



# POWER OF BALTIMORE ORIOLES





**IT STARTS WITH  
THE FANS**



# THE NUMBERS BEHIND THE PASSION



## GENDER

**60% Male**  
**40% Female**



## INCOME

The average household  
income of Orioles fans  
is **\$116k**

16% higher than Ravens  
fans  
21% higher than U.S  
population



## FAMILY

Orioles' fans are **24% more  
likely** to have children who  
are younger than 12 years old



# WHERE PASSION MEETS ENGAGEMENT

# UNPARALLELED REACH DURING THE SEASON



**162**

GAMES SPANNING 8  
MONTHS

**26,453**

MINUTES OF GAME  
PLAYED

## OTHER LEAGUES



**17**

Games across 5 months



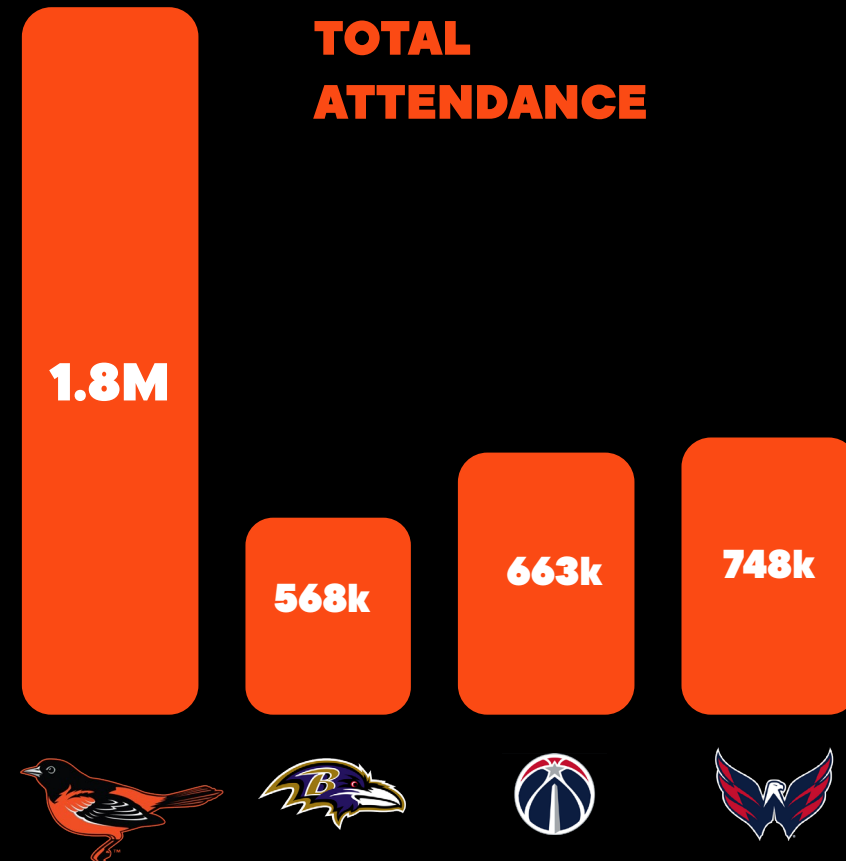
**82**

Games across 7 months



**82**

Games across 5 months



# CONNECTING FANS THROUGH EVERY HIGHLIGHT



**15**

ROGERS' 15 CONSECUTIVE  
STARTS ALLOWING TWO OR  
FEWER RUNS IS THE LONGEST  
BY ANY PITCHER THIS SEASON



**4 WALKOFFS**

4 WALKOFFS IN 5 GAMES, 3 OF  
WHICH WERE BY ROOKIES



**8 YEARS**

BASALLO SIGNED AN 8 YEAR  
EXTENSION WITH THE  
ORIOLES



# ELEVATING FAN EXPERIENCES

**GIVEAWAYS**

**EXPANDED  
BIRD BATH**

**PREGAME  
CONCERTS**



*Carry J.*

**2131**

**30<sup>TH</sup> ANNIVERSARY**





# OFFSEASON EVENTS



**20**  
EVENTS  
**12**  
PLAYERS/COACHES



# COMMUNITY CONNECTION

FOOD & FUNDS

1,600 + LBS

FOOD COLLECTED





# COMMUNITY CONNECTION

CareFirst.



## CAREFIRST BOOK DRIVE

# 450+

## BOOKS DONATED



# RBI PROGRAM

**750+**

**KIDS  
PARTICIPATED**

**AGES 8-19**

**170+**

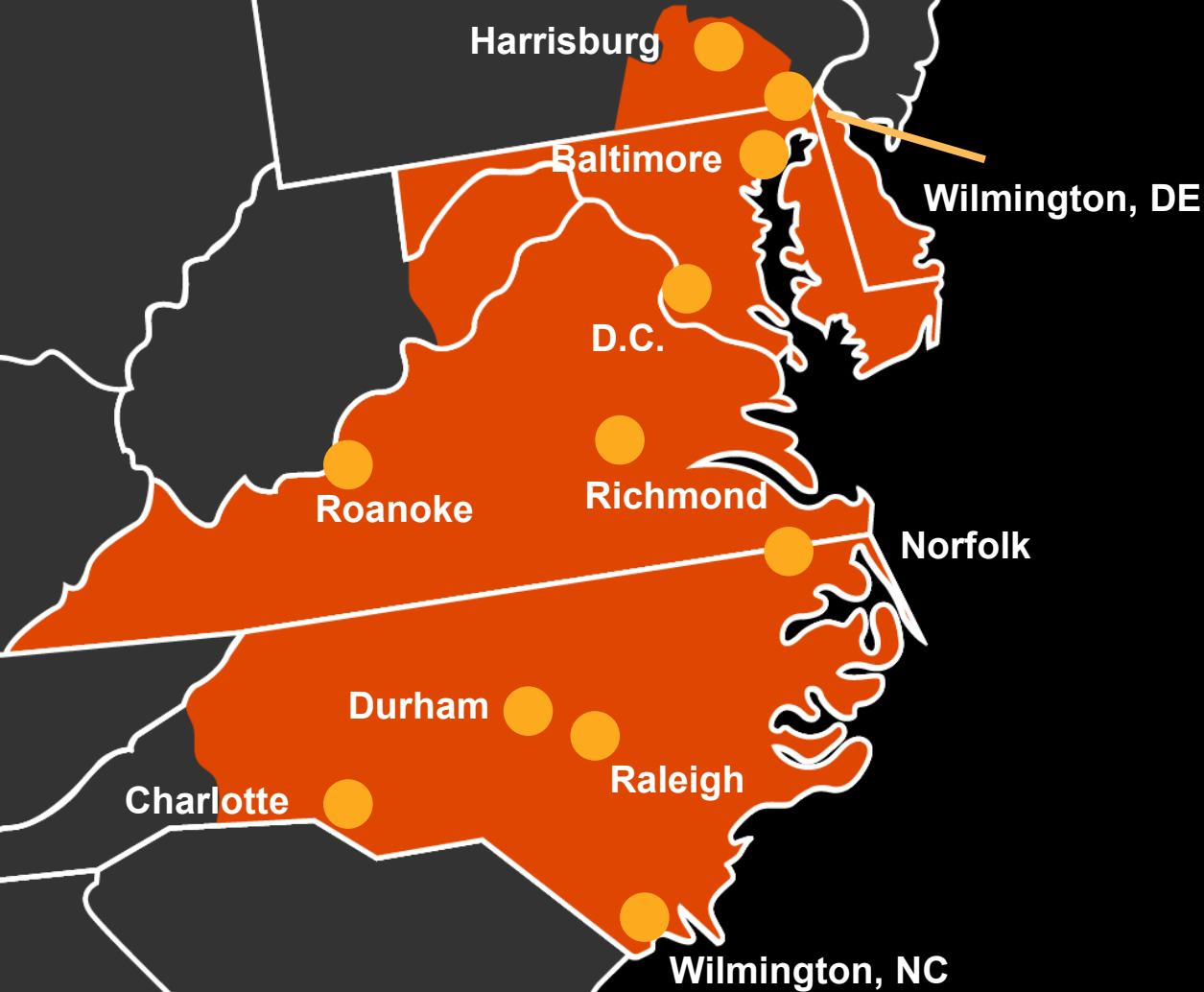
**VOLUNTEER  
COACHES**

**47 TEAMS**

**IN BALTIMORE  
CITY & COUNTY**

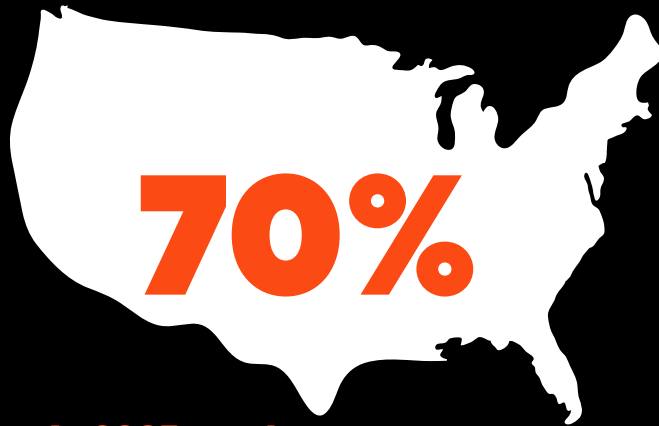
**masn**

**MASN  
REACHES  
MAJOR  
CITIES  
BEYOND  
THE DMV**





# TV VISIBLE ASSETS REACH TOP MARKETS OUTSIDE BALTIMORE



In 2025, our home games reached audiences in 7 of the top 10 U.S. markets

## IN ORDER OF ESTIMATED POPULATION

1.  NEW YORK (10 games)
2.  LOS ANGELES (6 games)
3. PHILADELPHIA
4.  CHICAGO (3 games)
5.  DALLAS/FORTH WORTH (3 games)
6. ATLANTA
7.  HOUSTON (4 games)
8. PHOENIX
9.  MIAMI/FORT LAUDERDALE (3 games)
10.  SF/OAKLAND/SAN JOSE (3 games)



**TV VISIBLE  
ASSETS REACH  
TOP MARKETS  
OUTSIDE  
BALTIMORE**



**Approx. 80% of all 2025  
games reached the top 20  
markets**

**IN ORDER OF ESTIMATED POPULATION**

- |     |  |  |     |   |   |
|-----|--|--|-----|---|---|
| 1.  |    | <b>NEW YORK (16 games)</b>                 | 11. |    | <b>WASHINGTON D.C. (6 games)</b>              |
| 2.  |    | <b>LOS ANGELES (9 games)</b>               | 12. |    | <b>DETROIT (6 games)</b>                      |
| 3.  |    | <b>PHILADELPHIA (3 games)</b>              | 13. |    | <b>TAMPA/ST. PETE/SARASOTA<br/>(13 games)</b> |
| 4.  |    | <b>CHICAGO (9 games)</b>                   | 14. |    | <b>BOSTON (13 games)</b>                      |
| 5.  |    | <b>DALLAS/FORTH WORTH (6 games)</b>        | 15. |    | <b>SEATTLE/TACOMA (6 games)</b>               |
| 6.  |    | <b>ATLANTA ( 3 games)</b>                  | 16. |    | <b>ORLANDO/DAYTONA BEACH (16<br/>games)</b>   |
| 7.  |   | <b>HOUSTON (7 games)</b>                   | 17. |   | <b>MINNEAPOLIS/ST. PAUL (6 games)</b>         |
| 8.  |  | <b>PHOENIX ( 3 games)</b>                  | 18. |  | <b>SACRAMENTO/STOCKTON<br/>(6 games)</b>      |
| 9.  |  | <b>MIAMI/FORT LAUDERDALE (3<br/>games)</b> | 19. |  | <b>CLEVELAND/AKRON (7 games)</b>              |
| 10. |  | <b>SF/OAKLAND/SAN JOSE<br/>(9 games)</b>   | 20. |  | <b>DENVER (3 games)</b>                       |

# BUILDING CONNECTION THROUGH STREAMING



A NEW DIRECT-TO-CONSUMER STREAMING PLATFORM TO ACCESS LIVE ORIOLES HOME AND AWAY GAMES

**masn+**  
**1 BILLION+**

TOTAL MINUTES OF ORIOLES HOME AND AWAY GAMES WATCHED FOLLOWING LATE APRIL LAUNCH

The advertisement features a television screen displaying a promotional graphic. On the left, a Washington Nationals player in a white uniform with a red helmet is shown in a batting stance. On the right, a Baltimore Orioles pitcher in a dark blue uniform is shown in a pitching motion. The MASN+ logo is prominently displayed in the center. Below the logo, the text reads 'STREAM GAMES LIVE'. At the bottom, pricing information is provided: '\$19.99 MONTHLY' and '\$89.99 SEASON PASS | BEST VALUE!'. The website 'MASNSPORTS.COM' is listed below the pricing. A small disclaimer at the very bottom of the screen reads '\*SUBJECT TO NATIONAL EXCLUSIVITIES. SUBSCRIPTION ENDS SEPTEMBER 30, 2025'.



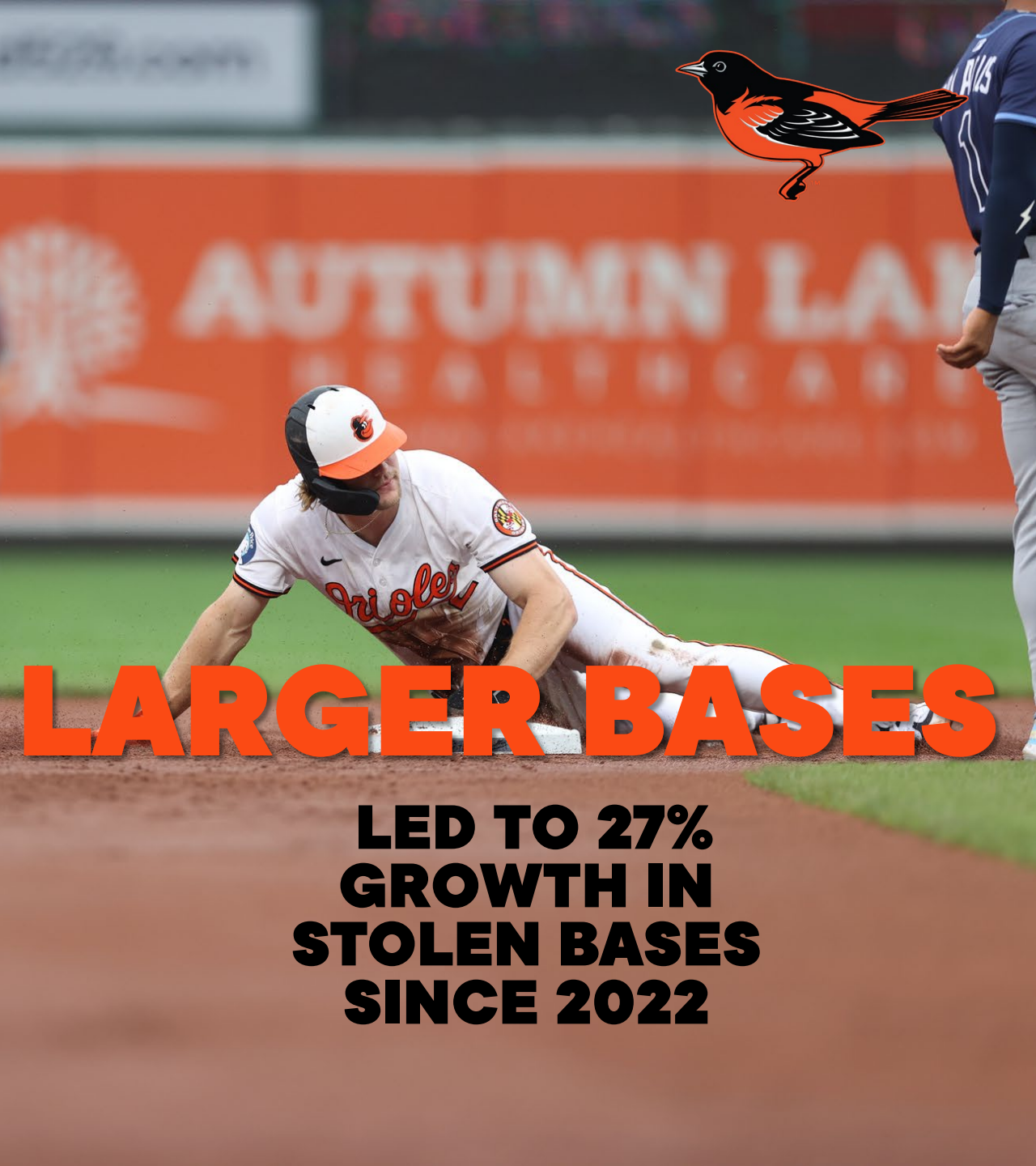
**THE ORIOLES HONOR THEIR  
LEGACY WHILE  
INNOVATING FOR THE  
FUTURE**



# PITCH CLOCK

**REDUCED GAME  
TIME BY 18%**

Source: Baseball Reference, MLB Game Master Table



# LARGER BASES

**LED TO 27%  
GROWTH IN  
STOLEN BASES  
SINCE 2022**

# PREMIUM CLUB ELEVATING HOSPITALITY EXPERIENCE



# NEW CLUB LEVEL BARS ALONG FIRST & THIRD BASELINES



# UPDATED SCOREBOARDS AND BALLPARK LEDS



# UPDATED SARASOTA SPRING TRAINING FACILITY



# UPDATED SARASOTA SPRING TRAINING FACILITY



# UPDATED SARASOTA SPRING TRAINING FACILITY





# LOOKING AHEAD

