



THE MARKET

Baseball has been celebrated as the national pastime for more than a century, holding a unique place in the cultural fabric of American society and in the lives of fans. Major League Baseball is the protector and promoter of this great game, ensuring that the sport continues to develop, prosper, and evoke powerful memories and emotions for years to come. Over the past decade, Major League Baseball has enjoyed tremendous growth and some of the most successful and memorable seasons in its long and storied history.

ACHIEVEMENTS

The 2011 regular season ended in historic fashion, with the games of September 28 widely regarded as the most exciting night of regular-season baseball in the history of the sport. Both Wild Card races were determined on the season's final night. The momentum continued through the Postseason and to the first seven-game World Series since 2002. Game Six of the World Series was one of the most dramatic contests in the history of baseball, followed by the most-watched baseball game since 2004 in Game Seven, which brought FOX the largest Friday night audience in the network's history.

In addition to successes on the field, Major League Baseball remains committed to making an impact in communities in the United States and around the world in a sweeping effort that reflects the sport's larger role in society. This role was most recently evidenced during the 2012 MLB All-Star Week, as MLB and the Kansas City Royals hosted a series of charitable initiatives and activities. These efforts represented the most extensive lasting-legacy endeavor in MLB All-Star Week history and provided a donation of nearly \$4 million to national and local organizations in the Greater Kansas City area. Similarly, the first four games of the



2011 World Series were dedicated to important community causes, highlighting MLB partnerships and initiatives, including providing support for veterans and their families with Welcome Back Veterans.org and advancing the fight against cancer with Stand Up to Cancer.

HISTORY

Baseball has the most celebrated history of any major professional sports league, with the game's roots tracing back to the middle of the 19th century. Since that time, Major League Baseball has played an important role during some of the most critical points in the nation's history.

Baseball is a common bond that brings people together during difficult times. During World War II, President Franklin D. Roosevelt ordered that Major League Baseball continue play for the morale of the country. In 1947 Jackie Robinson

became the first African American to play in any of the major sports leagues, breaking the color barrier seven years prior to the *Brown v. Board of Education* decision. Baseball served as a rallying point for the country in the aftermath of the events of September 11, 2001, with President George W. Bush throwing out the ceremonial first pitch during the World Series at Yankee Stadium shortly after the 9/11 tragedy. The 2012 season opened in Japan, demonstrating the global appeal of the game and offering relief and support to those affected by the 2011 earthquake and tsunami that devastated the region.

THE PRODUCT

Major League Baseball is a family-friendly sport that continues to draw millions of fans to ballparks around the country each season. In 2011 more than 73 million fans visited MLB



ballparks. When combined with Minor League Baseball, more than 114 million fans attended a Major League or Minor League game in more than 200 cities.

The game of baseball has a rich, storied history with legends whose feats have transcended time. Players like Bryce Harper and Stephen Strasburg of the Washington Nationals, Mike Trout of the Los Angeles Angels of Anaheim, and Andrew McCutchen of the Pittsburgh Pirates have begun to establish themselves as the game's next generation of superstars. The talent and personality of the many young players currently excelling in the game brings excitement and anticipation of what lies ahead.

RECENT DEVELOPMENTS

Major League Baseball has undertaken groundbreaking social media initiatives aimed at giving fans unprecedented access to the game and its players. For the first time ever, MLB players communicated directly with fans via social media platforms during the 2012 MLB All-Star Game in Kansas City. At the 2012 All-Star Game, computer stations were set up in a room near each clubhouse which allowed players — once they were no longer competing in the game — to reach out to fans via social media while completing their other media obligations before returning to the dugout.

Players also interacted with fans during the 2012 State Farm Home Run Derby where messages, videos, and pictures shot by the players during the event were distributed across social media and posted to MLB.com. MLB All-Stars

The World Baseball Classic, the premier international baseball tournament featuring the best players in the world competing for their home countries and territories, will return in 2013. Previous tournaments were held in 2006 and 2009, with Japan winning both years. New for the 2013



tournament, the World Baseball Classic Qualifiers will take place in Fall 2012 and will expand the competitive field from 16 to 28 countries. The new round features 16 teams, including the four teams from the 2009 tournament that did not win a game, divided into four pools of four teams each. The 2009 World Baseball Classic surpassed the successes of the 2006 tournament, with more than 800,000 fans attending games (up 8.5 percent), a 14 percent increase in viewers for ESPN's nine telecasts, as well as a prize pool of \$14 million, nearly double the 2006 amount.

PROMOTION

In 2011 MLB introduced the MLB Fan Cave, a first-of-its-kind immersive fan experience taking place in New York City. The site hosted the winner of the MLB Dream Job and his wingman, who were chosen from a pool of nearly 10,000 applicants. Starting on Opening Day, they inhabited the Fan Cave for the entire season, watching all 2,430 regular-season games plus the Postseason while chronicling their experiences and sharing their viewpoints on baseball and pop culture through social media.

More than 170 famous guests, including 66 current players, were welcomed to the MLB Fan Cave in 2011. They created digital content, interacted with fans, and showed a different side of their personalities while engaging new audiences in baseball.

The inaugural MLB Fan Cave generated more than 1.3 billion media impressions its first year, with more than 230 million coming from social media. Twitter followers included fans from more than 100 countries around the world and all 50 U.S. states.

The MLB Fan Cave returned in 2012 to the 15,000-square-foot location in New York City's Greenwich Village, after being redesigned to feature new technology and interactive elements.



The 2012 MLB Fan Cave started the season with a group of nine Cave Dwellers, and there will be a series of eliminations until one winner is crowned before the end of the World Series. The contestants compete against one another over the course of the season in a series of challenges, with fans online helping decide who gets to stay in the Fan Cave and play host to the baseball stars and celebrities who visit throughout the season.

BRAND VALUES

Over 60 percent of Americans consider themselves fans of Major League Baseball, a true source of family-friendly entertainment. Due to that appeal, some of the most recognizable brands in the world — including Nike, Bank of America, Pepsi, Anheuser-Busch, MasterCard, Chevrolet, and Gatorade — are MLB sponsors.

MLB is a social institution, with important responsibilities to fans and communities. Led by the vision of Commissioner Allan H. (Bud) Selig, Major League Baseball has taken extraordinary steps to give back to communities. This commitment is evidenced by baseball's dedication to advancing important causes, including youth access to sport, support for veterans in their return to civilian life, and the fight against cancer. MLB

champions these important causes through programs and partnerships, including Reviving Baseball in Inner Cities (RBI), Boys & Girls Clubs of America, Welcome Back Veterans, and Stand Up to Cancer.



GREEN FOCUS

MLB began an alliance with the Natural Resources Defense Council (NRDC) in 2006 to identify and promote sustainable practices across the League. Thanks to support from the Clubs, environmental practices continue to expand. Since 2008 MLB has incorporated environmentally sensitive features into annual events like the MLB All-Star Game and World Series.

were able to tweet and post to their Facebook fan pages during the State Farm Home Run Derby using their personal handheld device or from social media stations featuring laptops, tablets, and video cameras that were set up on the field. The social media program was first used at the 2011 State Farm Home Run Derby in Phoenix.

In 2011, MLB Productions and Showtime launched *The Franchise*, a documentary series taking audiences behind the scenes into the normally private world of a professional baseball team. The debut season followed the San Francisco Giants as they sought to defend their World Series Championship, while season two in 2012 is following the Miami Marlins.

THINGS YOU DIDN'T KNOW ABOUT MAJOR LEAGUE BASEBALL

- The 2011 Postseason featured 38 games played out of a possible 41 games, matching the most ever for a single Postseason. There were also 13 one-run games during the Postseason, the most in history.
- In 2011 MLB transmitted more than 2,400 MLB games worldwide to 220 countries and territories in 20 languages.