

NBA ALL-STAR AND NBA PLAYOFFS

The NBA Playoffs dominate cable during the post-season from April through May.² Comcast Spotlight can offer you a prime spot in the most important games from the NBA Quarterfinal rounds through the NBA Conference Finals on TNT and ESPN plus the All-Star Weekend in February. Let us help you reach NBA's highly engaged audience², wherever and whenever they're watching.

WATCHING ACROSS ALL SCREENS

NBA audiences are watching all video content beyond the traditional means of linear TV.



36%

more likely to have used VOD in the past 30 days¹



74%

more likely to have used VOD for Sports in the past 30 days¹

THE STATS DON'T LIE



The 2018 NBA Playoffs reached over **103 Million people** on cable alone.²



TNT had the most viewed Playoffs since 2014.³



Game 7 of the Western Conference Finals in 2018 was the 2nd most watched NBA game in cable TV history.⁴

1 - Scarborough USA+ (Dec16-May18) Adults 18+ who have watched the NBA (Regular Season or NBA Playoffs) on TV in the past 12 months 2 - Nielsen NPower. Reach of NBA Playoffs on Cable Nationwide. Live+SD 3 - <https://www.turner.com/pressroom/tnt%E2%80%99s-2018-nba-western-conference-finals-coverage-continues-record-setting-pace> 4 - <http://www.nba.com/article/2018/05/29/tnt-conference-finals-rating-second-most-watched-game-cable-tv-history>

THE FANS WATCHING¹



59%

of viewers are 25-54



37%

More likely to be male



72%

more likely to own or lease a luxury car



22%

more likely to have a college degree (or higher)

