**ESPN Will Test NBA Game Stream Aimed Just At Teens**

Viewers will see various emoji-like symbols pop up during game play – like a ‘fire’ graphic if a shooter has a hot hand – or data nuggets about steals, assists, rebounds and more. ESPN is taking a swing at what is likely to be a growing challenge for sports purveyors of all sizes: A rising generation of viewers is growing accustomed to watching their games in a very different way.

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[***https://variety.com/2019/tv/news/espn-nba-finals-stream-young-men-katie-nolan-1203230784/***](https://variety.com/2019/tv/news/espn-nba-finals-stream-young-men-katie-nolan-1203230784/)