

2023-24

NHL

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.



NHL Facts



The Oldest Trophy

The Stanley Cup goes way back. It is actually the oldest trophy that is still awarded (1893) to a professional sports franchise.



Safety First

Safety first! Hockey pucks are frozen before the game to keep them from bouncing and going out of play.



The Great One

The Great One Wayne Gretzky is the all-time leading points scorer in the NHL. Even if he never scored a goal, he would hold that title on assists alone.



Octopus Throwing

Two American brothers started the tradition of “octopus throwing” during the 1952 playoff games. At that time, it took eight wins to claim the Stanley Cup.



Only in Hockey

If a team runs out of goalies due to injury, anyone can suit up, even a fan. And this actually happens from time to time. Only in hockey!



Personal Day

Every member of a Stanley Cup winning team gets a personal day with the Cup. Many champs have taken part in the tradition of filling the Cup with food.

Source: <http://www.google.com>

The NHL Reaches Engaged Audiences



8+ Hours

Heavy NHL viewing households spent on average 8 hours and 16 minutes with TV daily during the NHL season¹

80% Live Viewing

Engaged Audiences

80% of NHL viewing on cable was done live during the 2022 season²

75% Cable Viewing

NHL Cable Viewers

In the 2022 season, 75% of NHL impressions were delivered on cable³

Connect With NHL Heavy Viewers⁴



+24%

More likely to have a HHI of \$200k+



+17%

More likely to have a college degree



+36%

More likely to be in-market for a new vehicle



+14%

More likely to be homeowners interested in DIY

Source: 1. Comcast Aggregated Viewership Data, Q4 2022, Full footprint. Target Heavy NHL Viewing Households - the top 1/3 of NHL viewing Comcast Households. 2. Nielsen Npower, Live compared to Live+7, Total households, 2022 NHL regular season. 3. Nielsen Npower, Live Cable compared to All Live impressions, Total households, 2022 NHL regular season. 4. Comcast Aggregated Viewership Data, NHL Heavy Viewer, Q1 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.

