

Paul Numi: A Suit With A Rock & Roll Dream

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THE UNFINISHED DREAM OF NBA CHINA

BY: LIA RAVELO
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New Strategic Recommendations: Authentic American Experience

- To have other NBA franchises in China
- Hire more of the average cultural population in Asia
- Continue focus on the NBA's recent investment and expansion

New Strategic Recommendation: Co-Ownership

- NBA needs to acquire ownership partners 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 local basketball fan and fan club
- Partner with the CBA to increase revenue
- Increase revenue through our increased online presence

Current Strategic Initiatives: NBA Training Center

- Partnership with ESPN and the Chinese Club
- Creation of NBA Training Center for the NBA Training Center
- Recruitment of up to 300 developers to develop the training center
- Embrace social responsibility through other events

Current Strategic Initiatives: Products and Experience

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

Current Strategic Initiatives: Cultural Unity

- Embrace Chinese traditions with American authenticity

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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