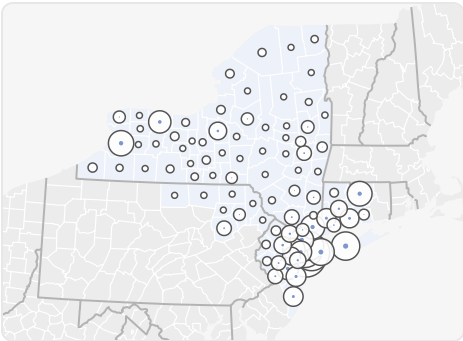


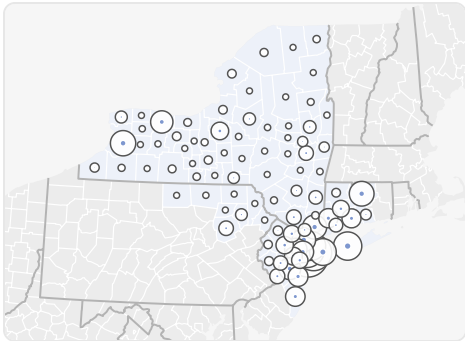
NEW YORK KNICKS

Local media scenarios for 2027-28 · New York (DMA 1)

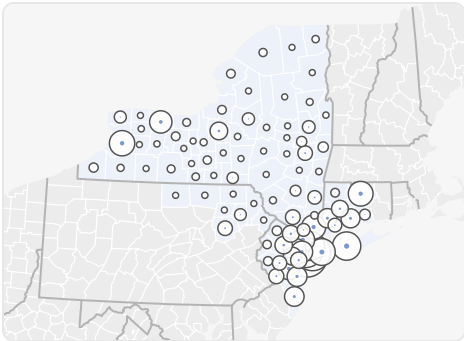
No local Knicks game is free today, so a paid-only hub takes nothing away.



Today
Paid only, on MSG+ on DAZN



664K Hub
All local games on the league's paid hub



664K Hybrid
No local station, so this is the same as the hub

☒ Stream only

Circle size is households. Counties: Census 2024.

Findings

- 1 No local Knicks game is free today. If 6% sign up, the hub reaches 664,400 households, the same as today.
- 2 Among households headed by someone under 35, the hub reaches 109,900 if 6% sign up, the same as today.

All scenarios	Friction for the Manhattan antenna home		
	Today	Hub	Hybrid
Households reached	664K	664K	664K
Under-35 households	110K	110K	110K
Rights revenue	Blank	\$34M–76M	\$34M–76M
Friction score	270	261	261

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 MSG+ 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
Knicks share	4% to 8.9% of the pool	I Countyline method
MSG+ on DAZN price	\$29.99 a month or \$249.99 a year	D Sabres on NHL.com, Sep 20, 2026
Sign-up rate	6% of homes with no free option, 1.0× for under-35s	S Jazz+, Padres and RSN-era anchors