2025-26

NBA REPORT

Blinkfire™

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DATA & METHODOLOGY OVERVIEW

This report is powered by Blinkfire's proprietary social media, digital, broadcast, in-stadium and sponsorship analytics platform, which tracks and measures performance across sports, entertainment and culture at a global scale.

Data Sources

Insights in this report are based on data collected from official owned and earned social media accounts for the NBA, teams, and players tracked by Blinkfire, as well as broadcast and TV earned media.

Platform Coverage

Data includes activity across major social platforms, including Instagram, Facebook, TikTok, YouTube, X, Threads, broadcast, and TV earned media.

Time Period

The NBA regular season analysis reflects activity from October 21, 2025 to April 12, 2026. The NBA playoff analysis reflects activity from April 14, 2026 to June 13, 2026.

Metrics & Valuation

Blinkfire measures performance and valuation using metrics such as followers, engagement, views, impressions (estimated), and media value (MV).

SIX INSIGHTS THAT DEFINE THE 2025-26 SEASON

-35%

YoY Engagements

Engagement fell, but Instagram shares rose 27%. Fans are distributing more even as they "like" less.

12 Billion

Total NBA Team Views

Video views grew to 12 billion across all 30 teams. Video has become the new reach metric for NBA social.

1.18x

League TikTok vs 30 Teams

The NBA league account drove 154 million TikTok engagements vs. 131 million from all 30 teams combined.

21.0 Billion

Total League Views

The league outpaced all 30 teams with 1.7x more views this season. Instagram accounts for 73% of league views.

$243 Million

State Farm Stanchion Arm

The most valuable in-arena sponsorship asset appeared in 3× more posts than any other branded asset this season.

$49.7 Million

Lakers + Bibigo Jersey Patch

The most valuable jersey patch in the league is worth more than the next four jersey patches combined.

TEAMS | **TOTAL FOLLOWER GROWTH**

Portland led the NBA in follower growth at +10.1%.

	TEAM	TOTAL FOLLOWERS
1	**Portland Trail Blazers**	**+10.1%**
2	Los Angeles Lakers	**+2.7%**
3	Detroit Pistons	**+2.6%**
4	Orlando Magic	**+2.4%**
5	San Antonio Spurs	**+2.1%**

The Spurs' 2.1% is notable for a smaller market: Wembanyama content is pulling global attention to the franchise. The 20 teams not shown were flat to slightly negative on at least one platform.

Based on NBA team data tracked in Blinkfire from 10/21/2025-4/12/2026

TEAMS | **FOLLOWER GROWTH**

YouTube grew, TikTok held, and every team declined on X.

YOUTUBE

1	**Los Angeles Lakers**	**+192.8%**
2	Cleveland Cavaliers	+69.7%
3	Charlotte Hornets	+30.3%
4	San Antonio Spurs	+24.8%
5	Houston Rockets	+18.5%

Only platform with YoY **engagement growth (+10.3%) .**

TIKTOK

1	**San Antonio Spurs**	**+20.8%**
2	Detroit Pistons	+10.9%
3	Los Angeles Lakers	+10.8%
4	Phoenix Suns	+10.0%
5	Portland Trail Blazers	+9.1%

Spurs growth fueled by **Wembanyama content.**

X

1	**Brooklyn Nets**	**-0.3%**
2	Denver Nuggets	-3.1%
3	Orlando Magic	-3.3%
4	Golden State Warriors	-3.4%
5	Los Angeles Clippers	-3.4%

Every NBA team declined on X this season.

Based on NBA team data tracked in Blinkfire from 10/21/2025-4/12/2026

NBA TEAMS FOLLOWER ECOSYSTEM

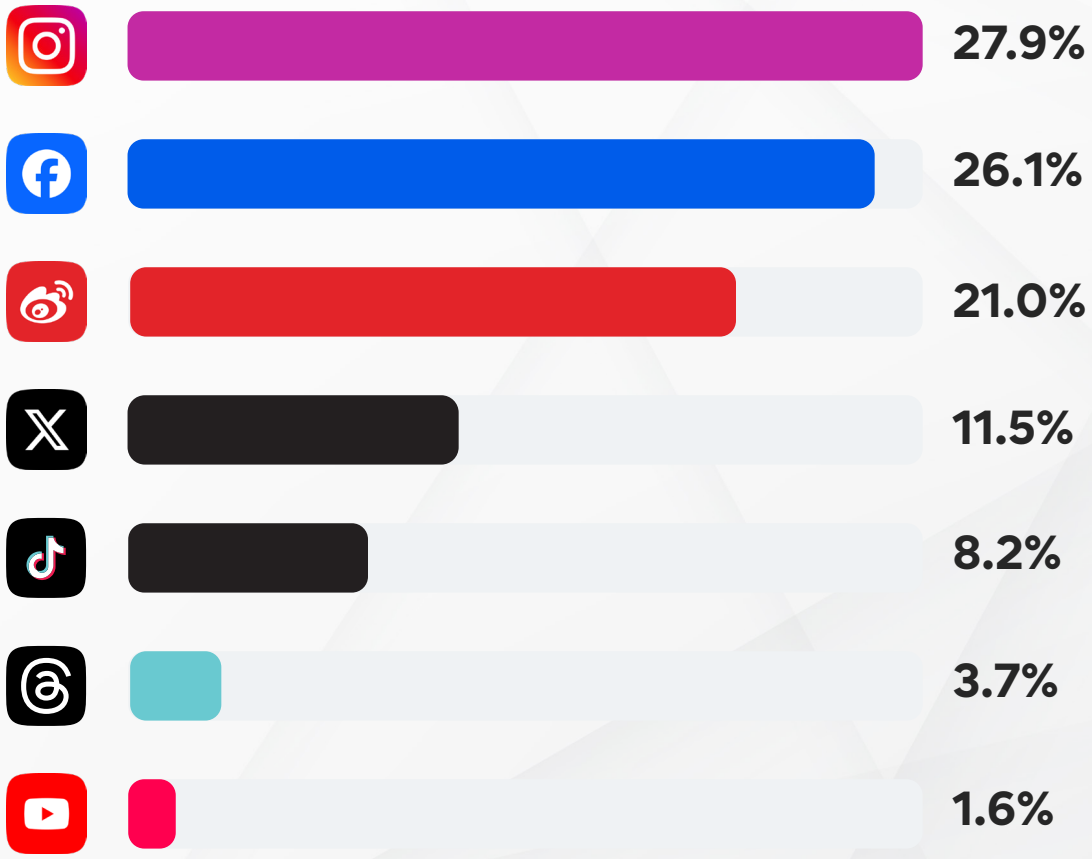
Instagram and Facebook holds 54% of NBA teams' followers.

Total Followers:

689.4M+

Across all 30 NBA teams

Two platforms still dominate reach: Instagram and Facebook together account for more than half the NBA's social footprint. Sina Weibo at 21% reflects the massive Chinese fan base cultivated by teams with international stars. YouTube's 1.6% is the smallest share — but the fastest-growing in engagement. For teams not yet investing in long-form video, the opportunity is wide open.



Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

TEAMS | **ENGAGEMENT RATE**

The most-followed teams rarely lead in engagement relative to followers on any platform.

TikTok

1	**Phoenix Suns**	**10.9**
2	Minnesota Timberwolves	7.1
3	San Antonio Spurs	7.0

VS. #1 IN TIKTOK FOLLOWERS (6.8M)

Golden State Warriors **6.9**

INSTAGRAM

1	**Minnesota Timberwolves**	**7.5**
2	Denver Nuggets	7.1
3	Detroit Pistons	7.0

VS. #1 IN INSTAGRAM FOLLOWERS (32.9M)

Golden State Warriors **2.2**

YOUTUBE

1	**Washington Wizards**	**8.2**
2	Memphis Grizzlies	4.9
3	Los Angeles Lakers	4.8

VS. #1 IN YOUTUBE FOLLOWERS (2.8M)

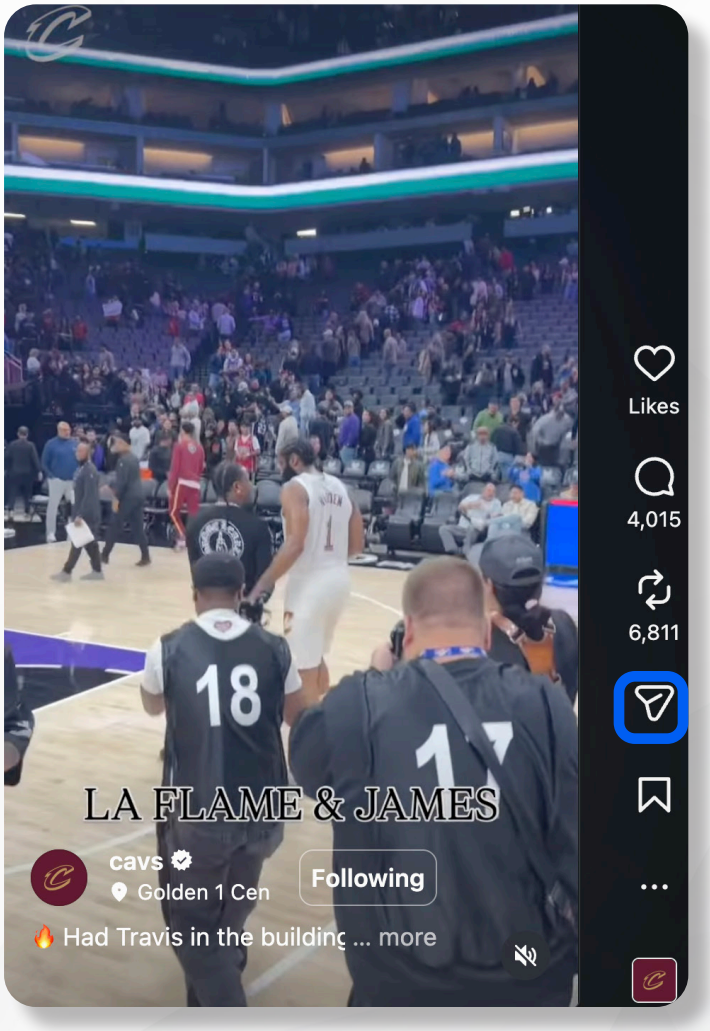
Los Angeles Lakers **0.8**

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

TEAMS | INSTAGRAM PERFORMANCE

+27%
Shares

Shares are the strongest signal in a down engagement year: fans aren't just consuming content, they're passing it along to followers and other friends. For sponsors, that organic distribution is something paid reach can't buy.



Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

NBA | TIKTOK PERFORMANCE

The NBA league account out-engages the 30 teams combined on TikTok.

NBA LEAGUE

154.4M

Engagements

1 Account. 1.18x

VS

ALL 30 NBA TEAMS

131.2M

Engagements

30 Accounts

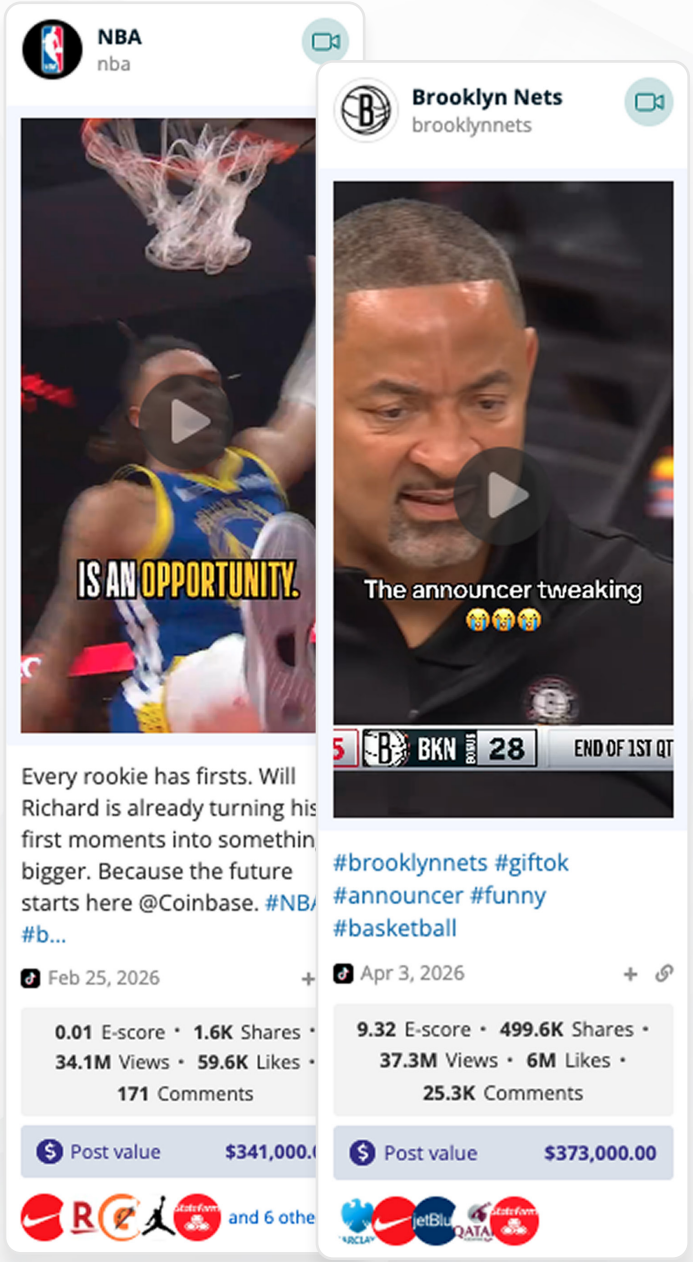
The Wembanyama effect: San Antonio led all teams in TikTok follower growth at 20.8%, adding more followers than any other team. That is proof a single generational player can transform a franchise's social footprint.

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

NBA | TIKTOK POST VOLUME

TikTok posts surged 10× in four seasons.

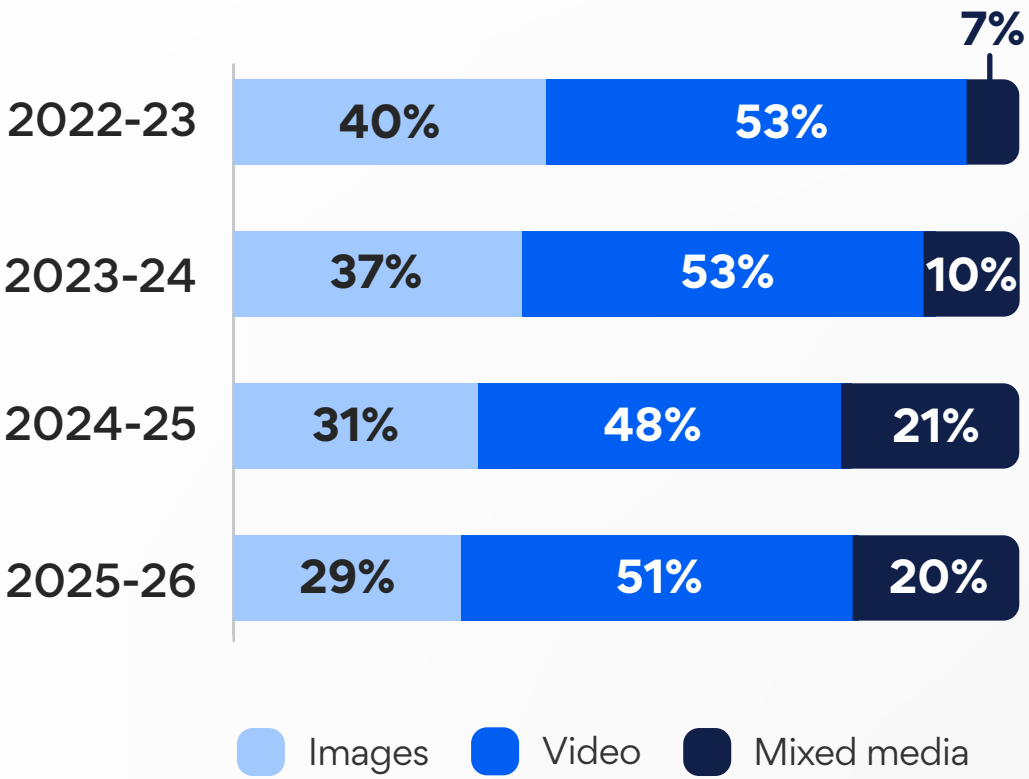


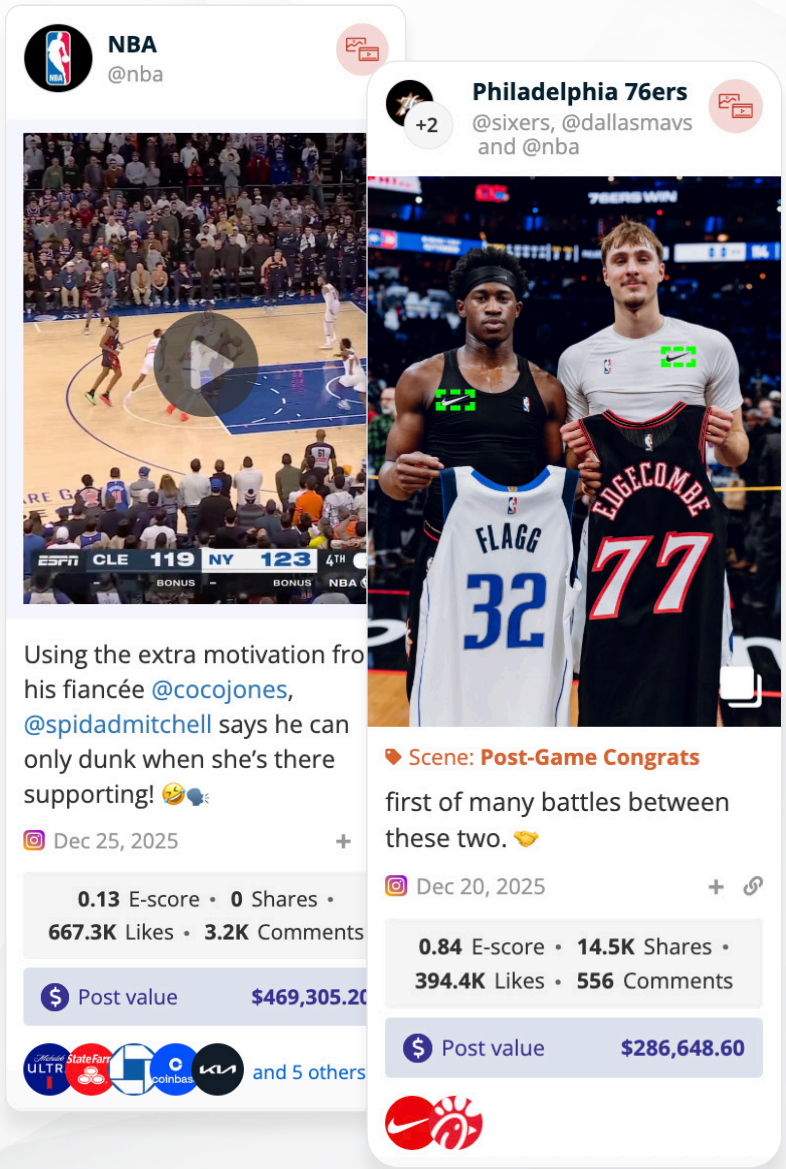


Based on NBA data tracked in Blinkfire from the past four seasons

NBA | INSTAGRAM CONTENT MIX

Mixed media is replacing images.





Based on NBA data tracked in Blinkfire from the past four seasons

PLATFORM INVESTMENT GUIDE

INVEST

YouTube

Impressions **+60%** · Views **+62%** · Engagement **+10%**

Only platform growing all metrics

Instagram

192M followers · Shares **+27%** · Impressions **+19%**

Dominant reach, fans sharing content

ACTIVATE

TikTok

421K avg views/post · **9.4%** engagement rate

Highest per-post efficiency of any platform

Facebook

180M followers · Avg views/post **+17%** YoY

Stable growth with improving content reach

MONITOR

X (Twitter)

Every NBA team lost followers. Eng **−30%** · Imp **−24%**

Sina Weibo

146M followers but **0.1%** of engagement

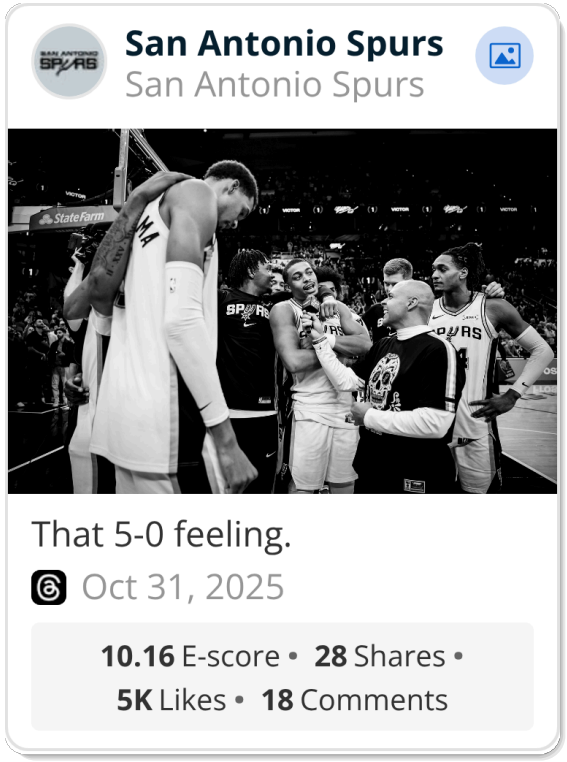
Threads

Early-stage; monitor for growth

KEY TAKEAWAY YouTube and Instagram are growing in reach. TikTok and Facebook offer stable reach and engagement. X, Sina Weibo, and Threads require content evaluation. The audience sizes are there, but engagement ROI is declining.

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

TOP 10 ASSETS | **BY VALUATION**



	Asset	Brand	Valuation
1	Stanchion Arm	StateFarm	$243.4M
2	Court-End Signage	Michelob ULTRA	$116.9M
3	Stanchion Pole Pad	KIA	$44.6M
4	On-Court	crypto.com	$31.2M
5	Court-End	FANDUEL	$25.3M
6	Court-End	bibigo	$24.1M
7	Press Table	StateFarm	$22.6M
8	Court-End	Robinhood	$20.6M
9	Court-End	bet365	$17.7M
10	On-Court	CHASE	$16.6M

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

JERSEY PATCH VALUE | 2025-26 REGULAR SEASON

	TEAM	JERSEY PATCH SPONSOR	SOCIAL MEDIA VALUE
1	Los Angeles Lakers	bibigo	$49.7M
2	Golden State Warriors	Rakuten	$12.4M
3	Oklahoma City Thunder	Love's	$11.8M
4	Philadelphia 76ers	crypto.com	$9.9M
5	Miami Heat	Robinhood	$9.1M
6	Cleveland Cavaliers	CLIFFS	$8.1M
7	Milwaukee Bucks	MOTOROLA	$7.6M
8	San Antonio Spurs	LEDGER	$6.8M
9	Minnesota Timberwolves	sezzle	$5.8M
10	Dallas Mavericks	chime	$5.5M

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

JERSEY PATCH VALUE | 2025-26 REGULAR SEASON

	TEAM	JERSEY PATCH SPONSOR	SOCIAL MEDIA VALUE
11	Chicago Bulls	MOTOROLA	$4.7M
12	Boston Celtics	Amica	$3.9M
13	Denver Nuggets	ibotta	$3.4M
14	Washington Wizards	Robinhood	$3.2M
15	New York Knicks	experience abu dhabi	$3.0M
16	Memphis Grizzlies	Robinhood	$2.5M
17	Charlotte Hornets	Judi Health	$2.45M
18	Houston Rockets	MEMORIAL HERMANN	$2.36M
19	Toronto Raptors	Sun Life Financial	$2.3M
20	Phoenix Suns	PayPal	$2.1M

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

JERSEY PATCH VALUE | 2025-26 REGULAR SEASON

	TEAM	JERSEY PATCH SPONSOR	SOCIAL MEDIA VALUE
21	Orlando Magic	Disney	$1.8M
22	Utah Jazz	LVT	$1.7M
23	Los Angeles Clippers	VISIT RWANDA	$1.6M
24	New Orleans Pelicans	NEWAGE PRODUCTS	$1.14M
25	Detroit Pistons	StockX	$1.11M
26	Indiana Pacers	LUCAS OIL	$1.10M
27	Atlanta Hawks	paze℠	$973.4K
28	Sacramento Kings	PHOONG LAW	$914.3K
29	Brooklyn Nets	All In Won LLC MED BILL & IT Honesty, loyalty, and longevity	$771.7K
N/A	Portland Trail Blazers		N/A

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

JERSEY PATCH | EXAMPLES

Oklahoma City T...
@okcthunder



Welcome to OKC, @jmac ⚡
Feb 5, 2026

5.59 E-score • **0** Shares •
335.7K Likes • **2.1K** Comments

Minnesota Timbe...
@Timberwolves



MINNESOTA MIKE. 💙
Feb 17, 2026

9.74 E-score • **813** Shares •
16.5K Likes • **151** Comments

Los Angeles Lakers
@Lakers



First 60-point game by a Lak...
Mar 20, 2026

14.31 E-score • **13.7K** Shares •
112.9K Likes • **624** Comments

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

MULTI-TEAM SPONSORSHIP STRATEGY

Robinhood

3 Teams

Miami Heat	**$9.1M**
Washington Wizards	**$3.2M**
Memphis Grizzlies	**$2.5M**
COMBINED VALUE	**~$14.8M**

MOTOROLA

2 Teams

Milwaukee Bucks	**$7.6M**
Chicago Bulls	**$4.7M**
COMBINED VALUE	**~$12.3M**

Both brands demonstrate the portfolio effect: appearing across multiple markets and fanbases compounds total exposure within a single league investment. A multi-team approach delivers broader reach across regional broadcasts, social audiences, and game-day content cycles at a lower per-team cost than a single marquee deal.

Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

BROADCAST VS. TV EARNED MEDIA

NBA teams without TV earned media tracking miss 25% of their patch partner's value across uniform and in-stadium assets.

75%

Whistle-to-whistle broadcast

The portion most teams already measure.

25%

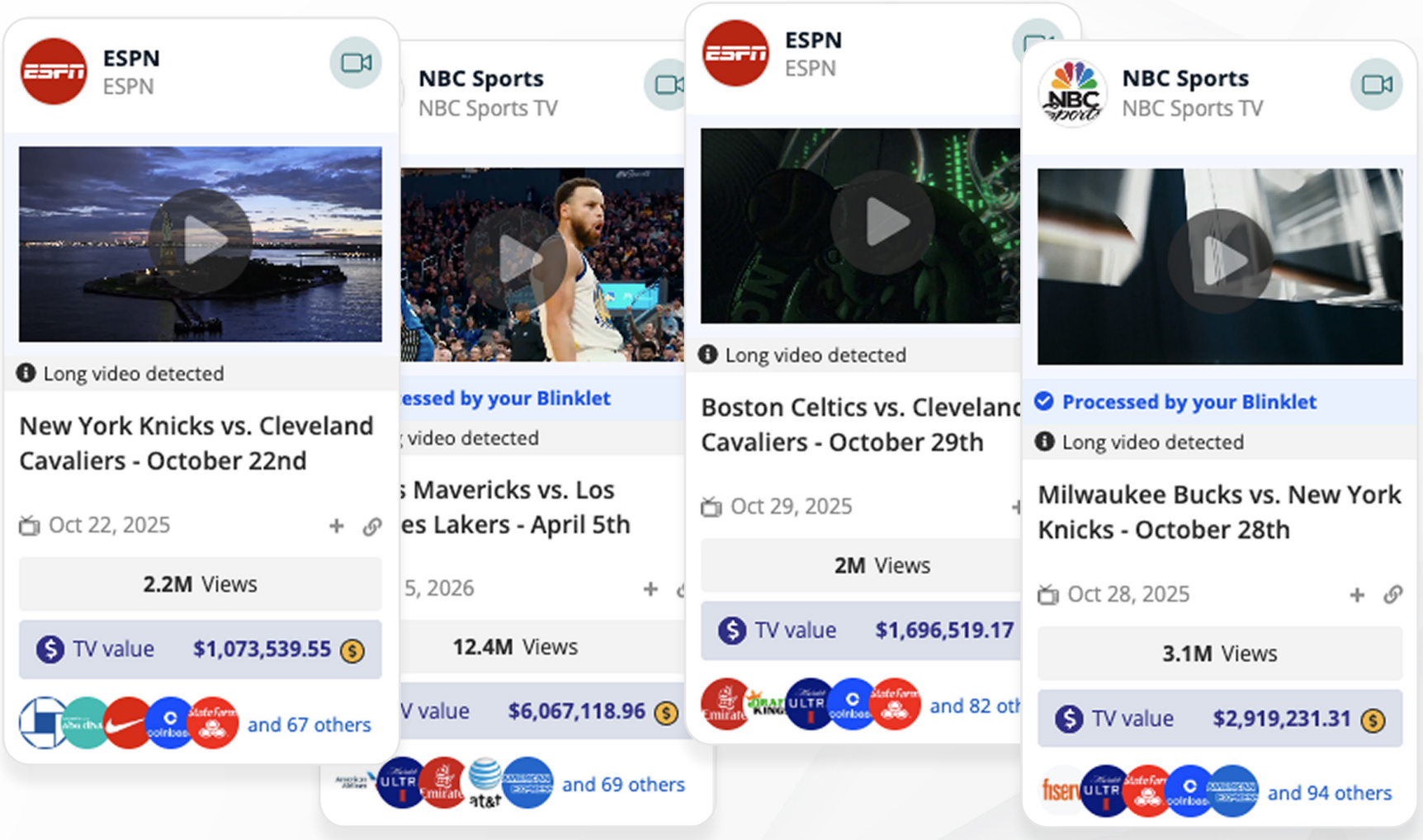
TV earned media

Highlights · Studio recaps · Pregame shows

Most NBA teams measure only the 75%. Without TV earned media tracking, sponsors miss value from every highlight, recap, and studio segment where their brand appears. Teams that track and present this data don't just tell a better story — they also protect deals from being undervalued during negotiations or renewals.

Based on NBA TV earned media tracked in Blinkfire from 10/21/2025-4/12/2026

TV EARNED MEDIA | EXAMPLES



Based on NBA TV earned media tracked in Blinkfire from 10/21/2025-4/12/2026

NBA BROADCAST | **TOP BRANDED ASSETS BY TIME ON SCREEN**

Average on-screen time per broadcast.



Based on NBA data tracked in Blinkfire from 10/21/2025-4/12/2026

THE GREAT REVERSAL

The Spurs led the playoffs on social media. The Knicks took over in the Finals.

FULL PLAYOFFS

Apr 14 – Jun 13

Metric	Spurs	Knicks
Total Engagement	**64.8M**	53.5M
Instagram Views	**779.8M**	435.0M
Follower Growth	+6.3%	**+7.2%**
Patch Partner MV	**$9.3M**	$3.5M

NBA FINALS

Jun 3 – Jun 13

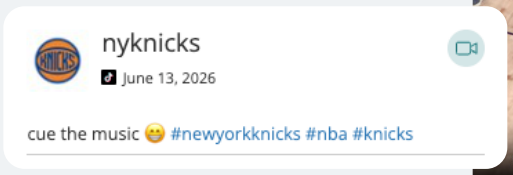
Metric	Spurs	Knicks
Total Engagement	11.5M	**31.5M**
Instagram Views	152.4M	**213.9M**
Follower Growth	+1.3%	**+4.4%**
Patch Partner MV	**$1.8M**	$1.3M

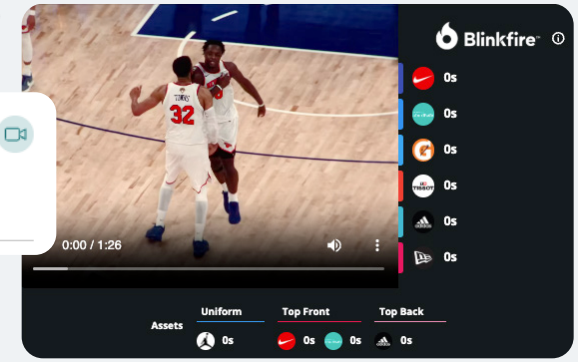
Based on NBA data tracked in Blinkfire from 4/14/2026-6/13/2026

A HISTORIC FINAL FOR THE KNICKS

#1 Best-day ever: 11.2M engagements

June 13, 2026 — NBA Championship

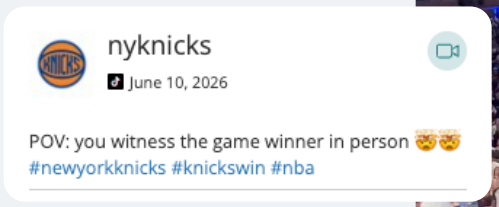


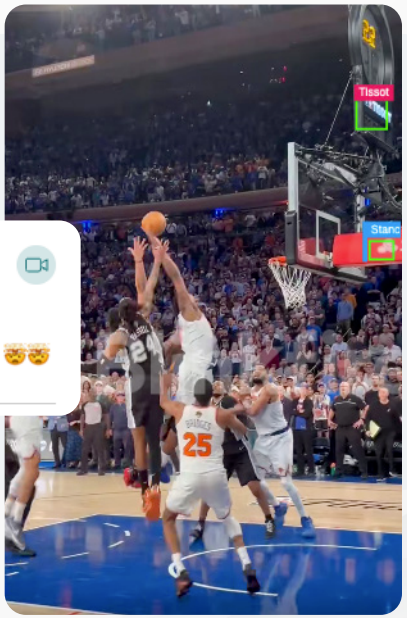


TikTok

#2 Best-day ever: 6.9M engagements

June 10, 2026 — OG Anunoby tip-in, 2 sec left





TikTok

34%

of the Knicks' playoff engagement was driven on June 10 and June 13.

The 2026 NBA Finals produced the two most-engaged social media days in Knicks history and nearly half of their entire playoff Instagram views.

Based on NBA data tracked in Blinkfire from 4/14/2026-6/13/2026

TEAM & LEAGUE-WIDE ASSET VALUE

TEAM ASSET RANKINGS

FULL PLAYOFFS — Apr 14 – Jun 13

1		Michelob ULTRA Court-End	$20.3M
2		State Farm Stanchion Arm	$13.7M
3		KIA Stanchion Pole Pad	$3.4M

NBA FINALS — Jun 3 – Jun 13

1		Michelob ULTRA Court-End	$10.0M
2		State Farm Stanchion Arm	$5.9M
3		CHASE Court-End	$2.0M

LEAGUE-WIDE ASSET RANKINGS

FULL PLAYOFFS — Apr 14 – Jun 13

1	Michelob ULTRA	Court-End	$153.7M
2	State Farm	Stanchion Arm	$104.3M
3	KIA	Stanchion Pole Pad	$28.7M

NBA FINALS — Jun 3 – Jun 13

1	Michelob ULTRA	Court-End	$27.4M
2	State Farm	Stanchion Arm	$16.1M
3	CHASE	On-Court	$5.0M

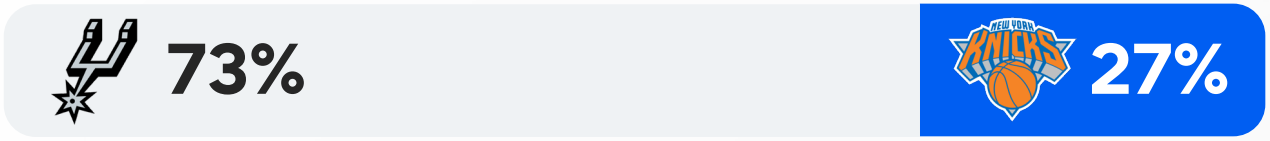
Based on NBA owned & earned social media data tracked in Blinkfire from 4/14/2026-6/13/2026

PATCH PARTNER MEDIA VALUE

New York closes jersey patch gap in Finals.

FULL PLAYOFFS

$12.8M combined

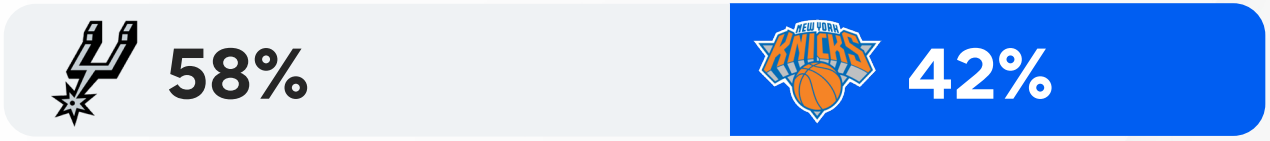


Spurs x Ledger **$9.3M**

Knicks x Abu Dhabi **$3.5M**

NBA FINALS

$3.1M combined



Spurs x Ledger **$1.8M**

Knicks x Abu Dhabi **$1.3M**

Based on NBA data tracked in Blinkfire from 4/14/2026-6/13/2026

Knicks

+15 pts

Knicks share gain from playoffs to Finals (27% → 42%)

Knicks x Abu Dhabi

$1.3M

Finals MV from 31.5M engagements in 11 days

Spurs x Ledger

$9.3M

Total playoff MV (64.8M engagements)

FOLLOWER GROWTH | OWNED SOCIAL MEDIA

FULL PLAYOFFS

Knicks

+7.2%

#1 League-Wide

FULL PLAYOFFS

Spurs

+6.3%

#2 League-Wide

NBA FINALS

Knicks

+4.4%

#1 League-Wide

NBA FINALS

Spurs

+1.3%

#2 League-Wide

The #3 team only grew 1.1% over the full playoffs and 0.12% during the Finals.

Wembanyama video consumption

Spurs

+40.8%

TikTok

Highlights-driven growth

Spurs

+39.2%

YouTube

OG tip-in and championship posts

Knicks

+15.8%

TikTok

New York's Finals run visibility

Knicks

+13.1%

Instagram

Based on NBA data tracked in Blinkfire from 4/14/2026-6/13/2026

Blinkfire is an AI-first company with the leading business intelligence & marketing analytics platform to evaluate sports, media, and entertainment sponsorships across social media, digital, streaming, broadcast, and in-stadium. 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**.

