



NHL Hockey '21-22

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We**Fan**Together™

Things to Know

NHL 2021-22

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1

Hockey's new home

ESPN airs 15 nationally-exclusive games and TNT/TBS airs 72 games, including the Winter Classic outdoor on New Year's Day. Each network has up to 40+ playoff games, with TNT getting the Final in 2023/25/27.

2

Back to the rink

Celebrate as we get back to a full season with all the standard division alignments. RSNs air 75-82 regular season games, including shared rights to Round One of the playoffs. NHL Network remains the home of NHL, where select games run throughout the season.

3

Bigger than ever!

Seattle Kraken becomes the 32nd NHL team and will move to the Pacific Division, with Arizona moving to the Central Division.



NHL fans continue to dominate areas with cold winter climates while 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

54%

A18-49

56%

A25-54

72%

A35+

92K

median HHI

71%

any college

70%

own home

179%

more likely to stream sports

NHL fans also watch these nets:



Discovery



amc



A&E



COMEDY CENTRAL

USA

Source: Scarborough USA+ 2020 Release 2 *Revised 4-20-21* Total (Jul19-Sep20); A18+ who watch NHL on cable. Nets based on QTV ranking.

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NHL Season

92% of live, national games + more on RSNs¹

The NHL's new media rights deal delivers 85+ nationally-exclusive regular season games on ESPN & Turner Networks. NHL Network retains select games and covers NHL 24/7.

Last season, NBCSN had their most-watched multigame opening night, including PIT-PHI which averaged 972K viewers, their most-watched regular season game!²

56%
A25-54

71%
A35+

70%
college

90K
median HHI⁴

10/12-4/29

2/7-2/22

TBD Start 5/3

TBD June

Regular Season

NHL Players Break for
2022 Beijing Olympics

Playoffs 1st & 2nd Round

Conference Final Series



Schedule subject to change. Source: (1) Nielsen NNTV Live Data Stream; 1Q20-4Q20; Total Day; sports events on ad cable and broadcast, Spanish-Language & Regional Sports Networks excluded. (2) Sports Media Watch, 6/28/21. (3) Scarborough USA+ 2020 Release 2 *Revised 4-20-21* Total (Jul19-Sep20); A18+ who watch NHL on cable.





NHL Playoffs

Nearly 80% of national games projected

Playoff format returns to form, bringing back old rivalries, as 16 teams qualify for postseason. The new media rights deal delivers 80+ playoff games, including the Semifinals.

Stanley Cup Final Game 1 averaged 1.6M & Game 2 scored with 1.7M viewers on NBCSN.¹ However, the network's top audience since 2019 came with Lightning-Islanders Semifinal Game 7, averaging 1.9M viewers.¹

55%

A25-54

73%

A35+

72%

college

92K

median HHI²

TBD Starts 5/3

TBD May-June

TBD June

Playoffs 1st Round

Playoffs 2nd Round

Conference Final Series



Schedule subject to change. Source: (1) Sports Media Watch, 6/28/21 & 7/5/21. (2) Scarborough USA+ 2020 Release 2 *Revised 4-20-21* Total (Jul19-Sep20); A18+ who watch Stanley Cup Playoffs on cable.

Spectrum REACH | WE FAN TOGETHER

Your game plan to connect with sports fans

No matter where fans are, our multiscreen solutions offer more ad opportunities than any other local media outlet.

Sports Fan Ecosystem

Brand your message beyond game day

Reach fans anytime and anywhere

Deliver with more frequency and efficiency

Cable airs **96%** of all sports programming¹, while **one-fifth** of all live sports viewers watch on digital platforms².



Source: (1) VAB, "No Days Off". (2) eMarketer, "In the US, "How Americans are watching sports", 7/7/21. Digital platforms include OTT, TV Everywhere, and vMVPDs.