# **US Sports**2024-2025









#### NBA (USA)

On linear & OTT



max

B∕R

Q Rights territories: USA

















Games broadcasted





Linear viewers





Cross-platform followers on TNT







### WNBA & NBA (UK)

On linear & OTT







• Rights territories : UK & Ireland

NBA NBA

S ALL-STAR 2025





















Hours broadcasted



1.7M+

Linear viewers



Page views











#### MLB (USA) On linear & OTT

tbs

max



Q Rights territories: USA



POSTSEASON TO SERVICE TO SERVICE

200+

Hours broadcasted



40M+

Linear viewers



.

Social Engagemant



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





Q Rights territories: UK & Ireland



POSTSEASON



Hours broadcasted



1.3M+

Linear viewers

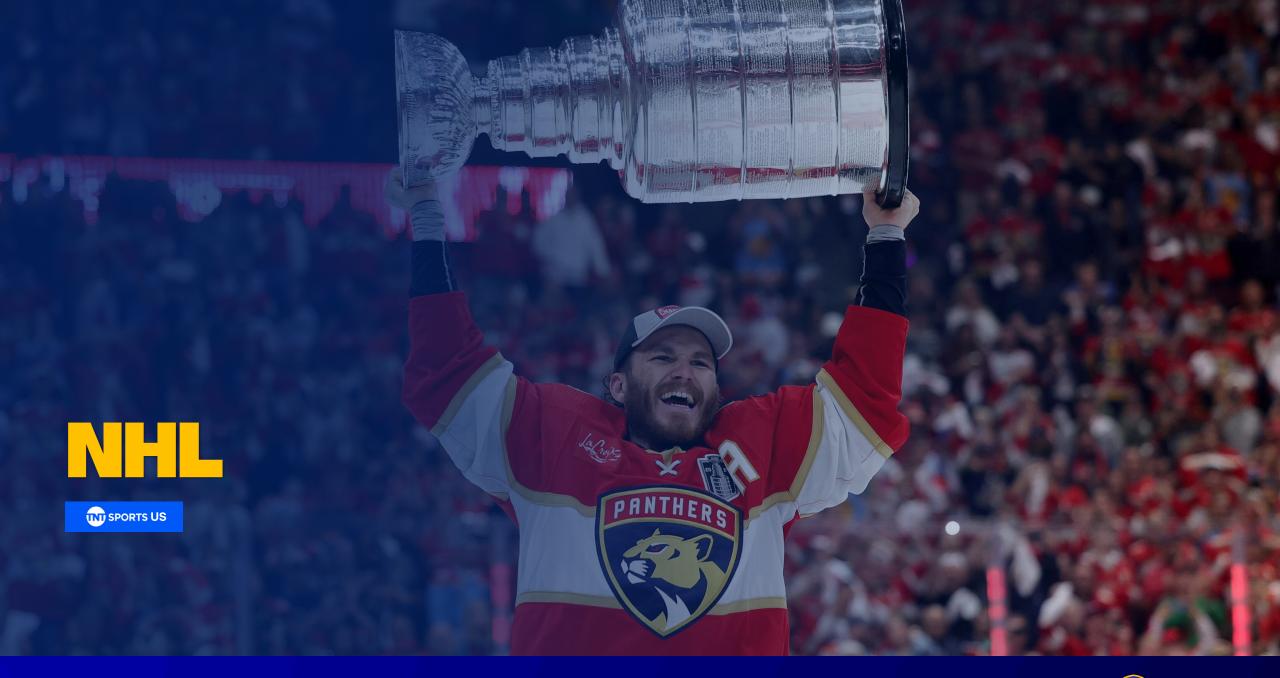






NHL







#### NHL

#### On linear & OTT



max

B∕R

Q Rights territories : USA







70+

Games broadcasted

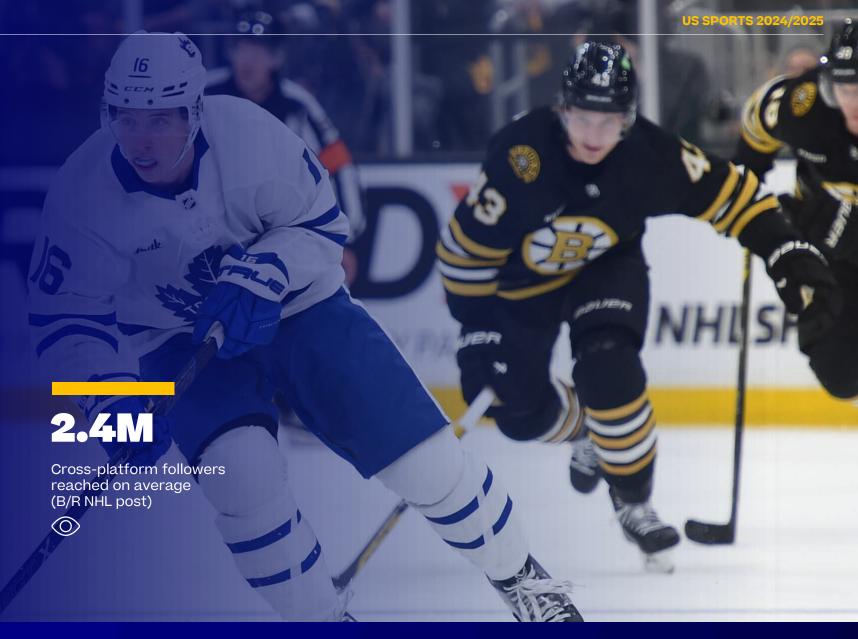


Sources: Based on season 22-23

25M+

Linear viewers







## NCAA



tbs

tru®



the @CBS ( true

748

#### **NCAA**

On linear & OTT







max



889999

**\*\*** 

Q Rights territories: USA





Games broadcasted



9.5M+

Linear viewers Avg. per game



Cross-platform engagements

0



Sources: Based on season 22-23





## Brand Solutions

