

Ripple

FROM THE FIELD TO THE FEEDS

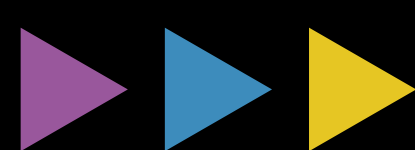


The MLB Tokyo Series Goes Global

The Tokyo Series wasn't just a pair of MLB games played overseas—it was a moment that captured global attention and ignited social media. Shohei Ohtani's most anticipated return to Japan, a hometown crowd buzzing with anticipation, and the international spotlight on Tokyo Dome all set the stage for something bigger than baseball. What unfolded became a digital celebration of nostalgia, pride, and fandom—fueled by creators across Japan and beyond who kept the momentum going long after the final inning.

Between March 15–22, over 28K videos and images were uploaded online around the Tokyo Series, an output on par with what MLB typically sees during an entire 90-game regular season week. The Tokyo Series exploded on social media, driving 1.3B content views globally—an extraordinary number for just two games. User-generated content accounted for a massive 42% of those views proving how fan-powered storytelling can extend the life and impact of a live event well beyond the stadium walls.

This wasn't just digital noise—it was tangible value. Videocites tracked and analyzed the full social media ecosystem, revealing \$26M in total media value for MLB's commercial partners. UGC played a starring role again, delivering \$12M of that total on its own. Thanks to Videocites' AI-powered tracking, MLB could capture the full scope of fan engagement—and the partner ROI that came with it.





THE MLB HIT IT OUT OF THE PARK IN TOKYO. *HERE'S A BREAKDOWN:*

TWO GAMES MATCHED A FULL WEEK OF MLB CONTENT:

28,000 uploads were tracked in just seven days, the same amount typically seen across a 90-game MLB week



90-Game Regular Season Week

28K

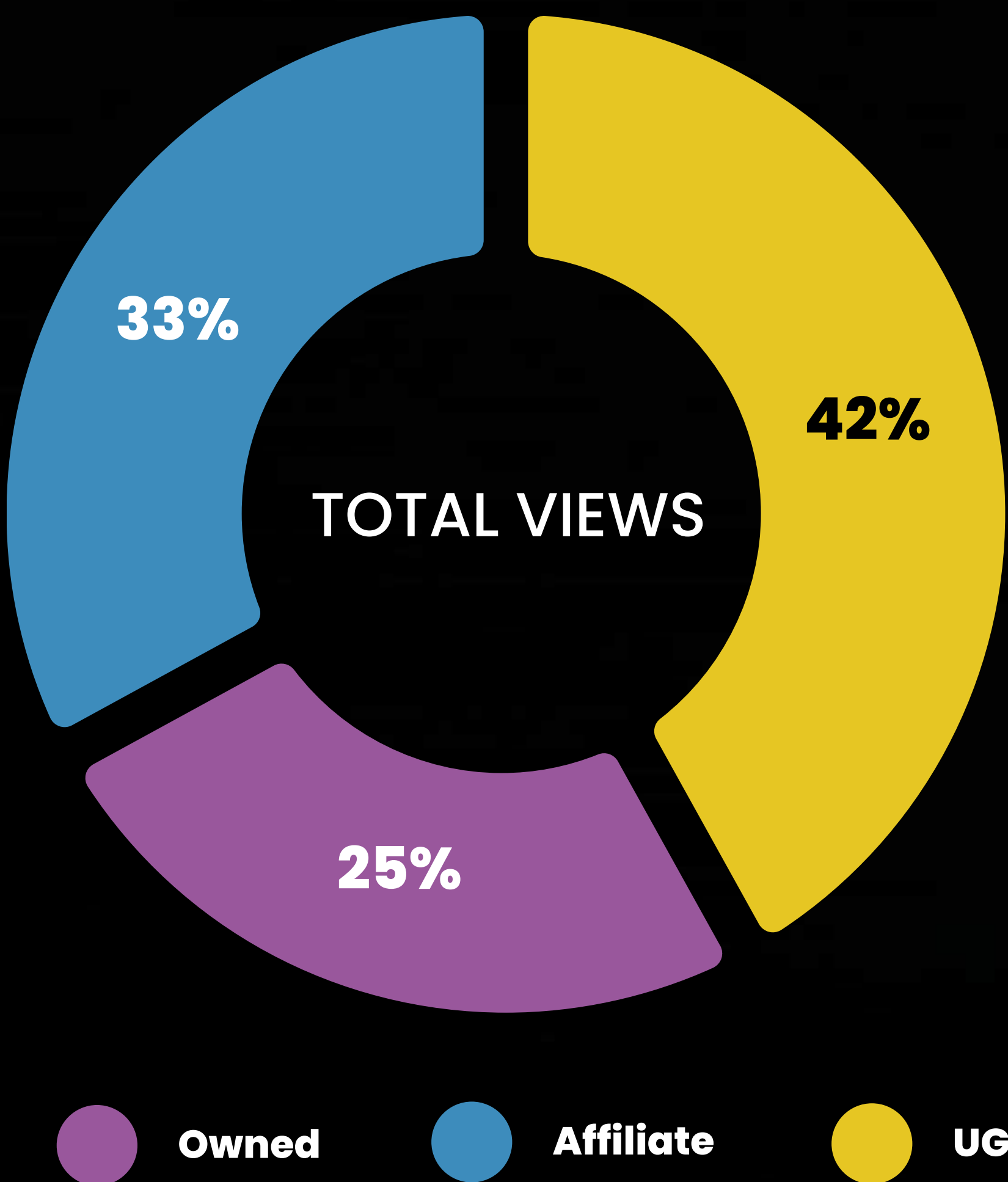


MLB Tokyo Series (2 Games)

28K

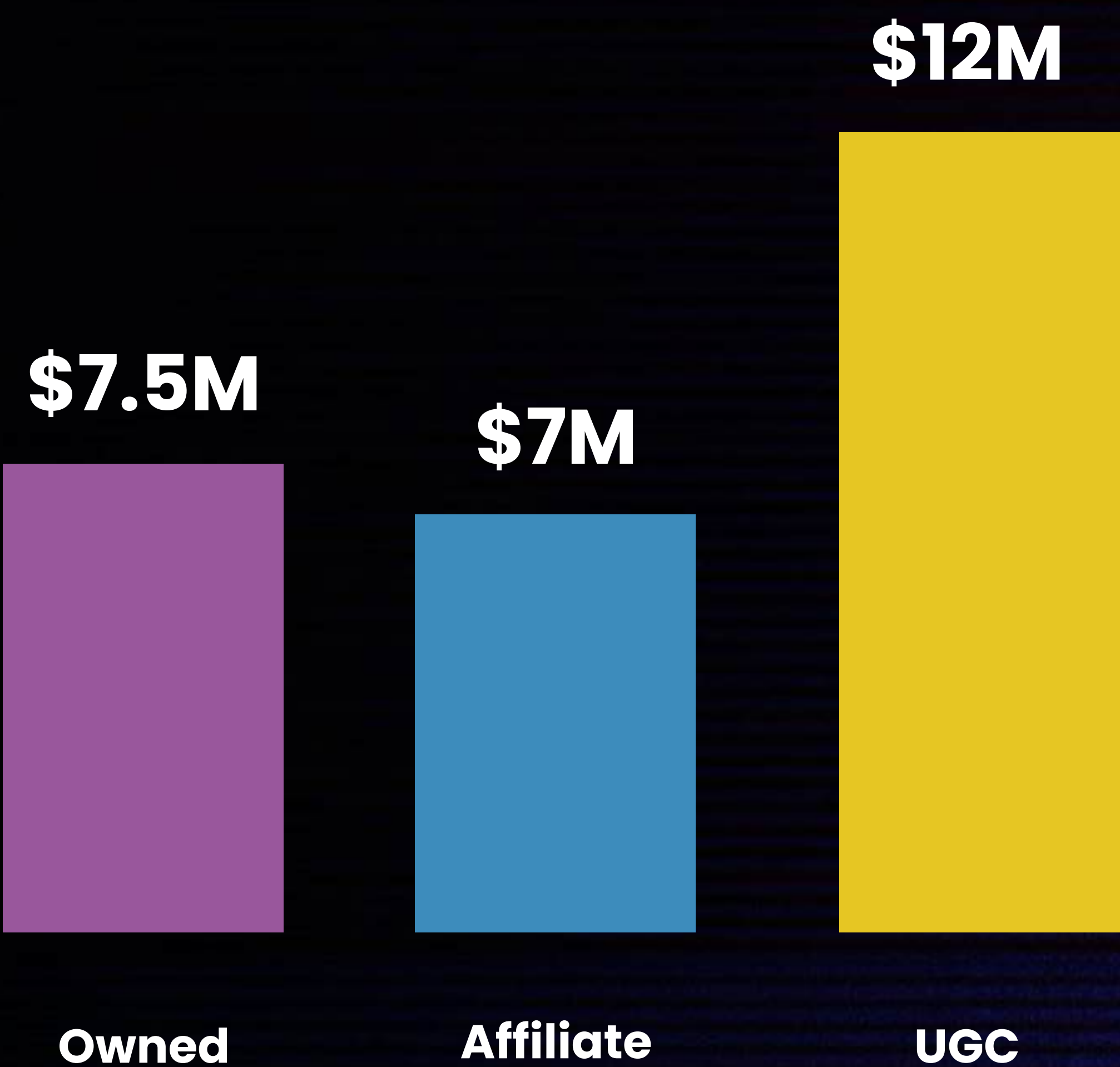
UGC DROVE THE DIGITAL WAVE:

With nearly double the viewership of MLB's owned (25%) channels, UGC (42%) proved to be the most powerful engine of reach and visibility throughout the Tokyo Series.



SPONSOR VALUE HIDDEN IN UGC:

UGC contributed nearly 46% of the total media value — a number that typically goes untracked without Videocites' technology.



Ripple



The Power is in UGC

“The MLB Tokyo Series proved how a single moment—when amplified by passionate fans—can rival the content output of an entire week or season. With Videocites’ technology, MLB saw every video, every view, and every dollar of partner value, no matter where it came from.”



AMOS VARON

Chief Revenue Officer / Videocites



Creating Ripple Effects on Social Media

The Tokyo Series showed us that today’s biggest sports moments don’t live in isolation—they echo through the feeds, shaped by fans, creators, and culture. Thanks to Videocites, MLB was able to capture the full extent of that ripple effect—from media value to viral reach—proving once again that even two games can drive a global digital phenomenon when you’re tracking the full picture.

Follow Your Content, Everywhere.

Social media tells a story that traditional media analytic tools can’t capture. Platforms thrive on dynamic interactions, real-time engagement, and viral UGC moments. Videocites is the only technology company that tracks how content flows across social media channels and platforms, no matter the source.

Discover how to tap into the power of organic uploads and accurately measure your content’s performance.

[CONTACT US TO GET STARTED](#)

