



BLINKFIRE ANALYTICS

GLOBAL RANKING Q2 2022

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 sports and leagues based on **social media average video views per post**.

MEN'S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

AVERAGE VIDEO VIEWS/POST

1		REAL MADRID	654K
2		MANCHESTER UNITED FC	567K
3		BEŞİKTAŞ JIMNASTİK KULÜBÜ	364K
4		PARIS SAINT-GERMAIN FC	344K
5		LIVERPOOL FC	308K
6		CHELSEA FC	284K
7		FC BAYERN MÜNCHEN	251K
8		FC BARCELONA	232K
9		FC ZENIT ST. PETERSBURG	190K
10		MANCHESTER CITY	181K

AVERAGE VIDEO VIEWS/POST

1		REAL MADRID	6.4M
2		FC BARCELONA	3.4M
3		PARIS SAINT-GERMAIN FC	2.8M
4		MANCHESTER UNITED FC	2M
5		LIVERPOOL FC	1.5M
6		FC BAYERN MÜNCHEN	1.2M
7		BEŞİKTAŞ JIMNASTİK KULÜBÜ	1M
8		CHELSEA FC	866K
9		JUVENTUS FC	821K
10		MANCHESTER CITY	786K

AVERAGE VIDEO VIEWS/POST

1		BEŞİKTAŞ JIMNASTİK KULÜBÜ	392K
2		CHELSEA FC	76.6K
3		MANCHESTER UNITED FC	54K
4		LIVERPOOL FC	50K
5		REAL MADRID	46K
6		SL BENFICA	44K
7		AFC AJAX	41K
8		BORUSSIA DORTMUND	40K
9		FC BARCELONA	34K
10		ATLETICO DE MADRID	18K

Average video views from Instagram, Twitter, Facebook, TikTok, YouTube, and Sina Weibo

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN'S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

 AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST			
1		REAL MADRID	829K	1		REAL MADRID	4.8M	1		REAL MADRID	735K
2		CHELSEA FC	550K	2		PARIS SAINT-GERMAIN FC	4.1M	2		LIVERPOOL FC	610K
3		PARIS SAINT-GERMAIN FC	472K	3		LIVERPOOL FC	3.3M	3		MANCHESTER UNITED FC	503K
4		FC BARCELONA	467K	4		CHELSEA FC	2.9M	4		MANCHESTER CITY FC	352K
5		MANCHESTER UNITED FC	328K	5		MANCHESTER UNITED FC	2.2M	5		FC BAYERN MÜNCHEN	291K
6		FC BAYERN MÜNCHEN	310K	6		FC ZENIT ST. PETERSBURG	1.7M	6		FC BARCELONA	194K
7		MANCHESTER CITY FC	259K	7		FC BARCELONA	1.69M	7		CHELSEA FC	186K
8		LIVERPOOL FC	250K	8		MANCHESTER CITY FC	1.48M	8		PARIS SAINT-GERMAIN FC	146K
9		ATLETICO DE MADRID	203K	9		FC BAYERN MÜNCHEN	1.41M	9		JUVENTUS FC	126K
10		AC MILAN	158K	10		FC ZENIT ST. PETERSBURG	991K	10		AC MILAN	106K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



AVERAGE VIDEO
VIEWS/POST

1		MANCHESTER UNITED FC	23.4K
2		FC BARCELONA	20.2K
3		REAL MADRID	18.1K
4		FC BAYERN MÜNCHEN	14.9K
5		LIVERPOOL FC	10.5K
6		MANCHESTER CITY FC	9K
7		AC MILAN	8.1K
8		CHELSEA FC	6.7K
9		PARIS SAINT-GERMAIN FC	5.6K
10		ATLETICO DE MADRID	4.7K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN'S SOCCER



MLS

AVERAGE VIDEO VIEWS/POST

1		SAN JOSE EARTHQUAKES	44.1K
2		INTER MIAMI CF	34.9K
3		LA GALAXY	30.1K
4		SEATTLE SOUNDERS FC	23.7K
5		SPORTING KANSAS CITY	19K
6		TORONTO FC	18.3K
7		CHICAGO FIRE FC	16.6K
8		LOS ANGELES FC	13.8K
9		CHARLOTTE FC	11.9K
10		ATLANTA UNITED	9.7K



AVERAGE VIDEO VIEWS/POST

1		CHICAGO FIRE FC	47.8K
2		LOS ANGELES FC	34.7K
3		LA GALAXY	29.1K
4		SEATTLE SOUNDERS FC	27.8K
5		TORONTO FC	27K
6		ORLANDO CITY SC	26.1K
7		INTER MIAMI CF	25.2K
8		FC DALLAS	24.3K
9		SAN JOSE EARTHQUAKES	22.1K
10		CHARLOTTE FC	21.8K



AVERAGE VIDEO VIEWS/POST

1		SEATTLE SOUNDERS FC	6M
2		CHARLOTTE FC	4.7M
3		LA GALAXY	2.64M
4		SPORTING KANSAS CITY	2.6M
5		AUSTIN FC	2.33M
6		TORONTO FC	2.32M
7		FC CINCINNATI	2.1M
8		ST. LOUIS CITY SC	1.8M
9		CLUB DE FOOT MONTREAL	1.7M
10		PHILADELPHIA UNION	1.6M

Average video views from Instagram, Twitter, Facebook, TikTok , and YouTube

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN’S SOCCER



MLS

	AVERAGE VIDEO VIEWS/POST		
1		SEATTLE SOUNDERS FC	63K
2		LA GALAXY	60.5K
3		CHICAGO FIRE FC	25.6K
4		LOS ANGELES FC	21.7K
5		SPORTING KANSAS CITY	18.2K
6		FC CINCINNATI	13.1K
7		CLUB DE FOOT MONTRÉAL	12.4K
8		PORTLAND TIMBERS	12.1K
9		NEW YORK CITY FC	11K
10		CHARLOTTE FC	10.6K

	AVERAGE VIDEO VIEWS/POST		
1		SAN JOSE EARTHQUAKES	336K
2		INTER MIAMI CF	139K
3		TORONTO FC	114K
4		SPORTING KANSAS CITY	94.3K
5		COLUMBUS CREW	74.5K
6		LA GALAXY	72.5K
7		LOS ANGELES FC	66K
8		NEW YORK CITY FC	48.6K
9		CLUB DE FOOT MONTRÉAL	47.1M
10		SEATTLE SOUNDERS FC	42.8K

	AVERAGE VIDEO VIEWS/POST		
1		LOS ANGELES FC	5.7K
2		TORONTO FC	5K
3		SEATTLE SOUNDERS FC	3.1K
4		NEW YORK CITY FC	3K
5		LA GALAXY	2.2K
6		ATLANTA UNITED	1.99K
7		DC UNITED	1.97K
8		NEW YORK RED BULLS	1.9K
9		NASHVILLE SC	1.8K
10		CHARLOTTE FC	1.2K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

AVERAGE VIDEO VIEWS/POST

1		CHELSEA FC WOMEN	116K
2		ARSENAL WOMEN FC	96.3K
3		FC BARCELONA FEMENÍ	95.4K
4		LIVERPOOL FC WOMEN	44.9K
5		OLYMPIQUE LYONNAIS	44.8K
6		REAL MADRID FEMENINO	43.5K
7		MANCHESTER UNITED FC	42.2K
8		JUVENTUS WOMEN	32.1K
9		PSG FÉMININES	29.8K
10		SL BENFICA FEMININO	26.2K

Average video views from Instagram, Twitter, and Facebook



AVERAGE VIDEO VIEWS/POST

1		FC BARCELONA FEMENÍ	144K
2		REAL MADRID FEMENINO	126K
3		CHELSEA FC WOMEN	86.7K
4		PSG FÉMININES	79.1K
5		LIVERPOOL FC WOMEN	78.3K
6		MANCHESTER UNITED FC	61.6K
7		JUVENTUS WOMEN	60K
8		ARSENAL WOMEN FC	45.1K
9		OLYMPIQUE LYONNAIS	26.5K
10		SL BENFICA FEMININO	26.2K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

AVERAGE VIDEO
VIEWS/POST

1		ARSENAL WOMEN FC	113K
2		CHELSEA FC WOMEN	90.5K
3		FC BARCELONA FEMENÍ	85.5K
4		LIVERPOOL FC WOMEN	20.5K
5		PSG FÉMININES	15K
6		REAL MADRID FEMENINO	14.4K
7		OLYMPIQUE LYONNAIS	10.3K
8		JUVENTUS WOMEN	8.9K
9		VFL WOLFSBURG FRAUENFUSSBALL	5.5K
10		FC BAYERN FRAUENFUSSBALL	5.2K

AVERAGE VIDEO
VIEWS/POST

1		CHELSEA FC WOMEN	174K
2		OLYMPIQUE LYONNAIS FÉMININ	105K
3		FC BARCELONA FEMENÍ	88.8K
4		REAL MADRID FEMENINO	66.3K
5		LIVERPOOL FC WOMEN	39.6K
6		MANCHESTER UNITED FC	37.5K
7		ARSENAL WOMEN FC	34.7K
8		VFL WOLFSBURG FRAUENFUSSBALL	22.7K
9		FC BAYERN FRAUENFUSSBALL	11.7K
10		PSG FÉMININES	6.8K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

WOMEN'S SOCCER



NWSL

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			AVERAGE VIDEO VIEWS/POST				
1		PORTLAND THORNS	10.14K	1		OL REIGN	33K	1		PORTLAND THORNS	8.6K
2		WASHINGTON SPIRIT	10.1K	2		NJNY GOTHAM FC	27.3K	2		KANSAS CITY CURRENT	8K
3		ANGEL CITY FC	9.6K	3		PORTLAND THORNS	25.6K	3		WASHINGTON SPIRIT	7.5K
4		OL REIGN	8.8K	4		WASHINGTON SPIRIT	17.7K	4		ANGEL CITY FC	7.4K
5		NJNY GOTHAM FC	8.7K	5		SAN DIEGO WAVE FC	16.6K	5		OL REIGN	6.7K
6		SAN DIEGO WAVE FC	7.4K	6		ANGEL CITY	16.4K	6		RACING LOUISVILLE FC	6.14K
7		HOUSTON DASH	6.1K	7		CHICAGO RED STARS	9.8K	7		NJNY GOTHAM FC	6.1K
8		KANSAS CITY CURRENT	6K	8		RACING LOUISVILLE FC	8.63K	8		SAN DIEGO WAVE	5.4K
9		RACING LOUISVILLE FC	4.7K	9		KANSAS CITY CURRENT	8.61K	9		HOUSTON DASH	4.5K
10		NORTH CAROLINA COURAGE	3.8K	10		HOUSTON DASH	8K	10		ORLANDO PRIDE	3.3K

Average video views per post from Instagram, Twitter, Facebook, and TikTok

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

WOMEN’S SOCCER



NWSL



AVERAGE VIDEO VIEWS/POST

1		PORTLAND THORNS	20.4K
2		HOUSTON DASH	8.3K
3		WASHINGTON SPIRIT	8K
4		NJNY GOTHAM FC	5.5K
5		KANSAS CITY CURRENT	5.4K
6		OL REIGN	4.1K
7		SAN DIEGO WAVE	3.7K
8		RACING LOUISVILLE FC	3.5K
9		ANGEL CITY FC	2.4K
10		NORTH CAROLINA COURAGE	1.5K



AVERAGE VIDEO VIEWS/POST

1		NJNY GOTHAM FC	15.6K
2		ANGEL CITY FC	13.5K
3		PORTLAND THORNS	673K
4		HOUSTON DASH	290K
5		WASHINGTON SPIRIT	271K
6		SAN DIEGO WAVE	208K
7		KANSAS CITY CURRENT	110K
8		RACING LOUISVILLE FC	102K
9		OL REIGN	99K
10		CHICAGO RED STARS	27K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN’S BASKETBALL



NBA

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		GOLDEN STATE WARRIORS	429K	1		GOLDEN STATE WARRIORS	1.1M	1		GOLDEN STATE WARRIORS	302K
2		LOS ANGELES LAKERS	160K	2		LOS ANGELES LAKERS	431K	2		LOS ANGELES LAKERS	149K
3		CHICAGO BULLS	153K	3		MIAMI HEAT	429K	3		BOSTON CELTICS	103K
4		MIAMI HEAT	146K	4		CHICAGO BULLS	330K	4		CHICAGO BULLS	77.6K
5		BOSTON CELTICS	140K	5		BROOKLYN NETS	328K	5		MIAMI HEAT	66K
6		BROOKLYN NETS	95K	6		BOSTON CELTICS	256K	6		BROOKLYN NETS	53K
7		MILWAUKEE BUCKS	73.7K	7		MILWAUKEE BUCKS	176K	7		PHILADELPHIA 76ERS	49.6K
8		DENVER NUGGETS	68.3K	8		PHILADELPHIA 76ERS	157K	8		MILWAUKEE BUCKS	40.4K
9		PHILADELPHIA 76ERS	63K	9		DALLAS MAVERICKS	142K	9		DENVER NUGGETS	37.2K
10		PHOENIX SUNS	54.1K	10		MEMPHIS GRIZZLIES	131K	10		PHOENIX SUNS	31.9K

Average video views per post from Facebook, Instagram, Twitter, TikTok, YouTube, and Sina Weibo

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN’S BASKETBALL



NBA

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		GOLDEN STATE WARRIORS	1M	1		GOLDEN STATE WARRIORS	881K	1		GOLDEN STATE WARRIORS	98.1K
2		LOS ANGELES LAKERS	309K	2		CHCIAGO BULLS	855K	2		LOS ANGELES LAKERS	32.2K
3		BROOKLYN NETS	297K	3		DENVER NUGGETS	518K	3		TORONTO RAPTORS	17K
4		CHICAGO BULLS	200K	4		BOSTON CELTICS	422K	4		PHILADELPHIA 76ERS	16.7K
5		BOSTON CELTICS	180K	5		PORTLAND TRAIL BALZERS	389K	5		MILWAUKEE BUCKS	15K
6		MIAMI HEAT	161K	6		NEW YORK KNICKS	349K	6		CHCIAGO BULLS	14.2K
7		MILWAUKEE BUCKS	154K	7		LOS ANGELES CLIPPERS	347K	7		ORLANDO MAGIC	13.8K
8		SAN ANTONIO SPURS	92.5K	8		UTAH JAZZ	311K	8		DALLAS MAVERICKS	13.1K
9		MEMPHIS GRIZZLES	76.1K	9		MEMPHIS GRIZZLIES	303K	9		BROOKLYN NETS	11.7K
10		DENVER NUGGETS	63.5K	10		CHARLOTTE HORNETS	290K	10		HOUSTON ROCKETS	11.5K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN’S BASKETBALL



NBA



AVERAGE VIDEO
VIEWS/POST

1		GOLDEN STATE WARRIORS	60.6K
2		LOS ANGELES LAKERS	12.3K
3		BROOKLYN NETTS	7.2K
4		CLEVELAND CAVILIERS	5.8K
5		PHILADELPHIA 76ERS	5.7K
6		MEMPHIS GRIZZLIES	5K
7		HOUSTON ROCKETS	4.8K
8		DALLAS MAVERICKS	3.9K
9		PHOENIX SUNS	3.8K
10		LOS ANGELES CLIPPERS	3.8K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN'S BASKETBALL



EUROLEAGUE

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		FENERBAHÇE BEKO	156K	1		FENERBAHÇE BEKO	153K	1		FENERBAHÇE BEKO	35.2M
2		OLYMPIACOS BC	46.3K	2		OLYMPIACOS BC	86.6K	2		ANADOLU EFES SPOR KULÜBÜ	7.9M
3		MACCABI PLAYTIKA TEL AVIV	44.1K	3		KK CRVENA ZVEZDA	45.8K	3		OLYMPIACOS BC	7.5M
4		ANADOLU EFES SPOR KULÜBÜ	33.2K	4		PANATHINAIKOS BC	44.6K	4		FC BARCELONA BÀSQUET	6.2M
5		REAL MADRID BASKET	14.8K	5		ANADOLU EFES SPOR KULÜBÜ	43.4K	5		REAL MADRID BASKET	1.5M
6		KK CRVENA ZVEZDA	14.7K	6		REAL MADRID BASKET	32.8K	6		KK CRVENA ZVEZDA	1.1M
7		PANATHINAIKOS BC	14.4K	7		FC BARCELONA BÀSQUET	29.7K	7		PANATHINAIKOS BC	969K
8		FC BARCELONA BÀSQUET	14K	8		OLIMPIA MILANO	26K	8		ASVEL LYON VILLEURBANNE	821K
9		BC ŽALGIRIS KAUNAS	11.5K	9		BC ŽALGIRIS KAUNAS	21.1K	9		MACCABI PLAYTIKA TEL AVIV	632K
10		OLIMPIA MILANO	9.7K	10		MACCABI PLAYTIKA TEL AVIV	15.3K	10		OLIMPIA MILANO	391K

Average video views per post from Instagram, Twitter, Facebook, and YouTube

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

MEN'S BASKETBALL



EUROLEAGUE

AVERAGE VIDEO
VIEWS/POST

1		MACCABI PLAYTIKA TEL AVIV	169K
2		OLYMPIACOS BC	58.5K
3		FENERBAHÇE BEKO	51.6K
4		ANADOLU EFES SPOR KULÜBÜ	44.2K
5		KK CRVENA ZVEZDA	34.9K
6		PANATHINAIKOS BC	24.6K
7		REAL MADRID BASKET	16.38K
8		OLIMPIA MILANO	16.37K
9		BC ŽALGIRIS KAUNAS	13.1K
10		ASVEL LYON VILLEURBANNE	7.9K

AVERAGE VIDEO
VIEWS/POST

1		OLYMPIACOS BC	20.6K
2		ANADOLU EFES SPOR KULÜBÜ	10.4K
3		FC BAYERN MÜNCHEN BASKETBALL	6K
4		BC ŽALGIRIS KAUNAS	4.6K
5		KK CRVENA ZVEZDA	4.5K
6		MACCABI PLAYTIKA TEL AVIV	4.1K
7		REAL MADRID BASKET	3.4K
8		OLIMPIA MILANO	2.8K
9		ALBA BERLIN	2.16K
10		PBK CSKA MOSCOW	2.16K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

WOMEN’S BASKETBALL



WNBA

AVERAGE VIDEO VIEWS/POST

1		LAS VEGAS ACES	15.7K
2		SEATTLE STORM	11.8K
3		PHOENIX MERCURY	10.9K
4		CHICAGO SKY	9.3K
5		WASHINGTON MYSTICS	8.1K
6		NEW YORK LIBERTY	6.1K
7		INDIANA FEVER	6K
8		DALLAS WINGS	5.4K
9		MINNESOTA LYNX	4.3K
10		LOS ANGELES SPARKS	3.9K

Average video views per post from Instagram, Twitter, and Facebook



AVERAGE VIDEO VIEWS/POST

1		PHOENIX MERCURY	14.5K
2		MINNESOTA LYNX	10.8K
3		SEATTLE STORM	10.4K
4		CHICAGO SKY	9.8K
5		WASHINGTON MYSTICS	8.9K
6		INDIANA FEVER	8.7K
7		LOS ANGELES SPARKS	8.4K
8		LAS VEGAS ACES	8.1K
9		NEW YORK LIBERTY	6.9K
10		ATLANTA DREAM	4.9K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

WOMEN’S BASKETBALL



WNBA



AVERAGE VIDEO
VIEWS/POST

1		SEATTLE STORM	11.4K
2		WASHINGTON MYSTICS	9.7K
3		PHOENIX MERCURY	8.6K
4		LAS VEGAS ACES	8.4K
5		CHICAGO SKY	7.6K
6		NEW YORK LIBERTY	6.8K
7		INDIANA FEVER	4.7K
8		ATLANTA DREAM	3.9K
9		MINNESOTA LYNX	3.5K
10		DALLAS WINGS	3.1K



AVERAGE VIDEO
VIEWS/POST

1		LAS VEGAS ACES	65.6K
2		SEATTLE STORM	12.8K
3		CHICAGO SKY	12.4K
4		PHOENIX MERCURY	10.7K
5		INDIANA FEVER	8.6K
6		MINNESOTA LYNX	5.7K
7		DALLAS WINGS	4.8K
8		NEW YORK LIBERTY	4.4K
9		CONNECTICUT SUN	3.5K
10		LOS ANGELES SPARKS	3.3K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



NFL

AVERAGE VIDEO VIEWS/POST

1		INDIANAPOLIS COLTS	242K
2		BUFFALO BILLS	106K
3		CINCINNATI BENGALS	93.5K
4		KANSAS CITY CHIEFS	90K
5		LAS VEGAS RAIDERS	89.9K
6		SAN FRANCISCO 49ERS	67.2K
7		NEW YORK GIANTS	67.1K
8		LOS ANGELES CHARGERS	66.2K
9		LOS ANGELES RAMS	65.1K
10		ATLANTA FALCONS	64.1K



AVERAGE VIDEO VIEWS/POST

1		LOS ANGELES RAMS	400K
2		LAS VEGAS RAIDERS	203K
3		PHILADELPHIA EAGLES	195K
4		KANSAS CITY CHIEFS	177K
5		CINCINNATI BENGALS	175K
6		GREEN BAY PACKERS	167K
7		PITTSBURGH STEELERS	165K
8		NEW YORK GIANTS	155K
9		DALLAS COWBOYS	154K
10		NEW ENGLAND PATRIOTS	150K



AVERAGE VIDEO VIEWS/POST

1		KANSAS CITY CHIEFS	90.3K
2		LOS ANGELES CHARGERS	77.1K
3		BUFFALO BILLS	75K
4		CINCINNATI BENGALS	68.7K
5		LAS VEGAS RAIDERS	64.5K
6		NEW YORK JETS	49.6K
7		NEW YORK GIANTS	47.2K
8		NEW ENGLAND PATRIOTS	36.1K
9		WASHINGTON COMMANDERS	34.4K
10		MIAMI DOLPHINS	32.9K

Average video views per post from Facebook, Instagram, Twitter, TikTok, and YouTube

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



NFL

 AVERAGE VIDEO VIEWS/ POST				 AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST			
1		PITTSBURGH STEELERS	149K	1		INDIANAPOLIS COLTS	683K	1		LAS VEGAS RAIDERS	39.5K
2		BUFFALO BILLS	128K	2		BUFFALO BILLS	670K	2		LOS ANGELES CHARGERS	31.1K
3		SAN FRANCISCO 49ERS	106K	3		PITTSBURGH STEELERS	344K	3		INDIANAPOLIS COLTS	27.7K
4		DENVER BRONCOS	91.2K	4		CINCINNATI BENGALS	335K	4		LOS ANGELES RAMS	24.9K
5		LAS VEGAS RAIDERS	83.7K	5		KANSAS CITY CHIEFS	332K	5		WASHINGTON COMMANDERS	22.7K
6		CINCINNATI BENGALS	81.4K	6		LOS ANGELES RAMS	320K	6		BALTIMORE RAVENS	18.5K
7		ATLANTA FALCONS	77.4K	7		SAN FRANCISCO 49ERS	310K	7		PITTSBURGH STEELERS	17.8K
8		KANSAS CITY CHIEFS	73.8K	8		DETROIT LIONS	303K	8		PHILADELPHIA EAGLES	17.7K
9		NEW ORLEANS SAINTS	68.9K	9		WASHINGTON COMMANDERS	300K	9		KANSAS CITY CHIEFS	16.9K
10		DALLAS COWBOYS	65.5K	10		DALLAS COWBOYS	293K	10		BUFFALO BILLS	16.6K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



NHL

AVERAGE VIDEO VIEWS/POST

1		NEW YORK RANGERS	70.9K
2		CHICAGO BLACKHAWKS	59.3K
3		PITTSBURGH PENGUINS	56.8K
4		TORONTO MAPLE LEAFS	53.2K
5		COLORADO AVALANCHE	37K
6		WASHINGTON CAPITALS	33.2K
7		BUFFALO SABRES	29.2K
8		ST. LOUIS BLUES	26.4K
9		MONTREAL CANADIENS	25.9K
10		LOS ANGELES KINGS	25.6K



AVERAGE VIDEO VIEWS/POST

1		TORONTO MAPLE LEAFS	115K
2		NEW YORK RANGERS	89.5K
3		WASHINGTON CAPITALS	88.8K
4		PITTSBURGH PENGUINS	87.8K
5		CHICAGO BLACKHAWKS	85.2K
6		EDMONTON OILERS	72.2K
7		MONTREAL CANADIENS	55.9K
8		COLORADO AVALANCHE	54.8K
9		LOS ANGELES KINGS	54.6K
10		BOSTON BRUINS	45.3K



AVERAGE VIDEO VIEWS/POST

1		NEW YORK RANGERS	61.8M
2		PITTSBURGH PENGUINS	19M
3		BUFFALO SABRES	15.5M
4		ST. LOUIS BLUES	15.4M
5		TORONTO MAPLE LEAFS	13.7M
6		LOS ANGELES KINGS	12.6M
7		DALLAS STARS	12.55M
8		CHICAGO BLACKHAWKS	11.2M
9		MONTREAL CANADIENS	10.9M
10		WASHINGTON CAPITALS	10.2M

Average video views per post from Instagram, Twitter, Facebook, TikTok, and YouTube

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



NHL

 AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST			
1		NEW YORK RANGERS	98.2K	1		TORONTO MAPLE LEAFS	443K	1		MINNESOTA WILD	41.8K
2		COLORADO AVALANCHE	90.7K	2		MONTREAL CANADIENS	362K	2		MONTREAL CANADIENS	15.6K
3		PITTSBURGH PENGUINS	87.1K	3		NEW YORK RANGERS	245K	3		PITTSBURGH PENGUINS	12.4K
4		CHICAGO BLACKHAWKS	72.3K	4		EDMONTON OILERS	210K	4		TORONTO MAPLE LEAFS	11.4K
5		TORONTO MAPLE LEAFS	67.1K	5		CALGARY FLAMES	181K	5		LOS ANGELES KINGS	10K
6		EDMONTON OILERS	52.3K	6		ANAHEIM DUCKS	167K	6		VANCOUVER CANUCKS	9.9K
7		WASHINGTON CAPITALS	39.7K	7		CAROLINA HURRICANES	157K	7		COLORADO AVALANCHE	7.9K
8		ANAHEIM DUCKS	38.7K	8		WASHINGTON CAPITALS	150K	8		ST. LOUIS BLUES	7K
9		BUFFALO SABRES	38.1K	9		WINNIPEG JETS	141K	9		EDMONTON OILERS	6.3K
10		MONTREAL CANADIENS	30.7K	10		BOSTON BRUINS	132K	10		NEW YORK RANGERS	5.3K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



MLB

AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST

1		NEW YORK YANKEES	186K
2		ATLANTA BRAVES	174K
3		ST. LOUIS CARDINALS	153K
4		LOS ANGELES DODGERS	136K
5		LOS ANGELES ANGELS	112K
6		BOSTON RED SOX	86.8K
7		TORONTO BLUE JAYS	84.4K
8		CHICAGO CUBS	84.1K
9		HOUSTON ASTROS	82.7K
10		SAN FRANCISCO GIANTS	79.6K

1		ATLANTA BRAVES	331K
2		NEW YORK YANKEES	242K
3		TORONTO BLUE JAYS	225K
4		LOS ANGELES ANGELS	223K
5		LOS ANGELES DODGERS	212K
6		ST. LOUIS CARDINALS	211.6K
7		HOUSTON ASTROS	160K
8		SAN DIEGO PADRES	128K
9		BOSTON RED SOX	120K
10		SAN FRANCISCO GIANTS	106K

1		LOS ANGELES ANGELS	123K
2		NEW YORK YANKEES	117K
3		ATLANTA BRAVES	103K
4		ST. LOUIS CARDINALS	103K
5		LOS ANGELES DODGERS	79.3K
6		SEATTLE MARINERS	52.8K
7		BOSTON RED SOX	51.6K
8		HOUSTON ASTROS	49.6K
9		TORONTO BLUE JAYS	49K
10		PITTSBURGH PIRATES	47.3K

Average video views per post from Facebook, Instagram, Twitter, TikTok, and YouTube

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



MLB

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		ST. LOUIS CARDINALS	401K	1		TEXAS RANGERS	551K	1		SAN FRANCISCO GIANTS	53.4K
2		ATLANTA BRAVES	297K	2		NEW YORK YANKEES	538K	2		ATLANTA BRAVES	29.4K
3		CHICAGO CUBS	295K	3		CHICAGO CUBS	507K	3		BOSTON RED SOX	24.5K
4		NEW YORK YANKEES	241K	4		SEATTLE MARINERS	493K	4		LOS ANGELES DODGERS	16.6K
5		CINCINNATI REDS	232K	5		ATLANTA BRAVES	458K	5		DETROIT TIGERS	12.8K
6		TORONTO BLUE JAYS	230K	6		ARIZONA DIAMONDBACKS	309K	6		NEW YORK YANKEES	12K
7		LOS ANGELES DODGERS	186K	7		SAN FRANCISCO GIANTS	287K	7		MILWAUKEE BREWERS	11K
8		HOUSTON ASTROS	137K	8		ST. LOUIS CARDINALS	282K	8		TORONTO BLUE JAYS	10.9K
9		BOSTON RED SOX	126K	9		BOSTON RED SOX	271K	9		CHICAGO CUBS	8.8K
10		DETROIT TIGERS	124K	10		TORONTO BLUE JAYS	250K	10		TEXAS RANGERS	8.7K

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.

F1

AVERAGE VIDEO VIEWS/POST

1

ORACLE

Red Bull

RACING

ORACLE RED BULL RACING

502K

2

AMG

PETRONAS

MERCEDES AMG PETRONAS

495K

3

MCLAREN

MCLAREN RACING

275K

4

8

SCUDERIA FERRARI

250K

5

ASTON MARTIN

ASTON MARTIN ARAMCO COGNIZANT

201K

6

HAAS F1 TEAM

192K

7

Alfa Romeo

F1 TEAM

ORLEN

ALFA ROMEO F1 TEAM ORLEN

124K

8

TAURI

SCUDERIA ALPHATAURI

116K

9

ALPINE

ALPINE F1 TEAM

71.1K

10

WILLIAMS

RACING

WILLIAMS RACING

46.2K

AVERAGE VIDEO VIEWS/POST

1

ORACLE

Red Bull

RACING

ORACLE RED BULL RACING

749K

2

8

SCUDERIA FERRARI

743K

3

AMG

PETRONAS

MERCEDES AMG PETRONAS

699K

4

MCLAREN

MCLAREN RACING

694K

5

HAAS F1 TEAM

369K

6

TAURI

SCUDERIA ALPHATAURI

202K

7

Alfa Romeo

F1 TEAM

ORLEN

ALFA ROMEO F1 TEAM ORLEN

188K

8

ASTON MARTIN

ASTON MARTIN ARAMCO COGNIZANT

120K

9

ALPINE

ALPINE F1 TEAM

83.1K

10

WILLIAMS

RACING

WILLIAMS RACING

61.7K

AVERAGE VIDEO VIEWS/POST

1

ORACLE

Red Bull

RACING

ORACLE RED BULL RACING

270K

2

AMG

PETRONAS

MERCEDES AMG PETRONAS

251K

3

8

SCUDERIA FERRARI

196K

4

MCLAREN

MCLAREN RACING

176K

5

TAURI

SCUDERIA ALPHATAURI

125K

6

HAAS F1 TEAM

113K

7

Alfa Romeo

F1 TEAM

ORLEN

ALFA ROMEO F1 TEAM ORLEN

62.9K

8

WILLIAMS

RACING

WILLIAMS RACING

55.4K

9

ASTON MARTIN

ASTON MARTIN ARAMCO COGNIZANT

49.9K

10

ALPINE

ALPINE F1 TEAM

45.9K

Average video views per post from Instagram, Twitter, Facebook, and YouTube

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.



f AVERAGE VIDEO VIEWS/POST		
1		ORACLE RED BULL RACING 669K
2		SCUDERIA FERRARI 233K
3		HAAS F1 TEAM 199K
4		MCLAREN RACING 194K
5		MERCEDES AMG PETRONAS 185K
6		SCUDERIA ALPHATAURI 41.6K
7		ALFA ROMEO F1 TEAM ORLEN 32.4K
8		ASTON MARTIN ARAMCO COGNIZANT 30.9K
9		ALPINE F1 TEAM 18.8K
10		WILLIAMS RACING 17K

▶ AVERAGE VIDEO VIEWS/POST		
1		ORACLE RED BULL RACING 433K
2		MCLAREN RACING 260K
3		MERCEDES AMG PETRONAS 135K
4		SCUDERIA ALPHATAURI 85.9K
5		SCUDERIA FERRARI 39.7K
6		WILLIAMS RACING 18.3K
7		ASTON MARTIN ARAMCO COGNIZANT 14.9K
8		HAAS F1 TEAM 10.2K
9		ALFA ROMEO F1 TEAM ORLEN ---
10		ALPINE F1 TEAM ---

Estimated video views are included in some instances for entities without credentials (who have not authenticated in Blinkfire Analytics) and/or social networks that do not share views publicly.