2024-25

NHL REPORT



Blinkfire™

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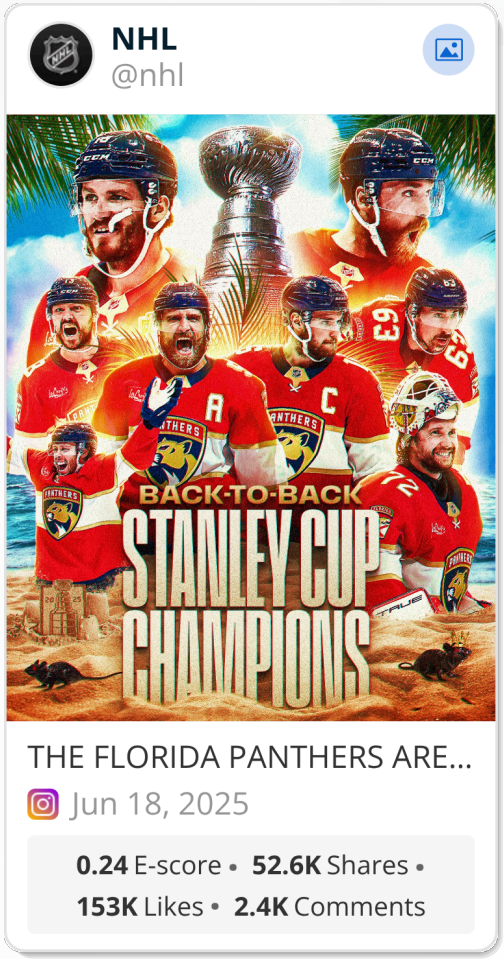
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Welcome to Blinkfire's 2024–25 NHL Report—a deep dive into the season where history was made. From the electric atmosphere of the Four Nations Face-Off to Alex Ovechkin rewriting the record books as the NHL's all-time leading scorer, this year had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

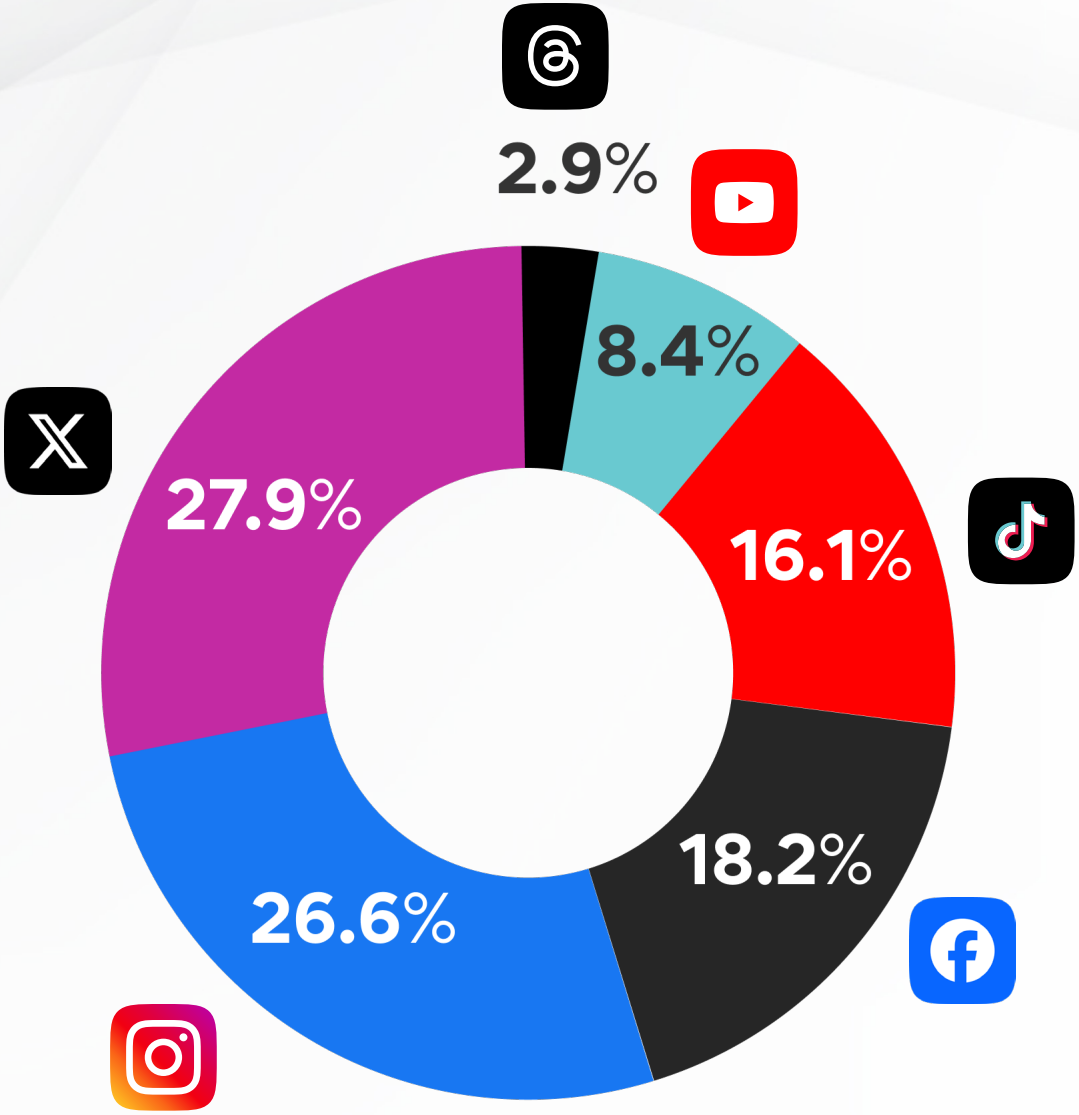
We tracked the analytics behind it all—who gained the most followers, what content dominated TikTok, and how teams and brands drove sponsorship value. Let's break down the stats, trends, and digital wins from a thrilling season of hockey.



NHL FOLLOWER DISTRIBUTION

Total Followers:
28,194,207

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.

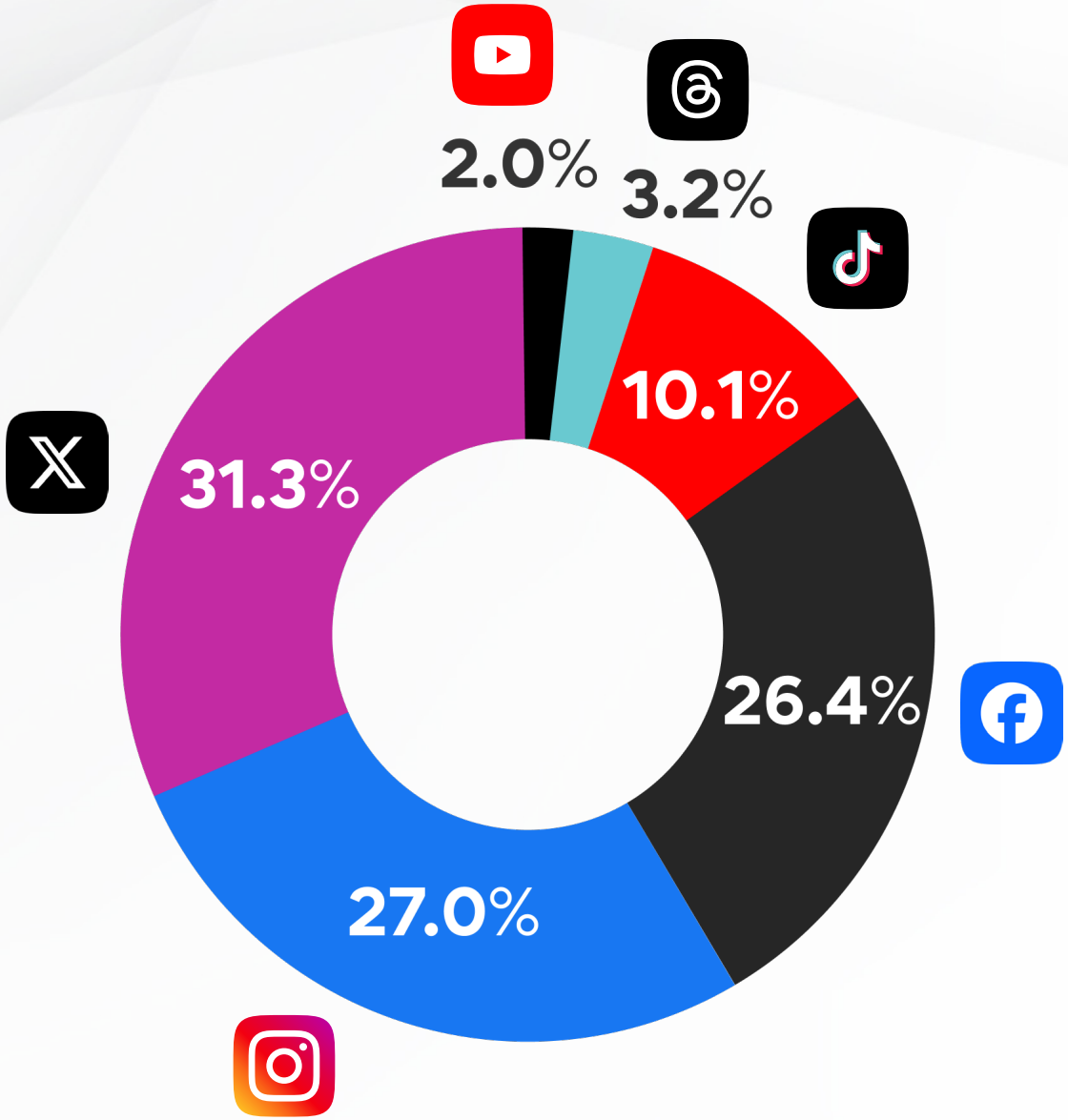


Based on the NHL's owned and operated data in Blinkfire from 4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube

NHL TEAMS FOLLOWER DISTRIBUTION

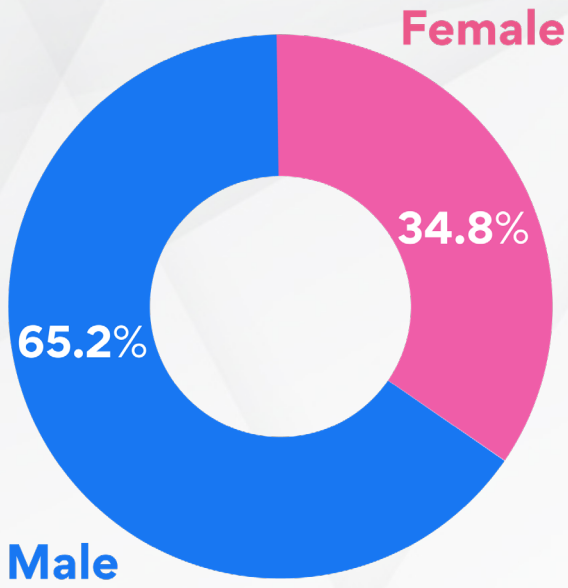
Total Followers:
103,025,102

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.



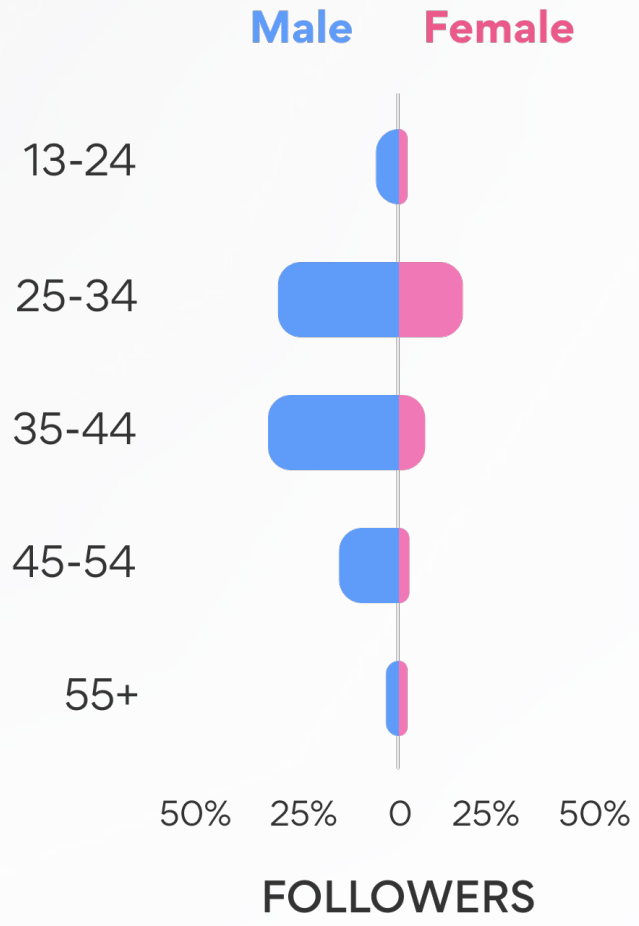
Based on teams' owned and operated data in Blinkfire from 4/17/2025 across Facebook, Instagram, Threads, TikTok, X, and YouTube

NHL TEAMS: FOLLOWER DEMOGRAPHICS



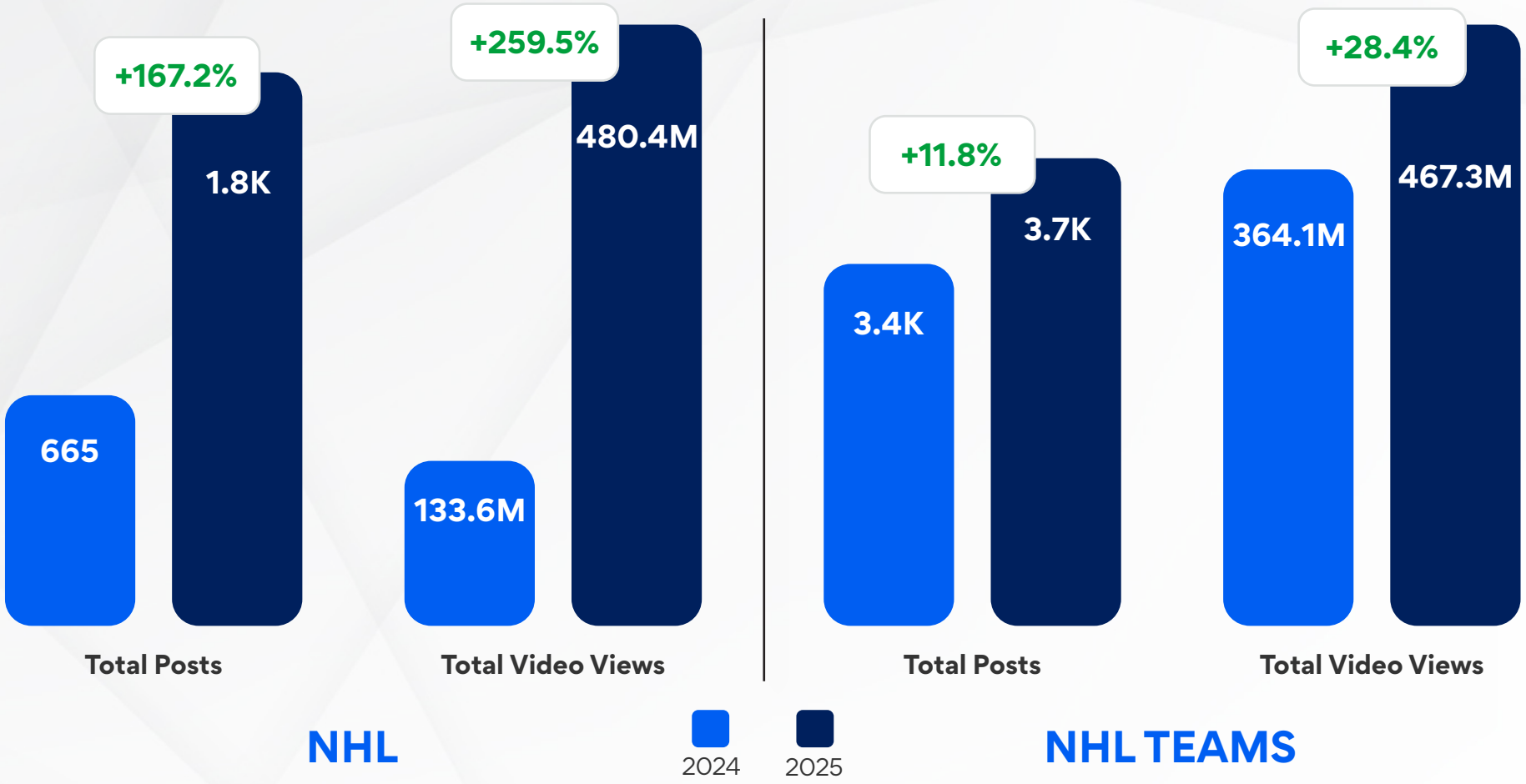
TOP AGE GROUP

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

LEAGUE-WIDE TIKTOK GROWTH



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

1	TORONTO MAPLE LEAFS	25.6M
2	WASHINGTON CAPITALS	24.3M
3	BOSTON BRUINS	21.8M
4	VANCOUVER CANUCKS	20.1M
5	MONTREAL CANADIENS	19.5M
6	COLORADO AVALANCHE	19.4M
7	EDMONTON OILERS	16.8M
8	PITTSBURGH PENGUINS	15.8M
9	NEW JERSEY DEVILS	15.3M
10	NEW YORK RANGERS	14.6M

TOTAL VIDEO VIEWS

1	WASHINGTON CAPITALS	291.0M
2	TORONTO MAPLE LEAFS	176.9M
3	BOSTON BRUINS	171.3M
4	MONTREAL CANADIENS	162.6M
5	VANCOUVER CANUCKS	148.6M
6	EDMONTON OILERS	136.7M
7	COLORADO AVALANCHE	131.6M
8	CHICAGO BLACKHAWKS	126.0M
9	PITTSBURGH PENGUINS	116.1M
10	DETROIT RED WINGS	108.1M

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

AVERAGE ENGAGEMENT PER POST

1	TORONTO MAPLE LEAFS	6.2K
2	PITTSBURGH PENGUINS	3.7K
3	NEW YORK RANGERS	3.6K
4	CHICAGO BLACKHAWKS	3.2K
5	BOSTON BRUINS	3.1K
6	WASHINGTON CAPITALS	2.9K
7	VANCOUVER CANUCKS	2.5K
8	MONTREAL CANADIENS	2.3K
9	ANAHEIM DUCKS	2.1K
10	EDMONTON OILERS	2.0K

AVERAGE VIDEO VIEWS PER POST

1	TORONTO MAPLE LEAFS	115.1K
2	WASHINGTON CAPITALS	78.6K
3	MONTREAL CANADIENS	71.8K
4	CAROLINA HURRICANES	62.5K
5	PITTSBURGH PENGUINS	59.6K
6	CHICAGO BLACKHAWKS	56.5K
7	ANAHEIM DUCKS	44.7K
8	COLORADO AVALANCHE	42.2K
9	BOSTON BRUINS	41.2K
10	EDMONTON OILERS	41.1K

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	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	Ottawa Senators	$3.7M	15.5%
8	Colorado Avalanche	$10.9M	15.3%
9	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 PANTHERS**	**10.2%**
2	WASHINGTON CAPITALS	**6.9%**
3	SEATTLE KRAKEN	**5.5%**
4	WINNIPEG JETS	**5.2%**
5	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	**Nashville Predators**	**29.9%**
2	San Jose Sharks	**29.2%**
3	Anaheim Ducks	**28.7%**
4	Washington Capitals	**23.9%**
5	Calgary Flames	**21.4%**

INSTAGRAM

	TEAM	% GROWTH
1	**Washington Capitals**	**8.1%**
2	San Jose Sharks	**7.1%**
3	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 Panthers**	**46.9%**
2	Winnipeg Jets	**28.3%**
3	Boston Bruins	**22.2%**
4	Tampa Bay Lightning	**21.5%**
5	Calgary Flames	**20.2%**

X

	TEAM	% GROWTH
1	**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 Blinkfire from 10/4/2024-4/17/2025 across X and YouTube

TEAMS | **FOLLOWER GROWTH**

THREADS

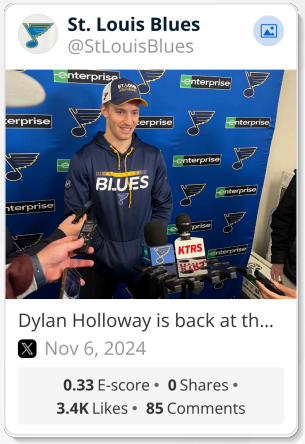
	TEAM	% GROWTH
1	**Florida Panthers**	**13.4%**
2	Ottawa Senators	**12.1%**
3	Dallas Stars	**10.8%**
4	Philadelphia Flyers	**10.6%**
5	Anaheim Ducks	**10.1%**

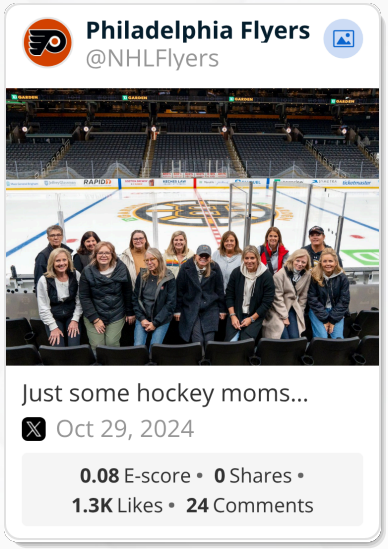
FACEBOOK

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

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

TOP 10 BRANDS BY MEDIA VALUE

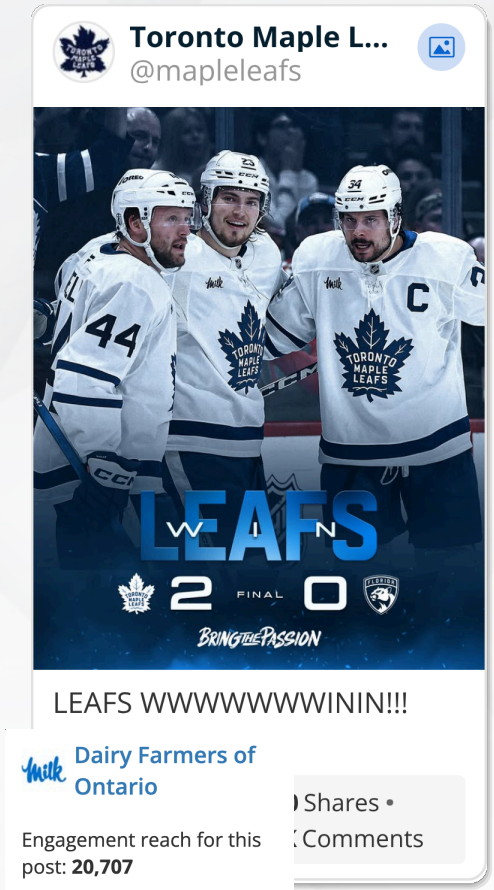




	Brand	Value
1	CCM	$23.0M
2	BAUER	$22.1M
3	enterprise	$11.5M
4	ticketmaster	$8.9M
5	FANDUEL	$8.3M
6	ROGERS	$7.9M
7	Tim Hortons	$7.6M
8	GEICO	$7.2M
9	TD Bank	$7.1M
10	BUD LIGHT	$7.1M

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

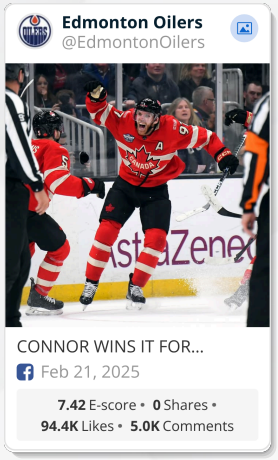
OWNED & EARNED MEDIA | **JERSEY PATCH**

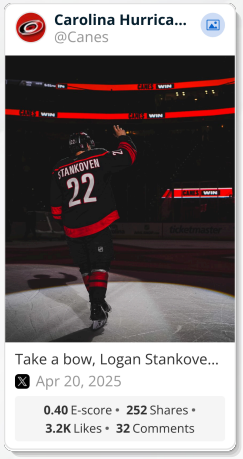


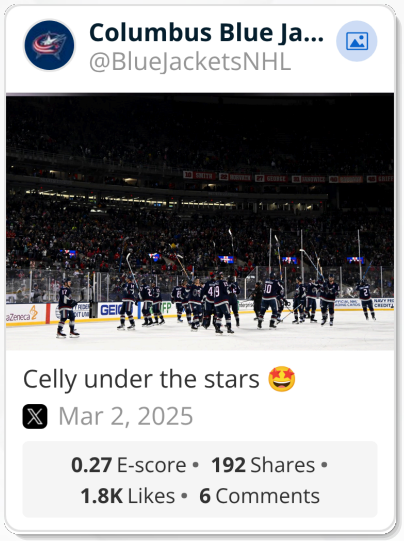
	TEAM	BRAND	VALUE
1	Washington Capitals	CAESARS SPORTSBOOK	$5.8M
2	Toronto Maple Leafs	Milk	$5.2M
3	Washington Capitals	TikTok	$4.7M
4	Montreal Canadiens	RBC	$4.2M
5	Vancouver Canucks	TD Bank	$4.1M
6	Boston Bruins	RAPID7	$3.6M
7	Colorado Avalnche	IMA	$2.8M
8	New Jersey Devils	RWJBarnabas HEALTH	$2.6M
9	Chicago Blackhawks	Circa | SPORTS	$2.3M
10	Carolina Hurricanes	NUCOR	$2.2M

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

BENCHMARKING: DASHER BOARD







	Brand	Value
1	enterprise	$7.4M
2	Tim Hortons	$5.5M
3	ticketmaster	$5.4M
4	GEICO	$4.9M
5	ROGERS	$4.6M
6	BUD LIGHT	$3.9M
7	FANDUEL	$3.6M
8	Scotiabank	$3.5M
9	Coca-Cola	$3.2M
10	pepsi	$3.1M

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

TOP THREE NHL BROADCASTS

1

ESPN - 2025 NHL Stadium Series

DETROIT RED WINGS VS COLUMBUS BLUE JACKETS

1.59M Average viewers | March 1, 2025

2

ABC - Hockey Saturday

NEW YORK RANGERS VS BOSTON BRUINS

1.10M Average viewers | February 1, 2025

3

TNT - Ovechkin Milestone

WASHINGTON CAPITALS VS CHICAGO BLACKHAWKS

905K Average viewers | April 4, 2025

4 NATIONS FACE-OFF

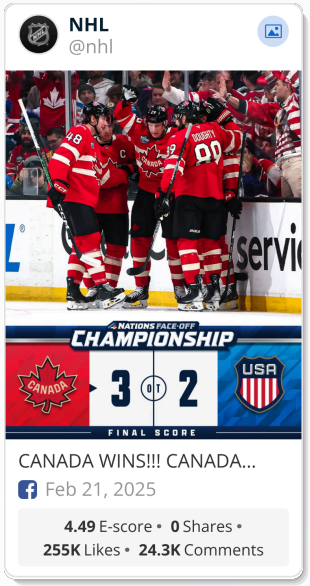
The Four Nations Face-Off proved to be more than just an international hockey showcase. With powerhouse teams from the U.S., Canada, Sweden, and Finland battling it out, fans were treated to high-stakes matchups that outpaced the normal All-Star Game during this break in the NHL season.

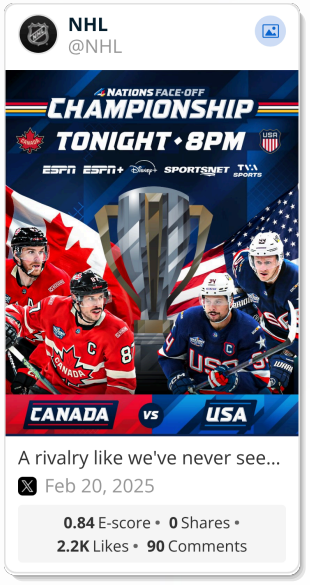
USA Hockey in particular saw a huge boost, growing its social media following by 9.5% over the course of the tournament. However, it was Team Canada who lifted the cup in the championship game!

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**



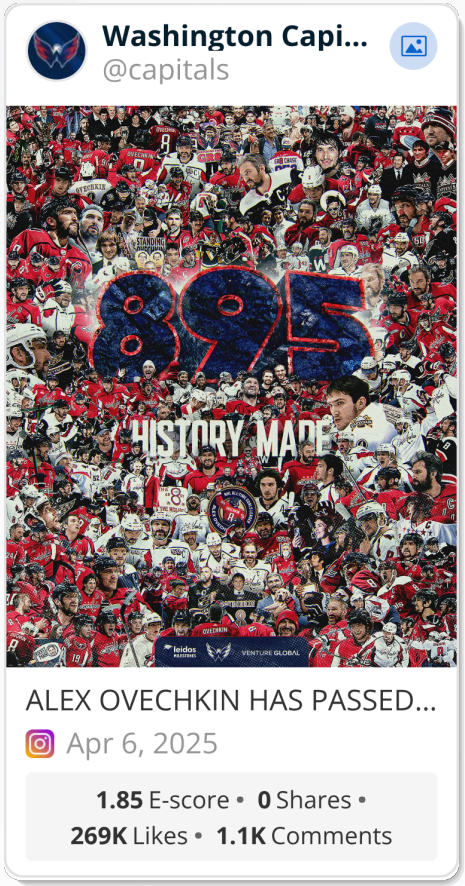


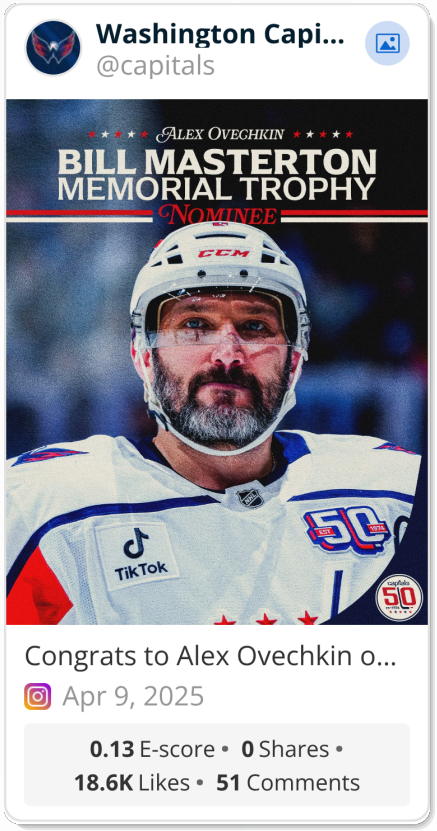
Based on NHL data in Blinkfire from 1/30/2024-2/4/2024 and 2/11/2025-2/16/2025

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.

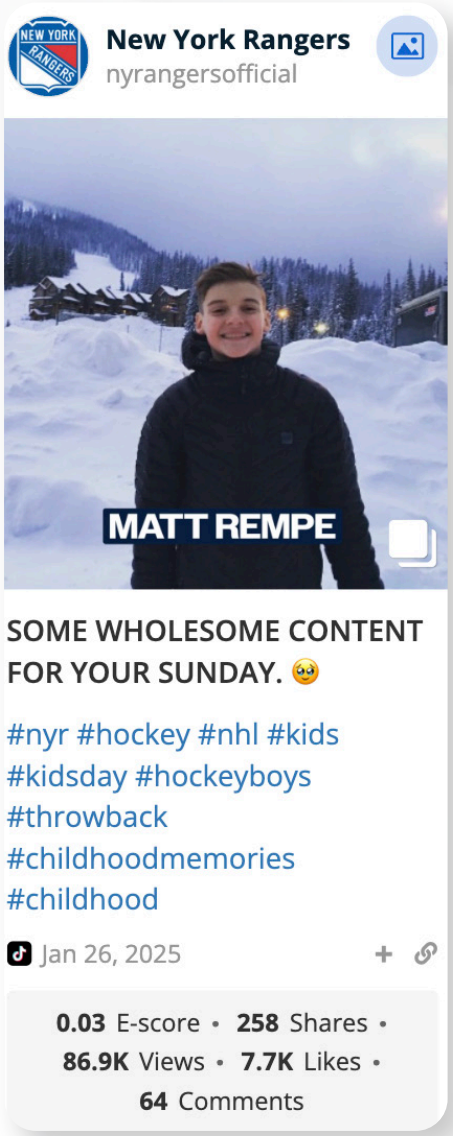
Based on Utah Mammoth's owned social data in Blinkfire from 5/7/2025-5/11/2025

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-the-scenes 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

TEAMS | **SOCIAL PERFORMANCE**

ENGAGEMENT

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

VIDEO VIEWS

	TEAM	
1	**Florida Panthers**	**137.9M**
2	Edmonton Oilers	**93.7M**
3	Toronto Maple Leafs	**65.6M**
4	Dallas Stars	**56.3M**
5	Washington Capitals	**51.3M**

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

PLAYOFFS: JERSEY PATCH EXPOSURE

	TEAM	SPONSOR	ENGAGEMENTS
1	**TORONTO MAPLE LEAFS**	Dairy Farmers of Ontario Milk Est. 1965	**6.7**M
2	FLORIDA PANTHERS (HOME)	LaCroix	**5.8**M
3	FLORIDA PANTHERS (AWAY)	AutoNation	**4.2**M
4	EDMONTON OILERS	KARBON-X	**4.2**M
5	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

CAMPAIGN BEST PRACTICES

Edmonton Oilers: 2025 Playoffs

310

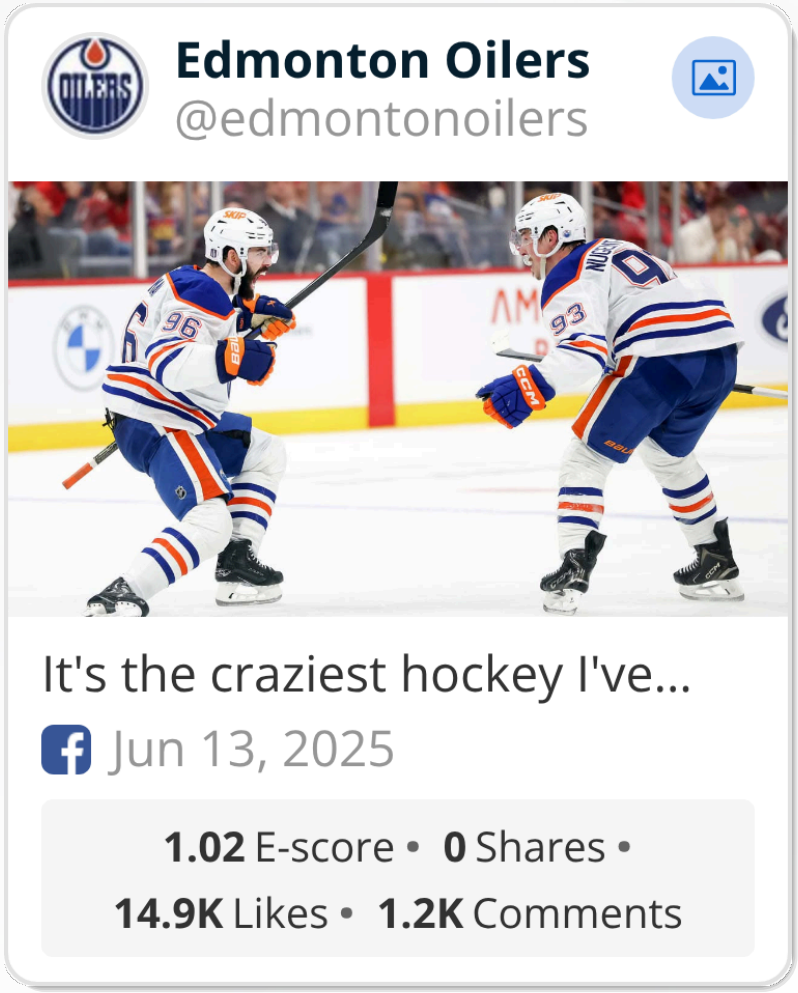
Total Posts

1.9 Million

Total Engagement

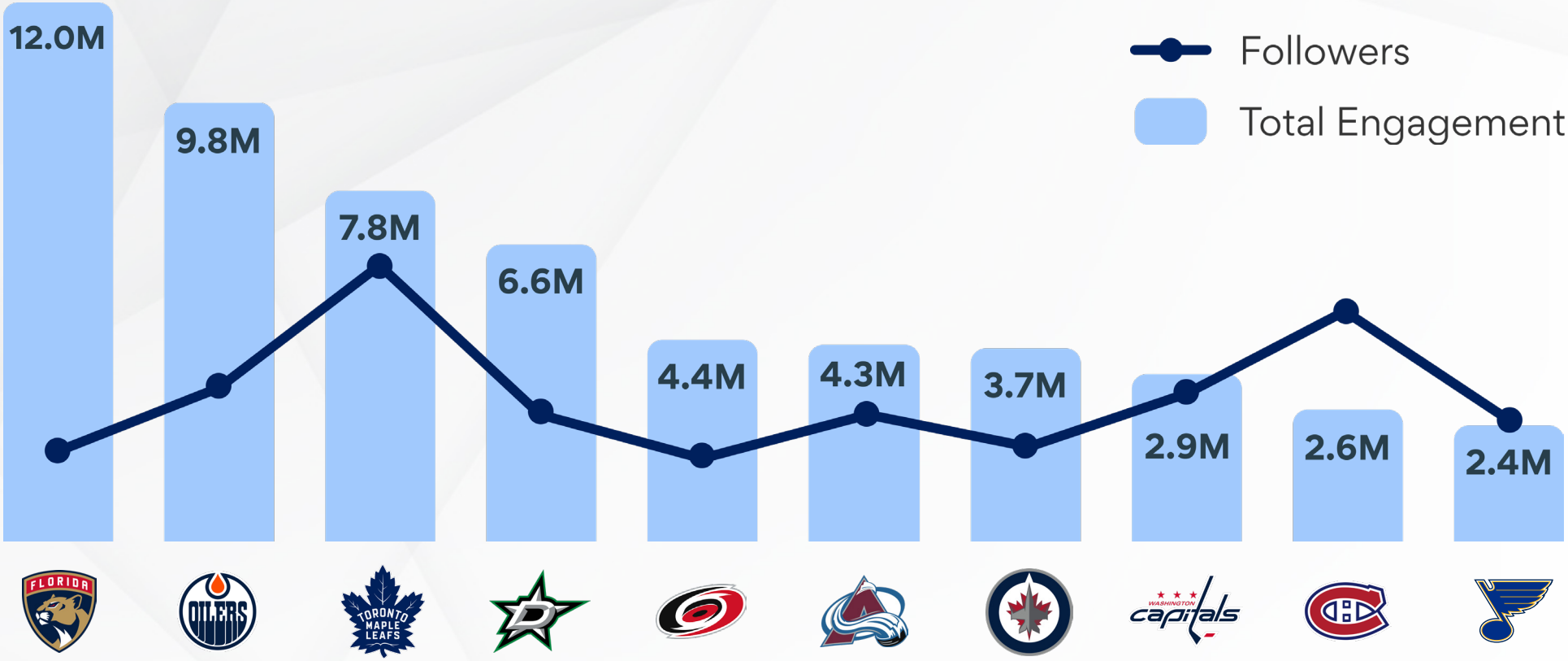
$789,810

Total Campaign Value



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

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**.