



2025

Major League Baseball Season

Don't miss your chance to hit a homerun with hometown fans and connect with the excitement of MLB.

MLB Reaches Engaged Audiences¹



92%
Live Viewing

Of viewing in heavy MLB viewing households was done live during the 2024 season

69%
Cable Viewing

In the 2024 season, 69% of viewing was on cable for heavy MLB viewing households

Connect with MLB Heavy Viewing Households²



+24%

More likely to be white-collar executives



+13%

More likely to have a college degree



+83%

More likely to be a live TV heavy viewer



+15%

More likely to be homeowners interested in DIY

Cable has the bases covered all season long



30

Teams



27

Week Season
March 18 – Sept. 28

ESPN

30

Sunday Night Baseball
& Opening Night Games*

FS1

40

Saturday & Mid-week
Games*

tbs

26

Tuesday Night Games*

ESPN

1

2025 Home Run Derby
July 14th

NL Wild Card

Best of 3

ESPN

NL Division Series

Best of 5

tbs

NL Championship Series

Best of 7

tbs

World Series

AL Championship Series

Best of 7

FS1

AL Division Series

Best of 5

FS1



AL Wild Card

Best of 3

ESPN

*Subject to change

Sources: 1. Comcast Aggregated Viewership Data, MLB Heavy Viewer, Full Footprint Q3 2024. MLB Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for MLB. MLB time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households. 2. Comcast Aggregated Viewership Data, MLB Heavy Viewer, Full Footprint Q3 2024. MLB Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for MLB. MLB time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households. Live TV heavy viewers are Comcast households that are in the top third of viewing live TV.

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