

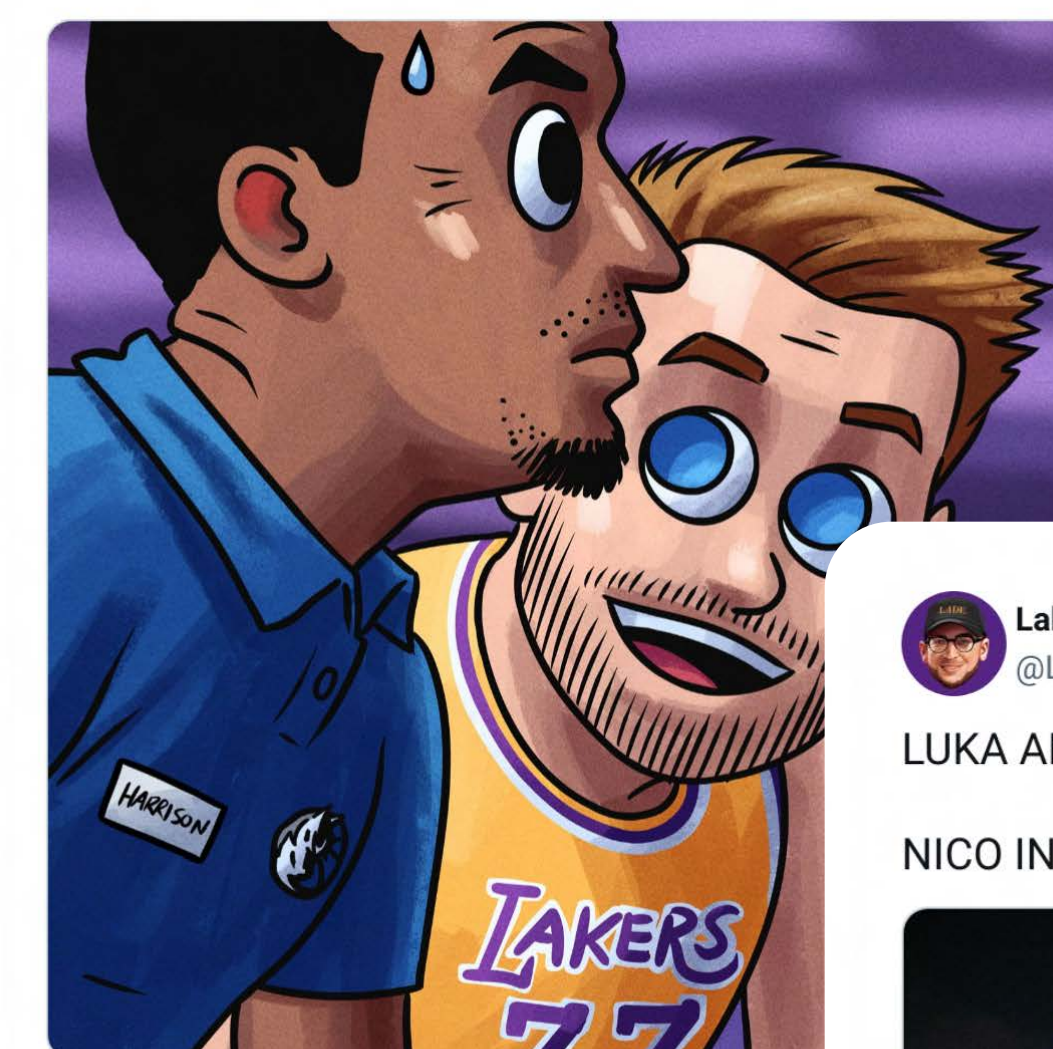
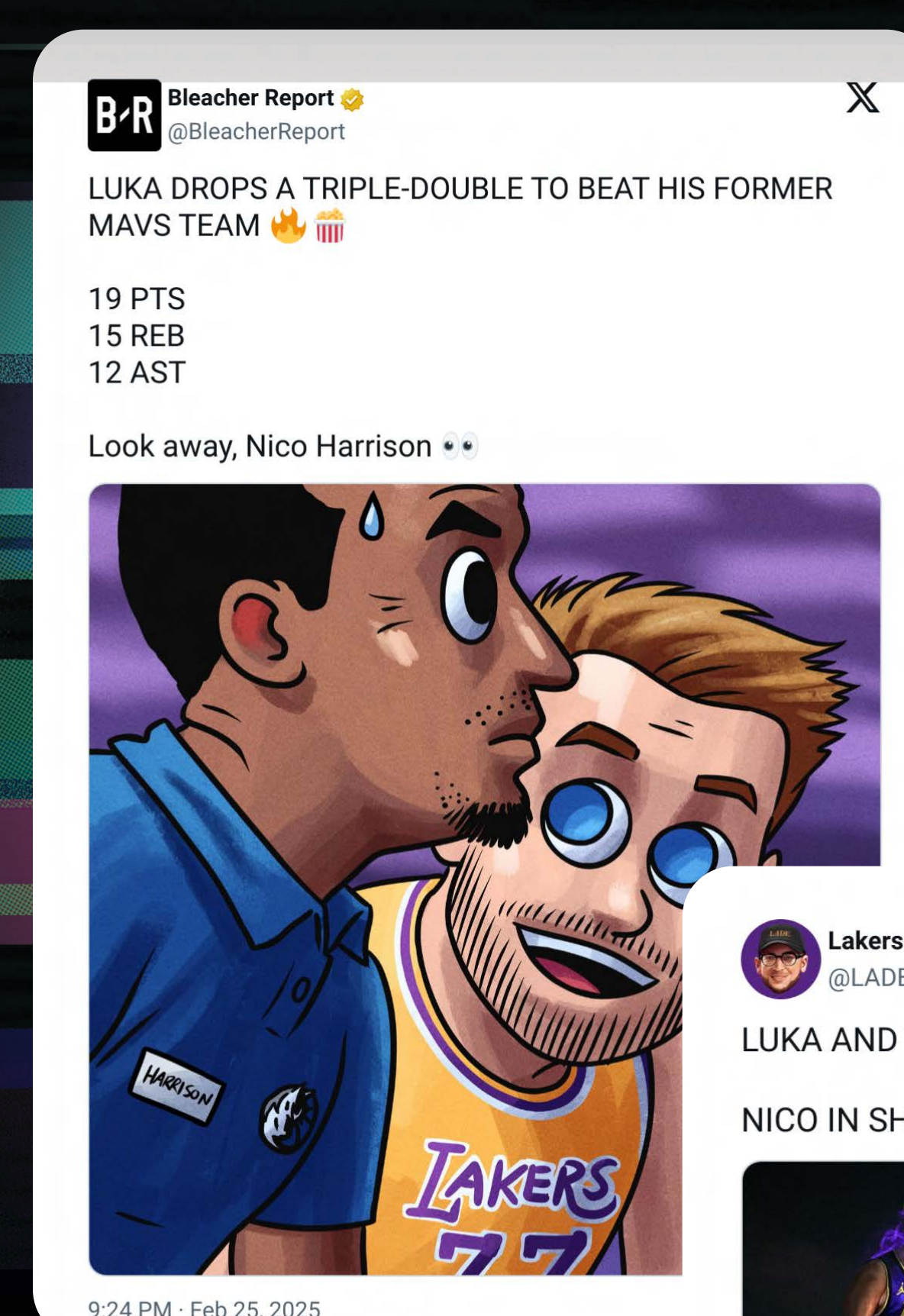
LA'S BRIGHTEST LIGHT

Top 2 Most Social NBA Games this Season— Luka Leads the Charge

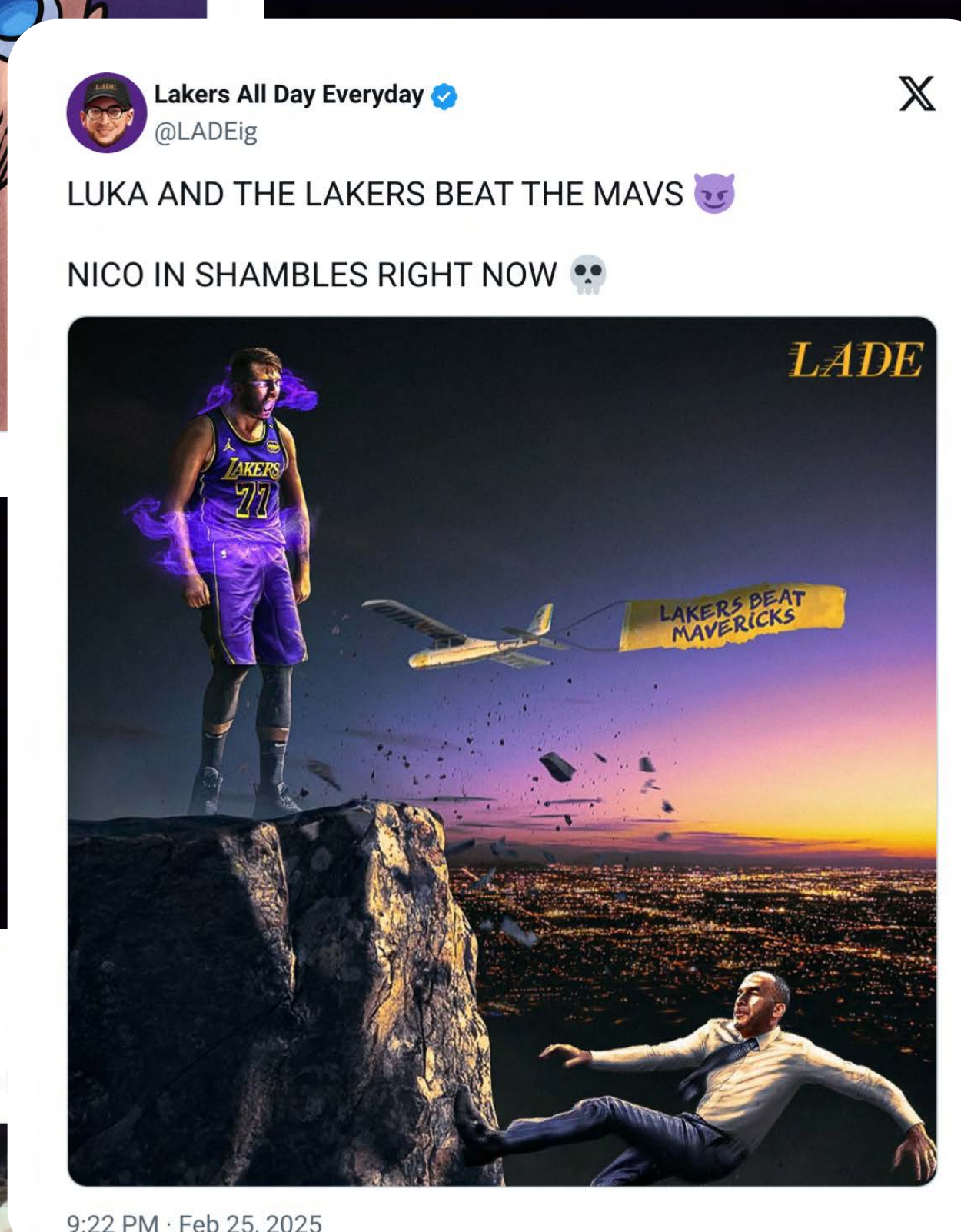
With our partners at the NBA, we analyze every single game throughout the season to understand how each game performs for both the league and the team in driving growth on social media.

In recent weeks, the NBA has been rocked by one of its most talked-about moments in decades – the shocking trade of Luka Dončić to the Lakers. This wasn't just any player moving teams; this was one of the biggest names in basketball, joining one of the most iconic franchises in the sport. Naturally, the buzz was electric, but what unfolded on social media was beyond expectation—it was truly something special.

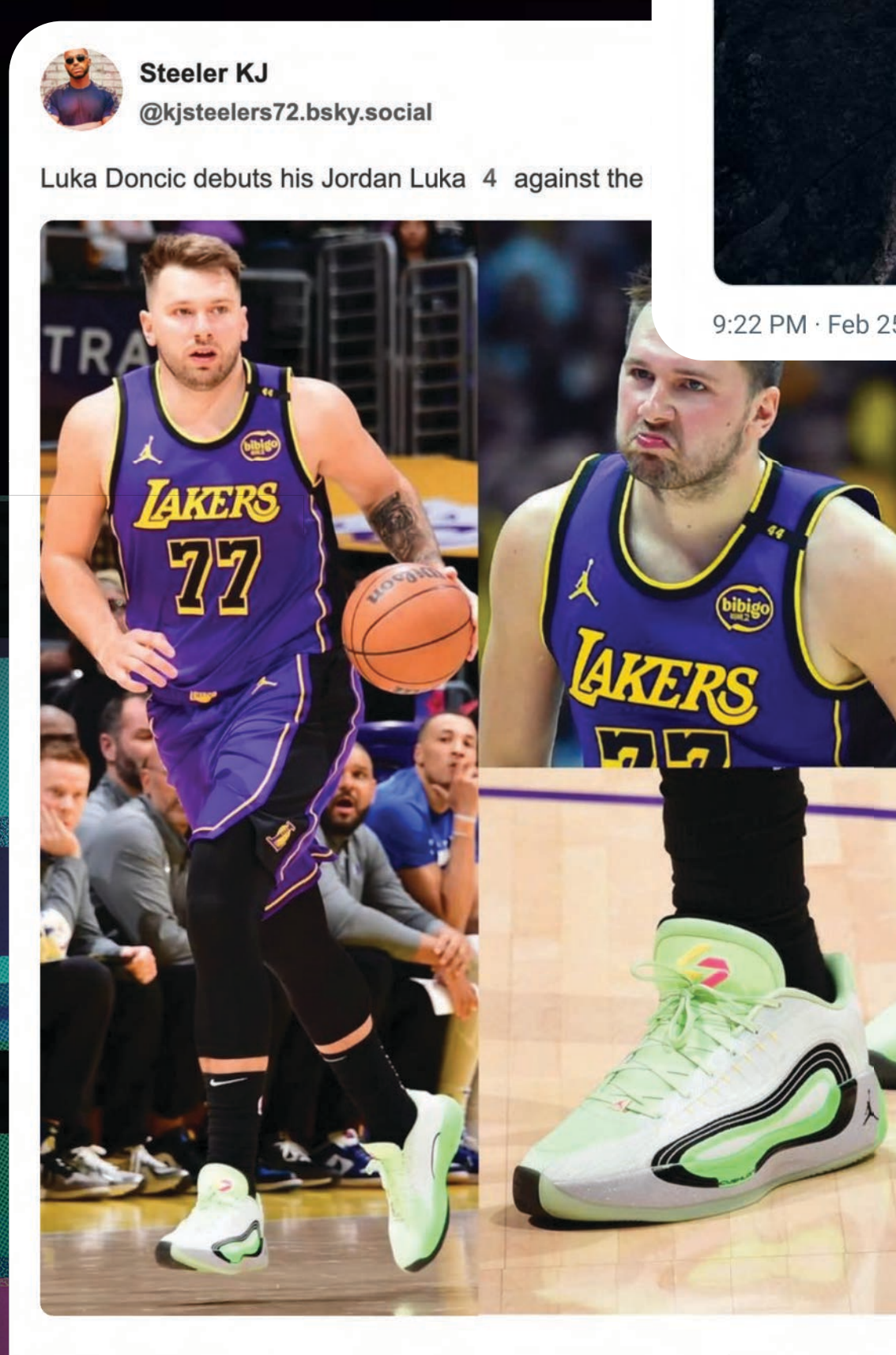
When you look at the numbers, it's clear this trade struck a chord like no other. Out of the thousands of NBA games played this season, Luka's "Revenge Game" against his former team, the Mavericks, claims the #1 spot for most views. And if that wasn't enough, his season debut for the Lakers against the Jazz comes in right behind, ranking at #2. These aren't just games; they're moments that have captured the imagination of fans, ignited conversations across social media, and sent ripples through the sports world. This is reflective of the magnetic power of Luka Dončić—one that's far from over.



9:24 PM · Feb 25, 2025



9:22 PM · Feb 25, 2025



25/2/2025, 20:23:47



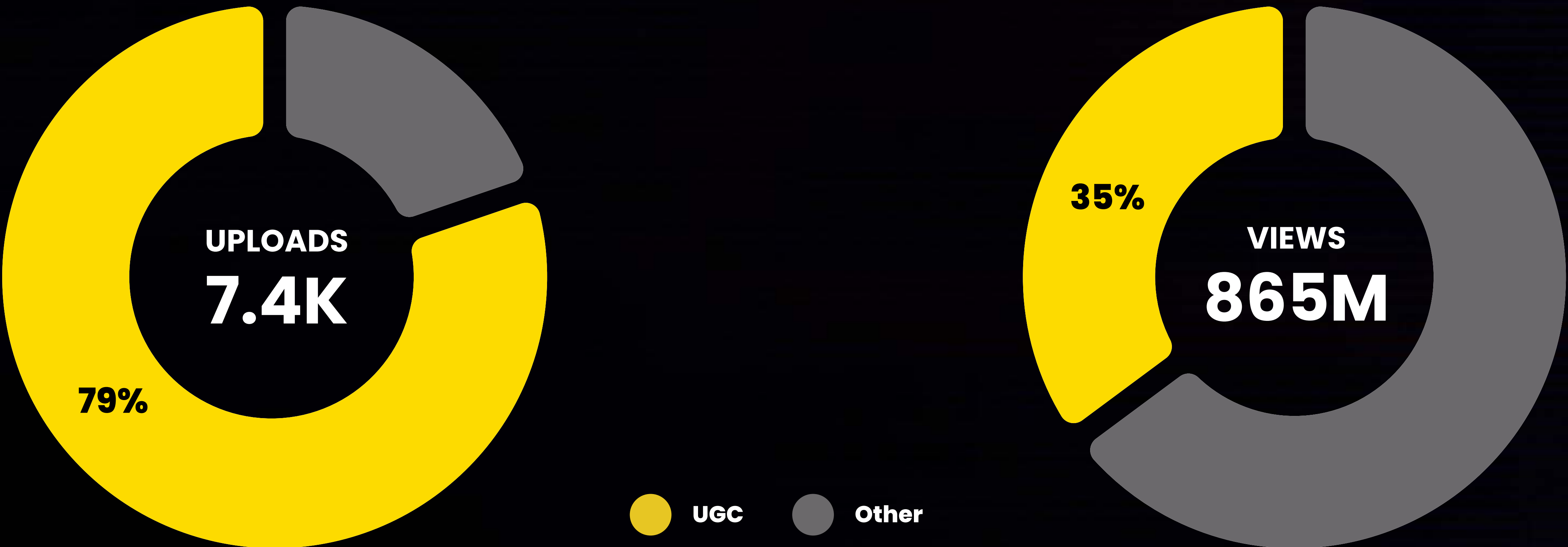
TOP GAMES BY VIEWS:

 865M 2/25/25	 682M 2/10/25	 680M 12/25/24	 561M 11/12/24	 414M 2/8/25
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 **Average Game 44M Views**

So, what fueled that staggering 865M view count—20 times the average game views? The answer is simple: user-generated content. Fans couldn't get enough of Luka on social media during his highly anticipated game against the Mavs. The energy was palpable, and it wasn't just the official broadcasts driving the conversation—it was the fans themselves. The uploads of content from users reached an all-time high, with a massive 79% of all content shared coming directly from fans.

And here's the magic: as a direct result of that fan-driven buzz, total views soared to new heights, with a remarkable 35% of those views stemming from user-generated content.



Below represents how unique the Luka game's performance on social media was, compared to the average NBA game. In the end, Luka's debut became a movement amplified by the very people who live and breathe the sport.

10X More Uploads	20X More Views	11X More UGC Uploads	27X More UGC Views
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