



MLB Baseball 2021

Spectrum
REACH®

We**Fan**Together™

Baseball is Up to Bat!

2021 MLB Season

West

HOU
LAA
OAK
SEA
TEX

Central

CHW
CLE
DET
KC
MIN

East

BAL
BOS
NYY
TB
TOR



FORMAT

SEASON: 4/1-10/3

- 162 Games Per Team, Full Season
- 30 Teams
- 7-Inning Double-Headers
- Extra Innings Start with Runner on 2nd Base
- Designated Hitters for AL Only

POSTSEASON: 10/5-10/24

- 10 Teams Qualify
- Expansion TBD

QUALIFYING:

- 3 Winners of Each Division
- 2 Next Best Records Per League

MATCH-UPS:

- 2 Wild Card Games, Single-Elimination
- 4 Divisional Series, Best-of-Five
- 2 League Series, Best-of-Seven

WORLD SERIES: 10/26-11/3

- AL vs. NL Champs, Best-of-Seven

As of 3/15/21, details subject to change.
Postseason games are telecast in English & Spanish

NATIONAL
LEAGUE



West

ARI
COL
LAD
SD
SF

Central

CHC
CIN
MIL
PIT
STL

East

ATL
MIA
NYM
PHI
WAS



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Things to Know

MLB 2021

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1

A full season of live games

Clubs return to 162-game season with **more than half** of all adults (56%) interested in MLB.¹ Almost every national game is on ESPN, MLBN, TBS & FS1.

2

Your local team!

Regional sports Networks bring home **nearly every (95%) local team game**.² FOX Sports RSN group rebranded to Bally Sports on Opening Day.

3

Round the bases en Español

FOX Deportes carries most FS1/FOX games and ESPN Deportes features Sunday Night Baseball. Every Postseason game is in Spanish-Language, including the World Series.³ Last year, **519K** tuned-in to the World Series on FOXD (+38% YOY).⁴



Major League Baseball fans include over half (60%) who respond to TV ads, 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.

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MLB Season

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 Opening Day will feature all 30 teams with a quadruple header of TOR-NYY, LAD-COL, NYM-WAS and HOU-OAK on ESPN.

Clubs are not limited to opponents from the same region (West, Central, East). The Home Run Derby is in Atlanta with the MLB Draft moving to the same weekend.

52%

A25-54

76%

A35+

67%

college

83K

median HHI²

2/27-3/30

Spring Training



ESPN



+RSNs

4/1-10/3

Regular Season



FS1

tbs



+RSNs

7/12

Home Run Derby



10/5-10/24

Postseason



FS1

tbs



10/26-11/3

World Series en Espanol

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.



MLB Postseason

Exclusive to cable, leading up to the World Series!

TBS and FS1 coverage returns with ESPN and MLBN also in the mix. The unusual 2020 expanded Wild Card round collided with NBA/NHL Playoffs, NFL, College Football, and Presidential debates, holding its own at an average of 1.8M viewers across 16 ESPN/ESP2/ABC games.¹ The 2021 Postseason looks to own October once again.

FOXD 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

10/5-10/6

Wild Card



10/7-10/23

NLDS & NLCS



10/8-10/24

ALDS & ALCS



10/26-11/3

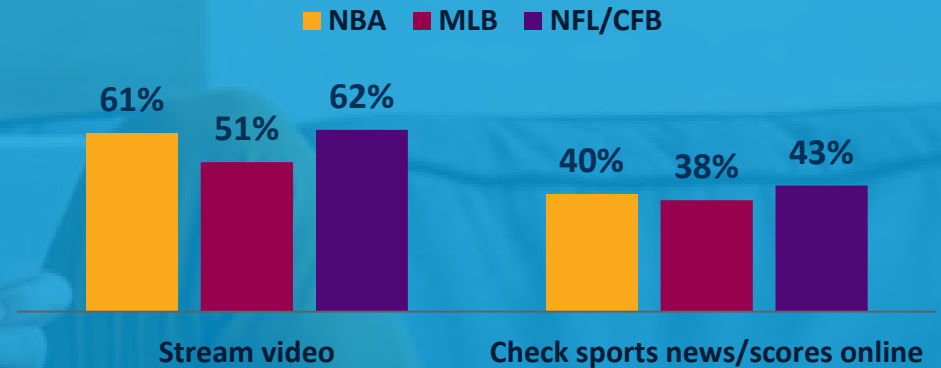
World Series
eñ Español



Schedule subject to change. Source: (1) USA Today, 10/7/20. (2) FOX Sports Press Pass, 10/28/20 (3) Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch MLB Playoffs on cable.

Reach fans everywhere

Be sure your brand stands out to target sports fans as they follow the excitement online:



- Highly-targeted, customized online opportunity
- Designed to reach your ideal customers
- Follow fans across NBA, MLB, NFL and CFB

Your game plan to connect with sports fans

No matter where fans are, our multiscreen solutions offer more ad opportunities than any other local media outlet.

Sports Fan Ecosystem

Brand your message beyond game day

Reach fans anytime and anywhere

Deliver with more frequency and efficiency

Cable airs **96%** of all sports programming¹, while **one-fifth** of all live sports viewers watch on digital platforms².



Source: (1) VAB, "No Days Off". (2) eMarketer, "In the US, "How Americans are watching sports", 7/7/21. Digital platforms include OTT, TV Everywhere, and vMVPDs.