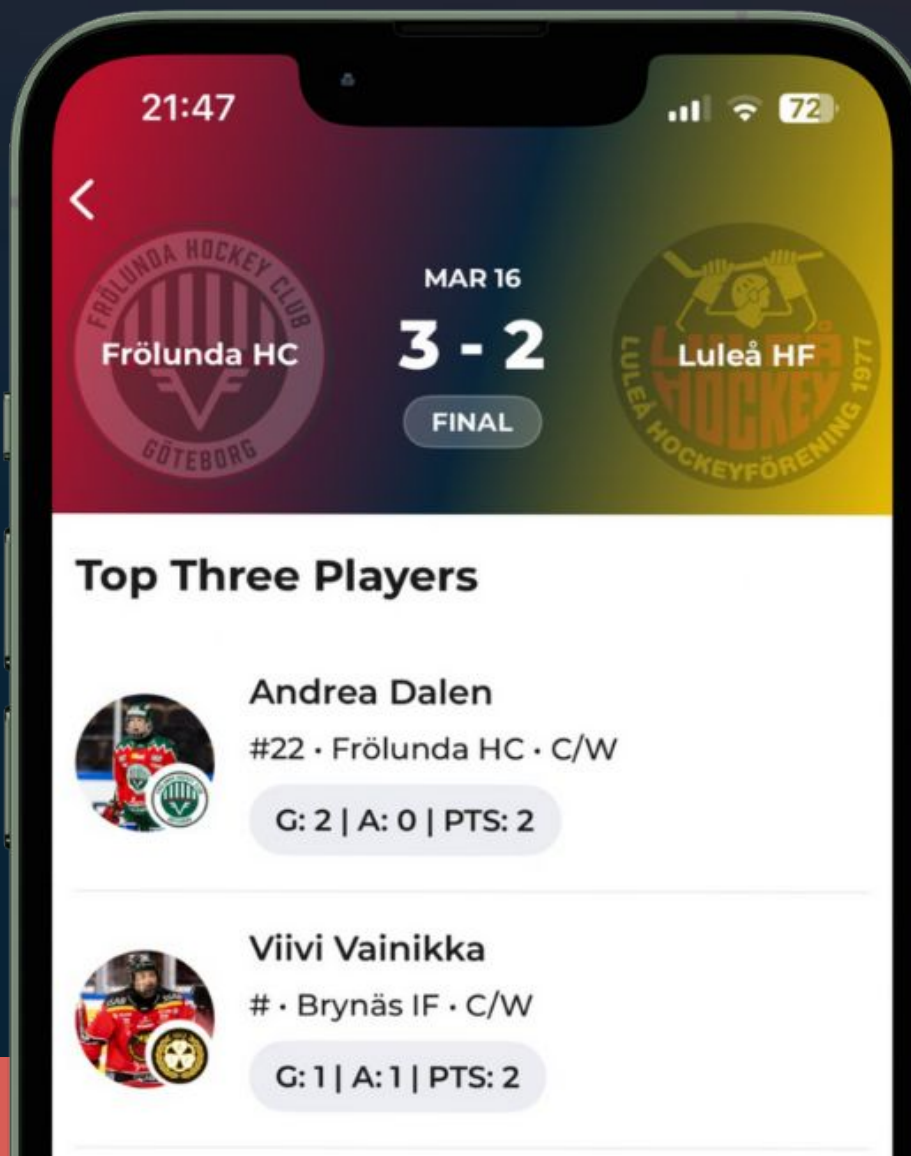




# Growing the game

How data and content on EP can drive growth of women's hockey



**Tobias Calminder**

Product Manager Elite Prospects

**14th April 2025**

Prag, Czech Republic

# Elite Prospects - IMDB of hockey

## Mission

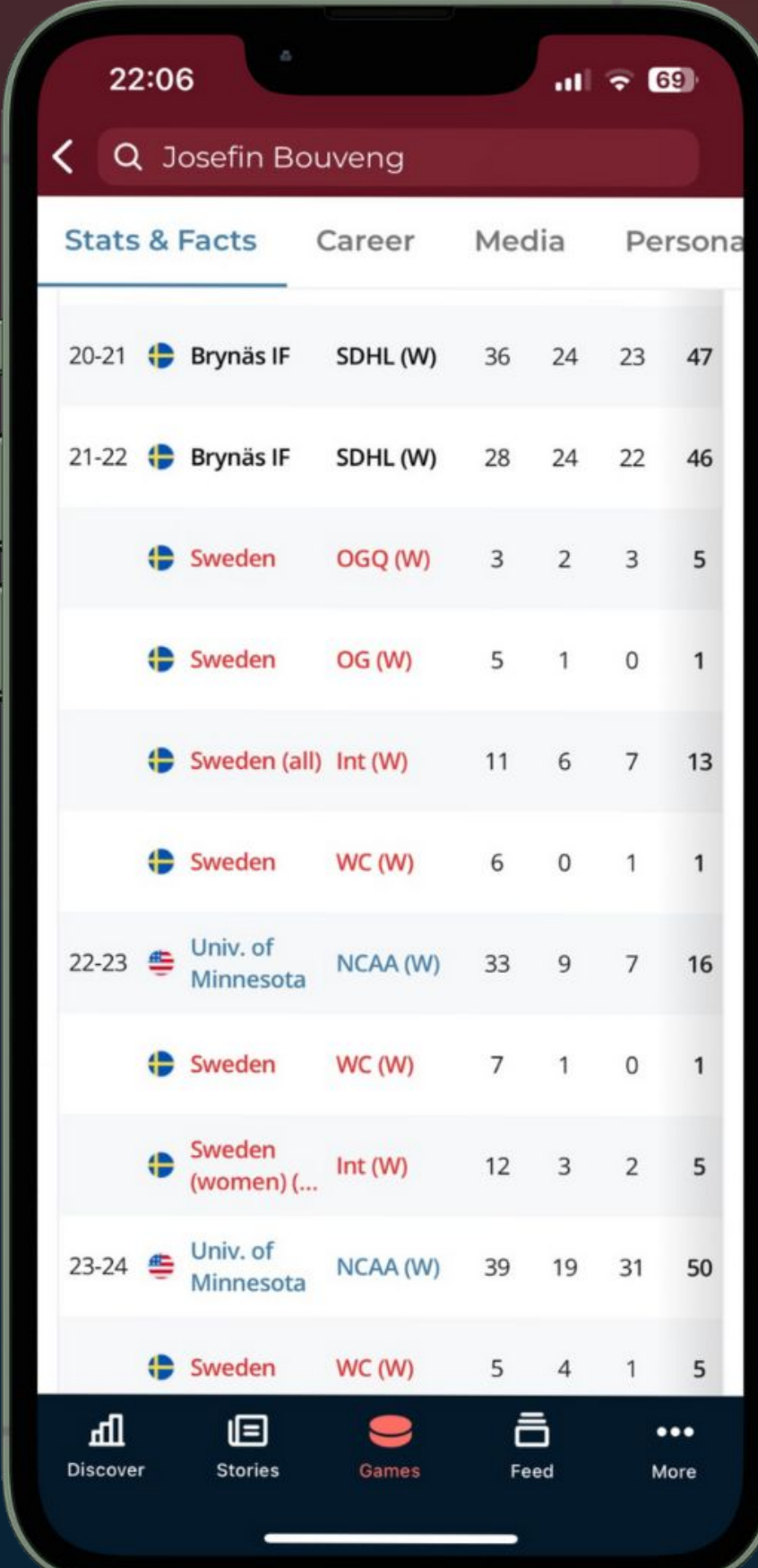
Connect the hockey world through data

## Usage

6 million monthly users

## Database

1.2 million hockey players



22:06 69

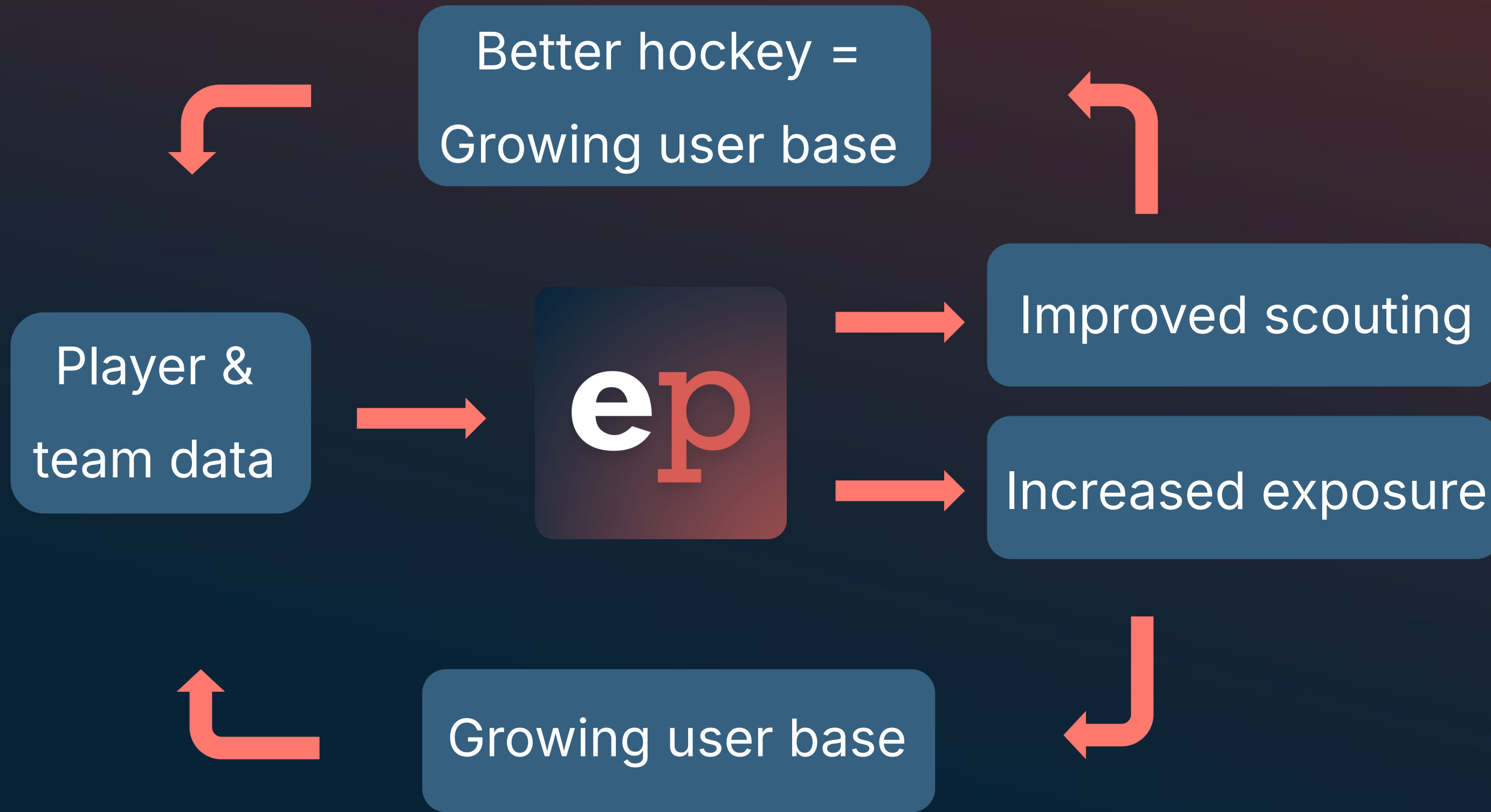
< Q Josefin Bouveng

Stats & Facts Career Media Personal

20-21	🇸🇪 Brynäs IF	SDHL (W)	36	24	23	47
21-22	🇸🇪 Brynäs IF	SDHL (W)	28	24	22	46
	🇸🇪 Sweden	OGQ (W)	3	2	3	5
	🇸🇪 Sweden	OG (W)	5	1	0	1
	🇸🇪 Sweden (all)	Int (W)	11	6	7	13
	🇸🇪 Sweden	WC (W)	6	0	1	1
22-23	🇺🇸 Univ. of Minnesota	NCAA (W)	33	9	7	16
	🇸🇪 Sweden	WC (W)	7	1	0	1
	🇸🇪 Sweden (women) (...)	Int (W)	12	3	2	5
23-24	🇺🇸 Univ. of Minnesota	NCAA (W)	39	19	31	50
	🇸🇪 Sweden	WC (W)	5	4	1	5

Discover Stories Games Feed More

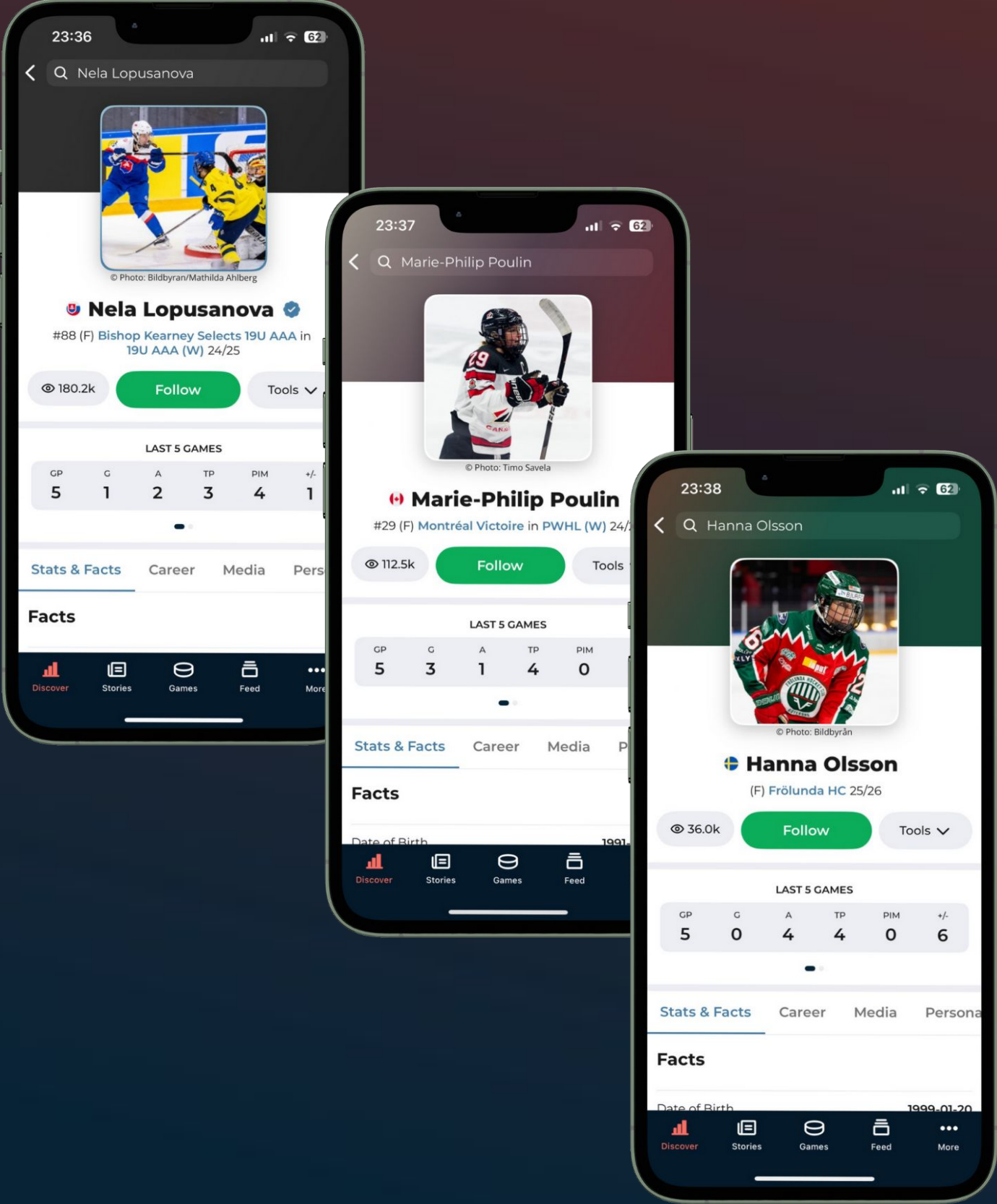
# Network effect - Becoming LinkedIn of hockey



# Worldwide coverage - 110k female players

EUROPE & OTHER - WOMEN'S HOCKEY				
NORTHERN EU	WESTERN EU	EASTERN EU	SOUTHERN EU	OTHER
<div><div></div>SDHL</div>	<div><div></div>SWHL A</div>	<div><div></div>Russia</div>	<div><div></div>IHL Women</div>	<div><div></div>AWIHL</div>
<div><div></div>NDHL</div>	<div><div></div>SWHL B</div>	<div><div></div>Extraliga žen</div>	<div><div></div>Spain</div>	
<div><div></div>Division 2</div>	<div><div></div>DFEL</div>	<div><div></div>1. liga žen</div>	<div><div></div>WIHL</div>	
<div><div></div>Division 3 (W)</div>	<div><div></div>Germany2</div>	<div><div></div>Extraliga žien</div>	<div><div></div>Turkey</div>	
<div><div></div>U18 Region</div>	<div><div></div>Germany3</div>			
<div><div></div>TV-Pucken (W)</div>	<div><div></div>Germany4</div>	<div><div></div>Latvia</div>		
<div><div></div>Auroraliiga</div>	<div><div></div>EWHL</div>	<div><div></div>PLHK</div>		
<div><div></div>Mestis</div>	<div><div></div>DEBL</div>	<div><div></div>Romania</div>		
<div><div></div>Suomi-sarja</div>	<div><div></div>DEBL2</div>			
<div><div></div>Denmark</div>	<div><div></div>DEBL3</div>			
<div><div></div>Norway</div>	<div><div></div>France</div>			
<div><div></div>Norway2</div>	<div><div></div>WNIHL Elite</div>			
<div><div></div>Iceland</div>	<div><div></div>WNIHL 1</div>			
	<div><div></div>WNIHL 2</div>			
	<div><div></div>WNIHL U16</div>			

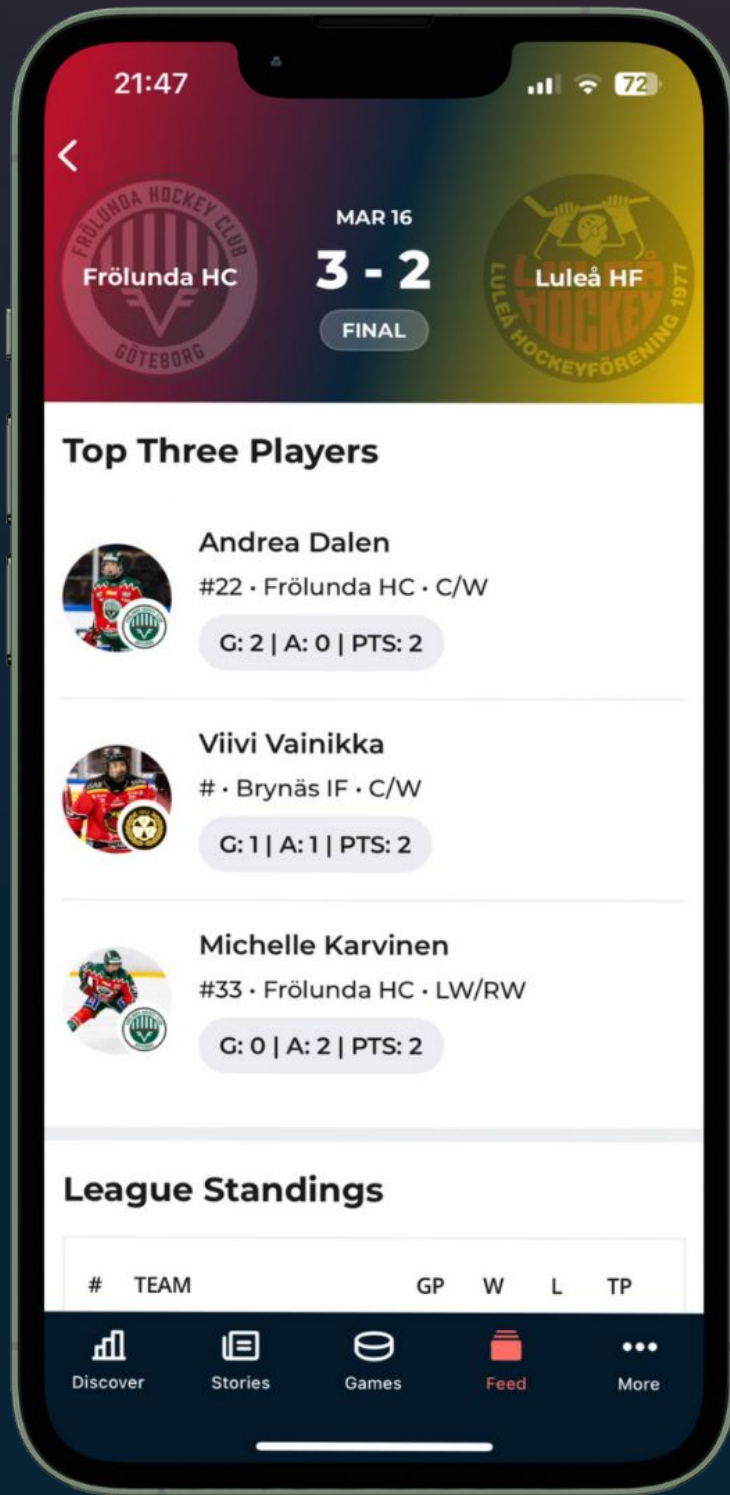
NORTH AMERICA - WOMEN'S HOCKEY				
PROFESSIONAL	OTHER	COLLEGE	HS & PREP	JUNIOR
<div><div></div>PWHL</div>	<div><div></div>CWHL</div>	<div><div></div>ACAC</div>	<div><div></div>CAHS</div>	<div><div></div>JWHL</div>
	<div><div></div>MAWHL</div>	<div><div></div>USports</div>	<div><div></div>USHS</div>	<div><div></div>Provincial WHL (W)</div>
		<div><div></div>NCAA</div>	<div><div></div>NAPrepHL (W)</div>	
		<div><div></div>NCAA III</div>		
		<div><div></div>QCHL</div>		
		<div><div></div>QCHL D2 (W)</div>		



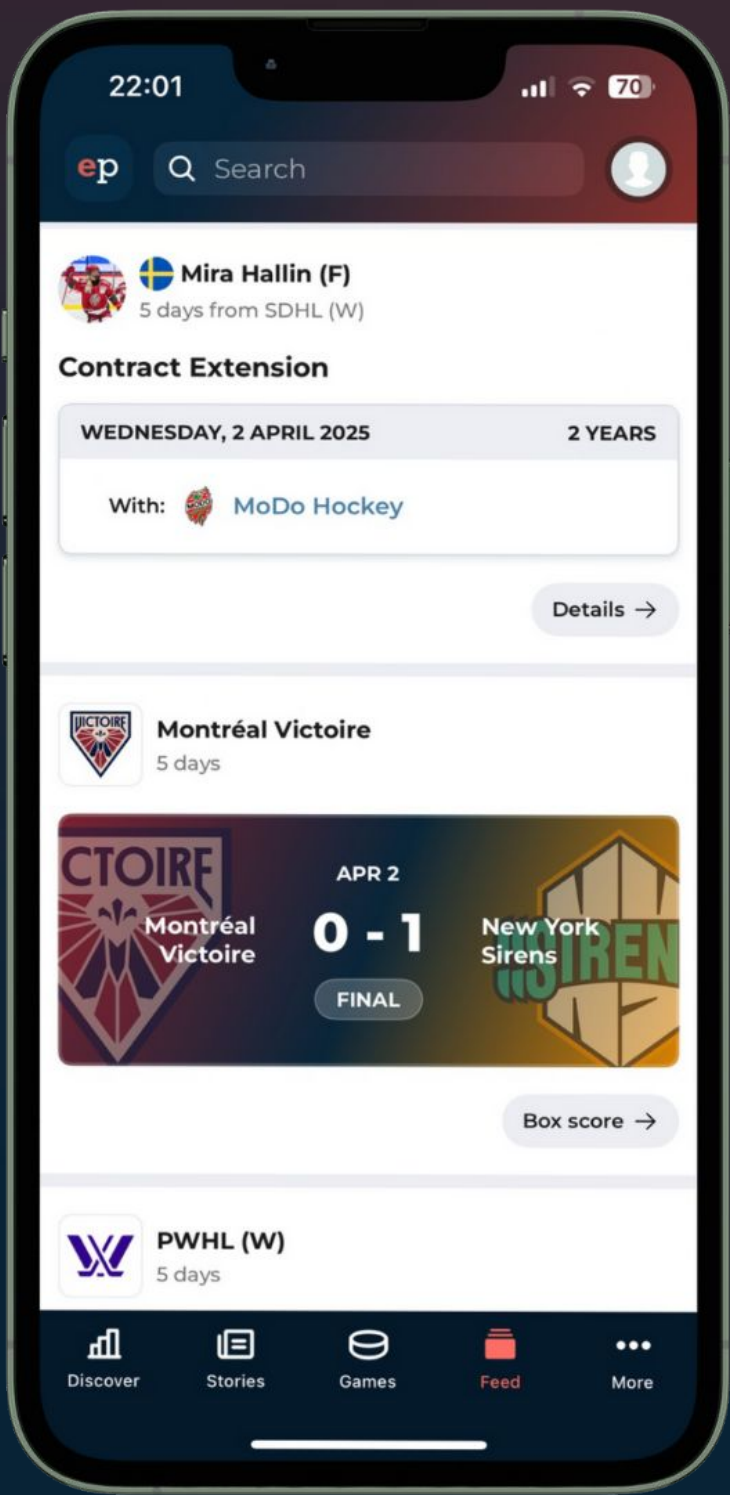


# The path forward - Product investments

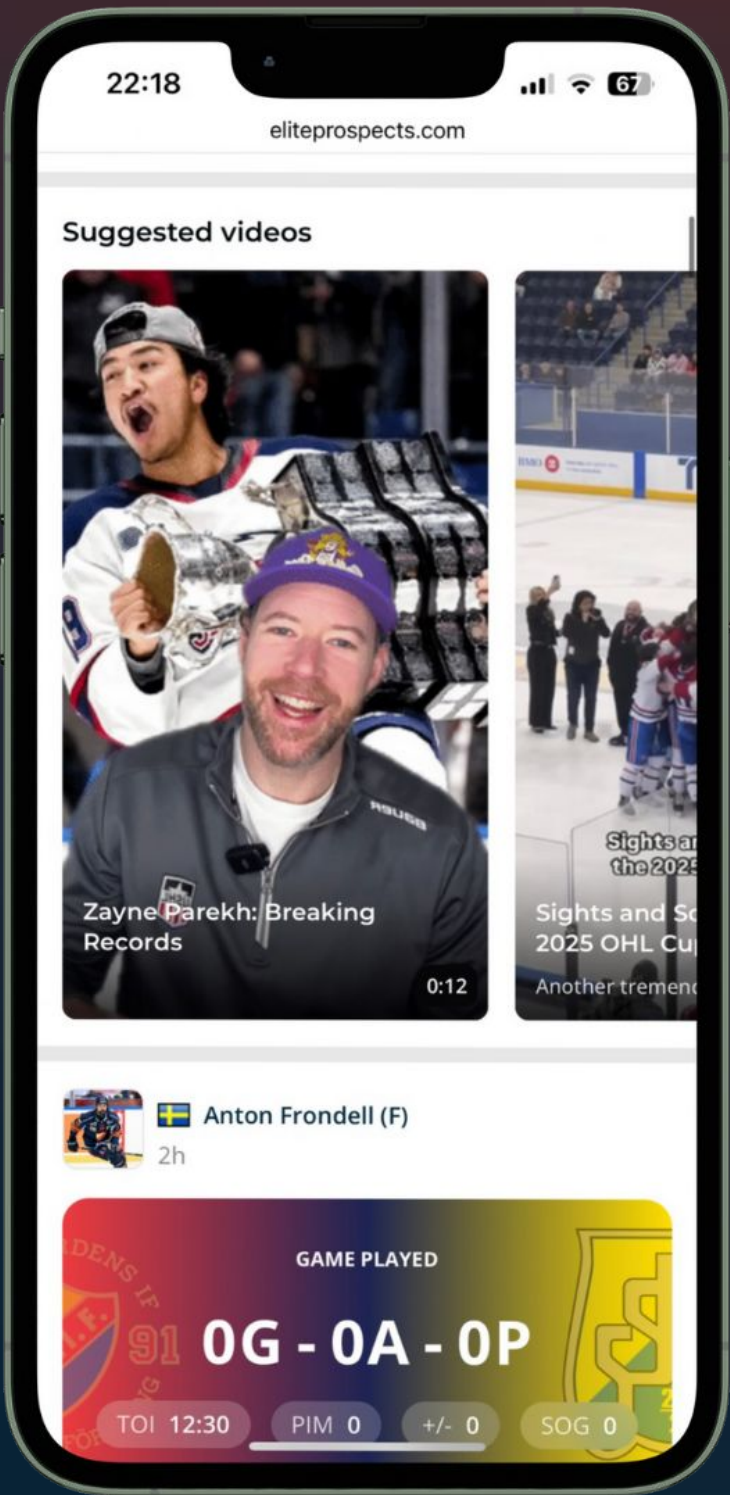
## Livescore



## Feed



## Video



# The path forward - Better data



# Connect with us

- ❑ Reach out to me: [tobias@eliteprospects.com](mailto:tobias@eliteprospects.com)
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