

Opening Faceoff

Regular Season:

- The NHL has 2 conferences, each with 2 divisions and **32 total teams**
- There are 25 teams from the US and 7 from Canada

Playoffs:

- **Sixteen-team, four-round, best-of-7 format**; top 3 teams from each of the four divisions qualify automatically
- Remaining spots are filled by **2 wild-card teams** from each conference

Season's Standouts

2025-26 Stanley Cup Winner:

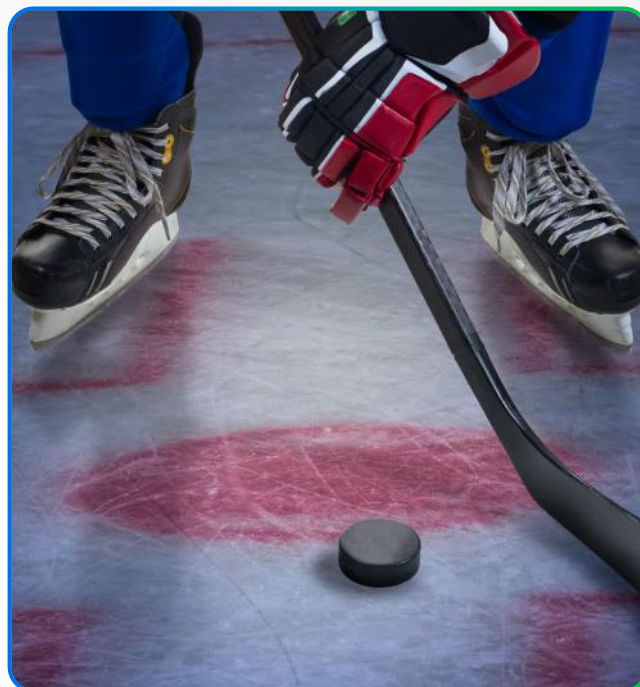
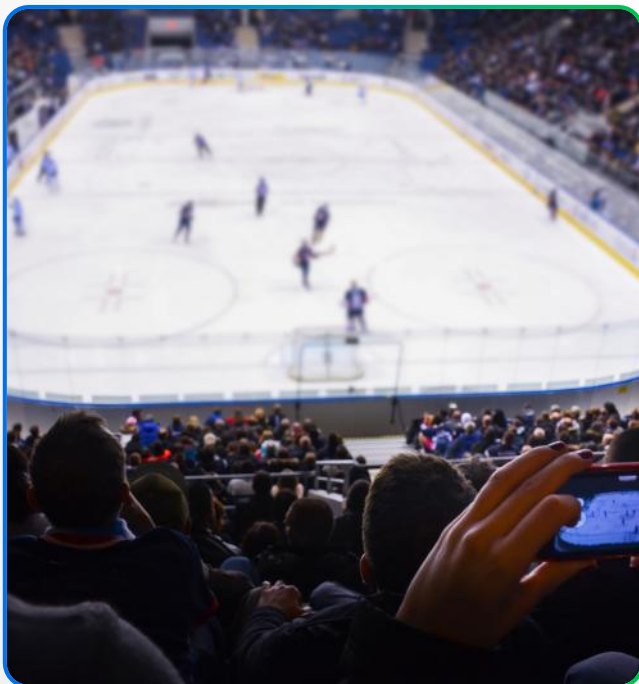
Carolina over Vegas in 6 games

Hart Memorial Trophy (MVP):

Nikita Kucherov, Tampa Bay Lightning

Notable players who changed teams:

- Brady Tkachuk to Florida Panthers
- Mackie Samoskevich to Seattle Kraken
- Michael Kesselring to San Jose Sharks
- Brayden Schenn to NY Islanders



From the Locker Room

Rule Changes for this season:

- Maximum contract length has been reduced from eight to seven years
- The Regular Season will **expand to 84 games** in 2026-27



By the Numbers



425+

Regular Season
+ Playoff Games



80%

Telecasts avail
through SR¹

The Scoreboard

ESPN Networks averaged 602K viewers across its 38-game schedule, up 48% YOY. TNT/TruTV averaged 381K viewers over 72 games, a 21% increase.²

Game Day Calendar

09/29/26	Regular Season Starts
12/31/26	Winter Classic
2/5-2/7/27	All-Star Weekend
2/20/27	Stadium Series
4/15/27	Regular Season Ends
4/17-6/19	Playoffs
4/25	NHL Draft

Ad-Insertable Networks

ESPN

ESPN2



Top Ad Categories³

Sponsorships

- Restaurant/Events
- Soft Drink
- Beer (US)
- Banking
- Betting & Daily Fantasy
- Legal
- Spirits

TV/Radio Advertising

- Banking
- Auto Manufacturer
- Auto Dealer
- Property/Casualty Insurance
- Pharma/OTC
- Financial Services
- Auto Service

Digital Advertising

- Restaurants & Events
- Bars/Breweries/Wineries
- Hotel/Resort
- Charity/Non-Profit
- Banking
- Casino/Racing
- Beer (US)

Programming Subject to Change. Network Ad-Insertion and Inventory Availability May Vary by Market.
Source: (1) Nielsen National Sports Report, 2Q25-1Q26. Live Sports Events on Ad-Supported Cable & Broadcast TV; U.S. Households, including Big Data Plus Panel. Adjusted for new Media Rights Deals, including streaming exclusives (Apple TV, Prime Video, Hulu, Netflix, YouTube, Peacock, or Paramount+) and Local/Regional Sports coverage for teams. Spectrum and Broadcast coverage includes non-exclusive streaming. (2) SportsVideo.org, April 23, 2026. (3) Top Categories – Sponsors United .