

NHL Working Toward In-Market Streaming

Written by Matthew Coller
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We're getting the feeling the NHL is starting to get it. First, the hiring of former NFL's vice president of programming Charles Coplin as executive vice president of content, then the idea to start an HBO show comparable to "Hard Knocks," now the NHL will allow in-market streaming, including extending the rights to mobile devices according to John Ourand of [Sports Business Journal](#).

The SBJ report Monday said the league is close to an agreement that would have U.S. teams launch in-market streaming of live games on both broadband and wireless platforms. This, Ourand says, will change the way fans can view local game telecasts and without question promote the game and popularity of in-market teams.

The NHL is closest to agreeing with Fox Sports Net, which holds the rights to 13 teams. The league is also working with Comcast SportsNet, according to the SBJ report.

As for the "they get it" department, the NHL could potentially put itself far ahead of other leagues when it comes to in-market streaming, Major League Baseball has only two teams streaming in-market, the NBA only has one.

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