

NBA strikes gold with \$76 billion in new media deals. Here are the winners and losers.

Article

The news: It's finally official: the **NBA** has secured the bag.

- The league announced new 11-year media agreements with **Disney**, **NBCUniversal**, and **Amazon Prime Video**, the speculation of which we've [covered previously](#), set to last through the 2035-2036 season.
- This blockbuster deal, reportedly worth around \$76 billion, translates to **approximately \$7 billion per season**, and promises expanded coverage and increased accessibility for fans.
- As part of the deal, more national games will be broadcast on linear TV and streaming services than ever before.

How this works: Disney's **ABC** and **ESPN** will continue to be the go-to channels for marquee events, including the NBA Finals and Christmas Day games. They will also broadcast NBA Saturday Primetime and NBA Sunday Showcase packages, ensuring high visibility for key matchups.

- NBCU is set to reintroduce NBA coverage, featuring opening night games and a new Sunday night primetime slot. Tuesday regionalized games will also be telecast, and Peacock will stream Monday games and the NBA All-Star game, broadening NBC's sports portfolio.
- Prime Video emerges as a significant player, set to stream the NBA Cup, the play-in tournament, and Thursday and Friday night games. Additionally, Amazon will serve as a strategic partner and global destination for NBA League Pass, boosting the league's global presence.

While there are clear winners in this scenario, there inevitably will be losers.

- The NBA rejected **Warner Bros. Discovery's** bid to match Amazon's offer, which may lead to legal challenges and [create further problems](#) for the beleaguered media giant; it also hurts [Venu Sports](#), the upcoming sports property from WBD, Disney, and **Fox**. The future of "Inside the NBA," a popular show on Turner, is also uncertain, although there is optimism about its potential move to Amazon.
- Regional Sports Networks, already struggling due to the decline in cable and satellite subscriptions, might face additional challenges as more national games move to broader platforms.
- While the league's embrace of streaming aligns with industry trends toward digital media, it's natural to expect some resistance from linear TV audiences that don't have access to Prime Video.

Our take: The NBA's recent announcement of its deals marks a new era for the league's broadcast and streaming landscape.

- This agreement marks a significant increase in the league’s media rights value and promises to enhance both the reach and accessibility of NBA games.
- This deal is a monumental win for NBA Commissioner **Adam Silver**, whose negotiation skills managed to nearly triple the previous annual fees. **The expansion of streaming options through ESPN+, Peacock, and Prime Video reflects a strategic shift toward digital platforms, catering to a growing audience that favors online viewing.**
- With these new agreements, the NBA ensures that fans have more ways than ever to catch their favorite teams in action, whether through traditional broadcast television or modern streaming services.
- Partnering with a tech giant like Amazon aligns with the NBA’s strategy to stay ahead of the curve by integrating advanced technology and innovative viewing experiences.

Share of Total Sports Content US Teen/Adult Sports Fans Consume, by Media and Age, Jan 2024
 % of total

	Ages 13-34	Ages 35-54	Ages 55+
Subscription video-on-demand (SVOD)	24%	22%	16%
Social media	23%	14%	6%
Live TV bundle (MVPD/vMVPD)	18%	28%	46%
Apps/websites	11%	10%	5%
Free ad-supported streaming TV (FAST)	10%	10%	8%
Audio	8%	7%	5%
Over-the-air (OTA) antenna	7%	9%	14%

Source: Hub Research, "What's the Score? The evolution of sports fans and sports media," Feb 22, 2024

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