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# NBA Digital to Offer its Most Expansive Coverage of NBA All-Star Ever, Highlighted by NBA TV's Kevin Garnett: All-Star Interview & Engaging Content Across the Network, NBA App, NBA.com and Social Media

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Tuesday, February 14, 2017

*Editor's note* - video clip from NBA TV's Kevin Garnett: All-Star Interview: <http://bit.ly/2kPsy5>

**"KG" Sitdown Interview & Open Court: NBA Next Generation** - with Joel Embiid, Karl-Anthony Towns, Devin Booker and D'Angelo Russell - to Premiere Monday, Feb. 20, at 9 & 10 p.m. ET

**Network's All-Star Media Day Coverage Expands to Five Hours on Friday, Feb. 17 & Two Hours of Continuous Coverage of NBA All-Star Practices on Saturday, Feb. 18**

**New All-Star Episodes of NBA Inside Stuff, The Starters, 10 Before Tip & NBA GameTime Live from New Orleans Starting Thursday, Feb. 16**

NBA Digital, jointly managed by Turner Sports and the NBA, will offer its most expansive multiplatform coverage of NBA All-Star ever, featuring the league's biggest stars, top moments and most engaging content across NBA TV, the NBA App, NBA.com and social media. Highlights for NBA TV include an hour-long **Kevin Garnett: All-Star Interview** special on **Monday, Feb. 20, at 9 p.m. ET**, as the 15-time NBA All-Star sits down with Hall of Famer and NBA TV analyst **Kevin McHale**.

During the wide-ranging interview, Garnett discusses growing up in South Carolina, McHale and the Minnesota Timberwolves making him the first high schooler in 20 years to be drafted into the NBA, the pressures of maturing into a superstar, the Boston Celtics' "Big Three," and becoming an NBA champion - <https://app.frame.io/f/RHV3NZF0>

Following the interview special with Garnett, NBA TV will televise **Open Court: NBA Next Generation**, a roundtable discussion hosted by **Matt Winer** with four of the NBA's brightest young stars - **Joel Embiid, Karl-Anthony Towns, Devin Booker** and **D'Angelo Russell** - during a highly-anticipated episode airing **Monday at 10 p.m.**

The network's live coverage highlights from New Orleans include - for the first time ever - five hours of complete coverage from **NBA All-Star Media Day on Friday, Feb. 17, at noon**. The network will also offer more continuous coverage of the **NBA All-Star Eastern and Western Conference practices** than ever before on **Saturday, Feb. 18, starting at noon**.

After TNT's coverage of the 66<sup>th</sup> NBA All-Star Game presented by Kia wraps up on **Sunday, Feb. 19**, fans can tune into NBA TV to catch **Inside the NBA presented by Kia** with **Ernie Johnson, Charles Barkley, Shaquille O'Neal** and **Kenny Smith** live from the NBA on TNT Road Show in New Orleans.

Additional programming highlights include:

### **The Starters**

NBA TV's **The Starters** will host two hour-long episodes from New Orleans, on **Friday, Feb. 17, at 6 p.m.**, and **Sunday, Feb. 19, at 4 p.m.** Co-hosted by **J.E. Skeets** and **Tas Melas**, along with **Trey Kerby** and **Leigh Ellis**, the studio shows will recap the most entertaining moments from around the NBA, including NBA All-Star 2017, and look ahead to each night's action, including Friday's **BBVA Compass Rising Stars Challenge**, and Sunday's NBA All-Star Game. The group, which launched its new **The Starters Twitter Show** this season, will also produce a pair of new All-Star-themed podcasts while in New Orleans.

### **10 Before Tip**

NBA TV's on-site coverage in New Orleans will begin with a half-hour **10 Before Tip** show on **Thursday, Feb. 16, at 6 p.m.**, offering news, notes and the latest updates for what fans need to know leading up to tip-off. The show - hosted by **Jared Greenberg** - will return on **Friday, Feb. 17, at 5 p.m.**, with an hour-long recap of media day and a look ahead to the **BBVA Compass Rising Stars Challenge** on TNT. Guests will include David Aldridge, Howard Beck and Brian Geltzeiler.

### **Get the Inside Stuff from New Orleans**

**NBA Inside Stuff** - which recently celebrated its 100<sup>th</sup> show on NBA TV - will host a special NBA All-Star 2017 focused episode on **Saturday, Feb. 18, at 2 p.m.** Co-hosted by **Grant Hill** and **Kristen Ledlow**, the 30-minute magazine style show will give fans an all-access pass to NBA All-Star Weekend in New Orleans, including a sitdown interview with New Orleans Pelicans All-Star **Anthony Davis**.

### **All the Latest News, Highlights and More with NBA GameTime**

NBA TV's signature studio show, **NBA GameTime**, will be live from New Orleans to provide the latest news and leading storylines throughout NBA All-Star 2017. On-site coverage will begin **Thursday, Feb. 16, with a pair of shows at 6:30 and 11:30 p.m.**, and will continue through Sunday. The nightly studio show will feature a deep rotation of top basketball analysts including **Isiah Thomas, Brent Barry, Steve Smith, Dennis Scott** and **Hill**. Hosts will include **Casey Stern** and **Matt Winer**.

### **Additional NBA All-Star Saturday Highlights**

NBA TV will air **NBA Commissioner Adam Silver's All-Star Press Conference** on **Saturday, Feb. 18, at 7 p.m.** Earlier in the day, the network will have live coverage of the **Naismith Memorial Basketball Hall of Fame Class of 2017 Finalists Announcement at 11 a.m.**, along with the 11<sup>th</sup> annual **NBA D-League All-Star Game presented by Kumho Tire** airing live **at 2:30 p.m.** **Rick Kamla, Thomas, Barry, Scott** and **Greenberg** will call the game.

Digital highlights include:

### **NBA App & NBA.com**

The NBA App, presented by Legendary's and Universal Pictures' *The Great Wall*, and NBA.com, will combine to deliver a fully immersive experience featuring access to leading players and coaches, highlights from all the weekend's top events, and coverage of the top storylines from New Orleans. Presented by BBVA Compass, Dr. Scholl's, Kia and Verizon, multiplatform live streaming coverage will include Media Day, the Naismith Basketball Hall of Fame announcement, Adam Silver's media availability, NBA Legends Brunch, and postgame press conferences throughout the weekend.

### **TNT Overtime**

Fans will be able to enjoy multiple camera angles of NBA All-Star 2017 events including the **BBVA**

**Compass Rising Stars Challenge** on Friday, **State Farm All-Star Saturday Night** and Sunday's **NBA All-Star Game** via TNT Overtime. Presenting sponsors throughout the weekend for TNT Overtime include Autotrader, BBVA Compass, Dr. Scholl's, Kia, State Farm and Verizon.

### **"In New Orleans Feature"**

For fans attending NBA All-Star 2017, the NBA App's "In New Orleans Feature" will contain an expanded schedule of events, walking directions for around the city, as well as a feed of the **State Farm Assist Twitter** handle for real-time updates.

Social highlights include:

### **The Warmup: Twitter Live Show**

**The Warmup**, a 30-minute show produced exclusively for Twitter, will stream live from New Orleans on **Saturday, Feb. 18, at 6 p.m.**, and **Sunday, Feb. 19, at 7:30 p.m.** Co-hosted by sports and entertainment commentator **Ben Lyons** and emcee, DJ and sports personality **Ro Parrish**, along with comedian **Tony Rock**, the show is a blend of the NBA, lifestyle, music, and pop culture.

### **Twitter Emojis**

Twitter is designing custom emojis for NBA TV and NBA on TNT talent that can be activated by users placing a "#" before the talent's name.

### **Facebook Messenger Frames**

The NBA and NBA Digital are offering a series of customized photo frames designed for the Facebook Messenger platform. Users will be able to select from some several famous phrases, including *Inside the NBA's Turrible*, *Neat-O* and *Put it on a T-shirt*, to decorate their photos while engaging with friends.

### **Instagram Video Booth**

This year's NBA All-Star players will show off their best dances inside a New Orleans-themed video booth with content captured and shared across NBA, NBA Digital and NBA on TNT Instagram platforms.

### **Snapchat Lens**

Starting Friday, Feb. 17, Snapchat users will have a chance to be surrounded by All-Stars with a customized NBA on TNT selfie lens featuring bobbleheads of this year's All-Star Game participants. For fans in the arena on Saturday and Sunday, there will be a special "SagerStyle" filter that allows users to place their head on the shoulders of a NOLA-themed Sager suit.

### **Instagram Ad Stories**

Turner Sports is one of the first participants using Instagram Stories ads for NBA on TNT's coverage of NBA All-Star 2017. The new ad campaign will start by featuring the *Inside the NBA* talent of Johnson, Barkley, Smith and O'Neal showing off Mardi Gras masks as a part of NBA All-Star's nod to New Orleans. The second wave focuses on NBA players that will be featured throughout the weekend.

### **About NBA Digital**

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

