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Phoenix Suns, Phoenix Mercury and Gray Media Double Down on Fan Investment and the Future of Sports Media

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PHOENIX (AZFamily) — The Phoenix Suns, Phoenix Mercury and Gray Media on Wednesday announced a multi-year extension of their groundbreaking media rights partnership, reinforcing a shared commitment to fans and shaping the future of sports media.

The extension ensures Suns, Mercury and Valley Suns games remain **free over-the-air across Arizona through 2030**, while also introducing a digital streaming option through Arizona's Family.

Key Highlights

Partnership extended through	2030
TV households reached	Nearly 3 million across Arizona
Average viewers per game	110,000+
NBA local household viewership rank	Top 4 in the NBA (2025-26 season)
Mercury viewership growth (over-the-air)	Nearly 500% increase
Streaming platform	Arizona's Family Sports (AZFS) App

A First in NBA and WNBA History

The Suns and Mercury become the **first teams in the NBA and WNBA** to make their games available to fans under a single broadcast partner across both over-the-air and streaming. In the coming days, Arizona's Family will launch the **Arizona's Family Sports (AZFS) app**, which will include **Suns+** and **Merc+** as the direct-to-consumer streaming platforms.

Live coverage includes Suns pregame, halftime and postgame shows, as well as pregame, halftime and postgame programming for Mercury broadcasts, which were added this season.

Voices on the Extension

"We're so excited to expand our partnership with Arizona's Family because everything we do is for our fans. Making Suns and Mercury games free and accessible across Arizona has been a main focus of mine and will continue to be, because these are truly the community's teams. This media deal is about putting our fans first, which I have always said we will do and we will continue to do for years to come."

— **Mat Ishbia, Owner, Phoenix Suns and Phoenix Mercury**

"We could not be more fortunate to have a partner like the Phoenix Suns and Phoenix Mercury. Mat Ishbia made a fan-first promise to keep these games free and widely accessible across Arizona, and this extension — bringing linear and streaming together in one unified Arizona's Family experience — takes that commitment even further. We're proud of what we've built since 2023, and we're excited to keep raising the bar for local sports coverage and serving Suns, Mercury and Valley Suns fans through 2030."

— **Pat LaPlatney, Co-CEO and President, Gray Media**

Partnership Background

Launched in 2023, the deal was the **first modern local broadcast partnership in the NBA and WNBA** to go over-the-air and away from the traditional regional sports network model, ushering in a new era of the fan viewing experience. The partnership was spearheaded by Ishbia's vision to ensure all fans across Arizona could access Suns and Mercury games for free — including a campaign that distributed more than **10,000 free antennas** to fans throughout the state.

Fan-First Initiatives

- Most affordable meal in the NBA and WNBA: **\$2 value menu**
- Redefined gameday experience with OVG Hospitality's premier culinary offerings
- Innovative bowl lighting and videoboards for a more immersive experience
- FanDuel Lounge exclusively for season ticket members
- M Club by BMW — suite-level luxury VIP service
- The Ra Ra Room — first-ever members-only dining club in a sports and entertainment venue

• **NBA All-Star 2027** to be hosted at Mortgage Matchup Center in Phoenix

Source: AZFamily.com — <https://www.azfamily.com/2026/05/20/phoenix-suns-phoenix-mercury-gray-media-double-down-fan-investment-future-sports-media/>

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