

# **2014 MLB Postseason on TBS Averages 4.3 Million Total Viewers; Turner Sports Most-Viewed Postseason Coverage Since 2010**

Thursday, October 16, 2014

Viewership Up 3% vs. 2013; Growth Across All Key Demos

TBS' exclusive coverage of the American League throughout the 2014 MLB Postseason averaged 4,294,000 total viewers for 11 telecasts, Turner Sports' most-viewed postseason coverage since 2010 and a 3% increase when compared with an average of 4,160,000 total viewers for 24 games in 2013. TBS also won the night across cable television six times during the 2014 MLB Postseason and delivered growth across all key demos.

This year marked the first time in postseason history all three American League series (Division Series and League Championship Series) ended in sweeps. Additionally, approximately only half of TBS' 2014 MLB Postseason games aired in primetime compared with two-thirds of the network's 24 telecasts airing in primetime windows last year.

TBS' exclusive coverage of the American League Championship Series (ALCS) between the Kansas City Royals and Baltimore Orioles – the two smallest combined market sizes in ALCS history – averaged 5,071,000 total viewers for four game telecasts, up 2% over the network's six-game NLCS series in 2013 (Los Angeles Dodgers vs. St. Louis Cardinals – 4,961,000 total viewers). TBS also garnered growth across all key demos during this year's ALCS.

The network's ALCS coverage airing in primetime this year averaged 5,960,000 total viewers and a 3.7 U.S. HH rating, up 8% and 6% respectively over TBS' primetime telecasts in 2013. TBS' afternoon telecasts during the ALCS averaged 4,141,000 total viewers and a 2.6 U.S. HH rating, up 15% and 8% over the network's afternoon windows in 2013. This year's ALCS featured two games airing in primetime and two afternoon telecast windows. In 2013, the network's LCS coverage featured four primetime telecasts and two games airing during the afternoon.

Locally, the ALCS averaged a 30.5 HH rating in Kansas City – with seven of the eight MLB Postseason games exceeding a 30.0 HH rating, all of them ranking as the highest on record for an MLB game in the market – and a 15.1 in Baltimore. Kansas City ranks 31st among the 56 metered markets and last among all A.L. teams with 923,000 households. Baltimore ranks 26th among the metered markets and 14th in the America League, only slightly ahead of the Royals.

TBS's ALCS coverage averaged a 3.2 U.S. HH rating and the network's overall 2014 MLB Postseason telecasts averaged a 2.7 U.S. HH rating, both even with last year.

Nielsen Media Research based on Fast Nationals for dates of the 2014 MLB Postseason on TBS through 10-15-2014 compared to dates of the 2013 MLB Postseason on TBS. Competitive nights won based on Postseason nights of air vs. ad supported cable networks.

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