



## SBS secures exclusive free-to-air broadcast of National Basketball League

SBS today announced that it has secured exclusive free-to-air television broadcast rights to the National Basketball League (NBL) for the upcoming 2016-17 season.

Commencing during the first round of competition on Sunday 9 October 2016, when Melbourne United take on the Adelaide 36ers, SBS will broadcast one game each Sunday, live and free on SBS, SBS HD, as well as streamed live online.

SBS Director of Sport, Ken Shipp said: “SBS is pleased to announce it will deliver the very best of men’s professional basketball to fans across the country this NBL season. We know sport has the ability to bring people from across Australia’s diverse communities together, and we’re proud to be building on our existing offering of premier Australian and international sport with the NBL.

“We’re also looking forward to broadcasting the national competition for the first time on SBS, and giving our passionate sport fans something extra to look forward to this year.”

NBL Executive Director, Larry Kestelman, said: “We are excited to have a national public broadcaster, SBS, on board with us for this season. It’s great a new demographic of fans who may not normally watch through either NBL TV or other broadcast partnerships are able to watch our great game.

“Our goal is to reach as many Australian basketball fans as possible through our coverage and showcase the quality of the NBL to Australian audiences. Having a free-to-air broadcaster that also loves and understands the business of televising sport is of huge importance to us as we continue to grow the sport.”

**SBS’s coverage of the National Basketball League will commence on Sunday 9 October on SBS and SBS HD, as well as streamed live online.**