

# Big Ups

FOR THE



**The popularity of the NBA continues to soar**

There is no offseason for the NBA

The futures of Kawhi Leonard and LeBron James will dominate the headlines this summer and there are plenty of storylines to keep the NBA in the conversation until the season starts.

When NBA news breaks, fans depend on ESPN to be there with the story anytime, anywhere.



The NBA delivers some of the biggest moments of the summer. Your brand can own those moments across ESPN:



Nothing drives reach during the Spring like the NBA Playoffs



**137MM** reached from April to June...

...nearly HALF the U.S. population



Fans turned to ESPN Digital for the biggest moments:

**+17%** more daily uniques y-o-y  
**+96%** more minutes spent y-o-y

Audience grew on linear across key demos:

Adults			Men		
18-34	18-49	25-54	18-34	18-49	25-54
+2%	+4%	+7%	+1%	+6%	+11%

Growth among Hispanics on

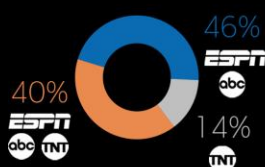


**+7%** over last year

**Most watched** NBA Finals ever

Source: Nielsen Media Research All TV Networks; comScore, ESPN Digital NBA content, April 14 - June 8, 2018

Nearly half of all NBA fans watched the regular season exclusively on ESPN or ABC



Source: Nielsen Media Research All TV Networks: October 2017 - April 2018

Brands reaching NBA fans only on TNT miss 86% of the audience