

## **ABC and ESPN 2008-09 NBA Schedule -- ABC and ESPN Combine to Deliver 90-Game Flexible Schedule Including Christmas Day Tripleheader**

ESPN's multimedia presentation of the 2008-09 NBA regular season will include **90 games**, highlighted by **18 exclusive broadcasts on ABC** – the home of the NBA Finals – and **72 games on ESPN** (beginning October 29 at 8 p.m. ET). ESPN and ABC, in conjunction with the NBA, will once again offer a flexible schedule, providing viewers with the best possible matchups with the most compelling storylines throughout the season. All games will be seen in high definition on ABC HD and ESPN HD. Additionally, all ESPN telecasts will be simulcast on ESPN360.com and ESPN Mobile TV. ESPN Radio will broadcast 26 games, while ESPN Deportes will televise 22 games.

ABC and ESPN will combine to showcase some of the top teams in the NBA, including a collective **16 appearances by the defending NBA champion Boston Celtics** (the maximum allowed across both networks) and **15 appearances from the runner-up Los Angeles Lakers**, along with the **Cleveland Cavaliers, Phoenix Suns and San Antonio Spurs**, and **14 appearances from the Dallas Mavericks**.

ABC and ESPN will look to build on a strong 2007-08 performance, in which **NBA Playoff viewership was up 52 percent on ABC** (6,535,000 households in 2008 vs. 4,303,000 households in 2007) and **41 percent on ESPN** (3,149,000 households vs. 2,239,000 households). ESPN's regular-season audience was up 14 percent (1,206,000 households in 2007-08 vs. 1,061,000 households in 2006-07), the best since the NBA returned to the network for the 2002-03 season, and ABC was up nine percent (2,451,000 households vs. 2,251,000 households).

The networks will combine to present a **Christmas Day tripleheader, opening on ESPN** with the Orlando Magic hosting the New Orleans Hornets at 12 p.m., followed by a **doubleheader on ABC** – San Antonio at Phoenix at 2:30 p.m., followed by an NBA Finals rematch between the defending NBA champion Boston Celtics and the Los Angeles Lakers and reigning MVP Kobe Bryant at 5:15 p.m. **ESPN's coverage of the NBA season will begin with doubleheaders Wednesday, Oct. 29** – Phoenix at San Antonio at 8 p.m., followed by the Los Angeles Lakers at the L.A. Clippers at 10:30 p.m., **and Friday, Oct. 31** – Chicago at Boston at 8 p.m. and San Antonio at Portland at 10:30 p.m.

### **ABC highlights:**

- **18 exclusive broadcasts;**
- a **flexible schedule** allowing for the best possible matchups throughout the season;
- a **Christmas Day doubleheader** featuring San Antonio at Phoenix and Boston at the L.A. Lakers with coverage beginning with *NBA Countdown* at 2 p.m.;
- an **exclusive NBA Sunday "Game of the Week"** regular-season schedule from Jan. 25 through April 12;
- **six NBA Sunday doubleheaders;**
- **multiple appearances from several of the league's top teams**, including defending NBA Finals champion Boston and the runner-up L.A. Lakers, along with the Cleveland Cavaliers and LeBron James, the Dallas Mavericks and Dirk Nowitzki, the Detroit Pistons and Richard Hamilton, the Phoenix Suns and Shaquille O'Neal and the San Antonio Spurs and Tim Duncan;
- a **Western Conference Finals rematch** when the L.A. Lakers host the San Antonio Spurs Sunday, Jan. 25, at 3:30 p.m.;
- a **rematch of the Eastern Conference Finals** when the Boston Celtics host the Detroit Pistons Sunday, March 1, at 1 p.m.;

- **Western Conference rivals** taking center court on Sunday, March 8, at 3:30 p.m. when the Phoenix Suns host the San Antonio Spurs.

### ESPN highlights:

- **10 appearances** – the most by any team on the networks – by the **Boston Celtics** and Kevin Garnett, the **Cleveland Cavaliers** and LeBron James, the **L.A. Lakers** and Kobe Bryant, and the **Phoenix Suns** and Shaquille O’Neal;
- **a flexible schedule** allowing for the best possible games throughout the season;
- **28 regular-season doubleheaders**;
- an **opening night doubleheader (Wednesday, Oct. 29)** featuring the San Antonio Spurs and Tim Duncan hosting the Phoenix Suns and Shaquille O’Neal at 8 p.m., followed by the L.A. Lakers and Kobe Bryant visiting the L.A. Clippers in the team debut of Baron Davis at 10:30 p.m.;
- a doubleheader including a pair of **rookie debuts Friday, Oct. 31** – the Chicago Bulls and rookie Derrick Rose visiting the Boston Celtics at 8 p.m., leading into the home debut of Greg Oden with the Portland Trail Blazers hosting the San Antonio Spurs at 10:30 p.m.;
- a pair of **lone-star showdowns** between the Dallas Mavericks and Dirk Nowitzki and the Houston Rockets and Yao Ming – Wednesday, Nov. 19, at 8 p.m. and Wed., April 15, at 8 p.m.;
- the **first-ever meeting between the New Orleans Hornets and Oklahoma City** Friday, Nov. 21, at 9:30 p.m.;
- a **Western Conference rivalry** game between the Phoenix Suns and Shaquille O’Neal and the L.A. Lakers and Kobe Bryant Wed., Dec. 10, at 10:30 p.m.;
- **top 2008 NBA Draft picks meet** when the Miami Heat and No. 2 selection Michael Beasley host the Chicago Bulls and No. 1 pick Derrick Rose Friday, Dec. 26, at 5 p.m.;
- an **Eastern Conference Finals** rematch when the Boston Celtics visit the Detroit Pistons Fri., Jan. 30, at 7 p.m.

### ESPN Radio

The NBA on ESPN Radio will tip off its 14<sup>th</sup> season Tuesday, Oct. 28, when the NBA champion Boston Celtics open their season at home – in a broadcast including the ring ceremony – against the Cleveland Cavaliers and LeBron James at 7:35 p.m. ESPN Radio’s schedule will also feature **four All-Star Weekend specials**, including the **58<sup>th</sup> All-Star Game** in Phoenix, a **Christmas Day Celtics-Lakers** game, **four doubleheaders**, **eight appearances** by **Boston** and **San Antonio** and seven each by the **L.A. Lakers** and **Cleveland Cavaliers**.

### ESPN International

ESPN International will provide extensive coverage of the NBA regular season to fans in Latin America (South America, Central America, Mexico and the Caribbean), the Middle East, Africa, Oceania (Australia, New Zealand and the Pacific Islands), cruise lines and studio programming to Europe. ESPN International coverage of the NBA will be offered in English, Spanish and Portuguese. As of April 16, 2008, official rosters for the 2007-2008 NBA season featured 76 international players from 31 countries and territories.

### 2008-09 NBA Schedule on ABC

All Times Eastern; Games Subject to Change

<u>Date</u>	<u>Time (ET)</u>	<u>Teams</u>
Thu., Dec. 25	2:30 p.m.	San Antonio at Phoenix
	5:15 p.m.	Boston at L.A. Lakers
Sun., Jan. 25	1 p.m.	Dallas at Boston
	3:30 p.m.	San Antonio at L.A. Lakers
Sun., Feb. 1	2:30 p.m.	Cleveland at Detroit
Sun., Feb. 8	1 p.m.	San Antonio at Boston

	3:30 p.m.	L.A. Lakers at Cleveland
Sun., Feb. 22	2:30 p.m.	Boston at Phoenix
Sun., March 1	1 p.m.	Detroit at Boston
	3:30 p.m.	L.A. Lakers at Phoenix
Sun., March 8	3:30 p.m.	Phoenix at San Antonio
Sun., March 15	3:30 p.m.	Dallas at L.A. Lakers
Sun., March 22	1 p.m.	Houston at San Antonio –or– Miami at Detroit (game selection is TBD per flex scheduling)
Sun., March 29	1 p.m.	Dallas at Cleveland
Sun., April 5	1 p.m.	San Antonio at Cleveland
	3:30 p.m.	Phoenix at Dallas
Sun., April 12	1 p.m.	Dallas at New Orleans
	3:30 p.m.	Boston at Cleveland

### **2008-09 NBA Schedule on ESPN**

All Times Eastern; Games Subject to Change

# Denotes ESPN Deportes telecast

<b><u>Date</u></b>	<b><u>Time (ET)</u></b>	<b><u>Teams</u></b>
Wed., Oct. 29	8 p.m.	Phoenix at San Antonio
	10:30 p.m.	L.A. Lakers at L.A. Clippers #
Fri., Oct. 31	8 p.m.	Chicago at Boston
	10:30 p.m.	San Antonio at Portland
Wed., Nov. 5	8 p.m.	Chicago at Cleveland
	10:30 p.m.	Denver at Golden State
Fri., Nov. 7	8 p.m.	Miami at San Antonio
	10:30 p.m.	Dallas at Denver #
Wed., Nov. 12	8 p.m.	Utah at Washington
	10:30 p.m.	Houston at Phoenix #
Fri., Nov. 14	8 p.m.	Denver at Boston
	10:30 p.m.	Detroit at L.A. Lakers #
Wed., Nov. 19	8 p.m.	Dallas at Houston
	10:30 p.m.	Chicago at Portland
Fri., Nov. 21	7 p.m.	Houston at Washington
	9:30 p.m.	New Orleans at Oklahoma City
Wed., Nov. 26	7:30 p.m.	Orlando at Philadelphia
Fri., Nov. 28	8 p.m.	Miami at Phoenix
	10:30 p.m.	Dallas at L.A. Lakers #
Fri., Dec. 5	8 p.m.	Portland at Boston
	10:30 p.m.	Toronto at Utah
Wed., Dec. 10	8 p.m.	Cleveland at Philadelphia
	10:30 p.m.	Phoenix at L.A. Lakers
Fri., Dec. 12	8 p.m.	New Orleans at Boston
	10:30 p.m.	Houston at Golden State
Wed., Dec. 17	7 p.m.	Boston at Atlanta
	9:30 p.m.	San Antonio at New Orleans
Fri., Dec. 19	8 p.m.	L.A. Lakers at Miami
	10:30 p.m.	Cleveland at Denver
Thu., Dec. 25	12 p.m.	New Orleans at Orlando
Fri., Dec. 26	5 p.m.	Chicago at Miami #
Wed., Jan. 7	9 p.m.	Miami at Denver #
Fri., Jan. 9	8 p.m.	Boston at Cleveland
	10:30 p.m.	Dallas at Phoenix
Wed., Jan. 14	9 p.m.	L.A. Lakers at San Antonio
Fri., Jan. 16	8 p.m.	New Orleans at Cleveland
	10:30 p.m.	Orlando at L.A. Lakers

Fri., Jan. 23	7 p.m.	Dallas at Detroit
Sun., Jan. 25	6:30 p.m.	Houston at Detroit
Wed., Jan. 28	9 p.m.	Golden State at Dallas
Fri., Jan. 30	7 p.m.	Boston at Detroit #
	9:30 p.m.	Golden State at New Orleans
Fri., Feb. 6	8 p.m.	Denver at Washington
	10:30 p.m.	Golden State at Phoenix
Sun., Feb. 8	8 p.m.	Phoenix at Detroit #
Wed., Feb. 18	8 p.m.	Denver at Philadelphia #
	10:30 p.m.	L.A. Lakers at Golden State #
Fri., Feb. 20	8 p.m.	Washington at New Jersey #
	10:30 p.m.	New Orleans at L.A. Lakers
Sun., Feb. 22	5:30 p.m.	Miami at Orlando #
	8 p.m.	Detroit at Cleveland
Fri., Feb. 27	7 p.m.	Milwaukee at New Orleans
	9:30 p.m.	Cleveland at San Antonio #
Sun., March 1	8 p.m.	San Antonio at Portland #
Wed., March 4	9 p.m.	San Antonio at Dallas #
Fri., March 6	8 p.m.	Cleveland at Boston #
	10:30 p.m.	Denver at Utah #
Sun., March 15	9 p.m.	Phoenix at Golden State
Wed., March 18	7 p.m.	Miami at Boston
	9:30 p.m.	Detroit at Houston
Wed., March 25	8 p.m.	Boston at Orlando
	10:30 p.m.	Utah at Phoenix
Sun., March 29	8 p.m.	San Antonio at New Orleans #
Wed., April 1	10 p.m.	Houston at Phoenix #
Fri., April 3	8 p.m.	Cleveland at Orlando
	10:30 p.m.	Houston at L.A. Lakers #
Sat., April 4	3 p.m.	Detroit at Philadelphia #
Wed., April 8	7 p.m.	Washington at Cleveland
	9:30 p.m.	Utah at Dallas
Fri., April 10	8 p.m.	Washington at Toronto (ESPN2 telecast)
Fri., April 15	8 p.m.	Houston at Dallas
	10:30 p.m.	Denver at Portland

### **2008-09 NBA Schedule on ESPN Radio**

All Times Eastern; Games Subject to Change

<b><u>Date</u></b>	<b><u>Time (ET)</u></b>	<b><u>Teams</u></b>
Tue., Oct. 28	7:35 p.m.	Cleveland at Boston
Thu., Nov. 13	9 p.m.	Dallas at Chicago
Thu., Nov. 20	10 p.m.	L.A. Lakers at Phoenix
Thu., Dec. 4	10 p.m.	San Antonio at Denver
Thu., Dec. 11	10 p.m.	Portland at Utah
Thu., Dec. 18	7:35 p.m.	San Antonio at Orlando
Thu., Dec. 25	4:35 p.m.	Boston at L.A. Lakers
Thu., Jan. 15	7:35 p.m.	Cleveland at Chicago
Tue., Jan. 22	7:35 p.m.	Boston at Orlando
Sun., Jan. 25	3 p.m.	San Antonio at L.A. Lakers
Thu., Jan. 29	10 p.m.	San Antonio at Phoenix
Sun., Feb. 1	2 p.m.	Cleveland at Detroit
Sun., Feb. 5	7:35 p.m.	L.A. Lakers at Boston
Sun., Feb. 8	12:35 p.m.	San Antonio at Boston
	(following first game)	L.A. Lakers at Cleveland
Fri., Feb. 13	9 p.m.	Rookie Challenge

Sat., Feb. 14	6 p.m.	Meet the All-Stars
	8:30 p.m.	All-Star Saturday Night
Sun., Feb. 15	8 p.m.	All-Star Game
Thu., Feb. 22	2 p.m.	Boston at Phoenix
Sun., March 1	12:35 p.m.	Detroit at Boston
	(following first game)	L.A. Lakers at Phoenix
Sun., March 8	3 p.m.	Phoenix at San Antonio
Sun., March 15	3 p.m.	Dallas at L.A. Lakers
Sun., March 22	12:35 p.m.	Houston at San Antonio
	(following first game)	Miami at Detroit
Sun., March 29	12:35 p.m.	Dallas at Cleveland
Sun., April 5	12:35 p.m.	San Antonio at Cleveland
Sun., April 12	12:35 p.m.	Dallas at New Orleans
	(following first game)	Boston at Cleveland

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