



**National Media Spots Inc.**

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## **Network Profile**

**A 24-hour high-definition cable network dedicated to all of baseball, all the time. MLB Network brings fans closer to the game than ever before with unprecedented access to players and teams. Year-round coverage includes live games, highlights and all the latest news. Live studio shows, hosted by some of the biggest names in baseball, provide up-to-the-minute analysis and banter at its best.**

### **Age Groups**

A 18-34	25%
A 35-54	36%
A 55+	40%
Median Age	50

### **Household Income**

\$75K+	36%
\$50K - \$74,999	23%
\$30K - \$49,999	18%
Median Income	\$63K

### **Education**

Attended College	41%
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### **Presence of Children**

1+ child HH	28%
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### **Home Ownership**

Own Home	70%
Rent Home	25%

### **Gender**

Male	70%
Female	30%