



PRESS RELEASE

contact: Brian Smith | bsmith@hockeyeastonline.com | 339.227.2988 | @BriSmi22

The Hockey East Association | 11 Chestnut Street | Amesbury, Mass. | 01913

FOR IMMEDIATE: JUNE 10, 2025

Hockey East and 49ing Expand Partnership

AI-powered Video and Data Analytics to Transform Officiating and Marketing Workflows

Amesbury, Mass. / Zürich, Switzerland — June 10, 2025 - Hockey East and 49ing AG are proud to announce a three-year strategic partnership to fully integrate 49ing's AI-powered video and data analytics platform across the league through the 2027–28 season.

Following a successful pilot in 2024, the expanded collaboration will focus on two high-impact areas: officiating and marketing — delivering automated video tagging, real-time insights, and intuitive tools that enhance workflows for referees, league staff, and media teams.

“Last season confirmed what Hockey East believed from the start, as 49ing’s AI platform has been a game-changer,” said Hockey East Commissioner **Steve Metcalf**. “We’re excited to deepen our partnership and push the boundaries of how technology can improve transparency, efficiency, and storytelling in hockey.”

“The integration of 49ing into our day-to-day operations has been seamless and impactful and has helped Hockey East stay at the forefront of college hockey,” said **Brian Smith**, Associate Commissioner of Hockey East. “From improving officiating workflows to helping our marketing team deliver engaging content faster, this technology is raising the standard for what’s possible for our membership.”

In its pilot phase, 49ing delivered live game breakdowns, AI-generated highlights, and advanced officiating tools that proved invaluable throughout the 2024-25 season. With this new agreement, those capabilities will now scale across the league, reinforcing Hockey East’s position as a collegiate leader in sports innovation.

“We’re thrilled to continue this journey with Hockey East,” said **Andreas Hänni**, CEO of 49ing. “Together, we’re building a next-generation league experience and one that is faster, smarter, and more connected to both fans and professionals.”

“As a Hockey East alumnus and someone who worked in hockey operations, this partnership hits close to home,” said **Michael Jamieson**, Head of Sales at 49ing and Northeastern University graduate. “It’s rewarding to bring innovation back to the conference that shaped my hockey journey.”

Under the agreement, 49ing will provide its signature Hockey AI Platform for centralized officiating review and dynamic content generation — enabling instant video access for faster decisions and deeper engagement.

Hockey East becomes the first NCAA conference to secure a long-term partnership with 49ing, paving the way for broader adoption of vertical AI in North American sports.

About Hockey East

Founded in 1984 and headquartered in Amesbury, Massachusetts, Hockey East is the premier collegiate hockey conference in the United States, featuring eleven men’s and ten women’s Division I programs. The league is committed to excellence in athletic performance, academics, and innovation.

About 49ing

49ing is a Swiss sports technology company specializing in computer vision and multimodal AI for real-time video analysis and data generation. Its 360° platform powers leagues, teams, and officials with automated workflows across video, statistics, and coaching insight — delivering vertical AI magic in the world of sports. Learn more at www.49ing.ai.

HOCKEY EAST

