2023-24

NFL REPORT

Blinkfire™

TABLE OF CONTENTS

INTRODUCTION 3

SOCIAL DATA

NFL Regular Season

- Posts by Platform 4
- Rise of TikTok 5
- League Performance 6
- Team Performance 7
- Follower Distribution 8-9
- Follower Growth Rankings 10-13

SPONSORSHIP

Top 10 Brands 14

TRENDS

Locker Room Moments 15

Jersey Swap 16

NFL PLAYOFF CAMPAIGNS

Wild Card 17

Divisonal Round 18

Conference Championships 19

Super Bowl

- Social Performance 20
- Uber Eats Player Arrival 21

TOP MOMENTS

Taylor Swift x Kansas City Chiefs 22

Detroit Lions Break Playoff Drought 23

The 2023-24 NFL season was full of league milestones, thrilling action, and new social media trends. The Kansas City Chiefs won their second consecutive NFL Championship; Taylor Swift grabbed headlines and brought in new fans; and TikTok grew exponentially across the league.

As football progresses in its game and business, Blinkfire remains at the forefront, delivering cutting-edge and precise sponsorship data spanning social media, digital platforms, and broadcasting. Within this report, we summarize the **2023-24 NFL season**, offering valuable insights including leading brands, social media engagement, and follower rankings.



POSTS BY PLATFORM

All platforms outside of Twitter/X and Facebook increased posting cadence during the 2023-24 season compared to the 2022-23 season. The NFL increased posts by 4.6%, while NFL teams increased posts by 1%.

Twitter/X and Facebook's drop could be attributed to a handful of issues: new ownership, aging user demographics, and social strategy shifts. NFL teams and the league are increasingly prioritizing TikTok and YouTube, recognizing the engagement potential of short-form videos. The NFL responded to this trend by revising its posting strategy across both TikTok and YouTube.

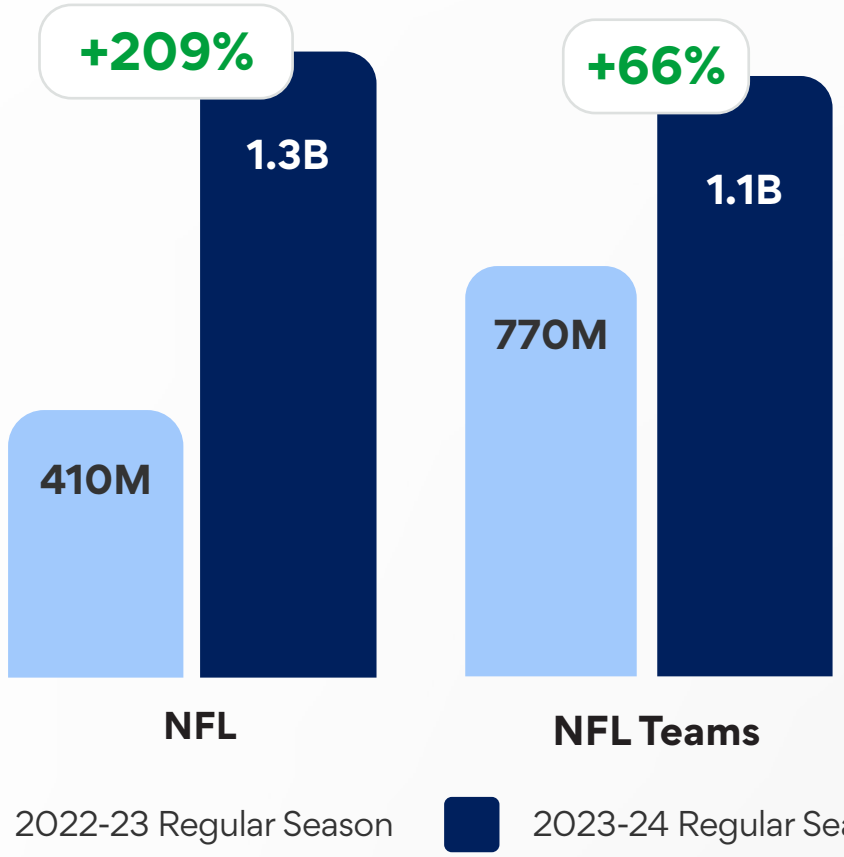
2023-24 Season vs **2022-23 Season**

	NFL - League	NFL Teams
	+120%	+56%
	+3%	+15%
	+97%	+10%
	-35%	-5%
	0%	-5%

Based on data in Blinkfire from Sep 8, 2022 - Jan 8, 2023 and Sep 7, 2023 - Jan 7, 2024

RISE OF **TIKTOK**

TIKTOK VIDEO VIEWS



During the 2023-24 regular season, the **NFL's TikTok followers increased 31%, and NFL teams' TikTok followers increased 192%.**

A few TikTok trends the NFL and NFL teams embraced were mini-mic interviews, player arrival interviews, locker room content, and players trying challenges.

TikTok is a great opportunity for fans to see the fun, quirky side of their favorite teams and players. While fans can find game scores and updates on other platforms, TikTok is a place for building a genuine personality that connects with fans.

Based on data in Blinkfire from 9/8/22 - 1/8/23 and 9/7/23 - 1/7/24 across the NFL and NFL teams' social media

NFL PERFORMANCE

2023-24 Season vs 2022-23 Season

	Total Impressions	Total Engagement	Total Video Views
	+213%	+171%	+209%
	+90%	+12%	+19%
	–	-25%	-24%

As previously noted, the NFL achieved remarkable growth on TikTok this season. The league also experienced success on Instagram, largely due to increased short-form video content. However, the NFL did not capitalize on growth opportunities on YouTube, particularly with the introduction of YouTube Shorts. It remains to be seen whether the league will enhance their presence on YouTube for next season.

Based on data in Blinkfire from 9/7/2023 - 1/7/2024 across Instagram, TikTok, and YouTube

NFL TEAMS' PERFORMANCE

2023-24 Season vs 2022-23 Season

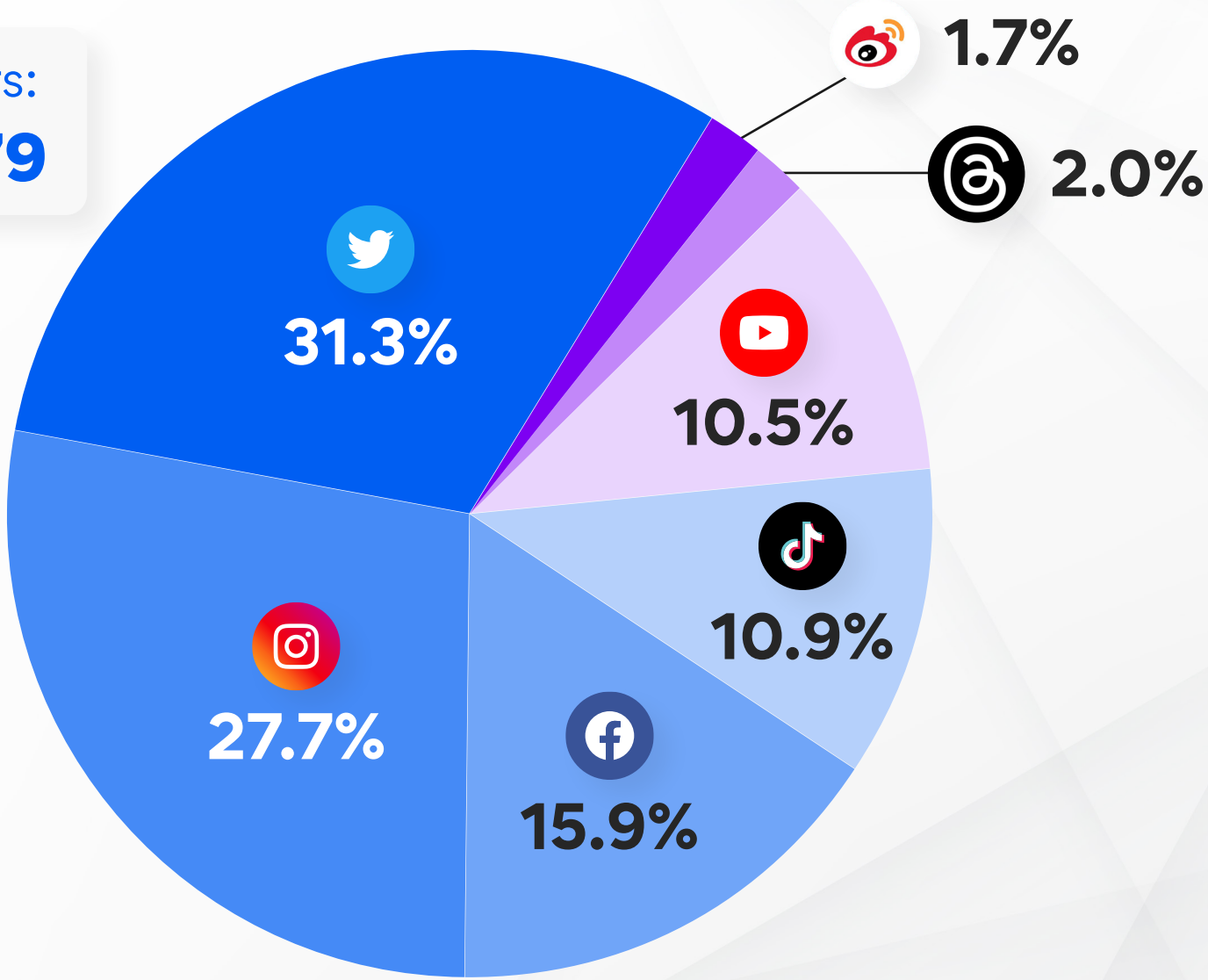
	Total Impressions	Total Engagement	Total Video Views
TikTok	+55%	+31%	+46%
Instagram	+30%	+17%	+53%
YouTube	–	+13%	+4%

NFL teams are adjusting to the evolving social media landscape. They not only improved the league's metrics across all categories compared to last season, but also saw substantial growth in video views. It's evident that increasing investment in video content will be a priority for teams going forward.

Based on data in Blinkfire from 9/7/2023 - 1/7/2024 across Instagram, TikTok, and YouTube

NFL FOLLOW DISTRIBUTION

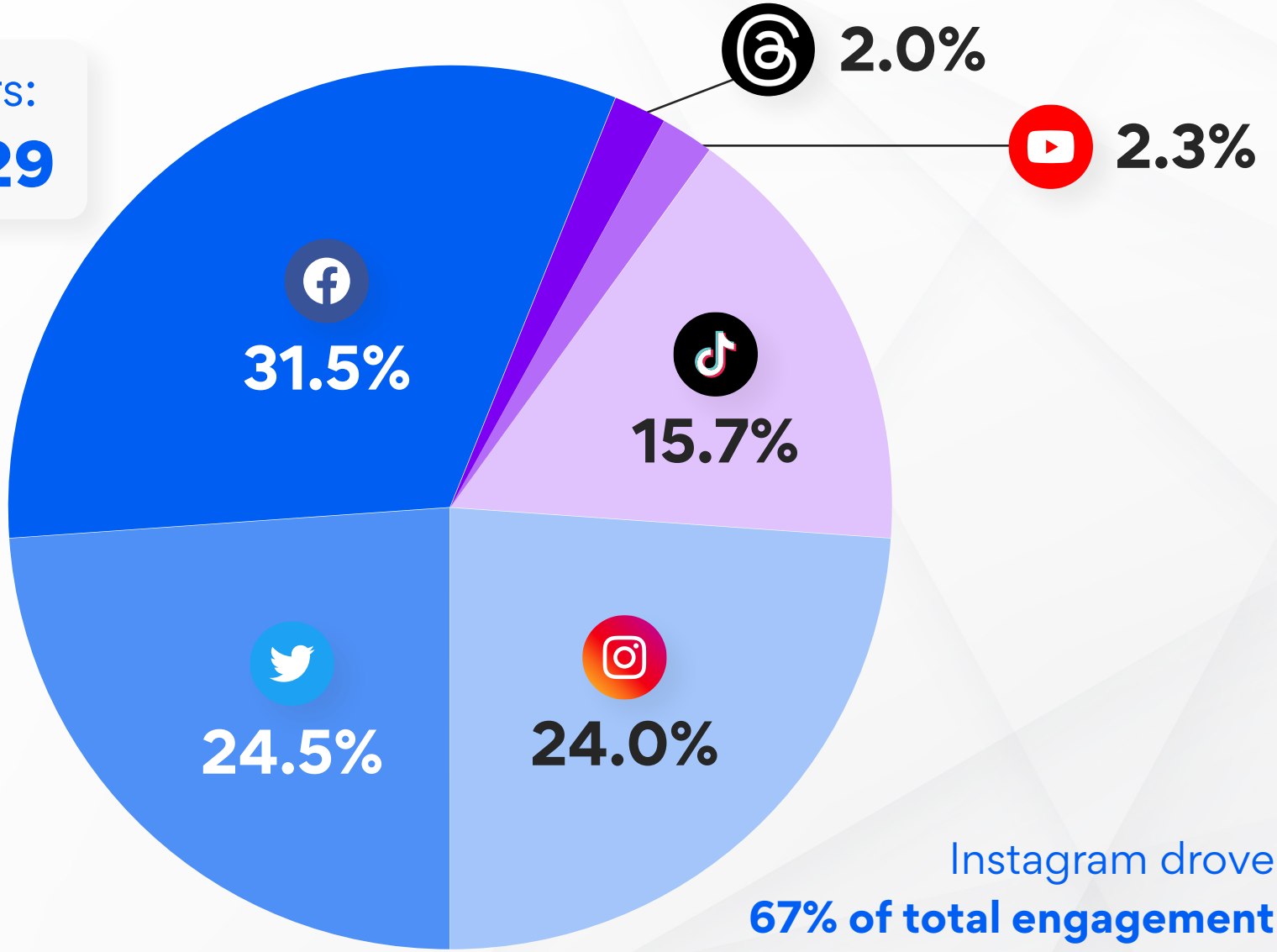
Total Followers:
117,481,379



Based on data in Blinkfire from 1/7/2024 across Twitter, Facebook, Instagram, TikTok, YouTube, Threads, and Sina Weibo

NFL TEAMS FOLLOWER DISTRIBUTION

Total Followers:
281,367,729



Instagram drove
67% of total engagement
for NFL teams this season

Based on data in Blinkfire from 1/7/2024 across Twitter, Facebook, Instagram, TikTok, YouTube, and Threads

TEAMS | **OVERALL FOLLOWER GROWTH**

Relative growth measures the increase or decrease of followers based on a team's previous size and uses percentages to benchmark teams on a more equal playing field. We analyzed teams' overall and per network follower growth across Facebook, Instagram, TikTok, Twitter, YouTube, and Threads.

Kansas City, the 2024 Super Bowl Champions, earned the best overall follower growth, followed by the Philadelphia Eagles and Miami Dolphins. Keep reading for follower growth rankings across social media.

	TEAM	% GROWTH
1	**KANSAS CITY CHIEFS**	**14.1%**
2	PHILADELPHIA EAGLES	**11.0%**
3	MIAMI DOLPHINS	**10.7%**
4	DETROIT LIONS	**7.6%**
5	CINCINNATI BENGALS	**6.9%**

Based on data in Blinkfire from 9/7/2023 - 1/7/2024 across Facebook, Instagram, TikTok, Twitter, YouTube, and Threads

TEAMS | **FOLLOWER GROWTH**

INSTAGRAM

	TEAM	% GROWTH
1	**Philadelphia Eagles**	**23.7%**
2	Kansas City Chiefs	**20.3%**
3	Miami Dolphins	**17.3%**
4	Detroit Lions	**14.5%**
5	San Francisco 49ers	**10.8%**

TWITTER

	TEAM	% GROWTH
1	**Detroit Lions**	**4.0%**
2	Cincinnati Bengals	**3.5%**
3	Kansas City Chiefs	**3.5%**
4	Maimi Dolphins	**3.3%**
5	Jacksonville Jaguars	**2.4%**

Based on data in Blinkfire from 9/7/2023 - 1/7/2024 across Facebook, Instagram, TikTok, Twitter, YouTube, and Threads

TEAMS | **FOLLOWER GROWTH**

FACEBOOK

	TEAM	% GROWTH
1	**Kansas City Chiefs**	**1.2%**
2	Detroit Lions	**0.8%**
2	Tampa Bay Buccaneers	**0.8%**
4	Jacksonville Jaguars	**0.6%**
5	Pittsburgh Steelers	**0.5%**

TIKTOK

	TEAM	% GROWTH
1	**Miami Dolphins**	**27.3%**
2	Houston Texans	**26.2%**
3	Kansas City Chiefs	**21.0%**
4	Philadelphia Eagles	**20.8%**
5	Baltimore Ravens	**15.4%**

Based on data in Blinkfire from 9/7/2023 - 1/7/2024 across Facebook, Instagram, TikTok, Twitter, YouTube, and Threads

TEAMS | **FOLLOWER GROWTH**

YOUTUBE

	TEAM	% GROWTH
1	Washington Commanders	74.3%
2	Los Angeles Chargers	36.1%
3	Detroit Lions	33.0%
4	Houston Texans	27.9%
5	Miami Dolphins	27.5%

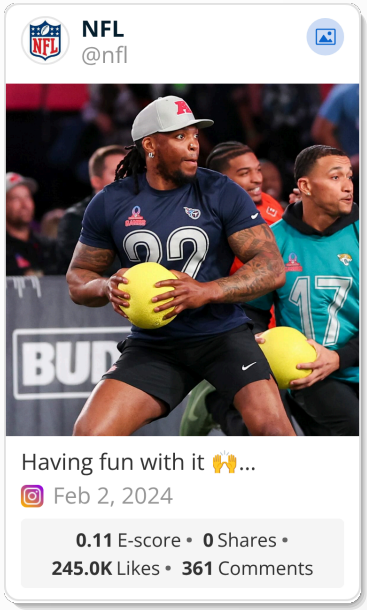
THREADS

	TEAM	% GROWTH
1	Kansas City Chiefs	50.9%
2	Las Vegas Raiders	44.6%
3	Atlanta Falcons	42.1%
4	Maimi Dolphins	37.5%
5	Cincinnati Bengals	37.2%

Based on data in Blinkfire from 9/7/2023 - 1/7/2024 across Facebook, Instagram, TikTok, Twitter, YouTube, and Threads

TOP 10 BRANDS BY ENGAGEMENT

It's no surprise that the NFL's uniform sponsor, Nike, was first in our top 10 brands. Bud Light ranked second, as the beer company sponsors many NFL teams and league events like the Pro Bowl (as seen below). While the NFL does not have gameday jersey sponsors or many on-field sponsors, there are ways for brands to earn exposure. Gatorade ranked seventh — as the official sports drink of the NFL and often in sideline content. Amazon's Prime Video also made the top 10 thanks to the company's exclusive Thursday Night Football streaming deal.



	Brand	Engagement
1	Nike	235.2M
2	Bud Light	51.6M
3	adidas	46.6M
4	Oakley	43.9M
5	New Era	43.6M
6	verizon	33.2M
7	Gatorade	30.0M
8	usbank	21.2M
9	prime video	20.0M
10	pepsi	18.2M

Based on data in Blinkfire from Sep 7, 2023 - Jan 7, 2024

LOCKER ROOM MOMENTS

The 2023-24 NFL season saw fresh social media trends spanning TikTok, YouTube Shorts, and Instagram Reels. Among these trends, locker room moments gained significant traction. With increased access to behind-the-scenes content, fans were treated to post-game speeches, player interactions, and light-hearted moments from the locker room.

Quantum Fiber sponsored the Seattle Seahawks' engaging "Locker Room Sounds" content series. Sponsoring content like this can be a creative and cost-effective method for brands trying to connect with NFL audiences and fans.

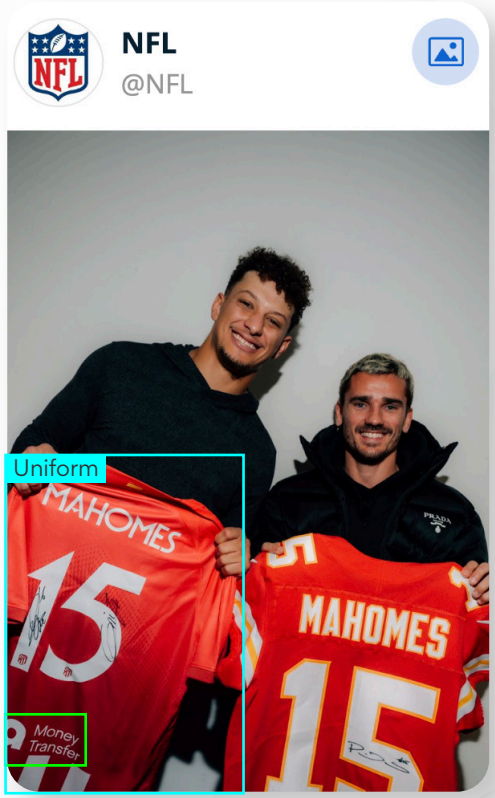


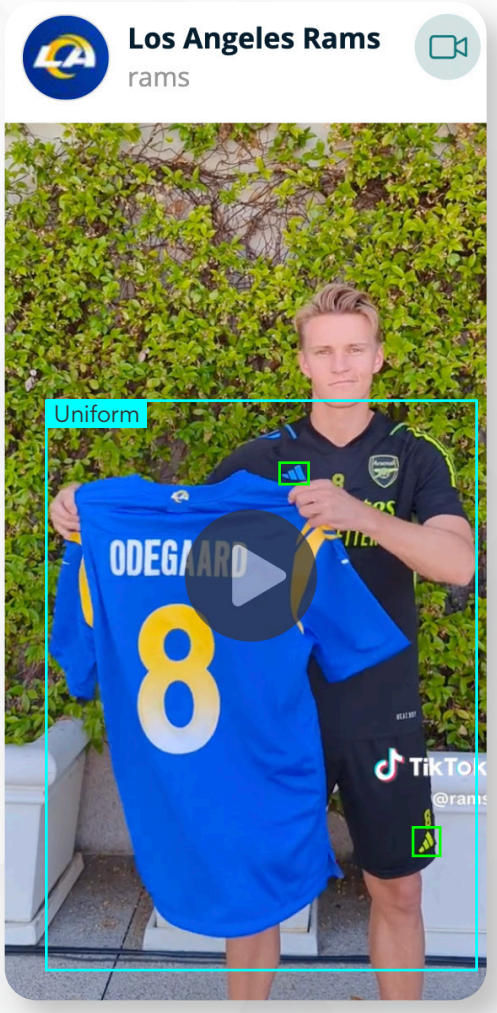


JERSEY SWAP

A trend that endures is the player jersey swap, serving as a fun way to show the camaraderie and mutual respect among athletes beyond the competitive arena.

This season, the NFL extended its reach across the Atlantic with several games hosted in Europe, aiming to engage fans on both continents. Concurrently, numerous European soccer teams visited the United States for exhibition matches. To commemorate these occasions and expand fan bases, teams collaborated across sports to produce images and videos showcasing “football” jersey swaps among star players.





WILD CARD

Super Wild Card Weekend Verizon Campaign

Total Engagement

4.5 Million

Total Impressions

86.0 Million

Total Value

$2.2 Million



Based on data in Blinkfire from 1/8/2024 - 1/16/24

DIVISIONAL ROUND

Divisional Round
Intuit Turbotax Campaign

Total Engagement

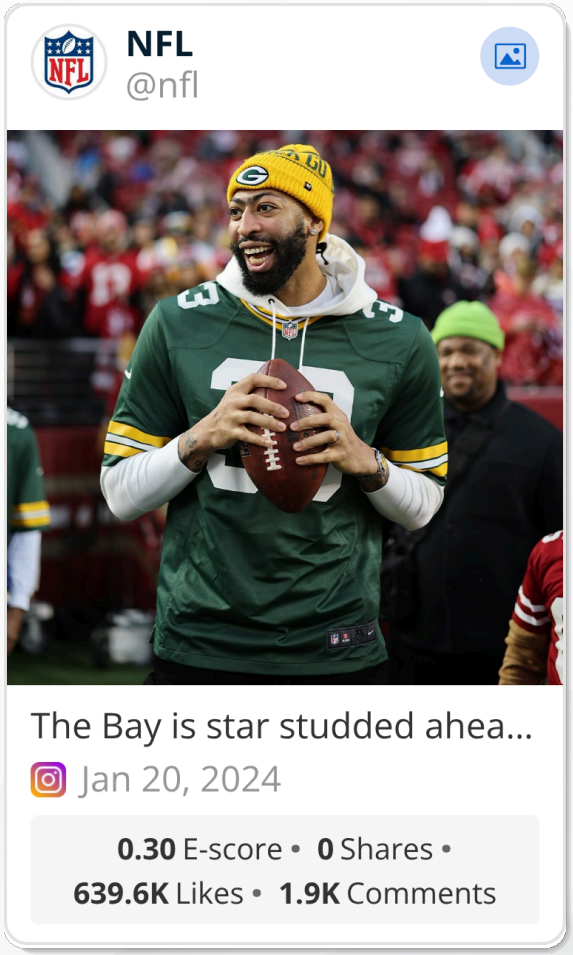
7.6 Million

Total Impressions

109.1 Million

Total Value

$3.3 Million



Based on data in Blinkfire from 1/15/2024 - 1/23/24

CONFERENCE CHAMPIONSHIPS

Conference Championships
Intuit Turbotax Campaign

Total Engagement

3.6 Million

Total Impressions

100.4 Million

Total Value

$1.1 Million



Based on data in Blinkfire from 1/22/2024 - 1/29/24

SUPER BOWL

2024 Super Bowl vs 2023 Super Bowl

	NFL - League	Kansas City Chiefs
TOTAL ENGAGEMENT	-1%	+63%
TOTAL VIDEO VIEWS	-34%	+99%
MEDIA VALUATION	-20%	+66%

The 2024 Super Bowl attracted a record-breaking 123.4 million viewers. Despite this massive television turnout, the league experienced a decline in social media engagement compared to last year. One contributing factor was Rihanna's halftime show, which garnered an impressive 214 million video views during the 2023 Super Bowl.

The Kansas City Chiefs capitalized on last year's Super Bowl victory, significantly increasing their overall engagement, video views, and media valuation during the 2023-24 season. Continue reading to discover how a particular pop star played a significant role in this surge.

Based on data in Blinkfire from 2/12/2023 and 2/11/2024

SUPER BOWL

Player arrival posts feature athletes entering the stadium in their street clothes and game day fits. This social content scene is a succcessful series for professional sports teams' social media efforts. Fans love glimpses of their favorite players away from the court where their distinct personalities shine through. The use of sponsored entrance tunnel walls and backdrops is increasingly prevalent as teams seek to monetize this content. The Super Bowl was no different, with Uber Eats prominently featured in "player arrival" posts from both teams and the NFL, garnering significant attention.

TOTAL MEDIA VALUE

$797,699

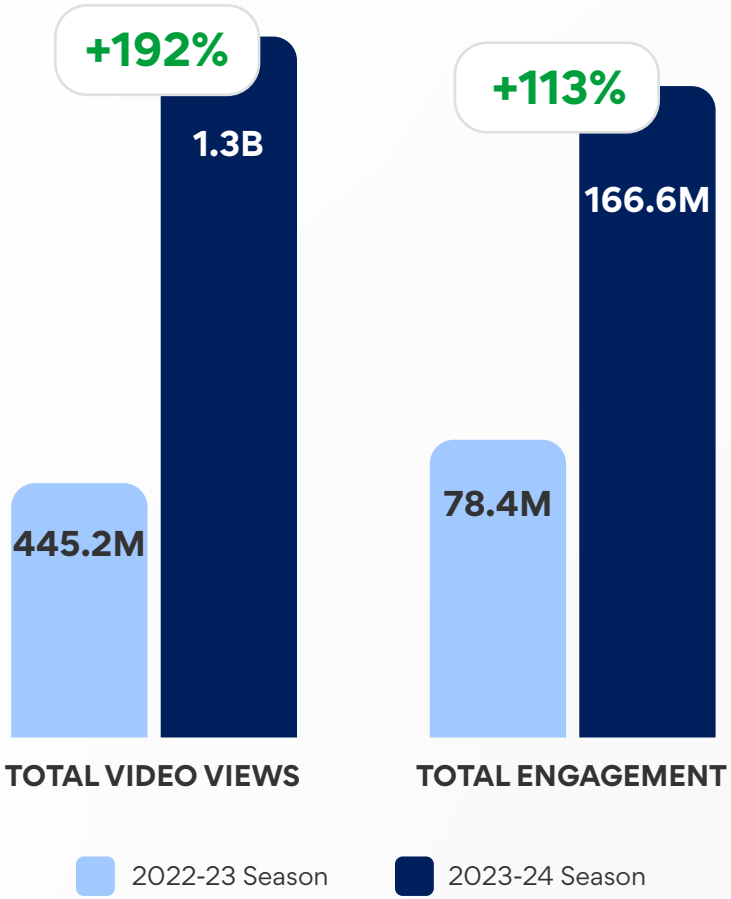
Uber Eats



Based on data in Blinkfire from 2/11/2024

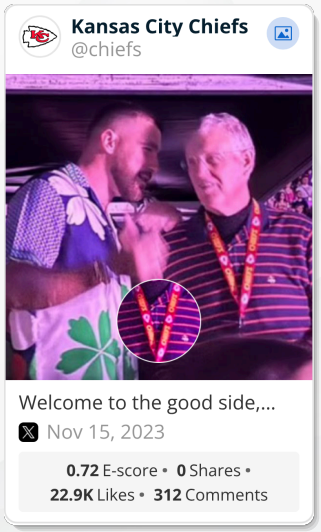
TAYLOR SWIFT + NFL + KANSAS CITY CHIEFS

Kansas City Chief's Social Media



Based on data in Blinkfire from 9/8/22 - 2/12/23 and 9/7/23 - 2/11/24 across the NFL and NFL teams' social media

Taylor Swift has officially taken over the NFL. The NFL and the Kansas City Chiefs leaned into the hype around Travis Kelce dating Taylor Swift all season. It's easy to see why. New fans flocked to football to find content on their favorite pop star. **The Chiefs gained over 2.7 million new followers this season, 24.4% of their total following!** Many of the most-engaged with social media posts for the league and Chiefs featured Swift quotes, reaction videos, and other Swifties' content. It's no mystery why the Chiefs saw massive gains on social!



DETROIT LIONS BREAK PLAYOFF DROUGHT

This season, the Detroit Lions broke their playoff drought with their **first win in 32 years**. The team won the NFC North, then beat the Los Angeles Rams and Tampa Bay Buccaneers in the playoffs before losing a heartbreaker in the NFC Championship game. Even though the season did not birth a Super Bowl appearance, the team had great success on and off the field. On social, the Lions ranked fourth in overall follower growth. The Lions had their **best day on social media all season during their Divisional Round win on Sunday, January 21 against the Tampa Bay Buccaneers.**

4.0 Million Total Engagements

2.3 Million Instagram Engagements



Based on data in Blinkfire from 9/7/2023 - 1/21/2024

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**.

