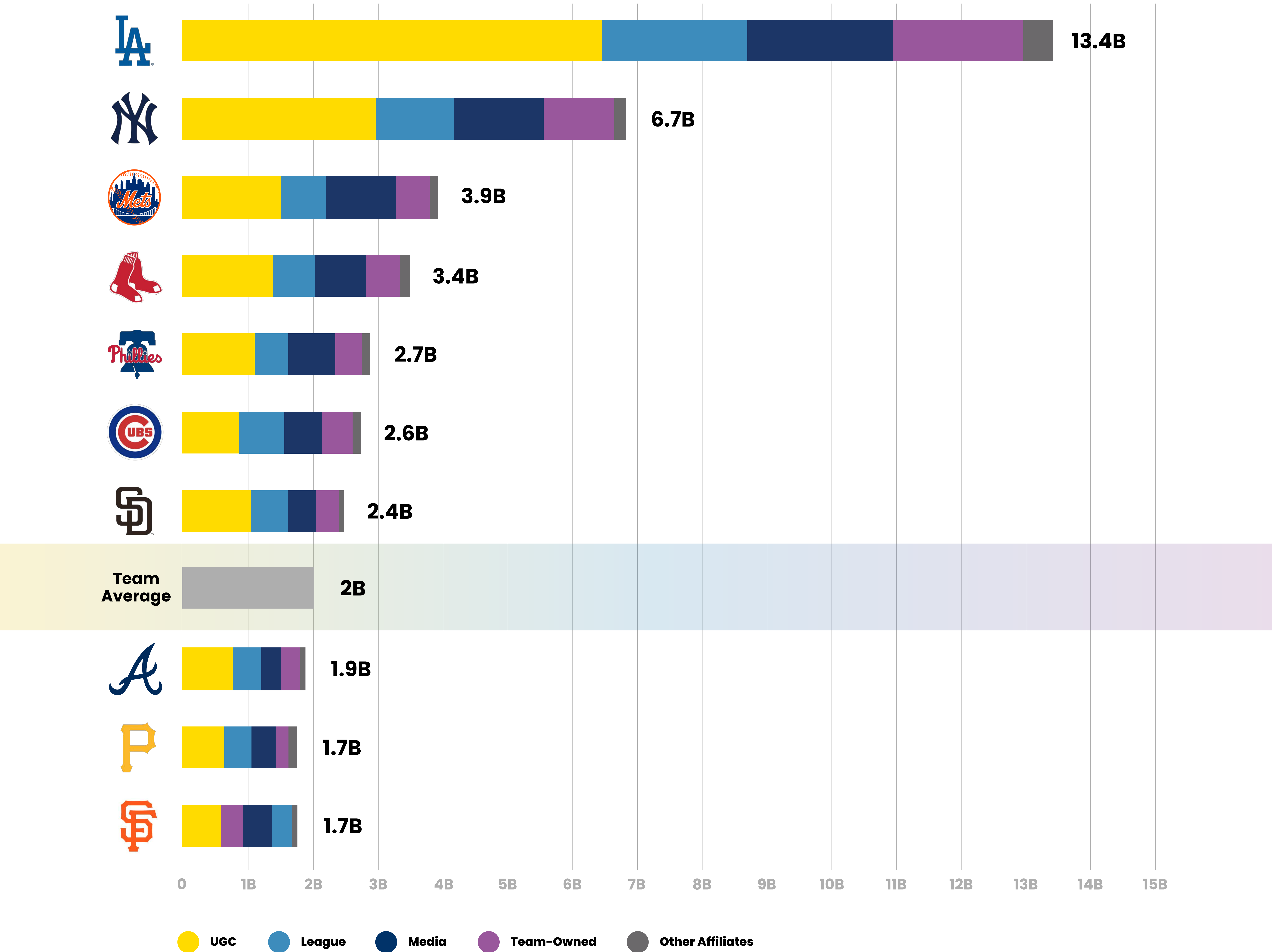


POWER RANKINGS

MLB Mid-Season Social Media Performance Report

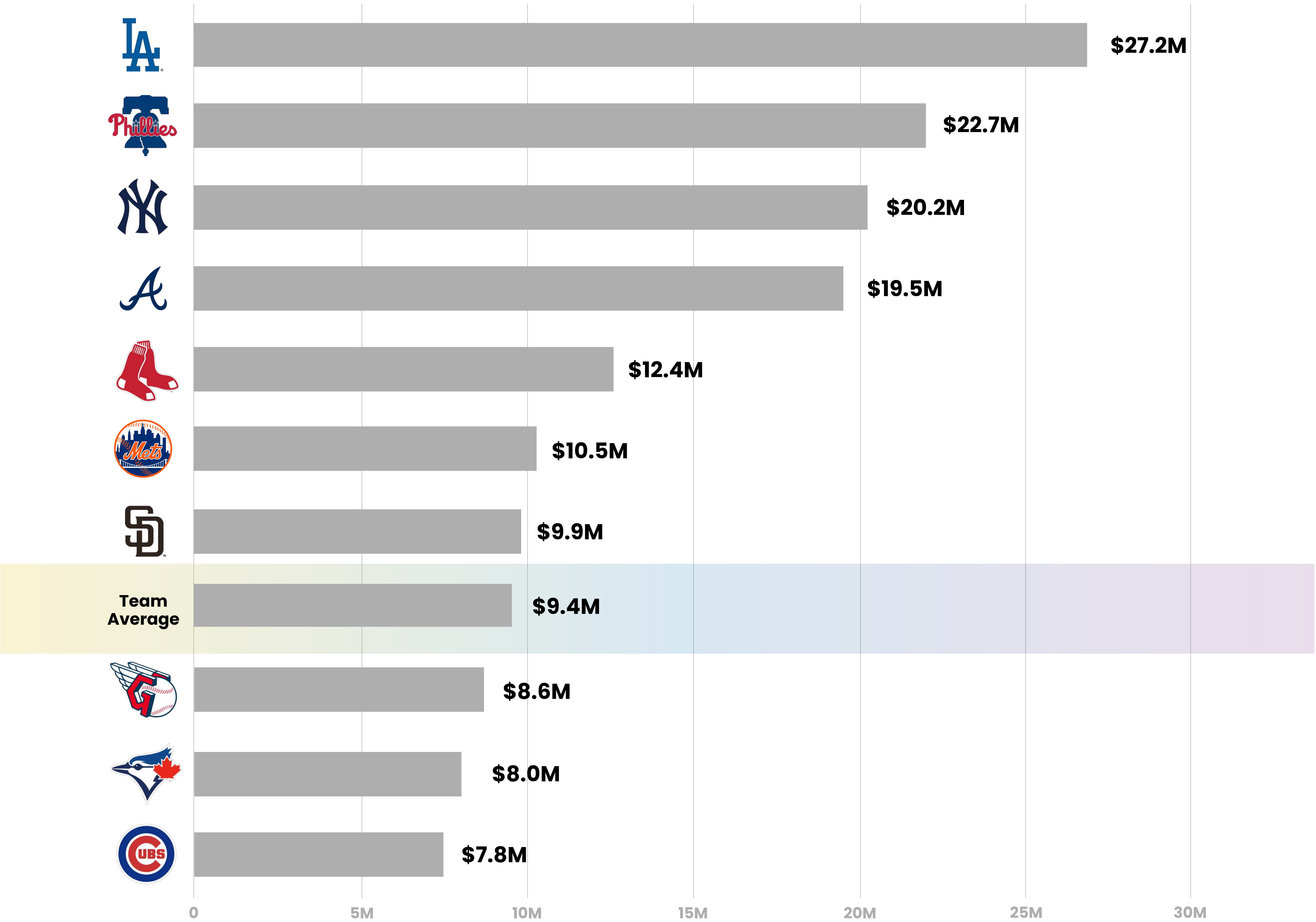
LA Dodgers Double the Field, Fueled by UGC's 40% Dominance

The Dodgers' 13.4B views lead MLB by a wide margin, more than double the Yankees at #2. With UGC driving 40% of all team-related reach, tapping fan-driven content is proving to be the difference-maker.



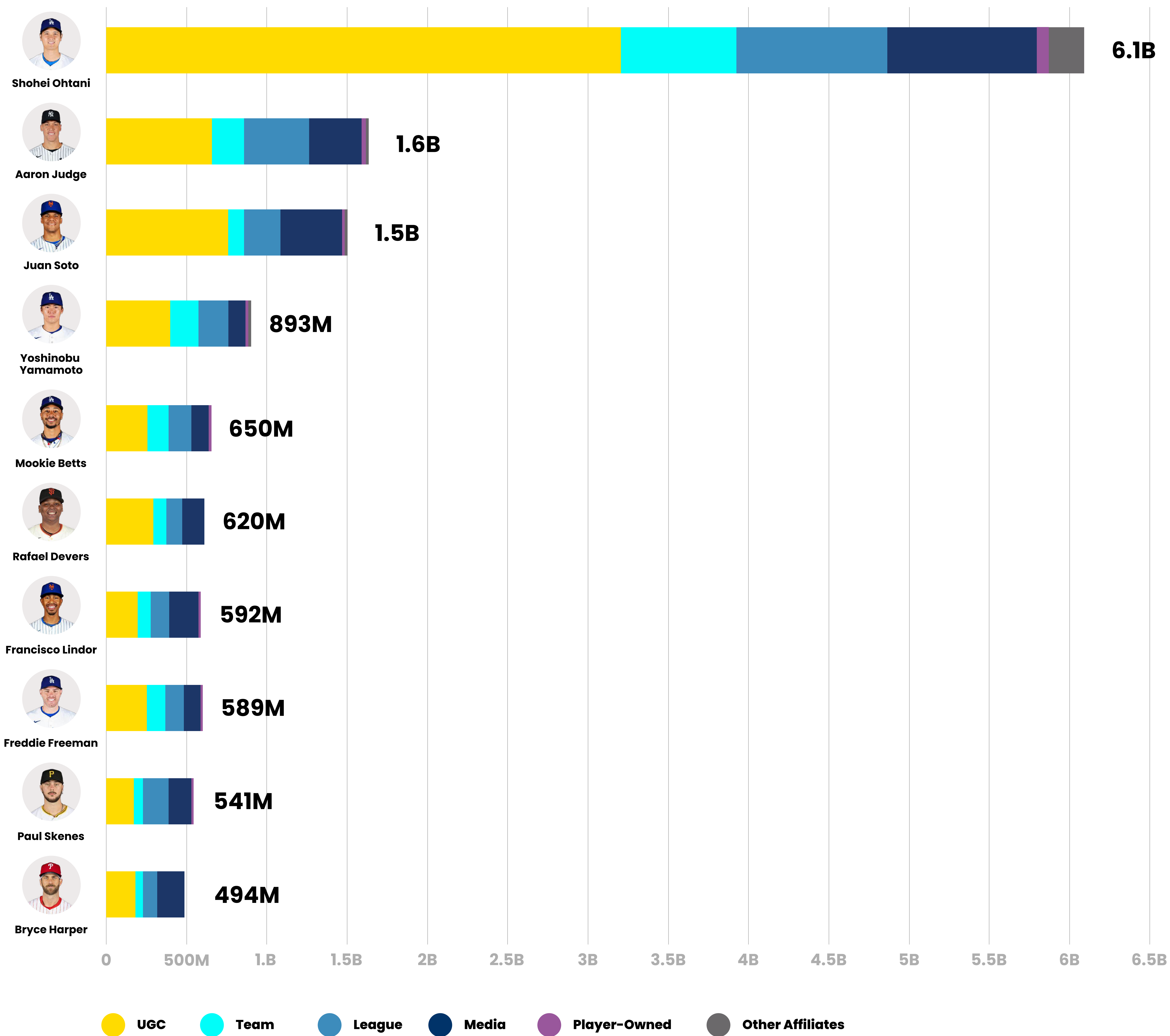
Legacy Powers Dominate, But Atlanta Braves Prove Regional Strength Scales

The Dodgers, Phillies, and Yankees headline media value rankings, yet the Braves sit close behind at \$19.5M. Atlanta’s showing demonstrates how deep local loyalty can deliver outsized national exposure.



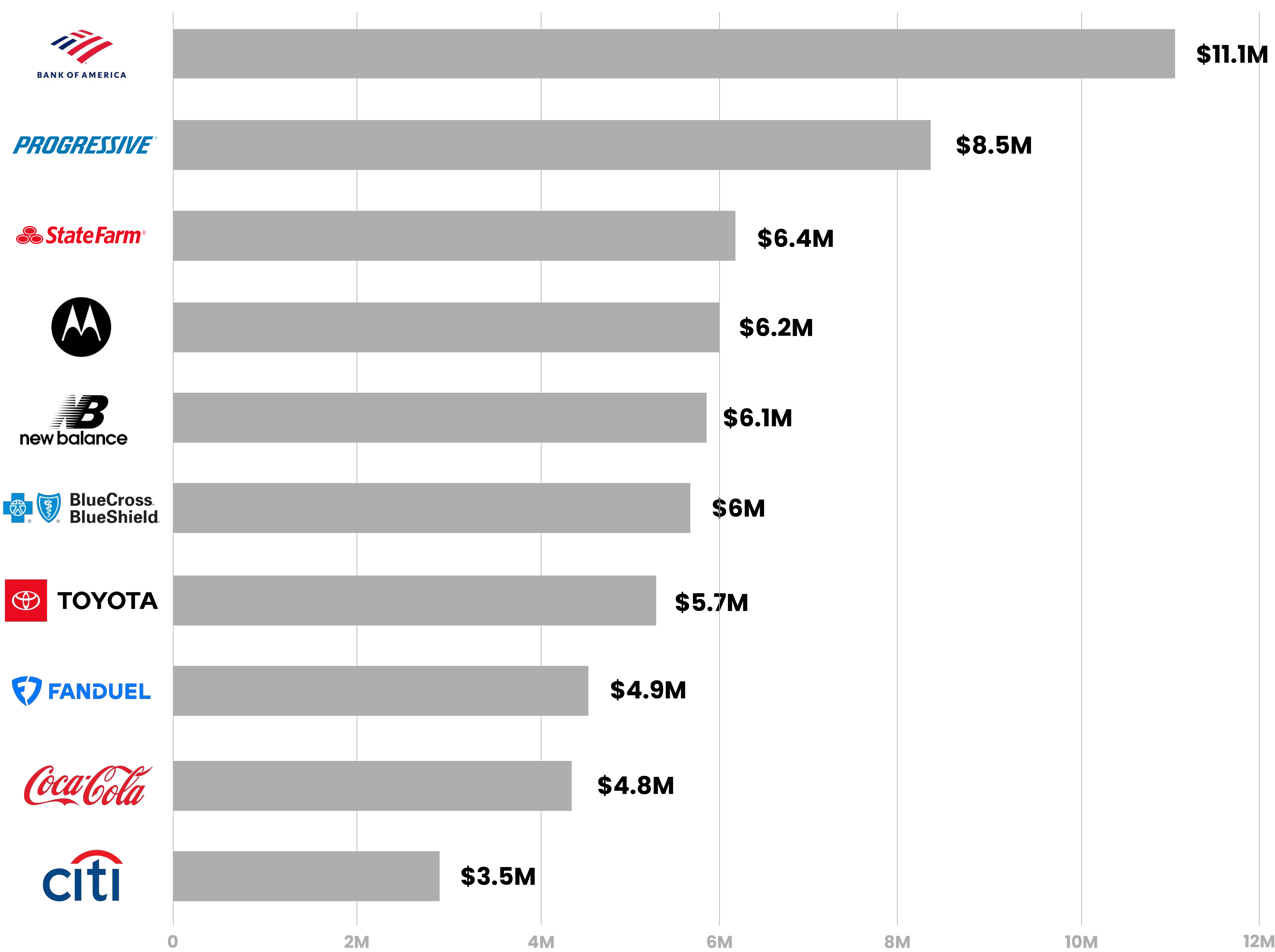
Ohtani’s 6.1B Views Outpace the Next 4 Players Combined

Ohtani’s reach is nearly four times greater than Judge or Soto, the next closest stars. With organic content fueling most of his visibility, he has become MLB’s most influential global figure.



Bank of America Leads Brands with \$11.1M in Media Value

Bank of America tops all MLB brand partners, ahead of Progressive (\$8.5M) and State Farm (\$6.4M). Financial services and insurance dominate the top tier, proving their category strength in sponsorship ROI.



videocites
www.videocites.com

