

The NHL and NBC Extend Revenue-Sharing Partnership Through 2010-11 Season

Written by Maury Brown
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The National Hockey League and NBC Sports today announced an extension through the 2010-11 season of their successful revenue-sharing partnership -- one that has achieved viewership milestones, programming and production innovations, awards and critical acclaim. The joint announcement was made by NHL Commissioner Gary Bettman and Ken Schanzer, President, NBC Sports.

"The NHL/NBC partnership has been terrific. Our association has led to such technical innovations as the 'Inside the Glass' reporting and to such programming advancements as the extremely popular Winter Classic," NHL Commissioner Gary Bettman said. "Game 7 of the Stanley Cup Final was broadcast television's most-watched hockey game in 36 years, which makes clear the NHL and NBC are building an audience, are building momentum and are perfectly positioned to continue growing the game."

Schanzer said: "We're thrilled to be able to continue our relationship with the NHL and build on all the positive momentum on and off the ice. Together, we have attained viewership milestones not seen in more than three decades. And the Winter Classic, in just two years, has become one of the highlights of the sports calendar. We strongly believe this is a league that is poised for continued growth."

NBC Sports' 2010 NHL coverage begins on New Year's Day with the third annual NHL Winter Classic. They will also continue to broadcast games throughout the Stanley Cup Playoffs and up to five Stanley Cup Final games.

The revenue-sharing partnership between NBC and the NHL was announced in May 2004, launched in January 2006 and previously extended in 2007 and 2008.

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