



**THE
BASKETBALL
CHANNEL**

Everything Hoops Worldwide



THE BASKETBALL CHANNEL

The Basketball Channel is the first global sports channel dedicated exclusively to content that covers "everything basketball" for a worldwide audience 24/7.

TBC is presenting the sport from a global, not an NBA-only perspective



BASKETBALL IS A GLOBAL SPORT

- Over 2 billion spectators worldwide.
- Over 450 million players worldwide.
- FIBA, the world governing body for basketball, counts 215 separate nations as members on five continents.
- Basketball is the #1 urban team sport.



The Worldwide Popularity of Basketball Continues to Grow

- **In Europe there are now over 20 separate professional basketball leagues that participate in the wildly popular Euroleague Tournament.**
- **For the 2015 NBA Championship Final game fans in 215 countries bought broadcast rights.**
- **The Finals were streamed in 47 different languages.**
- **NBA estimated that 278 million fans followed The Finals through social media networks.**
- **FIBA Worldwide Rankings (2015):**
 - **Spain #2 worldwide**
 - **Lithuania #4**
 - **France #5**
 - **Serbia #7**
 - **Turkey #8**
 - **Greece #10**
 - **Croatia #12**
 - **Slovenia #13**





The NBA Has Grown The Sport Exponentially

- **There are currently 101 international players from 37 countries in the NBA.**
- **Viewers in 215 countries watched the NBA Finals in 47 different languages last year.**
- **More people watch the NBA and visit NBA.com outside the United States than within it.**
- **The success of the NBA's social media platforms are driven by global fans. Almost 50% of the league's followers on Facebook, Twitter and YouTube are international.**



Youth Appeal Worldwide

"Statistics show that the craze for this sport has increased amongst young girls and boys over the last decade. If you look around the world and get the statistics of what's the most popular sport in the age group of 14-18, it's basketball across all genders."

***Patrick Baumann, Secretary-General FIBA,
the governing body of international basketball.***



Basketball is Pop-Culture

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A Vastly Under-Served Audience



- **There is no global sports channel committed to exclusive basketball programming & content.**
- **The vast majority of targeted basketball content from around the world is almost never seen on traditional television and is only available online.**
- **Basketball related youtube channels have subscribers and video views in the billions.**
- **Hundreds of millions of passionate hoops fans have no dedicated media outlet that consolidates the broad variety of targeted basketball content onto one themed channel.**
- **TBC is curated content designed specifically for the European basketball fan. Online content is uncurated, unstructured, and requires more time to access.**

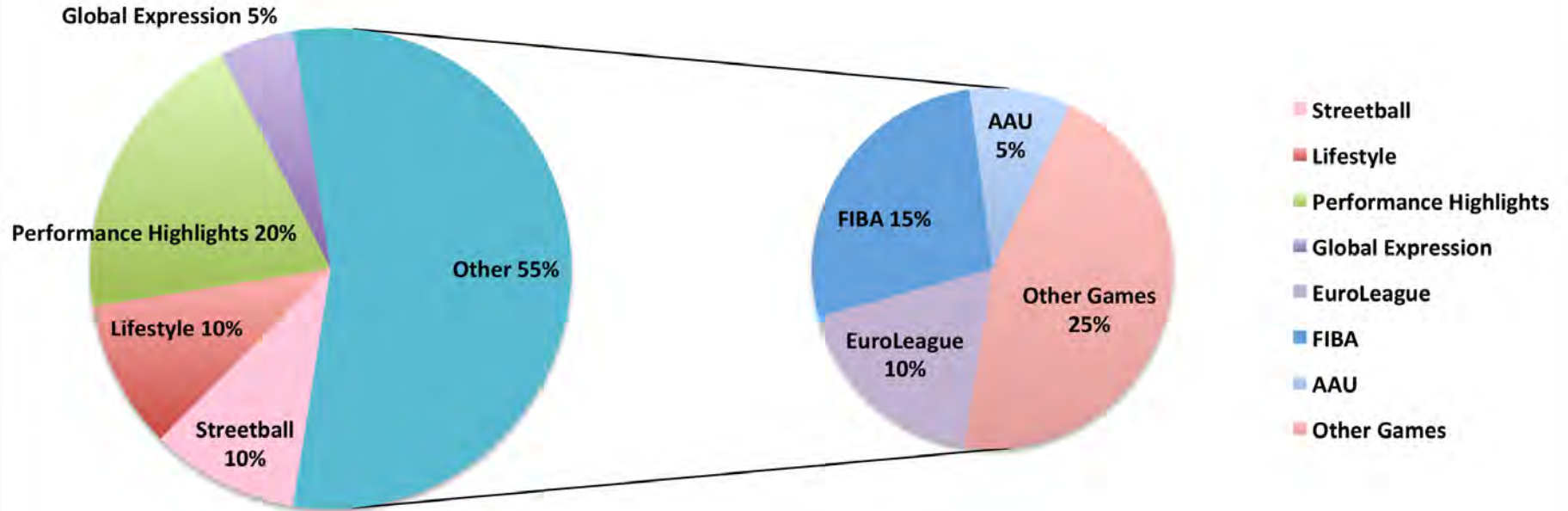
Filling the Niche

A specialized corner of the highly desirable sports market



- **The Basketball Channel consolidates the myriad of global basketball themed content onto one destination channel.**
- **Global games, lifestyle programming, top youtube clips and mixed tapes, and more, curated by NBA players, professional analysts, and young multicultural hosts.**
- **Available for all traditional, mobile, IPTV, and OTT platforms, The Basketball Channel is the world's only dedicated television channel for all things basketball, 24/7.**

Content Wheel



The Basketball Channel Original Programming



Euroleague Top 10

Non-stop action featuring the best plays, dunks, shots, assists, blocks and more, as Europe's elite professional teams compete for the Euroleague title.



Red Bull NBA Connection

Join NBA superstars, up close and personal, as the Red Bull roster of elite basketball talent brings you along for an intimate look at their lives and the game they love.



Before They Were Pros

What does an NBA superstar's game look like in high school? Check out rare game footage & vintage interviews from Kobe Bryant, LeBron James, Carmelo Anthony and more.....before they were pros.



Wild World of Basketball

Basketball "outside-the-box". Explore the wacky world of non-traditional basketball, from high flying dunk teams to Asian Freestyle crews, trick shot specialists, to child proteges, we travel the world to find you the cutting edge of hoops.



Mixtape Futurestars

The top high school prospects in America show their stuff in the best mixtapes on earth from Ballislife. We show you the elite players that every top college in America is fighting to recruit. This is the face of the NBA a year from now.



Ballup Streetball

The greatest global streetball superstars take on the world. Join The Professor, Violator, Air Up There, Baby Shaq and the Bone Collector as they spin their own style of high flying streetball from around the world.



Hooplife

It's all about what's going on *off the court*. From new apparel and shoes lines from NBA superstars to global teenagers living the basketball lifestyle, we've got it!



Red Bull King of the Rock

The world's most prestigious one-on-one tournament brings 32 finalists from 23 countries to face off for the championship of the 1X1 world.



One Devotion: Euroleague Weekly

Magazine The official weekly magazine show of Euroleague with news, features and highlights.



Summer League Top Plays

What do NBA players do in the off-season? They play summer ball of course! We've got all the Pro-Am hoops action, when the regular season ends.



SneakerHeads

Everything that *is* the \$10 billion global sneaker subculture. New releases from Nike, Adidas, Under Armour and Reebok with reviews, top classic collections, rare finds and more.



FIBA Top 10

The greatest plays, dunks, handles, defense, alley-oops and more from the International Basketball Federation.

Over-the-top (OTT) Internet Protocol Television (IPTV) & Mobile Platforms

The Basketball Channel is available for any internet-connected platform or mobile device in both a linear and video-on-demand format.

- Set-top boxes
- Smart TV
- Gaming Consoles
- Mobile Devices
- Tablets
- PC/Laptops



Social Media

Internet-based social media platforms are increasingly the medium of choice for sports coverage, fostering unprecedented access to any sport, any time, any player, content.

Due to its youthful demographics, The Basketball Channel is particularly well-suited to take advantage of social media marketing and second-screen interaction with viewers.

- **5 of the 10 most Tweeted about sports events were basketball games.**
- **27 million Tweets were sent during the Heat vs. Spurs NBA Finals.**

You Tube

facebook



twitter

GAMES: TOP LEAGUES FROM AROUND THE WORLD



GAMES

CHAMPIONSHIP GAMES

Not just any game is good enough for The Basketball Channel.

We've got games, lots of special games, and our analysts call the play by plays.

Championship games and series from all over the world.

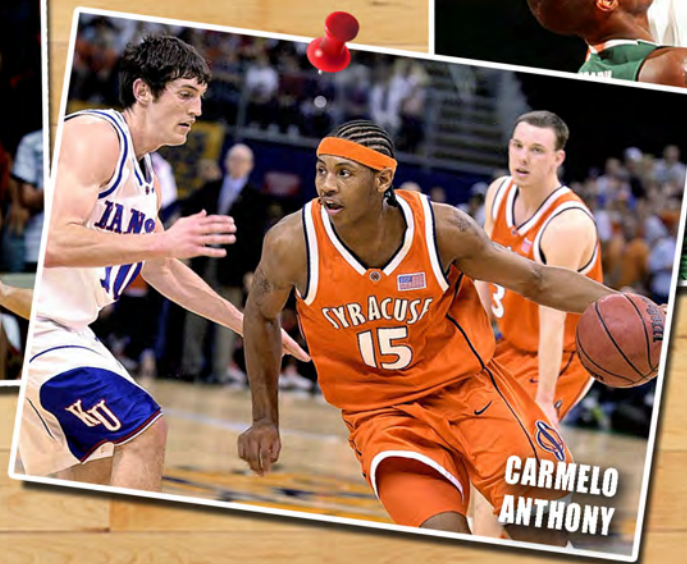
- Professional Leagues
- NCAA
- National Teams
- FIBA Tournaments
- Pro-Am Summer Leagues



GAMES

NBA SUPERSTARS BEST COLLEGE GAMES

- Did you miss your favorite NBA player when they were tearing it up in College?
- The Basketball Channel takes you back to the important college games that made them top draft picks.



GAMES

ELITE AAU AND HIGH SCHOOL MATCHUPS

The very best high school & club games from the United States

- **McDonald's All-American Game - The definitive rite-of-passage. The annual All-Star game for the best high school players.**
- **AAU tournament games from the top club teams in America.**
- **The top high school teams in the United States going head-to-head.**
- **Kobe, LeBron and other NBA stars in high school.**



GAMES

3 on 3 Tournaments

3 on 3 basketball is the largest urban team sport in the world and we've got it.

Tournaments and highlights from the best 3 on 3 tournaments around the globe.

- FIBA World Tour
- Nike 3 on 3
- Hoopfest
- Red Bull King of the Rock
- Rip City 3-on-3

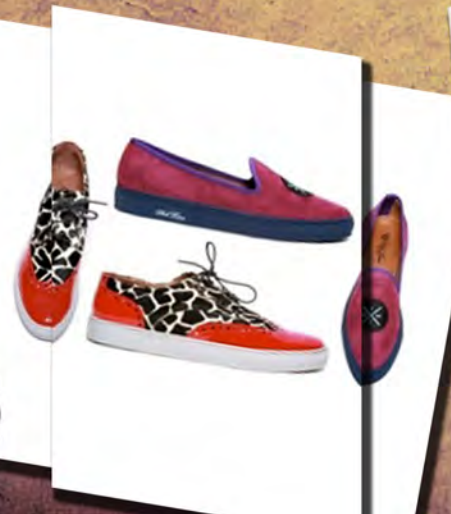
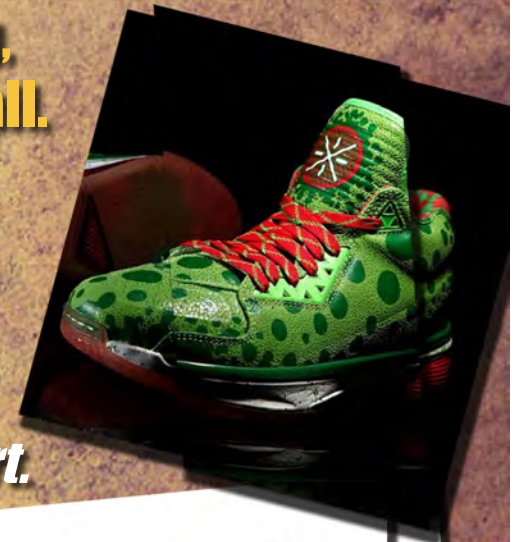


LIFESTYLE

HOOP LIFE

The hottest trends in music, clothing, and the lifestyle of all things basketball.

- Check out the latest sneaker releases and the newest apparel lines from top NBA players.
- It's about what's going on *OFF the court*.



Westbrook x Barneys New York
X Jordan
Performance T-Shirt
On-Itz Mesh Basketball Shorts



LIFESTYLE

→ SNEAKERHEAD ←

Basketball sneakers are pop-culture and the market is booming.

Track all the new sneaker releases.... check out reviews and tests from your favorite youtube channels.... and keep up with sneakerhead culture.... all on one show.

- **Basketball footwear sales in the U.S. are projected to hit \$4.7 billion in 2015.**
- **What was once a fringe urban shoe trend has become mainstream with rare limited edition releases from Nike, Adidas, Air Jordan, Converse, Reebok and Under Armour.**



LIFESTYLE

WILD WORLD OF BASKETBALL



The diverse world of basketball extends way beyond just professional leagues and championship games.

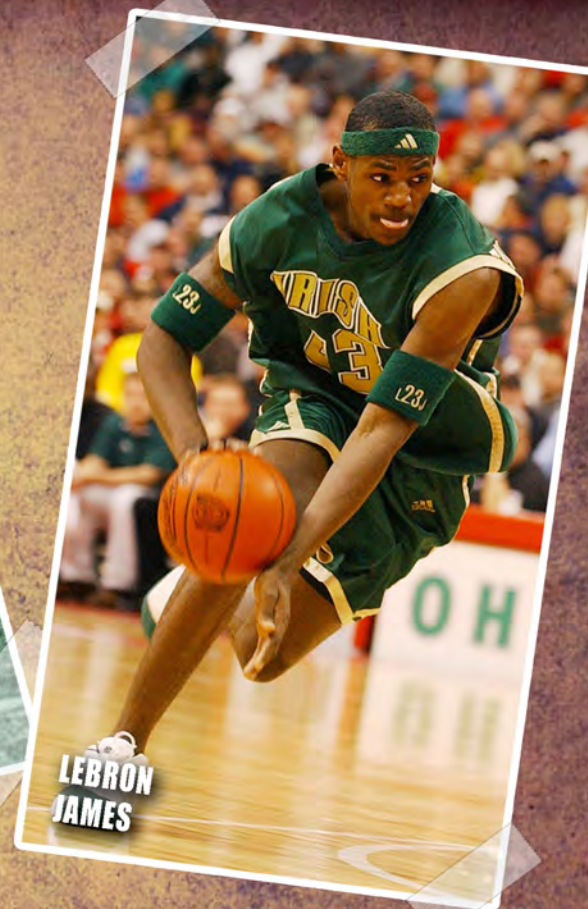
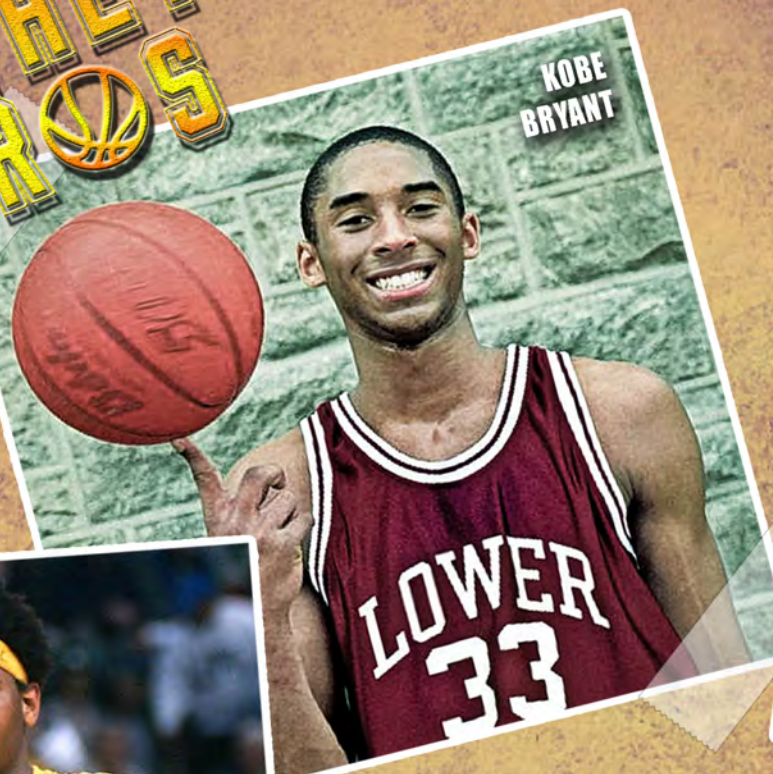
This is the show that thinks outside-the-box. Our researchers scour the internet to bring you basketball like you've never seen before.

- **Teenage Freestyle Crews in China and Japan are showcasing their skills at international competitions.**
- **Acrobatic Dunk Teams are flying high.**
- **Trick shots artists are draining the impossible.**



MIXTAPES & HIGHLIGHTS

BEFORE THEY WERE PROS

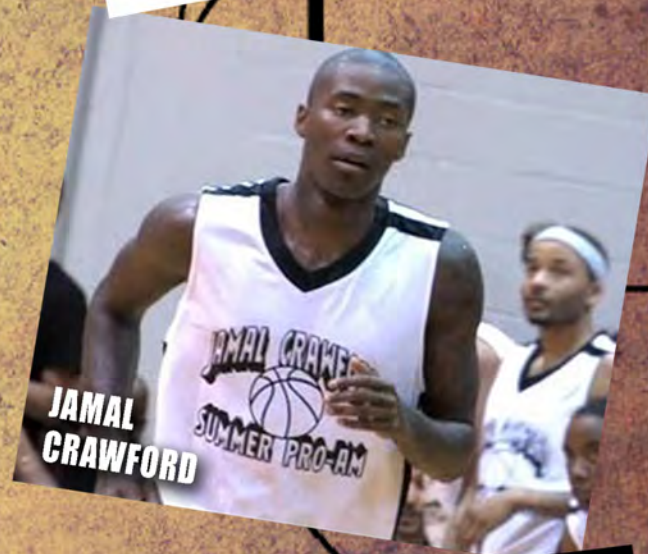


- What does an NBA star's game look like in high school?
- We have rare game footage & vintage interviews with superstars like Kobe Bryant, LeBron James, and Carmelo Anthony before they were pros.

MIXTAPES

BALLSLIFE SUMMER LEAGUE

- What do NBA stars like Kevin Durant and James Harden do in the off season? They play summer league of course!
- From the Drew League in Los Angeles, Rucker Park in New York City, or Jamal Crawford's Seattle Summer League, we've got your all-access pass to the best off-season hoops.



MIXTAPES

BALLISLIFE

PRESENTS:

MIXTAPE FUTURESTARS

The top high school prospects every college is fighting for.



- **BALLISLIFE is the most highly subscribed mixtape channel on youtube.**
- **Mixtapes are the most popular basketball content on youtube.**
- **968,250 subscribers and 244,595,661 views.**
- **Tomorrow's NBA stars.**



Key Management:

William (Bill) Shepherd - Chief Executive Officer Mr. Shepherd is a seasoned television/new media/telecom industry veteran with decades of experience in content distribution with senior executive level oversight responsibilities.

Mark Englander - Chief Financial Officer

Mr. Englander is the managing partner of Englander & Englander public accounting and has a Proven track-record in developing and guiding strategic financial planning for start-ups.

H. Daniel Gross - Chief Operating Officer/Executive Vice President Programming & Production Mr. Gross is a 25 year television & film executive with senior level tenures at a variety of global media entities including Miramax/Dimension Films. He has specific expertise in operating global genre-specific sports oriented television channels.

John Lucas II - Senior Basketball Media Consultant

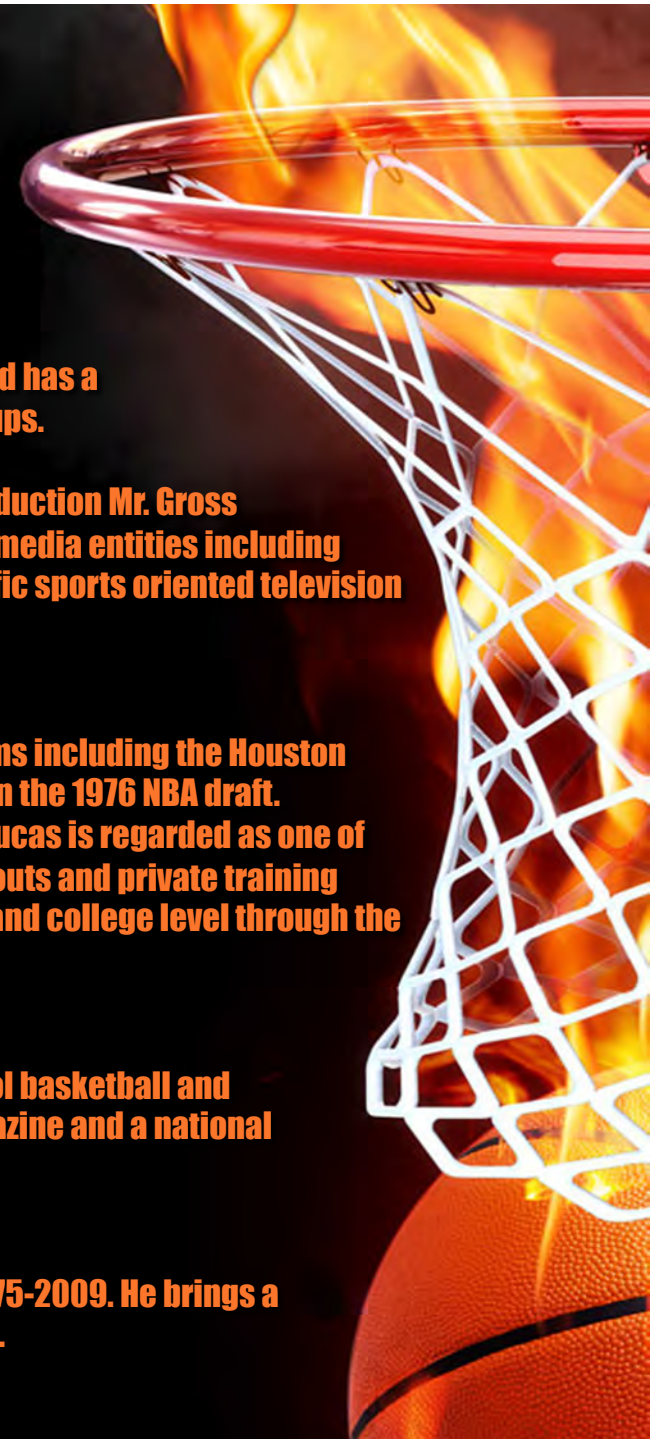
John Lucas II is a retired NBA player who played 14 seasons with several different teams including the Houston Rockets, Golden State Warriors and the Washington Bullets. He was the #1 draft pick in the 1976 NBA draft. Following his retirement, Lucas served as head coach for three different NBA teams. Lucas is regarded as one of the world's best resources for basketball training and development. His camps, workouts and private training sessions are attended by elite level basketball players of all ages, from high school and college level through the professional ranks.

Van Coleman - Vice President Basketball Operations

Mr. Coleman is one of the most highly respected scouts and authorities on High School basketball and Recruiting in the United States. A broadcaster, a former publisher of Future Stars Magazine and a national recruiting analyst, his knowledge of basketball is second to none.

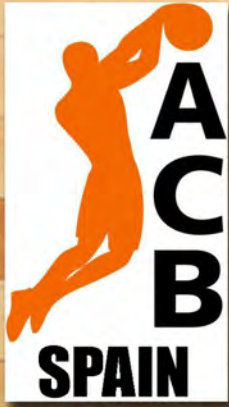
Alan Bailey - Chief Compliance Officer/ Investor Relations

Mr. Bailey served as Senior Vice President & Treasurer at Paramount Pictures from 1975-2009. He brings a life-time of experience in global corporate media financing and reporting to the table.



END

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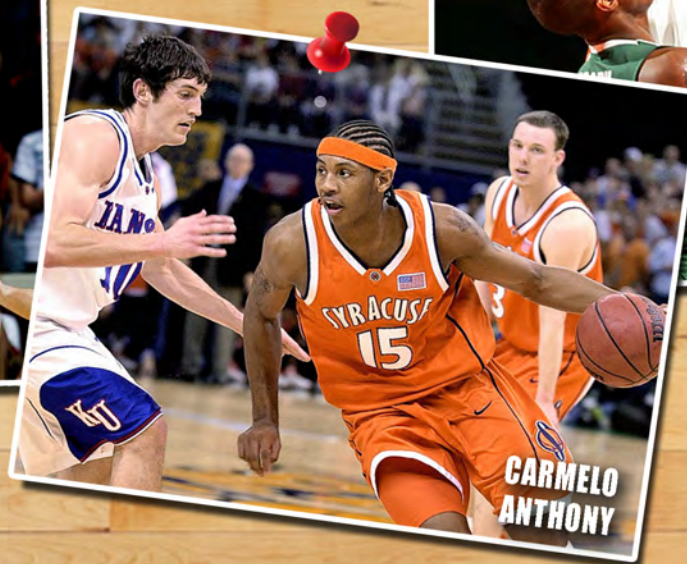
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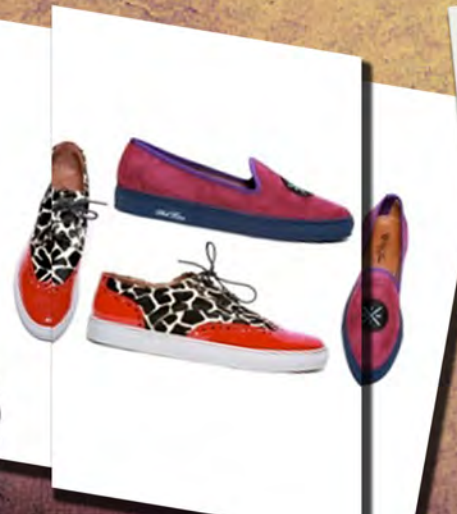
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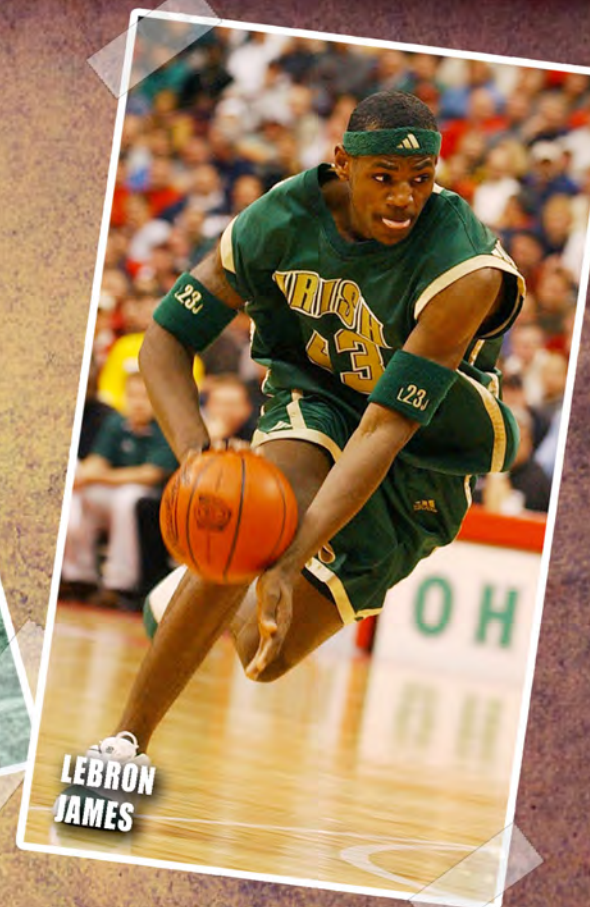
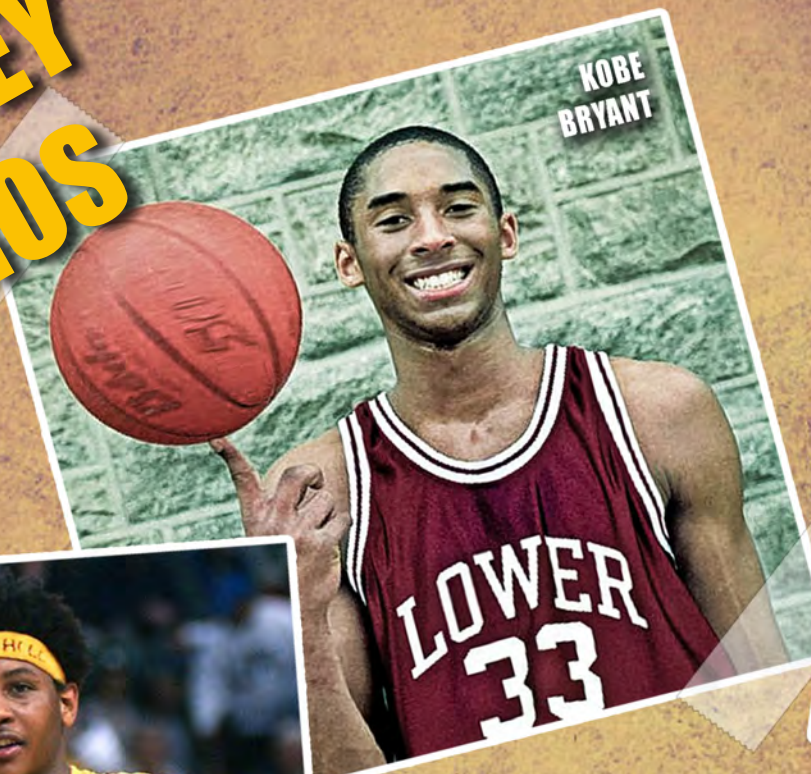
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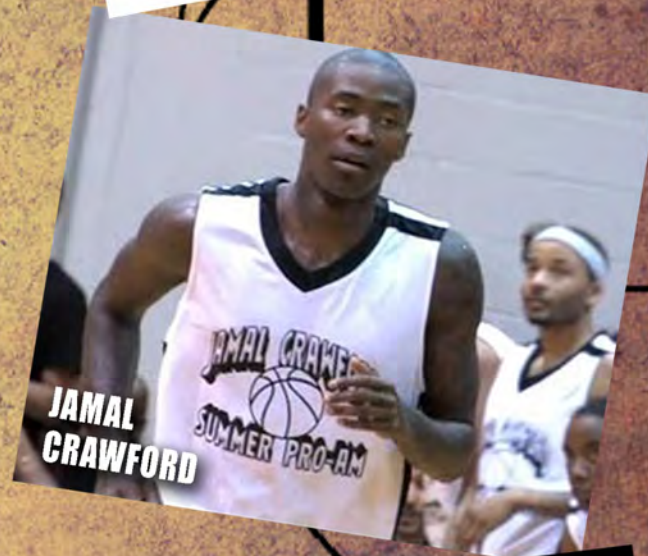


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