

2024-25

NBA REGULAR SEASON

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.



The NBA Reaches Engaged Audiences



91%
Live Viewing

Engaged Audience

91% of heavy NBA household viewing on TV was done live¹

68%
Cable Viewing

NBA Cable Viewers

68% of heavy NBA household viewing occurs on cable¹

Connect with NBA Heavy Viewers



+16%

More likely to have a HHI \$200K-\$249K²



+9%

More likely to have a college degree²



+11%

More likely to be interested in business travel²



+25%

More likely to be in-market for a used vehicle³

Source: 1. Comcast Aggregated Viewership Data. Q1 2024. Full footprint. Target Heavy NBA Viewing Households – the top 1/3 of NBA viewing Comcast Households. 2. Comcast Aggregated Viewership Data. Target: NBA Heavy Viewer. Q4 2023 Full Footprint. NBA Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for NBA. NBA time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households. 3. Comcast Aggregated Viewership Data. Target: NBA Heavy Viewer. Q4 2023 Full Footprint. NBA Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for NBA. NBA time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households.