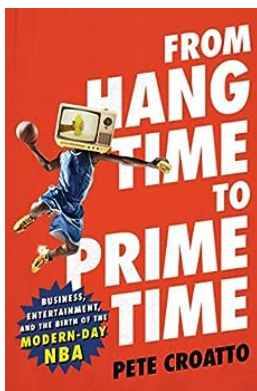


# From Hang Time To Prime Time

Have you ever wondered how a simple game can turn into a global phenomenon? How an activity that was once limited to schoolyards and playgrounds became a multi-billion dollar industry? The answer lies in the evolution of basketball from hang time to prime time.

Basketball is a sport that has captured the hearts of millions around the world. Its rise to popularity can be attributed to a combination of factors, including the skill and athleticism of its players, the excitement and fast-paced nature of the game, and the marketing and media efforts that brought the sport to the masses.

The term "hang time" refers to the ability of a player to stay airborne while shooting or making a move towards the basket. It is a skill that has become synonymous with basketball and is often used to describe the grace and fluidity of the game. However, hang time alone was not enough to propel basketball to prime time.



## From Hang Time to Prime Time: Business, Entertainment, and the Birth of the Modern-Day

**NBA** by Pete Croatto (Kindle Edition)

★★★★☆ 4.7 out of 5

Language : English

File size : 15264 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 330 pages

X-Ray : Enabled

Item Weight : 4.8 pounds



As the sport grew in popularity, it caught the attention of media outlets and advertisers who recognized its potential for entertainment and profit. Television networks started broadcasting games, allowing viewers to experience the thrill of basketball from the comfort of their own homes. This marked the transition of basketball from hang time to prime time.

The of television coverage brought the sport into the living rooms of millions of people, exposing them to the incredible athleticism and excitement of basketball. Fans could now witness the gravity-defying dunks, the incredible passes, and the buzzer-beating shots in real time. The game became more than just a sport; it became a form of entertainment.

Television networks also played a crucial role in showcasing the talents of basketball players. They turned athletes like Michael Jordan, Magic Johnson, and Larry Bird into household names, elevating them to celebrity status. These players became more than just athletes; they became cultural icons, inspiring a generation of fans and aspiring basketball players.

The media coverage also led to the commercialization of basketball. Companies began using basketball players as brand ambassadors, endorsing their products and featuring them in advertisements. Basketball sneakers became a fashion statement, with fans eager to own the same shoes worn by their favorite players.

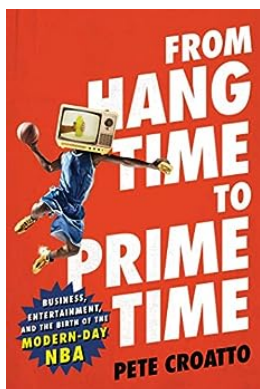
The global reach of basketball can be attributed, in part, to the efforts of international players who brought their unique playing styles and cultural perspectives to the game. Players like Yao Ming, Dirk Nowitzki, and Manu

Ginobili expanded the sport's popularity beyond American borders, inspiring a new generation of basketball players around the world.

With the rise of the internet and social media, basketball's reach has extended even further. Fans can now follow their favorite teams and players in real time, engage in discussions with other fans, and access exclusive content. Social media platforms have also provided players with a direct line of communication to their fans, allowing them to share insights, provide updates, and even address controversies.

Today, basketball has truly become a global phenomenon. The NBA has a presence in over 200 countries, and its players are revered as superstars around the world. The game continues to evolve, with new talents emerging and pushing the boundaries of what is possible on the court.

From its roots in hang time to its status as prime time entertainment, basketball has come a long way. It has captivated audiences, inspired generations, and provided countless moments of joy and excitement. Whether you are a die-hard fan or a casual observer, there is no denying the impact and allure of this incredible sport.



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Perfect for fans of *Moneyball* and *The Book of Basketball*, this vivid, thoroughly entertaining, and well-researched book explores the NBA's surge in popularity in the 1970s and 1980s and its transformation into a global cultural institution.

Far beyond simply being a sports league, the NBA has become an entertainment and pop culture juggernaut. From all kinds of team logo merchandise to officially branded video games and players crossing over into reality television, film, fashion lines, and more, there is an inseparable line between sports and entertainment. But only four decades ago, this would have been unthinkable.

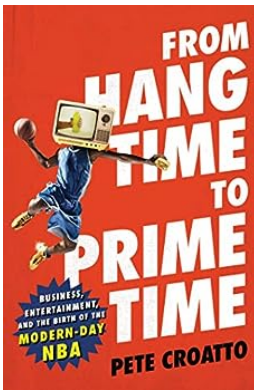
Featuring writing that leaps off the page with energy and wit, journalist and basketball fan Pete Croatto takes us behind the scenes to the meetings that lead to the monumental American Basketball Association–National Basketball Association merger in 1976, revolutionizing the NBA's image. He pays homage to legendary talents including Julius “Dr. J” Erving, Magic Johnson, and Michael Jordan and reveals how two polar-opposite rookies, Larry Bird and Magic Johnson, led game attendance to skyrocket and racial lines to dissolve. Croatto also dives into CBS's personality-driven coverage of key players, as well as other cable television efforts, which launched NBA players into unprecedented celebrity status.

Essential reading whether you're a casual or longtime fan, *From Hang Time to Prime Time* is an enthralling and entertaining celebration of basketball history.



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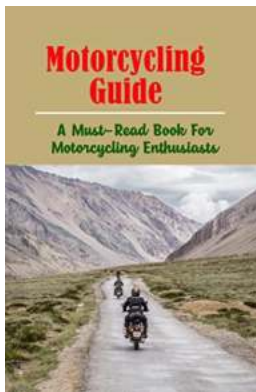
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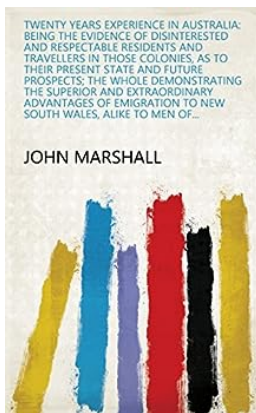
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