

2024

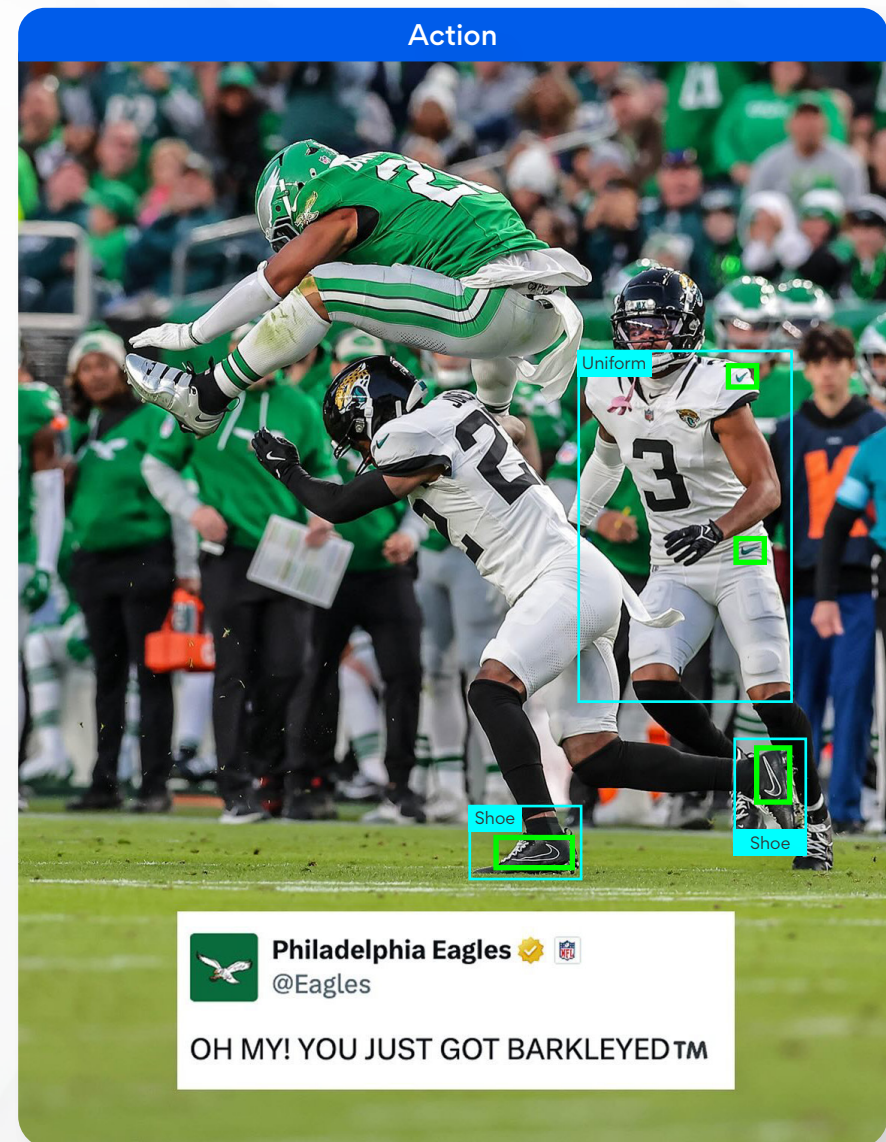
NFL REPORT



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The 2024 NFL season wasn't just electrifying on the field—it dominated the digital landscape with 1.2 billion engagements and a staggering 16 billion video views across social platforms. In this report, we break down the game-changing strategies that fueled this record-breaking performance, from viral player moments and TikTok growth to innovative brand partnerships.

Which teams led the social media rankings, what trends drove the league's massive engagement, and what best practices set new standards for success? Dive in as we analyze the data, highlight standout performances, and reveal the playbook behind the NFL's social media dominance.

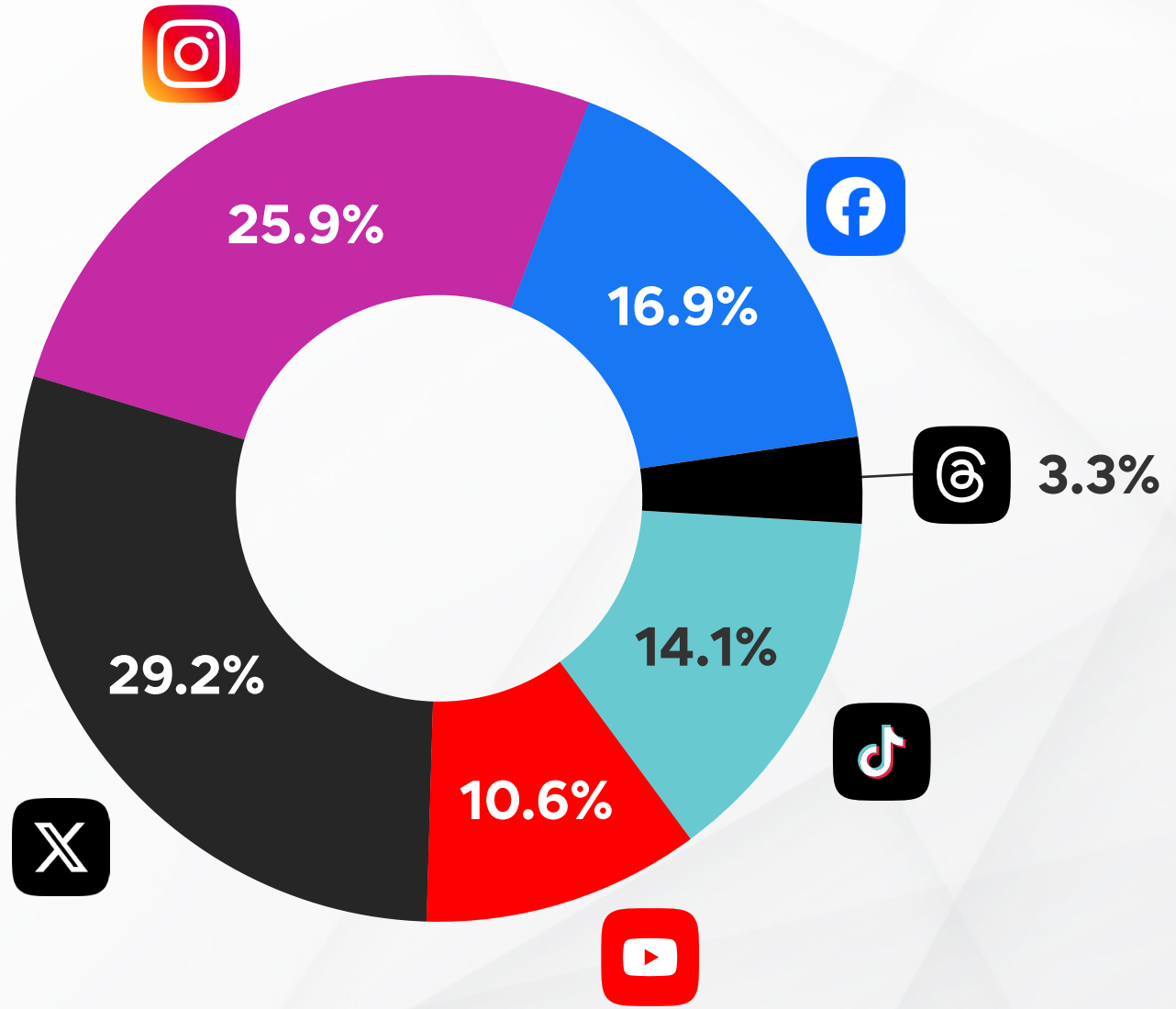


NFL FOLLOWER DISTRIBUTION



Total Followers:
135,710,078

X continues to be a popular destination for NFL fans enjoying quick, real-time updates from teams. The league grew on TikTok adding 1.5 million new followers, an increase of 8.7% compared to last season.

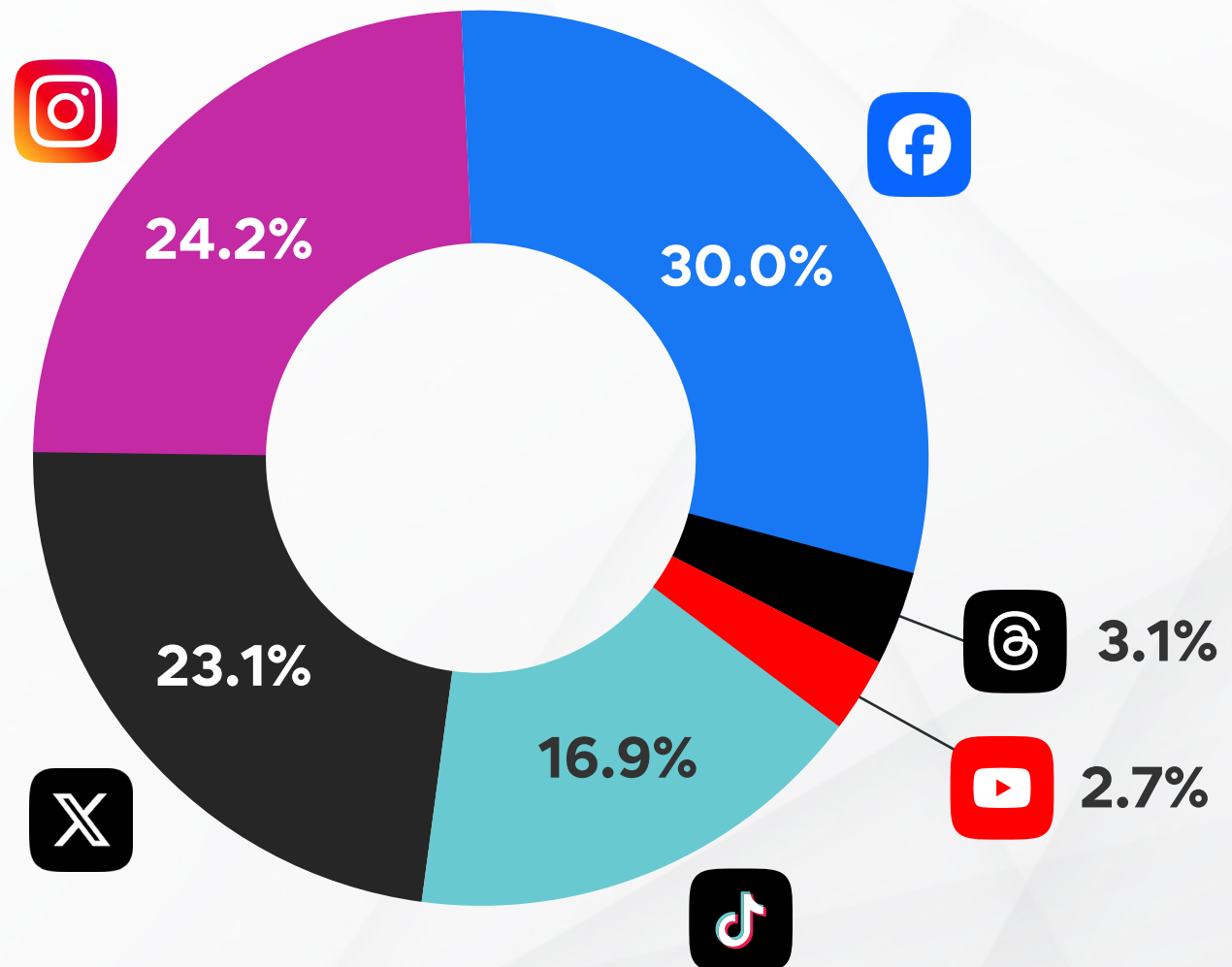


Based on data in Blinkfire from 1/5/2025 across the NFL's X, Facebook, Instagram, TikTok, YouTube, and Threads

TEAM FOLLOWER DISTRIBUTION

Total Followers:
305,183,356

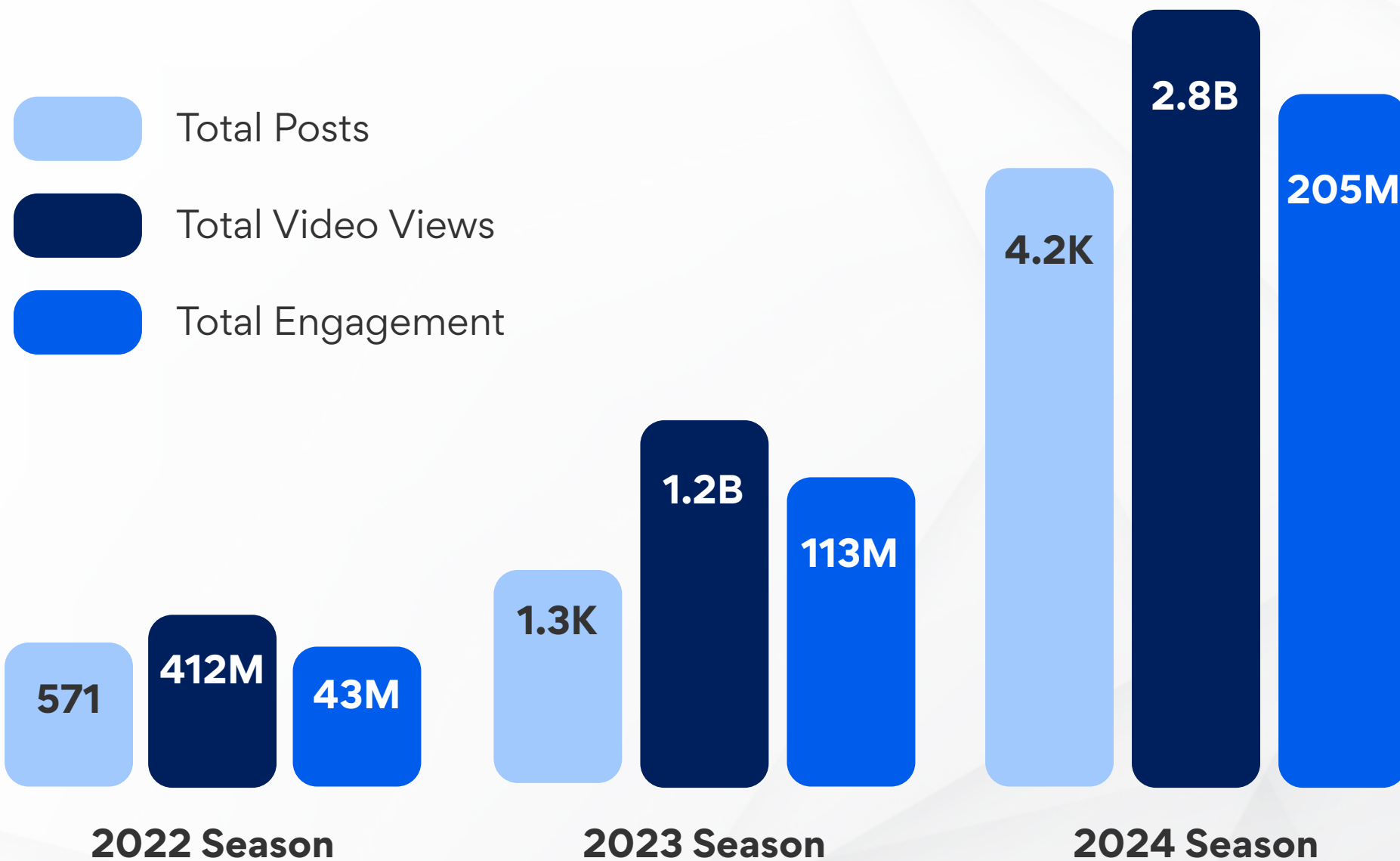
Meta dominates social media for the NFL, as Facebook and Instagram make up 54.2% of teams' total followers. YouTube and TikTok were the only two platforms to see follower distribution increase compared to last season for NFL teams.



Based on data in Blinkfire from 1/5/2025 across NFL teams' X, Facebook, Instagram, TikTok, YouTube, and Threads



THE NFL'S EXPONENTIAL TIKTOK GROWTH



Based on league owned and operated data in Blinkfire from 9/8/2022-1/8/2023, 9/7/2023-1/7/2024, and 9/5/2024-1/5/2025

SOCIAL PERFORMANCE

Total Engagement









1		Kansas City Chiefs	83.5M
2		Philadelphia Eagles	81.0M
3		Detroit Lions	76.4M
4		Pittsburgh Steelers	63.7M
5		San Francisco 49ers	54.0M
6		Buffalo Bills	53.5M
7		Baltimore Ravens	43.3M
8		Cincinnati Bengals	33.5M
9		Green Bay Packers	32.0M
10		Seattle Seahawks	31.7M

Total Video Views

1		Detroit Lions	746.1M
2		Philadelphia Eagles	612.4M
3		Kansas City Chiefs	496.6M
4		San Francisco 49ers	408.0M
5		Pittsburgh Steelers	407.2M
6		Buffalo Bills	371.8M
7		Dallas Cowboys	359.6M
8		Minnesota Vikings	317.0M
9		Seattle Seahawks	308.4M
10		Baltimore Ravens	290.6M

Based on team owned and operated data in Blinkfire from 9/5/2024-1/5/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

2024 NFL SEASON MEDIA VALUE

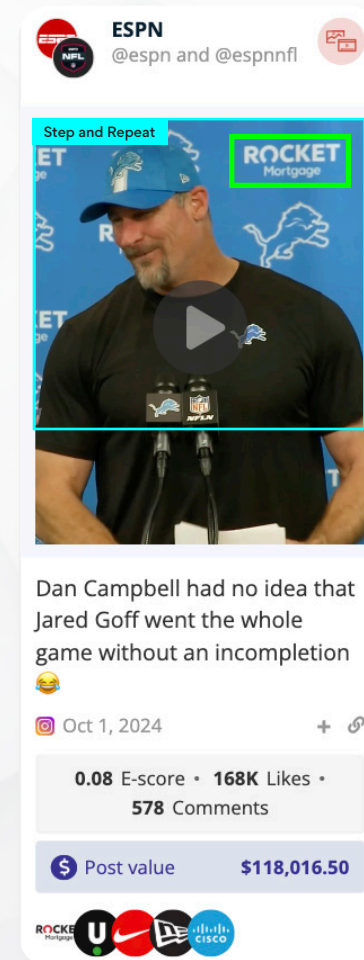
	Team	Total Valuation	% Increase from 2023 Season ▼
1	 Washington Commanders	\$14.9M	219.8%
2	 Detroit Lions	\$41.1M	111.0%
3	 Carolina Panthers	\$8.3M	90.9%
4	 Tampa Bay Buccaneers	\$14.6M	78.8%
5	 Atlanta Falcons	\$14.2M	57.7%
6	 Minnesota Vikings	\$14.0M	52.6%
7	 Buffalo Bills	\$29.8M	44.9%
8	 Pittsburgh Steelers	\$36.1M	28.3%
9	 Arizona Cardinals	\$7.5M	27.1%
10	 Denver Broncos	\$14.6M	23.6%

Based on team's owned and operated data in Blinkfire from 9/5/2024-1/5/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

PRESS CONFERENCE STEP & REPEAT SPONSORS

Owned and earned media

	Team	Brand	Total Valuation
1	Detroit Lions	Rocket Mortgage	\$3.9M
2	Miami Dolphins	Baptist Health South Florida	\$2.1M
3	Pittsburgh Steelers	PNC	\$916.1K
4	Cincinnati Bengals	Paycor	\$854.3K
5	San Francisco 49ers	SAP	\$831.5K
6	San Francisco 49ers	Levi's	\$820.4K
7	Arizona Cardinals	State Farm	\$746.3K
8	Cincinnati Bengals	CareSource	\$713.5K
9	Baltimore Ravens	M&T Bank	\$710.9K
10	Tampa Bay Buccaneers	AdventHealth	\$702.8K



Based on data in Blinkfire from 9/5/2024-1/5/2025 across owned and earned media


TEAMS | RELATIVE FOLLOWER GROWTH

OVERALL



INSTAGRAM

TEAM	% GROWTH
1  Detroit Lions	15.3%
2  Philadelphia Eagles	7.5%
3  Buffalo Bills	6.5%
4  Kansas City Chiefs	6.5%
5  Los Angeles Rams	6.5%

TEAM	% GROWTH
1  Detroit Lions	27.1%
2  Washington Commanders	10.1%
3  Buffalo Bills	10.0%
4  Minnesota Vikings	8.0%
5  Baltimore Ravens	5.6%

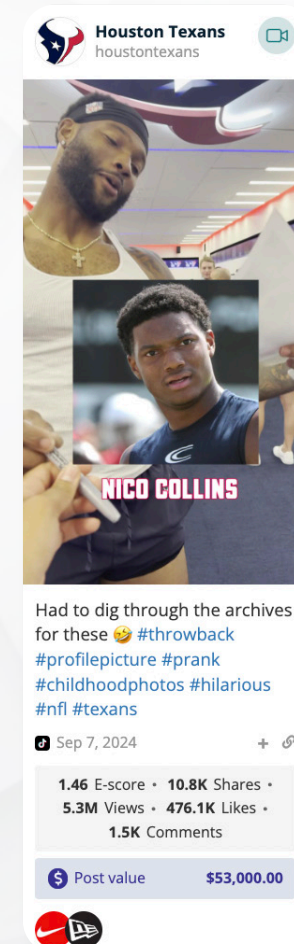
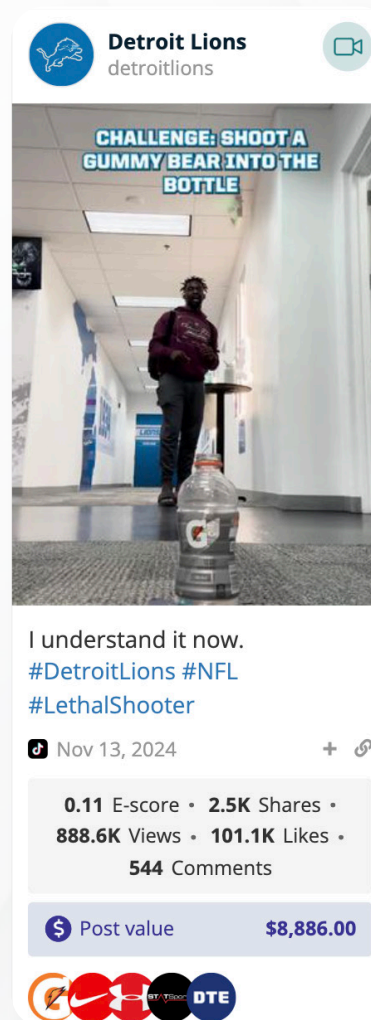
Based on team's owned and operated data in Blinkfire from 9/5/2024-1/5/2025 across Instagram, TikTok, X, Facebook, YouTube, and Threads

TEAMS | RELATIVE FOLLOWER GROWTH



TIKTOK

TEAM		% GROWTH
1	Detroit Lions	18.5%
2	Houston Texans	15.6%
3	Green Bay Packers	10.3%
4	Philadelphia Eagles	9.7%
5	New Orleans Saints	9.1%



Based on team's owned and operated data in Blinkfire from 9/5/2024-1/5/2025 across TikTok

TEAMS | RELATIVE FOLLOWER GROWTH







FACEBOOK

TEAM		% GROWTH
1	 Philadelphia Eagles	13.2%
2	 Detroit Lions	10.8%
3	 Kansas City Chiefs	8.8%
4	 Buffalo Bills	7.8%
5	 Cincinnati Bengals	4.5%



YOUTUBE






TEAM		% GROWTH
1	 Kansas City Chiefs	46.1%
2	 Detroit Lions	29.5%
3	 Arizona Cardinals	24.7%
4	 Minnesota Vikings	19.7%
5	 Philadelphia Eagles	18.5%

Based on team's owned and operated data in Blinkfire from 9/5/2024-1/5/2025 across Facebook and YouTube

TEAMS | RELATIVE FOLLOWER GROWTH



X

TEAM		% GROWTH
1	 Detroit Lions	4.0%
2	 Buffalo Bills	2.8%
3	 Cincinnati Bengals	1.8%
4	 Kansas City Chiefs	1.8%
5	 Minnesota Vikings	1.3%



THREADS

TEAM		% GROWTH
1	 Detroit Lions	24.5%
2	 Philadelphia Eagles	18.9%
3	 Pittsburgh Steelers	16.1%
4	 Washington Commanders	15.1%
5	 Atlanta Falcons	14.6%

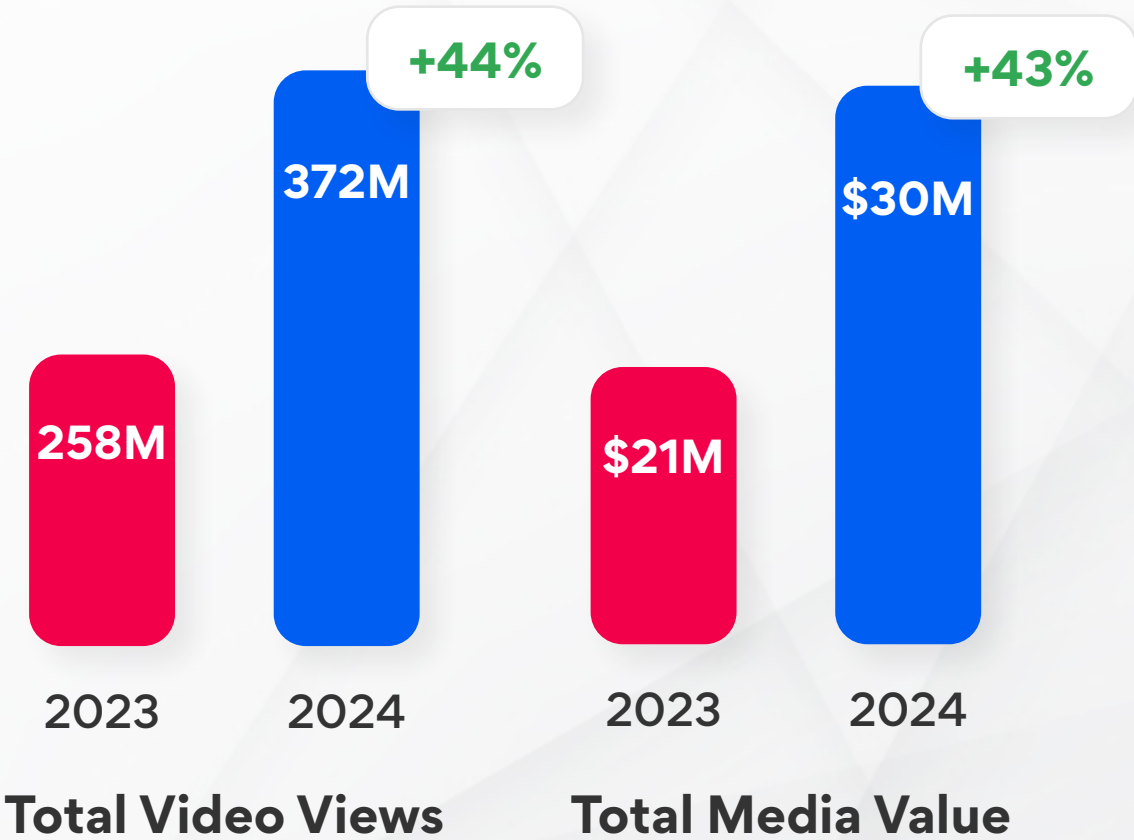
Based on team's owned and operated data in Blinkfire from 9/5/2024-1/5/2025 across X and Threads

NFL MVP: JOSH ALLEN



It pays to have the MVP on your team. Josh Allen put up jaw-dropping stats all season leading his team to the AFC Championship game. The Buffalo Bills benefited from Allen’s stellar play as they saw substantial increases across social media KPIs. In addition to a 40% increase in both video views and media value, the Bills **increased total engagement by 34.8%** during the 2024 regular season.

Buffalo Bills
Regular Season Social Media Growth

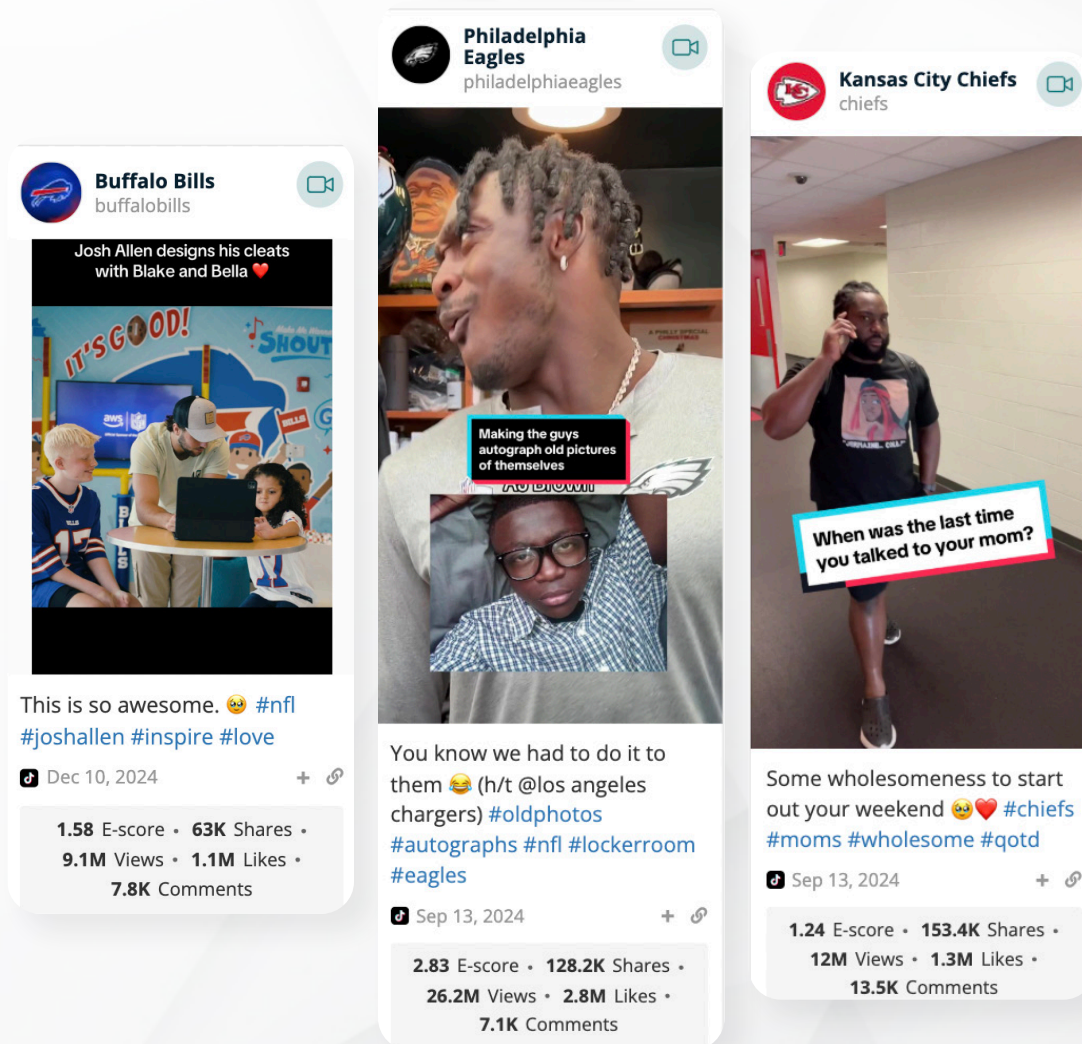


Based on the Buffalo Bills’ owned and operated data in Blinkfire from 9/7/2023-1/7/2024 and 9/5/2024-1/5/2025

OFF-THE-FIELD CONTENT

NFL teams win big on social media by thinking beyond the gridiron and tapping into the human side of football to capture fan attention. From **behind-the-scenes locker room interviews** filled with raw, unscripted moments to viral **TikTok challenges** that show off players' personalities, these creative approaches are driving engagement. Clips of players surprising young fans or giving back to local communities tug at heartstrings and create **authentic connections with fans**.

By sharing content that goes beyond football, teams build loyal, year-round fanbases who love the players as much off the field as on it.



Based on data in Blinkfire from 9/5/2024-1/5/2025

TEAM ENGAGEMENT

It's amazing to see how powerful postseason hype can be on social media. Using Blinkfire Benchmarking, the Philadelphia Eagles soared to the top of total social media engagements with 63.9 million during the 2025 Playoffs. That figure accounted for **43.2% of the Eagles' total engagements during the 2024 regular season**. It was also nearly double the second-place Kansas City Chiefs, who tallied 36.7 million engagements.

In total, compared to last season's NFL Playoffs, **NFL teams generated 18.3% less engagements**. On the other hand, the league's owned and operated accounts generated a 2.7% increase in engagement.

TEAM		TOTAL ENGAGEMENT
1	 PHILADELPHIA EAGLES	63.9M
2	 KANSAS CITY CHIEFS	36.7M
3	 BUFFALO BILLS	23.9M
4	 WASHINGTON COMMANDERS	11.5M
5	 DETROIT LIONS	11.1M

Based on team's owned and operated data in Blinkfire from 1/11/2025 - 2/9/2025 across X, Facebook, Instagram, TikTok, YouTube, and Threads

WILD CARD ROUND: POWERED BY VERIZON



Total Posts

422

Total Engagement

3.4 Million

Total Media Value

\$1.4 Million

Uniform

2025 NFL Wild Card Weekend

Engagement reach for this post: **53,285**

2025 NFL Wild Card Weekend's Visibility by Device

COMMANDERS vs BUCCANEERS

SUNDAY 8:00PM ET | NBC | streaming on peacock

ALSO STREAMING ON MOBILE WITH NFL+
Subscription Required for NFL+. Terms and Conditions Apply. VISIT PLUS.NFL.COM

PRESENTED BY TRUIST

Game Preview

Based on data in Blinkfire from 1/6/25-1/13/25

DIVISIONAL ROUND: PRESENTED BY INTUIT TURBOTAX



Total Posts

411

Total Engagement

5.8 Million

Total Media Value

\$1.8 Million



Based on data in Blinkfire from 1/11/25-1/19/25

CONFERENCE CHAMPIONSHIP: PRESENTED BY INTUIT TURBOTAX



Total Posts

188

Total Engagement

1.7 Million

Total Media Value

\$928,833

A promotional graphic for the AFC vs NFC Championship game. It features a large portrait of a player on the left. On the right, two red pillars show the number of consecutive appearances for Tom Brady (8) and Patrick Mahomes (7). The text 'MOST CONSECUTIVE CONFERENCE CHAMPIONSHIP APPEARANCES' is at the top. Below the pillars, it says 'TOM BRADY MOST ALL-TIME' and 'PATRICK MAHOMES 2ND MOST ALL-TIME'. At the bottom, it says 'SUNDAY JAN. 26 | 6:30PM ET' and 'CBS Paramount+'. A small inset shows a social media post about the game with engagement reach of 153,731. The text 'Game Preview' is at the bottom right.

**MOST CONSECUTIVE
CONFERENCE
CHAMPIONSHIP
APPEARANCES**

2025 NFL Playoffs - Conference Championships
Engagement reach for this post: 153,731
2025 NFL Playoffs - Conference Championships' s Visibility by Device

8
TOM BRADY
MOST ALL-TIME

7
PATRICK MAHOMES
2ND MOST ALL-TIME

SUNDAY JAN. 26 | 6:30PM ET
CBS Paramount+

ALSO STREAMING ON MOBILE WITH NFL+




Game Preview

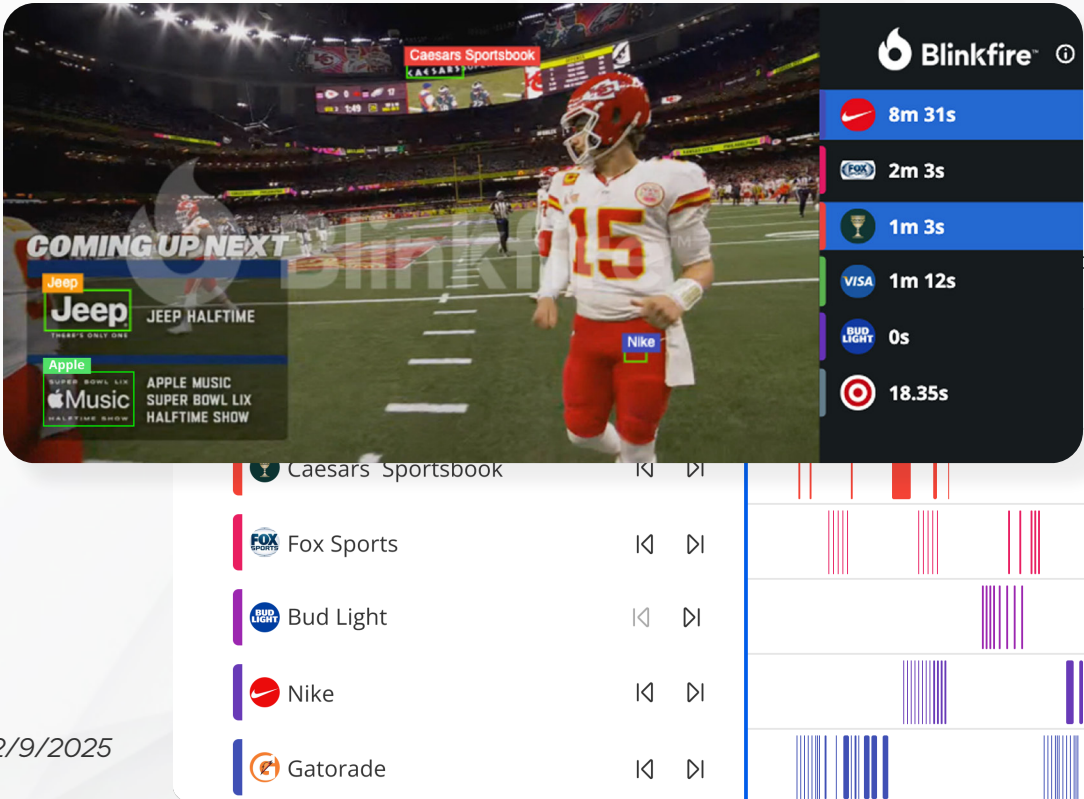
Based on data in Blinkfire from 1/18/25-1/26/25

SUPER BOWL LIX: BROADCAST BRAND EXPOSURE

FOX Sports’ Super Bowl LIX broadcast saw 127.7 million viewers watch the Kansas City Chiefs vs. Philadelphia Eagles. Brands battled for primetime exposure with Caesars Sportsbook generating more than \$2.3 million in media value. Jeep, prominently featured on the NFL’s analyst desk, drove impressive value at \$1.8 million. Meanwhile, Bud Light secured over \$1.3 million in value, proving that well-placed branding during the Super Bowl can make a major impact.



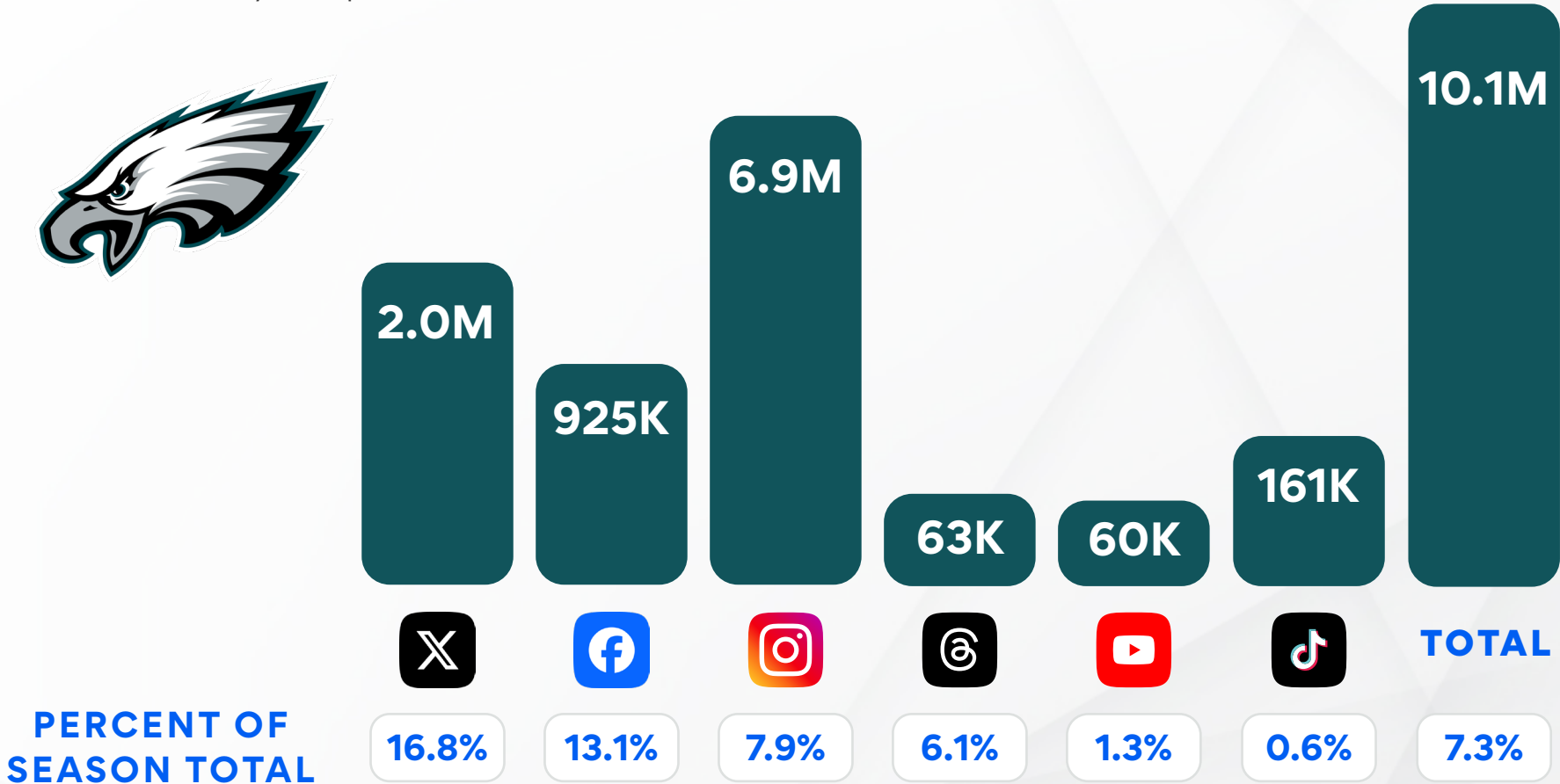
	Brand	Valuation
1	 CAESARS SPORTSBOOK	\$2.3M
2	 Jeep	\$1.8M
3	 BUD LIGHT	\$1.3M



Based on data in Blinkfire from FOX Sports Super Bowl LIX broadcast on 2/9/2025

PHILADELPHIA EAGLES: SUPER BOWL LIX'S ENGAGEMENT

During Super Bowl LIX, the Philadelphia Eagles saw a surge in social media activity, with more than 10.1 million total engagements across social platforms. That **single day accounted for 7.3% of their entire season's engagement**, showing the Super Bowl's unmatched ability to capture attention both on and off the field.



Based on data in Blinkfire from 2/9/2025 across the Philadelphia Eagles' owned and operated accounts

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.

