

Cultural Daily

Independent Voices, New Perspectives

Peyton Manning and Jamie Horowitz's Omaha Productions Bring Quarterback Back to Netflix for Season 2

Our Friends · Wednesday, July 16th, 2025

On a hot New York summer night in SoHo, the Crosby Street Hotel transformed from a boutique hideaway into the place to watch July's biggest NFL show. Sports and media executives gathered for the exclusive screening of the first episode of [Season 2 of *Quarterback*](#), the beloved Netflix docuseries produced by Omaha Productions and NFL Films.

Omaha's Transition into Event Storytelling

Omaha Productions—co-founded by Peyton Manning and former ESPN executive Jamie Horowitz in December 2020—has rapidly cemented itself as one of sports media's fastest-growing companies. From the breakout success of *ManningCast* on ESPN to the natural spin-offs *Quarterback* into *Receiver* and *Starting Five* on Netflix, the company has become a genuine force in entertainment.

Setting the Tone: Horowitz on the Quarterback's Burden

As guests settled into their seats, Jamie [Horowitz](#) addressed the sold-out room, telling the audience that the series only existed because of a partnership between Manning and Kansas City Chiefs quarterback Patrick Mahomes a few years ago. He then explained why a show about a singular position has resonated:

"Peyton and many others call quarterback 'the hardest position in all of sports,'" he told the audience.

"Peyton would tell you: you have to know everyone else's job just as well as your own. You can't hear half the time, the weather is bad, you got three hundred pound linemen trying to tackle you. Win or lose you are going to be front and center. You have to give credit when it's good, you have to take the blame when it's bad, you have to face the music when times are tough, and there's always someone waiting to take your spot."

It was a fitting prelude—*Quarterback* Season 2 dives into that exact pressure: the grind, the scrutiny, the resilience.

Bud Light's Strategic Brand Renewal

Guests cracked open Bud Light—the official beer sponsor of *Quarterback*—as the screening ended. This partnership highlights Bud Light's broader goal: to rebuild cultural relevance through

authentic sports storytelling.

“It mimics some of the scenes that you’ll see in the show,” said Todd Allen, senior VP of marketing for Bud Light, in a recent interview. “Whether it’s Joe Burrow playing the piano to work on his dexterity or, you know, Kirk Cousins—he takes these meticulous voice memos to make sure he doesn’t miss a play—and then you’ve got Jared Goff, who hires a personal trainer to get in shape.”

Funny and sincere in equal measure, Bud Light’s new campaign—[featuring Manning](#) guiding a fictional “armchair quarterback” on how to consume Bud Light like a pro fan—dovetails with the docuseries’ ethos, fusing game-day ritual and humor.

A Gathering of Sports Media Luminaries

The Crosby guest list read like a who’s-who of sports, media, and brand leadership: Omaha’s Horowitz; Netflix Sports chief Gabe Spitzer; NFL CMO Tim Ellis; Words + Pictures CEO Connor Schell; Anheuser-Busch’s Todd Allen; influencers Katie Feeney and Lily Shimbashi; NFL Films executive Keith Cossrow; veteran football executive Mike Tannenbaum; and Premier Lacrosse League co-founder Paul Rabil. They watched Season 2’s premiere—centered on Joe Burrow, Kirk Cousins, and Jared Goff—all while sipping Bud Light.

Staying in Netflix’s Elite Top 10

Since its July 8 launch, *Quarterback Season 2* has remained in Netflix’s Top 10 every single day—a rare feat for a sports docuseries. The show avoids X’s and O’s and delves deep—showing not just game-day theatrics but off-field struggles: Burrow’s rehabilitation, Cousins’ Achilles comeback, Goff’s leadership journey.

Producers call it a gamble. Casting happens before the season starts, and storylines can shift dramatically. But Omaha’s cinematic instincts—fused with Manning’s personal creative touch—defined Season 1’s success. This season, that approach continues to hold strong.

Commentary from Industry Voices

“It’s an event disguised as a screening,” one industry executive quipped.

“You’re watching the show, but you’re also watching Omaha stake out its place in entertainment. Hats off to them—they do it well.”

Omaha’s Rise, and the Backing Behind It

In just a few years, Omaha Productions has evolved from a Monday Night Football experiment into a key player in sports entertainment, with Netflix hits like *Quarterback*, *Receiver*, *Starting Five*, and now *Quarterback Season 2*.

That continued success has drawn heavyweight investors. In 2022, Peter Chernin’s North Road Company invested approximately \$10 million, valuing the company at \$400 million. Chernin remarked:

“[Peyton and Jamie have built an exceptional media business](#), grounded in Peyton’s humor, heart, and authenticity,” said Chernin. “They have coupled that with a clear, bold and diversified strategic

vision that sets Omaha Productions apart.”

In 2025, Patrick Whitesell—leading a new Silver Lake-backed sports and media investment platform—stepped in via WTSL Group, valuing Omaha at over \$800 million. Said Whitesell:

“Omaha’s strong track record of creating engaging content puts them in a strong position to capitalize on new opportunities across entertainment and sports,” Whitesell said.

“Partnering with Peyton, Jamie and the Omaha team is such a clear choice as the first investment for our new venture, given their impressive track record, the strength of the business, and commitment to applying the same energy to continuing the company’s growth.”

With Netflix hits, major brand sponsorships, experiential premieres, and deep-pocketed [strategic partners](#), Omaha isn’t just shaping sports media—it’s building the blueprint for where the genre goes next.

Image: Eric Steinhauer via Pexels/Canva

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