

MLB 2013 Postseason Ratings Up 29% After Day 2 of LDS

Written by Maury Brown
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Whether it's large markets and storied brands (Red Sox, Dodgers), or that the Pirates are in, or that Tigers are trying to get back to the World Series, people are watching MLB's postseason more than last season.

Friday's four games, with three airing on TBS and one televised by MLB Network, were up +29% in national rating (1.8 average) over the corresponding four-game slate in 2012.

Overall, through Day 2 of Division Series action on TBS and MLB Network, the entire 2013 MLB Postseason is up +16% in national rating over the corresponding coverage in 2012, according to Nielsen (2.2 average).

MLB Network's coverage of the Pirates' 7-1 victory over the Cardinals was the network's highest rated game of the year (1.0 coverage rating), and drew the third-highest rating in the network's history.

The four games on Friday were also the top four most talked-about programs on social media across all of TV throughout the day on Friday, accounting for 40% of all tweets about anything on TV all day, according to Social Guide. As the Braves-Dodgers game was nearing its conclusion, more than 1,500 tweets were sent each minute.

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