

## Texas Rangers Game 6 ALCS Clincher Over Yankees on TBS Draws 11.9 Million TV Viewers

Written by Maury Brown  
Saturday, 23 October 2010 16:07

---



TBS' exclusive coverage of Game 6 of the American League Championship Series (ALCS), featuring the NY Yankees @ Texas Rangers, delivered a 7.2 U.S. household rating and 11.9 million total viewers easily winning the night on television, based on broadcast and cable prime averages. Additionally, it was the most watched MLB Regular Season or Postseason Game of the Season, Broadcast or Cable.

The game saw the Texas Rangers clinch the ALCS, marking their first ever trip to the World Series.

*(NOTE: Game 6 of the NLCS between the Giants and Phillies now has a start time of 7:57pm ET on FOX due to the Rangers clinching the ALCS. [See additional information](#) )*

Overall, TBS' exclusive coverage of the 2010 Major League Baseball playoffs, which included all four LDS and the ALCS exclusively, experienced strong growth compared to the network's 2009 postseason coverage:

## Texas Rangers Game 6 ALCS Clincher Over Yankees on TBS Draws 11.9 Million TV Viewers

Written by Maury Brown

Saturday, 23 October 2010 16:07

---

U.S. HH Rating: 3.6 vs. 3.3 (+9%)

Total Viewers: 5,627,000 vs. 5,146,000 (+9%)

A18-34: 1,094,000 vs. 1,026,000 (+7%)

A18-49: 2,318,000 vs. 2,208,000 (+5%)

A25-54: 2,465,000 vs. 2,279,000 (+8%)

M18-34: 785,000 vs. 684,000 (+15%)

M18-49: 1,635,000 vs. 1,490,000 (+10%)

M25-54: 1,727,000 vs. 1,537,000 (+12%)

Other highlights from Game #6 include:

- **Second Most watched program in TBS' 34-year history** in U.S. ratings and total viewers (2008 ALCS Red Sox/Rays Game #7, drew 7.9 U.S. Rating and 13.4 million total viewers).

- Strong home market delivery with an **18.4 rating in the New York market and 28.5 rating in the Dallas-Fort Worth market.**

- **Most watched MLB Regular Season or Postseason Game of the Season, Broadcast or Cable**

## Texas Rangers Game 6 ALCS Clincher Over Yankees on TBS Draws 11.9 Million TV Viewers

Written by Maury Brown

Saturday, 23 October 2010 16:07

---

TBS coverage of the 2010 ALCS now stands as the most watched LCS ever on the network. TBS' coverage of the 2010 LCS delivered over 29% growth over the network's 2009 LCS coverage in US ratings, total viewers and all key demos. The 2010 ALCS on TBS averaged a 5.1 U.S. Rating and more than 8.2 million total viewers.

- U.S. HH Rating: +34% (5.1 vs. 3.8)
- Total Viewers: +36% (8,223,000 vs. 6,064,000)
- A18-34: +29% (1,546,000 vs. 1,198,000)
- A18-49: +32% (3,395,000 vs. 2,573,000)
- A25-54: +40% (3,656,000 vs. 2,613,000)
- M18-34: +39% (1,091,000 vs. 786,000)
- M18-49: +40% (2,366,000 vs. 1,684,000)
- M25-54: +49% (2,530,000 vs. 1,697,000)

TBS has also delivered impressive audience growth this season over its record-setting coverage of the 2008 ALCS, a seven game series between the Red Sox and Rays.

- U.S. HH Rating: +11% (5.1 vs. 4.6)
- Total Viewers: +10% (8,223,000 vs. 7,443,000)
- A18-34: +4% (1,546,000 vs. 1,484,000)
- A18-49: +1% (3,395,000 vs. 3,353,000)
- A25-54: +3% (3,656,000 vs. 3,543,000)
- M18-34: +12% (1,091,000 vs. 977,000)
- M18-49: +6% (2,366,000 vs. 2,356,000)
- M25-54: +8% (2,530,000 vs. 2,349,000)

**Source: Based on Nielsen Media Research Live + Same Day data stream. Fast National data (10-16-2010 to 10-22-10) compared to 2009 NLCS 5 game final average on TBS (10-15-09 to 10-19-09). Local metered market ratings based on Arianna data (10-22-10). Prime average comparison based on Nielsen Media Research; fast broadcast affiliate report, 10-23-10.**

---



**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

## Texas Rangers Game 6 ALCS Clincher Over Yankees on TBS Draws 11.9 Million TV Viewers

Written by Maury Brown

Saturday, 23 October 2010 16:07

---

as a

[r to FanGraphs](#)

and

[Forbes SportsMoney](#)

.

He is available for hire or freelance

.

[Brown's full bio is here.](#)

He looks forward to your comments via email and can be

[contacted through the Business of Sports Network](#)

.

[contributo](#)

[Follow Maury Brown on Twitter](#) 

[Follow The Biz of Baseball on Twitter](#) 