

Exhibit C

AMENDMENT TO PITCHf/x AGREEMENT

This Amendment to the PITCHf/x AGREEMENT (the "Amendment"), dated as of January 1, 2009 (the "Amendment Effective Date"), is made and entered into by and between MLB Advanced Media, L.P. a Delaware limited partnership, with offices at 75 Ninth Avenue, New York, NY 10011 ("MLBAM") and Sportvision, Inc., a Delaware corporation, with offices at 4619 N. Ravenswood Ave., Suite 304, Chicago, IL 60640 ("Sportvision") (each MLBAM and Sportvision a "Party" and collectively the "Parties") and shall amend that PITCHf/x Agreement executed by the Parties and effective as of February 7, 2006 (the "Agreement"). Except as specifically amended herein, all terms and conditions of the Agreement shall remain in full force and effect. Any capitalized term not defined herein shall have the meaning set forth in the Agreement.

The Parties agree to amend the Agreement as follows:

A. Definitions.

1. In Section 1, subsections (g) "Gross Revenue" and subsection (m) "Net Revenue" shall be deleted from the Agreement.

2. The following definitions shall be added to the Agreement in Section 1:

a) "Interactive Media" shall mean the Internet, and any network or medium of electronic communication now known to the extent that the network or medium uses a network communications protocol, such as IP or WAP, designed to enable computers and other electronic devices to connect with one another and to exchange information.

b) "Joint Revenue" shall be as set forth in subsection 5.1(c) of this Amendment.

c) "MiLB" shall mean Minor League Baseball.

d) "MiLB Revenue" shall be as set forth in subsection 5.1(d) of this Amendment.

e) "MLBAM Revenue" shall be as set forth in subsection 5.1(a) of this Amendment.

f) "Revenues" shall mean all MLBAM Revenue, Sportvision Revenue, Joint Revenue and MiLB Revenue.

g) "Revenue Threshold" shall mean [REDACTED]

h) "Sportvision Revenue" shall be as set forth in subsection 5.1(b) of this Amendment.

i) "Non-MLB Entities" shall be as set forth in subsection 2.7 of this Amendment

3. The following definitions shall be modified in the Agreement in Section 1:

a) "Capital Equipment" shall be amended by deleting the "." after "stadiums" at the end of the first sentence and adding: " , as well as all regular maintenance, preventative maintenance, repair, spare parts inventory, replacement hardware and other maintenance costs (including temporary labor, travel and any other associated out-of-pocket costs) required to keep the Capital Equipment in good working order."

EXECUTION

- b) "Total Expenses" shall be amended by deleting the current definition and replacing it with the following: "means all costs of operating the PITCHf/x System, all of which must be approved in writing by the Parties, including but not limited to: wages and benefits associated with daily operations of the PITCHf/x System by PITCHf/x Operators at MLB stadiums, wages and benefits of dedicated level one support personnel staffed remotely ("T1's"), training and associated reasonable travel costs, on-going technical support from a dedicated Operations Coordinator, and Other Expenses as approved by both Parties."

- B. Section 2.3 of the Agreement shall be deleted in its entirety and replaced with the following:

2.3 Operations; Administrative Support; Accounting.



- C. The following shall be added as Section 2.7:

2.7 Opportunities; Data Sharing.



- D. Section 3.3 shall be amended by adding the following sentence: "The expenses associated with the operators shall be included in the Total Expenses."

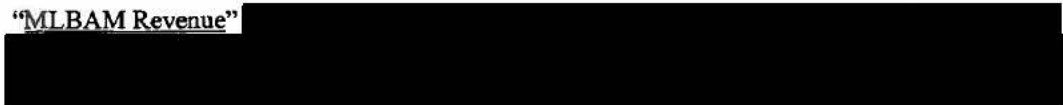
- E. Section 4 shall be amended by:



- F. Section 5 of the Agreement shall be deleted in its entirety and the sections contained below shall replace it.

5.1 Revenue Allocations.

- a) "MLBAM Revenue"



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[REDACTED]

b) "Sportvision Revenue"

[REDACTED]

c) "Joint Revenue"

[REDACTED]

d) "MiLB Revenue"

[REDACTED]

5.2 Revenue Share.

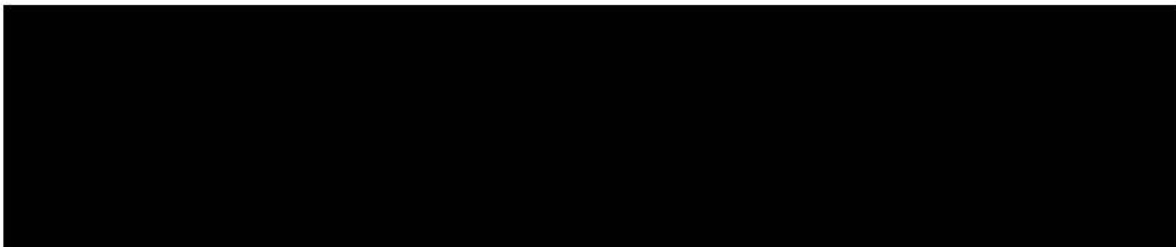
[REDACTED]

5.3 Expenses.

[REDACTED]

5.4 Accounting Mechanics. During the Term of this Agreement, MLBAM and Sportvision will be responsible, as applicable, for the collection of all Revenues derived from any sales, licenses, or other use of the PITCHf/x System Data. Each Party shall report any Revenues and all Total Expenses to MLBAM on a quarterly basis and shall supply detailed invoices supporting said expenses incurred by such Party. On a quarterly basis, MLBAM will perform an accounting of all Revenues and Total Expenses for such





G. Section 13.10 (Controlling Law; Jurisdiction; Arbitration) shall be amended as follows: the third sentence shall be deleted, and replaced with the following: "In the event of any dispute between the Parties regarding the operation of the Endeavor, including, without limitation, an disagreement as to the Capital Equipment Budget, Endeavor Budget, Total Expenses, Revenues, revenue opportunities, marketing, installation schedule or other similar disagreement, the Parties agree to submit the dispute to binding arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association."

IN WITNESS WHEREOF, the Parties hereto have executed this Amendment to the PITCHf/x Agreement by persons duly authorized as of Amendment Effective Date.

MLB ADVANCED MEDIA, L.P.

SPORTVISION, INC.

By MLB Advanced Media, Inc.,
Its General Partner

By: [Signature]
Print Name: Michael Webb
Title: SVP
Date: December 8, 2009

By: [Signature]
Print Name: MICHAEL JAKOB
Title: COO/CFO
Date: 12/7/09