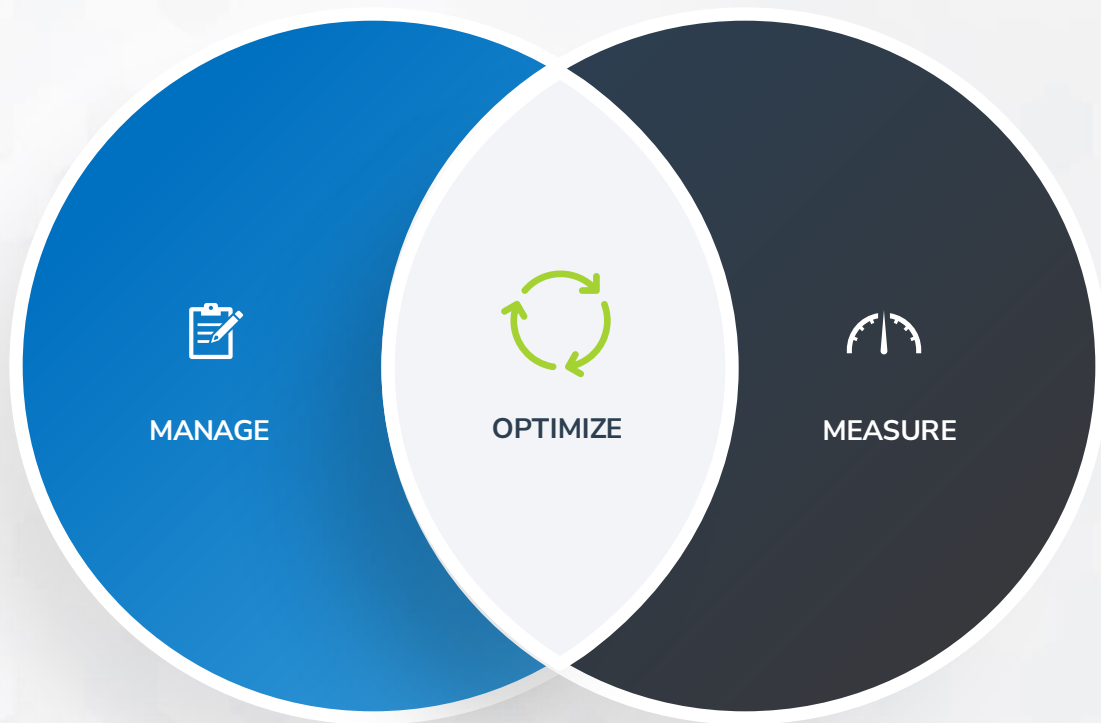**KORE**

NEXT LEVEL INSIGHTS

The Power of Athletes

A 2023 data review of athletes' brand impact across social from Aug 3, 2022 – Aug 3, 2023. Plus, best practices to share with your brand ambassadors.

CREATING MORE POWERFUL PARTNERSHIPS FOR +22 YEARS

200
Experts passionate about partnerships, data, and results

500K
Brand, team, league, event, venue, and athlete accounts tracked

$5B
Global sponsorship transactions managed YOY

$10B
Annual social sponsorship value measured

Working with 900+ of the world's most valuable brands, properties and agencies.

Why Measure Social?

1

Major Audience Shift

Social is where people engage with their favorite sport.

✓ 262B Social Engagements vs 1.6B TV + Stadium Spectators 2022 World Cup

✓ 45% of people globally will no longer watch linear TV by end of 2023

2

Deeper Data

More opportunity to analyze alignment & performance

✓ Verifiable engagement, viewership and audience demographics data

✓ Ability to benchmark against the entire sport & entertainment ecosystem

3

Near Real-Time

Make decisions on the fly to drive optimization

✓ Results in < 24hr VS 4-8 Weeks to optimize – adjust content, boost trending posts

✓ 98% of marketers will activate sponsorships via social media*

Shaping Sports:
The Athlete's Impact

Everyone plays their part in captivating the sports fan and ultimately driving sponsor value. Teams create legacies and drive community pride and camaraderie. Leagues and event promoters are the organizers of sport, it wouldn't happen without them. **Athletes drive the human connection, embodying the sport's world's distinct personalities. The life blood of sport,** athletes are the game changers.

Manage, Measure, Optimize

Here's What You'll Gain Today

1. A data perspective on the footprint and influence of athletes globally and their footprint by sport

2. The correlation of earnings to social engagement & value

3. Insights and best practices to optimize your work with athletes

4. Extended report takeaways – which athletes are performing and trending in social

Athlete Share of Voice

From 45K athletes active in social media in the last year

22B
Followers

68%
of total

4.2M
Social Posts

22%
of total
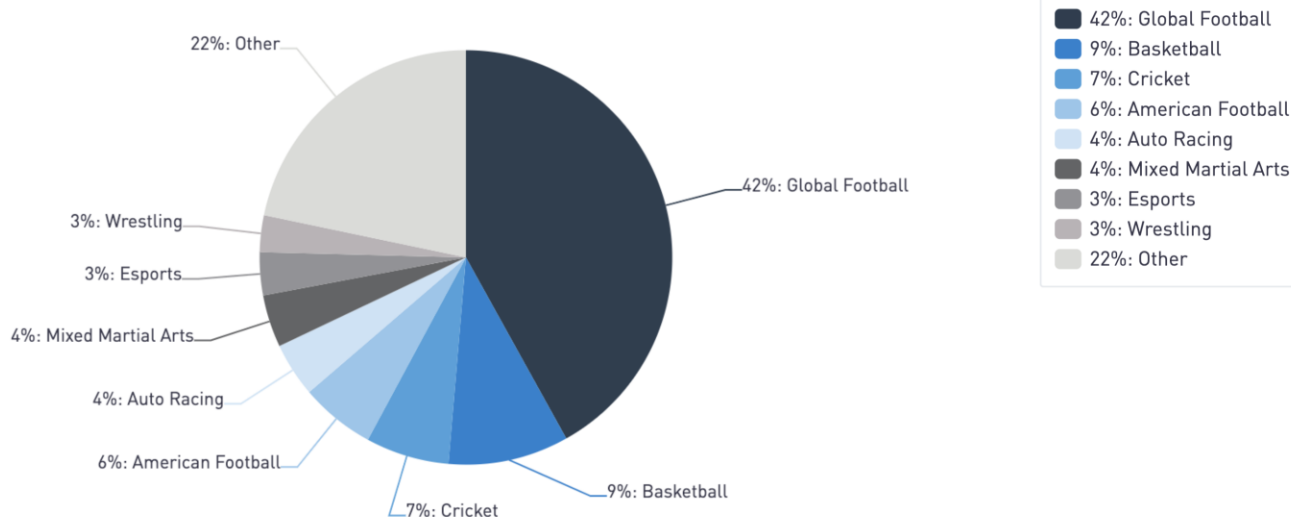
35B
Engagements

33%
of total

127B
Video Views

25%
of total

KORE

Influence & Impact on Fans

Athlete Share of Voice

127B

VIDEO VIEWS

Total Video Views by Sport

22%: Other

3%: Wrestling

3%: Esports

4%: Mixed Martial Arts

4%: Auto Racing

6%: American Football

7%: Cricket

9%: Basketball

42%: Global Football

- 42%: Global Football
- 9%: Basketball
- 7%: Cricket
- 6%: American Football
- 4%: Auto Racing
- 4%: Mixed Martial Arts
- 3%: Esports
- 3%: Wrestling
- 22%: Other

Athlete Influence on Club Fanbase Growth

Tom Brady's move to the
Tampa Bay Buccaneers in 2020.

Cristiano Ronaldo is welcomed
to Al Nassr FC in early 2023.

In July 2023, Inter Miami CF becomes
Lionel Messi's new home club.

=2M
New Fans

=20M
New Fans

=19M
New Fans

Athlete Footprint & Influence

34K

Athletes promoting brands

76% of athletes active in social promoted at least one brand

4k +

Brands promoted across social

Across 16 industry sectors

$1.8B

Adjusted Ad Value on social media from nearly 1.8M branded posts

45% of value goes to the top 20 brands

Credit AP – Scanpix

Top Brands Ranked in Order of Athlete-Driven Value

The Brands that Benefit the Most

Athletes alone drive an average of 26% brand value across social versus all other types of sponsorship.

RANK	BRAND	ATHLETE AAV CREATED	PERCENTAGE OF TOTAL VALUE	BRAND TOTAL VALUE	TOP ATHLETE PROMOTERS
1	Nike	$173M	22%	$776.1M	Cristiano Ronaldo, Kylian Mbappe, Ja Morant, Drake, Jayson Tatum, Giannis Antetokounmpo, Lionel Messi
2	Adidas	$119.2M	26%	$465.2M	Lionel Messi, Angel Di Maria, Jude Bellingham, Vinicius Jr., Caleb Hammett, Paulo Dybala
3	Puma	$51.9M	26%	$196.6M	Virat Kholi, Jack Grealish, Antony Santos, Alisha Lehmann, Zakaria Aboukhlal, Phil Foden,
4	Emirates	$50M	30%	$168.1M	Vinicius Jr., Karim Benzema, Rodrygo Silva De Goes, Federico Valverde, Luke Modric, Toni Kroos
5	Red Bull	$48.9M	34%	$143.1M	Eileen Gu, Max Verstappen, Marc Marquez, Leticia Bufoni, Mike LaBelle, David Hunt,
6	Qatar Airlines	$31M	31%	$100.6M	Nasser Al-Attiyah, Neymar, Francois Du plessis
7	Byju's	$21.3M	21%	$100M	Virat Kohli, Hardik Pandya, Suryakumar Yadav, Rhit Sharma, Shubman Gill, Ja Morant
8	Monster Energy	$21.2M	23%	$92.4M	Ken Block, Israel Adesanya, Brian Deegan, Daiden Deegan, Haile Deegan, Valentino Rossi
9	Louis Vuitton	$19.5M	57%	$34.5M	Cristiano Ronaldo, Lionel Messi, Floyd Mayweather Eileen Gu, Lewis Hamilton, Vinicius Jr.
10	EA	$18.2M	25%	$72.9M	Brett Barrett, Tommy Forster, Eric Ray, Jamie Bateson, Vinicius Jr., David Beckham

Non-mainstream athletes like Brazilian skateboarder Leticia Bufoni, & Esport player David Hunt stand out as top performers amongst the **most sport diverse** portfolio, for Red Bull.

David Hunt

Only Up!

Watch me LIVE on Twitch! ▶
twitch.tv/GrandPOOBear
Follow me on Twitter ▶
twitter.com/GrandPOOBear
Follow me on Instagram ▶
instagram.com/GrandPOOBear
Join us on Discord! ▶ discord.gg/GrandPOOBear

GrandPOOBear is a Content Creator, Speedrunner and Red Bull athlete.
For business, contact: business@grandpoobear.tv

#GrandPOOBear #shorts

06/15/23

$906.9K	54.9%	$498.0K
MAV	PROMO QUALITY	AAV
👁 5.7M	👍 276.3K	💬 7.2K ↪ 0

Social data 08-03-22 thru 08-03-23

Athlete Earnings

Here, we answer questions like: Is there a correlation of athlete earnings to social engagement value? Who are the highest paid athletes across gender and sport?
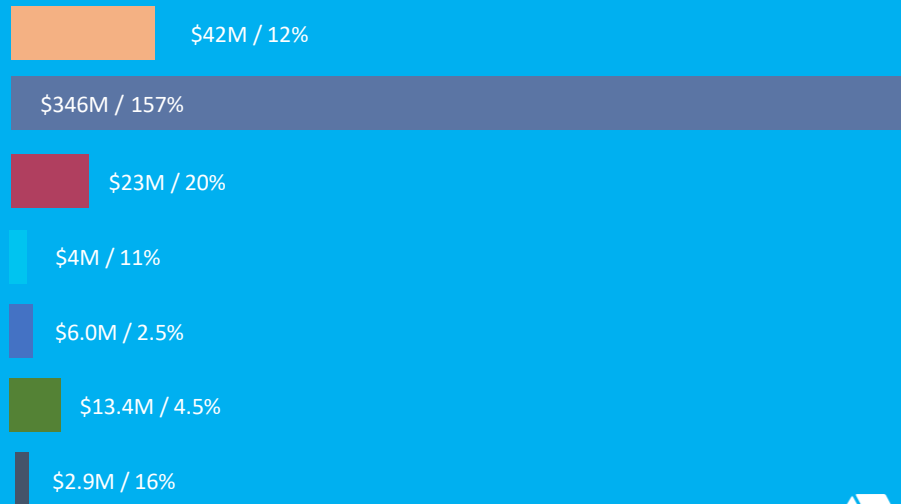
KORE

Is There a Correlation?
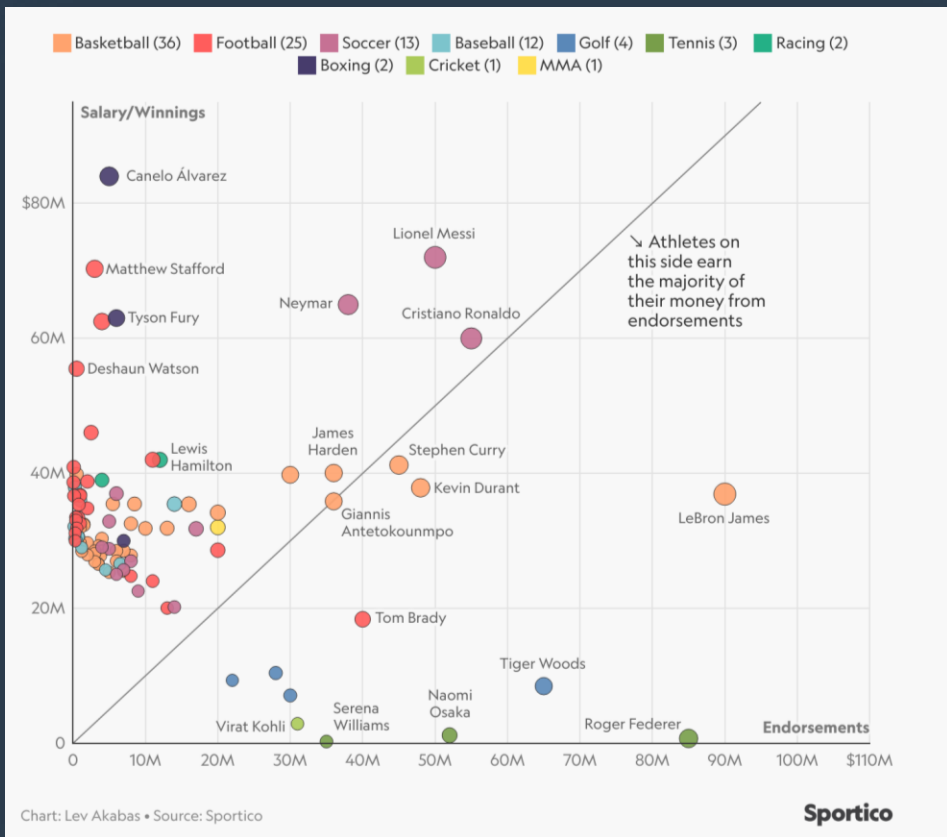# Athlete Revenue by Sport VS Social Brand Value

How the top 15 earners make their living and how the top 15 drive brand value by sport

	Salary/Winnings	Endorsements	Social Value / Value to Endorsements Ratio
🏀 Basketball	$628M	$341M	$42M / 12%
⚽ Soccer	$535M	$220M	$346M / 157%
🏈 Football	$560M	$115M	$23M / 20%
⚾ Baseball	$509M	$32M	$4M / 11%
⛳ Golf	$146M	$253M	$6.0M / 2.5%
🎾 Tennis	$57M	$298M	$13.4M / 4.5%
🏒 Hockey	$151M	$18M	$2.9M / 16%

Chart: Lev Akabas • Source: Sportico

Sportico

Athlete Impact on Sponsorship Spend
Salary/Winnings VS Endorsements

KORE

Chart: Lev Akabas • Source: Sportico

Sportico

Top 100 Highest Paid Athletes Earned $1.7B in Endorsements in 2022 – about 3% of the estimated $66B spent in sponsorship

Athlete Impact on Sponsorship Spend

Top 10 Highest Paid Athletes in 2022

They earned $517M in Endorsements and drove $278M brand value from their owned social channels alone

Rank	Athlete	Sport	Team	Logo	Salary	Endorsements	Total
1	LeBron James	🏀	Los Angeles Lakers	LAKERS	$36.9M	$90M	$126.9M
2	Lionel Messi	⚽	Paris Saint-Germain	PSG	$72M	$50M	$122M
3	Cristiano Ronaldo	⚽	Manchester United		$60M	$55M	$115M
4	Neymar	⚽	Paris Saint-Germain	PSG	$65M	$38M	$103M
5	Canelo Álvarez	🥊			$84M	$5M	$89M
6	Stephen Curry	🏀	Golden State Warriors		$41.2M	$45M	$86.2M
7	Kevin Durant	🏀	Brooklyn Nets	NETS	$37.9M	$48M	$85.9M
8	Roger Federer	🎾			$724K	$85M	$85.7M
9	James Harden	🏀	Philadelphia 76ers		$40M	$36M	$76M
10	Tiger Woods	⛳			$8.5M	$65M	$73.5M

Table: Lev Akabas • Source: Sportico

Sportico

Social Brand Value / Athletes Social Channels
Earned Brand Value / All Social Channels
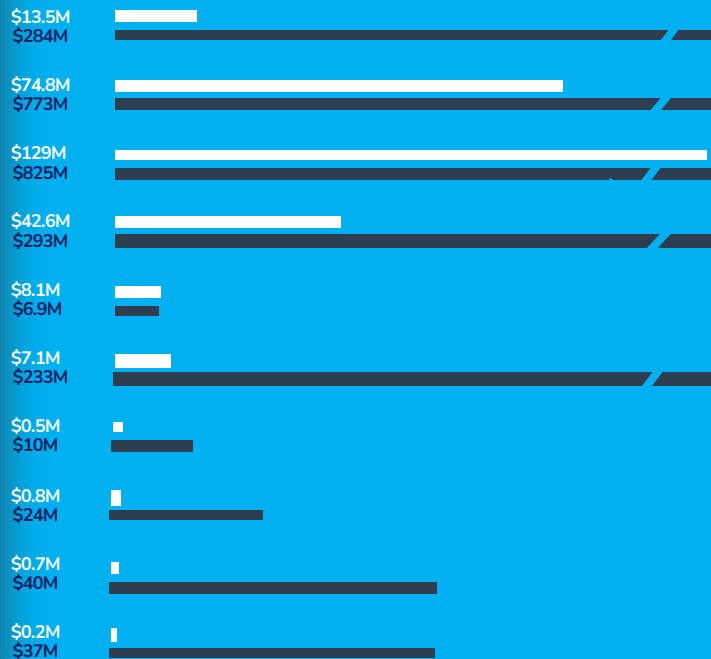
$13.5M
$284M

$74.8M
$773M

$129M
$825M

$42.6M
$293M

$8.1M
$6.9M

$7.1M
$233M

$0.5M
$10M

$0.8M
$24M

$0.7M
$40M

$0.2M
$37M

Insights, Best Practices & Posting Tips

Share the following post tips and strategies with your athletes/influencers/ambassadors to maximize your partnership value across social.

Pick the Winning Combo

KORE

1. **Performers on field drive brand value, but not always correlated**

2. **Personality & desire to promote are key**

3. **Invest for the long term with rising stars**

Support & Empower Best Practice

#1 Adopt a data mindset

#4 Engage with your audience

#5 Post natively on each platform

#6 Show your personality

#9 Promote one brand, focus on quality

Excerpts from

KORE

An Athlete Guide To Social Media

10 Steps To Grow Your Personal Brand

Request your free copy to share with your athletes.

Email:
info@koresoftware.com

Create Engaging Content
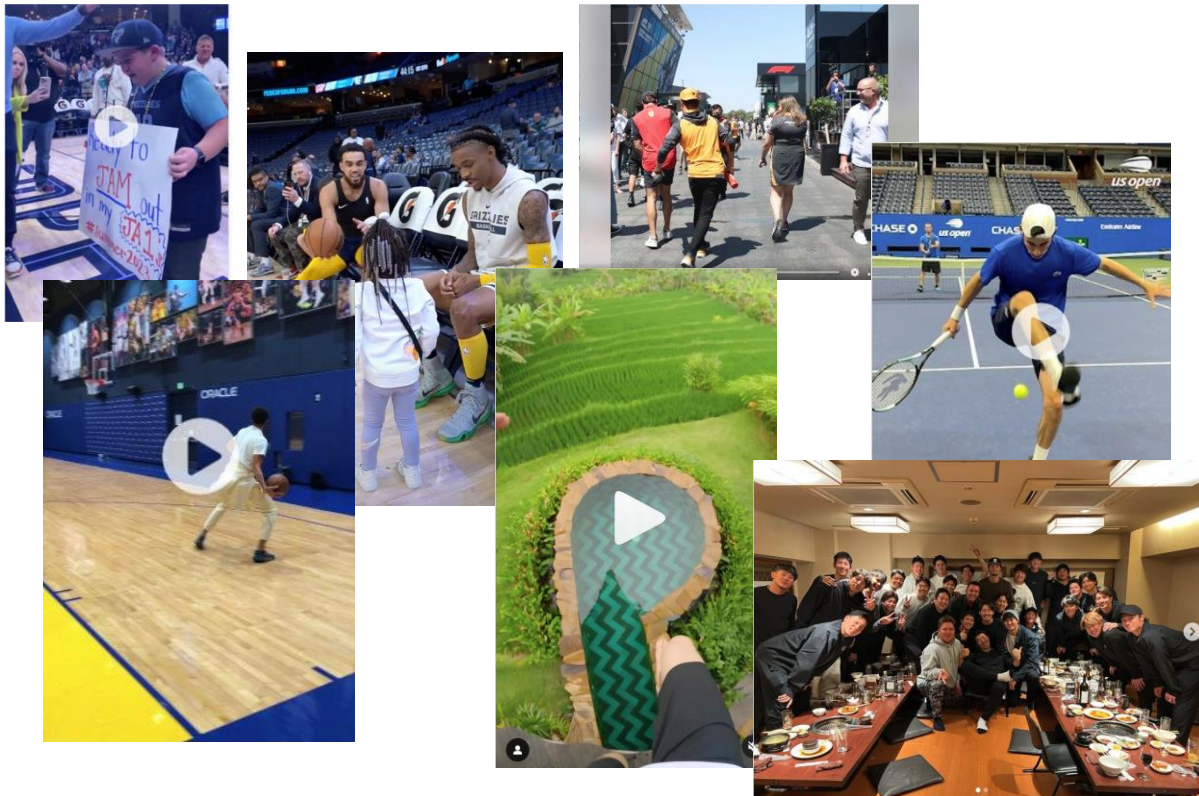
1. **Short vertical video**

2. **Behind the scenes, personality, humor**

3. **Shows of talent**

4. **Promote brands organically**

Compound Exposure with Athlete + Club

VS
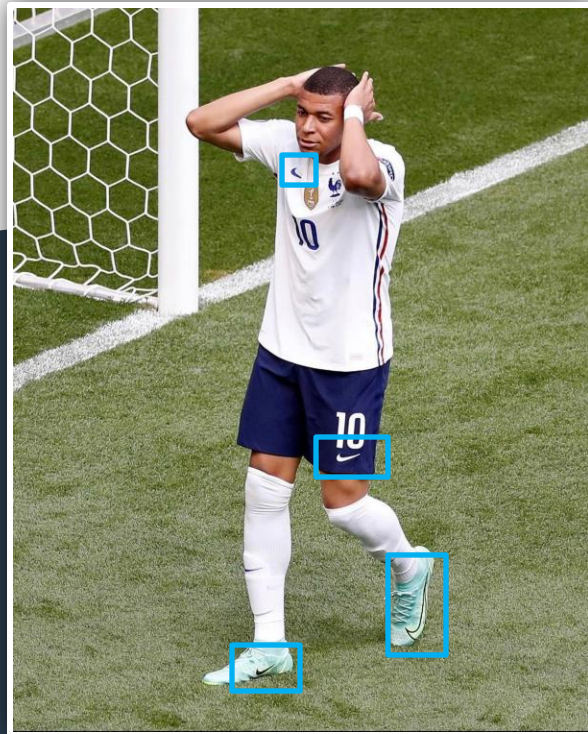
Top Athletes

Learn who made the top men's & women's list for social value, and who the last year's most engaging athletes are across sport and gender.

Athlete Social Value Rankings

Most Influential Male Athletes in 2023

Global Football athletes, make up 60% of the male brand builders across social. In June 2023, Lionel Messi surpassed Cristiano Ronaldo as the most valuable athlete of all time across social media, after his announcement to move to Inter Miami CF.

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RANK	ATHLETE	SPORT	BRANDS	DELIBERATE BRANDED POSTS	PROMO QUALITY	ADJUSTED AD VALUE (AAV)
1	Lionel Messi	Global Football	39	101	41%	$89M
2	Cristiano Ronaldo	Global Football	28	111	38%	$88M
3	Neymar Da Silva Santos	Global Football	39	75	38%	$38M
4	Virat Kohli	Cricket	32	96	36%	$31M
5	Ali Sypher	eSport	56	647	41%	$31M
6	Sergio Aguero	Global Football (Retired)	79	72	34%	$18M
7	Vinicius Jose Paixao De Oliveira	Global Football	28	30	30%	$15M
8	Kylian Mbappe	Global Football	19	27	33%	$14M

Most Influential Female Athletes in 2023

KORE

Breaking Boundaries: this diverse set of female brand builders dominate the top 20 social media all-stars list. Global Soccer, Downhill Skiing, & Motorsport each account for 10% of the top 20 social media all-stars this year.

RANK	ATHLETE	SPORT	BRANDS	DELIBERATE BRANDED POSTS	PROMO QUALITY	ADJUSTED AD VALUE (AAV)
1	Alisha Lehmann	Global Soccer	26	30	32%	$4M
2	Olivia Dunne	Gymnastics	23	31	52%	$4M
3	Eileen Gu	Ski	27	60	35%	$4M
4	Treinadora Carol Vaz	Bodybuilding	27	7	34%	$3M
5	Whitney Simmons	Fitness	12	69	33%	$3M
6	Angel Reese	NCAA Basketball	53	68	43%	$3M
7	Serena Williams	(Retired) Tennis	32	97	42%	$2M
8	Hailie Deegan	Auto Racing	39	338	30%	$2M

Most Valuable Posts Last 365

KORE

Louis Vuitton
$6.1M AAV

Louis Vuitton
$4.3M AAV

Fabio Wibmer
56M Video Views

Insta360
$3.8M AAV

Neymar
245M Plays

Puma
$3.8M AAV

50% of all fans follow a global football athlete

Athlete Social Impact by Sport

Functional fitness could be an untapped opportunity

Athlete by Sport

22.86%: Global Football

16.67%: American Football

41.22%: Other

5.03%: Basketball

3.09%: Auto Racing

2.89%: Rugby

2.77%: Track and Field

2.61%: Surf

- 22.86%: Global Football
- 16.67%: American Football
- 5.03%: Basketball
- 3.09%: Auto Racing
- 2.89%: Rugby
- 2.86%: Golf
- 2.77%: Track and Field
- 2.61%: Surf
- 41.22%: Other

- 52%: Global Football
- 8%: Basketball
- 7%: Cricket
- 4%: Esports
- 4%: American Football
- 3%: Functional Fitness
- 2%: Mixed Martial Arts
- 2%: Auto Racing
- 18%: Other

Followers by Sport

18%: Other

2%: Auto Racing

2%: Mixed Martial Arts

3%: Functional Fitness

4%: American Football

4%: Esports

7%: Cricket

8%: Basketball

52%: Global Football

KORE

Most Engaged Athletes Last 365

KORE

Soccer

1	Cristiano Ronaldo	1,949,962,187
2	Lionel Messi	1,749,367,483
3	Neymar Da Silva Santos Junior	1,039,756,535
4	Kylian Mbappe	438,582,866

Basketball

1	Lebron James	187,260,399
2	Giannis Antetokounmpo	114,197,093
3	Stephen Curry	91,346,439
4	Adrien Nunez	87,489,507

Football

1	Deion Sanders	55,554,295
2	Braden Galloway	39,836,321
3	Antonio Brown	34,959,886
4	Caden McDonald	33,532,014

Auto Racing

1	Lewis Hamilton	122,296,997
2	Charles Leclerc	114,374,487
3	Carlos Sainz	79,335,599
4	Sergio Perez	63,288,833

Tennis

1	Roger Federer	57,162,116
2	Carlos Alcaraz	45,261,403
3	Serena Williams	33,003,533
4	Rafael Nadal	31,529,379

Action Sports

1	Blair Conklin	24,269,582
2	Tony Hawk	20,284,802
3	Fabio Wibmer	18,739,953
4	Gabriel Medina	18,555,588

Baseball

1	Dalton Chandler	27,160,485
2	Shohei Ohtani	21,474,961
3	Munetaka Murakami	8,126,301
4	Yu Darvish	7,578,631

Golf

1	Paige Spiranac	16,003,153
2	Garrett Clark	8,888,761
3	Justin Thomas	4,998,763
4	Micah Morris	3,976,642

Hockey

1	Pete Lenes	4,646,412
2	Matia Marcantuoni	3,149,630
3	PK Subban	2,484,365
4	Jack Hughes	1,889,912

Bonus Content: Fan Favorites

Rankings broken up by various sport & gender with a peek at the most valuable or engaging posts, and the top 10 men's and women's rising stars.

Athlete Post Picks

Top Engaging Social Posts

109.3K

9.3K

View Post

Eileen Gu

祝大家新年快乐！兔年吉祥！今天世界杯拿到了金牌，也可以说是开门红了哦 #兔年第一条微博 #我的过年仪式感 # # #谷爱凌新春祝福 #青蛙公主爱凌的微博视频

01/21/23

$1.6M MAV | 62.3% PROMO QUALITY | $984.2K AAV
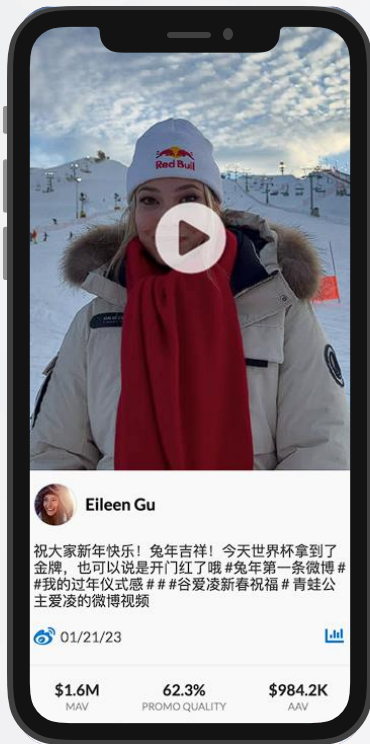
Up close & personal

Heritage focused

$984.2K
AAV

$1.6M
MAV

62.3%
Promo Quality

9.3K
Engagements

CHASE

1.0M

12.2K

View Post

Serena Williams

@venuswilliams ❤️

09/02/22

$1.2M MAV | 16.2% PROMO QUALITY | $199.1K AAV
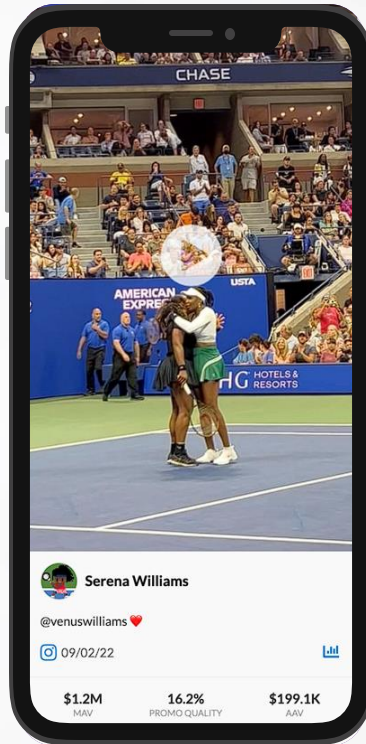
History in the making

Emotional + Family

$199.1K
AAV

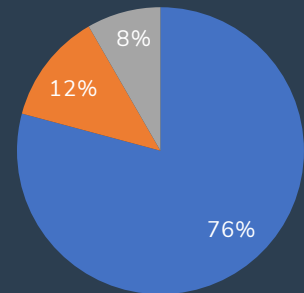**$1.2M**
MAV

16.2%
Promo Quality

12.2K
Engagements

Fan Favorites Men's Basketball

Ranked by the quality of engagement

RANK	ATHLETE	LEAGUE	ENGAGMENTS	VIDEO VIEWS	FOLLOWERS	POSTS	AAV
1	Lebron James	NBA	184M	373M	236M	646	$6M
2	Giannis Antetokounmpo	NBA	115M	392M	27M	758	$6.M
3	Stephen Curry	NBA	93M	327M	96M	3902	$2M
4	Adrien Nunez	NCAA	85M	786M	5M	557	$3M
5	Shaquille Oneal	RETIRED	67M	542M	68M	476	$3M
6	Chris Matthews aka Lethal Shooter	INDEPENDENT COACH	33M	189M	3MM	1,209	$3M
7	Jared McCain	NCAA	28M	170M	$3M	258	$1M
8	Ja Morant	NBA	28M	78M	$16M	1,079	$2M
9	LaMelo Ball	NBA	23M	19M	$11M	91	$1M
10	Jimmy Sotos	NCAA	21M	139M	2M	402	$673k

52% of the top 25 fan favorites play in the NBA, while 32% play in the NCAA.

Basketball Status

- 52%
- 32%
- 8%
- 4%
- 4%

Legend:
- NBA
- NCAA
- Retired
- NBA
- Independent Coach

KORE
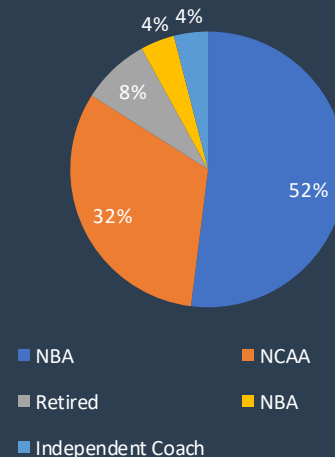
Fan Favorites Women's Basketball

Ranked by the quality of engagement

RANK	ATHLETE	LEAGUE	ENGAGEMENTS	VIDEO VIEWS	FOLLOWERS	POSTS	AAV
1	Angel Reese	NCAA	53M	330M	4.6M	1,298	$2.8M
2	Crissa Jackson	EXHIBITION	26M	356M	17.1M	408	$1M
3	Haley Cavinder	(Former) NCAA	16M	186M	5.2M	310	$950k
4	Flau'jae Johnson	NCAA	15M	76M	3M	408	$900k
5	Hanna Cavinder	(Former) NCAA	13M	161M	732k	370	$575k
6	Emma Koabel	NCAA	10M	65M	685k	174	$261k
7	Sedona Prince	NCAA	9M	96M	3MM	102	$276k
8	Jada Williams	(Soon to be) NCAA	8M	28M	1.1M	170	$305k
9	Te'a Cooper	WNBA	5M	31M	3.7M	1,379	$310k
10	Carson Roney	NCAA	5M	888k	5M	151	$888k

76% of the top 25 fan favorites play in the NCAA, while 12% play in the NBA.

Basketball Status

8%

12%

76%

■ NCAA ■ WNBA ■ Exhibition

KORE

Athlete Post Picks
Top Engaging Social Posts

KORE

966.4K · **9.9K**

🔗 View Post

$69.5K
AAV

$168.4K
MAV

41.3%
Promo Quality

9.9K
Engagements

Angel Reese

BIG BODY BENZ BARBIE! 👀💞Why not get a new car when it's your 21st birthday week???😂Thank you @mercedesbenzbatonrouge for helping me purchase my NEW CAR!! This is a gift to myself for everything that I've accomplished in 1 YEAR but I wouldn't be the Bayou Barbie without @bayou_traditions & @matchpoint_connection ! Appreciate you guys so much!!
BIG EQS580😭
#BAYOUBARBIETURNS21 #GODDID

📷 05/01/23

| $168.4K | 41.3% | $69.5K |
| MAV | PROMO QUALITY | AAV |

Real Life

Brand Promotion

1M · **4.1K**

🔗 View Post

$47.2K
AAV

$503.8K
MAV

9.4%
Promo Quality

8K
Engagements

Crissa Jackson

How I would look pregnant 🤰😄 #groovybasketball

♪ 04/03/23

| $503.8K | 9.4% | $47.2K |
| MAV | PROMO QUALITY | AAV |

Funny

Dancing Moves

186.2K · **432**

🔗 View Post

$31.1K
AAV

$214K
MAV

14.5%
Promo Quality

186.2K
Engagements

Haley Cavinder

we cant hear a thing, happy f1 #fyp #twins #formula1

♪ 05/07/23

| $214.0K | 14.5% | $31.1K |
| MAV | PROMO QUALITY | AAV |

Other Sport Moments

Funny

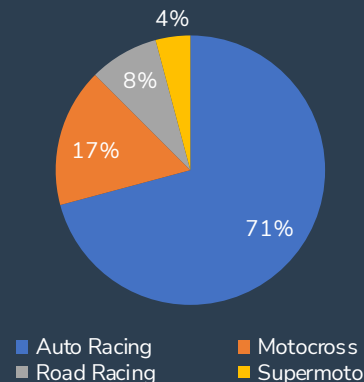# Fan Favorites Motorsport

The champions that unite fans, changing the course of their sport or brand's narrative. Who will your next game-changer be?

RANK	ATHLETE	ENGAGMENTS	VIDEO VIEWS	FOLLOWERS	POSTS	AAV
1	Lewis Hamilton	133M	187M	50M	280	$8.4M
2	Charles Leclerc	118M	135M	17.8M	278	$8.3M
3	Carlos Sainz	81M	191M	12M	710	$10.7M
4	Sergio Perez	66M	86M	11.3M	558	$6M
5	Lando Norris	56M	46M	11.8M	364	$1.7M
6	Max Verstappen	54M	78M	16M	857	$9.3M
7	Daniel Ricciardo	49M	78M	13.5M	169	$3.5M
8	George Russell	49M	36M	7.1M	258	$4M
9	Marc Marquez	39M	150M	15.8M	578	5.8M
10	Manuela Vasquez	38M	436M	5.5M	979	6.1M

68% of the top 25 fan favorites are Auto racers, while 16% race in Motocross.

Racing Status

71%
17%
8%
4%

- Auto Racing
- Road Racing
- Motocross
- Supermoto

KORE

Athlete Post Picks

Top Engaging Social Posts

2M ♥   **8.6K** 💬

🔗 View Post

$429.6K
AAV

$599K
MAV

71%
Promo Quality

2.1M
Engagements

Brand Promotion

What Athlete Likes

Charles Leclerc

I like the sweater and I like the car. More to come @easportsf1 🔥

📷 03/23/23

$599.0K	71.7%	$429.6K
MAV	PROMO QUALITY	AAV

1.9M ♥   **5.9K** 💬

🔗 View Post

$249.6K
AAV

$822.7K
MAV

30.3%
Promo Quality

2M
Engagements

Behind the Scenes

Rest & Recovery

Lewis Hamilton

Chaos today, but great fun and great result. Big up to the team for working hard and bringing these upgrades. Just got a taste of them today, excited to push them more in Spain. Felt real support out there all weekend too, merci Monaco 🇲🇨 🇲🇨

📷 05/28/23

$822.7K	30.3%	$249.6K
MAV	PROMO QUALITY	AAV

909K ♥   **3.4K** 💬

🔗 View Post

$46.3K
AAV

$133.6K
MAV

34.6%
Promo Quality

913K
Engagements

Other Sport Moments

Athletes Are Fans Too

Carlos Sainz

👍 Tarde de mundial! Vamos @sefutbol

📷 12/01/22

$133.6K	34.6%	$46.3K
MAV	PROMO QUALITY	AAV

KORE

Fan Favorites American Football

The champions that united fans, changing the course of their sport or brand's narrative. Who will your next game-changer be?

RANK	ATHLETE	LEAGUE	ENGAGMENTS	VIDEO VIEWS	FOLLOWERS	POSTS	AAV
1	Deion Sanders	**NFL**	54M	512M	4.9M	2,737	$2.2M
2	Odell Beckham Jr.	**NFL**	38M	119M	26M	536	$447K
3	Braden Galloway	**NCAA**	35M	209M	1M	449	$520K
4	Tom Brady	RETIRED	34M	240M	26M	305	$2.9M
5	Antonio Brown	NFL	33M	125M	18M	525	$328K
6	Caden McDonald	NFL	30M	228M	518K	1,014	$922K
7	Patrick Mahomes	NFL	26M	92M	9M	379	$1.2M
8	Shannon Sharpe	**RETIRED**	25M	232M	5M	2,030	$1.6M
9	Robert Griffin III	**NFL**	24M	193M	3M	4,798	$3M
10	Tyreek Hill	**NFL**	17M	134M	6M	864	$1M

56% of the top 25 fan favorites play in the NFL, while 28% play in the NCAA.

Football Status
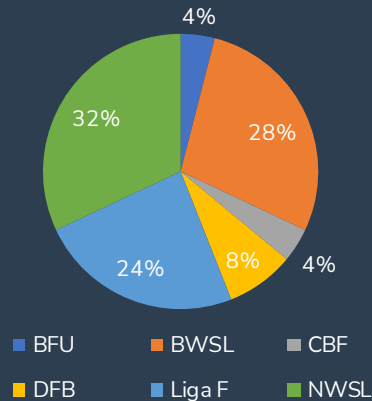
28%

56%

16%

■ NCAA ■ NFL ■ RETIRED

KORE
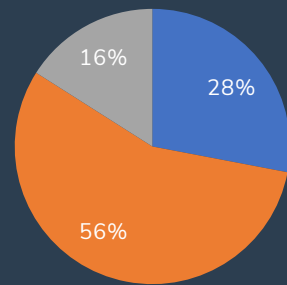
Fan Favorites Women's Global Football

52% of fans follow either NWSL or BWSL – this means there's an untapped opportunity to work with other women's football leagues that are on the rise.

RANK	ATHLETE	LEAGUE	ENGAGMENTS	VIDEO VIEWS	FOLLOWERS	POSTS	AAV
1	Alisha Lehmann	BWSL	142M	298M	22.5M	320	$4.1M
2	Alex Morgan	NWSL	18M	105M	20.4M	409	$1M
3	Alexia Putellas	Liga F	16M	319M	4.4M	145	$788k
4	Tatiana Flores	BWSL	10M	5.5M	1M	1417	$566k
5	Leah Williamson	BWSL	8M	4.8M	1.1M	155	$295k
6	Mary Earps	BWSL	6.8M	51M	1.5M	327	$475k
7	Lucy Bronze	Liga F	5.9M	8M	1.2M	338	$295k
8	Samantha Kerr	BWSL	5M	2M	1.8M	252	$340k
9	Giulia Gwinn	WFL	4M	3.6M	1M	110	$122k
10	Carla Humphrey	BWSL	4M	5.7M	619k	178	$154k

28% of the top 25 fan favorites play in the NWSL, while 24% play in the BWSL.

Football Status

4%

28%

4%

8%

24%

32%

- BFU
- BWSL
- CBF
- DFB
- Liga F
- NWSL

KORE

Athlete Post Picks

Top Engaging Social Posts

Alisha Lehmann
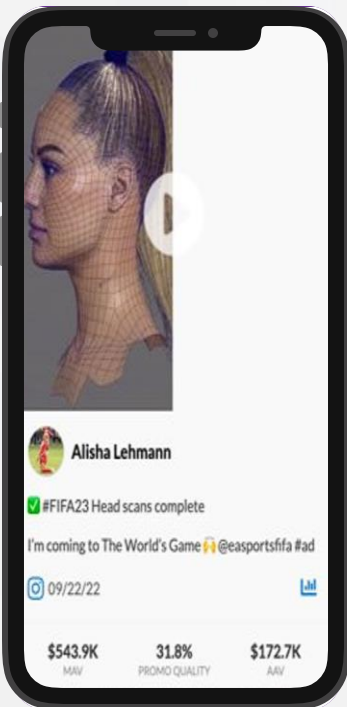
501.4K 2.1K

🔗 View Post

$172.7K
AAV

$543.9K
MAV

31.8%
Promo Quality

503K
Engagements

Funny/Unique

Big Moments

✅ #FIFA23 Head scans complete

I'm coming to The World's Game 🙌 @easportsfifa #ad

📷 09/22/22

$543.9K MAV | 31.8% PROMO QUALITY | $172.7K AAV

Alex Morgan
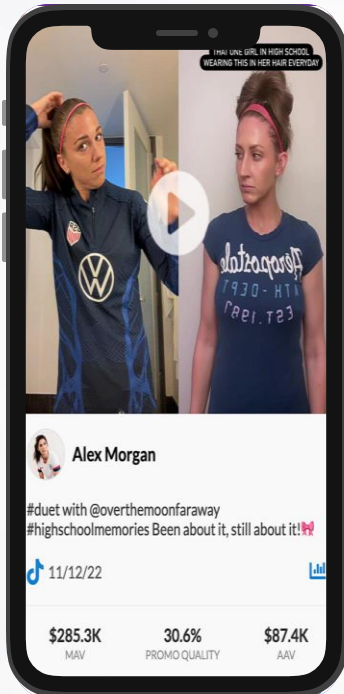
510.4K 1.3K

🔗 View Post

$87.4K
AAV

$354.3K
MAV

30.6%
Promo Quality

514.4K
Engagements

Fun with Friends

Throwback

THAT ONE GIRL IN HIGH SCHOOL WEARING THIS IN HER HAIR EVERYDAY

#duet with @overthemoonfaraway
#highschoolmemories Been about it, still about it!💗

♪ 11/12/22

$285.3K MAV | 30.6% PROMO QUALITY | $87.4K AAV

Megan Rapinoe
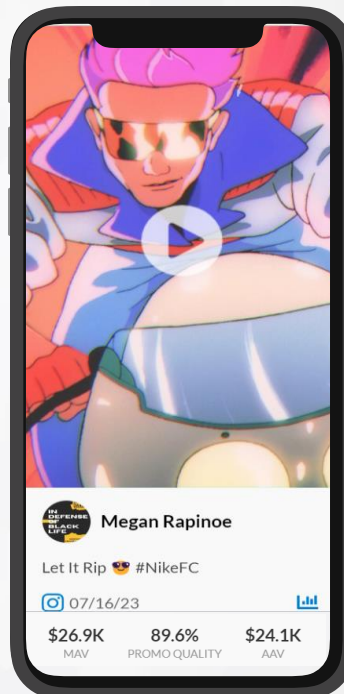
1.8M 724

🔗 View Post

$24.1K
AAV

$26.9K
MAV

89%
Promo Quality

15.4K
Engagements

Fun/.Branded

Animated - Unique

Let It Rip 😎 #NikeFC

📷 07/16/23

$26.9K MAV | 89.6% PROMO QUALITY | $24.1K AAV

Rankings of next gen social media all stars

Athletes on the Rise

Men

RANK	ATHLETE	SPORT	FOLLOWERS	ENGAGEMENTS
1	Nicolás Domínguez	Global Football	852.1K	866.8K
2	Martín Payero	Global Football	210.9K	526.0K
3	Francis Uzoho	Global Football	170.5K	2.4M
4	Maxi López (Ret)	Global Football	8.8M	994.1K
5	Victor Osimhen	Global Football	3.2M	12.2M
6	Toni Syarifudin	BMX	65.7K	38.6M
7	Gabriel Veron	Global Football	2.1M	13.1M
8	Dejan Joveljić	Global Football	130.6K	257.9K
9	Rafael Santos	Global Football	125.1K	3.8M
10	Mohammed Salisu	Global Football	158.8K	952.4K

Women

RANK	ATHLETE	SPORT	FOLLOWERS	ENGAGEMENTS
1	Olga Ianchuk	Tennis	261.7K	133.2K
2	Emilia Dobrev	Road Racing	111.1K	7.1M
3	Hailey Van Lith	Basketball	917.9K	1.9M
4	Faith Masonius	Basketball	57.9K	7.2M
5	Natalie Chou	Basketball	62.0K	1.9M
6	Louise Hazel	Track and Field	139.0K	20.9M
7	Jade Jorand	Mixed Martial Arts	60.1K	1.8M
8	Carla Camacho	Global Football	69.7K	1.2M
9	Kayana Traylor	Basketball	47.4K	778.7K
10	Haley Adams	Functional Fitness	598.8K	5.9M

ABOUT KORE

In 2022, KORE and Hookit joined forces to serve more than 100 brands and 900+ sports and entertainment properties worldwide, providing the industry's only all-in-one platform of tools and services that help effectively **manage** and **measure** sponsorships to **maximize** performance.

Social, powered by Hookit, is KORE's social media insights and valuation tool purpose-built to:

- Quantify social performance
- Optimize social content
- Research new sponsorship partners
- Get market intel, audience insights, & benchmarks

⚙️ Key Features

Overview of portfolio performance

Aggregated posts of all partners

Automated campaign reporting

Competitive intel & benchmarking

Audience & topic analysis