

# REGAIN AUDIENCES - MLB

How to regain audience by using cartoon, highlight  
and games to attract young fans.

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# MLB viewership are decreasing, especially to young fans.

## MLB Ratings Are Worse Than NBA's, But Nobody Seems To Care

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# Competitors

- Everything that consumes audiences' attentions and times is the competitor of MLB.
  - *Video platforms: Youtube, TikTok.*
  - *Other sports: NBA, NFL, UFC.*
  - *Video games: Steam, PS5, Switch*
  - *TV shows and Movies.*
- So the solution is how to regain audiences' attentions from these competitors. Here I suggest 3 possible and feasible solutions.
  - *Cartoon.*
  - *Hightlights*
  - *Video games*

# Solution 1, Cartoon.

- One of the most effective method to attract children's attentions is cartoon.
- If we can make children familiar with baseball, when they grow up, they will become avid fans of MLB.
- This method can use in every countries, US, Canada, China, Japan...etc.

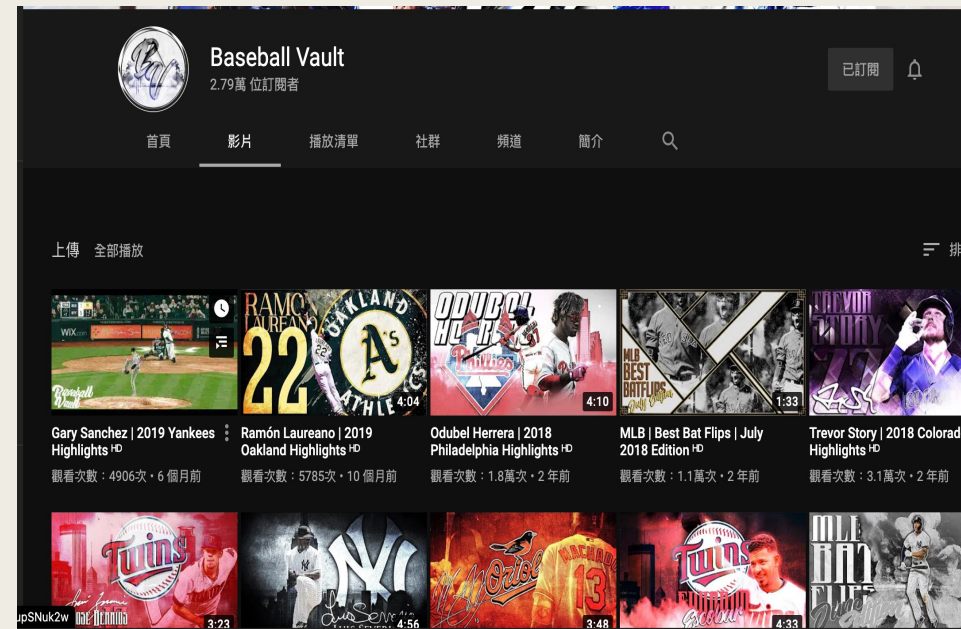
One of feasible method is cooperate with publisher which has copyright to broadcast in target countries. (e.g.: cooperate with Shogakukan to broadcast Major, one of the best baseball comic, in China.)

Sponsor cartoon writers and encourage them to create more high quality baseball cartoons.



# Solution 2: Highlights

- Compared with NBA and NFL, why MLB keep losing young market? Because teenagers feel baseball is a boring sport. They don't feel passionate in baseball. How do we change it?
- There are several talented creators on Youtube published passionate baseball highlights, which contains several most important factors in baseball, nice plays, HR, nasty pitches.
- Instead of prohibiting them, MLB should hire them or encourage them keep creating these fabulous highlights.
- Doing so can attract more and more fan join MLB community.



# Solution 3: Video Games

- Right now, which entertainment attract the most teenagers' attention? I would say e-sport, such as: league of legend.
- MLB should cooperate with game studios, EA, riot, to create a baseball games that fit e-sport competition.
- If MLB can host a e-sport world series, that can without-a-doubt attract most teenager's interests.





# Discussions

- I realize MLB has done lots of effect to regain market share, baseball school in China, oversee exhibitions in London...etc. These are great. But without audiences, you cannot never regain market shares by having talented players.
- With 3 possible and feasible solutions, it may be a good try to research and execute to regain market share of teenagers.