They want to primarily look at ratings

League doesn’t think in terms of revenue

Flag which ones are national games

1. Revenue
2. Public perception: Ratings, etc.
3. Selecting which games get on national television
   1. Weekend games vs. weekday games

Rank order games based on model output

Entertainment value ex-post

Model ex-ante

Leo: Work on

Define metric

Model metric

Make season

Seasonality

Entertainment value inputs:

Attendance/Capacity

National Ratings

Revenue

Web\_Metrics

Game\_Data

Social media

|  |  |
| --- | --- |
| **Filename** | **Description** |
| ASG\_Dates.csv | Dates of historical All-Star Games back to 2010-11 |
| Attendance\_and\_Capacity\_Data.csv | Game attendance and arena capacities back to 2010-11 |
| DMA\_Households.csv | Breakdown of Designated Market Area (DMA, in TV Households) by team market |
| End\_of\_Season\_WPct.csv | Final regular season Win Pct by season by team back to 2010-11 |
| Game\_Data.csv | Relevant regular season game statistics back to 2010-11 |
| Jersey\_Sales\_Rankings\_Data.csv | Data representative of rankings of jersey sales via NBA channels back to 2010-11 |
| National\_Ratings.csv | National TV broadcast ratings back to 2013-14 |
| Pct\_Indy\_Tix\_Sold.csv\* | Data representative of the proportion of the final individual game tickets sold on a given date for a substantial subset of teams back to 2010-11 |
| Player\_Data.csv | Box score stats for every NBA player across every game back to 2010-11; includes whether or not a player was elected an All-Star in a given season |
| RSN\_Ratings.csv | Regional sports network (RSN) local TV broadcast ratings back to 2013-14 |
| Team\_Abbreviations.csv\*\* | Team abbreviations used throughout the datasets |
| Web\_Metrics.csv | Web metrics associated with team-specific websites back to 2010-11 |
| WPct\_by\_Day.csv | Regular season Win Pct by day by team back to 2010-11 |
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