



The World's Pre-Eminent Sports and Entertainment Brand

THE LINEUP

Who We Are

Global Powerhouse

Cultural Impact

League Of The Future

World's Most Engaged Fans

Community Building

Authentic Story Telling

NBA India: Key Achievements

Areas Of Opportunity



A photograph of Toronto Raptors players celebrating on a basketball court. The players are wearing red jerseys and black shorts. One player in the foreground is wearing a red jersey with "RAPTORS" and the number "15" on it. Another player in the background is wearing a red jersey with the number "3". The players are jumping and cheering, with their arms raised. The background is filled with a large crowd of spectators in a stadium.

WHO WE ARE

GLOBAL POWERHOUSE



2019 Champions

First Canadian Team



GIANNIS ANTETOKOUNMPO

First Greek Player to Win
NBA MVP



500M

fans worldwide



25%

NBA players are from
outside USA



1B

Tuned into an
NBA Game Worldwide



215

countries and territories
air games in 50 languages

“

A powerful league whose

**GLOBAL INFLUENCE
CONTINUES TO EXPAND.”**

The New York Times



We Are Trendsetters!



"It's not so much that the NBA influences pop culture ...
the NBA is pop culture."

- Jemele Hill



4 of 5

avid NBA fans follow the NBA because we help to **influence positive change in the world**





The NBA is

LEADING PROFESSIONAL SPORTS INTO THE FUTURE..."

Fast Company

*"...the N.B.A. has become the Netflix of sports properties,
a league whose players are helping transform the way
sports are being bought, sold and consumed"*

- New York Times

#1 E SPORTS

First Sports
League to
Launch an E
Sports League



2018 HOTTEST SPORTS PROPERTY

SportsBusiness
DAILY GLOBAL JOURNAL

#3 WORLD'S MOST INNOVATIVE COMPANY

FAST COMPANY 2019



PASSIONATE, YOUNG, DIVERSE FANS

“On social media, there’s nothing like NBA.”

IT’S A SPORTS BAR THAT DOESN’T CLOSE...”

Washington Post



1.6B

social media
followers

(50% outside the U.S.)

15.5 B Video Views

49.7 B Impressions



229

NBA events in 50
countries



22 M

Watched an NBA
Game in arena



Most Followed Sports
League Globally



Most Engaged Sports Fans
on Social





WE CONNECT WITH FANS EVERYWHERE

115M UNITS

of NBA
merchandise
sold globally

40M FANS

visited NBA-
branded retail
and attractions

300+

international
NBA-branded
retail stores/
attractions

125K RETAIL LOCATIONS

in over
120 COUNTRIES
countries sell NBA-
branded products



GLOBAL IMPACT YEAR-ROUND



Built more than **1,210 PLACES**
where families can live, learn and play in
33 COUNTRIES/TERRITORIES



The league's youth basketball program for boys and girls ages 6-14 with the goal of teaching the fundamentals and values of the game. As of 2018, Jr. NBA has reached

26M+ kids in 71 countries.



The league's commitment to service and to honor active and retired service men, women and their families



The NBA's health and wellness platform that encourages physical and mental well-being for fans of all ages.



REACHING FANS IN REAL-TIME

LEADERSHIP POSIT IN THE BUZZER BEATER

Tissot leveraged one of the most anticipated shots in our game to deliver content that engages fans and increases brand awareness, globally.

Content included branded real-time videos across NBA Media and promotion of exclusive discounts on NBA Tissot products the day after a Buzzer Beater.

Tissot Buzzer Beater
content exceeded

82 MILLION
video views on NBA Social

Source: NBA Social



NBA INDIA

HISTORY IN THE MAKING



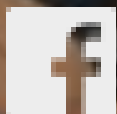
INDIA'S FASTEST GROWING GLOBAL SPORTS LEAGUE

*"No league caters to **international consumers** with more fervor."*

- The Washington Post



Coveted Demograph



Digital First



Grassroots to High Performance



Global and Localized Content



Pioneers of Gaming, E Sports and Fantasy Sports



Media



MEDIA



LIVE Broadcast on Sony Sports Network and Sony LIV
Over 350 Games Shown LIVE
 14 Games a Week
91 M Unique Reach
867M Minutes
 of NBA consumed in 2018-19



Original Content Series
 with India's leading
 content partners,
Culture Machine & Times Studio
100 M in reach



Original curated wraparound programming focused on the culture of basketball in India

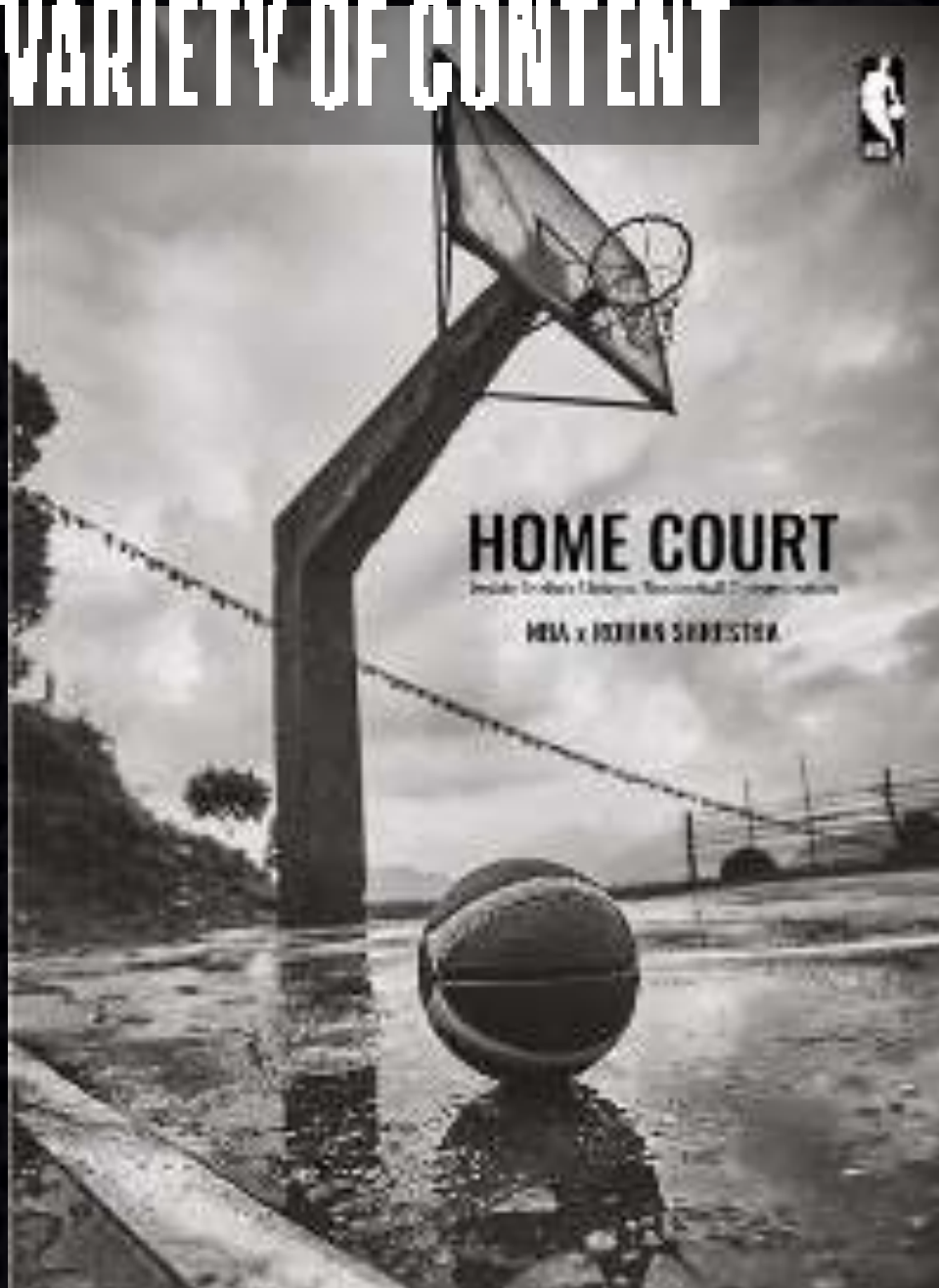


NBA Finals LIVE Streamed on
 YouTube & Facebook
Over 500,000 Viewers





VARIETY OF CONTENT



500+

Pieces of original
content created just
for India



30M+

Views for Hoops Nation
in just 2 months since
the launch



GRASSROOTS TO HIGH PERFORMANCE



jr.  nba

- India's Largest Grassroots Program
- Over **10M** participants since 2013
- **7900 Schools** across **34 Cities**
- Represent India at the Global Stage: Jr. NBA Global Championships at Orlando

 NBA
Basketball
School

- Tuition Based Advanced Basketball Training Program
- **27 Centers** in **9 Cities**
- International Coaches and Curriculum

 NBA
Academy

- India's Best Academy in Sports
- International Coaches & Trainers
- Best in Class Training and Education
- **24 Youth** shortlisted from a national scouting program
- Global Exposure & Competitions
- Full scholarship provided by the NBA

#1 GLOBAL SPORTS LEAGUE IN INDIA

"When it comes to social media, the NBA's got game."

- Sports Business Journal

**3.8 MILLION
DAILY ENGAGED USERS**

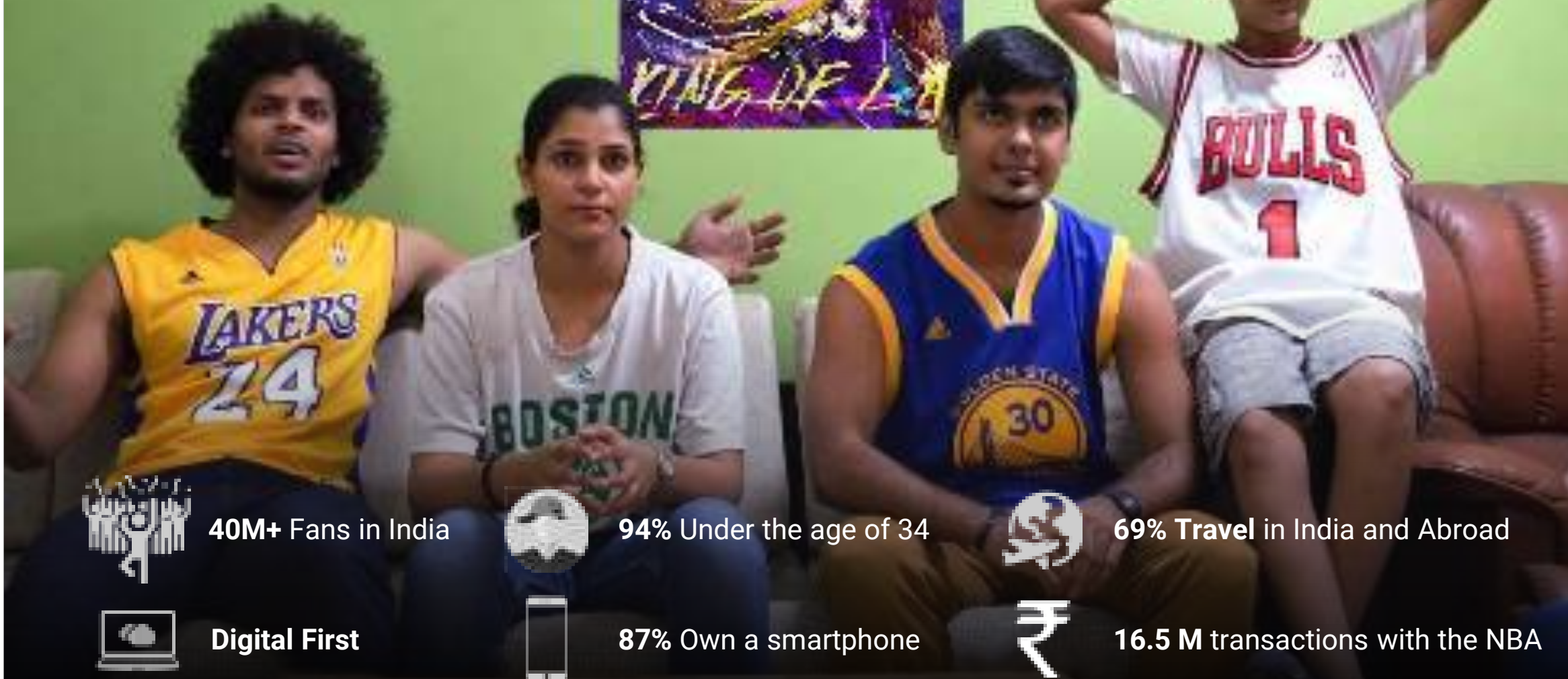
**MOST ENGAGED FANS
ACROSS ALL SPORTS**

**1.6 BILLION
IMPRESSIONS**

**278 MILLION
VIDEO VIEWS**



COVETED DEMOGRAPH



40M+ Fans in India



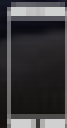
94% Under the age of 34



69% Travel in India and Abroad



Digital First



87% Own a smartphone



16.5 M transactions with the NBA



NBA Merchandising and Fantasy Gaming

One of **India's Largest**
Sports Merchandise Program
Performance and Lifestyle

Partnerships with blue chip brands
– **Nike, Jack & Jones, adidas,**
American Tourister, New Era,
Spalding, Tissot, 2K, EA, etc.



NBA's own ecommerce destination



powered by **Myntra-Jabong**

Yearly **200K Transactions**
Delivered to **730 Cities**



India's First Global Fantasy
Partnership with India's
leading Fantasy Game creator



2M+ Unique NBA Fantasy
Players

YOY growth
Daily Entry Fees **4X**
Daily Users **2X**
Avg Entry Fees Per User **3X**



PARTNERS CONNECT AT EVERY TOUCH POINT



Use Brand Logo & IP
to Build Products & Sales



Create Compelling Content
to Drive Social Engagement



Activate In-store,
Point Of Sale & On-pack



Let Game Action Decide
the Promotion



Partner with India's
largest grassroots programs



Create Lifestyle Events
with Players & Influencers



Inspire Youth & Promote
Healthy Lifestyles



Deliver exclusive
experiences

FULL YEAR CALENDAR OF EVENTS & ACTIVATIONS

NBA REGULAR SEASON

NBA POST-SEASON

NBA SUMMER

NBA REGULAR SEASON

January

February

March

April

May

June

July

August

September

October

November

December

GLOBAL

NBA Global Games
[mid-season]


[mid-season festivities]

Race to Playoffs



begin
[knockout stage of season]



continue

[WNBA season begins]


[7 game series]

NBA Awards
[MVP, ROY, etc.]


[new recruits]



Athlete global tours

NBA Training Camp begins

NBA Global Games
[pre-season]

[NBA season begins]


[NBA G-League season begins]

Christmas Day games
[marquee team match-ups]

INDIA

LIVE NBA GAMES [TV broadcast]

NBA SATURDAY MORNING LIVE / AROUND THE HOOP

LIVE NBA GAMES [TV broadcast]

NBA SML/ ATH

LIVE WNBA GAMES [TV broadcast]

DIGITAL/SOCIAL CONTENT SERIES

DIGITAL/SOCIAL CONTENT SERIES

DIGITAL/SOCIAL CONTENT SERIES

DIGITAL/SOCIAL CONTENT SERIES

Brand Campaign & NBA *DRIBBLE-A-THON* Activations [20 cities]

 NBA JUMP [talent scouting]


[grassroots school program]

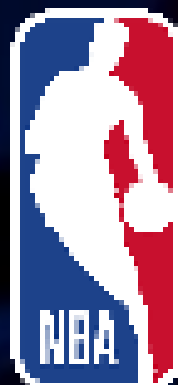
NBA Legends – India trips

NBA Athletes – India trips


[grassroots school program]

NBA Legends – India trips

NBA Academy / NBA Basketball Schools



MERCHANDISE





APPAREL, FOOTWEAR, ACCESSORIES



FAN NOVELTIES



YOUTH & BACK TO SCHOOL



GAMING

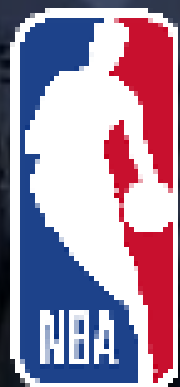


NBA Fantasy WITH **DREAM11**

LICENSING CATEGORIES – AVAILABLE

Performance / On-court	Casual / Off-court	Kids Categories
<ul style="list-style-type: none"> • Apparel • Footwear • Accessories – headwear, socks, bands, sleeves, braces, guards, etc. • Equipment – Basket systems, Balls, etc. 	<ul style="list-style-type: none"> • Apparel – Casual apparel, Co-branded fashion collabs, Innerwear, Sleepwear, Swimwear • Footwear – Sneakers, casual/fashion footwear • Accessories – headwear, socks, bags, belts, wallets, eyewear, towels, etc. 	<ul style="list-style-type: none"> • Toys & games • Figurines, Bobbles heads, Plush dolls • Back to school – Stationery, boxes, bottles, schoolbags, rainwear, etc. • Trading cards, Stickers • Basketball equipment [toy kind]
Fan Categories	Entertainment	Retail / Distribution
<ul style="list-style-type: none"> • Homeware & home decor • Bed & Bath linen • Appliances • Electronics accessories • Party accessories • Car accessories • Personal care – Fragrances, Body washes, Shampoos, etc. • Memorabilia • Novelties – posters, magnets, keychains, jewelry, etc. • Travel & recreational goods • Watches & other timepieces 	<ul style="list-style-type: none"> • Console games • Mobile games • Fantasy games • NBA Experience destinations, Gaming zones • NBA Themed Cafes, Sports bars • Content – licensing deals for movies, TV shows, digital programming, comics, animation, etc. 	<ul style="list-style-type: none"> • Flagship stores • Shop-in-shops • Mobile/Pop-up stores • Aggregation / Distribution • Exclusive Official Ecommerce destination





RETAIL



NBA RETAIL FORMATS



NBA FLAGSHIP STORES



NBA ONLINE STORES



NBA RETAIL FORMATS



NBA SHOP-IN-SHOPS



NBA STYLE / FASHION STORES



NBA FLAGSHIP RETAIL – IMAGES



PERFORMANCE SECTIONS



NBA FLAGSHIP RETAIL – IMAGES



LIFESTYLE SECTIONS



NBA FLAGSHIP RETAIL – IMAGES



NON-APPAREL/FOOTWEAR SECTIONS



NBA FLAGSHIP RETAIL – IMAGES



MEMORABILIA SECTIONS



NBA FLAGSHIP RETAIL – IMAGES



EXPERIENCE ZONES





THANK YOU