

Name:

Date:

Case Study: Disney Will Animate ESPN Coverage For Disney Channel To Get Kids Into Hockey

Please read [this article](#) and then answer the questions that follow.

1. NHL viewership for games broadcast on ESPN [has dropped to 373,000 average viewers](#), down from 478,000 on average at the same point last season. What do you personally think are some reasons for the decrease in viewership of hockey games on the cable network this year? (Include at least three reasons in your response.)

2. What is your honest opinion of the "[Big City Greens Classic](#)" game, which will be shown on the Disney Channel, Disney XD and Disney+? Will a young demographic (likely 30 years younger than the average NHL fan) watch the animated version of the hockey game? Will watching the game convince a younger demographic to follow and consume additional NHL content? Explain.

3. What is the NHL hoping to get through their Disney partnership? What is Disney hoping to get out of their NHL sponsorship? Explain.

4. The Big City Greens Classic game will feature the Washington Capitals and the New York Rangers - - both of which are East coast teams and relatively close in distance. Right now the Toronto Maple Leafs top the NHL power rankings with the Carolina Hurricanes and Boston Bruins following. Last year the Colorado Avalanche defeated the Tampa Bay Lightning to win the Stanley Cup. Why do you think the NHL/Disney chose to feature a [Caps](#) vs. [Rangers](#) game? Is this a good decision? Should they have featured a game between different teams? Explain (be sure to do some research if you don't know much about hockey!)

5. What are three things Disney can do to [monetize](#) the Big City Greens game, either during the game, after the game or leading up to the game? Explain.

6. The article mentions the NFL's deal with Nickelodeon. Do some internet research to find out how the NFL has leveraged their deal with the kids cable network - - what has their partnership done to try to attract a younger viewing audience and a new fan base?

7. Is it ethical, in your opinion, for professional sports leagues to specifically target kids between the ages of 6-11 to try to increase viewership? Take a stand and explain your position.