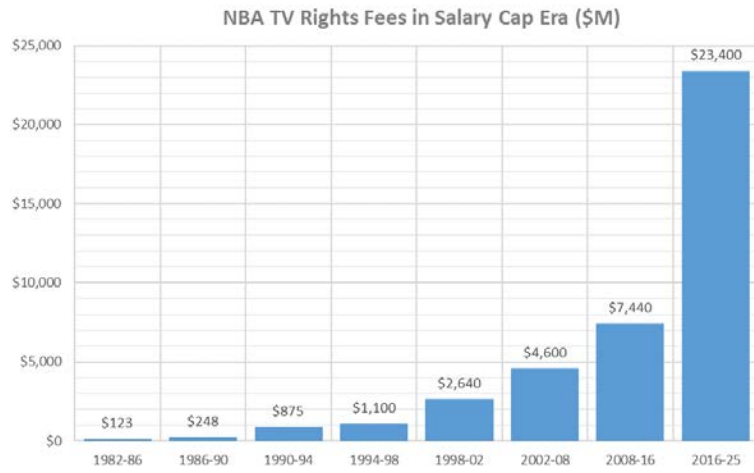


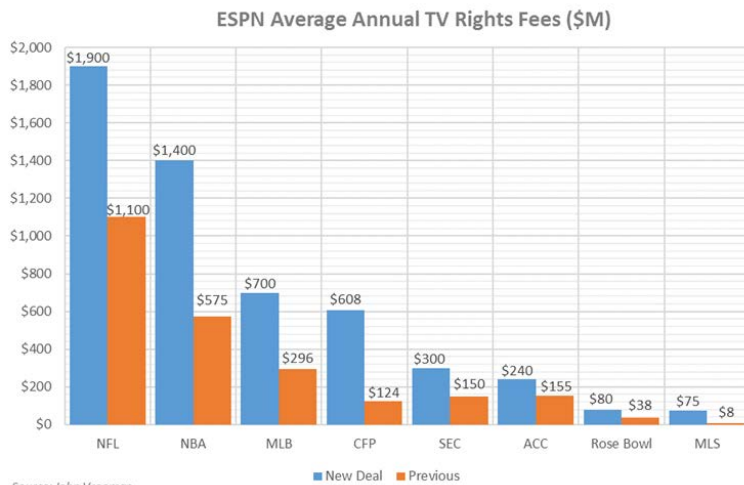
NBA's Golden Goose



Source: John Vrooman

National Basketball Association Media Rights Fees (\$M)									
Years	Total	Years	Annual	ABC	CBS	NBC	FOX	ESPN	TBS
1982-86	\$123	4	\$31	...	\$23	\$3	\$5
1986-90	\$248	4	\$62	...	\$43	\$19
1990-94	\$875	4	\$219	\$150	\$69
1994-98	\$1,100	4	\$275	\$188	\$88
1998-02	\$2,640	4	\$660	\$438	\$223
2002-08	\$4,600	6	\$767	\$400	\$367
2008-16	\$7,440	8	\$945	\$575	\$370
2016-25	\$23,400	9	\$2,600	\$1,400	\$1,200

Source: John Vrooman



Source: John Vrooman

ESPN Average Annual TV Rights (\$M)								
	NFL	NBA	MLB	CFP	SEC	ACC	Rose Bowl	MLS
New Deal	\$1,900	\$1,400	\$700	\$608	\$300	\$240	\$80	\$75
Previous	\$1,100	\$575	\$296	\$124	\$150	\$155	\$38	\$8
Change	\$800	\$825	\$404	\$485	\$150	\$85	\$43	\$67
% Change	72.7%	143.5%	136.5%	391.4%	100.0%	54.8%	113.3%	837.5%
Year	2014	2016	2014	2014	2014	2013	2014	2015

Source: John Vrooman