

# **TBS's Exclusive 2017 NLCS Game 3 Telecast – Dodgers vs. Cubs – Delivers Cable's Top Program of the Night in Primetime**

Wednesday, October 18, 2017

## **Tuesday's Cubs/Dodgers NLCS Game 3 Averages Six Million Viewers, Up 40% vs. 2016**

### **2017 MLB Postseason Garners Audience Increases Across All Turner Platforms**

TBS's exclusive presentation of the **2017 National League Championship Series (NLCS) presented by Camping World** Game 3 – the Los Angeles Dodgers vs. Chicago Cubs – averaged **six million viewers** and ranked as cable television's top program of the night in primetime, based on metered markets. Viewership for last night's NLCS Game 3 is up 40% over last year's LCS Game 3 coverage airing on the network. The MLB Postseason and NLCS continue to deliver audience growth across Turner platforms.

### **TBS's NLCS Game 3 Telecast Peaks with 7.4 Million Viewers**

Tuesday's NLCS Game 3 telecast peaked with an average of 7.4 million viewers from 9:45-10 p.m. ET.

### **2017 NLCS Up 73% Through Three Games**

The NLCS on TBS has averaged 6.4 million viewers to date, a 73% increase over last year's comparable LCS telecasts airing on the network.

### **NLCS Generates Huge Increases Across All Demos**

TBS's 2017 NLCS coverage to date has garnered 97% growth among People 18-34 and increases of 93% in Men 18-34, 91% in People 18-49 and 78% in People 25-54.

### **L.A. Posts Highest Local Rating for a Dodgers Telecast on Record**

The Los Angeles market generated a 14.4 HH rating, the highest-rated Dodgers game telecast on any network on record (since 1998). Chicago was the No. 1 local market, posting an 18.5 HH rating.

### **TBS Studio Shows Post Double-Digit Increases**

Tuesday's MLB on TBS studio coverage generated an 83% increase in average HH rating for its pre-game show and a 22% lift for the post-game show vs. 2016, based on metered market delivery.

### **Turner's TV Everywhere Platforms Up 126%**

Live streaming coverage of the 2017 National League Postseason to date across Turner's TV Everywhere platforms has averaged 6.9 million minutes of consumption, up 126% over last year.

### **Bleacher Report's MLB Twitter Impressions Up 37%**

Bleacher Report's MLB Twitter account has generated 24.4 million impressions for the MLB Postseason to date, an increase of 37% over last year.

**TBS's exclusive coverage of the 2017 National League Championship Series (NLCS) presented by Camping World will continue tonight, Wednesday, Oct. 18, with Game 4 between the Dodgers and Cubs at 9 p.m. ET. Pre-game coverage will begin at 8:30 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 Omnicore SiteCatalyst; Mobile TVE Live



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*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.*