

2024 BASKETBALL DIGITAL PERFORMANCE INDEX

CHINA



FOREWORD

Welcome to the eighth edition of the annual NBA China Basketball Digital Performance Index, where we examine the most significant digital achievements of the NBA and its teams in China over the past year. A big congratulations to the Los Angeles Lakers for reclaiming the top position after two years behind the Golden State Warriors, now in second place.

While the NBA preseason games have yet to return to China, this summer featured visits from stars like Steph Curry, Luka Dončić, and Jayson Tatum. These players not only explored iconic sites such as the Great Wall but also engaged with local talent on the courts, bolstering their brand presence through flagship store launches and partnerships.

An encouraging trend is the rise of women's basketball globally, with China taking strides in this direction. The New York Liberty aims to be the official ambassador of the WNBA in China, addressing the current gap in active representation from both the league and its teams.

The Olympics have served as a vital platform for NBA teams and sports media, enabling them to engage fans during the off-season when interest typically wanes, none more so than in China. Street leagues have also emerged as popular cultural phenomena in China, capturing mainstream attention and propelling players to online stardom. The NBA's own 'XBA' initiative exemplifies its strategic efforts to build local partnerships and tap into this grassroots movement.

A big thank you to the entire Basketball Report team for their dedication and hard work in compiling these insights. Together, we look forward to a year of continued growth and success in the dynamic world of basketball in China.

Regards
Gavin Hadley
Vice President, 160over90



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NBA TEAM RANKINGS ONLINE IN CHINA



The data was collected from October 18, 2023-June 14, 2024

Points were awarded across the following metrics:

1 Weibo followers 2. Weibo posts 3. Weibo total engagement 4. Weibo avg. engagement 5. Weibo follower growth 6. Douyin followers ,7 Douyin posts 8. Douyin total likes

9. Douyin avg likes 10. Douyin follower growth 11. Kuaishou followers 12. Kuaishou posts 13. Kuaishou total likes 14. Kuaishou avg likes 15. Kuaishou follower growth

For tied teams, the team with most Weibo points received the higher rank. Full methodology available upon request.

NBA TEAM RANKINGS ONLINE IN CHINA

	vs 2023	TOTAL	FOLLOWERS	GROWTH	ENGAGEMENT	Avg. ENGAGEMENT	POSTS
01	1 [↑]	301	72	26	66	67	70
02	-1 [↓]	283	77	8	64	70	65
03	5 [↑]	189	27	39	35	44	44
04		182	32	43	22	35	50
05	-2 [↓]	175	47	55	8	14	50
06	12 [↑]	102	19	8	5	6	64
07		100	18	11	7	9	55
08	1 [↑]	96	34	14	4	9	34
09	1 [↑]	93	17	8	7	10	51
10	3 [↑]	89	22	8	5	6	48
11	1 [↑]	83	24	11	6	12	30
12	-7 [↓]	75	23	0	2	3	47
12	-7 [↓]	75	25	5	3	5	38
14		68	24	1	4	21	18
15	-4 [↓]	66	16	2	3	6	39
16		65	18	1	2	3	41
17	3 [↑]	62	21	0	1	3	36
18	1 [↑]	60	16	1	1	2	39
19	-2 [↓]	59	15	2	2	4	36
20	9 [↑]	57	14	3	1	3	35
21	4 [↑]	54	19	3	1	4	28
22		53	16	0	1	2	34
23	1 [↑]	48	15	1	1	2	28
24	-3 [↓]	47	18	1	1	4	22
24	-2 [↓]	47	15	1	1	3	27
24	-5 [↓]	47	25	0	0	1	21
27	1 [↑]	46	14	1	1	2	28
28	2 [↑]	43	14	2	1	2	25
28	2 [↑]	43	12	1	1	2	27
30		31	13	1	0	1	17



ANALYSIS - TOP NBA TEAMS

Rising to the Top

Regained their position as a leading team in China, bolstered by successful collaborations with influencers Dylan Wang and Yuqi Song, which achieved 44m impressions and 10m video views. Their cultural campaigns, including a Chinese New Year UGC poster initiative, garnered over 3m impressions and 11.3k engagements. The team has effectively utilized visually appealing graphics tailored for Chinese audiences and swiftly adapted to short video trends on emerging platforms.



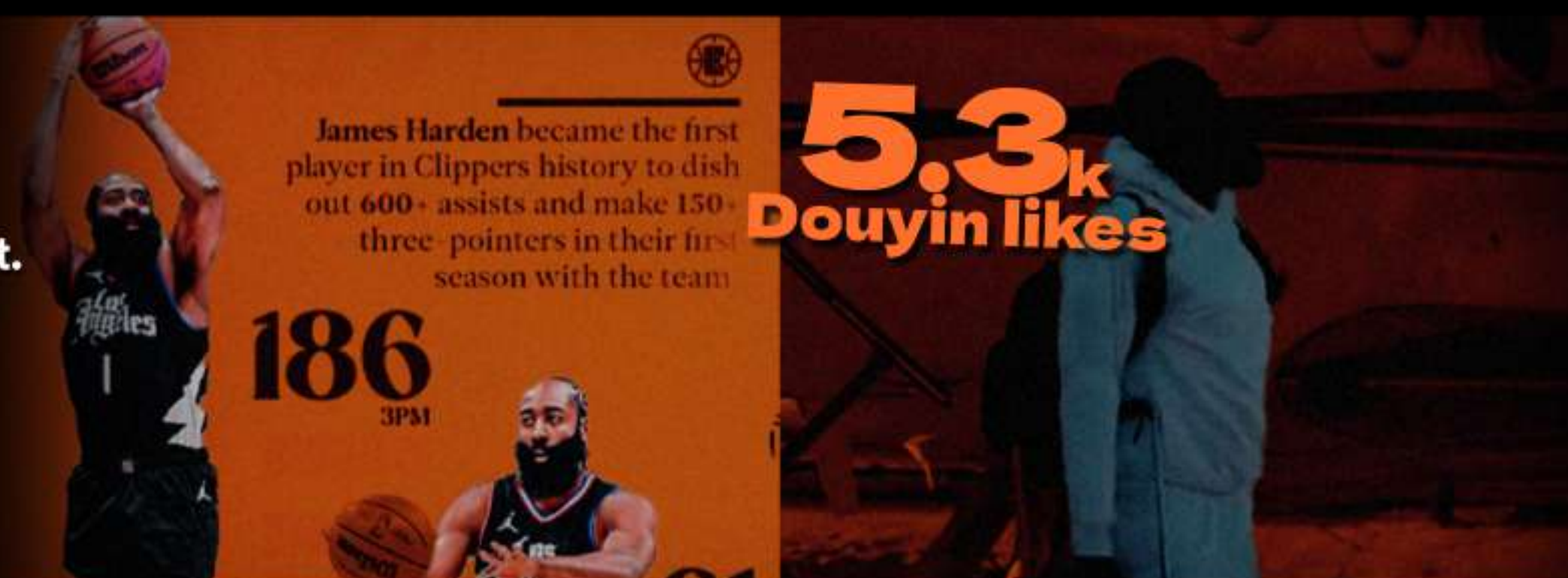
Masters of Engagement

Warriors' strategy includes engaging local fans through interactive voting using the hashtag "fan's voting box," covering topics such as favorite jerseys and anticipated games. This method allows for quick participation, fostering a sense of community around team-centered discussions. The Warriors leveraged celebrity partnerships with figures like Eileen Gu and Chenle Zhong to broaden their appeal and outreach, resulting in top posts receiving between 10k and 40k likes - significantly higher than the average of 90 likes per post across all NBA teams.



A Resurgence in Engagement

Aided largely by James Harden's popularity and active engagement with Chinese audiences, Harden's off-court content, including behind-the-scenes videos, fashion showcases, and training routines, resonates deeply with fans and promotes engagement. When featured in social media content, players see engagement rates increase by three to five times compared to averages.



ANALYSIS - TOP NBA TEAMS

Dallas Mavericks' Performance and Social Strategy



The team has employed a robust social media strategy that emphasizes extensive coverage of playoff performance, alongside continuous engagement through voting polls and athlete-focused content. This strategy effectively highlights the contributions of key players, notably Luka Dončić and Kyrie Irving, thereby enhancing fan engagement and bolstering the team's visibility.



Brooklyn Nets' China-Focused Strategy and Market Engagement



Distinguished themselves as one of the few franchises in the league with a dedicated focus on the Chinese market, a strategy that has significantly contributed to their overall success. This year, the team has emphasized its engagement with KOLs and celebrities, including prominent figures like Yao Ming and Travis Scott.



MOST POPULAR NBA STARS IN CHINA



Tyrese Haliburton

Building Authentic Connections Through WeChat

Haliburton cultivated a strong bond with fans by hosting a WeChat group chat incorporating Chinese culture and his NBA experiences. This personalized approach sparked lively discussions among fans who appreciate the authenticity of such communication. The popularity of Haliburton's WeChat Moments and fan group chat has encouraged fans to share screenshots on RED.



James Harden

Leveraging Livestreams for Brand Engagement

Harden's collaboration with popular Douyin influencer Crazy Yang Brother generated significant buzz, and in August 2024, this partnership led to the sale of 40k bottles of wine in just 12 seconds during a livestream. Harden has also expressed strong interest in joining the CBA, fostering anticipation among fans, and has engaged in annual China tours since 2016.



Kyle Anderson

Pioneering Representation and Cultural Engagement

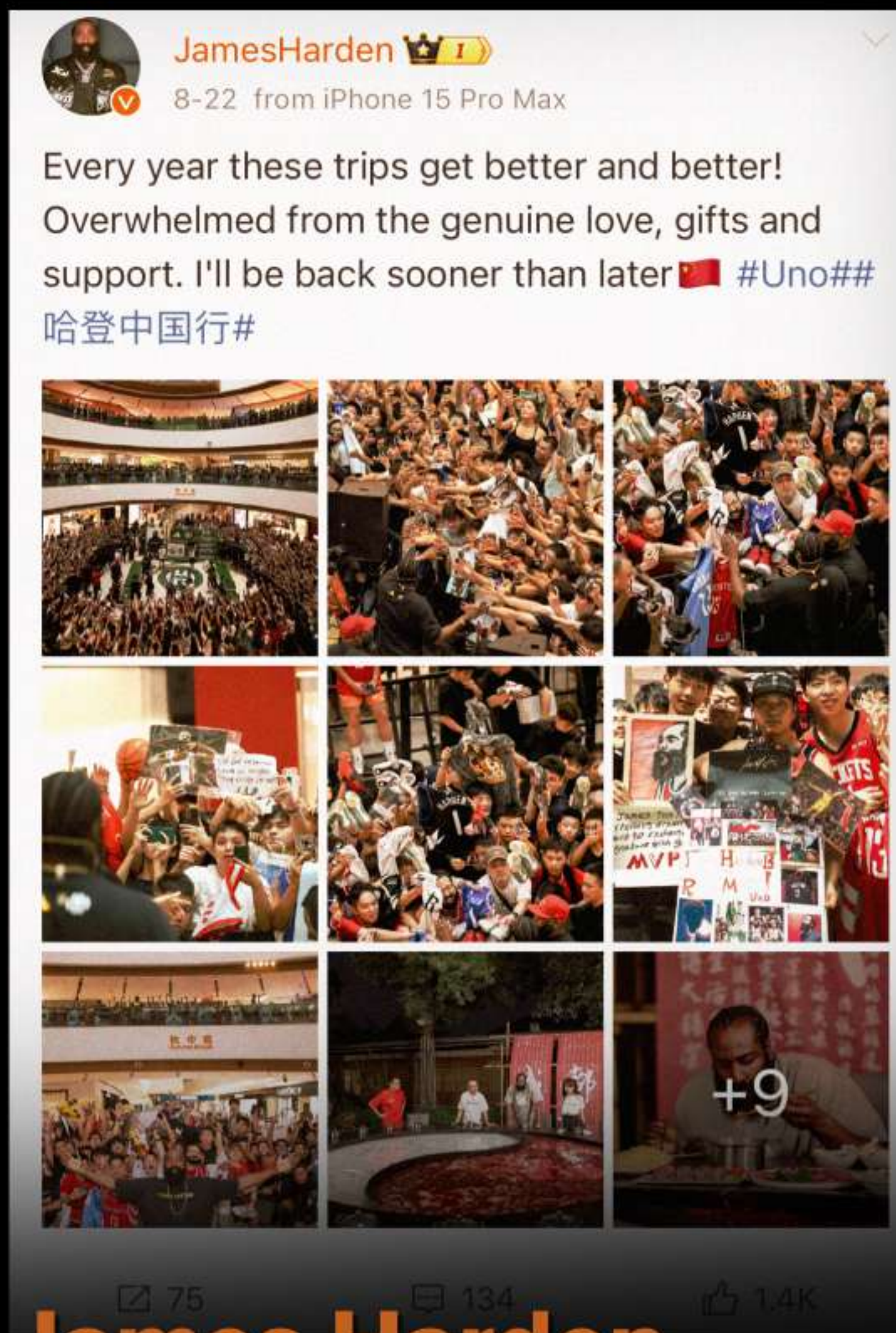
Known as Li Kaier, Anderson is the first naturalized player in FIBA's Team China, representing the national men's basketball team. His participation enhances diversity within the team and strengthens cultural ties. A significant example of his impact is a 25-minute exclusive interview with Migu in 2023, which garnered over 100k views on Bilibili.

NBA STARS - WINNER ACTIVATIONS



Tyrese Haliburton

Haliburton's choice to establish a presence on WeChat offers a unique opportunity for authentic engagement, as it serves as the primary communication tool for Chinese users. One of his most successful posts was the announcement of his WeChat account, in which he pledged to add friends corresponding to his average assists per game.



James Harden

Harden's recent tour in China endeared him even further to Chinese fans who appreciate his genuine commitment to engaging with them. He showed a willingness to participate in various cultural experiences such as the Beijing Opera, riding scooters, and promoting his wine through multiple e-commerce and social platforms.



Kyle Anderson

The defensive highlight reel defending one of the NBA's premier players, Luka Dončić, naturally draws attention, particularly with the engaging caption, "The defensive play from China." Following his decision to adopt the Chinese name "李凯尔" and his representation of China at the Basketball World Cup, Anderson has experienced a notable increase in followers.

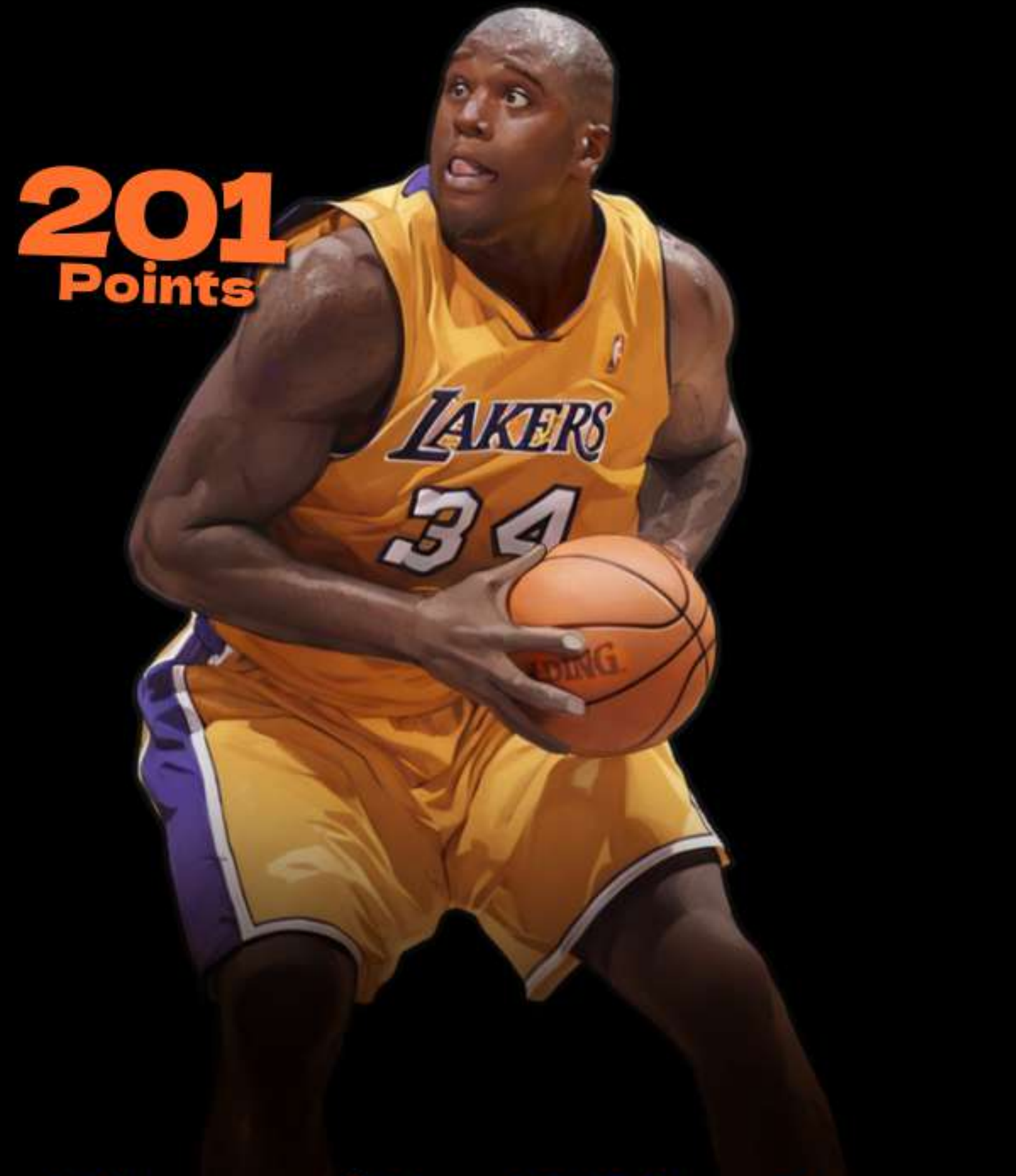
MOST POPULAR NBA LEGENDS IN CHINA



Stephon Marbury

Establishing Success in China

Marbury remains active in current trends across China, producing timely content that resonates with his audience. Marbury is also focused on developing his commercial ventures, Xavier3 and Chamelo, while collaborating regularly with NBA China on various activations.



Shaquille O'Neal

Humor and Authenticity

Shaq has a unique content strategy that blends basketball with humor, creating videos tailored for his Chinese audience. His trendsetting approach reflects a deep understanding of audience engagement. Recognized as the first NBA athlete to launch a WeChat Channel, Shaq's influence extends beyond basketball, supported by a fanbase of around 6m across various platforms.



Tracy McGrady

Localized Content and Cultural Resonance

McGrady established his presence through consistent, localized content that connects with Chinese audiences on a local level. A notable example is his reaction to popular influencer Deng Gang's fishing video, expressing interest in going fishing together with him in China.

NBA LEGENDS: WINNER ACTIVATIONS



Stephon Marbury

Most engaging content involves him playing basketball while wearing a mask that closely resembles his own face. This humorous match aligns seamlessly with the playful aesthetics of Douyin, appealing to the platform's audience. Additionally, Marbury's resemblance to Liang Qichao, a prominent Chinese politician from the early 20th century, adds an amusing layer to the content, creating a cultural reference that resonates with viewers.



Shaquille O'Neal

A notable activation within the NBA community is Shaquille O'Neal's recent viral singing videos, which feature him lip-syncing to popular songs. Beyond his podcast and basketball-related content, the most engaging are his fun videos. These, along with all the culturally relevant and China-specific content he has been producing, help him foster a closer relationship with his Chinese audience and continue growing his partnership ventures in China.



Tracy McGrady

Standout content this season features a candid conversation with fellow NBA legend Vince Carter, in which they reveal their familial connection as cousins. The chemistry between the two and their reaction to this revelation is not only entertaining but resonates deeply with many Millennials who have fond memories of their careers in the league.

NBA PLAYERS ON RED

Jeremy Lin

As one of the few Chinese-speaking players to have competed in both the NBA and CBA, Lin effectively bridges cultural gaps through localized Instagram content, enhancing fan authenticity and connection. He boasts 140k followers on RED, surpassing Jayson Tatum and Tyrese Haliburton.

Aaron Gordon

The emphasis of his fashion style fits the concept of RED. His interests in the culture of Zen and Kung Fu have been expressed on his own RED account & resonated with Chinese fans. Gordon officially collaborated with RED during his China tour, hosting the 'RED Dunk Contest' in Guangzhou.

The Best of the Rest

In addition to Lin and Aaron, 10+ other players and NBA legends, including Paolo Banchero, Jayson Tatum, Ja Morant, and Stephon Marbury, are active on the platform. While the strategies of major international sports brands regarding RED remain uncertain, early signs suggest promising potential.

The establishment of athlete accounts, coupled with grassroots sports events and a shift from traditional platforms, indicates that RED could influence the future of international sports in China.

A key factor in this growth is RED's unique function as a search engine for personal recommendations, which diverges from the behavior observed on traditional social media. As a result, follower counts remain relatively modest, with top athlete accounts ranging from 50k to 140k followers.

These initial developments highlight the importance of first-mover advantage on RED. Athletes and brands should prioritize community-building, presenting athletes as lifestyle influencers rather than just sports figures. This approach offers novel avenues for audience engagement and aligns with the platform's culture.

This transformation opens up opportunities for monetization through collaborative content and integrated e-commerce. RED actively promotes these features, reinforcing its potential to redefine how sports brands and athletes connect with Chinese consumers.



小红书

10+ players
already have accounts
in RED

PLAYER CHINA TOURS



9.10-9.16 (Chengdu, Shenyang, Xi'an, Shanghai)

5.7k Weibo Follower Growth
94M Total Douyin engagement
9.7k Total Weibo engagement

Stephen Curry

The tour celebrated key successes, such as opening the first Curry Brand store and a massive event in Shanghai that attracted over 10k fans despite Typhoon Bebinca. In Shanghai, Curry engaged with fans through warm-up sessions, a 3-point shooting competition, and an exhibition game, reinforcing his popularity and brand presence in China.



8.18-8.26 (Shanghai, Hongkong, Chengdu)

9.9k Douyin Follower Growth
645k Total Douyin engagement
6.7k Total Weibo engagement

James Harden

Filled with heartfelt moments, from gifting shoes to a hearing-impaired fan to signing autographs for every supporter in Chengdu. Grateful for the love, he expressed his desire to one day play in China, saying, "It feels like coming home, and I can't wait to come back again."



8.19-8.30 (Hongkong, Shanghai, Nanning, Chengdu)

13.9k Douyin Follower Growth
95k Total Douyin engagement

Jimmy Butler

Played the Yao Foundation Charity Game, auctioned his sneakers to fund a basketball court in Guizhou, and coached young players at the Li-Ning TOP24 Elite Basketball Tournament. Butler also inspired students at Shenyang No. 31 Middle School with life lessons, emphasizing the importance of passion, belief, and balance between basketball and personal fulfillment.

BOARDING PASS

2024

USA



CHN

FLIGHT NO.

DATE

TERMINAL

BOARDING
SUMMER

CLASS



PLAYER CHINA TOURS



8.14-8.20 (Shanghai, Quzhou, Nanjing, Hongkong)

79k
Douyin
Follower Growth

452k
Total Douyin
engagement

Paul George

Highlighted his love for Chinese culture and close connection with fans. Starting in Shanghai on August 14, he learned Tai Chi, enjoyed local food, played a 100-point 1-on-1 with Chen Zewen, and competed in the Yao Foundation Charity Game.



8.29-9.1 (Shanghai, Beijing)

19.5k
Douyin
Follower Growth

180k
Total Douyin
engagement

6.9k
Total Weibo
engagement

Luka Doncic

Starting in Shanghai, he visited the Nike campus, enjoyed boat rides along The Bund, and connected with fans. In Beijing, he walked the Great Wall and met an emotional fan at a Jordan Brand store, who said meeting him fulfilled her dreams.



8.29-9.1 (Shanghai, Beijing)

9.2k
Douyin
Follower Growth

100k
Total Douyin
engagement

3.9k
Total Weibo
engagement

Jayson Tatum

Sharing his journey with the caption, "St. Louis to China, with love," Tatum connected with Chinese youth while showcasing Jordan's cultural impact. He gifted a super fan his new Tatum 3 sneakers and left his handprint on the Jordan store wall, receiving a piece of traditional Chinese artwork in return. The tour also included a walk on the Great Wall and a surprise basketball camp for kids.



NEW NBA PARTNERS IN CHINA

A key factor in the NBA's growth and popularity in China has been its creation of diverse activations and intellectual properties. These initiatives enable local partners to build lasting relationships with the league, driving customer engagement and sales - a core goal of any partnership. Since our last report, there have been new partnerships focused on the Chinese market.

Key Partnerships and Their Impact

iQOO

A standout collaboration for NBA China has been with iQOO, a sub-brand of VIVO renowned for its association with sports. This partnership marks iQOO's transition into becoming an official NBA China partner and the designated official smartphone for the league in China for at least the next two seasons.

eHi

eHi has secured its position as the official car rental service partner of NBA China, aiming to enhance its consumer connections through NBA-branded events and fan engagement initiatives. Their partnership, which has garnered attention since 2016, has evolved into a more comprehensive collaboration, further amplifying eHi's visibility among NBA fans.



In 2024, the collaboration took an innovative turn with the integration of 5G+ technology, enabling high-quality, zero-latency broadcasts. Additionally, the partnership has expanded its scope to include NBA content distribution through its platform Migu Sports, fostering engagement among younger audiences through initiatives like the 'Campus Basketball All Star' series.



Leveraging IP for Growth

The NBA's established IPs such as NBA Jr., NBA Cares, and the XBA (Xtreme Basketball Association) have proven invaluable in fostering new partnerships and extending existing ones with both global and local stakeholders.

NBA Jr. China

With a focus on youth engagement, NBA Jr. has partnered with Eastar, a leading basketball training organization, to expand its programming across 13 key cities in China over multiple years. This partnership exemplifies the NBA's commitment to grassroots development and integration into local communities.

XBA Street League

The XBA serves as a unique local IP that operates independently of direct NBA branding. Although the league draws support from various global partners - including Nike and Wilson - its collaborations with local brands such as Luzhou Laojiao and Mengniu highlight its ability to resonate with regional audiences.

BEST NBA ACTIVATIONS IN CHINA

NBA Summer League x Team China

Team China was once again invited to play during the NBA Summer League, allowing the young Chinese players to experience playing against NBA players. This also helps attract the Chinese audience during the off-season with a simple and cost-effective activation outside of the market.



XBA

Even though it is just two seasons old, the league already counts with a huge audience of 1.5m+ followers and a total of 12 teams participating in 80 matches all around China, with 280k offline spectators and 4bn+ views through their main digital partner, Douyin.



NBA All In

To keep hype going after the playoffs, NBA China presented an exhibition in Beijing, featuring 14 themed rooms filled with interactive installations and rare collectibles of various kinds. Fans could check out the Championship Trophy, autographed jerseys, limited edition trading cards, and basketballs.



NBA Finals Activations in China

For this year's NBA finals, NBA China partnered with IMAX to offer a one-of-a-kind cinematic experience to enjoy the event like if you were facing the court. IMAX China is already venturing into offering different cultural experiences, now it's diversifying even more by bringing sports experiences.



OLYMPICS

The BIG 3's Last Dance at the Olympics

The USA men's basketball team emerged as the most-watched squad during the 2024 Paris Olympics, particularly among Chinese fans. The impact of Curry's performance was significant, generating 49m views on Weibo and 120m views on Douyin, underscoring his immense popularity and the strong following of US basketball in China.



49m
views on Weibo

120m
views on Douyin

Lessons Learned

Stephen Curry emerged as the ninth-most discussed athlete on Chinese social media during Paris 2024, with nearly 4m engagements on his posts, while FIBA ranked among the top three organizations for content and engagement, illustrating basketball's continued prominence, with the sport being the ninth most commented on, amassing 708k discussions.

Real-life Slam Dunk Moments in Paris

Fans turned their attention to the Japanese men's team, which impressed with a narrow overtime loss to the host team, France. The recent improvements of the Japanese team, highlighted by standout player Yuki Kawamura, have sparked significant discourse among the Chinese basketball community, with the Weibo hashtag related to Kawamura's performance generating over 16m impressions.



WOMEN BASKETBALL

Li Yueru Sparks in the WNBA

As the sole Chinese female basketball player in the WNBA, Yueru is not only a key player for the LA Sparks but also a symbol of hope for Chinese fans eager to engage with the league. Her standout performance during Paris 2024 won her significant recognition, with many attributing her success to the experience gained in the WNBA. Yueru's Weibo and Douyin accounts together boast 2.4m followers and have generated 6.25m engagements.

6.25m
engagements



WNBA Teams and Athletes Embrace China Market

Through the sharing of highlights and informative content, NBA China provides Chinese fans with a more comprehensive understanding of the WNBA. Notably, the three-point contest between Stephen Curry and Sabrina Ionescu during the 2024 NBA All-Star Game captured considerable attention, with related topics on Weibo achieving over 28.9m views.

28.9m
views



The "Caitlin Clark Fever" in China

Clark has emerged as a central figure in the current WNBA season, greatly enhancing the league's popularity in the USA while also attracting a substantial following among Chinese fans. Her playing style, which draws comparisons to that of Stephen Curry, has particularly resonated with audiences in China. Her visibility on Douyin is growing, with videos featuring her achieving over 47.5m views.

47.5m
views



The Next "Yao Ming" —Zhang Ziyu

Standing at 7-foot-3, Zhang made headlines at the FIBA Under-18 Women's Asia Cup, earning the MVP title and a spot in the All-Star Five. Her performance has led to comparisons with Yao Ming, and she has started to attract interest from WNBA teams, with a possible league debut as early as 2027. Zhang's highlights are also gaining popularity on TikTok, with one video receiving over 643k likes.

643k
likes



REST OF ASIA SPOTLIGHT



THAILAND

Kyrie Irving's Thailand Tour

The Dallas Mavericks superstar made a significant appearance at the CCO IS BACK Bangkok event, where he launched his Anta tour at the Central World shopping center. A highlight was the introduction of his clothing collection and the release of the KAI 1 Speed "Twin Flame" sneakers, with his father, Drederick Irving, participating as a brand ambassador.

NBA's Image in Thailand

While many Thai individuals actively participate in basketball at various levels, including parks, schools, and gyms, under-developed basketball infrastructure relative to other competitive sport in Thailand have made it a hobby for many. Consequently, the NBA embodies an aspirational image for Thai fans, who actively engage with the league through live broadcasts, social media, and other platforms.



JAPAN

B.League Development Initiatives

in 2023, the NBA partnered with B.League to host a Jr. NBA Clinic, engaging 400 participants across four cities. This initiative not only benefits young players but also educates coaches and parents, significantly contributing to the overall improvement of grassroots basketball standards in Japan.

Rakuten Impact

The NBA's enhanced visibility through Rakuten's live streaming and match hosting has broadened the sport's appeal. The cultural significance of basketball shoes as fashion statements among Japanese youth has also solidified the sport's prominence, fostering a dynamic ecosystem that merges athleticism, entertainment, and style.



PHILIPPINES

Ease of Access to Basketball

The popularity of basketball in the Philippines largely stems from its accessibility and the community-oriented barangay system. The sport's inherent simplicity, combined with the fervent enthusiasm of Filipino fans, aligns well with the NBA's global appeal, making it a national favorite.

Favorable Time Zone for Viewing

Situated in the UTC+8 time zone, fans in the Philippines often face challenges in watching NBA games live, as many of these events are broadcast during early morning hours. However, this timing has its advantages, allowing viewers to catch games before their workdays begin. Additionally, NBA League Pass offers highlights and replays, maintaining fan engagement despite the scheduling challenges.

REST OF ASIA SPOTLIGHT



INDONESIA

Commitment to Jr. NBA Development

This initiative seeks to train aspiring athletes and instill foundational basketball skills that will contribute to the growth of Indonesian basketball. The Indonesian government has also strengthened its commitment to basketball development by collaborating with the NBA to engage Phil Handy.

Strong Social Media Presence

The NBA operates dedicated accounts on Instagram, X, Facebook, and TikTok, collectively reaching a following of 3.1m. The league consistently produces culturally relevant content, including initiatives that promote Batik culture in partnership with the government.



AUSTRALIA

Engaging Broadcast Schedule

The NBA's broadcast schedule aligns well with Australian audiences, particularly on the East Coast, facilitating live engagement. A significant number of games are aired on ESPN Australia, which is accessible through platforms such as Kayo Sports, enabling fans to easily follow their favorite teams.

Influential Australian NBA Players

The success of Australian athletes in the NBA has considerably heightened local interest in the league. High-profile players, including Patty Mills, Josh Giddey, Ben Simmons, Joe Ingles, Andrew Bogut, and Dante Exum, have bolstered this connection, reinforcing the bond between Australian fans and the NBA.

BEYOND NBA



FIBA 3X3

FIBA has a set of China-specific accounts for this event, which have accumulated around 1m followers, with related topics on platforms like Weibo have exceeded 200m impressions. Key factors for growth in China include the connection to the Olympics, the relatively strong performance of Chinese athletes in the tournament, and the relationship between the 3x3 format and street basketball, which has gained mainstream traction in China over the last few years.



East Asia Super League

The first complete season of the EASL was successfully conducted from October 2023 to March 2024, following several delays related to the COVID-19 pandemic. EASL operates under an exclusive partnership with FIBA, which underscores its significance in the regional basketball landscape. As the league approaches its second season, the number of participating teams is set to expand from eight to ten, with the inclusion of two new teams originating from Macau and Hong Kong.



Realeague

Realeague is an ambitious new basketball organization in Asia dedicated to realizing the potential of basketball throughout the region by facilitating investments and operations in pan-regional competitions. With recent investments and the recruitment of several high-profile personnel, Realeague is strategically positioned to launch new tournaments and leagues. The inaugural tournament took place in Hainan in late 2024, marking a significant step forward in the development of competitive basketball in Asia.

LOOKING AHEAD TO 2025

Athletes Drive Owned Brands

Chinese brands are increasingly investing in partnerships with NBA players, who are themselves expanding their social presence in the country. What began with personalized shoes from brands like Li-Ning and Anta, has evolved into exclusive partnerships like Anthony Edwards with Hi-Sense. More athletes are now capitalizing on the market by creating their own brands, which are expected to launch by 2025.

RED Enhances Audience Engagement for NBA Teams

RED is strategically investing in sports events and related content aimed at attracting new audiences to the NBA through its lifestyle platform. The platform's leadership in fostering collaborations with the entertainment and music sectors will enable the NBA and its franchises to present innovative activations, thereby broadening their reach and enhancing affinity for the sport among diverse demographics.

Expansion of In-Market NBA Events

The NBA has observed a substantial increase in celebrity games and charity matches throughout 2024, a trend expected to continue and expand into 2025. These events not only bolster the league's connection with large celebrity fanbases but also create authentic engagements at the intersection of sports and entertainment, amplifying the NBA's market presence and cultural relevance.



ABOUT US

160over90

160over90 is an award-winning cultural marketing agency that elevates brands by creating ideas for the world to obsess over and sharing moments where people feel something real. With 800+ thinkers, doers, and makers across every cultural corner of the globe, the agency offers a full-service, channel-agnostic approach and a deep connection to the people, places, and properties that drive the conversation of tomorrow. Turning fans into fanatics for companies of all sizes, 160over90 works with leading brands including AB InBev, Audi, DP World, Marriott International, USAA, and Visa. 160over90 is part of global sports and entertainment company Endeavor.

Endeavor Analytics

Endeavor Analytics brings action to insight and provides comprehensive intelligence on a global scale. As part of Endeavor, they utilize best-in-class data resources and leverage insight to provide solutions to unique challenges. Endeavor Analytics supports a range of categories, including entertainment, sports, fashion, culinary, brands and the arts.

Mailman

Founded in China in 1999, Mailman has evolved to become one of Asia's leading sports digital agencies. We are digital marketers who help sports rights holders enhance their local brand equity and create sustainable presences. We exist at the intersection of digital & technology, helping the world's biggest sports, entertainment & lifestyle brands build successful businesses in international growth markets. Mailman is part of 160over90, Endeavor's global cultural marketing agency.



Media Enquiries
Denis@mailmangroup.com

Questions About The Report
Luis.Alciturri@mailmangroup.com

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2024 BASKETBALL DIGITAL PERFORMANCE INDEX

CHINA