

CLIENT SUCCESS: THE CENTRAL HOCKEY LEAGUE

NiFTy-TV “Free-for-View” Broadcasts Deliver

2500% More Viewers than PPV

The Problem

After merging two AA leagues to form the Central Hockey League, an aggressive marketing campaign was implemented to grow the fan base, increase ticket and other revenue, and televise select league games.

The initial choice of a Pay-Per-View (PPV) broadcast model was a dismal failure. Over a three-year period, each televised event drew fewer than 50 viewers on average and costs were high.

The Challenge

How to increase the number of viewers of CHL broadcast events at a reasonable cost and without detracting from arena ticket sales.

Marketing Goals

- Attract and retain new CHL fans
- Recruit new corporate sponsors
- Extend the league’s brand equity

The Central Hockey League celebrates its 16th season of play in 2007-2008 with 17 member clubs. The CHL is operated by Global Entertainment Corporation an integrated producer of live events engaged in sports management, arena and related real estate development, facility and venue management and marketing, and venue ticketing and brand licensing.



On October 1, 2007, the Central Hockey League and Network Foundation Technologies announced a partnership to create the CHL Network. Utilizing Network Foundation Technologies’ NiFTy Online Television technology, the network will provide “FREE-for-View” webcasts of all CHL games in the 2007-2008 season, including the All Star game and President’s Cup Finals.

RESULT: The NiFTy-TV Solution Exceeds Every Project Goal

Network Foundation Technologies implements its Nifty Online Television solution to create “CHL Network.” The league announces that every CHL regular season, playoff, and All-Star game for 2007-2008 will be broadcast “FREE-for-view” to a world wide audience – the first sports league to offer that capability. By the third week of the season, the number of viewers exceed the total viewers for three years of PPV broadcasts.

Additional benefits include:

- **Record-breaking arena attendance as new online fans flock to live events**
- **Online sales of branded merchandise explode as fans clicked through from the NiFTy-TV broadcast**
- **The NiFTy-TV downloaded viewer reflects league and team branding – recognition rises**
- **Media coverage expands as local reporters access CHL Network updates, analysis, and interviews**