



National Basketball Association

Mark Tatum
Deputy Commissioner &
Chief Operating Officer

March 30, 2021

Via Email

The Honorable Marsha Blackburn
United States Senate
357 Dirksen Senate Office Building
Washington, DC 20510

Re: Response to March 4 Letter

Dear Senator Blackburn:

I write in response to your March 4, 2021 letter to Commissioner Adam Silver. Responses to your questions are below.

- 1. According to Chinese basketball journalist Zhao Huanyu, the NBA has agreed to a new deal with CCTV. Please highlight any details or regulations the NBA has to adhere to per these negotiations with CCTV, especially in regards to speaking on topics related to Tibet, Inner Mongolia, Hong Kong, Taiwan, the South China Sea, and the Xinjiang region.***

Contrary to the Chinese media report that you cite, the NBA has not entered into a contract with CCTV for the 2020-21 NBA season, and no games have aired on CCTV thus far this season. We have had some discussions with CCTV about televising NBA basketball games but no restrictions on speech (related to the topics set forth in your question or otherwise) have been raised.

- 2. What was the total financial impact of the CCTV 2019-20 ban on airing NBA games?***

The overall financial impact of CCTV's ban on airing NBA games during the 2019-20 NBA season (with the exception of the last two games of the 2019-20 NBA Finals, which did air) has been significant. We estimate the total revenue loss across all of our business lines in China to be in the hundreds of millions of dollars.

Senator Marsha Blackburn

March 30, 2021

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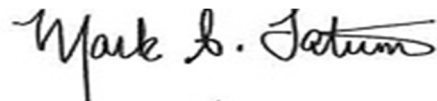
3. ***What role did NBA China's Chief Executive Officer Michael Ma play in these negotiations? Given that Mr. Ma's father Ma Guoli is a top executive for CCTV Sports, what involvement has the senior Mr. Ma played in these negotiations?***

As noted above, the NBA does not have a contract with CCTV for the 2020-21 NBA season. Michael Ma—who returned to the NBA as CEO of NBA China approximately one year ago—plays an active role in ongoing business discussions with CCTV. To the best of our knowledge, Mr. Ma's father, Ma Guoli, left his role at CCTV in 2005 and has had no role with CCTV since then.

* * *

I hope this response is helpful. If your staff needs further information, please feel free to direct them to my attention.

Sincerely,



Mark Tatum