2024-25

NBA REPORT



Blinkfire™

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Welcome to Blinkfire's 2024–25 NBA Report—a season where the action didn't stop at the buzzer. From the Pacers forcing a dramatic Game 7 against the Thunder in the Finals to jaw-dropping trades, this year was packed with unforgettable highlights.

We dug into the data behind the hardcourt—spotlighting top teams across social media and the sponsors that won big across digital and broadcast. Let's dive into the social trends, standout content, and media value that defined another unforgettable NBA season.

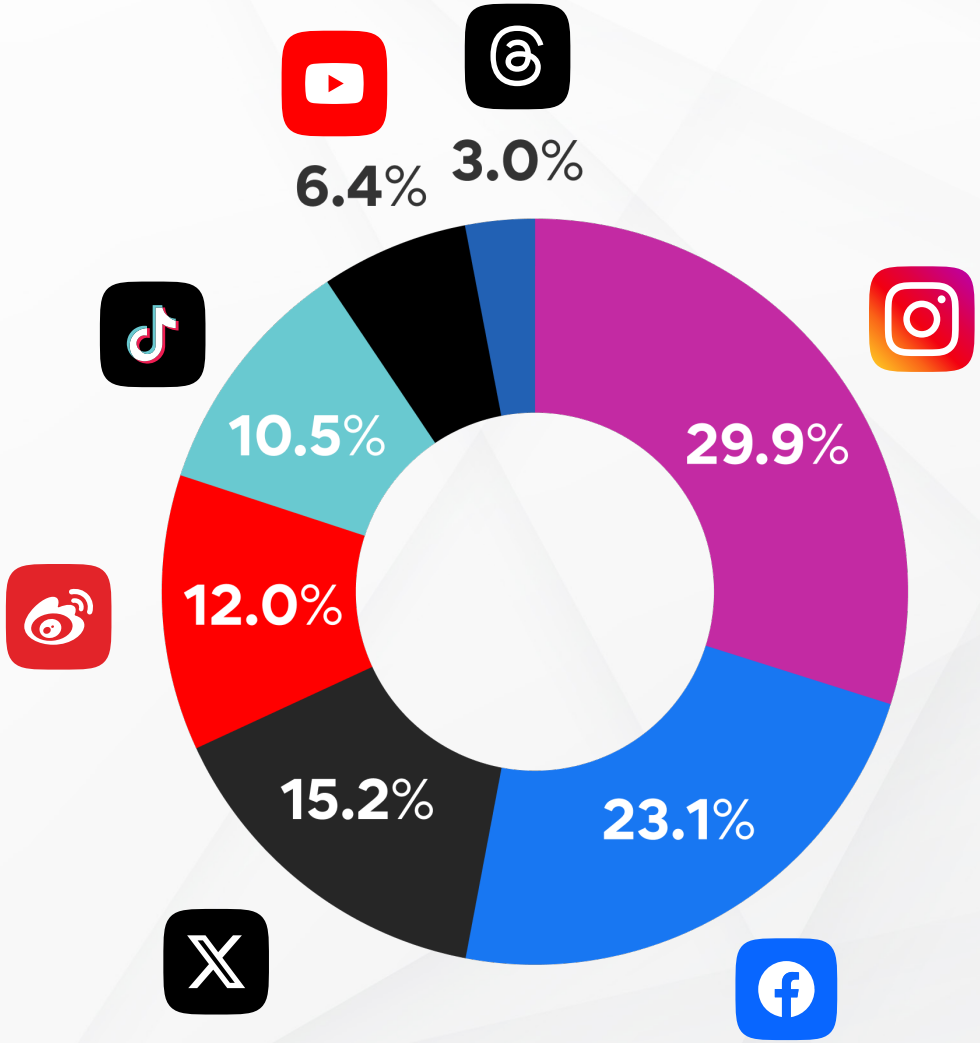


LEAGUE FOLLOWER DISTRIBUTION

Total Followers:
361,339,722

The 2024–25 NBA season saw a noticeable shift in where fans follow the league.

TikTok continued its rapid rise, growing its share of the NBA's total follower distribution by 4.2% compared to 2024, as short-form video content dominated highlights, memes, and behind-the-scenes moments. Meanwhile, Facebook's footprint shrank by 6.8%, signaling a continued move away from legacy platforms and toward spaces where younger, more digitally engaged audiences are spending their time.



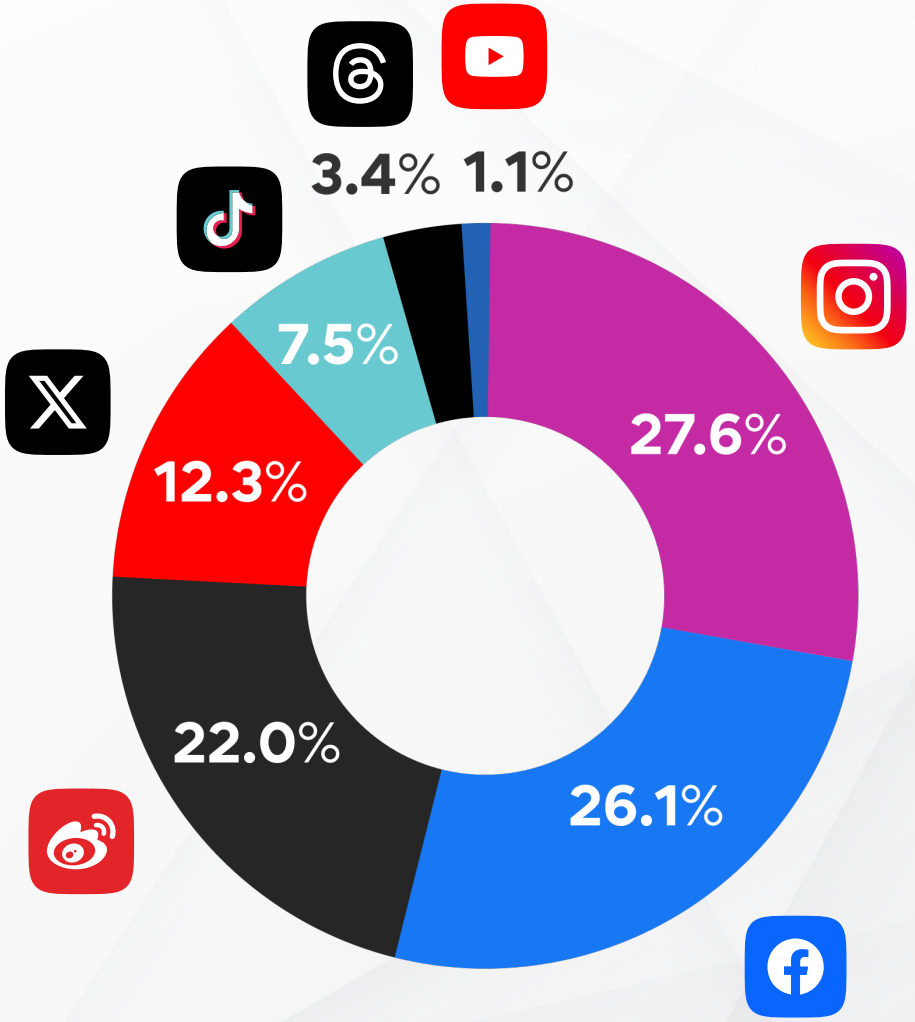
Data as of 4/13/2025 across NBA social media accounts

TEAM FOLLOWER DISTRIBUTION

Total Followers:
693,804,716

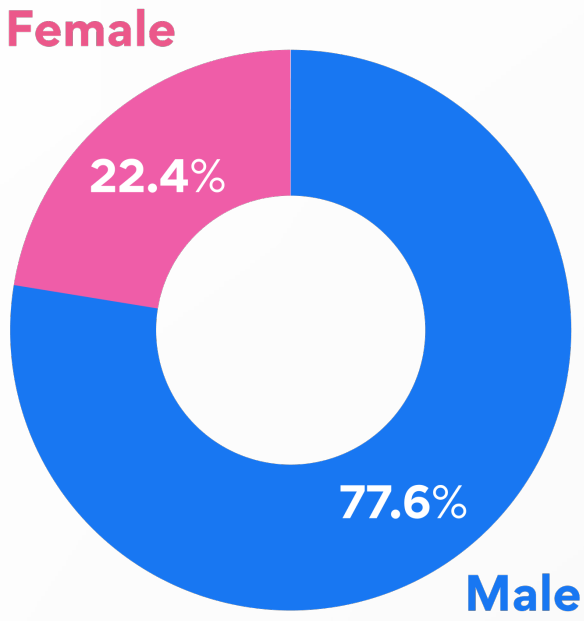
When it comes to follower distribution across NBA teams, the landscape has remained relatively steady year-over-year.

One standout continues to be Sina Weibo, which accounts for a significant 22% of all NBA team followers, totaling 150.9 million. This highlights the NBA's strong and sustained connection with fans across Asia, where teams have cultivated massive, loyal followings that rival their presence on more traditional platforms in the United States.



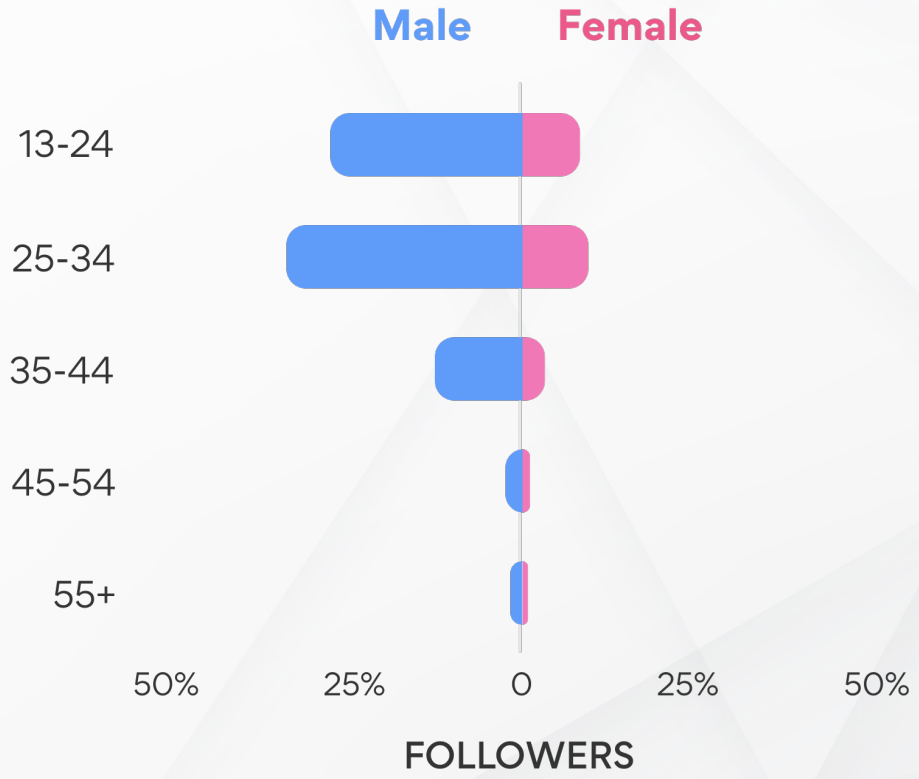
Data as of 4/13/2025 across NBA teams' social media accounts

NBA TEAMS: FOLLOWER DEMOGRAPHICS



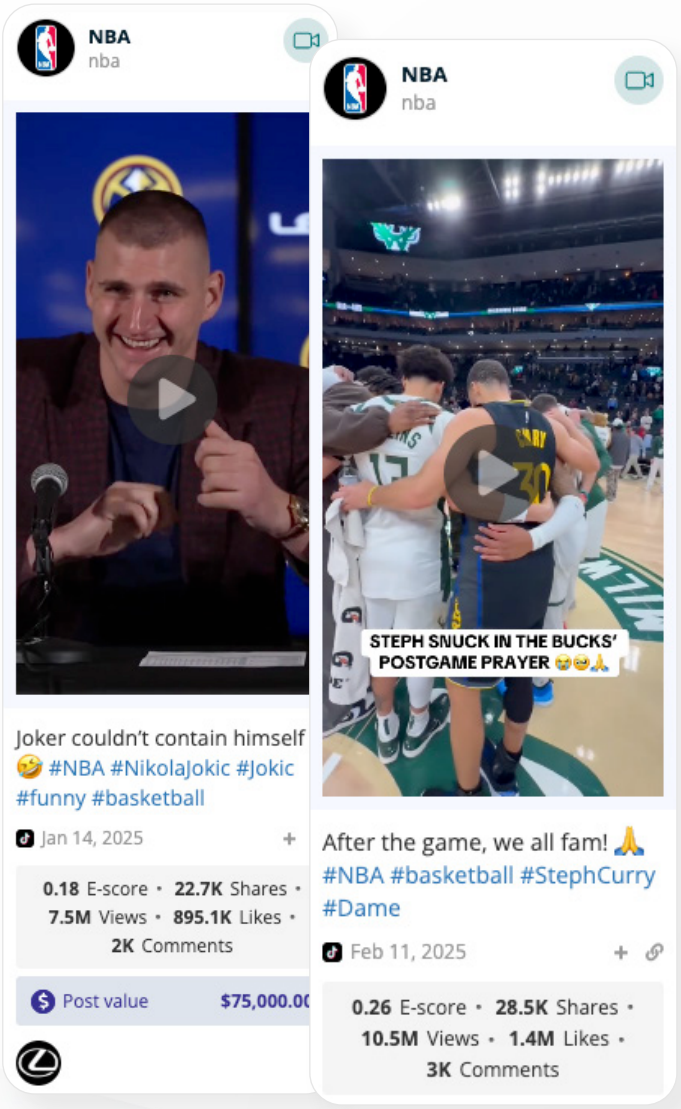
TOP AGE GROUP

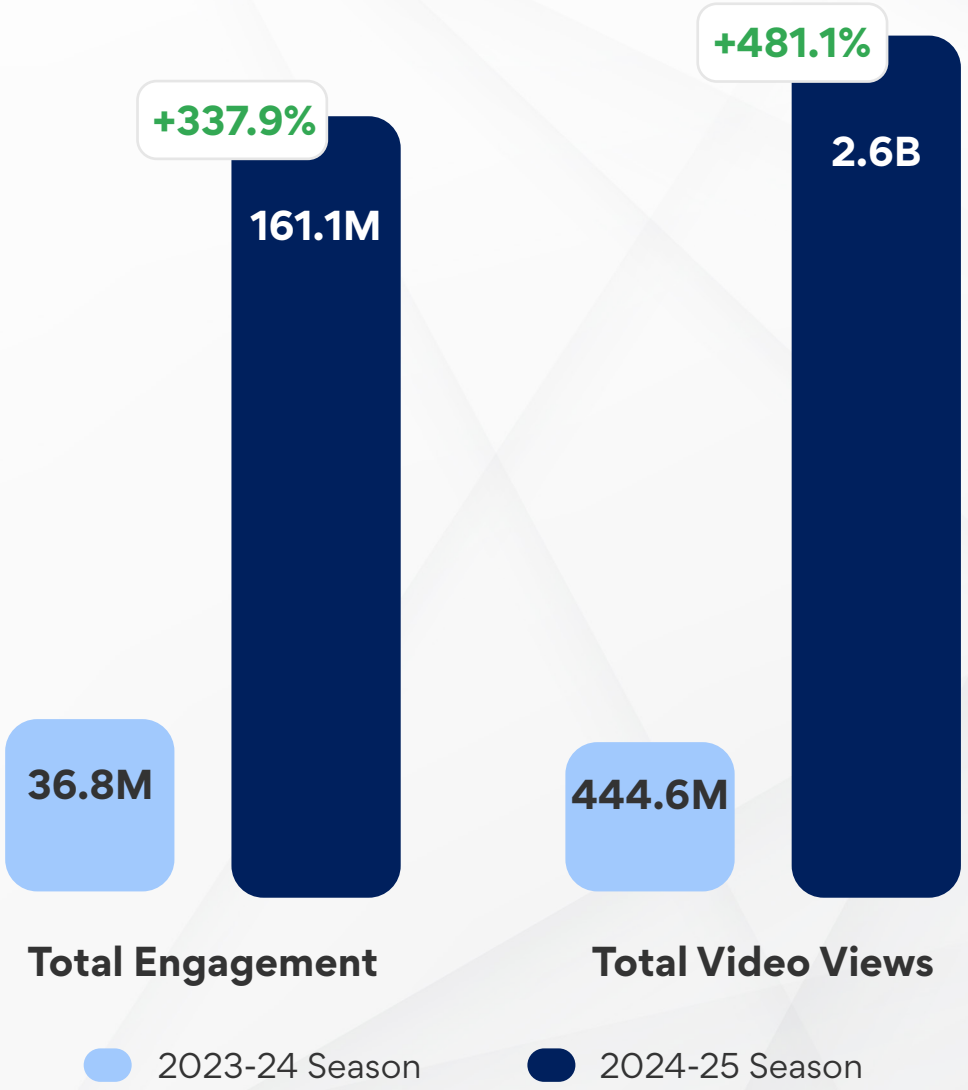
25 - 34 year olds



Based on NBA and teams' owned and earned social media in Blinkfire from 10/22/2024-4/13/2025

THE NBA SOARS ON TIKTOK





Based on the league's owned and operated data in Blinkfire from 10/24/2023-4/14/2024 & 10/22/2024-4/13/2025 across TikTok

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1	Golden State Warriors	**219.2M**
2	Los Angeles Lakers	**199.7M**
3	Dallas Mavericks	**83.2M**
4	Boston Celtics	**76.5M**
5	Minnesota Timberwolves	**59.2M**
6	Denver Nuggets	**51.8M**
7	Chicago Bulls	**49.2M**
8	Brooklyn Nets	**45.1M**
9	Phoenix Suns	**44.0M**
10	Milwaukee Bucks	**38.7M**

TOTAL VIDEO VIEWS

1	Los Angeles Lakers	**1.6B**
2	Golden State Warriors	**1.5B**
3	Dallas Mavericks	**815.2M**
4	Los Angeles Clippers	**596.4M**
5	Brooklyn Nets	**460.2M**
6	Orlando Magic	**416.8M**
7	Boston Celtics	**396.7M**
8	Denver Nuggets	**389.1M**
9	Indiana Pacers	**362.5M**
10	San Antonio Spurs	**357.4M**

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across Facebook, Instagram, Sina Weibo, Threads, TikTok, X, and YouTube

2024-25 NBA SEASON MEDIA VALUE

	TEAM	TOTAL VALUATION	% INCREASE FROM 2023-24 SEASON
1	Minnesota Timberwolves	$32.9M	**66.9%**
2	Phoenix Suns	$24.4M	**66.5%**
3	Detroit Pistons	$11.9M	**50.6%**
4	San Antonio Spurs	$18.5M	**36.2%**
5	Cleveland Cavaliers	$19.1M	**28.2%**
6	Toronto Raptors	$10.5M	**24.4%**
7	Charlotte Hornets	$9.8M	**11.7%**
8	Milwaukee Bucks	$25.0M	**11.4%**
9	Chicago Bulls	$29.0M	**11.1%**
10	New York Knicks	$17.5M	**10.7%**

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across Facebook, Instagram, Sina Weibo, Threads, TikTok, X, and YouTube

SOCIAL PERFORMANCE

During the 2024–25 regular season, the Minnesota Timberwolves, Denver Nuggets, and Dallas Mavericks led in engagement-to-follower ratio across platforms, ranking in the top three and delivering standout performance on both Instagram and TikTok — two of the most engaging platforms for NBA teams.

The Nuggets recorded the highest Instagram ratio at 12.3, while the Brooklyn Nets topped TikTok with a 10.7 ratio. The Timberwolves placed in the top three across all platforms, including Instagram and TikTok, highlighting their engaging content and audience.

ENGAGEMENT-TO-FOLLOWER RATIO

1	Minnesota Timberwolves	4.2
2	Denver Nuggets	4.1
3	Dallas Mavericks	3.7
4	Phoenix Suns	3.5
5	Golden State Warriors	2.7
6	Boston Celtics	2.6
7	Los Angeles Lakers	2.5
8	Detroit Pistons	2.2
9	Brooklyn Nets	2.1
10	Atlanta Hawks	2.0

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across Facebook, Instagram, Sina Weibo, Threads, TikTok, X, and YouTube

SOCIAL PERFORMANCE

INSTAGRAM

ENGAGEMENT-TO-FOLLOWER RATIO

1	Denver Nuggets	12.3
2	Dallas Mavericks	11.5
3	Minnesota Timberwolves	11.3
4	Memphis Grizzlies	9.0
5	Phoenix Suns	8.1
6	Detroit Pistons	7.5
7	Boston Celtics	6.6
8	Los Angeles Lakers	5.8
9	Atlanta Hawks	5.7
10	Milwaukee Bucks	5.2

TIKTOK

ENGAGEMENT-TO-FOLLOWER RATIO

1	Brooklyn Nets	10.7
2	Minnesota Timberwolves	8.5
3	Phoenix Suns	7.4
4	Dallas Mavericks	5.6
5	Cleveland Cavaliers	5.4
6	San Antonio Spurs	4.9
7	Detroit Pistons	4.0
8	Atlanta Hawks	3.9
9	Toronto Raptors	3.5
10	Charlotte Hornets	3.2

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across Instagram and TikTok

TEAMS | **FOLLOWER GROWTH**



OVERALL

	TEAM	% GROWTH
1	**Charlotte Hornets**	**4.2%**
2	Dallas Mavericks	**3.7%**
2	Minnesota Timberwolves	**3.5%**
4	Denver Nuggets	**3.4%**
5	Los Angeles Lakers	**3.1%**

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across Facebook, Instagram, TikTok, Threads, Sina Weibo, X, and YouTube

TEAMS | **FOLLOWER GROWTH**

FACEBOOK

	TEAM	% GROWTH
1	**Dallas Mavericks**	**4.7%**
2	Denver Nuggets	**3.5%**
3	Golden State Warriors	**2.8%**
4	Detroit Pistons	**2.8%**
5	Indiana Pacers	**2.7%**

INSTAGRAM

	TEAM	% GROWTH
1	**Charlotte Hornets**	**7.2%**
2	Orlando Magic	**6.4%**
3	Detroit Pistons	**6.0%**
4	Denver Nuggets	**4.7%**
5	Minnesota Timberwolves	**4.6%**

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across Facebook and Instagram

TEAMS | **FOLLOWER GROWTH**

TIKTOK

	TEAM	% GROWTH
1	**Phoenix Suns**	**21.9%**
2	Minnesota Timberwolves	**20.9%**
3	Los Angeles Lakers	**20.7%**
4	Cleveland Cavaliers	**17.0%**
5	Detroit Pistons	**15.8%**

THREADS

	TEAM	% GROWTH
1	**Minnesota Timberwolves**	**14.5%**
2	Denver Nuggets	**8.4%**
3	Dallas Mavericks	**8.1%**
4	Memphis Grizzlies	**7.5%**
5	Charlotte Hornets	**6.4%**

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across TikTok and Threads

TEAMS | **FOLLOWER GROWTH**

X

	TEAM	% GROWTH
1	**Los Angeles Lakers**	**1.3%**
2	Detroit Pistons	**1.3%**
3	Memphis Grizzlies	**0.6%**
4	Golden State Warriors	**0.6%**
5	Orlando Magic	**0.5%**

YOUTUBE

	TEAM	% GROWTH
1	**Cleveland Cavaliers**	**31.0%**
2	Charlotte Hornets	**30.9%**
3	Utah Jazz	**23.3%**
4	Minnesota Timberwolves	**21.7%**
5	Denver Nuggets	**19.4%**

Based on NBA teams' owned and operated data in Blinkfire from 10/22/2024-4/13/2025 across X and YouTube

TOP 3 NBA BROADCASTS

1

ABC - Christmas Day

LOS ANGELES LAKERS vs GOLDEN STATE WARRIORS

7.91M Average viewers | Dec. 25, 2024

2

ABC - Saturday Primetime

LOS ANGELES LAKERS vs BOSTON CELTICS

4.61M Average viewers | March 8, 2025

3

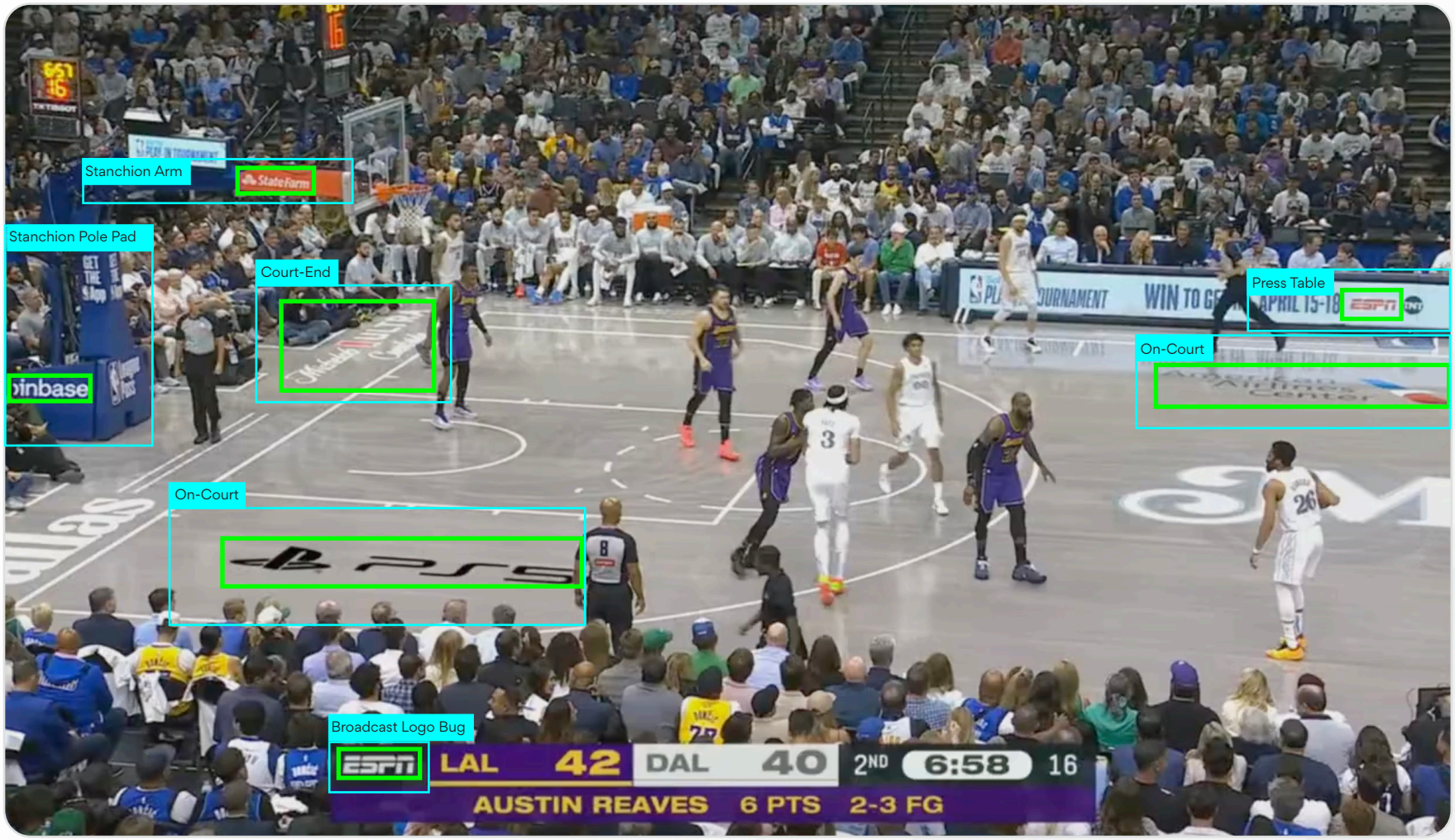
TNT - Luka Dončić's First Game Against Dallas

LOS ANGELES LAKERS vs DALLAS MAVERICKS

2.50M Average viewers | Feb. 25, 2025

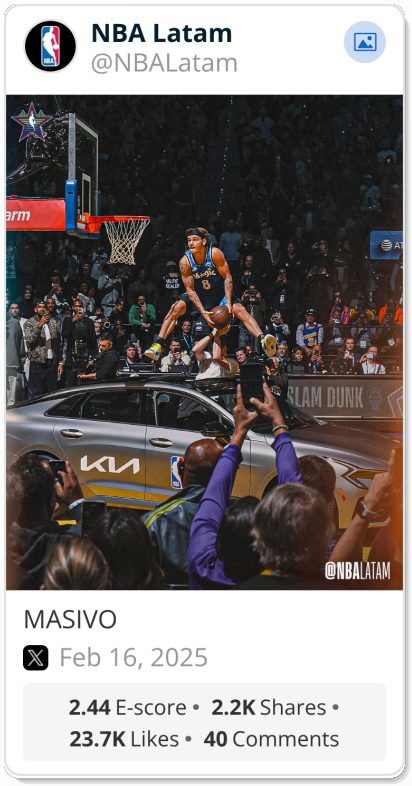
Based on NBA and teams' owned and earned social media in Blinkfire from 10/22/2024-4/13/2025

BROADCAST EXAMPLE



BENCHMARKING | **OVERALL BRANDS**

Owned and earned social media





	BRAND	VALUE
1		$553.6M
2	StateFarm	$487.5M
3	Michelob ULTRA	$334.9M
4	FANDUEL	$209.3M
5	KIA	$146.1M
6		$116.6M
7	bibigo	$104.3M
8	TISSOT	$90.0M
9	crypto.com	$79.8M
10	GATORADE	$59.4M

arned social media in Blinkfire from 10/22/2024-4/13/2025

BENCHMARKING | **JERSEY PATCH**

Owned and earned social media

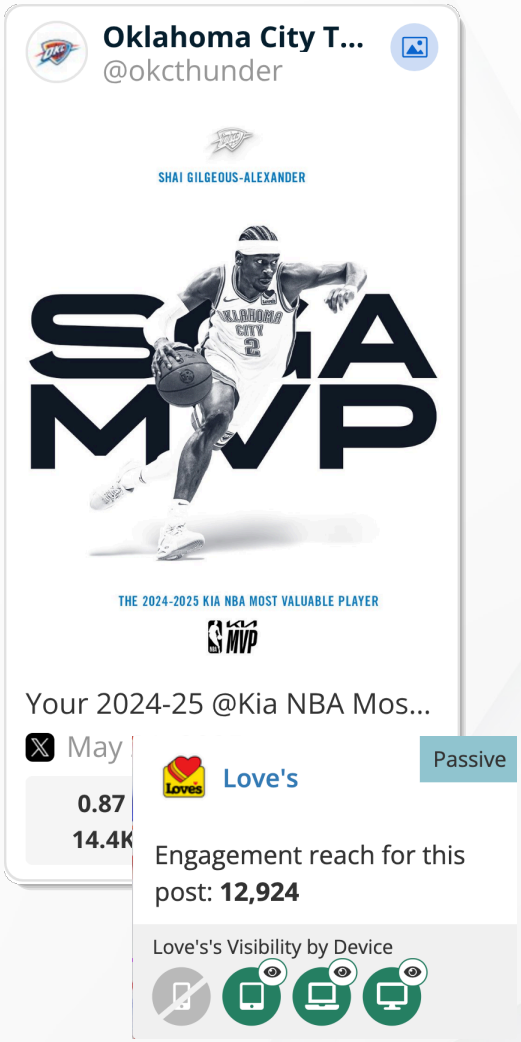
Jersey patch sponsors across the NBA saw the majority of value concentrated among a few top teams. The top 10 teams drove 68% of total patch value for the season across owned and earned media, despite representing just over a third of the league. Finance was the most prominent sponsor category, making up 20.8% of all jersey patch sponsors, followed by software and e-commerce, each at 12.5%.

	TEAM	BRAND	VALUE
1	Los Angeles Lakers	bibigo	$60.5M
2	Golden State Warriors	Rakuten	$17.7M
3	Dallas Mavericks	chime	$14.7M
4	Oklahoma City Thunder	Love's	$14.4M
5	Milwaukee Bucks	MOTOROLA	$13.7M
6	Cleveland Cavaliers	CLIFFS	$11.4M
7	Memphis Grizzlies	Robinhood	$9.4M
8	Philadelphia 76ers	crypto.com	$9.0M
9	Minnesota Timberwolves	sezzle	$8.4M
10	Atlanta Hawks	the YMCA	$7.8M

Based on NBA and teams' owned and earned social media in Blinkfire from 10/22/2024-4/13/2025

BENCHMARKING | **JERSEY PATCH**







Based on NBA and teams' owned and earned social media in Blinkfire from 10/22/2024-4/13/2025

BENCHMARKING | **COURT ASSET SPONSORS**

Owned and earned social media

	BRAND	ASSETS	TOTAL VALUATION
1	State Farm	Stanchion Arm	**$387.5M**
2	Michelob ULTRA	Court-End	**$227.7M**
3	KIA	Stanchion Pole Pad	**$79.7M**
4	State Farm	Press Table	**$56.8M**
5	FANDUEL	Court-End	**$47.1M**
6	crypto.com	On-Court	**$46.7M**
7	bibigo	Court-End	**$30.2M**
8	CHASE	On-Court	**$25.9M**
9	Robinhood	Court-End	**$25.0M**
10	FANDUEL	Press Table	**$21.6M**

Based on NBA and teams' owned and earned social media in Blinkfire from 10/22/2024-4/13/2025

BENCHMARKING: COURT ASSET SPONSORS

Goga Bitadze
@GogaBiitadze



👆🏀

Dec 11, 2024

128.69 E-score • **788** Shares •
18.0K Likes • **254** Comments

Phoenix Suns
Phoenix Suns



Count it.

Oct 24, 2024

0.25 E-score • **252** Shares •
10.9K Likes • **144** Comments

Indiana Pacers
@Pacers



2-0.

May 24, 2025

1.22 E-score • **1.9K** Shares •
18.7K Likes • **143** Comments

MILWAUKEE BUCKS WIN NBA CUP

NBA's Emirates Exposure

344 million

Total Impressions

$1.4 million

Total Media Value

During the eight days of NBA Cup bracket play, the Milwaukee Bucks generated 18.8 million video views and 2.9 million engagements from their owned and operated accounts. Motorola, the Bucks' jersey patch partner, received 1.8 million engagements.



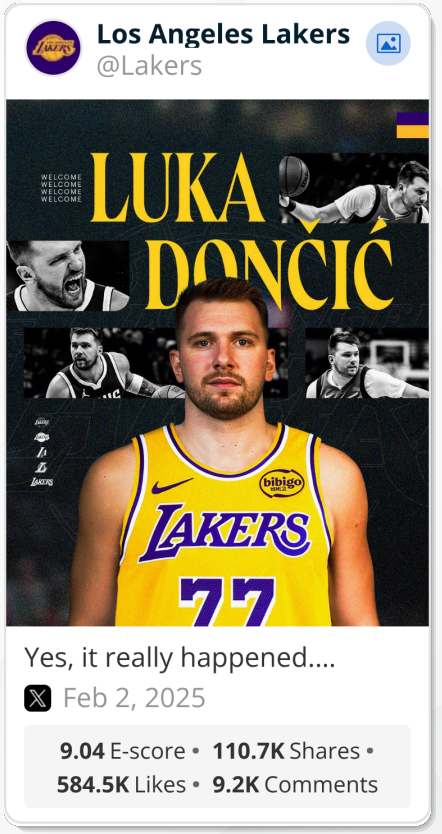
Based on NBA and Milwaukee Bucks' social media in Blinkfire from 12/10/2024-12/17/2024

LUKA DONČIĆ TRADED TO LAKERS

LA Lakers' Social Media Announcement

4.0 million	**$493,276**
Total Engagement	**Bibigo Brand Value**
$2.4 million	**86.7 million**
Total Post Valuation	**Total Impressions**

The top 10 earned social media posts related to the trade news generated over 5.6 million engagements and $3.2 million in media value.



Based on the LA Lakers' owned and operated social media in Blinkfire from 2/3/2025

SOCIAL PERFORMANCE

OVERALL

TOTAL ENGAGEMENT

1	Golden State Warriors	58.9M
2	Indiana Pacers	40.9M
3	Minnesota Timberwolves	28.3M
4	Oklahoma City Thunder	22.4M
5	Boston Celtics	20.6M

OVERALL

TOTAL VIDEO VIEWS

1	Indiana Pacers	666.5M
2	Golden State Warriors	329.5M
3	Los Angeles Lakers	186.6M
4	Oklahoma City Thunder	125.5M
5	Minnesota Timberwolves	112.2M

Based on NBA playoff teams' owned and operated social media in Blinkfire from 4/19/2025-6/22/2025

BENCHMARKING | JERSEY PATCH

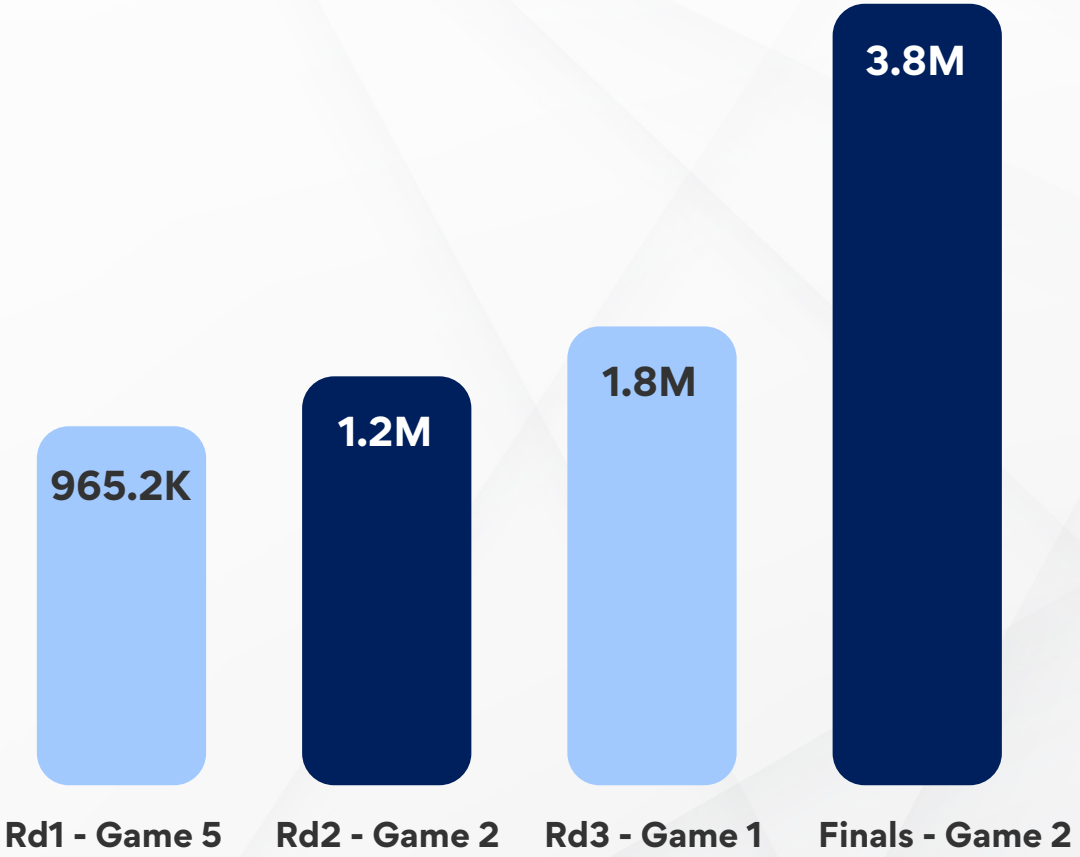
Owned and earned social media

	TEAM	BRAND	TOTAL VALUATION
1	Oklahoma City Thunder	Love's	$11.1M
2	Indiana Pacers	spokenote	$8.2M
3	Golden State Warriors	Rakuten	$7.1M
4	Los Angeles Lakers	bibigo	$4.9M
5	Minnesota Timberwolves	sezzle	$3.8M

Based on NBA playoff teams' owned and operated social media in Blinkfire from 4/19/2025-6/22/2025

HALIBURTON'S BUZZER BEATERS

The Indiana Pacers, fueled by Tyrese Haliburton's clutch performances and unforgettable buzzer-beaters, averaged an impressive **1.3 million engagements on game days throughout the playoffs**. Even on off-days, fans stayed locked in, helping the team generate **632,300 average daily engagements across the entire playoff run**. One major highlight? Game 2 of the Finals, when the Pacers pulled in a postseason-high 3.8 million engagements, proving just how magnetic their playoff moments were.



Total Daily Engagement

Based on the Indiana Pacers' owned and operated data in Blinkfire from 4/19/2025-6/22/2025

PACERS OUTPERFORMED IN ENGAGEMENT EFFICIENCY



Despite ranking twelfth in followers among the 16 NBA playoffs teams, the Indiana Pacers drove the second-most engagement. Also, the Pacers saw four engagements for every one follower, which was 9.7x higher than the median engagement-to-follower ratio of teams.

Based on NBA playoff teams' owned and operated social media in Blinkfire from 4/19/2025-6/22/2025

NBA CHAMPIONS: OKLAHOMA CITY THUNDER

OKC's Social Media Engagement

3.5 million

Championship Parade Day

2.5 million

Game 7: NBA Finals

The Oklahoma City Thunder are NBA champions for the first time in history, and their fanbase showed up in a big way. Tuesday's championship parade set a new record as the most engaged day in Thunder history, generating 3.5 million total engagements across social media. Shai Gilgeous-Alexander also became the first player in 25 years to win the league MVP, scoring title, and Finals MVP.



Based on OKC Thunder's owned and operated social media in Blinkfire from 6/24/2025

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**.

