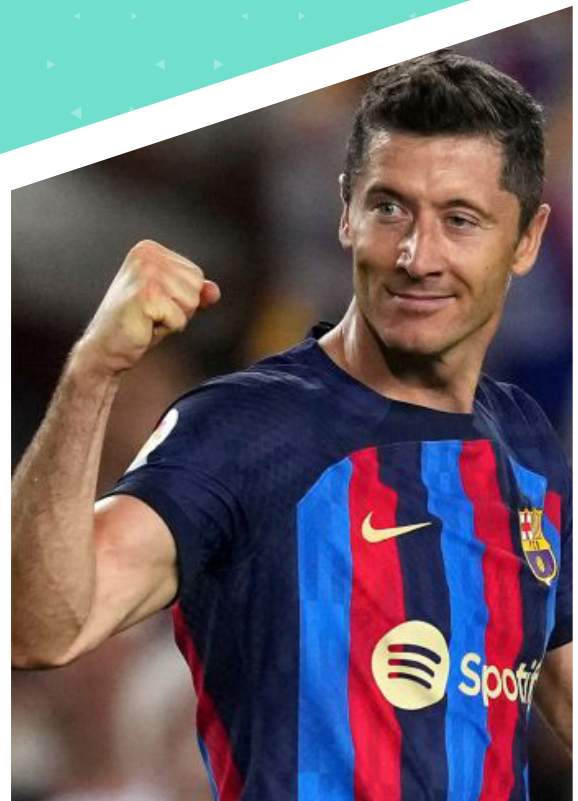
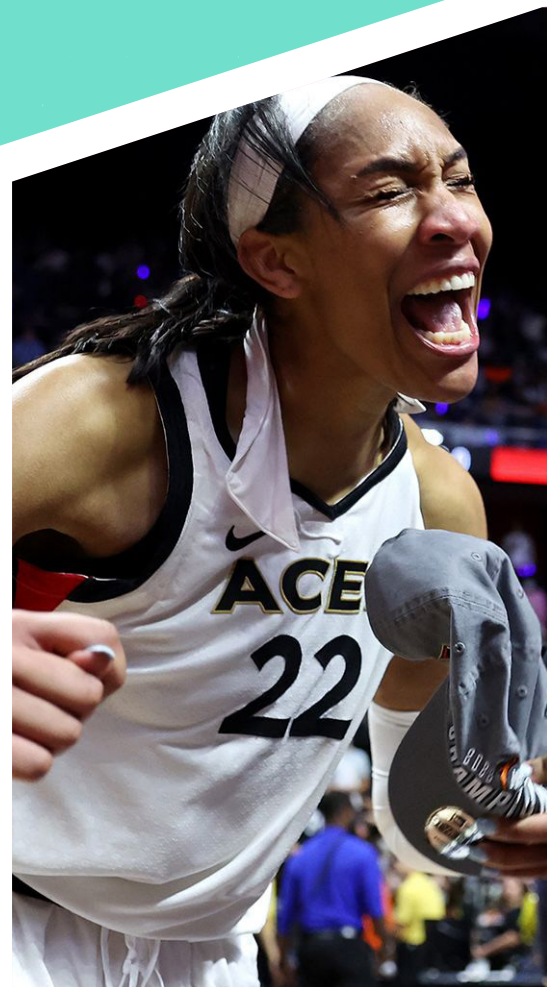
BLINKFIRE ANALYTICS

GLOBAL RANKING Q3 2022

AVERAGE ENGAGEMENT/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 engagement per post.**

MEN'S SOCCER

UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

	AVERAGE ENGAGEMENT/POST	
1	REAL MADRID	48K
2	FC BARCELONA	47K
3	PARIS SAINT-GERMAIN FC	23.26K
4	CHELSEA FC	23.22K
5	LIVERPOOL FC	20K
6	JUVENTUS FC	14K
7	MANCHESTER CITY FC	12.5K
8	FC BAYERN MÜNCHEN	12.1K
9	AC MILAN	11.8K
10	AFC AJAX	9.7K

	AVERAGE ENGAGEMENT/POST	
1	FC BARCELONA	838K
2	REAL MADRID	688K
3	PARIS SAINT-GERMAIN FC	361K
4	LIVERPOOL FC	201K
5	CHELSEA FC	179K
6	JUVENTUS FC	176K
7	FC BAYERN MÜNCHEN	166K
8	MANCHESTER CITY FC	156K
9	AC MILAN	96K
10	TOTTENHAM HOTSPUR FC	75K

	AVERAGE ENGAGEMENT/POST	
1	FC BARCELONA	6.9K
2	CHELSEA FC	6K
3	REAL MADRID	5K
4	LIVERPOOL FC	2K
5	RANGERS FC	1.8K
6	TOTTENHAM HOTSPUR FC	1.7K
7	BORUSSIA DORTMUND	1.5K
8	AFC AJAX	1.25K
9	MANCHESTER CITY FC	1.2K
10	SL BENFICA	1.1K

Average engagement/post from Instagram, Twitter, Facebook, TikTok, YouTube, and Sina Weibo

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S SOCCER

UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

	AVERAGE ENGAGEMENT/POST	
1	FC BARCELONA	117K
2	REAL MADRID	68K
3	CHELSEA FC	32K
4	PARIS SAINT-GERMAIN FC	31K
5	MANCHESTER CITY FC	22K
6	JUVENTUS FC	18K
7	FC BAYERN MÜNCHEN	16K
8	LIVERPOOL FC	15K
9	AC MILAN	13K
10	FC INTERNAZIONALE	11K

	AVERAGE ENGAGEMENT/POST	
1	REAL MADRID	441K
2	PARIS SAINT-GERMAIN FC	409K
3	FC BARCELONA	384K
4	LIVERPOOL FC	317K
5	CHELSEA FC	282K
6	JUVENTUS FC	213K
7	TOTTENHAM HOTSPUR FC	191K
8	AFC AJAX	141K
9	MANCHESTER CITY FC	137K
10	ATLÉTICO DE MADRID	135K

	AVERAGE ENGAGEMENT/POST	
1	FC BARCELONA	25K
2	REAL MADRID	19K
3	LIVERPOOL FC	13K
4	FC BAYERN MÜNCHEN	12K
5	MANCHESTER CITY FC	11K
6	JUVENTUS FC	10K
7	CHELSEA FC	6K
8	PARIS SAINT-GERMAIN FC	5K
9	TOTTENHAM HOTSPUR FC	4.4K
10	AC MILAN	4.2K

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S SOCCER

UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

		AVERAGE ENGAGEMENT/POST
1	FC BARCELONA	504
2	CHELSEA FC	382
3	FC BAYERN MÜNCHEN	344
4	REAL MADRID	336
5	PARIS SAINT-GERMAIN FC	282
6	LIVERPOOL FC	246
7	MANCHESTER CITY FC	237
8	AC MILAN	134
9	FC INTERNAZIONALE	126
10	BORUSSIA DORTMUND	95

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S SOCCER

MLS

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES FC	4K
2	LA GALAXY	3K
3	TORONTO FC	2K
4	INTER MIAMI CF	1.8K
5	CHARLOTTE FC	1.3K
6	AUSTIN FC	885
7	SEATTLE SOUNDERS FC	870
8	SAN JOSE EARTHQUAKES	721
9	PHILADELPHIA UNION	641
10	ATLANTA UNITED	641

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES FC	14K
2	TORONTO FC	7K
3	LA GALAXY	6K
4	INTER MIAMI CF	4.74K
5	CHARLOTTE FC	4.73K
6	ATLANTA UNITED	4.5K
7	SEATTLE SOUNDERS FC	3.7K
8	AUSTIN FC	3.1K
9	NEW YORK CITY FC	2.9K
10	CHICAGO FIRE FC	2.8K

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES FC	394
2	LA GALAXY	314
3	CHARLOTTE FC	301
4	AUSTIN FC	232
5	SEATTLE SOUNDERS FC	227
6	TORONTO FC	221
7	MINNESOTA UNITED FC	180
8	ORLANDO CITY SC	180
9	FC CINCINNATI	170
10	ATLANTA UNITED	153

Average engagement/post Instagram, Twitter, Facebook, TikTok, and YouTube

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S SOCCER

MLS

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES FC	4K
2	LA GALAXY	3K
3	SEATTLE SOUNDERS FC	834
4	TORONTO FC	809
5	CLUB DE FOOT MONTRÉAL	799
6	CHICAGO FIRE FC	798
7	NEW YORK RED BULLS	743
8	NASHVILLE SC	607
9	ATLANTA UNITED	566
10	FC CINCINNATI	546

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES FC	36K
2	LA GALAXY	13K
3	TORONTO FC	11K
4	INTER MIAMI CF	9.4K
5	MINNESOTA UNITED FC	9.3K
6	CHARLOTTE FC	8.8K
7	SAN JOSE EARTHQUAKES	8K
8	NEW YORK CITY FC	6K
9	ATLANTA UNITED	4K
10	NASHVILLE SC	3K

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES FC	1K
2	TORONTO FC	203
3	NEW YORK CITY FC	78
4	LA GALAXY	72
5	AUSTIN FC	69
6	NEW YORK RED BULLS	63
7	ATLANTA UNITED	63
8	CHARLOTTE FC	59
9	SEATTLE SOUNDERS FC	51
10	COLUMBUS CREW	50

Based on Blinkfire data from July 1, 2022-September 30, 2022

WOMEN'S SOCCER

UEFA WOMEN'S CHAMPIONS LEAGUE

	AVERAGE ENGAGEMENT/POST	
1	FC BARCELONA FEMENÍ	11K
2	REAL MADRID FEMENINO	9K
3	ARSENAL WOMEN FC	8K
4	CHELSEA FC WOMEN	6K
5	SL BENFICA FEMININO	3K
6	JUVENTUS WOMEN	2.39K
7	FC BAYERN FRAUENFUßBALL	2.36K
8	PSG FÉMININES	2.1K
9	VFL WOLFSBURG FRAUENFUßBALL	1.8K
10	OLYMPIQUE LYONNAIS FÉMININ	1K

	AVERAGE ENGAGEMENT/POST	
1	FC BARCELONA FEMENÍ	48K
2	REAL MADRID FEMENINO	29K
3	ARSENAL WOMEN FC	16K
4	FC BAYERN FRAUENFUßBALL	10.9K
5	CHELSEA FC WOMEN	10.3K
6	PSG FÉMININES	7K
7	VFL WOLFSBURG FRAUENFUßBALL	6K
8	JUVENTUS WOMEN	5K
9	OLYMPIQUE LYONNAIS FÉMININ	4K
10	SL BENFICA FEMININO	3K

Average engagement/post from Instagram, Twitter, and Facebook

Based on Blinkfire data from July 1, 2022-September 30, 2022

WOMEN'S SOCCER

UEFA WOMEN'S CHAMPIONS LEAGUE

	AVERAGE ENGAGEMENT/POST	
1	ARSENAL WOMEN FC	4K
2	CHELSEA FC WOMEN	3K
3	FC BARCELONA FEMENÍ	2.7K
4	REAL MADRID FEMENINO	2.2K
5	JUVENTUS WOMEN	521
6	PSG FÉMININES	386
7	FC BAYERN FRAUENFUSSBALL	318
8	OLYMPIQUE LYONNAIS FÉMININ	282
9	AS ROMA FEMMINILE	223
10	VFL WOLFSBURG FRAUENFUSSBALL	134

	AVERAGE ENGAGEMENT/POST	
1	ARSENAL WOMEN FC	8K
2	CHELSEA FC WOMEN	7.6K
3	REAL MADRID FEMENINO	7.1K
4	FC BARCELONA FEMENÍ	6K
5	VFL WOLFSBURG FRAUENFUSSBALL	2K
6	FC BAYERN FRAUENFUSSBALL	1.8K
7	OLYMPIQUE LYONNAIS FÉMININ	1.3K
8	PSG FÉMININES	1.2K
9	FC ROSENGÅRD	199
10	1899 HOFFENHEIM FRAUEN	122

Based on Blinkfire data from July 1, 2022-September 30, 2022

WOMEN'S SOCCER

NWSL

	AVERAGE ENGAGEMENT/POST	
1	SAN DIEGO WAVE FC	817
2	ANGEL CITY FC	735
3	PORTLAND THORNS	656
4	OL REIGN	472
5	WASHINGTON SPIRIT	431
6	NJNY GOTHAM FC	356
7	KANSAS CITY CURRENT	341
8	HOUSTON DASH	300
9	CHICAGO RED STARS	205
10	ORLANDO PRIDE	203

	AVERAGE ENGAGEMENT/POST	
1	SAN DIEGO WAVE FC	3K
2	OL REIGN	2.66K
3	PORTLAND THORNS	2.61K
4	ANGEL CITY FC	2.3K
5	NJNY GOTHAM FC	2.03K
6	WASHINGTON SPIRIT	2.02K
7	KANSAS CITY CURRENT	1.9K
8	HOUSTON DASH	1K
9	ORLANDO PRIDE	872
10	CHICAGO RED STARS	850

	AVERAGE ENGAGEMENT/POST	
1	PORTLAND THORNS	204
2	SAN DIEGO WAVE	194
3	ANGEL CITY FC	151
4	OL REIGN	135
5	KANSAS CITY CURRENT	125
6	HOUSTON DASH	121
7	WASHINGTON SPIRIT	108
8	NJNY GOTHAM FC	85
9	RACING LOUISVILLE FC	78
10	ORLANDO PRIDE	68

Average engagement/post from Instagram, Twitter, Facebook, and TikTok

Based on Blinkfire data from July 1, 2022-September 30, 2022

WOMEN'S SOCCER

NWSL

	AVERAGE ENGAGEMENT/POST	
1	KANSAS CITY CURRENT	396
2	PORTLAND THORNS	373
3	OL REIGN	301
4	WASHINGTON SPIRIT	229
5	HOUSTON DASH	178
6	NJNY GOTHAM FC	147
7	SAN DIEGO WAVE	143
8	CHICAGO RED STARS	140
9	NORTH CAROLINA COURAGE	134
10	RACING LOUISVILLE FC	126

	AVERAGE ENGAGEMENT/POST	
1	ANGEL CITY FC	2.3K
2	KANSAS CITY CURRENT	2.1K
3	PORTLAND THORNS	2K
4	SAN DIEGO WAVE	1.6K
5	WASHINGTON SPIRIT	1.4K
6	NJNY GOTHAM FC	1.3K
7	CHICAGO RED STARS	1K
8	HOUSTON DASH	782
9	ORLANDO PRIDE	244
10	RACING LOUISVILLE FC	206

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S BASKETBALL

NBA

	AVERAGE ENGAGEMENT/POST	
1	GOLDEN STATE WARRIORS	27K
2	LOS ANGELES LAKERS	21K
3	CHICAGO BULLS	11K
4	BOSTON CELTICS	9K
5	MIAMI HEAT	7K
6	MILWAUKEE BUCKS	6K
7	NEW YORK KNICKS	5.9K
8	CHARLOTTE HORNETS	5.4K
9	TORONTO RAPTORS	5.05K
10	BROOKLYN NETS	5K

	AVERAGE ENGAGEMENT/POST	
1	GOLDEN STATE WARRIORS	172K
2	LOS ANGELES LAKERS	154K
3	CHICAGO BULLS	50K
4	BOSTON CELTICS	45K
5	MIAMI HEAT	39K
6	BROOKLYN NETS	38K
7	MILWAUKEE BUCKS	36K
8	MINNESOTA TIMBERWOLVES	25.5K
9	TORONTO RAPTORS	25.4K
10	PHILADELPHIA 76ERS	25.3K

	AVERAGE ENGAGEMENT/POST	
1	GOLDEN STATE WARRIORS	7K
2	LOS ANGELES LAKERS	5K
3	BOSTON CELTICS	2.5K
4	CHICAGO BULLS	2K
5	PHOENIX SUNS	1.7K
6	PHILADELPHIA 76ERS	1.4K
7	TORONTO RAPTORS	1.28K
8	MILWAUKEE BUCKS	1.23K
9	MINNESOTA TIMBERWOLVES	1.2K
10	BROOKLYN NETS	1.7K

Average engagement/post from Facebook, Instagram, Twitter, TikTok, YouTube, and Sina Weibo

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S BASKETBALL

NBA

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES LAKERS	13.9K
2	GOLDEN STATE WARRIORS	13.3K
3	CHICAGO BULLS	6.6K
4	SAN ANTONIO SPURS	6.3K
5	MILWAUKEE BUCKS	6.2K
6	BROOKLYN NETS	3.7K
7	BOSTON CELTICS	3.2K
8	TORONTO RAPTORS	2.6K
9	PHOENIX SUNS	2.43K
10	MIAMI HEAT	2.4K

	AVERAGE ENGAGEMENT/POST	
1	CHICAGO BULLS	76K
2	CHARLOTTE HORNETS	65K
3	GOLDEN STATE WARRIORS	49K
4	LOS ANGELES CLIPPERS	33K
5	MEMPHIS GRIZZLIES	27K
6	CLEVELAND CAVALIERS	26K
7	HOUSTON ROCKETS	23.7K
8	NEW ORLEANS PELICANS	23.2K
9	UTAH JAZZ	22.5K
10	PHILADELPHIA 76ERS	22.4K

	AVERAGE ENGAGEMENT/POST	
1	GOLDEN STATE WARRIORS	5K
2	LOS ANGELES LAKERS	997
3	HOUSTON ROCKETS	731
4	LOS ANGELES CLIPPERS	683
5	MILWAUKEE BUCKS	642
6	NEW YORK KNICKS	604
7	CHICAGO BULLS	361
8	PORTLAND TRAIL BLAZERS	298
9	MEMPHIS GRIZZLIES	279
10	PHOENIX SUNS	276

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S BASKETBALL

NBA

		AVERAGE ENGAGEMENT/POST
1	GOLDEN STATE WARRIORS	1K
2	LOS ANGELES LAKERS	771
3	DALLAS MAVERICKS	316
4	LOS ANGELES CLIPPERS	316
5	BROOKLYN NETTS	231
6	PORTLAND TRAIL BLAZERS	216
7	HOUSTON ROCKETS	148
8	CLEVELAND CAVALIERS	136
9	MIAMI HEAT	84
10	PHOENIX SUNS	80

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S BASKETBALL

EUROLEAGUE

	AVERAGE ENGAGEMENT/POST	
1	FENERBAHÇE BEKO	8K
2	REAL MADRID BASKET	4K
3	OLYMPIACOS BC	3.8K
4	PANATHINAIKOS BC	3.1K
5	KK CRVENA ZVEZDA	2.8K
6	KK PARTIZAN NIS	2.3K
7	FC BARCELONA BÀSQUET	1.8K
8	ANADOLU EFES SK	1.5K
9	OLIMPIA MILANO	998
10	BC ŽALGIRIS KAUNAS	890

	AVERAGE ENGAGEMENT/POST	
1	FENERBAHÇE BEKO	26K
2	REAL MADRID BASKET	17K
3	OLYMPIACOS BC	14K
4	KK PARTIZAN NIS	10.28K
5	KK CRVENA ZVEZDA	10.2K
6	PANATHINAIKOS BC	9K
7	FC BARCELONA BÀSQUET	7K
8	ANADOLU EFES SK	5K
9	OLIMPIA MILANO	3K
10	VIRTUS SEGAFREDO BOLOGNA	2K

	AVERAGE ENGAGEMENT/POST	
1	FENERBAHÇE BEKO	3K
2	REAL MADRID BASKET	1K
3	FC BARCELONA BÀSQUET	527
4	ANADOLU EFES SK	385
5	OLYMPIACOS BC	377
6	PANATHINAIKOS BC	269
7	KK CRVENA ZVEZDA	217
8	KK PARTIZAN NIS	195
9	OLIMPIA MILANO	137
10	MACCABI PLAYTIKA TEL AVIV	78

Average engagement/post from Instagram, Twitter, Facebook, and YouTube

Based on Blinkfire data from July 1, 2022-September 30, 2022

MEN'S BASKETBALL

EUROLEAGUE

	AVERAGE ENGAGEMENT/POST	
1	REAL MADRID BASKET	3K
2	OLYMPIACOS BC	2.3K
3	PANATHINAIKOS BC	2.1K
4	FENERBAHÇE BEKO	1.6K
5	KK CRVENA ZVEZDA	1.3K
6	KK PARTIZAN NIS	1.1K
7	BC ŽALGIRIS KAUNAS	1K
8	FC BARCELONA BÀSQUET	830
9	OLIMPIA MILANO	743
10	VIRTUS SEGAFREDO BOLOGNA	481

	AVERAGE ENGAGEMENT/POST	
1	KK PARTIZAN NIS	412
2	OLYMPIACOS BC	387
3	REAL MADRID BASKET	270
4	BC ŽALGIRIS KAUNAS	201
5	KK CRVENA ZVEZDA	185
6	MACCABI PLAYTIKA TEL AVIV	141
7	OLIMPIA MILANO	130
8	ANADOLU EFES SK	117
9	VIRTUS SEGAFREDO BOLOGNA	70
10	ALBA BERLIN	63

Based on Blinkfire data from July 1, 2022-September 30, 2022

WOMEN'S BASKETBALL

WNBA

	AVERAGE ENGAGEMENT/POST	
1	SEATTLE STORM	1K
2	LAS VEGAS ACES	992
3	PHOENIX MERCURY	889
4	CHICAGO SKY	627
5	MINNESOTA LYNX	587
6	NEW YORK LIBERTY	486
7	LOS ANGELES SPARKS	390
8	INDIANA FEVER	340
9	WASHINGTON MYSTICS	320
10	DALLAS WINGS	296

	AVERAGE ENGAGEMENT/POST	
1	SEATTLE STORM	2.3K
2	PHOENIX MERCURY	2.1K
3	LAS VEGAS ACES	1.8K
4	MINNESOTA LYNX	1.7K
5	CHICAGO SKY	1.6K
6	WASHINGTON MYSTICS	1.3K
7	NEW YORK LIBERTY	1.2K
8	LOS ANGELES SPARKS	1K
9	INDIANA FEVER	857
10	DALLAS WINGS	807

Average engagement/post from Instagram, Twitter, and Facebook

Based on Blinkfire data from July 1, 2022-September 30, 2022

WOMEN'S BASKETBALL

WNBA

	AVERAGE ENGAGEMENT/POST	
1	SEATTLE STORM	421
2	LAS VEGAS ACES	370
3	PHOENIX MERCURY	317
4	CHICAGO SKY	265
5	MINNESOTA LYNX	237
6	NEW YORK LIBERTY	174
7	DALLAS WINGS	146
8	WASHINGTON MYSTICS	138
9	INDIANA FEVER	112
10	ATLANTA DREAM	112

	AVERAGE ENGAGEMENT/POST	
1	LAS VEGAS ACES	1.4K
2	PHOENIX MERCURY	1.2K
3	SEATTLE STORM	789
4	MINNESOTA LYNX	681
5	CHICAGO SKY	555
6	INDIANA FEVER	321
7	DALLAS WINGS	316
8	NEW YORK LIBERTY	256
9	CONNECTICUT SUN	247
10	WASHINGTON MYSTICS	186

Based on Blinkfire data from July 1, 2022-September 30, 2022

FOOTBALL

NFL

	AVERAGE ENGAGEMENT/POST	
1	BUFFALO BILLS	8.8K
2	KANSAS CITY CHIEFS	8.52K
3	CINCINNATI BENGALS	8.51K
4	PITTSBURGH STEELERS	6.9K
5	SAN FRANCISCO 49ERS	6.4K
6	PHILADELPHIA EAGLES	6.3K
7	LAS VEGAS RAIDERS	6.2K
8	INDIANAPOLIS COLTS	6.1K
9	LOS ANGELES CHARGERS	4.9K
10	NEW YORK GIANTS	4.8K

	AVERAGE ENGAGEMENT/POST	
1	PITTSBURGH STEELERS	50K
2	DALLAS COWBOYS	47K
3	LOS ANGELES RAMS	44K
4	SAN FRANCISCO 49ERS	40K
5	KANSAS CITY CHIEFS	33.8K
6	BUFFALO BILLS	33.1K
7	PHILADELPHIA EAGLES	32K
8	CINCINNATI BENGALS	31K
9	LAS VEGAS RAIDERS	30K
10	NEW YORK GIANTS	27K

	AVERAGE ENGAGEMENT/POST	
1	CINCINNATI BENGALS	2.4K
2	KANSAS CITY CHIEFS	2.1K
3	BUFFALO BILLS	1.4K
4	LAS VEGAS RAIDERS	1.2K
5	LOS ANGELES CHARGERS	1.1K
6	NEW YORK JETS	1K
7	NEW YORK GIANTS	951
8	CHICAGO BEARS	925
9	PHILADELPHIA EAGLES	921
10	PITTSBURGH STEELERS	917

Average engagement/post from Facebook, Instagram, Twitter, TikTok, and YouTube.

Based on Blinkfire data from July 1, 2022-September 30, 2022

FOOTBALL

NFL

	AVERAGE ENGAGEMENT/POST	
1	PITTSBURGH STEELERS	6K
2	KANSAS CITY CHIEFS	4K
3	BUFFALO BILLS	3.7K
4	SAN FRANCISCO 49ERS	3.2K
5	PHILADELPHIA EAGLES	2.8K
6	CINCINNATI BENGALS	2.5K
7	DALLAS COWBOYS	2.4K
8	SEATTLE SEAHAWKS	2.4K
9	GREEN BAY PACKERS	2.3K
10	DENVER BRONCOS	2.2K

	AVERAGE ENGAGEMENT/POST	
1	BUFFALO BILLS	201K
2	INDIANAPOLIS COLTS	176K
3	DETRIOT LIONS	142K
4	TENNESSEE TITANS	128K
5	KANSAS CITY CHIEFS	63K
6	CINCINNATI BENGALS	46K
7	PITTSBURGH STEELERS	41K
8	MINNESOTA VIKINGS	36K
9	DALLAS COWBOYS	33K
10	LOS ANGELES CHARGERS	28K

	AVERAGE ENGAGEMENT/POST	
1	PHILADELPHIA EAGLES	2K
2	LOS ANGELES CHARGERS	1K
3	LAS VEGAS RAIDERS	989
4	PITTSBURGH STEELERS	625
5	BALTIMORE RAVENS	617
6	CHICAGO BEARS	543
7	DETRIOT LIONS	507
8	SAN FRANCISCO 49ERS	496
9	TAMPA BAY BUCCANEERS	474
10	NEW YORK GIANTS	454

Based on Blinkfire data from July 1, 2022-September 30, 2022

HOCKEY

NHL

	AVERAGE ENGAGEMENT/POST	
1	TORONTO MAPLE LEAFS	5K
2	NEW YORK RANGERS	4K
3	CHICAGO BLACKHAWKS	3.2K
4	BOSTON BRUINS	3K
5	PITTSBURGH PENGUINS	2K
6	MONTREAL CANADIENS	1.94K
7	DETROIT RED WINGS	1.93K
8	COLORADO AVALANCHE	1.8K
9	BUFFALO SABRES	1.65K
10	WASHINGTON CAPITALS	1.6K

	AVERAGE ENGAGEMENT/POST	
1	NEW YORK RANGERS	21.83K
2	CHICAGO BLACKHAWKS	21.8K
3	TORONTO MAPLE LEAFS	19K
4	PITTSBURGH PENGUINS	17K
5	BOSTON BRUINS	15.7K
6	EDMONTON OILERS	15.6K
7	COLORADO AVALANCHE	15.1K
8	MONTREAL CANADIENS	14.8K
9	CAROLINA HURRICANES	14.7K
10	WASHINGTON CAPITALS	10K

	AVERAGE ENGAGEMENT/POST	
1	NEW YORK RANGERS	1.3K
2	TORONTO MAPLE LEAFS	1.1K
3	CHICAGO BLACKHAWKS	826
4	BOSTON BRUINS	756
5	PITTSBURGH PENGUINS	661
6	COLORADO AVALANCHE	601
7	DETROIT RED WINGS	555
8	BUFFALO SABRES	509
9	VANCOUVER CANUCKS	498
10	EDMONTON OILERS	492

Average engagement/post from Instagram, Twitter, Facebook, TikTok, and YouTube

Based on Blinkfire data from July 1, 2022-September 30, 2022

HOCKEY

NHL

	AVERAGE ENGAGEMENT/POST	
1	PITTSBURGH PENGUINS	4K
2	CHICAGO BLACKHAWKS	3.1K
3	TORONTO MAPLE LEAFS	3K
4	COLORADO AVALANCHE	2.9K
5	NEW YORK RANGERS	2.08K
6	EDMONTON OILERS	2.05K
7	DETROIT RED WINGS	2.04K
8	BOSTON BRUINS	1.8K
9	CAROLINA HURRICANES	1.7K
10	ST. LOUIS BLUES	1.5K

	AVERAGE ENGAGEMENT/POST	
1	CAROLINA HURRICANES	309K
2	BOSTON BRUINS	69K
3	MONTREAL CANADIENS	28K
4	EDMONTON OILERS	21K
5	TORONTO MAPLE LEAFS	16K
6	CHICAGO BLACKHAWKS	11K
7	SEATTLE KRAKEN	10.8K
8	SAN JOSE SHARKS	10.6K
9	VANCOUVER CANUCKS	9K
10	NEW YORK RANGERS	7K

	AVERAGE ENGAGEMENT/POST	
1	MONTREAL CANADIENS	900
2	COLORADO AVALANCHE	531
3	VANCOUVER CANUCKS	342
4	MINNESOTA WILD	334
5	DETROIT RED WINGS	278
6	TORONTO MAPLE LEAFS	248
7	OTTAWA SENATORS	149
8	EDMONTON OILERS	147
9	TAMPA BAY LIGHTNING	136
10	PITTSBURGH PENGUINS	133

Based on Blinkfire data from July 1, 2022-September 30, 2022

BASEBALL

MLB

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES DODGERS	10K
2	ATLANTA BRAVES	9.8K
3	ST. LOUIS CARDINALS	9.7K
4	NEW YORK YANKEES	7K
5	TORONTO BLUE JAYS	5K
6	SAN DIEGO PADRES	4.8K
7	HOUSTON ASTROS	4.3K
8	BOSTON RED SOX	4.2K
9	SEATTLE MARINERS	4.1K
10	LOS ANGELES ANGELS	3K

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES DODGERS	57K
2	NEW YORK YANKEES	40K
3	ATLANTA BRAVES	39K
4	ST. LOUIS CARDINALS	35K
5	TORONTO BLUE JAYS	34K
6	LOS ANGELES ANGELS	26K
7	SAN DIEGO PADRES	24K
8	HOUSTON ASTROS	20K
9	SEATTLE MARINERS	18.9K
10	BOSTON RED SOX	18.2K

	AVERAGE ENGAGEMENT/POST	
1	ST. LOUIS CARDINALS	3.9K
2	ATLANTA BRAVES	3.2K
3	NEW YORK YANKEES	3K
4	LOS ANGELES DODGERS	2.7K
5	LOS ANGELES ANGELS	2K
6	TORONTO BLUE JAYS	1.58K
7	SEATTLE MARINERS	1.51K
8	HOUSTON ASTROS	1.38K
9	NEW YORK METS	1.3K
10	SAN DIEGO PADRES	1.1K

Average engagement/post from Facebook, Instagram, Twitter, TikTok, and YouTube

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BASEBALL

MLB

	AVERAGE ENGAGEMENT/POST	
1	ST. LOUIS CARDINALS	22K
2	ATLANTA BRAVES	11K
3	TORONTO BLUE JAYS	9K
4	NEW YORK YANKEES	7.8K
5	LOS ANGELES DODGERS	7K
6	HOUSTON ASTROS	5.4K
7	SEATTLE MARINERS	5.3K
8	DETROIT TIGERS	5K
9	CHICAGO CUBS	4K
10	BOSTON RED SOX	3K

	AVERAGE ENGAGEMENT/POST	
1	NEW YORK YANKEES	44K
2	SAN DIEGO PADRES	42K
3	LOS ANGELES DODGERS	41K
4	ARIZONA DIAMONDBACKS	40K
5	BOSTON RED SOX	29K
6	CHICAGO CUBS	28.9K
7	SAN FRANCISCO GIANTS	28.8K
8	TORONTO BLUE JAYS	28.4K
9	ATLANTA BRAVES	26K
10	DETROIT TIGERS	23K

	AVERAGE ENGAGEMENT/POST	
1	LOS ANGELES DODGERS	1.4K
2	SAN DIEGO PADRES	1.2K
3	NEW YORK YANKEES	492
4	SEATTLE MARINERS	473
5	HOUSTON ASTROS	423
6	PHILADELPHIA PHILLIES	422
7	ST. LOUIS CARDINALS	384
8	ATLANTA BRAVES	378
9	SAN FRANCISCO GIANTS	366
10	TORONTO BLUE JAYS	362

Based on Blinkfire data from July 1, 2022-September 30, 2022

RACING

F1

	AVERAGE ENGAGEMENT/POST	
1	ORACLE RED BULL RACING	45K
2	MERCEDES AMG PETRONAS	23.5K
3	SCUDERIA FERRARI	23.4K
4	MCLAREN RACING	21K
5	SCUDERIA ALPHATAURI	13K
6	ALPINE F1 TEAM	8K
7	HAAS F1 TEAM	7K
8	ALFA ROMEO F1 TEAM ORLEN	6.5K
9	ASTON MARTIN ARAMCO COGNIZANT	6K
10	WILLIAMS RACING	4K

	AVERAGE ENGAGEMENT/POST	
1	SCUDERIA FERRARI	148K
2	ORACLE RED BULL RACING	112K
3	MERCEDES AMG PETRONAS	100K
4	MCLAREN RACING	94K
5	HAAS F1 TEAM	38K
6	ASTON MARTIN ARAMCO COGNIZANT	31K
7	SCUDERIA ALPHATAURI	29K
8	WILLIAMS RACING	23K
9	ALPINE F1 TEAM	22K
10	ALFA ROMEO F1 TEAM ORLEN	18K

	AVERAGE ENGAGEMENT/POST	
1	MERCEDES AMG PETRONAS	9K
2	ORACLE RED BULL RACING	5K
3	SCUDERIA FERRARI	3.28K
4	MCLAREN RACING	3.2K
5	HAAS F1 TEAM	2.5K
6	SCUDERIA ALPHATAURI	2.3K
7	ALFA ROMEO F1 TEAM ORLEN	1.8K
8	WILLIAMS RACING	1.7K
9	ALPINE F1 TEAM	1.3K
10	ASTON MARTIN ARAMCO COGNIZANT	870

Average engagement/post from Instagram, Twitter, Facebook, and YouTube

Based on Blinkfire data from July 1, 2022-September 30, 2022

RACING

F1

	AVERAGE ENGAGEMENT/POST	
1	ORACLE RED BULL RACING	15K
2	MERCEDES AMG PETRONAS	12K
3	SCUDERIA FERRARI	8K
4	MCLAREN RACING	6K
5	HAAS F1 TEAM	5K
6	SCUDERIA ALPHATAURI	4K
7	ASTON MARTIN ARAMCO COGNIZANT	3K
8	WILLIAMS RACING	2K
9	ALFA ROMEO F1 TEAM ORLEN	1.77K
10	ALPINE F1 TEAM	1.74K

	AVERAGE ENGAGEMENT/POST	
1	MCLAREN RACING	11K
2	ORACLE RED BULL RACING	8K
3	MERCEDES AMG PETRONAS	5K
4	SCUDERIA ALPHATAURI	4K
5	HAAS F1 TEAM	3K
6	SCUDERIA FERRARI	1.9K
7	ASTON MARTIN ARAMCO COGNIZANT	1.7K
8	WILLIAMS RACING	749
9	ALFA ROMEO F1 TEAM ORLEN	400
10	ALPINE F1 TEAM	---

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