



FIBA

We Are Basketball

PROMOTING

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4.4 TELEVISION



WHY YOU SHOULD READ THIS CHAPTER?

Let's Build Real Partnerships with Television

Television is often the key revenue generator for a Federation. Although this is true, television should also be seen as a real partner for the federation.

It is important to remember that television will only buy basketball if the audience wants to consume basketball. This is why it is crucial to build a partnership that benefits both our sport and those who want to watch it.

Let's listen to what television has to propose: ideas and proposals should always be considered, discussion and deliberations should always take place if the common objective is to increase the exposure and visibility of our sport without damaging its essence.

This chapter will give you a list of tools that you, as a Federation, can use to become even more attractive to television, and therefore to those who watch it.