

February 24, 2026



Atlanta Braves Announce Launch of Exclusive Braves Television Network: BravesVision

Braves will oversee production, sales, marketing, and distribution of local television broadcasts across their six-state territory

ATLANTA--(BUSINESS WIRE)-- The Atlanta Braves today announced the launch of BravesVision, a multimedia platform owned and operated by the organization that will become the official local television home of the Braves beginning with the 2026 baseball season. BravesVision will usher in a new era of broadcasting, where the Braves organization will have full oversight of the production, sales, marketing, and distribution of its telecasts.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260224883642/en/>

“This endeavor will bring the most vital link to our fanbase – our television broadcast – back under the control of our organization,” said Braves President and CEO Derek Schiller. “Generations of Braves fans were raised watching games on a network that shared ownership with the baseball team. With BravesVision, we believe that we can present Braves baseball in new and innovative ways allowing us to expand and elevate our storytelling capabilities across all of our platforms.”

BravesVision will produce more than 140 games, as well as extensive pre-game and post-game programming, throughout the 2026 regular season and give fans across the organization’s six state territory multiple options to watch Braves games without blackouts, including:

- **Video Service Provider:** Through a direct-to-distributor model, the Braves will partner with cable, satellite, and streaming services to provide BravesVision to their customers. The Braves will provide an update on availability and channel locations as distributor deals are finalized.
- **Streaming:** BravesVision will be available on Major League Baseball’s streaming platform – Braves.TV. With a subscription, all regular season non-national exclusive Braves games will be available to fans everywhere and without blackouts. Fans will have the additional option to purchase an out-of-market package to view every MLB team.
- **Over the Air:** For the second consecutive season, the Braves will partner with Gray Media to simulcast a select number of regular season games over-the-air (OTA) for free in Atlanta and across the Southeast through Gray’s network of broadcast stations. The BravesVision OTA games will be announced prior to Opening Day. For a list of Gray Media stations in Braves Country, visit braves.com/watch.

BravesVision will further expand the organization's robust multimedia platform, which includes the largest radio affiliate network in Major League Baseball, groundbreaking short-form video content, award-winning in-game productions, and more than eight million followers across various social platforms.

Additionally, Gray Media will feature an expanded Braves Spring Training broadcast offering in 2026, bringing 15 Spring Training games to fans across Braves Country through Gray local television stations, reaching 26 markets throughout the Southeast. All Spring Training broadcasts will also be streamed live for free on Braves.TV. Fans simply need to visit Braves.TV to create a free account.

In addition to the local BravesVision telecasts, the team will appear in nationally televised games with MLB's exclusive broadcast partners – FOX/FS1, ESPN, TBS, NBC/Peacock and Apple TV+.

More details on BravesVision can be found at braves.com/watch.

About Atlanta Braves Holdings, Inc.: Atlanta Braves Holdings, Inc. ("ABH") (Nasdaq: BATRA, BATRK) consists primarily of the Major League Baseball franchise the Atlanta Braves and a real estate portfolio including the mixed-use development The Battery Atlanta, which is located adjacent to the Braves stadium, Truist Park. For more information, please visit our website at <https://www.bravesholdings.com/investors>.

Important Notice Regarding Forward-Looking Statements

This press release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the business, product and marketing strategies, new service offerings, future financial performance and prospects, trends and any other matters that are not historical facts. The words "will," "believe," "estimate," "expect," "anticipate," "intend," "plan," "strategy," "continue," "seek," "may," "could" and similar expressions or statements regarding future periods are intended to identify forward-looking statements, although not all forward-looking statements may contain such words. Where, in any forward-looking statement, we express an expectation or belief as to future results or events, such expectation or belief is expressed in good faith and believed to have a reasonable basis, but such statements necessarily involve risks and uncertainties and there can be no assurance that the expectation or belief will result or be achieved or accomplished. Given these uncertainties, we caution you not to place undue reliance on these forward-looking statements. The risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements, include, without limitation: ABH's historical financial information is not necessarily representative of its future financial position, future results of operations or future cash flows; ABH's ability to recognize anticipated benefits from the split-off from Liberty Media Corporation ("Liberty"); the incurrence of costs as a standalone public company following the split-off from Liberty; the ability of ABH to successfully transition responsibilities for various matters from Liberty to ABH or third-party personnel; ABH's ownership, management and board of directors structure; ABH's ability to obtain additional financing on acceptable terms and cash in amounts sufficient to service debt and other financial obligations; ABH's indebtedness could adversely affect operations and could limit its ability to react to changes in the economy or its industry; ABH's ability to realize the benefits of acquisitions or other strategic investments; the impact of inflation and weak

economic conditions on consumer demand for products, services and events offered by ABH; the outcome of pending or future litigation or investigations; the operational risks of ABH and its business affiliates with operations outside of the United States; ABH's ability to use net operating loss and disallowed business interest carry forwards to reduce future tax payments; the ability of ABH and its affiliates to comply with government regulations, including, without limitation, consumer protection laws and competition laws, and adverse outcomes from regulatory proceedings; the regulatory and competitive environment of the industries in which the Company operates; changes in the nature of key strategic relationships with business partners, vendors and joint venturers; the achievement of on-field success; ABH's ability to develop, obtain and retain talented players; the impact of organized labor on ABH; the impact of the structure or an expansion of MLB; the level of broadcasting revenue that ABH receives; the impact of data loss or breaches or disruptions of ABH's information systems and information system security; ABH's processing, storage, sharing, use, disclosure and protection of personal data could give rise to liabilities; ABH's ability to attract and retain qualified key personnel; the inherent risks in the real estate business, including, but not limited to, tenant defaults, potential liability relating to environmental matters and liquidity of real estate investments; ABH's stock price has and may continue to fluctuate; ABH's common stock and organizational structure; and geopolitical incidents, accidents, terrorist acts, pandemics or epidemics, natural disasters, including the effects of climate change, or other events that cause one or more events to be cancelled or postponed, are not covered by insurance, or cause reputational damage to ABH and its affiliates. These forward-looking statements and such risks, uncertainties, and other factors speak only as of the date of this press release, and ABH expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein, to reflect any change in ABH's expectations with regard thereto, or any change in events, conditions or circumstances on which any such statement is based except to the extent required by law. Please refer to the publicly filed documents of ABH, including our Annual Report on Form 10-K for the fiscal year ended December 31, 2024, as may be updated by subsequent filings under the Securities Exchange Act of 1934, as amended, including Forms 10-Q and 8-K, for additional information about ABH and about the risks and uncertainties related to ABH's business which may affect the statements made in this press release.

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Source: Atlanta Braves Holdings, Inc.