

# Apple signs its first sports rights deal, teaming up with MLB for 'Friday Night Baseball'

March 9 2022, by Scooby Axson, Usa Today

---



Credit: Unsplash/CC0 Public Domain

Apple, one of world's highest revenue producing companies, is making its first foray into live sports teaming with Major League Baseball for

"Friday Night Baseball," the company announced Tuesday.

"Friday Night Baseball" will be a doubleheader on Apple TV+ featuring live pre- and postgame shows and will be available in the United States, Canada, Australia, Brazil, Japan, Mexico, Puerto Rico, South Korea, and the United Kingdom, with expansion to other markets at a later time.

Major League Baseball will produce the telecasts, but the teams that are featured during those games won't be televised on regional sports networks.

The package also include "MLB Big Inning," a live show with highlights and look-ins airing every weeknight during the regular season.

Currently, there is no start to the baseball season, as the players are locked out until a new collective bargaining agreement can be reached.

Apple is just the latest streaming service to get into sports, following Amazon Prime's \$1 billion deal per season to televise the NFL's "Thursday Night Football."

Netflix produces sports documentaries, including the popular "Formula 1: Drive to Survive," but have yet to get into live sports.

Netflix's CEO said last year that their streaming service is "on-demand and ad-free" and that sports might be a long way off.

©2022 USA Today

Distributed by Tribune Content Agency, LLC.

Citation: Apple signs its first sports rights deal, teaming up with MLB for 'Friday Night Baseball' (2022, March 9) retrieved 25 April 2024 from <https://techxplore.com/news/2022-03-apple-sports-rights-teaming-mlb.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.