

Extra Innings: Cablevision Offers MLB.TV for Free

Written by Maury Brown
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An undercurrent in the **Extra Innings** saga has been how cable operators are working back-channels in the event that iN Demand is unable to reach a deal.

[As we reported prior](#)

Cox Communications

has begun offering full rebates for MLB.TV to those that were subscribers of Extra Innings last season. MLB has said that the practice of

["bulk-buying" MLB.TV subs is unacceptable](#)

, but the practice is being put in place by others,

[including Comcast](#)

and

[Time Warner](#)

Today, we report on Cablevision's effort, which looks to credit the account of any customer that goes to MLB.TV "\$15 a month for the entire six-month baseball season."

Cablevision adds that the package is available as they "are continuing to work tirelessly to reach an agreement with Major League Baseball as quickly as possible."

The disclaimer reads in part (highlighting by Biz of Baseball):

Offer expires April 30th and is available only to residential iO and Optimum Online customers who purchased the 2006 MLB Extra Innings package. All submissions must be postmarked, e-mailed or faxed no later than May 31, 2007. Rebate of \$15/mo. for 6 months will appear on your bill within up to 2 months or two billing cycles after receipt. ***Additional taxes and fees may apply to your MLB.TV service and are the sole responsibility of customer***

Upgrade costs are the sole responsibility of customer.

Cablevision is not responsible for lost, late, damaged, misdirected, incomplete, incorrect,

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The reasoning for the offers are fairly simple: Stop the exodus to DirecTV.

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