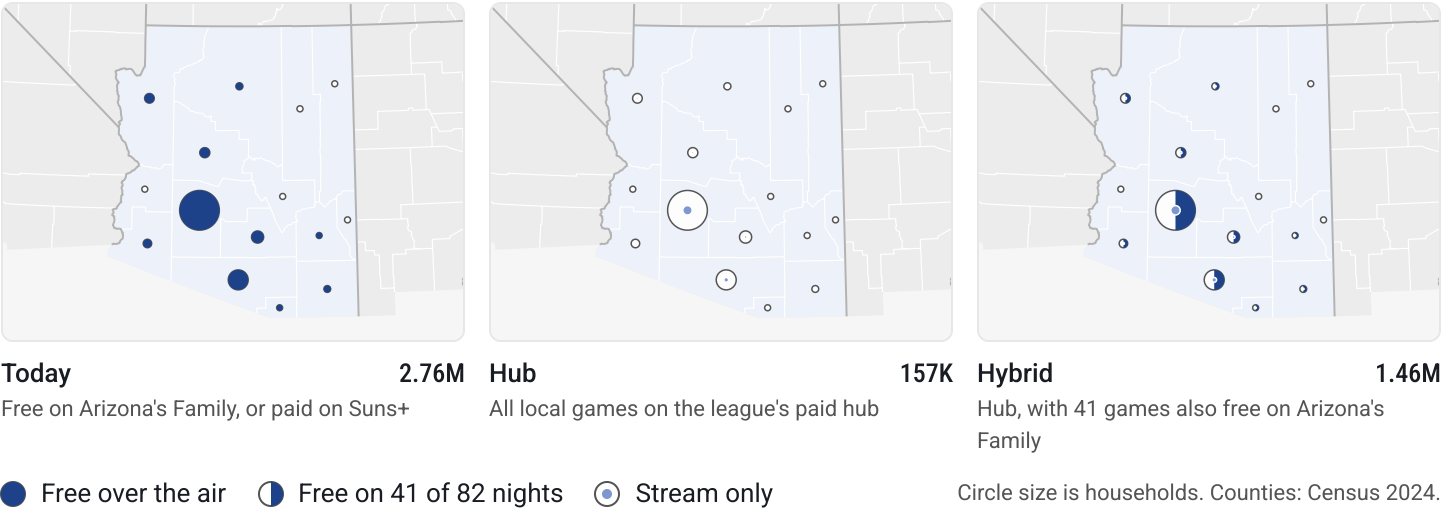


 **PHOENIX SUNS**  
Local media scenarios for 2027-28 · Phoenix (Prescott) (DMA 12)

A paid-only hub would take free games away from 2,758,700 households in the Suns market.



| Findings                                                                                                                                                           |                                                                                                                                         | All scenarios       |       | Friction for the Phoenix antenna home |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------|---------------------------------------|-----------|
|                                                                                                                                                                    |                                                                                                                                         | Today               | Hub   | Hybrid                                |           |
| 1                                                                                                                                                                  | Going paid-only takes free games away from 2,758,700 households. If 6% sign up, the hub reaches 156,900, compared with 2,763,100 today. | Households reached  | 2.76M | 157K                                  | 1.46M     |
| 2                                                                                                                                                                  | If 41 games stay on Arizona's Family and that costs the team 15% of its hub money, 2,758,700 households still watch those free.         | Under-35 households | 548K  | 31K                                   | 290K      |
| 3                                                                                                                                                                  | Among households headed by someone under 35, the hub reaches 30,900 if 6% sign up, compared with 548,200 today.                         | Rights revenue      | Blank | \$34M-41M                             | \$29M-35M |
|                                                                                                                                                                    |                                                                                                                                         | Friction score      | 86    | 117                                   | 117       |
| 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 Suns+ 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 |
| Suns share                    | 4% to 4.9% of the pool                              | I Countyline method                 |
| Suns+ price                   | \$14.99 a month or \$109.99 a year                  | D NBA.com Suns+ page, Oct 6, 2026   |
| 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 |