2025

MLB REPORT

Blinkfire™

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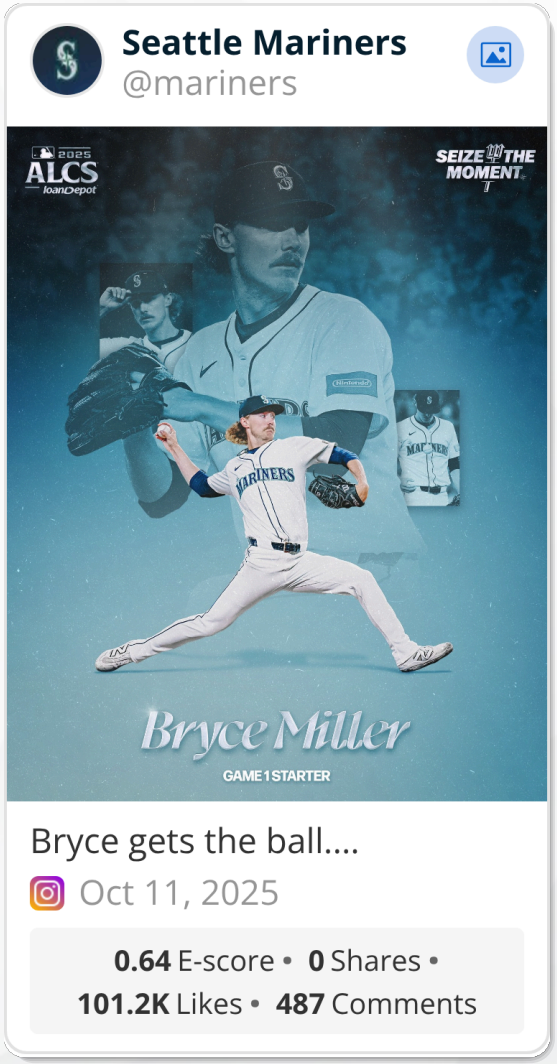
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The 2025 MLB season saw America's pastime evolve into a global sensation. The Los Angeles Dodgers cemented their dynasty with back-to-back World Series titles, driving massive fan engagement and brand exposure. Star players like Shohei Ohtani and Yoshinobu Yamamoto have further expanded the league's global reach.

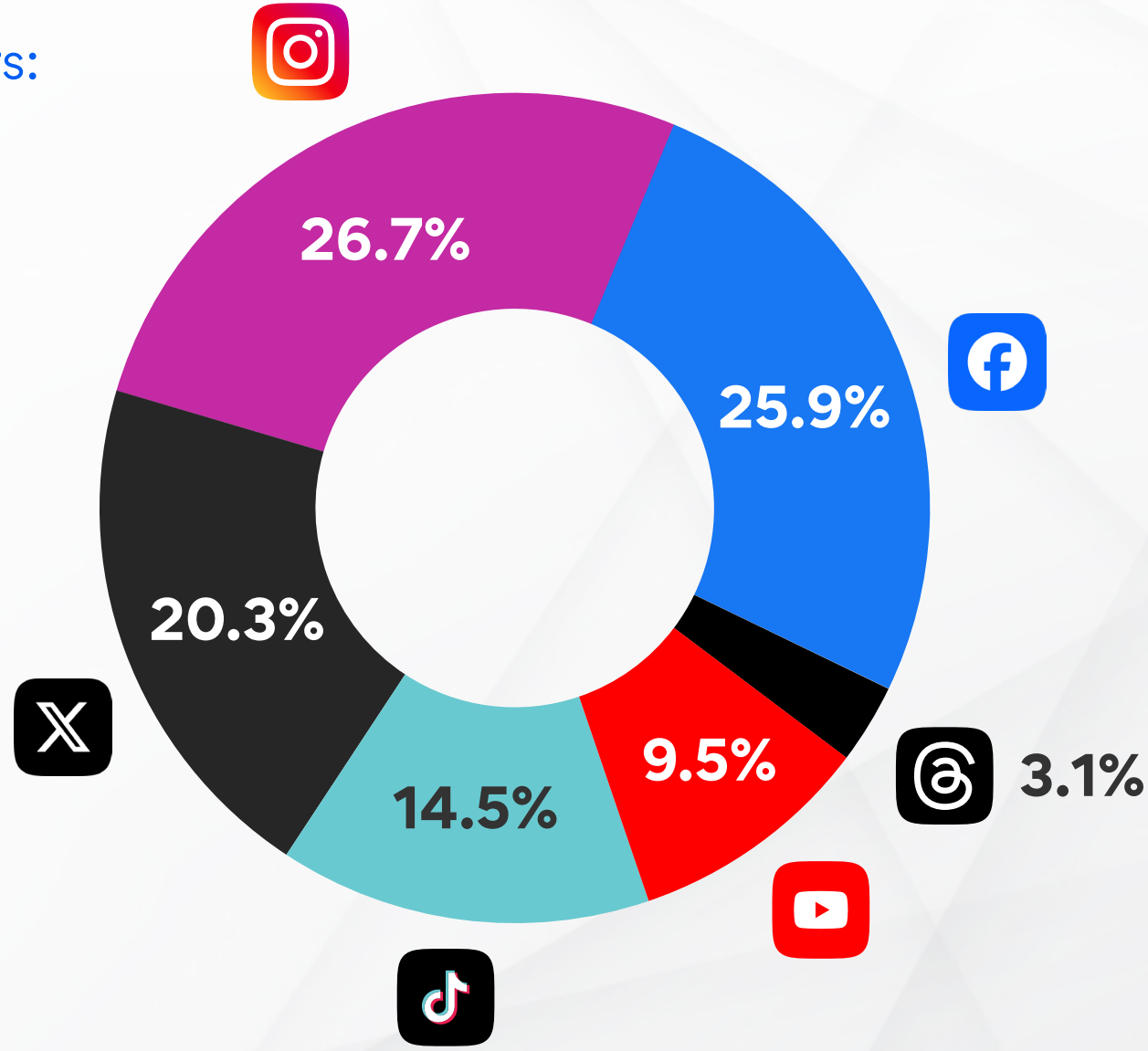
From innovative jersey patch partnerships to record-breaking social media performances, this season showcased how MLB teams are redefining value in the modern sports economy. Our 2025 MLB Report breaks it all down, ranking the most valuable jersey patches, fastest-growing social channels, top-performing stadium assets, playoff campaign success, and overall digital impact.



MLB FOLLOWER DISTRIBUTION

Total Followers:
70,152,145

Meta drives the league's digital presence, accounting for 52.5% of the league's 70.2 million total followers. X holds strong at 20.3%, as fans look for quick-hitting news throughout the 162-game season.

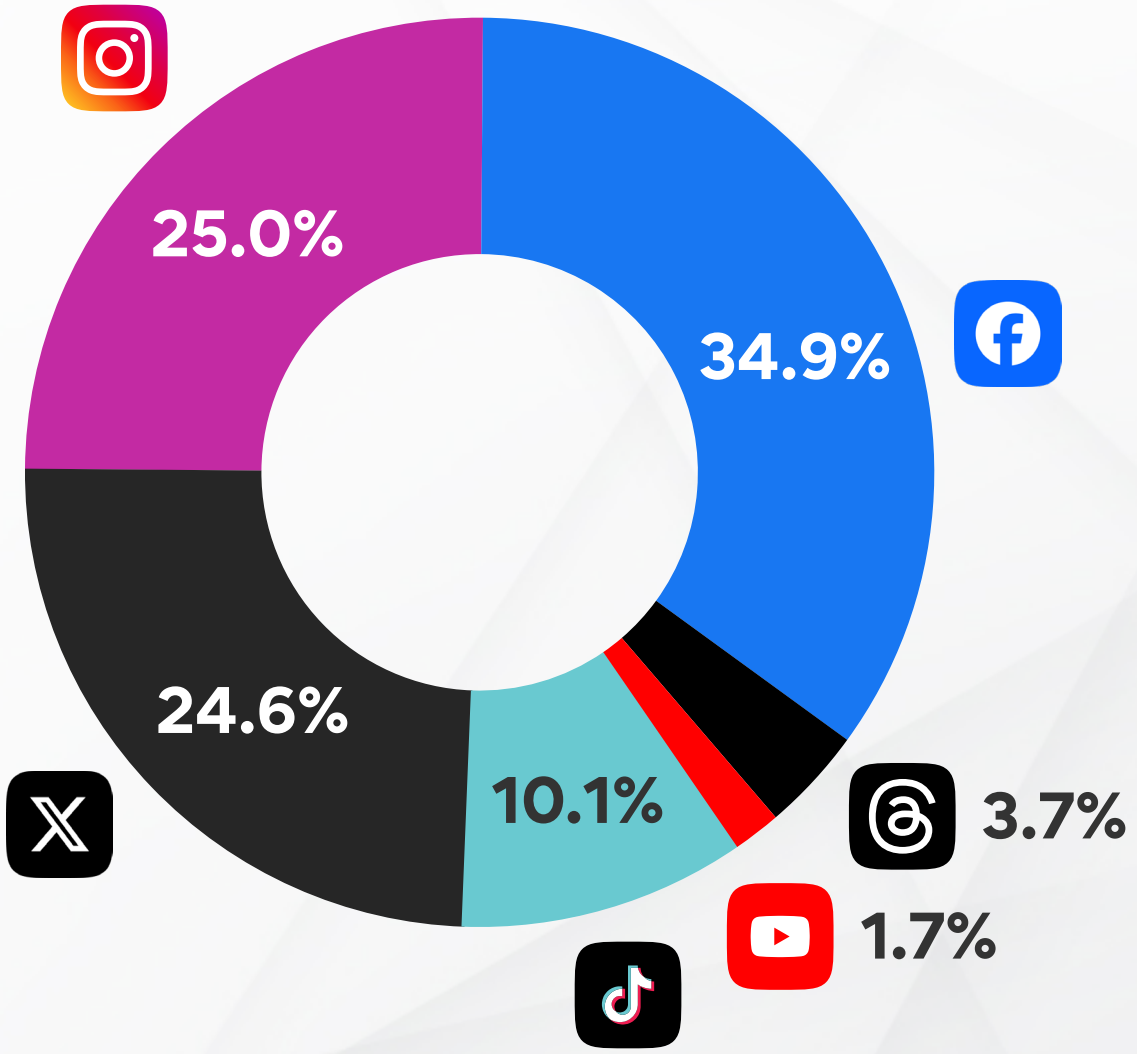


Based on data in Blinkfire from 9/28/2025 across MLB's X, Facebook, Instagram, TikTok, YouTube, and Threads

TEAM FOLLOWER DISTRIBUTION

Total Followers:
176,548,111

While Facebook and Instagram command the largest shares of MLB team followers, TikTok's growing presence (+22% in total following from 2024) emphasizes the fact that young fans are searching for short-form, dynamic content that brings more behind-the-scenes access to teams.



Based on data in Blinkfire from 9/28/2025 across MLB teams' X, Facebook, Instagram, TikTok, YouTube, and Threads

MEDIA VALUE GROWTH

	TEAM	MEDIA VALUE	% INCREASE FROM 2024 SEASON ▼
1	San Francisco Giants	$14.4M	121.0%
2	New York Mets	$21.2M	76.1%
3	Detroit Tigers	$13.1M	61.8%
4	Boston Red Sox	$23.6M	57.0%
5	Los Angeles Angels	$8.5M	56.4%
6	Chicago White Sox	$5.7M	53.0%
7	Seattle Mariners	$18.7M	44.2%
8	Miami Marlins	$3.1M	41.9%
9	Milwaukee Brewers	$11.7M	39.7%
10	Chicago Cubs	$20.3M	30.7%

Based on data in Blinkfire from 3/18/2025-9/28/2025 across MLB teams' owned accounts on Facebook, Instagram, TikTok, Threads, X, and YouTube

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1	LOS ANGELES DODGERS	155.1M
2	NEW YORK YANKEES	72.7M
3	BOSTON RED SOX	40.2M
4	PHILADELPHIA PHILLIES	37.1M
5	CHICAGO CUBS	34.7M
6	SEATTLE MARINERS	34.1M
7	NEW YORK METS	32.5M
8	SAN DIEGO PADRES	27.2M
9	SAN FRANCISCO GIANTS	27.1M
10	HOUSTON ASTROS	27.0M

TOTAL VIDEO VIEWS

1	LOS ANGELES DODGERS	1.4B
2	NEW YORK YANKEES	865.0M
3	BOSTON RED SOX	400.9M
4	PHILADELPHIA PHILLIES	378.1M
5	CHICAGO CUBS	375.4M
6	NEW YORK METS	373.5M
7	SAN DIEGO PADRES	338.8M
8	SEATTLE MARINERS	325.2M
9	DETROIT TIGERS	322.0M
10	SAN FRANCISCO GIANTS	320.0M

Based on MLB teams' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

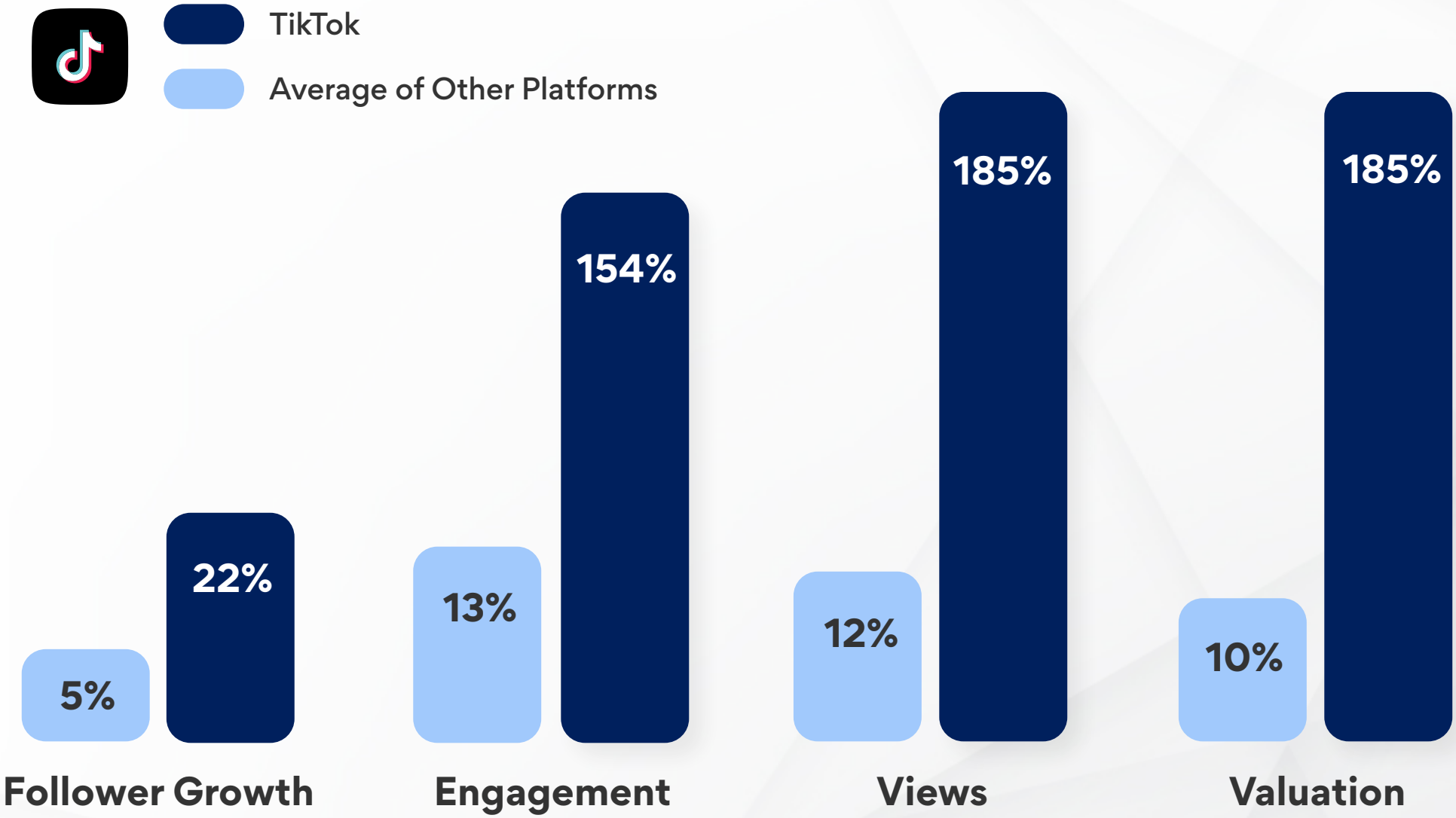
TEAMS | **ENGAGEMENT TO FOLLOWER RATIO**

Blinkfire's 2025 MLB regular season engagement-to-follower ratio chart highlights how teams can be compared, regardless of market size. This is useful when it comes to driving digital success. Leading the way, the **Seattle Mariners** combined high-quality play on the field with storytelling that resonated with baseball fans this season. The **Milwaukee Brewers'** strong showing reflects the power of engaging a regional fan base through content that built on their successful season. On the other hand, the Dodgers, Padres, and Phillies have gone above and beyond their impressive big-market followings to engage baseball fans this season.

	TEAM	ENGAGEMENT-TO-FOLLOWER RATIO
1	**Seattle Mariners**	**9.6**
2	Los Angeles Dodgers	**9.5**
3	Milwaukee Brewers	**7.4**
4	San Diego Padres	**5.9**
5	Philadelphia Phillies	**5.9**

Based on MLB teams' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

MLB TEAMS' SOCIAL GROWTH VS 2024 SEASON | **TIKTOK TAKEOVER**



Based on MLB teams' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 compared to 5/14/2024-9/19/2024.
Other platforms include: Facebook, Instagram, Threads, X, and YouTube.

JERSEY SPONSOR RANKINGS

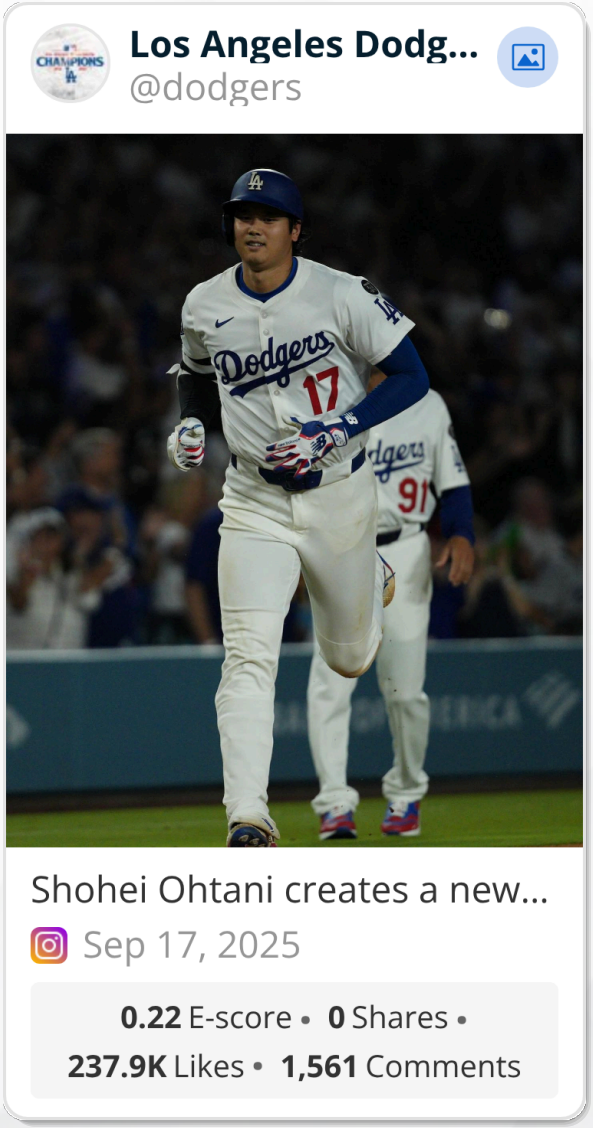
	TEAM	BRAND	MEDIA VALUE
1	Los Angeles Dodgers	GUGGENHEIM	$17.4M
2	San Diego Padres		$7.7M
3	Chicago Cubs		$5.1M
4	Boston Red Sox	MassMutual	$4.2M
5	San Francisco Giants		$4.1M
6	Toronto Blue Jays	TD Bank	$3.8M
7	New York Yankees	STARR INSURANCE	$3.2M
8	Baltimore Orioles	T.RowePrice	$2.8M
9	Philadelphia Phillies	Independence	$2.7M
10	Houston Astros	OXY	$2.5M

Based on data in Blinkfire from 3/18/2025-9/28/2025 across MLB teams' owned and earned social media

BASEBALL STADIUM ASSETS | **RANKED BY MEDIA VALUE**

OUTFIELD WALL

1	BANK OF AMERICA	$13.3M
2	StateFarm	$9.7M
3	Security Benefit	$9.3M
4	PROGRESSIVE	$8.9M
5	Budweiser	$6.0M
6	National	$5.4M
7	FANDUEL	$5.3M
8	TOYOTA	$5.2M
9	T-Mobile	$4.3M
10	YAAMAVA' RESORT & CASINO AT SAN MANUEL	$4.2M



Based on MLB and teams' owned and earned media in Blinkfire from 3/18/2025-9/28/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

BASEBALL STADIUM ASSETS | **RANKED BY MEDIA VALUE**

BACKSTOP WALL

1	Security Benefit	$14.4M
2	PROGRESSIVE	$9.2M
3	State Farm	$8.8M
4	BANK OF AMERICA	$8.7M
5	T-Mobile	$7.1M
6	mastercard	$4.9M
7	National	$3.8M
8	Budweiser	$3.8M
9	FANDUEL	$3.6M
10	T.RowePrice	$3.4M



Based on MLB and teams' owned and earned media in Blinkfire from 3/18/2025-9/28/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

TEAMS | **FOLLOWER GROWTH**

The Seattle Mariners led MLB with an impressive 9.6% overall growth, topping both Instagram and Facebook. Their TikTok account also grew by 24.8% this season. The San Diego Padres and Los Angeles Dodgers continue to thrive thanks to star-driven narratives that tap into both local and global fanbases. Across the board, teams are growing on TikTok and YouTube faster than other platforms, showcasing the power of short-form media. In contrast, X saw little to no growth across MLB teams this year.

OVERALL

	TEAM	% GROWTH
1	**Seattle Mariners**	**9.6%**
2	San Diego Padres	**9.0%**
3	Los Angeles Dodgers	**8.4%**
4	New York Mets	**6.9%**
5	Milwaukee Brewers	**5.5%**

Based on MLB teams' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

TEAMS | **FOLLOWER GROWTH**

INSTAGRAM

	TEAM	% GROWTH
1	**Seattle Mariners**	**11.2%**
2	New York Mets	**10.1%**
3	Arizona Diamondbacks	**9.9%**
4	Los Angeles Dodgers	**9.7%**
5	Chicago White Sox	**9.2%**

TIKTOK

	TEAM	% GROWTH
1	**St. Louis Cardinals**	**31.5%**
2	Seattle Mariners	**24.8%**
3	New York Yankees	**20.0%**
4	Los Angeles Dodgers	**20.0%**
5	Colorado Rockies	**19.9%**

Based on MLB teams' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 across Instagram and TikTok

TEAMS | **FOLLOWER GROWTH**

FACEBOOK

	TEAM	% GROWTH
1	**Seattle Mariners**	**6.7%**
2	Cincinnati Reds	**6.3%**
3	Toronto Blue Jays	**5.9%**
4	Los Angeles Dodgers	**5.0%**
5	San Diego Padres	**4.7%**

YOUTUBE

	TEAM	% GROWTH
1	**New York Mets**	**38.0%**
2	San Francisco Giants	**30.6%**
3	Cincinnati Reds	**27.9%**
4	Seattle Mariners	**27.6%**
5	Detroit Tigers	**25.6%**

Based on MLB teams' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 across Facebook and YouTube

TEAMS | **FOLLOWER GROWTH**

X

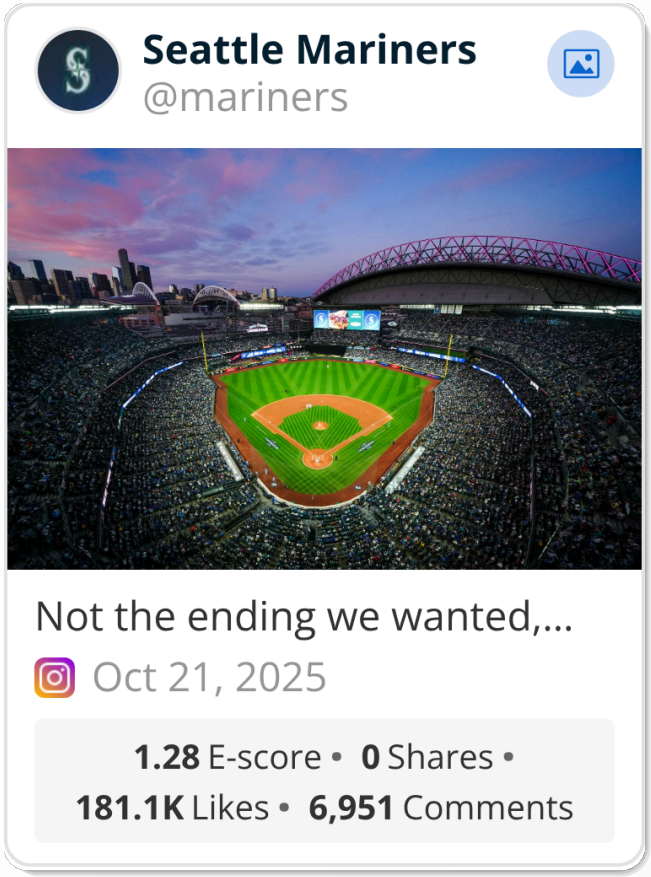
	TEAM	% GROWTH
1	**Los Angeles Dodgers**	**2.0%**
2	San Diego Padres	**1.9%**
3	Seattle Mariners	**1.6%**
4	Milwaukee Brewers	**0.9%**
5	Cincinnati Reds	**0.7%**

THREADS

	TEAM	% GROWTH
1	**Detroit Tigers**	**14.8%**
2	New York Mets	**14.2%**
3	Los Angeles Dodgers	**14.0%**
4	Pittsburgh Pirates	**12.6%**
5	Milwaukee Brewers	**12.5%**

Based on MLB teams' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 across X and Threads

TEAM MEDIA VALUE



	TEAM	TOTAL MEDIA VALUE
1	LOS ANGELES DODGERS	$44.7M
2	TORONTO BLUE JAYS	$16.3M
3	SEATTLE MARINERS	$7.4M
4	NEW YORK YANKEES	$4.8M
5	CHICAGO CUBS	$2.8M

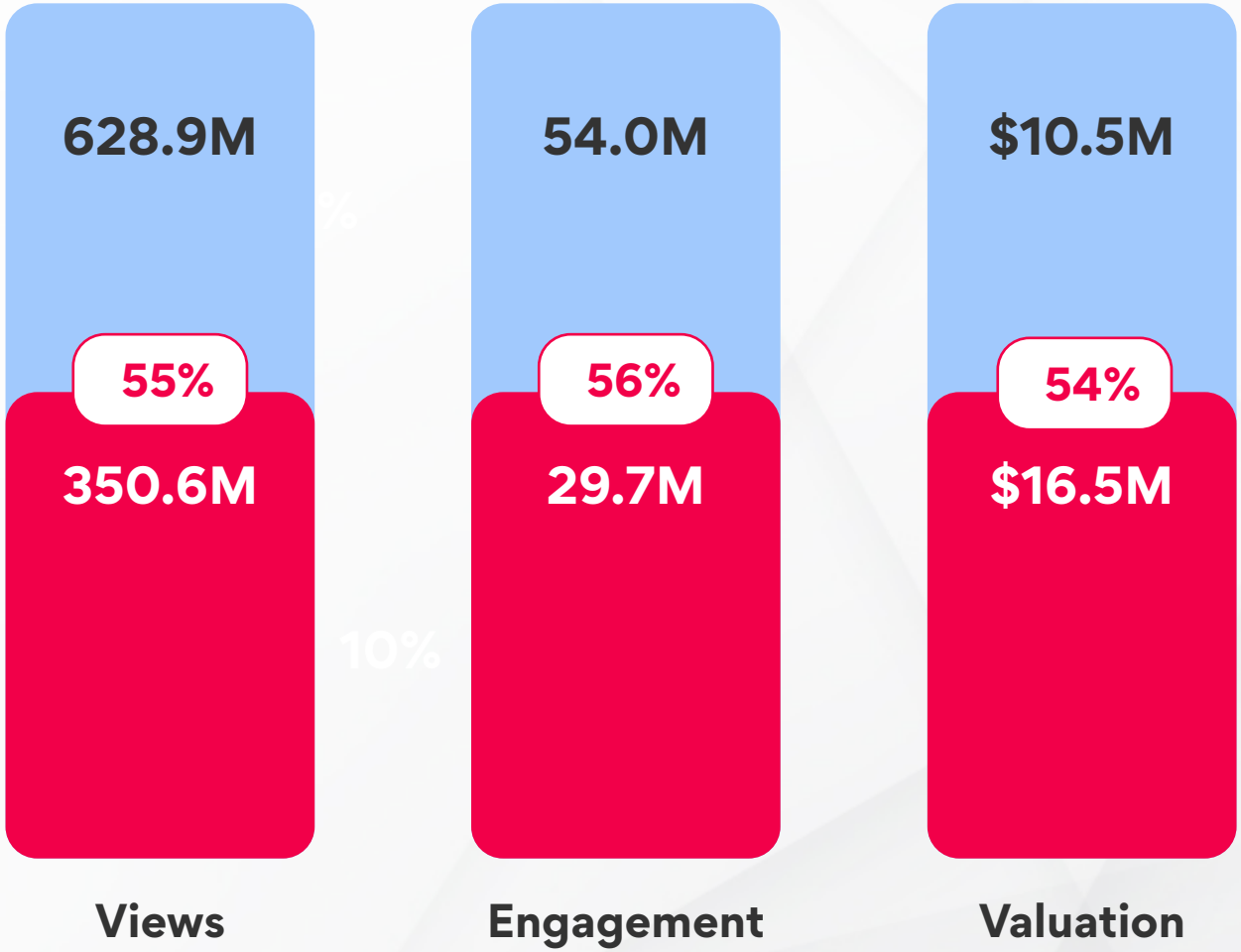
Based on data in Blinkfire from MLB teams' owned and operated channels from 9/30/2025-11/2/2025

TORONTO BLUE JAYS | **POSTSEASON VALUE**

2025 Season Total

2025 Postseason





Based on the Toronto Blue Jays' owned and operated data in Blinkfire from 3/18/2025-9/28/2025 and 9/30/2025-11/2/2025 on Facebook, Instagram, Threads, X, TikTok, and YouTube.

JERSEY SPONSOR RANKINGS

	TEAM	BRAND	MEDIA VALUE
1	Los Angeles Dodgers	GUGGENHEIM	$8.7M
2	Toronto Blue Jays	TD Bank	$3.3M
3	Chicago Cubs	Motorola	$839.3K
4	San Diego Padres	Motorola	$516.2K
5	New York Yankees	STARR INSURANCE	$515.5K

During the 2025 MLB Playoffs, jersey patch exposure reached new heights, led by the Los Angeles Dodgers and their partnership with Guggenheim, which generated more value than TD Bank, Starr Insurance, and Motorola combined. The Toronto Blue Jays followed with TD Bank securing $3.3 million, while Motorola landed strong visibility through the Chicago Cubs and San Diego Padres making the playoffs. These results highlight how deep postseason runs and national broadcast moments can amplify brand impact.

Based on data in Blinkfire from 9/30/2025-11/2/2025 across MLB teams' owned and earned media

STRAUSS HELEMET SPONSORSHIP

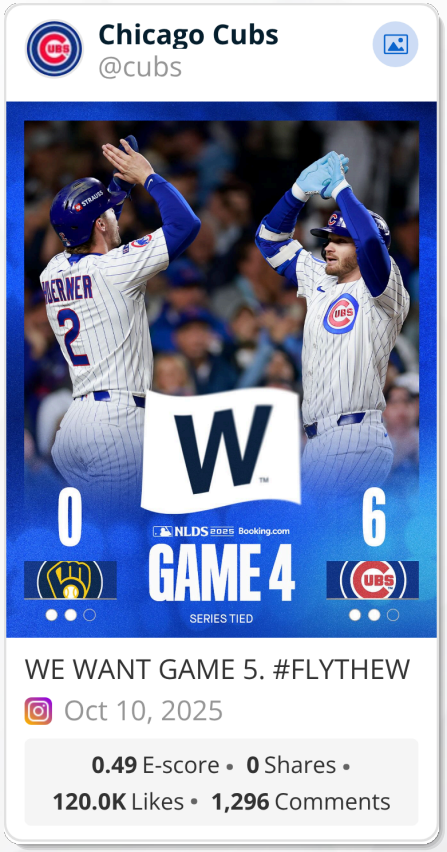
In its second year as the official helmet sponsor of the MLB postseason, **Strauss Workwear** made a major impact once again. The partnership generated an impressive $3.5 million in media value and 3.0 billion impressions on social media. Strauss' continued presence not only reinforces brand recognition among fans but also demonstrates how these sponsorships can drive massive exposure throughout the postseason.

Total Media Value

$3.5 Million

Total Impressions

3.0 Billion



Based on data in Blinkfire from 9/30/2025-11/2/2025 across MLB owned and earned social media

WILDCARD SERIES

2025 WILDCARD

Campaign Media Value	Total Engagement
$3.5 Million	**9.8 Million**

Total Impressions	Total Posts
283.8 Million	**1,288**



Based on data in Blinkfire from 9/29/2025-10/4/2025 across MLB's owned and earned social media

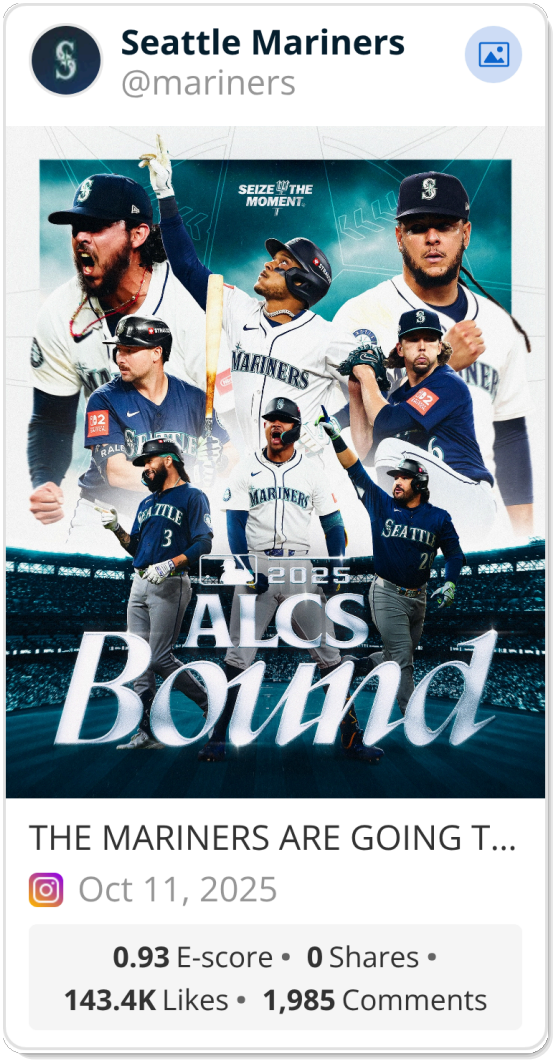
DIVISIONAL SERIES

2025 NLDS Booking.com

2025 ALDS Booking.com

Campaign Media Value	Total Engagement
$5.0 Million	15.4 Million

Total Impressions	Total Posts
440.3 Million	1,728



Based on data in Blinkfire from 9/29/2025-10/11/2025 across MLB's owned and earned social media

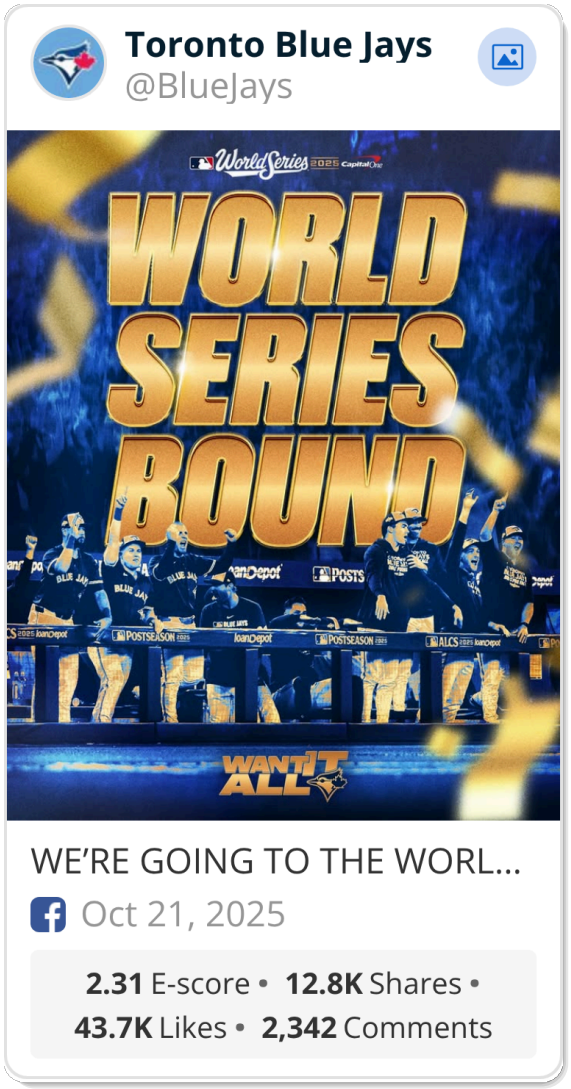
CHAMPIONSHIP SERIES

2025 NLCS loanDepot

2025 ALCS loanDepot

Campaign Media Value	Total Engagement
$4.6 Million	19.6 Million

Total Impressions	Total Posts
601.9 Million	1,698



Based on data in Blinkfire from 9/29/2025-10/21/2025 across MLB's owned and earned social media

WORLD SERIES

World Series 2025 Capital One

Campaign Media Value	Total Engagement
$13.2 Million	**38.0 Million**

Total Impressions	Total Posts
1.1 Billion	**2,459**



Based on data in Blinkfire from 9/29/2025-11/2/2025 across MLB's owned and earned social media

WORLD SERIES BROADCAST DATA

Capital One Media Value

$56.4 Million

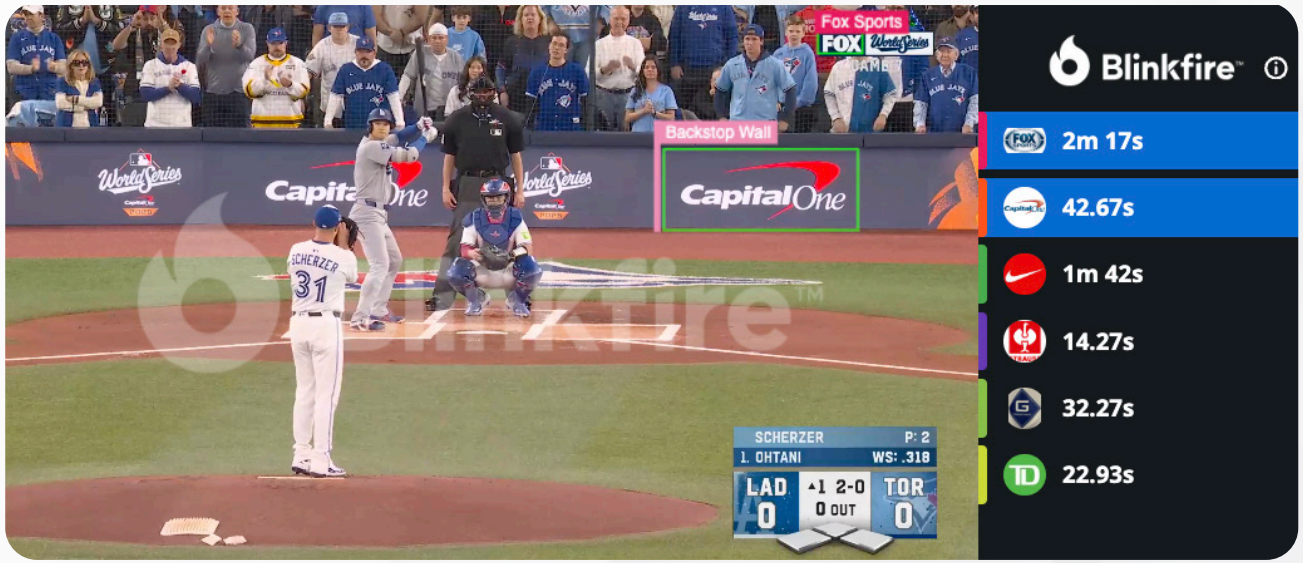
Strauss Media Value

$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 26 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 data in Blinkfire from 10/24/2025-11/2/2025 across MLB's owned and earned social media

LOS ANGELES DODGERS | **MLB CHAMPIONS**

2025 Postseason:

Owned Jersey Patch Value

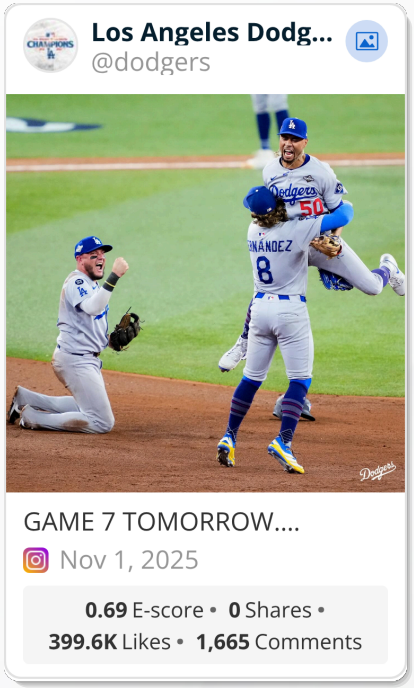
GUGGENHEIM

$3.2 Million

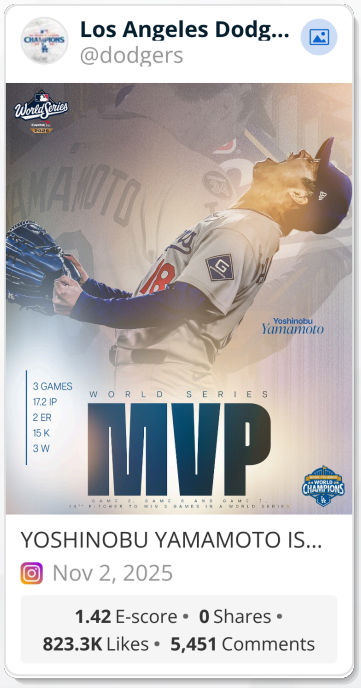
Owned Social Media Value Compared to the 2024 Postseason

+20.6%

The Los Angeles Dodgers have won back-to-back World Series titles, the first team to repeat since the 2000 New York Yankees. Their jersey partnership with Guggenheim continued to deliver exceptional results for the brand on the team's path to victory, while the Dodgers' owned social media value significantly outpaced their 2024 postseason value.



Action



Player Stats

Based on data in Blinkfire from 9/30/2025-11/2/2025 across the Los Angeles Dodgers' 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 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**.

