

TV INSIGHTS

Root, Root, Root for the Home Team

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LOCAL FANS ROOT FOR LOCAL TEAMS IN LOCAL MARKETS

Are you a baseball fan? If you are, the chances are pretty good that your favorite team hails from your hometown. And if your team is playing in the FOX Saturday Baseball game of the week, chances are you'd be more likely to tune in. A Katz analysis of local markets illustrates stronger audience deliveries for the local team in the local market.

There are 30 teams in Major League Baseball (MLB). All teams are based in the U.S. except for the Toronto Blue Jays. Each team sees a rating bump in their home market when they are featured in the game of the week compared to games that feature any other team. Over the past three seasons, there have been six teams that have been featured ten or more times on FOX's game of the week: Boston Red Sox, New York Yankees, Chicago Cubs, Houston Astros, St. Louis Cardinals, and Los Angeles Dodgers.

Not surprisingly, an analysis of the A25-54 ratings from the overnights illustrates the appeal these teams have in their home markets. Red Sox games overdeliver non-Red Sox games by +800% in the Boston DMA!

Check out the local rating lift for all six teams among Adults 25-54:

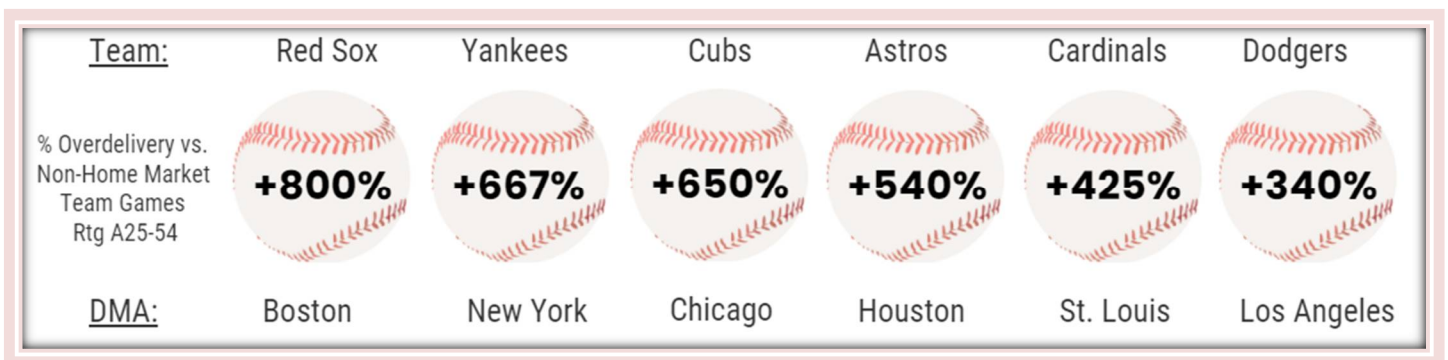


Chart 1

LOCAL APPEAL RIPPLES TO NEARBY MARKETS

Of course, a baseball team's fans are not limited to the confines of their home market. Fandom ripples beyond the imaginary boundaries of a DMA. For example, in the Paducah DMA, Cardinals games outperformed non-Cardinals games by +600% among Adults 25-54!

Check out how each of these six teams performed in select nearby markets.

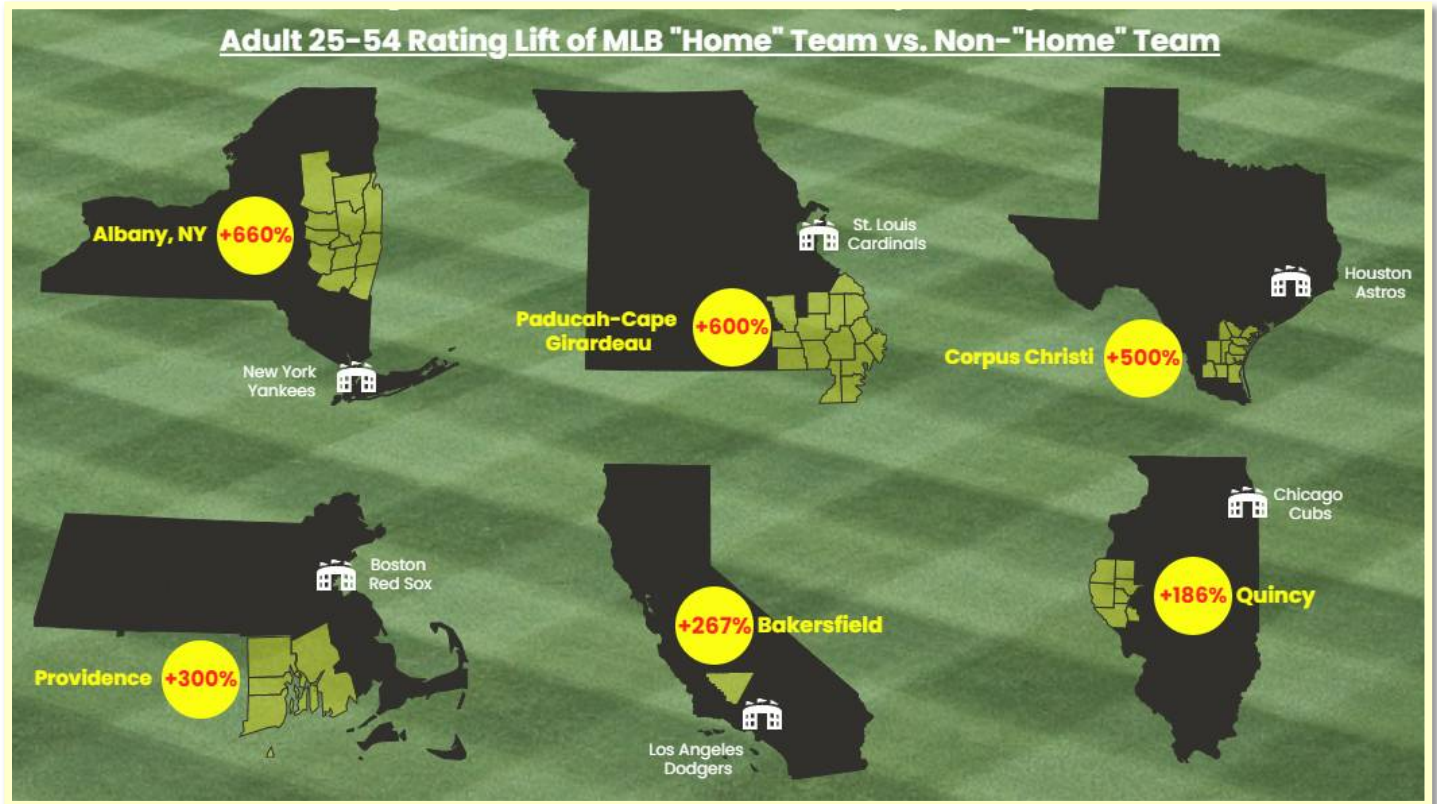


Chart 2

Target Local for Above-Average Results.

Chart 1 - Source: Nielsen Overnights 5/26/18-9/26/20, Live+SD/WRAP Overnights. Market game comparisons: Cubs (10) vs. non-Cubs/non-White Sox (22) in Chicago. Red Sox (13) vs. non-Red Sox (19) in Boston. Yankees (11) vs. non-Yankees/non-Mets (15) in New York. Astros (12) vs. non-Astros (20) in Houston. Cardinals (12) vs. non-Cardinals (21) in St. Louis. Dodgers (14) vs. non-Dodgers/non-Angels (14) in Los Angeles.

Chart 2 - Source: Nielsen Jun'18, Jul'18, Sep'18, Oct'18, May'19, Jun'19, Jul'19, Jul'20, Aug'20, Sep'20. Live+SD. Market game comparisons: Cubs (7) vs non-Cubs/non-White Sox (13) in Quincy-Hannibal-Keokuk. Red Sox (10) vs. non-Red Sox (15) in Providence. Yankees (9) vs. non-Yankees/non-Mets (11) in Albany, NY. Astros (6) vs. non-Astros (15) in Corpus Christi. Cardinals (8) vs. non-Cardinals (17) in Paducah. Dodgers (9) vs. non-Dodgers/non-Angels (8) in Bakersfield.

Note: Chart 1 leverages LPM overnights while Chart 2 leverages Local Monthly files. Local Monthly files have an unmeasured week which attributes to the difference in the # of games analyzed between the two charts. Highlighted DMAs reflects counties within the featured State only, except for Massachusetts and Rhode Island. DMAs may have counties in adjacent States. States are not depicted to scale.