



**AFRICA SPORTS UNIFIED**

THE VOICE OF AFRICAN SPORTS BUSINESS



ALL 4 THE  
GAME

# BASKETBALL AFRICA LEAGUE

SEASON 4 OVERVIEW

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# FOREWORD

The Basketball Africa League (BAL), now in its 4th season, has come a long way since the announcement in 2019 that the league will launch. Despite the emergence of COVID-19 causing a delay to the launch and an adjustment of the competition format, the tournament continues to gain momentum.

The construct of The BAL between FIBA & NBA Africa along with a list of high-profile names of celebrities, and former NBA players, including Barack Obama, Dikembe Mutomo, Luol Deng, Joakim Noah as advisors, partners and investors in this new Pan-African tournament caught the attention of the global sports market.

Valued at \$1bn in 2021, The BAL has quickly risen to prominence as a beacon of not only basketball excellence on the African continent and beyond, but of sport in general. This season marks a significant milestone for The BAL, with expansion into three conferences across four different countries. Alongside host countries Senegal, Egypt, and Rwanda, we welcome South Africa into the fold, signalling the league's commitment of being truly Pan-African.

The socioeconomic impact of The BAL cannot be underestimated either. To date, The 2024 BAL season is reaching fans in 214 countries and 17 different languages through free-to-air and paid TV broadcast partnerships; nearly 25,000 fans attended the Kalahari Conference (South Africa division) games, with both the opening night and closing weekend games sold out. As a result, providing an increase in jobs & tourism which will give a boost to the economic development of the host city.

The BAL is more than just a gateway for African exports, there is a deep drive to develop a globally entertaining league where athletes can compete and stay in Africa for longer. Having developed a significant pathway for talent coming through, the inclusion of 1 NBA Africa Academy player in each team and the limit on the amount of foreign players in each team, does exactly that.

The BAL also understands the power at play here with the rich mix of sports, music and fashion to help build and develop a global product. This is evident in the design of the jerseys and branding across stadiums with a clear afrocentric influence coupled with the music being played during the games, at fan parks and BAL events.

This report is a one-stop guide for all pertinent information regarding BAL Season 4, with a focus on the commercial & media partners, venues, participating teams and analytics on social media analysis & fan attendance.

A special thanks to the team at NBA Africa & The BAL for their assistance and support in providing the necessary information. A notable mention also to the wider Africa Sports Unified team including David Ojo, Philip Nwosu, Omali Mbasani, and Oluwatosin Alabi for working diligently on this.

**Thanks**  
**Gabriel Ajala**





# OVERVIEW

The Basketball Africa League is in its 4th season with this 2024 season expanding to 3 conferences across 4 different countries, with South Africa joining the host countries this season along with Senegal, Egypt & Rwanda.

## PREVIOUS BAL CHAMPIONS

### WINNER



### RUNNER-UP







# COMPETITION DATES



## KALAHARI CONFERENCE

Pretoria, South Africa  
March 9 - 17



## NILE CONFERENCE

Cairo, Egypt  
April 19 - 27



## SAHARA CONFERENCE

Dakar, Senegal  
May 4 - 12th

## BAL SEASON 4 PLAYOFFS

Kigali, Rwanda  
May 24th - June 1st







## How the teams Qualified for the PlayOffs:

The top 2 teams from the 2 conferences automatically qualify for the Playoff in Kigali, whilst the 2 best 3rd placed teams from across the 3 conferences will also qualify, This will make the 8 teams that would compete in the Playoffs.

These 8 teams will compete for 4 seeding games followed by an eight-game elimination series to see who will be crowned the BAL Season 4 Champions.

## Foreign Players Restrictions:

Each team competing at The BAL can only have a maximum of 4 foreign players in their squad. Of the 4 foreign players, 2 must be from another African country and a maximum of 2 can be from outside Africa.







There are  
**96 MILLION**  
BAL fans in Africa

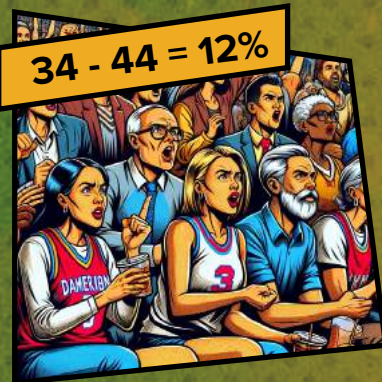
## DEMOGRAPHICS

**75% OF BAL FANS ARE UNDER THE AGE OF 34**

12 - 17 = 39%



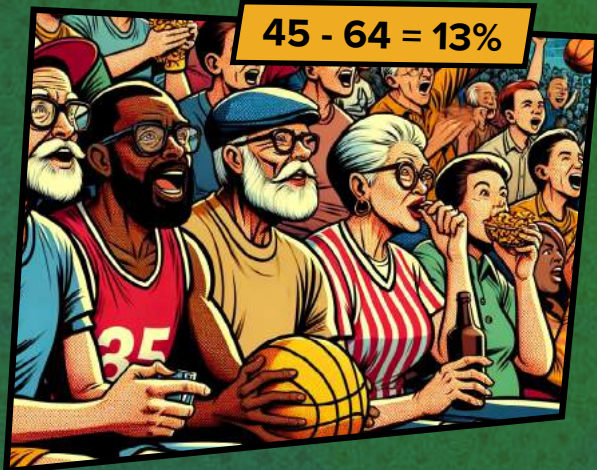
34 - 44 = 12%



18 - 34 = 36%



45 - 64 = 13%



**52%** of BAL fans are male



**72%**

BAL fans are parents



**70,000**

fans attended a  
game in all 3 markets

Stats based  
off the 2023  
BAL Season



## INTERESTS



### ADVENTUROUS

**88%** of BAL fans are always looking for new experiences



### QUALITY DRIVEN

**77%** will always choose the best quality when they purchase a new product or service



### SOCIALLY RESPONSIBLE

**86%** are willing to take a stand to support cause they believe in

## BAL SEASON 3 REACHED



**214**  
Countries



**17**  
Languages



including all  
**54**  
African Countries







## SOCIAL MEDIA



# 1 MILLION

followers



# 1 BILLION

impressions



# 91

% increase in  
video views

(over 60 million more IG  
video views than in Season 2)

## DIGITAL MEDIA



# 124

% increase in  
website visits



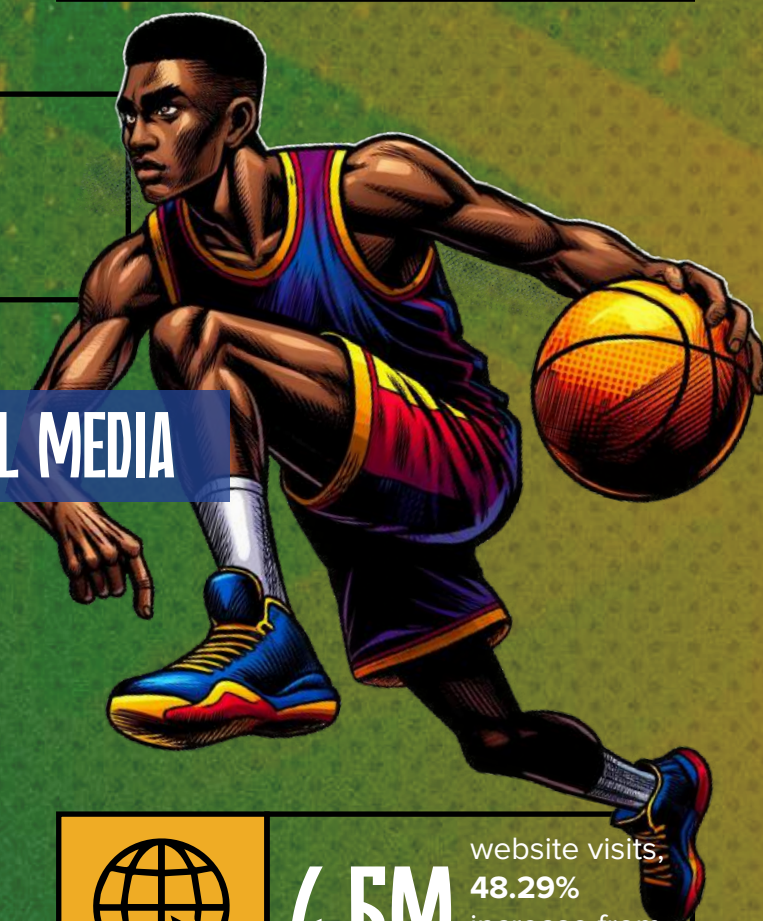
# 162

% streams  
(more than  
NBA G League)



# 4.6M

website visits,  
**48.29%**  
increase from  
Season 2 (3.1m)



## TICKETING



# 34

% increase in  
ticket sales



# 51

% increase in  
attendance

## GAME QUALITY



# 68

% increase  
competitiveness  
of the competition



# TEAMS

A total of 12 teams will be participating at The 2024 BAL with a record 48 games being played across the 3 conferences and the Finals in Kigali, Rwanda, compared to 38 games in the previous seasons. Each conference will play a 12-game group phase with each team facing each other twice.

Below is an overview of the teams involved in the tournament.

The table immediately below lists each team in accordance to the final standing of each division. (Q) represents that they have qualified for the Finals and (DQ) represents that they were disqualified from the competition.

 <b>KALAHARI CONFERENCE</b>	 <b>NILE CONFERENCE</b>	 <b>SAHARA CONFERENCE</b>
 FUS Rabat basketball (Q)	 Al Ahly (Q)	 Rivers Hoopers (Q)
 Petro de Luanda (Q)	 Al Ahly Benghazi (Q)	 AS Douanes (Q)
 Cape Town Tigers (Q)	 Bangui sporting Club	 US Monastir (Q)
 Dynamo Basketball Club (DQ)	 City Oilers	 APR

## REGIONAL TEAM CONTRIBUTION

<b>Southern Africa</b> 2 teams	<b>East Africa</b> 3 teams	<b>Central Africa</b> 1 teams	<b>North Africa</b> 4 teams	<b>West Africa</b> 2 teams
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TEAM	CONFERENCE	Established	Past BAL Performances	COUNTRY	HOME VENUE	CAPACITY
Cape Town Tigers	Kalahari	2019	-	South Africa	CTICC	30,000
Dynamo Basketball Club	Kalahari	1968	-	Burundi	Indoor Stadium	10,000
FUS Rabat Basketball	Kalahari	1946	-	Morocco	Salle Abderrahmane Bouanane	1,500
Petro de Luanda	Kalahari	1980	'21 - 3rd '22 - 2nd	Angola	Pavilhao da Cidadela	6,873
Al Ahly	Nile	1930	'23 - 1st	Egypt	Al Ahly Sport hall	2,500
City Oilers	Nile	2011	-	Uganda	MTN Arena	1,000
Al Ahly Benghazi	Nile	1950	-	Libya	Suliman Darrat Arena	10,000
Bangui Sporting Club	Nile	2017	-	Central African Republic	Palais des Sports	5,000
US Monastir	Sahara	1959	'21 - 2nd '22 - 1st	Tunisia	Mohamed-Mzali sports hall	5,000
APR	Sahara	1993	-	Rwanda	BK Arena	10,000
AS Douanes	Sahara	1980	'23 - 2nd	Senegal	Marius-Ndiaye Stadium	3,000
Rivers Hoopers	Sahara	2005	-	Nigeria	River State Basketball Complex	2,000





# VENUES

The 2024 BAL Season welcomes a new host city in Pretoria, South Africa as The BAL expands to 4 different countries. South Africa has joined Rwanda, Senegal & Egypt in hosting the 4 stages of the Pan-African competition.

The SunBet Arena was the venue for the Kalahari conference, the first of the 2024 Season, in which it saw an average of nearly 25,000 fans attend the conference selling out on both opening and closing weekends.

The Hassan Mostafa Arena, the venue for the Nile Conference in Cairo, Egypt is the smallest capacity of all 4 venues with a maximum capacity of 5,200 and the Dakar Arena in Dakar, Senegal has the largest capacity of 15,000.

It is clear to see that the development of world standard infrastructure is important for the development of sports and a key factor for any future expansion of The BAL into new markets. A mix of African and European organisations, in particular Summa from Turkey, were involved in the construction of the facilities. Multipurpose arenas that can be used year-round catering to various sports, events and concerts.





Below is an overview of the venues used in the 4 different countries of The 2024 BAL Season.

## SUNBET ARENA

The arena boasts state-of-the-art facilities designed to host a variety of events such as electrifying sports competitions, world-class concerts, cultural extravaganzas, exhibitions, conferences etc. The SunBet Arena hosted the inaugural Kalahari Conference in South Africa, which took place from Saturday, March 9 - Sunday, March 17.



**Conference:**  
Kalahari



**Year developed:**  
4 November 2017

*(Construction began in 2015 and was opened in 2017)*



**Date:**  
9 - 17 March 2024



**Cost to build:**  
4.2 Billion Rands

*(330 million USD)*



**Capacity:**  
8,500



**Location:**  
Pretoria, South Africa



**Developers:**  
Sun International Group  
*(South Africa)*







## HASSAN MOSTAFA INDOOR SPORTS COMPLEX

Located in Cairo, Egypt hosted the Nile Conference which took place between 19 - 27 April. The sports complex was constructed to serve as one of the venues for the 2021 World Mens Handball Championship hosted in Egypt.



Conference:  
Nile



Year developed:  
2020



Date:  
19 - 27 April 2024



Cost to build:  
£ 1.5 Billion



Capacity:  
5,200



Location:  
6th of October  
City, Cairo, Egypt



Developers:  
Egypt Ministry of  
Youth and Sport (Egypt)







## DAKAR ARENA

Located in Dakar, Senegal hosted the Sahara Conference which took place from 4 May - 12 May. This Arena is the home arena of the Senegalese national men's and women's basketball teams. The president of Senegal Macky Sall built the arena after Senegal won the AfroBasket Women 2015.



**Conference:**  
Sahara



**Year developed:**  
8 August 2018  
*(built between 2016 to 2018)*



**Date:**  
4 - 12 May 2024



**Cost to build:**  
Circa €100M



**Capacity:**  
15,000



**Location:**  
Diamniadio,  
Dakar, Senegal



**Developers:**  
Senegalese Government & Summa International Construction  
*(Turkish Company)*





**BK ARENA**

Located in Kigali, Rwanda will be the host of the BAL 2024 Finals from Friday, 24 May - 1st June. The Arena has played host to the previous 3 Finals of The BAL.



**Conference:**  
Finals



**Year developed:**  
2019



**Date:**  
24 May - 1st June  
2024



**Cost to build:**  
\$104 Million  
*(86 million Euros)*



**Capacity:**  
10,000



**Location:**  
Kigali, Rwanda

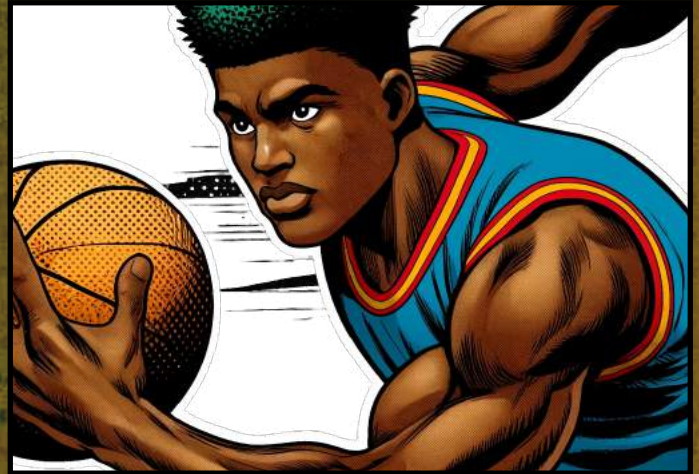


**Developers:**  
Rwanda Housing Authority & Summa International Construction  
*(Turkey)*





# STRATEGIC PARTNERSHIPS



The BAL has forged 30 strategic alliances with a diverse array of commercial and media partners across various sectors, highlighting its rapid ascent as a premier sporting event both within Africa and globally. These partnerships, built on shared values and mutual commitment, are instrumental in driving the leagues growth, fostering community engagement, and amplifying its reach across multiple platforms.

## League Commercial Sponsors

The BAL boasts an impressive lineup of commercial partners, reflecting a broad range of industries and a shared commitment to fostering basketball excellence and community development across the continent. Among these partners are household names such as Hennessy, Wilson, Afreximbank, and Castle Lite, each bringing unique strengths and resources to the table.

One notable addition to the BAL's roster of commercial partners is New Fortress Energy, whose partnership underscores a shared vision for sustainable energy solutions and community development in Africa. This collaboration not only exemplifies the BAL's commitment to forging alliances that extend beyond the realm of sports but is a lesson to be learnt by other new market entrants, addressing broader socioeconomic challenges and driving positive change.

Name	Partner Since
Hennessy	2021
Wilson	2020
Afreximbank	2023
Castle Lite	2024
RwandAir	2021
Visit Rwanda	2021
Flutterwave	2021
AB InBev	2024
Air Jordan	2021
Nike	2019
New Fortress Energy	2021
Envol City	2022
Sertem	2023
AGA-Africa	2023
SP (Societe Petroliere)	2023
Cacao	2024

From the above table, we have highlighted the year in which the partners came on board. The BAL has been wise to leverage connections with brands already in the Basketball / NBA ecosystem. With new partnerships being forged each year, it is impressive and encouraging to the wider market to see partners who were involved from the beginning remain part of The BAL.





# LEAGUE MEDIA PARTNERS

The BAL's media partnerships play a pivotal role in amplifying the league's visibility and engagement across diverse audiences. Through collaborations with international and local media outlets, the league has been able to reach fans across multiple platforms, including television, digital streaming, and social media.

The below table highlights the mix of both Free-to-air and paid TV platforms that have been broadcasting The BAL. This mix of both is extremely important not only for the global fanbase but to allow as many citizens as possible based in Africa to follow the competition. It is encouraging that the 2023 season was available in all 54 African countries, with the aim remaining the same for the 2024 season.

Partnerships with leading broadcasters such as American Forces Network, BeIN Sports, and Canal+ ensure extensive coverage of BAL games, allowing fans to follow the action live from anywhere in the world. There is a clear interest in the tournament from the United States of America with 6 broadcasters compared to 2 from France & China and 1 from Canada & Qatar.

Local media partners, including Visionary TV, TV Sucesso, and Televisão Pública de Angola, play a crucial role in connecting the league with African audiences, fostering grassroots support, and showcasing the talent and diversity of African basketball.





International Media Partners	Country	Local Media Partners	Country
American Forces Network	USA	African Union of Broadcasting	Senegal
NBA TV	USA	ZSTV	Senegal
Voice of America	USA	Visionary TV (Vision View TV)	South Africa
ESPN+	USA	SABC Sports	South Africa
NBA App (Livestream)	USA	TV Sucesso, TVM	Mozambique
NBA.com (Livestream)	USA	TVM	Mozambique
TV5 Monde	France	TV Zimbo	Angola
Canal+	France	Televisão Pública de Angola	Angola
Tencent Video	China	TV Girassol	Angola
Chinese Central Television	China	DigiCongo TV	Democratic Republic of Congo
TSN	Canada	Awa TV	Nigeria
BeIN Sports	Qatar	Arryadia	Morocco
theBAL.com (Livestream)		CISTV	Guinea
BAL YouTube Channel (Livestream)		K24	Kenya
		Kolo TV	Madagascar
		OnTime Sports	Egypt
		Rwanda Broadcasting Agency	Rwanda
		La Nouvelle Chaîne Ivoirienne	Ivory Coast
		Tunis TV	Tunisia





# SOCIAL MEDIA

Below we have captured information on the social media following of each team that has competed in the 2024 BAL Season across Instagram, Twitter (X) and TikTok as of 30th April 2024. Our methodology in collating this information was to find the official account of each team that has competed in BAL Season 4. The inclusion of 'N/A' represents that the official team account could not be found on that respective platform.

Some of the official pages of the teams are not solely dedicated to basketball. For example, Petro de Luanda Instagram & Twitter pages contain all sports that exist within the organisation including Men & Women's Football & Handball. This is not to say that this strategy is correct or incorrect, but rather to highlight the different techniques and strategies that have been utilised.

As stated in the 2023 BAL review section, with the young demographic who engage with The BAL (39% aged 12 - 17), it is important for all teams to have a presence across the social media platforms to inform and engage with their audience. All teams have an active audience on TikTok.

The below table ranks each team in order of the largest following to the least across the 3 platforms. Instagram is by far the most utilised platform with each team having a presence on that platform. Al Ahly have the largest following in total with 592,300 and across all individual platforms, followed by Petro de Luanda with less than half of that amount at 272,104 total followers.







Team	Instagram followers	Twitter followers	Tiktok followers	Total followers
<b>BAL (Africa)</b>	247k	189.4K	-	436,400
Al-Ahly (Cairo, Egypt)	232K	242.7K	117.6K	592,300
Petro de Luanda (Luanda, Angola)	105K	5,404	161.7K	272,104
Al Ahly Benghazi (Benghazi, Libya)	57.5K	318	-	57,818
US Monastir (Monastir, Tunisia)	17.3K	1,354	-	22,704
FUS Rabat (Rabat, Maroc)	6335	14.4K	-	20,735
AS Douanes (Dakar, Senegal)	11.8K	477	5542	17,819
City Oilers (Kampala, Uganda)	7921	7387	1592	17,156
APR (Kigali, Rwanda)	15.2K	433	-	15,633
Cape Town Tigers (Cape Town, South Africa)	12.9K	1448	849	15,197
Rivers Hoopers (Port Harcourt, Nigeria)	905	3627	-	4,532
Dynamo (Bujumbura, Burundi)	980	2147	-	3,127
Bangui Sporting Club (Bangui, R.C.A)	1710	81	861	2,652

Team	Instagram handle	Twitter handle	TikTok handle
<b>BAL (Africa)</b>	@thebal	@theBAL	-
Al-Ahly (Cairo, Egypt)	@alahly_basketball	@Ahly_Basketball	@alahly_basketball
Petro de Luanda (Luanda, Angola)	@petro_de_luanda_oficial	@petro_de_luanda	@petro_de_luanda_oficial
US Monastir (Monastir, Tunisia)	@usmonastir.org_official	@USMonastirBB	-
APR (Kigali, Rwanda)	@aprbbc_official	@APRBBC_Official	-
AS Douanes (Dakar, Senegal)	@asdouanesbasket	@asdouanesbasket	@asdouanesbasketball
Rivers Hoopers (Port Harcourt, Nigeria)	@rivershoopersbc	@RiversHoopers	-
Bangui Sporting Club (Bangui, R.C.A)	@bangui_sporting_club	@BanguiSportingC	@bangui_sporting_club
FUS Rabat (Rabat, Maroc)	@fusbasketball	@FUS_OFFICIEL	-
Al Ahly Benghazi (Benghazi, Libya)	@alahlyly47	@ahlibenghazi	-
Cape Town Tigers (Cape Town, South Africa)	@cityoilers	@CityOilers	-
Dynamo (Bujumbura, Burundi)	@thecapetowntigers	@CapeTownTigers	@capetowntigers





# CONCLUSION

The BAL has reached the 4th season and there has been a steady increase year on year of engagement and awareness of the competition. As mentioned by BAL Ambassador Luol Deng during the Sahara Conference of Season 4, “every aspect of the tournament has improved from coaching, players and the atmosphere in the stadium brought by fans”. The improvement of the competition is also a reflection of the significant expansion of the tournament into a major market in Africa, South Africa. This expansion not only broadens the geographical footprint of the league, but also intensifies its impact on the continent.

An important factor in the rise of basketball throughout the continent, is not only the amount of players of African descent playing in the NBA, but the social impact initiatives and strategies implemented by NBA Africa: from Basketball Without Borders to the various academies, and courts all over the continent. This is also highlighted today through the BAL4Her Campaign and the recently announced partnership with ALX, launching the Triple Double Accelerator, a fund offering a total of \$140,000 to start-ups across the sports sector.

The insights into the audience of the BAL is important. As such, there is a clear opportunity for the teams within the BAL to capitalise on engaging with the audience, but the lack of presence across the various social media pages and website, at the moment, stands as a missed opportunity to engage with this young, adventurous and socially aware generation which could bare a commercial return for the clubs.

With the expansion of the tournament and the ROI accompanied with hosting a major sporting event, more countries will be vying to host a conference of The BAL, which will give The BAL an opportunity to strategically plan their growth of the competition.

With growing interest, there also lies an opportunity to further expand the sponsorship portfolio by introducing more categories for local organisations to be part of The BAL family through local or conference specific partnerships. Ensuring that incumbent and potential new partners showcase creativity in maximising the output of the partnership.

Not only would brands be interested in becoming a partner of The BAL, but also for local teams to source their own partners. The Digital & Social media numbers are encouraging signs of the trajectory of the tournament, which brands would be interested in aligning themselves with to reach new markets.

The disqualification of Dynamo Basketball Club was a slight blot to the tournament, as the team received instructions from the Burundi government to do so. This was swiftly dealt with by The BAL, NBA Africa and FIBA, understanding that a clean and trusted brand is important to the growth and integrity of The BAL.

## About Africa Sports Unified

Africa Sports Unified is a boutique strategic consultancy and Knowledge Hub for the Pan-African and emerging markets. Our purpose is to connect key stakeholders and develop a sustainable Pan-African sports ecosystem by showcasing the socio-economic benefits sport brings both on and off the field. We do this via our Knowledge Hub, Strategic Consulting & Events.

If you would like to know more about what we do, please click one of the below links:





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