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# NWSL achieves huge uplift, though cash rights fee short of '40x' increase

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(Tim Nwachukwu/Getty Images)

- **NWSL is earning around \$20m-\$25m per year in cash rights fees, 2024-27, sources say**
- **League is also receiving around \$35m-\$40m per year in marketing VIK and production costs**
- **New deals with four broadcasters represent huge increase on previous \$1.5m CBS fee**

The US's top-tier National Women's Soccer League has achieved a substantial increase in its media rights fees, though the cash value of its agreements is understood to be short of the '40x' total uplift that has been reported.







Prime Video holds rights to the new Challenge Cup match to start the season. This match is similar to the FA Community Shield in England, with the NWSL Shield winner (most regular season points) taking on the NWSL Championship winner (playoff champion).

All remaining matches not on any of the four media partners' platforms are on NWSL+ for free. The league used a similar model last year for international markets without rights deals. NWSL commissioner Jessica Berman described the D2C product as a "catch-all" that ensures fans will never have to miss any games.

### **Exposure**

While it will be highly satisfied with its uplift in rights fees, the NWSL prioritised broad exposure for the league in order to drive fan acquisition.

"This deal was carefully constructed ... in favour of reach, relevance and discoverability by not putting our games behind an NWSL-specific paywall or creating barriers or gate-keeping mechanisms for people to be able to











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