

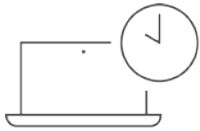
OCTOBER - JUNE NHL REGULAR SEASON AND PLAYOFFS



Power Plays. Shoot Outs. Epic Saves. Hat Tricks. Game Seven OT Winners. It all starts with the ultimate goal of raising the Stanley Cup, with some of the most knowledgeable, dedicated and engaged fans supporting their favorite team every step of the way.

WATCHING ACROSS ALL SCREENS

NHL and NHL playoff audiences are watching all video content beyond the traditional means of linear TV¹.



56%

more likely to spend over 10 hours per week on the Internet



31%

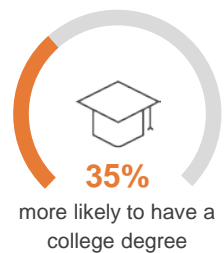
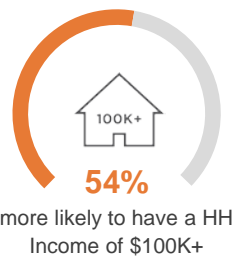
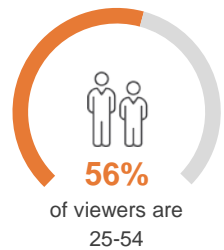
more likely to have used Video on Demand in the past 30 days

The NHL Stanley Cup Playoffs

April 11 - June 13, 2018

Looking for non-stop action, the grittiest plays and the best beards? The National Hockey League delivers with some of the most entertaining and competitive games in sports. Comcast Spotlight will help you find your perfect audience wherever and whenever they are watching.

The Fans Watching¹



Source¹: Scarborough USA+ (Aug15-Nov16) Adults 18+ who have watched the NHL (Regular Season or NHL Playoffs) in the past 12 months