Yes, there are several instances of **tabular (Excel-friendly) data** available on the topics we discussed, particularly related to game length and team-specific revenue, which directly impact ad scheduling and value.

The most accessible and detailed tabular data generally falls into two categories:

⏱️ Data on Game Length and Variability

This data is crucial for inventory planning, as total ad slots depend on the game's duration. The historical data clearly shows the difficulty in setting a fixed ad inventory before the 2023 pitch clock rules.

⚾ Major League Game Averages (Year-by-Year)

This table shows the historical average time for a nine-inning MLB game, demonstrating the significant variability and the recent sharp decline:

Year	Average Time (Time/9I)	Comment on Variability
2025	**2:38**	Shortest time in decades due to pitch clock.
2024	2:36	Record short average.
2023	2:39	First year of pitch clock—major reduction from 2022.
2022	3:03	Pre-pitch clock average (high variability).
2021	3:10	The peak of game length before rule changes.

2017	3:05	Long-game trend continues.
2013	2:58	Before the trend of high length stabilized over 3 hours.

Source: Baseball-Reference, MLB Communications Data

> **Impact on Ad Scheduling:** The reduction from 3:10 in 2021 to 2:36 in 2024 represents a loss of **34 minutes of total airtime**, forcing networks to adapt by increasing the **volume** or **price** of the remaining spots, or shortening break times.

💰 Data on Team-Specific Revenue and Ad Value

The challenge of scheduling hinges heavily on the huge differences in local media value (advertising) between teams. This data illustrates the **disparity** that makes ad purchasing highly selective and risk-based for local sponsors.

📊 Local Broadcasting Revenue (Team Example)

Local media revenue, primarily driven by regional sports network (RSN) deals and the accompanying local advertising, varies dramatically based on market size and fan base interest (i.e., team performance).

Team	Local Media Revenue (Estimate, 2022)	Comment
Los Angeles Dodgers	**$196 Million**	Among the highest; reflects a massive market and strong fan interest.
New York Mets (SNY)	**$88 Million**	Strong, but lower than the Dodgers/Yankees due to

		market split.
Milwaukee Brewers	**$33 Million**	Lower-market team; local ad revenue is less predictable and more team-performance sensitive.
Kansas City Royals	**$45 Million**	Similar lower-market positioning; advertising is very reliant on a winning season.

Source: Various sports finance reports citing RSN deal figures

⭐ Postseason vs. Regular Season Ad Cost

While precise public data for every regular season game is scarce (as prices are negotiated), the difference in a **30-second spot price** between the regular season and the World Series highlights the massive schedule-driven volatility:

Event	Approximate 30-Second Ad Cost
World Series (Games 1-5)	**$450,000 to $600,000**
Regular Season (National Broadcast, Mid-Season)	**$10,000 to $50,000**

> **Impact on Ad Scheduling:** This tabular comparison confirms the extreme revenue concentration in a few key, but **unpredictable**, late-season games. Advertisers must often commit to multi-tiered packages to guarantee access to these high-value World Series slots.

Would you like me to look for information that specifically addresses **how the networks use these two data points (game length and team performance) to structure their ad packages**?