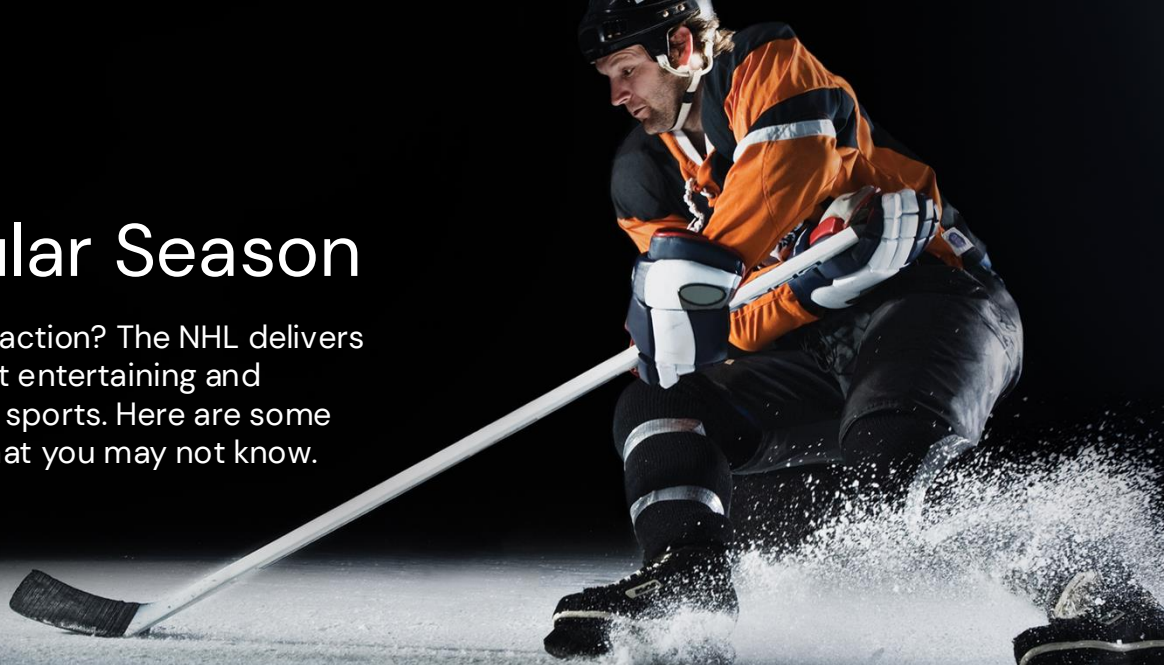


2024-25

NHL Regular Season

Looking for non-stop action? 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 season¹

65%

Cable Viewing

NHL Cable Viewers

In the 2023 season, 65% of heavy NHL household viewing occurred on cable¹

Connect with NHL heavy viewers



+30%

More likely to have a HHI \$200K-\$249K²



+21%

More likely to have a college degree²



+30%

More likely to be in market for refinance²



+46%

More likely to be in-market for a used vehicle³

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.