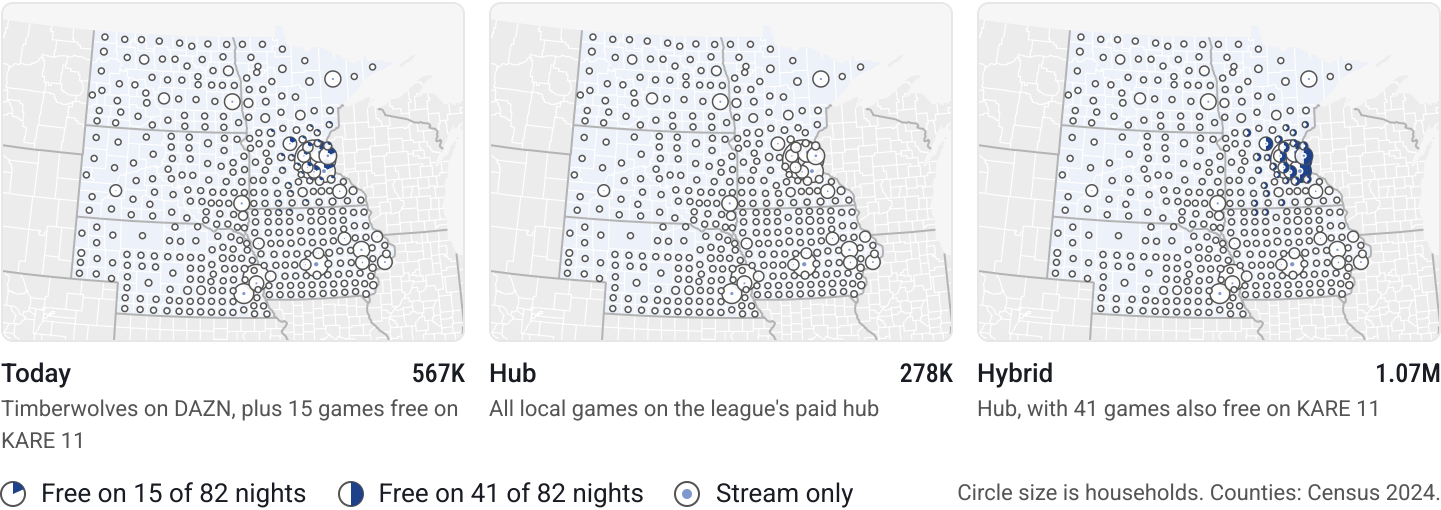


 MINNESOTA TIMBERWOLVES
Local media scenarios for 2027-28 · Minneapolis-St. Paul (DMA 16)

A paid-only hub would take free games away from 1,674,400 households in the Timberwolves market.



Findings	All scenarios		Friction for the Minneapolis antenna home		
		Today	Hub	Hybrid	
1	Going paid-only takes free games away from 1,674,400 households. If 6% sign up, the hub reaches 277,600, compared with 566,900 today.	Households reached	567K	278K	1.07M
2	If 41 games go on KARE 11, up from 15 today, and that costs the team 15% of its hub money, 1,674,400 households watch those free.	Under-35 households	119K	60K	221K
3	Among households headed by someone under 35, the hub reaches 59,500 if 6% sign up, compared with 118,600 today.	Rights revenue	Blank	\$32M–34M	\$27M–29M
		Friction score	225	225	225
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 Timberwolves on DAZN 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
Timberwolves share	3.8% to 4% of the pool	I Countyline method
Timberwolves on DAZN price	\$19.99 a month or \$119.99 a year	D DAZN help center
Hub pay cut for the simulcast	15%, from 0% to 30%. No public deal discloses one	S Assumption
Sign-up rate	6% of homes with no free option, 1.0× for under-35s	S Jazz+, Padres and RSN-era anchors