

National Hockey League Unveils NHL VideoCenter

Written by Maury Brown

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The screenshot displays the NHL VideoCenter interface. At the top, there's a navigation bar with links for SCORES, SCHEDULE, STANDINGS, STATS, TEAMS, PLAYERS, NEWS, FANTASY, VIDEO, PHOTOS, FANS, MOBILE, TICKETS, and SHOP. The main content area features a large video player showing a game highlight of Detroit Red Wings (DET) vs Chicago Blackhawks (CHI). The score is 0-3 in favor of the Blackhawks. To the right of the video player, there's a sidebar titled 'NOW PLAYING' showing the final score and a list of goals and hits. Below the video player, there are tabs for 'GAME HIGHLIGHTS', 'MOST WATCHED', and 'JUST ADDED'. At the bottom, there's a filter by team section with a dropdown menu and a list of recent games.

Team	Score
Detroit Red Wings	0
Chicago Blackhawks	3

Team	Score
St Louis Blues	3
Vancouver Canucks	1

The National Hockey League (NHL) today unveiled **NHL VideoCenter** (<http://video.nhl.com/videocenter/>), the League's new streaming video player that features new channels of content, significant enhancements to the user experience, and enables fans to easily share NHL video on the most popular social media Web sites.

With an enhanced user interface and expanded programming based on analytic insights into fan demand, NHL VideoCenter was developed in coordination with the NHL's strategic technology partner NeuLion, the leading developer of IPTV solutions for content partners such as the NHL, NFL and more than 200 Colleges. NHL VideoCenter upgrades and replaces NHL Network Online, the League's groundbreaking video environment that was launched with NeuLion in April, 2008.

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"NHL.com is the first place fans look to see the best game highlights, live and feature videos, and original programming focused on the NHL," said Andre Mika, NHL Senior Vice President for Creative. "NHL VideoCenter expands the volume of video content offered on NHL.com, and greatly enhances and streamlines the user interface, creating the Web's best destination for NHL video."

The new features and enhancements give NHL fans even more video content to choose from. It allows them fans to find, and interact with, NHL video more quickly, more easily and more often, as well as share that experience with online communities all over the Web. Among the new and enhanced features include:

- High-definition viewing experience
- Three new channels of content – NHL Shootout Channel, featuring all NHL game shootouts in their entirety; NHL Press Room, featuring live coverage of press conferences and other breaking news; and NHL Library, which gives fans a selection of classic and archived videos
- Click-to-share with popular social media sites such as Twitter and Digg, and the ability to share full videos that play in-line on Facebook
- Expanded screen size
- Faster page loading
- Better and expanded search results
- Streamlined, more consumable game highlights

"The must-have trend for 2010 is HD and the new NHL VideoCenter brings that HD experience to the fan. Interactivity, syndication features and multi-device delivery allows the NHL to reach fans anywhere at anytime and build a deeper relationship with them," said Chris Wagner, EVP and Co-Founder of NeuLion.

As a result of these consumer-facing improvements that drive more fan interaction and engagement with NHL video, NHL VideoCenter will also deliver greater value to NHL partners that advertise within videos or via banner ads.

"Integrating with NHL video online is among our most important advertising activations with the National Hockey League," said Tom Peyton, Sr. Manager, National Advertising American Honda Motor Company. "We feel that the high level of fan engagement on NHL VideoCenter makes it a great environment for targeted Honda Brand marketing."

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Maury Brown is the Founder and President of the [Business of Sports Network](#) , which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey. He

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is available as a freelance writer

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[Brown's full bio is here.](#)

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