
30
SEASONS



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CLUBS

MAJOR LEAGUE SOCCER
2025 SEASON PREVIEW

MAJOR LEAGUE SOCCER CELEBRATES 30TH SEASON

THE PITCH: 2025 marks a milestone year for Major League Soccer as the 2026 FIFA World Cup approaches.

Major League Soccer kicks off its landmark 30th season in the midst of the most exciting period ever for soccer in North America. This season, MLS will not only honor a history highlighted by unprecedented growth but also celebrate the limitless future ahead. With record-breaking attendance numbers, world-class talent on the field, and the addition of its 30th team, San Diego FC, MLS continues to solidify its place as one of the top soccer leagues in the world.

Key Highlights for MLS' 30th Season

- Introduction of the 30th team, **San Diego FC**, this season, adding new regional rivalries on the field, new supporter cultures and traditions, and more incredible action.
- **Nearly 30 soccer-specific stadiums** providing fans with unparalleled matchday experiences. With 26 stadiums in action in 2025, and two more under construction in New York City and Miami, MLS clubs offer world-class cathedrals to the game.
- Global soccer icons like **Lionel Messi**, **Hirving 'Chucky' Lozano**, and **Olivier Giroud** join rising stars and elite homegrown talent on the field in pursuit of greatness every match.
- **Record-breaking attendance and fan engagement figures** are driving the sport forward in North America.
- A worldwide and enhanced viewing experience as MLS celebrates year three in **partnership with the world's most innovative company, Apple.**
- The United States plays host to the new-look 32-team **FIFA Club World Cup** this year, as top teams from around the globe face off to take home the sport's most coveted international club tournament title. Two MLS clubs, Inter Miami CF and Seattle Sounders FC, will battle for the global title.

The 1994 FIFA World Cup, hosted in the United States, was a transformative moment that changed the landscape of soccer in North America and spurred a lasting legacy in the creation of Major League Soccer. Now in its 30th season, and one year away from the 2026 FIFA World Cup, MLS has made good on that vision of creating a soccer nation.

Lionel Messi // Inter Miami CF



SAN DIEGO FC SET TO DEBUT

THE PITCH: *The league's 30th team makes its debut with a stable of stars, a vision for player development, and a state-of-the-art stadium in place.*

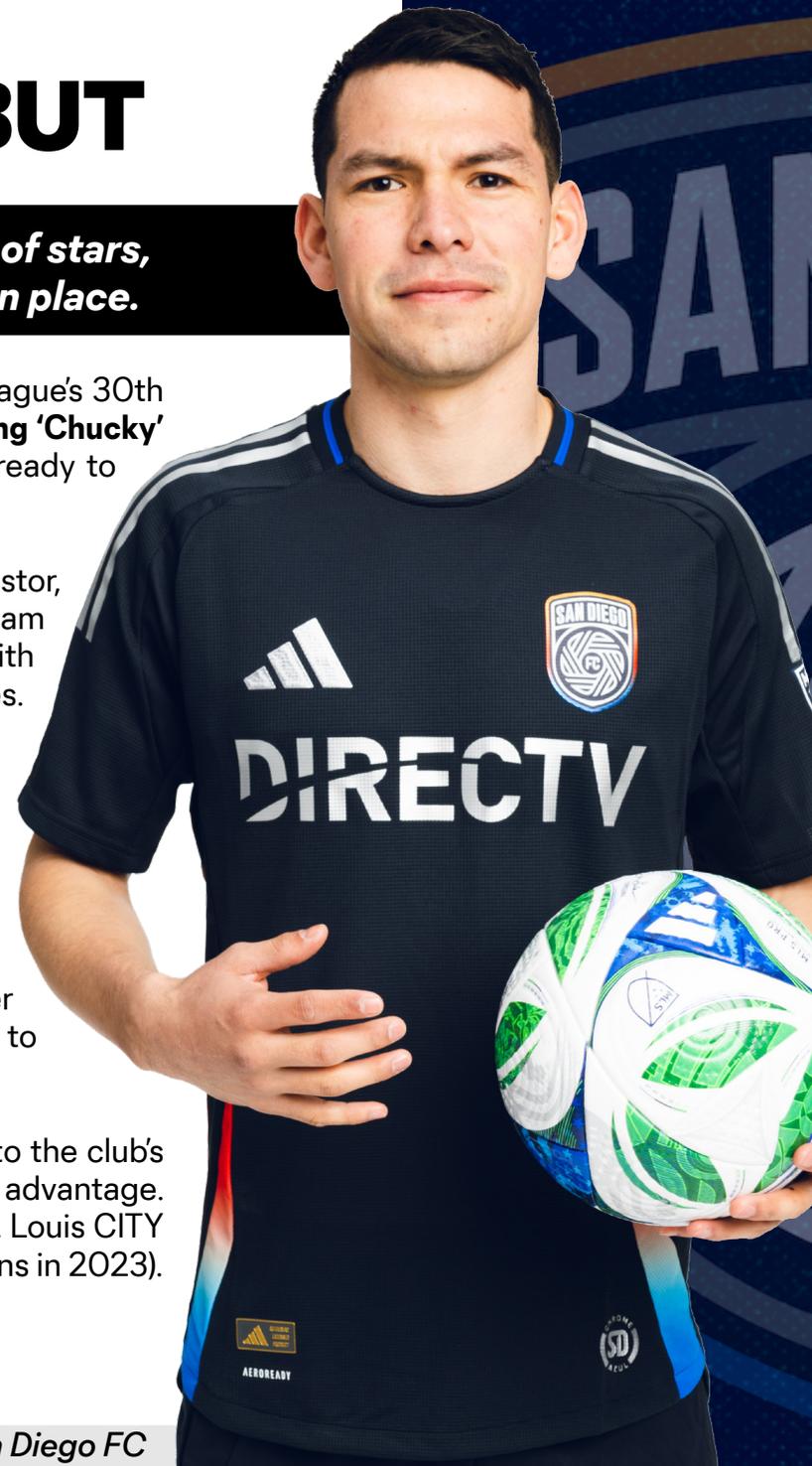
Major League Soccer's 30th season will feature the highly anticipated debut of the league's 30th club, **San Diego FC**, its stable of stars, including Mexican national team forward **Hirving 'Chucky' Lozano** and USMNT standout **Luca de la Torre**, and an impressive ownership group ready to make an impact in Southern California.

San Diego FC is jointly owned by **Mohamed Mansour**, a distinguished entrepreneur, investor, and philanthropist with global ties in the sport, including ownership of the Right to Dream Academy, and the **Sycuan Band of the Kumeyaay Nation**, the first indigenous people with a significant ownership stake in a men's professional team across all major sports leagues.

The entertainment world is also abuzz for San Diego FC, with Golden Globe and Emmy-nominated actress, writer, and producer **Issa Rae** and Grammy-nominated artist **Tems** joining the club's ownership. The ownership group also boasts some sporting sizzle, as **Manny Machado**, a perennial MLB All-Star with the San Diego Padres, and Spanish international legend and World Cup champion **Juan Mata** are also investors in the club.

Residing in a talent-rich area, San Diego FC's **Right to Dream Academy** will aim to deliver excellence and innovation in player development by giving top talent the opportunity to reach their academic and athletic potential in a fully-funded residential program.

Snapdragon Stadium, a 35,000-seat venue built with soccer in mind, will play home to the club's inaugural campaign and a sea of supporters will aim to make their home field a significant advantage. The club's inaugural home match will take place on March 1, as they face off against St. Louis CITY SC - who own the league's most successful debut season in the last two decades (17 wins in 2023).



Hirving 'Chucky' Lozano // San Diego FC



BREAKTHROUGH: NEW AND RETURNING MLS STARS TO WATCH IN 2025

THE PITCH: From returning stars to heralded and renowned newcomers, these are the players who will help write the story of the 2025 MLS season.

Stars from around the world continue to make MLS their league of choice, and this year's crop of potential breakout players is raring to make its mark this season. Here are eight names to keep an eye on throughout 2025:

- **Jonathan Bamba (Chicago Fire FC)** - The Fire went big this offseason with multiple acquisitions and additions to their roster, and Bamba could be the cornerstone of scoring and creativity needed to help the club end its eight-year postseason drought.
- **Kévin Denkey (FC Cincinnati)** - Off the back of a Golden Boot-winning season in Belgium, Cincinnati spent a club-record transfer fee on the Togolese forward to be the final piece of their puzzle heading into 2025 with MLS Cup title-winning ambitions.
- **Olivier Giroud (LAFC)** - France's all-time leading goal scorer brings World Cup-winning experience to LAFC's offense and, when partnered alongside an MLS Golden Boot winner in Denis Bouanga, could be the X-factor needed to lift a trophy this season.
- **Emmanuel Latte Lath (Atlanta United)** - The reported MLS-record signing arrives in Atlanta to help the club's revamped roster rediscover the magic of their 2018 MLS Cup-title winning season alongside returning club icon Miguel Almirón in attack.
- **Chucky Lozano (San Diego FC)** - A global champion, the Mexico Men's National Team forward has won league titles in Italy, Mexico, and the Netherlands and will look to do the same as the leadman of San Diego FC's attack during their inaugural MLS season.
- **Myrto Uzuni (Austin FC)** - Another club-record signing from this offseason, Uzuni was also a Golden Boot winner in Spain and brings an experienced goal-scoring touch to an Austin FC side looking to reclaim a spot among the best in the West.
- **Kelvin Yeboah (Minnesota United FC)** - The Ghanaian-born forward was scoring at a nearly goal-per-game rate after arriving during the Secondary Transfer Window last summer and is a dark horse contender for the MLS Golden Boot presented by Audi.
- **Wilfried Zaha (Charlotte FC)** - After years of wowing fans in England and Turkey, the Ivory Coast international is expected to keep the fans at Bank of America Stadium on their feet with his dazzling footwork and world-renown offensive skill this season.

Wilfried Zaha // Charlotte FC



MLS: A MAJOR PLAYER IN THE GLOBAL TRANSFER MARKET

THE PITCH: *MLS clubs continue to break transfer fee records for incoming players in their prime.*

Clubs across Major League Soccer are investing at a record rate to acquire top global talent as players make MLS their league of choice. According to FIFA, MLS was among the top leagues in the world both in transfer fees spent to acquire players and transfer fees received for outgoing players, highlighting the global recognition of the talent in the league.

Just this offseason, MLS clubs twice broke the all-time record for player acquisitions - with FC Cincinnati's 24-year-old **Kévin Denkey (reported \$16 million transfer fee)** first setting the mark before Atlanta United rebroke the record for 26-year-old **Emmanuel Latte Lath (reported \$22 million transfer fee)**. More than half of the clubs in MLS have broken their own individual transfer records in the last four years, with 14 teams setting records in the last 12 months.

This league-wide investment has also been instrumental for young international players who want to prove themselves among the world's best by competing in MLS.

Last year's Primary Transfer Window had an average age of signings across MLS at just 24 years and 44 days old. In 2025, international clubs are taking notice and have been targeting MLS talent as six club-record sales have already gone through along with dozens of other players moving for multi-million-dollar fees.

That emphasis on young players is in part due to the U22 Initiative, which has successfully allowed clubs to foster the growth of young players by decreasing roadblocks for clubs to sign them. Notable standouts from this initiative have gone on to make MLS All-Star teams, like Real Salt Lake's **Diego Luna**, or go on to play at top international clubs via hefty transfer fees - **Jhon Durán** (Al-Nassr/Chicago Fire FC) and **Diego Gómez** (Brighton & Hove Albion/Inter Miami CF).

With more big-money talent expected to be signed during the 2025 Primary Transfer Window, which concludes April 23, MLS clubs are on track for record-breaking expenditure and revenue, making the 30th season the most competitive to date.

Kévin Denkey // FC Cincinnati



LA GALAXY BEGIN QUEST TO REPEAT

THE PITCH: No team since the Galaxy of 2011-12 has repeated as MLS Cup presented by Audi champions. With high expectations and new pieces in place, can the Galaxy repeat history and take home the title once again in 2025?

Completing a remarkable turnaround season, the **LA Galaxy** captured their record sixth MLS Cup presented by Audi title in 2024 behind a rebuilt and explosive offensive attack after missing the postseason in the previous year. Only three times in MLS history has a team won consecutive MLS Cups, with the most recent back-to-back effort coming over a decade ago with the 2011-12 LA Galaxy. The Galaxy once again has its eyes set on repeating its own history by lifting the Philip F. Anschutz Trophy for a second consecutive year.

Led by two-time MLS Cup presented by Audi champion head coach **Greg Vanney**, the Galaxy return a stable of stars for their title defense, including 2024 MLS Newcomer of the Year **Gabriel Pec**, speedster **Joseph Paintsil**, and international star **Marco Reus**. Despite the returning firepower, the club will need to replace the production of midfielder **Riqui Puig**, the club's player of the year last season, after he sustained a torn anterior cruciate ligament (ACL) prior to providing the game-winning assist in the 2024 Western Conference Final.



Adding another MLS Cup presented by Audi to their trophy cabinet will be no easy feat, as top contenders, including crosstown rival LAFC and the defending Supporters' Shield winners Inter Miami CF, have their eyes set on knocking off the reigning champs.

Gabriel Pec // LA Galaxy



NEW CLASS OF HEAD COACHES AT THE HELM IN '25

THE PITCH: Twelve new coaches will helm MLS clubs in 2025, including former USMNT head coach Gregg Berhalter (Chicago Fire FC), MLS legend Robin Fraser (Toronto FC), 2021 MLS Cup champion Ronny Deila (Atlanta United FC), and newcomer Javier Mascherano (Inter Miami CF).

With a mix of veteran leaders, international tacticians, and rising stars, 12 teams kick off the 2025 season with a new head coach. Familiar faces to Major League Soccer include:

- **Ronny Deila (Atlanta United):** Arrives in Atlanta with a total of six trophies in his personal cabinet with four league titles and two domestic cup competitions, including the 2021 MLS Cup presented by Audi with New York City FC.
- **Nico Estévez (Austin FC):** Former FC Dallas head coach and U.S. Men's National Team assistant.
- **Gregg Berhalter (Chicago Fire FC):** Former U.S. Men's National Team and Columbus Crew head coach.
- **Bradley Carnell (Philadelphia Union):** Arrives in Philadelphia with 10 years of pro coaching experience, most recently leading St. Louis CITY SC during their historic inaugural MLS season in 2023.
- **Bruce Arena (San Jose Earthquakes):** The winningest head coach in MLS history with tenures at D.C. United (1996-98), the New York Red Bulls (2006-07), the LA Galaxy (2008-16), and the New England Revolution (2019-23).
- **Robin Fraser (Toronto FC):** A former MLS player who had a remarkable 17-year career that has translated into a successful coaching career, including with the Colorado Rapids (2019-23).

MLS continues to be the league of choice for coaches with proven track records, as **Pascal Jansen** (New York City FC), **Jesper Sørensen** (Vancouver Whitecaps FC), and **Olof Mellberg** (St. Louis City SC) make their league debuts.

Javier Mascherano (Inter Miami CF) enters 2025 with high expectations as he guides a star-studded Miami roster, while **Eric Quill** (FC Dallas), a rising star in the coaching ranks and champion of youth development, returns to the organization where he previously led MLS NEXT Pro's North Texas SC to historic success.

Mikey Varas (San Diego FC) most recently served as the interim head coach of the USMNT, and was a former U.S. U20 head coach who guided his team to the FIFA U20 World Cup quarterfinals in 2023. Introduced in the fall of 2024, Varas will serve as the inaugural coach of MLS's 30th club.



Gregg Berhalter // Chicago Fire FC

MLS ALL-STAR TAKES AUSTIN

THE PITCH: *The MLS All-Star Game will be making its way to Austin, Texas, as the annual celebration of the league's best gets a taste of the Lone Star State.*

The annual summer celebration of the league's top stars hits the Lone Star State this summer, as **Austin FC** will host the **2025 MLS All-Star Game** at Q2 Stadium on Wednesday, July 23, as well as the **MLS All-Star Skills Challenge presented by AT&T** on Tuesday, July 22. The All-Star Game will be broadcast live in over 100 countries on MLS Season Pass on Apple TV.

Austin FC is the first major professional sports team to play in the Texas capital and the club will now host the first major professional sports all-star game in the city's history this summer. Since their introduction to MLS, Austin FC has sold out every regular season and playoff match played at Q2 Stadium and currently hold the longest active sell-out streak in Major League Soccer.



MLS and the city of Austin will host a week-long celebration of soccer and culture for fans of all ages at venues throughout the area. These world-class events, including MLS All-Star Skills Challenge presented by AT&T, MLS NEXT All-Star Game presented by Allstate, and MLS All-Star Soccer Celebration, will feature community programming and entertainment for fans.

Brandon Vazquez // Austin FC



CLUB & COUNTRY TAKE CENTER STAGE IN 2025

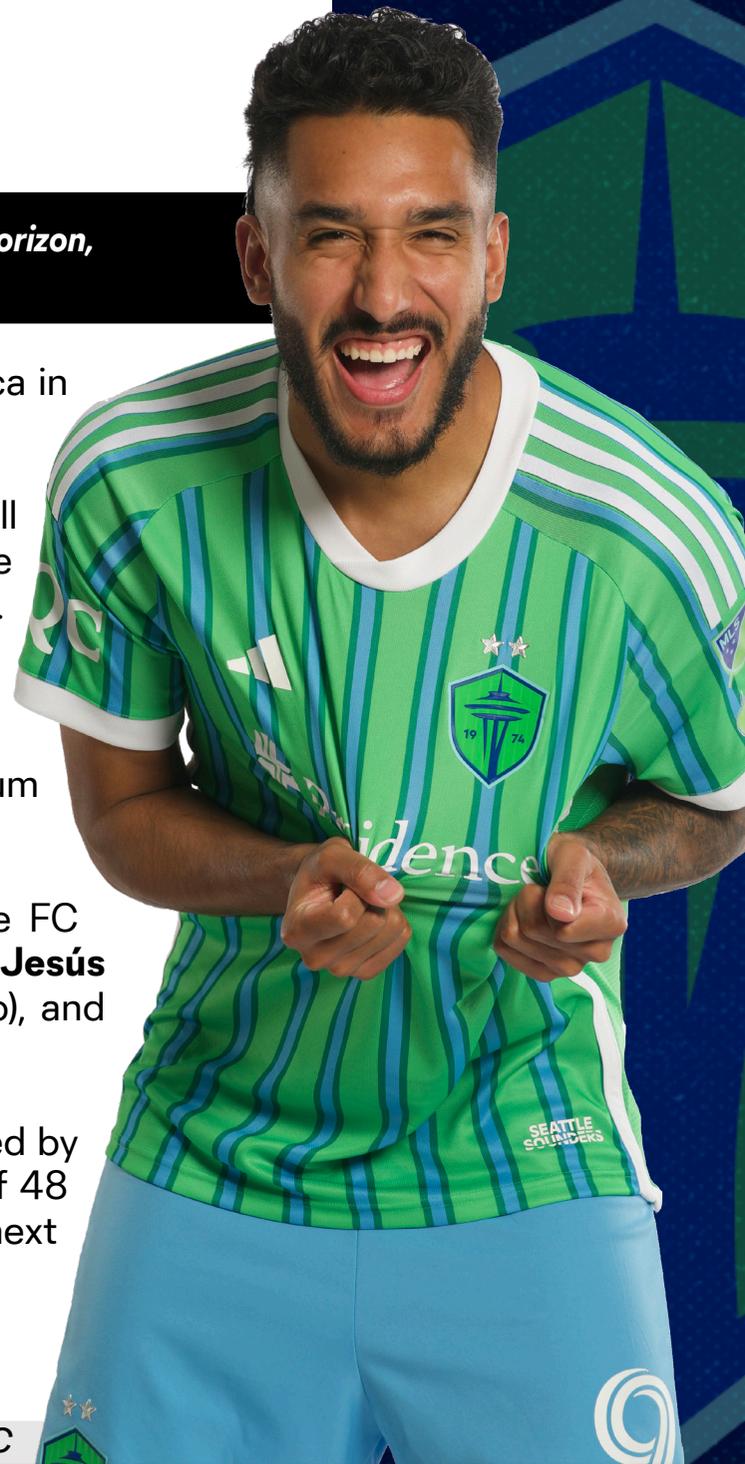
THE PITCH: *With the Concacaf Nations League Finals and Concacaf Gold Cup on the horizon, many players are set to star for both their MLS clubs and countries in 2025.*

In the lead up to the **2026 FIFA World Cup**, all eyes will be on North America in 2025 as the continent takes center stage in the world of soccer.

The biennial **Concacaf Gold Cup** returns to the United States as the USMNT will look to retake the cup from Mexico, who won in 2023. Gold Cup action will take place at MLS stadiums in Austin, Carson, Houston, San Jose, San Diego, St. Louis, and Vancouver, among other venues, and the champion will be crowned at Houston's NRG Stadium on July 6. **Concacaf's Nations League Finals** also return to U.S. soil featuring the United States men's national team, Canada, Mexico, and Panama, with a winner being crowned at Los Angeles' SoFi Stadium on March 23.

MLS players set to feature in international competitions this year include FC Cincinnati defender **Miles Robinson** (USMNT), Seattle Sounders FC forward **Jesús Ferreira** (USMNT), San Diego FC forward **Hirving "Chucky" Lozano** (Mexico), and Minnesota United forward **Tani Oluwaseyi** (Canada), among others.

All of these competitions set the table for the 2026 FIFA World Cup – hosted by the United States, Canada, and Mexico – which will feature a record field of 48 teams. The world's game will truly be center stage in North America over the next three years.



Jesús Ferreira // Seattle Sounders FC



CLUB WORLD CUP COMES TO AMERICA

THE PITCH: *Inter Miami CF and Seattle Sounders FC set to face the top clubs from around the world.*

The United States plays host to the new-look 32-team **FIFA Club World Cup** this year, as top teams from around the globe face off to take home the most coveted international club tournament title in the sport. Two MLS clubs – 2022 Concacaf Champions Cup winners **Seattle Sounders FC** and 2024 MLS Supporters' Shield winners **Inter Miami CF** – will compete in the prestigious tournament with the goal of capturing global bragging rights.

Inter Miami, with global legends **Lionel Messi**, **Luis Suárez**, **Sergio Busquets**, and **Jordi Alba** at the helm, will be looking to secure their third club trophy in the last three seasons. The Sounders have a strong foundation of players in the USMNT trio of **Jordan Morris** and new signings **Paul Arriola** and **Jesús Ferreira**, with young Argentine midfielder **Pedro de la Vega** contributing in the attack.

The Seattle Sounders, who have been drawn into one of the most challenging groups in the field, will face against the 2024 Copa Libertadores champions Brazilian side Botafogo CR, followed by La Liga's Atlético de Madrid, before concluding against Ligue 1's Paris Saint-Germain.

Former MLS players that will feature in the new revamped tournament include Sebastián Driussi (Austin FC-River Plate), Alan Velasco (FC Dallas-Boca Juniors), and Gregore (Inter Miami CF-Botafogo), among others.

Luis Suárez // Inter Miami CF



AFTER RECORD-SETTING SEASON, MLS LOOKS FORWARD

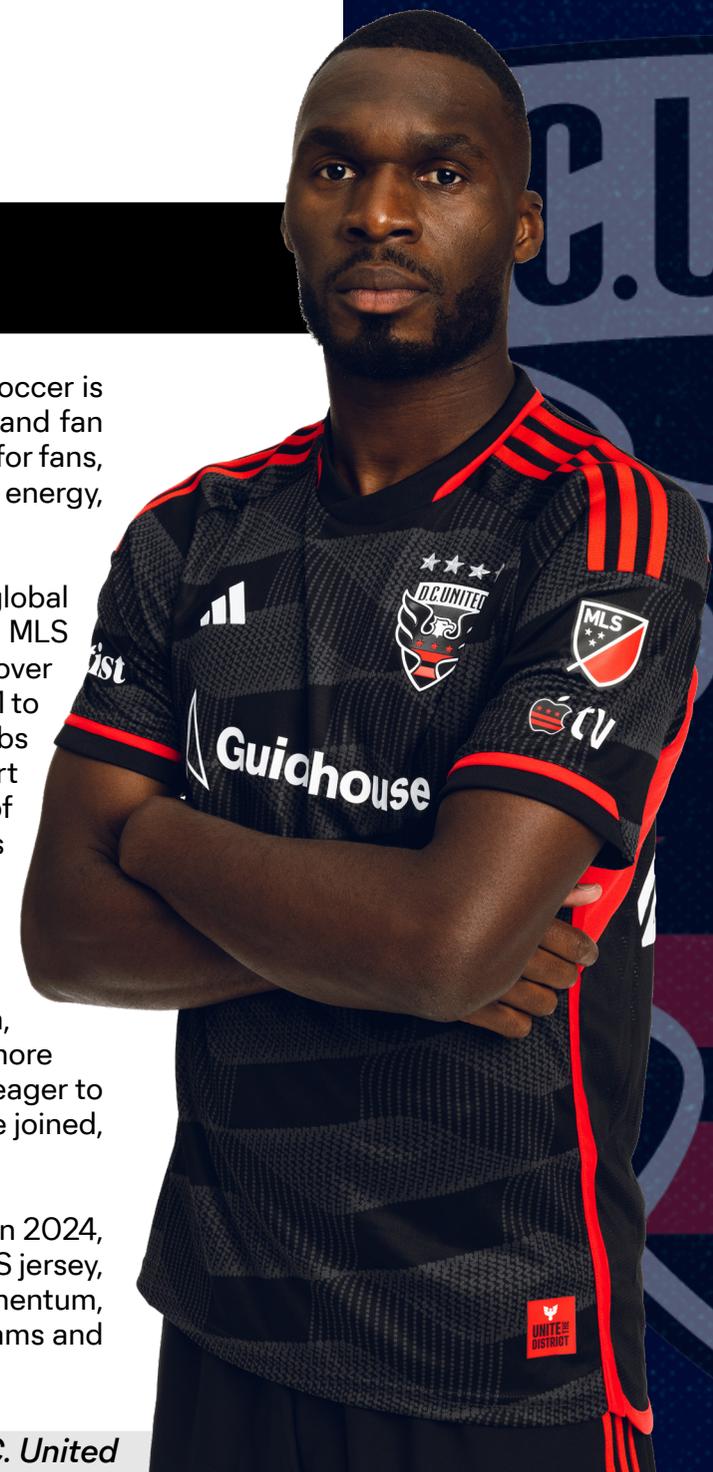
THE PITCH: *On the heels of last year's historic season, demand for MLS is at an all-time high.*

Game On -- MLS Powers into 2025: Fueled by unstoppable energy and passion, Major League Soccer is poised for an electrifying 2025 season. The unparalleled enthusiasm driving every game, goal, and fan experience is fueling impressive growth, positioning MLS as an increasingly attractive destination for fans, sponsors, and investors. As the league builds on this momentum, the 2025 season will amplify this energy, unlocking new opportunities and strengthening connections across its expanding global fanbase.

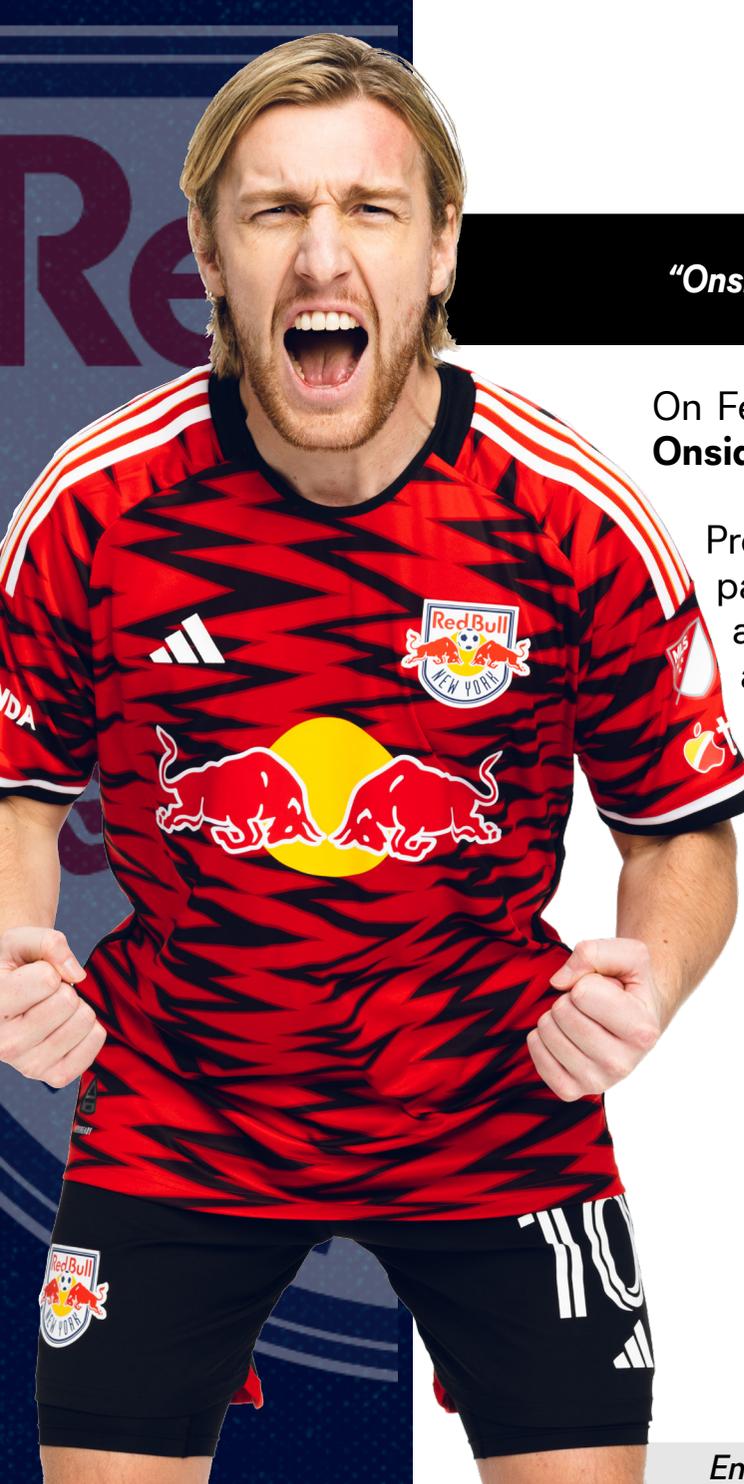
MLS Clubs Among the World's Most Valuable: With soaring valuations and rapidly expanding global influence, MLS has firmly cemented its position as a premier professional sports league. Five MLS clubs—LAFC, Atlanta United, Inter Miami CF, LA Galaxy, and New York City FC—are now valued at over \$1 billion each. Over the past four years, the average club value has risen from \$550 million in 2021 to \$721 million in 2025, marking a 31% increase. This growth has brought the collective worth of clubs to nearly \$21 billion. MLS has also tripled in size over the past 20 years, with 26 state-of-the-art stadiums and new facilities opening in Miami and New York in the next two years. The addition of San Diego FC as the 30th club this season further underscores MLS' continuing appeal and marks another milestone in its evolution. (Source: Sportico January 2025)

Commercial Growth and Sponsorship Momentum: Following a strong 2024, marked by double-digit increases in both the league's sponsorship revenue and club sponsorships, MLS is well-positioned to sustain its growth in 2025. New partnerships with brands like Century 21, Jameson, Michelob Ultra, and Discount Tire highlight the league's ongoing commercial expansion, with even more announcements expected. MLS has become a premier platform for forward-thinking companies eager to connect with the next generation of sports fans. Over the past three years, 24 new sponsors have joined, creating more opportunities to engage with the league's young and diverse audience.

Rising Consumer Product Demand: MLSstore.com set new highs in both units sold and revenue in 2024, reflecting a significant boost in fan engagement. Notably, Lionel Messi remains the top-selling MLS jersey, as well as ranking No. 1 globally for adidas in individual player jersey sales. With this continued momentum, MLS is poised for even greater growth in consumer demand as fans rally behind their favorite teams and players.



Christian Benteke // D.C. United



ONSIDE: MAJOR LEAGUE SOCCER

THE PITCH: *With unprecedented access to players, coaches, and clubs, "Onside: Major League Soccer" explores the electrifying moments and captivating stories that made the 2024 season unforgettable.*

On February 21, the highly anticipated eight-part panoramic documentary event **Onside: Major League Soccer** will debut on Apple TV+.

Produced for Apple by the dynamic sports storytellers Box to Box Films, in partnership with Major League Soccer, the docuseries provides unprecedented access to players, coaches, and clubs, and explores the electrifying moments and captivating stories that made the 2024 season unforgettable.



Emil Forsberg // New York Red Bulls



MLS MADE: DEVELOPING THE NEXT GENERATION OF STARS

THE PITCH: With *MLS NEXT* in Year 5 and the effects of the full player pathway felt throughout MLS, here are the key stories in the development space entering 2025.

In its 30 seasons, MLS' biggest area of growth has been the implementation of an unprecedented Player Development Pathway across its ecosystem. Since the Homegrown designation was created in 2008, academy players have had more opportunities to join the first team and that has only accelerated in the past five years thanks to **MLS NEXT** and **MLS NEXT Pro**.

One of the pathway's notable breakouts is 15-year-old Philadelphia Union midfielder **Cavan Sullivan**, who became the youngest player to make his regular-season debut among the top North American professional sports leagues in 2024. Other Homegrown talents who have made their way through the Player Development Pathway include **Benjamin Cremaschi** (Inter Miami CF), **Esmir Bajraktarević** (PSV/New England Revolution), and **Obed Vargas** (Seattle Sounders FC).

MLS NEXT is the most competitive and elite program for player development in North America, featuring 151 clubs, 753 teams, and more than 16,000 players. The program, which includes both MLS and non-MLS academy teams, is the foundation of player development in the region and continues to produce young stars. Among all the players called up the U.S. Men's National Team in 2024, 70% of those players spent time with an MLS NEXT academy. That number jumps to 93% for all U.S. Youth National Team players during that span.

Almost all academy graduates face their stiffest competition in MLS NEXT Pro, the professional league that completes the pathway from MLS NEXT to MLS first teams. Since the launch of the league in 2022, more than 155 players have signed MLS first team contracts after playing in MLS NEXT Pro. These alumni of MLS NEXT Pro are not just Homegrown players, but also include young international signings and elite college alumni.

As MLS NEXT continues to expand in season five and MLS NEXT Pro kicks off their fourth season, the connective tissue of the MLS Pro Player Pathway has never been stronger.

Cavan Sullivan // Philadelphia Union





MLS: A LEADER IN TECHNOLOGY AND INNOVATION FOR THE GROWTH OF THE GAME

THE PITCH: *In its 30 years of play, Major League Soccer has proven to be a global leader in technology and innovation. Below are examples of how the league continues to push its product forward.*

During its 30 years of play, Major League Soccer has proven to be a global leader in technology and innovation, pushing the game forward through transformational rule changes and advanced officiating techniques, while also setting a standard for improving the quality of play, game flow, and player welfare.

Through strategic rule implementations and the early adoption of cutting-edge technologies, MLS continues to set a precedent for the global modernization of soccer.

MLS was one of the first major soccer leagues to embrace Video Assistant Referee (VAR) technology. Since its implementation in MLS in 2017, the league has played a key role in shaping the framework used by FIFA and other top leagues worldwide. MLS' approach to VAR emphasizes efficiency, transparency, and minimal disruption, setting a standard for how video review can be integrated without compromising the flow of the game.

Ahead of the 2024 season, the league introduced the Off-Field Treatment and Timed Substitution rules. These rules were first implemented in MLS NEXT Pro and are designed to decrease preventable match delays, prioritize player health and safety, and reduce gamesmanship. Prior to the Off-Field Treatment rule, there were 5.25 stoppages per game associated with potential injuries. This figure decreased to 1.48 stoppages per game after the rule was implemented. The Timed Substitution Rule was also highly effective in 2024, with 3,316 substitutions and only 24 violations in more than 380 MLS matches, including approximately 99 percent of all substitutions occurring in 10 seconds or less.

Jonathan Osorio // Toronto FC



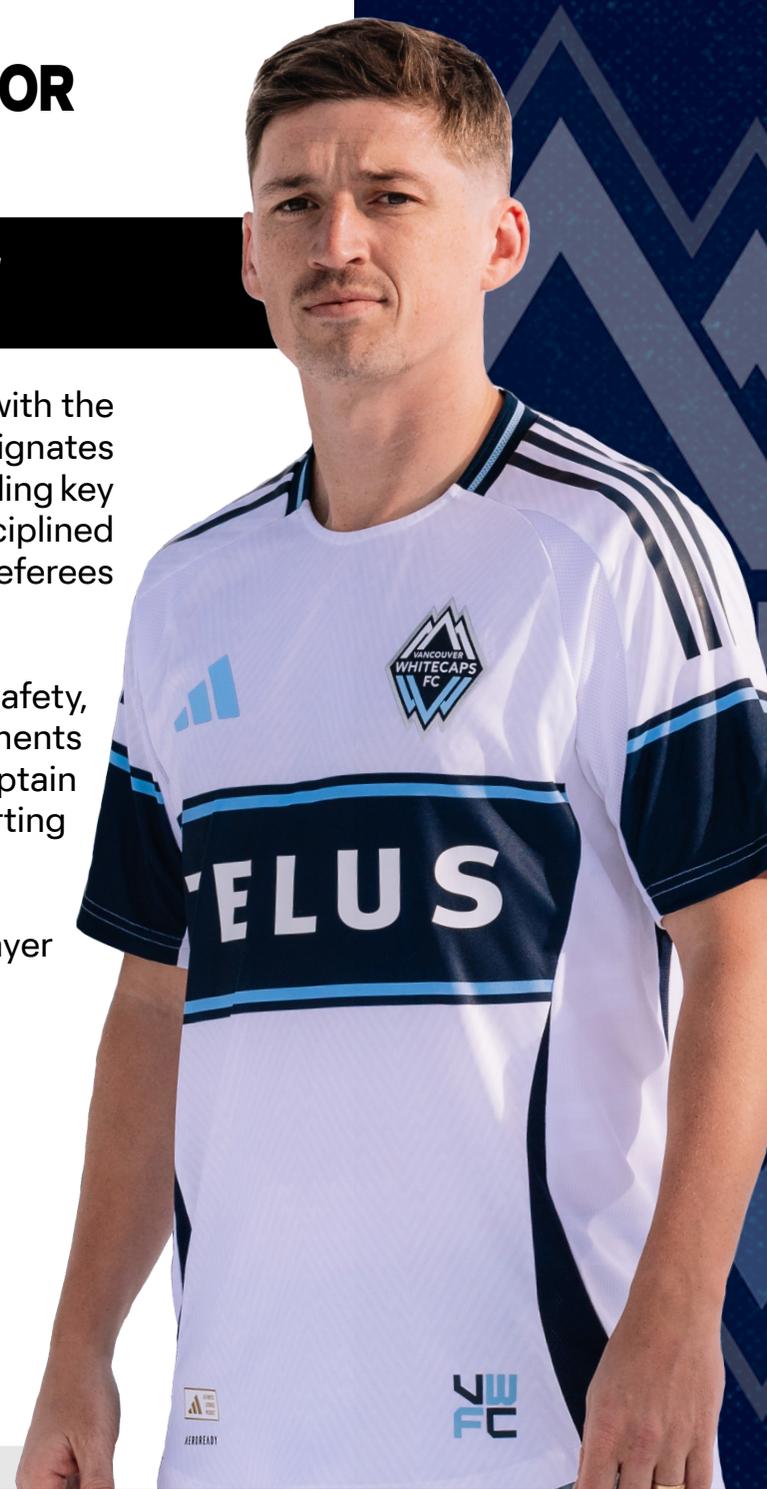
MLS: A LEADER IN TECHNOLOGY AND INNOVATION FOR THE GROWTH OF THE GAME (CONT.)

THE PITCH: *New for the 2025 regular season, MLS is strengthening on-field communication with the **Only the Captain** rule.*

New for the 2025 regular season, MLS is strengthening on-field communication with the **Only the Captain** rule. Another forward-thinking innovation, Only the Captain, designates a team captain as the sole player permitted to communicate with the referee regarding key decisions. This rule reduces excessive dissent and fosters a professional and disciplined approach to improve uninterrupted lines of communication to prevent crowding of referees and increase respect between the teams and referees.

Through these innovations, MLS continues to elevate the game by improving player safety, enhancing game flow, and refining officiating standards. By pioneering advancements such as the Off-Field Treatment and Timed Substitution Rules, the Only the Captain Rule, and a leading role in VAR implementation, MLS is not only improving the sporting product on the field but also influencing global soccer development.

From faster, uninterrupted play to more accurate officiating and enhanced player welfare, MLS is pioneering the next evolution of soccer.



Ryan Gauld // Vancouver Whitecaps FC

CAN MVP MESSI AND INTER MIAMI CF BREAK THROUGH IN 2025?

THE PITCH: *The reigning MLS MVP Lionel Messi and Inter Miami CF follow up on their Supporters' Shield winning season in 2024 and aim to capture their first MLS Cup title.*

It was near picture-perfect season for Inter Miami CF in 2024, lifting the club's first-ever Supporters' Shield with a record-setting 74 points during the regular season, seeing star forward **Lionel Messi** named Landon Donovan MLS MVP, and watching **Luis Suárez** be named a finalist for MLS MVP and Newcomer of the Year.

However, their championship dream fell short in the postseason and while many sides have rebuilt their rosters during the offseason ahead of 2025, Miami return a majority of their star-studded cast of players with the additions of South American flair, proven MLS talent, and rising young players.

A new face takes over the reins of the club on the field, as **Javier Mascherano** was named the head coach of Inter Miami in November. A legend during his time as a player with FC Barcelona and with the Argentina National Team, Mascherano is a first-time head coach in MLS after many years of coaching the Argentina youth national teams. Mascherano was a proven leader and winner throughout his playing career and arrives in Miami looking to instill that ethos into a Miami side chasing MLS Cup presented by Audi and competing in the FIFA Club World Cup for the first time in its history.

All eyes are on Miami's roster of soccer icons and stars of the future, including the dynamic young trio of **Benjamin Cremaschi**, **Federico Redondo**, and 21-year-old newcomer **Telasco Segovia**, to see if they can put together another dominant regular-season performance and lift the club's first-ever MLS Cup presented by Audi.



Benjamin Cremaschi // Inter Miami CF



MLS SEASON PASS: WHAT'S NEW IN 2025?

THE PITCH: Highlighted by a new studio home in Stamford, Conn. and a featured game of the week on Sunday Night Soccer, a look at what is new to MLS Season Pass in 2025.

- **New Studio:** MLS Productions has moved to WWE Headquarters in Stamford, Conn. WWE's brand-new, state-of-the-art production facility – The Studios at WWE – features best-in-class production offerings and new cutting-edge technology to further elevate the production of MLS Season Pass. It will serve as the dynamic hub for popular MLS live studio programming and content in English and Spanish.
- **Sunday Night Soccer:** New for 2025, MLS Season Pass will broadcast a featured game of the week on Sunday evenings under the banner Sunday Night Soccer, with enhanced production and dedicated studio programming. These primetime games will air throughout the regular season and spotlight the league's most compelling matchups. Sunday Night Soccer will include dedicated pre- and postgame shows, enhanced production and studio programming. All Sunday Night Soccer matches will also be available to stream for Apple TV+ subscribers.
 - Sunday Night Soccer matches will feature broadcast talent on camera, with leading MLS Season Pass broadcasters **Jake Zivin**, **Taylor Twellman**, and **Andrew Wiebe** on the call for English broadcasts, and **Sammy Sadovnik** and **Diego Valeri** in Spanish. MLS Wrap Up and MLS El Resumen will move to Sunday evenings following the final Sunday match to highlight and recap the full week of matches, giving fans a more comprehensive view of all the week's action, with first-rate commentary and analysis, along with can't-miss highlights.
 - The inaugural Sunday Night Soccer matchup will showcase the league's newest club, San Diego FC, as it makes its debut against reigning MLS Cup champions LA Galaxy on February 23 at 7 p.m. ET.
- **Apple TV App on Android:** The Apple TV app is now available to download from Google Play on Android mobile devices – including phones, tablets, and foldables – offering Android users access to hit, award-winning Apple Original series and films on Apple TV+, along with MLS Season Pass. Just in time for MLS' 2025 season, Android users can subscribe to MLS Season Pass.

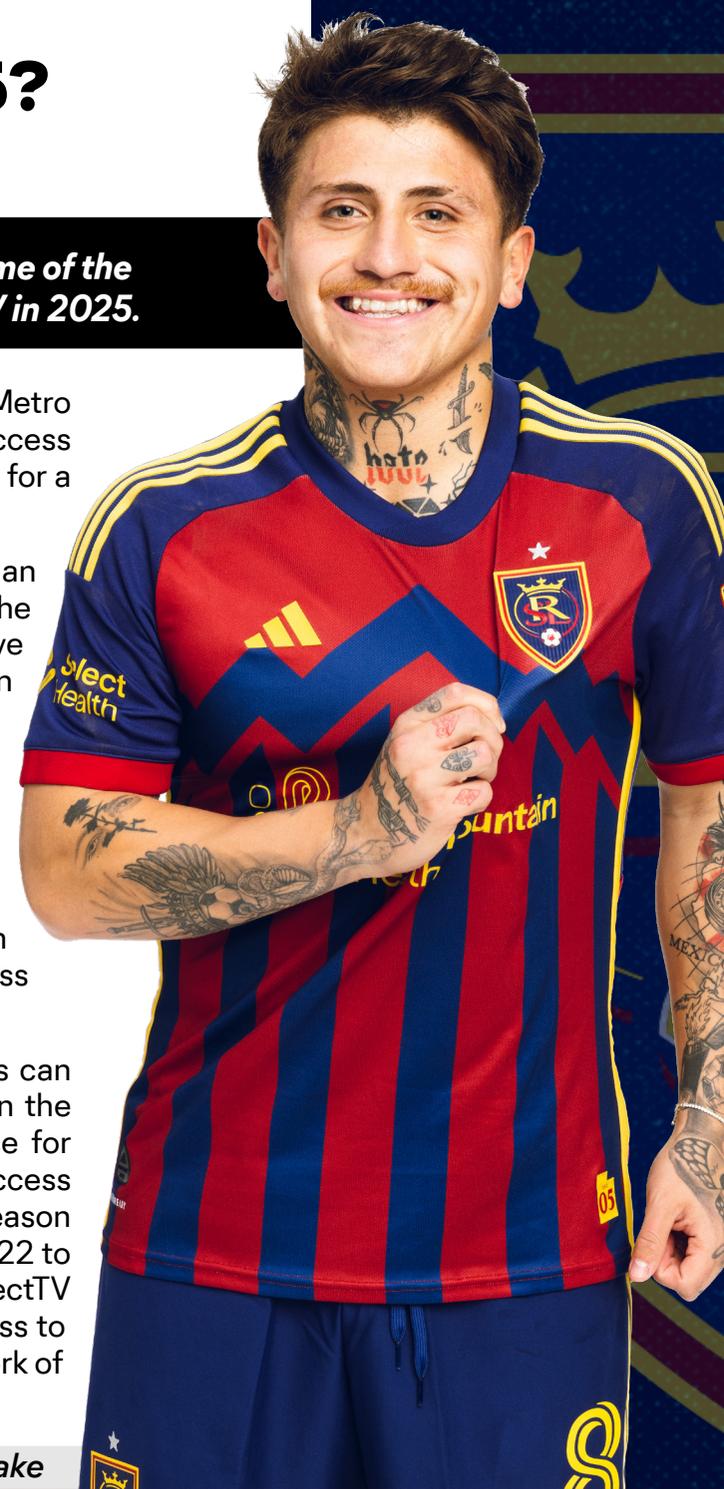
Olivier Giroud // Los Angeles Football Club



MLS SEASON PASS: WHAT'S NEW IN 2025? (CONT.)

THE PITCH: Highlighted by a new studio home in Stamford, Conn. and a featured game of the week on Sunday Night Soccer, a look at what is new to MLS Season Pass on Apple TV in 2025.

- **T-Mobile Customers Get MLS Season Pass Free:** T-Mobile is giving qualified T-Mobile and Metro by T-Mobile customers — including businesses — a promotional offer for complimentary access to MLS Season Pass all season long with no blackout dates. T-Mobile customers can redeem for a limited time via T-Mobile Tuesdays in the T-Life app, starting February 18.
- **MLS Season Pass on Comcast:** Apple is partnering with Comcast to offer Xfinity customers an integrated viewing experience for MLS Season Pass, bringing all live matches directly into the Xfinity user interface so customers can easily find and watch all the action alongside other live programming. As part of the partnership, customers will be able to sign up for MLS Season Pass directly through Xfinity, and every live match will be seamlessly incorporated throughout the viewing experience, including within the channel guide on X1 and the Xfinity Stream app, and the Apple TV app. Comcast and Apple are also unlocking free access to MLS 360 for all Xfinity customers throughout the season, the first time the popular whip-around studio show — which provides live looks-ins from every match — has been available without an MLS Season Pass subscription. And to celebrate the start of the 2025 season and the launch of the new viewing experience, Xfinity will offer all customers a free preview of MLS Season Pass from February 22 to March 2, after which they'll be able to subscribe to MLS Season Pass through Xfinity
- **MLS Season Pass on DIRECTV:** New for the 2025 season, DIRECTV residential customers can subscribe to MLS Season Pass through DIRECTV. Matches will be available to watch live in the DIRECTV satellite guide on channels 480 through 495, similar to the viewing experience for other league packages. Customers who subscribe through DIRECTV will also be able to access MLS Season Pass through the Apple TV app. DIRECTV is making a free preview of MLS Season Pass available to all DIRECTV residential and commercial satellite customers from February 22 to March 1, after which those customers will be able to upgrade to MLS Season Pass through DirectTV channels. This offering expands upon DIRECTV's exclusive rights to provide MLS Season Pass to commercial establishments, which has been available to DIRECTV for BUSINESS's vast network of more than 300,000 sports bars, restaurants, and more since the 2023 season.



Diego Luna // Real Salt Lake