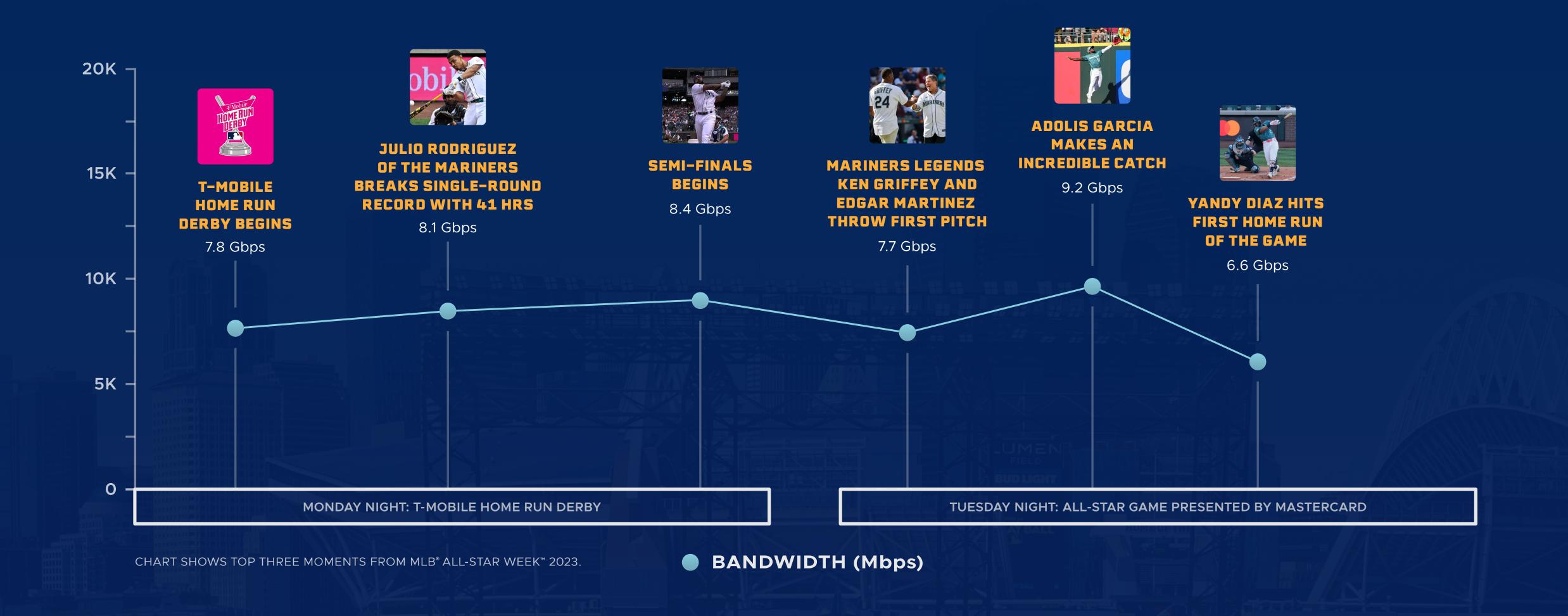


MLB®ALL-STARWEEK™

Record Wi-Fi Fan Engagement



DATA TRANSFERRED

47.3

OF WI-FI DATA TRANSFERRED THROUGHOUT THE SUMMER CLASSIC FESTIVITIES IN SEATTLE, WASHINGTON.

5.9^{TB}
ALL-STAR SATURDA

10^{TB}

11.3^{TB}

ALL-STAR SATURDAY DOUBLEHEADER T-MOBILE HOME RUN DERBY ALL-STAR GAME
PRESENTED BY MASTERCARD

BY CONTRAST, SUPER BOWL LVII HELD IN FEBRUARY GENERATED 31.5 TB OF WI-FI DATA TRANSFERRED IN A SINGLE DAY.

TOTAL UNIQUE CLIENTS

154,937

17,490

ALL-STAR SATURDAY

DOUBLEHEADER

28,751

T-MOBILE

HOME RUN DERBY

29,255

ALL-STAR GAME
PRESENTED BY MASTERCARD

TOP 3 SOCIAL APPLICATIONS



FANS ACROSS CAPITAL ONE PLAY BALL PARK, THE T-MOBILE HOME RUN DERBY AND ALL-STAR GAME PRESENTED BY MASTERCARD LEANED INTO A VARIETY OF DIFFERENT APPLICATIONS AND SOCIAL PLATFORMS THROUGHOUT THE EVENTS.

