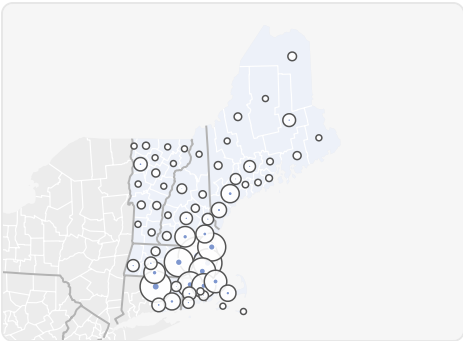
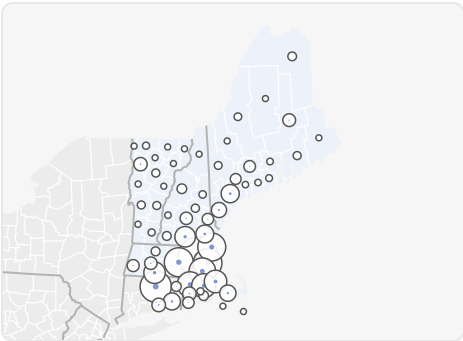


 BOSTON CELTICS
Local media scenarios for 2027-28 · Boston (Manchester) (DMA 10)

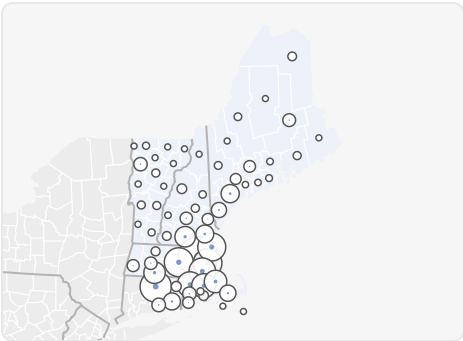
No local Celtics game is free today, so a paid-only hub takes nothing away.



Today **292K**
Paid only, on NBC Sports Boston on Peacock



Hub **292K**
All local games on the league's paid hub



Hybrid **292K**
No local station, so this is the same as the hub

☒ Stream only

Circle size is households. Counties: Census 2024.

Findings

- 1 No local Celtics game is free today. If 6% sign up, the hub reaches 291,500 households, the same as today.
- 2 Among households headed by someone under 35, the hub reaches 49,700 if 6% sign up, the same as today.

All scenarios	Friction for the Boston antenna home		
	Today	Hub	Hybrid
Households reached	292K	292K	292K
Under-35 households	50K	50K	50K
Rights revenue	Blank	\$34M–42M	\$34M–42M
Friction score	220	222	222
The best value in each row is bold. For friction, lower is better. Today's revenue is blank because there is no public count of NBC Sports Boston on Peacock subscriptions to base it on.			

Numbers and sources

Hub rights pool	\$850M to \$1.2B a year, split by market value	D SBJ via MarketScale, Aug 17, 2026
Celtics share	4% to 5% of the pool	I Countyline method
NBC Sports Boston on Peacock price	\$14.95 a month	D Peacock add-on page, Oct 6, 2026
Sign-up rate	6% of homes with no free option, 1.0× for under-35s	S Jazz+, Padres and RSN-era anchors