



60% of Major League Baseball fans responded to TV ads in the past year, whether over-the-air, online, mobile or by tablet.*

66%

male

50%

A18-49

52%

A25-54

76%

A35+

83K

median HHI

67%

any college

70%

own home

129%

more likely to stream sports

MLB fans also watch these nets:



Discovery



FX

A&E



amc



SPECTRUM NEWS

HGTV

Source: Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch MLB Baseball on cable. Nets based on QTV ranking.

*AdMall Pro AudienceSCAN, A18+ who are MLB fans & responded to a TV ad in the past year, 2020.

Spectrum
REACH®

MLB Season

UP TO BAT

Back in the swing of things!

Baseball returns to a full 162-game season. ESPN's Yankees-Nationals opener was the most-watched regular season game on any network since 2011 with 4M viewers.¹ New this year is an expanded 16-team playoff field and neutral site for postseason games.

52%

A25-54

76%

A35+

67%

college

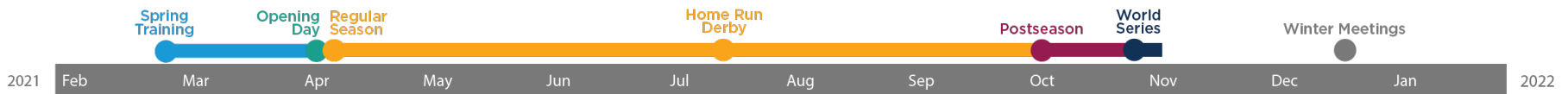
83K

median HHI²

Key dates & networks:

| | | |
|-------------|-------------------------|---------------------------|
| 02/27-03/30 | Spring Training | MLBN, ESPN, RSNs |
| 04/01 | Opening Day | ESPN, MLBN, RSNs |
| 04/01-10/03 | Regular Season | ESPN, FS1, TBS, MLBN RSNs |
| 07/12 | Home Run Derby | ESPN |
| 09/28-10/17 | Postseason | ESPN, FS1, TBS, MLBN |
| 10/19-10/28 | World Series en Español | FOX Deportes |

Schedule subject to change. Source: (1) ESPN Press Room, 07/24/20. (2) Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch MLB on cable.



WeFanTogether™

