

2017 NLCS Game 1 Delivers Audience Increases Across All Turner Platforms

Sunday, October 15, 2017

TBS's Exclusive NLCS Game 1 Coverage Averages 6.4 Million Viewers, Up 56% vs. 2016; TBS Wins the Night Across All Networks in Primetime

Turner's TV Everywhere Platforms Up 164% For NLCS Game 1

TBS's exclusive presentation of the **2017 National League Championship Series (NLCS) presented by Camping World** Game 1 - the Chicago Cubs vs. Los Angeles Dodgers - averaged **6.4 million viewers** across television and live streaming, an increase of **56%** over last year's LCS Game 1 coverage airing on the network and an **8%** rise over NLCS Game 1 in 2016. Last night's NLCS Game 1 generated significant audience growth across all Turner platforms.

TBS Wins the Night Across All Networks in Primetime

Saturday's NLCS Game 1 telecast - which **peaked with an average of 7.5 million viewers** from 9:45-10 p.m. ET - propelled TBS to win the night across all networks (cable and broadcast) in primetime, based on metered market delivery.

NLCS Game 1 Scores Big Increases Across All Demos

TBS's 2017 NLCS Game 1 coverage garnered 62% growth among People 18-49 and increases of 59% in Men 18-34 and 55% in People 25-54.

Chicago & Los Angeles Deliver Strong Game 1 Audience

Locally, Saturday's NLCS Game 1 generated an 18.1 HH rating in Chicago and an 11.0 in Los Angeles, a 29% increase in the L.A. market over last year's NLCS Game 1 featuring the same teams.

TBS Pre-Game Show Posts Triple-Digit Increase

The network's pre-game show averaged a 1.3 metered market rating leading into NLCS Game 1, up 116% over last year.

Turner's TV Everywhere Platforms Up 164%

Live streaming coverage of Game 1 of the 2017 NLCS across Turner's TV Everywhere platforms averaged 7.3 million minutes of consumption, up 164% over last year.

Bleacher Report's MLB Twitter Impressions Up 33%

Bleacher Report's MLB Twitter account generated 3.1 million impressions on Saturday for NLCS Game 1, an increase of 33% over LCS Game 1 on TBS in 2016.

TBS's exclusive coverage of the 2017 National League Championship Series (NLCS) presented by Camping World will continue tonight, Sunday, Oct. 15, with Game 2 between the Cubs and Dodgers at 7:30 p.m. ET. Pre-game coverage will begin at 6:30 p.m.

Source: Linear-Nielsen (STAR & Arianna). Live +SD Data. Online TVE Live Stream Starts-Users by Quarter Hour (rounded based on actual game time) from Omniture SiteCatalyst; Mobile TVE Live Stream Starts, Users based on Virtual Heartbeat from Omniture. Connected Devices are provided by Omniture Virtual Heartbeat. Total TV Minutes are based on Nielsen Live + SD with a 1 min qualifier.