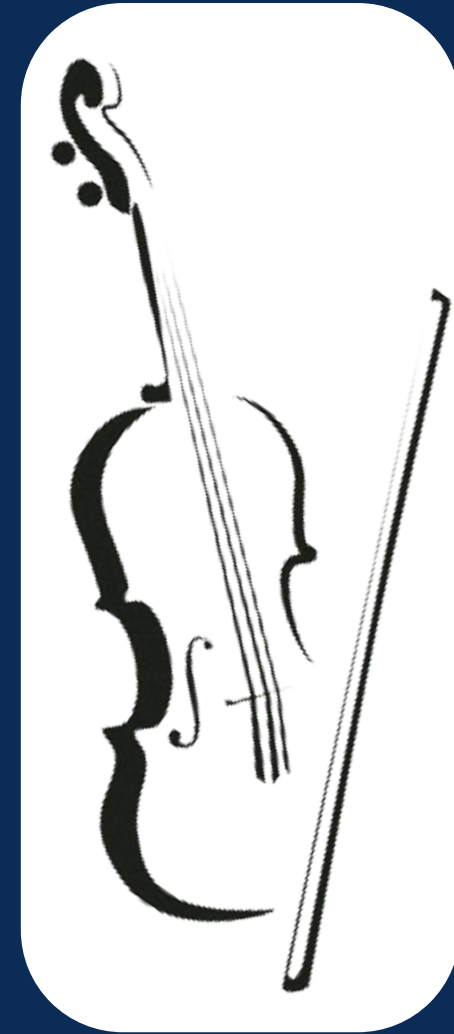


NBA X PHILHARMONIC ORCHESTRA

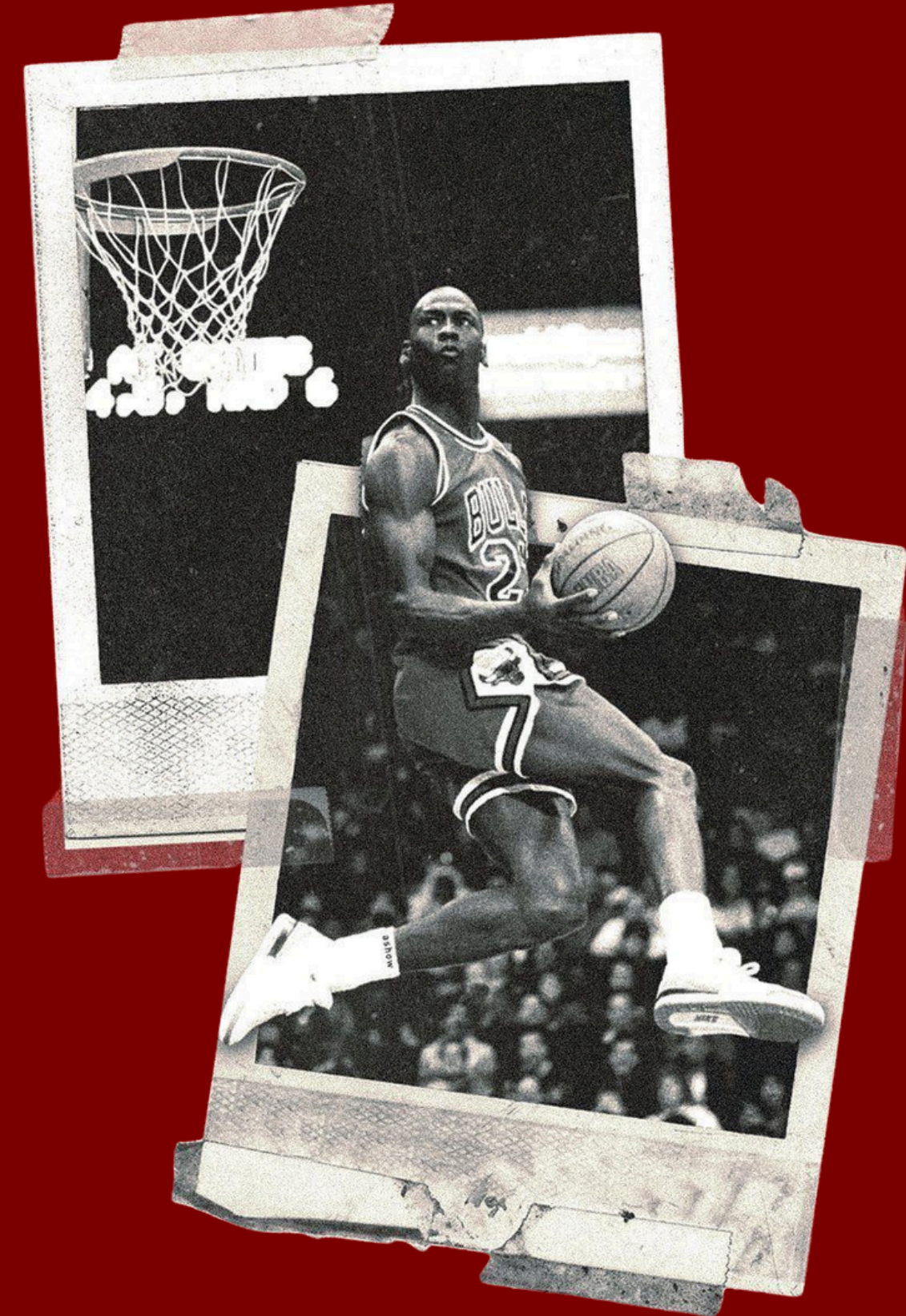


Emily Boam, Bryce Peterson, Maya Kendall

NBA'S PROBLEM

The NBA is facing a constant period of viewership decline: 5% y-o-y from 2023-24¹

In the U.S., ratings have steadily declined over the past decade, even as league revenue, team valuations, and player salaries have exploded





NBA ECO-SYSTEM

The NBA's streaming ecosystem is **extremely** complicated


To watch all of your favorite team's games this season you need access to five different streaming platforms, costing around **\$600** in total²

It creates higher revenue for the league and the players, but **hurts** the fan experience

THE SUBSCRIPTION DILEMMA

“Is anyone dreading figuring out how to watch all the NBA games this year with multiple subscription services needed”

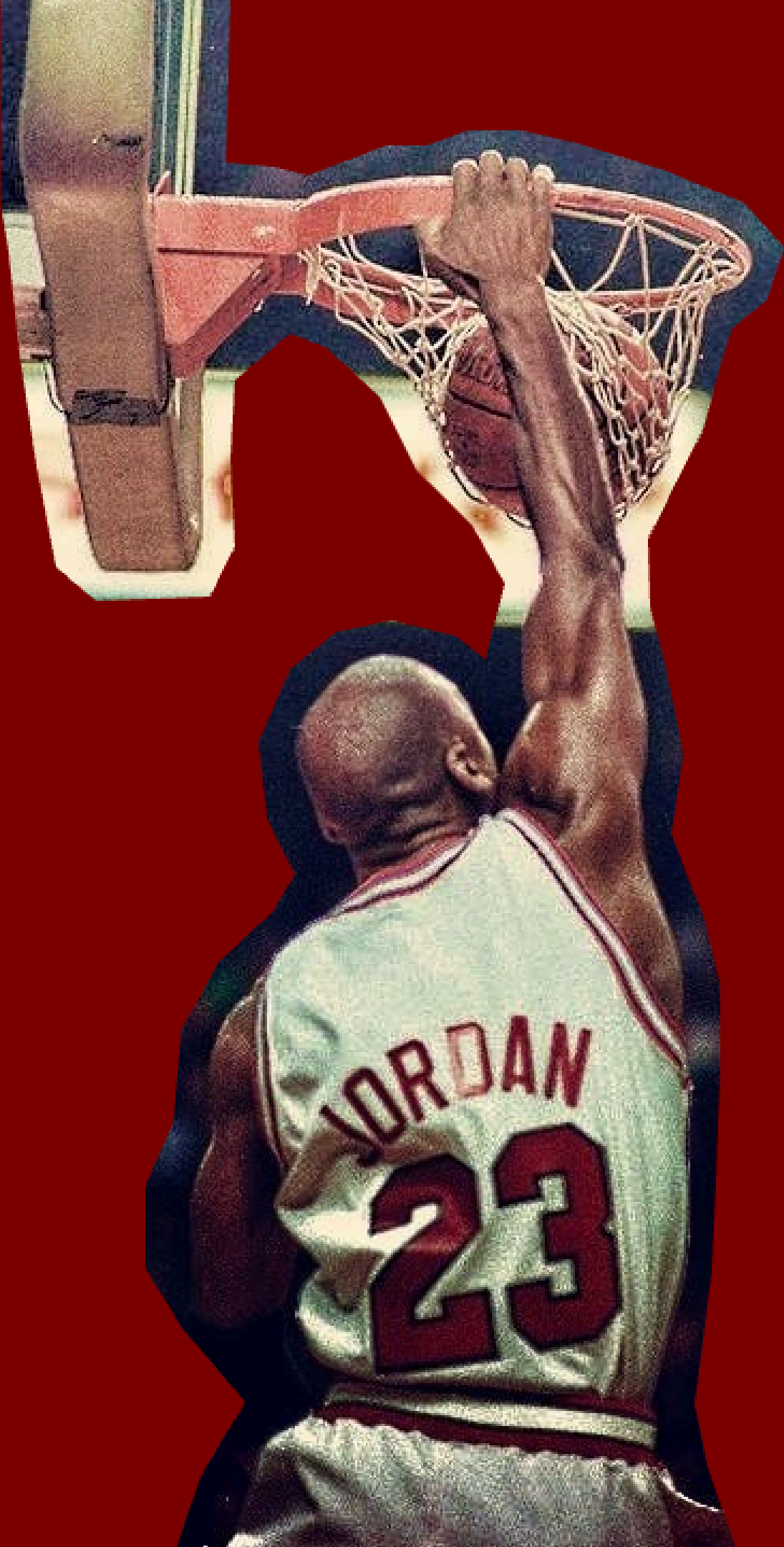
-Reddit post”

←  r/NBATalk · 6mo ago
urattentionworthmore

figuring out what subscriptions I need to watch the games

“It’s just too much money for everything man”
- Eddie J, 23





THE RISE OF NBA PIRATING

“30% of viewers aged 18–24 report regularly pirating sports, compared to just 4% of those 35+. That is a generational shift in perceived value”³



Apart-Leadership1402 · 6mo ago

Dm if you decide you'll want to join the sailing of the seas people, i'll send some links

“It’s a signal of a weakening cultural grip”³

SLAM-DUNK

Insight: Watching the NBA legally doesn't feel worth the hassle when they demand a royal price to watch their content, but don't provide a royal experience

NBA Opportunity: Re-gain consumer loyalty by making NBA games a royal experience through partnerships with philharmonic orchestras



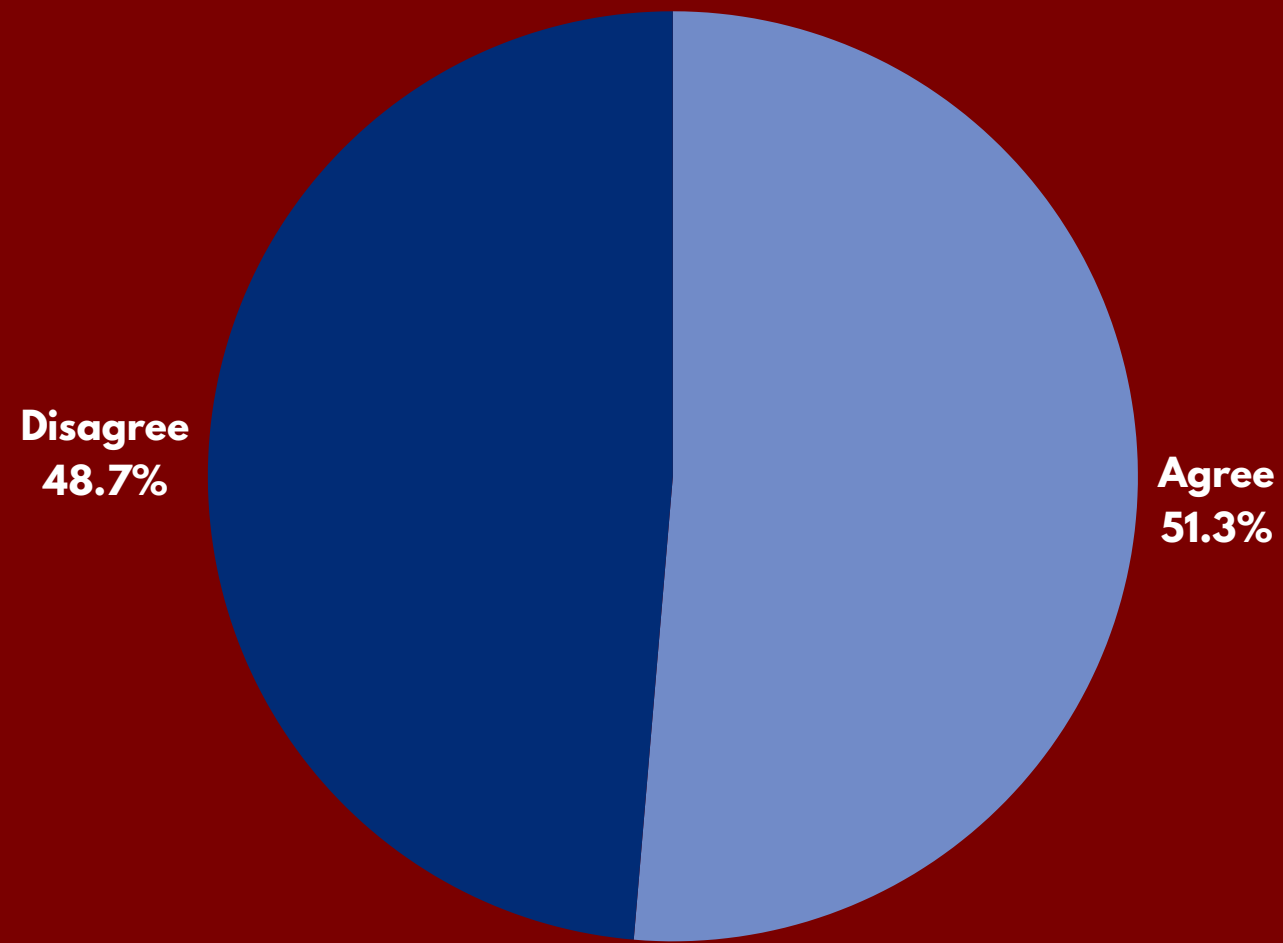
WHY ORCHESTRA SUCCEEDS

61% of Gen Z would pay for better quality, 56% for a better experience ⁴

More than 38% of Gen Z now gravitates toward interactions that carry emotional weight ⁵

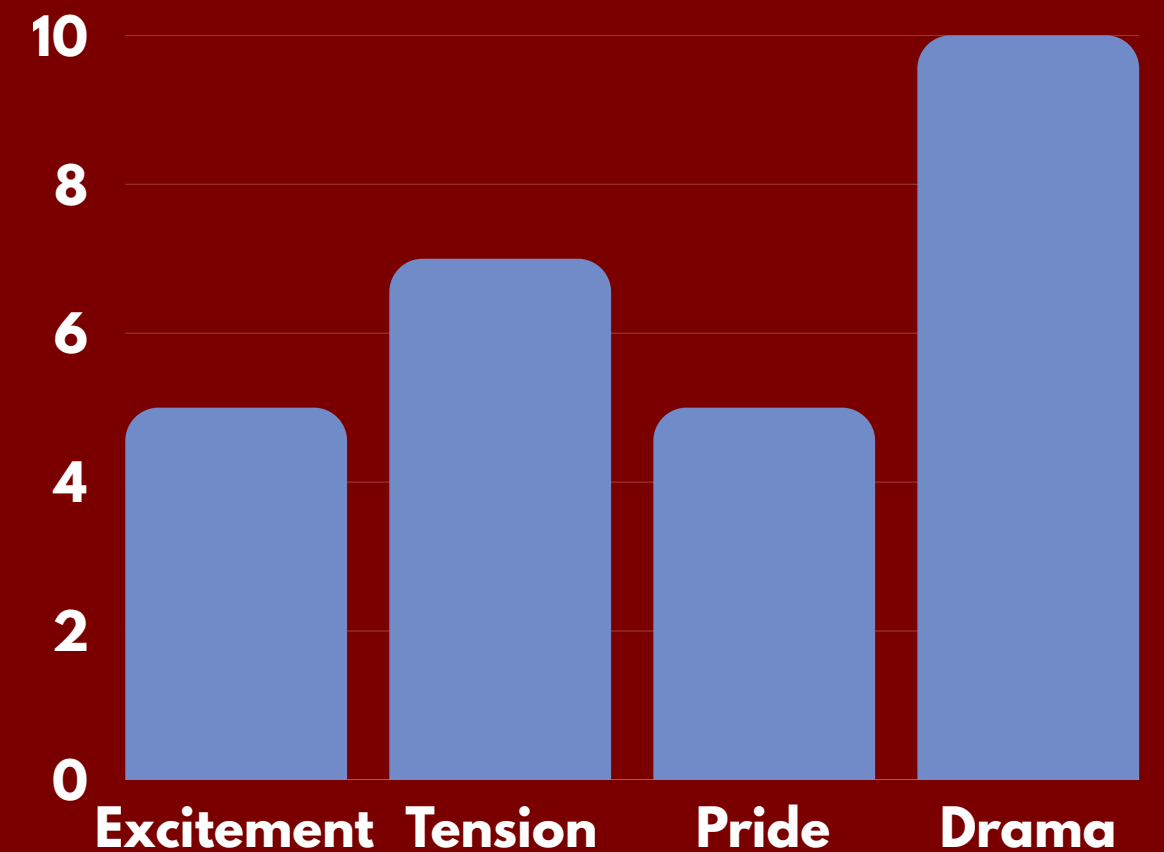


SURVEY FINDINGS



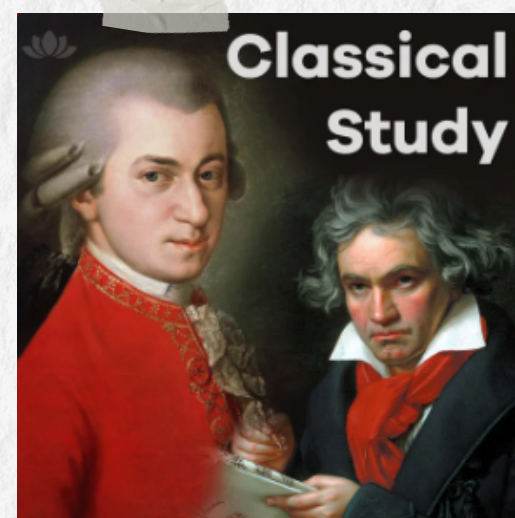
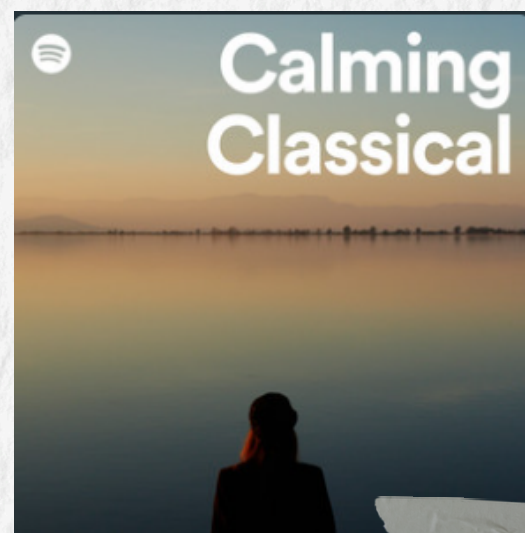
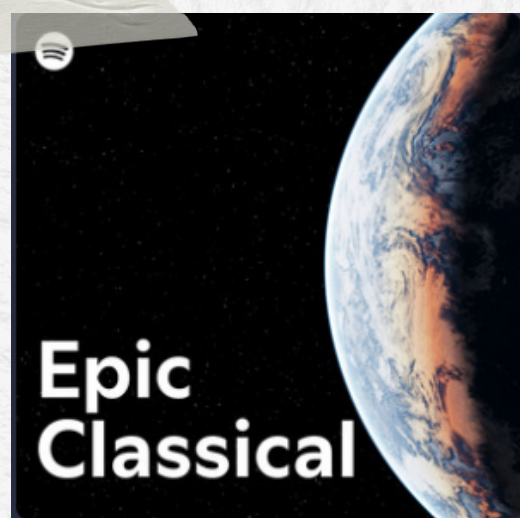
51.3% of respondents agree that a live orchestra would enhance the excitement of an NBA game

100% of respondents answered “drama” when asked what emotions a live orchestra would enhance the most



GEN Z LOVES ORCHESTRAL MUSIC

According to a 2025 survey of 2,000 people conducted by the Royal Philharmonic Orchestra, more people under 35 were listening to orchestral music (65%) daily than individuals aged 55 or older (57%)⁶



INGRAINED IN ENTERTAINMENT

“Film soundtracks are deeply woven into [Gen Z’s] lives. Modern franchises rely heavily on symphonic scores — Marvel, Star Wars, Harry Potter, Lord of the Rings, and countless animated films”⁷

This makes orchestral sounds feel cinematic and emotional rather than “old-fashioned”⁷

By incorporating orchestral music into games, the NBA can tap into this association between symphony and high value production





ORCHESTRAS IN DANGER

Despite the popularity of classical music, orchestras themselves are in danger

Boston Philharmonic orchestras to shut down after 2026-27 season

By Jonathan Blumhofer

March 11, 2026 at 10:19 am

Philharmonic's Floundering Leaves San Antonio Without a Major Orchestra

Janos Gereben on February 24, 2026.

There is lack of public attendance, funding, and support for the groups that make the music possible in the modern day



Partnering with the
NBA will bring

**POPULARITY,
FANS, AND
FUNDING**

to orchestras
that will allow
them to survive
the shutdowns

CREATIVE STRATEGY

NBA Teams will partner with their local philharmonic orchestras to bring an orchestral vibe to already popular music

They will collaborate across our creative executions to provide personal touches to each team's content



2026

- 1 SUNS - PHOENIX SYMPHONY
- 2 CLIPPERS - LOS ANGELES PHILHARMONIC
- 3 MAVERICKS - DALLAS SYMPHONY ORCHESTRA
- 4 KINGS - SACRAMENTO PHILHARMONIC
- 5 CELTICS - BOSTON SYMPHONY ORCHESTRA
- 6 KNICKS - NEW YORK PHILHARMONIC
- 7 CAVALIERS - CLEVELAND ORCHESTRA
- 8 HEAT - NEW WORLD SYMPHONY
- 9 BULLS - CHICAGO SYMPHONY ORCHESTRA
- 10 JAZZ - UTAH SYMPHONY
- 11 WARRIORS - SAN FRANCISCO SYMPHONY
- 12 ROCKETS - HOUSTON SYMPHONY ORCHESTRA
- 13 LAKERS - LOS ANGELES PHILHARMONIC
- 14 RAPTORS - TORONTO SYMPHONY ORCHESTRA
- 15 MAGIC - ORLANDO PHILHARMONIC ORCHESTRA
- 16 PISTONS - DETROIT SYMPHONY ORCHESTRA

NBA X PHILHARMONICS

HIGHLIGHTS WITH CLASSICAL MUSIC

The NBA will start the buzz by posting highlights with orchestral covers of songs in the background

“It just shows that orchestral music and basketball can go together, and go together well”

- Emily A, 21



shai · Following
Oklahoma City, Oklahoma



146,934 likes

shai Smooth like a symphony @NBA
@OklahomaCityPhilharmonic

View all 49 comments

6 days ago

jalenjdubwilliams · Following
Oklahoma City, Oklahoma



146,934 likes

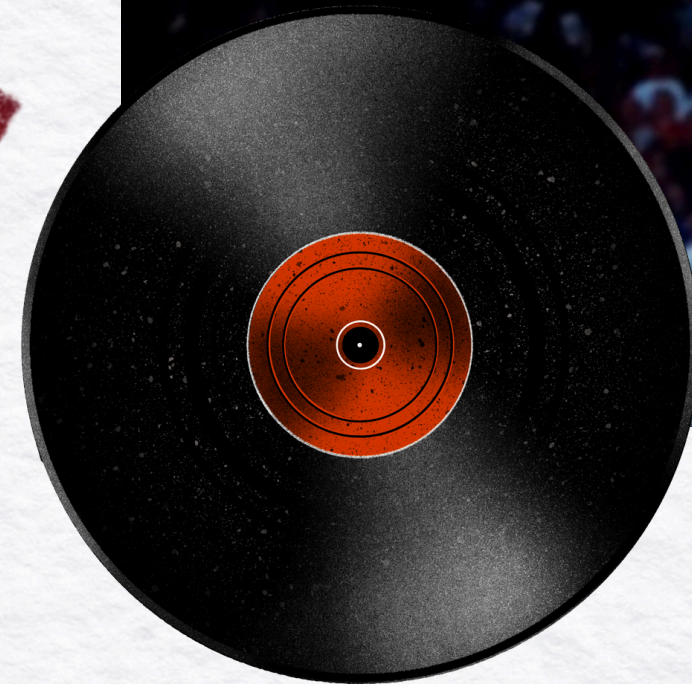
jalenjdubwilliams Smooth like a symphony @NBA
@OklahomaCityPhilharmonic

PLAYERS X PLAYLISTS

NBA players will be able to put together their own orchestral playlists and have those linked to posts, building up fan connection

STADIUM SONG SWAPS

The songs traditionally played during games will be replaced by recordings of those songs played by the philharmonic orchestras to ingrain the music in the experience



FEATURED SONGS

Fans will be able to scan a QR code on their admission ticket for access to a playlist of the orchestral songs featured at the game



PLAYOFFS TAKEOVER

During the NBA Playoffs, the home team's orchestra will play live music during the game to increase tension, excitement and energy of the game, creating a more memorable experience





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