



2025-26

NBA REPORT



DATA & METHODOLOGY OVERVIEW	3	SPONSORSHIP	
		Top 10 Assets	14
SOCIAL DATA		Jersey Patch Rankings	15-18
NBA Insights Overview	4	Robinhood & Motorola	19
Team Follower Growth	5	TV Earned Media ROI	20-21
NBA Team Followers	6-7	Broadcast Asset Exposure	22
Engagement Rate	8		
Instagram Shares	9	PLAYOFFS	
TikTok Growth	10-11	Spurs vs Knicks on Social Media	23
Instagram Content Mix	12	New York Knicks Feature	24
Platform Investment Guide	13	Team & League-Wide Asset Value	25
		Spurs & Knicks Jersey Patch Value	26
		Follower Growth	27
		ABOUT BLINKFIRE	28

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 3x 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.

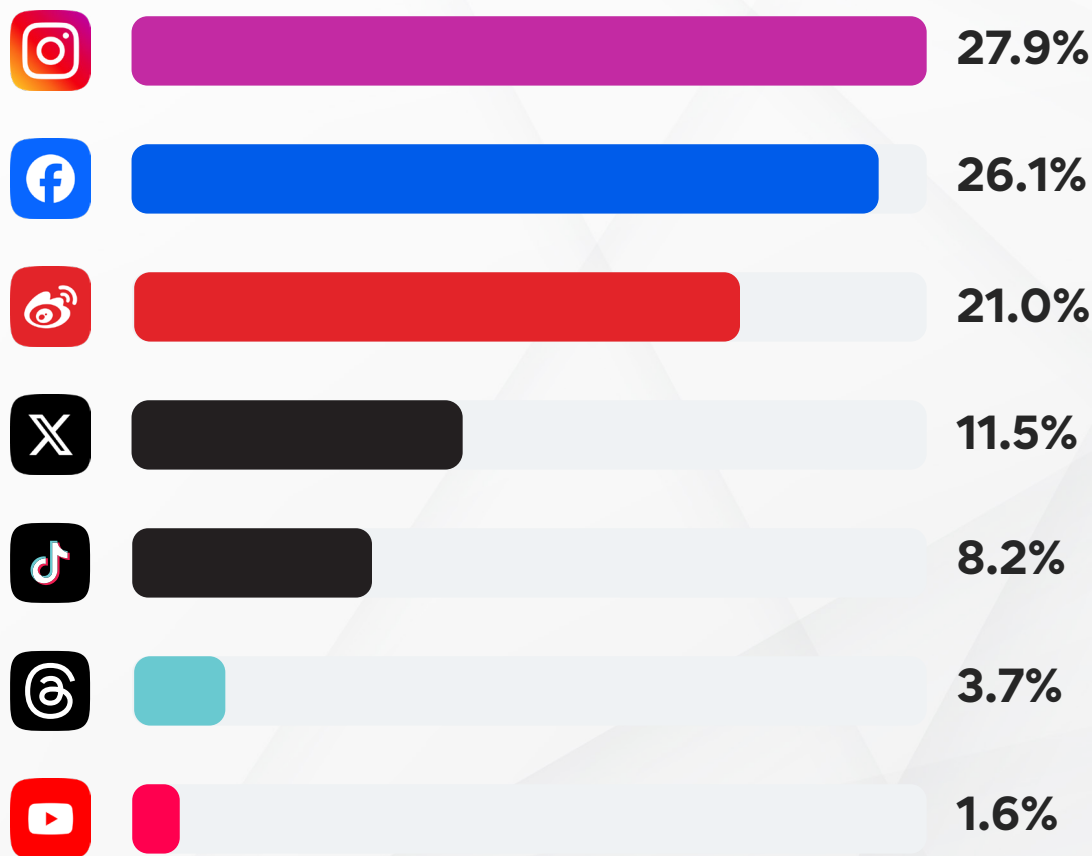


Total Followers:

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.

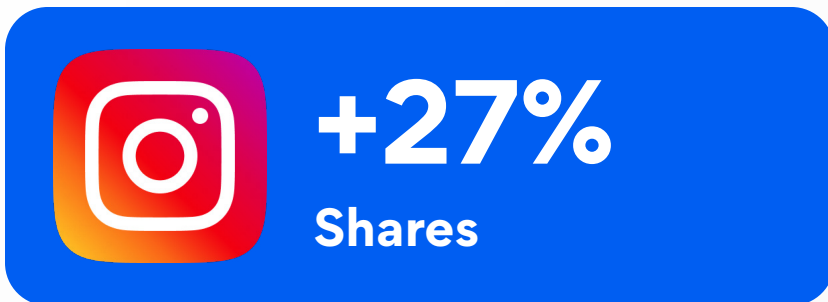
TikTok		
1	Phoenix Suns	10.9
2	Minnesota Timberwolves	7.1
3	San Antonio Spurs	7.0
VS. #1 IN TIKTOK FOLLOWERS (6.8M)		
	Golden State Warriors	6.9

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

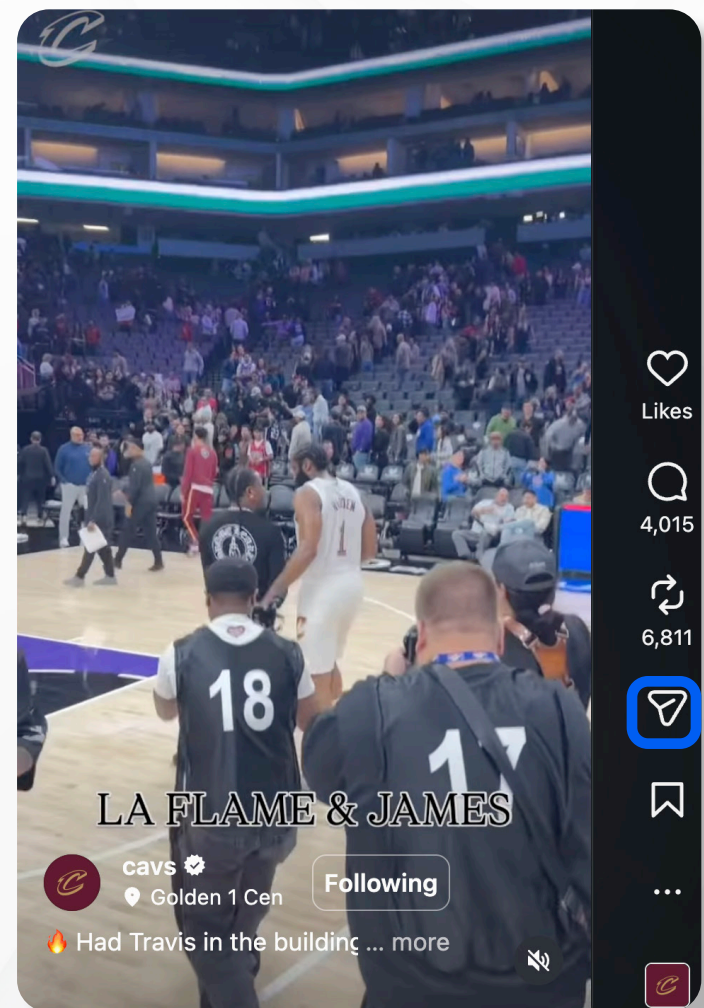
YOUTUBE		
1	Washington Wizards	8.2
2	Memphis Grizzlies	4.9
3	Los Angeles Lakers	4.8
VS. #1 IN YOUTUBE FOLLOWERS (2.8M)		
	Los Angeles Lakers	0.8

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

TEAMS | **INSTAGRAM PERFORMANCE**



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.



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

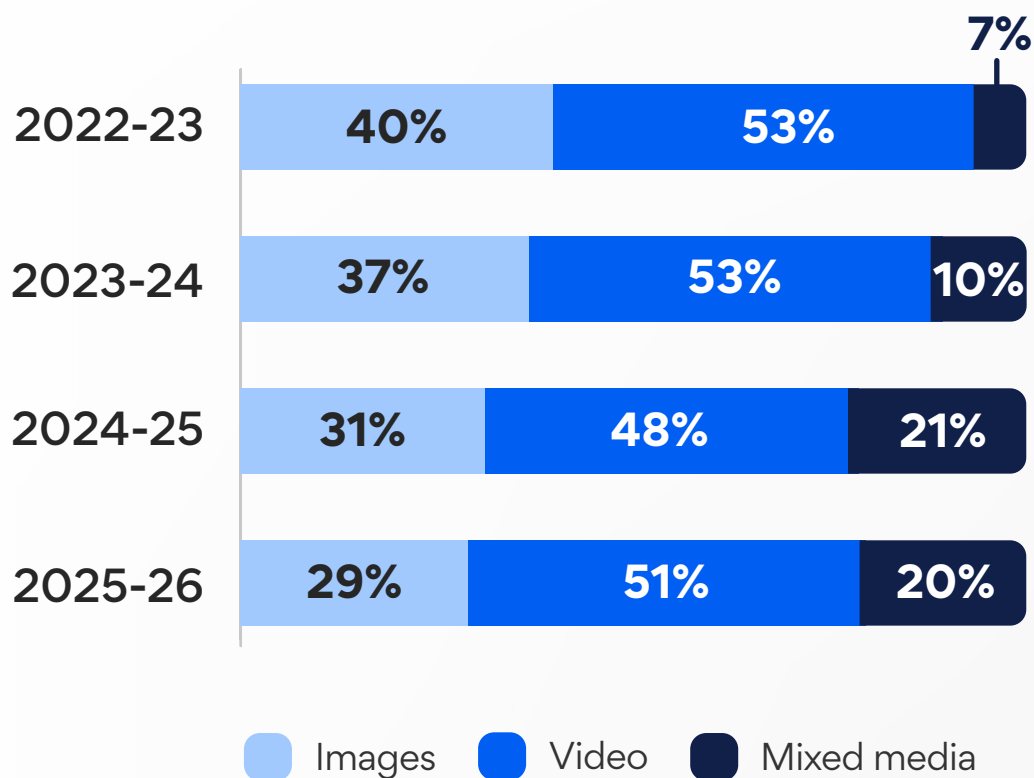
TikTok posts surged 10x in four seasons.



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

NBA | INSTAGRAM CONTENT MIX

Mixed media is replacing images.



NBA
@nba

Using the extra motivation from his fiancée @cocojones, @spidadmitchell says he can only dunk when she's there supporting! 🙌🏀

Dec 25, 2025

0.13 E-score • 0 Shares • 667.3K Likes • 3.2K Comments

Post value \$469,305.20

ULTRA State Farm coinbus and 5 others

Philadelphia 76ers
@sixers, @dallasmavs and @nba

+2

Scene: **Post-Game Congrats**

first of many battles between these two. 🏀

Dec 20, 2025

0.84 E-score • 14.5K Shares • 394.4K Likes • 556 Comments

Post value \$286,648.60

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	State Farm®	\$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	State Farm®	\$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		\$49.7M
2	 Golden State Warriors		\$12.4M
3	 Oklahoma City Thunder		\$11.8M
4	 Philadelphia 76ers		\$9.9M
5	 Miami Heat		\$9.1M
6	 Cleveland Cavaliers		\$8.1M
7	 Milwaukee Bucks		\$7.6M
8	 San Antonio Spurs		\$6.8M
9	 Minnesota Timberwolves		\$5.8M
10	 Dallas Mavericks		\$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		\$1.8M
22	Utah Jazz		\$1.7M
23	Los Angeles Clippers		\$1.6M
24	New Orleans Pelicans		\$1.14M
25	Detroit Pistons		\$1.11M
26	Indiana Pacers		\$1.10M
27	Atlanta Hawks		\$973.4K
28	Sacramento Kings		\$914.3K
29	Brooklyn Nets		\$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



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

ESPN
ESPN

Long video detected

New York Knicks vs. Cleveland Cavaliers - October 22nd

Oct 22, 2025

2.2M Views

TV value **\$1,073,539.55**

and 67 others

NBC Sports
NBC Sports TV

Processed by your Blinklet

Long video detected

Dallas Mavericks vs. Los Angeles Lakers - April 5th

Apr 5, 2026

12.4M Views

TV value **\$6,067,118.96**

and 69 others

ESPN
ESPN

Long video detected

Boston Celtics vs. Cleveland Cavaliers - October 29th

Oct 29, 2025

2M Views

TV value **\$1,696,519.17**

and 82 others

NBC Sports
NBC Sports TV

Processed by your Blinklet

Long video detected

Milwaukee Bucks vs. New York Knicks - October 28th

Oct 28, 2025

3.1M Views

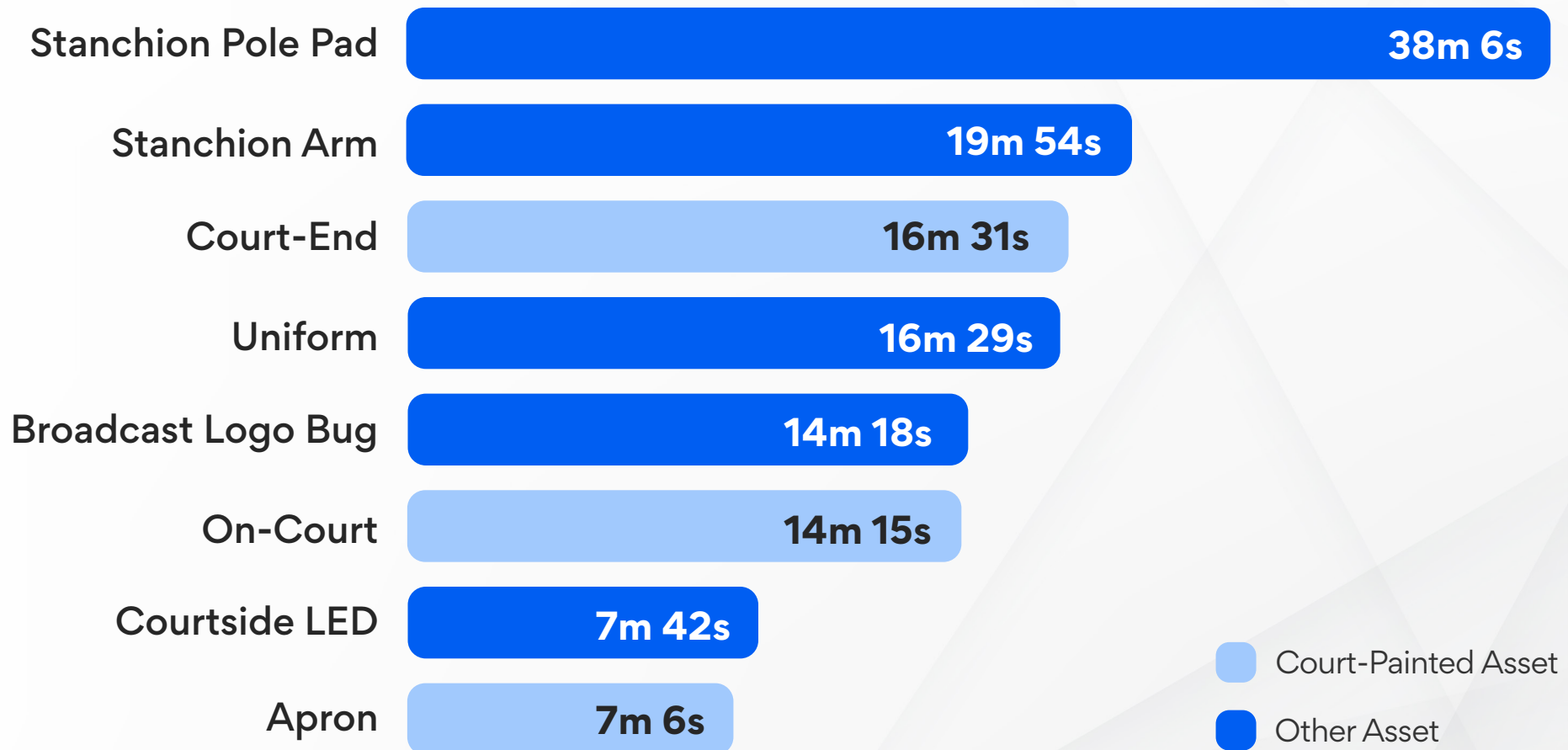
TV value **\$2,919,231.31**

and 94 others

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

NBA FINALS

Jun 3 – Jun 13

Metric		
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

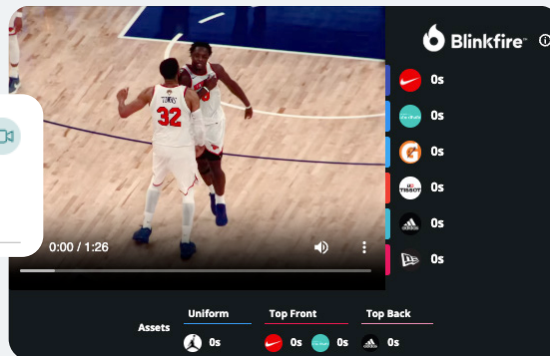
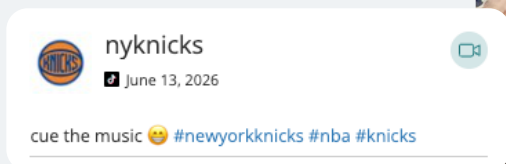
Metric		
Total Engagement	11.5M	31.5M
Instagram Views	152.4M	213.9M
Follower Growth	+1.3%	+4.4%
Patch Partner MV	\$1.8M	\$1.3M

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

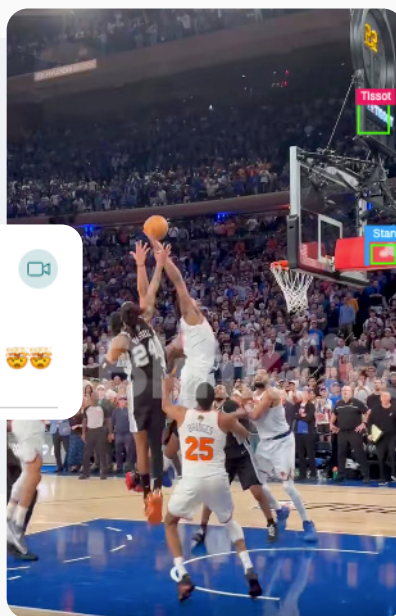
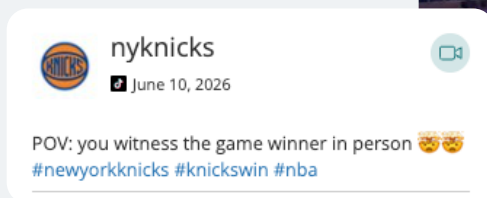


34%

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

#2 Best-day ever: 6.9M engagements

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



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		 Court-End	\$20.3M
2		 Stanchion Arm	\$13.7M
3		 Stanchion Pole Pad	\$3.4M

NBA FINALS		Jun 3 – Jun 13	
1		 Court-End	\$10.0M
2		 Stanchion Arm	\$5.9M
3		 Court-End	\$2.0M

LEAGUE-WIDE ASSET RANKINGS

FULL PLAYOFFS		Apr 14 – Jun 13	
1		Court-End	\$153.7M
2		Stanchion Arm	\$104.3M
3		Stanchion Pole Pad	\$28.7M

NBA FINALS		Jun 3 – Jun 13	
1		Court-End	\$27.4M
2		Stanchion Arm	\$16.1M
3		On-Court	\$5.0M

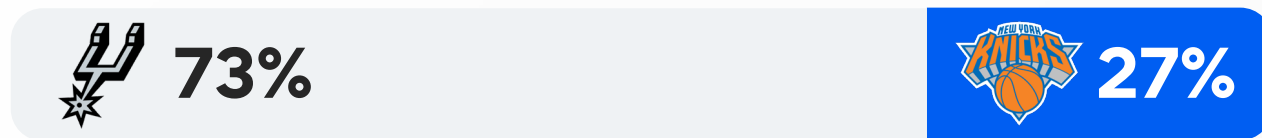
Based on NBA owned & earned social media data tracked in Blinkfire from 4/14/2026-6/13/2026

PATCH PARTNER MEDIA VALUE

New York closes jersey patch gap in Finals.

FULL PLAYOFFS

\$12.8M combined



NBA FINALS

\$3.1M combined



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)

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

FOLLOWER GROWTH | OWNED SOCIAL MEDIA

FULL PLAYOFFS



+7.2%

#1 League-Wide

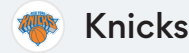
FULL PLAYOFFS



+6.3%

#2 League-Wide

NBA FINALS



+4.4%

#1 League-Wide

NBA FINALS



+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



+40.8%



Highlights-driven growth



+39.2%



OG tip-in and championship posts



+15.8%



New York's Finals run visibility



+13.1%



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.

