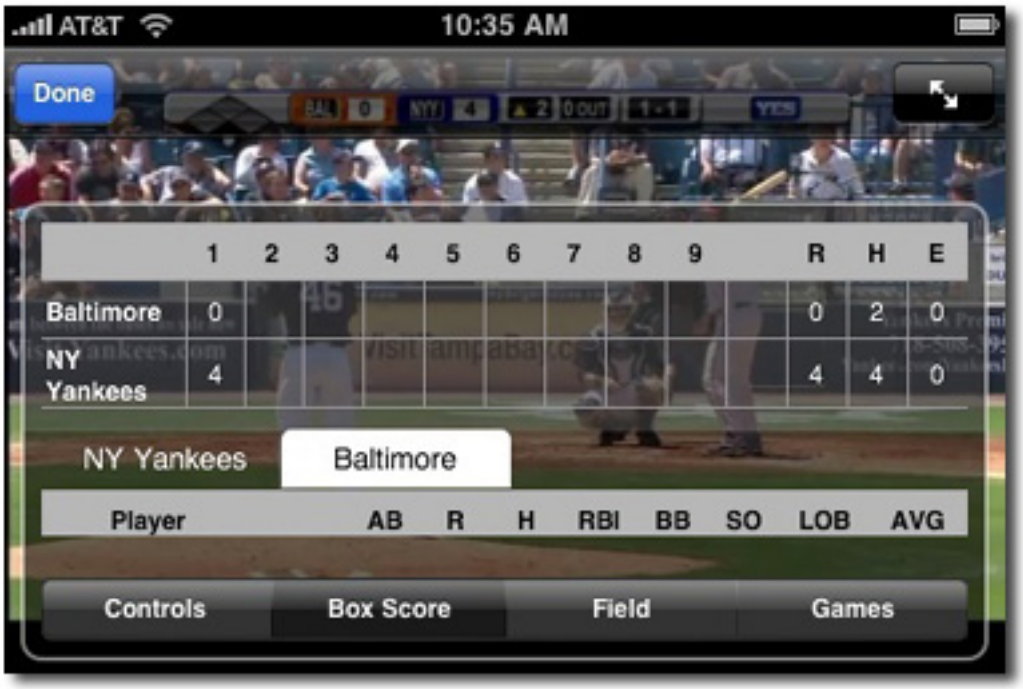
Written by Maury Brown
Monday, 13 December 2010 08:39



At Bat for iPhone and iPod Touch was Apple's top grossing app for 2010

MLB.com At Bat 2010 for iPhone and iPod touch was named the highest grossing application by Apple in its second annual iTunes Rewind for the App Store. At Bat, which delivered the first full season of live video for every game and introduced the At The Ballpark mobile in-venue experience, finished first overall across all categories of paid applications for 2010. In addition, MLB.com At Bat 2010 for iPad was recognized as the highest grossing application in the sports category.

Baseball fans utilized At Bat 2010 to follow Major League Baseball games every day from the application's debut in Spring Training through the final out of the 2010 World Series. During the 2010 MLB Postseason alone, At Bat was accessed 37 million times, a 236 percent increase over the 2009 Postseason.

Neither Apple nor MLB Advanced Media would divulge the total gross revenues earned through At Bat sales in 2010. At a $14.99 sales point, if 1/3 of the 37 million postseason accesses were purchases, and accounting for a 5 percent take by Apple, MLB would have grossed approx. $176 million in At Bat revenues last season, alone.

Subscribers to At Bat 2010 were able to access their MLB.TV subscriptions to watch live home

and away broadcast feeds for every out-of-market regular season game with enhanced features such as statistical overlays and controls to pause or rewind live action. The application also delivered every radio feed, in-game video highlights and MLB.com Gameday.

This year also marked the debut of At The Ballpark, a mobile in-venue experience within At Bat 2010 for iPhone. By utilizing the Apple device's core location technology, fans were able to check-in to any of the 30 Major League ballparks and, subsequently, receive access to an array of exclusive features, including social media, interactive venue maps, concession menus, personal profiles and video highlights. MLB.com also partnered with Aramark and the Philadelphia Phillies to launch a pilot program in September for mobile food ordering through At Bat 2010.

During the off-season, MLB.com At Bat 2010 is available free from the App Store on iPhone, iPod touch or iPad.

Maury Brown is the Founder and President of the Business of Sports Network , which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey, as well as a contributor to FanGraphs and Forbes SportsMoney .
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