

TBS Sees Ratings Down on First Day of 2010 MLB Postseason

Written by Maury Brown
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TBS saw ratings dip compared to 2009 Game 1s of the League Division Series pulling in a 3.0 rating and 4.612 million viewers for the three telecasts on Wednesday, "down 9.1% and 6.5%, respectively, from a 3.3 rating and 4.933 million viewers on the opening day of LDS telecasts last year", according to today's edition of the *SportsBusiness Daily*.

As we reported yesterday, the Yankees-Twins game pulled the highest local numbers, and that held true nationally, drawing a 4.3 U.S. rating and 6.9 million viewers. According to the SBD, that made the game the most-viewed opening LDS game in cable TV history.

Roy Halladay's no-hitter against the Reds pulled a 2.7 U.S. rating and 4.2 million viewers from 5:00-8:00pm. In a sign that fans raced to their television to witness history, viewership for the telecast grew 41 percent in its final hour from 3.9 million viewers at 7:00pm to 5.5 million viewers at 8:00pm.

Below is a breakdown of each game compared to Game 1 LDS ratings in 2009

TBS OPENING DAY OF MLB LDS TELECASTS

'10 TELECAST	TIME (ET)	RAT.	VIEWERS (000)
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Yankees-Twins: Game One	6:30pm-12:30am	4.3	6,914
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Reds-Phillies: Game One	5:00-7:58pm	2.7	4,209
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Rangers-Rays: Game One	4:29-4:52pm	1.6	2,244
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AVERAGES	3.0	4,612	
'09 TELECAST	TIME (ET)	RAT.	VIEWERS (000)

Dodgers-Cardinals: Game One	9:01pm-1:39am	3.3	4,973
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Yankees-Twins: Game C	6:00-9:51pm	4.3	6,607
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Phillies-Rockies: Game One	4:29-5:31pm	2.0	2,758
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AVERAGES

3.3

4,933

Source: SportsBusiness Daily



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