



Ballpark Basics

Regular Season:

- Major League Baseball (MLB) consists of 32 teams divided between two leagues (American and National) with three divisions in each.
- Each team plays 162 regular-season games.

Postseason:

- MLB uses a 12-team, four-round playoff format; each league's two top teams get a bye.
- The other teams play a best-of-three Wildcard Round, leading to a best-of-five Divisional Series and, then a best-of-seven for both the League Championships and World Series

In the Record Books

2025 World Series Winner:

The Dodgers defeat the Blue Jays four games to three in what many consider one of the most exciting World Series ever.

MVP Winners:

American League: Aaron Judge (Yankees)
National League: Shohei Ohtani (Dodgers)

Rookie of the Year Winners:

American League: Nick Kurtz (Athletics)
National League: Drake Baldwin (Braves)



Beyond the Box Score

Rule Changes for 2026:*

Automated Ball-Strike Challenge System (ABS)

- We'll see a full implementation of the ABS Challenge System where players (pitcher, catcher, or batter) can challenge a ball or strike call, and a computer-based system will review the call.
- Each team will start with two challenges and earn more in extra innings.

*MLB.com, September 2025



MLB ESSENTIALS



By the Numbers



2,480

Approx Reg. Season + Postseason Games



89%

Telecasts avail through SR¹

The Scoreboard

- During the **regular** season, ESPN averaged 1.8M viewers nationally, **up 21% YOY**. TNT's coverage was up **29% YOY**.²
- The **Postseason Divisional Series Round** had an average viewership of 4.17M, up 17% YOY and the best figure since 2011.²

Game Day Calendar

03/05-03/17	World Baseball Classic
03/25/26	Opening Night
03/26/26	Opening Day
07/14/26	All-Star Game
09/27/26	Regular Season Ends
09/29/26	Postseason Begins

Ad-Insertable Networks



Top Ad Categories³

Sponsorships

- Beer (US)
- Tourism
- Snacks
- Restaurants/Events
- Banking
- Athletic/Footwear
- Meat/Poultry/Seafood

TV/Radio Advertising

- Banking
- Auto Manufacturer
- Pharma & OTC
- Property/Casualty Ins.
- Auto Dealer
- Beer (US)
- Restaurant/Events

Digital Advertising

- Athletic/Footwear
- Beer (US)
- Restaurants/Events
- College/Universities
- Banking
- Hospital
- Charities/Non-Profits

Programming Subject to Change. Network Ad-Insertion and Inventory Availability May Vary by Market. Source: (1) Nielsen NPower 3Q24-2Q25, Total Day, Live National Sports Events on Ad-Supported Cable & Broadcast TV, adjusted for new Media Rights Deals, including streaming exclusives & Local/Regional Sports coverage. Spectrum Reach and Broadcast coverage includes streaming but does not include streaming exclusives. (2) Front Office Sports 10/13 and 10/15/25. (3) Top Categories – Sponsors United