

[Andrew Frank](#)

[A member of the Gartner Blog Network](#)

- [front page](#)
- [archives](#)
- [RSS](#)



- ### Who's Blogging

- [David McCoy](#)
- [Allen Weiner](#)
- [Tom Austin](#)
- [Cameron Haight](#)
- [Anthony Bradley](#)
- [Lydia Leong](#)
- [Kristin Moyer](#)
- [Nick Jones](#)
- [John Pescatore](#)
- [Thomas Otter](#)
- [Whit Andrews](#)
- [Gartner Blog Network](#)
- [Michael Maoz](#)
- [Jim Lundy](#)
- [Mastering The Hype Cycle](#)
- [Thomas Bittman](#)
- [Jim Holincheck](#)
- [Andrew Frank](#)
- [Office of the Ombudsman](#)
- [Andrew White](#)
- [Andrea DiMaio](#)
- [Greg Young](#)
- [Andreas Bitterer](#)
- [Jim Sinur](#)
- [David M Smith](#)
- [Brian Prentice](#)
- [Nick Gall](#)
- [Dan Sholler](#)
- [French Caldwell](#)
- [Gene Phifer](#)
- [Jeffrey Mann](#)
- [Frank Kenney](#)
- [Jeff Roster](#)
- [Gene Alvarez](#)
- [David Cearley](#)
- [Mark Raskino](#)
- [Mark Driver](#)
- [Kathy Harris](#)
- [Debbie Wilson](#)
- [Val Sribar](#)
- [Daryl Plummer](#)
- [Toby Bell](#)
- [Pat Phelan](#)
- [Mike McGuire](#)
- [Steve Prentice](#)
- [Nikos Drakos](#)
- [Eric Goodness](#)
- [Ray Valdes](#)
- [Tom Murphy](#)

← [The Economy and the Media](#)

NHL Body-checks Broadcast Model with Neulion

October 29th, 2008 · [No Comments](#)



The National Hockey League and its online video partner [Neulion](#) entertained ad buyers, sports portals, agencies and journalists (and the odd research analyst) in New York City last night to promote its [recent launch](#) of NHL Gamecenter Live, an online subscription service for Hockey fans that will offer live TV-quality webcasts of games along with a host of other features.

(Those who missed the first free trial will get [another chance](#) to try it out tomorrow.)

Hockey represents a prime example of the kind of content at the forefront of tectonic shifts in the broadcast model brought about by the rise Internet video quality and audience size. Hockey fans are among the most dedicated sports fans around, but their numbers are not large enough to hold the kind of sway among broadcasters of franchises like the NFL and MLB. Additionally, because of the international makeup of the teams in the NHL, it is perhaps the U.S.' only major sport that has a large potential worldwide audience. So connecting with fans directly on the Internet makes a great deal of sense, even if it raises a few eyebrows among TV networks.

It will be worth watching how this plays out for several reasons.

First, as a subscription service, it will test the now-orthodox view that consumers won't pay for online content, and the only way to monetize it is with advertising. (ESPN has tested an ISP-paid subscription service, [ESPN360](#), similar to the cable TV model, but has met with resistance from some of the largest U.S. ISPs.)

Second, although the system currently only runs on PCs, Neulion also produces an IP-enabled set-top box which could soon be deployed to fans (especially those outside of U.S. and Canadian broadcast markets) which could deliver live coverage to TVs in an "over-the-top" model that completely bypasses broadcast networks and service providers. This should get their attention.

And third, as a content experience, NHL Gamecenter Live is chock-full of interactive features that make it an ideal laboratory for testing live-content-based community experiences such as chatting with other fans while personalizing the telecast with viewer-selected camera angles and audio feeds.

Even non-hockey fans may find it instructive to watch how hockey fans – um – interact with one another at a distance during a game.

We've been [looking closely](#) at how OTT TV could affect the broadcast model over the next few years, and opinions seem to run the gamut, from "obscure niche" to "industry tsunami." Anyone want to weigh in?

Tags: [Uncategorized](#)

0 responses so far ↓

- There are no comments yet...Kick things off by filling out the form below.

Leave a Comment

Name

Mail

Website

Submit

- To search, type and hit enter

• Recent Posts

- [NHL Body-checks Broadcast Model with Neulion](#)
- [The Economy and the Media](#)
- [The Recession Marketing Dialog](#)
- [The Watchdogs List](#)
- [This is Not a Product Test](#)

• Categories

- [Uncategorized](#)

• Tags

[Add new tag](#) [Advertising](#) [Alan Kay](#) [Behavioral Targeting](#) [Biz360](#) [Blogging](#) [Brand](#) [Branding](#) [Brand Monitors](#) [Brands](#) [Butterfly Effect](#) [Buzzlogic](#) [Chaos Theory](#) [Cision](#) [Converseon](#) [Custom Scoop](#) [CyberAlert](#) [DPI](#) [Economics](#) [Engagement](#) [Enterprise RSS](#) [Gartner Conferences](#) [Insights](#) [Intelligence](#) [Marketing](#) [Market Sentinel](#) [Media](#) [Microsoft](#) [MotiveQuest](#) [New Media Strategies](#) [Nielsen](#) [Onalytica](#) [Peter Drucker](#) [PopularMedia](#) [Predictions](#) [Privacy](#) [RelevantNoise](#) [Scout Labs](#) [Social Media](#) [Social Media Monitors](#) [Techrigy](#) [Trackur](#) [Umbria](#) [VibeMetrix](#) [Visible Technologies](#)

• Archives

- [October 2008](#)
- [September 2008](#)

Comments or opinions expressed on this blog are those of the individual contributors only, and do not necessarily represent the views of Gartner, Inc. or its management. Readers may copy and redistribute blog postings on other blogs, or otherwise for private, non-commercial or journalistic purposes. This content may not be used for any other purposes in any other formats or media. The content on this blog is provided on an "as-is" basis. Gartner shall not be liable for any damages whatsoever arising out of the content or use of this blog.

© 2008 Gartner, Inc and/or its affiliates. All rights reserved.