



Historically more popular in areas with a cold winter climate, hockey continues to explode in the west, southwest and southeast regions due to league expansion and mass relocation of fans to warmer climates.

**71%**

male

**56%**

A18-49

**56%**

A25-54

**71%**

A35+

**90K**

median HHI

**70%**

any college

**69%**

own home

**176%**

more likely to stream sports

NHL fans also watch these nets:



Discovery



AMC

COMEDY CENTRAL



USA



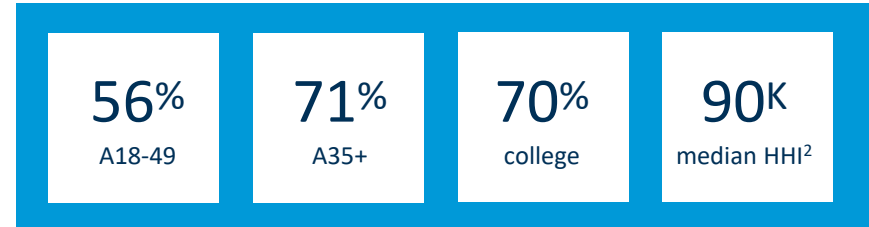
# NHL Season

# DROP THE PUCK!

Schedule subject to change. Source: (1) Sports Media Watch, 10/2/20. (2) Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch NHL on cable

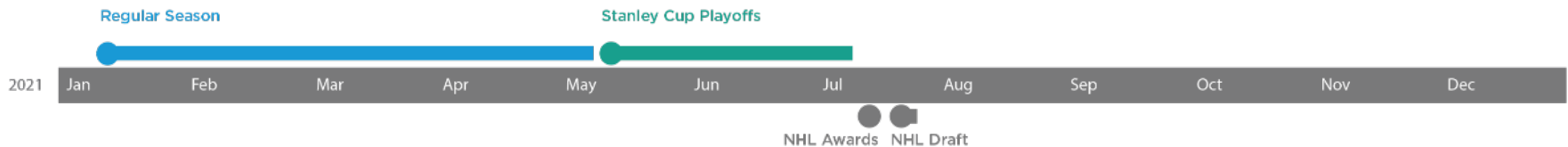
## Playoffs on cable had highest viewers in 3 years<sup>1</sup>

Stanley Cup Playoffs led NBCSN to its most-watched 3<sup>rd</sup> quarter average with 506K viewers, up 103%.<sup>1</sup> NHL plays 80+ NBCSN regular season games and a four-round, best-of-7 playoff format. Divisions have been newly realigned for an all-Canadian one, plus 3 more.



### Projected key dates & networks:

01/13-05/08	Regular Season	NBCSN, NHLN, RSNs
05/11-05/24	Playoffs Round 1	NBCSN, NHLN, RSNs
05/25-06/09	Playoffs Round 2	NBCSN, NHLN
06/10-06/23	Stanley Cup Semifinals	NBCSN
06/29-07/09	Stanley Cup Final	NBCSN (TBD 2 Games)



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