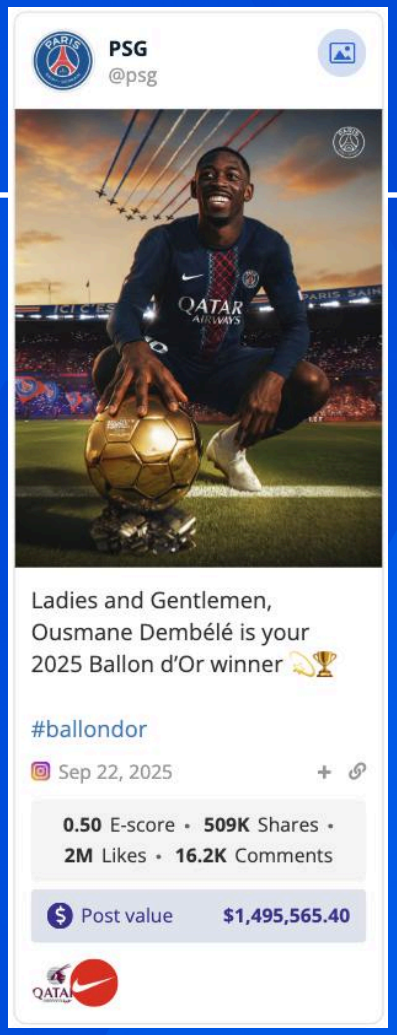
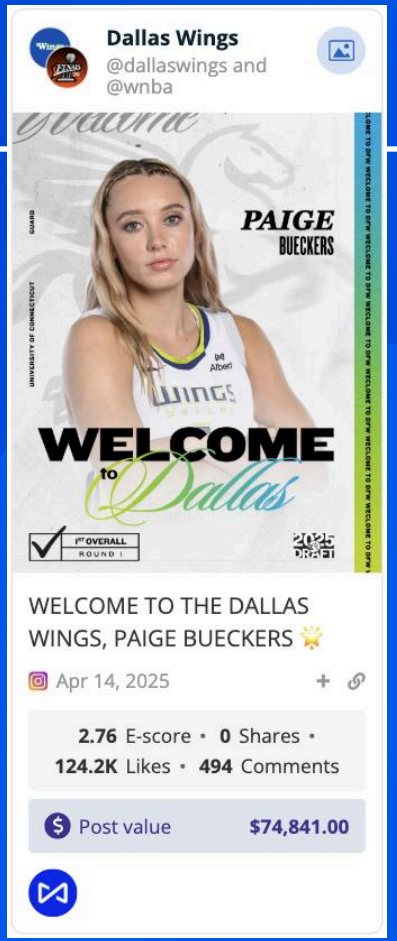
2025

INSIGHTS REPORT







Blinkfire™

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Blinkfire's annual end-of-year report is your guide to understanding the sports and entertainment industry. We recapped the year to show you how sponsorships are integrated into content to create valuable brand exposure and the trends that are driving the market.

We're excited to show some of the ways Blinkfire can help your organization take their sponsorship data to the next level. We dive into sponsorship asset benchmarking across the top sports leagues in the world, why short-form video content is surging, the year's top broadcast moments, the most viral trends, and much more.

We hope this report gives brands, teams, organizations, agencies, and influencers a look into the data they need to turn their content into measurable success.

DATA & METHODOLOGY OVERVIEW

This report is powered by Blinkfire's proprietary social media, digital, broadcast, 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 teams, leagues, organizations, brands, athletes, influencers, celebrities, musicians, media companies, and events tracked by Blinkfire.

Platform Coverage

Data includes activity across major social platforms, including Instagram, Facebook, TikTok, YouTube, X, Threads, and Sina Weibo (where applicable).

Time Period

Unless otherwise noted, analysis reflects activity from January 1, 2025 to November 15, 2025. Certain league highlights, events, and seasonal analyses use custom dates aligned to the respective league's calendar year.

Metrics & Valuation

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

CONTENT FORMATS DRIVING ENGAGEMENT

Social media in 2025 showed a significant shift toward dynamic formats compared to the previous year, with total posts increasing in Blinkfire by 24.9%. The most substantial growth was seen in mixed media and video posts. This indicates a growing preference for more short-form, engaging video content across major social platforms. In contrast to the growth in video and mixed media, total image posts experienced a decline of 4.6%, suggesting that images are being deprioritized across sports and entertainment.

-4.6%
Image posts

+73.6%
Video posts

+48.2%
Text posts

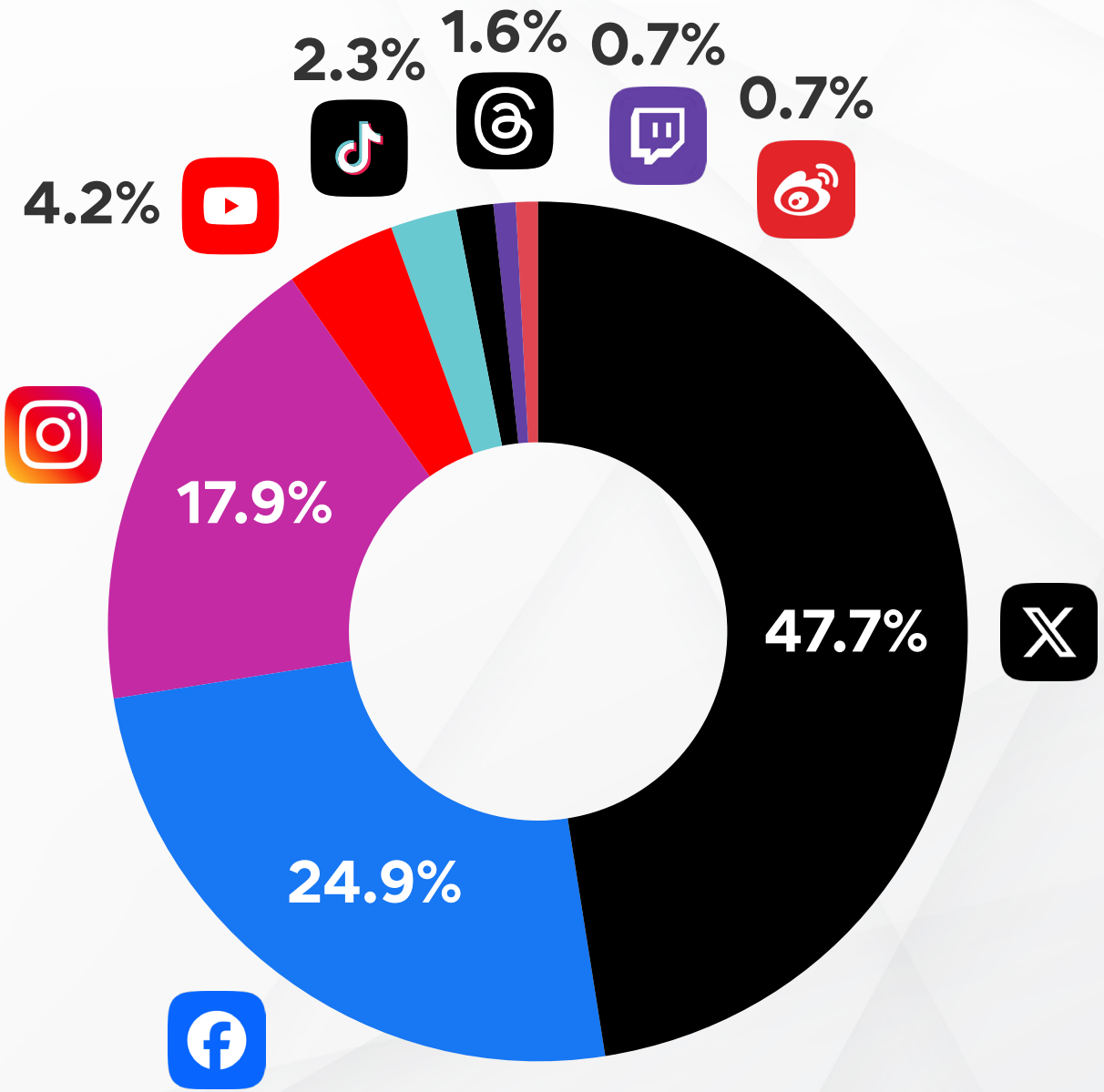
+75.4%
Mixed Media posts

+24.9%
Total posts

Based on social media data in Blinkfire from 1/1/2025-11/15/2025

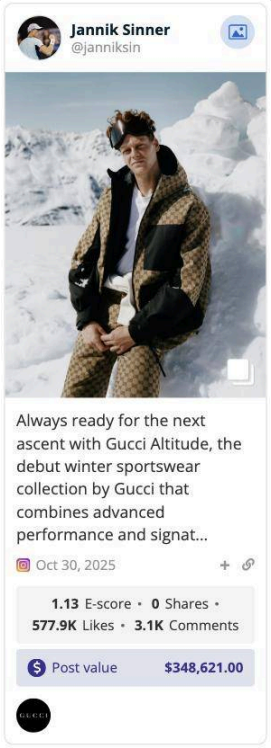
PLATFORM GROWTH TRENDS

Despite X making up nearly 50% of social media posts, posts in Blinkfire saw a 5% decline. TikTok posts increased 28%, Threads 78%, and YouTube 14%.



Based on social media data in Blinkfire from 1/1/2025-11/15/2025

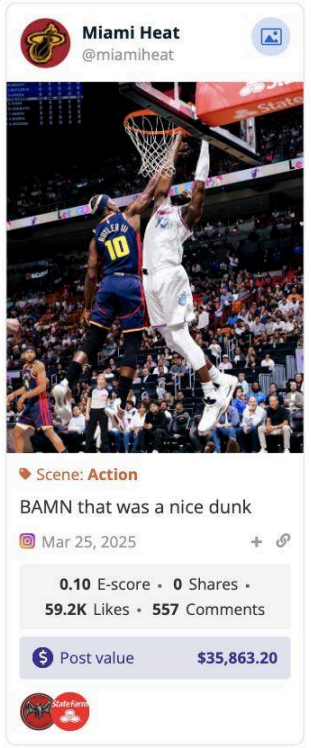
AI & COMPUTER VISION IN SPORTS MEDIA



Brand logo detection

+58%

YoY



Asset detection

+214%

YoY

Based on social media data in Blinkfire from 1/1/2025-11/15/2025

THE STATE OF SOCIAL MEDIA: SPORTS & ENTERTAINMENT



To get a snapshot of where the sports and entertainment ecosystem is headed, we conducted a deep analysis across major leagues and teams. While valuation on Instagram—which drives 80% of total value—declined by 4.9%, it was offset by aggressive growth on other platforms. Surging valuations on TikTok (+77.7%), Facebook (+25.8%), and YouTube (+17.7%) helped keep the year-over-year values flat. Meanwhile, overall views grew 23%, driven by TikTok (+86%) and Facebook (+63%). We also saw an interesting split on X: Team growth was stagnant, but leagues drove a 28% increase in views.

Based on team and league social data tracked in Blinkfire from 1/1/2025-11/15/2025

THE FINANCIAL HEAVYWEIGHTS

While American sports often dominate headline revenue, the social media valuation landscape paints a different picture, heavily favoring global European soccer and cricket. **LALIGA** ($4.4 billion) and the **Premier League** ($2.9 billion), are driven by the massive global reach of super-clubs like Real Madrid, FC Barcelona, Liverpool FC, and Manchester United. Indian Premier League teams drove a staggering $3.89 billion in media value. **Formula 1** ($1.17 billion) and the **NBA** ($900 million) round out the top five.

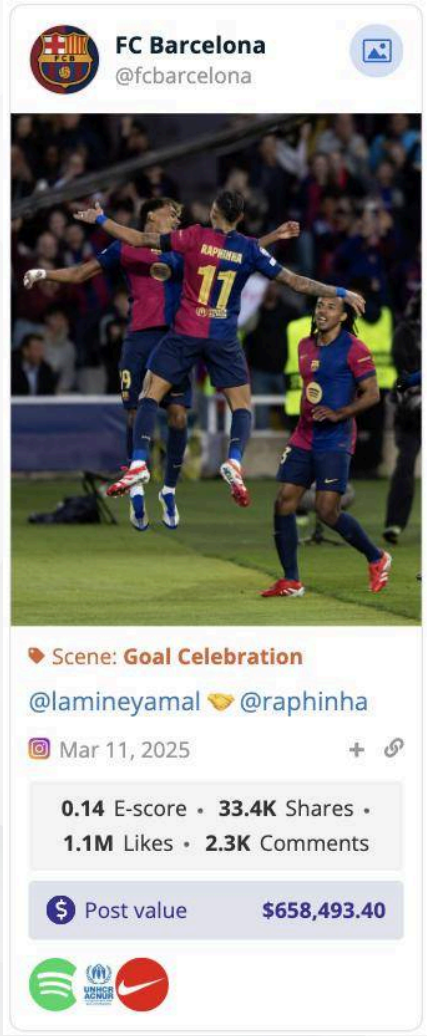
Combined Team Valuation by League



Based on team social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 GLOBAL SPORTS TEAMS | **TOTAL VALUATION**





	Team	Value
1	Real Madrid	**$2.1**B
2	FC Barcelona	**$2.0**B
3	Royal Challengers Bangalore	**$1.2**B
4	Liverpool	**$835.9**M
5	Chennai Super Kings	**$730.6**M
6	Galatasaray SK	**$719.5**M
7	Mumbai Indians	**$692.0**M
8	Manchester City	**$469.9**M
9	Manchester United	**$468.2**M
10	CR Flamengo	**$449.8**M

Based on team and league social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 GLOBAL SPORTS LEAGUES | **TOTAL VALUATION**

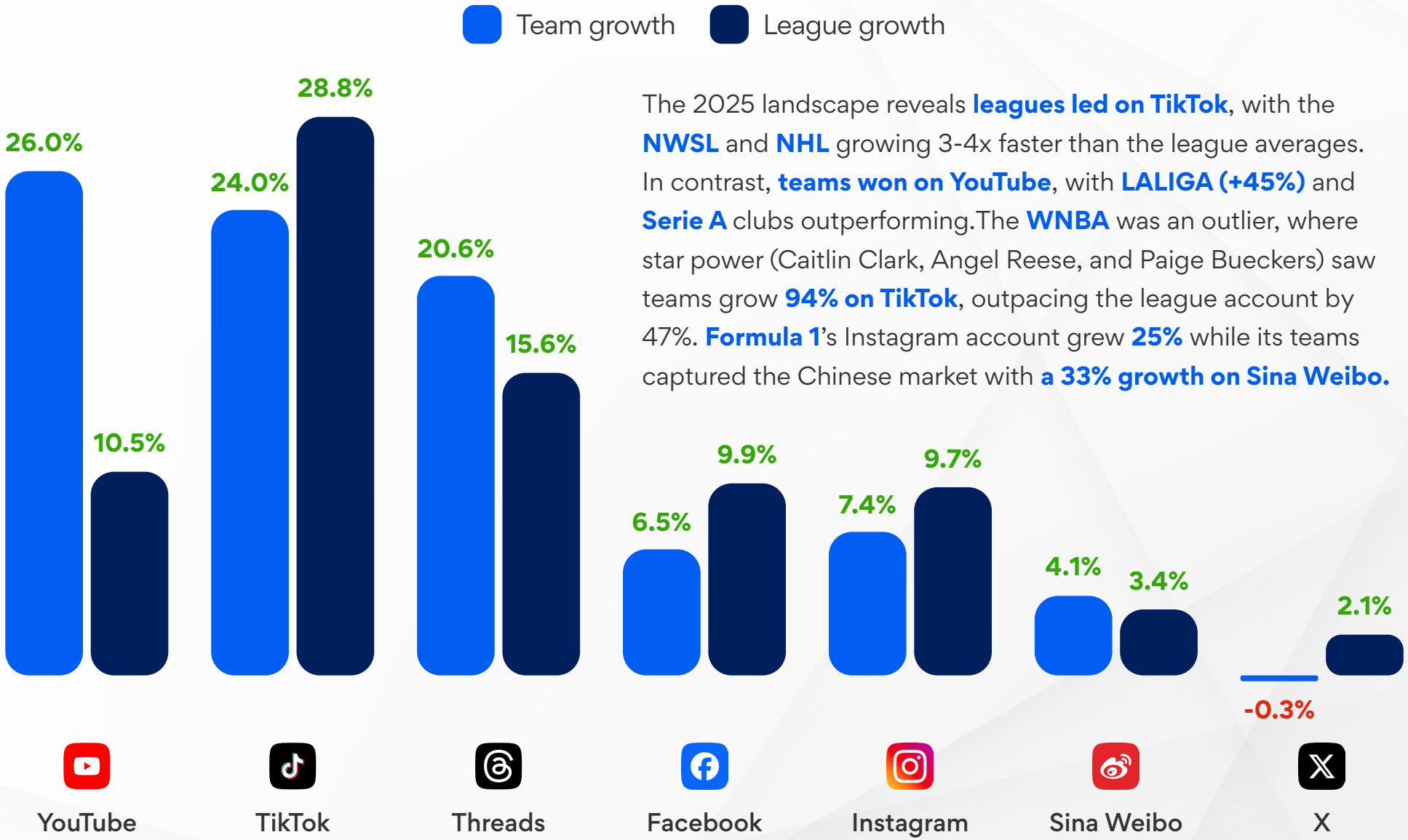




	League	Value
1	Formula 1	**$1.2**B
2	NBA	**$1.1**B
3	WWE	**$927.8**M
4	Premier League	**$862.0**M
5	NFL	**$766.0**M
6	Champions League	**$753.7**M
7	UFC	**$595.9**M
8	LALIGA	**$560.1**M
9	MLB	**$505.2**M
10	Indian Premier League	**$412.7**M

Based on league social data tracked in Blinkfire from 1/1/2025-11/15/2025

2025 PLATFORM GROWTH | **TEAM VS LEAGUE GROWTH**



The 2025 landscape reveals **leagues led on TikTok**, with the **NWSL** and **NHL** growing 3-4x faster than the league averages. In contrast, **teams won on YouTube**, with **LALIGA (+45%)** and **Serie A** clubs outperforming.The **WNBA** was an outlier, where star power (Caitlin Clark, Angel Reese, and Paige Bueckers) saw teams grow **94% on TikTok**, outpacing the league account by 47%. **Formula 1**'s Instagram account grew **25%** while its teams captured the Chinese market with **a 33% growth on Sina Weibo.**

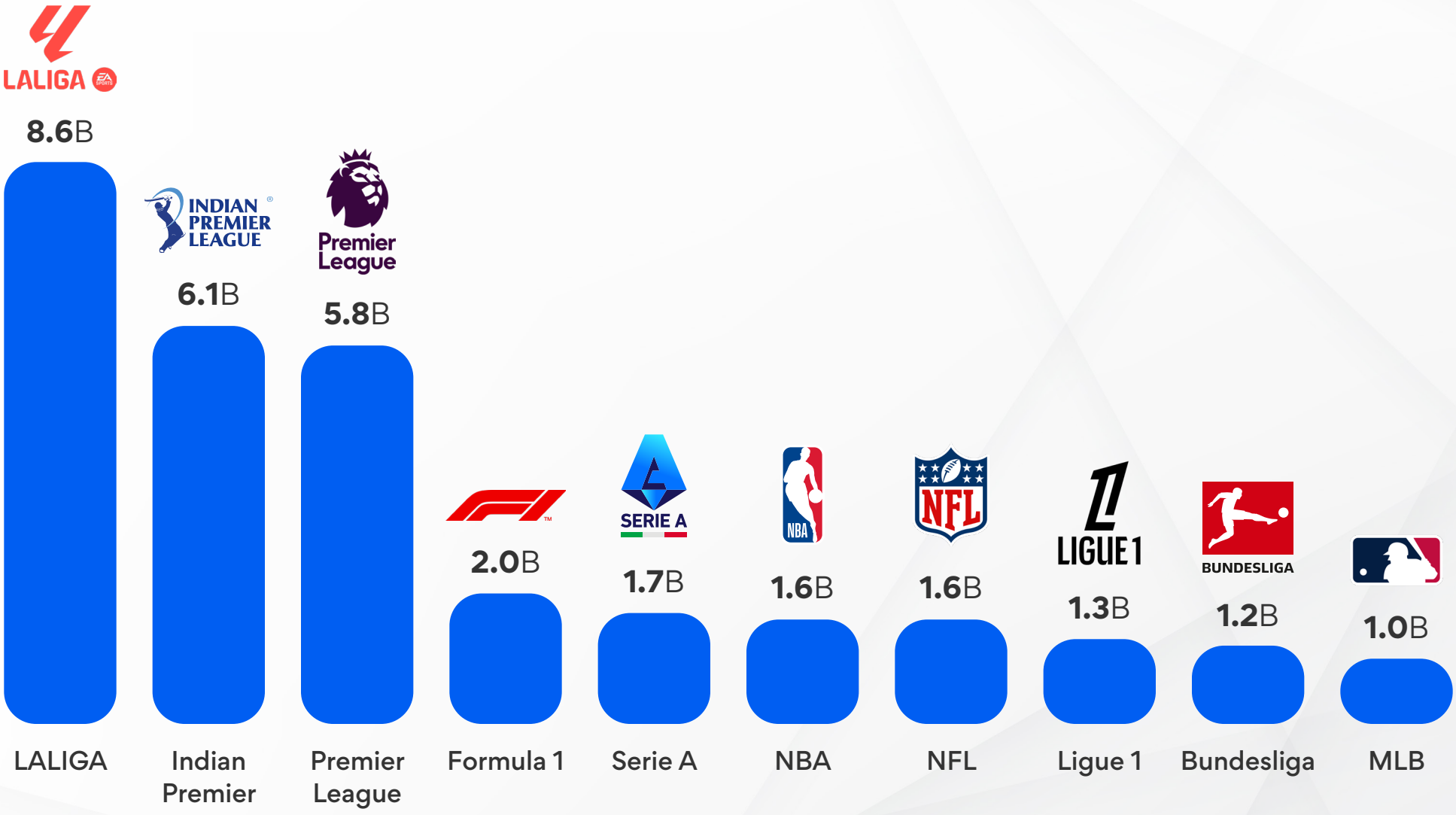
Based on team and league social data tracked in Blinkfire from 1/1/2025-11/15/2025

COMBINED TEAM FOLLOWERS | **BY LEAGUE**



Based on team social data tracked in Blinkfire from 1/1/2025-11/15/2025

COMBINED TEAM ENGAGEMENT | **BY LEAGUE**



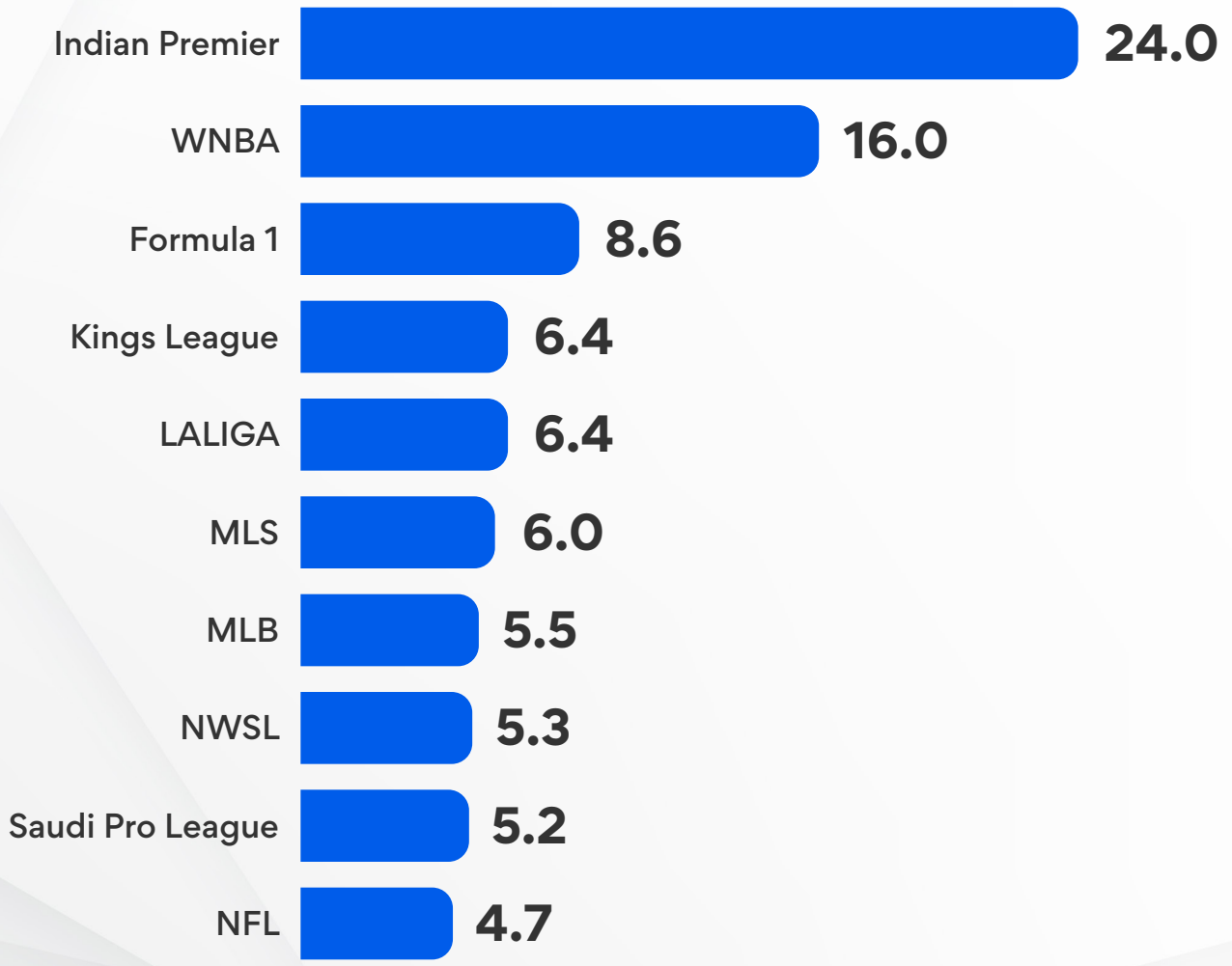
Based on team social data tracked in Blinkfire from 1/1/2025-11/15/2025

ENGAGEMENT EFFICIENCY



The **Indian Premier League (IPL)** and **WNBA** teams are generating significantly higher engagement relative to their audience size (277.2 million and 15.9 million) compared to other teams in leagues. This tells us that IPL and WNBA teams have a highly active and passionate fanbase.

Engagement-to-Follower Ratio: Teams in League



Based on team social data tracked in Blinkfire from 1/1/2025-11/15/2025

COMBINED TEAM VIEWS | **BY LEAGUE**



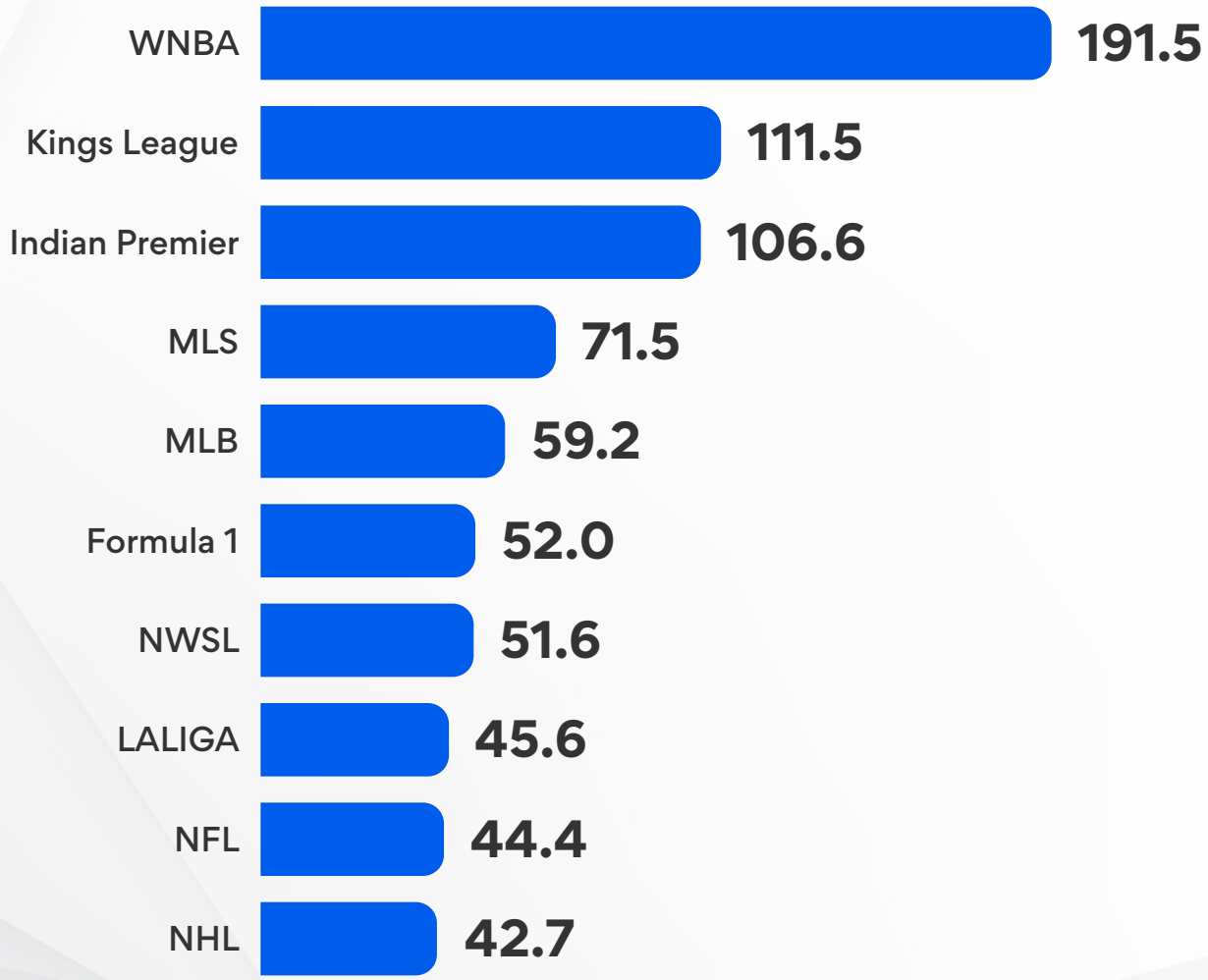
Based on team social data tracked in Blinkfire from 1/1/2025-11/15/2025

VIEWS EFFICIENCY



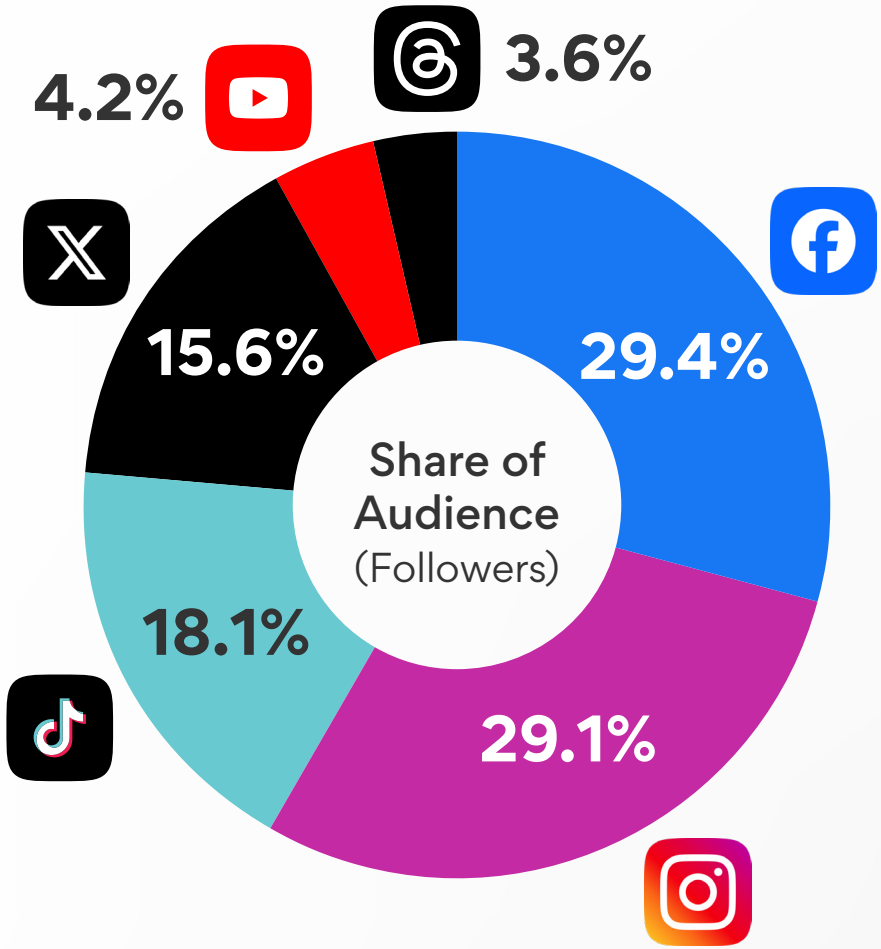
While teams in the **LALIGA** and the **Premier League** dominate with more than 1.2 billion followers each, the **WNBA** and **Kings League** generate significantly more views per follower (191 and 111 respectively).The **Indian Premier League** teams are the only entity to combine massive scale (277.2 million followers) with this high-level viral engagement.

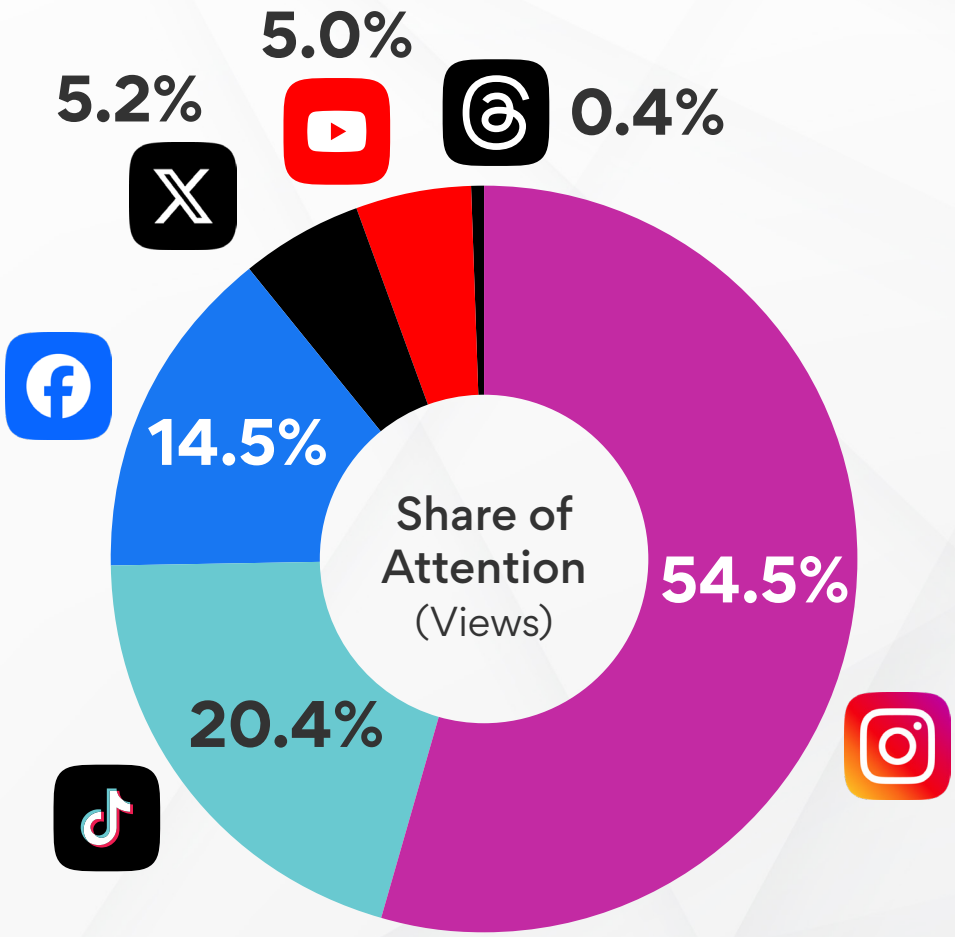
Views-to-Follower Ratio: Teams in League



Based on team social data tracked in Blinkfire from 1/1/2025-11/15/2025

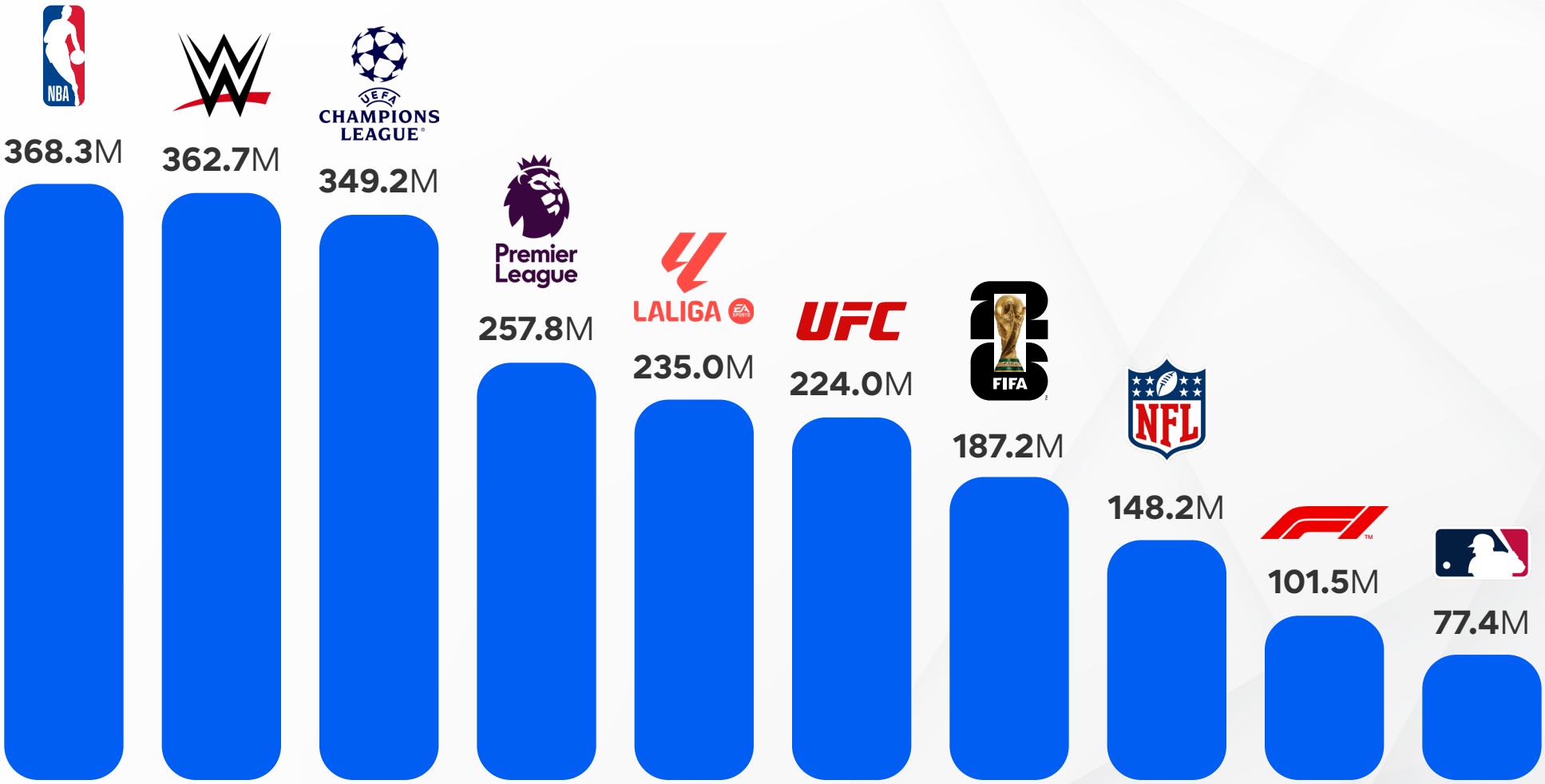
CONVERTING FOLLOWERS INTO VIEWS | **COMBINED TEAM DATA**





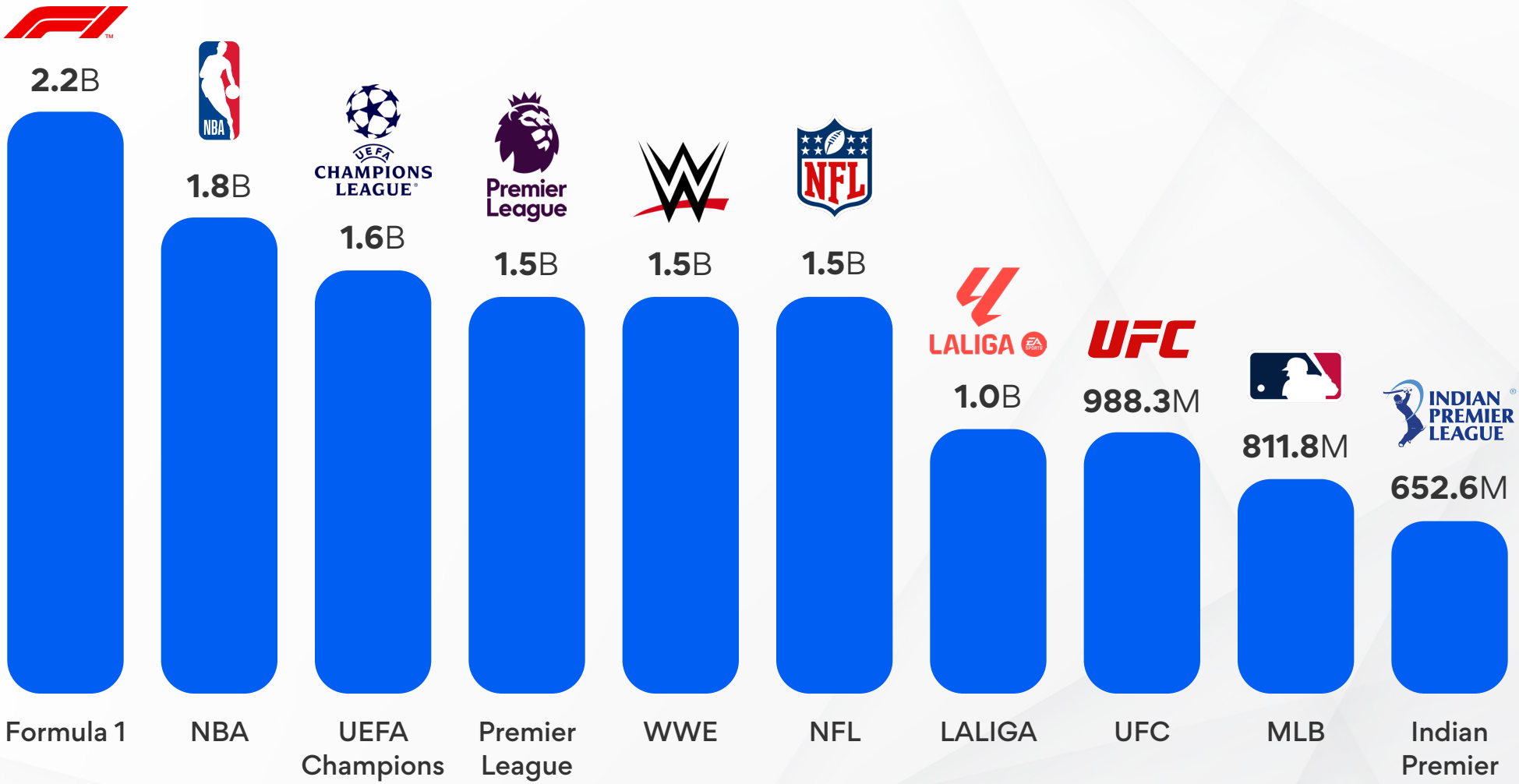
Based on team social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOTAL FOLLOWERS | **BY LEAGUE**



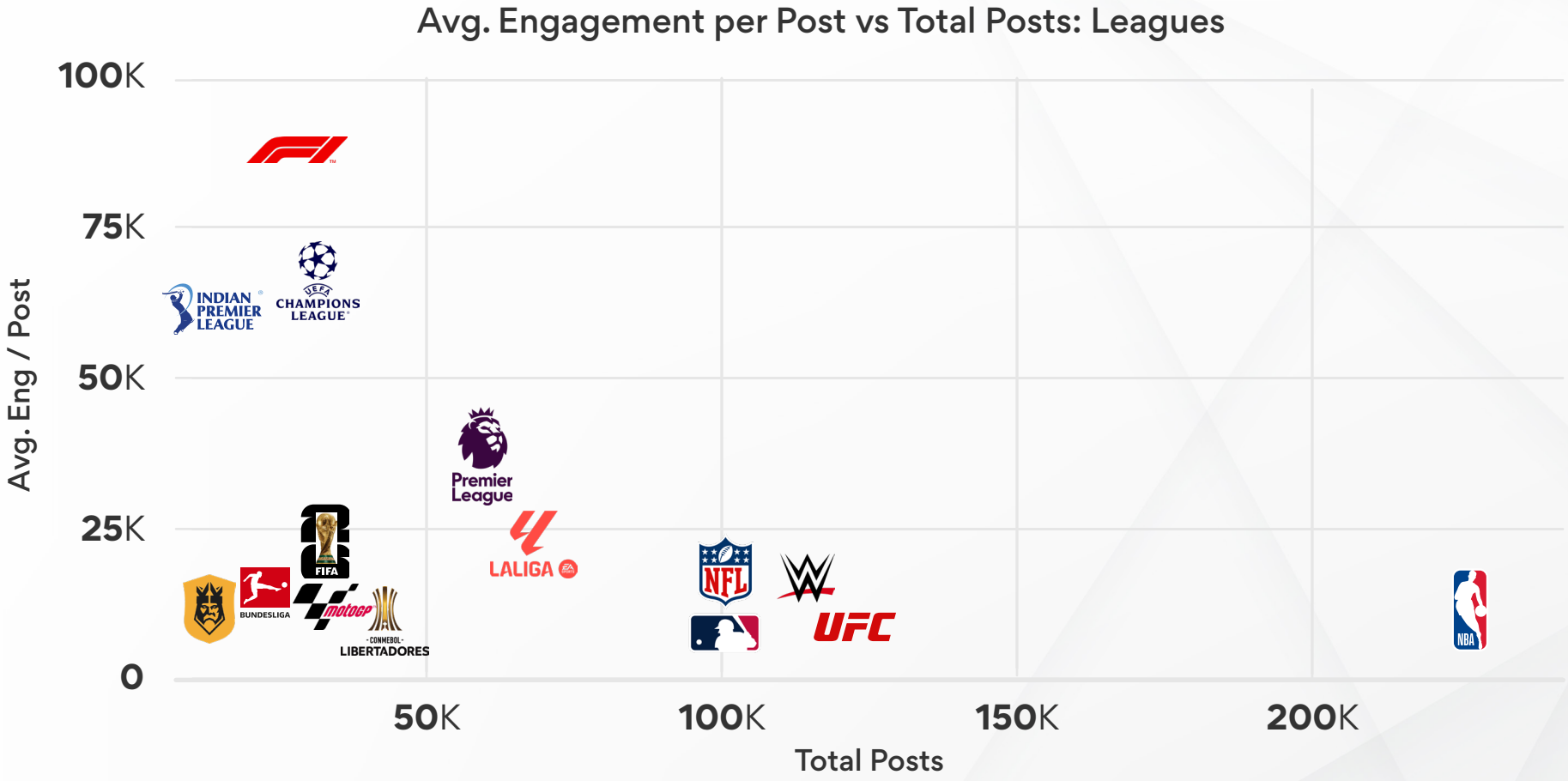
Based on league social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOTAL ENGAGEMENT | **BY LEAGUE**



Based on league social data tracked in Blinkfire from 1/1/2025-11/15/2025

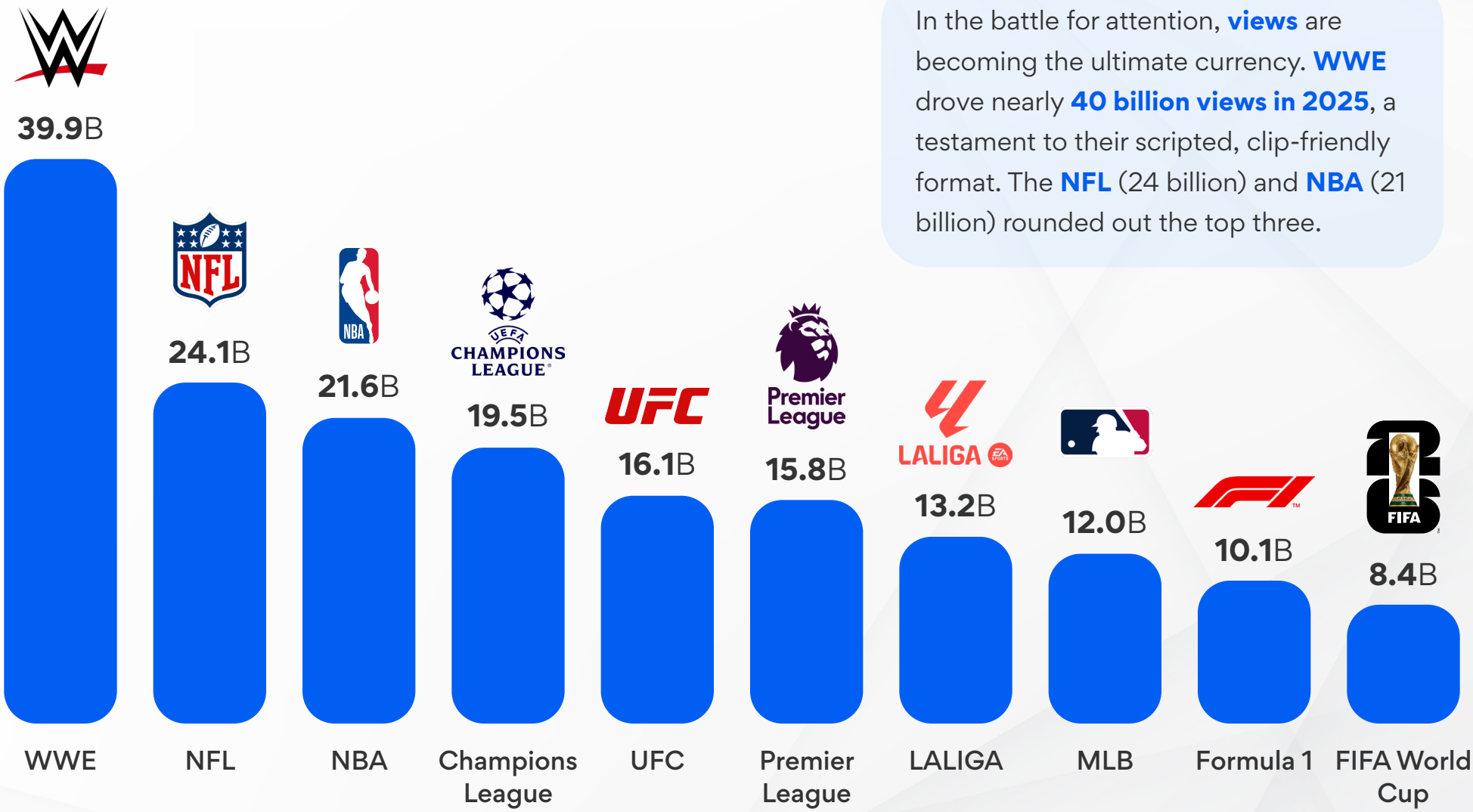
QUALITY VS QUANTITY



Formula 1 is the clear outlier in efficiency. With only 25,000 posts (about 10% of the NBA's volume), F1 generates higher total engagement (2.1 billion) than the NBA (1.8 billion), resulting in a large average engagement of **86,000 per post**. The NBA (228,000 posts), UFC (109,000), and NFL (100,000) rely on a high-volume strategy.

Based on league social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOTAL VIDEO VIEWS | **BY LEAGUE**



In the battle for attention, **views** are becoming the ultimate currency. **WWE** drove nearly **40 billion views in 2025**, a testament to their scripted, clip-friendly format. The **NFL** (24 billion) and **NBA** (21 billion) rounded out the top three.

Based on league social data tracked in Blinkfire from 1/1/2025-11/15/2025

THE "TIKTOK-FIRST" LEAGUES

TikTok Highlights

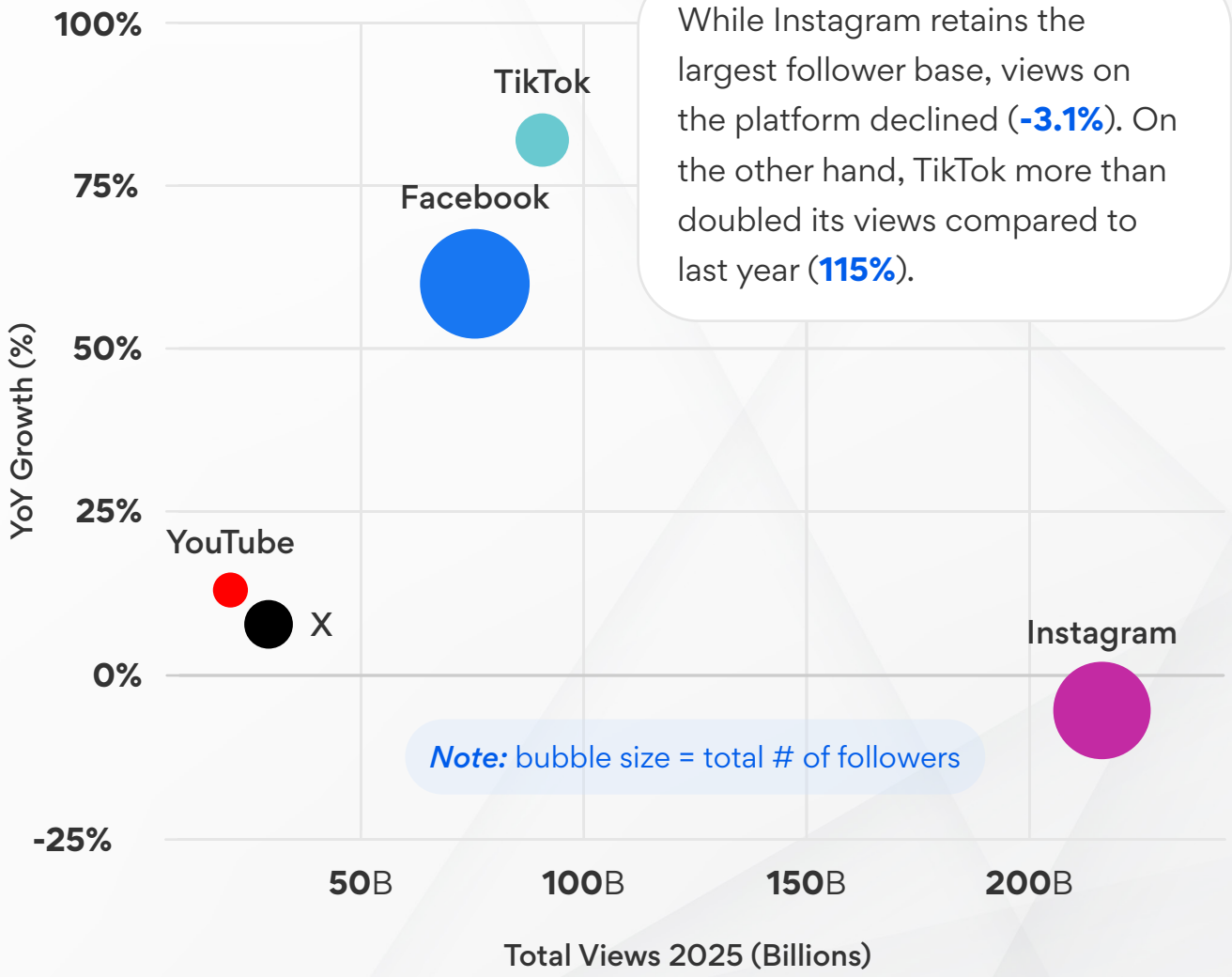
CONMEBOL Libertadores: **487%** Views growth

NFL: **5.0B** Views (#1 overall)

NBA: **+257%** TikTok views vs. -20% on other platforms

NWSL: **98%** Follower growth (fastest growth)

Saudi Pro League: **313%** Views growth



While Instagram retains the largest follower base, views on the platform declined (**-3.1%**). On the other hand, TikTok more than doubled its views compared to last year (**115%**).

Based on league social data tracked in Blinkfire from 1/1/2025-11/15/2025

THE "LEAGUE VS. TEAM" PARADOX ON X

	US Sports	Euro Sports
League accounts	**US Leagues** accounts **+45.3%** **7.3B** views	**Euro Soccer Leagues** accounts **-2.4%** **1.3B** views
Team accounts	**US Teams** accounts **-17.2%** **4.9B** views	**Euro Soccer Teams** accounts **+8.9%** **6.1B** views

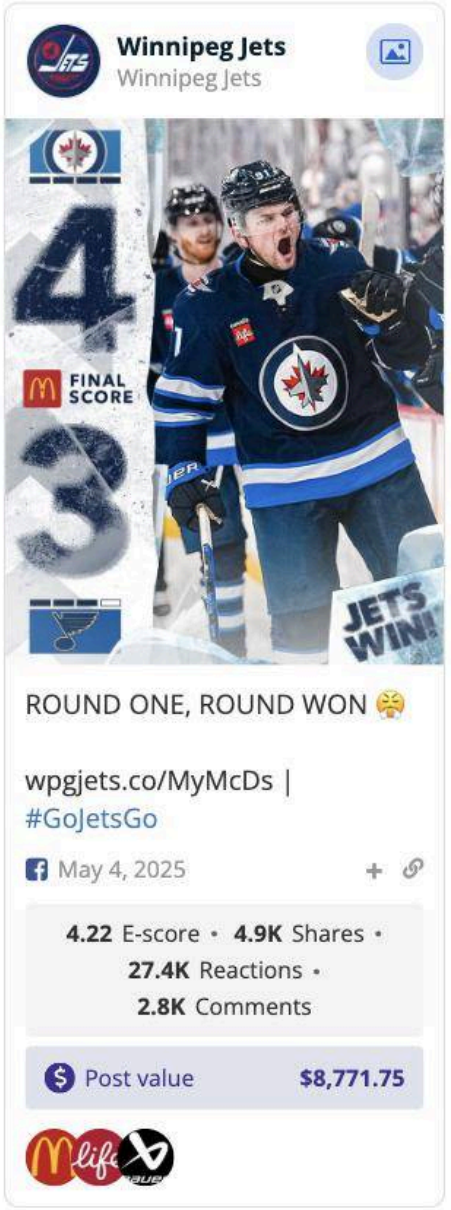
US audiences are moving to the official X league accounts, while **European soccer fans are bypassing** the league to engage directly with their favorite clubs.

Based on team and league X data tracked in Blinkfire from 1/1/2025-11/15/2025

OWNED AND EARNED SOCIAL MEDIA

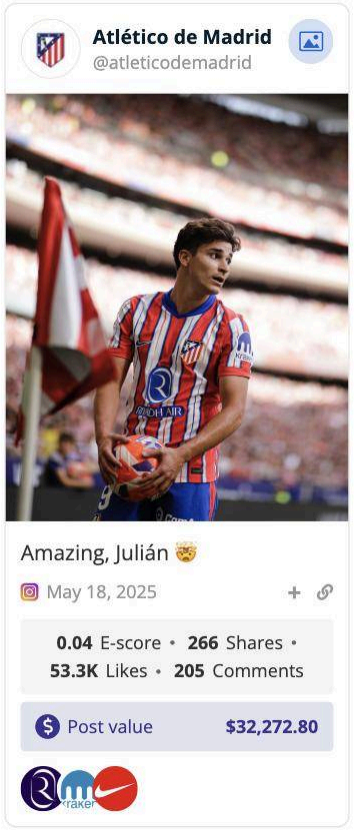
This year, we leveraged Blinkfire's real-time benchmarking data to analyze sponsorship performance across the world's biggest leagues in the U.S. and Europe. By analyzing data from the NBA, MLB, MLS, NHL, LALIGA, and Premier League, we created a comprehensive view of the sponsorship landscape—from uniform sponsors to on-field assets. This report breaks down the year's defining trends, ranking the top uniform sponsors, highest-performing branded assets, and leading industries by engagement.

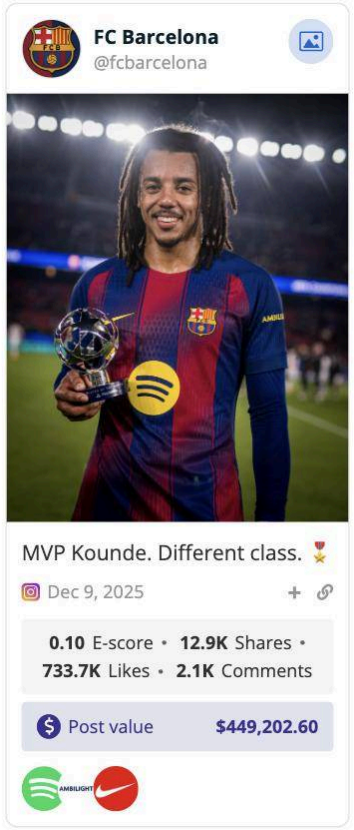




TOP 10 BRANDS | FRONT OF JERSEY

LALIGA



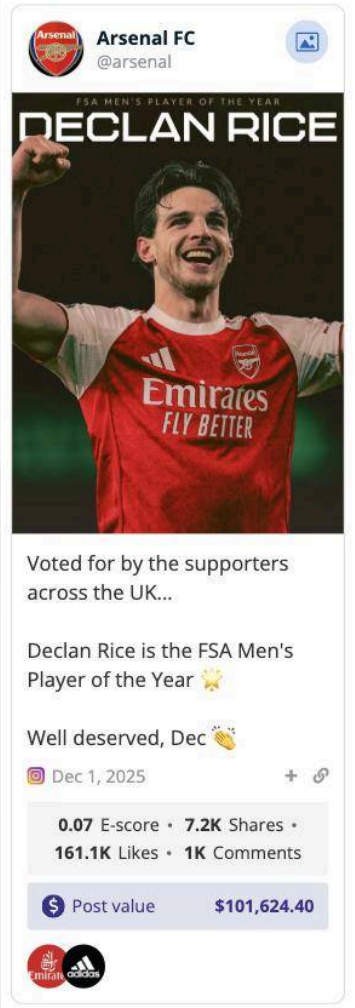


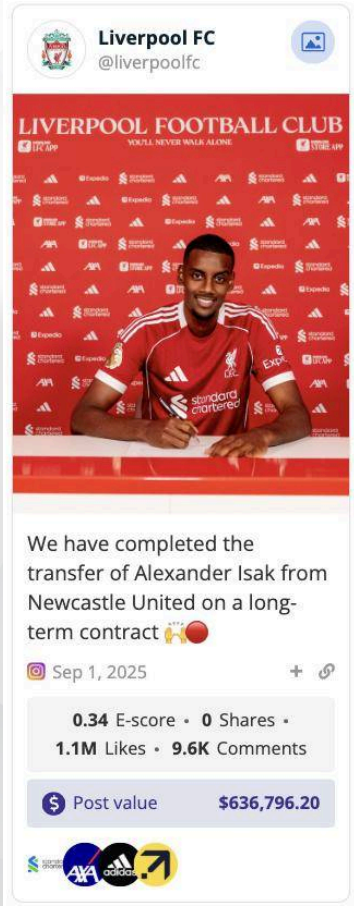
	Team	Brand	Value
1	Real Madrid	Emirates FLY BETTER	$1.2B
2	FC Barcelona	Spotify	$655.2M
3	Atlético de Madrid	RIYADH AIR طيران الرياض	$72.1M
4	Real Betis	GREE	$36.6M
5	Athletic Club	kutxabank	$18.6M
6	Valencia CF	TM Grupo Inmobiliario	$7.1M
7	RC Celta	Estrella Galicia	$5.0M
8	Villarreal CF	PAMESA cerámica	$5.0M
9	Getafe CF	TECNOCASA FRANCHISING NETWORK	$4.0M
10	Sevilla FC	Midea	$3.9M

Based on team owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | **FRONT OF JERSEY**

Premier League

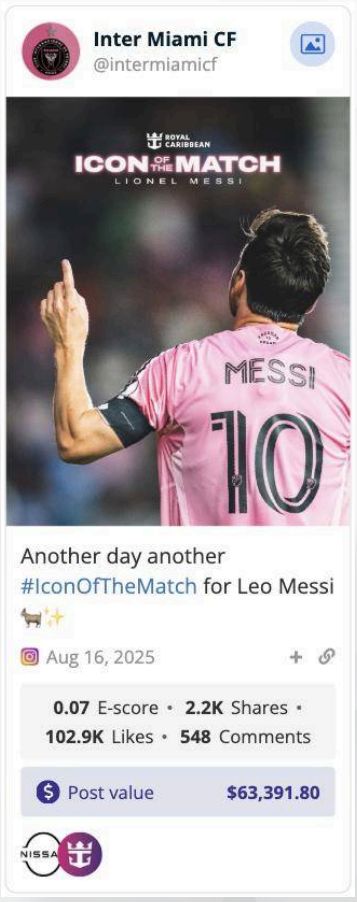




	Team	Brand	Value
1	Liverpool	Standard Chartered	$319.8M
2	Arsenal	Emirates FLY BETTER	$233.2M
3	Manchester United	Snapdragon	$178.7M
4	Manchester City	Etihad	$172.4M
5	Tottenham Hotspur	AIA	$47.7M
6	Aston Villa	Betano	$30.7M
7	Newcastle United	sela	$21.6M
8	Everton	Stake	$20.5M
9	AFC Bournemouth	bj 88	$14.7M
10	Nottingham Forest	kaiyun kaiyun.com	$14.6M

Based on team owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | **FRONT OF JERSEY**





	Team	Brand	Value
1	Inter Miami CF	ROYAL CARIBBEAN	$161.2M
2	Los Angeles FC	BMO	$12.3M
3	Vancouver Whitecaps FC	TELUS	$5.9M
4	New York Red Bulls	Red Bull	$2.6M
5	LA Galaxy	HERBALIFE NUTRITION	$2.2M
6	Atlanta United	AMERICAN FAMILY INSURANCE	$2.2M
7	Orlando City SC	ORLANDO HEALTH	$1.7M
8	Seattle Sounders FC	Providence	$1.6M
9	Charlotte FC	ally	$1.3M
10	Nashville SC	RENASANT BANK	$1.0M

Based on team owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | **JERSEY PATCH**

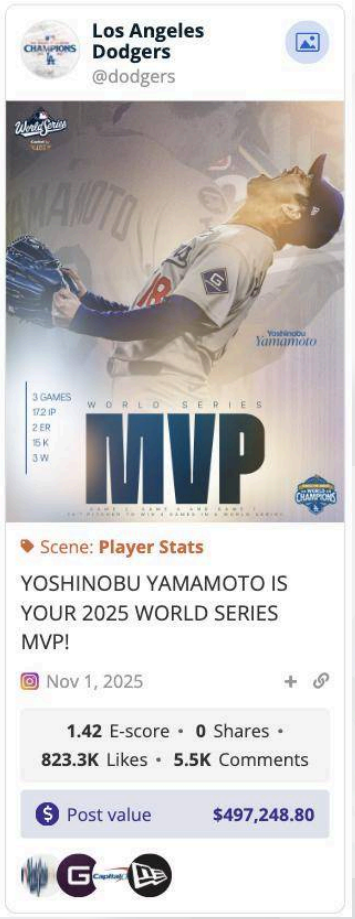


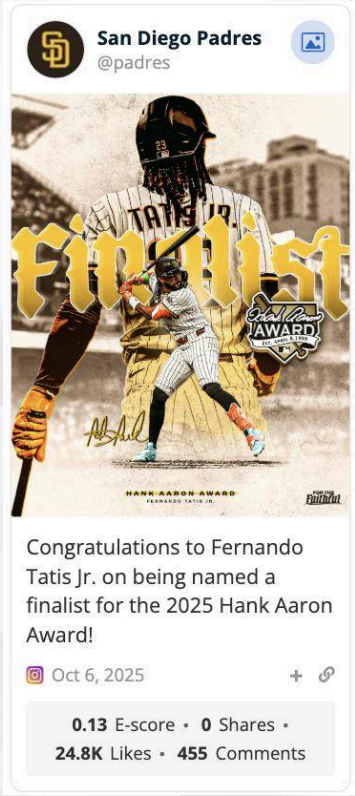


	Team	Brand	Value
1	Los Angeles Lakers	bibigo	$69.3M
2	Golden State Warriors	Rakuten	$26.2M
3	Oklahoma City Thunder	Love's	$25.0M
4	Dallas Mavericks	chime	$15.8M
5	Milwaukee Bucks	MOTOROLA	$14.5M
6	Minnesota Timberwolves	sezzle	$12.5M
7	Indiana Pacers	spokenote	$11.6M
8	Boston Celtics	Amica	$8.5M
9	New York Knicks	experience abu dhabi	$8.1M
10	Denver Nuggets	ibotta	$8.0M

Based on team owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | **JERSEY PATCH**

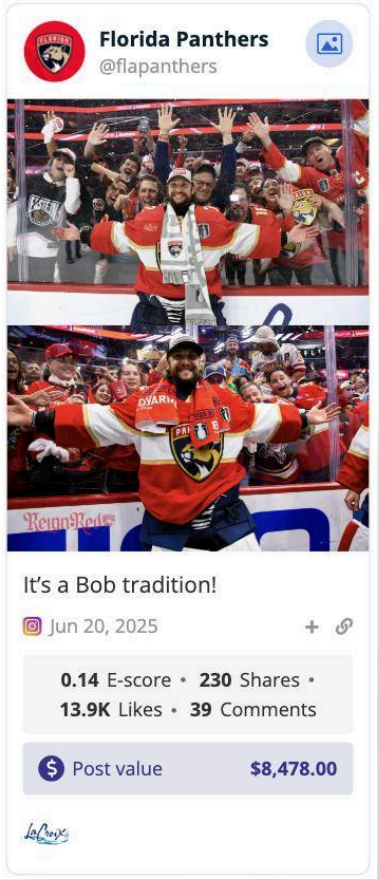


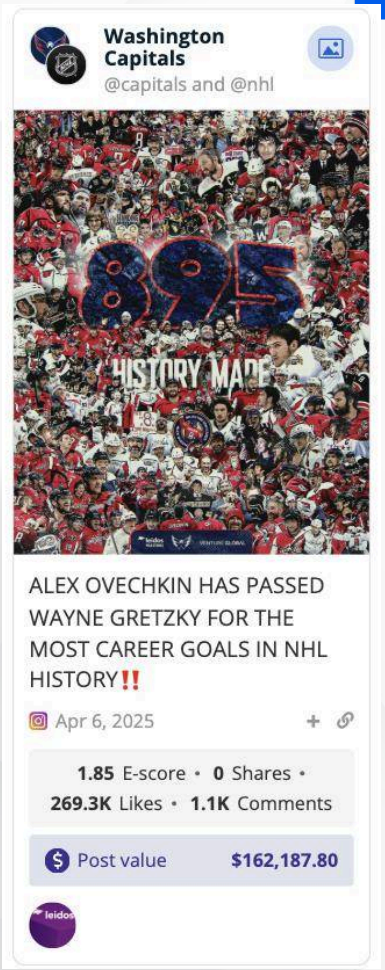


	Team	Brand	Value
1	Los Angeles Dodgers	GUGGENHEIM	$35.9M
2	San Diego Padres	Motorola	$9.0M
3	Toronto Blue Jays	TD Bank	$8.1M
4	Chicago Cubs	Motorola	$6.3M
5	Boston Red Sox	MassMutual	$4.5M
6	San Francisco Giants	CHEVROLET	$4.4M
7	New York Yankees	STARR INSURANCE COMPANIES	$3.9M
8	Baltimore Orioles	T.RowePrice	$2.9M
9	Philadelphia Phillies	Independence	$2.8M
10	Houston Astros	OXY	$2.6M

Based on team owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | **JERSEY PATCH**

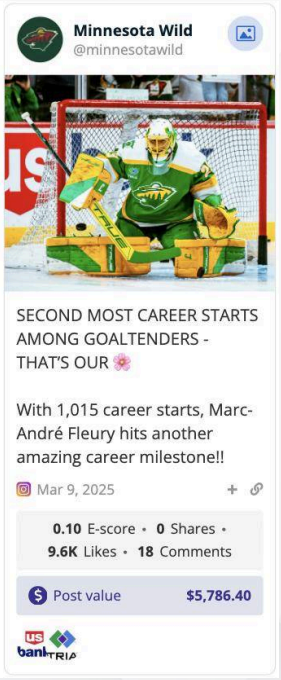


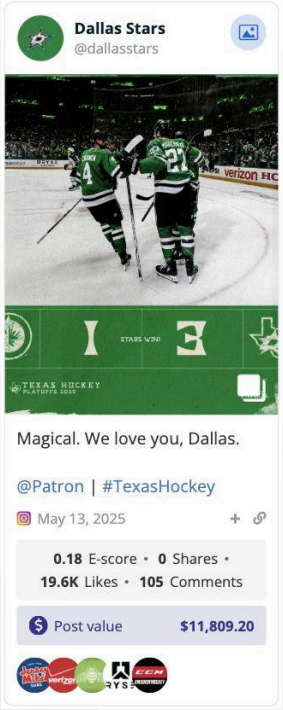


	Team	Brand	Value
1	Washington Capitals	CAESARS SPORTSBOOK	$4.9M
2	Florida Panthers	LaCroix	$4.5M
3	Toronto Maple Leafs	Milk	$2.9M
4	Montreal Canadiens	RBC	$2.8M
5	Chicago Blackhawks	Circa | SPORTS	$2.7M
6	Vancouver Canucks	TD Bank	$2.6M
7	Minnesota Wild	TRIA	$2.1M
8	Winnipeg Jets	canada life	$2.1M
9	Washington Capitals	TikTok	$2.0M
10	Colorado Avalanche	IMA FOUNDATION	$1.6M

Based on team owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | IN-STADIUM ASSETS

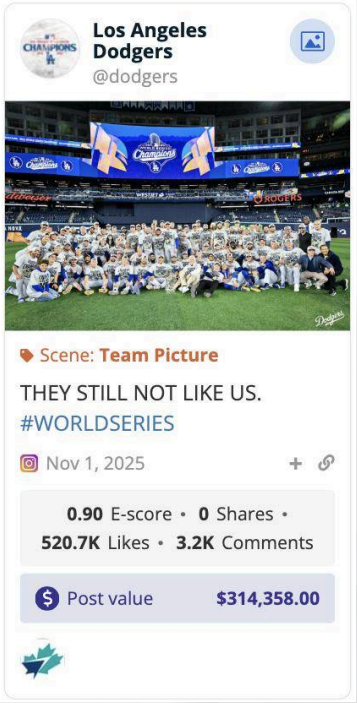


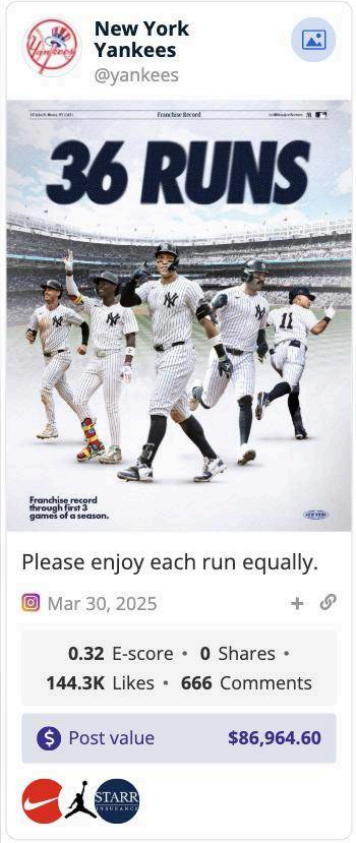


	Brand	Asset	Value
1	GEICO	Dasher Board	$9.6M
2	enterprise	Dasher Board	$8.4M
3	Tim Hortons	Dasher Board	$7.0M
4	PEPSI	Dasher Board	$6.4M
5	ROGERS	Dasher Board	$6.4M
6	Scotiabank	Dasher Board	$5.7M
7	ticketmaster	Dasher Board	$5.4M
8	FANDUEL	Dasher Board	$4.3M
9	verizon	Dasher Board	$3.6M
10	BUD LIGHT	Dasher Board	$3.2M

Based on team and league owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | IN-STADIUM ASSETS



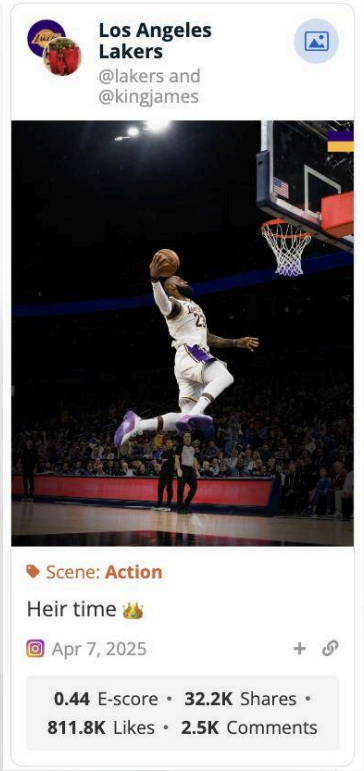


	Brand	Asset	Value
1	Security Benefit	Backstop Wall	$19.3M
2	Bank of America	Outfield Wall	$14.9M
3	Bank of America	Dugout	$13.1M
4	Security Benefit	Outfield Wall	$11.9M
5	Security Benefit	Mezzanine Adboard	$11.4M
6	loanDepot	Backstop Wall	$11.3M
7	Capital One	Backstop Wall	$11.2M
8	State Farm	Outfield Wall	$10.2M
9	Progressive	Backstop Wall	$9.8M
10	T-Mobile	Backstop Wall	$9.6M

Based on team and league owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

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

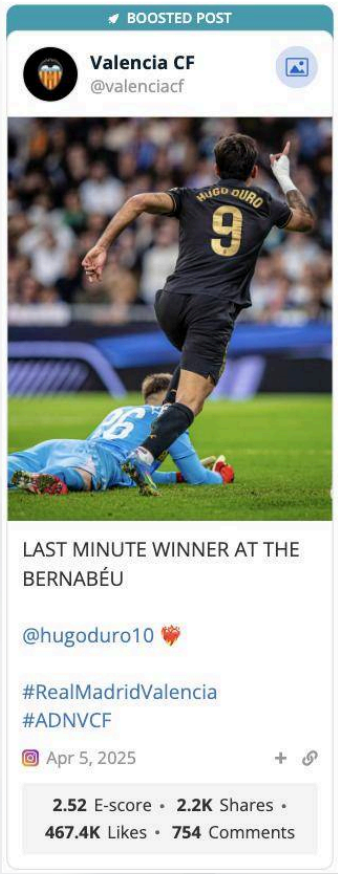


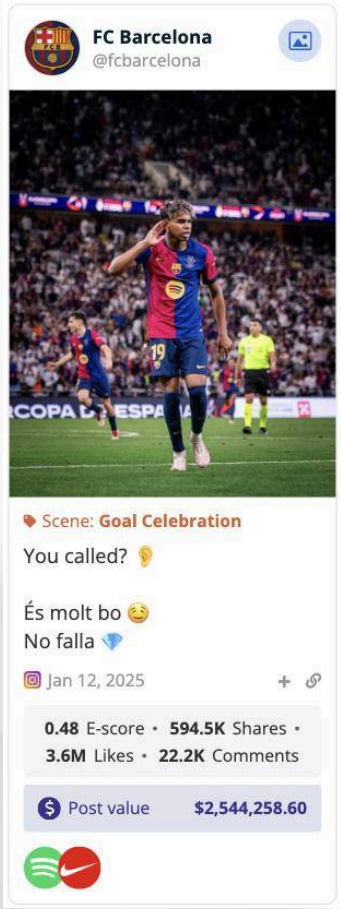


	Brand	Asset	Value
1	StateFarm	Stanchion Arm	$520.3M
2	Michelob ULTRA	Court-End	$401.7M
3	KIA	Stanchion Pole Pad	$120.4M
4	StateFarm	Press Table	$69.7M
5	crypto.com	On-Court	$62.6M
6	CHASE	On-Court	$50.2M
7	paycom	On-Court	$48.0M
8	FANDUEL	Court-End	$42.4M
9	bibigo	Court-End	$31.6M
10	Michelob ULTRA	On-Court	$29.6M

Based on team and league owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

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



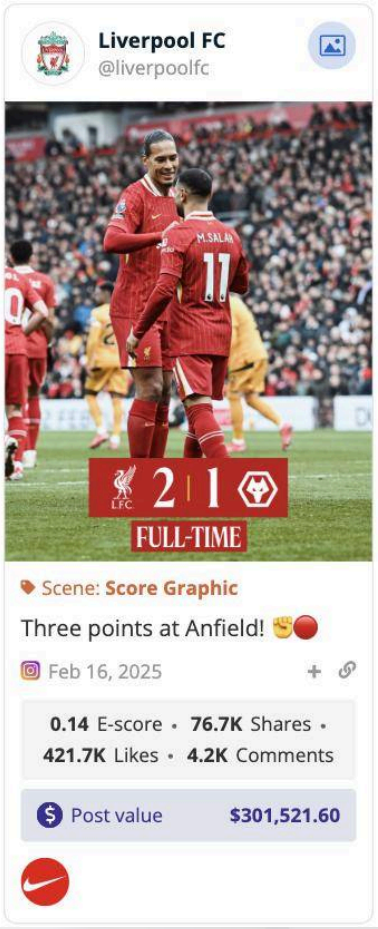


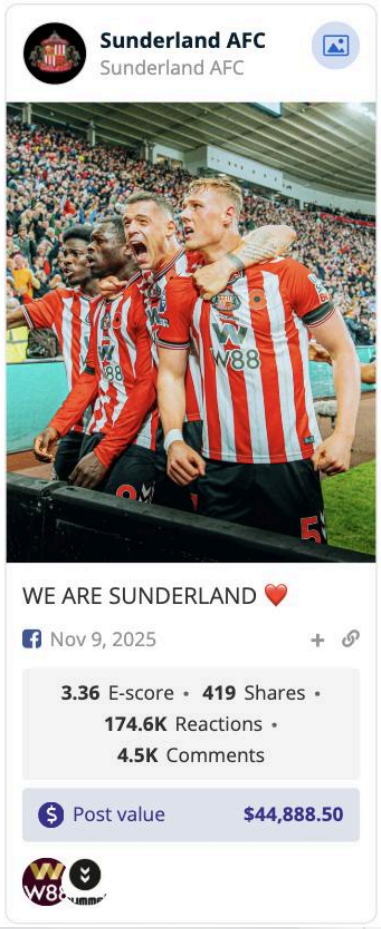
	Brand	Asset	Value
1	EA SPORTS	Ground Adboard	**$91.5**M
2	adidas	Ground Adboard	**$86.0**M
3	Spotify	Ground Adboard	**$75.7**M
4	Emirates FLY BETTER	Ground Adboard	**$72.4**M
5	Nike	Ground Adboard	**$36.8**M
6	EA SPORTS	Retaining Wall	**$36.3**M
7	EA SPORTS	Mezzanine Adboard	**$30.1**M
8	PlayStation	Ground Adboard	**$23.6**M
9	Spotify	Carpet	**$21.7**M
10	Emirates FLY BETTER	Carpet	**$18.4**M

Based on team and league owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | IN-STADIUM ASSETS

Premier League

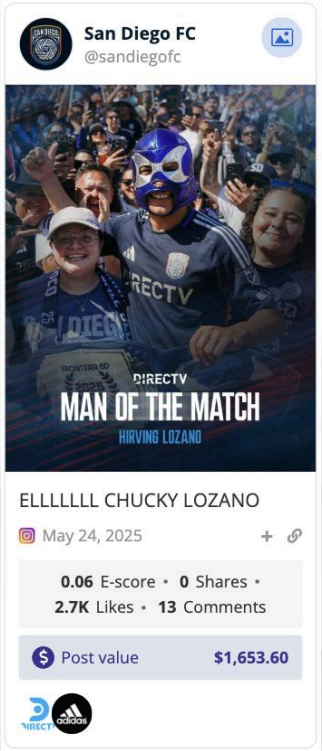




	Brand	Asset	Value
1	adidas	Ground Adboard	$55.6M
2	Nike	Ground Adboard	$36.2M
3	Standard Chartered	Ground Adboard	$29.5M
4	Emirates FLY BETTER	Ground Adboard	$24.3M
5	betway	Ground Adboard	$15.9M
6	AXA	Ground Adboard	$10.1M
7	Heineken	Ground Adboard	$9.8M
8	Emirates FLY BETTER	Ground Adboard	$9.7M
9	betway	Retaining Wall	$9.2M
10	Standard Chartered	Mezzanine Adboard	$9.2M

Based on team and league owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | IN-STADIUM ASSETS

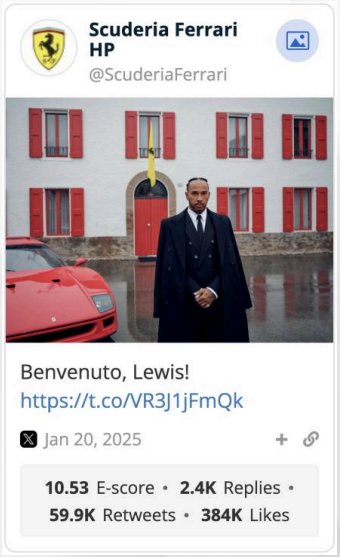




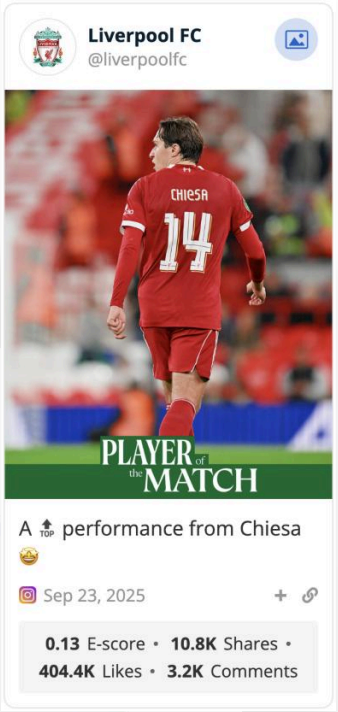
	Brand	Asset	Value
1	adidas	Ground Adboard	$116.5M
2	Continental	Ground Adboard	$64.2M
3	Audi	Ground Adboard	$26.0M
4	Apple	Ground Adboard	$14.4M
5	AT&T	Ground Adboard	$12.8M
6	ticketmaster	Ground Adboard	$11.1M
7	Captain Morgan	Ground Adboard	$9.4M
8	Coca-Cola	Ground Adboard	$9.3M
9	Discount Tire	Ground Adboard	$8.9M
10	Gillette	Ground Adboard	$8.4M

Based on team and league owned and earned social data tracked in Blinkfire from 1/1/2025-11/15/2025

TOP 10 BRANDS | **FINANCIAL BRANDS**







	Brand	Media Value
1	Standard Chartered	$857.3M
2	UniCredit	$214.9M
3	mastercard	$199.1M
4	VISA	$162.4M
5	CHASE	$112.2M
6	BBVA	$95.2M
7	BANK OF AMERICA	$77.0M
8	Robinhood	$73.4M
9	AMERICAN EXPRESS	$73.0M
10	BARCLAYS	$69.6M

Based on owned and earned social data tracked in Blinkfire from 1/1/2025–11/15/2025. Data across MLB, NHL, NFL, MLS, WNBA, NWSL, Premier League, LaLiga EA Sports, F1, and Ligue 1 McDonald's.

WORLD SERIES BROADCAST DATA

Capital One Media Value

$56.4 Million

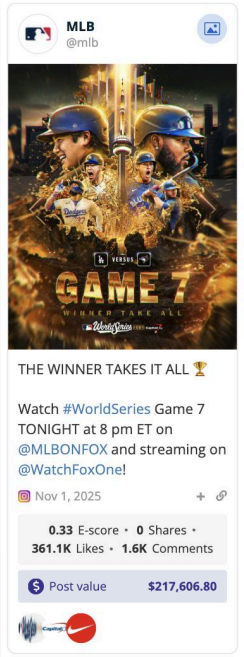
Strauss Media Value

$33.1 Million

Guggenheim Media Value

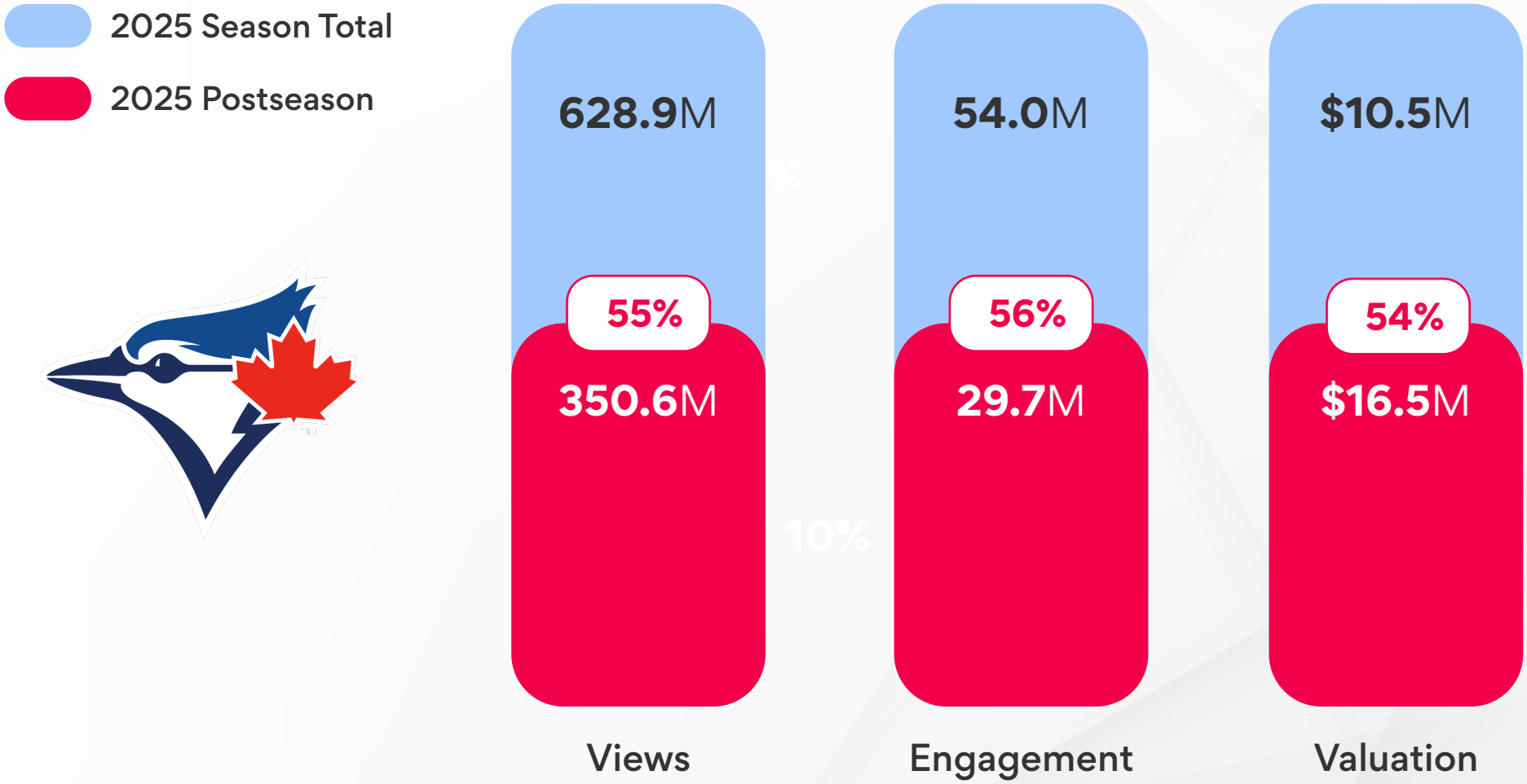
$30.3 Million

Blinkfire analyzed every moment of this year's thrilling seven-game World Series, capturing the full picture of sponsorship performance and media impact across Fox's TV coverage. The series totaled an impressive **104 million viewers across FOX's coverage**, with Game 7 drawing 27.3 million, the largest World Series audience since 2017. With that level of attention, brands like Capital One, Strauss, and Guggenheim saw major returns in visibility and media value from these broadcasts.



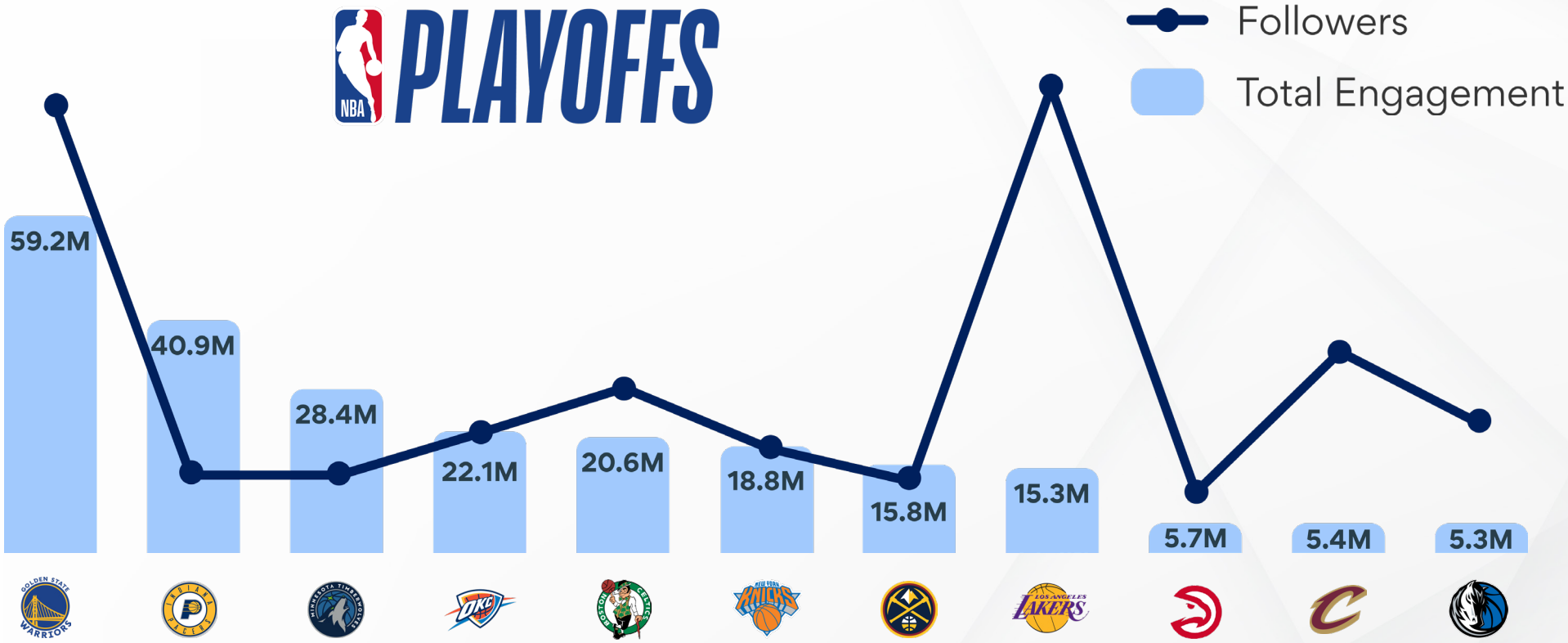
Based on league owned and earned social data tracked in Blinkfire from 10/24/2025-11/2/2025

TORONTO BLUE JAYS | POSTSEASON VALUE



Based on team social data tracked in Blinkfire from 9/30/2025-11/2/2025

PACERS OUTPERFORMED IN ENGAGEMENT EFFICIENCY



Despite ranking twelfth in followers among the 16 NBA playoffs teams, the Indiana Pacers drove the second-most engagement. Also, the Pacers saw four engagements for every one follower, which was 9.7x higher than the median engagement-to-follower ratio of teams.

Based on Playoff team social data tracked in Blinkfire from 4/19/2025-6/22/2025

LUKA DONČIĆ TRADED TO LAKERS

LA Lakers' Social Media Announcement

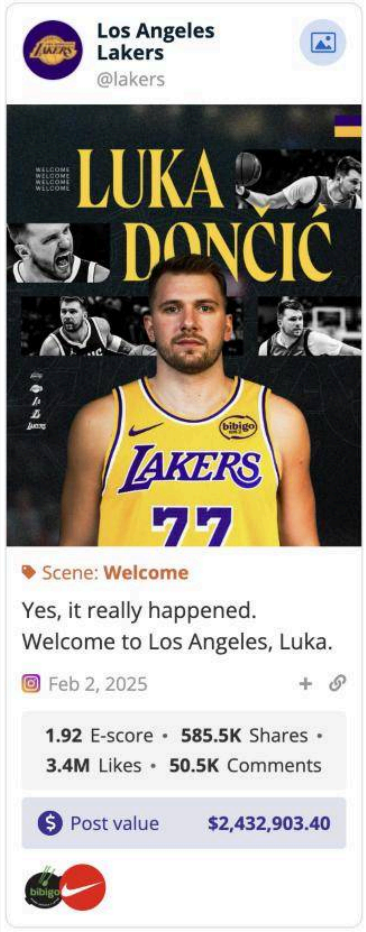
4.0 million
Total Engagement

$493,276
Bibigo Brand Value

$2.4 million
Total Post Valuation

86.7 million
Total Impressions

The top 10 earned social media posts related to the trade news generated over 5.6 million engagements and $3.2 million in media value.



Based on team social data tracked in Blinkfire from 2/3/2025

4 NATIONS FACE-OFF

The Four Nations Face-Off proved to be more than just an international hockey showcase. With powerhouse teams from the U.S., Canada, Sweden, and Finland battling it out, fans were treated to high-stakes matchups that outpaced the normal All-Star Game during this break in the NHL season.

USA Hockey in particular saw a huge boost, growing its social media following by 9.5% over the course of the tournament. However, it was Team Canada who lifted the cup in the championship game!

The buzz peaked on championship gameday, when earned social media posts using **#4Nations drove over 3.4 million total engagements** and generated a staggering $1.9 million in total media value.

4 Nations Face-Off Earned Media Value Compared to 2024 NHL All-Star Weekend

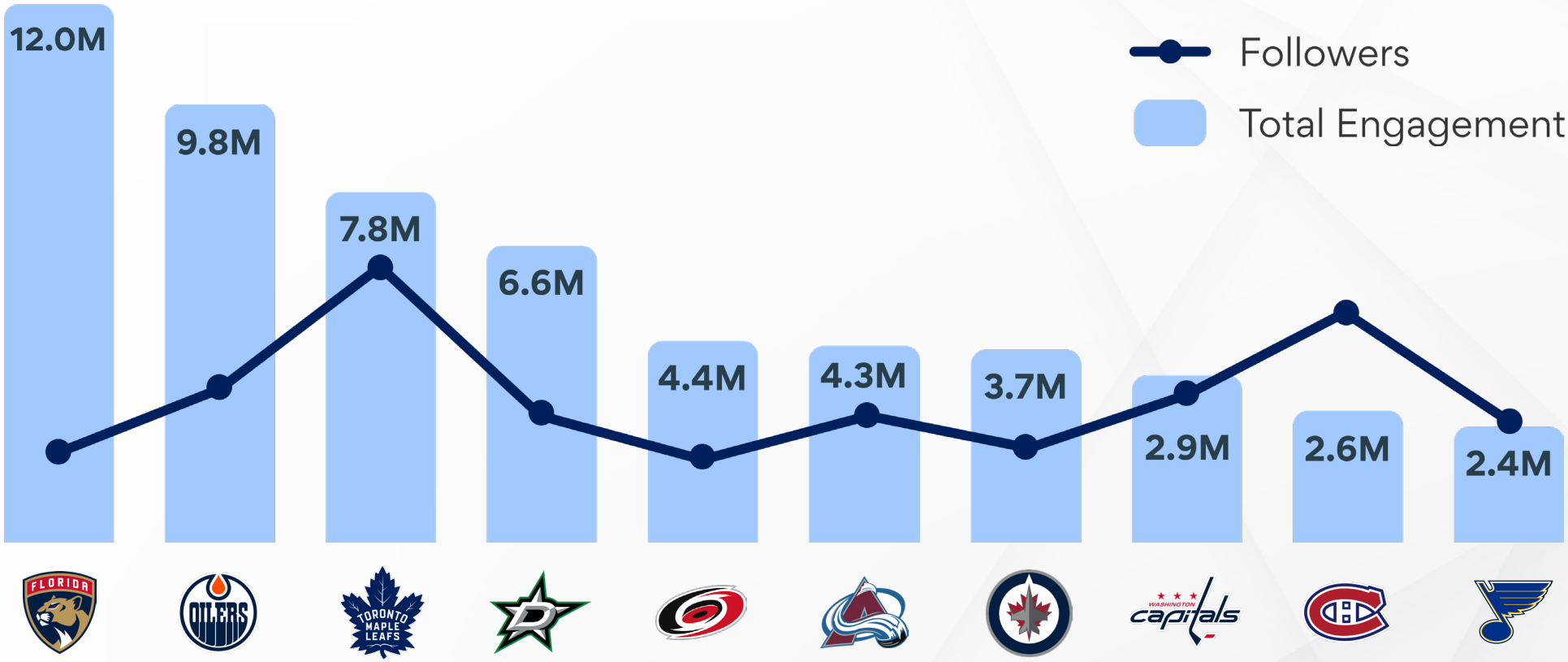
+253%	+236%	+285%
Total Engagement	**Total Media Value**	**Total Video Views**





Based on league social data tracked in Blinkfire from 1/30/2024-2/4/2024 and 2/11/2025-2/16/2025

FLORIDA PANTHERS | **STANLEY CUP CHAMPIONS**

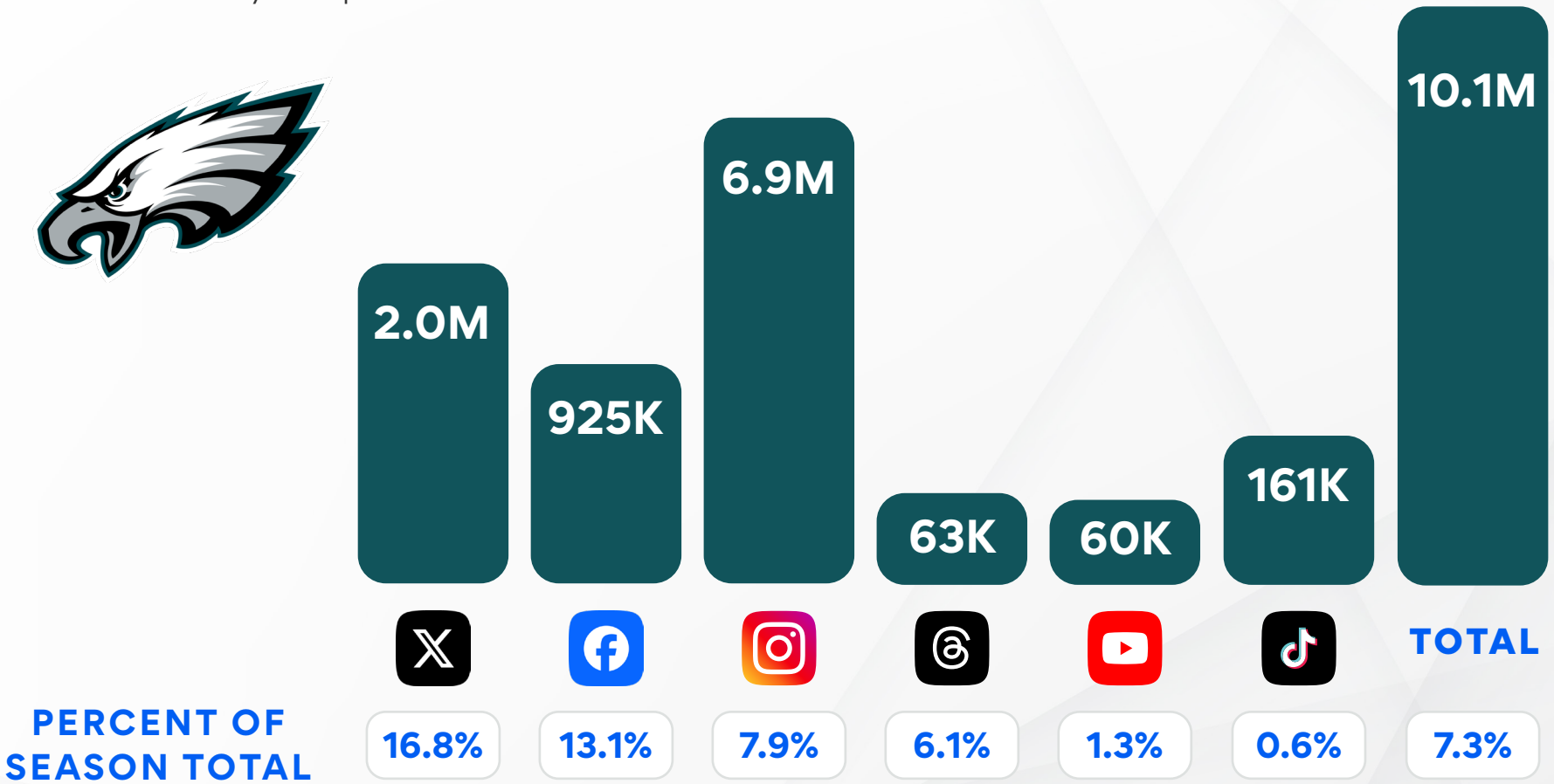


During the 2025 Stanley Cup Playoffs, teams generated 68.9 million engagements, 554.8 million video views, and $39.9 million in media value. Despite ranking 14th in followers, Florida led all teams in engagements, views, and media value, with per-follower rates 6-7x the playoff median.

Based on team social data tracked in Blinkfire from 4/19/2025-6/17/2025

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 team social data tracked in Blinkfire from 2/9/2025

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



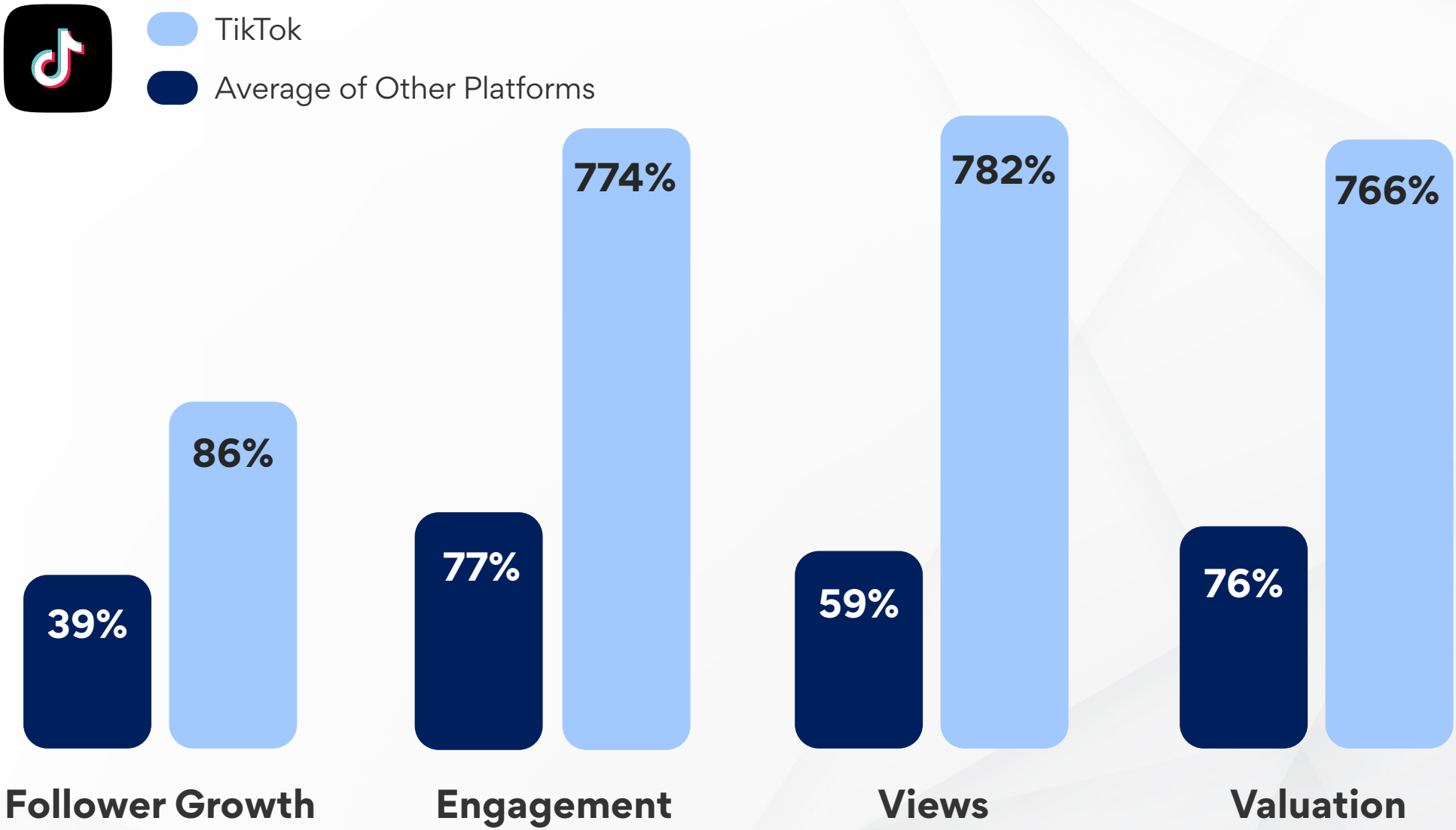
Based on data in Blinkfire from FOX Sports Super Bowl LIX broadcast on 2/9/2025

REGULAR SEASON & MLS CUP | OWNED & EARNED

	Team	Engagement	Views	Value
1	Inter Miami CF	1.5B	12.7B	$830.4M
2	Los Angeles FC	109.4M	1.2B	$62.2M
3	Vancouver Whitecaps FC	56.3M	664.0M	$33.8M
4	FC Cincinnati	30.7M	440.5M	$18.0M
5	Seattle Sounders FC	30.1M	327.0M	$17.3M
6	New England Revolution	29.8M	165.0M	$16.8M
7	LA Galaxy	21.0M	252.0M	$12.7M
8	Columbus Crew	16.0M	231.0M	$11.9M
9	Atlanta United	19.3M	199.3M	$11.2M
10	Orlando City FC	16.9M	278.6M	$9.8M

Based on team social data tracked in Blinkfire from 1/1/2025-12/7/2025

TIKTOK DOMINATES WNBA TEAM SOCIAL GROWTH VS 2024 SEASON



Based on team TikTok data tracked in Blinkfire from 5/14/2024-9/19/2024 and 5/16/2025-9/11/2025

TEAMS | FOLLOWER GROWTH

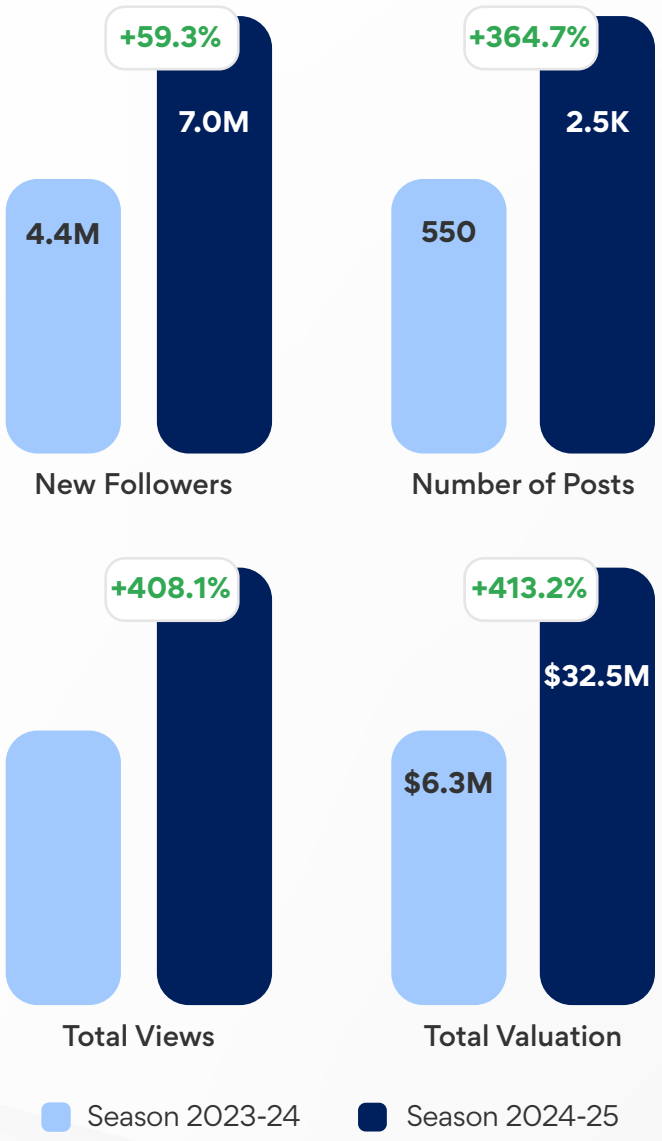
As the NWSL continues to expand across the country, it's important to understand where teams' growth is coming from online. The Kansas City Current lead the pack with an impressive 66.7% surge in followers, far outpacing the rest of the field in 2025. The San Diego Wave FC and Chicago Stars FC follow with strong 26% growth each. It's another sign that fan interest across the league continues to climb. Overall, TikTok, Facebook, and YouTube are the channels seeing the most growth for NWSL teams.

OVERALL

	Team	% Growth
1	**Kansas City Current**	**66.7%**
2	San Diego Wave FC	**26.0%**
3	Chicago Stars FC	**26.0%**
4	Bay Football Club	**13.8%**
5	Washington Spirit	**11.6%**

Based on team social data tracked in Blinkfire from 3/14/2025-11/2/2025

PREMIER LEAGUE'S TIKTOK IMPACT



During the 2023-24 and 2024-25 seasons, the Premier League's TikTok achieved outstanding results, showing that its strategy of significantly increasing content was well-received by fans.

Posts on the Premier League's TikTok channel exceeded 2,500, a 365% increase accompanied by a 59.3% rise in followers.

TikTok's success also showed in performance metrics: views soared past 3.2 billion, up more than 400%, while channel valuation climbed fivefold to $32.5 million.

Based on team TikTok data tracked in Blinkfire from 7/1/2023-6/30/2024 and 7/1/2024-6/30/2025

TOP 10 PLAYERS | **TIKTOK**

	Name	Media Value	Engagement	Followers ▼
1	Richarlison	$816.1K	8.4M	**10.6**M
2	Alejandro Garnacho	$11.7K	1.2M	**6.3**M
3	Phil Foden	$91.6K	598.2K	**5.9**M
4	Jack Grealish	$61.0K	127.9K	**5.5**M
5	Emiliano Martínez	$79.7K	856.4K	**3.7**M
6	Mason Mount	$11.0K	34.6K	**3.6**M
7	João Félix	$90.0K	877.5K	**3.5**M
8	Cole Palmer	$987.1K	11.3M	**3.2**M
9	Marcus Rashford	$120.8K	882.2K	**3.1**M
10	Harry Maguire	$22.0K	165.6K	**3.0**M

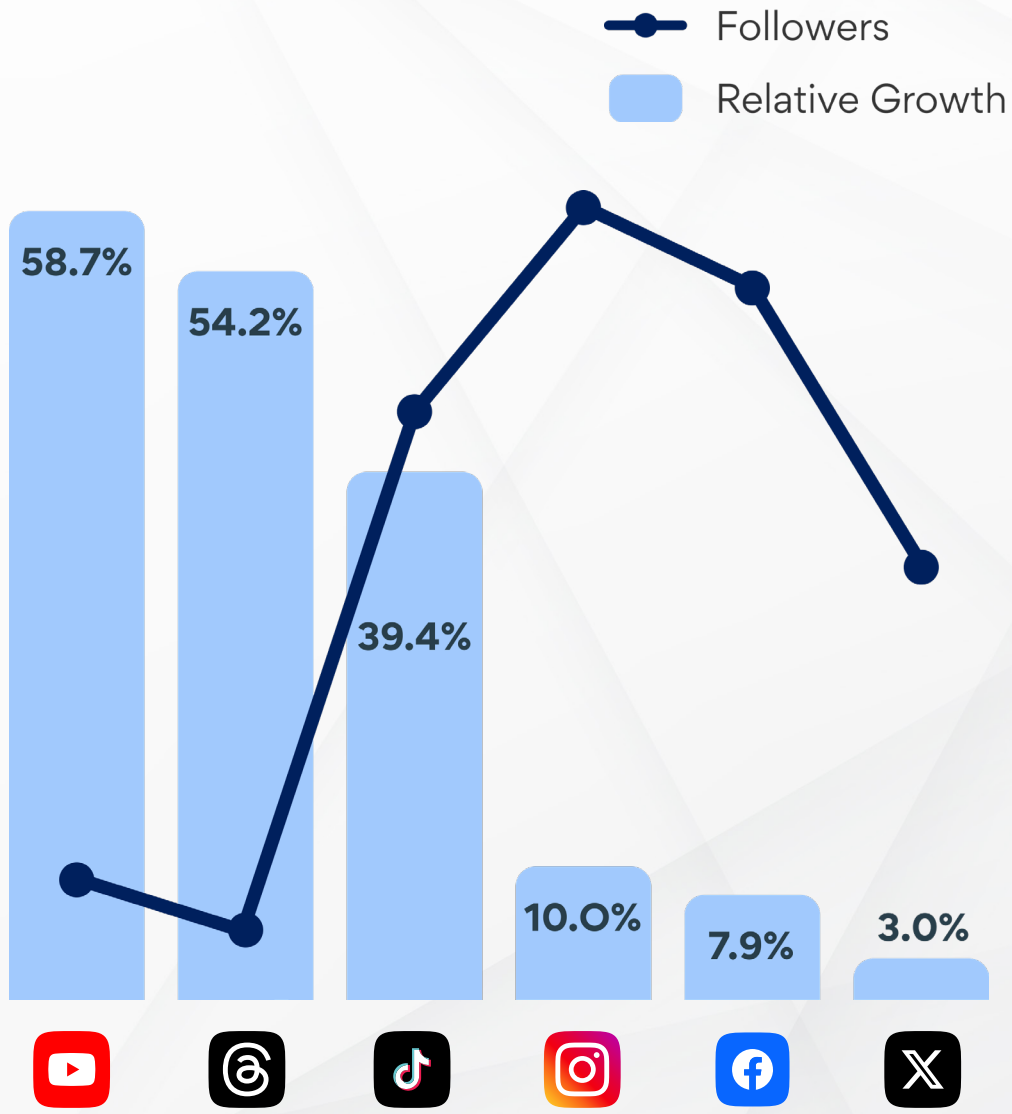
Based on player TikTok data tracked in Blinkfire from 7/1/2024-6/30/2025

WHERE LALIGA TEAMS SAW THE LARGEST AUDIENCE GAINS

YouTube led LALIGA platforms in relative growth (58.7%), adding more than 54 million followers and reinforcing video's dominance in content strategy. Threads followed closely (54.2%), emerging as a strong conversational platform that could challenge X, which saw the lowest growth despite high posting volume.

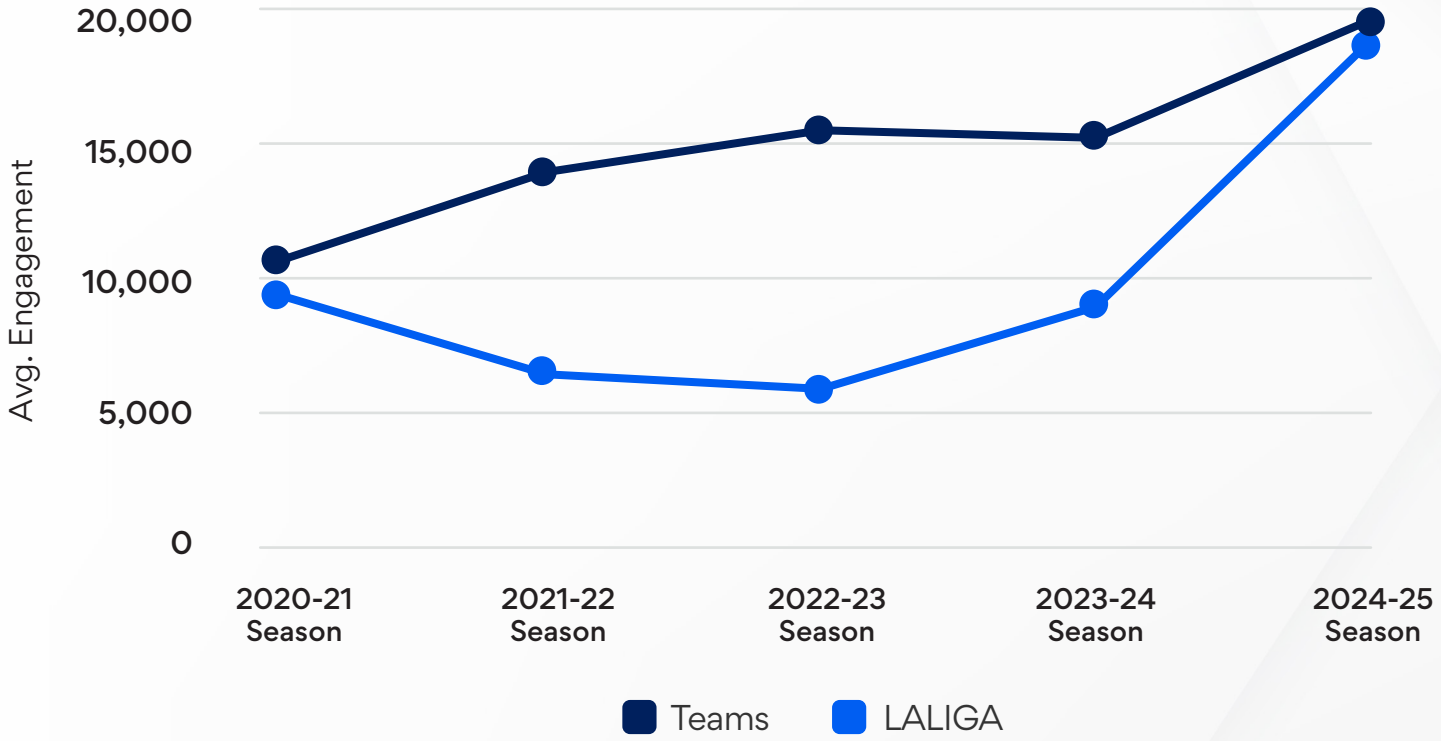
With 39.4% growth and over 263 million followers, TikTok remains a major driver of engagement and video views, fueled by its viral, short-form content. Compared to last season, LALIGA drove 145% more video views on TikTok.

Evaluating both growth rate and total audience size helps clubs identify where to focus for maximum impact — whether driving immediate engagement or building long-term positioning.



Based on league social data tracked in Blinkfire from 7/1/2024-6/30/2025

LALIGA & TEAMS | AVERAGE ENGAGEMENT EVOLUTION



2023-24 SEASON
VS
2024-25 SEASON

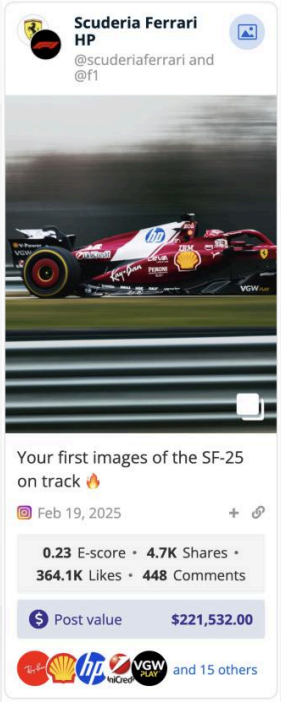
Teams: **+28.3%**

LALIGA: **+107.6%**

Both LALIGA and teams experienced a significant increase in average engagement per post during the 2024-25 season. LALIGA's engagement more than doubled compared to the previous season (**107%**), while teams saw a **28%** increase.

Based on season-over-season league social data tracked in Blinkfire, season from 7/1/2024-6/30/2025

TOP 10 TEAMS | **OWNED SOCIAL MEDIA**



	Team	Value
1	Scuderia Ferrari HP	$343.9M
2	McLaren Racing	$246.6M
3	Oracle Red Bull Racing	$204.8M
4	Mercedes AMG Petronas F1 Team	$156.7M
5	Atlassian Williams Racing	$92.5M
6	BWT Alpine F1 Team	$71.2M
7	Visa Cash App RB F1 Team	$50.2M
8	Moneygram Haas F1 Team	$23.2M
9	Stake F1 Team Kick Sauber	$18.2M
10	Aston Martin Aramco F1 Team	$17.1M

Based on team social data tracked in Blinkfire from 1/1/2025-12/7/2025

TOP FORMULA 1 DRIVERS | INSTAGRAM & TIKTOK

	Name	Value	Views	Engagement	Followers ▼
1	Lewis Hamilton	$87.1M	642.6M	157.9M	44.5M
2	Charles Leclerc	$71.8M	496.9M	122.6M	26.3M
3	Max Verstappen	$41.7M	130.9M	68.1M	17.4M
4	Carlos Sainz Jr.	$36.2M	364.6M	60.6M	15.5M
5	Lando Norris	$30.1M	392.1M	52.3M	14.2M
6	Fernando Alonso	$3.3M	10.9M	6.0M	10.1M
7	George Russell	$26.5M	120.5M	42.9M	7.9M
8	Pierre Gasly	$16.2M	157.7M	25.5M	6.0M
9	Oscar Piastri	$27.2M	152.5M	43.3M	5.9M
10	Franco Colapinto	$18.8M	182.9M	29.7M	5.8M

Based on F1 driver Instagram and TikTok tracked in Blinkfire from 1/1/2025-12/7/2025

TGL SPARKS CONVERSATION IN SPORTS

2025 TGL Season: Earned Media

Total Engagement

6.1 Million

Total Views

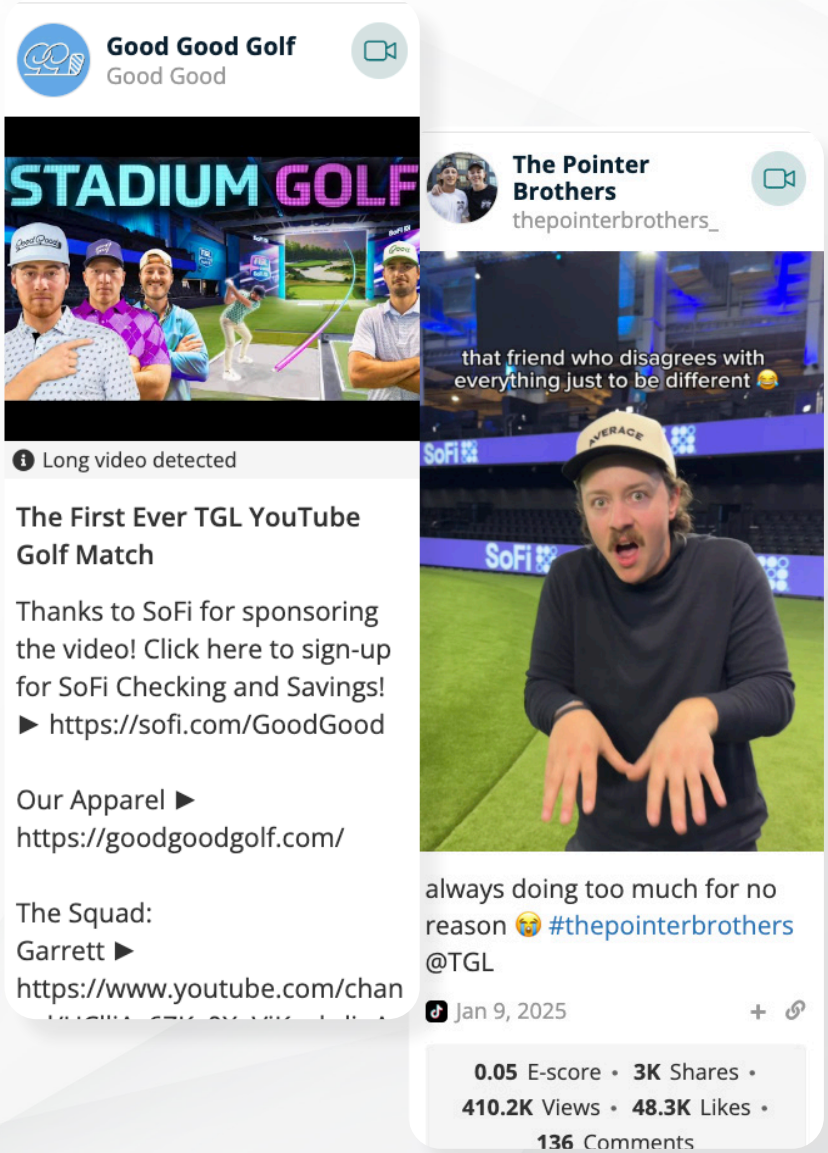
154.1 Million

Total Media Value

$3.2 Million

Total Impressions

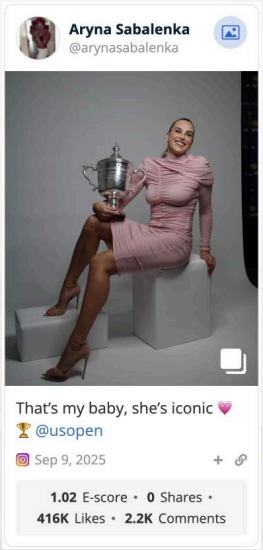
210.3 Million



Based on earned social data mentioning "TGL" in Blinkfire from 1/7/2025-3/25/2025

TOP ATP & WTA PLAYERS | INSTAGRAM & TIKTOK

World #1 Aryna Sabalenka found huge success on social media this year, especially on TikTok. Creating engaging, fun videos earned her more than 244.5 million TikTok views, 79% more than the WTA.



	Name	Followers	Views ▼
1	Aryna Sabalenka	5.2M	500.7M
2	Carlos Alcaraz	9.2M	182.7M
3	Coco Gauff	3.4M	112.0M
4	Naomi Osaka	3.5M	103.6M
5	Ben Shelton	1.7M	61.4M
6	Jannik Sinner	5.0M	56.0M
7	Emma Raducanu	2.9M	41.4M
8	Nick Kyrgios	4.4M	39.6M
9	Iga Swiatek	2.4M	39.3M
10	Jasmine Paolini	746.4K	26.6M

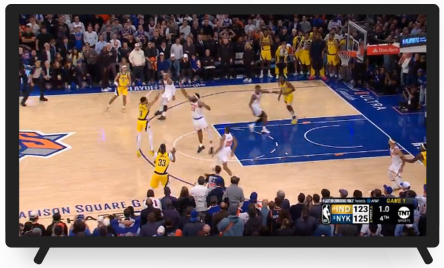
Based on player Instagram and TikTok data tracked in Blinkfire from 1/1/2025-12/7/2025

MOST-WATCHED US SPORTING EVENTS | **BY LEAGUE**

League	Event	Station	Viewership
NFL	Super Bowl LIX Feb 9, 2025	FOX	**127.7**M
MLB	World Series Game 7 Nov 1, 2025	FOX	**27.3**M
NATIONAL CHAMPIONSHIP	CFP National Championship Jan 20, 2025	ESPN	**22.1**M
NBA	NBA Finals Game 7 Jun 22, 2025	abc	**16.5**M
NHL	Stanley Cup Finals Game 6 Jun 17, 2025	TNT truTV	**2.8**M
WNBA	Indiana Fever vs Chicago Sky May 17, 2025	abc	**2.7**M
NWSL National Women's Soccer League	NWSL Championship Nov 22, 2025	CBS	**1.2**M

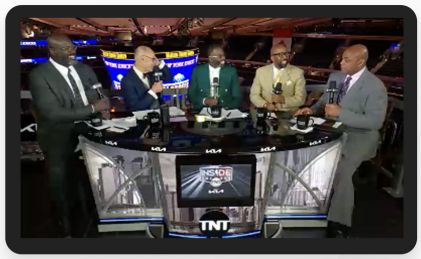
HOW IT WORKS

TV earned media helps organizations see the full impact of their sponsorships by capturing exposure that happens beyond the live broadcast. As fans increasingly consume sports through highlights, recap shows, studio segments, interviews, and viral clips, TV earned media has become a critical, and often overlooked, source of value. Blinkfire's TV Earned Media Report uses real-time video processing, patented logo and asset detection, and keyword-driven search to identify every brand impression across traditional TV and streaming. A single highlight can outperform the live game in reach, and understanding that is essential for measuring and maximizing true impact.

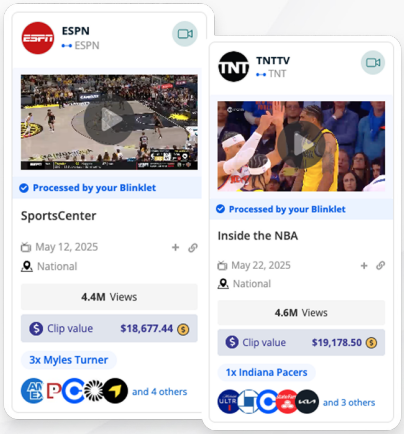


Original broadcast

NFL RedZone ESPN TNT NBA TV

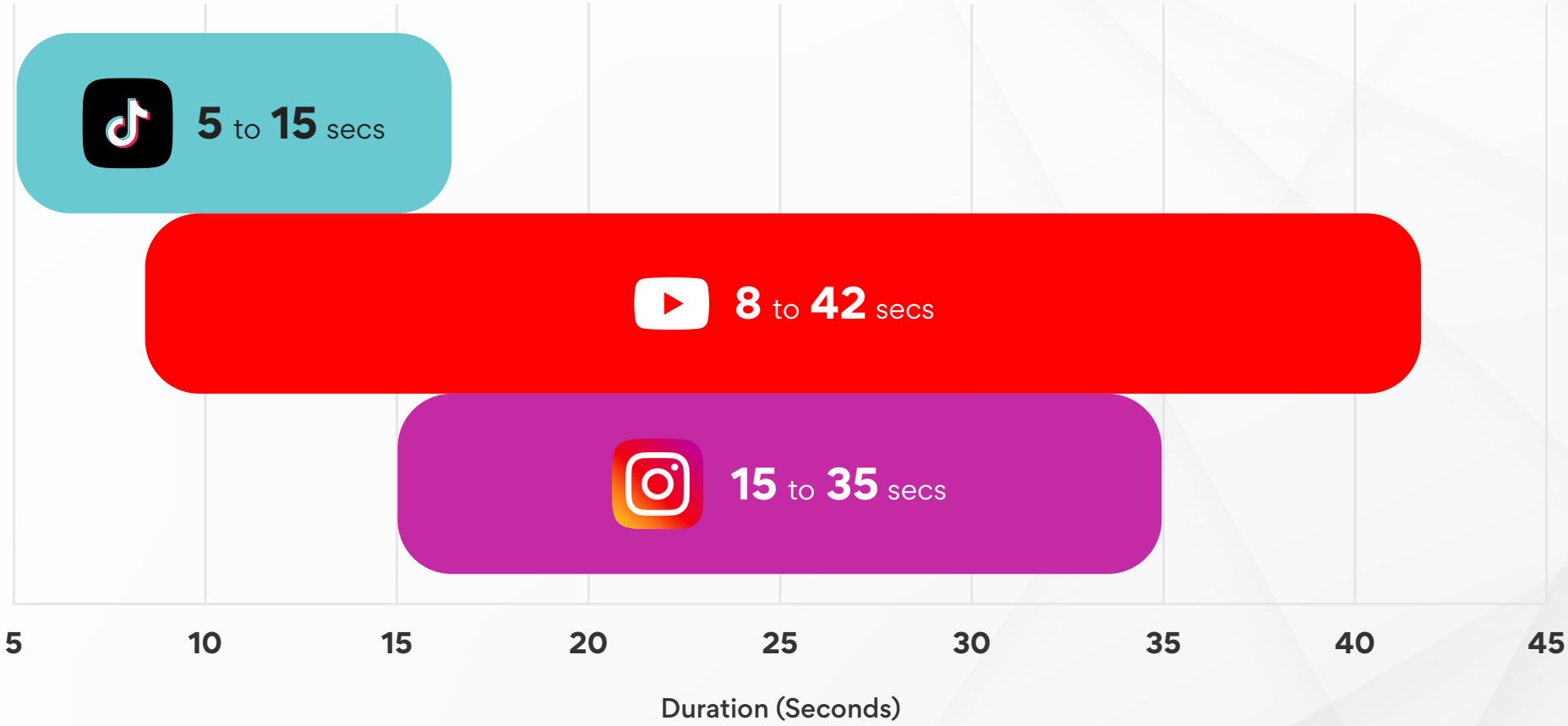


Highlights + post-game



TV earned media

OPTIMAL VIDEO LENGTH | **INFLUENCERS, CELEBS & MUSICIANS**



To maximize views and attract more brand partnerships, influencers must adapt their content for specific platform behaviors. Creators see the best viewership on TikTok with a 5 to 15 second video, whereas Instagram and YouTube allow for longer videos, performing best up to 35 and 42 seconds, respectively.

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025

INFLUENCERS, CELEBRITIES, & MUSIC ARTISTS | TIKTOK

	Name	Value	Views	Engagement	Followers ▼
1	Khaby Lame	$8.1M	811.6M	44.2M	161.0M
2	Charli D'Amelio	$18.8M	1.9B	126.5M	156.2M
3	Jimmy "MrBeast" Donaldson	$26.7M	2.7B	168.9M	122.6M
4	Bella Poarch	$2.8M	276.0M	12.0M	93.1M
5	Addison Rae	$4.7M	470.0M	30.2M	88.3M
6	Kimberly Loaiza	$11.2M	1.2B	115.3M	83.7M
7	Zach King	$6.1M	614.2M	25.0M	81.9M
8	Willie Salim	$78.4M	7.8B	348.3M	80.4M
9	Dwayne Johnson	$6.6M	656.7M	76.9M	80.0M
10	Will Smith	$9.8M	974.5M	101.8M	79.0M

Based on TikTok tracked in Blinkfire from 1/1/2025-11/15/2025

INFLUENCERS, CELEBRITIES, & MUSIC ARTISTS | **INSTAGRAM**

	Name	Value	Views	Engagement	Followers ▼
1	Selena Gomez	**$214.2**M	**2.4**B	**330.6**M	**417.1**M
2	Kylie Jenner	**$294.1**M	**4.2**B	**450.8**M	**392.2**M
3	Dwayne Johnson	**$65.9**M	**1.4**B	**97.2**M	**391.4**M
4	Ariana Grande	**$130.8**M	**1.3**B	**203.4**M	**373.0**M
5	Kim Kardashian	**$82.7**M	**848.2**M	**131.5**M	**354.5**M
6	Beyoncé	**$56.0**M	**685.5**M	**85.6**M	**309.0**M
7	Khloe Kardashian	**$0.9**M	**352.8**M	**1.3**M	**300.7**M
8	Justin Bieber	**$326.6**M	**1.7**B	**529.2**M	**293.3**M
9	Kendall Jenner	**$77.8**M	**926.0**M	**120.3**M	**285.5**M
10	Taylor Swift	**$91.9**M	**331.5**M	**149.8**M	**281.8**M

Based on Instagram data tracked in Blinkfire from 1/1/2025-11/15/2025

INFLUENCERS, CELEBRITIES, & MUSIC ARTISTS | **ALL CHANNELS**

	Name	Value	Views	Engagement	Followers ▼
1	 Jimmy "MrBeast" Donaldson	**$872.2**M	**23.2**B	**852.5**M	**783.2**M
2	 Selena Gomez	**$229.6**M	**3.3**B	**396.2**M	**695.8**M
3	 Justin Bieber	**$373.9**M	**2.4**B	**592.8**M	**591.5**M
4	 Kylie Jenner	**$320.7**M	**6.5**B	**705.3**M	**586.5**M
5	 Taylor Swift	**$154.6**M	**1.8**B	**193.5**M	**561.5**M
6	 Dwayne Johnson	**$78.2**M	**2.3**B	**186.1**M	**559.9**M
7	 Ariana Grande	**$139.8**M	**1.7**B	**250.8**M	**522.9**M
8	 Kim Kardashian	**$86.9**M	**1.1**B	**152.0**M	**491.1**M
9	 Katy Perry	**$32.6**M	**815.2**M	**50.9**M	**435.7**M
10	 Beyoncé	**$57.5**M	**731.0**M	**89.9**M	**427.0**M

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025

CREATOR ECONOMY LEADERS

YOUTUBE

	Entity	Followers	Views ▼
1	Jimmy "MrBeast" Donaldson	502.8M	16.5B
2	Céline Dept	52.9M	15.1B
3	Alan Chikin Chow	97.9M	7.0B
4	Topper Guild	80.8M	5.9B
5	Stokes Twins	132M	4.9B

ALL CHANNELS

	Entity	Followers
1	Cristiano Ronaldo	1.0B
2	Jimmy "MrBeast" Donaldson	783.2M
3	Selena Gomez	695.9M
4	Leo Messi	630.7M
5	Kylie Jenner	586.5M

The next two pages highlight global powerhouses: Jimmy 'MrBeast' Donaldson, American YouTuber and personality, and Fabrizio Romano, Italian sports journalist and influencer. MrBeast, known for his high-budget videos, stunts, and philanthropy, has the **second-largest social media following** of any entity worldwide—surpassing nearly every team, league, player, celebrity, musician, and media company. He also stands alone at the top of the video landscape, ranking **#1 globally for YouTube across subscribers (502.8 million), views (16.5 billion), valuation ($659 million), and engagement (372.5 million).**

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025

CREATOR ECONOMY LEADERS

ALL CHANNELS

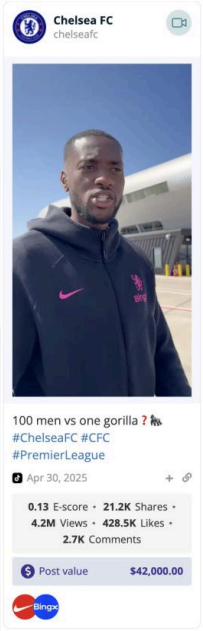
	Entity	Valuation
1	433	$2.9B
2	Fabrizio Romano	$2.7B
3	Real Madrid	$2.1B
4	FC Barcelona	$2.0B
5	Pubity	$1.3B

ALL CHANNELS

	Entity	Followers	Engagement ▼
1	Fabrizio Romano	128.2M	5.9B
2	433	127.3M	4.7B
3	FC Barcelona	469.6M	4.1B
4	Real Madrid	509.3M	3.7B
5	ESPN	162.5M	2.9B

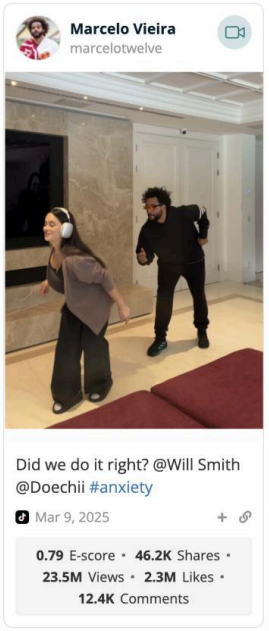
Fabrizio Romano is the definitive authority in global soccer, leveraging his network to break transfer news. His signature catchphrase, **"Here we go!"**, is attached to high-profile deals, and he often confirms moves well before the clubs themselves. Romano's consistency has seen him dominate the social media sports landscape, transforming how millions of fans consume real-time market updates. With 128.2 million followers, he ranks #2 globally in valuation and #1 in engagement.

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025



100 Men vs. 1 Gorilla

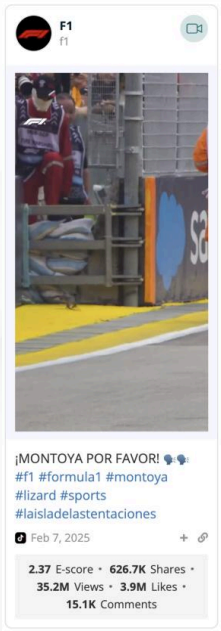
With no true definitive answer, this conversation sparked a trend that took over social media in late April. Teams, news outlets, influencers, and brands made timely content around this debate to show fans their personality. Posts mentioning “100 Men vs 1 Gorilla” generated over $11.5 million in media value this year.



"Anxiety" by Doechii

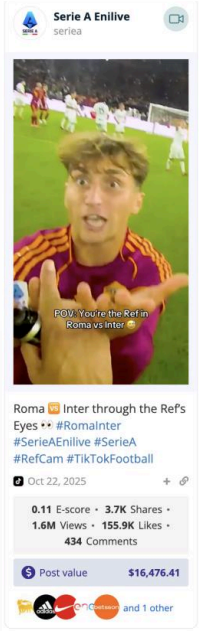
Doechii’s hit song, "Anxiety", was arguably the most viral song on social media during 2025. The trending dance was performed by millions, including streamers, star athletes, and celebrities. However, nothing was bigger than Doechii collaborating with Will Smith and Tatyana Ali to remake their Fresh Prince dance, which received 341.7 million views on TikTok.

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025



"Montoya, Por Favor"

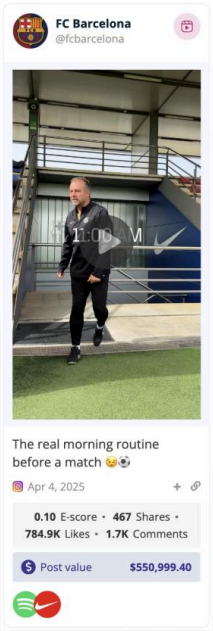
What started as a dramatic moment from the reality TV show *La Isla de las Tentaciones* quickly became a global meme used to amplify tension, emotion, or dramatic flair across sports clips, film edits, and more. The original clip posted by Telecinco generated 51.2 million views and $512,000 in media value on TikTok.



Referee Cams

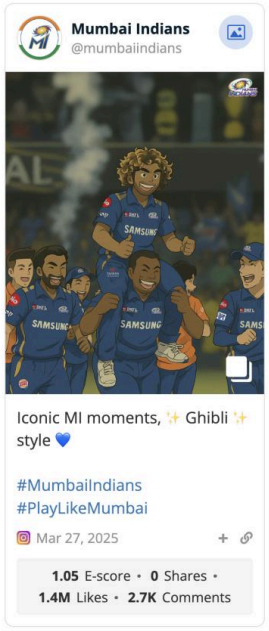
Leagues integrating referee/umpire cams into broadcasts and social content give fans never-before-seen, first-person angles of the games they love. Among the most successful are MLB umpire and soccer referee cams. These cams make for a more intimate fan connection as content continues to demand more access.

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025



"Morning Routine" with Ashton Hall

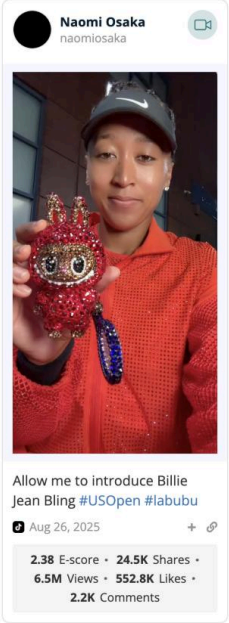
The "Morning Routine" video sparked a viral trend that blended fitness, lifestyle, and satire. What began as a wellness routine (ice-water face dunks, 4 a.m. wake-ups, banana-peel facials) quickly morphed into a cultural moment. Posts mentioning the "Morning Routine" earned over 1.2 billion impressions and $13.5 million in media value.



Studio Ghibli

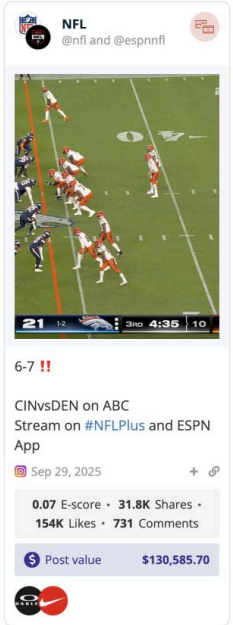
Users around the world used AI to "Ghibli-fy" images by transforming them into soft-toned, whimsical art inspired by the studio's signature style. Sports teams jumped on this trend and found ways to create valuable exposure for their brand partnerships. This Instagram post by FTBL and OneFootball generated $158,100 of media value for Etihad Airways.

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025



Labubu

The Labubu went from a niche collectible to a global craze. The “monster doll” charms now hang from backpacks and trend on TikTok. Naomi Osaka sported her Labubus at tennis majors and the accessory even turned up in an episode of *South Park*. Social posts mentioning “Labubu” delivered over 60 million engagements and $33.1 million in media value this year.



6-7

Short answer: it means nothing. The “6-7” trend of 2025 showed how a completely meaningless phrase can explode into a viral cultural moment, spreading across TikTok and schoolyards worldwide. ESPN cashed in, driving $675,700 in media value from “6-7” posts, such as this moment from the NFL.

Based on social data tracked in Blinkfire from 1/1/2025-11/15/2025

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**.

