



Sports Success Story - Case Study

Chilliwack Bruins

The Chilliwack Bruins (www.chilliwackbruins.com) made their expansion debut in the Western Hockey League (WHL) in Sept. 2006. Committed to excellence both on the ice and in the community, the Bruins have quickly established themselves as a major source of pride for both the City of Chilliwack and the entire Fraser Valley of British Columbia.



In their inaugural season, the Bruins registered the 3rd best ever mark for a WHL expansion team, winning 25 games and making the playoffs. Over 160,000 fans clicked through the Prospera Centre Arena turnstiles, with the club hanging up the SRO shingle an impressive 16 times during the 36 game home schedule.

The Challenge:

Unable to conclude a radio broadcast rights deal with the only locally based radio outlet in the marketplace, Bruins radio carriage was available either via 88.1 FM (a low power frequency with a 10KM coverage footprint) and/or through Shaw Cable FM (99.3 FM).

Hoping to extend their radio presence, Chilliwack turned to INSINC to provide audio Internet-based streaming services, effectively opening up the coverage area well beyond the limited technical constraints of the traditional local radio carriage marketplace.

The INSINC Solution:

Having created and implemented a successful pay per view broadband webcast model for the WHL (see WHL Case Study), INSINC was well positioned to assist the league's newest team in overcoming some of the local broadcast hurdles they were facing.

INSINC installed specialty audio encoding equipment and software on site at Prospera Centre Arena that captured the live audio feed and streamed the game on line.

INSINC also created a custom designed team specific Media Player that allowed Bruins fans tuning into the games on line to access hockey specific news and information, enhancing the interactive Web-based experience with play by play broadcasters *pushing slides* to listeners during the webcast. Future plans include creating added-value revenue streams, and more fan interactivity.



The Result:

An oddity at the beginning of the 2006-07 regular season, the Bruins audio webcasts quickly caught on with the team's growing on-line fan base. Month over month total plays and unique visitors increased dramatically as the regular season unfolded, hitting year long highs in late March 2007.

"INSINC's consummate professionalism and first rate service was an invaluable tool for our club's overall media strategies", noted team president Darryl Porter "and no doubt played a large role in helping us connect with our fan base and expand out our on-line presence."

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