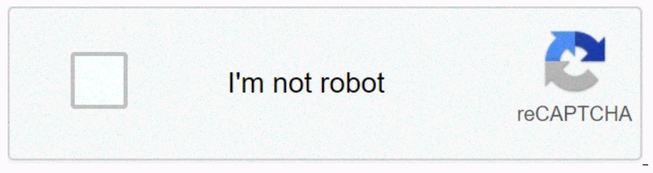

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Bleacher report nba

Sports related websites Bleacher ReportOwnerWarnerMediaFounder(s)David Finocchio, Alexander Freund, Bryan Goldberg, and Dave NemetzURLww.bleacherreport.comRegistrationOptionalLaunched2007; 13 years ago (2007) The Bleacher Report (often accompanying as B/R) was a website focused on sports and sports culture. Its headquarters is in San Francisco, with offices in New York City and London. [1] [2] The Bleacher report was acquired by Turner Broadcasting System in August 2012 for $175 million. [4] In March 2018, Bleacher Report and Turner Sports launched B/R Live, a subscription video streaming service featuring live broadcasts of several major sporting events. [5] The Founder of History: 2005-2011 Bleacher Report was founded in 2005 by David Finocchio, Alexander Freund, Bryan Goldberg, and Dave Nemetz—four friends and sports enthusiasts who were secondary school classmates at Menlo School in Atherton, California. Inspired by Ken Griffey Jr, they want to start writing about the sport. [6] With the help of two old friends, J.B. Long and Ryan Alberti, the company's nukleus took shelter in the office space of Menlo Park, in spring 2007, for $650 a month. The Bleacher report announced the comprehension of the Series A funding round at its public launch in February 2008. [8] The amount of undisclosed money came from Hillsven Capital, Transcoast Capital, and Vimeo's founder, Jakob Lodwick. Eight months later, in October 2008, Bleacher Report earned $3.5 million in Series B funding from Hillsven, Gordon Crawford, and SoftTech VC. [9] Under Turner's corporate umbrella, Finocchio remained at Bleacher Report as CEO. [6] Goldberg and Nemetz shifted from their respective VP roles during the integration process. Freund left the company in 2009. [10] Round of the C Series in December 2010, led by Crosslink Capital, netted an additional $10.5 million. [12] The Bleacher report named Brian Grey as its chief executive officer in 2010. Grey came to the Bleacher Report from leadership roles at Fox Sports Interactive and Yahoo! Sports. [13] In the first year of Grey's tenure, Bleacher Report filled two more executive-level positions, adding Rich Calacci as chief revenue officer and Drew Atherton as chief financial officer. Calacci joined the company in May 2011; Atherton followed a month later in June. In August 2011, the company announced a $22 million growth round led by Oak Investment Partners, with participation from Crosslink and Hillsven. [14] At the time, Oak's general partner Fred Harman, a board member at both The Huffington Post and Demand Media, characterized the investment as a bet on Bleacher Report's ability to compete with real-time fans' interest across all forms of social media. [14] TBS acquisition: Sales of Bleacher Report to TBS was announced on 6 August 2012. Under the terms of the deal, Grey, Finocchio, Calacci, and CTO Sam Parnell all hold official Turner Sports titles while retaining their management responsibilities at Bleacher Report. [15] In a press release the purchase, Turner president of sales, distribution, and sports David Levy cites the rapid growth of the site and the loyal consumer base as a key factor in his company's decision to make a deal—and also refers to the potential value of the Bleacher Report multimedia platform as a branch for various turner video sources: As brand builders and content providers, we are attracted to the rapid growth of Bleacher Report to the leading market With our extensive digital rights and resources, Turner will ensure the continued growth and success of Bleacher Report. [15] Nemetz continued the company for eight months after the acquisition, continuing to advise and invest in other media platforms including Elite Daily and Bustle. [16] As part of the integration process, Atherton's CFO responsibilities were assumed by Turner's corporate in February 2013, and Grey resigned from the ceo in October 2013. Since Grey's departure, Finocchio has led the Bleacher Report. In May 2014, Bleacher Report launched the Zone Game, a parody of HBO Game of Thrones featuring animated NBA figures. [17] In September 2014, Bleacher Report named General Manager Dorth Raphaely, taking over for David Finocchio. In 2015, Bleacher Report acquired a popular Sports Sports-themed Instagram page House of Highlights. [19] In 2016, Bleacher Report opened its London office. [20] In October 2016, Bleacher Report launched Gridiron Heights, a cartoon web series featuring a synthy depiction of NFL stars and executives. [21] In July 2017, Bleacher Report announced that it had named Howard Mittman as chief revenue officer and chief marketing officer. In February 2019, Bleacher Report announced that it had named Howard Mittman as CEO. B/R Live in March 2018, Bleacher Report announced a new internet television service called B/R Live. The service features original studio programming, as well as live event coverage from turner properties and other sources, including the NBA League Pass, all UEFA Champions League and UEFA Europa League matches, PGA Championships, NCAA tournaments, national Lacrosse League, and Spring League. [22] B/R Live offers subscription prices and per event, and will also support the NBA's planned microtransaction service to allow users to buy five minutes of viewing in live games. [23] B/R Live also streams all Elite Wrestling (AEW) events to pay per view. On November 23, 2018, the service streamed the match: Tiger vs Phil, a golf event playing a match between Tiger Woods and Phil Mickelson. Meant as a pay-per-view event, the PPV system is struggling to keep up with demand, prompting B/R Live to stream events for free, and all buyers are offered a refund. [25] [28] In February 2019, Turner announced an agreement with casino controller Caesars Entertainment Corporation to open Bleacher Reports studios in at Caesars Palace to produce sports betting programming and game-related editorial content. The new studio is expected to begin distributing this content through the Bleacher Report and B/R apps by the beginning of the summer of 2019. [29] Criticism of the reception criticism of the Bleacher Report stemmed from the network's initial commitment to the open publication model. Such criticism cites the fact that all registered users on the website are allowed to publish articles on the site, arguing that the Bleacher Report policy results in low-quality content clutter, which make it difficult for network readers to find reliable coverage of their favorite teams and sports. [30] It is also of the opinion that this model is polluting the reputation of every author linked to the Bleacher Report brand, that makes it difficult for more talented network contributors to build a loyal audience,[31] and that it empowers unqualified writers without editorial oversight, affecting the prestige and credibility of the sport [32] Senior MMA editor of SB Nation, Luke Thomas described it as Walmart of Journalism and MMA coverage without teeth. [33] Since leaving the content farm model in 2010, Bleacher Report has been the subject of continuous criticism for unpaid contributor exploitation, its blanket policy forbidding writers from breaking their own news, and the production of high volume of low-quality, search optimized slideshow content. [34] These criticisms found their strongest voices to date in the October 2012 SF Weekly article, in which technology columnist and entrepreneur Vivek Wadhwa was quoted accusing the Bleacher Report of boring on the web with specially produced garbage. [35] In December 2012, a lapoon article in The Onion played on the same theme. [36] In July 2014, Deadspin published a lengthy narrative written by Tom Schreier, a former Bleacher Report featuring columnists. [37] Detailing his journey from hopeful trainees to just another pumping content of drones for clicking, in three years, Schreier wrote more than 500 articles, generated nearly three million page views, and received $200 for the [her] service. [38] Response Bleacher Report sought to address the concerns of its initial critics by making substantive reforms to its editorial and staff policies in 2010 and 2011. The reforms are primarily aimed at the Bleacher Report Writers Program mechanics, with emphasis on improving quality and credibility by doing the following: Initiate the formal application process for all prospective authors, where only 20 percent of the top candidates get the right to publish on the site. [39] [40] Introduced educational resources for new writers and veterans, including new media training program B/R U. [41] Establishing The Lead writer paid to lead the network's sports-specific writer community. [42] Although some critics likened such changes to spritzing the deodorizer's small room after leaving deposits in the toilet and failed to pump,[35] in addition to the published grab disputed the objectivity and accuracy of the Weekly SF Article October 2012,[43] the Bleacher report installed a substantive response to the ongoing criticism of its contributors' compensation structure, news break-up policies and search optimisation strategy. [citation required] In 2013, Bleacher Report hired Mike Freeman as a columnist from CBSSports.com. [44] They then brought journalists of the National Basketball Association (NBA) Howard Beck of the New York Times. He is confident in the Bleacher Report that they are on the verge of changing its website. [45] In addition to Beck being their lead NBA writer, Bleacher Report also added Ethan Skolnick of The Palm Beach Post to report on the Miami Heat, Kevin Ding of the Orange County Register to close the Los Angeles Lakers, and Jared Zwerling from ESPN to the NBA pen features. [46] Forbes.com's appreciation called Bleacher Report one of the leaders among the sport's startups reflected on digital space in August 2011, telling the company's success in providing publishing tools to a variety of knowledgeable sports enthusiasts to report and express what they know. [47] The Bleacher report was also named one of Time Magazine's Top 50 Websites of 2011,[48] and was selected by Adweek readers as the Best Sports Media Brand of 2011. [49] In 2017, Bleacher Report was named Hottest in Sport in the Adweek Annual Hots list. [50] Game of Zones received nominations for the Sports Emmy Awards in 2015 and 2018[51] and was nominated for Outstanding Digital Innovation at the 2017 Emmy Awards. [52] The Bleacher Report has received several Clio Sports Awards: 2015 Gold for MJ All Day[53] 2018 Grand for Game of Zones[54] Silver for NBA Playoff Battle Royale [55] Silver for Up Your Game[56] Silver for Gridiron Heights[57] Main article programming:

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