

APRIL TRENDS

Sports content is always moving—but in April, it *exploded*.

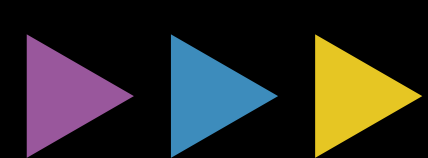
From viral NFL Draft reactions to once-in-a-generation NHL hockey milestones, the month delivered standout moments that drove surges across the ecosystem. Each league found its own breakout story—some historic, others unexpectedly human—that cut through the noise and sparked massive engagement. What stood out: the continued rise of organic content lit up every corner of social. Below, we break down the defining themes and moments shaping April's trends.



NFL Draft Weekend

Offseason, Online Surge

1. UGC accounted for 72% of all NFL video uploads in April, highlighting the growing fan-driven engine behind content output.
2. The NFL Draft weekend produced an average of 1.3B views per day, accounting more than half of the month's total views.
3. Teams benefited greatly from the draft as team channels doubled their March view totals with pick reactions and behind-the-scenes moments.
4. The NFL delivered 8.1B total video views across platforms in April, ranking second among the four leagues, behind only the NBA.





History on Ice

Ovechkin's Digital Goal

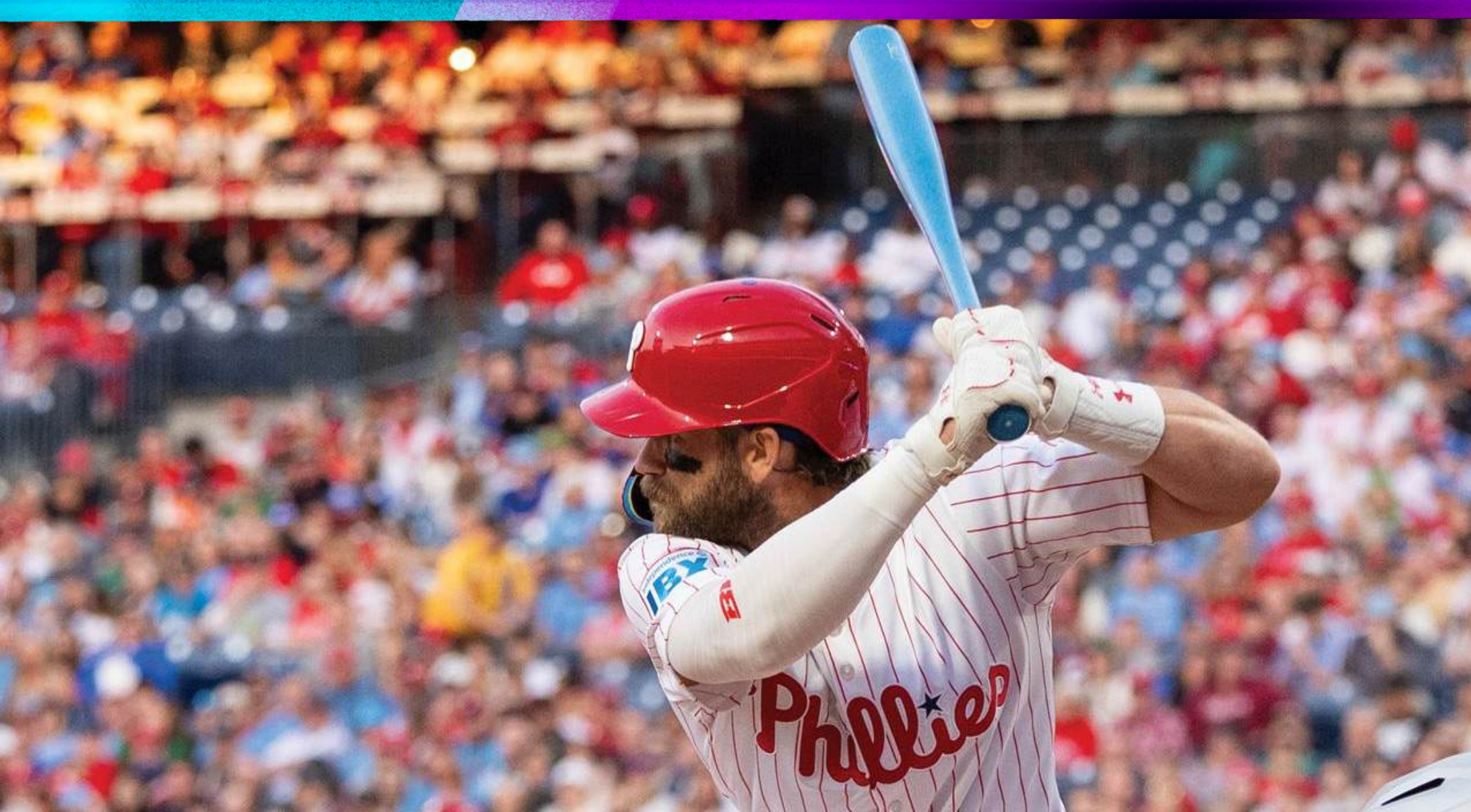
1. On April 6, Ovechkin's record-breaking goal helped drive 358M daily views—more than double the NHL's second-highest day that month.
2. UGC content added nearly 100M incremental views compared to March, showing how deeply fans engaged with the moment.
3. Instagram delivered the highest share of league-owned NHL views in April, while TikTok was the top source for UGC views.
4. With 3.1B views, NHL topped all leagues with the highest views per upload rate, showcasing superior content efficiency.



NBA and MLB Stars; Luka & Harper

April's Top Performers

1. Luka Dončić's return to Dallas on April 9 drove over 1B video views in a single day, marking the NBA's highest daily engagement of the month.
2. The NBA led all leagues in April with 21.6B total video views, a lead so significant that the media partner channels for the NBA contributed more views than MLB, NHL, and NFL media partners combined.
3. UGC made up 72% of all MLB and NBA uploads, with TikTok again delivering the highest reach, despite accounting for just 16% of total uploads across all leagues.



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