



2017-2018 NBA Playoffs Viewership Analysis

June 2018



Viewership per NBA playoff round

Average % of US HHs watching

Round 1
(45 games)

2.1%

Conference Semifinals
(19 games)

3.3%

Conference Finals
(14 games)

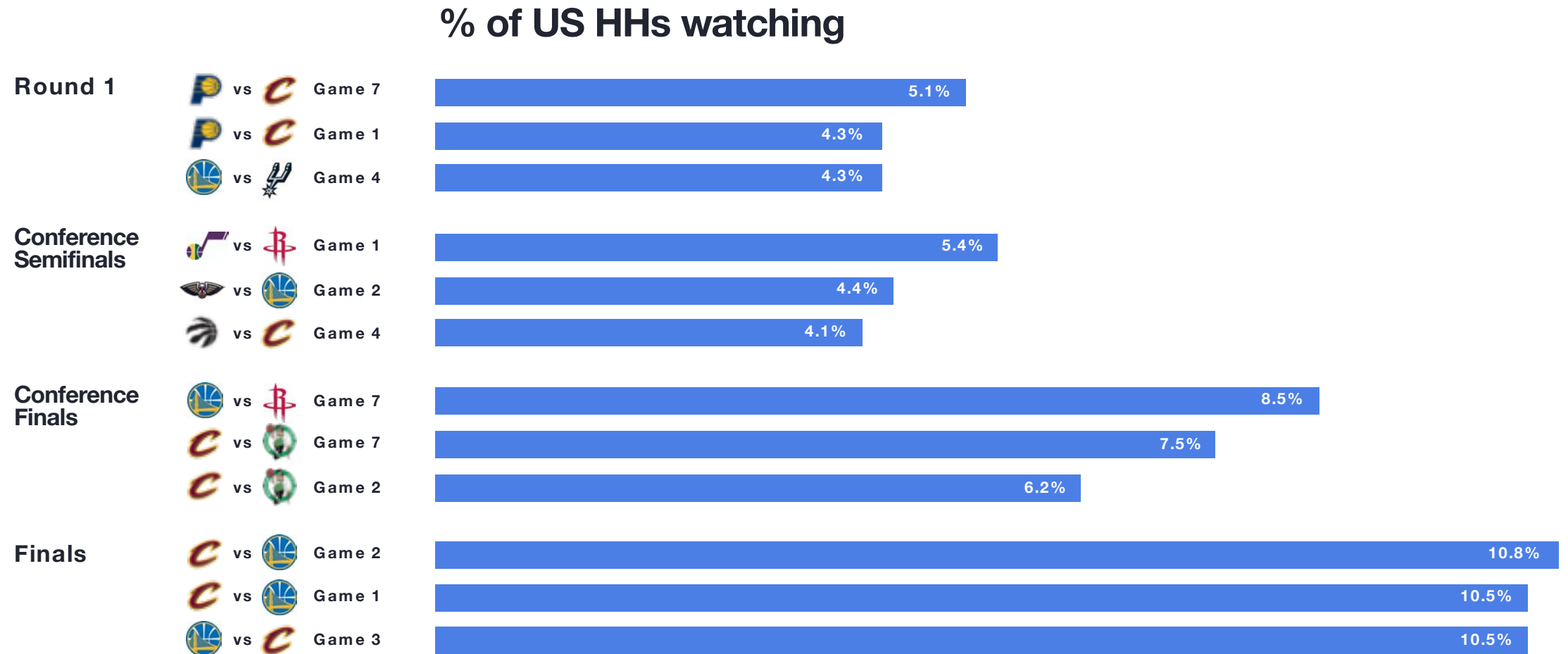
5.1%

NBA Finals
(4 games)

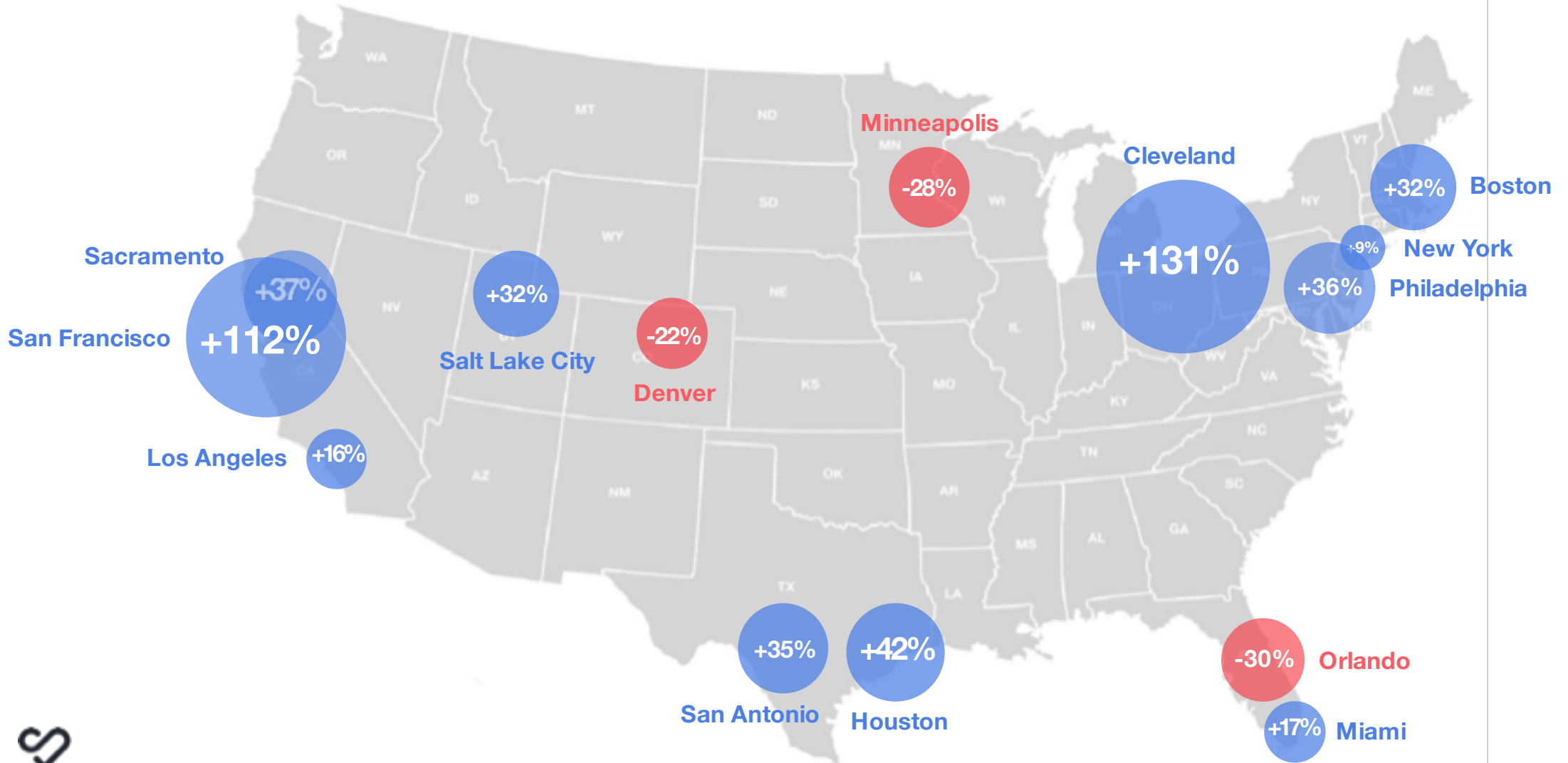
10.2%



Top games per NBA playoff round



Relative differences to average US viewership (All Rounds)



Relative differences to average US viewership (Finals)

