

Thought Leader Interview: Amy Edmondson

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THE UNFINISHED DREAM OF NBA CHINA

BY: LIA RAVELO
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A New Opportunity

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

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Initial Success of NBA China

- Partnerships with 51 Chinese sponsors
- 16 marketing partners

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Broadcasting Benefits

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

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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 like hoodies, NBA logos and mascot

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New Strategic Recommendations: Authentic American Experience

- To truly attract and engage NBA China
- Authentic American experience
- Partnerships with 51 Chinese sponsors
- 16 marketing partners

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New Strategic Recommendation: Co-Ownership

- NBA needs to acquire ownership in CBA
- Use our name as a benefit
- Part of future revenue

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New Strategic Recommendations: Online Presence

- Focus on the internet with less focus on physical stores
- Work with broadcasting partners to enhance the market through streaming access

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New Strategic Recommendations: Sophisticated Fans

- China has a lot of sophisticated fans
- Use our name as a benefit
- Part of future revenue

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Current Strategic Initiatives: NBA Training Center

- Partnership with Dapeng Real Estate Co.
- Creation of CBA Training Center
- Recruitment of up to 400 coaches to provide best coaching talent
- Make fan social responsibility through other events

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Current Strategic Initiatives: Product and Experience

- Merchandise strategies through both product and experience
- Partnerships with NBA China
- Investment to build an NBA-themed shopping mall
- Increase product presence throughout China

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Current Strategic Initiatives: Cultural Unity

- Embrace Chinese traditions with American authenticity

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New Strategic Recommendations: Authentic American Experience

- To truly offer the NBA to fans in China, the NBA must offer an authentic American experience.
- Chinese fans are the NBA's largest market, but the NBA has not fully embraced this market.
- The NBA should focus on creating an authentic American experience for Chinese 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 stores.
- 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 a training center for Chinese players.
- Creation of NBA Training Center for Chinese players.
- Investment of up to \$50 million to develop the training center.
- Embrace social responsibility through other events.

Current Strategic Initiatives: Cultural Unity

- Embrace Chinese traditions with American authenticity.

Current Strategic Initiatives: Products and Experience

- Merchandise creation through both product and experience.
- Partnerships with NBA to build an NBA-themed amusement park.
- Create product aesthetic throughout China.

A New Opportunity

- China's adaptive 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

- Partnerships 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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Initial Success of NBA China

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- 16 marketing partners:

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Broadcasting Benefits

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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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