



# MEDIA INFORMATION

## WORLD SERIES GAME 1 +29% OVER '08

### Second Highest Game 1 of Decade

Game 1 of the 2009 WORLD SERIES averaged 11.9/19 (19.5 million viewers) last night (10/28) on FOX according to "fast national" ratings issued this morning by Nielsen Media Research.

Last night's 11.9/19 for Game 1 of Phillies-Yankees is a +29% gain over last year's 9.2/15 for Game 1 of Phillies-Rays. It's also the second-best World Series Game 1 of the decade (2001-09), trailing only 2004's 13.7/25 (Red Sox-Cardinals) and it's FOX's best rating for a non-decisive World Series game since Game 3 in 2004 (15.7/24).

The prime-time portion of Game 1 averaged 12.0/19 (19.7 mill.) from 8:00-11:00 PM ET, making it the highest-rated and most-watched single night of prime-time this season on any network, as well as the top Wednesday night on any network since FOX's American Idol finale in May. WS Game 1 dominated the night's Primetime battle by every meaningful standard. Game 1's 6.3 rating among Adults 18-49 nearly matched the combined delivery of ABC (2.5), CBS (2.1), and NBC (2.1), who totaled 6.7 rating points. Among Adults 18-49, last night is the season's second highest-rated night on any network, trailing only FOX on Monday, Sept. 21 (HOUSE premiere).

Viewing grew steadily throughout prime time, peaking at a 13.0/21 from 10:30-11:00 PM ET. Viewing fell slightly after 11:00 PM, dropping to a 12.1/21 as the Phillies extended their lead from 2-0 to 6-0 (final score was 6-1). Despite the Phils pulling away, the post-11:00 PM rating of 12.1/21 is still +2% better than the entire game rating, an indication that FOX is holding more audience through the final out because postseason games are starting earlier than ever before.

- PHILADELPHIA topped all markets with a stellar 44.5/59, a +25% gain over their Game 1 rating a year ago (35.7/53). NEW YORK notched a 29.7/43, which beats all six games of the last Yankees World Series in 2003, as well as Games 1 through 6 of the 2001 World Series. Cleveland, another market of note given that both starting pitchers are former Indians, earned a 12.0/18, up +71% over last year's 7.0/12 for Game 1. Although the "Amtrak Series" pits northeastern cities whose ballparks are barely 100 miles apart, Game 1 rated well on the west coast. Last night's game averaged a 10.8 in Pacific Time Zone markets, the best Game 1 on the west coast since 2004 and even better than Game 1 of the 2001 Series (9.9), which included the Arizona Diamondbacks.

-- FOX SPORTS --