

2024-25

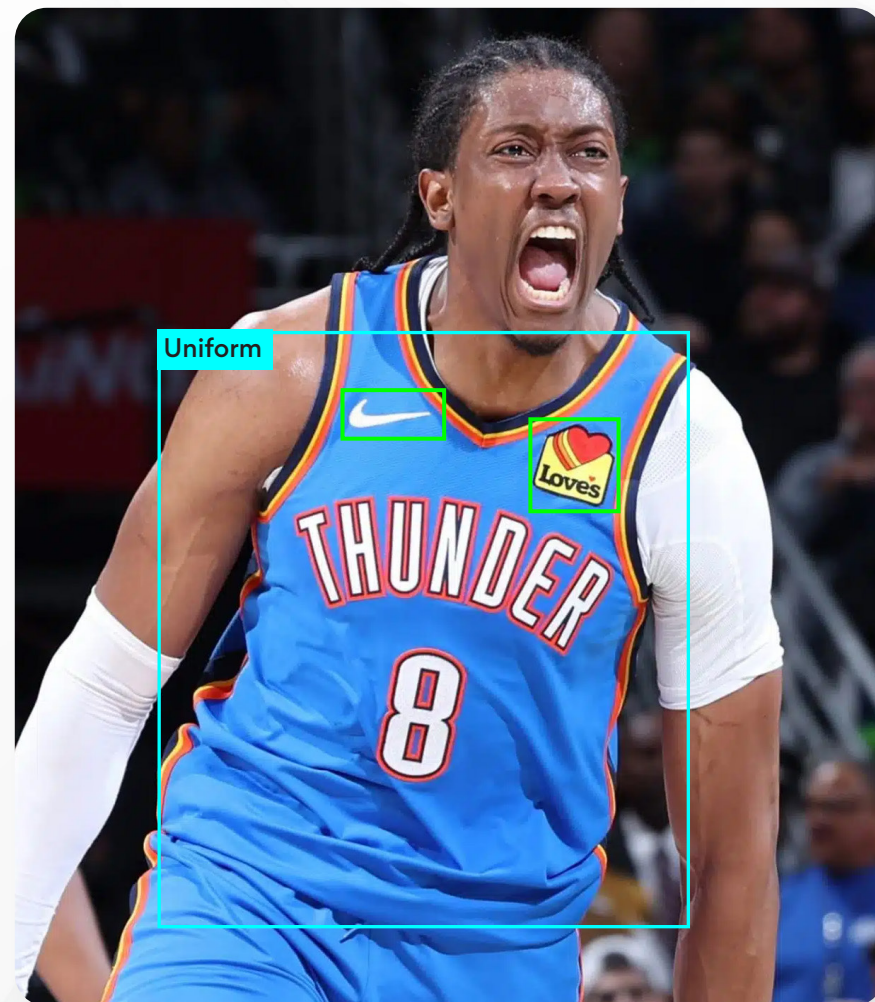
NBA REPORT



INTRODUCTION	3	SPONSORSHIP	18-22
		Overall Brands	18
SOCIAL DATA		Jersey Patch Brands	19-20
NBA Regular Season	4-15	On-Court Sponsors	21-22
Follower Distribution	4-5		
Follower Demographics	6	TRENDS	23-24
NBA TikTok Growth	7	Milwaukee Bucks Win NBA Cup	23
Team Performance Rankings	8-9	Luka Dončić Traded to Lakers	24
Engagement-to-Follower Ratio	10-11		
Follower Growth Rankings	12-15	NBA PLAYOFFS	25-29
BROADCAST	16-17	Team Performance Rankings	25
Top Three NBA Broadcasts	16	Team Jersey Patch Rankings	26
Broadcast Example	17	Indiana Pacers' Playoff Run	27-28
		NBA Champions: Oklahoma City Thunder	29
		ABOUT BLINKFIRE	30

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.



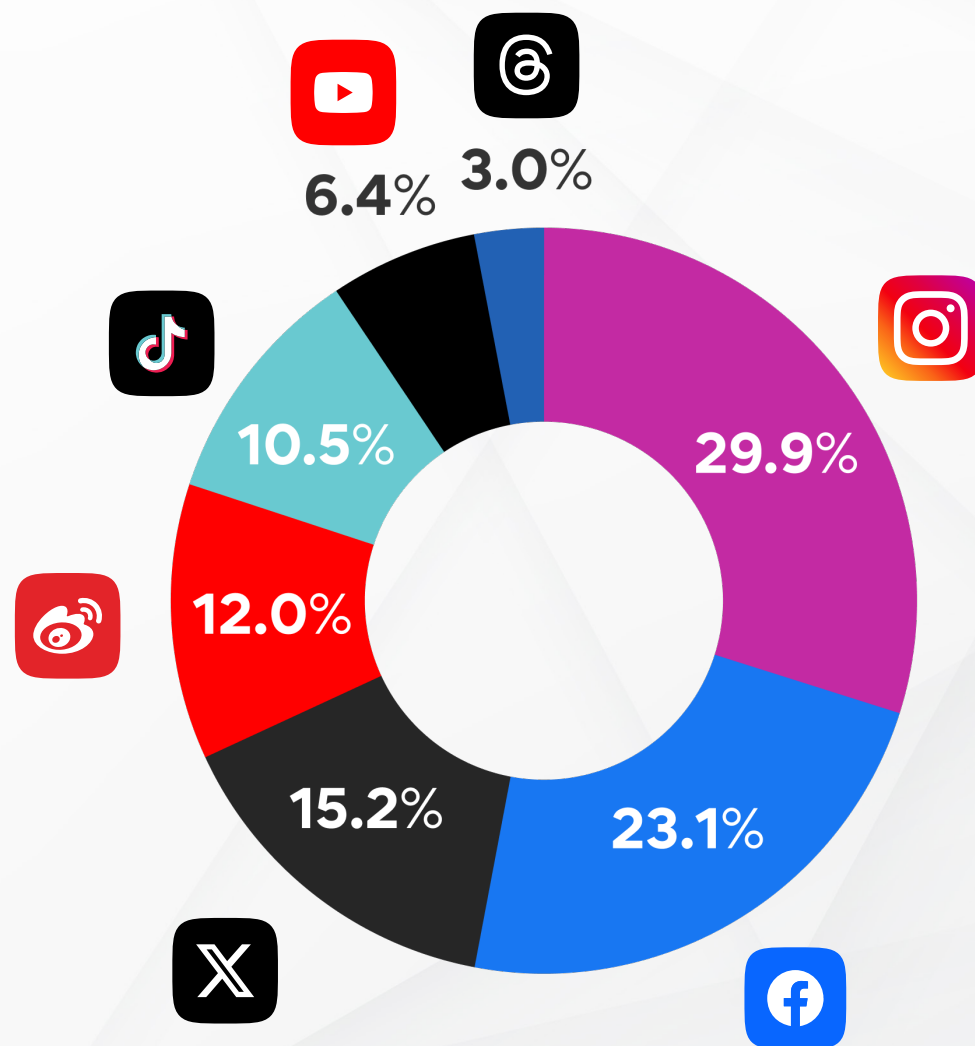
LEAGUE FOLLOWER DISTRIBUTION



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.



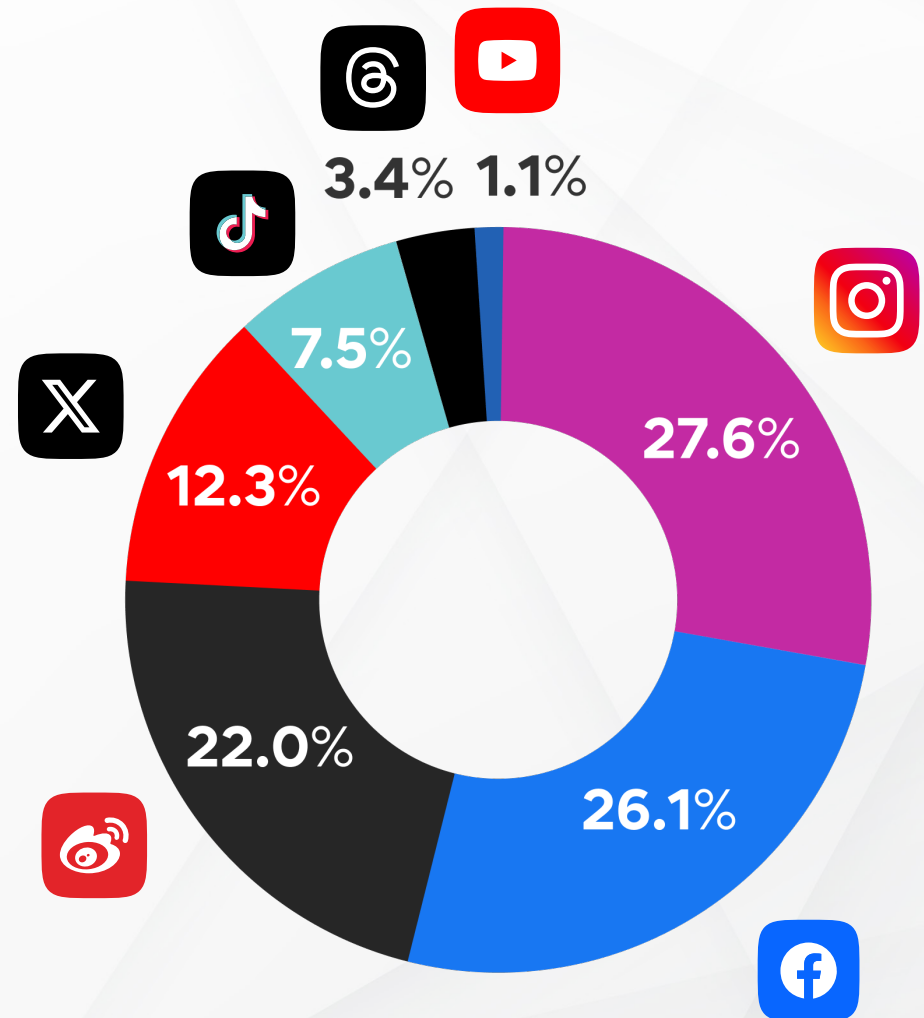
Data as of 4/13/2025 across NBA social media accounts

TEAM FOLLOWER DISTRIBUTION

Total Followers:
693,804,716

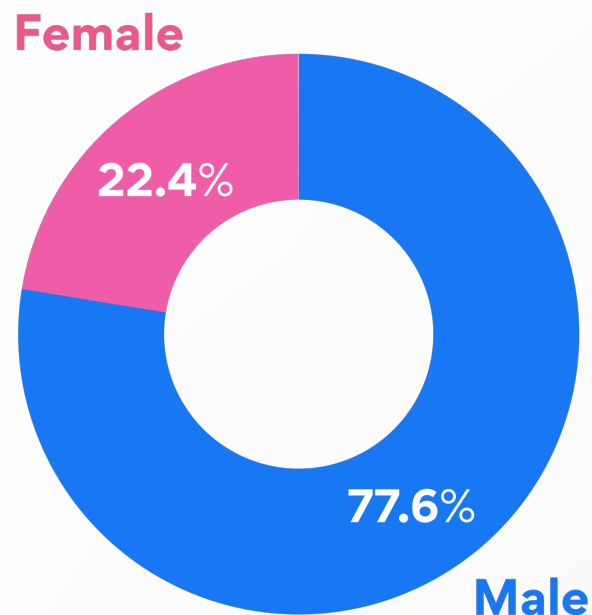
When it comes to follower distribution across NBA teams, the landscape has remained relatively steady year-over-year.

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.

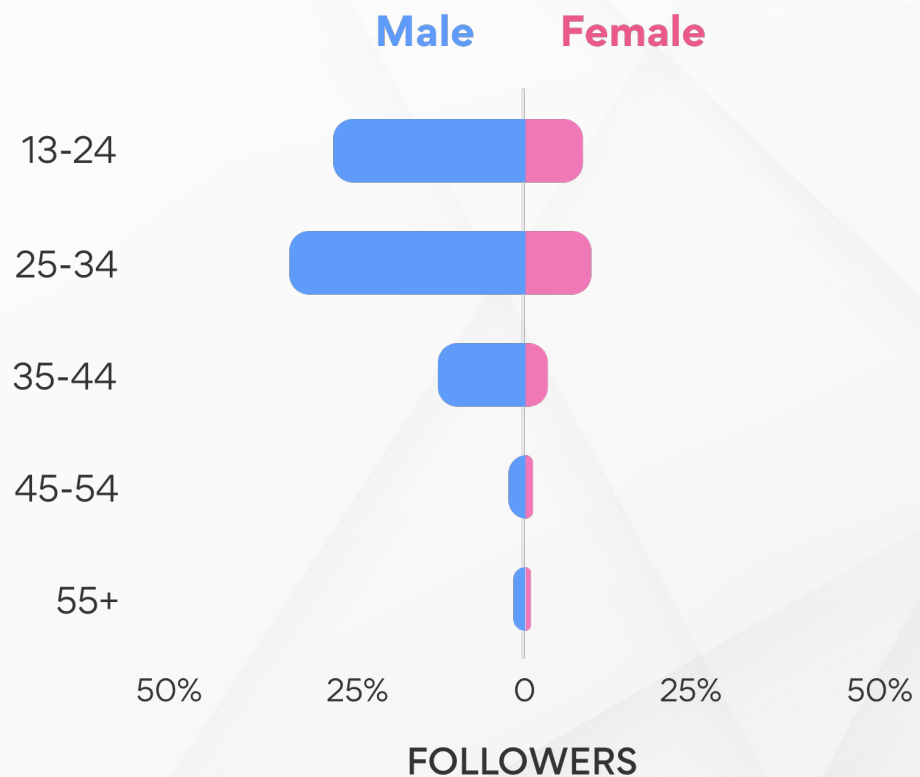


Data as of 4/13/2025 across NBA teams' social media accounts

NBA TEAMS: FOLLOWER DEMOGRAPHICS



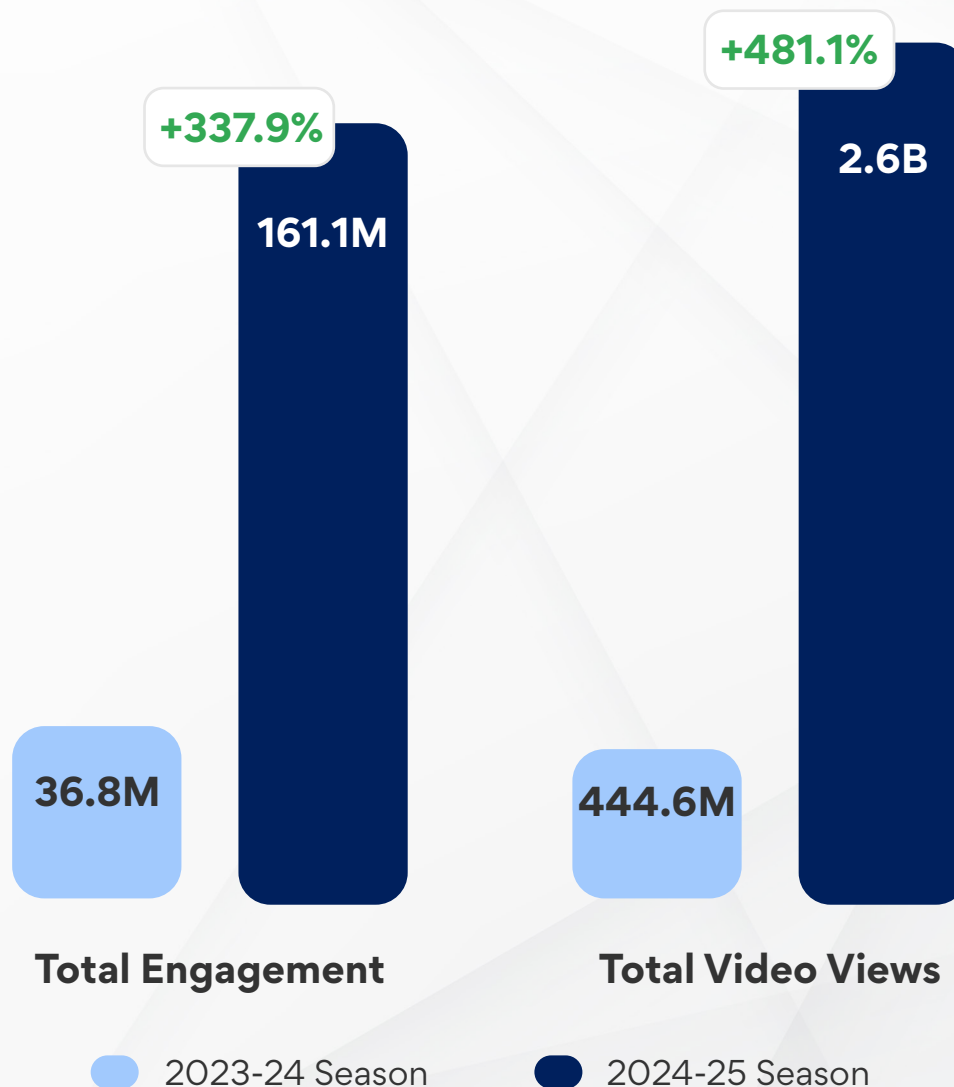
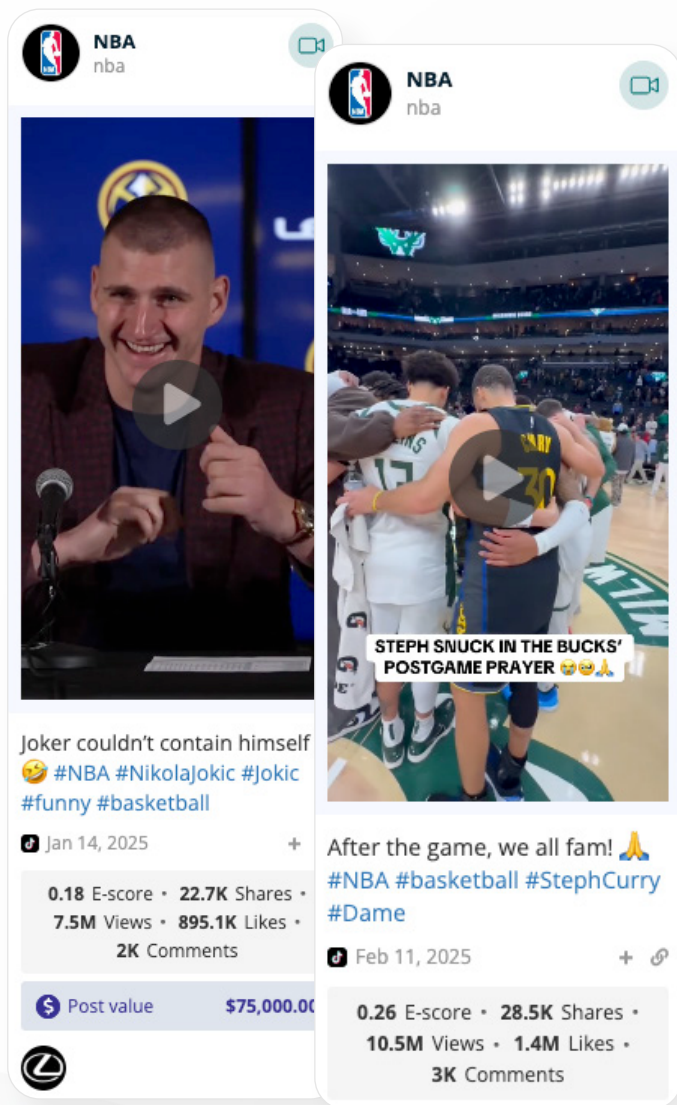
TOP AGE GROUP

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

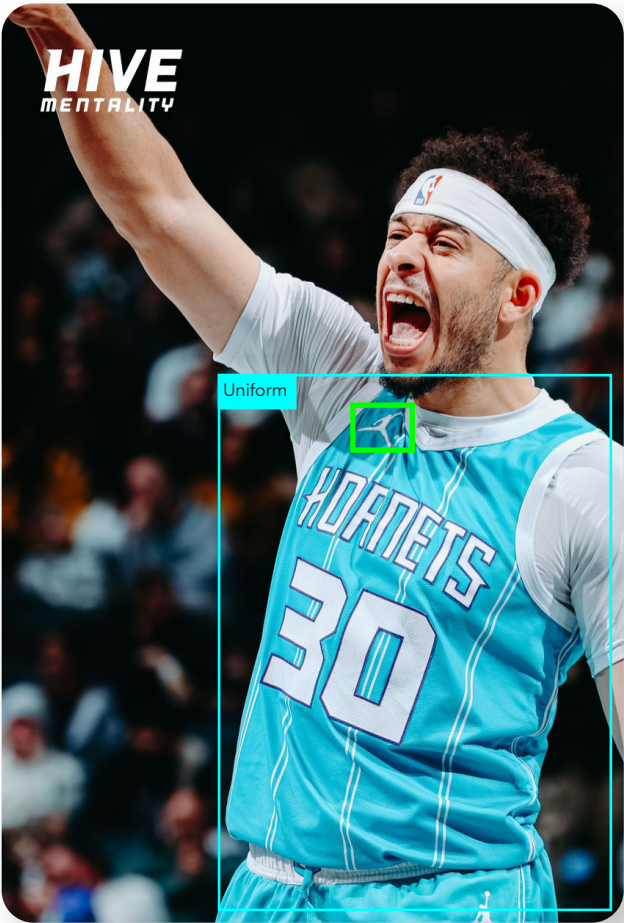
ENGAGEMENT-TO-FOLLOWER RATIO






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



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%



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

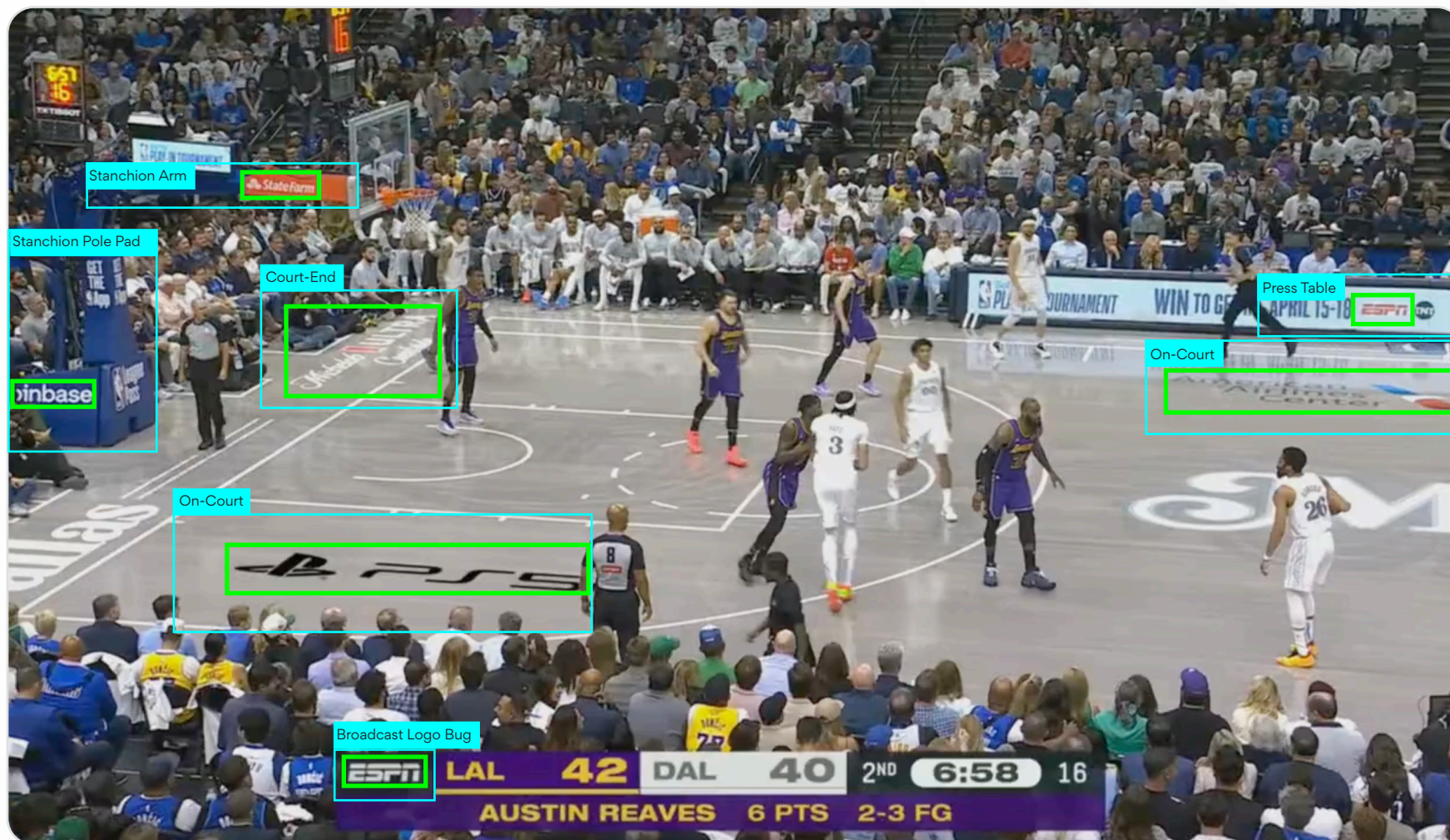
 **ABC - Saturday Primetime** LOS ANGELES LAKERS vs  BOSTON CELTICS**4.61M** Average viewers  March 8, 2025

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		\$487.5M
3		\$334.9M
4		\$209.3M
5		\$146.1M
6		\$116.6M
7		\$104.3M
8		\$90.0M
9		\$79.8M
10		\$59.4M

Based on NBA and teams' owned and earned 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	 Loves	\$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 Y	\$7.8M

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

BENCHMARKING | JERSEY PATCH

Uniform

Motorola

Passive

Engagement reach for this post: **15,772**

Motorola's Visibility by Device

Icons: Smartphone, Tablet, Laptop, Desktop

Uniform

Love's

Passive

Engagement reach for this post: **12,924**

Love's's Visibility by Device

Icons: Smartphone, Tablet, Laptop, Desktop

Uniform

CLIFFS Cleveland-Cliffs

Passive

Engagement reach for this post: **29,219**

Cleveland-Cliffs's Visibility by Device











Icons: Smartphone, Tablet, Laptop, Desktop

LONGEST IN SINGLE-SEASON WIN STREAK
CAVALIERS FRANCHISE HISTORY

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

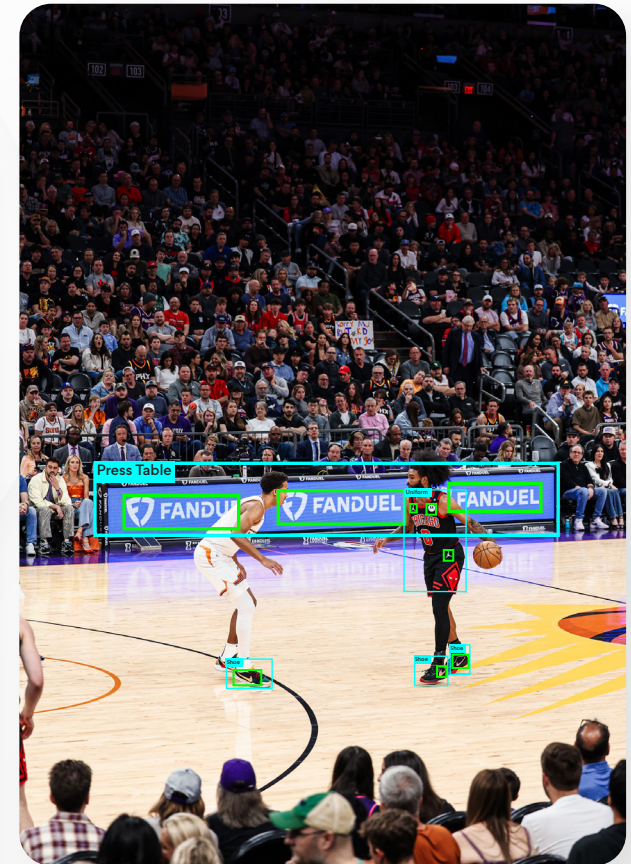
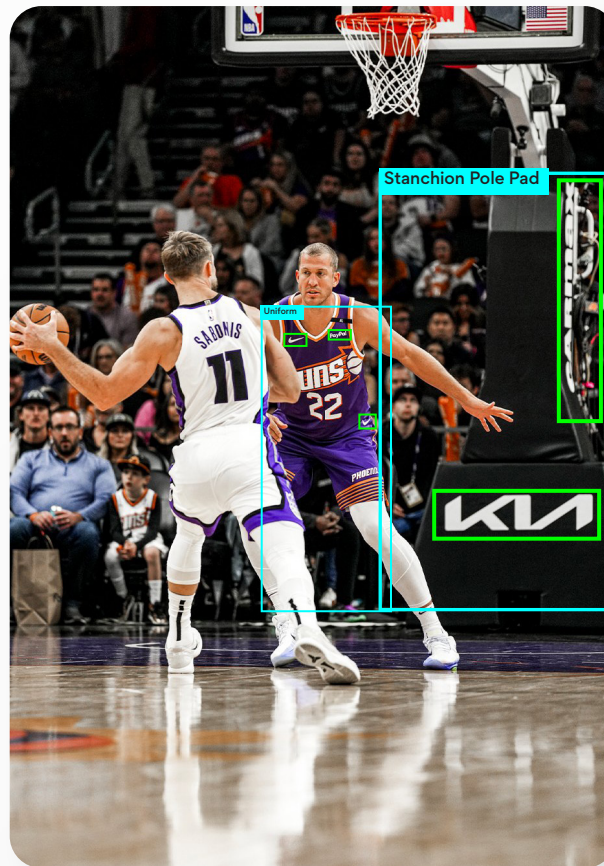
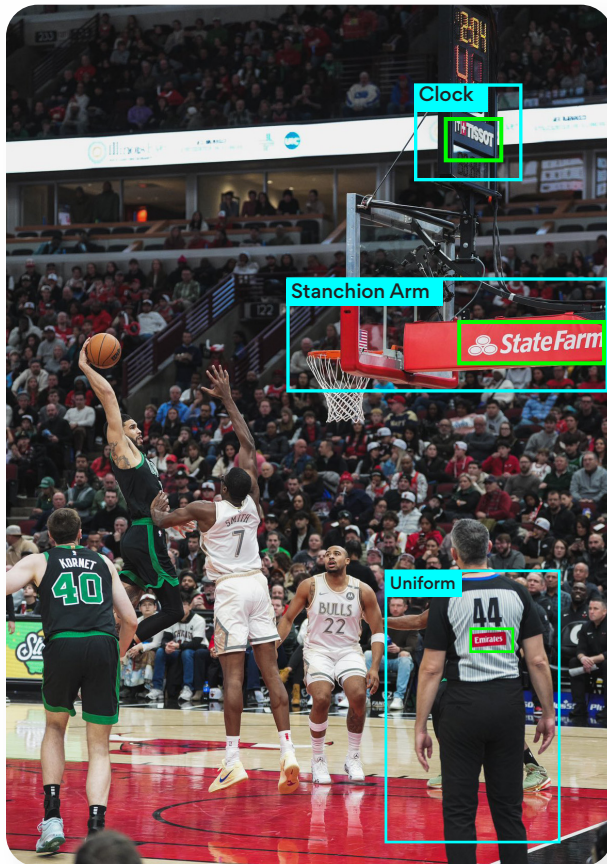
BENCHMARKING | COURT ASSET SPONSORS

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

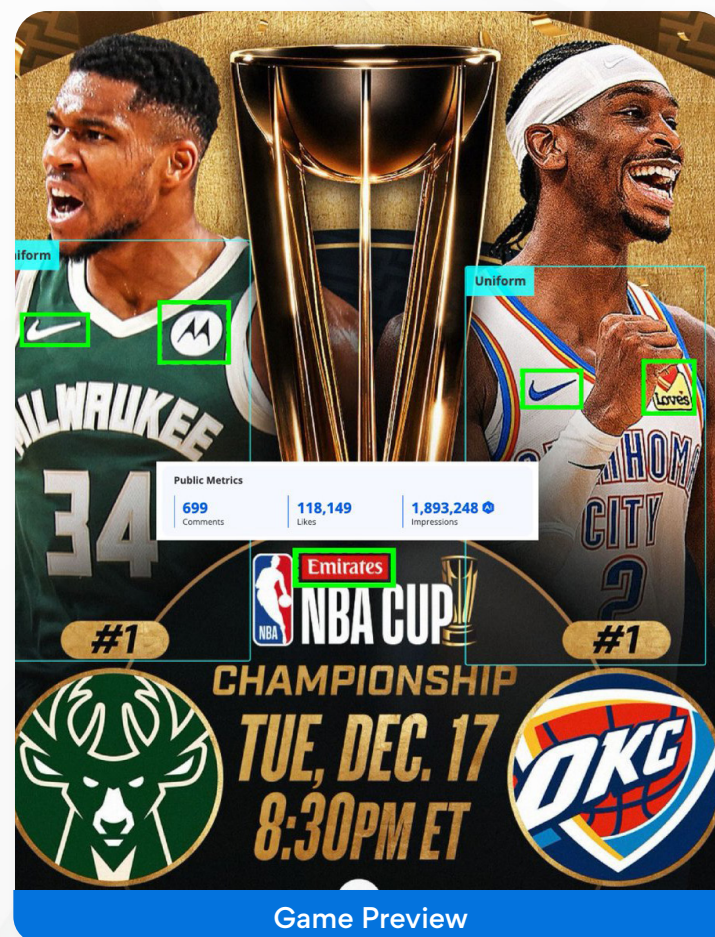


MILWAUKEE BUCKS WIN NBA CUP

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.



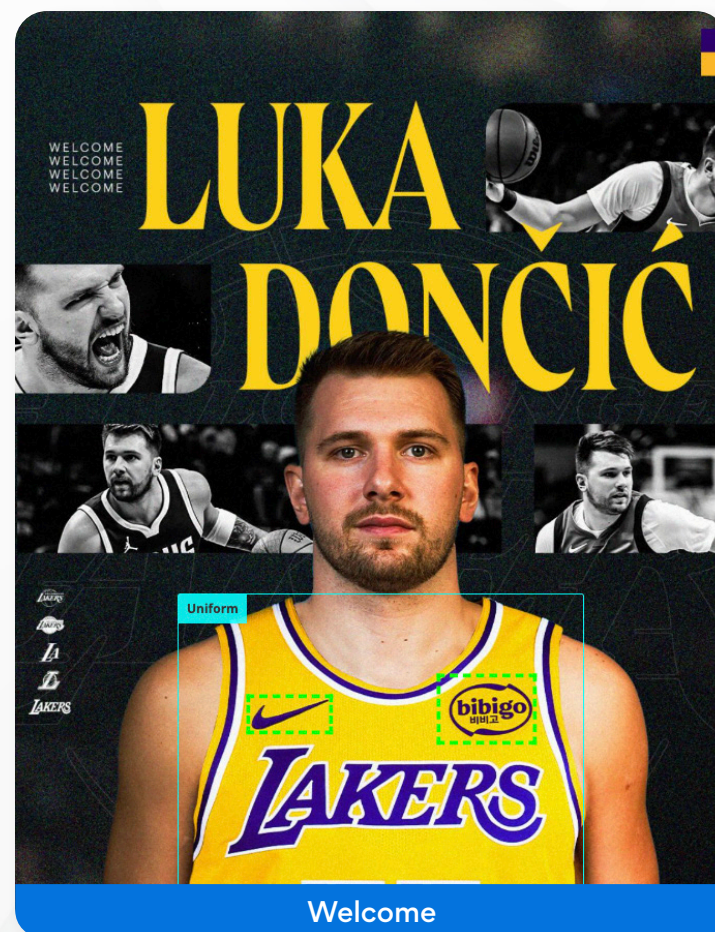
Based on NBA and Milwaukee Bucks' social media in Blinkfire from 12/10/2024-12/17/2024

LUKA DONČIĆ TRADED TO LAKERS

LA Lakers' Social Media Announcement

4.0 million**Total
Engagement****\$493,276****Bibigo
Brand Value****\$2.4 million****Total Post
Valuation****86.7 million****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		\$11.1M
2	 Indiana Pacers		\$8.2M
3	 Golden State Warriors		\$7.1M
4	 Los Angeles Lakers		\$4.9M
5	 Minnesota Timberwolves		\$3.8M

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

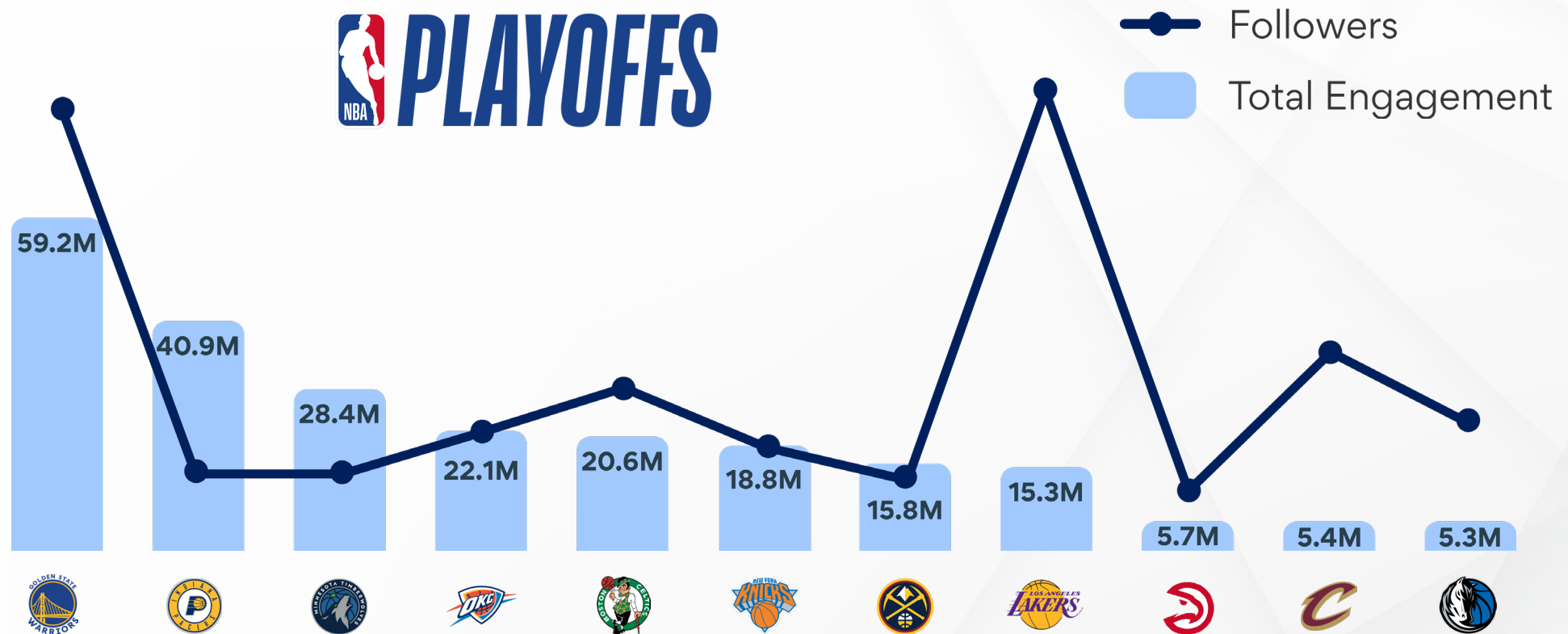
HALIBURTON'S BUZZER BEATERS

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.

