

World Baseball Network Expands Position as Leader in International Baseball Coverage

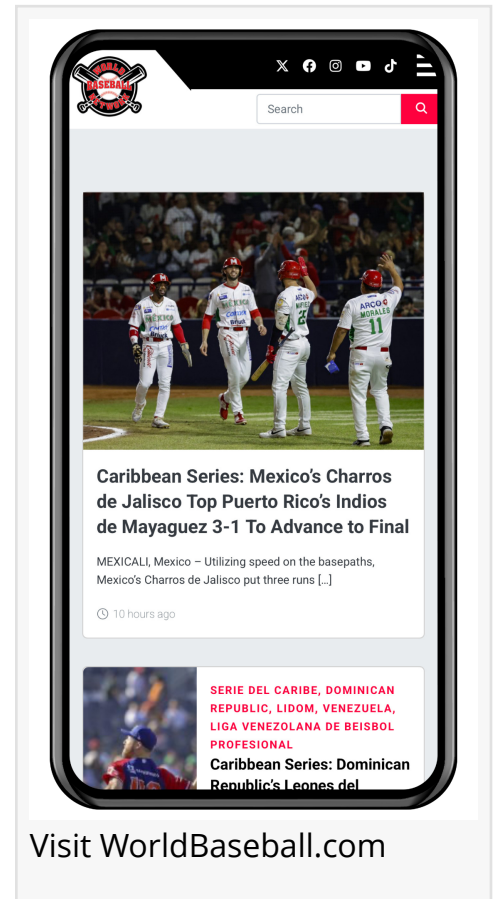
Serie del Caribe (Caribbean Series) and Serie de las Americas global events drive growth, new audience

NEW YORK, NY, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- [World Baseball Network](#) (WBN) has emerged as the leading digital media platform for international baseball coverage, providing fans with informative and educational content worldwide. By adopting a strategic approach to content creation that goes beyond the limitations of traditional sports media, WBN has made significant strides in raising awareness about important baseball events, such as the [Serie del Caribe](#) (Caribbean Series) and the recently established [Serie de las Americas](#). In the coming months, WBN will prioritize coverage of the World Baseball Classic qualifiers in Taiwan and the United States, among other events. Additional information and news coverage is available at <https://WorldBaseball.com>.

Since its launch in 2022, WBN has exceeded the usual game recaps and player updates. Over the past year, the company's growth has shown how a specialized digital media network can become a crucial resource for baseball enthusiasts. WBN offers educational content on how to watch games, in-depth event previews, and expert analysis of player performances, providing baseball fans with unique insights into the international baseball landscape.

"Our coverage reflects the world's growing interest in baseball," said Louis Tallarini, WBN Chairman. "We go beyond games, providing context, history, and insights into why international baseball events matter, including their impact on Major League Baseball."

Over the past six weeks, anchored by coverage of the Caribbean Series and Serie de las Americas, WBN's Instagram video views surged 382%, while total impressions on Instagram and Facebook increased 400%. Though specific data isn't disclosed, the total number of views and impressions across all social and web platforms has surpassed tens of millions. WBN also stands in the 100th percentile for content creation compared to competitors on Instagram and Facebook, setting a new record for the platform.



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Strategic storytelling transforms a media company from a content producer into a global authority."

Chris R. Vaccaro, Senior Editorial Advisor

"This past year's success affirmed the viability of a new globally-focused baseball media network," said Paul Calento, Publisher of WBN. "As the game continues to grow internationally, we've laser-focused on in-depth coverage that informs and connects fans, players, and stakeholders in many markets for the first time. WBN's proven audience engagement reinforces the demand for quality baseball journalism beyond borders. We remain dedicated to amplifying the stories that make baseball a truly global phenomenon."

Among the strategic investments and tactics employed over the past year, one notable move was establishing a global team of content producers in baseball-rich regions worldwide. This was evident in the addition of Japanese writer Yuri Kurasawa to the roster. Moreover, the team adopted a boots-on-the-ground approach for primary event coverage. WBN Editor Leif Skodnick and Chief Correspondent Matt Tallarini are in Mexicali for the Caribbean Series.

"Strategic storytelling transforms a media company from a content producer into a global authority," said Chris R. Vaccaro, Senior Editorial Advisor for WBN. "For an international baseball media brand, it's about crafting narratives that resonate across cultures—highlighting the sport's universal appeal while respecting regional nuances. The right stories don't just inform; they build trust, educate and build loyalty, and foster a community that spans continents. Our mission is to make fans smarter on international baseball."

Looking ahead, WBN plans to continue its mission of delivering high-quality international baseball coverage while expanding its reach and resources for fans worldwide. As baseball grows globally, WBN remains dedicated to providing comprehensive coverage that connects audiences to the game's most significant moments and emerging stories.

World Baseball Network, a Veteran-Owned Small Business (VOSB) and a Service-Disabled Veteran-Owned Small Business (SDVOSB), is building the largest and most diverse baseball ecosystem for fans, leagues, teams, players, and sponsors. Founded in 2022 by chief correspondent Matthew Tallarini, WBN identifies innovation areas revolutionizing baseball globally, including Major League Baseball, Minor League Baseball, NCAA, Korea, Japan, the Caribbean, the World Baseball Classic, and WBSC. "Baseball Without Borders" coverage focuses on the fastest-growing areas of the sport: new international markets and leagues. WBN employs an omni-media strategy encompassing the website, mobile, app, podcast, video syndication, social media, agency services, and custom media components, including video games and virtual environments. Follow WBN on Facebook, Instagram, TikTok, Twitter/X and YouTube.

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