



NBA Basketball '21-22

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Things to Know

NBA 2021-22

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1

Return to a full season

Fans get back to an earlier October 19 start and the full, 82 game per team regular season stretching to April 10. This means nearly 150 combined games on ESPN & TNT, with more on Regional Sports Networks.

2

All-Star Weekend in full force

All-Star Game on TNT returns in February to Cleveland, celebrating 75 years of the NBA. A full weekend of TNT/TBS/ESPN events are also back with Rising Stars, Skills Challenge, Three-Point/Slam Dunk competitions, & Celebrity Game.

3

Play-in tournament here to stay

The popular play-in tournament is now a postseason staple, tipping off nearly 80 playoff games on ESPN/TNT. Lakers victory over Golden State gave ESPN 5.9M viewers, the 3rd-largest audience of the NBA season to that point.¹



NBA Fans enjoy the high-energy excitement surrounding each game, the players, and celebrity fans. More Americans play basketball than any other team sport.

66%

male

57%

A18-49

58%

A25-54

71%

A35+

82K

median HHI

67%

any college

64%

own home

172%

more likely to stream sports

NBA fans also watch these nets:



Discovery



Source: Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch NBA Basketball on cable. Nets based on QTV ranking.

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NBA Season

89% of national games on cable, more on RSNs¹

ESPN and TNT delivers nearly 150 nationally-exclusive regular season games and about 80 playoff games, including conference finals on ESPN and TNT. Last season's Opening Night tipped off with TNT's doubleheader averaging 2.9M viewers (+2% YOY), a three-year high.²

Christmas Day games were up in 2020, with 3.5M tuning into ESPN's NO-MIA matchup, the most-watched cable game in four years.² Special events bolster the season like TNT's 2021 All-Star Game scoring with 5.9M viewers.³

56%
A25-54

71%
A35+

70%
college

90K
median HHI⁴

10/19-4/10

Regular Season



2/18-2/20

All-Star Weekend



4/16-4/30

Playoffs Round 1



5/2-5/30

Conference Semis & Finals



Schedule subject to change. Source: (1) Nielsen NNTV Live Data Stream; 1Q20-4Q20; Total Day; sports events on ad cable and broadcast, Spanish-Language & Regional Sports Networks excluded. (2) Sports Media Watch, 12/30/21. (3) Newsweek, 3/9/21. (4) Scarborough USA+ 2020 Release 2 *Revised 3-26-21* Total (Jan19-May20); A18+ who watch NBA Basketball on cable.

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NBA Playoffs

Nearly 80% of national games projected

Heading into the NBA Finals, the 73-game playoffs on TNT/ESPN/ABC averaged 3.7M viewers, up 35% from last year.¹ The most-watched pair of Game 7s in the Eastern Conference occurred last season, with TNT viewers for the MIL-BKN overtime game averaging 6.9M and ATL-PHI averaging 6.2M.²

Giannis led Milwaukee to their first title in 50 years over Phoenix (4-2 series). This year looks to be a tough run in both conferences with teams returning with fresh rosters, injury recoveries, and top players shifting teams.

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10/19-4/10

Regular Season



4/16-4/30

Playoffs Round 1



5/2-5/30

Conference Semis & Finals



6/2-6/19

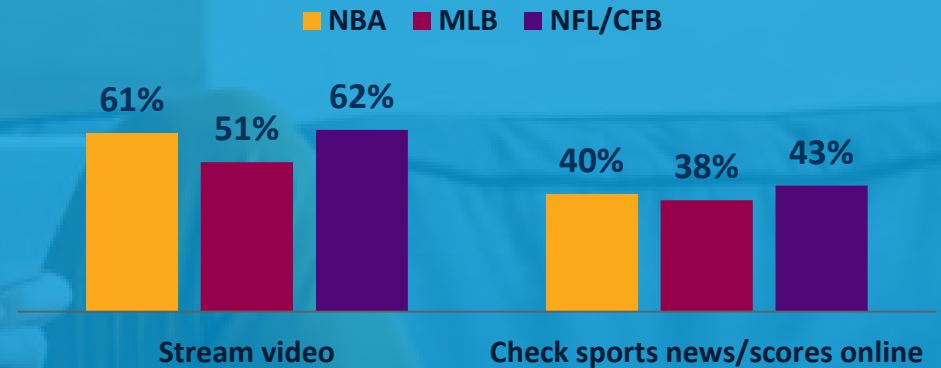
NBA Finals



Schedule subject to change. Source: (1) Forbes NBA ratings, 07/21/21. (2) LA Times, 6/22/21 (3) Scarborough USA+ 2020 Release 2 *Revised 3-26-21*
Total (Jan19-May20); A18+ who watch NBA Playoffs on cable.

Reach fans everywhere

Be sure your brand stands out to target sports fans as they follow the excitement online:



- Highly-targeted, customized online opportunity
- Designed to reach your ideal customers
- Follow fans across NBA, MLB, NFL and CFB

Your game plan to connect with sports fans

No matter where fans are, our multiscreen solutions offer more ad opportunities than any other local media outlet.

Sports Fan Ecosystem

Brand your message beyond game day

Reach fans anytime and anywhere

Deliver with more frequency and efficiency

Cable airs **96%** of all sports programming¹, while **one-fifth** of all live sports viewers watch on digital platforms².



Source: (1) VAB, "No Days Off". (2) eMarketer, "In the US, "How Americans are watching sports", 7/7/21. Digital platforms include OTT, TV Everywhere, and vMVPDs.