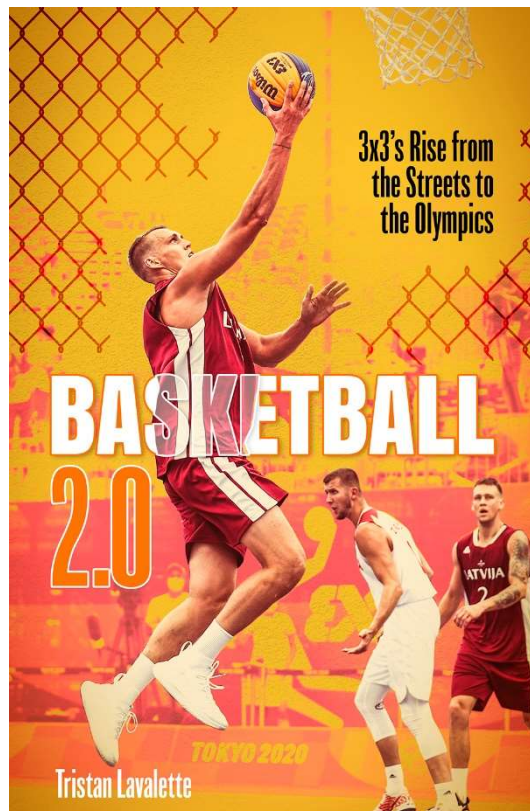




Title information



Basketball 2.0

3x3's Rise from the Streets to the Olympics

By Tristan Lavalette

Key features

- Gripping first-hand account of the journey of a new Olympic sport
- Fascinating and sometimes humorous glimpse into a truncated game steadily gaining steam globally – it has already been featured in *The New York Times* and *The Guardian*
- Original in-depth reporting and interviews with the key figures in 3x3, including NBA and WNBA players
- Tristan is a regular reporter for several major publications, including ESPN and *Forbes*, and he has covered numerous 3x3 events for basketball governing body FIBA
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines ahead of the Commonwealth Games, where 3x3 will make its competition debut

Description

Basketball 2.0 takes a riveting and inspirational look inside the rise of 3x3 basketball, which made its Olympic debut at Tokyo 2020, just a decade after launching as the official truncated version of arguably the world's second most popular sport. For generations, three-on-three was a popular form of pickup basketball but seen as a novelty until the governing body, FIBA, hatched an ambitious plan to broaden the sport's worldwide footprint and extend its fan base through a distinctive brand. But to achieve legitimacy, 3x3 needed to accomplish the improbable and go from the streets to the Olympics. Despite scepticism, FIBA created a professional tour and international competitions before its dream was realised when 3x3 became an Olympic sport for the Tokyo Games. FIBA is betting big on its new game, but even after 3x3's memorable Olympic debut, the question remains: will it truly succeed? *Basketball 2.0* is the first in-depth exploration of this fascinating and quirky new global game.

Details

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