



Historically more popular in areas with a cold winter climate, 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

56%

A18-49

56%

A25-54

71%

A35+

90K

median HHI

70%

any college

69%

own home

176%

more likely to stream sports

NHL fans also watch these nets:



Discovery



AMC

COMEDY CENTRAL



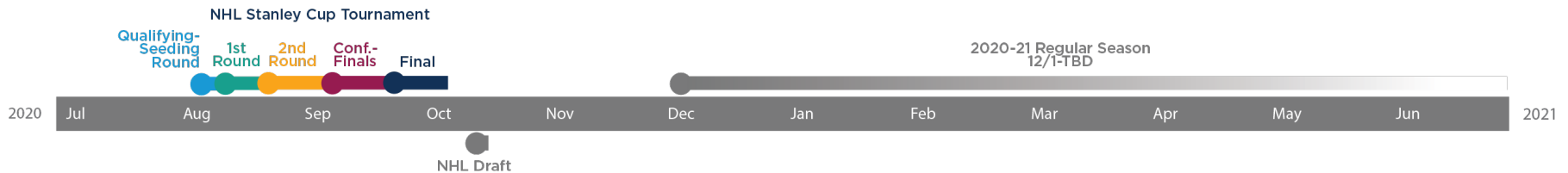
USA



NHL Season

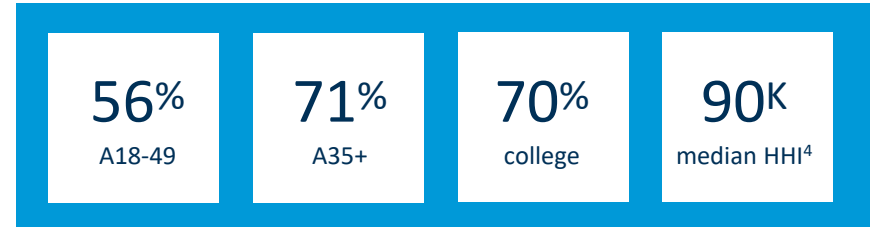
DROP THE PUCK!

Schedule subject to change.
 Source: Scarborough USA+ 2020 Release 1 Total (Jan19-May20); A18+ who watch NHL on cable



Hockey Returns!

NHL teams face off in hub cities Edmonton & Toronto with top four teams in each conference competing in a round robin for playoff seeding and 16 teams looking to qualify through best-of-5, play-in series. The Playoffs features four rounds played in a best-of-7 series.



Projected key dates & networks:

| | | |
|-------------|---------------------------|--------------------|
| 08/01-08/09 | Qualifying/Seeding | NBCS, NHLN, RSNS |
| 08/11-08/23 | Stanley Cup Playoffs RD 1 | NBCS, NHLN, RSNS |
| 08/25-09/06 | Stanley Cup Playoffs RD 2 | NBCS, NHLN |
| 09/08-09/20 | Conference Finals | NBCS |
| 09/22-10/04 | Stanley Cup Final | NBCS (2 TBD Games) |



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