



22ND SEASON
2017

MLS IN 2017: A LEAGUE AND A MOVEMENT

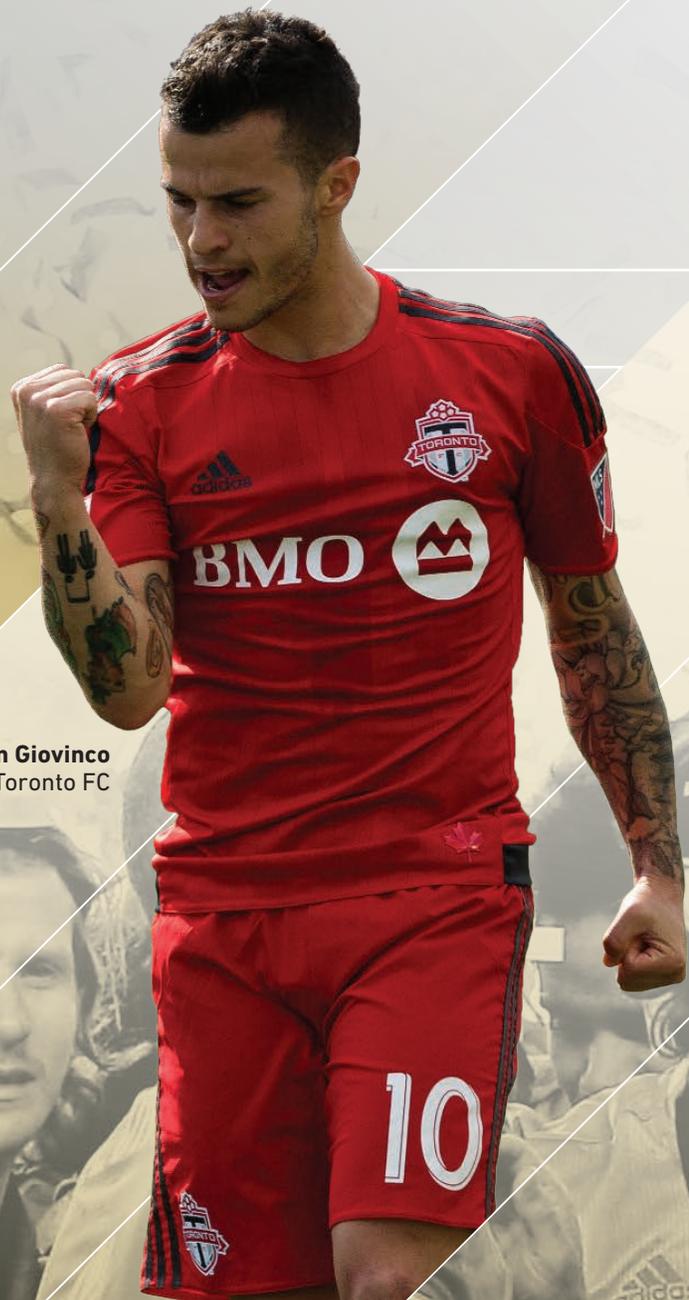
Major League Soccer enters its 22nd season stronger than ever while continuing to grow on and off the field in quality, scale, profile and reputation—within North America and across the globe.

TWO NEW CLUBS, WITH MORE TO COME, WHILE VALUES SOAR

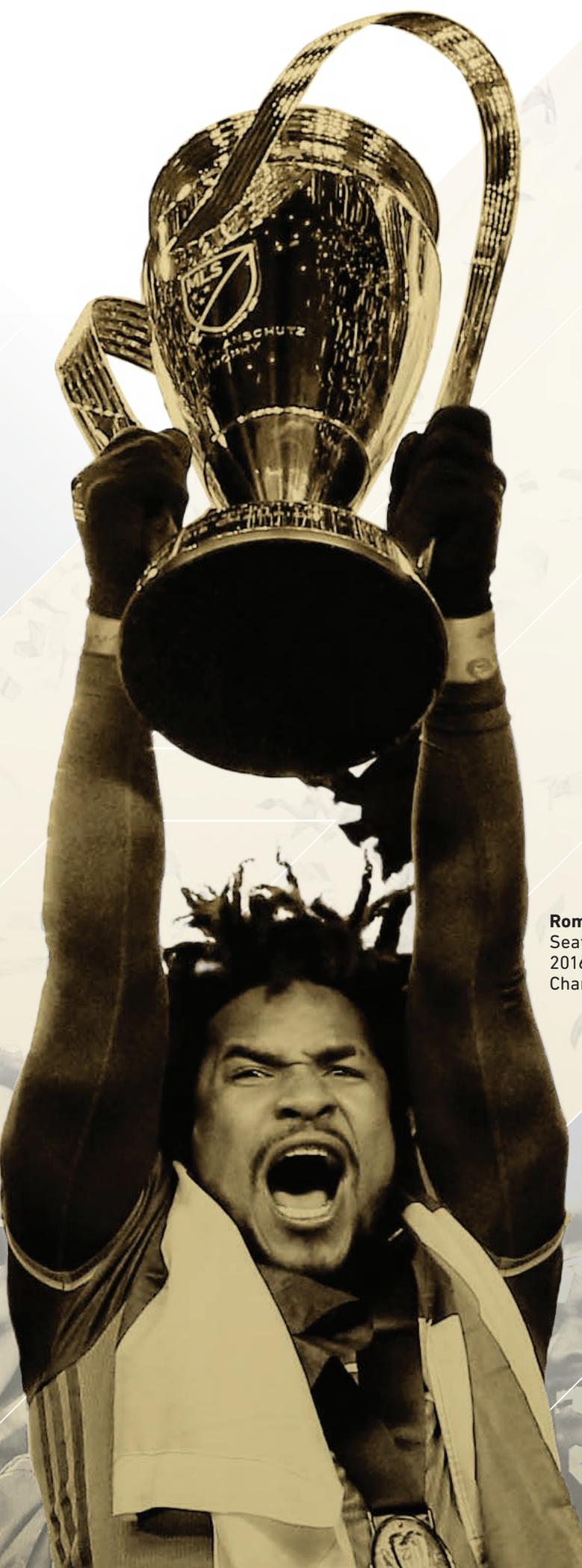
Responding to the demand for major markets to become part of MLS, the League adds its 21st and 22nd clubs in 2017 with Atlanta United and Minnesota United FC, with an additional club in Los Angeles (LAFC) joining next season. In the coming years, MLS will have 28 clubs across the U.S. and Canada. According to Forbes, valuations of MLS clubs are at an all-time high—up 18% over a year ago, 80% from 2013, and up 400% from 2008.

MAGNIFICENT STADIUMS, BUILT FOR SOCCER

Orlando City SC moves into its new, state-of-the-art soccer stadium in March, followed by the debut of Atlanta United's world-class new home at Mercedes-Benz Stadium in July. With ground already broken on soccer cathedrals for Minnesota United FC and LAFC, 21 MLS clubs will soon be playing in stadiums built for soccer.



Sebastian Giovinco
Toronto FC



Román Torres
Seattle Sounders FC,
2016 MLS Cup
Champions

RECORD-BREAKING ATTENDANCE...

Year after year, fans come out in record numbers to MLS matches. The League's average of more than 21,692 fans per game ranks third among U.S.-based professional sports leagues, and places MLS sixth in average attendance among soccer leagues around the world. During the last decade, MLS attendance has grown more than 40 percent.

AND VIEWERSHIP...AND ENGAGEMENT

More people are watching MLS matches on national television networks in the U.S. and Canada than ever before, and 170 countries now broadcast live matches each week—a powerful international presence. MLS is also the fastest-growing major pro sports league in North America in social media engagement, with followers up an astounding 687% since 2013.

ELITE TALENT

MLS has become a "League of Choice" for many top players from around the world in the prime of their careers. As of February 2017, the average age of the foreign signings during the 2017 winter offseason was 25.7. The competition level rises every season, with deeper rosters showcasing rising young talent and dynamic stars resulting in MLS continuing to produce the most exciting moments in its history.

MLS 2016 BY THE NUMBERS

RECORD ATTENDANCE

21,692

AVERAGE ATTENDANCE OF FANS PER GAME

40%

INCREASE OVER AVERAGE 10 YEARS AGO

7M+

TOTAL FANS ATTENDED MATCHES

162

RECORD SELLOUTS ACROSS THE LEAGUE IN 2016

CONTINUED GROWTH THROUGH 2020

MLS CLUBS



FASTEST-GROWING LEAGUE ON SOCIAL MEDIA

687%

INCREASE IN FOLLOWERS OF MLS SOCIAL MEDIA CHANNELS SINCE 2013

RECORD VIEWERSHIP

25M+

TV VIEWERS IN 2016; AN INCREASE OF 8% OVER 2015

170

COUNTRIES IN WHICH MLS MATCHES ARE NOW AVAILABLE

INCREASED MERCHANDISE SALES



21%

ALL-TIME HIGH IN MERCHANDISE SALES YEAR-OVER-YEAR

RECORD DIGITAL ENGAGEMENT

30%

INCREASE IN MOBILE AUDIENCE YEAR-OVER-YEAR

45%

INCREASE IN TOTAL VIDEO VIEWS YEAR-OVER-YEAR ON MLSSOCCER.COM

70%

MOBILE USAGE IN TOTAL DIGITAL CONSUMPTION UP FROM 45% IN 2014

TWENTY-TWO MLS CLUBS IN 2017





MONTRÉAL JE T'AIME COMME UN FOU

A RECORD CROWD OF 61,004 FANS ATTENDED THE EASTERN CONFERENCE CHAMPIONSHIP LEG 1 MATCH BETWEEN TORONTO FC AND MONTREAL IMPACT, TYING THE PROFESSIONAL SOCCER ATTENDANCE RECORD IN CANADA.



3

ATTI

DROGBA

ADVOCARE

DISCOUNT

Commercial

STRATEGIC EXPANSION: A FOOTPRINT ACROSS THE U.S. AND CANADA

Through a detailed and comprehensive expansion process, Major League Soccer has grown from 10 teams in 2004 to 22 teams this season. The League's plan is to expand to 28 clubs in the coming years.

THIS SEASON: ATLANTA AND MINNESOTA

Having already broken the MLS record for most season ticketholders for an inaugural season (27,000 and counting), Atlanta United opens a state-of-the-art sports and entertainment venue—featuring a retractable roof—on July 30.

While Minnesota United FC begins play this season, ground has already been broken on a first-class soccer-dedicated stadium, a true gem for the Twin Cities that is expected to be ready within two years.

NEXT SEASON: LOS ANGELES

Los Angeles Football Club: The new team for LA, and crosstown rival for LA Galaxy, begins play next season. LAFC's design for its soccer-specific stadium in South Los Angeles is spectacular.

THE FUTURE: TEAMS 24–28

- With an ownership group led by soccer icon David Beckham, progress continues on a new team for Miami—targeted as the 24th club for MLS.
- Interest in MLS expansion is at an all-time high, as 12 applications were submitted this January by prospective communities and ownership groups to become clubs 25, 26, 27 and 28.
- MLS plans to award at least two expansion teams in 2017, and two more in the future.

EXPLOSIVE GROWTH THROUGH EXPANSION

185M

THE AVERAGE VALUE OF AN MLS TEAM

400%

INCREASE OVER 2008

18%

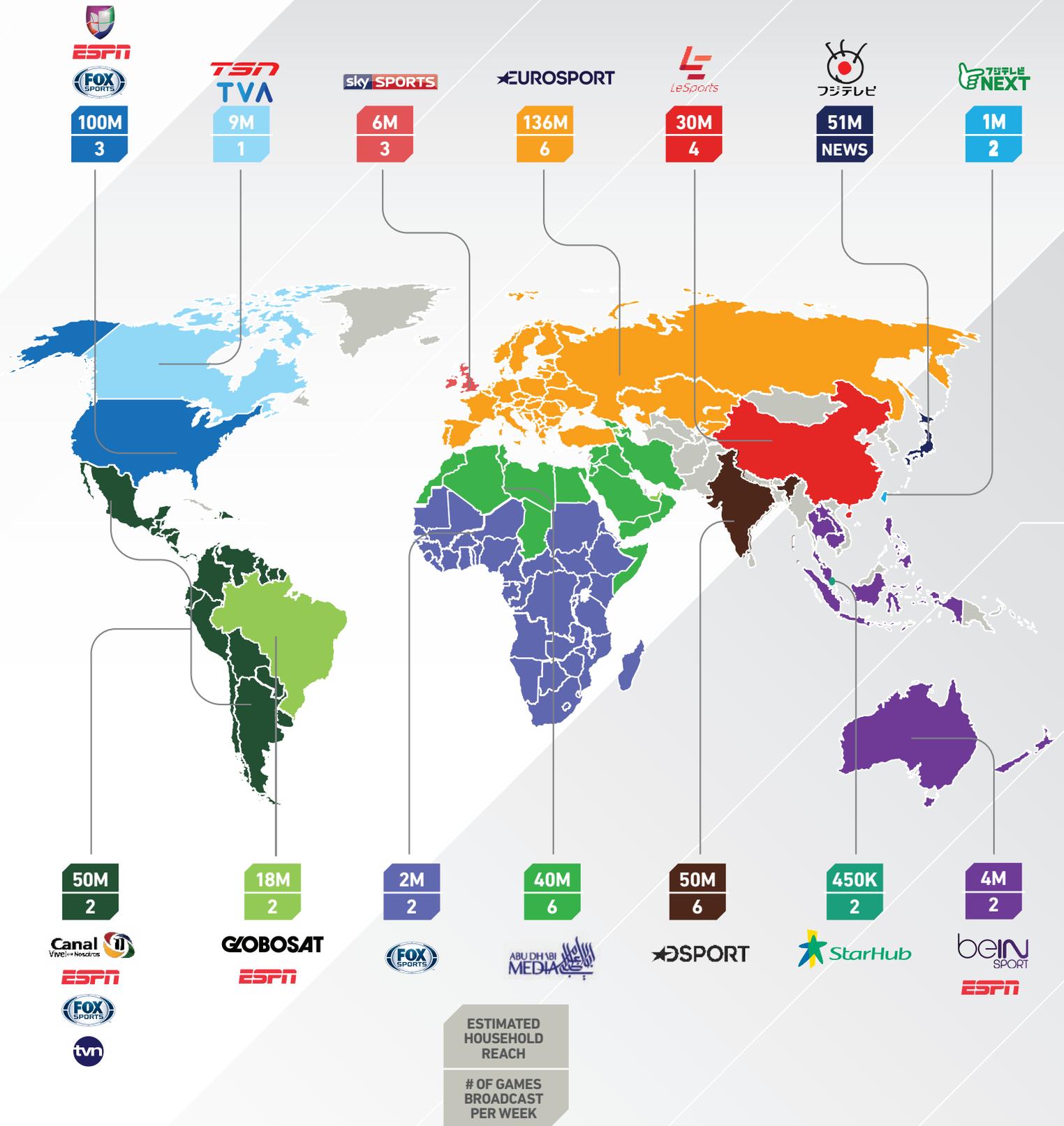
INCREASE OVER 2015

80%

INCREASE OVER 2013

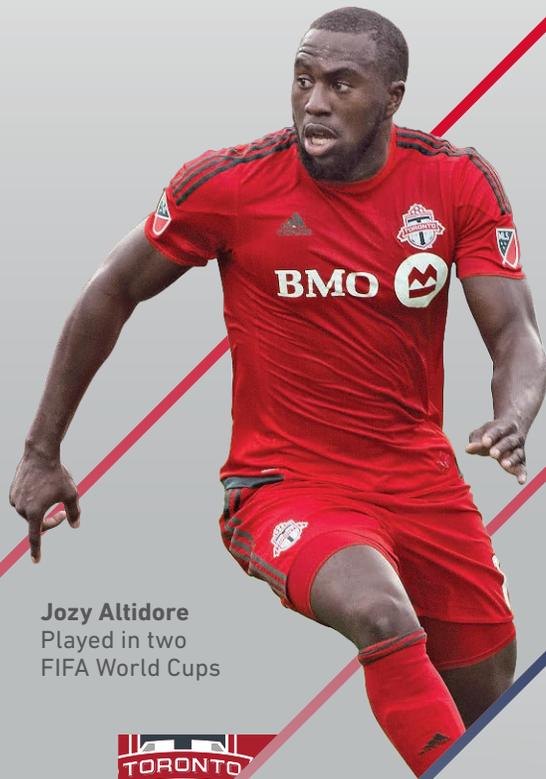
MLS TELEVISED IN 170 COUNTRIES

KEY STRATEGIC MEDIA PARTNERSHIPS HAVE ELEVATED THE LEAGUE'S VISIBILITY:
 16 PARTNERS, 90 LANGUAGES, +500 MILLION VIEWERS



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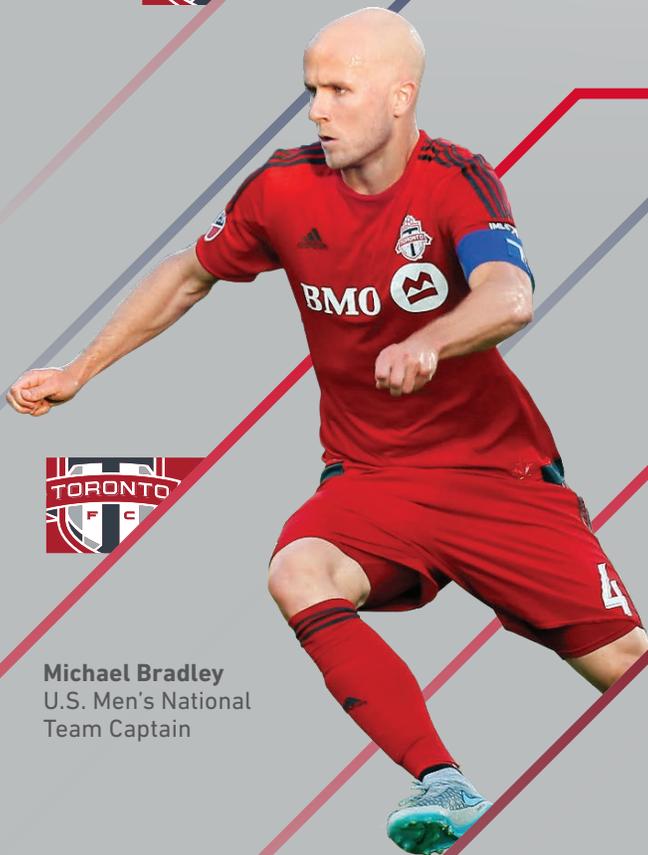
UNITED STATES STARS IN MLS



Jozy Altidore
Played in two
FIFA World Cups



Alejandro Bedoya
2014 FIFA World Cup team



Michael Bradley
U.S. Men's National
Team Captain



Tim Howard
Played in three
FIFA World Cups





Sacha Kljestan
2016 MLS
MVP finalist



Jordan Morris
2016 MLS Rookie of the Year;
Homegrown Player



Jermaine Jones
2014 FIFA
World Cup team



Gyasi Zardes
Rising star and
Homegrown Player

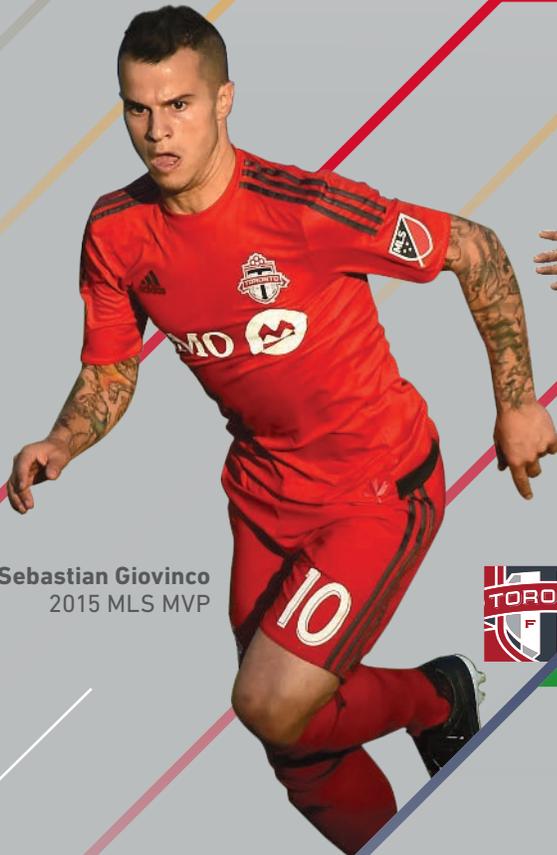
INTERNATIONAL STARS IN MLS



Miguel Almiron
Paraguayan
National Team
standout



Giovani Dos Santos
Played in two FIFA
World Cups



Sebastian Giovinco
2015 MLS MVP



Kaká
Former FIFA World Player
of the Year and FIFA
World Cup winner



Cyle Larin
2015 MLS Rookie
of the Year



Nicolas Lodeiro
Uruguayan National
Team playmaker



Diego Valeri
Two-time
MLS All-Star



David Villa
2016 MLS MVP; Spain's
all-time leading scorer
and FIFA World
Cup winner



ROAD TO 2017 CONCACAF GOLD CUP

A CELEBRATION OF SOCCER, SPORTSMANSHIP AND CULTURE

This July, the CONCACAF Gold Cup comes to the United States and will draw large crowds and millions of television viewers across the region. The tournament will feature many players across MLS, including many of the best players in the League, representing the likes of the U.S., Mexico, Canada, Jamaica and the rest of the qualifying teams from North America, Central America and the Caribbean playing for this important championship.

Some additional things to know:

- The Mexican National Team is the current Gold Cup reigning champion, and will look to defend its seventh title as the United States National Team, now under the direction of Bruce Arena (former head coach of the five-time MLS Cup champions LA Galaxy), seeks to win the confederation championship for the first time since the 2013 edition of the tournament.
- The United States, Mexico or Canada have won every tournament since its inception in 1991.
- Showing the significance of the tournament and importance of League players to the national teams, MLS is taking a two-week break in July during the Gold Cup.
- Among the host cities for the 2017 CONCACAF Gold Cup: MLS cities New York, Los Angeles, Philadelphia, Dallas, Denver, Houston and the San Francisco Bay Area; plus other strong soccer communities that have submitted bids to become MLS expansion cities—San Diego, Tampa Bay, Nashville, San Antonio and Phoenix.
- National Television Partners: FOX and Univision



Giovani Dos Santos
Mexican National
Team standout



Cyle Larin
Canadian star



Michael Bradley
U.S. Men's National
Team Captain



Ronald Matarrita
Costa Rica
National Team



MAJOR MEDIA COVERAGE

The New York Times

DAVID VILLA
New York City
(NYCFC)
FOLLOWERS
7.56M
2.7M
14M
LIVE IN TIMES SQUARE
SOCCER STARS SCORE ON SOCIAL MEDIA
THEIR SECRETS FOR TURNING FANS INTO FOLLOWERS
GMA

DURING TRAFFIC STOP SOUTH OF ATLANTA NEWS TWO-YEAR-OLD DETROIT GIRL SHOT DURING

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Major League Soccer Bypasses Big Names for Big (and Young) Talent

By Ben Winters
For a decade, Major League Soccer has been the most active of sports leagues in the United States, but it has not been able to attract the big names that have defined other major sports. Instead, it has focused on signing young, talented players who are hungry for professional soccer. This strategy has led to a new generation of players who are making their mark in the league.

The league's focus on young talent is a result of its financial limitations. Unlike other major sports, MLS does not have a large budget to attract established stars. Instead, it has focused on signing players who are hungry for professional soccer. This strategy has led to a new generation of players who are making their mark in the league.

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David Villa, New York City FC's first captain, is seen here by the 25-year-old Argentine forward.



Scholarship-winning QB Sean Ryan had an unusual career path, starting at the University of Michigan before moving to the NFL.

Bloomberg Buying a New Major League Soccer Team Now Costs \$150 Million



Buying a New Major League Soccer Team Now Costs \$150 Million

by Eben Novy-Williams
December 15, 2016, 4:30 PM EST Updated on December 15, 2016, 4:52 PM EST

- League wants two more teams by 2020, followed by two more
- Expansion fees are up 15-fold from \$10 million a decade ago

On the heels of a record-breaking season, Major League Soccer commissioner Don Garber announced the price to buy one of the league's planned expansion teams: at least \$150 million, a number that's risen exponentially since Toronto FC paid \$10 million a decade ago.

S2 SPORTS
TORONTO FC
MLS CUP
Seattle Sounders at Toronto FC
Saturday, Dec. 31, 8:30 PM ET, 7:30 PM ET
SAME DAY WEATHER
-4C
60% chance of snow

Toronto FC's Sean Chayton (right) celebrates his winning goal with teammates against the Montreal Impact at BMO Field on Wednesday night.

TFC HAS ARRIVED

The Reds' East final win was a powerful response to all the haters and naysayers. Now TFC is on a mission for ultimate MLS glory

Kyle Larson
Toronto FC

In their first postseason night, Toronto FC's Sean Chayton (right) celebrates his winning goal with teammates against the Montreal Impact at BMO Field on Wednesday night.

The Reds' East final win was a powerful response to all the haters and naysayers. Now TFC is on a mission for ultimate MLS glory.

2017 KEY SOCCER DATES*

March 1 – 2	CONCACAF Champions League Quarterfinals – Leg 2
March 3 – 5	MLS Opening Weekend
March 14 – 16	CONCACAF Champions League Semifinals – Leg 1
March 22	International Friendly; Scotland vs. Canada Men's National Team
March 24	World Cup Qualifying; U.S. Men's National Team vs. Honduras
March 28	World Cup Qualifying; Panama vs. U.S. Men's National Team
April 4 – 6	CONCACAF Champions League Semifinals – Leg 2
April 19	CONCACAF Champions League Final – Leg 1
April 26	CONCACAF Champions League Final – Leg 2
May 10	Lamar Hunt U.S. Open Cup First Round (date tentative)
June 8	World Cup Qualifying; U.S. Men's National Team vs. Trinidad and Tobago
June 11	World Cup Qualifying; Mexico vs. U.S. Men's National Team
June 23 – 25	MLS Heineken Rivalry Week
July 7 – 17	MLS break for 2017 CONCACAF Gold Cup
July 7 – 26	2017 CONCACAF Gold Cup
August 2	2017 MLS All-Star Game presented by Target
August 23 – 27	MLS Heineken Rivalry Week
September 1	World Cup Qualifying; U.S. Men's National Team vs. Costa Rica
September 5	World Cup Qualifying; Honduras vs. U.S. Men's National Team
October 6	World Cup Qualifying; U.S. Men's National Team vs. Panama
October 10	World Cup Qualifying; U.S. Men's National Team vs. Trinidad and Tobago
October 22	MLS Decision Day; MLS regular season ends
October and November	Audi 2017 MLS Cup Playoffs (exact dates TBD)
December	2017 MLS Cup (exact date TBD)

*Dates subject to change