

Maury Brown Talks MLBAM: Today's Edition of USA Today

Written by The Staff

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As MLB's revenues pass \$6 billion this year, a key facet in that growth is **MLB Advanced Media (MLBAM)**, baseball's interactive media and Internet company.

Today's edition (Weds., 12/3) of *USA Today* sees a lengthy article on "BAM" by **Jorge Ortiz** entitled, "

[MLB's advanced media arm pulls in profits](#)

."

Maury Brown, the founder and president of the [Business of Sports Network](#) adds analysis to the article

, pointing out how MLBAM is, in his opinion, baseball's greatest recent achievement. As reported:

By the end of this year, MLBAM will have streamed more live events — upward of 12,000 — than any other website in the world, thanks to a powerful infrastructure put in place when MLB.com was launched in 2001 and had two significant upgrades.

Because of its huge broadband platform and technological know-how, baseball has emerged as the best option for several sports leagues seeking management of their online content.

"This is the most forward thing baseball's ever done. They're considered far and away the leader in providing digital content," says analyst **Maury Brown**, founder of the [Business of Sports Network](#)

. "It's baseball's biggest success story that just doesn't get enough play. And it's something they have major bragging rights on."

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Read more for comments by Bob Bowman, Gary Gillette and others. An outstanding piece the staff of the [Business of Sports Network](#) , and [The Biz of Baseball](#) recommends. As an example of MLBAM's growth, USA Today offers these figures within the article:

MLB'S ONLINE REVENUE

Year	Revenue (in millions)
2007	\$380M*
2006	\$317M
2005	\$236M
2004	\$140M
2003	\$91M
2002	\$50M
2001	\$36M

**Projected*

Source: Major League Baseball