



MiLB: The Most Fan Friendly Sport in America



34

MiLB stadiums



2,300+

MiLB games



370

Digital
advertising
screens



4,000+

Average
attendance per
game



104m+

Annual
impressions



More Home Games than Any Other Sport

ISM powers the digital experience for 34 Minor League Baseball teams, operating a footprint of 370 permanent smart screens and working with each team to deliver captivating creative programming and impactful direct advertising.

- 104 million seasonal impressions
- 4,000+ average attendance per game
- 4 hours of exposure at over 2,300+ games
- Second highest attended sport (after MLB)
- 81% of the U.S. population lives in a market with an MiLB club

