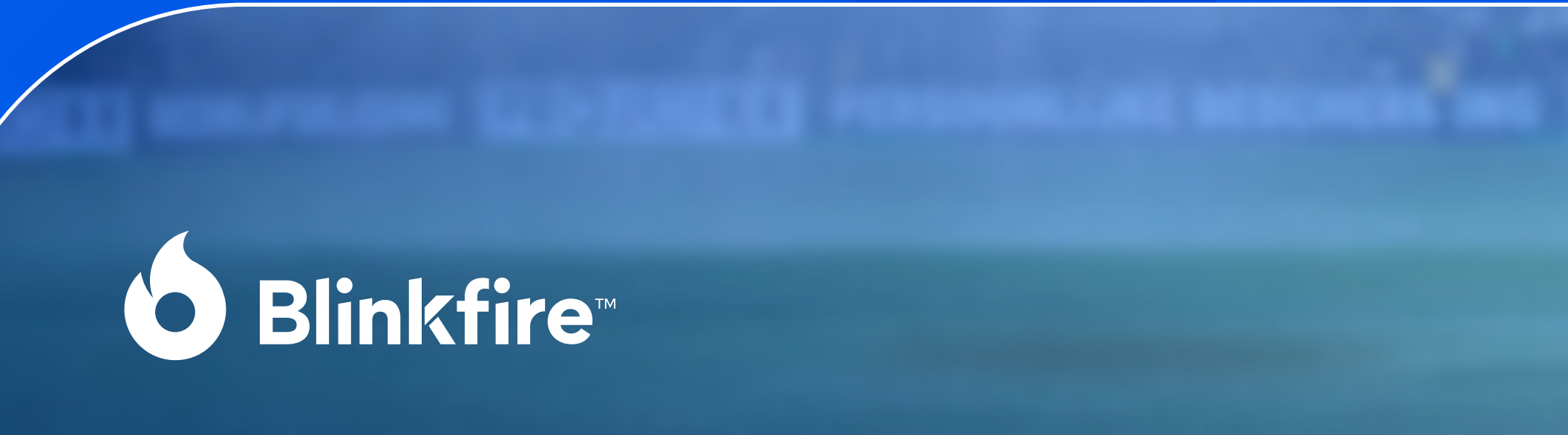
2023

BLINKFIRE INSIGHTS



Blinkfire™

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Welcome to Blinkfire's 2023 Insights Report.

Our Insights Report is not just about data; it's a journey through the dynamic intersections of sports, social media, digital, and sponsorships in 2023.

Dive in for insights on top 10 brands across specific sports, content trends, ad rates, memorable sports moments, and much more. Our report covers data from Blinkfire across social media, digital, broadcast, and OTT platforms.

So much happened this year. **In Blinkfire's platform, social media posts increased 6% compared to last year,** Messi electrified soccer fans in the United States with his move to Inter Miami, "Barbenheimer" took over social media, Kim Kardashian teamed up with the NBA and WNBA, and Meta launched Threads.

We hope you learn something new and let the data-driven insights inspire you into the new year.



POSTS BY PLATFORM

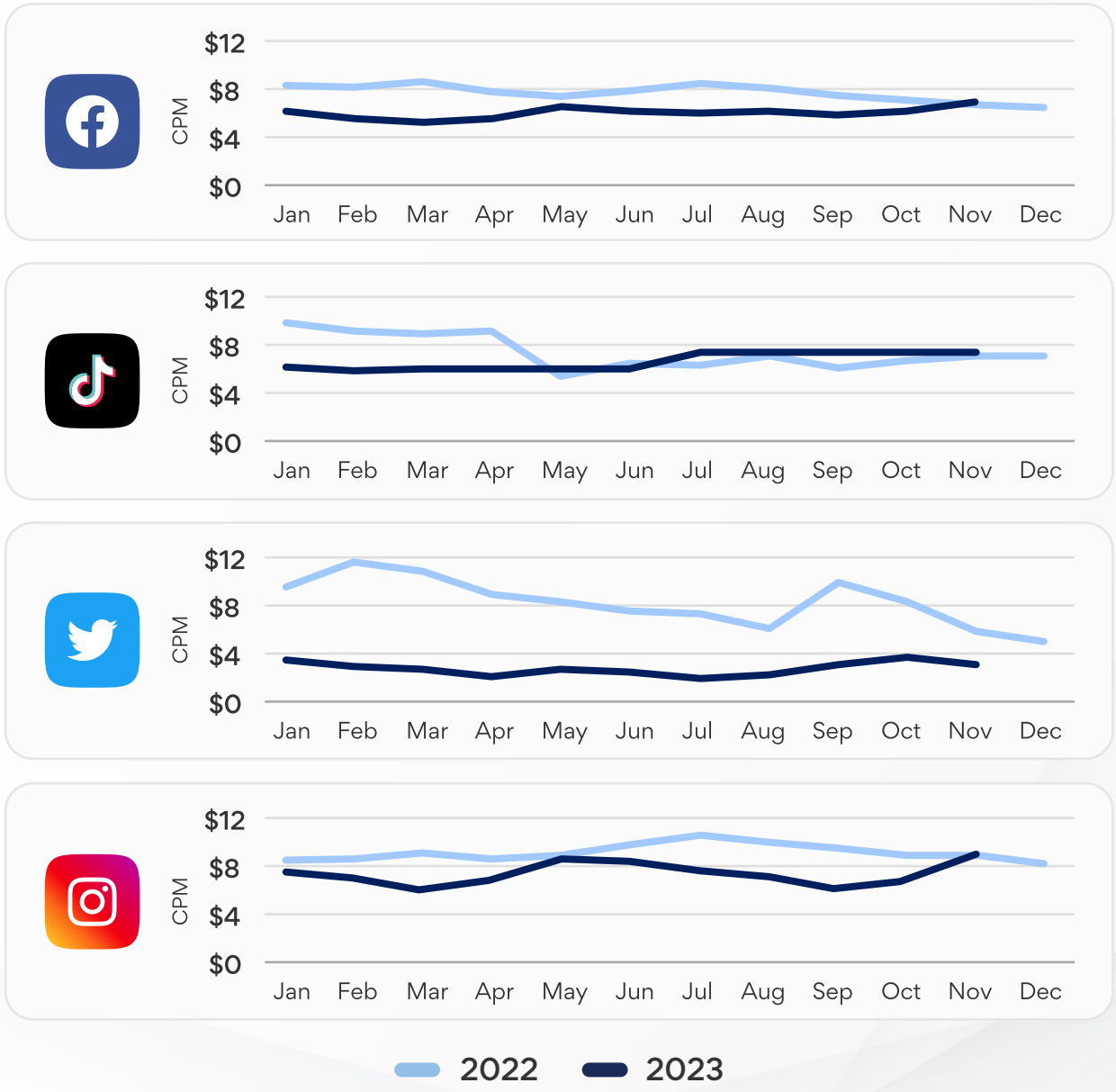
Teams, leagues, players, influencers, and organizations are posting more than ever on social media. A year-over-year comparison dating back to 2020 shows that every platform outside of Twitter/X increased posting cadence.

Twitter/X's drop could be due to a myriad of issues ranging from new ownership and the introduction of Threads to differing user behaviors. While Instagram, YouTube, Facebook, and Twitter/X have steadily increased the number of posts, TikTok saw the largest growth over the last four years. The short-form video platform is the place to post video content (especially for Gen Z), as the number of posts on the platform increased 107% compared to 2022.

	2020 vs 2021	2021 vs 2022	2022 vs 2023
TikTok	+282%	+192%	+107%
Instagram	+41%	+24%	+25%
YouTube	+37%	+39%	+21%
Facebook	+12%	+12%	+12%
Twitter/X	+10%	+7%	-1%

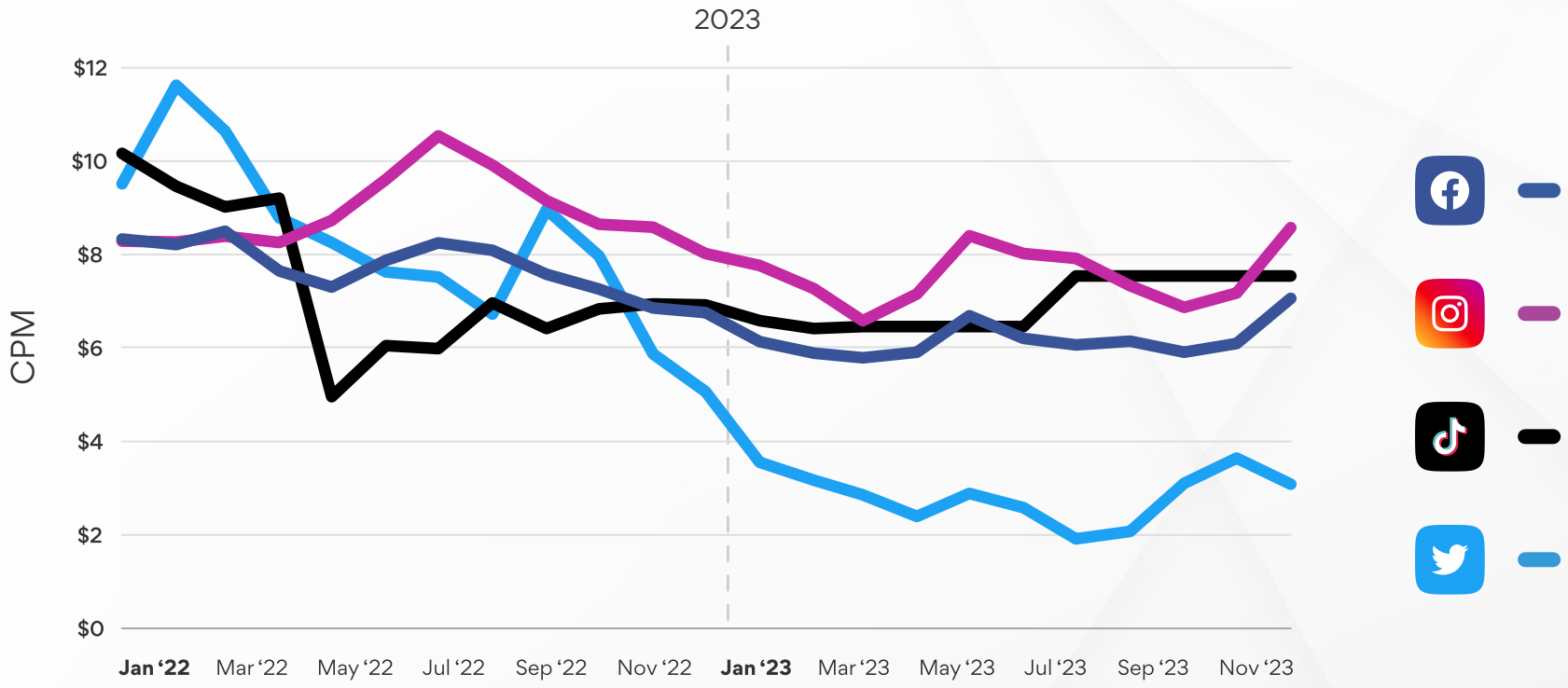
Data in Blinkfire from Jan 1 - Nov 15, 2023

US CPM AD RATES BY PLATFORM



While 2022 saw higher US CPM ad rates across all platforms, it also experienced a much greater rate of decline. US CPM ad rates have stayed more consistent in 2023. From January to November of this year, Twitter/X's CPMs incurred the largest drop in price from $3.60 at the beginning of the year to $3.12 at the end of November, a 13.3% decrease. Last year, the social platform was on freefall, declining 46% from January to December. Facebook saw the highest growth this year at 15.4%, followed by TikTok at 13.6% and Instagram at 10.1%.

US CPM AD RATES

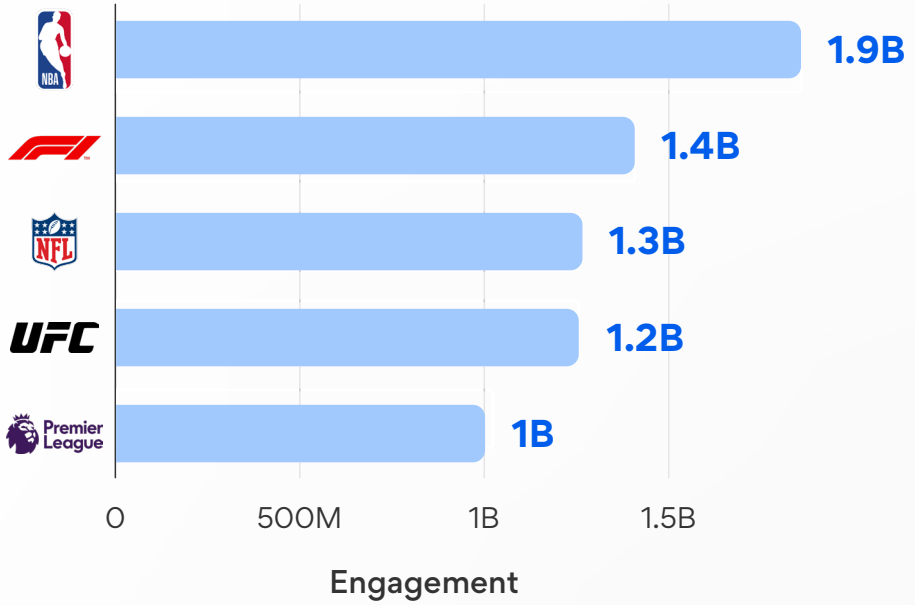


When platforms' CPM rates fall, ad revenue usually follows suit. Blinkfire's Real-Time Ad Rates Engine allows rights holders, brands, and agencies to accurately measure and monitor rates, so they have the real-time valuation to value content and sponsorships, effectively.

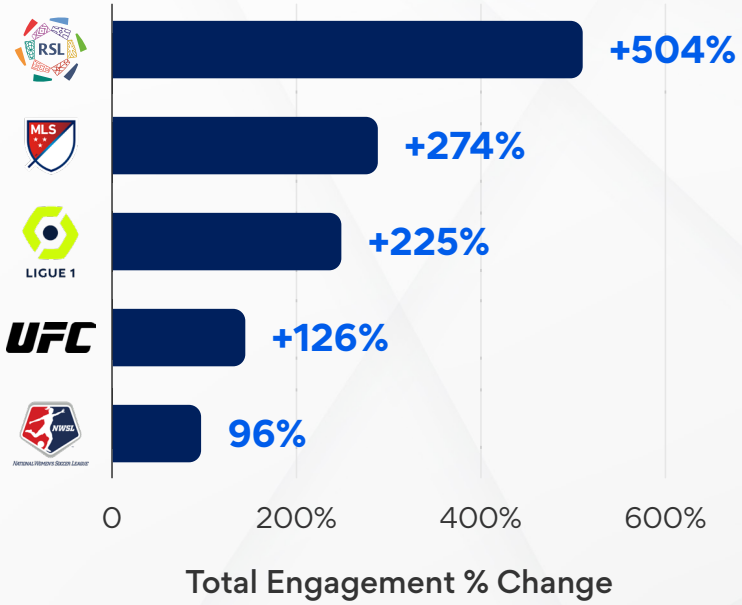
The cost of Twitter/X experienced the steepest decline of all platforms — most notably since Elon Musk purchased the company in October 2022. During the week of Musk's acquisition, Twitter's CPM was $7.11, and the following week fell 30% to $4.96. In June 2023, Twitter's CPM hit a low of $.91. The most expensive month for Facebook and Instagram ads this year was November. The two platforms seem to run in parallel with each other.

LEAGUES

Total Engagement
2023



Total Engagement % Change
2022 vs 2023

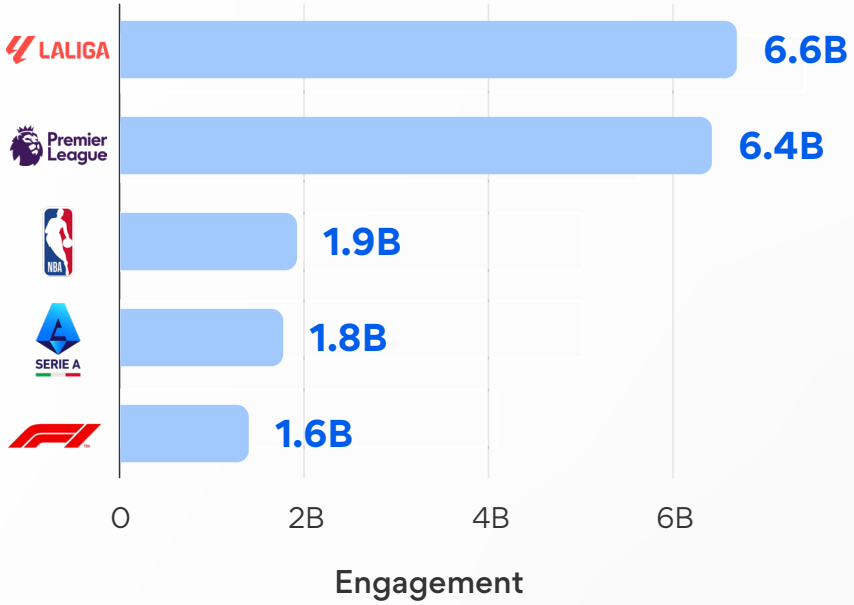


The NBA, Formula 1, NFL, UFC, and Premier League sit amongst the top five leagues in the world based on total engagement earned. A league worth mentioning in the next four pages is the Saudi Pro League. The soccer league outpaces all other leagues from last year to this year after signing star players like Cristiano Ronaldo, Karim Benzema, N'Golo Kanté, and Ruben Neves. Like Lionel Messi's arrival in the United States, fans have flocked to their favorite players' new teams in Saudi Arabia. The MLS ranks second based on year-over-year total engagement increase thanks to Messi's transfer to Inter Miami CF.

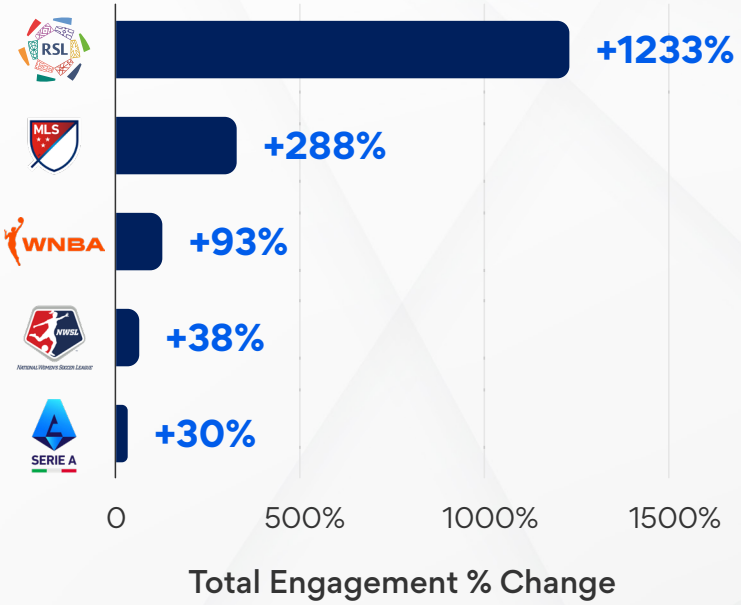
Based on data from Blinkfire from 1/1/2023 - 11/15/2023 across Twitter, Facebook, Instagram, TikTok, and YouTube

TEAMS IN LEAGUE

Total Engagement
2023



Total Engagement % Change
2022 vs 2023

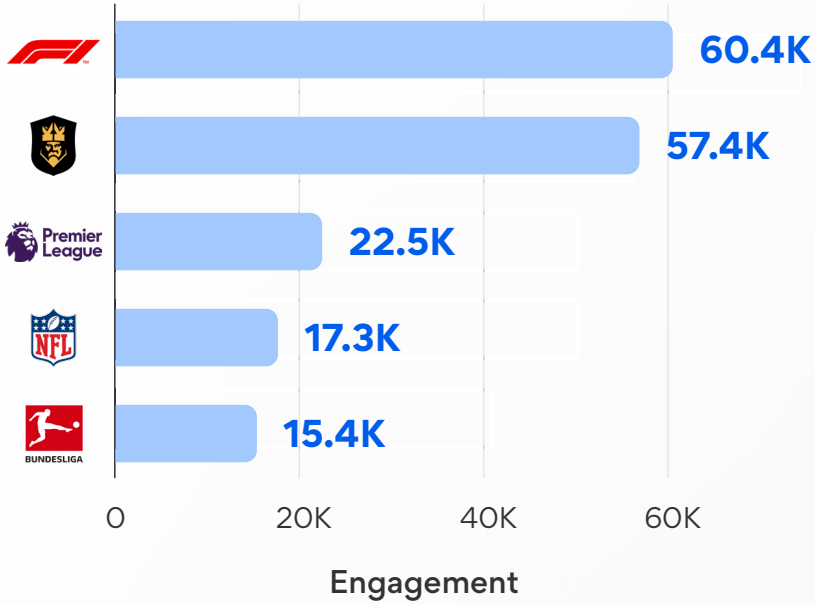


LALIGA, Premier League, NBA, Serie A, and Formula 1 teams sit in the top five of total engagement earned. What is most notable is the year-over-year total engagement increase and the presence of two women's sports leagues: the WNBA and NWSL. The WNBA and NWSL teams saw significant growth in 2023 due to increased media exposure. The NWSL partnered with CBS Sports, ESPN, and Amazon to bring games to more fans in the United States. The WNBA saw more air-time on ESPN, which helps promote the teams and league. While the WNBA and NWSL do not have the same number of fans as many men's sports, investing in women's sports is (and will) have a positive effect on adoption and growth.

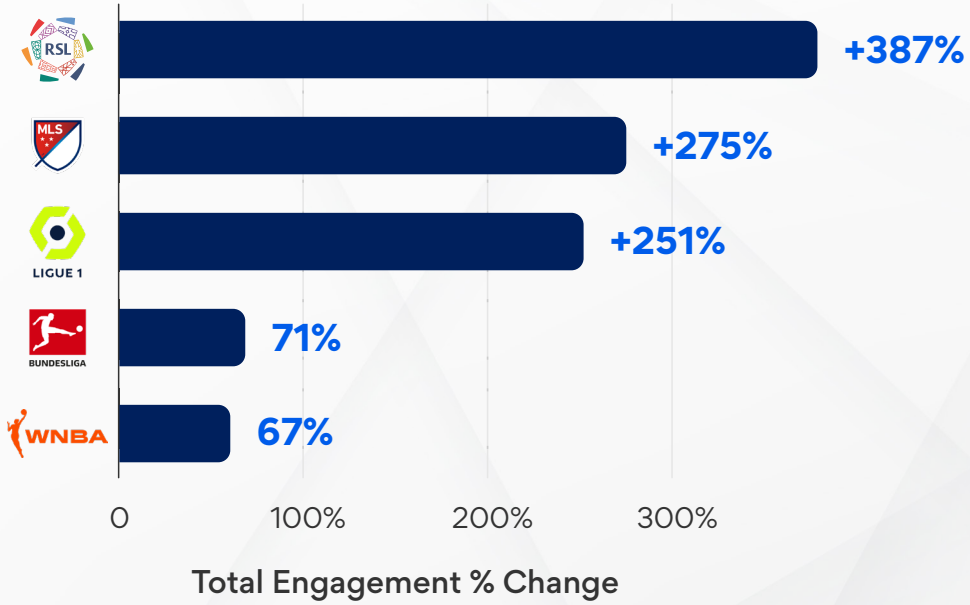
Based on data from Blinkfire, covering 1/1/2023 - 11/15/2023 across Twitter, Facebook, Instagram, TikTok, and YouTube

LEAGUES

Avg. Engagement per Post
2023



Avg. Engagement per Post % Change
2022 vs 2023

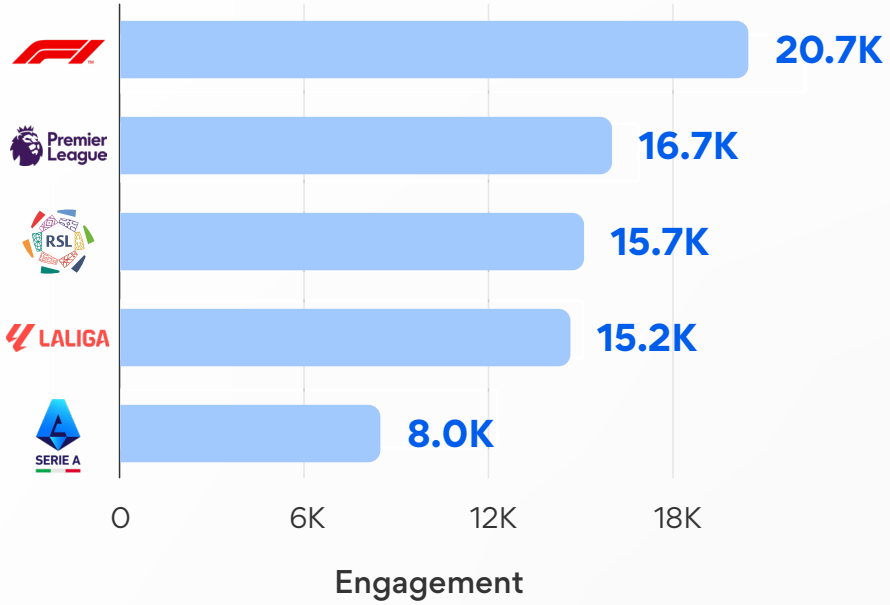


In November 2022, soccer star Gerard Piqué founded the Kings League alongside other soccer players and influential personalities in sports and entertainment. The league already ranks second in average engagement per post, showing its massive popularity. Bundesliga teams not only had the fifth-highest average engagement per post but also a 32% increase compared to 2022. The Saudi Pro League and the MLS benefited from huge player transfers.

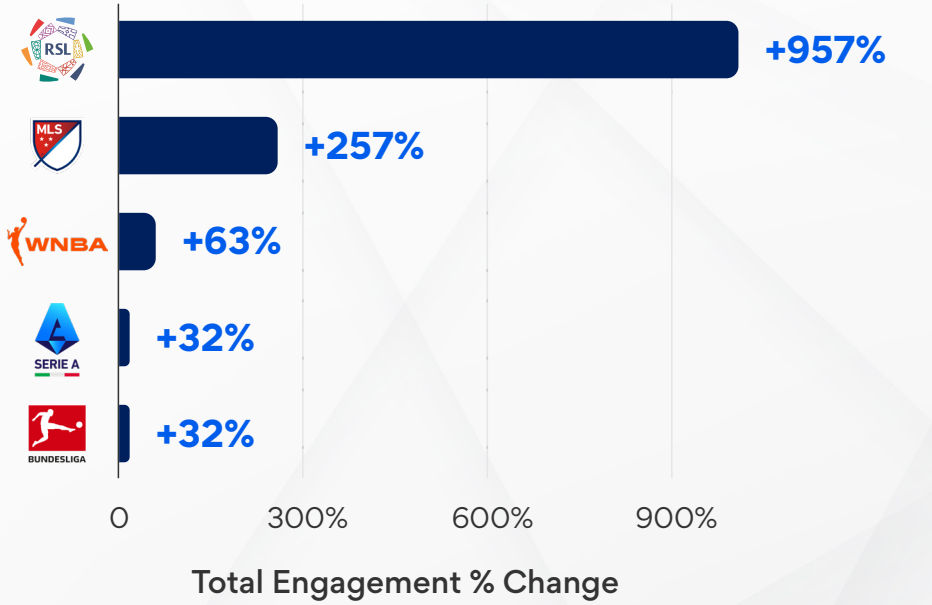
Based on data from Blinkfire, covering 1/1/2023 - 11/15/2023 across Twitter, Facebook, Instagram, TikTok, and YouTube

TEAMS IN LEAGUE

Avg. Engagement per Post
2023



Avg. Engagement per Post % Change
2022 vs 2023



Formula 1 teams continue to win fans and climb the social rankings, sitting first in average engagement per post. The 10 teams have more than 159.3 million social media followers. After F1, European soccer teams and Saudi Pro League teams earned the highest average engagement per post. The MLS had a banner year, led by the Messi-Inter Miami partnership. The club averaged 96,500 engagements per post in 2023. The WNBA saw an uptick in popularity and fandom, as evidenced by teams' average engagement increasing 63% compared to 2022.

Based on data from Blinkfire, covering 1/1/2023 - 11/15/2023 across Twitter, Facebook, Instagram, TikTok, and YouTube

TEAMS | OVERALL FOLLOWER GROWTH

Relative growth measures the increase or decrease of followers based on a team's previous size. Rather than work with absolute numbers, relative growth uses percentages to benchmark teams on a more equal playing field. We analyzed teams' overall follower growth across Facebook, Instagram, TikTok, Twitter, and YouTube.

Follower growth is a beneficial way for small and mid-market teams to view social media progress throughout the season.

Burgos CF, a Spanish soccer team in LALIGA's second division, led the way across teams in Blinkfire's platform in large part due to the team's huge TikTok growth this year. Burgos created its TikTok account in August of 2022, ending the month with 1,000 followers. As of writing this report, **Burgos has reached 1 million followers on TikTok.**

MLS club **Inter Miami CF** is ranked second. The team saw a **massive follower growth between June and July** — from Messi announcing his transfer to Inter Miami and officially signing with the team.

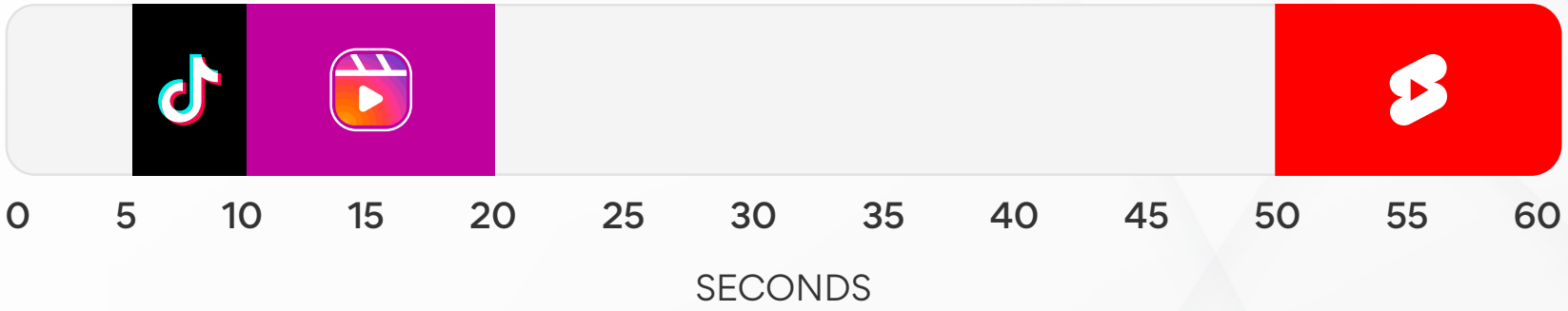
1	Burgos CF	1,196%
2	Inter Miami CF	1,106%
3	Getafe CF	714%
4	FC Andorra	551%
5	Girona FC	470%
6	Deportivo Alavés	410%
7	CD Mirandés	410%
8	Cádiz CF	407%
9	RCD Mallorca	381%
10	Elche CF	354%

Based on data in Blinkfire from 1/1/2023 - 11/15/2023 across Facebook, Instagram, TikTok, Twitter, and YouTube

VIEWERSHIP

Best Video Length to Post per Platform

Based on Average Viewers



The optimal video length and average viewership on social media platforms can vary based on the content type, audience preferences, and the algorithms of each platform. Based on millions of viewership data points in Blinkfire, we unlocked the optimal video length per platform based on average viewers. TikTok: 5 - 10 seconds, Instagram: 10-20 seconds, and YouTube Shorts: 50 - 60 seconds.

TikTok: Sports and entertainment content that is visually engaging and quickly captures the viewer's attention tends to perform well. Incorporating popular TikTok trends and challenges can also boost visibility.

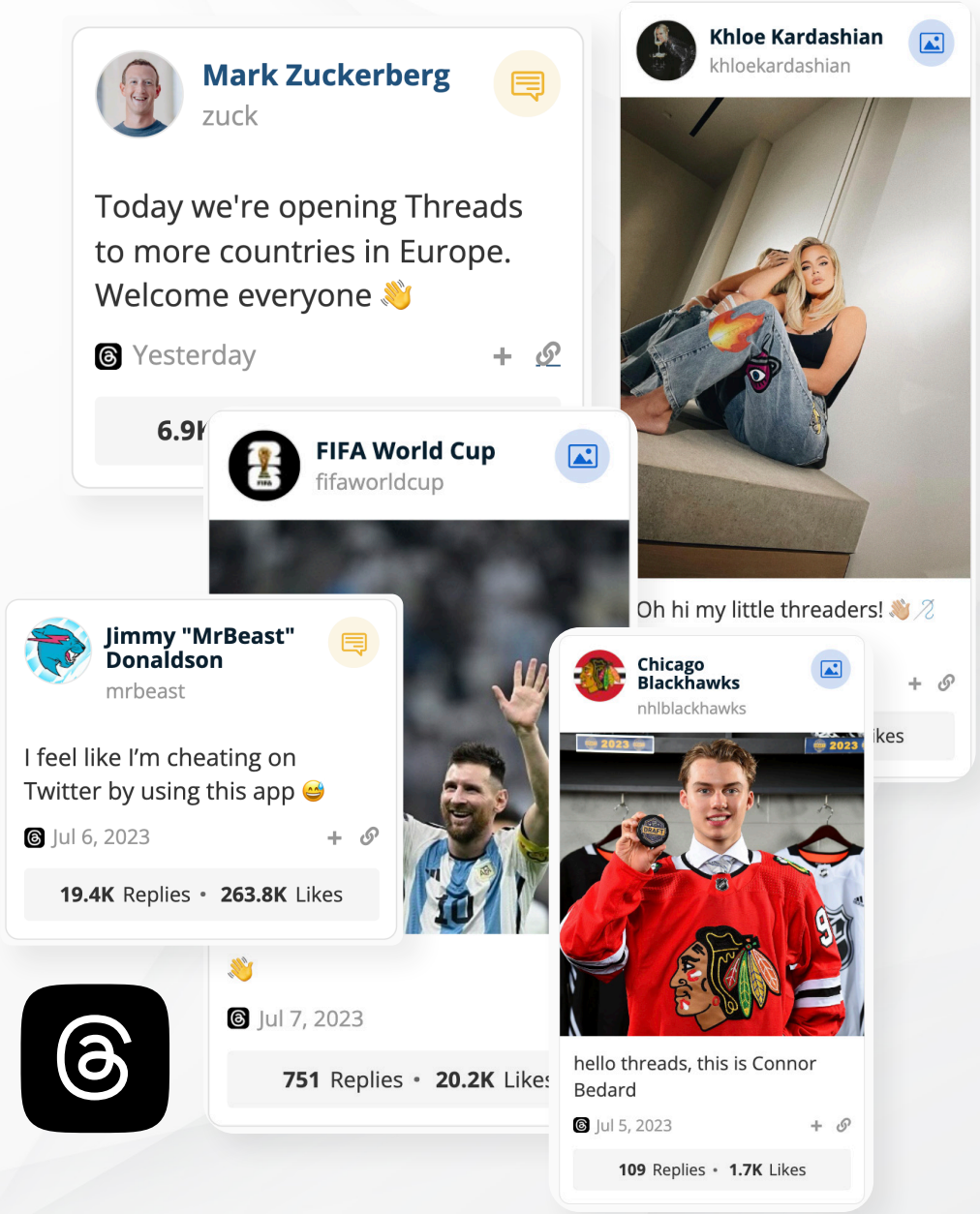
Instagram: Create visually appealing and shareable content. Use Instagram Stories for short, engaging updates and consider longer-form content for Reels if the story or event requires a more extended format.

YouTube Shorts: Similar to TikTok, focus on visually compelling and quickly consumable content. Leverage popular trends and ensure that the content aligns with the audience's interests.

THREADS

Threads launched on July 5, 2023. The social media app is Meta's version of Twitter/X, and it had a massive boom in sign-ups — **over 100 million users registered during the first week.** Sports and entertainment accounts like FIFA World Cup, Khloe Kardashian, Chicago Blackhawks, and MrBeast posted to Threads on its launch day.

Based on data in Blinkfire for 2023, **the average engagement per post on Threads was 716, while Twitter/X was 418.** However, sports fans are still more engaged on Twitter/X, as the platform outperforms Threads by total engagement and followers across all major sports leagues in the United States. But with recent developments over the last week, **Threads excitement and potential is increasing.** Mark Zuckerberg announced on December 14 that Threads would be available to European countries. The next page shows how the Threads launch in Europe impacted followers across teams in the NBA, MLS, NHL, NFL, MLB, Premier League, NWSL, and WNBA.



THREADS LAUNCHES IN EUROPE

Threads launched in the US and UK in July, and on December 14, Mark Zuckberg announced that the platform would be available in European countries to roughly half a billion potential users. Teams like FC Barcelona and Juventus could now join Threads, while many US and UK leagues and teams would see an influx of new followers and engagement from European fans. Entry into Europe continues to help Threads become the platform of choice for sports and entertainment — as it challenges Twitter/X.

Follower data across teams in the NBA, MLB, NHL, MLS, NFL, Premier League, NWSL, and WNBA tells a fantastic story of Threads' network effect over the past week. From December 14 - December 20, **Threads was the best-performing channel by follower growth** compared to Facebook, Instagram, TikTok, Twitter, and YouTube. And, among the teams in the eight leagues, **the WNBA achieved the highest follower growth on Threads at 9.3%** followed by the NWSL at 7.8%.

How impactful was Threads' European launch? Let's look at NBA teams. From December 14 - December 20, NBA teams' daily Threads follower growth rate increased 204% compared to November 1 - December 13.

FOLLOWER GROWTH | TEAMS IN LEAGUE

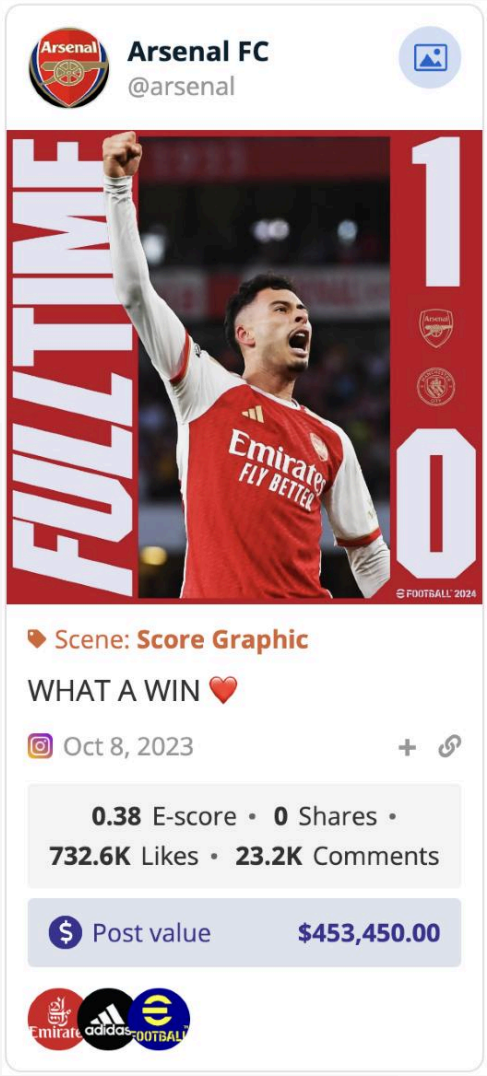
	NETWORK	GROWTH
1	**Threads**	**5.40%**
2	TikTok	**0.30%**
3	Instagram	**0.17%**
4	YouTube	**0.06%**
5	Twitter	**0.03%**
6	Facebook	**0.02%**

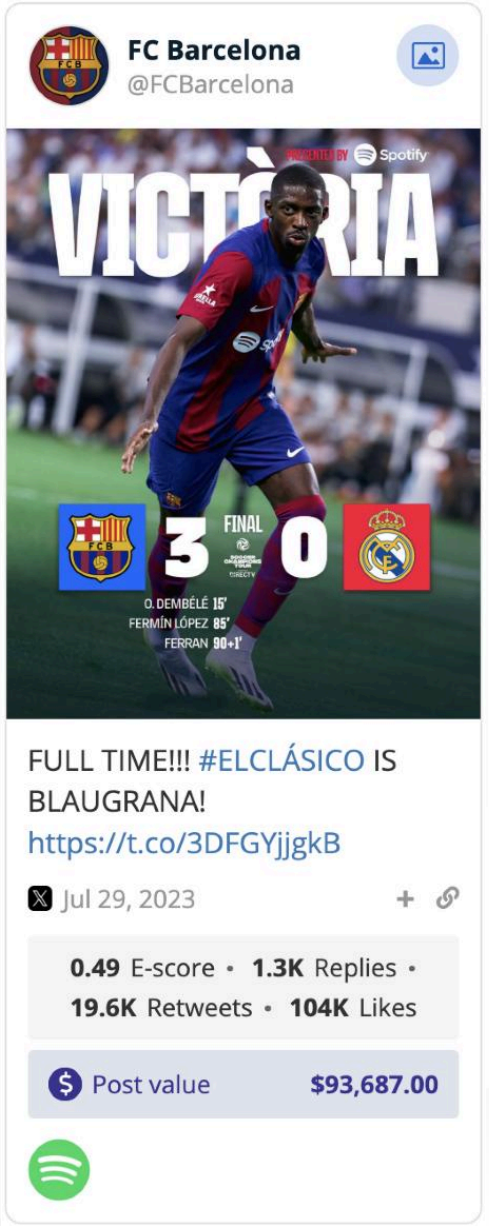
Based on data in Blinkfire from 12/14/2023 - 12/20/2023

TOP 10 BRANDS

We created the top 10 brands by engagement for soccer, basketball, football, hockey, baseball, cricket, esports, mixed martial arts (MMA), rugby, and racing. Explore valuable insights on how teams and leagues showcase specific brands across various sports. You will also learn how brands invest in certain sports to reach current and new fan bases and how it varies based on industry. For instance, automotive companies in racing, alcoholic beverages in MMA, and airlines for soccer. These are the battlegrounds for sponsors looking to make their brand synonymous with a sport.

Apparel sponsors are in every sport's top 10 except cricket. Nike, Adidas, Puma, New Era, Bauer, Venum, Reebok, and CCM are located on uniform and hat/ helmet assets. Check out each sport's top brands and see which apparel brands compete for space in different markets.

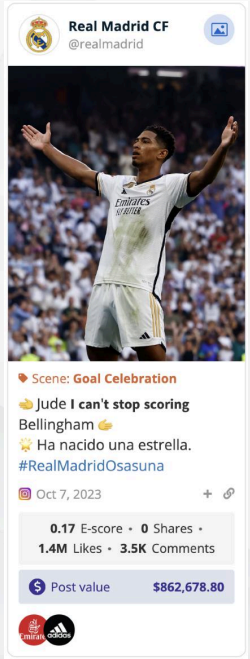




Based on data in Blinkfire from 1/1/2023 - 11/15/2023

SOCCER

Once again, the top three brands that received the most exposure in soccer remain the same: two apparel brands, Adidas & Nike, followed by Emirates, the main sponsor of teams like Real Madrid and Arsenal. Other major sponsors include Spotify (FC Barcelona), Etihad Airways (Manchester City), and T-Mobile (FC Bayern Munich). What is noteworthy is the presence of the real estate company Qiddiya, reflecting the boost the Saudi Pro League has received through major signings of such players as Cristiano Ronaldo by Al Nassr.



	Brand	Engagement
1		9.2B
2		5.7B
3	Emirates	4.0B
4	PUMA	2.6B
5	Spotify	2.1B
6	QATAR AIRWAYS القطرية	1.5B
7	الإتحاد ETIHAD	1.2B
8	TeamViewer	1.0B
9	standard chartered	861.2M
10	Coca-Cola	824.3M

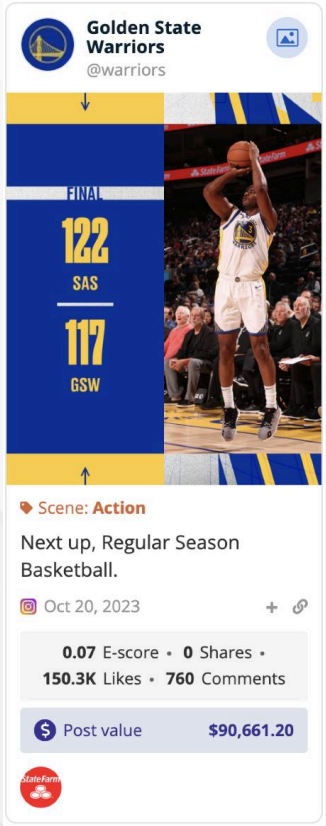
Based on data in Blinkfire from 1/1/2023 - 11/15/2023

BASKETBALL

State Farm jumped to the first spot this year after expanding its NBA presence by sponsoring All-Star Game activities, the NBA Draft and Lottery, and the NBA's stanchion arm asset.

Tissot also shot up the rankings from seventh in 2022 to third in 2023 with their game-clock asset that receives exposure from last-second shots and plays near the rim. Fanduel also entered the top 10 for the first time as sports betting brands continue to invest more money in basketball.

Three jersey patch partners made the top 10 basketball brands – Rakuten & Golden State Warriors; LA Lakers & Bibigo; Motorola & Milwaukee Bucks; Motorola & Chicago Bulls.



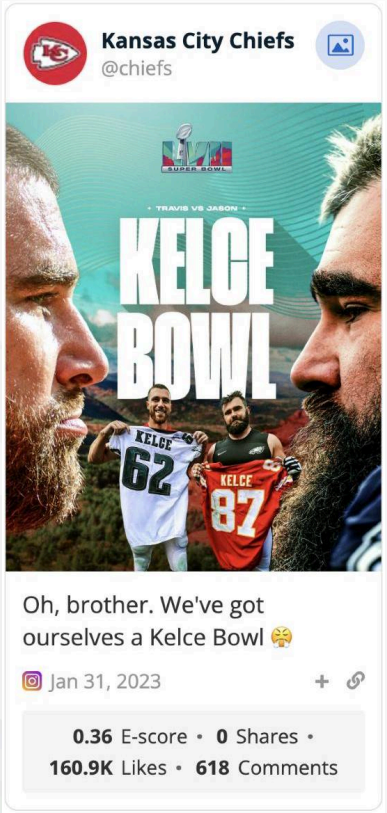
	Brand	Engagement
1	StateFarm	1.1B
2	Nike	1.1B
3	TISSOT	554.3M
4	KIA	542.3M
5	Rakuten	372.2M
6	bibigo	273.2M
7	Google	249.0M
8	Wilson	246.7M
9	motorola	232.7M
10	FANDUEL	230.4M

Based on data in Blinkfire from 1/1/2023 - 11/15/2023

FOOTBALL

Sponsoring winning teams is proving to be a worthwhile venture for brands in the NFL. Bud Light ranks as the fourth overall brand not only because of its official league partner status and NFL Draft partnership, but also because the beer company sponsored the Super Bowl-winning Chiefs' playoff run.

US Bank did not appear in the top 10 last year but was seventh overall this year. Among the bank's most engaging activations is the "score graphic" with the San Francisco 49ers — one of the best teams in the NFL this year.

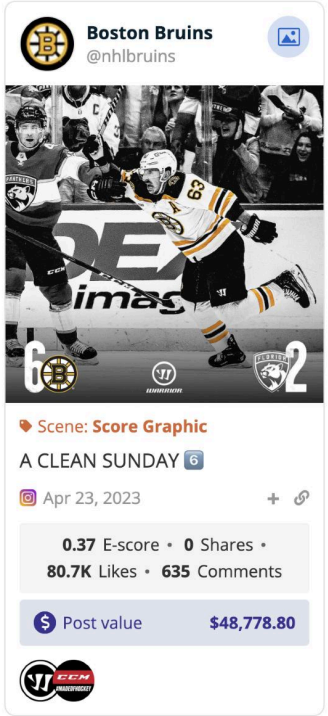


	Brand	Engagement
1		325.8M
2		76.0M
3		75.8M
4	BUD LIGHT	66.9M
5	verizon	47.0M
6	GATORADE	39.7M
7	usbank	27.4M
8	Ford	26.0M
9	OAKLEY	25.8M
10	invisalign	17.2M

Based on Based on data in Blinkfire from 1/1/2023 - 11/15/2023

HOCKEY

NHL jersey and equipment partners continue to dominate when it comes to hockey exposure. Adidas, Bauer, and CCM drove engagement due to players' helmets, jerseys, gloves, pads, and sticks featured in close-up social content.



	Brand	Engagement
1	adidas	143.7M
2	BAUER	136.4M
3	CCM	132.9M
4	GEICO	92.4M
5	enterprise	72.7M
6	ticketmaster	47.0M
7	HONDA	35.9M
8	pepsi	33.9M
9	verizon	32.8M
10	TOYOTA	31.7M

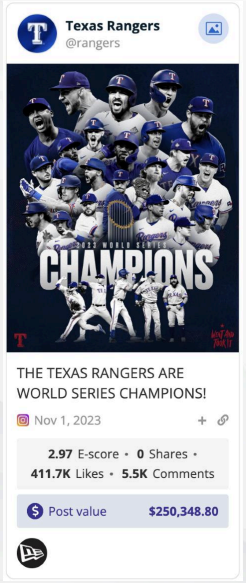
The other seven top 10 brands for hockey in 2023 are prominent on dasher boards – Geico, Enterprise, Ticketmaster, Honda (also NHL All-Star Weekend sponsor), Pepsi, Verizon, and Toyota. These brands do a great job of making their logo asset simple, recognizable, and large for audiences.

Based on data in Blinkfire from 1/1/2023 - 11/15/2023

BASEBALL

Five of the top 10 brands in baseball were official sponsors of the 2023 season: Nike, New Era, Budweiser, T-Mobile, and Geico. Budweiser's MLB 2023 postseason activations earned them 10.4 million engagements from MLB teams and the league during the most exciting games of the season.

2023 marked the first MLB season where teams could sell jersey patch sponsorships. While none of the 16 jersey patch sponsors made the top 10 list, the introduction of jersey patch sponsorships in MLB represents a significant shift in how teams generate revenue and provide exposure for sponsors. It is a partnership trend that works in other sports leagues, including the NBA, where jersey patches are a standard sponsorship asset.



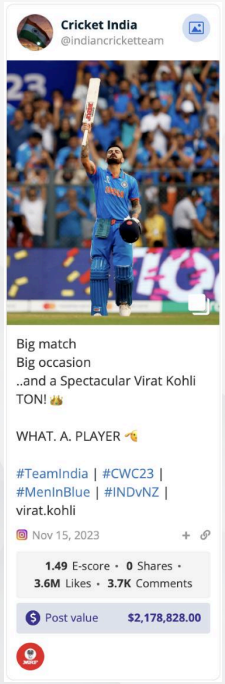
	Brand	Engagement
1	Nike	492.9M
2	New Era	372.6M
3	State Farm	211.1M
4	Budweiser	140.2M
5	Toyota	101.8M
6	T-Mobile	93.1M
7	xfinity	89.1M
8	Bank of America	82.1M
9	GEICO	77.3M
10	Bally Sports	76.2M

Based on data in Blinkfire from 1/1/2023 - 11/15/2023

CRICKET

Cricket continues to be one of the most popular sports in the world, with its roots in Asia, Australia, and the United Kingdom. Brands are eager to associate with the sport and its top players to reach these massive global audiences.

MRF Tyres sits atop the top brands for cricket in 2023 as they make the bats that are used more often than not for professional games. Emirates came in second receiving exposure as the global partner of the 2023 Cricket World Cup in India — won by Team Australia in a thrilling fashion against the host nation.



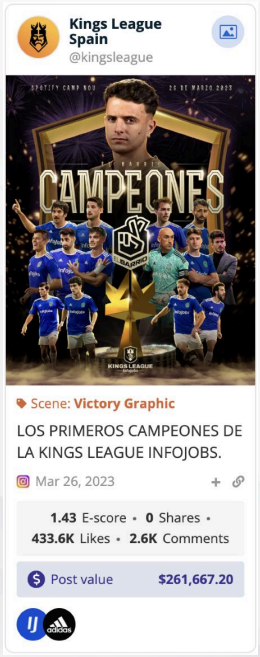
	Brand	Engagement
1	MRF	718.8M
2	Emirates	532.7M
3	Booking.com	502.0M
4	aramco	447.9M
5	IndusInd Bank	303.2M
6	mastercard	300.6M
7	oppo	251.4M
8	NISSAN	209.5M
9	BYJU'S The Learning App	203.2M
10	DREAM11	180.9M

Based on data in Blinkfire from 1/1/2023 - 11/15/2023

ESPORTS

2023 was challenging for esports organizations, as it marked the definitive farewell of the Overwatch League and a year in which many organizations had to cut costs to stay afloat.

That's why competitions like the Kings League are gaining strength and becoming a driving force for sponsors and streamers. Despite being a soccer competition, it features some of the esports industry's most engaging brands among its sponsors, such as Infojobs or Grefusa. These sponsors receive valuable exposure from team presidents (mostly streamers or content creators).



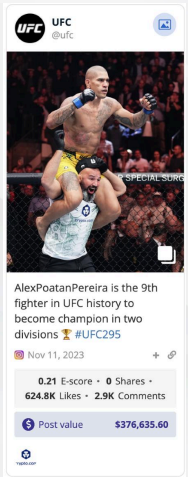
	Brand	Engagement
1		384.9M
2	Red Bull	374.9M
3	InfoJobs	342.6M
4	Spotify	328.9M
5	Grefusa	311.8M
6	Mahou	287.2M
7	xiaomi	278.9M
8	simyo	236.5M
9		235.9M
10	CUPRA	204.8M

Based on data in Blinkfire from 1/1/2023 - 11/15/2023

MIXED MARTIAL ARTS

Top 10 brands in mixed martial arts (MMA) this year are located on the octagon or on fighter apparel (Venum, Crypto.com, and Reebok). Brands associated with the UFC often gain significant exposure through logo placements on the octagon floor, fighter apparel, and other prominent locations during events. Howler Head, UFC president Dana White's whiskey company, might not be a household name like many of the other brands on this list, but the brand received significant exposure from its logo on the octagon floor and railings.

Modelo ranked fifth in MMA, and recently dethroned Bud Light as America's first selling beer. However, you will most likely not see Modelo on MMA's top 10 brands list next year as the UFC recently partnered with Bud Light as their official beer starting in 2024.



	Brand	Engagement
1	Monster Energy	203.5M
2	ESPN	178.5M
3	crypto.com	176.3M
4	VENUM	139.8M
5	Modelo	113.4M
6	Reebok	74.0M
7	DraftKings	64.1M
8	Howler Head	56.2M
9	vechain	42.1M
10	Jose Cuervo	37.5M

Based on data in Blinkfire from 1/1/2023 - 11/15/2023

RUGBY

2023 was a thrilling year for rugby, as South Africa won the Rugby World Cup and Irish Rugby lifted the Guinness Six Nations Championship.

Guinness ranking first is no surprise, as the beer company is the naming rights partner for Guinness Six Nations, one of the most popular rugby tournaments in the world. Canterbury is the jersey provider, and Vodafone is the front-of-jersey sponsor for Irish Rugby, and Nike supplied jerseys for the South Africa, the World Cup Champions. Equipment brand Gilbert makes the official professional rugby ball. The size of the branding on rugby balls and the unique nature of the sport, with close-up shots of the ball during play, can offer significant exposure for the supplier.



	Brand	Engagement
1	GUINNESS	34.2M
2	adidas	30.2M
3	canterbury	27.7M
4	GILBERT	26.4M
5	MAHLE	25.6M
6	Nike	20.2M
7	vodafone	18.9M
8	KIA	17.4M
9	macron	10.4M
10	UMBRO	10.3M

Based on data in Blinkfire from 1/1/2023 - 11/15/2023

RACING



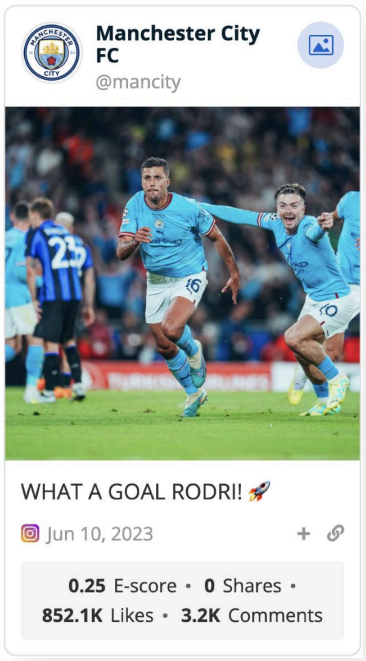
Once again, Max Verstappen, Sergio Perez, and the Red Bull Formula 1 team shot Red Bull to first place in the top 10 brands for racing in 2023. Winning 22 out of 23 F1 races gives a sizable advantage to sponsorship exposure.

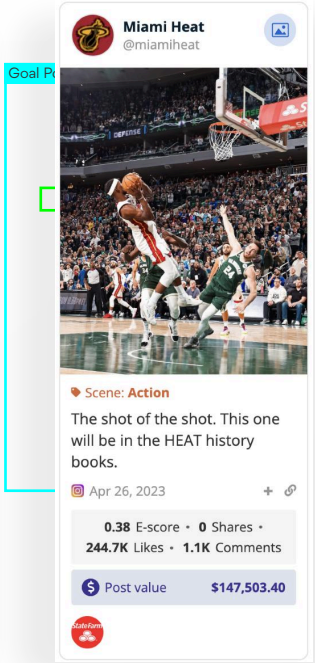
Ferrari, Honda, and Mercedes-Benz round out the other car manufacturer brands on this list. While Puma, Santander Group, and Monster Energy are not automotive brands, they have attached themselves to the sport of racing through successful F1 teams. Finally, each automotive aftermarket brand, Mobile, Pirelli, and Shell, increased their overall exposure by over 100,000 engagements compared to 2022.

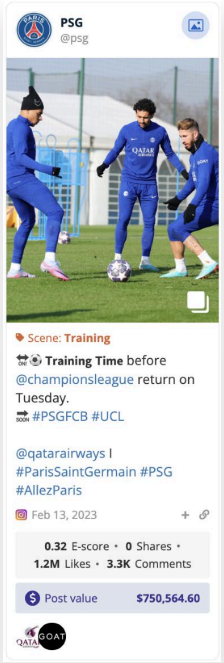
	Brand	Engagement
1	Red Bull	642.4M
2	Ferrari	360.1M
3	Shell	357.9M
4	Pirelli	352.2M
5	Puma	351.7M
6	Mobil	342.7M
7	Honda	310.0M
8	Santander	282.8M
9	Monster Energy	239.0M
10	Mercedes-Benz	237.6M

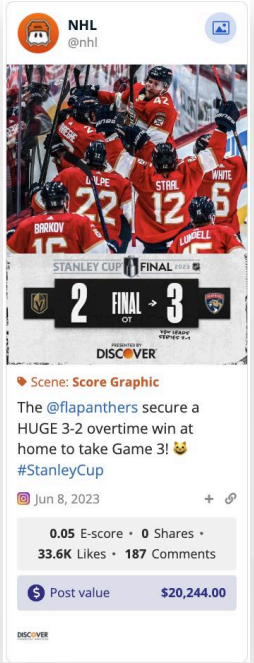
Based on data in Blinkfire from 1/1/2023 - 11/15/2023

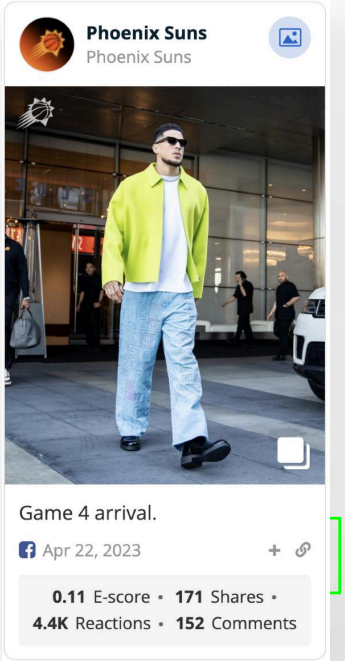
TOP 5 SCENES











Scenes are specific pieces of social media content like a birthday post, line up graphic, or game preview. Blinkfire's AI and CV technology tracks more than 50 scenes across traditional sports and esports. Most rights holders create scenes throughout a season that drive value and engagement for brand partners by active or passive exposure.

Based on data in Blinkfire, the top five branded content scenes in 2023 were Goal Celebration, Action, Training, Score Graphic, and Player Arrival. On the next page, we highlight the player arrival scene and how its emerged as a content winner for both teams and sponsors.

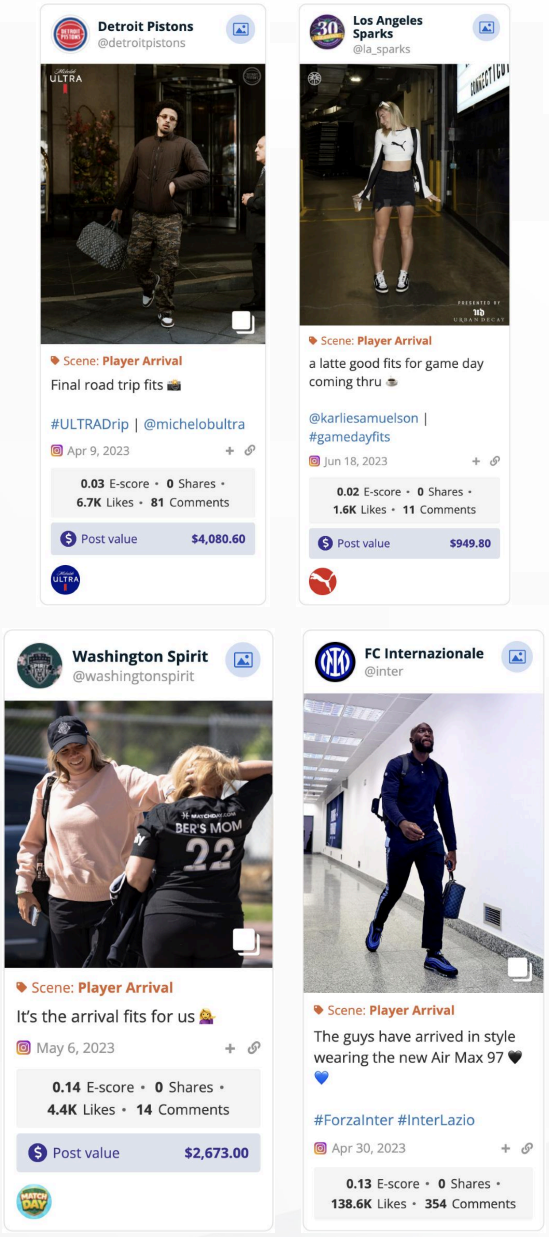
Based on data in Blinkfire from 1/1/2023 - 11/15/2023

PLAYER ARRIVAL

Player Arrival posts are one of the hottest pieces of content in sports. Teams sell these popular social posts that feature players walking into the arena in their pre-game fits. If we go back even a couple of years, teams either 1) did not partner with a brand for this content series or 2) partnered with a brand but were using a digital overlay. Now teams use creative and innovative ways to position sponsors in content, from physical assets to campaign-specific logo lockups. **Compared to 2022, teams and leagues posted 86% more player arrival posts and earned 159% more engagements this year.**

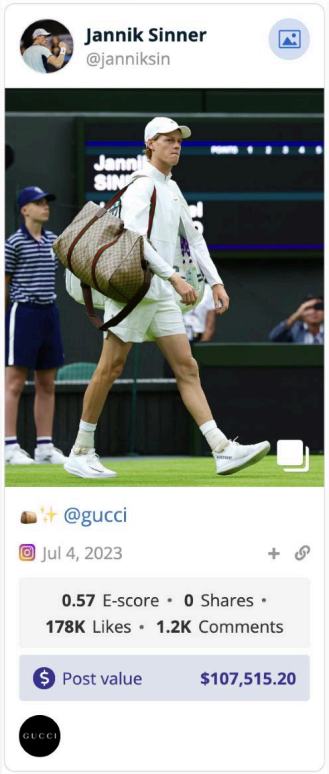
The NBA was one of the first leagues to capitalize on player arrivals. Teams across the MLB, NWSL, WNBA, NHL, and NFL took note. Properties that make the most of this trend will often place the presenting partner logo around the arena tunnel using LED signs, 'red carpet style' rugs, and wall murals to create artistic sponsored backdrops. If you are a professional sports team and you're not creating or selling player arrival posts, you're missing out on valuable brand exposure and engagement.

Based on data in Blinkfire from 1/1/2023 - 11/15/2023



Global brands have continued to forge innovative partnerships with prominent sports and entertainment entities, creating synergies that captivate audiences worldwide. **Luxury brands like Louis Vuitton, Calvin, Klein, Chanel, and Gucci are signing deals with sports team and stars in an effort to target sports fans,** while Kim Kardashian's SKIMS signed a monumental deal to infuse the brand across the NBA, WNBA, and US Basketball.

Meanwhile, the philanthropic force that is Jimmy Donaldson, known as "MrBeast," took an unconventional route by teaming up with the Charlotte Hornets, showcasing the intersection of digital influence and traditional sports. Even movie trends, such as "Barbenheimer," were woven into the sponsorship realm, creating a buzz outside of conventional boundaries.

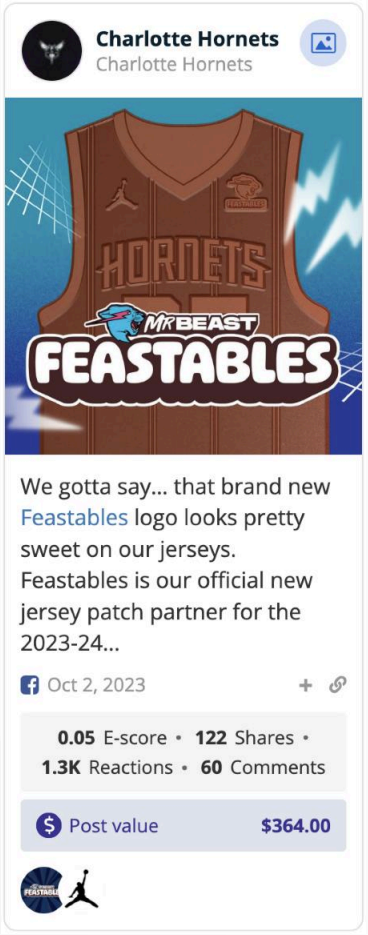


As more diverse brand activations unfold, they will **redefine the landscape of brand marketing and sponsorship and amplify the cultural impact of sports and entertainment collaborations.**

With Blinkfire, brand activations can be tracked and valued to maximize your social inventory and provide your brand partners with the most advanced and accurate real-time analytics.

MRBEAST'S FEASTABLES X CHARLOTTE HORNETS

Over the past six years, there are few social media influencers that have built an empire like Jimmy "MrBeast" Donaldson. Not only did Donaldson build a brand around his popular media content, but he has also successfully transferred that audience into his other companies like MrBeast Burger and Feastables. Now, Donaldson is breaking into the world of sports to further his reach.



In September of 2023, the Charlotte Hornets announced a groundbreaking jersey patch deal with MrBeast's snack brand Feastables. **On the day the partnership launched between the Hornets' and MrBeast's social media, Feastables earned more than $174,000 in media value.**

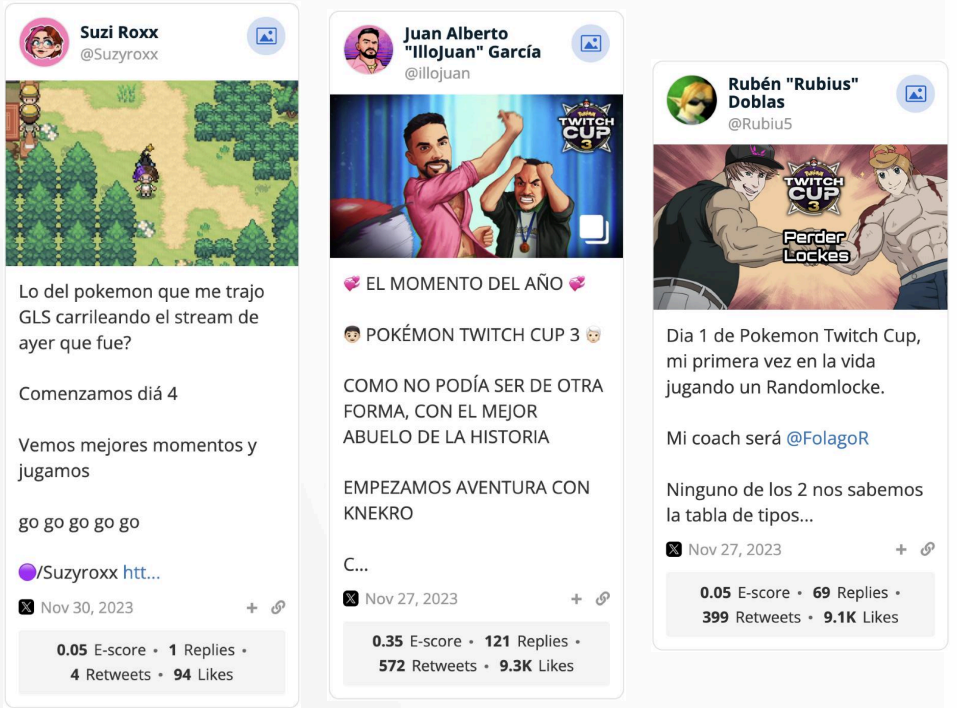
This isn't just a big deal for Feastables; it's an incredible opportunity for the Hornets and the NBA. MrBeast has 88% (425.8 million) of the social media following of all NBA teams combined (482.9 million). He also has 63.6x more social followers than the Hornets (6.7 million). Collaborations between sports teams and influencers, especially those with massive social media followings like MrBeast, can create unique marketing opportunities. Targeting Gen Z through influencers is a strategic move, and suggests that the Hornets recognize the value of connecting with younger audiences through unconventional marketing channels.

GLS X POKÉMON TWITCH CUP 2023

The connection between viewers and brands on streaming platforms has become crucial, where audience attention is a precious commodity. In this scenario, the viewer's ability to connect with brands becomes essential for the success of any advertising strategy. **The Pokémon Twitch Cup 2023 demonstrated that authentically aligning sponsorships can enhance the viewer's experience while providing visibility to GLS, a parcel & freight delivery company.**

At the heart of this activation is the strategic collaboration between the Pokémon Twitch Cup 2023 and GLS, as the brand was seamlessly integrated into the game's universe. GLS is a key player in Pokémon exchanges within the tournament.

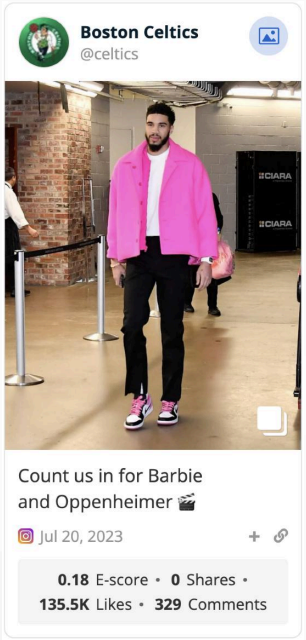
This approach is not only effective in generating brand visibility but also enhances brand awareness. This partnership is an example of the unique opportunities companies have to stand out in an information-saturated environment.

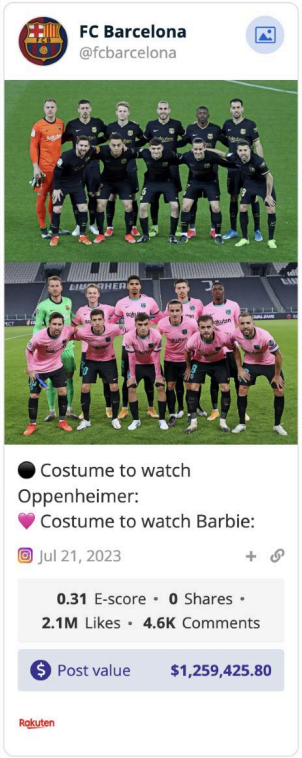


BARBIE

In a striking display of cross-cultural resonance, the Barbie phenomenon transcended borders and industries, leaving an enduring imprint on the global stage. **Teams from around the globe,** including soccer powerhouse Atlético de Madrid, **embraced the Barbie craze, adding an international flair to this already renowned phenomenon.** The influence extended across sports genres, as seen with Formula 1's Red Bull Racing and the NBA's Boston Celtics. This international collaboration highlighted the broad appeal and versatility of the Barbie trend, breaking geographical boundaries.







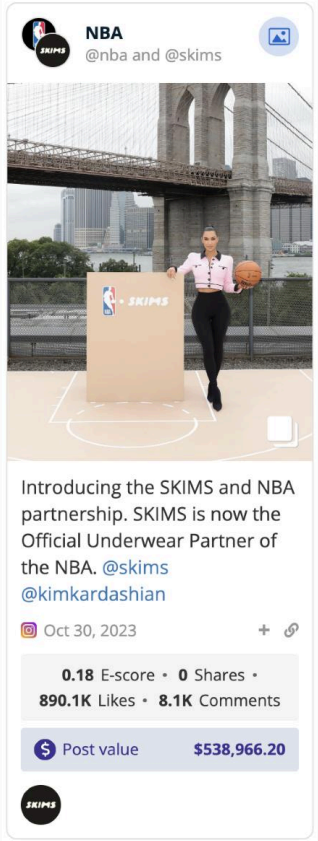
The convergence of influencers, sports teams, and media outlets underscored the profound global impact of Greta Gerwig's film premiere of *Barbie* and *Oppenheimer's* cinematic debut, evolving into a cultural phenomenon beyond traditional cinema audiences. In the digital landscape, the simultaneous rise of *Barbie* and *Oppenheimer* started a broader conversation, sparking discussion on the evolving intersections of film, sports, a across a global scale.

The Barbie phenomenon, rooted in cinema, evolved into a dynamic force transcending entertainment, captivating diverse industries and international audiences.

KIM KARDASHIAN'S SKIMS X NBA, WNBA, & US BASKETBALL

Kim Kardashian's SKIMS brand partnering with the NBA marks an intriguing intersection of fashion and sports, as the influential clothing and shapewear line collaborates with the world's premier basketball league as their official underwear partner.

The NBA's five social posts announcing and promoting the partnership on October 30 received 1.1 million engagements. Kim Kardashian's three social posts on the new partnership received over 3.1 million engagements.



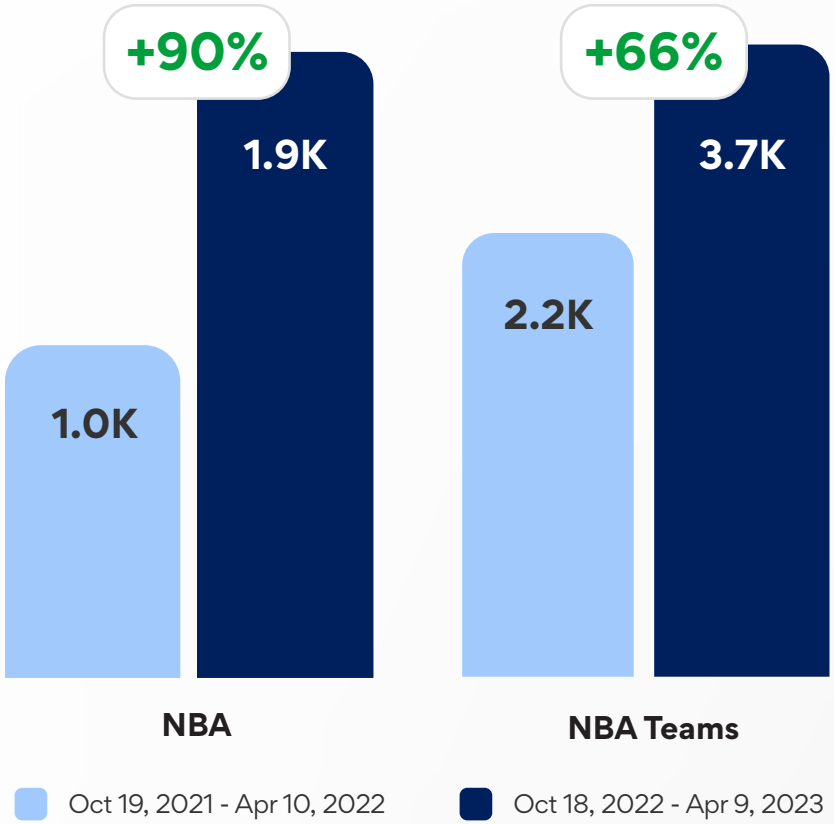
Combining a popular celebrity figure with a strong presence on social media, like Kim Kardashian, **and a globally recognized sports league**, such as the NBA, **can be mutually beneficial.** Both the sports league and celebrity/inlfuencer give exposure to new markets. This type of collaboration is a strategic move to tap into the popularity and influence of both entities.

Leveraging social media platforms for promotional purposes is a critical aspect of marketing strategies. The high level of engagement on social media posts related to the partnership emphasizes the effectiveness of using celebrities and influencers to promote products and initiatives. It also highlights the potential for sports leagues to connect with younger audiences through partnerships with figures who have a strong presence in the digital space.

This trend is likely to continue as brands, celebrities, and sports leagues seek innovative ways to capture the attention of diverse consumer segments in the ever-evolving landscape of digital marketing.

2022-24 NBA SEASON RECAP | TIKTOK

TIKTOK VIDEOS POSTED



During the 2022-23 regular season, the **NBA's followers increased 20% on Instagram and 102% on TikTok, and NBA team's followers increased 8% on Instagram and 33% on TikTok.**

The shortform video format is popular, and it's one reason why the NBA's fanbase has grown, especially on TikTok. The league and teams posted 90% and 66% more on TikTok during the regular season compared to the 2021- 22 season.

A few TikTok trends the NBA embraced were "mini mic interviews" with reaction videos, and scoreboard video cams.

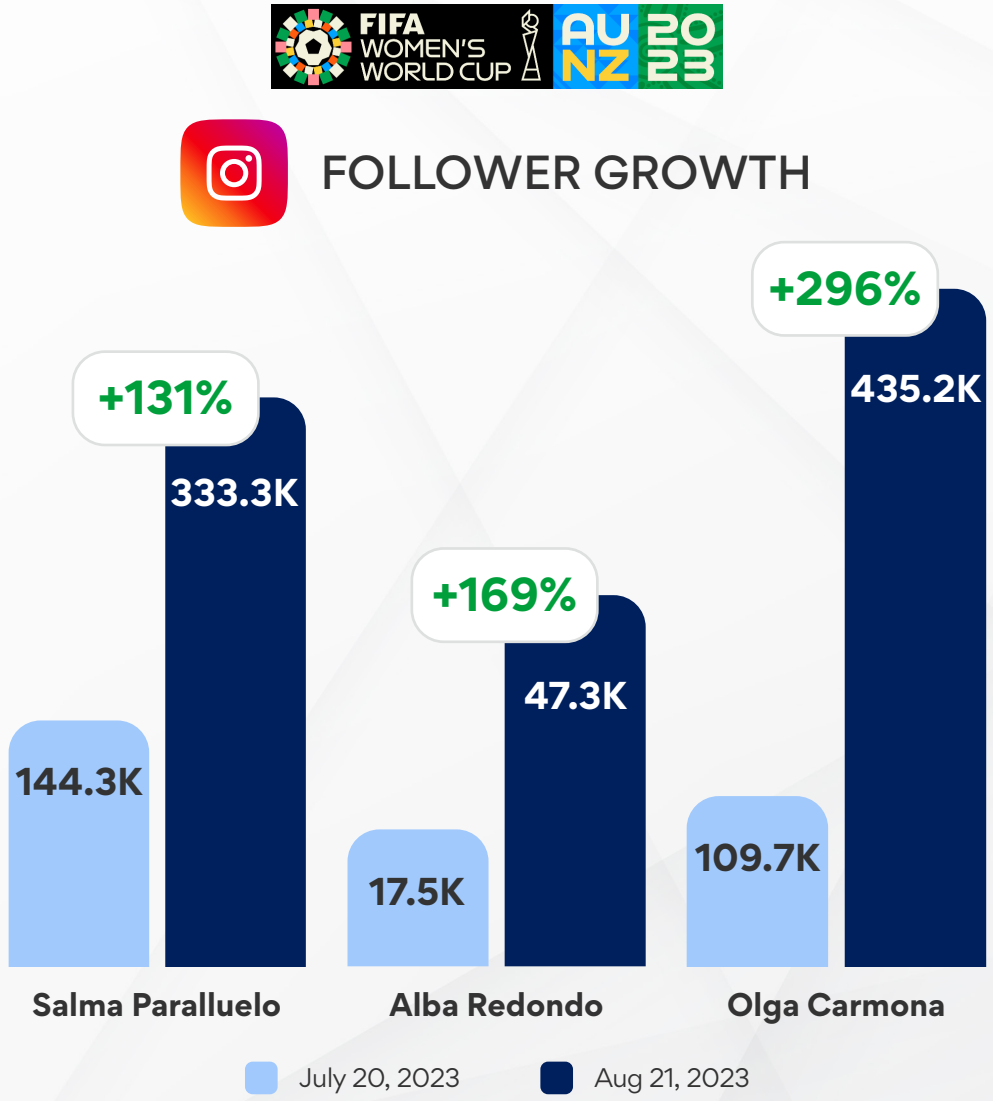
Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across the NBA and NBA teams' social media

2023 WOMEN'S WORLD CUP

The Spanish women's national soccer team achieved their first Women's World Cup on August 20, 2023, after defeating England 1-0. The victory of the Spanish team had a significant impact on its players, with Aitana Bonmatí standing out as the tournament's best player, the UEFA Player of the Year for 2022-23, and Ballon d'or 2023 recipient.

The effect the World Cup victory has had on the Spanish national team players is personified by **Olga Carmona**, the goal-scorer in the final. The number of followers on the Sevillian's **Instagram account increased by 296%** from the start of the FIFA Women's World Cup on July 20 to the day after the final on August 20.

Other teammates who also experienced significant growth on Instagram were **Alba Redondo and Salma Paralluelo.**

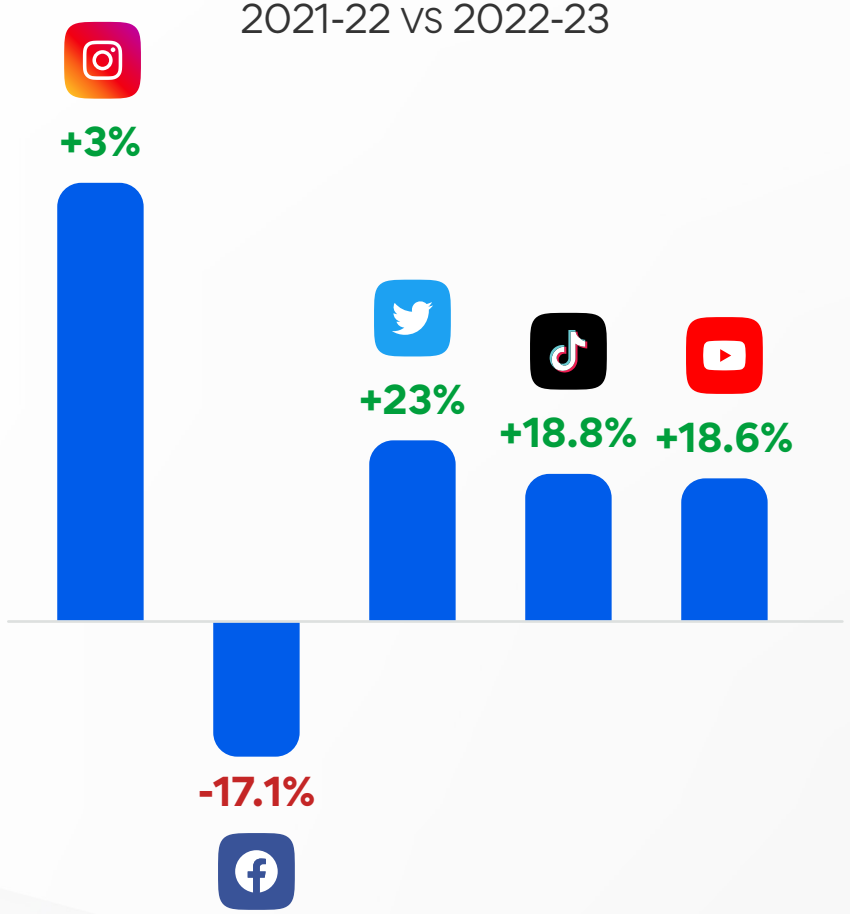


Based on data in Blinkfire from 07/20/2023 -08/21/2023 across the Spanish players social media

2022-23 LALIGA SEASON RECAP | VIDEOS

LaLiga Teams - Average Video Views/Post

2021-22 vs 2022-23



INSTAGRAM REELS & YOUTUBE SHORTS

LALIGA teams published 524% more Reels and 1197% more Shorts and this was their performance compared to the 2021-22 season.

Total Engagement	+78.3%	+330.2%
Avg. Engagement/Post	-71.4%	-66.8%
Total Video Views	+316%	+214.6%
Avg. Video View/Post	-33.4%	-73.6%

Based on data in Blinkfire from 07/01/2022 - 06/30/2023 across LALIGA teams' social media

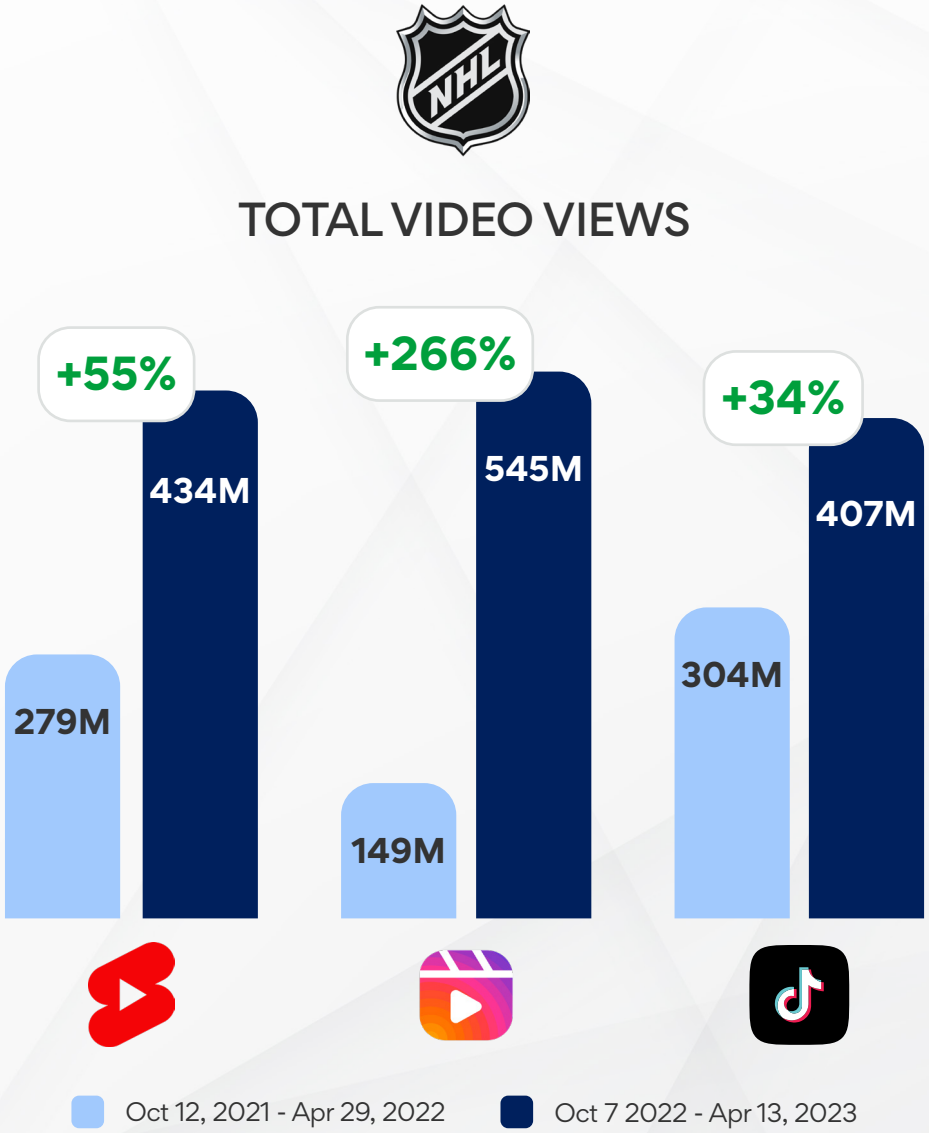
2022-23 NHL RECAP | **VIDEOS**

Say it with us... "short-form video is KING!"

Short-form video is taking over social media. As attention spans decrease and demand for content increases, **video platforms like Instagram (Reels), TikTok, and YouTube (Shorts) are hitting the sweet spot.**

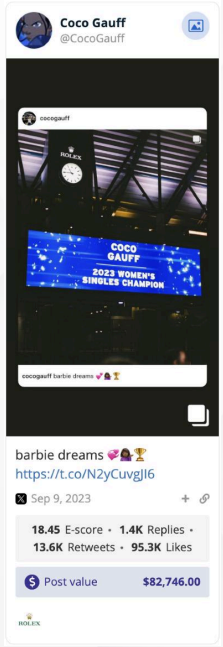
The three platforms drove **more than 1.39 billion video views** for NHL teams during the 2022-23 NHL season.

Teams that do not make YouTube, Instagram, and TikTok a part of their marketing strategy are missing out. These platforms offer teams the opportunity to show their personality and make their organization and players more accessible to fans. There are numerous ways to leverage sponsors across Instagram, TikTok, and YouTube using short-form video.



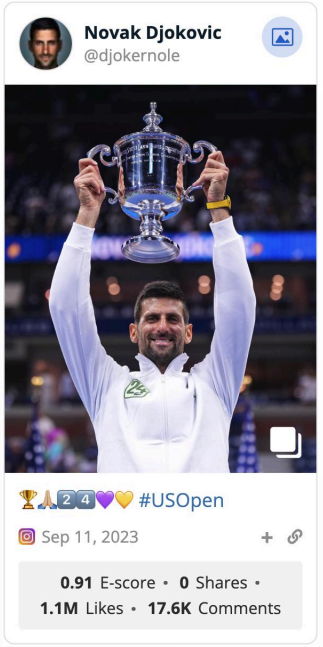
Based on data in Blinkfire from 10/07/2022 - 4/13/2023

COCO GAUFF



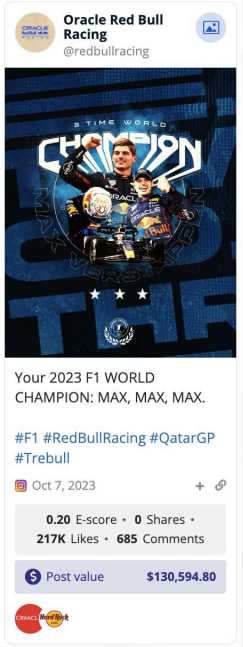
Coco Gauff captured her first Grand Slam at the 2023 US Open, and her main sponsor, New Balance, was ready for the phenom's victory in NYC. Upon winning, New Balance had t-shirts for Gauff's box to wear with "Call me Coco" written across it. New Balance and Gauff's partnership is a perfect example of how a brand and athlete work to create authentic products and moments. This year, **Gauff increased her social media following by 82%, adding 1.38 million**.

NOVAK DJOKOVIC



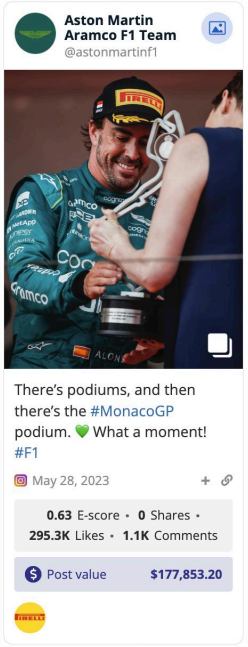
Novak Djokovic cemented his place in history this year with his 22nd, 23rd, and 24th Grand Slam titles. It's hard to debate his greatness: Djokovic has spent 403 weeks ranked No. 1 in a record 13 different years. His sponsors range from Lacoste and Head to Asics and Kia. The Serbian's on-court successes are reflected on social media — **Djokovic added over 2.2 million new Instagram followers this year, a 19% increase.**

MAX VERSTAPPEN



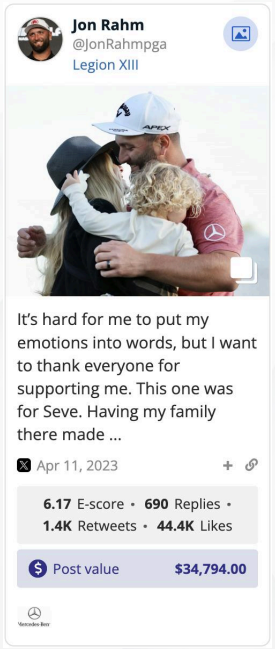
Max Verstappen has dominated the world of Formula 1 all year, setting records left and right. Verstappen clinched his third consecutive F1 championship with a record six races to spare. He set another record by winning 19 races this year. In 2023, **Verstappen helped Red Bull Racing grow their following by 4.1 million followers,** a 15.2% increase. Verstappen grew his social media by 11%, adding more than by 1.7 million followers.

FERNANDO ALONSO



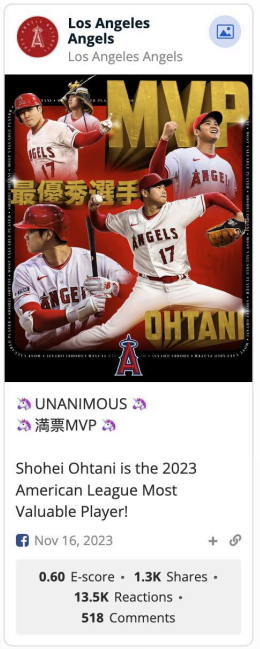
Fernando Alonso might not have finished where he wanted in the Driver Standings this year, but he continues to be one of the most popular racers in Formula 1. Alonso trended across TikTok and Instagram this season during his quest for his 33rd victory, which unfortunately did not happen. Alonso used the social momentum to grow his Instagram following by a **whopping 31% and increase his new TikTok channel to over 1.5 million followers**.

JON RAHM



Jon Rahm was one of the top golfers of the year and took home the coveted green jacket when he won the 2023 Masters at Augusta National. It was the Spaniard's second major championship, and he also helped Team Europe take back the Ryder Cup with a victory over Team USA in 2023. This success led to **Rahm increasing his social media following by 40.5% this year** compared to last year. Rahm's biggest news of the year happened on December 7, as he joined LIV Golf.

SHOHEI OHTANI



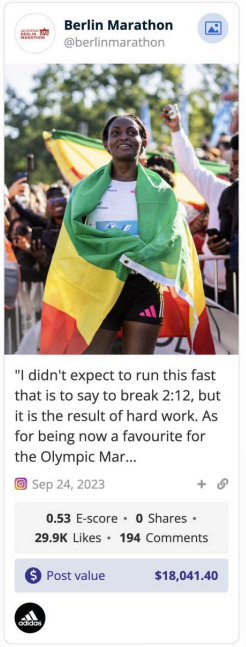
Shohei Ohtani is truly the unicorn of Major League Baseball. Not only was he one of the best pitchers of 2023, but he was also one of the best hitters with 44 home runs. Ohtani has grown his worldwide fanbase substantially in the last few years, as **he finished the year with almost 6 million followers on Instagram**. Ohtani signed a **record-breaking $700 million contract with the Los Angeles Dodgers** on December 11.

KELVIN KIPTUM



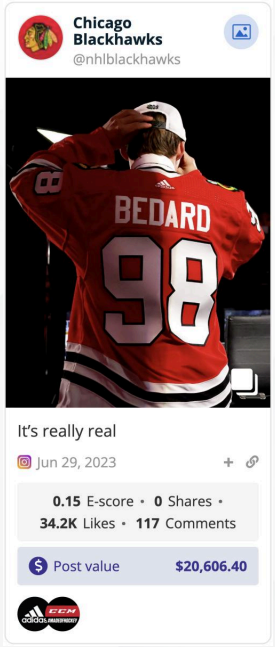
The Kenyan set the marathon world record in Chicago with a time of two hours and 35 seconds. At 23 years old, Kiptum managed to lower the previous record, set by Eliud Kipchoge at the 2022 Berlin Marathon, by 34 seconds. **Kiptum won racing in Nike's newest running shoe prototype.**

TIGIST ASSEFA



Ethiopia's Tigist Assefa shattered the women's marathon record in Berlin by over two minutes. **Assefa won racing in Adidas' new Adizero Adios Pro Evo 1s** and said the shoes were "the lightest racing shoe (she) has ever worn." As Adidas competes in the racing shoe space, it will look to sponsor amazing athletes like Assefa to inspire others to wear their shoes.

CONNOR BEDARD



The Chicago Blackhawks won the 2023 NHL Lottery and selected Connor Bedard with the #1 overall pick. Bedard is regarded as one of the most exciting prospects ever, and at 18-years-old he is making an impact in the NHL with multiple multi-goal games. On NHL Draft Day, the **Blackhawks received more than 5.9 million video views and 756,000 engagements on social media**.

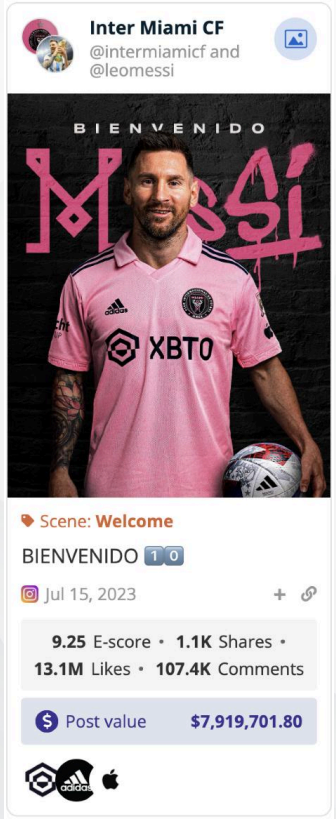
AITANA BONMATÍ



Aitana Bonmati was honored with the 2023 Ballon d'Or for best female soccer player. The Spaniard plays for Liga F club Barcelona and the Spain Women's National Team. On top of winning this prestigious award, she also helped her team win the 2023 Women's World Cup. She made the most of her time in the spotlight, **growing her social media by 190% — adding 1.4 million followers in 2023**.

MESSI TO INTER MIAMI

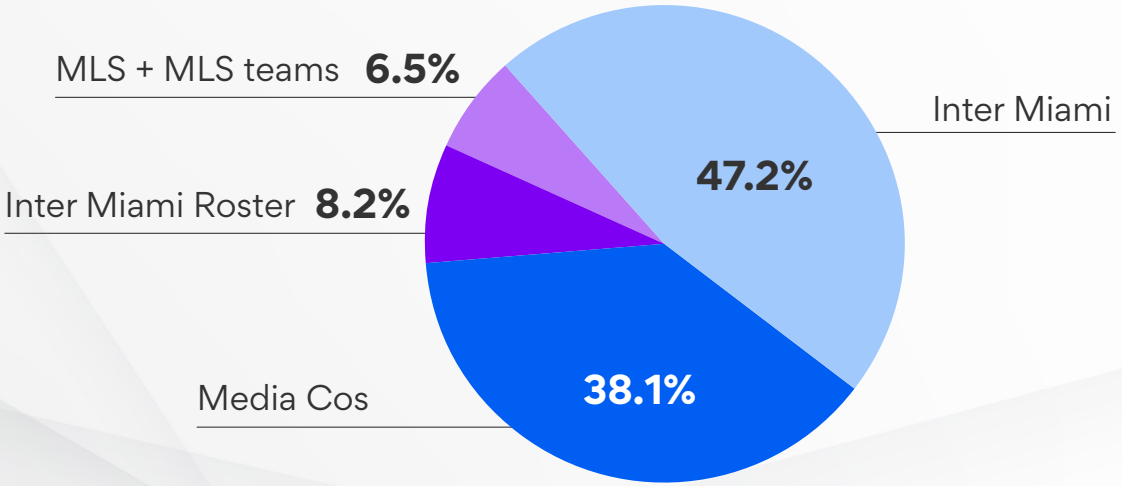
Lionel Messi has 610.6 million social media followers and is one of the most popular and influential sports figures on the planet. When Messi first announced his move to Inter Miami CF from Paris Saint-Germain FC on June 7, in just 24 hours, the team added 4.1 million new followers. **Inter Miami now sits at 28.5 million followers across social media — 1,003% increase for the year.**



The Argentine made his Inter Miami transfer official on Saturday, July 15, when he signed with the club. Six days later, on Friday, July 21, the legendary soccer star made his Inter Miami debut against Liga MX team Cruz Azul. During that game, **Inter's front-of-jersey sponsor XBTO's sponsorship exposure increased 21x** across the team's owned and operated accounts compared to January 1 – June 7.

XBTO Sponsorship Value Distribution

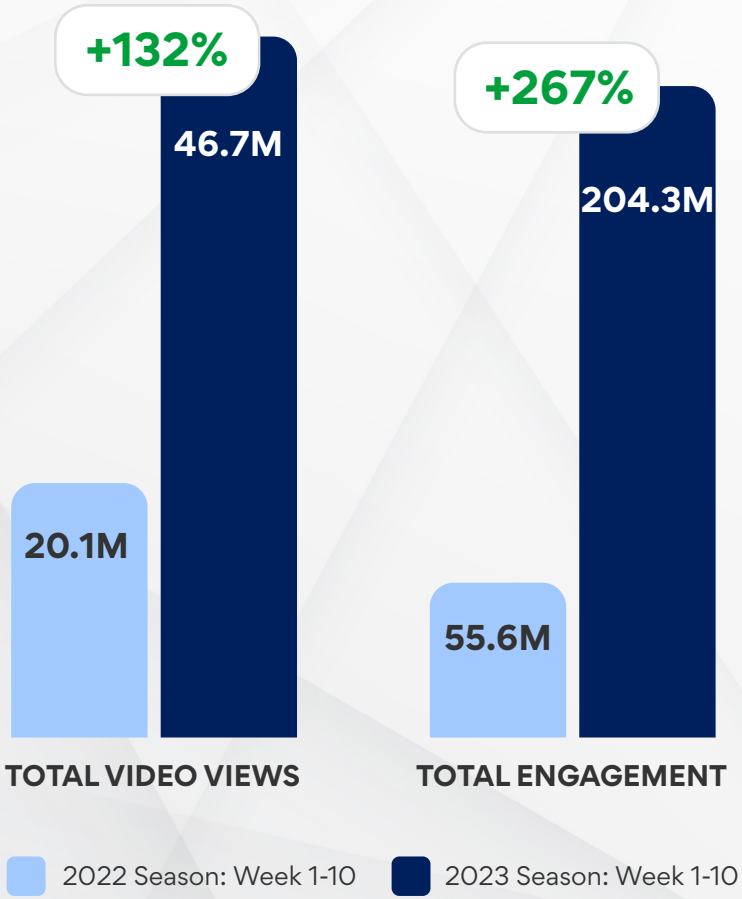
Messi's Signing Day Through First Game



Based on data in Blinkfire from 7/15/2023 - 7/21/2023

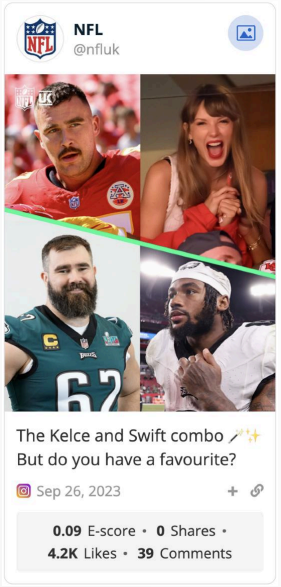
TAYLOR SWIFT + NFL + KANSAS CITY CHIEFS

Kansas City Chief's Social Media



Based on data in Blinkfire from 9/8/2022 -11/14/2022 and 9/7/2023 - 11/13/2023

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. It's easy to see why. New fans are flocking to football to find content on their favorite celebrity pop star. In the first 10 weeks of the NFL Season, **the Chiefs have increased their social media video views by 132% and engagements by 267% compared to last season.** Many of the most-engaged with social media posts for the league and Chiefs feature Swift quotes, reaction videos, and other Swifties' content.



LSU VS IOWA IGNITES WOMEN'S NCAA BASKETBALL

Caitlin Clark and Angel Reese were the biggest stars in college basketball this year. Caitlin Clark, University of Iowa star and The Associated Press National Player of the Year, recorded the first 40-point triple-double in NCAA basketball history. **Clark has over 1 million social media followers,** 270,000 of which she added during the Final Four weekend. **Angel Reese, a star player on LSU's championship team, has more than 5.6 million followers** and added 256,000 new followers during the championship game and the day after.

The Women's National Championship game had more than 9.9 million viewers (ESPN), the most-watched women's college basketball game ever and the most-watched men's or women's college basketball game on ESPN platforms.





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**.