

MAJOR LEAGUE BASEBALL FUN FACTS



Baseball is back! As Major League Baseball's 2024 season gets underway, here is a look at the business baseball by the numbers.

\$450

MERCHANDISE

Just before the start of Spring Training, Nike and MLB unveiled a new "City Connect" jersey collection, priced at \$450 each. The new jerseys were not a hit with players, however. Criticisms ranged from "poor fit, cheap look, inconsistent quality, and small lettering."



ECONOMIC IMPACT

The last research on the economic impact of a full spring training season suggests Arizona and Florida-based leagues could be responsible for a combined \$1.4 billion in economic impact.

\$1.4 B

INTERNATIONAL GAME

20

From Aruba (Xander Bogaerts) and Australia (Liam Hendriks) to South Korea (Hyun-Jin Ryu) and Venezuela (Miguel Cabrera, Ronald Acuña Jr., and Gleyber Torres), players on the 30 MLB teams' opening day rosters came from more than 20 countries and territories last season.



SIGNATURE SHOES

Shohei Ohtani and New Balance unveiled a signature logo and shoe in time for the 2024 season; the only other Major League Baseball players with signature shoes are Mike Trout (Nike), Bryce Harper (Under Armour), and Francisco Lindor (New Balance).

4

\$70 M

PAY DAY

Half of all major league teams have at least one player earning \$25 million or more this season, although Shohei Ohtani's \$70 million salary is by far the most (\$68 million of that will be deferred annually).



TICKET PRICES

According to Team Marketing Report's annual Fan Cost Index report, attending a Boston Red Sox Game at Fenway Park is the most expensive outing in baseball, costing a family of four an average of more than \$396 per game.

\$396

\$11.6 B

RECORD REVENUE

Last season, Major League Baseball generated record revenues, making nearly \$11.6 billion before expenses, according to *Forbes*.



BROADCAST RIGHTS

ESPN reached a seven-year deal, beginning in 2022 worth a reported total \$3.85 billion, or \$550 million annually, for MLB broadcast rights.

\$550 M

\$1.5 B

SPONSORSHIP

Major League Baseball pulled in a league record \$1.5 billion in annual sponsorship rights fees during 2023, representing a 23 percent increase from the previous year, according to a study by IEG.



FRANCHISE VALUES

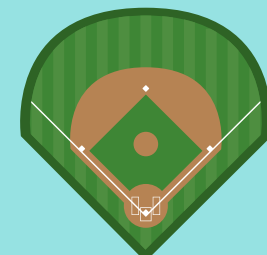
The New York Yankees have been named by *Sportico* as Major League Baseball's (MLB) most valuable franchise at \$7.9 billion, making them the third most valuable sports franchise behind the Dallas Cowboys and Golden State Warriors. The average MLB franchise is now worth \$2.64 billion, up 12% from last year.

\$7.9 B

6 M

ATTENDANCE

The total attendance of 70,747,365 last year represented a gain of over 6 million fans from the previous season. That was a 9.6% increase in total attendance for MLB games.



INJURIES

According to Spotrac, \$973.4 million is how much money teams paid players not to play baseball last season, because they were on the injured list.

\$973 M

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