

What Are We Watching?

09.04.2024

29TH ANNUAL HARMELIN MEDIA REPORT



the 2024-25 season

Today's TV is a social and cultural touchstone, providing common ground for conversation and shared experiences. Watching popular shows or events can connect us with others, from recapping 'Love Island' with friends to engaging in the broader cultural conversation around the 2024 Presidential election coverage. Whether we're laughing at a comedy, predicting plot twists in a drama, or cheering for a team in a sporting event, TV creates lasting memories and offers diverse content to suit various interests and moods, allowing us to escape daily life and immerse ourselves in different worlds and stories.

Broadcast and cable networks—what we think of as “Traditional TV”—excel in live broadcasting, like sports, news, and special events, while streaming services offer a vast library of on-demand content for a flexible and personalized experience. Services like Hulu+Live TV and YouTube TV give us access to both!

Live sports is... everywhere. During upfront week, sports were a key component of every presentation, as were sports stars. Tom Brady, Jason Kelce, Shaq, & Dawn Staley all made appearances plugging the live events that advertisers love to use to reach highly engaged audiences. This year, more than ever before, sports aren't just for linear. Amazon promoted Thursday Night Football, Netflix announced it will air two Christmas Day 2024 NFL games, Peacock will air an exclusive NFL game played in Brazil, and ESPN showcased content available across cable and ESPN+.

What we're seeing for the 2024-25 season is an amalgamation of what we consider “TV”. Linear and Streaming are both TV. Movies available to watch on streaming services are TV. Tech behemoths Amazon and Netflix participated in the linear Upfront Week. About half of YouTube viewership happens on a TV screen. Disney, NBCU, and other “traditional” Upfront brands loudly touted their streaming services and how including their brand's entire ecosystem on your schedules leads to improved strategic audience targeting, campaign efficiency, and cross-platform reach.

The content you're about to discover is available via streamers, broadcast networks, cable networks, and YouTube—and that's awesome. There is a wealth of quality content available for us to explore and make a part of our lives. The following pages are written to help you answer the question we face when we sit down to relax: so...what are we watching?

Midnight Family

Apple's first all Spanish-language series. The story follows Marigaby Tamayo, a medical student by day who spends her nights saving lives through Mexico City aboard her family's privately owned ambulance.

Wolfs

Two rival fixers cross paths when they're both called in to help cover up a prominent New York official's misstep. Over one explosive night, they'll have to set aside their petty grievances and egos to finish the job. Stars Brad Pitt & George Clooney.

[Watch the Trailer](#)

Disclaimer

Featuring Cate Blanchett as Catherine Ravenscroft, a television documentary journalist whose work has been built on revealing the transgressions of long-respected institutions. A novel written by a widower has her as a key character in a story that she had hoped was long buried in the past. A story that reveals her darkest secret... a secret she thought was hers alone.

Before

Billy Crystal stars as a child psychiatrist who, after recently losing his wife, encounters a troubled young boy, Noah. Noah seems to have a haunting connection to Eli's past.



Cross

Alex Cross is a detective and forensic psychologist, uniquely capable of digging into the psyches of killers and their victims, in order to identify—and ultimately capture—the murderers. Aldis Hodge stars as the titular character and also serves as a producer on the series.

Are You Smarter Than a Celebrity?

Kansas City Chiefs All-Pro tight end Travis Kelce will host this 20-episode spinoff of *Are You Smarter Than a 5th Grader?*, with a new twist on the premise of the original popular format. Each game will welcome an adult contestant who will rely on a classroom full of celebrities from stage, screen, and sports to help them answer 11 questions on a range of subjects, pulled from elementary curriculum, in an effort to win a \$100,000 prize.

You're Cordially Invited

A woman planning her sister's perfect wedding and the father of a young bride-to-be find out that they are double booked for their destination wedding at a remote resort on an island off the Georgia coast. When both parties decide to share the small venue, chaos ensues and disaster awaits.

[Watch the Trailer](#)





YouTube Select Creator Takeovers

Brands will be able to own a 100% share of voice on top creators' channels like Mr. Beast, Mark Rober, or Dude Perfect for weeks at a time. More to come in Fall 2024.

Branded QR Codes

People are never far from their phones, so formats like QR codes drive engagement. The new more modern branded QR code will allow viewers to engage with brands right away, while making the big screen a more holistic branded experience. More to come in Fall 2024.

YOUTUBE FUN FACT

Top 5 All-Time Most Viewed Music Videos

- 1 ***Despacito*** by Luis Fonsi feat. Daddy Yankee
[Watch the Video](#)

- 2 ***See You Again*** by Wiz Khalifa feat. Charlie Puth
[Watch the Video](#)

- 3 ***Shape of You*** by Ed Sheeran
[Watch the Video](#)

- 4 ***Uptown Funk*** by Mark Ronson feat. Bruno Mars
[Watch the Video](#)

- 5 ***Gangnam Style*** by PSY
[Watch the Video](#)

Joan

Sophie Turner stars as notorious jewel thief Joan Hannington in this exhilarating yet emotional story set against the vibrant backdrop of the 1980s, an era known for its bold fashion trends, iconic music, and cultural shifts.

The Librarians: The Next Chapter

A spinoff of the original TV series *The Librarians*, which followed the adventures of the custodians of a magical repository of the world's most powerful and dangerous supernatural artifacts. The new series centers on Vikram, a "Librarian" from the past, who time traveled to the present and now finds himself stuck here. When he returns to his castle, which is now a museum, he inadvertently releases magic across the continent.

Scrabble

Scrabble is a captivating, fast-paced take on the global board-game phenomenon. In each episode, wordsmiths battle it out over a series of addictive word games of skill and strategy to win points and master a giant Scrabble board in the center of the set. Hosted by actor, singer, producer, and director Raven-Symoné.

Trivial Pursuit

The beloved game Trivial Pursuit is reimagined in a question-packed entertainment format. The game takes place on a giant version of the iconic Trivial Pursuit game board, as contestants take on a range of play-along question categories to win wedges and beat each other to the center.

Good Cop/Bad Cop

A one-hour procedural dramedy centered around Lou and Henry, an odd sister and brother detective team in a small Pacific Northwest police force. They must contend with colorful residents, a serious lack of resources, and their very complicated dynamic with each other and with their police chief, Big Hank—who happens to be their father.

Sherlock and Daughter

The mystery thriller series *Sherlock and Daughter* puts Sherlock Holmes out of his comfort zone, mysteriously unable to investigate a sinister case without risking the lives of his closest friends. Enter young American Amelia. After her mother's mysterious murder, she learns her missing father may be the legendary detective. Despite wildly different backgrounds and attitudes, the pair must work together to solve a global conspiracy, crack her mother's murder, and find out for sure if she really is Sherlock's daughter.



The Golden Bachelorette

After her time was cut short on the inaugural season of "The Golden Bachelor," Joan Vassos, 61-year-old grandmother and school administrator from Rockland, Maryland, will begin her own journey for new love this fall when she steps into the role as the first Golden Bachelorette. The fan favorite will bring her signature grace and charm as she embarks on a search for her next person, showcasing that everyone is worthy of more than just a second chance at love.

High Potential

This series follows a single mom with an exceptional mind, whose unconventional knack for solving crimes leads to an unusual and unstoppable partnership with a by-the-book seasoned detective.

[Watch the Trailer](#)

Scamanda

Based on the popular podcast, this docuseries follows the story of Amanda Riley—a wife, mother, blogger, and Christian—whose tragic cancer tale captivates thousands. However, Amanda has a secret that she's desperate to keep, and after an anonymous tip to an investigative reporter, her own words may prove to be her downfall.

Dr. Odyssey

Max is the new onboard doctor for a luxury cruise ship where the staff works hard and plays harder. It's all hands-on deck as Max and his small but mighty medical team navigate unique medical crises and each other, miles from shore.

[Watch the Trailer](#)



Dying for Sex

A woman diagnosed with metastatic breast cancer abandons her husband of 15 years and begins to fully explore her sexuality. She gets the courage and support to go on this adventure from her best friend, who stays by her side to the very end.

Hulu's Laughing Now

Hulu announced the launch of this stand-up comedy brand, with Jim Gaffigan as the first comedian to host a stand-up special, which will be available on the platform on November 22. *Hulu's Laughing Now* will feature 12 comedy specials per year, adding one new comic each month.

Road Diary: Bruce Springsteen and The E Street Band

The documentary will feature unprecedented, behind-the-scenes access to the band's 2023-2024 world tour. The film includes a one-of-a-kind look at the band's preparation process, following them from their earliest rehearsals in Red Bank, New Jersey, to performances across continents. Fans get the chance to experience professionally shot footage from the tour for the first time ever, in addition to hearing firsthand from band members about performing on stage with Springsteen and how they keep the magic of The E Street Band as potent as ever.



Agatha All Along

Set after the events of *WandaVision*, Agatha Harkness recruits some unlikely allies on her quest to regain her former powers.

Ironheart

Ironheart features the character Riri Williams, a genius inventor who creates the most advanced suit of armor since Iron Man.

Wizards Beyond Waverly Place

The series follows an adult Justin Russo, who has chosen to lead a normal, mortal life with his family, Giada, Roman, and Milo. When Justin's sister Alex brings Billie to his home seeking help, Justin realizes he must dust off his magical skills to mentor the wizard-in-training while also juggling his everyday responsibilities—and safeguarding the future of the Wizard World.

Daredevil: Born Again

Matt Murdock and Wilson Fisk try to put their rivalry and darker alter-egos aside to help the people of New York, only for their pasts to catch up with them.



Pixar's Win or Lose

This series revolves around a co-ed softball team at a middle school named the Pickles in the week leading up to their big championship game, with each episode showing the perspective of a different team member experiencing the same events, each reflected in a unique visual style.

Lego Star Wars: Rebuild the Galaxy

The entire Star Wars Galaxy gets completely mixed up when an ordinary nerf-herder, Sig Greebling, unearths a powerful artifact from a hidden Jedi temple. He finds himself thrust into adventure in a new, wondrously wild and twisted version of the galaxy where good guys are bad, bad guys are good, and the fate of all depends on Sig becoming the hero who can put all the pieces back together.

Your Friendly Neighborhood Spiderman

A story that strips the character back to the basics, focusing on Peter Parker trying to help his aunt while completely broke, and balancing that with a life as a superhero.

Skeleton Crew

Four kids make a mysterious discovery on their home planet that leads them to get lost in a strange and dangerous galaxy.

Rescue: Hawaii Surf

An action-packed procedural workplace drama that follows the personal and professional lives of the heavy-water lifeguards who patrol the North Shore of Oahu, the most famous and dangerous stretch of coastline in the world.

Murder in a Small Town

Based on the Edgar Award-winning book series *Karl Alberg*, *Murder in a Small Town* follows Karl Alberg, who moves to a quiet coastal town to soothe a psyche that has been battered by big-city police work.

Doc

Based on the globally acclaimed Italian series, *Doc* is a new medical drama centered on the hard-charging, brilliant Dr. Amy Elias. After a brain injury erases the last eight years of her life, Amy must navigate an unfamiliar world where she has no recollection of patients she's treated, colleagues she's crossed, the soulmate she divorced, the man she now loves, and the tragedy that caused her to push everyone away.

The Real Full Monty

Inspired by the award-winning 1997 film, *The Real Full Monty* is an all-new two-hour special in which a daring group of male celebrities will volunteer to bare all to raise awareness for prostate and testicular cancer testing and research. Leading up to the final disrobing, the men will push their limits of comfortability, modesty, and brotherhood. Along the way, each of the celebrities will share their personal stories of how cancer has impacted their lives.

Next Level Kitchen

A spin-off of *Next Level Chef*, Gordon Ramsay and his fellow *Next Level Chef* mentors are loading you up with tips, tricks, and delicious recipes in this cooking series.

Bite

Fox and celebrity chef [Gordon Ramsay](#) want to take a bigger bite of the digital advertising business. The broadcast network and Ramsay's studio, Ramsay Global, are teaming up to launch a digital food and entertainment brand called "Bite." The new venture will include original digital content, live events, consumer products, and other food-based offerings. The content, which will live on the Bite Digital Network, will include *Next Level Kitchen*, a culinary competition series called *Idiot Sandwich*, and a Bite Digital Originals banner that will highlight up-and-coming culinary talent.



Brilliant Minds

A revolutionary, larger-than-life neurologist and his team of interns explore the last great frontier—the human mind—while grappling with their own relationships and mental health.



St. Denis Medical

The dedicated doctors and nurses of the underfunded, understaffed Oregon hospital try their best to treat patients while maintaining their own sanity.



Happy's Place

Bobbi inherits her father's bar and is less than thrilled to discover that she has a new business partner in the half-sister she never knew she had.



Defying Gravity: The Curtain Rises on Wicked

Airing on November 25, journey through a dazzling new vision of Oz, created for Universal Pictures' *Wicked*, with thrilling behind-the-scenes shots, the cast sharing their personal memories, intimate video diaries, and secrets of the making of *Wicked*, culminating in the debut of a world-exclusive scene from the film.



NFL

Peacock will be the exclusive home of an NFL Kickoff Weekend game in São Paulo, Brazil between the Green Bay Packers and Philadelphia Eagles on Friday, September 6. This contest, the NFL's first-ever regular season game in South America, will also mark the first Friday night game on opening weekend in over 50 years.



Fight Night: The Million Dollar Heist

Based on the acclaimed true crime podcast, the show tells the infamous story of how an armed robbery during the night of Muhammad Ali's historic 1970 comeback fight changed not only one man's life, but an entire city's destiny.

[Watch the Trailer](#)



Long Bright River

Based on the New York Times bestselling novel of the same name, the show is a suspense thriller series that tells the story of Mickey, a police officer who patrols a Philadelphia neighborhood hard-hit by the opioid crisis. When a series of murders begins, Mickey realizes that her personal history might be related to the case.



Teacup

Set in rural Georgia, this horror thriller series revolves around a diverse group of individuals who must join forces to confront an unknown danger threatening their lives.



The Day of the Jackal

This bold reimagining of a classic is a high-octane, cinematic “cat and mouse” thriller, set amidst the turbulent geopolitical landscape of our time.



Hysteria

During the "Satanic Panic" of the late 1980s, outcasts capitalize on the town's interest in the occult by building a reputation as a Satanic metal band.

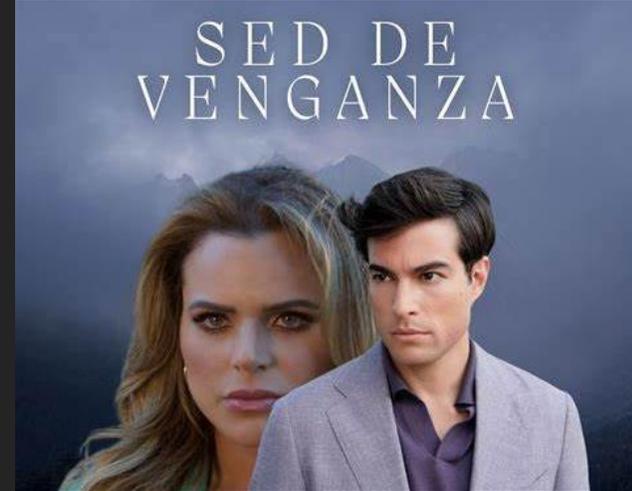


Laid

This comedy follows a woman who finds out her former lovers are dying in unusual ways and must go back to her previous relationships to confront her past to move forward.



Sed de VENGANZA



Sed de Venganza

When love is born from hate, when family is built on treachery, when secrets are kept until they tumble into a tangled web of lies, revenge becomes all-consuming.

Our Oceans

Our planet has five oceans, each with its own unique story to tell. Oceans cover 70% of the planet and take up 98% of the living space on earth. They are the beating heart of our planet and provide half the oxygen we breathe – yet so much of our oceans remain unknown, unexplored, and undiscovered.

No Good Deed

No Good Deed is a dark comedy series that follows three very different families vying to buy the very same 1920s Spanish-style villa that they think will solve all their problems. But as the sellers have already discovered, sometimes the home of your dreams can be a total nightmare.

A Classic Spy

Based on the Oscar-nominated documentary *The Mole Agent*, the eight-episode series follows a retired man, Charles, who gets a new lease on life when he answers an ad placed by a private investigator and becomes a mole in a secret investigation of the Pacific View Retirement Residence in San Francisco.

Black Doves

Helen Webb is a quick-witted, down to earth, dedicated wife and mother – and professional spy. Sam Youn is a suave, champagne-drinking assassin. Together, they set off on a mission that will uncover a vast, interconnected conspiracy that links the murky underworld of London to a looming geopolitical crisis – and leads them to question the cost of the moral choices they’ve made.

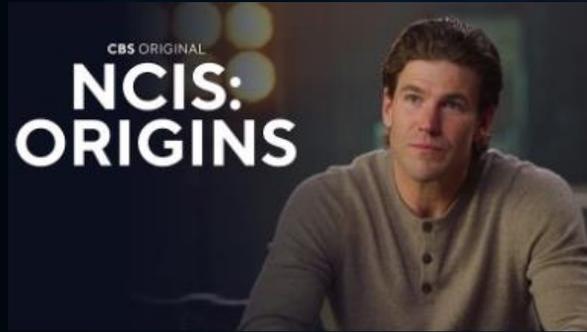
Specials



Jake Paul vs. Mike Tyson – November 2024.

Christmas NFL on Netflix – as part of a 3-year deal, Netflix will be the exclusive global home for the NFL’s Christmas 2024 games.

Chestnut vs. Kobayashi – Streaming live on Netflix on September 2nd, 16-time hot dog-eating champion Joey Chestnut will face off against rival and six-time hot dog-eating champion Takeru Kobayashi in *Chestnut vs. Kobayashi: Unfinished Beef*, with all-beef hot dogs. The showdown will settle a 15-year rivalry between the two competitive eaters.



NCIS: Origins

The series follows a young Leroy Jethro Gibbs in 1991, years prior to the events of NCIS, and is narrated by Mark Harmon. Gibbs starts his career as a newly minted special agent at the fledgling NCIS Camp Pendleton office, where he forges his place on a gritty, ragtag team led by NCIS legend Mike Franks.

[Watch the Trailer](#)



Matlock

After achieving success in her younger years, the brilliant septuagenarian Madeline “Matty” Matlock rejoins the workforce at a prestigious law firm where she uses her unassuming demeanor and wily tactics to win cases and expose corruption from within.

[Watch the Trailer](#)



Georgie & Mandy's First Marriage

This sequel to Young Sheldon follows Georgie and Mandy as they raise their young family in Texas while navigating the challenges of adulthood, parenting, and marriage.

[Watch the Trailer](#)



Poppa's House

Legendary talk show host and happily divorced “Poppa” (Damon Wayans) has his point of view challenged at work when a new female co-host (Essence Atkins) is hired, and at his home where he finds himself still parenting his adult son (Damon Wayans, Jr.).

[Watch the Trailer](#)



The Summit

The series follows 16 strangers embarking on a once-in-a-lifetime journey through the treacherous New Zealand Alps in an attempt to reach the peak of a distant, towering mountain. With their backpacks containing an equal share of \$1 million, the group must traverse an exhausting distance in just 14 days to win the cash they are carrying.

[Watch the Trailer](#)



Hollywood Squares

Two contestants play to win money and prizes in this classic tic-tac-toe-style game show, where the “board” for the game is a vertical stack of open-faced cubes, each occupied by a celebrity. The celebrities are asked questions, and the contestants judge the legitimacy of their answers to win the game. Drew Barrymore will take her place as the famed “center square” answering questions for the contestants.



Watson

Seven months after the death of the titular character’s friend and partner Sherlock Holmes at the hands of Moriarty, Dr. John Watson resumes his medical career as the head of a clinic dedicated to treating rare disorders. Watson’s old life isn’t done with him, though—Moriarty and Watson are set to write their own chapter of a story that has fascinated audiences for more than a century.



Landman

Based off the podcast *Boomtown*, this West Texas-based story is centered on a modern-day tale of fortune seeking in the world of oil rigs. It is an upstairs/downstairs story of roughnecks and wildcat billionaires that are fueling a boom so big that it is set to reshape our climate, economy, and geopolitics.



Dexter: Original Sin

This prequel to *Dexter* is set in 1991 Miami. It follows young Dexter Morgan as he transitions from student to avenging serial killer.



Star Trek Section 31

This special movie event introduces viewers to Emperor Philippa Georgiou, who joins a secret division of Starfleet tasked with protecting the United Federation of Planets, and faces the sins of her past.



PHOTO: AMY SUSSMAN/GETTY IMAGES

The Agency (f.k.a. The Department)

Based on the brilliant series *The Bureau*, follow a world of even deeper intrigue and subterfuge, with characters fighting their own battles as they grapple with existential threats to the nation and the world.

Papás Por Conveniencia (Dads for Convenience)

Single father Tino discovers he has teenage twins with a former high school classmate, Aidé, who is now a powerful business magnate. When Tino and Aidé are forced to come together, they must decide if they can build a real family or if their relationship is just a matter of convenience.

El Precio de Amarte (The Cost of Loving You)

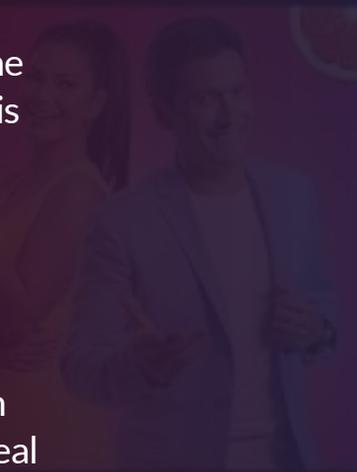
A decorated military man named Rodrigo returns to his homeland to seek revenge on Eduarda, the woman who destroyed his family and life. However, his plans are complicated when he falls in love with Amelia, the daughter of the woman he wants to destroy, and discovers that Amelia is married to his younger brother. It explores themes of matriarchal manipulation and two brothers fighting for the same woman.

Deal or No Deal Island (Working Title TBA)

In a new twist on the classic game show, 13 contestants compete in challenges on the banker's private island to find hidden briefcases worth over \$200 million. They then negotiate with the banker in a game of "Deal or No Deal" to win the ultimate prize.



Si Nos Dejan



Enamorándonos



El Gordo y La Flaca

Bajo Un Volcan (Under a Volcano)

The series tells a story of forbidden and ill-timed love, whose passion is framed amid the eruptive activity of a volcano, in a simile of the relationship between two people as opposite and shocking as two tectonic plates in continuous friction.

Chiquis Sin Filtro (Chiquis Unfiltered)

Chiquis will be sharing her most intimate story in a docuseries like never before. The show will cover her past, career highs and lows, family life, and her U.S. and Mexico tour. It will also delve into preparations for her wedding, how she navigates family conflicts, and the responsibilities of being an older sister.

Arcadia

A man escapes from a broken relationship and a violent past, and starts a new life in Arcadia, a beautiful town in the Canary Islands, using a false identity. After years of peaceful living, someone identifies him, putting his family and his life at risk. He must face his inner demons to protect his newfound paradise, only to find love unexpectedly resurfacing in the darkest moment.

Vence a las Estrellas (Beat the Stars)

This nightly game show features contestants competing in challenges against celebrities to win \$3,000. If the challengers win, they take the money. If the celebrities win, the money stays in the pot and increases for the next episode. The show is hosted by the duo Marisol González and Poncho de Nigris, who bring humor and excitement to every episode.

Soltero Cotizado (The Bachelor)

This reality show features Nicola Porcella, who looks for love among a group of women. Some are genuine ("Romanticas") while others ("Embusteras") are after a cash prize. Nicola must navigate truth and deception to find true love and avoid being misled.



Harry Potter Wizards of Baking **(Food Network)**

[Watch the Trailer](#)

The Harry Potter franchise is heading to the kitchen. *Wizards of Baking* will captivate viewers as it combines the magic of Harry Potter with the talent of extraordinary pastry chefs. This new competition show is set against the amazing backdrop of The Making of Harry Potter.



The Flip Off (HGTV)

After their highly publicized divorce, Tarek El Moussa and Christina Hall, famous for the HGTV series *Flip or Flop*, join forces with their new spouses for a house-flipping competition to determine who can find, purchase, renovate, and flip a house for the most significant financial gain.



Fatal Destination (ID)

Jessica Biel narrates and executive produces the series, which takes viewers to exotic destinations to expose the dark side of paradise. Episodes will explore alluring adventures where the consequences of being a tourist are anything but a dream vacation.



Chateau Impossible (HGTV)

Daphne and Ian inherit a French chateau, but instead of selling the castle, they sell all their possessions, move to France, and embark on the biggest financial gamble of their lives by restoring a 500-year-old, 29-bedroom chateau.



Dune: Prophecy (Max)

[Watch the Trailer](#)

From the expansive universe of *Dune* and inspired by the novel *Sisterhood of Dune*, the series follows two Harkonnen sisters as they combat forces that threaten humankind's future and establish the fabled sect that will become known as the Bene Gesserit.

max

The Penguin (Max)

[Watch the Trailer](#)

DC Comic character Penguin is rising to power in Gotham City. This spin-off series of The Batman will follow Colin Farrell in his reprised role of the famous supervillain in the eight-episode DC Studios drama series.

max

City of God: The Fight Rages On (Max)

In this original series, the story takes place in the early 2000s, when the release of a young drug dealer from prison reignites conflict in Cidade de Deus. Residents are caught in the middle of a power struggle involving drug traffickers, militias, and public authorities. Despite the challenges, the community bands together to break free from this cycle of oppression.

max

Chimp Crazy (Max)

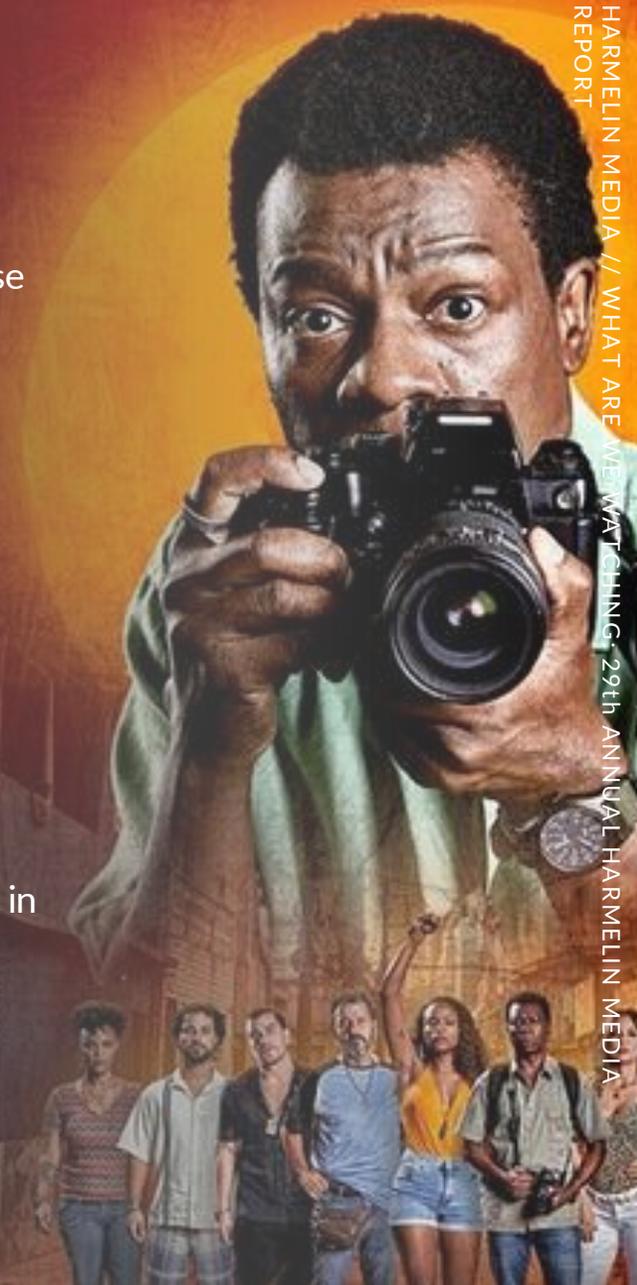
[Watch the Trailer](#)

In the four-part documentary series, former nurse turned exotic animal broker Tonia Haddix, who refers to herself as the “Dolly Parton of chimps,” spends her days caring for animals in captivity. However, her limitless love for one chimpanzee spins into a wild cat-and-mouse game with authorities and an animal rights group.

max

The Pitt (Max)

This new drama series featuring Noah Wyle is a realistic examination of the challenges facing healthcare workers in today’s America, as seen through the lens of the frontline heroes working in a modern-day hospital in Pittsburgh.



HARMELIN MEDIA // WHAT ARE WE WATCHING: 29th ANNUAL HARMELIN MEDIA REPORT

NFL:

The NFL is a powerhouse in American sports. It leads in TV ratings, attracts massive audiences, and dominates the sports conversation in the U.S. With its extensive media coverage and high-profile events like the Super Bowl, it's no surprise it holds such a commanding position. The league's focus on expanding internationally has been a key point in recent years. By holding games in places like London and now Brazil for the 2024 season, the NFL is tapping into new markets and growing their global fan base. This opens opportunities for increased revenue and partnerships. Historically, viewers could only watch the games on traditional linear outlets. Recently though, there has been an influx of streaming platforms looking to get a piece of the action, which makes it easier for NFL fans around the world to catch the action. During this year's Upfront, several NFL streaming deals were announced, the most notable being newcomer Netflix, and Peacock's exclusive international game between the Philadelphia Eagles and Green Bay Packers in Brazil. The 2024 season is set to kick off on Thursday night, September 5th.

ESPN+/ESPN will continue to host Monday Night Football .

Netflix will air 2 games on Christmas Day.

Peacock has the exclusive game rights to the Green Bay Packers vs. Philadelphia Eagles in Brazil, week 1. The streamer will also simulcast one Wild Card game and one divisional playoff game with NBC Sports.

Amazon Prime will host Thursday Night Football and one Wild Card playoff game, exclusively on Prime.

Telemundo Deportes will again provide exclusive Spanish-language coverage of the entire NBC Sunday Night Football package, including playoffs. Games will also be available on live stream via the Telemundo Deportes app.

NBA:

The NBA's new media deal is a game-changer for the league and its broadcasting partners. The 11-year, \$76 billion agreement is a significant commitment that highlights the NBA's value and the growing competition among media companies to secure sports content. Keeping ESPN/ABC in the mix ensures continuity with longstanding NBA coverage while integrating new players, like NBC and Amazon. Warner Brothers Discovery had an opportunity to match the Amazon deal, but ultimately could not come to terms with the league, causing the NBA to enter into an agreement with Amazon. This move reflects the increasing importance of streamers in sports broadcasting, and the global reach that the platforms offer. Overall, this deal not only secures substantial revenue for the NBA but also sets the stage for a more diversified and modern media approach. It's likely to reshape how NBA games are consumed and how sports media evolves in the coming years. The NBA Opening Night will be October 22, 2024.

At the time of writing, Warner Bros. Discovery has filed a lawsuit against the NBA alleging that the league breached its contract by rejecting WBD's matching offer for a new media rights deal, instead signing with Amazon. The NBA has asked the New York Supreme Court to dismiss the suit.

NBC airs approximately 100 games per season (Tuesday & Sunday nights where there are no Sunday Night Football commitments). NBC also becomes the home of the All-Star Game, Rising Stars Game, and the All-Star Saturday night competitions. Peacock will air every other Monday night. NBC/Peacock will air 28 games in rounds 1 and 2 of the Playoffs, as well as one Conference Finals series every other season.

Amazon Prime will air 66 regular-season and playoff games, the NBA In-Season Tournament, and the Play-In Tournament games.

Disney will run 80 regular season games and retain the rights to the NBA Finals. ESPN and ABC will also broadcast the NBA All-Star Celebrity Game, the NBA draft, the NBA draft lottery, and half of all Summer League games.

TNT will continue to air games throughout the 2024 NBA season.

MLB:

The landscape for MLB's media rights is indeed evolving rapidly, reflecting broader trends in sports broadcasting and the growing influence of streaming platforms. MLB has a current TV deal with ESPN, Fox, and TNT worth a combined \$12 billion over seven years, ending in 2028. Fox's exclusive rights to the World Series is a key highlight, maintaining a tradition of high-profile broadcast for baseball's biggest stage. Apple TV has a \$595 million deal, extending through 2029, which highlights Friday night games. Roku is the new player in town with a deal worth \$10 million, showcasing the newly inaugurated Sunday Leadoff games. MLB is facing some tough decisions about the future of partnerships with regional sports networks (RSNs). RSNs are facing significant financial and operational challenges, impacting their ability to broadcast local games. This situation has prompted MLB to consider alternative approaches, such as individual club deals, and direct to consumer models. Time will tell how this impacts the future of MLB. How the league and teams navigate these challenges will determine their success in reaching and engaging fans in the future.

NHL:

The 2024-25 NHL season will mark the league's 108th season overall and 107th season of play. This year, the Arizona Coyotes franchise has been dissolved, with its players and staff joining a new expansion team in Utah. The regular season kicks off on October 4, 2024, with the Buffalo Sabres and New Jersey Devils playing the first of two games in Prague, Czech Republic, as part of the 2024 NHL Global Series, expanding its international footprint.

The NHL's TV deal, worth \$4.4 billion over seven years, runs through the 2027-28 season, with ESPN/ESPN+ and TNT sharing the broadcasting rights. Each network will alternate airing the Stanley Cup Finals each year.

MLS (Soccer):

Soccer in the U.S. has the most intricate web of broadcasting deals due to its numerous domestic leagues and international tournaments. Fox and Telemundo hold the rights to the men's and women's World Cups through the 2026 men's tournament, which will be hosted mainly in the U.S. Fox also has the European Championship rights until 2028, with Univision covering the Spanish-language broadcast for the same period. The Copa America currently airing on Fox Sports will be the last under their existing contract. CBS Sports has secured UEFA Champions League rights through 2030, while TNT Sports covers U.S. national team games (both men's and women's), including World Cup qualifiers, friendlies, and other tournaments without overlapping rights. In total, these broadcasting packages are valued at approximately \$3 billion by the end of their contracts.

NCAA College Football:

College football in 2024 is set to be quite different. With a new 12-team playoff format and 15 teams switching conferences, there's plenty of change on the horizon. The season kicks off on August 24th, and it'll be fascinating to see how these shifts affect the games.

Venu:

As of the time of writing, the launch of Venu Sports will be delayed after a federal judge granted FuboTV's motion for a preliminary injunction against the planned sports streaming venture.

Venu Sports is a direct-to-consumer joint venture, with major players Disney (ESPN), Fox, and Warner Bros. Discovery, set to launch Fall 2024. These media conglomerates will be joining forces to create a comprehensive sports streaming platform that could significantly impact the U.S. sports media landscape. The platform will offer 14 live channels between the three companies and provide extensive coverage of various sports. This includes everything from ESPN's college and professional sports to FOX's diverse lineup and Warner Bros. Discovery's popular channels like TNT and TBS. ESPN+ will provide an extensive library of on-demand content and exclusive digital coverage. This could attract sports fans who are looking for both live events and a rich archive of sports programming. This approach aligns with the growing trend of consumers seeking more personalized and flexible viewing options, bypassing traditional cable and satellite TV,

About us



Harmelin Media specializes in full-funnel performance media and marketing solutions and has more than 40 years of experience helping clients navigate the rapidly changing, increasingly data-driven media landscape. The firm has grown with a diverse client roster including many Fortune 500 companies across an array of industries and is now one of the largest independent media service firms in the United States.

Harmelin's expertise is in managing massive client and campaign data sets to develop strategic, innovative executions that generate immediate growth and long-term return on investment. We accomplish this through our proprietary technologies and data platforms, all while maintaining a long-term focus and operating with 100% transparency. Our approach has resulted in unprecedented retention rates with both employees and clients.

Harmelin's current media billings exceed \$900 million across all brand, demand and performance channels. We are a Google Premier Partner, Meta Business Partner and proud members of the ANA and IAB.

For more information, please contact info@harmelin.com or visit www.harmelin.com.

CONTRIBUTORS:

JAMIE RUDENSTEIN
VICE PRESIDENT, OTT &
NETWORK

LISA ROTHMILLER
DIRECTOR

SYRENA PETRILLO
DIRECTOR

MARISSA BISACQUIN
MANAGER, PROGRAMMATIC

DANA SWAIN
COORDINATOR

