

Exhibit C

Friday, August 12, 2011

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[MLB.TV angering premium subscribers](#)

Written by Bjoern Hartig ([Contact & Archive](#)) on June 10, 2009

MLB.TV is Major League Baseball's online service that offers live streams and archives of all games over the internet, available as a regular and a premium service. The premium subscribers get high-definition resolution and a special game summary called *condensed games* that only show the final pitch of every at-bat, allowing baseball fans with time constraints and abroad to keep track of their favorite teams and players. Or so they thought.

After sustaining a few weeks without any condensed games at all to start the season, the 15-25 minute long condensed games - now also available to non-subscribers for free - were changed to a new format at the end of May. Then, the summaries changed into extended highlight reels between five and eight minutes long, showing only selected at-bats - usually run-scoring plays or strike-outs - often skipping several innings completely and being generally perceived as rather confusing. MLB.com claims that change was made because of customers complaining about condensed games being too long, but some people suspect it had more to do with a new application for iPhone users that was launched recently. Customers have voiced their dissatisfaction in a [thread in the mlb.tv support forum](#) that extends over several pages (and that apparently had to be edited to remove additional pages worth of explicit comments), but have yet to receive any substantial feedback about if or when the format will be changed back or even whether their criticism has been acknowledged by MLB.

Considering that premium subscribers had paid about \$110 for this year's service and that MLB would probably like them to renew their subscription for about \$90, this behavior by MLB is rather puzzling. Leaving the question of alienating of your most loyal fan base aside for a moment, I have to wonder if there really is more money in iPhone users paying \$9.99 for an app than in subscribers spending nearly ten times as much on a yearly basis?

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Comments (5)

Amen

1. Thursday, 11 June 2009 01:42

[\(Tom\)](#)

This is just completely ridiculous of them, especially to not even have the decency to say anything about it in response to the hundreds upon hundreds of complaints (which doesn't look so bad after they remove half of them...)

Unbelievable

2. Thursday, 11 June 2009 08:23

[\(Tim\)](#)

Condensed games are a feature that was advertised for all subscribers, standard _and_ premium.

I am a subscriber myself and I am outraged by what MLB.TV is doing to its customers. They constantly kept changing the product during this season, the condensed game feature being the worst fiasco of all. There is a complete lack of communication from MLB.TV, they started the season by closing their blog, what else can you say. They're doing the best to alienate their overseas fan base, as MLB.TV is the only option for fans in Europe to keep in touch with everyday baseball action. A potentially great product, badly managed. To quote a post on the MLB.TV forum: epic fail...

Barking at the moon

3. Thursday, 11 June 2009 08:42

[\(Dave\)](#)

That's what MLB.TV customers feel like we have been doing. No response from the powers that be at all. This is the email response I got when I email the subscription customer service-

Response (Raphael) - 06/06/2009 09:31 PM

Dear Dave Clements:

Thank you for sending your email.

I apologize for the difficulty experienced. Please call our Customer Support department at 1-866-800-1275 so we can do some troubleshooting and improve your experience.

Your tracking number is 7252212.

Thank you for taking the time to write.

Regards,
MLB.com Support

Troubleshooting? Oh, I'm sure it must be my system...

Finally they listened

4. Saturday, 13 June 2009 07:20

[\(Tim\)](#)

As a reaction to their angry customers, MLB.Tv returned to the old condensed games format. This is really good news...

Absolutely

5. Sunday, 14 June 2009 11:47

[\(BJ\)](#)

I'm so glad they are back. I still say MLB should have handled that situation better, but at least they "got it right", so to speak.

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