

MLBI Extends Broadcast Deal with ESPN International

Written by The Staff
Thursday, 29 March 2007 03:32



[Major League Baseball International](#) (MLBI) and [ESPN International](#) announced today that they are extending their cable and satellite broadcast packages through 2010.

Financial terms were not released.

As part of the renewal agreement, ESPN International will maintain cable and satellite television rights on all ESPN television networks in 190 countries and territories in Arabic, English, Portuguese and Spanish through the 2010 MLB World Series. ESPN International will bring MLB games to fans in Latin America, Africa, the Middle East, Israel, New Zealand, the Pacific Islands and ESPN-affiliated Cruise Ships.

The deal also allows ESPN International the exclusive right to broadcast Tuesday and Friday night MLB games with additional premier rights to broadcast the All-Star Game and the XM All-Star Futures Game. The agreement also grants ESPN International the rights to broadcast half of the American and National League Division Series and one League Championship Series each season, beginning with the National League Championship Series in 2007 and alternating Leagues each year. Additionally, the World Series will be broadcast in its entirety to the expansive ESPN International audience for the next four years.

“As the anticipation builds for Opening Day 2007, the continuation of this long-standing partnership between MLB International and ESPN International exemplifies the growing worldwide demand and excitement for the MLB season,” said **Paul Archey**, Senior Vice President, International Business Operations, Major League Baseball. “ESPN International continues to compliment our extensive global efforts with a unique ability to deliver MLB games to a wide-ranging and diverse audience.”

“This extension is consistent with our strategy to offer the world’s best baseball to fans across

MLBI Extends Broadcast Deal with ESPN International

Written by The Staff

Thursday, 29 March 2007 03:32

the globe,” said **Tim Bunnell**, Senior Vice President, Programming and Marketing, ESPN International. “MLB has been a proven winner on ESPN’s international networks and we look forward to similar enthusiasm for it from our viewers in 2007 and beyond.”