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Capitals, Comcast combine to launch original TV show

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Buoyed by an expanded season-ticket base and rising TV ratings, the Washington Capitals are looking to expand their fan base by launching the team's first original television show.

The 32-minute show, which will air over 20 weeks on Comcast Sports Net, will offer an off-the-ice look at players, coaches and fans affiliated with the team. The team plans to call it either "Caps All Access Monday" or "Capitals RED TV."

The series is the result of a partnership between the club, Starbridge Media and Comcast Sports Net. Starbridge and the Capitals will cover production costs, sell advertising and share in revenue from the show. Comcast will get one minute of the show's eight minutes of commercial time.



"Attendance, ratings, everything is trending up right now, so we think this is the time to try something like this," said Tim McDermott, the Capitals' chief marketing officer. "At a minimum, this becomes a great advertisement for us. Hopefully, it's something that becomes a profitable venture for us."

As part of the deal, Comcast Sports Net will promote the show 20 times a week and include a promotion for the show in a rotating banner on the network's home page. Promotions will be featured during Caps games and other programming. The show also will be available on demand.

Each episode will feature eight or more segments, and the Capitals plan to recycle those segments online and during games at the Verizon Center. McDermott hopes distributing the programming across a variety of platforms helps sales by giving partners ownership over slices of content that reach a wider audience than a half-hour TV show.

Sales around the program will include everything from product placement and sponsored segments to standard advertising, McDermott said. If sales and viewership are strong, he added that the team may create additional programs.

"The more exposure we have in the marketplace, the more mindshare we can have," McDermott said. "We think it can further legitimize us as a brand."