

National Hockey League

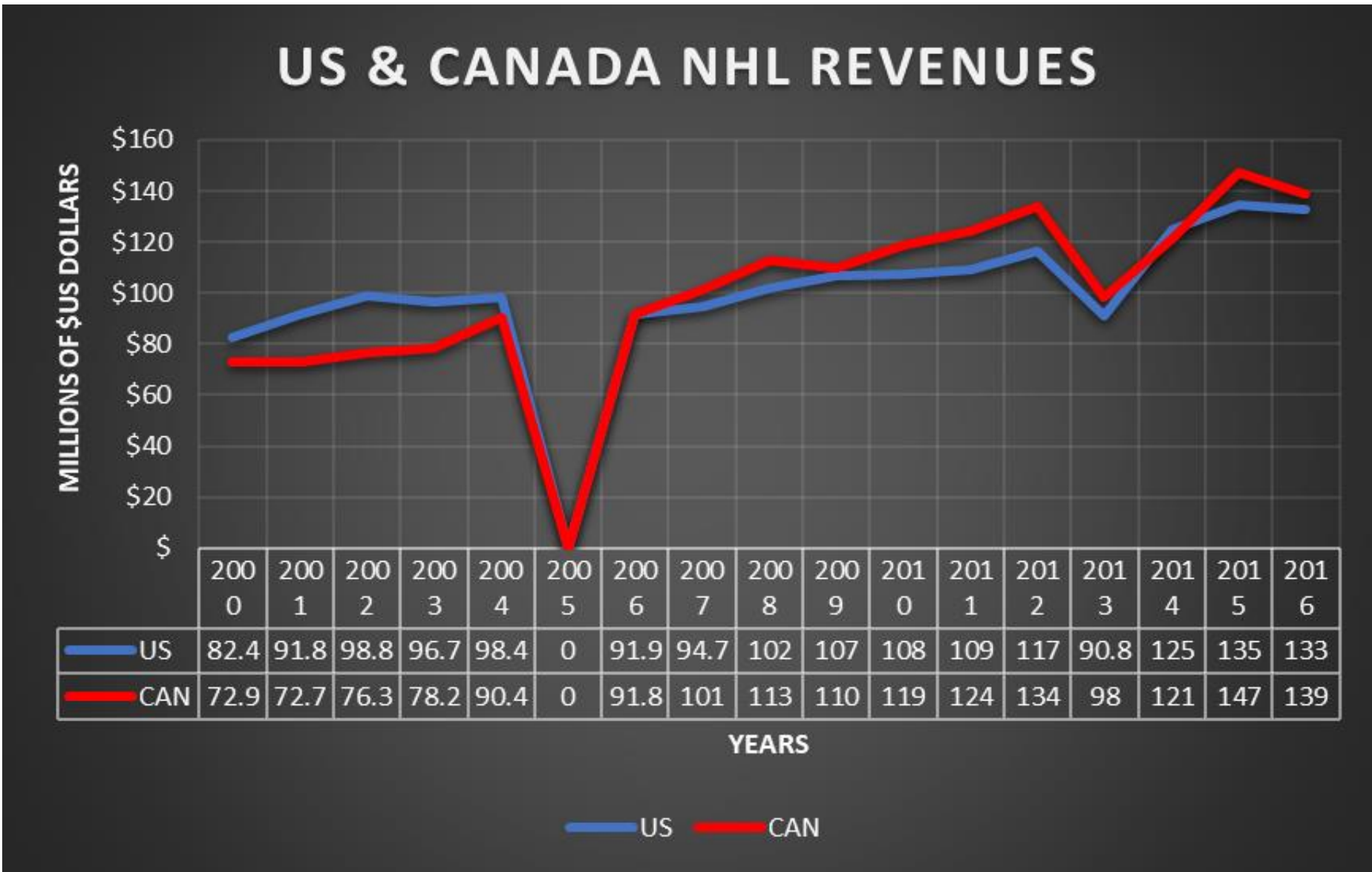
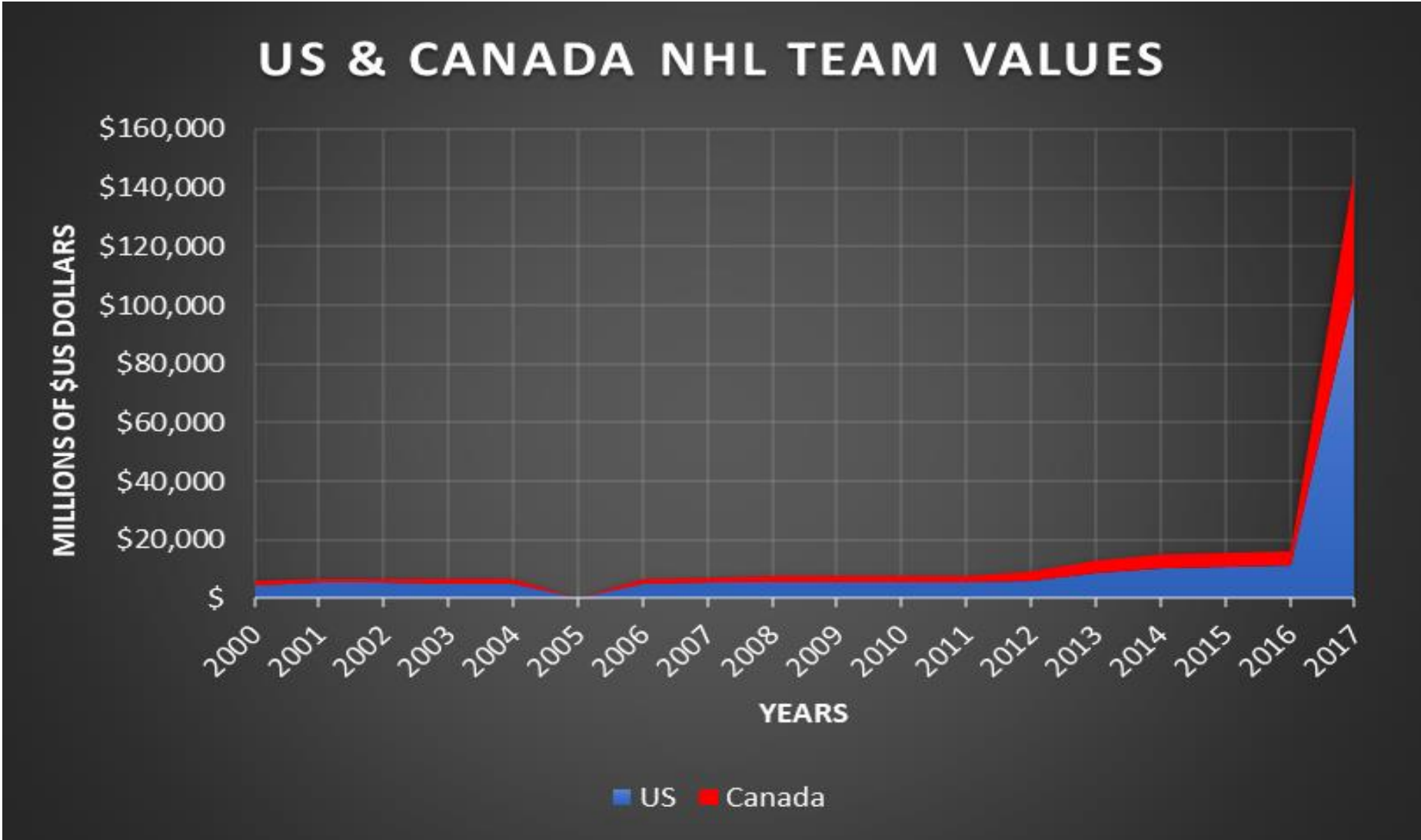
Team Values & Revenues Analysis

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Overview

- ❖ How did the 2004-2005 NHL lockout affect the team revenues and team values?
- ❖ Did the partial lockout of 2012-2013 season have a greater effect on the team revenues and team values then the previous lockout?
- ❖ Did the lockouts have a different effect on the US teams than on the Canadian teams?



Conclusions

- ❖ The intercept and the change in slope is significant for the both the Canadian and the US teams. Meaning, the lockouts did effect team values and revenues.
- ❖ There are significant differences in the US teams and the Canadian teams. Overall, the lockout resulted in Canadian franchises having more drastic growth then US teams.

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Key Findings and Results

GLS estimates of panel data

	Revenues	Values
Constant	(5.139)*	20.18
Revenues	n/a	1.89*
Values	0.39	n/a
Winning %	(-5.28)*	38.6
Dummy1 (first lockout)	37.624	-105.32
Dummy 2 (partial lockout)	16.892	-30.66
USCandum	12.69	-38.67
Interaction with dummy1	-0.142	0.48
Interaction with dummy 2	-0.118	0.24
interaction*country dummy	-0.03	0.1

* indicates NOT significant at the 0.01 percent

Explanation

- ❖ The addition's the NHL made during the 2004-2005 NHL Lockout lead to minor overall league team value and revenue growth.
- ❖ The additions the NHL made following the 2012 lockout such as, three on three overtime, and improved TV deals, helped spark a major growth in both team value and revenues for both countries.
- ❖ Canadian NHL teams saw a greater growth in team values and revenues most likely due to having a smaller sample size (only having seven Canadian teams verse twenty four US teams).