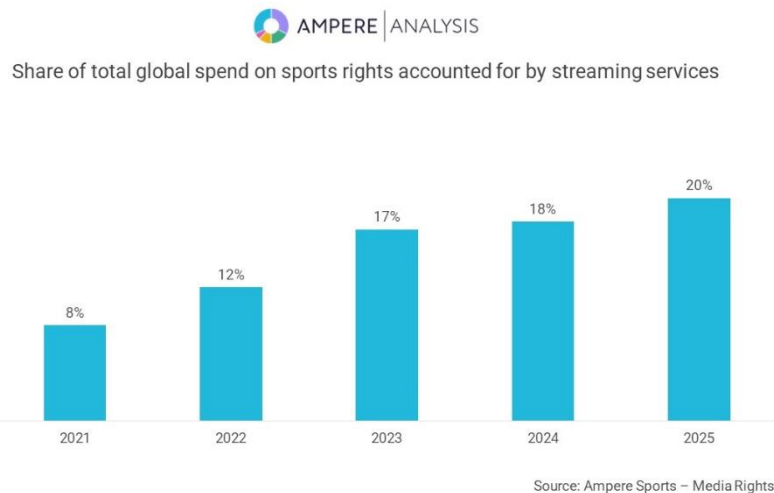


Streamers will spend \$12.5bn on sports rights in 2025

Streamers account for a fifth of global sports rights spend

London, 17th February 2025: Streamers will account for a fifth of global sports rights spend in 2025 according to Ampere Analysis sports media rights data. Their combined spend on sports rights will reach \$12.5bn this year. Much of this growth is driven by the expanding sports budgets of Netflix and Amazon, however, sports streaming platform DAZN will maintain its position as the world's top spender on sports rights.



Key findings

- Streaming services will account for 20% of the global \$64bn spend on sports rights in 2025, up from 18% in 2024
- Streamers have already committed to spending \$12.5bn on sports rights this year
- DAZN will retain its position as the top streaming spender on sports rights. The platform will account for one third of streaming spend on sports in 2025, boosted by its \$1bn deal for the 2025 FIFA Club World Cup. DAZN's share of the global sports rights market will be even higher once the acquisition of Foxtel in Australia completes
- Leading general entertainment streamers with a global footprint are further establishing their positions as investors in sports media rights. Amazon is the second top streaming spender. Its share will increase from 18% to 23% following its acquisition of NBA rights from the 2025-26 season onwards. Other major rights held by Amazon include NFL Thursday Night Football and UEFA Champions League

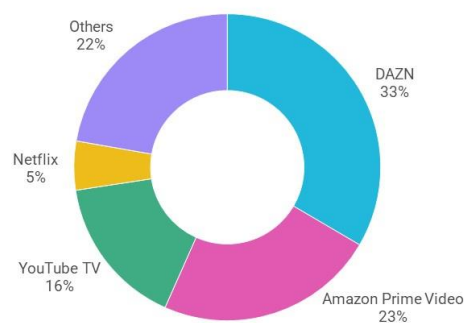
- YouTube TV remains in third place, due to its single sports rights deal for the NFL Sunday Ticket worth a reported \$2bn per season
- Netflix is now the fourth biggest streaming investor in sports rights thanks to its three-year agreement to show Christmas Day NFL games and its \$500m per year deal with WWE which started in 2025.

Sport as a subscription-driver

- Sport is a valuable subscription driver for streamers as the market reaches saturation point. The introduction of advertising tiers provides streamers with further incentive to acquire live sport
- Ampere’s SVoD Economics data shows the recent impact of live sports in driving subscriptions:
 - Netflix gained around 1.5m sign-ups in the US following the Paul/Tyson boxing match. 80% of these were still active one month later. The streamer signed up almost 700,000 subs for its NFL Christmas Day games
 - Peacock gained 2m subscriptions across the weekend of its exclusive NFL play-off game in 2024
 - Paramount+ added 2.4m subs on the day of its Super Bowl coverage in 2024.



Proportion of 2025 global OTT spend on sports rights, by service



Source: Ampere Sports – Media Rights

Danni Moore, Senior Analyst at Ampere Analysis says: *“Over the last five years, streamers’ share of investment in sports rights has increased for two main reasons. The first is the growth of DAZN as a specialist sport streamer. In particular, DAZN has driven investment in top tier sports rights in major European markets such as Germany, Italy, Spain and most recently France. Then, as streaming nears saturation point, general entertainment platforms are adjusting their content investment strategies and have*

turned to sports as a key part of their subscription growth plans. They are recognising the benefit of acquiring rights to major season-long competitions for both subscriber acquisition and retention. Netflix, Peacock and Paramount all saw the commercial value of acquiring key sporting tournaments and one-off events in 2024 and we expect more of the same in 2025.”

Ends

Notes to Editors:

- 22% attributed to ‘Others’ in the breakdown of global OTT spend comprises the total of all other OTT platforms with a share smaller than 5%. This includes but is not limited to Viacom18 in India; Apple TV+, Paramount+, Peacock in the US; Tencent Video, Migu and iQIYI Sports in China and many others.
- Streaming sports spend excludes rights which are acquired for broadcast TV and subsequently shared with streaming services owned by the parent broadcaster

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company’s experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com