

Summary NFL Report

Media revenue trends. Team impact. Category shifts

2025/2026 Season



EXECUTIVE SUMMARY

What is covered with our NFL report



Overview of how the NFL grew to a record **\$5.9 billion** in **ad revenue**



Ad revenue + pricing trends for **regular season, playoffs** and **Super Bowl** with insights on **linear TV** and **streaming**



Game by game analysis with **pricing** and **spend insights** with three-year history

Our analysis covers the whole league

\$5.9B

Full-season NFL revenue, a new all-time high

+7% YoY

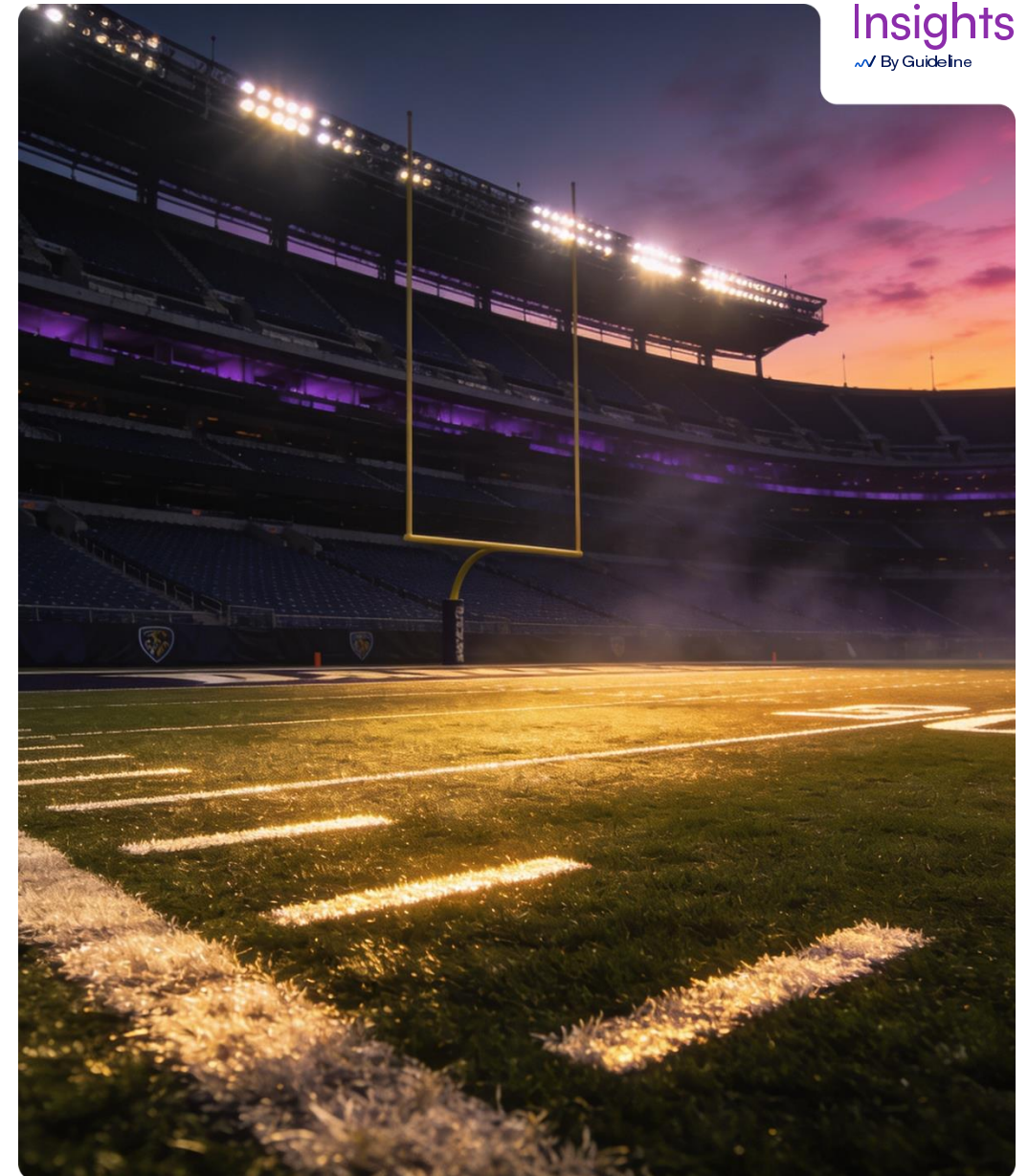
Full-season growth in 25/26

+6% / +13%

Regular season growth / playoffs growth,
on stronger pricing across all three rounds

+2% YoY

Super Bowl LX revenue on NBC



With in-depth spend trends

19%

Disney's full-season revenue growth YoY,
leading all parent owners (ex. Super Bowl)



Every major parent owner — Grew full-season
revenue YoY (ex-Super Bowl)



Super Bowl LX on NBC — NBC's first Super Bowl
since 2022



3-network rotation restored — Breaking the recent
CBS/FOX cycle



And covering streaming insights

13%

Streaming-exclusive share of full-season revenue — nearly double the 8% share from two seasons ago



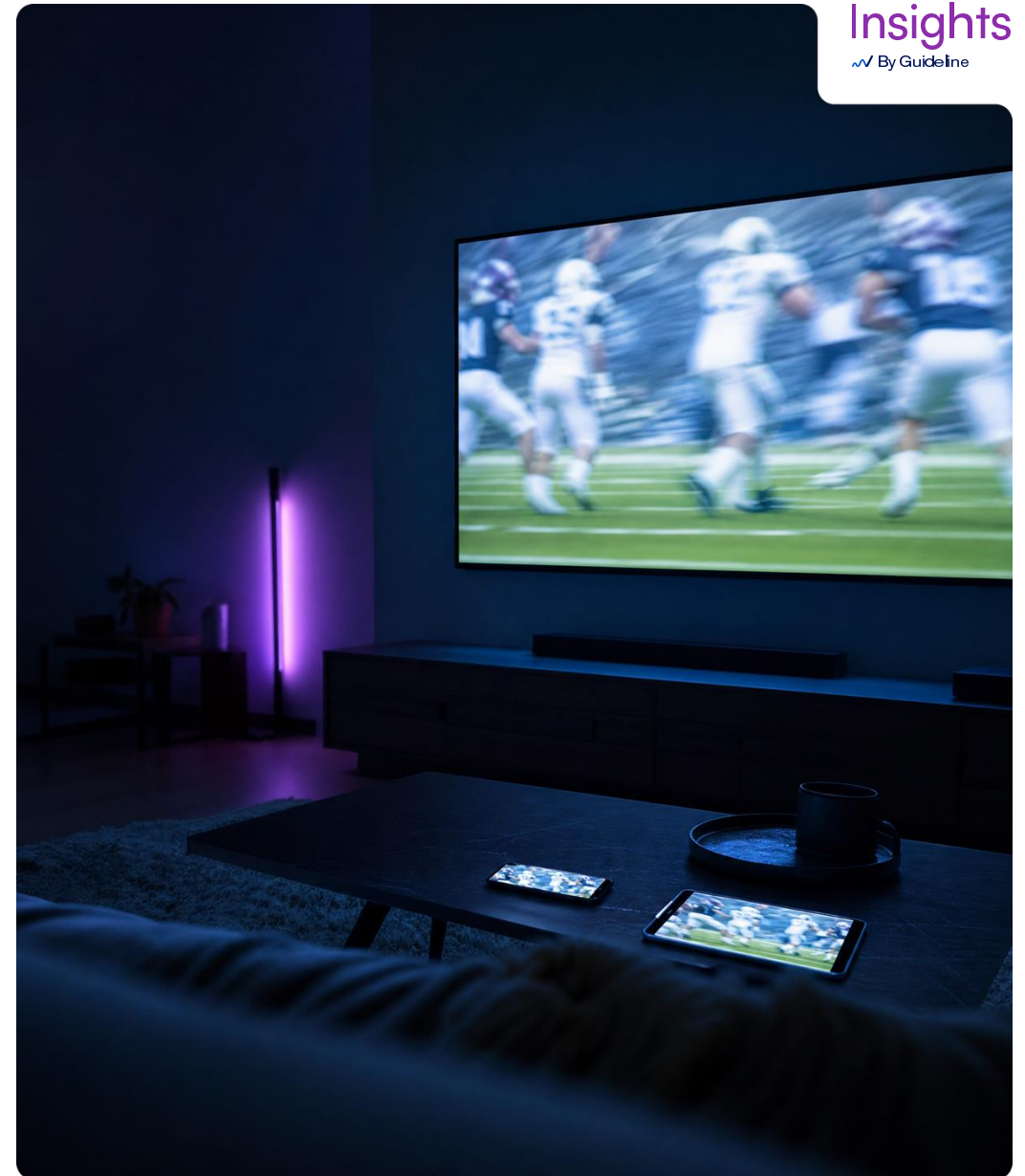
+6% YoY — Streaming-exclusive network growth



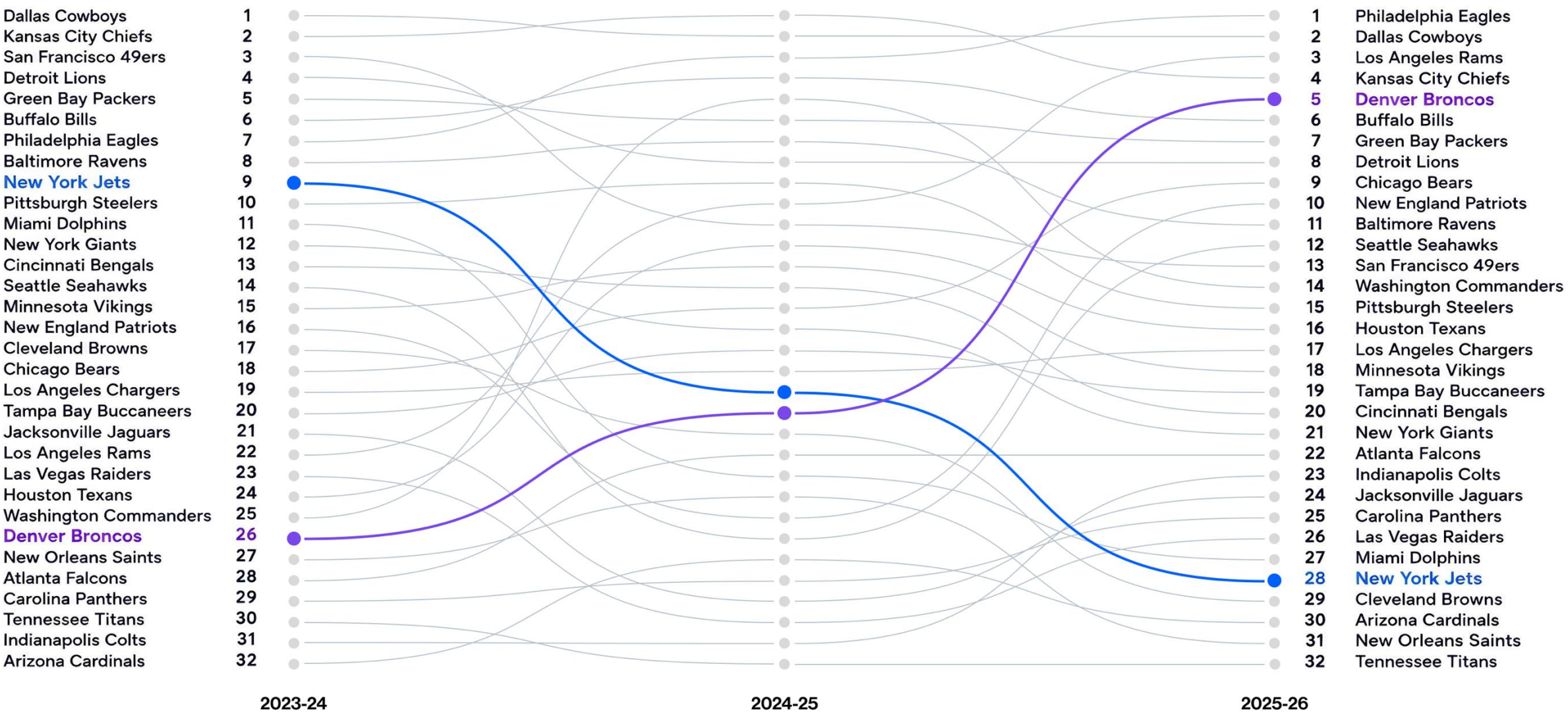
1 of 1 — Amazon's Wild Card slot, the only streaming-exclusive playoff game



YouTube joined — The NFL's fifth exclusive streaming partner



Total Ad Revenue by NFL Team 23/24 to 25/26



Coming in 26/27 — deeper streaming coverage and team-level analytics



Enhanced game grid

Now including streaming — every NFL game, every window, one view.



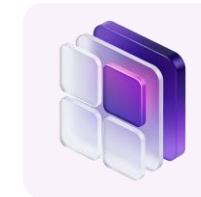
Simulcast pricing and insights

Separating linear, streaming, and combined economics for games carried across platforms.



Streaming and programmatic deep-dive

A closer look at how streaming inventory is bought, priced, and measured.



More team-level analytics

Spend and pricing broken out by team.



WANT MORE?

Get the full report

Pricing insights, regular-season and playoff breakouts, and shifting category spend dynamics — the full picture behind this deck.

Also available for the MLB, NHL, NCAA Football, NCAA Basketball, NBA and WNBA in our premium subscription

Contact Us

www.guideline.ai

contact@guideline.ai

