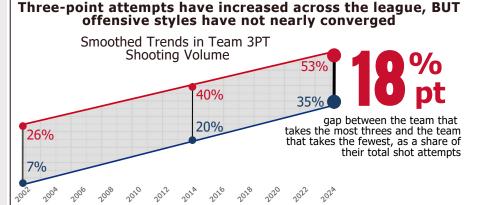
THE LONG GAME: **NBA THREE-POINTERS & WHY** THEY'RE NOT THE PROBLEM

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.



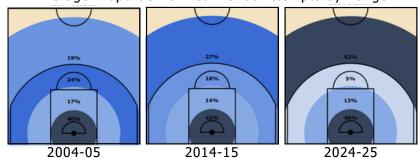
The increased volume of threepoint attempts has led to more missed shots, forcing the audience to watch more frequent "failures'

Players are actually making more of their shots than in prior seasons. % of Total Shots Made in the 2004-05 Season % of Total Shots Made in the 2024-25 Season Additional missed shots Additional attempted shots per game, on average, 2014 to 2024 per game, on average, 2014 to 2024

**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.

Teams take just as many short and mid-range shots as in the past; The primary change has been a strategic shift away from inefficient long twos in favor of three-pointers.

Average Proportion of Team Shot Attempts by Range



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