



2025-26

NHL REPORT



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This report is powered by Blinkfire's proprietary social media, digital, broadcast, in-stadium and sponsorship analytics platform, which tracks and measures performance across sports, entertainment and culture at a global scale.

Data Sources

Insights in this report are based on data collected from official owned and earned social media accounts for the NHL, teams, and players tracked by Blinkfire, as well as broadcast data.

Platform Coverage

Data includes activity across major social platforms, including Instagram, Facebook, TikTok, YouTube, X, and Threads.

Time Period

The NHL regular season analysis reflects activity from October 7, 2025 to April 16, 2026. The NHL playoff analysis reflects activity from April 18, 2026 to June 14, 2026.

Metrics & Valuation

Blinkfire measures performance and valuation using metrics such as followers, engagement, views, impressions (estimated), and media value (MV).

SIX INSIGHTS THAT DEFINE THE 2025-26 SEASON

+133.7%**NHL League Views on YouTube**

YouTube skyrocketed across the NHL this season, with YouTube Shorts accounting for 78% of league views.

4.6 Billion**Total NHL Team Views**

NHL teams added 1.4 billion views this season. Video is now driving reach more than any other format.

-26.7%**NHL League Views on X**

Views across every channel grew this season, except on X. Team accounts on X also fell 18.4% in total views.

3.7 Billion**Total League Views**

The league had a 62% increase in total views compared to last season. Instagram accounted for 46% of total league views.

\$6.5 Million**Enterprise Dasher Board**

The most valuable in-arena sponsorship asset, followed by Geico (\$6.2 million) and Ticketmaster (\$6.0 million).

\$2.1 Million**Penguins + First National Bank Jersey Patch**

Pittsburgh's jersey patch tops the league, with the Minnesota Wild + TRIA close behind.

Based on NHL data tracked in Blinkfire from 10/7/2025-4/16/2026

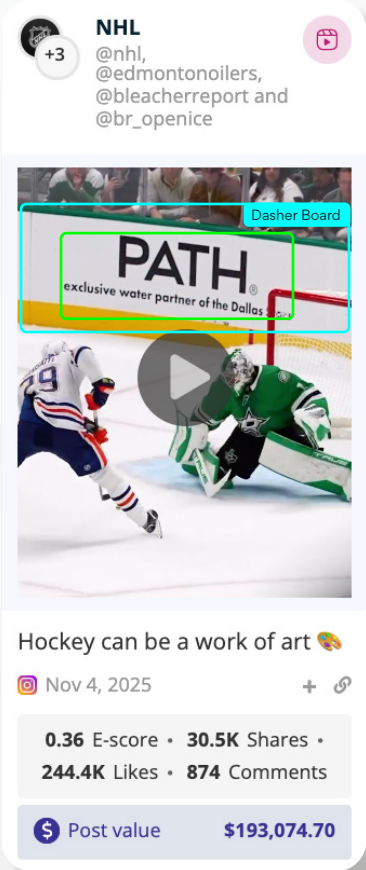
NHL LEAGUE | SOCIAL GROWTH

League accounts leaned further into video this season.

2025-26 Season Compared to 2024-25 Season

	Views	Followers	Engagement
 Instagram	+38.1%	+6.8%	-9.0%
 TikTok	+94.5%	+15.5%	+58.2%
 YouTube	+133.7%	+9.3%	+30.2%
 X	-26.7%	-4.5%	+13.2%

Views grew on every platform except X — led by YouTube more than doubling.

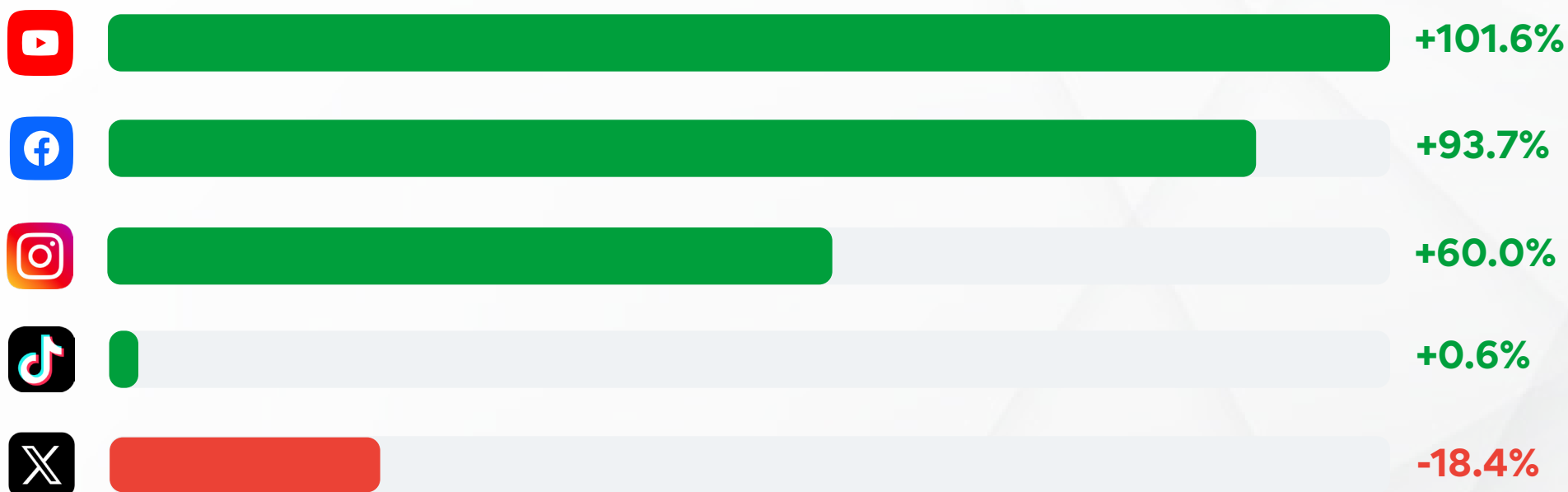


Based on NHL data tracked in Blinkfire from 10/7/2025-4/16/2026

TEAMS | SOCIAL PERFORMANCE

Total views YoY change — all 32 NHL teams combined.

2025-26 Season vs 2024-25 Season



YouTube's 101.6% growth across teams is the season's biggest platform shift, driven by long-form investment. Instagram Reels delivered a 60% increase. TikTok was nearly flat for teams (0.6%) despite follower gains — an opportunity to lift post frequency. X views fell 18.4% and are accelerating downward.

Based on NHL data tracked in Blinkfire from 10/7/2025-4/16/2026

TEAMS | TOTAL FOLLOWER GROWTH

Utah Mammoth led the NHL in follower growth at 22.1%.

TEAM		TOTAL FOLLOWERS
1	 Utah Mammoth	+22.1%
2	 San Jose Sharks	+12.7%
3	 Minnesota Wild	+8.4%
4	 Florida Panthers	+5.7%
5	 Colorado Avalanche	+5.4%

The average overall follower growth across all 32 teams was 2.5% for the season. Utah and San Jose topped the list. Utah continued to generate new followers as an expansion team, while San Jose rebuilt around a young team headlined by Macklin Celebrini.

Based on NHL team data tracked in Blinkfire from 10/7/2025-4/16/2026

TEAMS | INSTAGRAM**Short-form video powered NHL teams' growth on Instagram.**

TEAM		FOLLOWER GROWTH
1	 San Jose Sharks	+30.8%
2	 Minnesota Wild	+16.0%
3	 Utah Mammoth	+15.5%
4	 Anaheim Ducks	+12.3%
5	 Montreal Canadiens	+11.9%

248M views

Montreal's Instagram views more than doubled year over year, the most of any team in the league.

San Jose led with a 30.8% growth rate on Instagram, driven by a 3x increase in video views. Leaguewide Instagram views grew 60% to 2.5B despite a slight engagement dip (-3.2%).

Based on NHL team data tracked in Blinkfire from 10/7/2025-4/16/2026

TEAMS | FOLLOWER GROWTH

Video-first platforms continue to rise for NHL teams.



YOUTUBE

1		Los Angeles Kings	+83.6%
2		San Jose Sharks	+57.9%
3		New York Islanders	+52.2%
4		Nashville Predators	+34.2%
5		Colorado Avalanche	+27.0%

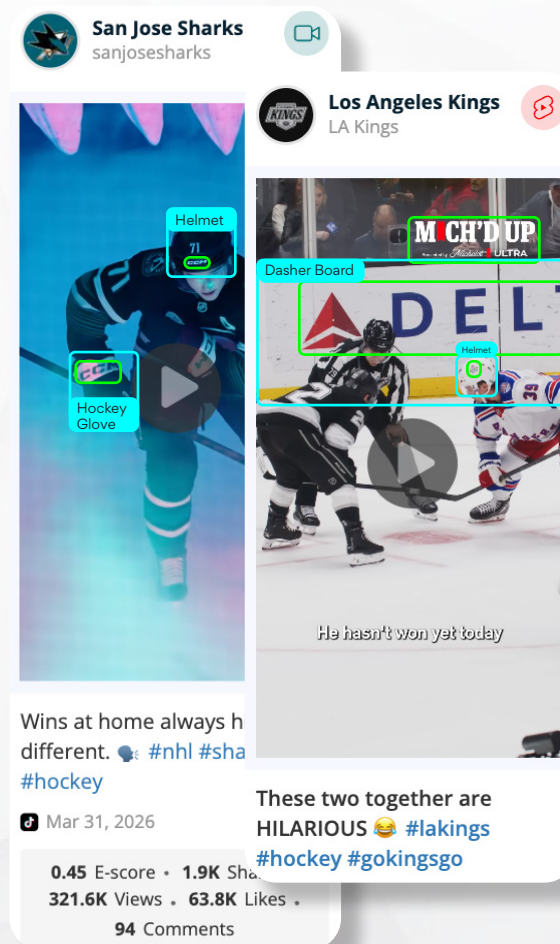
YouTube Shorts accounted for 65% of the Kings' views on YouTube.



TIKTOK

1		San Jose Sharks	+55.1%
2		Utah Mammoth	+35.2%
3		Minnesota Wild	+31.0%
4		Nashville Predators	+18.9%
5		Ottawa Senators	+18.6%

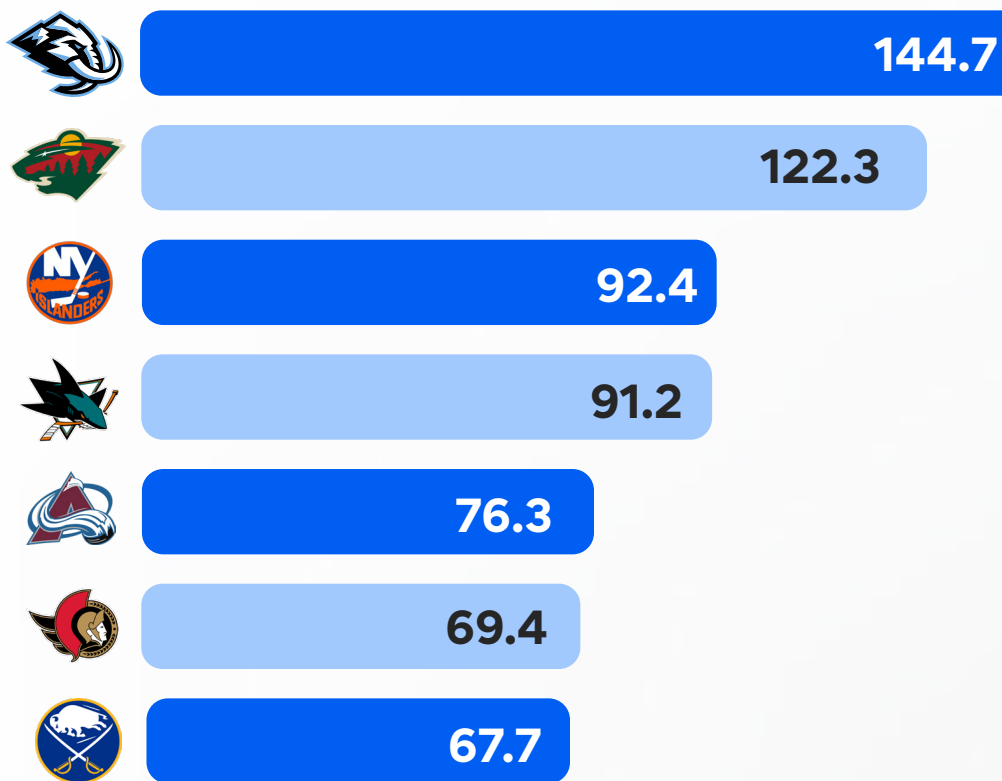
The San Jose Sharks' growth was fueled by **Celebrini content**.



Based on NHL team data tracked in Blinkfire from 10/7/2025-4/16/2026

TEAMS | TIKTOK

Views Per Follower Leaders On TikTok



44.4M views



The **Minnesota Wild** led the league in TikTok views, **increasing 376%** compared to the 2024-25 season.

The league average sat at 46.9 views per follower on TikTok, but the top teams surged. Utah Mammoth (144.7), Minnesota Wild (122.3), and the New York Islanders (92.4) generated 2–3x the reach of the average NHL team.

Based on NHL team data tracked in Blinkfire from 10/7/2025-4/16/2026

TEAMS | YOUTUBE

YouTube views climbed 101.6% league-wide.

YoY Growth - YouTube Views

1		Colorado Avalanche	+961.6%
2		Minnesota Wild	+700.1%
3		Chicago Blackhawks	+503.3%
4		Los Angeles Kings	+471.6%
5		Tampa Bay Lightning	+326.0%

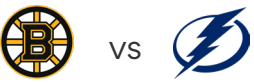
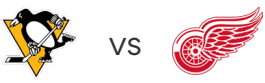
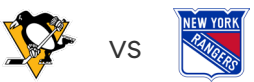
3.9M → 41.9M

The **Colorado Avalanche** added 38 million views on YouTube compared to the 2024-25 season.

23 out of 32 teams were above the 101.6% average for YouTube views YoY.

Based on NHL team data tracked in Blinkfire from 10/7/2025-4/16/2026

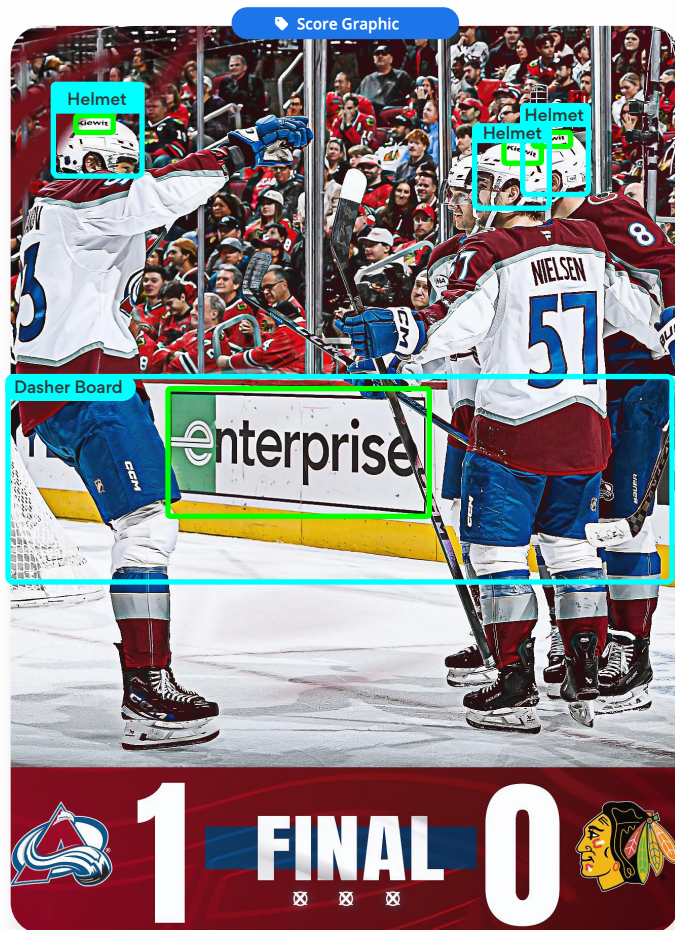
TOP 3 REGULAR SEASON BROADCASTS | VIEWERS

EVENT		STATION	VIEWERSHIP
1	 Feb 1, 2026 NHL Stadium Series		2.1M
2	 Jan 3, 2026 ABC Hockey Saturday		1.6M
3	 Oct 7, 2025 Opening Night		768K

The NHL Stadium Series game between the Tampa Bay Lightning and Boston Bruins on Feb 1 was the **most-watched regular-season NHL game ever** on cable.

Based on NHL team data tracked in Blinkfire from 10/7/2025-4/16/2026

TOP 10 ASSETS | BY VALUATION



Asset	Brand	Valuation
1 Dasher Board		\$6.5M
2 Dasher Board		\$6.2M
3 Dasher Board		\$6.0M
4 Dasher Board		\$5.5M
5 Dasher Board		\$4.5M
6 Dasher Board		\$4.4M
7 Dasher Board		\$3.9M
8 Dasher Board		\$3.4M
9 Dasher Board		\$3.3M
10 Dasher Board		\$3.1M

Based on NHL team data tracked in Blinkfire from 10/7/2025-4/16/2026



JERSEY PATCH VALUE | 2025-26 REGULAR SEASON

	TEAM	JERSEY PATCH SPONSOR	SOCIAL MEDIA VALUE
1	Pittsburgh Penguins	First National Bank	\$2.07M
2	Minnesota Wild	TRIA	\$2.05M
3	Montreal Canadiens	RBC	\$1.92M
4	Chicago Blackhawks	Circa SPORTS	\$1.62M
5	New York Islanders	VANDA PHARMACEUTICALS INC	\$1.15M
6	Colorado Avalanche	IMA	\$1.15M
7	Vancouver Canucks	TD Bank	\$998K
8	Toronto Maple Leafs	Milk EST. 1965	\$905K
9	Montreal Canadiens	AIR CANADA	\$889K
10	Boston Bruins	RAPID7	\$886K

Based on data in Blinkfire across NHL teams' owned and earned social media from 10/7/2025-4/16/2026



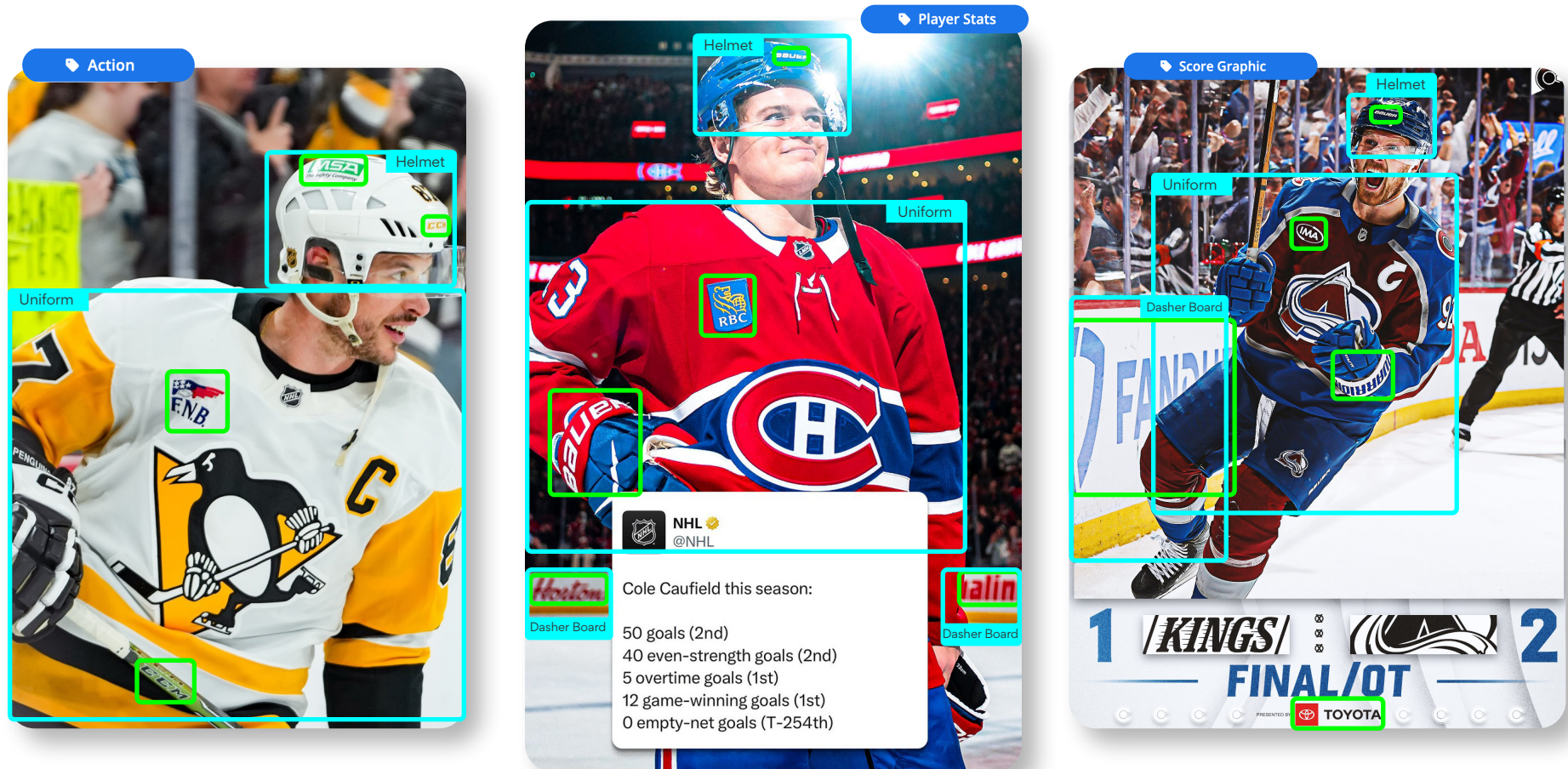
JERSEY PATCH VALUE | 2025-26 REGULAR SEASON

	TEAM	JERSEY PATCH SPONSOR	SOCIAL MEDIA VALUE
11	 Washington Capitals		\$774K
12	 Philadelphia Flyers		\$744K
13	 Los Angeles Kings		\$736K
14	 Washington Capitals		\$736K
15	 Winnipeg Jets		\$674K
16	 Florida Panthers		\$660K
17	 Edmonton Oilers		\$569K
18	 Ottawa Senators		\$540K
19	 New Jersey Devils		\$538K
20	 Anaheim Ducks		\$513K

Based on data in Blinkfire across NHL teams' owned and earned social media from 10/7/2025-4/16/2026



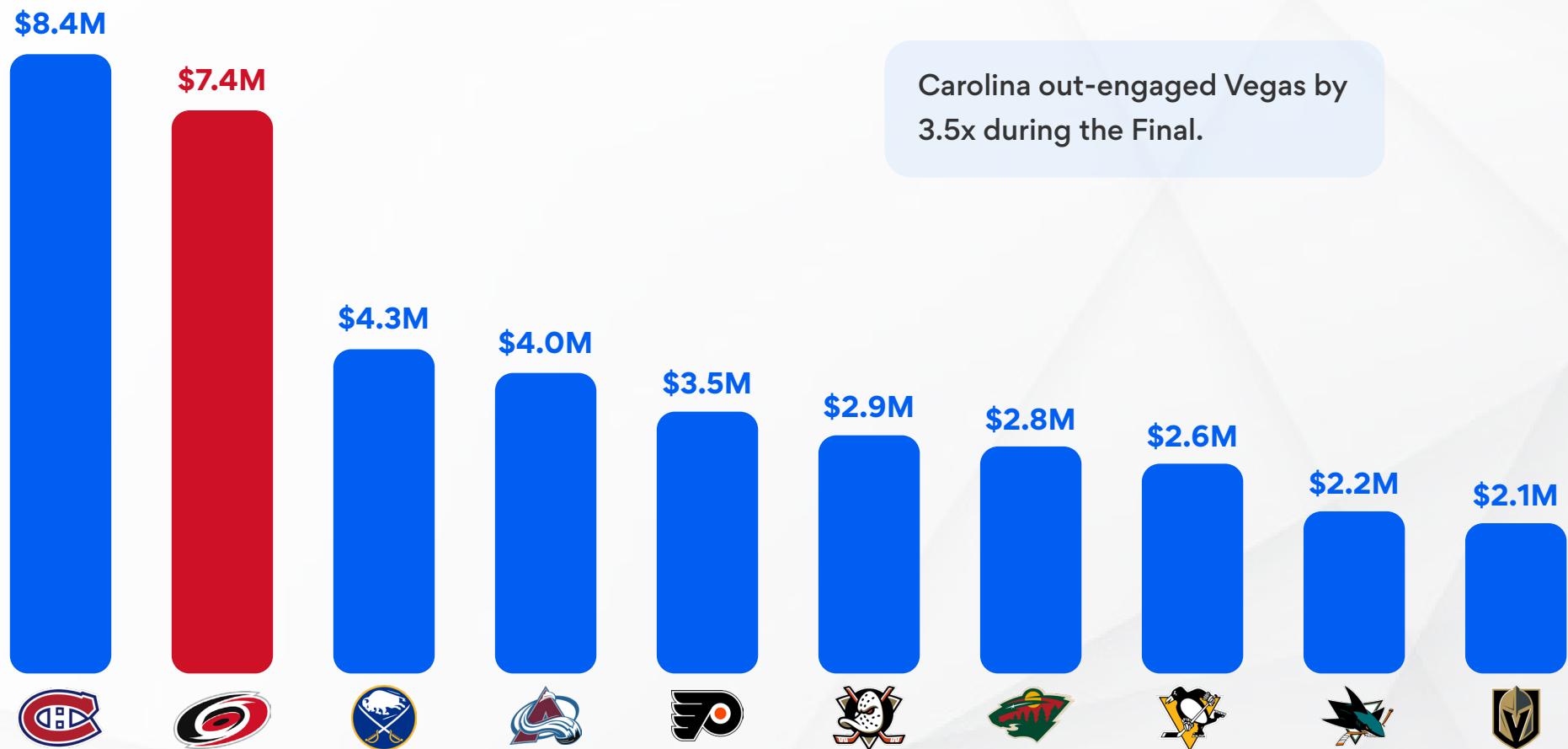
JERSEY PATCH | EXAMPLES



Based on data in Blinkfire across NHL teams' owned and earned social media from 10/7/2025-4/16/2026

TEAMS | POST VALUE

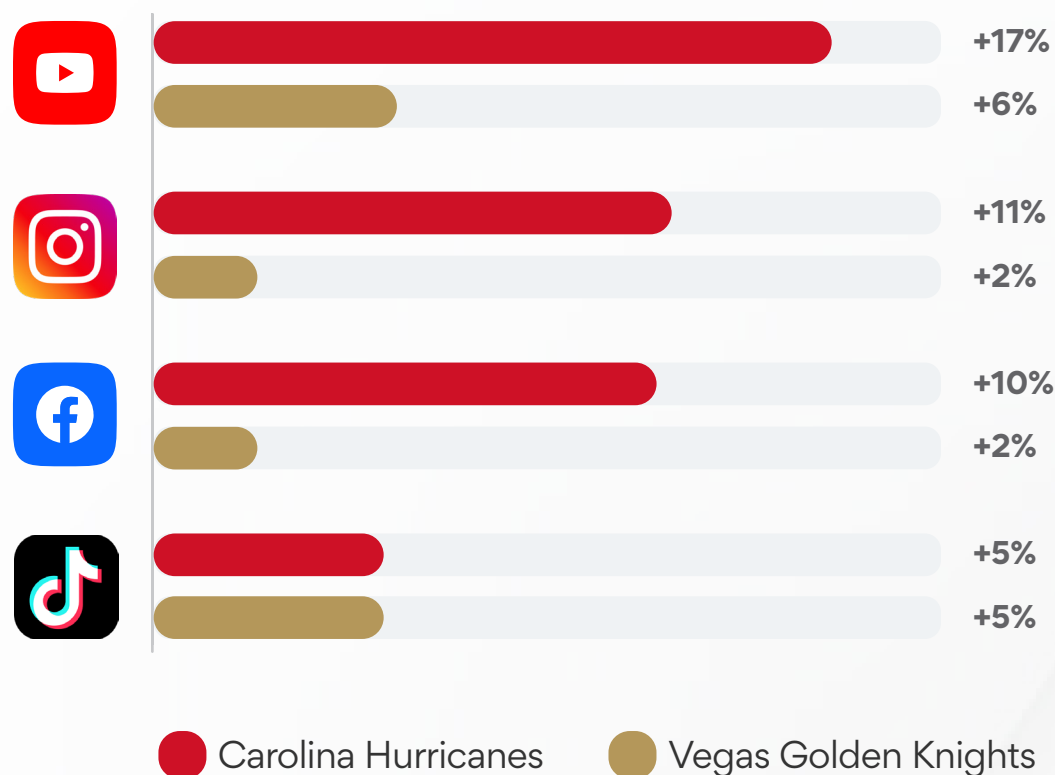
Over 58 playoff days, the Carolina Hurricanes generated \$7.4M in post value, 50% of their entire season's social engagement.



Based on NHL data tracked in Blinkfire from 4/18/2026-6/14/2026

STANLEY CUP FINALS | FOLLOWER GROWTH

A championship run built a larger, more loyal fanbase for Carolina.

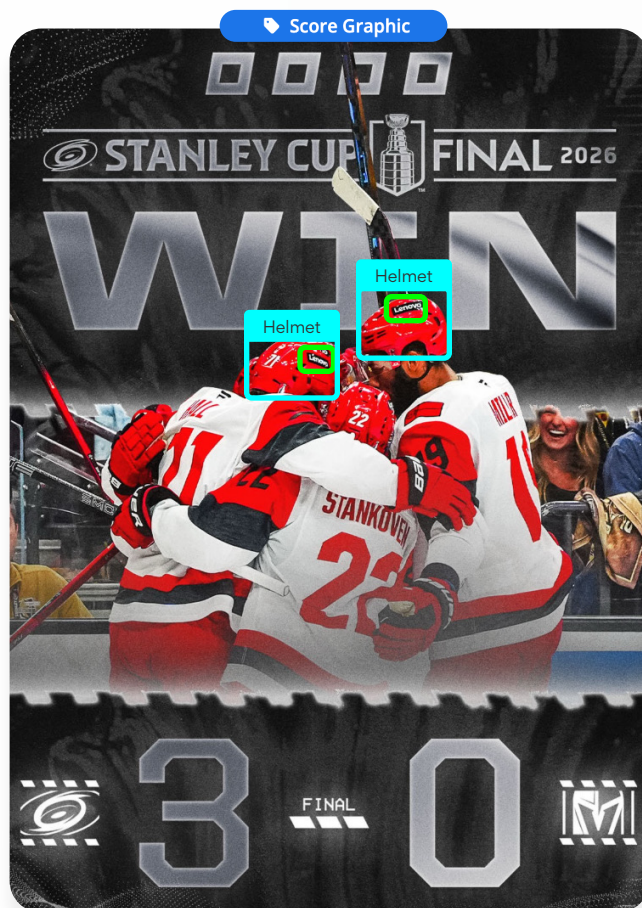


A playoff run drives a spike in views and engagement. The lasting value comes from converting that attention into followers who stick around. The Carolina Hurricanes grew their following by **6.5%** overall during the playoffs, adding **130,426 new followers**.

Based on NHL data tracked in Blinkfire from 4/18/2026-6/14/2026

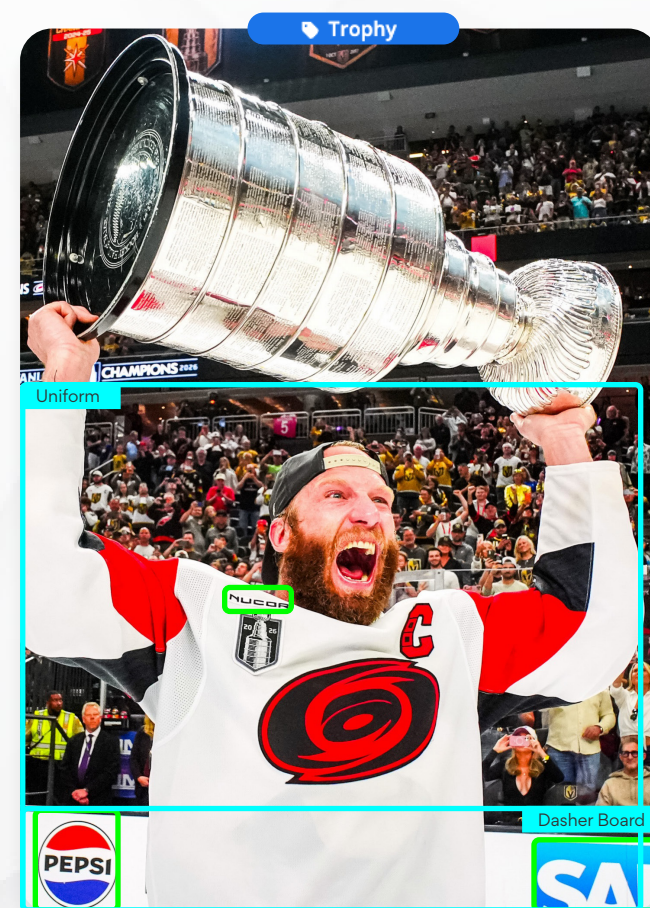
CAROLINA'S #1 DAY ON SOCIAL IN FRANCHISE HISTORY

June 14, 2026: Hurricanes win the Stanley Cup.



3.2M
Engagements
June 14, 2026

34x
Daily Average
2026 Season



Based on NHL data tracked in Blinkfire from 10/7/2025-6/14/2026

Blinkfire is an AI-first company with the leading business intelligence & marketing analytics platform to evaluate sports, media, and entertainment sponsorships across social media, digital, streaming, broadcast, and in-stadium. 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.

