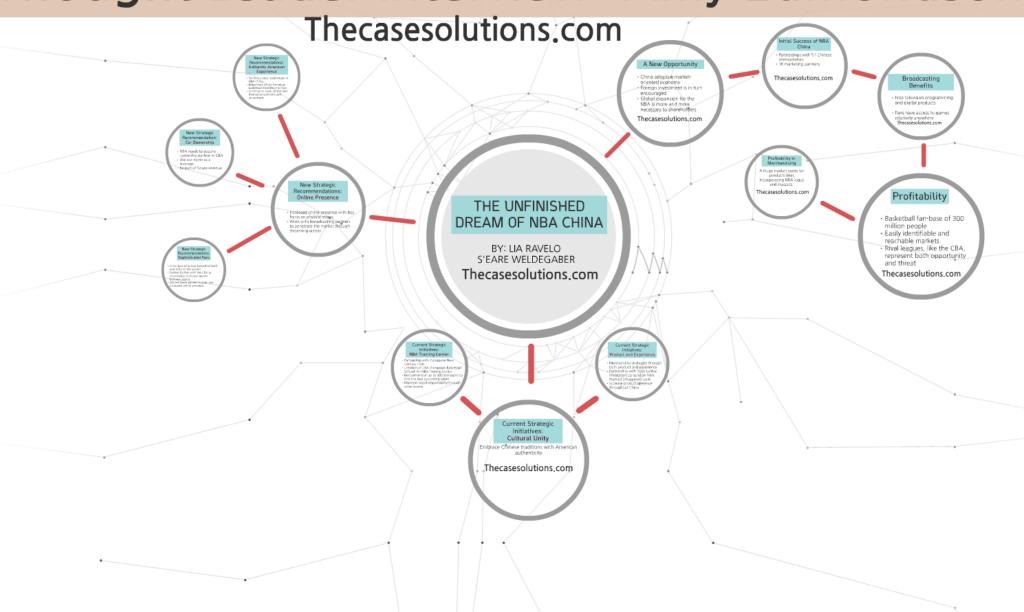
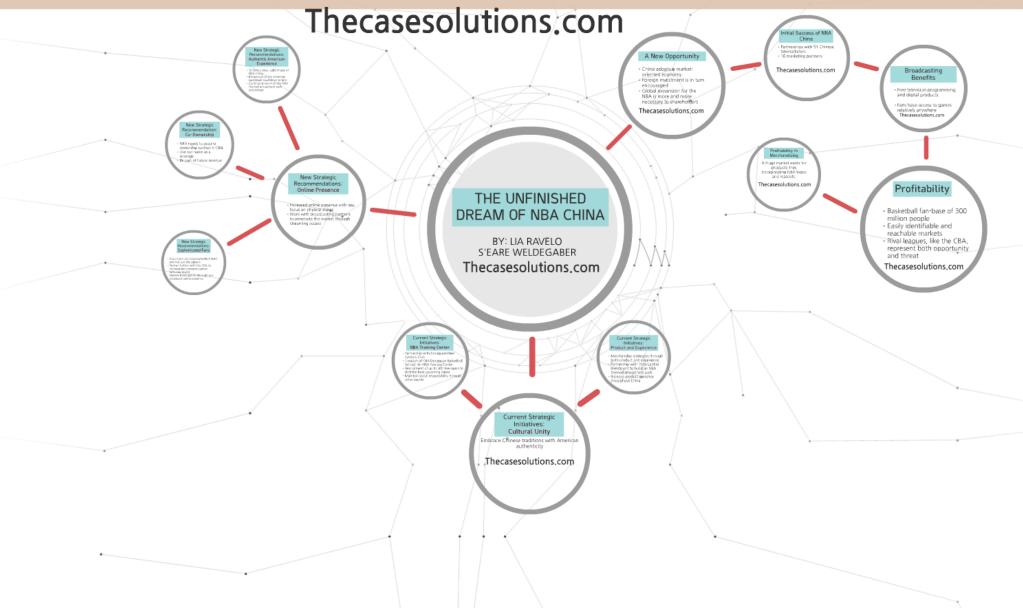
Thought Leader Interview: Amy Edmondson



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A New Opportunity

- China adopts a marketoriented economy
- Foreign investment is in turn encouraged
- Global expansion for the NBA is more and more necessary to shareholders

Initial Success of NBA China

- Partnerships with 51 Chinese telemarketers
- 16 marketing partners:

Broadcasting Benefits

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

Profitability

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

Profitability in Merchandising

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



Embrace Chinese traditions with American authenticity