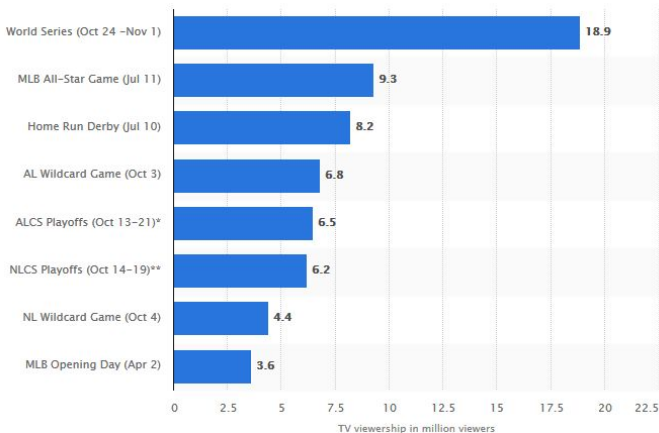
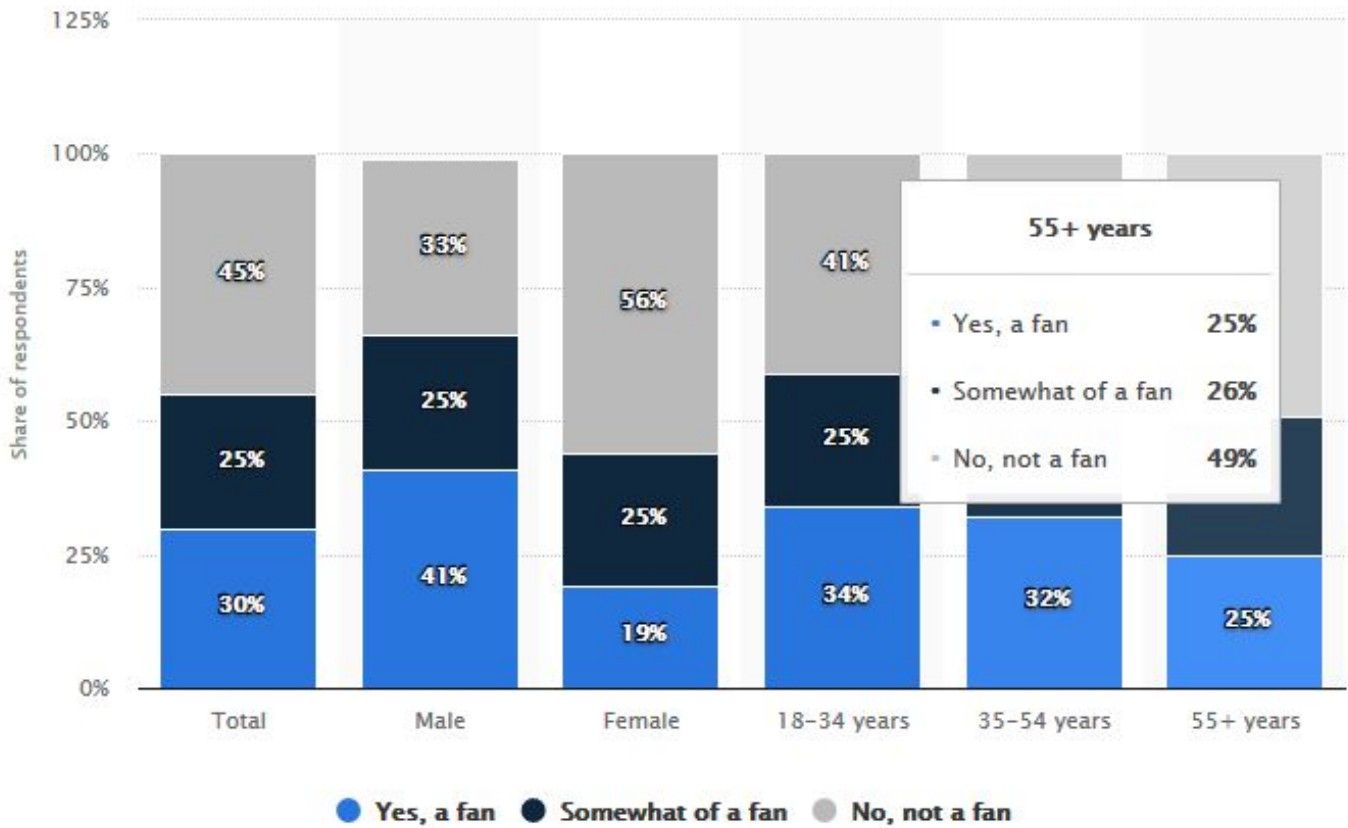
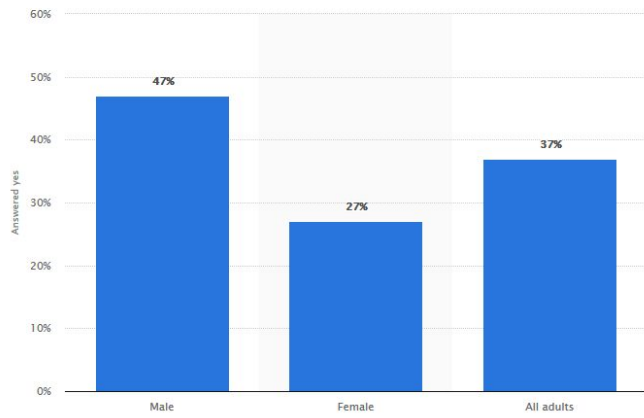
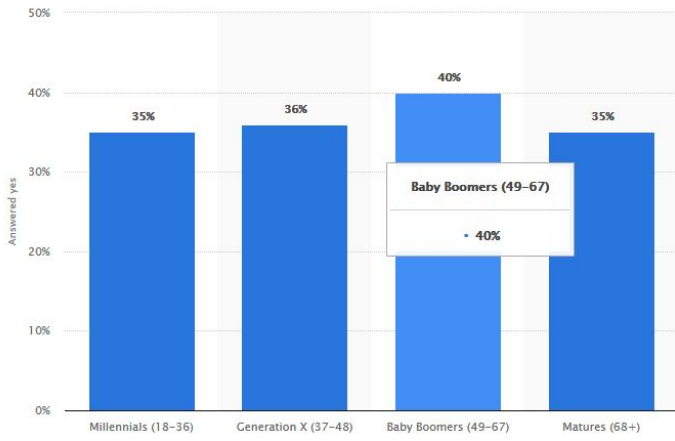


## Do you follow major league baseball or not?



Source: Statista

Baseball has the oldest viewers of the top major sports, with 50% of its audience 55 or older (up from 41% a decade ago), [according to Nielsen ratings](#). The average age of baseball viewers is 53, compared with 47 for the NFL and 37 for the NBA, according to the ratings. And fewer young people are playing the sport: The number of people [between the ages of 7 and 17](#) playing baseball in the U.S. decreased by 41% from 9 million in 2002 to 5.3 million in 2013.

Changes are being discussed within MLB to increase viewership and lifelong fandom, including rule changes, partnerships and cutting-edge streaming options, said sports media consultant Lee Berke. “While the flat screen is still the majority of your audience, there is a small but growing number of viewers consuming content on their phones, tablets and laptops, and it’s imperative for baseball — and any sport, for that matter — to make sure their content is on those screens.”

Baseball seems to be working on increasing its presence on the small screen: MLB is [reportedly partnering with Facebook](#) in the coming season to stream one game a week free on the social platform, exponentially increasing the number of young viewers it potentially reaches. (Facebook [FB, -0.21%](#) declined to comment on the rumored deal.)

### Encouraging young fans to download apps

Online platforms and digital companions to sports are increasingly driving real-life cable viewership benefits: The use of apps to help fans keep up with stats and scores can [increase participation](#) in games throughout the season. Fantasy leagues reportedly push many fans to watch games they wouldn’t otherwise

*Source: MarketWatch.com*

### Player ethnic makeup

Here is a break down of the demographics:

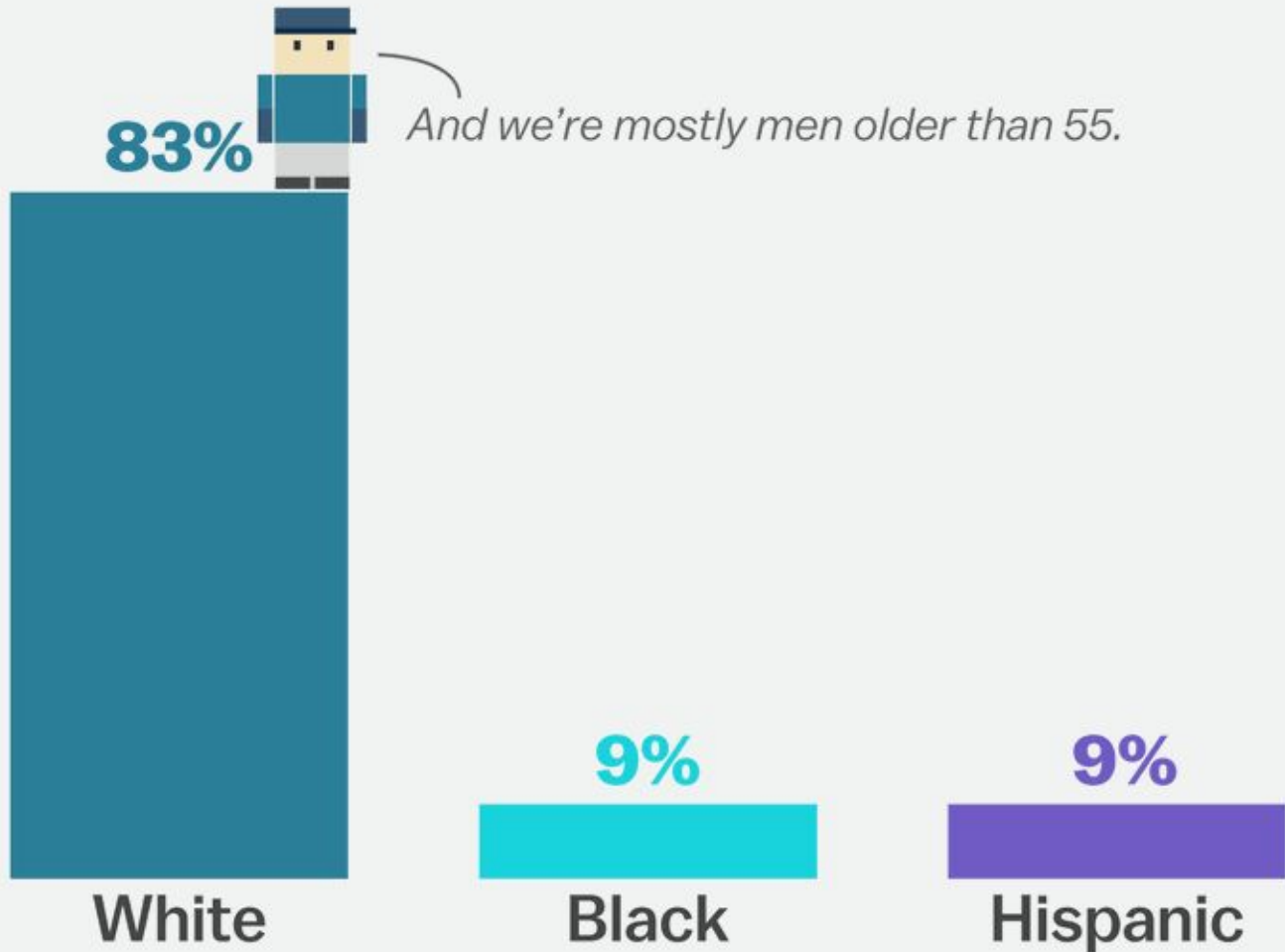
| <b>Opening Day Rosters</b>                   | <b>2016/ 2017</b> |
|--|-------------------|
| Black, African American, or African Canadian | 7.7%/ 7.7%        |
| Hispanic or Latino                           | 28.5%/ 31.9%      |
| Asian  | 1.7%/ 1.9%        |
| White  | 59.1%/ 57.5%      |
| Foreign-born players                         | 27.5%/ 29.8%      |

*Source: Baseball Sociologist*

- 50% are 55 or older
- 26% are between the age 33 – 54
- 70% are male
- 83% are white

# Demographics of Major League Baseball fans

Based on who watches these sports on television



Data from the Nielsen's 2013 Year in Sports Media Report

## Road Trip *An Itinerary for Angel Stadium*

The Angels play in suburban Anaheim, the city built by a mouse. Disneyland, and the adjacent California Adventure Park, is about two miles west of Angel Stadium, so **it's possible to do Disney during the day and catch an Angels night game.** ... Now that that's out of the way, there's why you really came. Angel Stadium may be miles from the buzz of Los Angeles but it's right off the freeway and **hard to miss with the 23-story high 'A'** standing at the edge of the parking lot. ... After you park, **stroll over to JT Schmid's**, a micro-brewery with good eats that's within easy walking distance. **Rather than decide among their tasty brews, order a flight of different ones.** ... Angel Stadium is **one of the oldest parks in the majors now**, but it has had a lot of work done. The **most recognizable feature** today is the reproduction of the rocky California coast in left-center field, complete with faux rocks and mountain stream. ... The park has been abuzz since the team captured the World Series in 2002 (**pay attention, MLB execs**). The run to that title launched a tradition that remains today: an **appearance by the Rally Monkey** on the jumbotron. The monkey is pretty much **a cult figure among Angels fans** but luckily it's not overdone, as the conditions have to

be right (the home team rallying from behind) for him to appear. ... Food options at Angel Stadium trend toward the chain, so **stick with the good ol' grilled hot dog** from California-based Farmer John. ... Owner Arte Moreno became a hero when after buying the team he **announced he was lowering beer prices**, and you can still get a small beer for less than \$5. **But who wants a small when there's The Bomber?** It's 20 fluid ounces of refreshing brew, Corona or Pacifico, with a south-of-the-border flair. The key is the salt-rimmed glass (plastic cup, actually) with the lime wedge hanging off the side. **You may be hesitant to have a brew dressed up like a margarita, but dive in.** ... If you're hungry as the game ends, head a couple miles north on the Orange Freeway to **Blake's Place, a great barbeque joint in Anaheim**. After filling up there, you can easily hop on the Riverside Freeway (91) back into LA. ... The **megalopolis of Los Angeles, of course, has as much to offer as any city in the United States**. There are the famous beaches, with must-sees the Venice boardwalk and the Santa Monica Pier. There are hills to hike and Hollywood and Beverly Hills to explore, and a dynamic nightlife. Or just cruise Sunset Boulevard and get a flavor of everything LA has to offer.

Source: *Wise Guides Online*

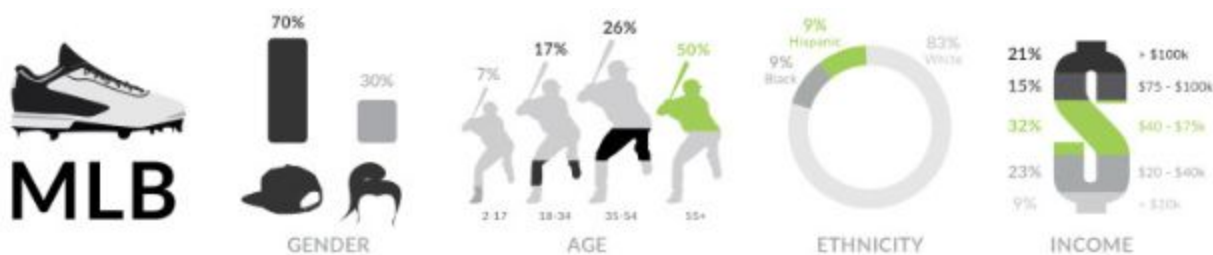
## MLB Attendance Report - 2014

Year: 2014

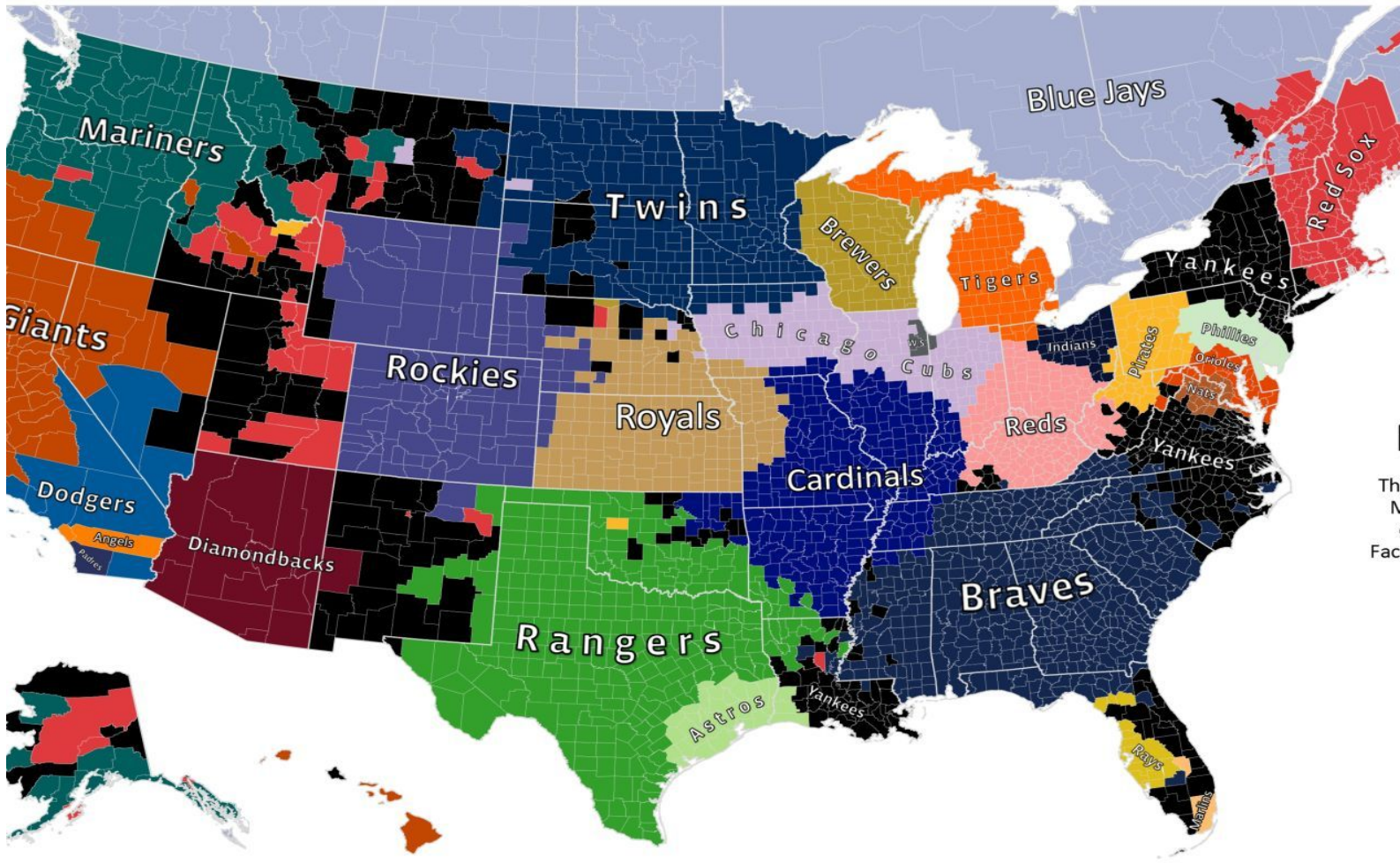
Stadium: Select One

| Attendance      |               |      |           |        |      |      |        |      |         |        |      |
|-----------------|---------------|------|-----------|--------|------|------|--------|------|---------|--------|------|
| 2014 Attendance |               |      |           |        |      |      |        |      |         |        |      |
|                 |               | Home |           |        |      | Road |        |      | Overall |        |      |
| RK              | TEAM          | GMS  | TOTAL     | AVG    | PCT  | GMS  | AVG    | PCT  | GMS     | AVG    | PCT  |
| 1               | LA Dodgers    | 81   | 3,782,337 | 46,695 | 83.4 | 81   | 33,830 | 79.2 | 162     | 40,262 | 81.6 |
| 2               | St. Louis     | 81   | 3,540,649 | 43,711 | 99.4 | 81   | 32,022 | 74.4 | 162     | 37,867 | 87.0 |
| 3               | NY Yankees    | 80   | 3,401,624 | 42,520 | 85.7 | 81   | 35,512 | 85.2 | 161     | 38,994 | 85.5 |
| 4               | San Francisco | 81   | 3,368,697 | 41,588 | 99.2 | 81   | 32,936 | 72.7 | 162     | 37,262 | 85.5 |
| 5               | LA Angels     | 81   | 3,095,935 | 38,221 | 84.2 | 80   | 28,174 | 65.1 | 161     | 33,229 | 74.9 |
| 6               | Boston        | 81   | 2,956,089 | 36,494 | 98.5 | 81   | 31,867 | 73.6 | 162     | 34,181 | 85.1 |
| 7               | Detroit       | 81   | 2,917,209 | 36,014 | 87.3 | 81   | 28,800 | 68.0 | 162     | 32,407 | 77.5 |
| 8               | Milwaukee     | 81   | 2,797,384 | 34,535 | 82.4 | 81   | 32,328 | 75.6 | 162     | 33,432 | 79.0 |
| 9               | Texas         | 81   | 2,718,733 | 33,564 | 68.3 | 81   | 27,155 | 64.3 | 162     | 30,360 | 66.4 |
| 10              | Colorado      | 81   | 2,680,329 | 33,090 | 65.5 | 81   | 31,659 | 71.2 | 162     | 32,375 | 68.2 |

Source: *ESPN.com*



Source: *Opendorse.com*



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# Phase Four – Pre and Post Game

## 9. Sales Cycle Messages

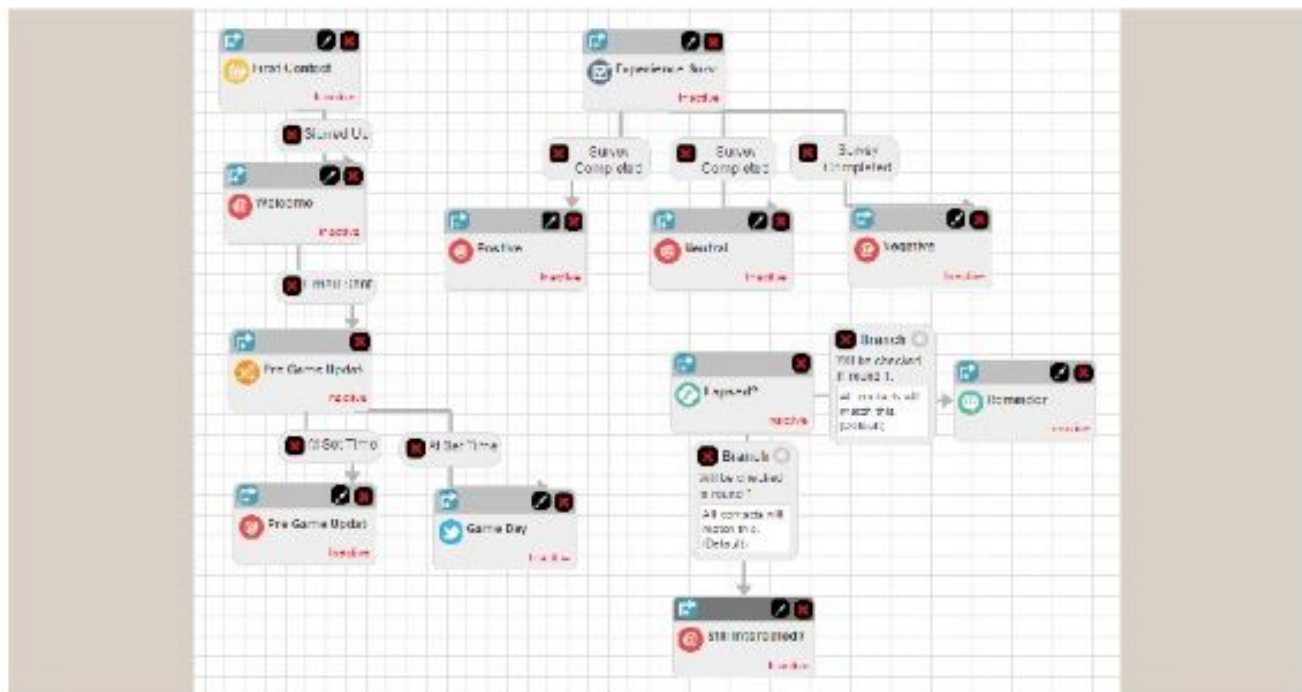
Different types of messages don't fit all types of situations or times of days. You don't want a phone call at 7 am from your favorite team about your ticket purchase from the night before. So it should be pretty easy to understand that buyers crave different content at different times in the buying cycle or at different points in your season.

Consider segmenting your campaigns by stage of the relationship, specifically tuning different email, voice or SMS messages and offers based on both explicit and implicit indicators of your customer's readiness to purchase.

What this means is messaging might change throughout a customer lifecycle as follows.

- Interested Phase: Welcome messages, share exciting content and videos, provide a countdown to the start of season or next game
- Engaged Phase: Reminders of upcoming events, targeted content based on website page visits, pricing and ticket comparisons, testimonials
- Lapsed Phase: Online surveys to gain a better understanding of the buyer's needs, incentives to revisit website or attend upcoming events, promotions to encourage re-engagement, ticket renewal promotions and incentives

By listening, monitoring and studying buyer cues and delivering the right content at the right time for each prospect, you will nurture more relevant dialogues and build stronger connections.



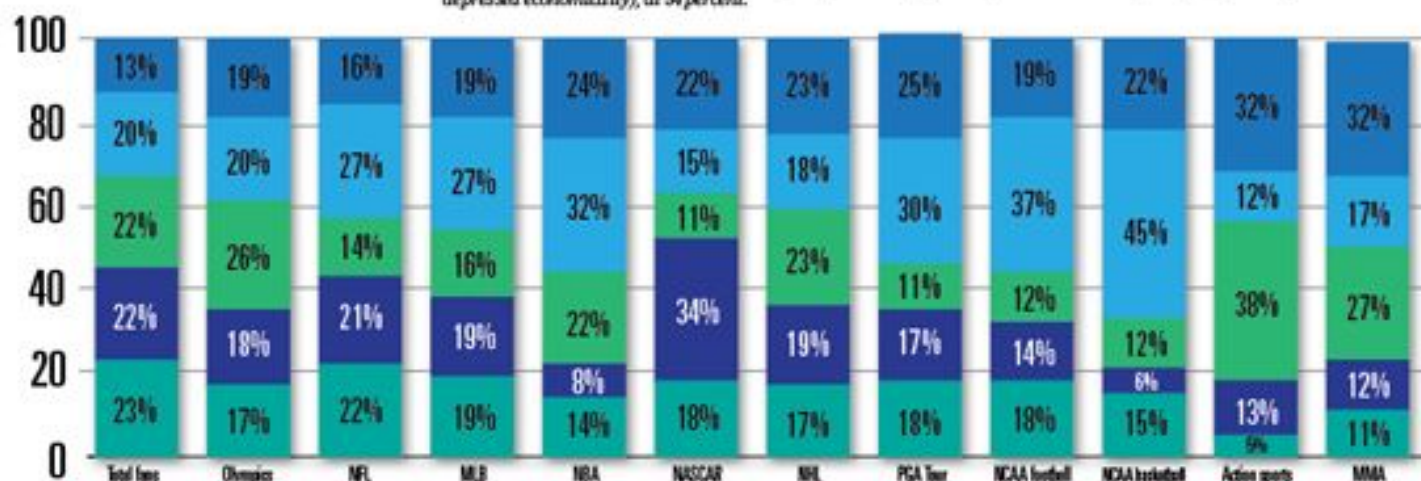
## How To Activate

Respondents were asked to rate a series of programs, experiences, promotions and other elements based on how enthusiastic they would be toward the idea as a fan.

| TYPE OF ACTIVATION  | TOTAL FANS | FITNESS EDGE | RECEPTIVE AND LIMITED | SUPER JOCKS | ALUMNI ASSOCIATION | COUCH CURMUDGEONS |
|---|------------|--------------|-----------------------|-------------|--------------------|-------------------|
| Experiential (chance to meet, behind the scenes)  | 47%        | 66%          | 43%                   | 75%         | 52%                | 31%               |
| Convergent (customized viewing experience, apparel company with sensors in the clothing)                              | 39%        | 45%          | 34%                   | 72%         | 48%                | 28%               |
| Sweepstakes/promotional (early on-sale for customers of a credit card company, free merchandise when you buy tickets) | 39%        | 42%          | 35%                   | 68%         | 42%                | 21%               |
| Mobile (discounts at stadium when scanning phone, ability to purchase tickets through mobile phone)                   | 39%        | 49%          | 34%                   | 72%         | 41%                | 18%               |
| Social media (networks that link fans and athletes, updates from players during the game)                             | 38%        | 44%          | 30%                   | 73%         | 34%                | 14%               |

## Fan Composition

To read: Action sports and MMA have the highest percentage of Super Jocks (a younger and more male-dominated group), with 32 percent each. NASCAR has the highest percentage of Receptive and Limited fans (receptive to sponsors but more depressed economically), at 34 percent.



■ **COUCH CURMUDGEONS:** Oldest and least active. They prefer watching sports at home. They also are the least optimistic about the future, are the least open to sponsors and are not actively involved in sponsor programs.

■ **ALUMNI ASSOCIATION:** Older male sports fans with high disposable income and heavily invested in college sports. Open to sponsorship and influenced by sponsor programs (although not as much as Super Jocks).

■ **SUPER JOCKS:** Very young and male-dominated group with the second-highest average household income. Highly social and active, and the most likely to identify themselves as outdoor enthusiasts. They

seek live events and are heavily into tailgating and fantasy sports. Very open to sponsorship and exceed all groups in their level of participation in sponsor programs.

■ **RECEPTIVE AND LIMITED:** Mix of male and female sports fans. Second-oldest of any segment; below-average income.

Much more likely to follow pro sports and like NASCAR. Highly receptive to sponsors (viewing them as important and exhibiting good will toward them) but given their lower levels of disposable income, they are more conscious about spending money.

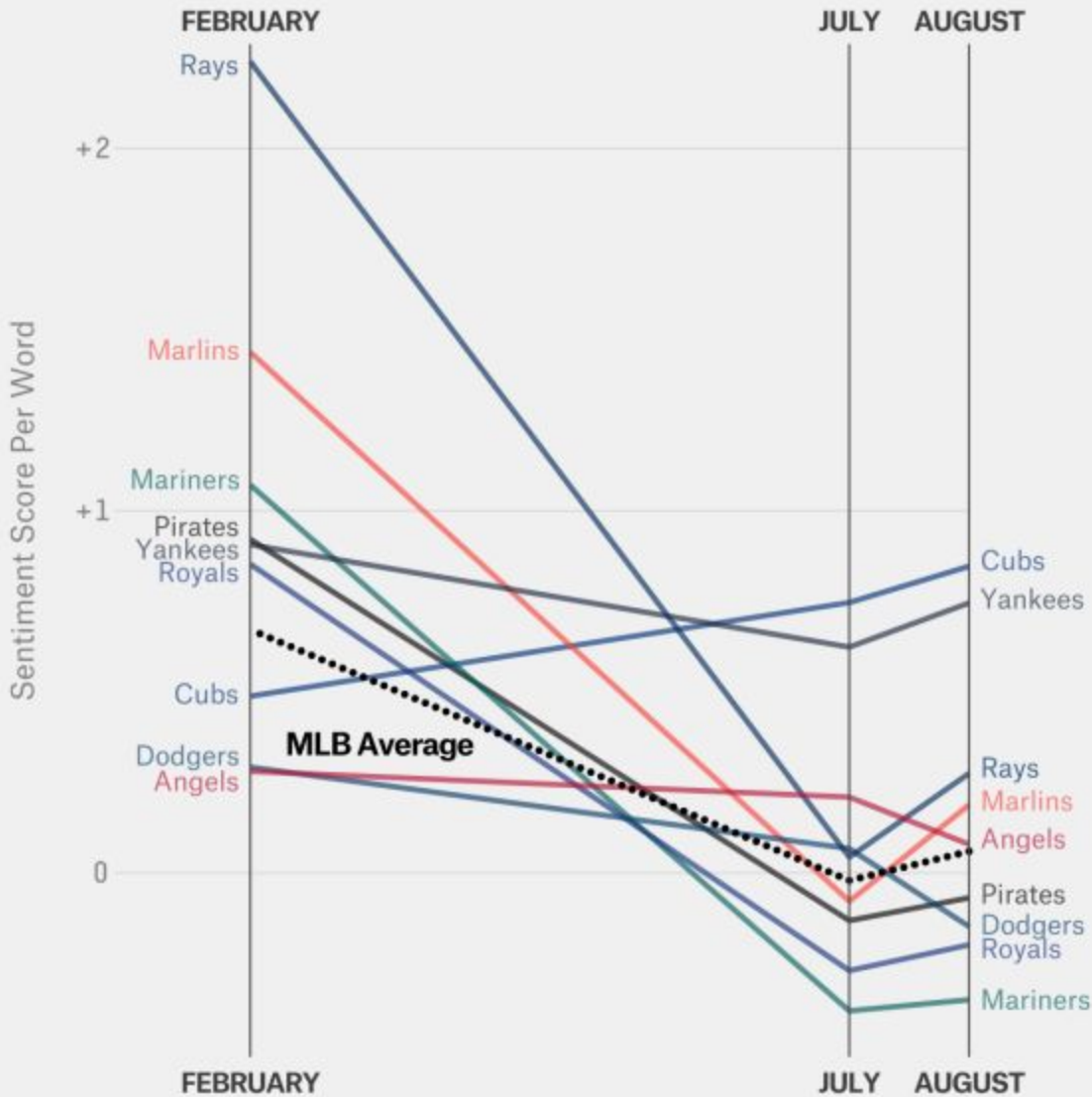
■ **FITNESS EDGE:** Most female of any group and very diverse. Younger and very physically active, with average income levels. More likely to follow pro sports and love the Olympics. Most active on social media. Have a positive view of sponsors but are selective about how they get involved in promotions, sponsor programs, etc.

*Source: marketing and consulting agency Team Epic via Sports Business Daily.*



## A Long, Mostly Sad Season

Change in sentiment score per word in selected Reddit baseball team forums from February to August 2015



FIVETHIRTYEIGHT

SOURCE: REDDIT

Source: FiveThirtyEight

## Crown Jewel of Demographics

The target market of Major League Baseball generally consists of males between ages 18 and 49. Advertisers covet this demographic for its perceived value, says TV Quarterly Magazine. These potential consumers are deemed more likely than older ones to switch brands or product preferences. Yet, the highest level of the national past-time has struggled to hit this mark. In 2013, half of MLB's regular season viewers were age 55 or over, says a 2013 Nielsen report.

## Getting New Players

The 18 to 49 year-old crowd undoubtedly includes parents. Statistics indicate the children, who might encourage their parents to buy MLB merchandise or tickets, have not rushed to baseball. AXIA Public Relations says that only 6 percent of those under age 18 watched the 2013 World Series. Sporting News Magazine reports that, from 2008 to 2012, participation in youth baseball fell by 7.2 percent. In fact, during the period, youth overall played soccer, basketball and football in smaller numbers, revealing a trend toward less physical activity.

## Tech-Savvy Fans

MLB has turned to social media, WiFi, smartphones, computers and tablets to draw younger viewers and fans. AXIA Public Relations notes that MLB streams games, especially to give fans an option other than committing a couple or more hours to television. Twitter feeds from MLB inform fans about contests for tickets and merchandise and games. Mobile devices allow fans to comment and take and post selfies from games and with players -- effectively giving the league and its teams free advertising. Depending on the team, fans can order paperless tickets from their smartphones.

## Popular Culture

The infusion of popular entertainment marks another MLB effort to make the sport relevant to a younger crowd. For example, the Fan Cave campaign features young fans watching games and performances and appearances by celebrities from music, television and film. The average fan in Fan Cave in 2012, according to Mashable, was 30 years old.

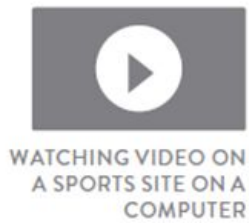
*Source: Bizfluent.com*

● APRIL 2013    ● SEPTEMBER 2013

AVERAGE TIME SPENT (HH:MM)



VISITING SPORTS SITES ON A COMPUTER



WATCHING VIDEO ON A SPORTS SITE ON A COMPUTER



ACCESSING SPORTS CONTENT ON A SMARTPHONE



## SPORTS CONTINUES TO DOMINATE TWITTER TV DISCUSSION

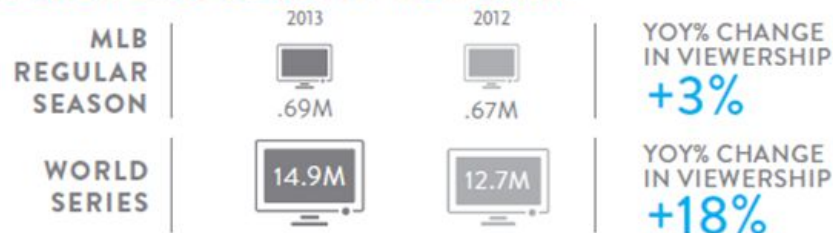
In 2013, sports events accounted for only 1.2 percent of all TV programming, yet conversation about sports made up nearly half of all Tweets about TV (49.7%), an increase of 7 percent from 2012. To put this in perspective, TV Series had the second greatest share of Twitter TV activity at 34 percent, however made up about 26.7% of all TV programming

### 2013 WORLD SERIES RADIO LISTENERS (P6+) - DEMO PROFILE

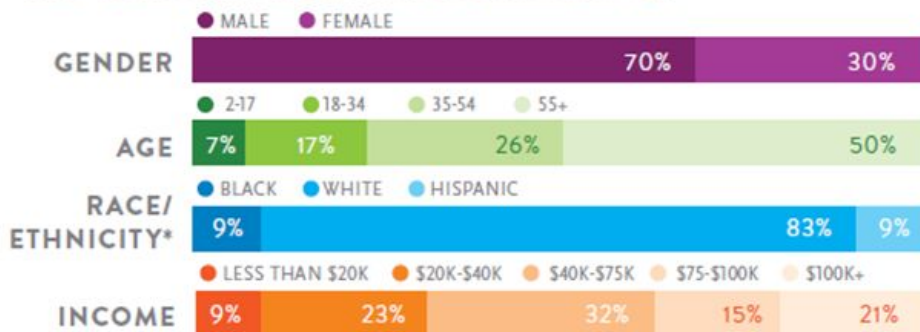
● BOSTON RED SOX ● ST. LOUIS CARDINALS

|            |              |     |     |
|------------|--------------|-----|-----|
| MALE       | 71%          | 61% |     |
|            | FEMALE       | 30% | 39% |
| HIGHSCHOOL | 25%          | 25% |     |
|            | SOME COLLEGE | 21% | 26% |
|            | COLLEGE GRAD | 43% | 43% |
| \$25-\$50K | 9%           | 20% |     |
|            | \$50-\$75K   | 17% | 18% |
|            | \$75K+       | 64% | 52% |

### SEASON-OVER-SEASON TV VIEWERSHIP:



### MLB DEMO PROFILE (2013 REGULAR SEASON):



### TOP 5 MLB ADVERTISERS

- 1 Verizon Wireless
- 2 Taco Bell
- 3 Viagra RX
- 4 Samsung Galaxy S III
- 5 Budweiser

### TOP 5 LOCAL FAN BASES

- 1 St. Louis Cardinals 76%
- 2 Cincinnati Reds 69%
- 3 Detroit Tigers 68%
- 4 Boston Red Sox 66%
- 5 Milwaukee Brewers 65%

% of population that has watched, attended or listened to the team in the past 12 months

Source: Neisen 2013 Year in Sports

### Transcript of Marketing Strategies in the MLB

**Target Market** The target market is 18-49 year old males. These people account for over 62% of the MLB's market. 65% of MLB fans are males. 35% are females 47% of the MLB's market is very interested in the sport. The female fan base is steadily growing. The MLB is also expanding its market to appeal to women. The MLB decides its target market by paying attention to who buys tickets to games, buys products online, watches the games on TV and by conducting surveys. **Promotion** They promote their products and teams by using the social media. Each team and the whole MLB has their own Facebook and Twitter. Also they have their own websites where they sell products related to the teams. Also the MLB runs commercials during some games to advertise a product. **Selling of Products** The MLB has a national and also international market. They sell their products on the Internet, in sports stores, on TV, and MLB.com. **Pricing** The pricing of products related to the MLB all depends on what the person wants and the popularity of the team or player you want. Authentic jerseys tend to be priced higher than replica jerseys. **Cross-selling** The MLB uses cross selling to sell its products. Sports stores such as Dick's sell jerseys and shirts with players names on them to consumers. Also Stores such as Lids sells hats with team logos on them. **Sponsorships** Many teams have individual sponsors for their ballparks. The Mets ballpark is called Citi Field because they are sponsored by Citi Bank. Other Sponsors Bank of America, Nike, Pepsi-Cola, General Motors (Chevrolet), Firestone, State Farm Insurance, and

Gatorade. Louisville Slugger is the official bat of the MLB. Success In General the MLB has found success in its strategies.

*Source: Prezi.com*

Another reason why I think Angels fans are some of the best in baseball is the respect we have for our opponents and their fans. You can show up to the Big A with your [Texas Rangers](#) jersey on and not have to worry about getting accosted. You might get some chatter in your ear when the team is winning (it'll be pretty quiet this year, though), but that's to be expected. We're just not going to fight about it win or lose. I catch the Angels every time they come to Baltimore, and it always seems there's at least one near-altercation between an Angels fan and an [Orioles](#) fan. I have children now, so I'm more mindful of what goes on around me at the ballpark than I used to be. As a result, I only take my girls to non-Angels games so we can root, root, root for the home team.

*Source: Bleacher Report*

### **Community Link**

"We can't control the makeup of the team, but it makes our job a lot easier when there's a connection to community," said Robert Alvarado, Angels' director of marketing and promotions.

The need to connect with Latino fans is a lesson other area teams learned years earlier. Four years ago, ESPN broadcast a program examining the outreach successes of the Dodgers and Padres. During the broadcast, viewers were told about a Spanish-speaking Angel fan calling the team's offices seeking season tickets. The woman was transferred from person to person in the ticket office for 15 minutes while employees looked for a bilingual worker. The episode angered then-General Manager Tony Tavares, and he vowed to improve relations with Latinos.

For the Angels, the potential market is impressive. Santa Ana, which sits in the shadow of Edison Field, has the largest percentage of Latinos (71%) of any large city in the nation. It also has the highest concentration of Spanish-speaking residents in the nation, with about 15% of those ages 18 to 64 speaking no English -- nearly four times the California average.

According to the 2000 census, the number of Latinos living in Orange County surged 46.1% in the last decade. The increases were far greater in Riverside and San Bernardino counties, areas that team executives view as "Angel country."

This season, with a winning, multicultural team and a long-term marketing strategy aimed at Latinos, the Angels are seeing new fans jump aboard and the allegiances of others being challenged. On a few occasions this year, the Angels have had larger market shares on Latino radio stations than the Dodgers -- a first, according to XPRS officials. In a late-season survey of fans attending home games, 15% of the respondents identified themselves as Latinos, almost double what it was two years ago.

*Source: LATimes.com*

### **Orange County Census**

Age breakdown for Orange County:

- 19.6 percent of us are 14 years old or younger.
- 14.6 percent of us are between 15 and 24.
- 42.8 percent of us are between 25 and 54.
- 23 percent are 55 or older.

The [2010 United States Census](#) reported that Orange County had a population of 3,010,232. The racial makeup of

Orange County was 1,830,758 (60.8%) [White](#) (44.0% non-Hispanic white), 50,744 (1.7%) [African American](#), 18,132 (0.6%) [Native American](#), 537,804 (17.9%) [Asian](#), 9,354 (0.3%) [Pacific Islander](#), 435,641 (14.5%) from [other races](#), and 127,799 (4.2%) from two or more races. [Hispanic](#) or [Latino](#) of any race were 1,012,973 persons (33.7%).<sup>[31]</sup>

The Hispanic and Latino population is predominantly of [Mexican](#) origin; this group accounts for 28.5% of the county's population, followed by Salvadorans (0.8%), Guatemalans (0.5%), Puerto Ricans (0.4%), Cubans (0.3%), Colombians (0.3%), and Peruvians (0.3%).<sup>[32]</sup> [Santa Ana](#) with its population reportedly 75 percent Hispanic/Latino, is among the most Hispanic/Latino percentage cities in both [California](#) and the U.S., esp. of [Mexican-American](#) descent.<sup>[33]</sup> See also [Logan Park \(Santa Ana\)](#), the city's largest and oldest [barrio](#).

Among the Asian population, 6.1% are Vietnamese, followed by Koreans (2.9%), Chinese (2.7%), Filipinos (2.4%), Indians (1.4%), Japanese (1.1%), Cambodians (0.2%) Pakistanis (0.2%), Thais (0.1%), Indonesians (0.1%), and Laotians (0.1%).<sup>[32]</sup> According to [KPCC](#) in 2014, Orange County has the largest proportion of Asian Americans in Southern California, where one in five residents are Asian American.<sup>[34]</sup> There is also a significant [Muslim](#) population in the county.<sup>[35]</sup>

*Source: Wikipedia.com*