

Major League Baseball (MLB) Package

MLB offers year-round engagement, from Spring Training to the World Series. Each phase provides unique targeting opportunities using data-driven insights. An omnichannel strategy—spanning CTV, social, and digital out-of-home—helps brands connect with passionate fans through personalized, impactful experiences.

Activate this solution today!

Trends

The 2024 season averaged **1.5 million viewers per game for Sunday Night Baseball**, up 6% from last year and the highest since 2019.



MLB's 2024 attendance hit a **seven-year high, up 9.2% to over 70M.**



Female MLB fans make up **38.7% of the audience**, with increasing engagement in merchandise purchases.

MLB streaming surged:

14.5B minutes **(+14%)**
 In-market views **(+10%)**
 World Series record **368,000 average number of viewers watching per minute.**



Sample CTV / OTT Inventory Partners

dish

slings

ESPN

DIRECTV

fubo

tbs

Reach MLB Audiences

- In-Content/Contextual
- Live Event (CTV/OTT/OLV)
- Past Purchase
- Past/Frequent Location Visitation
- Shoulder Content (focused on being around certain events but not in live event feed)
- Social data: contextually relevant placements via communities, hashtags & interactions

Top Channels



Advanced TV (CTV / OTT)



Audio / Podcasts



Display



DOOH



Online video (OLV)



Retail Media



Social

digilant

We can power your vision.

Digilant is a digital media agency that empowers brands to unlock the transformative power of research, technology, and creativity to build meaningful connections. As your dedicated partner, we'll craft innovative solutions that expand your brand's reach.

We offer a full stack of technology, but our true strength lies in understanding your needs and curating a plan to reach those goals. From smart strategies and advanced tech to media expertise and analytics, we provide everything your brand needs to scale. With the Digilant team, you get a flexible, all-in-one approach centered around what makes you unique.

Visit us at www.digilant.com to learn more

Partner with us

