

2025

# MLB REPORT

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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.

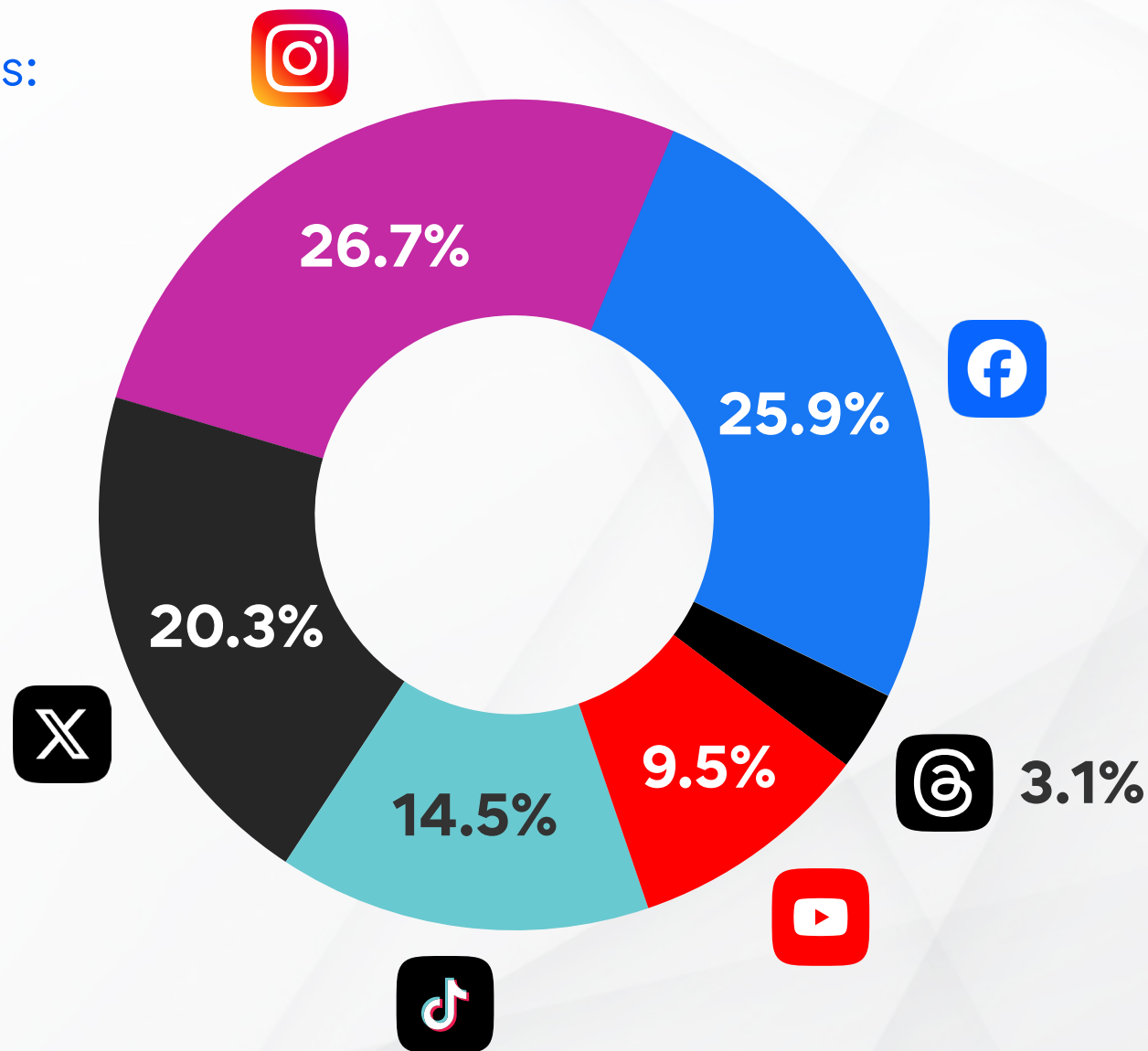


## MLB FOLLOWER DISTRIBUTION



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.

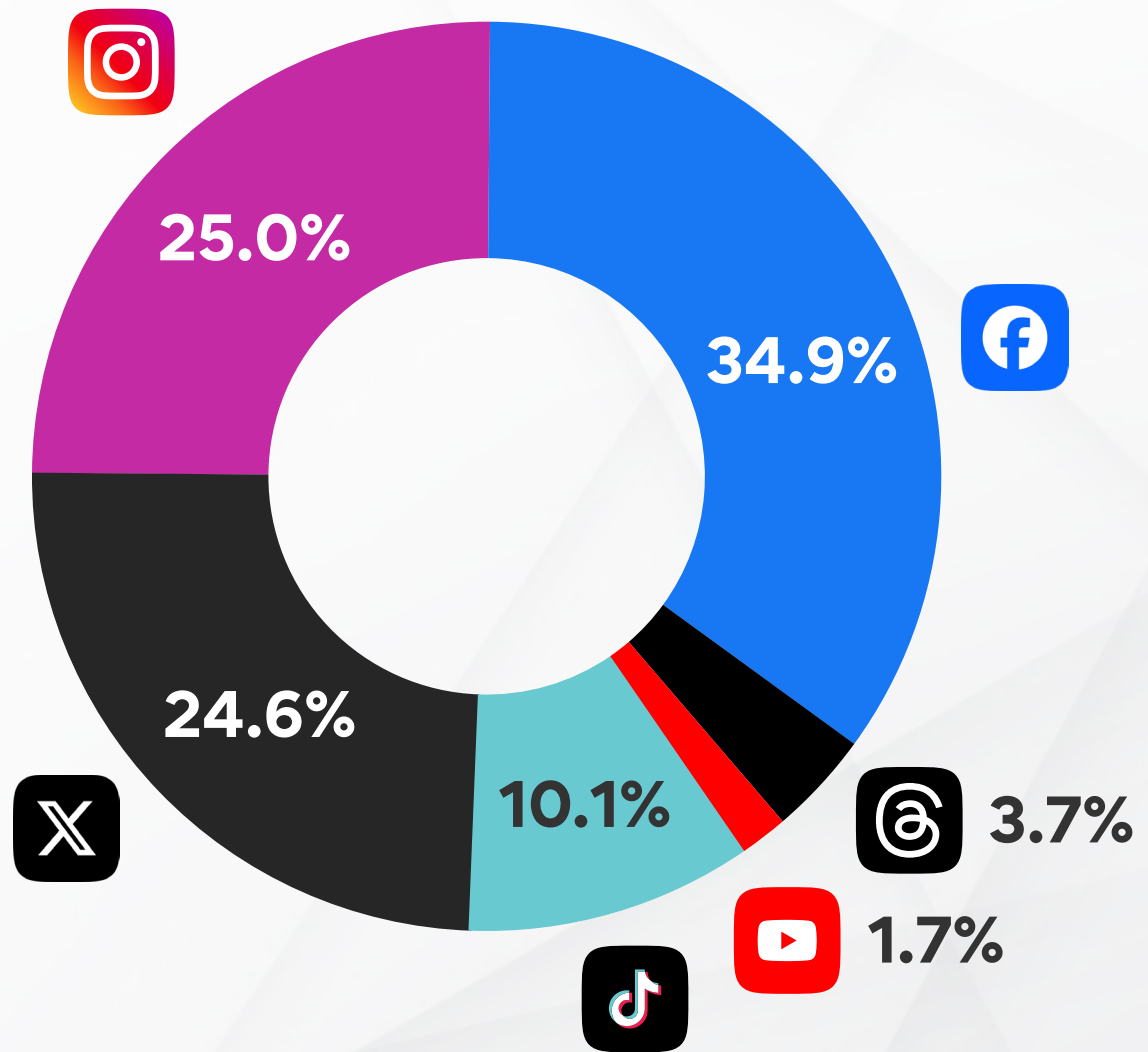


*Based on data in Blinkfire from 9/28/2025 across MLB's X, Facebook, Instagram, TikTok, YouTube, and Threads*

## 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	<b>\$14.4M</b>	<b>121.0%</b>
2	 New York Mets	<b>\$21.2M</b>	<b>76.1%</b>
3	 Detroit Tigers	<b>\$13.1M</b>	<b>61.8%</b>
4	 Boston Red Sox	<b>\$23.6M</b>	<b>57.0%</b>
5	 Los Angeles Angels	<b>\$8.5M</b>	<b>56.4%</b>
6	 Chicago White Sox	<b>\$5.7M</b>	<b>53.0%</b>
7	 Seattle Mariners	<b>\$18.7M</b>	<b>44.2%</b>
8	 Miami Marlins	<b>\$3.1M</b>	<b>41.9%</b>
9	 Milwaukee Brewers	<b>\$11.7M</b>	<b>39.7%</b>
10	 Chicago Cubs	<b>\$20.3M</b>	<b>30.7%</b>









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

### TOTAL VIDEO VIEWS

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

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

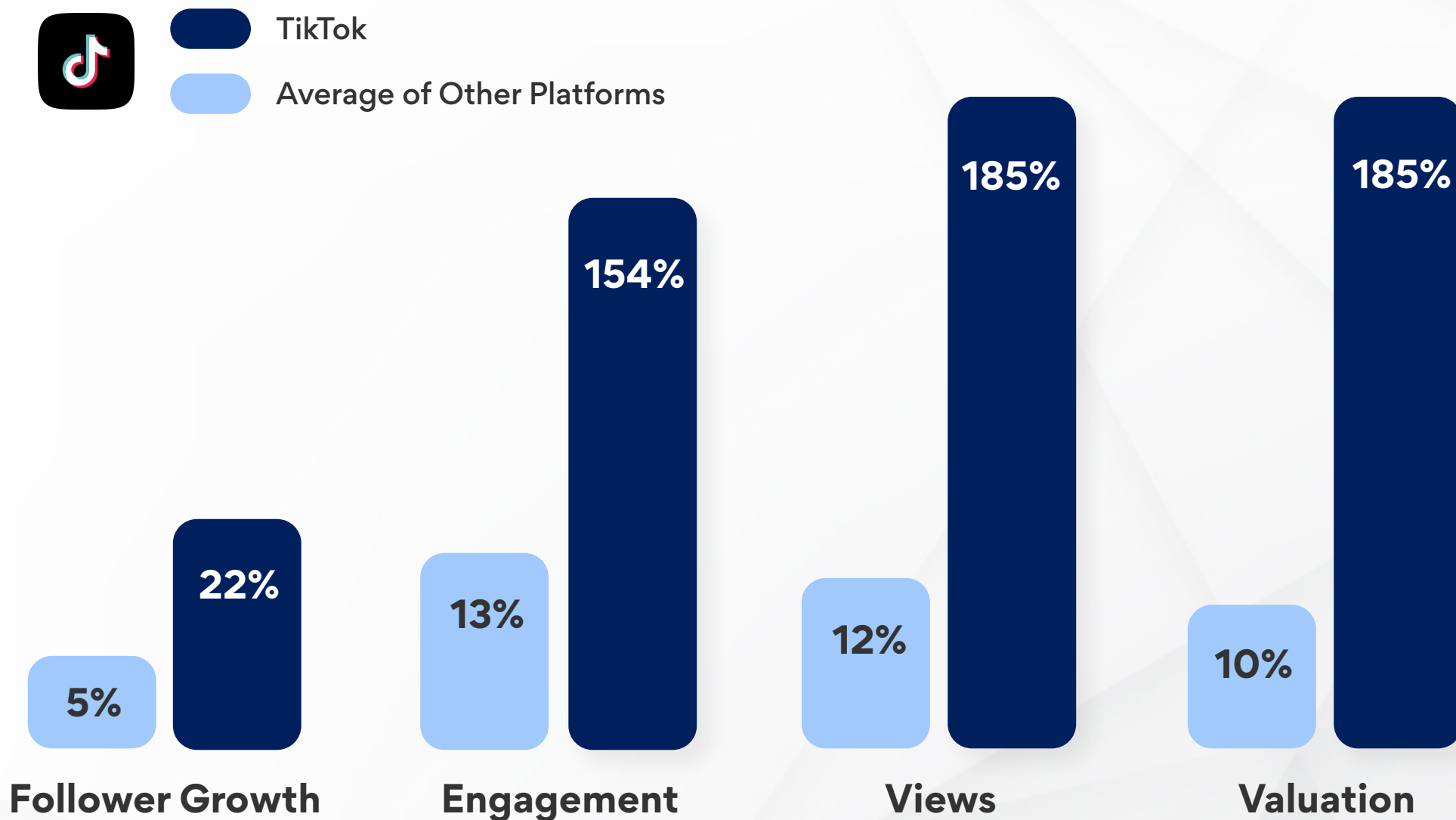
## TEAMS | ENGAGEMENT TO FOLLOWER RATIO

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	 <b>Seattle Mariners</b>	<b>9.6</b>
2	 Los Angeles Dodgers	<b>9.5</b>
3	 Milwaukee Brewers	<b>7.4</b>
4	 San Diego Padres	<b>5.9</b>
5	 Philadelphia Phillies	<b>5.9</b>


















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

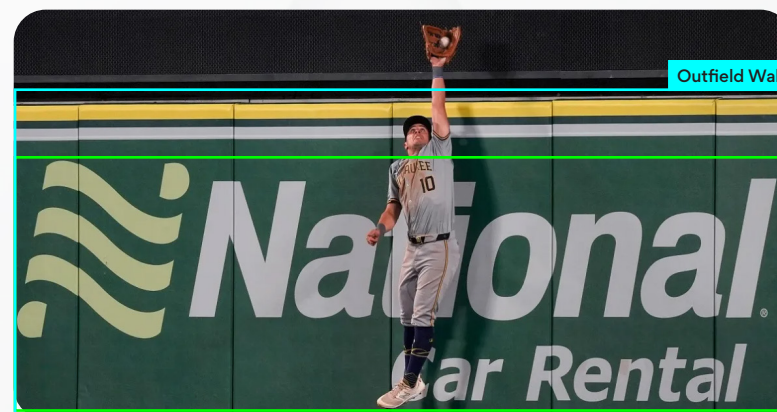
	TEAM	BRAND	MEDIA VALUE
1	 Los Angeles Dodgers	<b>GUGGENHEIM</b>	<b>\$17.4M</b>
2	 San Diego Padres		<b>\$7.7M</b>
3	 Chicago Cubs		<b>\$5.1M</b>
4	 Boston Red Sox	<b>...MassMutual</b>	<b>\$4.2M</b>
5	 San Francisco Giants		<b>\$4.1M</b>
6	 Toronto Blue Jays		<b>\$3.8M</b>
7	 New York Yankees	<b>STARR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

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

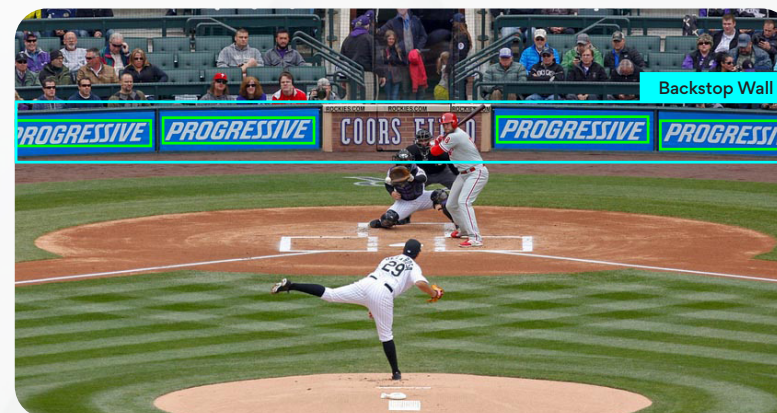


Based on MLB and teams' owned and earned media in Blinkfire from 3/18/2025-9/28/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

## 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	 <b>Seattle Mariners</b>	<b>9.6%</b>
2	 San Diego Padres	<b>9.0%</b>
3	 Los Angeles Dodgers	<b>8.4%</b>
4	 New York Mets	<b>6.9%</b>
5	 Milwaukee Brewers	<b>5.5%</b>

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	 <b>Seattle Mariners</b>	<b>11.2%</b>
2	 <b>New York Mets</b>	<b>10.1%</b>
3	 <b>Arizona Diamondbacks</b>	<b>9.9%</b>
4	 <b>Los Angeles Dodgers</b>	<b>9.7%</b>
5	 <b>Chicago White Sox</b>	<b>9.2%</b>



### TIKTOK

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

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



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%



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

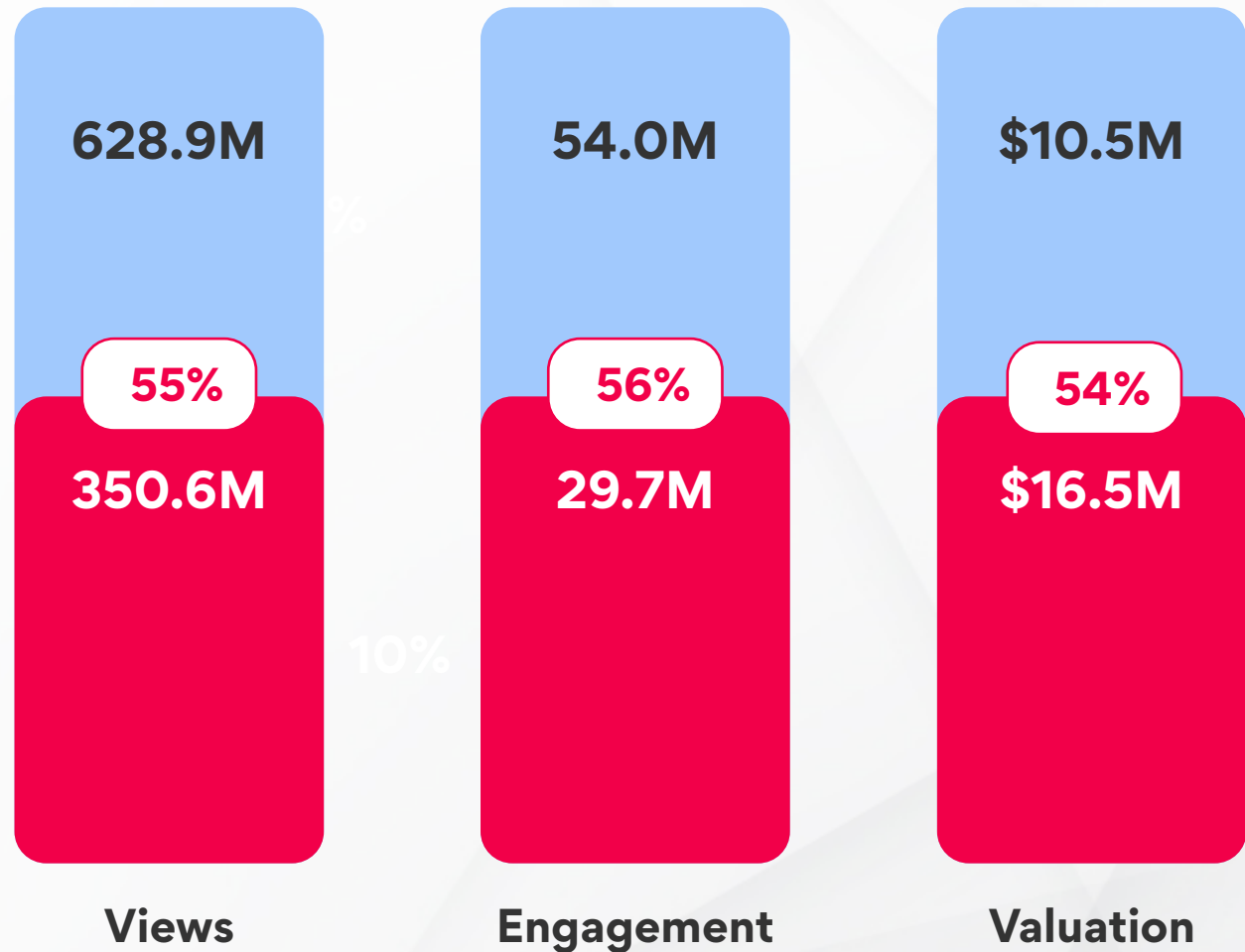


TEAM		TOTAL MEDIA VALUE
1	LOS ANGELES DODGERS	<b>\$44.7M</b>
2	TORONTO BLUE JAYS	<b>\$16.3M</b>
3	SEATTLE MARINERS	<b>\$7.4M</b>
4	NEW YORK YANKEES	<b>\$4.8M</b>
5	CHICAGO CUBS	<b>\$2.8M</b>

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

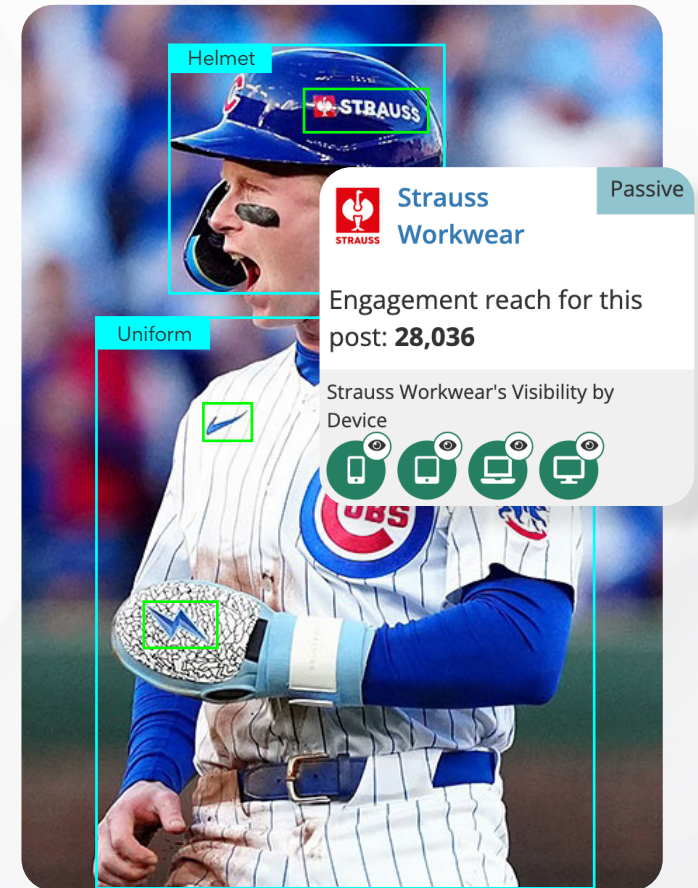
	TEAM	BRAND	MEDIA VALUE
1	 Los Angeles Dodgers	<b>GUGGENHEIM</b>	<b>\$8.7M</b>
2	 Toronto Blue Jays	 <b>Bank</b>	<b>\$3.3M</b>
3	 Chicago Cubs		<b>\$839.3K</b>
4	 San Diego Padres		<b>\$516.2K</b>
5	 New York Yankees		<b>\$515.5K</b>

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



Campaign  
Media Value

**\$3.5 Million**

Total  
Engagement

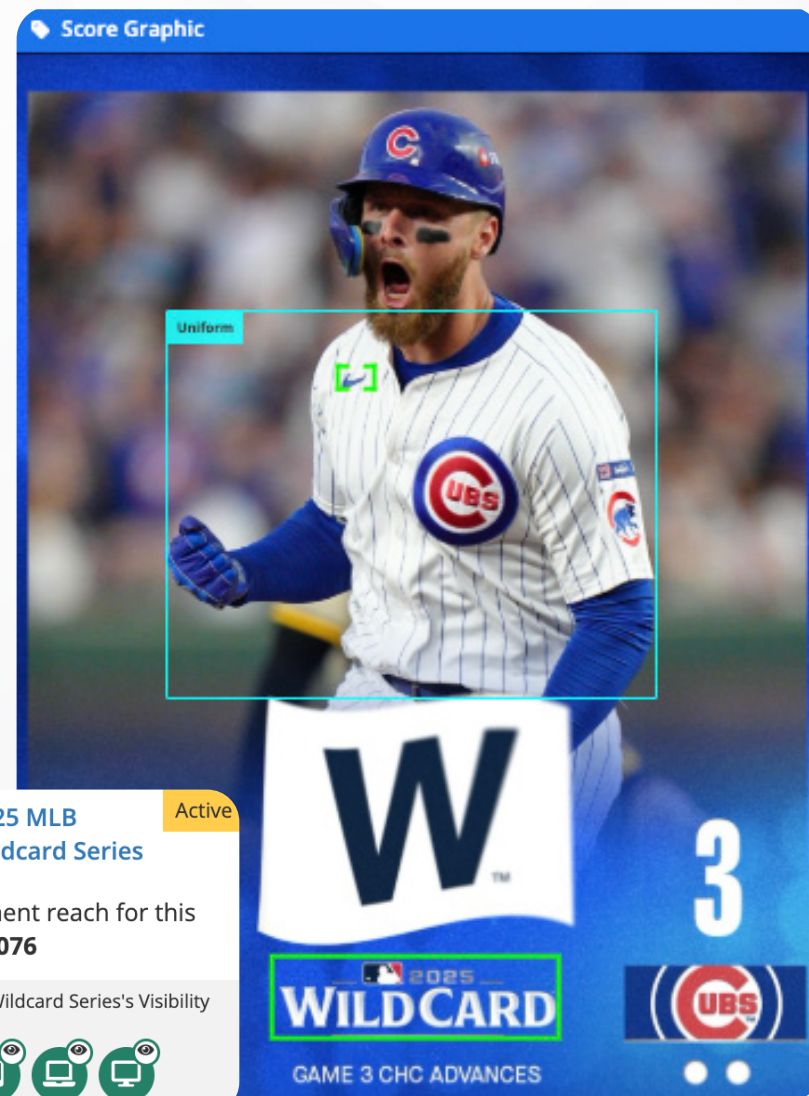
**9.8 Million**

Total  
Impressions

**283.8 Million**

Total  
Posts

**1,288**



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

DIVISIONAL SERIES



Campaign  
Media Value

\$5.0 Million

Total  
Engagement

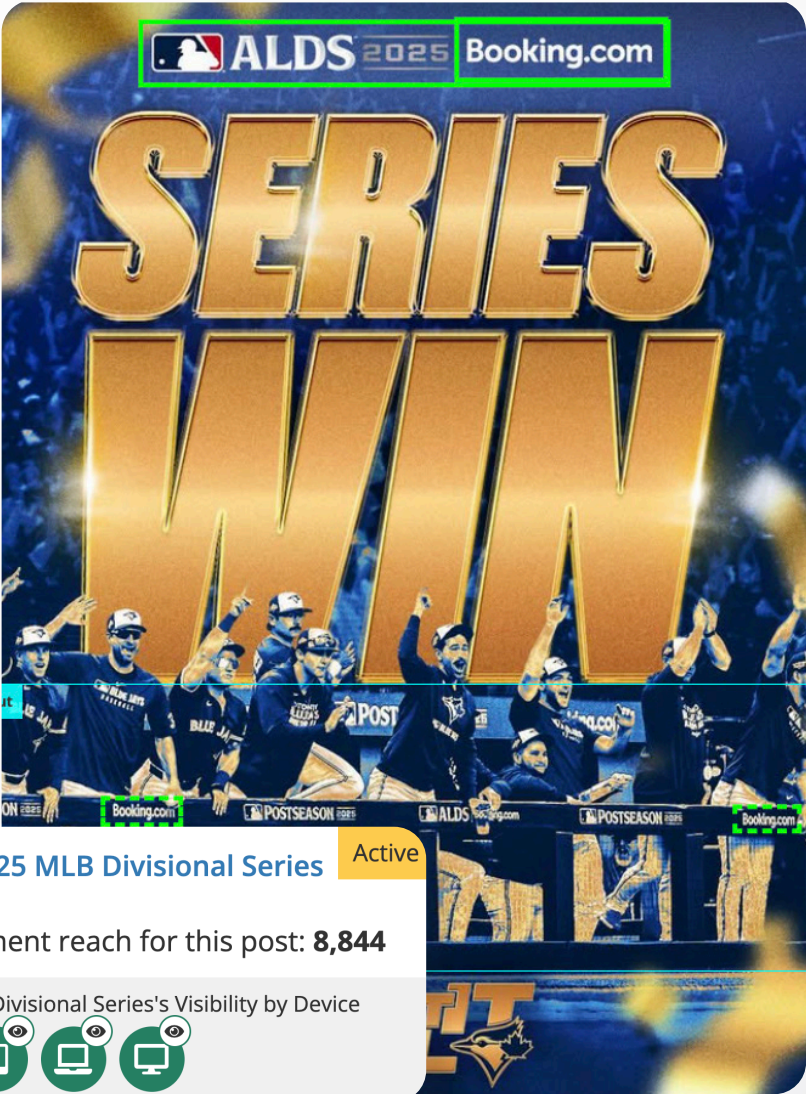
15.4 Million

Total  
Impressions

440.3 Million

Total  
Posts

1,728



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

## CHAMPIONSHIP SERIES



Campaign  
Media Value

**\$4.6 Million**

Total  
Engagement

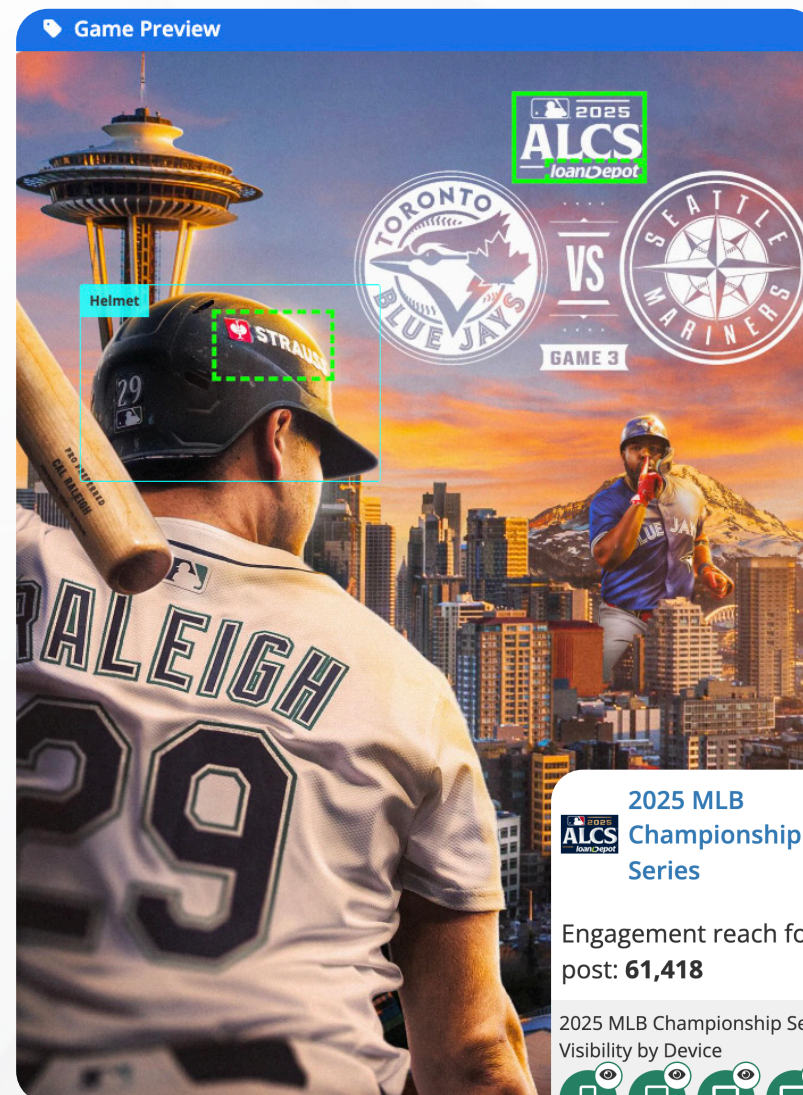
**19.6 Million**

Total  
Impressions

**601.9 Million**

Total  
Posts

**1,698**



**2025 MLB Championship Series** Active

Engagement reach for this post: **61,418**

2025 MLB Championship Series's Visibility by Device

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

## WORLD SERIES



Campaign  
Media Value

**\$13.2 Million**

Total  
Engagement

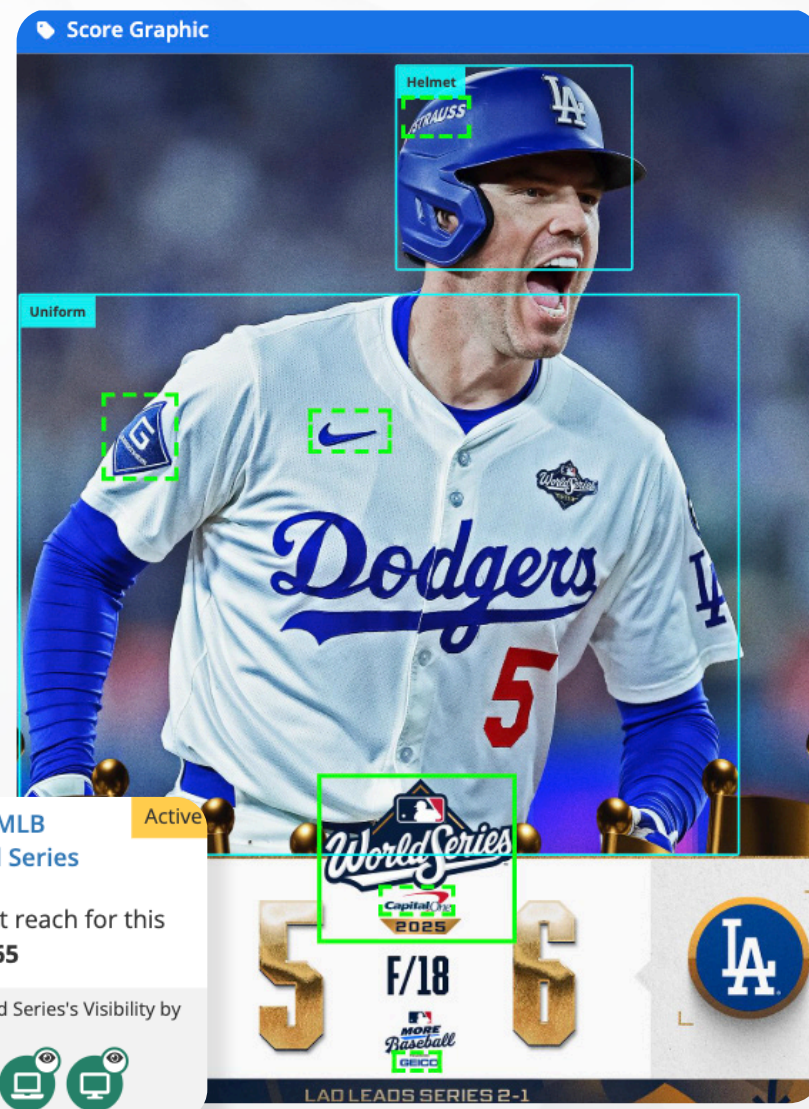
**38.0 Million**

Total  
Impressions

**1.1 Billion**

Total  
Posts

**2,459**

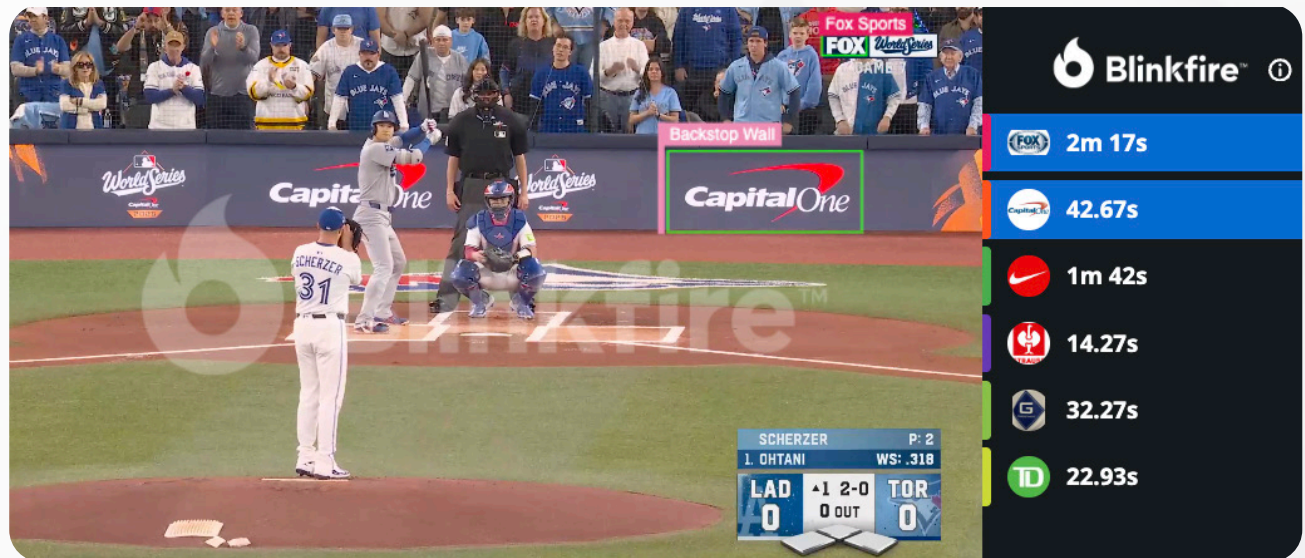


Based on data in Blinkfire from 9/29/2025-11/2/2025 across MLB's owned and earned social media

## WORLD SERIES BROADCAST DATA

Capital One  
Media Value**\$56.4 Million**Strauss  
Media Value**\$33.1 Million**Guggenheim  
Media Value**\$30.3 Million**

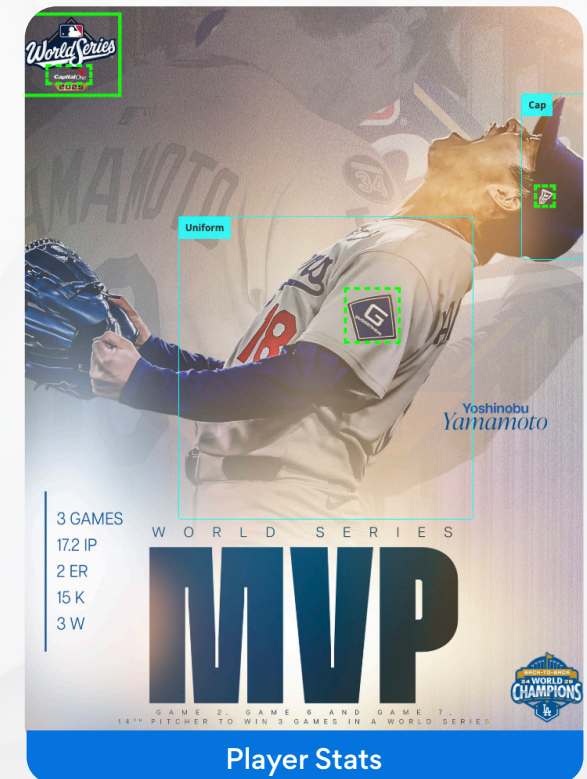
Blinkfire analyzed every moment of this year's thrilling seven-game World Series, capturing the full picture of sponsorship performance and media impact across Fox's TV coverage. The series totaled an impressive **104 million viewers across FOX's coverage**, with Game 7 drawing 26 million, the largest 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.



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](mailto:marketing@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

