

Bringing the Storied '27 Yankees to Life with Precise Historical Data



NYT Licensing helped ESPN combine historical fiction and factual content sources from the Times archive for a groundbreaking retelling of the 1927 Yankees season. Via Twitter, Medium and ESPN digital, this historical novel was published along the same timeline as actual events that unfolded almost 90 years ago. The end result was allowing audiences to 'follow' the on-field exploits of one of the most famous teams in baseball history over the course of a 154 game season.

Real-Time Historical Fiction

As historical storytelling served as the foundation of the project, creator Douglas Alden required a tremendous amount of archival information. NYT Licensing provided access to TimesMachine, a browser-based digital replica of every edition of The New York Times published between 1851 and 1980. Through contemporaneous accounts from the Times archive, we helped ESPN contextualize the fictional storytelling components with precise historical detail of events both on and off the field.

The New York Times

Licensing Group

ESPN



Industry
Broadcaster/Web



Country
United States



Content Package
TimesMachine



Language
English

An Innovative Multiplatform Content Campaign

With TimesMachine archival materials as the centerpiece of the program, ESPN amplified key editorial elements to enhance the real-time nature of the novel. The result was over 3,000 tweets about the newsmaking events of the 1927 season – published along the same timeline as they actually occurred. Alongside essays by historians and subject experts, ESPN also published hundreds of links to original 1927 New York Times articles, videos, stills and audio.

“Thanks to the Baseball Hall of Fame, the New York Public Library and stunning online archives, like the New York Times’s TimesMachine, our research for this project has accessed a treasure trove of contemporaneous accounts of the 1927 season.”

- ESPN.com

TimesMachine

Over 150 years of New York Times journalism, as it originally appeared. Explore history’s most pivotal moments and get an up-close look at the influential events and figures that have defined our age. TimesMachine offers a digital replica of every edition of The New York Times published between 1851 and 2002.

Service Details

Includes full and partial-text articles as well as photographs, charts and other illustrations as available.



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