The Hollywood Reporter, NBA's Advertiser Interest Surges, Lifting Media Partners Ahead of Tip Off

- "The NBA looks to be in a much stronger position this year comparatively to last year," says Sean Wright, chief insights and analytics officer for Guideline, a firm that tracks advertising spend across TV and streaming. And last season, per Guideline's data, advertising spend rose by 15 percent to $1.52 billion.

MediaPost, Amid A Changing Of The Ad Forecast Guards, A New Player Steps In

- MediaPost Agency Daily newsletter, 10/23, Amid A Changing Of The Ad Forecast Guards, A New Player Steps In
- MediaPost MediaDaily newsletter, 10/23, Amid A Changing Of The Ad Forecast Guards, A New Player Steps In
- MediaPost Publishers Daily newsletter, 10/23, Amid A Changing Of The Ad Forecast Guards, A New Player Steps In
- MediaPost Television News Daily newsletter, 10/23, Amid A Changing Of The Ad Forecast Guards, A New Player Steps In
    - MediaPost, meanwhile, has obtained what appears to be Guideline's first publicly-released forecast for U.S. ad spending, projecting 2025 will rise 4.6% to $113 billion. The Guideline forecast also breaks out the growth and/or decline in U.S. ad spending for major media categories

Sportico, NBA Partners Primed for Ad Revenue Boost as Rights Deals Begin

- According to booking data furnished by Guideline, which captures actual agency investment figures from the six major U.S. holding companies as well as most of the large independent shops, total NBA ad spend reached $1.52 billion last season, up 15% versus 2023-24. ABC/ESPN enjoyed a heady 20% boost in sales volume, while TNT closed out its final season as an NBA media partner with a 9% lift in ad dollars.

Sports Business Journal, NBA media rights deal brings increased ad interest ahead of tipoff

- Guideline Chief Insight & Analytics Officer Sean Wright said the NBA "looks to be in a much stronger position this year comparatively to last year." NBCUniversal says that "nearly 170 sponsors have signed on for coverage, with more than 20 percent being new to the company."