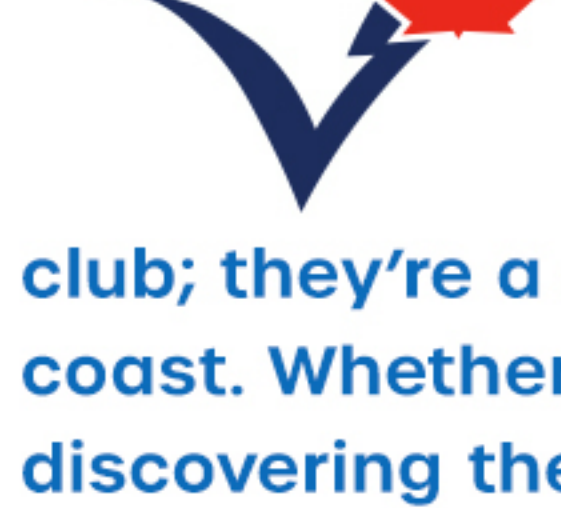




A Nation's Team



Canada is buzzing with baseball energy like never before as the Toronto Blue Jays made their way to the 2025 World Series! As the nation's only MLB team, the Blue Jays have become more than just a club; they're a symbol of Canadian pride, uniting fans from coast to coast. Whether you've been a Jays fan your whole life or you're just discovering the thrill of baseball, this season's electric atmosphere is contagious. And just as we've witnessed so many times before during high-stakes sporting moments, nothing compares to the rush of excitement when you join fellow fans to watch every pitch and swing unfold on a TV screen.

The Path to the World Series

The American League Division Series (ALDS)

After nearly ten years, the Toronto Blue Jays have made an exciting return to the postseason, sparking celebrations across Canada! The viewership highlights below show just how electrifying this moment was.



Massive Audience:
Nearly 4 million fans tuned in on average to watch the Jays take on the Yankees—surpassing the 2015 and 2016 ALDS matchups against Texas, which drew 3.5 and 3.3 million viewers, respectively.



Widespread Reach:
The series reached 11.4 million Canadians, a testament to the team's national impact. While slightly below 2016's reach, those who watched were more engaged than ever.



Deep Fan Engagement:
Fans watched an average of 2.6 out of 4 games, spending 1.6 hours per game—a jump from 1.4 hours in 2016, showing stronger commitment and excitement.



Total Time Spent:
Viewers spent an average of 4.2 hours enjoying the 2025 ALDS—well above the 2.7 hours in 2016 and even edging past 2015's 4.0 hours.

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The numbers show what everyone already knows: when the Blue Jays are in the spotlight, Canadians come together to share the thrill of baseball!

Toronto Blue Jays ALDS Stats

	2015 ALDS vs. Texas Rangers	2016 ALDS vs. Texas Rangers	2025 ALDS vs. New York Yankees
# of Games in Series	5	3	4
Series Average Audience (000)	3,553	3,322	3,953
Average Rating %	10.1	9.3	9.7
Games Per Viewer	2.5	2.7	2.6
Average Hours Per Game	1.4	1.4	1.6
Series Hours Per Viewer	4.0	2.7	4.2
Total Hours (000)	65,144	33,606	48,670
Series Cume Reach (000)	16,319	12,565	11,467
Series Cume Reach %	46.4	35.3	28.1
Population (000)	35,195	35,579	40,761

Source: Numeris TV Meter, 2025 ALDS*, Live + PB same day, Ind. 2+, AMA(000), Rtg%, AvHrsWk(View), TotHrsWk(View)(000), CumRch(000), CumRch%, Univ(000)
* The 2025 ALDS aired on Sportsnet National+, Sportsnet National ST+, and Citytv Total

The American
League



Championship
Series

With their victory over the Yankees, the Blue Jays punched their ticket to the ALCS, setting up an unforgettable showdown with the Seattle Mariners. Over seven heart-stopping games, the excitement never let up—culminating in a truly exhilarating finale.



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Average Audience of
4.7 million
people

Cumulative Reach of
15.7 million
Canadians

Coast to Coast: Canada's Connection to the 2025 ALCS

The Toronto/Hamilton market led the charge, where more than half of the city, 59.4%, caught some part of the action. These dedicated fans stayed loyal, averaging 2.5 hours of viewing throughout the dramatic 7-game series against the Seattle Mariners.

While engagement in other markets/regions trailed Toronto/Hamilton, it is clear that strong fan bases exist within them. Almost 49% of Calgary caught some part of the series, and several other regions easily saw reach surpass 40%.

Montreal's story was especially interesting. While Montreal Anglo rallied with 32.5% of the market tuning in, Montreal Franco was less invested, at only 8.3%. Still, pockets of support popped up everywhere, showing that baseball fever can cross boundaries, languages, and hometowns.



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2025 ALCS Stats by Market

	Cume Reach %	Series Hours Per Viewer
Total Canada	38.6	2.0
Toronto/Hamilton EM	59.4	2.5
Montreal CM Anglo	32.5	1.1
Montreal Franco EM	8.3	0.9
Calgary EM	48.6	1.5
Edmonton EM	42.7	1.7
Vancouver/Victoria EM	33.9	1.8
Prairie/Western Balance	43.6	1.1
Ontario Balance	41.6	2.4
Atlantic	45.4	2.0

Source: Numeris TV Meter, 2025 ALCS*, Live + PB same day, Ind. 2+, AMA(000), CumRch(000), CumRch%
* The 2025 ALCS aired on Sportsnet National+, Sportsnet National ST+, and Citytv Total

The Engagement Continued with Radio

How Fans Followed the ALCS on

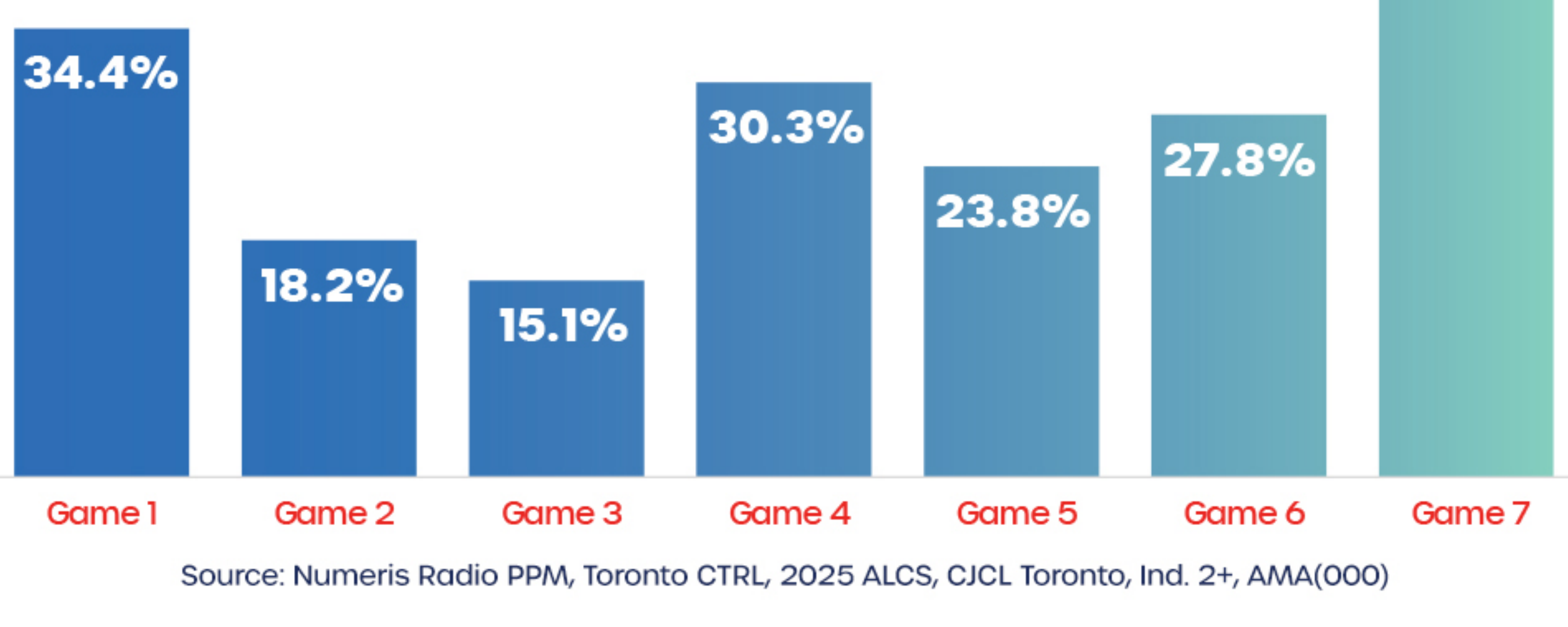


As the Blue Jays battled through the 2025 ALCS, fans also turned to Sportsnet 590 The FAN (CJCL) to stay connected.

Starting off strong, Game 1 saw 34.4% of the listening share going to the station, suggesting high anticipation at the start of the series. While listening dipped in Game 2 (18.2%) and Game 3 (15.1%), it rebounded in Game 4 to 30.3% and remained relatively steady through Game 5 (23.8%) and Game 6 (27.8%), as the series' intensity built. Game 7 was the pinnacle of excitement for fans tuning in by radio, with a remarkable 51.8% of listeners choosing the station to follow every dramatic moment.

Share of Listening to Sportsnet 590 The FAN During the ALCS, 2+

Intelligence by
NUMERIS



Source: Numeris Radio PPM, Toronto CTRL, 2025 ALCS, CJCL Toronto, Ind. 2+, AMA(000)

As the Blue Jays continue their journey to the World Series, their ability to unite fans remains unmatched. The passion, excitement, and unwavering support seen throughout this postseason are a testament to baseball's enduring place in Canadian hearts. No matter the outcome, it's clear that when the Blue Jays take the field, an entire nation is watching, listening, hoping, and believing together.

More insights to come as the World Series promises to deliver even more excitement! To quote Vladimir Guerrero Jr, Canada was "Born Ready"! Let's Go Blue Jays!