

# Canadiens Fever Captivated Canada



## Canadiens' 2026 Playoff Run Showcased Broad Market Reach and Viewer Engagement

The Montreal Canadiens gave fans a playoff run to remember in 2026, taking them on a thrilling journey through three hard-fought rounds for the first time since 2021. While the outcome was not what the team or fans had hoped for, one thing is clear: Canadiens were all in.

Across Rounds 1 to 3, the Canadiens' 19-game playoff run reached 22 million Canadians, with the average viewer tuning in for approximately 11 hours across the entire series. Engagement in Quebec Franco was especially strong with 81% of the market reached and the average viewer spending up to 19.5 hours with the series, well above the 13.7 hours captured during the 17-game run in 2021.

### Montreal Canadiens: 2026 NHL Playoffs Stats

	Round 1 vs. Tampa Bay Lightning	Round 2 vs. Buffalo Sabres	Round 3 vs. Carolina Hurricanes
# of Games in Series	7	7	5
Series Average Audience (000)	3715	4551	4510
Games Per Viewer	3.7	4.0	3.1
Average Hours Per Game	1.3	1.3	1.2
Series Hours Per Viewer	4.8	5.2	3.9
Series Cume Reach (000)	16917	17861	17313
Series Cume Reach %	41.5	43.8	42.5

With higher ratings comes higher reach, and we can see that across all demographics when comparing the Canadiens' playoff run to the regular season. Interestingly, the proportion of female viewers 2+ increased by 5 percentage points, while children and teens 2 to 17 also made up a larger share, particularly in Quebec Franco at 3 points. This suggests that when the Canadiens are in the spotlight, they are not only drawing a larger audience overall but are also bringing in new and more diverse viewers.

Source: Numeris TV Meter, Total Canada, 2026 NHL Playoffs\*, Live + PB same day, AMA(000), AvHrsWk(View), TotHrsWk(000), CumRch(000), CumRch%  
\* The NHL Playoffs aired on Sportsnet National+, Sportsnet National ST+, CBC Total, and TVA Sports+