

US Sports

2024-2025



NBA & WNBA

TNT SPORTS US

TNT SPORTS UK

NBA (USA)

On linear & OTT

TNT SPORTS US

max

B/R

📍 Rights territories : USA



100+

Games
broadcasted



40M+

Linear
viewers



23M+

Cross-platform
followers on TNT



WNBA & NBA (UK)

On linear & OTT



📍 Rights territories : UK & Ireland



1900+

Hours
broadcasted



1.7M+

Linear
viewers



7500+

Page views
on TNT





MLB

tbs

TNT SPORTS UK

MLB (USA)

On linear & OTT

tbs

max

B/R

📍 Rights territories : USA



POSTSEASON

200+

Hours
broadcasted



40M+

Linear
viewers



62M

Social
Engagement



Sources: Nielsen Live + 3 via Lake 5, Reach based on a 6 min qualifier, P2+. Dates: 2023-24

* Based on Bleacher Report numbers – CrowdTangle. Dates: 30/03/2023 to 10/01/2024

MLB (UK)

On linear & OTT



📍 Rights territories : UK & Ireland



POSTSEASON

1500+

Hours
broadcasted



1.3M+

Linear
viewers



NHL



NHL

TNT SPORTS US



NHL

On linear & OTT

TNT SPORTS US

max

B/R

📍 Rights territories : USA



STANLEY CUP
PLAYOFFS



STANLEY CUP
FINAL

70+

Games
broadcasted



25M+

Linear
viewers



2.4M

Cross-platform followers
reached on average
(B/R NHL post)



Sources: Based on season 22-23



NCAA

TNT SPORTS US

tbs

tru^{TV}

NCAA

On linear & OTT

TNT SPORTS US

tbs

truTV

max

B/R

📍 Rights territories : USA

 **MARCH MADNESS**

65+

Games
broadcasted



9.5M+

Linear viewers
Avg. per game



40M

Cross-platform
engagements



Sources: Based on season 22-23



Brand

Solutions

