



28.08.2025 - DANIEL HARRAGHY

US sports rights spend hits \$30.5bn, outpacing the wider TV market

Spending on US sports rights has surged 122% over the past decade, rising from \$13.8bn in 2015 to \$30.5bn in 2025, according to new research from Ampere Analysis. Over the same period, total US TV industry revenues increased by just 24%, meaning investment in sports rights has grown five times faster than the broader market.

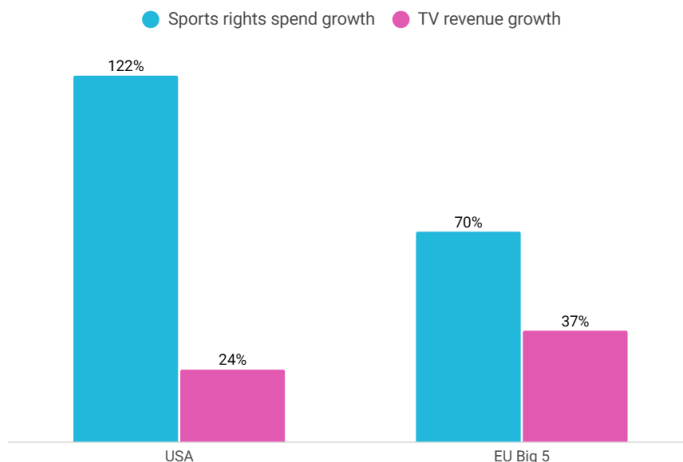
Landmark deals have fuelled US growth, including new long-term NFL contracts signed in 2023 and NBA rights renewals beginning in the 2025–26 season. Sports rights now account for 14% of total US TV revenue, underlining the premium value of live sport to broadcasters as a subscription driver and retention play, as well as a lever for audience and ad dollar growth.

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USA, EU Big 5 sports rights spend growth vs TV industry revenue growth, 2015-2025



Source: Ampere Sports - Media Rights

However, this is not a global trend. Europe tells a different story. In the UK, sports rights spend has grown at twice the rate of TV revenues since 2015, and 1.6 times as fast in Spain. But in France and Germany, the growth of rights has largely stalled.

As a result, and in clear contrast to the US, overall TV revenue growth between 2019 and 2025 across all of Europe's "big five" markets outpaced sports rights spend. The European broadcasters have typically taken a more cautious stance, reflecting declining viewership and ongoing challenges in driving subscriber revenue growth.

This more restrained approach in Europe reflects a number of market differences compared to the US, which typically sees longer-term rights contracts, business models that place greater emphasis on affiliate fees and advertising rather than subscriptions, and a more competitive rights market.

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