



| STATISTICS | 8:55 | 43 |
|-----------------------------|------|----|
| Time | 8:55 | 43 |
| Score | 42 | 43 |
| Rebounds | 38 | 35 |
| Assists | 18 | 15 |
| Steals | 12 | 10 |
| Blocks | 5 | 4 |
| Fouls | 15 | 12 |
| Points in the paint | 22 | 20 |
| Points from outside | 20 | 23 |
| Points from free throws | 0 | 0 |
| Points from fast breaks | 10 | 8 |
| Points from second chance | 12 | 12 |
| Points from transition | 10 | 10 |
| Points from set pieces | 0 | 0 |
| Points from fouls | 0 | 0 |
| Points from technical fouls | 0 | 0 |
| Points from flagrant fouls | 0 | 0 |
| Points from out of play | 0 | 0 |
| Points from other | 0 | 0 |

 Euroleague
Basketball

Be Part of our Journey

The Rise of Basketball

Global trends

FASTEST GROWING SPORT ON A PARTICIPATION LEVEL

2nd MOST POPULAR TEAM SPORT

WELL POSITIONED IN EMERGING MARKETS

HIGH EARNING & WELL EDUCATED FANS

Euroleague is at The Epicenter Of Sport, Culture and Community

PASSION

LOVE FOR YOUR COLORS

LIFESTYLE

FASHION

Euroleague 2.0

New Era in European Basketball

ROUND-ROBIN LEAGUE

ONLY THE BEST OF THE BEST

INCREASING VALUE TO KEY INVESTORS

Click to View



Euroleague 2.0

36 Clubs In 13 countries



The World's biggest Sports Brands Under One Umbrella

Our partners benefit from globally recognized EUROLEAGUE intellectual property and player imagery, driving a powerful and compelling association for their brand.





25,000 hours
of content
each season



189.4 Mln
EL fans
worldwide



Joint venture
with IMG



758 Mln
Digital
Audience



1,697 Mln
TV audience

Property Highlights

The Rise of Basketball

EuroLeague Interested People



RUSSIA

10.5m
(10.1%)

CHINA

112.0m
(10.9%)

GERMANY

5.6m
(9.9%)

SERBIA

3.5m
(49.3%)

FRANCE

5.2m
(11.8%)

ITALY

9.0m
(21.4%)

GREECE

5.9m
(53.1%)

TURKEY

21.3m
(40.5%)

UK

2.8m
(6.2%)

SPAIN

13.1m
(39.9%)



ABOUT OUR FANBASE

DATA FROM SEVEN MARKETS: CHINA; FRANCE, GERMANY, GREECE, ITALY, RUSSIA, SERBIA, SPAIN, TURKEY, UK

189.4M
FANS

85%
HIGHER
EDUCATED

29
AVERAGE
AGE

81%
HAVE MID-
HIGH
INCOME

757.7M
DIGITAL AUDIENCE 15/16
ON EL DIGITAL
PLATFORMS

74%
male

26%
female

87% of our fans consider our leagues as prestigious leagues

74%

USING A 2ND SCREEN
WHILE WATCHING THE
GAME

243M VIDEO VIEWS DURING THE
SEASON 15-16

#F4GLORY

WORLDWIDE TRENDING
TOPIC ON F4 FRIDAY



Existing Advantages

Growing Audience



1,697 Mln
TV AUDIENCE



758 Mln
DIGITAL AUDIENCE

- Repucom 2016/17 Season Audience Projection (March 2016)

Existing Advantages

Extended TV Penetration

75 Broadcasters from 202
Countries & Territories

Live Coverage 105 Mln
News & Highlight 1,592Mln



Existing Advantages

Growing Digital Penetration



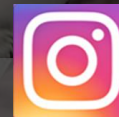
593,665
FANS



407,864
FOLLOWERS



142,728
SUBSCRIBERS



145,851
FOLLOWERS



325,933
FOLLOWERS

Bring relevant Content In Relevant Countries



as

SPORT 24

 **Milliyet**

L'EQUIPE

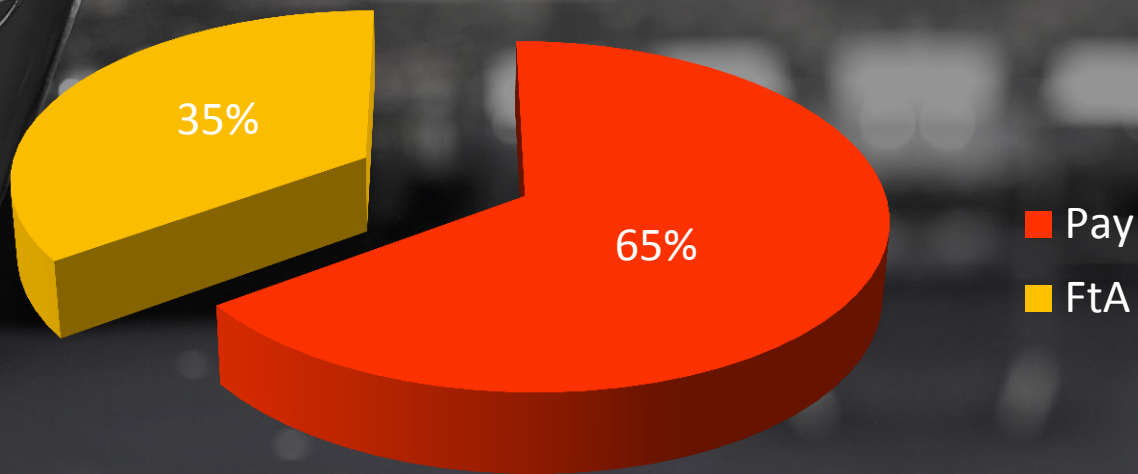
La Gazzetta dello Sport

Tuttoilrosa  della vita

 **sports.ru**

KEYS FOR GROWTH: REACH

PAY vs FtA – Rights Distribution



KEYS FOR GROWTH: REACH

OVERSATURATION OF TV OFFER

QUALITY AS A KEY FOR SUCCESS

Featured Work

Live is KING, content is QUEEN



THE INSIDER



EPIC POOL DUNK



MTV THE FAN



IMAGINE ALL THE GREAT THINGS WE CAN DO TOGETHER!

