2025

WNBA REPORT

WNBA

Blinkfire™

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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.

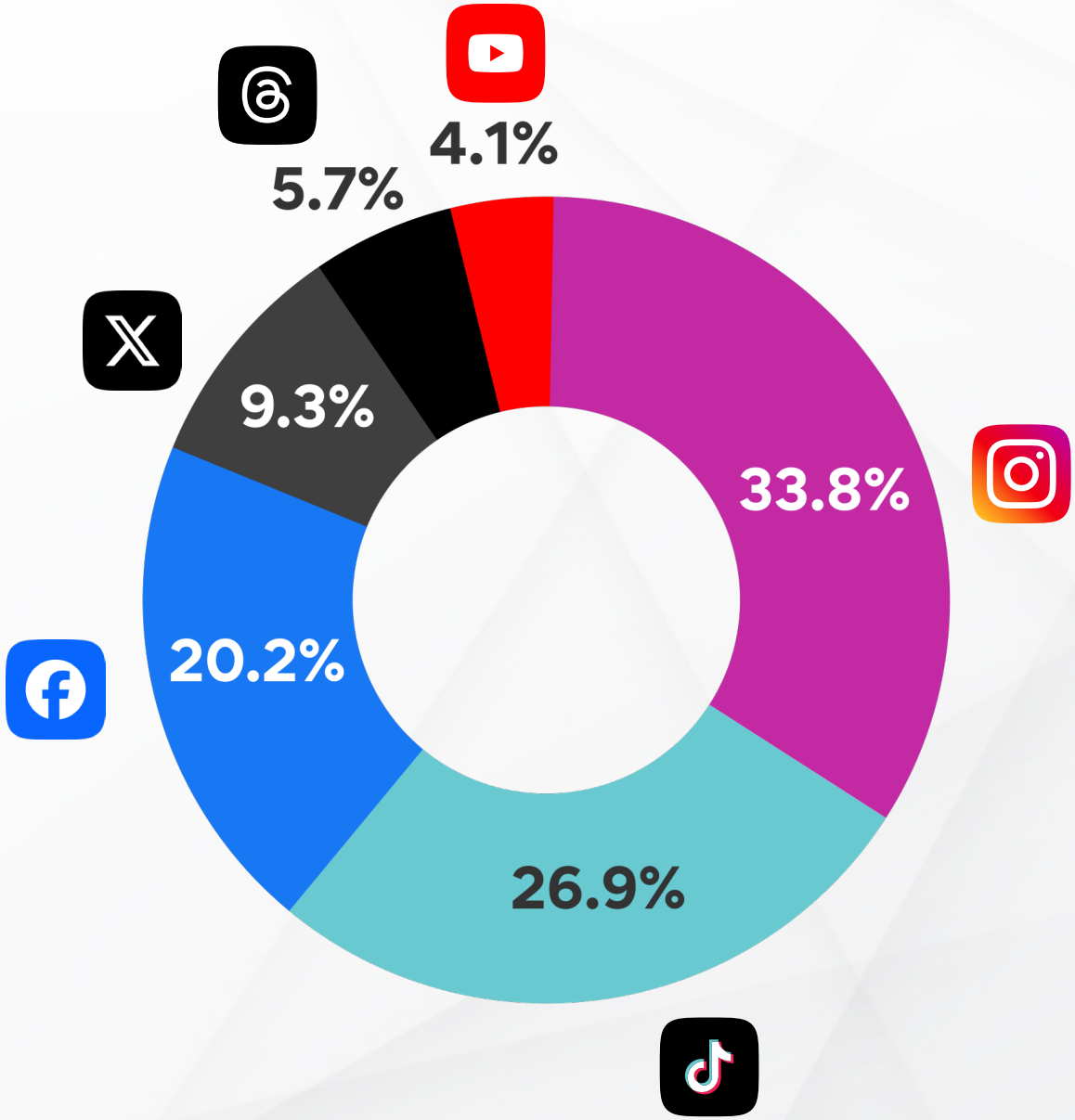


WNBA FOLLOWER DISTRIBUTION

WNBA

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.

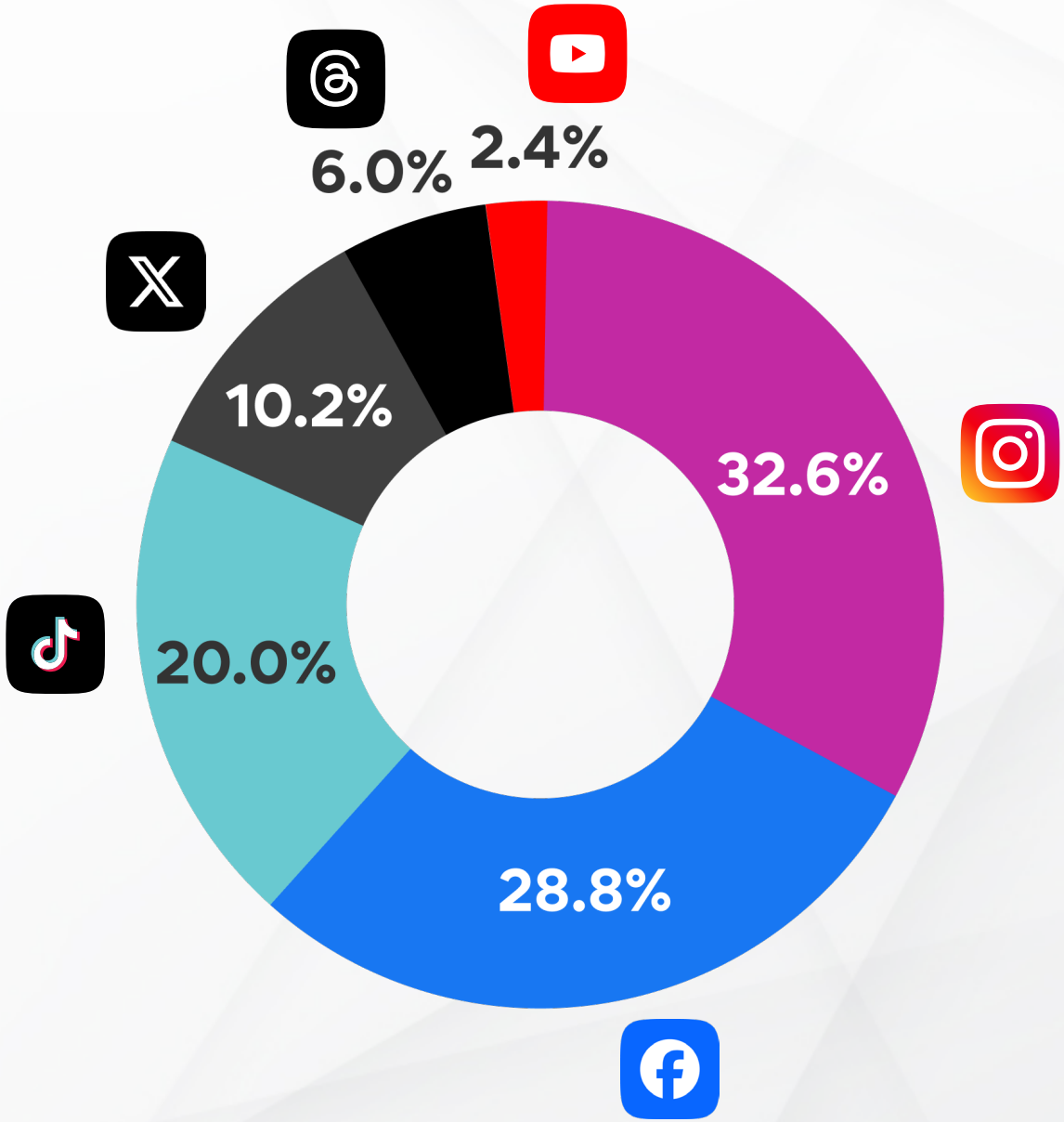


Based on data in Blinkfire from 9/11/2025 across X, Facebook, Instagram, TikTok, YouTube, and Threads

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**

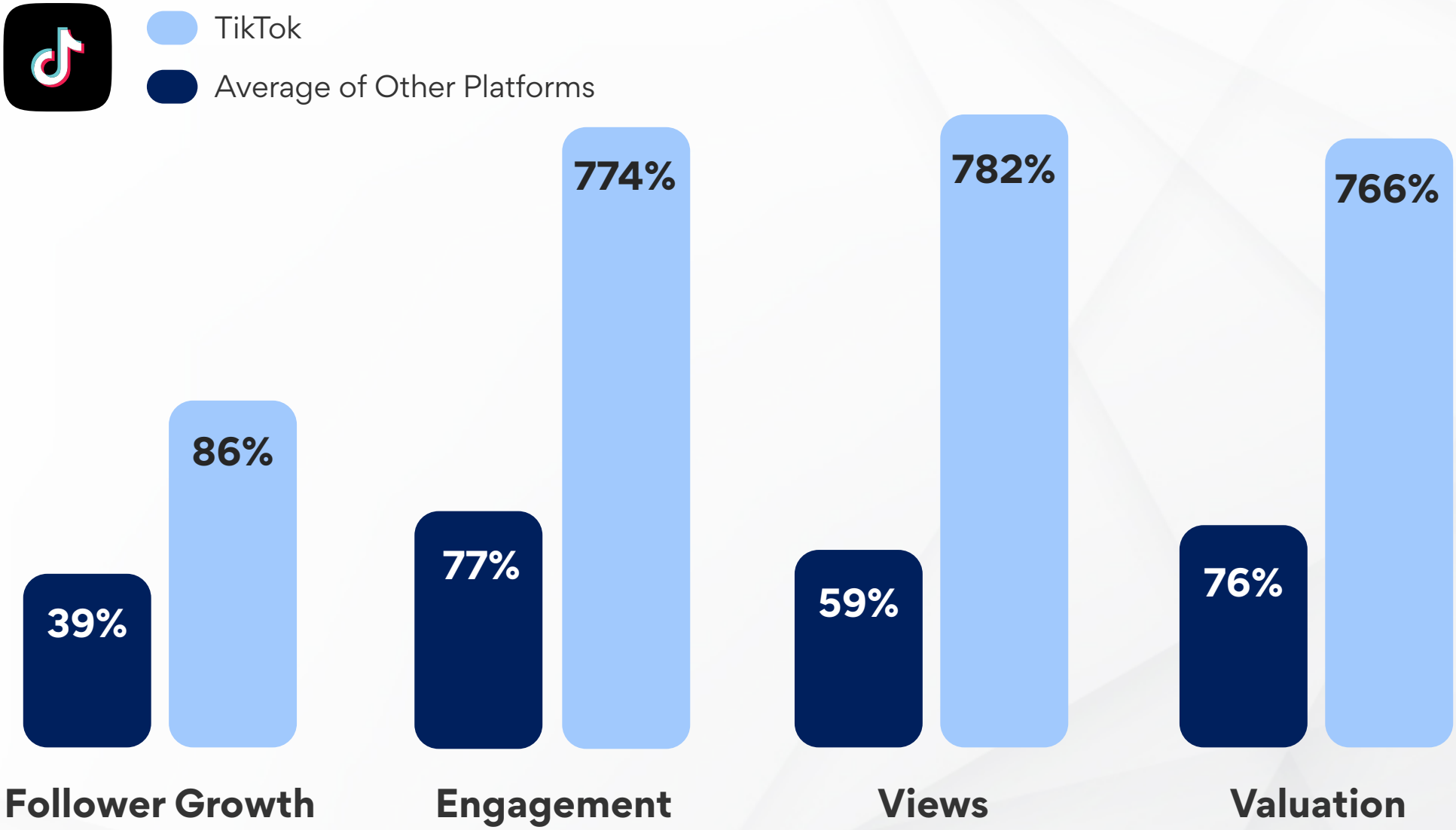
The **Dallas Wings** topped the league with an incredible 24.7 engagement-to-follower ratio, fueled by the arrival of rookie sensation Paige Bueckers, whose highlight plays and fan-favorite personality helped the team's content soar across social platforms. The Indiana Fever followed closely behind, 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



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	salesforce	$5.4M
2	Chicago Sky	MAGELLAN CORPORATION	$3.4M
3	Chicago Sky	UChicagoMedicine	$3.1M
4	Indiana Fever	Lilly	$2.7M
5	Dallas Wings	Albert	$2.7M
6	Dallas Wings	GEM GIRLS EMPOWERED BY MAVERICKS	$2.1M
7	New York Liberty	BARCLAYS	$1.3M
8	Minnesota Lynx	MAYO CLINIC	$1.2M
9	Las Vegas Aces	ring	$1.2M
10	Las Vegas Aces	ally	$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

Indiana Fever
@IndianaFever



The ESPY's @WNBA Player of...

Jul 17, 2025

21.78 E-score • **0** Shares •
88.7K Likes • **1,755** Comments

Chicago Sky
@chicagosky



W ♥

Aug 2025

0.95 E-score • **0** Shares •
24.5K Likes • **310** Comments

Dallas Wings
@dallaswings



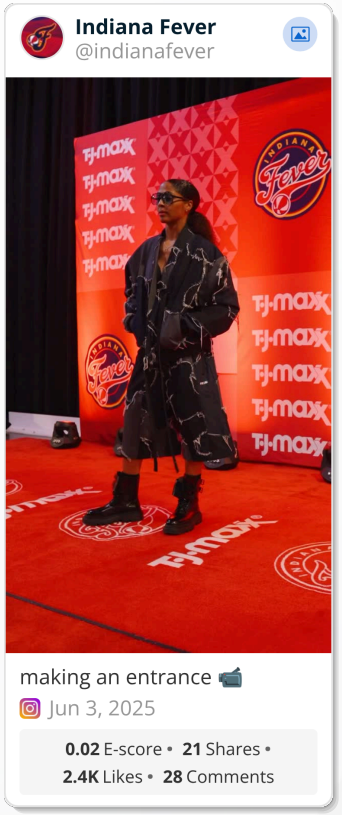
Paige Bueckers, 2025 AT&T...

Jul 2025

1.10 E-score • **0** Shares •
18.2K Likes • **205** Comments

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 PARTERNSHIPS

Indiana Fever
@indianafever



all the angles of Aliyah...
Jul 11, 2025

0.03 E-score • **26** Shares • **3.5K** Likes • **66** Comments

HAIRITAGE
by Mindy McKnight

Dallas Wings
@dallaswings



Always camera ready 📸...
Aug 2025

0.52 E-score • **0** Shares • **1.1K** Likes • **12** Comments

WNBA
@wnba



Our original series “Pride is...
Jul 1, 2025

0.03 E-score • **0** Shares • **9.1K** Likes • **139** Comments

SEQUEL™

COACH

TEAM MEDIA VALUE

The Indiana Fever may have fallen short of the WNBA Finals, but they continued to dominated 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

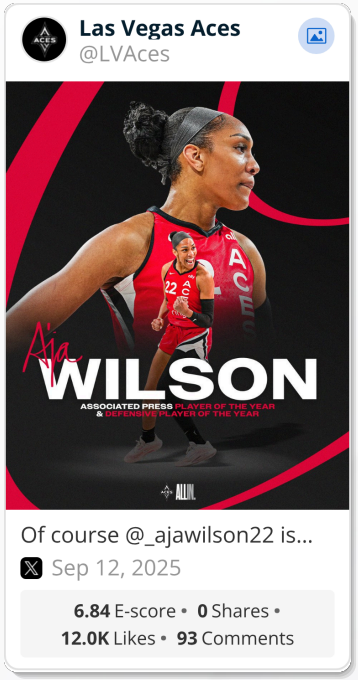
ally

$263.7K

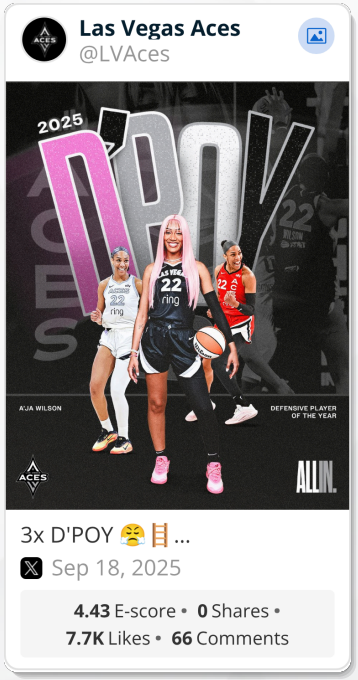
ring

$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



Player Stats



Score Graphic

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**.

