

## Through 3 Games MLB 2010 LCS Ratings Best Since 2006

Written by Maury Brown  
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While ratings for the LCS on TBS was down this year compared to last, at least initially, the League Championship Series is faring better.

After three games, LCS coverage on TBS and FOX is averaging a 5.3 metered market household rating, the best average at this stage in the four years since FOX and TBS began sharing the League Championship Series coverage.

This year's three-game average is up +6% over comparable coverage for the 2009 LCS, which featured the Yankees vs. Angels on FOX and the Phillies vs. Dodgers on TBS and averaged a 5.0 metered market household rating over the first three games.

The reason? Certainly, for the NLCS the matchup between Lincecum and Halladay was a key draw. For the ALCS, the Yankees comeback in Game 1 while Game 2 was a case of seeing if the Rangers could bounce back.



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