2023-24

NHL REPORT

Blinkfire™

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Welcome to Blinkfire's 2023-24 NHL Report. This in-depth analysis reviews the latest social media insights and rankings, uncovering the strategies and best practices that boost engagement, fan interaction, and value for the NHL and its teams.

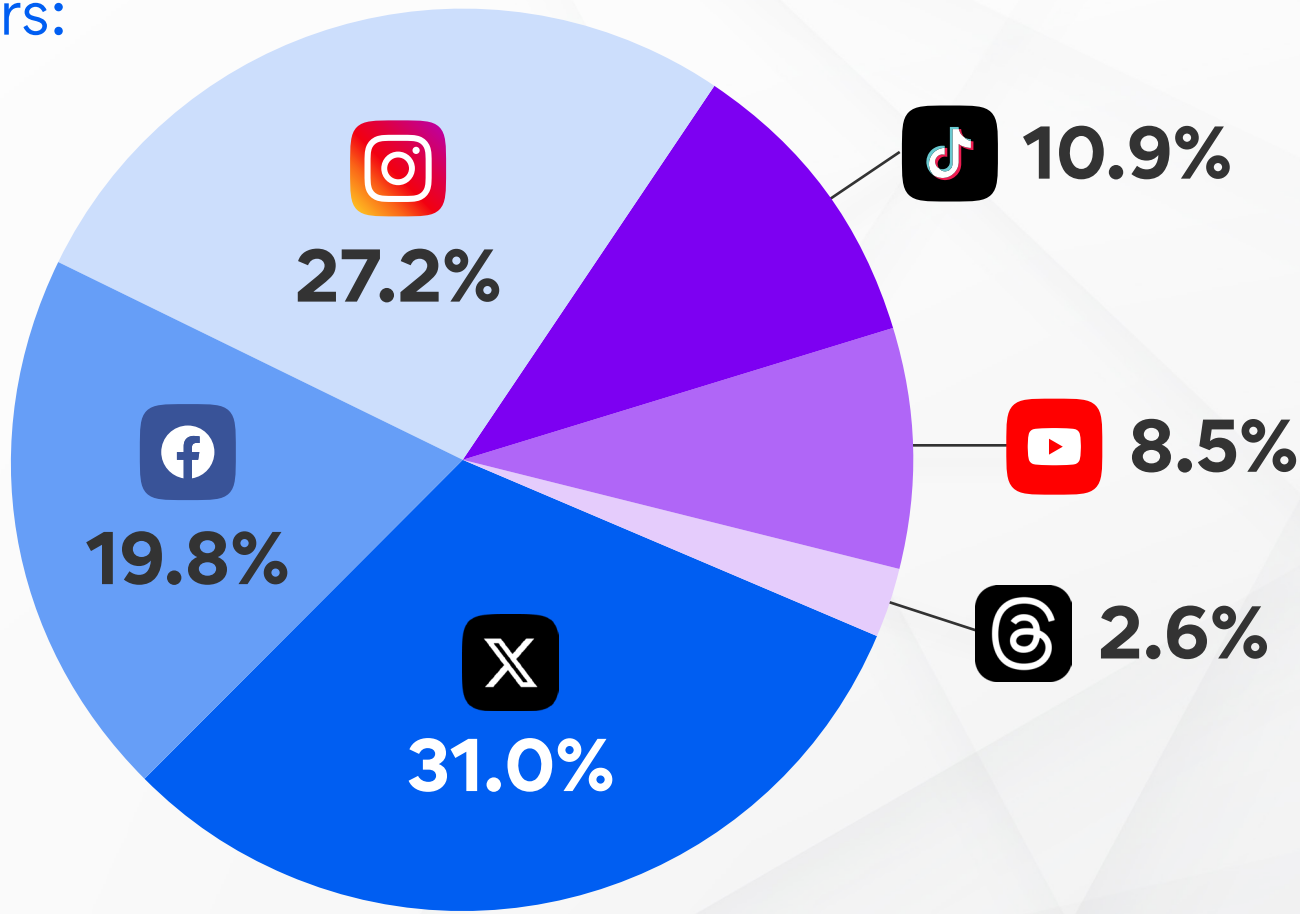
The 2023-24 season marked Connor Bedard's standout rookie year, Nathan MacKinnon's second Hart Trophy, and the Florida Panthers' historic first Stanley Cup victory. Our report covers a wide range of topics, including top sponsors, TikTok trends, and top content series. Read about another exciting season of hockey and the dynamic content that captured fans.



NHL FOLLOWER DISTRIBUTION

Total Followers:
24,813,136

Unlike most other sports, **X slightly outpaces Instagram** as the NHL's most followed channel. One reason could be that **the league's fanbase wants quick-hitting news and updates** commonly found on X like trades, new signings, and score updates.

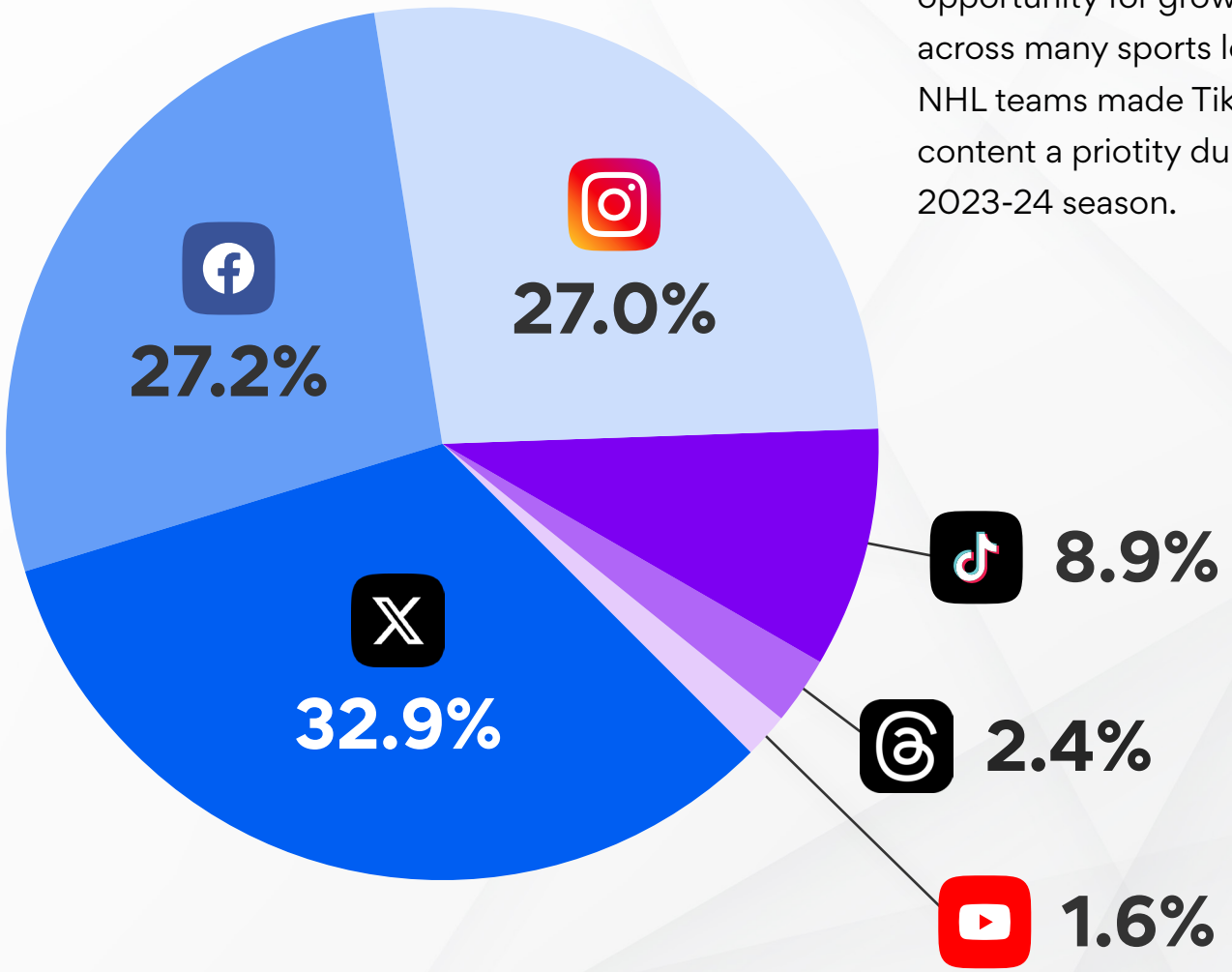


Based on data in Blinkfire from 4/18/2024 across Twitter, Facebook, Instagram, TikTok, YouTube, and Threads

NHL TEAMS FOLLOWER DISTRIBUTION

Total Followers:
96,618,760

Facebook remains a strong platform for NHL teams, ranking as the second-most followed network. While Facebook may not be the go-to platform for younger fans, it boasts a core of loyal, engaging followers.



TikTok continues to be an opportunity for growth across many sports leagues. NHL teams made TikTok content a priotity during the 2023-24 season.

Based on data in Blinkfire from 4/18/2024 across Twitter, Facebook, Instagram, TikTok, YouTube, and Threads

TEAMS | **OVERALL RELATIVE FOLLOWER GROWTH**

Relative follower growth evaluates the rise or fall in followers compared to a team's initial base. We assessed the overall follower growth of teams across Facebook, Instagram, TikTok, Twitter, and YouTube.

The Seattle Kraken claimed the first spot, followed by the New York Islanders and Florida Panthers. The following pages include overall follower growth across each platform.

	TEAM	% GROWTH
1	**SEATTLE KRAKEN**	**6.3%**
2	NEW YORK ISLANDERS	**5.3%**
3	FLORIDA PANTHERS	**5.2%**
4	MINNESOTA WILD	**5.1%**
5	VANCOUVER CANUCKS	**4.8%**

Based on data in Blinkfire from 10/10/2023 - 4/18/2024 across Facebook, Instagram, TikTok, Twitter, and YouTube

TEAMS | **RELATIVE FOLLOWER GROWTH**

NHL teams turned to TikTok to captivate younger audiences. By crafting engaging videos and leveraging trending topics, teams are successfully building connections with a new generation of fans through innovative TikTok strategies.

The **New York Islanders** excelled on TikTok this season. They achieved this growth with locker room interviews, meme trends, pop culture references, and mascot skits.

While not featured on this list, our friends at the **Chicago Blackhawks** earned the most TikTok video views in the NHL this season, with 42.3 million.

TIKTOK

	TEAM	% GROWTH
1	**New York Islanders**	**62.5%**
2	Calgary Flames	**25.8%**
3	Los Angeles Kings	**20.5%**
4	Colorado Avalanche	**18.2%**
5	Buffalo Sabres	**18.1%**

Based on data in Blinkfire from 10/10/2023 - 4/18/2024 across TikTok

TEAMS | **RELATIVE FOLLOWER GROWTH**

YOUTUBE

	TEAM	% GROWTH
1	**Florida Panthers**	**156.4%**
2	Seattle Kraken	**27.8%**
2	Winnipeg Jets	**25.4%**
4	New York Rangers	**25.0%**
5	Philadelphia Flyers	**21.5%**

INSTAGRAM

	TEAM	% GROWTH
1	**Vancouver Canucks**	**10.7%**
2	New Jersey Devils	**9.3%**
3	Arizona Coyotes	**8.3%**
4	Detroit Red Wings	**8.0%**
5	Colorado Avalanche	**7.1%**

Based on data in Blinkfire from 10/10/2023 - 4/18/2024 across Instagram and YouTube

TEAMS | **RELATIVE FOLLOWER GROWTH**

X

	TEAM	% GROWTH
1	**Edmonton Oilers**	**5.4%**
2	Vegas Golden Knights	**4.5%**
3	Colorado Avalanche	**3.2%**
4	Tampa Bay Lightning	**3.1%**
5	Carolina Hurricanes	**2.3%**

FACEBOOK

	TEAM	% GROWTH
1	**Seattle Kraken**	**8.6%**
2	Florida Panthers	**5.2%**
3	Winnipeg Jets	**4.1%**
4	Edmonton Oilers	**3.3%**
5	New York Islanders	**2.9%**

Based on data in Blinkfire from 10/10/2023 - 4/18/2024 across Facebook and Twitter

AVERAGE ENGAGEMENT PER POST

Average engagement per post increased across the majority of the NHL's channels. The league also made strides on Instagram, X, and YouTube for total engagment. While most teams and leagues have not experienced much growth on X recently, the NHL grew total engagements on X by 35% and teams increased total engagment by 6% this season.

Even though average engagement is down on TikTok, **NHL teams posted 24% more than the 2022-23 regular season.**

2023-24 Season vs **2022-23 Season**

	NHL League	NHL Teams
TikTok	-2%	-32%
Instagram	+23%	+4%
YouTube	+50%	+1%
Facebook	+16%	+3%
X	+34%	+23%

Based on data in Blinkfire from 10/7/2022 - 4/14/2023 and 10/10/2023 - 4/18/2024

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1	BOSTON BRUINS	**31.0M**
2	TORONTO MAPLE LEAFS	**29.9M**
3	NEW YORK RANGERS	**28.5M**
4	PITTSBURGH PENGUINS	**23.0M**
5	CHICAGO BLACKHAWKS	**19.5M**
6	VANCOUVER CANUCKS	**18.9M**
7	NEW JERSEY DEVILS	**17.4M**
8	COLORADO AVALANCHE	**17.1M**
9	DETROIT RED WINGS	**15.5M**
10	EDMONTON OILERS	**15.3M**

TOTAL VIDEO VIEWS

1	NEW YORK RANGERS	**274.8M**
2	TORONTO MAPLE LEAFS	**258.9M**
3	BOSTON BRUINS	**178.8M**
4	MONTREAL CANADIENS	**164.8M**
5	DETROIT RED WINGS	**158.0M**
6	WASHINGTON CAPITALS	**147.1M**
7	VANCOUVER CANUCKS	**144.0M**
8	SEATTLE KRAKEN	**138.9M**
9	ST. LOUIS BLUES	**130.2M**
10	PITTSBURGH PENGUINS	**118.9M**

Based on team owned and opperated data in Blinkfire from 10/10/2023 - 4/18/2024 across Facebook, Instagram, TikTok, Sina Weibo, Twitter, Threads, and YouTube

TOP 10 BRANDS BY ENGAGEMENT

Adidas, the official jersey provider of the NHL, topped our brand ranking list for the hockey season. They also sponsor the blue-line dasherboard asset, which receives exposure near team benches. Bauer and CCM are also apparel and sporting good brands for hockey gear. The rest of the list includes dasherboard sponsors ranging from insurance, food & beverage, and automobile industries. **Tim Hortons**, a Canadian restaurant chain, made significant growth ranking eighth overall this season, with 25.1 million engaments.



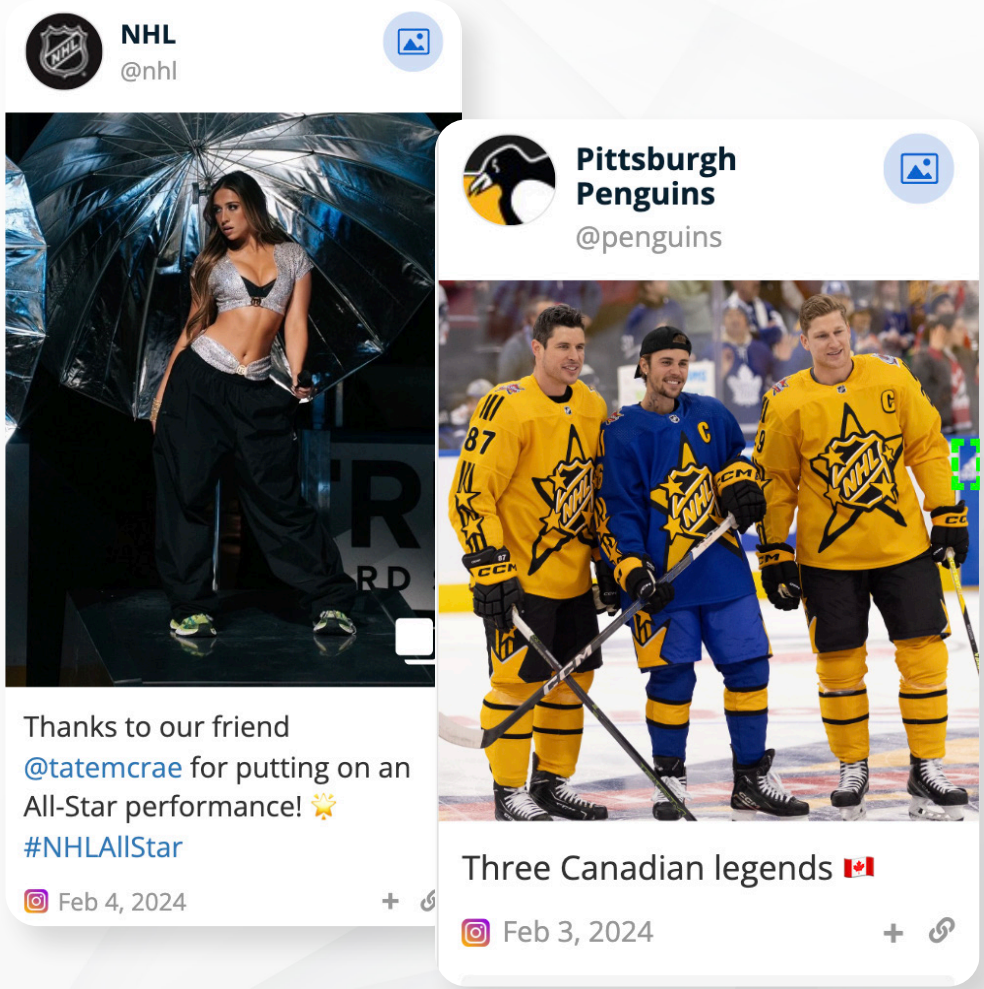
	Brand	Engagement
1	adidas	107.4M
2	BAUER	96.5M
3	CCM	86.1M
4	GEICO	64.3M
5	enterprise	62.7M
6	ticketmaster	38.5M
7	BUD LIGHT	26.0M
8	Tim Hortons	25.1M
9	pepsi	24.7M
10	TOYOTA	24.28M

Based on data in Blinkfire from 10/10/2023 - 4/18/2024

BEST PRACTICES | **CELEBRITY POSTS**

The **2024 NHL All-Star Weekend** featured an exciting collaboration with celebrities Justin Bieber, Michael Bublé, and Tate McRae, who served as All-Star captains alongside the league's top players. This unique pairing brought a fresh and entertaining dynamic to the event.

The All-Star weekend was a tremendous success, achieving the **second and fourth highest days of engagement** for the NHL season. These rankings were only surpassed by the excitement of the Stanley Cup Final Game 7, taking the top spot, and the opening night of the season, ranking third.

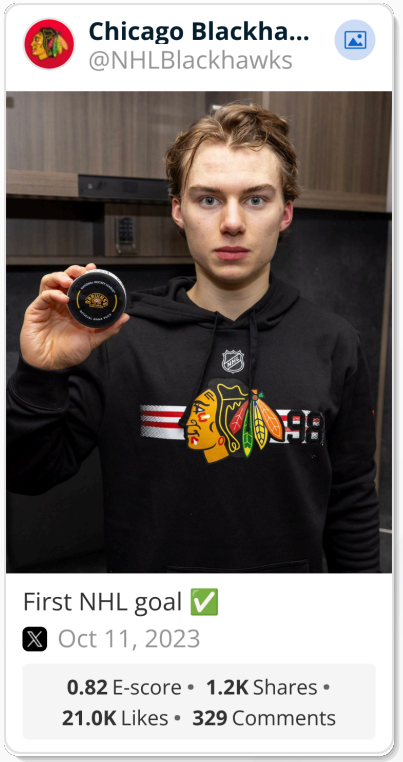


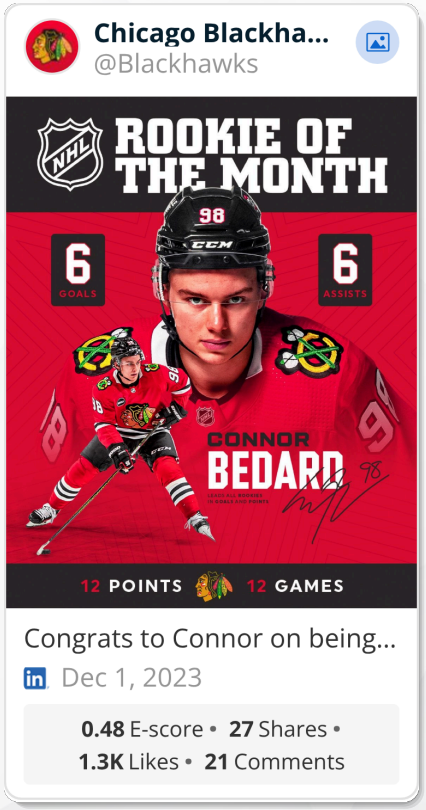
THE CONNOR BEDARD EFFECT

The Chicago Blackhawks ranked fifth in overall engagements among all NHL teams during the 2023-24 season. Notably, the team **ranked first on TikTok** for both video views and engagement.

This impressive performance can be attributed to excellent social media content management and the excitement surrounding Connor Bedard's entry into the NHL.

Highlighting the season, the Blackhawks' TikTok post featuring Connor Bedard and Victor Wembanyama, the first overall pick in the 2023 NBA Draft, was the most popular post across the entire NHL.



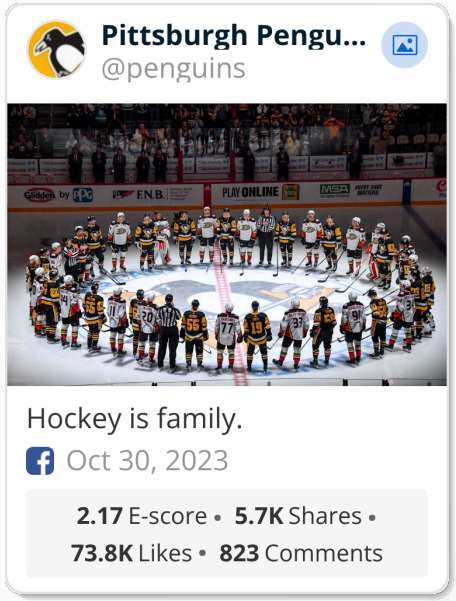


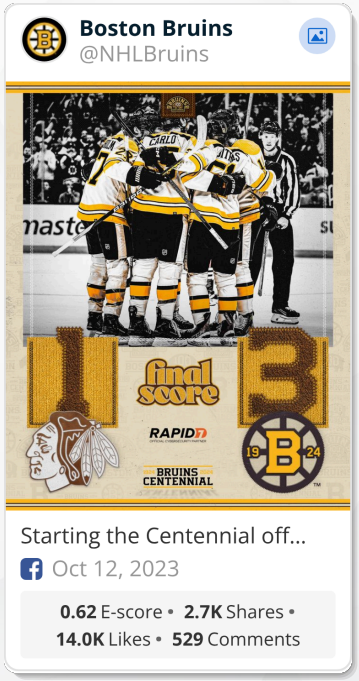
BEST PRACTICES | **PRESENTING PARTNERS**

While presenting partners don't always require a creative approach, integrating sponsors into engaging content can enhance value driven.

The Pittsburgh Penguins effectively utilized this strategy with their "Cold Hard Facts" series, sponsored by Coors Light. This clever and humorous content captured fan engagement and provided valuable exposure for the beer.

Similarily, the Boston Bruins' "Pre-Game Prep" scene, sponsored by Plymouth Rock Assurance, highlighted the activities and preparations players take to prepare for games.

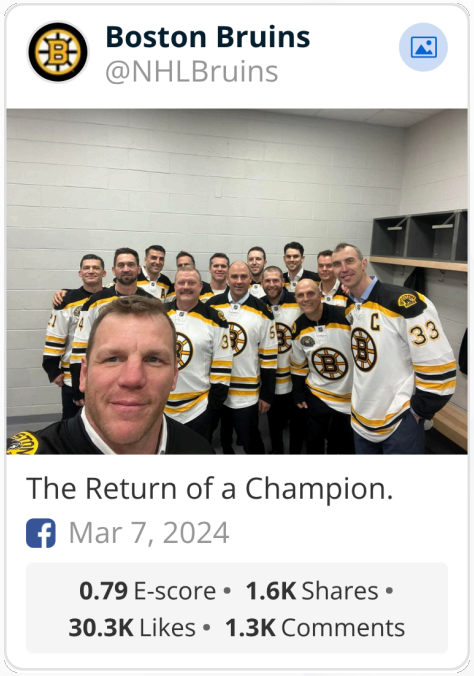


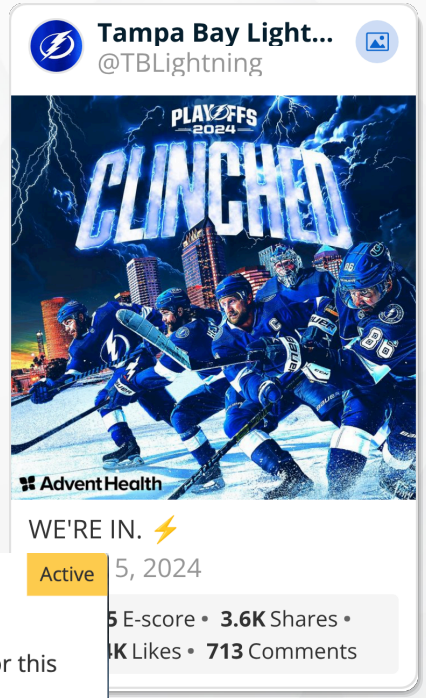


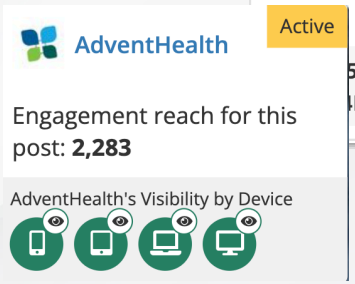
BEST PRACTICES | **SCORE GRAPHICS**

Score graphics are among the most popular and consistent content pieces for NHL teams. However, many teams post these graphics without a presenting sponsor or with a sponsor logo that is barely visible, even on desktop screens.

To address this issue, Blinkfire's AI and computer vision technology, Strength Meter™, evaluates logo visibility to provide more accurate valuations. Two excellent examples from the Boston Bruins and Tampa Bay Lightning show how both teams' presenting partners achieved maximum value for their sponsors.







LEAGUE | **SOCIAL GROWTH**

The NHL experienced a great year, ending with an exciting Stanley Cup Playoffs. Despite the extended duration of the 2024 Playoffs, the league saw significant growth across all major social media metrics.

A notable 16.8% increase in total impressions was due to increased engagement on TikTok, Instagram, and Facebook through video content.

During the 2024 Playoffs, the NHL ramped up social media activity and content, posting **58% more on Instagram, 48% more on TikTok, and 487% on Facebook**

2024 Playoffs vs **2023 Playoffs**

NHL League	% Growth
Total Video Views	+10.1%
Total Engagement	+10.7%
Total Impressions	+16.8%
Total Value	+9.8%

Based on data from NHL owned and operated channels in Blinkfire from 4/17/23 - 6/13/23 and 4/20/24 - 6/24/24

TEAMS | **SOCIAL PERFORMANCE**

ENGAGEMENT

1	**Florida Panthers**	**11.5M**
2	Vancouver Canucks	**9.3M**
2	New York Rangers	**8.6M**
4	Edmonton Oilers	**8.3M**
5	Boston Bruins	**8.0M**

VIDEO VIEWS

1	**Edmonton Oilers**	**89.1M**
2	Florida Panthers	**82.1M**
3	New York Rangers	**74.3M**
4	Vancouver Canucks	**71.0M**
5	Dallas Stars	**59.3M**

Based on data in Blinkfire from 4/20/2023 - 6/24/2024

PLAYOFFS | **JERSEY PATCH EXPOSURE**

	TEAM	BRAND	ENGAGEMENTS
1	**BOSTON BRUINS**	RAPID7	**2.1M**
2	VANCOUVER CANUCKS	TD Bank	**1.9M**
3	FLORIDA PANTHERS (HOME)	LaCroix	**1.2M**
4	FLORIDA PANTHERS (AWAY)	AutoNation	**488K**
5	TORONTO MAPLE LEAFS	Dairy Farmers of Ontario Milk Est. 1965	**472K**

Based on data in Blinkfire from 4/20/2024 - 6/24/24

**Engagement from team's owned and operated accounts*

BEST PRACTICES | **CAMPAIGNS**

Dallas Stars:
2024 Playoffs

Total Engagement

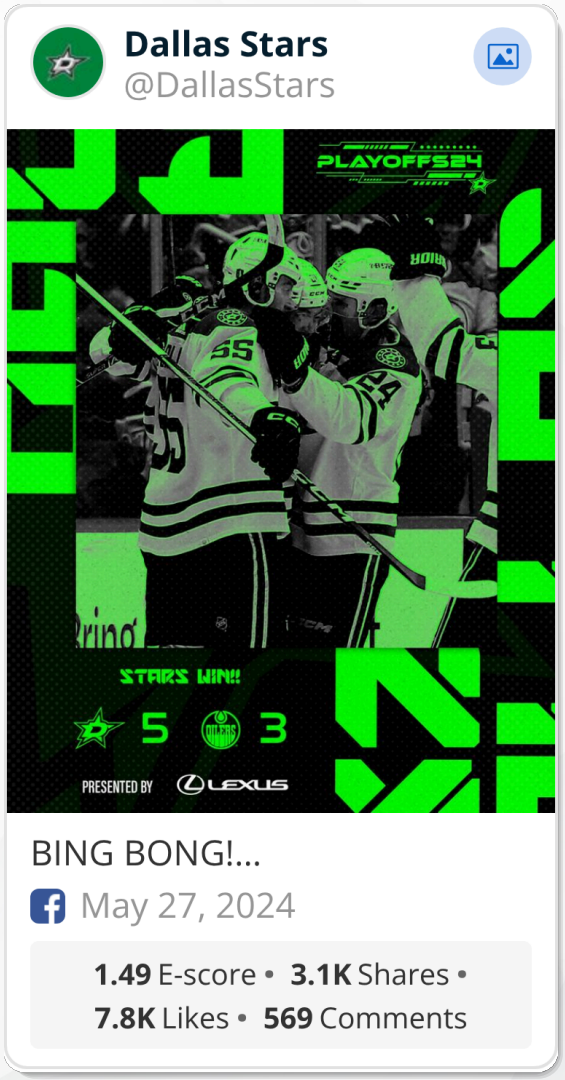
825,500

Total Impressions

19.9 Million

Total Value

$466,700



Based on data in Blinkfire from 4/20/2024 - 6/24/24

BEST PRACTICES | **CAMPAIGNS**

New York Rangers:

2024 Playoffs Presented by Chase

Total Engagement

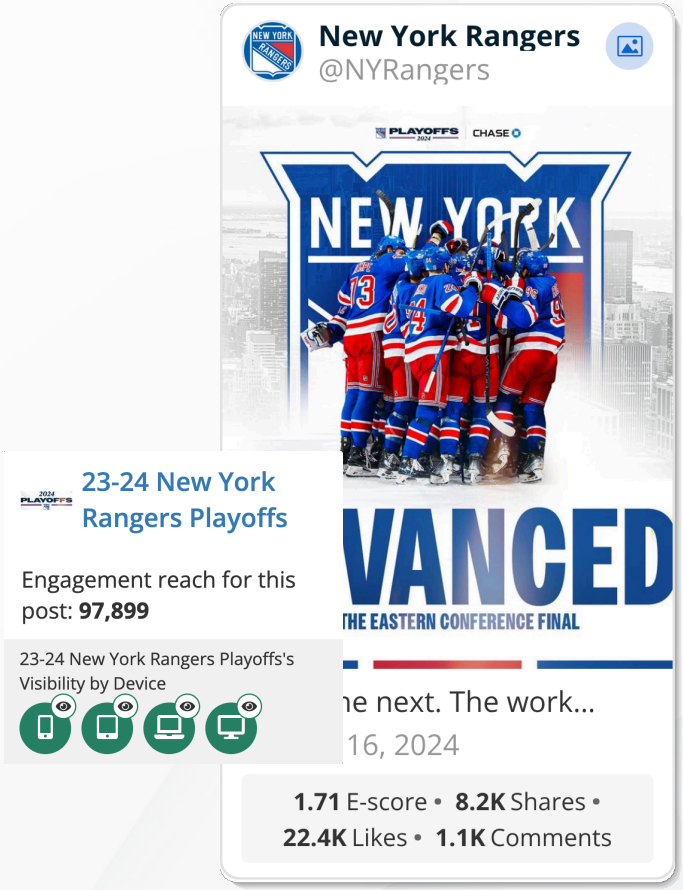
1.1 Million

Total Impressions

18.2 Million

Total Value

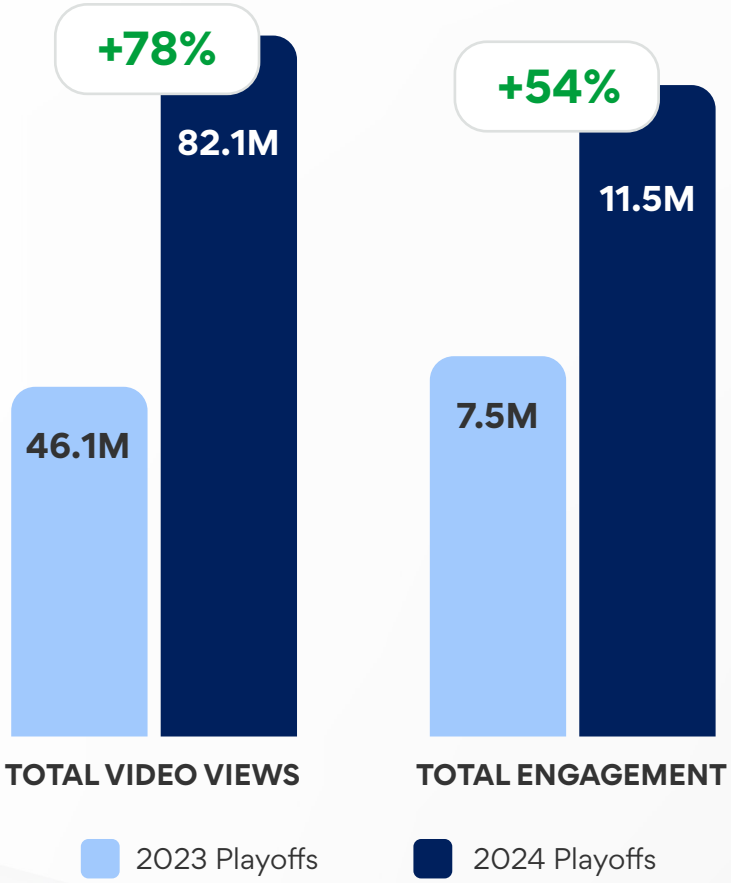
$185,800



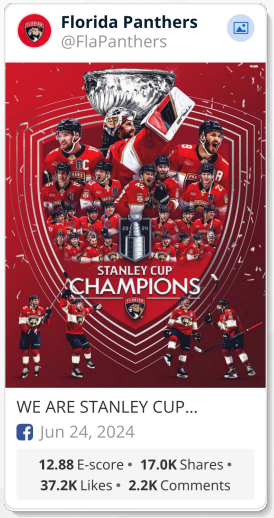
Based on data in Blinkfire from 4/20/2024 - 6/24/24

FLORIDA PANTHERS | **STANLEY CUP CHAMPIONS**

Social Media
Playoff Performance



The Florida Panthers advanced to the Stanley Cup Finals in 2023 and 2024. The significant difference this year was lifting the cup! During the playoffs, the Panthers ranked **first among all NHL teams in total engagement**. The team's effort in creating compelling video content resulted in a remarkable 78% increase in total video views. The Panthers also experienced growth in social media following, **with a 15% increase throughout the playoffs.** The Panthers leveraged their championship run to boost fan engagement and expand their reach.



Based on data from the Florida Panthers' owned and operated channels in Blinkfire from 4/17/23 - 6/13/23 and 4/20/24 - 6/24/24

Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at **marketing@blinkfire.com** or visit **www.blinkfire.com**.

