

## SPORTS RADIO

### **23.1 Sports Radio Stations**

New York City-based WFAN (660 AM) is credited with pioneering the 24-hour-per-day sports-talk format. Its success spawned rapid growth of sports-talk radio in the 1990s and 2000s. Every major metropolitan area now has at least one radio station offering 24/7 sports; some have two or more.

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**“We’ve gone from a time when the industry openly ridiculed the idea of a full-time sports station to an environment where some markets have three or even four all-sports radio outlets.”**

Tom Taylor, Analyst  
Taylor On Radio

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According to the Streaming Radio Guide ([www.streamingradioguide.com](http://www.streamingradioguide.com)), there were 563 streaming AM sports radio stations and 167 streaming FM sports radio stations in the U.S. as of September 2015, distributed as follows:

	<b>Total</b>	<b>AM</b>	<b>FM</b>
• National sports talk:	551	442	110
• Local sports talk:	103	62	41
• Sports variety:	49	35	14
• Spanish sports:	26	24	2
• Total:	729	563	167

A list of streaming sports radio stations is available online at <http://streamingradioguide.com/streaming-radio.php?format=3&sort=&showall=on>.

The following are sports radio station groups and sports rights held (source: *SportsBusiness Journal's Resource Guide & Fact Book*):

## **Alabama**

WJOX 690-AM ([www.joxfm.com](http://www.joxfm.com))

- Birmingham Barons (AAA)
- NFL Tennessee Titans
- University of Alabama
- University of Alabama, Birmingham

## **Arizona**

KDUS 1060-AM ([www.kdus.com](http://www.kdus.com))

- Arizona State University baseball
- Notre Dame University football
- University of Nebraska football

KGME 910-AM ([www.xtra910.com](http://www.xtra910.com))

- NHL Phoenix Coyotes

KTAR 620-AM ([www.ktar.com](http://www.ktar.com))

- Arizona State University
- MLB Arizona Diamondbacks
- NBA Phoenix Suns
- NCAA Tostitos Fiesta Bowl
- NFL Arizona Cardinals

## **California**

KCKK 1510-AM ([www.milehighsports.com](http://www.milehighsports.com))

- NBA Denver Nuggets
- NHL Colorado Avalanche
- MLS Colorado Rapids
- Mountain West Conference
- U.S. Air Force Academy

KCTC 1320-AM ([www.espn1320.net](http://www.espn1320.net))

- NFL San Francisco 49ers

KHTK 1140-AM ([www.khtkam.com](http://www.khtkam.com))

- NBA Sacramento Kings
- University of California, Davis
- WNBA Sacramento Monarchs

KKFN 104.3-FM and KEPN 1600-AM ([www.fm1043thefan.com](http://www.fm1043thefan.com), [www.espnradio1600.com](http://www.espnradio1600.com))

- CHL Rocky Mountain Range
- University of Wyoming football

KLAA 830-AM ([www.am830.net](http://www.am830.net))

- MLB Los Angeles Angels
- NFL Oakland Raiders
- NHL Anaheim Ducks
- University of Notre Dame

KLAC 570-AM ([www.am570radio.com](http://www.am570radio.com))

- MLS Los Angeles Galaxy
- NFL San Diego Chargers
- NHL Los Angeles Kings
- University of California, Los Angeles

KLSD 1360-AM ([www.xtrasports1350.com](http://www.xtrasports1350.com))

- NFL San Diego Chargers
- University of San Diego basketball

KNBR 680-AM and KNBR 1050-AM ([www.knbr.com](http://www.knbr.com))

- MLB San Francisco Giants
- MLS San Jose Earthquakes
- NBA Golden State Warriors
- NFL San Francisco 49ers

KSPN 710-AM ([www.710espn.com](http://www.710espn.com))

- NBA Los Angeles Lakers
- University of Southern California

KTRB 860-AM ([www.xtra860am.com](http://www.xtra860am.com))

- MLB Oakland Athletics
- Stanford University

KXDP 87.7-FM ([www.877theticket.com](http://www.877theticket.com))

- University of Denver

XEPE 1700-AM ([www.sandiego1700.com](http://www.sandiego1700.com))

XPRS 1090-AM ([www.xxsportsradio.com](http://www.xxsportsradio.com))

- MLB San Diego Padres
- University of San Diego

### **Connecticut**

WPOP 1404-AM ([www.sportsradio1410.com](http://www.sportsradio1410.com))

## Florida

WAOC 1420-AM ([www.1420sports.com](http://www.1420sports.com))

- NFL Jacksonville Jaguars
- University of Florida football

WAXY 790-AM ([www.790theticket.com](http://www.790theticket.com))

- Florida International University
- MLB Florida Marlins
- NBA Miami Heat

WDAE 620-AM ([www.620wdae.com](http://www.620wdae.com))

- MLB Tampa Bay Rays
- NFL Tampa Bay Buccaneers
- NHL Tampa Bay Lightning
- University of Florida

WFTL 640-AM ([www.wftlsports.com](http://www.wftlsports.com))

- MLB New York Yankees

WFXJ 930-AM ([www.930thefox.com](http://www.930thefox.com))

- University of Florida

WHBO 1040-AM ([www.espn1040.com](http://www.espn1040.com))

- Florida State University
- MLB New York Yankees
- NBA Orlando Magic
- University of Miami

WHOO 1080-AM ([www.espnflorida.com](http://www.espnflorida.com))

- Florida State University
- University of Miami

WINZ 940-AM ([www.940winz.com](http://www.940winz.com))

- NBA Miami Heat
- NFL Miami Dolphins

WJXL 1010-AM ([www.1010xl.com](http://www.1010xl.com))

- Jacksonville University

WOCN 1450-AM ([www.1450espndeportes.com](http://www.1450espndeportes.com))

- University of Miami

WQAM 560-AM ([www.wqam.com](http://www.wqam.com))

- NHL Florida Panthers

- University of Miami

WQYK 1010-AM (<http://wqyk.cbslocal.com>)

- NFL Miami Dolphins
- University of South Florida

WYGM 740-AM ([www.740thegame.com](http://www.740thegame.com))

- AFL Orlando Predators
- NFL Jacksonville Jaguars
- University of Central Florida

### **Georgia**

WCNN 680-AM, WIFN 1340-AM, WFOM 1230-AM ([www.680thefan.com](http://www.680thefan.com))

- BCS National Championship
- MLB Atlanta Braves
- NCAA Chick-fil-A College Kick-Off game
- NCAA Division I Men's Final Four
- Southeastern Conference football and basketball championship game
- The Masters
- University of Florida

WQXI 790-AM ([www.790thezone.com](http://www.790thezone.com))

- AT&T Classic (golf)
- Georgia Tech University
- NBA Atlanta Hawks
- NCAA Chick-fil-A Bowl

### **Idaho**

KTIK 1360-AM ([www.ktik.com](http://www.ktik.com))

### **Illinois**

WMVP 1000-AM ([www.espnradio1000.com](http://www.espnradio1000.com))

- NBA Chicago Bulls

WSCR 670-AM ([www.670thescore.com](http://www.670thescore.com))

- DePaul University
- MLB Chicago White Sox
- Northern Illinois University

### **Indiana**

WFNI 1070-AM and WHLK 97.1-FM ([www.1070thefan.com](http://www.1070thefan.com))

- Indiana University
- NBA Indiana Pacers
- NFL Indianapolis Colts

- WNBA Indiana Fever

WNDE 1260-AM ([www.wnde.com](http://www.wnde.com))

- Purdue University

WXLW 950-AM ([www.xl950.com](http://www.xl950.com))

- Butler University
- Indianapolis Indians (AAA)
- Marian University
- MLB Cincinnati Reds

### **Iowa**

KXNO 1460-AM ([www.kxno.com](http://www.kxno.com))

- MLB St. Louis Cardinals
- NFL Minnesota Vikings
- University of Northern Iowa

### **Kansas**

KCSP 610-AM ([www.610sports.com](http://www.610sports.com))

- MLB Kansas City Royals
- University of Kansas

WHB 810-AM ([www.810whb.com](http://www.810whb.com))

- Kansas State University
- University of Missouri, Kansas City

### **Kentucky**

WLXG 1300-AM ([www.wlxg.com](http://www.wlxg.com))

### **Louisiana**

WSLA 1560-AM ([www.wslaradio.com](http://www.wslaradio.com))

- MLB Houston Astros

WWWL 1350-AM ([www.1350espn.com](http://www.1350espn.com))

### **Maryland**

WJZ 1300-AM and WJZ 105.7-FM ([www.espn1300.com](http://www.espn1300.com))

- MLB Baltimore Orioles (105.7-FM only)
- University of Maryland

WNST 1570-AM ([www.wnst.net](http://www.wnst.net))

WTEM 980-AM, WWXX 94.3-FM, WWXT 92.7-FM ([www.espn980.com](http://www.espn980.com))

- George Mason University
- Georgetown University
- MLB Baltimore Orioles
- NFL Washington Redskins
- University of Maryland
- University of Virginia
- Virginia Tech

WVIE 1370-AM and WCBM 680-AM ([www.fox1370.com](http://www.fox1370.com))

- NBA Washington Wizards
- University of Maryland, Baltimore County
- University of Notre Dame

### **Massachusetts**

WBZ 98.5-FM ([www.985thesportshub.com](http://www.985thesportshub.com))

- NFL New England Patriots
- NHL Boston Bruins

WEEI 850-AM and WEEI 103.7-FM ([www.weei.com](http://www.weei.com))

- Boston College
- MLB Boston Red Sox
- MLS New England Revolution
- NBA Boston Celtics

WWZN 1510-AM ([www.1510thezone.com](http://www.1510thezone.com))

- AHL Lowell Devils
- Boston University
- Harvard University football
- University of Notre Dame

### **Michigan**

WDFN 1130-AM ([www.wdfn.com](http://www.wdfn.com))

- MLB Detroit Tigers
- NFL Detroit Lions
- NHL Detroit Red Wings

WXYT 97.1-FM and WXYT 1270-AM ([www.971theticket.com](http://www.971theticket.com))

- MLB Detroit Tigers
- NBA Detroit Pistons
- NFL Detroit Lions
- NHL Detroit Red Wings

## **Minnesota**

KFAN 1130-AM and KFXN 690-AM ([www.kfan.com](http://www.kfan.com)) and ([www.thescore690.com](http://www.thescore690.com))

- NBA Minnesota Timberwolves
- NFL Minnesota Vikings

KSTP 1500-AM ([www.1500espn.com](http://www.1500espn.com))

- MLB Minnesota Twins

## **Missouri**

KFNS 590-AM and KSLG 1380-AM ([www.fkns.com](http://www.fkns.com))

- Missouri Valley Conference
- St. Louis University
- University of Illinois

WXOS 101.1-FM ([www.101espn.com](http://www.101espn.com))

- NFL St. Louis Rams
- St. Louis University

## **Nebraska**

KOZN 1600-AM ([www.1630thezone.com](http://www.1630thezone.com))

## **New Jersey**

WENJ 97.3-FM and WENJ 1400-AM ([www.1450espn.com](http://www.1450espn.com))

- MLB Philadelphia Phillies

## **New York**

WEPN 1050-AM ([www.1050espnradio.com](http://www.1050espnradio.com))

- NBA New York Knicks
- NFL New York Jets
- NHL New York Rangers

WGR 550-AM ([www.wgr550.com](http://www.wgr550.com))

- NHL Buffalo Sabres

WFAN 660-AM ([www.wfan.com](http://www.wfan.com))

- MLB New York Mets
- NBA New Jersey Nets
- NFL New York Giants
- NHL New Jersey Devils

## **North Carolina**

WCMC 99.9-FM, WDNC 620-AM, WCLY 1550-AM ([www.espntriangle.com](http://www.espntriangle.com))

- Duke University
- Durham Bulls (AAA)



- NHL Carolina Hurricanes (99.9-FM)
- University of Notre Dame

WFNZ 610-AM and WFNA 1660-AM ([www.wfnz.com](http://www.wfnz.com))

- AHL Charlotte Checkers
- Charlotte Knights (AAA)
- University of North Carolina
- University of North Carolina, Charlotte
- Wake Forest University

WZGV 730-AM ([www.foxsports730.com](http://www.foxsports730.com))

- Appalachian State University basketball and football

## **Ohio**

WBNS 1460-AM and WBNS 97.1-FM ([www.1460thefan.com](http://www.1460thefan.com))

- NHL Columbus Blue Jackets
- Ohio State University

WCKY 1530-AM ([www.1530homer.com](http://www.1530homer.com))

- NFL Cincinnati Bengals
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WKNR 850-AM and WWGK 1540-AM (KNR2) ([www.espn.cleveland.com](http://www.espn.cleveland.com))

- AHL Lake Erie Monsters
- Ohio State University

WSAI 1360-AM ([www.1360espn.com](http://www.1360espn.com))

- University of Cincinnati football and men's basketball
- University of Kentucky football and men's basketball
- Xavier University football and men's basketball

WYTS 1230-AM ([www.progressive1230.com](http://www.progressive1230.com))

- MLB Cincinnati Reds
- Ohio University

## **Oklahoma**

KEBC 1340-AM ([www.sportsradio1340.com](http://www.sportsradio1340.com))

KREF 1400-AM ([www.sportstalk1400.com](http://www.sportstalk1400.com))

- University of Oklahoma

WWLS 640-AM and WWLS 98.1-FM ([www.thesportsanimal.com](http://www.thesportsanimal.com))

- NBA Oklahoma City Thunder
- Oklahoma State University
- University of Oklahoma

## **Oregon**

KFXX 1080-AM ([www.1080thefan.com](http://www.1080thefan.com))

- MLB Seattle Mariners

KXTG 95.5-FM ([www.955thegame.com](http://www.955thegame.com))

- MLS Portland Timbers
- NBA Portland Trailblazers
- NFL Seattle Seahawks
- University of Oregon

## **Pennsylvania**

KDKA 94.7-FM ([www.937thefan.com](http://www.937thefan.com))

WBGW 970-AM ([www.fox970.com](http://www.fox970.com))

- NFL Pittsburgh Steelers
- University of Pittsburgh

WEAE 1250-AM ([www.1250espn.com](http://www.1250espn.com))

- Penn State University

WIP 610-AM ([www.610wip.com](http://www.610wip.com))

- MLB Philadelphia Phillies
- NBA Philadelphia 76ers
- NFL Philadelphia Eagles
- NHL Philadelphia Flyers

WPEN 950-AM and WNUW 97.5-FM ([www.950espn.com](http://www.950espn.com))

- AFL Philadelphia Soul
- University of Pennsylvania
- Villanova University

WXDX 105.9-HD2 ([www.1059thex.com](http://www.1059thex.com))

- NHL Pittsburgh Penguins

## **South Carolina**

WCOS 1400-AM ([www.wcos1400.com](http://www.wcos1400.com))

## **Tennessee**

KQPN 730-AM ([www.730foxsports.com](http://www.730foxsports.com))

WHBQ 560-AM ([www.sports56whbq.com](http://www.sports56whbq.com))

- CHL Mississippi Riverkings
- Memphis Redbirds (AAA)
- University of Mississippi

WGFX 104.5-FM ([www.1045thezone.com](http://www.1045thezone.com))

- NHL Nashville Predators
- Vanderbilt University

WNSR 560-AM ([www.wnsr.com](http://www.wnsr.com))

- Middle Tennessee State University
- Nashville Sounds (AAA)
- Vanderbilt University

WSMB 680-AM and WMFS 92.9-FM ([www.680wsmb.com](http://www.680wsmb.com))

- MLB St. Louis Cardinals
- University of Tennessee

### **Texas**

KBME 790-AM ([www.790thesportsanimal.com](http://www.790thesportsanimal.com))

- Texas A&M University
- Texas Tech University
- University of Houston

KESN 103.3-FM ([www.espn1033.com](http://www.espn1033.com))

- Baylor University football
- NBA Dallas Mavericks

KFNC 97.5-FM ([www.975theticket.com](http://www.975theticket.com))

- Rice University

KGOW 1560-AM ([www.1560thegame.com](http://www.1560thegame.com))

KILT 610-AM ([www.sporstradio610.com](http://www.sporstradio610.com))

- NFL Houston Texans
- NHL Houston Rockets
- University of Texas

KRLD 105.3-FM ([www.1053thefan.com](http://www.1053thefan.com))

- NFL Dallas Cowboys
- NHL Texas Rangers
- Texas A&M University

KTCK 1310-AM and KTDK 104.1-FM ([www.theticket.com](http://www.theticket.com))

- NFL Dallas Cowboys
- Southern Methodist University

KTKR 760-AM ([www.ticket760.com](http://www.ticket760.com))

- AHL San Antonio Rampage
- MLB Houston Astros
- Texas A&M University
- University of Texas
- University of Texas, San Antonio
- WNBA San Antonio Silver Stars

KZDC 1250-AM ([www.1250zone.com](http://www.1250zone.com))

- University of the Incarnate Word

### **Utah**

KALL 700-AM ([www.kall70sports.com](http://www.kall70sports.com))

- MLS Real Salt Lake
- University of Utah

KFNZ 1320-AM and KJQS 1230-AM ([www.thesportsfan.com](http://www.thesportsfan.com))

- NBA Utah Jazz

KZNS 1290-AM ([www.1280thezone.com](http://www.1280thezone.com))

- University of Utah women's basketball

### **Virginia**

WJFK 106.7-FM ([www.1067thefandc.com](http://www.1067thefandc.com))

- NBA Washington Wizards

### **Washington**

KIRO 710-AM ([www.mynorthwest.com](http://www.mynorthwest.com))

- MLB Seattle Mariners
- MLS Seattle Sounders FC
- NFL Seattle Seahawks

KJR 950-AM and KHHO 850-AM ([www.foxsports850.com](http://www.foxsports850.com))

- University of Washington

KRKO 1380-AM ([www.krko.com](http://www.krko.com))

- Everett Aquasox (A)
- NHL Vancouver Canucks
- Washington State University
- WHL Everett Silvertips

### **Wisconsin**

WAUK 540-AM ([www.espn1510.com](http://www.espn1510.com))

- Marquette University

- NASCAR
- University of Wisconsin hockey

WNFL 1440-AM ([www.1440nfl.com](http://www.1440nfl.com))

- MLB Milwaukee Brewers
- NBA Milwaukee Bucks

WSSP 1250-AM ([www.sportsradio1250.com](http://www.sportsradio1250.com))

- AL Milwaukee Admirals

Nielsen Audio ratings ([www.nielsen.com/us/en/solutions/capabilities/audio.html](http://www.nielsen.com/us/en/solutions/capabilities/audio.html)) represent average quarter-hour shares (percentage of households tuned into a specific station) within a given market. Forty-two (42) sports radio stations have a rating of 1.0 or higher. The following are the sports radio stations with the highest ratings:

- |                                     |     |
|-------------------------------------|-----|
| • WEEI/WEEI-FM (Boston, MA):        | 6.2 |
| • WWLS/WWLS-FM (Oklahoma City, OK): | 4.8 |
| • WFAN (Nassau-Suffolk, NY):        | 4.3 |
| • KFAM (Minneapolis-St. Paul, MN):  | 3.9 |
| • WIP (Philadelphia, PA):           | 3.7 |
| • WHTK (Sacramento, CA):            | 3.5 |
| • WHB (Kansas City, MO-KS):         | 2.9 |
| • WFAN (New York, NY):              | 2.7 |
| • WBNS (Columbus, OH):              | 2.6 |
| • WEAE (Pittsburgh, PA):            | 2.4 |
| • WSAI (Cincinnati, OH):            | 2.4 |
| • KJR (Seattle, WA):                | 2.3 |
| • WDAE (Tampa-St. Petersburg, FL):  | 2.3 |
| • KNBR (San Francisco, CA):         | 2.2 |
| • WTEM (Washington, DC):            | 2.2 |
| • WFNZ/WFNA (Charlotte, NC):        | 2.2 |

According to *SportsBusiness Journal*, annual sports radio broadcast rights fees are approximately \$460 million.

## **23.2 Sports Radio Networks**

Sports radio networks broadcast talk radio shows and live events. Talk radio includes proprietary content and nationally syndicated radio shows, such as The Jim Rome Show and 2 Live Stews.

The sports radio networks and their major sports rights are as follows:

**ESPN Radio** ([www.espnradio.com](http://www.espnradio.com))

- Bowl Championship Series
- Major League Baseball

- Major League Soccer
- NCAA Football

**ESPN Deportes Radio** ([www.espn deportesradio.com](http://www.espn deportesradio.com))

- Major League Baseball
- Major League Soccer

**MRN - Motor Racing Network** ([www.motorracingnetwork.com](http://www.motorracingnetwork.com))

- NASCAR Camping World Truck Series races
- NASCAR Nationwide Series Races
- NASCAR Sprint Series; 14 races

**PRN - Performance Racing Network** (PRN, [www.goprn.com](http://www.goprn.com))

- NASCAR Camping World Truck Series races
- NASCAR Nationwide Series races
- NASCAR Sprint Series; 9 races

**Sporting News Radio** ([www.sportingnewsradio.com](http://www.sportingnewsradio.com))

- College Football Saturday
- NFL Notebook
- NFL pre-game specials

**Sports Byline USA** ([www.sportsbyline1.com](http://www.sportsbyline1.com))

- 24-hour talk radio programming

**Westwood One** ([www.westwoodone.com](http://www.westwoodone.com))

- British Open
- Masters Golf Tournament
- NCAA Final Four
- NCAA regular-season games
- NCAA Women's Final Four
- NFL Monday Night Football (NFL)
- NFL Playoffs
- NFL Pro Bowl
- NFL Saturday Night Football (NFL)
- NFL Thursday Night Football (NFL)
- NFL Sunday Night Football (NFL)
- PGA Championship
- Super Bowl
- U.S. Open (golf)

National Public Radio (NPR, [www.npr.org](http://www.npr.org)) and Premier Radio Networks ([www.premierradio.com](http://www.premierradio.com)) also broadcast some sports programming.

### **23.3 The Sports Radio Audience**

According to Nielsen Audio, 41.8 million people listen to sports radio each week.

Based on data from Scarborough Research ([www.scarborough.com](http://www.scarborough.com)), Abritron provides the following profile of adult sports radio listeners:

#### **Gender**

- Men: 74%
- Women: 26%

#### **Age (men only)**

- 18-to-34: 24%
- 35-to-49: 36%
- 50 and older: 40%

#### **Household Income**

- Less than \$25,000: 8%
- \$25,000 to \$49,999: 22%
- \$50,000 to \$74,999: 18%
- \$75,000 and higher: 52%

#### **Education**

- Less than high school: 4%
- High school graduate: 26%
- Some college: 30%
- College graduate: 39%

Among those who listen to sports radio, average time spent listening to the format, by age demographic, is as follows:

- 12-to-24: 2 hours, 45 minutes
- 18-to-34: 4 hours, 45 minutes
- 25-to-54: 5 hours, 15 minutes
- 35-to-64: 5 hours, 00 minutes

Sports radio listening is distributed by location as follows:

- Away from home: 70%
- At home: 30%

Although audiences are dwarfed by market-leading rock stations, sports stations are a good vehicle for products aimed at the male audience. According to radio sales representation firm Interep ([www.interep.com](http://www.interep.com)), more than 65% of sports-radio listeners are men; 70% are ages 25-to-54. These listeners are 81% more likely than all radio listeners to be college graduates; 67% are more likely to have household income over \$75,000.

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**“Sports radio stations do better in revenue share than they do in audience share. You think that a station that gets 10% of the audience would get 10% of a market’s revenue. But sports talk does better than that because of the target demographic of 18-to-34 year-old males. When you’re that young, you don’t really consume that much media, so the media you do consume is very attractive.”**

Mark Fratrick, Vice President  
BIA Financial Network

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### **23.4 Advertising**

*SportsBusiness Journal* estimates annual sports radio advertising revenues at \$2.2 billion.

According to BIA Financial Network ([www.bia.com](http://www.bia.com)) and *SportsBusiness Journal*, the following all-sports stations have the highest annual advertising revenue:

- WFAN 660 (Nassau-Suffolk, NY): \$40.5 million
- WEEI 850 (Boston, MA): \$35.2 million
- WIP 610 (Philadelphia, PA): \$23.7 million
- KNBR 680 (San Francisco, CA): \$21.6 million
- WTCK 1310 (Dallas-Ft. Worth, TX): \$20.1 million
- KSPN 91.1 (Los Angeles, CA): \$18.0 million
- WSCR 670 (Chicago, IL): \$15.0 million
- WTEM 940/94.3 (Washington, DC): \$14.0 million
- WBZ 98.5 (Boston, MS): \$13.2 million
- WMVP 1000 (Chicago, IL): \$12.2 million
- WRLD 105.3 (Dallas, TX): \$11.9 million
- WJFK 106.7 (Washington, DC): \$10.5 million
- KLAC 570 (Los Angeles, CA): \$10.3 million
- WQXI 790 (Atlanta, GA): \$ 9.8 million
- WEPN 1050 (New York, NY): \$ 7.5 million



### **23.5 Sports on Satellite Radio**

SiriusXM Radio ([www.siriusxm.com](http://www.siriusxm.com)), the only satellite operator in the United States, had 28.4 million subscribers as of August 2015.

As of September 2015, SiriusXM had 223 sports radio channels; 206 are play-by-play channels and 17 are sports-talk format; 157 are online-only.

### **23.6 Live Broadcast Baseball**

According to *Nielsen Audio PPM™ Radio Listening for Pro Baseball*, the top sports radio stations, ranked by the average number of listeners, are as follows:

	<b>Flagship Station</b>	<b>Avg. Audience</b>
• New York Yankees:	WCBS-AM	297,200
• San Francisco Giants:	KNBR-AM	216,200
• New York Mets:	WFAN-AM	209,100
• Detroit Tigers:	WXYZ-AM/WXYT-FM	199,700
• Philadelphia Phillies:	WPHT-AM	169,400
• Chicago Cubs:	WGN-AM	138,000
• Chicago White Sox:	WSCR-AM	135,500
• Seattle Mariners:	KIRO-AM	120,800
• Cincinnati Reds:	WLW-AM	114,800
• Texas Rangers:	KESN-FM	100,700

The following stations rank highest in average percentage of male listeners, ages 25-to-54:

	<b>Station</b>	<b>Rating</b>
• Cincinnati Reds:	WLW-AM	26.3
• Detroit Tigers:	WXYZ-AM/WXYT-FM	25.9
• Milwaukee Brewers:	WTMJ	20.8
• Pittsburgh Pirates:	KDKA-FM	15.5
• St. Louis Cardinals:	KTRS-AM	15.4
• Philadelphia Phillies:	WPHT-AM	15.4
• San Francisco Giants:	KNBR-AM	12.9
• Cleveland Indians:	WTAM	11.0
• Boston Red Sox:	WEEI-AM	9.9
• Seattle Mariners:	KIRO-AM	9.8

## NATIONAL BASKETBALL ASSOCIATION

### **40.1 League Revenue**

National Basketball Association (NBA, [www.nba.com](http://www.nba.com)) revenue has been as follows:

- 2004-2005: \$3.19 billion
- 2005-2006: \$3.37 billion
- 2006-2007: \$3.57 billion
- 2007-2008: \$3.77 billion
- 2008-2009: \$3.79 billion
- 2009-2010: \$3.81 billion
- 2010-2011: \$3.96 billion
- 2011-2012: \$3.68 billion
- 2012-2013: \$4.56 billion
- 2013-2014: \$4.79 billion

These figures include revenue from all sources including admission, concessions, licensing, media rights, and sponsorship.

### **40.2 Team Valuations**

According to *Forbes* (February 2015), valuations of NBA teams are as follows:

- Los Angeles Lakers: \$2.60 billion
- New York Knicks: \$2.50 billion
- Chicago Bulls: \$2.00 billion
- Boston Celtics: \$1.70 billion
- Los Angeles Clippers: \$1.60 billion
- Brooklyn Nets: \$1.50 billion
- Golden State Warriors: \$1.30 billion
- Houston Rockets: \$1.25 billion
- Miami Heat: \$1.17 billion
- Dallas Mavericks: \$1.15 billion
- San Antonio Spurs: \$1.00 billion
- Portland Trail Blazers: \$ 940 million
- Oklahoma City Thunder: \$ 930 million
- Toronto Raptors: \$ 920 million

- Cleveland Cavaliers: \$ 915 million
- Phoenix Suns: \$ 910 million
- Washington Wizards: \$ 900 million
- Orlando Magic: \$ 875 million
- Denver Nuggets: \$ 855 million
- Utah Jazz: \$ 850 million
- Indiana Pacers: \$ 830 million
- Atlanta Hawks: \$ 825 million
- Detroit Pistons: \$ 810 million
- Sacramento Kings: \$ 800 million
- Memphis Grizzlies: \$ 750 million
- Charlotte Bobcats: \$ 725 million
- Philadelphia 76ers: \$ 700 million
- New Orleans Pelicans: \$ 650 million
- Minnesota Timberwolves: \$ 625 million
- Milwaukee Bucks: \$ 600 million

### **40.3 Player Salaries**

The NBA team salary cap has been as follows:

- 2005-2006: \$49.5 million
- 2006-2006: \$53.1 million
- 2007-2008: \$55.6 million
- 2008-2009: \$58.7 million
- 2009-2010: \$57.7 million
- 2010-2011: \$58.0 million
- 2011-2012: \$58.0 million
- 2012-2013: \$58.0 million
- 2013-2014: \$58.7 million
- 2014-2015: \$63.1 million
- 2015-2016: \$70.0 million

Various exemptions to the salary cap are allowed. Teams pay a luxury tax when total payroll exceeds the salary cap.

The NBA highest player salaries for the 2015-2016 season were as follows:

- Kobe Bryant (Los Angeles Lakers): \$25.0 million
- Joe Johnson (Brooklyn Nets): \$24.9 million
- LeBron James (Cleveland Cavaliers): \$23.0 million
- Carmelo Anthony (New York Knicks): \$22.9 million
- Dwight Howard (Houston Rockets): \$22.4 million
- Chris Bosh (Miami Heat): \$22.2 million
- Chris Paul (Los Angeles Clippers): \$21.5 million
- Kevin Durant (Oklahoma City Thunder): \$20.2 million
- Derrick Rose (Chicago Bulls): \$20.1 million

- Dwyane Wade (Miami Heat): \$20.0 million
- Marc Gasol (Memphis Grizzlies): \$19.7 million
- Kevin Love (Cleveland Cavaliers): \$19.7 million
- Blake Griffin (Los Angeles Clippers): \$18.9 million
- Paul Millsap (Atlanta Hawks): \$18.7 million
- Paul George (Indiana Pacers): \$17.1 million
- Russell Westbrook (Oklahoma City Thunder): \$16.7 million
- Kawhi Leonard (San Antonio Spurs): \$16.4 million
- Enes Kanter (Oklahoma City Thunder): \$16.4 million
- Jimmy Butler (Chicago Bulls): \$16.4 million
- Tobias Harris (Orlando Magic): \$16.0 million

Total NBA payroll for the 2015-2016 season was \$2.1 billion. Payrolls ranged from \$95.0 million for the Cleveland Cavaliers to \$41.4 million for the Portland Trailblazers. The average player salary was \$4.58 million.

#### **40.5 Attendance**

The NBA season includes 1,230 regular-season games, with 30 teams each playing 41 home games. Regular-season total and average game attendance has been as follows:

	<b>Total</b>	<b>Average</b>
• 2005-2006:	21,586,804	17,543
• 2006-2007:	21,841,480	17,760
• 2007-2008:	21,369,686	17,311
• 2008-2009:	21,528,650	17,520
• 2009-2010:	21,094,015	17,149
• 2010-2011:	21,305,573	17,323
• 2011-2012*:	17,100,861	17,273
• 2012-2013:	21,320,299	17,348
• 2013-2014:	21,411,543	17,408
• 2014-2015:	21,926,318	17,826

\* Lockout-shortened season

Average attendance for home games during the 2014-2015 season for NBA teams was as follows:

• Chicago Bulls:	21,866
• Cleveland Cavaliers:	20,562
• Dallas Mavericks:	20,188
• New York Knicks:	19,812
• Toronto Raptors:	19,752
• Miami Heat:	19,713
• Golden State Warriors:	19,596
• Portland Trail Blazers:	19,546

- Los Angeles Clippers: 19,168
- Utah Jazz: 18,831
- Los Angeles Lakers: 18,738
- San Antonio Spurs: 18,606
- Washington Wizards: 18,239
- Houston Rockets: 18,230
- Oklahoma City Thunder: 18,203
- Boston Celtics: 17,594
- Atlanta Hawks: 17,412
- Memphis Grizzlies: 17,329
- Charlotte Hornets: 17,192
- Brooklyn Nets: 17,037
- Phoenix Suns: 16,923
- Indiana Pacers: 16,864
- Orlando Magic: 16,785
- New Orleans Pelicans: 16,677
- Sacramento Kings: 16,587
- Detroit Pistons: 15,266
- Milwaukee Bucks: 14,908
- Denver Nuggets: 14,700
- Minnesota Timberwolves: 14,528
- Philadelphia 76ers: 13,935

#### **40.6 Sponsors**

NBA marketing partners for the 2015-2016 season are 2K Sports, American Express, adidas, Anheuser-Busch InBev, AutoTrader.com, BBVA, Cisco, Coca-Cola, Diageo, Foot Locker, Gatorade, Harman, Kaiser Permanente, Kia Motors, Kumho Tire, Nike, Samsung, SAP, Spalding, Sprint, State Farm, and Taco Bell.

#### **40.7 Television Broadcast Rights**

In 2014, the NBA extended its television broadcast rights contracts with ABC/ESPN and TNT/Turner Sports through the 2023-2024 season at \$2.6 billion annually. The deals include broadcasts of live games and content on digital media.

NBA TV, launched by the league in 1999, is available to approximately 12 million subscribers of cable and satellite sports tiers. The network broadcasts 96 regular-season games that are not included in its broadcast rights deals with networks.

Regular-season broadcast network ratings for the NBA have been as follows (source: *SportsBusiness Journal* and the networks):

	<b>ABC</b>	<b>ESPN</b>	<b>TNT</b>	<b>NBA TV</b>
• 2007-2008:	3.17 million	1.46 million	1.47 million	-
• 2008-2009:	3.68 million	1.68 million	1.71 million	-
• 2009-2010:	3.69 million	1.56 million	1.72 million	-
• 2010-2011:	5.11 million	1.99 million	2.40 million	253,000
• 2011-2012:	5.42 million	1.86 million	2.50 million	337,000
• 2012-2013:	4.70 million	1.77 million	2.00 million	336,000
• 2013-2014:	3.64 million	1.68 million	1.90 million	316,000
• 2014-2015:	3.59 million	1.51 million	1.67 million	291,000

#### **40.8 Franchise Transactions**

The most recent NBA team sales are as follows:

	<b>Year</b>	<b>Price</b>
• Boston Celtics:	2003	\$ 360 million
• Phoenix Suns:	2004	\$ 401 million
• New Jersey Nets:	2004	\$ 300 million
• Atlanta Hawks/Thrashers:	2004	\$ 250 million*
• Cleveland Cavaliers:	2005	\$ 375 million
• Oklahoma City Thunder:	2006	\$ 350 million
• New Jersey Nets:	2009	\$ 380 million**
• Charlotte Bobcats:	2010	\$ 270 million
• Golden State Warriors:	2010	\$ 450 million
• Philadelphia 76ers:	2011	\$ 280 million
• Atlanta Hawks:	2011	\$ 300 million***
• New Orleans Pelicans:	2012	\$ 338 million
• Sacramento Kings:	2013	\$ 345 million for 65% stake
• Milwaukee Bucks:	2014	\$ 550 million
• Los Angeles Clippers:	2014	\$2.00 billion

\* total price for sale of NBA and NHL teams, which were sold together

\*\* price for 80% stake in the team and 45% of the Brooklyn arena at Atlantic Yards; includes \$180 million in assumed debt

\*\*\* Estimated; terms of the sale were not made public; price includes Philips Arena and associated debt, estimated at \$120 million

#### **40.9 NBA All-Star Game**

Recent NBA All-Star games have had the following viewership on TNT (sources: Nielsen Media Research [[www.nielsen.com](http://www.nielsen.com)] and *SportsBusiness Journal*):

• 2007:	6.8 million
• 2008:	6.3 million
• 2009:	7.6 million
• 2010:	6.8 million
• 2011:	9.1 million

- 2012: 8.2 million
- 2013: 8.0 million
- 2014: 7.5 million
- 2015: 7.2 million

#### **40.10 Fan Demographics**

According to an ESPN Sports Poll, NBA fan distribution is as follows:

##### **Gender**

- Men: 60%
- Women: 40%

##### **Age**

- 12-to-17: 16%
- 18-to-24: 15%
- 25-to-34: 18%
- 35-to-44: 13%
- 45-to-54: 18%
- 55 and older: 21%

##### **Ethnicity**

- Caucasian: 65%
- African-American: 15%
- Hispanic-American: 14%
- Other: 6%

#### **40.11 Favorite Teams**

Ranker ([www.ranker.com](http://www.ranker.com)) polls sports fans asking their favorite teams. The poll conducted during the 2014-2015 season ranked NBA teams as follows:

1. Chicago Bulls
2. San Antonio Spurs
3. Boston Celtics
4. Oklahoma City Thunder
5. Golden State Warriors

#### **40.12 Fan Loyalty**

Brand Keys ([www.brandkeys.com](http://www.brandkeys.com)) assessed fan loyalty for each NBA team during the 2014-2015 season. The following teams were ranked highest in fan loyalty:

1. Chicago Bulls
2. Los Angeles Clippers
3. San Antonio Spurs

4. Miami Heat
5. Dallas Mavericks

#### **40.15 Market Resources**

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