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Phillies.com, Chevy Tops In World Series Brand Exposure On Fox

Phillies.com received the most brand exposure during Fox' coverage of the six games of the Yankees-Phillies World Series, according to sponsorship measurement firm Image Impact. Phillies.com received more than \$30.5M in exposure during the three telecasts from Philadelphia, due primarily to three Phillies.com logo placements on the backstop wall which were visible during most at-bats from the centerfield camera. For the fifth consecutive year, Chevrolet garnered the most brand exposure among MLB partners during the World Series, receiving more than \$27.1M in exposure, up from \$25.7M a year ago. Chevrolet's 536 detections totaled over 52 minutes, 13 seconds (51:39) in total on-screen time. The Yankees.com and Yankeesbeisbol.com Web sites received more than \$20.9M in combined exposure during the three games at Yankee Stadium. All brands during the World Series combined to deliver more than \$280.9M in exposure value. The chart below lists the top brands in terms of monetary exposure from Fox' six telecasts of the '09 World Series. Asterisks denote official MLB partners (*Image Impact*).

'09 WORLD SERIES BRAND EXPOSURE ON FOX

BRAND	DETECTIONS	DURATION	QI	MV
Phillies.com	2,434	12:46.0	0.183	\$30.53M
GM/Chevrolet*	542	52:13.0	0.641	\$27.17M
World Series on Fox	788	40:38.0	0.596	\$19.95M
MLB Network	840	02:46.0	0.329	\$18.79M
Anheuser-Busch*	613	41:45.0	0.364	\$14.99M
DirecTV	235	23:54.0	0.641	\$12.52M
Yankees.com	982	20:35.0	0.179	\$12.51M
Bank of America*	590	34:17.0	0.311	\$11.02M
Taco Bell*	312	27:45.0	0.434	\$10.44M
Yankeesbeisbol.com	1,123	53:04.0	0.158	\$8.40M
Verizon	164	16:29.0	0.558	\$8.22M
Gatorade*	774	35:19.0	0.195	\$6.63M
MLB Go Beyond	337	19:40.0	0.303	\$6.30M
New Era*	612	31:11.0	0.2	\$6.22M
Wal-Mart	151	11:38.0	0.571	\$5.99M

Methodology: QI Score (Quality Impact Score) is indicative of a detection's impact potential based upon observable presentation attributes such as duration, size, isolation and presentation type. QI

Scores range between 0.000 and 1.000. MV (Monetary Value) is a quality adjusted value of sponsorship presentations benchmarked against the broadcast's negotiated 30-second ad rate.
