



NIL Year 3 Data Report

What We Learned &
What's Next

As the leading NIL management tool, we have a front-row seat to the evolving landscape and the true impact of NIL. With over 100,000 athletes, 4,000 teams, and 5,000 businesses and fans leveraging **Teamworks Influencer** for content management, brand building, and NIL business management, our insights are unmatched.





Year 3 Notable Mentions

Baseball was a rising sport in terms of the number of NIL disclosures/payments.

71%
Total Disclosures (YoY)



221%
Total NIL Value Disclosed (YoY)



This growth is due to **collectives establishing a stronger presence** over the past year.

April 2024: marked the highest month to date for both payment volume processed and transaction value disclosed in Influencer.

This is due in part to March Madness payouts and an influx of transfers in various sports, especially those who joined in January to fulfill obligations and receive payments.

Collectives (still) on the Rise: The percentage of deals from diverse sources is shrinking, indicating more deals are now concentrated through fewer sources, primarily collectives rather than brands, compared to the initial years of NIL.

At last count, there are a total of over 200+ collectives for DI schools



Record Month for Women’s Sports, Yet Disparities Persist

Women’s Sports Transactions

Transaction Value

Reported Transactions

1



WBB

1



WBB

2



W Gymnastics

2



Softball

3



Softball

3



W Volleyball

4



W Volleyball

4



W Soccer

5



W Golf

5



W Gymnastics

\$1,020

Average Value of women’s sports transactions



February 2024 set a new record for the highest total NIL transaction value disclosed for women’s sports.



Despite this milestone, the **gap in average and total deals** between revenue-generating and women’s sports continues to widen.



YEAR THREE IN REVIEW

Year-Over-Year Growth

NIL Transactions Data

\$4,422 ↑
Average Value of All Transactions

\$6,951 ↓
Average Value of Football Transactions

\$5,911 ↑
Average Value of P5 Transactions

\$906 ↑
Average Value of Non-P5 Transactions

Power 5 Transactions

Reported Transactions	Transaction Value
1 Football	1 Football
2 MBB	2 MBB
3 WBB ↑	3 Baseball NEW
4 Baseball ↑	4 WBB
5 Softball ↓	5 W Gymnastics ↓

Non-Power 5 Transaction

Reported Transactions	Transaction Value
1 Football	1 MBB ↑
2 MBB	2 Football ↓
3 WBB	3 WBB ↑
4 Softball NEW	4 Track & Field NEW
5 Baseball	5 M Golf ↓



YEAR THREE IN REVIEW

New Type of Transactions on the Rise

NIL Transactions Data

66% ▼

Of All Transactions were **Social Media** and **Royalty Payouts**

\$115 ↑

Median Value of All Transactions

Top 5 Transaction Types (AVG Transaction Value)

1. Autographs (**\$5,755**)
2. Royalty: (**\$363**)
3. Public Appearance (**\$4,566**)
4. Social Media (**\$4,934**)
5. Representation Disclosure (**\$22,547**)

Data set from 7/1/23-7/1/24



Navigating NIL in the Next Era of Collegiate Sports

Introducing Teamworks Wallet, a new technology that will become the **standard for student-athlete payments**, starting with NIL and expanding to rev share payments, per diem, and more. It's instant and free for student-athletes, making it **essential for every athletic department** looking to elevate its NIL strategy.

