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## From pro to peewee, they're in HockeyBarn

BY ERIC FISHER

STAFF WRITER

Interactive Sports Network, a startup developer of sport-specific Web sites, has launched HockeyBarn.com, an online hub that combines fan-directed news and information with data and community elements aimed at players, coaches and referees.

Similar to sites such as SB Nation and Bleacher Report, HockeyBarn.com leans heavily on blogger and user-generated con-

tent. The site, however, also resembles to some degree the mushrooming industry of high school sports sites in that it includes areas for amateur and recreational leagues to post their own scores, schedules, standings, photos and chats.

Corporate sponsors at launch include Upper Deck and Classic Auctions. The site has aligned with hockey hall of famer Glenn Anderson to write regular columns and is pursuing other former players to

build out its exclusive content.

"Hockey is a way of life for those of us who are passionate about the sport, and we designed [the site] to be the perfect community to manage and build one's hockey identity online," said Josh Schachter, ISN president and founder.

New York-based ISN has bought domain names for other sports, including basketball, with the "barn" nomenclature and is beginning to develop those destinations.



The site has room for amateur and rec leagues to post scores, skeds and more.