



BLINKFIRE ANALYTICS

GLOBAL RANKING Q1 2022

ESPORTS

- TOTAL ENGAGEMENT
- TOTAL VIDEO VIEWS
- AVERAGE ENGAGEMENT/POST
- AVERAGE VIDEO VIEWS/POST



Blinkfire Global Ranking

Blinkfire's Global Ranking benchmarks teams and leagues based on social media metrics like engagements, followers, and video views. The following pages include Global Rankings from select esports leagues based on **social media engagement and video views**.

ESPORTS



LEAGUE OF LEGENDS CHAMPIONS KOREA

TOTAL ENGAGEMENT

1		T1	8.8M
2		DRX	356K
3		GEN.G	230K
4		DWG KIA	195K
5		NS REDFORCE	155K
6		KWANGDONG FREecs	145K
7		LIIV SANDBOX	90K
8		HANWHA LIFE ESPORTS	81K
9		FREDIT BRION	57K
10		KT ROLSTER	6.8K

TOTAL VIDEO VIEWS

1		T1	139M
2		DWG KIA	3.7M
3		GEN.G	3.6M
4		DRX	1.5M
5		HANWHA LIFE ESPORTS	867K
6		NS REDFORCE	765K
7		KWANGDONG FREecs	521K
8		FREDIT BRION	417K
9		LIIV SANDBOX	155K
10		KT ROLSTER	N/A

Total engagement and video views from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



LEAGUE OF LEGENDS CHAMPIONS KOREA

AVERAGE ENGAGEMENT/POST

1		T1	3.7K
2		DRX	475
3		DWG KIA	380
4		HANWHA LIFE ESPORTS	220
5		NS REDFORCE	210
6		GEN.G	190
7		KWANGDONG FREECS	188
8		KT ROLSTER	150
9		FREDIT BRION	120
10		LIIV SANDBOX	90

AVERAGE VIDEO VIEWS/POST

1		T1	185K
2		DWG KIA	73K
3		HANWHA LIFE ESPORTS	14K
4		DRX	13.9K
5		GEN.G	13K
6		KWANGDONG FREECE	8.5K
7		NS REDFORCE	7.4K
8		FREDIT BRION	5.9K
9		LIIV SANDBOX	1.2K
10		KT ROLSTER	N/A

Avg eng/post and avg video views/post from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



LEAGUE OF LEGENDS CHAMPIONS EUROPE

TOTAL ENGAGEMENT

1		G2 ESPORTS	7.8M
2		TEAM VITALITY	3.5M
3		SK GAMING	3.3M
4		MISFITS GAMING	2.6M
5		FNATIC	2.4M
6		ASTRALIS	1.8M
7		MAD LIONS	451K
8		EXCEL ESPORTS	447K
9		TEAM BDS	325K
10		ROGUE	281K

TOTAL VIDEO VIEWS

1		G2 ESPORTS	60.1M
2		TEAM VITALITY	17.1M
3		FNATIC	16.3M
4		ASTRALIS	10.6M
5		SK GAMING	4.3M
6		MISFITS GAMING	4.2M
7		MAD LIONS	3.9M
8		EXCEL ESPORTS	2.2M
9		TEAM BDS	1.8M
10		ROGUE	829K

Total engagement and video views from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



LEAGUE OF LEGENDS CHAMPIONS EUROPE

AVERAGE ENGAGEMENT/POST

1		MISFITS GAMING	5.2K
2		SK GAMING	2K
3		TEAM VITALITY	1.9K
4		G2 ESPORTS	1.5K
5		FNATIC	1.2K
6		ASTRALIS	506
7		TEAM BDS	279
8		ROGUE	261
9		EXCEL ESPORTS	219
10		MAD LIONS	188

AVERAGE VIDEO VIEWS/POST

1		MISFITS GAMING	60K
2		G2 ESPORTS	46K
3		FNATIC	28K
4		TEAM VITALITY	27K
5		SK GAMING	15K
6		ASTRALIS	12K
7		TEAM BDS	8.1K
8		ROGUE	6.2K
9		EXCEL ESPORTS	5.4K
10		MAD LIONS	4.8K

Avg eng/post and avg video views/ post from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



LEAGUE OF LEGENDS CHAMPIONSHIP SERIES

TOTAL ENGAGEMENT

1		TEAM LIQUID	15M
2		100 THIEVES	7.5M
3		TSM	4.5M
4		CLOUD9	1.9M
5		FLYQUEST	378K
6		EVIL GENIUSES	197K
7		TEAM DIGNITAS	118K
8		IMMORTALS	84K
9		COUNTER LOGIC GAMING	54K
10		GOLDEN GUARDIANS LOL	53K

TOTAL VIDEO VIEWS

1		100 THIEVES	58.1M
2		TSM	36.8M
3		TEAM LIQUID	17.8M
4		CLOUD9	12.2M
5		EVIL GENIUSES	3.2M
6		FLYQUEST	1.7M
7		IMMORTALS	707K
8		TEAM DIGNITAS	439K
9		COUNTER LOGIC GAMING	436K
10		GOLDEN GUARDIANS LOL	311K

Total engagement and video views from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



LEAGUE OF LEGENDS — CHAMPIONSHIP SERIES

AVERAGE ENGAGEMENT/POST

1		TEAM LIQUID	19K
2		100 THIEVES	6.2K
3		TSM	1.4K
4		CLOUD9	990
5		FLYQUEST	220
6		EVIL GENIUSES	130
7		TEAM DIGNITAS	120
8		GOLDEN GUARDIANS LOL	90
9		COUNTER LOGIC GAMING	70
10		IMMORTALS	50

AVERAGE VIDEO VIEWS/POST

1		100 THIEVES	118K
2		TEAM LIQUID	51K
3		TSM	41K
4		CLOUD9	32K
5		EVIL GENIUSES	6.1K
6		FLYQUEST	5.7K
7		TEAM DIGNITAS	2.6K
8		GOLDEN GUARDIANS LOL	2.1K
9		COUNTER LOGIC GAMING	2K
10		IMMORTALS	1.8K

Avg eng/post and avg video views/post from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



CALL OF DUTY LEAGUE

TOTAL ENGAGEMENT

1		NEW YORK SUBLINERS	533K
2		OPTIC TEXAS	407K
3		MINNESOTA ROKKR	233K
4		TORONTO ULTRA	225K
5		LOS ANGELES THIEVES	170K
6		LOS ANGELES GUERRILLAS	146K
7		FLORIDA MUTINEERS	112K
8		BOSTON BREACH	104K
9		ATLANTA FAZE	43K
10		SEATTLE SURGE	40K

TOTAL VIDEO VIEWS

1		NEW YORK SUBLINERS	15.4M
2		OPTIC TEXAS	15.37M
3		TORONTO ULTRA	12.8M
4		MINNESOTA ROKKR	12.6M
5		LOS ANGELES GUERRILLAS	4.8M
6		LOS ANGELES THIEVES	1.3M
7		BOSTON BREACH	1M
8		FLORIDA MUTINEERS	857K
9		SEATTLE SURGE	825K
10		LONDON ROYAL RAVENS	474K

Total engagement and video views from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



CALL OF DUTY LEAGUE

AVERAGE ENGAGEMENT/POST

1		LOS ANGELES THIEVES	2.7K
2		OPTIC TEXAS	2.5K
3		NEW YORK SUBLINERS	1.4K
4		ATLANTA FAZE	1K
5		MINNESOTA ROKKR	600
6		TORONTO ULTRA	470
7		FLORIDA MUTINEERS	360
8		BOSTON BREACH	300
9		SEATTLE SURGE	260
10		LONDON ROYAL RAVENS	240

AVERAGE VIDEO VIEWS/POST

1		LOS ANGELES THIEVES	66.8K
2		OPTIC TEXAS	35K
3		NEW YORK SUBLINERS	32.5K
4		MINNESOTA ROKKR	30K
5		ATLANTA FAZE	18K
6		BOSTON BREACH	12K
7		LONDON ROYAL RAVENS	7.4K
8		LOS ANGELES GUERRILLAS	7.2K
9		TORONTO ULTRA	7.1K
10		FLORIDA MUTINEERS	6.9K

Avg eng/post and avg video views/post from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



THE OVERWATCH LEAGUE

TOTAL ENGAGEMENT

1		SAN FRANCISCO SHOCK	2.5M
2		FLORIDA MAYHEM	911K
3		TORONTO DEFIANT	425K
4		WASHINGTON JUSTICE	386K
5		DALLAS FUEL	300K
6		VANCOUVER TITANS	210K
7		HOUSTON OUTLAWS	183K
8		NEW YORK EXCELSIOR	139K
9		PARIS ETERNAL	93K
10		LOS ANGELES GLADIATORS	75K

TOTAL VIDEO VIEWS

1		SAN FRANCISCO SHOCK	23.2M
2		FLORIDA MAYHEM	5.8M
3		WASHINGTON JUSTICE	1.9M
4		HOUSTON OUTLAWS	1.2M
5		TORONTO DEFIANT	1.1M
6		VANCOUVER TITANS	816K
7		PHILADELPHIA FUSION	704K
8		DALLAS FUEL	508K
9		NEW YORK EXCELSIOR	483K
10		LOS ANGELES GLADIATORS	336K

Total engagement and total video views from Instagram, Twitter, Facebook, TikTok, Twitch, and YouTube



THE OVERWATCH LEAGUE

AVERAGE ENGAGEMENT/POST

1		SAN FRANCISCO SHOCK	8K
2		FLORIDA MAYHEM	1K
3		LOS ANGELES VALIANT	850
4		NEW YORK EXCELSIOR	820
5		PHILADELPHIA FUSION	600
6		WASHINGTON JUSTICE	490
7		TORONTO DEFIANT	470
8		SEOUL DYNASTY	350
9		HOUSTON OUTLAWS	330
10		BOSTON UPRISING	320

AVERAGE VIDEO VIEWS/POST

1		SAN FRANCISCO SHOCK	283K
2		PHILADELPHIA FUSION	32K
3		FLORIDA MAYHEM	20K
4		NEW YORK EXCELSIOR	18K
5		WASHINGTON JUSTICE	15K
6		SEOUL DYNASTY	14K
7		LOS ANGELES GLADIATORS	13K
8		PARIS ETERNAL	6.9K
9		HOUSTON OUTLAWS	6.1K
10		CHENGDU HUNTERS	6K

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