

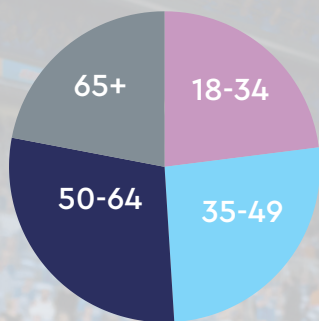
# NBA Basketball

From coast to coast, the NBA draws in passionate and loyal fans to the time-honored competition of professional basketball.

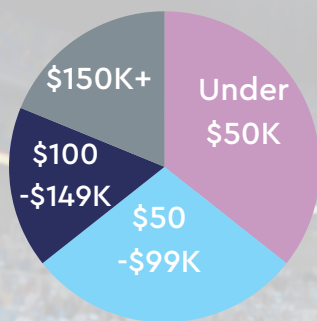


## Get to know NBA fans

Viewership by age



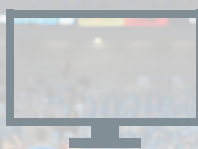
Household income



63% have some college education



61% male  
39% female



95% view on a television

USA Plus-MRI, Jn21-Ap22, Scarborough

## Key dates and opportunities

**Regular Season** ● **OCTOBER 2023 - APRIL 2024**

The 2023-2024 season is the 77th season of the NBA.

**All-Star Weekend** ● **FEBRUARY 16-18, 2024**

The All-Star weekend is a festival held every February that consists of a variety of basketball events, exhibitions, and performances, along with the NBA All-Star Game.

**NBA Playoffs** ● **APRIL 20 - JUNE 23, 2023**

A best-of-seven elimination tournament to determine the league's champion.

**2024 NBA Draft** ● **JUNE 26-27, 2024**

An annual event in which NBA teams can draft players who are eligible and wish to join the league.



## Did you know?



Each game of the 2023 NBA Finals averaged 11.6 million viewers.

<https://sports.yahoo.com/nba-finals-ratings-hampered-short-223340493.html>

