2025

NFL REPORT



Blinkfire™

TABLE OF CONTENTS

INTRODUCTION 3

DATA & METHODOLOGY OVERVIEW 4

SOCIAL DATA

Overview 5

Follower Distribution 6-7

Engagement by Week 8

Quality vs Quantity of Posts 9

Views and Engagement Rankings 10

Top Players by Views 11

Engagement per Follower 12

Views Increase 13

Social Channel KPIs 14

Follower Growth Rankings 15-18

Owned Social Media Value 19

SPONSORSHIP

Top 10 Brands by Value 20

Step & Repeat Sponsors 21

TOP MOMENTS

Jacksonville Jaguars Feature 22

PLAYOFFS

Media Value Rankings 23

NFL Playoff Campaigns 24-25

Super Bowl Broadcast 26

Seattle Seahawks Feature 27

CONCLUSION 28

The NFL expanded its global social presence during the 2025 season as teams and athletes connected with fans far beyond game day. From viral locker-room moments on TikTok to the cultural buzz surrounding Bad Bunny's halftime performance, the league continued to turn real-time moments into massive engagement. Video-driven content fueled record social reach across teams, athletes, and sponsors.

Dive into Blinkfire's 2025 NFL Report for a data-driven look at social performance across the league, including engagement rankings, top-performing teams and players, sponsorship exposure, and the brands winning in football.



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, and Threads. Data that includes Facebook videos is limited due to Meta's API access to private Reels data.

Time Period

Unless otherwise noted, analysis reflects activity from September 4, 2025 to January 4, 2026. 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).

SOCIAL MEDIA | **LEAGUE & TEAMS**

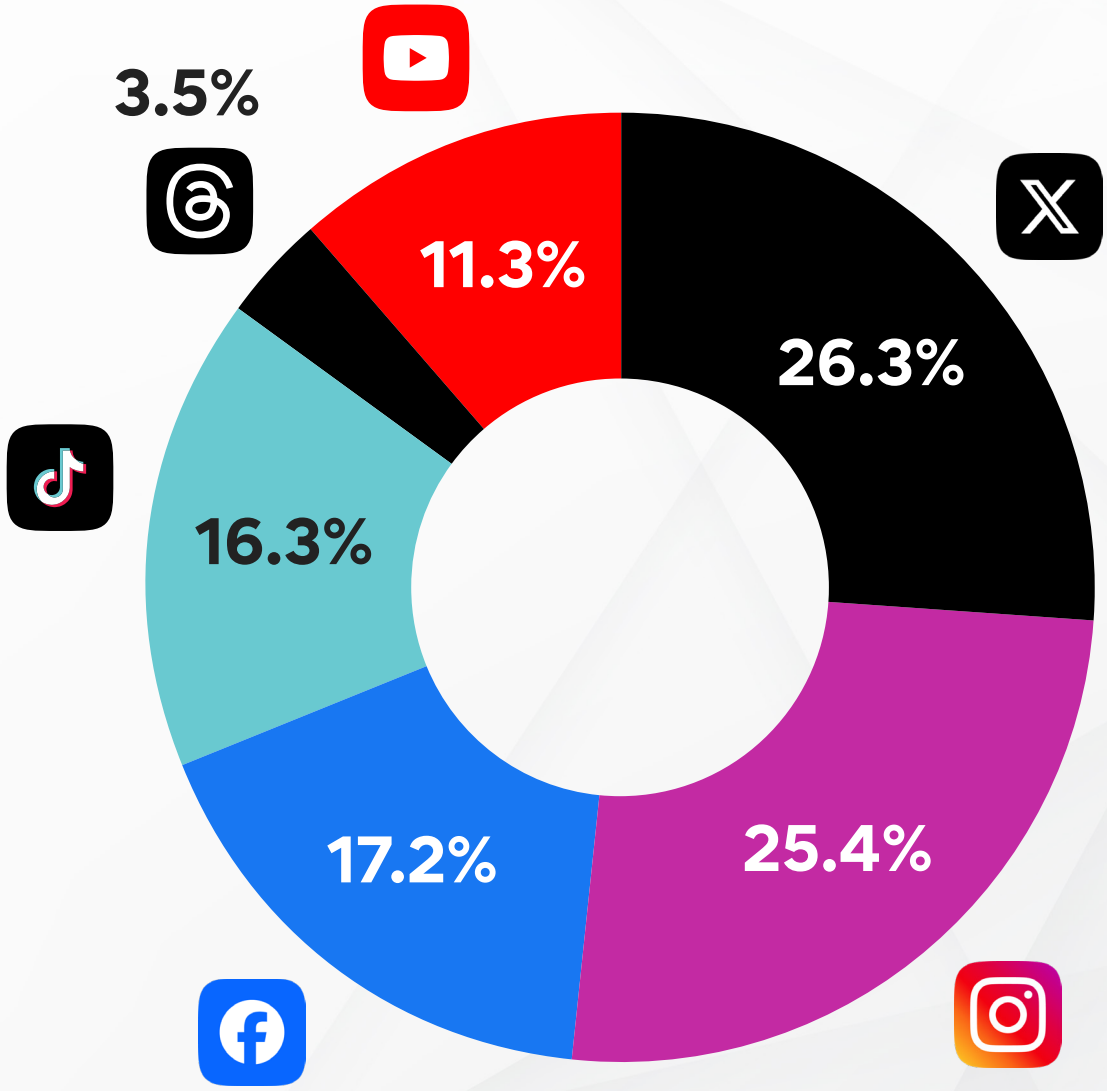
Season	Total Views	Total Engagement
2024	**18.63**B	**1.85**B
2025	**28.61**B	**1.74**B
YoY Change	**+9.98**B	**-0.11**B

The NFL's shift toward a video-first content model paid off with explosive reach, as total views skyrocketed 53.8% more than the 2024 season. This massive surge in social media views highlights how the league and its teams executed high-volume, short-form video to capture global attention, even as total engagement saw a slight dip.

Based on NFL league and team data tracked in Blinkfire from 9/4/2025-1/4/2026

LEAGUE FOLLOWER DISTRIBUTION

Total Followers:
146,239,739



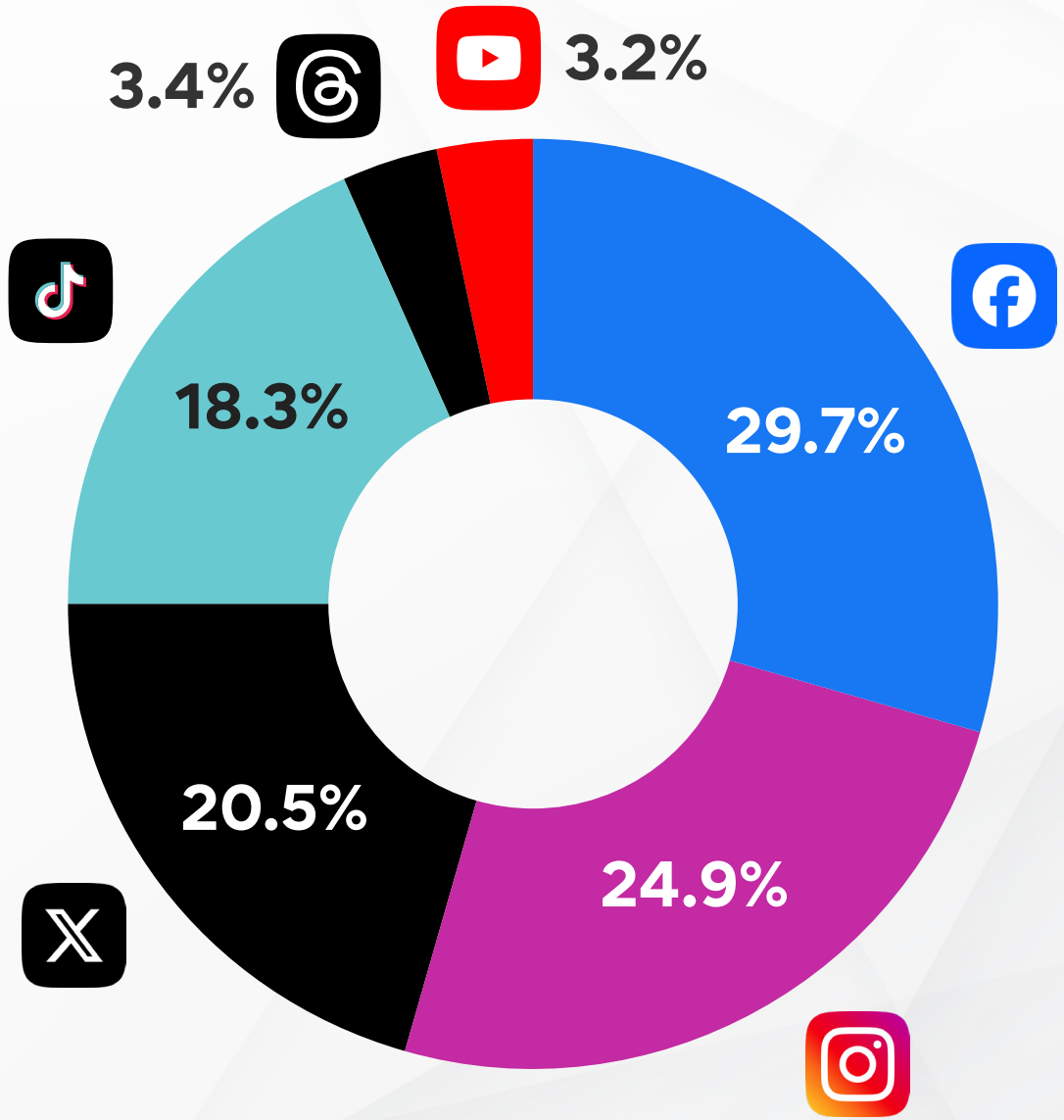
Despite losing 1.2 million followers on X, the platform held a narrow lead on Instagram for the NFL's most-followed social network. Meanwhile, the NFL added 4.7 million followers on TikTok.

Based on NFL league data tracked in Blinkfire from 1/4/2026

TEAM FOLLOWER DISTRIBUTION

Total Followers:
322,952,698

Meta dominated the market for NFL teams, making up 54.6% of teams' fans across the world. Teams made a push in short-form video content, and it paid off as followers on Instagram grew by 6.5 million, and TikTok added 7.6 million new followers since last season.



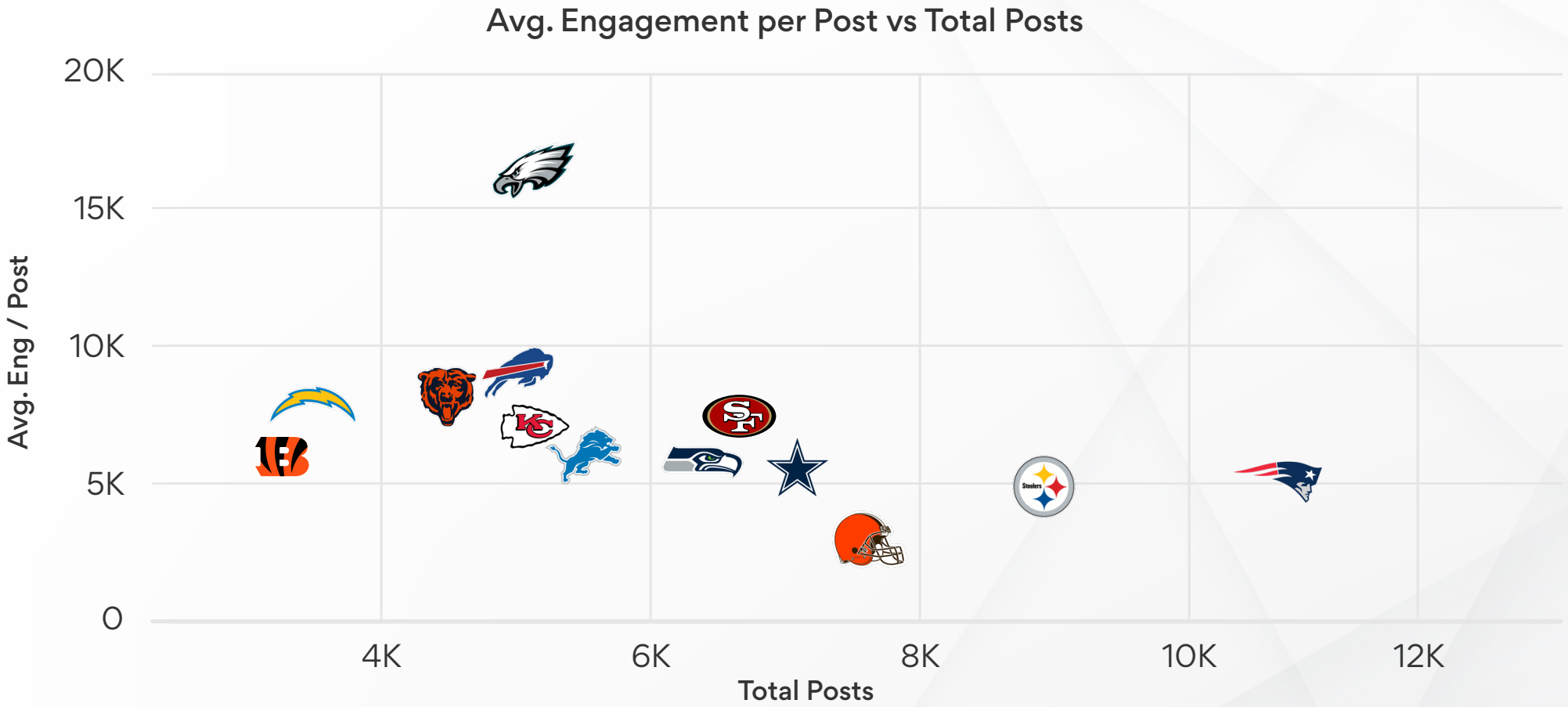
Based on NFL teams' data tracked in Blinkfire from 1/4/2026

LEAGUE & TEAM ENGAGEMENT | **BY WEEKEND (THU - MON)**



Based on NFL league and team data tracked in Blinkfire from 9/4/2025-1/4/2026

QUALITY VS QUANTITY



The Philadelphia Eagles stood out as the league's engagement powerhouse, maintaining the highest average engagement per post despite a moderate total post count. On the other end, the **New England Patriots** led the league in sheer volume, but sat much lower in average engagement per post compared to top-tier performers.

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

SOCIAL PERFORMANCE

	Team	Views
1	Philadelphia Eagles	**759.9**M
2	New England Patriots	**653.0**M
3	Dallas Cowboys	**596.5**M
4	Detroit Lions	**570.9**M
5	San Francisco 49ers	**514.5**M
6	Pittsburgh Steelers	**459.4**M
7	Cleveland Browns	**443.5**M
8	Seattle Seahawks	**432.2**M
9	Chicago Bears	**426.0**M
10	Kansas City Chiefs	**365.6**M

	Team	Engagement
1	Philadelphia Eagles	**83.4**M
2	New England Patriots	**64.3**M
3	Pittsburgh Steelers	**51.1**M
4	San Francisco 49ers	**50.7**M
5	Buffalo Bills	**49.5**M
6	Dallas Cowboys	**45.5**M
7	Seattle Seahawks	**41.3**M
8	Chicago Bears	**40.8**M
9	Detroit Lions	**40.3**M
10	Kansas City Chiefs	**38.4**M

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

TOP NFL PLAYERS | INSTAGRAM

	Name	Followers	Engagement	Value	Views ▼
1	 Jameis Winston	1.4M	2.0M	$1.3M	54.7M
2	 Jahmyr Gibbs	742.5K	735.2K	$443.6K	53.9M
3	 Jaxson Dart	1.1M	2.1M	$1.4M	47.9M
4	 Christian McCaffrey	2.7M	2.3M	$1.4M	46.8M
5	 T.J. Hockenson	187.5K	64.2K	$39.3K	42.0M
6	 Cooper Kupp	809.2K	335.2K	$216.4K	38.7M
7	 Stefon Diggs	2.5M	2.1M	$1.4M	35.5M
8	 Travis Hunter	2.3M	1.3M	$822.6K	28.9M
9	 Bijan Robinson	1.2M	1.5M	$925.9K	23.2M
10	 A.J. Brown	995.0K	845.5K	$526.4K	22.8M

Based on NFL players' Instagram data tracked in Blinkfire from 9/4/2025-1/4/2026

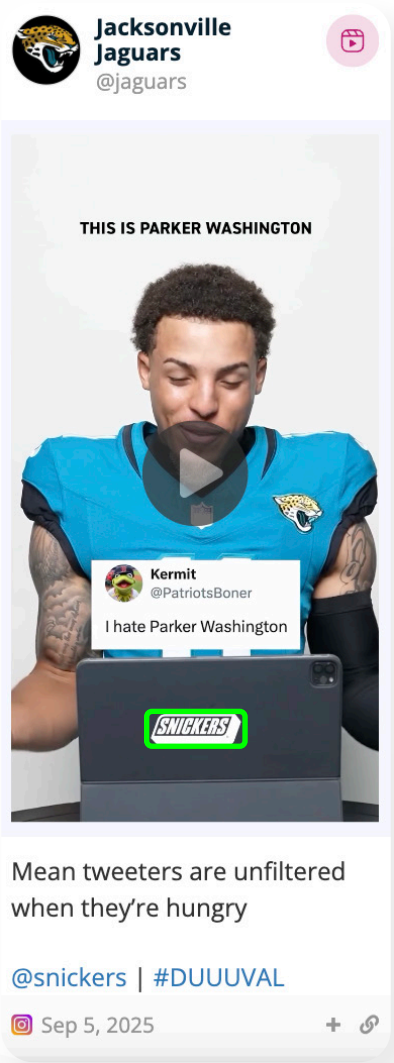
TOP 10 TEAMS | **ENGAGEMENT PER FOLLOWER**



	Team	Engagement per Follower
1	Buffalo Bills	5.36
2	Los Angeles Chargers	4.79
3	Jacksonville Jaguars	4.13
4	Philadelphia Eagles	4.08
5	Detroit Lions	4.05
T-6	Chicago Bears	3.96
T-6	Cleveland Browns	3.96
T-8	Tampa Bay Buccaneers	3.95
T-8	Los Angeles Rams	3.95
10	San Francisco 49ers	3.69

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

TOP 10 TEAMS | **VIEWS INCREASE**



	Team	Views	% Increase vs 2024 Season
1	Jacksonville Jaguars	208.7M	+433.1%
2	New York Giants	329.7M	+374.2%
3	Chicago Bears	426.0M	+282.0%
4	New England Patriots	653.0M	+201.4%
5	Los Angeles Rams	358.1M	+144.7%
6	Cleveland Browns	443.5M	+119.7%
7	Indianapolis Colts	164.3M	+117.6%
8	Miami Dolphins	196.2M	+79.8%
9	Dallas Cowboys	596.5M	+61.4%
10	Green Bay Packers	354.1M	56.4%

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

FROM TIKTOK DISCOVERY TO INSTAGRAM VALUE

Network	Views per Follower	Engagements per Follower	Value per Follower
Instagram	67.15	8.14	$5.48
YouTube	28.48	1.14	$1.38
X (Twitter)	15.73	1.19	$0.91
TikTok	36.26	1.77	$0.48
Threads	1.14	0.48	$0.14
Facebook	15.26	1.45	$0.13

Instagram remained the powerhouse for teams, delivering 41x more value and 8x higher engagement per follower than Facebook, making it the primary hub for NFL engagement and monetization. While YouTube serves as a high-value destination ($1.38/fan) for "super-fans" through long-form content, TikTok acts as a high-reach engine for discovery despite lower monetization ($0.48/fan). **Based on these trends, teams should look to prioritize Instagram for ROI, YouTube for storytelling, and TikTok for audience acquisition.**

Based on NFL league and team data tracked in Blinkfire from 9/4/2025-1/4/2026

TEAMS | **FOLLOWER GROWTH**

The **Monsters of the Midway** are building something special in Chicago and fans are paying attention. The Bears' follower count skyrocketed by 23.1% on TikTok and 14% on Instagram as they leaned into the Gen-Z energy of star quarterback Caleb Williams and locker room traditions like Coach Ben Johnson's high-energy "Good Better Best" speeches.

The **Buffalo Bills** and **Jacksonville Jaguars** also impressed, capitalizing on the draw of their star quarterbacks.

OVERALL

	Team	Growth %
1	**Chicago Bears**	**6.6%**
2	Buffalo Bills	**6.5%**
3	Jacksonville Jaguars	**4.6%**
4	Detroit Lions	**4.3%**
5	Houston Texans	**3.9%**

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

TEAMS | **FOLLOWER GROWTH**

INSTAGRAM

	Team	Growth %
1	**Chicago Bears**	**14.0%**
2	Buffalo Bills	**10.0%**
3	Jacksonville Jaguars	**9.1%**
4	Indianapolis Colts	**8.0%**
5	Detroit Lions	**7.6%**

TIKTOK

	Team	Growth %
1	**Chicago Bears**	**23.1%**
2	Green Bay Packers	**18.2%**
3	Houston Texans	**16.9%**
4	New York Giants	**14.3%**
5	New England Patriots	**12.5%**

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

TEAMS | **FOLLOWER GROWTH**

FACEBOOK

	Team	Growth %
1	**Buffalo Bills**	**10.0%**
2	Detroit Lions	**8.5%**
3	Philadelphia Eagles	**7.5%**
4	Cleveland Browns	**6.9%**
5	Tampa Bay Buccaneers	**6.4%**

YOUTUBE

	Team	Growth %
1	**Los Angeles Rams**	**34.7%**
2	Kansas City Chiefs	**22.0%**
3	Denver Broncos	**18.4%**
4	Chicago Bears	**18.3%**
5	New England Patriots	**16.2%**

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

TEAMS | **FOLLOWER GROWTH**

X

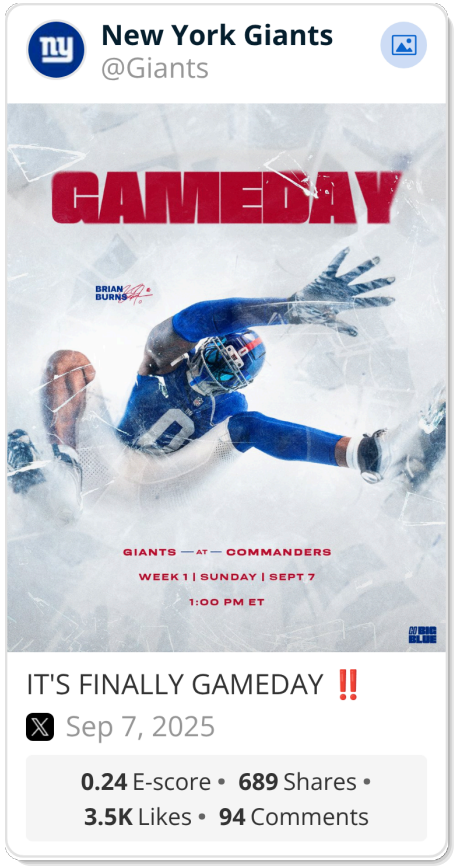
	Team	Growth %
1	**Tampa Bay Buccaneers**	**-3.1%**
2	Buffalo Bills	**-3.2%**
3	Cincinnati Bengals	**-3.6%**
4	Los Angeles Rams	**-3.7%**
5	Kansas City Chiefs	**-3.8%**

THREADS

	Team	Growth %
1	**Buffalo Bills**	**9.1%**
2	Chicago Bears	**8.8%**
3	Philadelphia Eagles	**7.2%**
4	Green Bay Packers	**6.9%**
5	Indianapolis Colts	**6.3%**

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

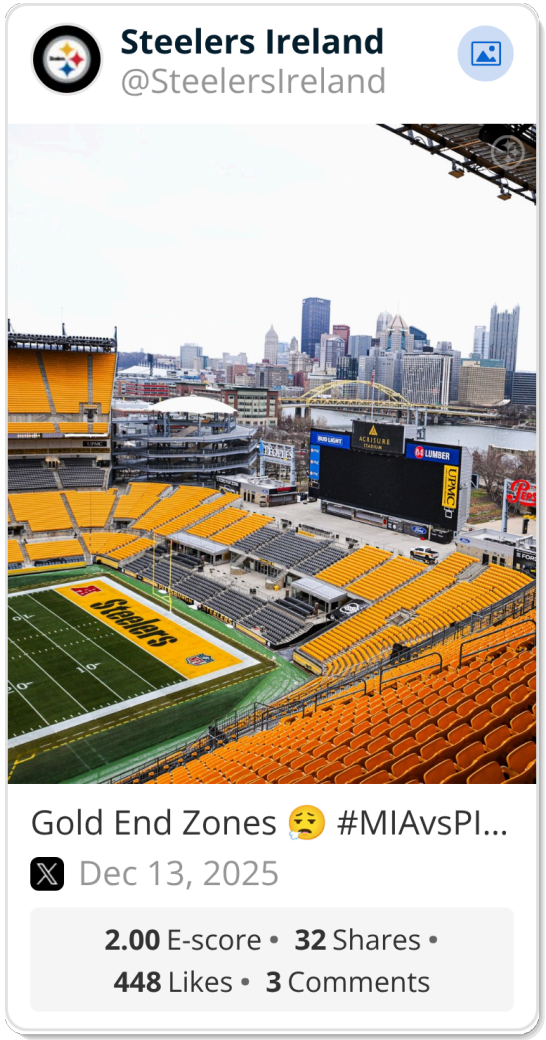
TOP 10 TEAMS | **OWNED SOCIAL MEDIA VALUE**



	Team	Value	% Increase vs 2024 Season
1	New England Patriots	$36.6M	+169.9%
2	New York Giants	$15.3M	+154.2%
3	Jacksonville Jaguars	$9.2M	+153.8%
4	Chicago Bears	$22.5M	+121.9%
5	Indianapolis Colts	$9.1M	+71.8%
6	Cleveland Browns	$8.6M	+40.7%
7	Los Angeles Rams	$6.3M	+23.8%
8	Seattle Seahawks	$14.1M	+22.5%
9	Carolina Panthers	$3.4M	+22.4%
10	Tennessee Titans	$3.0M	+20.8%

Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

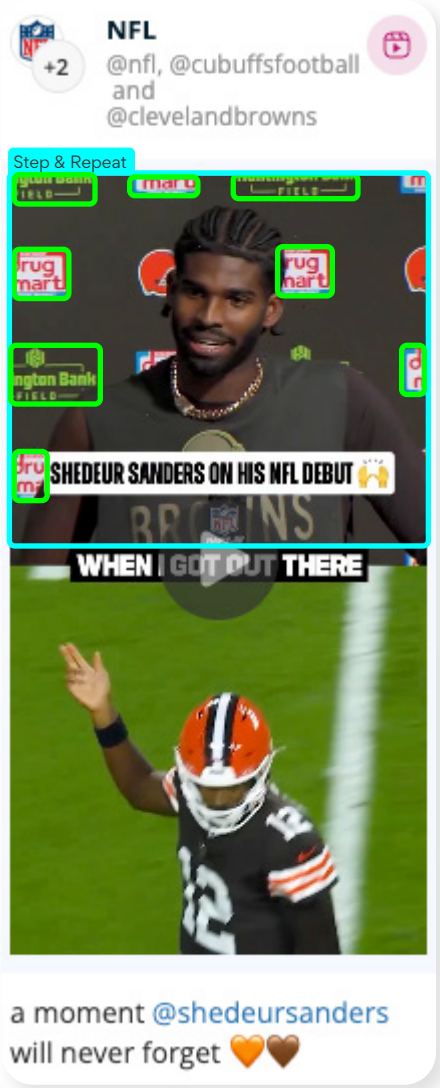
TOP 10 BRANDS BY VALUE | **OWNED & EARNED SOCIAL MEDIA**



	Brand	Value
1		$133.4M
2	GATORADE	$17.6M
3	OAKLEY	$11.4M
4	BUD LIGHT	$10.0M
5	invisalign	$9.4M
6	Ford	$9.3M
7	verizon	$9.1M
8	ticketmaster	$7.3M
9	Gillette	$6.6M
10	MGM RESORTS INTERNATIONAL	$6.2M

Based on NFL league and team owned and earned social media data tracked in Blinkfire from 9/4/2025-1/4/2026

STEP & REPEAT ASSET | **SOCIAL MEDIA VALUE**



	Team	Brand
1	Cleveland Browns	drug mart
2	Detroit Lions	Rocket Mortgage
3	Cleveland Browns	Huntington
4	New England Patriots	WIN Waste Innovations
5	New York Giants	Quest Diagnostics
6	Pittsburgh Steelers	PNC
7	New York Giants	Hackensack Meridian Health
8	New England Patriots	Gillette
9	Cleveland Browns	University Hospitals
10	San Francisco 49ers	SAP

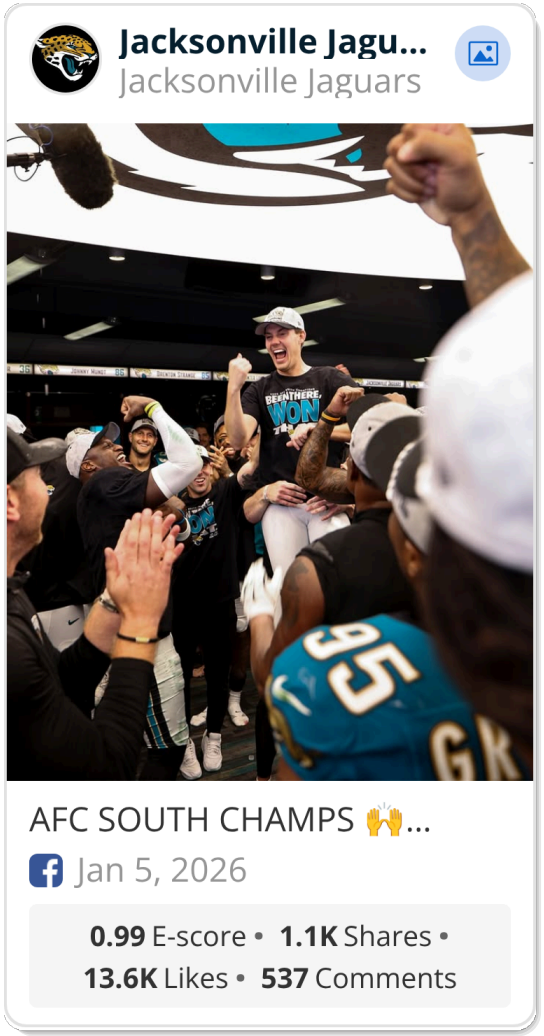
Based on NFL team data tracked in Blinkfire from 9/4/2025-1/4/2026

JACKSONVILLE JAGUARS: UNLEASHING #DUUUVAL NATION

What a season for the Jacksonville Jaguars! After an incredible turnaround season, the Jags captured the AFC South title and returned to the playoffs. The season also captured their #DUUUVAL identity that came to life on social media. The team creatively featured star players and showcased sponsors better than ever before.

2025 NFL Season Rankings

Engagement per Follower	**#3** NFL Team
Views Increase vs 2024 Season	**#1** NFL Team
Overall Follower Growth	**#3** NFL Team



Based on Jacksonville Jaguars data tracked in Blinkfire from 9/4/2025-1/4/2026

OWNED & EARNED MEDIA VALUE



	Team	Value
1	New England Patriots	**$38.5**M
2	Seattle Seahawks	**$34.3**M
3	Los Angeles Rams	**$13.0**M
4	San Francisco 49ers	**$12.5**M
5	Chicago Bears	**$11.6**M
6	Buffalo Bills	**$10.0**M
7	Denver Broncos	**$9.9**M
8	Pittsburgh Steelers	**$8.2**M
9	Philadelphia Eagles	**$5.8**M
10	Houston Texans	**$5.7**M

Based on NFL team data tracked in Blinkfire from 1/10/2026-2/8/2026

NFL WILD CARD CAMPAIGN | **VERIZON**

Owned & Earned Social Media Exposure

$703,984 Value

68.5M Impressions

2.1M Engagements



Based on data tracked in Blinkfire from 1/2/2026-1/13/2026

NFL DIVISIONAL ROUND CAMPAIGN | **INTUIT TURBOTAX**

NFL DIVISIONAL
PRESENTED BY INTUIT turbotax.

Owned & Earned Social Media Exposure

$2.2M Value

162.5M Impressions

4.4M Engagements



Based on data tracked in Blinkfire from 1/2/2026-1/19/2026

SUPER BOWL LX | **BROADCAST DATA**

Music

$8.3M

TOYOTA

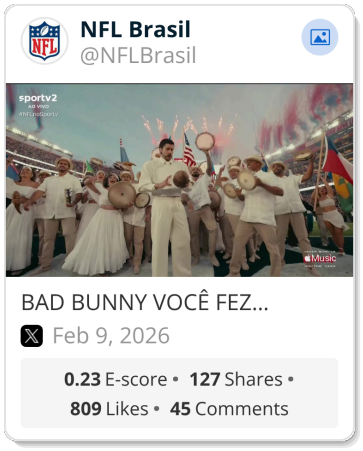
$6.6M

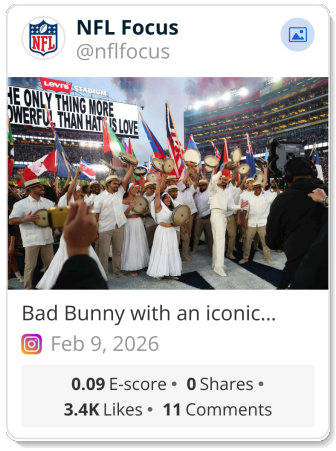
Levi's

$4.7M

Blinkfire's AI and computer-vision technology tracked the entire Super Bowl LX broadcast to capture the massive media impact of the big game. Among the top performers were **Apple Music**, which broke records with 135.4 million viewers for Bad Bunny's halftime show. **Toyota** ran two featured commercials, and **Levi's** capitalized on a "home game" advantage as both an advertiser and the stadium sponsor in San Francisco.

SUPER BOWL





Based on NFL data tracked in Blinkfire from 2/8/2026

SEATTLE SEAHAWKS: SUPER BOWL LX CHAMPIONS

2026 NFL Playoffs

Avg Engagement per Followers

#1 NFL Team

+93% higher than the next best team

The Seattle Seahawks defeated the New England Patriots to win Super Bowl LX in San Francisco. Over the course of the playoffs, the Seahawks added 365,715 new followers and generated the most engagements and views among NFL teams. During this run, the Seahawks drove 41.9 million impressions on social media for their official playoff sponsor T-Mobile. The Seahawks' fans, "the 12s", showed up for them in a big way during the 2026 Playoffs.



Based on Seattle Seahawks data tracked in Blinkfire from 1/10/2026-2/8/2026

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 in-venue. Using AI, 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**.

