



BLINKFIRE ANALYTICS

GLOBAL RANKING Q2 2022

TOTAL ENGAGEMENT



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 engagement – total and per platform**.

MEN'S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

TOTAL ENGAGEMENT

1		REAL MADRID	1B
2		LIVERPOOL FC	455.2M
3		FC BARCELONA	440.8M
4		MANCHESTER UNITED FC	384.2M
5		PARIS SAINT-GERMAIN FC	315.1M
6		MANCHESTER CITY FC	238.3M
7		CHELSEA FC	186.9M
8		FC BAYERN MÜNCHEN	144.1M
9		JUVENTUS FC	100.6M
10		AC MILAN	92.3M

TOTAL ENGAGEMENT

1		REAL MADRID	730.7M
2		FC BARCELONA	305M
3		LIVERPOOL FC	298.2M
4		MANCHESTER UNITED FC	286.8M
5		PARIS SAINT-GERMAIN FC	240.3M
6		MANCHESTER CITY FC	176.3M
7		CHELSEA FC	129.6M
8		FC BAYERN MÜNCHEN	97.6M
9		JUVENTUS FC	65.8M
10		AC MILAN	57.9M

TOTAL ENGAGEMENT

1		REAL MADRID	85.6M
2		LIVERPOOL FC	37.3M
3		FC BARCELONA	36.7M
4		CHELSEA FC	21.7M
5		MANCHESTER UNITED FC	17.1M
6		MANCHESTER CITY FC	13.1M
7		PARIS SAINT-GERMAIN FC	7.1M
8		FC BAYERN MÜNCHEN	5.8M
9		BORUSSIA DORTMUND	4.5M
10		BEŞİKTAŞ JİMNASTİK KULÜBÜ	4M

Total engagement from Instagram, Twitter, Facebook, TikTok, YouTube, and Sina Weibo

MEN'S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



TOTAL ENGAGEMENT

1		REAL MADRID	103.6M
2		LIVERPOOL FC	89.8M
3		FC BARCELONA	60.2M
4		MANCHESTER UNITED FC	48.2M
5		FC BAYERN MÜNCHEN	27.1M
6		MANCHESTER CITY FC	27M
7		CHELSEA FC	24.8M
8		PARIS SAINT-GERMAIN FC	19.4M
9		JUVENTUS FC	12.1M
10		AC MILAN	9.7M



TOTAL ENGAGEMENT

1		REAL MADRID	104.9M
2		PARIS SAINT-GERMAIN FC	47.1M
3		FC BARCELONA	36.4M
4		MANCHESTER UNITED FC	29.5M
5		LIVERPOOL FC	25.9M
6		AC MILAN	19.7M
7		MANCHESTER CITY FC	19.5M
8		JUVENTUS FC	18.7M
9		FK ZENIT ST. PETERSBURG	13M
10		AFC AJAX	12.2M



TOTAL ENGAGEMENT

1		REAL MADRID	3.9M
2		LIVERPOOL FC	3.3M
3		MANCHESTER CITY FC	1.9M
4		MANCHESTER UNITED FC	1.8M
5		FC BARCELONA	1.7M
6		AC MILAN	963K
7		FC BAYERN MÜNCHEN	897K
8		CHELSEA FC	882K
9		PARIS SAINT-GERMAIN FC	777K
10		FC INTERNAZIONALE	503K



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



TOTAL ENGAGEMENT

1		REAL MADRID	905K
2		LIVERPOOL FC	589K
3		FC BARCELONA	563K
4		MANCHESTER UNITED FC	485K
5		CHELSEA FC	479K
6		FC BAYERN MÜNCHEN	414K
7		MANCHESTER CITY FC	349K
8		AC MILAN	271K
9		PARIS SAINT-GERMAIN FC	223K
10		FC INTERNAZIONALE	142K

MEN’S SOCCER



MLS

TOTAL ENGAGEMENT

1		LA GALAXY	5.2M
2		SEATTLE SOUNDERS FC	3.7M
3		INTER MIAMI CF	3.4M
4		LOS ANGELES FC	3.3M
5		SAN JOSE EARTHQUAKES	2.2M
6		CHARLOTTE FC	1.6M
7		TORONTO FC	1.52M
8		ATLANTA UNITED	1.51M
9		PHILADELPHIA UNION	1.3M
10		AUSTIN FC	1.1M



TOTAL ENGAGEMENT

1		LOS ANGELES FC	2.6M
2		LA GALAXY	2.5M
3		SEATTLE SOUNDERS	2M
4		INTER MIAMI CF	1.6M
5		CHARLOTTE FC	1.2M
6		ATLANTA UNITED	928K
7		TORONTO FC	912K
8		PHILADELPHIA UNION	857K
9		AUSTIN FC	827K
10		SAN JOSE EARTHQUAKES	785K



TOTAL ENGAGEMENT

1		SEATTLE SOUNDERS FC	616K
2		LA GALAXY	370K
3		LOS ANGELES FC	267K
4		ATLANTA UNITED	254K
5		PHILADELPHIA UNION	245K
6		NASHVILLE SC	233K
7		CHARLOTTE FC	177K
8		AUSTIN FC	176K
9		NEW ENGLAND REVOLUTION	154K
10		MINNESOTA UNITED FC	153K

Total engagement from Instagram, Twitter, Facebook, TikTok, and YouTube

MEN'S SOCCER



MLS



TOTAL ENGAGEMENT

1		SEATTLE SOUNDERS FC	867K
2		LA GALAXY	705K
3		LOS ANGELES FC	344K
4		ATLANTA UNITED	270K
5		CLUB DE FOOT MONTRÉAL	211K
6		PHILADELPHIA UNION	177K
7		SPORTING KANSAS CITY	174K
8		CHICAGO FIRE FC	154K
9		MINNESOTA UNITED FC	143K
10		CHARLOTTE FC	133K



TOTAL ENGAGEMENT

1		LA GALAXY	1.6M
2		INTER MIAMI CF	1.5M
3		SAN JOSE EARTHQUAKES	1.2M
4		TORONTO FC	418K
5		SEATTLE SOUNDERS FC	165K
6		REAL SALT LAKE	149K
7		NEW YORK CITY FC	131K
8		NEW YORK RED BULLS	128K
9		SPORTING KANSAS CITY	96K
10		LOS ANGELES FC	93K



TOTAL ENGAGEMENT

1		SEATTLE SOUNDERS FC	15K
2		LA GALAXY	8K
3		LOS ANGELES FC	7K
4		NEW YORK CITY FC	5K
5		ATLANTA UNITED	4.3K
6		NEW ENGLAND REVOLUTION	4.2K
7		AUSTIN FC	3K
8		CHARLOTTE FC	2.8K
9		MINNESOTA UNITED FC	2.6K
10		PORTLAND TIMBERS	2.5K

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

TOTAL ENGAGEMENT

1		FC BARCELONA FEMENÍ	14.5M
2		CHELSEA FC WOMEN	14M
3		ARSENAL WOMEN FC	5.1M
4		JUVENTUS WOMEN	4M
5		REAL MADRID FEMENINO	3.8M
6		PSG FÉMININES	2.7M
7		OLYMPIQUE LYONNAIS FÉMININ	1.8M
8		FC BAYERN FRAUENFUßBALL	1.7M
9		VFL WOLFSBURG FRAUENFUßBALL	572K
10		SL BENFICA FEMININO	442K

Total engagement from Instagram, Twitter, and Facebook



TOTAL ENGAGEMENT

1		FC BARCELONA FEMENÍ	10.5M
2		CHELSEA FC WOMEN	7.4M
3		JUVENTUS WOMEN	3.6M
4		ARSENAL WOMEN FC	2.9M
5		REAL MADRID FEMENINO	2.4M
6		PSG FÉMININES	2.3M
7		FC BAYERN FRAUENFUßBALL	1.4M
8		OLYMPIQUE LYONNAIS FÉMININ	761K
9		SL BENFICA FEMININO	442K
10		VFL WOLFSBURG FRAUENFUßBALL	411K

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE



TOTAL ENGAGEMENT

1		CHELSEA FC WOMEN	3M
2		FC BARCELONA FEMENÍ	2M
3		ARSENAL WOMEN FC	1.6M
4		REAL MADRID FEMENINO	613K
5		JUVENTUS WOMEN	344K
6		OLYMPIQUE LYONNAIS FÉMININ	240K
7		PSG FÉMININES	172K
8		FC BAYERN FRAUENFUSSBALL	95K
9		VFL WOLFSBURG FRAUENFUSSBALL	71K
10		SERVETTE FC CHÊNOIS FÉMININ	8K



TOTAL ENGAGEMENT

1		CHELSEA FC WOMEN	3.5M
2		FC BARCELONA FEMENÍ	1.9M
3		REAL MADRID FEMENINO	836K
4		OLYMPIQUE LYONNAIS FÉMININ	823K
5		ARSENAL WOMEN FC	564K
6		PSG FÉMININES	269K
7		FC BAYERN FRAUENFUSSBALL	229K
8		VFL WOLFSBURG FRAUENFUSSBALL	89K
9		1899 HOFFENHEIM FRAUEN	22K
10		HB KØGE WOMEN	17K

WOMEN'S SOCCER



NWSL

TOTAL ENGAGEMENT

1		ANGEL CITY FC	1.3M
2		WASHINGTON SPIRIT	947K
3		SAN DIEGO WAVE	815K
4		PORTLAND THORNS	716K
5		NJNY GOTHAM FC	641K
6		OL REIGN	620K
7		KANSAS CITY CURRENT	513K
8		HOUSTON DASH	486K
9		ORLANDO PRIDE	379K
10		RACING LOUISVILLE FC	327K



TOTAL ENGAGEMENT

1		ANGEL CITY FC	992K
2		SAN DIEGO WAVE	658K
3		WASHINGTON SPIRIT	530K
4		NJNY GOTHAM FC	463K
5		OL REIGN	456K
6		PORTLAND THORNS	445K
7		KANSAS CITY CURRENT	315K
8		ORLANDO PRIDE	292K
9		HOUSTON DASH	259K
10		NORTH CAROLINA COURAGE	217K



TOTAL ENGAGEMENT

1		WASHINGTON SPIRIT	196K
2		ANGEL CITY FC	172K
3		KANSAS CITY CURRENT	152K
4		PORTLAND THORNS	133K
5		NJNY GOTHAM FC	113K
6		HOUSTON DASH	111K
7		OL REIGN	109K
8		RACING LOUISVILLE FC	90K
9		SAN DIEGO WAVE	89K
10		ORLANDO PRIDE	65K

Total engagement from Instagram, Twitter, Facebook, and TikTok

WOMEN'S SOCCER



NWSL



TOTAL ENGAGEMENT

1		PORTLAND THORNS	113K
2		WASHINGTON SPIRIT	56K
3		HOUSTON DASH	53K
4		OL REIGN	40.55K
5		KANSAS CITY CURRENT	40.54K
6		CHICAGO RED STARS	35K
7		RACING LOUISVILLE FC	28K
8		ANGEL CITY FC	26K
9		NJNY GOTHAM FC	25K
10		NORTH CAROLINA COURAGE	22K



TOTAL ENGAGEMENT

1		WASHINGTON SPIRIT	163K
2		ANGEL CITY FC	106K
3		HOUSTON DASH	61K
4		SAN DIEGO WAVE	46K
5		NJNY GOTHAM FC	38K
6		PORTLAND THORNS	22K
7		OL REIGN	12.6K
8		CHICAGO RED STARS	12.5
9		RACING LOUISVILLE FC	10K
10		KANSAS CITY CURRENT	3K

MEN’S BASKETBALL



NBA

TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	215M
2		BOSTON CELTICS	59M
3		CHICAGO BULLS	43M
4		MIAMI HEAT	33M
5		MILWAUKEE BUCKS	20M
6		LOS ANGELES LAKERS	19M
7		DALLAS MAVERICKS	18M
8		MEMPHIS GRIZZLIES	17M
9		PHOENIX SUNS	12M
10		BROOKLYN NETS	10M



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	143M
2		BOSTON CELTICS	44M
3		MIAMI HEAT	25M
4		LOS ANGELES LAKERS	16M
5		MILWAUKEE BUCKS	15M
6		DALLAS MAVERICKS	13M
7		MEMPHIS GRIZZLIES	12.5M
8		CHICAGO BULLS	12.4M
9		PHOENIX SUNS	9M
10		BROOKLYN NETS	7M



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	25M
2		BOSTON CELTICS	7M
3		MIAMI HEAT	3M
4		CHICAGO BULLS	2.1M
5		MILWAUKEE BUCKS	2M
6		DALLAS MAVERICKS	1.67M
7		PHILADELPHIA 76ERS	1.63M
8		PHOENIX SUNS	1.43M
9		MEMPHIS GRIZZLIES	1.42M
10		LOS ANGELES LAKERS	1.3M

Total engagement from Instagram, Twitter, Facebook, TikTok, YouTube, and Sina Weibo

MEN'S BASKETBALL



NBA



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	32M
2		BOSTON CELTICS	6M
3		MILWAUKEE BUCKS	2M
4		SAN ANTONIO SPURS	1.632M
5		MIAMI HEAT	1.632M
6		CHICAGO BULLS	1.5M
7		LOS ANGELES LAKERS	1.4M
8		DALLAS MAVERICKS	1.36M
9		MEMPHIS GRIZZLIES	1.33M
10		PHOENIX SUNS	1.2M



TOTAL ENGAGEMENT

1		CHICAGO BULLS	27M
2		BOSTON CELTICS	13M
3		GOLDEN STATE WARRIORS	9M
4		DENVER NUGGETS	2.8M
5		MIAMI HEAT	2.4M
6		MEMPHIS GRIZZLIES	2.1M
7		UTAH JAZZ	1.9M
8		CHARLOTTE HORNETS	1.3M
9		DALLAS MAVERICKS	1.1M
10		PORTLAND TRAIL BLAZERS	894K



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	967K
2		MILWAUKEE BUCKS	59K
3		DALLAS MAVERICKS	51K
4		LOS ANGELES LAKERS	45K
5		TORONTO RAPTORS	44K
6		NEW ORLEANS PELICANS	42K
7		CHICAGO BULLS	24K
8		BROOKLYN NETS	22.7K
9		BOSTON CELTICS	22.3K
10		SAN ANTONIO SPURS	20K

MEN’S BASKETBALL



NBA



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	3.7M
2		LOS ANGELES LAKERS	393K
3		BROOKLYN NETS	311K
4		DALLAS MAVERICKS	263K
5		MIAMI HEAT	130K
6		PHILADELPHIA 76ERS	110.57K
7		MEMPHIS GRIZZLIES	110.54K
8		LOS ANGELES CLIPPERS	77K
9		PHOENIX SUNS	73K
10		BOSTON CELTICS	60K

MEN'S BASKETBALL



EUROLEAGUE

TOTAL ENGAGEMENT					TOTAL ENGAGEMENT					TOTAL ENGAGEMENT			
1		FENERBAHÇE BEKO	13M	1		FENERBAHÇE BEKO	9M	1		FENERBAHÇE BEKO	2M		
2		REAL MADRID BASKET	8M	2		REAL MADRID BASKET	4M	2		REAL MADRID BASKET	1M		
3		OLYMPIACOS BC	4M	3		OLYMPIACOS BC	3M	3		ANADOLU EFES SPOR KULÜBÜ	737K		
4		ANADOLU EFES SPOR KULÜBÜ	3M	4		ANADOLU EFES SPOR KULÜBÜ	2.7M	4		FC BARCELONA BÀSQUET	614K		
5		FC BARCELONA BÀSQUET	2.9M	5		FC BARCELONA BÀSQUET	2.2M	5		OLYMPIACOS BC	150K		
6		KK CRVENA ZVEZDA	2.7M	6		KK CRVENA ZVEZDA	2.1M	6		KK CRVENA ZVEZDA	95K		
7		OLIMPIA MILANO	1.6M	7		PANATHINAIKOS BC	1.2M	7		OLIMPIA MILANO	87K		
8		PANATHINAIKOS BC	1.5M	8		OLIMPIA MILANO	1.1M	8		CAZOO BASKONIA	69K		
9		MACCABI PLAYTIKA TEL AVIV	1.3M	9		MACCABI PLAYTIKA TEL AVIV	1M	9		MACCABI PLAYTIKA TEL AVIV	58K		
10		BC ŽALGIRIS KAUNAS	750K	10		BC ŽALGIRIS KAUNAS	453K	10		AS MONACO BASKET	54K		

Total engagement from Instagram, Twitter, Facebook, and YouTube

MEN'S BASKETBALL



EUROLEAGUE



TOTAL ENGAGEMENT

1		REAL MADRID BASKET	1M
2		OLYMPIACOS BC	938K
3		FENERBAHÇE BEKO	754K
4		KK CRVENA ZVEZDA	468K
5		OLIMPIA MILANO	337K
6		BC ŽALGIRIS KAUNAS	273K
7		ANADOLU EFES SPOR KULÜBÜ	267K
8		MACCABI PLAYTIKA TEL AVIV	240K
9		PANATHINAIKOS BC	212K
10		FC BARCELONA BÀSQUET	149K



TOTAL ENGAGEMENT

1		OLYMPIACOS BC	51K
2		BC ŽALGIRIS KAUNAS	10.9K
3		MACCABI PLAYTIKA TEL AVIV	10.2K
4		OLIMPIA MILANO	8K
5		ANADOLU EFES SPOR KULÜBÜ	7K
6		REAL MADRID BASKET	5K
7		PBK CSKA MOSCOW	4K
8		KK CRVENA ZVEZDA	3K
9		CAZOO BASKONIA	1.7K
10		FC BAYERN MÜNCHEN BASKETBALL	1.6K

WOMEN’S BASKETBALL



WNBA

TOTAL ENGAGEMENT

1		SEATTLE STORM	1.9M
2		LAS VEGAS ACES	1.8M
3		PHOENIX MERCURY	1.4M
4		CHICAGO SKY	1M
5		INDIANA FEVER	822K
6		NEW YORK LIBERTY	809K
7		WASHINGTON MYSTICS	753K
8		LOS ANGELES SPARKS	732K
9		MINNESOTA LYNX	556K
10		DALLAS WINGS	547K

Total engagement from Instagram, Twitter, and Facebook



TOTAL ENGAGEMENT

1		SEATTLE STORM	1.1M
2		LAS VEGAS ACES	938K
3		PHOENIX MERCURY	775K
4		NEW YORK LIBERTY	580K
5		CHICAGO SKY	570K
6		LOS ANGELES SPARKS	539K
7		INDIANA FEVER	451K
8		WASHINGTON MYSTICS	415K
9		MINNESOTA LYNX	295K
10		ATLANTA DREAM	214K

WOMEN'S BASKETBALL



WNBA



TOTAL ENGAGEMENT

1		LAS VEGAS ACES	394K
2		SEATTLE STORM	356K
3		PHOENIX MERCURY	306K
4		WASHINGTON MYSTICS	270K
5		DALLAS WINGS	227K
6		CHICAGO SKY	205K
7		INDIANA FEVER	204K
8		MINNESOTA LYNX	136K
9		NEW YORK LIBERTY	130K
10		LOS ANGELES SPARKS	104K



TOTAL ENGAGEMENT

1		LAS VEGAS ACES	505K
2		SEATTLE STORM	331K
3		PHOENIX MERCURY	264K
4		CHICAGO SKY	204K
5		INDIANA FEVER	142K
6		MINNESOTA LYNX	123K
7		DALLAS WINGS	111K
8		LOS ANGELES SPARKS	87K
9		NEW YORK LIBERTY	85K
10		WASHINGTON MYSTICS	67K



NFL

TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	14M
2		KANSAS CITY CHIEFS	9.8M
3		BUFFALO BILLS	9.4M
4		SEATTLE SEAHAWKS	8M
5		DALLAS COWBOYS	7.817M
6		GREEN BAY PACKERS	7.813M
7		DENVER BRONCOS	7.4M
8		PHILADELPHIA EAGLES	7.39M
9		NEW YORK GIANTS	7.3M
10		LAS VEGAS RAIDERS	6M



TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	6.65M
2		KANSAS CITY CHIEFS	6.64M
3		GREEN BAY PACKERS	5.6M
4		DALLAS COWBOYS	5.2M
5		LAS VEGAS RAIDERS	5M
6		BUFFALO BILLS	4.9M
7		DENVER BRONCOS	4.7M
8		SEATTLE SEAHAWKS	4.67M
9		NEW ENGLAND PATRIOTS	4.6M
10		NEW ORLEANS SAINTS	4.5M



TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	1.4M
2		KANSAS CITY CHIEFS	1.1M
3		BUFFALO BILLS	1M
4		LOS ANGELES CHARGERS	937K
5		DENVER BRONCOS	922K
6		LOS ANGELES RAMS	909K
7		NEW YORK GIANTS	881K
8		BALTIMORE RAVENS	876K
9		NEW YORK JETS	796K
10		LAS VEGAS RAIDERS	793K

Total engagement from Instagram, Twitter, Facebook, TikTok, and YouTube



NFL



TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	3M
2		DALLAS COWBOYS	1.37M
3		DENVER BRONCOS	1.32M
4		GREEN BAY PACKERS	1.2M
5		BUFFALO BILLS	1.1M
6		NEW ORLEANS SAINTS	1M
7		KANSAS CITY CHIEFS	958K
8		SEATTLE SEAHAWKS	925K
9		BALTIMORE RAVENS	920K
10		LAS VEGAS RAIDERS	888K



TOTAL ENGAGEMENT

1		INDIANAPOLIS COLTS	3M
2		PITTSBURGH STEELERS	2.9M
3		BUFFALO BILLS	2.1M
4		SEATTLE SEAHAWKS	1.9M
5		NEW YORK GIANTS	1.6M
6		ATLANTA FALCONS	1.5M
7		WASHINGTON COMMANDERS	1.4M
8		PHILADELPHIA EAGLES	1.278M
9		LOS ANGELES RAMS	1.274M
10		KANSAS CITY CHIEFS	1M



TOTAL ENGAGEMENT

1		LOS ANGELES CHARGERS	127K
2		PHILADELPHIA EAGLES	108K
3		PITTSBURGH STEELERS	104K
4		NEW YORK GIANTS	97K
5		NEW YORK JETS	95K
6		BALTIMORE RAVENS	82K
7		DENVER BRONCOS	79K
8		LAS VEGAS RAIDERS	71.7K
9		DALLAS COWBOYS	72K
10		MINNESOTA VIKINGS	68K



NHL

TOTAL ENGAGEMENT

1		NEW YORK RANGERS	15M
2		COLORADO AVALANCHE	11M
3		TORONTO MAPLE LEAFS	9M
4		TAMPA BAY LIGHTNING	8M
5		BOSTON BRUINS	6.7M
6		EDMONTON OILERS	6.5M
7		PITTSBURGH PENGUINS	6.3M
8		ST. LOUIS BLUES	5.8M
9		MONTREAL CANADIENS	5.5M
10		MINNESOTA WILD	4M



TOTAL ENGAGEMENT

1		NEW YORK RANGERS	8M
2		TORONTO MAPLE LEAFS	5M
3		COLORADO AVALANCHE	4.8M
4		TAMPA BAY LIGHTNING	4.5M
5		BOSTON BRUINS	4.3M
6		MONTREAL CANADIENS	3.88M
7		EDMONTON OILERS	3.84M
8		PITTSBURGH PENGUINS	3.5M
9		ST. LOUIS BLUES	3.2M
10		MINNESOTA WILD	3.1M



TOTAL ENGAGEMENT

1		NEW YORK RANGERS	2.7M
2		COLORADO AVALANCHE	2.5M
3		TAMPA BAY LIGHTNING	1.6M
4		CAROLINA HURRICANES	1.5M
5		PITTSBURGH PENGUINS	1.3M
6		TORONTO MAPLE LEAFS	1.2M
7		BOSTON BRUINS	1M
8		EDMONTON OILERS	982K
9		ST. LOUIS BLUES	902K
10		VEGAS GOLDEN KNIGHTS	887K

Total engagement from Instagram, Twitter, Facebook, TikTok, and YouTube



NHL



TOTAL ENGAGEMENT

1		NEW YORK RANGERS	2.7M
2		COLORADO AVALANCHE	2.6M
3		TAMPA BAY LIGHTNING	2M
4		PITTSBURGH PENGUINS	1.5M
5		ST. LOUIS BLUES	1.4M
6		EDMONTON OILERS	1.3M
7		BOSTON BRUINS	1.2M
8		TORONTO MAPLE LEAFS	1M
9		MINNESOTA WILD	993K
10		CAROLINA HURRICANES	862K



TOTAL ENGAGEMENT

1		NEW YORK RANGERS	1.2M
2		COLORADO AVALANCHE	1M
3		TORONTO MAPLE LEAFS	831K
4		CHICAGO BLACKHAWKS	635K
5		TAMPA BAY LIGHTNING	379K
6		WINNIPEG JETS	362K
7		EDMONTON OILERS	345K
8		MONTREAL CANADIENS	320K
9		VANCOUVER CANUCKS	271K
10		COLUMBUS BLUE JACKETS	268K



TOTAL ENGAGEMENT

1		TORONTO MAPLE LEAFS	84K
2		EDMONTON OILERS	61K
3		NEW YORK RANGERS	43K
4		TAMPA BAY LIGHTNING	24K
5		MONTREAL CANADIENS	20K
6		COLORADO AVALANCHE	17K
7		BUFFALO SABRES	14K
8		CALGARY FLAMES	13K
9		DETROIT RED WINGS	12K
10		MINNESOTA WILD	10K



MLB

TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	29M
2		NEW YORK YANKEES	26M
3		ATLANTA BRAVES	15M
4		BOSTON RED SOX	11.84M
5		HOUSTON ASTROS	11.81M
6		LOS ANGELES ANGELS	10.8M
7		NEW YORK METS	10.5M
8		TORONTO BLUE JAYS	9.9M
9		SAN DIEGO PADRES	9.4M
10		ST. LOUIS CARDINALS	7.2M



TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	21M
2		NEW YORK YANKEES	8M
3		ATLANTA BRAVES	6.7M
4		SAN DIEGO PADRES	6.4M
5		HOUSTON ASTROS	5.9M
6		BOSTON RED SOX	5.77M
7		LOS ANGELES ANGELS	5.72M
8		NEW YORK METS	4.8M
9		TORONTO BLUE JAYS	4.6M
10		PHILADELPHIA PHILLIES	3M



TOTAL ENGAGEMENT

1		NEW YORK YANKEES	6M
2		LOS ANGELES ANGELS	3.3M
3		LOS ANGELES DODGERS	3M
4		ATLANTA BRAVES	2.6M
5		TORONTO BLUE JAYS	2.34M
6		HOUSTON ASTROS	2.31M
7		NEW YORK METS	2.3M
8		ST. LOUIS CARDINALS	2.1M
9		BOSTON RED SOX	2M
10		CHICAGO CUBS	1M

Total engagement from Instagram, Twitter, Facebook, TikTok and, YouTube



MLB



TOTAL ENGAGEMENT

1		NEW YORK YANKEES	7M
2		LOS ANGELES DODGERS	3.8M
3		HOUSTON ASTROS	3.54M
4		ATLANTA BRAVES	3.51M
5		BOSTON RED SOX	2.4M
6		ST. LOUIS CARDINALS	2.1M
7		TORONTO BLUE JAYS	2M
8		DETROIT TIGERS	1.9M
9		MILWAUKEE BREWERS	1.89M
10		CINCINNATI REDS	1.86M



TOTAL ENGAGEMENT

1		NEW YORK YANKEES	4M
2		ATLANTA BRAVES	2.5M
3		CHICAGO CUBS	2M
4		SEATTLE MARINERS	1.9M
5		SAN FRANCISCO GIANTS	1.6M
6		BOSTON RED SOX	1.54M
7		NEW YORK METS	1.52M
8		TEXAS RANGERS	1.2M
9		PITTSBURGH PIRATES	1.1M
10		TORONTO BLUE JAYS	890K



TOTAL ENGAGEMENT

1		NEW YORK METS	46K
2		LOS ANGELES DODGERS	28K
3		SEATTLE MARINERS	25K
4		SAN FRANCISCO GIANTS	23K
5		CHICAGO CUBS	22.6K
6		CHICAGO WHITE SOX	22K
7		DETROIT TIGERS	19K
8		TORONTO BLUE JAYS	16K
9		ATLANTA BRAVES	11K
10		BOSTON RED SOX	8K

MOTORSPORTS



TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	81M
2		SCUDERIA FERRARI	74M
3		ORACLE RED BULL RACING	70M
4		MCLAREN RACING	49M
5		HAAS F1 TEAM	16M
6		SCUDERIA ALPHATAURI	9M
7		WILLIAMS RACING	8.83M
8		ASTON MARTIN ARAMCO COGNIZANT	8.8M
9		ALPINE F1 TEAM	7M
10		ALFA ROMEO F1 TEAM ORLEN	5M

Total engagement from Instagram, Twitter, Facebook and, YouTube



TOTAL ENGAGEMENT

1		SCUDERIA FERRARI	64M
2		MERCEDES AMG PETRONAS	59M
3		ORACLE RED BULL RACING	55M
4		MCLAREN RACING	42M
5		HAAS F1 TEAM	12M
6		SCUDERIA ALPHATAURI	7.4M
7		ASTON MARTIN ARAMCO COGNIZANT	7.2M
8		WILLIAMS RACING	6.6M
9		ALPINE F1 TEAM	6M
10		ALFA ROMEO F1 TEAM ORLEN	4M



TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	14M
2		ORACLE RED BULL RACING	7M
3		SCUDERIA FERRARI	6M
4		MCLAREN RACING	5M
5		HAAS F1 TEAM	2M
6		WILLIAMS RACING	1.5M
7		ASTON MARTIN ARAMCO COGNIZANT	1.2M
8		SCUDERIA ALPHATAURI	1.2M
9		ALPINE F1 TEAM	1M
10		ALFA ROMEO F1 TEAM ORLEN	547K



F1



TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	7M
2		ORACLE RED BULL RACING	6M
3		SCUDERIA FERRARI	3M
4		MCLAREN RACING	2M
5		HAAS F1 TEAM	1M
6		SCUDERIA ALPHATAURI	711K
7		WILLIAMS RACING	558K
8		ALPINE F1 TEAM	367K
9		ASTON MARTIN ARAMCO COGNIZANT	289K
10		ALFA ROMEO F1 TEAM ORLEN	268K



TOTAL ENGAGEMENT

1		ORACLE RED BULL RACING	471K
2		MCLAREN RACING	292K
3		SCUDERIA FERRARI	266K
4		MERCEDES AMG PETRONAS	202K
5		SCUDERIA ALPHATAURI	33K
6		ASTON MARTIN ARAMCO COGNIZANT	20K
7		WILLIAMS RACING	16K
8		HAAS F1 TEAM	627
9		ALFA ROMEO F1 TEAM ORLEN	---
10		ALPINE F1 TEAM	---