



Movistar Plus+ to broadcast BKT EuroCup Playoffs

Euroleague Basketball is proud to announce that Movistar Plus+ will reinforce its Euroleague Basketball competitions portfolio in Spain by bringing Dreamland Gran Canaria's and Joventut Badalona's playoff games plus the BKT EuroCup Semifinals and Finals to the country's devoted basketball fans.

Movistar Plus+ will broadcast every BKT EuroCup fixture played by a Spanish team in addition to select semifinal games and the EuroCup Finals.

The BKT EuroCup started the 2023-24 season with a revamped competition format in which the regular season reduced the number of teams advancing to the playoffs from eight to six, with the top two teams in each regular season group advancing directly to the quarterfinals. In addition, the semifinals and finals will be played in a best-of-three format instead of a single game. The eighthfinal and quarterfinal phases maintain the single-game knockout format that has been unanimously celebrated by the fans as it brings a true basketball drama.

Movistar Plus+'s broadcasts will start with the eighthfinals do-or-die game between Joventut and ratiopharm Ulm on March 5, followed by the reigning EuroCup champion, Gran Canaria putting its title on the line against Besiktas Emlakjet Istanbul on March 6.

The BKT EuroCup is the last basketball addition to the Movistar Plus lineup, which broadcasts Europe's premier club basketball competition, the Turkish Airlines EuroLeague; the NBA, and the Spanish domestic league (ACB).

About Euroleague Basketball

Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the BKT

EuroCup, as well as the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament. In 2016, Euroleague Basketball formed a Joint Venture with IMG Media (an Endeavor company) to manage global, media, marketing and commercial rights, having propelled exposure and awareness to record numbers.

The EB competitions bring the elite of European basketball to all five continents and the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.

About Movistar Plus+

Movistar Plus+ is the leading audiovisual entertainment offering of the Telefónica Group in Spain. Its proposition includes bold original productions and the best premium sports content, films, series, documentaries and programmes, in addition to the best functionalities and on-demand access so users can enjoy watching television wherever, however and whenever they wish. The Movistar Plus+ offering also includes some of the top international operators with which we have established strategic partnerships in Spain, such as Netflix, Disney+, Prime Video and DAZN, along with the Spanish platforms ATRESPlayer, Mitele and FlixOlé.

In order to strengthen our leadership and expedite our position as the integrator of the best entertainment experience on the market, we are committed to forming strategic partnerships with the most important operators in the sector, offering a personalized experience and original and exclusive content that even further differentiates us from the competition: The Plague, Riot Police, Hierro, Madrid on Fire, Offworld, Prison 77, and La Resistencia are all clear examples of this policy.

NAMING PARTNER



PREMIUM PARTNERS



OFFICIAL PARTNERS



Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the BKT EuroCup, as well as the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament.

The EB competitions bring the elite of European basketball to all five continents and to the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.



Contact Us

Press office: mediacommunication@euroleague.net Phone: 34 933 278 427

© Copyright Euroleague Ventures - All Rights Reserved