



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 2012 Postseason featured for the first time a 10-team format that included two additional Wild Card Clubs and an elimination game in each League prior to the Division Series. The two Wild Card berths and the inaugural Wild Card Games generated additional buzz in the sport at the most exciting time of the season. The momentum continued with all four Division Series going the maximum five games for the first time in history, followed by the seven-game National League Championship Series. The 2012 Division Series also marked the debut of MLB Network airing Postseason coverage, which attracted the largest audience in its history.

In addition to successes on the field, MLB remains committed to making an impact in communities in the United States and around the world that reflects the sport's larger role in soci-



ety. This role was most recently evidenced during 2013 MLB All-Star Week, as MLB and the New York Mets hosted a series of charitable initiatives and activities. These efforts provided a donation of more than \$4 million to national and local organizations in the New York City area.

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, MLB has played an important role during some of the most difficult points in the nation's history, serving as a common bond that unites people. 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. Following the devastating impact of Sandy in October 2012 MLB and the MLBPA joined together to donate \$1 million to assist emergency relief efforts in the most devastated areas affected by the storm.

THE PRODUCT

MLB is a family-friendly sport that continues to draw millions of fans to ballparks around the country each season. More than 74 million fans visited the 30 MLB ballparks in 2012.

The game of baseball has a rich, storied history with legends whose feats have transcended

time. In 2012 Miguel Cabrera of the Detroit Tigers won the game's first Triple Crown since 1967, ending the longest gap between Triple Crowns in baseball history. The season also saw a record-breaking total of three perfect games and a record-tying seven no-hitters. In addition, the talent and personality of the many young players excelling in the game brings excitement and anticipation of what lies ahead. Mike Trout of the Los Angeles Angels of Anaheim and Bryce Harper of the Washington Nationals each won the Rookie of the Year Awards in their All-Star 2012 seasons. At 19, Harper became the youngest All-Star position player in history, while Trout, who turned 21 in August, finished as the youngest player in history to hit 30 homeruns and steal 30 bases in the same season.

RECENT DEVELOPMENTS

MLB has undertaken social media initiatives aimed at giving fans unprecedented access to the game and its players.

For the second consecutive year, players communicate directly with fans via social media platforms during the 2013 MLB All-Star Game. Computers set up in a room near each clubhouse 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 2013 Chevrolet Home Run Derby, where they created content during the event that was distributed across social media and posted to MLB.com using their personal handheld devices or from social media stations that included laptops, tablets, and video cameras that were set up on the field.

MLB renewed its national broadcasting contracts with FOX, Turner Sports, and ESPN in 2012. The agreements run through the 2021 season and maintain continuity with the game's longtime rightsholders. Combined, the three contracts will deliver



territories — was played in March 2013. The Dominican Republic defeated Puerto Rico for the Championship after Japan won both previous tournaments in 2006 and 2009. Forty-six MLB All-Stars, six Most Valuable Players, and two Cy Young Award winners were named to the provisional rosters. New for the 2013 tournament, the World Baseball Classic Qualifiers expanded the competitive field from 16 to 28 countries.

The 2013 World Baseball Classic surpassed the successes of the previous tournaments in multiple areas — including attendance, where more than 880,000 fans attended games (a more than 10 percent increase from 2009), and sponsorship, with 66 companies in eight countries (up from 56 in 2009) partnering with the tournament.

PROMOTION

In 2011 MLB introduced the MLB Fan Cave, a first-of-its-kind 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.

The MLB Fan Cave returned in 2012 and 2013 to the 15,000-square-foot location in New York City's Greenwich Village after being redesigned to feature new technology and interactive elements. In each of the past two years, a group of nine Cave Dwellers started the season with a series of eliminations taking place until one winner was crowned at the World Series.

More than 400 celebrity visitors, including nearly 200 current Major Leaguers as well as musicians, actors, former players, and others, have visited the MLB Fan Cave since its launch in 2011. They have participated in more

than 500 online videos for fans to share via social media.

With more than 2 million combined followers from 129 countries and territories on Facebook, Twitter, and Instagram, the MLB Fan Cave has built a large community of baseball fans from around the world.

In March 2013 the MLB Fan Cave launched the World Baseball Classic Edition. Sixteen fans, one representing each of the participating countries, cheered on their nations during the tournament from New York City. As teams were eliminated from the World

Baseball Classic tournament, the fan representing that country left the Fan Cave. The fans of the final four teams traveled to the Championship Round in San Francisco to watch their countries compete for the Championship.

GREEN FOCUS

MLB began an alliance with the Natural Resources Defense Council (NRDC) 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. In September 2012 Commissioner Selig received the first Environmental Leadership Award ever presented by the Green Sports Alliance, a nonprofit organization that aims to help sports leagues, teams, and venues enhance their environmental performance. The NRDC called Selig "the single most influential environmental advocate in the history of sports."

more than a 100 percent increase in annual rights fees to MLB over the existing deals.

The third edition of the World Baseball Classic — the premier international baseball tournament, featuring the best players in the world competing for their home countries and



BRAND VALUES

More than 60 percent of Americans consider themselves fans of Major League Baseball, which is a true source of family-friendly entertainment. Due to that national appeal, some of the most recognizable brands in the world — including Nike, Bank of America, Pepsi, Anheuser-Busch, MasterCard, Chevrolet, T-Mobile, and

Gatorade — are MLB partners.

MLB is a social institution, with important responsibilities to fans and communities. Led by the vision of Commissioner Allan H. (Bud) Selig, MLB 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.

THINGS YOU DIDN'T KNOW ABOUT MAJOR LEAGUE BASEBALL

- The 2013 season marks the first in which the Houston Astros are members of the American League.
- MLB Advanced Media, the company that manages the official league site, MLB.com, and each of the 30 Club sites, employs the largest contingent of baseball reporters of any news outlet in the world, producing over 100 original news articles for MLB.com and the 30 Club websites on a daily basis.