

OUR STORY

# A NEW ERA OF ENTERTAINMENT

ROGERS PLACE

Total visitors

2M+

Total events

51

OILERS GAMES

36

OIL KINGS GAMES

38

LIVE EVENTS  
(TO DATE)

Prestigious nominations

BEST NEW MAJOR  
CONCERT VENUE

SPORTS FACILITY  
OF THE YEAR

POLLSTAR

STREET & SMITH'S  
SportsBusiness  
JOURNAL





OUR STORY

# EXCEPTIONAL MARKET MOMENTUM

Fans in Edmonton Capital Region

**56%**

2014-15

**67%**

2015-16

**70%**

2016-17

Increased interest amongst fans

**25%**

2014-15

**37%**

2015-16

**53%**

2016-17

**12**

CONSECUTIVE  
SELLOUT  
SEASONS

**3,000 +**

REGISTRY  
MEMBERS

**97% +**

SEASON SEAT  
RENEWAL





OUR STORY

# INCREASED CONSUMPTION VIEWERSHIP

**SPORTSNET**

**27%**  
YOY INCREASE



**479**

AMA

**SPORTSNET  
WEST**

**42%**  
YOY INCREASE



**269**

AMA

**SPORTSNET  
OILERS**

**17%**  
YOY INCREASE



**208**

AMA

A2+ 2016-17 SEASON RESULTS





OUR STORY

# INCREASED CONSUMPTION LISTENERSHIP



#1 rated evening show

**7M+**

LISTENERS

**26%**

YOY INCREASE



**12.4**

AMA - A2+

**20%**

YOY INCREASE



**10.7**

AMA - A18+

**25%**

YOY INCREASE



**7.5**

AMA - M18+

2016-17 REGULAR SEASON AND PLAYOFFS RESULTS



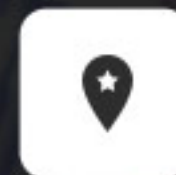


OUR STORY

# DIGITAL DOMINANCE

Web

**4<sup>TH</sup>**  
IN NHL



**1.1M** UNIQUE  
VISITS PER  
MONTH

**3<sup>RD</sup>**  
IN NHL



**6.3M** PAGE VIEWS  
PER MONTH

**3<sup>RD</sup>**  
IN NHL



**995K** ARTICLE  
READS PER MONTH

**3<sup>RD</sup>**  
IN NHL



**1.8M** VISITORS  
PER MONTH

**4<sup>TH</sup>**  
IN NHL



**543K** VIDEO STARTS  
PER MONTH

**3<sup>RD</sup>**  
IN NHL



**4.4MIN** AVERAGE  
TIME ON SITE





OUR STORY

# REMARKABLE ENGAGEMENT

Social media

**16.9M**

TOTAL ENGAGEMENTS

**1<sup>ST</sup>**

AMONGST  
CANADIAN  
TEAMS

**5<sup>TH</sup>**

IN THE NHL

**576K**  
FOLLOWERS



**700K**  
FOLLOWERS



**399K**  
FOLLOWERS







OUR STORY

# AMONGST THE LEAGUE'S ELITE

**Connor McDavid**

**100 POINTS**  
LEADING  
SCORER

**ART ROSS  
TROPHY**  
WINNER

**TED LINDSAY  
AWARD**  
WINNER

**HART MEMORIAL  
TROPHY**  
WINNER

**Cam Talbot**

**42 WINS**  
2<sup>ND</sup> IN THE NHL  
(FRANCHISE RECORD)

**7 SHUTOUTS**  
3<sup>RD</sup> IN THE NHL

**Leon Draisaitl**

**77 POINTS**  
8<sup>TH</sup> IN NHL SCORING

Games won

**1<sup>ST</sup>**  
IN THE PACIFIC  
DIVISION

**3<sup>RD</sup>**  
IN THE WESTERN  
CONFERENCE

**7<sup>TH</sup>**  
IN THE  
NHL



ROGERS PLACE

ORANGE  
Crush

OUR STORY

# STANLEY CUP PLAYOFFS RETURN

1st ever playoffs at Rogers Place

6 Home games

111K

FANS  
IN BOWL

18K

FANS  
MOLSON CANADIAN  
HOCKEY HOUSE

7 Orange Crush Watch Parties  
powered by Rogers

109K

FANS  
IN BOWL

4

SELL OUTS