
Warriors vs. Spurs Delivers NBA TV's Most-Viewed Telecast of All Time

Monday, April 11, 2016

**Last Night's Warriors/Spurs Telecast Averages 2.6 Million Total Viewers;
Cable's Highest-Rated Sports Program of the Night**

NBA App Garners Regular Season Single Day Record for Unique Visitors

**Sunday's Social Media Video Views for NBA TV, NBA on TNT and NBA.com Accounts on
Facebook and Twitter +130%**

Last night's NBA TV telecast featuring the Golden State Warriors and San Antonio Spurs generated an average of **2.6 million total viewers** to become the **network's most-viewed telecast of all time** (regular season and playoffs). The game telecast – **peaking with an average of 3.7 million total viewers** from 9-9:15 p.m. ET – registered **cable television's highest-rated sports program of the night**, based on metered market delivery.

Viewership for Sunday's telecast was **up 78%** when compared to the previous all-time mark, set earlier this season for Spurs/Warriors which delivered an average of 1.4 million total viewers (January 25).

Domestically, the **NBA App** garnered **939,000 daily unique visitors** yesterday, the **most ever for a single day during the NBA regular season**.

Social media content published across **NBA TV, NBA on TNT and NBA.com accounts** on Sunday **generated more than 35 million social impressions, 57% higher** than the comparable day last year. Overall, the **social media platforms netted 2.4 million video views, up 130%** over the same day last year.

NBA TV's live game coverage continues tonight, **Monday, April 11**, with a doubleheader featuring a rematch of last year's Eastern Conference Finals – the **Cleveland Cavaliers** and **LeBron James** visiting the **Atlanta Hawks** and **Jeff Teague** at **7 p.m.** – followed by the **Sacramento Kings** and **DeMarcus Cousins** visiting the **Phoenix Suns** and sharp-shooting rookie **Devin Booker** at **10 p.m.**

About NBA Digital

NBA Digital is the NBA's extensive cross-platform portfolio of digital assets jointly managed by the NBA and Turner Sports including NBA TV, NBA.com, the NBA App, NBA LEAGUE PASS, WNBA.com and NBADLEAGUE.com.

Source: Nielsen Media Research, based on Live+SD Fast Nationals, for date 04/10/16 compared to historical NBA TV games and final season averages. DMA household ratings provided through Arianna. Facebook Insights, Twitter Analytics. Adobe Analytics (4/10/16 data).