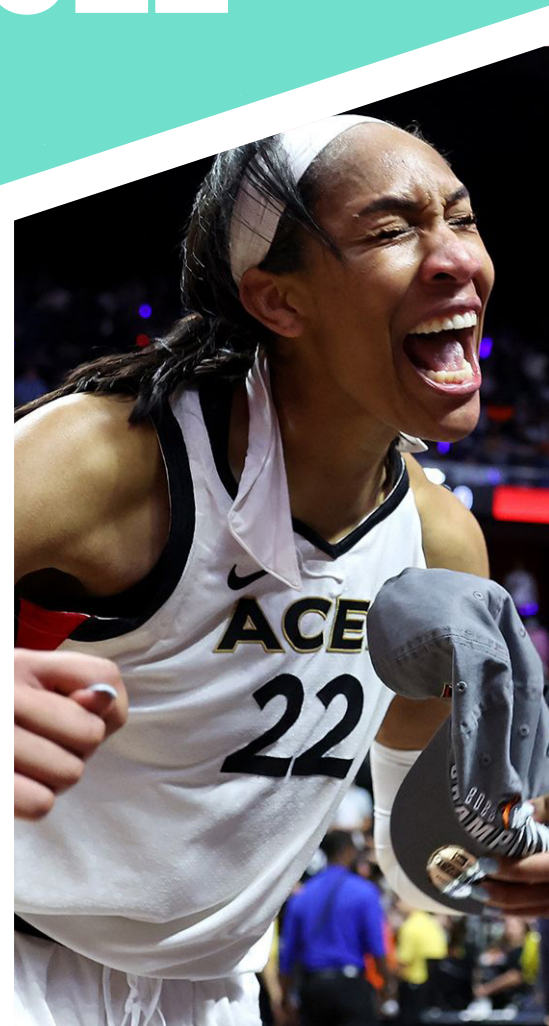




BLINKFIRE ANALYTICS

GLOBAL RANKING Q3 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		FC BARCELONA	784.4M
2		REAL MADRID	584.8M
3		PARIS SAINT-GERMAIN FC	290.2M
4		LIVERPOOL FC	271.4M
5		CHELSEA FC	218.8M
6		MANCHESTER CITY FC	216.3M
7		FC BAYERN MÜNCHEN	172.5M
8		JUVENTUS FC	159.4M
9		TOTTENHAM HOTSPUR FC	90.6M
10		AC MILAN	69.2M



TOTAL ENGAGEMENT

1		FC BARCELONA	508.7M
2		REAL MADRID	406.4M
3		PARIS SAINT-GERMAIN FC	209.7M
4		LIVERPOOL FC	168.3M
5		MANCHESTER CITY FC	146.8M
6		CHELSEA FC	126.2M
7		JUVENTUS FC	97M
8		FC BAYERN MÜNCHEN	96.8M
9		TOTTENHAM HOTSPUR FC	50.1M
10		AC MILAN	44M



TOTAL ENGAGEMENT

1		FC BARCELONA	94.9M
2		REAL MADRID	44.7M
3		CHELSEA FC	36.8M
4		LIVERPOOL FC	19.9M
5		MANCHESTER CITY FC	16M
6		TOTTENHAM HOTSPUR FC	12.3M
7		PARIS SAINT-GERMAIN FC	10M
8		FC BAYERN MÜNCHEN	7.4M
9		JUVENTUS FC	6.6M
10		BORUSSIA DORTMUND	4.7M

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		FC BARCELONA	76.4M
2		REAL MADRID	65M
3		LIVERPOOL FC	57.8M
4		FC BAYERN MÜNCHEN	48.3M
5		CHELSEA FC	36M
6		PARIS SAINT-GERMAIN FC	33.7M
7		MANCHESTER CITY FC	33.6M
8		JUVENTUS FC	15.7M
9		TOTTENHAM HOTSPUR FC	13.8M
10		AC MILAN	7.2M



TOTAL ENGAGEMENT

1		FC BARCELONA	97.2M
2		REAL MADRID	65.3M
3		JUVENTUS FC	38.8M
4		PARIS SAINT-GERMAIN FC	35.2M
5		LIVERPOOL FC	22.5M
6		FC BAYERN MÜNCHEN	17.8M
7		CHELSEA FC	17.5M
8		MANCHESTER CITY FC	17M
9		AFC AJAX	16.1M
10		AC MILAN	13.6M



TOTAL ENGAGEMENT

1		FC BARCELONA	6.5M
2		REAL MADRID	2.8M
3		LIVERPOOL FC	2.49M
4		MANCHESTER CITY FC	2.4M
5		CHELSEA FC	1.6M
6		FC BAYERN MÜNCHEN	1.5M
7		TOTTENHAM HOTSPUR FC	1.2M
8		PARIS SAINT-GERMAIN FC	1.1M
9		JUVENTUS FC	998K
10		AC MILAN	871K



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



TOTAL ENGAGEMENT

1		FC BARCELONA	543K
2		CHELSEA FC	477K
3		FC BAYERN MÜNCHEN	463K
4		REAL MADRID	400K
5		MANCHESTER CITY FC	291K
6		PARIS SAINT-GERMAIN FC	280K
7		LIVERPOOL FC	272K
8		AC MILAN	131K
9		JUVENTUS FC	119K
10		FC INTERNAZIONALE	115K

MEN’S SOCCER



MLS

TOTAL ENGAGEMENT

1		LOS ANGELES FC	11.5M
2		LA GALAXY	10.9M
3		INTER MIAMI CF	4.4M
4		TORONTO FC	3.3M
5		CHARLOTTE FC	2.6M
6		PHILADELPHIA UNION	2.5M
7		AUSTIN FC	1.8M
8		SEATTLE SOUNDERS FC	1.7M
9		ATLANTA UNITED	1.6M
10		NEW YORK CITY FC	1.4M



TOTAL ENGAGEMENT

1		LOS ANGELES FC	7.8M
2		LA GALAXY	4.5M
3		TORONTO FC	2.4M
4		INTER MIAMI CF	2M
5		CHARLOTTE FC	1.78M
6		PHILADELPHIA UNION	1.72M
7		AUSTIN FC	1.3M
8		SEATTLE SOUNDERS FC	1.03M
9		NEW YORK CITY FC	1.01M
10		ATLANTA UNITED	911K



TOTAL ENGAGEMENT

1		LOS ANGELES FC	639K
2		LA GALAXY	539K
3		PHILADELPHIA UNION	363K
4		MINNESOTA UNITED FC	346K
5		CHARLOTTE FC	324K
6		ATLANTA UNITED	253K
7		AUSTIN FC	248K
8		SEATTLE SOUNDERS FC	236K
9		ORLANDO CITY SC	221K
10		NASHVILLE SC	196K

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

MEN'S SOCCER



MLS



TOTAL ENGAGEMENT

1		LA GALAXY	2.43M
2		LOS ANGELES FC	2.41M
3		SEATTLE SOUNDERS FC	397K
4		ATLANTA UNITED	352K
5		CLUB DE FOOT MONTRÉAL	349K
6		CHICAGO FIRE FC	320K
7		PHILADELPHIA UNION	314K
8		NEW YORK RED BULLS	285K
9		TORONTO FC	265K
10		INTER MIAMI CF	249K



TOTAL ENGAGEMENT

1		LA GALAXY	3.3M
2		INTER MIAMI CF	1.9M
3		LOS ANGELES FC	547K
4		MINNESOTA UNITED FC	478.9K
5		TORONTO FC	478.2K
6		CHARLOTTE FC	299K
7		SAN JOSE EARTHQUAKES	266K
8		NEW YORK CITY FC	202K
9		PHILADELPHIA UNION	144K
10		REAL SALT LAKE	116K



TOTAL ENGAGEMENT

1		LOS ANGELES FC	77K
2		LA GALAXY	13K
3		TORONTO FC	8K
4		SEATTLE SOUNDERS FC	7K
5		AUSTIN FC	6K
6		ATLANTA UNITED	5.6K
7		CHARLOTTE FC	5.4K
8		NEW YORK CITY FC	4.7K
9		NEW ENGLAND REVOLUTION	4.4K
10		DC UNITED	3K

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

Teams qualified for the group stage

TOTAL ENGAGEMENT

1		CHELSEA FC WOMEN	16.2M
2		FC BARCELONA FEMENÍ	11.9M
3		ARSENAL WOMEN FC	10M
4		REAL MADRID FEMENINO	9.7M
5		FC BAYERN FRAUENFUSSBALL	4M
6		JUVENTUS WOMEN	2.6M
7		OLYMPIQUE LYONNAIS FÉMININ	1.49M
8		PSG FÉMININES	1.48M
9		VFL WOLFSBURG FRAUENFUßBALL	1M
10		SL BENFICA FEMININO	663K



TOTAL ENGAGEMENT

1		FC BARCELONA FEMENÍ	9.1M
2		CHELSEA FC WOMEN	7M
3		REAL MADRID FEMENINO	6.8M
4		ARSENAL WOMEN FC	5.8M
5		FC BAYERN FRAUENFUßBALL	3.1M
6		JUVENTUS WOMEN	2.2M
7		PSG FÉMININES	1.1M
8		VFL WOLFSBURG FRAUENFUßBALL	808K
9		SL BENFICA FEMININO	663K
10		OLYMPIQUE LYONNAIS FÉMININ	515K

Total engagement from Instagram, Twitter, and Facebook

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

Teams qualified for the group stage



TOTAL ENGAGEMENT

1		CHELSEA FC WOMEN	4M
2		ARSENAL WOMEN FC	3.4M
3		FC BARCELONA FEMENÍ	1.9M
4		REAL MADRID FEMENINO	1.3M
5		JUVENTUS WOMEN	373K
6		FC BAYERN FRAUENFUSSBALL	357K
7		AS ROMA FEMMINILE	293K
8		OLYMPIQUE LYONNAIS FÉMININ	231K
9		PSG FÉMININES	160K
10		VFL WOLFSBURG FRAUENFUSSBALL	46K



TOTAL ENGAGEMENT

1		CHELSEA FC WOMEN	5.2M
2		REAL MADRID FEMENINO	1.5M
3		ARSENAL WOMEN FC	845K
4		FC BARCELONA FEMENÍ	821K
5		OLYMPIQUE LYONNAIS FÉMININ	744K
6		FC BAYERN FRAUENFUSSBALL	559K
7		VFL WOLFSBURG FRAUENFUSSBALL	181K
8		PSG FÉMININES	158K
9		FC ROSENGÅRD	24K
10		1899 HOFFENHEIM FRAUEN	21K

WOMEN'S SOCCER



NWSL

TOTAL ENGAGEMENT

1		SAN DIEGO WAVE FC	1.3M
2		ANGEL CITY FC	1.2M
3		OL REIGN	880K
4		WASHINGTON SPIRIT	825K
5		PORTLAND THORNS	805K
6		KANSAS CITY CURRENT	757K
7		HOUSTON DASH	532K
8		NJNY GOTHAM FC	386K
9		RACING LOUISVILLE FC	318K
10		ORLANDO PRIDE	289K



TOTAL ENGAGEMENT

1		SAN DIEGO WAVE FC	1M
2		ANGEL CITY FC	958K
3		OL REIGN	593K
4		WASHINGTON SPIRIT	497K
5		PORTLAND THORNS	455K
6		KANSAS CITY CURRENT	443K
7		HOUSTON DASH	306K
8		NJNY GOTHAM FC	286K
9		ORLANDO PRIDE	195K
10		RACING LOUISVILLE FC	187K



TOTAL ENGAGEMENT

1		KANSAS CITY CURRENT	227K
2		SAN DIEGO WAVE FC	188K
3		OL REIGN	169K
4		PORTLAND THORNS	159K
5		WASHINGTON SPIRIT	155K
6		ANGEL CITY FC	143K
7		HOUSTON DASH	136K
8		RACING LOUISVILLE FC	82K
9		NJNY GOTHAM FC	68K
10		ORLANDO PRIDE	62K

Total engagement from Instagram, Twitter, Facebook, and TikTok

WOMEN'S SOCCER



NWSL



TOTAL ENGAGEMENT

1		OL REIGN	117K
2		PORTLAND THORNS	81K
3		KANSAS CITY CURRENT	69K
4		HOUSTON DASH	60K
5		SAN DIEGO WAVE FC	54K
6		RACING LOUISVILLE FC	45K
7		WASHINGTON SPIRIT	31K
8		ORLANDO PRIDE	30K
9		ANGEL CITY FC	26K
10		CHICAGO RED STARS	24K



TOTAL ENGAGEMENT

1		WASHINGTON SPIRIT	141K
2		PORTLAND THORNS	109K
3		ANGEL CITY FC	99K
4		SAN DIEGO WAVE FC	70K
5		CHICAGO RED STARS	49K
6		HOUSTON DASH	28K
7		KANSAS CITY CURRENT	17K
8		NJNY GOTHAM FC	11K
9		RACING LOUISVILLE FC	3K
10		ORLANDO PRIDE	1K

MEN'S BASKETBALL



NBA

TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	62.5M
2		LOS ANGELES LAKERS	31.9M
3		BOSTON CELTICS	12M
4		CHICAGO BULLS	11.5M
5		MIAMI HEAT	9M
6		DALLAS MAVERICKS	7.9M
7		BROOKLYN NETS	7.8M
8		MILWAUKEE BUCKS	7.2M
9		SAN ANTONIO SPURS	6.4M
10		CLEVELAND CAVALIERS	5.7M



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	46.9M
2		LOS ANGELES LAKERS	26.4M
3		BOSTON CELTICS	9.7M
4		CHICAGO BULLS	8.5M
5		MIAMI HEAT	7.2M
6		DALLAS MAVERICKS	6.3M
7		BROOKLYN NETS	5.9M
8		MILWAUKEE BUCKS	5.2M
9		NEW YORK KNICKS	4.35M
10		SAN ANTONIO SPURS	4.32M



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	5.8M
2		LOS ANGELES LAKERS	2.4M
3		BOSTON CELTICS	1.2M
4		CHICAGO BULLS	1M
5		MILWAUKEE BUCKS	679K
6		PHILADELPHIA 76ERS	568K
7		CLEVELAND CAVALIERS	549K
8		BROOKLYN NETS	545K
9		MIAMI HEAT	528K
10		SAN ANTONIO SPURS	501K

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

MEN'S BASKETBALL



NBA



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	5.8M
2		LOS ANGELES LAKERS	2.4M
3		SAN ANTONIO SPURS	1.3M
4		MILWAUKEE BUCKS	944K
5		CHICAGO BULLS	917K
6		BOSTON CELTICS	894K
7		BROOKLYN NETS	630K
8		PHOENIX SUNS	381K
9		MIAMI HEAT	372K
10		DENVER NUGGETS	349K



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	2.5M
2		CHARLOTTE HORNETS	1.4M
3		CHICAGO BULLS	1.1M
4		CLEVELAND CAVALIERS	1M
5		UTAH JAZZ	978K
6		MIAMI HEAT	878K
7		DALLAS MAVERICKS	805K
8		ORLANDO MAGIC	788K
9		MEMPHIS GRIZZLIES	763K
10		NEW ORLEANS PELICANS	661K



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	509K
2		LOS ANGELES LAKERS	79K
3		PORTLAND TRAIL BLAZERS	18K
4		SAN ANTONIO SPURS	17K
5		NEW YORK KNICKS	16K
6		NEW ORLEANS PELICANS	14.7K
7		MILWAUKEE BUCKS	14.4K
8		LOS ANGELES CLIPPERS	14.35K
9		UTAH JAZZ	14.31K
10		TORONTO RAPTORS	13K

MEN’S BASKETBALL



NBA



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	897K
2		LOS ANGELES LAKERS	476K
3		BROOKLYN NETS	162K
4		DALLAS MAVERICKS	160K
5		PORTLAND TRAIL BLAZERS	112K
6		LOS ANGELES CLIPPERS	81K
7		HOUSTON ROCKETS	39K
8		PHILADELPHIA 76ERS	38K
9		PHOENIX SUNS	26K
10		MIAMI HEAT	21K

MEN'S BASKETBALL



EUROLEAGUE

TOTAL ENGAGEMENT			TOTAL ENGAGEMENT			TOTAL ENGAGEMENT					
1		FENERBAHÇE BEKO	7M	1		FENERBAHÇE BEKO	5.3M	1		FENERBAHÇE BEKO	1.3M
2		REAL MADRID BASKET	4.2M	2		REAL MADRID BASKET	2.9M	2		REAL MADRID BASKET	563K
3		OLYMPIACOS BC	1.5M	3		KK CRVENA ZVEZDA	1.2M	3		FC BARCELONA BÀSQUET	269K
4		KK CRVENA ZVEZDA	1.49M	4		OLYMPIACOS BC	1.18M	4		ANADOLU EFES SK	112K
5		FC BARCELONA BÀSQUET	1.48M	5		FC BARCELONA BÀSQUET	1.11M	5		OLYMPIACOS BC	65K
6		PANATHINAIKOS BC	1.41M	6		PANATHINAIKOS BC	1.1M	6		MACCABI PLAYTIKA TEL AVIV	54.66K
7		KK PARTIZAN NIS	1M	7		KK PARTIZAN NIS	894K	7		KK CRVENA ZVEZDA	54.6K
8		MACCABI PLAYTIKA TEL AVIV	928K	8		ANADOLU EFES SK	744K	8		PANATHINAIKOS BC	53K
9		ANADOLU EFES SK	904K	9		MACCABI PLAYTIKA TEL AVIV	724K	9		CAZOO BASKONIA	47K
10		VIRTUS SEGAFREDO BOLOGNA	758K	10		VIRTUS SEGAFREDO BOLOGNA	586K	10		OLIMPIA MILANO	43K

Total engagement from Instagram, Twitter, Facebook, and YouTube

MEN'S BASKETBALL



EUROLEAGUE



TOTAL ENGAGEMENT

1		REAL MADRID BASKET	738K
2		FENERBAHÇE BEKO	383K
3		OLYMPIACOS BC	266K
4		PANATHINAIKOS BC	257K
5		BC ŽALGIRIS KAUNAS	227K
6		KK CRVENA ZVEZDA	188K
7		OLIMPIA MILANO	150K
8		MACCABI PLAYTIKA TEL AVIV	139.6K
9		VIRTUS SEGAFREDO BOLOGNA	139.1K
10		KK PARTIZAN NIS	123K



TOTAL ENGAGEMENT

1		KK PARTIZAN NIS	22K
2		BC ŽALGIRIS KAUNAS	10.2K
3		MACCABI PLAYTIKA TEL AVIV	10.1K
4		OLYMPIACOS BC	9K
5		OLIMPIA MILANO	4.6K
6		REAL MADRID BASKET	4.5K
7		VIRTUS SEGAFREDO BOLOGNA	2.2K
8		VALENCIA BASKET	1.9K
9		CAZOO BASKONIA	1.69K
10		KK CRVENA ZVEZDA	1.66K

WOMEN’S BASKETBALL



WNBA

TOTAL ENGAGEMENT

1		LAS VEGAS ACES	3.9M
2		SEATTLE STORM	2.5M
3		PHOENIX MERCURY	1.4M
4		CHICAGO SKY	1.1M
5		NEW YORK LIBERTY	956K
6		MINNESOTA LYNX	739K
7		WASHINGTON MYSTICS	602K
8		DALLAS WINGS	580K
9		CONNECTICUT SUN	524K
10		LOS ANGELES SPARKS	423K



TOTAL ENGAGEMENT

1		LAS VEGAS ACES	2M
2		SEATTLE STORM	1.5M
3		NEW YORK LIBERTY	671K
4		PHOENIX MERCURY	654K
5		CHICAGO SKY	618K
6		WASHINGTON MYSTICS	354K
7		LOS ANGELES SPARKS	331K
8		CONNECTICUT SUN	315K
9		MINNESOTA LYNX	314K
10		DALLAS WINGS	251K

Total engagement from Instagram, Twitter, and Facebook

WOMEN'S BASKETBALL



WNBA



TOTAL ENGAGEMENT

1		LAS VEGAS ACES	1.1M
2		SEATTLE STORM	554K
3		PHOENIX MERCURY	295K
4		CHICAGO SKY	263K
5		NEW YORK LIBERTY	182K
6		DALLAS WINGS	165K
7		MINNESOTA LYNX	164K
8		WASHINGTON MYSTICS	156K
9		CONNECTICUT SUN	99K
10		ATLANTA DREAM	72K



TOTAL ENGAGEMENT

1		LAS VEGAS ACES	1.1M
2		SEATTLE STORM	554K
3		PHOENIX MERCURY	537K
4		MINNESOTA LYNX	260K
5		CHICAGO SKY	224K
6		DALLAS WINGS	163K
7		CONNECTICUT SUN	109K
8		NEW YORK LIBERTY	102.9K
9		INDIANA FEVER	102.4K
10		WASHINGTON MYSTICS	91K



NFL

TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	25.9M
2		BUFFALO BILLS	23.6M
3		GREEN BAY PACKERS	18.06M
4		PHILADELPHIA EAGLES	18.01M
5		DALLAS COWBOYS	17.5M
6		KANSAS CITY CHIEFS	16.2M
7		SEATTLE SEAHAWKS	15.1M
8		NEW ORLEANS SAINTS	13.9M
9		CINCINNATI BENGALS	13.78M
10		BALTIMORE RAVENS	13.71M



TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	15.6M
2		GREEN BAY PACKERS	12.9M
3		DALLAS COWBOYS	12M
4		PHILADELPHIA EAGLES	11.9M
5		BUFFALO BILLS	11.6M
6		SEATTLE SEAHAWKS	11M
7		NEW ORLEANS SAINTS	9.78M
8		SAN FRANCISCO 49ERS	9.77M
9		LAS VEGAS RAIDERS	9.73M
10		KANSAS CITY CHIEFS	9.4M



TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	2.2M
2		BUFFALO BILLS	2M
3		KANSAS CITY CHIEFS	1.78M
4		CINCINNATI BENGALS	1.75M
5		BALTIMORE RAVENS	1.6M
6		GREEN BAY PACKERS	1.56M
7		MIAMI DOLPHINS	1.5M
8		PHILADELPHIA EAGLES	1.3M
9		SEATTLE SEAHAWKS	1.268M
10		NEW YORK GIANTS	1.26M

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



NFL



TOTAL ENGAGEMENT

1		PITTSBURGH STEELERS	4.7M
2		GREEN BAY PACKERS	2.99M
3		DALLAS COWBOYS	2.91M
4		BUFFALO BILLS	2.1M
5		DENVER BRONCOS	2.05M
6		KANSAS CITY CHIEFS	2.01M
7		NEW ORLEANS SAINTS	1.69M
8		SEATTLE SEAHAWKS	1.67M
9		BALTIMORE RAVENS	1.546M
10		PHILADELPHIA EAGLES	1.542M



TOTAL ENGAGEMENT

1		BUFFALO BILLS	7.6M
2		INDIANAPOLIS COLTS	5.8M
3		DETROIT LIONS	4.2M
4		PITTSBURGH STEELERS	3.24M
5		TENNESSEE TITANS	3.22M
6		KANSAS CITY CHIEFS	2.8M
7		PHILADELPHIA EAGLES	2.3M
8		LOS ANGELES CHARGERS	1.8M
9		CINCINNATI BENGALS	1.76M
10		BALTIMORE RAVENS	1.74M



TOTAL ENGAGEMENT

1		PHILADELPHIA EAGLES	876K
2		DALLAS COWBOYS	193K
3		PITTSBURGH STEELERS	167K
4		LAS VEGAS RAIDERS	162K
5		TAMPA BAY BUCCANEERS	141K
6		LOS ANGELES CHARGERS	140.9K
7		NEW YORK GIANTS	140.2K
8		KANSAS CITY CHIEFS	137K
9		BALTIMORE RAVENS	131.9K
10		MIAMI DOLPHINS	131.7K



NHL

TOTAL ENGAGEMENT

1		BOSTON BRUINS	5.2M
2		MONTREAL CANADIENS	4.6M
3		NEW YORK RANGERS	4.3M
4		COLORADO AVALANCHE	3.6M
5		PITTSBURGH PENGUINS	3.2M
6		EDMONTON OILERS	3M
7		CAROLINA HURRICANES	2.57M
8		TORONTO MAPLE LEAFS	2.54M
9		CHICAGO BLACKHAWKS	2.2M
10		NEW JERSEY DEVILS	2.1M



TOTAL ENGAGEMENT

1		NEW YORK RANGERS	2.9M
2		TORONTO MAPLE LEAFS	2.8M
3		BOSTON BRUINS	2.5M
4		PITTSBURGH PENGUINS	2M
5		COLORADO AVALANCHE	1.8M
6		TORONTO MAPLE LEAFS	1.63M
7		EDMONTON OILERS	1.61M
8		WASHINGTON CAPITALS	1.4M
9		CAROLINA HURRICANES	1.27M
10		MINNESOTA WILD	1.2M



TOTAL ENGAGEMENT

1		NEW YORK RANGERS	639K
2		COLORADO AVALANCHE	630K
3		MONTREAL CANADIENS	510K
4		CAROLINA HURRICANES	461K
5		PITTSBURGH PENGUINS	448K
6		BOSTON BRUINS	446K
7		EDMONTON OILERS	430K
8		VANCOUVER CANUCKS	340K
9		ST. LOUIS BLUES	313K
10		DALLAS STARS	307K

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



NHL



TOTAL ENGAGEMENT

1		PITTSBURGH PENGUINS	746K
2		BOSTON BRUINS	713K
3		COLORADO AVALANCHE	636K
4		EDMONTON OILERS	575K
5		MONTREAL CANADIENS	531K
6		NEW YORK RANGERS	518K
7		DETROIT RED WINGS	485K
8		ST. LOUIS BLUES	420K
9		CHICAGO BLACKHAWKS	349K
10		TAMPA BAY LIGHTNING	345K



TOTAL ENGAGEMENT

1		BOSTON BRUINS	1.5M
2		MONTREAL CANADIENS	795K
3		CAROLINA HURRICANES	618K
4		NEW JERSEY DEVILS	580K
5		COLORADO AVALANCHE	533K
6		CHICAGO BLACKHAWKS	498K
7		VANCOUVER CANUCKS	371K
8		EDMONTON OILERS	369K
9		TORONTO MAPLE LEAFS	330K
10		NEW YORK RANGERS	255K



TOTAL ENGAGEMENT

1		MONTREAL CANADIENS	36K
2		DETROIT RED WINGS	30K
3		EDMONTON OILERS	23K
4		CALGARY FLAMES	21K
5		TORONTO MAPLE LEAFS	15K
6		COLORADO AVALANCHE	11K
7		NEW YORK RANGERS	9K
8		BUFFALO SABRES	8.4K
9		OTTAWA SENATORS	8.3K
10		NEW JERSEY DEVILS	7K



MLB

TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	37.5M
2		NEW YORK YANKEES	29.1M
3		ATLANTA BRAVES	16.6M
4		HOUSTON ASTROS	14.4M
5		ST. LOUIS CARDINALS	13.1M
6		NEW YORK METS	12.96M
7		TORONTO BLUE JAYS	12.94M
8		SAN DIEGO PADRES	12.6M
9		BOSTON RED SOX	11.2M
10		SEATTLE MARINERS	10.5M



TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	22.8M
2		NEW YORK YANKEES	8.8M
3		ATLANTA BRAVES	8.6M
4		SAN DIEGO PADRES	7.6M
5		HOUSTON ASTROS	6.6M
6		NEW YORK METS	6.2M
7		BOSTON RED SOX	5.94M
8		TORONTO BLUE JAYS	5.91M
9		ST. LOUIS CARDINALS	5.2M
10		LOS ANGELES ANGELS	4.7M



TOTAL ENGAGEMENT

1		NEW YORK YANKEES	6.3M
2		LOS ANGELES DODGERS	6.1M
3		ST. LOUIS CARDINALS	3.6M
4		ATLANTA BRAVES	3.5M
5		NEW YORK METS	2.9M
6		HOUSTON ASTROS	2.8M
7		TORONTO BLUE JAYS	2.7M
8		SEATTLE MARINERS	2.6M
9		LOS ANGELES ANGELS	2.4M
10		BOSTON RED SOX	1.7M

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



MLB



TOTAL ENGAGEMENT

1		NEW YORK YANKEES	10.3M
2		LOS ANGELES DODGERS	5.5M
3		HOUSTON ASTROS	4.9M
4		ST. LOUIS CARDINALS	4.1M
5		ATLANTA BRAVES	3.8M
6		TORONTO BLUE JAYS	3M
7		NEW YORK METS	2.5M
8		BOSTON RED SOX	2.3M
9		SEATTLE MARINERS	2M
10		SAN DIEGO PADRES	1.9M



TOTAL ENGAGEMENT

1		NEW YORK YANKEES	3.5M
2		LOS ANGELES DODGERS	2.8M
3		SAN DIEGO PADRES	1.4M
4		SEATTLE MARINERS	1.2M
5		TORONTO BLUE JAYS	1.19M
6		NEW YORK METS	1.18M
7		BOSTON RED SOX	1.17M
8		CHICAGO WHITE SOX	1.15M
9		CHICAGO CUBS	954K
10		SAN FRANCISCO GIANTS	922K



TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	203K
2		NEW YORK METS	91K
3		SAN DIEGO PADRES	65K
4		SEATTLE MARINERS	48K
5		ST. LOUIS CARDINALS	33K
6		CHICAGO CUBS	31K
7		NEW YORK YANKEES	24K
8		TORONTO BLUE JAYS	20K
9		BALTIMORE ORIOLES	17K
10		CHICAGO WHITE SOX	15K

MOTORSPORTS



TOTAL ENGAGEMENT

1		SCUDERIA FERRARI	81.9M
2		MERCEDES AMG PETRONAS	67.2M
3		ORACLE RED BULL RACING	52.8M
4		MCLAREN RACING	36.9M
5		HAAS F1 TEAM	15.4M
6		SCUDERIA ALPHATAURI	9.6M
7		WILLIAMS RACING	8.2M
8		ALPINE F1 TEAM	8M
9		ASTON MARTIN ARAMCO COGNIZANT	7.4M
10		ALFA ROMEO F1 TEAM ORLEN	4.1M

Total engagement from Instagram, Twitter, Facebook, and YouTube



TOTAL ENGAGEMENT

1		SCUDERIA FERRARI	70.4M
2		MERCEDES AMG PETRONAS	44.6M
3		ORACLE RED BULL RACING	42.2M
4		MCLAREN RACING	30.7M
5		HAAS F1 TEAM	11.3M
6		SCUDERIA ALPHATAURI	7.3M
7		ALPINE F1 TEAM	6.3M
8		WILLIAMS RACING	5.9M
9		ASTON MARTIN ARAMCO COGNIZANT	5.5M
10		ALFA ROMEO F1 TEAM ORLEN	3.1M



TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	14.6M
2		SCUDERIA FERRARI	7.1M
3		ORACLE RED BULL RACING	5.6M
4		MCLAREN RACING	4.1M
5		HAAS F1 TEAM	2.6M
6		WILLIAMS RACING	1.6M
7		SCUDERIA ALPHATAURI	1.4M
8		ASTON MARTIN ARAMCO COGNIZANT	1.39M
9		ALPINE F1 TEAM	1.34M
10		ALFA ROMEO F1 TEAM ORLEN	783K



F1



TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	7.8M
2		ORACLE RED BULL RACING	4.7M
3		SCUDERIA FERRARI	4M
4		MCLAREN RACING	1.8M
5		HAAS F1 TEAM	1.4M
6		SCUDERIA ALPHATAURI	794K
7		WILLIAMS RACING	702K
8		ALPINE F1 TEAM	417K
9		ASTON MARTIN ARAMCO COGNIZANT	393K
10		ALFA ROMEO F1 TEAM ORLEN	218K



TOTAL ENGAGEMENT

1		SCUDERIA FERRARI	245K
2		ORACLE RED BULL RACING	216K
3		MCLAREN RACING	189K
4		MERCEDES AMG PETRONAS	167K
5		ASTON MARTIN ARAMCO COGNIZANT	77K
6		SCUDERIA ALPHATAURI	67K
7		HAAS F1 TEAM	26K
8		WILLIAMS RACING	15K
9		ALFA ROMEO F1 TEAM ORLEN	1K
10		ALPINE F1 TEAM	---