2024-25

PREMIER LEAGUE REPORT







TABLE OF CONTENTS



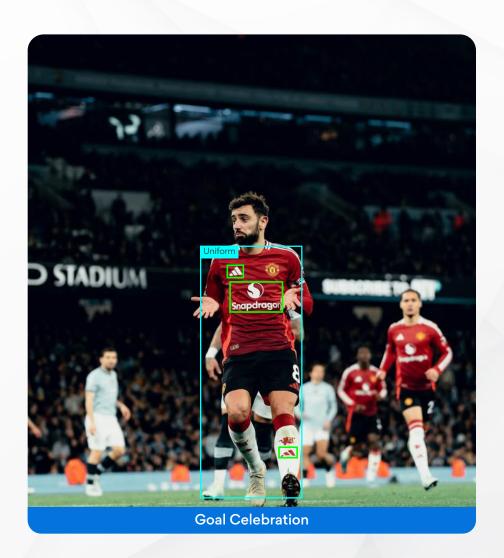
INTRODUCTION	2	SPONSORSHIP	
SOCIAL DATA		Overall Brands	19
Posts by Platform	3	Ground Adboard Sponsors	20-21
Follower Distribution	4-5	ABOUT BLINKFIRE	22
Follower Demographics	6		
Premier League's TikTok	7		
Social Performance	8-9		
Follower Growth	10-14		
BENCHMARKING			
Leagues	15-16		
Top Players	17-18		

INTRODUCTION



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
ß	-6.2%	-3.1%
0	+77.9%	+9.2%
6	-23.1%	-13.7%
4	+364.7%	+29.7%
X	-14.1%	-14.4%
	+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



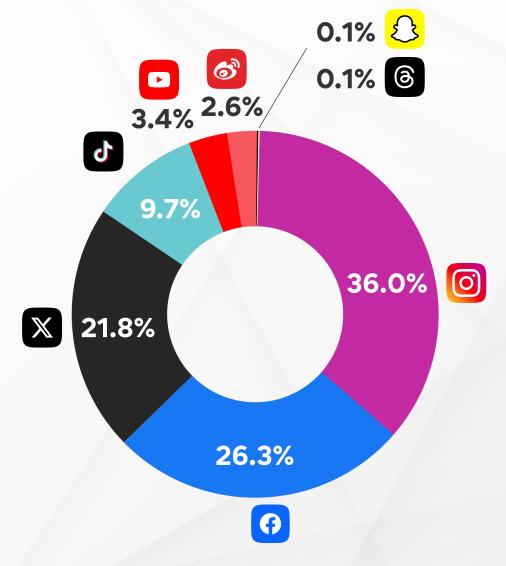
Total Followers:

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

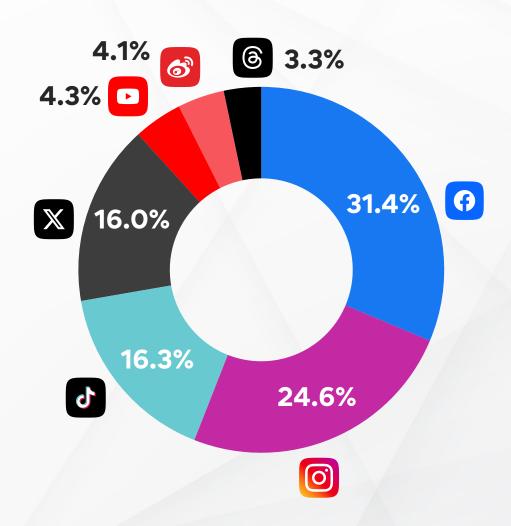
Total Followers:

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.

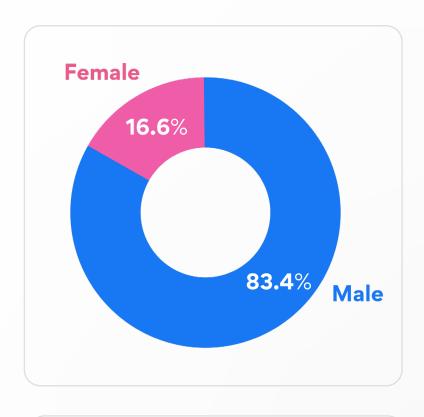
TikTok followed with a 19.8% rise and now has 196 million followers, solidifying its role as a core channel for fan engagement and following.



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

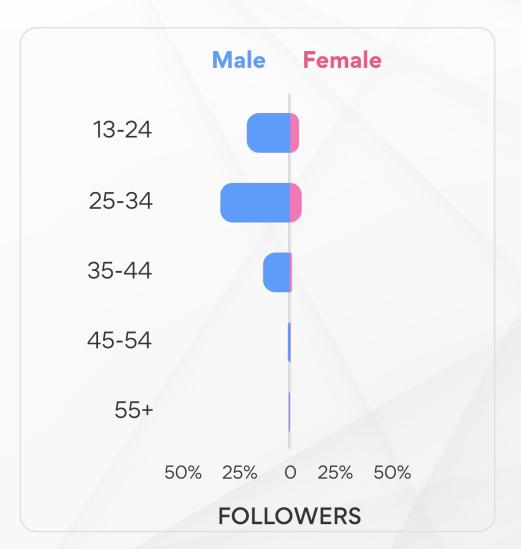


PREMIER LEAGUE TEAMS: FOLLOWER DEMOGRAPHICS



TOP AGE GROUP

25 - 34 year olds

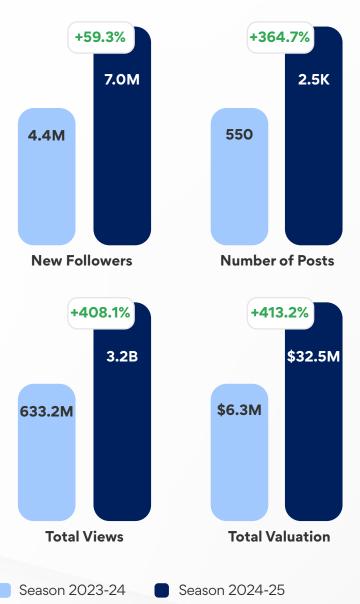


Based on Premier League teams' owned and operated data in Blinkfire from 6/30/2025



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

Т	TOTAL ENGAGEMEN		
1.7 B	Liverpool FC	LEC	1
1.2B	Manchester City	CITY	2
1.1B	Manchester United		3
903.8M	Chelsea FC		4
563.9M	Arsenal FC	Arsenal	5
369.9M	Tottenham Hotspur	TOTALIAN MOTEORIE	6
134.2M	Aston Villa	Anna vast	7
131.5M	Newcastle United		8
85.4M	West Ham United	WEST HAM ONITED	9
57.4M	Leicester City	TESTER CO	10

	TOTAL VIDEO VIEWS				
1	LFC	Liverpool FC	13.7B		
2	ACHEST OF CITY	Manchester City	12.8B		
3		Manchester United	7.3B		
4		Chelsea FC	5.2B		
5	Arsenal	Arsenal FC	4.4B		
6	TOTINUTE SECTION	Tottenham Hotspur	3.6B		
7		Newcastle United	1.4B		
8	Separate Sep	Aston Villa	1.2B		
9	WEST HAM UNITED TO THE PROPERTY OF THE PROPERT	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

ı	AVERAGE ENGAGEMENT PER POST			
1		Chelsea FC	39.7K	
2	Arsenal	Arsenal FC	32.5K	
3		Manchester United	25.9 K	
4	LFC	Liverpool FC	23.7 K	
5	CITY OF THE STATE	Manchester City	19.2K	
6		Newcastle United	8.8K	
7	TOTTO BUTTON THE PROPERTY OF T	Tottenham Hotspur	7.4 K	
8		Wolverhampton	6.1 K	
9	8	AFC Bournemouth	6.1K	
10		Aston Villa	5.7 K	

	AVERAGE VIDEO VIEWS PER POST		
1	CITY	Manchester City	774.9K
2	CHELSTE STATE OF THE STATE OF T	Chelsea FC	742.8 K
3		Manchester United	691.9K
4	LFC	Liverpool FC	623.3K
5	Arsenal	Arsenal FC	613.5K
6		Newcastle United	347.2K
7	TOT INNUM HOTSHIP	Tottenham Hotspur	241.9K
8		Wolverhampton	240.3K
9	Conversity .	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	ITSWICK TOWN	Ipswich Town	31.9%
2	AFC BOURNEMOUTH	AFC Bournemouth	28.0%
3		Newcastle United	24.5%
4	FOREST	Nottingham Forest	23.9%
5	NITO OF THE COLUMN TO THE COLU	Brentford FC	22.9%

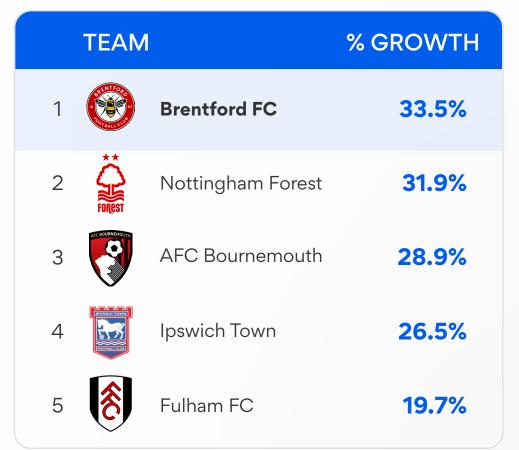
Based on Premier League teams' owned and operated data in Blinkfire from 7/1/2024-6/30/2025 across Facebook, Instagram, Threads, TikTok, Sina Weibo, X, and YouTube



TEAMS | FOLLOWER GROWTH



FACEBOOK





	TEAM		% GROWTH
1	IPANICATONNA TOTALICATION TO	lpswich Town	25.8%
2	FOREST	Nottingham Forest	20.5%
3	AFE BOURNEMOUTH	AFC Bournemouth	19.8%
4	SENT COLOR	Brentford FC	15.9%
5	MICHIELINIA	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	Brentford FC	49.8%
2	Aston Villa	38.5%
3	AFC Bournemouth	37.8%
4 FOREST	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





-	ГЕАМ		% GROWTH
1	PSWICK TOWN TOTTAKE CLUI	lpswich Town	87.0%
2	WITCHILL LATIN	Newcastle United	70.6%
3	AFC BOURNEMOUTH	AFC Bournemouth	46.2%
4		Crystal Palace	38.5%
5	Arsenal	Arsenal FC	34.7%

TEAN	И % G	ROWTH
1	Ipswich Town	6.8%
2	Brighton & Hove Albion	6.0%
3	Brentford FC	4.4%
4 FOREST	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



	TEAM		% GROWTH
1	FOREST	Nottingham Forest	37.4%
2	ANC BOURNEMOUTH	AFC Bournemouth	32.9%
3	15 TON VILLA	Aston Villa	30.2%
4		Newcastle United	28.0%
5	SENTTOPO SOZIALLOUS	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	Champions League	2.2B		
3 Premie	Premier League	1.9B		
4 NFL	NFL	1.8B		
5 LALIGA	LALIGA EA SPORT	1.2B		
6 UFC	UFC	1.1B		
7	MLB	926.2M		
8 LIGUE M	Ligue 1 McDonald's	323.5M		
9	NHL	309.0M		
10 Jundesliga	Bundesliga	303.4M		

TOTAL VIDEO VIEWS			
1 CHAMI	Champions League	28.5B	
2	NBA	26.4B	
3	NFL	23.3B	
4 Ui	E UFC	16.4B	
5 6 C	Premier League	16.0B	
6 LALIC	LALIGA EA SPORT	13.5B	
7	MLB	11.5B	
8 J	Bundesliga	5.6B	
9 LIG	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 cham	Champions League	\$1.1B	
3 🚳	Premier League	\$1.0B	
4	NFL	\$996.0M	
5 U i	FE UFC	\$716.3M	
6 LALI	LALIGA EA SPORT	\$692.4M	
7	MLB	\$584.1M	
8	NHL	\$187.4M	
9 J	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

BENCHMARKING | PREMIER LEAGUE



TOP 10 PLAYERS | & TIKTOK -



NAME	MEDIA VALUE	ENGAGEMENT	ENGAGEMENT-TO- FOLLOWER RATIO	FOLLOWERS •
1 (a) 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 P Marcus Rashford	\$120.8K	882.2K	0.3	3.1M
10 A 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

BENCHMARKING | PREMIER LEAGUE





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 Pabriel Jesus	\$3.3M	5.5M	0.2	22.4M
4 Casemiro	\$13.4M	21.6M	1.0	22.3M
5 Picharlison	\$21.6M	35.4M	1.6	21.7M
6 P Marcus Rashford	\$17.2M	28.4M	1.7	17.2M
7 🎒 Virgil van Dijk	\$25.9M	42.3M	2.6	16.4M
8 Peung-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

SPONSORSHIP | PREMIER LEAGUE

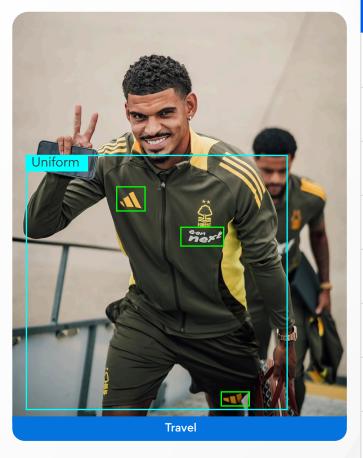


TOP 10 BRANDS BY VALUATION

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		\$4.5B
2		\$2.7B
3	standard chartered	\$1.0B
4	PUMA.	\$921.0M
5	Emirates FLY BETTER	\$789.9M
6	الإنجاد ETIHAD	\$773.1M
7	Expedia	\$674.3M
8	S napdragon	\$475.3M
9	AXA	\$373.0M
10	TECHNOLOGY	\$326.2M

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

SPONSORSHIP | PREMIER LEAGUE



BENCHMARKING | GROUND ADBOARD SPONSORS

	Brand	Asset	Total Valuation
1		Ground Adboard	\$230.7M
2	_11	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

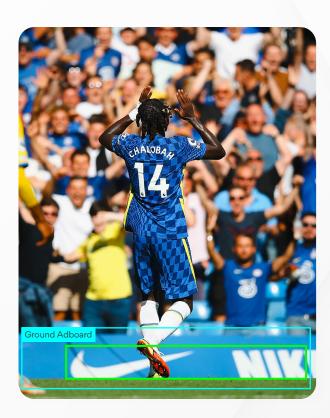
Based on Premier League and teams' owned and earned social media data in Blinkfire from 7/1/2024-6/30/2025

SPONSORSHIP | PREMIER LEAGUE



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**.









