



A Nation United by Hockey

THE NHL PLAYOFFS

have always been more than just a series of hockey games; they are a celebration of Canadian culture and identity.

In 2025, this was more evident than ever, with five Canadian teams in the postseason, the first time since 2017. Amidst the political tensions with the United States, Canadians came together to support their teams, demonstrating a sense of camaraderie and national pride that is truly unique to our country.



The final round of the 2025 Stanley Cup series reached 18 million Canadians

The Road to the Stanley Cup was Paved with Canadian Teams

Although Canada didn't clinch the Stanley Cup this year, the playoffs were nothing short of thrilling for fans across the nation. With five Canadian teams—Edmonton Oilers, Toronto Maple Leafs, Ottawa Senators, Winnipeg Jets, and Montreal Canadiens—delivering high-stakes action, hockey fever gripped the country. It's clear that the true magic of the sport lies in local markets, where passionate viewership often outpaces the national average.

Take Edmonton, for example. During the first round of the playoffs, Edmonton's average ratings were a staggering 18.5, compared to the national average of 3.8. That's almost five times higher! And as the playoffs progressed, the ratings in Edmonton continued to soar, with the Stanley Cup rating in Alberta's capital being 2.4 times that of the nation. Calgary wasn't far behind, securing the second spot for Oilers' fans in the extended markets.

In the Toronto/Hamilton market, the Maple Leafs' ratings were much closer to the national figures, with a multiple of 1.7. The Ontario Balance region wasn't far behind either. While the ratings were respectable in other markets, they still fell short of the national average.

Winnipeg's performance during the two rounds of the playoffs was most evident across the Prairie/Western Balance region, with fairly similar ratings for the rest of the nation.

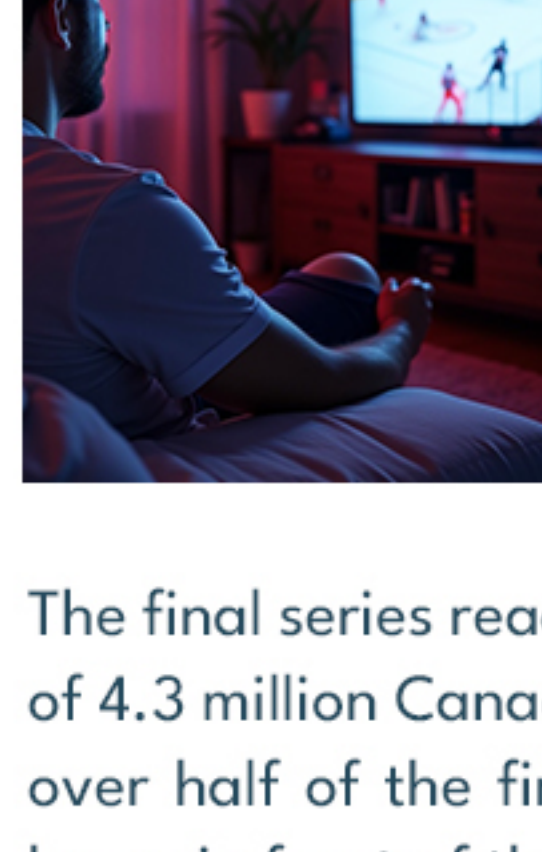
Montreal's Canadiens rocked the Montreal Franco EM (and Anglo CM), with the Atlantic Region being the second-best market for fans. The home market to national rating had a multiple of 2.6, a figure that sits comfortably between Toronto and Edmonton.

Intelligence by NUMERIS		Average Ratings % by Market											
Round	Teams	Total Canada Avg AMA(000)	Total Canada	Toronto/Hamilton EM	Montreal CM Anglo	Montreal Franco EM	Calgary EM	Edmonton EM	Vancouver/Victoria EM	Prairie/Western Balance	Ontario Balance	Atlantic	Home Market vs. National Rating
1	Edmonton vs. Los Angeles	1,522.8	3.8	1.8	2.7	1.3	4.6	18.5	4.6	6.9	2.7	2.2	4.9
2	Edmonton vs. Vegas	2,216.2	5.5	2.5	3.8	3.7	6.5	21.5	5.6	8.4	5.4	3.5	3.9
3	Edmonton vs. Dallas	3,041.1	7.6	4.7	5.8	6.4	7.0	24.2	6.8	8.6	8.1	7.5	3.2
Final	Edmonton vs. Florida	4,324.3	10.8	9.2	8.5	9.2	11.9	26.4	9.2	14.6	9.1	9.0	2.4

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1	Toronto vs. Ottawa	3,352.9	8.4	14.2	5.5	4.1	4.1	4.2	2.8	5.2	13.4	8.4	1.7
2	Toronto vs. Florida	3,907.1	9.7	16.7	5.8	5.2	5.5	7.3	4.4	6.8	13.5	10.0	1.7

Round	Teams	Total Canada Avg AMA(000)	Total Canada	Toronto/Hamilton EM	Montreal CM Anglo	Montreal Franco EM	Calgary EM	Edmonton EM	Vancouver/Victoria EM	Prairie/Western Balance	Ontario Balance	Atlantic	Home Market vs. National Rating
1	Winnipeg vs. St. Louis	1,559.7	3.9	2.6	3.2	2.5	3.4	4.1	3.5	10.2	3.6	3.2	-
2	Winnipeg vs. Dallas	1,966.3	4.9	3.1	4.4	3.2	5.0	6.5	4.6	10.7	5.4	4.3	-

Round	Teams	Total Canada Avg AMA(000)	Total Canada	Toronto/Hamilton EM	Montreal CM Anglo	Montreal Franco EM	Calgary EM	Edmonton EM	Vancouver/Victoria EM	Prairie/Western Balance	Ontario Balance	Atlantic	Home Market vs. National Rating
1	Montreal vs. Washington	3,097.3	7.7	4.4	14.6	19.7	3.6	4.1	3.0	4.8	5.2	7.1	2.6



Canada Tunes In: Viewership Lights Up the Final Round

The 2025 Stanley Cup Finals were a testament to the unwavering spirit and patriotism of Canadian hockey fans. As the Edmonton Oilers faced off against the Florida Panthers, in a repeat of last year's thrilling series, the nation rallied together, showcasing a unity and passion that transcended the game itself.

The final series reached an astounding 45% of the nation, with an average audience of 4.3 million Canadians tuning in to watch the games. The average viewer watched over half of the final series (3.6 games per viewer), spending approximately 4.6 hours in front of the TV.

Intelligence by NUMERIS		2025 Edmonton Oilers vs. Florida Panthers	
Series Average Audience (000)		4,324.3	
Series Cume Reach %		45.1	
Games Per Viewer		3.6	
Series Hours Per Viewer		4.6	

Edmonton Leads the Charge

Edmonton, the home of the Oilers, unsurprisingly had the largest viewership numbers. An average of 26.4% of the Edmonton market was watching the Stanley Cup series, with nearly 70% of the market tuning in at some point. The average viewer in Edmonton watched 4 out of the 6 games played, showcasing the city's dedication to their team.

Calgary's Strong Support

Calgary also demonstrated strong support for the Oilers, with a rating of 11.9% and 53.9% of the city watching some part of the game.

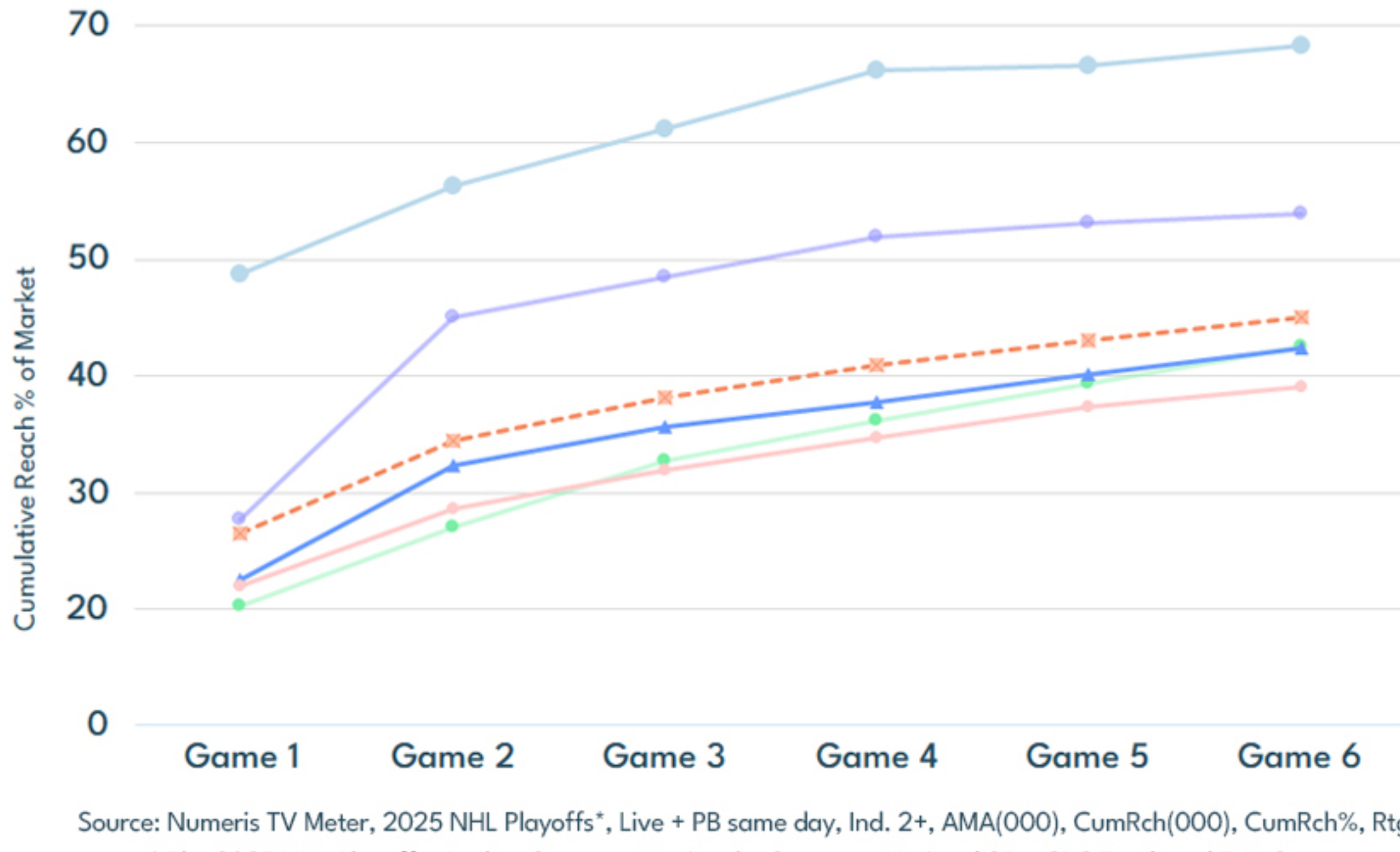
Intelligence by NUMERIS			
Areas	Rtg%	Series Cume Reach %	Games Per Viewer
Total Canada	10.8	45.1	3.6
English Canada	11.1	45.9	3.6
Quebec Franco	9.4	41.8	3.7
Toronto/Hamilton EM	9.2	42.4	3.6
Montreal Franco EM	9.2	42.5	3.4
Montreal CM Anglo	8.5	40.8	3.3
Edmonton EM	26.4	68.3	4.1
Calgary EM	11.9	53.9	3.3
Vancouver/Victoria EM	9.2	39.1	3.5
Prairie/Western Balance	14.6	60.2	3.4
Ontario Balance	9.1	37.8	3.6
Atlantic	9.0	44.2	3.5



Game-by-Game Review

The reach of the Stanley Cup series continued to grow throughout the first four games, with Edmonton leading the charge as 68% of its market tuned into the series at peak moments. Calgary's enthusiasm was equally inspiring, exploding after the Oilers' thrilling victory in Game 1 and steadily growing through Games 3 and 4. Even Vancouver showed its love for the 2025 Stanley Cup Finals became a shared celebration of hockey across Canada.

Cumulative Reach of Stanley Cup Series, By Market, Age 2+

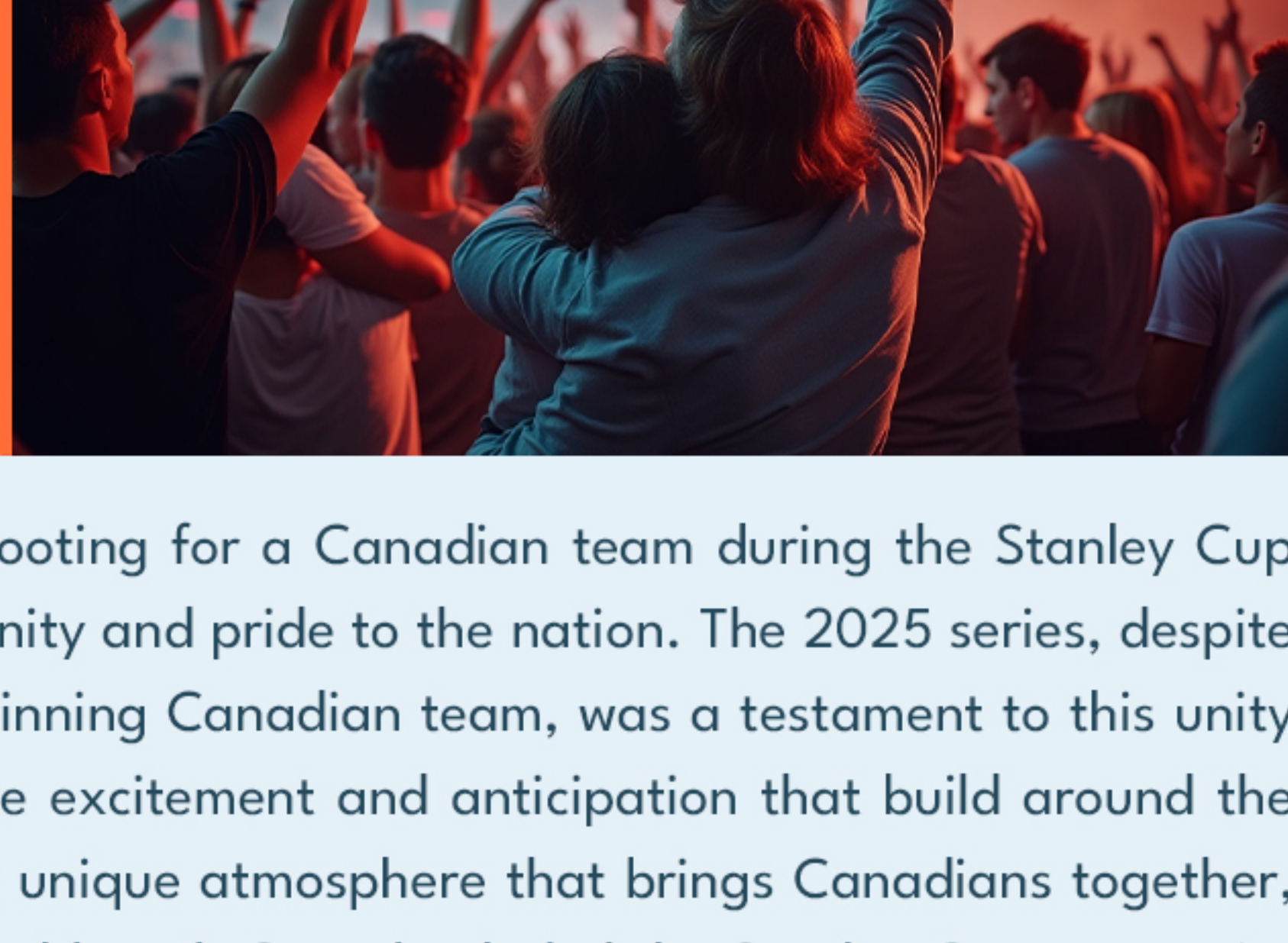


Source: Numeris TV Meter, 2025 NHL Playoffs*, Live + PB same day, Ind. 2+, AMA(000), CumRch(000), CumRch%, Rtg%
* The 2025 NHL Playoffs aired on Sportsnet National+, Sportsnet National ST+, CBC Total, and TVA Sports+



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