NBA COMES TO THE SKIES WITH IMG DEAL

News / Airlines



The National Basketball Association and **IMG** gave signed a multiyear agreement to broadcast live **NBA** games on Sport 24, the only 24/7 sports channel available inflight.

The new partnership will include more than 100 live regular-season, playoff and Finals games each season on inflight channel Sport 24.

The IMG-owned and produced channel is available on more than 250 aircraft on ten airlines, including, Emirates, Etihad Airways, Lufthansa, Qatar Airways and Turkish Airlines.

As part of the partnership, IMG will also distribute original NBA programming, highlight shows and content across the wider inflight industry.

“The NBA is an outstanding addition to the Sport 24 stable of top live action from the world’s major sporting events and leagues,” said Richard Wise, senior vice president media, IMG.

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“Airline passengers and basketball fans around the globe can now see regular live NBA action and witness the drama and excitement, featuring so many iconic players. We are delighted to have them on board.”

Sport 24, which launched in March 2012, will also show live coverage from this year’s Rugby World Cup, the Barclays Premier League, the Bundesliga, Formula 1, Golf’s Majors and tennis’ Grand Slams, and the ATP 1000 events and finals.

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