



# MEDIA INFORMATION

## **2009 WORLD SERIES REMAINS DOMINANT FORCE IN PRIME TIME**

**Yankees/Phillies Game 4 Up +45 in Rating & +47% in Audience**

**Fall Classic Overall Rating Up +42% & +45% in Audience**

### **2009 WORLD SERIES GAME 4 HIGHLIGHTS**

Game 4 of the 2009 WORLD SERIES soared to a 13.5/22 average household rating/share with an average audience of 22.8 million viewers last night on FOX according to fast national ratings issued by Nielsen Media Research. Game 4 is the highest-rated and most-watched World Series game since Game 4 of the 2004 Series (18.2/28, 28.8 million) when the Red Sox snapped their 86-year championship drought. It's also the most-watched, non-decisive Game 4 in eight years, dating back to the 2001 Series (23.7 million., Diamondbacks-Yankees) and the highest-rated non-decisive Game 4 in six years (13.6/23, Yankees-Marlins-12-inning game). Compared to last year's World Series, Game 4 of Yankees-Phillies is up +45% in rating and +47% in audience compared to Game 4 of Rays-Phillies (9.3/15, 15.5 million), and ranks as the highest-rated and most-watched prime-time show of the Monday-Sunday broadcast week (10/26-11/1).

Game 4 and its pregame program (10.7/17) combined with an NFL overrun and THE OT (fast nationals for both will be released later today) to make last night FOX's most-watched night since the AMERICAN IDOL finale in May.

PHILADELPHIA topped all markets for Game 4 with a 42.0/58, +8% over its Game 4 rating a year ago (39.0/54). NEW YORK fired a 31.2/45, a Series-high and a better rating than any of the six games of the Yankees last World Series appearance in 2003.

### **2009 WORLD SERIES TO DATE**

This year's World Series has been a dominant force in prime time. The first four games of the 2009 Fall Classic have averaged an 11.5/19, 19.1 million viewers and a 6.1 among A18-49. The Series is up +42% in household rating and +45% in audience over last year (8.1/14, 13.2 million) and is the highest-rated, most watched World Series since 2004. If we compare the first four games of the World Series to top-rated season-to-date prime-time shows, the World Series would rank No. 2 in households, and No. 4 among Adults 18-49.

Post-season baseball has powered FOX to its best fourth quarter performance in history. Season-to-date, FOX is averaging a 3.7/10 in prime time among Adults 18-49 (preliminary pending final NFL numbers), +16% better than second-place CBS (3.2/9), FOX's biggest season-to-date lead ever in fourth quarter and the biggest for any network in six years. The week of October 26th, which included four World Series games, averaged a 4.9/13 among Adults 18-49, an +81% win over second-place ABC (2.7/7) and the highest-rated fourth quarter week on any network in five years, dating back to the week of the 2004 World Series on FOX.