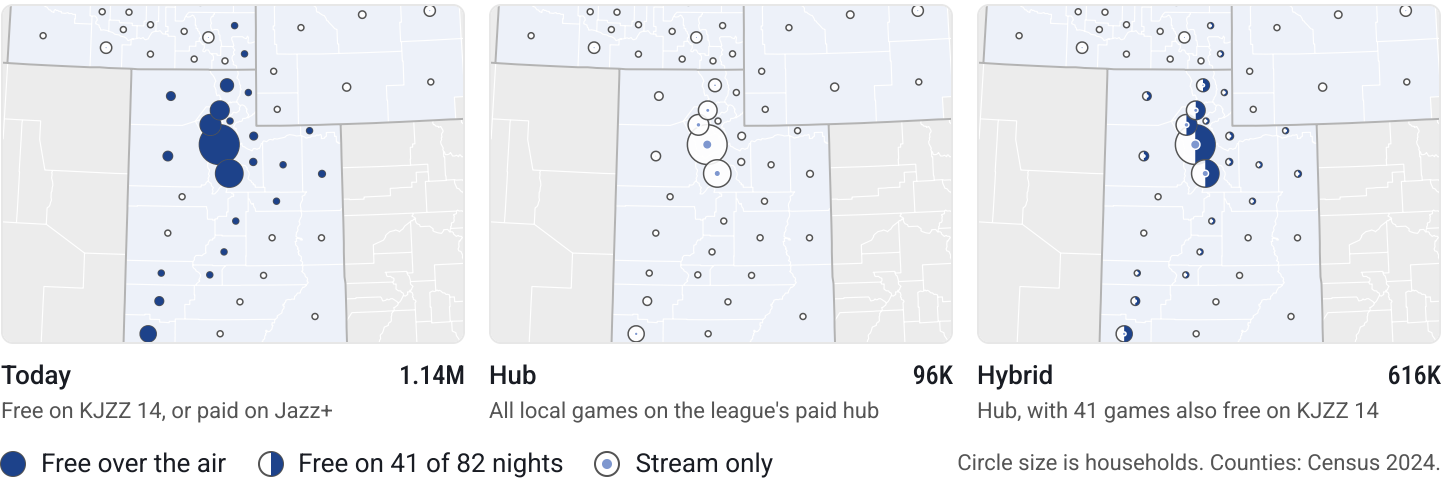


 UTAH JAZZ
Local media scenarios for 2027-28 · Salt Lake City (DMA 28)

A paid-only hub would take free games away from 1,102,100 households in the Jazz market.



Findings

- 1
- Going paid-only takes free games away from 1,102,100 households. If 6% sign up, the hub reaches 96,300, compared with 1,136,500 today.
- 2
- If 41 games stay on KJZZ 14 and that costs the team 15% of its hub money, 1,102,100 households still watch those free.
- 3
- Among households headed by someone under 35, the hub reaches 22,800 if 6% sign up, compared with 287,200 today.

All scenarios	Friction for the Salt Lake City antenna home		
	Today	Hub	Hybrid
Households reached	1.14M	96K	616K
Under-35 households	287K	23K	155K
Rights revenue	Blank	\$9.8M-34M	\$8.3M-29M
Friction score	47	93	93
The best value in each row is bold. For friction, lower is better. Today's revenue is blank until someone enters over-the-air ad revenue.			

Numbers and sources

Hub rights pool	\$850M to \$1.2B a year, split by market value	 SBJ via MarketScale, Aug 17, 2026
Jazz share	1.2% to 4% of the pool	 Countyline method
Jazz+ price	\$19.99 a month or \$124.99 a year	 SEG+ support center, Aug 3, 2026
Jazz+ subscriptions	20,000 or more, the last public count	 Next TV, Mar 11, 2024
Hub pay cut for the simulcast	15%, from 0% to 30%. No public deal discloses one	 Assumption
Sign-up rate	6% of homes with no free option, 1.0× for under-35s	 Jazz+, Padres and RSN-era anchors