

HEADLINE: NBA looking to revolutionise timekeeping with its new shot-clock system.

SHOWS: NEW YORK, NEW YORK (NOVEMBER 2, 2015)

1. SOUNDBITE (English) ADAM SILVER, NBA COMMISSIONER, SAYING:

“We’re in discussion with Tissot how we can integrate the shot-clock into an overall clock, improve the appearance of the clock so visually it’s very clear to the players and the fans. We’re in the laboratory right now with Tissot looking into new ways to innovate our timing, and that’s part of our partnership that we’re going to look into together and target the beginning of next season, will be introducing this new precision timing system.”

2. SOUNDBITE (English) ADAM SILVER, NBA COMMISSIONER, SAYING:

“Technology changes so quickly and I think that’s the wonderful thing about our partnership with Tissot that we’re all so open minded and progressive in our approach that we’re going to adjust based on new technologies that are coming into the league and into the industry.”

3. SOUNDBITE (English) ADAM SILVER, NBA COMMISSIONER, SAYING:

“I think we’re just getting started, it’s especially wonderful to have a global relationship with the global brand like Tissot and it only signifies that the NBA is becoming increasingly global in our scope, and our goal as we continue to grow our industry is to spread NBA basketball throughout the world and no better way to do it then the partnership with a brand like Tissot.”

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1. SOUNDBITE (English) FRANCOIS THIEBAUD, CEO TISSOT, SAYING:

“For Tissot to become partner of the NBA was kind of logic because since 2008 we’re the official timekeeper of the FIBA world organisation. So we do the timekeeping for the World Championship of the basketball and the European Championship so we have a know-how. If you love basketball you know that the NBA without any doubt is the biggest basketball organisation worldwide. If you look at the spectators on the other side watching TV , but not only in the US market but world-wide it’s amazing to see how people are excited to watch the NBA games. And for Tissot to be a partner of NBA it’s also in our DNA.”

2. SOUNDBITE (English) FRANCOIS THIEBAUD, CEO TISSOT, SAYING:

“With NBA we have also spoken together where they have what we call a shot clock, the shot clock that is a countdown for the last 24 seconds and where if the team doesn’t play the ball it goes to the other team. And we came with innovative ideas, I mean we won’t change the time, it’s still 24 seconds countdown, but the way to show, the way to just let people explain something is happening, especially first for the players but people on site, people watching we had to come with a new idea. So we have presented something to the NBA, they like it to discover. I saw the first prototype last week it’s amazing. This is totally in line with what Tissot is doing. We do create timekeeping, but we do the timekeeping on top of accuracy, we have to bring some emotionality and the way the shot clock are developed will also make the people closer to show what happened.”

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1. SOUNDBITE (French) FRANCOIS THIEBAUD, CEO TISSOT, SAYING:
“Become a partner of the NBA is logical because we have been since 2008 the official Timekeeper of the FIBA, that is in charge of the World and European championships. We had the chance on those occasions to meet the people from the NBA. NBA is without a doubt the biggest basketball organisation in the world.”

2.SOUNDBITE (French) FRANCOIS THIEBAUD, CEO TISSOT, SAYING:
“In the NBA and in all the basketball games we have was is called the shot-clock. It’s the 24secondes countdown that is really important, because if the ball is not played during that time it’s given to the adverse team. We thought a lot and set up a new system. We didn’t change the timekeeping and we are not going to change the 24secondes countdown, but we are changing the way of presenting it, of innovating it. We are bringing something beneficial for the player, for the referee, the spectators on site and the ones watching on TV. It’s something fantastic, innovative and that is totally in line with what Tissot does. Measuring time is our thing it’s basic for us, we are dressing time with new materials, with emotionality, and it’s what we are looking for. This is why this partnership with the NBA, the sports values introduced with basketball are in line with the ones we try to have. Let’s not forget that creating watches worn by ambassadors is our everyday life. And we want our ambassadors to be proud that we have quality partnerships with people like basketball players.”

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1. VARIOUS OF MADISION SQUARE GARDEN EXTERIOR
2. MADISION SQUARE GARDEN COURT INSIDE
3. NBA COMMISSIONER ADAM SILVER, CEO TISSOT FRANCOIS THIEBAUD ON COURT DURING OFFICIAL PRESENTATION
4. SILVER MEETING WITH THIEBAUD AHEAD OF THE MATCH
5. WATCH SHOWING THE NBA LOGO
6. VARIOUS OF SILVER AND THIEBAUD POSING FOR PHOTOS
7. THIEBAUD POSING FOR PHOTOS WITH SPURS SPORTS AND ENTERTAINMENT CHAIRMAN AND CEO PETER HOLT
8. THIEBAUD POSING FOR PHOTOS WITH GENERAL MANAGER NEW YORK KNICKS STEVE MILLS.

STORY: The National Basketball Association (NBA) announced on Monday (November 2) it is planning to introduce new innovative timekeeping system that will revolutionise the appearance of the 24 second shot-clock.

The new timing system is part of a comprehensive multiyear partnership with Swiss watchmaker Tissot that both parties announced on October 5, 2015.

“We’re in discussion with Tissot how we can integrate the shot-clock into an overall clock, improve the appearance of the clock so visually it’s very clear to the players and the fans,” said NBA Commissioner Adam Silver at Madison Square Garden where the partnership was officially presented to the gathered media ahead of the Knicks v Spurs game.

The deal arose mainly from the NBA's need of a new in-game timekeeping system that Tissot will create for all 29 NBA arenas starting in the 2016-17 season. The last time the league's system had a full overhaul was in 2004. Right now the game clock starts and stops with a button kept by officials, and is backed by an official at the scorer's table. Additionally, these clocks are not synced with those on television broadcasts.

"We're in the laboratory right now with Tissot looking into new ways to innovate our timing, and that's part of our partnership that we're going to look into together and target the beginning of next season, will be introducing this new precision timing system," Silver added.

This marks the first official timekeeping partnership for TISSOT with a major North American sports league and the largest partnership in the company's history of more than 160 years. With the agreement, TISSOT adds to an already robust portfolio of international sports and sporting event partnerships.

"For Tissot to become partner of the NBA was kind of logic because since 2008 we're official timekeeper of the FIBA world organisation... so we have a know how," said Francois Thiebaud, CEO of Tissot..

"If you love basketball you know that the NBA without any doubt is the biggest basketball organisation world wide. If you look at the spectators on the other side watching TV, but not only in the US market but world-wide it's amazing to see how people are excited to watch the NBA games. And for Tissot to be a partner of NBA it's also in our DNA."

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As part of the agreement, Tissot receives global league licensing rights for timepieces, watches, clocks and watch accessories for all NBA teams.