

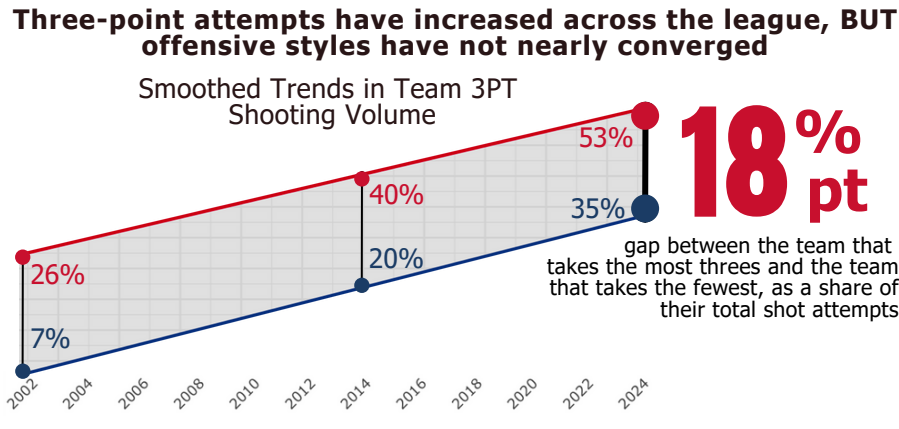
THE LONG GAME: NBA THREE-POINTERS & WHY THEY'RE NOT THE PROBLEM

Analyzing Three-Point Trends Through the Lens
of the NBA's Viewership Concerns

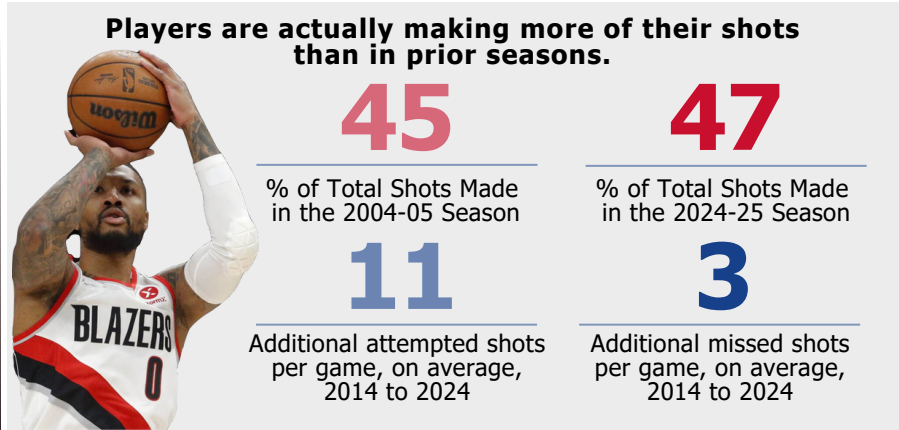


Over the past 15 seasons, the NBA's dramatic rise in three-point shooting has reshaped team strategies and player roles. More recently, TV viewership has declined to near all-time lows, with many fans and critics blaming the league's heavy reliance on threes for driving audiences away. **At the center of this argument lie 3 main concerns—often overstated or unfounded—related to the growing volume of three-point shots.**

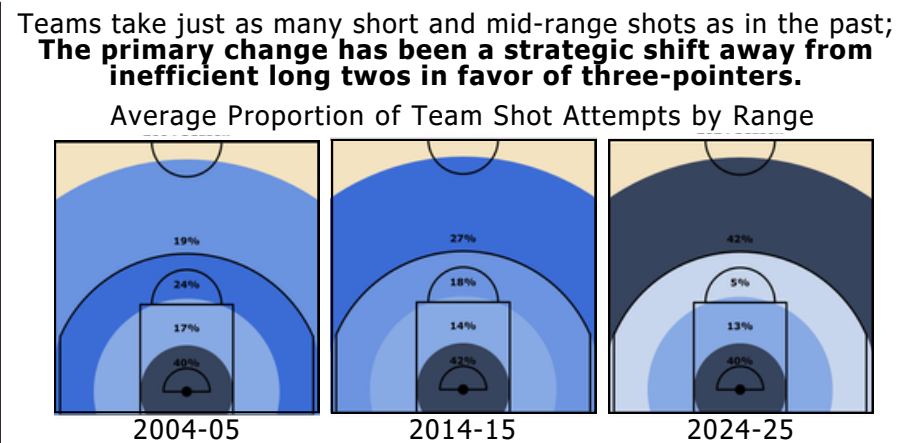
Offensive styles have converged with all teams heavily relying on three-point shooting, making games repetitive and boring.



The increased volume of three-point attempts has led to more missed shots, forcing the audience to watch more frequent "failures".



Elements that bring variety and excitement—like mid-range jump shots and dunks—have become less prominent as teams and players instead opt for threes.



There is no evidence that the rise in three-point shooting is even remotely responsible for the decline in TV ratings. To better understand the trend, we must look elsewhere, starting with:

Shifts in media consumption habits

The Frequency of fouls and free throws

Decreased availability and resting of star players