



The Challenge

Develop and recommend a complete strategy and plans to introduce the National Hockey League on television in China.

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Logic International & Protrain China

Case study in focus

The National Hockey league is one of the major professional sports in North America and is currently broadcasting its games in more than 60 countries worldwide. Ice Hockey being an Olympic sport has been put on the priority list of the Chinese government to be developed over the next 10 years signaling to the NHL executive that it was time to introduce their leagues to Chinese audience .

The NHL through its international Broadcasting department mandated us to come up with a full strategy and development plan for the game on television.

■ The Logic & Protrain China Solution

A business model developed based on a provincial television distribution network would allow the NHL to launch two programs per week in a first phase in the North of China. Powerweek a weekly 30 minutes magazine providing hockey news and features would be the communication vehicle to educate the audience. Faceoff is the best game of the week presented completely in mandarin using local commentator. The second phase of deployment will go down south east of china and the third phase the remainder of non covered province. The total network coverage would cover more than 700 Millions people.

■ The Deliverables

This project was managed completely from Hong Kong/Beijing, China and included :

- Market development strategy for NHL on Television
- Sponsorship business model development based on China environment
- Feasibility study to deliver satellite feed of Hockey
- Approval of strategy and endorsement by Chinese government
- A complete business plan for the next 5 years detailing revenues and costs
- End to end to end process definitions from image capture at the hockey ring to Chinese viewer
- Roles & responsibilities of all parties.

■ The Results

The first phase of the program life cycle is now completed opening up the road to the implementation of the plan upon securing the necessary funding investment.

- Signed off by Chinese Hockey federation on strategy & plans
- Signed off by Provincial TV stations to broadcast hockey of NHL
- End to end process tested and proven viable (using F1)
- Business plan present positive return starting the 3rd year.



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