



**Eric Fisher of the Sports Business Journal** publishes a profile on **Bob Bowman**, CEO and president of MLB Advanced Media (MLBAM) this week (

[Score another for MLBAM](#)

). Fisher details how Bowman has taken the initial investment into MLB.com and made it into a revenue-making champion.

Started in 2000, MLB.com was funded by the clubs in an agreement that had them each investing \$1 million a year over four years. The cost was targeted at \$120 million. To the joy of the owners and MLB, the Website started generating excess revenue in only the second year of its existence, allowing them to invest only \$70-\$75 million before beginning to see a return on their investment. The company has now grown to more than \$300 million in annual revenue and more than \$70 million in EBITDA (Earnings Before Interest, Taxes, Depreciation and Amortization).

As further reported:

Bowman's next wave of projects includes an effort to boost the quality of MLBAM's video output through a new cacheing process that will roughly double the picture resolution of the online offerings this season.

The long-planned effort is well-timed as some fans will undoubtedly seek out MLBAM's out-of-market game product, MLB.TV, due to a heavily debated shift of the TV counterpart, Extra Innings, to an exclusive deal with DirecTV.

The tough, relentless Bowman and MLBAM are also still battling with CDM Fantasy Sports in a legal fight surrounding fantasy sports licensing, with CDM's victory in a federal court now being appealed. MLBAM and the MLB Players Association recently gained the formal support of a vast array of sports properties, with further movement on the case expected later this year