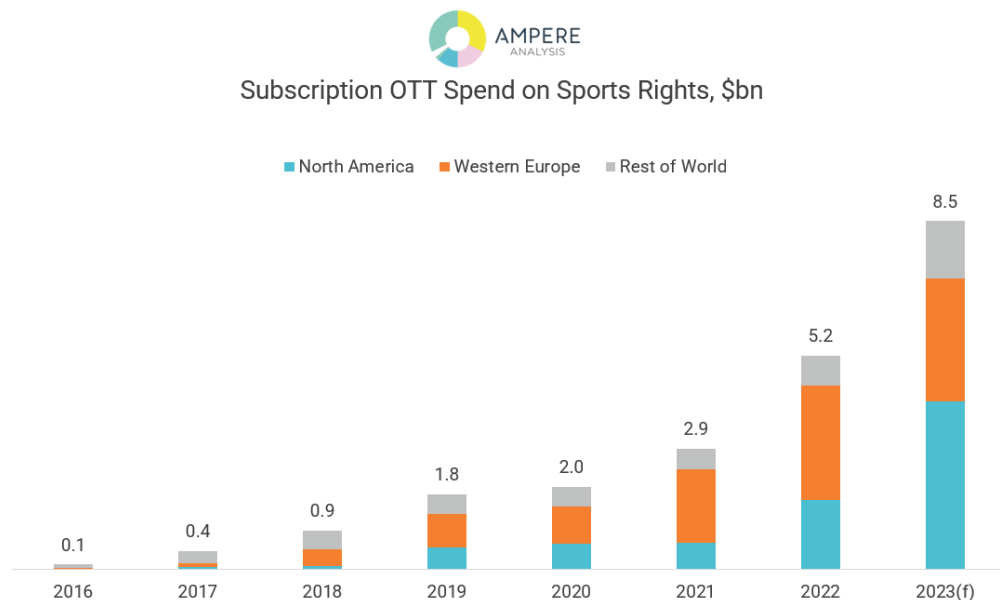


Streaming services will spend over \$8bn on sports rights in 2023

New major NFL deals with Amazon and YouTube mean streamers will account for one fifth of all sports rights spend this year

London, 20th February 2023: Subscription OTT services' spend on sports rights globally¹ will reach \$8.5bn in 2023, a 64% increase compared to last year. That's according to a new report from Ampere Analysis' Sports analysing the role of sports in the streaming wars.



Source: Ampere Sports – Media Rights

The research also predicts that the share of spend on sports rights by streaming platforms will increase in 2023 to reach 21% of global sports rights investment, up from 13% in 2022.

Ampere's research uses the media analyst's latest suite of data products: Sports – Media Rights, which tracks data on sports TV rights in the largest markets around the world, and Sports – Consumer, a regular series of consumer interviews covering sports fans in 12 countries around the world.

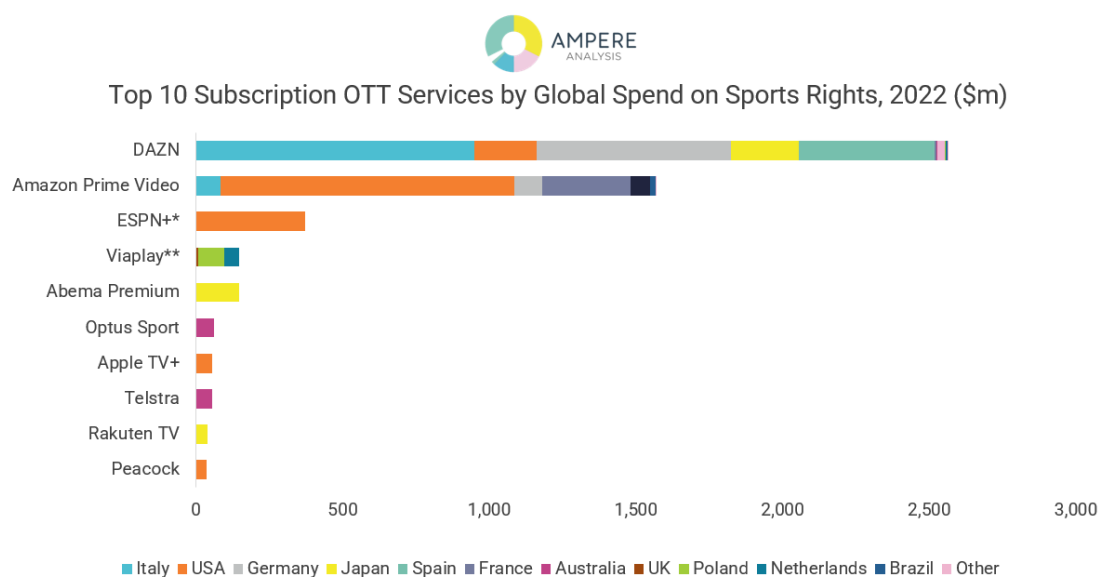
Streamers help media rights owners achieve revenue growth

Subscription OTT services' spend on sports rights has lagged compared to investment in original TV and film. In 2022, 28% of original content spending was from streaming platforms such as Netflix, Disney+, Prime Video and Apple TV+. However, as streaming technology has improved, and as fans increasingly expect to be able to stream their favourite sports, the sports streaming model finally took off. At the same time, the challenging economic outlook for traditional sports broadcasters – such as pay TV channels, ad-funded commercial channels and public service broadcasters – incentivises rights owners to appeal to streaming platforms in order to achieve media rights growth.

The role of sports in the Streaming Wars

Leading the way for streaming platforms' growing investment in sports rights, particularly in Europe, is DAZN. The global OTT sports streaming service accounted for more than half (54%) of all subscription OTT services' spend on sports rights in 2022.

However, recent years have seen an acceleration in sports rights spend by general entertainment services – such as Peacock and Viaplay – as service providers look to differentiate from peers in an increasingly crowded market. General entertainment services accounted for six of the top 10 subscription OTT services by global spend on sports rights in 2022.



Source: Ampere Sports – Media Rights

*Excludes rights deals primarily monetized through linear ESPN channels

**Excludes rights deals in the Nordic region which are monetized across Viaplay's multiple distribution channels – i.e., not exclusively on Viaplay's streaming platform

The exclusive NFL deal with Amazon that kicked off in September 2022 was arguably the turning point for sports on general entertainment OTT platforms. It represented the largest single deal signed to-date by any sports streaming service, and has since been surpassed only by YouTube – also with the NFL.

Jack Genovese, Research Manager at Ampere Analysis, says: “The transition to streaming will take longer for sports than for other genres. This is in part because of the nature of sports rights deals, which typically span multiple years. It is also due to the sheer value of sports rights, and the sensitivities characterising the distribution and consumption of sport. The need for high quality, low latency feeds will continue to favour risk-averse behaviour among broadcasters and rights owners alike. However, streaming will offer opportunities for sports to experiment with content, distribution and monetisation, which will revolutionise the way in which sports rights are sold and bought in the future.”

Ends

Notes to Editors

Data on subscription OTT services’ spend on sports rights referring to the following 17 major TV markets: USA, UK, Germany, Italy, France, Spain, Australia, Brazil, Netherlands, Poland, Denmark, Sweden, Norway, Finland, Japan, India, South Africa

About [Ampere Sports](#)

Ampere Sports – Media Rights, covers more than 4,500 individual TV rights deals across the USA, UK, Germany, Italy, France, Spain, Australia, Brazil, Netherlands, Poland, Denmark, Sweden, Norway, Finland, Japan, India, South Africa, detailing information on the event, duration of the contract, buyer, buyer type, and value of the deal.

Ampere Sports - Consumer comprises of an annual wave of consumer surveys across 12 markets (USA, UK, Germany, Italy, France, Spain, Australia, Brazil, India, China, Indonesia, South Africa) interviewing 15,000 sports fans a year. The data allows research buyers to conduct detailed analysis and segmentation of sport fans’ attitudes and behaviours across key topic areas such as sport and competition fandom, willingness to pay, importance of a competition within a bundle, engagement with linear and OTT platforms for sport and wider activities like sports betting, participation and content viewing.

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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