Blinkfire™

2022 INSIGHTS REPORT



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INTRODUCTION

Welcome to the Blinkfire 2022 Insights Report, our recap on data and stories across sports, social media, digital media, and sponsorships.

2022

Our 2022 Insights Report covers data from Blinkfire across social media (we currently cover 17 social media networks), digital, broadcast, and OTT platforms. One cool stat to discuss at the water cooler: This year, Blinkfire collected more than **55.2 million posts** — this includes posts from teams, leagues, influencers, brands, athletes, and media companies. BrandSpotter™, Blinkfire's patented and proprietary computer vision technology, detected 23% more brand logos in 2022 than 2021.

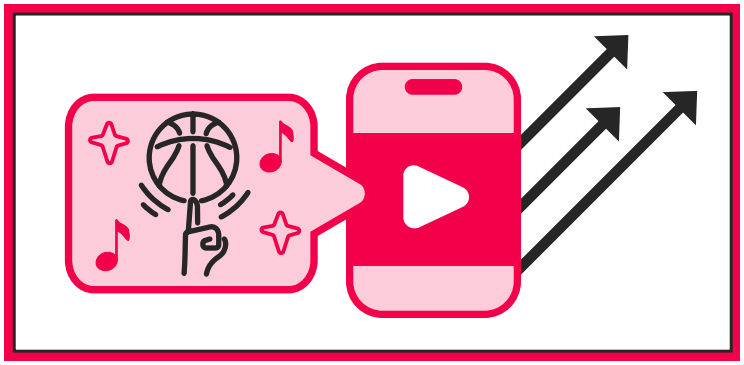
In our recap report, we highlighted the top 10 brands across specific sports, content trends, ad rates, and memorable sports moments in 2022. **We hope this report teaches you something new and inspires you for 2023!**



CONTENT TRENDS

THE RISE OF SHORT-FORM VIDEO

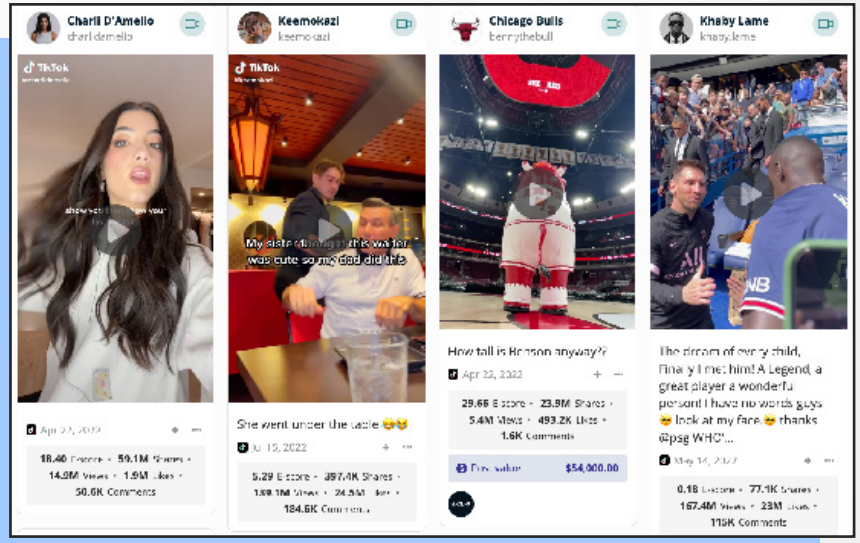
With the success of TikTok, more social media platforms like Instagram and YouTube are investing in short-form videos. Combining music, design, video stitching, and digital creativity into every post can be a form of art these days. Influencers, athletes, and teams use creative videos to connect with fans. The popularity of these customizable short-form videos contributed to the **overall growth in Facebook, Instagram, TikTok, Twitter, and YouTube video views**.



Total TikTok Video Views

76.1B ⟶ 2021

147B ⟶ 2022



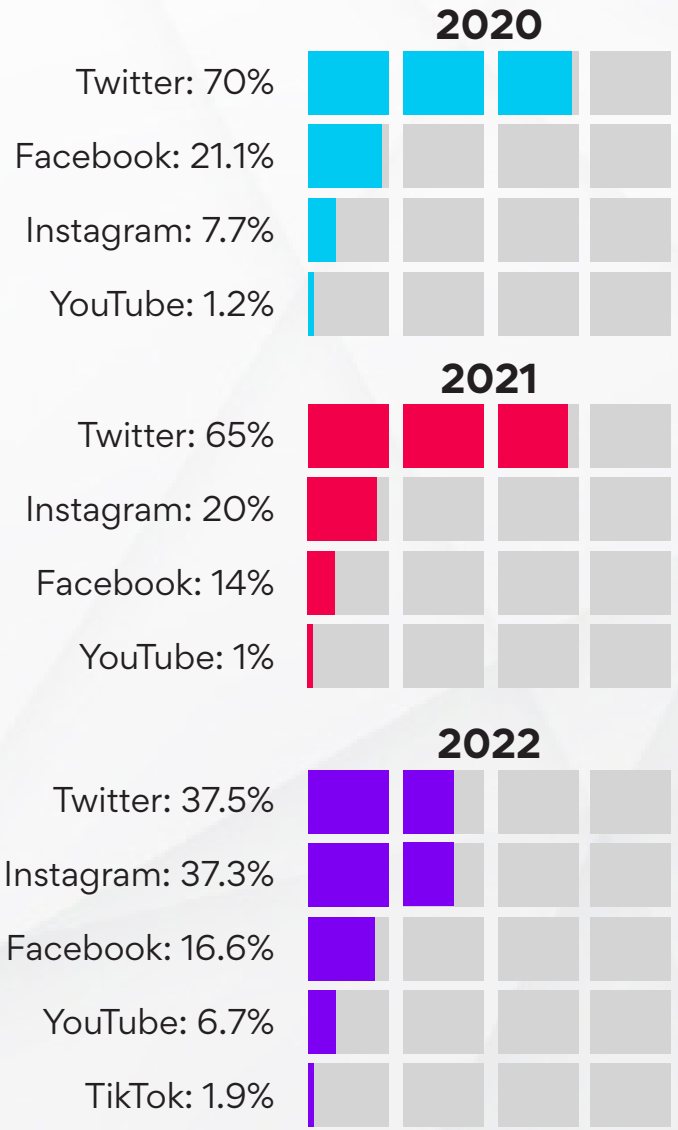
CONTENT TRENDS

A SHIFT IN POSTING ON SOCIAL NETWORKS

Blinkfire has collected social media data since 2014. As this is our third annual report, we looked back at our 2020 and 2021 reports to see how content posting per network has shifted across Facebook, Instagram, Twitter, and YouTube. Based on social media posts in Blinkfire, content posting has shifted over the past three years from Twitter and Facebook predominantly to an increase in Instagram and YouTube posting and the entrance of TikTok.



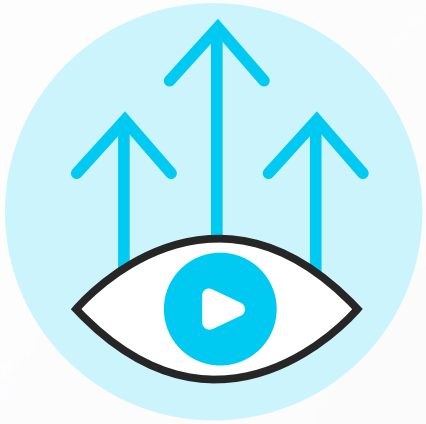
Posts by Social Network



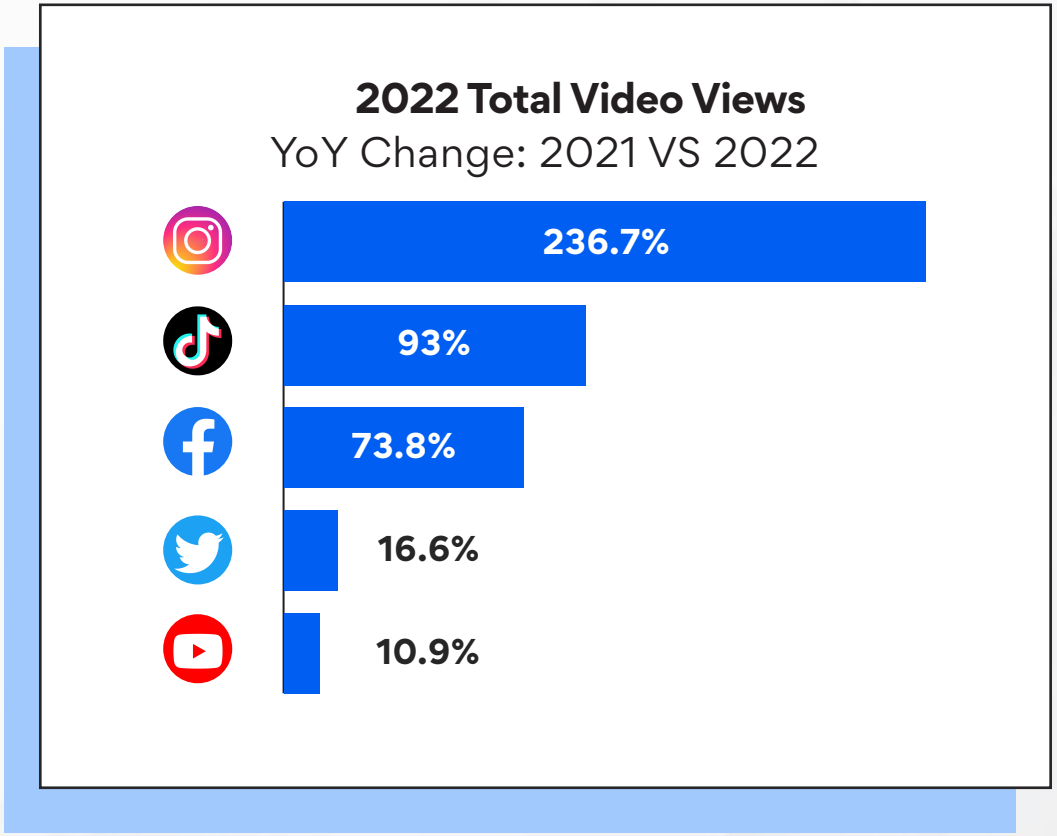
CONTENT TRENDS

BY THE NUMBERS: *SOCIAL MEDIA VIDEO VIEWS*

When it comes to video views, TikTok and Instagram outpace the rest of the field. TikTok topped the list with more than 147 billion video views this year, while Instagram followed with 123 billion.



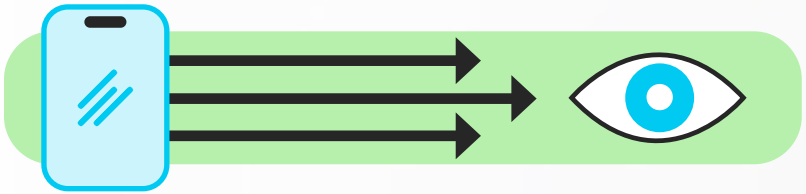
Instagram increased total video views by more than 236% compared to 2021, due to Instagram's change in July 2022 that turned videos shared on the platform into Instagram Reels. YouTube also had significant gains in 2022, with nearly 11% growth in total video views. YouTube introduced YouTube Shorts in September of 2022 to compete with TikTok and Instagram.

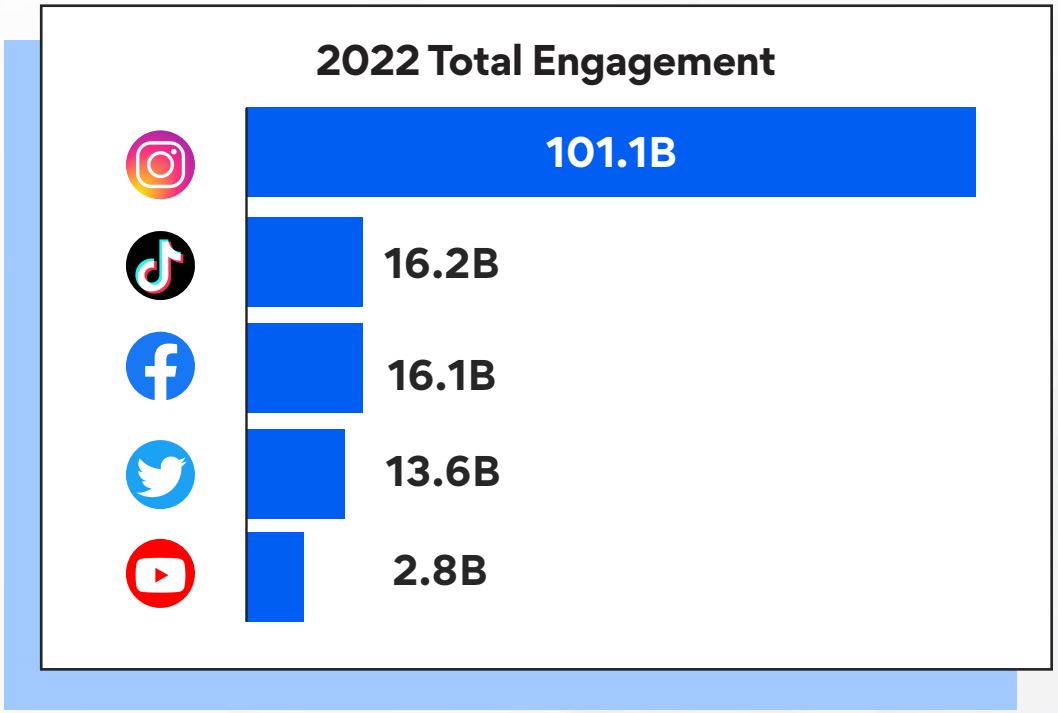


CONTENT TRENDS

BY THE NUMBERS: *SOCIAL MEDIA ENGAGEMENT*

While most major social networks' stayed steady from 2021 to 2022, TikTok grew substantially. TikTok saw a 60% increase in total engagements in 2022 compared to 2021. **The trendy, quick, and customizable video-creating platform proved to have a winning formula.** TikTok may have grown the most, but Instagram reigned supreme. The platform raked in over 101 billion engagements in 2022.





INSTAGRAM MIXED MEDIA POSTS

Instagram's average engagement per post for mixed media (mixed media is a post with both an image and video) averaged 34.5K engagements per post, a 105% increase compared to Instagram image's average engagement per post.

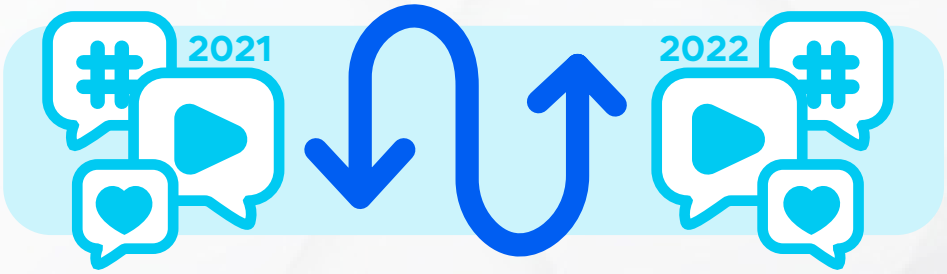
AD RATES

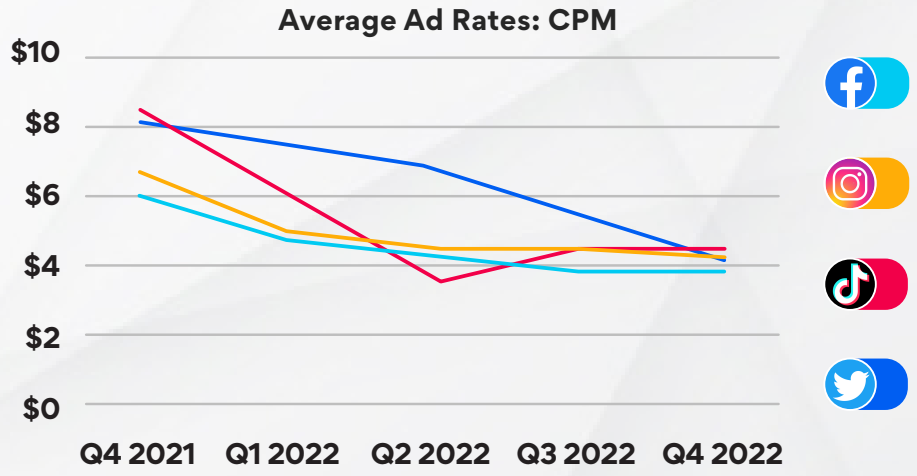
Blinkfire's Real-Time Ad Rates engine uses anonymous ad rates data across Facebook, Instagram, Twitter, and TikTok, offering users one of the best ways to value content and track how rates fluctuate.

The social media landscape underwent shifts in 2022, including the rise of new platforms, user base changes, and advertising challenges.

In October 2022, Meta reported their Q3 earnings, which showed that the company's social media platforms, Facebook and Instagram, had lost a considerable amount of revenue from advertising. The same month, Google reported top-line revenue losses and a decrease in YouTube ad revenue – the first time the platform had seen a loss since it started reporting earnings in Q4 2019.

Facebook, Instagram, TikTok, and Twitter saw CPM ad rates peak during Q4 2021, with TikTok seeing the largest percent decrease during 2022. As of Q4 2022, Twitter's CPM ad rate was at the lowest it has been all year, which makes sense considering some of the challenges Twitter has faced recently with a new owner, layoffs, and brands decreasing advertising spend.





Based on ad rates data in Blinkfire.

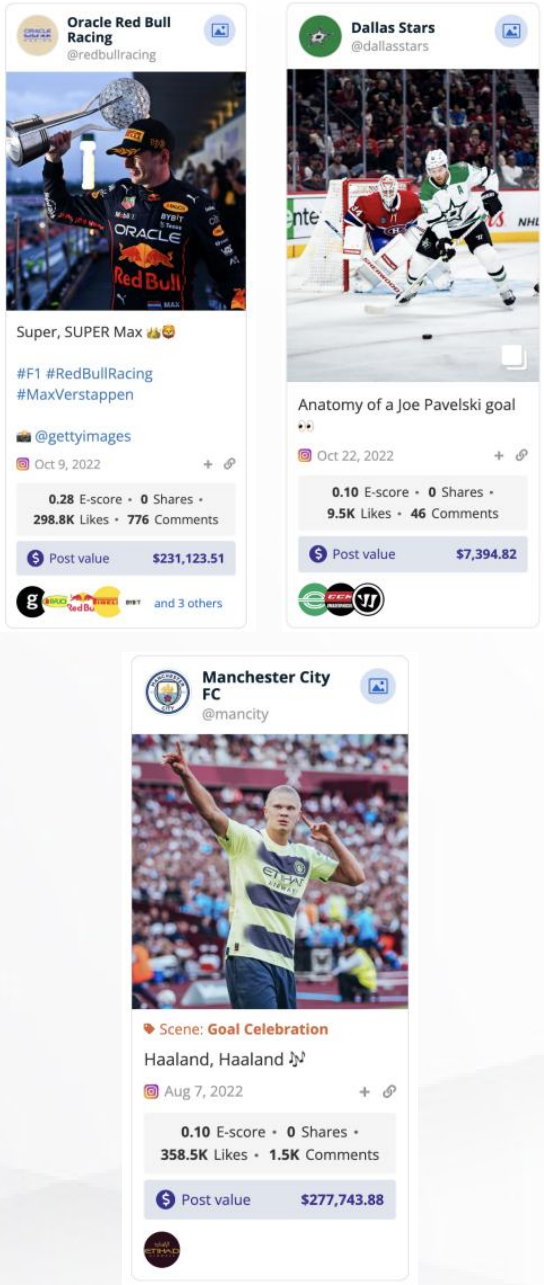
SPONSORSHIP TRENDS

TOP 10 BRANDS BY ENGAGEMENT

We created top 10 brand lists by engagement for soccer, basketball, baseball, football, hockey, racing, cricket, and esports. Engagements are public engagements such as a like, comment, share, or retweet across social media platforms.

The brand lists offer insights into how teams and leagues give exposure to brands and which sponsors are prevalent across sports.

1. Top 10 brands in soccer are mainly front of jersey sponsors for some of Europe's biggest powerhouses like Manchester United, Liverpool FC, Real Madrid, FC Barcelona, and PSG.
2. Apparel sponsors are in every sport's top 10 except cricket. Nike, Adidas, Puma, New Era, Bauer, and CCM can be found on uniform and hat/helmet assets.
3. The top 10 brand lists from football, basketball, and hockey consist of many official league sponsors.
4. Like soccer, basketball brands also include jersey patch partners from top teams like the Golden State Warriors, Milwaukee Bucks, and LA Lakers.
5. A majority of the top 10 brands in racing come from these industries: automotive, automotive aftermarket, and luxury.

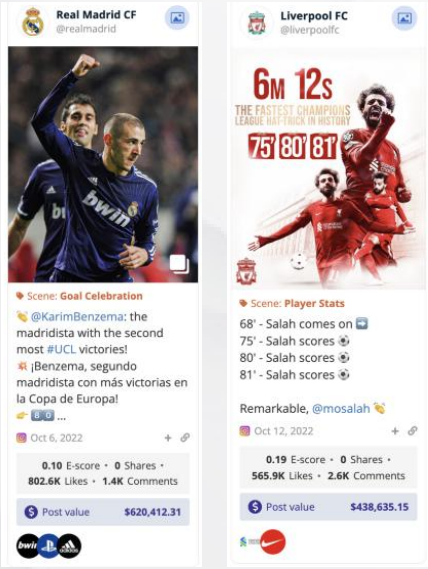


TOP 10 BRANDS BY ENGAGEMENT

SOCCER

Each brand in the top 10 is either a jersey sponsor or kit provider for some of the biggest clubs in the world. There are three kit providers (Adidas, Nike, and Puma) and seven front-of-jersey sponsors: Emirates Airlines x Real Madrid; Qatar Airways x PSG; Accor Hotels x PSG (practice kit); Teamviewer x Manchester United; Standard Chartered x Liverpool; Spotify x FC Barcelona; Etihad Airways x Manchester City.

Emirates Airlines, Real Madrid's front-of-jersey sponsor, received over 2.8 billion engagements in 2022, a 49.3% increase in engagements compared to 2021. Sponsoring a team with star power plus winning the 2022 Champions League brings additional sponsorship exposure and opportunities.



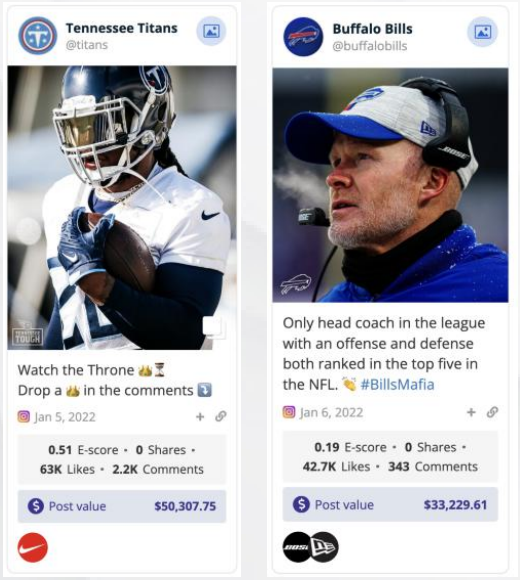
BRAND	ENGAGEMENT
adidas	7.3B
Nike	5B
Emirates	2.8B
PUMA	1.9B
QATAR AIRWAYS القطرية	1.1B
TeamViewer	1.1B
standard chartered	974.9M
ACCOR	842.2M
Spotify	796.1M
الإتحاد ETIHAD	705.5M

TOP 10 BRANDS BY ENGAGEMENT

FOOTBALL

During 2022, nine of the top 10 brands by engagement earned in football were official NFL sponsors. Nike, the NFL's jersey supplier, **tops the list with 132.3 million engagements.** The only non-NFL sponsor was Adidas, which produces football apparel & equipment and sponsors many college football programs.

One brand that stands out is New Era, the official cap provider of the NFL. **The brand was not in the top 10 list in 2021, but moved to third this year with over 23.1 million engagements.** New Era's engagements were driven by the apparel brand appearing in 11x more NFL social media posts in 2022 compared to 2021.



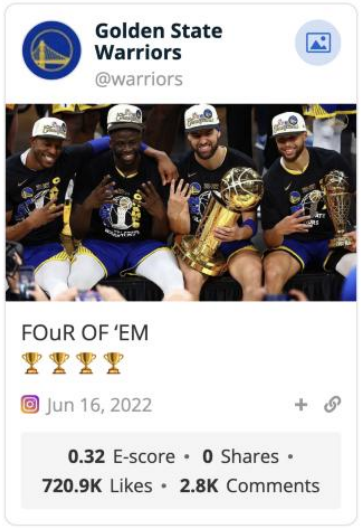
BRAND	ENGAGEMENT
Nike	132.3M
adidas	32.9M
New Era	23.1M
verizon	20.3M
Bud Light	20.2M
Bose	13.6M
Gatorade	13M
invisalign	12.5M
Ford	10.9M
Wilson	9.6M

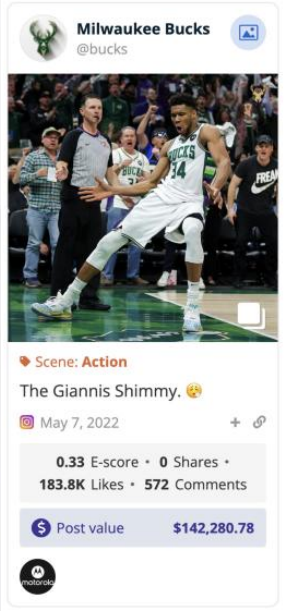
TOP 10 BRANDS BY ENGAGEMENT

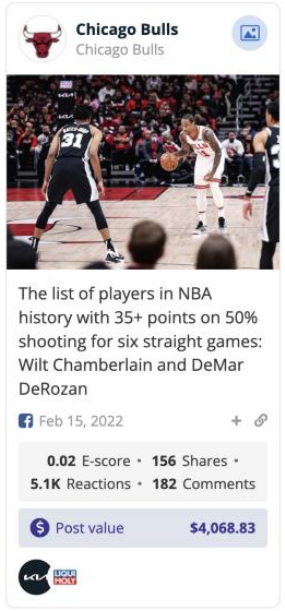
BASKETBALL

Seven of the top 10 brands by engagement earned are official NBA sponsors — **Nike, Nike Jordan, State Farm, Kia, Tissot, Wilson, and Google.** The other three brands in the top 10 are jersey patch sponsors – Rakuten & Golden State Warriors; Motorola & Indiana Pacers, Milwaukee Bucks, and Chicago Bulls; LA Lakers & Bibigo.

The Golden State Warriors won the 2021-22 NBA championship, and they also have one of the most popular and successful NBA players on their team, Steph Curry. **Rakuten benefited from the Warriors' success, as the tech company grew its total engagement earned in 2022 by more than 85% compared to 2021.**







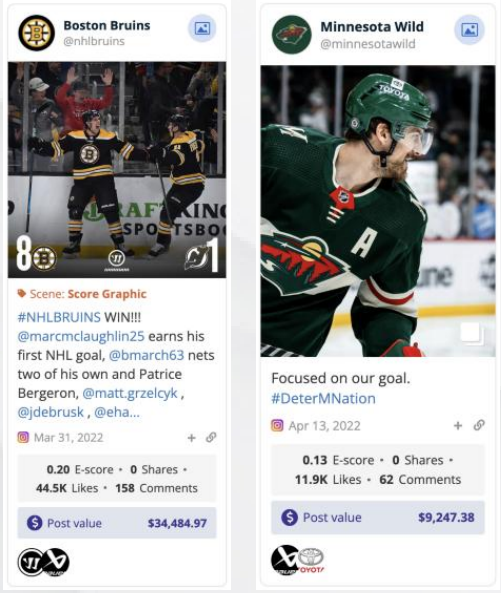
BRAND	ENGAGEMENT
Nike	572.4M
State Farm	408.2M
Rakuten	296.2M
Kia	221.5M
Motorola	168.2M
Jordan	161.3M
Tissot	152.6M
bibigo	125.4M
Wilson	116.4M
Google	112.6M

TOP 10 BRANDS BY ENGAGEMENT

HOCKEY

2022 was a big year for hockey sponsors, as it was the first time teams could have a jersey patch sponsor in addition to a helmet sponsor (introduced in 2021). The 2022/2023 NHL hockey season is also the league's first year with digitally enhanced dasher boards. Seven of the top 10 brands by engagement for hockey in 2022 are prominent on dasher boards – Enterprise, Geico, Ticketmaster, Tim Hortons, Honda, Bud Light, and Pepsi.

Ticketmaster, the NHL's official ticketing marketplace, gained significant traction in 2022. **The brand went from not being in the top 10 in 2021 to checking in at the sixth most engaged brand in 2022.**



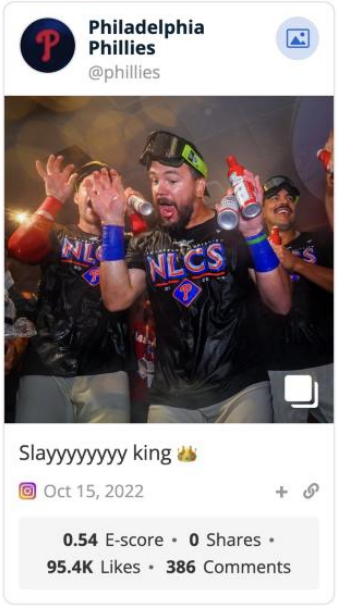
BRAND	ENGAGEMENT
adidas	88.7M
BAUER	74.5M
CCM	69.6M
enterprise	61.2M
GEICO	59M
ticketmaster	27.8M
Tim Hortons	25.6M
HONDA	23.1M
BUD LIGHT	22.7M
pepsi	20.3M

TOP 10 BRANDS BY ENGAGEMENT

BASEBALL

Eight of the top 10 brands in baseball were official sponsors during the 2022 MLB Season: Nike (jersey provider), New Era (cap provider), Budweiser, State Farm, Coca-Cola, Capital One, Chevrolet, and Geico. **Budweiser jumped from fifth on the list in 2021 to third in 2022, with an impressive 37% increase in engagement earned.**

It seems more than likely that the MLB will allow jersey sponsors in 2023. **Increased consumer access to the streaming of the 162-game season and more behind-the-scenes access to players means brands will have new opportunities to reach fans.**





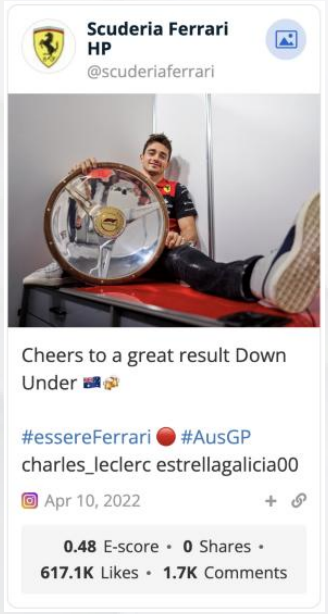
BRAND	ENGAGEMENT
Nike	108.3M
New Era	40.7M
Budweiser	16.1M
adidas	10.8M
State Farm	9.5M
Coca-Cola	6.7M
Truist	6.6M
Capital One	6.4M
Chevrolet	6.2M
GEICO	6.1M

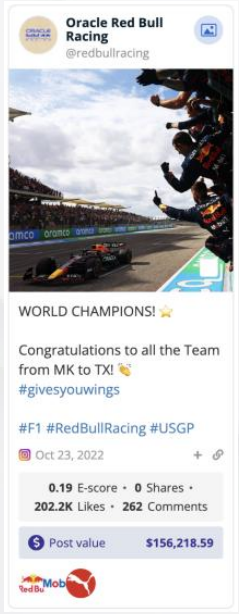
TOP 10 BRANDS BY ENGAGEMENT

RACING

Unlike other major sports, the top racing brands tend to have a direct relationship with the world of racing and the automotive market. Six of the top 10 brands in 2022 are in the automotive industry (vehicle, gas, automotive aftermarket, etc.) and sponsors of teams like Mercedes-AMG Petronas and Red Bull Racing: Mobil, Pirelli, Shell, Petronas, Mercedes Benz, and Ferrari.

Shell jumped from outside the top 10 in 2021 to fifth in total brand engagement in 2022. The brand grew overall engagement in racing by 91% thanks to Ferrari's Charles Leclerc's second place finish in the 2022 driver standings – Shell is on the front of the driver's suit.





BRAND	ENGAGEMENT
Red Bull	584.6M
PUMA	345.6M
Mobil	243.2M
PIRELLI	233.9M
Shell	227.3M
Monster	204.9M
TAG Heuer	203.6M
PETRONAS	184.5M
Mercedes-Benz	178M
Ferrari	161.7M

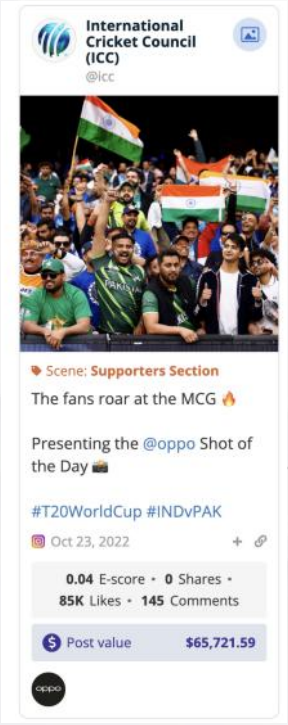
TOP 10 BRANDS BY ENGAGEMENT

CRICKET

Nine of the top 10 cricket brands based on engagement in 2022 are new to the top 10 list. Seven of the top 10 brands are official partners of the International Cricket Council (ICC).

BYJU'S comes in at #1 for cricket in 2022 with more than 499 million engagements. The education technology company sponsors the ICC and the popular Indian national cricket team, which has played a large part in the brand's massive increase in exposure during 2022.





BRAND	ENGAGEMENT
BYJU'S The Learning App	499.3M
	474.9M
NISSAN	324.1M
Emirates	312M
Booking.com	281.4M
oppo	264.8M
upstox	158.1M
Marriott	157.3M
pepsi	142.8M
أرامكو السعودية saudi aramco	130.3M

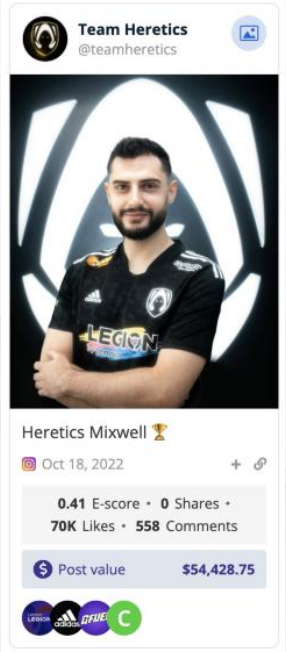
TOP 10 BRANDS BY ENGAGEMENT

ESPORTS

Half of the top 10 brands for esports in 2022 are new to the list. **Increased investment and sponsorships with major teams have given brands large bumps in engagement in esports: FaZe Clan x Steelseries and Team Heretics x Legion.**

Red Bull earned over 246 million engagements in 2022. Large brands like Red Bull, Xfinity, Samsung, and BMW have taken advantage esports' passionate, young audience. Steelseries, a leading manufacturer of gaming accessories, saw the largest growth this year at over 25%.





BRAND	ENGAGEMENT
Red Bull	246.7M
steelseries	238.4M
xfinity	212.1M
logitech	203.1M
LEGION	186.3M
	183.2M
SAMSUNG	177.2M
SECRET LAB	142.7M
BMW	138.1M
HYPERX	135.8M

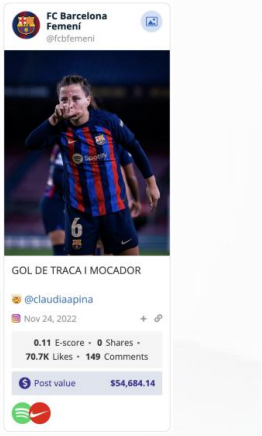
SCENES & ASSETS

TOP 5 BRANDED SCENES

Blinkfire's BrandSpotter™ technology tracks brands, assets, and scenes. **Scenes** are specific pieces of social media content like a birthday post, line up graphic, or game preview, and Blinkfire tracks more than 50 scenes across traditional sports and esports. Most rights holders create scenes throughout a season that drive value and engagement for brand partners by active or passive exposure.

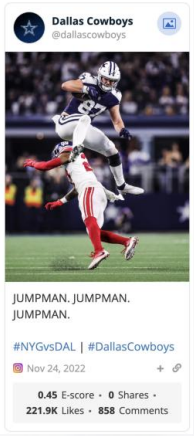
Teams across the world have posted and sold content scenes this year. **Tracking and analyzing scene performance allows teams to create strong social media strategies and valuable partnerships.** Based on data in Blinkfire, the top five branded content scenes in 2022 (where a brand received exposure visually by BrandSpotter™ or via @ mention, hashtag, or branded content) were: Goal Celebration, Action, Training, Score Graphic, Game Preview.

1



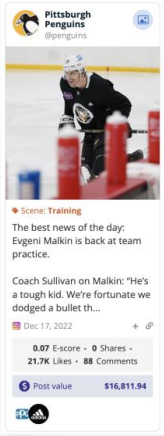
Goal Celebration

2



Action

3



Training

4



Score Graphic

5



Game Preview

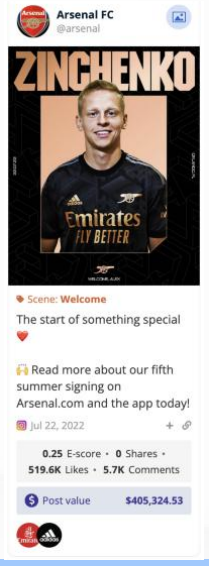
SCENES & ASSETS

ASSETS

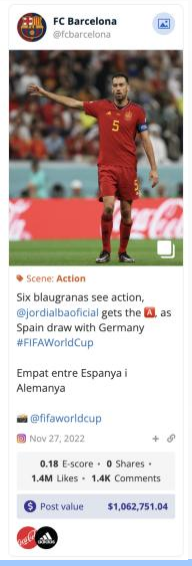
Blinkfire's BrandSpotter™ technology tracks more than 60 assets across 40 plus sports. Based on Blinkfire data, we ranked the top five branded assets in soccer, basketball, hockey, and esports.

SOCCER

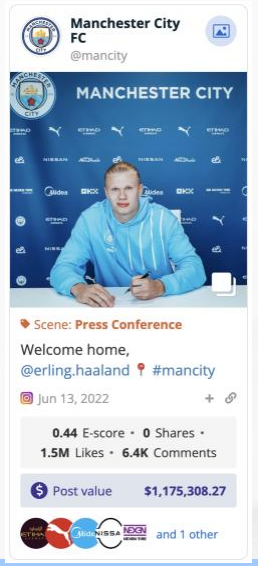
Blinkfire tracks assets specific to sports, including soccer. **Due to videos of games, highlights, and training, soccer ground adboards and mezzanine adboards make the top five, as those two assets are prime real estate for sponsors.** One interesting call out: 2020 and 2021 saw the seat cover asset emerge due to COVID-19 and fewer fans in the stadium. As we move away from the pandemic, the seat cover asset has become somewhat obsolete.



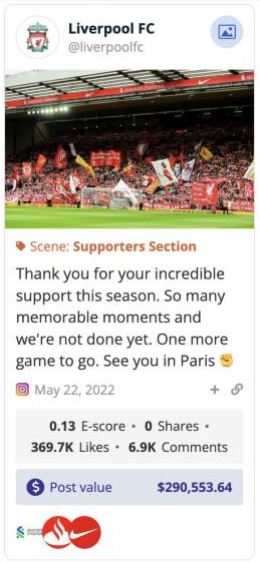
1. Uniform



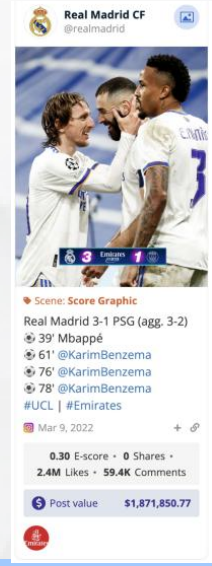
2. Ground Adboard



3. Step & Repeat



4. Mezzanine Adboard



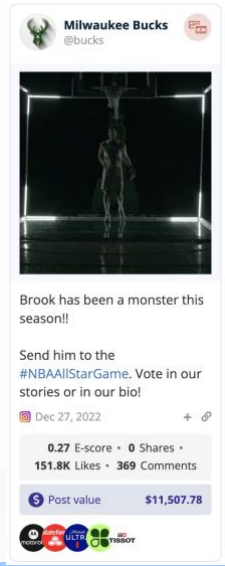
5. Broadcast Logo Bug

SCENES & ASSETS

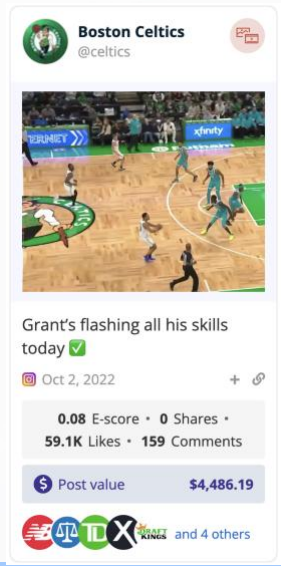
BASKETBALL

Blinkfire tracks basketball-specific assets like stanchion pole pad, stanchion arm, and stanchion LED. These branded assets receive valuable exposure during game highlights shared by teams, the league, and media outlets.

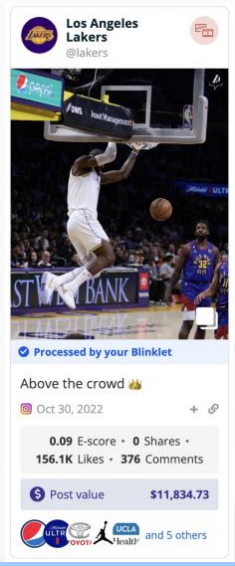
The top branded asset in basketball is the uniform, and it is most prominent in images where teams use players in social posts like game previews, score graphics, and birthday posts.



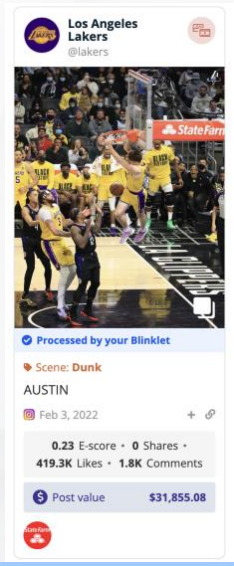
1. Uniform



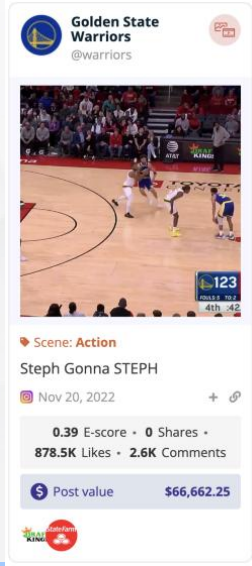
2. Stanchion Pole Pad



3. Stanchion LED



4. Stanchion Arm



5. Press Table

SCENES & ASSETS

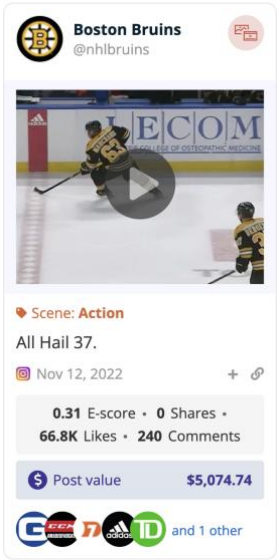
HOCKEY

2022 was the first year the NHL allowed teams to have jersey patch sponsors. **It also marked the first year of digital dasher boards.** The dasher board and uniform ranked one and two this year, followed by helmet, on-ice (offensive/defensive zone), and step and repeat assets.

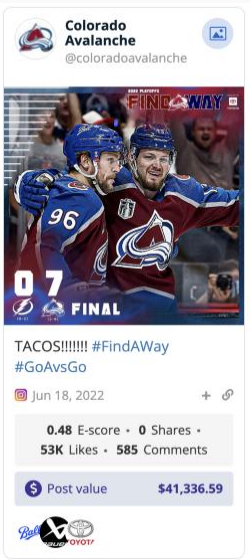
With advancements in hockey sponsorships, it was a big year for teams to organize and evaluate their physical and digital inventory. Many NHL teams use Blinkfire to optimize their sponsorship tracking, reporting, and selling/prospecting.



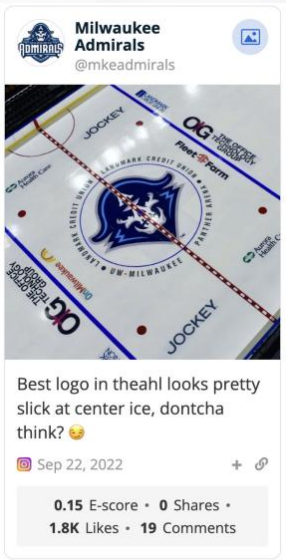
1. Dasher Board



2. Uniform



3. Helmet



4. On Ice - O/D Zone



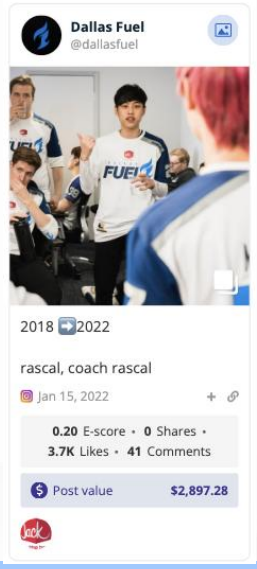
5. Step & Repeat

SCENES & ASSETS

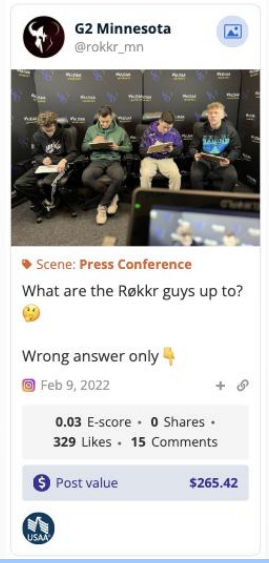
ESPORTS

Esports has multiple “esports-specific” assets that we track at Blinkfire, for example, a chair and headphones. **Esports assets create unique opportunities for brands to market their products to consumers.**

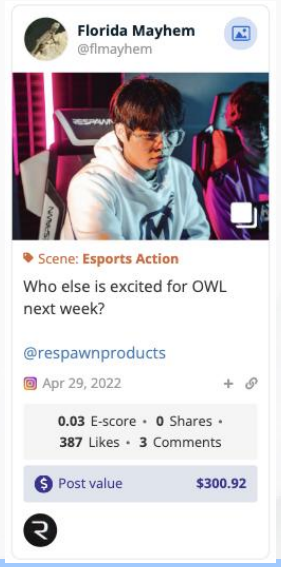
With esports, games are streamed on platforms like Twitch and YouTube, and one asset that is prevalent in streams is the broadcast logo bug. Due to streams garnering large audiences, these broadcast logo bugs (or digital on-screen assets) play an important role in overall brand exposure for sponsors.



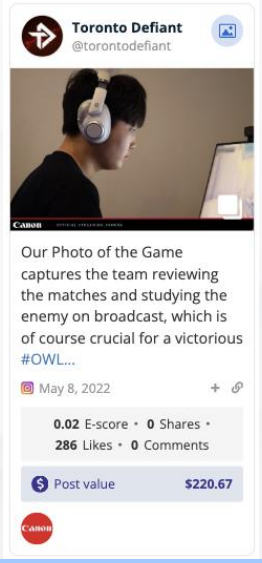
1. Uniform



2. Step & Repeat



3. Chair



4. Broadcast Logo Bug



5. Headphones

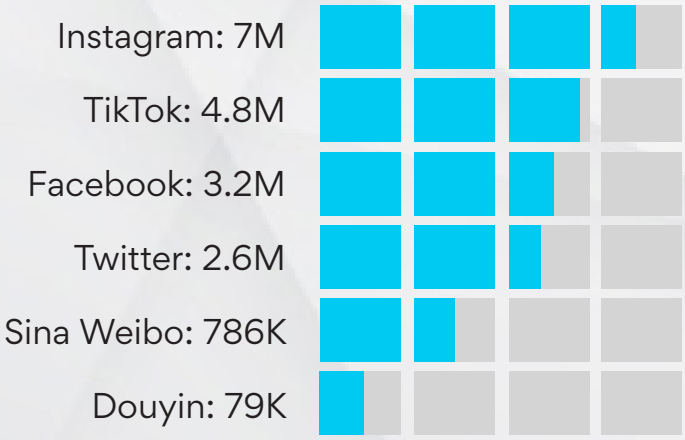
SPORTS MOMENTS

There were too many sports moments to choose in 2022, so here's a selection of some of our favorites across soccer, basketball, tennis, racing, and more.

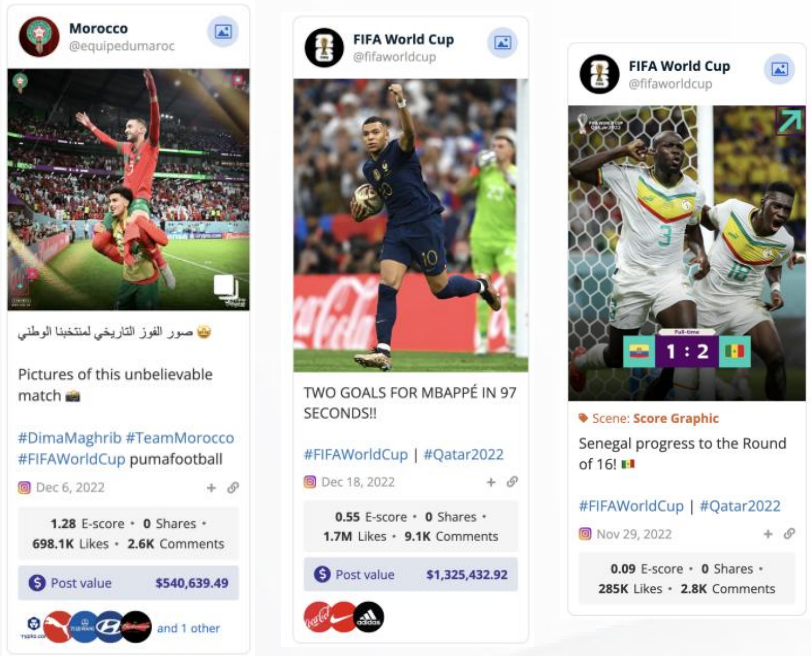
2022 FIFA WORLD CUP

The Qatar 2022 World Cup offered sports fans world-class matches and exciting moments, which ended in what will go down as the greatest FIFA World Cup Final ever, as Lionel Messi and Argentina defeated Kylian Mbappé and France.

The Qatar World Cup took center stage on social media, as FIFA World Cup's official social networks **added more than 18.5 million followers from November 20 - December 18, 2022.**



Data from 11/20/22 - 12/18/22 in Blinkfire



SPORTS MOMENTS

MESSI, THE GOAT

Lionel Messi, with his sensational World Cup performance plus Argentina's FIFA World Cup victory, dispelled doubts about who is the GOAT. Following Argentina's World Cup title, the Albiceleste star posted a photo on Instagram of him hoisting the World Cup trophy. That post has now become the most engaging post ever on social media. **Year-to-date, Messi has gained 116.1 million new followers (as of December 21, 2022).** Twenty-nine percent of Messi's followers occurred during the World Cup and the days following Argentina's win. Of Messi's 35 million new followers, 30.2 million were from Instagram, 4.6 million were from Facebook, and 30,000 were from YouTube.



SPORTS MOMENTS

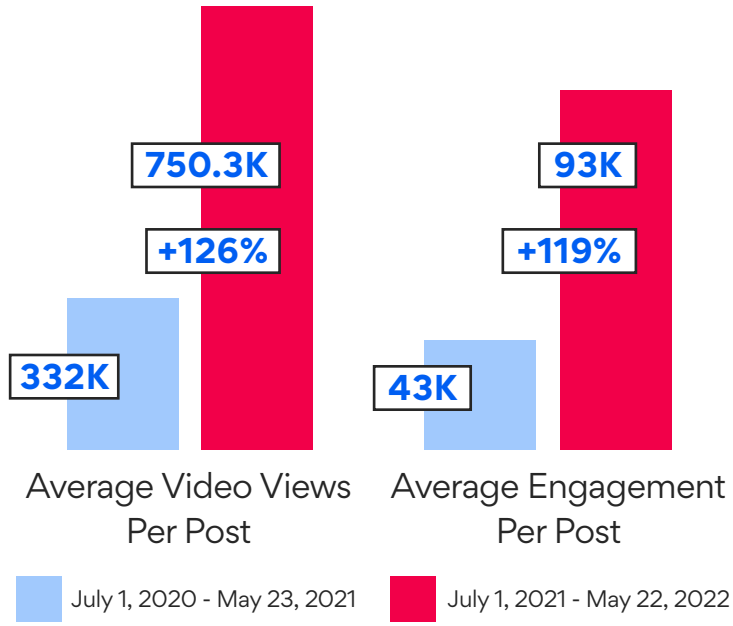
2021-2022 LALIGA SEASON

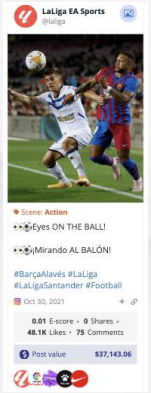
LaLiga Santander's 2021-2022 season was one of excitement, upsets, and a Real Madrid victory. At Blinkfire, we reviewed the season across social and digital.

During the 2021-2022 LaLiga Santander season, LaLiga teams **published 48% more TikTok posts, and Instagram Reels increased by 354%.**

Shorter videos were a winning strategy for LaLiga teams, as fans engage with the popular posts that often include fun effects like music and illustrations. Average engagement per TikTok post increased 119% year-over-year to 93K, while average videos views per post increased 126% to 750.3K.

TIKTOK GROWTH





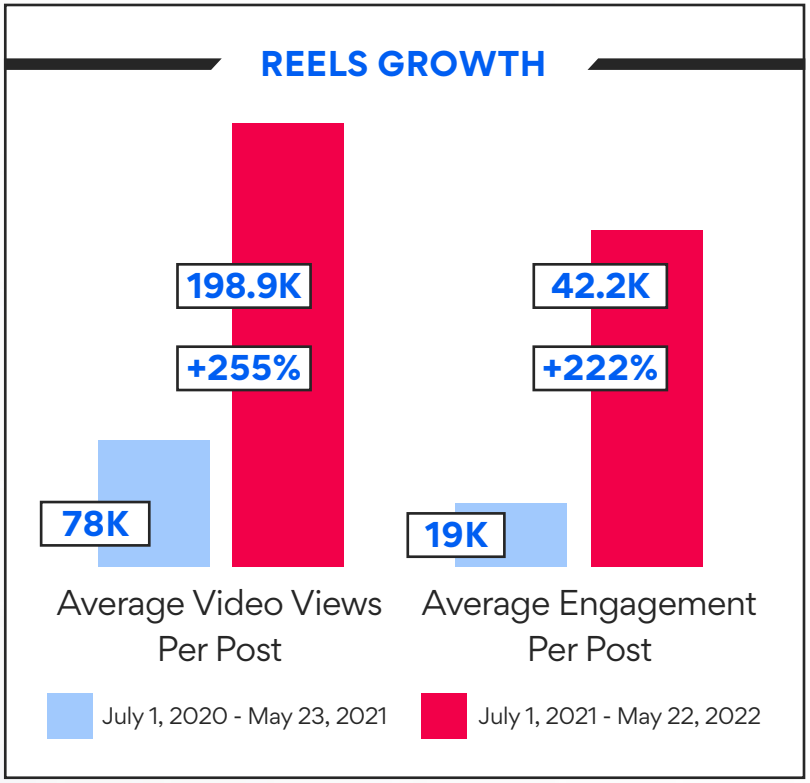


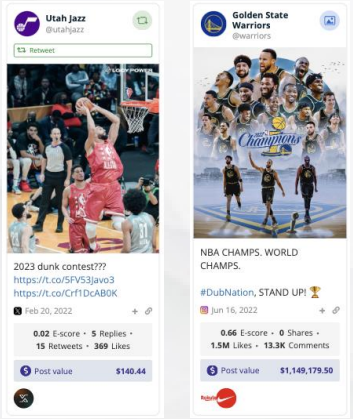
SPORTS MOMENTS

2021–2022 NBA SEASON

The NBA 2021-2022 season saw the Golden State Warriors, led by Steph Curry, win their fourth title in eight seasons, defeating the Boston Celtics 4-2 in the NBA Finals.

During the 2021-2022 NBA season, NBA teams published 91% more TikTok posts and 686% more Reels. Teams like the Chicago Bulls, Utah Jazz, Golden State Warriors, and Charlotte Hornets consistently made TikToks and Reels that drove both engagements and video views. **Due to the similar content creation across TikTok and Reels, teams had the opportunity to use the same videos on both platforms, where they targeted different audiences.**



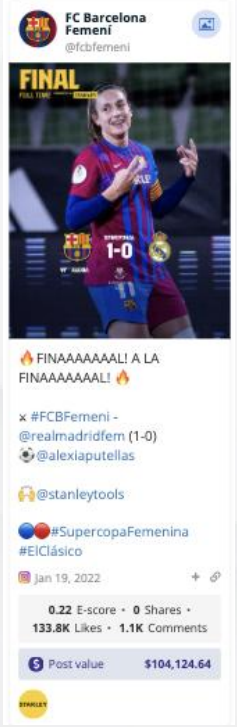


SPORTS MOMENTS

ATHLETES THAT SHINED IN 2022

Alexia Putellas

2022 was a bittersweet year for the FC Barcelona Femení player, marked by an injury she suffered days before the Euro Cup. **But every story has a silver lining, as Alexia Putellas' stellar 2021/22 season earned her the Ballon d'Or for the second straight year.** The Catalan will go down in history as the first Spaniard to win this award twice.





Putella's talents have not only won her titles, but also **millions of followers and many deals from brands like Nike, Visa, Allianz, and Hublot.**

SPORTS MOMENTS

THE SPANIARDS RULE TENNIS

Spanish tennis had an epic year, as one veteran and one newcomer represented the past, present, and future of the sport.

Rafael Nadal

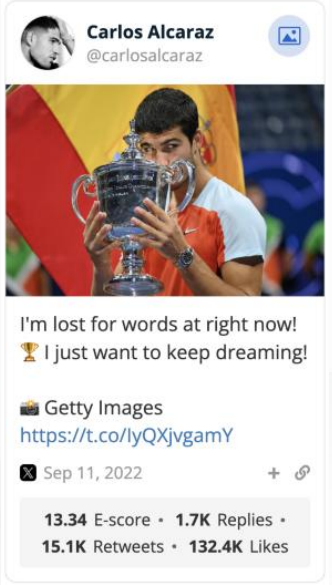
Rafael Nadal, the Balearic tennis player, **started the year by winning the Australian Open in an epic comeback against Daniil Medvedev.** After his victory, Nadal set his sights on becoming the male tennis player with the most grand slams ever. He made history at Roland Garros, winning his 14th French Open title and 22nd grand slam.



Carlos Alcaraz

Carlos Alcaraz revolutionized the ATP circuit by putting those tennis players he admired as a child between the ropes. The Murcian won his first grand slam in 2022 at the US Open. His victory in New York earned him a #1 ATP ranking, the youngest tennis player to do so at 19 years, four months, and six days. **For the first time since 2003, a tennis player who does not belong to the big four (Federer, Nadal, Djokovic, and Murray) holds the World #1.**

Alcaraz's stellar 2022 season earned him more than 2.7 million followers on social media, a 638% increase compared to 2021.



SPORTS MOMENTS

SERENA AND FEDERER BID FAREWELL

In 2022, we have said goodbye to two of the best tennis players in history: Serena Williams and Roger Federer.

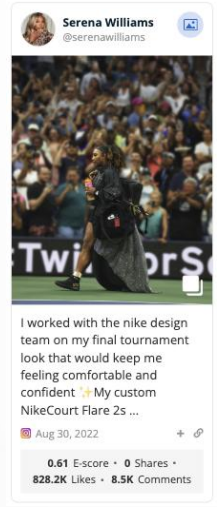
Serena Williams

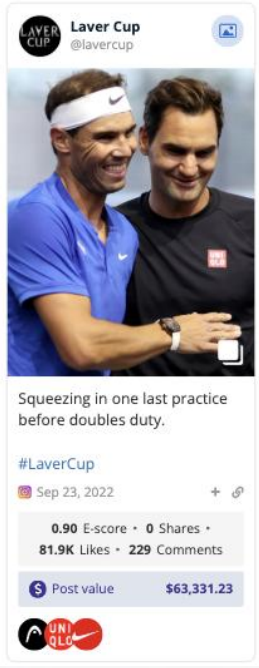
The American holds 23 grand slam titles, second only to Margaret Court. Before Serena's goodbye to tennis at the US Open, she announced her farewell in the pages of *Vogue* in a first-person essay that reminded us why she is an icon that transcends the game of tennis.

23 GRAND SLAMS & **20** GRAND SLAMS

Roger Federer

One of the most memorable images this year is of Roger Federer and Rafa Nadal crying after the Swiss sensation played his final match ever at the Laver Cup. The photo reflects a rivalry and friendship that has lasted decades. **Federer's performance and impact go deeper than his 20 grand slams and 310 weeks at World #1.** The Swiss will be remembered as one of the most elegant tennis players in history and the first tennis player to earn more than one billion dollars between tournament earnings and sponsorships.





SPORTS MOMENTS

Ducati MotoGP

2022 was a great year for the Ducati team. **Lenovo won the triple crown, as motorcyclist Pecco Bagnaia won the Teams' title, the Manufacturers' title, and the Drivers' title.**

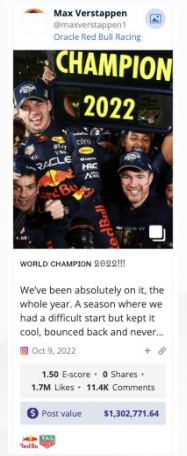
Bagnaia's victory came at the last Valencia Grand Prix, as his ninth place was enough for him to occupy the first position on the podium in the Championship. The Italian rider was not the only winner for Ducati in 2022: Among the top five standings, three were from the Italian brand: Bagnaia and Jack Miller (Ducati Lenovo Team) and Enea Bastianini, from the satellite team (Gresini Racing MotoGP).



Verstappen's F1 Run

Dutchman Max Verstappen won the Formula 1 World Championship for the second year in a row, as did his Red Bull Racing team.

Verstappen's 2022 social media figures were incredible. **He earned more than 2.7 million new followers, and his Instagram average engagement per post was 451K engagements per post.** However, 2022 did not surpass 2021, Verstappen's first year as world champion — where he added 6.4 million new followers, and his Instagram average engagement per post exceeded 474K engagements per post.



SPORTS MOMENTS

Eliud Kipchoge's Record

The streets of Berlin witnessed the new world record for the men's marathon. **Kenya's Eliud Kipchoge beat the previous record by 30 seconds, which he set in Berlin in 2018.** The Kenyan's record adds one more title to his four Olympic medals, two world championships, and 10 first places in the biggest marathons: four in Berlin, four in London, one in Tokyo, and one in Chicago.



Stéphanie Frappart

Referee Stéphanie Frappart holds a lot of firsts. In 2020, she **became the first woman to referee a UEFA Champions League match, a Europa League match,** and a European Super Cup match. During the 2022 FIFA World Cup, the image to the right went viral, as Frappar became the first woman to referee a men's World Cup match with an all-female referee team (Neuza Back and Karen Díaz) for Germany versus Costa Rica.



ABOUT BLINKFIRE

Blinkfire is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at **marketing@blinkfire.com** or visit **www.blinkfire.com.**

