



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



Of viewing in Heavy MLB viewing households was done live during the 2023 season



In the 2023 season, 70% of viewing was on cable for Heavy MLB viewing households

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



30

Teams



27

week season
March 28 - Sept. 29

ESPN

30

including Sunday Night Baseball
& Opening Night games*

FS1

40

Saturday and mid-week
games on FS1*

tbs

26

Tuesday night
games on TBS*

*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.