



NBA China, L.P.

NBA China, L.P. is responsible for all the businesses of NBA in the mainland China, Hong Kong, Macau and Taiwan. As the most well-known sports brand in the world, NBA is also quite popular among Chinese sports enthusiasts. The Chinese market is the largest overseas market of NBA other than the USA. The revenue of NBA Beijing mainly comes from advertising and marketing activities in collaboration with renowned Chinese and overseas firms (major business partners includes Lenovo, Haier, Mengniu, Li Ning, Coca Cola, Nike and Adidas), profit sharing scheme on advertisements placed with TV stations, websites, broadcasters and newspapers and content release authorization, as well as ticket sales and advertising income from NBA games.

Unlisted

Chairman: David Stern

CEO: Chen Yongzheng

Website: <http://china.nba.com/playoffs2008.html>