

Things to Know

MLB 2022

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1

America's past time!

More than half of all adults (56%) are interested in MLB.¹ Most national games are on ESPN Sunday Night Baseball, TBS Tuesday Night Baseball, FS1 Saturday Baseball or daily games on MLB Network. Regional Sports Networks bring home **150+ local team games**.²

2

Round the bases en Español

FOX Deportes carries most FS1/FOX games and ESPN Deportes features Sunday Night Baseball. All but two Postseason games are in Spanish-Language, including the World Series.³ Last year, an average of **519K tuned-in** to each of the World Series games on FOXD (+2% YOY).⁴

3

Expanded Postseason?

The offseason lockout ahead of a new Collective Bargaining Agreement has experts predicting only the opening of Spring Training may be affected. On the plus side, the league wants to **increase to 14 playoff teams** to incentivize more late-season competition.

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Source: (1) AdMall Pro AudienceSCAN, A18+ who are MLB Fans, 2021. (2) Based on 2021 season schedules. (3) Both projected MLB games do not have a Spanish-Language Partner. (4) FOX Sports Press Pass, compared to 1st six games of 2021 World Series, 10/28/21.



Major League Baseball fans are 15% more likely to respond to TV ads (63%), whether over-the-air, online, mobile or by tablet.¹

66%

male

49%

A18-49

51%

A25-54

76%

A35+

86K

median HHI

67%

any college

71%

own home

134%

more likely to stream sports²

MLB fans also
watch these nets:



Discovery



Source: (1) AdMall Pro AudienceSCAN, A18+ who are MLB fans & responded to a TV ad in the past year, 2021.

(2) Scarborough USA+ 2021 Release 1 Total (Jan20-May21); A18+ who watch MLB Baseball on cable. Nets based on QTV ranking.

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MLB Season

Six-month, 162-game season!

Highlighted matchups from last season included ESPN's SD-LAD coverage at 1.8M viewers, TBS' NYY-BOS at 523K viewers, FS1's STL-SF at 509K viewers, and MLBN's NYY-NYM at 366K viewers.¹

The Home Run Derby had an average audience of 7.1M, making it the most-watched since 2017. The 1st round of the MLB Draft was the most-watched ever after moving to the All-Star weekend (+77% YOY).²

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51%
A25-54

76%
A35+

67%
college

86K
median HHI³

2/26-3/29

3/31-10/2

7/18

10/4-10/23

10/25-11/2

Spring Training

Regular Season

Home Run
Derby

Postseason

World Series
en Español



ESPN



+RSNs

ESPN

FS1

tbs



+RSNs

ESPN



ESPN

FS1

tbs



FOX DEPORTES



Schedule subject to change. Source: (1) Nielsen NNTV, 2021. P2+ Live+SD viewing of MLN Baseball regular season (ESPN, FS1, TBS, & MLBN).
(2) ESPN Press Room, 07/13/21. (3) Scarborough USA+ 2021 Release 1 Total (Jan20-May21); A18+ who watch MLB on cable.

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MLB Postseason

Exclusive to cable, leading up to the World Series!

TBS and FS1 coverage returns with ESPN and MLBN also in the mix. ESPN delivered the most-watched baseball audience in 23 years with 7.7M viewers during the BOS-NYY Wild Card game (+67% 2019).¹ TBS delivered its most-watch postseason since 2018, averaging 4.4M viewers per game (+95% YOY).² FS1 ALCS coverage averaged 4.8M viewers (+6% YOY).¹

FOX Sports World Series viewership had an average of 519K total viewers, beating the previous year's by 2%.²

53%

A25-54

77%

A35+

51%

college

84K

median HHI³

10/4-10/5

Wild Card



10/6-10/22

ALDS & ALCS



10/7-10/23

NLDS & NLCS



10/25-11/2

World Series
en Español



Schedule subject to change. Source: (1) Sports Media Watch 11/8/21. (2) Warner Media Press Room, 10/26/21. (2) FOX Sports Press Pass, 10/28/21. (3) Scarborough USA+ 2021 Release 1 Total (Jan20-May21); A18+ who watch MLB Playoffs on cable.

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