



MEDIA INFORMATION

WORLD SERIES GAME 2 DOMINATES PRIME TIME

Audience is +48% Better Than Game 2 '08; Rating +44%

Biggest Year-to-Year Gains for Any World Series Game in 19 Years!

The 2009 WORLD SERIES is dominating prime time and posting significant gains over last year. Game 2 between the Phillies and Yankees averaged 11.7/19 household rating/share and 18.9 million viewers last night on FOX according to "fast national" ratings issued by Nielsen Media Research. The 11.7 rating represents a huge +44% gain over last year's 8.1/13 for Game 2 of Phillies-Rays, while the 18.9 million viewers is a +48% increase over Game 2 '08. Both percentage increases are the biggest year-to-year gains for any World Series game in 19 years (Game 4 of the 1990 Reds-A's World Series -- +46% rating, +52% audience -- over Game 4 '89).

Last night's contest is the highest-rated and most-watched Game 2 since 2004 (15.9/24, 25.5 mill.).

The Primetime portion of the game also averaged an 11.7/19 (19.0 mill.) from 8:00-11:00 PM ET, making last night the highest-rated and most-watched Thursday night on any network since the BCS Championship Game in January. The game earned a 5.7 in prime time among Adults 18-49, FOX's best Thursday night in over seven months. Game 2 easily controlled a night of tough competition. The prime-time 5.7 (the entire game drew a 5.8 adults 18-49) beat second-place ABC by +50% for the night (3.8).

PHILADELPHIA again topped all markets with a 42.5/57, a +38% gain over last year's 30.7/44 for Game 2 of the Phillies-Rays WS. NEW YORK tallied a 29.8/44, the second-best Yankee Game Two of the last ten years, beating 2003, 2001, and 1999 (the 2000 Subway Series was of course stronger, 42.1/56). A solid outing from former Red Sox superstar Pedro Martinez juiced ratings in Boston (15.7/26) and Providence (15.6/25), and those markets were up +15% and +24% respectively over their Game 1 ratings.

2009 World Series Summary

The first two games of the 2009 World Series earned 11.8/19 household rating/share, and has averaged 19.2 million viewers, a +37% gain over last year in rating (vs. 8.6/14) and a +40% increase in viewership (vs. 13.8 mill.). By both measures this is the best start to a World Series since 2004, when the Red Sox were looking to snap an 86-year World Championship drought.

Among Adults 18-49, the Series is up +39% (6.1 vs. 4.4) and is also pacing at a five-year high.

If we compare the World Series to top-rated season-to-date prime-time shows, the Fall Classic would rank No. 2 in households (behind NCIS) and No. 4 in A18-49.

-- FOX SPORTS --