

2024-25

# NHL REGULAR SEASON

Looking for non-stop action, the grittiest plays and the best beards? The NHL delivers with some of the most entertaining and competitive games in sports. Here are some facts about hockey that you may not know.



## The NHL Reaches Engaged Audiences



**91%**  
Live Viewing

### Engaged Audience

91% of heavy NHL household viewing was done live during the 2023 season<sup>1</sup>

**65%**  
Cable Viewing

### NHL Cable Viewers

In the 2023 season, 65% of heavy NHL household viewing occurred on cable<sup>1</sup>

## Connect with NHL Heavy Viewers



**+30%**

More likely to have a HHI \$200K-\$249K<sup>2</sup>



**+21%**

More likely to have a college degree<sup>2</sup>



**+30%**

More likely to be in market for refinance<sup>2</sup>



**+46%**

More likely to be in-market for a new vehicle<sup>3</sup>

Source: 1. Comcast Aggregated Viewership Data. Q4 2023. Full footprint. Target Heavy NHL Viewing Households – the top 1/3 of NHL viewing Comcast Households. 2. Comcast Aggregated Viewership Data. Target: NHL Heavy Viewer. Q4 2023 Full Footprint. NHL Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for NHL. NHL time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households. 3. Comcast Aggregated Viewership Data. Target: NHL Heavy Viewer. Q4 2023 Full Footprint. NHL Heavy Viewers are Comcast households that are in the top third (heaviest) of viewing for NHL. NHL time spent viewing is divided into 3 groups: heaviest, medium and lightest viewing households.