

# 2017 MLB Postseason Drives Audience Increases Across All Turner Platforms

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## Viewership for TBS's Exclusive NLCS Coverage Up 88% vs. 2016

### MLB Postseason Propels TBS to Win the Night Eight Times in Primetime

TBS's exclusive presentation of the National League throughout the **2017 MLB Postseason fueled significant audience growth across all Turner platforms**. This year's National League Championship Series - the Los Angeles Dodgers vs. Chicago Cubs - averaged **6.2 million viewers, up 88%** over TBS's 2016 LCS coverage. Overall, TBS's 2017 MLB Postseason coverage led the network to **win the night eight times across all of cable television in primetime**. TBS also generated increases across all key demos throughout its MLB Postseason coverage, along with huge gains in live streaming and social impressions.

### NLCS Generates Massive Increases Across Key Demos

TBS's 2017 NLCS coverage garnered 110% growth among People 18-49 and increases of 106% in People 18-34, 100% in People 25-54 and 98% in Men 18-49.

### MLB Postseason Viewership Up 44% vs. 2016

2017 MLB Postseason coverage on TBS averaged 4.6 million viewers, a 44% increase over last year's comparable LCS telecasts airing on the network.

### L.A. Posts Huge Audience Growth for NLCS

The Los Angeles market averaged a 13.1 local U.S. HH rating for the five-game NLCS, a 32% increase vs. the Dodgers' six-game NLCS appearance last season.

### TBS Studio Shows Scores Double-Digit Increases

MLB on TBS studio coverage throughout the 2017 MLB Postseason produced a 37% increase for its pre-game show and 17% bump for its post-game show compared to 2016, based on metered market delivery.

### Turner's TV Everywhere Platforms Up 136%

Live streaming coverage of the 2017 MLB Postseason across Turner's TV Everywhere platforms averaged 7.4 million minutes of consumption per game, up 136% over last year.

### Bleacher Report's MLB Twitter Impressions Up 38%

Bleacher Report's MLB Twitter account generated 29 million impressions during Turner's coverage of the 2017 MLB Postseason, an increase of 38% over last year.

*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.*