**ESPN Leans on New Sports Rights Deals, Diverse Content to Grow Audience**

Following a landmark 2021 that allowed ESPN to secure rights deals with the NFL, MLB and NHL, the company wants to continue expanding. This time, it's looking to reach untapped audiences within its sports organizations and women's sports leagues with unique and diverse content.

***Adweek 4.6.22***

[*https://www.adweek.com/convergent-tv/espn-new-sports-rights-deals/?utm\_source=postup&utm\_medium=email&utm\_campaign=Adweek\_Daily\_220407054915&lyt\_id=1418028*](https://www.adweek.com/convergent-tv/espn-new-sports-rights-deals/?utm_source=postup&utm_medium=email&utm_campaign=Adweek_Daily_220407054915&lyt_id=1418028)