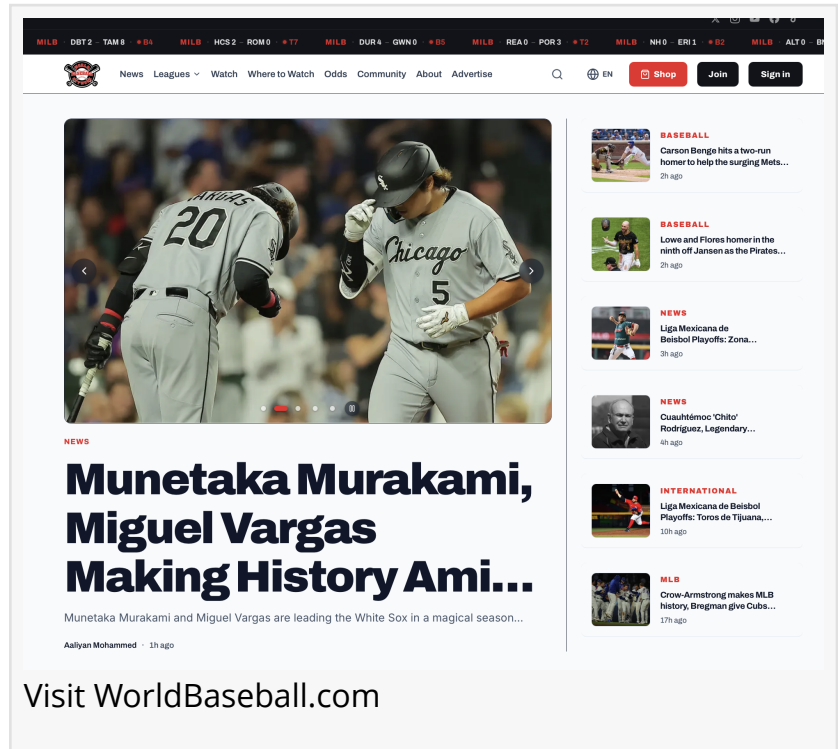


World Baseball Network Turns Baseball's Overlooked Markets Into a Global Media Opportunity

WorldBaseball.com focuses a growing worldwide baseball conversation around players, teams, leagues, and countries beyond mainstream coverage

NEW YORK, NY, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [World Baseball Network](#) (WBN) announced today the redesign of [WorldBaseball.com](#), expanding the platform's role as the ultimate independent baseball destination. Built around WBN's "Baseball Without Borders" strategy, WorldBaseball.com gives greater prominence to emerging players, ambitious clubs, national teams, developing leagues, and the markets driving baseball's worldwide growth.



"The next great baseball story may be unfolding in a city, a league, or a country that traditional sports media is not watching closely enough," said Louis Tallarini, President & Chairman, World Baseball Network LLC. "WorldBaseball.com puts those players, teams, and communities at the center of the conversation. We are creating baseball's ultimate independent media platform to cover the entire global economy of baseball, not just the parts that already make headlines."

WorldBaseball.com combines global editorial coverage with practical fan tools. Its daily game environment offers today's matches, results, live-score access, and navigation across major, college, and international competitions. A dedicated Where to Watch directory helps users identify official broadcast and streaming options for leagues from South Korea and Japan to Mexico, the Caribbean, Cuba, Venezuela, across Europe (Italy, Spain, UK, others), Minor League Baseball, and MLB.

The destination also turns games and stories into active discussion. WBN Community provides game-specific rooms, article comments, and a main chat stream, while WBN's Watch destination



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Louis Tallarini, President & Chairman, World Baseball Network LLC

features video interviews, highlights, and global baseball stories. Readers may also subscribe to a various time-sensitive updates, newsletters and bulletins.

[WBN research](#) indicates that the U.S. adult baseball enthusiast audience reached 202.0 million in 2026, up 5.2 million from 2023, while weekly time spent on baseball-related activity increased 30 percent. The study also found accelerating interest in international and college properties, including Mexican professional leagues (+36.8 percent) and the Caribbean Series (+56.2 percent).

WBN's expansion reflects a changing market reality: baseball attention is not confined to one league, season, or geography. WorldBaseball.com gives fans a concise way to follow baseball, wherever it is played, while creating a contextually relevant environment for brands and partners seeking to reach it.

Visit WorldBaseball.com to explore the enhanced platform.

World Baseball Network, a Service-Disabled Veteran-Owned Small Business (SDVOSB) based in the United States, is building the largest and most diverse worldwide baseball ecosystem for fans, leagues, teams, players and sponsors. Founded in 2022, WBN identifies innovation areas revolutionizing baseball globally, including Major League Baseball, Minor League Baseball, NCAA, Africa, Australia, Europe, Korea, Japan, the Caribbean, the World Baseball Classic and the World Baseball Softball Confederation (WBSC). WBN's "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 its website, mobile, app, podcast, video syndication, social media, agency services and custom-media components, including video games and virtual environments.

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