

corrus.

Hockey Playoff Analysis

Research Overview



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The Playoff Effect?

Last Spring, 5 Canadian teams made the NHL Playoffs

This year, only 2 Canadian teams will qualify



There are lots of ways to win with **CORUS.**

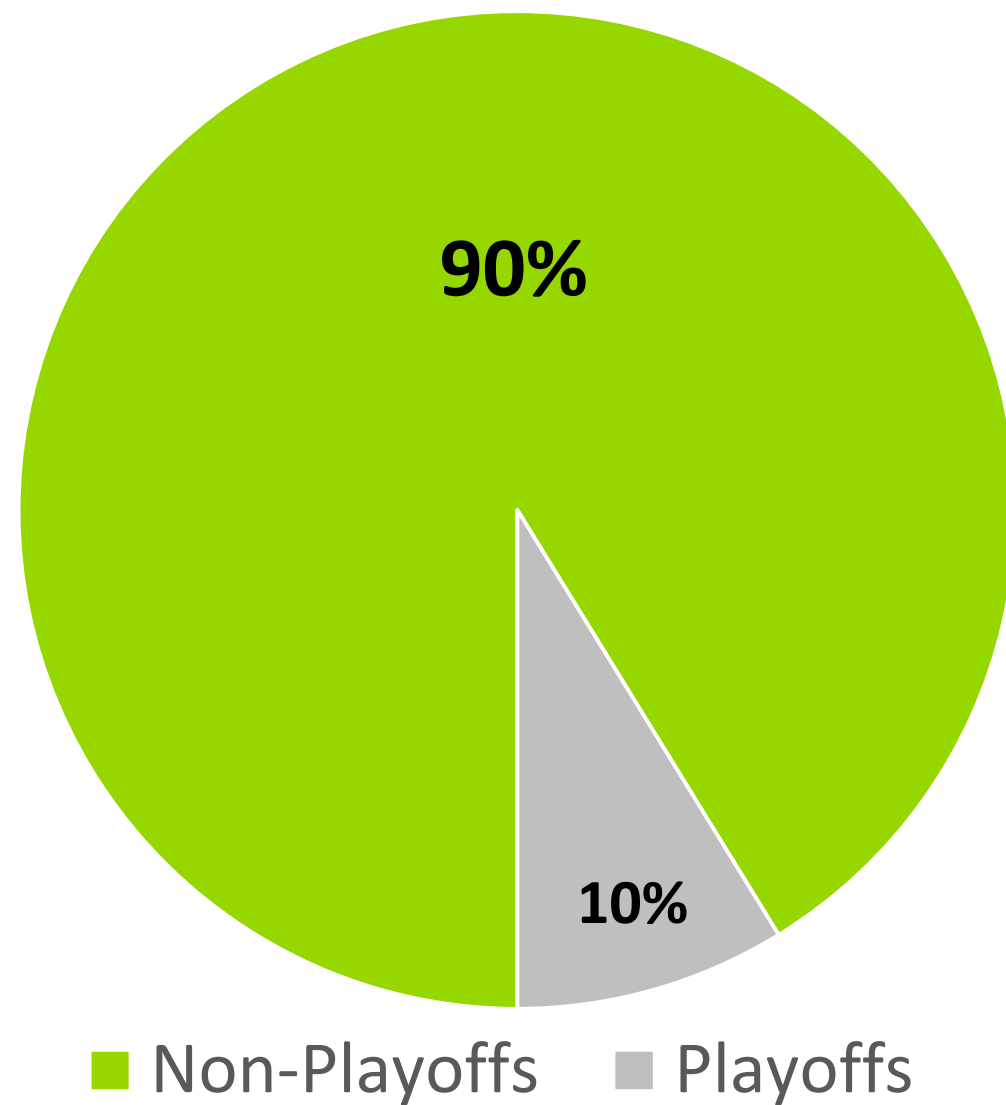


The Playoff Effect?

During the 2017 NHL Playoffs, **90%** of A25-54 viewing was to **non-playoff** television programs!
The **NHL Playoffs** represent **only 3%** of total SP'17 viewing. 97% of SP'17 viewing was to non-playoff programming.

During 2017 Playoffs

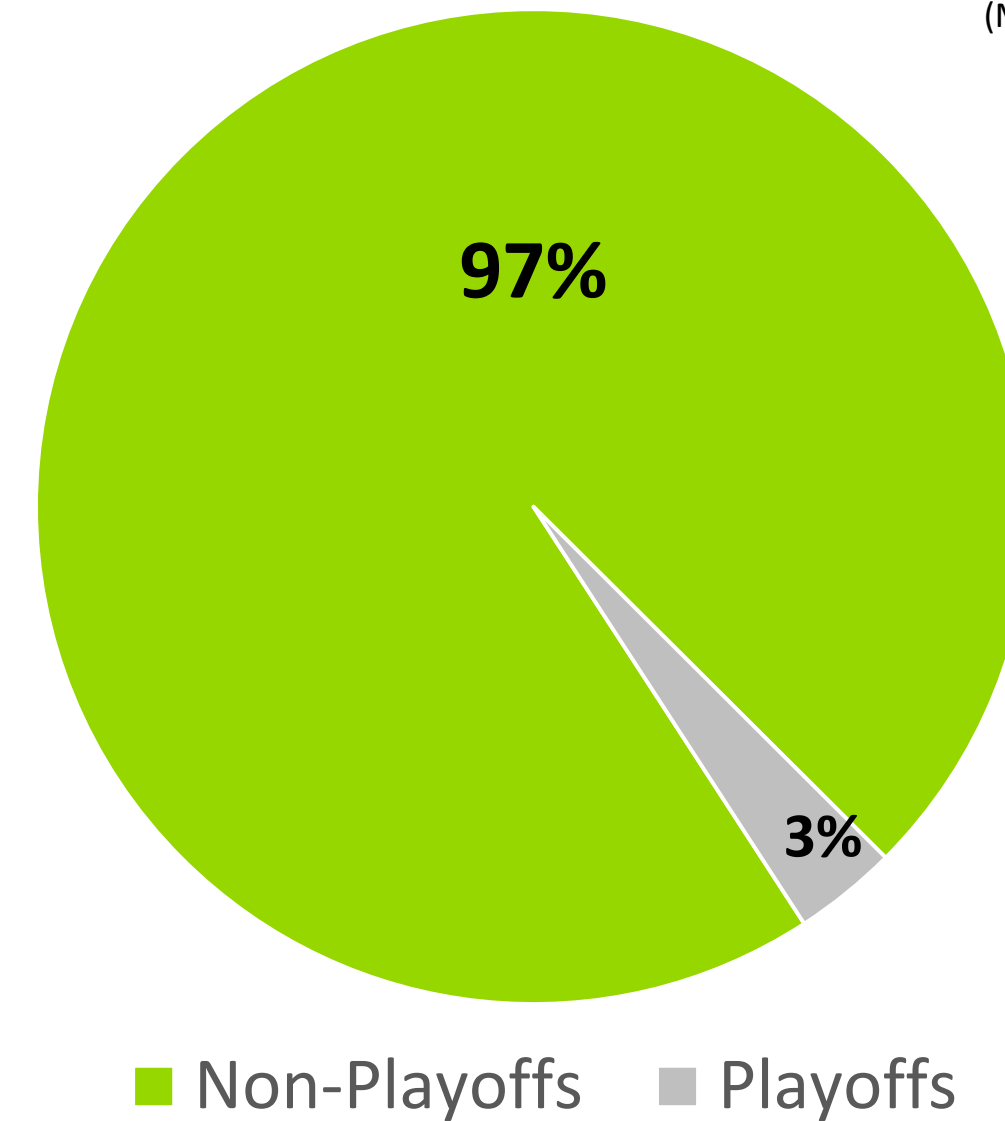
Total Minutes Viewed



Winter/Spring' 17 Season*

Total Minutes Viewed

*Includes Stanley Cup Final weeks (May 29-June 11/17)



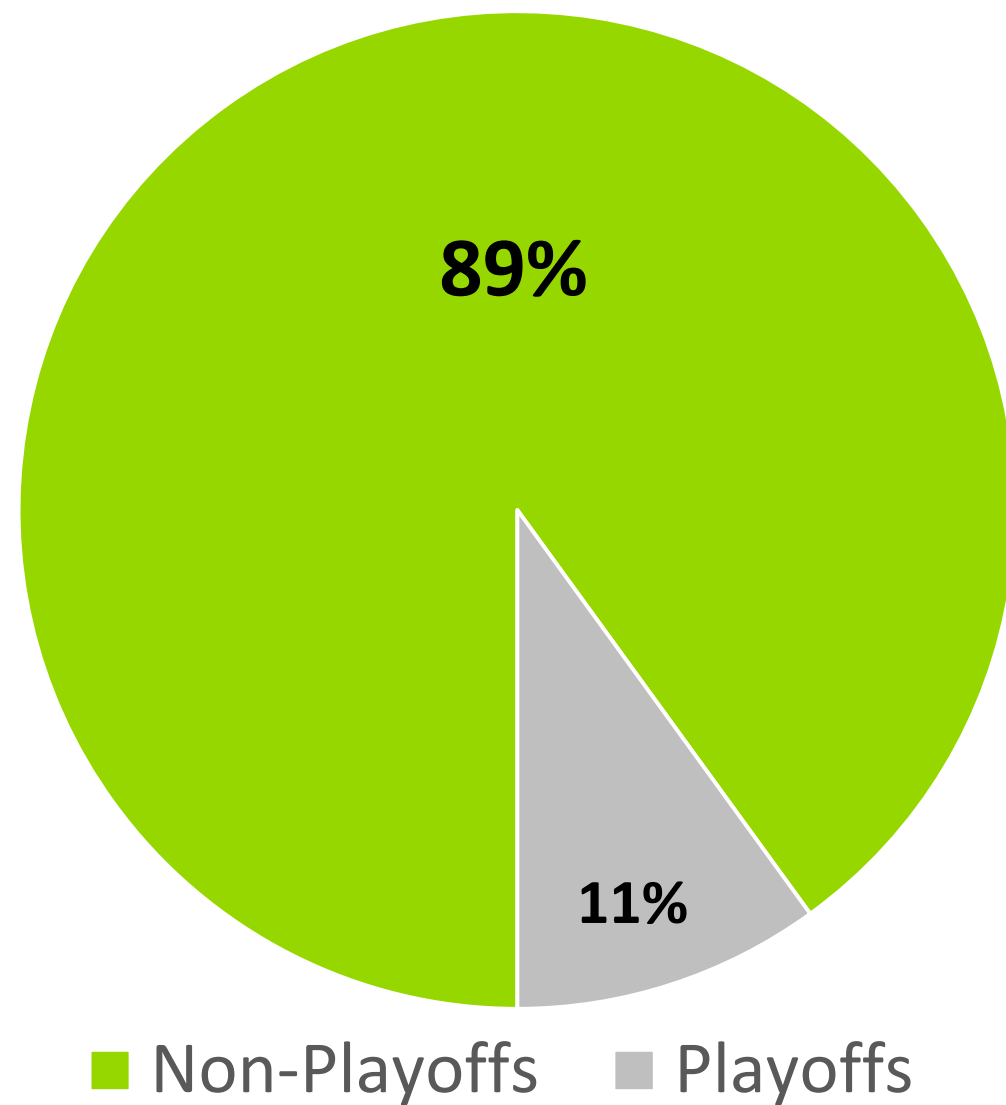


The Playoff Effect?

During the 2017 NHL Playoffs, **89%** of M25-54 viewing was to **non-playoff** television programs!
The **NHL Playoffs** represent **only 4%** of total SP'17 viewing. 96% of SP'17 viewing was to non-playoff programming.

During 2017 Playoffs

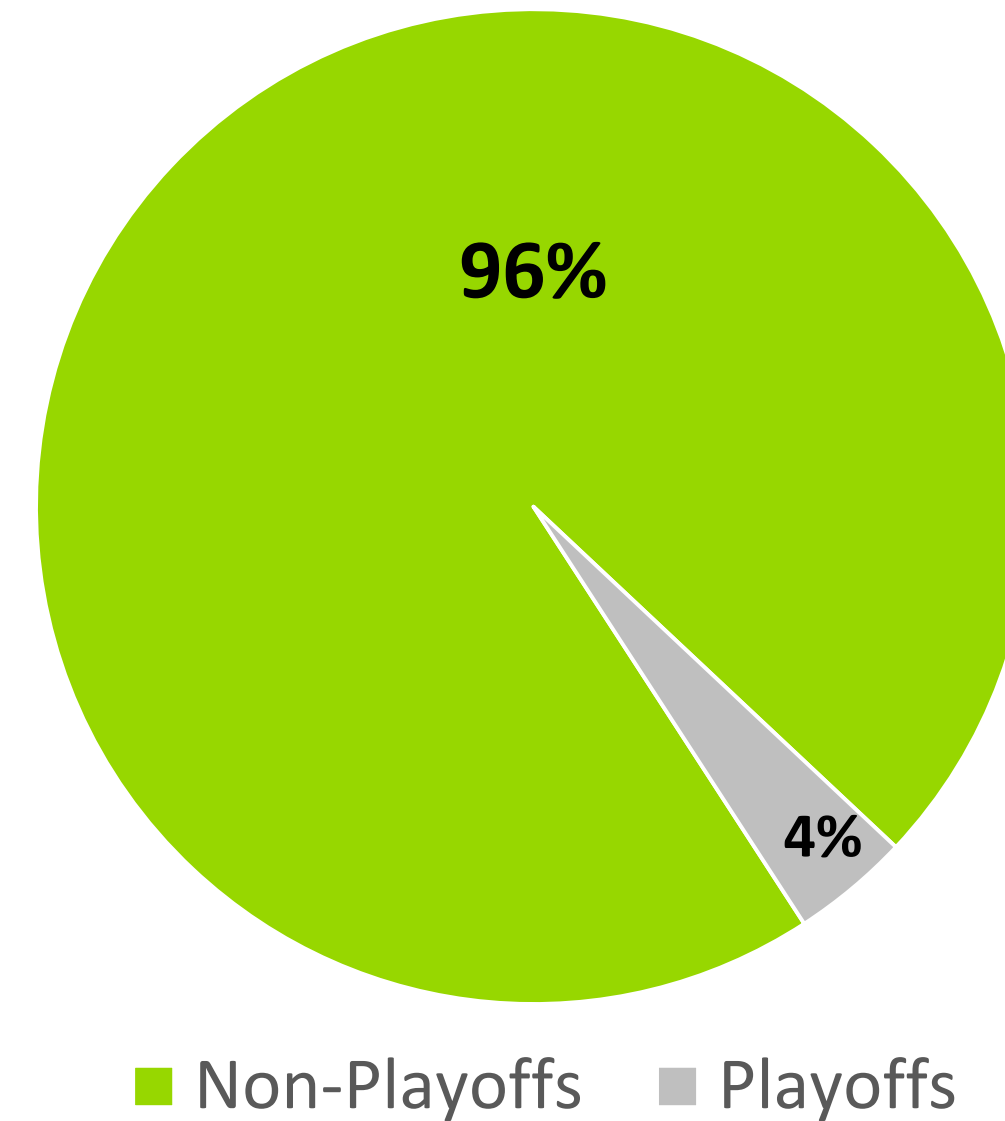
Total Minutes Viewed



Winter/Spring' 17 Season*

Total Minutes Viewed

*Includes Stanley Cup Final weeks (May 29-June 11/17)





Games Without Canadian Teams Have Fewer Viewers

Playoff games in which no Canadian teams participated saw audiences drop over **25%** on **CBC** and over **50%** on **Sportsnet**.

Conventional

	A18-34	A18-49	A25-54	M18-34	M18-49	M25-54
Playoff Games – Canadian Teams Only	421.0	860.6	889.5	227.5	457.6	481.4
Playoff Games – US Teams Only	286.9	632.9	659.2	151.6	321.3	350.0
% Change ↓	-32%	-26%	-26%	-33%	-30%	-27%

Specialty

	A18-34	A18-49	A25-54	M18-34	M18-49	M25-54
Playoff Games – Canadian Teams Only	244.7	513.9	527.6	134.0	281.0	286.9
Playoff Games – US Teams Only	100.6	207.3	213.6	60.9	120.6	121.2
% Change ↓	-59%	-60%	-60%	-55%	-57%	-58%



When The Leafs Are Eliminated, Viewership Drops Further

Of all Canadian playoff games played in Spring 17, the majority of viewership came from the Leafs. When the Leafs are not included, viewership drops further.

Conventional

	A18-34	A18-49	A25-54	M18-34	M18-49	M25-54
Playoff Games – Leaf Playoff Games	619.6	1231.5	1297.4	338.3	672.2	703.6
Playoff Games – Other Canadian Teams	359.0	744.7	762.0	192.8	390.5	411.9
% Change ↓	-42%	-40%	-41%	-43%	-42%	-41%

Specialty

	A18-34	A18-49	A25-54	M18-34	M18-49	M25-54
Playoff Games – Leaf Playoff Games	654.7	1375.4	1489.7	362.6	749.3	795.5
Playoff Games – Other Canadian Teams	230.1	483.2	493.3	125.8	264.2	268.7
% Change ↓	-65%	-65%	-67%	-65%	-65%	-66%



Extend Your Campaign's Reach With Global

By allocating half of your buy to Global, you can reach more potential customers nationally.

Programs	# of Spots
NHL Playoffs*	8
Global Programs	0

vs.

Programs	# of Spots
NHL Playoffs*	4
Global Programs	4

Demo	Reach	Frequency	GRPs
A25-54	25%	2.2	53.3
M25-54	26%	2.2	55.7

Demo	Reach	Frequency	GRPs
A25-54	31%	1.7	53.3
M25-54	30%	1.8	53.2

Global Programs Include:

