

# NBA on TNT Delivers Most-Watched Regular Season Coverage Since 2013-14

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**TNT's NBA Regular Season Telecasts Generate Double-Digit Viewership Increases,  
Fueled by Strong Performance Across All Key Demos**

**Record-Setting Fan Engagement Across Turner's NBA Social Media Platforms**

TNT's live NBA game telecasts averaged **1.7 million viewers** this year to deliver the network's **most-watched NBA regular season coverage since 2013-14**. This year's viewership across its 67-game schedule is **up 13%** in total viewers when compared with the 2016-17 regular season (64 games). TNT also garnered double-digit growth across all key demos including **People 18-34 (+14%)**, **People 18-49 (+15%)**, **Men 18-34 (+14%)** and **Men 18-49 (+18%)**.

Additional highlights include:

- TNT's **Players Only presented by State Farm** telecasts **up 17% in viewership** vs. last year's debut season, with double-digit gains in all key demos
- **Area 21** with Kevin Garnett generated **18 million video views** on Facebook and Twitter, **up 80%**
- NBA on TNT and NBA TV social accounts garnered **record-setting new highs** with more than **four billion social impressions** and **1.8 billion video views** across Facebook and Twitter

NBA TV's live game coverage averaged 314,000 viewers through Monday for a 1% increase over last year's comparable telecasts. NBA League Pass was among the record-setters this season with a 63% gain in digital subscriptions globally vs. last year.

## About Turner Sports

Turner Sports, a division of Turner, is an industry leader in the delivery of premium sports content across all multimedia screens. Turner Sports' television coverage includes the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, *ELEAGUE* and professional golf, along with the UEFA Champions League and UEFA Europa League beginning in Summer 2018. The company also manages some of the most popular sports destinations across digital and social platforms including Bleacher Report and its top-rated app, [NCAA.com](http://NCAA.com) and the critically-acclaimed NCAA March Madness Live suite of products, [PGA.com](http://PGA.com) and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA jointly manage NBA Digital, a robust collection of offerings including NBA TV, [NBA.com](http://NBA.com), NBA LEAGUE PASS, the NBA App and [NBAGLEAGUE.com](http://NBAGLEAGUE.com). Turner Sports recently launched B/R Live, a premium live streaming sports platform that serves as the central hub for both the discovery and consumption of live sports content. The new streaming service allows fans to find and watch their favorite sports content anywhere, anytime and on the screen of their choice.

*Source: Linear: Nielsen Media Research. Based on Live +Same Day data stream compared to 2016-17. Facebook Insights, Twitter Analytics & CrowdTangle*