

2025

WNBA REPORT



Uniform

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LAS VEGAS

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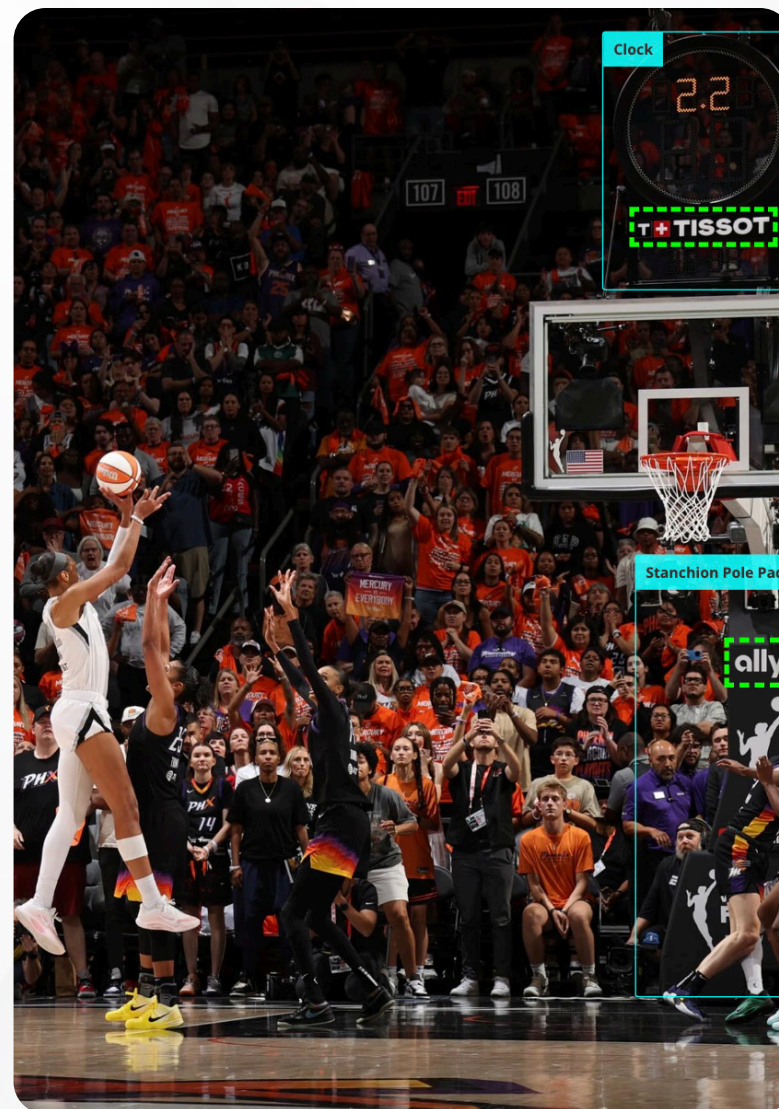
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The 2025 WNBA season marked another milestone year for the league, both on and off the court. The Las Vegas Aces won their third championship in four seasons, while the Indiana Fever continued to raise the bar for digital performance, engagement, and commercial growth. Social media audiences expanded with TikTok leading the charge as the fastest-growing channel for fan connection across the league.

Explore our 2025 report for insights on follower distribution, team rankings across social media KPIs, women-focused brand partnerships, and more—showcasing how sport, storytelling, and sponsorship continue to evolve together in the WNBA.

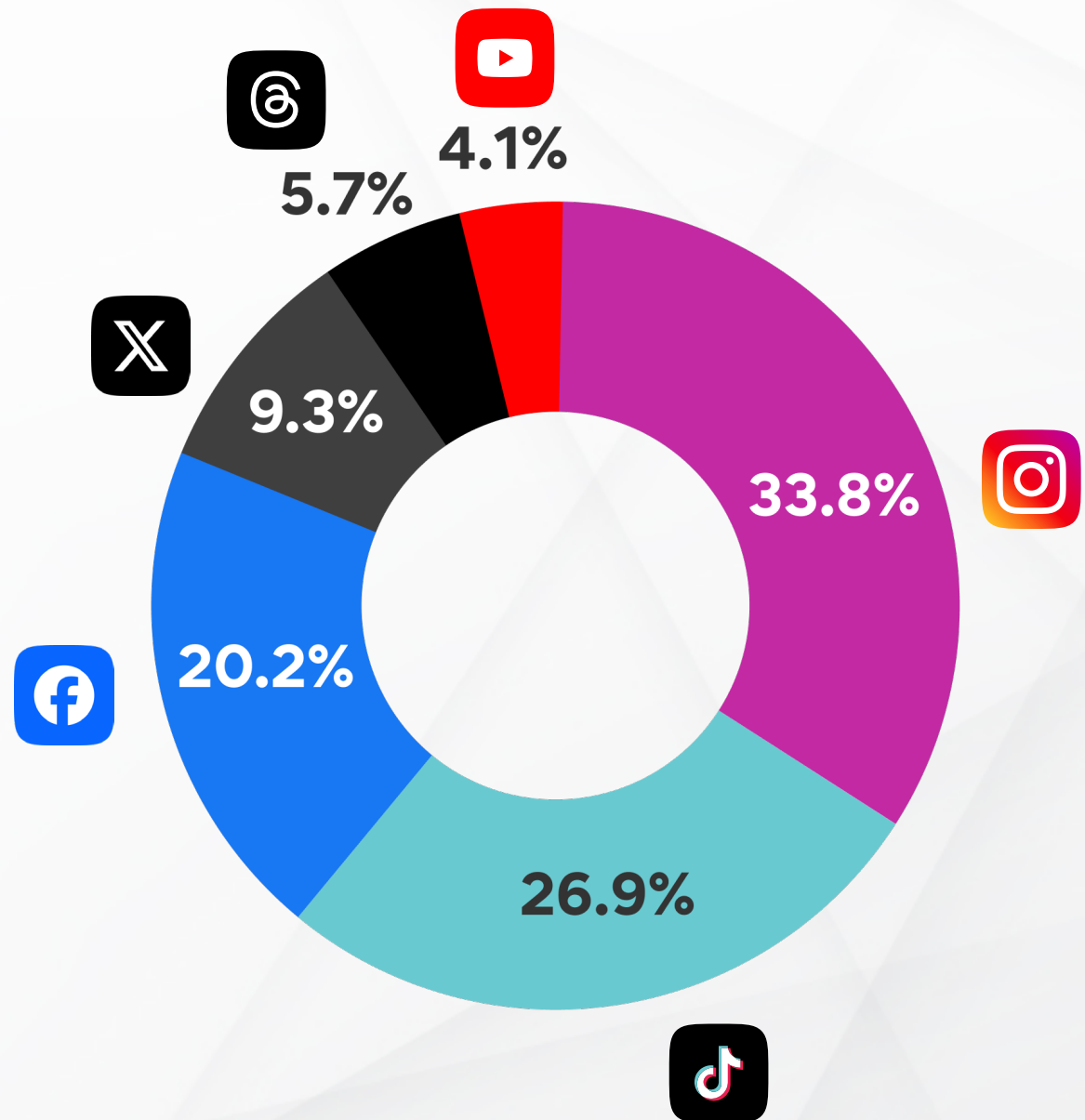


WNBA FOLLOWER DISTRIBUTION



Total Followers:
10,421,901

Instagram and TikTok are driving the WNBA's digital presence, accounting for over 60% of the league's 10.4 million total followers. It's clear that short-form content is fueling the league's connection with young fans.

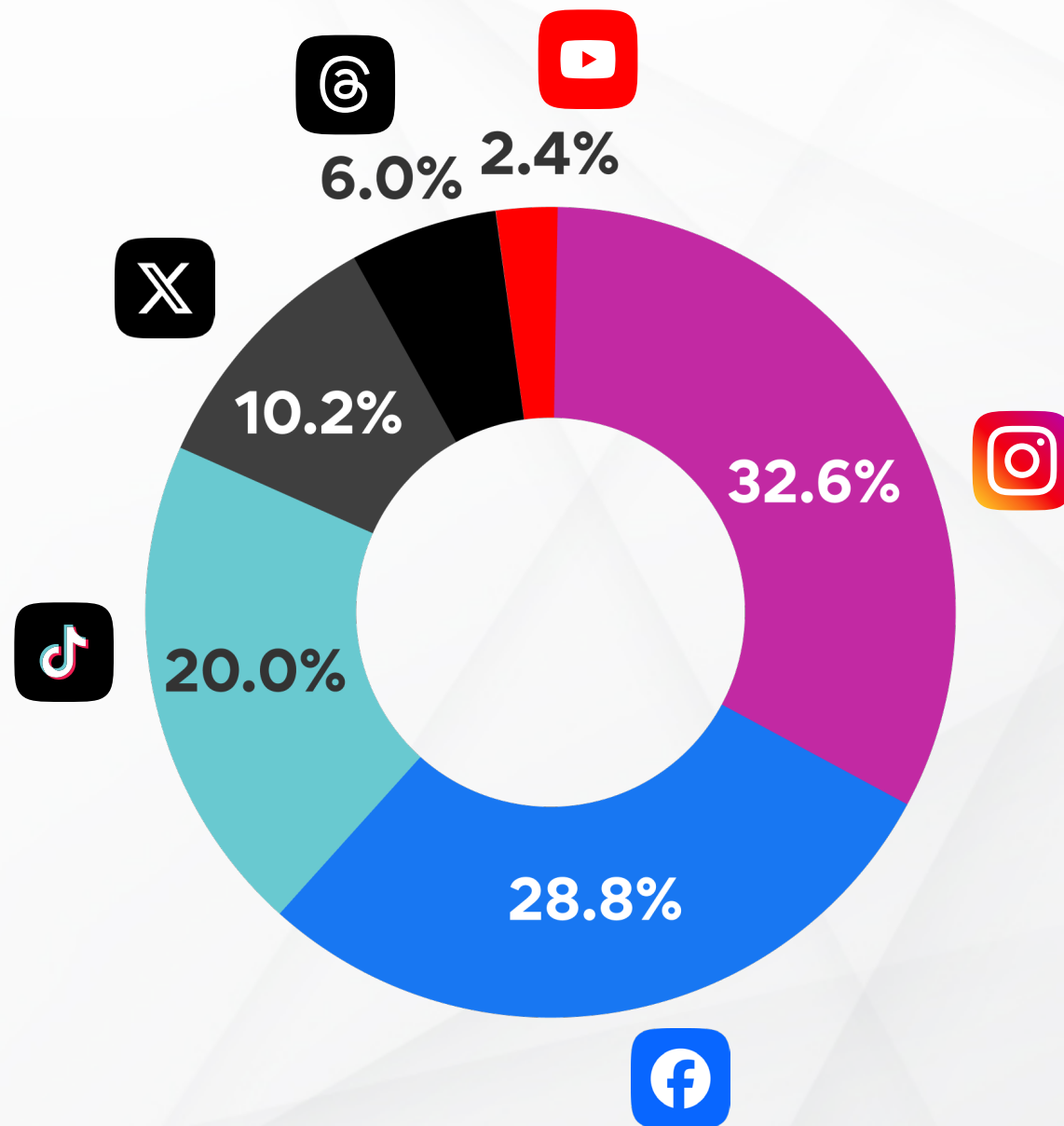


Based on data in Blinkfire from 9/11/2025 across X, Facebook, Instagram, TikTok, YouTube, and Threads

TEAM FOLLOWER DISTRIBUTION






Total Followers:
15,415,103

Meta continues to power WNBA teams — accounting for over 61% of all team followers across Instagram and Facebook. However, TikTok continues to surge, increasing their share of total followers by 3.1% this year, as younger audiences embrace the platform and star players across teams.



Based on data in Blinkfire from 9/11/2025 across X, Facebook, Instagram, TikTok, YouTube, and Threads

MEDIA VALUE GROWTH







	TEAM	MEDIA VALUE	% INCREASE FROM 2024 SEASON
1	 Dallas Wings	\$9.2M	523.2%
2	 Minnesota Lynx	\$5.2M	108.2%
3	 Atlanta Dream	\$2.2M	77.5%
4	 Washington Mystics	\$1.9M	69.7%
5	 Connecticut Sun	\$1.4M	22.8%

The **Dallas Wings** grew their social media value by a staggering 523% from last season, generating an impressive \$9.2 million in total value. Fueled by #1 overall pick and rookie sensation Paige Bueckers, the Wings became one of the league's most talked-about teams on social media. After the emergence of Caitlin Clark last season for the Indiana Fever, the Wings' breakout season underscores how star power and storytelling can have even more value than success on the court!

Based on data in Blinkfire from 5/16/2025-9/11/2025 across teams' owned accounts on Facebook, Instagram, TikTok, Threads, X, and YouTube.

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1		INDIANA FEVER	66.6M
2		DALLAS WINGS	17.8M
3		MINNESOTA LYNX	11.3M
4		NEW YORK LIBERTY	10.4M
5		LAS VEGAS ACES	9.9M
6		CHICAGO SKY	9.2M
7		GOLDEN STATE VALKYRIES	7.7M
8		LOS ANGELES SPARKS	6.0M
9		PHOENIX MERCURY	4.6M
10		SEATTLE STORM	4.1M

TOTAL VIEWS






1		INDIANA FEVER	1.2B
2		DALLAS WINGS	133.3M
3		CHICAGO SKY	117.7M
4		NEW YORK LIBERTY	102.1M
5		MINNESOTA LYNX	75.2M
6		LAS VEGAS ACES	74.3M
7		LOS ANGELES SPARKS	68.2M
8		GOLDEN STATE VALKYRIES	60.7M
9		ATLANTA DREAM	41.1M
10		PHOENIX MERCURY	35.5M

Based on teams' owned and operated data in Blinkfire from 5/16/2025-9/11/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

TEAMS | ENGAGEMENT-TO-FOLLOWER RATIO

The **Dallas Wings** topped the league with an incredible 24.7 engagement-to-follower ratio, fueled by the arrival of rookie sensation Paige Bueckers, whose highlight plays and fan-favorite personality helped the team's content soar across social platforms. The Indiana Fever followed closely behind, continuing to ride the momentum of their young, star-powered roster and passionate fan base spanning across the country.

Meanwhile, the **Golden State Valkyries** made a statement in their debut season. The first-year franchise finished third overall with a 19.6 engagement-to-follower ratio.

TEAM			ENGAGEMENT-TO-FOLLOWER RATIO
1		Dallas Wings	24.7
2		Indiana Fever	24.6
3		Golden State Valkyries	19.6
4		Minnesota Lynx	18.2
5		New York Liberty	10.6

Based on teams' owned and operated data in Blinkfire from 5/16/2025-9/11/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

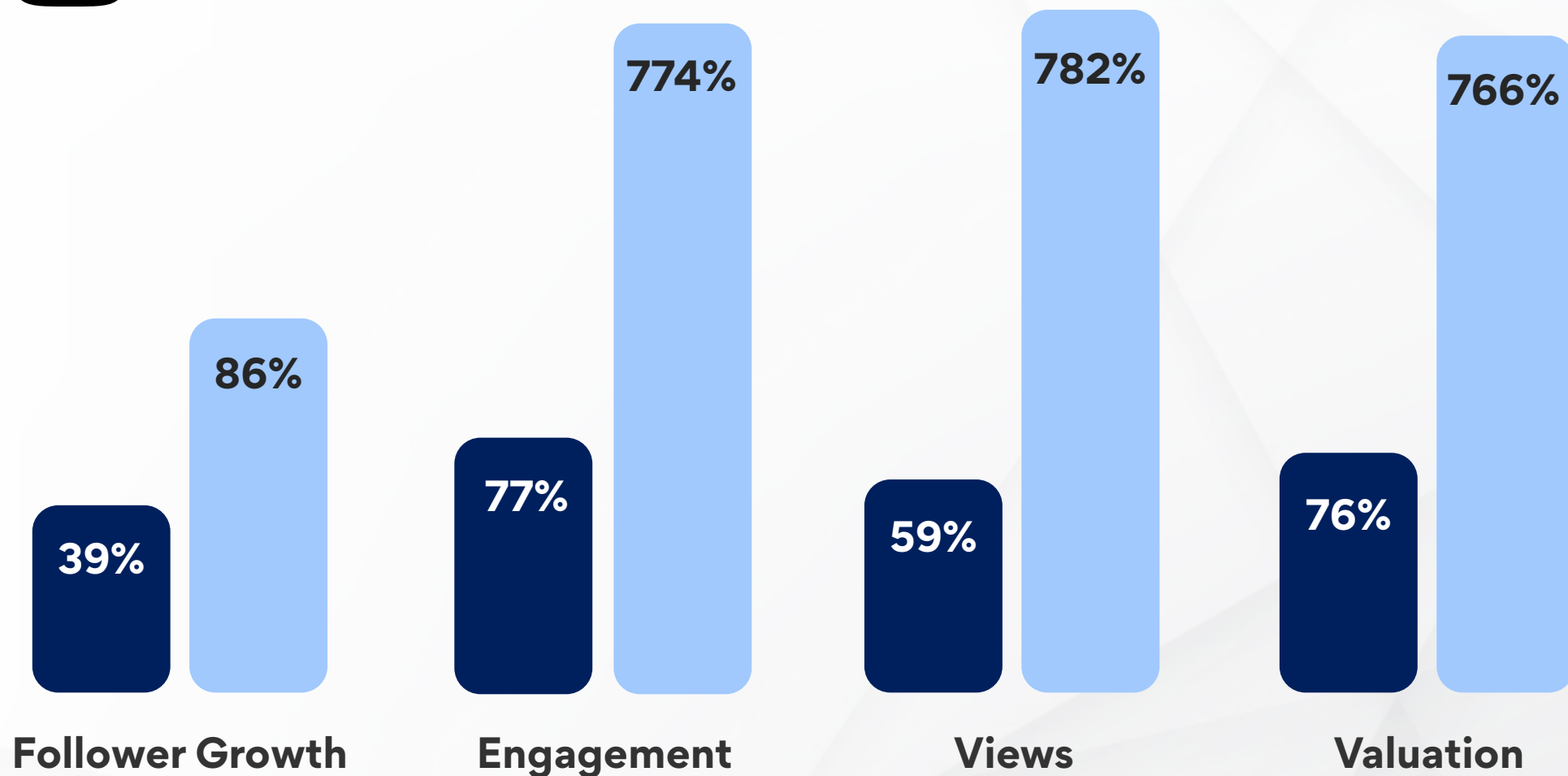
TIKTOK DOMINATES WNBA TEAM SOCIAL GROWTH VS 2024 SEASON



TikTok



Average of Other Platforms








*Based on teams' owned and operated data in Blinkfire from 5/16/2025-9/11/2025 compared to 5/14/2024-9/19/2024.
Other platforms include: Facebook, Instagram, Threads, X, and YouTube.*

TEAMS | FOLLOWER GROWTH

Once again, the **Indiana Fever** have put together a remarkable season on social media. The Fever saw an incredible 52.9% increase in followers, leading on every social media platform outside of YouTube. The team's largest increase was on TikTok (125.3%), a platform on which many teams found success engaging young WNBA fans.

The **Dallas Wings** followed with 28.3% growth, and the **Minnesota Lynx** rounded out the top three with a strong 24.4% rise.






OVERALL

TEAM		% GROWTH
1	 Indiana Fever	52.9%
2	 Dallas Wings	28.3%
3	 Minnesota Lynx	24.4%
4	 New York Liberty	13.8%
5	 Los Angeles Sparks	12.6%






Based on teams' owned and operated data in Blinkfire from 5/16/2025-9/11/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

TEAMS | FOLLOWER GROWTH

INSTAGRAM

TEAM		% GROWTH
1	 Indiana Fever	33.7%
2	 Dallas Wings	33.5%
3	 Minnesota Lynx	26.2%
4	 New York Liberty	14.8%
5	 Washington Mystics	13.7%






TIKTOK

TEAM		% GROWTH
1	 Indiana Fever	125.3%
2	 Minnesota Lynx	82.8%
3	 Dallas Wings	38.6%
4	 Connecticut Sun	26.7%
5	 New York Liberty	22.5%






Based on teams' owned and operated data in Blinkfire from 5/16/2025-9/11/2025 across Instagram and TikTok

TEAMS | FOLLOWER GROWTH

FACEBOOK

TEAM		% GROWTH
1	 Indiana Fever	49.7%
2	 Los Angeles Sparks	20.6%
3	 Dallas Wings	17.8%
4	 Atlanta Dream	16.2%
5	 Minnesota Lynx	14.0%






YOUTUBE

TEAM		% GROWTH
1	 Minnesota Lynx	42.9%
2	 Indiana Fever	42.5%
3	 Washington Mystics	32.3%
4	 Dallas Wings	32.0%
5	 New York Liberty	28.4%






Based on teams' owned and operated data in Blinkfire from 5/16/2025-9/11/2025 across Facebook and YouTube

TEAMS | FOLLOWER GROWTH

X





















TEAM		% GROWTH
1	 Indiana Fever	19.5%
2	 Dallas Wings	13.1%
3	 New York Liberty	7.0%
4	 Minnesota Lynx	5.7%
5	 Washington Mystics	4.7%

THREADS

TEAM		% GROWTH
1	 Indiana Fever	24.6%
2	 Chicago Sky	17.7%
3	 Connecticut Sun	12.2%
4	 Washington Mystics	12.1%
5	 Dallas Wings	11.9%

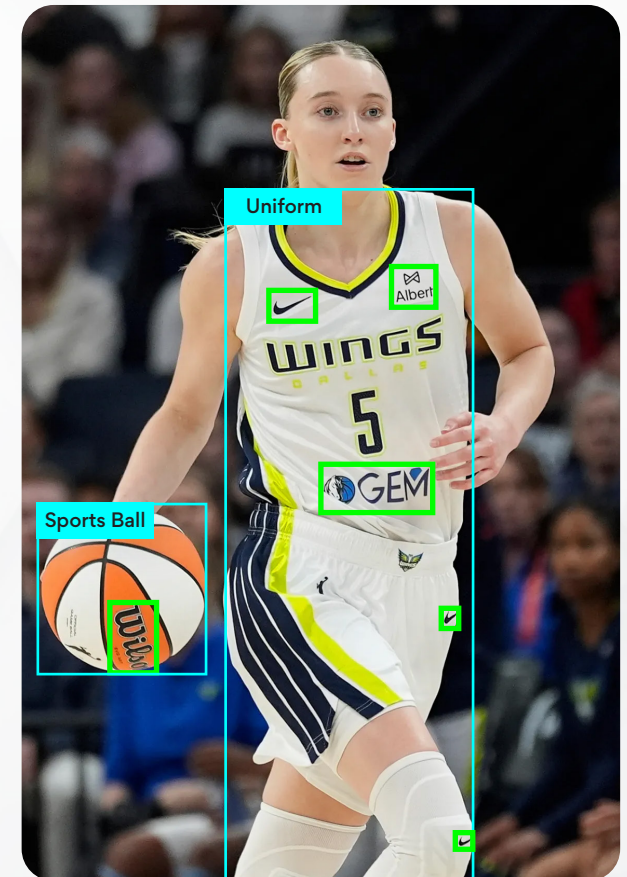
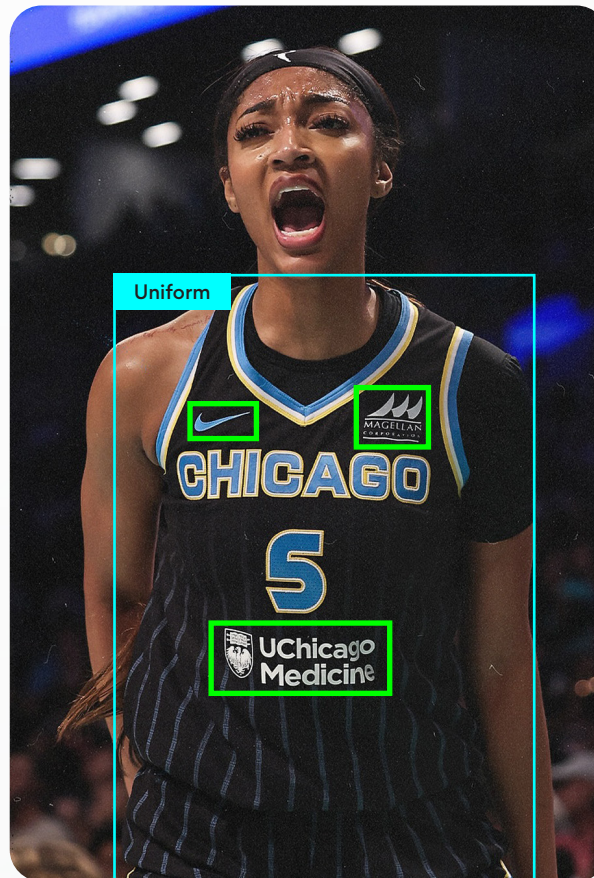
Based on teams' owned and operated data in Blinkfire from 5/16/2025-9/11/2025 across X and Threads

JERSEY SPONSOR RANKINGS

	TEAM	BRAND	MEDIA VALUE
1	 Indiana Fever		\$5.4M
2	 Chicago Sky		\$3.4M
3	 Chicago Sky		\$3.1M
4	 Indiana Fever		\$2.7M
5	 Dallas Wings		\$2.7M
6	 Dallas Wings		\$2.1M
7	 New York Liberty		\$1.3M
8	 Minnesota Lynx		\$1.2M
9	 Las Vegas Aces		\$1.2M
10	 Las Vegas Aces		\$1.1M

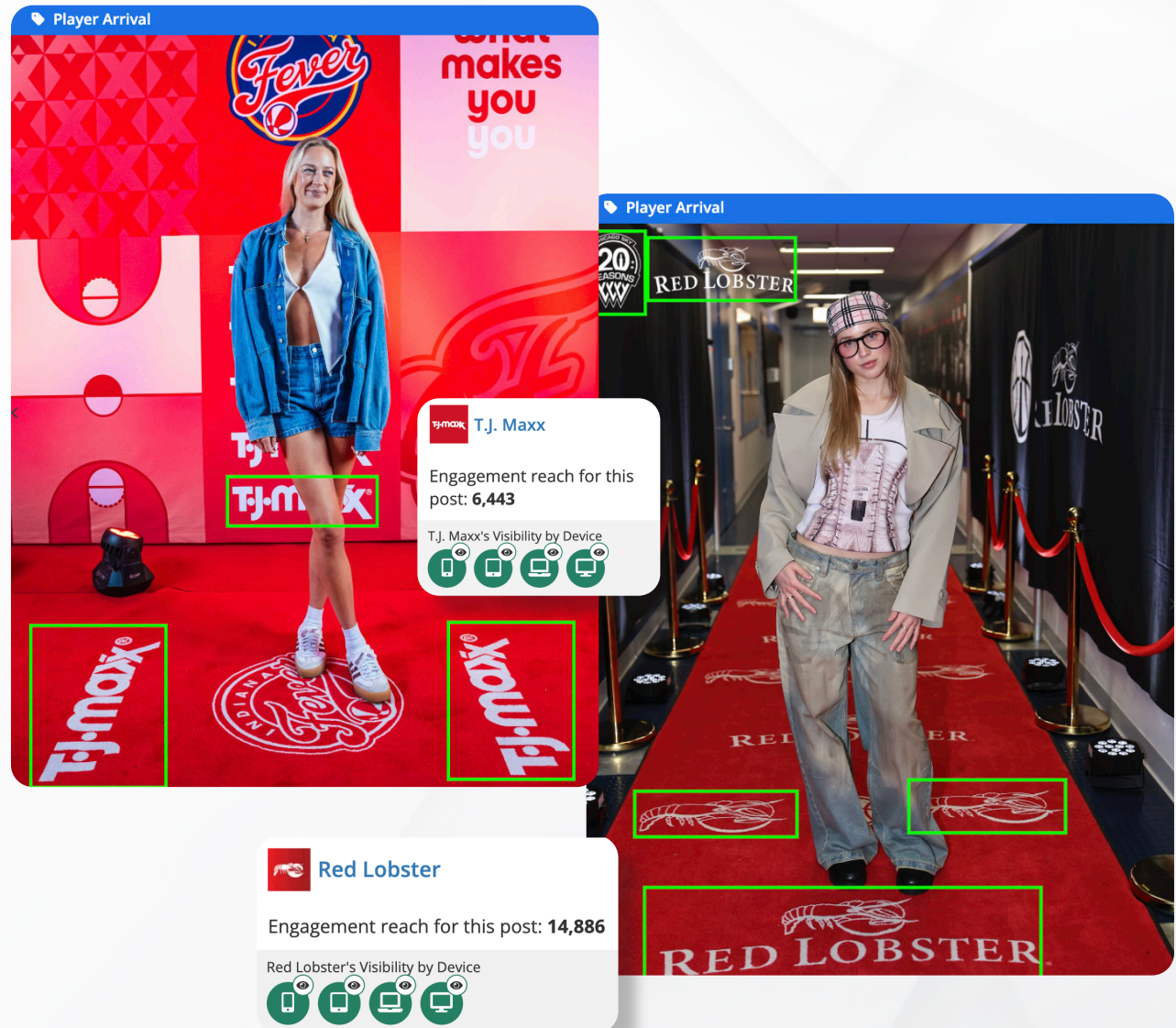
Based on data in Blinkfire from 5/16/2025-9/11/2025 across teams' owned accounts on Facebook, Instagram, TikTok, Threads, X, and YouTube.

JERSEY PATCH EXAMPLES



PLAYER ARRIVAL CONTENT

“Player arrival” content has become one of the most valuable moments in sports. From the entrance tunnel to the timeline, teams are turning pregame entrances into high-impact brand showcases. This season, the Indiana Fever and Chicago Sky led the way, combining for **3.4 million engagements on player arrival content** alone, proving that style and storytelling can drive serious value before tip-off.



Based on data in Blinkfire from 5/16/2025-10/10/2025

WOMEN-FOCUSED BRAND PARTNERSHIPS



SEQUEL™

HAIRITAGE
by Mindy McKnight








COACH

TEAM MEDIA VALUE

The Indiana Fever may have fallen short of the WNBA Finals, but they continued to dominate social media, leading all teams in total media value during the 2025 playoffs with an impressive \$4.1 million.

Despite their semifinal exit, the Fever's social presence, star power, and fan engagement helped them outperform the combined media value of the eventual finalists, showing just how much cultural and commercial momentum the team continues to build.

The Las Vegas Aces followed in second with \$2.6 million, driven by their history of success and championship moments from the WNBA Finals.

TEAM		TOTAL MEDIA VALUE
1	 INDIANA FEVER	\$4.1M
2	 LAS VEGAS ACES	\$2.6M
3	 MINNESOTA LYNX	\$906.5K
4	 PHOENIX MERCURY	\$861.6K
5	 DALLAS WINGS	\$467.8K

Based on data in Blinkfire from teams' owned & operated channels from 9/14/2025-10/10/2025

LAS VEGAS ACES: WNBA CHAMPIONS

2025 Playoffs:
Jersey Patch Value
On Social Media**\$263.7K****\$241.7K**

The Las Vegas Aces have won three of the last four WNBA Championships, cementing their place as one of the greatest dynasties in WNBA history. That success continues to translate into brand value. The Aces' primary jersey sponsors, **Ally and Ring**, both ranked in the top 10 jersey patches by media value during the regular season and continued to provide value on the



Based on data in Blinkfire from 9/14/2025-10/10/2025 across the Las Vegas Aces' 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.

