



MLB Network

*Our National Pastime
All the Time –
Archiving for Future Generations*



MLB Network Facts



- **Largest debut in cable TV history**
- **Over 50 Million Household's on Launch - 01/01/2009**
- **A native HD service, 720p**
- **190 Total Live Games in 2009**



- **60+ Spring Training Games**
- **77 Live MLB Regular Season Games**
 - **26 Thursday Night Games**
 - **26 Saturday Night Games**
 - **4 Holiday Games**
 - **9 Afternoon Games**
 - **12 Pennant Race / Special Games**
- **12 Caribbean World Series Games**
- **19 College/ Youth Baseball Games**
- **16 World Baseball Classic Games**
- **3 Team USA World Cup Games**

MLB Network Facts - Today



- In Over 54 Million Household's
- Available in all major markets
- Deals with 8 of the top 10 MSO's

<u>Rank</u>	<u>MSO</u>
1	Comcast
2	DIRECTV
3	Time Warner Cable
4	Dish Network
5	Cox Cable
6	Charter Communications
7	Cablevision
8	Verizon FiOS
9	Bright House
10	AT&T U-verse



MLB Network Has Close to 80 Live Games



More live games will come to MLB Network on weekday afternoons as **MLB Matinee** doubleheader Thursdays debuts early in the season with a special emphasis on the last 10 weeks with Pennant Chase Special games.

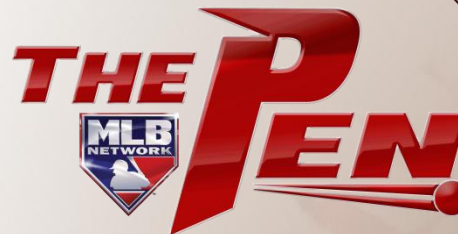


Broadcast teams for *Thursday Night Baseball* games include play by play by **Bob Costas**, **Matt Vasgersian** and **Victor Rojas**, with analysis by **Jim Kaat**, **Harold Reynolds**, **Al Leiter**, **Joe Magrane** and **Dan Plesac**.



Saturdays bring another night of great live games with *Saturday Night Baseball*. The Network will simulcast the local broadcasts, including local announcers, to give folks the home team feel.

Plus Many More Original Programs



“If you build it, they will come...”



MLB Network Studio 3 & Studio 42

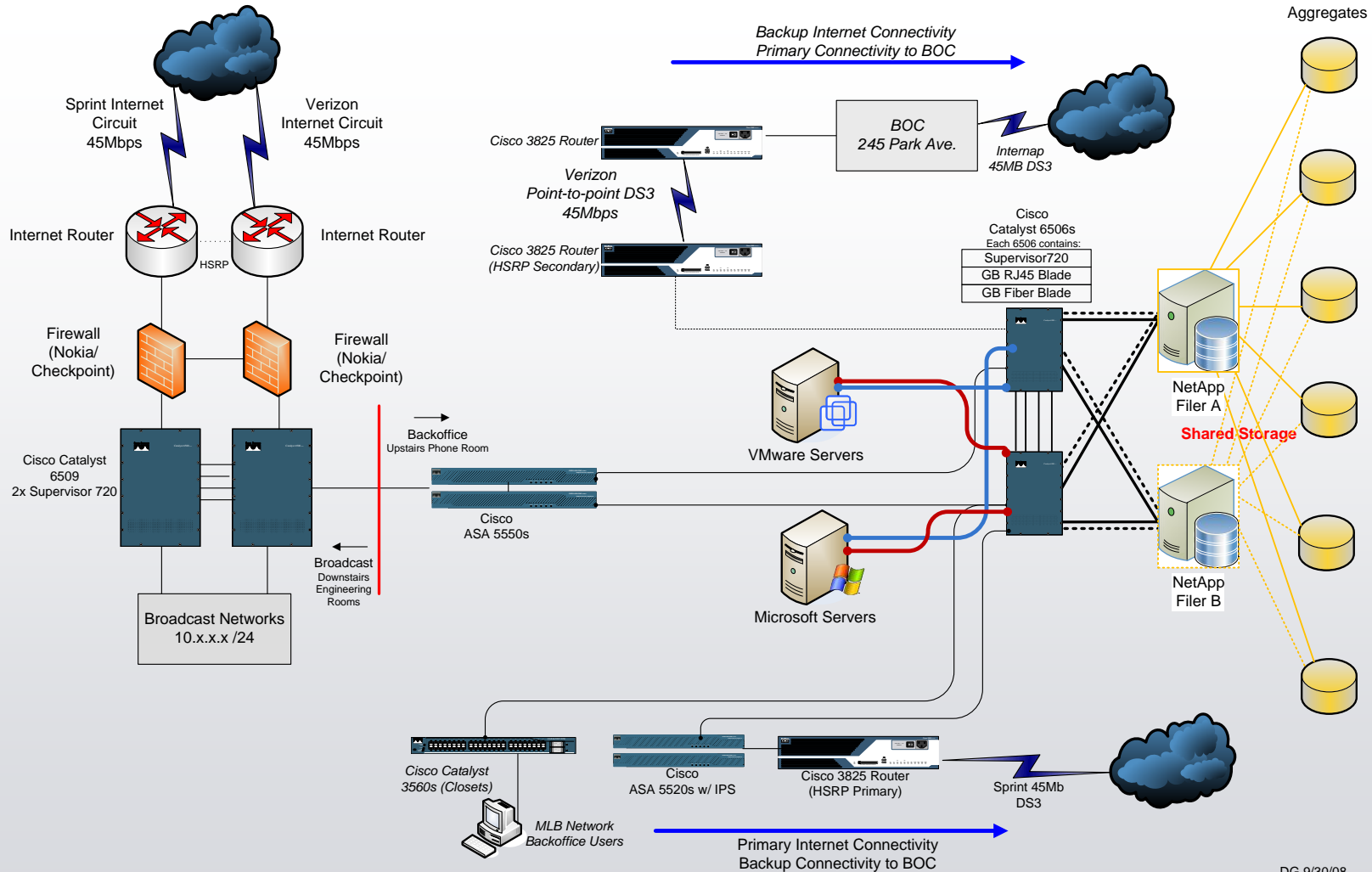
MLB Network – The Challenge

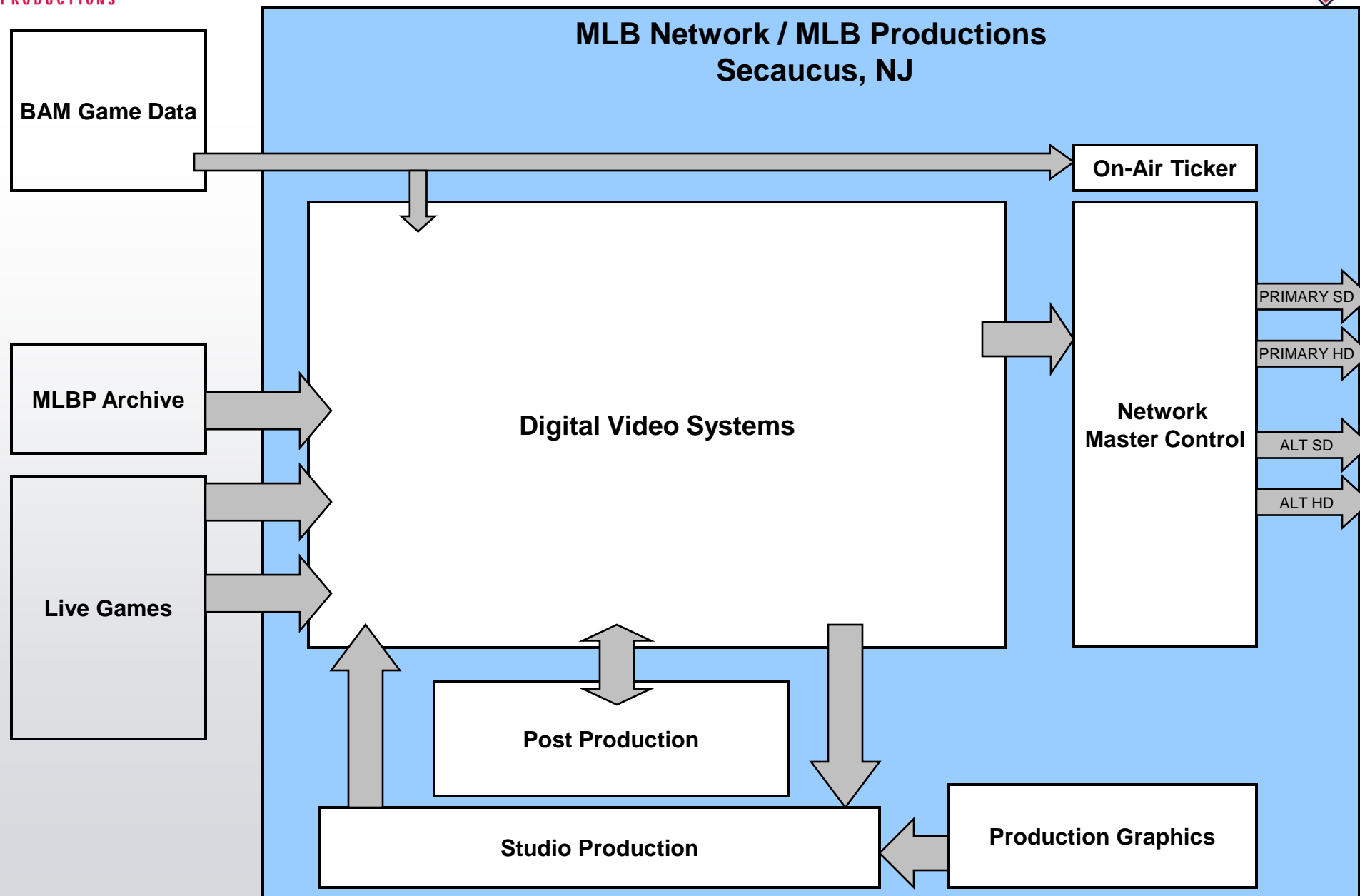
1. Hire the Team
2. Design the Systems
3. Remove the existing unusable infrastructure from MSNBC
4. Source the Solutions
5. Develop interoperability between complex systems
6. Deploy the Solutions and Systems on an unrealistic timeline
7. Getting it “right” the first time
8. Launching a Major Broadcast Network in under 6 Months

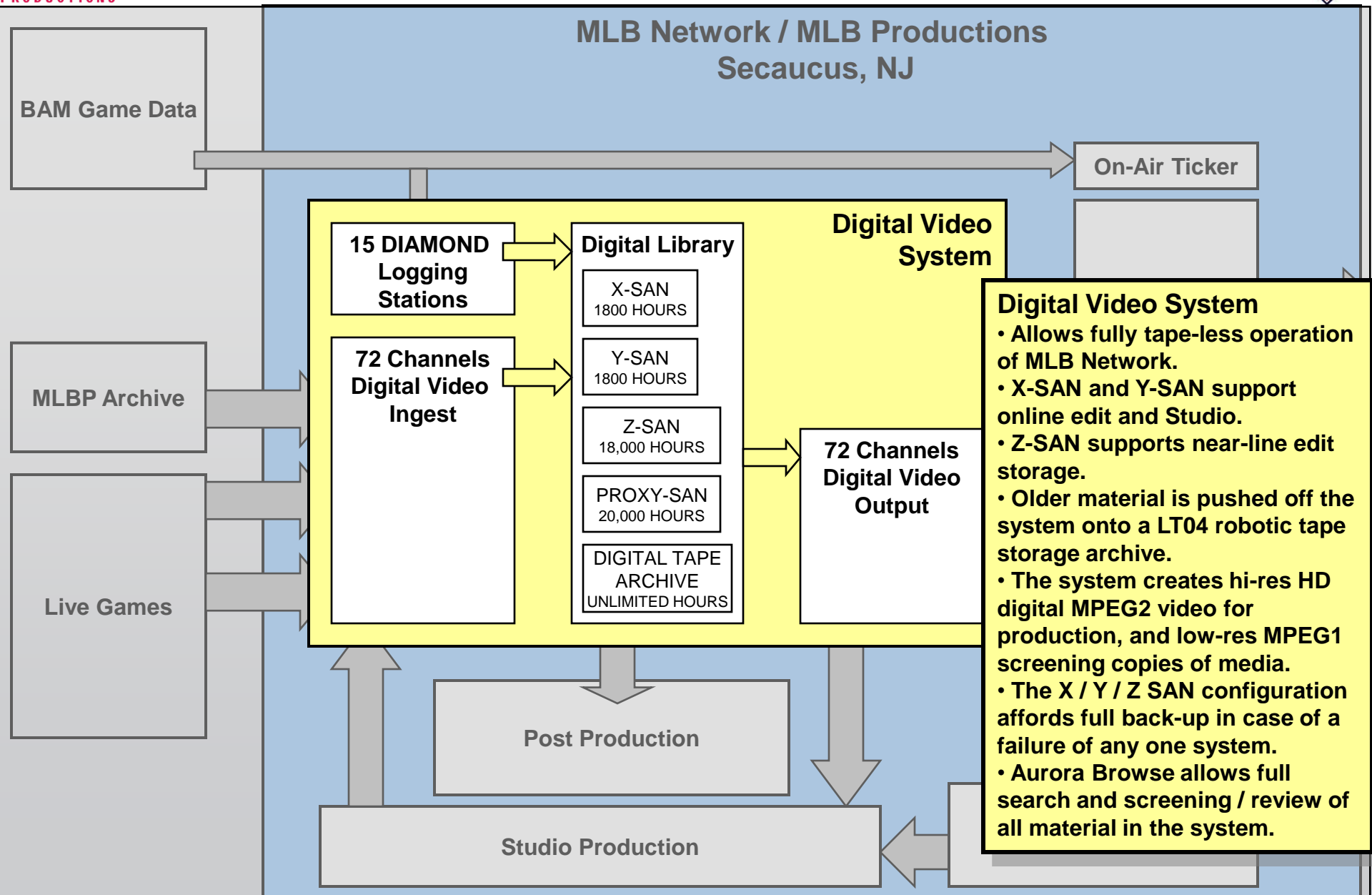
MLB Network – The Timeline of the Build out

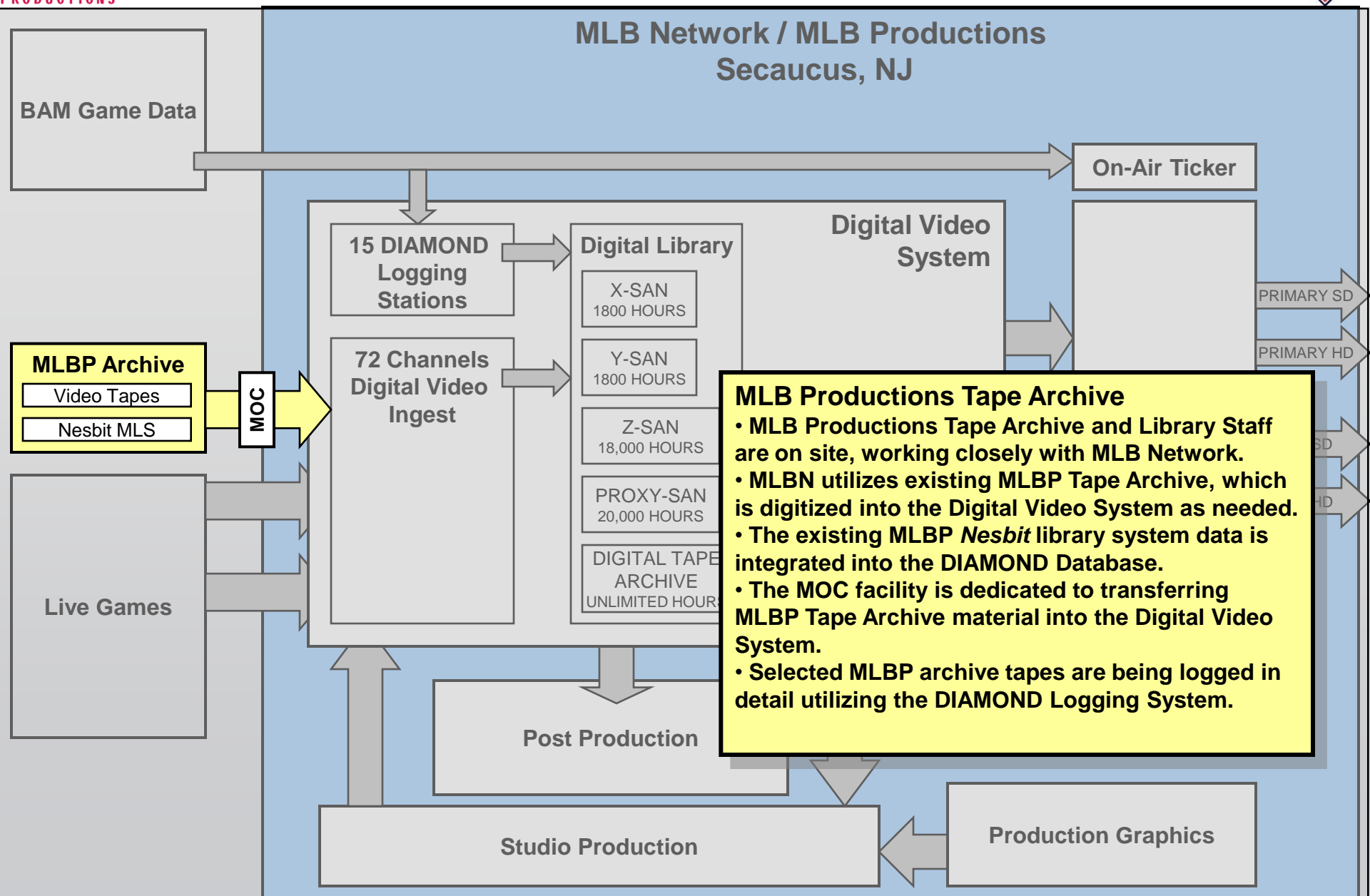
- ❖ June 1st, 2008 – Employee #1 – Tony Petitti is hired to launch a network in 6 months.
- ❖ June 15th , 2008 – Temporary facility is secured in old MSNBC Secaucus, NJ location.
- ❖ June 15th, 2008 – Broadcast Systems integrator is removing MSNBC hardware
- ❖ July 15th, 2008 – Launch of MLB Network is highlighted at 79th All Star Game
- ❖ August 15th, 2008 – Finalize most Broadcast Systems... Time to start on Back Office !
- ❖ September 30th, 2008 – Finalize Back Office designs and systems...
- ❖ October 1st, 2008 – Take delivery of Back Office hardware
- ❖ October 15th – Install Back Office software, and interconnect to Broadcast Systems
- ❖ November 1st – Broadcasting Test Signals to MSO's... Test Programming on the 15th
- ❖ November 30th – Full Facilities on line for training, rehearsals, and testing.
- ❖ January 1st, 2009 – 6 pm ON- AIR to 50 Million Household's

Building the Back Office in Under 30 Days









MLB Network / MLB Productions Secaucus, NJ

BAM Game Data

MLBP Archive

Video Tapes
Nesbit MLS

Live Games

Clean Feeds
Dirty Feeds
Matrix Feeds
Game Cams
115 Incoming paths
3 Satellite Dishes

BallParkCam

Remote Cameras
Media Records

MOC

ACQ

IRC

15 DIAMOND
Logging
Stations

72 Channels
Digital Video
Ingest

Digital Lib

X-SAN
1800 HOURS

Y-SAN
1800 HOURS

Z-SAN
18,000 HOURS

PROXY-SAN
20,000 HOURS

DIGITAL TAPE
ARCHIVE

Output

Live Games

- Extensive incoming video capability includes Satellite, Fiber Optic lines, and connectivity to MLB Advanced Media (BAM) facility.
- MLBN BallParkCam feeds come directly to Secaucus from MLBN equipment at each stadium.
- Acquisitions (ACQ) facility provides a central area to control, monitor, and record all live games and incoming feeds.
- Integration Control Rooms (ICR) allow standards & practices delay, as well as provide a control point for AD coordination and QC monitoring.

BallParkCam

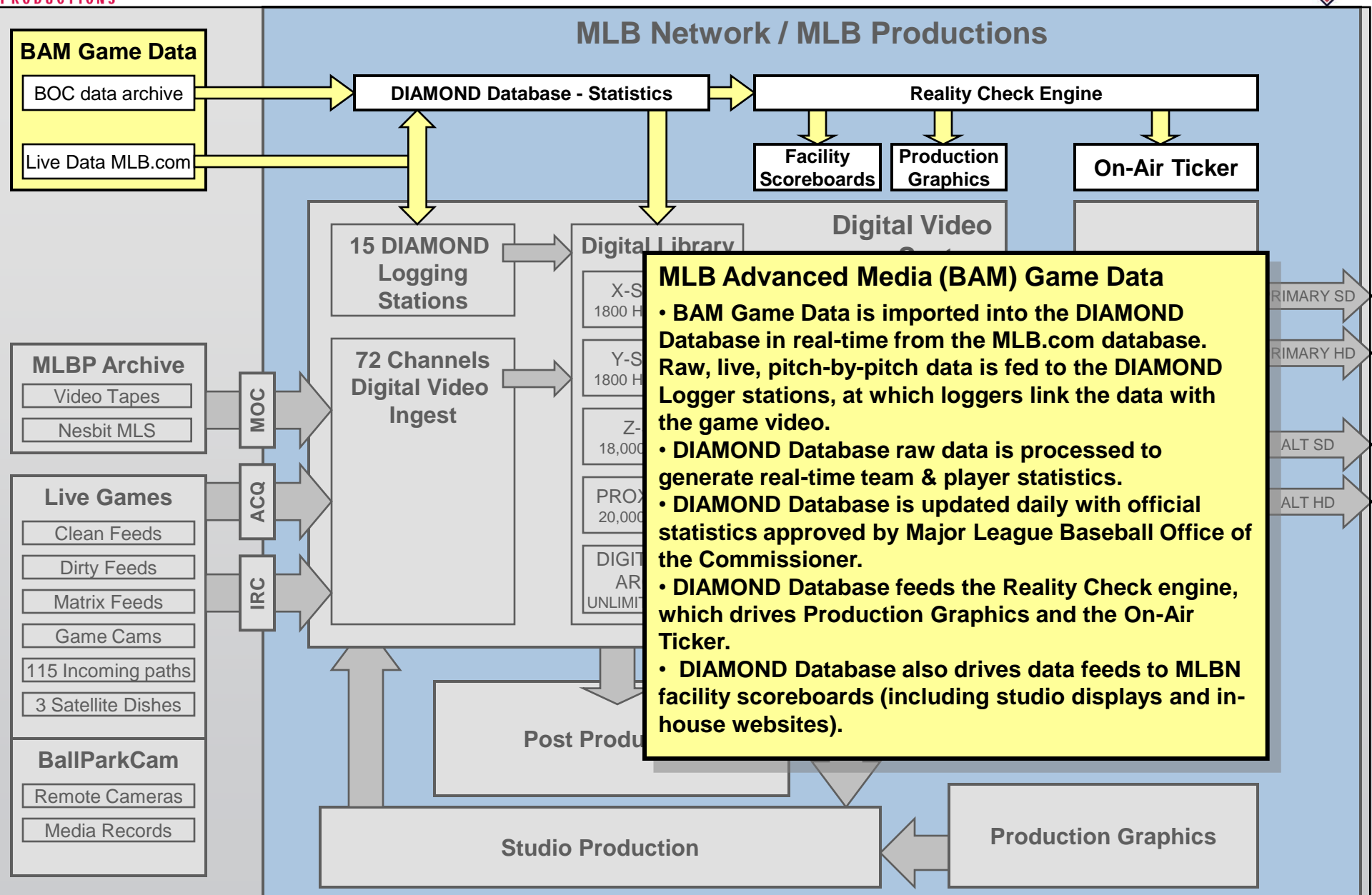
- Dedicated OC3 fiber optic lines directly from ballparks to MLBN, with full remote switching and control from Secaucus facility.
- Encoders at the stadiums provide direct feeds of both Home and Away game telecasts, as well as special feeds from remote production trucks.
- Dugout and Centerfield remote controlled cameras will be installed at each ballpark.
- An HD Broadcast Server in each ballpark provides dual-channel record capability for the game clean feeds, which enables a digital file transfer to MLBP Archive in Secaucus, post-game.

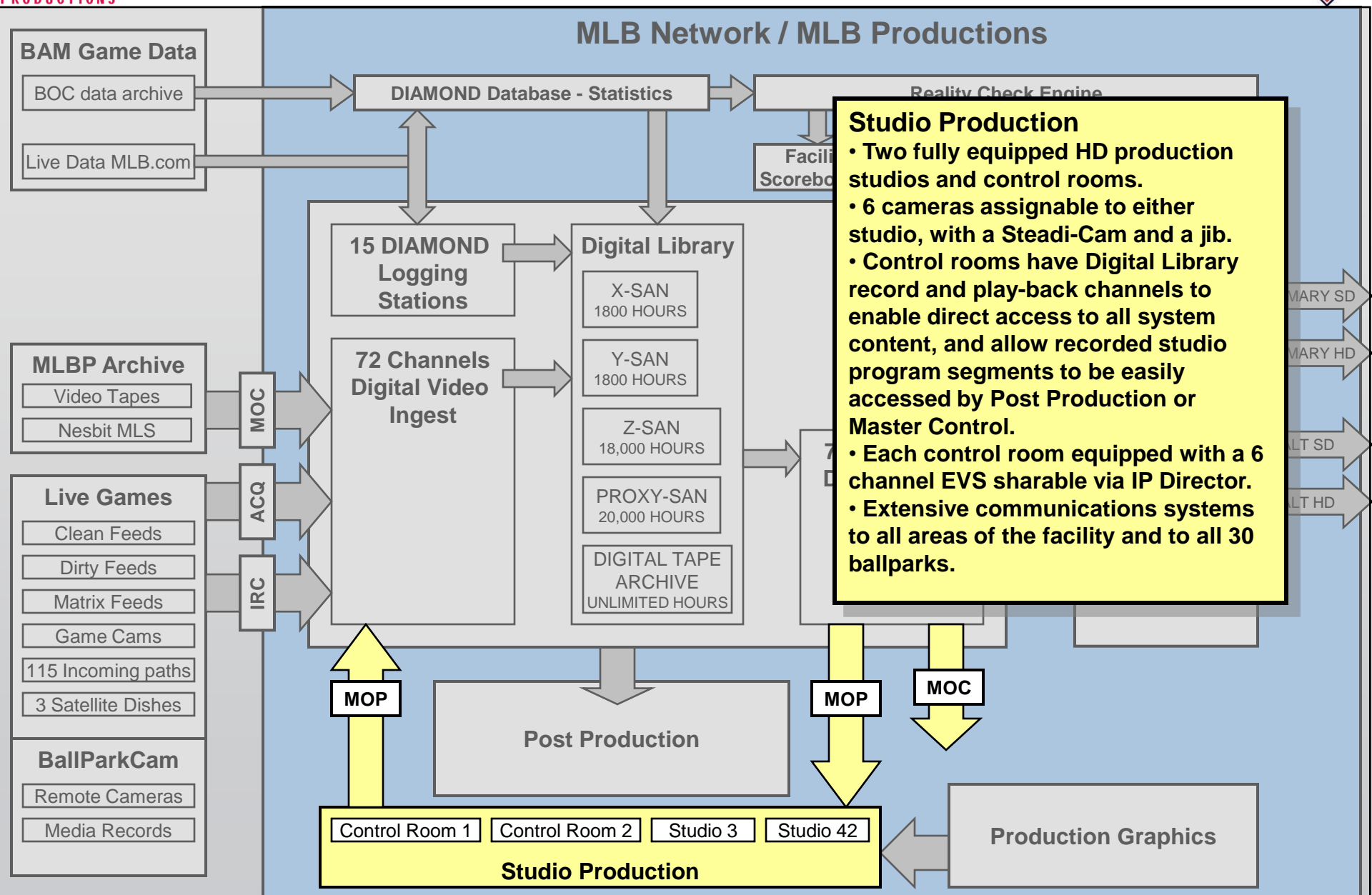
IMARY SD

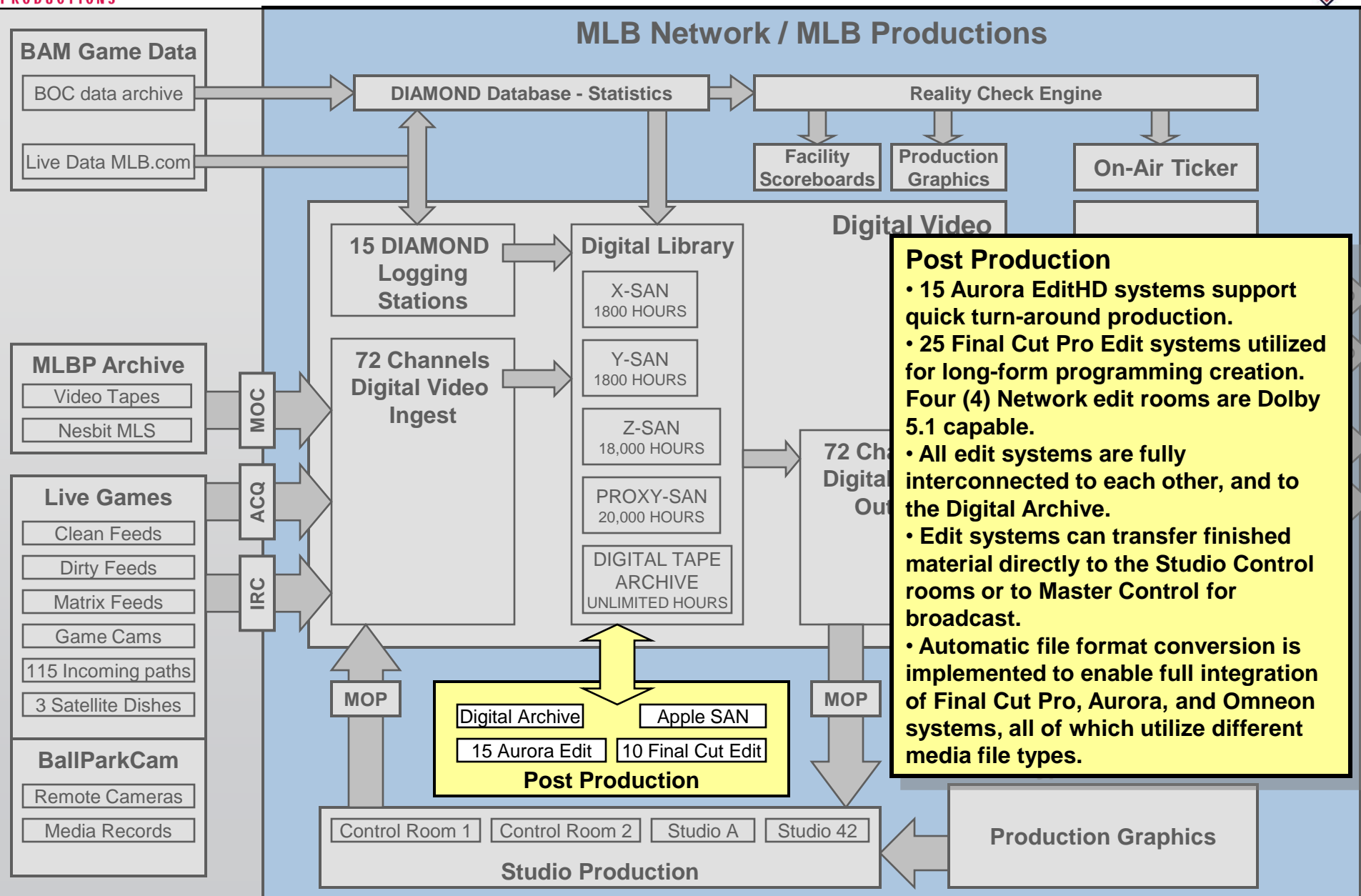
IMARY HD

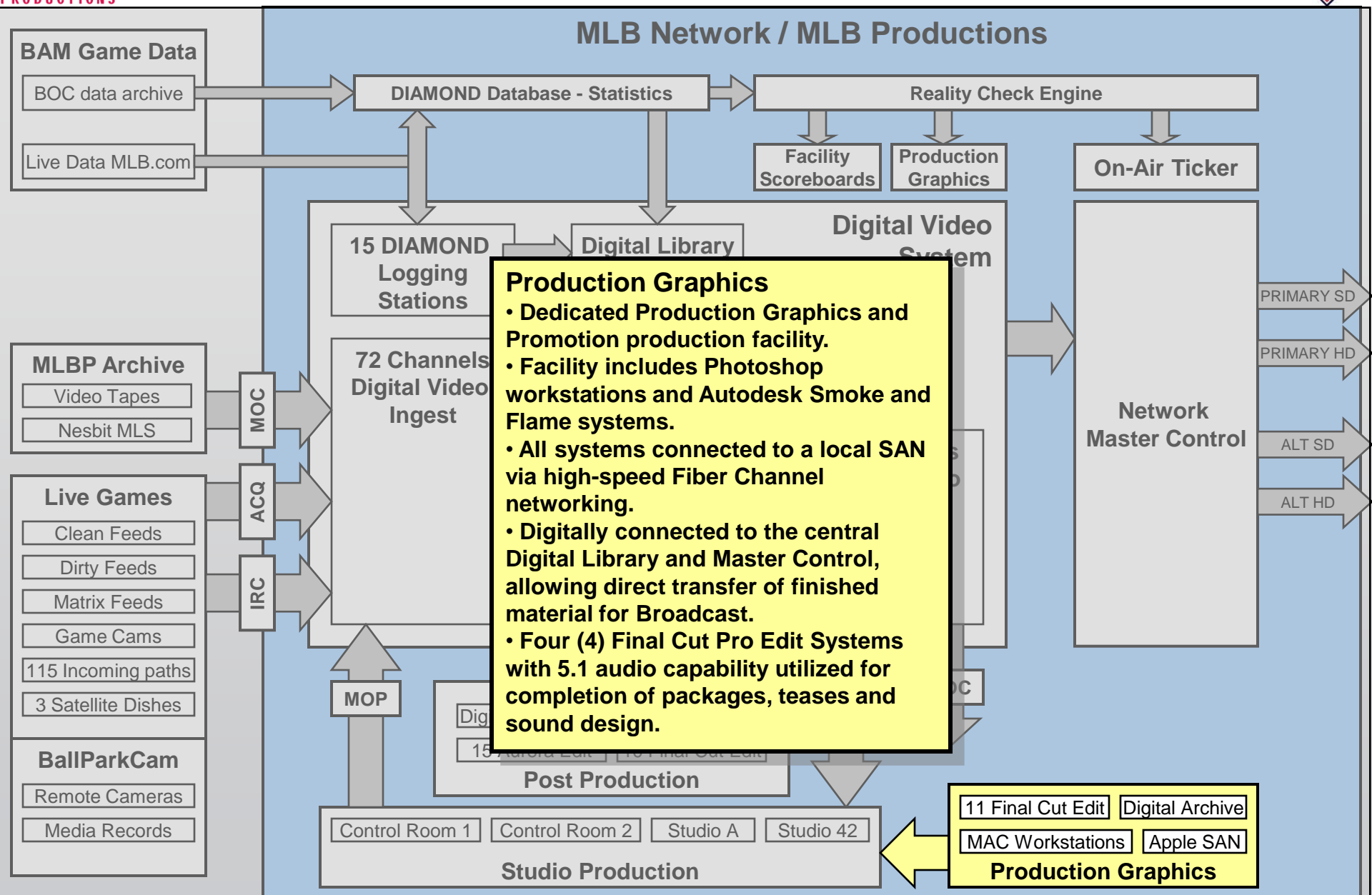
ALT SD

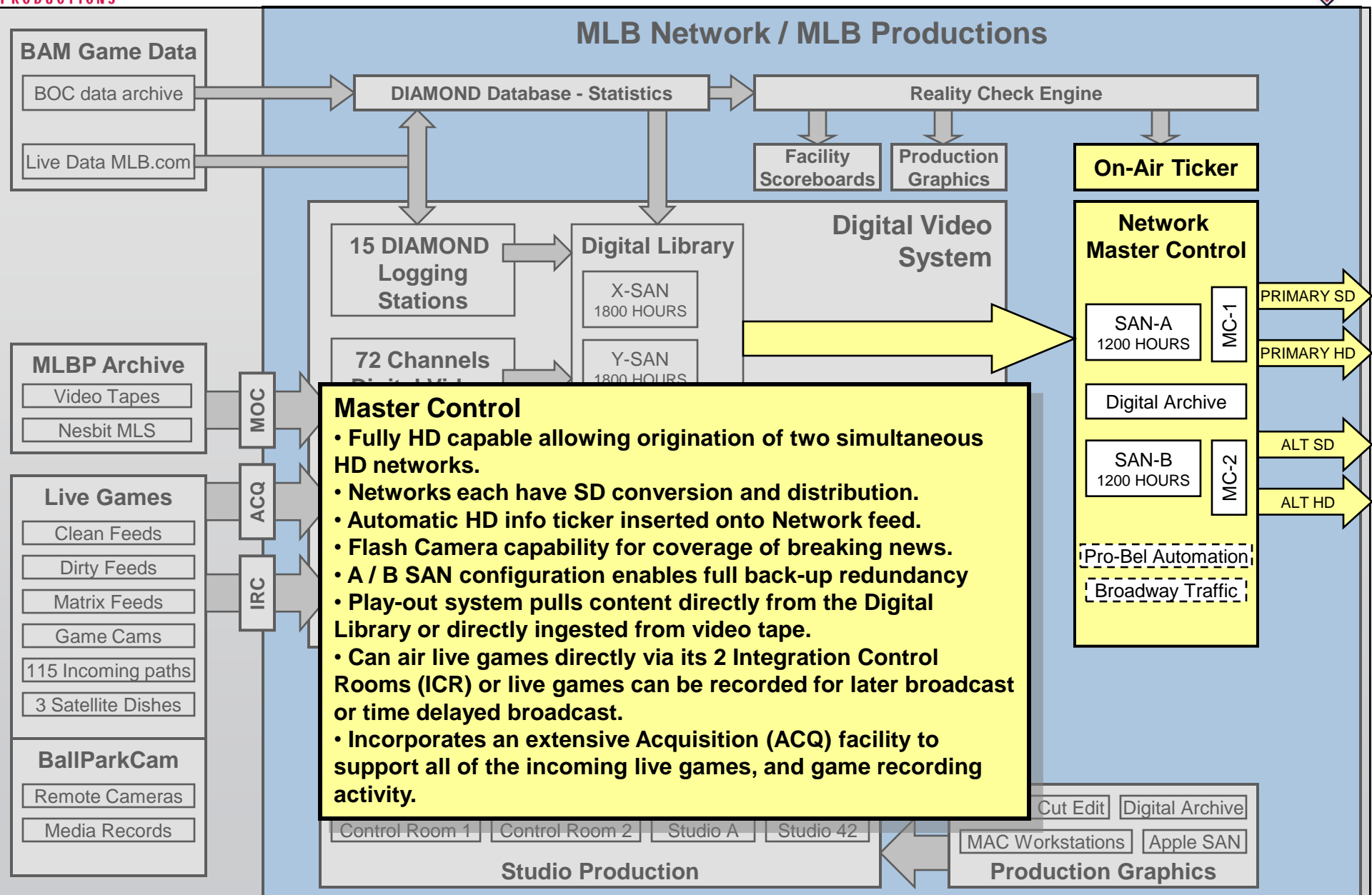
ALT HD

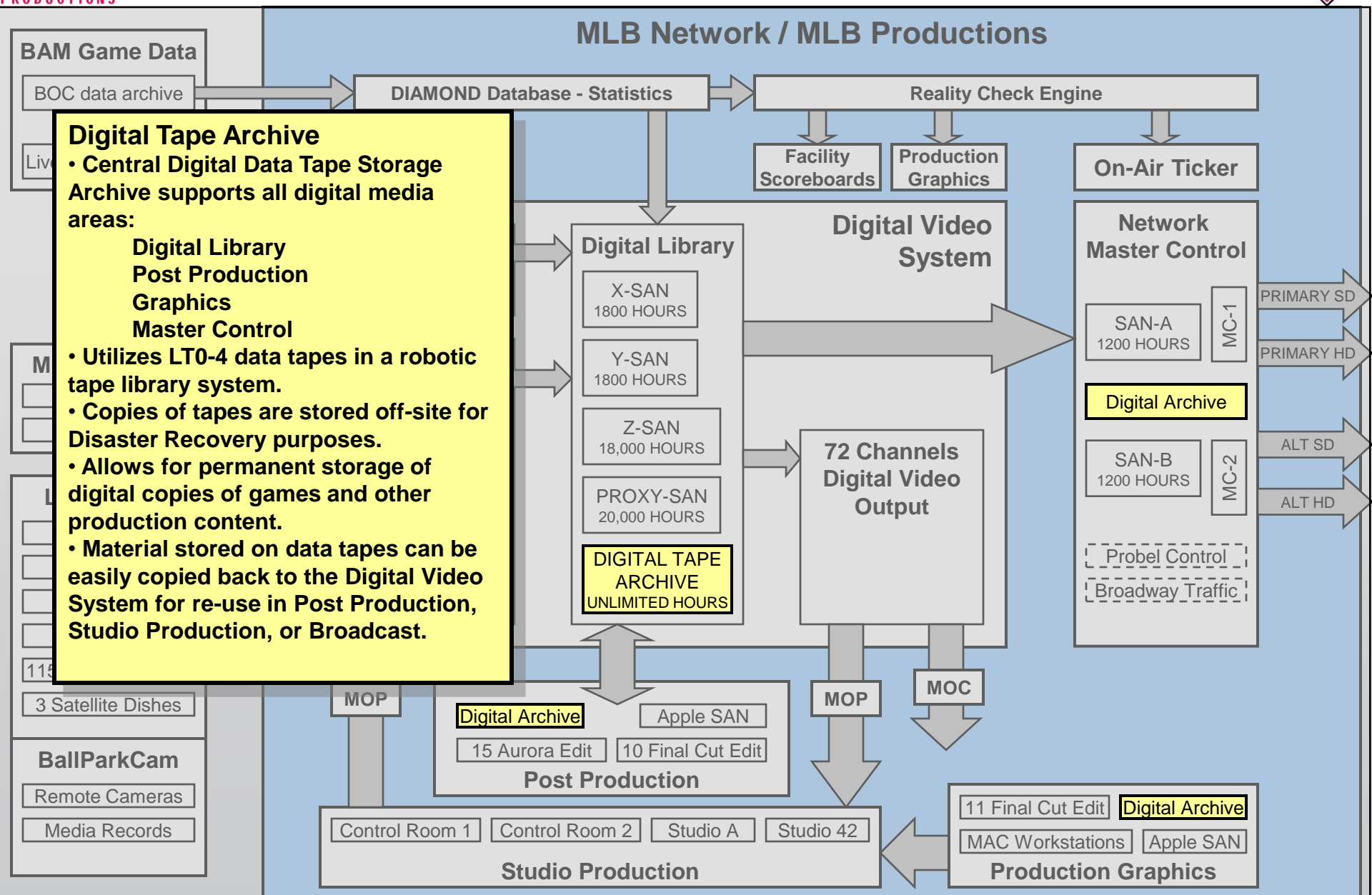


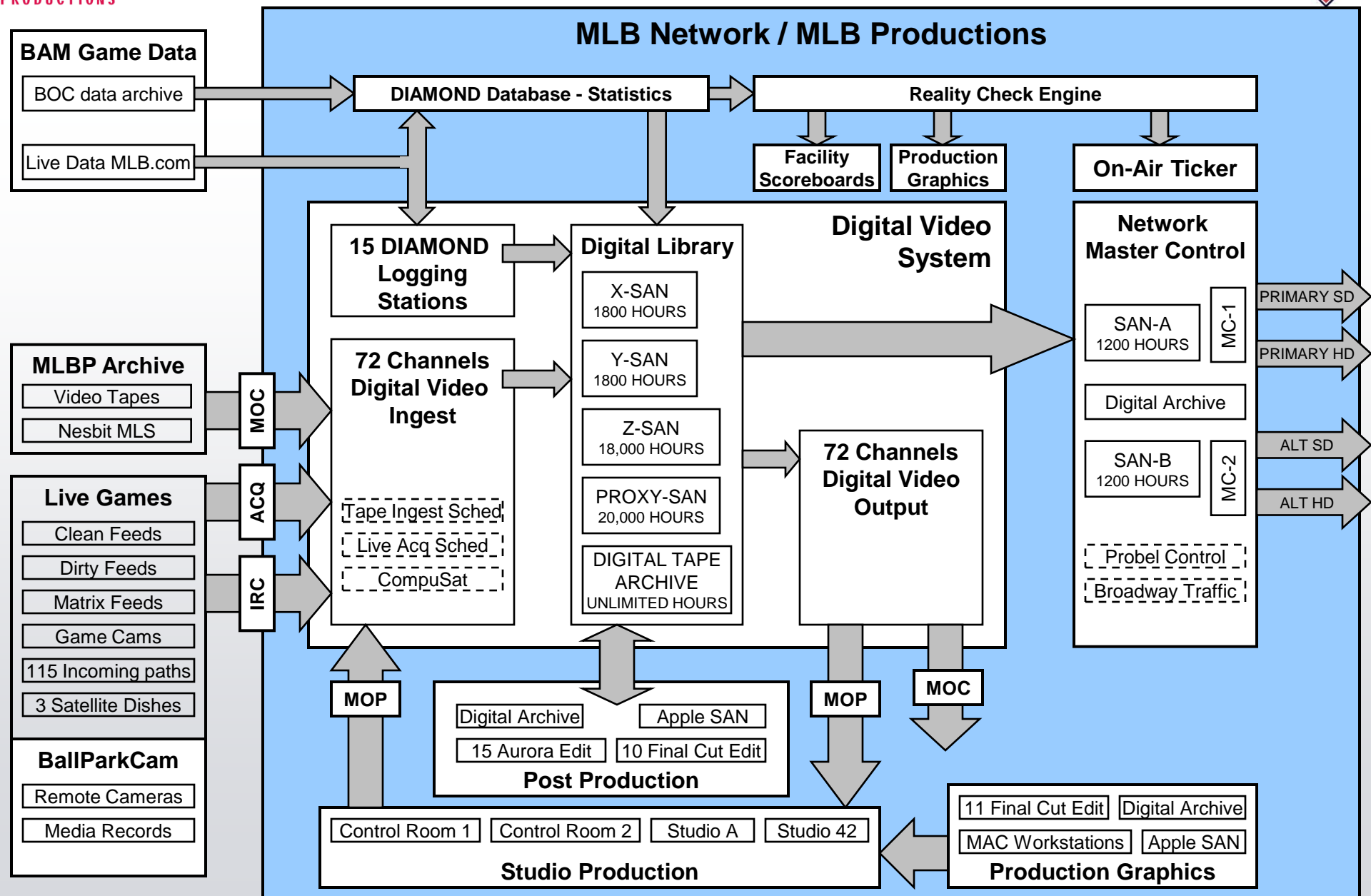




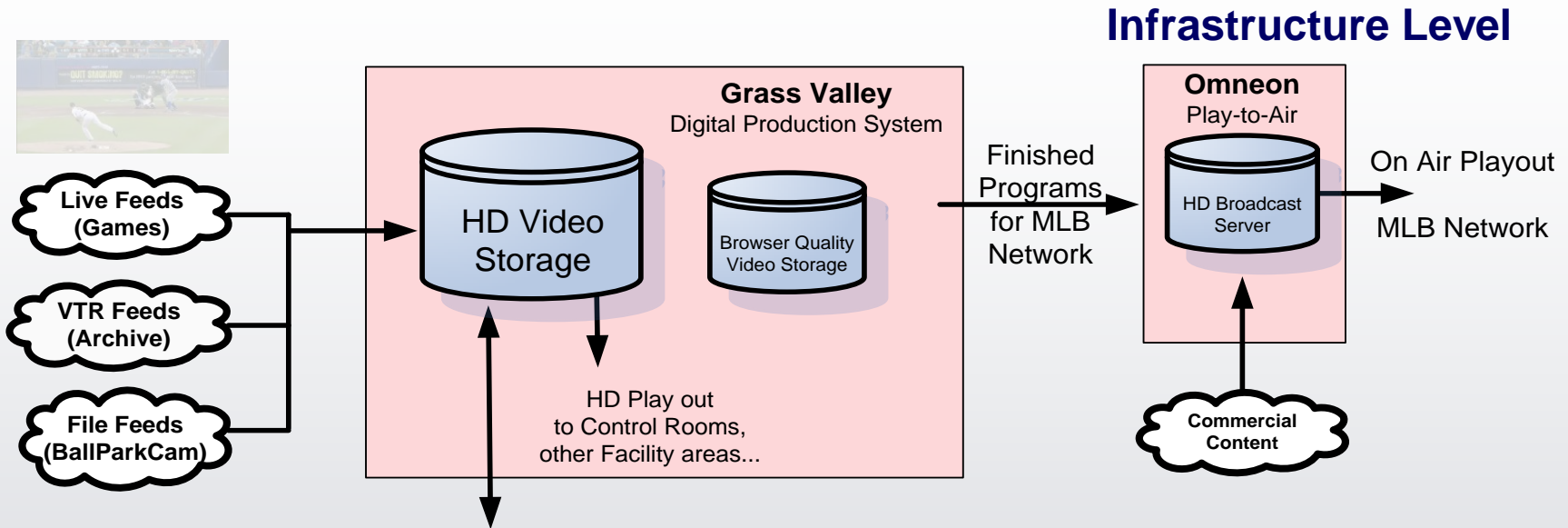




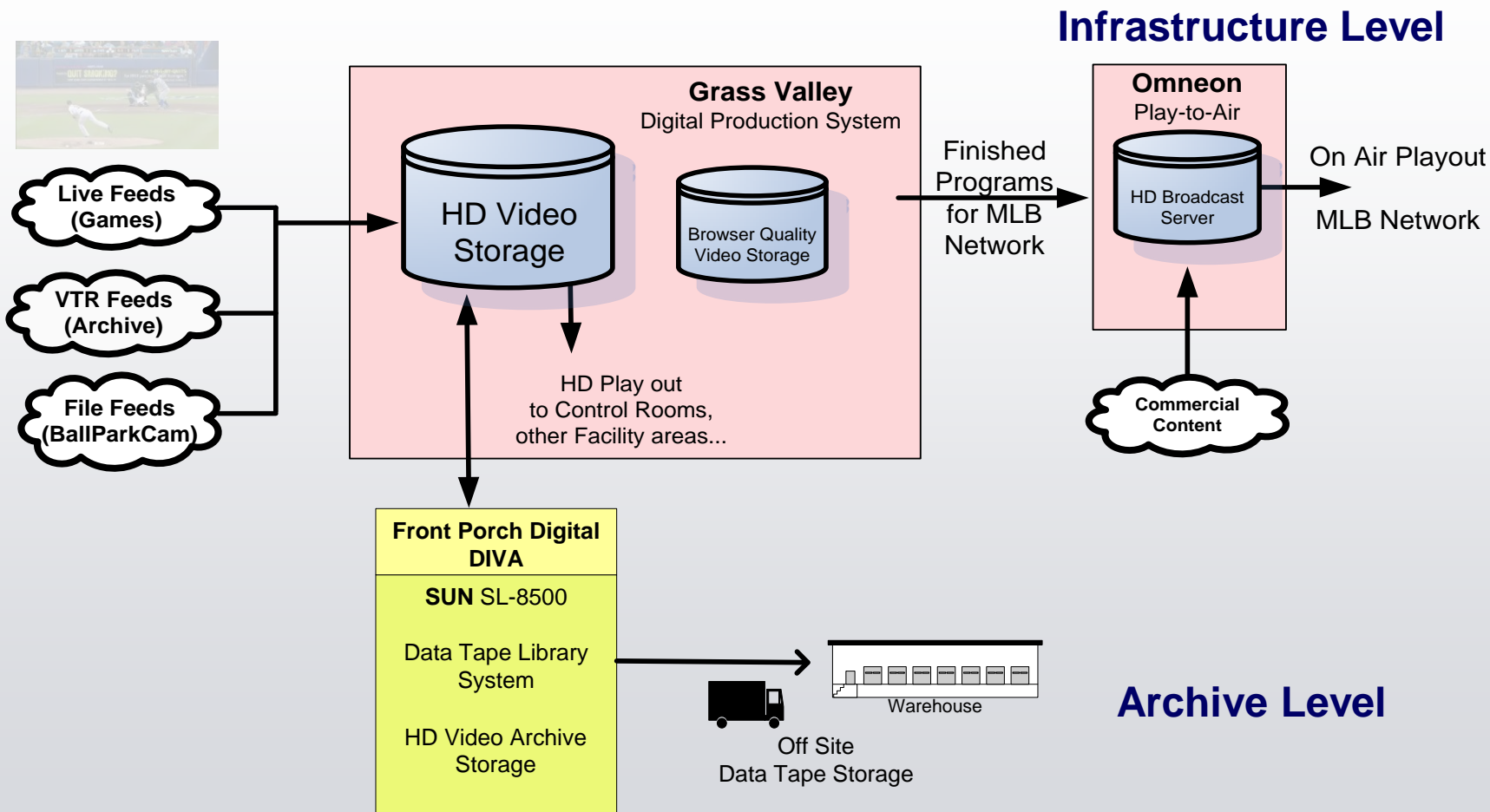




The Architecture



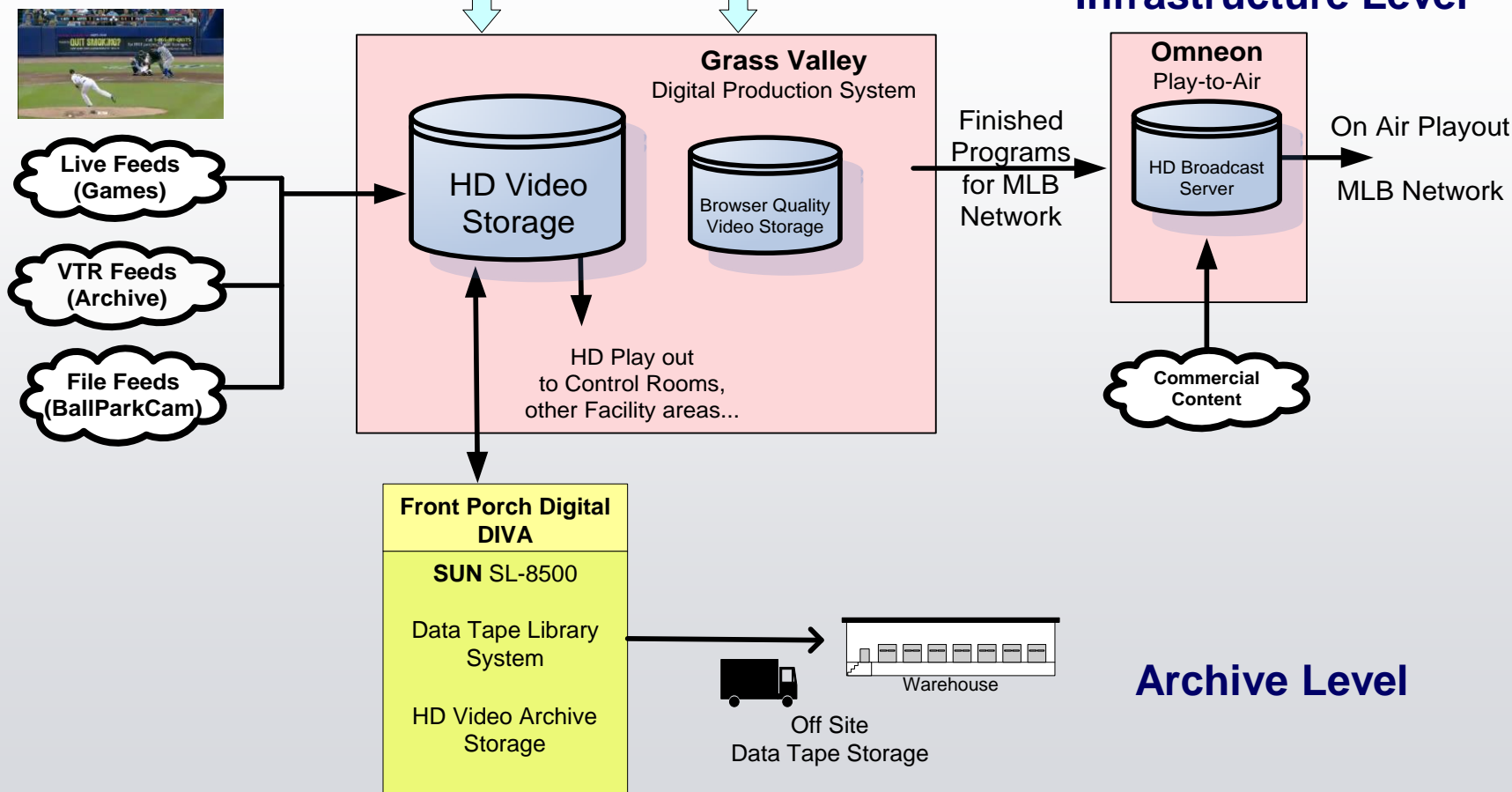
The Architecture

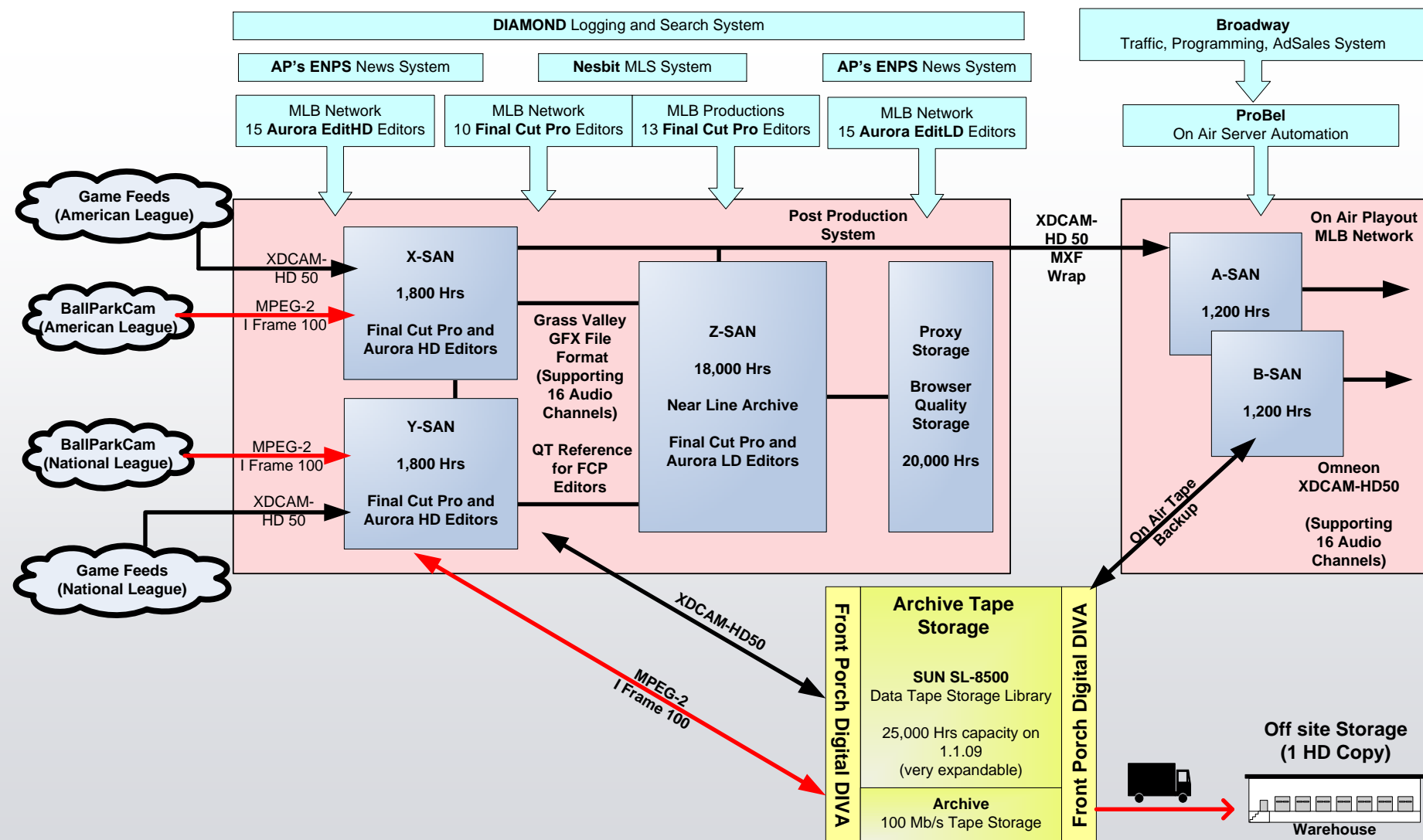


The Architecture

Application Level

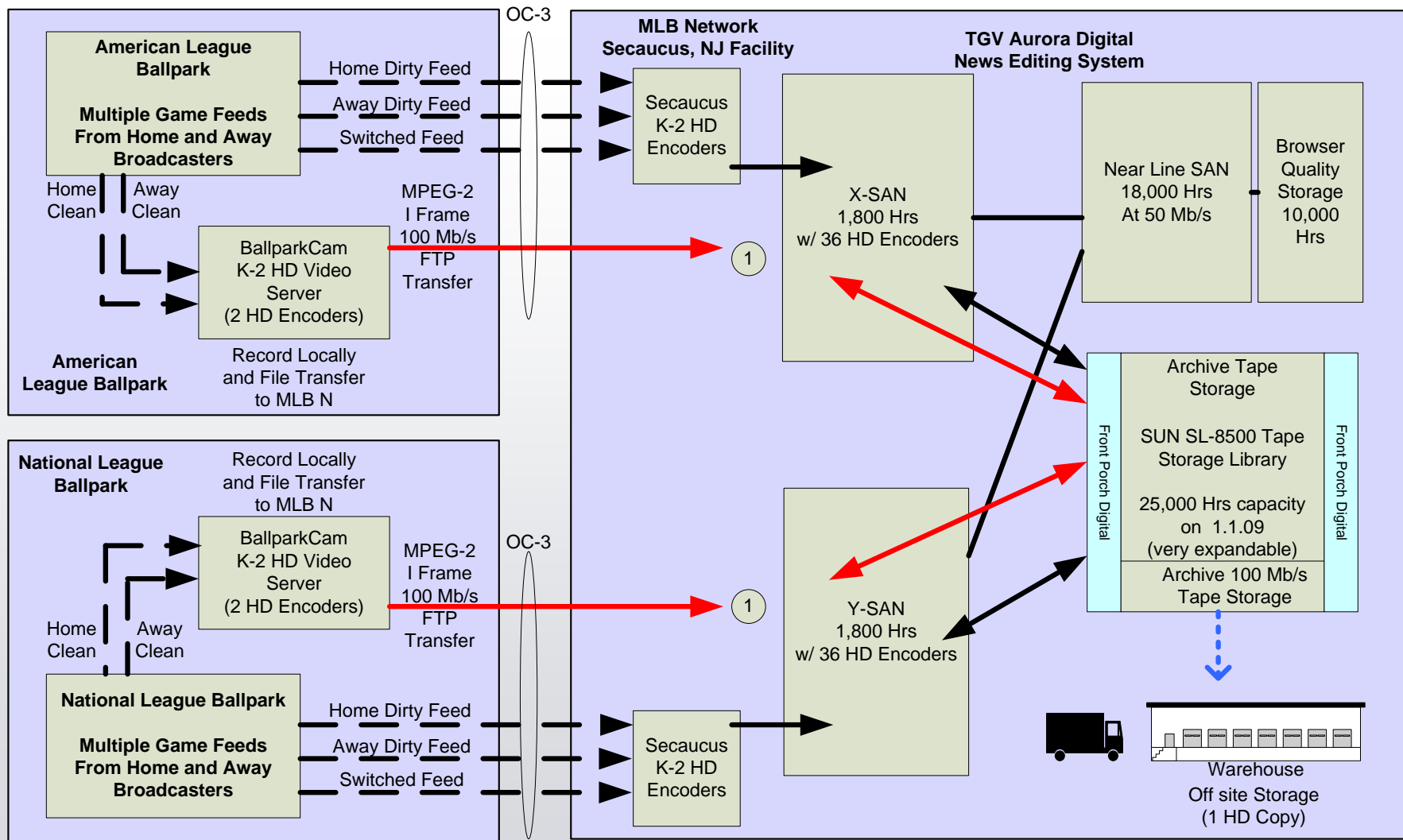
Infrastructure Level





The Ball Parks

The Baseball Archive



The “Content Wave” Statistics – 2009 Season

❖ Dirty Archive Games

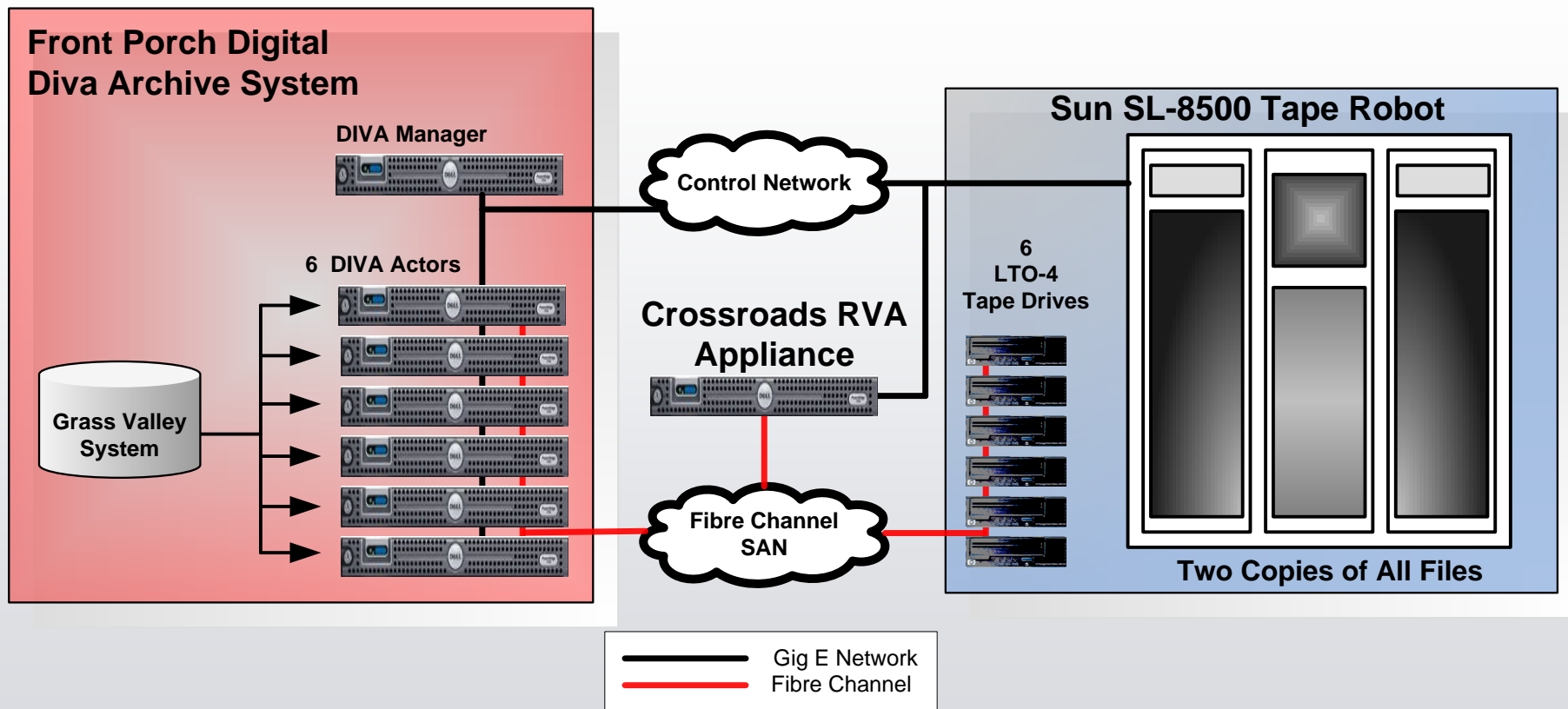
- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 2000 LTO- 4 Tapes for 2009 Season

❖ MLB Network Archive - Capture Daily Program Content

- ❖ 6 – 10 Hours of Content per Day
- ❖ 500 LTO-4 Tapes for 2009 Season

❖ Annual 2009 Storage Consumption of LTO-4 = 2,500Tapes

The “Content Wave” Statistics – 2009 Season



The “Content Wave” Statistics – 2009 Season

A Typical Week

Chart 7: Drive Performance for 10-1-2009 through 10-7-2009

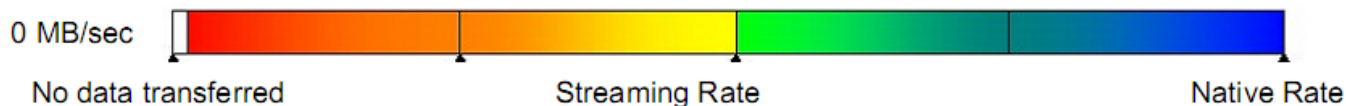
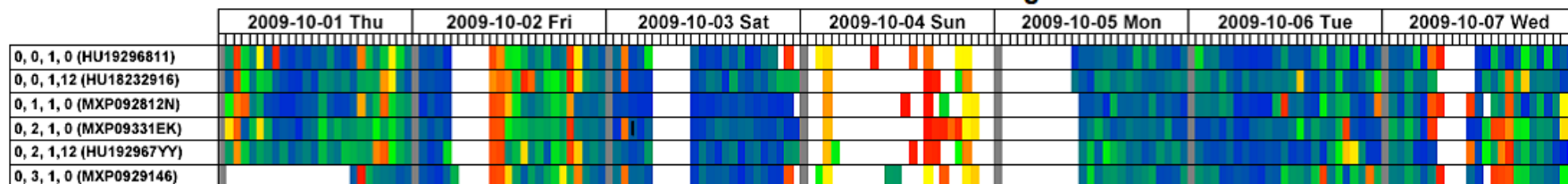
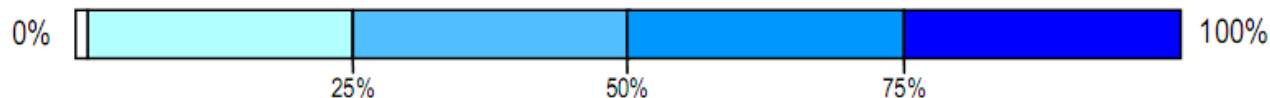
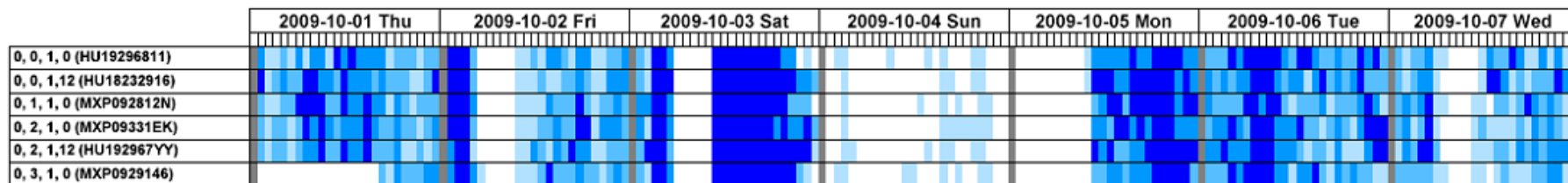


Chart 8: Drive Utilization for 10-1-2009 through 10-7-2009



The “Content Wave” Statistics – 2010 Season

- ❖ As Many as 15 Games per Day are played and recorded.
- ❖ Each Game can be 5 hours in length or more...
- ❖ MLB Network records Home and Away Broadcaster RSN's with Graphics (Dirty Games).
- ❖ MLB Productions records Home and Away Broadcaster RSN's without Graphics (Clean Games)
- ❖ MLB Productions records 1 Isolated BallParkCam Feed per Game.
- ❖ Total content per game can exceed 25 hours of content.
- ❖ 15 Games x 25 Hours = 375 Hours of unique content created per day
- ❖ Two LTO-4 Tapes copies of each recording is created for on-site / off-site storage.
- ❖ Daily Storage Consumption of LTO-4 = 10 – 15 Tapes (up to 12 TB per Day)

The “Content Wave” Statistics – 2010 Season

❖ Clean Archive Games

- ❖ 100 Mb/s Video , 720p, MPEG-2, I-Frame Only, 16 Audio Tracks
- ❖ 4000 – 5000 LTO- 4 Tapes Per Year

❖ Dirty Archive Games

- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 2000 – 2500 LTO- 4 Tapes Per Year

❖ MLB Productions Archive - Capture an additional 100 + Hours of content Per Day

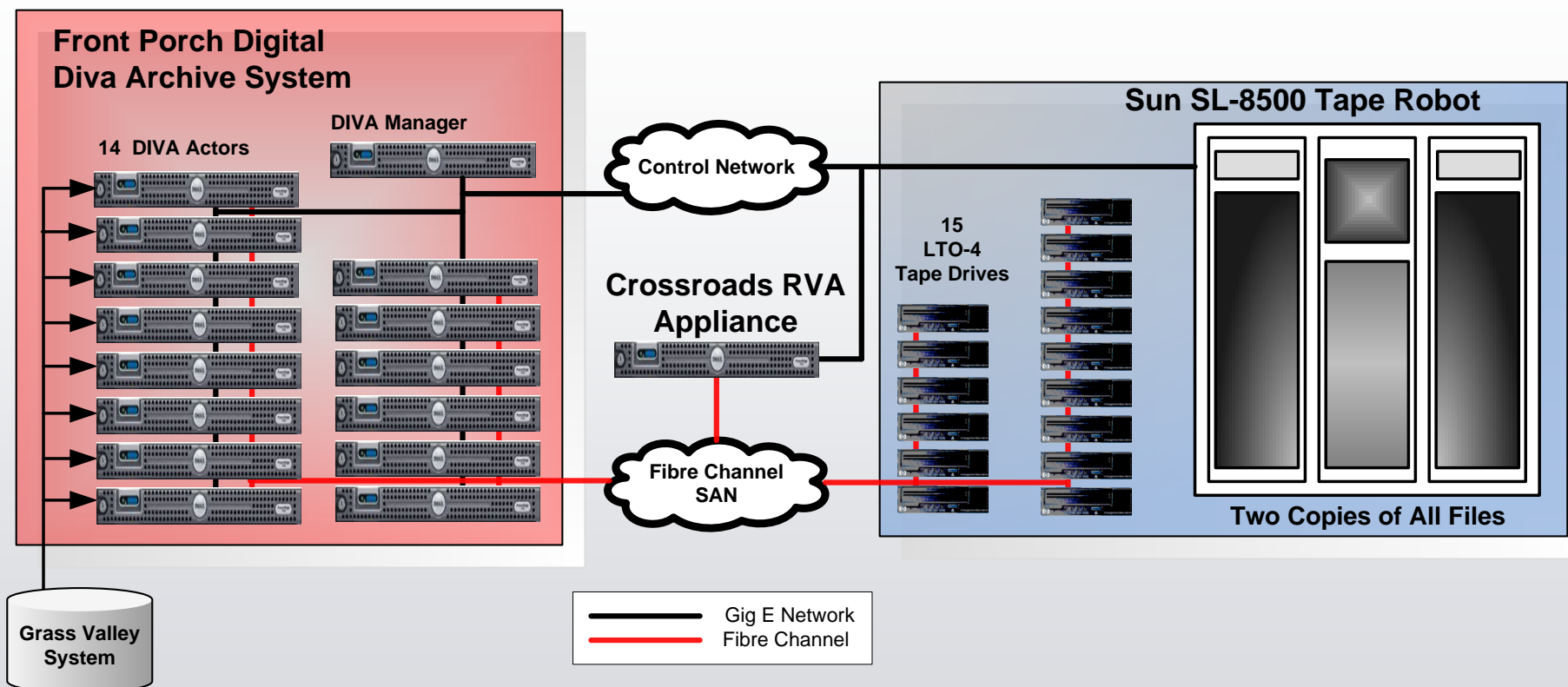
- ❖ Four Encoder Versions of Every Recording
- ❖ 2000 – 2500 LTO- 4 Tapes Per Year

❖ MLB Network Archive - Capture an additional 20 + Hours of content Per Day

- ❖ 1000 – 1500 LTO-4 Tapes Per Year

❖ Annual Storage Consumption of LTO-4 = 9,000 – 12,000 Tapes

The “Content Wave” Statistics – 2010 Season



But wait... What about the history?



MLB Productions and MLB Network

Building the Archives of Baseball



DIAMOND

Asset Management System



Digitized
Industry
Assets
Managed
Optimally
for
Networked
Distribution

No baseball game is a single event, but rather a collection of thousands of events DIAMOND allows us to efficiently capture, thoroughly catalog, and maximally utilize the audio-visual and statistical history of the game.

The Power of DIAMOND

❖ Capture the Video Assets from Multiple Sources

- ❖ 'Live' Game Recordings and other Game Feeds (Melts, BallParkCam, etc.)
- ❖ Archive, Interviews, Field Tapes

❖ Catalog the Video Content

- ❖ Across Multiple Databases
- ❖ With Content Expert Loggers

❖ Search

- ❖ Across Multiple Collections of Information
- ❖ Customized for the Individual End User

❖ Repurpose and Monetize the Video Content

- ❖ High-speed Access to Current and Historical Content
- ❖ Repurposing of Archives for Broadcast Highlights, Client Programming, and Third-Party Licensing

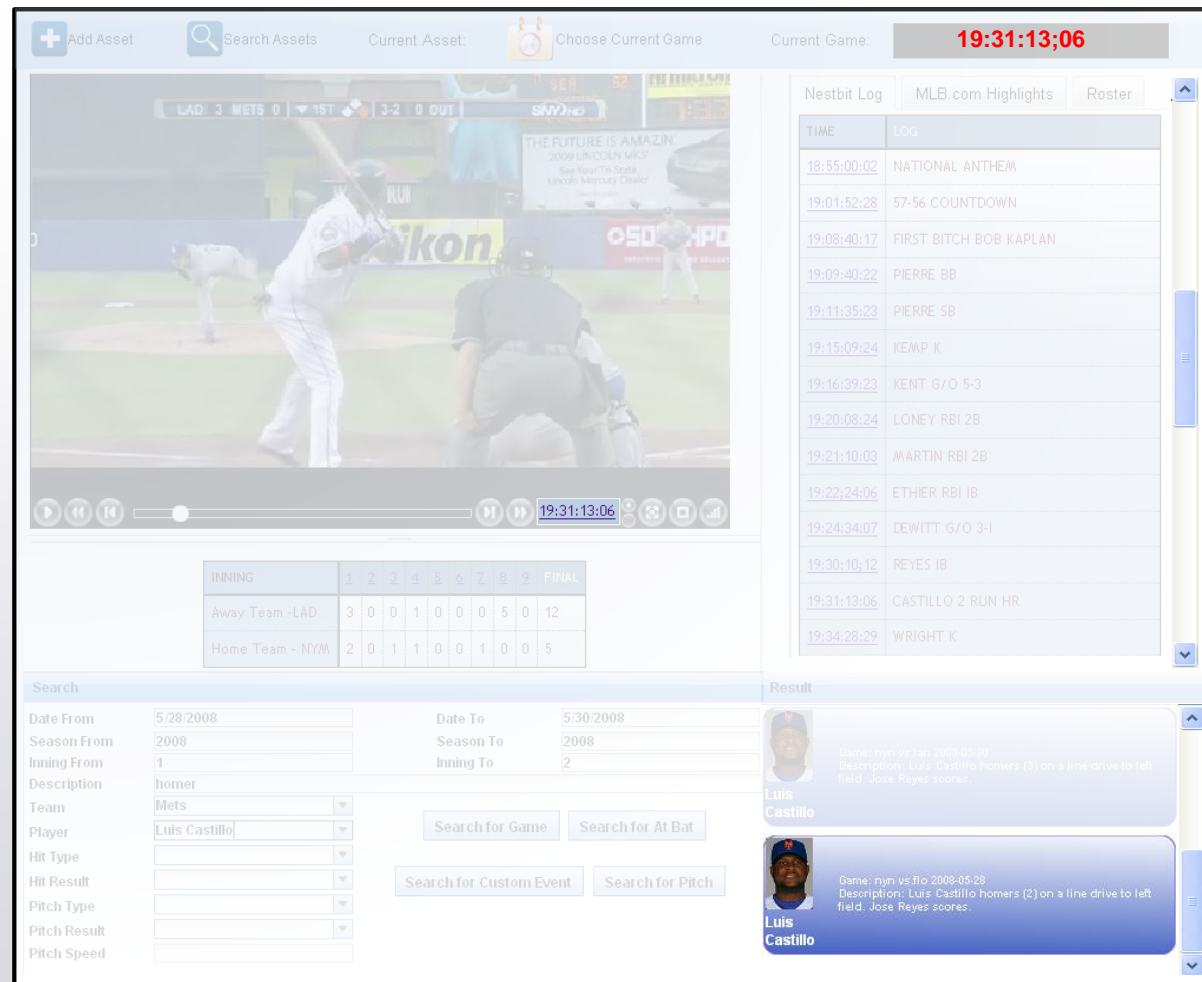
❖ Protect the Investment

- ❖ Store On Site - Instant Access, Quick Turnaround for Production / Broadcast
- ❖ Archive Off Site - Historical Preservation, Disaster Protection



The Power of DIAMOND

- ❖ Provide Desktop Browser Access to View Content
- ❖ Search Content and View the Results as Video
- ❖ Create Complex Searches from Pull Down Menus
- ❖ Search Across Multiple Sources of Information
- ❖ Display Statistics and Logs of Game while in Viewer
- ❖ High speed HD Content Workflow retrieval through XML Interface with multiple applications
- ❖ XML Import of Search Results to Edit Timeline in Grass Valley Aurora and Apple Final Cut Pro

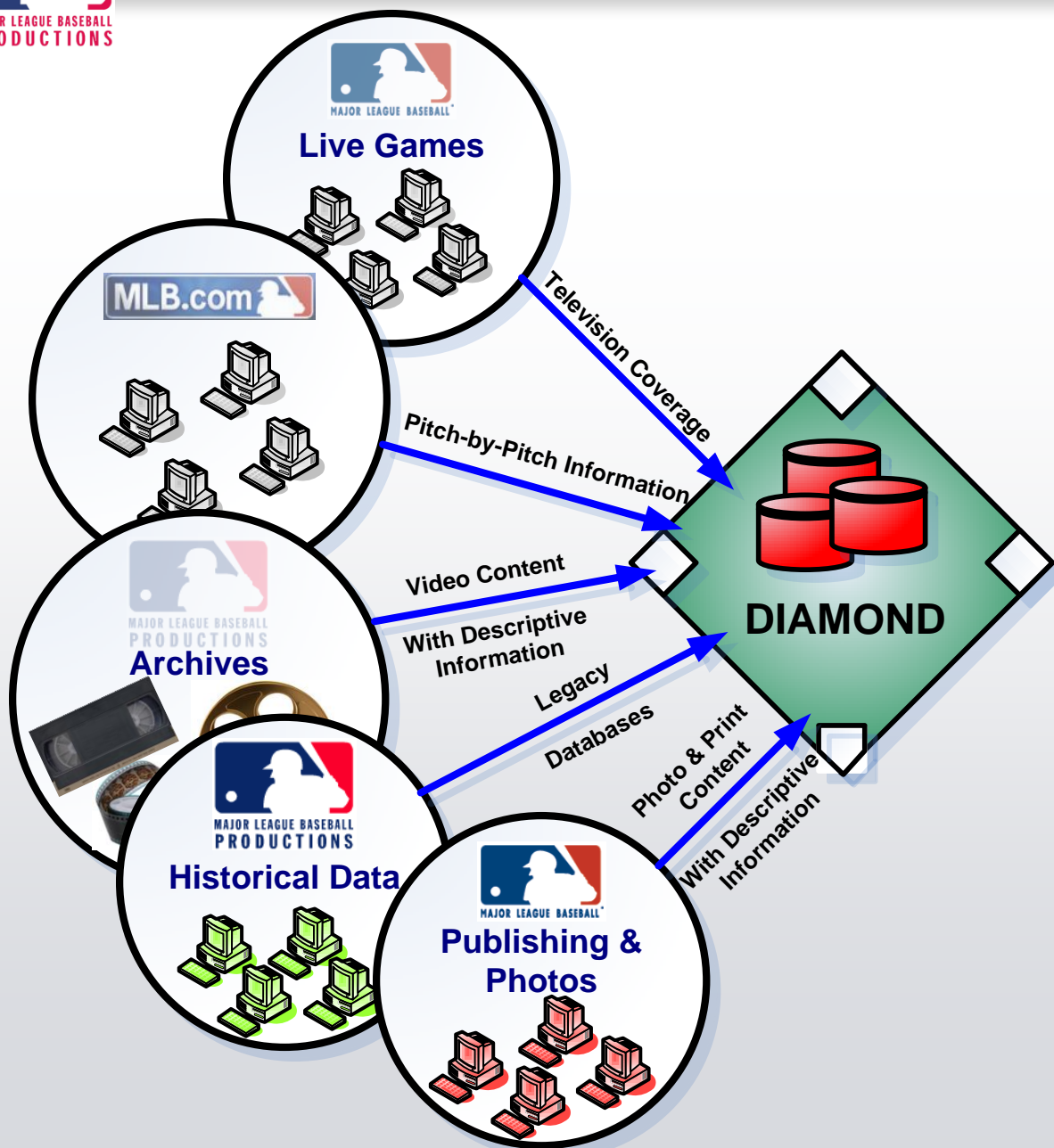


The screenshot displays the DIAMOND media management interface. At the top, there's a navigation bar with options like 'Add Asset', 'Search Assets', 'Current Asset', 'Choose Current Game', and 'Current Game: 19:31:13;06'. Below this is a large video player showing a baseball game in progress. To the right of the video player is a 'Nestbit Log' table with columns for 'TIME' and 'LOG'. Below the video player is a table showing the game's progress by inning.

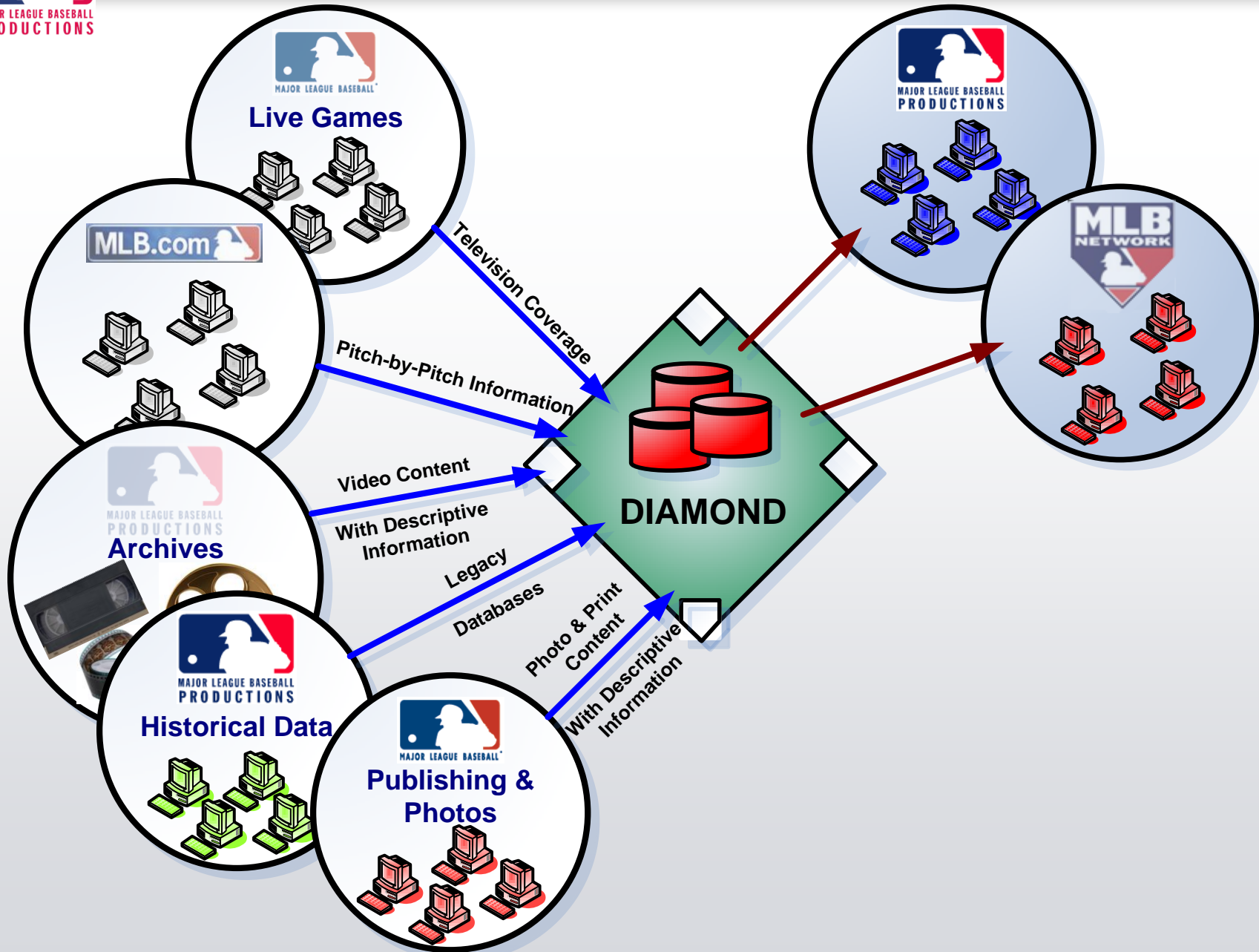
INNING	1	2	3	4	5	6	7	8	9	FINAL
Away Team - LAD	3	0	0	1	0	0	0	5	0	12
Home Team - NYM	2	0	1	1	0	0	1	0	0	5

Below the table is a search bar with various filters like 'Date From', 'Season From', 'Inning From', 'Description', 'Team', 'Player', 'Hit Type', 'Hit Result', 'Pitch Type', 'Pitch Result', and 'Pitch Speed'. To the right of the search bar is a 'Result' section showing search results for 'Luis Castillo'.

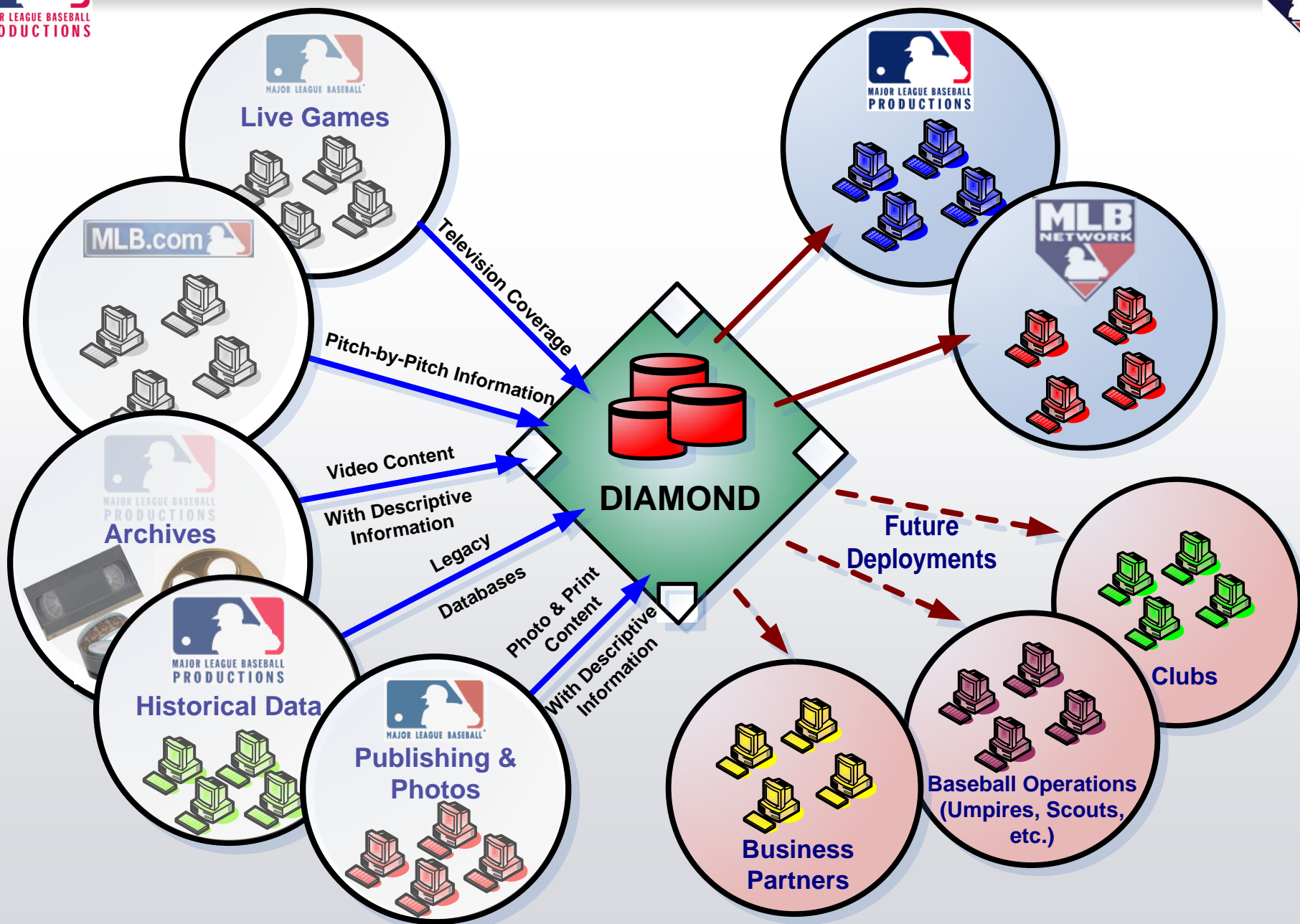
TIME	LOG
18:55:00:02	NATIONAL ANTHEM
19:01:52:28	57-56 COUNTDOWN
19:08:40:17	FIRST BITCH BOB KAPLAN
19:09:40:22	PIERRE BB
19:11:35:23	PIERRE SB
19:15:09:24	KEMP K
19:16:39:23	KENT G/O 5-3
19:20:08:24	LONEY RBI 2B
19:21:10:03	MARTIN RBI 2B
19:22:24:06	ETHER RBI IB
19:24:34:07	DEWITT G/O 3-1
19:30:10:12	REYES IB
19:31:13:06	CASTILLO 2 RUN HR
19:34:28:29	WRIGHT K



DIAMOND STAKEHOLDERS



DIAMOND STAKEHOLDERS



“If you build it, they will come...”



MLB Network Studio 3 & Studio 42



Questions and Answers

**MLB Productions
&
MLB Network**



Thank You

MLB Productions & MLB Network