

2023-24

# LALIGA REPORT



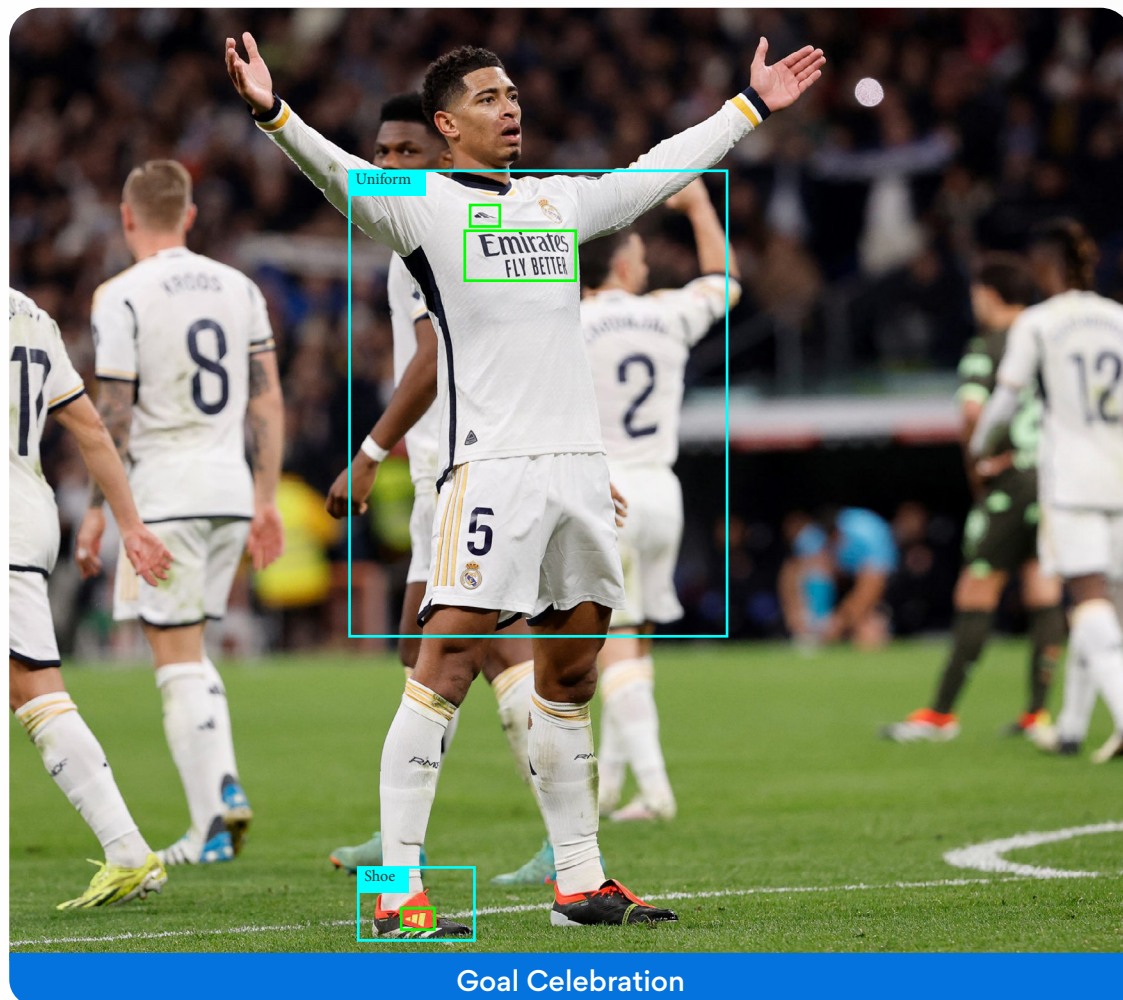
LALIGA



<b>INTRODUCTION</b>	<b>3</b>
<b>SOCIAL DATA</b>	
Posts by Platform	<b>4</b>
Follower Distribution	<b>5 - 6</b>
Relative Growth	<b>7 - 10</b>
Performance	<b>11</b>
Instagram	<b>12 - 13</b>
TikTok	<b>14</b>
LALIGA Engagament	<b>15 - 16</b>
LALIGA Teams Engagement	<b>17 - 18</b>
Video Views: LALIGA & Teams	<b>19 - 20</b>
Global Ranking Global Ranking	<b>21 - 22</b>

<b>SPONSORSHIP</b>	
Top 10 Brands	<b>23</b>
<b>TRENDS</b>	
Jersey Sleeve	<b>24</b>
Humor	<b>25</b>
Valencia & Joaquín Sorolla	<b>26</b>
Barcelona & The Rolling Stones	<b>27</b>
Real Madrid & Kylian Mbappé	<b>28</b>
Athletic Club & Copa del Rey Winners	<b>29</b>





The 2023-24 season was a landmark year for Real Madrid, as they claimed the LALIGA title and secured their fifteenth UEFA Champions League victory. This report delves into the sustained popularity of Spanish football on social media, showcasing impressive follower growth and performance metrics for both LALIGA EA Sports and its teams.

This season reinforced the league's status as a global football powerhouse. Real Madrid's successes, coupled with the league's dynamic social media presence, shows the enduring appeal of Spanish football. This report captures the key highlights, emerging trends, and digital success stories that have shaped this exceptional season.





## POSTS BY PLATFORM

During the 2023-24 season, both LALIGA EA Sports and teams significantly **increased their activity on TikTok** compared to the previous season. This underscores the rising significance of the short-video platform in Spanish football content, establishing it as a crucial element in the league's digital strategy.

LALIGA and its teams also expanded their presence on **YouTube**, which **has become a central platform in their social media communication strategy** due to its immense popularity. The data reveals a marked increase in posts on both TikTok and YouTube, highlighting their importance in connecting with fans.

The 2023-24 season saw a strategic shift in LALIGA EA Sports' social media approach, with a significant emphasis on TikTok and YouTube. This expansion has solidified these platforms as integral to the league's digital presence, driving fan engagement and enhancing the overall visibility of Spanish football.

### 2023-24 Season vs 2022-23 Season

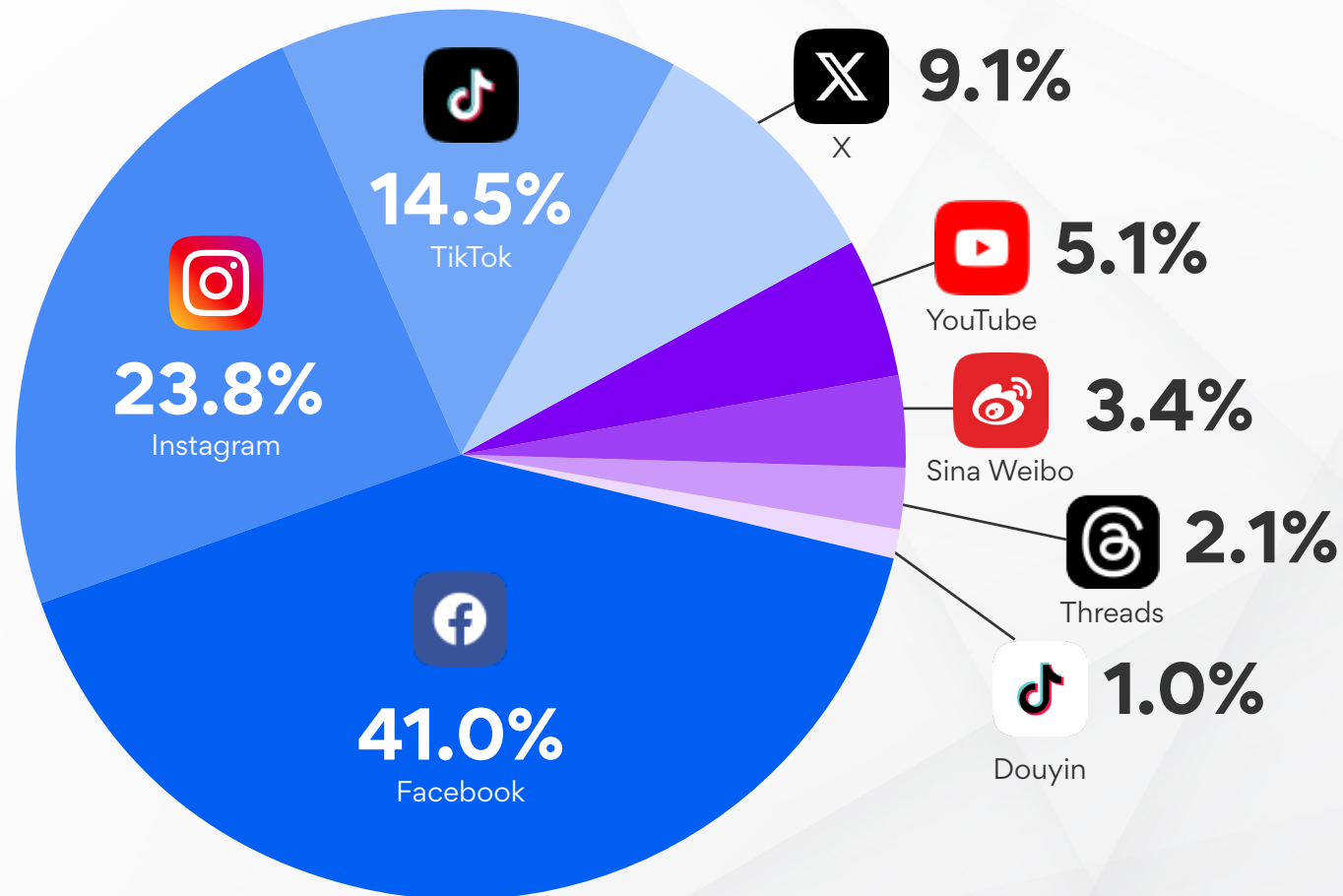
	LALIGA EA SPORTS League	LALIGA EA SPORTS Teams
	<b>-35.6%</b>	<b>+23.7%</b>
	<b>-34.7%</b>	<b>+23.8%</b>
	<b>-16.7%</b>	<b>+20.8%</b>
	<b>+45.3%</b>	<b>+68.7%</b>
	<b>-13.6%</b>	<b>+9.9%</b>
	<b>+19.8%</b>	<b>+19.7%</b>

*Based on data in Blinkfire from 7/1/2022 - 6/30/2023 and 7/1/2023 - 6/30/2024*

## LALIGA FOLLOWER DISTRIBUTION

Total Followers:  
**206.9 million**

**Facebook** boasts the highest number of followers for LaLiga, mirroring the trend seen in other major leagues like the NBA. While Facebook isn't the leading platform engagement or video views, it attracts a substantial fan base.

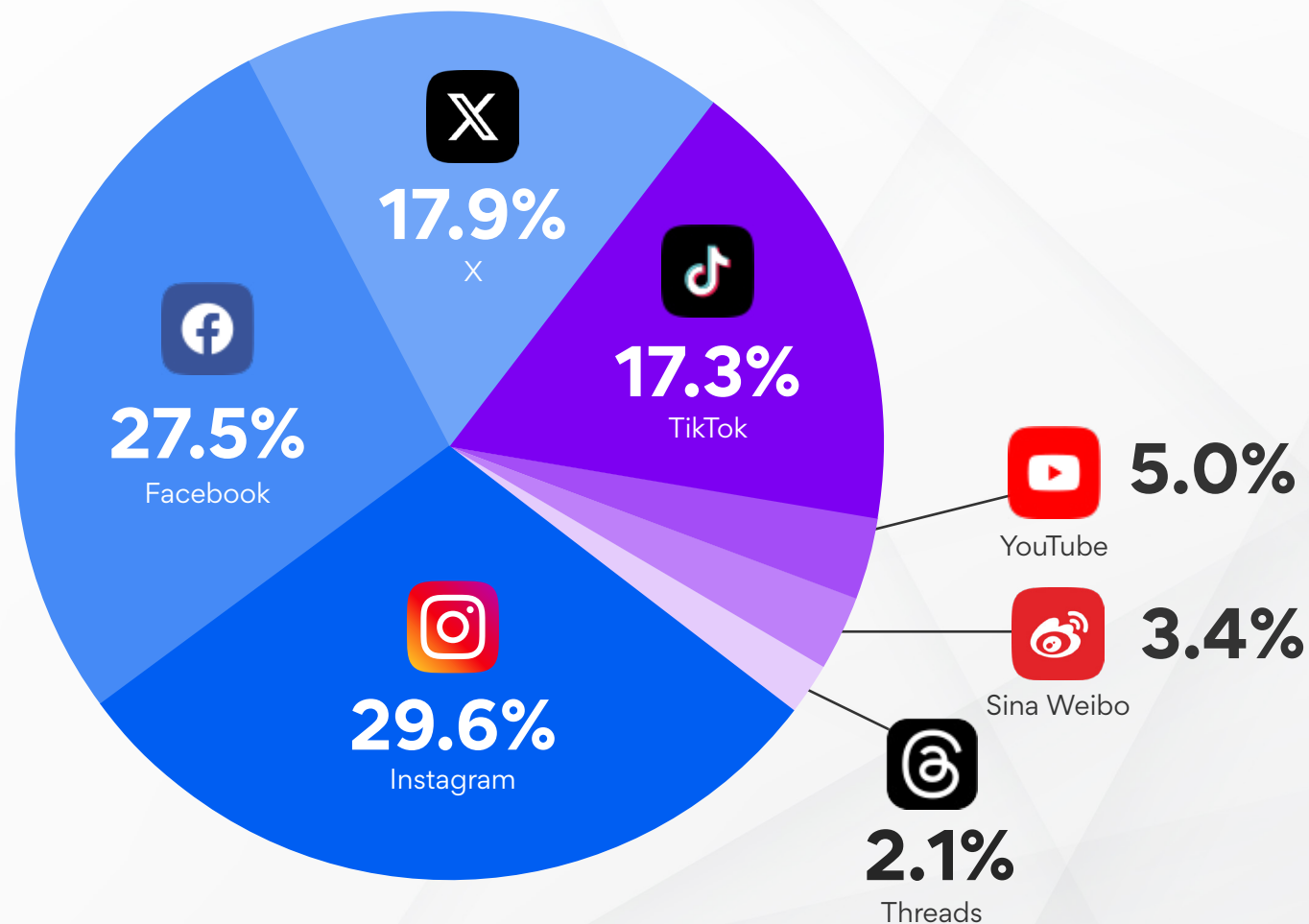


*Based on data in Blinkfire from 6/30/2024 LALIGA's social media accounts*

## LALIGA TEAMS FOLLOWER DISTRIBUTION

Total Followers:  
**915.2 million**

**Instagram** remains the **most popular social network** among LALIGA team followers. **TikTok continues to gain traction**, increasing its share of followers from 5.7% in the 2021-22 season to 12.8% in the 2022-23 season. During the 2023-24 season, TikTok surged to nearly 18%, amassing over 188 million followers among LALIGA EA SPORTS teams.



*Based on data in Blinkfire from 6/30/2024 across LALIGA teams' social media accounts*

## TEAMS | OVERALL RELATIVE FOLLOWER GROWTH

Relative follower growth measures the percentage increase or decrease in followers compared to a team's initial size. By focusing on percentages instead of absolute numbers, this approach provides a more equitable assessment of growth. Our analysis encompasses overall follower growth across Facebook, Instagram, TikTok, X (formerly Twitter), Sina Weibo, and YouTube.

UD Las Palmas excelled on social media this season following their return to LALIGA EA SPORTS, achieving the highest relative growth among all teams. This demonstrates the dedication and enthusiasm of their 'pío-pío' fanbase.

TEAM			% GROWTH
1		UD LAS PALMAS	181.0%
2		GETAFE CF	157.5%
3		RCD MALLORCA	98.6%
4		SEVILLA FC	95.8%
5		GIRONA FC	79.7%

*Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across Facebook, Instagram, Sina Weibo, TikTok, X, and YouTube*



## TEAMS | RELATIVE FOLLOWER GROWTH








INSTAGRAM

TEAM		% GROWTH
1	 <b>Girona FC</b>	<b>186.4%</b>
2	 <b>Getafe CF</b>	<b>128.1%</b>
3	 <b>Real Sociedad</b>	<b>57.7%</b>
4	 <b>Sevilla FC</b>	<b>56.3%</b>
5	 <b>Athletic Club</b>	<b>54.1%</b>



SINA WEIBO

TEAM		% GROWTH
1	 <b>UD Las Palmas</b>	<b>495.2%</b>
2	 <b>Athletic Club</b>	<b>114.2%</b>
2	 <b>Real Betis</b>	<b>110.6%</b>
4	 <b>RCD Mallorca</b>	<b>83.6%</b>
5	 <b>RC Celta de Vigo</b>	<b>56.0%</b>

Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across LALIGA teams' owned and operated social media



## TEAMS | RELATIVE FOLLOWER GROWTH



	TEAM	% GROWTH
1	 <b>UD Las Palmas</b>	<b>180.0%</b>
2	 <b>Getafe CF</b>	<b>170.0%</b>
3	 <b>RCD Mallorca</b>	<b>127.3%</b>
4	 <b>Atlético de Madrid</b>	<b>122.7%</b>
5	 <b>Sevilla FC</b>	<b>113.2%</b>



	TEAM	% GROWTH
1	 <b>Getafe CF</b>	<b>35.4%</b>
2	 <b>Girona FC</b>	<b>17.8%</b>
2	 <b>Real Madrid CF</b>	<b>6.2%</b>
4	 <b>UD Las Palmas</b>	<b>3.3%</b>
5	 <b>Athletic Club</b>	<b>3.1%</b>

Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across LALIGA teams' owned and operated social media

## TEAMS | RELATIVE FOLLOWER GROWTH



## YOUTUBE

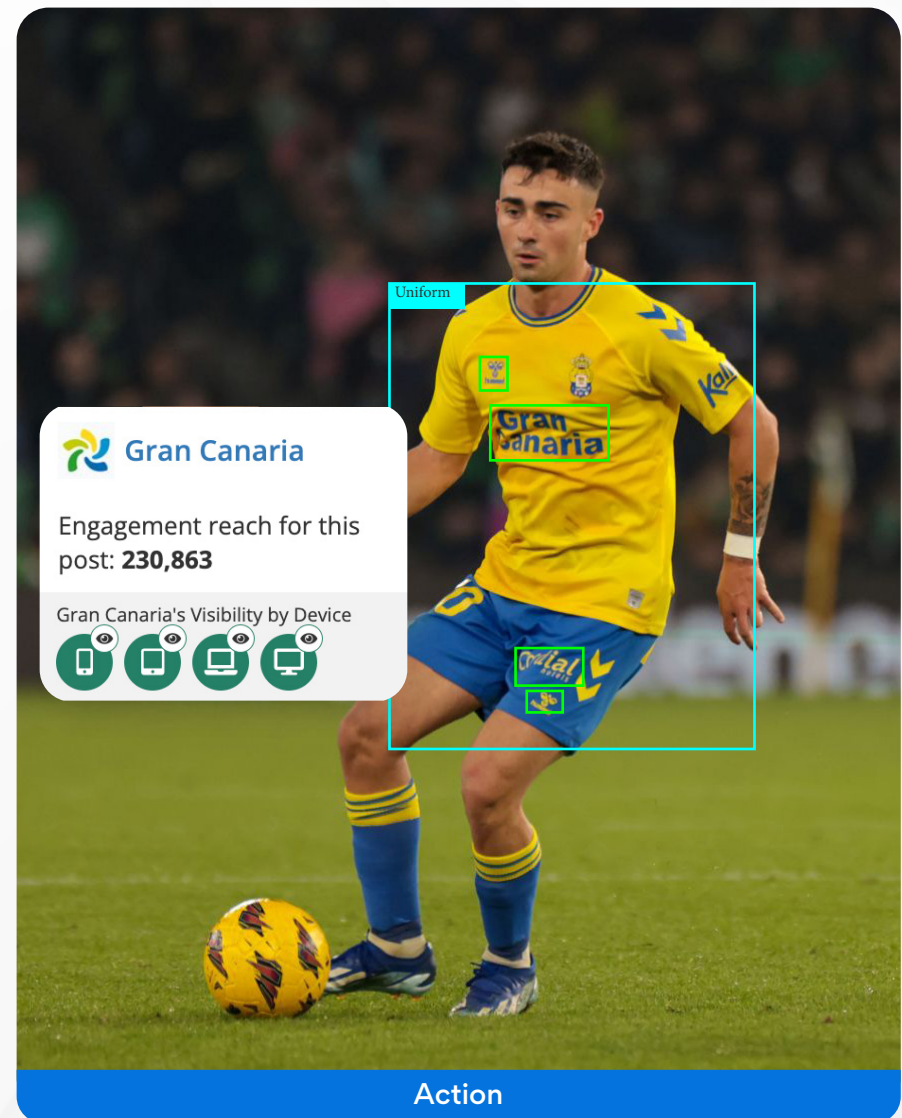
TEAM		% GROWTH
1	 <b>CA Osasuna</b>	<b>446.6%</b>
2	 Atlético de Madrid	<b>219.8%</b>
3	 Deportivo Alavés	<b>87.0%</b>
4	 Girona FC	<b>75.3%</b>
5	 Real Sociedad	<b>44.7%</b>

Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across LALIGA teams' owned and operated social

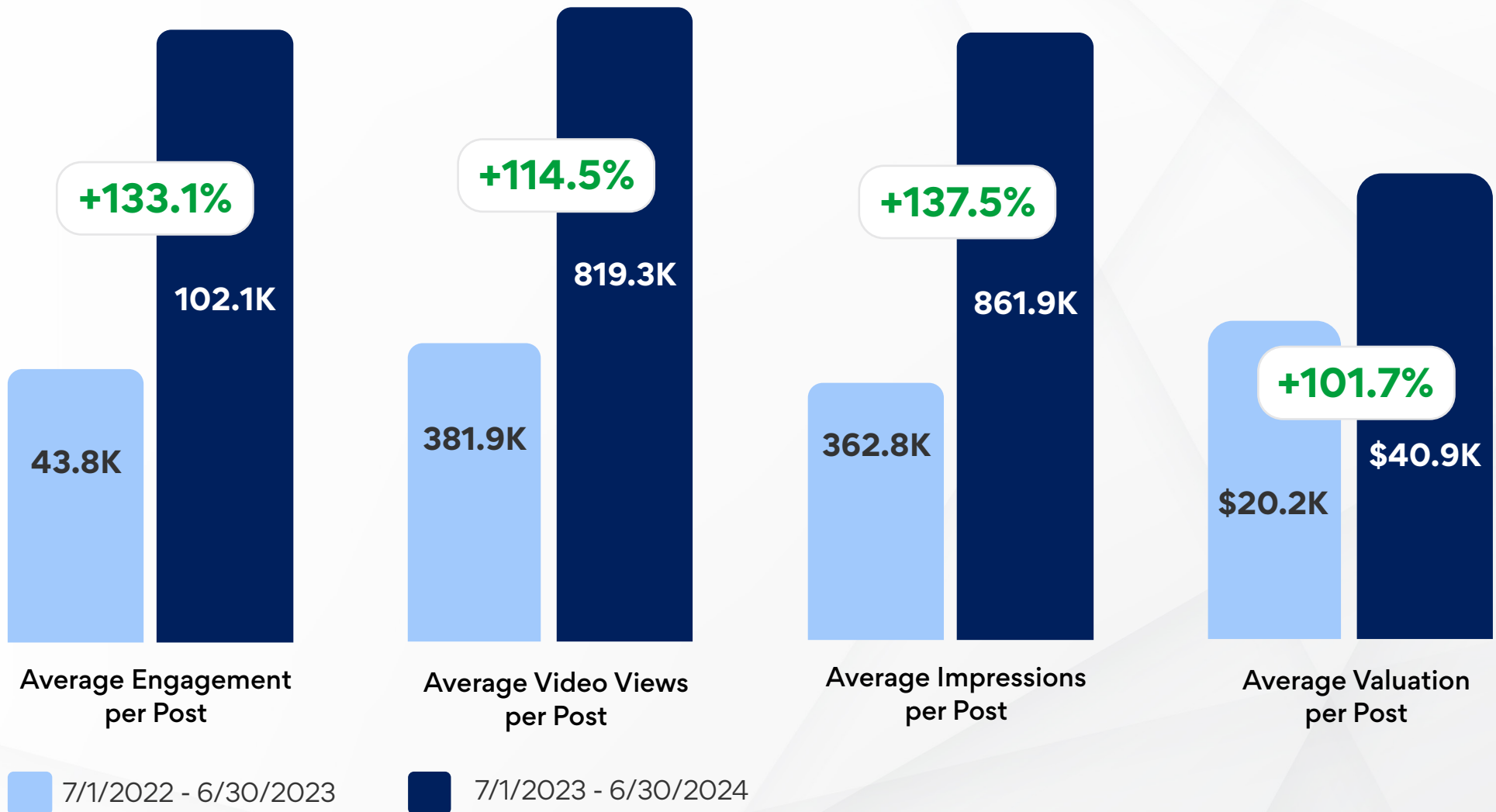
## PERFORMANCE

In this section, we analyze the performance of LALIGA EA Sports and their teams' social media posts during the 2023-24 season.

Key insights include identifying the networks that garnered the highest engagement, video views, and ratings. This data enables organizations to fine-tune their marketing strategies and focus their efforts on the platforms that yield the most interaction. Moreover, it enhances the connection with fans by delivering content that



## LALIGA'S INSTAGRAM SURGE





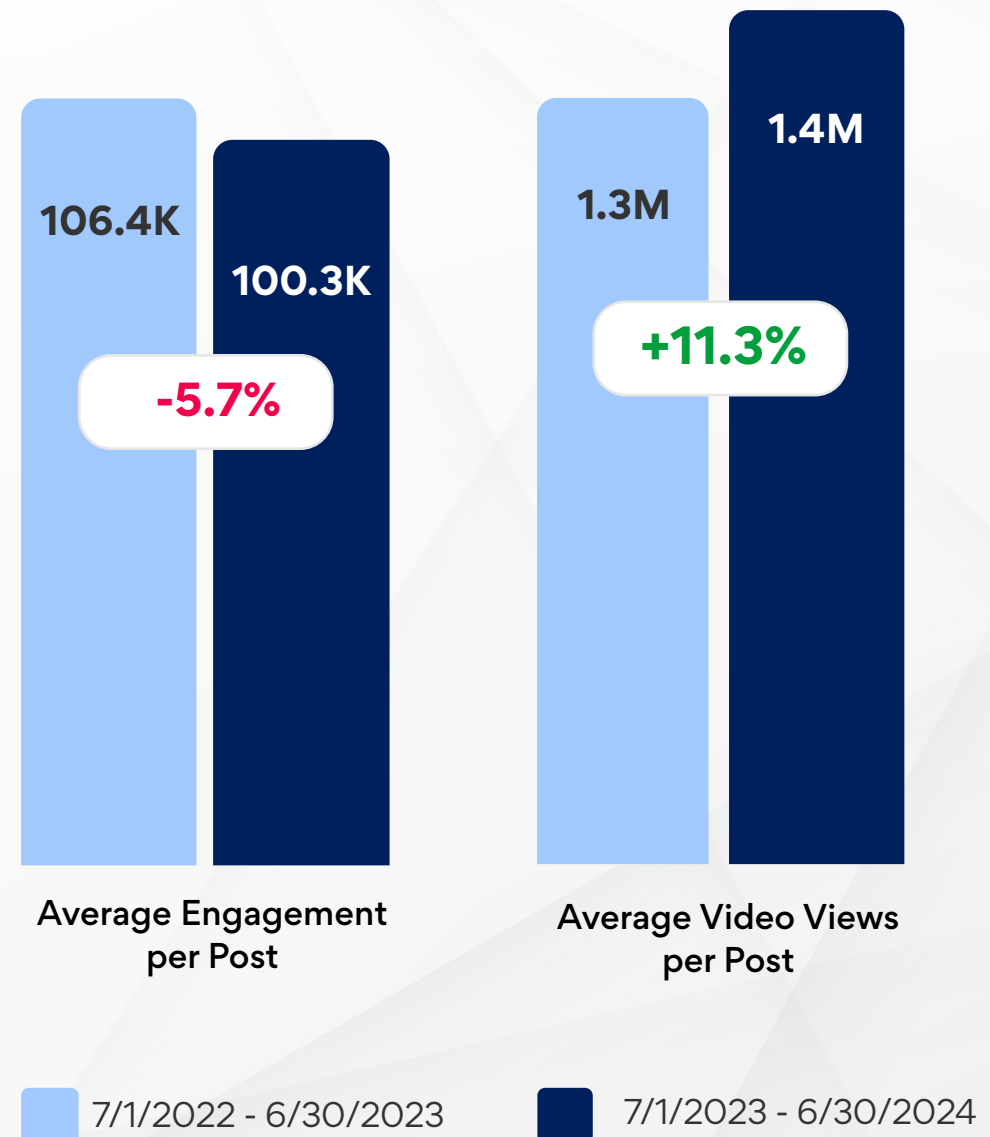
## LALIGA TEAMS | INSTAGRAM



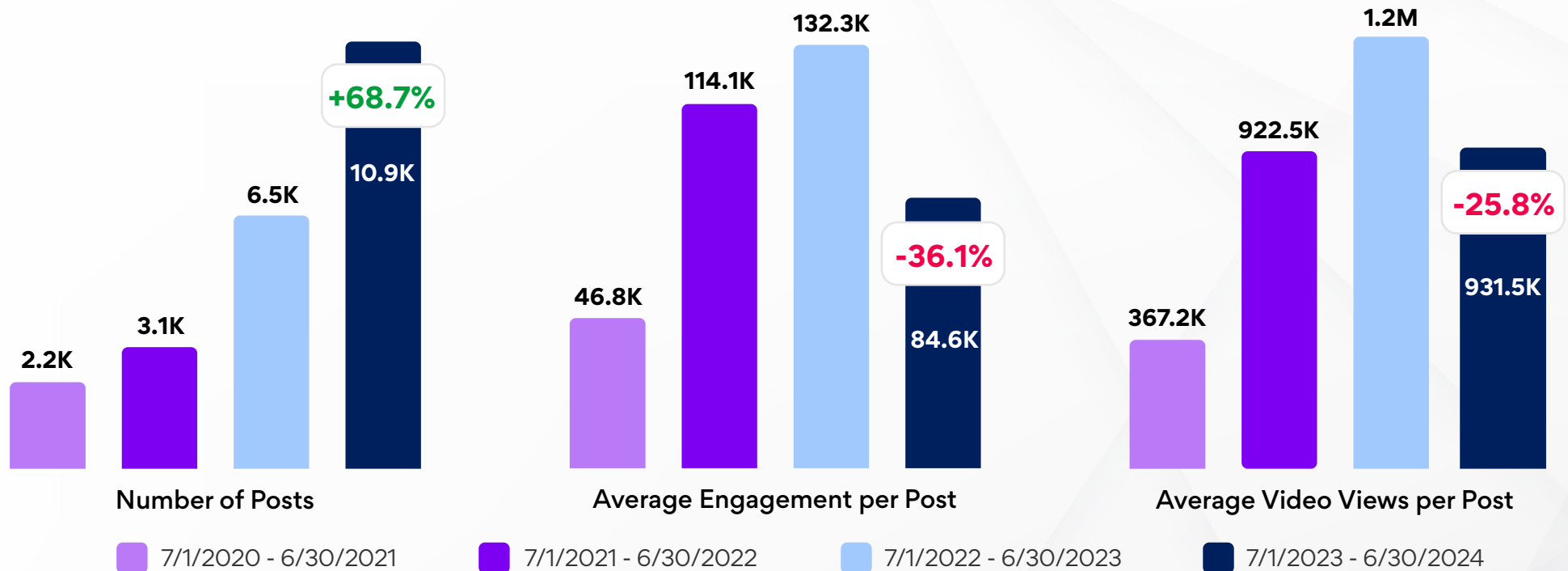
Last season, **LALIGA** executed a masterful Instagram strategy, even with a **34.7% reduction in the number of posts**. In contrast, the teams increased posting frequency but did not see an improvement in their average engagement per post.

Despite not surpassing the engagement figures of the 2022-2023 season, **Instagram remains a high-performing platform**. The average views per post for LALIGA teams increased by 11.3%, indicating that video content continues to deliver.

This highlights LALIGA teams' shift in video content, including intimate moments of players or viral challenges on social media. Followers have enjoyed content that humanizes and brings them closer to their idols, encouraging them to interact.



## LALIGA TEAMS | TIKTOK EVOLUTION



TikTok experienced significant growth during the 2021-2022 season, which continued into the following season. Clubs incorporated TikTok as a central platform in their marketing strategy, resulting in a continuous uptick in the number of posts.







Just like with Instagram, LaLiga teams increased the number of posts on TikTok. However, after the significant growth experienced since 2020, there has been a slowdown. TikTok remains an important social network, but following its past successes and rapid growth, the numbers have now stabilized. Although engagement and video views counts are still very high, especially compared to older networks like X (formerly Twitter) or Facebook, there has been a decline compared to previous seasons.

## LALIGA | ENGAGEMENT COMPARISON

## 2022-23 Season vs 2023-24 Season

During the 2023-24 season, LALIGA EA SPORTS improved their performance on almost all social networks except for TikTok. The video-based platform, while still popular, saw a decline in both total engagement and average engagement per post compared to its strong figures over the previous years. This stabilization follows the explosive growth seen since 2020.

Notably, **YouTube experienced significant growth**, with users responding positively to the shift toward short videos. This trend is mirrored on platforms like Instagram and Douyin, where short-form content continues to engage audiences. Despite TikTok's recent downturn, its influence remains strong, showcasing the dynamic nature of social media engagement across different platforms.

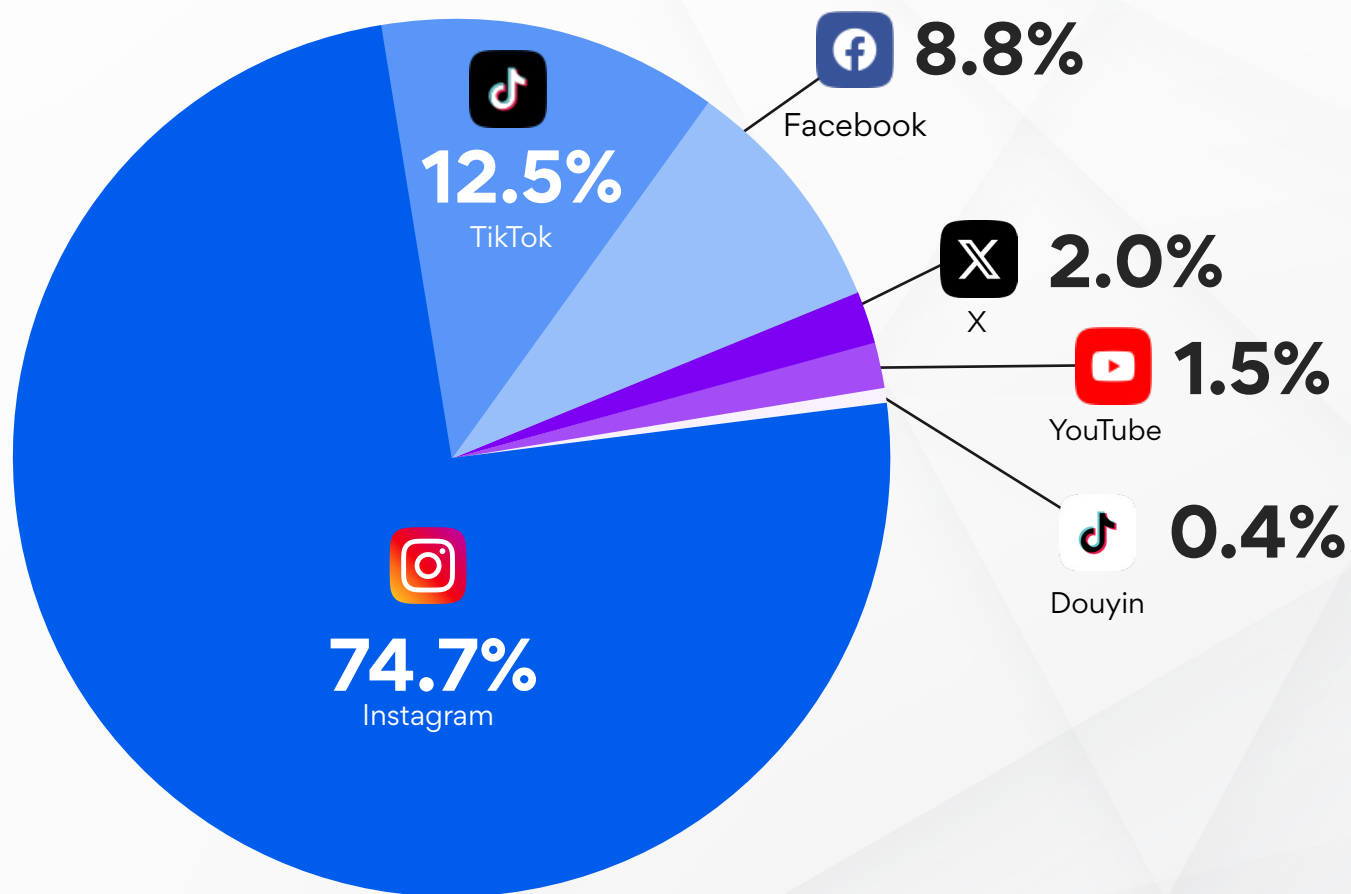
	Total Engagement	Average Engagement per Post
 Douyin	+60.2%	+8.8%
 Facebook	-15.4%	+31.3%
 Instagram	+31.3%	+133.3%
 TikTok	-15.9%	-41.5%
 X	+16.1%	+38.8%
 YouTube	+99.1%	+66.2%

Based on data in Blinkfire from 7/1/2022-6/30/2023 and 7/1/2023-6/30/2024 across LALIGA EA SPORTS' Douyin, Facebook, Instagram, TikTok, X, and Youtube

## LALIGA | TOTAL ENGAGEMENT DISTRIBUTION

Total Engagement:  
**836.1 million**

With more than **624.2 million engagements** during the season, Instagram accounts for 74.7% of the total engagement driven by LALIGA. TikTok ranks second with 104.8 million interactions, followed by Facebook with 73.6 million.



*Based on data in Blinkfire from 7/1/2023-6/30/2024 across LALIGA EA SPORTS' owned and operated social channels*








## LALIGA TEAMS | COMPARISON

## 2022-23 Season vs 2023-24 Season

LALIGA teams have committed to increasing the number of their posts across various platforms, resulting in impressive engagement and video view metrics. During the 2023-24 season, KPIs, such as total engagement and video views, reflect this success.

The notable growth in total engagement, with the exception of Facebook, demonstrates a **strong connection with fans**. Another key indicator of the effectiveness of multimedia content is video views. LALIGA teams have achieved impressive figures, showcasing their success in attracting a young audience that enjoys this type of content.

	Total Engagement	Total Video Views
 Facebook	-15.4%	+90.4%
 Instagram	+31.3%	+58.9%
 TikTok	-15.9%	+19.4%
 X	+16.1%	+22.2%
 YouTube	+99.1%	+57.7%

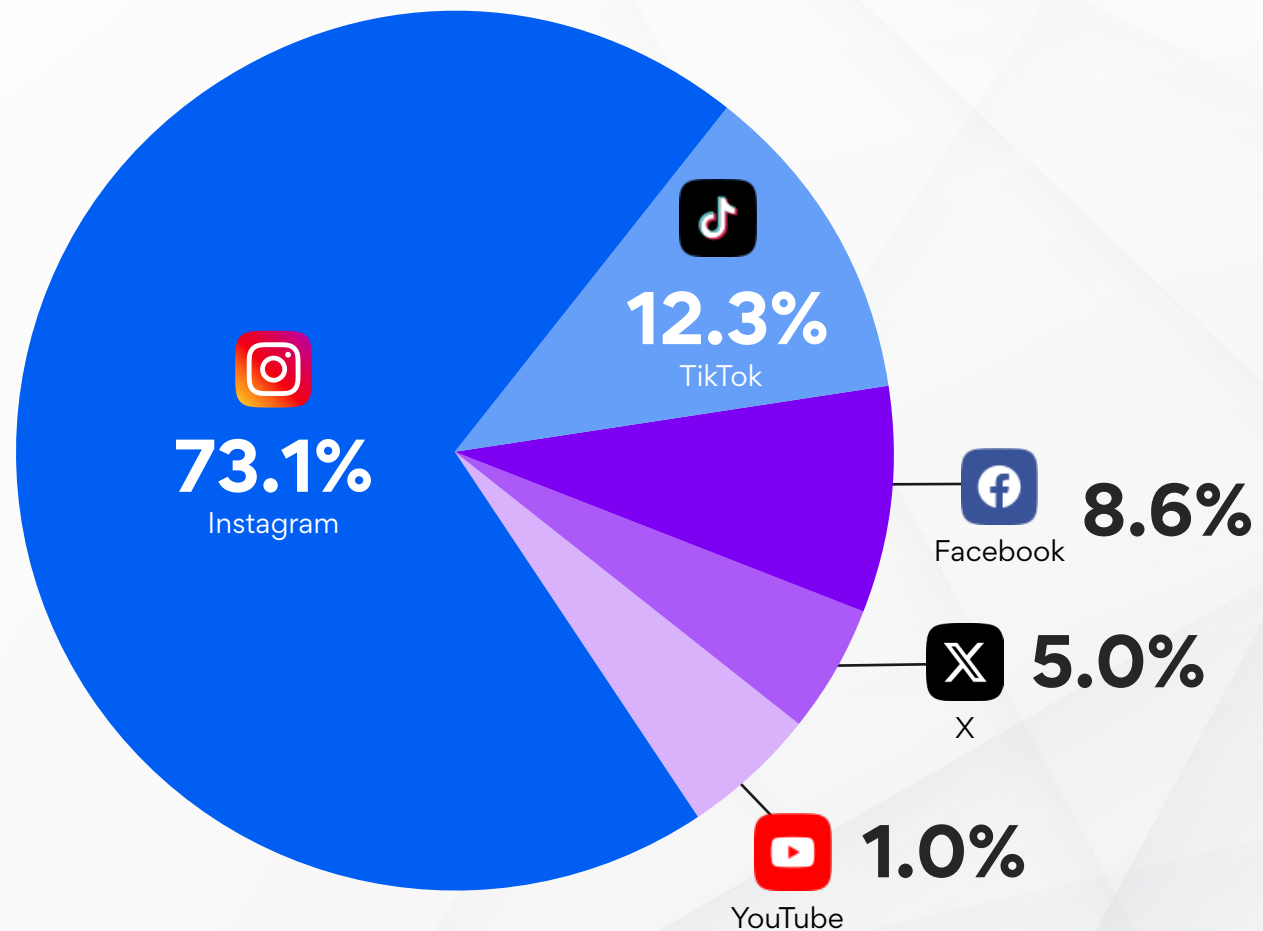
*Based on data in Blinkfire from 7/1/2022 - 6/30/2023 and 7/1/2023 - 6/30/2024 across LALIGA EA SPORTS' teams, Facebook, Instagram, TikTok, X, and Youtube*

## LALIGA TEAMS | TOTAL ENGAGEMENT DISTRIBUTION

## Total Engagement: 8.1 billion

The total engagement distribution by LALIGA teams is very similar to that of the league. **Instagram's drove 5.9 billion interactions** versus 1 billion on TikTok.

Compared to the 2022-23 season, Instagram saw the highest increase in engagement, with a 27% growth.



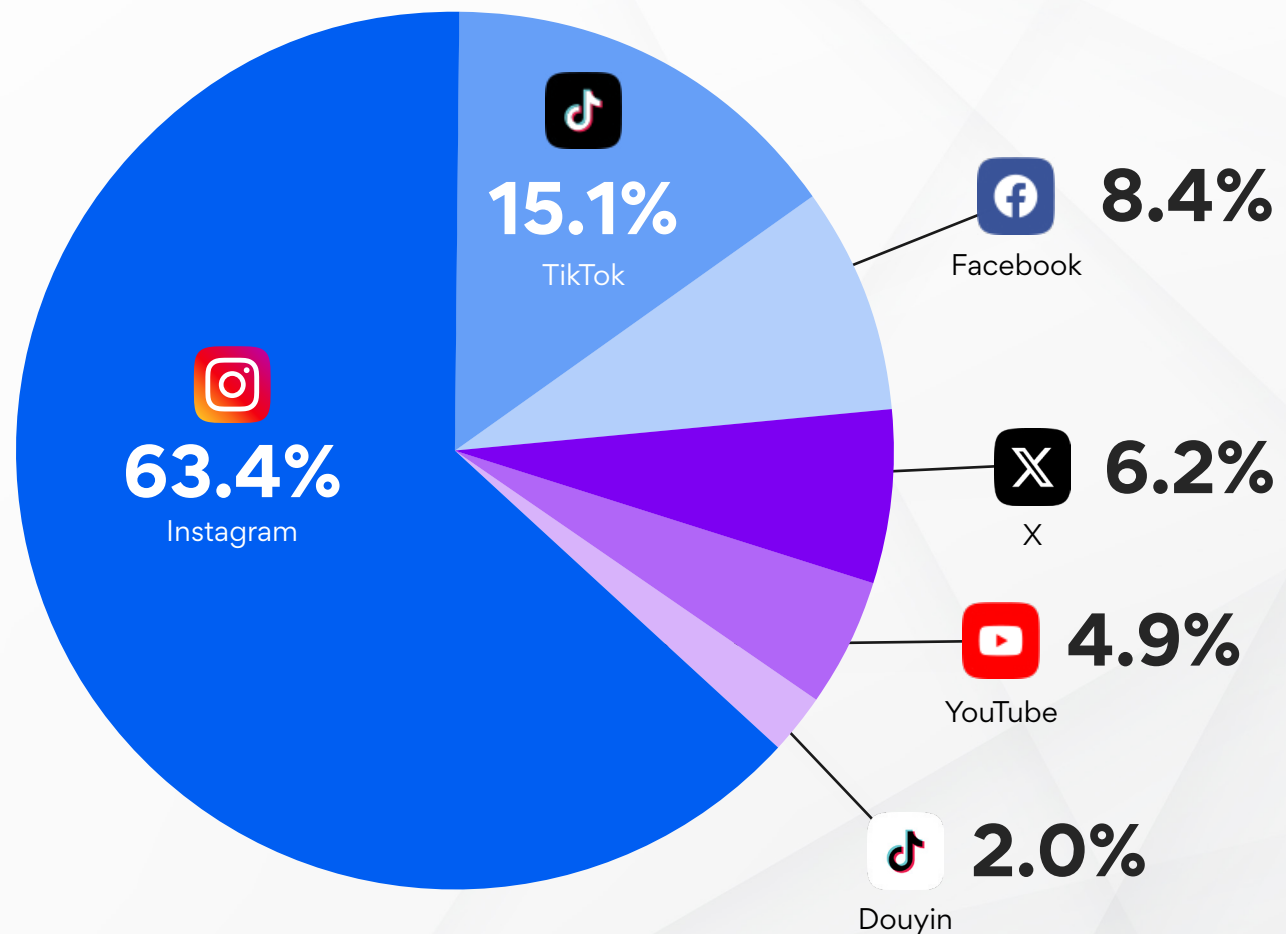
*Based on data in Blinkfire from 7/1/2023-6/30/2024 across LALIGA EA SPORTS' teams owned and operated social channels*

## LALIGA | VIDEO VIEWS DISTRIBUTION

Total Video Views:  
**8.6 billion**

Despite Instagram's continued popularity, there is a more even distribution of video views across social media platforms.

**X** (formerly Twitter) accounts for 6.2% of the total video views, which might appear modest but represents a **136.5% increase** compared to the 2022-2023 season.



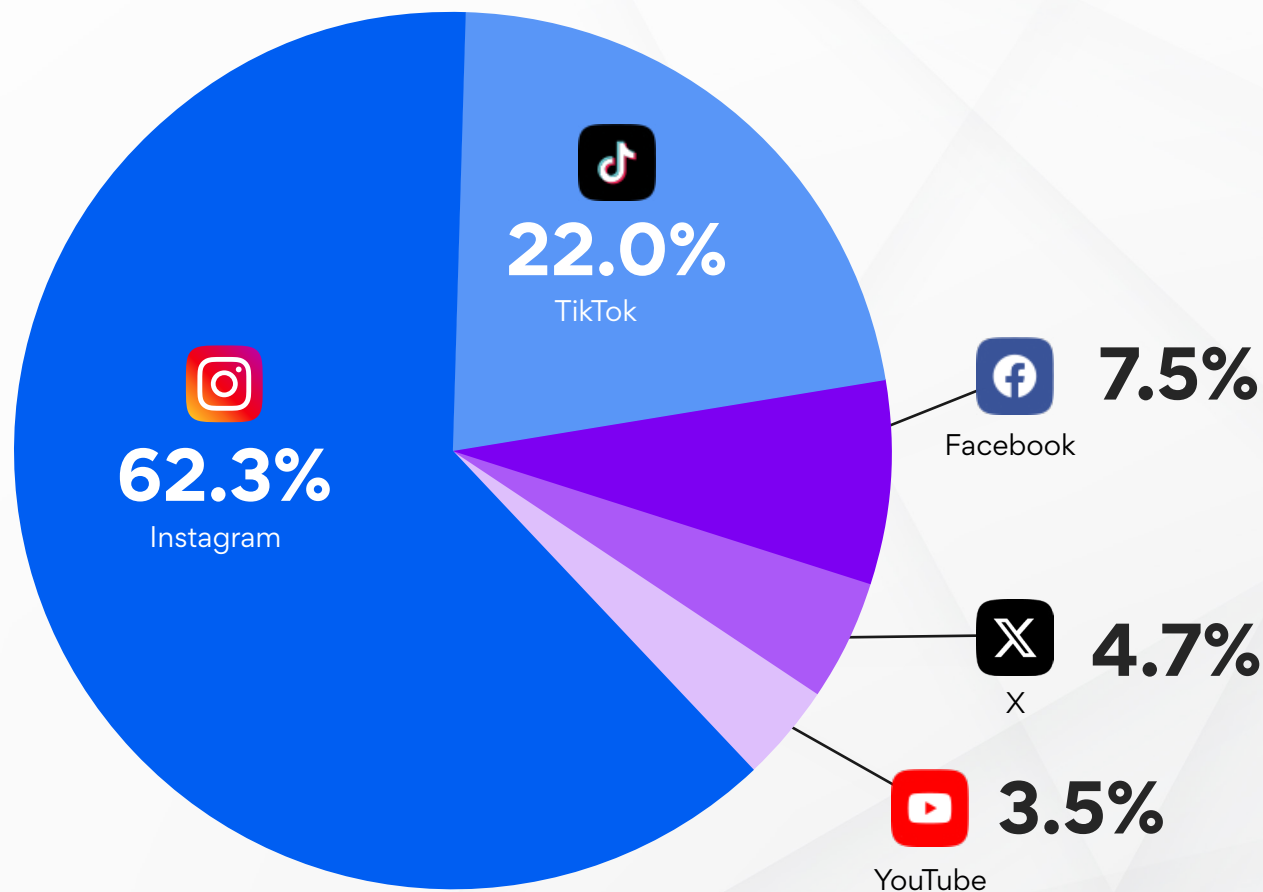
*Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across LALIGA EA SPORTS' owned and operated social channels*

## LALIGA TEAMS | VIDEO VIEWS DISTRIBUTION

Total Video Views:  
**44.2 billion**

During the 2023-24 season, LALIGA EA SPORTS teams experienced a notable surge in their overall video views across various platforms.

**Facebook saw a 90.4% increase**, totaling 3.3 billion views. Meanwhile, Instagram maintained its dominance as the leading social network with 27.5 billion video views.



*Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across LALIGA EA SPORTS' teams owned and operated channels*



## GLOBAL RANKING

### TOTAL ENGAGEMENT

1		REAL MADRID	3.8B
2		FC BARCELONA	2.7B
3		ATLÉTICO DE MADRID	255.0M
4		SEVILLA FC	122.6M
5		REAL BETIS	120.2M
6		REAL SOCIEDAD	84.4M
7		ATHLETIC CLUB	75.1M
8		RC CELTA DE VIGO	47.7M
9		GETAFE CF	43.0M
10		GIRONA FC	37.1M

### TOTAL VIDEO VIEWS

1		REAL MADRID	19.2B
2		FC BARCELONA	12.6B
3		ATLÉTICO DE MADRID	2.6B
4		REAL SOCIEDAD	1.09B
5		REAL BETIS	1.08B
6		SEVILLA FC	922.8M
7		ATHLETIC CLUB	742.7M
8		GETAFE CF	511.4M
9		VALENCIA CF	499.4M
10		RCD MALLORCA	420.1M

Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across LALIGA EA SPORTS' teams owned and operated Facebook, Instagram, TikTok, X, and YouTube

## GLOBAL RANKING

### AVERAGE ENGAGEMENT PER POST

1		REAL MADRID	85.4K
2		FC BARCELONA	53.5K
3		ATLÉTICO DE MADRID	8.1K
4		REAL BETIS	5.3K
5		SEVILLA FC	5.0K
6		RC CELTA DE VIGO	3.2K
7		ATHLETIC CLUB	2.9K
8		RCD MALLORCA	2.5K
9		GETAFE CF	2.3K
10		GIRONA FC	2.2K

### AVERAGE VIDEO VIEWS PER POST

1		REAL MADRID	1.4M
2		FC BARCELONA	638.4K
3		ATLÉTICO DE MADRID	332.1K
4		REAL BETIS	148.3K
5		SEVILLA FC	142.7K
6		RCD MALLORCA	137.7K
7		REAL SOCIEDAD	100.3K
8		ATHLETIC CLUB	84.1K
9		RC CELTA DE VIGO	78.2K
10		VALENCIA CF	75.5K

Based on data in Blinkfire from 7/1/2023 - 6/30/2024 across LALIGA EA SPORTS' teams owned and operated Facebook, Instagram, TikTok, X, and YouTube

## TOP 10 BRANDS BY ENGAGEMENT

Among the 10 brands that earned the most engagement across LALIGA, three appear of the Real Madrid kit: Emirates, Adidas, and HP. Our ranking also features Spotify, FC Barcelona's main sponsor, and Nike, the technical brand for FC Barcelona, Atlético de Madrid, and RCD Mallorca.



	★ Brand	👍 Engagement
1	 Emirates	3.3B
2	 adidas	3.1B
3		2.3B
4	 Spotify	1.8B
5		1.2B
6		398.2M
7	 UNHCR The UN Refugee Agency	349.0M
8	 PUMA	223.8M
9	 Allianz	120.2M
10	 socios.com	114.4M

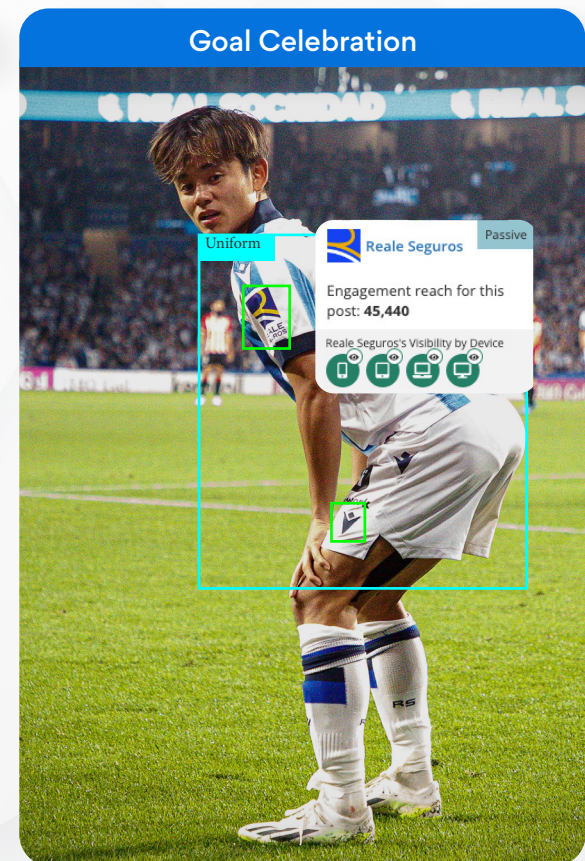
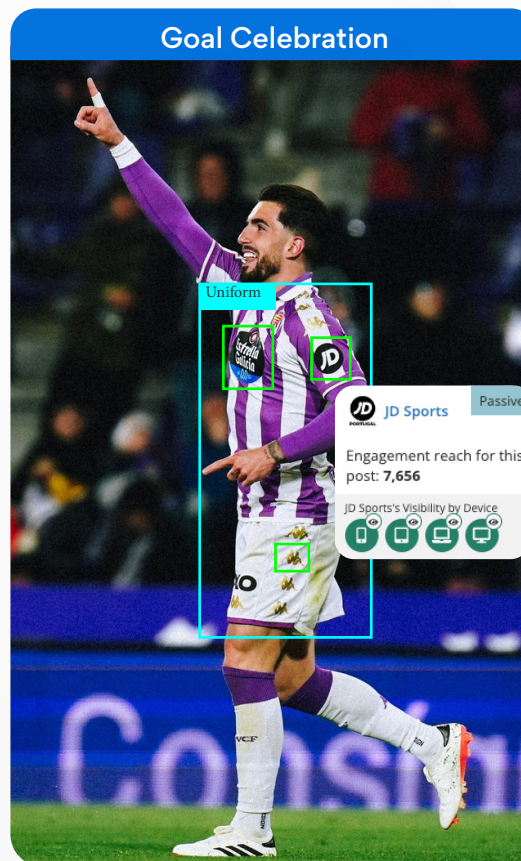
Based on data in Blinkfire from 7/1/2023 - 6/30/24 from LALIGA EA SPORTS own and operated channels



## BEST PRACTICES | JERSEY SLEEVE

For several seasons, LALIGA teams have been permitted to display sponsors on their sleeves. The strategic placement offers an excellent opportunity for brands to gain visibility, particularly on social media.

**The role of club photographers is crucial in ensuring maximum exposure for sponsors.** Effective collaboration between photographers and the marketing/PR and sponsorship departments is essential to ensure that brand visibility aligns seamlessly with the team's social media content.



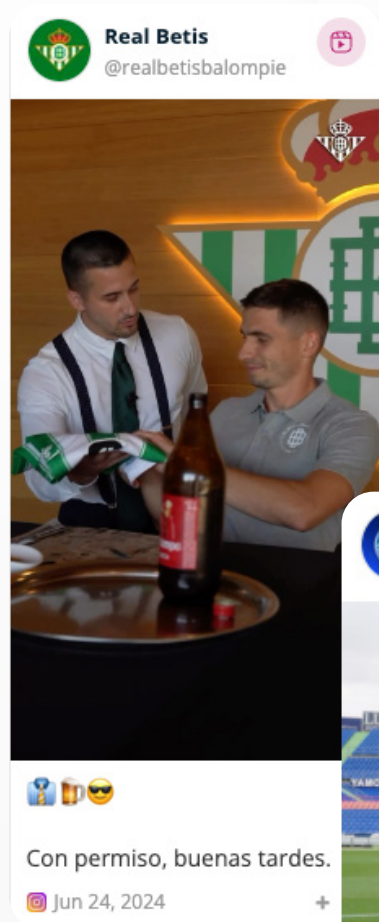


## BEST PRACTICES | HUMOR

Integrating humor into social media adds an entertaining element, enhancing appeal and engagement. Memes, often considered the universal language of the Internet, are a powerful tool for engaging a new audience that might not be familiar with your sport or team but appreciates fresh and fun content.

Combining authenticity and humor can significantly boost the performance of your posts and expand your fanbase.

Real Betis is a prime example of seamlessly integrating humor into their feed and achieving great success as a result. They have effectively collaborated with influencers and content creators who spark significant conversations on social media. This demonstrates that staying updated with the latest trends is crucial for creating engaging content that resonates with audiences.



## VALENCIA CF &amp; JOAQUÍN SOROLLA



2023 marked the 100th anniversary of the death of Joaquín Sorolla, the renowned Valencian artist known as the “painter of light.” Valencia CF, Sorolla’s hometown club, honored his legacy during the 2023-24 season by infusing Sorolla’s soul and style into the team’s Game Preview posts.

These **Game Preview** posts effectively captured the excitement and anticipation of fans leading up to a match. Released days before the game and even minutes before kickoff, the series taps into the pre-match emotion and builds a sense of connection between the club, its fans, and the celebrated artist. This creative approach paid homage to Sorolla and enhanced the fan experience by merging art with the passion of soccer.

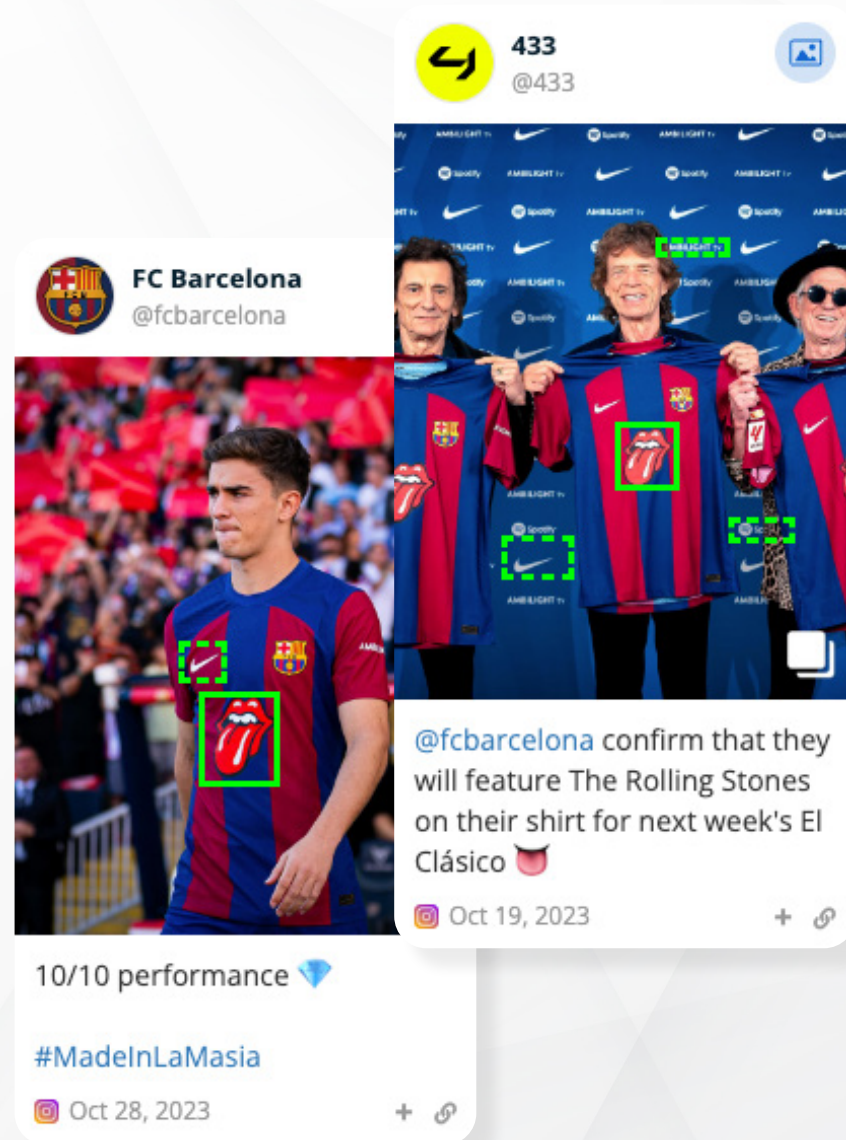


## FC BARCELONA & THE ROLLING STONES

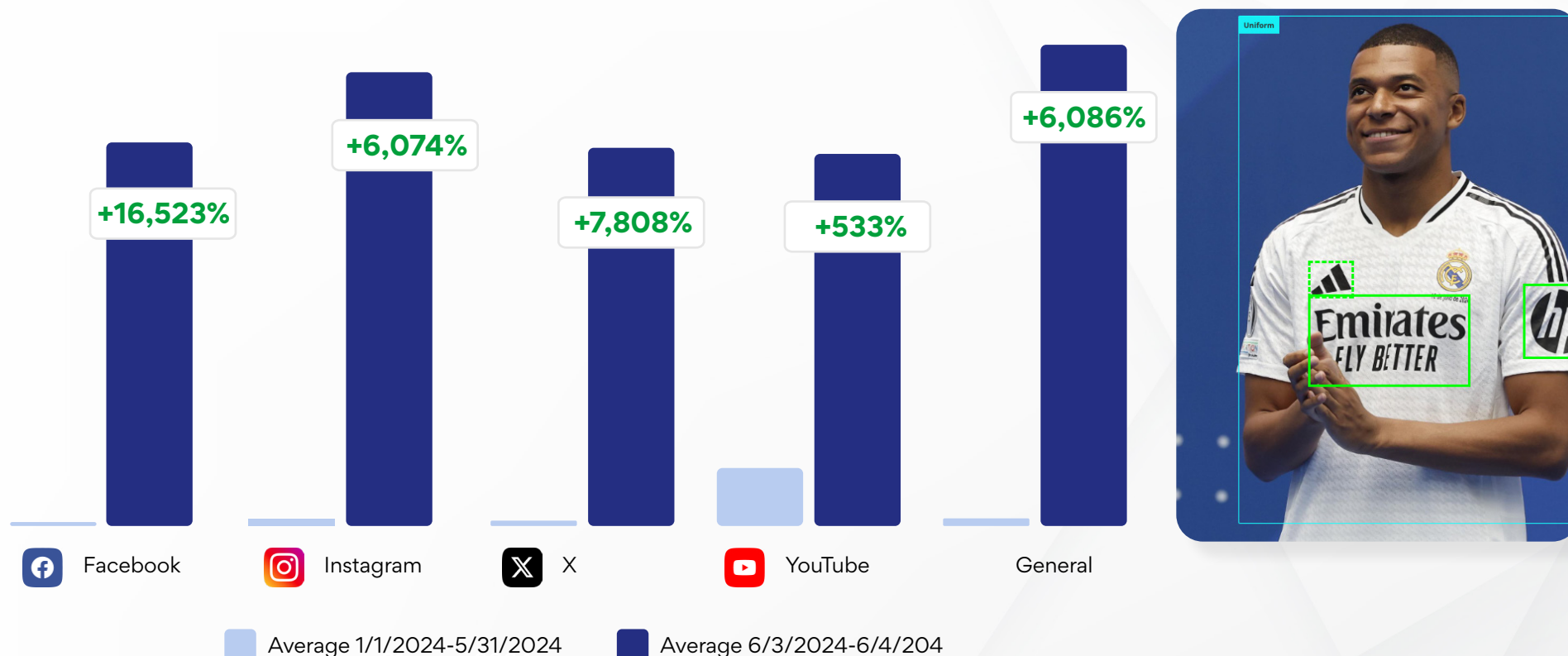
In 2022, FC Barcelona partnered with Swedish company Spotify, making it the club's main sponsor and title sponsor. This collaboration transformed Barça's jersey into a showcase for musical artists. The first artist featured on a jersey was Drake during the October 2022 El Clásico, followed by Rosalía and her album MOTOMAMI.

On October 28, 2023, the iconic logo of the British band The Rolling Stones appeared on the front of the blaugrana jersey during the match against Real Madrid. The team announced this partnership a few days earlier with 35 posts across social media, earning **375,000 engagements and nearly 6.4 million views** on Instagram.

On the day of the Clásico, The Rolling Stones achieved over 5.7 million engagements through their logo on the Barça jersey, making a significant impact on social media. This showcased the club's forward-thinking marketing strategy and strengthened the cultural connection between soccer and music, engaging fans in a new way.



## REAL MADRID &amp; KYLIAN MBAPPÉ | NEW FOLLOWERS

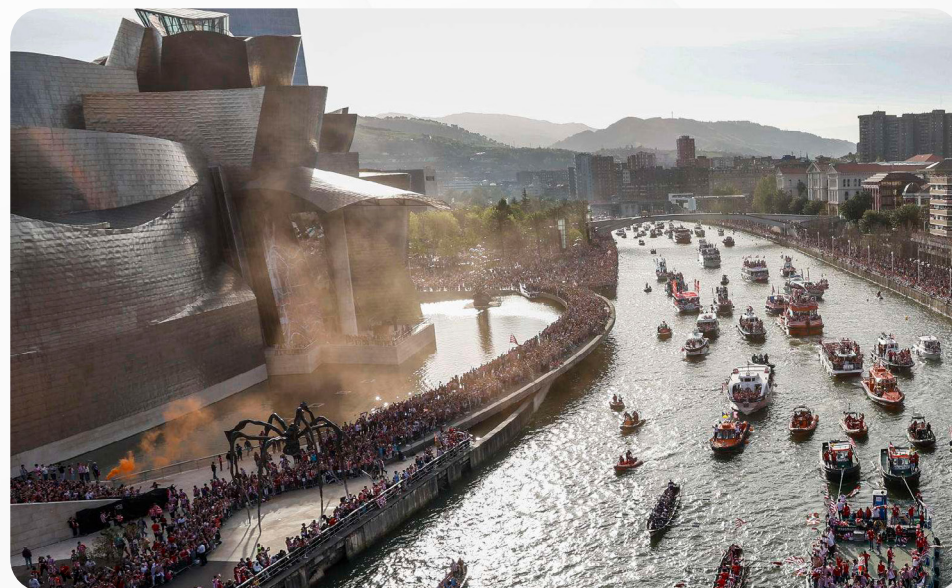


On June 3, 2024, Real Madrid confirmed the signing of Kylian Mbappé. The French player's fanbase saw a significant increase after the confirmation of his arrival at the club. From January to May 2024, Mbappé averaged 25,400 new followers per day. **On the day of his transfer announcement and the following day (June 3-4, 2024), Mbappe gained 1.6 million followers, an increase of 6,086%.**

## ATHLETIC CLUB & COPA DEL REY WINNERS

After forty years, the Gabarra (a barge) once again sailed across the estuary of Bilbao, capturing a viral image with the Guggenheim Museum in the background and creating a massive impact on social media. This iconic celebration perfectly symbolizes Athletic Club's unique identity, highlighting their tradition of celebrating titles aboard a boat that had been anticipating this moment for four decades.

The 2023-24 season will be remembered for Athletic Club's Copa del Rey triumph and their stellar performance in LALIGA EA Sports. This sporting success boosted their fanbase, with an increase of over 4.5 million followers, growing 15% compared to the 2022-23 season. Additionally, **engagement per post increased 41%**, and **video views per publication have grown 30%**, reflecting the club's enhanced digital presence and increased fan engagement.





Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world’s top teams and leagues rely on Blinkfire Analytics’ real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at [marketing@blinkfire.com](mailto:marketing@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

