2024

INSIGHTS REPORT

Blinkfire™

TABLE OF CONTENTS

INTRODUCTION 3

SOCIAL DATA

Performance 4

Trends 5

Ad Rates 6-7

Benchmarking 8-21

SPONSORSHIP

Top 10 Brands by Engagement 22-33

Activations We Love 34-35

LEAGUE HIGHLIGHTS

NBA 36-37

WNBA 38

NFL 39-40

NHL 41

NWSL 42

MLB 43

LALIGA 44

2024 Paris 45

SPORTS MOMENTS

The Caitlin Clark Effect 46

Alex Morgan & Shohei Ohtani 47

Kylian Mbappé & Scottie Scheffler 48

Carlos Alcaraz & Jannik Sinner 49

Rodrigo Hernández & Aitana Bonmatí 50

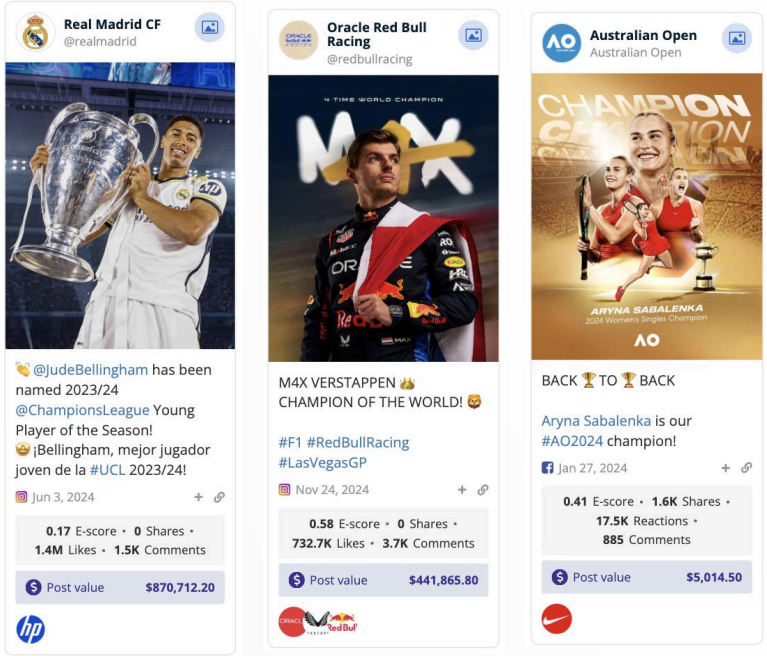
Tadej Pogačar & Beatrice Chebet 51

INTRODUCTION

In 2024, sports, entertainment, and social media redefined how brands, athletes, and creators engage with audiences, leaving a lasting footprint on culture and branding. At Blinkfire, we processed more than 52.5 million posts and **our computer vision and AI technology spotted 29.8 million logos.** We also launched two new products, continuing to provide customers with the most accurate, comprehensive, and innovative sponsorship reporting tools.

This report dives into the data and stories that shaped 2024, unpacking top ten brand leaders, asset benchmarking, and the creativity behind viral campaigns, offering a view of a year where the boundaries of social media in sports and entertainment were boldly pushed.

From ad rates that reflect the demand and popularity of Instagram, Facebook, and X to the emergence of powerhouse brands dominating engagement charts across a wide range of sports, we touched upon the data and valuations that organizations can trust. Across fields, courts, and tracks, we saw the rise of influencer-driven narratives, breakthrough brand activations, and unforgettable sports moments. Dive into the data with us as we all prepare for the new year.



POSTS BY PLATFORM

	2020 vs 2021	2021 vs 2022	2022 vs 2023	2023 vs 2024
Facebook	+11.7%	+11.8%	+11.2%	+5.2%
Instagram	+40.6%	+24.1%	+27.4%	+21.4%
Threads	--	--	--	+629.8%
TikTok	+269.3%	+192.6%	+114.6%	+53.6%
X	+9.5%	+7.4%	-0.6%	-18.2%
YouTube	+36.5%	+39.1%	+43.8%	+27.9%

The number of posts doesn't necessarily reflect performance, but it is an indicator of which platform is more focused on real-time content. While X remains the social network with the most posts, a decreasing trend has been observed since last year—posts have dropped by more than 18% in 2024. The political implications surrounding Elon Musk have led some users, including media outlets and brands, to abandon the platform. On the other hand, **Threads has experienced continuous growth since its launch in the summer of 2023. Posts have increased by 629%** compared to its first year, which makes sense as many users have joined throughout this year.

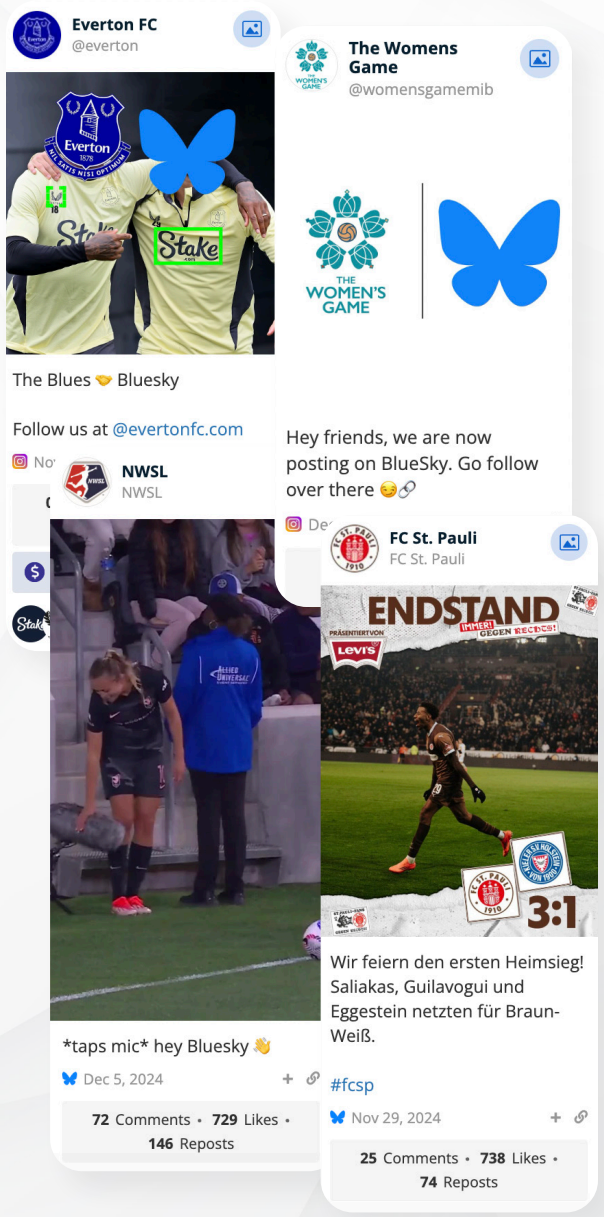
Based on date in Blinkfire from 1/1 - 11/15 from 2020 - 2024

BLUESKY

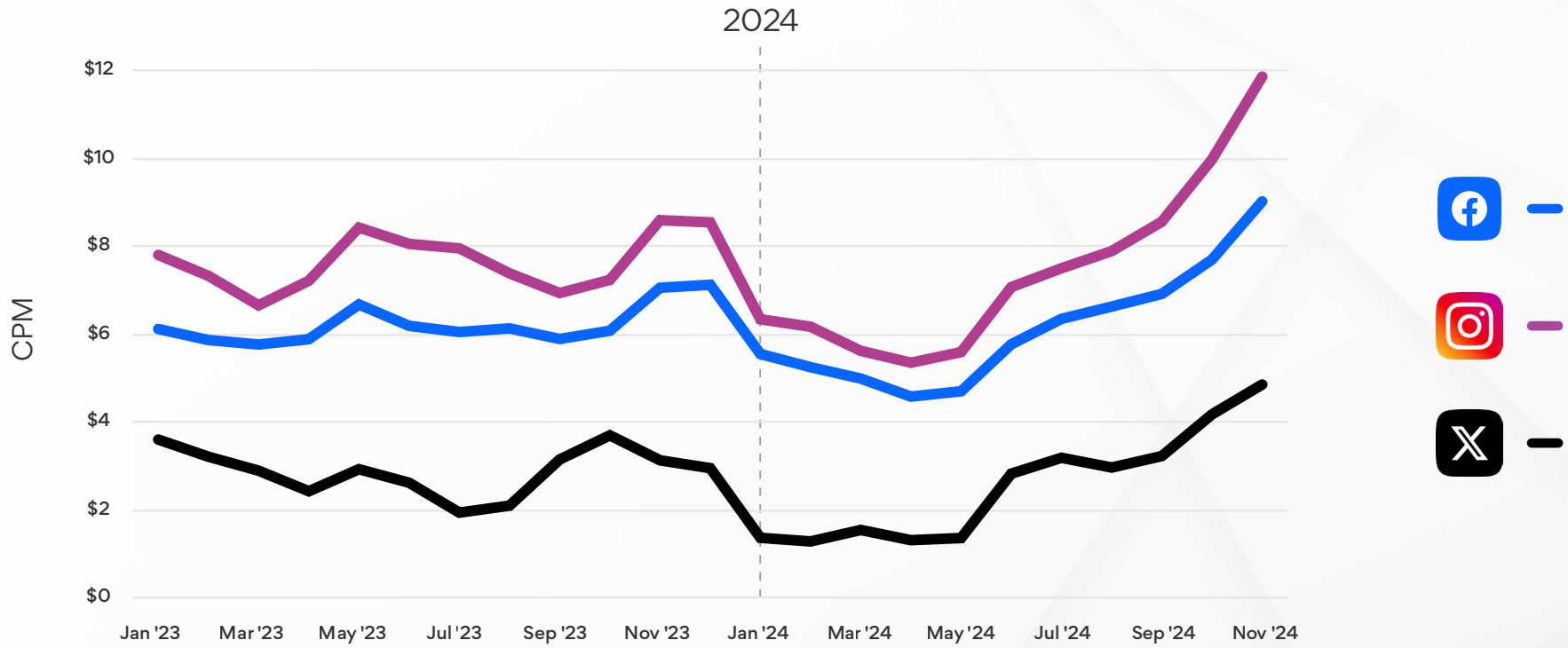
Bluesky, the decentralized social media platform, is gaining momentum in the sports and entertainment world as teams, leagues, media companies, and creators seek alternatives to traditional platforms. **This uptick coincides with a noticeable decline in activity on X (formerly Twitter), where posts in 2024 dropped 18% compared to 2023, and engagements fell by 13.5%.** As trust in X wanes, Bluesky's user-centric, community-driven approach offers an attractive option for sports and entertainment organizations looking to connect with fans in a more dynamic and decentralized space.

Several teams, like German football club St. Pauli, have embraced Bluesky exclusively, deactivating their accounts on X. This bold move signals a shift in strategy as teams explore platforms better aligned with their values and fan engagement goals. By joining Bluesky, these organizations tap into a growing ecosystem of fans eager for new ways to interact with their favorite teams and players, away from the noise and controversy surrounding traditional platforms.

To announce their presence on Bluesky, many teams are leveraging their existing audiences on Facebook and Instagram. These platforms are being used to drive traffic to their new Bluesky pages, encouraging fans to follow and engage. The success of this strategy reflects the growing appeal of Bluesky as an emerging hub for sports and entertainment content, positioning itself as a fresh alternative in the ever-evolving social media landscape.



US CPM AD RATES



In November, Instagram, Facebook, and X reported their highest CPM ad rates in two years, marking a steady recovery since their lows earlier in 2024. All three platforms have seen a consistent rise in ad rates since May, with X rebounding significantly after hitting a 23-month low in February of this year.

Despite these gains, the 2024 average CPM for each platform remains below last year's levels, with Instagram at $7.45 (down 3.1%), Facebook at $6.13 (down 1.7%), and X at $2.55 (down 13.1%). **Instagram continues to lead in CPM rates,** reflecting its value as a premium advertising platform, while Facebook's stable rise highlights its audience reach. X remains the most volatile, showing progress but struggling to fully regain advertiser trust after its earlier challenges.

US CPM AD RATES BY PLATFORM



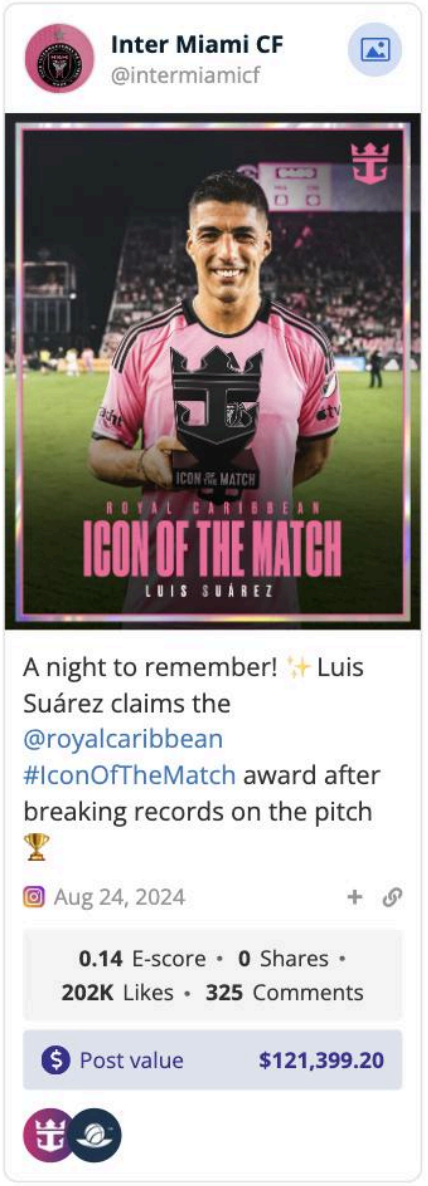
2023 2024

X's ad revenue faced substantial challenges following Elon Musk's acquisition last year and into 2024, with the platform's average monthly CPM hitting a 23-month low in February. Since then, **X has experienced a remarkable 280%** rebound in rates. Facebook and Instagram reached their lowest monthly CPM in April but has since recovered by 112% and 122%, respectively.

Blinkfire Benchmarking has provided a robust analysis of uniform and in-stadium assets across major sports leagues, including MLB, MLS, NBA, NFL, NHL, and LALIGA. For uniform assets, metrics such as impressions and engagements were measured for jersey patches and front-of-jersey sponsors. Top performers like Real Madrid and Inter Miami CF demonstrated the global appeal of their brand partnerships, generating billions of impressions through their iconic sponsorships. Similarly, the NBA's Golden State Warriors and Los Angeles Lakers showcased the power of high-profile jersey sponsorships, leading their league.

For in-stadium assets, Blinkfire's analysis highlighted the impact of strategic placement for assets such as dasher boards, outfield walls, and stanchion pole pads. These assets consistently drove high levels of impressions, with MLB outfield walls and NHL dasher boards ranking among the most visible. The NBA's court-side press tables and stanchion arm placements also were valuable real estate for brands looking to maximize their exposure during televised games and viral highlights. **Through benchmarking, leagues and teams can now better understand the relative performance of these assets,** enabling them to fine-tune sponsorship packages and optimize revenue opportunities.

This data-driven approach provides rights holders and sponsors with transparency, equipping them to evaluate sponsorship ROI and make informed decisions. By aggregating and comparing performance metrics across multiple leagues, Blinkfire has established a comprehensive framework that not only measures success but also sets industry standards for sponsorship effectiveness.



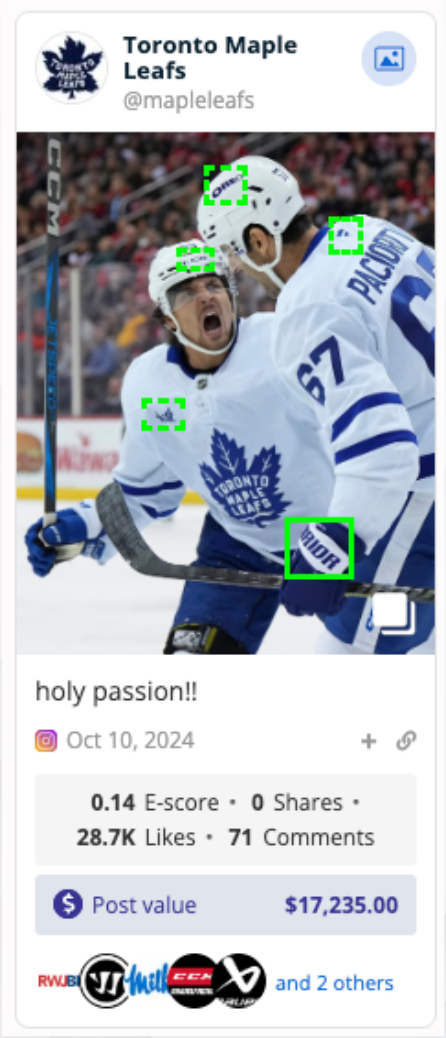
TOP 10 BRANDS | **IN-STADIUM ASSETS**



	BRAND	ASSET	TOTAL IMPRESSIONS
1	State Farm	Stanchion Arm	**19.9B**
2	KIA	Stanchion Pole Pad	**8.4B**
3	Michelob ULTRA	Court-End	**5.8B**
4	coinbase	Stanchion Pole Pad	**3.4B**
5	FANDUEL	Court-End	**1.9B**
6	State Farm	Press Table	**1.4B**
7	crypto.com	On-Court	**1.3B**
8	CHASE	On-Court	**1.2B**
9	betway	Court-End	**1.1B**
10	Michelob ULTRA	Mezzanine Adboard	**831.8M**

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube

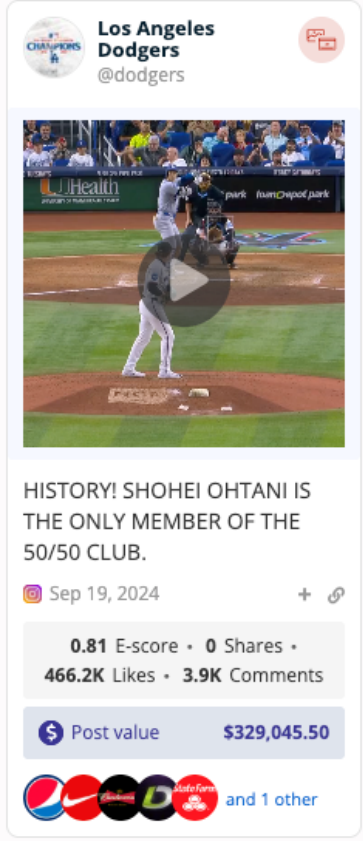
TOP 10 BRANDS | **IN-STADIUM ASSETS**



	BRAND	ASSET	TOTAL IMPRESSIONS
1	enterprise	Dasher Board	**849.4M**
2	GEICO	Dasher Board	**787.2M**
3	Tim Hortons	Dasher Board	**464.9M**
4	ROGERS	Dasher Board	**438.4M**
5	PEPSI	Dasher Board	**381.6M**
6	TOYOTA	Dasher Board	**300.4M**
7	Ford	Dasher Board	**367.0M**
8	Coca-Cola	Dasher Board	**350.4M**
9	ticketmaster	On Ice - O/ D Zone	**384.3M**
10	BUD LIGHT	Dasher Board	**301.1M**

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube

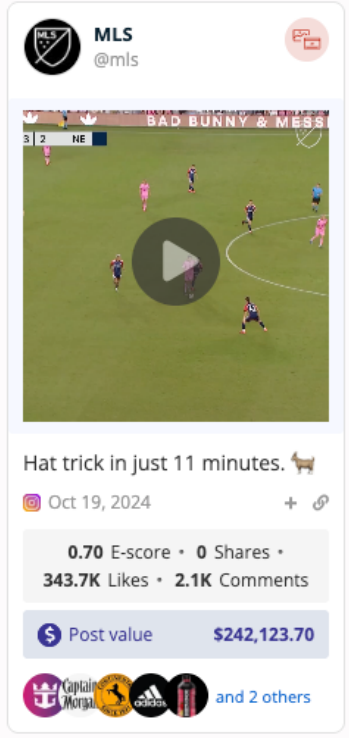
TOP 10 BRANDS | **IN-STADIUM ASSETS**



	BRAND	ASSET	TOTAL IMPRESSIONS
1	State Farm	Outfield Wall	**3.1B**
2	Budweiser	Outfield Wall	**1.6B**
3	Bank of America	Outfield Wall	**1.5B**
4	xfinity	Outfield Wall	**1.4B**
5	National	Outfield Wall	**1.2B**
6	Toyota	Outfield Wall	**1.2B**
7	Spectrum	Outfield Wall	**1.12B**
8	Bank of America	Backstop Wall	**1.10B**
9	State Farm	Mezzanine Adboard	**1.10B**
10	Bank of America	Dugout	**1.0B**

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube

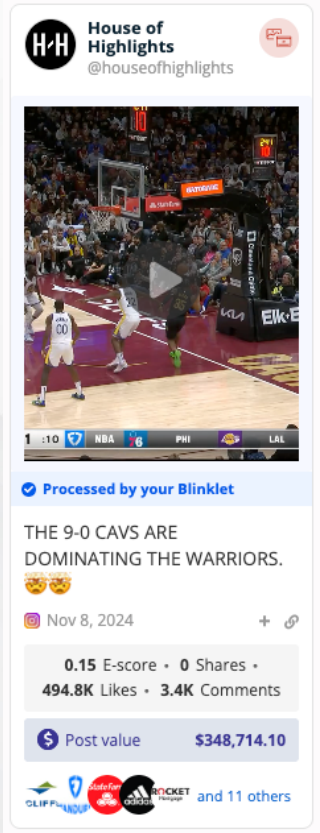
TOP 10 BRANDS | **IN-STADIUM ASSETS**

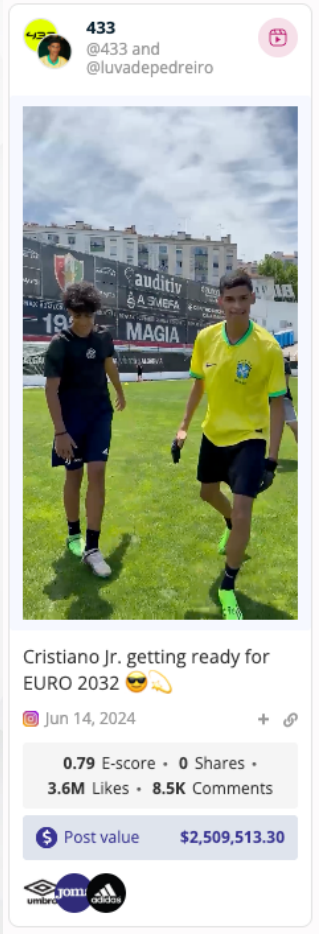


	BRAND	ASSET	TOTAL IMPRESSIONS
1	adidas	Ground Adboard	**3.0B**
2	Continental	Ground Adboard	**2.7B**
3	Audi	Ground Adboard	**1.2B**
4	Captain Morgan	Ground Adboard	**1.0B**
5	AT&T	Ground Adboard	**935.9M**
6	BODYARMOR	Ground Adboard	**927.9M**
7	TARGET	Ground Adboard	**921.2M**
8	Coca-Cola	Ground Adboard	**519.7M**
9	Apple	Ground Adboard	**481.0M**
10	DAWN	Ground Adboard	**465.7M**

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube

TOP 10 IN-STADIUM ASSETS | EARNED MEDIA

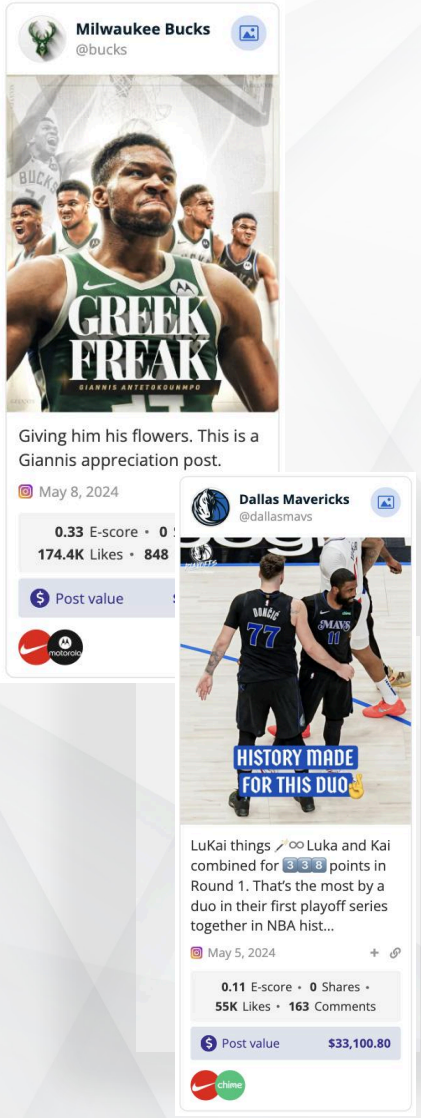




	BRAND	ASSET	TOTAL IMPRESSIONS
1	State Farm	Stanchion Arm	21.2B
2	KIA	Stanchion Pole Pad	6.7B
3	Michelob ULTRA	Court-End	6.4B
4	adidas	Ground Adboard	4.1B
5	Continental	Ground Adboard	3.5B
6	State Farm	Press Table	1.7B
7	State Farm	Outfield Wall	1.6B
8	coinbase	Stanchion Pole Pad	1.4B
9	Budweiser	Outfield Wall	1.4B
10	FANDUEL	Court-End	1.3B

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across earned media for MLS, MLB, NBA, NHL, and NFL

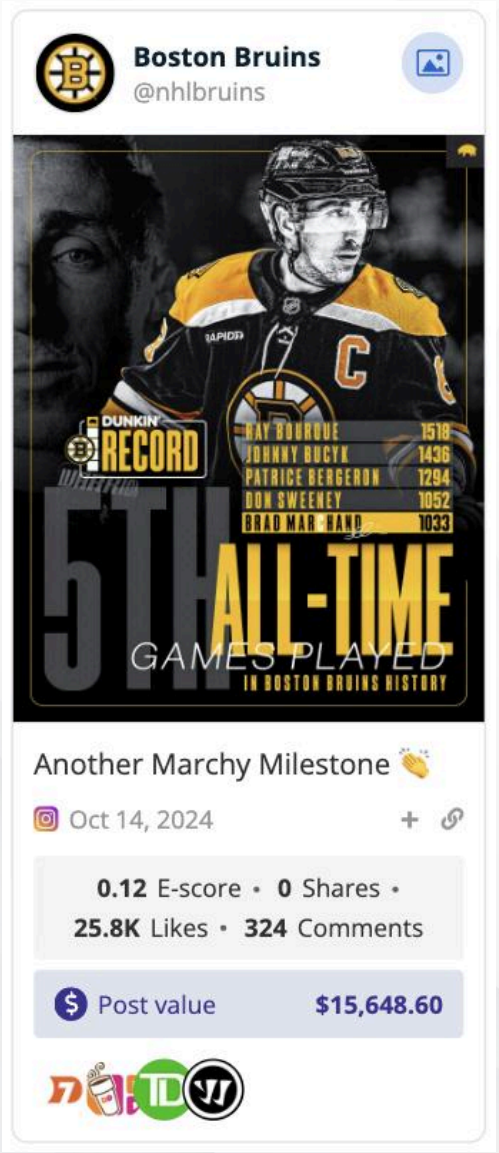
TOP 10 UNIFORM SPONSORS | **JERSEY PATCH**



	TEAM	BRAND	TOTAL IMPRESSIONS
1	Golden State Warriors	Rakuten	2.31B
2	Los Angeles Lakers	bibigo	2.30B
3	Dallas Mavericks	chime	1.2B
4	Boston Celtics	vistaprint*	1.0B
5	Chicago Bulls	motorola	610.1M
6	Philadelphia 76ers	crypto.com	524.8M
7	Minnesota Timberwolves	AURA**	483.0M
8	Milwaukee Bucks	motorola	472.8M
9	Denver Nuggets	ibotta	455.1M
10	Phoenix Suns	PayPal	390.7M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube
**Vistaprint was the Celtics jersey sponsor for the 2023-24 season; Amica is the team's current sponsor*
***Aura was the Timberwolves jersey sponsor for the 2023-24 season; Sezzle is the team's current sponsor*

TOP 10 UNIFORM SPONSORS | **JERSEY PATCH**

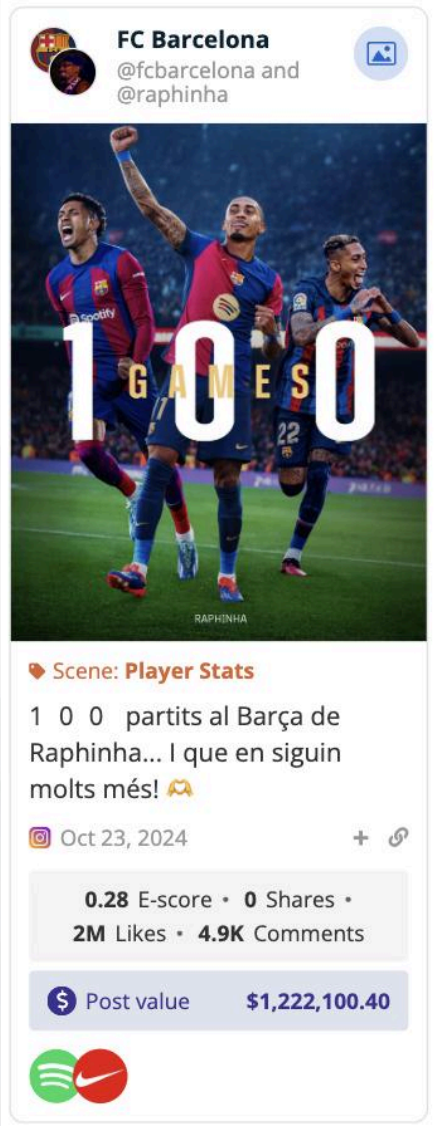


	TEAM	BRAND	TOTAL IMPRESSIONS
1	Vancouver Canucks	TD Bank	269.1M
2	Boston Bruins	RAPID7	231.7M
3	Toronto Maple Leafs	Milk	172.1M
4	Pittsburgh Penguins	BlueCross BlueShield	140.6M
5	Montreal Canadiens	Royal Bank of Canada	113.9M
6	Columbus Blue Jackets	Safelite AutoGlass	113.5M
7	Seattle Kraken		111.4M
8	Washington Capitals	CAESARS SPORTSBOOK	96.3M
9	Minnesota Wild	TRIA	93.4M
10	Florida Panthers	LaCroix	90.5M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube

TOP 10 UNIFORM SPONSORS | **FRONT OF JERSEY**

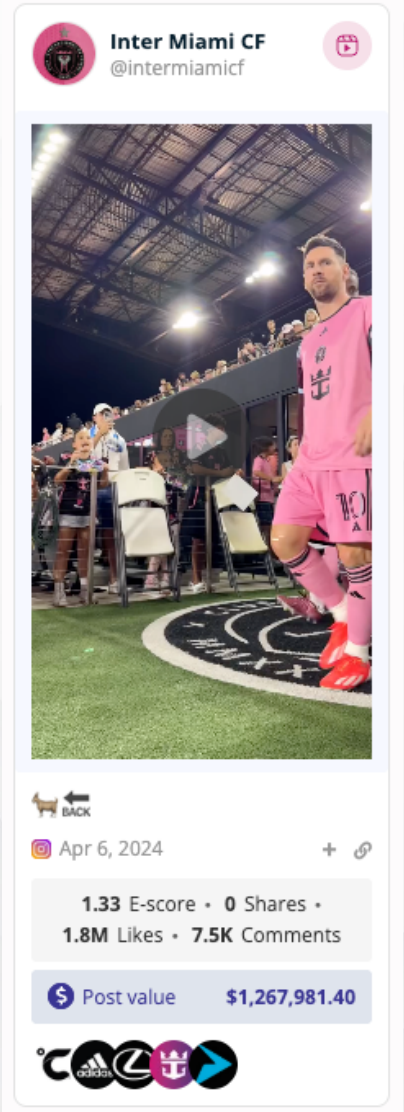
LALIGA



	TEAM	BRAND	TOTAL IMPRESSIONS
1	Real Madrid	Emirates	36.3B
2	FC Barcelona	Spotify	30.0B
3	Atlético de Madrid	RIYADH AIR طيران الرياض	1.6B
4	Athletic Club	kutxabank	953.7M
5	Valencia CF	TM Grupo Inmobiliario	436.4M
6	Celta de Vigo	Estrella Galicia	373.8M
7	Real Sociedad	YASUDA group	317.3M
8	Real Betis	GREE	267.4M
9	Sevilla FC	socios.com *	127.7M
10	Girona FC	الإتحاد ETIHAD	76.3M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube
**Socios.com was the Sevilla jersey sponsor for the 2023-24 season; Midea is the team's current sponsor*

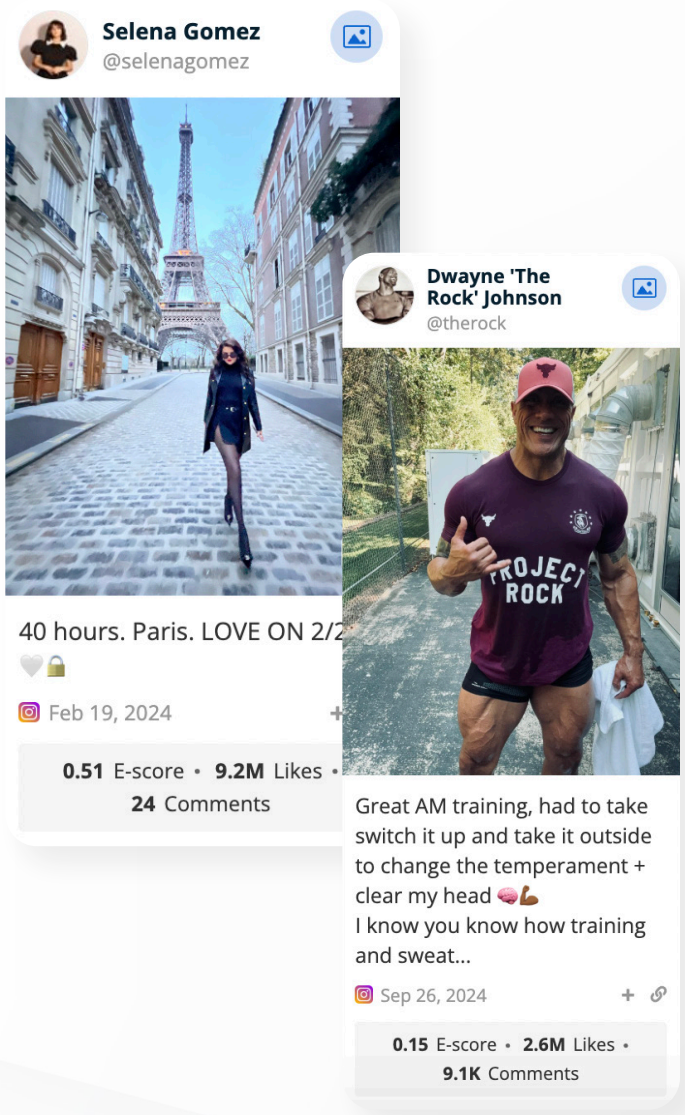
TOP 10 UNIFORM SPONSORS | **FRONT OF JERSEY**



	TEAM	BRAND	TOTAL IMPRESSIONS
1	Inter Miami CF		4.2B
2	Los Angeles FC	BMO	264.9M
3	Atlanta United	AMERICAN FAMILY INSURANCE	152.1M
4	LA Galaxy	HERBALIFE NUTRITION	99.4M
5	New York Red Bulls	Red Bull	72.9M
6	Toronto FC	BMO	69.7M
7	CF Montréal	BMO	60.9M
8	FC Dallas	children's health	58.3M
9	DC United	Guidehouse	56.8M
10	Columbus Crew	Nationwide	46.0M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024 across Facebook, Instagram, TikTok, Threads, X, and YouTube

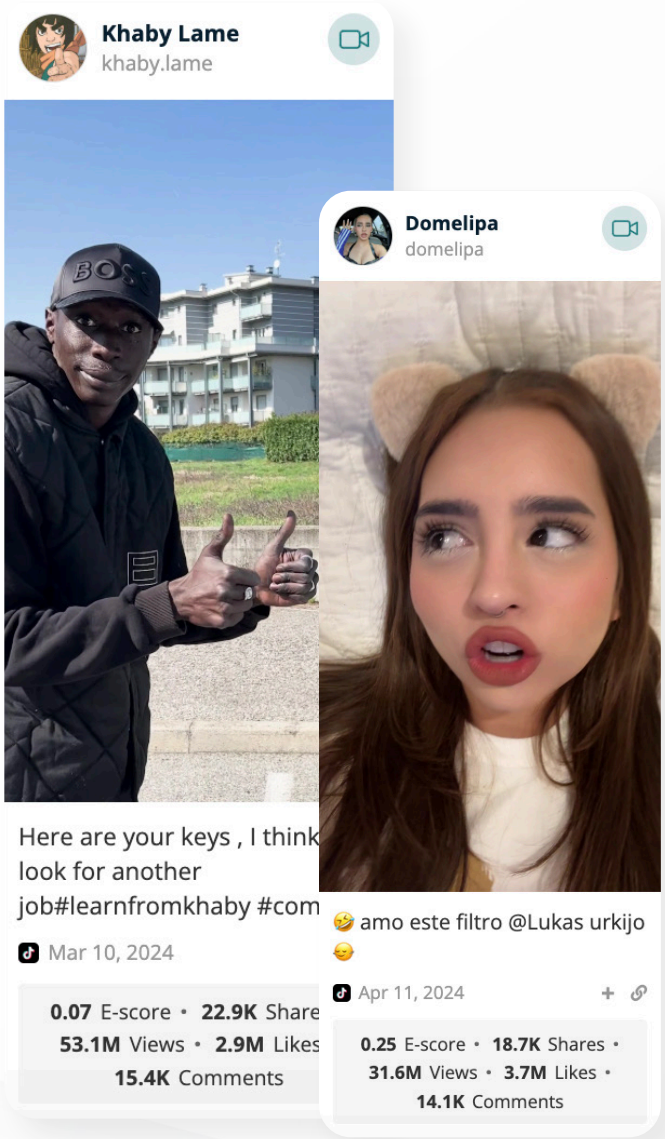
INFLUENCERS, CELEBRITIES, & MUSICIANS | **INSTAGRAM**



	NAME	MEDIA VALUE	FOLLOWERS
1	Selena Gomez	$411.4M	423.2M
2	Kylie Jenner	$855.6M	395.6M
3	Dwayne “The Rock” Johnson	$255.6M	395.1M
4	Ariana Grande	$392.6M	376.7M
5	Kim Kardashian	$348.1M	359.2M
6	Beyoncé	$230.2M	313.9M
7	Khloe Kardashian	$30.4M	305.2M
8	Justin Bieber	$307.2M	295.1M
9	Kendall Jenner	$196.1M	290.4M
10	Taylor Swift	$341.9M	283.4M

Based on data in Blinkfire from 12/12/2024 across most followed influencers, celebrities,and musicians on Instagram

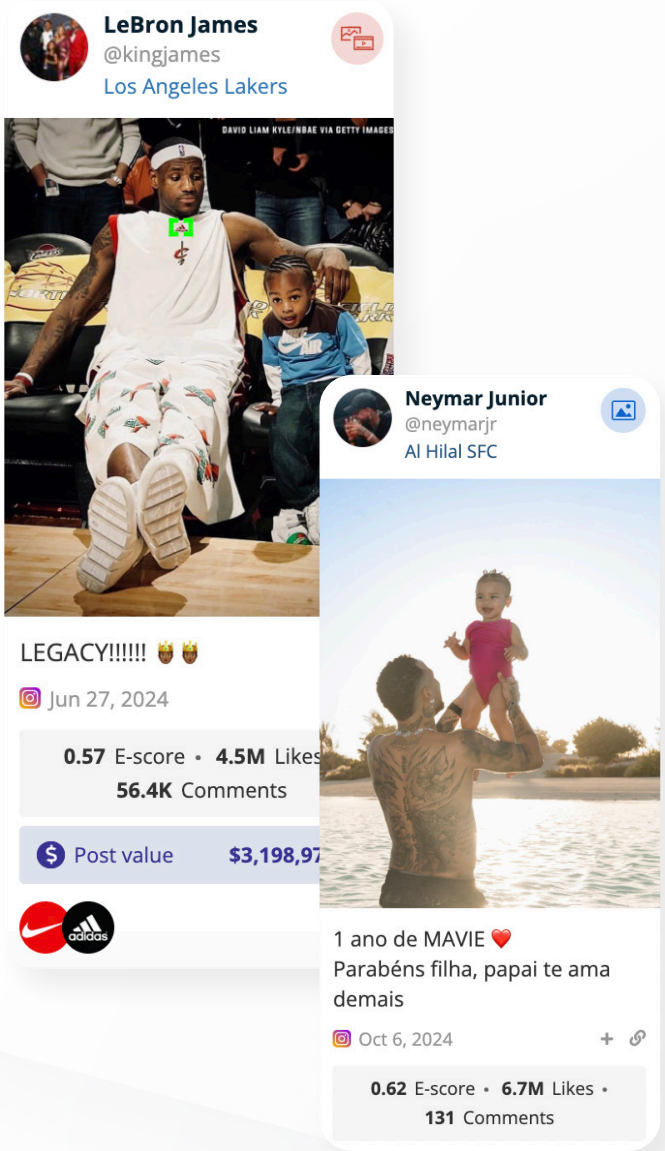
INFLUENCERS, CELEBRITIES, & MUSICIANS | **TIKTOK**



	NAME	MEDIA VALUE	FOLLOWERS
1	Khaby Lame	$14.9M	162.4M
2	Charli D'Amelio	$40.8M	155.7M
3	Jimmy "MrBeast" Donaldson	$16.5M	106.6M
4	Bella Poarch	$11.1M	94.4M
5	Addison Rae	$5.6M	88.6M
6	Kimberly Loaiza	$10.5M	82.9M
7	Zach King	$11.3M	82.1M
8	Domelipa	$37.1M	76.7M
9	Dwayne 'The Rock' Johnson	$3.6M	75.2M
10	Burak Özdemir	$6.7M	74.9M

Based on data in Blinkfire from 12/12/2024 across most followed influencers, celebrities,and musicians on TikTok

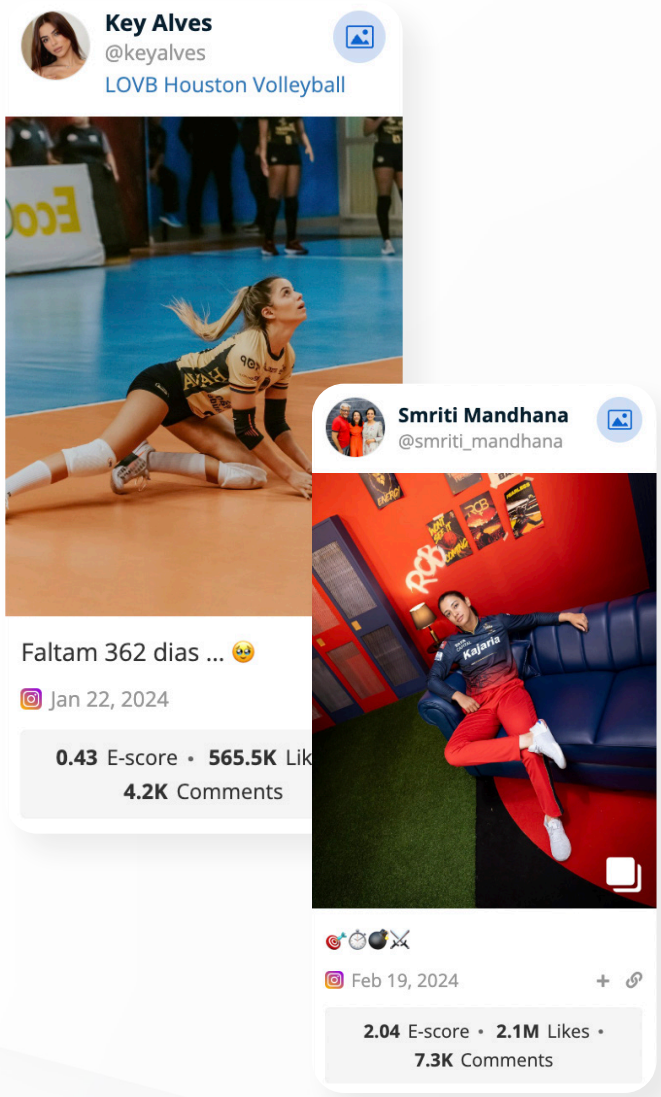
MOST-FOLLOWED MALE ATHLETES | **INSTAGRAM**



	NAME	MEDIA VALUE	FOLLOWERS
1	Cristiano Ronaldo	$903.8M	645.0M
2	Leo Messi	$367.5M	504.6M
3	Neymar	$345.5M	226.9M
4	LeBron James	$70.7M	159.6M
5	Kylian Mbappé	$192.8M	122.7M
6	David Beckham	$85.8M	88.4M
7	Karim Benzema	$35.6M	76.3M
8	Marcelo Vieira	$49.3M	67.9M
9	Sergio Ramos	$85.3M	64.9M
10	Zlatan Ibrahimović	$24.1M	64.2M

Based on data in Blinkfire from 12/12/2024 across most followed male athletes on Instagram

MOST-FOLLOWED FEMALE ATHLETES | **INSTAGRAM**



	NAME	MEDIA VALUE	FOLLOWERS
1	Serena Williams	$9.1M	17.3M
2	Ronda Rousey	$1.3M	17.2M
3	Alisha Lehmann	$55.3M	16.8M
4	Key Alves	$20.0M	16.6M
5	Sania Mirza	$10.8M	13.2M
6	Simone Biles	$28.7M	12.6M
7	Smriti Mandhana	$49.1M	12.0M
8	Nikki Garcia	$30.9K	10.5M
9	Alex Morgan	$8.0M	10.0M
10	Rayssa Leal	$12.0M	9.1M

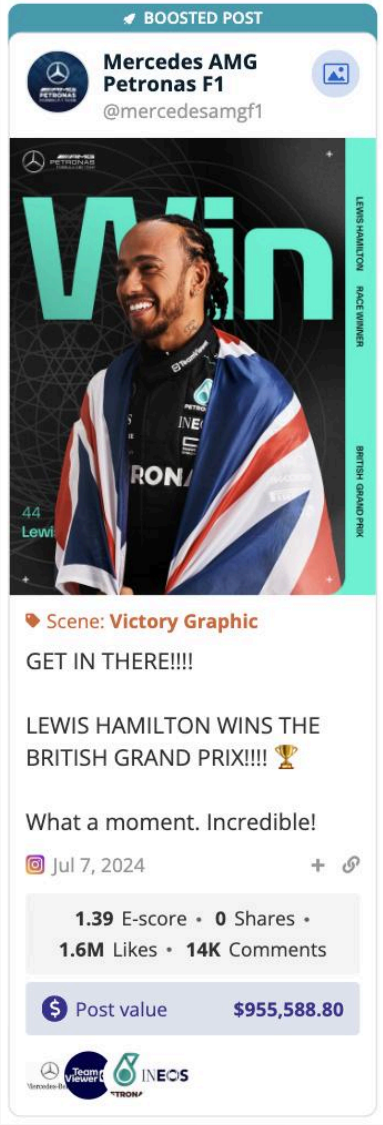
Based on data in Blinkfire from 12/12/2024 across most-followed male athletes on Instagram

TOP 10 BRANDS

We compiled a list of the top 10 brands by engagement across a range of sports, including soccer, basketball, football, hockey, baseball, cricket, MMA, rugby, racing, and cycling.

Technical brands were clear winners, consistently appearing in the most engaging posts across multiple sports. Their visibility during key moments and high-profile events drove substantial brand exposure and fan engagement, cementing their place in the top rankings.

This report highlights the success of brands investing in sports and emphasizes the role of victories in amplifying engagement. For example, Adidas thrived in soccer through its sponsorship of teams like Spain and Argentina, while UAE Team Emirates reaped the rewards of Tadej Pogačar's wins in cycling, showcasing how major wins can significantly enhance brand visibility.



Based on data in Blinkfire from 1/1/2024 - 11/15/2024

SOCCER

Nike and Adidas continued to dominate as the leading sports brands with the highest engagement in soccer, maintaining their positions at the top of the rankings. The top five spots remain unchanged from last year.

A significant milestone in 2024 is **EA SPORTS' debut in the soccer rankings,** securing seventh place during **its first full calendar year as LALIGA's title partner.**

Another notable trend is the rise of Umbro and Castore. These sportswear brands highlight the powerful visibility soccer leagues and teams provide to their partners, leveraging on-field exposure and social media presence.

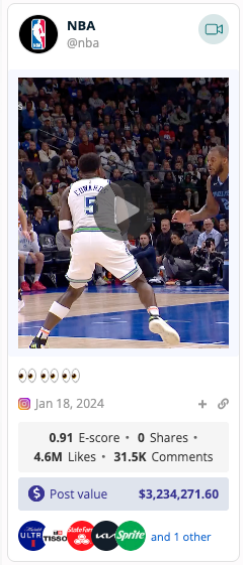


	Brand	Engagement
1		16.6B
2		15.5B
3	Emirates	6.7B
4	PUMA	4.8B
5	Spotify	2.8B
6	ETIHAD	1.6B
7	EA SPORTS	1.5B
8	standard chartered	1.4B
9	UMBRO	1.1B
10	CASTORE	1.0B

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

BASKETBALL

The NBA's top 10 brands by engagement highlight the immense value of aligning with a global sports league that commands both massive fan loyalty and digital reach. Leading the pack is Nike, with 2.7 billion engagements, leveraging its position as the league's official outfitter and its deep ties to basketball culture.



State Farm sponsors many assets in basketball including the stanchion arm. Tissot, as the league's official timekeeper, brands all shot-clocks which are often featured during key-moments of games. Kia advertises on-court assets and many stanchion pole pads throughout the league. **Rakuten (Golden State Warriors) and Chime (Dallas Mavericks)**

	Brand	Engagement
1	Nike	2.7B
2	State Farm	1.4B
3	TISSOT	918.0M
4	KIA	745.7M
5	Jordan	609.0M
6	Michelob ULTRA	603.4M
7	GATORADE	377.6M
8	Rakuten	338.7M
9	Bally SPORTS	333.8M
10	chime	317.7M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

FOOTBALL

In the NFL, Nike led brand engagement by a significant margin, generating an impressive 1 billion interactions. Oakley and New Era follow with 155.3 million and 152.3 million engagements, reflecting their strong visibility on equipment and merchandise.

Bud Light leveraged its status as an iconic game-day beverage across many teams, but they really hit it big by sponsoring Kansas City Chiefs graphics since they were the first-ranked team in video views and engagements this season.



Ford's success was in part due to the Detroit Lions, from social media to their naming rights partnership. Verizon sponsored the NFL's Super Wild Card Weekend—the tech company's campaign received **86 million impressions and $2.2 million in media value.**

	Brand	Engagement
1		1.0B
2	OAKLEY	155.3M
3		152.3M
4	GATORADE	110.2M
5		109.6M
6	BUD LIGHT	83.3M
7	Ford	58.7M
8	verizon	54.2M
9	PEPSI	35.2M
10	UNDER ARMOUR	33.8M

Based on Based on data in Blinkfire from 1/1/2024 - 11/15/2024

HOCKEY

CCM is not an official NHL sponsor, but it **leads hockey's top brands** by engagement with 220.9 million engagements, **solidifying its position as a global hockey equipment company** through their partnerships with top players across the league. Adidas (the NHL's official jersey provider during the 2023-24 season), Bauer, and Warrior all made the top 10, highlighting their dominance as top-tier hockey equipment and apparel brands.



The rest of the top brands are prominent NHL dasher board sponsors throughout the league—videos and images of game highlights are surrounded by dasher board brands. With digitally enhanced dasher boards (DED), brands have opportunities such as full-rink takeovers for exposure.

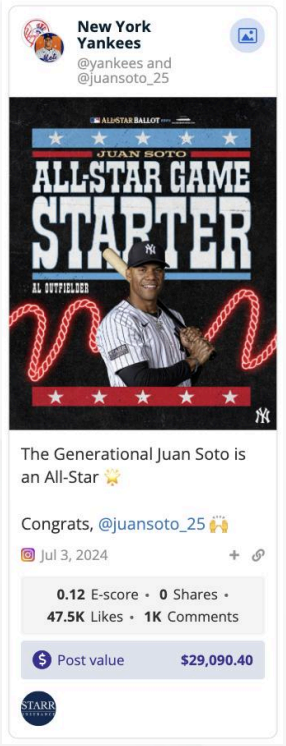
	Brand	Engagement
1	CCM	220.9M
2	BAUER	185.1M
3	adidas	149.7M
4	enterprise	75.8M
5	GEICO	68.2M
6	ticketmaster	53.4M
7	WARRIOR	44.1M
8	ROGERS	42.0M
9	Ford	38.8M
10	TOYOTA	37.5M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

BASEBALL

The top four brands in engagement remained unchanged from 2023, with Nike leading the way, achieving a remarkable 122% increase —rising from 492.9 million engagements in 2023 to an impressive 1.1 billion.

New Era, the official cap provider, and Nike highlight a trend across other sports: **brands featured on team apparel are valuable assets due to their extensive visibility and strong engagement.**



Six major brands—State Farm, Bank of America, Coca-Cola, Toyota, Xfinity, and Spectrum—stand out as team sponsors with a strong presence across in-stadium assets. For example, Bank of America is prominently displayed in the New York Yankees' dugout.

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

	Brand	Engagement
1	Nike	1.1B
2	New Era	565.8M
3	State Farm	298.9M
4	Budweiser	211.2M
5	Bank of America	101.8M
6	Coca-Cola	93.1M
7	Toyota	89.1M
8	T-Mobile	82.1M
9	xfinity	77.3M
10	Spectrum	76.2M

CRICKET

Cricket is set to make its Olympic return after 128 years, debuting at the Los Angeles 2028 Games. This historic moment is expected to further grow interest in the sport, which has enjoyed massive popularity in countries like India and Pakistan.



In 2024, shifts emerged among the brands with the highest engagement: **Emirates rose from second to first place, while Aramco also moved up one position.**

Adidas entered the rankings as a technical sponsor. Recognizing cricket's immense potential, the German sportswear giant signed a five-year deal with the Board of Control for Cricket in India (BCCI) in 2023. Adidas' ascent to second place highlights the success of this investment.

	Brand	Engagement
1	Emirates	442.4M
2	adidas	415.4M
3	aramco	335.3M
4	DP WORLD	303.9M
5	DREAM11	209.5M
6	Coca-Cola	130.8M
7	MRF	103.1M
8	Booking.com	76.3M
9	IndusInd Bank	58.9M
10	pepsi	46.9M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

MIXED MARTIAL ARTS



Bud Light reentered the top 10 rankings for brands with the highest engagement in mixed martial arts (MMA) posts, marking its return to prominence following its new sponsorship deal with the UFC. Bud Light had been absent since 2019, when it was replaced by Modelo, which is also featured in the rankings.

Crypto.com claimed the top spot, capitalizing on its role as the UFC's first-ever global Official Fight Kit Partner and Official Cryptocurrency Platform Partner since 2021. This shows the substantial investment Crypto.com has made in MMA, particularly through its partnership with the sport's premier competition.

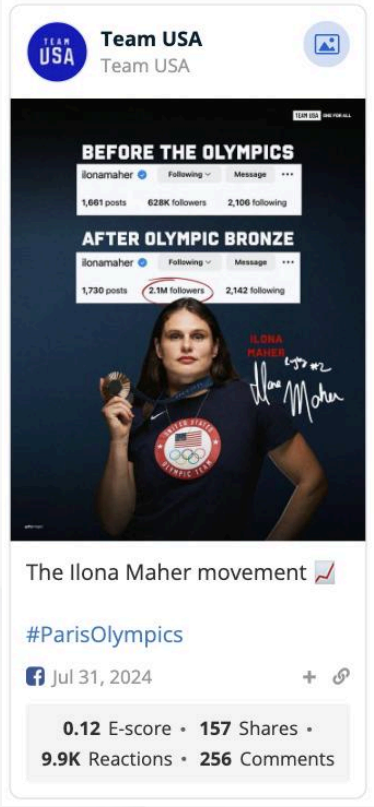
VeChain, a leading enterprise-grade blockchain, makes its debut in the rankings, driven by innovative initiatives such as tokenizing UFC gloves, showcasing its commitment to leveraging blockchain technology.

	Brand	Engagement
1	crypto.com	284.7M
2	Monster Energy	278.0M
3	Venum	230.9M
4	DraftKings	125.6M
5	Modelo	105.9M
6	Bud Light	105.6M
7	Jose Cuervo	102.1M
8	Toyo Tires	91.6M
9	Howler Head	91.5M
10	vechain	85.0M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

RUGBY

The 2024 sports world was defined by the Paris Olympic Games, with rugby taking center stage in the French capital. Stars like Antoine Dupont and Ilona Maher delivered standout performances, while **Gilbert played a pivotal role as the official ball supplier for the Olympic competition.**



Adidas claimed the top spot in the rankings, fueled by its ongoing success and the announcement of a renewed partnership with the New South Wales Rugby League (NSWRL) through 2029.

In August, Vodafone secured a multi-year deal as a main partner of Scottish Rugby. This landmark partnership elevated Vodafone to fourth place in the rankings, highlighting its growing influence in the rugby world.

	Brand	Engagement
1	adidas	35.9M
2	Nike	34.4M
3	GILBERT	26.7M
4	vodafone	26.1M
5	macron	24.3M
6	canterbury	23.6M
7	UMBRO	21.6M
8	GUINNESS	20.4M
9	KIA	17.8M
10	Investec	14.7M

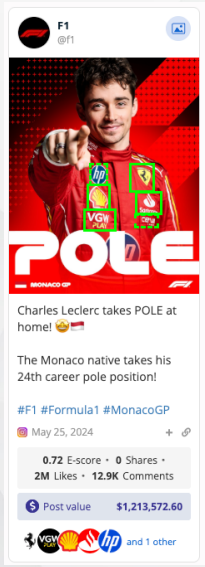
Based on data in Blinkfire from 1/1/2024 - 11/15/2024

RACING

Despite Max Verstappen clinching his fourth World Championship title, **Ferrari claimed the top spot as the brand with the highest engagement in motor-related posts,** while Red Bull slipped to fourth place.

Shell secured second place, maintaining its strong ties to racing through partnerships with the Ducati Lenovo Team, NTT IndyCar Series, and Ferrari's Formula 1 team. Puma also made a significant impact as a sponsor of Ferrari and Mercedes, as well as an official partner of Formula 1.

Another standout was Pirelli, the official tire supplier for Formula 1. Pirelli's presence is unmistakable, from podium caps worn by drivers to team apparel logos and extensive trackside billboard placements. Their branding on highly visible physical assets further reinforced their prominence in the racing world.



	Brand	Engagement
1	Ferrari	919.1M
2	Shell	818.7M
3	PUMA	754.6M
4	Red Bull	712.9M
5	PIRELLI	669.6M
6	Santander	562.3M
7	VGW	554.9M
8	hp	533.3M
9	CEVA LOGISTICS	521.2M
10	Mercedes-Benz	464.9M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

CYCLING

Tadej Pogačar emerged as the dominant force in cycling this year, achieving a historic Triple Crown with victories in the Giro, Tour de France, and World Championship—becoming only the third cyclist to accomplish this feat. Adding to his accolades, he also secured a monument win, solidifying his place among the sport's legends. **This success elevated the brands sponsoring Pogačar's team, UAE Team Emirates, in the rankings.**



The list also includes LCL, the primary sponsor of the Tour de France, and Škoda, a longstanding supporter of cycling. Škoda has been the official vehicle sponsor of the Tour and a partner of La Vuelta since 2011, while also sponsoring the Points Classification jersey and serving as the main sponsor of La Vuelta Femenina.

Prominent cycling brands like Colnago and Specialized also are in the top 10, playing a pivotal role in cycling.

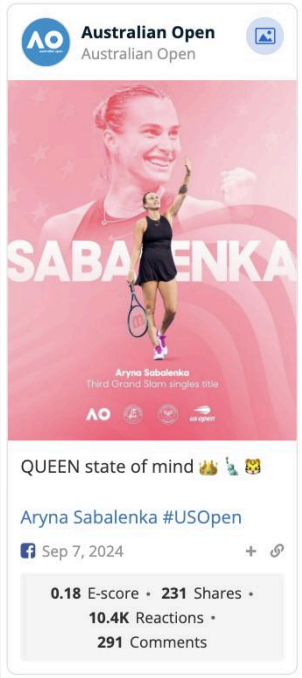
	Brand	Engagement
1	UAE	59.8M
2	Emirates	54.1M
3	Santini	46.3M
4	FABI	36.8M
5	COLNAGO	36.5M
6	LCL	33.5M
7	SPECIALIZED	29.5M
8	ŠKODA	29.4M
9	presight A G42 company	25.1M
10	E.Leclerc	20.4M

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

MEDIA COMPANIES

In 2024, monitoring media coverage and social media exposure proved essential for brands aiming to maximize visibility and safeguard sponsorship value. **Media companies like Bleacher Report and 433 played pivotal roles in amplifying brand presence** and showcasing sponsorships across sports.

By closely tracking media, brands gain insights into exposure, enabling them to measure success. Adidas and Nike retained their dominance in brand exposure rankings, holding the top two spots through multiple sports partnerships.

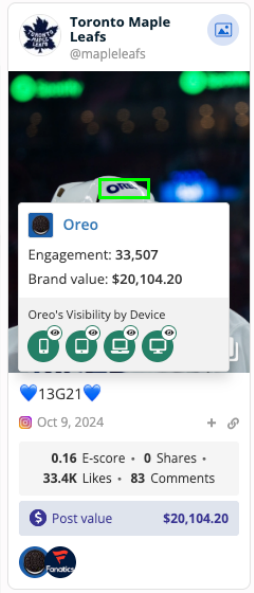


Castore, a rising contender in sports apparel, climbed to tenth place this year, fueled by its growing sponsorship presence, including a key partnership with Red Bull Racing. Emirates, ranked third, leveraged its sponsorships with prominent sports organizations such as Real Madrid, cycling teams, and high-profile events like all four Grand Slam tennis tournaments and cricket.

Based on data in Blinkfire from 1/1/2024 - 11/15/2024

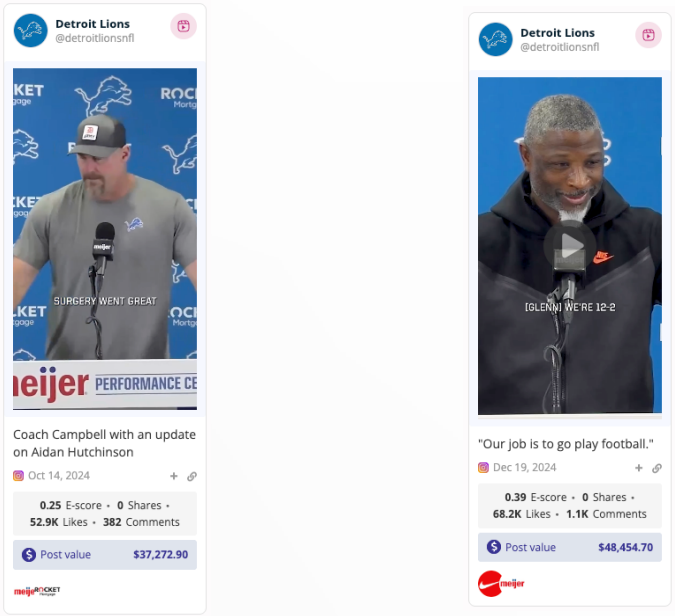
	Brand	Engagement
1	Nike	11.8B
2	Adidas	7.7B
3	Emirates	2.6B
4	PUMA	1.9B
5	State Farm	1.15B
6	Google	1.11B
7	Jordan	943.6M
8	Spotify	670.0M
9	CASTORE	661.5M
10	Qatar Airways القطرية	598.7M

Toronto Maple Leafs x Oreos and Milk



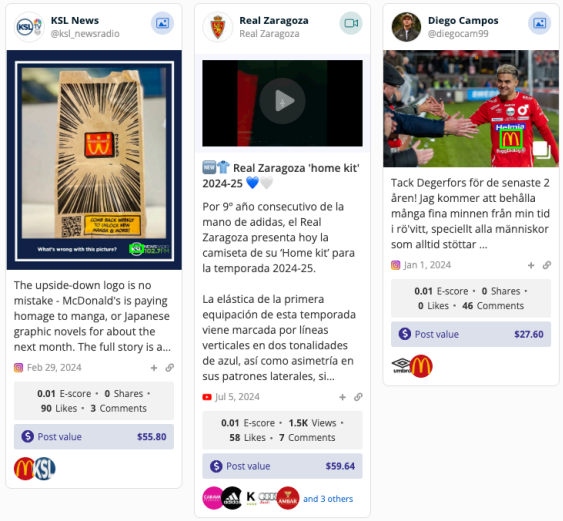
The Toronto Maple Leafs' new sponsorship pairing of Oreo as their helmet sponsor alongside Ontario Dairy Farmers' "Milk" as their jersey patch creates a clever "milk and cookies" branding synergy. This partnership not only aligns the two iconic products, but also **showcases the team's creative approach to sponsorships**. This campaign turned a light-hearted theme into a strategic marketing win that resonated with fans while enhancing commercial value.

Lions Meijer Press Podium



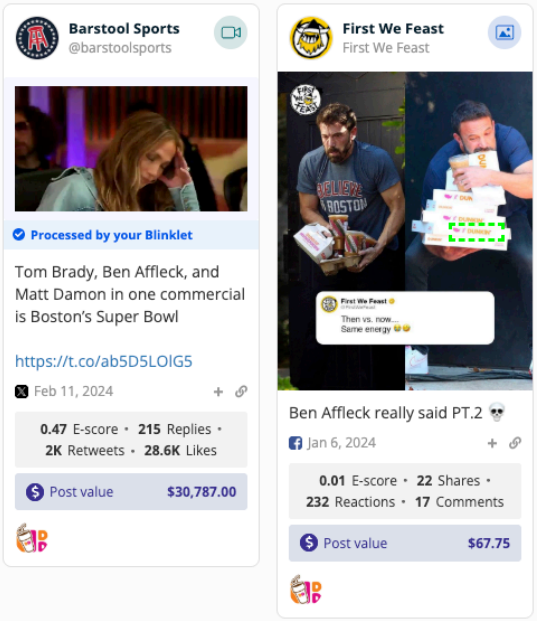
The Detroit Lions are trendsetters in the sports partnership field with their new featured asset, the presser podium featuring a large Meijer logo. The team knows that Dan Campbell is one of the most dynamic and interesting coaches in the NFL, which brings much attention to press conferences. By **increasing brand exposure during media coverage**, this partnership strengthens Meijer's association with the team and **the Lions' commitment to maximizing commercial opportunities**.

McDonald's "WcDonalds"



The "WcDonald's" campaign by McDonald's transformed a popular fictional restaurant concept often featured in anime into a real-world phenomenon, bridging fast food and anime culture. Featuring a special chili sauce, manga-inspired packaging, anime shorts, and immersive dining experiences, **the campaign celebrated the creativity of anime fans while targeting a global audience across more than 30 markets**. This initiative showed McDonald's ability to engage with niche pop culture trends and expand its brand appeal.

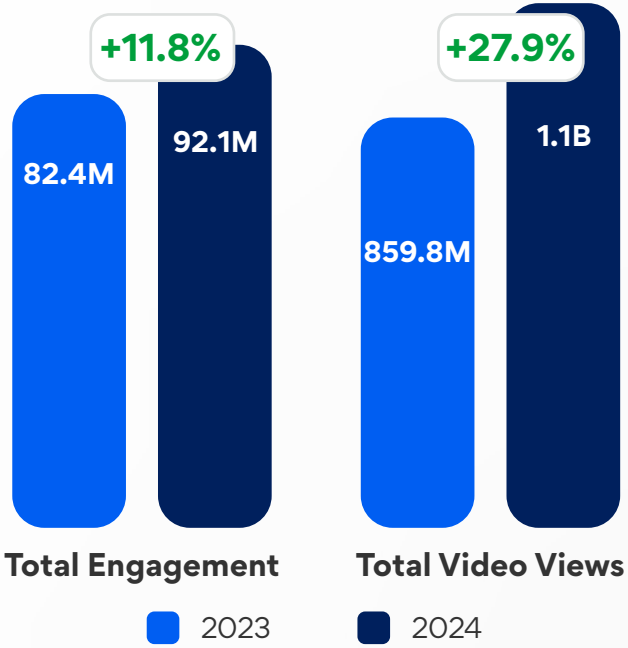
Ben Affleck + Dunkin' Donuts



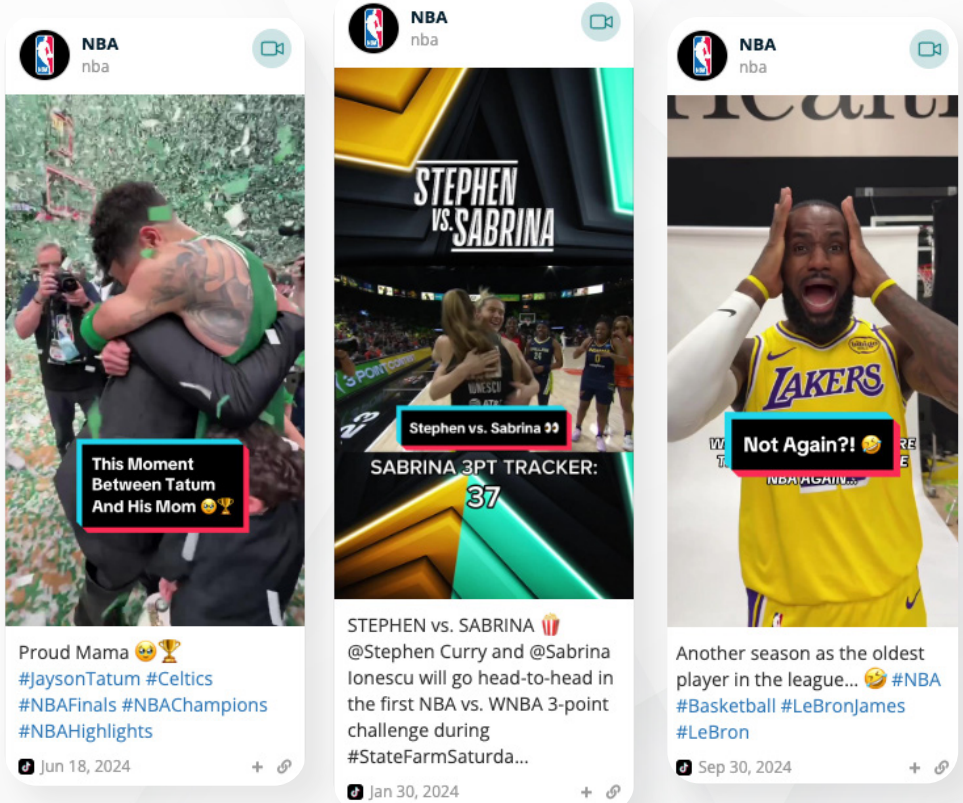
Dunkin' Donuts' 2024 Super Bowl ad, featuring Ben Affleck alongside Jennifer Lopez, Matt Damon, and Tom Brady, humorously portrayed Affleck forming a fictional boy band called the "DunKings." This lighthearted sequel to their successful 2023 campaign creatively integrated celebrity appeal and promoted limited-time menu items like the DunKings Iced Coffee, showcasing the **brand's ability to blend humor, pop culture, and product awareness for maximum engagement**.

NBA | TIKTOK COMPARISON

NBA: 2023 vs 2024



The NBA saw slight increases in engagement and video views this year and a significant **jump in short-form video content**, specifically on TikTok. The league stayed on TikTok trends, attracting more young viewers on the platform. On top of **increasing video views by 27.9%**, the league added 2.1 million new followers on the platform this year.



Based on data in Blinkfire from 1/1/2023-11/15/2023 and 1/1/2024-11/15/2024

BOSTON CELTICS | NBA CHAMPIONS

2024 Playoffs
Social Performance

Total Value
$3.3 Million

Total Impressions
1.1 Billion

Total Video Views
385.6 Million

Playoff Presenting Partner Value:
$1.5 Million

ARBELLA INSURANCE

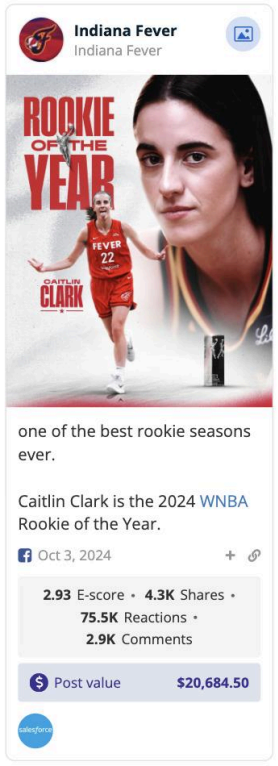
The Boston Celtics dominated the 2024 NBA Playoffs, finishing with a 16-3 across four series. The team also added 554,800 new followers and ranked first overall in total engagements and media value during the playoffs. **Arbella Insurance** sponsored a successful content series, resulting in **246.6 million impressions** for the brand.

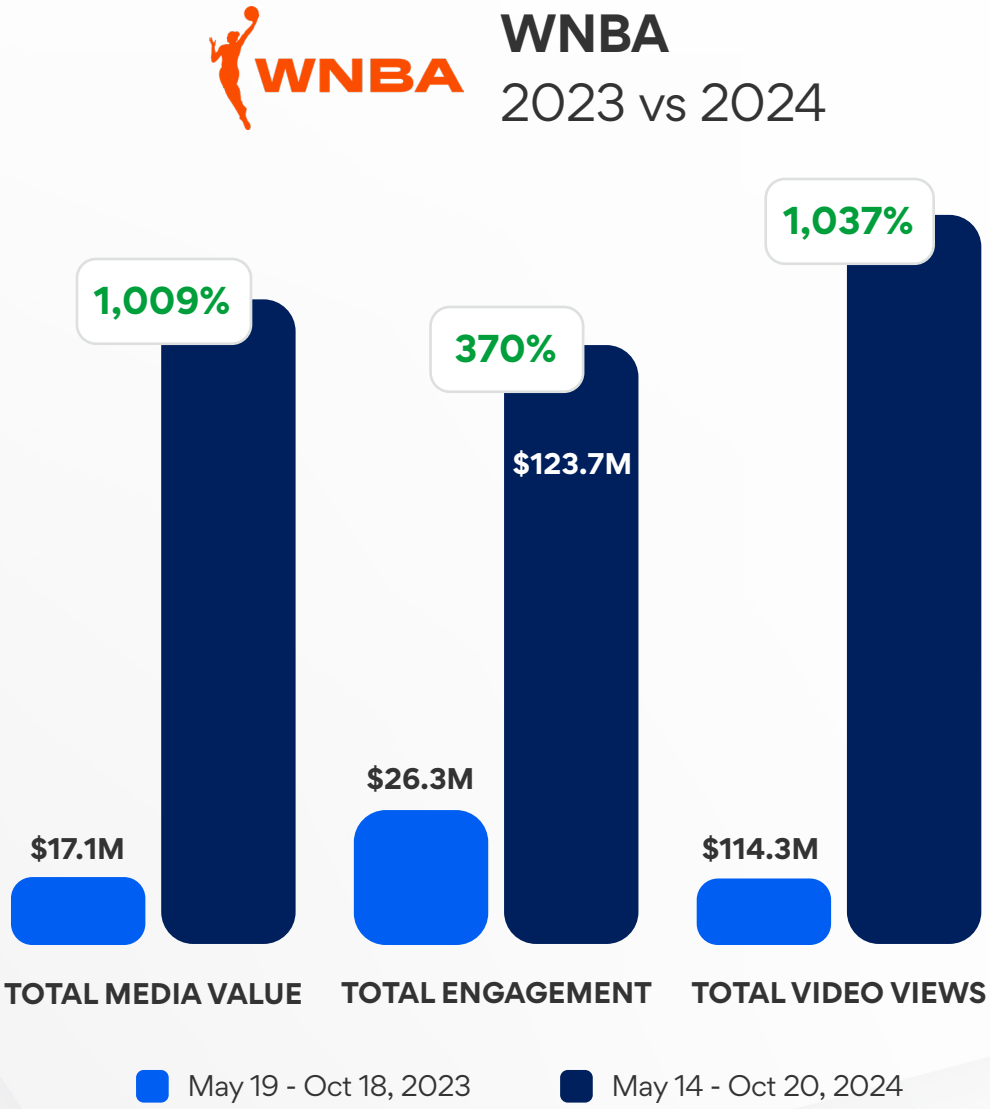


Based on data in Blinkfire from 4/20/24 - 6/28/24 across the Boston Celetics' owned and operated accounts

WNBA | REGULAR SEASON

The WNBA experienced a monumental 2024 season thanks to rookie superstars like Caitlin Clark, Angel Reece, and Cameron Brink. Attendance skyrocketed, more lucrative TV deals were inked, and historical social media numbers were broken. A **1,009% increase in total media value** was the crown jewel that summed up this incredible year for women's basketball.



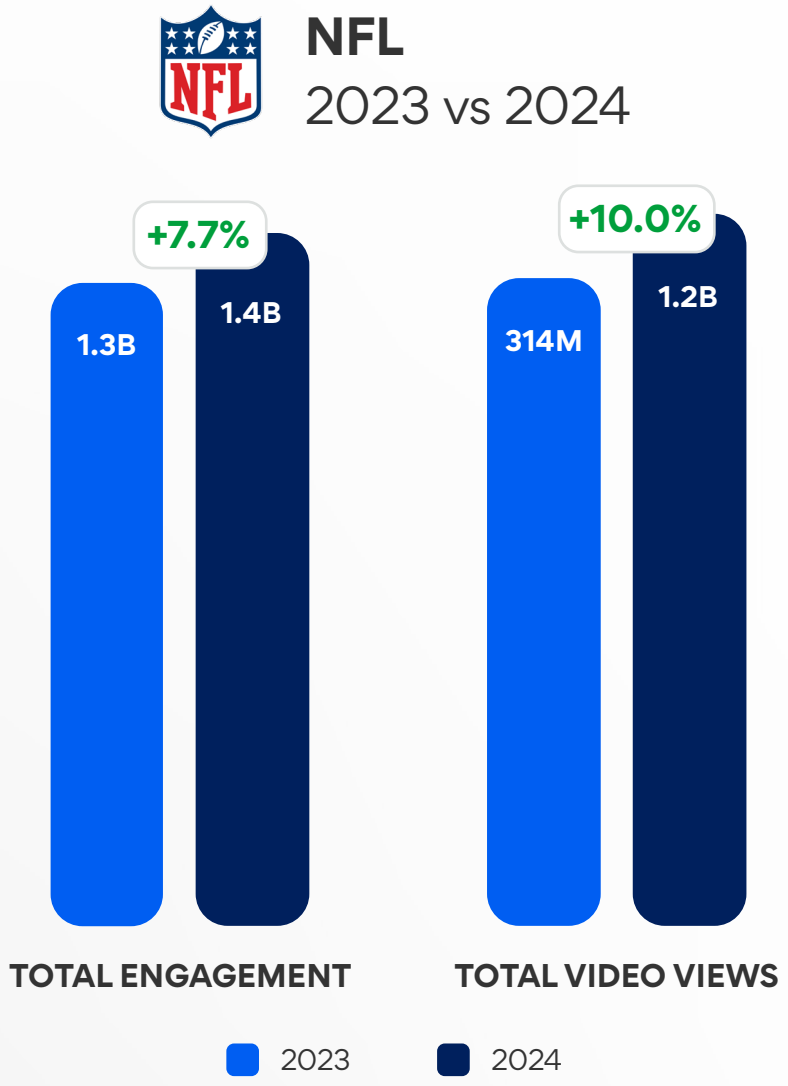


NFL | SOCIAL CONTENT

The NFL focused on short-form video this year, prioritizing TikTok content. With more than 2.5 billion videos views on TikTok in 2024, the NFL increased total videos by 79% compared to 2023.

The Kansas City Chiefs can't seem to stop winning, and the same goes for the team's social media efforts. Along with capturing the 2023 and 2024 Super Bowls, **the Chiefs increased total video views by 83% and total engagement by 59% this year,** more than double the next best team in the NFL, the Philadelphia Eagles. The Chiefs are the fourth most-followed team in the league, but the first in engagements earned, earning more than two times that of the second most engaging team.





Based on data in Blinkfire from 1/1/2023-11/15/2023 and 1/1/2024-11/15/2024

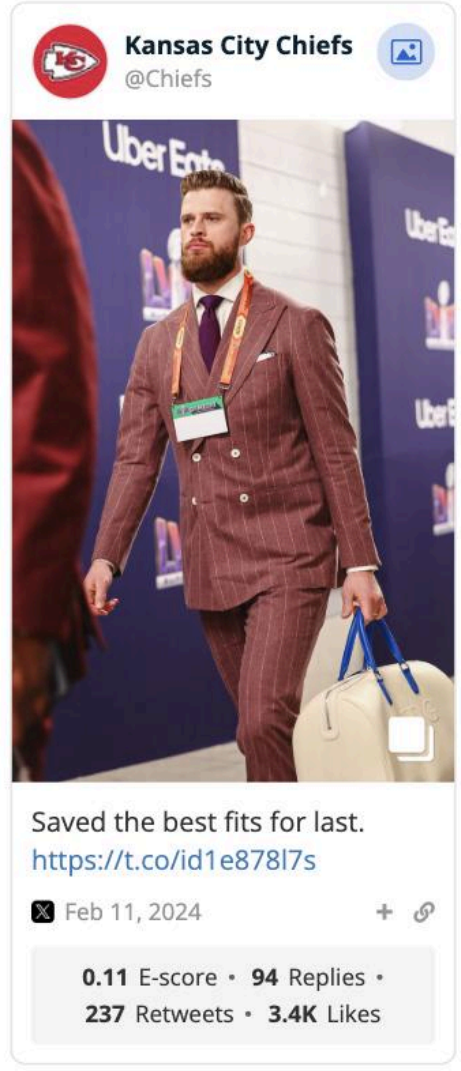
NFL | SUPER BOWL LVIII

Player arrival posts feature athletes entering the stadium in their street clothes/game day outfits. This social content scene **has become a very successful trend for professional sports teams' social media efforts.** Fans love to see more of their favorite players off the court where they can showcase their unique personalities. Sponsored entrance tunnel walls and/or backdrops are becoming very common as teams look to monetize this content. The Super Bowl was no exception. Uber Eats was featured in "player arrival" posts from both teams and the NFL, which in total received:

TOTAL MEDIA VALUE

$797,699

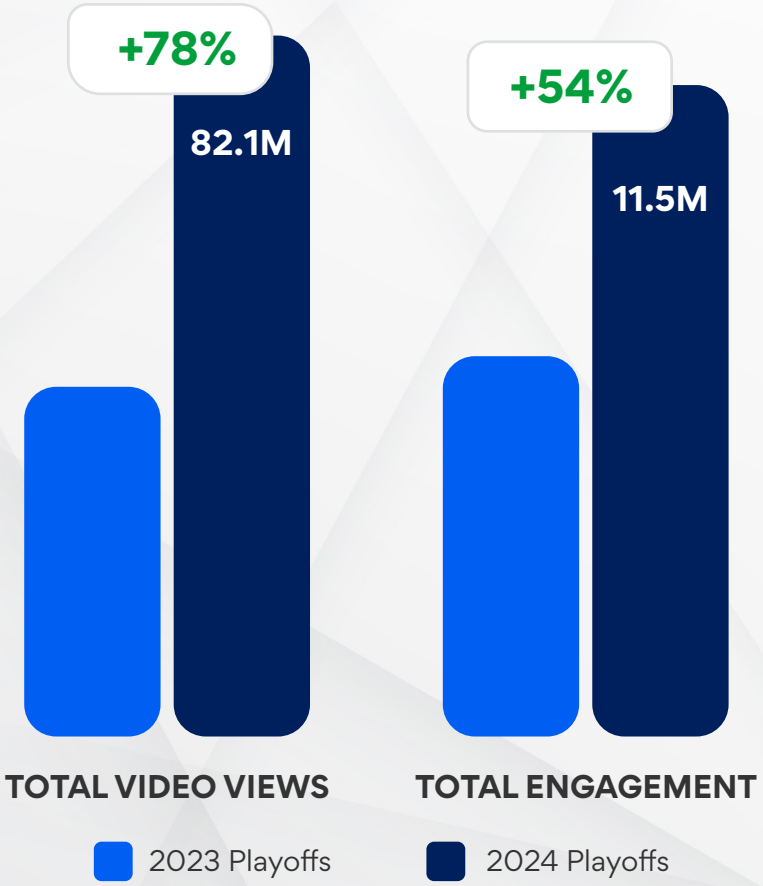
Uber Eats



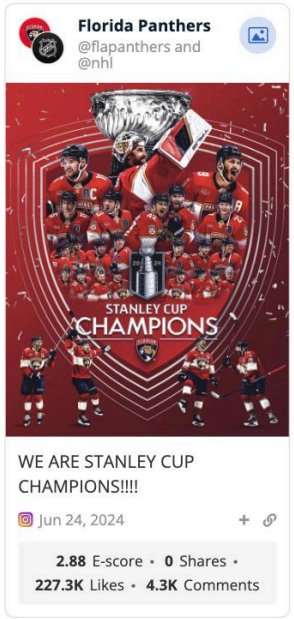
Based on data in Blinkfire from 2/11/2024

FLORIDA PANTHERS | STANLEY CUP CHAMPIONS

Social Media
Playoff Performance



The Florida Panthers made it all the way to the Stanley Cup Finals in 2023 and 2024. The big difference is that they were able to lift the cup this year, and it showed on social media. The Panthers ranked as the **first NHL team by total engagement** during the 2024 Stanley Cup Playoffs. Their 78% increase in total video views during the playoffs is a testament to the team's focus on creating engaging video content this year. The Panthers also **grew their overall social following by 15.1%** during the playoffs.



Based on data from the Florida Panthers' owned and operated channels in Blinkfire from 4/17/23 - 6/13/23 and 4/20/24 - 6/24/24

ORLANDO PRIDE | **NWSL CHAMPIONS**

Orlando Pride
Social Media

The Orlando Pride won their first NWSL championship, and the league had a great year of growth on social media, **increasing engagement by 54.5% and video views by 65.7%**. Rising stars like Barbra Banda of the Orlando Pride brought attention on a global scale to the US league.

#1 Total Engagement

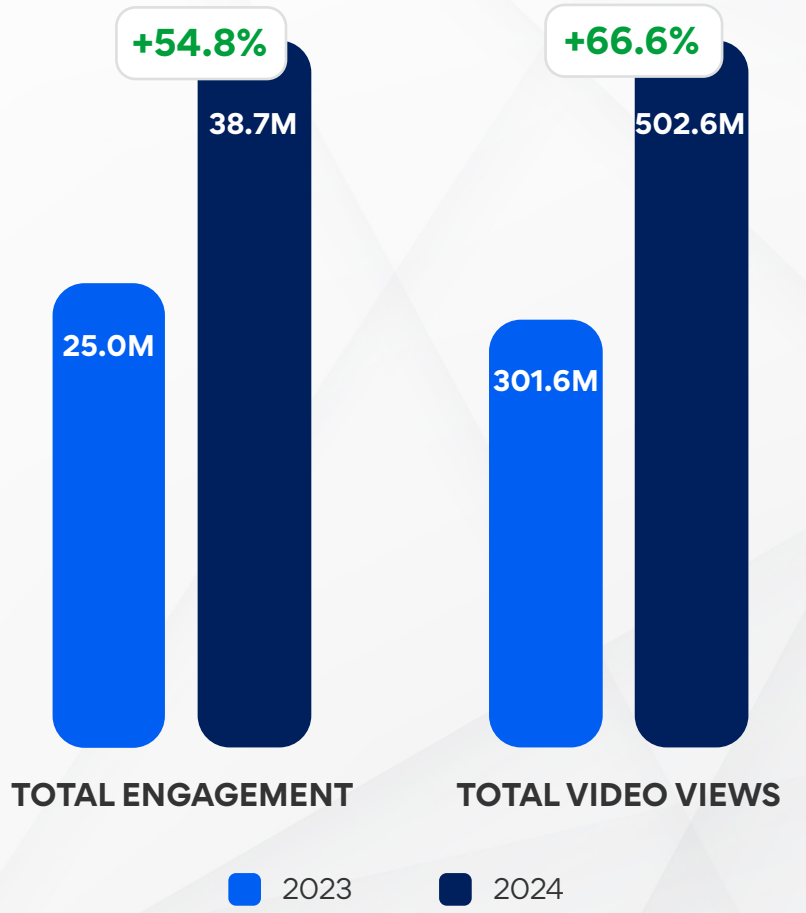
#1 Total Video Views

#2 Average Engagement

#1 Average Video Views

Based on data from the NWSL teams' owned and operated channels from 11/8/2024 - 11/23/2024 on Instagram, X, Facebook, Youtube, TikTok, and Threads

NWSL
2023 vs 2024



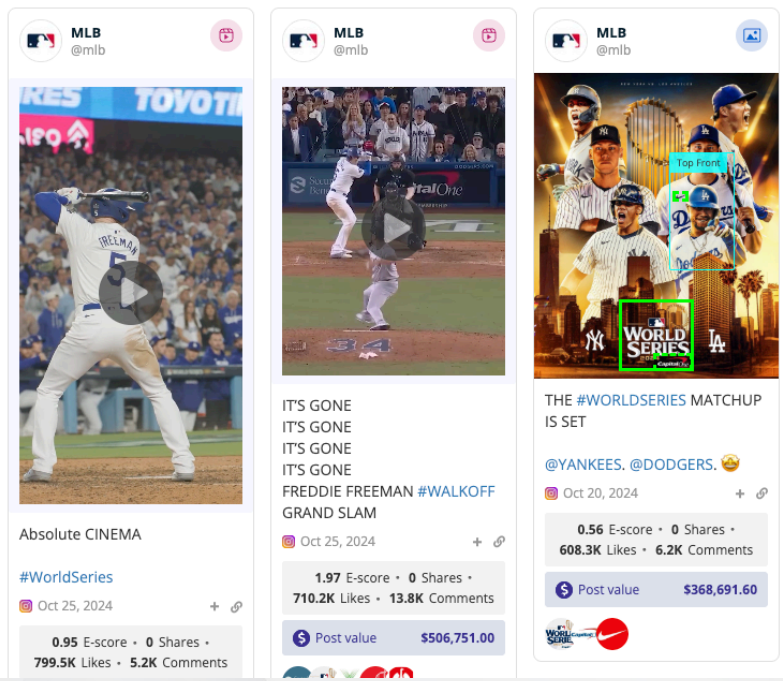
Based on data in Blinkfire from 1/1/2023-11/15/2023 and 1/1/2024-11/15/2024

MLB | 2024 WORLD SERIES

Campaign Performance
Capital One Metrics

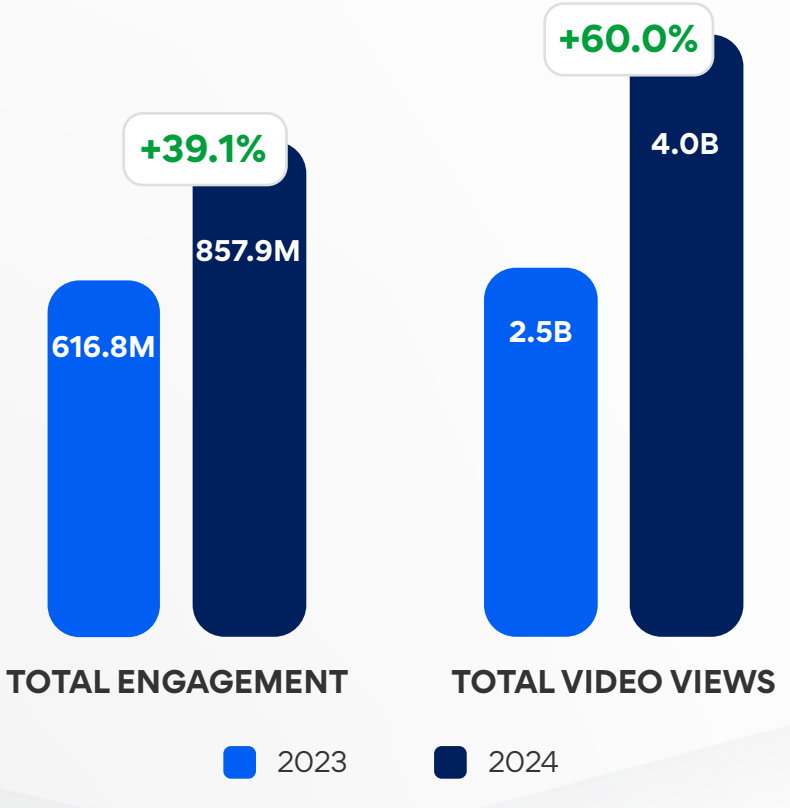
Campaign valuation	$13.3 M
Brand Valuation	$5.3 M
Total Engagement	28.9 M
Total Posts	2,001

Based on data in Blinkfire from 10/1/2024 - 11/3/2024 on Instagram, X, Facebook, YouTube, TikTok, and Threads



MLB had a dream scenario with a World Series featuring their two biggest markets. With historic milestones, young superstars, and a thrilling postseason, **MLB increased video views by 60% and engagement by 39%**.

MLB World Series: 2023 vs 2024

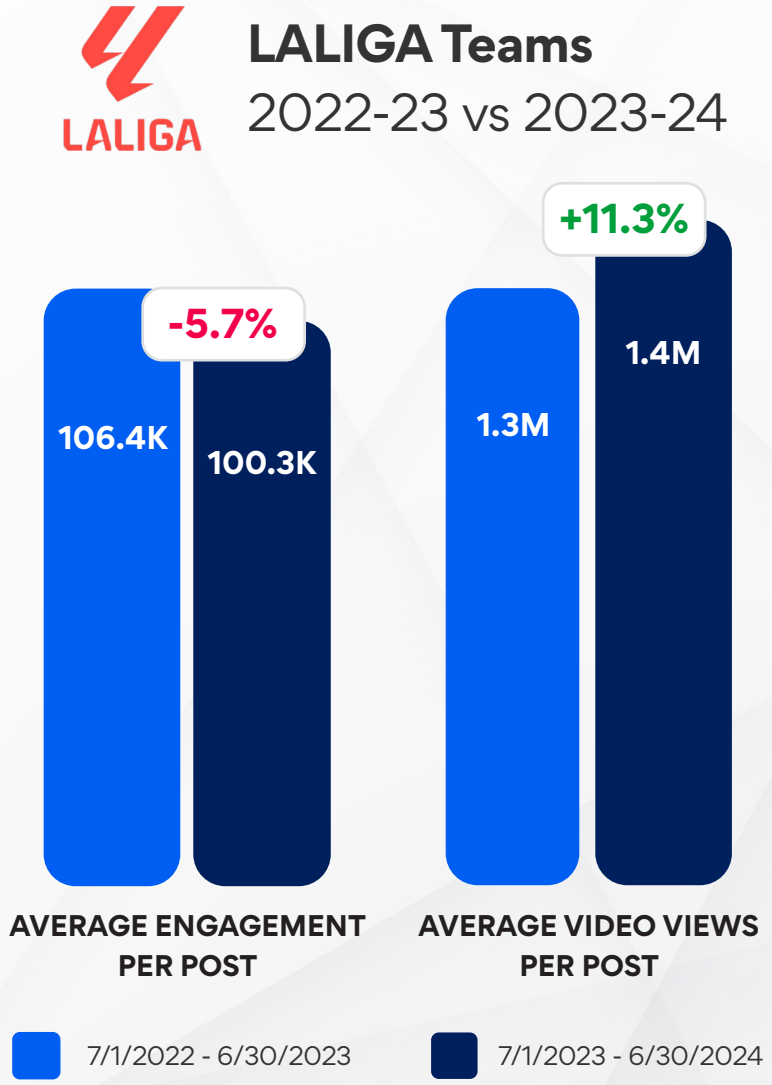


LALIGA EA SPORTS TEAMS | INSTAGRAM

During the 2023-24 season, **LALIGA** executed a masterful Instagram strategy, even with a **34.7% decrease in the number of posts**. In contrast, the teams increased posting frequency but did not see an improvement in their average engagement per post.

Despite not surpassing the engagement figures of the 2022-2023 season, **Instagram remains a high-performing platform**. The average views per post for LALIGA teams increased by 11.3%, indicating that video content continues to deliver.

This highlights LALIGA teams' shift in video content, including intimate moments of players or viral challenges on social media. Followers have enjoyed content that humanizes and brings them closer to their idols, encouraging them to interact.

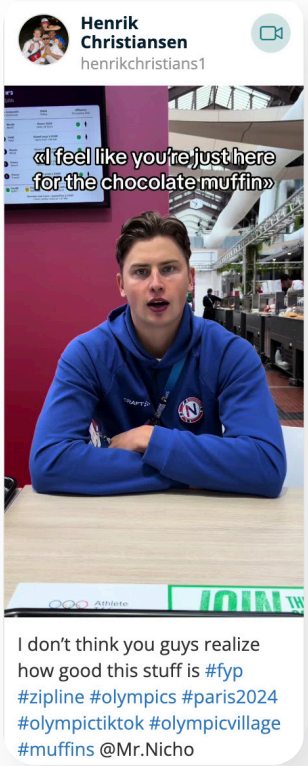


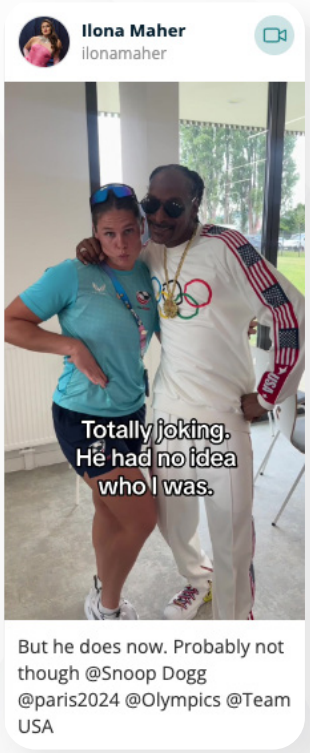
OLYMPIC GAMES PARIS 2024 | **VIRAL CONTENT**

The Olympic Games capture the attention of the world—and in just 17 days of competition there are many great moments.

Social networks played a crucial role in Paris and transformed many of the most memorable performances into viral moments. From sports organizations to actors, no one wanted to miss the opportunity to ride the wave of the olympic Games.

Staying tuned to the most popular conversations on social media allowed entities to connect with new audiences. A **strategy that capitalizes on higly engaging events is an essential tool for amplifying presence and relevance.**







The best example of how to connect with a new fanbase through social media was acomplished by Muffin Man. Henrik Christiansen, a swimmer who served as a food critic from the Olympic village and went viral for his love of muffins. Another standout in the social media spotlight was **Ilona Maher.** Beyond her historic bronze medal, she became a star on digital platforms, adding 3.6 million new followers during the Olympics and generating 465.6 million video views and 39.3 million engagements—thanks to her fun content around the Olympic village and some serious posts standing up for female body positivity.

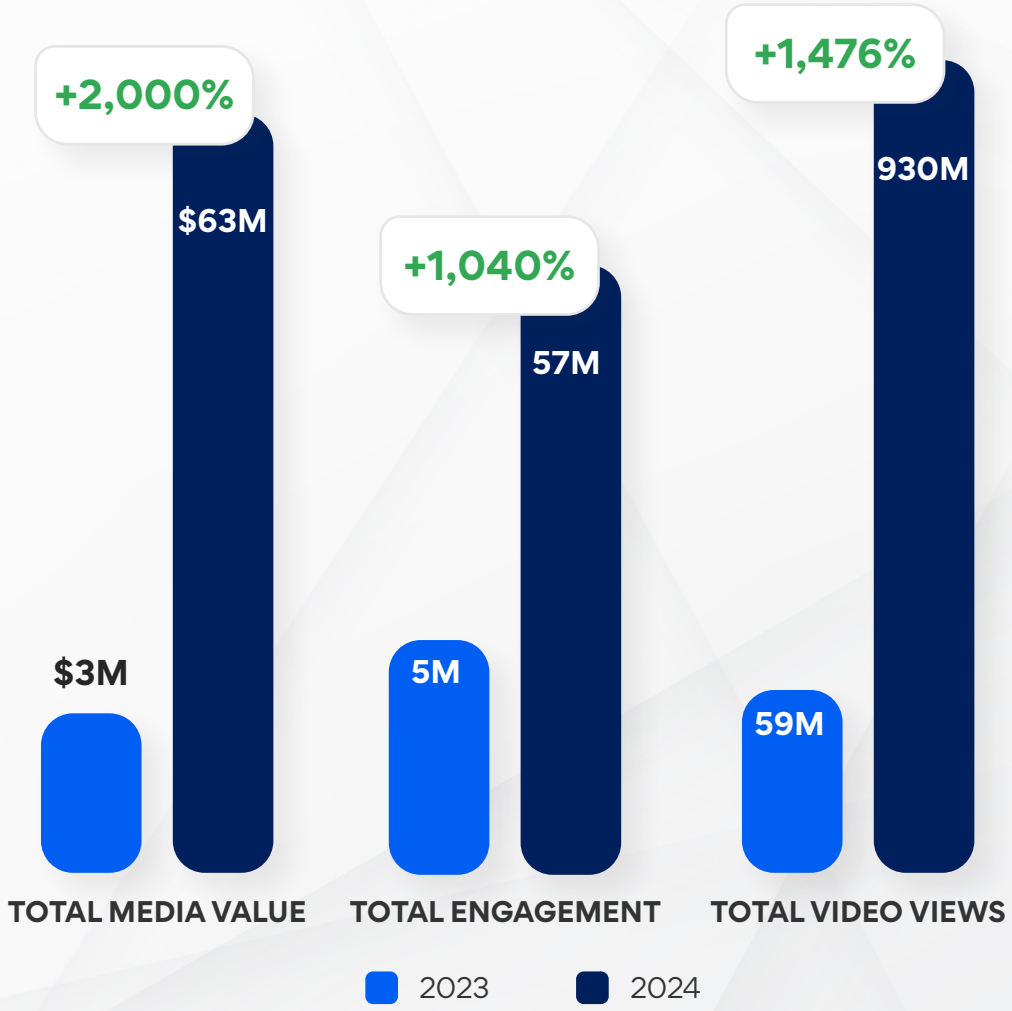
INDIANA FEVER | **THE CAITLIN CLARK EFFECT**

Caitlin Clark lit a fire that spread across women's sports. Her popularity took the Indiana Fever to record-breaking levels across social media, ticket and merchandise sales, attendance, and more. Clark also added over 3 million new followers this year on social media.

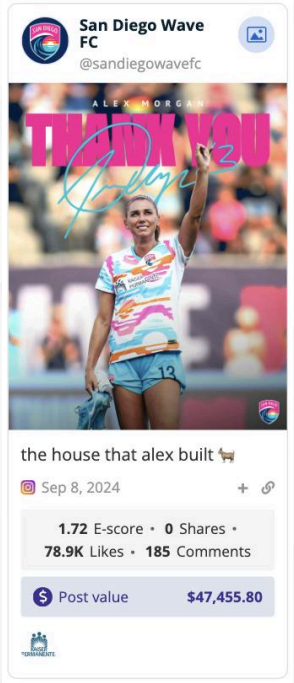
Clark's impact on the Indiana Fever cannot be overstated. The team had exponential increases to their total media value, engagement, and video views on social media. The Fever didn't just have a great year in the WNBA, they also ranked seventh in engagements and fourth in video views among NBA teams.

The Fever added 1.7 million new followers on social media in 2024, a 326% increase compared to 2023. Additionally, **their front-of-jersey sponsor, Salesforce, received 641% more value in 2024 compared to 2023.** Clark truly has changed the WNBA, on and off the court.

Indiana Fever
Regular Season Social Media Growth

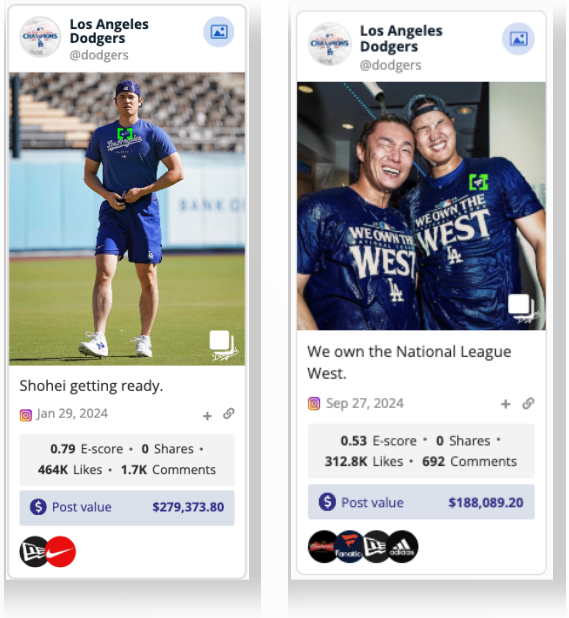


ALEX MORGAN



The NWSL paid a fitting tribute to Alex Morgan in her final professional match in September, setting a new single-day engagement record with **2,347,000 total engagements**. Alex Morgan has been the face of women's soccer in the United States and around the world, and we want to congratulate her on an incredible, trailblazing career.

SHOHEI OHTANI



Shohei Ohtani delivered a historic season, making MLB history as the **first player to achieve 50 home runs and 50 stolen bases** in a single year. His performance earned him a unanimous vote for National League MVP. With **8.6 million Instagram followers**, Ohtani has become the sport's most popular figure. The Japanese superstar is propelling MLB to unprecedented global reach.

KYLIAN MBAPPÉ



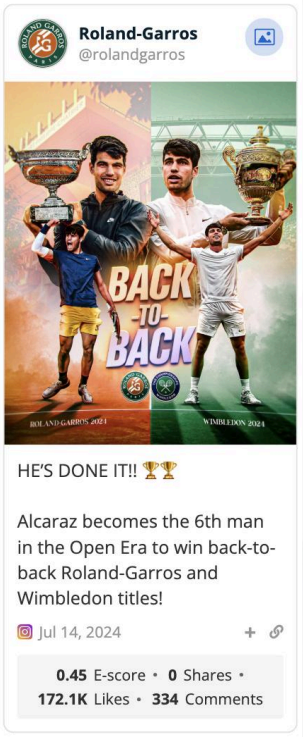
This year, one of the best soccer teams in the world added one of the best players to their roster: Kylian Mbappé. Of his 117.3 million followers on Instagram, 2.7 million were gained between the day of the official announcement of his signing and the following day. The day of Mbappé's signing, **Real Madrid generated 11.3 million engagements**, 302% more than Manchester City when they signed Erling Haaland.

SCOTTIE SCHEFFLER



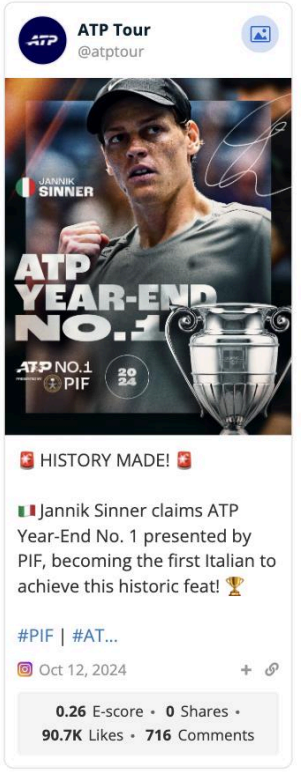
Scottie Scheffler won nine tournaments in 2024, including the Olympics, the Masters, and a FedEx Cup Championship. His nine wins tied Tiger Woods and Vijay Singh for the most wins in a single season since 1950. Scheffler has been the **first-ranked golfer in the world for 82 consecutive weeks**, the fourth longest streak in PGA history behind Greg Norman and Tiger Woods (twice).

CARLOS ALCARAZ



In 2024, Carlos Alcaraz won four titles, two grand slams, and Olympic silver medal and was named the 2024 ATP Player of the Year. He also added over 2.3 million new followers, totaling **8.6 million followers**. Alcaraz is now the second-most followed active player in the sport behind Novak Djokovic.

JANNIK SINNER



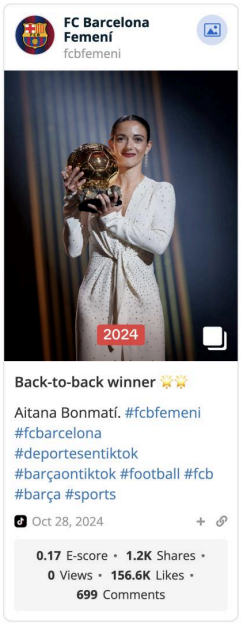
Jannik Sinner might have had the most successful season with eight total wins, two grand slams and an ATP Finals championship. Sinner also added **1.7 million new followers** this year. He is widely viewed as one of the next great players in the game as older stars like Rafael Nadal and Andy Murray retired this year.

RODRIGO HERNÁNDEZ



Rodrigo Hernández had an outstanding year, marked by individual and team achievements. He played a pivotal role in helping Manchester City win their fourth consecutive Premier League title. On the international stage, **Hernández was instrumental in Spain's victory at Euro 2024**, where his performances earned him the prestigious title of Player of the Tournament. Hernández's consistent excellence also earned him the **Ballon d'Or**, the first Spanish man to win it since Luis Suárez in 1960.

AITANA BONMATÍ



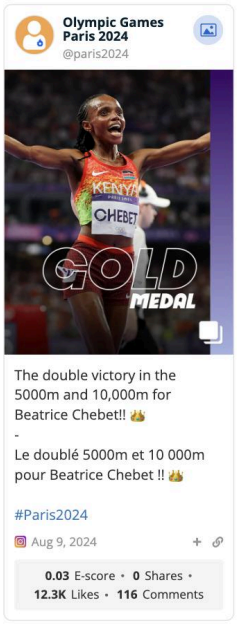
Aitana Bonmatí's year highlight was winning her **second consecutive Ballon d'Or** win. Bonmatí played a pivotal role for both FC Barcelona and the Spanish national team, helping Barcelona secure multiple trophies, including the Champions League, where she was named Player of the Final after scoring the first goal. Bonmatí also stood out with 23 goals and 17 assists in 49 games. Additionally, she added **557,000 new followers** to her total of 2.8 million followers.

TADEJ POGAČAR



In 2024, Tadej Pogačar delivered an extraordinary season in cycling, achieving the prestigious **"Triple Crown"** by winning the Giro d'Italia, Tour de France, and the World Championship road race. His World Championship victory in Zurich solidified his legacy, as he became one of only three cyclists in history to achieve this rare feat, alongside Eddy Merckx and Stephen Roche. Pogačar has over **2.6 million followers**, making him the most followed cyclist in the world.

BEATRICE CHEBET



Beatrice Chebet was honored as the 2024 **Female Track Athlete of the Year** following her historic performance at the Paris Olympics, where she became the first Kenyan woman to win gold in the 10,000m event. Adding to this milestone, she claimed victory in the 5,000m, achieving an extraordinary **Olympic double**. Chebet also shattered the world record in the 5km road race in Barcelona and defended her title at the World Cross Country Championships in Serbia, cementing her place among the world's elite runners.

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 Advanced TV. 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 Analytics' 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**.

