Blinkfire™

2022-23 NHL SEASON RECAP

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INTRODUCTION

2022-23 NHL SEASON RECAP

The 2022-23 NHL season was one for the history books. The Boston Bruins set a new regular season point total record; the Florida Panthers made it to the Stanley Cup Finals as an 8-seed in the Eastern Conference; and the Vegas Golden Knights won their first Stanley Cup in their sixth season as a franchise.

Beyond the thrilling hockey and countless highlights, this was the first season that teams could sell jersey patch sponsorships. It was also the NHL's first season where digital dasher boards were integrated into televised games using augmented reality technology.

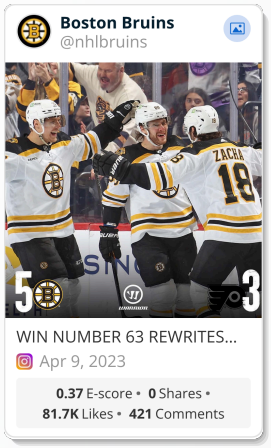
As the game and business of hockey evolves, Blinkfire continues to provide the most advanced and accurate sponsorship data across social, digital, and broadcast. In this report, we recap the 2022-23 NHL season with insights like top brands, social performance, follower distribution, and relative growth rankings.



BRANDS | TOP 10 BRANDS BY ENGAGEMENT

The top 10 brands by engagement in hockey come from a wide variety of industries. The top three brands are NHL apparel sponsors: Bauer, Adidas, and CCM with Warrior coming in seventh. Insurance, car rental, ticketing, beverage, and automotive industries round out the top 10. Engagements earned come from a variety of hockey assets like dasher boards, on-ice, mezzanine adboards, and helmets.

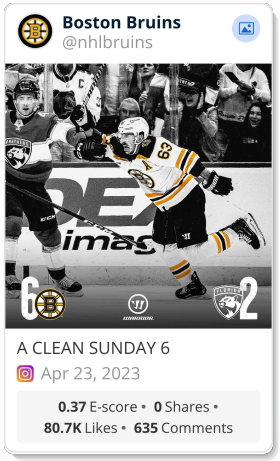
In the first year of hockey's jersey patch sponsorship, no partner made Blinkfire's top brands by engagement list.

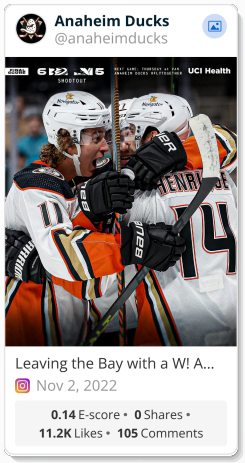


	BRAND	ENGAGEMENT
1	BAUER	74.6M
2	adidas	71.5M
3	CCM	65M
4	GEICO	40.2M
5	enterprise	38.2M
6	ticketmaster	19.8M
7	WARRIOR	16M
8	BUD LIGHT	15.4M
9	pepsi	13.8M
10	TOYOTA	13.6M

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

TOP 10 BRANDS BY ASSET | **DASHER BOARD**

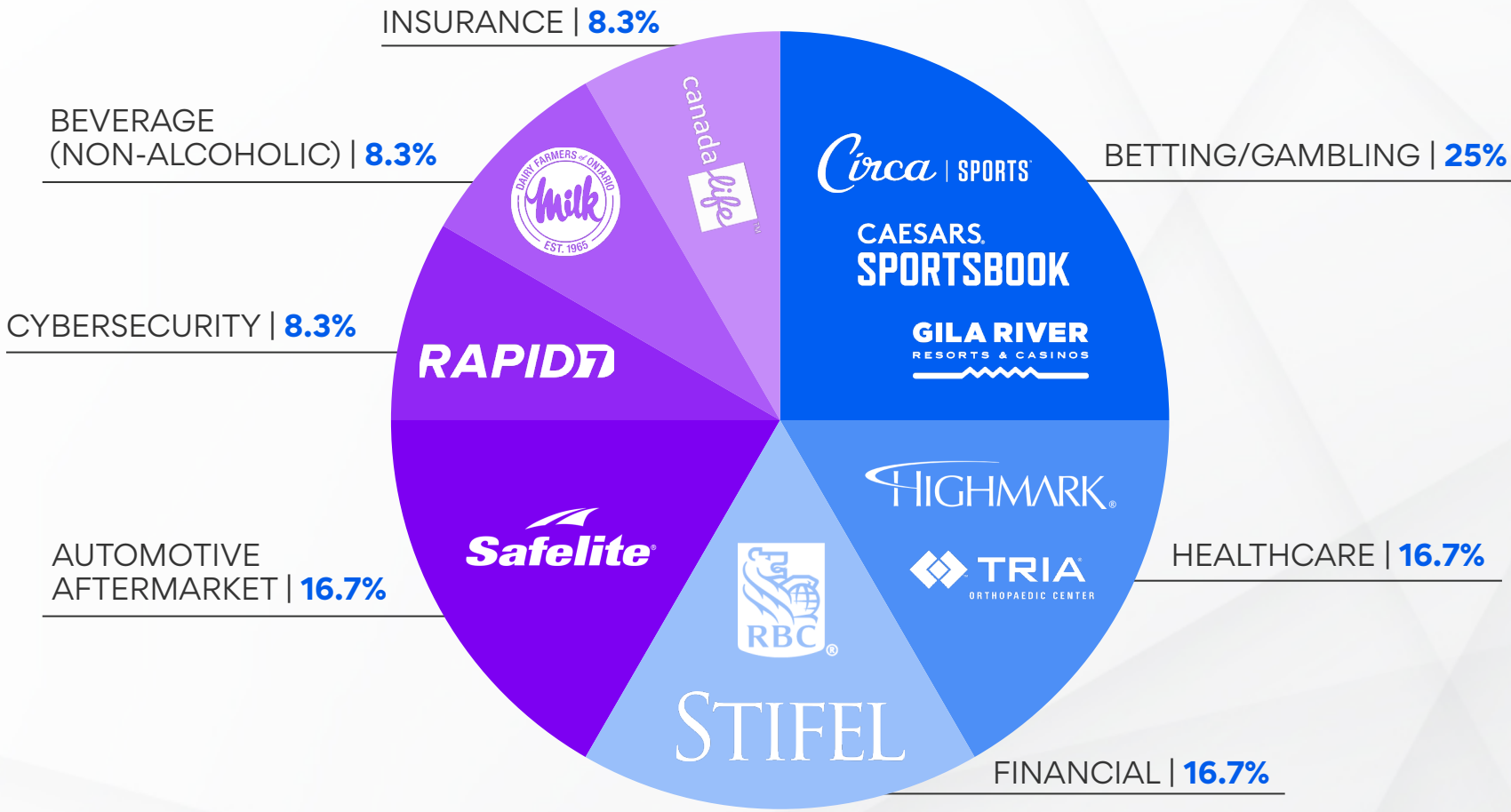




	BRAND	ENGAGEMENT
1	adidas	42.6M
2	GEICO	32.5M
3	enterprise	31.2M
4	ticketmaster	15.3M
5	BUD LIGHT	12.5M
6	pepsi	11.4M
7	TOYOTA	10.5M
8	Bally SPORTS	9.9M
9	Tim Hortons	9.9M
10	Ford	9.3M

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

JERSEY PATCH SPONSORSHIPS | **INDUSTRY BREAKDOWN**



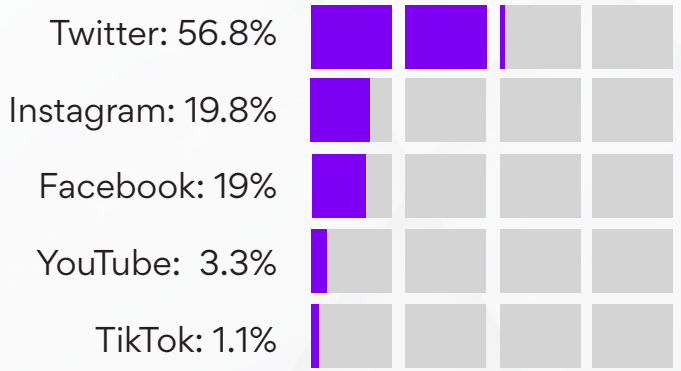
Based on Data in Blinkfire from 10/07/2022 - 04/13/2023

SOCIAL PERFORMANCE | **POSTS BY SOCIAL NETWORK**

NUMBER OF POSTS

	149K	-12%
	50K	-4%
	52K	+15%
	8.6K	+10%
	2.8K	+40%

Posts by Social Network
2022-23 NHL Season



During the 2022-23 season, NHL teams posted **7% more videos, 7% more mixed media (image + video posts), and 30% more Instagram Stories** across social media versus the 2021-22 season.

NHL teams increased the number of posts on Instagram, YouTube, and TikTok this season, as these platforms have focused on growing video sharing. In particular, 6% more Instagram videos were posted this season.

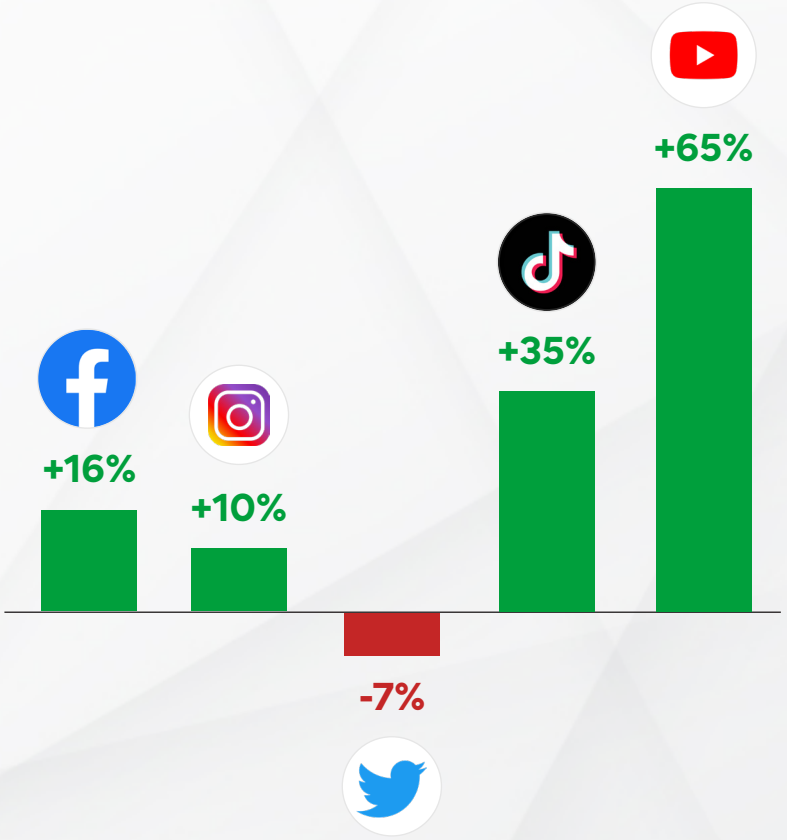
Based on data in Blinkfire from 10/07/2022 - 4/13/2023

SOCIAL PERFORMANCE | **TOTAL ENGAGEMENT**

Instagram proved to be NHL teams' best channel this season, earning more than **243 million total engagements**. Facebook and Twitter ranked second and third, with 54.8 million and 51.8 million engagements.

YouTube and TikTok had nice spikes in total engagement during the 2022-23 NHL season for teams. As both video platforms' popularity rises, be on the lookout for more teams to incorporate YouTube and TikTok across social media and partnerships. Additionally, Instagram, YouTube, and TikTok saw increases in number of posts compared to last season, which in turn leads to more engagements.

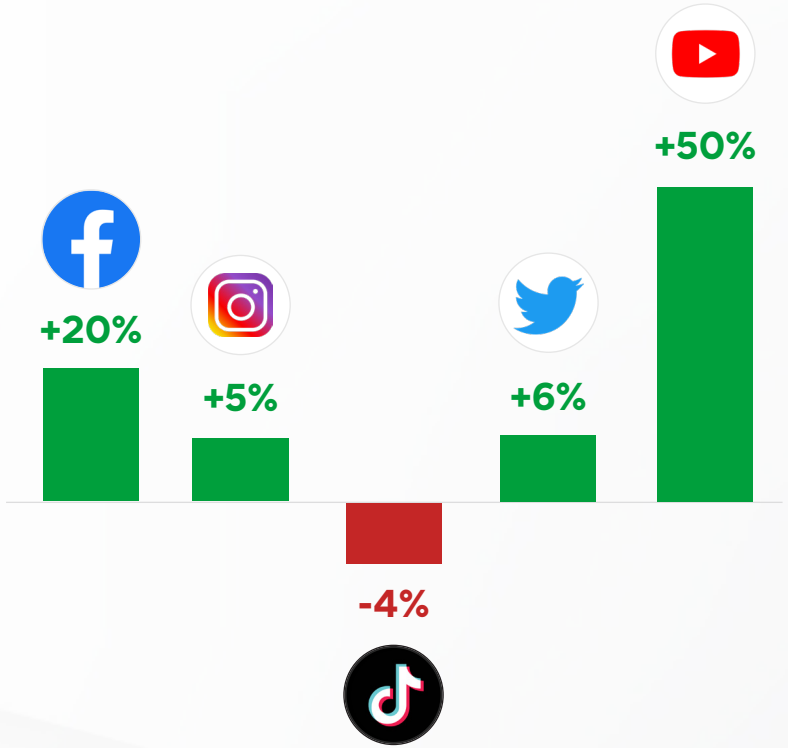




Based on data in Blinkfire from 10/07/2022 - 4/13/2023

SOCIAL PERFORMANCE | **AVERAGE ENGAGEMENT/POST**

NHL SEASONS
2021-22 vs **2022-23**



NHL teams' average engagement per post increased for all networks except TikTok. This isn't due to TikTok's lack of fun, creative content, as total engagements on TikTok are up 35% compared to last season. The dip in Tiktok's average engagement per post is attributed to teams posting 40% more TikTok content during the 2022-23 season.

YouTube's average engement per post is impressive across NHL teams, as the numer of posts (+10%) and total engagement (+65%) also increased. This tells us teams posted quality, engaging videos that their fans wanted to watch.

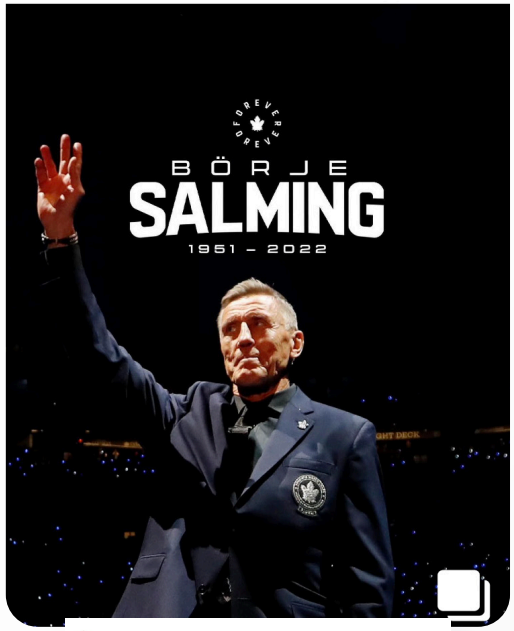
Based on data in Blinkfire from 10/07/2022 - 4/13/2023

REGULAR SEASON | NHL TEAMS

TOP 3 POSTS | IMAGES

1

Toronto Maple Leafs
@mapleleafs



mapleleafs
Nov. 24, 2022 CST

Statement from Maple Leafs President and Alternate Governor Brendan Shanahan on the passing of Börje Salming

204,769 ENGAGEMENTS

2

Chicago Blackhawks
@nhlblackhawks



nhlblackhawks
Feb. 28, 2023 CST

For everything you've done for our city, our fans and our team: Thank you, Kaner

176,276 ENGAGEMENTS

3

Boston Bruins
@nhlbruins



nhlbruins
April 9, 2023 CST

A NEW SINGLE-SEASON STANDARD.

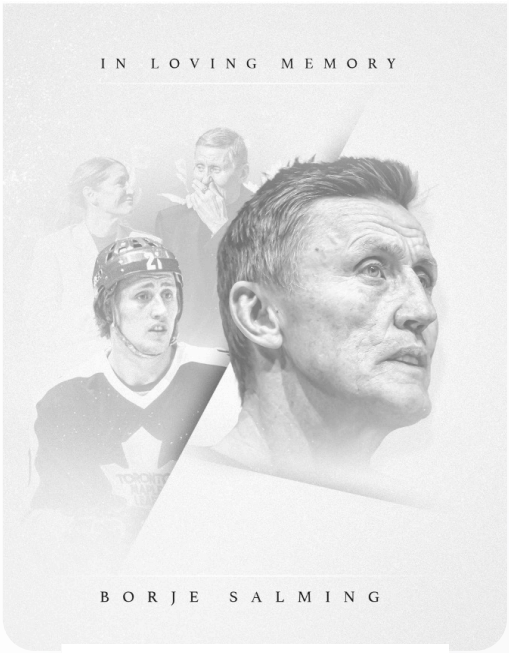
127,500 ENGAGEMENTS

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

TOP 3 POSTS | **IMAGES**

1

NHL
@nhl



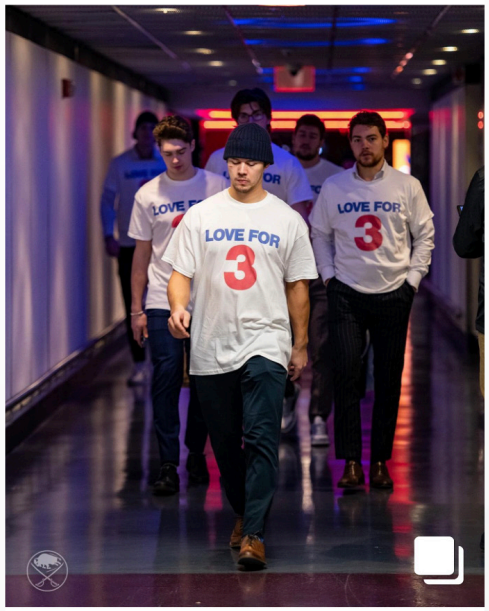
nhl
Nov. 24, 2022 CST

The National Hockey League mourns the passing of Borje, a towering presence and transformational figure in the game's history. We send our deepest

204,409 ENGAGEMENTS

2

NHL
@nhl



Scene: **Player Arrival**

nhl
Jan. 3, 2023 CST

Damar Hamlin is in all of our thoughts tonight.

202,999 ENGAGEMENTS

3

NHL
@nhl



nhl
Oct. 31, 2022 CST

Who's winning the #HockeyHalloween costume contest?

188,029 ENGAGEMENTS

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

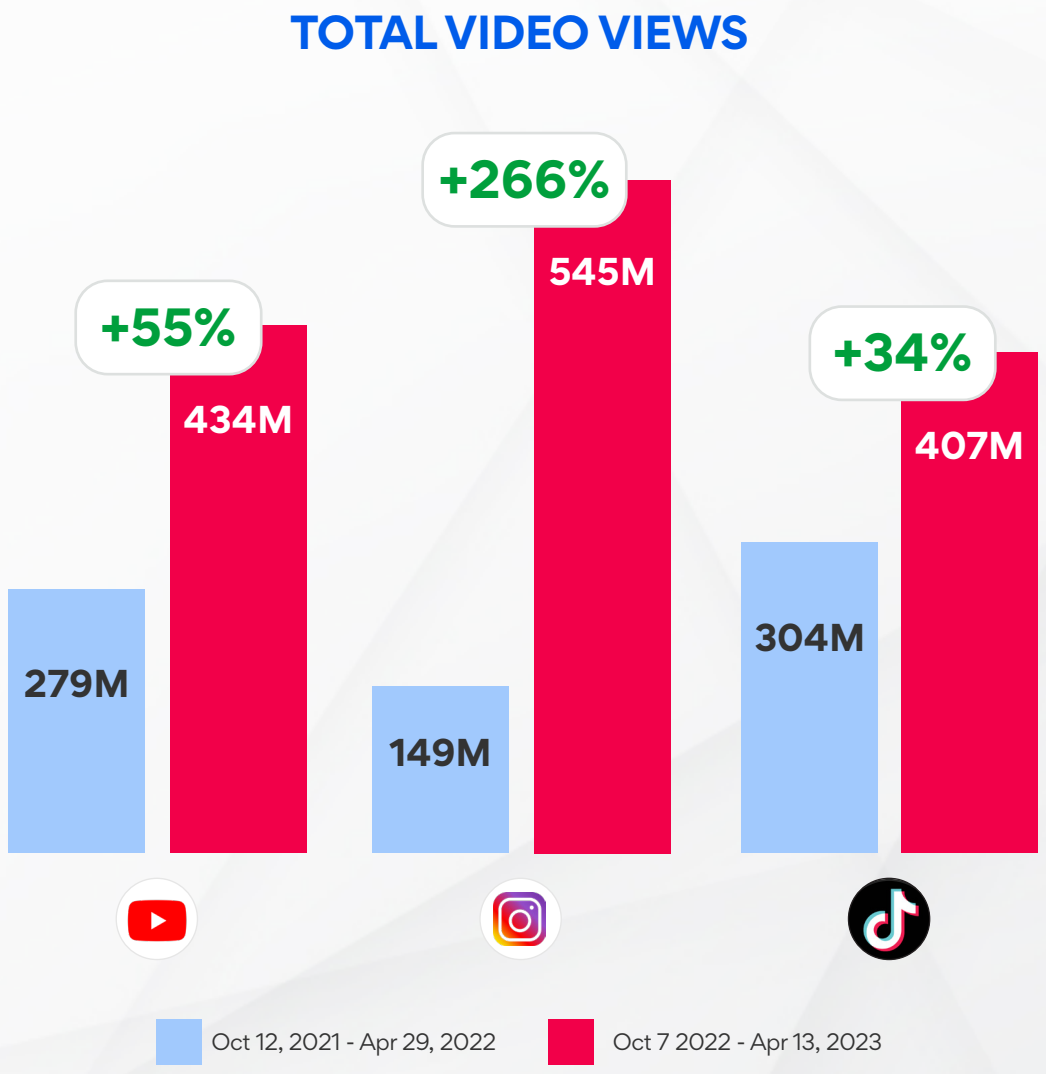
SOCIAL PERFORMANCE | TOTAL VIDEO VIEWS

Say it with us..."short-form video is KING!"

Short-form video is taking over social media. As attention spans decrease and demand for content increases, video platforms like Instagram (Reels), TikTok, and YouTube (Shorts) are hitting the sweet spot.

The three platforms drove more than **1.39 billion video views for NHL teams** during the 2022-23 NHL season.

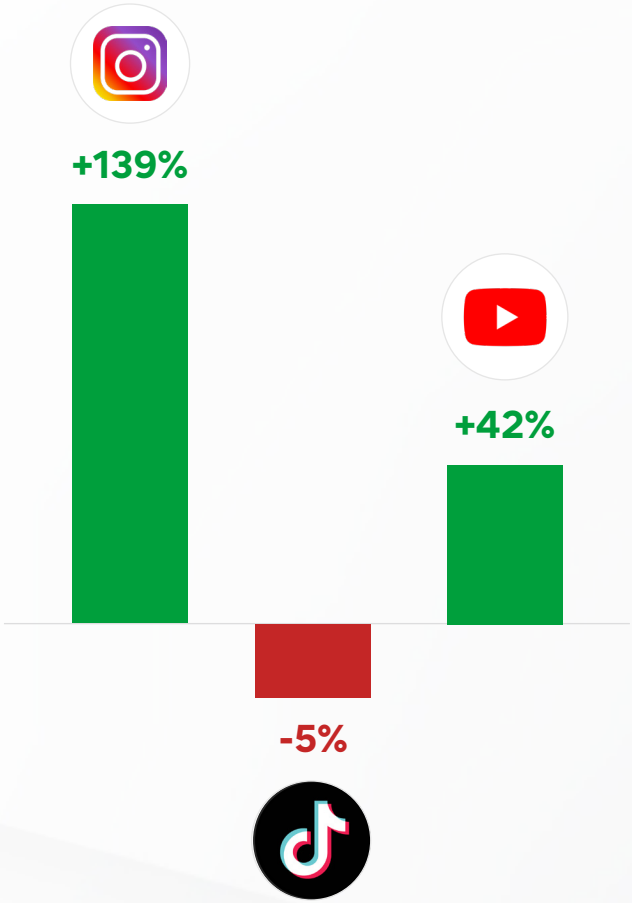
Teams that do not make YouTube, Instagram, and TikTok a part of their marketing strategy are missing out. These platforms offer teams the opportunity to show their personality and make their organization and players more accessible to fans. There are numerous ways to leverage sponsors across Instagram, TikTok, and YouTube using short-form video.



Based on data in Blinkfire from 10/07/2022 - 4/13/2023

SOCIAL PERFORMANCE | **AVERAGE VIDEO VIEWS/POST**

NHL SEASONS: **2021-22 vs 2022-23**



With the conversion of Instagram videos to Reels in July 2022, NHL teams' total video views and average video views per post on Instagram increased 266% and 139% this season. TikTok's average video views per post decreased from last season, but that's because teams posted 40% more TikToks during the 2022-23 season than the 2021-22.

YouTube was especially interesting for NHL teams this season, as they increased average video views per post by 42%, thanks in large part to a 305% jump in YouTube Shorts' average video views per post.

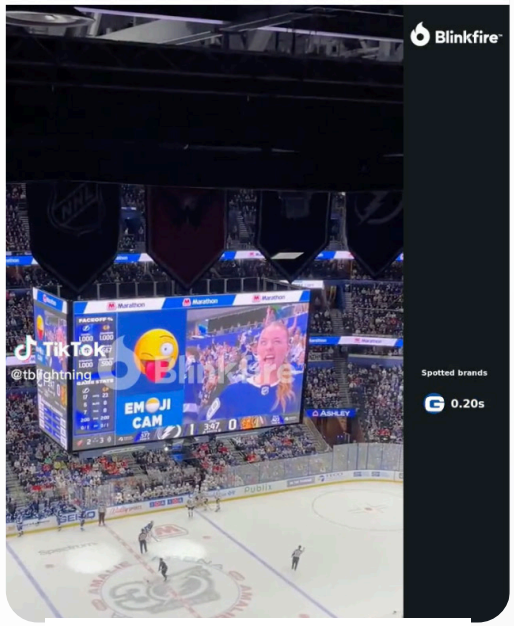
One winning trend for teams this season was in-arena content like funny moments on the video board in a series called "look-a-like cam." For NHL teams, top video posts centered around light-hearted content along with everyone's favorite game highlights. View some of the most watched videos from this season in the next two slides.

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

TOP 3 POSTS | **VIDEOS**

1

Tampa Bay Lightning
tblightning

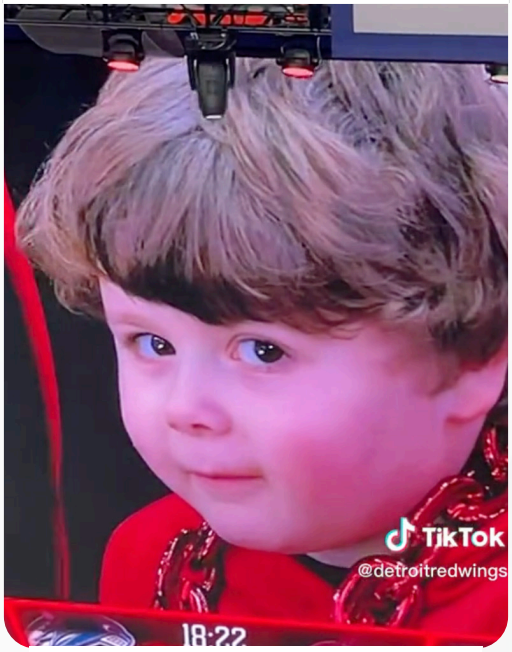


tblightning
March 11, 2023 CST
did they rise to the emoji cam challenge?? #tampabaylightning #nhl #hockeytok

10,200,000 VIDEO VIEWS

2

Detroit Red Wings
detroitredwings

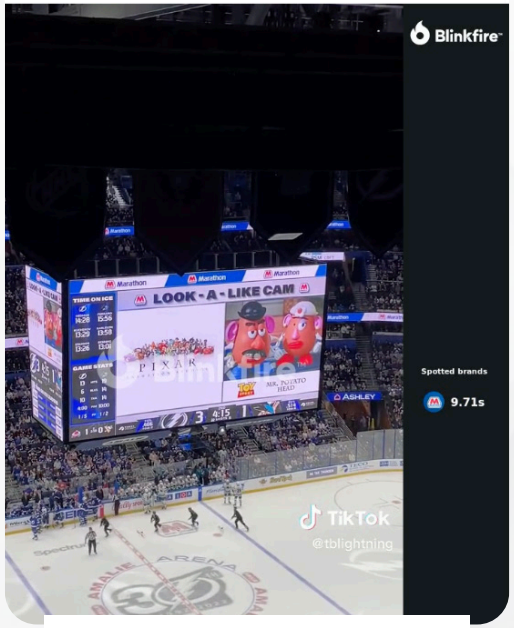


detroitredwings
Feb. 11, 2023 CST
GEORGE

8,800,000 VIDEO VIEWS

3

Tampa Bay Lightning
tblightning



tblightning
Feb. 7, 2023 CST
just when ya thought the look-a-like cam couldn't get any better 😂 #tampabaylightning #nhl

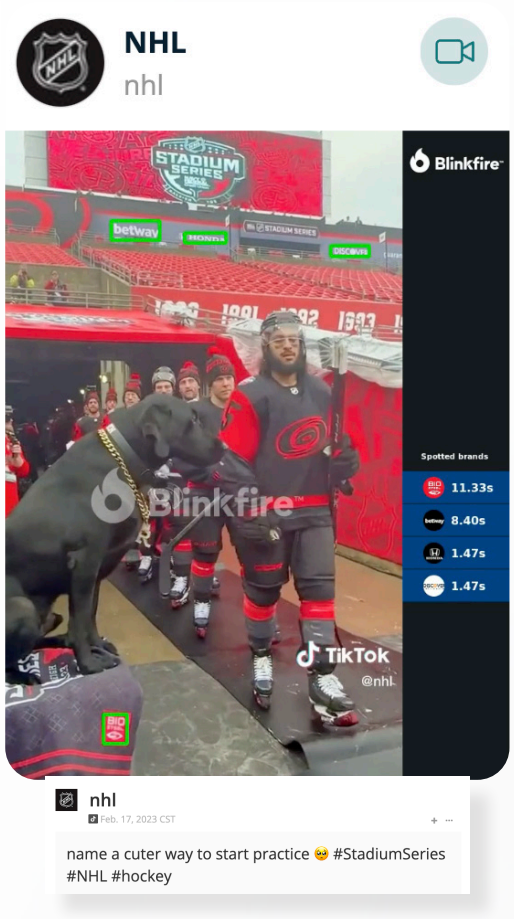
8,800,00 VIDEO VIEWS

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

REGULAR SEASON | NHL - LEAGUE

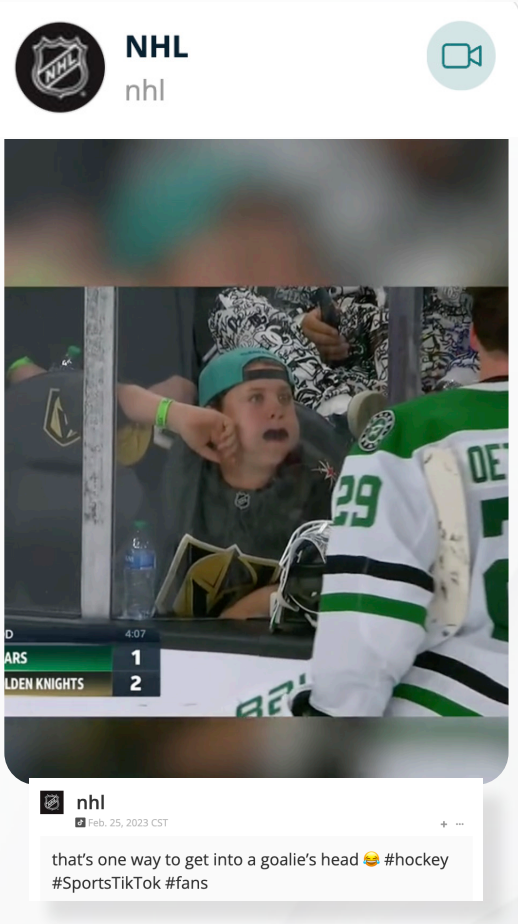
TOP 3 POSTS | VIDEOS

1



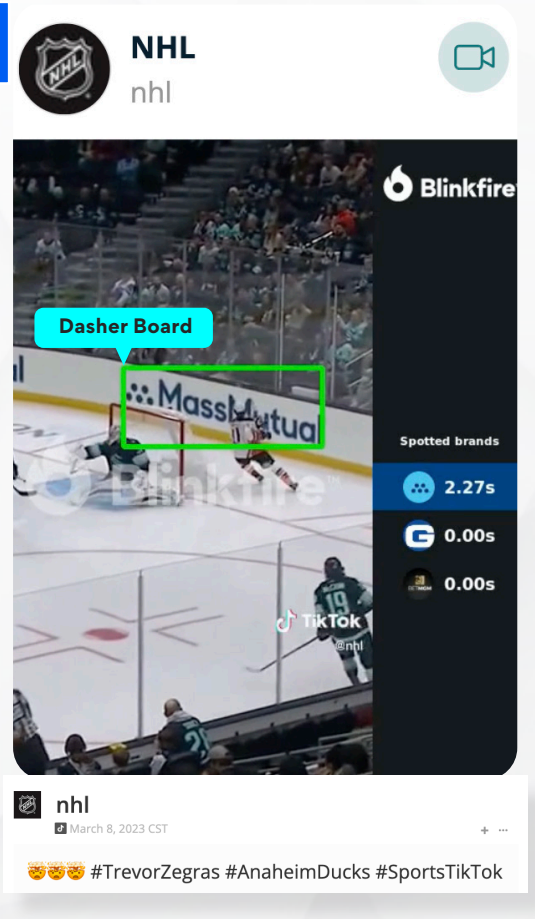
6,100,000 VIDEO VIEWS

2



5,300,000 VIDEO VIEWS

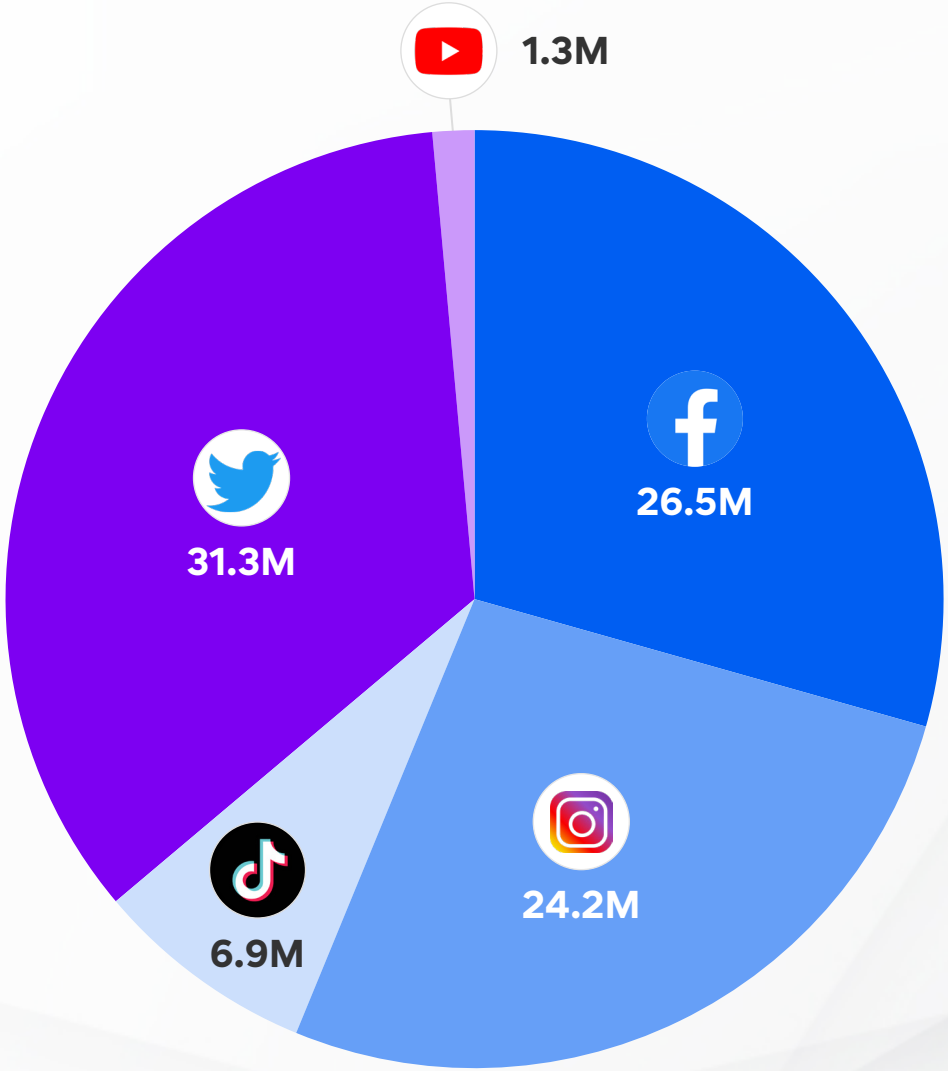
3



4,200,000 VIDEO VIEWS

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

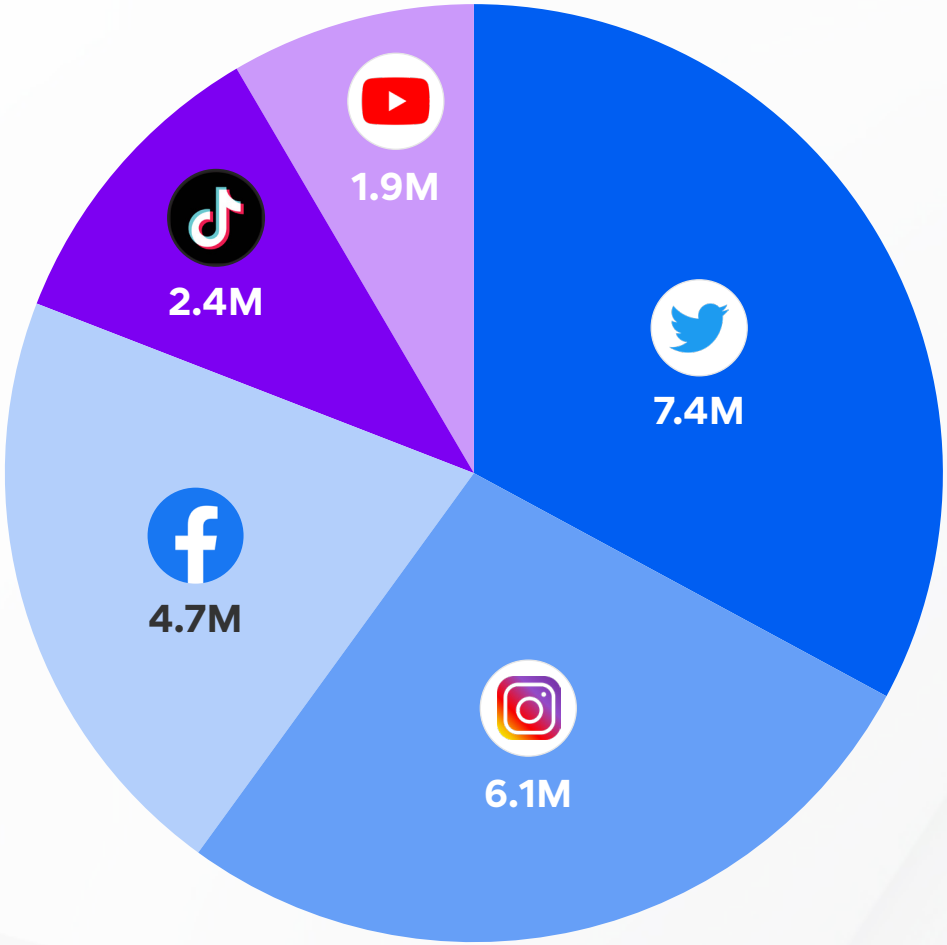
SOCIAL PERFORMANCE | FOLLOWER DISTRIBUTION



90,181,999
TOTAL FOLLOWERS

Based on data in Blinkfire from 4/13/2023

SOCIAL PERFORMANCE | **FOLLOWER DISTRIBUTION**



22,445,002
TOTAL FOLLOWERS

Based on data in Blinkfire from 4/13/2023

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

Relative growth percentage measures a team's growth in relation to their previous size.

To show which NHL teams were trending during the 2022-23 season, we ranked the top 10 NHL teams by overall relative growth and across the individual platforms of Instagram, Twitter, Facebook, TikTok, and YouTube.

The Seattle Kraken ranked first overall, followed by the New Jersey Devils, Carolina Hurricanes, San Jose Sharks, and Washington Capitals. These are small to mid market teams that took advantage of their room for growth this season across social media. Other small to mid market NHL teams can use the Kraken, Devils, Hurricanes, Sharks, and Capitals performance as inspiration for the 2023-24 season.

OVERALL

1	Seattle Kraken	**16%**
2	New Jersey Devils	**11.2%**
3	Carolina Hurricanes	**8.3%**
4	San Jose Sharks	**8.1%**
5	Washington Capitals	**6.8%**

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

SOCIAL PERFORMANCE | RELATIVE GROWTH

TWITTER

1	Buffalo Sabres	2.6%
2	Edmonton Oilers	2.3%
3	Carolina Hurricanes	2%
4	Colorado Avalanche	1.8%
5	New Jersey Devils	1.7%

INSTAGRAM

1	New Jersey Devils	19.2%
2	Pittsburgh Penguins	15%
3	Anaheim Ducks	14.8%
4	Buffalo Sabres	14%
5	Carolina Hurricanes	12.5%

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

FACEBOOK

1	Seattle Kraken	6.6%
2	Carolina Hurricanes	2.3%
3	Vegas Golden Knights	2.3%
4	New York Islanders	1.6%
5	Florida Panthers	1.5%

TIKTOK

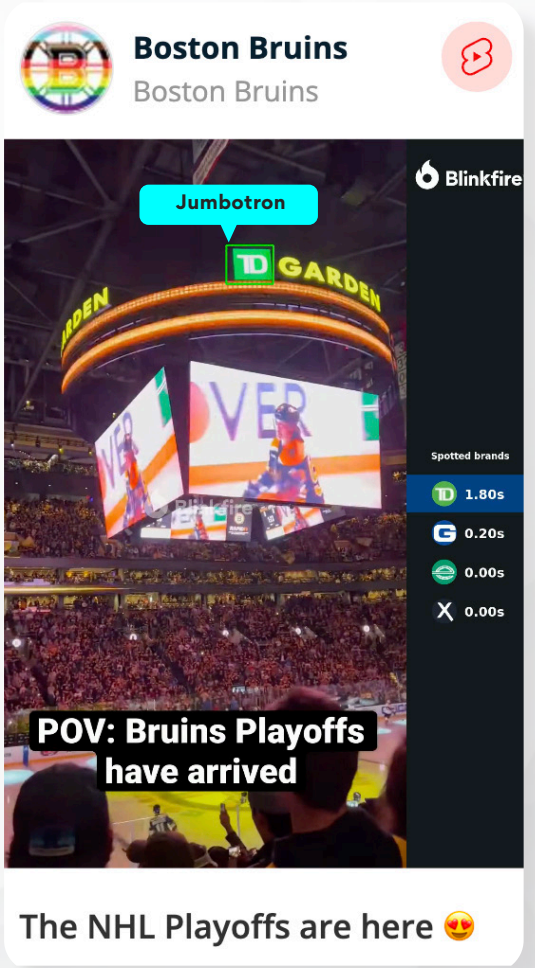
1	New York Islanders	146%
2	Seattle Kraken	77.8%
3	New York Rangers	65.9%
4	Buffalo Sabres	62.7%
5	Tampa Bay Lightning	62.1%

Based on data in Blinkfire from 10/07/2022 - 4/13/2023

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

YOUTUBE

1	Boston Bruins	**108.1%**
2	Seattle Kraken	**65.7%**
3	Colorado Avanche	**28.4%**
4	Buffalo Sabres	**21.9%**
5	New Jersey Devils	**17.2%**



Based on data in Blinkfire from 10/07/2022 - 4/13/2023

SOCIAL PERFORMANCE | **OVERALL RELATIVE GROWTH**

1	Seattle Kraken	**7.6%**
2	Florida Panthers	**4.3%**
3	Vegas Golden Knights	**4.1%**
4	Carolina Hurricanes	**1.2%**
5	Edmonton Oilers	**0.8%**

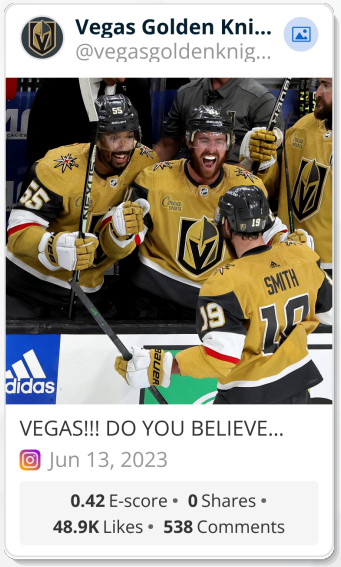


Based on data in Blinkfire from 4/17/2023 - 6/13/2023

SOCIAL PERFORMANCE | **TOTAL ENGAGEMENT**

1	Vegas Golden Knights	**8M**
2	Toronto Maple Leafs	**7.5M**
3	Florida Panthers	**7.3M**
4	Seattle Kraken	**7M**
5	New Jersey Devils	**6M**

Despite ranking 20th among NHL teams based on overall social media followers, the Vegas Golden Knights earned more than **8 million engagements** during the 2023 Stanley Cup Playoffs, ranking first in the NHL.

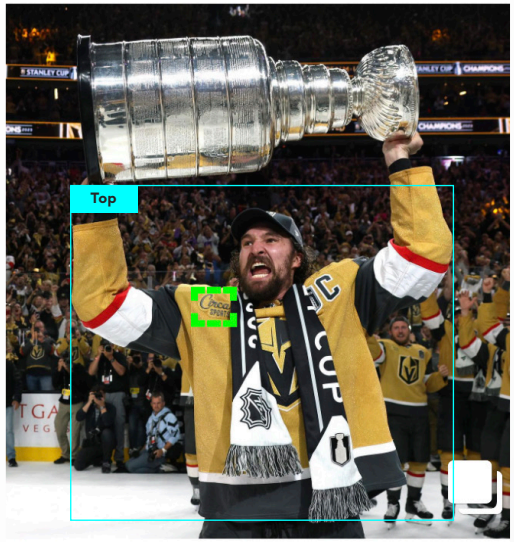


Based on data in Blinkfire from 4/17/2023 - 6/13/2023

TOP 3 POSTS | **IMAGES**

1

Vegas Golden Knights
@vegasgoldenknights



Scene: **Trophy**

vegasgoldenknights
June 13, 2023 CST

LADIES AND GENTLEMEN THIS IS YOUR CAPTAIN LIFTING THE STANLEY CUP!!!!!!!!!!!!!!!!!! #CupInSix

137,085 ENGAGEMENTS

2

Boston Bruins
@nhlbruins



nhlbruins
June 9, 2023 CST

Congratulations David and Rebecca on welcoming your baby girl, Freya Ivy! We are so happy for you! 🧡

127,609 ENGAGEMENTS

3

Edmonton Oilers
@edmontonoilers



edmontonoilers
May 6, 2023 CST

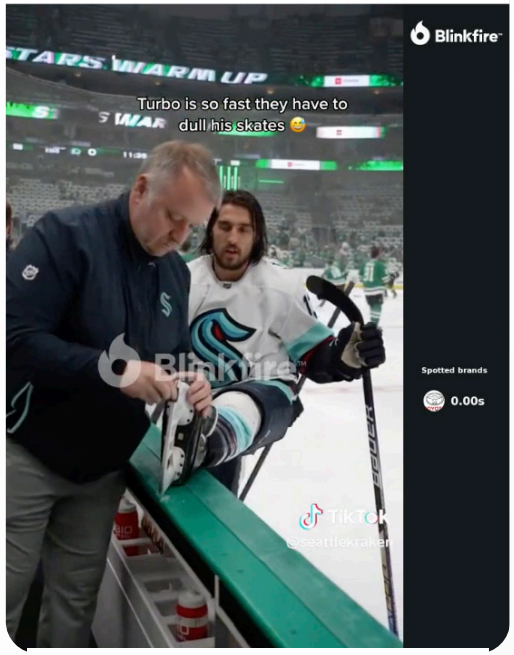
😘 #LetsGoOilers

118,080 ENGAGEMENTS

Based on data in Blinkfire from 4/17/2023 - 6/13/2023

TOP 3 POSTS | **VIDEOS**

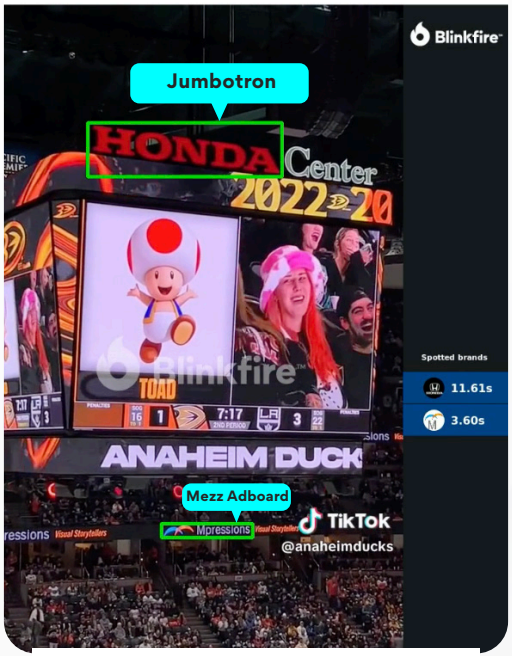
1 **Seattle Kraken**
seattlekraken



seattlekraken
May 18, 2023 CST
tanev's nickname isnt turbo for nothing
#SeaKraken #NHL #hockey

4,500,000 VIDEO VIEWS

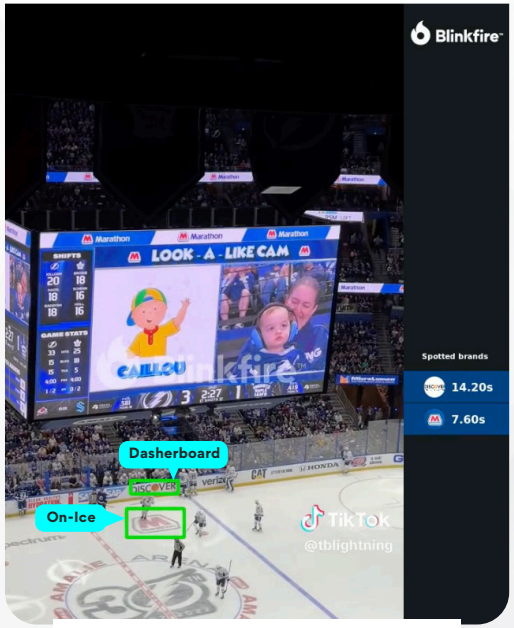
2 **Anaheim Ducks**
anaheimducks



anaheimducks
April 18, 2023 CST
Some of these are just #nhl #anaheimducks

4,081,000 VIDEO VIEWS

3 **Tampa Bay Lightning**
tblightning

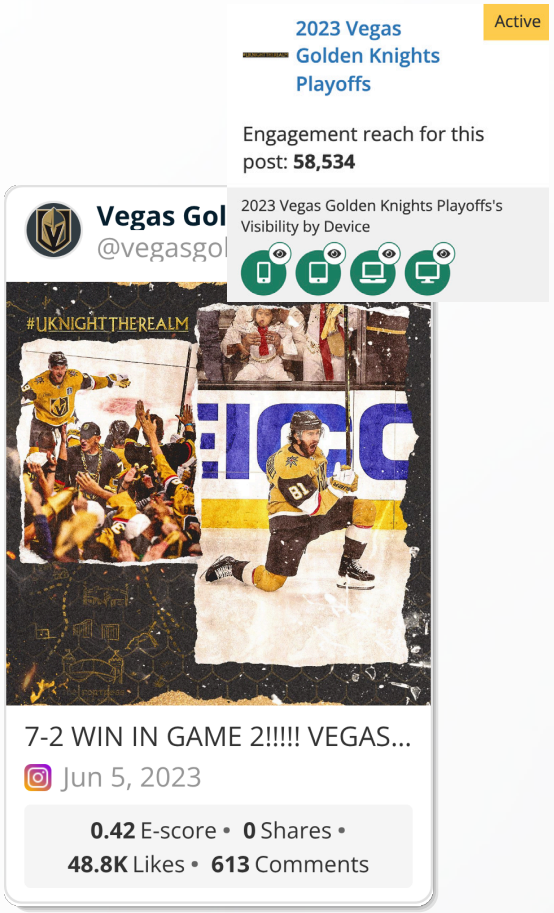


tblightning
April 24, 2023 CST
look-a-like cam anyone?? #nhl #hockeytok
#tampabaylightning #stanleycup

1,900,00 VIDEO VIEWS

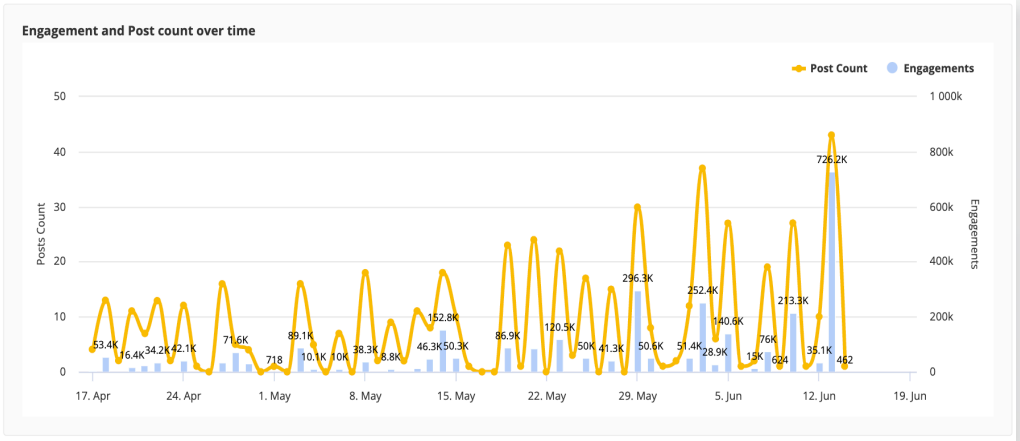
Based on data in Blinkfire from 4/17/2023 - 6/13/2023

VEGAS GOLDEN KNIGHTS PLAYOFFS CAMPAIGN



Using Blinkfire Inventory Manager's campaign feature, we tracked the Vegas Golden Knights' 2023 playoffs campaign, #UKnightTheRealm.

The Stanley Cup Champions' **campaign received more than 3 million engagements** on social media during the 2023 playoffs, **valued at over $1.7 million**. The campaign performed above average compared to the average post on every main channel for the Knights.



Based on data in Blinkfire from 4/17/2023 - 6/13/2023

ABOUT BLINKFIRE

Blinkfire is the 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 Analytics 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**.