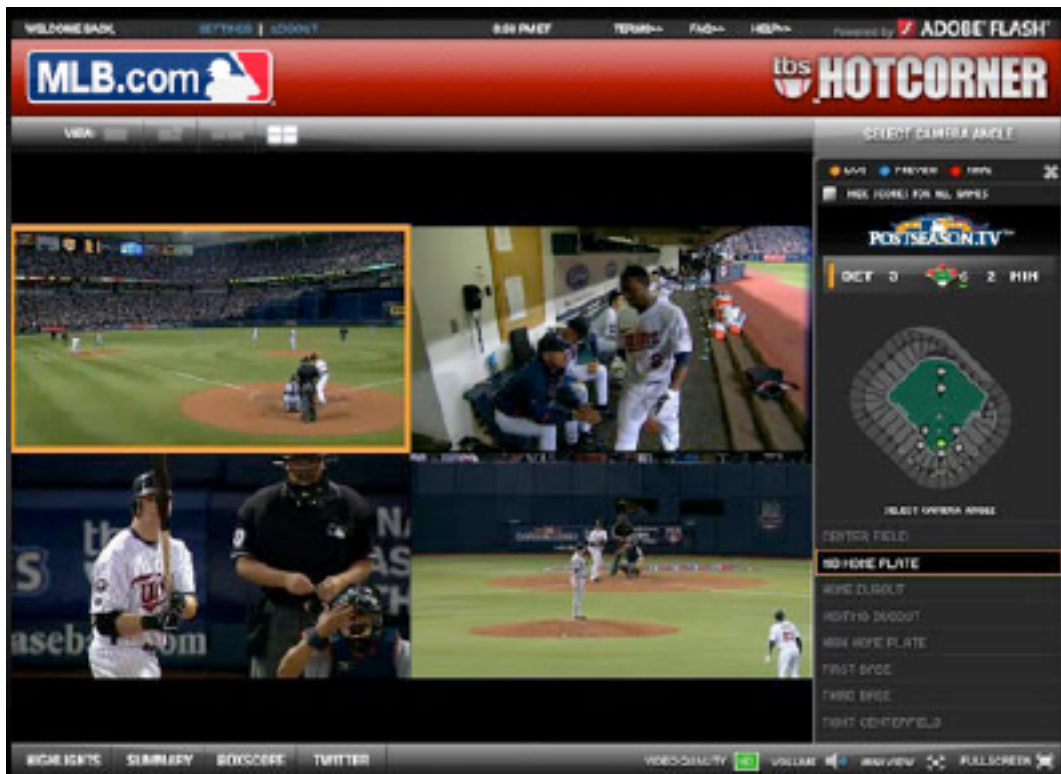


For MLB Fans, Postseason.TV Returns on Oct. 6

Written by Maury Brown
Sunday, 03 October 2010 22:30



Postseason.TV, the live interactive online viewing experience powered by MLB.com and MLB Postseason national television rightsholders, Turner Sports and FOX Sports, returns on Wednesday, October 6, 2010, when the Division Series begins on TBS. Postseason.TV will be accessible from MLB.com, FoxSports.com on MSN and MLB.com/TBSHotCorner .

After its debut last fall, Postseason.TV powered by TBS HotCorner and FOX Feeds again delivers a customized and interactive online viewing experience with up to 10 different stationary camera angles, synchronized with live audio, for every MLB Postseason game, blackout free. For fans, Postseason.TV provides an interactive enhancement to the Division Series and American League Championship Series broadcasts on TBS and the National League Championship Series and World Series on FOX.

Fans can pick-and-choose from any of the available camera angles or up to any four different angles simultaneously in a multi-view option. In addition, Postseason.TV will offer in-game video highlights, up-to-the-moment statistics and play-by-play and social media integration through a live Twitter feed.

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For fans on-the-go, Postseason.TV will offer portability via At Bat 2010, the award-winning suite of mobile applications developed by MLB.com, by providing mobile access to the same live camera angles, the quad mode option and live audio. Postseason.TV again will be available on iPhone and iPod touch and new for this year through At Bat 2010 on iPad as well as select Android devices.

The entire package of live Postseason companion streaming is available for a one-time fee of \$9.95.

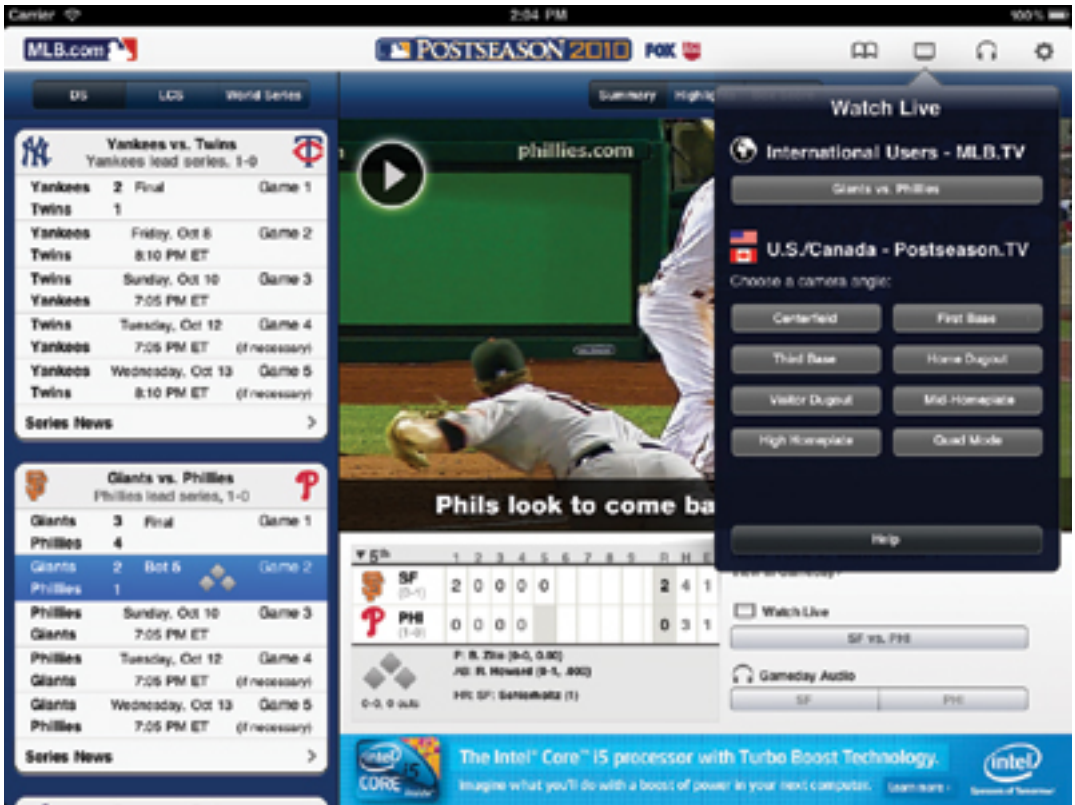
The screenshot displays the MLB.com Postseason 2010 website interface on a mobile device. The top navigation bar includes the MLB.com logo, the 'POSTSEASON 2010' banner, and the FOX logo. Below the navigation, there are tabs for 'DS', 'LCS', and 'World Series'. The main content area is divided into several sections:

- Yankees vs. Twins:** A section showing the Yankees leading the series 1-0. It lists the final game (Game 1) and the schedule for Games 2 through 5, including dates and times.
- Giants vs. Phillies:** A section showing the Phillies leading the series 1-0. It lists the final game (Game 1) and the schedule for Games 2 through 5, including dates and times.
- Live Game Feed:** A large video player showing a live game between the Phillies and San Francisco. The headline reads 'Phils look to come back from early deficit'. The score is San Francisco 2, Philadelphia 0.
- Score Summary:** A table showing the score by inning for San Francisco (SF) and Philadelphia (PH). The final score is SF 2, PH 0.
- Player Stats:** A section showing the performance of key players: P: B. Zito (9-0, 0.00) and J.D. Drew (3-1, .000).

At the bottom of the page, there is an advertisement for the Intel Core i5 processor with Turbo Boost Technology.

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Postseason.TV comes to iPad for the first time.

Source: MLB.com



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