

Cast Iron Media Expands Home Team Streaming Inventory Across Four MLB Markets

New partnerships with the Reds, Royals, Cardinals, and Nationals give advertisers access to premium team-owned streaming environments

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*Aaron Eisel, Cincinnati Reds
Sr. Vice President of Revenue*

media and technology company helping advertisers connect with passionate sports audiences through premium team and league inventory, today announced the expansion of its home team streaming portfolio across four Major League Baseball markets: the Cincinnati Reds, Kansas City Royals, St. Louis Cardinals, and Washington Nationals.

Through the partnerships, Cast Iron Media will represent advertising inventory across team-owned streaming platforms, including REDS.TV, ROYALS.TV, CARDINALS.TV,

and NATIONALS.TV. The expanded portfolio gives advertisers new access to highly engaged local fan bases in premium, team-controlled viewing environments.

The announcement reflects Cast Iron Media’s broader strategy to build a differentiated marketplace for “home team” streaming inventory as more professional sports organizations invest in owned media, direct-to-consumer platforms and new ways to reach fans beyond the traditional broadcast model.

“Sports teams are no longer just rights holders — they are becoming media companies with direct relationships to some of the most passionate audiences in entertainment,” said Dave Clark, CEO, Cast Iron. “By bringing together home team streaming inventory across multiple MLB markets, Cast Iron Media is making it easier for advertisers to align with local fan passion in premium, trusted environments.”

The group of team partnerships includes the Cincinnati Reds, the Kansas City Royals, the St. Louis Cardinals, and the Washington Nationals. Together, the four markets give brands access to team-specific audiences across the Midwest and East Coast, creating new opportunities for both national advertisers and regional marketers.

For advertisers, team-owned streaming inventory represents a growing opportunity within the

broader sports media ecosystem. Live sports remain one of the most valuable environments in media, but fan engagement is increasingly distributed across linear, streaming, social, and owned team platforms. Cast Iron Media helps brands navigate that fragmentation by aggregating premium sports inventory and enabling advertisers to reach fans in contextually relevant, brand-safe environments.

“REDS.TV gives us another way to serve Reds fans wherever they are watching, while also creating new opportunities for brand partners to be part of that experience,” said Aaron Eisel, Cincinnati Reds Sr. Vice President of Revenue. “Cast Iron Media understands the value of local fan engagement and will help connect advertisers with one of the most loyal audiences in baseball.”

Cast Iron Media’s home team inventory strategy is designed to support teams as they build new revenue streams around owned content and direct fan relationships. By representing advertising opportunities across team-controlled platforms, Cast Iron Media enables clubs to better monetize their streaming audiences while giving advertisers access to trusted sports environments with strong local and emotional relevance.

Cast Iron Media expects to continue expanding its home team inventory portfolio throughout the 2026–2027 season, with additional team and market announcements planned in the coming months.

About Cast Iron Media

Cast Iron Media is redefining how advertisers buy live sports at the local level. Through its advanced ad-tech platform, The Foundry, and direct partnerships with major sports leagues, teams, broadcasters, and vMVPDs, Cast Iron Media provides scalable access to premium live sports inventory across MLB, NBA, NHL, NCAA, and other live sporting events. The company brings clarity, consistency, and operational simplicity to a fragmented marketplace, enabling advertisers to execute targeted local sports campaigns with guaranteed in-game inventory, precise ad delivery, and clear visibility into where and when their ads run.

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