2024

NFL REPORT



Blinkfire™

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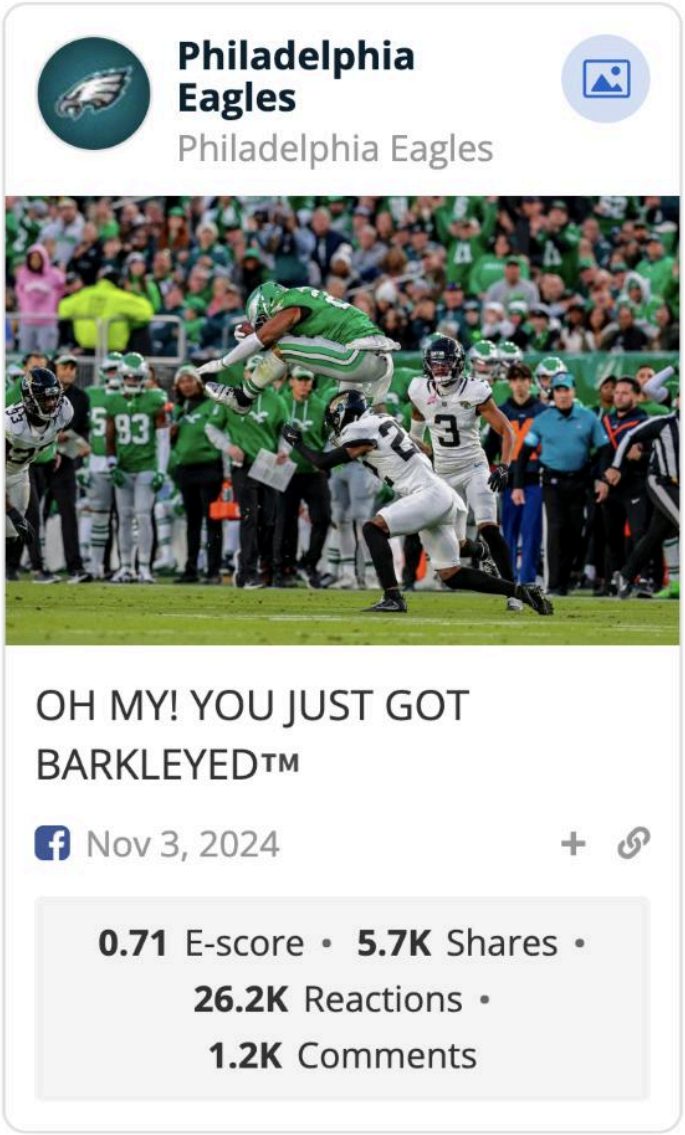
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The 2024 NFL season wasn't just electrifying on the field—it dominated the digital landscape with 1.2 billion engagements and a staggering 16 billion video views across social platforms. In this report, we break down the game-changing strategies that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

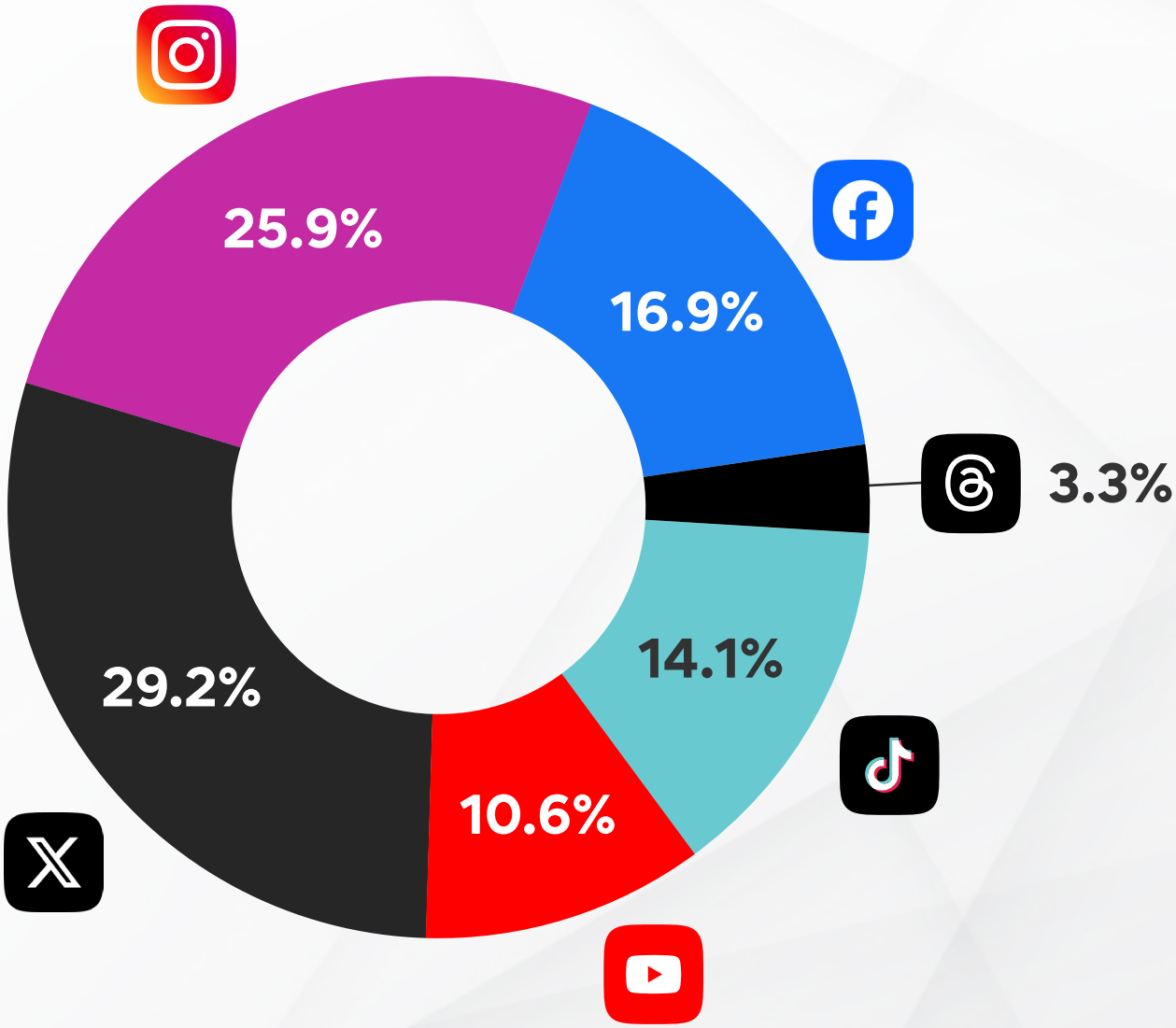
Which teams led the social media rankings? What trends drove the league's massive engagement? And what best practices set new standards for success? Dive in as we analyze the data, highlight standout performances, and reveal the playbook behind the NFL's social media dominance.



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 continues to grow on TikTok as they added 1.5 million new followers, an increase of 8.7% compared to last season, on the short-form video platform.



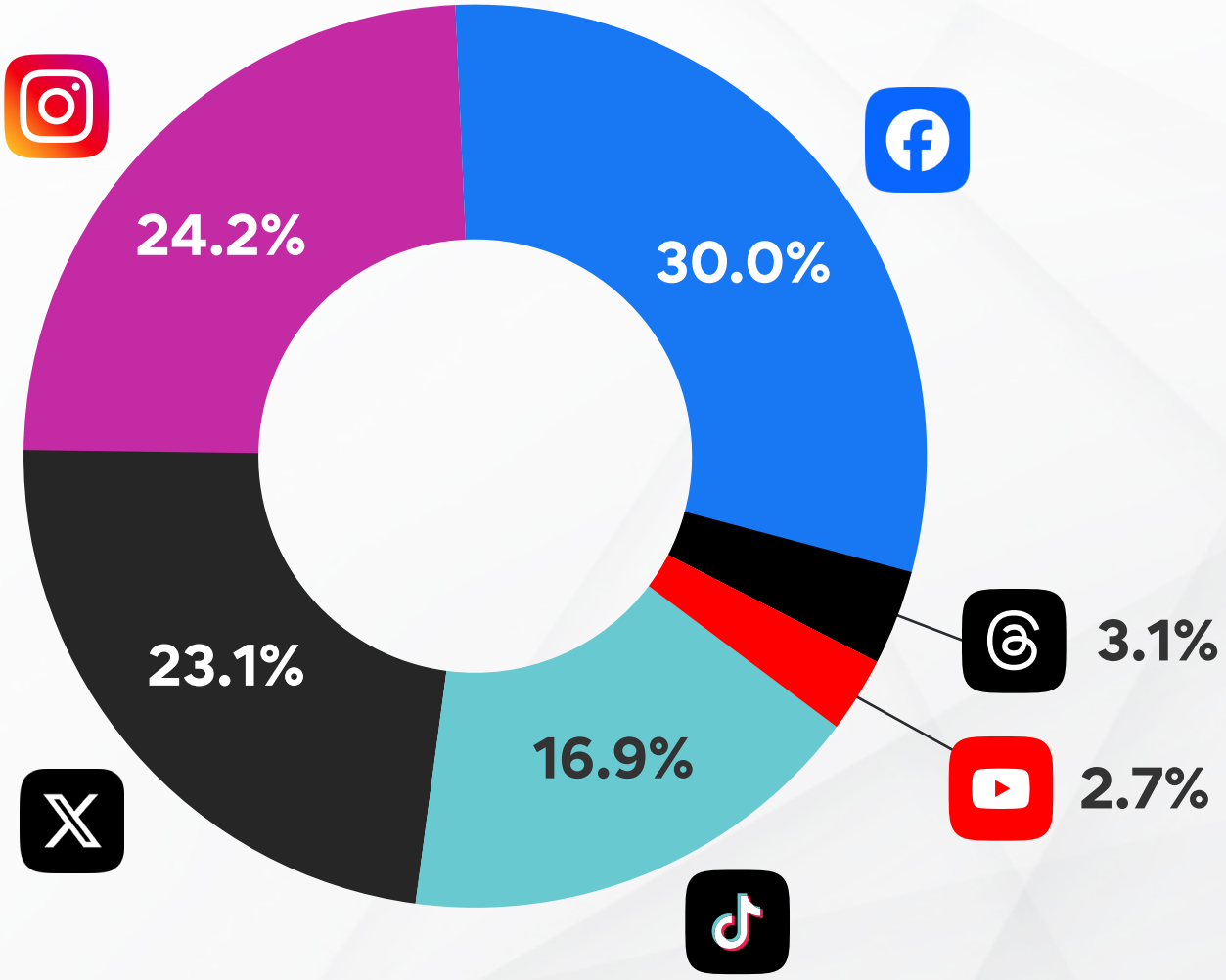
Based on data in Blinkfire from 1/5/2025 across the NFL's X, Facebook, Instagram, TikTok, YouTube, and Threads

TEAM FOLLOWER DISTRIBUTION

Total Followers:

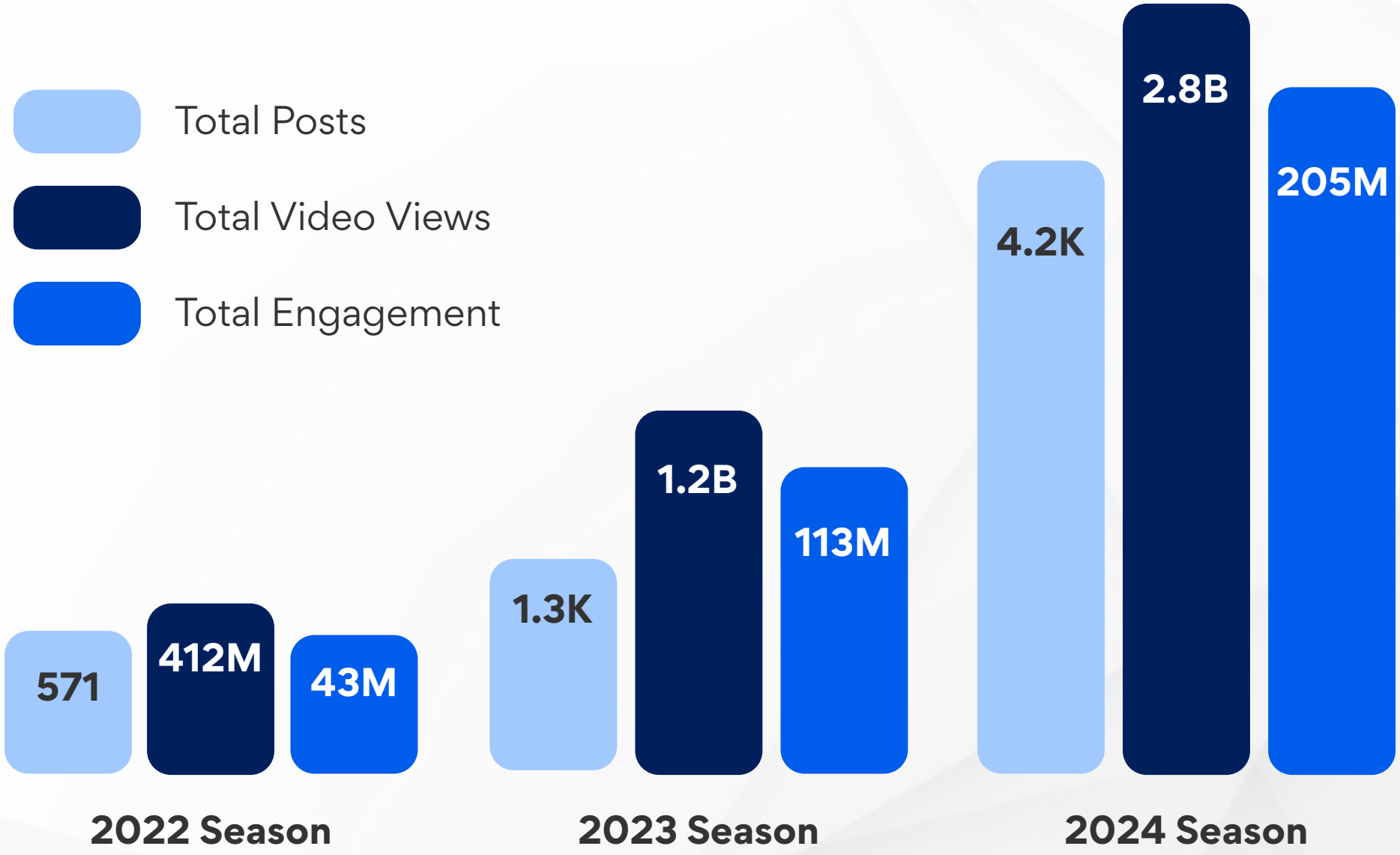
305,183,356

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

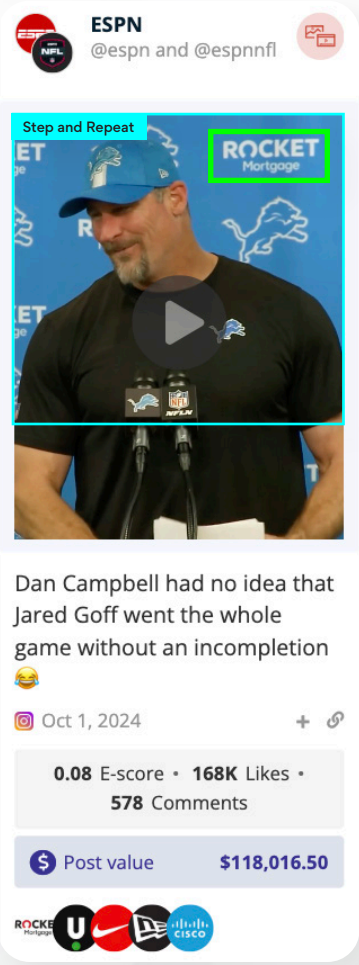
2024 NFL SEASON MEDIA VALUE

	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

	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 Facebook, Instagram, TikTok, X, Threads, and YouTube

TEAMS | **RELATIVE FOLLOWER GROWTH**

OVERALL

	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%**

INSTAGRAM

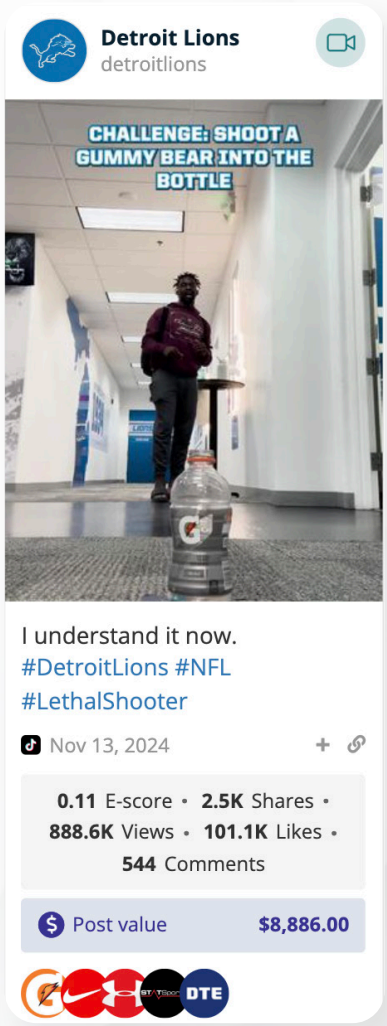
	TEAM	% GROWTH
1	**Detroit Lions**	**27.1%**
2	Washington Commanders	**10.1%**
3	Buffalo Bills	**10.0%**
4	Minnesota Vikings	**8.0%**
5	Baltimore Ravens	**5.6%**

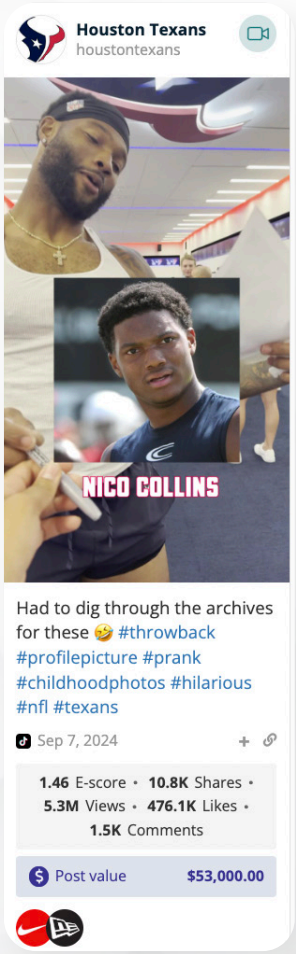
Based on team's owned and operated data in Blinkfire from 9/5/2024-1/5/2025 across Instagram, TikTok, X, Facebook, YouTube, and Threads

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

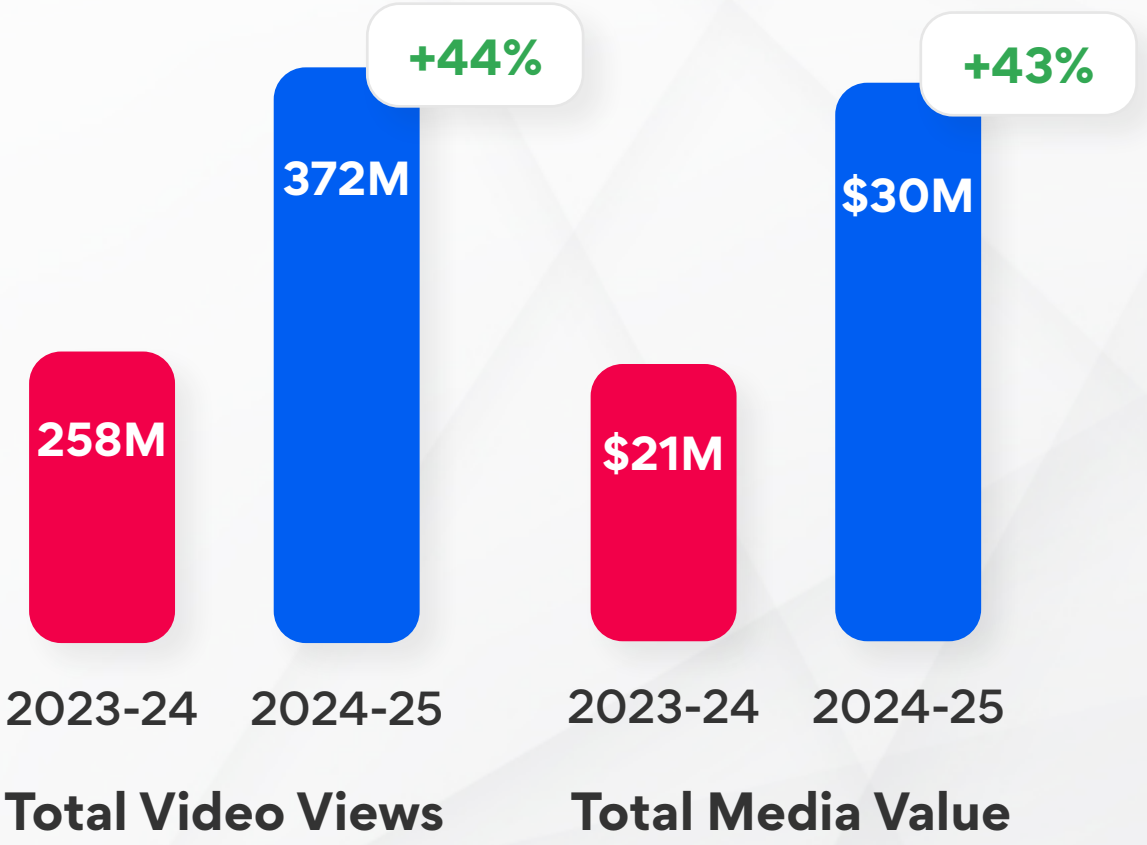




It pays to have the MVP on your team! Josh Allen put up jaw-dropping stats all season as he lead his team all the way to the AFC Championship game. The Buffalo Bills benefited from his stellar play as they saw substantial increase across social media KPIs! In addition to a 40% increase in both video views and media value, the Bills also **increased total engagement by 34.8%** during the 2024-25 regular season.

Buffalo Bills

Regular Season Social Media Growth

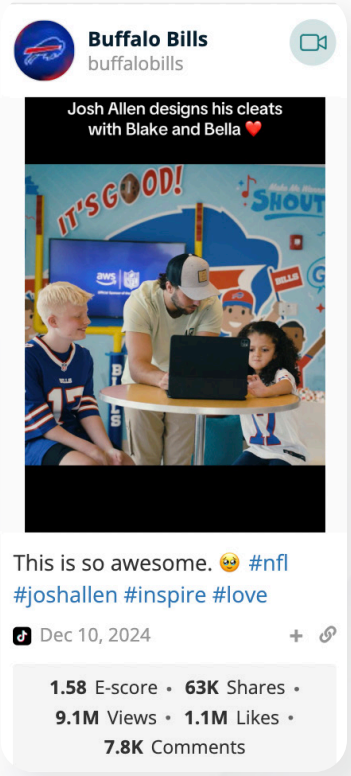


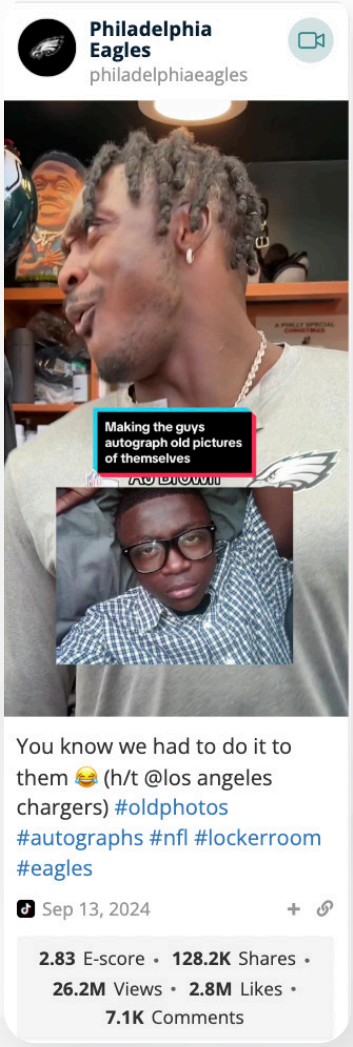
Based on the Buffalo Bills' owned and operated data in Blinkfire from 9/7/2023-1/7/2024 and 9/5/2024-1/5/2025

OFF-THE FIELD CONTENT

NFL teams win big on social media by thinking beyond the gridiron, 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 through the roof. Heartwarming 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 touchdowns and tackles, teams are building 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 a massive 63.9 million during the 2025 Playoffs. That figure accounts for **43.2% of the Eagles' total engagements during the 2024-25 sesason.** It was also nearly double the second-place Kansas City Chiefs, who tallied 36.7 million engagements.

In total, comapred to the 2024 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	**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

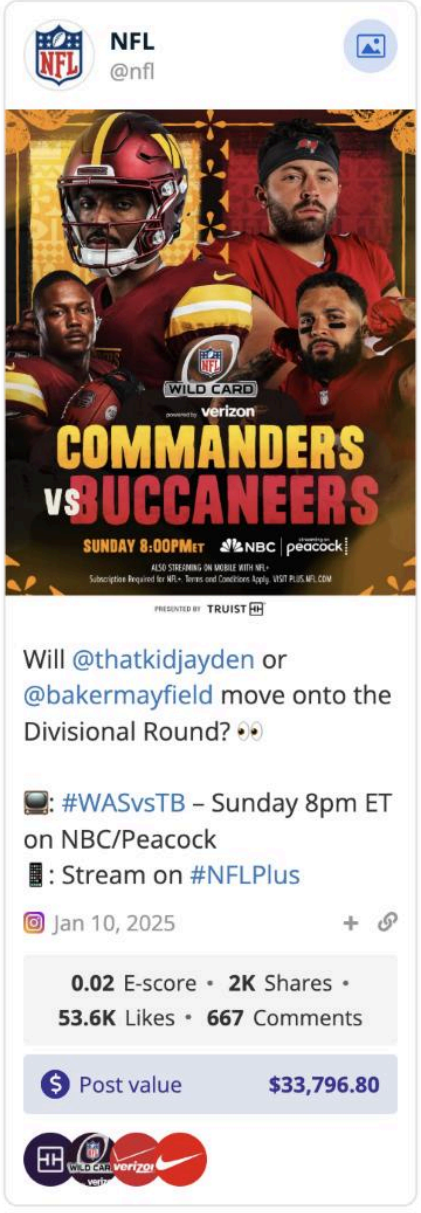
422

Total Engagement

3.4 Million

Total Media Value

$1.4 Million



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

AFC CHAMPIONSHIP PRESENTED BY INTUIT turbotax

NFC CHAMPIONSHIP PRESENTED BY INTUIT turbotax

Total Posts

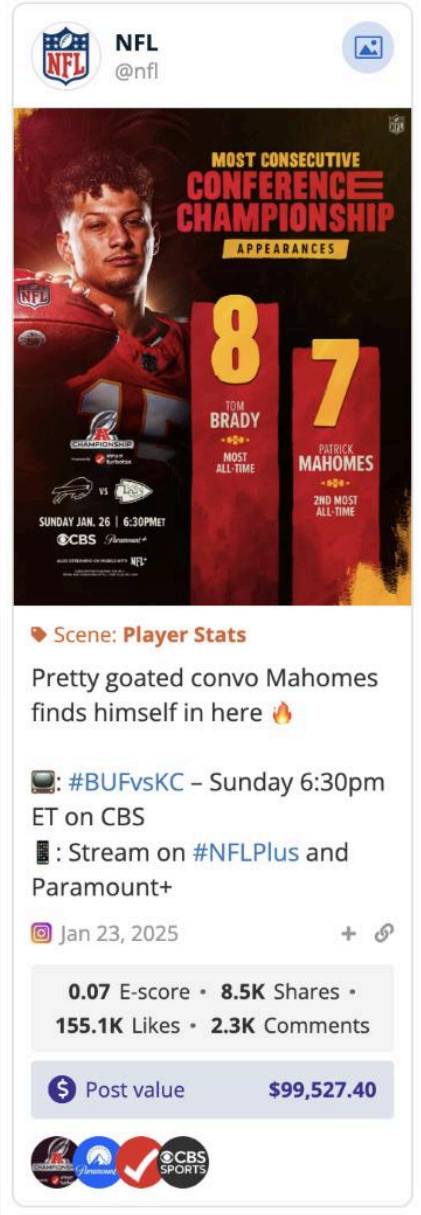
188

Total Engagement

1.7 Million

Total Media Value

$928,833



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

SUPER BOWL LIX: BROADCAST BRAND EXPOSURE

During Fox Sports' broadcast of Super Bowl LIX, brands battled for prime exposure, with Caesars Sportsbook leading the way, generating over $2.2 million in media value from just 3 minutes and 22 seconds of on-screen exposure. Jeep, prominently featured on the NFL's analyst desk, boasting a high 4.36% screen share and drove impressive value at $1.8 million. Meanwhile, Bud Light secured over $1.2 million in exposure value, proving that even seconds of well-placed branding during the Super Bowl can make a major impact.

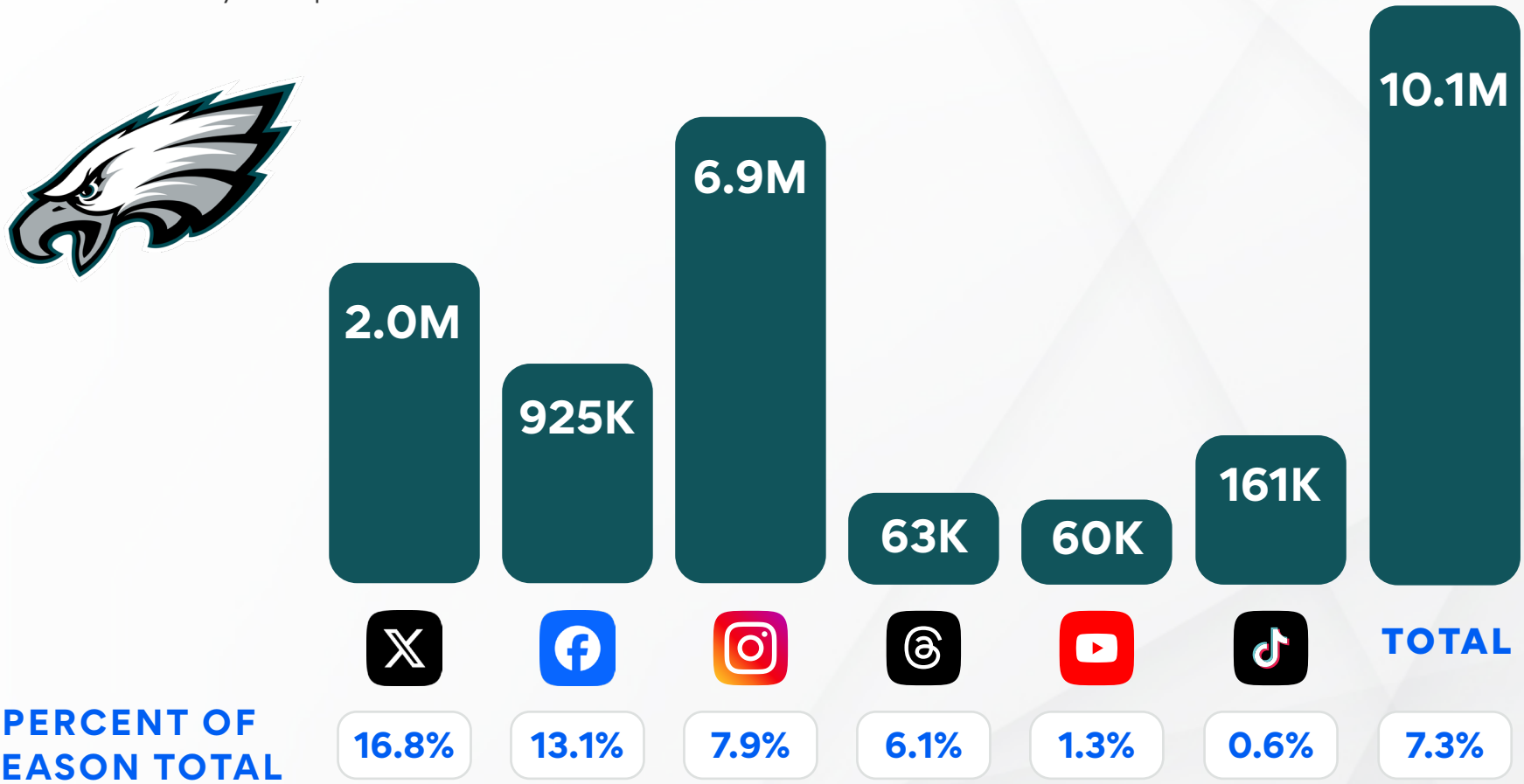


	Brand	Duration	Valuation ▼	Viewer time	Screenshare
1	Caesars Sportsbook	3min 22sec	**$2.3M**	12hr 40min 15sec	0.24%
2	Jeep	37sec	**$1.8M**	25min 38sec	4.36%
3	Bud Light	52sec	**$1.3M**	50min 4sec	0.66%

Based on data in Blinkfire from Fox Sports' TV on 2/9/2025

PHILADELPHIA EAGLES: SUPER BOWL SUNDAY ENGAGEMENT

During Super Bowl LIX, the Philadelphia Eagles saw a surge in social media activity, with more than 10.1 million total engagements across platforms. Remarkably, 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**.

