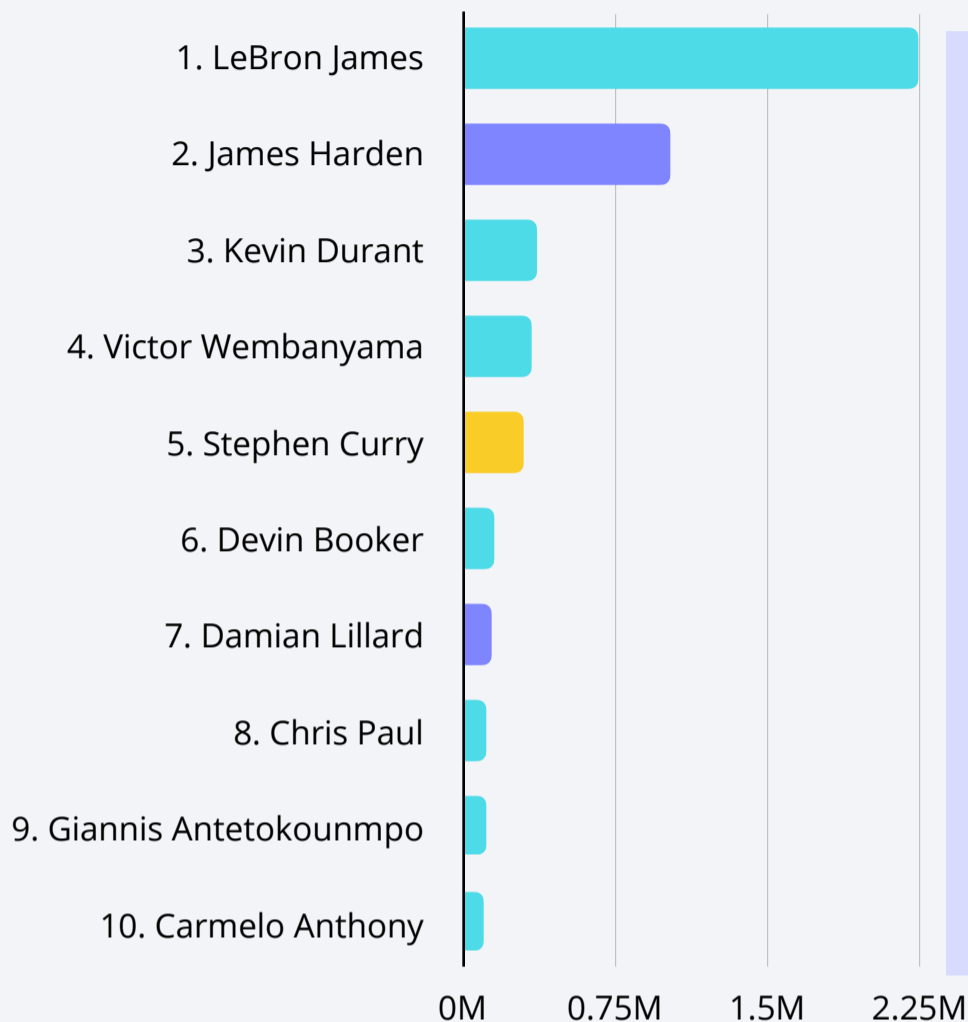


NBA Endorsement Readership Trends



Top 10 Athlete Endorsements by Readership

(Readership is unique visitors to articles)

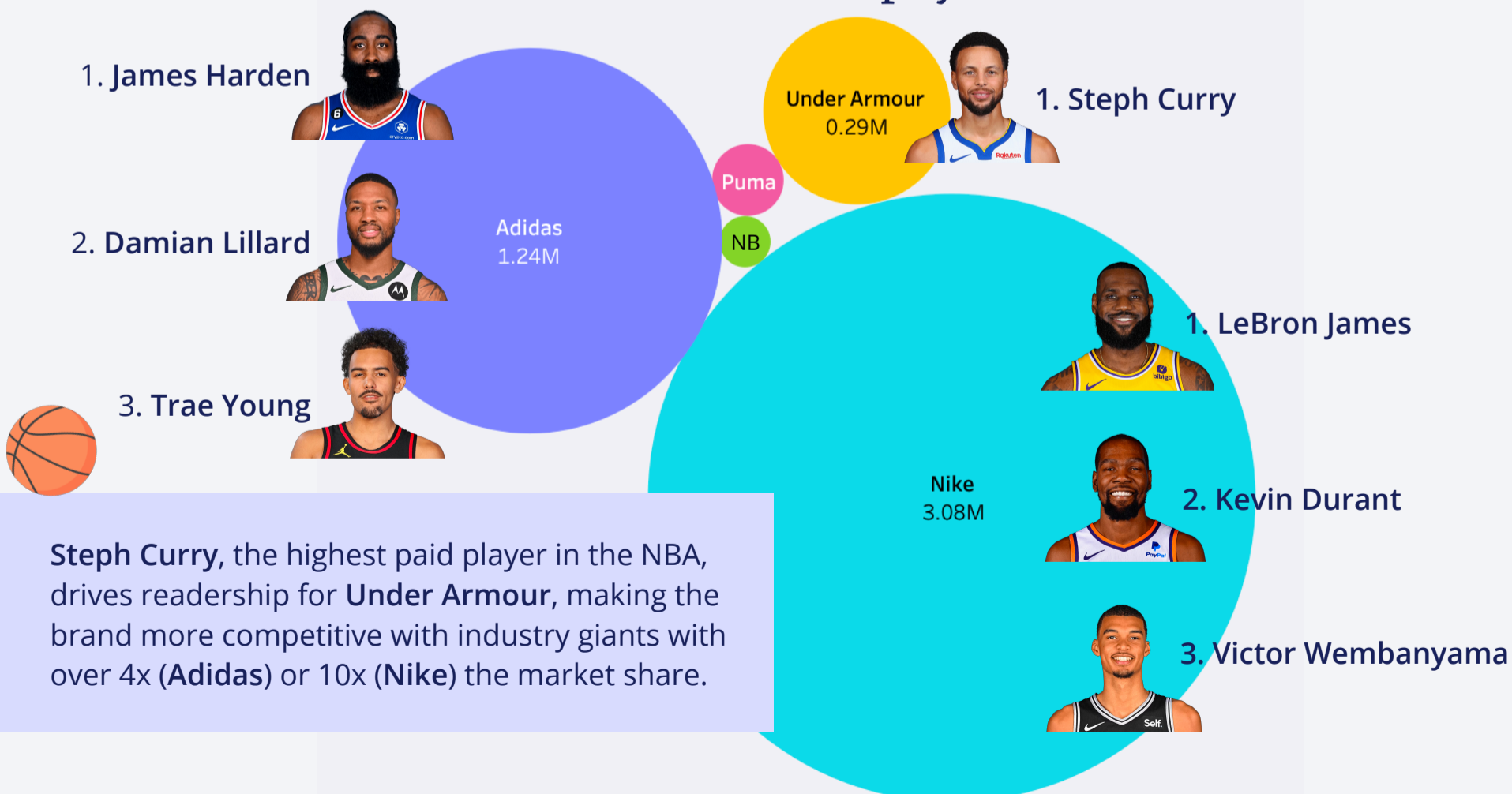


LeBron James is the #1 NBA athlete when it comes to endorsements. In the 4 months leading up to the season, he generated over 2M readers for **Nike**, around the LeBron James Innovation Center at Nike's HQ, lifetime contract with the brand, his son's endorsement deal with Nike, and signature shoes.

James Harden generated 1M readers, largely tied to his feud with the 76ers which he publicized at an **Adidas** media event.

Kevin Durant and **Victor Wembanyama** each drove around 350K readers for **Nike**. Readership for Durant was fueled by his lifetime contract with the brand and his signature shoes. Wembanyama is making his NBA debut this season and before playing a single game in the NBA, he is already attracting readers as a **Nike** athlete.

Endorsement Readership by Brand



Steph Curry, the highest paid player in the NBA, drives readership for **Under Armour**, making the brand more competitive with industry giants with over 4x (**Adidas**) or 10x (**Nike**) the market share.