



Euroleague Basketball achieves record-breaking growth across all business metrics

- Increases of 27% in TV audience, 19% in attendance and 79% in social media impressions.

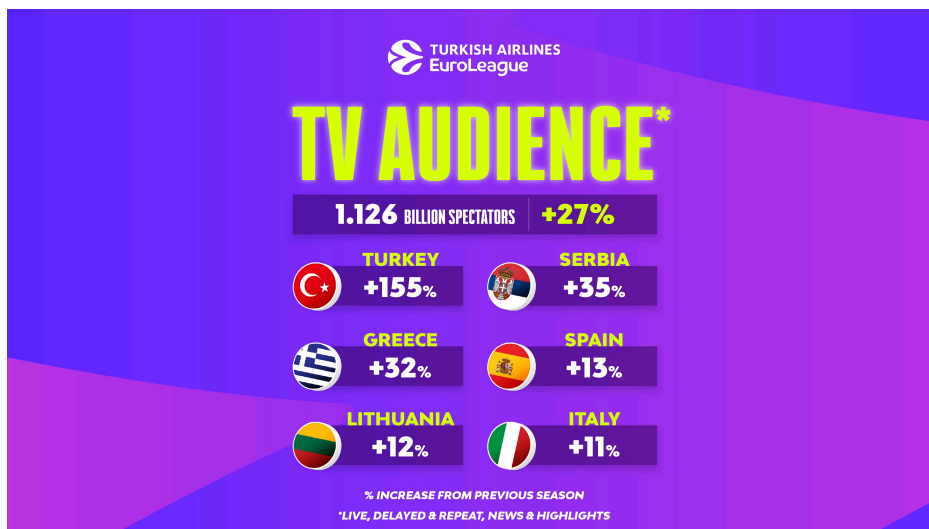
You can download visuals to illustrate the story from [HERE](#)

Euroleague Basketball is proud to announce unprecedented growth in key business metrics, demonstrating the league's rising popularity and expanding global reach. Key indicators including TV audience, digital audience, and in-arena attendance have all reached new heights, underscoring the league's successful engagement strategies and the growing enthusiasm for Euroleague Basketball.

Record-Breaking In-Arena Attendance

The end of the regular season marked a historic milestone for Euroleague Basketball with over 3 million spectators attending games in person, a 19% increase from the previous season. This surge in attendance set a new record average of 10,383 spectators per game, highlighting the league's growing appeal and the fans' unwavering support.

Surge in TV Audiences

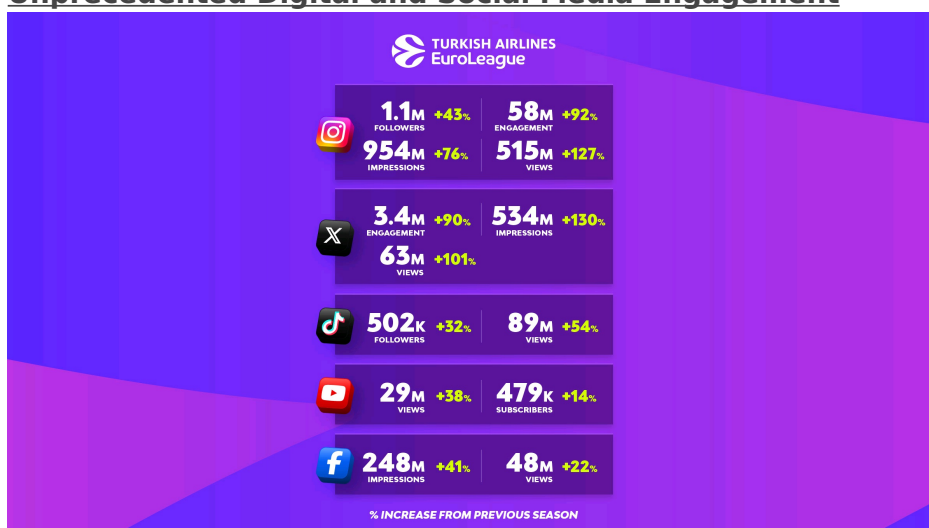


Television viewership experienced a significant rise, with a 27% increase compared to last season. A total of 1.126 billion spectators tuned in to watch Euroleague content, whether live, delayed, or through highlights. This growth was especially notable in several key markets:

- Turkey: +155%
- Serbia: +35%
- Greece: +32%
- Spain: +13%
- Lithuania: +12%
- Italy: +11%

Additionally, the league's dedicated OTT platform, EuroLeague.TV, saw a remarkable 46% growth, reaching an all-time high of 85.9k subscribers.

Unprecedented Digital and Social Media Engagement



Digital platforms have witnessed record engagement levels, with double- and triple-digit increases across all industry-standard indicators:

Impressions hit a record of 1.836 billion across all social media platforms, representing a 79% increase compared to last season's numbers. Euroleague fans were more active than ever, with engagement numbers experiencing an outstanding 89% increase, demonstrating their continued interest in Euroleague content.

Video content has been one of the key growth drivers, with video

views growing by 101% to a total of 747.4 million.

Website and Gamification Success



[Euroleague.net](#) has seen a substantial increase in traffic, with 5.1 million users (a 30% increase) generating 97.9 million page views (+8%). The league's gamification strategy has also flourished, with the [Euroleague Fantasy Challenge](#), the official fantasy game for the Turkish Airlines EuroLeague and BKT EuroCup, attracting 307 thousand fans, a staggering 176% increase from last season, actively trading players each round.

Euroleague Basketball is thrilled with these achievements and remains committed to delivering exceptional experiences for fans worldwide. This remarkable growth across various platforms highlights the league's dynamic presence and the ever-growing passion for Euroleague Basketball.

NAMING PARTNER



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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

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