

## 2024 Year in Review: Business of the NHL

### Record Revenues, Attendance and Viewership:

1. The business of the NHL was its strongest ever in calendar year 2024, and revenues for the 2024-25 season are projected to exceed \$6.6 billion.
2. Total attendance for the 2023-24 regular season was nearly 22.9 million, the highest ever, and a 2% increase from 2022-23. Teams are playing to 96.2% capacity so far in 2024-25.
3. Regular Season Ratings: The 2023-24 regular season was the most-watched regular season since 2015-16 and the most-watched regular season on cable in 30 years in the U.S. **More than 58.6 million fans** across North America tuned into NHL games during the 2023-24 regular season.
4. 2024 Stanley Cup Playoff Ratings: These were the most-watched playoffs across North America since 2017, and the most-watched Stanley Cup Final across North America since 2013:
  - **3.4 Million** – Average audience across North America throughout the 2024 Stanley Cup Playoffs (ABC/ESPN/ESPN2/TNT/TBS/TRU/CBC/SN/TVAS), up 14% YOY
  - **8.8 Million** – Average viewership across North America throughout the 2024 Stanley Cup Final (CBC/SN/TVAS/ABC/ESPN+), up 85% YOY

### Booming Business:

1. The NHL led the way in North American sports jersey sponsorship deals with 16 new team-level deals in 2024, and 27 Clubs have at least one jersey patch sponsor.
2. The NHL announced nine new partners (BODYARMOR, Intuit QuickBooks, J.P. Wiser's, Labatt, NFP, Norwegian Cruise Line, Tourism Prince Edward Island, Tylenol, and VAST Data) and seven partnership renewals (Caesars Sportsbook, Great Clips, Interwetten, Navy Federal Credit Union, Unibet Veikkaus, and Verizon) in the 2024 calendar year.
3. In October, the League announced a partnership with lululemon and Fanatics for a new fan apparel collection featuring 11 NHL Clubs. Fan response was explosive, with the collection garnering 80% of NHL sales on the first day. Next season, the collection will be expanding to all 32 Clubs.
4. The League worked with national and regional production and distribution partners to program three live, full-game Animated NHL EDGE Data Visualizations (animated altcasts): [NHL Big City Greens Classic 2](#), [MultiVersus NHL Face-Off](#), and the Chicago Blackhawks' [Tommy Hawk's Birthday Party](#) (the first-ever regional animated broadcast). All three productions merged two different tracking technologies — NHL EDGE positional data (NHL Puck and Player Tracking) and Hawk-Eye Innovations optical tracking to generate realistic character and player avatar movements to best represent the movements of the real NHL Players on the ice.
5. The NHL and AWS, partners since 2021, executed the first fully cloud-based live professional sports broadcast in North America on March 22, 2024 (Carolina Hurricanes at Washington Capitals). This first-of-its-kind broadcast was the result of more than three years of collaboration between the NHL and AWS. The NHL's live cloud production workflow set the stage for a new era of innovation in live sports production.



**STATS AND INFORMATION**

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6. The 2024 Upper Deck NHL Draft was held at Sphere in Las Vegas, marking the first major sports event as well as the first live broadcast to originate from the one-of-a-kind venue. Celebrity participants in the event included Celine Dion and Michael Buffer (announcing picks for Montreal and Philadelphia, respectively) and Marshawn Lynch (participating on behalf of Seattle).
7. Total attendance for the League's outdoor games surpassed two million in February, following the 2024 Navy Federal Credit Union Stadium Series at MetLife Stadium which saw more than 150,000 fans enjoy outdoor hockey across two games in a 24-hour period. The Discover NHL Winter Classic on New Year's Eve brought the cumulative total attendance to 2,145,317 across the League's 42 outdoor games.

## GROWING THE GAME

1. During the 2023-24 season, through numerous community impact programs and initiatives, more than \$14 million was invested in cities across the U.S. and Canada. On the ice, more than 40,000 boys and girls, a record-number, tried hockey for the first time. In arenas, more than 350 in-game awareness nights were celebrated with fans.
2. **Hockey Fights Cancer (HFC):** Celebrating its 25th anniversary, HFC raised over \$4 million in 2023-24. AstraZeneca became the first official partner of HFC and signed on as the presenting sponsor of the season-long NHL Hat Trick Challenge donating \$5,000 for every hat trick with a donation goal of \$500K. AstraZeneca's goal was reached on March 22<sup>nd</sup>, with the League's 100th hat trick of the 2023-24 season.
3. **NHL in ASL:** The NHL broke barriers in the world of accessibility in 2024 by becoming the first major professional sports league to produce a broadcast dedicated completely to the Deaf community in American Sign Language (ASL). *NHL in ASL* debuted for the 2024 Stanley Cup Final and aired on ESPN+ in the U.S. and Sportsnet+ in Canada and [returned for season two](#), beginning with the Discover NHL Winter Classic® on December 31 between the Chicago Blackhawks and St. Louis Blues – the first time the NHL Winter Classic was broadcast in ASL.



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