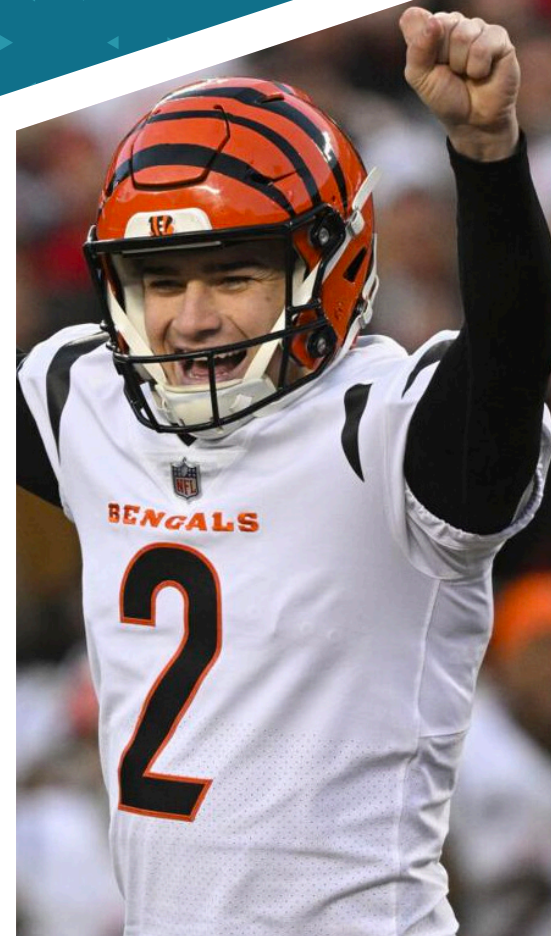




BLINKFIRE ANALYTICS

GLOBAL RANKING Q1 2022

TOTAL ENGAGEMENT



Blinkfire Global Ranking

Blinkfire's Global Ranking benchmarks teams and leagues based on social media metrics like engagements, followers, and video views. The following pages include Global Rankings from select sports and leagues based on **social media engagement – total and per platform**.

MEN'S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

TOTAL ENGAGEMENT			TOTAL ENGAGEMENT			TOTAL ENGAGEMENT					
1		FC BARCELONA	678.3M	1		FC BARCELONA	498.8M	1		FC BARCELONA	61.6M
2		MANCHESTER UNITED FC	553.8M	2		MANCHESTER UNITED FC	428.1M	2		REAL MADRID	39.5M
3		REAL MADRID	526.8M	3		REAL MADRID	395.4M	3		CHELSEA FC	39.2M
4		PARIS SAINT-GERMAIN FC	363.9M	4		PARIS SAINT-GERMAIN FC	292.6M	4		LIVERPOOL FC	26.9M
5		LIVERPOOL FC	334.2M	5		CHELSEA FC	224.8M	5		MANCHESTER UNITED FC	19.3M
6		CHELSEA FC	324.8M	6		LIVERPOOL FC	217.8M	6		PARIS SAINT-GERMAIN FC	8.6M
7		JUVENTUS FC	150.3M	7		MANCHESTER CITY FC	111.7M	7		MANCHESTER CITY FC	6.7M
8		MANCHESTER CITY FC	147.1M	8		JUVENTUS FC	107.1M	8		BEŞİKTAŞ JIMNASTIK KULÜBÜ	6M
9		FC BAYERN MÜNCHEN	127.7M	9		FC BAYERN MÜNCHEN	90.8M	9		FC BAYERN MÜNCHEN	4.6M
10		BEŞİKTAŞ JIMNASTIK KULÜBÜ	75.9M	10		BEŞİKTAŞ JIMNASTIK KULÜBÜ	67.5M	10		JUVENTUS FC	4.3M

Total engagement from Instagram, Twitter, Facebook, TikTok, YouTube and Sina Weibo



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



TOTAL ENGAGEMENT



TOTAL ENGAGEMENT



TOTAL ENGAGEMENT

Rank	Team Logo	Team Name	Total Engagement	Rank	Team Logo	Team Name	Total Engagement	Rank	Team Logo	Team Name	Total Engagement
1		FC BARCELONA	64.6M	1		FC BARCELONA	48.8M	1		FC BARCELONA	3.8M
2		LIVERPOOL FC	63.2M	2		MANCHESTER UNITED FC	47M	2		LIVERPOOL FC	1.8M
3		MANCHESTER UNITED FC	57.2M	3		PARIS SAINT-GERMAIN FC	45.3M	3		MANCHESTER UNITED FC	1.6M
4		REAL MADRID	52.2M	4		REAL MADRID	37.6M	4		REAL MADRID	1.5M
5		CHELSEA FC	42.7M	5		FK ZENIT ST. PETERSBURG	28.5M	5		CHELSEA FC	1.2M
6		FC BAYERN MÜNCHEN	21.1M	6		LIVERPOOL FC	24M	6		MANCHESTER CITY FC	1.1M
7		PARIS SAINT-GERMAIN FC	16.3M	7		JUVENTUS FC	21.8M	7		JUVENTUS FC	646K
8		JUVENTUS FC	16.1M	8		AFC AJAX	16.9M	8		PARIS SAINT-GERMAIN FC	600K
9		MANCHESTER CITY FC	15.5M	9		CHELSEA FC	16.1M	9		AC MILAN	590K
10		FC INTERNAZIONALE	6.8M	10		AC MILAN	12.4M	10		FC INTERNAZIONALE	371K



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



TOTAL ENGAGEMENT

1		CHELSEA FC	601K
2		MANCHESTER UNITED FC	390K
3		FC BARCELONA	385K
4		REAL MADRID	372K
5		LIVERPOOL FC	344K
6		FC BAYERN MÜNCHEN	341K
7		PARIS SAINT-GERMAIN FC	333K
8		MANCHESTER CITY FC	149K
9		FC INTERNAZIONALE	132K
10		JUVENTUS FC	129K

MEN'S SOCCER



MLS

TOTAL ENGAGEMENT



TOTAL ENGAGEMENT



TOTAL ENGAGEMENT

Rank	Team	Total Engagement	Rank	Team	Total Engagement	Rank	Team	Total Engagement
1	LA GALAXY	4.4M	1	LA GALAXY	2.2M	1	LA GALAXY	476K
2	INTER MIAMI CF	1.9M	2	CHARLOTTE FC	1.4M	2	ATLANTA UNITED	282K
3	CHARLOTTE FC	1.8M	3	LOS ANGELES FC	1.4M	3	SEATTLE SOUNDERS FC	281K
4	ATLANTA UNITED	1.8M	4	INTER MIAMI CF	1.3M	4	CHARLOTTE FC	263K
5	LOS ANGELES FC	1.7M	5	ATLANTA UNITED	1.2M	5	PHILADELPHIA UNION	179K
6	SEATTLE SOUNDERS FC	1.7M	6	SEATTLE SOUNDERS FC	1.1M	6	TORONTO FC	172K
7	TORONTO FC	1.5M	7	TORONTO FC	972K	7	ORLANDO CITY SC	160K
8	REAL SALT LAKE	1.4M	8	CHICAGO FIRE FC	960K	8	LOS ANGELES FC	158K
9	CHICAGO FIRE FC	1.3M	9	ORLANDO CITY SC	713K	9	NEW ENGLAND REVOLUTION	154K
10	SAN JOSE EARTHQUAKES	1.2M	10	SAN JOSE EARTHQUAKES	693K	10	CHICAGO FIRE FC	152K

Total engagement from Instagram, Twitter, Facebook, TikTok and YouTube



MLS



TOTAL ENGAGEMENT



TOTAL ENGAGEMENT



TOTAL ENGAGEMENT

1		SEATTLE SOUNDERS FC	322K
2		LA GALAXY	315K
3		MINNESOTA UNITED FC	206K
4		ATLANTA UNITED	204K
5		LOS ANGELES FC	169K
6		CHICAGO FIRE FC	166K
7		CHARLOTTE FC	164K
8		CLUB DE FOOT MONTRÉAL	157K
9		TORONTO FC	152K
10		PORTLAND TIMBERS	149K

1		LA GALAXY	1.3M
2		REAL SALT LAKE	884K
3		SPORTING KANSAS CITY	567K
4		INTER MIAMI CF	504K
5		SAN JOSE EARTHQUAKES	418K
6		TORONTO FC	284K
7		ATLANTA UNITED	94K
8		PORTLAND TIMBERS	93K
9		CHICAGO FIRE FC	74K
10		NEW YORK RED BULLS	73K

1		SEATTLE SOUNDERS FC	7.7K
2		LOS ANGELES FC	7.2K
3		LA GALAXY	6K
4		ATLANTA UNITED	4.6K
5		CHARLOTTE FC	4.3K
6		NEW YORK CITY FC	3.8K
7		MINNESOTA UNITED FC	2K
8		PORTLAND TIMBERS	1.8K
9		AUSTIN FC	1.6K
10		NEW YORK RED BULLS	1.6K

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

TOTAL ENGAGEMENT

1		FC BARCELONA FEMENÍ	17.6M
2		CHELSEA FC WOMEN	13.2M
3		ARSENAL WOMEN FC	6.9M
4		REAL MADRID FEMENINO	6.3M
5		PSG FÉMININES	3.8M
6		JUVENTUS WOMEN	3.6M
7		FC BAYERN FRAUENFUßBALL	2M
8		OLYMPIQUE LYONNAIS FÉMININ	844K
9		VFL WOLFSBURG FRAUENFUßBALL	394K
10		SL BENFICA FEMININO	391K



TOTAL ENGAGEMENT

1		FC BARCELONA FEMENÍ	12.2M
2		CHELSEA FC WOMEN	7.2M
3		ARSENAL WOMEN FC	3.7M
4		REAL MADRID FEMENINO	3.6M
5		JUVENTUS WOMEN	3.1M
6		PSG FÉMININES	3.1M
7		FC BAYERN FRAUENFUßBALL	1.5M
8		OLYMPIQUE LYONNAIS FÉMININ	419K
9		SL BENFICA FEMININO	391K
10		VFL WOLFSBURG FRAUENFUßBALL	303K

Total engagement from Instagram, Twitter and Facebook

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE



TOTAL ENGAGEMENT

1		FC BARCELONA FEMENÍ	2.4M
2		CHELSEA FC WOMEN	2.4M
3		ARSENAL WOMEN FC	2.3M
4		REAL MADRID FEMENINO	905K
5		JUVENTUS WOMEN	406K
6		PSG FÉMININES	253K
7		FC BAYERN FRAUENFUSSBALL	158K
8		OLYMPIQUE LYONNAIS FÉMININ	120K
9		VFL WOLFSBURG FRAUENFUSSBALL	32K
10		SERVETTE FC CHÊNOIS FÉMININ	6K



TOTAL ENGAGEMENT

1		CHELSEA FC WOMEN	19.5M
2		FC BARCELONA FEMENÍ	5.1M
3		REAL MADRID FEMENINO	4.9M
4		ARSENAL WOMEN FC	4.3M
5		PSG FÉMININES	1.9M
6		FC BAYERN FRAUENFUSSBALL	1.7M
7		OLYMPIQUE LYONNAIS FÉMININ	1.66M
8		VFL WOLFSBURG FRAUENFUSSBALL	221K
9		1899 HOFFENHEIM FRAUEN	64K
10		SERVETTE FC CHÊNOIS FÉMININ	57K

WOMEN'S SOCCER



NWSL

TOTAL ENGAGEMENT

1		ANGEL CITY FC	651K
2		PORTLAND THORNS	582K
3		NJNY GOTHAM FC	515K
4		ORLANDO PRIDE	480K
5		HOUSTON DASH	463K
6		KANSAS CITY CURRENT	453K
7		SAN DIEGO WAVE	371K
8		WASHINGTON SPIRIT	334K
9		OL REIGN	327K
10		RACING LOUISVILLE FC	266K



TOTAL ENGAGEMENT

1		ANGEL CITY FC	564K
2		PORTLAND THORNS	407K
3		NJNY GOTHAM FC	403K
4		ORLANDO PRIDE	367K
5		SAN DIEGO WAVE	324K
6		KANSAS CITY CURRENT	296K
7		HOUSTON DASH	276K
8		WASHINGTON SPIRIT	248K
9		OL REIGN	241K
10		RACING LOUISVILLE	179K

Total engagement from Instagram, Twitter and Facebook

WOMEN'S SOCCER



NWSL



TOTAL ENGAGEMENT

1		KANSAS CITY CURRENT	128K
2		HOUSTON DASH	119K
3		NJNY GOTHAM FC	95K
4		PORTLAND THORNS	85K
5		ORLANDO PRIDE	79K
6		ANGEL CITY FC	73K
7		RACING LOUISVILLE FC	65K
8		WASHINGTON SPIRIT	59K
9		OL REIGN	51K
10		SAN DIEGO WAVE	43K



TOTAL ENGAGEMENT

1		PORTLAND THORNS	88K
2		HOUSTON DASH	67K
3		OL REIGN	34K
4		ORLANDO PRIDE	33K
5		KANSAS CITY CURRENT	29K
6		WASHINGTON SPIRIT	25K
7		RACING LOUISVILLE FC	21K
8		NJNY GOTHAM FC	17K
9		NORTH CAROLINA COURAGE	16K
10		CHICAGO RED STARS	14K

MEN'S BASKETBALL



NBA

TOTAL ENGAGEMENT			TOTAL ENGAGEMENT			TOTAL ENGAGEMENT		
1		GOLDEN STATE WARRIORS 118M	1		GOLDEN STATE WARRIORS 87.8M	1		GOLDEN STATE WARRIORS 10M
2		LOS ANGELES LAKERS 88.5M	2		LOS ANGELES LAKERS 74.6M	2		LOS ANGELES LAKERS 7.1M
3		CHICAGO BULLS 50.3M	3		CHICAGO BULLS 35.4M	3		CHICAGO BULLS 6.5M
4		BROOKLYN NETS 28.7M	4		BOSTON CELTICS 23.5M	4		PHILADELPHIA 76ERS 3.4M
5		MILWAUKEE BUCKS 28.6M	5		MILWAUKEE BUCKS 22.7M	5		BROOKLYN NETS 2.9M
6		BOSTON CELTICS 27.7M	6		BROOKLYN NETS 20.9M	6		MIAMI HEAT 2.7M
7		MIAMI HEAT 24.9M	7		MIAMI HEAT 19.4M	7		BOSTON CELTICS 2.4M
8		PHILADELPHIA 76ERS 20.9M	8		PHILADELPHIA 76ERS 15.3M	8		MILWAUKEE BUCKS 2.3M
9		PHOENIX SUNS 18.8M	9		PHOENIX SUNS 14.4M	9		PHOENIX SUNS 2.3M
10		DALLAS MAVERICKS 18.6M	10		MEMPHIS GRIZZLIES 14.3M	10		CLEVELAND CAVALIERS 2.1M

Total engagement from Instagram, Twitter, Facebook, TikTok, YouTube and Sina Weibo

MEN'S BASKETBALL



NBA



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	12.1M
2		LOS ANGELES LAKERS	5.7M
3		CHICAGO BULLS	3.2M
4		SAN ANTONIO SPURS	2.8M
5		BROOKLYN NETS	2.5M
6		DALLAS MAVERICKS	2M
7		MILWAUKEE BUCKS	2M
8		BOSTON CELTICS	1.6M
9		PHOENIX SUNS	1.5M
10		LOS ANGELES CLIPPERS	1.3M



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	5.6M
2		CHICAGO BULLS	4.9M
3		CHARLOTTE HORNETS	4.6M
4		DENVER NUGGETS	2.3M
5		UTAH JAZZ	1.9M
6		MIAMI HEAT	1.7M
7		SAN ANTONIO SPURS	1.5M
8		BROOKLYN NETS	1.5M
9		DALLAS MAVERICKS	1.4M
10		MILWAUKEE BUCKS	1.3M



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	326K
2		MILWAUKEE BUCKS	180K
3		LOS ANGELES LAKERS	54K
4		TORONTO RAPTORS	49K
5		DALLAS MAVERICKS	47K
6		CHICAGO BULLS	43K
7		BROOKLYN NETS	41K
8		NEW YORK KNICKS	37K
9		PORTLAND TRAIL BLAZERS	25K
10		DENVER NUGGETS	24K

MEN'S BASKETBALL



NBA



TOTAL ENGAGEMENT

1		GOLDEN STATE WARRIORS	1.9M
2		LOS ANGELES LAKERS	992K
3		BROOKLYN NETS	627K
4		DALLAS MAVERICKS	145K
5		PHILADELPHIA 76ERS	142K
6		LOS ANGELES CLIPPERS	113K
7		CLEVELAND CAVALIERS	76K
8		MIAMI HEAT	55K
9		PORTLAND TRAIL BLAZERS	48K
10		HOUSTON ROCKETS	43K

MEN'S BASKETBALL



EUROLEAGUE

TOTAL ENGAGEMENT			TOTAL ENGAGEMENT			TOTAL ENGAGEMENT		
1		FENERBAHÇE BEKO 13.1M	1		FENERBAHÇE BEKO 10M	1		FENERBAHÇE BEKO 2.3M
2		FC BARCELONA BÀSQUET 3.2M	2		FC BARCELONA BÀSQUET 2.4M	2		FC BARCELONA BÀSQUET 703K
3		REAL MADRID BASKET 3M	3		KK CRVENA ZVEZDA 2.2M	3		REAL MADRID BASKET 637K
4		OLYMPIACOS BC 2.9M	4		OLYMPIACOS BC 2.1M	4		ANADOLU EFES SPOR KULÜBÜ 192K
5		KK CRVENA ZVEZDA 2.8M	5		REAL MADRID BASKET 1.9M	5		KK CRVENA ZVEZDA 95K
6		PANATHINAIKOS BC 2M	6		PANATHINAIKOS BC 1.6M	6		OLYMPIACOS BC 90K
7		OLIMPIA MILANO 1.4M	7		OLIMPIA MILANO 1.1M	7		OLIMPIA MILANO 74K
8		MACCABI PLAYTIKA TEL AVIV 1.3M	8		ANADOLU EFES SPOR KULÜBÜ 1M	8		BITCI BASKONIA 59K
9		ANADOLU EFES SPOR KULÜBÜ 1.3M	9		MACCABI PLAYTIKA TEL AVIV 1M	9		PANATHINAIKOS BC 46K
10		BC ŽALGIRIS KAUNAS 1.2M	10		BC ŽALGIRIS KAUNAS 794K	10		MACCABI PLAYTIKA TEL AVIV 40K

Total engagement from Instagram, Twitter, Facebook, and YouTube

MEN'S BASKETBALL



EUROLEAGUE



TOTAL ENGAGEMENT

1		FENERBAHÇE BEKO	696K
2		OLYMPIACOS BC	651K
3		REAL MADRID BASKET	514K
4		KK CRVENA ZVEZDA	409K
5		BC ŽALGIRIS KAUNAS	396K
6		PANATHINAIKOS BC	325K
7		OLIMPIA MILANO	266K
8		MACCABI PLAYTIKA TEL AVIV	179K
9		FC BARCELONA BÀSQUET	122K
10		ANADOLU EFES SPOR KULÜBÜ	71K



TOTAL ENGAGEMENT

1		OLYMPIACOS BC	24K
2		BC ŽALGIRIS KAUNAS	10K
3		MACCABI PLAYTIKA TEL AVIV	6K
4		OLIMPIA MILANO	5.5K
5		KK CRVENA ZVEZDA	5.4K
6		PBK CSKA MOSCOW	3K
7		ANADOLU EFES SPOR KULÜBÜ	2.7K
8		REAL MADRID BASKET	2.5K
9		FC BAYERN MÜNCHEN BASKETBALL	1.9K
10		BITCI BASKONIA	1.3K

WOMEN'S BASKETBALL



WNBA

TOTAL ENGAGEMENT

1		SEATTLE STORM	571K
2		PHOENIX MERCURY	470K
3		LAS VEGAS ACES	438K
4		LOS ANGELES SPARKS	253K
5		CHICAGO SKY	224K
6		MINNESOTA LYNX	177K
7		WASHINGTON MYSTICS	166K
8		NEW YORK LIBERTY	155K
9		DALLAS WINGS	116K
10		INDIANA FEVER	108K



TOTAL ENGAGEMENT

1		SEATTLE STORM	352K
2		PHOENIX MERCURY	280K
3		LAS VEGAS ACES	239K
4		LOS ANGELES SPARKS	180K
5		CHICAGO SKY	133K
6		NEW YORK LIBERTY	111K
7		WASHINGTON MYSTICS	101K
8		MINNESOTA LYNX	67K
9		DALLAS WINGS	48K
10		INDIANA FEVER	44K

Total engagement from Instagram, Twitter and Facebook

WOMEN'S BASKETBALL



WNBA



TOTAL ENGAGEMENT

1		SEATTLE STORM	101K
2		PHOENIX MERCURY	98K
3		LAS VEGAS ACES	74K
4		LOS ANGELES SPARKS	62K
5		WASHINGTON MYSTICS	50.9K
6		CHICAGO SKY	50.2K
7		MINNESOTA LYNX	42K
8		DALLAS WINGS	36K
9		CONNECTICUT SUN	27K
10		INDIANA FEVER	21K



TOTAL ENGAGEMENT

1		LAS VEGAS ACES	124K
2		SEATTLE STORM	118K
3		PHOENIX MERCURY	90K
4		MINNESOTA LYNX	68K
5		INDIANA FEVER	41.5K
6		CHICAGO SKY	41.1K
7		DALLAS WINGS	31K
8		NEW YORK LIBERTY	23K
9		CONNECTICUT SUN	19K
10		WASHINGTON MYSTICS	13K



NFL

TOTAL ENGAGEMENT

1		CINCINNATI BENGALS	49.6M
2		PITTSBURGH STEELERS	29.7M
3		LOS ANGELES RAMS	28.1M
4		KANSAS CITY CHIEFS	23.8M
5		SAN FRANCISCO 49ERS	20.5M
6		GREEN BAY PACKERS	19.8M
7		LAS VEGAS RAIDERS	18.2M
8		TAMPA BAY BUCCANEERS	18M
9		BUFFALO BILLS	17.7M
10		NEW ENGLAND PATRIOTS	16.7M



TOTAL ENGAGEMENT

1		CINCINNATI BENGALS	22.1M
2		PITTSBURGH STEELERS	17.4M
3		KANSAS CITY CHIEFS	15.6M
4		LOS ANGELES RAMS	14.4M
5		LAS VEGAS RAIDERS	14.2M
6		GREEN BAY PACKERS	14.2M
7		SAN FRANCISCO 49ERS	13.9M
8		NEW ENGLAND PATRIOTS	12.4M
9		TAMPA BAY BUCCANEERS	11.9M
10		BUFFALO BILLS	10.6M



TOTAL ENGAGEMENT

1		CINCINNATI BENGALS	8.9M
2		LOS ANGELES RAMS	4.7M
3		PITTSBURGH STEELERS	3.2M
4		KANSAS CITY CHIEFS	2.7M
5		BUFFALO BILLS	2.1M
6		SAN FRANCISCO 49ERS	2.1M
7		TAMPA BAY BUCCANEERS	1.9M
8		GREEN BAY PACKERS	1.9M
9		NEW ENGLAND PATRIOTS	1.7M
10		LAS VEGAS RAIDERS	1.6M

Total engagement from Instagram, Twitter, Facebook, TikTok and YouTube



NFL



TOTAL ENGAGEMENT

1		CINCINNATI BENGALS	5.7M
2		PITTSBURGH STEELERS	5.5M
3		LOS ANGELES RAMS	3.6M
4		KANSAS CITY CHIEFS	3.4M
5		SAN FRANCISCO 49ERS	3.2M
6		GREEN BAY PACKERS	3.1M
7		BUFFALO BILLS	2.6M
8		DALLAS COWBOYS	2.5M
9		TAMPA BAY BUCCANEERS	2.4M
10		DENVER BRONCOS	2M



TOTAL ENGAGEMENT

1		CINCINNATI BENGALS	12.7M
2		INDIANAPOLIS COLTS	9.4M
3		LOS ANGELES RAMS	5.1M
4		PITTSBURGH STEELERS	3.4M
5		BUFFALO BILLS	2.1M
6		DETROIT LIONS	2M
7		WASHINGTON COMMANDERS	1.8M
8		KANSAS CITY CHIEFS	1.7M
9		SEATTLE SEAHAWKS	1.6M
10		TAMPA BAY BUCCANEERS	1.4M



TOTAL ENGAGEMENT

1		TAMPA BAY BUCCANEERS	194K
2		LOS ANGELES RAMS	145K
3		SAN FRANCISCO 49ERS	142K
4		DALLAS COWBOYS	139K
5		LAS VEGAS RAIDERS	133K
6		KANSAS CITY CHIEFS	123K
7		PITTSBURGH STEELERS	96K
8		CINCINNATI BENGALS	93K
9		DENVER BRONCOS	72K
10		LOS ANGELES CHARGERS	68K



NHL

TOTAL ENGAGEMENT

1		BOSTON BRUINS	4.3M
2		PITTSBURGH PENGUINS	4.3M
3		NEW YORK RANGERS	4.2M
4		TORONTO MAPLE LEAFS	4M
5		CHICAGO BLACKHAWKS	3.4M
6		COLORADO AVALANCHE	3.2M
7		VANCOUVER CANUCKS	2.6M
8		DETROIT RED WINGS	2.3M
9		CAROLINA HURRICANES	2.2M
10		WASHINGTON CAPITALS	1.9M



TOTAL ENGAGEMENT

1		BOSTON BRUINS	9.1M
2		TORONTO MAPLE LEAFS	8.4M
3		MONTREAL CANADIENS	6.2M
4		PITTSBURGH PENGUINS	6M
5		NEW YORK RANGERS	5.9M
6		WASHINGTON CAPITALS	5.7M
7		MINNESOTA WILD	4.2M
8		CHICAGO BLACKHAWKS	3.7M
9		EDMONTON OILERS	3.4M
10		VANCOUVER CANUCKS	2.9M



TOTAL ENGAGEMENT

1		NEW YORK RANGERS	1.9M
2		PITTSBURGH PENGUINS	1.76M
3		BOSTON BRUINS	1.74M
4		TORONTO MAPLE LEAFS	1.38M
5		CAROLINA HURRICANES	1.35M
6		VANCOUVER CANUCKS	1.2M
7		COLORADO AVALANCHE	1M
8		MONTREAL CANADIENS	960K
9		DETROIT RED WINGS	837K
10		DALLAS STARS	824K

Total engagement from Instagram, Twitter, Facebook, TikTok and YouTube



NHL



TOTAL ENGAGEMENT

1		PITTSBURGH PENGUINS	1.9M
2		BOSTON BRUINS	1.7M
3		NEW YORK RANGERS	1.4M
4		ST. LOUIS BLUES	1M
5		TORONTO MAPLE LEAFS	1M
6		MINNESOTA WILD	974K
7		DETROIT RED WINGS	971K
8		CHICAGO BLACKHAWKS	955K
9		COLORADO AVALANCHE	909K
10		WASHINGTON CAPITALS	827K



TOTAL ENGAGEMENT

1		CHICAGO BLACKHAWKS	1.6M
2		TORONTO MAPLE LEAFS	1.5M
3		COLORADO AVALANCHE	1.2M
4		BOSTON BRUINS	862K
5		VANCOUVER CANUCKS	800K
6		NEW YORK RANGERS	781K
7		PHILADELPHIA FLYERS	727K
8		PITTSBURGH PENGUINS	572K
9		DETROIT RED WINGS	532K
10		DALLAS STARS	465K



TOTAL ENGAGEMENT

1		TORONTO MAPLE LEAFS	74K
2		EDMONTON OILERS	48K
3		NEW YORK RANGERS	26K
4		PITTSBURGH PENGUINS	19K
5		MONTREAL CANADIENS	17.78K
6		DETROIT RED WINGS	17.7K
7		MINNESOTA WILD	17K
8		VANCOUVER CANUCKS	16K
9		COLUMBUS BLUE JACKETS	8.7K
10		OTTAWA SENATORS	8.5K



MLB

TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	11.4M
2		NEW YORK YANKEES	5.9M
3		BOSTON RED SOX	5.8M
4		NEW YORK METS	3.6M
5		TORONTO BLUE JAYS	3.5M
6		ATLANTA BRAVES	3.08M
7		LOS ANGELES ANGELS	2.37M
8		ST. LOUIS CARDINALS	2.33M
9		SAN DIEGO PADRES	2.2M
10		CINCINNATI REDS	2.1M



TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	9M
2		BOSTON RED SOX	2.9M
3		NEW YORK METS	2.1M
4		TORONTO BLUE JAYS	1.9M
5		ATLANTA BRAVES	1.8M
6		SAN DIEGO PADRES	1.65M
7		NEW YORK YANKEES	1.63M
8		LOS ANGELES ANGELS	1.3M
9		PHILADELPHIA PHILLIES	1.2M
10		ST. LOUIS CARDINALS	1.1M



TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	981K
2		BOSTON RED SOX	847K
3		NEW YORK YANKEES	694K
4		TORONTO BLUE JAYS	677K
5		NEW YORK METS	589K
6		ATLANTA BRAVES	554K
7		LOS ANGELES ANGELS	441K
8		ST. LOUIS CARDINALS	428K
9		CHICAGO CUBS	421K
10		CINCINNATI REDS	332K

Total engagement from Instagram, Twitter, Facebook, TikTok and YouTube



MLB



TOTAL ENGAGEMENT

1		LOS ANGELES DODGERS	1.3M
2		BOSTON RED SOX	1.18M
3		NEW YORK YANKEES	1.16M
4		ST. LOUIS CARDINALS	716K
5		CINCINNATI REDS	665K
6		ATLANTA BRAVES	621K
7		TORONTO BLUE JAYS	560K
8		NEW YORK METS	470K
9		HOUSTON ASTROS	349K
10		KANSAS CITY ROYALS	342K



TOTAL ENGAGEMENT

1		NEW YORK YANKEES	2.4M
2		BOSTON RED SOX	913K
3		PITTSBURGH PIRATES	597K
4		NEW YORK METS	405K
5		TORONTO BLUE JAYS	387K
6		SEATTLE MARINERS	351K
7		CINCINNATI REDS	326K
8		LOS ANGELES ANGELS	269K
9		TEXAS RANGERS	255K
10		MINNESOTA TWINS	217K



TOTAL ENGAGEMENT

1		NEW YORK METS	10K
2		ATLANTA BRAVES	7K
3		SEATTLE MARINERS	6.3K
4		DETROIT TIGERS	6.1K
5		CHICAGO CUBS	5.1K
6		CHICAGO WHITE SOX	4.58K
7		HOUSTON ASTROS	4.53K
8		BOSTON RED SOX	2.89K
9		ST. LOUIS CARDINALS	2.86K
10		LOS ANGELES DODGERS	2.7K



TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	93.1M
2		SCUDERIA FERRARI	63.8M
3		ORACLE RED BULL RACING	61.1M
4		MCLAREN RACING	51.2M
5		HAAS F1 TEAM	23.3M
6		ASTON MARTIN ARAMCO COGNIZANT	13.1M
7		WILLIAMS RACING	10.4M
8		ALFA ROMEO F1 TEAM ORLEN	10.15M
9		SCUDERIA ALPHATAURI	10.1M
10		ALPINE F1 TEAM	7.3M

TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	72.4M
2		SCUDERIA FERRARI	53.7M
3		ORACLE RED BULL RACING	51.6M
4		MCLAREN RACING	42.9M
5		HAAS F1 TEAM	16.6M
6		ASTON MARTIN ARAMCO COGNIZANT	10.9M
7		ALFA ROMEO F1 TEAM ORLEN	8.9M
8		SCUDERIA ALPHATAURI	8.7M
9		WILLIAMS RACING	8.6M
10		ALPINE F1 TEAM	6.3M

TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	12.2M
2		SCUDERIA FERRARI	5.8M
3		MCLAREN RACING	5.6M
4		ORACLE RED BULL RACING	5M
5		HAAS F1 TEAM	4.9M
6		ASTON MARTIN ARAMCO COGNIZANT	1.4M
7		WILLIAMS RACING	1.2M
8		ALFA ROMEO F1 TEAM ORLEN	981K
9		SCUDERIA ALPHATAURI	949K
10		ALPINE F1 TEAM	848K

Total engagement from Instagram, Twitter, Facebook and YouTube



f TOTAL ENGAGEMENT

▶ TOTAL ENGAGEMENT

1		MERCEDES AMG PETRONAS	8.2M
2		ORACLE RED BULL RACING	4.4M
3		SCUDERIA FERRARI	4.1M
4		MCLAREN RACING	2.4M
5		HAAS F1 TEAM	1.8M
6		ASTON MARTIN ARAMCO COGNIZANT	663K
7		WILLIAMS RACING	653K
8		SCUDERIA ALPHATAURI	443K
9		ALFA ROMEO F1 TEAM ORLEN	297K
10		ALPINE F1 TEAM	239K

1		MCLAREN RACING	356K
2		MERCEDES AMG PETRONAS	287K
3		SCUDERIA FERRARI	255K
4		ORACLE RED BULL RACING	160K
5		ASTON MARTIN ARAMCO COGNIZANT	131K
6		SCUDERIA ALPHATAURI	52K
7		WILLIAMS RACING	50K
8		ALFA ROMEO F1 TEAM ORLEN	12K
9		HAAS F1 TEAM	8K
10		ALPINE F1 TEAM	---