2024-25

LALIGA REPORT

LALIGA EA SPORTS

Blinkfire™

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LALIGA is one of the world's most followed and influential soccer leagues with more than 1.4 billion followers across Facebook, Instagram, Threads, TikTok, Sina Weibo, YouTube, and X — celebrated not only for its on-field action, but also for its leadership in digital innovation.

Home to some of Europe's most successful clubs and internationally renowned players, LALIGA and its teams set the standard for content strategy, audience engagement, and sponsorship activation.

This report showcases the key digital trends of the 2024–25 season — revealing what drives growth, which content delivers results, and how data empowers LALIGA and its clubs to optimize performance across every platform.



POSTS BY PLATFORM

During the 2024-25 season, LALIGA focused its social media activity on the platforms delivering the strongest performance. This is reflected in the increased posting activity across TikTok, Instagram, and YouTube. In contrast, X saw a 47% drop in volume—a significant decrease for a network more associated with real-time updates than engagement. Still, it remained the most-used platform, with more than 26,000 posts.

For the clubs, the overall trend follows the pattern of recent seasons, with steady growth across all platforms except Sina Weibo. LALIGA EA SPORTS teams continued to strengthen their presence on TikTok, which, although growing at a slower pace than the previous season (68.7%), remains the platform with the largest increase.

In both cases, LALIGA and its clubs prioritized video platforms, reinforcing the shift toward visual content and stronger audience connection.

2024-25 Season vs **2023-24 Season**

	LALIGA EA SPORTS League	LALIGA EA SPORTS Teams
Facebook	-20.8%	+4.2%
Instagram	+25.1%	+23.8%
Sina Weibo	-17.0%	+20.8%
TikTok	+55.5%	+68.7%
X	-47.0%	+9.9%
YouTube	+9.7%	+19.7%

Based on LALIGA and teams' data in Blinkfire from 7/1/2023-6/30/2024 and 7/1/2024-6/30/2025

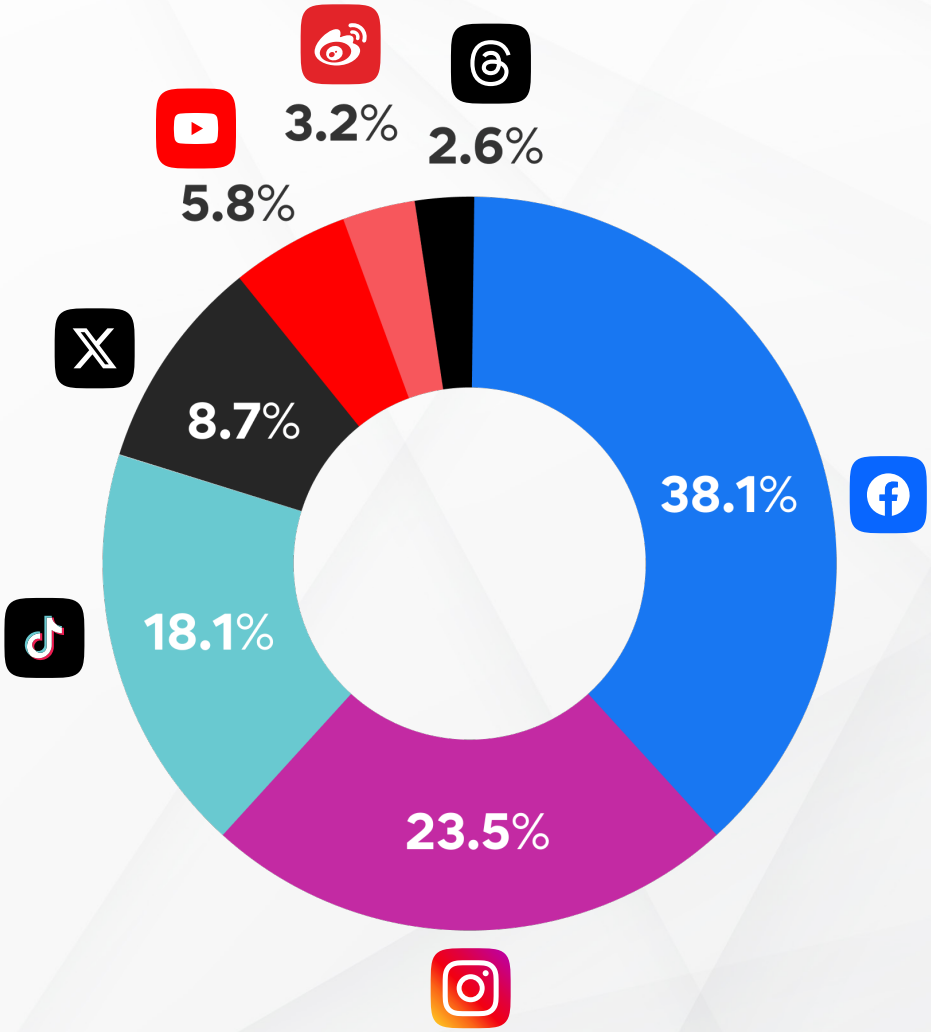
LEAGUE FOLLOWER DISTRIBUTION

Total Followers:
225,351,873

LALIGA's league channels reached over 225.3 million total social media followers. Despite a third consecutive annual decline, Facebook remains the top platform with 38.1% of total followers, maintaining a stronghold particularly across Latin America, MENA, and Africa.

Instagram (23.5%) continues to serve as LALIGA's visual storytelling hub. TikTok (18.1%) recorded a steady rise, driven by its native-first content and relatable tone. YouTube, X, Threads, and Sina Weibo contributed smaller shares, though they play distinct roles in the league's multichannel strategy.

This evolving distribution reflects shifting audience behavior and content preferences across global fan bases.



Based on LALIGA's owned and operated data in Blinkfire from 6/30/2025

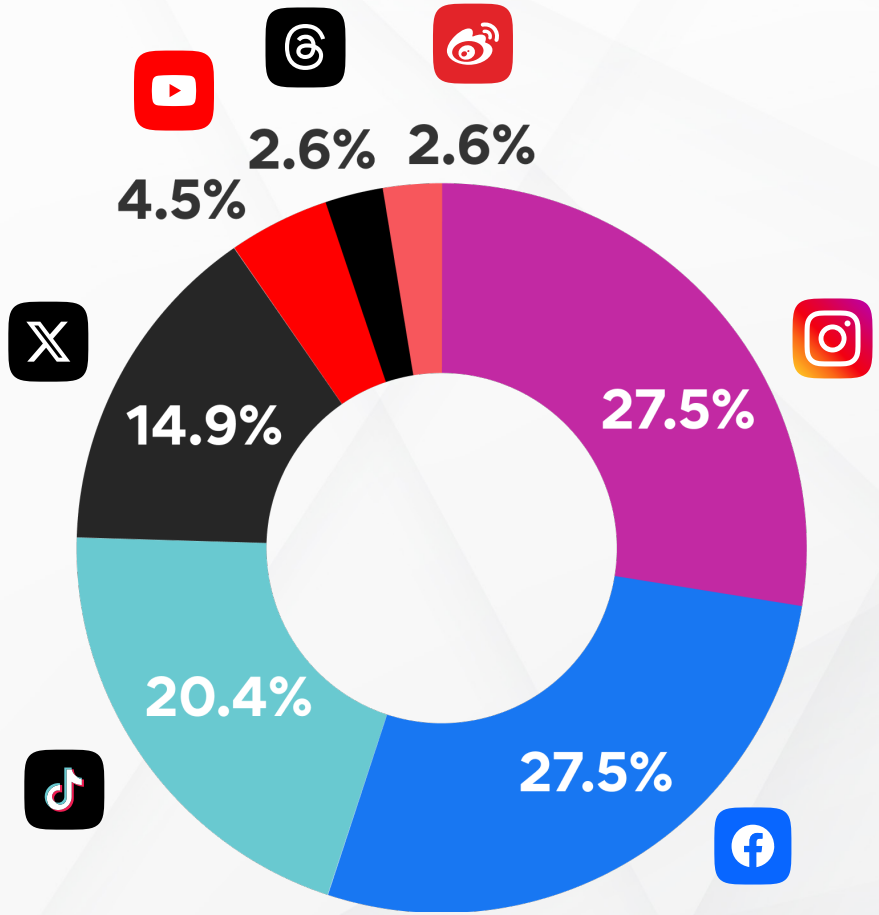
TEAM FOLLOWER DISTRIBUTION

Total Followers:
1,487,282,979

LALIGA clubs collectively surpassed 1.4 billion total followers—a dramatic increase from 915 million the previous year. This growth highlights a strategic, global push by clubs to expand their reach and deepen fan engagement.

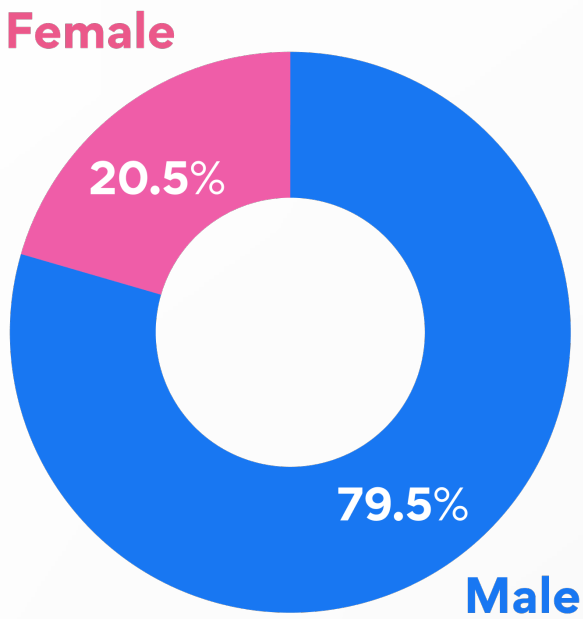
Instagram (28.2%) remains the top platform, though its share declined from 29.6% last season and 32% the year before. TikTok (20.8%) is the fastest-growing network, nearly doubling its share in two seasons. Facebook (25.7%) continues to be essential for broader reach, particularly in emerging markets.

The growth highlights how clubs are adapting to platform-specific strategies to reach new fans and build brand equity worldwide.



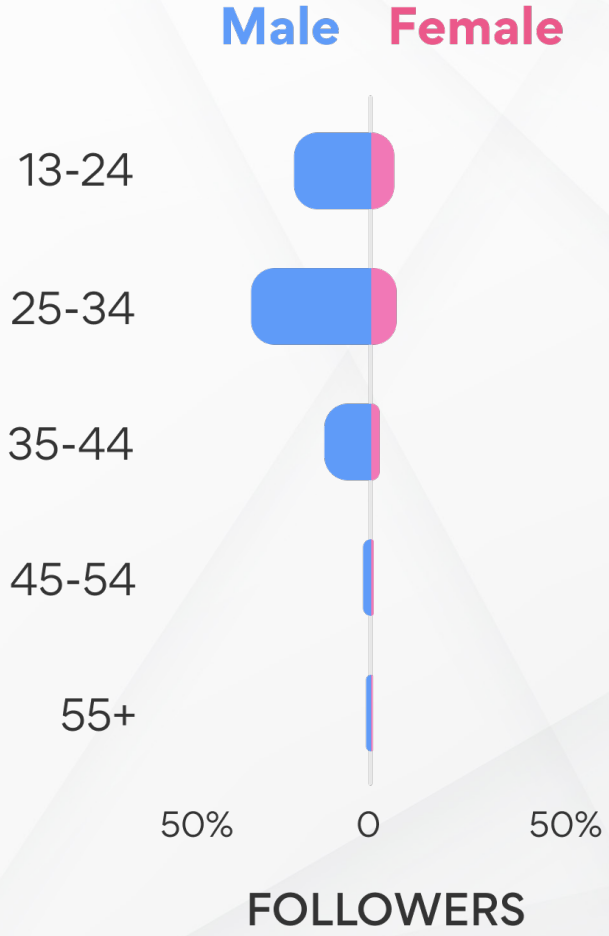
Based on LALIGA teams' owned and operated data in Blinkfire from 6/30/2025

LALIGA TEAMS: FOLLOWER DEMOGRAPHICS



TOP AGE GROUP

25 - 34 year olds



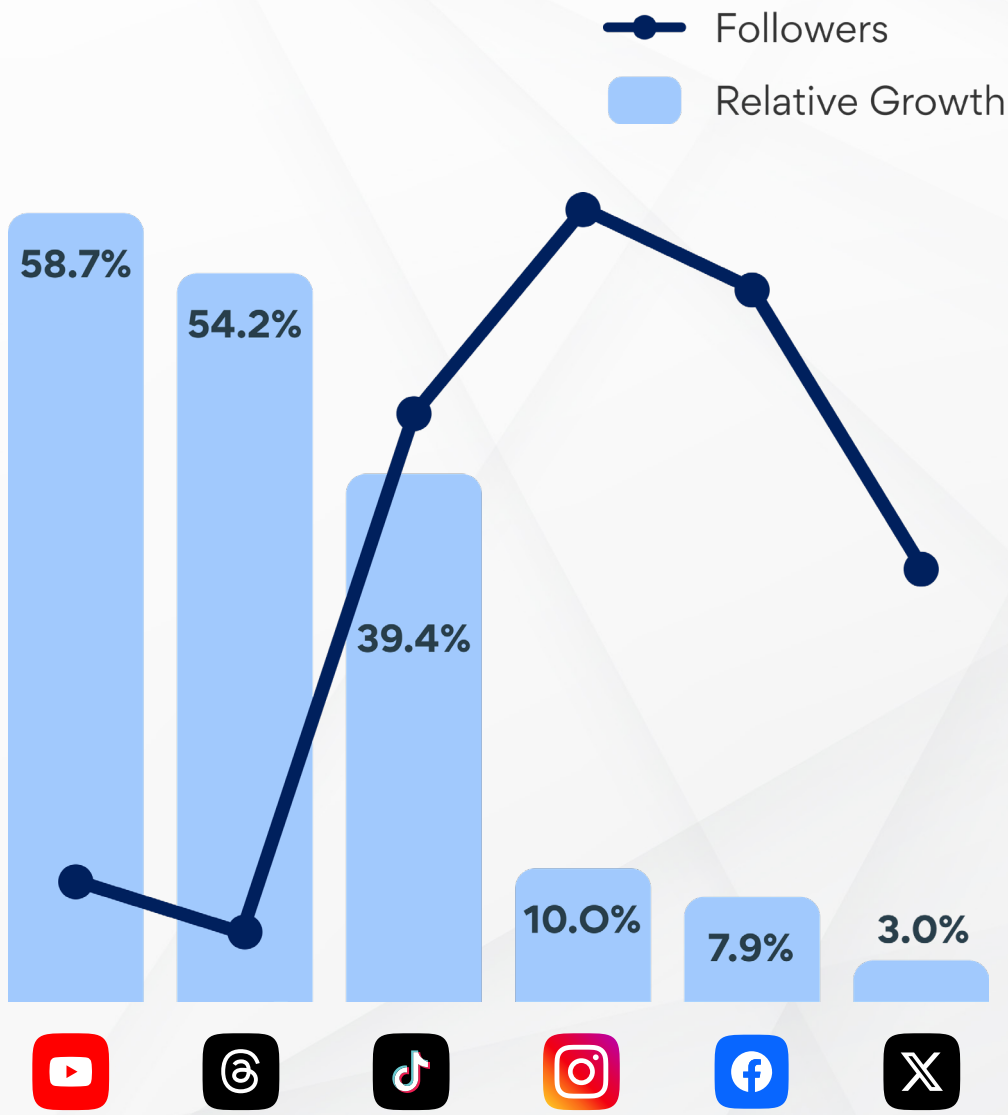
Based on LALIGA teams' owned and operated data in Blinkfire from 6/30/2025

WHERE LALIGA TEAMS SAW THE BIGGEST AUDIENCE GAINS

YouTube led LALIGA platforms in relative growth (58.7%), adding more than 54 million followers and reinforcing video's dominance in content strategy. Threads followed closely (54.2%), emerging as a strong conversational platform that could challenge X, which saw the lowest growth despite high posting volume.

With 39.4% growth and over 263 million followers, TikTok remains a major driver of engagement and video views, fueled by its viral, short-form content. Compared to last season, LALIGA drove 145% more video views on TikTok.

Evaluating both growth rate and total audience size helps clubs identify where to focus for maximum impact — whether driving immediate engagement or building long-term positioning.



Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025

TEAMS | **OVERALL FOLLOWER GROWTH**

Three relegated clubs, CD Leganés, UD Las Palmas, and Real Valladolid, made this list, proving that audience growth isn't driven solely by results on the pitch. Consistent, creative work from communications and social media teams plays a critical role in building and sustaining fanbases.

By crafting relevant stories, adapting quickly to trends, and maintaining strong fan connections, clubs can keep growing, even during challenging seasons.

	TEAM	% GROWTH
1	**CD Leganés**	**74.4%**
2	UD Las Palmas	**51.2%**
3	Real Valladolid	**46.2%**
4	Real Betis	**36.1%**
5	Athletic Club	**34.8%**

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across Facebook, Instagram, Threads, TikTok, Sina Weibo, X, and YouTube

TEAMS | **FOLLOWER GROWTH**

FACEBOOK

	TEAM	% GROWTH
1	**CD Leganés**	**115.9%**
2	Real Sociedad	**42.5%**
3	UD Las Palmas	**33.7%**
4	Girona FC	**32.1%**
5	RC Celta de Vigo	**30.4%**

INSTAGRAM

	TEAM	% GROWTH
1	**Rayo Vallecano**	**60.5%**
2	Real Betis	**47.7%**
3	RCD Mallorca	**46.0%**
4	Athletic Club	**41.8%**
5	Real Sociedad	**27.1%**

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across Facebook and Instagram

TEAMS | **FOLLOWER GROWTH**

SINA WEIBO

	TEAM	% GROWTH
1	**UD Las Palmas**	**52.0%**
2	Girona FC	**42.6%**
3	Sevilla FC	**30.9%**
4	Real Valladolid	**27.6%**
5	RCD Mallorca	**21.3%**

THREADS

	TEAM	% GROWTH
1	**Real Betis**	**68.6%**
2	Real Madrid	**65.0%**
3	Rayo Vallecano	**53.9%**
4	CD Leganés	**52.3%**
5	Getafe CF	**51.2%**

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across Sina Weibo and Threads

TEAMS | **FOLLOWER GROWTH**

TIKTOK

	TEAM	% GROWTH
1	**CD Leganés**	**69.3%**
2	FC Barcelona	**65.9%**
3	Real Valladolid	**63.1%**
4	Atlético de Madrid	**42.9%**
5	Real Betis	**41.8%**

X

	TEAM	% GROWTH
1	**Real Madrid**	**4.2%**
2	CD Leganés	**3.4%**
3	Real Betis	**3.1%**
4	CA Osasuna	**2.6%**
5	Girona FC	**2.5%**

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across TikTok and X

TEAMS | **FOLLOWER GROWTH**

YOUTUBE

	TEAM	% GROWTH
1	**CD Leganés**	**3,546.7%**
2	UD Las Palmas	**3,484.2%**
3	RCD Espanyol	**1,263.6%**
4	Girona FC	**1,150.0%**
5	Deportivo Alavés	**720.3%**

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across YouTube

SOCIAL PERFORMANCE

This section analyzes the social media performance of LALIGA EA SPORTS and its clubs during the 2024–25 season, combining total activity with efficiency metrics like average engagement. These insights reveal how teams connect with their audiences and how that connection translates into visibility, loyalty, and value.



We also include a global ranking of top-performing communities, putting results in context by comparing activation levels across leagues and teams worldwide. It's not just about audience size — it's about how engaged and responsive those fans are.

Alongside league and club data, we examine individual player performance. From total engagement to media value, players are key drivers of visibility and fan connection both on and off the pitch.

Finally, we highlight best practices and content trends observed throughout the season — data-backed insights that surface what's working and where opportunities lie.

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1	FC Barcelona	**4.7B**
2	Real Madrid	**4.5B**
3	Atlético de Madrid	**384.0M**
4	Real Betis	**217.1M**
5	Athletic Club	**98.8M**
6	Sevilla FC	**74.8M**
7	Real Sociedad	**73.0M**
8	Valencia CF	**37.7M**
9	RC Celta de Vigo	**34.1M**
10	Girona FC	**30.2M**

TOTAL VIDEO VIEWS

1	FC Barcelona	**26.6B**
2	Real Madrid	**23.7B**
3	Atlético de Madrid	**4.0B**
4	Real Betis	**2.2B**
5	Athletic Club	**1.2B**
6	Real Sociedad	**1.1B**
7	Sevilla FC	**677.4M**
8	UD Las Palmas	**572.8M**
9	Valencia CF	**493.7M**
10	RC Celta de Vigo	**361.6M**

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across Facebook, Instagram, Threads, TikTok, Sina Weibo, X, and YouTube

SOCIAL PERFORMANCE

AVERAGE ENGAGEMENT PER POST

1	Real Madrid	**106.3K**
2	FC Barcelona	**74.7K**
3	Atlético de Madrid	**9.5K**
4	Real Betis	**8.0K**
5	Athletic Club	**3.5K**
6	Sevilla FC	**2.7K**
7	Valencia CF	**2.4K**
8	RC Celta de Vigo	**2.4K**
9	Girona FC	**1.8K**
10	Real Sociedad	**1.7K**

AVERAGE VIDEO VIEWS PER POST

1	Real Madrid	**1.8M**
2	FC Barcelona	**1.2M**
3	Atlético de Madrid	**325.4K**
4	Real Betis	**224.5K**
5	Athletic Club	**116.7K**
6	Sevilla FC	**88.7K**
7	Valencia CF	**75.5K**
8	RCD Mallorca	**75.1K**
9	Real Sociedad	**72.1K**
10	RC Celta de Vigo	**61.8K**

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across Facebook, Instagram, Threads, TikTok, Sina Weibo, X, and YouTube

LALIGA TEAMS BUILD AN ENGAGING INSTAGRAM AUDIENCE



UD Las Palmas leads LALIGA EA SPORTS in Instagram engagement-to-follower ratio at 52.2, more than double the league average of 20.3. Despite ranking second-to-last in total followers (321,523), their ability to drive interaction proves that impact isn't just about audience size — it's about creating content that resonates and activates fans. Real Betis (41.3) and Athletic Club (35.4) follow, rounding out the top three.

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025

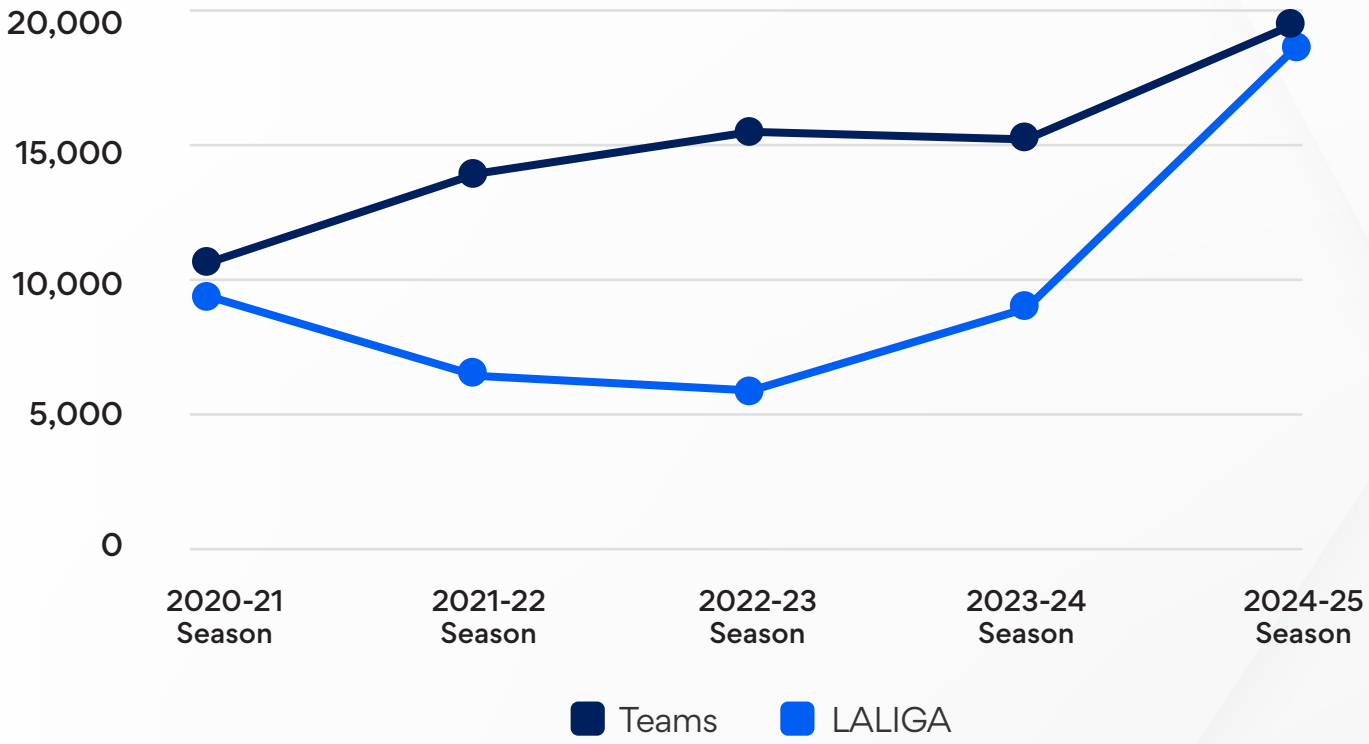
TIKTOK ENGAGEMENT WINS WITH LARGE AND SMALL CLUBS



FC Barcelona tops LALIGA EA SPORTS on TikTok with an engagement-to-follower ratio of 15.9, more than double the league average of 6.0. Real Madrid (8.1) and Real Betis (5.8) follow, showing that consistent, platform-native storytelling drives results. Beyond the biggest clubs, CD Leganés (2.1) and Real Valladolid (1.1) demonstrate that TikTok rewards creativity and authenticity over sheer audience size.

Based on LALIGA teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025

LALIGA & TEAMS | **AVG. ENGAGEMENT EVOLUTION**



2023-24 SEASON
VS
2024-25 SEASON

Teams **+28.3%**

LALIGA **+107.6%**

Both LALIGA and teams experienced a significant increase in average engagement per post during the 2024-25 season. LALIGA's engagement more than doubled compared to the previous season (**107%**), while teams saw a **28%** increase.

Based on season-over-season data in Blinkfire from LALIGA EA SPORTS and teams from from 7/1/2024-6/30/2025

LALIGA & TEAMS | **AVG. ENGAGEMENT COMPARISON**

The average engagement per post is a key metric to evaluate content efficiency on each platform, showing how well posts perform without being skewed by posting frequency.

During the 2024-25 LALIGA season, the league saw notable increases on TikTok (46%) and Instagram (20.3%), while Facebook and YouTube followed with more modest gains. Teams, on the other hand, experienced an outstanding boost on X (142.4%) and TikTok (81.7%), platforms that favor real-time updates and viral content. Interestingly, average engagement dropped on Instagram (-16.7%) for teams, despite a higher volume of posts, proving that **more content doesn't always mean better connection**.

2023-24 Season vs 2024-25 Season

	LALIGA EA SPORTS	LALIGA Teams
Facebook	+14.7%	+50.9%
Instagram	+20.3%	-16.7%
TikTok	+46.0%	+81.7%
X	+9.2%	+142.4%
YouTube	-6.3%	+7.4%

Based on data in Blinkfire from 7/1/2023-6/30/2024 and 7/1/2024-6/30/2025 across LALIGA EA SPORTS' teams, Facebook, Instagram, TikTok, X, and YouTube

TOP 10 PLAYERS | INSTAGRAM

	NAME	MEDIA VALUE	ENGAGEMENT	ENGAGEMENT-TO-FOLLOWER RATIO	FOLLOWERS ▼
1	Kylian Mbappé	$151.9M	251.1M	5.3	124.6M
2	Vinícius Jr	$118.9M	193.5M	3.6	53.6M
3	Antoine Griezmann	$9.9M	16.1M	0.4	40.5M
4	Jude Bellingham	$141.3M	233.7M	5.8	40.5M
5	Luka Modrić	$34.9M	58.2M	1.5	38.4M
6	Robert Lewandowski	$66.4M	110.1M	2.9	37.8M
7	Lamine Yamal	$210.1M	335.1M	9.3	35.9M
8	Isco Alarcón	$1.1M	1.8M	0.1	30.5M
9	Lucas Vázquez	$8.9M	14.6M	0.6	22.5M
10	Rodrygo Goes	$54.2M	89.6M	4.1	22.1M

Based on Blinkfire data from 7/1/2024-6/30/2025, this ranking includes LALIGA players who posted Instagram content during the 2024-25 LALIGA season

TOP 10 PLAYERS | TIKTOK

	NAME	MEDIA VALUE	VIDEO VIEWS	ENGAGEMENT-TO-FOLLOWER RATIO	FOLLOWERS ▼
1	Lamine Yamal	$22.7M	2.2B	6.5	35.5M
2	Vinícius Jr	$2.0M	193.5M	0.9	27.1M
3	Eduardo Camavinga	$436.0K	43.6M	0.5	9.5M
4	Rodrygo Goes	$351.1K	35.1M	0.5	8.2M
5	Pedri	$775.5K	70.9M	2.2	6.9M
6	Antony	$88.3K	8.7M	0.3	5.9M
7	Endrick	$299.3K	29.8M	0.5	4.9M
8	Nico Williams	$600.2K	57.8M	1.9	4.5M
9	David Alaba	$25.5K	2.5M	0.1	3.1M
10	Alejandro Balde	$253.2K	19.5M	2.9	2.9M

Based on Blinkfire data from 7/1/2024-6/30/2025, this ranking includes LALIGA players who posted TikTok content during the 2024-25 LALIGA season

TOP 10 BRANDS BY ENGAGEMENT



Technical sponsors, Nike and Adidas, hold the second and third spots. FC Barcelona, Atlético Madrid, RCD Mallorca, and Elche CF wear Nike, and Real Madrid, Real Oviedo, and Sevilla FC wear Adidas.

	Brand	Engagement
1	EA SPORTS	1.1B
2	Nike	459.5M
3	adidas	395.0M
4	Emirates FLY BETTER	322.7M
5	Spotify	239.8M
6	UNHCR The UN Refugee Agency	134.4M
7	AMBILIGHT tv	111.3M
8	joma	96.4M
9	CaixaBank	85.9M
10	hummel	84.8M

Based on data in Blinkfire from 7/1/2024-6/30/25 from LALIGA EA SPORTS own and operated channels

BENCHMARKING | **GROUND ADBOARD SPONSORS**

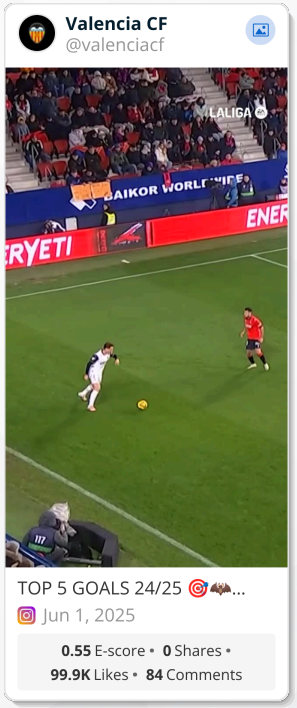
	Brand	Asset	Total Valuation
1	EA SPORTS	Ground Adboard	**$117.0M**
2	Emirates FLY BETTER	Ground Adboard	**$72.6M**
3		Ground Adboard	**$71.4M**
4	Spotify	Ground Adboard	**$64.9M**
5		Ground Adboard	**$40.7M**
6		Ground Adboard	**$36.4M**
7	Mahou	Ground Adboard	**$17.6M**
8	CaixaBank	Ground Adboard	**$13.0M**
9	EA SPORTS FC	Ground Adboard	**$12.6M**
10	ESTRELLA DAMM	Ground Adboard	**$9.7M**

Based on LALIGA and teams' owned and earned social media data in Blinkfire from 7/1/2024-6/30/2025

BENCHMARKING: GROUND ADBOARD SPONSORS







LAMINE YAMAL | **BREAKOUT STAR, MARKETING GOLD**

FC Barcelona's Lamine Yamal has taken the soccer and social media worlds by storm. At just 18, he's already a LALIGA and EURO champion and one of the most exciting young talents.

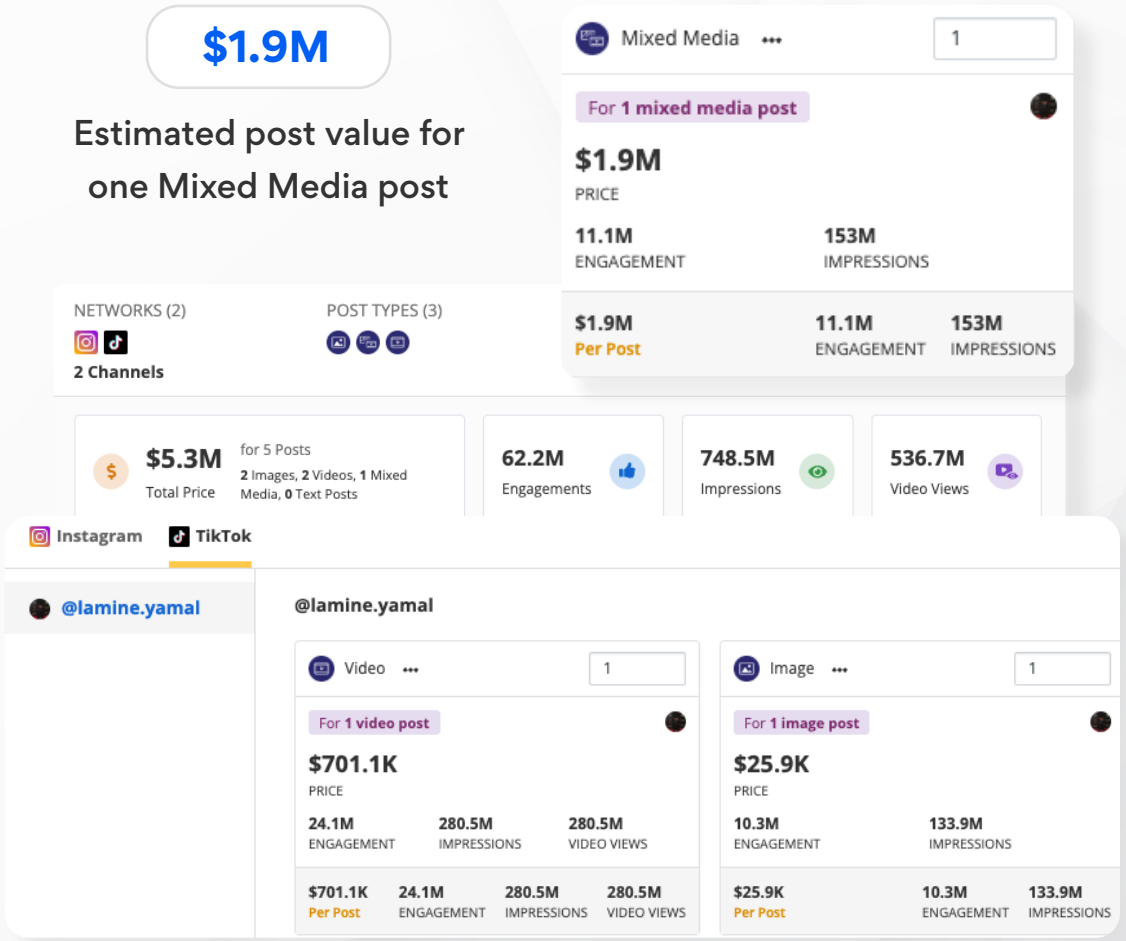
Yamal connects naturally with audiences online, turning posts into viral moments. His impact makes him a highly valuable asset for brands looking to engage new generations.

Blinkfire Rate Card estimated the potential value Yamal's TikTok and Instagram posts could drive for future partners.

Lamine Yamal's Rate Card

$1.9M

Estimated post value for one Mixed Media post

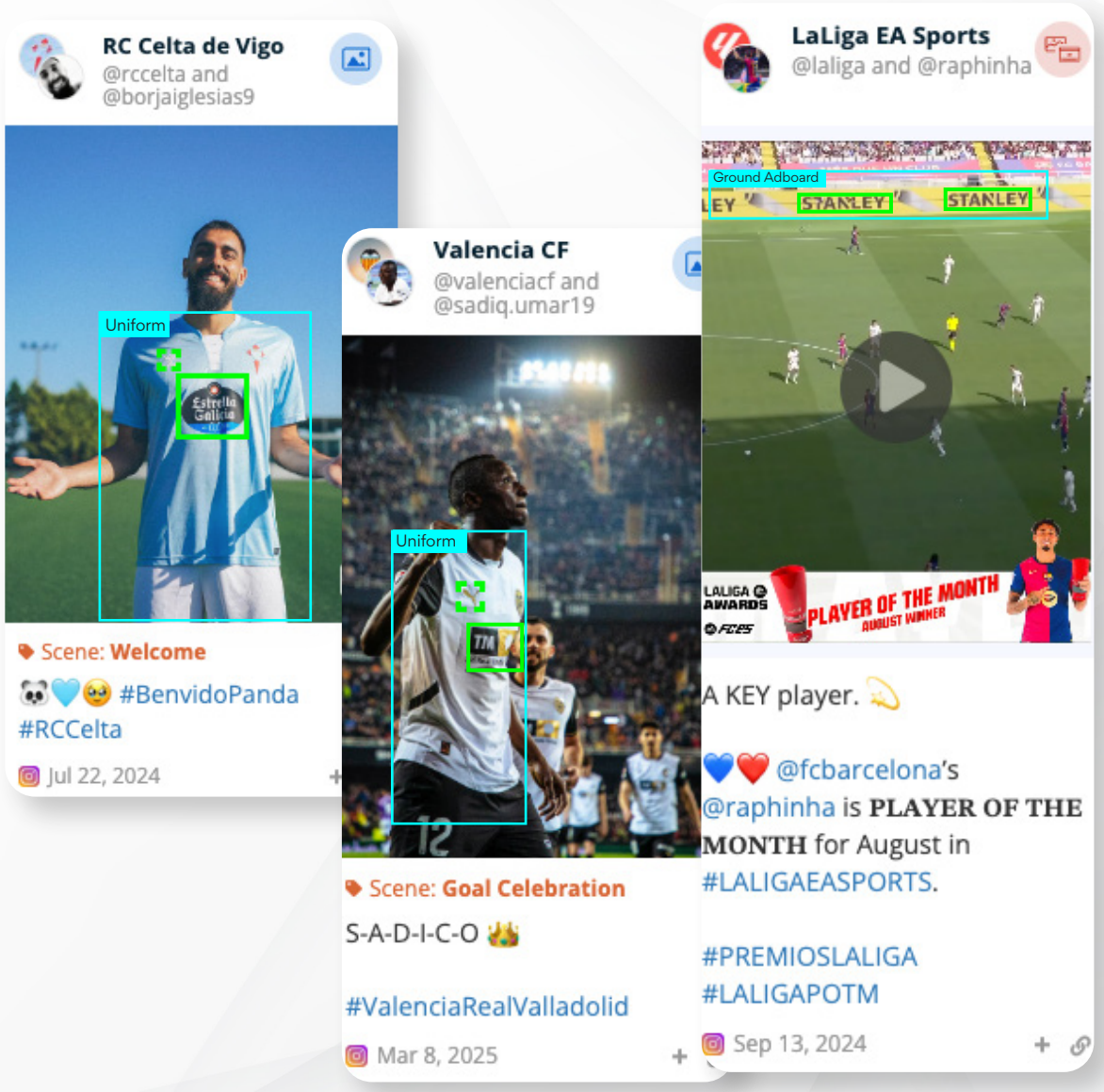


BEST PRACTICES: INSTAGRAM'S COLLABORATIVE POSTS

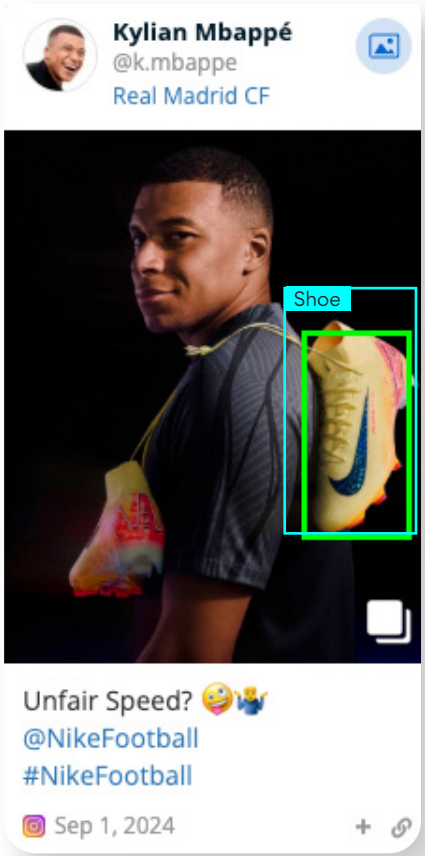
LALIGA and its clubs have translated their on-pitch teamwork into the digital arena, maximizing Instagram's collaborative post feature to extend reach and impact.

By publishing a single post that appears on both the player's and the club's feeds, they combine audiences, centralize engagement, and track unified metrics.

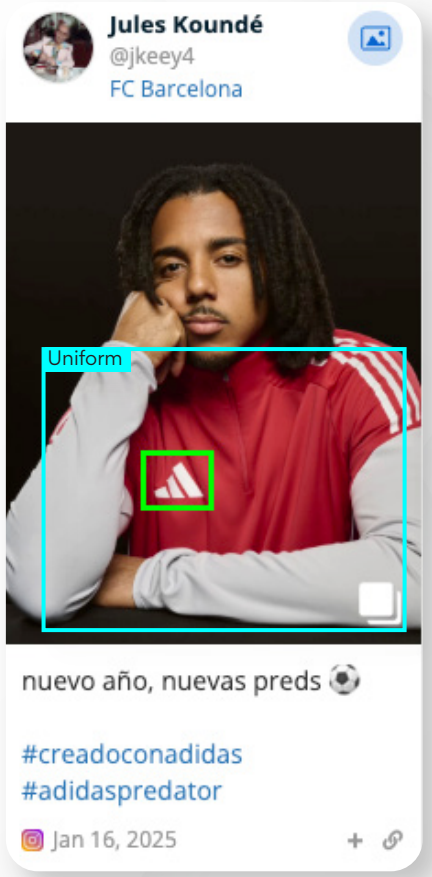
From player signings to award celebrations, this format delivers both storytelling and measurable results. In 2024–25, LALIGA and its teams shared **more than 8,000 collaborative posts,** averaging 117,000 engagements — a proven tactic for boosting visibility and reinforcing partnerships.

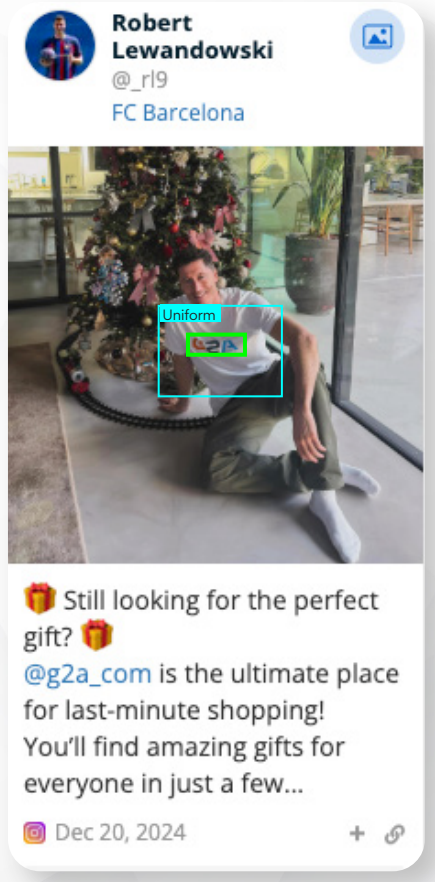


BEST PRACTICES: STAR POWER FOR BRANDS









Many players use their social media channels to **showcase their personal sponsors**. However, this potential remains largely untapped. Non-soccer brands — from tech and fashion to lifestyle — have a unique opportunity to connect with global audiences through star players across LALIGA who have built a loyal and passionate following.

BEST PRACTICES: CAMPAIGNS

CD Leganés

CD Leganés & Ibai Llanos:

131

Total Posts

3.3 Million

Total Engagement

$954,472

Total Campaign Value

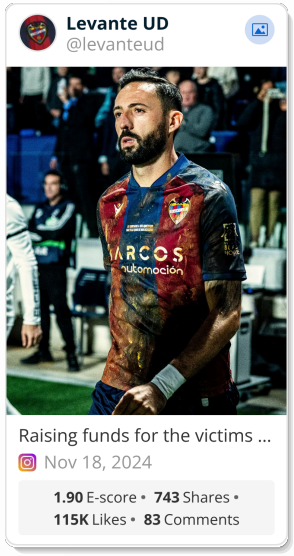




Based on data in Blinkfire from 2/5/2025-2/6/2025

ON THEIR WAY UP: PROMOTED TEAMS

LEVANTE UD



Levante returned to LALIGA EA SPORTS after relegation in the 2022-23 season. Their comeback followed a bittersweet year, marked by the DANA that hit the Valencian community. The team released a mud-stained jersey, later auctioned to raise funds for those affected.

ELCHE CF



Elche CF showed that creativity and innovation is an effective way to gain social media visibility. Their strategy focused on spotting trends quickly and even incorporating sponsors into posts with high engagement potential. A smart approach to growing reach while delivering commercial value.

REAL OVIEDO



Real Oviedo's promotion story can't be told without Santi Cazorla. The hometown hero, once facing a potential career-ending injury, returned to lead the club to Spain's top tier for the first time in 24 years. He sealed the moment in extra time of the playoff final — an ending that captured hearts on and off the pitch.

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 streaming. 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's 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**.

