

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 video content beyond the traditional means of linear TV¹.



32%

more likely to spend over 20 hours per week on the internet



50%

more likely to have used video on demand in the past 30 days

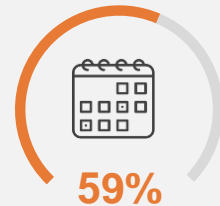
The NHL Stanley Cup Playoffs

April 10 - June, 2019

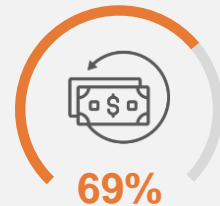
Looking for non-stop action, the grittiest plays and the best beards? The NHL delivers with some of the most entertaining and competitive games in sports. Comcast Spotlight will help you find non-stop action and dedicated NHL fans wherever and whenever they are watching.

Source¹: Scarborough USA+ (Dec16-May18) Adults that have watched NHL (Regular Season or NHL Playoffs) on Cable in the past year.

THE FANS WATCHING¹



of viewers are 25-54



more likely to have a HH Income of \$150K+



more likely to have a college degree (or higher)