

Blinkfire™

2022 MLB Season Recap

INTRODUCTION



The 2022 Major League Baseball (MLB) season saw the Houston Astros win their second World Series in the history of the organization and their fourth American League Championship in the last six years. The Astros defeated the National League champion Philadelphia Phillies in a thrilling 4-2 series.

During the season, the 30 MLB teams used social media in unique, entertaining ways to engage current fans and attract new ones.

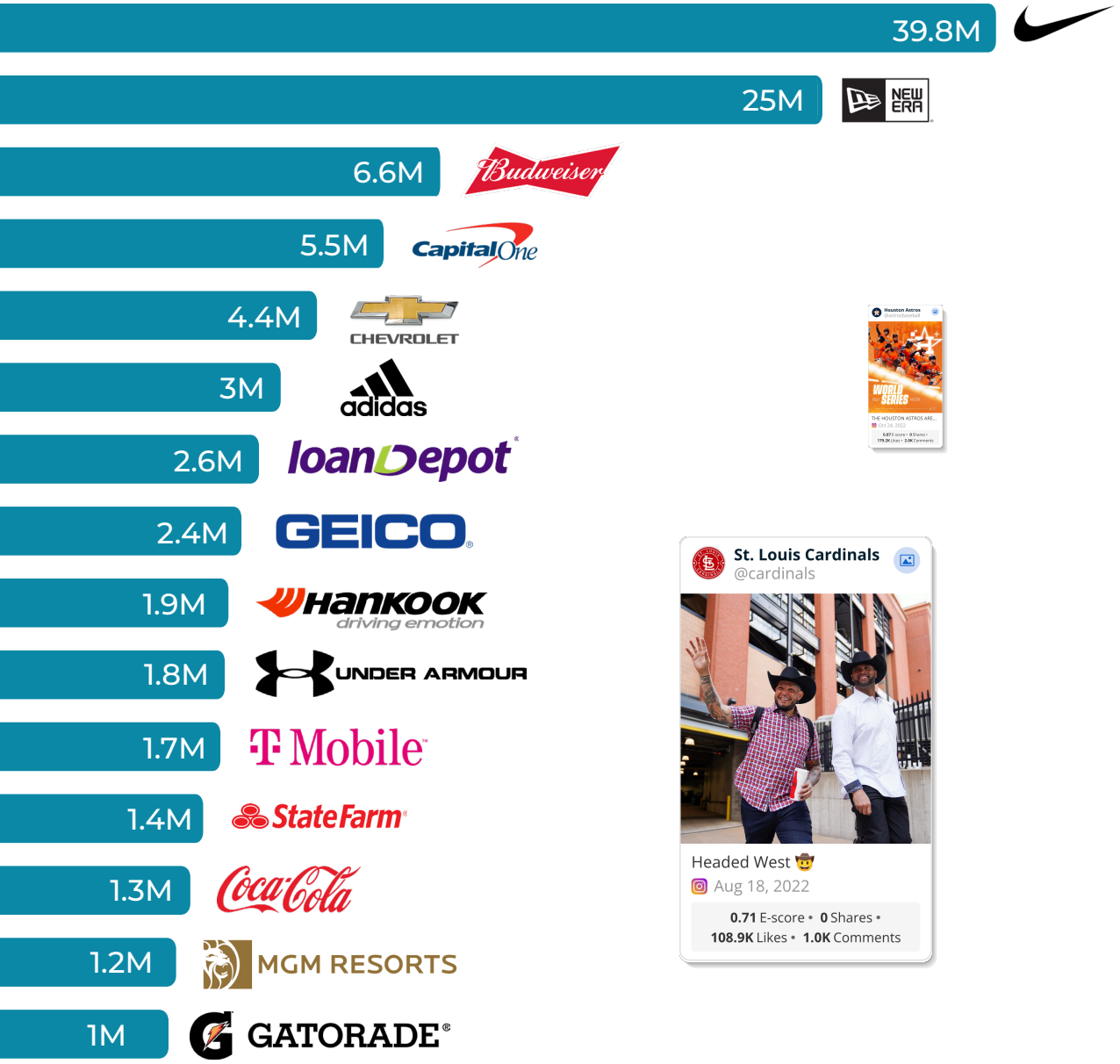
Some questions we answered in our season recap: Which network generated the most engagements per post? What MLB teams' content is a fan favorite? What brands earned the most engagement?

You can find out the answers and many more in our **MLB 2022 Season Recap.**

Enjoy!

MLB team data from April 7, 2022 - November 5, 2022

Top 15 Brands: Total Engagement from MLB

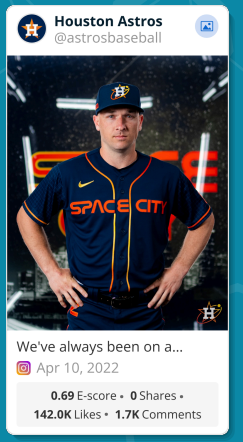


MLB Sponsorships On The Rise

Official uniform providers of MLB top the list with **Nike**, the official jersey provider, and **New Era**, the official cap provider. The next two brands were official partners of the MLB regular season and postseason — **Budweiser and Capital One.**

With MLB allowing jersey sposnors starting in 2023, brands wil be lining up to sign sponsorship deals with teams. Increased consumer access to the streaming of the 162-game season and more behind-the-scenes access to players means brands will have new opportunities to reach fans.





MLB team data from April 7, 2022 - November 5, 2022

Where and how often did MLB teams post on social?

Top 5 — Network & Number of Posts

1	Twitter	107K
2	Facebook	37.1K
3	Instagram	16.4K
4	YouTube	3.3K
5	TikTok	1.8K

Twitter was the social network with the highest number of posts across the 30 MLB teams. Twitter's format of quick updates, threads, text-only tweets, and polls creates lively conversations and allows fans to interact with one another and their favorite teams. It's also the perfect place for minute-by-minute updates during innings. MLB games are over three hours on average, which makes games hard to watch in one sitting and why many fans relay on Twitter for gameday updates.

Video is on the rise across social media, and baseball is no exception. YouTube and TikTok were the networks with the largest post increase. **MLB teams posted 72% more on YouTube and 40% more on TikTok during the 2022 season compared to 2021.**

VIDEO RISING TO THE TOP

TikTok +40%

YouTube +72%

MLB team data from April 7, 2022 - November 5, 2022

TikTok Highlights

During the 2022 MLB season, teams published **40% more TikTok posts.**

Teams like the New York Yankess, Seattle Mariners, Los Angeles Dodgers, Atlanta Braves, and Chicago Cubs consistently made TikToks that drove both engagements and video views.

Using Blinkfire's Global Ranking and Media Kit Reports, we ranked the top five MLB teams against the MLB based on total TikTok video views and included new TikTok followers and follower growth.

TikTok

	Total Video Views	New Followers	Follower Growth %
MLB	358M	+800K	+17%
Yankees	97M	+413K	+71%
Mariners	34M	+119K	+63%
Braves	31M	+175K	+32%
Cubs	30.5M	+106K	+16%
Dodgers	29.5M	+159K	+27%

MLB team data from April 7, 2022 - November 5, 2022

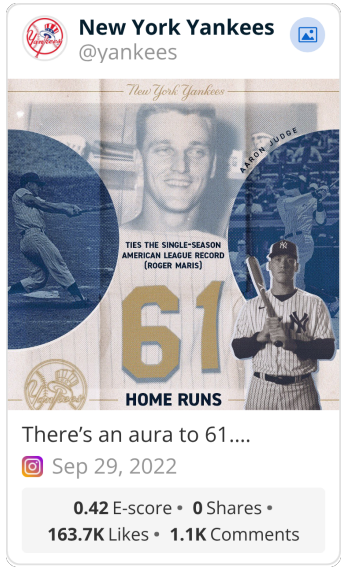
What content performed well?

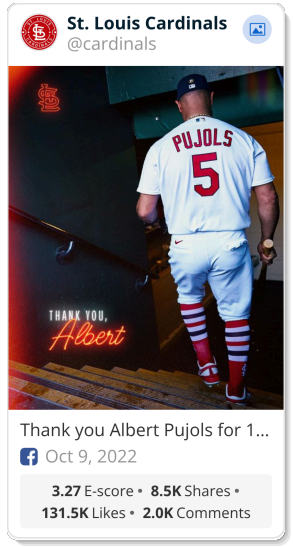
It’s no surprise, fans love home runs. The 1998 home run race between Sammy Sosa and Mark McGwire launched baseball back into the spotlight. Similarily, this year’s two **home run races** brought fans flocking to social media.

Aaron Judge (NYY) - Judge broke the American League home run record with 62 home runs and fell 11 home runs short of the overall regular-season record (73) held by Barry Bonds.

Albert Pujols (STL) - Pujols became the 4th player to hit 700+ home runs in an MLB career. Pujols made a late season run to climb all the way to 703 home runs, fourth most all-time.

In the last month of the 2022 regular season, when the home run race was at its peak, **the New York Yankees and the St. Louis Cardinals ranked #1 and #3 in total engagement out of all 30 MLB teams.** The Cardinals ranked outside of the top 10 during the rest of the 2022 season.

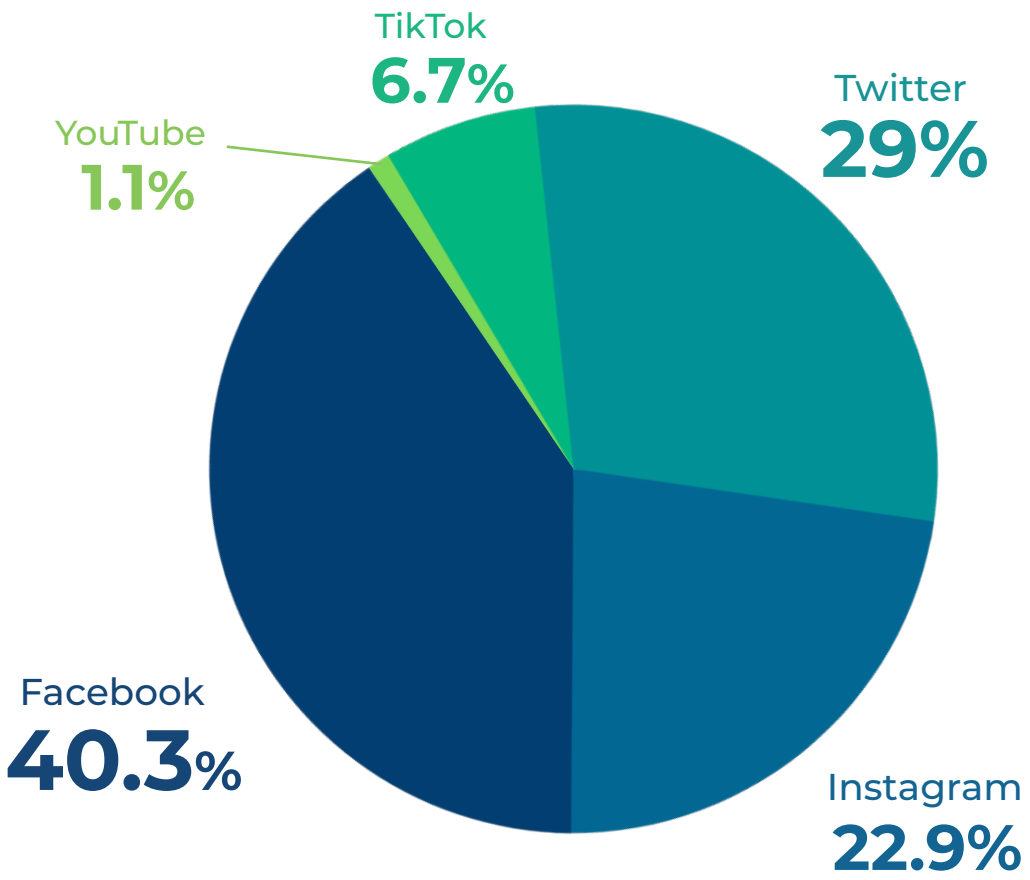




MLB team data from April 7, 2022 - November 5, 2022

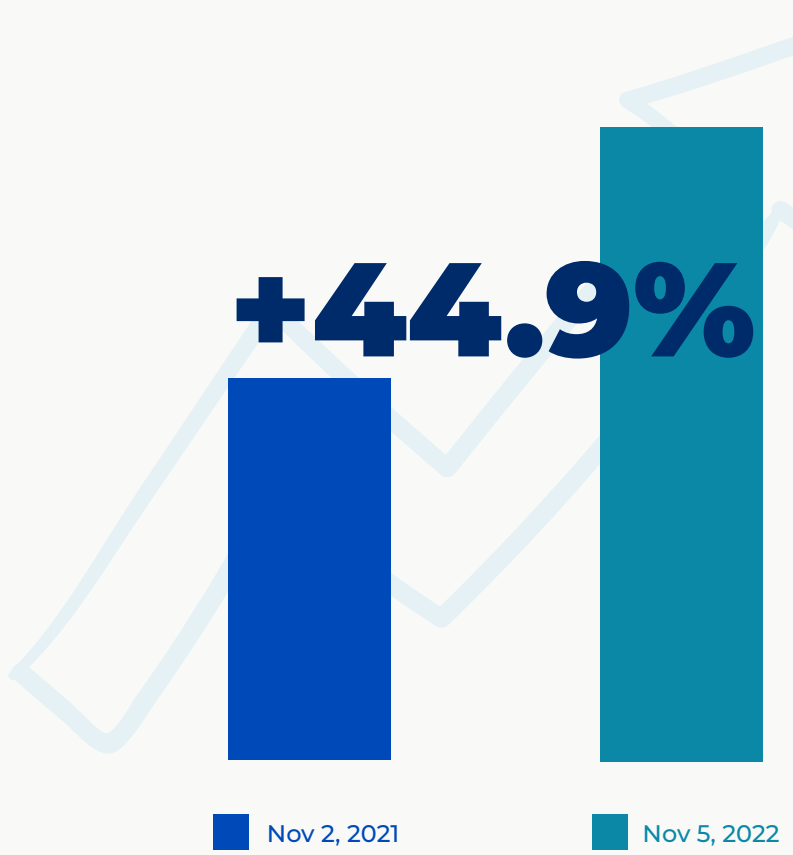
MLB Teams - Followers

FOLLOWERS BY NETWORK



144.5M followers across the 30 MLB teams

TikTok Follower Growth



Data from Blinkfire as of November 5, 2022

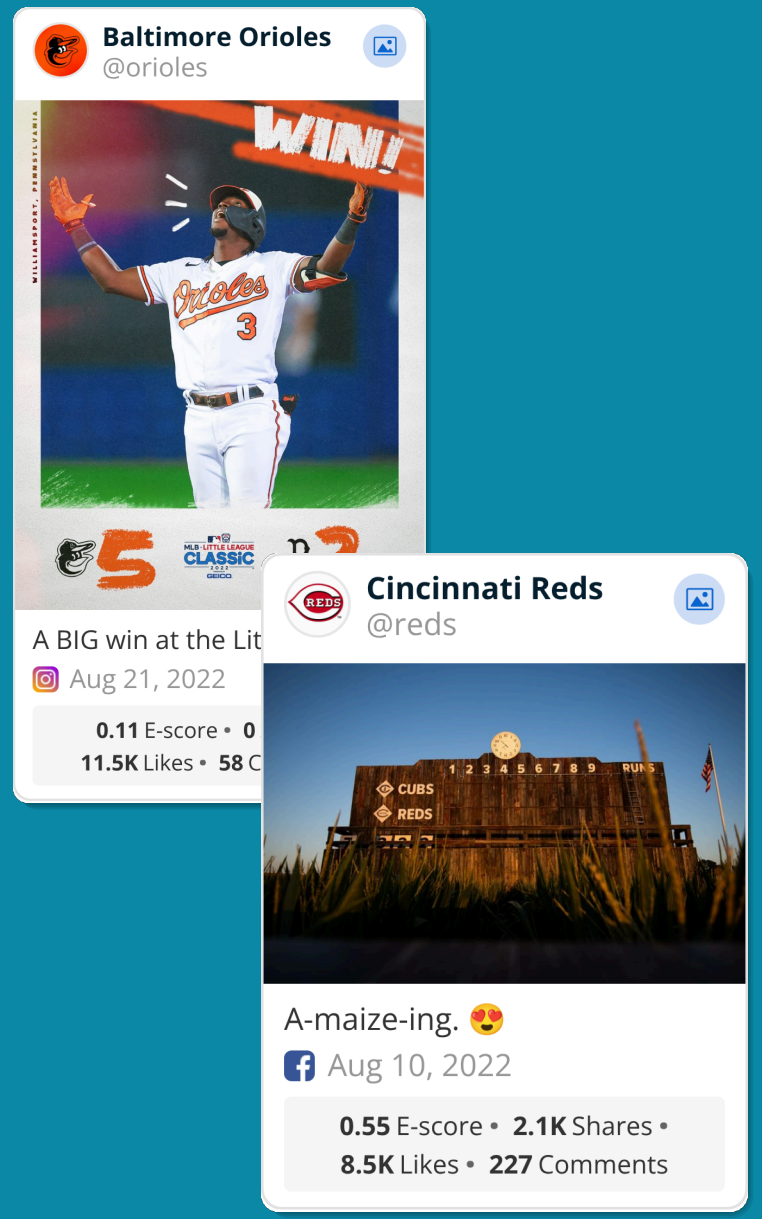
MLB team data from April 7, 2022 - November 5, 2022

MLB - Engagement

TOTAL ENGAGEMENT BY NETWORK

Top 5 — Total Engagement

1	Instagram	283.1M
2	Twitter	46.3M
3	Facebook	36.9M
4	TikTok	28.0M
5	YouTube	7.9M



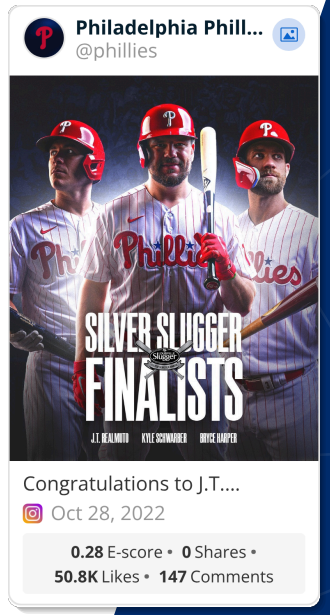
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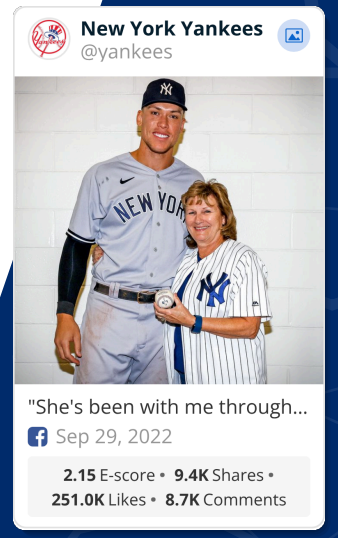
MLB - Engagement

AVERAGE ENGAGEMENT BY NETWORK

Top 5 - Average Engagement

1	TikTok	***93.2K***
2	Instagram	***39.2K***
3	Facebook	***7.9K***
4	Twitter	***2.0K***
5	YouTube	***1.3K***







MLB Teams - Engagement

TOP 3 POSTS BY ENGAGEMENT

#1

Houston Astros
@astrosbaseball

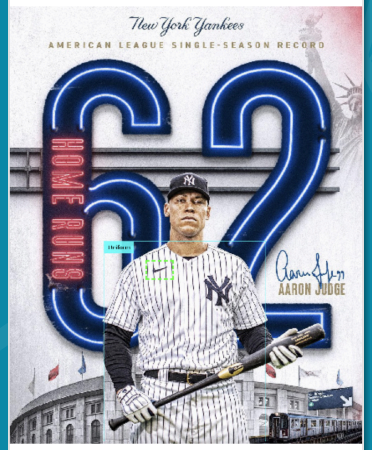


The Houston Astros are 2022...
Nov 5, 2022

0.95 E-score • **0** Shares •
383.9K Likes • **7.9K** Comments

#2

New York Yankees
@yankees

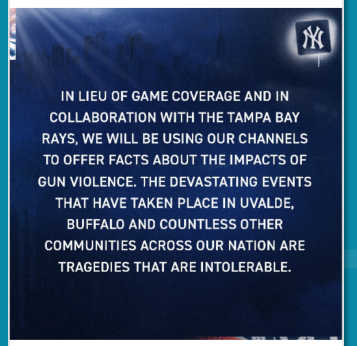


A season unlike any other in...
Oct 4, 2022

0.89 E-score • **0** Shares •
343.4K Likes • **3.6K** Comments

#3

New York Yankees
@Yankees



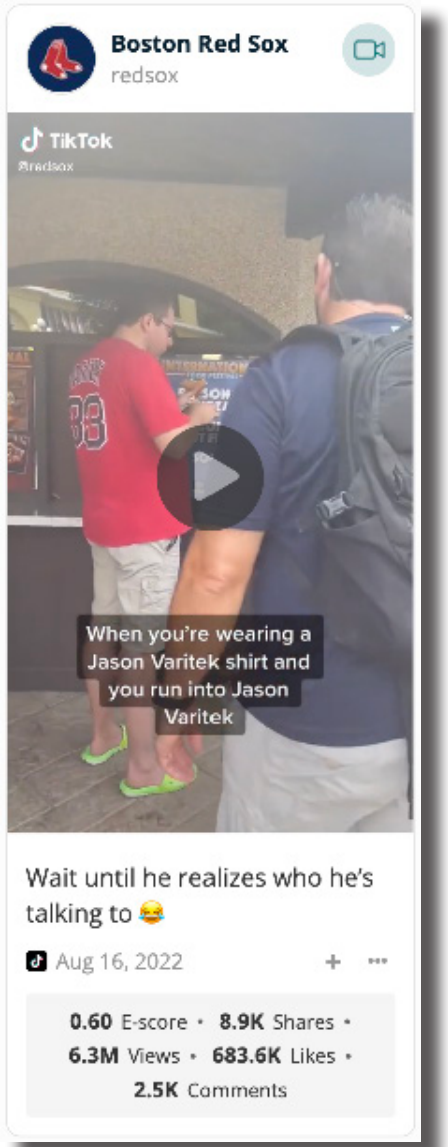
In lieu of game coverage and...
May 26, 2022

7.82 E-score • **44.3K** Shares •
255.8K Likes • **5.7K** Comments

MLB Teams - Video Views

TOP 3 POSTS BY VIDEO VIEWS

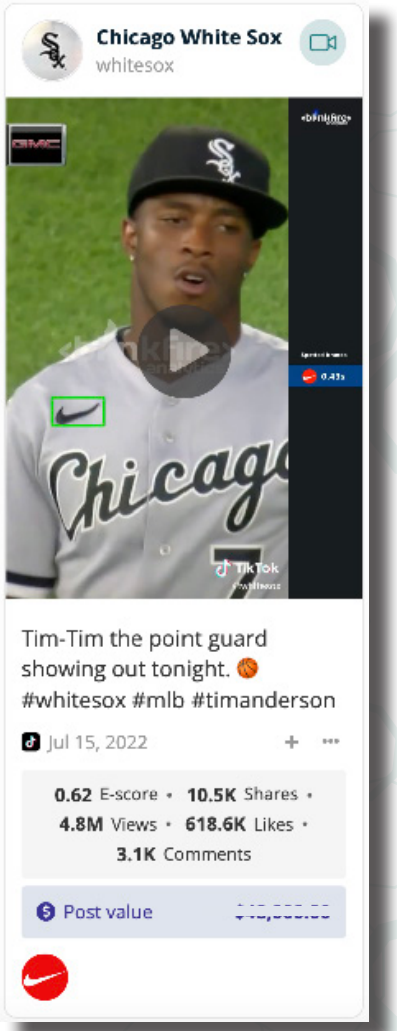
#1



#2



#3



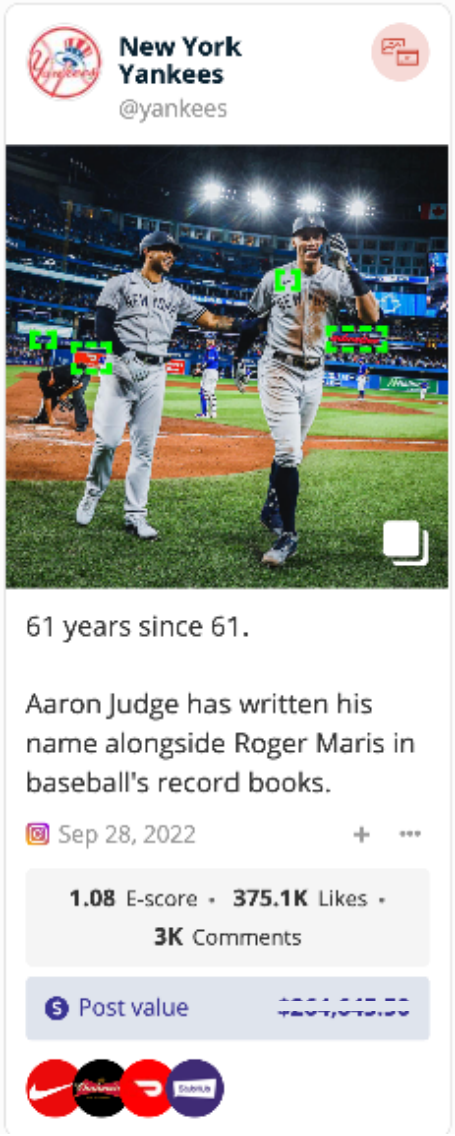
MLB team data from April 7 - November, 5, 2022

Mixed Media Data

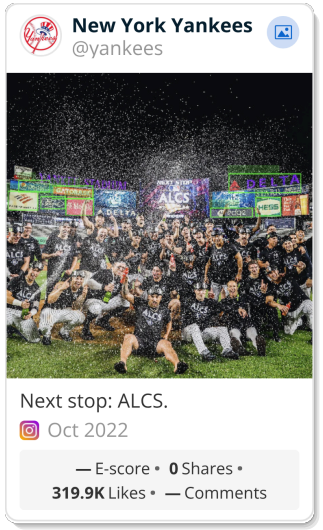
Mixed media posts are Instagram carousels with both images and videos. Across MLB teams, **mixed media posts drove 29.7% more engagement than image posts** during the 2022 season compared to the 2021 season.

While MLB teams' mixed media posts create engagements, **they drive significantly less video views.** This is most likely due to Instagram's introduction of their popular Reels feature and fans' indifference towards scrolling through entire carousels.

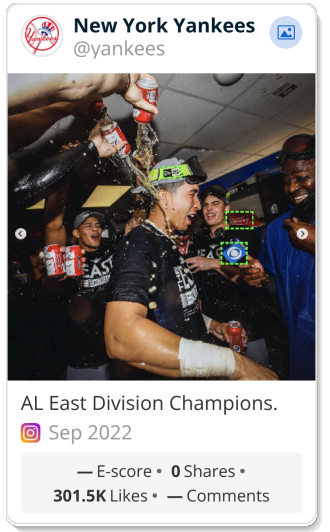
#1



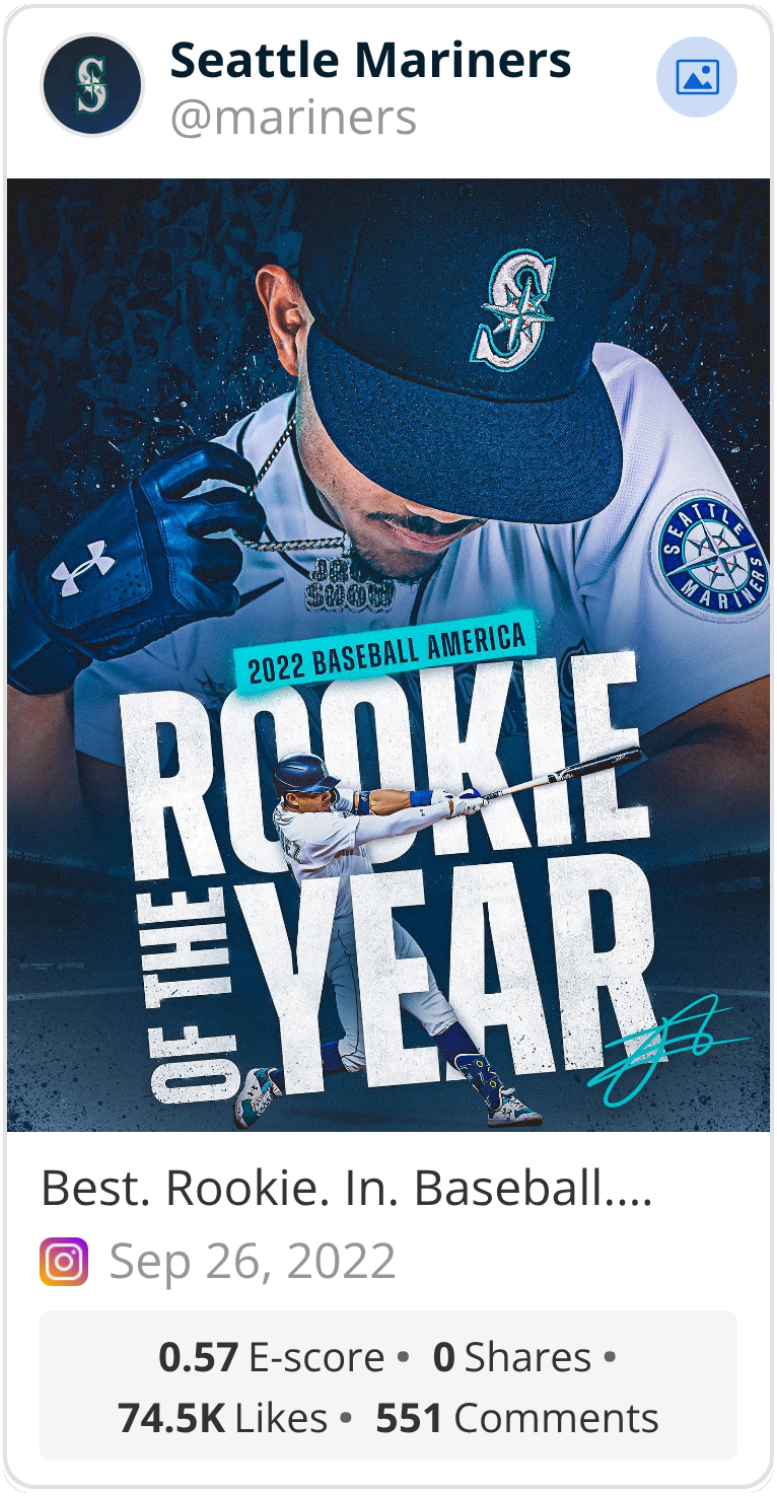
#2



#3



MLB team data from April 7, 2022 - November 5, 2022



ABOUT BLINKFIRE

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 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 real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire Analytics, email at marketing@blinkfire.com or visit www.blinkfire.com.

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