

MLB Experiments with Placing TV Ad Graphics on the Field

Written by Maury Brown
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Rogers SportsNet

We've seen graphics showing where the first down line is, and the red zone in football. We've seen graphics on panels behind home plate. But, a Toronto Blue Jays game via SportsNet shows that it could move into baseball in a new way, placing graphics on the field in foul territory, and on the batter's eye in center field.

As this graphic [from Business Insider that first reported the story](#) shows the Orange Julius logo is near the 3rd base coach's box. At the link you'll see the logo on the batter's eye, as well as the Honda logo in foul territory. Like the panels behind home plate, fans at the game would never see the graphics overlay, only those watching on television. In doing so, advertisers would see more saturation than just from the center field camera where the panels behind home

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plate are located.

As to whether this new twist on advertisement will burst across MLB broadcasts, according to league officials, the insertion of virtual ads on the field is a test with the league evaluating it after the season. No word as to whether we'll see this occurring only with Blue Jay games, or with other regional or national sports networks throughout the 2013 season.



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