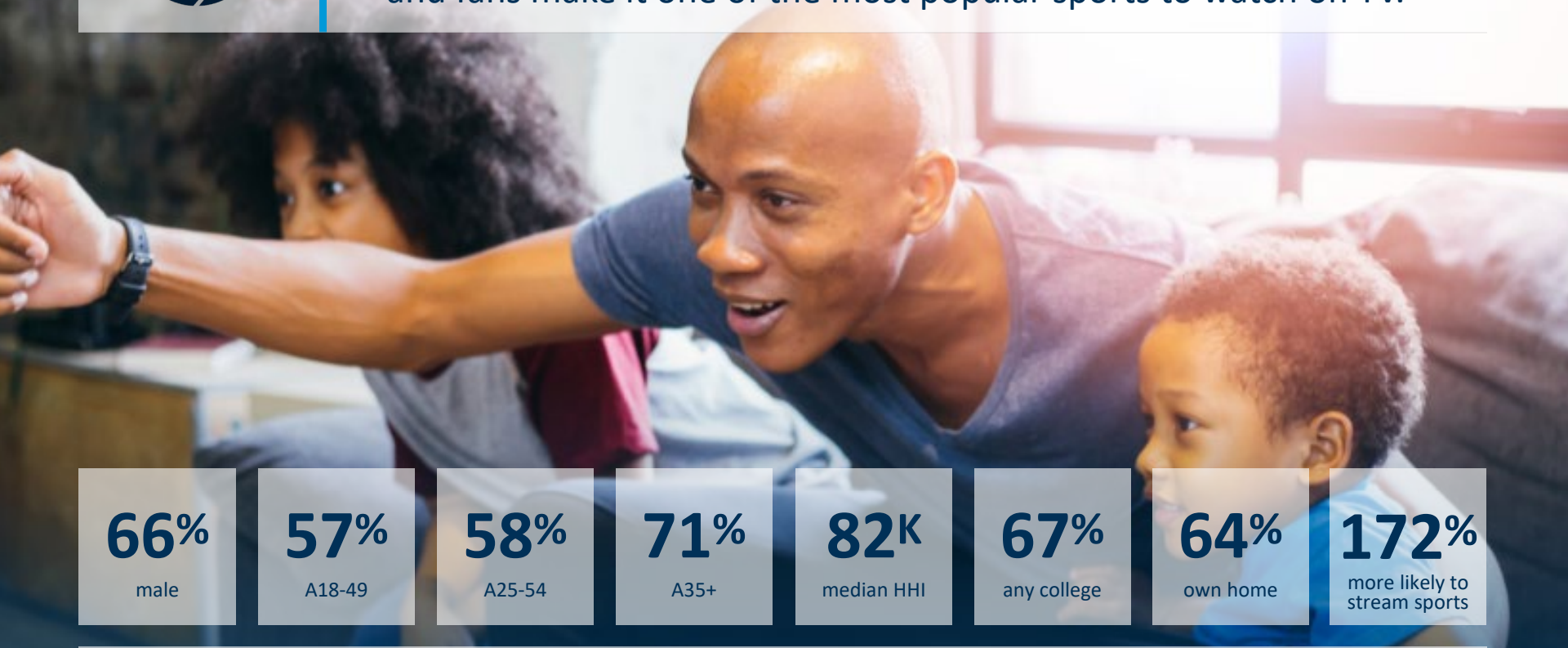




More Americans play basketball than any other team sport. The celebrity and high-energy excitement of each NBA game, players, and fans make it one of the most popular sports to watch on TV.



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:



NBA Season

BASKETBALL'S BACK

Basketball is back!

The NBA returns with 22 teams playing eight regular season games each to determine seeding & qualifying for the Playoffs. Sixteen teams then play in a traditional Playoffs format, culminating in the NBA Finals 9/30-10/13 on ESPN Deportes.

57%

A18-49

58%

A25-54

67%

college

81K

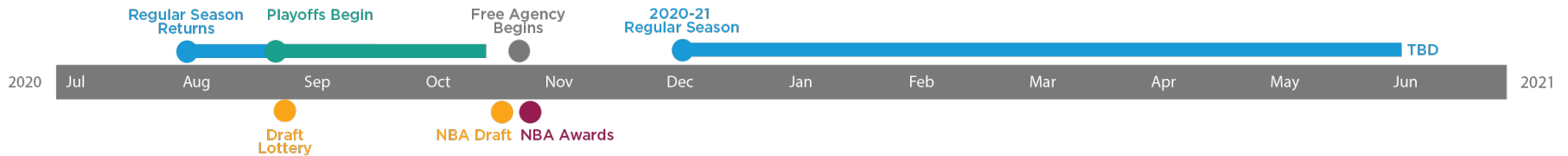
median HHI⁴

Key dates & networks:

07/30-08/14	Regular Season	ESPN, TNT, RSNs
08/15-08/29	Rd 1 Playoffs	ESPN, TNT, RSNs
08/31-09/28	Conf. Semifinals & Finals	ESPN, TNT
08/20, 10/16	Draft Lottery, NBA Draft	ESPN
10/19	NBA Awards	TNT

Schedule subject to change.

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



WeFanTogether™

Spectrum
REACH®

NBA Playoffs

GAME ON!

Basketball is back!

The NBA returns with 22 teams playing eight regular season games each to determine seeding & qualifying for the Playoffs. Sixteen teams then play in a traditional Playoffs format, culminating in the NBA Finals 9/30-10/13 on ESPN Deportes.

58%

A18-49

59%

A25-54

67%

college

82K

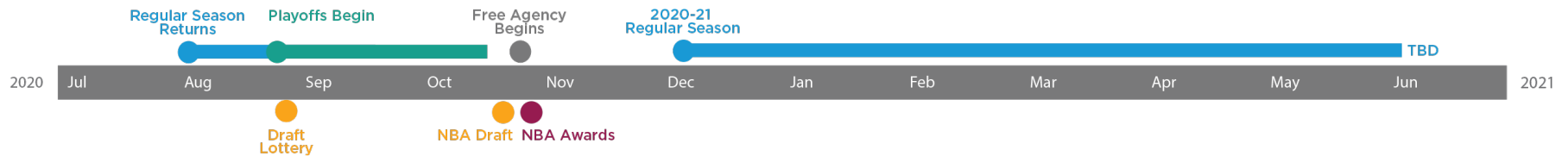
median HHI⁴

Key dates & networks:

07/30-08/14	Regular Season	ESPN, TNT, RSNs
08/15-08/29	Rd 1 Playoffs	ESPN, TNT, RSNs
08/31-09/28	Conf. Semifinals & Finals	ESPN, TNT
08/20, 10/16	Draft Lottery, NBA Draft	ESPN
10/19	NBA Awards	TNT

Schedule subject to change.

Source: Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch NBA Playoffs on cable.



WeFanTogether™

Spectrum
REACH®