

Shirin Malkani Quoted in Business Insider—How the NBA's Next Rights Deal Could End Up 'Pumping More Money' into Player Contracts, According to a Former Media Exec at the League

Shirin Malkani was profiled by *Business Insider* for an article titled "How the NBA's Next Rights Deal Could End Up 'Pumping More Money' into Player Contracts, According to a Former Media Exec at the League" about her prior experience negotiating digital and media rights deals at the NBA and the current industry landscape.

*Subscription required to read this article.

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