

NL Wild Card Game that Sees Pirates Advance Draws Strong TV Ratings

Written by Maury Brown

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With the first playoff game in Pittsburgh since 1992, and the winner-advances format for the Wild Card, fans tuned in to Tuesday's NL Wild Card game to officially kick off the 2013 MLB postseason.

With the largest crowd, ever, in PNC Park history at 40,487 the game got strong ratings on TV and solid action via social media.

TBS' telecast of last night's NL Wild Card Game drew a 3.0 fast national rating and 4.6 million viewers, both +15% increases over last year's NL Wild Card Game. The game led TBS to win prime time over all other cable competition, with a metered market rating +150% higher than the second place network. In Pittsburgh, the TBS telecast drew a 33.7 local rating, the highest for any MLB game ever on record in the market.

The game also got lots of activity on social media, with 336,169 total tweets sent by 142,463 unique authors, by far the most-discussed program on TV throughout the entire day, according to data from SocialGuide. As the Pirates closed out the 6-2 victory, more than 70% of all tweets about anything on TV were about the game.

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