National Basketball Association

2022 REVIEW

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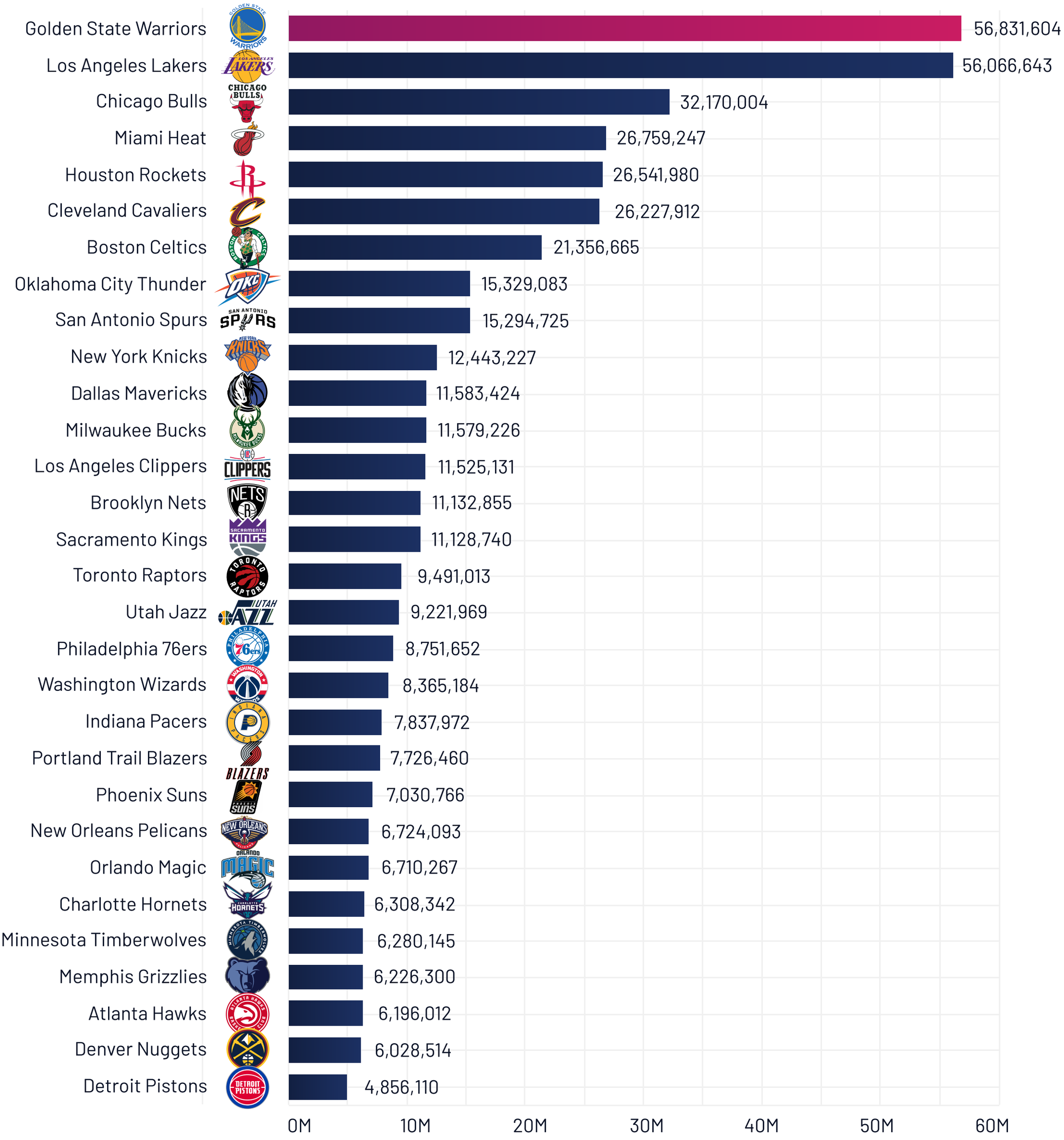
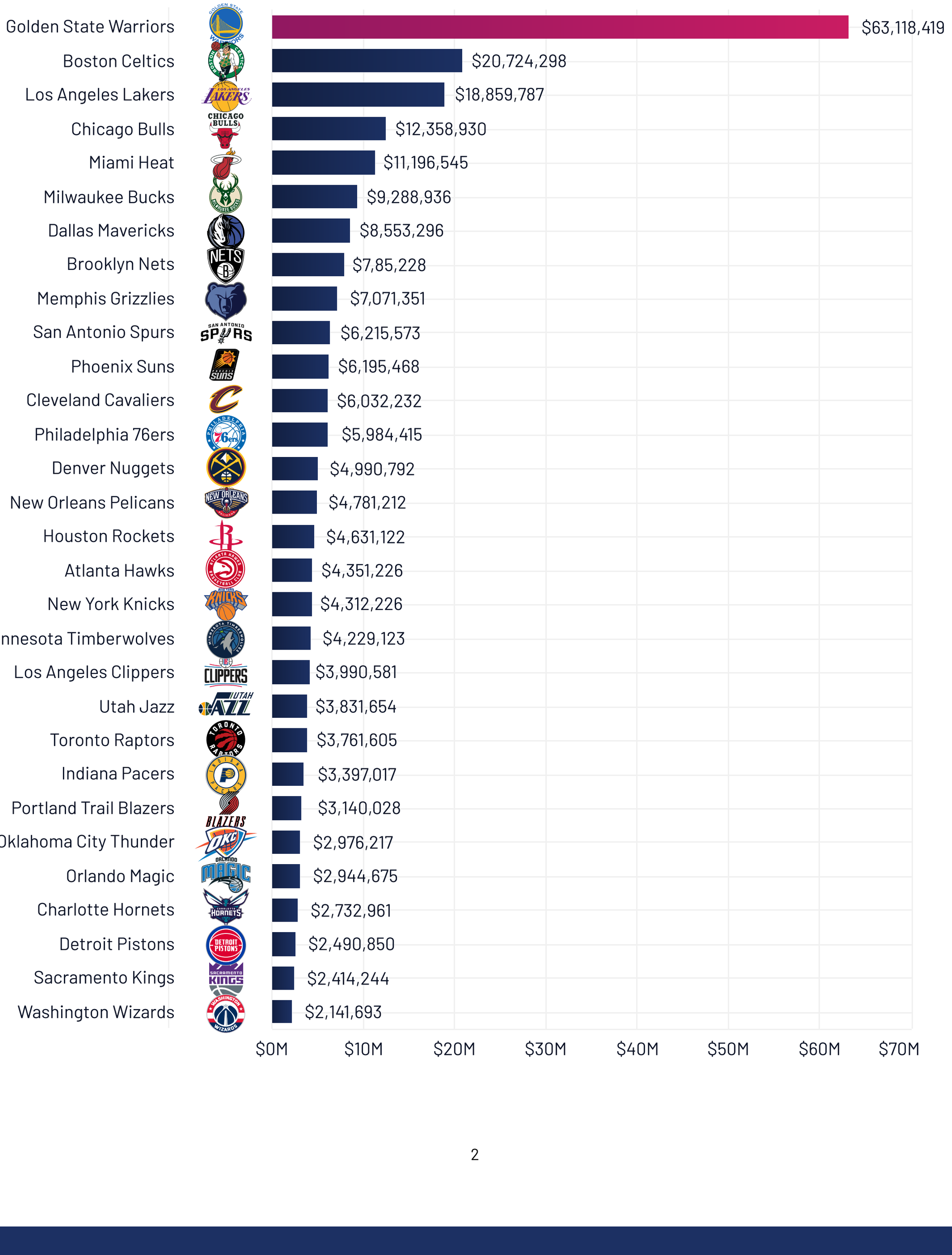
RANKING BY AUDIENCE

Golden State Warriors and Los Angeles Lakers are the two dominant franchises in terms of following with Chicago Bulls a clear third.



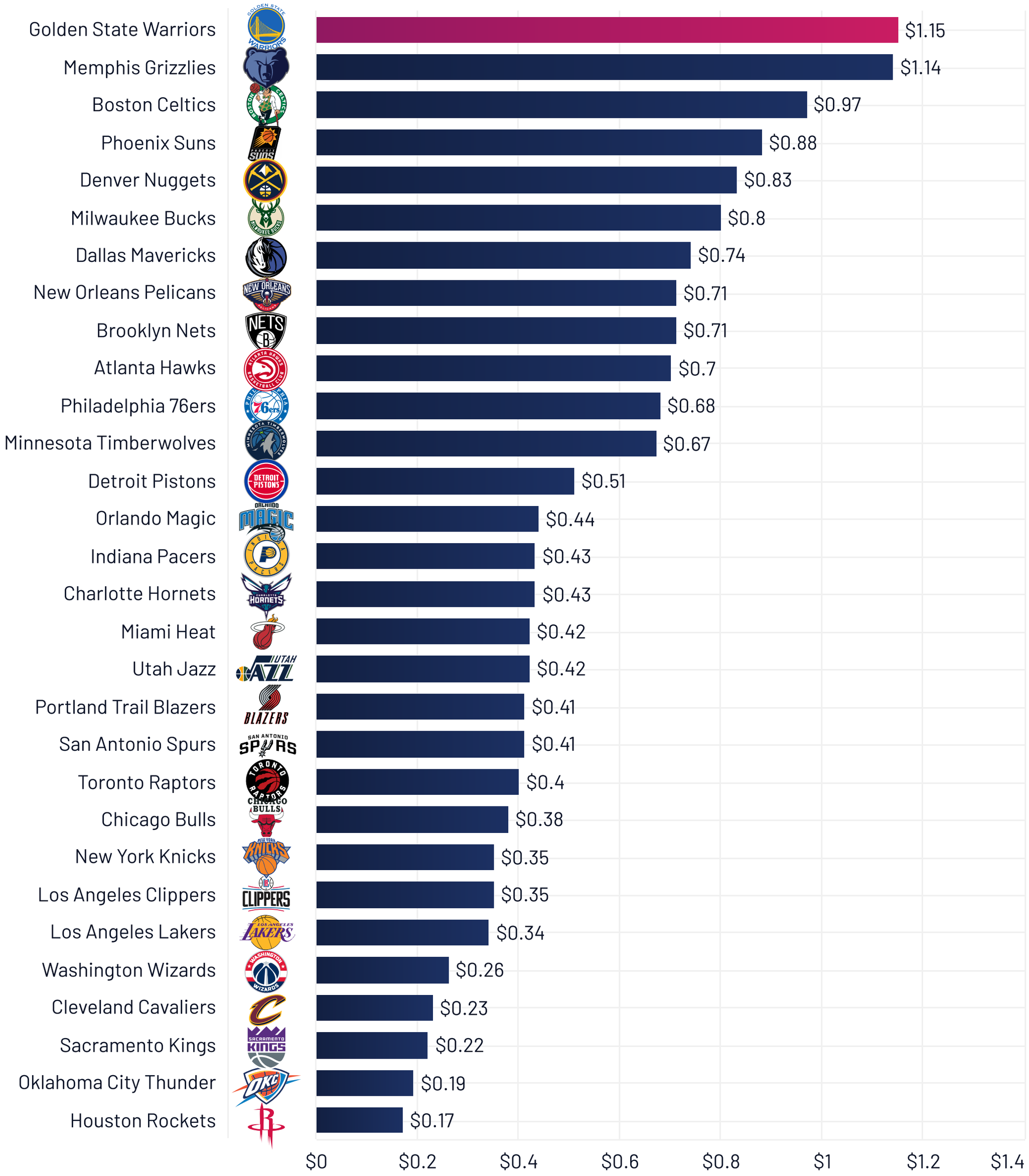
RANKING BY VALUE GENERATED

In terms of value generated, Golden State Warriors dominate clearly with one of the highest activity levels and performance metrics helped by the fact they won the Finals in 2022.



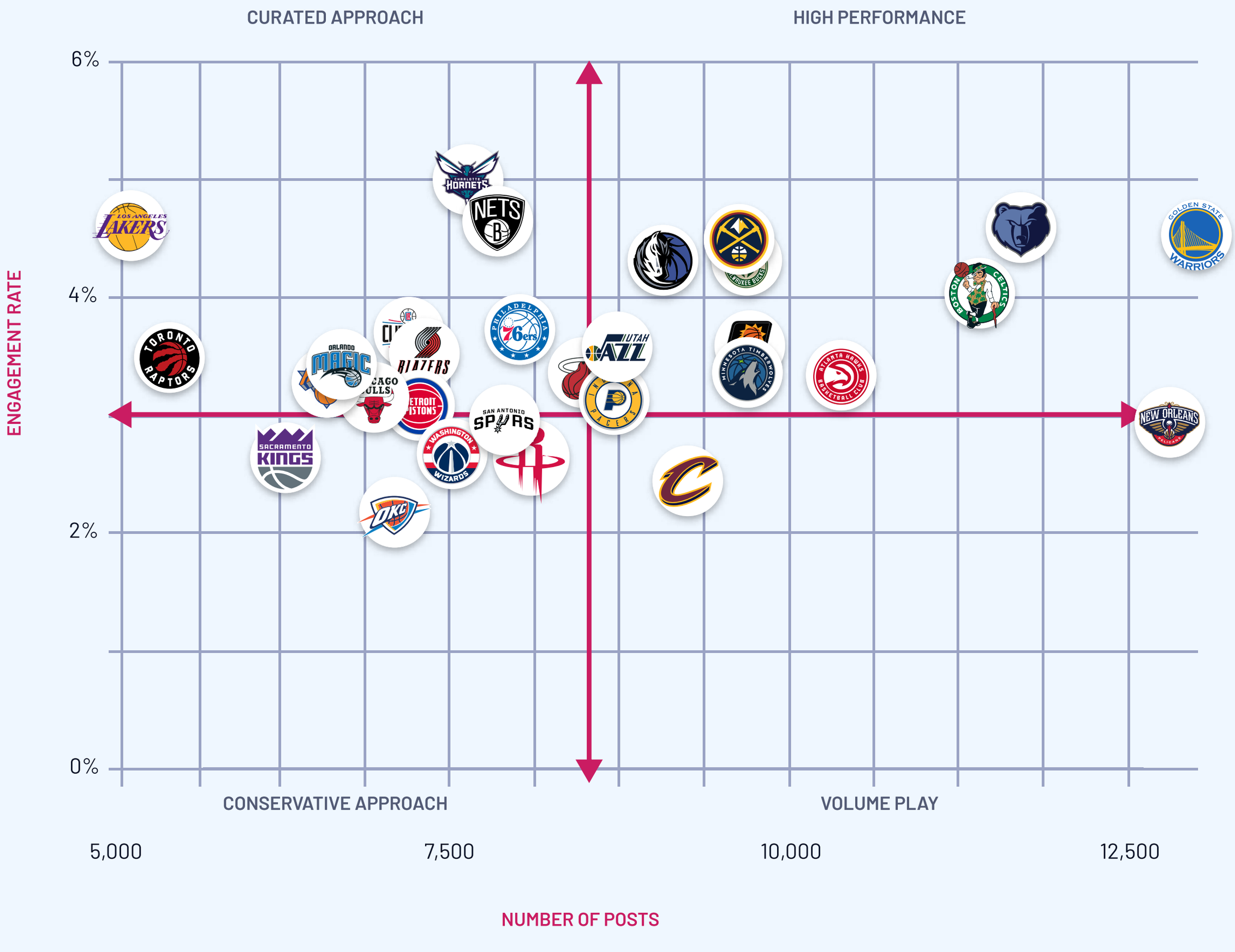
RANKING BY VALUE PER FAN

One of the key reasons why the Golden State Warriors dominate in terms of value generated beyond their following is that they top the rank in value per fan.



COMPARISON OF PERFORMANCE VS NUMBER OF POSTS

We can observe that the two biggest teams: Warriors and Lakers sit on opposite extremes in terms of activity levels which directly impacts the value generated.



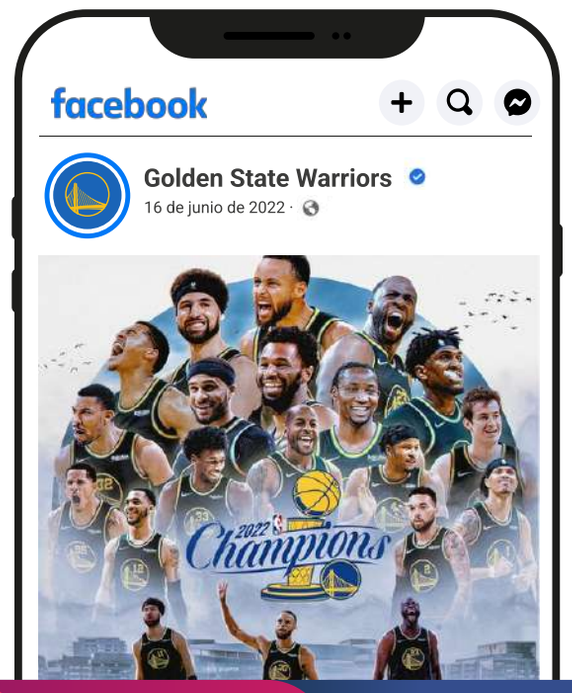
TOP 5 PERFORMING POSTS

Not surprisingly, Warriors dominate in terms of most valuable posts this year.

Golden State Warriors

1
VALUE $547,446
IMPRESSIONS 130,733,441
ENGENAGEMENT 2,867,860

Golden State Warriors

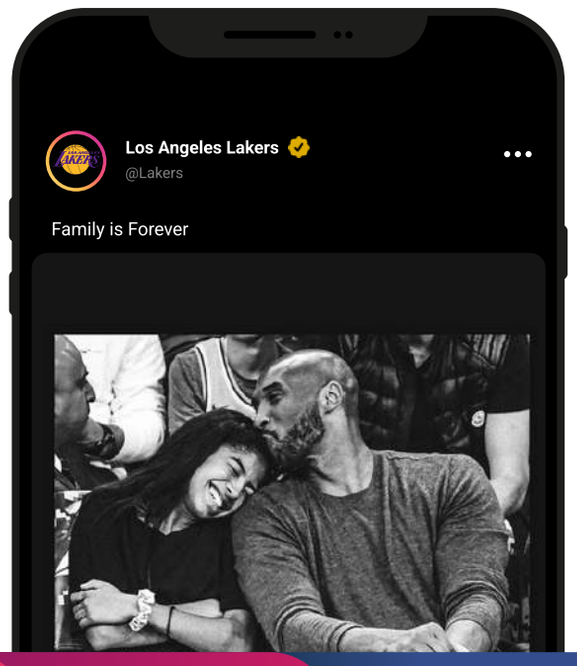


2
VALUE $201,365
IMPRESSIONS 40,754,590
ENGAGEMENT 768,246

Golden State Warriors

3
VALUE $95,497
IMPRESSIONS 8,853,535
ENGAGEMENT 530,499

Los Angeles Lakers



4
VALUE $91,006
IMPRESSIONS 28,966,147
ENGAGEMENT 628,642

Golden State Warriors

5
VALUE $89,368
IMPRESSIONS 32,219,434
ENGAGEMENT 750,174

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