

HOME TEAM FANS ARE NOT THE ONLY FANS IN THE MARKET

If you are only buying TV spots with the local team or RSN, you could be missing **HALF** of the available live sports audience.

LOS ANGELES

DMA Live Viewers (MM)

Dodgers + Angels = 158,298

MLB.tv = 123,846

SportStream Live = **44%** of Viewers

Lakers/Clippers/Kings/Ducks = 186,792

NHL.tv + NBA.tv = 107,846

SportStream Live = **37%** of Viewers

NEW YORK

DMA Live Viewers (MM)

Yankees + Mets = 375,590

MLB.tv = 165,000

SportStream Live = **11%** of Viewers

Knicks/Nets/Rangers/Islanders/Devils = 220,100

NHL.tv + NBA.tv = 134,140

SportStream Live = **38%** of Viewers

DALLAS

DMA Live Viewers (MM)

Rangers = 30,678

MLB.tv = 62,874

SportStream Live = **67%** of Viewers

Mavericks + Stars = 44,313

NHL.tv + NBA.tv = 61,765

SportStream Live = **58%** of Viewers

CHICAGO

DMA Live Viewers (MM)

White Sox + Cubs = 164,519

MLB.tv = 85,743

SportStream Live = **34%** of Viewers

Bulls + Blackhawks = 141,760

NHL.tv + NBA.tv = 72,942

SportStream Live = **34%** of Viewers

