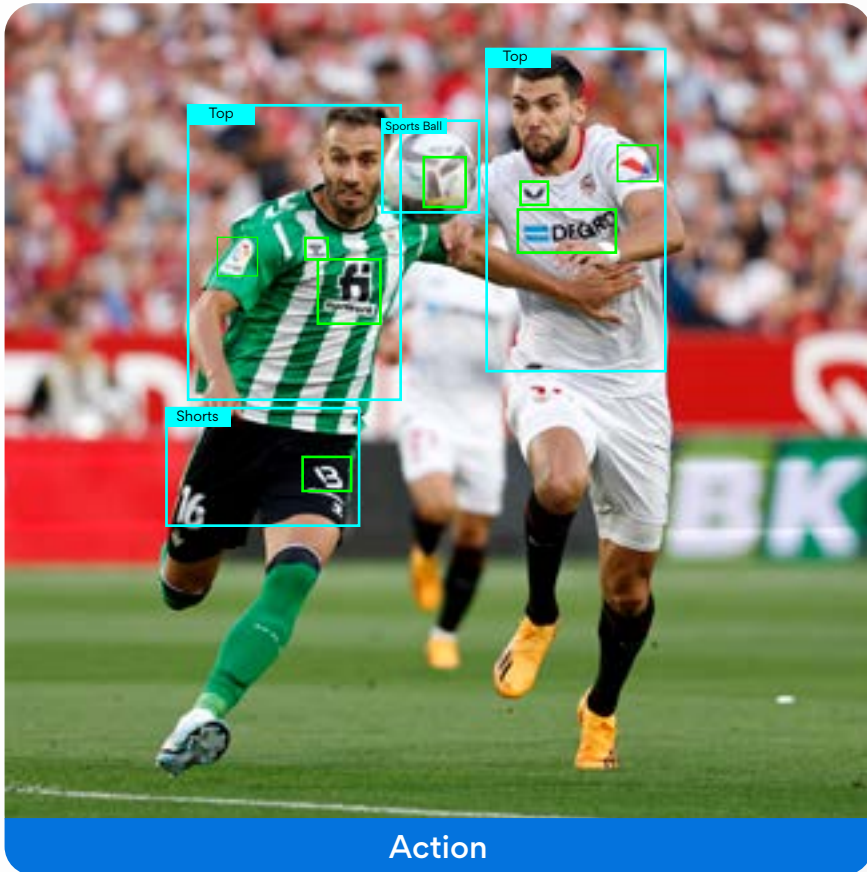




**2022-23 LALIGA SEASON RECAP**



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## 2022-23 LALIGA SEASON RECAP

The 2022-23 LALIGA season will be remembered for FC Barcelona's victory — the first for head coach Xavi Hernández. Other notable moments during the LALIGA season include: Robert Lewandowski, the league's top scorer; Antoine Griezmann, the most assists in the league; and Karim Benzema, awarded the Ballon d'Or.

In this 2022-23 season recap, Blinkfire dives into the performance of LALIGA teams and the league across social media. We will also highlight the top performing content and benchmark teams and brands based on sponsorship and engagement data during the season.

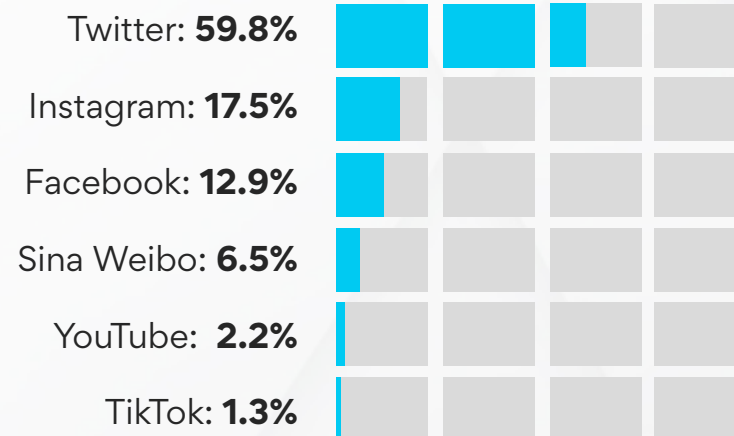
## SOCIAL PERFORMANCE | POSTS BY SOCIAL NETWORK

### NUMBER OF POSTS

	304.4K	+10.8%
	88.8K	+22%
	63.3K	+17.7%
	33.1K	+6%
	11.2K	+15.9%
	6.7K	+116.8%

### POSTS BY SOCIAL NETWORK

#### 2022-23 LALIGA Season

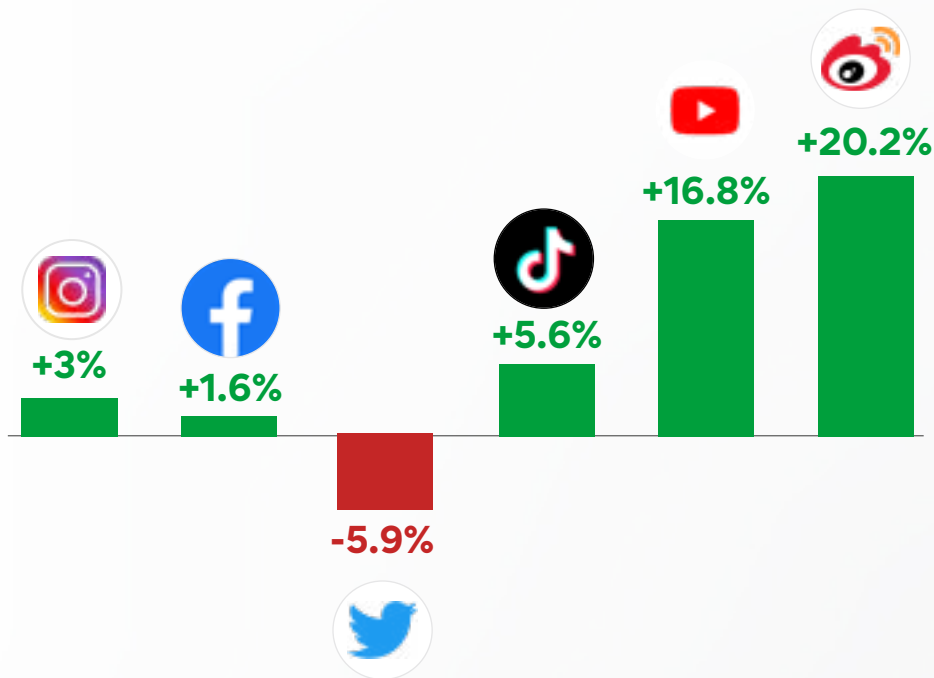


TikTok posts from LALIGA teams increased 116.8% during the 2022-23 season compared to the 2021-22 season.

Instagram (22%) and YouTube (15.9%) also increased their number of posts during the 2022-23 season thanks to the addition of Instagram Reels and YouTube Shorts.

## SOCIAL PERFORMANCE | AVERAGE ENGAGEMENT/POST

### LALIGA TEAMS 2021-22 vs 2022-23



As we saw in the [2022-23 NBA Recap](#), increasing the number of posts across social networks can negatively impact average engagement per post.

LALIGA teams overcame this, as the teams' overall average engagement per post increased 13.6% across Instagram, Facebook, TikTok, YouTube, and Sina Weibo.

## SOCIAL PERFORMANCE | VIDEOS

### REELS & SHORTS

During the 2022-23 season, **LALIGA teams published 524% more Reels and 1,197% more YouTube Shorts** compared to the 2021-22 season.

#### TOTAL ENGAGEMENT

 **+78.3%**  **+330.2%**

#### AVERAGE ENGAGEMENT/POST

 **-71.4%**  **-66.8%**

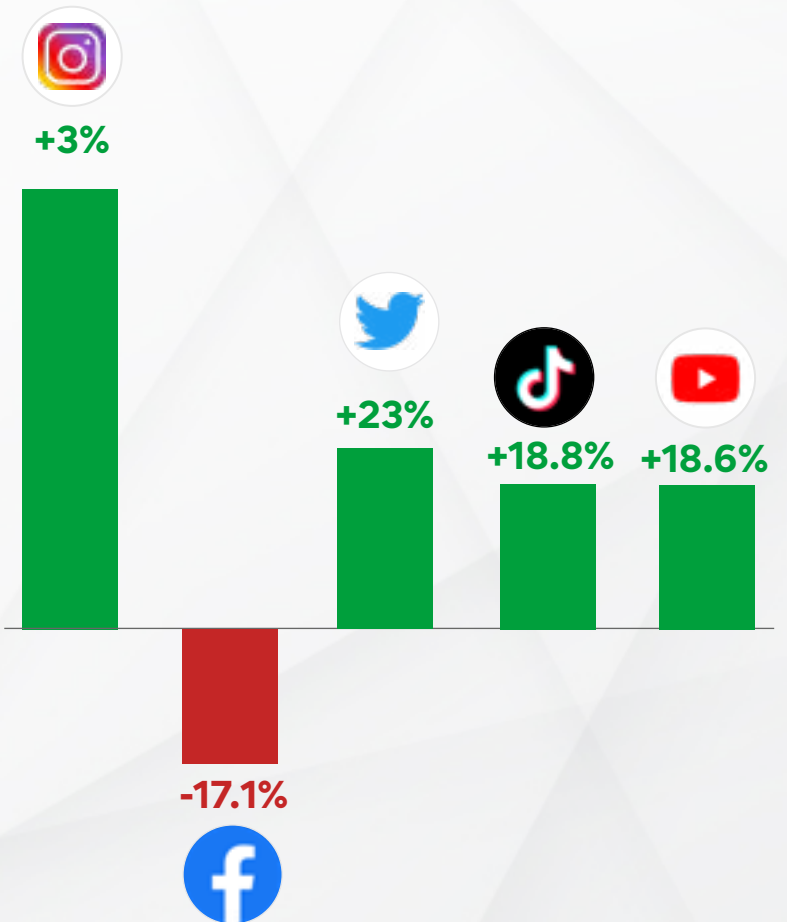
#### TOTAL VIDEO VIEWS

 **+316%**  **+241.6%**

#### AVERAGE VIDEO VIEWS/POST

 **-33.4%**  **-73.6%**

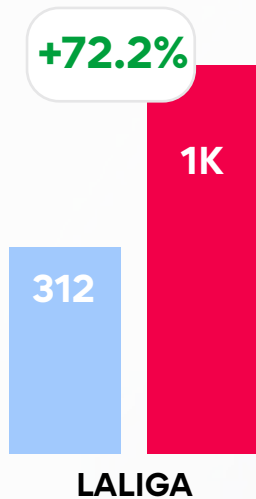
### LALIGA TEAMS Average Video Views/Post 2021-22 vs 2022-23



## SOCIAL PERFORMANCE | TIKTOK



TIKTOK VIDEOS POSTED



LALIGA

■ 1 July, 2021 - 30 June, 2022 ■ 1 July, 2022 - 30 June, 2023

## TOP POSTS

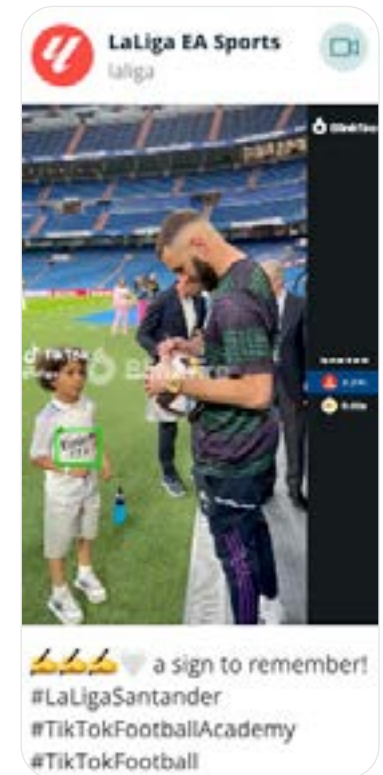
### ENGAGEMENT



Dec 6, 2022

6.4M ENGAGEMENTS

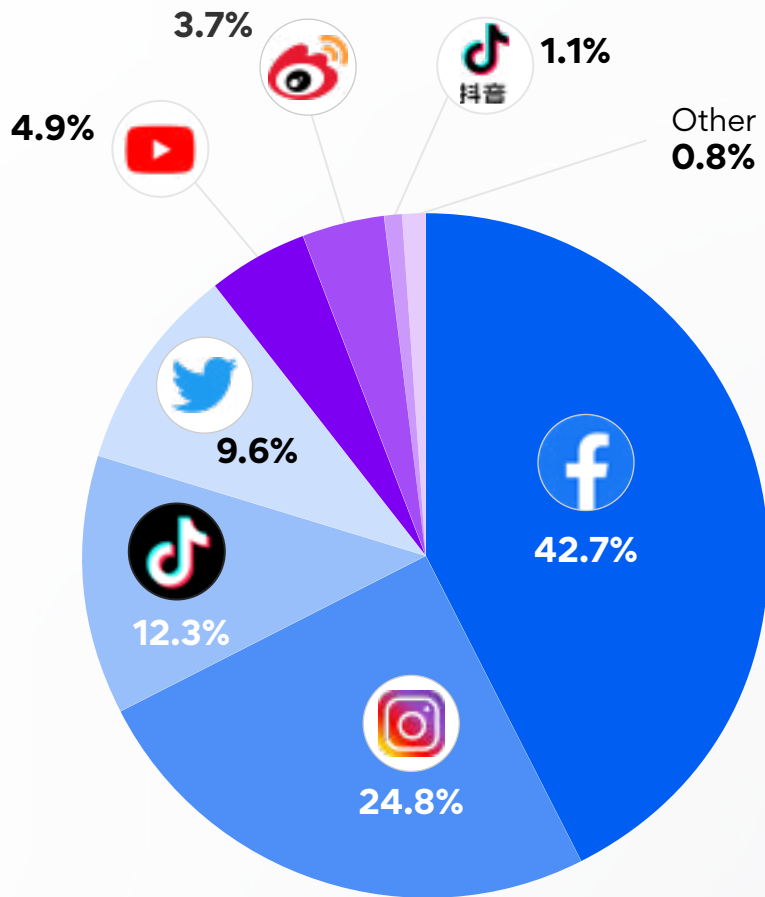
### VIDEO VIEWS



Jun 4, 2023

179.9M VIDEO VIEWS

## SOCIAL PERFORMANCE | FOLLOWER DISTRIBUTION

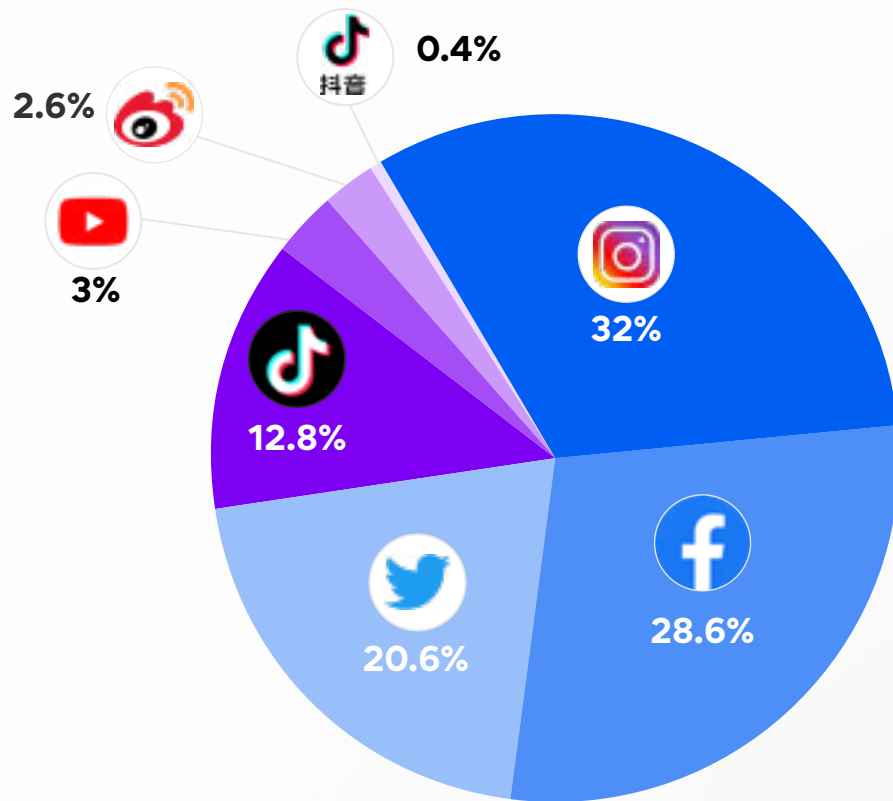


Social Network	Followers
<b>Overall</b>	<b>186M</b>
Facebook	79.5M
Instagram	46.1M
TikTok	22.9M
Twitter	17.9M
YouTube	9.1M
Sina Weibo	6.8M
Douyin	2M
Other	1.5M

Based on data in Blinkfire from 06/30/2023 across LALIGA's social media



## SOCIAL PERFORMANCE | FOLLOWER DISTRIBUTION

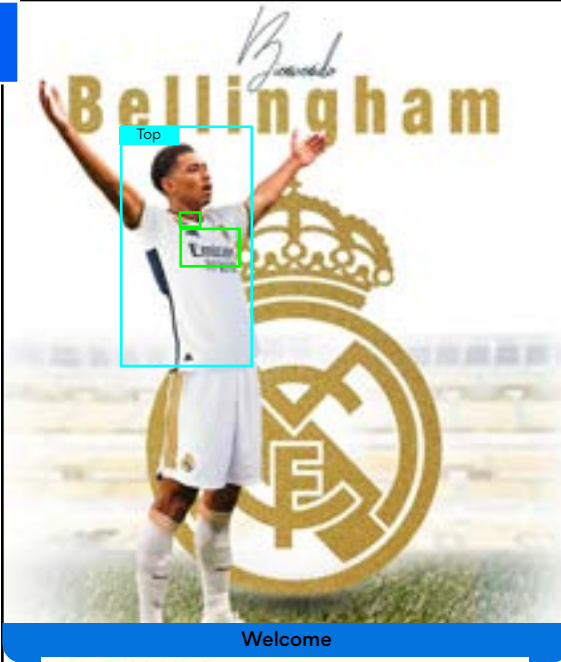


Social Network	Followers
<b>Overall</b>	<b>915.2M</b>
Instagram	292.7M
Facebook	262.1M
Twitter	188M
TikTok	117.4M
YouTube	27.5M
Sina Weibo	23.6M
Douyin	3.6M

*TikTok continues to impact LALIGA teams' followers. During the 2021-22 season, TikTok accounted for 5.7% of total followers. For the 2022-23 season, **LALIGA teams added 74.4 million new followers on TikTok, a 173% increase.** LALIGA team's followers make up 12.8% of all followers across LALIGA EA Sports.*

## TOP 3 POSTS | IMAGES

1



Top

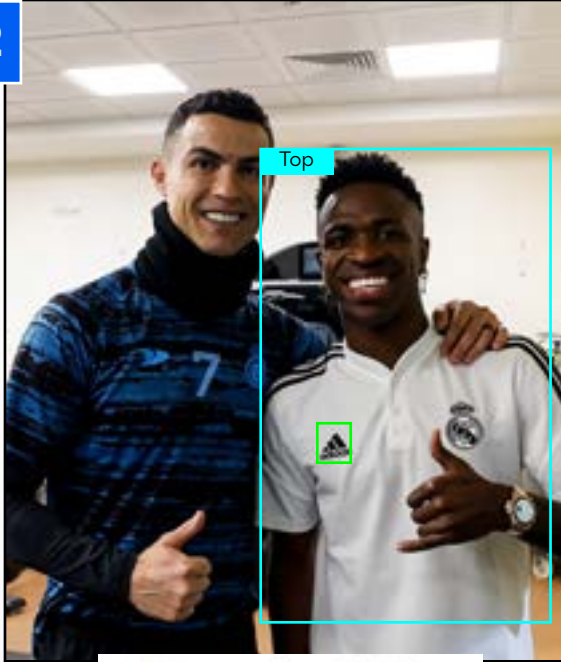
Welcome

realmadrid  
June 14, 2023

COMUNICADO OFICIAL  
El Real Madrid C. F. y el Borussia Dortmund han acordado el traspaso del jugador Jude Bellingham, que queda vinculado a nuestro club durante las próximas seis temporadas.  
Mañana jueves 15 de junio, a las 12.00 h en la Ciudad Real Madrid, tendrá lugar el acto de presentación de Jude Bellingham como nuevo jugador del Real Madrid.

7.5M ENGAGEMENTS

2




Top

realmadrid  
Jan. 13, 2023

@Cristiano Brazucas

7.2M ENGAGEMENTS

3




Trophy

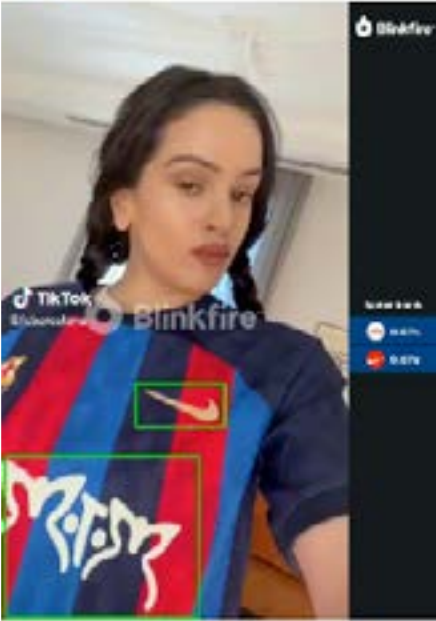
fcbarcelona  
Dec. 18, 2022

Per nosaltres sempre seràs el millor 🏆

6.9M ENGAGEMENTS


## TOP 3 POSTS | VIDEOS


**1**  **FC Barcelona**  
fcbarcelona



Cant del Barça with a  
#Motomami remix! 🍷🇪🇸  
#ElClásico #spotify #rosalia  
#barçaontiktok #fcbarcelona  
@Spotify

**Mar 19, 2023**  
**77M** VIDEO VIEWS


**2**  **Real Madrid**  
realmadrid




🤔👍👍👍 #JudeBellingham  
#RealMadrid #HeyJude

Jun 15, 2023

**Jun 15, 2023**  
**55.5M** VIDEO VIEWS

**3**  **Real Madrid**  
realmadrid





👉 Nice to SIIIIIIIIUUUUU you,  
#Cristiano! ¡Qué bueno verte,  
CR7! 🍷🇪🇸 @oficialrc3  
#cristianoronaldo #cr7  
#realmadrid #ancelotti

**Jan. 13, 2023**  
**54.9M** VIDEO VIEWS

## TOP 3 POSTS | MIXED MEDIA

Mixed media posts are Instagram carousels with both images and videos

**1**  **Real Madrid**  
@realmadrid



**Scene: Team Picture**  
🔥 Swipe to see the winning goal! 📺  
🏆 ¡El gol que nos hizo CAMPEONES DEL MUNDO!  
🏆 Club World Cup  
🏆 Gremio

Dec 16, 2022

**4.5M** ENGAGEMENTS

**2**  **FC Barcelona**  
@fcbarcelona





نادي #برشلونة يهنكم بحلول شهر #رمضان  
!رمضان كريم وكل عام وأنتم بخير

🙏 A blessed #Ramadan from Barça to all those celebrating around the world 🌍

Mar 22, 2023

**2.2M** ENGAGEMENTS

**3**  **FC Barcelona**  
@fcbarcelona



**Scene: Goal Celebration**  
May 1st, 2005. Messi's 1st goal.  
👉 May 1st, 2019. Messi's 600th goal. 📺

May 1, 2023

**2.5M** ENGAGEMENTS

## SOCIAL PERFORMANCE | RELATIVE GROWTH

Relative growth measures the increase or decrease of followers based on a team's previous size. Rather than work with absolute numbers, relative growth uses percents and is a good way for teams to benchmark.

Often teams with the most followers don't appear at the top of the relative growth rankings because they already have a massive number of social media followers. Relative growth is a beneficial way for small and mid-market teams to view social media progress throughout the season.

CA Osasuna led the way across LALIGA teams with a 533.4% growth in overall followers this season. On the next few pages, we ranked teams based on relative growth across specific social networks.

### OVERALL

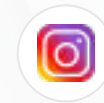
1		CA Osasuna	533.4%
2		Girona FC	459%
3		Getafe CF	443.7%
4		Cádiz CF	325%
5		RC Celta	303%

## SOCIAL PERFORMANCE | RELATIVE GROWTH



### TWITTER

1		Cádiz FC	32.6%
2		Real Sociedad	16.8%
3		Real Madrid	14.2%
4		FC Barcelona	13.2%
5		Sevilla FC	12.9%



### INSTAGRAM

1		CA Osasuna	83.6%
2		Sevilla FC	42%
3		Girona FC	33.4%
4		UD Las Palmas	28.8%
5		Real Sociedad	27.1%

## SOCIAL PERFORMANCE | RELATIVE GROWTH

### FACEBOOK

1		Girona FC	<b>718%</b>
2		CA Osasuna	<b>438%</b>
3		Getafe CF	<b>417%</b>
4		Cádiz CF	<b>389%</b>
5		RCD Mallorca	<b>357%</b>

### TIKTOK

1		Deportivo Alavés	<b>9,120%</b>
2		CA Osasuna	<b>6,868%</b>
3		UD Almería	<b>5,243%</b>
4		Getafe CF	<b>4,103%</b>
5		RCD Mallorca	<b>3,810%</b>

## SOCIAL PERFORMANCE | RELATIVE GROWTH

### YOUTUBE

1		Real Sociedad	53.8%
2		UD Las Palmas	42.2%
3		RCD Mallorca	35.7%
4		CA Osasuna	30.1%
5		Girona FC	28.7%

### SINA WEIBO

1		Granada CF	57.9%
2		Sevilla FC	57.2%
3		Deportivo Alavés	49.8%
4		RCD Mallorca	46.1%
5		Cádiz CF	43.2%



## BRANDS | TOP 10 ENGAGEMENT

Brands in the top 10 are based on engagements earned across LALIGA teams on social media. The brands present on the kits of Real Madrid (Adidas and Emirates) and FC Barcelona (Spotify, Nike, and UNHCR ACNUR) occupy the top five positions on the list. Estrella Damm and Rakuten are also official sponsors of the 2022-23 LALIGA champions - FC Barcelona.



	BRAND	ENGAGEMENT
1		1.7B
2		1.6B
3		1.3B
4		1.1B
5		235.5M
6		178.1M
7		141.9M
8		131.5M
9		111.8M
10		109M

## TOP 10 BRANDS X GOAL CELEBRATION SCENE | ENGAGEMENT



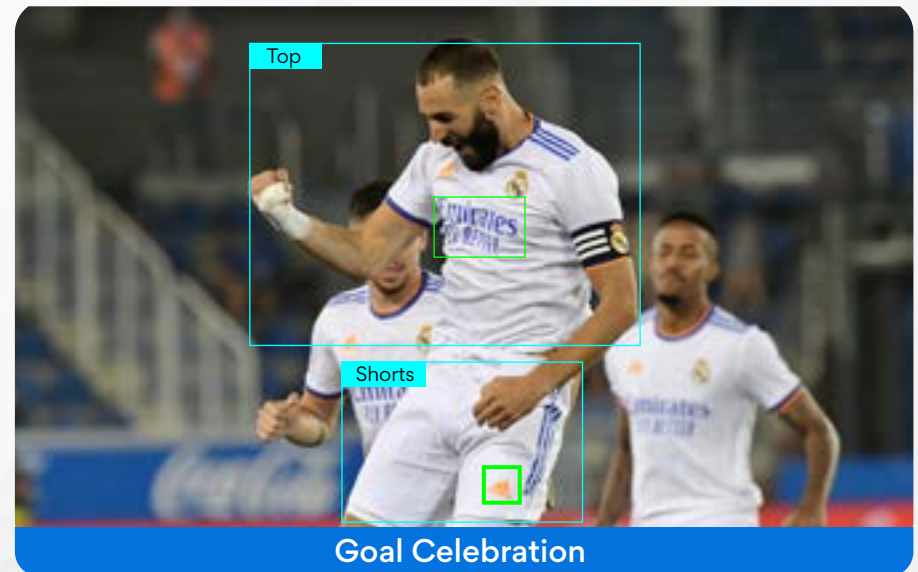
### LaLiga Teams

2022-23 SEASON	
1	
2	
3	
4	
5	

2022-23 SEASON	
1	
2	
3	
4	
5	

Blinkfire tracks more than 50 scenes across different sports like action, score, and birthday. Just as dunk graphics are specific to basketball, this data shows the brands that earned the most engagement during goal celebrations, which are common in soccer.

Goal celebration images are one of the most successful content series, as there are few things better than celebrating your team's goal. The top five brands by engagement from LALIGA and its teams are all official sponsors of Real Madrid and FC Barcelona.



## TOP 10 BRANDS X LINEUP GRAPHIC SCENE | ENGAGEMENT



### LaLiga Teams

2022-23 SEASON	
1	
2	
3	
4	
5	

2022-23 SEASON	
1	
2	
3	
4	
5	

Thanks to social media, teams can interact with their fans, generate engagement, and give brands visibility beyond a game's 90 minutes of play. Match Preview and lineup scenes perform well for teams as they offer a way for fans to get excited about upcoming matches.

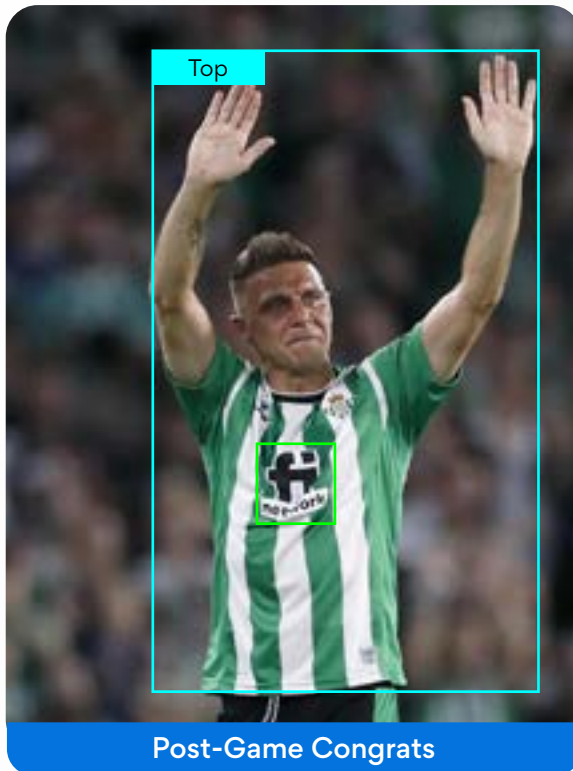
Clubs take advantage of these posts' performance to increase exposure for sponsors throughout the season.



Lineup Graphic

## LALIGA MOMENTS

### JOAQUÍN FAREWELL



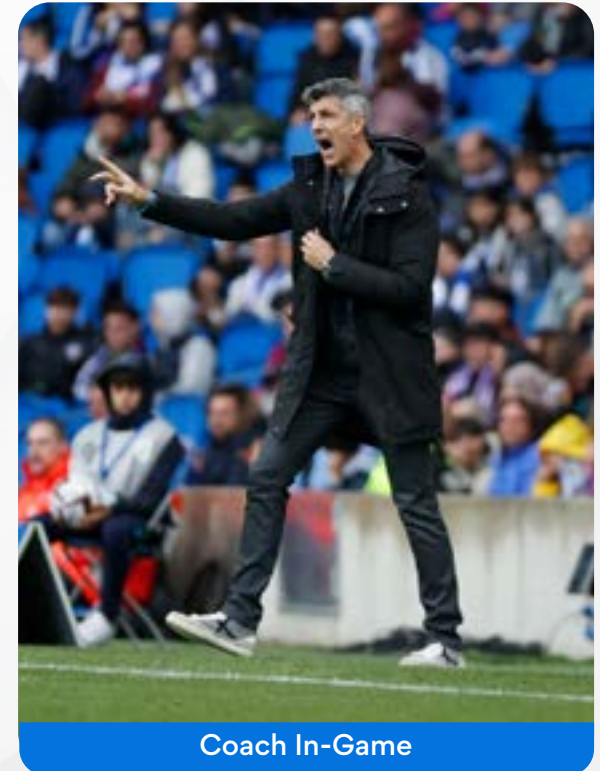
Joaquín Sánchez, captain of Real Betis, said goodbye to soccer after 23 years.

### ISI PALAZÓN, A DREAM SEASON



The Rayo Vallecano player had a great 2022-23 season. In 37 games, Palazón scored nine goals, four of which were game-winners.

### REAL SOCIEDAD RETURNS TO THE CHAMPIONS LEAGUE



Imanol Alguacil led Real Sociedad back to the Champions League after a 10-year-drought.

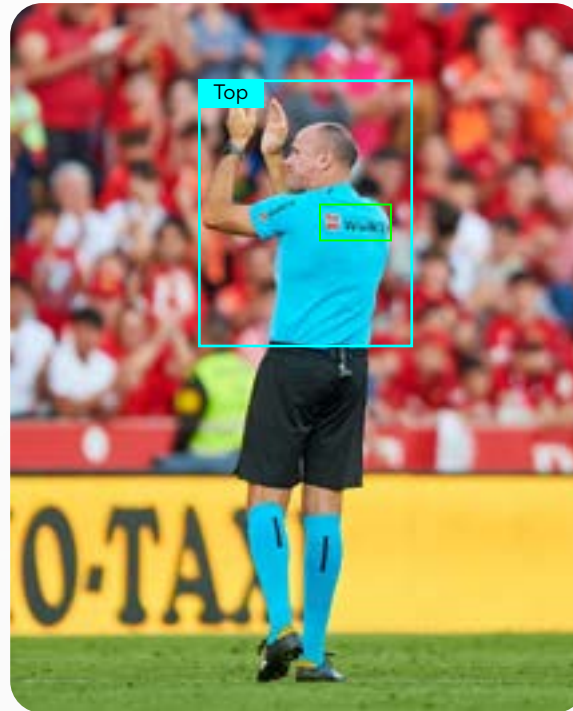
## LALIGA MOMENTS

### IÑAKI WILLIAMS' RECORD



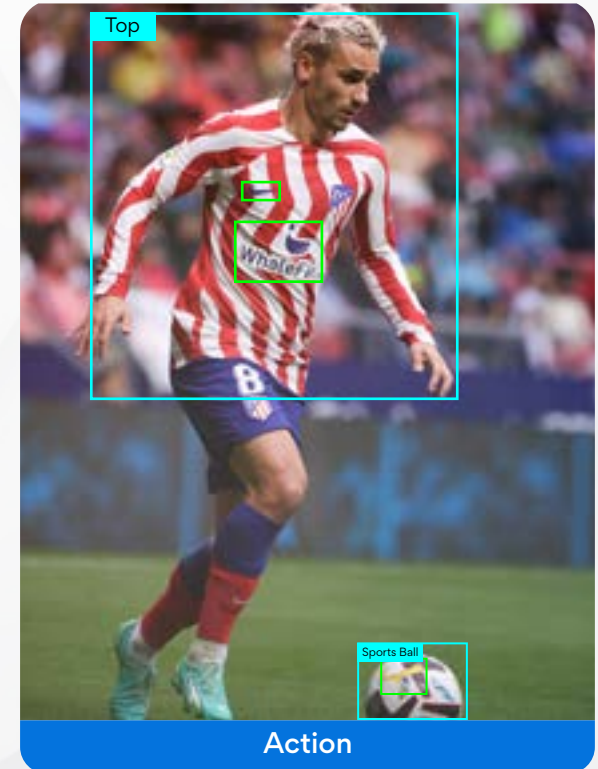
The Athletic Club striker played in a record 251 consecutive games in LALIGA.

### MATEU LAHOZ'S FAREWELL



The 2022-23 LALIGA season was the last for Lahoz, retiring after officiating 228 First Division games.

### ANTOINE GRIEZMANN, THE MOST DECISIVE PLAYER



Griezmann scored 16 goals and had 18 goal passes during the 2022-23 LALIGA season.

## SOCIAL PERFORMANCE | GLOBAL RANKING

### TOTAL ENGAGEMENT

1		REAL MADRID	<b>3B</b>
2		FC BARCELONA	<b>2.8B</b>
3		ATLÉTICO DE MADRID	<b>131.4M</b>
4		REAL BETIS	<b>92.9M</b>
5		SEVILLA FC	<b>73.8M</b>
6		ATHLETIC CLUB	<b>46.5M</b>
7		REAL SOCIEDAD	<b>45.9M</b>
8		CA OSASUNA	<b>37.3M</b>
9		CÁDIZ CF	<b>36M</b>
10		CELTA DE VIGO	<b>34.8M</b>

### AVERAGE ENGAGEMENT/POST

1		REAL MADRID	<b>56.6K</b>
2		FC BARCELONA	<b>48K</b>
3		ATLÉTICO DE MADRID	<b>5.6K</b>
4		REAL BETIS	<b>4.7K</b>
5		SEVILLA FC	<b>2.9K</b>
6		GIRONA FC	<b>2K</b>
7		CELTA DE VIGO	<b>1.8K</b>
8		ATHLETIC CLUB	<b>1.7K</b>
9		RCD MALLORCA	<b>1.6K</b>
10		VALENCIA CF	<b>1.5K</b>

## SOCIAL PERFORMANCE | GLOBAL RANKING

### TOTAL VIDEO VIEWS

1		REAL MADRID	<b>12.4B</b>
2		FC BARCELONA	<b>12.1B</b>
3		ATLÉTICO DE MADRID	<b>777.8M</b>
4		REAL BETIS	<b>528.1M</b>
5		CELTA DE VIGO	<b>401.8M</b>
6		SEVILLA FC	<b>373.6M</b>
7		REAL SOCIEDAD	<b>346.2M</b>
8		ATHLETIC CLUB	<b>332.1M</b>
9		CA OSASUNA	<b>281.9M</b>
10		CÁDIZ CF	<b>273.4M</b>

### AVERAGE VIDEO VIEWS/POST

1		REAL MADRID	<b>56.6K</b>
2		FC BARCELONA	<b>48K</b>
3		ATLÉTICO DE MADRID	<b>5.6K</b>
4		REAL BETIS	<b>4.7K</b>
5		GETAFE FC	<b>2.9K</b>
6		CELTA DE VIGO	<b>2K</b>
7		GIRONA FC	<b>1.8K</b>
8		SEVILLA FC	<b>1.7K</b>
9		RAYO VALLECANO	<b>1.6K</b>
10		CA OSASUNA	<b>1.5K</b>

**Blinkfire is the 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 Analytics 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](mailto:marketing@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

