

Confirmation of Sat. Meetings on Extra Innings

Written by Maury Brown
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I had the good fortune to work closely with [Marc Narducci of the Philadelphia Inquirer for a column he ran yesterday on the Extra Innings deal](#)

Within in it I mention how The Baseball Channel is a large part of MLB's long-term strategy, but beyond that, Narducci wrote:

Negotiations among MLB, Dish Network and iN Demand are continuing.

"We are trying to get everybody in," said **Tim Brosnan**, executive vice president of business for Major League Baseball. "That is our goal."

[Mutichannel News also is backing Narducci's article by reporting :](#)

Down to their last out, Major League Baseball and In Demand Friday were still trying to hammer out a last-minute deal for cable to distribute the league's "MLB Extra Innings" out-of-market game package.

As further reported by Multichannel:

Meanwhile, DirecTV last week began a national marketing campaign surrounding its Extra Innings package despite uncertainty over the package's exclusivity. The satellite company ran a full page ad in *USA Today* touting the package as well as a 20% discount if purchased before April 7. It was unclear at press time what other national publications the ad was scheduled to run.

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[As I've reported before](#) , the deal was setup with a poison pill provision for iN Demand. The fact that iN Demand members Time Warner and Cox refused to put The NFL Network on the basic tier sets up a no-win situation for the cable consortium. How can iN Demand work a deal for Extra Innings without raising the hair on the neck of the 800-pound gorilla in the corner, the NFL?

Would it make good business sense for cable and DISH to be on-board? [Absolutely](#) .

LATE UPDATE: Word is coming via a source close to the situation that the midnight deadline seems flexible and that the sides are still talking. Stay tuned.

Maury Brown is the founder and president of [The Biz of Baseball](#) and an author for [Baseball Prospectus](#) . He can be contacted [here](#) .