



MEDIA RELEASE
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TAB betting gives Kiwi basketball extra bounce

Basketball in New Zealand has enjoyed a rebound in popularity to become the TAB's number one sport for betting in 2012/13.

Courtesy largely of the TAB's broadcast of the NBA on its Watch&Bet world sports streaming service, as well as the popularity of the New Zealand Breakers in the Australian National Basketball League, basketball has overtaken rugby union as the big-ticket betting product with Kiwi punters at the TAB.

Kiwis bet more than \$46.8 million on basketball in 2012/13, putting it in the number one spot for betting turnover for the first time, just ahead of rugby union at \$45.4 million.

The TAB contributes a share of betting turnover and profit to each National Sporting Organisation on whose sport it takes bets. The TAB returned more than \$4 million to New Zealand NSOs in 2012/13, providing an important revenue stream to help them grow and develop their sports.

For basketball, 2012/13 was a big year.

"In our case we'll receive well over \$650,000 from the TAB for the year, which will help us promote the game in New Zealand," said Basketball New Zealand chief executive Iain Potter.

"The result's another indicator that basketball is growing in popularity here. It's great for Kiwi basketball fans to know that their betting with the TAB ends up supporting the game in New Zealand. For instance, the TAB helped fund our national age-group tournament."

While rugby union remains the top betting choice at the TAB by total bets, with more than 50,000 TAB account customers having punt on rugby union during the year, higher value bets placed by almost 17,000 basketball fans put the sport in top spot.

Meanwhile, the Tall Blacks go into Wednesday night's FIBA Oceania Championships opener against the Australian Boomers in Auckland as clear underdogs.

The TAB has the Tall Blacks at \$4 for the win, with the Boomers, coached by former Breakers boss Andre Lemanis, at \$1.20.

BETTING ON THE BIG 12

The top 12 sports, ranked by betting turnover, at the TAB in 2012/13

1. Basketball
2. Rugby Union
3. Rugby League
4. Football
5. Tennis
6. Cricket
7. Baseball
8. American Football
9. Golf
10. Ice Hockey
11. Netball
12. Australian Rules Football

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