2023-24

NBA REPORT

Blinkfire™

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Welcome to Blinkfire's 2023-24 NBA Report. In this comprehensive analysis, we explore the latest social media insights, sponsorships, and rankings across the NBA and teams, uncovering strategies and best practices that drove engagement and fan interaction this season.

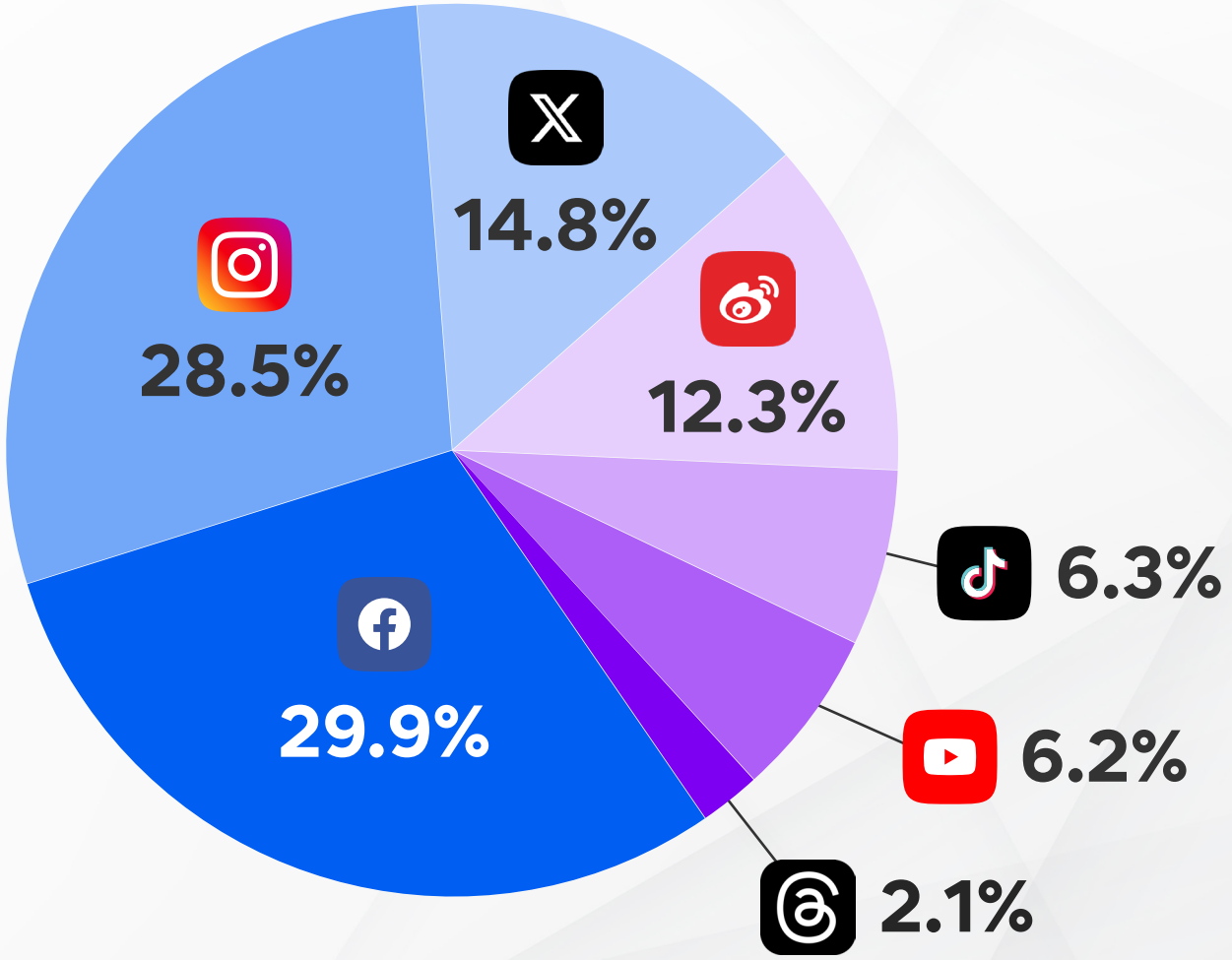
The 2023-24 season marked the first year of the In-Season Tournament, Nikola Jokić's third MVP award, and Boston winning an 18th championship — the most of any NBA team. We also cover jersey patch value, TikTok trends, social media follower distribution, and much more across the NBA. Join us as we navigate through another thrilling season of basketball.



NBA FOLLOWER DISTRIBUTION

Total Followers:
350,870,527

Unlike most other sports, **Facebook slightly outpaces Instagram** for the league's most followers. This could show that **the NBA has an older fanbase**, as there are fewer young fans using Facebook compared to platforms like Instagram and TikTok.



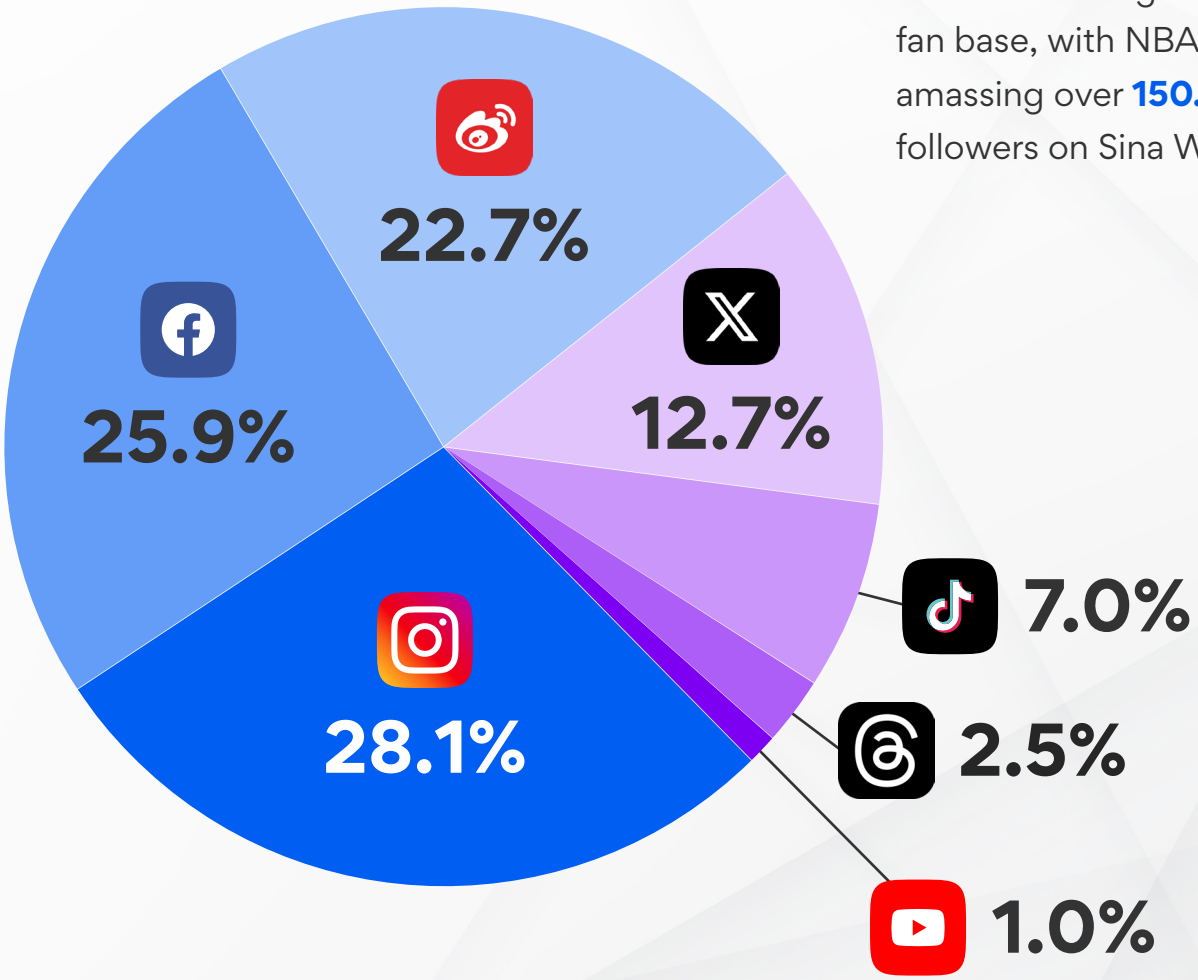
Based on data in Blinkfire from 4/14/2024 across Twitter, Facebook, Instagram, Sina Weibo, TikTok, YouTube, Threads, and Sina Weibo

NBA TEAMS FOLLOWER DISTRIBUTION

Total Followers:
660,177,481

Asia boasts a significant NBA fan base, with NBA teams amassing over **150.2 million** followers on Sina Weibo alone.

Meta continues to dominate social media for the NBA, as Facebook and Instagram made up **54% of NBA teams' total followers** during the 2023-24 NBA season.



Based on data in Blinkfire from 4/14/2024 across Twitter, Facebook, Instagram, Sina Weibo, TikTok, YouTube, and Threads

TEAMS | **OVERALL RELATIVE FOLLOWER GROWTH**

Relative follower growth measures the percent increase or decrease in followers based on a team's initial size. By focusing on percentages rather than absolute numbers, this approach allows for a fairer assessment of growth. Our analysis covers overall follower growth across Facebook, Instagram, TikTok, Twitter, and YouTube.

The Orlando Magic claimed the first spot, followed by the Los Angeles Clippers and Brooklyn Nets. The following pages include overall follower growth across each platform.

	TEAM	% GROWTH
1	**ORLANDO MAGIC**	**9.0%**
2	LOS ANGELES CLIPPERS	**6.5%**
3	BROOKLYN NETS	**5.8%**
4	DENVER NUGGETS	**4.8%**
5	PHOENIX SUNS	**3.6%**

Based on data in Blinkfire from 10/24/2023 - 4/14/2024 across Facebook, Instagram, TikTok, Twitter, and YouTube

TEAMS | **RELATIVE FOLLOWER GROWTH**

TikTok has emerged as an essential platform for NBA teams aiming to engage younger fans. By crafting successful TikTok strategies, including creating entertaining videos and leveraging trending topics, these teams are effectively reaching a new generation of supporters.

The Brooklyn Nets, along with other top-ranked teams, have excelled on the short-form video platform. Although some might view NBA TikTok content as unconventional or quirky, these organizations have skillfully utilized its potential, demonstrating its value in fostering fan engagement within the sports industry.

TIKTOK

	TEAM	% GROWTH
1	**Brooklyn Nets**	**56.3%**
2	Orlando Magic	**40.0%**
3	Los Angeles Clippers	**36.8%**
4	Los Angeles Lakers	**28.6%**
5	Toronto Raptors	**27.5%**

Based on data in Blinkfire from 10/24/2023 - 4/14/2024 across TikTok

TEAMS | **RELATIVE FOLLOWER GROWTH**

YOUTUBE

	TEAM	% GROWTH
1	**Orlando Magic**	**659.9%**
2	Utah Jazz	**88.3%**
2	Indiana Pacers	**68.5%**
4	Los Angeles Clippers	**30.7%**
5	Denver Nuggets	**28.2%**

INSTAGRAM

	TEAM	% GROWTH
1	**Denver Nuggets**	**13.2%**
2	Memphis Grizzlies	**11.2%**
3	Dallas Mavericks	**9.5%**
4	Minnesota Timberwolves	**8.7%**
5	Orlando Magic	**8.2%**

Based on data in Blinkfire from 10/24/2023 - 4/14/2024 across Instagram and YouTube

TEAMS | **RELATIVE FOLLOWER GROWTH**

X

	TEAM	% GROWTH
1	**Denver Nuggets**	**2.1%**
2	Memphis Grizzlies	**1.9%**
3	Dallas Mavericks	**1.8%**
4	Los Angeles Clippers	**1.6%**
5	Los Angeles Lakers	**1.6%**

FACEBOOK

	TEAM	% GROWTH
1	**Utah Jazz**	**4.3%**
2	Phoenix Suns	**0.4%**
3	Minnesota Timberwolves	**0.2%**
4	Los Angeles Clippers	**0.1%**
5	Denver Nuggets	**0.0%**

Based on data in Blinkfire from 10/24/2023 - 4/14/2024 across Facebook and Twitter

AVERAGE ENGAGEMENT PER POST

Despite a decline in average engagement, NBA teams have increased their posting frequency, resulting in **a rise in total engagement** compared to last season.

Unlike most leagues, the NBA saw an increase in average engagement on Twitter/X and Facebook compared to the previous season.

However, the league itself posted slightly less than last season, and average engagement remained down. This suggests that the league may need to reevaluate its content strategy as it prepares for the upcoming season.

2023-24 Season vs **2022-23 Season**

	NBA League	NBA Teams
TikTok	-58%	-20%
Instagram	-21%	-11%
YouTube	-15%	-26%
Facebook	-3%	+11%
X	+7%	+9%

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 and 10/24/2023 - 4/14/2024

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1	LOS ANGELES LAKERS	244.2M
2	GOLDEN STATE WARRIORS	241.8M
3	BOSTON CELTICS	92.3M
4	BROOKLYN NETS	83.2M
5	DALLAS MAVERICKS	70.4M
6	LOS ANGELES CLIPPERS	69.4M
7	PHOENIX SUNS	59.5M
8	DENVER NUGGETS	50.9M
9	MILWAUKEE BUCKS	50.9M
10	CHICAGO BULLS	44.4M

TOTAL VIDEO VIEWS

1	GOLDEN STATE WARRIORS	2.5B
2	LOS ANGELES LAKERS	1.7B
3	LOS ANGELES CLIPPERS	1.5B
4	DALLAS MAVERICKS	760.0M
5	PHOENIX SUNS	607.7M
6	ORLANDO MAGIC	594.7M
7	CHICAGO BULLS	582.1M
8	BOSTON CELTICS	552.3M
9	BROOKLYN NETS	519.8M
10	DENVER NUGGETS	497.3M

Based on team owned and opperated data in Blinkfire from 10/24/2023 - 4/14/2024 across Facebook, Instagram, TikTok, Sina Weibo, Twitter, Threads, and YouTube

BEST TIME OF DAY TO POST | **BY AVG. ENGAGEMENT**

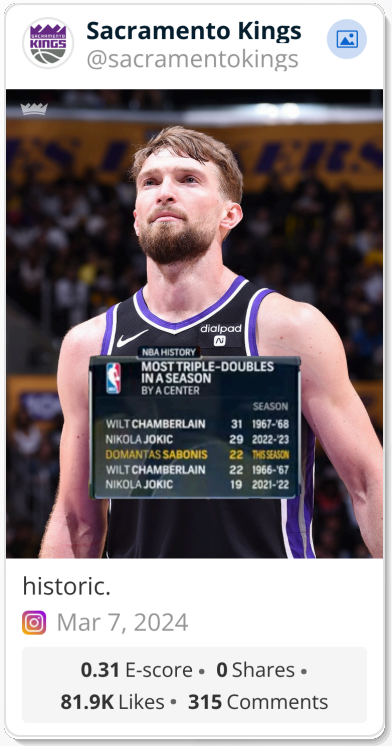
NBA LEAGUE		NBA TEAMS
10:00 PM		8:00 PM
10:00 PM		9:00 PM
9:00 PM		8:00 PM
10:00 PM		4:00 PM
10:00 PM		9:00 PM
11:00 PM		9:00 PM
8:00 PM		-
10:00 PM	Overall	8:00 PM

Based on average engagement data in Blinkfire from 10/24/2023 - 4/14/2024

BEST PRACTICES | **PRESENTING PARTNERS**

In response to the growing influence of social media and the need for transparency in sponsored content, **NBA teams are facing stricter regulations** from the league regarding their sponsored content.

Blinkfire has helped our NBA customers as they monitor sponsored content with Strength Meter™, which uses AI, computer vision, and machine learning to predict the visibility of a brand's logo across different social platforms and devices. Our Sponsorship Report and Campaign tools allow teams to aggregate posts in real-time and value brand exposure for better, more efficient reporting.





BEST PRACTICES | **PRESENTING PARTNERS**

Orlando Magic
@orlandomagic



#32 ∞ • tomorrow
Feb 12, 2024

1.37 E-score • **6.6K** Shares •
330.5K Likes • **645** Comments

Chicago Bulls
@chicagobulls



Coby White was asked how h...
Nov 20, 2023

2.86 E-score • **19.0K** Shares •
610.8K Likes • **25.8K** Comments

Cleveland Cavali...
@cavs



CAVS WIN, BABY....
Mar 6, 2024

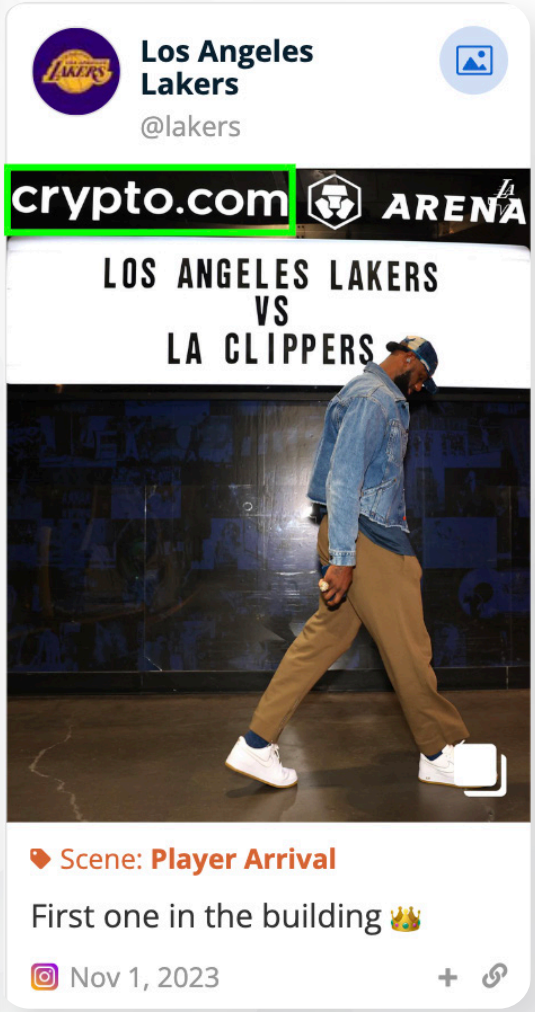
0.15 E-score • **5.1K** Shares •
196.7K Likes • **468** Comments

BEST PRACTICES | **PLAYER ARRIVAL**

Embracing the 'Player Arrival' trend has become a staple content piece in the sports world. Teams seize these coveted social media opportunities, spotlighting players as they enter the arena sporting their pre-game attire. Integrating sponsors into these posts can even be achieved organically – such as a sponsor's logo featured in the player entrance tunnel.

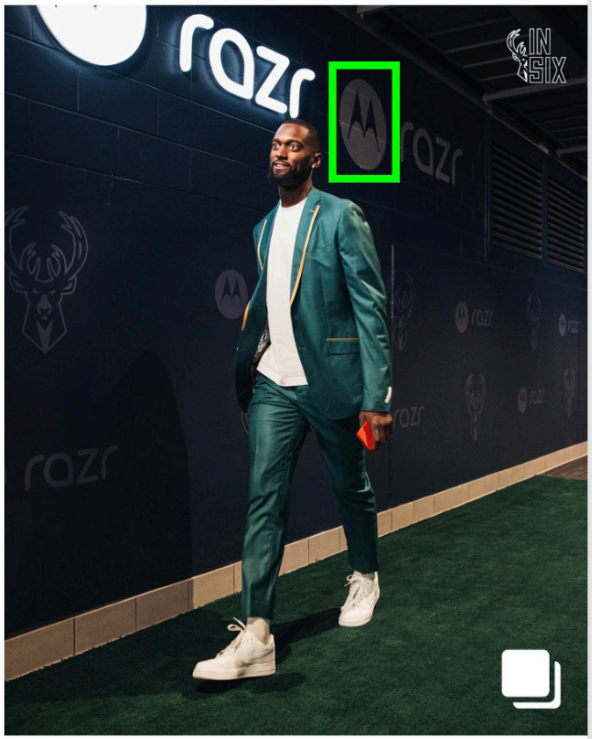
Check out some of the teams that excel at highlighting player arrival styles while prominently displaying brand partner logos to ensure maximum exposure.





BEST PRACTICES | **PLAYER ARRIVAL**

Milwaukee Bucks
@bucksinsix



Scene: **Player Arrival**

Suited up at the Soiree ✨

Jan 30, 2024

Golden State Warriors
@warriors



Scene: **Player Arrival**

Arriving in style for Opening Night

@rakuten || #DubNation

Oct 24, 2023

Indiana Pacers
@pacers



Scene: **Player Arrival**

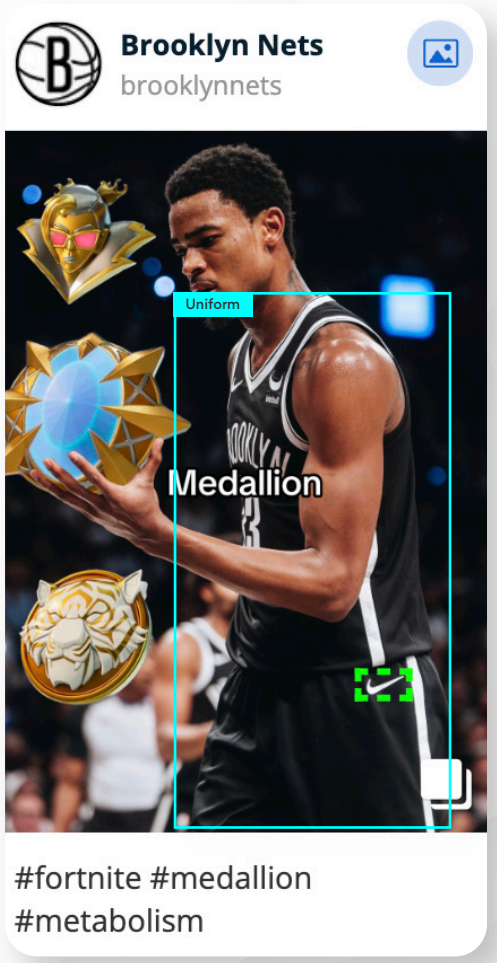
@brucebrown bringing the heat to Indy 🤠

Oct 25, 2023

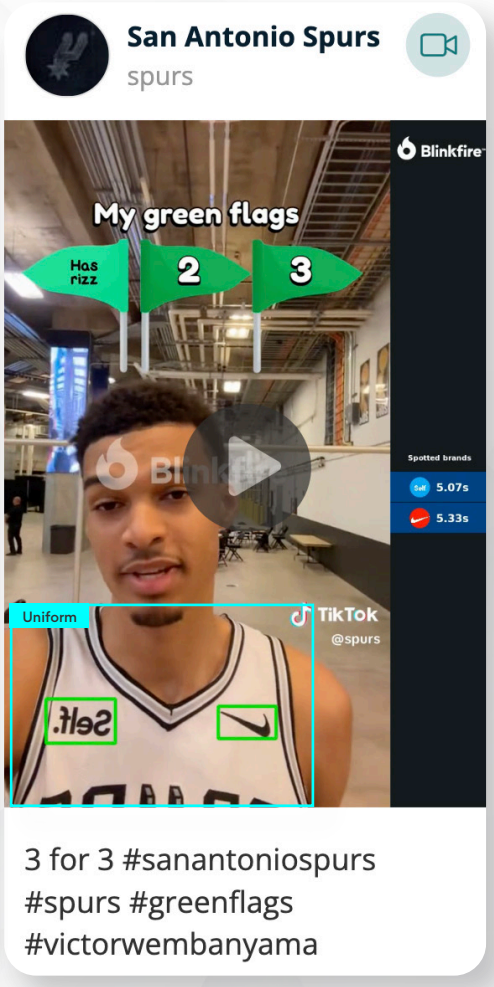
BEST PRACTICES | **TIKTOK CONTENT**

During the 2023-24 NBA season, teams leveraged TikTok's distinctive platform and its appeal to a younger demographic. By integrating current pop-culture trends and collaborating with influencers, NBA teams enhanced their video content to attract a broader fan base. NBA teams' TikTok accounts offer everything from engaging challenges to exclusive behind-the-scenes footage, establishing themselves as premier sources for fans who crave fun and engaging content.

Among the standout performers in the league's social media space, the Brooklyn Nets gained significant traction on TikTok. The Nets' channel, known for featuring viral memes and nods to popular video games such as Fortnite, has attracted a following of over **2.6 million**. This demonstrates the team's success in connecting with the platform's dynamic audience.



#fortnite #medallion #metabolism

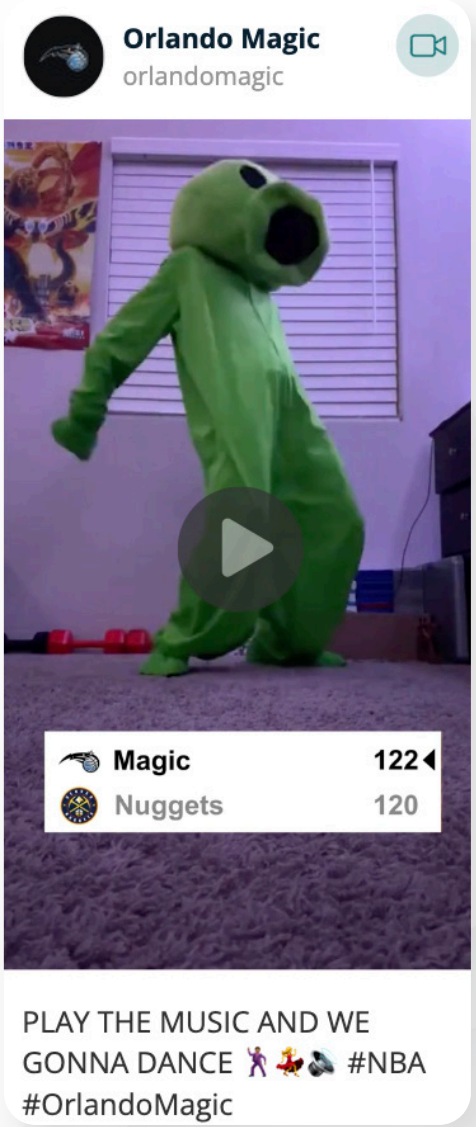


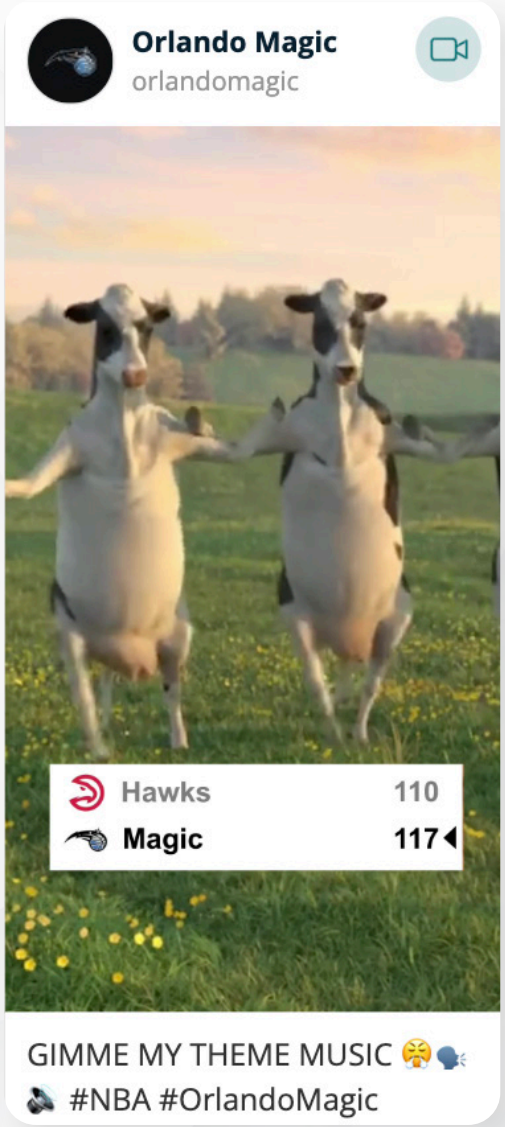
3 for 3 #sanantoniospurs #spurs #greenflags #victorwembanyama

BEST PRACTICES | **PLAY THE SONG**

The Orlando Magic secured the top spot on YouTube and second place on Twitter for follower growth. Their unique content strategy, which includes in-game highlights, trending audio clips, and relatable memes, has resonated with younger audiences.

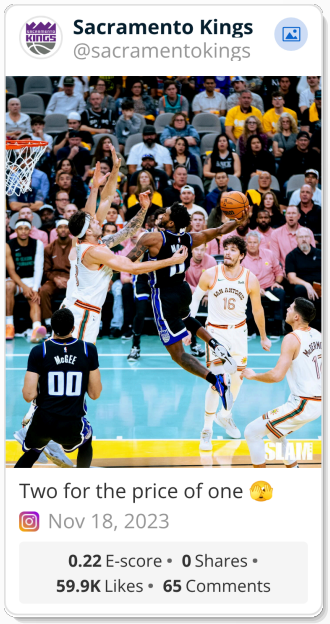
One content that earned the Magic the top three TikTok videos was **"PLAY THE SONG"**. This series became the team's rallying cry after wins — which mixed in crazy memes for eye-catching content. Taking content risks and making fans enjoy and engage is key to well-performing social media content.





TOP 10 BRANDS BY ENGAGEMENT

State Farm landed in first place in our top 10 brand list for the NBA season. The insurance brand is long-time sponsor of the league and has exclusive rights to the "stanchion arm" asset. Michelob Ultra was a big player this year, as the beer brand sponsored the In-Season Tournament and was often featured many court-ends. Only two jersey patch partners made the list this year: Rakuten (Golden State Warriors) and Motorola (Chicago Bulls and Milwaukee Bucks).



	Brand	Engagement
1	State Farm	990.6M
2	Nike	957.5M
3	Tissot	594.4M
4	Kia	450.7M
5	Bally Sports	343.2M
6	FanDuel	311.9M
7	Rakuten	276.5M
8	Michelob Ultra	263.6M
9	Gatorade	248.4M
10	Motorola	231.4M

Based on data in Blinkfire from 10/24/2023 - 4/14/2024

TEAM ENGAGEMENT

The NBA Champion Boston Celtics top our NBA Playoffs total engagement rankings, followed by the runner-up Dallas Mavericks.

The **Minnesota Timberwolves** capitalized on their Western Conference Finals playoff run, achieving the third-most engagements and **adding 916,200 new followers**.

Despite losing in the first and second rounds, the Lakers and the Nuggets made a significant impact with engaging content featuring LeBron James and the 2024 MVP Nikola Jokić. Continue reading to find out which teams showcased their jersey patch sponsors best in playoff content.

	TEAM	TOTAL ENGAGEMENT
1	**BOSTON CELTICS**	**55.0M**
2	DALLAS MAVERICKS	**49.2M**
3	MINNESOTA TIMBERWOLVES	**39.6M**
4	DENVER NUGGETS	**22.8M**
5	LOS ANGELES LAKERS	**22.1M**

Based on data in Blinkfire from team owned & operated channels from 04/20/2024 - 6/17/2024

JERSEY PATCH EXPOSURE

	TEAM	SPONSOR	ENGAGEMENT
1	**BOSTON CELTICS**	vistaprint®	**21.0M**
2	DALLAS MAVERICKS	chime®	**15.0M**
3	MINNESOTA TIMBERWOLVES	ĀURA	**11.0M**
4	LOS ANGELES LAKERS	bibigo	**7.4M**
5	DENVER NUGGETS	ibotta®	**1.9M**

Based on data in Blinkfire from team owned & operated channels from 04/20/2024 - 6/17/2024

BEST PRACTICES | CAMPAIGNS

Minnesota Timberwolves 2024 Playoffs Campaign: Wolves Back

Total Engagement

30.1 Million

Total Impressions

600.0 Million

Total Value

$17.9 Million



Based on data in Blinkfire from 4/19/2024 - 5/31/24

BEST PRACTICES | CAMPAIGNS

Los Angeles Lakers 2024 Playoffs Campaign: Takes Everybody

Total Engagement

3.3 Million

Total Impressions

96.1 Million

Total Value

$1.1 Million



Based on data in Blinkfire from 4/16/2024 - 4/29/24

BOSTON CELTICS | **NBA CHAMPIONS**

2024 Playoffs
Social Performance

Total Value

$3.3 Million

Total Impressions

1.1 Billion

Total Video Views

385.6 Million

Playoff Presenting Partner Value:

$1.5 Million

ARBELLA® INSURANCE

The Boston Celtics dominated the 2024 NBA Playoffs, finishing with a 16-3 across four series. The team also added 554,800 new followers and ranked first overall in total engagements and media value during the playoffs. **Arbella Insurance** sponsored a successful content series, resulting in **246.6 million impressions** for the brand.



Based on data in Blinkfire from 4/20/23 - 6/28/24 across the Boston Celetics' owned and operated accounts

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** or visit **www.blinkfire.com**.

