2025-26

# NHL REPORT

Blinkfire™

# TABLE OF CONTENTS


**DATA & METHODOLOGY OVERVIEW** 3

**SOCIAL & BROADCAST DATA**

NHL Insights Overview 4

League Follower Growth 5

Social Views Growth By Platform 6

Team Follower Growth 7-9

TikTok Views 10

YouTube Views 11

Top Regular Season Broadcasts 12

**SPONSORSHIP**

Top 10 Assets 13

Jersey Patch Rankings 14-16

**PLAYOFFS**

Team Post Value Rankings 17

Stanley Cup Finals Follower Growth 18

Carolina Hurricanes Spotlight 19

**ABOUT BLINKFIRE** 20

# DATA & METHODOLOGY OVERVIEW

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*

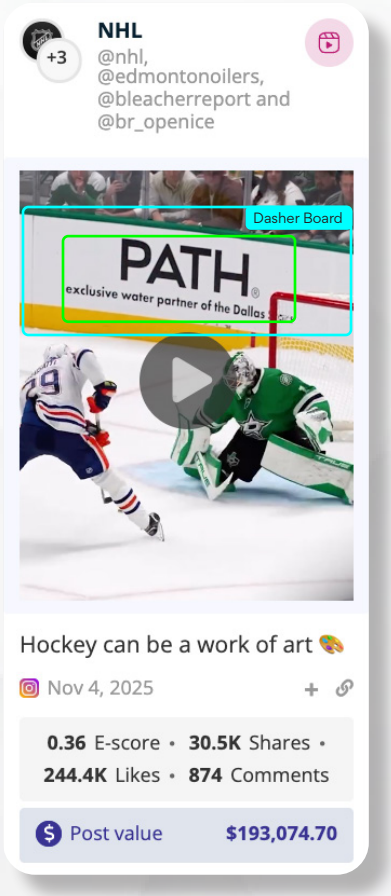
## NHL LEAGUE | **SOCIAL GROWTH**

# 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.

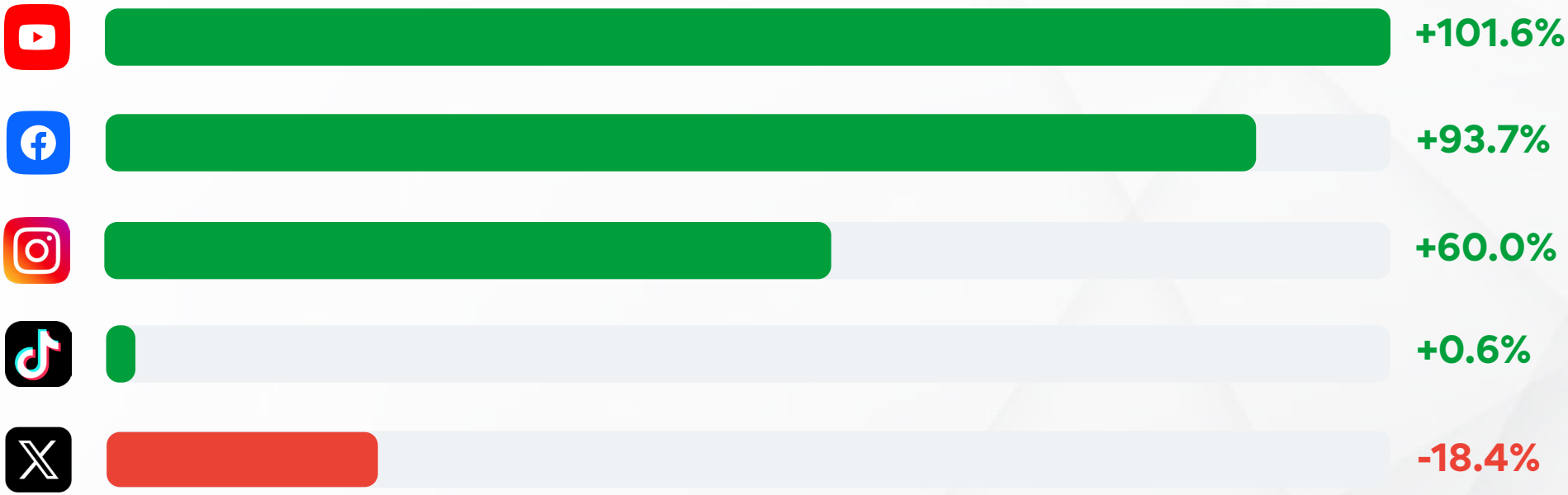



*Based on NHL data tracked in Blinkfire from 10/7/2025-4/16/2026*

## 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

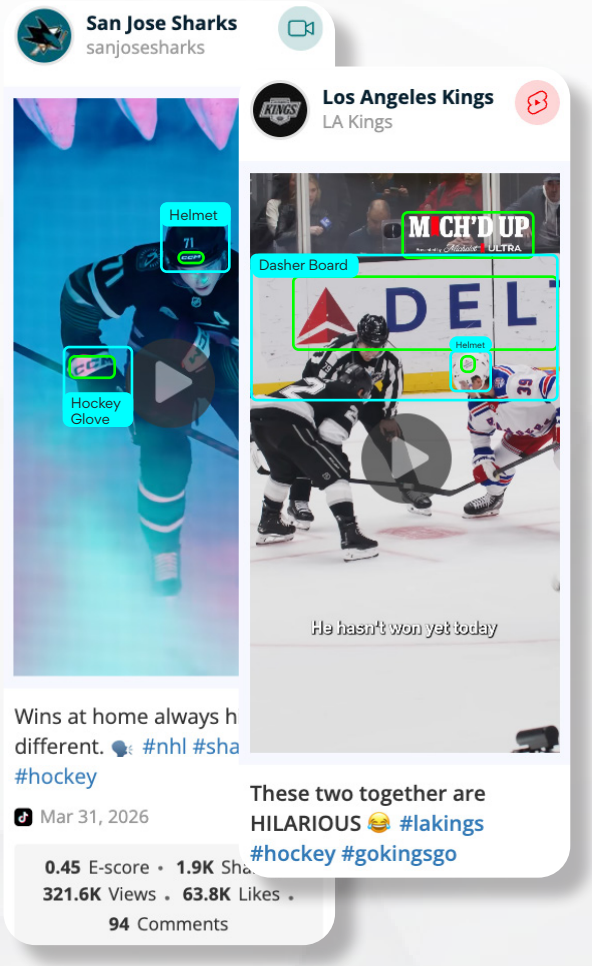
| | | |
|---|---|---|
| 1 | **Los Angeles Kings** | **+83.6%** |
| 2 | San Jose Sharks | +57.9% |
| 3 | New York Islanders | +52.2% |
| 4 | Nashville Predators | +34.2% |
| 5 | Colorado Avalanche | +27.0% |

**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% |

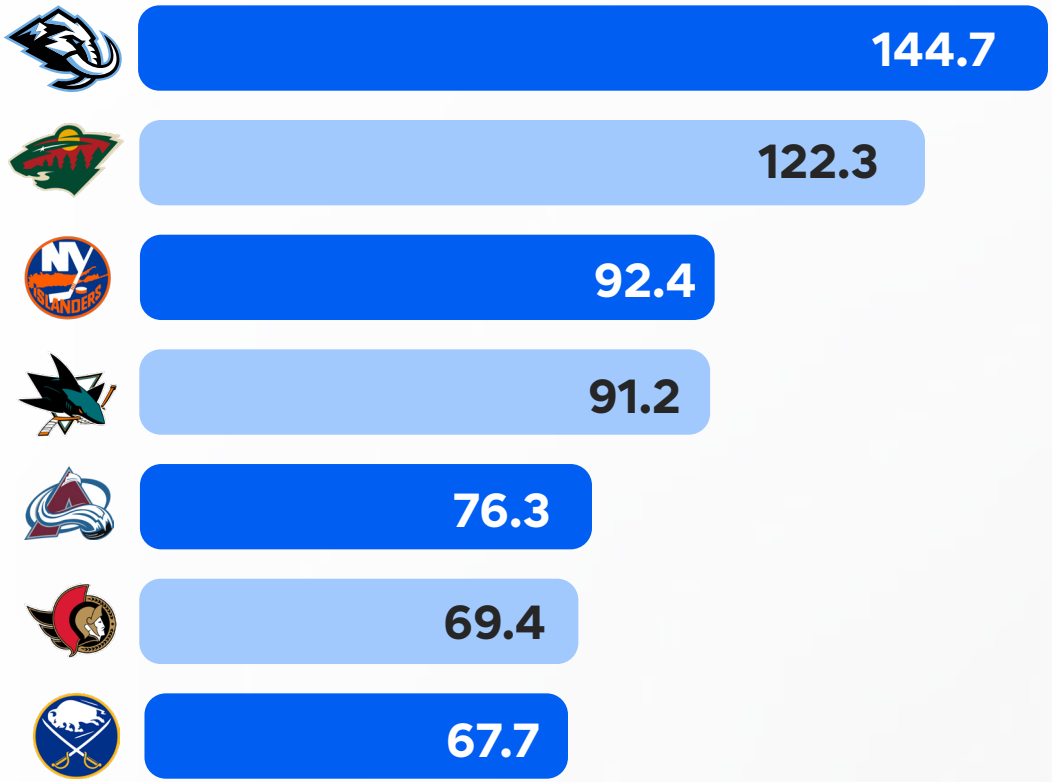
The San Jose Sharks' growth was fueled by **Celebrini content.**




*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 |  vs  Feb 1, 2026 NHL Stadium Series | ESPN | **2.1**M |
| 2 |  vs  Jan 3, 2026 ABC Hockey Saturday | abc | **1.6**M |
| 3 |  vs  Oct 7, 2025 Opening Night | ESPN | **768**K |

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 | enterprise | $6.5M |
| 2 | Dasher Board | GEICO | $6.2M |
| 3 | Dasher Board | ticketmaster | $6.0M |
| 4 | Dasher Board | Tim Hortons | $5.5M |
| 5 | Dasher Board | FANDUEL | $4.5M |
| 6 | Dasher Board | ROGERS | $4.4M |
| 7 | Dasher Board | Coca-Cola | $3.9M |
| 8 | Dasher Board | HYUNDAI | $3.4M |
| 9 | Dasher Board | pepsi | $3.3M |
| 10 | Dasher Board | verizon | $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 | Dairy Farmers of Ontario 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*

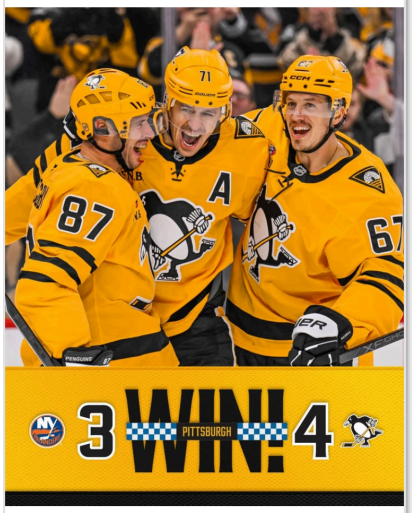
# JERSEY PATCH VALUE | 2025-26 REGULAR SEASON

| | TEAM | JERSEY PATCH SPONSOR | SOCIAL MEDIA VALUE |
|---|---|---|---|
| 11 | Washington Capitals | CAESARS SPORTSBOOK | $774K |
| 12 | Philadelphia Flyers | Independence | $744K |
| 13 | Los Angeles Kings | MERCURY INSURANCE | $736K |
| 14 | Washington Capitals | TikTok | $736K |
| 15 | Winnipeg Jets | canada life | $674K |
| 16 | Florida Panthers | LaCroix | $660K |
| 17 | Edmonton Oilers | play alberta | $569K |
| 18 | Ottawa Senators | CIBC | $540K |
| 19 | New Jersey Devils | RWJBarnabas HEALTH | $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

**Pittsburgh Pengu...**
Pittsburgh Penguins




HOME OPENER VICTORY! 💪
Oct 9, 2025

**7.95** E-score • **2.6K** Shares • **20K** Likes • **586** Comments

**Colorado Avalanc...**
@avalanche.bsky.s...



What's better than one Maka...
Nov 1, 2025

**15.72** E-score • **18** Shares • **81** Likes • **0** Comments

**Winnipeg Jets**
@NHLJets



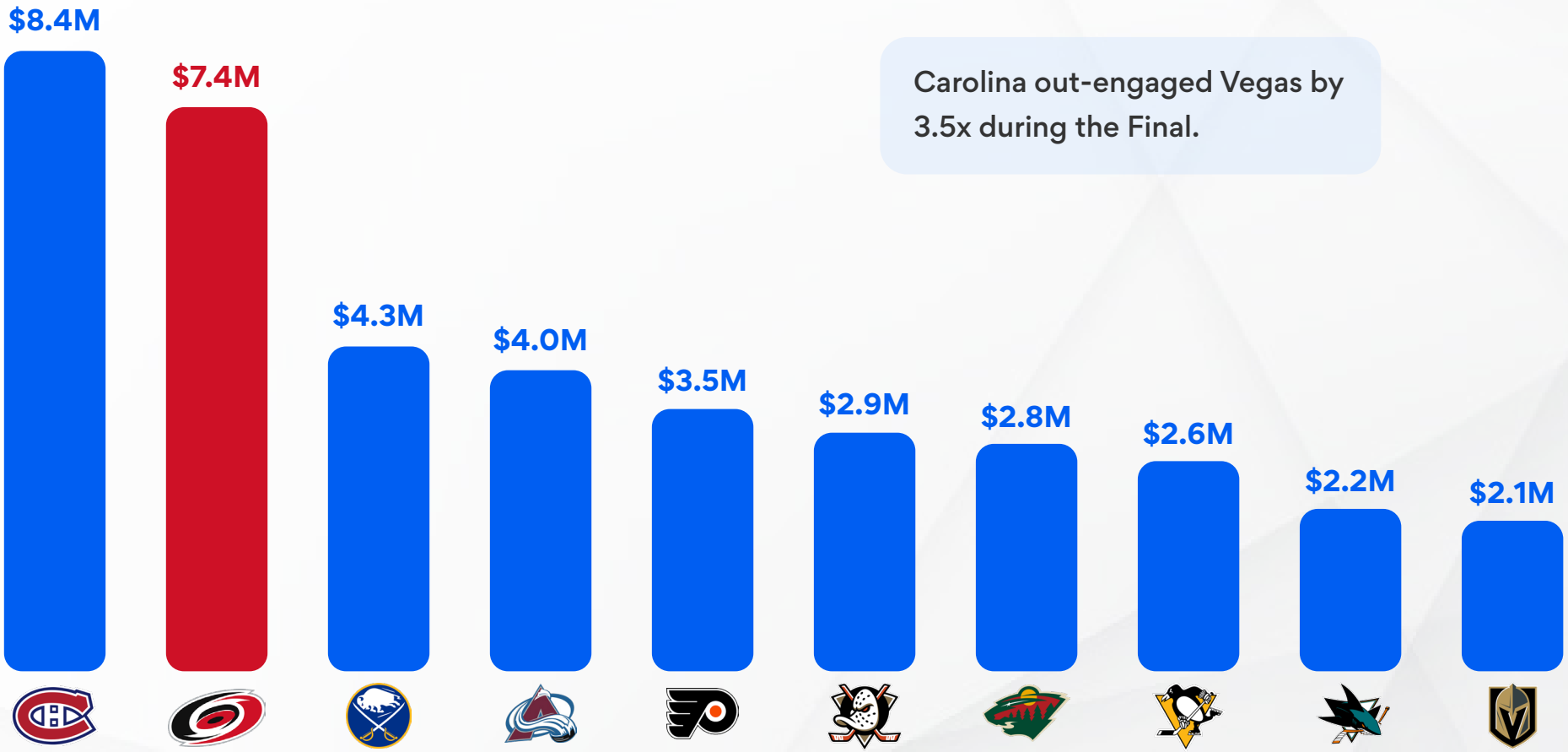
First season back in the NHL...
Apr 16, 2026

**5.89** E-score • **319** Shares • **4.7K** Likes • **62** Comments

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

## TEAMS | POST VALUE

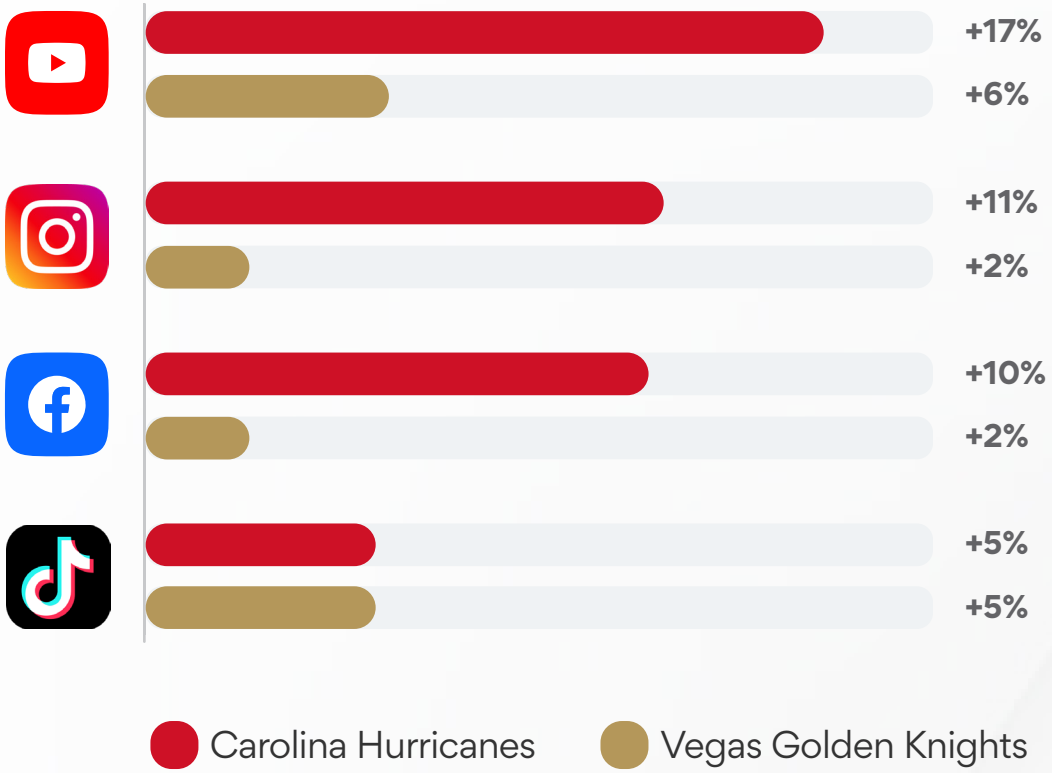
**Over 58 playoff days, the Carolina Hurricanes generated $7.4M in post value, 50% of their entire season's social engagement.**




*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.

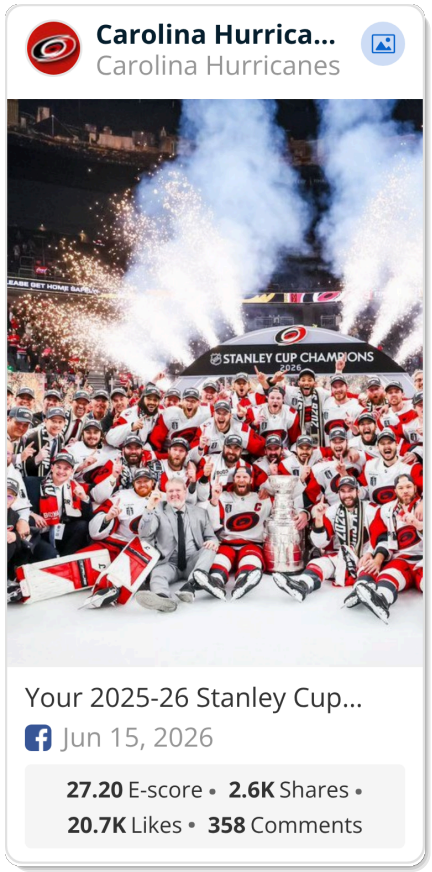



**3.2M**
**Engagements**

**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**.