

Orlando Magic Select Cox Media Group Jacksonville TV As Their New Broadcast Home for the 2026–27 Season

Action Sports Jax TV CBS 47.2 to Expand Access for Fans In Northeast Florida

JACKSONVILLE, FL, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Cox Media Group](#) (CMG) and the Orlando Magic today named [Action Sports Jax TV](#) as the team's new local television broadcast partner, starting this season (2026-27).

Cox Media Group Jacksonville's CBS47 and FOX30 are some of the most-watched stations in Northeast Florida and will become the region's dedicated over-the-air home for Orlando Magic basketball and related team programming.

This multi-year partnership aligns with CMG's commitment to making local sports more accessible to fans while creating new opportunities for advertisers to connect with highly engaged local audiences.

"We are excited to partner with Cox Media Group to serve as our over-the-air partner for live games, replays, pregame and postgame coverage, and original programming," said Magic President of Business Operations Charlie Freeman. "Cox Media Group and Action Sports Jax TV will provide Magic fans great access, strong consistency, and a direct connection to the team all season long."

Under the agreement, all locally distributed Orlando Magic regular-season games, excluding national exclusives, will air on the newly created Action Sports Jax TV (CBS 47.2), as well as some games airing on CBS47 and FOX30. The partnership will bring Orlando Magic basketball to households throughout Northeast Florida.

"Action News Jax has been a trusted companion for Northeast Florida families, delivering local



Orlando Magic Forward Paolo Banchero during the 2026 NBA Playoffs.

news, First Alert Weather, and local stories that matter most,” said Omesh Somaru, VP and General Manager of Cox Media Group Jacksonville. “Now, we’re excited to add Orlando Magic basketball to that tradition. This partnership makes it easier than ever for fans to follow the Orlando Magic while creating a powerful new platform for local businesses to connect with one of the region’s most passionate and engaged audiences.”

This move, along with being the official stations of the Jacksonville Jaguars, reflects CMG Jacksonville’s investment in local sports programming and the growing consumer demand for free, over-the-air access to live sports. In addition to game broadcasts, fans can expect expanded team coverage, including pregame and postgame programming, feature content, and other original Magic-related programming designed to deepen connections between the team and the Jacksonville community.

The partnership also delivers meaningful value for advertisers seeking premium live content in a trusted, brand-safe environment. By combining Orlando Magic broadcasts with the reach of our TV stations, local and regional businesses will have new opportunities to connect with audiences before, during, and after game coverage.

Live sports remain one of the most effective ways for brands to engage consumers in real time, and Orlando Magic broadcasts will provide advertisers access to one of the region’s most loyal fan bases.

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*Omesh Somaru, VP and
General Manager of Cox
Media Group Jacksonville*

Additional information regarding game schedules, coverage plans, and programming details will be announced prior to the start of the 2026-27 season.



Orlando Magic Forward Franz Wagner during the 2026 Magic postseason run.

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