

Thought Leader Interview: Paul Polman

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THE UNFINISHED DREAM OF NBA CHINA

BY: LIA RAVELO
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New Strategic Recommendations: Authentic American Experience

- To truly offer the NBA to fans of NBA China, NBA China should offer an authentic American experience.
- Chinese fans of the NBA have a different perspective on the NBA than American fans.

New Strategic Recommendation: Co-Ownership

- NBA needs to acquire ownership stakes in CBA.
- Use our name as a leverage.
- Be part of future revenue.

New Strategic Recommendations: Online Presence

- Increased online presence with less focus on physical things.
- Work with broadcasting partners to penetrate the market through streaming access.

New Strategic Recommendations: Sophisticated Fans

- Develop a fan club for basketball fans who are sophisticated.
- Partner with the CBA to increase revenue from sophisticated fans.
- Market and promote through our increased online presence.

Current Strategic Initiatives: NBA Training Center

- Partnership with ESPN and the NBA to create an NBA Training Center.
- Creation of NBA Training Center.
- Investment of up to \$50 million to develop the facility.
- Focus on social responsibility through other events.

Current Strategic Initiatives: Cultural Unity

- Embrace Chinese traditions with American authenticity.

Current Strategic Initiatives: Products and Experience

- More fan club through both product and experience.
- Partnership with NBA to build an NBA fan club.
- Focus on product and experience through our increased online presence.

A New Opportunity

- China adapts market-oriented economy.
- Foreign investment is in turn encouraged.
- Global expansion for the NBA is more and more necessary to shareholders.

Initial Success of NBA China

- Partnership with 51 Chinese teleoperators.
- 16 marketing partners.

Broadcasting Benefits

- Free television programming and digital products.
- Fans have access to games relatively anywhere.

Profitability in Merchandising

- A huge market exists for products from international NBA logos and mascots.

Profitability

- Basketball fan-base of 300 million people.
- Easily identifiable and reachable markets.
- Rival leagues, like the CBA, represent both opportunity and threat.

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Profitability in Merchandising

A Huge market exists for products lines incorporating NBA logos and mascots.

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**Current Strategic
Initiatives:
Cultural Unity**

Embrace Chinese traditions with American
authenticity

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