



National Media Spots Inc.

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Network Profile

NBA TV is the only flagship 24-hour network of the NBA, offering the most basketball coverage on TV. Over 100+ Live NBA Games throughout the regular season and playoffs. Extensive year-round coverage with live studio shows, original programming, and breaking news.

Age Groups

P 2-17	5%
A 18-24	5%
A 18-49	37%
A 25-54	40%
A 55+	49%
Median Age	54

Home & Family

HH w/Children	44%
A/B Counties	85%
College Graduate	47%
Professional/Managerial	41%
Homeowner	61%

Featured Programs

Live NBA Games
Chasing History
50+ Point Games

Live WNBA Games
NBA Awards
Pass The Rock

Household Income

HHI \$75k+	68%
HHI \$100k+	57%
HHI \$125k+	45%
Median HHI	\$105k

Gender

Male	71%
Female	29%

Diversity/Inclusion

Black	47%
Hispanic	10%
Asian	9%
LGBTQ+	6%

Live NBA G League Games
Fantastic Finishes
NBA Rewind