TOP 10 BRANDS

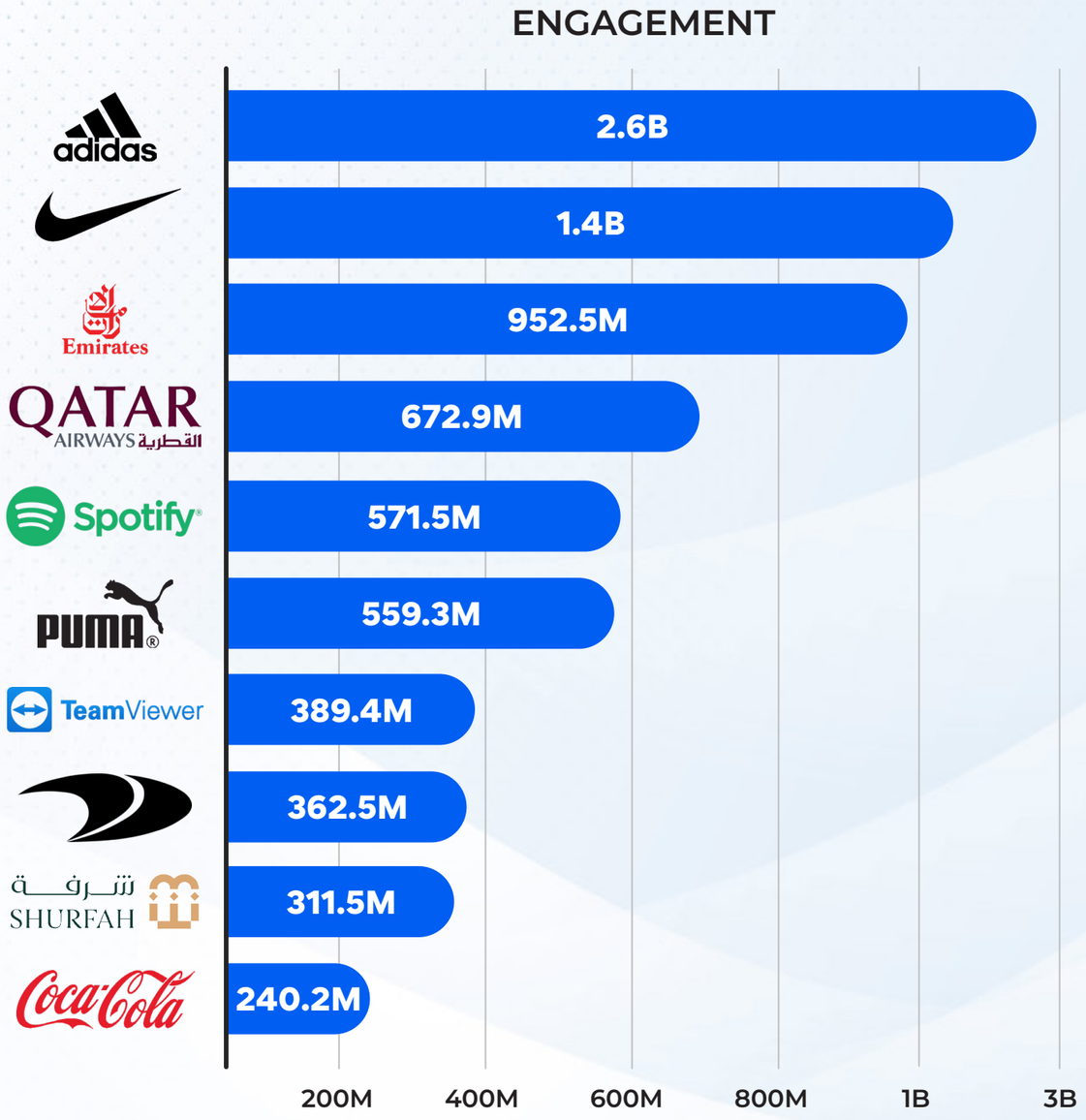
BY SPORT

QUARTER 1 2023

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INTRO

This report includes the top 10 brands by sports based on engagements for Quarter 1 2023. The sports included are baseball, basketball, soccer, esports, football, hockey, and racing across leagues, teams, and players. Engagements are based on public-facing interactions such as likes, comments, shares, or retweets across the many platforms Blinkfire tracks including Facebook, Instagram, TikTok, Twitter, YouTube, and Douyin.



BASED ON DATA IN BLINKFIRE FROM 1/1/2023 - 3/31/2023

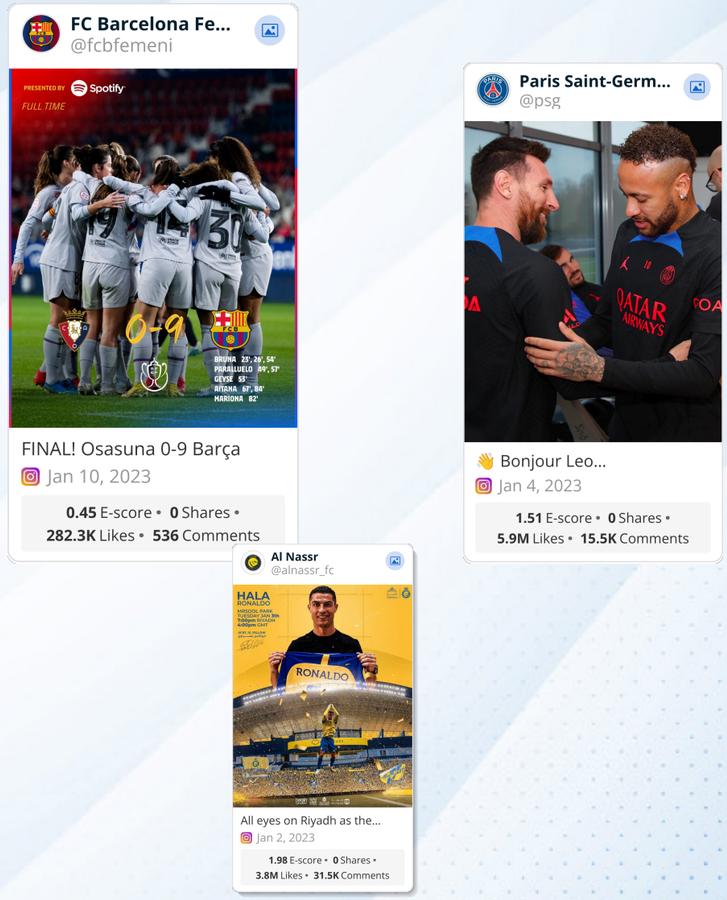
TOP 10 BRANDS

SOCCER

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SOCCER

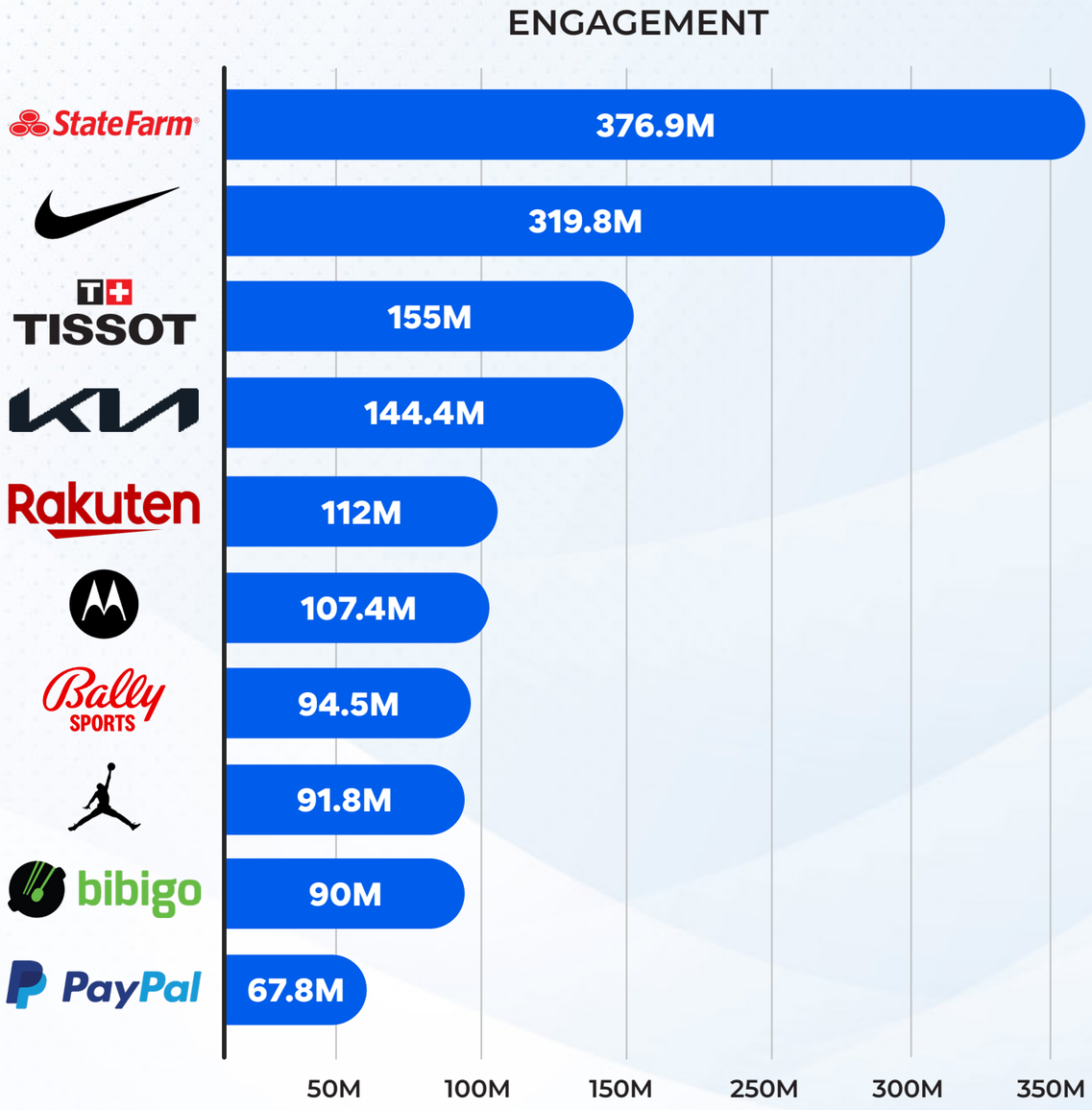
The top 10 brands are either a jersey sponsor or kit provider for some of the biggest clubs in the world. There are four kit providers (Adidas, Nike, Puma, and Duneus) and six front-of-jersey sponsors: Emirates Airlines x Real Madrid; Qatar Airways x PSG; Teamviewer x Manchester United; Spotify x FC Barcelona and FC Barcelona Femení; Etihad Airways x Manchester City; Shurfah x Al Nassr.



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TOP 10 BRANDS
BASKETBALL

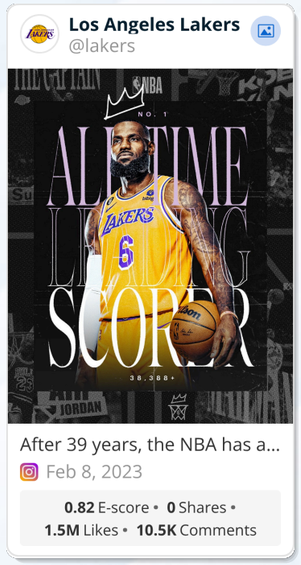


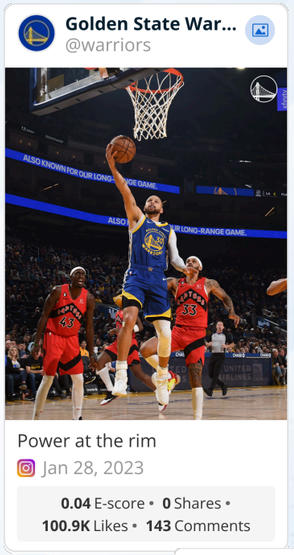
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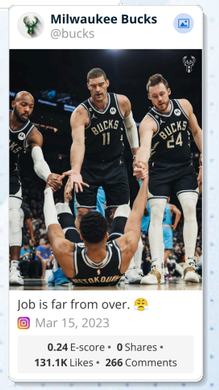
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BASKETBALL

Team jersey patches continue to create valuable exposure for brands with four of the top 10 brands sponsoring a NBA team's jersey patch: **Rakuten x Golden State Warriors; Motorola x Indiana Pacers, Milwaukee Bucks, and Chicago Bulls; Bibigo x LA Lakers; PayPal x Phoenix Suns.** Five of the top 10 brands by engagement are official NBA sponsors — Nike, Nike Jordan, State Farm, Kia, and Tissot.



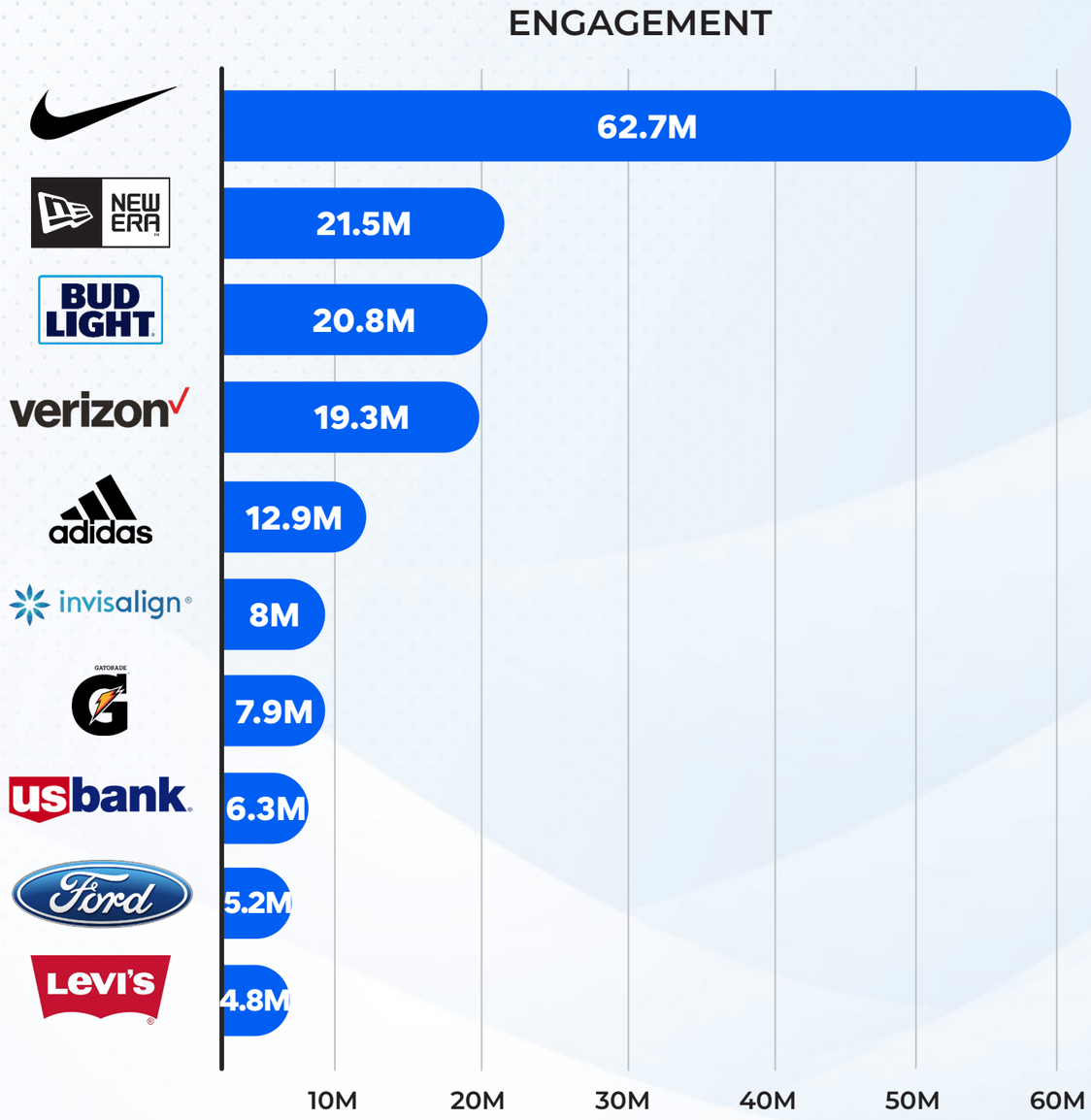




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BASED ON DATA IN BLINKFIRE FROM 1/1/2023 - 3/31/2023

TOP 10 BRANDS
FOOTBALL



BASED ON DATA IN BLINKFIRE FROM 1/1/2023 - 3/31/2023

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FOOTBALL

During the first quarter of 2023, **seven of the top 10 brands by engagement in football were official NFL sponsors.** Adidas, a non-NFL sponsor in the top 10, produces football apparel & equipment and also sponsors many college football programs. Other non-official sponsors of the NFL include Ford, who recently cut ties with the NFL, and Levi's.



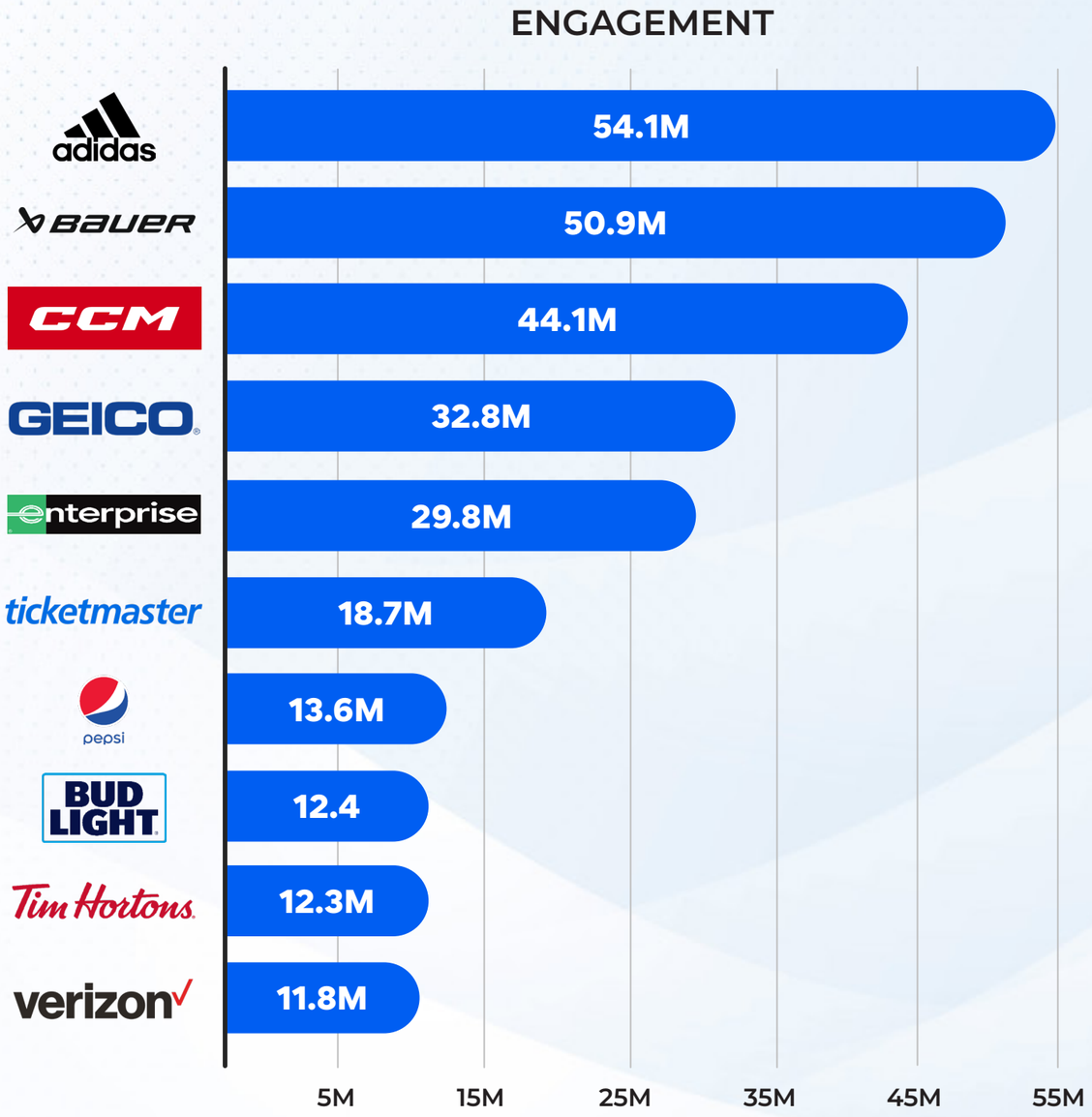




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TOP 10 BRANDS
HOCKEY

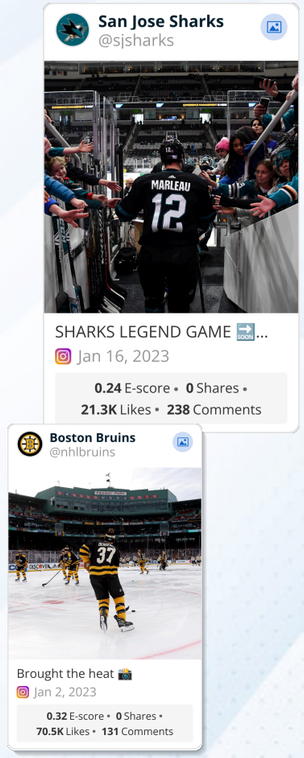


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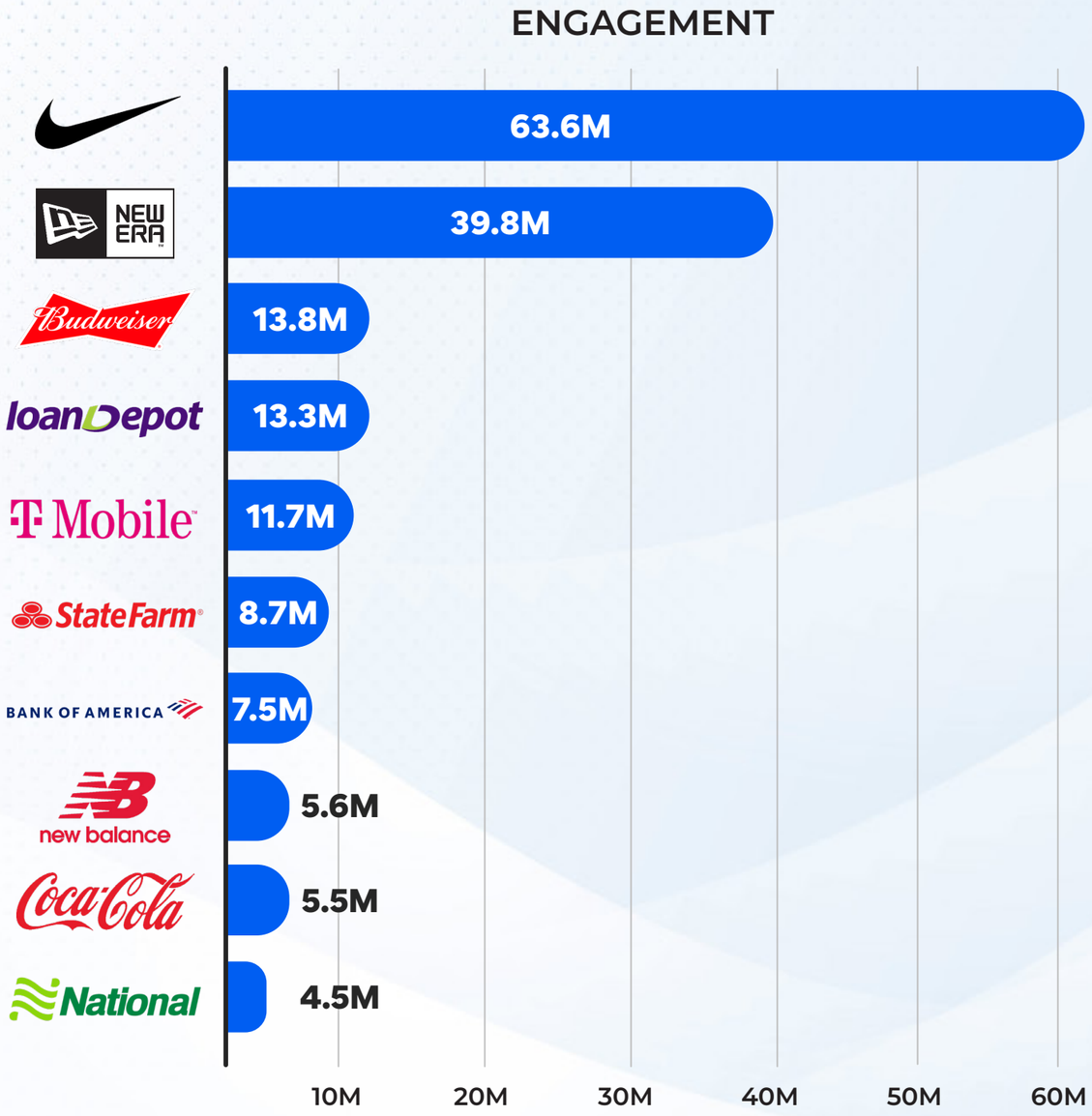
HOCKEY

The 2022-2023 NHL hockey season is **the league's first season with digitally enhanced dasher boards.** Seven of the top 10 brands by engagement for hockey in the first quarter of 2023 were prominent on dasher boards – Enterprise, Geico, Ticketmaster, Tim Hortons, Bud Light, Verizon, and Pepsi.



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TOP 10 BRANDS
BASEBALL

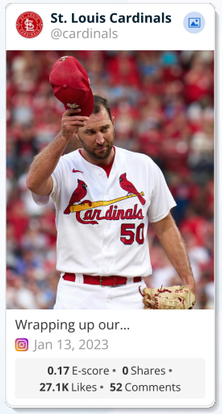
BASED ON DATA IN BLINKFIRE FROM 1/1/2013 - 3/31/2023

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BASEBALL

Being an official partner of Major League Baseball (MLB) is proving valuable before the start of the 2023 season, as **the top five brands are official sponsors of the league.** The top 10 brands can be found on numerous assets including uniforms, backstop walls, outfield walls, and stadium jumbotrons from multiple teams across the league.

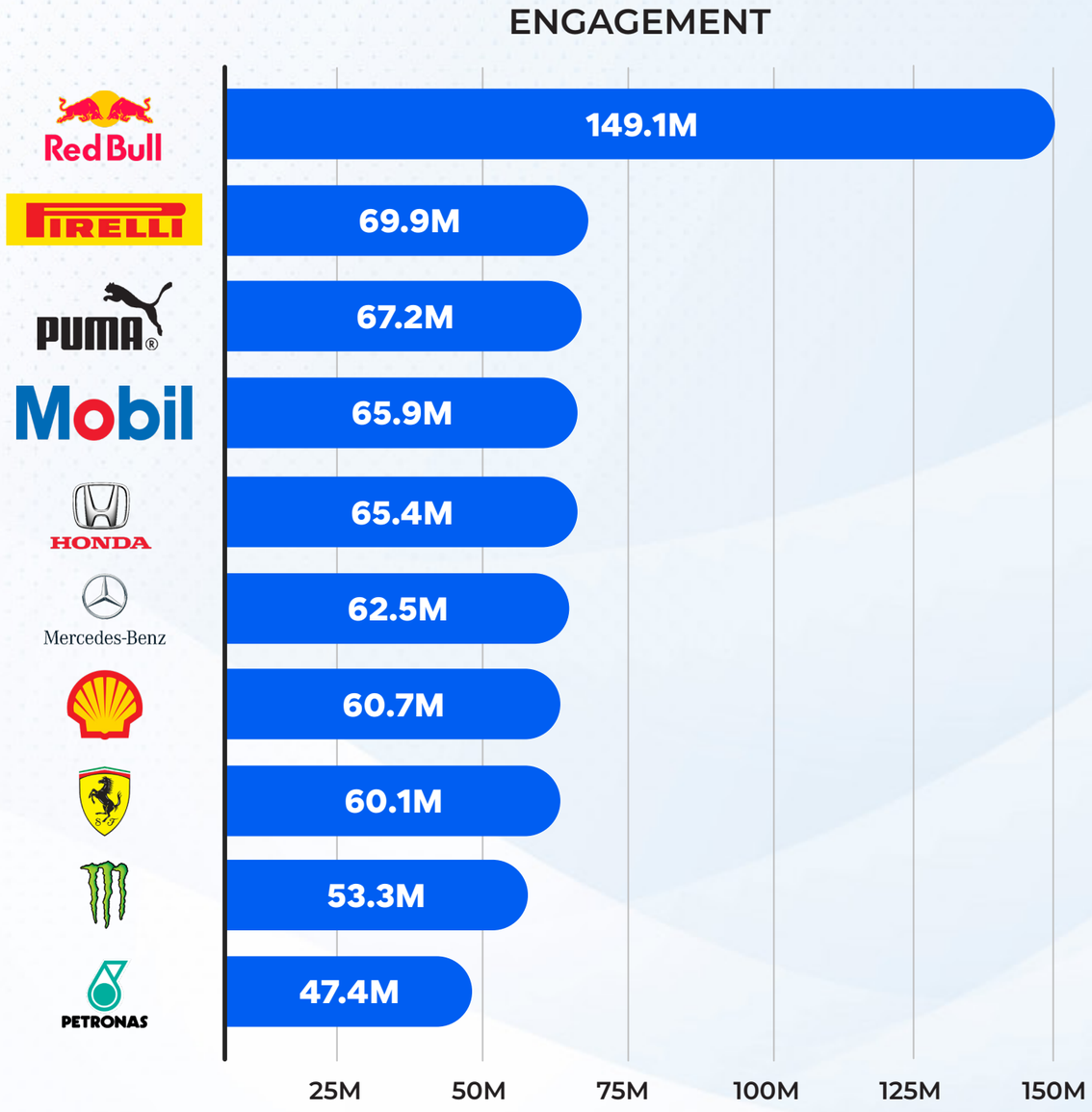






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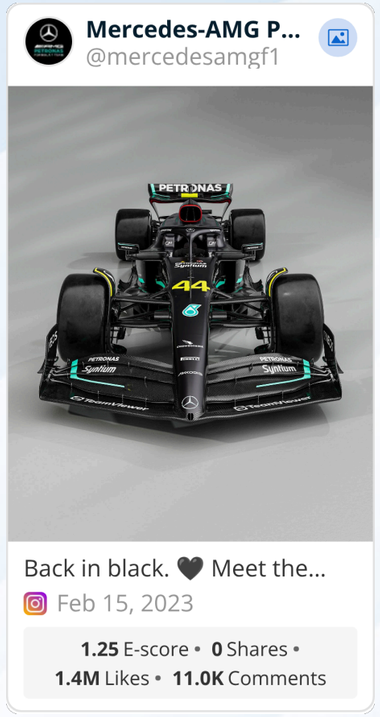
TOP 10 BRANDS
RACING

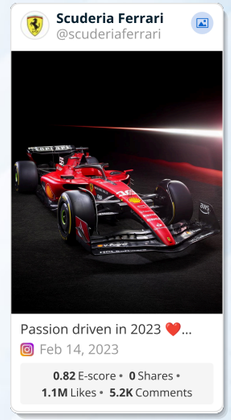
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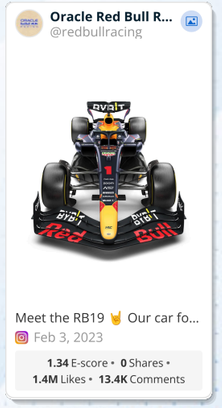
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RACING

The automotive industry invests heavily in racing. Nine of the top 10 brands from the first quarter of 2023 are in the automotive industry (vehicle, gas, and automotive aftermarket) and/or major sponsors of Formula 1 teams like Mercedes-AMG Petronas, Ferrari, and Red Bull Racing.



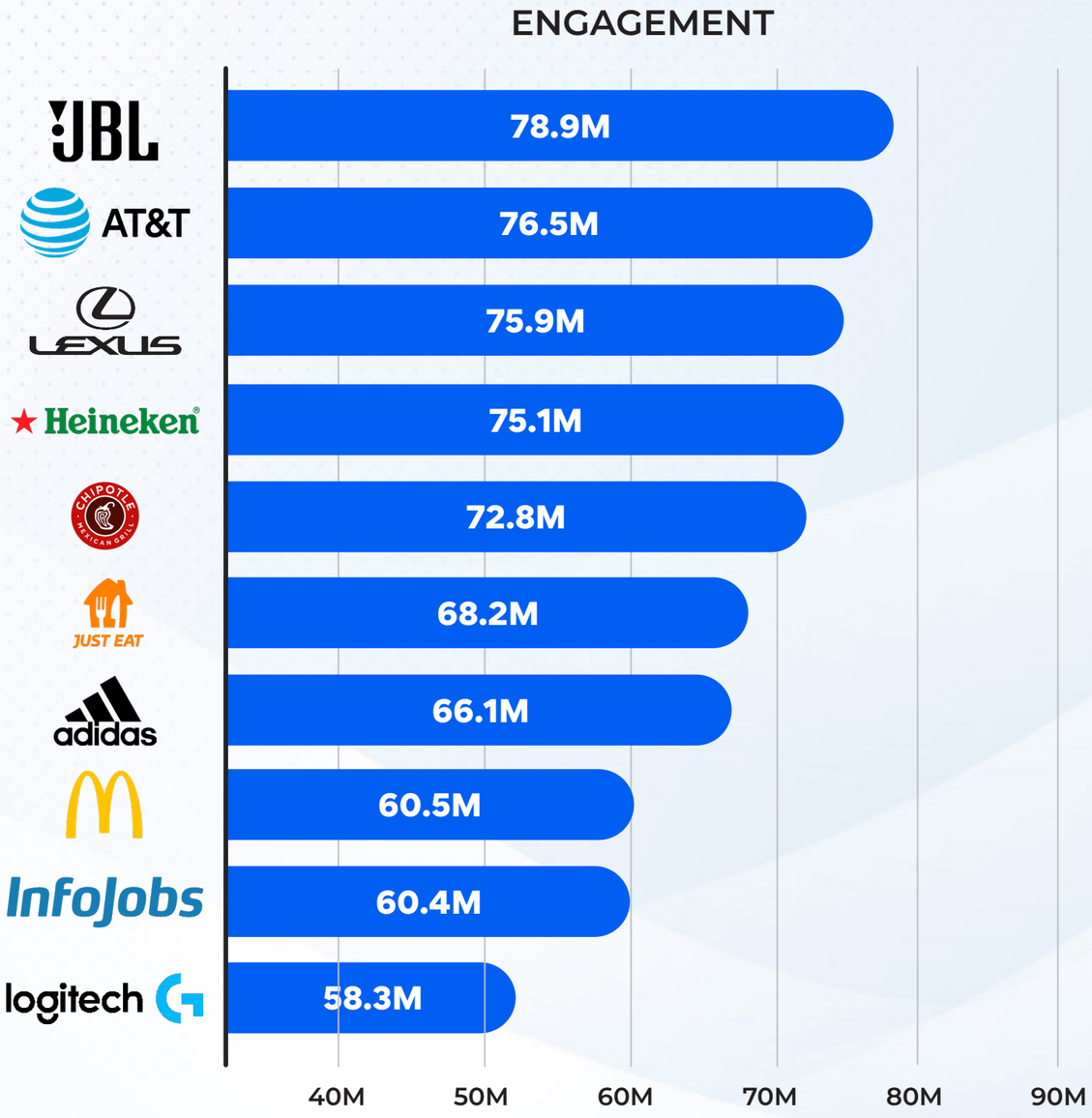




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TOP 10 BRANDS
ESPORTS

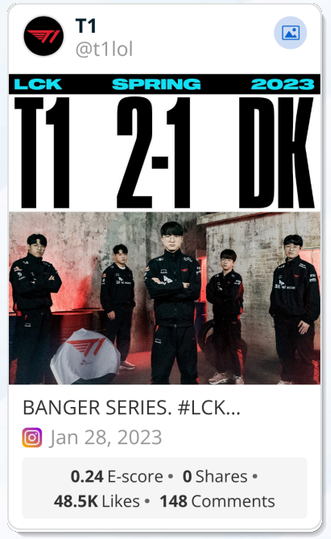


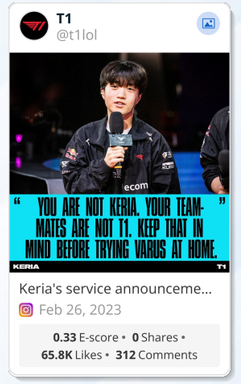
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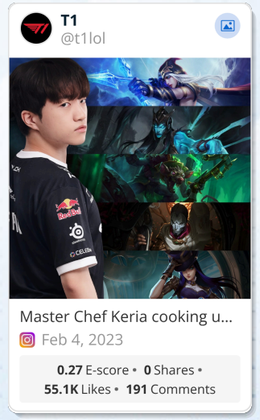
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ESPORTS

In the past, esports has been a place for tech and gaming companies to reach customers. However, this top 10 brand list from Q1 2023 shows that national non-gaming brands are becoming more involved in the esports industry. Outside of JBL and Logitech, national non-gaming brands such as AT&T, Lexus, Heineken, Adidas, Infojobs, Just Eat, and McDonald's make up the rest of the top 10.







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