

Game 1 of ALCS Between Yankees and Rangers Most Watched LCS in Cable History

Written by Maury Brown

Saturday, 16 October 2010 18:38



Rangers fans probably wish the game had never happened, while Yankee fans rejoiced. But, it may be TBS that had the most to celebrate. That's because Game 1 of the American League Championship Series (ALCS) pulled in 8.1 million viewers making it the most-watched (based on total viewers) LCS Game #1 ever on cable, supplanting last year's NLCS Game #1 on TBS.

Last night's Game #1 scored a 5.0 U.S. household rating, up +32% over TBS's coverage of the 2009 NLCS average (Philadelphia Phillies @ LA Dodgers – 3.8 US Household Rating) and up +9% over the network's seven-game ALCS coverage in 2008 of the Boston Red Sox @ Tampa Bay Rays (4.6 US household rating). In addition, households were up +33% (5,750,000 vs. 4,334,000) and total viewers increased +34% (8,111,000 vs. 6,064,000) over the comparable coverage from last year.

Game #1 of the ALCS on TBS also saw double digit growth in all key demos vs. the network's coverage of the 2009 NLCS, including:

- A18-34: +40% (1,671,000 vs. 1,198,000)
- A18-49: +37% (3,518,000 vs. 2,573,000)
- A25-54: +45% (3,786,000 vs. 2,613,000)
- M18-34: +47% (1,155,000 vs. 786,000)
- M18-49: +47% (2,471,000 vs. 1,684,000)
- M25-54: +57% (2,655,000 vs. 1,697,000)

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TBS's coverage of the New York Yankees at Tampa Bay Rays/Texas Rangers delivered a 13.9 rating in the New York market and a 21.9 rating in the Dallas Fort-Worth market.

With the Rangers winning Game 2 7 to 2, the series is tied at 1 game a piece as the ALCS shifts to New York on Monday for Game 3.



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He is available for hire or freelance

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He looks forward to your comments via email and can be [contacted through the Business of Sports Network](#)

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