

Understanding the Digital World

Television & Over-The-Top



Rightholders turn OTT

Sport – Cinema – TV Series

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 - 1 dataset in Excel, updated twice yearly
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- **DigiWorld Institute**, a think tank on the digital economy.



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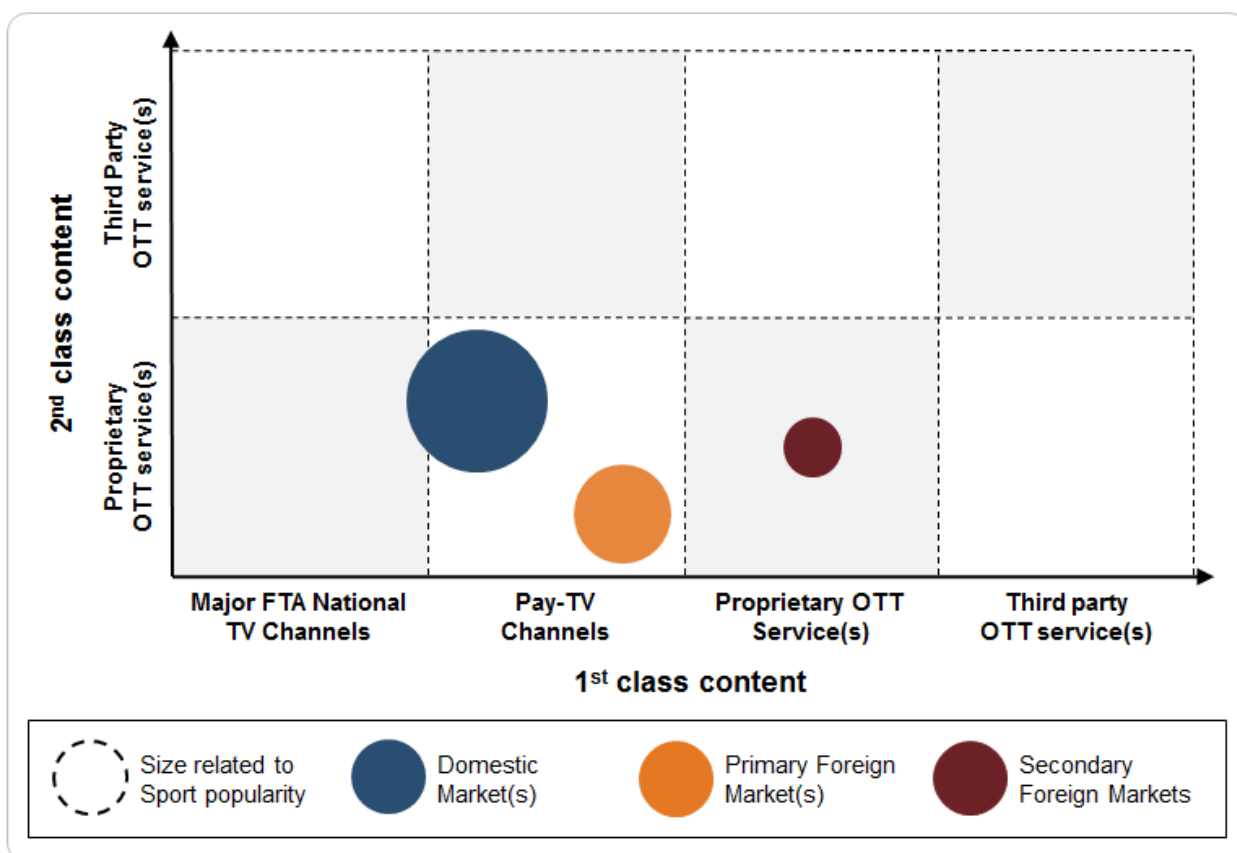
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3.1.2. The NBA's OTT strategy

The NBA was the first US major league to broadcast its own linear TV channel on cable in 1999: NBA TV, which was received by approximately 59.7 million households in the United States in August 2013. In addition to its own channel aired in the United States and Canada, the big league games are broadcast on ABC as well as on the cable channels TNT and ESPN in the United States, and TSN and Sportsnet in Canada. Despite this presence, only about 2 out of 10 games are broadcast on national FTA TV channels. Some games are also broadcast on local channels. To make up for this lack of exposure, the NBA, in partnership with Turner Broadcasting, operates a video service distributed on managed networks (AT&T U-verse, DirecTV, Dish Network and various cable operators via the In Demand platform) and OTT: NBA League Pass provides live access to all games that are not broadcast on national television.

The NBA deploys a similar strategy overseas. The linear television channel NBA TV international, derived from its American counterpart, is distributed in countries where the league has no agreement with one or more local linear channels. Two versions of the OTT video service NBA League Pass are also available internationally.

Figure 20: OTT service positioning of the NBA based on the popularity of the sport, the market and the distribution channel



Source: IDATE, Rightholders turn OTT, April 2014

A. Services reserved for the United States and Canada

In the NBA's domestic market, which includes the United States and Canada (one of the league's franchises is based in Toronto), games that are not broadcast on TV are viewable live via the NBA League Pass service, which is distributed on managed networks and OTT.

Several pricing models are offered depending on the number and type of available devices:

Table 8: Description of OTT video services provided by the NBA in the United States and Canada

	NBA League Pass TV/Broadband/Mobile	NBA League Pass Broadband	NBA League Pass Mobile
Geographical coverage	United States, Canada	United States, Canada	United States, Canada
Content	Up to 40 games per week not aired on TV	Up to 40 games per week not aired on TV	Up to 40 games per week not aired on TV
Devices	TV, iPad, iPhone, Android devices, Windows Phone, Sony PlayStation, Xbox 360, Apple TV	iPad, iPhone, Android devices, Windows Phone, Sony PlayStation, Xbox 360, Apple TV	iPhone, iPad, Android devices
Pricing	189 USD per year	129 USD per year	39.99 USD per year for Sprint subscribers 49.99 USD per year for subscribers of other operators

Source: IDATE based on the NBA

B. Offerings in other markets

OTT video offerings outside the United States and Canada are only available on the open internet. Two offerings exist:

- League Pass, which is similar to the one offered in the United States and Canada. It provides access to all games that are not broadcast by local TV channels and is available on connected TVs, PCs, tablets and mobile phones. The price is also similar to the North American offering, between 133.85 EUR and 219.99 EUR per year depending on the country.
- Team Pass, which provides access to all regular season games for a team of the customer's choosing, for 55.11 EUR per month.

Table 9: Description of OTT video services provided by the NBA outside the United States and Canada

	NBA League Pass	NBA Team Pass
Geographical coverage	International, outside United States and Canada	International, outside United States and Canada
Content	All games from the regular season, pre-season, the playoffs and finals, as well as the All-Star Game weekend	All regular season games for a team of the customer's choosing
Devices	iPad, iPhone, Android devices, Windows Phone, Sony PlayStation, Xbox 360, Apple TV	iPad, iPhone, Android devices, Windows Phone, Sony PlayStation, Xbox 360, Apple TV
Pricing	From 169.99 USD per year or 133.85 EUR per year to 269.99 USD per year or 219.99 EUR per year depending on the country. Payments can be made in four-monthly instalments	69.99 USD per year or 55.11 EUR per year

Source: IDATE based on the NBA