

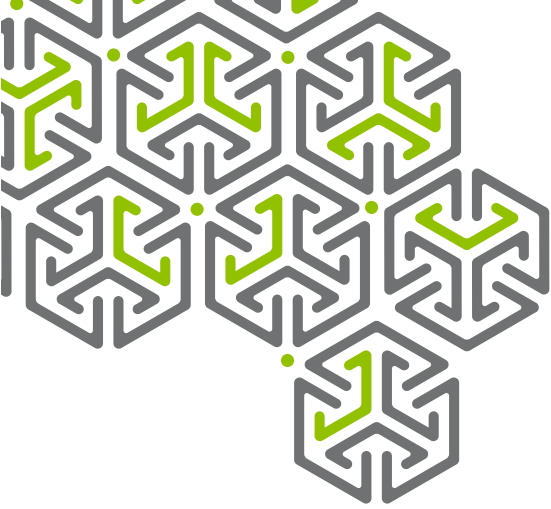


CONVIVA

2022

# TikTok® Benchmarks & Strategy Guide for Brands





## TikTok is Here to Stay

2021 marked a seismic shift in social strategy for brands across the globe. Brands could no longer sit idly by as their peers racked up hundreds of thousands of followers on TikTok. The experimentation stage that occurred in the early part of the pandemic was ending. It was time to get serious. By 2022, it was crystal clear that TikTok is here to stay.

TikTok allows content to be strategic enough to resonate with niche audiences while allowing higher-performing content to reach larger organic audiences. By nature, TikTok's relevancy algorithm helps spotlight overperforming content—and deliver that content to the right audiences. The pace at which brands crack the TikTok algorithm can grow their follower base has created nothing short of a digital gold rush for market share within the growing app.

In this report, we offer an unprecedented look into the engagement metrics of the world's biggest brands on TikTok. This report includes analyzed and benchmarked TikTok® usage from over 15 different industries and categories to determine, simply, who is doing the best on TikTok. The rankings and benchmarks provided in this report aim to identify accounts having the greatest success on TikTok so that other social marketers can learn how to be successful in building and growing their fan base.

TikTok data for this report was collected using Conviva Viewer Insights and independent analysis. This report contains data from 1,500 verified brand TikTok accounts with a total of over 591K videos. Analyzed in this report were 500 brand accounts, 150 news and media accounts, 75 sports leagues, 125 sports media accounts, 300 sports teams, and 350 TV and entertainment accounts. Data was collected in March 2022 and compared to March 2021.

**Don't see your account but deserve to be included in our rankings? [Fill out this form.](#)**

## 2022 TikTok Benchmark Highlights

The analysis and subsequent benchmark highlights looked at over 1,500 brand accounts on TikTok from March 2021 to March 2022 to determine the top-performing accounts from various industries. Categories of accounts analyzed included the following: Brands, Technology, Beauty and Fashion, TV and Entertainment, La Liga, News and Media, MLB, MLS, NBA, NFL, NHL, Premier League, Ligue 1 Pro Sports Leagues, Serie A, Sports, and Streaming. The 1,500+ accounts measured had a combined following of 1.43 billion, and the results clearly indicate that publishers who commit to posting consistent, quality content are reaping the biggest gains in terms of followers.

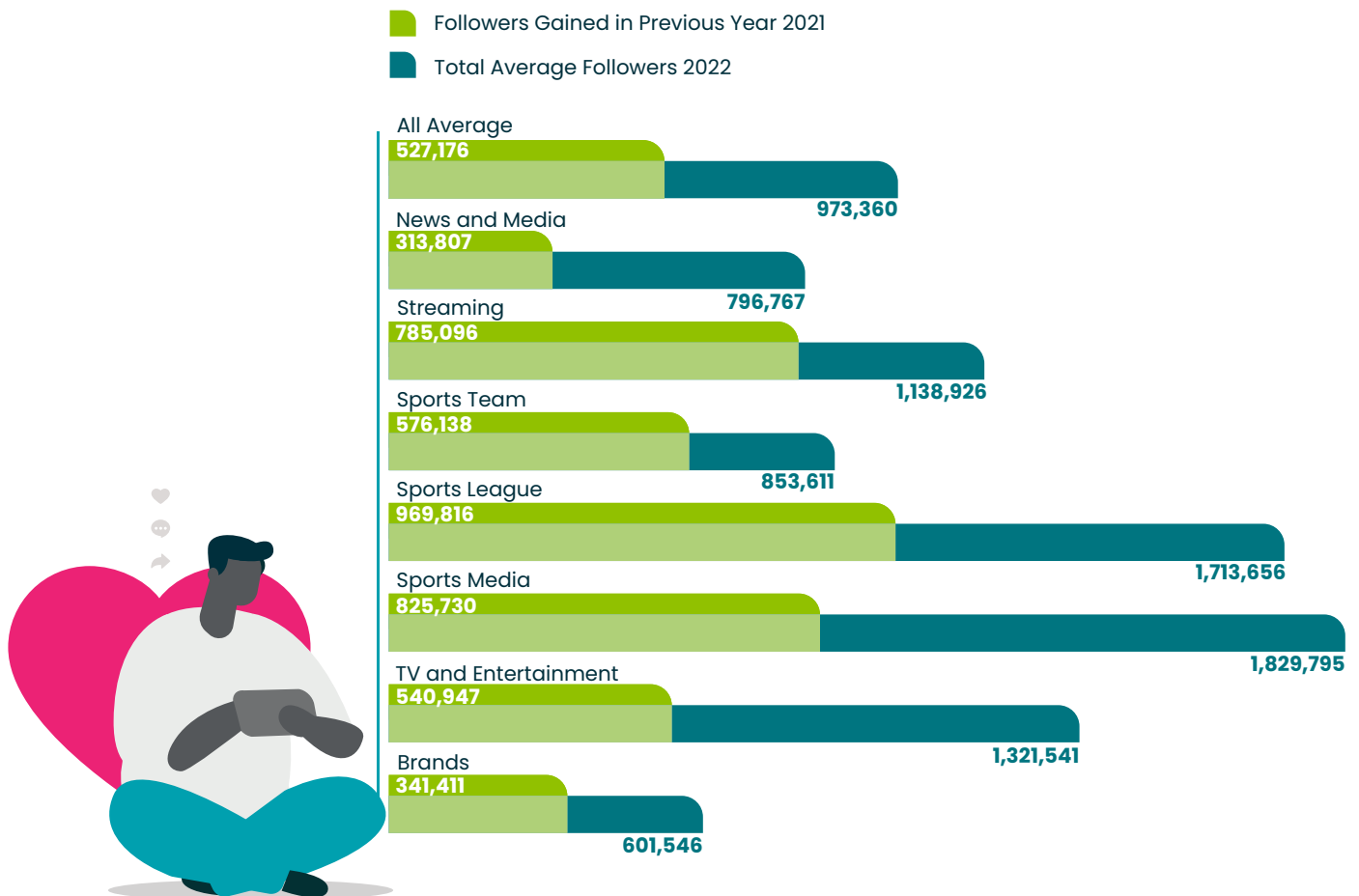
- Accounts posted more – On average, accounts posted 189 times in the past year, a 13% increase from last year's average.
- Posting consistently makes a big difference – The top 20 accounts ranked by follower growth averaged roughly 7.1 times more posts over the past year than all accounts on average.
- High engagement rate for newer accounts – The average engagement rate for accounts with under 100K is astronomically high at 28%. This demonstrates TikTok's well-honed ability to offer new accounts the organic reach they need to grow their presence.
- Largest follower increases – The average growth for all accounts was 527K followers, with sports leagues charting the largest average yearly increase at 970K, followed by sports media at 825k and streaming accounts at 785K.
- 10 million in one year – Tottenham Hotspur, Champions League, Manchester United, and Netflix were the only accounts to increase their following by more than 10 million followers in 2021.
- Engagement rates to beat – For accounts with a minimum of 50K followers, Rolling Stone garnered the top spot for average engagement rate. For accounts with a minimum of 1 million followers, Family Feud took the top spot.
- Football leagues lead in followers – Of the nine sports leagues analyzed, teams in the Premier League had the highest average followers per team at 3.2 million, followed by Ligue 1 at 2.1 million, and then La Liga at 1.7 million
- U.S. teams in the top – The most followed U.S. sports teams were the Golden State Warriors at 3.7 million, the Kansas City Chiefs at 2 million, and the Dallas Cowboys at 1.7 million. These three were the only American teams in the top 25.
- Top brand twice in a row – Guinness World Records maintained its spot at the top of the brands list with 19.1 million followers. Gaming showed up big this year as Roblox and Fortnite claimed the No. 2 and 3 spots at 7.9 million and 7.7 million, respectively.
- Wrestling takes over – The WWE overtook the NBA as the most-followed sports league.

## Fastest-Growing Accounts on TikTok

Average followers increased in every category through the past year. Sports leagues edged out sports media accounts to become the fastest-growing segment of 2021. Sports media accounts, which were the fastest-growing accounts in 2020, increased by the second most on average and maintained their lead as the category with the highest average followers. Streaming accounts were the third-fastest growing category, with an average of 785K new followers gained in the past year.

Sports teams learned from the previous year's TikTok performance and applied those learnings in 2021-2022 by increasing monthly content output on average by 63%. Sports teams, which saw the lowest average growth in 2020, had significant uplift in 2021, as they grew faster than brands, TV and entertainment, and news and media accounts.

TV and entertainment, sports media, sports leagues, and streaming all averaged over 1m followers each compared to the previous year.

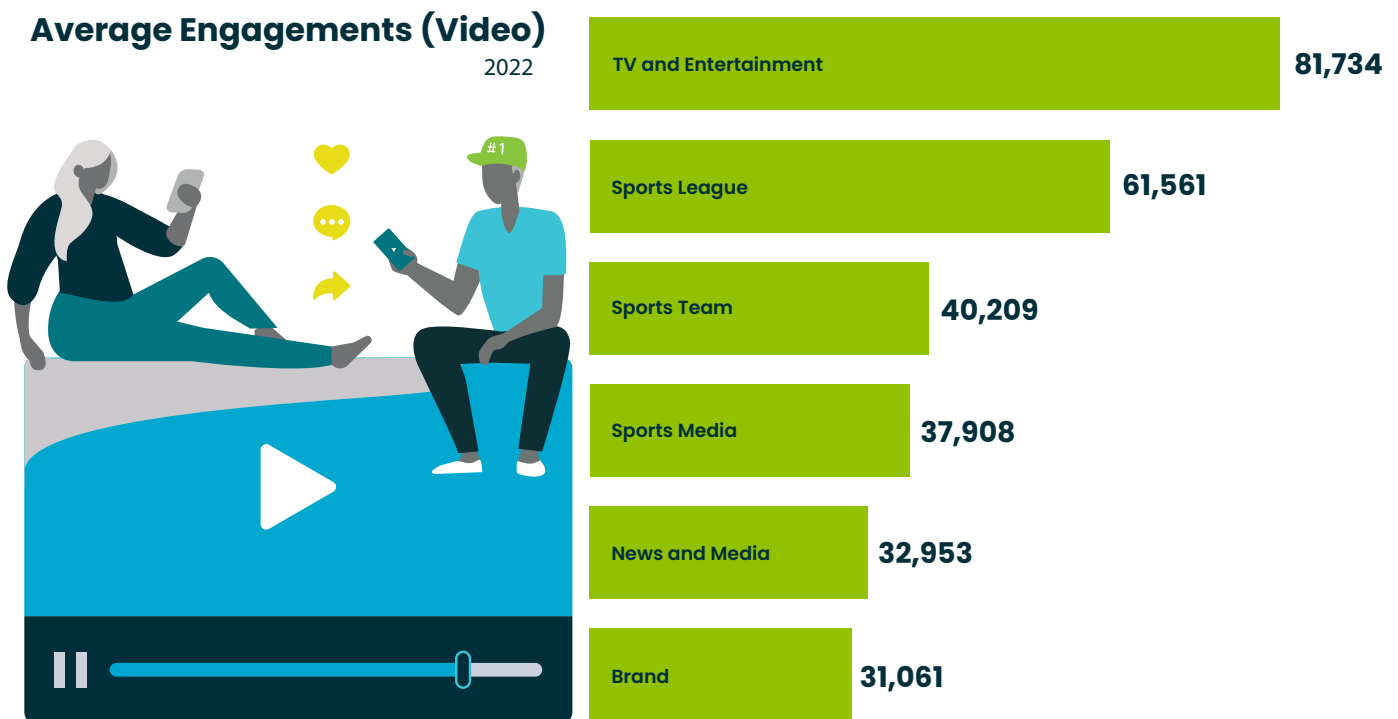


# Conviva's 2022 TikTok Industry Engagement Benchmarks

Looking for tips on how to engage your audience? Look no further than entertainment and TV accounts. These accounts enjoyed the highest average shares, comments, and likes per video.

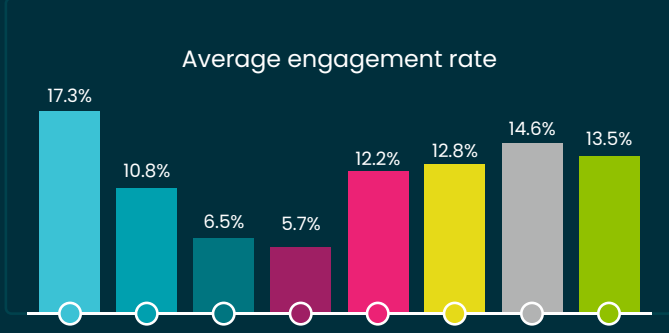
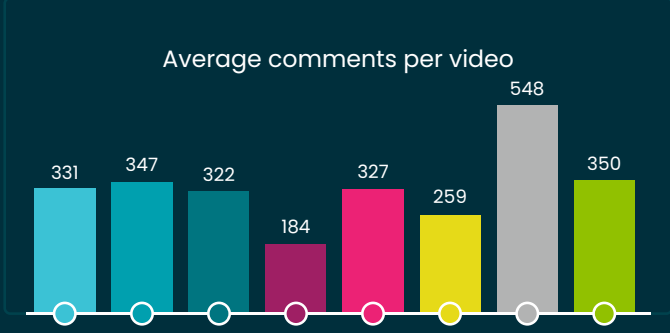
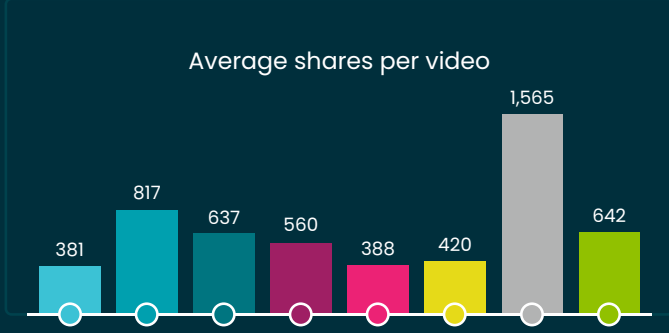
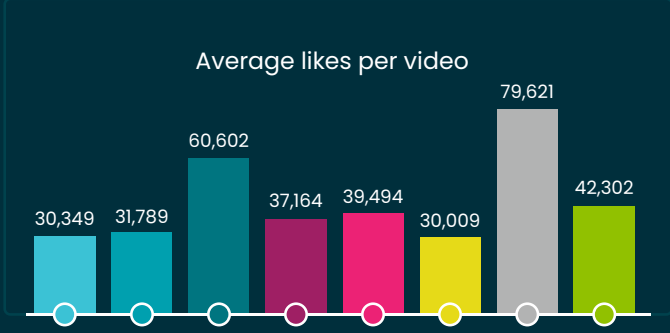
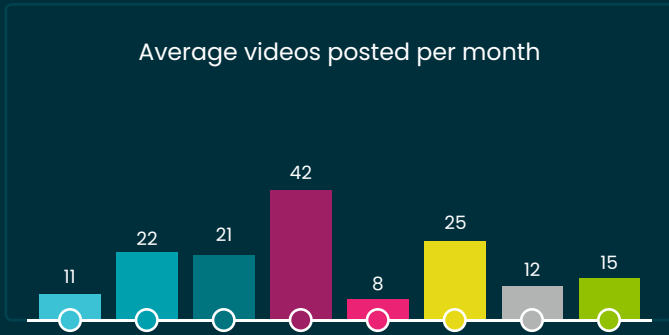
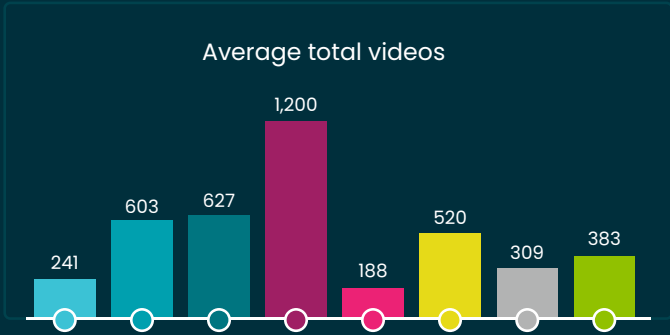
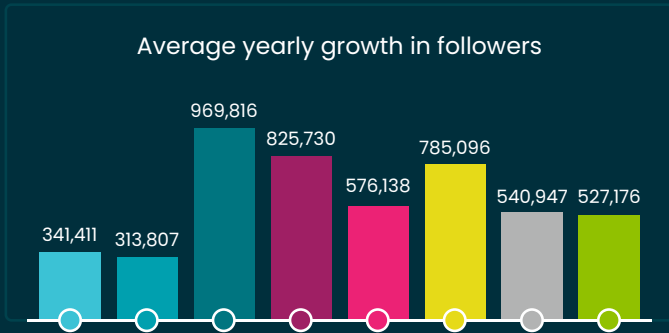
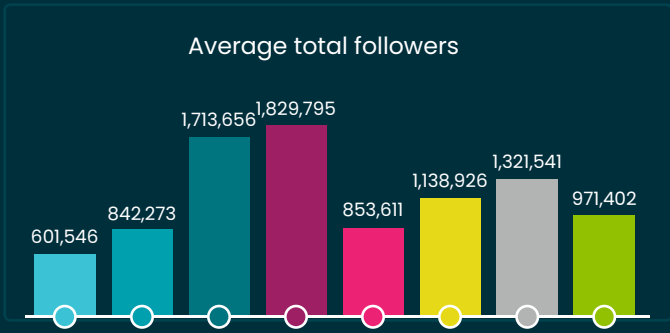
While brands captured the highest average engagement rate, it should be noted that they had the lowest average followers. Sports leagues captured the second-highest average likes per video, followed by sports teams.

News and media accounts boasted the second-highest average shares per video and comments. It's clear both by the high share rates and the investment that news and media accounts are making in TikTok content that more and more people are treating TikTok as a legitimate place to consume and share news.



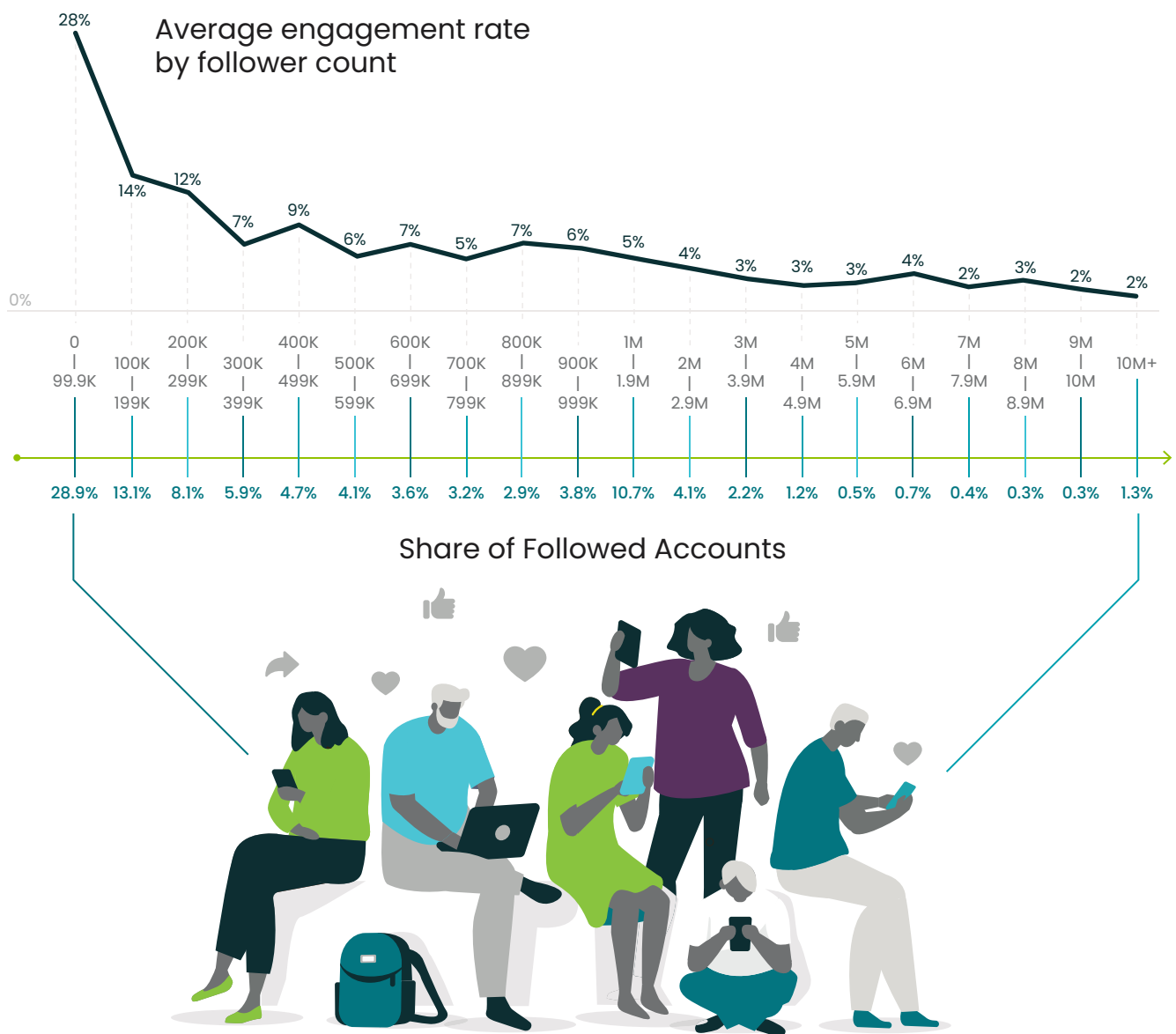
Average Engagements Per Video Formula – Avg Likes / Video + Avg Comments / Video + Avg Shares / Video

# Conviva's 2022 TikTok Industry Benchmarks Averages Per Account Within Category



## Average engagement rate by follower count

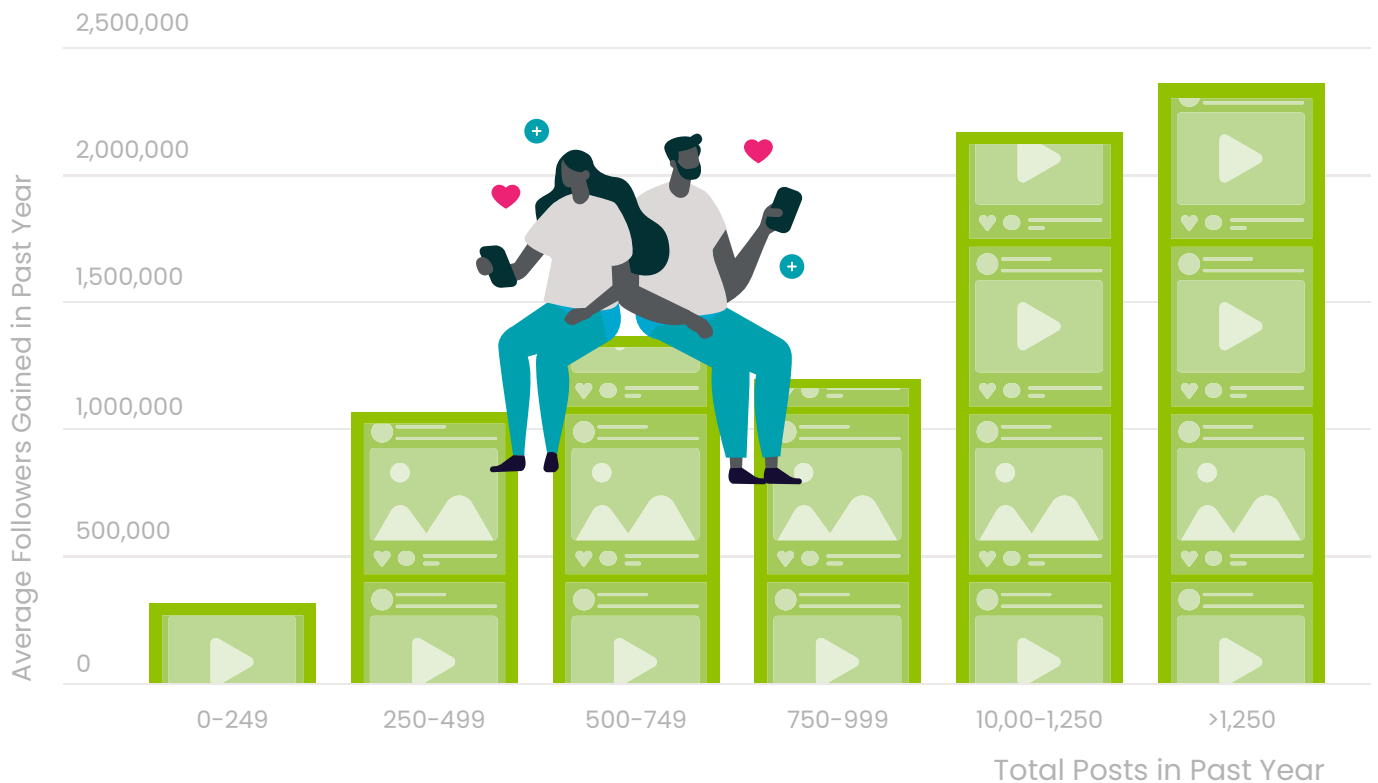
Average engagement rate by followers showed a familiar trend. The more followers an account had, the lower the engagement rate was on average. The average engagement rate for brands with under 100K was astronomically high at 28%. This demonstrates TikTok's ability to offer new accounts the organic reach they need to grow their account. At around 300K followers, organic reach declined to about 5% to 10% until an account reached 1 million followers, where it dipped below 5% on average for the first time. For accounts with over 1 million followers, any engagement rate of 5% or greater should be considered a highly engaged account.



## Frequent Posting (Still) Garnerers Followers

- A very strong correlation existed between accounts that gained the most followers and those that posted the most frequently. On average, accounts posted 189 times in the past year, a 13% increase from last year's average.
- Among the top 20 accounts ranked by follower growth, those accounts averaged roughly 7.1 times more posts over the past year, with an average of 1,345. For top performers, that is around three to four posts per day. This is up from two to three times per day from last year's report.
- Accounts that posted more gained significantly more followers on average. The average follower gain for accounts that posted 0 to 250 times in the past year was 319K, compared to an average increase of 2.3 million followers for those that posted 1,250+ times.

Average followers gained by posts per year







## Overtime Interview with Tom Weingarten, Head of Social Media

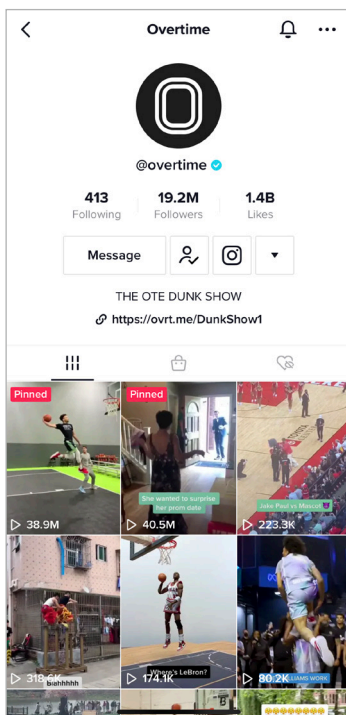
When it comes to the next generation of sports fans, there is one company building their fanbase more effectively than nearly anyone else. We're talking about Overtime, of course.

Their social-first approach to sports and culture has attracted investors like Kevin Durant, Drake, Devin Booker, Trae Young, and Klay Thompson. Their main account on TikTok has over 19 million followers, and they have numerous other accounts in the millions of followers. We sat down with Tom Weingarten, Overtime's Head of Social Media, to talk about how they dominate on TikTok.

### Conviva

When you look at the Sports Media TikTok rankings list, there are a lot of Overtime accounts on there, but there is one thing that stands out above anything else. Overtime leads all sports media accounts in average likes per video, average comments per video, and average shares per video. That doesn't happen unintentionally. Can you detail some of the strategy on how you believe that happened?

### Tom Weingarten



I think it's a combination of two things. First, when I think about comments and shares, I think about community. We've aimed to do a really good job of always communicating with our followers, making sure they know there are people behind the account and it's not just some company. We want to grow that community as big as possible, which is why we spend a lot of time in the comments section across all of our social platforms responding to our followers. We love that there is a certain expectation that when people comment, there is a good chance this verified account will reply.

The second thing is we always want to be first when it comes to viral content. When you're first to post a viral video, that tends to lead to people wanting to reshare it. This has been our strategy from day one. When we were way smaller than everyone else, we always had the mindset that if we're first, at least we'll be able to beat them to the punch and get that first wave. I think that mindset has always continued.

## Conviva

How many people on your team are working on or are touching a TikTok account?

Overtime Interview  
with Tom Weingarten,  
Head of Social Media

Tom Weingarten

We have over 15 people on the social team now. Everyone is tasked with trying to figure out what to post on there, and then we have about 12 different publishers. Our teams are in constant communication, which is key. But to be honest, it's really anyone at the company.

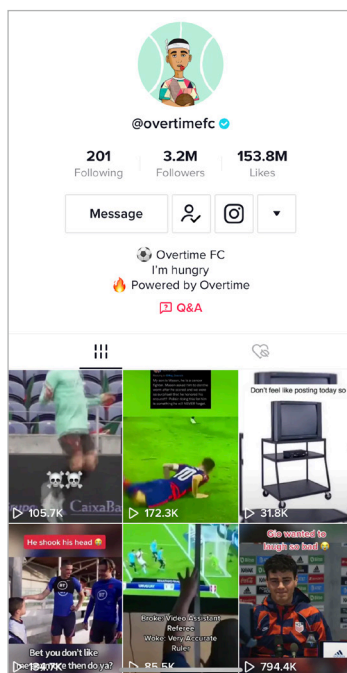
That's what's so great about Overtime. I have people from the sales team send me videos all the time like, "Hey, what do you think of this?" Everyone is curating and trying to figure out what the next thing is; no one is turned away from doing that.

Anyone can have a great idea.

## Conviva

With such a big social team and the desire to move quickly, it seems like you empower your team to work autonomously in a lot of ways. What's your secret to building that trust with your team?

Tom Weingarten



Since day one, we've always given ownership to people on the team of those specific accounts. To get to that, we have a very solid process for onboarding people where they're writing hundreds of captions before they ever actually publish one. They're spending all that time looking at different accounts and seeing what works and building up that trust.

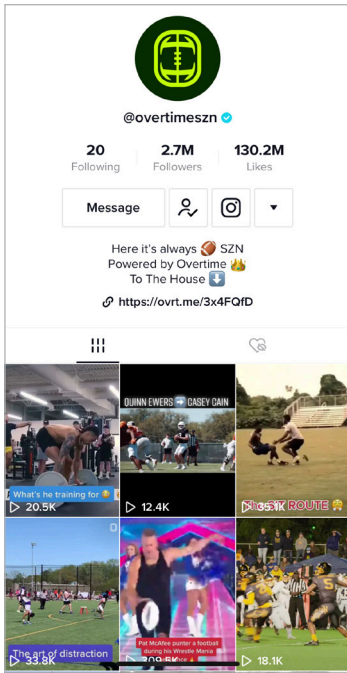
We have a really great team, so just giving them trust has allowed them to be themselves on the accounts. Once they get handed the keys, we really say, "Hey, it's yours now." We want our followers to know when our account leads are having a good day or a bad day. We want their experience with our account to feel like a human as much as possible. I think that's been the differentiator for a lot of our content.

**Conviva**

One of the most popular TikTok strategies recently has been to build out multiple accounts for different niches. Overtime has done this as successfully or more successfully than anyone else on TikTok. Do you have any tips for starting up and managing numerous TikTok accounts?

Overtime Interview  
with Tom Weingarten,  
Head of Social Media

**Tom Weingarten**



On TikTok, when you want to build an audience, you have to be so specific about what you're sharing in the beginning so people know, "Hey, I go to Overtime SZN for this type of video. I go to Overtime FC for that type of video." It works really well for Overtime because our accounts are split up mostly by sport. It has made it really easy for people to know what they are looking for on most of our side accounts.

It all starts with setting the expectation that, "Hey, here are the types of videos that we want to see on there," and the audience grows based on that.

One thing we are really careful about is trying not to duplicate content. We've noticed the algorithm hurts you if you're sharing videos that someone else is sharing. We just have that conversation trying to figure out like, "Hey, based on who your audience is, based on how you're performing lately, what is going to do the best on each page?"

**Conviva**

Are you experimenting with longer videos on TikTok?

**Tom Weingarten**

We haven't gone up to 10 minutes yet, but that's not to say we won't. For Overtime, it's all about a slow build. Early on, we were only sharing 15-second videos. Now we're more in the 30- to 45-second range, and our talent is now experimenting with one-minute to one-minute-and-30-second videos. For longer videos, it's really something you have to train your audience on.

I think the long-term solution for us is figuring out how to create something that people want to stick around for. We haven't done a ton of it, but it's definitely in the cards.

**Conviva**

How much of your TikTok strategy is living in the moment, and how much of it is part of a content calendar?

**Tom Weingarten**

I would say about 90% of it is figuring it out in real time, and that goes off of us trying to be fast and trying to hit what's hot. Then the 10% that isn't, it's mostly stuff around our shows.

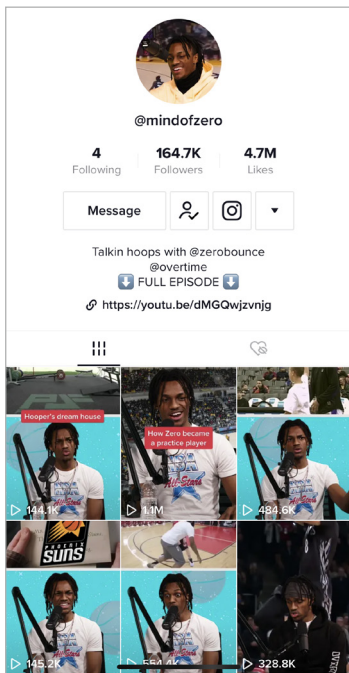
**Conviva**

Final question: TikTok is all about experimentation, innovating, and trying new things. What are you experimenting with now?

**Tom Weingarten**

We've been really getting into the podcast space which is something I think could work for some of those longer-form videos we were just talking about. For us, we call them micro-pods or mini-talk shows. We've seen a lot of early success. One of our accounts called "Mind of Zero" hit 140,000 followers within two weeks.

We view it as a whole network. How do we have a football show, a basketball show, baseball, soccer, sports betting, etc.? How do we touch everything the same way that traditional television has on their sports networks? We're trying to build that same network but just specifically for TikTok.



Overtime Interview  
with Tom Weingarten,  
Head of Social Media



## Conviva TOP 25 Accounts by Followers

1

**Flighthouse**

Total Followers

**28,100,000**

2

**PSG**

Total Followers

**25,200,000**

3

**ESPN**

Total Followers

**22,900,000**

| Rank | Account                | Total Followers |
|------|------------------------|-----------------|
| 4    | Netflix                | 22,400,000      |
| 5    | Overtime               | 19,200,000      |
| 6    | Guinness World Records | 19,100,000      |
| 7    | Barstool Sports        | 16,100,000      |
| 8    | WWE                    | 16,100,000      |
| 9    | NBA                    | 14,700,000      |
| 10   | Tottenham Hotspur      | 14,500,000      |
| 11   | FC Barcelona           | 14,200,000      |
| 12   | Netflix Latinoamérica  | 13,700,000      |
| 13   | Manchester United      | 13,600,000      |
| 14   | Nickelodeon            | 12,500,000      |
| 14   | Champions League       | 12,500,000      |
| 15   | House of Highlights    | 11,600,000      |
| 16   | Real Madrid C.F.       | 11,400,000      |
| 17   | Wildnout               | 11,000,000      |
| 18   | Prime Video            | 10,800,000      |
| 19   | UFC                    | 10,600,000      |
| 20   | AFVofficial            | 9,500,000       |
| 21   | IOHA                   | 9,200,000       |
| 22   | Ellen Show             | 9,200,000       |
| 23   | Fallon Tonight         | 9,200,000       |
| 24   | Juventus               | 8,900,000       |

# Minimum 50,000 Followers and 20 Videos Posted

| Rank | Account                     | Category           | Engagement Rate | Total Followers | Total Videos | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video |
|------|-----------------------------|--------------------|-----------------|-----------------|--------------|-------------------------|----------------------------|--------------------------|
| 1    | Rolling Stone               | News and Media     | 135.64%         | 76,900          | 45           | 97,778                  | 1,295                      | 3,301                    |
| 2    | Entertainment Tonight       | TV & Entertainment | 107.22%         | 417,700         | 71           | 439,437                 | 2,086                      | 4,278                    |
| 3    | King of Staten Island       | TV & Entertainment | 82.62%          | 160,500         | 20           | 130,000                 | 420                        | 1,301                    |
| 4    | Miss USA                    | TV & Entertainment | 73.70%          | 83,400          | 49           | 61,224                  | 246                        | 120                      |
| 5    | Tampa Bay Rays              | Sports Team        | 69.30%          | 254,200         | 25           | 176,000                 | 130                        | 81                       |
| 6    | Comcast                     | Brand              | 66.31%          | 117,500         | 35           | 77,143                  | 112                        | 393                      |
| 7    | Jello                       | Brand              | 63.57%          | 92,600          | 26           | 50,000                  | 358                        | 4,433                    |
| 8    | SHOWTIME Basketball         | Sports Media       | 62.67%          | 80,000          | 29           | 44,828                  | 372                        | 2,825                    |
| 9    | Hyundai Worldwide           | Brand              | 54.18%          | 1,000,000       | 27           | 518,519                 | 7,247                      | 11,637                   |
| 10   | Dear Evan Hansen Movie      | TV & Entertainment | 50.64%          | 305,000         | 28           | 146,429                 | 2,690                      | 4,005                    |
| 11   | The Roku Channel            | TV & Entertainment | 50.23%          | 441,700         | 60           | 221,667                 | 63                         | 97                       |
| 12   | Harper's BAZAAR             | News and Media     | 49.54%          | 112,600         | 53           | 54,717                  | 383                        | 535                      |
| 13   | MTV EMA                     | TV & Entertainment | 49.21%          | 64,900          | 51           | 31,373                  | 109                        | 281                      |
| 14   | TIFF                        | TV & Entertainment | 49.20%          | 101,700         | 78           | 48,718                  | 275                        | 663                      |
| 15   | Vanity Fair                 | News and Media     | 48.84%          | 166,500         | 59           | 79,661                  | 485                        | 850                      |
| 16   | Full Frontal Sam B          | TV & Entertainment | 48.11%          | 94,000          | 33           | 42,424                  | 608                        | 1,419                    |
| 17   | SodaStream                  | Brand              | 47.37%          | 116,400         | 53           | 54,717                  | 324                        | 210                      |
| 18   | X Factor Global             | TV & Entertainment | 46.46%          | 296,900         | 46           | 132,609                 | 0                          | 2,720                    |
| 19   | Late Night with Seth Meyers | TV & Entertainment | 45.23%          | 51,700          | 40           | 22,205                  | 143                        | 588                      |
| 20   | Gushers                     | Brand              | 45.13%          | 276,200         | 22           | 122,727                 | 516                        | 957                      |
| 21   | Delta                       | Brand              | 41.65%          | 337,800         | 65           | 136,923                 | 1,618                      | 1,878                    |
| 22   | Family Feud                 | TV & Entertainment | 41.57%          | 2,800,000       | 27           | 1,048,148               | 4,964                      | 57,927                   |
| 23   | MTV Floribama Shore         | TV & Entertainment | 36.28%          | 110,100         | 53           | 37,736                  | 345                        | 1,104                    |
| 24   | The Boss Baby               | TV & Entertainment | 34.94%          | 75,000          | 28           | 25,900                  | 289                        | 154                      |
| 25   | Minnesota Twins             | Sports Team        | 33.74%          | 103,700         | 25           | 34,252                  | 303                        | 386                      |

## Minimum 1,000,000 Followers and 20 Videos Posted

| Rank | Account                   | Category           | Engagement Rate | Total Followers | Total Videos | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video |
|------|---------------------------|--------------------|-----------------|-----------------|--------------|-------------------------|----------------------------|--------------------------|
| 1    | Family Feud               | TV & Entertainment | 41.57%          | 2,800,000       | 27           | 1,048,148               | 4,964                      | 57,927                   |
| 2    | Australian Open           | Sports League      | 24.79%          | 1,200,000       | 193          | 291,710                 | 791                        | 2,900                    |
| 3    | Detroit Lions             | Sports Team        | 20.38%          | 1,400,000       | 73           | 276,712                 | 3,531                      | 4,357                    |
| 4    | Fear Factor               | TV & Entertainment | 19.83%          | 1,500,000       | 67           | 295,522                 | 588                        | 983                      |
| 5    | Georgia Aquarium          | Brand              | 16.61%          | 1,400,000       | 103          | 217,476                 | 1,058                      | 7,510                    |
| 6    | Cut                       | News & Media       | 12.73%          | 1,900,000       | 218          | 238,532                 | 941                        | 1,694                    |
| 7    | The Graham Norton Show    | TV & Entertainment | 12.71%          | 1,200,000       | 186          | 148,925                 | 452                        | 1,787                    |
| 8    | Paralympics               | Sports League      | 12.51%          | 1,400,000       | 285          | 170,877                 | 1,453                      | 2,104                    |
| 9    | Cincinnati Bengals        | Sports Team        | 12.35%          | 1,300,000       | 116          | 156,897                 | 1,572                      | 1,862                    |
| 10   | Élite                     | TV & Entertainment | 12.28%          | 2,400,000       | 93           | 289,247                 | 1,642                      | 2,782                    |
| 11   | Lionsgate                 | TV & Entertainment | 11.89%          | 3,900,000       | 193          | 441,451                 | 5,493                      | 11,203                   |
| 12   | Among Us                  | Brand              | 11.32%          | 2,900,000       | 74           | 313,514                 | 9,993                      | 7,439                    |
| 13   | New England Patriots      | Sports Team        | 10.83%          | 1,100,000       | 156          | 117,949                 | 640                        | 573                      |
| 14   | Bar Rescue                | TV & Entertainment | 10.71%          | 1,200,000       | 111          | 127,928                 | 369                        | 325                      |
| 15   | GoPro                     | Brand              | 10.54%          | 1,800,000       | 132          | 181,818                 | 1,492                      | 3,975                    |
| 16   | Friends                   | TV & Entertainment | 10.50%          | 2,500,000       | 157          | 255,414                 | 846                        | 3,490                    |
| 17   | NBA 2K                    | Brand              | 10.38%          | 1,900,000       | 114          | 184,211                 | 3,799                      | 6,485                    |
| 18   | Spikeball Inc.            | Sports League      | 9.96%           | 1,200,000       | 205          | 114,634                 | 362                        | 2,468                    |
| 19   | McDonald's                | Brand              | 9.75%           | 2,000,000       | 77           | 188,312                 | 3,538                      | 3,328                    |
| 20   | Chrisley Knows Best       | TV & Entertainment | 9.59%           | 1,200,000       | 160          | 110,625                 | 465                        | 2,206                    |
| 21   | Scrub Daddy               | Brand              | 9.40%           | 1,200,000       | 198          | 110,101                 | 1,403                      | 1,332                    |
| 22   | Chipotle                  | Brand              | 9.34%           | 1,700,000       | 230          | 153,913                 | 1,420                      | 2,440                    |
| 23   | Impractical Jokers        | TV & Entertainment | 9.24%           | 2,600,000       | 117          | 235,897                 | 790                        | 2,182                    |
| 24   | Saturday Night Live - SNL | TV & Entertainment | 9.16%           | 4,100,000       | 175          | 350,857                 | 2,822                      | 12,436                   |
| 25   | Equipe de France          | Sports Team        | 8.91%           | 4,100,000       | 161          | 360,870                 | 2,853                      | 2,243                    |

# TOP 25

## Followers

### YoY Growth



**1** Tottenham Hotspur

Follower Growth  
+ 12,900,000

Total Followers  
14,500,000

**2** Champions League

Follower Growth  
+ 12,500,000

Total Followers  
12,500,000

**3** Manchester United

Follower Growth  
+ 11,800,000

Total Followers  
13,600,000

| Rank | Account                | Follower Growth | Total Followers |
|------|------------------------|-----------------|-----------------|
| 4    | Netflix                | 10,000,000      | 22,400,000      |
| 5    | ESPN                   | 9,100,000       | 22,900,000      |
| 6    | Guinness World Records | 7,800,000       | 19,100,000      |
| 7    | Prime Video            | 7,400,000       | 10,800,000      |
| 8    | Netflix Latinoamérica  | 7,300,000       | 13,700,000      |
| 9    | Real Madrid C.F.       | 6,800,000       | 11,400,000      |
| 9    | EURO2024               | 6,800,000       | 6,800,000       |
| 11   | FC Barcelona           | 6,600,000       | 14,200,000      |
| 12   | Juventus               | 6,400,000       | 8,900,000       |
| 13   | Fallon Tonight         | 6,000,000       | 9,200,000       |
| 14   | WWE                    | 5,900,000       | 16,100,000      |
| 15   | Chelsea                | 5,700,000       | 7,300,000       |
| 16   | 433                    | 4,600,000       | 10,000,000      |
| 17   | UFC                    | 4,300,000       | 10,600,000      |
| 18   | Overtime               | 4,200,000       | 19,200,000      |
| 19   | Roblox                 | 4,000,000       | 7,900,000       |
| 19   | Fortnite               | 4,000,000       | 7,700,000       |
| 21   | Manchester City        | 3,800,000       | 6,400,000       |
| 22   | Lionsgate              | 3,625,500       | 3,900,000       |
| 23   | Netflix Brasil         | 3,600,000       | 6,700,000       |
| 24   | Drone Racing League    | 3,556,600       | 3,900,000       |
| 25   | Liverpool FC           | 3,400,000       | 7,200,000       |





## Media, Entertainment and Streaming trends

In a world where publishers are constantly trying to improve content discovery, TikTok has become a powerful ally. News organizations, streaming providers, and entertainment publishers have found TikTok to be an incredibly useful marketing tool. And users seem to enjoy it, too. TikTok is tailor-made for a generation that gets their news, entertainment, and TV shows in bite sized pieces.

### Trends from media, TV, and streaming accounts on TikTok in 2022:

**Audio strategy** – A viral audio track on TikTok is significantly more valuable than any viral video clip. Media and entertainment accounts will be audio-first in 2022 and try to ensure that any viral audio from their IP is owned by their TikTok accounts only.

**Longer videos** – No category is better positioned to capitalize on TikTok's push toward longer videos than media and entertainment brands that can use that content to promote clips from shows, interviews, and more.

**Content crafted to be shared** – TV and entertainment accounts had the highest average shares per video for any category. And that's not by accident. Watercooler conversations about last night's TV episode now happen in DMs on social. The moments that drive conversation in real life are the moments entertainment accounts will be quick to share.

**Podcasts capture attention** – Podcast clips and interview segments capture attention like nothing else. In 2022, you will see more video podcast and interview-format content on TikTok for media brands, TV shows, and celebrities. Podcasts will become the TV talk shows of TikTok.

**Bring on the TV shows** – TV shows dominated the engagement rate ranking. The fan communities around popular TV shows are some of the most engaged communities on TikTok. Expect more TV shows to build their own accounts, nostalgic and new, and expect theme accounts from streaming providers to begin building communities around popular genres as they have done on Twitter with accounts like @StrongBlackLead, @NetflixGeeked, and @Uppercut.

**Monetization** – Recently inked deals with media brands like Conde Nast suggest TikTok is going to start paying for exclusive content on the app. Expect media and entertainment accounts to explore different ways to monetize their accounts through branded content, shopping, and exclusive creative partnerships directly with TikTok.

Conviva's TikTok®  
**TOP 50**

**1-25**  
**TV and Entertainment**

| Rank     | Account                   | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|----------|---------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| <b>1</b> | <b>Nickelodeon</b>        | 12,500,000      | 2,400,000                   | 2,539        | 608                        | 94,801                  | 595                        | 924                      | 0.8%            |
| <b>2</b> | <b>Wildnout</b>           | 11,000,000      | 3,300,000                   | 364          | 236                        | 585,440                 | 841                        | 6,925                    | 5.4%            |
| <b>3</b> | <b>AFVofficial</b>        | 9,500,000       | 1,100,000                   | 1,991        | 361                        | 144,400                 | 780                        | 4,145                    | 1.6%            |
| 4        | Fallon Tonight            | 9,200,000       | 6,000,000                   | 509          | 362                        | 375,835                 | 1,536                      | 6,585                    | 4.2%            |
| 4        | Ellen                     | 9,200,000       | 1,700,000                   | 675          | 309                        | 185,481                 | 764                        | 2,101                    | 2.0%            |
| 6        | MTV                       | 7,700,000       | 2,600,000                   | 1,385        | 503                        | 81,949                  | 645                        | 874                      | 1.1%            |
| 7        | Genius                    | 7,400,000       | 3,100,000                   | 361          | 165                        | 265,374                 | 1,762                      | 6,648                    | 3.7%            |
| 8        | America's Got Talent      | 6,700,000       | N/A                         | 395          | 155                        | 203,038                 | 772                        | 4,023                    | 3.1%            |
| 8        | TLC TV                    | 6,700,000       | N/A                         | 1,262        | 732                        | 155,705                 | 1,791                      | 5,399                    | 2.4%            |
| 8        | The Late Late Show        | 6,700,000       | 1,600,000                   | 218          | 118                        | 418,349                 | 2,025                      | 6,017                    | 6.4%            |
| 11       | Comedy Central            | 5,000,000       | 900,000                     | 756          | 341                        | 117,989                 | 881                        | 4,689                    | 2.5%            |
| 12       | Funny Or Die              | 4,300,000       | N/A                         | 475          | 24                         | 104,000                 | 521                        | 6,525                    | 2.6%            |
| 13       | Saturday Night Live - SNL | 4,100,000       | 1,600,000                   | 175          | 100                        | 350,857                 | 2,822                      | 12,436                   | 8.9%            |
| 14       | [adult swim]              | 4,000,000       | 3,244,100                   | 223          | 131                        | 170,852                 | 1,805                      | 3,190                    | 4.4%            |
| 15       | Lionsgate                 | 3,900,000       | 3,625,500                   | 193          | 151                        | 441,451                 | 5,493                      | 11,145                   | 11.7%           |
| 16       | The Daily Show            | 3,700,000       | 1,600,000                   | 532          | 270                        | 121,241                 | 1,487                      | 5,087                    | 3.5%            |
| 17       | Battlebots                | 3,600,000       | 1,100,000                   | 104          | 25                         | 190,385                 | 467                        | 1,544                    | 5.3%            |
| 18       | LAIKA Studios             | 3,400,000       | N/A                         | 317          | 111                        | 214,196                 | 961                        | 1,179                    | 6.4%            |
| 18       | Big Brother Brasil        | 3,400,000       | 2,833,500                   | 357          | 119                        | 134,454                 | 1,451                      | 1,500                    | 4.0%            |
| 20       | Stand-Up                  | 3,300,000       | N/A                         | 333          | 158                        | 113,514                 | 403                        | 3,699                    | 3.6%            |
| 20       | Nickelodeon UK            | 3,300,000       | 1,000,000                   | 1,250        | 599                        | 72,720                  | 416                        | 480                      | 2.2%            |
| 22       | Lip Sync Battle           | 3,200,000       | 1,400,000                   | 255          | 121                        | 123,529                 | 432                        | 1,432                    | 3.9%            |
| 23       | Family Feud               | 2,800,000       | N/A                         | 27           | 9                          | 1,048,148               | 4,964                      | 57,927                   | 39.7%           |
| 23       | Marvel Entertainment      | 2,800,000       | N/A                         | 135          | 111                        | 110,370                 | 1,545                      | 3,418                    | 4.1%            |
| 25       | Impractical Jokers        | 2,600,000       | 1,998,400                   | 117          | 100                        | 235,897                 | 790                        | 2,182                    | 9.2%            |

| Rank | Account                 | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|-------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 26   | Friends                 | 2,500,000       | 500,000                     | 157          | 46                         | 255,414                 | 846                        | 3,490                    | 10.4%           |
| 27   | Élite                   | 2,400,000       | N/A                         | 93           | 65                         | 289,247                 | 1,642                      | 2,614                    | 12.2%           |
| 27   | NBC's The Voice         | 2,400,000       | 700,000                     | 596          | 405                        | 55,872                  | 235                        | 342                      | 2.4%            |
| 29   | College Humor           | 2,300,000       | 1,200,000                   | 365          | 212                        | 118,082                 | 817                        | 4,260                    | 5.4%            |
| 29   | The Office              | 2,300,000       | 1,100,000                   | 199          | 141                        | 162,312                 | 1,004                      | 3,782                    | 7.3%            |
| 29   | Ridiculousness          | 2,300,000       | 400,000                     | 398          | 148                        | 83,166                  | 382                        | 2,993                    | 3.8%            |
| 29   | 90dayfiance             | 2,300,000       | 400,000                     | 850          | 392                        | 64,235                  | 846                        | 2,073                    | 2.9%            |
| 33   | Food Network            | 2,200,000       | 1,436,300                   | 214          | 156                        | 73,832                  | 595                        | 4,723                    | 3.6%            |
| 33   | MTV LA                  | 2,200,000       | 900,000                     | 554          | 330                        | 39,170                  | 156                        | 274                      | 1.8%            |
| 33   | Brat TV                 | 2,200,000       | 500,000                     | 837          | 363                        | 87,097                  | 642                        | 400                      | 4.0%            |
| 36   | The Dodo                | 2,100,000       | 1,376,500                   | 1,027        | 500                        | 37,196                  | 358                        | 943                      | 1.8%            |
| 36   | Science Channel         | 2,100,000       | 1,324,600                   | 402          | 191                        | 47,512                  | 655                        | 1,064                    | 2.3%            |
| 36   | Telemundo               | 2,100,000       | 800,000                     | 416          | 175                        | 29,327                  | 234                        | 527                      | 1.4%            |
| 39   | The Drew Barrymore Show | 2,000,000       | 1,314,600                   | 248          | 170                        | 100,806                 | 649                        | 1,678                    | 5.2%            |
| 40   | Cartoon Network Brasil  | 1,900,000       | 1,025,500                   | 498          | 315                        | 46,386                  | 602                        | 950                      | 2.5%            |
| 40   | RuPaul's Drag Race      | 1,900,000       | 400,000                     | 737          | 238                        | 61,058                  | 388                        | 799                      | 3.3%            |
| 42   | Sony Music South        | 1,600,000       | 100,000                     | 682          | 127                        | 34,751                  | 59                         | 2,563                    | 2.3%            |
| 43   | The Maury Show          | 1,500,000       | N/A                         | 281          | 121                        | 98,932                  | 858                        | 2,583                    | 6.8%            |
| 43   | Disney Channel          | 1,500,000       | 1,123,800                   | 350          | 280                        | 55,143                  | 519                        | 396                      | 3.7%            |
| 43   | Cartoon Network         | 1,500,000       | 569,600                     | 232          | 81                         | 52,586                  | 928                        | 855                      | 3.6%            |
| 43   | Capital                 | 1,500,000       | 300,000                     | 626          | 350                        | 71,406                  | 592                        | 1,012                    | 4.9%            |
| 43   | Fear Factor             | 1,500,000       | N/A                         | 67           | 12                         | 295,522                 | 588                        | 983                      | 19.8%           |
| 43   | Radio Disney            | 1,500,000       | N/A                         | 261          | N/A                        | 78,161                  | 35                         | 88                       | 5.2%            |
| 49   | Trailer Park Boys       | 1,400,000       | N/A                         | 64           | 57                         | 112,500                 | 1,019                      | 4,666                    | 8.4%            |
| 49   | The Daily Bugle         | 1,400,000       | 1,400,000                   | 15           | 13                         | 453,333                 | 13,396                     | 6,199                    | 33.8%           |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

Conviva's TikTok®  
**TOP 50**

**26-50**

# TV and Entertainment

Conviva's TikTok®  
**TOP 50**

**1-25**  
**News and Media**

| Rank     | Account          | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|----------|------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| <b>1</b> | <b>LADbible</b>  | 8,400,000       | N/A                         | 1,841        | 645                        | 215,915                 | 2,270                      | 10,128                   | 2.81%           |
| <b>2</b> | <b>Complex</b>   | 5,000,000       | 300,000                     | 3,437        | 950                        | 58,685                  | 189                        | 456                      | 1.19%           |
| <b>3</b> | <b>NowThis</b>   | 4,400,000       | 1,900,000                   | 1,160        | 549                        | 128,362                 | 1,637                      | 3,759                    | 3.09%           |
| 4        | Daily Mail       | 3,700,000       | 2,200,000                   | 2,234        | 1,405                      | 75,828                  | 903                        | 4,329                    | 2.28%           |
| 5        | Humankind        | 3,600,000       | N/A                         | 628          | 245                        | 162,739                 | 1,536                      | 4,012                    | 4.74%           |
| 6        | Seventeen        | 3,300,000       | 100,000                     | 499          | 119                        | 36,273                  | 240                        | 377                      | 1.12%           |
| 7        | Insider          | 3,100,000       | 900,000                     | 636          | 195                        | 152,516                 | 724                        | 1,505                    | 5.02%           |
| 8        | IGN              | 2,800,000       | 1,300,000                   | 1,086        | 558                        | 85,635                  | 890                        | 2,282                    | 3.22%           |
| 9        | Bustle           | 2,700,000       | 100,000                     | 4,280        | 1,679                      | 41,612                  | 28                         | 124                      | 1.55%           |
| 10       | Gala FR          | 2,600,000       | N/A                         | 1,221        | 422                        | 37,592                  | 219                        | 278                      | 1.47%           |
| 11       | NowThis Politics | 2,600,000       | 600,000                     | 956          | 332                        | 87,971                  | 2,697                      | 4,816                    | 3.75%           |
| 12       | HipHopDX         | 2,500,000       | N/A                         | 1,030        | 616                        | 48,252                  | 321                        | 1,265                    | 2.03%           |
| 13       | CBS News         | 2,300,000       | 1,477,800                   | 3,395        | 578                        | 41,325                  | 259                        | 181                      | 1.81%           |
| 13       | NBC News         | 2,300,000       | 1,669,300                   | 733          | 307                        | 85,266                  | 2,190                      | 2,885                    | 3.96%           |
| 15       | Famous Birthdays | 2,200,000       | N/A                         | 2,438        | 468                        | 42,002                  | 178                        | 142                      | 1.92%           |
| 15       | E! News          | 2,200,000       | 800,000                     | 491          | 348                        | 85,132                  | 558                        | 843                      | 3.95%           |
| 17       | Tasty            | 2,000,000       | N/A                         | 926          | 516                        | 21,922                  | 85                         | 918                      | 1.19%           |
| 18       | The Dad          | 1,900,000       | N/A                         | 445          | 301                        | 108,539                 | 1,346                      | 6,411                    | 6.39%           |
| 18       | Cut              | 1,900,000       | 1,432,700                   | 218          | 174                        | 238,532                 | 941                        | 1,694                    | 12.73%          |
| 20       | Daily Wire       | 1,800,000       | 1,800,000                   | 323          | 255                        | 73,684                  | 2,545                      | 4,621                    | 4.60%           |
| 21       | Yahoo News       | 1,700,000       | 600,000                     | 3,233        | 1,898                      | 29,261                  | 606                        | 505                      | 1.78%           |
| 21       | Whats Trending   | 1,700,000       | 100,000                     | 1,608        | 168                        | 11,629                  | 54                         | 330                      | 0.72%           |
| 21       | 60 Second Docs   | 1,700,000       | N/A                         | 538          | 237                        | 52,230                  | 464                        | 937                      | 3.18%           |
| 21       | UNILAD           | 1,700,000       | N/A                         | 536          | 300                        | 121,455                 | 1,023                      | 6,003                    | 7.85%           |
| 25       | HYPEBEAST        | 1,600,000       | N/A                         | 936          | 482                        | 32,692                  | 219                        | 894                      | 2.15%           |

| Rank | Account             | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|---------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 25   | National Geographic | 1,600,000       | 1,590,232                   | 85           | 74                         | 96,471                  | 876                        | 3,338                    | 6.44%           |
| 27   | Tastemade Japan     | 1,500,000       | 300,000                     | 2,249        | 401                        | 21,076                  | 122                        | 559                      | 1.48%           |
| 27   | ABC News            | 1,500,000       | N/A                         | 1,652        | 1,407                      | 12,046                  | 1,092                      | 774                      | 0.91%           |
| 27   | Cheddar News        | 1,500,000       | N/A                         | 1,025        | 264                        | 36,195                  | 200                        | 1,050                    | 2.55%           |
| 30   | Teen Vogue          | 1,400,000       | 100,000                     | 287          | 122                        | 17,770                  | 82                         | 126                      | 1.29%           |
| 31   | Nylon               | 1,300,000       | N/A                         | 4,639        | 41                         | 15,477                  | 25                         | 14                       | 1.19%           |
| 31   | Washington Post     | 1,300,000       | 431,900                     | 1,390        | 580                        | 37,770                  | 281                        | 822                      | 3.03%           |
| 31   | Brut                | 1,300,000       | 963,200                     | 1,319        | 750                        | 20,318                  | 666                        | 718                      | 1.67%           |
| 31   | Young Hollywood     | 1,300,000       | 100,000                     | 1,135        | 176                        | 35,683                  | 123                        | 99                       | 2.76%           |
| 31   | Tastemade           | 1,300,000       | 100,000                     | 1,097        | 315                        | 25,615                  | 138                        | 532                      | 2.05%           |
| 31   | XXL                 | 1,300,000       | 200,000                     | 1,002        | 235                        | 21,457                  | 216                        | 632                      | 1.75%           |
| 37   | BuzzFeed            | 1,200,000       | 373,600                     | 2,201        | 1,081                      | 28,578                  | 117                        | 197                      | 2.41%           |
| 37   | USA TODAY           | 1,200,000       | 305,200                     | 1,090        | 437                        | 24,862                  | 475                        | 1,060                    | 2.25%           |
| 37   | BBC                 | 1,200,000       | 812,200                     | 682          | 486                        | 46,188                  | 334                        | 951                      | 4.01%           |
| 37   | TMZ                 | 1,200,000       | 601,400                     | 299          | 165                        | 38,462                  | 846                        | 1,666                    | 3.48%           |
| 41   | VICE Indonesia      | 1,100,000       | N/A                         | 246          | 132                        | 16,260                  | 171                        | 221                      | 1.52%           |
| 42   | UPROXX Music        | 1,000,000       | 652,600                     | 1,175        | 664                        | 32,000                  | 172                        | 312                      | 3.26%           |
| 42   | Hollywire           | 1,000,000       | N/A                         | 823          | 351                        | 52,005                  | 216                        | 374                      | 5.28%           |
| 42   | attn:               | 1,000,000       | 611,300                     | 402          | 188                        | 56,448                  | 650                        | 1,497                    | 5.86%           |
| 42   | Know Your Meme      | 1,000,000       | N/A                         | 341          | 286                        | 31,378                  | 333                        | 344                      | 3.21%           |
| 42   | SELF Magazine       | 1,000,000       | 348,100                     | 322          | 118                        | 53,416                  | 940                        | 1,801                    | 5.70%           |
| 47   | Brut America        | 950,000         | 709,500                     | 979          | 535                        | 31,665                  | 652                        | 890                      | 3.52%           |
| 48   | Sky News            | 941,200         | 922,600                     | 457          | 146                        | 22,757                  | 764                        | 1,211                    | 2.67%           |
| 49   | The Hook            | 843,300         | N/A                         | 401          | 45                         | 54,613                  | 473                        | 3,129                    | 7.22%           |
| 50   | CBS Mornings        | 744,100         | N/A                         | 1,215        | 968                        | 19,012                  | 617                        | 919                      | 2.80%           |

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Conviva's TikTok®  
**TOP 50**

26-50

**News and Media**

Conviva's TikTok®  
**TOP 50**

**1-25**  
**Streaming**

| Rank | Account                      | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|------------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | <b>Netflix</b>               | 22,400,000      | 10,000,000                  | 1,891        | 1,158                      | 195,241                 | 2,070                      | 3,203                    | 0.9%            |
| 2    | <b>Netflix Latinoamérica</b> | 13,700,000      | 7,300,000                   | 1,202        | 615                        | 159,318                 | 1,849                      | 2,191                    | 1.2%            |
| 3    | <b>Prime Video</b>           | 10,800,000      | 7,400,000                   | 3,550        | 1,716                      | 76,704                  | 272                        | 445                      | 0.7%            |
| 4    | Netflix Brasil               | 6700,000        | 3,600,000                   | 754          | 525                        | 75,199                  | 1,468                      | 1,279                    | 1.2%            |
| 5    | Discovery                    | 4,000,000       | 1,800,000                   | 790          | 464                        | 58,987                  | 561                        | 1,298                    | 1.5%            |
| 6    | Disney                       | 3,200,000       | 2,610,900                   | 360          | 314                        | 51,667                  | 489                        | 2,304                    | 1.7%            |
| 7    | Netflix España               | 2,000,000       | 2,000,000                   | 520          | 463                        | 54,615                  | 404                        | 561                      | 2.8%            |
| 8    | Prime Video UK               | 1,600,000       | 1,116,600                   | 2,777        | 1,429                      | 14,224                  | 70                         | 181                      | 0.9%            |
| 8    | HBO Max                      | 1,600,000       | 935,600                     | 1,109        | 704                        | 35,798                  | 300                        | 858                      | 2.3%            |
| 8    | Prime Video ES               | 1,600,000       | 758,200                     | 2,673        | 1,556                      | 13,318                  | 74                         | 130                      | 0.8%            |
| 11   | Netflix Thailand             | 1,500,000       | 1,500,000                   | 691          | 609                        | 41,245                  | 208                        | 774                      | 2.8%            |
| 12   | Prime Video BR               | 1,300,000       | 1,206,200                   | 486          | 351                        | 40,741                  | 369                        | 361                      | 3.2%            |
| 13   | Paramount Plus               | 1,200,000       | 1,198,208                   | 433          | 401                        | 40,878                  | 495                        | 1,100                    | 3.5%            |
| 14   | ID                           | 1,100,000       | N/A                         | 391          | 240                        | 32,481                  | 302                        | 328                      | 3.0%            |
| 14   | Prime Video DE               | 1,100,000       | 564,100                     | 3,253        | 1,559                      | 9,991                   | 83                         | 68                       | 0.9%            |
| 16   | Peacock TV                   | 1,000,000       | 677,900                     | 592          | 354                        | 47,297                  | 306                        | 1,327                    | 4.9%            |
| 16   | Netflix DE                   | 1,000,000       | 625,300                     | 935          | 700                        | 20,000                  | 382                        | 378                      | 2.1%            |
| 16   | Prime Video Sport            | 1,000,000       | 556,500                     | 825          | 292                        | 15,879                  | 116                        | 325                      | 1.6%            |
| 19   | Hulu                         | 912,400         | 512,800                     | 358          | 228                        | 29,888                  | 239                        | 288                      | 3.3%            |
| 20   | Funimation                   | 901,000         | N/A                         | 173          | 99                         | 34,682                  | 710                        | 446                      | 4.0%            |
| 21   | Netflix Sverige              | 893,700         | 893,700                     | 522          | 463                        | 23,563                  | 254                        | 233                      | 2.7%            |
| 22   | Globoplay                    | 891,600         | 891,600                     | 524          | 406                        | 17,366                  | 221                        | 434                      | 2.0%            |
| 23   | Cinépolis Online             | 849,000         | 149,600                     | 351          | 194                        | 11,966                  | 151                        | 253                      | 1.5%            |
| 24   | Crunchyroll                  | 831,100         | 831,100                     | 119          | 97                         | 31,092                  | 801                        | 323                      | 3.9%            |
| 25   | Tennis TV                    | 829,400         | 262,100                     | 588          | 188                        | 68,027                  | 233                        | 748                      | 8.3%            |

| Rank | Account                    | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|----------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 26   | Explore.org                | 821,400         | N/A                         | 396          | 105                        | 33,586                  | 237                        | 675                      | 4.2%            |
| 27   | Prime Video LAT            | 807,500         | N/A                         | 923          | 732                        | 11,268                  | 52                         | 228                      | 1.4%            |
| 28   | HBO                        | 782,300         | 632,000                     | 517          | 338                        | 29,014                  | 170                        | 483                      | 3.8%            |
| 29   | Netflix Korea              | 735,100         | 735,100                     | 364          | 168                        | 27,198                  | 282                        | 239                      | 3.8%            |
| 30   | Prime Video Italia         | 730,000         | 529,900                     | 2,002        | 1,267                      | 9,690                   | 62                         | 149                      | 1.4%            |
| 31   | DAZN España                | 684,200         | 365,500                     | 3,030        | 399                        | 9,439                   | 11                         | 33                       | 1.4%            |
| 32   | Prime Video France         | 676,600         | 474,500                     | 1,103        | 579                        | 14,053                  | 107                        | 81                       | 2.1%            |
| 33   | NetflixFR                  | 613,800         | 613,800                     | 201          | 162                        | 37,811                  | 643                        | 393                      | 6.3%            |
| 34   | LOL Network                | 566,800         | N/A                         | 260          | 125                        | 22,692                  | 83                         | 673                      | 4.1%            |
| 35   | Netflix Italia             | 528,600         | 528,600                     | 318          | 286                        | 26,101                  | 279                        | 452                      | 5.1%            |
| 36   | Turner Classic Movies      | 496,800         | 426,700                     | 198          | 136                        | 64,646                  | 370                        | 1,259                    | 13.3%           |
| 37   | Prime Video Sport DE       | 469,600         | 469,600                     | 295          | 150                        | 17,966                  | 52                         | 64                       | 3.9%            |
| 38   | Netflix South Africa       | 445,200         | 445,200                     | 220          | 162                        | 12,727                  | 121                        | 186                      | 2.9%            |
| 39   | The Roku Channel           | 441,700         | (41,500)                    | 60           | 60                         | 221,667                 | 63                         | 97                       | 50.2%           |
| 40   | DAZN DE                    | 424,300         | 131,100                     | 464          | 45                         | 18,966                  | 44                         | 107                      | 4.5%            |
| 41   | DAZN Boxing                | 417,800         | 58,700                      | 196          | 20                         | 33,163                  | 185                        | 554                      | 8.1%            |
| 42   | Netflix Indonesia          | 340,100         | 340,100                     | 193          | 120                        | 38,342                  | 359                        | 625                      | 11.6%           |
| 43   | Paramount Pictures         | 322,200         | 322,200                     | 117          | 101                        | 60,684                  | 401                        | 1,414                    | 19.4%           |
| 44   | Netflix Nederland & België | 299,700         | 299,700                     | 305          | 274                        | 17,049                  | 264                        | 456                      | 5.9%            |
| 45   | Prime Video NL             | 284,700         | 178,400                     | 1,755        | 1,075                      | 5,299                   | 81                         | 158                      | 1.9%            |
| 46   | Prime Video AU & NZ        | 276,300         | N/A                         | 569          | 450                        | 9,490                   | 85                         | 131                      | 3.5%            |
| 47   | The CW                     | 268,200         | 193,200                     | 212          | 137                        | 15,566                  | 267                        | 278                      | 6.0%            |
| 48   | HBO Max Brasil             | 266,000         | 266,000                     | 161          | 138                        | 14,907                  | 213                        | 205                      | 5.8%            |
| 49   | Prime Video Comedy         | 254,700         | 254,700                     | 98           | 65                         | 15,306                  | 64                         | 638                      | 6.3%            |
| 50   | Disney+                    | 244,300         | 244,300                     | 54           | 44                         | 20,370                  | 354                        | 781                      | 8.8%            |

Measuring account performance between March 2021 and March 2022 – accounts without full 2021 data are represented as N/A

Conviva's TikTok®  
**TOP 50**

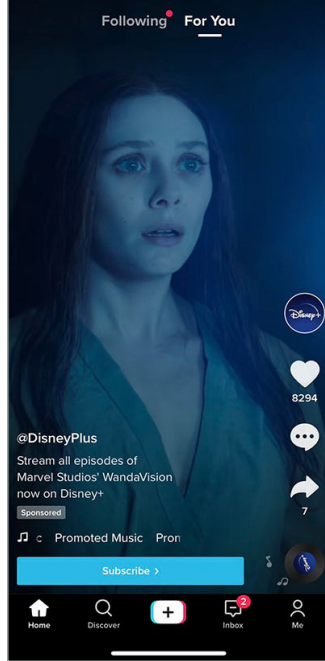
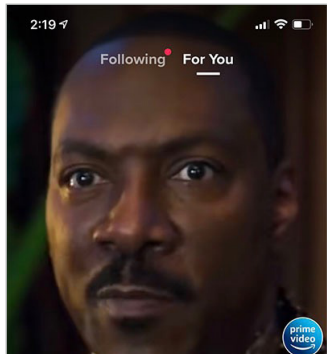
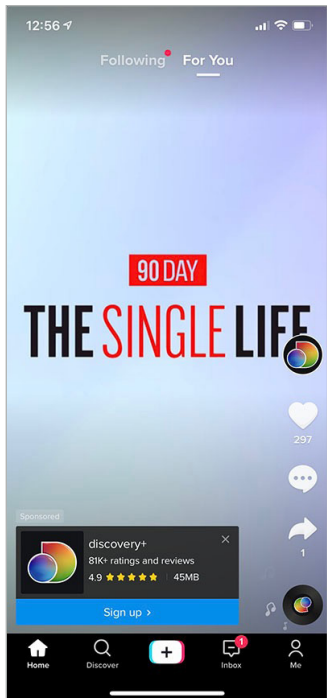
26-50

**Streaming**

# Streaming TikTok content guide

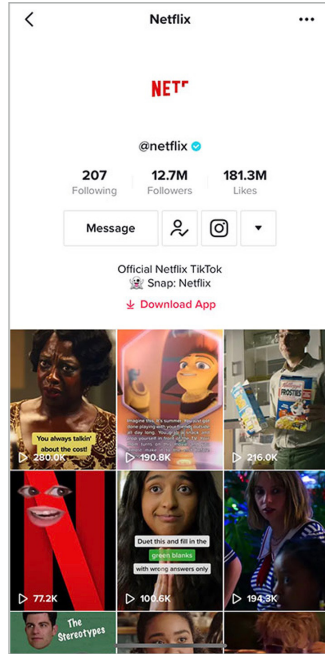
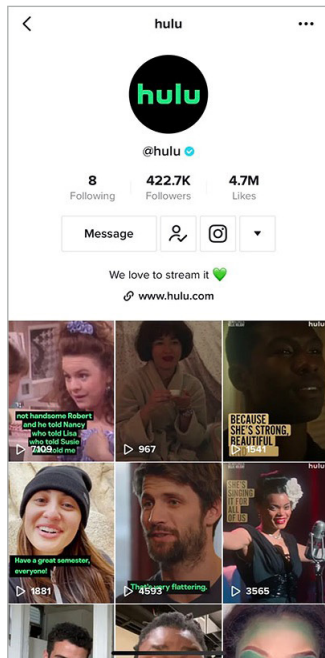
## Brand takeover ads

Brand takeover ads, which play automatically, can be used to direct users to an outside website or encourage them to follow the account. Brand takeover ads are unique in that they fight fatigue, because they can be viewed only once per day by each person. TikTok ads are also an effective way to grow your following quickly and get your content in front of a very targeted audience.



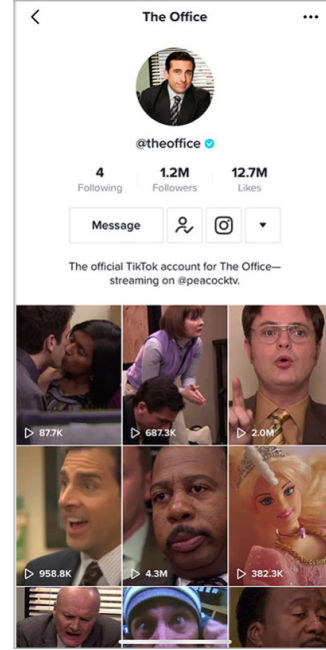
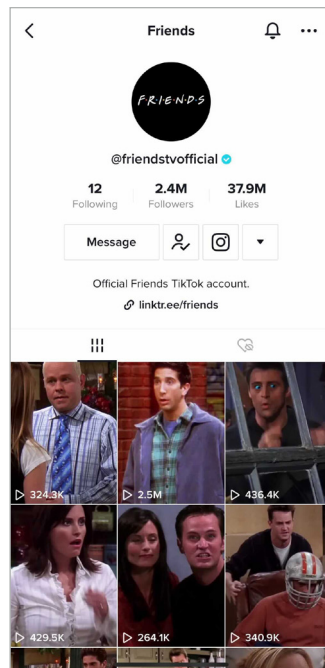
## Organic accounts

Netflix, Hulu, HBO Max, Peacock, Paramount Plus, CW, Prime Video, and Disney+ all have thriving TikTok accounts. The accounts are used for trailers, behind-the-scenes footage, clips from shows, and more. Organic accounts give the brand complete control over creative and the ability to tap into one of the unique elements of TikTok, the For You Page (FYP).



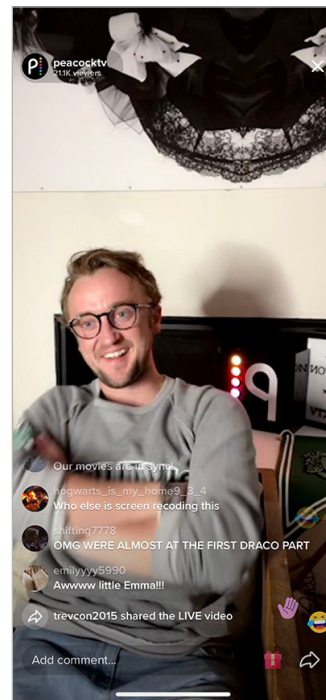
## Show pages

For established shows, creating a dedicated TikTok account can be an easy path to success. By allowing others to use the show's audio, to duet, or to stitch clips, the show's content can take on a true life of its own. "Friends" is a great example of this, as it's one of the most established show pages on TikTok with over 2.4 million followers.



## Going live

Live is a great growth hack for an account on TikTok now that live videos can be shown in the FYP. Tom Felton recently did a live stream where he reacted to the first "Harry Potter" movie in order to promote the availability of "Harry Potter" movies on Peacock. While originally streamed on TikTok, this content eventually bubbled up into top content as a repost on many other social networks.





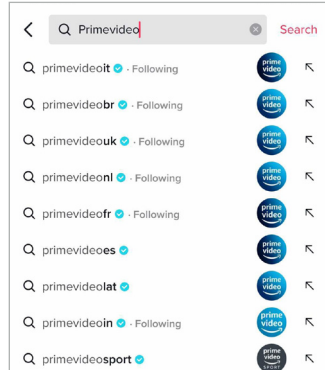
## Audio

By simply posting clips from popular shows on TikTok, creators give the clip's audio a chance to have a completely new "second life." In one particularly creative use of audio, Peacock created its own song and dance with influencers to promote it.



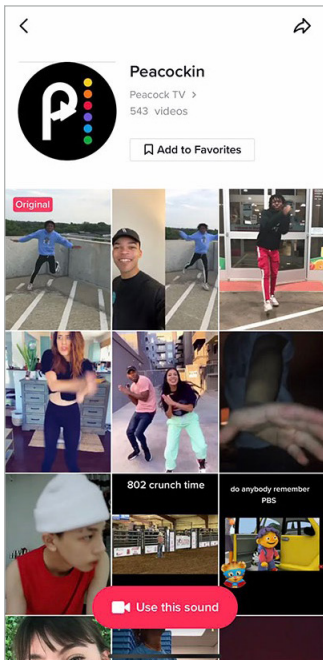
## Regional accounts

Localized and regional TikTok accounts are a great way to take advantage of TikTok's algorithm to build a following fast and hyper-target content to specific locations. Streaming services like Prime Video and Netflix have nearly a dozen regionalized accounts each and are likely adding more in the future.

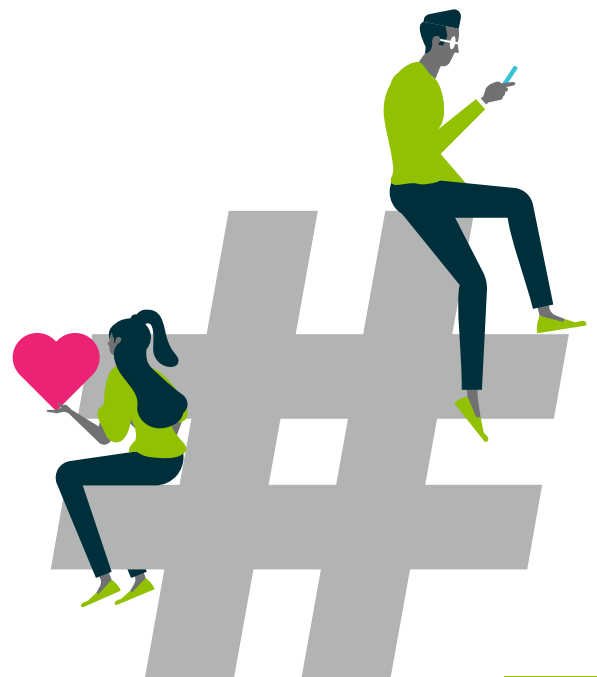


## Comments

There is more than one way to go viral on TikTok. A solid comment from a verified account can get tens of thousands of engagements and lead to thousands of new followers. You're likely to see streaming shows, movies, and platforms engaging with each other frequently or surfing their show hashtags and commenting on popular videos.



# Streaming TikTok content guide





## Sports Trends

Establishing a TikTok presence has proven to be an effective move for sports teams to grow their fan base with a new generation. TikTok's content gives flexibility to social teams to create around viral trends, highlights, behind-the-scenes content, and more. TikTok, when used strategically, gives teams and leagues the ability to develop social personalities that can supercharge engagement and growth on the platform.

### Sports trends on TikTok in 2022:

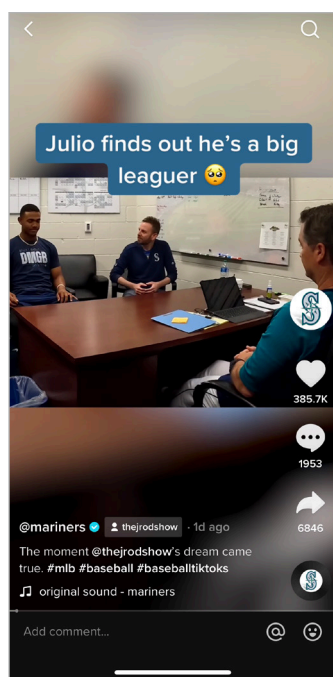
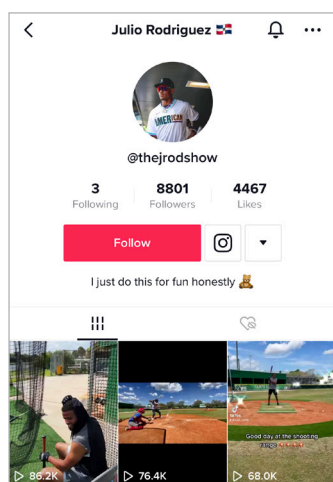
**Teams are getting active** – In 2020, sports teams posted on average of about five videos per month. In 2021, that number increased to slightly more than eight. Sports teams had the lowest average posts per month of any category measured. As teams continue to build their accounts on TikTok, expect them to catch up to their peers and increase their content output.

**Community building** – When you follow a team on TikTok, you receive a wide array of content about the team, people's unique angles at games, commentary on trades, replays, and everything in between. Expect team accounts to incentivize fan participation by commenting, reposting, sharing, and stitching fan content at a higher rate than before.

**Custom partnerships** – Sports leagues' success is a win-win for leagues and TikTok. Expect to see more sports leagues pursue custom creative partnerships with TikTok as a way to differentiate themselves from other leagues on the app beyond the sponsored hashtag takeover users are accustomed to. This will take the form of in-stadium TikTok areas at games, custom live in-app broadcasts, sponsored and promoted audio, and more.

**Athlete onboarding** – You're going to start seeing more athlete accounts on TikTok. TikTok and sports teams are going to spend more time and resources onboarding athletes onto the platform in similar ways that Instagram has been doing for the past decade.

**More CTAs** – As fun as it was to make TikToks, have a great time, and grow a large audience over the past two years, sports teams will attempt to make TikTok a more functional part of their business strategy. Like it or not, expect sports accounts to experiment with organic and paid strategies designed to increase ROI on the app in the form of merchandizing, viewer tune-in, ticket sales, and more.



## Conviva's 2022 TikTok® Industry Benchmarks Averages Per Team Within League



| League         | Followers | YoY Follower Growth | Total Videos | Videos Posted Past Year | Likes Per Video | Average Comments Per Video | Average Shares Per Video | Average Engagement Rate |
|----------------|-----------|---------------------|--------------|-------------------------|-----------------|----------------------------|--------------------------|-------------------------|
| Premier League | 3,206,940 | 3,105,400           | 287          | 141                     | 108,590         | 6,835                      | 1,112                    | 6.8%                    |
| Ligue 1        | 2,125,263 | N/A*                | 228          | 139                     | 53,940          | 434                        | 409                      | 8.2%                    |
| La Liga        | 1,795,461 | 1,114,553           | 350          | 153                     | 31,077          | 253                        | 262                      | 2.9%                    |
| Serie A        | 1,225,252 | 870,358             | 230          | 130                     | 29,354          | 300                        | 325                      | 11.2%                   |
| NFL            | 894,634   | 359,703             | 162          | 102                     | 74,788          | 728                        | 794                      | 8.7%                    |
| NBA            | 788,800   | 258,150             | 187          | 109                     | 44,114          | 302                        | 322                      | 6.7%                    |
| MLB            | 259,004   | 147,546             | 96           | 54                      | 45,328          | 327                        | 529                      | 20.4%                   |
| NHL            | 145,413   | 73,380              | 120          | 71                      | 13,962          | 154                        | 236                      | 12.5%                   |
| MLS            | 66,993    | 50,436              | 93           | 61                      | 5,351           | 71                         | 56                       | 18.2%                   |

\* Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

Don't see your account but deserve to be included in our rankings? [Fill out this form.](#)

Conviva's TikTok®  
**TOP 50**

**1-25**  
**Pro Sports Leagues**

| Rank | Account           | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|-------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | WWE               | 16,100,000      | 5,900,000                   | 1,928        | 859                        | 126,297                 | 729                        | 1,155                    | 0.8%            |
| 2    | NBA               | 14,700,000      | 2,400,000                   | 3,314        | 1,572                      | 59,415                  | 229                        | 325                      | 0.4%            |
| 3    | Champions League  | 12,500,000      | 12,500,000                  | 317          | 317                        | 893,425                 | N/A                        | N/A                      | N/A             |
| 4    | UFC               | 10,600,000      | 4,300,000                   | 786          | 545                        | 204,707                 | 1,014                      | 2,050                    | 2.0%            |
| 5    | NFL               | 8,500,000       | 2,400,000                   | 769          | 433                        | 393,498                 | 1,334                      | 3,360                    | 4.7%            |
| 6    | EURO2024          | 6,800,000       | 6,717,100                   | 195          | 183                        | 584,103                 | 5,218                      | 5,411                    | 8.7%            |
| 7    | La Liga           | 4,900,000       | 2,800,000                   | 1,823        | 679                        | 23,752                  | 185                        | 218                      | 0.5%            |
| 8    | MLB               | 4,800,000       | 2,700,000                   | 1,299        | 478                        | 165,050                 | 898                        | 1,932                    | 3.5%            |
| 9    | Olympics          | 4,500,000       | 3,300,000                   | 944          | 377                        | 70,763                  | 396                        | 700                      | 1.6%            |
| 10   | DRL               | 3,900,000       | 3,556,600                   | 510          | 270                        | 41,176                  | 139                        | 357                      | 1.1%            |
| 11   | F1                | 3,700,000       | N/A                         | 410          | 169                        | 147,317                 | 724                        | 1,885                    | 4.1%            |
| 12   | WorldAthletics    | 3,300,000       | N/A                         | 507          | 245                        | 226,430                 | 1,081                      | 1,259                    | 6.9%            |
| 12   | Premier League    | 3,300,000       | 3,300,000                   | 320          | 320                        | 126,250                 | 282                        | 245                      | 3.8%            |
| 14   | Liguelubereats    | 2,700,000       | N/A                         | 425          | 189                        | 60,706                  | 348                        | 496                      | 2.3%            |
| 14   | Bundesliga        | 2,700,000       | 2,700,000                   | 399          | 342                        | 149,123                 | 991                        | 974                      | 5.6%            |
| 16   | UFC Russia        | 2,400,000       | 1,400,000                   | 429          | 294                        | 70,629                  | 563                        | 922                      | 3.0%            |
| 17   | ONE Championship  | 2,300,000       | N/A                         | 792          | 367                        | 64,141                  | 270                        | 774                      | 2.8%            |
| 18   | Monster Jam       | 2,100,000       | N/A                         | 778          | 621                        | 35,219                  | 176                        | 363                      | 1.7%            |
| 18   | World Surf League | 2,100,000       | 100,000                     | 963          | 314                        | 57,009                  | 208                        | 1,708                    | 2.8%            |
| 18   | Europa League     | 2,100,000       | 2,100,000                   | 113          | 113                        | 379,913                 | N/A                        | N/A                      | N/A             |
| 21   | X Games           | 2,000,000       | 1,566,000                   | 696          | 413                        | 40,805                  | 172                        | 424                      | 2.1%            |
| 22   | Roadto2022en      | 1,900,000       | 1,900,000                   | 121          | 107                        | 53,719                  | 267                        | 274                      | 2.9%            |
| 23   | NHL               | 1,700,000       | 500,000                     | 1,462        | 701                        | 36,594                  | 226                        | 517                      | 2.2%            |
| 24   | ICC               | 1,600,000       | 100,000                     | 258          | 86                         | 72,481                  | 293                        | 1,117                    | 4.6%            |
| 24   | Nascar            | 1,600,000       | 635,000                     | 880          | 347                        | 33,977                  | 296                        | 394                      | 2.2%            |

| Rank | Account               | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|-----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 26   | Paralympics           | 1,400,000       | 1,120,000                   | 285          | 166                        | 170,877                 | 1,453                      | 2,097                    | 12.5%           |
| 27   | MotoGP™               | 1,300,000       | 657,300                     | 554          | 242                        | 25,451                  | 130                        | 435                      | 2.0%            |
| 27   | Wimbledon             | 1,300,000       | 427,100                     | 171          | 60                         | 207,602                 | 581                        | 2,384                    | 16.2%           |
| 29   | Australian Open       | 1,200,000       | N/A                         | 193          | 151                        | 291,710                 | 791                        | 2,885                    | 24.6%           |
| 29   | Spikeball Inc.        | 1,200,000       | N/A                         | 205          | 70                         | 114,634                 | 362                        | 2,456                    | 9.8%            |
| 31   | World Rugby           | 1,100,000       | 514,000                     | 836          | 281                        | 25,359                  | 146                        | 345                      | 2.4%            |
| 32   | UFC Europe            | 1,000,000       | 225,800                     | 136          | 81                         | 36,029                  | 157                        | 364                      | 3.7%            |
| 32   | PBR                   | 1,000,000       | 287,400                     | 313          | 38                         | 35,463                  | 121                        | 716                      | 3.6%            |
| 32   | PGATOUR               | 1,000,000       | 591,400                     | 508          | 258                        | 71,260                  | 237                        | 1,876                    | 7.3%            |
| 35   | Nitro Circus          | 951,200         | 708,800                     | 263          | 163                        | 39,163                  | 259                        | 1,227                    | 4.3%            |
| 36   | Lega Serie A          | 908,100         | 800,100                     | 243          | 203                        | 34,568                  | 359                        | 274                      | 3.9%            |
| 37   | WNBA                  | 888,700         | 135,900                     | 520          | 249                        | 16,154                  | 203                        | 153                      | 1.9%            |
| 38   | OTE                   | 888,200         | 888,200                     | 445          | 343                        | 67,865                  | 236                        | 243                      | 7.7%            |
| 39   | NBA Brasil            | 883,200         | 344,200                     | 3,198        | 795                        | 3,471                   | 13                         | 29                       | 0.4%            |
| 40   | NRL                   | 846,500         | N/A                         | 344          | 152                        | 44,186                  | 355                        | 712                      | 5.3%            |
| 41   | UFC Brasil            | 756,100         | 471,800                     | 320          | 188                        | 14,063                  | 102                        | 266                      | 1.9%            |
| 42   | Top Rank Boxing       | 701,200         | N/A                         | 380          | 279                        | 43,684                  | 269                        | 640                      | 6.4%            |
| 43   | US Open               | 695,700         | 54,000                      | 374          | 99                         | 83,155                  | 336                        | 1,009                    | 12.1%           |
| 44   | paris2024             | 518,100         | N/A                         | 214          | 142                        | 49,065                  | 469                        | 417                      | 9.6%            |
| 45   | Major League Soccer   | 409,500         | 201,800                     | 326          | 166                        | 16,258                  | 122                        | 176                      | 4.0%            |
| 46   | NBA Korea             | 376,900         | 59,100                      | 3,241        | 805                        | 1,388                   | 6                          | 6                        | 0.4%            |
| 47   | NBA India             | 356,000         | 5,100                       | 2,142        | 0                          | 3,548                   | 3                          | 28                       | 1.0%            |
| 48   | XFL                   | 316,400         | (12,100)                    | 96           | 0                          | 42,708                  | 181                        | 448                      | 13.7%           |
| 49   | Minor League Baseball | 311,100         | 78,200                      | 249          | 45                         | 19,679                  | 100                        | 213                      | 6.4%            |
| 50   | UEFA Women's Football | 288,400         | N/A                         | 298          | 78                         | 9,908                   | N/A                        | N/A                      | N/A             |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

Conviva's TikTok®  
**TOP 50**

26-50

**Pro Sports Leagues**

Conviva's TikTok®  
**TOP 50**

**1-15**  
**All Sports Teams**

| Rank | Account                  | Leagues        | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Avg. Likes Per Video | Avg. Comments Per Video | Avg. Shares Per Video | E.R.  |
|------|--------------------------|----------------|-----------------|-----------------------------|--------------|----------------------------|----------------------|-------------------------|-----------------------|-------|
| 1    | <b>PSG</b>               | Ligue 1        | 25,200,000      | N/A                         | 562          | 288                        | 550,000              | 3,775                   | 4,229                 | 2.22% |
| 2    | <b>Tottenham Hotspur</b> | Premier League | 14,500,000      | 12,900,000                  | 560          | 194                        | 182,679              | 886                     | 737                   | 1.27% |
| 3    | <b>FC Barcelona</b>      | La Liga        | 14,200,000      | 6,600,000                   | 933          | 452                        | 233,333              | 1,473                   | 1,542                 | 1.66% |
| 4    | Manchester United        | Premier League | 13,600,000      | 11,800,000                  | 650          | 452                        | 375,538              | 2,330                   | 2,984                 | 2.81% |
| 5    | Real Madrid C.F.         | La Liga        | 11,400,000      | N/A                         | 782          | 327                        | 181,458              | 1,291                   | 1,430                 | 1.62% |
| 6    | Juventus                 | Serie A        | 8,900,000       | 6,400,000                   | 526          | 309                        | 165,970              | 1,419                   | 1,266                 | 1.89% |
| 7    | FC Bayern                | Bundesliga     | 8,000,000       | N/A                         | 568          | 214                        | 156,627              | 881                     | 1,472                 | 1.96% |
| 8    | Chelsea FC               | Premier League | 7,300,000       | 5,700,000                   | 334          | 141                        | 219,461              | 1,686                   | 2,790                 | 3.08% |
| 9    | Liverpool FC             | Sports Teams   | 7,200,000       | 3,400,000                   | 552          | 151                        | 170,652              | 1,286                   | 1,900                 | 2.42% |
| 10   | Manchester City          | Premier League | 6,400,000       | 3,800,000                   | 862          | 462                        | 112,529              | 880                     | 859                   | 1.79% |
| 11   | Borussia Dortmund        | Bundesliga     | 5,700,000       | N/A                         | 285          | 85                         | 153,333              | 943                     | 1,205                 | 2.73% |
| 12   | AFC Ajax                 | Eredivisie     | 5,200,000       | N/A                         | 943          | 440                        | 118,240              | 778                     | 630                   | 2.30% |
| 13   | AC Milan                 | Serie A        | 4,200,000       | 2,900,000                   | 1,111        | 548                        | 55,446               | 316                     | 566                   | 1.35% |
| 14   | Equipe de France         | National       | 4,100,000       | N/A                         | 161          | 150                        | 360,870              | 2,853                   | 2,243                 | 8.91% |
| 15   | AS Monaco                | Ligue 1        | 4,000,000       | N/A                         | 363          | 193                        | 60,055               | 261                     | 158                   | 1.51% |

| Rank | Account             | Leagues                | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Avg. Likes Per Video | Avg. Comments Per Video | Avg. Shares Per Video | E.R.  |
|------|---------------------|------------------------|-----------------|-----------------------------|--------------|----------------------------|----------------------|-------------------------|-----------------------|-------|
| 16   | Warriors            | NBA                    | 3,700,000       | 1,100,000                   | 288          | 170                        | 106,597              | 620                     | 775                   | 2.92% |
| 17   | Atletico de Madrid  | La Liga                | 3,700,000       | N/A                         | 767          | 146                        | 44,068               | 273                     | 324                   | 1.21% |
| 18   | England             | National               | 3,300,000       | N/A                         | 317          | 236                        | 113,565              | 1,379                   | 892                   | 3.50% |
| 19   | Inter               | Serie A                | 3,100,000       | 2,100,000                   | 595          | 280                        | 39,160               | 387                     | 465                   | 1.29% |
| 20   | Utah Jazz           | NBA                    | 2,700,000       | N/A                         | 239          | 180                        | 79,269               | N/A                     | N/A                   | N/A   |
| 21   | FC Zenit            | Russian Premier League | 2,500,000       | N/A                         | 659          | 388                        | 101,062              | 1,021                   | 1,055                 | 4.13% |
| 22   | Leicester City      | Premier League         | 2,400,000       | 1,200,000                   | 394          | 138                        | 108,122              | 838                     | 1,418                 | 4.62% |
| 23   | Team USA            | Global                 | 2,300,000       | N/A                         | 469          | 202                        | 120,682              | 484                     | 971                   | 5.33% |
| 24   | Kansas City Chiefs  | NFL                    | 2,000,000       | 300,000                     | 195          | 93                         | 173,333              | 1,423                   | 1,033                 | 8.77% |
| 25   | Arsenal             | Premier League         | 1,800,000       | 979,600                     | 147          | 58                         | 98,639               | 1,400                   | 1,173                 | 5.61% |
| 26   | Dallas Cowboys      | NFL                    | 1,700,000       | 600,000                     | 170          | 134                        | 120,000              | 844                     | 897                   | 7.16% |
| 27   | Red Bull Racing     | F1                     | 1,600,000       | 1,486,600                   | 313          | 254                        | 75,719               | 423                     | 652                   | 4.81% |
| 28   | AS Roma             | Serie A                | 1,600,000       | 1,303,500                   | 505          | 294                        | 58,614               | 461                     | 579                   | 3.73% |
| 29   | Philadelphia Eagles | NFL                    | 1,500,000       | 300,000                     | 259          | 177                        | 117,375              | 427                     | 512                   | 7.89% |
| 30   | Wolverton Wanderers | Premier League         | 1,500,000       | N/A                         | 160          | 94                         | 106,250              | 740                     | 1,503                 | 7.28% |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

Conviva's TikTok®  
**TOP 50**

**16-30**

**All Sports Teams**

| Rank | Account               | Leagues          | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Avg. Likes Per Video | Avg. Comments Per Video | Avg. Shares Per Video | E.R.   |
|------|-----------------------|------------------|-----------------|-----------------------------|--------------|----------------------------|----------------------|-------------------------|-----------------------|--------|
| 31   | Detroit Lions         | NFL              | 1,400,000       | 750,900                     | 73           | 51                         | 276,712              | 3,531                   | 4,357                 | 20.38% |
| 32   | Milwaukee Bucks       | NBA              | 1,400,000       | 412,000                     | 185          | 143                        | 90,811               | 273                     | 437                   | 6.55%  |
| 33   | Pittsburgh Steelers   | NFL              | 1,400,000       | 405,800                     | 226          | 153                        | 62,832               | 630                     | 608                   | 4.57%  |
| 34   | Dallas Mavericks      | NBA              | 1,400,000       | 400,000                     | 578          | 340                        | 44,118               | 448                     | 311                   | 3.20%  |
| 35   | OM                    | Ligue 1          | 1,400,000       | N/A                         | 701          | 291                        | 20,257               | 274                     | 178                   | 1.47%  |
| 36   | Cincinnati Bengals    | NFL              | 1,300,000       | 891,900                     | 116          | 102                        | 156,897              | 1,572                   | 1,862                 | 12.35% |
| 37   | Watford FC            | Premier League   | 1,300,000       | 681,000                     | 251          | 80                         | 97,610               | 1,218                   | 1,447                 | 7.73%  |
| 38   | Everton               | Premier League   | 1,300,000       | 899,300                     | 398          | 196                        | 40,704               | 384                     | 423                   | 3.20%  |
| 39   | Selección Nacional MX | National         | 1,300,000       | N/A                         | 281          | 151                        | 39,146               | 429                     | 325                   | 3.06%  |
| 40   | Los Angeles Rams      | NFL              | 1,200,000       | 819,900                     | 197          | 121                        | 60,914               | 879                     | 462                   | 5.15%  |
| 41   | New England Patriots  | NFL              | 1,100,000       | 404,400                     | 156          | 82                         | 117,949              | 640                     | 573                   | 10.83% |
| 42   | Sheffield United      | EFL Championship | 1,000,000       | N/A                         | 274          | 49                         | 68,248               | 674                     | 933                   | 7.01%  |
| 43   | Houston Rockets       | NBA              | 1,000,000       | 104,900                     | 60           | 39                         | 63,333               | 312                     | 225                   | 6.38%  |
| 44   | Baltimore Ravens      | NFL              | 1,000,000       | 319,100                     | 157          | 83                         | 61,783               | 527                     | 385                   | 6.26%  |
| 45   | Olympique Lyonnais    | Ligue 1          | 1,000,000       | N/A                         | 165          | 142                        | 56,364               | 501                     | 480                   | 5.73%  |
| 46   | West Ham United       | Premier League   | 1,000,000       | 689,100                     | 243          | 83                         | 46,091               | 399                     | 383                   | 4.69%  |
| 47   | Tampa Bay Buccaneers  | NFL              | 1,000,000       | 584,900                     | 224          | 123                        | 39,286               | 357                     | 578                   | 4.04%  |
| 48   | Time Brasil           | National         | 1,000,000       | N/A                         | 378          | 326                        | 16,138               | 206                     | 135                   | 1.64%  |
| 49   | Carolina Panthers     | NFL              | 890,400         | 238,000                     | 245          | 144                        | 27,347               | 279                     | 316                   | 3.14%  |
| 50   | Boston Celtics        | NBA              | 889,100         | 129,700                     | 93           | 37                         | 110,753              | 328                     | 253                   | 12.51% |

31-50

## All Sports Teams

Conviva's TikTok®

# TOP 50



# Premier League

## Rank

| Rank | Account                   | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|---------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | Tottenham Hotspur         | 14,500,000      | 12,900,000                  | 560          | 194                        | 182,679                 | 886                        | 733                      | 1.3%            |
| 2    | Manchester United         | 13,600,000      | 11,800,000                  | 650          | 452                        | 375,538                 | 2,330                      | 2,961                    | 2.8%            |
| 3    | Chelsea                   | 7,300,000       | 5,700,000                   | 334          | 141                        | 219,461                 | 1,686                      | 2,765                    | 3.1%            |
| 4    | Liverpool FC              | 7,200,000       | 3,400,000                   | 552          | 151                        | 170,652                 | 1,286                      | 1,890                    | 2.4%            |
| 5    | Manchester City           | 6,400,000       | 3,800,000                   | 862          | 462                        | 112,529                 | 880                        | 855                      | 1.8%            |
| 6    | Leicester City            | 2,400,000       | 1,200,000                   | 394          | 138                        | 108,122                 | 838                        | 1,415                    | 4.6%            |
| 7    | Arsenal                   | 1,800,000       | 979,600                     | 147          | 58                         | 98,639                  | 1,400                      | 1,165                    | 5.6%            |
| 8    | Wolverhampton             | 1,500,000       | N/A                         | 160          | 94                         | 106,250                 | 118,383                    | 740                      | 7.3%            |
| 9    | Everton                   | 1,300,000       | 899,300                     | 398          | 196                        | 40,704                  | 384                        | 421                      | 3.3%            |
| 10   | Watford                   | 1,300,000       | 681,000                     | 251          | 80                         | 97,610                  | 1,218                      | 1,447                    | 7.7%            |
| 11   | Aston Villa               | 1,200,000       | N/A                         | 98           | 94                         | 106,250                 | 740                        | 1,503                    | 7.3%            |
| 12   | West Ham United FC        | 1,000,000       | 689,100                     | 243          | 83                         | 46,091                  | 399                        | 380                      | 4.7%            |
| 13   | Norwich City              | 864,900         | N/A                         | 146          | 114                        | 84,667                  | 1,162                      | 1,337                    | 10.1%           |
| 14   | Newcastle United          | 847,300         | 774,600                     | 86           | 61                         | 126,744                 | 1,436                      | 1,348                    | 15.3%           |
| 15   | Leeds United              | 822,800         | N/A                         | 227          | 114                        | 52,137                  | 560                        | 663                      | 6.4%            |
| 16   | Brentford                 | 821,200         | N/A                         | 119          | 93                         | 138,583                 | 1,643                      | 1,540                    | 15.3%           |
| 17   | Southampton               | 404,000         | 198,600                     | 195          | 75                         | 23,077                  | 415                        | 313                      | 5.9%            |
| 18   | Crystal Palace            | 364,300         | 185,000                     | 149          | 58                         | 22,819                  | 190                        | 228                      | 6.4%            |
| 19   | Burnley                   | 274,600         | 268,399                     | 104          | 88                         | 22,115                  | 204                        | 239                      | 8.2%            |
| 20   | Brighton & Hove Albion FC | 239,700         | N/A                         | 70           | 64                         | 37,143                  | 664                        | 296                      | 15.9%           |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

# Serie A

## Rank

| Rank | Account               | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|-----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | Juventus              | 8,900,000       | 6,400,000                   | 526          | 309                        | 165,970                 | 1,419                      | 1,266                    | 1.9%            |
| 2    | AC Milan              | 4,200,000       | 2,900,000                   | 1,111        | 548                        | 55,446                  | 316                        | 566                      | 1.4%            |
| 3    | Inter                 | 3,100,000       | 2,100,000                   | 595          | 280                        | 39,160                  | 387                        | 465                      | 1.3%            |
| 4    | AS Roma               | 1,600,000       | 1,303,500                   | 505          | 294                        | 58,614                  | 461                        | 579                      | 3.7%            |
| 5    | SSC Napoli            | 501,400         | 203,900                     | 113          | 65                         | 27,434                  | 365                        | 629                      | 5.7%            |
| 6    | ACF Fiorentina        | 435,400         | 270,200                     | 116          | 62                         | 32,759                  | 502                        | 437                      | 7.7%            |
| 7    | Atalanta B.C.         | 246,400         | 225,900                     | 75           | 52                         | 16,000                  | 245                        | 261                      | 6.7%            |
| 8    | Cagliari Calcio       | 171,000         | 126,700                     | 163          | 111                        | 7,975                   | 77                         | 126                      | 4.8%            |
| 9    | Sampdoria             | 111,500         | 83,900                      | 131          | 96                         | 8,397                   | 106                        | 156                      | 7.8%            |
| 10   | Genoa C.F.C.          | 75,000          | 75,000                      | 63           | 57                         | 9,484                   | 152                        | 151                      | 13.0%           |
| 11   | Bologna FC 1909       | 73,000          | 73,000                      | 73           | 66                         | 10,632                  | 86                         | 107                      | 14.1%           |
| 12   | Hellas Verona FC      | 64,600          | 37,900                      | 86           | 44                         | 5,176                   | 83                         | 78                       | 8.3%            |
| 13   | Torino Football Club  | 53,100          | 53,100                      | 11           | 11                         | 23,564                  | 326                        | 249                      | 45.0%           |
| 14   | Udinese               | 52,200          | 52,200                      | 93           | 74                         | 3,816                   | 75                         | 40                       | 7.2%            |
| 15   | Spezia Calcio         | 11,400          | 11,400                      | 8            | 8                          | 3,100                   | 127                        | 36                       | 27.8%           |
| 16   | U.S. Salernitana 1919 | 9,028           | 9,028                       | 11           | 3                          | 2,142                   | 72                         | 53                       | 22.2%           |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

## Rank

| Rank | Account                   | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|---------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | <b>FC Barcelona</b>       | 14,200,000      | 6,600,000                   | 933          | 452                        | 233,333                 | 1,473                      | 1,542                    | 1.7%            |
| 2    | <b>Real Madrid C.F.</b>   | 11,400,000      | 6,800,000                   | 782          | 327                        | 181,458                 | 1,291                      | 1,430                    | 1.6%            |
| 3    | <b>Atletico de Madrid</b> | 3,700,000       | 1,600,000                   | 767          | 146                        | 44,068                  | 273                        | 324                      | 1.2%            |
| 4    | Villarreal CF             | 485,200         | 419,500                     | 184          | 98                         | 19,565                  | 262                        | 357                      | 4.2%            |
| 5    | Valencia CF               | 415,200         | 284,400                     | 354          | 117                        | 10,734                  | 162                        | 170                      | 2.7%            |
| 6    | Cádiz Club de Fútbol      | 390,000         | N/A                         | 767          | 463                        | 4,954                   | 54                         | 30                       | 1.3%            |
| 7    | Real Sociedad             | 348,800         | 125,400                     | 639          | 220                        | 6,103                   | 64                         | 59                       | 1.8%            |
| 8    | Athletic Club             | 330,800         | 271,100                     | 317          | 181                        | 8,517                   | 133                        | 102                      | 2.6%            |
| 9    | Real Betis Balompié       | 315,000         | 289,700                     | 90           | 72                         | 24,444                  | 261                        | 301                      | 8.0%            |
| 10   | rcdespanyol               | 170,000         | 76,000                      | 493          | 156                        | 1,696                   | 23                         | 12                       | 1.0%            |
| 11   | Elche CF                  | 142,800         | N/A                         | 93           | 50                         | 10,753                  | N/A                        | N/A                      | N/A             |
| 12   | Deportivo Alavés          | 86,300          | 68,300                      | 175          | 127                        | 2,563                   | 51                         | 25                       | 3.0%            |
| 13   | RC Celta de Vigo          | 75,900          | 46,900                      | 263          | 154                        | 1,673                   | 30                         | 13                       | 2.2%            |
| 14   | Granada CF                | 75,800          | 54,600                      | 108          | 36                         | 2,889                   | 116                        | 34                       | 3.9%            |
| 15   | Levante UD                | 62,100          | 44,200                      | 65           | 33                         | 2,725                   | 41                         | 25                       | 4.5%            |
| 16   | Real Mallorca             | 44,300          | N/A                         | 99           | 43                         | 1,773                   | 30                         | 16                       | 4.1%            |
| 17   | C. A. Osasuna             | 39,200          | 17,000                      | 76           | 20                         | 1,449                   | 24                         | 10                       | 3.8%            |
| 18   | Getafe C.F.               | 36,900          | 21,200                      | 92           | 54                         | 690                     | 19                         | 7                        | 1.9%            |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

# Ligue 1

## Rank

| Rank | Account                          | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|----------------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | <b>PSG</b>                       | 25,200,000      | N/A                         | 562          | 288                        | 550,000                 | 3,775                      | 4,229                    | 2.2%            |
| 2    | <b>AS Monaco</b>                 | 4,000,000       | N/A                         | 363          | 193                        | 60,055                  | 261                        | 158                      | 1.5%            |
| 3    | <b>OM</b>                        | 1,400,000       | N/A                         | 701          | 291                        | 20,257                  | 274                        | 178                      | 1.5%            |
| 4    | Olympique Lyonnais               | 1,000,000       | N/A                         | 165          | 142                        | 56,364                  | 501                        | 480                      | 5.7%            |
| 5    | Lille LOSC                       | 657,100         | N/A                         | 288          | 166                        | 27,055                  | 264                        | 203                      | 4.2%            |
| 6    | Stade Brestois 29                | 400,700         | N/A                         | 140          | 82                         | 16,901                  | 281                        | 129                      | 4.3%            |
| 7    | OGC Nice                         | 373,700         | N/A                         | 168          | 148                        | 29,412                  | 259                        | 164                      | 7.9%            |
| 8    | RC Lens                          | 211,500         | N/A                         | 70           | 50                         | 38,667                  | 421                        | 521                      | 18.3%           |
| 9    | Stade Rennais F.C.               | 205,300         | N/A                         | 179          | 142                        | 19,022                  | 220                        | 161                      | 9.3%            |
| 10   | Racing Club de Strasbourg Alsace | 125,800         | N/A                         | 224          | 95                         | 3,453                   | 105                        | 108                      | 2.9%            |
| 11   | Montpellier HSC                  | 104,200         | N/A                         | 437          | 352                        | 3,786                   | 51                         | 24                       | 3.5%            |
| 12   | FC Nantes                        | 97,400          | N/A                         | 83           | 43                         | 6,148                   | 102                        | 40                       | 6.4%            |
| 13   | FC Metz                          | 77,700          | N/A                         | 106          | 92                         | 4,626                   | 124                        | 30                       | 6.1%            |
| 14   | Clermont Foot 63                 | 66,700          | N/A                         | 97           | 88                         | 6,436                   | 91                         | 40                       | 9.7%            |
| 15   | Stade de Reims                   | 64,900          | N/A                         | 30           | 29                         | 16,316                  | 113                        | 62                       | 25.1%           |
| 16   | ES Troyes AC                     | 19,200          | N/A                         | 27           | 20                         | 4,537                   | 100                        | 17                       | 23.0%           |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|    | Rank | Account                    | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R. |
|----|------|----------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|------|
| 0  | 1    | <b>Kansas City Chiefs</b>  | 2,000,000       | 300,000                     | 195          | 93                         | 173,333                 | 1,423                      | 1,023                    | 9%   |
| 1  | 2    | <b>Dallas Cowboys</b>      | 1,700,000       | 600,000                     | 170          | 134                        | 120,000                 | 844                        | 897                      | 7%   |
| -1 | 3    | <b>Philadelphia Eagles</b> | 1,500,000       | 300,000                     | 259          | 177                        | 117,375                 | 427                        | 508                      | 8%   |
| 5  | 4    | Detroit Lions              | 1,400,000       | 750,900                     | 73           | 51                         | 276,712                 | 3,531                      | 4,298                    | 20%  |
| -1 | 4    | Pittsburgh Steelers        | 1,400,000       | 405,800                     | 226          | 153                        | 62,832                  | 630                        | 600                      | 5%   |
| 16 | 6    | Cincinnati Bengals         | 1,300,000       | 891,900                     | 116          | 102                        | 156,897                 | 1,572                      | 1,846                    | 12%  |
| 18 | 7    | Los Angeles Rams           | 1,200,000       | 819,900                     | 197          | 121                        | 60,914                  | 879                        | 460                      | 5%   |
| -3 | 8    | New England Patriots       | 1,100,000       | 404,400                     | 156          | 82                         | 117,949                 | 640                        | 573                      | 11%  |
| 12 | 9    | Tampa Bay Buccaneers       | 1,000,000       | 584,900                     | 224          | 123                        | 39,286                  | 357                        | 575                      | 4%   |
| -4 | 9    | Baltimore Ravens           | 1,000,000       | 319,100                     | 157          | 83                         | 61,783                  | 527                        | 385                      | 6%   |
| -3 | 11   | Carolina Panthers          | 890,400         | 238,000                     | 245          | 144                        | 27,347                  | 279                        | 312                      | 3%   |
| 1  | 12   | Chicago Bears              | 873,300         | 358,600                     | 316          | 173                        | 39,241                  | 340                        | 352                      | 5%   |
| 5  | 13   | Buffalo Bills              | 872,000         | 418,800                     | 92           | 56                         | 152,174                 | 819                        | 1,448                    | 18%  |
| 15 | 14   | Indianapolis Colts         | 862,700         | 722,800                     | 72           | 68                         | 125,000                 | 1,322                      | 2,229                    | 15%  |
| -8 | 15   | New Orleans Saints         | 850,100         | 193,100                     | 27           | 25                         | 55,556                  | 593                        | 807                      | 7%   |
| -6 | 16   | Cleveland Browns           | 834,900         | 210,200                     | 106          | 32                         | 86,792                  | 1,026                      | 1,177                    | 11%  |

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Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

## Rank

|     | Rank | Account               | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R. |
|-----|------|-----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|------|
| -3  | 17   | Atlanta Falcons       | 834,000         | 323,300                     | 165          | 93                         | 69,697                  | 711                        | 658                      | 9%   |
| -3  | 18   | Los Angeles Chargers  | 784,100         | 287,300                     | 196          | 131                        | 66,327                  | 404                        | 713                      | 9%   |
| -3  | 19   | San Francisco 49ers   | 765,700         | 305,100                     | 75           | 42                         | 62,667                  | 785                        | 1,050                    | 8%   |
| -1  | 20   | Miami Dolphins        | 755,500         | 304,000                     | 125          | 95                         | 68,000                  | 345                        | 542                      | 9%   |
| -10 | 21   | New York Giants       | 754,500         | 192,000                     | 260          | 134                        | 53,077                  | 280                        | 216                      | 7%   |
| -10 | 22   | Seattle Seahawks      | 735,600         | 212,900                     | 189          | 143                        | 31,217                  | 302                        | 208                      | 4%   |
| -3  | 23   | Minnesota Vikings     | 734,900         | 298,500                     | 173          | 80                         | 51,445                  | 419                        | 556                      | 7%   |
| -7  | 24   | Tennessee Titans      | 720,400         | 265,400                     | 352          | 229                        | 19,318                  | 329                        | 115                      | 3%   |
| 1   | 25   | Arizona Cardinals     | 708,700         | 335,800                     | 209          | 136                        | 36,842                  | 290                        | 248                      | 5%   |
| -3  | 26   | Green Bay Packers     | 650,700         | 243,300                     | 67           | 61                         | 43,284                  | 586                        | 577                      | 7%   |
| -3  | 27   | Denver Broncos        | 625,500         | 234,500                     | 221          | 115                        | 32,127                  | 427                        | 464                      | 5%   |
| 0   | 28   | Washington Commanders | 596,200         | 337,600                     | 147          | 97                         | 75,510                  | 1,016                      | 757                      | 13%  |
| -2  | 29   | New York Jets         | 496,100         | 144,300                     | 217          | 138                        | 29,493                  | 238                        | 291                      | 6%   |
| 1   | 30   | Jacksonville Jaguars  | 318,600         | 252,600                     | 95           | 68                         | 26,262                  | 399                        | 198                      | 8.3% |
| -1  | 31   | Houston Texans        | 204,000         | 95,100                      | 48           | 33                         | 22,917                  | 208                        | 270                      | 11%  |
| 0   | 32   | Las Vegas Raiders     | 160,400         | 160,400                     | 16           | 12                         | 30,925                  | 1,014                      | 453                      | 20%  |

↓  
Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|    | Rank | Account               | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.  |
|----|------|-----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-------|
| 0  | 1    | Golden State Warriors | 3,700,000       | 1,100,000                   | 288          | 170                        | 106,597                 | 620                        | 772                      | 2.9%  |
| 0  | 2    | Utah Jazz             | 2,700,000       | N/A                         | 239          | 180                        | 79,269                  | N/A                        | N/A                      | N/A   |
| 0  | 3    | Milwaukee Bucks       | 1,400,000       | 400,000                     | 578          | 340                        | 44,118                  | 448                        | 310                      | 3.2%  |
| 1  | 3    | Dallas Mavericks      | 1,400,000       | 412,000                     | 185          | 143                        | 90,811                  | 273                        | 430                      | 6.5%  |
| 0  | 5    | Houston Rockets       | 1,000,000       | 104,900                     | 60           | 39                         | 63,333                  | 312                        | 225                      | 6.4%  |
| 0  | 6    | Boston Celtics        | 889,100         | 129,700                     | 93           | 37                         | 110,753                 | 328                        | 250                      | 12.5% |
| 12 | 7    | Charlotte Hornets     | 881,100         | 583,700                     | 451          | 292                        | 44,124                  | 303                        | 278                      | 5.1%  |
| 10 | 8    | Brooklyn Nets         | 804,700         | 504,100                     | 203          | 127                        | 47,783                  | 302                        | 359                      | 6.0%  |
| -2 | 9    | Miami HEAT            | 781,200         | 239,700                     | 252          | 121                        | 45,635                  | 424                        | 398                      | 5.9%  |
| -1 | 10   | Chicago Bulls         | 769,500         | 277,800                     | 39           | 11                         | 87,179                  | 397                        | 718                      | 11.5% |
| 0  | 11   | Trail Blazers         | 751,700         | 293,400                     | 167          | 81                         | 51,497                  | 357                        | 753                      | 7.0%  |
| -2 | 12   | LA Clippers           | 639,600         | 158,700                     | 140          | 64                         | 60,714                  | 263                        | 317                      | 9.6%  |
| -5 | 13   | New Orleans Pelicans  | 625,700         | 114,600                     | 29           | 27                         | 37,931                  | N/A                        | N/A                      | 6.1%  |
| 1  | 14   | Philadelphia 76ers    | 587,200         | 256,200                     | 133          | 87                         | 40,602                  | 310                        | 306                      | 7.0%  |
| -3 | 15   | Orlando Magic         | 570,100         | 135,100                     | 470          | 221                        | 17,234                  | 188                        | 224                      | 3.1%  |



Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|    | Rank | Account                | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.  |
|----|------|------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-------|
| 1  | 16   | Memphis Grizzlies      | 546,700         | 238,500                     | 127          | 57                         | 19,685                  | 192                        | 145                      | 3.7%  |
| -3 | 17   | New York Knicks        | 518,600         | 183,600                     | 234          | 144                        | 25,214                  | 238                        | 271                      | 5.0%  |
| 2  | 18   | Washington Wizards     | 517,000         | 227,200                     | 190          | 93                         | 22,105                  | 196                        | 222                      | 4.4%  |
| -6 | 19   | Atlanta Hawks          | 503,000         | 145,300                     | 131          | 63                         | 23,664                  | 155                        | 208                      | 4.8%  |
| 4  | 20   | Denver Nuggets         | 460,000         | 254,100                     | 98           | 86                         | 61,224                  | 396                        | 596                      | 13.5% |
| -5 | 21   | OKC Thunder            | 446,500         | 133,200                     | 75           | 40                         | 53,333                  | 305                        | 363                      | 12.1% |
| 0  | 22   | San Antonio Spurs      | 379,100         | 152,400                     | 271          | 149                        | 12,177                  | 103                        | 75                       | 3.3%  |
| 4  | 23   | Phoenix Suns           | 373,700         | 285,300                     | 81           | 56                         | 29,630                  | 473                        | 422                      | 8.2%  |
| -3 | 24   | Sacramento Kings       | 370,400         | 143,600                     | 254          | 93                         | 12,205                  | 124                        | 110                      | 3.4%  |
| -2 | 25   | Minnesota Timberwolves | 355,100         | 147,500                     | 169          | 82                         | 23,077                  | 171                        | 266                      | 6.6%  |
| -1 | 26   | Cleveland Cavaliers    | 300,300         | 160,700                     | 48           | 40                         | 33,333                  | 315                        | 269                      | 11.3% |
| -1 | 27   | Indiana Pacers         | 204,400         | 109,000                     | 119          | 87                         | 8,403                   | 95                         | 77                       | 4.2%  |
| 1  | 28   | Toronto Raptors        | 201,200         | 201,200                     | 91           | 67                         | 19,780                  | 652                        | 243                      | 10.3% |
| -1 | 29   | Detroit Pistons        | 199,300         | 136,700                     | 215          | 97                         | 7,907                   | 11                         | 78                       | 4.1%  |



Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A



### Rank

|    | Rank | Account               | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.  |
|----|------|-----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-------|
| 0  | 1    | Chicago Cubs          | 672,100         | 332,800                     | 116          | 42                         | 100,000                 | 509                        | 2,374                    | 15.3% |
| 0  | 2    | Los Angeles Dodgers   | 588,400         | 294,300                     | 102          | 47                         | 82,353                  | 908                        | 1,674                    | 14.4% |
| 3  | 3    | Boston Red Sox        | 565,700         | 355,400                     | 170          | 119                        | 54,118                  | 505                        | 878                      | 9.8%  |
| 0  | 4    | Atlanta Braves        | 547,600         | 321,100                     | 167          | 115                        | 41,317                  | 370                        | 743                      | 7.7%  |
| -2 | 5    | New York Yankees      | 539,500         | 301,700                     | 285          | 155                        | 33,333                  | 441                        | 532                      | 6.4%  |
| -1 | 6    | New York Mets         | 469,700         | 244,400                     | 352          | 179                        | 18,182                  | 330                        | 233                      | 4.0%  |
| 3  | 7    | San Diego Padres      | 440,000         | 283,100                     | 72           | 57                         | 83,333                  | 356                        | 354                      | 19.1% |
| -1 | 8    | San Francisco Giants  | 302,400         | 111,500                     | 109          | 22                         | 39,450                  | 175                        | 463                      | 13.3% |
| 0  | 9    | Cincinnati Reds       | 287,200         | 126,000                     | 49           | 19                         | 87,755                  | 408                        | 618                      | 30.9% |
| 1  | 10   | Texas Rangers         | 264,700         | 146,500                     | 120          | 49                         | 37,500                  | 255                        | 339                      | 14.4% |
| -3 | 11   | Tampa Bay Rays        | 254,200         | 74,400                      | 25           | 16                         | 176,000                 | 130                        | 78                       | 69.3% |
| 1  | 12   | Philadelphia Phillies | 225,700         | 127,600                     | 54           | 29                         | 51,852                  | 309                        | 294                      | 23.2% |
| 1  | 13   | Chicago White Sox     | 211,600         | 119,200                     | 216          | 139                        | 12,500                  | 159                        | 204                      | 6.1%  |
| 14 | 14   | Toronto Blue Jays     | 194,600         | 194,200                     | 103          | 88                         | 21,359                  | 305                        | 219                      | 11.2% |



Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|    | Rank | Account              | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.   |
|----|------|----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|--------|
| -3 | 15   | Kansas City Royals   | 184,300         | 81,300                      | 73           | 42                         | 16,438                  | 134                        | 91                       | 9.0%   |
| 3  | 16   | Seattle Mariners     | 179,300         | 133,400                     | 135          | 65                         | 28,889                  | 165                        | 247                      | 16.3%  |
| -1 | 17   | Detroit Tigers       | 163,900         | 94,600                      | 55           | 40                         | 14,485                  | 363                        | 146                      | 9.1%   |
| -3 | 18   | Pittsburgh Pirates   | 159,700         | 78,700                      | 50           | 27                         | 24,000                  | 198                        | 190                      | 15.3%  |
| 1  | 19   | Milwaukee Brewers    | 149,600         | 105,900                     | 49           | 28                         | 24,490                  | 167                        | 188                      | 16.6%  |
| 1  | 20   | Arizona Diamondbacks | 129,800         | 92,800                      | 48           | 21                         | 22,917                  | 184                        | 187                      | 17.9%  |
| 2  | 21   | Baltimore Orioles    | 125,500         | 101,400                     | 16           | 14                         | 137,500                 | 1,067                      | 2,518                    | 112.4% |
| 2  | 22   | Los Angeles Angels   | 125,000         | 104,800                     | 27           | 22                         | 33,193                  | 288                        | 445                      | 27.1%  |
| -5 | 23   | Oakland Athletics    | 117,900         | 67,000                      | 90           | 24                         | 6,653                   | 79                         | 69                       | 5.8%   |
| -7 | 24   | Minnesota Twins      | 103,700         | 39,000                      | 25           | 13                         | 34,252                  | 303                        | 345                      | 33.7%  |
| -3 | 25   | St. Louis Cardinals  | 88,700          | 61,200                      | 8            | 5                          | 26,775                  | 233                        | 223                      | 30.7%  |
| 0  | 26   | Colorado Rockies     | 82,700          | 75,725                      | 61           | 48                         | 9,595                   | 159                        | 110                      | 11.9%  |
| -2 | 27   | Houston Astros       | 47,900          | 38,335                      | 0            | 0                          | 0                       | 0                          | 0                        | N/A    |
| -1 | 28   | Miami Marlins        | 30,700          | 24,935                      | 23           | 23                         | 5,617                   | N/A                        | N/A                      | N/A    |

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Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|            | Rank     | Account                  | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.  |
|------------|----------|--------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-------|
| <b>0</b>   | <b>1</b> | <b>LA Galaxy</b>         | 698,800         | 547,500                     | 487          | 372                        | 16,427                  | 267                        | 125                      | 2.4%  |
| <b>5</b>   | <b>2</b> | <b>Atlanta United FC</b> | 161,200         | 142,000                     | 202          | 104                        | 3,478                   | 113                        | 24                       | 2.2%  |
| <b>N/A</b> | <b>3</b> | <b>InterMiamiCF</b>      | 147,700         | 147,700                     | 164          | 89                         | 6,707                   | 77                         | 39                       | 4.6%  |
| <b>-2</b>  | 4        | LAFC                     | 64,700          | 22,700                      | 69           | 20                         | 3,125                   | 58                         | 46                       | 5.0%  |
| <b>10</b>  | 5        | Portland Timbers         | 53,900          | 48,411                      | 169          | 147                        | 3,001                   | 56                         | 19                       | 5.7%  |
| <b>4</b>   | 6        | Real Salt Lake           | 52,800          | 40,000                      | 157          | 76                         | 8,917                   | 70                         | 29                       | 17.1% |
| <b>9</b>   | 7        | San Jose Earthquakes     | 49,800          | 46,157                      | 82           | 42                         | 17,073                  | 136                        | 126                      | 34.8% |
| <b>-5</b>  | 8        | Vancouver Whitecaps      | 49,100          | 18,100                      | 83           | 40                         | 7,298                   | 66                         | 71                       | 15.1% |
| <b>-4</b>  | 9        | Chicago Fire Soccer      | 49,000          | 23,000                      | 100          | 56                         | 2,855                   | 51                         | 31                       | 6.0%  |
| <b>-6</b>  | 10       | Houston Dynamo           | 44,800          | 14,800                      | 92           | 38                         | 3,445                   | 27                         | 19                       | 7.8%  |
| <b>-3</b>  | 11       | New York Red Bulls       | 41,400          | 24,300                      | 168          | 85                         | 1,017                   | 27                         | 4                        | 2.5%  |
| <b>N/A</b> | 12       | Sporting Kansas City     | 37,300          | 37,300                      | 71           | 66                         | 10,804                  | 109                        | 198                      | 29.8% |
| <b>-7</b>  | 13       | Orlando City Soccer Club | 34,700          | 12,400                      | 35           | 11                         | 6,009                   | 52                         | 78                       | 17.7% |
| <b>-5</b>  | 14       | Philadelphia Union       | 31,200          | 14,500                      | 88           | 63                         | 3,061                   | 41                         | 12                       | 10.0% |
| <b>N/A</b> | 15       | Toronto FC               | 30,700          | 30,700                      | 41           | 28                         | 7,337                   | 142                        | 120                      | 24.7% |

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Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|     | Rank | Account                | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.  |
|-----|------|------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-------|
| -5  | 16   | FC Dallas              | 23,500          | 12,900                      | 30           | 10                         | 3,203                   | 37                         | 13                       | 13.8% |
| -4  | 17   | D.C. United            | 20,800          | 13,778                      | 34           | 14                         | 5,046                   | 38                         | 9                        | 24.1% |
| -6  | 18   | Nashville SC           | 20,500          | 12,329                      | 47           | 31                         | 7,574                   | 82                         | 264                      | 38.6% |
| N/A | 19   | AustinFC               | 15,300          | 15,300                      | 37           | 36                         | 2,332                   | 53                         | 56                       | 15.8% |
| -6  | 20   | New England Revolution | 13,400          | 7,872                       | 100          | 70                         | 584                     | 27                         | 4                        | 4.6%  |
| -3  | 21   | CF Montreal            | 12,600          | 10,754                      | 15           | 15                         | 4,180                   | 55                         | 69                       | 34.2% |
| -5  | 22   | Seattle Sounders FC    | 7,412           | 4,181                       | 0            | 0                          | 0                       | 0                          | 0                        | 0     |
| N/A | 23   | Colorado Rapids        | 5,483           | 5,483                       | 24           | 16                         | 896                     | 23                         | 4                        | 16.8% |
| N/A | 24   | Minnesota United FC    | 5,406           | 5,406                       | 20           | 10                         | 1,768                   | 53                         | 41                       | 31.9% |
| N/A | 25   | Columbus Crew          | 3,320           | 3,320                       | 21           | 21                         | 2,295                   | 38                         | 12                       | 70.6% |

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Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|    | Rank | Account               | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.  |
|----|------|-----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-------|
| 6  | 1    | Chicago Blackhawks    | 344,600         | 227,600                     | 417          | 224                        | 21,823                  | 195                        | 334                      | 23.8% |
| 2  | 2    | Toronto Maple Leafs   | 319,400         | 173,500                     | 168          | 99                         | 25,000                  | 737                        | 676                      | 39.2% |
| -2 | 3    | Detroit Red Wings     | 313,100         | 89,300                      | 133          | 86                         | 27,068                  | 149                        | 384                      | 6.5%  |
| -2 | 4    | Washington Capitals   | 284,400         | 103,700                     | 156          | 56                         | 41,667                  | 196                        | 667                      | 11.1% |
| 0  | 5    | Pittsburgh Penguins   | 260,300         | 115,800                     | 231          | 124                        | 14,719                  | 221                        | 257                      | 19.8% |
| -3 | 6    | Winnipeg Jets         | 244,100         | 69,700                      | 168          | 93                         | 22,619                  | 125                        | 108                      | 8.7%  |
| 10 | 7    | Canadiens de Montreal | 240,800         | 195,400                     | 84           | 62                         | 28,571                  | 394                        | 831                      | 14.3% |
| -2 | 8    | Canucks               | 208,200         | 90,500                      | 199          | 110                        | 17,588                  | 140                        | 363                      | 13.6% |
| 0  | 9    | New York Rangers      | 178,300         | 89,000                      | 256          | 124                        | 12,500                  | 155                        | 165                      | 22.4% |
| 0  | 10   | Dallas Stars          | 169,300         | 85,100                      | 170          | 124                        | 11,176                  | 80                         | 88                       | 8.1%  |
| 1  | 11   | Boston Bruins         | 165,800         | 92,400                      | 152          | 104                        | 15,789                  | 212                        | 358                      | 19.8% |
| 6  | 12   | Seattle Kraken        | 132,800         | 88,600                      | 68           | 49                         | 11,247                  | 205                        | 91                       | 10.7% |
| 2  | 13   | Edmonton Oilers       | 131,500         | 67,500                      | 40           | 26                         | 19,158                  | 268                        | 279                      | 8.6%  |
| -6 | 14   | Vegas Golden Knights  | 123,900         | 28,600                      | 53           | 9                          | 12,496                  | 117                        | 181                      | 5.3%  |
| 1  | 15   | Carolina Hurricanes   | 122,600         | 64,400                      | 92           | 59                         | 18,478                  | 177                        | 320                      | 13.7% |

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Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

### Rank

|     | Rank | Account               | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | E.R.  |
|-----|------|-----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-------|
| -5  | 16   | Minnesota Wild        | 119,100         | 44,400                      | 54           | 25                         | 12,559                  | 159                        | 186                      | 7.5%  |
| -4  | 17   | Arizona Coyotes       | 118,700         | 50,500                      | 262          | 130                        | 6,107                   | 89                         | 67                       | 19.7% |
| -4  | 18   | Colorado Avalanche    | 108,700         | 87,100                      | 169          | 146                        | 10,651                  | 110                        | 92                       | 17.2% |
| 7   | 19   | New Jersey Devils     | 108,700         | 42,700                      | 108          | 29                         | 7,524                   | 84                         | 290                      | 8.7%  |
| 3   | 20   | Philadelphia Flyers   | 85,700          | 54,600                      | 81           | 53                         | 11,270                  | 108                        | 99                       | 10.5% |
| 9   | 21   | Tampa Bay Lightning   | 80,400          | 69,200                      | 56           | N/A                        | 12,121                  | N/A                        | N/A                      | N/A   |
| -2  | 22   | Columbus Blue Jackets | 80,300          | 46,700                      | 111          | 75                         | 7,678                   | 80                         | 120                      | 11.4% |
| 1   | 23   | LA Kings              | 61,100          | 30,000                      | 88           | 46                         | 2,690                   | 37                         | 24                       | 5.4%  |
| 5   | 24   | Anaheim Ducks         | 58,700          | 47,200                      | 31           | 27                         | 11,239                  | 121                        | 128                      | 6.8%  |
| -4  | 25   | Calgary Flames        | 55,400          | 22,500                      | 41           | 15                         | 9,532                   | 192                        | 296                      | 15.1% |
| -7  | 26   | Florida Panthers      | 54,200          | 17,400                      | 37           | 14                         | 2,914                   | 63                         | 34                       | 4.5%  |
| -5  | 27   | San Jose Sharks       | 53,400          | 21,800                      | 63           | 31                         | 5,170                   | 59                         | 54                       | 7.2%  |
| -3  | 28   | Buffalo Sabres        | 53,200          | 27,500                      | 44           | 24                         | 7,434                   | 87                         | 59                       | 7.4%  |
| N/A | 29   | St. Louis Blues       | 49,900          | 49,900                      | 23           | 23                         | 8,361                   | N/A                        | N/A                      | N/A   |
| -2  | 30   | Ottawa Senators       | 46,000          | 31,300                      | 44           | N/A                        | 6,773                   | N/A                        | N/A                      | N/A   |
| -2  | 31   | Nashville Predators   | 39,700          | 27,400                      | 22           | 19                         | 5,314                   | 69                         | 43                       | 4.1%  |



Change in rank from previous year

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

Conviva's TikTok®  
**TOP 50**

**1-25**  
**Sports Media**

| Rank | Account             | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|---------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | ESPN                | 22,900,000      | 9,100,000                   | 5,539        | 2,948                      | 306,915                 | 544                        | 1,356                    | 1.35%           |
| 2    | Overtime            | 19,200,000      | 4,200,000                   | 3,040        | 1,551                      | 460,526                 | 1,697                      | 4,755                    | 2.43%           |
| 3    | Barstool Sports     | 16,100,000      | 3,100,000                   | 5,646        | 1,577                      | 194,828                 | 278                        | 1,164                    | 1.22%           |
| 4    | House of Highlights | 11,600,000      | 3,400,000                   | 5,900        | 1,729                      | 115,153                 | 253                        | 528                      | 1.00%           |
| 5    | 433                 | 10,000,000      | 4,600,000                   | 2,365        | 670                        | 102,169                 | 423                        | 1,481                    | 1.0%            |
| 6    | DUNK   BASKETBALL   | 8,200,000       | 1,200,000                   | 5,971        | 1,893                      | 88,762                  | 162                        | 152                      | 1.09%           |
| 7    | Haymakers           | 6,900,000       | N/A                         | 1,808        | 944                        | 69,303                  | 904                        | 2,881                    | 1.06%           |
| 8    | FTBL                | 5,400,000       | N/A                         | 2,883        | 935                        | 52,341                  | 313                        | 798                      | 0.99%           |
| 9    | Ballislife          | 5,300,000       | 1,200,000                   | 3,620        | 1,836                      | 74,641                  | 175                        | 335                      | 1.42%           |
| 10   | WAVE.tv             | 4,800,000       | 2,600,000                   | 3,541        | 1,313                      | 46,484                  | 258                        | 766                      | 0.99%           |
| 11   | The Score           | 4,700,000       | 1,700,000                   | 2,664        | 1,036                      | 65,900                  | 375                        | 1,083                    | 1.43%           |
| 12   | Whistle             | 4,600,000       | 1,400,000                   | 4,060        | 1,746                      | 32,217                  | 131                        | 324                      | 0.71%           |
| 13   | TNT Sports Brasil   | 4,500,000       | N/A                         | 1,441        | 788                        | 25,052                  | 288                        | 660                      | 0.58%           |
| 14   | Hoops Nation        | 4,400,000       | 200,000                     | 4,179        | 524                        | 81,694                  | 178                        | 413                      | 1.87%           |
| 15   | BreakAnklesDaily    | 3,900,000       | N/A                         | 3,388        | 1,252                      | 63,813                  | 219                        | 445                      | 1.65%           |
| 16   | Overtime FC         | 3,200,000       | 400,000                     | 1,390        | 361                        | 109,353                 | 605                        | 2,363                    | 3.51%           |
| 16   | BR Football         | 3,200,000       | 900,000                     | 712          | 359                        | 117,978                 | 470                        | 1,586                    | 3.75%           |
| 18   | No Days Off         | 3,100,000       | N/A                         | 3,063        | 1,645                      | 30,362                  | 165                        | 359                      | 1.00%           |
| 19   | Bleacher Report     | 2,900,000       | 700,000                     | 4,427        | 1,492                      | 34,741                  | 99                         | 199                      | 1.21%           |
| 20   | GAMINGbible         | 2,600,000       | N/A                         | 978          | 380                        | 60,429                  | 512                        | 2,330                    | 2.43%           |
| 21   | CBS Sports          | 2,600,000       | 1,100,000                   | 2,330        | 977                        | 76,180                  | 423                        | 1,590                    | 3.01%           |
| 22   | Overtime SZN        | 2,600,000       | 700,000                     | 1,808        | 953                        | 70,686                  | 369                        | 1,425                    | 2.79%           |
| 23   | ESPN Deportes       | 2,500,000       | 1,100,000                   | 540          | 261                        | 73,704                  | 440                        | 2,214                    | 3.05%           |
| 24   | Jukes               | 2,400,000       | 1,200,000                   | 2,161        | 553                        | 35,909                  | 182                        | 610                      | 1.53%           |
| 25   | ESPN FC             | 2,100,000       | N/A                         | 1,032        | 901                        | 63,566                  | 513                        | 971                      | 3.10%           |

| Rank | Account            | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|--------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 26   | Overtime Kicks     | 2,000,000       | 1,323,700                   | 1,595        | 888                        | 46,708                  | 255                        | 417                      | 2.37%           |
| 27   | SLAM               | 1,800,000       | N/A                         | 1,667        | 181                        | 52,250                  | 173                        | 774                      | 2.96%           |
| 27   | TSN                | 1,800,000       | N/A                         | 2,446        | 1,370                      | 20,237                  | 156                        | 468                      | 1.16%           |
| 27   | NBC Olympics       | 1,800,000       | 1,782,200                   | 1,025        | 137                        | 58,927                  | 46                         | 98                       | 3.28%           |
| 27   | Buckets            | 1,800,000       | N/A                         | 2,816        | 854                        | 27,379                  | 45                         | 79                       | 1.53%           |
| 31   | Overtimewbb        | 1,700,000       | 400,000                     | 686          | 202                        | 108,017                 | 560                        | 2,547                    | 6.54%           |
| 31   | TSM FTX            | 1,700,000       | N/A                         | 598          | 337                        | 45,987                  | 328                        | 387                      | 2.75%           |
| 31   | Barstool Gametime  | 1,700,000       | 100,000                     | 1,960        | 977                        | 37,347                  | 53                         | 171                      | 2.21%           |
| 34   | Togethxr           | 1,600,000       | N/A                         | 781          | 712                        | 66,197                  | 553                        | 1,569                    | 4.27%           |
| 34   | The Score Esports  | 1,600,000       | N/A                         | 1,998        | 1,025                      | 44,545                  | 224                        | 1,312                    | 2.88%           |
| 36   | Sports Illustrated | 1,300,000       | 425,300                     | 1,821        | 928                        | 15,211                  | 115                        | 488                      | 1.22%           |
| 36   | Playmaker          | 1,300,000       | N/A                         | 2,878        | 693                        | 18,416                  | 75                         | 278                      | 1.44%           |
| 38   | Bu002FR Kicks      | 1,200,000       | 765,800                     | 657          | 483                        | 26,636                  | 160                        | 362                      | 2.26%           |
| 39   | TUDN               | 1,100,000       | 651,800                     | 840          | 316                        | 16,190                  | 138                        | 297                      | 1.51%           |
| 40   | 90min Brasil       | 990,000         | N/A                         | 829          | 564                        | 10,615                  | 90                         | 282                      | 1.11%           |
| 41   | Dunkademics        | 951,500         | N/A                         | 1,194        | 483                        | 19,514                  | 237                        | 313                      | 2.11%           |
| 42   | Shaqtin            | 938,200         | 196,200                     | 237          | 51                         | 69,620                  | 262                        | 1,433                    | 7.60%           |
| 43   | NBA on TNT         | 919,300         | 383,900                     | 238          | 100                        | 38,655                  | 265                        | 760                      | 4.32%           |
| 44   | SPORT1             | 917,300         | N/A                         | 1,177        | 447                        | 12,999                  | 86                         | 619                      | 1.49%           |
| 45   | TyC Sports         | 889,700         | 763,000                     | 349          | 280                        | 41,834                  | 279                        | 1,153                    | 4.86%           |
| 46   | GOAL               | 826,000         | N/A                         | 1,029        | 687                        | 14,189                  | 130                        | 234                      | 1.76%           |
| 47   | NBC Sports         | 787,200         | 641,100                     | 717          | 287                        | 32,218                  | 83                         | 165                      | 4.12%           |
| 48   | Sky Sports         | 786,400         | 652,300                     | 280          | 158                        | 38,929                  | 245                        | 449                      | 5.04%           |
| 49   | Uolesporte         | 697,300         | N/A                         | 808          | 611                        | 7,302                   | 168                        | 137                      | 1.09%           |
| 50   | BBC Sport          | 657,300         | 459,500                     | 1,044        | 354                        | 14,368                  | 85                         | 78                       | 2.21%           |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

26-50

## Sports Media

Conviva's TikTok®  
**TOP 50**



## Brand Trends

Whether it's traditional consumer brands, technology companies, or events, brands have embraced TikTok with open arms. By our estimate, the number of verified brands on TikTok has more than doubled in the past year—and for good reason. TikTok's organic reach potential has made it the premier social network to activate influencers and generate awareness for new products and services in 2022.

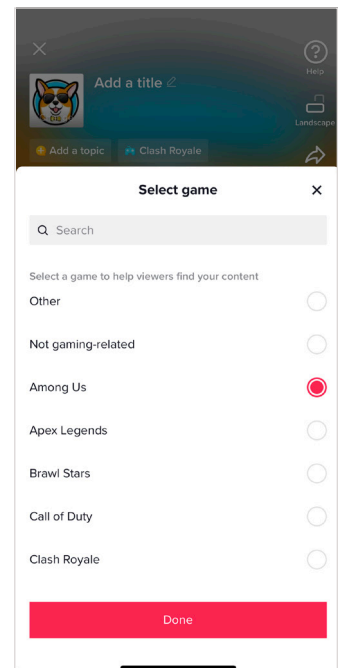
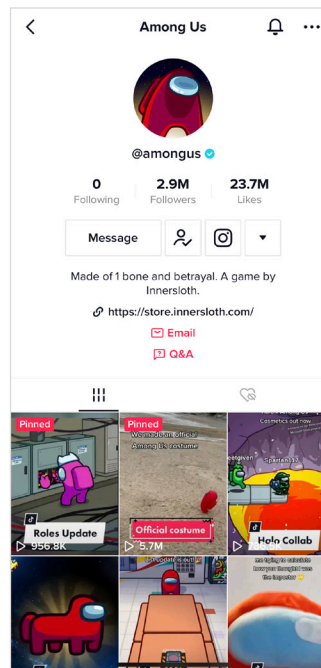
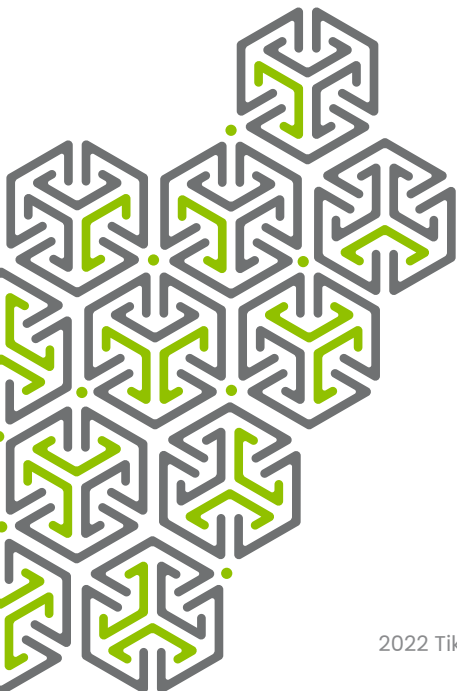
### Trends from brands on TikTok in 2022:

**More ecommerce** – TikTok's partnership with Shopify last year made one thing clear: They want you to shop on TikTok. Expect to see TikTok and brands pushing for more in-app shopping experiences in 2022.

**Rise of UGC** – Accounts like Starbucks have provided the framework for how large brands can be successful with user-generated content as a primary source of content. Brands will look to their communities for content and reward them with features and tags to their account.

**Spending will skyrocket** – Brands are going to invest a much larger portion of their ad and influencer budget on TikTok than they did in previous years. Influencers who can provide high-performing creative will have a steady stream of work, while agencies that can produce creative that mimics influencer content will also do well.

**More video games** – TikTok has found a healthy companion in the gaming industry. As gaming accounts Roblox, Among Us, Xbox, and Fortnite continue to thrive on TikTok, expect to see more gaming brands, influencers, and platforms rise to the top. TikTok's recently released mobile video game streaming functionality is a direct attack on Twitch. You can expect to see a lot more video games streamed on TikTok in the coming year from brands and creators alike.



# Conviva's TikTok® TOP 50

## 1-25 Brands

| Rank | Account                       | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|-------------------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | <b>Guinness World Records</b> | 19,100,000      | 7,800,000                   | 795          | 275                        | 456,730                 | 2,807                      | 5,913                    | 2.44%           |
| 2    | <b>Roblox</b>                 | 7,900,000       | 4,000,000                   | 243          | 182                        | 138,272                 | 7,878                      | 1,234                    | 1.87%           |
| 3    | <b>Fortnite Official</b>      | 7,700,000       | 4,000,000                   | 208          | 166                        | 226,442                 | 6,672                      | 3,155                    | 3.07%           |
| 4    | Red Bull                      | 6,500,000       | 1,300,000                   | 2,859        | 363                        | 35,607                  | 117                        | 377                      | 0.56%           |
| 5    | Crumbl Cookies                | 4,700,000       | N/A                         | 371          | 300                        | 122,642                 | 1,525                      | 2,404                    | 2.69%           |
| 6    | Disney Parks                  | 4,500,000       | 2,900,000                   | 1,011        | 814                        | 102,077                 | 788                        | 1,988                    | 2.33%           |
| 7    | Xbox                          | 3,800,000       | 1,800,000                   | 224          | 171                        | 140,625                 | 3,096                      | 1,344                    | 3.82%           |
| 8    | SHEIN                         | 3,700,000       | 2,300,000                   | 1,558        | 919                        | 16,688                  | 362                        | 194                      | 0.47%           |
| 9    | Grubspot                      | 3,600,000       | N/A                         | 970          | 363                        | 84,021                  | 982                        | 2,794                    | 2.44%           |
| 10   | Gymshark                      | 3,500,000       | 1,100,000                   | 470          | 369                        | 114,043                 | 176                        | 275                      | 3.27%           |
| 11   | Duolingo                      | 3,400,000       | 3,300,000                   | 128          | 127                        | 515,625                 | N/A                        | N/A                      | N/A             |
| 12   | Red Bull Espana               | 3,200,000       | 500,000                     | 780          | 140                        | 55,416                  | 236                        | 880                      | 1.77%           |
| 12   | Fashion Nova                  | 3,200,000       | N/A                         | 1,440        | 783                        | 16,767                  | 186                        | 568                      | 0.53%           |
| 14   | Breathwrk                     | 3,100,000       | N/A                         | 777          | 328                        | 72,946                  | 1,028                      | 1,078                    | 2.42%           |
| 14   | OceanX                        | 3,100,000       | N/A                         | 452          | 323                        | 53,097                  | 238                        | 639                      | 1.74%           |
| 16   | Dunkin'                       | 3,000,000       | N/A                         | 262          | 83                         | 83,206                  | 1,311                      | 734                      | 2.84%           |
| 17   | Among Us                      | 2,900,000       | 1,400,000                   | 74           | 58                         | 313,514                 | 9,993                      | 7,439                    | 11.41%          |
| 18   | Kylie Cosmetics               | 2,800,000       | 1,000,000                   | 220          | 101                        | 70,455                  | 376                        | 300                      | 2.54%           |
| 19   | Toca Life                     | 2,700,000       | 1,798,700                   | 393          | 272                        | 44,275                  | 1,471                      | 330                      | 1.71%           |
| 20   | RedBull Latino                | 2,600,000       | 800,000                     | 1,003        | 426                        | 21,038                  | 122                        | 369                      | 0.83%           |
| 21   | AliBaba                       | 2,500,000       | N/A                         | 122          | 96                         | 225,397                 | 361                        | 436                      | 9.05%           |
| 22   | RedBull Italia                | 2,400,000       | 300,000                     | 783          | 265                        | 37,778                  | 187                        | 706                      | 1.61%           |
| 23   | Red Bull UK                   | 2,200,000       | N/A                         | 321          | 165                        | 77,570                  | 588                        | 1,411                    | 3.62%           |
| 23   | Sacramento History Museum     | 2,200,000       | N/A                         | 850          | 672                        | 32,471                  | 140                        | 124                      | 1.49%           |
| 23   | Nike                          | 2,200,000       | 900,000                     | 142          | 103                        | 36,620                  | 133                        | 145                      | 1.68%           |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

| Rank | Account              | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|----------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 26   | Razer                | 2,100,000       | 1,603,100                   | 343          | 270                        | 29,446                  | 540                        | 374                      | 1.45%           |
| 27   | McDonald's           | 2,000,000       | 1,289,900                   | 77           | 61                         | 188,312                 | 3,538                      | 3,286                    | 9.76%           |
| 27   | San Diego Zoo        | 2,000,000       | 200,000                     | 303          | 128                        | 95,050                  | 594                        | 2,673                    | 4.92%           |
| 29   | NBA 2K               | 1,900,000       | N/A                         | 114          | 58                         | 184,211                 | 3,799                      | 6,485                    | 10.24%          |
| 29   | Liquid Death         | 1,900,000       | N/A                         | 190          | 143                        | 47,368                  | 314                        | 259                      | 2.52%           |
| 29   | VSR                  | 1,900,000       | N/A                         | 361          | 25                         | 121,607                 | 300                        | 1,183                    | 6.48%           |
| 29   | Flex Seal            | 1,900,000       | 300,000                     | 593          | 289                        | 49,916                  | 413                        | 466                      | 2.67%           |
| 33   | Starbucks            | 1,800,000       | 500,000                     | 220          | 149                        | 43,182                  | 556                        | 451                      | 2.45%           |
| 33   | Oregon Zoo           | 1,800,000       | 1,542,200                   | 259          | 145                        | 113,900                 | 1,000                      | 3,984                    | 6.60%           |
| 33   | GoPro                | 1,800,000       | N/A                         | 132          | 71                         | 181,818                 | 1,492                      | 3,975                    | 10.40%          |
| 33   | Gucci                | 1,800,000       | 816,200                     | 192          | 81                         | 77,604                  | 1,035                      | 965                      | 4.42%           |
| 37   | Lamborghini          | 1,700,000       | 1,353,300                   | 67           | 52                         | 116,418                 | 882                        | 1,196                    | 6.97%           |
| 37   | Pacsun               | 1,700,000       | N/A                         | 1,250        | 643                        | 20,480                  | 156                        | 69                       | 1.22%           |
| 37   | Kaja                 | 1,700,000       | 100,000                     | 301          | 124                        | 82,060                  | 229                        | 374                      | 4.86%           |
| 37   | Chipotle             | 1,700,000       | 300,000                     | 230          | 73                         | 153,913                 | 1,420                      | 2,429                    | 9.28%           |
| 37   | Chubbies             | 1,700,000       | N/A                         | 234          | 133                        | 56,838                  | 411                        | 821                      | 3.42%           |
| 37   | Taco Bell            | 1,700,000       | 1,162,400                   | 269          | 170                        | 68,773                  | 1,297                      | 1,067                    | 4.18%           |
| 37   | PUMA                 | 1,700,000       | 943,900                     | 264          | 101                        | 39,394                  | 232                        | 365                      | 2.35%           |
| 37   | 15 Seconds of Fame   | 1,700,000       | 400,000                     | 694          | 109                        | 75,216                  | 360                        | 1,495                    | 4.53%           |
| 45   | Louis Vuitton        | 1,600,000       | N/A                         | 94           | 61                         | 114,894                 | 1,561                      | 1,477                    | 7.37%           |
| 45   | Samsung              | 1,600,000       | 698,500                     | 110          | 89                         | 87,273                  | 924                        | 842                      | 5.56%           |
| 45   | Target               | 1,600,000       | 779,100                     | 264          | 233                        | 26,515                  | 279                        | 258                      | 1.69%           |
| 45   | NTWRK                | 1,600,000       | N/A                         | 1,660        | 588                        | 15,783                  | 143                        | 597                      | 1.03%           |
| 45   | Red Bull Deutschland | 1,600,000       | 200,000                     | 952          | 300                        | 36,555                  | 284                        | 601                      | 2.34%           |
| 45   | Dior                 | 1,600,000       | 813,600                     | 641          | 240                        | 25,741                  | 146                        | 137                      | 1.63%           |
| 45   | RyanAir              | 1,600,000       | N/A                         | 42           | 33                         | 206,522                 | 2,190                      | 2,245                    | 13.2%           |
| 50   | Bang Energy          | 1,500,000       | 300,000                     | 736          | 220                        | 5,842                   | 50                         | 20                       | 0.39%           |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A

Conviva's TikTok®  
**TOP 50**

**26-50**

**Brands**

Conviva's TikTok®  
**TOP 25**

**Brands**  
**Technology**

| Rank | Account             | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|---------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | Xbox                | 3,800,000       | 1,800,000                   | 224          | 171                        | 140,625                 | 3,096                      | 1,344                    | 3.82%           |
| 2    | DuoLingo            | 3,400,000       | 3,300,000                   | 128          | 125                        | 515,625                 | N/A                        | N/A                      | N/A             |
| 3    | Breathwrk           | 3,100,000       | N/A                         | 777          | 328                        | 72,946                  | 1,028                      | 1,078                    | 2.42%           |
| 4    | Alibaba             | 2,500,000       | N/A                         | 122          | 96                         | 225,397                 | 361                        | 436                      | 9.05%           |
| 5    | Samsung             | 1,600,000       | 698,500                     | 110          | 89                         | 87,273                  | 924                        | 842                      | 5.56%           |
| 5    | NTWRK               | 1,600,000       | N/A                         | 1,660        | 588                        | 15,783                  | 143                        | 600                      | 1.03%           |
| 7    | PlayStation         | 1,400,000       | 639,200                     | 63           | 46                         | 49,206                  | 1,416                      | 468                      | 3.65%           |
| 8    | Apple               | 1,200,000       | 1,200,000                   | 20           | 9                          | 260,000                 | 0                          | 726                      | 21.73%          |
| 8    | Cameo               | 1,200,000       | 100,000                     | 1,087        | 247                        | 18,583                  | 347                        | 780                      | 1.64%           |
| 8    | Walmart             | 1,200,000       | 632,000                     | 601          | 421                        | 10,982                  | 191                        | 136                      | 0.94%           |
| 11   | Spotify             | 805,700         | 647,100                     | 339          | 303                        | 20,944                  | 360                        | 375                      | 2.69%           |
| 12   | Wish                | 780,200         | 199,300                     | 1,484        | 764                        | 4,313                   | 38                         | 32                       | 0.56%           |
| 13   | Windows             | 605,700         | N/A                         | 113          | 61                         | 34,513                  | 223                        | 112                      | 5.75%           |
| 14   | Current             | 596,700         | 596,700                     | 111          | 96                         | 18,018                  | 80                         | 112                      | 3.05%           |
| 15   | Microsoft Education | 564,500         | 297,800                     | 102          | 66                         | 27,451                  | 401                        | 273                      | 4.98%           |
| 16   | Xbox México         | 557,100         | N/A                         | 122          | 88                         | 28,689                  | 750                        | 265                      | 5.33%           |
| 17   | Xbox Canada         | 543,000         | 416,700                     | 37           | 21                         | 94,595                  | 1,231                      | 1,356                    | 17.90%          |
| 18   | Amazon              | 540,100         | N/A                         | 1,203        | 926                        | 5,902                   | 56                         | 110                      | 1.12%           |
| 19   | DraftKings          | 525,500         | 525,500                     | 117          | 106                        | 56,410                  | 153                        | 117                      | 10.79%          |
| 20   | Alexa               | 495,600         | 5,600                       | 119          | 46                         | 31,092                  | 250                        | 175                      | 6.36%           |
| 21   | Beats by Dr. Dre    | 449,400         | N/A                         | 356          | 261                        | 7,865                   | 93                         | 87                       | 1.79%           |
| 22   | Tinder              | 426,300         | N/A                         | 37           | 17                         | 48,649                  | 532                        | 51                       | 11.55%          |
| 23   | OMEN                | 404,000         | N/A                         | 32           | 26                         | 37,500                  | 187                        | 92                       | 9.35%           |
| 24   | Sennheiser          | 398,500         | 398,500                     | 118          | 106                        | 11,017                  | 59                         | 162                      | 2.82%           |
| 25   | Photoshop           | 352,000         | N/A                         | 423          | 344                        | 2,253                   | 3                          | 45                       | 0.65%           |

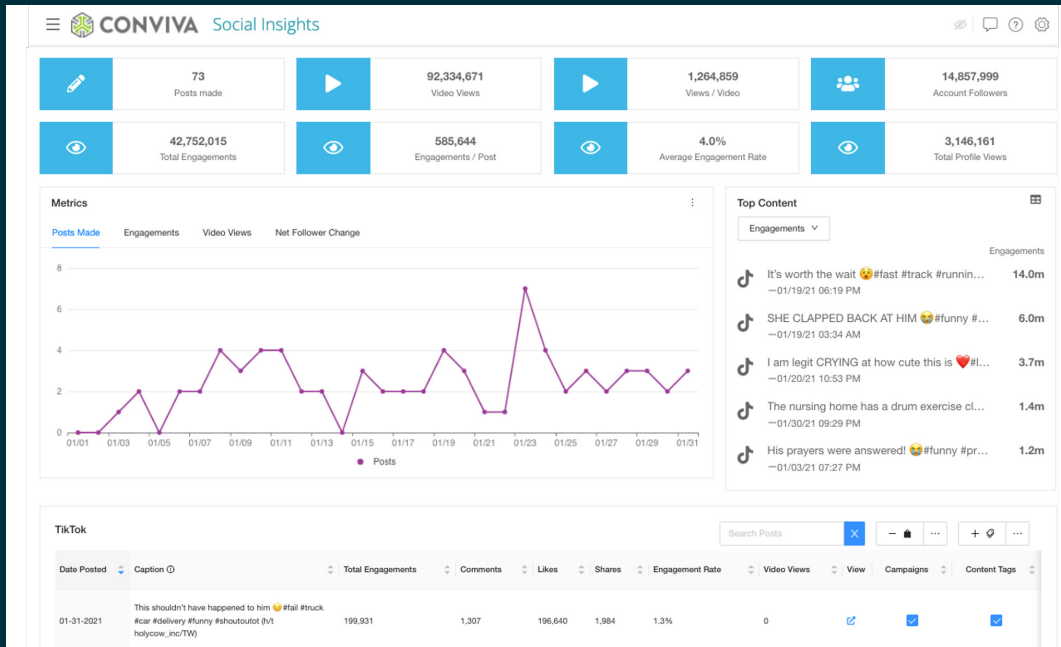
Measuring account performance between March 2021 and March 2022 – accounts without full 2021 data are represented as N/A

Conviva's TikTok®  
**TOP 25**

**Brands**  
**Fashion and Beauty**

| Rank | Account             | Total Followers | Followers One Year Increase | Total Videos | Videos Posted in Past Year | Average Likes Per Video | Average Comments Per Video | Average Shares Per Video | Engagement Rate |
|------|---------------------|-----------------|-----------------------------|--------------|----------------------------|-------------------------|----------------------------|--------------------------|-----------------|
| 1    | <b>SHEIN</b>        | 3,700,000       | 2,300,000                   | 1,558        | 919                        | 16,688                  | 362                        | 194                      | 0.5%            |
| 2    | <b>Gymshark</b>     | 3,500,000       | 1,100,000                   | 470          | 369                        | 114,043                 | 176                        | 275                      | 3.3%            |
| 3    | <b>Fashion Nova</b> | 3,200,000       | N/A                         | 1,440        | 783                        | 16,767                  | 186                        | 568                      | 0.5%            |
| 4    | Nike                | 2,200,000       | 900,000                     | 142          | 103                        | 36,620                  | 133                        | 145                      | 1.7%            |
| 5    | VSR                 | 1,900,000       | N/A                         | 361          | 25                         | 121,607                 | 300                        | 1,183                    | 6.5%            |
| 6    | Gucci               | 1,800,000       | 816,200                     | 192          | 81                         | 77,604                  | 1,035                      | 965                      | 4.4%            |
| 7    | Pacsun              | 1,700,000       | N/A                         | 1,250        | 643                        | 20,480                  | 156                        | 69                       | 1.2%            |
| 7    | Kaja                | 1,700,000       | 100,000                     | 301          | 124                        | 82,060                  | 229                        | 374                      | 4.9%            |
| 7    | Chubbies            | 1,700,000       | N/A                         | 234          | 133                        | 56,838                  | 411                        | 821                      | 3.4%            |
| 7    | PUMA                | 1,700,000       | 943,900                     | 264          | 101                        | 39,394                  | 232                        | 365                      | 2.4%            |
| 11   | Louis Vuitton       | 1,600,000       | N/A                         | 94           | 61                         | 114,894                 | 1,561                      | 1,477                    | 7.4%            |
| 11   | HiSmile             | 1,600,000       | N/A                         | 1,119        | 269                        | 20,554                  | 161                        | 382                      | 1.3%            |
| 11   | Dior                | 1,600,000       | 813,600                     | 641          | 240                        | 25,741                  | 146                        | 137                      | 1.6%            |
| 14   | Dollskill           | 1,500,000       | N/A                         | 2,755        | 1,437                      | 7,193                   | 37                         | 35                       | 0.5%            |
| 15   | MorpheOfficial      | 1,200,000       | 100,000                     | 442          | 272                        | 28,959                  | 189                        | 202                      | 2.4%            |
| 15   | Asos                | 1,200,000       | 665,500                     | 967          | 299                        | 12,203                  | 94                         | 93                       | 1.0%            |
| 15   | STARFACE            | 1,200,000       | N/A                         | 965          | 331                        | 23,420                  | 133                        | 75                       | 2.0%            |
| 15   | Fenty Beauty        | 1,200,000       | 431,500                     | 550          | 311                        | 30,909                  | 238                        | 229                      | 2.6%            |
| 19   | ZARA                | 1,100,000       | 1,100,000                   | 85           | 82                         | 55,294                  | 327                        | 958                      | 5.1%            |
| 19   | Footlocker          | 1,100,000       | N/A                         | 271          | 168                        | 28,044                  | 174                        | 197                      | 2.6%            |
| 21   | MONCLER             | 1,000,000       | N/A                         | 96           | 63                         | 68,750                  | 301                        | 300                      | 6.9%            |
| 21   | Burberry            | 1,000,000       | 923,500                     | 207          | 103                        | 37,681                  | 188                        | 152                      | 3.8%            |
| 23   | ColourPop Cosmetics | 980,400         | N/A                         | 897          | 651                        | 19,844                  | 476                        | 187                      | 2.1%            |
| 24   | Champs Sports       | 953,400         | N/A                         | 254          | 199                        | 16,142                  | 54                         | 86                       | 1.7%            |
| 25   | Adidas              | 924,200         | 861,800                     | 28           | 20                         | 14,179                  | 309                        | 117                      | 1.6%            |

Measuring account performance between March 2021 and March 2022 - accounts without full 2021 data are represented as N/A



## TikTok Analytics

With the massive growth of TikTok, it's essential for marketers to understand the performance of their TikTok content as part of their complete social strategy. Conviva is excited to offer TikTok analytics to provide true cross-platform audience measurement.

### Conviva's TikTok analytics functionality allows you to:

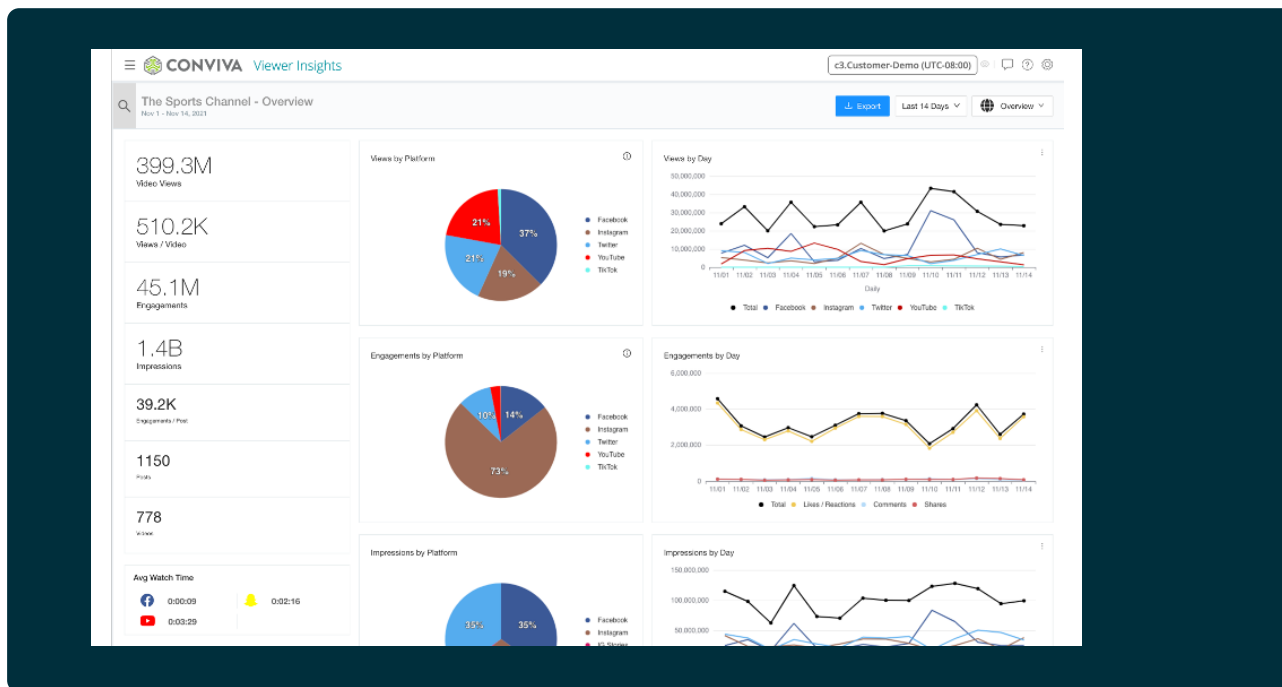
- Track account growth and video-level data to understand what content is driving the most views, engagements, and new followers.
- Create and set benchmarks for TikTok content.
- Automatically tag TikTok posts based on keyword, hashtag, emoji, and more.
- Integrate TikTok metrics into your comprehensive, cross-platform measurement strategy.
- Graph engagement, follower, and other metrics over time and sort by any date range.

**If you want to measure your TikTok analytics reach out to Conviva for a demo**

# Supercharge Your Social Reporting With Conviva

Conviva Social Insights is used by leading video publishers, brands, and sports organizations to provide comprehensive cross-platform social media analytics that enable marketers to maximize their ROI.

- **Streamline your social measurement**  
Centralize all your posts, videos, and stories across TikTok, Facebook, Instagram (including Stories), Twitter, YouTube, and Snapchat.
- **Accelerate time to insight**  
Automatically tag posts and build reports for series, campaigns, sponsors, and more to instantly identify what content is performing best and what is not to optimize social strategies. Go beyond just views with robust social video analytics like average watch time, minutes consumed, completion rates, demographics, and more.
- **Industry and competitor benchmarking**  
Choose from more than 80 industry averages or create your own lists to monitor competitors. Understand what's driving success in your industry or against competitors, and surface competitor posts for trending content.
- **Drive additional revenue through social**  
Surface data and insights around target audiences to package, pitch, and measure the success of branded content and sponsorships.



[Sign up for a demo](#)

## About Conviva Social Insights

Conviva Social Insights provides the world's leading publishers, brands, and sports organizations with comprehensive, cross-platform social media analytics across the entire social universe (Facebook, Instagram, Twitter, TikTok, Snapchat, and YouTube), making it easy to discover what accounts, posts, and videos are performing the best and analyze why. Social Insights also offers a customizable leaderboard and research tool for monitoring the performance of brand and streamed videos, enabling marketers to target campaigns and maximize ROI. [To learn more, visit Streamline Your Social Strategy | Conviva Social Insights.](#)

## About Conviva

Conviva is the census, continuous measurement and engagement platform for streaming media. Powered by our patented Stream Sensor™ and Stream ID™, our real-time platform enables marketers, advertisers, tech ops, engineering and customer care teams to acquire, engage, monetize and retain their audiences. Conviva is dedicated to supporting brands like DAZN, Disney+, Hulu, Paramount+, Peacock, Sky, Sling TV, TED and WarnerMedia as they unlock the incredible opportunity in streaming media. Today our platform processes nearly 3 trillion streaming data events daily, supporting more than 500 million unique viewers watching 200 billion streams per year across 4 billion applications streaming on devices. Conviva ensures digital businesses of all sizes can stream better—every stream, every screen, every second. [To learn more, visit www.conviva.com.](http://www.conviva.com)

**Don't see your account but deserve to be included in our rankings?**

**Fill out this form**

