



Will the NBA sign an annual contract of \$100 million

The National Basketball Association (NBA) has agreed to a new broadcasting rights contract.

Citing sources, 'AP' said on the 11th that the NBA has agreed to an 11-year, \$76 billion (105.184 trillion won) broadcasting rights contract.

The agreement will be formalized after approval by the league's board of directors.

The contract, which will be the largest ever in terms of contract period and amount, will be applied from the 2025-26 season.

ESPN and ABC, which were existing broadcast partners, will participate as they are, and NBC and Amazon Prime will participate instead of TNT.

The AP added that TNT will be given the opportunity to meet the terms of the deal for five days after the deal is agreed. For now, it seems unlikely that TNT will accept the offer.

NBC broadcasts the NBA from 1990 to 2002 and then enters the NBA broadcast again.

After the NFL season, they will broadcast one game on Sundays and other games on Tuesdays. On Mondays, they will broadcast the selected games through OTT Pickcock.

Prime Video, which is currently broadcasting Thursday's games in the NFL, broadcasts NBA games every Thursday after the NFL season. In addition, it plans to broadcast games on Fridays and Saturdays as well.

The new broadcast rights contract means an increase in league revenue, which means an increase in salary cap.

The Associated Press predicted that the NBA will increase its annual salary cap by 10 percent. The 10% is the maximum that the league's labor-management agreement currently allows. In addition, the league's top players are expected to receive contracts worth 80 million dollars per year during the 2030-31 season, and contracts worth 100 million dollars per year will be made in the mid-2030s.

The size of the NBA broadcasting rights market has been rapidly growing. Broadcasting rights contracts worth 2.6 billion U.S. dollars for four years ahead of the 1998-99 season have grown

to 24 billion dollars for nine years now. On top of that, the company is close to signing a larger contract this time.

The AP introduced the contract as a 1400% increase when reflecting inflation compared to the 1998-99 season. [바카라사이트 추천](#)