

## FOX SELLS ADVERTISING INVENTORY



The Fox Company has recently sold out of its entire advertisement inventory for the Major League Baseball All Star Game, a game that many people will be tuning in to watch. Sources say that advertisement slots, which would last for approximately 30 seconds, would cost advertisers and companies a total of \$550,000 a piece, even though there was a lot of controversy about how there would be competition since the NBC is holding the Olympics and is actually the official sponsor for the Olympics. Just as usual however, several companies chose to purchase advertisements slots with the most active companies being automotive companies and companies that offer financial assistance and assorted services. Several of the usual sponsors for the MLB will have their advertisements displayed during commercials for the game. Some of these sponsors include General Motors, State Farm, Pepsi-Cola, Taco Bell and several others. In fact, General Motors has advertisement sponsorships for both before the game and after the game shows as well. When the Olympics are not taking place, the MLB happens to be the biggest television event of the entire summer. In fact, the game that took place last year in the Arizona area managed to rake in about 11 million viewers. Usually when the Olympics are taking place, however, it will give the MLB game a run for its money when it comes down to the number of people who are watching the games. Although many professional sports exhibitions are not as meaningful, the MLB All Star Games is considered very serious and meaningful. For nearly a decade, the outcome of this particular game often portrayed which teams had an advantage for the World Series, which is yet another reason why so many people tune in to watch. Fox will start airing the game on the 10<sup>th</sup> of July, which is a Tuesday and the live coverage will begin at 7:30 PM EDT. The announcer for the game will be Joe Buck. There will also be several reporters from the Fox station who will be at the game, including one particular reporter, Ken Rosenthal. During this year, players of the MLB will be allowed to post Tweets (short messages) on their Twitter accounts which mean that the policy set for social media has been relaxed for this year's game. When a player is not on the field, he will be able to chat it up with the fans on Twitter if he would like to, which is definitely a good way to get people interested in the game, especially by increasing social media interaction between players and fans. Fans will likely stay glued to the TV and to their computers or mobile devices so they can catch any important Tweets from some of their favorite MLB players.

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