NBA viewers bounce back

Ahead of the 2026-27 season, NBA average national audiences rose 16% to 1.78 million in the first season of a new media rights deal, reversing three years of decline



Jalen Brunson
2026 NBA Finals "Most Valuable Player" as New York Knicks beat San Antonio Spurs to end 53-year title drought

NEW BROADCAST ERA

11-year media rights deal began in 2025-26, with Disney's ABC/ESPN joined by NBC/Peacock and Amazon Prime Video

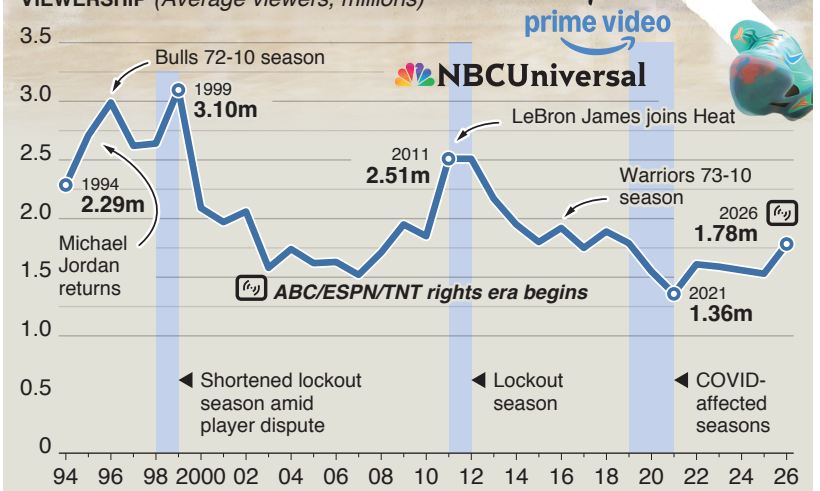
$76bn Value of deal, with 31% of matches on broadcast TV

$2.1bn Advertising revenue in 2025-26 campaign

170m Americans watched NBA coverage during 2025-26 season **– highest reach in 24 years***

*Total reach across all platforms

NBA REGULAR-SEASON NATIONAL VIEWERSHIP *(Average viewers, millions)*



Sources: NBA, Sports Media Watch Picture: Getty Images

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