

NBA EUROPE VS EUROLEAGUE

Projected revenues, reach, and
the road to launch

Media Fact Sheet
April 2025



CONTEXT

The NBA and FIBA are exploring the launch of a 16-team European basketball league, with permanent franchises in cities like London, Paris, and Milan.

BY THE NUMBERS

Media & Broadcast Reach

Metric	EuroLeague (2023–24)	NBA (Europe, 2023–24)
TV/Digital Viewership	1.126B	>700M
OTT Subscribers	85,900 (+46% YoY)	Not specified
App Viewership Growth	N/A	+39%
Localized Digital Growth	N/A	+100% YoY view

In-Arena Attendance

Metric	EuroLeague	NBA
Avg. Attendance/Game	10,383 (+19%)	~17,000
Total Attendance	3M+ (record)	22M+

Social Media Engagement

Metric	EuroLeague	NBA
Social Impressions	1.836B (+79%)	Not specified
Video Views	747.4M (+99%)	1B+ in Europe
Engagement Growth	+89%	+50% followers in Europe

Revenue & Commercial Power

Metric	EuroLeague (2022)	NBA (Global, 2022)
Annual Revenue	~€665M	~€12B
Top Team Valuation	€100–150M	\$3–5B
Key Sponsors	Turkish Airlines, BKT	Nike, Google, PepsiCo

Market Positioning & Expansion



Metric	EuroLeague	NBA Europe (Proposed)
Structure	18 teams	16 teams (12 permanent franchises)
Target Cities	N/A	London, Paris, Milan, Cologne
Rule Format	FIBA (40 min)	FIBA (confirmed)
Launch Target	N/A	2026 (earliest)

MARKET PROJECTIONS: NBA EUROPE



Revenue Stream	Projected Value (Annual)	Assumptions
Media Rights (Local + Intl)	€250M–€400M	Based on top-tier football league deals
Sponsorship Revenue	€200M+	NBA global + new European brand partners
Ticketing Revenue	€200M–€250M	16 teams × 30 games × €15–€20 tickets × 15K avg. crowd
Merch & Licensing	€100M–€150M	Scaled from NBA's global merchandise figures
Total Est. Value	€800M – €1B+ per year	Within 3-5 years of league launch



EXPERT COMMENTARY & QUOTES



“This won’t just change where basketball is played – it will change how it’s marketed, how it’s bet on, and how it’s monetized.”
– **Nathan Whelan**, Betting Analyst, Betting.us



“The ideal scenario is with everyone sitting at the table creating the best for the fans.”
– **Jordi Fernández**, Head Coach, Brooklyn Nets



“We know this market better than anyone... we can do it without the NBA or FIBA.”
– **Paulius Motiejunas**, EuroLeague CEO

SOURCE

EuroLeague Business Metrics:

Euroleaguebasketball.net – Record-breaking growth announcement (2024)

NBA Europe Digital Reach & Engagement:

NBA.com – 2023–24 Europe & Middle East Season Report

NBA x FIBA Expansion Plans:

NBA.com – NBA and FIBA to Explore New Professional League in Europe

Revenue Estimates & Team Valuations:

El País – “La máquina de hacer billetes de la NBA” (2025)

Eurohoops – EuroLeague Close to €100M Revenue Milestone

Quotes:

Jordi Fernández (Brooklyn Nets) via Cadena SER

Paulius Motiejunas (EuroLeague CEO) via Cadena SER



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