

Written by Maury Brown  
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Ratings for MLB continue to be strong. While Weds. night's ratings won't be out until late Thurs. afternoon, the 2010 MLB Postseason continues to deliver strong TV viewership for TBS and FOX.

Last night's ALCS Game 4 on TBS was the second-most watched MLB Postseason game ever on cable, with 9.9 million viewers (only Game 7 of the 2008 ALCS on TBS was higher). The game registered 2010 Postseason highs for local ratings in both Dallas (26.5) and New York (17.1).

Through five days (seven games), combined LCS coverage on TBS and FOX is averaging 7.7 million viewers, the best average at this stage in the four years since FOX and TBS began sharing the League Championship Series coverage, up +12% over comparable coverage for the 2009 LCS, which featured the Yankees vs. Angels on FOX and the Phillies vs. Dodgers on TBS and averaged 6.9 million viewers over the first five days (seven games).



**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

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