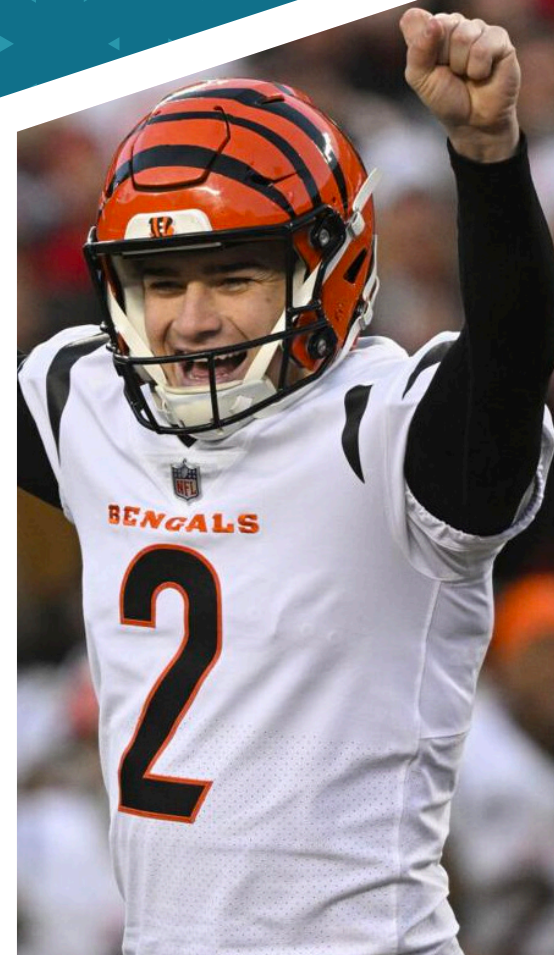




# BLINKFIRE ANALYTICS

# GLOBAL RANKING Q1 2022

## AVERAGE VIDEO VIEWS/POST



# 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 **average video views per post on social media**.

## MEN'S SOCCER



### UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST				AVERAGE VIDEO VIEWS/POST			
1		REAL MADRID	491K	1		REAL MADRID	6.9M	1		BEŞİKTAŞ JIMNASTİK KULÜBÜ	344K
2		FC BARCELONA	262K	2		FC BARCELONA	4.9M	2		CHELSEA FC	114K
3		PARIS SAINT-GERMAIN FC	381K	3		PARIS SAINT-GERMAIN FC	3.9M	3		ARSENAL FC	70K
4		MANCHESTER UNITED FC	612K	4		MANCHESTER UNITED FC	2.9M	4		SL BENFICA	51K
5		LIVERPOOL FC	238K	5		LIVERPOOL FC	1.4M	5		AFC AJAX	39K
6		FC BAYERN MÜNCHEN	140K	6		FC BAYERN MÜNCHEN	1.1M	6		MANCHESTER UNITED FC	38K
7		CHELSEA FC	403K	7		CHELSEA FC	971K	7		LIVERPOOL FC	37K
8		BEŞİKTAŞ JIMNASTİK KULÜBÜ	362K	8		BEŞİKTAŞ JIMNASTİK KULÜBÜ	967K	8		TOTTENHAM HOTSPUR FC	34K
9		JUVENTUS FC	120K	9		JUVENTUS FC	893K	9		FC BARCELONA	33K
10		ARSENAL FC	257K	10		ARSENAL FC	716K	10		FK ZENIT ST. PETERSBURG	30K

Average video views/post from Instagram, Twitter, Facebook, TikTok, YouTube, and Sina Weibo



## UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



### AVERAGE VIDEO VIEWS/POST

1		FC BARCELONA	985K
2		CHELSEA FC	922K
3		FC DYNAMO KYIV	769K
4		MANCHESTER UNITED FC	708K
5		ARSENAL FC	606K
6		REAL MADRID	560K
7		LIVERPOOL FC	234K
8		SL BENFICA	222K
9		BEŞİKTAŞ JİMNASTİK KULÜBÜ	184K
10		AFC AJAX	179K



### AVERAGE VIDEO VIEWS/POST

1		BORUSSIA DORTMUND	4.7M
2		PARIS SAINT-GERMAIN FC	4.6M
3		REAL MADRID	3.5M
4		FC BARCELONA	2.4M
5		MANCHESTER UNITED FC	2.22M
6		FK ZENIT ST. PETERSBURG	2.2M
7		CHELSEA FC	1.9M
8		LIVERPOOL FC	1.7M
9		AFC AJAX	1.5M
10		TOTTENHAM HOTSPUR FC	1.3M



### AVERAGE VIDEO VIEWS/POST

1		LIVERPOOL FC	528K
2		MANCHESTER UNITED FC	454K
3		REAL MADRID	450K
4		FC BARCELONA	362K
5		ARSENAL FC	310K
6		CHELSEA FC	224K
7		TOTTENHAM HOTSPUR FC	189K
8		MANCHESTER CITY FC	179K
9		JUVENTUS FC	115K
10		FC BAYERN MÜNCHEN	112K



## UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



### AVERAGE VIDEO VIEWS/POST

1		FC BARCELONA	24K
2		MANCHESTER UNITED FC	16K
3		CHELSEA FC	15K
4		REAL MADRID	14K
5		FC BAYERN MÜNCHEN	13K
6		PARIS SAINT-GERMAIN FC	12K
7		LIVERPOOL FC	11K
8		ARSENAL FC	10.6K
9		FC INTERNAZIONALE	9.5K
10		BORUSSIA DORTMUND	9K

# MEN'S SOCCER



## MLS

### AVERAGE VIDEO VIEWS/POST

1		LA GALAXY	35K
2		PORTLAND TIMBERS	33K
3		SPORTING KANSAS CITY	30K
4		TORONTO FC	29K
5		REAL SALT LAKE	24K
6		CHARLOTTE FC	20K
7		INTER MIAMI CF	18K
8		SAN JOSE EARTHQUAKES	14K
9		CLUB DE FOOT MONTRÉAL	12K
10		ST. LOUIS CITY FC	11K



### AVERAGE VIDEO VIEWS/POST

1		TORONTO FC	38K
2		ATLANTA UNITED	32K
3		PORTLAND TIMBERS	31.2K
4		LA GALAXY	31K
5		CHICAGO FIRE FC	28K
6		CHARLOTTE FC	27K
7		ORLANDO CITY SC	26K
8		INTER MIAMI CF	25K
9		SEATTLE SOUNDERS FC	23K
10		LOS ANGELES FC	20K



### AVERAGE VIDEO VIEWS/POST

1		TORONTO FC	19K
2		CHARLOTTE FC	14K
3		LA GALAXY	13.7K
4		SEATTLE SOUNDERS FC	10K
5		NEW YORK CITY FC	8.6K
6		ST. LOUIS CITY SC	8.2K
7		SPORTING KANSAS CITY	7K
8		AUSTIN FC	6.5K
9		DC UNITED	6.4K
10		PORTLAND TIMBERS	6K

Average video views/post from Instagram, Twitter, Facebook, TikTok and YouTube

# MEN'S SOCCER



## MLS



### AVERAGE VIDEO VIEWS/POST

1		PORTLAND TIMBERS	63K
2		LA GALAXY	49K
3		CLUB DE FOOT MONTRÉAL	33K
4		CHARLOTTE FC	31K
5		HOUSTON DYNAMO FC	27K
6		SEATTLE SOUNDERS FC	26K
7		TORONTO FC	24K
8		FC CINCINNATI	23K
9		ST. LOUIS CITY SC	22K
10		PHILADELPHIA UNION	18K



### AVERAGE VIDEO VIEWS/POST

1		SPORTING KANSAS CITY	345K
2		PORTLAND TIMBERS	210K
3		REAL SALT LAKE	111K
4		TORONTO FC	110K
5		LA GALAXY	105K
6		SAN JOSE EARTHQUAKES	68K
7		CLUB DE FOOT MONTRÉAL	45K
8		ORLANDO CITY SC	39K
9		INTER MIAMI CF	38.9K
10		LOS ANGELES FC	38.8K



### AVERAGE VIDEO VIEWS/POST

1		LOS ANGELES FC	9K
2		HOUSTON DYNAMO FC	3.4K
3		CLUB DE FOOT MONTRÉAL	3.3K
4		NEW YORK CITY FC	3K
5		LA GALAXY	2.7K
6		INTER MIAMI CF	2.6K
7		ATLANTA UNITED	2.1K
8		CHARLOTTE FC	2K
9		SEATTLE SOUNDERS FC	1.8K
10		TORONTO FC	1.7K

# WOMEN'S SOCCER



## UEFA WOMEN'S CHAMPIONS LEAGUE

### AVERAGE VIDEO VIEWS/POST

1		FC BARCELONA FEMENÍ	10.4K
2		REAL MADRID FEMENINO	7.3K
3		CHELSEA FC WOMEN	5.7K
4		ARSENAL WOMEN FC	5.6K
5		PSG FÉMININES	3.6K
6		SL BENFICA FEMININO	2.9K
7		JUVENTUS WOMEN	2.8K
8		FC BAYERN FRAUENFUßBALL	1.7K
9		VFL WOLFSBURG FRAUENFUßBALL	690
10		OLYMPIQUE LYONNAIS	572

Average video views per post from Instagram, Twitter and Facebook



### AVERAGE VIDEO VIEWS/POST

1		REAL MADRID FEMENINO	131K
2		FC BARCELONA FEMENÍ	117K
3		CHELSEA FC WOMEN	65K
4		JUVENTUS WOMEN	56K
5		PSG FÉMININES	51K
6		FC BAYERN FRAUENFUßBALL	29K
7		ARSENAL WOMEN FC	28K
8		SL BENFICA FEMININO	18K
9		VFL WOLFSBURG FRAUENFUßBALL	13K
10		OLYMPIQUE LYONNAIS	12K

# WOMEN'S SOCCER



## UEFA WOMEN'S CHAMPIONS LEAGUE



### AVERAGE VIDEO VIEWS/POST

Rank	Team Logo	Team Name	Average Video Views/Post
1		ARSENAL WOMEN FC	114K
2		FC BARCELONA FEMENÍ	84K
3		CHELSEA FC WOMEN	59K
4		REAL MADRID FEMENINO	15K
5		JUVENTUS WOMEN	9K
6		PSG FÉMININES	8.5K
7		OLYMPIQUE LYONNAIS	6.2K
8		FC BAYERN FRAUENFUSSBALL	6K
9		VFL WOLFSBURG FRAUENFUSSBALL	3K
10		SERVETTE FC CHÊNOIS FÉMININ	1K



### AVERAGE VIDEO VIEWS/POST

Rank	Team Logo	Team Name	Average Video Views/Post
1		CHELSEA FC WOMEN	209K
2		REAL MADRID FEMENINO	61K
3		FC BARCELONA FEMENÍ	46K
4		ARSENAL WOMEN FC	45.5K
5		OLYMPIQUE LYONNAIS	37K
6		PSG FÉMININES	32K
7		VFL WOLFSBURG FRAUENFUSSBALL	13K
8		FC BAYERN FRAUENFUSSBALL	5K
9		HB KOGE WOMEN	4.2K
10		1899 HOFFENHEIM FRAUEN	4K



# WOMEN'S SOCCER



## NWSL

### AVERAGE VIDEO VIEWS/POST

1		HOUSTON DASH	12K
2		SAN DIEGO WAVE FC	11.5K
3		PORTLAND THOR	9.8K
4		ANGEL CITY FC	8.8K
5		NJNY GOTHAM FC	8K
6		ORLANDO PRIDE	6.9K
7		KANSAS CITY CURRENT	6.7K
8		OL REIGN	5.5K
9		WASHINGTON SPIRIT	4.6K
10		RACING LOUISVILLE FC	4.2K



### AVERAGE VIDEO VIEWS/POST

1		PORTLAND THOR	22K
2		ORLANDO PRIDE	21.4K
3		NJNY GOTHAM FC	21K
4		SAN DIEGO WAVE	20.8K
5		ANGEL CITY FC	18K
6		HOUSTON DASH	11K
7		OL REIGN	10K
8		NORTH CAROLINA COURAGE	6.8K
9		RACING LOUISVILLE FC	6.4K
10		KANSAS CITY CURRENT	5.9K

Average video views/post from Instagram, Twitter and Facebook

# WOMEN'S SOCCER



## NWSL



### AVERAGE VIDEO VIEWS/POST

1		ANGEL CITY FC	13K
2		HOUSTON DASH	9K
3		PORTLAND THORNS	8.6K
4		KANSAS CITY CURRENT	8.2K
5		SAN DIEGO WAVE	8K
6		ORLANDO PRIDE	6.7K
7		NJNY GOTHAM FC	5.9K
8		RACING LOUISVILLE FC	5.3K
9		WASHINGTON SPIRIT	4.4K
10		OL REIGN	4.3K



### AVERAGE VIDEO VIEWS/POST

1		HOUSTON DASH	30K
2		PORTLAND THORNS	18K
3		SAN DIEGO WAVE	8.2K
4		OL REIGN	7.3K
5		NJNY GOTHAM FC	7K
6		RACING LOUISVILLE FC	6.2K
7		KANSAS CITY CURRENT	5.6K
8		WASHINGTON SPIRIT	5.2K
9		ANGEL CITY FC	4K
10		ORLANDO PRIDE	1.2K

# MEN'S BASKETBALL



## NBA

### AVERAGE VIDEO VIEWS/POST

1		GOLDEN STATE WARRIORS	303K
2		LOS ANGELES LAKERS	162K
3		CHICAGO BULLS	125K
4		BROOKLYN NETS	97K
5		MIAMI HEAT	78K
6		MILWAUKEE BUCKS	69K
7		BOSTON CELTICS	61K
8		CHARLOTTE HORNETS	55K
9		PHILADELPHIA 76ERS	52K
10		SAN ANTONIO SPURS	47K



### AVERAGE VIDEO VIEWS/POST

1		GOLDEN STATE WARRIORS	936K
2		LOS ANGELES LAKERS	788K
3		BROOKLYN NETS	390K
4		CHICAGO BULLS	318K
5		MIAMI HEAT	193K
6		MILWAUKEE BUCKS	181K
7		PHILADELPHIA 76ERS	135K
8		NEW YORK KNICKS	132K
9		BOSTON CELTICS	124K
10		TORONTO RAPTORS	121K



### AVERAGE VIDEO VIEWS/POST

1		LOS ANGELES LAKERS	203K
2		GOLDEN STATE WARRIORS	137K
3		CHICAGO BULLS	71K
4		PHILADELPHIA 76ERS	47K
5		BROOKLYN NETS	46.6K
6		MIAMI HEAT	40K
7		BOSTON CELTICS	34K
8		DENVER NUGGETS	26K
9		PHOENIX SUNS	25.4K
10		MILWAUKEE BUCKS	25K

Average video views/post from Instagram, Twitter, Facebook, TikTok, YouTube and Sina

# MEN'S BASKETBALL



NBA



AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST

1		GOLDEN STATE WARRIORS	980K
2		BROOKLYN NETS	417K
3		LOS ANGELES LAKERS	252K
4		MILWAUKEE BUCKS	184K
5		CHICAGO BULLS	175K
6		SAN ANTONIO SPURS	147K
7		MIAMI HEAT	135K
8		DENVER NUGGETS	83K
9		MEMPHIS GRIZZLIES	81K
10		BOSTON CELTICS	77K

1		CHICAGO BULLS	980K
2		DENVER NUGGETS	655K
3		GOLDEN STATE WARRIORS	532K
4		PHILADELPHIA 76ERS	414K
5		CHARLOTTE HORNETS	367K
6		OKLAHOMA CITY THUNDER	355K
7		WASHINGTON WIZARDS	351K
8		UTAH JAZZ	226K
9		HOUSTON ROCKETS	220K
10		MIAMI HEAT	219.6K

1		GOLDEN STATE WARRIORS	47K
2		CHICAGO BULLS	27K
3		MILWAUKEE BUCKS	25K
4		DALLAS MAVERICKS	16K
5		BROOKLYN NETS	12K
6		UTAH JAZZ	11.7K
7		HOUSTON ROCKETS	11K
8		TORONTO RAPTORS	10.6K
9		LOS ANGELES LAKERS	7.1K
10		ORLANDO MAGIC	7K

# MEN'S BASKETBALL



NBA



AVERAGE VIDEO VIEWS/POST

1		GOLDEN STATE WARRIORS	47K
2		LOS ANGELES LAKERS	28K
3		BROOKLYN NETS	17K
4		CLEVELAND CAVALIERS	12K
5		PHILADELPHIA 76ERS	9.1K
6		LOS ANGELES CLIPPERS	4.7K
7		DALLAS MAVERICKS	3.6K
8		NEW YORK KNICKS	2.9K
9		CHICAGO BULLS	2.8K
10		HOUSTON ROCKETS	2.4K

# MEN'S BASKETBALL



## EUROLEAGUE

### AVERAGE VIDEO VIEWS/POST

1		FENERBAHÇE BEKO	92K
2		OLYMPIACOS BC	48K
3		KK CRVENA ZVEZDA	17K
4		FC BARCELONA BÀSQUET	15.8K
5		ANADOLU EFES SPOR KULÜBÜ	15.3K
6		PANATHINAIKOS BC	13K
7		OLIMPIA MILANO	10K
8		MACCABI PLAYTIKA TEL AVIV	9.9K
9		REAL MADRID BASKET	9.5K
10		BC ŽALGIRIS KAUNAS	8K



### AVERAGE VIDEO VIEWS/POST

1		FENERBAHÇE BEKO	110K
2		OLYMPIACOS BC	68K
3		KK CRVENA ZVEZDA	46K
4		PANATHINAIKOS BC	41K
5		FC BARCELONA BÀSQUET	32K
6		REAL MADRID BASKET	23K
7		ANADOLU EFES SPOR KULÜBÜ	21K
8		OLIMPIA MILANO	19K
9		MACCABI PLAYTIKA TEL AVIV	15K
10		BC ŽALGIRIS KAUNAS	7K



### AVERAGE VIDEO VIEWS/POST

1		FENERBAHÇE BEKO	104K
2		FC BARCELONA BÀSQUET	13.7K
3		ANADOLU EFES SPOR KULÜBÜ	13.4K
4		OLYMPIACOS BC	8K
5		REAL MADRID BASKET	7K
6		KK CRVENA ZVEZDA	3K
7		PANATHINAIKOS BC	2K
8		MACCABI PLAYTIKA TEL AVIV	1.73K
9		OLIMPIA MILANO	1.71K
10		BITCI BASKONIA	1.4K

Average video views/post Instagram, Twitter, Facebook and YouTube

# MEN'S BASKETBALL



## EUROLEAGUE



### AVERAGE VIDEO VIEWS/POST

1		OLYMPIACOS BC	91K
2		FENERBAHÇE BEKO	59K
3		KK CRVENA ZVEZDA	47K
4		PANATHINAIKOS BC	44K
5		MACCABI PLAYTIKA TEL AVIV	25K
6		BC ŽALGIRIS KAUNAS	22K
7		OLIMPIA MILANO	21K
8		ANADOLU EFES SPOR KULÜBÜ	14K
9		REAL MADRID BASKET	7K
10		AS MONACO BASKET	5K



### AVERAGE VIDEO VIEWS/POST









1		OLYMPIACOS BC	14K
2		ANADOLU EFES SPOR KULÜBÜ	8K
3		KK CRVENA ZVEZDA	6K
4		MACCABI PLAYTIKA TEL AVIV	3.2K
5		BC ŽALGIRIS KAUNAS	3.06K
6		FC BAYERN MÜNCHEN BASKETBALL	3.05K
7		OLIMPIA MILANO	2.6K
8		REAL MADRID BASKET	1.7K
9		PBK CSKA MOSCOW	1.5K
10		ALBA BERLIN	800

# WOMEN'S BASKETBALL



## WNBA

### AVERAGE VIDEO VIEWS/POST

1		MINNESOTA LYNX	37K
2		PHOENIX MERCURY	22K
3		SEATTLE STORM	16K
4		CHICAGO SKY	15K
5		LAS VEGAS ACES	9.6K
6		NEW YORK LIBERTY	8K
7		LOS ANGELES SPARKS	4.7K
8		WASHINGTON MYSTICS	3.9K
9		INDIANA FEVER	3.3K
10		DALLAS WINGS	3.2K



### AVERAGE VIDEO VIEWS/POST

1		MINNESOTA LYNX	37K
2		PHOENIX MERCURY	17K
3		LOS ANGELES SPARKS	14.5K
4		SEATTLE STORM	14K
5		LAS VEGAS ACES	12K
6		CHICAGO SKY	11K
7		NEW YORK LIBERTY	6K
8		WASHINGTON MYSTICS	5.2K
9		INDIANA FEVER	5K
10		DALLAS WINGS	2.7K

Average video views per post from Instagram, Twitter and Facebook



# WOMEN'S BASKETBALL



## WNBA




### AVERAGE VIDEO VIEWS/POST

1		PHOENIX MERCURY	18K
2		SEATTLE STORM	12K
3		CHICAGO SKY	11.9K
4		MINNESOTA LYNX	11K
5		NEW YORK LIBERTY	8.8K
6		LAS VEGAS ACES	4.8K
7		WASHINGTON MYSTICS	3.9K
8		ATLANTA DREAM	3.5K
9		INDIANA FEVER	3.3K
10		DALLAS WINGS	2.5K



### AVERAGE VIDEO VIEWS/POST

1		MINNESOTA LYNX	95K
2		PHOENIX MERCURY	35K
3		CHICAGO SKY	29K
4		LAS VEGAS ACES	24K
5		SEATTLE STORM	23K
6		LOS ANGELES SPARKS	10K
7		NEW YORK LIBERTY	9K
8		DALLAS WINGS	5K
9		CONNECTICUT SUN	4.8K
10		WASHINGTON MYSTICS	3.3K



## NFL

### AVERAGE VIDEO VIEWS/POST

1		CINCINNATI BENGALS	307K
2		SAN FRANCISCO 49ERS	215K
3		INDIANAPOLIS COLTS	206K
4		KANSAS CITY CHIEFS	164K
5		BUFFALO BILLS	144K
6		LAS VEGAS RAIDERS	142K
7		PITTSBURGH STEELERS	124K
8		NEW ENGLAND PATRIOTS	116K
9		LOS ANGELES RAMS	107K
10		WASHINGTON COMMANDERS	100K



### AVERAGE VIDEO VIEWS/POST

1		PITTSBURGH STEELERS	430K
2		SAN FRANCISCO 49ERS	403K
3		NEW ENGLAND PATRIOTS	389K
4		LAS VEGAS RAIDERS	320K
5		TAMPA BAY BUCCANEERS	285K
6		CINCINNATI BENGALS	274K
7		GREEN BAY PACKERS	237K
8		INDIANAPOLIS COLTS	233K
9		NEW YORK GIANTS	204K
10		LOS ANGELES CHARGERS	198K



### AVERAGE VIDEO VIEWS PER POST

1		HOUSTON TEXANS	193K
2		CINCINNATI BENGALS	130K
3		KANSAS CITY CHIEFS	123K
4		SAN FRANCISCO 49ERS	95K
5		BUFFALO BILLS	87K
6		LAS VEGAS RAIDERS	76K
7		INDIANAPOLIS COLTS	69K
8		LOS ANGELES CHARGERS	67K
9		NEW ENGLAND PATRIOTS	63K
10		DENVER BRONCOS	57K

Average video views/post from Instagram, Twitter, Facebook, TikTok and YouTube



## NFL



### AVERAGE VIDEO VIEWS/POST

1		SAN FRANCISCO 49ERS	537K
2		CINCINNATI BENGALS	382K
3		PITTSBURGH STEELERS	381K
4		KANSAS CITY CHIEFS	325K
5		BUFFALO BILLS	305K
6		LOS ANGELES RAMS	245K
7		DALLAS COWBOY	217K
8		DENVER BRONCOS	211K
9		NEW ENGLAND PATRIOTS	189K
10		LAS VEGAS RAIDERS	179K



### AVERAGE VIDEO VIEWS/POST

1		CINCINNATI BENGALS	2.2M
2		WASHINGTON COMMANDERS	1.8M
3		INDIANAPOLIS COLTS	1.2M
4		DETROIT LIONS	1.1M
5		LOS ANGELES RAMS	727K
6		SAN FRANCISCO 49ERS	710K
7		KANSAS CITY CHIEFS	545K
8		CLEVELAND BROWNS	517K
9		BUFFALO BILLS	510K
10		MINNESOTA VIKINGS	473K



### AVERAGE VIDEO VIEWS/POST

1		LAS VEGAS RAIDERS	39K
2		WASHINGTON COMMANDERS	36K
3		SAN FRANCISCO 49ERS	35.7K
4		TAMPA BAY BUCCANEERS	33K
5		LOS ANGELES RAMS	29K
6		CINCINNATI BENGALS	28.5K
7		KANSAS CITY CHIEFS	28.4K
8		LOS ANGELES CHARGERS	20K
9		NEW ENGLAND PATRIOTS	17K
10		PITTSBURGH STEELERS	15K



## NHL

### AVERAGE VIDEO VIEWS/POST

1		CHICAGO BLACKHAWKS	80K
2		PITTSBURGH PENGUINS	65K
3		NEW YORK RANGERS	58K
4		TORONTO MAPLE LEAFS	51K
5		WASHINGTON CAPITALS	38K
6		MONTREAL CANADIENS	25K
7		PHILADELPHIA FLYERS	23K
8		BUFFALO SABRES	21K
9		BOSTON BRUINS	20.5K
10		VANCOUVER CANUCKS	20.3K



### AVERAGE VIDEO VIEWS/POST

1		NEW YORK RANGERS	122K
2		CHICAGO BLACKHAWKS	110K
3		WASHINGTON CAPITALS	98K
4		TORONTO MAPLE LEAFS	94K
5		PITTSBURGH PENGUINS	81K
6		MONTREAL CANADIENS	68K
7		TAMPA BAY LIGHTNING	39K
8		MINNESOTA WILD	36K
9		BOSTON BRUINS	35K
10		PHILADELPHIA FLYERS	34K



### AVERAGE VIDEO VIEWS/POST

1		NEW YORK RANGERS	43K
2		PITTSBURGH PENGUINS	32K
3		CHICAGO BLACKHAWKS	25K
4		TORONTO MAPLE LEAFS	22K
5		BUFFALO SABRES	19K
6		ST. LOUIS BLUES	17K
7		VANCOUVER CANUCKS	16K
8		WASHINGTON CAPITALS	15.7K
9		DALLAS STARS	14K
10		BOSTON BRUINS	13K

Average video views/post from Instagram, Twitter, Facebook, TikTok and YouTube



## NHL



### AVERAGE VIDEO VIEWS PER POST

1		PITTSBURGH PENGUINS	134K
2		CHICAGO	118K
3		TORONTO MAPLE LEAFS	98K
4		NEW YORK	88K
5		WASHINGTON CAPITALS	66K
6		VEGAS GOLDEN KNIGHTS	65.8K
7		COLORADO AVALANCHE	64K
8		MONTREAL CANADIENS	54K
9		PHILADELPHIA FLYERS	41K
10		BUFFALO SABRES	30K



### AVERAGE VIDEO VIEWS PER POST

1		PHILADELPHIA FLYERS	420K
2		PITTSBURGH PENGUINS	326K
3		TORONTO MAPLE LEAFS	284K
4		WASHINGTON	259K
5		EDMONTON OILERS	239K
6		CHICAGO BLACKHAWKS	227K
7		CAROLINA HURRICANES	218K
8		MONTREAL CANADIENS	198K
9		NEW YORK RANGERS	148K
10		TAMPA BAY	140K



### AVERAGE VIDEO VIEWS PER POST

1		MINNESOTA WILD	19K
2		VANCOUVER CANUCKS	13K
3		MONTREAL CANADIENS	12K
4		ANAHEIM DUCKS	10K
5		PITTSBURGH PENGUINS	9.1K
6		WASHINGTON CAPITALS	7.3K
7		ST. LOUIS BLUES	6.5K
8		TORONTO MAPLE LEAFS	5.5K
9		CHICAGO BLACKHAWKS	4.1K
10		EDMONTON OILERS	4K



## MLB

### AVERAGE VIDEO VIEWS/POST

1		NEW YORK YANKEES	246K
2		LOS ANGELES DODGERS	179K
3		ST. LOUIS CARDINALS	134K
4		BOSTON RED SOX	124K
5		LOS ANGELES ANGELS	88K
6		ATLANTA BRAVES	87K
7		SAN FRANCISCO GIANTS	80K
8		CHICAGO CUBS	61K
9		PHILADELPHIA PHILLIES	60.6K
10		SEATTLE MARINERS	60.4K



### AVERAGE VIDEO VIEWS/POST

1		ATLANTA BRAVES	215K
2		TORONTO BLUE JAYS	169K
3		LOS ANGELES DODGERS	157K
4		ST. LOUIS CARDINALS	129K
5		NEW YORK YANKEES	127K
6		SAN DIEGO PADRES	115K
7		LOS ANGELES ANGELS	113K
8		HOUSTON ASTROS	101K
9		SEATTLE MARINERS	99K
10		BOSTON RED SOX	92K



### AVERAGE VIDEO VIEWS/POST

1		NEW YORK YANKEES	106K
2		LOS ANGELES DODGERS	89K
3		ST. LOUIS CARDINALS	85K
4		LOS ANGELES ANGELS	78K
5		BOSTON RED SOX	63K
6		SAN FRANCISCO GIANTS	49K
7		CHICAGO CUBS	48K
8		PHILADELPHIA PHILLIES	43K
9		ATLANTA BRAVES	35K
10		CHICAGO WHITE SOX	34K

Average video views/post from Instagram, Twitter, Facebook, TikTok and YouTube



MLB



AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST



AVERAGE VIDEO VIEWS/POST

1		NEW YORK YANKEES	367K
2		LOS ANGELES DODGERS	327K
3		ST. LOUIS CARDINALS	312K
4		ATLANTA BRAVES	291K
5		BOSTON RED SOX	274K
6		TORONTO BLUE JAYS	146K
7		CINCINNATI REDS	144K
8		SAN FRANCISCO GIANTS	143K
9		SEATTLE MARINERS	141K
10		PHILADELPHIA PHILLIES	125K

1		TEXAS RANGERS	467K
2		NEW YORK YANKEES	430K
3		CINCINNATI REDS	410K
4		LOS ANGELES ANGELS	305K
5		BOSTON RED SOX	215K
6		PITTSBURGH PIRATES	204K
7		MINNESOTA TWINS	175K
8		CHICAGO CUBS	169K
9		ST. LOUIS CARDINALS	149K
10		SAN DIEGO PADRES	132K

1		ATLANTA BRAVES	36K
2		HOUSTON ASTROS	35.5K
3		LOS ANGELES DODGERS	23K
4		CHICAGO CUBS	12K
5		CHICAGO WHITE SOX	6.1K
6		DETROIT TIGERS	5.3K
7		PHILADELPHIA PHILLIES	5.1K
8		TORONTO BLUE JAYS	4.7K
9		SEATTLE MARINERS	4K
10		ST. LOUIS CARDINALS	3.9K



## AVERAGE VIDEO VIEWS/POST

1		ORACLE RED BULL RACING	648K
2		MERCEDES AMG PETRONAS	481K
3		MCLAREN RACING	449K
4		SCUDERIA FERRARI	438K
5		HAAS F1 TEAM	385K
6		ALFA ROMEO F1 TEAM ORLEN	313K
7		SCUDERIA ALPHATAURI	193K
8		ASTON MARTIN ARAMCO COGNIZANT	146K
9		ALPINE F1 TEAM	90K
10		WILLIAMS RACING	63K



## AVERAGE VIDEO VIEWS/POST

1		ORACLE RED BULL RACING	911K
2		MCLAREN RACING	848K
3		MERCEDES AMG PETRONAS	843K
4		SCUDERIA FERRARI	798K
5		ALFA ROMEO F1 TEAM ORLEN	535K
6		HAAS F1 TEAM	456K
7		SCUDERIA ALPHATAURI	293K
8		ASTON MARTIN ARAMCO COGNIZANT	256K
9		ALPINE F1 TEAM	176K
10		WILLIAMS RACING	72K



## AVERAGE VIDEO VIEWS/POST

1		MERCEDES AMG PETRONAS	383K
2		ORACLE RED BULL RACING	298K
3		MCLAREN RACING	289K
4		SCUDERIA FERRARI	264K
5		HAAS F1 TEAM	257K
6		SCUDERIA ALPHATAURI	150K
7		ALFA ROMEO F1 TEAM ORLEN	145K
8		ASTON MARTIN ARAMCO COGNIZANT	88K
9		ALPINE F1 TEAM	73K
10		WILLIAMS RACING	66K

Average video views/post from Instagram, Twitter, Facebook and YouTube.





**f AVERAGE VIDEO VIEWS/POST**

**▶ AVERAGE VIDEO VIEWS/POST**

1		ORACLE RED BULL RACING	1.2M
2		HAAS F1 TEAM	716K
3		SCUDERIA FERRARI	621K
4		MERCEDES AMG PETRONAS	505K
5		MCLAREN RACING	502K
6		ALFA ROMEO F1 TEAM ORLEN	209K
7		SCUDERIA ALPHATAURI	167K
8		ASTON MARTIN ARAMCO COGNIZANT	125K
9		ALPINE F1 TEAM	65K
10		WILLIAMS RACING	32K

1		MCLAREN RACING	452K
2		ORACLE RED BULL RACING	432K
3		MERCEDES AMG PETRONAS	224K
4		ASTON MARTIN ARAMCO COGNIZANT	189K
5		SCUDERIA ALPHATAURI	188K
6		SCUDERIA FERRARI	113K
7		HAAS F1 TEAM	108K
8		WILLIAMS RACING	87K
9		ALFA ROMEO F1 TEAM ORLEN	52K
10		ALPINE F1 TEAM	0