

# TV INSIGHTS

## Root, Root, Root for the Home Team 2022

By Michael LaSardo | VP, Director TV Insights & Analytics | Katz Media Group

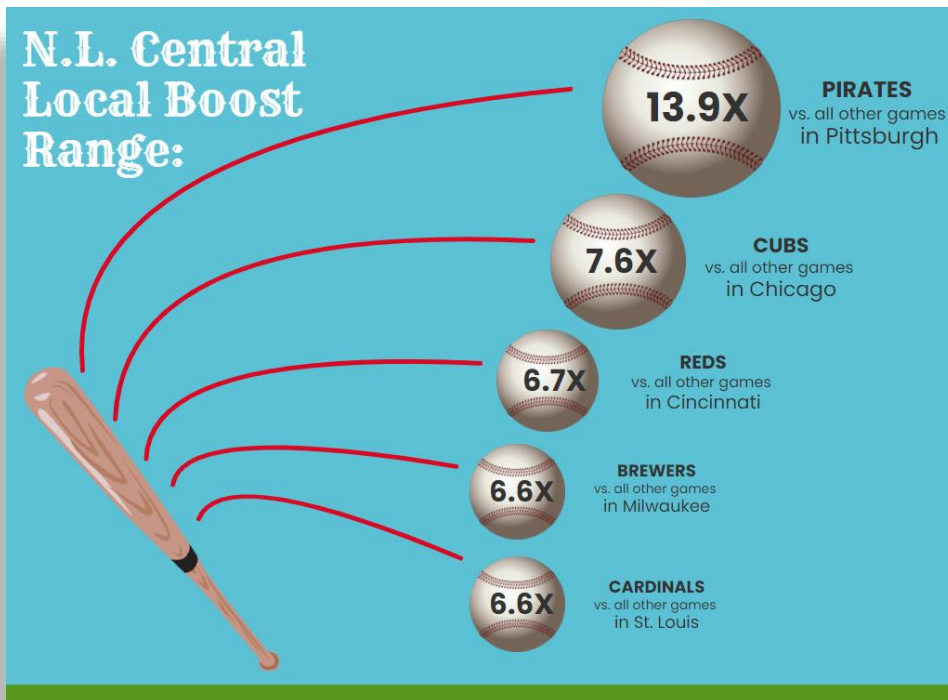
**LET'S GO** < insert favorite baseball team name here > !

Dust off those gloves & cleats and break out the bats. The MLB lockout is officially over, and we can all welcome back America's favorite pastime: BASEBALL. Opening day is set to begin on April 7, 2022!

There are 30 teams in Major League Baseball (MLB). All are based in the U.S. except for the Toronto Blue Jays. Conveniently, each of the 29 U.S. teams call a Nielsen metered market their home DMA. This allows for a fun HH audience analysis as we prepare to welcome back MLB baseball.

Katz Television Group analyzed the HH impressions of all 29 teams within their respective home markets: Astros in Houston. Brewers in Milwaukee. Reds in Cincinnati. You get it.

Over the past 4 seasons, each of the 29 teams were featured at least once in a FOX MLB game of the week. And each of the 29 teams saw a boost when comparing local games to all other games in the market.



← The National League Central Division saw the best performance, with each team outperforming all other games in the market by 6X or more. The Pirates were #1 in this division, as well as #1 in our league analysis. Pirates' games out delivered non-Pirates games in Pittsburgh by nearly 14 times!

Check out how each team stacks up against their division rivals in the Katz Television Local Home Appeal Standings.

**When local teams are featured on FOX MLB, local fans in local markets tune in!**