

Through Weds, MLB 2013 Postseason TV Ratings Up 9% Over 2012

Written by Maury Brown

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Ratings continue to be strong with the Division Series seeing crucial “win or go home” elimination games on the slate. TBS’ national telecasts of Athletics-Tigers and Red Sox-Rays averaged a 3.1 fast national rating and 4.5 million viewers, up +35% and +32%, respectively, over Day 6 coverage in 2012 according to Nielsen. For the sixth time in the last eight nights, TBS easily topped all cable competition in primetime, leading the second place network by +139% in the metered market ratings.

Overall, through 16 Postseason telecasts, TBS has averaged 3.7 million viewers, Turner’s best average through that number of games since 2010 and up +9% over 2012.

Local ratings highlights from Tuesday’s games included:

- 19.7 in Boston, the second highest rated MLB game there since Game 7 of the 2008 ALCS.
- 19.3 in Detroit, the highest-rated MLB game there since the 2012 World Series.
- 17.8 in Tampa Bay, the highest-rated MLB game there since Game 5 of the 2010 ALDS.

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