

## MLB All-Star Game to be Broadcast in 230 Countries and Territories Around the Globe

Written by Maury Brown  
Friday, 10 July 2009 14:34

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Major League Baseball International will broadcast the Midsummer Classic in 17 languages to more than 230 countries and territories around the world. In addition, MLB International, which will utilize its own production team and facilities for the 2009 All-Star Game telecast, will broadcast the 80<sup>th</sup> All-Star Game to more than one million United States Armed Forces and Canadian Armed Forces personnel stationed around the world and aboard ships-at-sea via the Armed Forces Network and the Canadian Armed Forces Network.

Announcers Gary Thorne and Rick Sutcliffe will call this year's All-Star Game for MLB International. Thorne is in his 24<sup>th</sup> season of play-by-play coverage of MLB and his third with the Baltimore Orioles. He has broadcast seven World Series and this will be his ninth All-Star Game broadcast for Major League Baseball International. Sutcliffe has worked as a broadcaster for MLB International's postseason telecasts since 2004, and serves as an ESPN Major League Baseball Analyst, appearing on Baseball Tonight since 1999 and Monday Night Baseball since 2002.

Virtual Signage has become a staple of MLB International broadcasts. Sponsors can engage the audience during the game through virtually placed signage behind home plate which is visible via the center-field camera. MLB is the only sports league to offer more than one distinct country/region specific virtual feeds and will offer a global feed and a Japan-specific feed for the 2009 All-Star Game.

Along with MLB International's broadcast of the All-Star Game, there will be foreign broadcasters on hand for live broadcasts and news coverage including television and radio broadcasters from Canada, China, Curacao, Japan and across Latin America .

"Major League Baseball is more popular worldwide than ever before, as demonstrated by the

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exceptional caliber of players born outside of the United States, many of whom will be featured in the 2009 All-Star Game,” said Paul Archey, Senior Vice President, International Business Affairs, Major League Baseball. “The All-Star Game is an exciting showcase for the best players in baseball and we, along with our broadcast partners, are proud to bring this event to MLB fans around the world.”

There are 13 foreign-born players – including six of the 16 fan-elected starting position players – on the American and National League rosters for the 2009 MLB All-Star Game, hailing from six different countries and territories (Canada, Dominican Republic, Japan, Panama, Puerto Rico and Venezuela).

Source: MLB International

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**Maury Brown** is the Founder and President of the [Business of Sports Network](#) , which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey. He is contributor to Baseball Prospectus, and is available as a freelance writer

[Brown's full bio is here.](#)

He looks forward to your comments via email and can be [contacted through the Business of Sports Network \(select his name in the dropdown provided\)](#)

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