

MEDIA KIT

THREE FOUR TWO PRODUCTIONS

JJ REDICK & TOMMY ALTER

2024

THREE
FOUR
TWO

ABOUT

ESTABLISHED AUGUST 2020


ThreeFourTwo Productions provides an exclusive glimpse into the stories and personalities of the sports and entertainment world. The company's flagship show, *The Old Man and the Three* stands out as the sole podcast to air from within the NBA bubble in Orlando during the COVID-19 shutdown.


Featuring exclusive conversations with the biggest names in the NBA, *The Old Man and the Three* immediately became a go-to listen for coaches, fans, and players for news and insight about the league.

Since its inception in 2020, ThreeFourTwo Productions has experienced rapid growth, diversifying its offerings by launching eight podcast series. These include co-productions with renowned entities such as Barstool Sports, Wondery, and LeBron James' Uninterrupted productions. The current lineup, featuring *Old Man and the Three*, *Alternate Routes*, *The Dunker Spot*, *Mind the Game*, and *Road Trippin'*, showcases the commitment to variety and continuous evolution.

As ThreeFourTwo Productions charts its course for the future, it envisions venturing into new territories such as business, film, television, and nutrition. These forays will be guided by the same focused strategies that propelled *The Old Man and the Three* to success, promising exciting and innovative content for our audience.




 **AMAZON MUSIC**

 **SPOTIFY**

 **WONDERY**

 **YOUTUBE**

 **APPLE PODCASTS**

TEAM



JJ REDICK

Co-Founder

JJ Redick is an NBA veteran, podcast host and co-founder of ThreeFourTwo Productions. After 15 seasons in the NBA, JJ Redick announced his retirement from the league in 2021. Redick the No. 11 pick of the 2006 Draft, played for six teams in his NBA career. In 2021 JJ became an on-air sports analyst for ESPN.



TOMMY ALTER

Co-Founder

Tommy Alter is a producer, writer, podcast host, and co-founder of ThreeFourTwo Productions. He has produced and written for multiple shows on television, including *My Next Guest with David Letterman* on Netflix, *Desus and Mero* on Showtime, and *The Shop* on HBO. He was one of the founding members of the podcast network The Ringer and co-founder of the organization "More Than a Vote."



KYLEE KILGORE

Chief Operating Officer

Kylee Kilgore is currently the Chief Operating Officer of ThreeFourTwo Productions where she oversees all day-to-day administrative and operational functions of the company.



JASON GALLAGHER

Head of Production

Jason is an Emmy award winning director and two time nominee for The Ringer's NBA Desktop. He was head of video strategy at The Ringer from its conception through the sale at Spotify. Jason is currently Head of Production at ThreeFourTwo Productions.

PRESS



Could “Mind the Game” Change the Way Sports Are Covered?

The podcast, co-hosted by J. J. Redick and LeBron James, combines analytical commentary with an insider’s perspective—and bypasses traditional media.



THE NEW YORKER

April 26, 2024



LeBron’s Newest Teammate Isn’t an All-Star. He’s a Podcaster.

JJ Redick was a role player during his NBA career. But in the new age of sports media, he’s a superstar.



WALL STREET JOURNAL

April 17, 2024



J.J. Redick, the N.B.A.’s Most Meticulous Player

In his 12th season, Redick painstakingly plans everything from his naps to his shots. It’s helped him steady a 76ers team that is poised to reach the playoffs again.



NEW YORK TIMES

March 21, 2018

PRESS



How JJ Redick Won Friends and (Finally) Began to Influence People

One of the most hated college basketball players has become one of the sport's most beloved commentators, adored by players and fans alike—and he's eager to talk about how.



VANITY FAIR

September 29, 2022



JJ Redick's 'The Old Man and the Three' Inks Distribution and Ad Sales Deal With Wondery, Amazon Music

The popular basketball podcast, co-hosted by the former NBA sharpshooter and the producer Tommy Alter, will continue to be available on all major platforms.



HOLLYWOOD REPORTER

September 15, 2022



After 100 Podcasts, JJ Redick Widens His Range

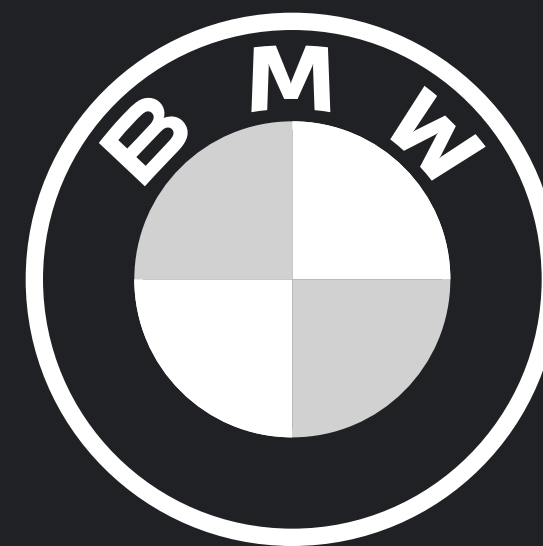
The New Orleans Pelicans shooter is starting a new show and a production company to develop more podcasts.



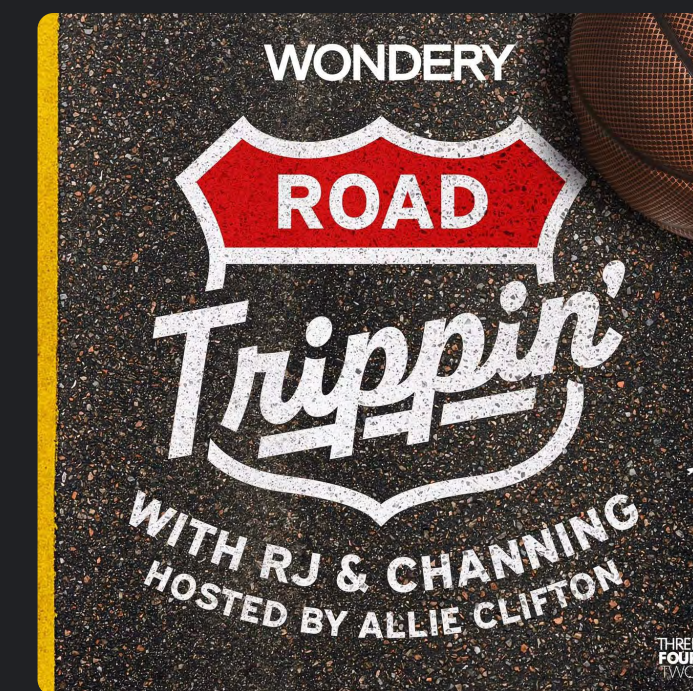
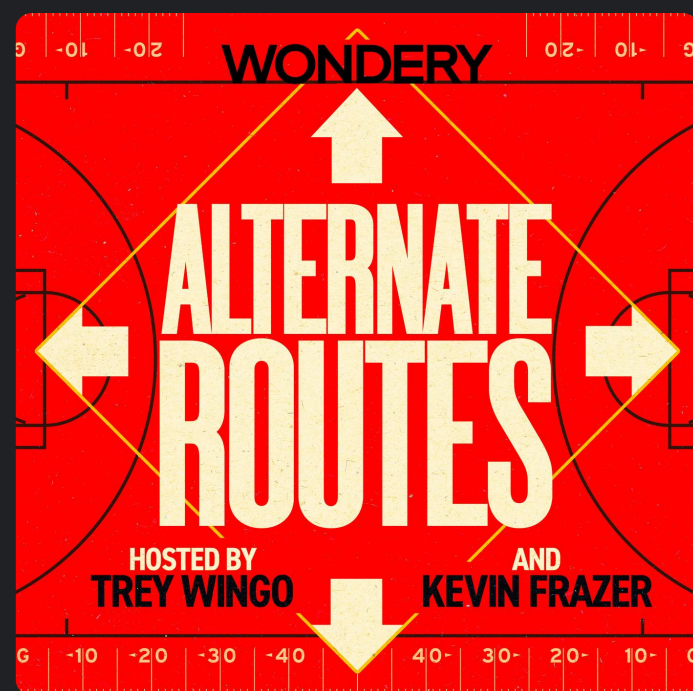
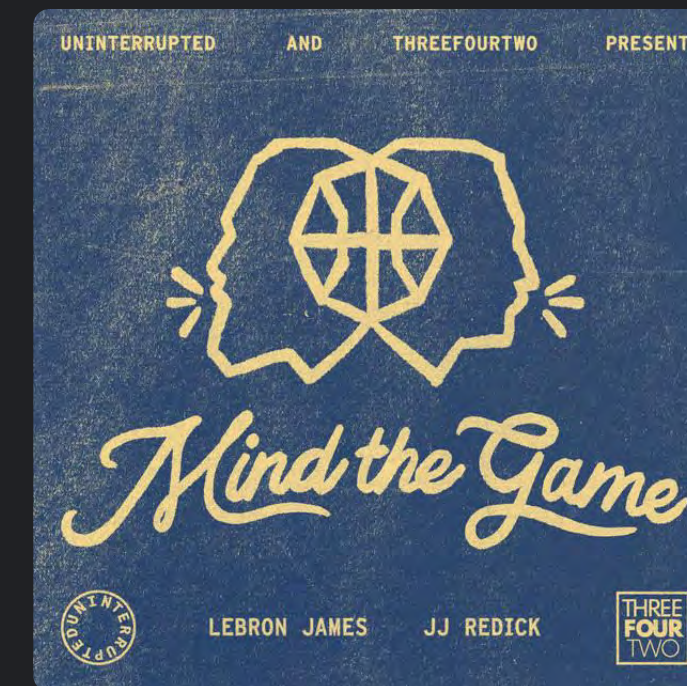
NEW YORK TIMES

August 3, 2020

CURRENT & PAST SPONSORS



CURRENT SHOWS



OLD MAN & THE THREE

Former NBA sharpshooter and Duke legend JJ Redick and his co-host Tommy Alter discuss the NBA, current events and interview some of the biggest names in the NBA and the entertainment world.

Launching from inside the NBA bubble in 2020, the show offers unprecedented access to the league while telling the stories of an eclectic rotating group of guests.

1.1M+

YouTube subscribers*

416M+

YouTube views*

1.6K

YouTube videos*



JJ REDICK



TOMMY ALTER

The
**Old Man
& the
Three**

WITH JJ REDICK & TOMMY ALTER



MIND THE GAME

Uninterrupted and ThreeFourTwo Productions presents

Mind The Game is an entry into the heralded basketball minds of LeBron James and JJ Redick. The two sit down weekly to discuss the state of the game, dissect X's and O's, and wax poetic about the game they love.

653K

YouTube subscribers*

33M+

YouTube views*

72

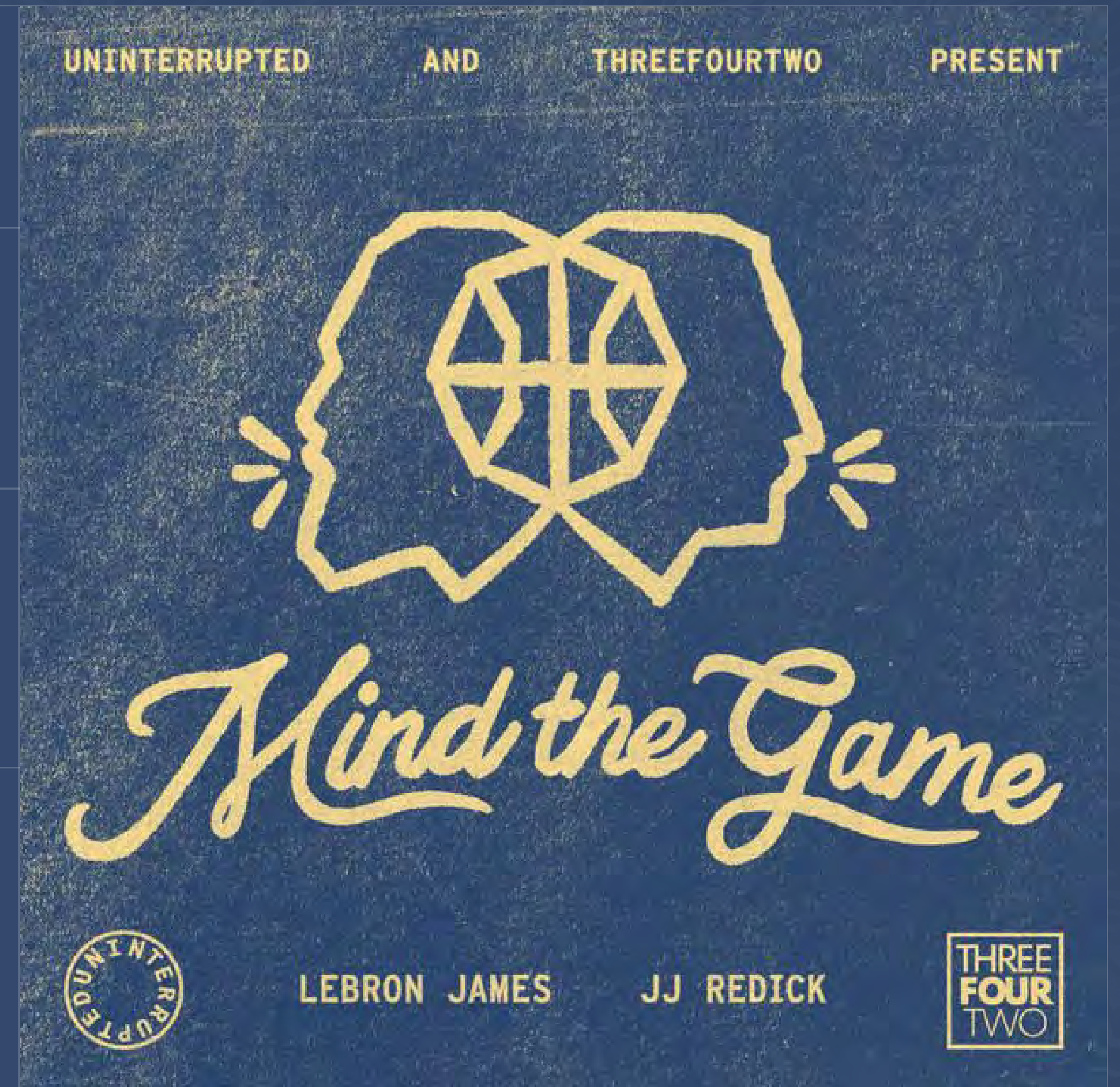
YouTube videos*



LEBRON JAMES



JJ REDICK



ROAD TRIPPIN'

Nekias Duncan and former NBA video coordinator and assistant coach Steve Jones break down teams, players, and rumors around the NBA every week.

78K+

YouTube subscribers*

22M+

YouTube views*

540+

YouTube videos*



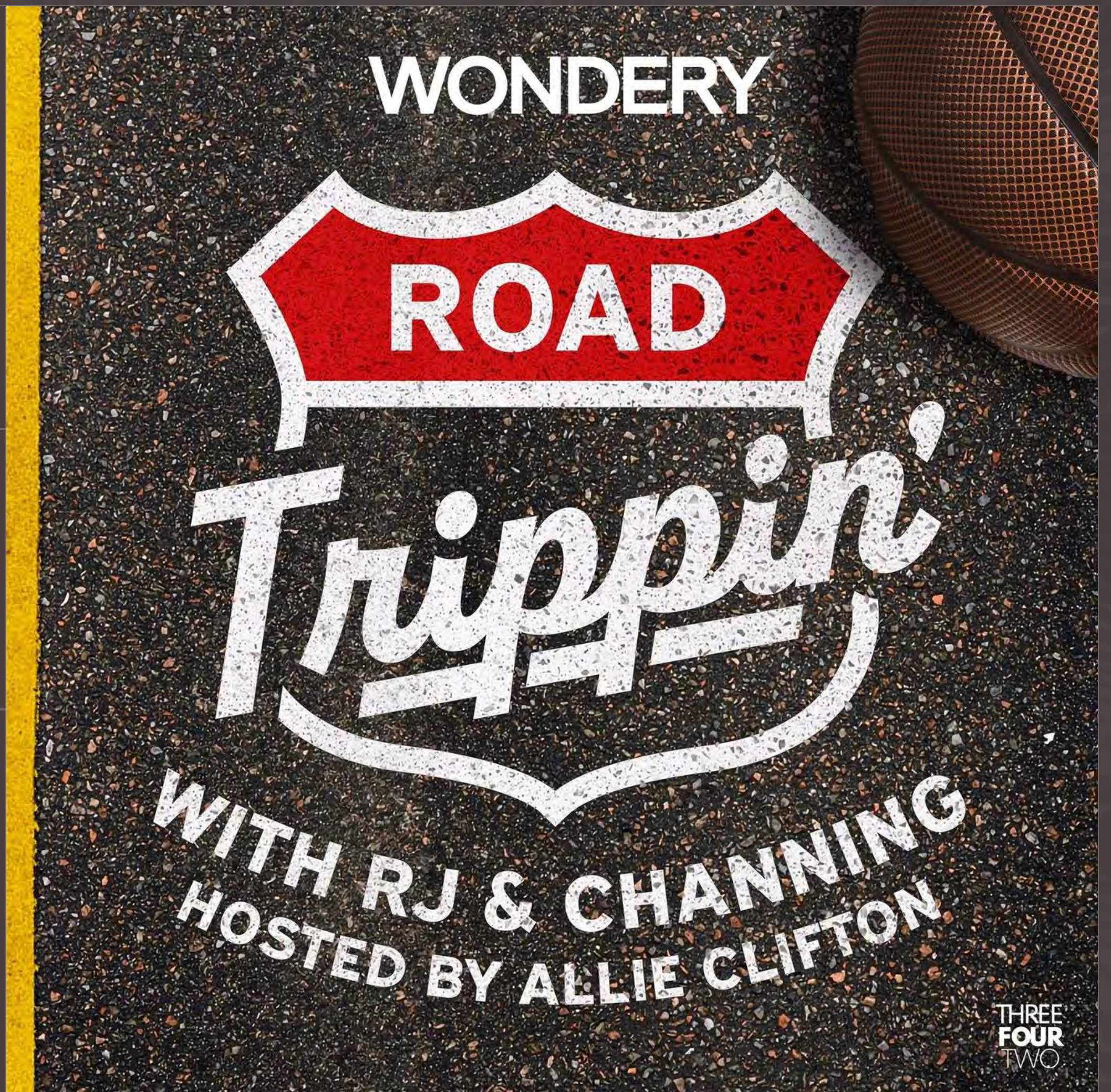
**RICHARD
JEFFERSON**



**CHANNING
FRYE**



**ALLIE
CLIFTON**



ALTERNATE ROUTES

A co-production with ThreeFourTwo Productions and Amazon/Wondery

Get ready for Wondery's newest sports show, *Alternate Routes*! Join former SportsCenter anchors Trey Wingo and Kevin Frazier as they unravel different 'what if' moments from the world of sports each week. Get ready to explore every path, go down every rabbit hole, and follow every alternate route, no matter how far-flung or far-fetched.

25K+

YouTube subscribers*

10M+

YouTube views*

158

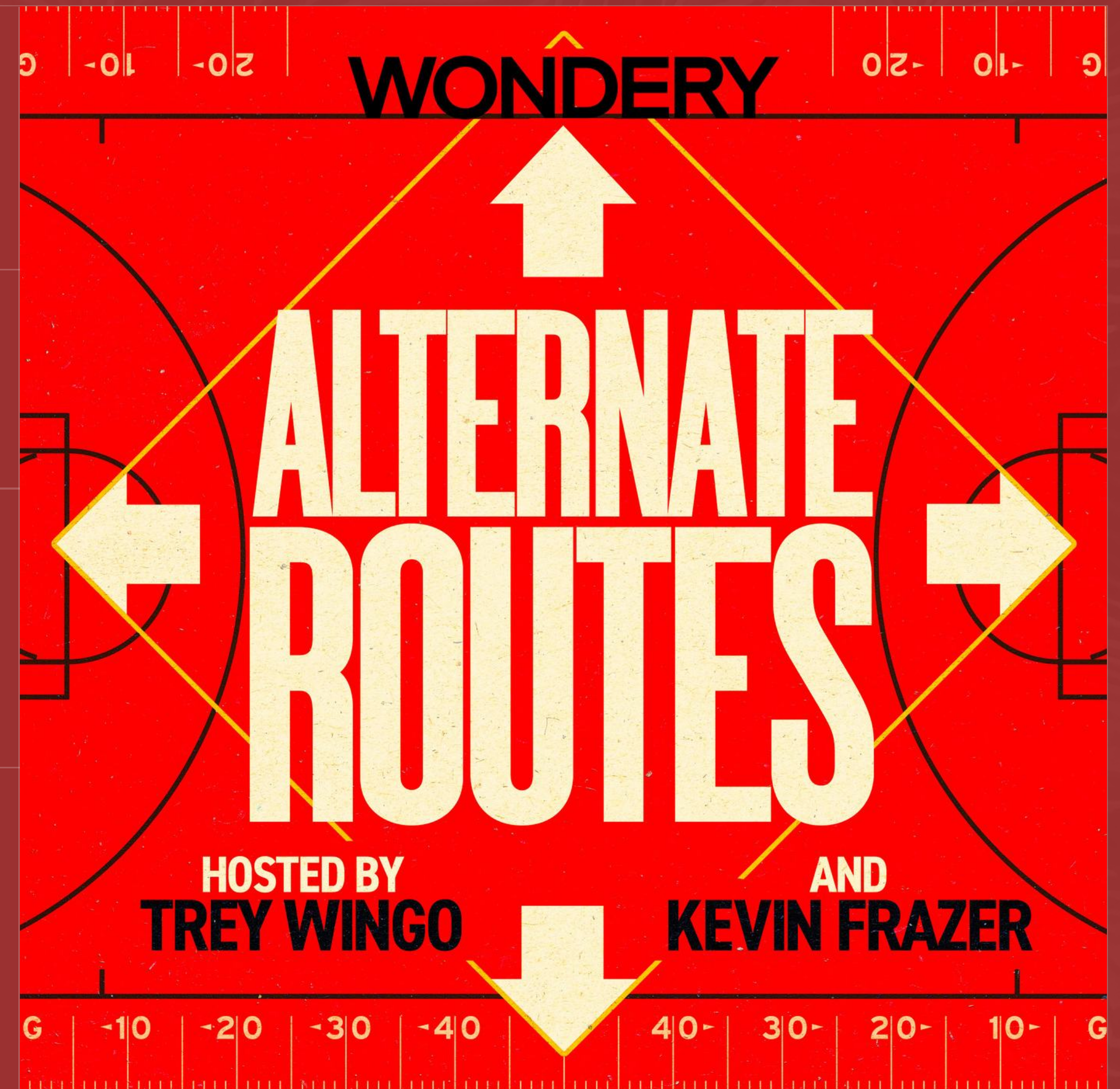
YouTube videos*



KEVIN FRASIER



TREY WINGO



THE DUNKER SPOT

Nekias Duncan and former NBA video coordinator and assistant coach Steve Jones break down teams, players, and rumors around the NBA every week.

5K+

X followers*

1.5M+

YouTube views*

40+

YouTube videos*



NEKIAS DUNCAN



STEVE JONES

WONDERY

THE **DUNKER**
SPOT

WITH NEKIAS DUNCAN & STEVE JONES JR.

THREE **FOUR** TWO

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