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This Week's News

NFL touts high-def game replays

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The NFL is preparing a significant marketing push this month for Game Rewind, its new high-definition online game replay service.

The subscription-based product, which made its debut early last month, marks an extension of Game Pass, its existing TV replay offering. The online product is designed, in part, to achieve several key goals for the league: further establish NFL.com as the leading destination for online football video, continue testing on higher-resolution video online that is only now beginning to reach substantial numbers of people, and increase subscription revenue for the league during what has become a turbulent period for advertising of all forms.

The product is sold either as a \$19.99 season pass that runs through March 30, or for \$4.99 a week. The full-length video replays are shown commercial-free and are blacked out while any other NFL games are in play. A mosaic feature offers simultaneous viewing of up to four games, and statistics and chat functions are embedded into the video player. Aiding the league on the effort are NeuLion and Move Networks Inc.

"We expect that after the holidays, when people start getting more reflective about the season, we'll make a push on this and seek to communicate more broadly the opportunity to relive the entire season," said Pat McCormack, NFL director of digital media.

The promotion will primarily be conducted through NFL-controlled outlets such as NFL.com, NFL Network and e-mail distributions.

NFL officials wouldn't disclose the number of Game Rewind subscribers so far, but McCormack said: "We've been pleased. It's starting to get some pickup in the blogosphere, which is definitely helpful."