

Red Sox Dramatic Comeback in Game 2 of ALCS Delivers Massive Ratings Win for FOX

Written by Maury Brown
Monday, 14 October 2013 17:15



The dramatic comeback by the Boston Red Sox in Game 2 of the ALCS was a massive ratings win for FOX Sunday night.

That dramatic comeback that saw [David Ortiz](#) hit a grand slam in the eighth inning and [Jarr](#)
[od Saltalamacchia](#)

singling in the bottom of the ninth to drive in

[Jonny Gomes](#)

delivered a 5.2/8 national household rating, with 8.3 million viewers, according to Nielsen Media Research, up +44% compared to last year's National League Championship Series Game 2 on FOX (3.6/6; 5.6 million viewers). Last night's Game 2 was also up +24% over 2011's Game 2 of the ALCS on FOX (4.2/8; 6.6 million viewers) for Tigers vs. Rangers. The series is now tied 1-1 as it heads to Detroit for Game 3 on Tuesday.

Through two games, the 2013 ALCS on FOX is averaging a 4.7/8 (7.5 million viewers), up +21% over last year's 3.9/6 for NLCS on FOX, tying 2010's LCS average as FOX's highest-rated through two games since 2009.

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Additional Demo Highlights:

- Last night's Game 2 out-performed last year's NLCS Game 2 in key male demographics led by an +86% increase in Men 18-34 (2.6 vs. 1.4) and a +56% increase among Men 18-49 (3.1 vs. 2.0) respectively. Game 2 is up +50% among adults 18-49 (2.4 vs. 1.6).
- In key demo rating comparisons through two games, the 2013 ALCS on FOX is up +33% among Men 18-34 (2.4 vs. 1.8); up +22% among Men 18-49 (2.8 vs. 2.3); and up +17% among Adults 18-49 (2.1 vs. 1.8).

Through two games, Detroit leads all markets with a 30.5/47 and recorded its best LCS rating ever with last night's game (34.5/50). Boston's two-game average is a 21.2/39, followed by Providence (20.1/33.5); Hartford (16.5/29); Baltimore (16.0/29); San Diego (11.4/26); Indianapolis (8.8/15); Las Vegas (6.5/11) and St. Louis (6.4/11.5).



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. He [writes for Baseball Prospectus](#) and is a [contributor to Forbes](#)

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