

NBA Coverage Sees 27% Jump in Vertical Content

The 2024–25 NBA season raised the bar for digital coverage. All NBA rights holders across our network created and packaged more video content and optimized it for where fans actually watch. Growth was powered by AI automation, the rise of vertical formats, and a smarter mix of real-time moments, post-game packages, and event-led storytelling that matched the rhythm of the season.

This report, which includes all NBA rights holders on our network, explains what changed, why it matters for audience and revenue, and where to invest next. You will see how output scaled, why total hours grew faster than clip counts, how vertical gained share, and how new tools reshaped production workflows.



WSC Sports Report: 2024/25 NBA Rights Holders Content Trends

Why It Matters?

The 2024–25 NBA season reset the production playbook. Rights holders created more video, but they leaned into deeper stories, mobile-ready formats, and faster packaging. Automation scaled coverage while editors concentrated on context and premium cuts. The result was a two-wave cadence around each game and a clear signal that star moments drive discovery while fuller packages drive retention and revenue. This reports highlights what changed and how to act on it.

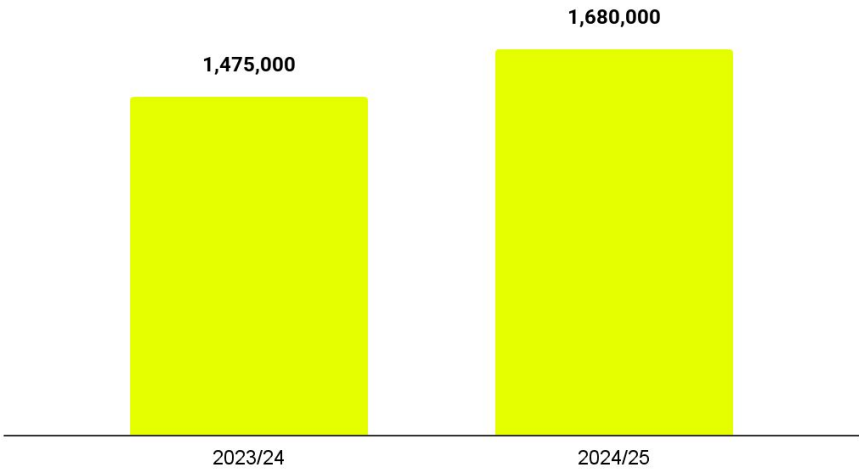
5 Key Takeaways

1. **Depth increased:** Total hours of video grew 26.8% while the number of videos created rose 13.5%, lifting average length 11.7%.
2. **Vertical-social gained share:** 9:16 plus 4:5 formats climbed to 38.2% of output, with 4:5 the fastest riser.
3. **Automation scaled, editorial advanced:** Automation drove ~65% of the net video growth and manual creation grew 22.6%.
4. **Two-wave timing wins:** In-game output grew 9.7%, while post-game grew 17.9%.
5. **Stars power discovery:** Action content surged 86.4%.

Growth Mix: Total creation and hours of content

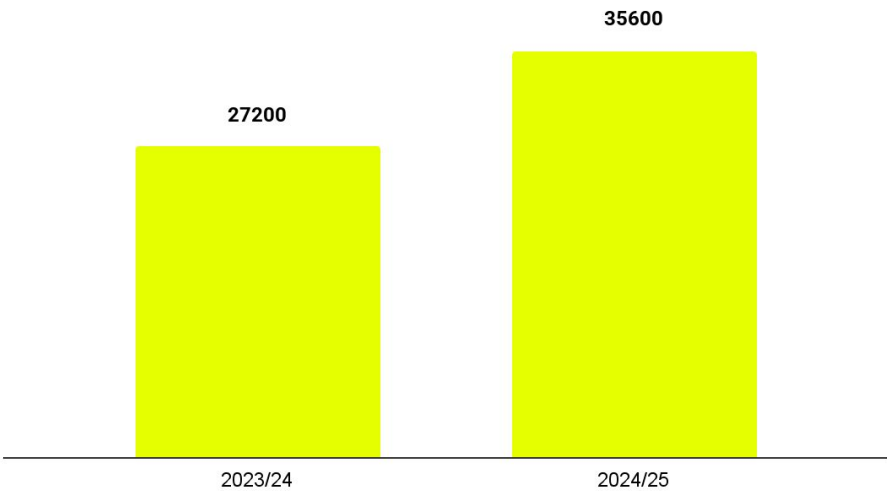
NBA rights holders produced 1.68M videos in 2024–25, up 13.5% year over year, totaling 35.6K hours of content, up 26.8%. Hours grew nearly twice as fast as videos, which lifted the average clip length 11.7% to 1:27 minutes compared with 1:14 minutes last season. The mix is shifting toward deeper cuts and fuller packages rather than a flood of ultra-short fragments.

Total Videos Created



Source: WSC Sport 2024/25 NBA content trends report

Total Hours of Content

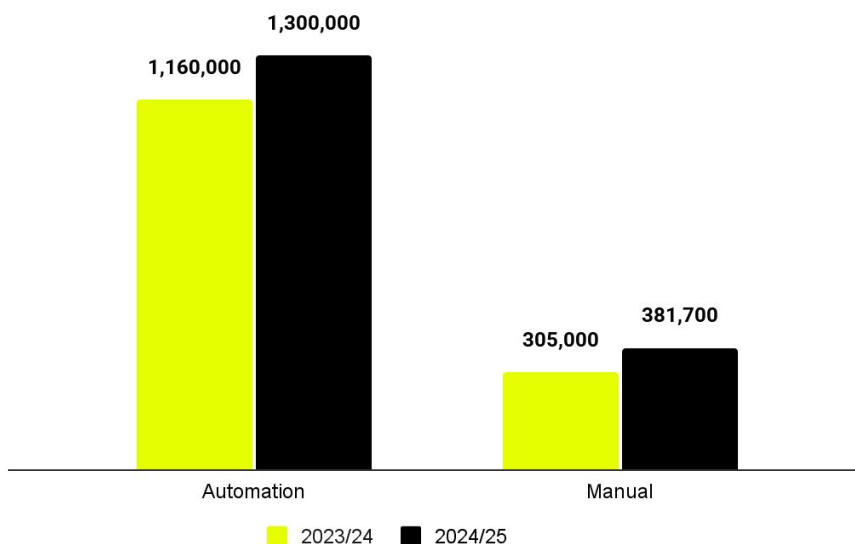


Source: WSC Sport 2024/25 NBA content trends report

Automation Drove 65% of Growth, Manual Packaging Grew Faster

Automation was used to generate 1.3M videos (+11.1%), while manual creation was utilized to deliver 381.7K (+22.6%). Of the +200.5K net video gain (see previous metric), about 65% came via automation and 35% via manual production.

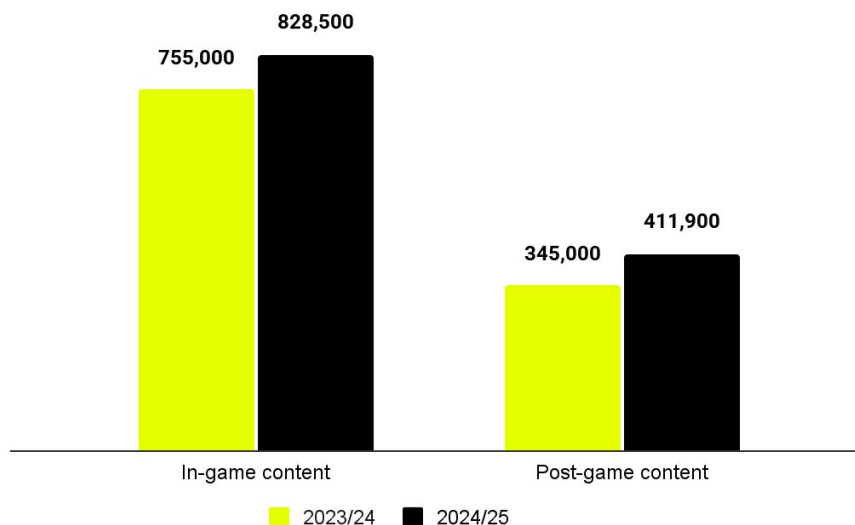
Automation is scaling baseline output, and the faster manual growth shows rising demand for deeper packaging. Rights holders use automation to cover every moment at speed, then deploy manual editing to add context, lift completion, and create sponsor-ready bundles.



Source: WSC Sport 2024/25 NBA content trends report

Post-Game Output +17.9%: Context and Recaps Gaining Ground

Real-time still leads on volume (828.5K, +9.7%), but post-game output is accelerating faster (411.9K, +17.9%). Fans are leaning into context, recaps, and narrative packages after the buzzer. Plan for a two-wave cadence: publish instant moments during play, then drop deeper recap pieces in the first 30 to 120 minutes to catch peak interest and search.

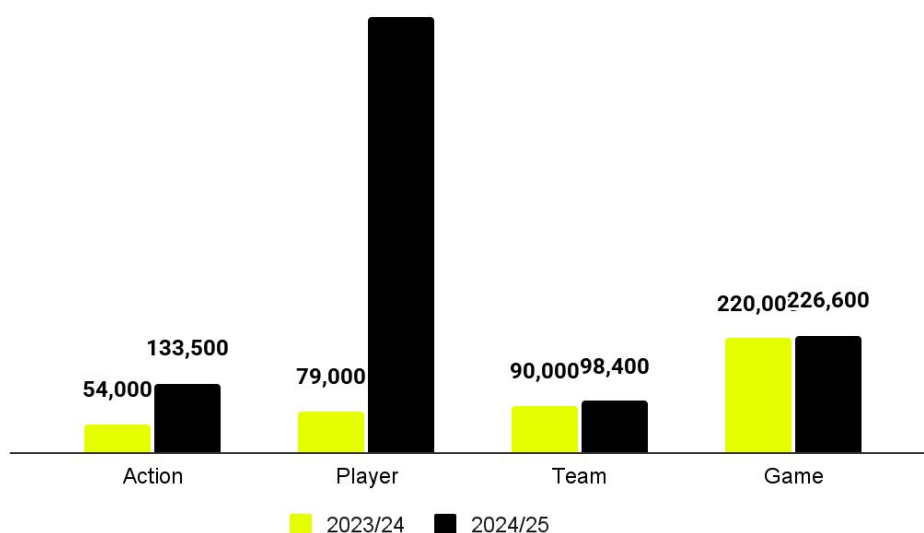


Source: WSC Sport 2024/25 NBA content trends report

Action +86%: Star Moments Are the Growth Engine

Action clips surged +86.4% to 133.5K, the fastest rise of any subject. Fans are gravitating to high-impact plays that decide games. Player remains the largest bucket at 841.4K (+6.7%), while Team (+9.6%) and Game (+3.1%) grew steadily.

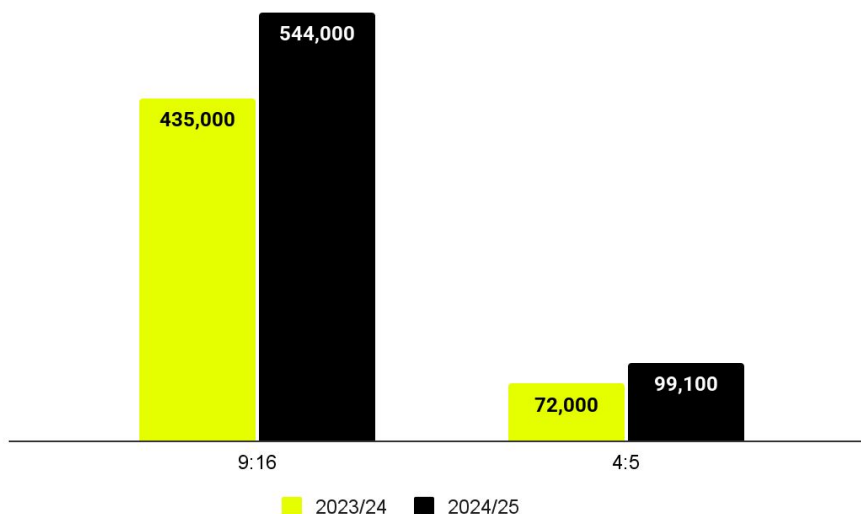
Lead discovery with action-first cuts, then layer Player narratives to keep viewers, and use Game packages to provide context. This mix matches how audiences enter through explosive moments and stay for personality and story.



Source: WSC Sport 2024/25 EPL content trends report

Vertical-Social Share Climbs to ~38%, 4:5 Leads Growth

9:16 output rose 25.6% to 544K and now holds 32.3% share, while 4:5 jumped 38.3% to 99.1K and reached 5.9% share. Together, vertical-social formats account for roughly 38% of all content, reflecting heavier mobile feed consumption. The faster 4:5 growth signals deliberate optimization for feeds where taller frames win attention without full-screen takeover.



Source: WSC Sport 2024/25 EPL content trends report