



Programming & Production Philosophy

Canada is the birthplace of hockey. And now, Canada will be the birthplace of a whole new way to experience the game. Rogers Communications and the NHL is the ultimate marriage of content, promotion, and distribution. NHL like never before.

Emphasis on Storytelling

- Profiles of the Top 50 stars across the league. Fans will get to know the players like never before.
- Exclusive behind-the-scenes access to share the untold stories of the players, teams, and League.
- Pre- and post-game shows expanded across Sportsnet platforms; with coverage on Saturdays and Sundays beginning at 4 p.m. ET.
- Top talent in Canada – both in front of and behind the camera – will lead the new way of delivering NHL content to Canadians.

Emphasis on Innovation

- Production Centre of Excellence will unify the coverage philosophy across all networks, outlets, and platforms.
- New high-tech, state-of-the-art studio set will be home to all network broadcasts.
- First-to-market technology for game analysis and stats will provide innovative ways of breaking down the game.
- Unique ways to market the game and reach fans through Rogers wireless, cable, and media assets.