



MLS IS BACK
SEASON 24
2019

A LEAGUE FOR A NEW NORTH AMERICA

With the highest percentage of millennial audience of any major U.S. professional sports league, in addition to the most diverse and tech-savvy fans, Major League Soccer has continued to emphasize digital and social media content to further engage fans. MLS is the fastest-growing league on social media.

39%

MILLENNIAL

34%

HISPANIC

41%

FEMALE

**YOUNGEST
AVERAGE AGE
OF TV VIEWERS**

40

**LOWEST OF ALL
U.S. PROFESSIONAL
SPORTS LEAGUES**

**HIGHEST OF ALL U.S.
PROFESSIONAL SPORTS LEAGUES**



POWERFUL NEW OWNERSHIP GROUPS & EXCITING EXPANSION TEAMS

MLS has expanded more than any major global sports league during the last decade. Several dynamic new MLS ownership groups and expansion teams will join MLS in the next few years.



After smashing attendance records with an average of more than 25,000 fans per game in the second division, FC Cincinnati joins MLS in 2019 as the League's 24th club.



The culturally-dynamic city of Austin will have its first major professional sports team, Austin FC, when MLS and Precourt Sports Ventures bring a team to town in 2021.

Commissioner Don Garber welcomes John Ingram and the city of Nashville to Major League Soccer

Club Internacional de Fútbol Miami's launch celebrated the organization's ownership group, a diverse team that combines strong local connections and global star power, including MasTec's Chairman of the Board and CEO, Jorge and Jose Mas, CEO of Sprint Corporation, Marcelo Claure, SoftBank founder Masayoshi Son, and soccer and cultural icon David Beckham.

VALUATION OF MLS CLUBS IS SOARING

\$240M

Average worth of an MLS team according to Forbes

30%

Increased value of MLS clubs since 2016

648%

Forbes increased valuation of an MLS club from 2008 – 2018

MLS STADIUM BOOM CONTINUES

World-class soccer stadiums have been a key focus of MLS. Minnesota United FC's Allianz Field opens this season, becoming the league's 20th stadium built or transformed for soccer. Six more world-class stadiums will debut in the next few years in Miami, Nashville, Cincinnati, Columbus, Austin and a yet-to-be-named expansion club. D.C. United's \$500 million state-of-the-art soccer stadium, Audi Field (pictured below), opened in July of 2018 in our nation's capital.





eMLS

Engaging with MLS' digital-centric fans through gaming is one of the many ways MLS is delivering the sport to fans. MLS unveiled a competitive *EA SPORTS™ FIFA* league, eMLS, in January 2018. In its first year, eMLS has been a groundbreaking addition, sitting at the cross-section of gaming and soccer culture. MLS is utilizing gaming to reach global audiences, raise the profile of MLS, and grow its next generation of fans.



- MLS fans are **two times** more likely to be gamers than the average sports fan

- **65%** of MLS fans highlight FIFA, the video game, as a driver of their interest in soccer

- eMLS won **Best New Event Stream** for eMLS All-Star Challenge presented by Wells Fargo at the Tempest Esports Awards

- **MLS was the only traditional professional sports league** to receive an honor at the Tempest Awards

MAJOR LEAGUE SOCCER CONTINUES TO GROW



EXPANSION TEAMS

2020



2021



**IN 2018, AN MLS CUP
RECORD WAS SET
AT MERCEDES-BENZ
STADIUM WITH
73,019 FANS
ATTENDING THE TITLE
GAME FEATURING
ATLANTA UNITED'S
2-0 WIN OVER THE
PORTLAND TIMBERS.**

Atlanta United has the highest average attendance of any North American professional sports team outside of the National Football League and the highest attendance of any soccer club in the Americas.

**NEW UNITED &
NEW MLS RECORD
ATTENDANCE**

55.7k

Average fans
per game in 2018

1.11M

Fans attended
the club's 17 regular
season and three
postseason matches





73,019

Mercedes-Benz Stadium

70:21

THIS NIGHT'S ATTENDANCE, AN MLS CUP ATTENDANCE RECORD



ONE OF THE MOST ENTERTAINING LEAGUES IN THE WORLD

MLS IS THE YOUNGEST, MOST DIVERSE AND ENTERTAINING LEAGUE IN NORTH AMERICA WITH PLAYERS FROM MORE THAN 70 COUNTRIES.

Bill Hamid
United States
D.C. United



MOST GOALS
3.2
MORE GOALS
PER GAME THAN ANY
MAJOR INTERNATIONAL
SOCCER LEAGUE

Josef Martinez
Venezuela
Atlanta United



MORE SHOTS
27
HIGHEST AVERAGE
ATTEMPTS AT GOAL PER
GAME IN A DECADE

GLOBAL REACH

MLS matches are broadcasted in more than 170 different countries.



Carlos Vela
Mexico
LAFC



Zlatan Ibrahimović
Sweden
LA Galaxy



**MORE
QUALITY
CHANCES
10**

MORE QUALITY GOAL-SCORING
CHANCES CREATED PER
GAME THAN ANY OTHER
TOP LEAGUE

**MORE
COMPLETED
PASSES**

MORE PASSES COMPLETED IN
THE FINAL THIRD THAN ANY
OTHER TOP LEAGUE

CAMPEONES CUP

Major League Soccer and Liga MX launched a new partnership in 2018 designed to build on the growing rivalry between MLS and Liga MX clubs in the CONCACAF Champions League. The partnership features a match between the champions of MLS and Liga MX. The inaugural match featured Toronto FC and Tigres. This unique annual event also includes a sharing of best business practices and a collaboration around social responsibility efforts to drive positive social change across borders.



The second edition of the competition will be hosted by Atlanta United, the 2018 MLS Cup winner, on Wednesday, August 14.

The partnership includes commitment for a future MLS All-Star Game presented by Target featuring the best players from both leagues facing off in an epic clash.

INNOVATION

MLS sets a global standard of excellence when it comes to forward thinking on and off the field. 2018 was an unprecedented year for the League with innovation fueling strategic partnerships with Twitter and R/GA. MLS was also the first soccer league globally to implement Video Review technology into live competition.



Major League Soccer was named to Fast Company's list of World's Most Innovative Companies for 2019.



MLS and Twitter made history debuting a Twitter-powered camera for the first time during a major professional sporting event. The camera saw more than double the engagement at an MLS match than when used at *ESPN's College Gameday*.

More than 150 industry thought leaders attended the inaugural MLS Innovation Showcase in collaboration with R/GA Ventures at the 2018 All-Star Week in Atlanta.



MLS WORKS

MLS
RECOGNIZED
AS MOST
RESPONSIBLE
FOOTBALL
LEAGUE IN THE
WORLD

Built on the core values of diversity and inclusion, MLS stands behind utilizing sport as a vehicle for positive social change. MLS WORKS, the league's community outreach initiative, leverages sport to address unique social issues. Anchored by annual campaigns such as *Greener Goals*, *Kick Childhood Cancer* and *Soccer For All*, MLS WORKS and our clubs continue to make a measurable impact in the communities where we live and play.



2019 KEY SOCCER DATES*

February 13 – May 7:	Primary Transfer Window
February 19 – 28:	Concacaf Champions League Round of 16
March 1:	MLS Roster Compliance
March 2 – 3:	MLS Opening Weekend
March 5 – 14:	Concacaf Champions League Quarterfinal
April 2 – 11:	Concacaf Champions League Semifinal
April 13 – 20:	Generation adidas Cup
April 23 – May 1:	Concacaf Champions League Final
May:	MLS clubs join Lamar Hunt U.S. Open Cup play
May 23 – June 15:	2019 FIFA U-20 World Cup
June 7 – July 7:	2019 FIFA Women's World Cup France
July 9 – August 7:	Secondary Transfer Window
July 10:	Canadian Championship Third Qualifying Round Leg 1
June 15 – July 7:	2019 Concacaf Gold Cup
July 24:	Canadian Championship Third Qualifying Round Leg 2
July 31:	2019 MLS All-Star Game presented by Target (Orlando City Stadium Orlando, FL)
August 7:	Canadian Championship Semifinal Leg 1
August 14:	Canadian Championship Semifinal Leg 2
August 14:	Campeones Cup
August 21 – 25:	MLS Heineken Rivalry Week
September 14:	Roster Freeze Date
September 18:	Canadian Championship Final Leg 1
September 25:	Canadian Championship Final Leg 2
September 26:	Lamar Hunt U.S. Open Cup Final
October 5 – 27:	2019 FIFA U-17 World Cup
October 6:	MLS Decision Day presented by AT&T; MLS regular season ends
October 19 – November 10:	Audi 2019 MLS Cup Playoffs
November 10:	2019 MLS Cup

*Dates subject to change



SHOULDER TO SHOULDER
3252

LOS ANGELES

BANK OF CALIFORNIA

BANK OF CALIFORNIA

BANK OF CALIFORNIA

Continental's Time

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