

Get ready for the game with new football features in Search

9.9.2026 - Denise Ho | Google Italia

Never miss a play this season. Our latest upgrades in Search bring a Live Game Feed and deeper stats straight to your screen. Plus, you can now connect your fantasy football account to get tailored insights for your roster.

Football season is officially here in the U.S., and with our latest upgrades, Search is ready to be your ultimate game-day guide. Today, we're introducing new features designed to help you dive deeper into every moment — including a Live Game Feed, more detailed player and league stats, and the ability to link your fantasy football account for tailored recommendations.

□ **Never miss a play with the Live Game Feed.**

No one wants to miss a game-changing play. Now, with the new Live Game Feed in Search, you can catch up on all the action and follow each game in real-time as it unfolds. To try it out, simply search for an ongoing game and look for the red “Live” icon. You'll see an overall recap of the game so far, alongside a dynamic timeline featuring play-by-play updates, top social commentary, key video highlights, and AI-powered insights. The Live Game Feed for professional football is now available on mobile in the U.S. in English. Later this month, we'll also introduce support for collegiate teams and bring the feed to even more people around the world.

□ **Keep tabs on matchups, standings, and stats.**

Whether you're glued to your TV screen or checking in on the go, new upgrades in Search make it easier to see how the season is shaping up. Now, when you search for a matchup, you'll see a new carousel that lets you check the scores for other games happening across the league, without needing to search for them individually.

Want to see how your favorite players are stacking up? We're rolling out new stats this season that will show you the league leaders across categories like passing touchdowns or rushing yards, as well as more detailed player metrics like sacks, fumbles, and yards after catch. And coming soon, Search will also show you who's favored to win the championship, plus brackets for the playoffs. All of these updates, including the new matchup carousel, will be available globally on mobile.

□ **Manage your fantasy matchups with confidence.**

When you're setting your fantasy lineup before kickoff, getting tailored recommendations can help you make the right call. Now, you can link your Yahoo Fantasy or Sleeper account with Search and ask for customized insights through AI Mode.

To get started, simply ask AI Mode for help with your fantasy lineup, and you'll see an option to securely link your fantasy account. Once connected, Search can bring in the context from your live roster and all of your leagues to help with anything from start/sit recommendations to waiver wire targets — no manual data entry or screenshots needed. You can even ask AI Mode for an assessment of your draft picks or a weekly recap on happenings across the league.

We built this feature for fantasy fans of all levels, and we'll continue improving it throughout the season. Be sure to send us ideas or feedback through AI Mode using the thumbs up or thumbs down button on each response and let us know how we can make it even better. The ability to connect fantasy football apps with Search is now available in the U.S. in English.

Ready for kickoff? Try out the new football features on Search and dive deeper into every game this season.

<https://blog.google/products-and-platforms/products/search/football-features-google-search>