



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:



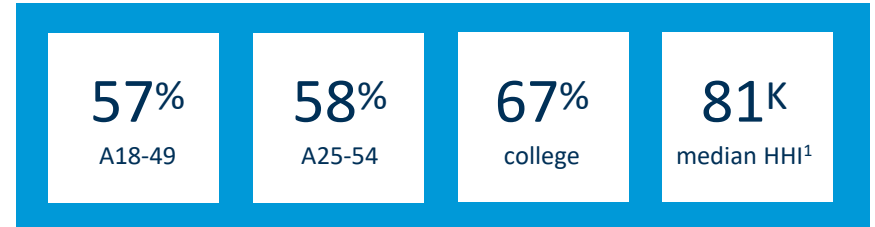
NBA Season

TIP OFF!

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

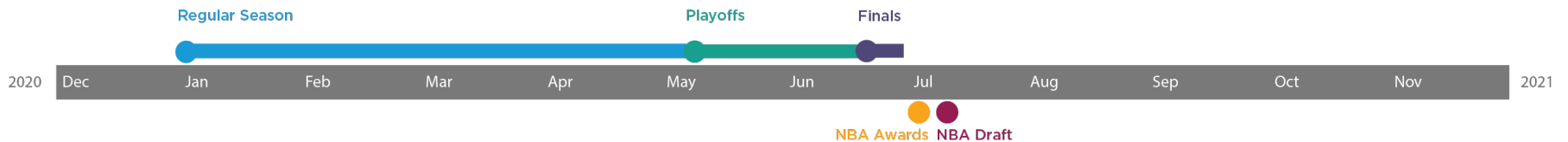
Basketball is back!

The NBA bounces back with a pre-Christmas start and a reduced regular-season schedule of 72 games and play-in tournament. This type of plan allows the league to finish the season prior to the Summer Olympics in Japan.



Key dates & networks:

12/22/20	Regular Season	ESPN, TNT, RSNs
Mid-May (TBD)	Rd 1 Playoffs	ESPN, TNT, RSNs
Early July (TBD)	Conf. Semifinals & Finals	ESPN, TNT
July (TBD)	Finals	ESPN Deportes
TBD	2021 Draft Lottery, NBA Draft	ESPN
TBD	NBA Awards	TNT



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