



With game time starts exceptionally early in some time zones, the fact that the games are on TBS, and some questions around interest, television ratings at the local level were a mixed bag for the first day of MLB postseason play.

The biggest ratings winner was really surprise, given the history made last night. The Reds-Phillies game that saw Roy Halladay toss the second no-hitter in postseason history landed big numbers in the two markets. Cincinnati pulled an 18.0 overnight rating while Philadelphia garnered a shining 21.9 rating; still not the highest.

In the Dallas/Ft. Worth market where most were in school or at work, the Rangers-Rays game pulled a 5.9 rating. Shift east to the Tampa Bay market and the same game pulled a 9.6 rating.

For the night-cap, the Yankees-Twins drew a 13.2 in New York and a whopping 29.6 rating in Minneapolis/St. Paul, the ratings winner at the local level for Game 1s of the Division Series.

MLB 2010 LDS Television Ratings for Weds Oct 6

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