

Analysis of NBA business strategy and enlightenment to the CBA

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Abstract

As the sport continues to grow, more sports games are being commercialized and developed, from the quadrennial Olympic Games to the various sports leagues, all of which have made great advancements. These leagues not only increase the public's enthusiasm for the sport, but also provide a significant boost to the economy. This is why the commercialization of sports has become so important. To date, sports leagues such as the NBA and the Super Bowl have been very well developed and have had a significant positive economic influence on the United States. China, however, is trailing behind in this regard. Therefore, it is necessary to study the operation strategy of the NBA. In this essay, the marketing strategy of the NBA will be studied through different aspects including branding effect, game construction and increasing league uniqueness. so as to make suggestions for Chinese sports leagues, especially for the CBA.

Keywords

Business Strategy; NBA; CBA

Introduction

Sports is considered an indispensable part of people's daily life, especially for those high-standard sports leagues. These leagues bring us joy and excitement while watching them for leisure activity, but how these leagues become well-known and generate numerous revenues is

considered a problem that is worth deeply investigating, the most common argument is their business system and branding. Basketball, as one of the three major ball sports in the world, has significantly increased its popularity recently. Nowadays, it is not just considered as a sport, it is more accepted by people as a culture with a positive meaning. On an international stage, the basketball league that represents the highest level of competition in the world is the National Basketball Association (NBA) in the United States. It had achieved sensational effort for Its marketing strategy with high integration, commercialized operation and correct market positioning over the past several decades, not only making it becomes the world's top competition league but also making it a successful case in brand marketing courses of various business colleges. The NBA not only has prodigious influence in the United States but also has a decisive influence on a global scale.

However, compared to the NBA, the China Basketball Association (CBA) is constantly criticized by Chinese fans for its branding. Therefore, the research question of this paper is: what could CBA learn from NBA's marketing strategies to make it a success? This essay is aimed to analyze the success of the business system of the NBA and give out advice to the CBA. In this paper, we first review the history and development of the NBA. Then, we review

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the marketing strategies of the NBA. After that, we compare the CBA and NBA situations in different countries to conduct the successful reason of the NBA. This paper could give advice to CBA and other sports leagues.

Literature review

In this Literature Review part, this essay reviews the history and current situation of the NBA and CBA. Then concluded five strategies the NBA used and several imperfections of the CBA.

History of the NBA

The birth of the NBA

On August 3, 1949, after a damaging three-year battle to win both players and fans, the rival Basketball Association of America (BAA) and National Basketball League (NBL) merge to form the National Basketball Association.¹

At the same time, after World War II, the desire for matter grew rapidly among Americans. In the 1950s and 1960s, Americans gradually began to own their own houses, while black and white television ownership also soared during this period. By 1960, the number of black-and-white television sets in American households had exceeded ninety per cent. (Yang, 2014)

Post-war Americans needed to be relaxed mentally and began to have an extreme desire for various leisure and entertainment projects. The country has also begun to recover the original sports competitions.

During this period, due to the fact that the owners of eleven ice hockey halls and gymnasiums did not want to idle their venues when there were no related games, and because they showed a strong interest in the development of basketball. On June 6, 1946, BAA, the predecessor of the NBA, was established in the United States. At the beginning of its establishment, there were 11 professional teams.

¹ <https://www.history.com/this-day-in-history/nba-is-born#:~:text=On%20August%203%2C%201949%2C%20after,t he%20nine%20year%20old%20NBL.> (This source is about the history of the NBA)

The founders also realize the key role of a star player to the league. This is inseparable from the American "heroism" culture. At that time, the college basketball league was loved and followed by the audience, and college players were the main source of players for another basketball league, the National Basketball League (NBL) that was established in 1937.² Therefore, the BBA began to pay a lot of attention and funds into the college league and the NBL. Focusing on George Mikan, a player who is deeply loved by the audience. After hard work, the team was finally increased to 12 in the third season and absorbed George Mikan to the BBA. From 1948 to 1949, the BBA adhered to the successful route and successively absorbed several remaining NBL teams and merged with the NBL league to become the now well-known National Basketball Association (NBA). Thus, the NBA was born (Yang, 2014).

From my perspective, the birth of the NBA can be seen as a product of people's mind change, the backlog of emotions and pain during the war turned into a desire for entertainment after the war, and the NBA is one of the entertainment products created in this era.

Problem faced by the NBA

The NBA started to decline after the merger, the market value of the NBA fell to 15.5 million US dollars, and 17 of the 23 teams were on the edge of bankruptcy. "Of the four major professional leagues in this country, we are probably the first to say goodbye to the NBA, because there are no people interested in it. Those who participate in this league are discredited guys who take drugs fight and do all kinds of evil." Donald Katz, a famous American sports reporter wrote at the time.³

The flourish of the NBA

² [https://en.wikipedia.org/wiki/National_Basketball_League_\(United_States\)](https://en.wikipedia.org/wiki/National_Basketball_League_(United_States)) (The source is about the NBA and development history of the NBA)

³ https://baike.baidu.com/item/NBA_business_model/8432028 (This sources gives numerical values of problems the NBA was facing and some business strategies)

David Stern served as the NBA president since February 1st 1984. Instead of marketing the league's teams, he changed the focus to its star players, such as Magic Johnson and Larry Bird, and Michael Jordan and Charles Barkley from the 1984 NBA draft, which was held soon after Stern took office.

The strategy of David Stern makes the NBA takes a monopoly position in the American Basketball market. It gradually developed into a global multinational company. The Television broadcasting rights, merchandise and authorizations sold by the NBA have exceeded 3 billion U.S. dollars every year.⁴

On December 3, 2008, Forbes magazine announced the NBA 2007-2008 season team market value list after the end of the season. As shown in the graph below, the sum of the 30 teams reached 11.334 billion US dollars. To analyze it more specifically, the market value of the New York Knicks ranked first place for four consecutive years, reached to 613 million dollars. Even the bottom-ranked Milwaukee Bucks still have a \$278 million market value. (Li, 2010)

Rank	Team	Market Value (Million Dollar)	Annual Market Value increase	Revenue (Million Dollar)
1	New York Knicks	613	1	208
2	Los Angeles Lakers	584	4	191
3	Chicago Bulls	504	1	165
4	Detroit Pistons	480	1	160
5	Cleveland Cavaliers	477	5	159
6	Houston Rockets	469	1	156
7	Dallas Mavericks	466	1	153
8	Phoenix Suns	452	1	148
9	Boston Celtics	447	14	149
10	San Antonio Spurs	415	3	138
11	Toronto Raptors	400	7	138
12	Miami Heat	393	-6	131
13	Philadelphia 76ers	360	-5	116
14	Utah Jazz	358	5	119
15	Washington Wizards	353	2	118
16	Sacramento Kings	350	-9	117
17	Orlando Magic	349	8	100
18	Golden State Warriors	335	8	112
19	Denver Nuggets	329	3	112
20	Portland Trail Blazers	307	21	114
21	Atlanta Hawks	306	7	102
22	Indiana Pacers	303	-9	101
23	Minnesota Timberwolves	301	-2	100
24	Oklahoma City Thunder	300	12	82
25	Los Angeles Clippers	297	1	99
26	New Jersey Nets	295	-13	98
27	Memphis Grizzlies	294	-3	95
28	New Orleans Hornets	285	5	95
29	Charlotte Bobcats	284	-1	95
30	Milwaukee Bucks	278	5	94

Figure.1 2007-08 market value of NBA teams⁵

The NBA had great achievements under David Stern's management and became one of the world's most successful sports leagues.

Current situation of the NBA

⁴ <http://encyclopedia.thefreedictionary.com/David+stern>
(This source gives detailed information of the David Stern's business strategy)

The NBA is now having a high commercial value and can generate sufficient revenue.

At present, the revenue of the NBA mainly comes from three major sectors: television broadcasting, sponsorship, and tickets. (Li, 2022) For television broadcasting, in 2014, three companies, TNT (Turner Sports), ABC and ESPN, signed a 9-year TV broadcast contract with a total value of 24 billion U.S. dollars with the NBA (Lewis, 2017). In terms of sponsorship, In the 2021-2022 season, the sponsorship revenue of the 30 teams in the NBA reached 1.64 billion US dollars, a record, an increase of 12.5% over the previous season (Badenhausen, 2022). In the field of ticket revenue, according to statistics, the NBA's ticket revenue for the 2021-2022 season has accounted for 22.38% of its total revenue, which generates 2.2 billion for the league (Gough, 2023). The chairman of the NBA Adam Silver revealed at a press conference that the league's total revenue in the 2021-2022 season exceeded \$10 billion (Li, 2022). In addition, the annual salary income of an NBA basic salary player with a normal contract exceeds 1 million US dollars.⁶

NBA is one of the most successful sports leagues currently, it has greatly increased the influence of basketball around the globe.

NBA Business Strategy **General Strategy of the NBA**

NBA first positioned this league as a global product and implement international strategies. It can be shown more specifically by multiple tactics.

Highlight featured events

Considering the inherent disadvantages of the existing energy structure and the future development needs of human society, I believe that the future energy structure will be characterized by a green and sustainable energy

⁵ Data from: <http://forbes.com/> (Numerical values of the revenue of each team in the NBA)

⁶ <https://www.163.com/dy/article/HB63H3570529805P.html>
(Numerical values of CBA and NBA players' income)

structure, with a cleaner and more diversified global energy structure.

Every year the NBA holds some featured events, the most eye-catching event would be the well-known All-Star Weekend. The All-Star Weekend is a basketball carnival feast held in the middle of the league to thank the fans (Li, 2012). Throughout the All-Star Weekend, there will be a variety of highly entertaining games such as the 3-point contest, Skills Challenge and Slam dunk contest. The Slam Dunk contest is the trump card of the All-Star Weekend. In order to increase appreciation, various equipment such as cars, pianos, and cranes were used to create highlights of the Slam Dunk Contest.

There is also an All-Star Game at the weekend, the 12 players from the east and the west, each voted by global fans, will show their basketball skills and personal charm to the best of their ability, and broadcast them simultaneously to more than 159 countries around the world through hundreds of media and networks around the world to watch in real-time (He et al., 2013). The All-Star 2022 provides nearly 250 million dollars in overall economic impact.⁷

Build up Star Players

Americans admire heroism and building up basketball stars into heroes can largely fit the image of a hero who goes forward in the minds of fans. The famous Jordan effect is a successful example. As the first superstar created by the NBA, Jordan has the reputation as "the god of basketball". Through the ingenious rendering of the league, Jordan has become a perfect representative in the eyes of fans (Li, 2012). Furthermore, the selection of star nicknames is also a way to build up stars. such as Earvin Johnson "Magic", and Oscar Robertson "The Big O".⁸. Worship and loyalty to idols will greatly enhance consumers' satisfaction with the NBA and even develop into a high degree of loyalty. This makes the popularity and influence

of the NBA will be greatly promoted around the world.

Television Broadcast

Although there are fierce games in the NBA, there are bound to be a small number of fans who can go to the stadium to watch the game, and most of them still watch the broadcast in front of the TV.

The NBA has extremely strict technical regulations on TV broadcasting. When a team builds a new stadium, the angle and height of the stands must comply with the needs of TV broadcasting. NBA TV broadcasting stands generally have more than 30, and many directly track players, plus camera positions on transparent backboards (Li, 2012). The high-quality broadcast can enhance the feeling while watching it, this action can increase the willingness of audiences to watch.

Use of new technology

The rapid growth of technology provides more opportunity and media for NBA to branding, for instance, the Metaverse. The metaverse is a virtual world and vision of existence that begins with a gaming platform, is based on digital currencies, and is backed by the concurrent development of several hardware and digital technologies that have a significant impact on human life (Yuan & Yang, 2022). The NBA may provide fans a different viewing experience by using metaverse technology, allowing them to watch the game from various angles and learn more about the details of the game. For instance, the NBA offers virtual in-game seats on the Oculus Quest 2, a VR technology device. This application enables those who cannot afford courtside VIP tickets to watch games up close and provides them an immersive viewing experience (Yuan, 2022).

Use Brand effect to increase the development of other assets.

In 1967, the NBA creates "NBA Properties," a global marketing and rights agency representing the NBA, and creates its own logo (Zeng, 2017).

⁷ <https://www.craigslist.com/sports-business/nba-all-star-provides-nearly-250-million-economic-impact-northeast-ohio> (Economic impact of the all-star game)

⁸ https://www.yardbarker.com/nba/articles/the_25_best_nba_nicknames_of_all_time/s1_30714023 (Some nicknames of the NBA players)

It used the brand effect to create many derivatives. The NBA imitates Disney's trademark authorization method, makes full use of the NBA trademark and authorizes the manufacture of various products (Hu, 2002). Include products with team logos: sports apparel, memorabilia, player cards, stationery, books, magazines, videos, video games, toys, accessories, etc (Lin, 2013), and earns profits from it. The derivatives enable the NBA to cooperate with the company in a different industry and gain revenue with high diversity.

Keeps the game with high excitement

In order to avoid monopoly, the NBA introduces Salary Cap and Luxury Tax. The Salary Cap is based on 48% of the NBA's previous year's income, then divided by 30. If one team's total player salary exceeded this number, they would have limitations for signing and trading players.⁹ The Luxury Tax is based on 55% of the NBA's previous year's income, then divided by 30. If one team's total player salary exceeded this number, they are forced to pay a 1:1 tax. However, in order to keep its competitiveness, the NBA sets the minimum team salary, which is 90% of the Salary Cap. If a team is reluctant to spend money and doesn't reach this value, it will be fined.¹⁰

The regulations introduced by the NBA can effectively guarantee the excitement and balance of games.

Local Strategy of the NBA

Audience comfort

NBA attaches great importance to the construction of stadiums. Sofa-style seats provide the most comfortable conditions for the audience to watch, and the real-time playback on the large screen allows the audience to enjoy the most direct audio-visual experience, without having to go far, you can buy food outside the court (He et al., 2013) (Zeng, 2017). The sound and light effects in the sports field will stimulate people's audio-visual senses, and it is easy to make the audience excited, active, and follow the rhythm of the game. The NBA's arena lighting

strategy is very ingenious. The court of the arena is the most concentrated area of light, and the auditorium is darker, which can gather attention and highlight the key points (Li, 2012). During the interval between games, there are more diversified performance modes to please the audience, such as cheerleading, acrobatic dunk, and mascot performance (He et al., 2013). The NBA's marketing concept is to cater to every fan's taste, Audience Comfort has a large effect on ticket revenue, as the audience is highly entertained by the game, they have more willingness to purchase tickets and watch.

Strategy in China of the NBA

Increase the media exposure

In 1989, David Stern came to China to promote the NBA in person, provided game content and signals to CCTV free of charge, and even invited CCTV staff to live broadcast the NBA All-Star Game and playoffs for free (Li, 2012). Every week, NBA sends highlights to the CCTV. (Wei & Li, 2010)

Later, as the NBA vigorously absorb Chinese players, Wang Zhizhi, Yao Ming, Yi Jianlian and other players entered the NBA one after another. Their appearance attracted countless Chinese people who did not watch NBA games before. (Wang, 2017) Especially Yao Ming, in June 2002, Chinese player Yao Ming joined the NBA Houston Rockets as the first pick, becoming the third Chinese player to officially land in the NBA. Since then, the majority of Chinese people regard the Rockets as their home team, the view of NBA broadcast and their attention to the NBA is even higher than ever (Li, 2012).

At the same time, with the rapid development of network technology, video technology allows network media to have the ability for exposure and more Chinese people can access the Internet conveniently. The NBA cooperates with various video sites such as Tencent and Sina and has created its own accounts on various social media (Ding, 2016). As of January 2023, the NBA has

⁹https://baike.baidu.com/item/SalaryCap?fromModule=lemma_inlink (Information of the salary gap)

¹⁰ <https://work.chron.com/nba-pay-scale-12271.html> (detailed information about the salary mechanism of the NBA)

15.6 million followers on Douyin (Chinese TikTok).¹¹

Increase the fan's acceptance

The NBA gives Chinese fans many opportunities to participate. Such as All-Star voting opportunities and holding NBA China Games. Especially for the China Game, the NBA adopts uniform NBA standards, including cheerleaders and mascots, even every floor is airlifted from the United States to China. (Jia &Hu, 2011) In addition, the NBA donated money and builds basketball courts in China every year. Moreover, during the Spring Festival, the most important festival in China, the NBA will organize a large number of stars to film congratulatory videos with Chinese characteristics, to win the recognition of Chinese fans for the NBA (Ding, 2016). NBA shows an attitude that they attach importance to Chinese fans, Chinese fans would have a sense of identity, and thus would be more enthusiastic to purchase NBA products.

History of the CBA

The general history of the CBA

CBA was founded in 1995, 12 teams were participating. In the 1995/96 season, State Express obtained the naming right of the league. From the 1996/97 season to the 2000/01 season, it was the Hilton China Men's Basketball League. Since 2004, it has officially changed its name to the Chinese Basketball Association (CBA).¹²

2.3.2 Current Situation of the CBA

Compared with the NBA, the revenue, influence, attention and viewing rates of the CBA are much less. The total revenue of the CBA in the 2021-22 season is about 5 million dollars¹³ and the maximum salary limit is about 0.9 million dollars.¹⁴

The imperfections of the CBA

¹¹<https://www.douyin.com/user/MS4wLjABAAAAGT6rLfDddeLe43Sb9VzfouQjHWZ20Bwn16m1h5Zz0ZA> (Numerical value of the number of fans of the NBA on tiktok)

¹²<https://baike.baidu.com/item/%E4%B8%AD%E5%9B%BD%E7%94%B7%E5%AD%90%E7%AF%AE%E7%90%83%E8%81%8C%E4%B8%9A%E8%81%94%E8%B5%9B/4505793?fr=aladdin> (history of the CBA)

Lack of improvement in their quality

The quality of the CBA brand still has problems, the level of arena facilities, the limited playing time of young players, the overall low level of domestic players' skills and tactics, and the large gap in team strength all lead to a decline in the excitement of CBA games. (Wang, 2016)

The competitiveness and impression of the CBA are still inferior to other leagues, audiences might feel bored if they used to watch other leagues.

Low publicity and exposure

CBA did not give full play to the role of basketball in branding. The entire publicity still depends on the attendance rate of the stadium and uses the advertisement billboard. The media publicity is only broadcasting the game live to the outside viewers, the organizers even think that interstitial advertisements are more important than building their event brand, ignoring the promotion of brands. (He et al., 2013) As of January 2023, the CBA only has 1.9 million followers on Douyin (Chinese TikTok).¹⁵

Currently, CBA is not attached to the importance of media publicity, in this era of rapid network development, if CBA doesn't fully use network publicity, its popularity might even go backwards.

Discussion

The NBA is persistently considered a successful instance of sports league branding, but CBA is not mature in operation pattern compared to the NBA. In the Literature Review part, we briefly introduced the history and current situation of the NBA and CBA and emphasized the successful strategies of the NBA and the imperfections of the CBA. In this part, we would discuss some essential advice that can be given to the CBA throughout the study of the NBA, to develop the CBA into a world-class sports league. This essay

¹³ https://sports.sohu.com/a/587527313_121419491 (Revenue of the CBA)

¹⁴ <https://t.yinet.cn/baijia/32894799.html> (Salary limit of the CBA)

¹⁵<https://www.douyin.com/user/MS4wLjABAAAARAuVU1hIXsVX986wBpj0Ca-me6FVingISiWHAN1umkPM> (Numerical value of the number of fans of the CBA on TikTok)

is going to give advice to the CBA through three different dimensions: branding, league uniqueness and derivatives.

Build up well branding structure

Development of social media

With the rapid development of the internet and technology, sports leagues can spread and market their leagues through social media, and this is something the CBA needs to learn from, as we discussed in the previous Literature Review section for the NBA. CBA... In addition to the number of fans, the NBA posts videos on Chinese TikTok almost every 1-2 hours, whereas the CBA may only do so once every week. Moreover, The NBA videos also have better editing and clarity than the CBA ones, and they come in more versatile and diverse ways, including game highlights, today in NBA history, and the Birthday of players. Continuous exposure is crucial for the sports league's reputation, for this part of multimedia, there are a few small suggestions that can be given to the CBA.

1. High quality videos

CBA should improve the quality of your own videos by employing the assistance of superior editors and web marketers, thus audiences are willing to watch (Song & Wang, 2022).

2. Increase the diversity of videos.

NBA has a range of different types of videos besides the game recording, includes variety show, talk show and highlights. Same to that, the CBA should not only provide video recordings of games, but also regularly release videos of CBA players or teams making spectacular shots, or special commemorations, such as making a video series called today in CBA history, this is aimed at recording memorable historical moments, such as when a player scores a lot of points, or a team wins the championship and provides recordings of those moments' highlights at the time. In addition, the CBA should also produce some celebration specials for festivals, such as the Chinese New Year, CBA could release a celebration video that combines Chinese culture with CBA and Basketball elements. Just like the NBA released one Christmas Special in 2013 Christmas, which

brought together several NBA stars and merged basketball with Christmas to generate a fabulous video, which the CBA needs to learn from the NBA (Fan, 2016) (Zhao, 2022).

3. Increasing the interaction between players and fans on social media

Social media platforms provide a comment function that enables fans for the real-time posting of real thoughts. CBA players can respond to comments posted by fans in the comments section, allowing for more connection between fans and players (Zhang & Zhao, 2021).

However, some people saying that giving players the freedom to respond could have negative consequences for the sport league even though it will increase interaction between players and fans. For instance, players may lose control of their temper and abuse fans, or their social media accounts may be compromised on purpose so their account may post offensive and confrontational content, which can cause a detrimental impact socially. This could leave fans or non-fans with a negative impression of the CBA. For instance, NBA star Kevin Durant frequently attacks NBA fans on Twitter and causing some fans to have an unfavourable impression of Kevin Durant and even the NBA. So, some people are arguing that players should not be given too much social freedom. But I think it is crucial to build the personal brand image of sports stars. To sum up, a general advice can be given is that the CBA should give players social freedom and could eliminate some of the negative consequences by adding a censorship mechanism.

New technology

New technology such as VR, and AR can provide the CBA with more opportunities for content and product branding.

At the All-Star Game, AT&T, the NBA's official 5G partner, created an All-Star AR arena. Just like the NBA, the CBA also can create a metaverse where users can customize their virtual personas using 3D body scans and using VR devices to control. The CBA can also add various types of activities to the metaverse, such

as interacting with the virtual persona of CBA players, visiting 1:1 replicas of CBA stadiums, playing virtual shooting games, and so forth. Viewers' experiences of diverse senses and entertainment needs may be gratified by taking part in CBA-themed activity experiences in this multi-dimensional area, which will enhance their loyalty to the CBA.

The exist of the metaverse also can help the CBA to develop a new virtual form for the event's derivatives that is different from the practical object, with more capacity for creativity. Issuing some virtual player cards and souvenirs, for instance. In 2022, the NBA issued a set of Chinese New Year digital collectables to celebrate the Chinese New Year. (NBA Today, 2022). The CBA may also combine traditional Chinese elements with CBA basketball culture to publish a variety of digital collectables, which can enrich the kind of event elements carrier while also achieving the goals of extending the event dissemination channels and maximizing the event propagation impact. (Li Yilan, 2022)

However, for the time being, some people argue the underlying technology's limitations have a substantial impact on the presentation effect of the Metaverse. For example, the incoherent transmission of the real-time game or the audience can easily exit the virtual environment due to the limited network technology greatly minimize the immersive experience (Li Yilan, 2022). Although the technology is not very mature at the moment, I think at this era which technology developing rapidly, internet technologies will be mature very quickly and people will become more receptive to them. And if the NBA or CBA starts to use and invest in these technologies now, thus integrating resources and increasing the number of patents for them, owning the patents may even allow them to enjoy these achievements earlier and cheaper, which can bring higher revenue in the future.

Creating player's regional identity

Nowadays, the CBA seeks for players from a few certain provinces, including s Shandong and Liaoning. The CBA should seek out players from

a wider variety of regional backgrounds. In addition to players from the US, the NBA has also recruited a large number of players from Europe and Asia, including Doncic, Jokic, and Adetokunbo. This will encourage more people to follow the league from across the world. The CBA also can recruit players from all over the world because people have a natural affinity for players from the same region as them, giving them a higher sense of belonging to the CBA. And the CBA can also use these regional characteristics to create exclusive games, such as players born in Shanghai versus players born in Beijing.

Build the CBA brand image

By strengthening the link between the firm and its customers, CBA may employ public relations techniques to enhance its reputation and therefore foster a positive business environment. The CBA should organize more basketball activities such as fan meetings and professional basketball camps to provide fans with a good basketball atmosphere, and the public image of the CBA is a particularly important part of the league's brand promotion. The league should promote players to participate the public welfare and care about basketball lovers. The league should guide its teams and players to be active in public service, organizing players to call for participation in basketball activities. The league should also go into schools and give talks on teaching basketball theoretical knowledge and technical skills in order to develop young people's interests and promote the development of young basketball talents. The scope of the campaign should not be limited to the central and eastern cities, but also to the western cities and remote and poor areas. Although the CBA is presently concentrating on public relations strategies, many of the acts it does are merely formalities and lack of sincereness, which require later attention (Fan Tao, 2016) (Zhao, 2008)

Star player effect

Star players attract a lot of public attention and use it to promote basketball, which boosts the impact and commercial worth of the CBA league and creates a positive virtuous cycle.

CBA need some star players in their league to promote the popularity. The CBA currently lacks adequate promotion of players with distinctive characteristics and fan bases. The CBA may collaborate with entertainment programmes. Like in the NBA, where many players have roles in movies or talk shows, such as the Uncle Drew, which starred NBA star Kyrie Irving. The CBA may take the initiative to arrange entertainment sources for the players during the off-season, encourage them to participate in entertainment events, and use their personalities and charisma to create storylines that fans would like reading, turning them into idols for the audience. The player's reputation is strengthened, and his popularity rises. The popularity of the CBA would also rise (Li &Hao, 2019) (Zhang, & Zhao, 2021).

Creating a distinctive sports league identity

NBA increased the uniqueness and competitiveness, to improve the level of the league's competitiveness, the CBA ought to enact a few unique rules. Similar to the NBA, the NBA modifies certain of the international basketball regulations for its exclusive rules, such as extending the three-point line, in order to maintain the balance and competitiveness of games. The CBA may also alter certain international basketball regulations in order to incorporate some special features specific to the CBA, such as the addition of a four-point line and a shorter shot clock. More viewers will be drawn in by distinctive features and engaging games.

However, there's an argument saying that changing the rules can put sports leagues out of step with international basketball and make players to play poorly in the international arena, but I think players can adapt to different rules through pre-game practice and the uniqueness and competitiveness is so crucial for a league.

Creating a more diverse range of products

The NBA offers a huge variety of derived products, including jerseys, player cards...etc. Moreover, NBA also provides business licenses or collaborates together with firms that specialize in various product categories to create certain

licensed or co-branded goods, such as Nike, Adidas, and Under Armour.

Although CBA also has its own commercial license, the collaboration of derivatives is relatively limited, consisting solely of jerseys, caps, sweatshirts, etc. CBA should also collaborate with other commercial firms to increase their visibility. Currently, the CBA has almost only one significant commercial partner, Li Ning. In order to increase its visibility, the CBA should cooperate with other brands in the future, like Anta, and Xtep. If the CBA works with other brands, some of their supporters may become interested in the CBA as well.

However, some people saying that if the collaboration partner of sports league has encounter operation problems, the sports league might be affected. However, this can be solved by scrutinize the company before collaboration. Increasing the diversity of derivatives is more significant.

Conclusion

In conclusion, it seems that the NBA's success is a result of its outstanding game mechanics, ability to create a fascinating product, and well-known branding. The essay is based on research, literature review and other techniques to investigate the success in these three different dimensions. In terms of game mechanics constructions, we think that creating uniqueness and competitiveness games is the core of NBA game mechanics, turning to the CBA, the CBA could make some more exclusive rules to increase the uniqueness and competitiveness. Furthermore, NBA has collaborated with different other industries to rich the diversity of their products, and that is also what CBA is currently lacking. Not only that, but the branding strategies of the NBA are the key strategies that other leagues should learn from. but the NBA's branding in terms of social media, technological improvements, star player effect and Creating players' regional identity are key strategies other sports leagues should learn from. For social media, results from NBA's success showing that improving the quality and diversity of videos when posting them on social media is important.

Not only in terms of video, increase the interaction between players and audiences is also necessary. With the technology evolution, the advanced technology such as AR allowed the NBA and other sports league to present and marketing themselves better. NBA continues to attract public attention by build star players, while continues to recruit players in the different countries, which increases the global attention of the NBA and increases regional identity for fans. These are exactly the strategies that the CBA needs to study and emulate. I hope that this essay will provide some advice to the CBA and other sports leagues, so that basketball leagues could continue to be growing and prospering.

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