

Rays-Rangers Game 4 Lowest-Ever Rated Postseason Telecast for TBS

Written by Maury Brown

Tuesday, 12 October 2010 14:00



Before the season ended, [I looked at the potential match-ups for the postseason and came to the conclusion that MLB would likely see a ratings decline compared to last year](#). With the Division Series set, sans the outcome of tonight's match-up between the Rangers and Rays (first pitch, 8:07 pm ET on TBS), in the books, that is likely to be the case.

But, before then, TBS can point to the ALDS Game 4 between the Rays and Rangers and say that it was the lowest-rated and least-viewed MLB postseason telecast since it began airing the playoffs in '07. According to today's edition of the SportsBusiness Daily, TBS averaged a 2.3 U.S. rating and 3.678 million viewers for Sunday's LDS telecasts, with the Rays-Rangers game pulling a 1.5 U.S. rating and 2.219 million. MLB had the disadvantage of going up against a slate of NFL games.

According to the SBD, the "net's previous low was for Phillies-Brewers NLDS Game Four in the same day/time slot in '08 (2.220 million viewers). Sunday's TBS MLB figures are also down from a 2.9 U.S. rating and 4.537 million viewers for three telecasts on the comparable day last year."

Below is a breakdown of Sunday's game.

SUNDAY MLB LDS RATINGS, VIEWERSHIP ON TBS			
'10 GAME	START (ET)	RATING	VIEWERS (000)
Rays-Rangers: Game Four	8:00pm	1.5	2,219
Giants-Braves: Game Three	7:34pm	2.6	4,238
Phillies-Reds: Game Three	8:06pm	2.8	4,653

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AVERAGE '09 GAME	2.3 START (ET)	3,678 RATING	VIEWERS (000)
Angels-Red Sox: Game Three	12:00pm	2.0	2,936
Yankees-Twins: Game Three	7:00pm	4.1	6,791
Phillies-Rockies: Game Three	10:40pm	2.7	4,084
AVERAGE	2.9	4,537	

Source: SportsBusiness Daily



Maury Brown is the Founder and President of the [Business of Sports Network](#) , which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey, as well as a [contributor](#)

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He looks forward to your comments via email and can be [contacted through the Business of Sports Network](#)

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