



## **YOUTUBE™ IN JAPAN TO OFFER MLB.JP CHANNEL FEATURING FULL-LENGTH GAMES AND HIGHLIGHTS OF MAJOR LEAGUE BASEBALL**

*Thousands of videos available, including historic game footage from MLB.com’s “Baseball’s Best” archive and Japan-born player highlight reels*

**TOKYO, JAPAN (August 30, 2010):** YouTube™ and MLB Advanced Media, L.P. (MLBAM), the interactive media and Internet company of Major League Baseball, today announced a partnership to offer baseball fans in Japan a new way to follow Major League Baseball. Fans in Japan will be able to enjoy full-length MLB game videos on-demand plus multiple highlight reels of every game from the 2009 and 2010 seasons on the YouTube Channel ([www.YouTube.com/mlbglobal](http://www.YouTube.com/mlbglobal)) of MLB.JP — MLB’s official Japanese-language Web site. All videos will be ad-supported and free of charge, and games from the current season will be available within 36 hours of their completion. This deal represents the largest partnership for premium sports content in YouTube history.

In addition to current season games and a full archive of the entire 2009 season, the MLB.JP Channel on YouTube™ also features a variety of short-form video, such as “Condensed Games,” game replays, and “FastCast,” a quick recap of every game played on a given day. Videos from MLB.com’s library of Baseball’s Best Moments will also be available, offering some of history’s greatest games from Hank Aaron breaking Babe Ruth’s career home run record in 1974 and Randy Johnson’s perfect game in 2004.

To help Japanese fans follow the daily performances of Japan-born players across Major League Baseball, short highlight reels of these players’ top plays from the day and short-form videos reflecting on historic games featuring Japanese players will be available on-demand via the MLB.JP YouTube Channel. Fans will be able to relive Hideo Nomo’s first game in the big leagues and Hideki Matsui’s MVP-performance in the 2009 World Series.

The MLB YouTube Channel in Japan provides a complement to the breadth of MLB content available to Japanese baseball fans on MLB.JP — a site that offers free live video with Japanese-language commentary of games featuring Japan-born stars Ichiro, Hideki Matsui and Daisuke Matsuzaka. The MLB.TV subscription product meanwhile lets users watch every MLB game live in high-definition, as well as MLB.JP’s newly-launched mobile web service.

In addition to Japan, the deal also gives baseball fans in Australia, Brazil, New Zealand, and Russia access to the full range of MLB’s highlight clips and archives on YouTube.

Yuhei Mizuno, Google’s Head of Content Partnerships in Japan, said “We are excited to provide even more comprehensive content to our users and assist MLBAM in its goal of making Major League Baseball content more accessible to fans throughout the world. MLBAM has expertly used YouTube’s

ability to target specific countries to widen the reach of content distribution beyond traditional platforms. In addition to the excitement of Japanese fans watching highlights and game action of their national players, we hope the MLB channel on YouTube also deepens interest in baseball among Australians, Brazilians, Russians, and New Zealanders.”

“Baseball has had a storied tradition among its passionate fans in Japan, and an MLB.JP channel on YouTube will help further deliver the game’s best players and moments to Japanese baseball fans,” said Kenny Gersh, Senior Vice President, Business Development, MLBAM. “These YouTube channels continue our efforts to bring MLB content to fans around the globe, and the powerful reach of YouTube will help bolster our lineup of international initiatives, including MLB.JP web and mobile offerings in Japan and the MLB.TV live video package worldwide.”

### **About YouTube**

YouTube™ is the world's most popular online video community allowing millions of people to discover, watch and share original videos. YouTube™ provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube™, LLC is based in San Bruno, Calif., and is a subsidiary of Google Inc.

### **About MLB Advanced Media**

Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball’s Internet operations, MLB Advanced Media LP (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, www.MLB.com, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLB.com offers fans the most complete baseball information and interactivity on the web, including up-to-date statistics, game previews and summaries, extensive historical information, online ticket sales, baseball merchandise, authenticated memorabilia and collectibles, fantasy games, live full-game video webcasts and on-demand highlights, live and archived audio broadcasts of every game, Gameday pitch-by-pitch application, around-the-clock hosted and specialty video programming and complete blogging capabilities. MLB.com offers more live events on the Internet than any other website in the world.

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