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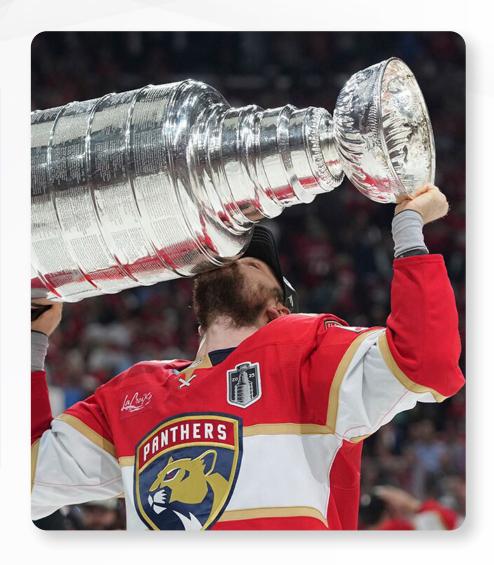
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INTRODUCTION



Welcome to Blinkfire's 2024–25 NHL Report—a deep dive into the season where history was made. From the electric atmosphere of the Four Nations Face-Off to Alex Ovechkin rewriting the record books as the NHL's all-time leading scorer, this year had no shortage of unforgettable moments. Oh, and did we mention the Florida Panthers went back-to-back to claim their second straight Stanley Cup?!

We tracked the analytics behind it all—who gained the most followers, what content dominated TikTok, and how teams and brands drove sponsorship value. Let's break down the stats, trends, and digital wins from a thrilling season of hockey.

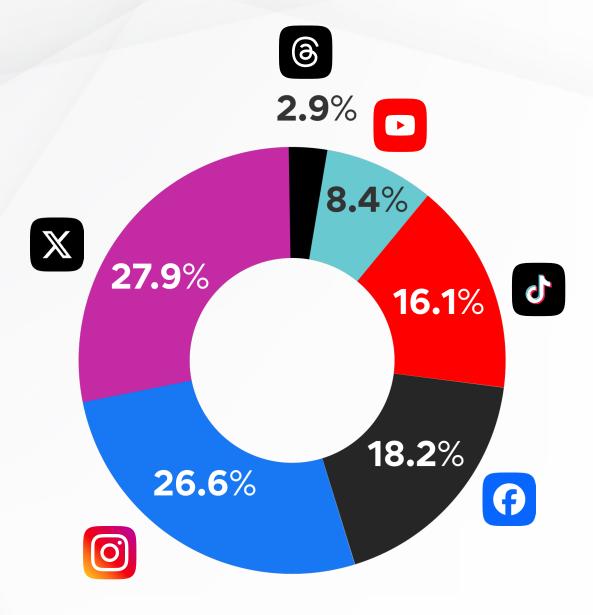




NHL FOLLOWER DISTRIBUTION



The NHL is one of only two major US leagues—alongside the NFL—where X holds the top spot for total followers, while most others lead on Meta platforms. But the shift is happening fast: TikTok's share of total NHL followers has jumped 5.2% since the end of the 2023–24 season, signaling a growing appetite for short-form content from young fans.



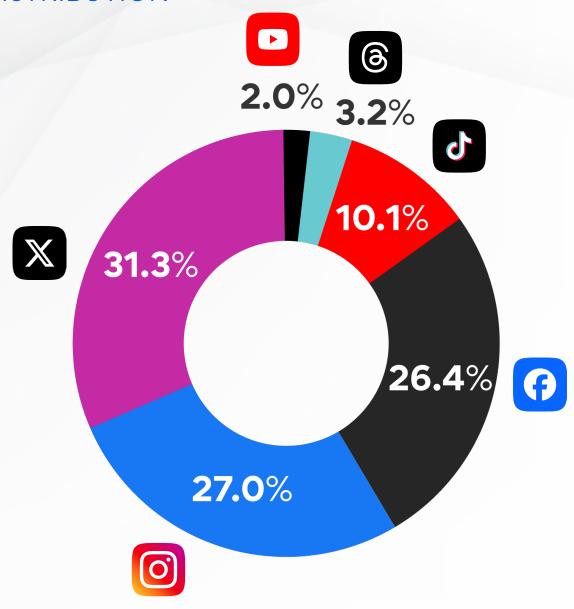
Based on the NHL's owned and operated data in Blinkfire from 4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube



NHL TEAMS FOLLOWER DISTRIBUTION

Total Followers: **103,025,102**

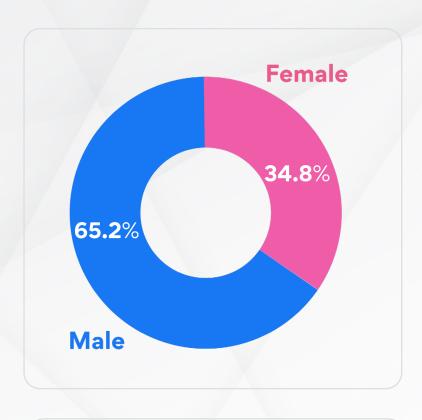
The puck is shifting when it comes to where NHL fans follow their favorite teams. While X and Facebook have seen small dips compared to the 2023-24, TikTok and YouTube are skating ahead with momentum—driven by the rising demand for bite-sized, highlight-worthy content.



Based on teams' owned and operated data in Blinkfire from 4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube

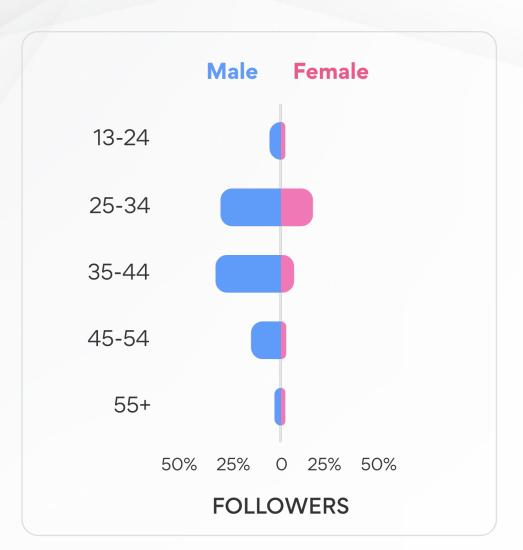


NHL TEAMS: FOLLOWER DEMOGRAPHICS



TOP AGE GROUP

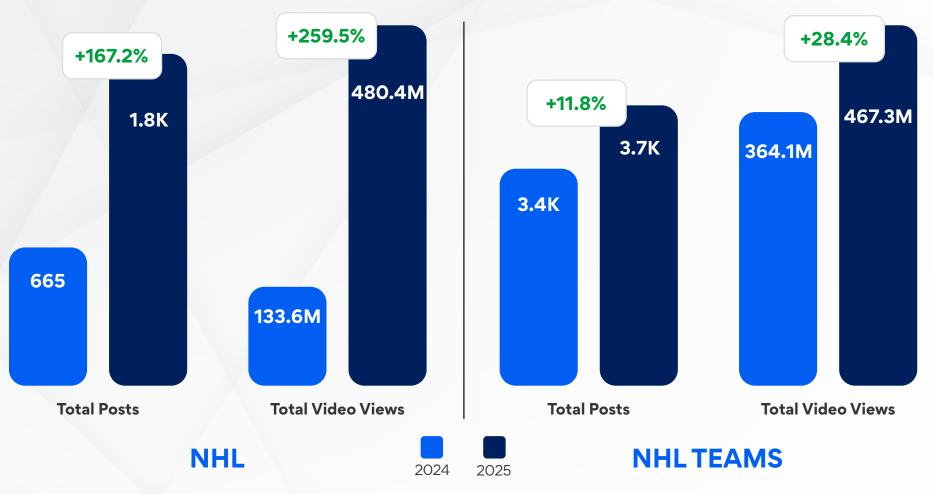
25 - 34 year olds



Based on teams' owned and operated data in Blinkfire from 4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube







The NHL isn't just posting more on TikTok — they're posting smarter. With video views skyrocketing past posting growth, it's clear the league and its teams are turning scrolling into serious fan engagement. The NHL posting 167.2% more and seeing engagement jump by 259.5% is proof that strategic short-form video content is driving real results.

Based on NHL and teams' TikTok data in Blinkfire from 10/10/2023-4/18/2024 and 10/4/2024-4/17/2025



SOCIAL PERFORMANCE

		TOTAL ENGAGEMENT				TOTAL VIDEO VIEWS	
*	TORONTO MAPLE LEAFS	TORONTO MAPLE LEAFS	25.6M	1	capitals	WASHINGTON CAPITALS	
2	pilals	WASHINGTON CAPITALS	24.3M	2	TORONTO	TORONTO MAPLE LEAFS	
3 (BOSTON BRUINS	21.8M	3		BOSTON BRUINS	
4		VANCOUVER CANUCKS	20.1M	4		MONTREAL CANADIENS	
5		MONTREAL CANADIENS	19.5M	5		VANCOUVER CANUCKS	
6		COLORADO AVALANCHE	19.4M	6		EDMONTON OILERS	
7 (EDMONTON OILERS	16.8M	7		COLORADO AVALANCHE	
8		PITTSBURGH PENGUINS	15.8M	8		CHICAGO BLACKHAWKS	
9		NEW JERSEY DEVILS	15.3M	9		PITTSBURGH PENGUINS	
10	NEW YORK	NEW YORK RANGERS	14.6M	10		DETROIT RED WINGS	

Based on teams' owned and operated data in Blinkfire from 10/4/2024-4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube



SOCIAL PERFORMANCE

A	AVE	RAGE ENGAGEMENT PER P	POST		AVI	ERAGE VIDEO VIEWS PE
1	QRUNIO HAPLE LEAFS	TORONTO MAPLE LEAFS	6.2K	1	ORONIO MAPILE LEAFS	TORONTO MAPLE LEAFS
2		PITTSBURGH PENGUINS	3.7K	2	capitals	WASHINGTON CAPITALS
3	EW YORK	NEW YORK RANGERS	3.6K	3		MONTREAL CANADIENS
4		CHICAGO BLACKHAWKS	3.2K	4	Ø	CAROLINA HURRICANES
5 (BOSTON BRUINS	3.1K	5		PITTSBURGH PENGUINS
6	pilals	WASHINGTON CAPITALS	2.9K	6		CHICAGO BLACKHAWKS
7		VANCOUVER CANUCKS	2.5K	7	3	ANAHEIM DUCKS
8		MONTREAL CANADIENS	2.3K	8		COLORADO AVALANCHE
9 3	33	ANAHEIM DUCKS	2.1K	9		BOSTON BRUINS
10 (EDMONTON OILERS	2.0K	10		EDMONTON OILERS

Based on teams' owned and operated data in Blinkfire from 10/4/2024-4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube



TEAMS | MEDIA VALUE



		TEAM	TOTAL VALUATION	% INCREASE FROM 2023-24 SEASON ▼
1	**	San Jose Sharks	\$5.8M	124.3%
2	capitals	Washington Capitals	\$14.4M	81.2%
3		Florida Panthers	\$8.0M	52.9%
4		Columbus Blue Jackets	\$4.1M	43.0%
5	(*)	Winnipeg Jets	\$5.8M	38.7%
6		Montreal Canadiens	\$12.4M	31.4%
7	40	Ottawa Senators	\$3.7M	15.5%
8		Colorado Avalanche	\$10.9M	15.3%
9	Ø	Tampa Bay Lightning	\$6.7M	12.3%
10		St. Louis Blues	\$6.1M	12.0%

Based on team's owned and operated data in Blinkfire from 10/10/2023-4/18/2024 and 10/4/2024 - 4/17/2025



TEAMS | OVERALL FOLLOWER GROWTH

The Florida Panthers skated into the top spot for follower growth this season, leading all NHL teams with a 10.2% increase — a clear reflection of their momentum both on and off the ice. The Panthers also lead all NHL teams in follower growth on Facebook, YouTube, X, and Threads.

The Washington Capitals, Seattle Kraken, Winipeg Jets, and Anaheim Ducks round out the top five, each posting solid gains in digital fandom. Whether it's playoff buzz, star players, or social-savvy storytelling, these teams proved that growth isn't just about wins on the ice.

	TEAM		% GROWTH
1	FLORIDA	FLORIDA PANTHERS	10.2%
2	capitals	WASHINGTON CAPITALS	6.9%
3	\$	SEATTLE KRAKEN	5.5%
4		WINNIPEG JETS	5.2%
5	3	ANAHEIM DUCKS	5.1%

*Utah Mammoth excluded from rankings due to the 2024-25 NHL season being their first official sesaon

Based on teams' owned and operated data in Blinkfire from 10/4/2024-4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube



TEAMS | FOLLOWER GROWTH



TIKTOK





	TEAM		% GROWTH
1	capitals	Washington Capitals	8.1%
2		San Jose Sharks	7.1%
3	OID	Montreal Canadiens	6.5%
4		Ottawa Senators	6.4%
5		Colorado Avalanche	6.3%

Based on teams' owned and operated data in Blinkfire from 10/4/2024-4/17/2025 across Instagram and TikTok



TEAMS | FOLLOWER GROWTH



YOUTUBE



	TEAM		% GROWTH
1	FLORIDA	Florida Panthers	46.9%
2		Winnipeg Jets	28.3%
3		Boston Bruins	22.2%
4	(3)	Tampa Bay Lightning	21.5%
5	E	Calgary Flames	20.2%

	TEAM		% GROWTH
1	FLORIDA	Florida Panthers	1.5%
2		Edmonton Oilers	0.9%
3		St. Louis Blues	0.6%
4		New Jersey Devils	0.5%
5		Detroit Red Wings	0.5%

 $Based\ on\ teams'owned\ and\ operated\ data\ in\ Blink fire\ from\ 10/4/2024-4/17/2025\ across\ X\ and\ You Tube$



TEAMS | FOLLOWER GROWTH



THREADS





TEAM		% GROWTH
1	Florida Panthers	8.7%
2	Winnipeg Jets	5.8%
3	Seattle Kraken	4.2%
4	Ottawa Senators	3.7%
5 capitals	Washington Capitals	3.5%

Based on teams' owned and operated data in Blinkfire from 10/4/2024-4/17/2025 across Facebook and Threads

SPONSORSHIP | NHL REGULAR SEASON



TOP 10 BRANDS BY MEDIA VALUE





Based on NHL and teams' owned and earned social data in Blinkfire from 10/4/2024-4/17/2025

Brand Value 1		
\$22.1M \$11.5M \$4 ticketmaster \$8.9M \$5 \$7 FANDUEL \$8.3M 6 \$ROGERS. \$7.9M 7 Tim Hortons. \$7.6M 8 GEICO. \$7.2M 9 D Bank \$7.1M	Brand	Value
\$11.5M 4 ticketmaster \$8.9M 5 FANDUEL \$8.3M 6 ROGERS \$7.9M 7 Tim Hortons \$7.6M 8 GEICO \$7.2M 9 Bank \$7.1M	1 CCM	\$23.0M
4 ticketmaster \$8.9M 5 FANDUEL \$8.3M 6 ROGERS. \$7.9M 7 Tim Hortons. \$7.6M 8 GEICO. \$7.2M 9 Bank \$7.1M	2 XBBUER	\$22.1M
5	3 enterprise	\$11.5M
6	4 ticketmaster	\$8.9M
7 <i>Tim Hortons</i> . \$7.6M 8 GEICO . \$7.2M 9 D Bank \$7.1M	5 FANDUEL	\$8.3M
8 GEICO . \$7.2M 9 D Bank \$7.1M	6 OROGERS.	\$7.9M
9 Bank \$7.1M	7 Tim Hortons.	\$7.6M
	8 GEICO .	\$7.2M
10 BUD \$7.1M	9 D Bank	\$7.1M
	10 BUD LIGHT	\$7.1M



OWNED & EARNED MEDIA | JERSEY PATCH



		TEAM	BRAND	VALUE
1	capitals	Washington Capitals	CAESARS. SPORTSBOOK	\$5.8M
2		Toronto Maple Leafs	Milk	\$5.2M
3	capitals	Washington Capitals	TikTok	\$4.7M
4	GED	Montreal Canadiens	RBC	\$4.2M
5		Vancouver Canucks	Bank	\$4.1M
6		Boston Bruins	RAPID	\$3.6M
7		Colorado Avalnche	IMA	\$2.8M
8		New Jersey Devils	RWJBarnabas HEALTH	\$2.6M
9		Chicago Blackhawks	Córca SPORTS	\$2.3M
10	0	Carolina Hurricanes	NUCOR°	\$2.2M

Based on NHL and teams' owned and earned social data in Blinkfire from 10/4/2024-4/17/2025

SPONSORSHIP | NHL REGULAR SEASON



BENCHMARKING: DASHER BOARD





Based on NHL and teams' owned and earned social data in Blinkfire from 10/4/2024-4/17/2025

Brand	Value
1 enterprise	\$7.4M
2 Tim Hortons.	\$5.5M
3 <i>ticketmaster</i>	\$5.4M
4 GEICO.	\$4.9M
5 OROGERS.	\$4.6M
6 BUD LIGHT	\$3.9M
7 TANDUEL	\$3.6M
8 Scotiabank	\$3.5M
9 CocaCola	\$3.2M
10 / pepsi	\$3.1M



TOP THREE NHL BROADCASTS

ESPN - 2025 NHL Stadium Series

1.59M Average viewers im March 1, 2025

ABC - Hockey Saturday

NEW YORK RANGERS VS BOSTON BRUINS

1.10M Average viewers February 1, 2025

TNT - Ovechkin Milestone

WASHINGTON CAPITALS VS (A) CHICAGO BLACKHAWKS

905K Average viewers 🛗 April 4, 2025





4 NATIONS FACE-OFF

The Four Nations Face-Off proved to be more than just an international hockey showcase. With powerhouse teams from the U.S., Canada, Sweden, and Finland battling it out, fans were treated to high-stakes matchups that outpaced the normal All-Star Game during this break in the NHL season.

USA Hockey in particular saw a huge boost, growing its social media following by 9.5% over the course of the tournament. However, it was Team Canada who lifted the cup in the championship game!

The buzz peaked on championship gameday, when earned social media posts using #4Nations drove over 3.4 million total engagements and generated a staggering \$1.9 million in total media value.

4 Nations Face-Off Earned Media Value Compared to 2024 NHL All-Star Weekend

+253%

+236%

+285%

Total Engagement Total Media Value Total Video Views





Based on NHL data in Blinkfire from 1/30/2024-2/4/2024 and 2/11/2025-2/16/2025



OVECHKIN: ALL-TIME GOALS RECORD

Alexander Ovechkin's historic moment

— breaking the NHL's all-time scoring

record — was a milestone for the ages!

It was also a pivotal moment for the

Washington Capitals' brand, both on and

off the ice. As the hockey world turned its

eyes to Ovi's record-breaking goal, the

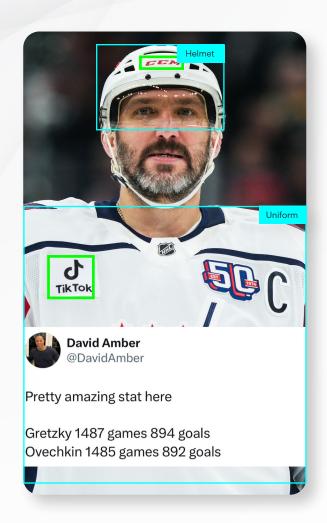
team capitalized on the global spotlight

in a big way, surging to second in total

social engagements and first in total

video views across the league this season.

That attention translated into major commercial value as well, with the Capitals owning two of the top three most valuable jersey patches (home and away) during the season — a testament to the marketing power of a legacy-defining moment from a legendary player.





Based on NHL and teams' owned and earned social data in Blinkfire from 10/4/2024-4/17/2025



UTAH MAMMOTH: BRAND LAUNCH

Owned and Earned Media Exposure

1.6 million

\$927,745

36.7 million

Total Engagement Total Media Value Total Impressions



Hockey in Utah is off to a mammoth start — and the numbers speak for themselves. The newly named Utah Mammoth launched their official brand debut in May, racking up a massive 36.7 million impressions and generating \$927,000 in total media value across owned and earned social media.

This exposure also translated into real growth. The Utah Mammoth's social following grew by 8.5% in just one week, marking a powerful first step in building a passionate digital fanbase in Utah.

Based on Utah Mammoth's owned social data in Blinkfire from 5/7/2025-5/11/2025

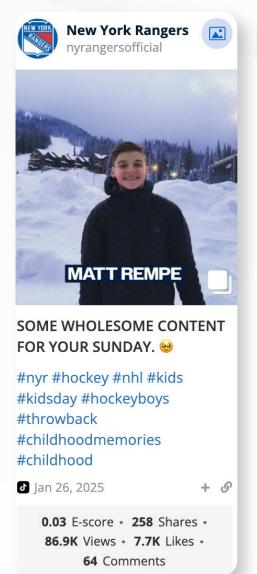


BEST PRACTICES: OFF-ICE CONTENT

NHL teams are increasingly turning to off-ice content to build stronger, more personal connections with their fanbases — especially the next generation of supporters. Whether it's locker room laughs, behind-thescenes looks, player arrivals, player challenges, or mic'd-up practices, this kind of content brings fans closer to the personalities behind the helmets.

Short-form video platforms like TikTok and YouTube Shorts have become essential tools in delivering these moments, offering quick, entertaining, and authentic glimpses into the lives of athletes beyond game day.







LEAGUE | SOCIAL GROWTH

This year's Stanley Cup Playoffs painted a mixed picture for league-wide social performance, but one thing is clear: the NHL's investment in video content is starting to pay off. While total engagement and media value saw modest declines of -10.8% and -12.7% compared to the 2024 playoffs, total video views surged by an impressive 61.3%.

This growth reflects a strategic shift toward short-form and highlight-driven formats across platforms like TikTok, YouTube, and Instagram Reels, where younger audiences especially are most active.











2025 Playoffs: % Change from 2024

NHL - LEAGUE	% GROWTH
Total Video Views	+61.3%
Total Engagement	-10.8%
Total Value	-12.7%

Based on NHL's owned and operated data in Blinkfire from 4/20/24-6/24/24 and 4/19/2025-6/17/2025

SOCIAL DATA | STALNEY CUP PLAYOFFS



TEAMS | SOCIAL PERFORMANCE

ENGAGEMENT

VIDEO VIEWS

TEAM	1	
1	Florida Panthers	12.4 M
2	Edmonton Oilers	9.8 M
2 TORONTO	Toronto Maple Leafs	7.8 M
4	Dallas Stars	6.6 M
5	Carolina Hurricanes	4.4 M

TE	AM	
1	Florida Panthers	137.9 M
2	Edmonton Oilers	93.7 M
3 ADRIG	Toronto Maple Leafs	65.6 M
4	Dallas Stars	56.3 M
5 <i>cap</i>	Washington Capitals	51.3 M

Based on teams' owned and operated data in Blinkfire from 4/19/2025-6/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube

SOCIAL DATA | STANLEY CUP PLAYOFFS



PLAYOFFS: JERSEY PATCH EXPOSURE

TEAM		SPONSOR	ENGAGEMENTS	
1	DRINTO MAPLE LEAFS	TORONTO MAPLE LEAFS	with the second	6.7 M
2	FLORIDA	FLORIDA PANTHERS (HOME)	LaCroix	5.8 M
3	FLORIDA	FLORIDA PANTHERS (AWAY)	Auto <u>Nation</u>	4.2 M
4		EDMONTON OILERS	KARBON-X	4.2 M
5	capitals	WASHINGTON CAPITALS	CAESARS. SPORTSBOOK	2.9 M

*Engagement from owned and earned social media

Based on teams' owned and earned social data in Blinkfire from 4/19/2025-6/17/2025

SOCIAL DATA | STANLEY CUP PLAYOFFS



CAMPAIGN BEST PRACTICES

Edmonton Oilers: 2025 Playoffs

310

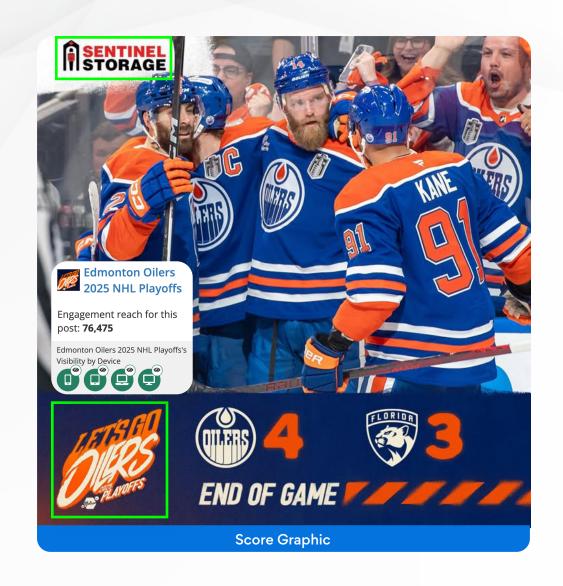
Total Posts

1.9 Million

Total Engagement

\$789,810

Total Campaign Value



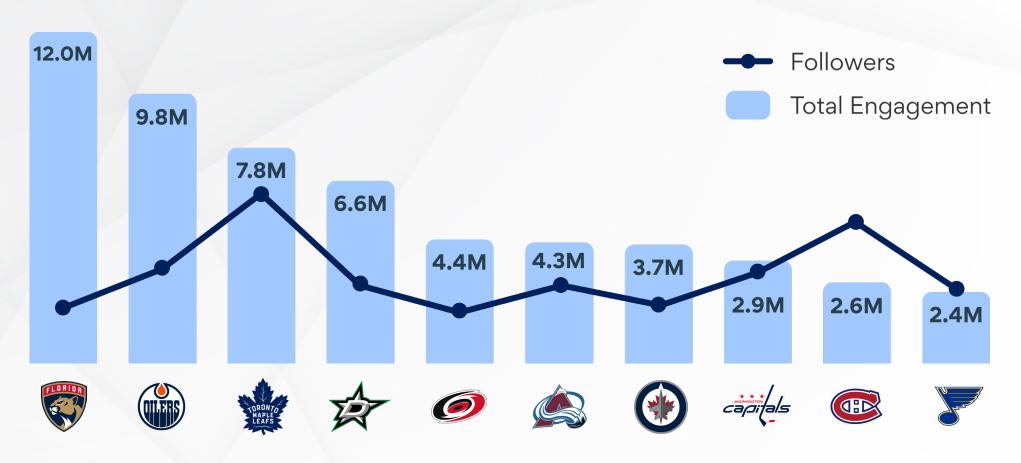
Based on Edmonton Oiler's owned and operated social data in Blinkfire from 4/19/2025-6/17/2025

TOP MOMENTS | STANLEY CUP PLAYOFFS





FLORIDA PANTHERS: STANLEY CUP CHAMPIONS



During the 2025 Stanley Cup Playoffs, teams generated 68.9 million engagements, 554.8 million video views, and \$39.9 million in media value. Despite ranking 14th in followers, Florida led all teams in engagements, views, and media value, with per-follower rates 6-7x the playoff median.

Based on teams' owned and operated social data in Blinkfire from 4/19/2025-6/17/2025



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 streaming. 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's 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.









