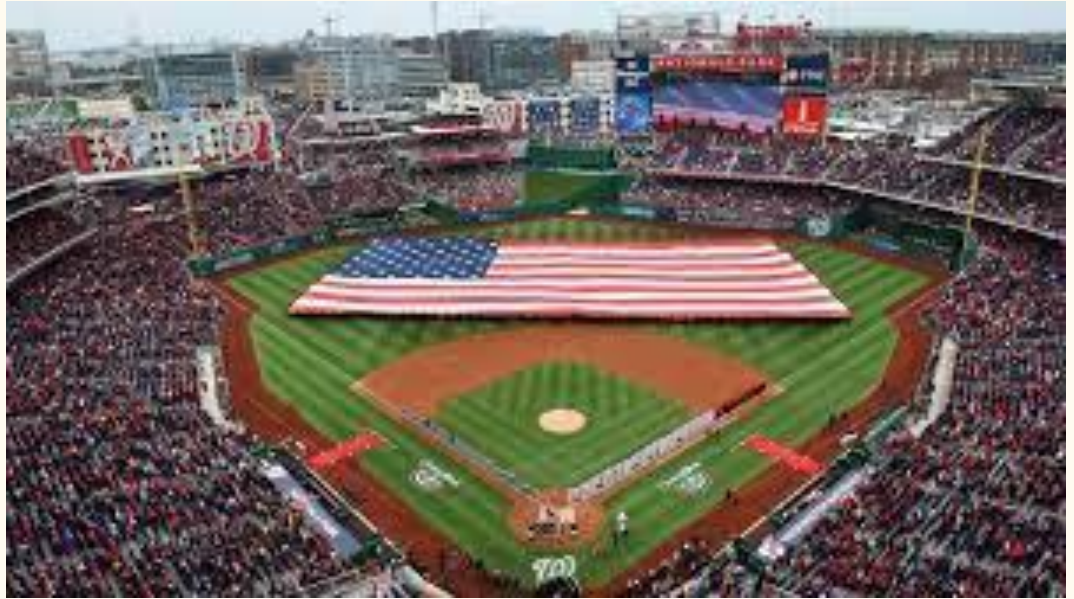


MLB “Let the Kids Play”

—

# America's Pastime

- Lack of competitors
- Statistics over action
- Tribalism



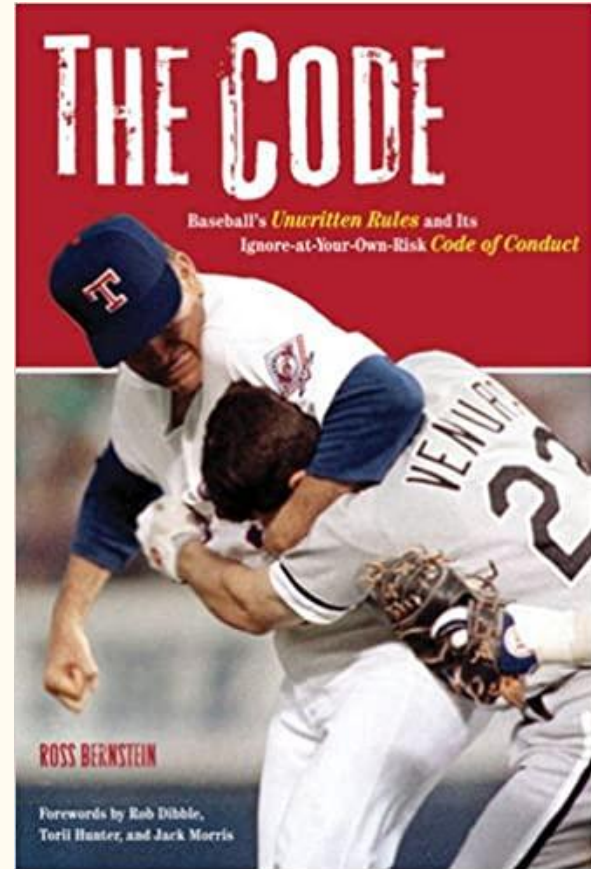
Alliance for American Manufacturing

# Problem

- According to a 2017 survey by Sports Business Journal, the MLB has the oldest fan base among major sports, 57
- The average NBA, NHL, and NFL fans are 42, 49, and 50, respectively
- Lack of superstars

# Young Fan Dilemma

- Contact sports
- Action-based
- Unwritten rules
- Lack of diversity



[Amazon](#)

# Goals

- Market the game to a younger audience
- Increase player visibility
- Create superstars to carry the game beyond teams and cities



[Golf.com](http://Golf.com)

# Tactics

- Pushing back on the unwritten rules
- Advertisements designed to portray the people behind the game
- Increase social marketing of players and specifically international players



The Japan Times

## Let The Kids Play 2.0



Belli vs. Yeli: A game of M-V-P (Cody Bellinger vs.  
Christian Yelich!)

# 2019 Results

- Forbes reported a 69% increase in the 18-to-35 adult demo
- In the 18-to-49 demo, female viewership is also up 62%



# Discussion Questions

1. How can the MLB continue this pursuit of a younger fanbase and avoid alienating their older fans?
2. How can the league take advantage of the shift from traditional viewing platforms to today's social media-centered world?
3. Are there any other measures the league can take to market the game to a younger audience?