

## ESPN to Provide Cut-Ins of Bonds At-Bats

Written by Maury Brown  
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Get ready to see much more of **Barry Bonds** on ESPN.

*The Associated Press* reports that the network has announced that it will be cut-in on all programming to show all of Bonds' at-bats, unless it is a show covered by a national network-rights holder.

While it was not reported by the AP, there have been discussions recently by **FOX** to do possibly the same during their weekend MLB national telecasts.

On top of who will be announcing, **MLB has now set forth regulations for transmitting home run highlights as Bonds approaches the all-time home run records**

. Below is edict sent out on what is, and is not, permitted for broadcasters:

The following are regulations regarding the transmission within the United States of highlights of Barry Bonds' at-bats during his pursuit of the all-time home run record:

Starting today, July 20th, Major League Baseball's rightsholders and their affiliated networks are permitted to air up to a 60-second, taped highlight, in any programming, immediately following each at-bat of Barry Bonds through the at-bat in which he hits home run #756. Entities permitted to air such highlights are: ESPN, ESPN2, ESPN News, ESPN on ABC, FOX, FOX News Channel, FOX Sports Net, FX, TBS, TNT and CNN.

All other television networks (local, regional or national) are permitted to air up to a 60-second taped highlight of Bonds' home runs #755 and #756 (i.e., only those two at-bats) in any programming.

This advisory does not authorize any live cut-ins by any network or any live or taped highlights by any on-line media.

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