2024-25

PREMIER LEAGUE REPORT



Premier League

Blinkfire™

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The Premier League is one of the world's most-watched and influential competitions, commanding a global fanbase that spans continents and cultures. With six clubs surpassing the 100-million follower mark, and two of them exceeding 200 million, the league dominates the digital landscape not only through its teams' popularity but also through innovative content creation, fan engagement, and sponsorship activation.

This report highlights key digital trends from the 2024-25 season, featuring player and club rankings, insights into audience growth, and benchmarking against other major leagues, offering a data-driven view into what fuels the Premier League's influence.



POSTS BY PLATFORM

Although the Premier League posted less year over year, **TikTok took off**—rising from 550 posts last season to 2,500 this year. That spike showed how short-form video is driving fan engagement and sponsor value.

Video-first platforms are capturing a bigger share of attention, reflecting how fans consume content: fast, dynamic, and interactive. This style makes storytelling more compelling and brand integrations easier to track, giving teams and partners better, more engaging results.

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

	Premier League League	Premier League Teams
Facebook	-6.2%	-3.1%
Instagram	+77.9%	+9.2%
Weibo	-23.1%	-13.7%
TikTok	+364.7%	+29.7%
X	-14.1%	-14.4%
YouTube	+48.9%	+39.2%

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

LEAGUE FOLLOWER DISTRIBUTION

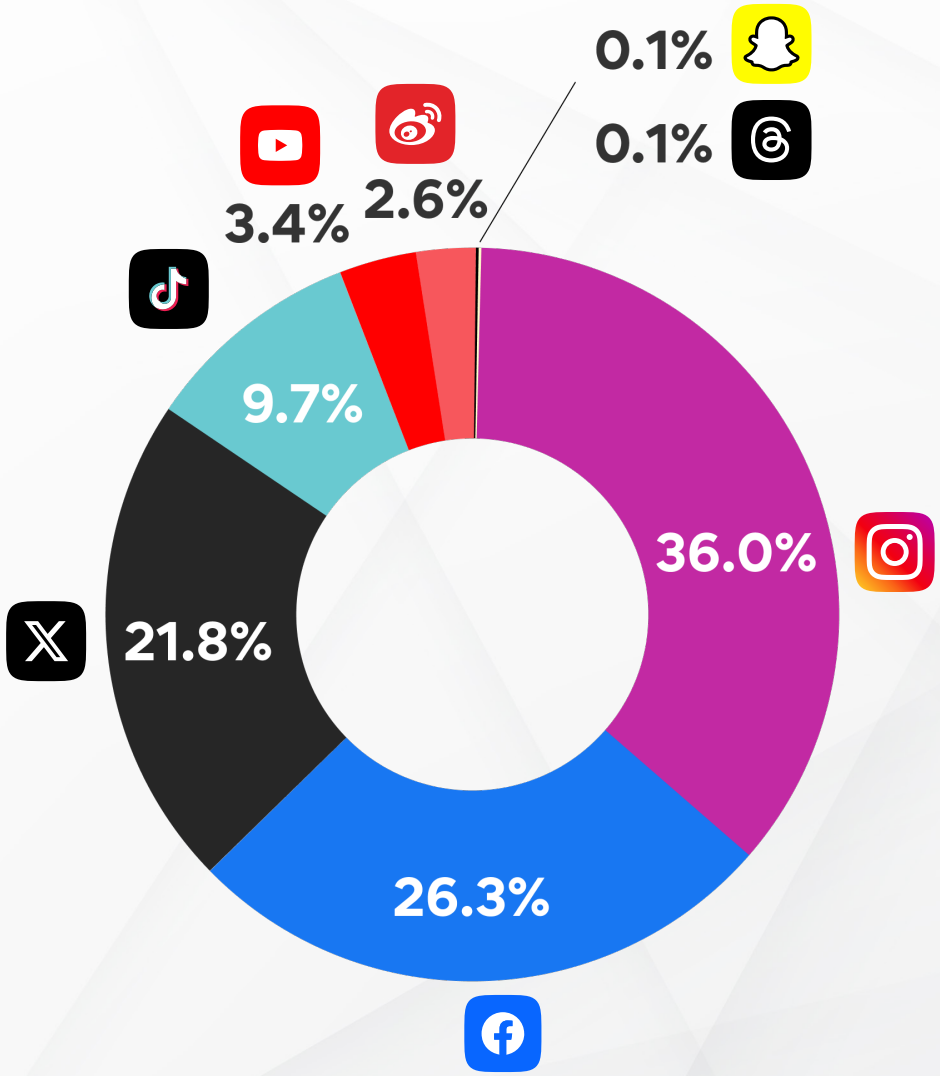
Premier League

Total Followers:
247,498,302

Every platform grew its audience compared to last season, reinforcing the Premier League's sustained global expansion.

Instagram led as the Premier League's largest community with 89 million followers, followed by Facebook (65 million) and X (53 million).

TikTok stood out as the fastest-growing platform: it jumped from 15.9 million to nearly 24 million followers in just one season, an increase of 50%. This highlighted TikTok's importance as a driver of audience growth, particularly among younger fans who prefer short-form content.



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

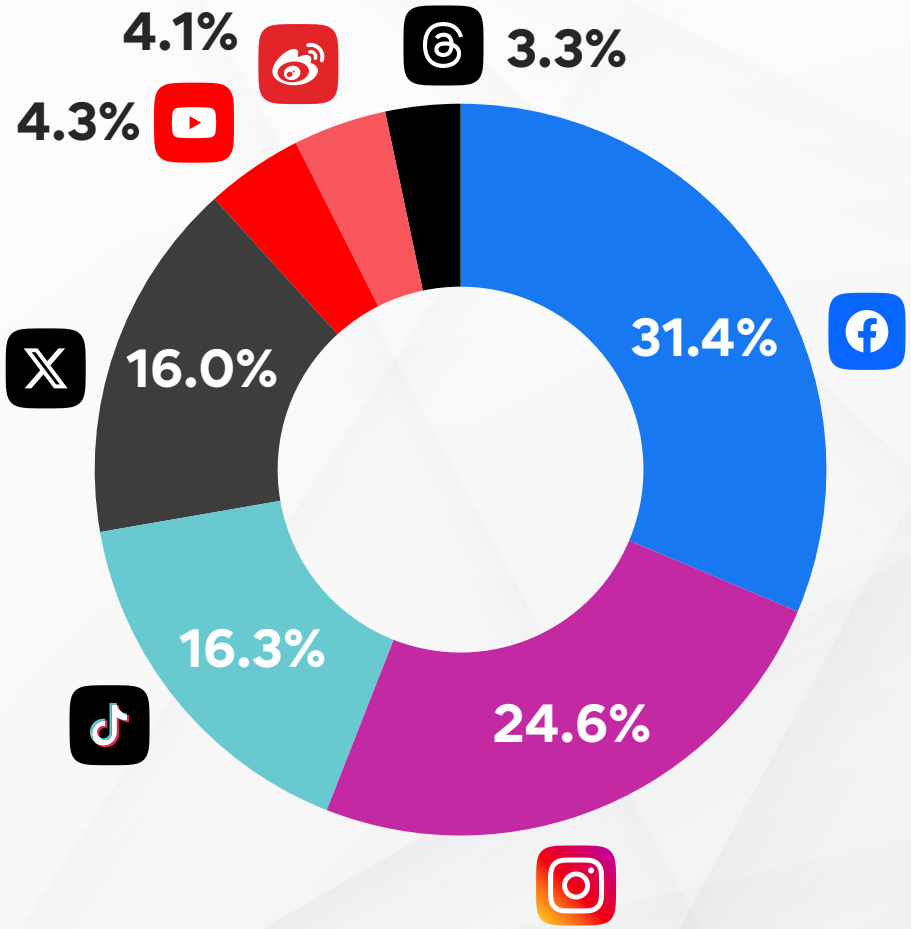
TEAM FOLLOWER DISTRIBUTION

Total Followers:
1,202,437,135

For Premier League clubs, Facebook remained the leading platform for followers, with teams amassing 376.8 million fans, well ahead of Instagram's 296 million.

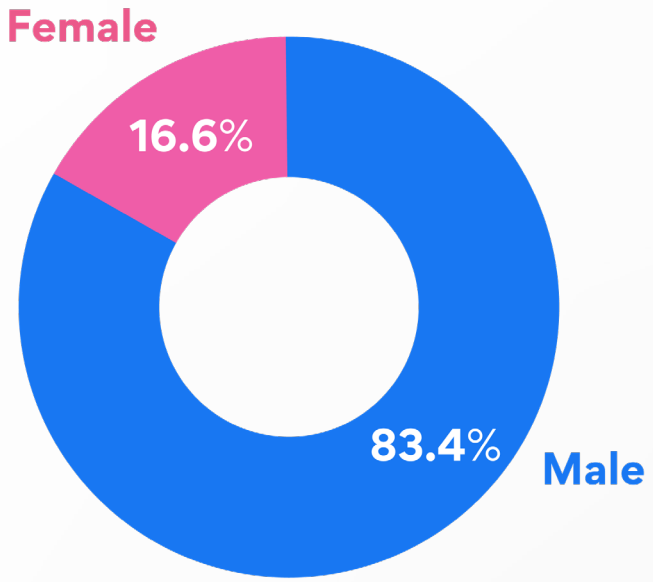
Although Threads represented the smallest share of the audience, it recorded the fastest growth, increasing by 30.1% to reach nearly 40 million followers.

TikTok followed with a 19.8% rise and now has 196 million followers, solidifying its role as a core channel for fan engagement and following.



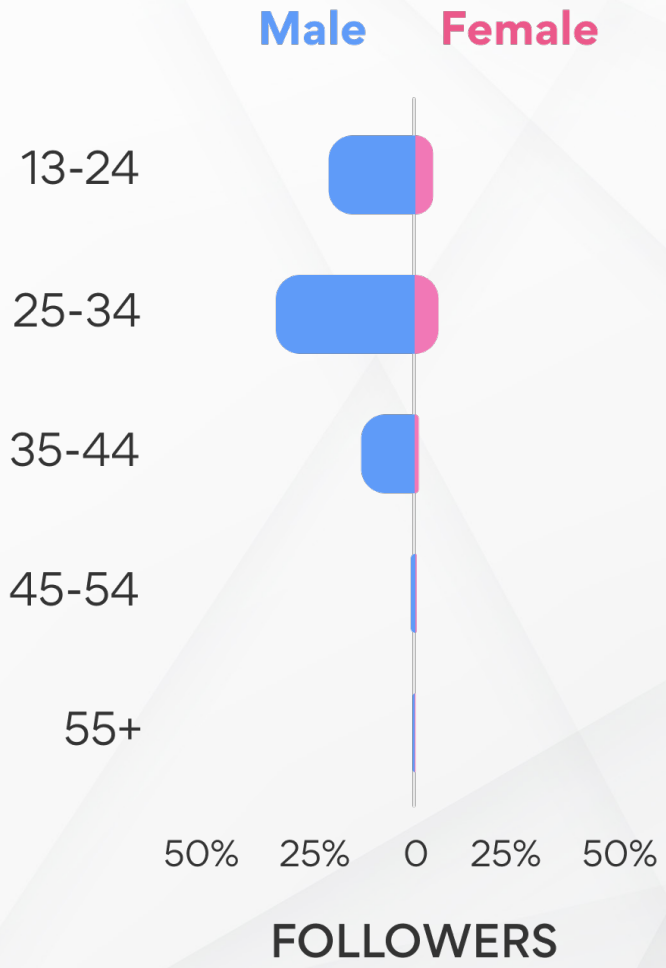
Based on Premier League teams' owned and operated data in Blinkfire from 6/30/2025

PREMIER LEAGUE TEAMS: FOLLOWER DEMOGRAPHICS



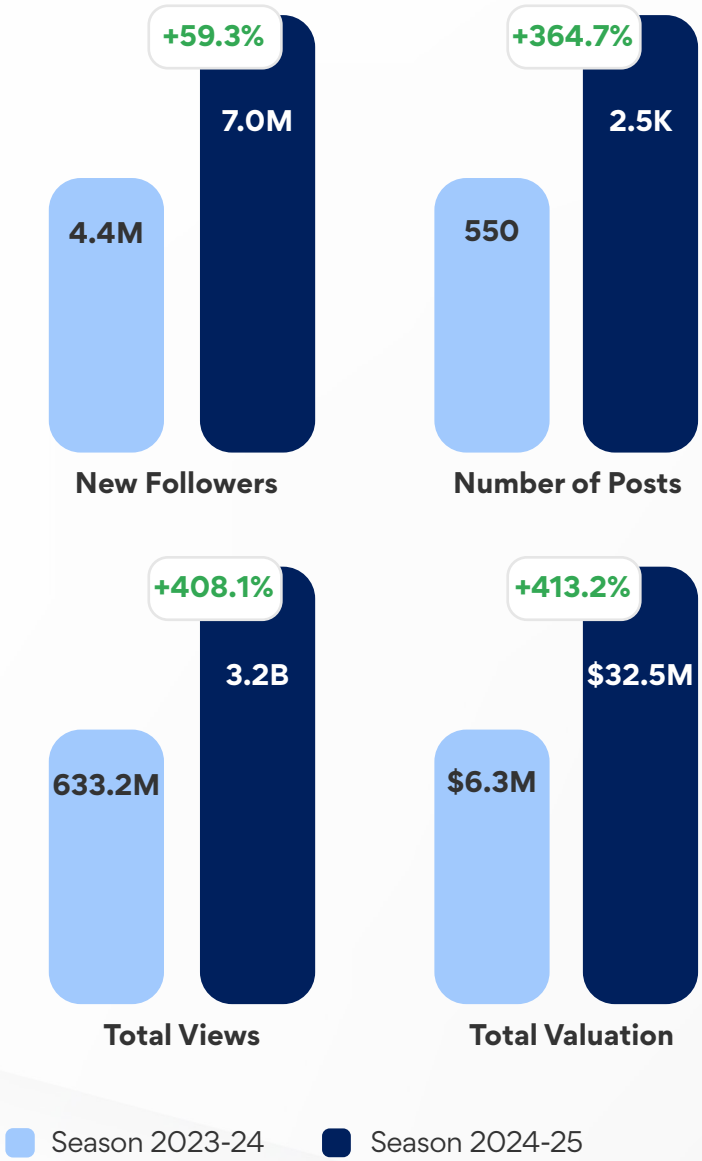
TOP AGE GROUP

25 - 34 year olds



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

PREMIER LEAGUE'S TIKTOK IMPACT



During the 2023-24 and 2024-25 seasons, the Premier League's TikTok achieved outstanding results, showing that its strategy of significantly increasing content was well-received by fans.

Posts on the Premier League's TikTok channel exceeded 2,500, a 365% increase accompanied by a 59.3% rise in followers.

TikTok's success also showed in performance metrics: views soared past 3.2 billion, up more than 400%, while channel valuation climbed fivefold to $32.5 million.

Based on Premier League TikTok data in Blinkfire from 7/1/2023-6/30/2024 vs. 7/1/2024-6/30/2025

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1	Liverpool FC	**1.7B**
2	Manchester City	**1.2B**
3	Manchester United	**1.1B**
4	Chelsea FC	**903.8M**
5	Arsenal FC	**563.9M**
6	Tottenham Hotspur	**369.9M**
7	Aston Villa	**134.2M**
8	Newcastle United	**131.5M**
9	West Ham United	**85.4M**
10	Leicester City	**57.4M**

TOTAL VIDEO VIEWS

1	Liverpool FC	**13.7B**
2	Manchester City	**12.8B**
3	Manchester United	**7.3B**
4	Chelsea FC	**5.2B**
5	Arsenal FC	**4.4B**
6	Tottenham Hotspur	**3.6B**
7	Newcastle United	**1.4B**
8	Aston Villa	**1.2B**
9	West Ham	**795.9M**
10	Wolverhampton	**563.4M**

Based on Premier League 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	Chelsea FC	**39.7K**
2	Arsenal FC	**32.5K**
3	Manchester United	**25.9K**
4	Liverpool FC	**23.7K**
5	Manchester City	**19.2K**
6	Newcastle United	**8.8K**
7	Tottenham Hotspur	**7.4K**
8	Wolverhampton	**6.1K**
9	AFC Bournemouth	**6.1K**
10	Aston Villa	**5.7K**

AVERAGE VIDEO VIEWS PER POST

1	Manchester City	**774.9K**
2	Chelsea FC	**742.8K**
3	Manchester United	**691.9K**
4	Liverpool FC	**623.3K**
5	Arsenal FC	**613.5K**
6	Newcastle United	**347.2K**
7	Tottenham Hotspur	**241.9K**
8	Wolverhampton	**240.3K**
9	Aston Villa	**222.4K**
10	AFC Bournemouth	**166.0K**

Based on Premier League 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 | **OVERALL FOLLOWER GROWTH**

Topping the list in overall follower growth was Ipswich Town, a club relegated to the Championship. While a smaller fanbase makes increases more noticeable, it also shows the importance of consistent work from communication and social media teams.

Ipswich also saw success on Instagram, TikTok, and X with the highest follower growth for those three platforms. Brentford FC saw the largest follower moves on Facebook and Threads.

	TEAM	% GROWTH
1	**Ipswich Town**	**31.9%**
2	AFC Bournemouth	**28.0%**
3	Newcastle United	**24.5%**
4	Nottingham Forest	**23.9%**
5	Brentford FC	**22.9%**

Based on Premier League 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	**Brentford FC**	**33.5%**
2	Nottingham Forest	**31.9%**
3	AFC Bournemouth	**28.9%**
4	Ipswich Town	**26.5%**
5	Fulham FC	**19.7%**

INSTAGRAM

	TEAM	% GROWTH
1	**Ipswich Town**	**25.8%**
2	Nottingham Forest	**20.5%**
3	AFC Bournemouth	**19.8%**
4	Brentford FC	**15.9%**
5	Newcastle United	**14.2%**

Based on Premier League 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	Crystal Palace	33.7%
2	Nottingham Forest	12.8%
3	West Ham United	11.2%
4	Leicester City	8.1%
5	Aston Villa	7.8%

THREADS

	TEAM	% GROWTH
1	Brentford FC	49.8%
2	Aston Villa	38.5%
3	AFC Bournemouth	37.8%
4	Nottingham Forest	37.2%
5	Crystal Palace	35.8%

Based on Premier League 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	**Ipswich Town**	**87.0%**
2	Newcastle United	**70.6%**
3	AFC Bournemouth	**46.2%**
4	Crystal Palace	**38.5%**
5	Arsenal FC	**34.7%**

X

	TEAM	% GROWTH
1	**Ipswich Town**	**6.8%**
2	Brighton & Hove Albion	**6.0%**
3	Brentford FC	**4.4%**
4	Nottingham Forest	**4.3%**
5	Manchester City	**3.4%**

Based on Premier League 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	**Nottingham Forest**	**37.4%**
2	AFC Bournemouth	**32.9%**
3	Aston Villa	**30.2%**
4	Newcastle United	**28.0%**
5	Brentford FC	**25.2%**

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

BENCHMARKING | **LEAGUES**

TOTAL ENGAGEMENT

1	NBA	**2.3B**
2	Champions League	**2.2B**
3	**Premier League**	**1.9B**
4	NFL	**1.8B**
5	LALIGA EA SPORT	**1.2B**
6	UFC	**1.1B**
7	MLB	**926.2M**
8	Ligue 1 McDonald's	**323.5M**
9	NHL	**309.0M**
10	Bundesliga	**303.4M**

TOTAL VIDEO VIEWS

1	Champions League	**28.5B**
2	NBA	**26.4B**
3	NFL	**23.3B**
4	UFC	**16.4B**
5	**Premier League**	**16.0B**
6	LALIGA EA SPORT	**13.5B**
7	MLB	**11.5B**
8	Bundesliga	**5.6B**
9	Ligue 1 McDonald's	**5.6B**
10	NHL	**4.3B**

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

BENCHMARKING | **LEAGUES**

TOTAL VALUATION		
1	NBA	**$1.4B**
2	Champions League	**$1.1B**
3	**Premier League**	**$1.0B**
4	NFL	**$996.0M**
5	UFC	**$716.3M**
6	LALIGA EA SPORT	**$692.4M**
7	MLB	**$584.1M**
8	NHL	**$187.4M**
9	Bundesliga	**$181.5M**
10	Kings League Spain	**$179.8M**

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

TOP 10 PLAYERS | TIKTOK

	NAME	MEDIA VALUE	ENGAGEMENT	ENGAGEMENT-TO-FOLLOWER RATIO	FOLLOWERS ▼
1	Richarlison	$816.1K	8.4M	0.8	10.6M
2	Alejandro Garnacho	$11.7K	1.2M	0.2	6.3M
3	Phil Foden	$91.6K	598.2K	0.1	5.9M
4	Jack Grealish	$61.0K	127.9K	0.02	5.5M
5	Emiliano Martínez	$79.7K	856.4K	0.2	3.7M
6	Mason Mount	$11.0K	34.6K	0.01	3.6M
7	João Félix	$90.0K	877.5K	0.2	3.5M
8	Cole Palmer	$987.1K	11.3M	3.5	3.2M
9	Marcus Rashford	$120.8K	882.2K	0.3	3.1M
10	Harry Maguire	$22.0K	165.6K	0.1	3.0M

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

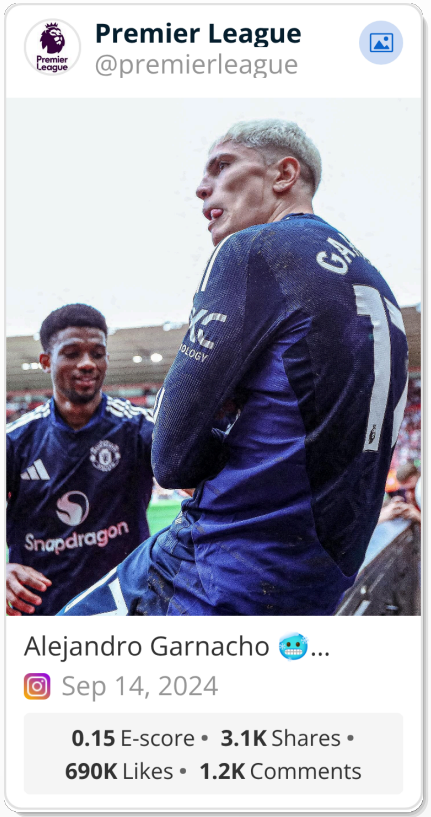
TOP 10 PLAYERS | INSTAGRAM

	NAME	MEDIA VALUE	ENGAGEMENT	ENGAGEMENT-TO-FOLLOWER RATIO	FOLLOWERS ▼
1	Mo Salah	$48.9M	81.3M	1.2	65.2M
2	Erling Haaland	$45.5M	75.4M	2.0	38.0M
3	Gabriel Jesus	$3.3M	5.5M	0.2	22.4M
4	Casemiro	$13.4M	21.6M	1.0	22.3M
5	Richarlison	$21.6M	35.4M	1.6	21.7M
6	Marcus Rashford	$17.2M	28.4M	1.7	17.2M
7	Virgil van Dijk	$25.9M	42.3M	2.6	16.4M
8	Heung-Min Son	$14.8M	24.7M	1.7	14.5M
9	Emiliano Martínez	$36.3M	59.9M	4.2	14.3M
10	João Félix	$17.7M	28.3M	2.2	12.9M

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

TOP 10 BRANDS BY VALUATION

Nike claimed the top spot, showcasing the power of its role as both the league's official sponsor and kit provider for four clubs. **Adidas** followed closely behind, as the brand is the kit supplier for seven teams.



Rounding out the top three is **Standard Chartered**, whose front-of-jersey deal with Liverpool, one of the league's most celebrated clubs and 2024- 25 champion, delivered massive value. The seven front-of-jersey, sleeve and training partner brands on this list emphasize the global value that kit sponsors receive along with other prominent assets like adboards and step & repeats.

★ Brand		Valuation
1	Nike	$4.5B
2	adidas	$2.7B
3	standard chartered	$1.0B
4	PUMA	$921.0M
5	Emirates FLY BETTER	$789.9M
6	الاتحاد ETIHAD	$773.1M
7	Expedia	$674.3M
8	Snapdragon	$475.3M
9	AXA	$373.0M
10	DXC TECHNOLOGY	$326.2M

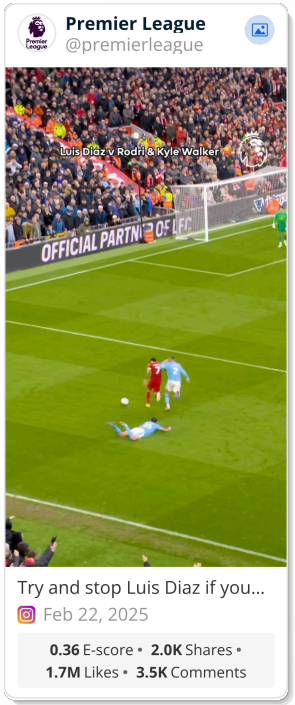
Based on Premier League and teams' owned and earned social data in Blinkfire from 7/1/2024-6/30/2025

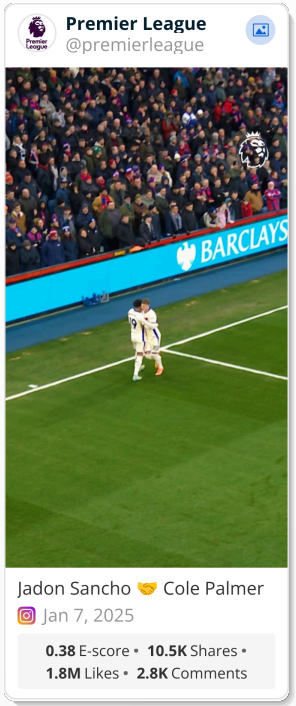
BENCHMARKING | **GROUND ADBOARD SPONSORS**

	Brand	Asset	Total Valuation
1		Ground Adboard	**$230.7M**
2		Ground Adboard	**$160.3M**
3	betway	Ground Adboard	**$97.8M**
4	standard chartered	Ground Adboard	**$98.6M**
5	bet365	Ground Adboard	**$55.8M**
6	Emirates FLY BETTER	Ground Adboard	**$84.4M**
7	BARCLAYS	Ground Adboard	**$44.3M**
8	AXA	Ground Adboard	**$57.8M**
9	Expedia	Ground Adboard	**$53.6M**
10	PUMA	Ground Adboard	**$42.7M**

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

BENCHMARKING: GROUND ADBOARD SPONSORS







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 **marketing@blinkfire.com** or visit **www.blinkfire.com**.

