

Blinkfire™

2022-23 NBA SEASON RECAP

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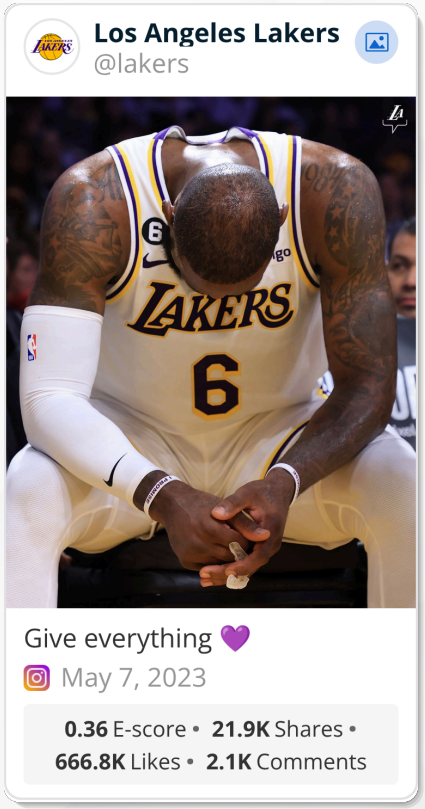
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INTRODUCTION

2022-23 NBA SEASON RECAP

The 2022-23 NBA season was full of blockbuster trades, league milestones, and thrilling action. The Denver Nuggets won their first-ever NBA Championship; the Miami Heat became the first eight-seed playoff team to reach the NBA Finals; and Lebron James became the NBA's all-time leading scorer.

As the game and business of basketball evolves, Blinkfire continues to provide the most advanced and accurate sponsorship data across social, digital, and broadcast. In this report, we recap the 2022-23 NBA season with insights like top brands, social performance, and relative growth rankings.

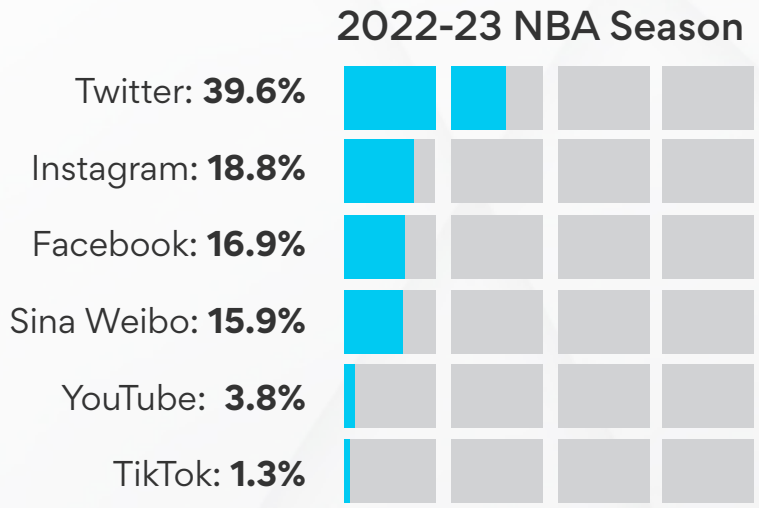


SOCIAL PERFORMANCE | POSTS BY SOCIAL NETWORK

NUMBER OF POSTS

Twitter	113K	-2%
Instagram	53.5K	+21%
Facebook	48.2K	+25%
Sina Weibo	45.4K	+8%
YouTube	10.7K	+33%
TikTok	3.7K	+66%

POSTS BY SOCIAL NETWORK

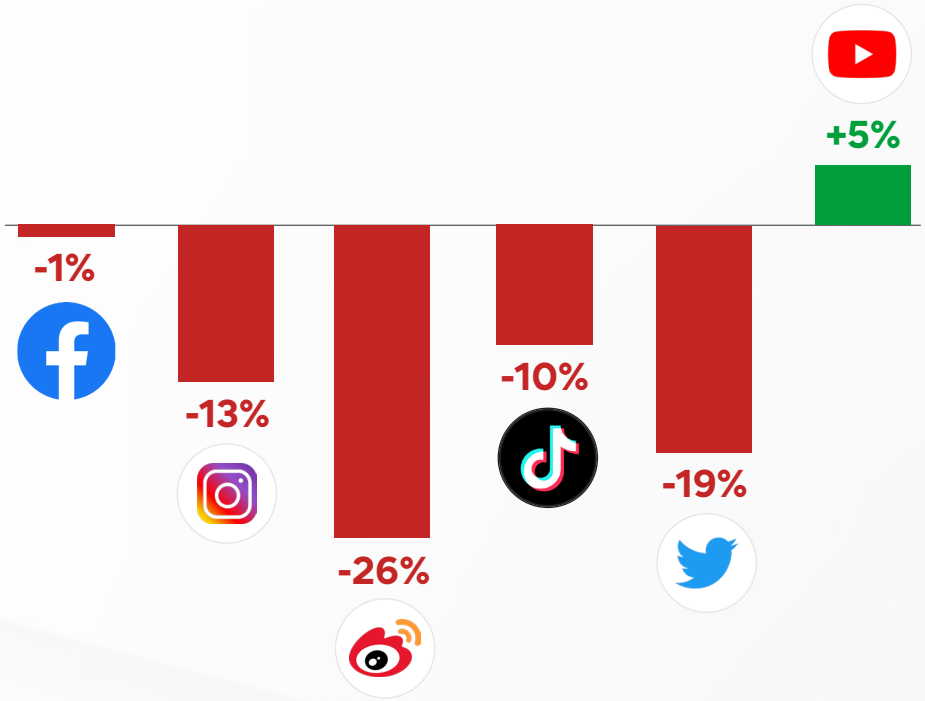


Overall social media posting for the 30 NBA teams increased 26% compared to last season. Instagram, TikTok, and YouTube was where teams shifted their focus, as posting increased 79% on Instagram, 31% on YouTube, and 44% on TikTok. **One of the key reasons posting frequency increased was videos — as NBA teams posted 30% more videos this season.**

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

SOCIAL PERFORMANCE | AVERAGE ENGAGEMENT/POST

NBA SEASONS
2021-22 vs **2022-23**



NBA teams published 26% more posts during the 2022-23 regular season than the 2021-22 season. Generating more content on social media impacts total engagement, and **NBA teams increased overall engagement** across Facebook, Twitter, Instagram, TikTok, YouTube, and Sina Weibo **by 10%** compared to the 2021-22 season.

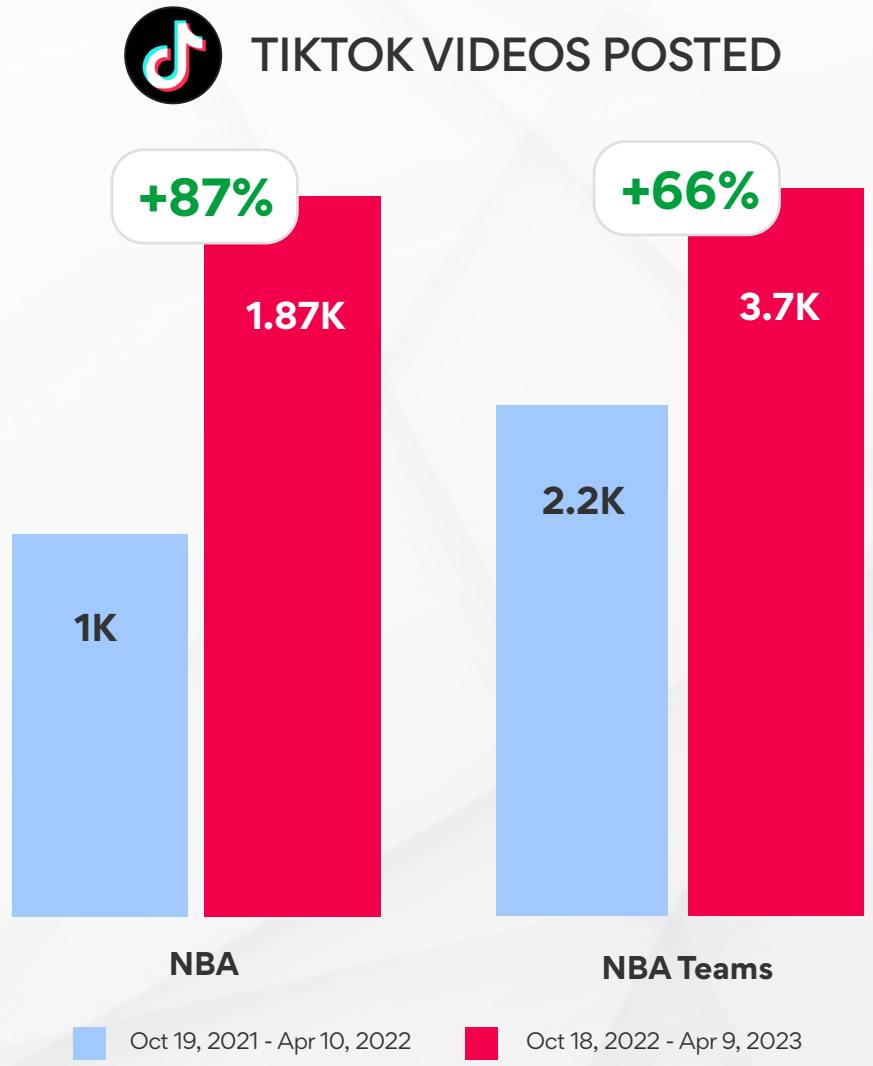
The increase in the number of posts can negatively affect the average engagement per post, which in the case of the 30 NBA franchises decreased on all social networks except YouTube.

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

SOCIAL PERFORMANCE | **TIKTOK**

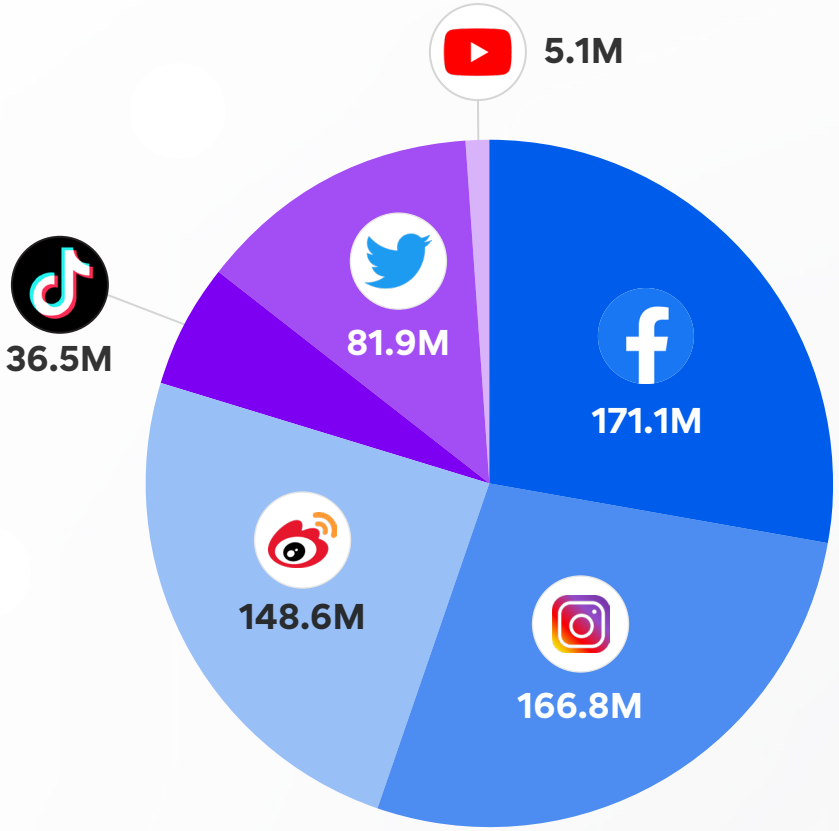
During the 2022-23 regular season, the **NBA's followers increased 20% on Instagram and 102% on TikTok, and NBA team's followers increased 8% on Instagram and 33% on TikTok.** The short-form video format is highly popular and engaging, and it's one reason why the NBA's fanbase has grown, especially on TikTok. The league and teams posted 87% and 66% more on TikTok during the regular season compared to the 2021-22 season.

A few TikTok trends the NBA embraced were "mini mic interviews" with players, reaction videos, and scoreboard video cams.



Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across the NBA and NBA teams' social media

SOCIAL PERFORMANCE | **FOLLOWER DISTRIBUTION**



610,423,592
TOTAL FOLLOWERS
(30 NBA Teams)

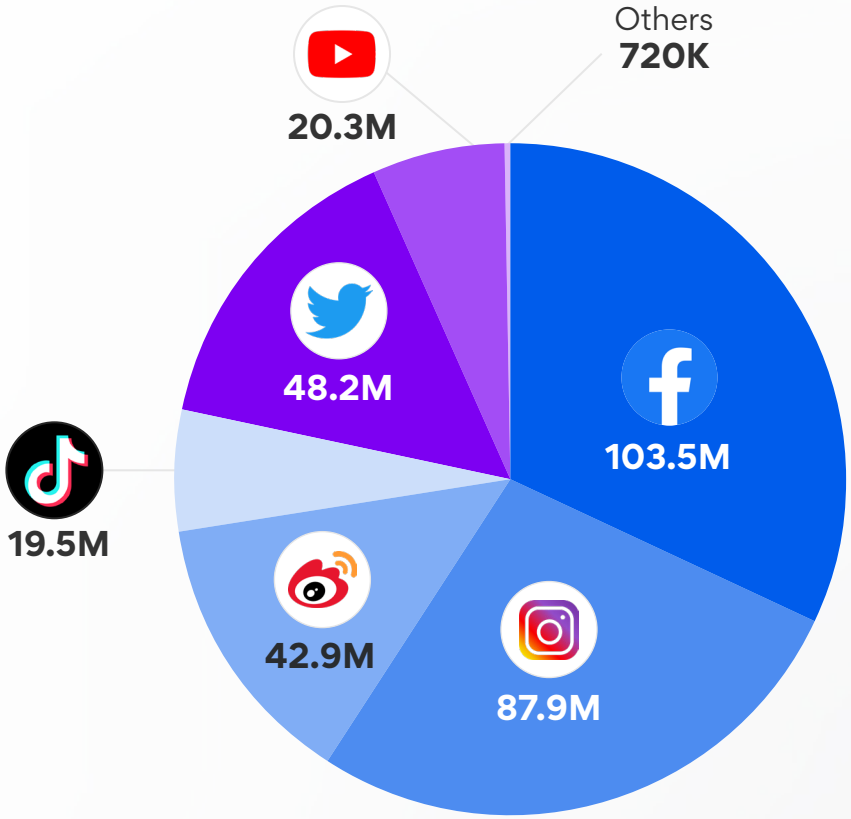
With the NBA's massive Asian follower base, Sina Weibo stands as a valuable network for both the league and teams. Sina Weibo accounts for 13.2% of the NBA's followers and a whopping 24.3% of NBA teams' followers.

What percent of total followers does Sina Weibo make up across other top teams around the world?

English Premier League Teams: **4.6%**
Ligue 1 Teams: **3.4%**
LaLiga Teams: **2.6%**

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

SOCIAL PERFORMANCE | **FOLLOWER DISTRIBUTION**



323,328,654
TOTAL FOLLOWERS

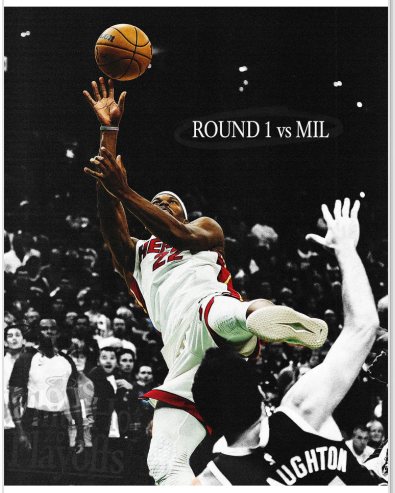
What percent of total followers does Sina Weibo make up across other top leagues around the world?

MLB: **9%**
Ligue 1: **5.6%**
Serie A: **4.5%**
LaLiga: **3.6%**
English Premier League: **3.4%**
Formula 1: **2.1%**
NFL: **1.7%**

Based on data in Blinkfire from 4/9/2023

TOP 3 POSTS | **IMAGES**

Miami Heat
@miamiheat

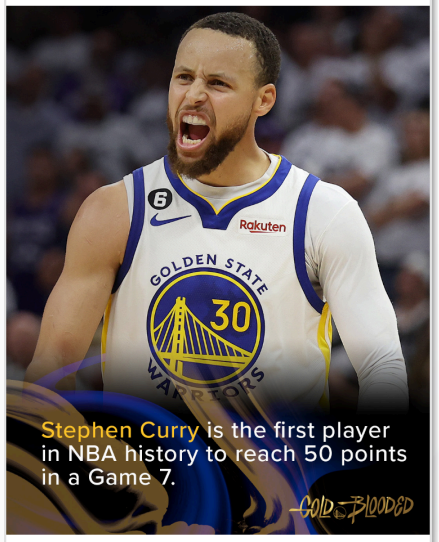


That's Batman
Apr 28, 2023

0.15 E-score • **0** Shares •
97.4K Likes • **303** Comments

1.6M ENGAGEMENTS

Golden State War...
@warriors

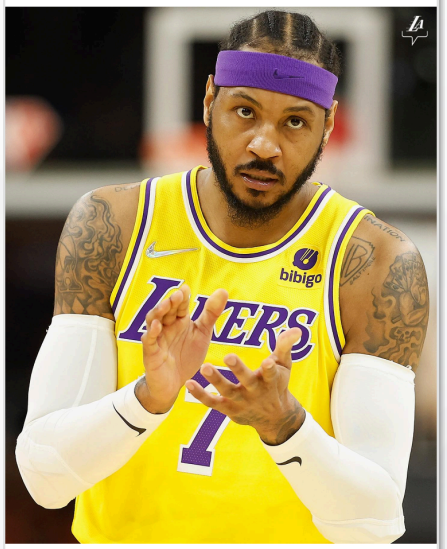


The greatest showman in...
Apr 30, 2023

0.44 E-score • **0** Shares •
990.2K Likes • **8.3K** Comments

1.56M ENGAGEMENTS

Los Angeles Lakers
@lakers



Congratulations on a historic...
May 22, 2023

0.46 E-score • **0** Shares •
836.3K Likes • **1.6K** Comments

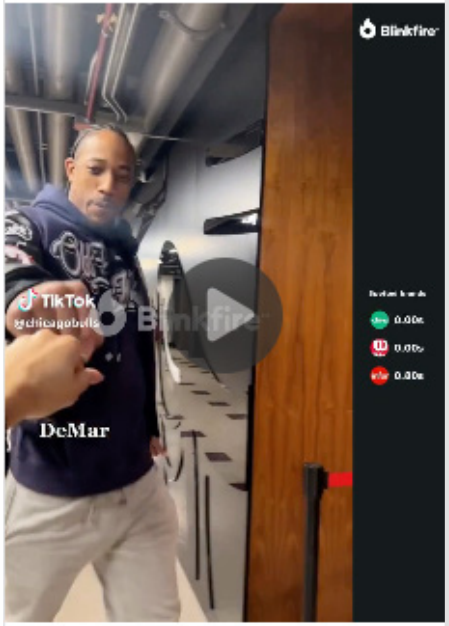
1.49M ENGAGEMENTS

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

TOP 3 POSTS | **VIDEOS**

1

Chicago Bulls
chicagobulls



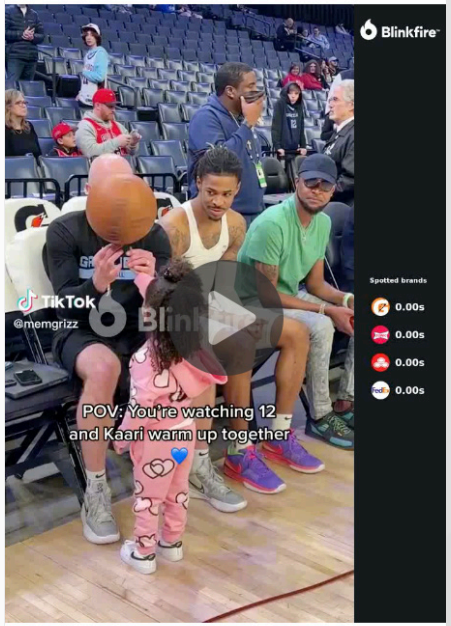
Replying to @chillinwemma Pregame 🤜🤛 ft a surprise 👀 #fistbumpchallenge #nba #pregame #challenge #chicagobulls

Mar 27, 2023

30.2M VIDEO VIEWS

2

Memphis Grizzlies
memgrizz



Scene: **Pre-Game Warmup**

Big 12 & Lil 12 💙 #jamorant #daddaughter #nba

Feb 10, 2023

18M VIDEO VIEWS

3

Dallas Mavericks
@dallasmavs



A shot we'll remember forever.

Dec 16, 2022

12.9M VIDEO VIEWS

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

REGULAR SEASON | NBA TEAMS

TOP 3 POSTS | MIXED MEDIA

Mixed media posts are Instagram carousels with both images and videos

1

Golden State Warriors
@warriors



We've had some epic battles. We've seen some incredible performances. Tonight, we witnessed history.

Congrats, @kingjames

Feb 8, 2023
1.9M ENGAGEMENTS

2

Los Angeles Lakers
@lakers

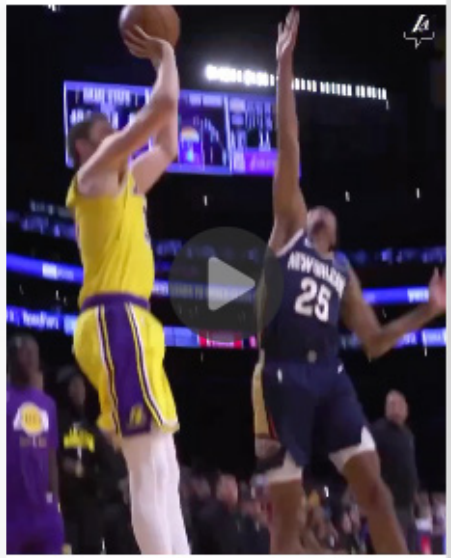


Scene: **Player Arrival**
Wholesome 🤗

Feb 12, 2023
1.44M ENGAGEMENTS

3

Los Angeles Lakers
@lakers



Matty Ice. Calls OT ❄❄❄

Nov 3, 2022
1.25M ENGAGEMENTS

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

Relative growth is measuring 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 great way for teams to benchmark.

Using data from Blinkfire, we pulled relative growth across Facebook, TikTok, YouTube, Sina Weibo, Twitter, and Instagram as well as overall. Did you know that three out of the five ranked teams based on overall growth rate are Blinkfire customers?

As we've mentioned throughout this recap, Instagram, YouTube, and TikTok continued to be the post popular social networks across NBA teams, as the platforms saw the largest follower growth: Instagram — Dallas Mavericks +19.7%; TikTok — Indiana Pacers + 151.3%; YouTube — Memphis Grizzlies +41.4%.

OVERALL

1	Utah Jazz	**16.5%**
2	Memphis Grizzlies	**10.2%**
3	Phoenix Suns	**8%**
4	Los Angeles Clippers	**7.7%**
5	Orlando Magic	**7.7%**

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

REGULAR SEASON | NBA TEAMS

SOCIAL PERFORMANCE | RELATIVE GROWTH

TWITTER

1	Brooklyn Nets	9.7%
2	Milwaukee Bucks	6.7%
3	Memphis Grizzlies	6.4%
4	Phoenix Suns	5.7%
5	Dallas Mavericks	5.1%

INSTAGRAM

1	Dallas Mavericks	19.3%
2	Memphis Grizzlies	15%
3	Phoenix Suns	14.8%
4	Orlando Magic	14%
5	Philadelphia 76ers	12.5%

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

REGULAR SEASON | NBA TEAMS

SOCIAL PERFORMANCE | RELATIVE GROWTH

FACEBOOK

1	Utah Jazz	9.3%
2	Phoenix Suns	2.3%
3	Memphis Grizzlies	2.3%
4	Dallas Mavericks	1.8%
5	Milwaukee Bucks	1.6%

TIKTOK

1	Indiana Pacers	151.3%
2	Los Angeles Clippers	127%
3	New York Knicks	90.9%
4	Detroit Pistons	82.7%
5	Orlando Magic	70.7%

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

REGULAR SEASON | NBA TEAMS

SOCIAL PERFORMANCE | RELATIVE GROWTH

YOUTUBE

1	Memphis Grizzlies	41.4%
2	Orlando Magic	30.4%
3	Brooklyn Nets	22.2%
4	Cleveland Cavaliers	18.8%
5	Phoenix Suns	15.4%

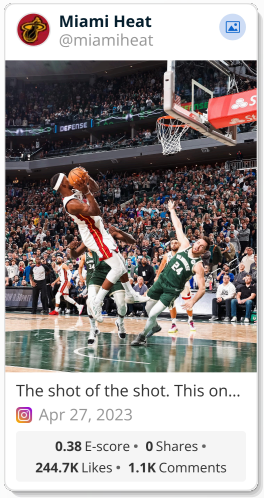
SINA WEIBO

1	Brooklyn Nets	5.1%
2	Phoenix Suns	0.9%
3	Dallas Mavericks	0.8%
4	Memphis Grizzlies	0.6%
5	Golden State Warriors	0.6%

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

BRANDS | TOP 10 ENGAGEMENT

Brands in the top are based on engagements earned for these brands across NBA teams on social media. **Team jersey patches continue to create valuable exposure for brands** — with three of the top 10 brands sponsoring a NBA team's jersey patch: Rakuten x Golden State Warriors; Bibigo x LA Lakers; and Motorola x Indiana Pacers, Milwaukee Bucks, and Chicago Bulls. **Six of the top 10 brands by engagement are official NBA sponsors** — State Farm, Nike, Kia, Tissot, Nike Jordan, and Michelob Ultra.



	BRAND	ENGAGEMENT
1	State Farm	286.2M
2	Nike	232.1M
3	Rakuten	127.2M
4	Kia	106.7M
5	Tissot	103.2M
6	bibigo	84.7M
7	Motorola	64.6M
8	Jordan	59.7M
9	Bally Sports	55.6M
10	Michelob ULTRA	50.9M

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

REGULAR SEASON | NBA TEAMS

TOP 10 BRANDS X DUNK SCENE | ENGAGEMENT

Blinkfire tracks more than 50 scenes across different sports like action, score, and birthday. Since dunk graphics are specific to basketball, this data shows the brands that earned the most engagements in dunk graphics. Not surprising, **many league-wide sponsors like Wilson, Kia, Tissot, and State Farm are on the list.** These brands appear on assets that are most often in dunk scenes: stanchion arm, stanchion pole pad, sports ball, and clock.



SEASON 2022/23	
1	State Farm
2	TISSOT
3	Wilson
4	Jordan
5	Nike
6	KIA
7	Bally Sports
8	Michelob ULTRA
9	new balance
10	Putnam Investments

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

TOP 10 BRANDS X TRAINING SCENE | **ENGAGEMENT**

Training sessions are any time players practice outside of a game. Most teams have jerseys dedicated to practice, and some teams have specific sponsors on game jerseys versus training jerseys.





SEASON 2022/23	
1	Nike
2	bibigo
3	Wilson
4	chime
5	honey
6	Jordan
7	New Era
8	socios.com
9	GATORADE
10	CARMAX

Based on data in Blinkfire from 10/18/2022 - 4/9/2023 across NBA teams' social media

TOP MOMENTS | **WESTERN CONFERENCE**

CURRY SCORES 50 POINTS

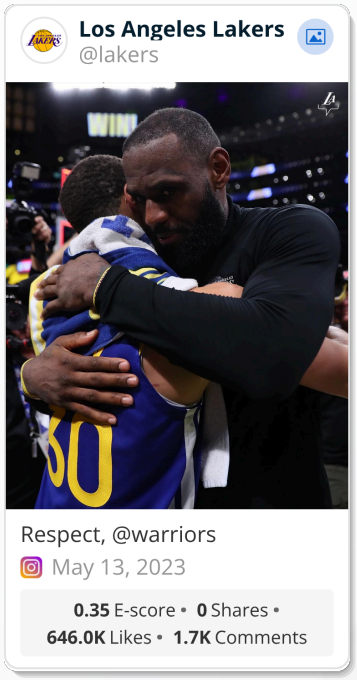
GAME 7 WARRIORS VS KINGS



Steph Curry became the first player to record a 50-point performance in a Game 7

RECORD-BREAKING VIEWERSHIP

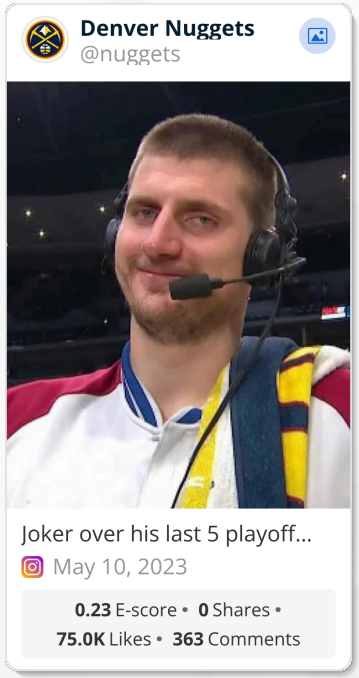
GAME 1 LAKERS VS WARRIORS



Lakers vs Warriors Game 1 drew 7.4 million viewers, the most-watched conference semifinal Game 1 ever

MURRAY RECORDS 30 POINTS

GAME 3 LAKERS VS NUGGETS



Jamal Murray became the first player to average 30 points on 50-40-90 shooting in a Conference Final

Based on data in Blinkfire from 4/15/2022 - 6/12/2023

TOP MOMENTS | **EASTERN CONFERENCE**

"I OWN YOU"

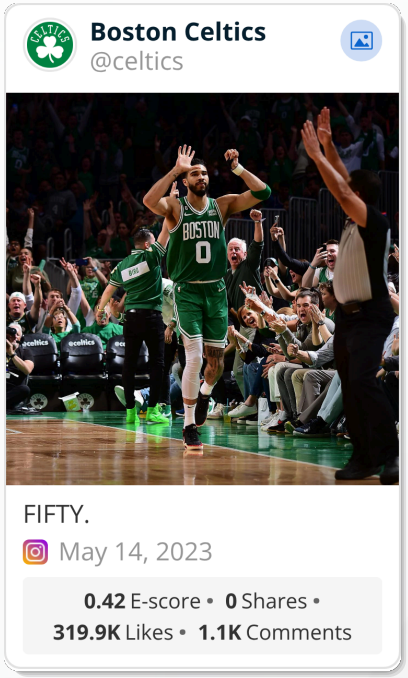
GAME 5 BUCKS VS HEAT



Jimmy Butler became the seventh player in NBA history to record at least 95 points in a two-game span in the playoffs

TATUM SETS A NEW RECORD

GAME 7 CELTICS VS 76ERS



Jason Tatum was key for the Celtics' Eastern Conference Finals berth, scoring an NBA-record 51 points in Game 7 vs the 76ers

MOST-WATCHED NBA ECF GAME

GAME 7 HEAT VS CELTICS



Game 7 of the NBA Eastern Conference Finals was TNT's most-watched NBA ECF game ever, with 11.9M average total viewers

Based on data in Blinkfire from 4/15/2022 - 6/12/2023

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

OVERALL

1	Denver Nuggets	**5.4%**
2	Golden State Warriors	**3.3%**
3	Los Angeles Lakers	**2.8%**
4	New York Knicks	**2.6%**
5	Phoenix Suns	**2%**
6	Miami Heat	**1.9%**
7	Boston Celtics	**1.9%**
8	Philadelphia 76ers	**1.7%**
9	Cleveland Cavaliers	**1.6%**
10	Sacramento Kings	**1%**

Based on data in Blinkfire from 4/15/2023 - 6/12/2023 for teams that qualified for the 2023 NBA Playoffs

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

TWITTER

1	Denver Nuggets	3.5%
2	Phoenix Suns	2%
3	Los Angeles Lakers	1.6%
4	Golden State Warriors	1.3%
5	Sacramento Kings	0.9%

INSTAGRAM

1	Denver Nuggets	14.2%
2	Miami Heat	6.9%
3	Golden State Warriors	4.8%
4	Sacramento Kings	4.6%
5	Los Angeles Lakers	4.3%

Based on data in Blinkfire from 4/15/2023 - 6/12/2023 for teams that qualified for the 2023 NBA Playoffs

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

FACEBOOK

1	Denver Nuggets	3.2%
2	Golden State Warriors	2.7%
3	Los Angeles Lakers	1.3%
4	Philadelphia 76ers	0.9%
5	Phoenix Suns	0.9%

TIKTOK

1	Los Angeles Lakers	26.3%
2	New York Knicks	25%
3	Denver Nuggets	16.6%
4	Miami Heat	9.1%
5	Sacramento Kings	7.9%

Based on data in Blinkfire from 4/15/2023 - 6/12/2023 for teams that qualified for the 2023 NBA Playoffs

SOCIAL PERFORMANCE | **RELATIVE GROWTH**

YOUTUBE

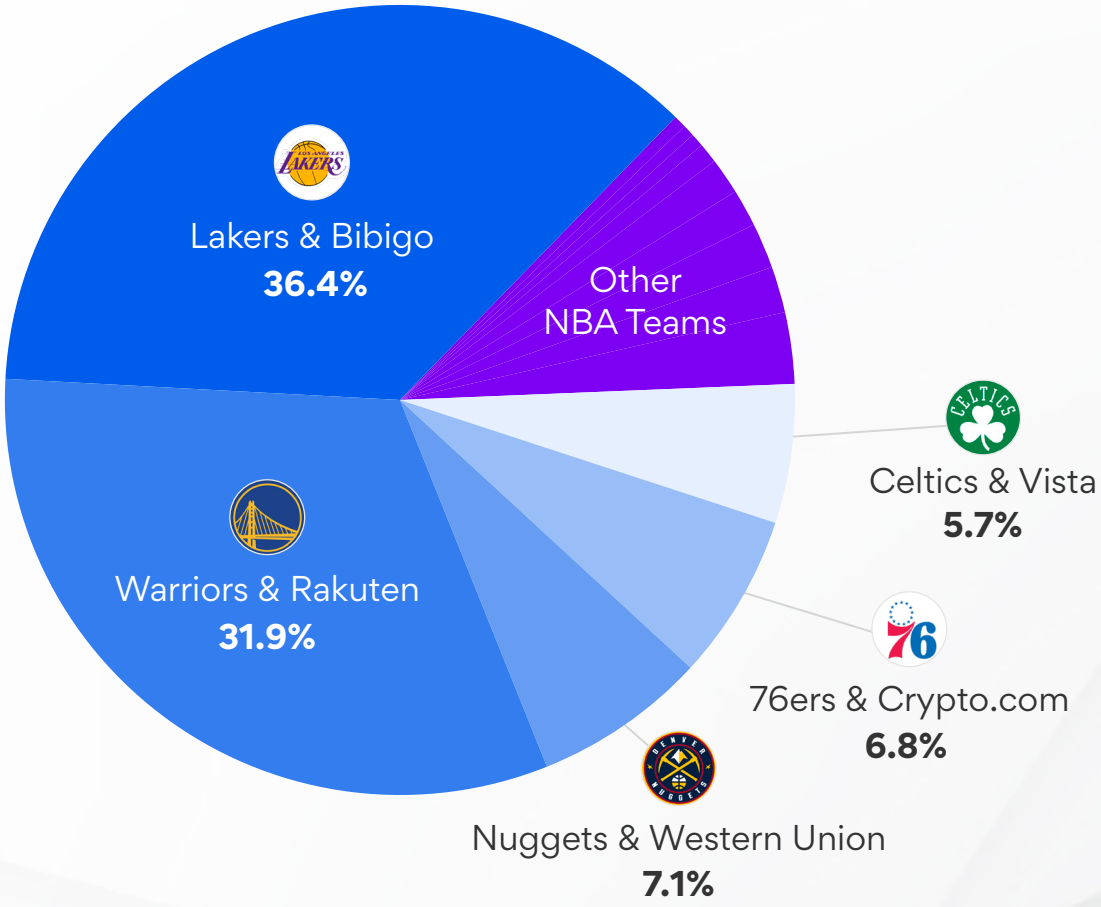
1	Atlanta Hawks	33.1%
2	Denver Nuggets	20.5%
3	Brooklyn Nets	16%
4	Sacramento Kings	7.6%
5	New York Knicks	7.6%

SINA WEIBO

1	Brooklyn Nets	1.1%
2	Miami Heat	0.5%
3	Los Angeles Lakers	0.4%
4	Boston Celtics	0.3%
5	Denver Nuggets	0.3%

Based on data in Blinkfire from 4/15/2023 - 6/12/2023 for teams that qualified for the 2023 NBA Playoffs

SPONSORS | JERSEY PATCH EXPOSURE BY PLAYOFF



Other NBA teams	
Bucks & Motorola	3%
Heat & UKG	2.9%
Kings & Dialpad	1.9%
Suns & PayPal	1.9%
Hawks & Sharecare	1.5%
Clippers & Honey	0.8%
Nets & WeBull	0.5%
Cavaliers & Cleveland-Cliffs	0.4%
Grizzlies & FedEx	0.4%
Timberwolves & Aura	0.1%

Based on data in Blinkfire from 4/15/2023 - 6/12/2023 for teams that qualified for the 2023 NBA Playoffs. New York Knicks do not have a patch partner.

SPONSORS | **PATCH EXPOSURE**

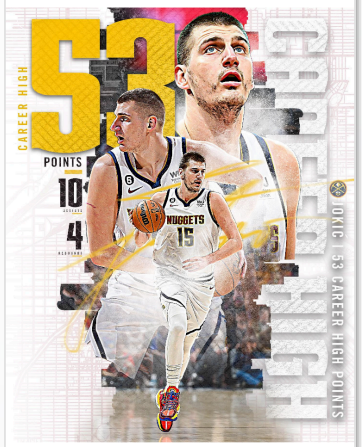
Boston Celtics
@celtics



humbly, one of the best...
May 14, 2023

0.44 E-score • **0** Shares •
340.4K Likes • **1.3K** Comments

Denver Nuggets
@nuggets



Career high night for Nikola...
May 8, 2023

0.13 E-score • **0** Shares •
42.5K Likes • **711** Comments

Los Angeles Lakers
@lakers



PLAYOFFS....
Apr 16, 2023

0.41 E-score • **0** Shares •
745.0K Likes • **1.7K** Comments

SOCIAL PERFORMANCE | **GLOBAL RANKING**

TOTAL ENGAGEMENT

1	GOLDEN STATE WARRIORS	**101.1M**
2	LOS ANGELES LAKERS	**88.6M**
3	BOSTON CELTICS	**37.6M**
4	MIAMI HEAT	**36.9M**
5	DENVER NUGGETS	**28.5M**
6	PHOENIX SUNS	**15.3M**
7	PHILADELPHIA 76ERS	**15M**
8	NEW YORK KNICKS	**11.3M**
9	SACRAMENTO KINGS	**8.3M**
10	MILWAUKEE BUCKS	**5.8M**

AVERAGE ENGAGEMENT/POST

1	GOLDEN STATE WARRIORS	**39.7K**
2	LOS ANGELES LAKERS	**39.4K**
3	BOSTON CELTICS	**16.8K**
4	MIAMI HEAT	**12.2K**
5	NEW YORK KNICKS	**8.2K**
6	PHILADELPHIA 76ERS	**8.1K**
7	MILWAUKEE BUCKS	**7.1K**
8	PHOENIX SUNS	**6.9K**
9	DENVER NUGGETS	**6K**
10	LOS ANGELES CLIPPERS	**5.2K**

Based on data in Blinkfire from 4/15/2023 - 6/12/2023 for teams that qualified for the 2023 NBA Playoffs

PLAYOFFS | NBA TEAMS

SOCIAL PERFORMANCE | GLOBAL RANKING

TOTAL VIDEO VIEWS

1	GOLDEN STATE WARRIORS	624.6M
2	LOS ANGELES LAKERS	392.2M
3	MIAMI HEAT	284.5M
4	DENVER NUGGETS	228.4M
5	BOSTON CELTICS	169.8M
6	PHILADELPHIA 76ERS	118.3M
7	LOS ANGELES CLIPPERS	115.6M
8	PHOENIX SUNS	103.9M
9	NEW YORK KNICKS	84.5M
10	SACRAMENTO KINGS	65.4M

AVERAGE VIDEO VIEWS/POST

1	GOLDEN STATE WARRIORS	467.1K
2	LOS ANGELES LAKERS	463.5K
3	MIAMI HEAT	235.3K
4	BOSTON CELTICS	175.6K
5	LOS ANGELES CLIPPERS	164.5K
6	PHILADELPHIA 76ERS	153.9K
7	BROOKLYN NETS	114.2K
8	DENVER NUGGETS	106.5K
9	PHOENIX SUNS	106.1K
10	NEW YORK KNICKS	101K

Based on data in Blinkfire from 4/15/2023 - 6/12/2023 for teams that qualified for the 2023 NBA Playoffs

NBA FINALS | NBA TEAMS

TOP 3 POSTS | IMAGES

1

Denver Nuggets
@nuggets



YOUR DENVER NUGGETS ARE THE 2023 NBA CHAMPIONS 🏆 #bRINGItIn

June 13, 2023

540.2K ENGAGEMENTS

2

Miami Heat
@miamiheat



No shortage of stars for Game 3 ✨ #NBACelebRow

June 8, 2023

250.2K ENGAGEMENTS

3

Denver Nuggets
@nuggets



NIKOLA JOKIĆ IS AN NBA CHAMPION AND YOUR FINALS MVP.

June 13, 2023

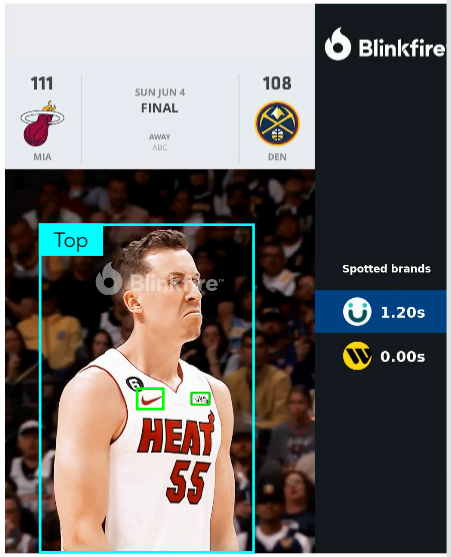
204K ENGAGEMENTS

Based on data in Blinkfire from 6/1/2023 - 6/12/2023 across Denver Nuggets and Miami Heat social accounts

TOP 3 POSTS | **VIDEOS**

1

Miami Heat
@miamiheat



Duncan Robinson has the GUTS. #WINNING

June 5, 2023

5.2M VIDEO VIEWS

2

Miami Heat
@miamiheat



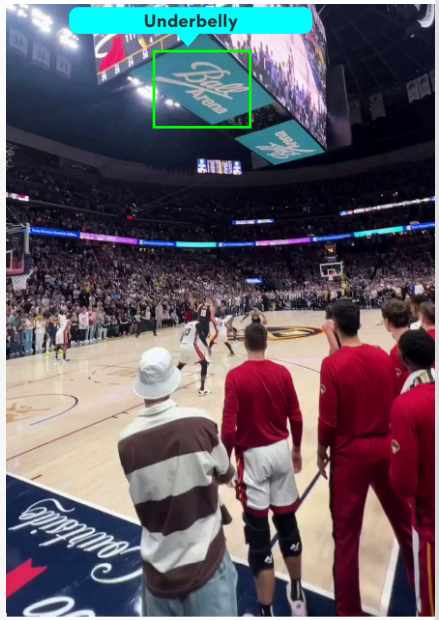
@neymarjr came through with the freshest Jimmy fit we've ever seen 🔥🔥🔥

June 8, 2023

1.36M VIDEO VIEWS

3

Miami Heat
@miamiheat



Blouses. Going home tied 1-1.

June 5, 2023

1.3M VIDEO VIEWS

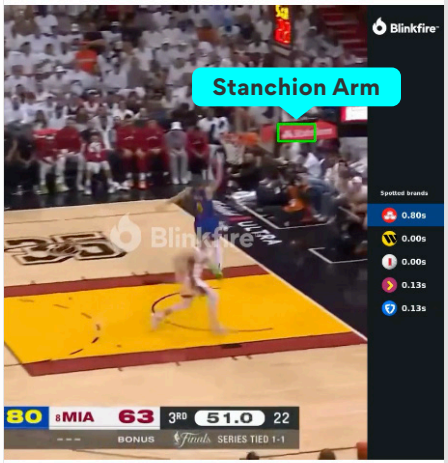
Based on data in Blinkfire from 6/1/2023 - 6/12/2023 across Denver Nuggets and Miami Heat social accounts

TOP 3 POSTS | **MIXED MEDIA**

Mixed media posts are Instagram carousels with both images and videos

1

Denver Nuggets
@nuggets

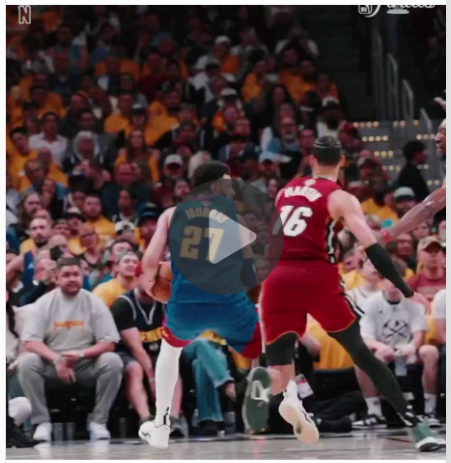


CHRISTIAN. BRAUN.

June 8, 2023
303K ENGAGEMENTS

2

Denver Nuggets
@nuggets



BUZZER-BEATING MACHINE

June 2, 2023
151.8K ENGAGEMENTS

3

Miami Heat
@miamiheat

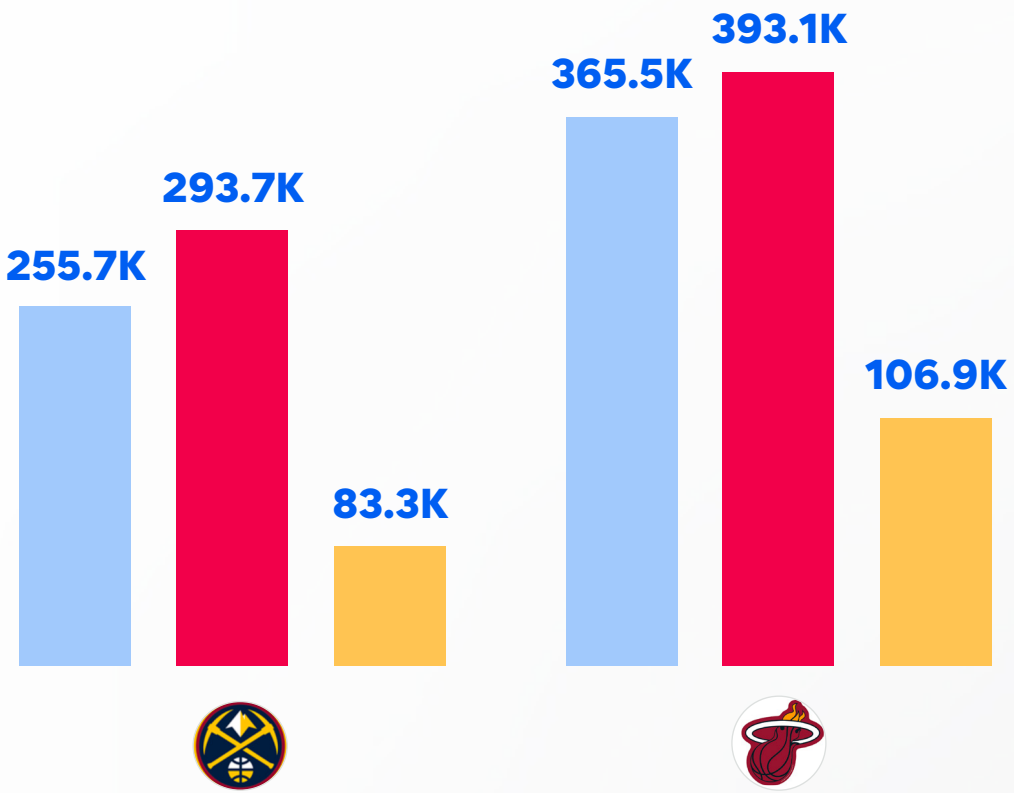


Not on Bam

June 10, 2023
135.1K ENGAGEMENTS

Based on data in Blinkfire from 6/1/2023 - 6/12/2023 across Denver Nuggets and Miami Heat social accounts

SOCIAL PERFORMANCE | **NEW FOLLOWERS: TIKTOK & INSTAGRAM**



DID YOU KNOW?

The Denver Nuggets' daily growth rate on TikTok and Instagram during the NBA Playoffs and Finals was **550% faster than the regular season.**

The Miami Heat saw similar success throughout the Playoffs and Finals. The Heat's daily growth rate on TikTok and Instagram **grew 700% faster compared to the regular season.**

NBA PLAYOFFS CAMPAIGN | **DENVER NUGGETS**

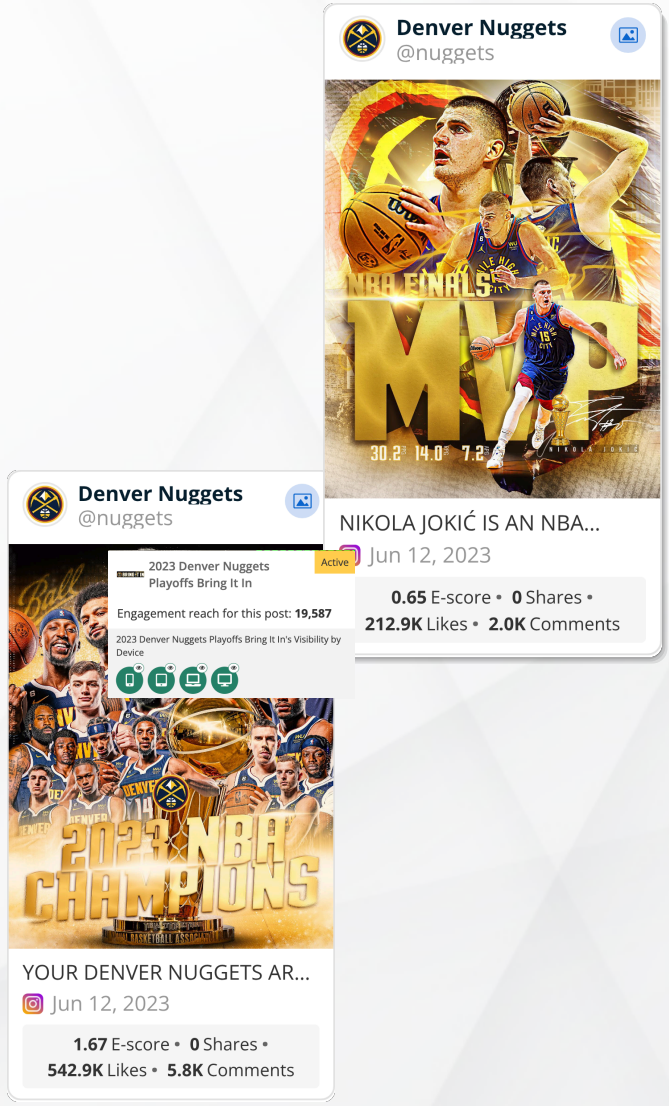
Bring It In Campaign

Over the past few years, more and more NBA teams have created dedicated social media campaigns around specific events: the NBA draft, All-Star Week, or the NBA Playoffs. It's actually a trend we're seeing across sports.

Instead of teams running paid ads on social media that will have a lower engagement rate, they create social campaign activations around a partner.

For the 2022-23 NBA Season, we used **Blinkfire Inventory Manager** to track campaigns during the NBA Playoffs, and which better team to highlight than the 2023 NBA Champions, the Denver Nuggets.

The **Denver Nuggets' Bring It In campaign**, in partnership with **Western Union**, included a social logo lock up and #BringItIn. The campaign was used as a digital overlay (active exposure) and on the team's practice jerseys (passive exposure). Based on data in Blinkfire, **the Bring It In campaign engagement rate was 310% higher than the average engagement rate for a social media paid ad**.



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** or visit **www.blinkfire.com**.