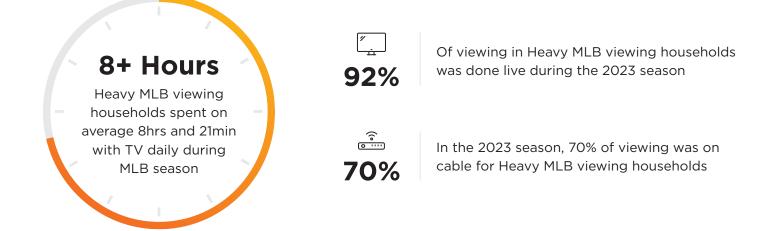
²⁰²⁴ MLB Regular Season

Don't miss your chance to hit a homerun with hometown fans and connect with the excitement of MLB.

MLB reaches engaged audiences¹



Connect with MLB heavy viewing households²

+24% More likely to be white-collar executives +16%

More likely to have a college degree

+77%

More likely to be a live TV heavy viewer +21%

More likely to be homeowners interested in DIY



Cable has the bases covered all season long



*Subject to change

Source: 1. Comcast Aggregated Viewership Data. Q3 2023. Full footprint. Target Heavy MLB Viewing Households - the top 1/3 of MLB viewing Comcast Households 2. Source: Comcast Aggregated Viewership matched with Experian, Polk, &/or L2. MLB Heavy Viewer. Full Footprint. Q3 2023. MLB Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for MLB. MLB time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households. Live TV heavy viewers are Comcast households that are in the top third of viewing live TV.



