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# 2018 MLB Postseason on TBS Fuels Significant Audience Increases Across All Turner Platforms Through ALDS

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**Viewership for TBS's MLB Postseason Coverage Up 40%;  
TBS Wins the Night Four Times to Date Across All of Cable TV**

**TBS Garneres Double-Digit Growth Across All Key Demos;  
Turner's TV Everywhere Platforms Nearly Double Live Video Consumption**

TBS's coverage of the 2018 MLB Postseason – the exclusive home of the American League – is delivering substantial viewership increases across all platforms. The network's live game telecasts have propelled the network to win the night across all of cable television four times through the ALDS, per metered market delivery. With an average of 4,320,000 total viewers through eight game telecasts, based on Nielsen Fast Nationals, TBS's MLB Postseason coverage is up 40% vs. 2016 – the last time the network televised the American League – and 13% over last year's coverage (which included an NLDS Game 5 between the Chicago Cubs and Washington Nationals).

Additional highlights:

## **Double-Digit Growth Across All Key Demos**

The 2018 MLB Postseason on TBS is garnering double-digit increases across all key demos including 28% growth among People 18-49 vs. the network's comparable coverage in 2016.

## **2018 ALDS Viewership Up 40%**

This year's ALDS coverage on TBS is up 40% in viewership over 2016, the last time the network televised the ALDS, and 9% over NLDS coverage (including the Cubs/Nationals Game 5 telecast) in 2017.

## **Red Sox/Yankees Scores Most-Watched LDS Game 4 Since 2007**

Last night's series-clinching ALDS Game 4 on TBS was the most-viewed LDS Game 4 on the network since 2007, with an average of 7.1 million viewers, and ranked as the top program of the night across all of cable television. The telecast peaked with an average of 8.5 million viewers from 11:15-11:30 p.m. ET.

### **ALDS Game 4 - Boston's Best LDS Rating in a Decade**

Locally, the ALDS Game 4 telecast generated a 23.9 HH rating in Boston, the highest-rated LDS game on any network in the market since 2008.

### **Turner's TV Everywhere Consumption Nearly Doubles**

Turner's TV Everywhere platforms have delivered an increase of 95% in total streaming minutes per game during the MLB Postseason to date.

### **B/R's MLB Twitter Impressions Rise Nearly 70%**

Bleacher Report's MLB handle is registering increases of nearly 70% in Twitter impressions over last year.

TBS's exclusive coverage of the **2018 American League Championship Series (ALCS)** will begin **Saturday, Oct. 13**, with **Game 1** between the **Red Sox** and **Astros** at **8 p.m. ET**. Pregame coverage will start at **7:30 p.m.**

*Source: Nielsen Media Research, based on Live + SD fast nationals for 10/9/2018, compared historically to MLB Postseason telecasts on ad supported cable networks. Online TVE Live Stream Starts, Users by Quarter Hour (rounded based on actual game time) from Adobe Analytics SiteCatalyst; Mobile TVE Live Stream Starts, Users based on 1 minute qualifier per VHL from Adobe Analytics. Connected Device Stream Starts, Users based on 1 minute qualifier per VHL from Adobe Analytics. Total TV Minutes are based on Nielsen Live + SD with a 1 min qualifier.*