



| MLB                  |             |                | HHLD US AA % ('000) |                |               | A18-49 US AA % ('000) |                |               | A25-54 US AA % ('000) |                |               |
|----------------------|-------------|----------------|---------------------|----------------|---------------|-----------------------|----------------|---------------|-----------------------|----------------|---------------|
| <u>ALL STAR GAME</u> | <u>Date</u> | <u>Network</u> | <u>Live</u>         | <u>Live+SD</u> | <u>Live+1</u> | <u>Live</u>           | <u>Live+SD</u> | <u>Live+1</u> | <u>Live</u>           | <u>Live+SD</u> | <u>Live+1</u> |
| 2019                 | 7/9/2019    | FOX            | 4.6 (5,543)         | 5.0 (5,935)    | 5.0 (5,976)   | 1.8 (2,285)           | 1.9 (2,465)    | 1.9 (2,483)   | 2.2 (2,638)           | 2.4 (2,839)    | 2.4 (2,859)   |
| 2018                 | 7/17/2018   | FOX            | 4.9 (5,844)         | 5.2 (6,225)    | 5.2 (6,272)   | 2.0 (2,568)           | 2.1 (2,771)    | 2.2 (2,789)   | 2.4 (2,852)           | 2.6 (3,098)    | 2.6 (3,116)   |
| 2017                 | 7/11/2017   | FOX            | 5.1 (6,043)         | 5.5 (6,514)    | 5.6 (6,573)   | 2.1 (2,750)           | 2.3 (2,997)    | 2.4 (3,019)   | 2.6 (3,103)           | 2.8 (3,406)    | 2.9 (3,435)   |
| 2016                 | 7/12/2016   | FOX            | 5.0 (5,876)         | 5.4 (6,258)    | 5.4 (6,320)   | 2.1 (2,607)           | 2.2 (2,799)    | 2.2 (2,821)   | 2.6 (3,032)           | 2.7 (3,246)    | 2.8 (3,268)   |
| 2015                 | 7/14/2015   | FOX            | 6.2 (7,246)         | 6.6 (7,660)    | 6.6 (7,708)   | 2.9 (3,644)           | 3.1 (3,899)    | 3.1 (3,908)   | 3.3 (3,938)           | 3.5 (4,186)    | 3.5 (4,196)   |
| 2014                 | 7/15/2014   | FOX            | 6.6 (7,636)         | 7.0 (8,108)    | 7.0 (8,164)   | 2.9 (3,651)           | 3.2 (4,053)    | 3.2 (4,087)   | 3.3 (3,971)           | 3.7 (4,436)    | 3.7 (4,476)   |
| 2013                 | 7/16/2013   | FOX            | 6.6 (7,565)         | 6.9 (7,914)    | 7.0 (7,956)   | 3.0 (3,793)           | 3.2 (4,085)    | 3.3 (4,117)   | 3.6 (4,261)           | 3.8 (4,535)    | 3.8 (4,568)   |
| 2012                 | 7/10/2012   | FOX            | 6.5 (7,495)         | 6.8 (7,820)    | 6.8 (7,849)   | 3.0 (3,838)           | 3.2 (4,123)    | 3.2 (4,140)   | 3.5 (4,251)           | 3.8 (4,543)    | 3.8 (4,557)   |
| 2011                 | 7/12/2011   | FOX            | 6.6 (7,698)         | 6.9 (7,949)    | 6.9 (7,988)   | 3.0 (3,923)           | 3.1 (4,122)    | 3.1 (4,129)   | 3.6 (4,433)           | 3.7 (4,647)    | 3.7 (4,654)   |
| 2010                 | 7/13/2010   | FOX^           | 7.3 (8,358)         | 7.5 (8,635)    | 7.5 (8,651)   | 3.6 (4,708)           | 3.8 (4,939)    | 3.8 (4,947)   | 4.1 (5,100)           | 4.3 (5,326)    | 4.3 (5,331)   |
| 2009                 | 7/14/2009   | FOX            | 8.6 (9,898)         | 8.9 (10,166)   | 8.9 (10,208)  | 4.5 (5,935)           | 4.7 (6,201)    | 4.7 (6,217)   | 5.1 (6,287)           | 5.3 (6,564)    | 5.3 (6,586)   |
| 2008*                | 7/15/2008   | FOX            | 9.1 (10,243)        | 9.3 (10,442)   | 9.3 (10,452)  | 4.4 (5,771)           | 4.5 (5,956)    | 4.6 (5,963)   | 5.0 (6,184)           | 5.2 (6,381)    | 5.2 (6,384)   |
| 2007                 | 7/10/2007   | FOX            | 8.3 (9,231)         | 8.4 (9,343)    | 8.4 (9,349)   | 4.0 (5,198)           | 4.1 (5,319)    | 4.1 (5,322)   | 4.4 (5,422)           | 4.5 (5,536)    | 4.5 (5,539)   |

Source: The Nielsen Company

\*15 Innings

^also in 3D



MLB

| <u>ALL STAR GAME</u> | <u>Date</u> | <u>Network</u>   | <u>Hosting City</u> | <u>Outcome</u>                       | <u>MVP</u>                |
|----------------------|-------------|------------------|---------------------|--------------------------------------|---------------------------|
| 2019                 | 7/9/2019    | FOX              | Cleveland, OH       | American League 4, National League 3 | Shane Bieber <sup>^</sup> |
| 2018                 | 7/17/2018   | FOX              | Washington, DC      | American League 8, National League 6 | Alex Bregman              |
| 2017                 | 7/11/2017   | FOX              | Miami, FL           | American League 2, National League 1 | Robinson Cano             |
| 2016                 | 7/12/2016   | FOX              | San Diego, CA       | American League 4, National League 2 | Eric Hosmer               |
| 2015                 | 7/14/2015   | FOX              | Cincinnati, OH      | American League 6, National League 3 | Mike Trout                |
| 2014                 | 7/15/2014   | FOX              | Minneapolis, MN     | American League 5, National League 3 | Mike Trout                |
| 2013                 | 7/16/2013   | FOX              | Queens, NY          | American League 3, National League 0 | Mariano Rivera            |
| 2012                 | 7/10/2012   | FOX              | Kansas City, MO     | National League 8, American League 0 | Melky Cabrera             |
| 2011                 | 7/12/2011   | FOX              | Phoenix, AZ         | National League 5, American League 1 | Prince Fielder            |
| 2010                 | 7/13/2010   | FOX <sup>^</sup> | Anaheim, CA         | National League 3, American League 1 | Brian McCann              |
| 2009                 | 7/14/2009   | FOX              | St. Louis, MO       | American League 4, National League 3 | Carl Crawford             |
| 2008*                | 7/15/2008   | FOX              | The Bronx, NY       | American League 4, National League 3 | J.D. Drew                 |
| 2007                 | 7/10/2007   | FOX              | San Francisco, CA   | American League 5, National League 4 | Ichiro Suzuki             |

Source: The Nielsen Company

\*15 Innings

<sup>^</sup>also in 3D

<sup>^</sup>First player since 1999 to win MVP in home park; 3rd in history