

Apple TV to stream MLS

Apple and Major League Soccer have announced a 10-year deal to stream all MLS matches exclusively on Apple TV. The deal – worth \$250m a year – is touted as a historic first for a major professional sports league

Worldwide deal spanning 2023-32 is linked to recent growth of MLS, and U.S., Canada and Mexico hosting 2026 FIFA World Cup



MOST LUCRATIVE U.S. MEDIA SPORTS DEALS

Annual revenue

NFL 2023-33

Amazon, CBS, ESPN, FOX, NBC

\$10bn

NBA 2017-25

ESPN, Turner Sports

\$2.6bn

MLB 2022-28

ESPN, FOX, TBS

\$1.75bn

Nascar 2015-24

FOX, NBC

\$820m

PGA Golf 2022-30

CBS, ESPN, Golf Channel, NBC

\$700m

NHL 2022-28

ESPN, Turner Sports

\$625m

Premier League 2023-28

NBC

\$450m

CURRENT MLS DEAL

ESPN, FOX, Univision 2015-22

Apple deal to increase annual revenue by \$160m

\$90m