

**Title:** *Major League Baseball slides into a new home, Sundays on Peacock*

**Type:** Watch Guide (Sports)

**Work:** Blog Post

**Word Count:** 506

Announced Wednesday, April 6, Comcast NBCUniversal's streaming service Peacock will become the exclusive home to a new Major League Baseball Sunday game streaming and broadcast package.

MLB's move towards digital exclusivity will see Peacock as the new home for MLB content produced in conjunction with NBC Sports. Starting May 8, the streaming service will stream a package of 18 Sunday morning Major League Baseball games as well as all the supplemental MLB coverage fans have come to love, including pregame and postgame content. The service will also play host to the SiriusXM All-Star Futures Game during All-Star week in July. As part of this new partnership, the baseball games will be exclusive to Peacock and appear on its \$4.99-a-month premium tier.

"We are excited to announce this multi-year partnership with Major League Baseball, which will exclusively offer Peacock subscribers a premium property in a unique time slot for the sport, while continuing NBC Sports' rich baseball history," said NBC Sports chairman Pete Bevacqua.

Peacock's games will start at a new time of 11:30 a.m. for the first six weeks and at noon the following 12 weeks. Eager fans can watch the first game in the package, Chicago White Sox vs. Boston Red Sox at Fenway Park, on May 8 at 11:30 a.m. ET, streaming live on Peacock's platform and, for this game only, simulcast on the NBC broadcast network. The remaining 17 games (through September 4) will then be exclusively available on Peacock's premium service.

As explained in a statement by Rick Cordella, EVP and Chief Commercial Officer for Peacock, "Expanding Peacock's premium live sports offering for subscribers remains a top priority and we are very excited to partner with MLB to bring a new, exclusive package of games to Peacock on Sunday mornings for baseball fans."

Rounding out the programming on offer, Peacock's new on-demand MLB hub will also provide exclusive access to classic MLB games, original content and documentaries from the MLB Film & Video Archive and highlight reels.

"As consumption habits continue to evolve, it is important for us to provide new ways for fans who are outside the cable bundle to watch MLB games," said Noah Garden, MLB chief revenue officer. "This agreement marks an exciting new chapter to the extensive history of innovation between MLB and NBC Sports in delivering exciting baseball action to our fans."

The agreement is the latest sign of national sports teams continuing to migrate toward streaming as a way to boost revenue and provide value-added content to paying fans. This new partnership between MLB and Peacock is the most recent move in NBCUniversal's strategy to shift focus toward for-pay premium content. A relative newcomer on the streaming scene, Peacock already boasts nearly 25 million monthly active accounts, including more than 9 million paid subscribers. This expansion of Peacock's reach into major league sports seizes upon a recent trend in the

ongoing streaming wars, which has already seen deals struck with Apple TV+ to stream MLB doubleheaders on Friday nights and with Amazon to stream Yankees games.