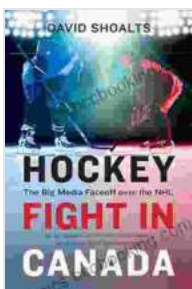


The Big Media Faceoff Over the NHL: A Battle for Control of the Ice

The National Hockey League (NHL) is one of the most popular sports leagues in the world, with a passionate fan base and a rich history. But behind the scenes, the NHL has been embroiled in a bitter battle for control of its media rights.

Two of the world's largest media companies, Disney and ESPN, are vying for the rights to broadcast NHL games. Disney currently holds the rights to broadcast NHL games on ESPN+, its streaming service. But ESPN, which is owned by Disney's rival, Comcast, is eager to add NHL games to its own lineup.

The battle between Disney and ESPN is a high-stakes one. The NHL's media rights are worth billions of dollars, and the winner of the bidding war will have a major advantage in the race to control the future of sports broadcasting.



Hockey Fight in Canada: The Big Media Faceoff over the NHL by David Shoalts

★★★★☆ 4.5 out of 5

Language : English
File size : 1301 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 224 pages



The main players in the NHL media rights battle are:

- **The NHL:** The National Hockey League is the governing body for professional hockey in North America. The NHL is responsible for negotiating the league's media rights deals.
- **Disney:** Disney is a global media and entertainment company that owns ESPN, ESPN+, and ABC. Disney currently holds the rights to broadcast NHL games on ESPN+.
- **ESPN:** ESPN is a sports media brand that is owned by Comcast. ESPN is eager to add NHL games to its own lineup.

The main issues in the NHL media rights battle are:

- **Money:** The NHL's media rights are worth billions of dollars. The winner of the bidding war will have a major advantage in the race to control the future of sports broadcasting.
- **Control:** The NHL wants to maintain control over its media rights. The league is concerned that if ESPN gains the rights to broadcast NHL games, it will have too much power over the league's image and marketing.
- **Competition:** The NHL is facing increasing competition from other sports leagues, such as the NFL and NBA. The league believes that a strong media rights deal is essential to maintaining its competitive edge.

The battle for the NHL's media rights is a complex and ongoing one. Both Disney and ESPN have made strong offers to the league, and it is unclear who will ultimately prevail.

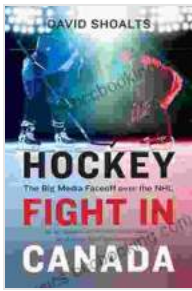
Disney has the advantage of being the current rightsholder. The company has a strong relationship with the NHL and has a proven track record of success in broadcasting sports. However, ESPN is a major player in the sports media landscape, and the company is eager to add NHL games to its lineup.

The NHL is likely to make a decision on its media rights deal in the coming months. The outcome of the bidding war will have a major impact on the future of the league and the sports broadcasting industry.

The NHL media rights battle is a fascinating case study in the changing landscape of sports broadcasting. The outcome of the bidding war will have a major impact on the future of the league and the sports broadcasting industry.

It is clear that the NHL is facing a number of challenges, including increasing competition from other sports leagues and the changing media landscape. However, the league is also a valuable property with a passionate fan base. The NHL is well-positioned to continue to be a major force in the sports world for many years to come.

- [NHL Media Rights Battle Heats Up](#)
- [ESPN, Disney Eye NHL Rights](#)
- [The NHL's Media Rights Battle: What's at Stake](#)



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