



CHANGE PAYS OFF FOR **EUROLEAGUE** **BASKETBALL**

**MAJOR SHAKE-UP ENACTED IN 2016-17 A HUGE SUCCESS
FOR THE CONTINENT'S LEADING BASKETBALL COMPETITION**

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European club basketball enacted a historic change in 2016-17, as Euroleague Basketball joined with leading sports agency IMG to create a new venture, and improve its format to deliver more and better match-ups.

A year on, we can take stock and evaluate the enormous impact of these changes. The new format of the Turkish Airlines EuroLeague was an immediate hit with broadcasters. Prior to 2016-17, the EuroLeague earned media-rights fee increases of almost 100 per cent in Greece, over 200 per cent in Israel, and almost 220 per cent in Spain – astonishing results given tough market conditions in each country.

Greater emphasis has been placed on the quality of production, spearheaded by IMG. Improvements include a new action-replay system powered by Hawkeye, an increased number of cameras, and the introduction of uniform graphics across all broadcasts. You will find in this pamphlet statistics showing the growth in attendances, television audiences and digital interactions in the last season (pages 13-15).

It was a season that ended in grand fashion as Fenerbahce emerged victorious from the Final Four in its home city of Istanbul. Read more about the event on pages 20-21, and learn more about the clubs hoping to reach the 2018 Final Four – to be played in Belgrade – on pages 6-9.

Championship game Fenerbahce Istanbul v Olympiacos Piraeus - Final Four

BEST V BEST



Fenerbahçe Istanbul v Real Madrid

UNDER THE NEW FORMAT,

which started last season, 16 teams compete in a round-robin regular season of 30 rounds, from which the top eight qualify for the play-offs, featuring four best-of-five head-to-head series.

The four successful teams then compete in the Final Four, where two semi-finals and a championship game produce a continental champion. Turkish permanent franchise Fenerbahce was the first winner under the new format.

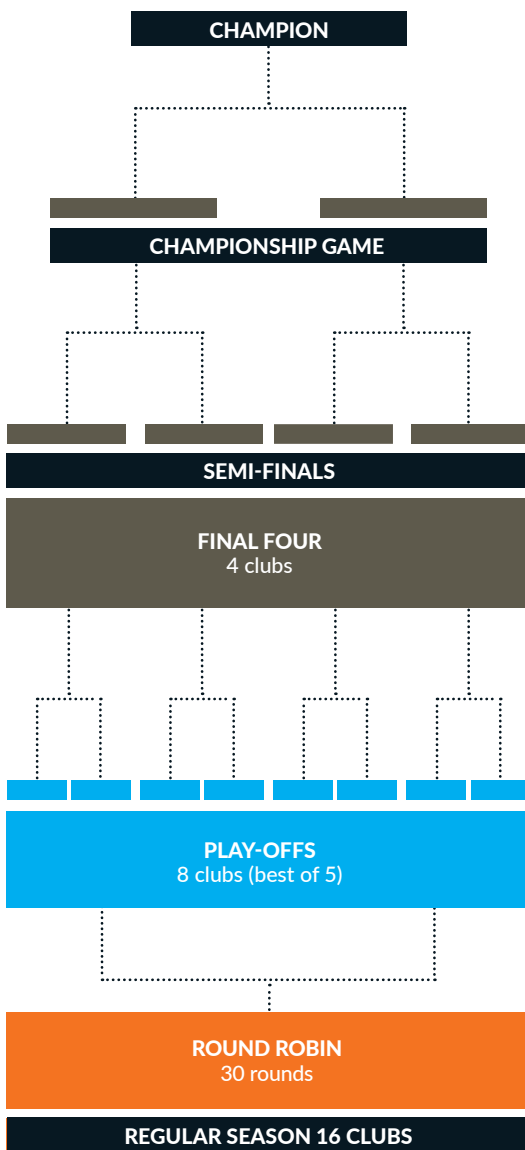
Thanks to the new format, fans and broadcasters are now guaranteed at least two fixtures between each club, providing much sought-after derby games between Spanish, Turkish and Greek clubs.

Fans responded immediately, and the average attendance of Turkish Airlines EuroLeague games rose by 13.2 per cent in 2016-17 compared to the previous season, from 7,550 to 8,544.

Broadcasters also saw increases in live audiences of 27 per cent in 2016-17 compared to 2014-15. As with the Uefa Champions League, participating clubs are central to the prestige of EuroLeague's brand.

EuroLeague has guaranteed the participation of the 11 biggest clubs in Europe – including recognisable cross-sport brands such as Real Madrid, Barcelona, Olympiacos and Fenerbahce – for the next 10 seasons, giving current and potential partners increased confidence in the competition's future value.

EUROLEAGUE FORMAT FROM 2016/17



MEET THE TEAMS

Anadolu Efes Istanbul



Home City: Istanbul

Domestic League: Turkish League

Arena: Sinan Erdem Dome

Average attendance in 2016-17: 5,320

2016-17 Record: 19-16

Trophies: 13 Turkish League

Tickets: <https://www.tixbox.com.tr/etkinlik/4147/anadolu-efes-2017-2018-kombine>

AX Armani Exchange Olimpia Milan



Home City: Milan

Domestic League: Italian League

Arena: Mediolanum Forum

Average attendance in 2016-17: 9,483

2016-17 Record: 8-22

Trophies: 3 Turkish Airlines EuroLeague, 27 Italian League

Tickets: <http://www.olimpiamilano.com/tickets/>

Baskonia Vitoria Gasteiz



Home City: Vitoria-Gasteiz

Domestic League: Spanish League

Arena: Fernando Buesa Arena

Average attendance in 2016-17: 11,633

2016-17 Record: 17-16

Trophies: 3 Spanish League

Tickets: <https://www.koobin.com/baskonia/index.php>

Brose Bamberg



Home City: Bamberg

Domestic League: German League

Arena: Brose Arena

Average attendance in 2016-17: 6,415

2016-17 Record: 10-20

Trophies: 9 German League

Tickets: <https://www.eventimsports.de/ols/brose/>

Crvena Zvezda mts Belgrade



Home City: Belgrade

Domestic League: Adriatic League

Arena: Kombank Arena

Average attendance in 2016-17: 9,818

2016-17 Record: 16-14

Trophies: 3 Adriatic League

Tickets: <http://www.kkcrvenazvezda.rs/>

CSKA Moscow



Home City: Moscow

Domestic League: VTB United League

Arena: Megasport Arena

Average attendance in 2016-17: 8,293

2016-17 Record: 26-9

Trophies: 7 Turkish Airlines EuroLeague, 7 VTB United League, 24 Russian National League

Tickets: <http://www.cskabasket.com/>

FC Barcelona Lassa



Home City: Barcelona

Domestic League: Spanish League

Arena: Palau Blaugrana

Average attendance in 2016-17: 4,931

2016-17 Record: 12-18

Trophies: 2 Turkish Airlines EuroLeague, 18 Spanish League

Tickets: <https://www.fcbarcelona.com/sections/basketball>

Fenerbahce Dogus Istanbul



Home City: Istanbul

Domestic League: Turkish League

Arena: Ulker Sports Arena

Average attendance in 2016-17: 11,219

2016-17 Record: 23-12 (Champion)

Trophies: 1 Turkish Airlines EuroLeague, 8 Turkish League

Tickets: <http://www.fenerbahce.org/fbulker/>

MEET THE TEAMS

Khimki Moscow Region



Home City: Khimki, Moscow Region

Domestic League: VTB United League

Arena: Mytischki Arena

Average attendance in 2016-17: 1,969 (in EuroCup)

2016-17 Record: N/A

Trophies: 1 VTB United League

Tickets: <http://www.bckhimki.ru/>

Maccabi FOX Tel Aviv



Home City: Tel Aviv

Domestic League: Israeli League

Arena: Menora Mivtachim Arena

Average attendance in 2016-17: 10,888

2016-17 Record: 10-20

Trophies: 6 Turkish Airlines EuroLeague, 51 Israeli League

Tickets: <http://www.maccabi.co.il/>

Olympiacos Piraeus



Home City: Piraeus

Domestic League: Greek League

Arena: Peace and Friendship Stadium

Average attendance in 2016-17: 9,360

2016-17 Record: 23-14 (Runner-up)

Trophies: 3 Turkish Airlines EuroLeague, 12 Greek League

Tickets: <http://www.olympiacosbc.gr/>

Panathinaikos Superfoods Athens



Home City: Athens

Domestic League: Greek League

Arena: Olympic Sports Center Athens

Average attendance in 2016-17: 11,172

2016-17 Record: 19-14

Trophies: 6 Turkish Airlines EuroLeague, 35 Greek League

Tickets: <http://www.paobc.gr/>

Real Madrid



Home City: Madrid

Domestic League: Spanish League

Arena: WiZink Center

Average attendance in 2016-17: 10,312

2016-17 Record: 26-10

Trophies: 9 Turkish Airlines EuroLeague, 33 Spanish League

Tickets: <http://www.realmadrid.com/>

Unicaja Malaga



Home City: Malaga

Domestic League: Spanish League

Arena: Martin Carpena

Average attendance in 2016-17: 6,452 (in EuroCup)

2016-17 Record: N/A

Trophies: 1 Spanish League

Tickets: <http://www.unicajabaloncesto.com/>

Valencia Basket



Home City: Valencia

Domestic League: Spanish League

Arena: Fuente de San Luis

Average attendance in 2016-17: 5,842 (in EuroCup)

2016-17 Record: N/A

Trophies: 1 Spanish League

Tickets: <http://www.valenciabasket.com/>

Zalgiris Kaunas



Home City: Kaunas

Domestic League: Lithuanian League

Arena: Zalgirio Arena

Average attendance in 2016-17: 11,418

2016-17 Record: 14-16

Trophies: 1 Turkish Airlines EuroLeague, 12 Lithuanian League

Tickets: <http://www.zalgiris.lt/>

Q & A



IMG CO-PRESIDENT
IORIS FRANCINI
ON HOW IMG HAS
HELPED EUROLEAGUE
OVERHAUL ITS
COMMERCIAL
OPERATIONS.

It's the end of the first season of the Euroleague Basketball/IMG partnership. How would you describe the overall difference between this season and last season from a commercial point of view?

We have a much more standardised, consistent product. The quality of the games has levelled upward and so for sponsors and broadcasters you have a more stable, more high-end product week in and week out. So I'd say those are the main traits. More storytelling coming in as well.

On the digital side, what changes have been put in place this season, and what changes will you implement next season, and the season after?

I think this season we didn't focus especially on digital. We focused on production as the most important change and upgrade to make. Now we want to get into storytelling.

We want clips, we want to have viral elements, we want to portray the players as characters a bit more, as protagonists.

We've focused on the action and on the game, but we want to get into the community of basketball, reach out to them, reach out to local heroes and get them to sit and spend more time in those social areas and channels.

What feedback have you received from broadcasters this season relating to the new format?

Unanimously positive. They like the product – everyone does. Everyone recognises it's improved. The level of the live coverage, the presentation of the game, the feel, the touch of it.

And the prospective is now much more consistent, much more coherent, so the feedback we get spending time with Greek broadcasters, middle-eastern broadcasters, broadcasters from all the geographies, there's been a very spontaneous, very unsolicited recognition and acknowledgement and appreciation for what's been done. So the broadcasters are on board.

Have you had the chance to remodel the EuroLeague's sponsorship inventory?

We haven't radically changed the sponsorship programme. As we said last year, we needed to do two things at the beginning. First, change the visual perception of the game and the competition format and make sure that went through. Secondly, make sure the key driver was taken care of: media rights.

Production, presentation, competition format and media distribution were the priorities. You can't change everything at once. If you try to do too much you may end up in the wrong place.

Going forward, in addition to the digital side, we'll be looking at the sponsorship



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programme, the categories, the tiering of it and so on. Until then I think there's been quite a lot of excitement in Turkey around the Final Four in Istanbul and the participation of Turkish teams, so there's been a lot of sponsors around this event in this specific season and a few other nice sponsorship deals that came in and gave us a pretty good result against our projections.

But we're still at the beginning of the sponsorship story. We want to create a programme very connected not only on-site but with digital assets, and we will give a different kind of visibility to these partnerships going forward. It's a medium to long-term plan.

What other areas will IMG be assisting EuroLeague with?

We're going to be helping on the merchandising and licensing. Right now our team is looking at the current setup. So, just to be clear, EuroLeague has a regular season with the playoffs, the organisation of which sits with the clubs. Every single game is organised by the hosting clubs. Euroleague Basketball centralises the Final Four so that's where our focus has been.

We wanted to see how a typical Final Four event would take place, the layout of the venue, courtside premium seating,

hospitality, VIP areas, the experience the public has walking to the arenas, the consistency from arena to arena, Final Four after Final Four.

It's premature to say how we will change things but we're privileged enough to be involved in many different sports events, from the UFC to golf, so things like hospitality, merchandising, stores, general user experience are things we care about quite a lot. There is no doubt a lot of opportunity.



JORDI BERTOMEU,
EUROLEAGUE
PRESIDENT AND
CEO, ON THE IMPACT
OF THE FORMAT
CHANGES TO THE
TURKISH AIRLINES
EUROLEAGUE AND
7DAYS EUROCUP.

Does this Final Four feel any different to previous years?

It's different because we are even surer than ever that the teams that qualified for this year's Final Four are the strongest teams. In the previous system we had groups, and most of the teams did not meet the others because they had different groups. So the old system did not guarantee all the clubs could meet each other.

The new system is very simple, and in the simple things you sometimes find the solutions! There are no questions about the fairness of the system because all the teams met each other and the ones that arrived here proved all season long they were the strongest.

The competition reduced down from 24 to 16 teams this season, and the mantra of 'quality of quantity' has been heard many times. What have been the keys to improving the quality of the EuroLeague in 2016-17?

The format has pushed the clubs to perform every single week. They cannot afford to administrate their efforts. They knew that every single game counts and that they had to deliver every single game. There was no one game where the team could say: "This is not an important game because we'll qualify anyway." During 30 game days we had all the teams trying to perform at 100% based on this concept.

Also, the introduction of rules allowing players to play a more dynamic, faster game with fewer interruptions, and this is something the fans have appreciated very much. The fans like fast-breaks, and as a consequence of the rules in the past few years our perception was the game became a bit slow.

We needed to speed the game up and the implementation of these rules this year has been very helpful.

Why was it so important to centralise media rights for the 7DAYS EuroCup?

Once we have spent time and effort with the EuroLeague this year, it will be time to put EuroCup at the top of our list of priorities. First of all, it's clear when you have more control over the product, you will have more opportunities to be successful and to deliver a better product for the fans and for the clubs.

So along with IMG we need to centralise more rights, more media and sponsorship rights, and we'll be much more aggressive in the market to be much more profitable for the clubs to present



THE NEW SYSTEM IS VERY SIMPLE, AND IN THE SIMPLE THINGS YOU SOMETIMES FIND THE SOLUTIONS! THERE ARE NO QUESTIONS ABOUT THE FAIRNESS OF THE SYSTEM BECAUSE ALL THE TEAMS MET EACH OTHER AND THE ONES THAT ARRIVED HERE PROVED ALL SEASON LONG THEY WERE THE STRONGEST.

a unified product. This is very important when positioning your product. It's for us to control the media rights and the production.

For the first time ever next year we will centralise media rights and be able to control the production and present the product in a different way. I think that will be very helpful for the clubs as well. From this point we only expect to make this competition grow but we have to take into account this competition is for clubs that have a vision to become EuroLeague teams at a certain point. This is very important.

We need to focus on the EuroCup in certain markets which have the capacity to support EuroLeague teams. Of course, participating is based on sporting merit, but strategic markets will be taken into account when we choose teams for the EuroCup because this is a competition where the main role is to prepare the teams that want to, at a certain point, be part of the EuroLeague.

THE STORY IN FIGURES

FROM ITS FIRST SEASON IN 2000-01, THE TURKISH AIRLINES EUROLEAGUE HAS SHOWN CONSISTENT GROWTH, IN TELEVISION VIEWERS, DIGITAL INTERACTIONS AND ATTENDANCES. BUOYED BY ITS NEW FORMAT, 2016-17 WAS ANOTHER STEP FORWARD

THE TURKISH AIRLINES EUROLEAGUE has grown rapidly from its relatively recent beginnings in 2000-01, and audience figures from 2016-17 show clearly that the change in format has spurred another leap forward for the competition.

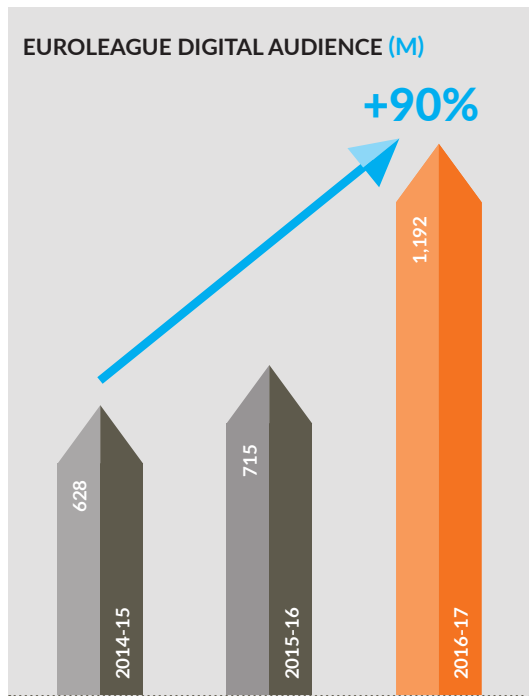
More than 28,000 hours of content were broadcast in 2016-17, and the cumulative global television audience reached 1,691m, up 16.3 per cent compared to the 2014-15 season. Cumulative live audiences grew 27 per cent over the period, from 89.4m to 113.6m. Revenues shared amongst the teams are thought to have doubled.

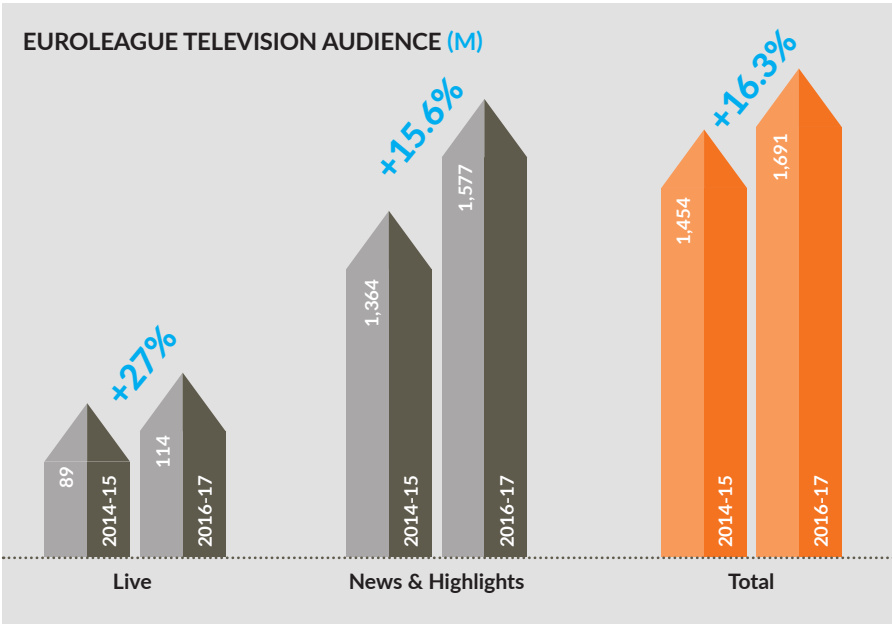
Spain remains by far the strongest television market for the league, with three A-licence clubs. But viewership in Turkey was a standout success in 2016-17. Driven by the hosting of the Final Four, and the title-winning success of Fenerbahce, the total broadcast audience reached 254.8m hours, up 57 per cent on the 161.8m cumulative viewers of the 2014-15 season.

But the most impressive impact is in digital, where pageviews of EuroLeague content have risen enormously: cumulative pageviews

- including third-party platforms - are up 67 per cent, from 715m in 2015-16 to 1,192m in 2016-17.

Adjusting to trends in digital has been a core part of the EuroLeague media strategy since its inception. All EuroLeague games are carried live online via the EuroLeague web-based platform, and the





EuroLeague app was relaunched ahead of the 2015-16 season.

Euroleague.net received over 7m unique users over the course of last season. According to Nielsen, fan engagement on Facebook, Instagram and Twitter increased by 471, 414 and 197 per cent respectively.

Digital growth has been especially marked in countries where EuroLeague is close to saturation in the television market.

Cumulative TV audiences in key markets like Greece and Spain have increased slightly compared to the 2014-15 season. But cumulative pageviews rose 311 and 133 per cent respectively compared with 2014-15.

13.2%

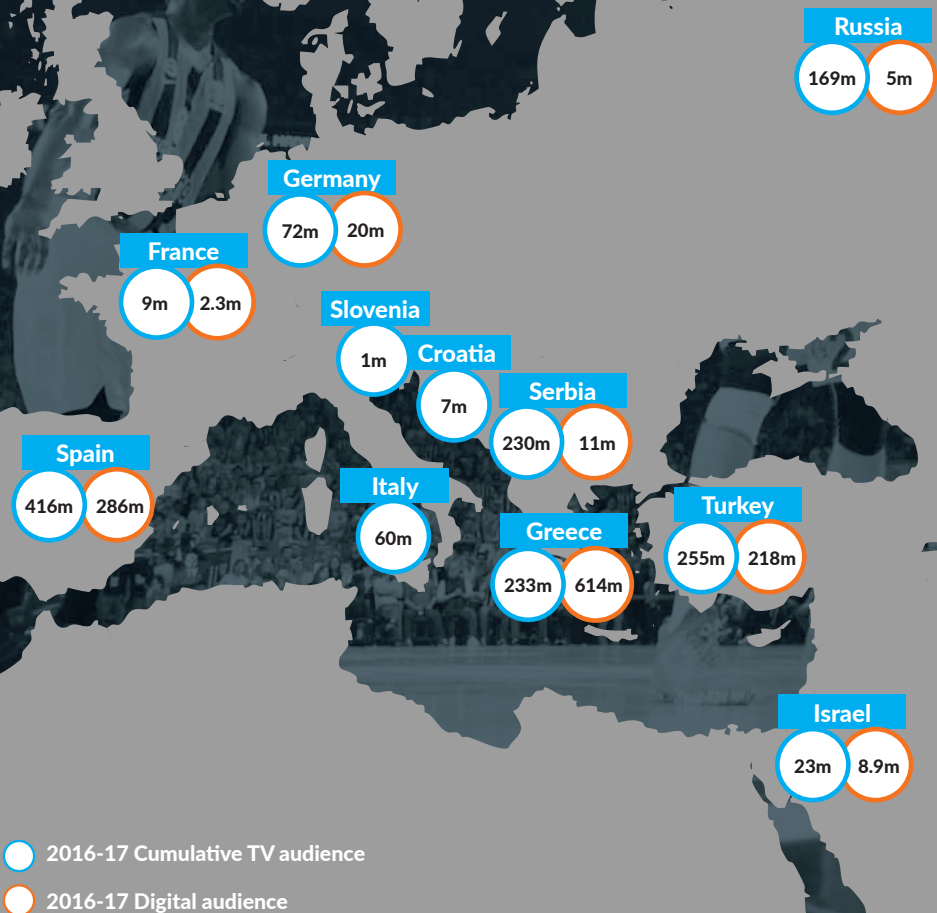
YEAR-ON-YEAR INCREASE IN EUROLEAGUE ATTENDANCE

EuroLeague average attendance was 8,554, up 13.2 per cent on last year's 7,550. Attendances have grown at a year-on-year average of over six per cent since the competition began in 2000-01.

The second-tier 7DAYS EuroCup, also in its first year of a new format, reached a cumulative television audience of 103.9m, 10.2m through live coverage and 93.7m via news, highlights and magazine programming. EuroCup online content racked up 157m pageviews on websites across Europe. EuroLeague estimates the second-tier competition generated an overall media value for its partners of €14m.

EUROPEAN POWERHOUSE

AUDIENCES FOR 2016-17 SHOW THE TURKISH AIRLINES EUROLEAGUE'S STRENGTH IN KEY MARKETS OF SPAIN, GREECE, TURKEY AND ITALY - BUT ALSO ITS GROWING PRESENCE IN THE HIGH-POTENTIAL MARKETS OF FRANCE AND GERMANY



WHAT LIES AHEAD?

EUROLEAGUE BASKETBALL has invested in continuing to grow the sport outside its existing key markets, and the new EuroLeague format is just the first step in a flurry of development for the continental competition.

A territorial expansion with priority on France, Germany and the UK remains key for the league to continue growing its business and expanding its footprint, fan-base and commercial appeal.

IMG's Ioris Francini explains: "We have great presence around the Mediterranean, but what about more central, northern countries in Europe? What would happen if there was a franchise established in those countries? This is the main goal: a geographical broadening of the EuroLeague footprint."

Euroleague Basketball has taken steps to support its clubs in development. Responding to a collective desire for sharing best practice and strategic business planning, it launched EuroLeague BOCS (Business Operations & Club Services), the first club services division in European professional sports, to will provide market-specific consultation to each EuroLeague club on a variety of business topics.

The league will maintain its focus on digital as the best way to reach new, younger fans. Increased investment in digital content will be visible over the coming season, with the release of original content series specifically aimed at the Millennial and Gen

Z segments. These will cover off-the-court stories about players, fans and clubs, with a social-first, mobile-first delivery.

The EuroLeague has moved quickly to capitalise on the growing eSports movement by developing a tournament in which its teams will compete in the coming 2017-18 season. This will culminate in a live eSports event at the Final Four FanZone in Belgrade in May 2018, and pave the way for an expanded e-league from the 2018-19 season.

The digital focus will also pay off for EuroLeague partners. Investment in a state-of-the-art system to capture, manage and analyse data will allow the league to know more about its fans. This will help EuroLeague deliver them the right content, product offers and partner messaging, including tailored marketing solutions with brand partners.

Youth and future are also central pillars of another two projects managed by Euroleague Basketball. The Adidas Next Generation Tournament enables the best U18 teams in the Continent and the future stars of European basketball to prove themselves in a battle for the Continental crown, while EB Institute's Sports Business MBA programme – organised in collaboration with Vytautas Magnus University – focuses on talent as well, but in this case off the court, training future professionals that will one day manage the sports business.




SIMPLY THE BEST

THE FINAL FOUR is the pinnacle of the Turkish Airlines EuroLeague competition, a three-day extravaganza that brings hundreds of thousands of fans to its host city.

For the 2016-17 season-ending Final Four in Istanbul, Euroleague Basketball partners IMG attempted to create what co-president Ioris Francini described as “the nirvana of production”, bringing together an all-star production team comprised of directors and camera crew from Modern Times Group in the Baltics and Digiturk in Turkey, with IMG Productions overseeing the operation.

Local club Fenerbahçe made the most of home advantage, defeating Olympiacos 80-64 to take home the title. “Turkey finally holds it, this historic victory”, wrote L’Équipe. “This weekend, nothing could resist Fenerbahçe. From the very first possession, Ekpe Udoh launched an alley-oop in the direction of Jan Vesely, making Sinan Erdem Dome, after seven seconds, drunk with happiness.”

The 2018 Final Four will go for the first time to Serbia, and the Kombank Arena in Belgrade. As the breeding ground for countless great EuroLeague players and coaches over the years, Belgrade has a long basketball tradition that makes it a unique place to bring together generations of stars who have given Serbia an impact on modern world basketball well beyond what the country’s size and population would indicate. Kombank, which opened in 2004, seats 18,400 fans for basketball, making it one of the largest Final Four venues ever.



FINAL FOUR 2017
@ SINAN ERDEM DOME -
ISTANBUL, TURKEY

WIDEN YOUR WORLD

WIDEN YO





Friday, May 19, 2017

SEMI FINALS

CSKA MOSCOW V
OLYMPIACOS

78-82

FENERBAHCE V
REAL MADRID

84-75

Sunday, May 21, 2017

CHAMPIONSHIP GAME

FENERBAHCE V
OLYMPIACOS

80-64



INTRODUCING THE 7DAYS EUROCUP

LAST SEASON was the first of the EuroCup's new format, and the first time the competition has had a naming partner. In the regular season, twenty-four teams are split into four groups of six, each team playing the others home and away.

Eight teams are eliminated before the

Top 16 round creates four groups of four. Group winners and runners up move into best-of-three playoff series for the quarter-finals, semi-finals and final. The winner qualifies for next season's EuroLeague.

A 12.6 per cent increase in game attendance saw an average of 5,112 fans

REGULAR SEASON

24 clubs (groups of 6)

GROUP A

UNICS Kazan	Darussafaka Istanbul
Cedevita Zagreb	FIAT Torino
MoraBanc Andorra	Levallois Metropolitans

GROUP B

Galatasaray Odeabank	Bayern Munich
Hapoel Bank Yahav Jerusalem	Lietkabelis
Grissin Bon Reggio Emilia	Buducnost VOLI

GROUP C

Lokomotiv Kuban	ALBA Berlin
Lietuvos rytas Vilnius	RETAbet Bilbao Basket
Limoges CSP	Partizan Belgrade

GROUP D

Herbalife Gran Canaria	Zenit Saint Petersburg
Tofas Bursa	Dolomiti Energia Trento
ratiopharm Ulm	ASVEL Villeurbanne

TOP 16

16 clubs (groups of 4)

GROUP E

1st A
2nd B
3rd C
4th D

GROUP F

1st B
2nd C
3rd D
4th A

GROUP G

1st C
2nd D
3rd A
4th B

GROUP H

1st D
2nd A
3rd B
4th C

attend the 186 EuroCup games in 2016-17. At the same time, there was a 41.5 per cent jump in online traffic at the competition's official website, EuroCupbasketball.com.

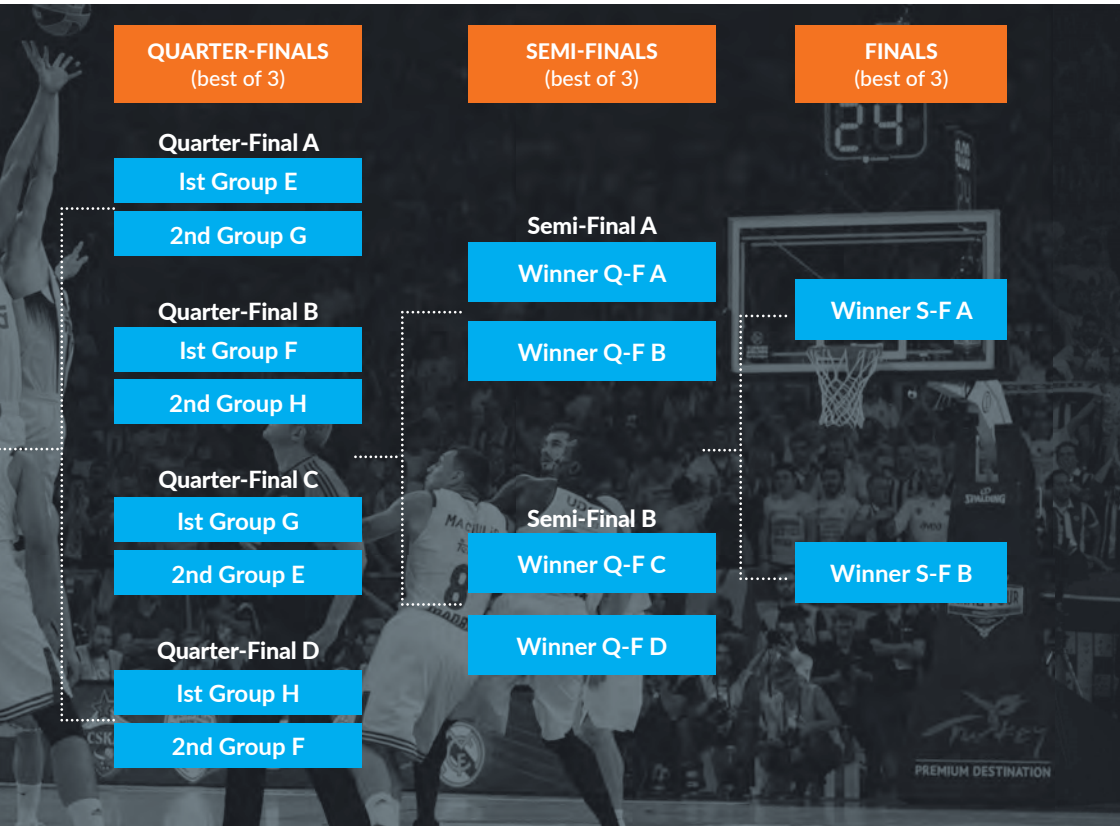
The coming season is the first for which Euroleague Ventures, the 10-season joint venture between Euroleague and IMG, has centralised media rights.

Euroleague Basketball and IMG have agreed an improved commercial structure and a new revenue distribution model similar to the top-tier EuroLeague's centralised structure, which will positively impact

the participating clubs with a guaranteed increase in the sports pool, as well as a new market pool distribution based on the television contracts signed in each territory.

The new media structure also includes a significant investment in production to improve the overall content offering.

As a result, fans will be provided with better quality broadcasts and a wider range of content on digital platforms, including additional highlights and the ability to watch live games on the Euroleague.tv online platform.





WELCOME TO ONE TEAM

ONE TEAM is Euroleague Basketball's community programme, which uses basketball as a tool to empower those living at risk of exclusion and ensure they have the life skills to better integrate into society.

All 40 clubs from across the Turkish Airlines EuroLeague and 7DAYS EuroCup deliver One Team in their communities, spanning 13 countries.

Euroleague Basketball invites clubs to the One Team Annual Workshop where they receive training on how to use the One Team Methodology to develop tailored programmes to improve the lives of members of their community

70

COMMUNITY
PARTNERS
ENGAGED
SINCE 2012

that are at risk of exclusion.

Clubs return to their community to identify the local social integration issues that exist, and search for a local partner that can identify appropriate groups to work with. Partners provide expertise around working with vulnerable groups. Clubs provide expertise on how basketball can be applied to improve their lives.

Issues targeted include substance abuse (Unicaja Malaga's work with Proyecto Hombre), community cohesion (such as Anadolu Efes Istanbul, partnered with the Koruncuk Foundation) and Disabilities (e.g. Real Madrid and Adapted School Basketball).

HIGHLIGHTS OF ONE TEAM

RESULTS OVER THE FIVE YEARS SINCE LAUNCH IN 2012



Engaged
14,000
participants



Inspired
42 clubs
to bring One Team to their
community



Delivered One Team in
14 countries



Involved
106
ambassadors
(current and former
players and coaches)



Communicated with
2m on Twitter
and
20m on Facebook



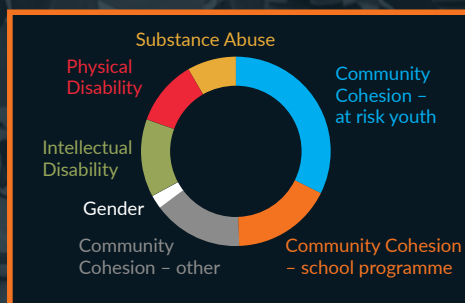
57% of Turkish
Airlines EuroLeague
Final Four 2017 fans know
about One Team

WHAT DO THE NUMBERS SAY?

2016/2017 SEASON


281 One
Team sessions
took place across
Europe in 2016-17

474 hours of
One Team activities
were delivered



1634
participants took
part in regular
One Team sessions

One
Team
reached



25% girls
75% boys


Age range split

6 to 10	Short bar
11 to 15	Medium bar
16 to 20	Long bar
21 to 25	Medium bar
26 to 35	Short bar



REGION FOCUS:

SPAIN



SPAIN REMAINS ONE OF EUROPEAN BASKETBALL'S HEARTLANDS, AND IN THE 2017-18 SEASON, ITS THREE PERMANENT FRANCHISES - BASKONIA VITORIA GASTEIZ, FC BARCELONA LASSA AND REAL MADRID - ARE JOINED BY TWO COMPATRIOTS. MALAGA'S UNICAJA STEPS UP AS WINNER OF THE 2016-17 EUROCUP, WHILE VALENCIA BASKET WON ITS FIRST SPANISH LEAGUE TITLE. MADRID, WHICH FINISHED TOP AFTER THE 2016-17 EUROLEAGUE REGULAR SEASON, WILL WANT TO IMPROVE ON ITS SEMI-FINAL SHOWING.



2016/17
COMBINED TV & DIGITAL AUDIENCE:

702.4m



TV COVERAGE:
2016-17
416.3m
Cumulative audience




DIGITAL COVERAGE:
2016-17
286.1m
page views



REGION FOCUS:

TURKEY



FENERBAHÇE DOĞUS ISTANBUL, ONE OF TURKEY'S TWO PERMANENT FRANCHISES ALONGSIDE ANADOLU EFES ISTANBUL, LAST SEASON BECAME THE FIRST TURKISH CLUB TO TAKE HOME THE TURKISH AIRLINES EUROLEAGUE TROPHY. THE CLUB'S SUCCESS DROVE HUGE VIEWERSHIP IN THE COUNTRY, REACHING A CUMULATIVE LIVE AUDIENCE OF 21.6M.



2016/17
COMBINED TV & DIGITAL AUDIENCE:

473.2m





TV COVERAGE:
2016-17
254.8m
Cumulative audience

DIGITAL COVERAGE:
2016-17
218.4m
page views

Championship winners Fenerbahçe Dogus Istanbul



REGION FOCUS:

GREECE



THE TURKISH AIRLINES EUROLEAGUE CONTINUED TO DRAW HUGE AUDIENCES IN GREECE THROUGH THE 2016-17 SEASON, DRIVEN BY OLYMPIACOS PIRAEUS' RUN TO THE FINAL. OLYMPIACOS WAS ALSO TWICE VICTORIOUS IN THE 'DERBY OF THE ETERNAL ADVERSARIES', ITS RIVALRY WITH PANATHINAIKOS ATHENS, THE OTHER GREEK PERMANENT FRANCHISE.



2016/17

COMBINED TV & DIGITAL AUDIENCE:

874.2m



TV COVERAGE:

2016-17

232.9m

Cumulative audience

DIGITAL COVERAGE:

2016-17

614.3m

page views

CSKA Moscow v Olympiacos Piraeus - Final Four



REGION FOCUS:

RUSSIA



CSKA MOSCOW, RUSSIA'S PERMANENT TURKISH AIRLINES EUROLEAGUE FRANCHISE, REACHED THE FINAL FOUR AGAIN LAST SEASON. THE CLUB HAS MADE THE END-OF-SEASON SMASH EVERY TIME SINCE 2009-10, AND WILL LOOK TO PUSH FURTHER THIS SEASON. IT IS JOINED IN THE EUROLEAGUE BY KHMKI MOSCOW REGION, RUNNER-UP IN THE VTB LEAGUE.



2016/17
COMBINED TV & DIGITAL AUDIENCE:

174m





TV COVERAGE:
2016-17
168.7m
Cumulative audience



DIGITAL COVERAGE:
2016-17
5.3m
page views

CSKA Moscow v Olympiacos Piraeus - Final Four



REGION FOCUS:

SERBIA



SERBIA PROVIDED THE LARGEST CUMULATIVE TURKISH AIRLINES EUROLEAGUE AUDIENCE OF ALL THE ADRIATIC COUNTRIES IN 2016-17, REACHING 240M. THE KOMBANK ARENA IN CAPITAL BELGRADE WILL HOST THIS SEASON'S FINAL FOUR. CRVENA ZVEZDA MTS BELGRADE, WHICH JUST MISSED OUT ON LAST SEASON'S PLAYOFFS, WILL HOPE FOR THE CHANCE TO FINISH THE SEASON AT HOME.



2016/17

COMBINED TV & DIGITAL AUDIENCE:

240.9m



TV COVERAGE:
2016-17
229.6m
Cumulative audience



DIGITAL COVERAGE:
2016-17
11.3m
page views

Darussuafaka Dogus Istanbul v Crvena Zvezda mts Belgrade - Dangubic, Nemanja

REGION FOCUS:

REST OF EUROPE

ISRAEL, ITALY, GERMANY AND LITHUANIA ALL RETURN A TEAM TO THE EUROLEAGUE THIS SEASON: MACCABI FOX TEL AVIV, AX ARMANI EXCHANGE OLIMPIA MILAN, BROSE BAMBERG AND ZALGIRIS KAUNAS RESPECTIVELY. TURKISH AIRLINES EUROLEAGUE TELEVISION COVERAGE IN THE FOUR COUNTRIES REACHED A COMBINED AUDIENCE OF 155M IN 2016-17.

CUMULATIVE TV VIEWERS

ISRAEL - 22.9M

ITALY - 59.7M

GERMANY - 71.8M

LITHUANIA - 33M





EA7 Emporio Armani Milan v Olympiacos Piraeus



+67%

DIGITAL PAGE VIEWS

[2016-17 compared to 2015-16]



+27%

LIVE TV COVERAGE

[2016-17 compared to 2014-15]



+13.2%

ATTENDANCES

[2016-17 compared to 2015-16]