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Media Research

*For Immediate Release*

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**NIELSEN COMPANIES TAKE AN INSIDE LOOK AT THE MLB ALL-STAR GAME**

**NEW YORK, July 14, 2003** – As the 74<sup>th</sup> annual Major League Baseball All-Star Game approaches, airing July 15, Nielsen Media Research and Nielsen//NetRatings take a look at the wide audience that the game reaches through television, the Internet and related advertising expenditure costs. Fans worldwide have been able to vote online at MLB.com since May 1, 2003 for their favorite players for this year’s midsummer night classic. Below are some figures for the game showing the television ratings for the game, advertising expenditure spent and the television ratings for the game and Internet traffic to Major League Baseball’s site.

*TV Ratings (Nielsen Media Research)*

This year the All-Star game will be played at US Cellular Field, home of the Chicago White Sox, with FOX providing coverage for a third straight year. Last year’s game drew more than 14.6 million viewers in the U.S. and 537,000 viewers in Canada.

Here is a historical look at the television ratings of the game:

<u>Date</u>	<u>Network</u>	<u>Location</u>	<u>Rating</u>	<u>Share</u>	<u>Number of</u>		<u>Winner</u>
					<u>Homes</u>	<u>Viewers</u>	
7/9/2002	FOX	Milwaukee	9.5	17	10,046,000	14,653,000	TIE
7/10/2001	FOX	Seattle	11	19	11,980,000	16,029,000	A.L.
7/11/2000	NBC	Atlanta	10.1	18	10,167,000	14,714,000	A.L.
7/13/1999	FOX	Boston	12	22	11,899,000	17,640,000	A.L.
7/7/1998	NBC	Denver	13.3	25	13,026,000	18,970,000	A.L.
7/6/1983 <sup>1</sup>	NBC	Chicago (A.L.)	21.5	39	17,910,000	27,190,000	A.L.
7/13/1976 <sup>2</sup>	ABC	Philadelphia	27.1	53	18,680,000	NA	N.L.

The 1983 game was the 50<sup>th</sup> anniversary of the All-Star Game and the last time the Chicago White Sox hosted the event. That game received a 21.5 rating and had more than 27 million viewers. California Angel player Fred Lynn hit the game’s first Grand Slam as the American League cruised to a 13-3 victory. The 1976 game, played in Philadelphia in the same year as the US bicentennial celebration, received the highest rating 27.1, for an All-Star game based on games between 1967-2002.

<sup>1</sup> The 1983 game is the last time the Chicago White Sox hosted the MLB All-Star Game

<sup>2</sup> The 1976 game is the highest rated game based on records from Nielsen Media Research between 1967-2002



**Advertising Expenditures (Nielsen Monitor-Plus)**

The total amount of advertising spent in 2002 for the All-Star game was more than \$25.7 million. The average cost of a 30 second advertisement was \$325,000 in 2002 down from the \$350,000 cost the previous three years. The top advertiser in 2003 was the Coors Brewing Company spending more \$1.7 million in advertising. In 2001, the top advertiser was Southwest Airlines spending more than \$1.4 million and in 2000 it was Chevrolet Motor Division spending more than \$2.1 million in advertising.

**Total Cost Of Advertising the Last Three Years**

Network	Year	Cost Per 30 Seconds	Total \$ Spent
FOX	2002	\$325,000	\$ 25,725,000
FOX	2001	\$350,000	\$ 23,275,000
NBC	2000	\$350,000	\$ 21,920,000
FOX	1999	\$350,000	\$ 23,800,000
FOX	1998	\$288,500	\$17,310,000

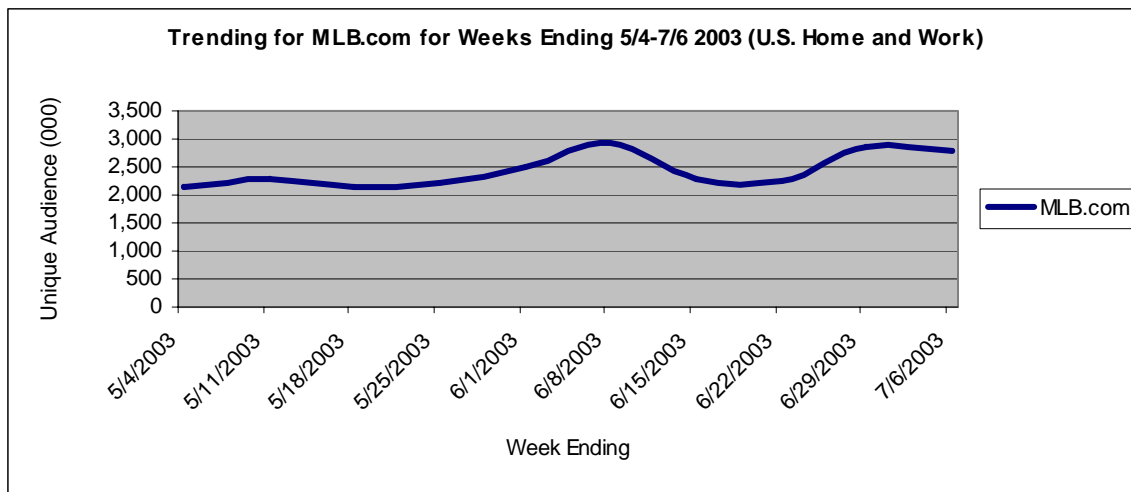
Source Nielsen Monitor Plus

<b>Top Advertisers Historical</b>		
Year	Parent Company	Total \$ Spent
2002	Coors Brewing Company	\$1,731,000
2001	Southwest Airlines	\$1,400,000
2000	Chevrolet Motor Division	\$2,100,000
1999	Allstate Insurance	\$1,750,000
	Blockbuster	\$1,750,000
1998	Pepsi-Cola	\$2,450,000

Source Nielsen Monitor Plus

**Internet Ratings (Nielsen//NetRatings)**

Nielsen//NetRatings shows traffic to MLB.com, the official Web site for Major League Baseball, jumped 31 percent during the week ending July 6, at home and at work. The site's audience peaked at more than 2.8 million unique visitors<sup>3</sup> during this last full week of online voting for the 74<sup>th</sup> annual MLB All-Star Game (see chart below).



Online voting for the All-Star Game has been available to fans on the Web for the past three years, with MLB.com attracting a larger audience each season. In 2001 traffic to MLB.com peaked in June with 4.8 million unique visitors at home and at work, while the site attracted 22 percent more surfers to 5.9 million

<sup>3</sup> Unique Audience (000) – The number of unique people that have gone to the site at least once in the defined time period. If a person goes to the same site more than one time they are only counted once. Add three zeros to the number provided.



in July 2002. MLB.com has teamed up in 2003 with ESPN.com for the All-Star Game voting season and is on pace to surpass last year's total peak audience size.

**Nielsen Media Research** is the leading provider of television audience measurement and related services, worldwide. In the U.S., Nielsen's National People Meter service provides audience estimates for all national program sources, including broadcast networks, cable networks, Spanish language networks, and national syndicators. Local ratings estimates are produced for television stations, regional cable networks, MSOs, cable interconnects, and Spanish language stations in each of the 210 television markets in the U.S., including electronic metered service in 55 markets. Nielsen Media Research also provides competitive advertising intelligence information through Nielsen Monitor-Plus both in the U.S. and in 30 markets worldwide. Through a network of affiliates, coverage is extended to more than 70 countries, representing 85% of the world's advertising spending. Nielsen Media Research is part of the VNU Media Measurement & Information Group, a global leader in information services for the media and entertainment industries. More information is available at [www.nielsenmedia.com](http://www.nielsenmedia.com).

**Nielsen//NetRatings** is the global standard for digital media measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).