

SOCIAL MEDIA AWARDS

TABLE OF CONTENTS



- Objectives
- Concept
- Competitive Slide
- Execution
 - Partners
 - Awards
 - Timeline
- Next Steps



CONCEPT



A new vision for awards

Leverages the NBA's Social Media leadership position – while taking it to a new level.

Extends the social conversation between fans, players, team and NBA

Develops an **ARC** of content:

- Amplify the NBA social footprint
- Reward NBA fans, players and teams for their social engagement
- Create a cycle of conversation that overflows, creating anticipation for the event annually



LONG TERM CONCEPT - THE SHOW



Live Show on



A social convergence on-air and online orchestrated by NBA TV that seamlessly flows between multiple locations/partners (i.e. Facebook, Twitter, and others) allowing fans to follow each award, each act, each interview without missing a beat.

Viewers participate in a virtual mash-up, allowing them to enjoy, explore and participate on each platform.





- NFL Honors premiered on NBC in 2012, Saturday before Super Bowl
- 2.1 Rating



- Rawlings Gold Glove Show on ESPN2 - 0.4 Rating
- MLB Network - BBWAA season awards - MVP, Cy Young, ROY and Manager of the Year (4 one hour shows - November, 2012)



- ESPYs - 1.2 Rating (down 20% YOY)
- College Football Awards - 0.7 Rating (down 13% YOY)



- 2011 live from Las Vegas on Versus
- 0.1 Rating (flat YOY)

Social Media reaches
98.3%
of the US online
population

There will be
1.43 Billion
social network users
across the world in 2012

Weekly on Facebook
more than
3.5 Billion
pieces of content
are shared.

\$7.72 Billion
will be spent on
social media advertising
in 2012.

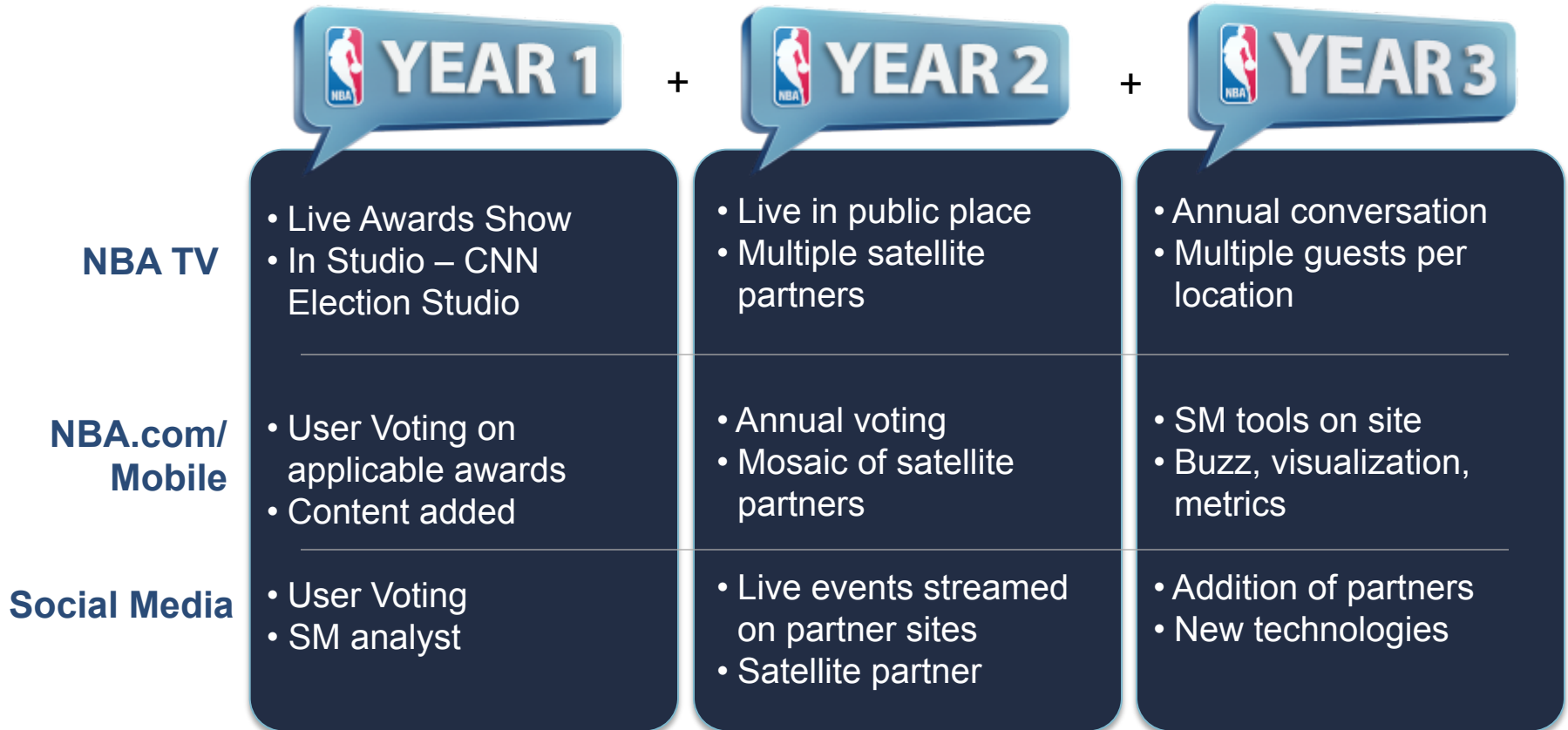
71% of all
social media ad dollars
in US are spent on
facebook.

Social networking
sites reach
99.8%
of Millennials.

16.8% of online
consumption is spent
on social media sites.

 is the largest
publisher of online
display ads worldwide.

THREE YEAR PLAN



NBA Social Awards will grow and adapt with the changing environment while becoming part of the daily vernacular within the NBA Digital network; NBA TV, NBA.com, Mobile and social arena.

EXECUTION - THE SHOW YEAR 1



A one hour award show that combines socially native talent announcing the 12 categories of awards while using nba.com and social media as a communication platform for fans, teams, talent and the nba seamlessly throughout the telecast.

When: Wednesday June 20 9 PM EST

Talent: Shaquille O'Neal, Rick Fox, The Basketball Jones'

Where: CNN Election Studios



EXECUTION - THE AWARDS



The BIG Award (Best In the Game)—The player that best utilizes social media, based on a combination of metrics and expert panel

The FTW Award (For the Win)—The team/player who had the most shared/liked buzzer beater during the regular season.

#TRENDSETTER—The player whose name trended the most this season.

The FanNation Award—The team with the highest percentage increase across all platforms including all players on the respective teams.

The LOL Award—The team/players who had the most shared/liked blooper video during the regular season.

Thumbs Up Award—The player who has the most likes, or whose Facebook posts received the most likes.

Social MVT (Most Valuable Team)—The team that has the largest social media footprint.

Triple Threat Award—The former player, turned analyst, who is the best at using social media

The Snap Shot Award—The player who posted the best picture(s) of the year

The “Got Game” Award—The fans’ favorite team/play during the regular season.

The EPIC Award—The fans’ favorite game during the regular season.

The Social Slam Award—The fans’ favorite dunk during the regular season.

The Social Breakout Player Award—The player who made the biggest social explosion via social media, and gained sudden popularity (based on Twitter and Facebook)





facebook

- Marketing thru sports pages for where FB is applicable
- Assisting with storylines and information regarding NBA players and teams on FB



twitter

- Marketing thru sports fans – before and during program
- Help in driving voting
- Assisting with analytics to create award winners



Google+

- Marketing thru content opportunities; voting and tune-in
- Enabling the use of technology for NBA TV

Tout and GetGlue will also used for marketing solely

EXECUTION - TIMELINE



June 6

- Press Release goes out
- Voting opens across NBA.com, FB, Twitter, YT and G+
- Marketing commences across all owned and earned assets

June 13

- First Award is released into social media

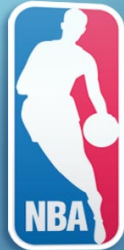
June 18

- Voting closes for all but one award

June 20

Live Show





SOCIAL MEDIA AWARDS