

Sunday's Yankees v. Red Sox Game Rates High

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Sunday's **Yankees v. Red Sox** game shown on ESPN garnered the highest ratings for a regular season game on the network since July 25, 2004, according to Nielsen Media Research.

The game which saw Japanese pitching sensation Daisuke Matsuzaka, as well as 4 homeruns in a row by the Red Sox garnered a 4.0 household rating and 7 share in metered markets. In Boston, the ESPN ratings were at an all-time regular season high, posting 24.7/39 rating.