

# 2023-24 NBA

NBA action returns this October providing fans with the non-stop, fast-paced excitement they love. Check out some interesting facts that you might not have known about the NBA.



## NBA Facts



### Celtics and Knicks are the only teams to have never moved

Throughout NBA history, teams have consistently relocated. To save money, some teams even share training facilities with other local teams. That is why it's even more impressive that the Celtics and Knicks are the only teams to have never moved.



### Air Jordans were once banned by the NBA

Nike developed their sneakers with the rookie Micheal Jordan, although they were received with a great deal of controversy. In spite being designed for the basketball court, Jordan's iconic shoes were against uniform regulation. Eventually, the NBA allowed them to be worn by players, although it was met with a lot of fines.



### The shortest and tallest players in the NBA once played for the same team

Muggsy Bogues, 5'3", and Manute Bol, 7'7", both played with the Washington Bullets in 1987. Bogues made quite the statement next to Bol, and the height difference of over two feet made entertaining and exciting viewing.



### 60% of NBA players became broke after 5 years

For many, they might not have the best financial knowledge and tend to pay for lavish items while not really understanding the need to save. This doesn't apply to all NBA players, as many appreciate saving for the future, but fame and money can be overwhelming.



### In NBA history, only two games have been played on Christmas Eve

It's impressive that in over 70 years, only two games occurred on Christmas Eve. The season is intentionally designed to avoid games falling around Christmas time.

Source: <https://hoopheadspod.com/6-interesting-facts-about-the-nba/>

## The NBA Reaches Engaged Audiences



### 8+ Hours

Heavy NBA viewing households spent on average 8 hours and 50 minutes with TV daily during the NBA season<sup>1</sup>

### 83% Live Viewing

#### Engaged Audiences

83% of NBA viewing on cable was done live during the 2022 season<sup>2</sup>

### 85% Cable Viewing

#### NBA Cable Viewers

In the 2022 season, 85% of NBA impressions were delivered on cable<sup>3</sup>

### Connect With NBA Heavy Viewers<sup>4</sup>



### +47%

More likely to have a HHI of \$150k+



### +25%

More likely to have a college degree



### +39%

More likely to be in-market for a new vehicle



### +48%

More likely to have used video on demand in the last 30 days

Source: 1. Comcast Aggregated Viewership Data, Q4 2022, Full footprint, Target Heavy NBA Viewing Households - the top 1/3 of NBA viewing Comcast Households. 2. Nielsen Npower, Live compared to Live+7, Total households, 2022 NBA regular season. 3. Nielsen Npower, Live Cable compared to All Live impressions, Total households, 2022 NBA regular season. 4. USA Plus-Mosaic, De20-Ap22, Scarborough, Target: (Sports watch cable TV Ps12Mos-Net: NBA).