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Pitching is dominating, not only on the diamond this postseason, but also for the interest of fans.

TBS scored solid ratings for Game 3 of the ALCS between the Texas Rangers abd New York Yankees from Yankee Stadium last night earning a 5.2 U.S. Rating and over 8.2 million total viewers. The game saw Cliff Lee have a stellar performance, stricking out 13 in an 8-0 rout of the Yankees. The win puts the Rangers up 2-1 entering tonight's game. To date, TBS's coverage of the ALCS is up significantly over the network's NLCS (Dodgers/Phillies) coverage from last year, delivering a. 4.5 U.S. Rating (+29%) and 5,262,000 million total viewers (+33%).

Through three games of the ALCS, TBS is delivering double digit growth in all key demos vs. the network's coverage of the 2009 NLCS, including:

- US HH Ratings – +29% (4.5 vs. 3.5 US Rating)
- Total Viewers – +33% (7,347,000 vs. 5,543,000)
- A18-34: +26% (1,385,000 vs. 1,100,000)
- A18-49: +30% (3,053,000 vs. 2,357,000)
- A25-54: +40% (3,318,000 vs. 2,378,000
- M18-34: +32% (966,000 vs. 733,000)
- M18-49: +38% (2,147,000 vs. 1,555,000)
- M25-54: +50% (2,328,000 vs. 1,550,000)

At the local level Game 3 of the ALCS delivered a 14.5 rating in the New York market and a 22.1 rating in the Dallas Fort-Worth market.

Source: Based on Nielsen Media Research Live + Same Day data stream. Fast National data (10-16-2010 to 10-18-10) compared to 2009 NLCS 5 game average on TBS (10-15-09 to 10-18-09). Local metered market ratings based on Arianna data (10-18-10).

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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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