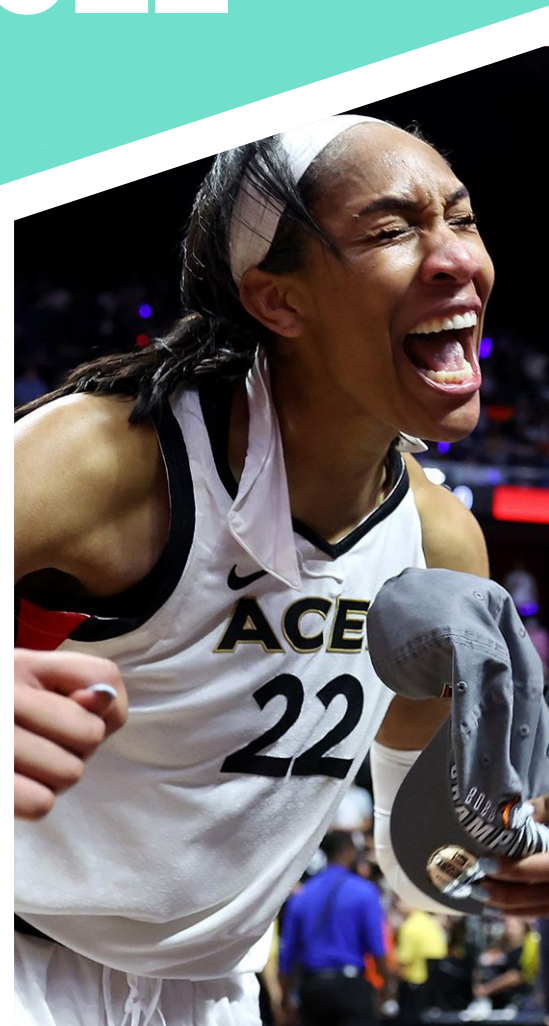




BLINKFIRE ANALYTICS

GLOBAL RANKING Q3 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			 AVERAGE VIDEO VIEWS/POST			 AVERAGE VIDEO VIEWS/POST					
1		REAL MADRID	598K	1		REAL MADRID	7.4M	1		CHELSEA FC	200K
2		FC BARCELONA	453K	2		FC BARCELONA	7.1M	2		AFC AJAX	88.4K
3		CHELSEA FC	427K	3		PARIS SAINT-GERMAIN FC	3.5M	3		FC BARCELONA	63.2K
4		PARIS SAINT-GERMAIN FC	414K	4		JUVENTUS FC	2.8M	4		SL BENFICA	55.2K
5		LIVERPOOL FC	378K	5		LIVERPOOL FC	2.4M	5		LIVERPOOL FC	40.2K
6		FC BAYERN MÜNCHEN	365K	6		FC BAYERN MÜNCHEN	1.9M	6		CLUB BRUGGE KV	37K
7		JUVENTUS FC	312K	7		MANCHESTER CITY	1.8M	7		REAL MADRID	34.8K
8		AFC AJAX	295K	8		CHELSEA FC	1.2M	8		SSC NAPOLI	32.9K
9		MANCHESTER CITY	291K	9		AC MILAN	849K	9		BORUSSIA DORTMUND	29.9K
10		ATÉLTICO DE MADRID	181K	10		TOTTENHAM HOTSPUR FC	781K	10		TOTTENHAM HOTSPUR FC	29.2K

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

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

fAVERAGE VIDEO VIEWS/POST			🎵AVERAGE VIDEO VIEWS/POST			▶AVERAGE VIDEO VIEWS/POST					
1		CHELSEA FC	929K	1		PARIS SAINT-GERMAIN FC	4.2M	1		FC BAYERN MÜNCHEN	594K
2		PARIS SAINT-GERMAIN FC	848K	2		REAL MADRID	3.6M	2		MANCHESTER CITY FC	534K
3		FC BARCELONA	714K	3		FC BARCELONA	3.3M	3		LIVERPOOL FC	508K
4		REAL MADRID	629K	4		LIVERPOOL FC	3M	4		FC BARCELONA	472K
5		FC BAYERN MÜNCHEN	464K	5		TOTTENHAM HOTSPUR FC	2.4M	5		REAL MADRID	411K
6		MANCHESTER CITY FC	411K	6		CHELSEA FC	2.35M	6		JUVENTUS FC	247K
7		JUVENTUS FC	285K	7		JUVENTUS FC	2.1M	7		CHELSEA FC	238K
8		FC INTERNAZIONALE	207K	8		MANCHESTER CITY FC	1.43M	8		TOTTENHAM HOTSPUR FC	167K
9		LIVERPOOL FC	206.6K	9		ATÉLTICO DE MADRID	1.43M	9		PARIS SAINT-GERMAIN FC	149K
10		TOTTENHAM HOTSPUR FC	172K	10		FC BAYERN MÜNCHEN	1.43M	10		AC MILAN	99K

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MEN’S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



AVERAGE VIDEO
VIEWS/POST

1		FC BARCELONA	18.7K
2		REAL MADRID	9.7K
3		FC BAYERN MÜNCHEN	8.9K
4		MANCHESTER CITY FC	8.9K
5		LIVERPOOL FC	8.1K
6		CHELSEA FC	7.2K
7		PARIS SAINT- GERMAIN FC	6K
8		AC MILAN	5.2K
9		FC INTERNAZIONALE	5.1K
10		ATÉLTICO DE MADRID	4.2K

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.

MEN'S SOCCER



MLS

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		LOS ANGELES FC	106K	1		LOS ANGELES FC	302K	1		SEATTLE SOUNDERS FC	27K
2		LA GALAXY	58.2K	2		TORONTO FC	112K	2		LA GALAXY	16K
3		TORONTO FC	53.6K	3		CHICAGO FIRE FC	90.3K	3		CHARLOTTE FC	12.6K
4		INTER MIAMI CF	37.3K	4		INTER MIAMI CF	59.6K	4		LOS ANGELES FC	10.9K
5		SEATTLE SOUNDERS FC	27.3K	5		LA GALAXY	57.7K	5		AUSTIN FC	10.5K
6		CHARLOTTE FC	25.5K	6		ATLANTA UNITED	54K	6		TORONTO FC	10K
7		CHICAGO FIRE FC	23.5K	7		AUSTIN FC	51.6K	7		ST. LOUIS CITY SC	8.6K
8		AUSTIN FC	18.62K	8		SEATTLE SOUNDERS FC	46.2K	8		FC CINCINNATI	7.7K
9		FC DALLAS	18.61K	9		ORLANDO CITY SC	44.5K	9		DC UNITED	6K
10		CLUB DE FOOT MONTRÉAL	17.7K	10		CHARLOTTE FC	44K	10		PHILADELPHIA UNION	5.5K

Average video views/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.

MEN’S SOCCER



MLS

		AVERAGE VIDEO VIEWS/POST
1		LA GALAXY 95.6K
2		PORTLAND TIMBERS 84.8K
3		LOS ANGELES FC 72.6K
4		FC DALLAS 47.9K
5		TORONTO FC 47.7K
6		FC CINCINNATI 46.8K
7		CLUB DE FOOT MONTRÉAL 39.5K
8		DC UNITED 38.7K
9		CHARLOTTE FC 31.8K
10		SEATTLE SOUNDERS FC 28.7K

		AVERAGE VIDEO VIEWS/POST
1		LOS ANGELES FC 389K
2		LA GALAXY 162K
3		TORONTO FC 137K
4		MINNESOTA UNITED FC 123K
5		INTER MIAMI CF 108K
6		CHARLOTTE FC 70.8K
7		NEW YORK CITY FC 55.8K
8		HOUSTON DYNAMO FC 54.2K
9		SAN JOSE EARTHQUAKES 54M
10		ATLANTA UNITED 42.1K

		AVERAGE VIDEO VIEWS/POST
1		LOS ANGELES FC 89K
2		TORONTO FC 37K
3		NEW YORK RED BULLS 3.3K
4		LA GALAXY 2.9K
5		NEW YORK CITY FC 1.9K
6		DC UNITED 1.7K
7		CHARLOTTE FC 1.68K
8		ATLANTA UNITED 1.6K
9		SEATTLE SOUNDERS FC 1.57K
10		COLORADO RAPIDS 1.5K

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.

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

AVERAGE VIDEO VIEWS/POST

1		FC BARCELONA FEMENÍ	189K
2		ARSENAL WOMEN FC	182K
3		CHELSEA FC WOMEN	160K
4		REAL MADRID FEMENINO	67.1K
5		SL BENFICA FEMININO	63.7K
6		FC BAYERN FRAUENFUSSBALL	42.7K
7		JUVENTUS WOMEN	39.9K
8		OLYMPIQUE LYONNAIS	34.7K
9		PSG FÉMININES	28.5K
10		VFL WOLFSBURG FRAUENFUSSBALL	20.5K

Average video views/post. From Instagram, Twitter, and Facebook



AVERAGE VIDEO VIEWS/POST

1		FC BARCELONA FEMENÍ	428K
2		REAL MADRID FEMENINO	240K
3		CHELSEA FC WOMEN	199K
4		ARSENAL WOMEN FC	184K
5		FC BAYERN FRAUENFUSSBALL	149K
6		VFL WOLFSBURG FRAUENFUSSBALL	83.8K
7		OLYMPIQUE LYONNAIS	81.5K
8		PSG FÉMININES	80.2K
9		JUVENTUS WOMEN	75.7K
10		SL BENFICA FEMININO	63.K

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	192K
2		CHELSEA FC WOMEN	110K
3		FC BARCELONA FEMENÍ	101K
4		REAL MADRID FEMENINO	24.7K
5		OLYMPIQUE LYONNAIS	15K
6		FC BAYERN FRAUENFUSSBALL	13.7K
7		PSG FÉMININES	12.8K
8		JUVENTUS WOMEN	9.3K
9		AS ROMA FEMMINILE	5.4K
10		VFL WOLFSBURG FRAUENFUSSBALL	4.9K

AVERAGE VIDEO
VIEWS/POST

1		CHELSEA FC WOMEN	187K
2		ARSENAL WOMEN FC	75.2K
3		FC BAYERN FRAUENFUSSBALL	51.2K
4		OLYMPIQUE LYONNAIS FÉMININ	46.2K
5		REAL MADRID FEMENINO	40.5K
6		FC BARCELONA FEMENÍ	38.6K
7		VFL WOLFSBURG FRAUENFUSSBALL	6.5K
8		PSG FÉMININES	5.7K
9		SKN ST. POLTEN	3.3K
10		FC ROSENGÅRD	3.2K

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



NWSL

AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST			
1		PORTLAND THORNS	21.6K	1		SAN DIEGO WAVE FC	58.1K	1		SAN DIEGO WAVE	11.7K
2		WASHINGTON SPIRIT	20.4K	2		PORTLAND THORNS	48.5K	2		PORTLAND THORNS	9.4K
3		ANGEL CITY FC	14.2K	3		KANSAS CITY CURRENT	32.9K	3		KANSAS CITY CURRENT	8.9K
4		OL REIGN	13.9K	4		WASHINGTON SPIRIT	32.8K	4		ANGEL CITY FC	7.1K
5		NJNY GOTHAM FC	13.7K	5		OL REIGN	30.7K	5		WASHINGTON SPIRIT	6.1K
6		SAN DIEGO WAVE FC	10.1K	6		NJNY GOTHAM FC	26.72K	6		OL REIGN	6K
7		HOUSTON DASH	7.7K	7		ANGEL CITY	26.67K	7		HOUSTON DASH	5.1K
8		KANSAS CITY CURRENT	6.6K	8		HOUSTON DASH	13.2K	8		NJNY GOTHAM FC	2.4K
9		NORTH CAROLINA COURAGE	4.8K	9		CHICAGO RED STARS	10.9K	9		NORTH CAROLINA COURAGE	2.2K
10		CHICAGO RED STARS	3K	10		NORTH CAROLINA COURAGE	10.5K	10		RACING LOUISVILLE FC	2.1K

Average video views/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	55K
2		KANSAS CITY CURRENT	8.1K
3		HOUSTON DASH	6.4K
4		WASHINGTON SPIRIT	5.6K
5		SAN DIEGO WAVE	4.6K
6		OL REIGN	4.5K
7		NJNY GOTHAM FC	1.7K
8		RACING LOUISVILLE FC	1.64K
9		ANGEL CITY FC	1.59K
10		NORTH CAROLINA COURAGE	1K



AVERAGE VIDEO VIEWS/POST

1		PORTLAND THORNS	22.5K
2		ANGEL CITY FC	18.8K
3		SAN DIEGO WAVE	17.3K
4		KANSAS CITY CURRENT	12.8K
5		WASHINGTON SPIRIT	11.2K
6		NJNY GOTHAM FC	8.9K
7		HOUSTON DASH	8.1K
8		CHICAGO RED STARS	6.6K
9		OL REIGN	2.5K
10		ORLANDO PRIDE	2.2K

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.

MEN’S BASKETBALL



NBA

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		GOLDEN STATE WARRIORS	415K	1		GOLDEN STATE WARRIORS	1.7M	1		GOLDEN STATE WARRIORS	230K
2		LOS ANGELES LAKERS	206K	2		LOS ANGELES LAKERS	826K	2		LOS ANGELES LAKERS	149K
3		MIAMI HEAT	152.2K	3		MINNESOTA TIMBERWOLVES	670K	3		BOSTON CELTICS	62.6K
4		CHICAGO BULLS	152.1K	4		MIAMI HEAT	519K	4		PHILADELPHIA 76ERS	43.3K
5		NEW YORK KNICKS	141K	5		BROOKLYN NETS	452K	5		CHICAGO BULLS	41.5K
6		BOSTON CELTICS	119K	6		CHICAGO BULLS	427K	6		MIAMI HEAT	37.3K
7		CHARLOTTE HORNETS	102K	7		BOSTON CELTICS	392K	7		PHOENIX SUNS	35K
8		SAN ANTONIO SPURS	99.1K	8		NEW YORK KNICKS	382K	8		BROOKLYN NETS	34K
9		BROOKLYN NETS	94K	9		LOS ANGELES CLIPPERS	321K	9		MILWAUKEE BUCKS	32.5K
10		LOS ANGELES CLIPPERS	91K	10		SAN ANTONIO SPURS	303K	10		LOS ANGELES CLIPPERS	30.3K

Average video views/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	436K	1		CHARLOTTE HORNETS	656K	1		GOLDEN STATE WARRIORS	129K
2		LOS ANGELES LAKERS	259K	2		CHICAGO BULLS	630K	2		LOS ANGELES LAKERS	36.6K
3		BROOKLYN NETS	166K	3		MEMPHIS GRIZZLIES	379K	3		HOUSTON ROCKETS	15.5K
4		MILWAUKEE BUCKS	163K	4		GOLDEN STATE WARRIORS	369K	4		MILWAUKEE BUCKS	15.3K
5		SAN ANTONIO SPURS	149K	5		UTAH JAZZ	233K	5		NEW YORK KNICKS	15.1K
6		MIAMI HEAT	89.1K	6		LOS ANGELES CLIPPERS	232K	6		LOS ANGELES CLIPPERS	14.8K
7		CHICAGO BULLS	84.4K	7		ORLANDO MAGIC	178K	7		ORLANDO MAGIC	12.1K
8		PORTLAND TRAIL BLAZERS	64.7K	8		PHILADELPHIA 76ERS	176K	8		CHICAGO BULLS	10.4K
9		NEW YORK KNICKS	62.9K	9		HOUSTON ROCKETS	175K	9		SACRAMENTO KINGS	9.2K
10		BOSTON CELTICS	62K	10		CLEVELAND CAVILIERS	170K	10		TORONTO RAPTORS	7.5K

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	26.3K
2		LOS ANGELES LAKERS	12.2K
3		LOS ANGELES CLIPPERS	7.9K
4		CLEVELAND CAVILIERS	7.5K
5		HOUSTON ROCKETS	5K
6		BROOKLYN NETTS	3.8K
7		PHOENIX SUNS	3.5K
8		PHILADELPHIA 76ERS	3K
9		DALLAS MAVERICKS	2.6K
10		PORTLAND TRAIL BLAZERS	2.5K

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MEN'S BASKETBALL



EUROLEAGUE

AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST				 AVERAGE VIDEO VIEWS/POST			
1		FENERBAHÇE BEKO	190.5K	1		FENERBAHÇE BEKO	353K	1		FENERBAHÇE BEKO	165K
2		OLYMPIACOS BC	55.8K	2		OLYMPIACOS BC	154K	2		ANADOLU EFES SPOR KULÜBÜ	26.9K
3		PANATHINAIKOS BC	55.2K	3		PANATHINAIKOS BC	136K	3		FC BARCELONA BÀSQUET	16.1K
4		KK CRVENA ZVEZDA	50.2K	4		KK CRVENA ZVEZDA	112K	4		OLYMPIACOS BC	15.2K
5		FC BARCELONA BÀSQUET	39.4K	5		KK PARTIZAN NIS	99.8K	5		PANATHINAIKOS BC	13K
6		ANADOLU EFES SPOR KULÜBÜ	35.3K	6		FC BARCELONA BÀSQUET	95.9K	6		REAL MADRID BASKET	12.8K
7		REAL MADRID BASKET	27.2K	7		REAL MADRID BASKET	87.1K	7		KK CRVENA ZVEZDA	12.4K
8		KK PARTIZAN NIS	25.1K	8		ANADOLU EFES SPOR KULÜBÜ	74.3K	8		KK PARTIZAN NIS	5.1K
9		VIRTUS SEGAFREDO BOLOGNA	19.4K	9		VIRTUS SEGAFREDO BOLOGNA	59.8K	9		OLIMPIA MILANO	3.1K
10		OLIMPIA MILANO	16.2K	10		OLIMPIA MILANO	41.5K	10		CAZOO BASKONIA	3K

Average video views/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		PANATHINAIKOS BC	71.1K
2		FENERBAHÇE BEKO	45.1K
3		OLYMPIACOS BC	44.9K
4		KK CRVENA ZVEZDA	36.2K
5		OLIMPIA MILANO	23.2K
6		BC ŽALGIRIS KAUNAS	20.4K
7		REAL MADRID BASKET	18.3K
8		MACCABI TEL AVIV BASKETBALL	15.2K
9		KK PARTIZAN NIS	14.9K
10		ANADOLU EFES SPOR KULÜBÜ	11.1K

AVERAGE VIDEO
VIEWS/POST

1		OLYMPIACOS BC	16K
2		KK PARTIZAN NIS	14.1K
3		REAL MADRID BASKET	11.9K
4		BC ŽALGIRIS KAUNAS	8K
5		KK CRVENA ZVEZDA	6.2K
6		ANADOLU EFES SPOR KULÜBÜ	6.16K
7		MACCABI TEL AVIV BASKETBALL	5.6K
8		OLIMPIA MILANO	4.9K
9		VIRTUS SEGAFREDO BOLOGNA	3K
10		CAZOO BASKONIA	2.8K

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 BASKETBALL



WNBA

AVERAGE VIDEO VIEWS/POST

1		NEW YORK LIBERTY	31.6K
2		LAS VEGAS ACES	21.3K
3		SEATTLE STORM	18.8K
4		PHOENIX MERCURY	14.4K
5		CHICAGO SKY	12.4K
6		MINNESOTA LYNX	9.5K
7		WASHINGTON MYSTICS	8.9K
8		DALLAS WINGS	5.8K
9		INDIANA FEVER	5K
10		CONNECTICUT SUN	4.4K

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



AVERAGE VIDEO VIEWS/POST

1		NEW YORK LIBERTY	82.1K
2		MINNESOTA LYNX	33.8K
3		PHOENIX MERCURY	31.7K
4		SEATTLE STORM	27.3K
5		LAS VEGAS ACES	24.7K
6		CHICAGO SKY	23.8K
7		WASHINGTON MYSTICS	18.6K
8		DALLAS WINGS	15.8K
9		INDIANA FEVER	11.8K
10		LOS ANGELES SPARKS	10K

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	13.2K
2		LAS VEGAS ACES	10.6K
3		CHICAGO SKY	7.9K
4		PHOENIX MERCURY	7.88K
5		WASHINGTON MYSTICS	6.8K
6		NEW YORK LIBERTY	6.7K
7		MINNESOTA LYNX	5K
8		DALLAS WINGS	3.9K
9		ATLANTA DREAM	3.2K
10		CONNECTICUT SUN	2.4K



AVERAGE VIDEO VIEWS/POST

1		LAS VEGAS ACES	69.1K
2		SEATTLE STORM	18.3K
3		PHOENIX MERCURY	17.5K
4		MINNESOTA LYNX	15.8K
5		CHICAGO SKY	11.4K
6		CONNECTICUT SUN	5.7K
7		DALLAS WINGS	5.6K
8		WASHINGTON MYSTICS	4.9K
9		NEW YORK LIBERTY	4K
10		INDIANA FEVER	3.6K

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.



NFL

AVERAGE VIDEO VIEWS/POST

1		INDIANAPOLIS COLTS	236K
2		LOS ANGELES RAMS	204K
3		BUFFALO BILLS	130K
4		KANSAS CITY CHIEFS	118K
5		CINCINNATI BENGALS	104K
6		PITTSBURGH STEELERS	101K
7		NEW YORK GIANTS	90.9K
8		SAN FRANCISCO 49ERS	90.4K
9		PHILADELPHIA EAGLES	82.8K
10		CHICAGO BEARS	80.4K



AVERAGE VIDEO VIEWS/POST

1		PITTSBURGH STEELERS	532K
2		LOS ANGELES RAMS	501K
3		DALLAS COWBOYS	439K
4		PHILADELPHIA EAGLES	387K
5		SAN FRANCISCO 49ERS	379K
6		KANSAS CITY CHIEFS	347K
7		BALTIMORE RAVENS	283K
8		NEW YORK GIANTS	282K
9		LAS VEGAS RAIDERS	265K
10		NEW ENGLAND PATRIOTS	259K



AVERAGE VIDEO VIEWS/POST

1		KANSAS CITY CHIEFS	92.8K
2		CINCINNATI BENGALS	92.1K
3		BUFFALO BILLS	73.3K
4		NEW YORK GIANTS	53.2K
5		CHICAGO BEARS	47.7K
6		NEW YORK JETS	45.4K
7		LAS VEGAS RAIDERS	40.5K
8		SAN FRANCISCO 49ERS	39.3K
9		INDIANAPOLIS COLTS	37.3K
10		SEATTLE SEAHAWKS	33.7K

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

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NFL

f AVERAGE VIDEO VIEWS/ POST				d AVERAGE VIDEO VIEWS/POST				▶ AVERAGE VIDEO VIEWS/POST			
1		LOS ANGELES RAMS	818K	1		INDIANAPOLIS COLTS	4.2M	1		LOS ANGELES CHARGERS	43.6K
2		PITTSBURGH STEELERS	129K	2		BUFFALO BILLS	1.3M	2		PHILADELPHIA EAGLES	42.8K
3		BUFFALO BILLS	106K	3		TENNESSEE TITANS	1.1M	3		LAS VEGAS RAIDERS	25.5K
4		DALLAS COWBOYS	97.6K	4		DETROIT LIONS	956K	4		TAMPA BAY BUCCANEERS	18.8K
5		SAN FRANCISCO 49ERS	93.2K	5		KANSAS CITY CHIEFS	529K	5		CHICAGO BEARS	18.7K
6		NEW YORK GIANTS	92.9K	6		CINCINNATI BENGALS	396K	6		BALTIMORE RAVENS	17.3K
7		KANSAS CITY CHIEFS	92.8K	7		PITTSBURGH STEELERS	293K	7		PITTSBURGH STEELERS	16.7K
8		GREEN BAY PACKERS	80.2K	8		DALLAS COWBOYS	287K	8		DETROIT LIONS	15.7K
9		CHICAGO BEARS	70.2K	9		MINNESOTA VIKINGS	264K	9		SAN FRANCISCO 49ERS	15.3K
10		DENVER BRONCOS	70K	10		LOS ANGELES CHARGERS	243K	10		NEW YORK GIANTS	14.8K

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NHL

AVERAGE VIDEO VIEWS/POST

1		CAROLINA HURRICANES	103K
2		CHICAGO BLACKHAWKS	81.6K
3		TORONTO MAPLE LEAFS	77.7K
4		NEW YORK RANGERS	65.8K
5		COLORADO AVALANCHE	63.8K
6		BOSTON BRUINS	53.9K
7		MONTREAL CANADIENS	45.5K
8		PITTSBURGH PENGUINS	44.5K
9		SAN JOSE SHARKS	37.3K
10		DETROIT RED WINGS	36.2K



AVERAGE VIDEO VIEWS/POST

1		TORONTO MAPLE LEAFS	261K
2		NEW YORK RANGERS	200K
3		MONTREAL CANADIENS	199K
4		CHICAGO BLACKHAWKS	189K
5		COLORADO AVALANCHE	188.8K
6		BOSTON BRUINS	148K
7		CAROLINA HURRICANES	147K
8		DETROIT RED WINGS	136K
9		PITTSBURGH PENGUINS	125K
10		WASHINGTON CAPITALS	124K



AVERAGE VIDEO VIEWS/POST

1		NEW YORK RANGERS	52.6M
2		TORONTO MAPLE LEAFS	27M
3		BUFFALO SABRES	22.4M
4		ST. LOUIS BLUES	20.83M
5		CHICAGO BLACKHAWKS	20.81M
6		BOSTON BRUINS	20.1M
7		PITTSBURGH PENGUINS	19.7M
8		EDMONTON OILERS	19.68M
9		COLORADO AVALANCHE	17.9M
10		MONTREAL CANADIENS	16.5M

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NHL

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		COLORADO AVALANCHE	80.5K	1		CAROLINA HURRICANES	3.5M	1		MONTREAL CANADIENS	41.8K
2		EDMONTON OILERS	68.3K	2		BOSTON BRUINS	444K	2		COLORADO AVALANCHE	15.6K
3		MONTREAL CANADIENS	50.7K	3		MONTREAL CANADIENS	295K	3		VANCOUVER CANUCKS	12.4K
4		TORONTO MAPLE LEAFS	47.2K	4		TORONTO MAPLE LEAFS	270K	4		MINNESOTA WILD	11.4K
5		NEW YORK RANGERS	46.8K	5		EDMONTON OILERS	195K	5		DETROIT RED WINGS	10K
6		PITTSBURGH PENGUINS	45.9K	6		SAN JOSE SHARKS	141K	6		TORONTO MAPLE LEAFS	9.9K
7		CHICAGO BLACKHAWKS	41.6K	7		SEATTLE KRAKEN	118K	7		OTTAWA SENATORS	7.9K
8		ANAHEIM DUCKS	30.5K	8		CHICAGO BLACKHAWKS	107K	8		EDMONTON OILERS	7K
9		DETROIT RED WINGS	30.1K	9		VANCOUVER CANUCKS	91.2K	9		CALGARY FLAMES	6.3K
10		BUFFALO SABRES	21.8K	10		WINNIPEG JETS	86.6K	10		ARIZONA COYOTES	5.3K

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MLB

AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST

1		ST. LOUIS CARDINALS	284K
2		NEW YORK YANKEES	237K
3		LOS ANGELES DODGERS	206K
4		ATLANTA BRAVES	203K
5		TORONTO BLUE JAYS	142K
6		HOUSTON ASTROS	112K
7		LOS ANGELES ANGELS	111.2K
8		BOSTON RED SOX	111.1K
9		SAN DIEGO PADRES	109K
10		SEATTLE MARINERS	107K

1		NEW YORK YANKEES	564K
2		ATLANTA BRAVES	540K
3		ST. LOUIS CARDINALS	488K
4		TORONTO BLUE JAYS	481K
5		LOS ANGELES DODGERS	457K
6		LOS ANGELES ANGELS	387K
7		SAN DIEGO PADRES	344K
8		HOUSTON ASTROS	280K
9		MILWAUKEE BREWERS	265K
10		SEATTLE MARINERS	261K

1		ST. LOUIS CARDINALS	177K
2		NEW YORK YANKEES	136K
3		ATLANTA BRAVES	119K
4		LOS ANGELES DODGERS	111K
5		LOS ANGELES ANGELS	96.1K
6		SEATTLE MARINERS	68.4K
7		TORONTO BLUE JAYS	65.1K
8		HOUSTON ASTROS	55.2K
9		NEW YORK METS	49.5K
10		PHILADELPHIA PHILLIES	47.5K

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MLB

 AVERAGE VIDEO VIEWS/POST

1		ST. LOUIS CARDINALS	815K
2		ATLANTA BRAVES	304K
3		NEW YORK YANKEES	291K
4		TORONTO BLUE JAYS	271K
5		LOS ANGELES DODGERS	239K
6		HOUSTON ASTROS	168K
7		CHICAGO CUBS	156K
8		SEATTLE MARINERS	154K
9		BOSTON RED SOX	133K
10		PHILADELPHIA PHILLIES	108K

 AVERAGE VIDEO VIEWS/POST

1		NEW YORK YANKEES	485K
2		TAMPA BAY RAYS	401K
3		SAN DIEGO PADRES	384K
4		LOS ANGELES DODGERS	337K
5		TORONTO BLUE JAYS	332K
6		BOSTON RED SOX	302K
7		CHICAGO CUBS	273K
8		DETROIT TIGERS	269K
9		SAN FRANCISCO GIANTS	258K
10		ARIZONA DIAMONDBACKS	234K

 AVERAGE VIDEO VIEWS/POST

1		SAN DIEGO PADRES	80.4K
2		TORONTO BLUE JAYS	65.2K
3		LOS ANGELES DODGERS	55.4K
4		NEW YORK YANKEES	30.6K
5		HOUSTON ASTROS	21.1K
6		SEATTLE MARINERS	17.9K
7		ST. LOUIS CARDINALS	16.3K
8		PHILADELPHIA PHILLIES	14K
9		BOSTON RED SOX	12.4K
10		CHICAGO CUBS	12K

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F1		
AVERAGE VIDEO VIEWS/POST		
1	 MCLAREN RACING	582K
2	 SCUDERIA FERRARI	568K
3	 ORACLE RED BULL RACING	553K
4	 MERCEDES AMG PETRONAS	529K
5	 HAAS F1 TEAM	356K
6	 ALFA ROMEO F1 TEAM ORLEN	249K
7	 ASTON MARTIN ARAMCO COGNIZANT	155K
8	 ALPINE F1 TEAM	152K
9	 SCUDERIA ALPHATAURI	136K
10	 WILLIAMS RACING	94.3K

AVERAGE VIDEO VIEWS/POST		
1	 SCUDERIA FERRARI	2.2M
2	 MCLAREN RACING	1.6M
3	 MERCEDES AMG PETRONAS	1.56M
4	 ORACLE RED BULL RACING	1.1M
5	 HAAS F1 TEAM	859K
6	 SCUDERIA ALPHATAURI	654K
7	 ASTON MARTIN ARAMCO COGNIZANT	396K
8	 ALPINE F1 TEAM	388K
9	 ALFA ROMEO F1 TEAM ORLEN	244K
10	 WILLIAMS RACING	174K

AVERAGE VIDEO VIEWS/POST		
1	 MERCEDES AMG PETRONAS	348K
2	 SCUDERIA FERRARI	263K
3	 ORACLE RED BULL RACING	224K
4	 MCLAREN RACING	161K
5	 HAAS F1 TEAM	147K
6	 SCUDERIA ALPHATAURI	144K
7	 WILLIAMS RACING	82.2K
8	 ASTON MARTIN ARAMCO COGNIZANT	76.9K
9	 ALPINE F1 TEAM	56.6K
10	 ALFA ROMEO F1 TEAM ORLEN	38.6K

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

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AVERAGE VIDEO VIEWS/POST			
1		ORACLE RED BULL RACING	515K
2		SCUDERIA FERRARI	256K
3		MCLAREN RACING	255K
4		MERCEDES AMG PETRONAS	250K
5		HAAS F1 TEAM	209K
6		ASTON MARTIN ARAMCO COGNIZANT	119K
7		SCUDERIA ALPHATAURI	46.9K
8		ALPINE F1 TEAM	38.9K
9		WILLIAMS RACING	14.4K
10		ALFA ROMEO F1 TEAM ORLEN	6.9K

AVERAGE VIDEO VIEWS/POST			
1		MCLAREN RACING	260K
2		ORACLE RED BULL RACING	196K
3		MERCEDES AMG PETRONAS	131K
4		SCUDERIA ALPHATAURI	128K
5		HAAS F1 TEAM	71.8K
6		SCUDERIA FERRARI	41.1K
7		ASTON MARTIN ARAMCO COGNIZANT	27.8K
8		WILLIAMS RACING	17.9K
9		ALFA ROMEO F1 TEAM ORLEN	6.5K
10		ALPINE F1 TEAM	---

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