

Written by Maury Brown
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TBS reports today that the American League Championship Series (ALCS), between the Detroit Tigers and New York Yankees is up considerably over their postseason coverage from last season, but then, that should be expected. This year, TBS saw the Yankees, a ratings powerhouse nationally, along with the Tigers. The ALCS averaged 5,924,000 total viewers, an increase of 28 percent over last year's average of 4,612,000 total viewers for the network's coverage of the National League Championship Series (NLCS), but that included the St. Louis Cardinals and Milwaukee Brewers. While strong baseball markets, and the Cardinals have exceptionally strong history, there was bound to be a bump in this year's ALCS coverage. Still, a 28 percent increase is nothing to sneeze at. The network's ALCS coverage averaged a 3.8 U.S. household rating, up 31 percent over an average 2.9 U.S. household rating for the NLCS last year.

Additional ALCS highlights provided by TBS add some context in their favor in regards to when the games were played:

- In 2012, TBS aired two ALCS games in primetime (Saturday's Game 1 and Tuesday's Game 3) and two afternoon telecasts (Sunday's Game 2 and Thursday's Game 4).
- In primetime, the Yankees/Tigers games averaged a 4.1 U.S. household rating and 6.6 million total viewers.
- The two afternoon telecasts averaged a 3.3 U.S. household rating and 5.2 million total

With Yankees in the Mix, TBS Sees Ratings Increase for LCS Coverage Over 2011

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viewers.

In 2011, TBS aired five NLCS games in primetime and one contest during the day.

Yesterday afternoon's ALCS Game 4 (4-7:48 p.m. ET) averaged a 3.5 U.S. household rating and 5,251,000 total viewers. Locally, the ALCS Game 4 telecast registered a 30.6 metered market rating in Detroit – the highest local rating for any market during the 2012 MLB Postseason on TBS – and an 8.7 metered market rating in New York.



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