



2024 - 2025 NBA

BRAND EXPOSURE VALUE FROM THE 2024-2025 NBA REGULAR SEASON

A look at media value & visibility that brands earned
through their partnerships during the 2024-2025
NBA regular season



2024-2025 NBA by the numbers

Through Relo Census, Relo Metrics has captured and analyzed every single live broadcast of **2024-2025 NBA Regular Season**, and over 421K valuable social posts.

With access to two full NBA seasons of data through Relo Census, brands, teams, and agencies can now analyze, contextualize and optimize sponsorship performance like never before.



Brand Exposure Summary across Broadcast and Social Media – 2024-2025 NBA RS

\$2.3B

In Total Sponsor Media Value

442B+

Social Impressions with Brand Value

11M+

Total Number of Brand Exposures

13B+

Social Engagements with Brand Value

1,500+

Brands with exposure value

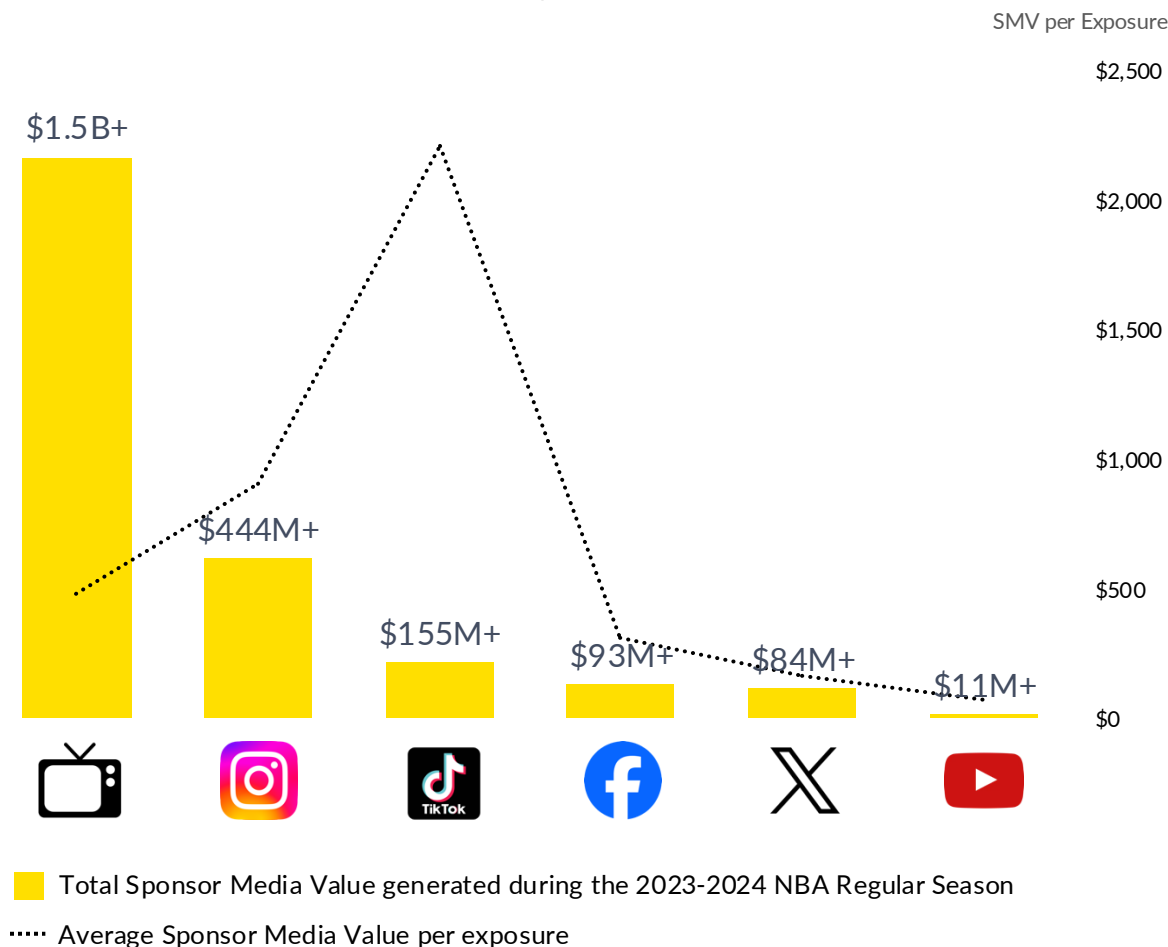
195+

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

Social media generated over \$788M, accounting for 34% of total brand value and further proving NBA's global reach

MEDIA PLATFORMS | BY SPONSOR MEDIA VALUE

Source: Relo Census, Cross-Platform data, 2024-2025 NBA Regular Season



► KEY INSIGHT – INSTAGRAM & TIKTOK

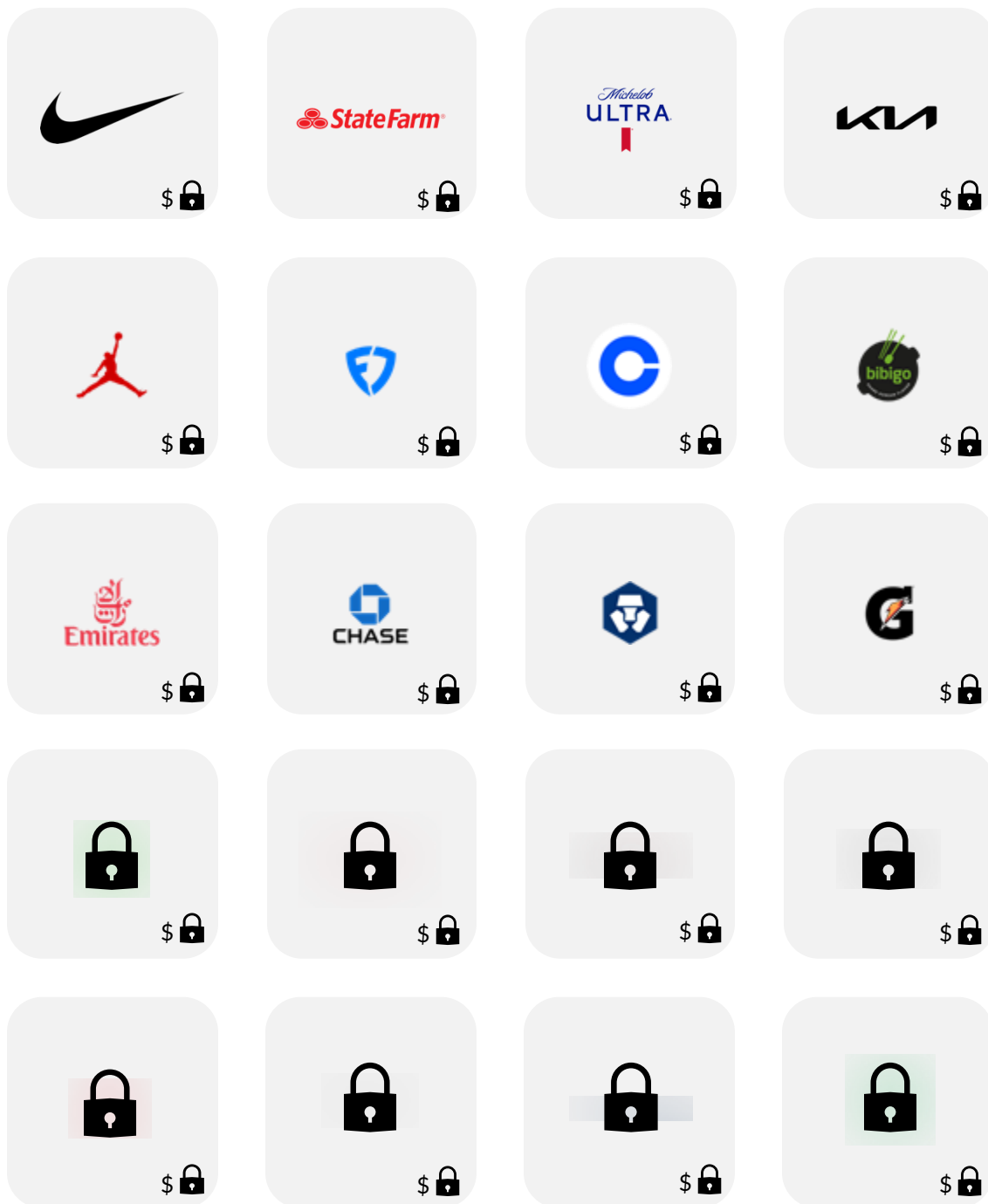
Broadcast remains undoubtedly NBA's top driver of brand exposure and media value, particularly thanks to highly visible assets such as Courtside Signage, Floor Court, and Apron Signage.

However, social media platforms continue to play a massive role, benefiting from NBA's global appeal and high fan engagement. Instagram and TikTok were by far the most impactful. TikTok saw a 91% increase in content volume, which led to a 153% growth in value compared to the 2023-2024 regular season.

The most valuable brands from the 2024-2025 NBA regular season

TOP 20 BRANDS

Source: Relo Census, Cross-Platform Data, 2024-2025 NBA Regular Season



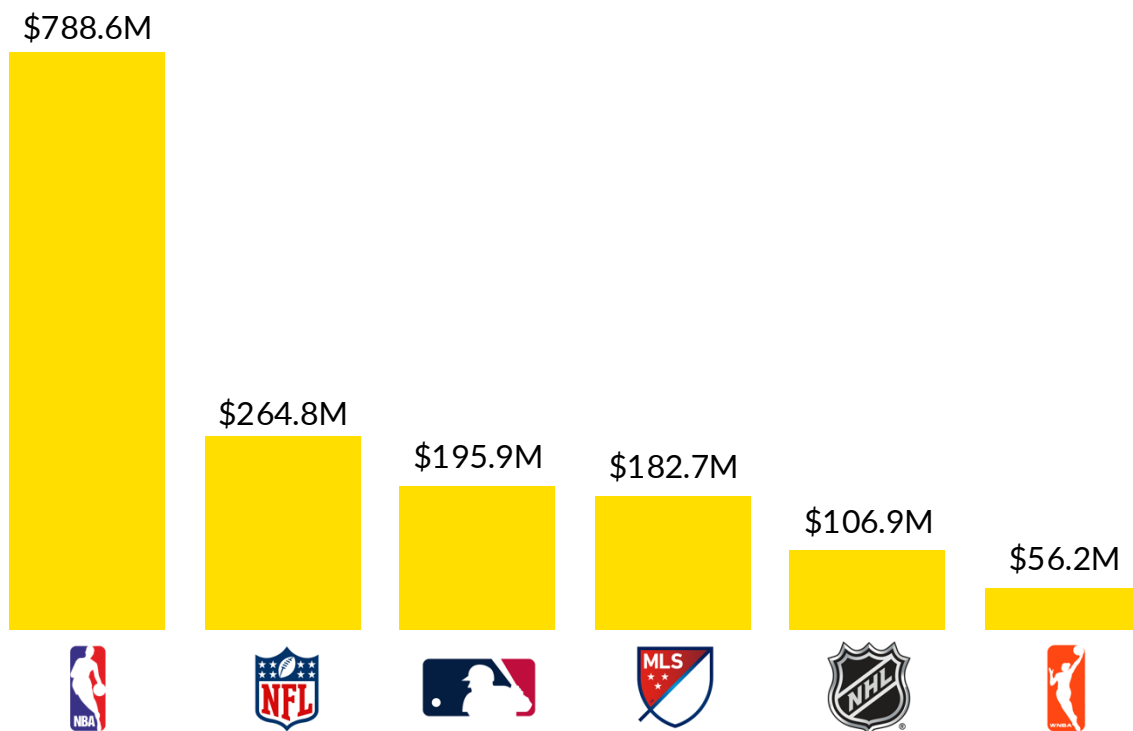
If you're interested in seeing sponsor media values by brand, reach out to directly to the team at: marketing@relometrics.com

NBA's social media value outperformed all US major leagues, driving an average \$4.5M per day

NBA & US LEAGUES | SOCIAL MEDIA SMV

Source: Relo Census, Social Media Data

2024 MLB, 2024 MLS, 2024 NFL, 2024 WNBA, 2024-2025 NBA, 2024-2025 NHL (Regular Seasons)



► KEY INSIGHT – YEARLY GROWTH

Not only did the 2024-2025 NBA regular season outperform all other US Leagues, but it saw notable growth across key social media metrics, underscoring the league's momentum as well as its global reach.

Content output increased by 13%, which translated into a 18% uplift in engagements and an 8% in value compared to the 2023-2024 season.

+8%

in social media value compared to the 2023-2024 regular season

It's not just about the wins – teams with losing records generated high value thanks to breakout rookies, star power

NBA TEAMS | BY FULL MEDIA VALUE*

Source: Relo Census, Social Media Data, 2024-2025 NBA Regular Season

	Team	Win/Loss Record	Post Engagements	Post Value	# Posts
1	Golden State Warriors	48-34	212,709,035	\$86,928,248	10,457
2	Los Angeles Lakers	50-32	189,044,265	\$79,675,162	6,898
3	Dallas Mavericks	39-43	76,895,740	\$31,969,232	8,725
4	Boston Celtics	61-21	74,921,958	\$31,793,218	8,574
5	Minnesota Timberwolves	49-33	57,998,648	\$22,850,198	16,304
6	Denver Nuggets	50-32	49,863,821	\$21,058,296	13,497
7	Chicago Bulls	39-43	43,331,751	\$20,660,486	6,623
8	Brooklyn Nets	26-56	40,632,565	\$20,658,112	10,263
9	Phoenix Suns	36-46	41,844,217	\$18,155,840	12,585
10	San Antonio Spurs	34-48	31,691,659	\$16,951,436	10,689

*Social engagements and values here refer to the Engagements and Full Media Value of every owned social post (across Facebook, Instagram, TikTok, and X), and not the exposure value a brand received

The Doncic trade dominated on social media, and behind-the-scenes content remained highly effective

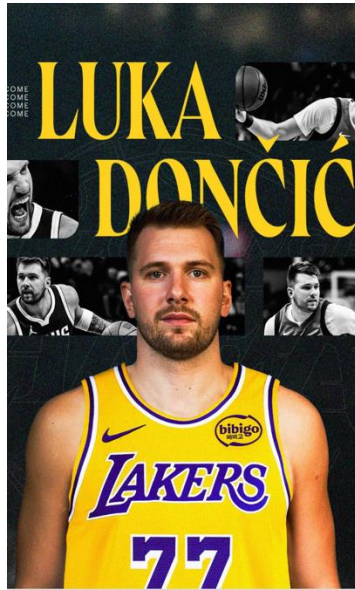
HIGHLY ENGAGING POST | RELO CENSUS

Source: Relo Census, Social Media Data, 2024-2025 NBA Regular Season



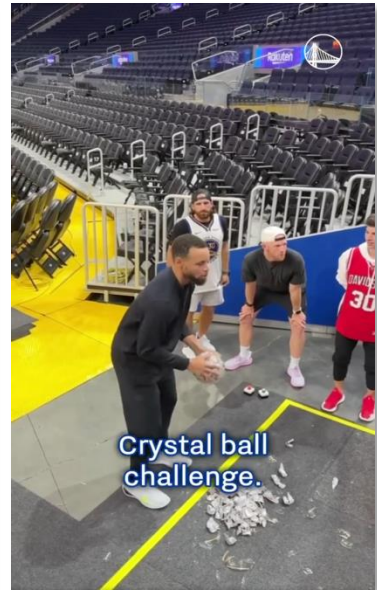
Engagements: 5.5M

Account: @hornets, @nba (Instagram)



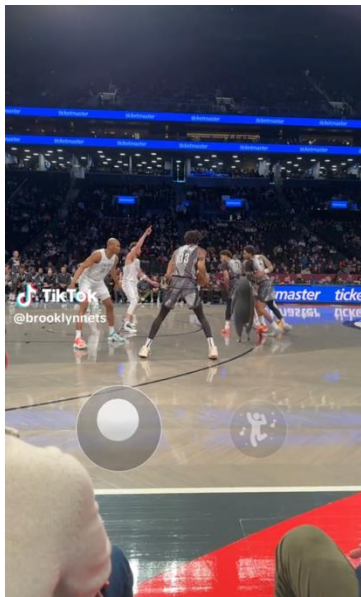
Engagements: 3.5M

Accounts: @lakers (Instagram)



Engagements: 2.9M

Account: @warriors (Instagram)



Engagements: 2.3M

Account: @brooklynnets (TikTok)



Engagements: 2.1M

Account: @dallasnavs (TikTok)



Engagements: 926K

Account: @cavs (TikTok)

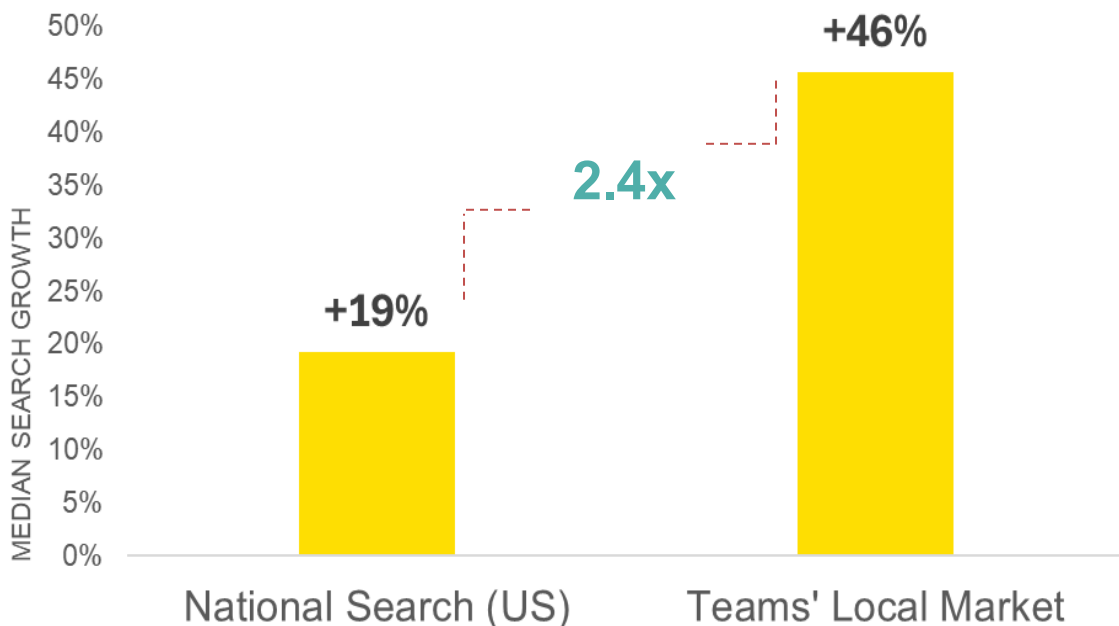
How NBA jersey patch sponsors went from court to search, boosting brand consideration during the season

NBA jersey patch sponsors saw exceptional growth in online search within their teams' local markets – suggesting strong resonance with core fanbases.

Over a two-season analysis, the local search growth was 2.4x higher than the national average, proving once again that jersey patch is a premium asset.

The data highlights how the NBA represents a great opportunity for sponsors to tap into passionate, established communities through highly visible placements on game-day apparel.

NBA JERSEY PATCH SPONSORS* | 2024-2025 SEASON MEDIAN SEARCH GROWTH



The 2024 In-Season Tournament built on the success of the first edition, and saw a significant growth in value

\$139M

+22%

500K

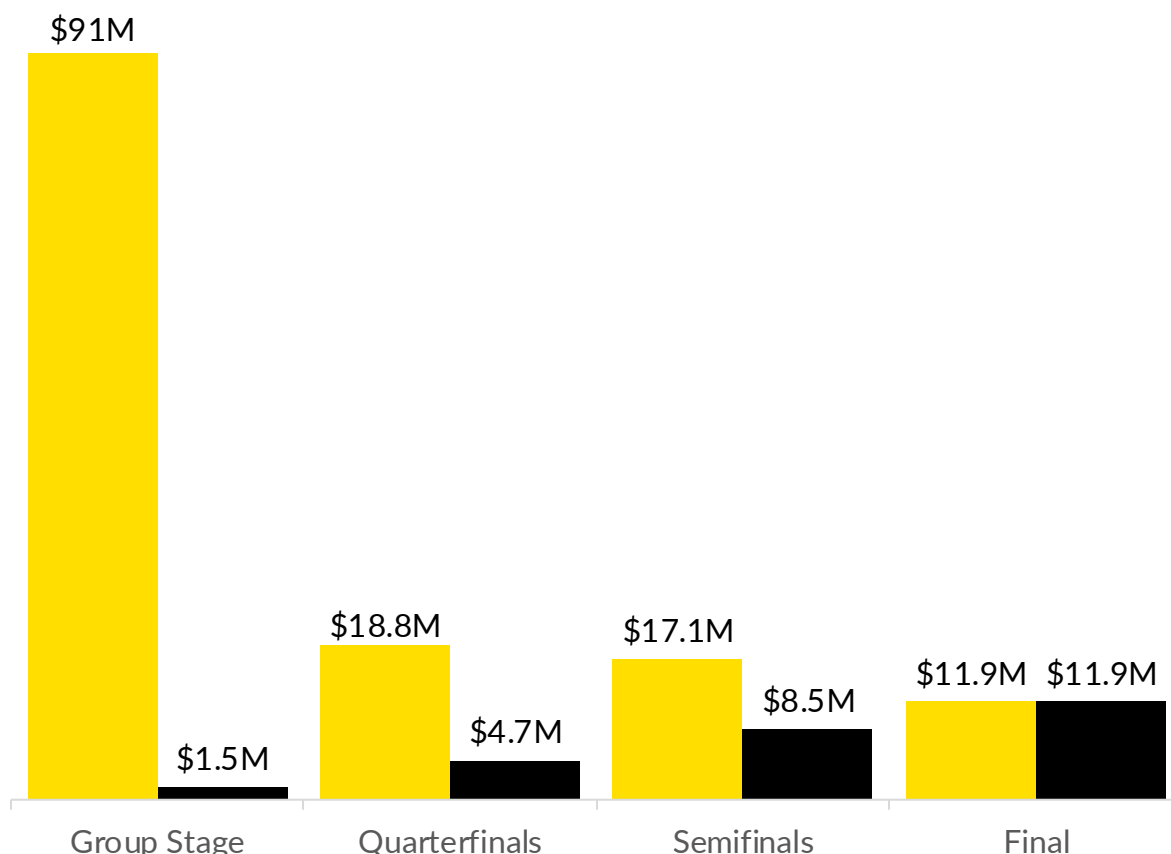
Sponsor Media Value driven by the In-Season Tournament

In Sponsor Media Value compared to the 2023 IST

Valuable brand exposures during the 2024 IST

IN-SEASON TOURNAMENT | BROADCAST SMV (TOTAL & GAME AVERAGE)

Source: Relo Census, Broadcast Data, 2024-2025 NBA In-Season Tournament




■ Total Sponsor Media Value by Round

■ Average Sponsor Media Value per Game by Round

The 2024 NBA Christmas Games drove nearly \$58M in brand value, benefiting from significant viewership growth

2024-2025 NBA | CHRISTMAS DAY | BROADCAST SPONSOR MEDIA VALUE

CHRISTMAS GAMES	 P2+ Viewership*	Exposures	Duration (hh:mm:ss)	SMV
Lakers @ Warriors	4,163,845 (ABC) 1,654,714 (ESPN)	4,056	8:18:36	\$12,894,618
Spurs @ Knicks	3,539,557 (ABC) 1,293,602 (ESPN) 132,235 (ESPN2)	5,997	10:49:48	\$12,199,927
76ers @ Celtics	2,978,647 (ABC) 1,013,111 (ESPN)	3,028	5:55:12	\$11,290,323
Timberwolves @ Mavericks	2,939,016 (ABC) 1,069,448 (ESPN)	3,940	6:15:18	\$11,103,130
Nuggets @ Suns	2,879,890 (ABC) 1,047,363 (ESPN)	3,208	6:28:30	\$10,098,878

***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.

► KEY INSIGHT – VIEWERSHIP GROWTH

The 2024 NBA Christmas games saw viewership surge compared to the previous season. With nearly 23 million viewers across all networks, the aggregate viewership grew by 112% year-over-year.

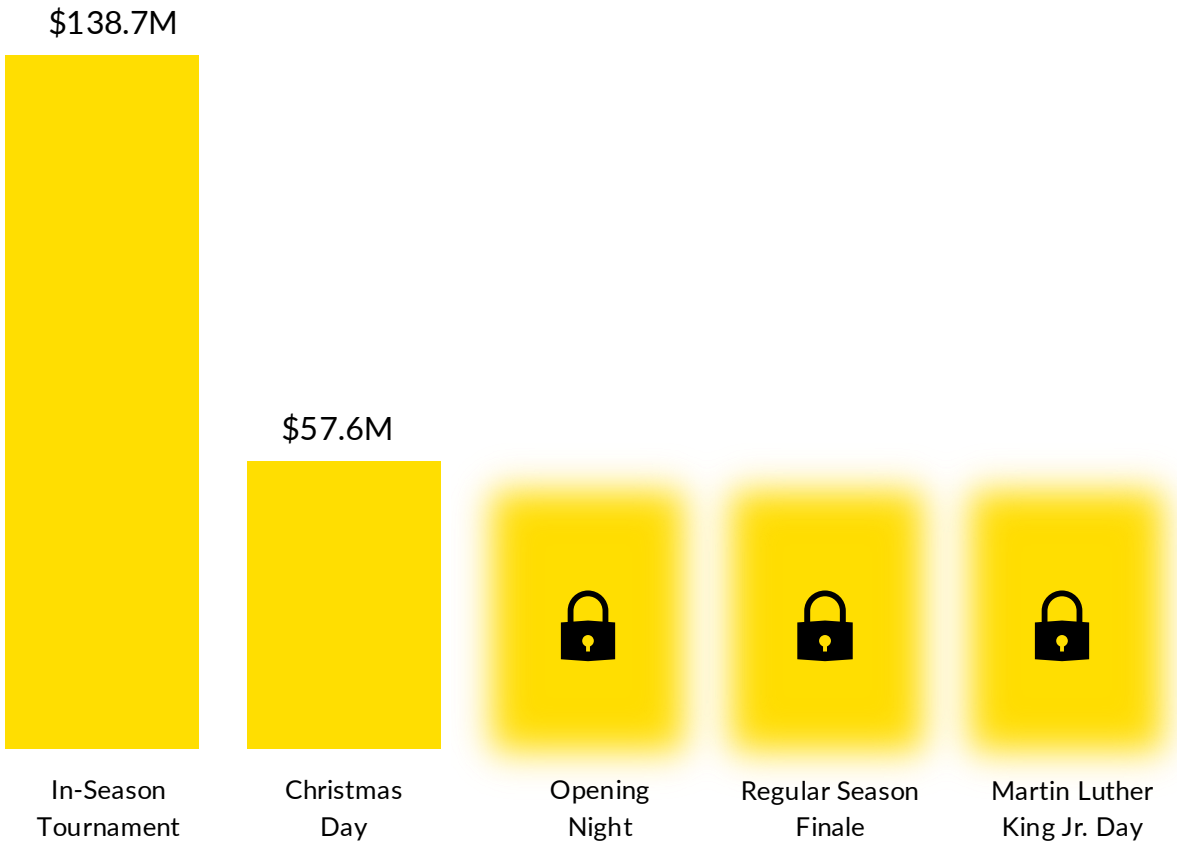
The broader distribution played a critical role, with simulcast of all five games on ABC and ESPN – in 2023, only two games were televised by ABC.

However, expanded availability wasn't the only factor responsible for the growth – average viewership per game improved significantly, with ESPN up nearly 6% and ABC up nearly 42%.

Christmas Day and In-Season Tournament deliver, but are just a part of the full picture – uncover all trends with Relo Census

2024-2025 NBA | BROADCAST | SPONSOR MEDIA VALUE

Source: Relo Census, Broadcast Data, 2024-2025 NBA Regular Season



“The NBA continues to set the bar for sponsorship performance—on and off the court. With over \$2.3B in brand value and a social ecosystem that outpaces every other U.S. league, the data tells a clear story: investment in the NBA delivers. Relo Census makes that value measurable in real time, empowering brands to not just participate in the moment, but optimize every one of them.”

JAY PRASAD, CEO - RELO METRICS



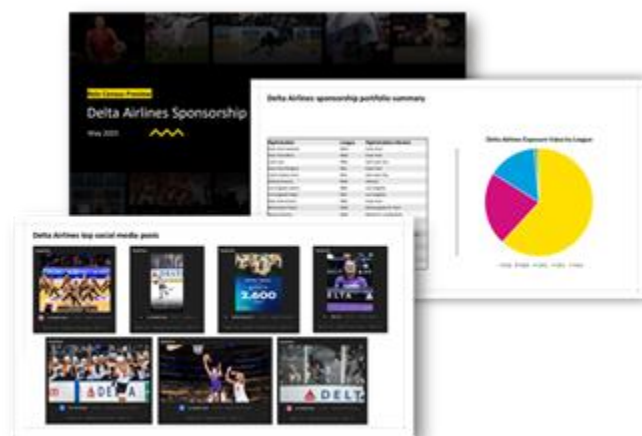
Relo Reports

CUSTOM, BRAND-SPECIFIC REPORTS

Sponsorship Intelligence Report, Custom Built for a One-Time Snapshot of Performance, Exposure and Media Value

Relo Reports are custom, brand-specific sponsorship intelligence reports designed to give you a first look into the power of Relo Census — great opportunity to test out Relo's data, before signing on for full platform subscription.

Built for brands, agencies, and rights holders exploring how to optimize sports and entertainment sponsorships, Relo Reports deliver quick, actionable insights specific to your brand's exposure across broadcast, social, and streaming.



We have intel on **every team, every brand and every asset**. You'll get access to snapshot report that is accurate and granular, to enable your teams with the deep insights and analytics that are truly needed in today's data-centric world.

Relo Reports

TWO TIERS. ONE GOAL: DEMONSTRATE VALUE

Lite Report – \$2,000

A teaser snapshot of your sponsorship performance across media channels. Ideal for those who want a fast, affordable glimpse at what Census can do. **Includes:**

- Brand-specific media value snapshot
- Top assets and exposure channels
- Key takeaways & strategic recommendations

Pro Report – \$5,000

A deeper dive into your brand's full sponsorship footprint. Best suited for brands evaluating real-time, always-on measurement. **Includes:**

- Everything in Lite
- Full performance breakdown by asset, channel, and event
- Share of voice analysis
- Benchmarks against category peers

Why get a Relo Report?

- Need the data now? This can be a quick transaction with fast-turn, brand-specific insights.
- Prove value before committing: Get data-backed proof of Relo's capabilities.
- Flexible delivery: Use a Relo Report for one-off brand audit or recurring reporting (monthly, quarterly, or seasonally).

Ready to Reveal Your Brand's True Impact? Reach out →

sales@relometrics.com

Who It's For?

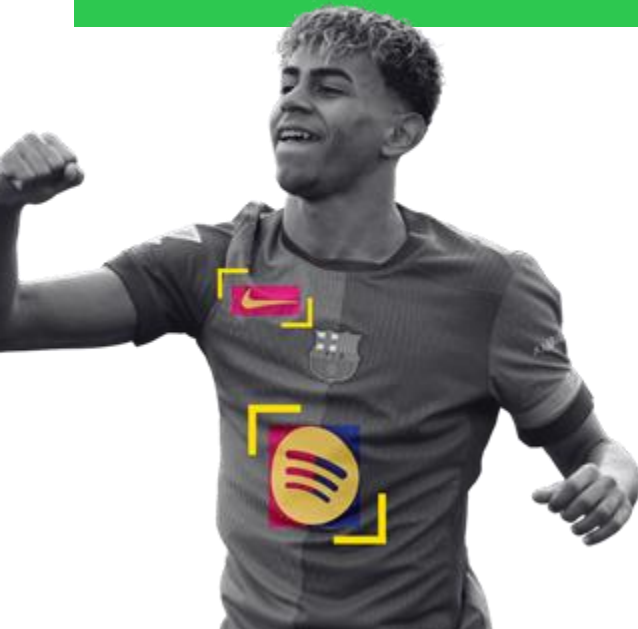
- **Brands** evaluating new platforms or auditing current performance
- **Agencies** looking to enhance client reporting and pitch effectiveness
- **Rights Holders** needing turnkey brand recaps for key sponsors

Getting started is quick and low lift

- we only need a few details to create your custom report:
 - Brand name
 - League or Rights Holder(s)
 - Valuation period
 - Number of reports requested
 - Competitor list (optional — if not provided, we'll include top brands in the same category)

Available Leagues

Coverage includes all Relo Census leagues: NFL, NBA, WNBA, NHL, MLB, MLS, NWSL, NCAA Football, and Formula One. EPL coming soon, with more leagues to follow.





www.relometrics.com