

inverleigh

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NATIONAL BASKETBALL LEAGUE AUSTRALIA (NBL) APPOINTS INVERLEIGH AS INTERNATIONAL RIGHTS DISTRIBUTION PARTNER

MONACO: NBL, the event and media rights promotion company that operates the Southern Hemispheres pre-eminent domestic Basketball competition, has appointed Inverleigh as its International Rights Distribution Partner ahead of Sportel Monaco.

Under the partnership, Inverleigh will be responsible for growing NBL's footprint outside of its traditional markets of Australia and New Zealand, managing rights sales and distribution via traditional and the ever growing digital broadcast platforms.

"Having been in discussions with the NBL over the past six months, we are delighted to now become partner to one of the world's premier domestic Basketball competitions", said Inverleigh Director, Peter Wraith. "The NBL is an outstanding product - the crowds, the fan engagement and enthusiasm for this exciting and entertaining elite basketball competition is amazing. We're excited by the opportunity to promote their 2017/18 season and leverage value against what is a premium sport".

With the NBL season currently underway, Inverleigh is focused on securing a number of new broadcast partnership across Europe, Africa, Americas and Asia before the commencement of the finals series in February.

NBL Chief Executive Jeremy Loeliger said: "We are pleased to have a local distribution representative who has truly global connections and understands the value of basketball around the world. Their proven distribution capability in global basketball programming gives us great confidence that they will grow the global reach of the NBL."

ABOUT NBL

The National Basketball League in Australasia is one of the of the premier basketball leagues in the world. Established in 1978 the League now has eight teams based in cities across the country -- Adelaide 36ers, Cairns Taipans, Melbourne United, New Zealand Breakers, Perth Wildcats, Sydney Kings, Brisbane Bullets and Illawarra Hawks. Some of the NBL's greatest players include former NBA player and five-time Olympian Andrew Gaze, 21-season scoring-machine Leroy Loggins, five-time championship-winner Larry Sengstock, and 500-game veterans Ray Borner and James Crawford. From humble beginnings, the NBL now sells out stadiums with more than 650,000 attending games each season and live TV coverage nationally. The NBL has NBL.com.au, and a live streaming NBL APP. The 2017-18 season will be its 40th as a league.

ABOUT INVERLEIGH

A leader in non-live sports content, Inverleigh produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms. Headquartered in Melbourne with offices in London and Miami, Inverleigh currently supplies programming to over 300 broadcasters globally.

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