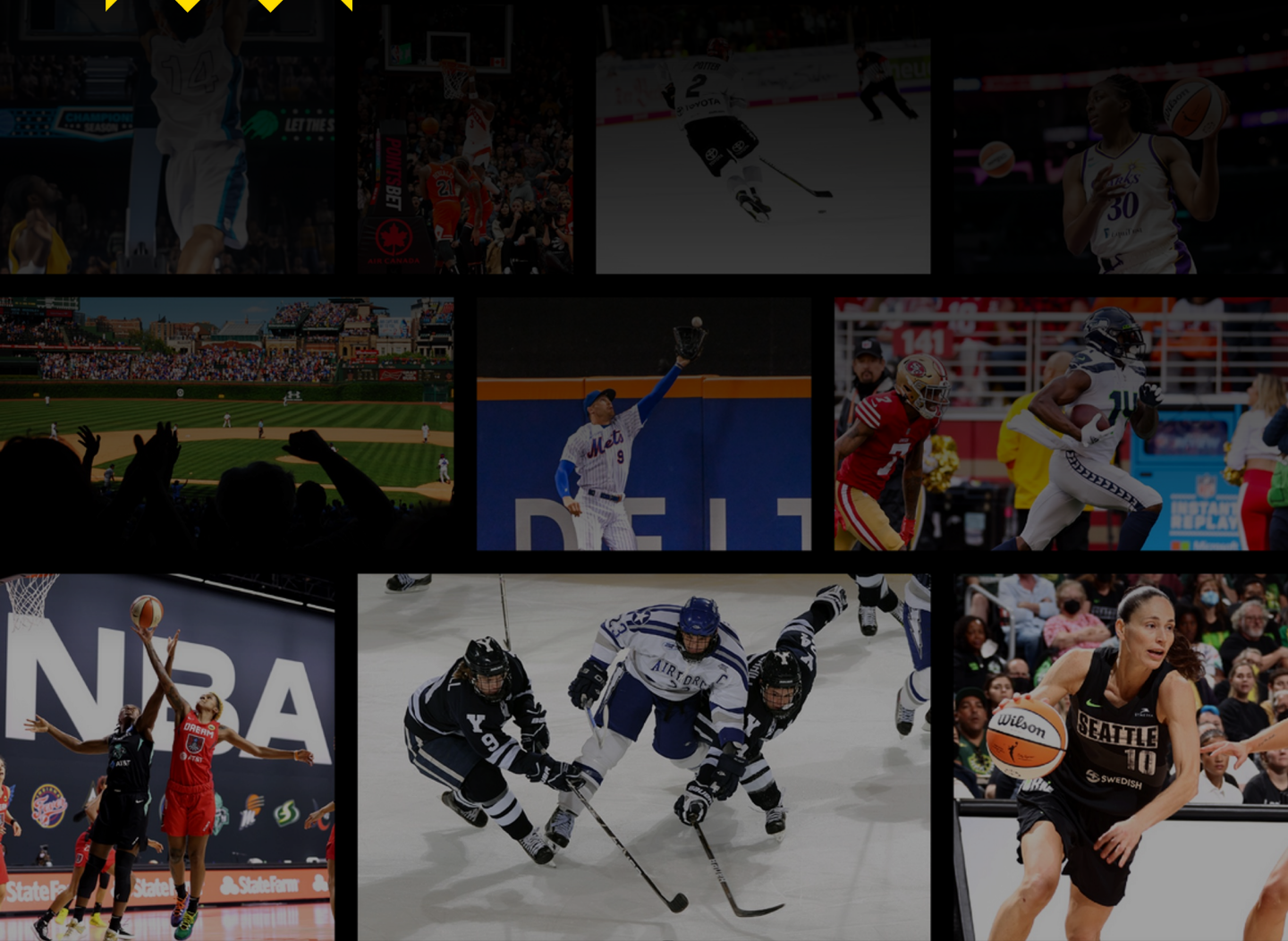




2024 ANNUAL REPORT

# US SPORTS SCOREBOARD: FUTURE OF SPONSORSHIP

Tracking the Success of Sports Partnerships and Media Strategies to Maximize Brand Value Across MLB, MLS, NBA, NFL, NHL & WNBA.



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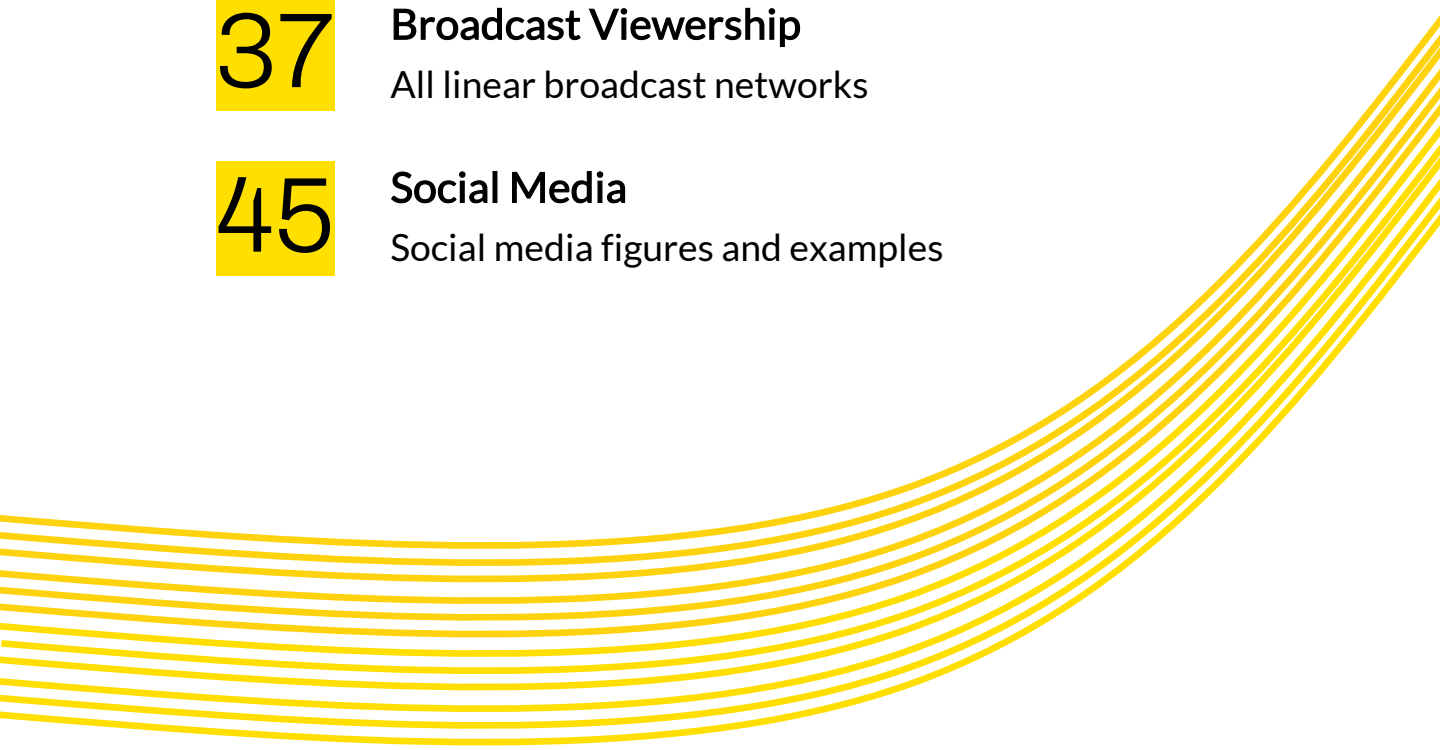
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# A Word From Our CEO

## 2024 US Sports Sponsorship Industry



In 2024, the sports sponsorship industry reached a pivotal moment—one defined by multi-platform strategies, real-time engagement, and data-driven accountability. The lines between traditional broadcast, digital, and social media have blurred, creating **an unprecedented era of sponsorship value acceleration.**

Global events like the **Paris Olympics** set new benchmarks for integrated campaigns, demonstrating the power of **seamlessly connecting live sports with digital-first audiences.** But beyond these global spectacles, the biggest shift is happening at home: brands, leagues, and rightsholders are no longer measuring success in impressions alone—they **demand tangible, data-backed outcomes.**

At Relo Metrics, we are leading this **transformation.** By partnering with industry innovators like **Captify, VideoAmp and Meltwater,** we are enabling brands to **unlock AI-powered insights, optimize sponsorship value in real time, and bridge the gap between exposure and true business impact.**

This report isn't just a retrospective on who won the sponsorship game in 2024—it's a blueprint for where the industry is heading in **2025 and beyond.** As **executives, marketers, and media leaders,** you have an opportunity to be **ahead of the curve—**leveraging integrated, tech-driven sponsorship strategies that don't just deliver value, but define the future of the live economy.

Let's dive in.



# US Sports Scoreboard: Reviewing Value and Trends from 2024

The 2024 US Sports Scoreboard showcases a transformational year in sports sponsorship, driven by media fragmentation, AI-powered measurement, and the growing dominance of digital engagement. Brands must leverage data insights to optimize sponsorship strategies and stay competitive.

2024 saw major shifts in consumer behavior, technological advancements, and the influence of global sporting events. Sponsorships diversified across sports, platforms, and regions, emphasizing the need for targeted, real-time fan engagement. Social media and AI-driven analytics allowed for deeper campaign optimization, highlighting the rise of integrated, tech-driven sponsorships.

## KEY FINDINGS:

- **\$11B in Sponsor Media Value generated** across the NFL, NBA, WNBA, MLB, NHL, and MLS.
- Fan interaction is at an all-time high with 936B social impressions and 24B engagement.
- Social is a game-changer—accounting for 54% of MLS's sponsorship value, while the WNBA (41%) and NBA (32%) also saw major impact.
- Over 975 brands earned \$1M+ in Sponsor Media Value (SMV)

## IMPLICATIONS FOR BRANDS:

- Transition from traditional broadcasts to hybrid digital strategies, focusing on social-driven engagement.
- Use AI and advanced measurement for smarter sponsorships.
- Invest early in women's sports for first-mover advantage.
- Prepare for potential TikTok disruptions and diversify social strategies.

Sports sponsorship is evolving into strategic, tech-driven, cross-platform campaigns. Brands that adapt to this fragmented landscape and leverage athlete-driven engagement will thrive.



**2024**

# Introduction

BRAND EXPOSURE ACROSS  
U.S. SPORTS

# 2024 sports partnerships generated \$11B in Media Value across the big-six professional sports leagues

Through Relo Census, Relo Metrics has captured and analyzed every single live broadcast, and nearly 1.2M valuable social posts in the following US leagues: 2023-2024 NBA, 2023-2024 NHL, 2024 MLB, 2024 MLS, 2024 WNBA, 2024 NFL. The data focuses on the Regular Seasons of these leagues.



## Brand Exposure Summary Across Broadcast and Social Media in 2024

**\$11B**

In Total Sponsor Media Value

**938B**

Social Impressions with Brand Value

**35M**

Total Number of Brand Exposures

**24B**

Social Engagements with Brand Value

**5,000+**







Brands with exposure value

**979**

Brands that earned \$1M+ in Sponsor Media Value

# Major sports leagues dominate with expansive audience exposure and value

TOP LEAGUES | SMV, EXPOSURES, SOCIAL IMPRESSIONS & ENGAGEMENTS  
(BROADCAST AND SOCIAL MEDIA)

LEAGUES	Social Impressions	Social Engagements	Total Exposures	SMV
	215.2B	4.3B	15.6M	\$4.8B
	414.1B	11.7B	8.2M	\$2.3B
	114.6B	2.9B	538.8K	\$2.2B
	51.1B	1.2B	7.4M	\$1.3B
	101.8B	2.7B	1.7M	\$340.5M
	38.7B	755.2M	1.2M	\$137.9M

Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)  
\*MLB.TV not included in this analysis

## ► KEY INSIGHT – TOTAL SMV

There are two key factors that caused the MLB to generate by far the highest overall media value for brands.

On one hand, the sheer volume of regular season games had a major impact: with 2,430 games, the MLB far surpasses the other US sports leagues (the NHL ranks 2<sup>nd</sup> with 1,312 games, well behind the MLB).

Not only that: unlike the NFL, the MLB provides brands with vast TV-visible inventory that boost their exposure. The Home Plate Signage, in particular, plays a critical role thanks to its strategic positioning. This asset alone was responsible for over 5.3M aggregate exposures on broadcast (nearly 176K on social media).

# 2024 TRENDS

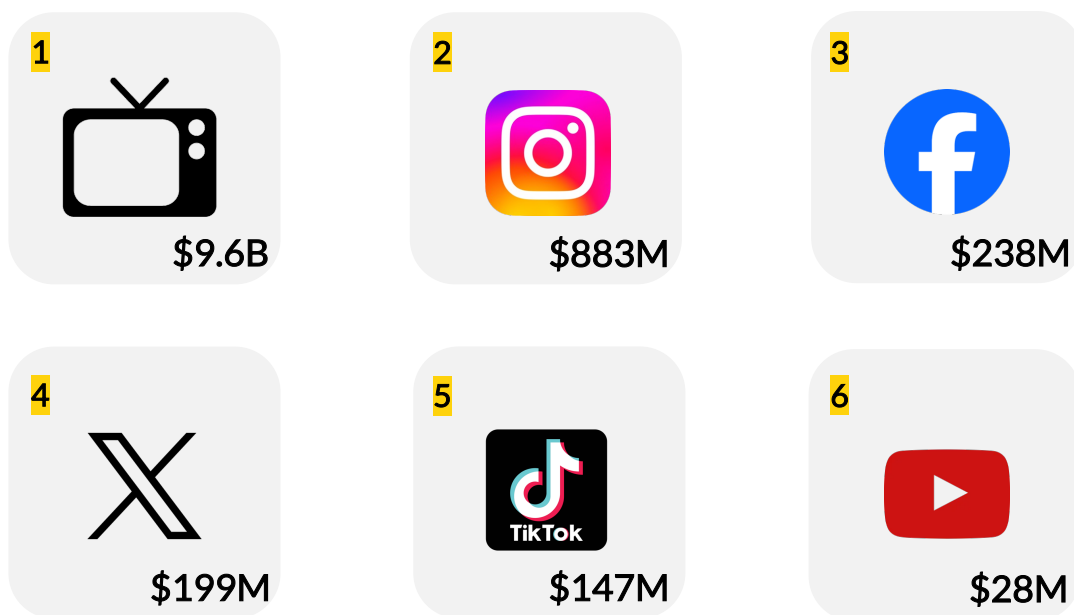
MEDIA CONSUMPTION  
TRENDS ACROSS SPORTS  
SPONSORSHIP



# 1. Broadcast leads, but social media continues to grow in importance as sports programming becomes further fragmented

## MEDIA PLATFORMS | BY SPONSOR MEDIA VALUE GENERATED

Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)



### ► **KEY INSIGHT** – BROADCAST & SOCIAL MEDIA BY LEAGUE

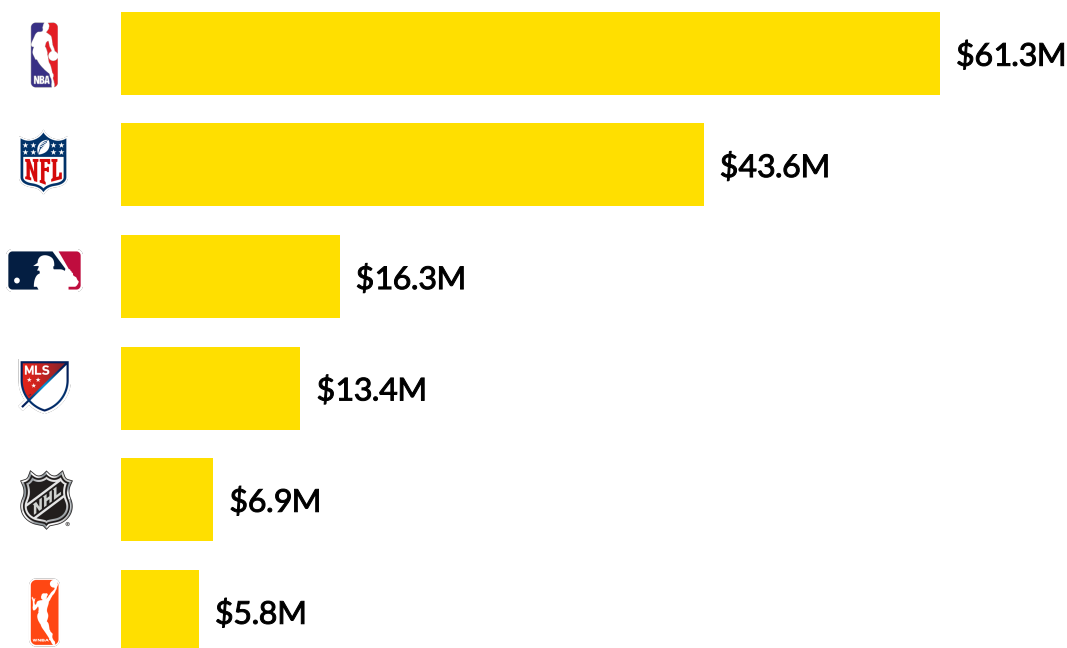
The impact of social media on media value generation varied significantly across the leagues analyzed. In the MLB and NHL, social media accounted for just 4.05% and 4.92% of total media value, respectively. Such modest impact was mostly due to the visibility provided by highly visible TV assets, like the Home Plate Signage in the MLB and the DED in the NHL. Moreover, both leagues have a more limited global reach compared to others, like the NBA, which diminishes the impact of social media platforms.

At the other end of the spectrum, **social media generated 54% of total media value in the MLS**, as the league benefited from Lionel Messi's unparalleled global popularity. Similarly, social media played a vital role in the WNBA and NBA, contributing 41% and 32% of total value, respectively. Social media clocked in at 13% in the NFL, with the league driving high viewership on TV.

## 2. TikTok becomes a hub for sports content consumption, delivering the highest value per post across all leagues

### TIKTOK | SPONSOR MEDIA VALUE BY LEAGUE

Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)



#### ► KEY INSIGHT – THE TIKTOK IMPACT & FUTURE UNCERTAINTY

Despite making up less than 3% of post volume, TikTok delivered the highest value per post across all leagues. The NBA led with \$7K per post, followed by the NFL at \$5.9K. TikTok also outperformed Instagram on a per-post basis, with the NBA seeing a 1.9x advantage and the NHL leading with a 3x difference.

**Proceed with caution:** the uncertain future of TikTok poses a challenge for leagues that rely on its viral reach and high engagement for fan interaction and revenue. A ban or ownership shift could force leagues to pivot to platforms like Instagram Reels or YouTube Shorts, which may not offer the same organic impact.

# 16%

TikTok was responsible for 16% of the overall social media value in the NFL. The platform accounted for 11% of NHL's social value and 10% of WNBA's; 8% of NBA's and MLB's, and 7% of MLS'.

### 3. Live sports rights are becoming further fragmented across OTT, consolidation not yet in the near-future

#### ACCESSIBILITY OF SPORTS PROGRAMMING

As the OTT (over-the-top) streaming landscape becomes increasingly more competitive, sports television rights are becoming increasingly fragmented. Traditionally, major sports networks like ESPN, FOX, and NBC controlled most sports content, offering broad, centralized access to games and events. However, in recent years, platforms like Amazon Prime, Apple TV+ and Netflix have aggressively pursued sports rights, acquiring exclusive deals with Thursday Night Football, the NFL on Christmas, MLB Friday Night Baseball.

Looking to the near-future, this trend is likely to continue as OTT platforms invest more heavily in sports to differentiate themselves from traditional media networks and attract subscribers. Additionally, as OTT platforms use sports content as a tool to boost their subscriber bases, we may see more leagues experiment with pay-per-view models or premium subscription tiers for exclusive content.



#### CHANGES IN CONSUMPTION, LED BY GEN-Z

Gen Z is less likely to tune into a sporting event on TV than generations prior, but how significant is this gap? Is it because they are cord-cutters, cord-nevers, or just not interested in sports? With the rise of short-form video content via Instagram Reels, and TikTok many sports fans in this demographic opt for highlight viewing in lieu of sitting down to watch a full game. As the barrier to entry for sports programming continues to ascend, it remains to be seen if Gen Z will jump through the hoops or opt for ancillary coverage elsewhere.

## 4. A profound shift in the industry: the unprecedented growth of women's sports in viewership and investment

Women's sports in the U.S. are on the rise, both in audience engagement and commercial investment. Historically, leagues like the WNBA and NWSL operated with limited visibility compared to their male counterparts. Not anymore. These recent years have marked a turning point, with record-breaking viewership, sold-out games, and a surge in sponsorship interest.

The investment is booming. In the last two years, the [WNBA announced three new teams](#) – Golden State Valkyries, Toronto Tempo and Portland –, and it is actively looking to add a 16<sup>th</sup> franchise to the league, with an [official bid recently submitted by the Philadelphia 76ers ownership group](#). The NWSL finds itself on a comparable trajectory: after record-setting expansion fee agreements, the [league has recently announced two new teams](#) – BOS Nation and Denver Club – which will start to play in the league in 2026.

Everyone wants in, and the recent media rights deals reflect this impressive growth. In 2024, the [WNBA closed a historic 11-year, \\$2.2B deal](#) with Disney, Amazon and NBCU – three giants of the industry, already heavily involved in sports broadcasting.

Another key factor fueling this surge is the cultural shift in how women's sports are perceived and valued. No longer seen as secondary to men's leagues, women's competitions are commanding major primetime slots, drawing millions of viewers, and delivering substantial ROI for sponsors. This shift has led to brands moving beyond symbolic investments, instead treating women's sports as a core part of their marketing strategies.

Additionally, the rise of digital consumption has given female athletes to build their personal brands, leveraging their influence to attract non-traditional sports sponsors and drive deeper fan engagement. As leagues keep expanding and attracting partners, this momentum shows no signs of slowing down.



## 5. Athletes are now media powerhouses, controlling their own narratives – and brands are taking notice

Largely thanks to the rise of social media and digital platforms, athletes are no longer just competitors on the court or the field – they are becoming media brands of their own, with direct access to their audiences.

There is no better example than JJ Redick, a true pioneer: he launched his first podcast in 2016, the first active NBA player ever to do so, and then [co-founded a production company \(“ThreeFourTwo Productions”\) in 2020](#). Redick’s initiative helped him build his brand, and land an analyst job at ESPN first, and then his current Los Angeles Lakers head-coach role.

There are many other examples, from LeBron James’ The Shop to [Jason & Travis Kelce’s New Heights](#) podcast. Whether through social media, podcasts, or documentary-style content, athletes are now creating their own content, controlling their narratives, and unlocking new revenue streams.

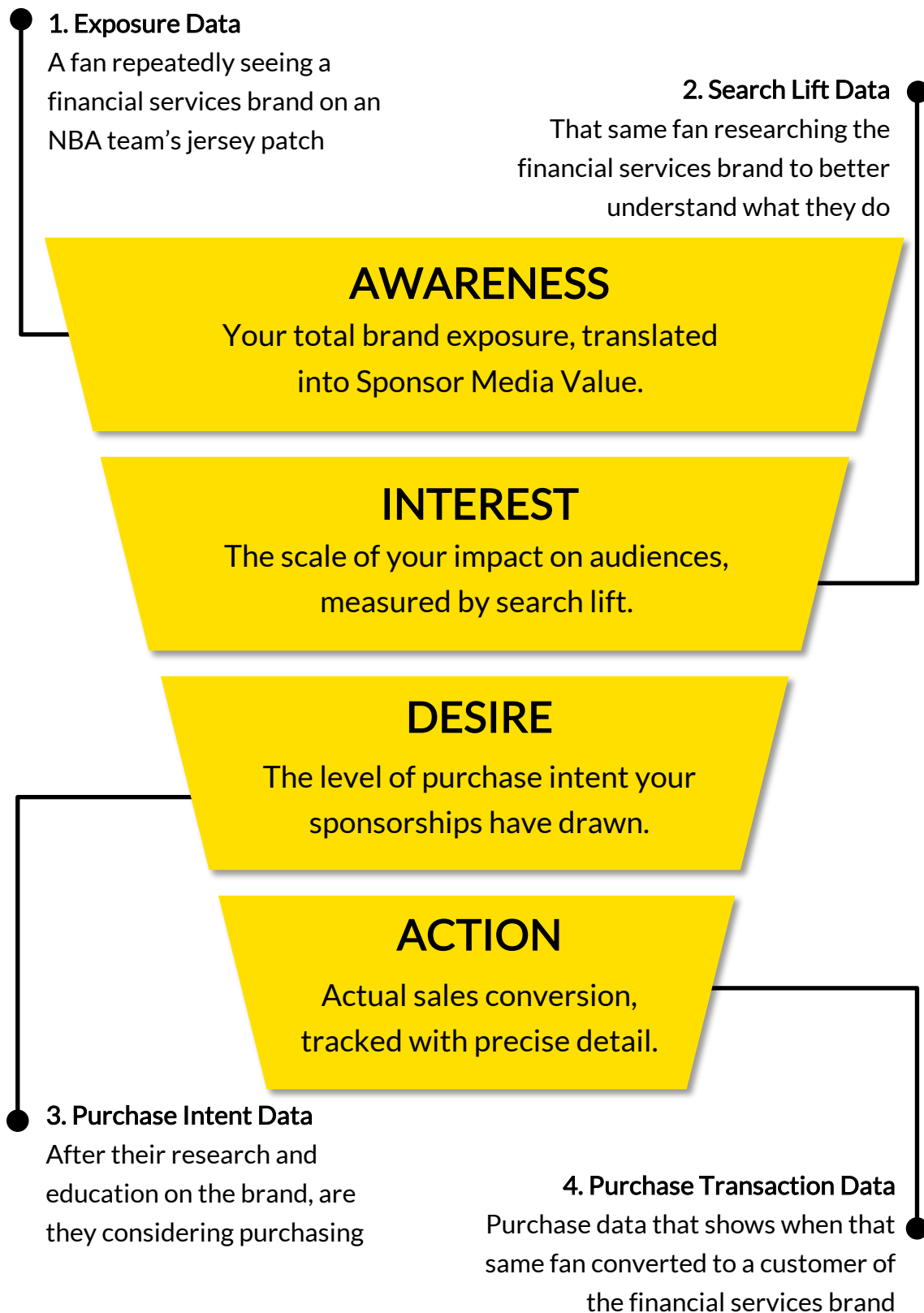
The business impact is massive. NIL deals, for example, have revolutionized college sports, with young athletes building multi-million-dollar brands before even turning pro – [Colorado’s Shedeur Sanders](#) and [LSU’s Livvy Dunne](#) being great examples. Having recognized the trend, and instead of relying solely on team or league partnerships, [brands are increasingly partnering with athletes on direct-to-fan campaigns](#), as they understand the value of personal storytelling.

As traditional media fragments, social platforms continue to evolve and younger audiences gravitate toward athlete-centric content, this athlete-media revolution will only accelerate in the future. Athletes are becoming creators, investors, and media moguls: this era of athlete-driven content has just started.

# 10x

Caitlin Clark exemplifies the power of athlete-driven media. On her Instagram account, she generated an average \$17.2K per post for the Indiana Fever’s partners – over 10x the value of the Fever’s account.

## 6. Edging closer to full-funnel attribution in sponsorship marketing



**2024**











# Brands

THE TOP 100 MOST  
VALUABLE BRANDS IN  
SPORTS

# The top ten most valuable sports brands dominated by insurance, automotive, and financial services

Not to be compared amongst the rest, Nike and it's \$3B in sponsor media value are a unique case. A significant amount of this exposure is generated by their jersey manufacturing deals across NBA, NFL, WNBA, and MLB. By their selection of leagues to sponsor, Nike maintains it's prominence throughout the calendar year even as the NFL, and NBA seasons conclude. While the two value figures are quite different, Adidas, another endemic sports brand in the manufacturing space earned most of its value from it's exclusive manufacturing deal with MLS.

In the insurance category, State Farm dominated within the NBA but went head-to-head with Progressive in MLB. One brand that was able to elevate itself over competitor brands is Michelob Ultra – outpacing longtime sports advertiser, Budweiser (both AB inBev brands).





















		Brand Duration (Hrs.)	Brand SMV (USD)	Brand Ranking (2024)
	Apparel	4,604	\$3B	1
	Insurance	2,486	\$275M	2
	Beverage	1,110	\$156M	3
	Apparel	889	\$124M	4
	Automotive	1,034	\$121M	5
	Automotive	917	\$111M	6
	Beer	339	\$109M	7
	Financial Services	475	\$101M	8
	Insurance	582	\$84M	9
	Financial Services	378	\$76M	10



# Ranking the most valuable brands in sports sponsorship – Top 1-20 Brands

## TOP 20 BRANDS | BY SPONSOR MEDIA VALUE EARNED





















Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)

1  \$3B	2  \$275.2M	3  \$155.6M	4  \$124.4M
5  \$120.7M	6  \$111.3M	7  \$108.6M	8  \$101.1M
9  \$84M	10  \$76.5M	11  \$75.8M	12  \$75.4M
13  \$69.7M	14  \$69.6M	15  \$63.1M	16  \$60.6M
17  \$59.2M	18  \$54.6M	19  \$53M	20  \$52.8M

# Ranking the most valuable brands in sports sponsorship – 21-40

## TOP 21-40 BRANDS | BY SPONSOR MEDIA VALUE EARNED





















Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)

21		22		23		24	
	\$51.8M		\$51.2M		\$50.5M		\$50M
25		26		27		28	
	\$47.9M		\$47.3M		\$46.7M		\$45.7M
29		30		31		32	
	\$44.2M		\$43.8M		\$43.2M		\$43.1M
33		34		35		36	
	\$42.8M		\$42.1M		\$41.9M		\$41.5M
37		38		39		40	
	\$40.3M		\$40.2M		\$40.1M		\$39.5M

# Ranking the most valuable brands in sports sponsorship – 41-60

## TOP 41-60 BRANDS | BY SPONSOR MEDIA VALUE EARNED





















Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)

41		\$37.3M	42		\$36.8M	43		\$36.6M	44		\$34.2M
45		\$33.6M	46		\$32.1M	47		\$31.7M	48		\$31.4M
49		\$31.3M	50		\$30.1M	51		\$29.2M	52		\$29M
53		\$28.8M	54		\$28.7M	55		\$28.4M	56		\$28.2M
57		\$27.8M	58		\$25.7M	59		\$25.6M	60		\$24.7M

# Ranking the most valuable brands in sports sponsorship – 61-80

## TOP 61-80 BRANDS | BY SPONSOR MEDIA VALUE EARNED

Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)





















61		\$24.6M
62		\$24.4M
63		\$24M
64		\$24M
65		\$23.7M
66		\$23.2M
67		\$22.7M
68		\$21.9M
69		\$21.7M
70		\$21.5M
71		\$21.5M
72		\$21.3M
73		\$21.3M
74		\$21.1M
75		\$20.6M
76		\$20.5M
77		\$20.4M
78		\$20.1M
79		\$20M
80		\$19.7M



# Ranking the most valuable brands in sports sponsorship – 81-100

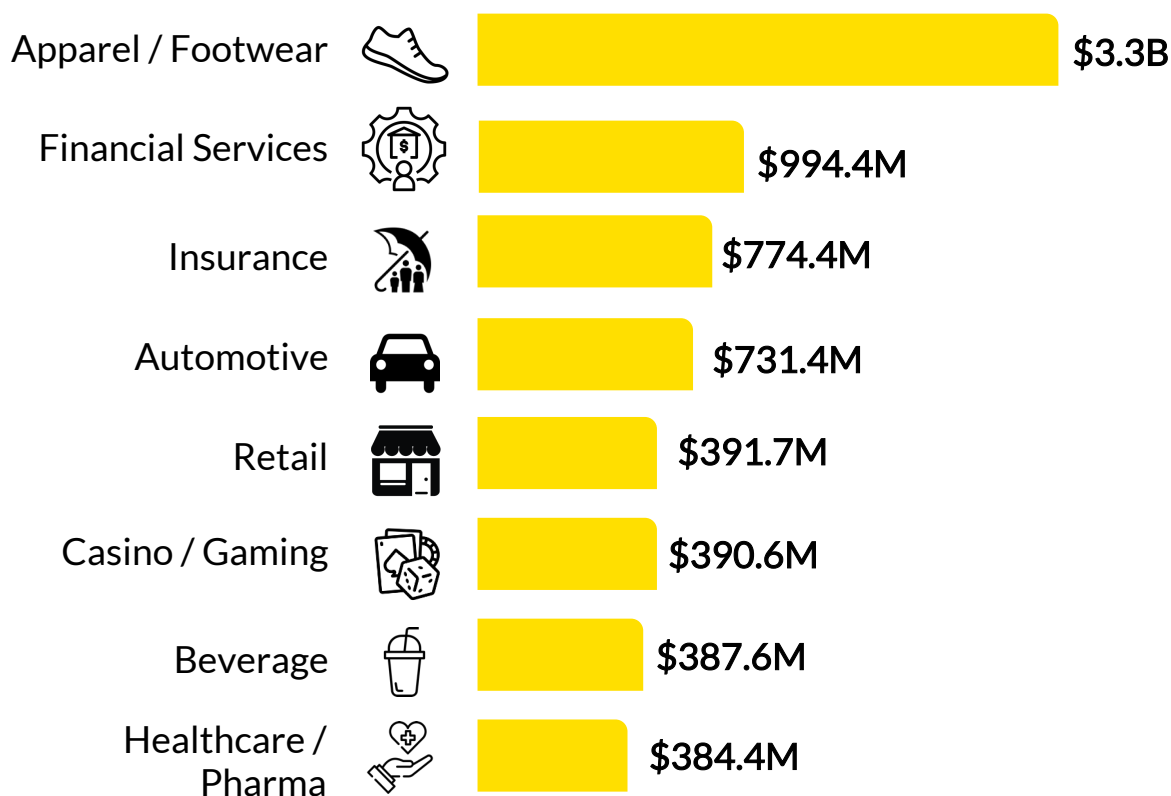
## TOP 81-100 BRANDS | BY SPONSOR MEDIA VALUE EARNED

Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)

81		82		83		84	
	\$19.2M		\$19.1M		\$19.1M		\$19.1M
85		86		87		88	
	\$18.9M		\$18.8M		\$18.8M		\$18.7M
89		90		91		92	
	\$18.3M		\$18.1M		\$18.1M		\$17.8M
93		94		95		96	
	\$17.7M		\$17M		\$16.5M		\$16.4M
97		98		99		100	
	\$16.4M		\$16.4M		\$16.4M		\$16.2M

# The Casino / Gaming category continued its ascension, while Financial Services brands collectively generated ~\$1B in SMV

## TOP CATEGORIES | BY TOTAL SMV EARNED



Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)

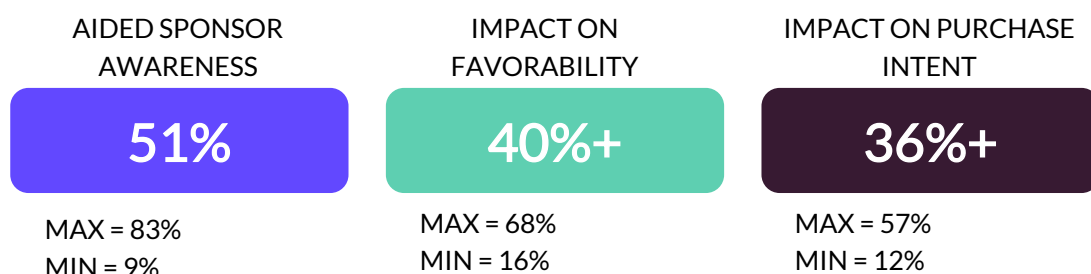
The 2024 US sports sponsorship landscape highlights the significant penetration of Financial Services companies. This vertical had the most brands earning at least \$1M in media value across all leagues analyzed. Thanks to its vast inventory, the MLB led the way: 45 brands surpassed the \$1M threshold, with 35 in the NBA, 28 in the NHL and 12 in the NFL.

Automotive and Insurance were two other sectors with deep penetration in sports: the MLB led the way once again (42 and 27 brands with at least \$1M in media value), but in both cases the NHL (27 and 16) outperformed the NBA (12 and 7).

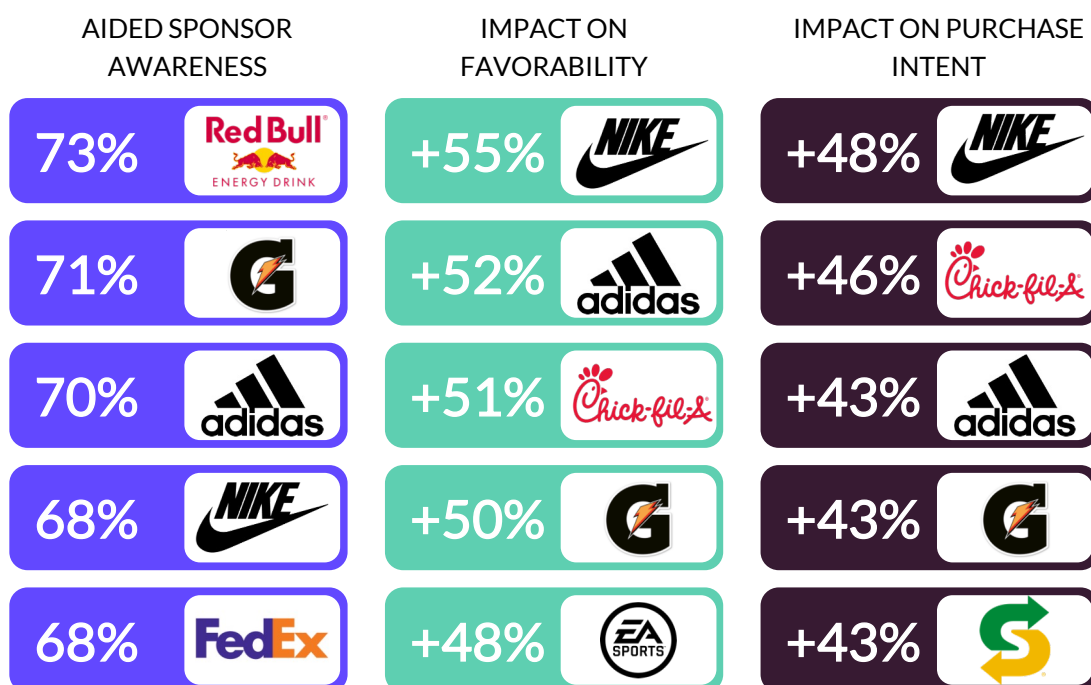
While the larger and more established leagues dominate from a media value perspective, the WNBA proved its ability to provide valuable exposure for brands. Gainbridge was a prime example, ranking 37<sup>th</sup> among Financial Brands with nearly \$7.4M in sponsor media value – the Indiana Fever generated 46% of that value.

# Ranking the brands by the number of consumers who achieved sponsorship awareness and impact

## INDUSTRY AVERAGE | SPONSOR AWARENESS & IMPACT



## TOP FIVE BRANDS | BY SPONSOR AWARENESS & IMPACT



Source: SponsorPulse Benchmark Report.

SponsorPulse's [Benchmark Report](#) identifies industry benchmarks for sponsorship awareness, and conversion to impact. Based on 370+ individual sponsorships measured with consumers, SponsorPulse has identified the spread between top and bottom results, and the top performing brands in sponsorship.

Interestingly, brands like Nike, Gatorade, and Adidas are translating their industry leading SMV into consumer impact. On the hand, brands like Chick-fil-A, Red Bull, and FedEx are converting fans into brand advocates with great efficiency.

# Limited in their placements, brands with naming rights deals in the NFL trade quantity of exposure for quality

## TOP 15 NAMING RIGHTS PARTNERSHIPS | BY SMV PER EXPOSURE

PARTNERSHIPS	Brand Exposures	SMV	SMV per Exposure
AT&T Dallas Cowboys	1,117	\$10.7M	\$9.6K
Lincoln Financial Philadelphia Eagles	813	\$7.6M	\$9.3K
Acrisure Pittsburgh Steelers	488	\$4M	\$8.2K
M&T Bank Baltimore Ravens	1,580	\$12.1M	\$7.6K
Highmark Buffalo Bills	280	\$2M	\$7.1K
SoFi Los Angeles Rams	587	\$3.2M	\$5.5K
U.S. Bank Minnesota Vikings	1,218	\$6.3M	\$5.2K
Ford Motor Co. Detroit Lions	619	\$2.7M	\$4.4K
Levi Strauss & Co. San Francisco 49ers	1,892	\$8.1M	\$4.3K
Crypto.com Arena Los Angeles Lakers	6,031	\$25.3M	\$4.2K
SoFi Los Angeles Chargers	1,059	\$4.3M	\$4.1K
Lumen Seattle Seahawks	1,056	\$4M	\$3.8K
Paycor Cincinnati Bengals	888	\$3.3M	\$3.8K
Allegiant Las Vegas Raiders	118	\$439.2K	\$3.7K
GEHA Kansas City Chiefs	2,361	\$8.3M	\$3.5K

Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)

**2024**

# Placements











PLACEMENTS ACROSS  
SPORTS WITH THE  
HIGHEST EXPOSURE

# The placements which generated the most media value across broadcast and social

Home Plate Signage in the MLB generated the highest value of any placement in U.S. sports, offering multiple sponsors simultaneous exposure from common camera angles. Both the high number and length of MLB games further enhanced the value and screentime of this asset compared to others.

Static assets in the NBA generated substantial value through continuous exposure in the half-court setting. Meanwhile, in the NHL, the Digitally Enhanced Dasherboard produced the most value due to high quality brand integrations and consistent exposure in both attacking and neutral zones.





















NFL placements are hampered due to restrictions on signage near the field. However, high SMV per broadcast exposure enabled Sideline Personnel to still crack the top 10.

		Placement Duration (Hrs.)	Placement SMV (USD)	Placement Ranking (2024)
	Home Plate Signage	11,366	\$1.9B	1
	Digitally Enhanced Dasherboard	3,150	\$505.5M	2
	Outfield Wall	2,784	\$492.9M	3
	Floor Court Logo	1,968	\$346.7M	4
	Billboards	1,135	\$292.1M	5
	Jersey Patch	1,009	\$256.4M	6
	Pitcher's Mound	1,711	\$220.9M	7
	Jersey Patch	373	\$218.6M	8
	Sideline Personnel	339	\$212.5M	9
	Baseline Apron Signage	1,300	\$211.3M	10

# Placements in sponsorship which benefit most from extensive broadcast visibility

TOP 1-20 PLACEMENTS | BY **BROADCAST** SPONSOR MEDIA VALUE

Source: Relo Census, Broadcast Data, 2023-2024 Regular Season(s)

Placement	League	Sponsor Media Value
>\$1B SMV		
Home Plate Signage		\$1.8B
>\$100M SMV		
Digital Dasherboard		\$500.3M
Outfield Wall		\$469.2M
Floor Court Logo		\$318M
Billboards		\$280.9M
Jersey Patch		\$239.6M
Pitcher's Mound		\$217M
Home Plate Stands		\$205.5M
Center Ice		\$200.4M
Sideline Personnel		\$194.8M
Billboards		\$186.9M
Static Dasherboard		\$180.3M
Baseline Apron Signage		\$175.5M
Basket Stanchion		\$146.2M
LED/Fascia		\$136.6M
Pole Pad - Side		\$128.4M
Pole Pad - Front		\$125.6M
Courtside Signage		\$125.2M
Apron Signage		\$107.6M
Broadcast Graphic		\$106.3M

# Placements in sponsorship which benefit most from extensive broadcast visibility

## TOP 21-40 PLACEMENTS | BY **BROADCAST** SPONSOR MEDIA VALUE

Source: Relo Census, Broadcast Data, 2023-2024 Regular Season(s)

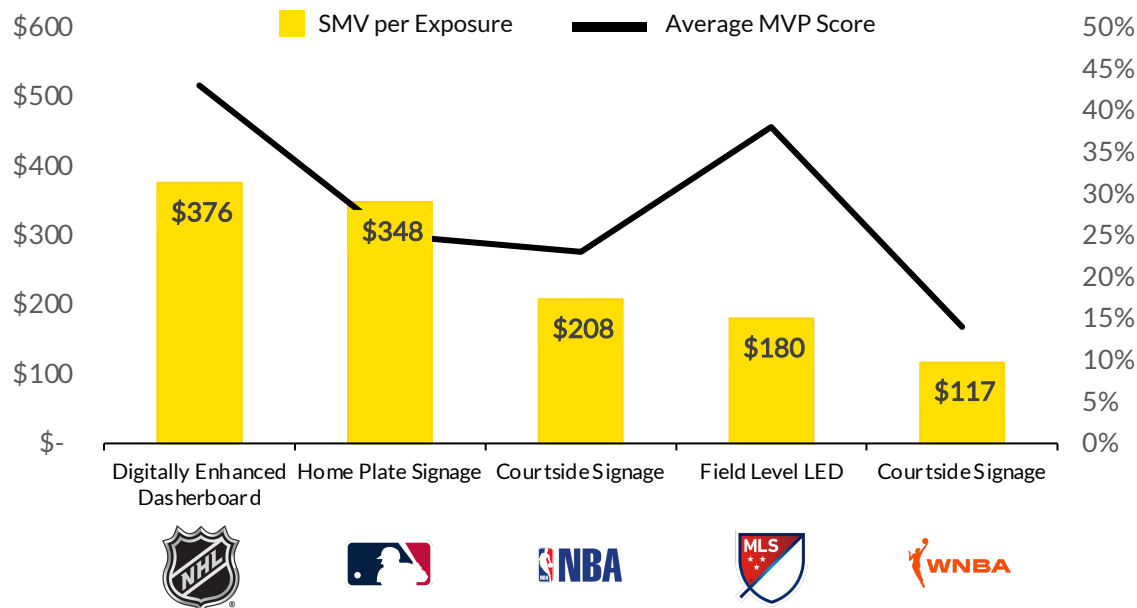
Placement	League	Sponsor Media Value
Dugout		\$103.7M
>\$20M SMV		
Corner Ice		\$90.8M
LED/Fascia		\$81.5M
Virtual Slot		\$79.1M
Jersey Patch		\$68.1M
Basket LED		\$61.5M
Field Level Static		\$58.8M
Baseline Wall		\$52.7M
Helmet		\$44.9M
Field Level LED		\$44.3M
Shot Clock		\$42.6M
Field		\$41.5M
Broadcast Graphic		\$39.2M
Bullpen		\$38.9M
Bench Setup		\$34.5M
Press Mic		\$28.9M
Tunnel Signage		\$27.4M
Tunnel Signage		\$25.6M
Coolers		\$23M
Goal Line		\$21.2M



# NHL's Digitally Enhanced Dasherboard delivered the highest SMV per exposure among rotational assets in sports

## SMV PER EXPOSURE BY LEAGUE | PERIMETER LED/ROTATIONAL ASSETS

Source: Relo Census, Broadcast Data, 2023-2024 Regular Season(s)



### ► KEY INSIGHT – QUALITY OF EXPOSURE

DED's are responsible for 40% of the NHL's broadcast value. Amongst rotational assets, it provides brands the most real estate to produce high quality creatives. Within that creative sandbox, brands are afforded the opportunity to swap their static logo creative, for an animated placement – like what a brand would find in a rich media display advertisement.

When it comes to quality of exposure – aside from the NHL – MLS is the other notable high performer. Field level LEDs typically run the length of the pitch along the sideline. This is another placement that not only affords brands a large canvas, but also another opportunity to leverage animated creative.

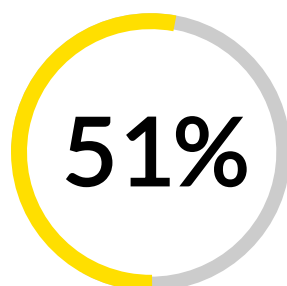
Something to look out for: many football clubs in Europe are leveraging a field level LED that is 2-3x the size of the ones MLS clubs' use. Such increased real-estate would certainly boost the future value of the placement.

# Placements that earn consistent exposure from broadcaster's main camera feed perform best for advertisers

## TOP BROADCAST PLACEMENTS | DURATION PER GAME AND MVP SCORE

PLACEMENTS	League	Duration / Game	MVP Score
Home Plate Signage	MLB	4:35:12	25%
Digitally Enhanced Dasherboard (DED)	NHL	2:18:36	43%
Field Level Static	MLS	1:39:06	35%
Floor Court Logo	NBA	1:23:40	29%
Static Dasherboard	NHL	1:22:20	26%
Center Ice	NHL	1:20:59	30%
Basket Stanchion	NBA	1:15:55	16%
Floor Court Logo	WNBA	1:12:14	15%
Field Level LED	MLS	1:08:06	38%
Pole Pad - Side	NBA	1:06:32	17%
Pole Pad - Front	NBA	1:03:48	19%
Outfield Wall	MLB	1:03:25	25%
Courtside Signage	NBA	1:02:03	23%
Apron Signage	NBA	0:59:40	24%
Basket LED	NBA	0:52:40	16%

Source: Relo Census, Broadcast Data, 2023-2024 Regular Season(s)



51%

The percentage of broadcast asset duration in the MLB that was attributed to Home Plate Signage.

# Placements in sponsorship which benefit most from exposure on social media

TOP 1-20 PLACEMENTS | BY **SOCIAL MEDIA** SPONSOR MEDIA VALUE

Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)

Placement	League	Sponsor Media Value
>\$100M SMV		
Jersey Patch	NBA	\$150.4M
>\$10M SMV		
Social Branded Content	NBA	\$56.8M
Baseline Apron Signage	NBA	\$35.8M
Basket Stanchion	NBA	\$35.3M
Match Kit - Front	MLS	\$34M
Floor Court Logo	NBA	\$28.7M
Social Branded Content	NFL	\$27.9M
Outfield Wall	MLB	\$23.6M
Courtside Signage	NBA	\$23.1M
Apron Signage	NBA	\$22.5M
Home Plate Signage	MLB	\$21.2M
Sideline Personnel	NFL	\$17.7M
Field Level Static	MLS	\$17.2M
Jersey Patch	MLB	\$16.7M
Pole Pad - Front	NBA	\$16M
Bench Setup	NBA	\$15M
Static Dasherboard	NHL	\$14.1M
Helmet	NHL	\$13.8M
Social Branded Content	MLB	\$12M
Sideline Personnel	MLS	\$11.3M

# Placements in sponsorship which benefit most from exposure on social media

TOP 21-40 PLACEMENTS | BY **SOCIAL MEDIA** SPONSOR MEDIA VALUE

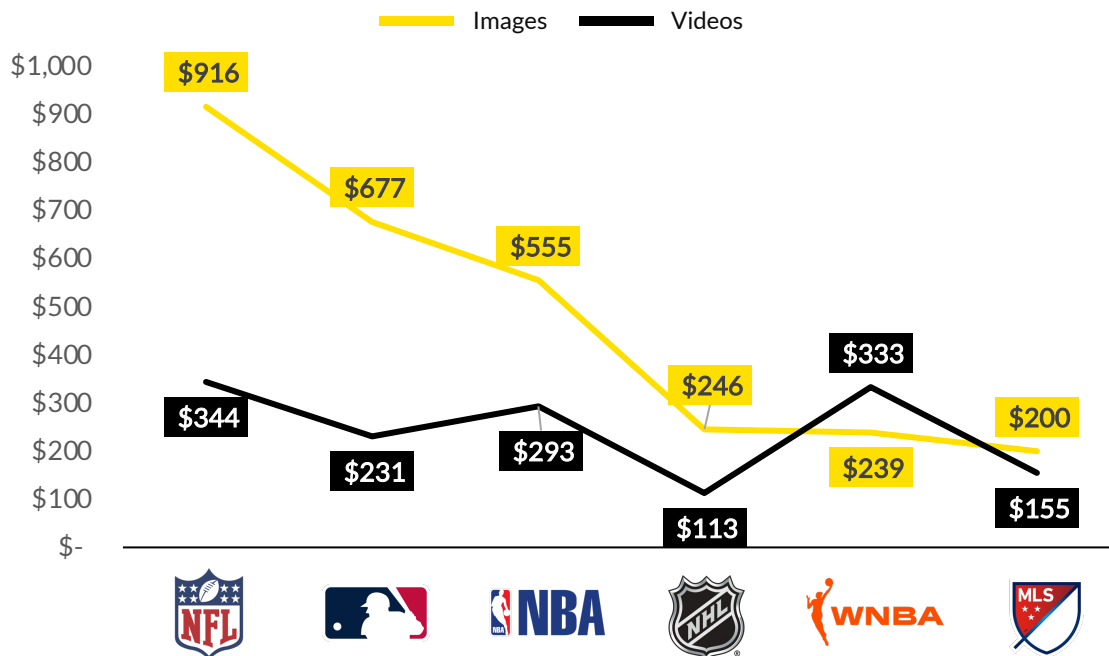
Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)

Placement	League	Sponsor Media Value
Dugout		\$11.2M
Jersey Patch - Chest		\$10.5M
Press Backdrop		\$10.1M
>\$1M SMV		
Field Level LED		\$9.1M
Social Branded Content		\$9M
Basket LED		\$8.9M
Match Kit - Sleeve		\$8.8M
Jersey Patch - Abdomen		\$8.7M
Uniform		\$8.6M
LED/Fascia		\$8.4M
Pole Pad - Side		\$7.8M
Dugout		\$6.7M
Social Branded Content		\$6.4M
Coolers		\$6.2M
Billboards		\$6.1M
Shot Clock		\$6M
Social Branded Content		\$5.7M
LED/Fascia		\$5.7M
Digital Dasherboard		\$5.2M
Press Backdrop		\$4.5M

# Branded Content image value per post varies significantly between leagues, while video value remains more balanced

## SOCIAL BRANDED CONTENT BY MEDIA TYPE | SMV PER POST

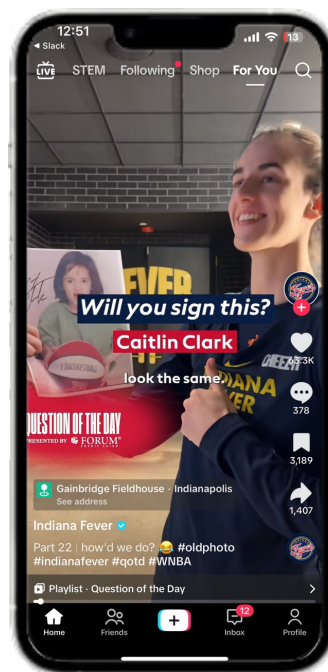
Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)



### ► KEY INSIGHT – BRANDED CONTENT

Branded Content videos from the WNBA delivered 34% more value per post compared to images, thanks to prominent logo lockups and authentic, player-focused content. Additionally, the league also generated the highest Branded Content value and engagement on TikTok amongst the six major, domestic leagues.

While established leagues like the NFL provide strong opportunities for image-based campaigns, the data indicates that brands seeking to invest in video content should consider partnering with teams in emerging leagues such as the WNBA and MLS.

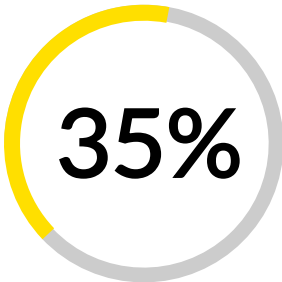


# The NBA Jersey Patch wins big across social media, appearing in 2x as many posts as the next non-NBA placement

TOP SOCIAL MEDIA PLACEMENTS | POST COUNT & SMV PER POST

PLACEMENTS	League	Post Count	SMV per Post
Jersey Patch	NBA	129,122	\$1,165
Basket Stanchion	NBA	113,535	\$311
Floor Court Logo	NBA	85,937	\$334
Baseline Apron Signage	NBA	76,016	\$470
Social Branded Content	NBA	74,382	\$764
Pole Pad - Front	NBA	72,324	\$221
Courtside Signage	NBA	69,951	\$331
Apron Signage	NBA	68,930	\$326
Outfield Wall	MLB	64,830	\$365
Home Plate Signage	MLB	63,166	\$336
Static Dasherboard	NHL	58,429	\$241
Basket LED	NBA	57,121	\$156
Helmet	NHL	54,267	\$254
Pole Pad - Side	NBA	53,304	\$146
Match Kit - Front	MLS	50,630	\$672

Source: Relo Census, Social Media, 2023-2024 Regular Season(s)






































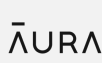




The percentage of NBA posts with value that featured a Jersey Patch exposure.

# The most valuable jersey patch deals in sports and their advertisers

## TOP 20 TEAMS | JERSEY PATCH SMV

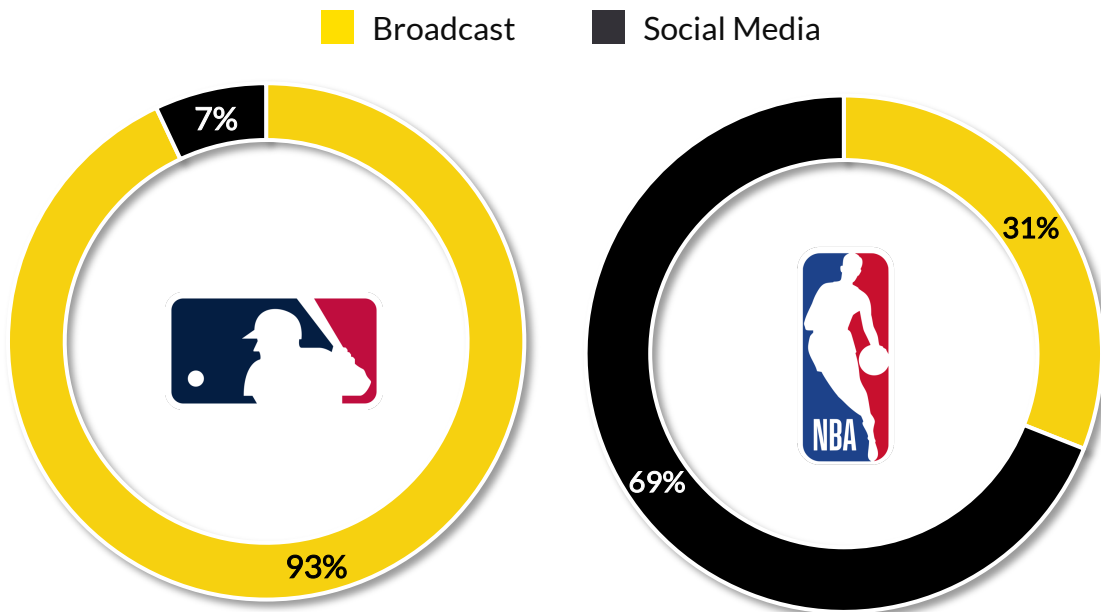
Source: Relo Census, Cross-Platform Data, 2023-2024 Regular Season(s)

MLB NBA MLS

1     \$34.7M	2     \$33.4M	3     \$27.8M	4     \$26.2M
5     \$23.3M	6     \$20.4M	7     \$17.5M	8     \$15.1M
9     \$15.1M	10     \$14.6M	11     \$13.9M	12     \$12M
13     \$11.5M	14     \$11.5M	15     \$10.2M	16     \$10M
17     \$9.8M	18     \$9.5M	19     \$9.2M	20     \$8.9M

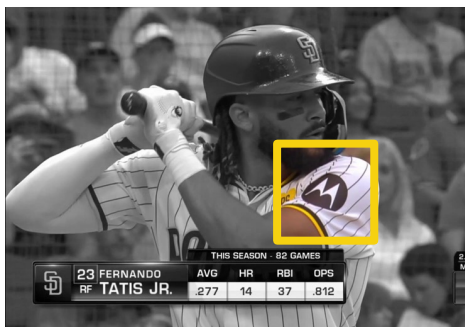
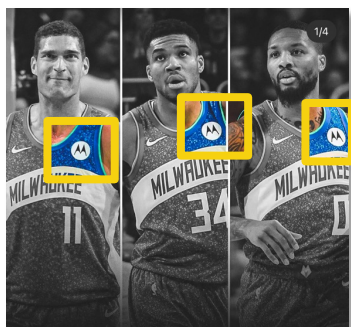
# Uniform patch positioning heavily impacts the primary source of value

AVERAGE % OF VALUE BY LEAGUE | UNIFORM



## ► KEY INSIGHT – JERSEY PATCH

The **MLB** jersey patch on the sleeve ensures sponsor logos are recognizable during broadcasts, particularly during players' movements. However, it struggles to generate consistent value in player-focused social content. In contrast, the **NBA's** chest-positioned patch frequently appears in player-focused content, but its size requires zoom-ins during stoppages for visibility.



The Milwaukee Bucks provided Motorola with 112% more social media exposures than the Padres, but the Padres produced 152% more exposure on broadcast.



**2024**

# VIEWERSHIP

BROADCAST VIEWERSHIP  
FROM THE TOP EVENTS  
OF THE YEAR

“In 2024, we saw advanced currency make waves across the industry as the concept of a multi-currency marketplace became not just a reality, but the only true way forward. It was striking to see so many major players—like Paramount—bravely pivot away from legacy media measurement and put their trust into data-driven, advanced currencies this year. This is indicative of just how quickly the entire industry is changing, and what big media constituents view as the best path forward in the current ecosystem.

In 2025, we expect the momentum around advanced currencies to continue as media companies and advertisers seek out more effective audience reach and a higher return on media spend. We’ll also likely see agencies and brands prioritize privacy-first, cross-platform planning and measurement solutions next year as they lean into a more holistic approach to their campaigns. Amid the industry’s transformation, it’s critical that publishers, brands and agencies adapt to the shifting landscape—those who are willing to take the leap will be primed for success in the new era of TV advertising.”



**Bryan Goski,**  
 Executive Vice President, Revenue



# Ranking the most watched NFL broadcasts 1-20

TOP 1-20 NFL BROADCASTS | P2+ VIEWERSHIP

NFL Regular Season Games	Network	videoamp Viewership*
Chicago Bears @ Detroit Lions (11-28-2024)		36.6M
New York Giants @ Dallas Cowboys (11-28-2024)		31M
Kansas City Chiefs @ Buffalo Bills (11-17-2024)		28.9M
Minnesota Vikings @ Detroit Lions (01-05-2025)		28.5M
Los Angeles Chargers @ Kansas City Chiefs (12-08-2024)		26.5M
Green Bay Packers @ Minnesota Vikings (12-29-2024)		25.8M
Detroit Lions @ San Francisco 49ers (12-30-2024)		24.7M
Dallas Cowboys @ San Francisco 49ers (10-27-2024)		24.4M
San Francisco 49ers @ Buffalo Bills (12-01-2024)		24.4M
Baltimore Ravens @ Kansas City Chiefs (09-05-2024)		24.3M
Kansas City Chiefs @ Atlanta Falcons (09-22-2024)		23.2M
Philadelphia Eagles @ Baltimore Ravens (12-01-2024)		22.9M
Kansas City Chiefs @ San Francisco 49ers (10-20-2024)		22.4M
Tampa Bay Buccaneers @ Kansas City Chiefs (11-04-2024)		22.4M
Miami Dolphins @ Green Bay Packers (11-28-2024)		22.2M
Atlanta Falcons @ Washington Commanders (12-29-2024)		22.2M
New York Jets @ San Francisco 49ers (09-09-2024)		21.5M
Tampa Bay Buccaneers @ Dallas Cowboys (12-22-2024)		21.5M
Dallas Cowboys @ Pittsburgh Steelers (10-06-2024)		20.9M
Cincinnati Bengals @ Dallas Cowboys (12-09-2024)		20.8M

**\*VideoAmp Viewership Data:** VideoAmp's methodology commingles various data inputs, such as Set-Top Box data and Smart TV data from Automatic Content Recognition (ACR) providers, creating a comprehensive footprint of 39 million households and 63 million devices. P2+ represents the total viewership of persons aged 2+.

Viewership *does not* include OOH (out of home) viewing figures.

# Ranking the most watched NFL broadcasts 21-40

TOP 21-40 NFL BROADCASTS | P2+ VIEWERSHIP

NFL Regular Season Games	Network	videoamp Viewership*
Cincinnati Bengals @ Pittsburgh Steelers (01-04-2025)		20.8M
Philadelphia Eagles @ Los Angeles Rams (11-24-2024)		20.6M
Detroit Lions @ Houston Texans (11-10-2024)		20.5M
New York Jets @ Pittsburgh Steelers (10-20-2024)		20.3M
Cleveland Browns @ Baltimore Ravens (01-04-2025)		20.3M
Los Angeles Rams @ Detroit Lions (09-08-2024)		20.1M
Chicago Bears @ Houston Texans (09-15-2024)		19.7M
Green Bay Packers @ Seattle Seahawks (12-15-2024)		19.6M
Buffalo Bills @ Baltimore Ravens (09-29-2024)		19.4M
Houston Texans @ Dallas Cowboys (11-18-2024)		19.2M
Baltimore Ravens @ Los Angeles Chargers (11-25-2024)		19.1M
San Francisco 49ers @ Green Bay Packers (11-24-2024)		19.1M
Cincinnati Bengals @ Kansas City Chiefs (09-15-2024)		19.1M
Philadelphia Eagles @ Dallas Cowboys (11-10-2024)		19M
Indianapolis Colts @ Minnesota Vikings (11-03-2024)		19M
Cincinnati Bengals @ Los Angeles Chargers (11-17-2024)		18.7M
Houston Texans @ Kansas City Chiefs (12-21-2024)		18.7M
Buffalo Bills @ Los Angeles Rams (12-08-2024)		18.4M
Detroit Lions @ Dallas Cowboys (10-13-2024)		17.9M
Detroit Lions @ Green Bay Packers (11-03-2024)		17.9M

**\*VideoAmp Viewership Data:** VideoAmp's methodology commingles various data inputs, such as Set-Top Box data and Smart TV data from Automatic Content Recognition (ACR) providers, creating a comprehensive footprint of 39 million households and 63 million devices. P2+ represents the total viewership of persons aged 2+.

Viewership *does not* include OOH (out of home) viewing figures.

# Ranking the most watched non-NFL broadcasts 1-20

TOP 1-20 MOST NON-NFL BROADCASTS | P2+ VIEWERSHIP

REGULAR SEASON GAMES	League	videoamp Viewership*
Los Angeles Lakers @ Golden State Warriors (01-27-2024)	NBA	3.724M
Boston Celtics @ Los Angeles Lakers (12-25-2023)	NBA	3.714M
Golden State Warriors @ Los Angeles Lakers (03-16-2024)	NBA	3.469M
Denver Nuggets @ Los Angeles Lakers (03-02-2024)	NBA	3.303M
Golden State Warriors @ Boston Celtics (03-03-2024)	NBA	3.248M
Los Angeles Lakers @ New York Knicks (02-03-2024)	NBA	3.145M
Golden State Warriors @ Denver Nuggets (12-25-2023)	NBA	3.119M
Phoenix Suns @ Golden State Warriors (02-10-2024)	NBA	3.06M
Los Angeles Lakers @ Denver Nuggets (10-24-2023)	NBA	3.024M
Dallas Mavericks @ Los Angeles Lakers (01-17-2024)	NBA	2.924M
New Orleans Pelicans @ Golden State Warriors (01-10-2024)	NBA	2.865M
Los Angeles Lakers @ Phoenix Suns (02-25-2024)	NBA	2.81M
Seattle Storm @ Indiana Fever (08-18-2024)	WNBA	2.739M
Philadelphia 76ers @ Denver Nuggets (01-27-2024)	NBA	2.726M
Chicago Sky @ Indiana Fever (06-16-2024)	WNBA	2.724M
Boston Celtics @ Phoenix Suns (03-09-2024)	NBA	2.723M
Dallas Mavericks @ San Antonio Spurs (10-25-2023)	NBA	2.71M
Chicago Bulls @ New York Knicks (01-03-2024)	NBA	2.659M
Boston Celtics @ New York Knicks (02-24-2024)	NBA	2.635M
Phoenix Suns @ Dallas Mavericks (01-24-2024)	NBA	2.59M

**\*VideoAmp Viewership Data:** VideoAmp's methodology commingles various data inputs, such as Set-Top Box data and Smart TV data from Automatic Content Recognition (ACR) providers, creating a comprehensive footprint of 39 million households and 63 million devices. P2+ represents the total viewership of persons aged 2+.

Viewership *does not* include OOH (out of home) viewing figures.

# Ranking the most watched non-NFL broadcasts 21-40

TOP 21-40 MOST NON-NFL BROADCASTS | P2+ VIEWERSHIP

REGULAR SEASON GAMES	League	videoamp Viewership*
Los Angeles Dodgers @ New York Yankees (06-08-2024)		2.515M
New York Mets @ Atlanta Braves (09-30-2024)		2.487M
Denver Nuggets @ Golden State Warriors (02-25-2024)		2.437M
Denver Nuggets @ Dallas Mavericks (03-17-2024)		2.379M
Phoenix Suns @ Brooklyn Nets (01-31-2024)		2.347M
Boston Celtics @ New York Knicks (10-25-2023)		2.269M
Indiana Fever @ New York Liberty (05-18-2024)		2.212M
San Francisco Giants vs. St. Louis Cardinals (06-20-2024)		2.206M
Golden State Warriors @ Phoenix Suns (11-22-2023)		2.189M
Philadelphia 76ers @ Milwaukee Bucks (10-26-2023)		2.187M
Boston Celtics @ Philadelphia 76ers (11-15-2023)		2.183M
Philadelphia 76ers @ Dallas Mavericks (03-03-2024)		2.171M
Golden State Warriors @ Denver Nuggets (11-08-2023)		2.171M
Miami Heat @ New York Knicks (01-27-2024)		2.163M
Denver Nuggets @ Boston Celtics (01-19-2024)		2.127M
Milwaukee Bucks @ Boston Celtics (11-22-2023)		2.104M
Boston Celtics @ Miami Heat (02-11-2024)		2.095M
Los Angeles Lakers @ Dallas Mavericks (12-12-2023)		2.093M
Phoenix Suns @ Milwaukee Bucks (03-17-2024)		2.087M
Washington Wizards @ Golden State Warriors (12-22-2023)		2.087M

**\*VideoAmp Viewership Data:** VideoAmp's methodology commingles various data inputs, such as Set-Top Box data and Smart TV data from Automatic Content Recognition (ACR) providers, creating a comprehensive footprint of 39 million households and 63 million devices. P2+ represents the total viewership of persons aged 2+.

Viewership *does not* include OOH (out of home) viewing figures.

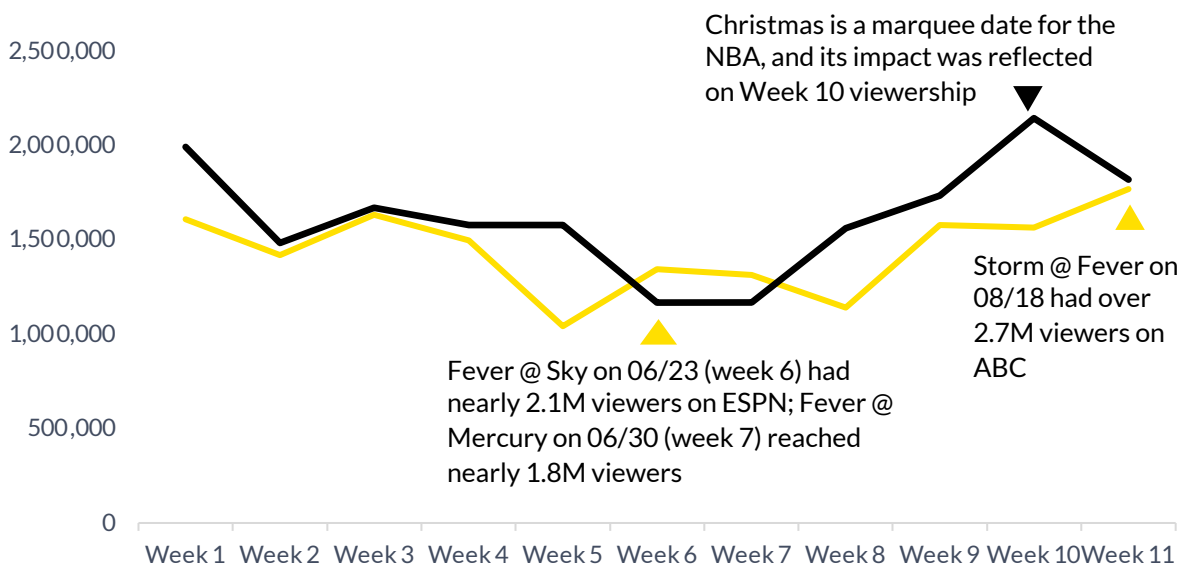
# Comparing the first 11 weeks of both the NBA and WNBA seasons, viewership of the WNBA tracked closely to that of the NBA

With the Walt Disney Company owning the media rights to both NBA and WNBA games, ABC, ESPN and ESPN2 are the only nationally televised networks airing matchups from both leagues. For this reason, comparing their viewership trends is particularly interesting.

While the NBA competes during a crowded sports calendar that is dominated by the NFL in Fall and Winter, it is impressive that the WNBA had comparable viewership to that of the NBA.

## 2024 WNBA & 2023-2024 NBA – P2+ Viewership per Game by Week

NETWORKS CONSIDERED: ABC, ESPN & ESPN2



— Average P2+ Viewership for 2024 WNBA games

— Average P2+ Viewership for 2023-2024 NBA games

P2+ viewership data provided by vid<sup>eo</sup>amp

\*While both the 2024 WNBA and the 2023-2024 NBA regular seasons extended beyond 12 weeks (respectively 16 and 25 weeks), the analysis focuses on the first 11 weeks of each season to ensure an accurate comparison.

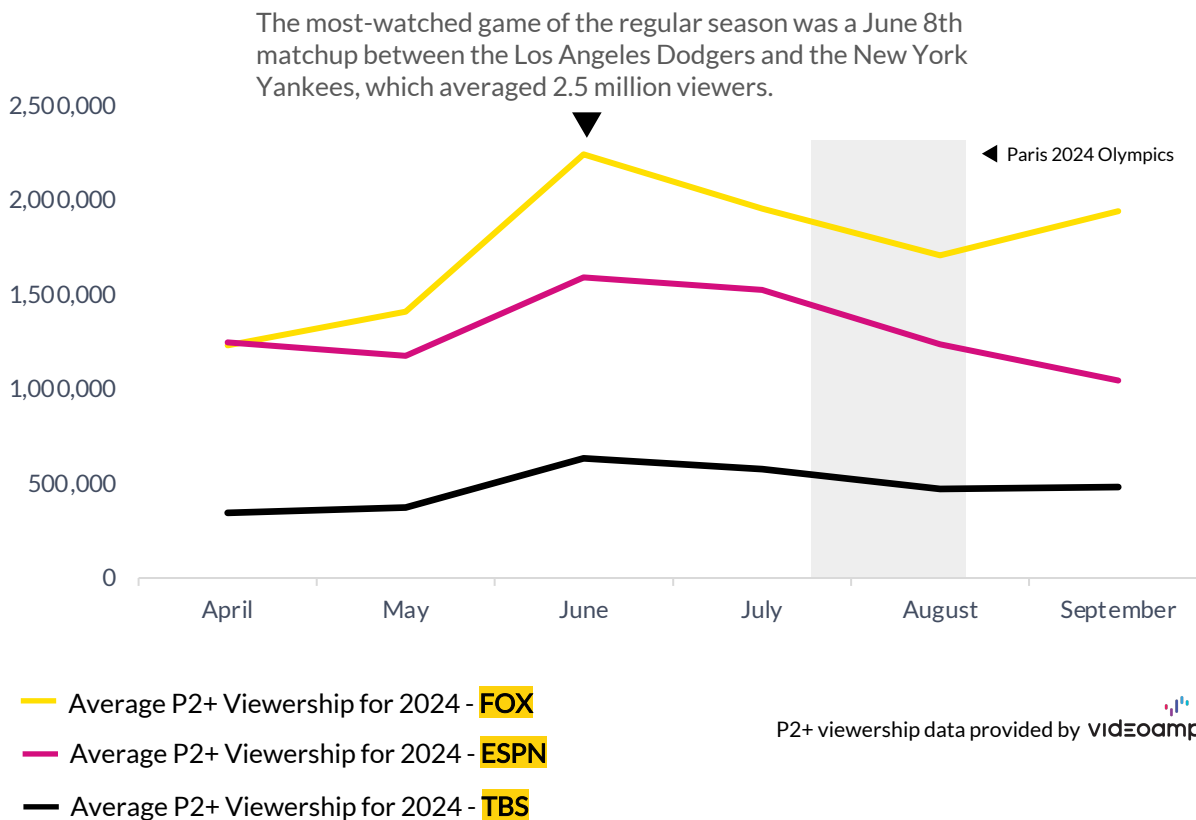
# The major national broadcast partners of the MLB saw elevated viewership in June compared to the rest of the season

Viewership trends remained consistent amongst the three primary national broadcast partners for the MLB. FOX, ESPN, and TBS experienced an average increase of 54% in MLB viewership per game from May to June.

While this elevated viewership was sustained through July, there was a consistent decline in viewership during August, likely correlated to the Paris 2024 Summer Olympic Games. The three networks averaged a 16% drop in viewership per game from July to August.

## 2024 MLB National Networks – P2+ Viewership per Game by Month

NETWORKS CONSIDERED: FOX\*, ESPN & TBS



Source: Relo Census, Broadcast Data from MLB Regular Season 2024

\*FOX data looks at the AGGREGATE VIEWERSHIP of the timeslot; two games on FOX are often simulcast on the network and aired in different regions













**2024**

# SOCIAL MEDIA

SOCIAL MEDIA TRENDS  
AND PERFORMANCE

# The teams across sports who have seen the largest YoY increase in social value

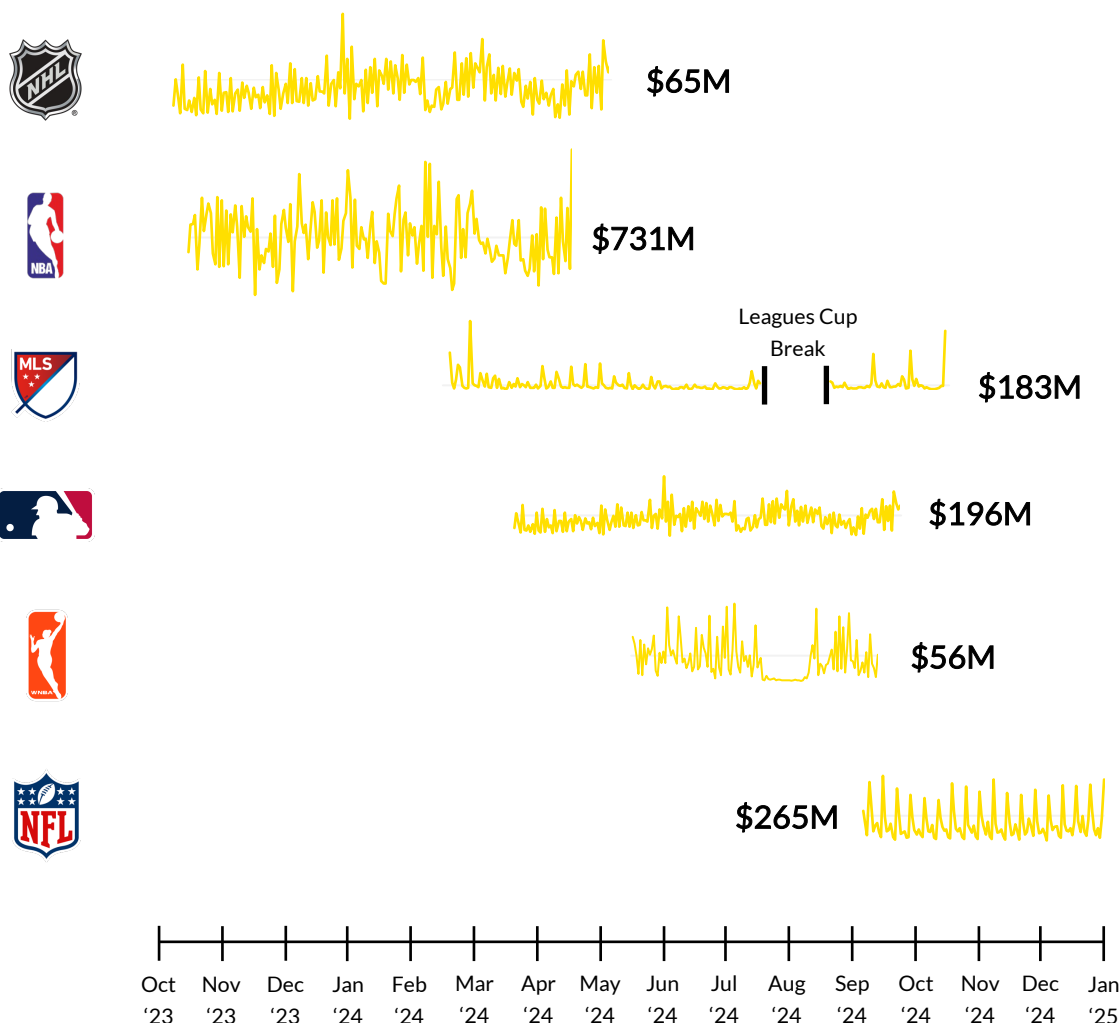
	Team	League	2024 Post Value*	% Growth
1	Chicago Sky	 WNBA	\$11,804,440	1,058%
2	Indiana Fever	 WNBA	\$43,490,771	984%
3	FC Dallas	 MLS	\$9,410,694	279%
4	Minnesota Timberwolves	 NBA	\$48,894,800	275%
5	Minnesota Lynx	 WNBA	\$4,659,398	224%
6	Los Angeles Sparks	 WNBA	\$3,352,007	194%
7	Los Angeles Dodgers	 MLB	\$88,418,758	160%
8	Seattle Storm	 WNBA	\$4,351,823	147%
9	New York Liberty	 WNBA	\$8,611,053	127%
10	Phoenix Mercury	 WNBA	\$7,048,965	108%
11	Detroit Lions	 NFL	\$49,982,321	102%
12	Dallas Mavericks	 NBA	\$66,195,048	101%
13	Cleveland Guardians	 MLB	\$8,575,357	94%
14	Houston Texans	 NFL	\$27,029,955	93%
15	Florida Panthers	 NHL	\$13,140,955	83%
16	Colorado Rapids	 MLS	\$1,107,933	83%
17	Las Vegas Aces	 WNBA	\$18,662,786	83%
18	Washington Commanders	 NFL	\$15,743,602	80%
19	D.C. United	 MLS	\$2,809,954	78%
20	Atlanta Falcons	 NFL	\$4,224,809	74%

\*Social value here refers to the Full Media Value of every owned social post, not the exposure value a brand received

# The NBA dominated across social media, a clear indicator of the league's global reach

## LEAGUES | SEASON LENGTH & SOCIAL SMV

Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)



### ► KEY INSIGHT – VALUE PER DAY

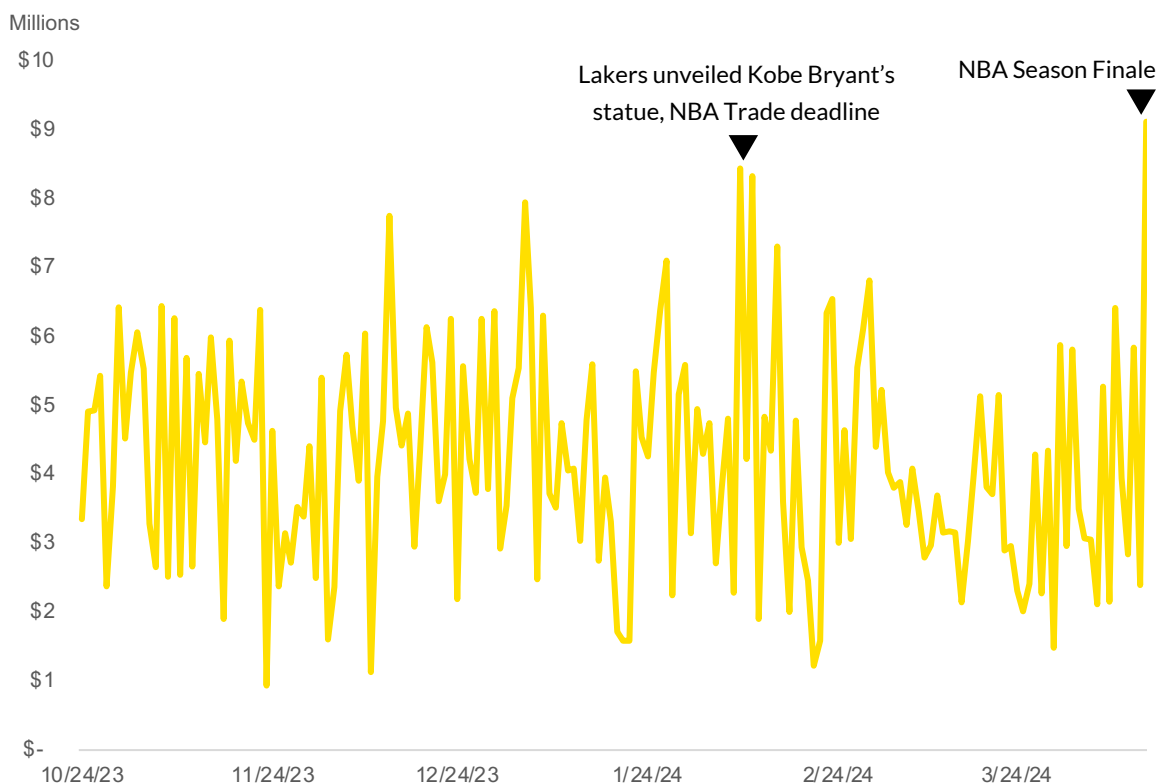
Among the six major US leagues, the NBA benefits from a global reach higher than the rest. Such presence resulted in the **NBA** driving by far the **highest value** for brands on social media, both **overall and on a per day average (\$4.2M)**.

For further context, the NFL generated less than \$2.2M in media value per day, followed by the MLB with \$1M and the MLS with \$874K. The WNBA and the NHL clocked in respectively at \$436K and \$337K.

# Sponsor media value never dipped below one million on any day of the 2023-2024 NBA regular season

NBA | SOCIAL MEDIA SMV BY DAY (values in \$ millions)

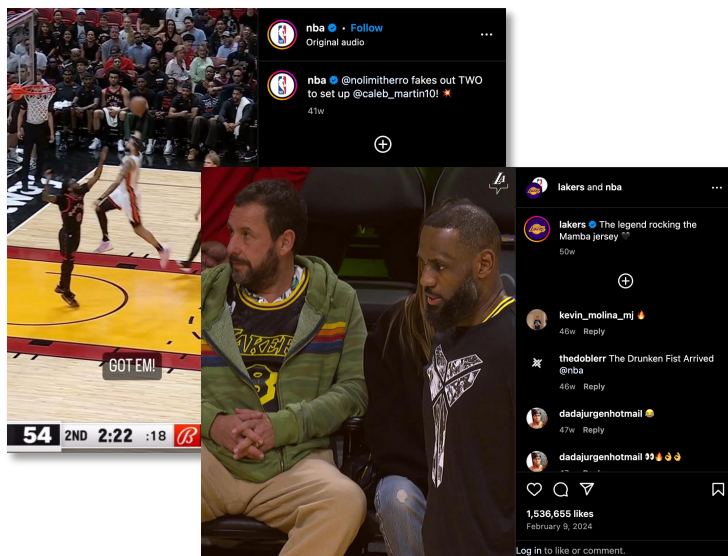
Source: Relo Census, Social Media Data, 2023-2024 Regular Season



## ► KEY INSIGHT – TOP PERFORMING DAYS

April 14, the final day of the NBA regular season, generated over **\$9.1M in value** as all teams played and playoff spots were decided.

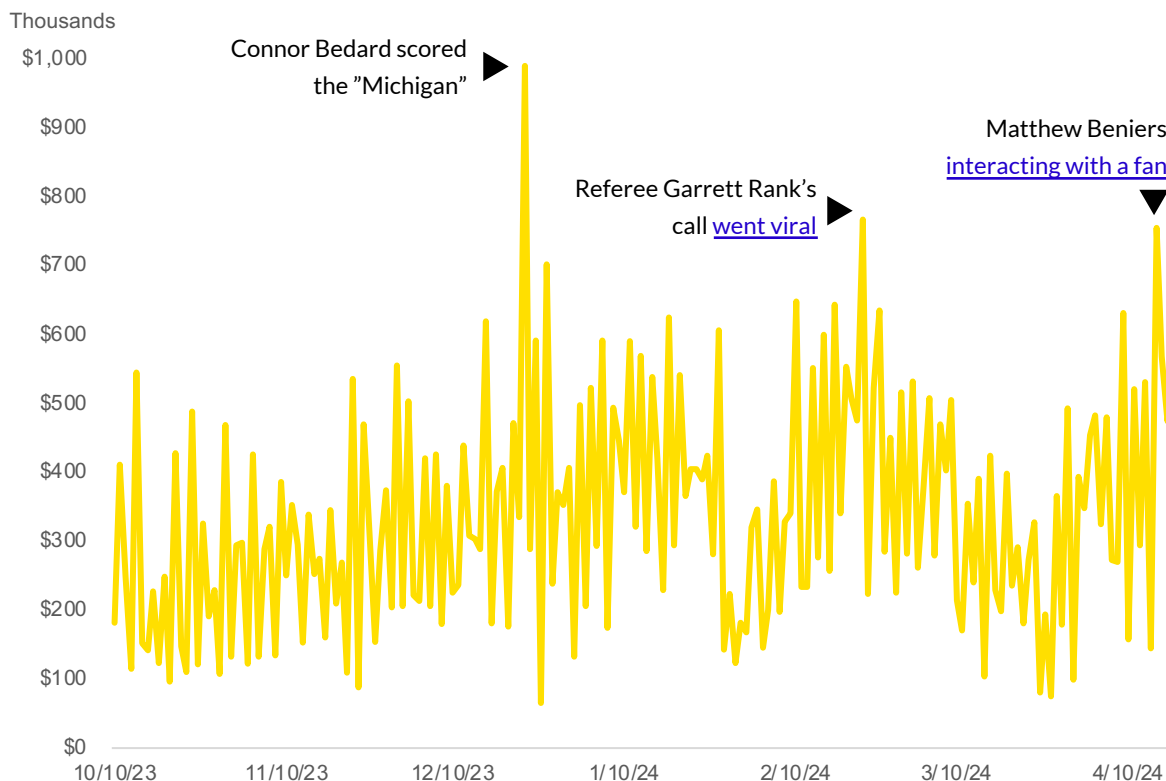
February 8 (\$8.4M) and February 10 (\$8.3M) also surpassed \$8M, driven by the NBA trade deadline and the Lakers unveiling Kobe Bryant's statue.



# Marquee highlights on social media led to the highest peaks of SMV throughout the NHL season

NHL | SOCIAL MEDIA SMV BY DAY (values in \$ thousands)

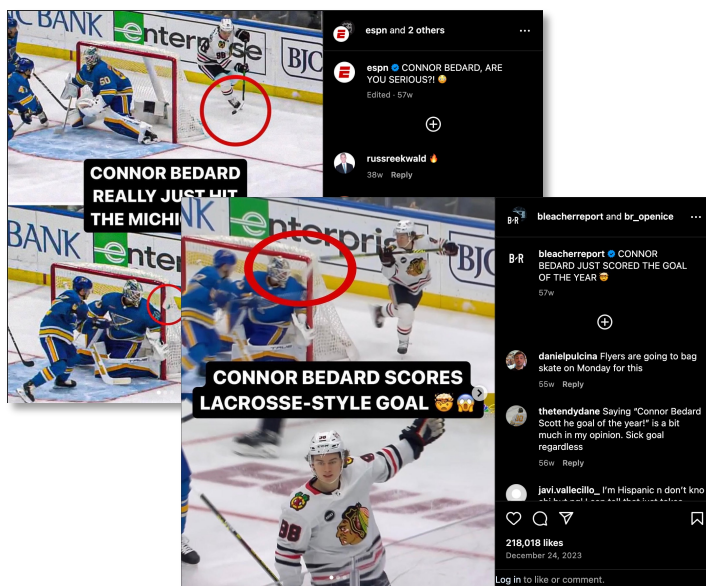
Source: Relo Census, Social Media Data, 2023-2024 Regular Season



## ► KEY INSIGHT – HIGHLIGHTS CREATE VALUE

Highlight-reel moments create value, and December 23 proved it.

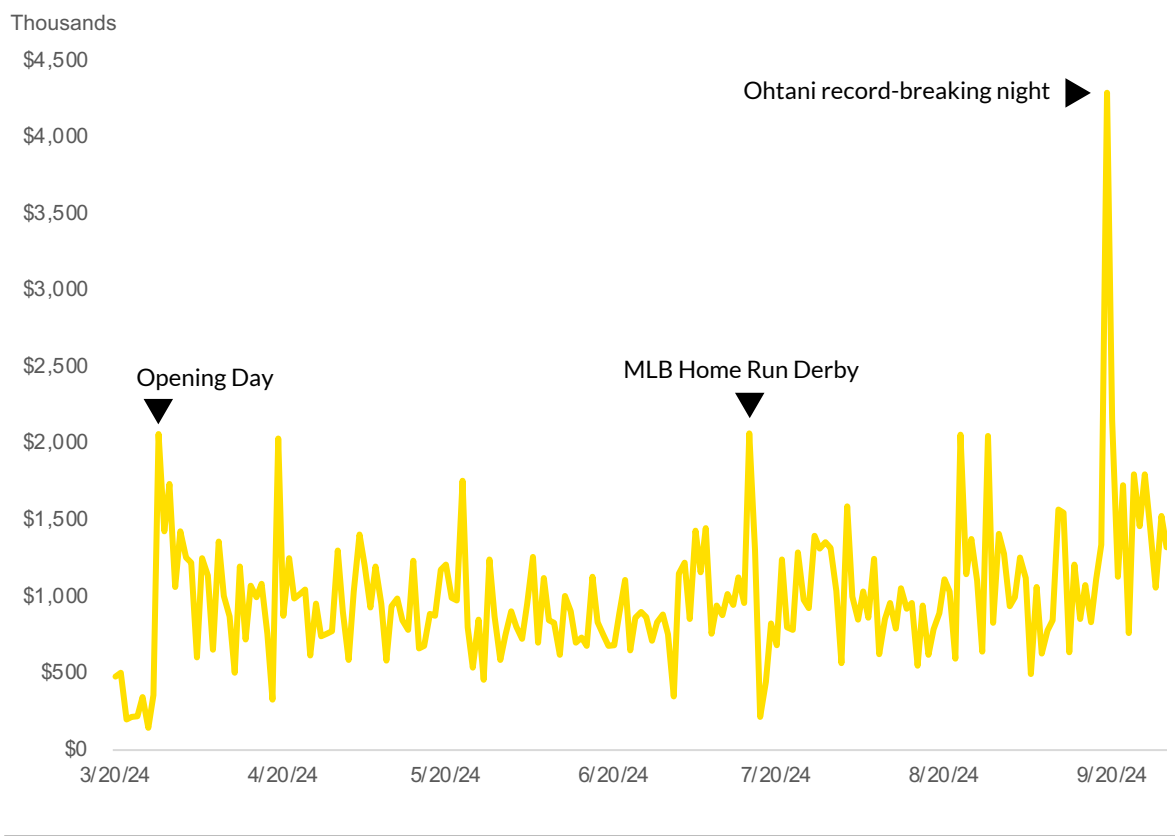
Connor Bedard's jaw-dropping "Michigan" goal propelled the NHL's top day, with \$990K being generated. Star power and viral plays remain key drivers of engagement and value on social media.



# Star power in action: Ohtani’s historic 50-50 milestone fueled a massive surge in sponsor media value

MLB | SOCIAL MEDIA SMV BY DAY (values in \$ thousands)

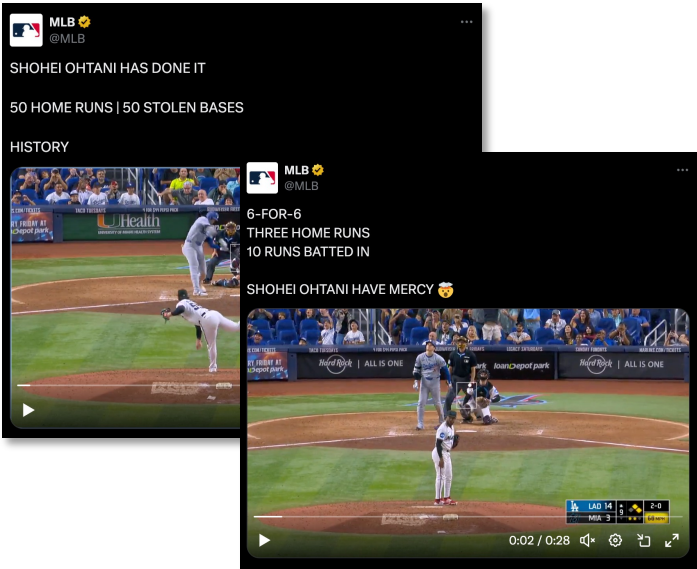
Source: Relo Census, Social Media Data, 2024 Regular Season



▶ **KEY INSIGHT** – HISTORIC MOMENTS

On September 19, 2024, Ohtani became the first player in MLB history with 50 home runs and 50 stolen bases in a season.

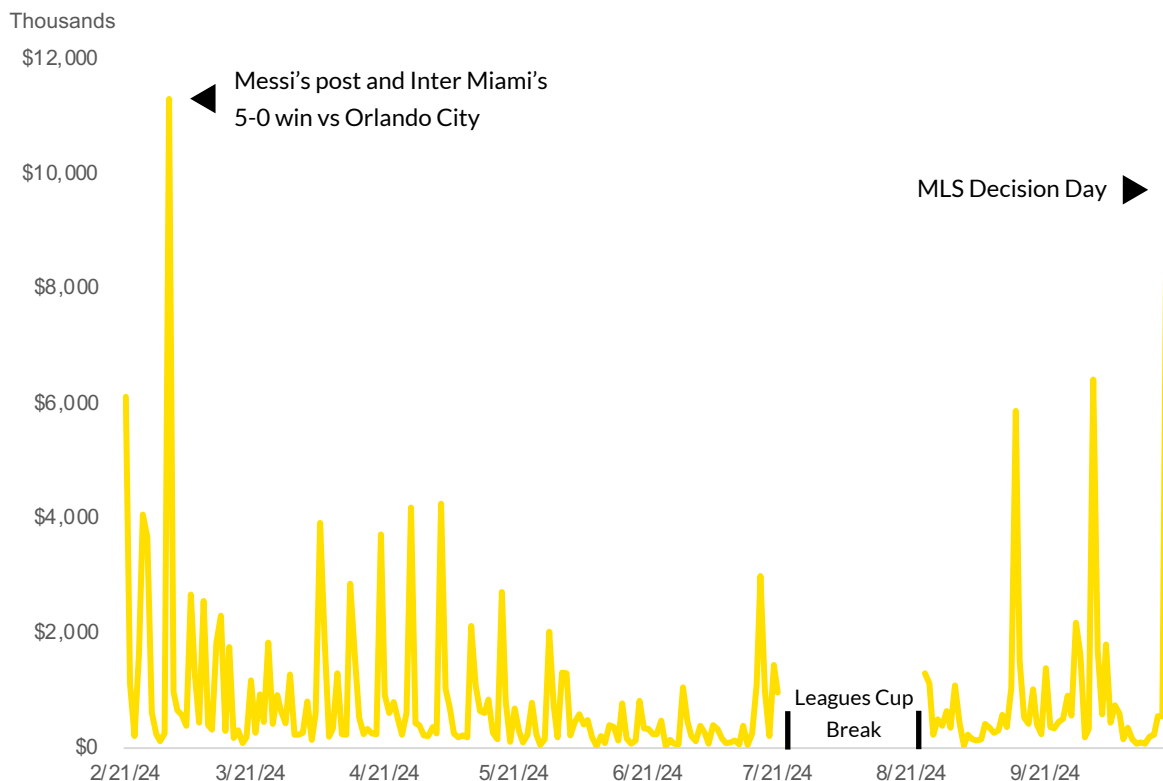
Social media went into a frenzy, and nearly \$4.3M in sponsor media value were generated. These two posts generated respectively \$342K (the left one) and \$199K (the right one).



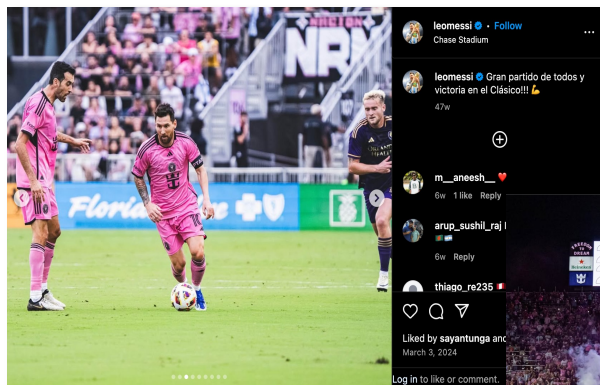
# When players become the platform: Messi's posts coincided with sponsor media value spikes

MLS | SOCIAL MEDIA SMV BY DAY (values in \$ thousands)

Source: Relo Census, Social Media Data, 2024 Regular Season



## ► **KEY INSIGHT** – SUPERSTAR POWER



Messi's Instagram carousel  
above generated nearly \$2.9M  
in SMV on October 19, 2024

Messi's Instagram carousel  
below generated nearly \$1.6M  
in SMV on October 19, 2024

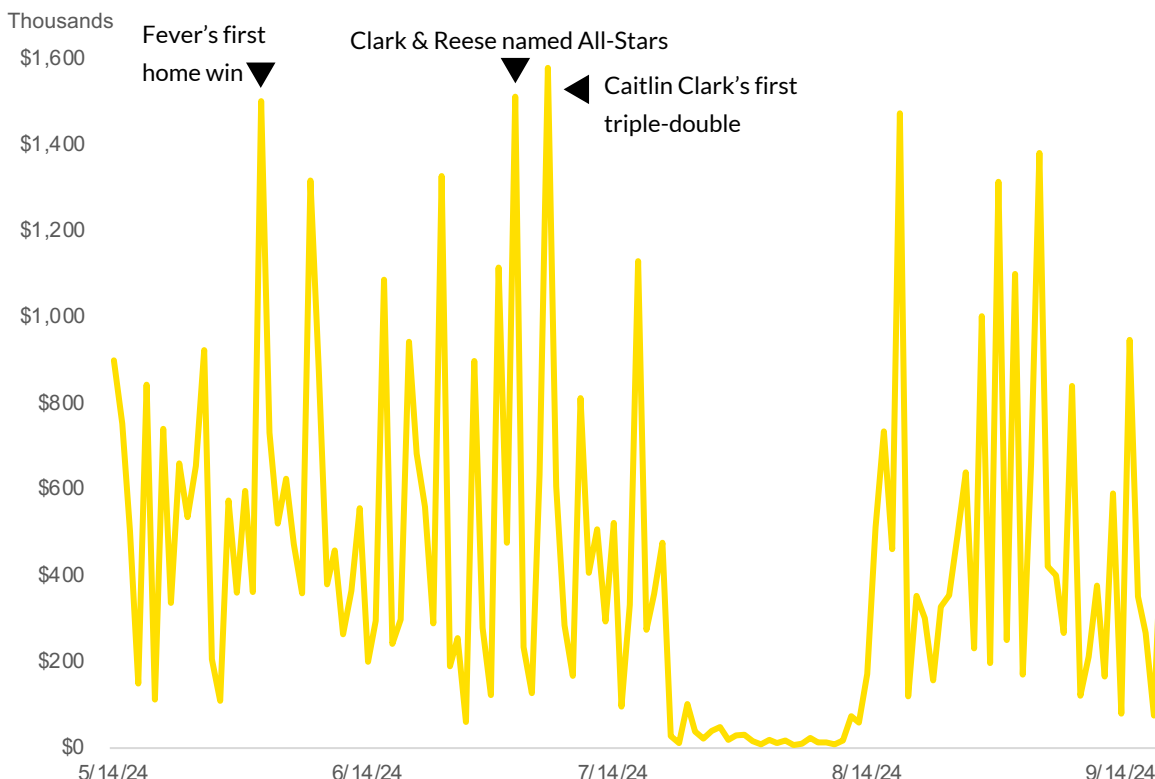




# Caitlin Clark's presence defined the WNBA season and drove the biggest spikes in value

WNBA | SOCIAL MEDIA SMV BY DAY (values in \$ thousands)

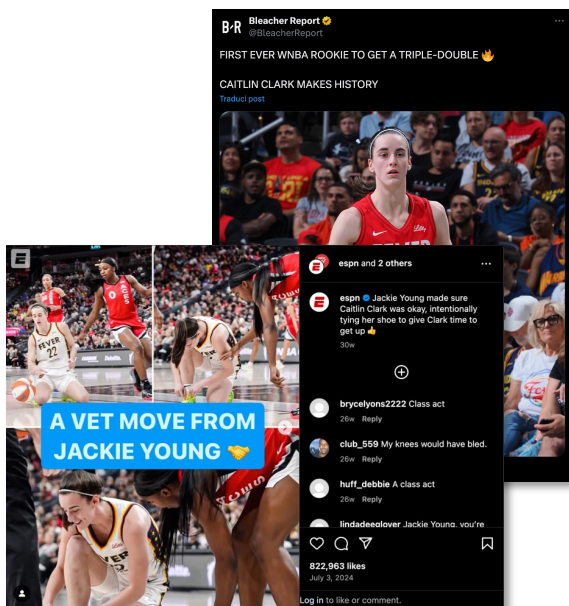
Source: Relo Census, Social Media Data, 2024 Regular Season



## ► KEY INSIGHT – THE CLARK EFFECT

Caitlin Clark's influence on the WNBA and the entire US sports industry can't be overstated. The Indiana Fever player was the main driver of value.

July 6 was the most valuable day of the season (\$1.6M), and on that day she became the first WNBA rookie to ever achieve a triple-double.

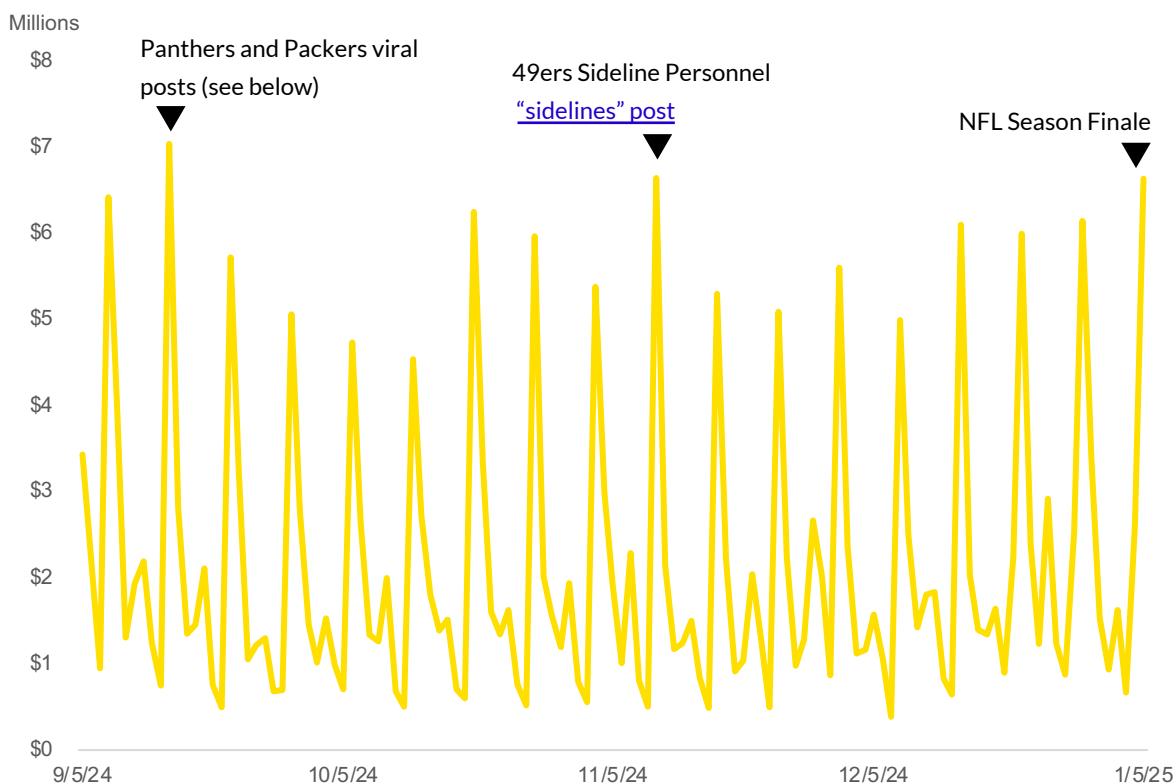




# Sundays dominated the NFL social media landscape, driving over 39% of the entire season's value on social platforms

NFL | SOCIAL MEDIA SMV BY DAY (values in \$ Millions)

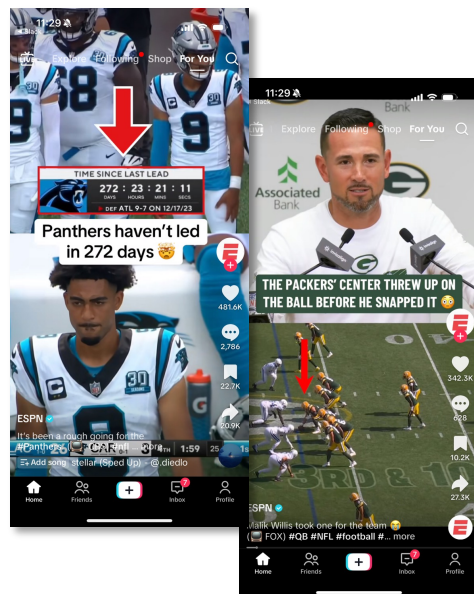
Source: Relo Census, Social Media Data, 2024 Regular Season



## ► KEY INSIGHT – NFL SUNDAYS

**NFL Sundays** dominate the sports calendar in the fall and early winter, and it is only logical that **\$104M in social media value** were generated on such days. The second Sunday of the season (September 15, 2024) drove the highest value with other \$7M, fueled by the two TikTok videos on the right.

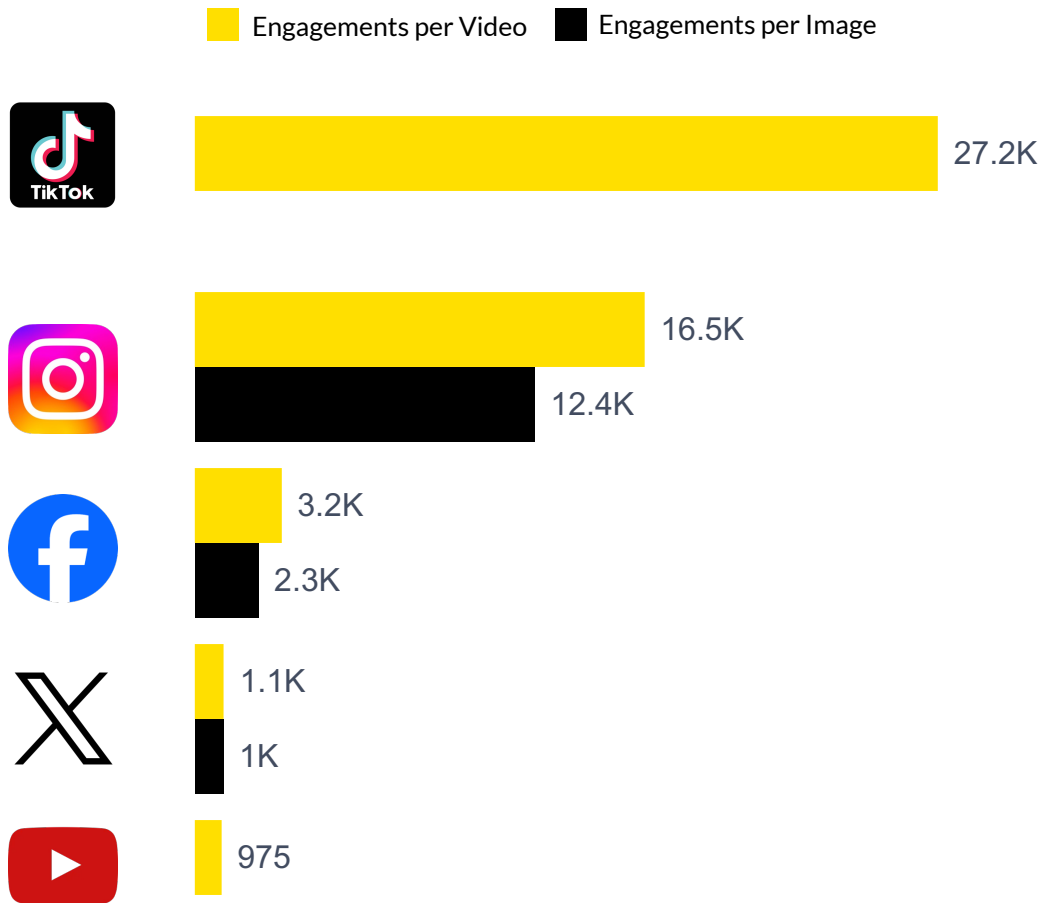
Other two marquee dates of the NFL season like **Thanksgiving & Christmas** generated \$2.7M & \$2.9M.



# Videos emerged as the main driver of fan engagement across social media platforms

## MEDIA PLATFORMS | BY AVERAGE ENGAGEMENT PER POST

Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)



### ► **KEY INSIGHT** – VIDEO PERFORMANCE ON INSTAGRAM

Instagram videos consistently outperformed images in driving engagements across all leagues, but the extent of this delta varied.

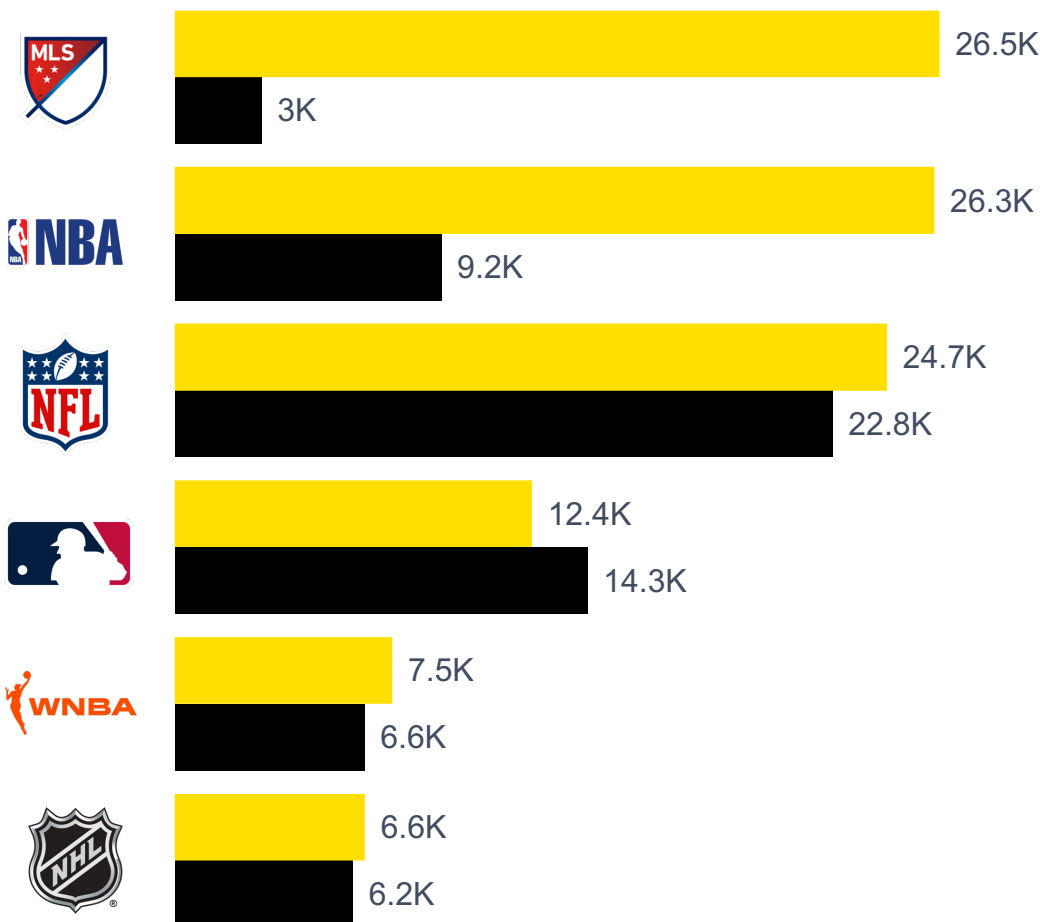
MLS led with videos generating 2.7x the engagement of images, followed by the NFL ranked at 1.7x and the MLB at 1.4x. The WNBA and the NHL both saw a smaller - but notable - delta of 1.2x, while the NBA experienced the narrowest gap with videos delivering 1.1x the engagement of images.

# Consumption trends can vary by league, but short videos tend to drive higher fan engagement on Instagram

## LEAGUES | BY AVERAGE ENGAGEMENT PER INSTAGRAM VIDEO LENGTH

Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)

■ Avg. Engagements – Videos under 120 secs.
 ■ Avg. Engagements – Videos over 120 secs.



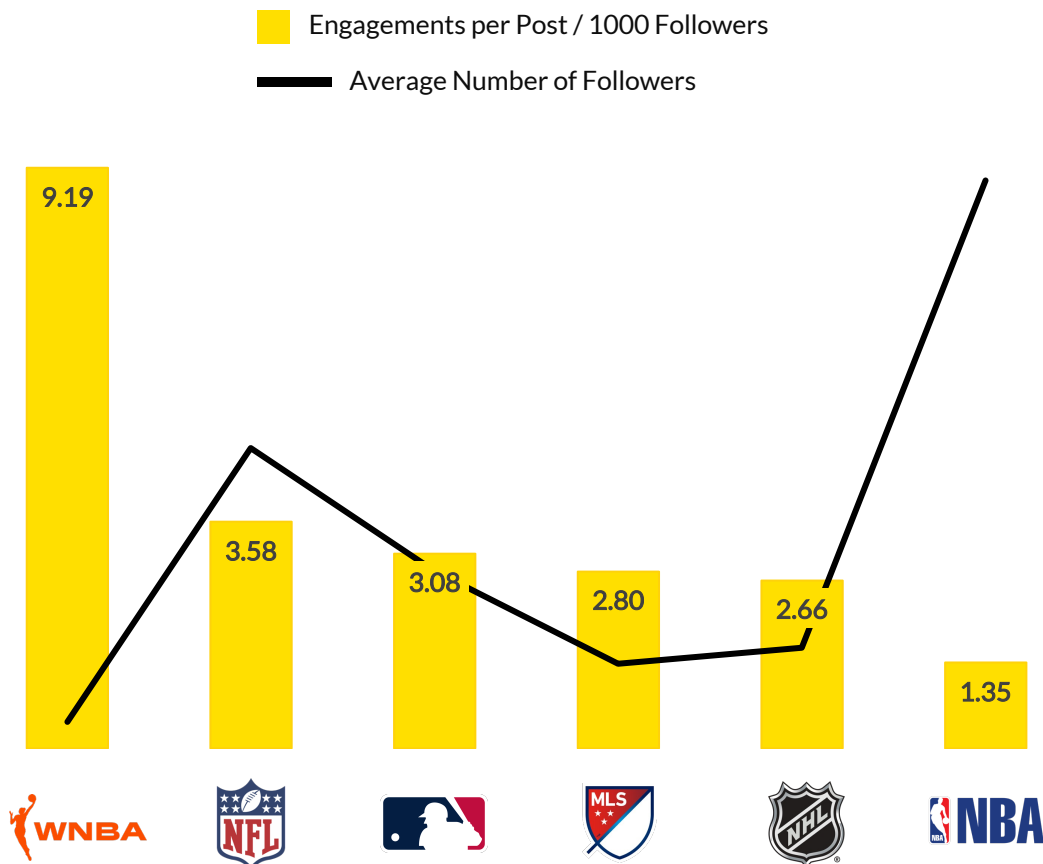
### ► KEY INSIGHT – VIDEO PERFORMANCE ON INSTAGRAM

The data shows a clear **correlation between video length and fan engagement on Instagram**, especially in the MLS and NBA: shorter videos outperformed longer ones. However, video length is not the only factor that influences engagement – content type is equally important. The MLB is a perfect example of that: [interview with fans](#), [behind-the-scenes](#) content, [celebratory posts](#) can be a great source of engagement regardless of their length.

# WNBA teams have cultivated an audience that is far more likely to engage with their content - even with a lower follower count

## ENGAGEMENT RATE | OWNED SOCIAL ACCOUNTS

Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s):



### ► KEY INSIGHT – WNBA ENGAGEMENT

The WNBA had the highest engagement rate amongst the six leagues on all four platforms that were considered (Facebook, Instagram, TikTok, X). With the emergence of stars within their league, teams have prioritized player focused content to produce fan engagement.

Brands that work with WNBA teams should expect to reap the benefits of their investment due to engagement that is consistently exceeding expectations relative to the number of followers.

# Marquee highlights, player interactions and look-a-like content were the most engaging posts

## MOST ENGAGING POST PER LEAGUE | RELO CENSUS

Source: Relo Census, Social Media Data, 2023-2024 Regular Season(s)



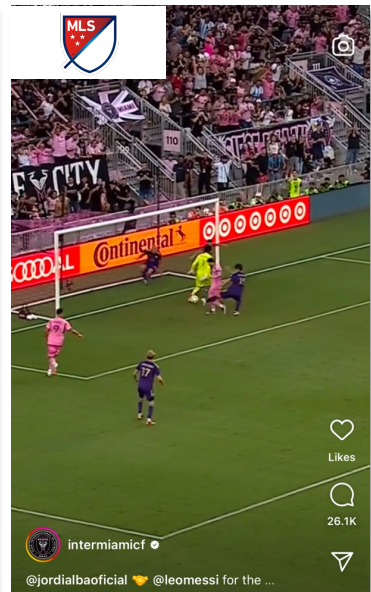
**Engagements: 8.3M**

Accounts: @nba, @dallasmavs



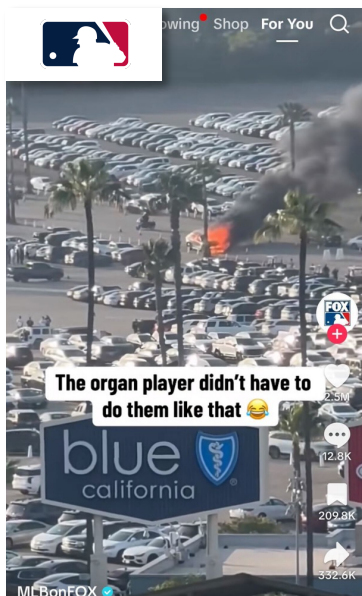
**Engagements: 3.1M**

Account: @nfl



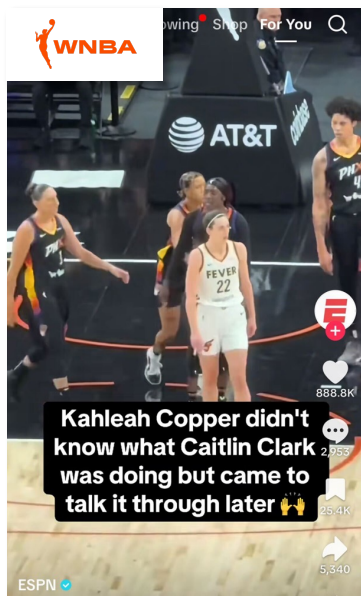
**Engagements: 4.4M**

Account: @intermiamicf



**Engagements: 2.6M**

Account: @mlbonfox



**Engagements: 864K**

Account: @espn



**Engagements: 837K**

Account: @espn



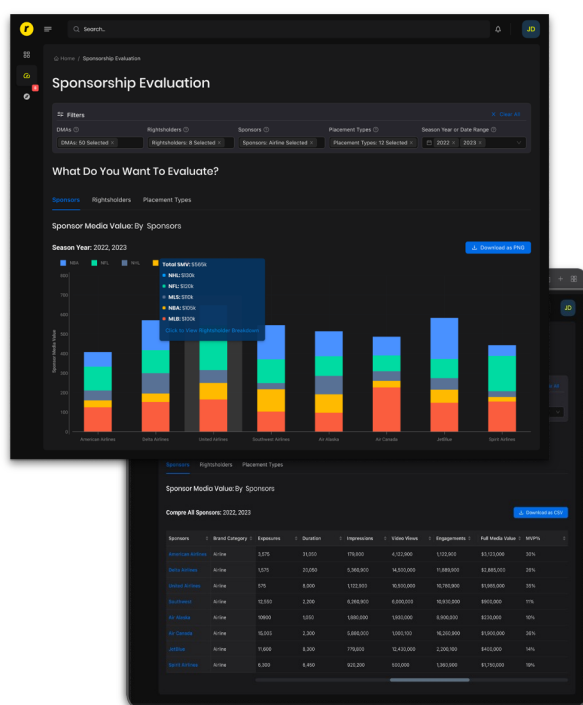
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Know how your performance compares to other assets and work with partners to maximize values with access to examples of high performing creative



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