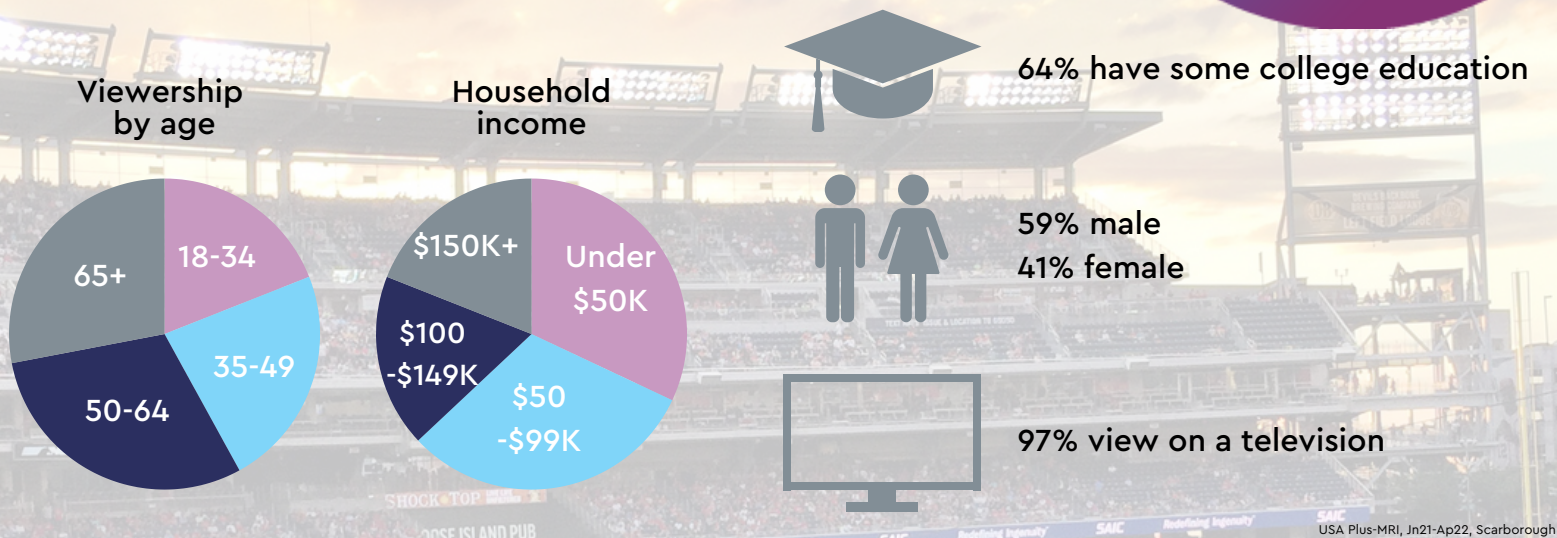


# MLB Baseball

From the first pitch to the final out, MLB's 162-game season will continue to boast strong attendance and viewership numbers.



## Get to know MLB fans



## Key dates and opportunities

### Spring Training **FEBRUARY 22 - MARCH 28, 2024**

Spring training will officially begin on 2/22 with a pair of Cactus League games before all 30 Major League Clubs play in Cactus and Grapefruit League games on 2/24.

### Regular Season **MARCH 28 - SEPTEMBER 29, 2024**

The regular season will kick off with Opening Day on Thursday, March 28, and ESPN will be there with exclusive coverage of the season opener between the Chicago Cubs and Texas Rangers.

### Home Run Derby & All-Star Game **JULY 15-16, 2024**

Eight players, four from the National League and four from the American league, are selected by MLB to participate in the annual Home Run Derby. The following night, professional players voted on by fans are divided into two teams, one for the NL and one for the AL.

### MLB Draft **EXPECTED JULY 2024**

The MLB draft is expected to be about 20 rounds and will assign amateur baseball players to MLB teams.

### Playoffs & World Series **EXPECTED OCTOBER 2024**

The World Series is the annual championship series of the MLB, between the AL champions and the NL champions.



<https://espnpressroom.com/us/press-releases/2023/06/espn-2023-major-league-baseball-game-viewership-up-seven-percent-from-last-year/>

## Did you know?



Overall ballpark attendance eclipsed 70 million fans across the league last year, achieving MLB's biggest bump in live attendance in years. ESPN's viewership for Sunday Night Baseball also enjoyed a 7% increase over 2022 audience numbers.

