



NHL TWITTER LIVE

Playing in a virtual world: The Switch assists NHL's pre-game Playoff and Stanley Cup coverage on Twitter Live

Live time

- The NHL wanted to build anticipation of its broadcasts of the 2021 Playoffs and Stanley Cup Finals with a purely digital show that began on Twitter 20 minutes before the opening face-off and then run the opening minutes of the live game
- Launched this new type of pre-game programming with support from The Switch, enabling it to tailor highly interactive and fun content for NHL fans on Twitter, keeping them informed and entertained in the run-up to key games
- Relied on The Switch for a big assist in producing and livestreaming the show, which included interactive polls and questionnaires, highlights from previous games, betting odds, and player and team news
- Show was streamed to Twitter Live under the hashtag #NHLTwitterLive

Always there

- The Switch curated and powered the entire schedule of programming, deploying a comprehensive suite of live video production and delivery services to support a virtualized production for 21 pre-game shows through MIMiC, its Cloud Video Services platform
- Booked hosts and former players to present each show, including ex-NHL stars Mark Messier and Anson Carter, and MSG Networks journalist Michelle Gingras
- MIMiC provided low-latency cloud-based communications tools to connect the remote talent, announcers, graphics operators and show producers
- Produced show from its Burbank and New York production facilities, where clipping, editing, and distribution of the live feeds took place

Always on

- Gave NHL's 6.3 million Twitter followers a way to get into the excitement of the Playoffs and Stanley Cup from any device
- MIMiC was the glue that bought the project together, enabling the remote talent and production personnel to communicate and produce content in real-time, bringing the pre-game curtain-raiser and opening live-action to life
- The workflow linked crews from Long Island, Burbank, New York, Chicago and Brooklyn, enabling them to coordinate production in real-time
- Demonstrated breadth of The Switch's remote and cloud-based production and delivery services, and its ability to produce high-quality content in any format