



# REACH TO RELEVANCE

2025

What 2025  
audience  
behaviour  
revealed about  
the future of  
global growth

# AT A GLANCE

Across our global client ecosystem  
in 2025, the data shows:

- 178.6M total followers across our global client ecosystem
- +20.5M follower growth in 2025
- 17.0B impressions
- 16.1B video views
- 1.2B engagements



Note: Follower and follower growth figures exclude selected geo-tagged accounts where platform-level data is not available. Actual audience totals are therefore higher than reported

# THE BIG PICTURE

The numbers from 2025 tell a powerful story: 178.6M followers, +20.5M new audience additions, 17.0B impressions, 16.1B video views, and 1.2B engagements.

But more than the scale of these numbers, what stands out is how that growth was built.

While moments and spikes continue to play a role, particularly around major events, growth in 2025 was increasingly driven by sustained, scalable audience development through local execution.

Behind the headline numbers, a clear shift has emerged in how global sports and entertainment brands are building audiences:

- **Growth is no longer centralised; it's being driven market by market, not from one global strategy**
- **Engagement is not universal; what works in one region doesn't translate directly to another**
- **Scale alone is no longer enough; large audiences don't guarantee meaningful interaction or impact**

Instead, success is increasingly determined by how effectively brands adapt to regional platforms, behaviours, and culture.



# 1. THE RISE OF REGION LED GROWTH

The data shows that China, MENA, and wider APAC markets continue to drive the majority of audience expansion, reinforcing a long-standing shift:

**The next generation of global audiences are being built outside of traditional Western markets. But more importantly, this growth is not happening evenly.**

It is being driven by:

- Platform-native strategies (e.g. Bilibili, local OTT ecosystems)
- Market-specific content
- On-the-ground, culturally relevant execution rather than global rollouts

## KEY INSIGHT:

Global brands are no longer growing globally, they are growing market by market, with each region behaving as its own ecosystem.



## 2. FOLLOWERS VS. ENGAGEMENT: THE SHIFT THAT MATTERS

While total follower numbers continue to rise, with +20.5M new followers added in 2025 the data highlights a more important shift:

**Engagement and video consumption are becoming the true indicators of growth**

Across the ecosystem:

- 16.1B video views significantly outpace follower growth
- 1.2B engagements highlight the scale of active audience interaction
- High-performing markets show deeper engagement, not just larger audiences
- Content velocity is directly linked to engagement spikes

**This reinforces a key trend:**

Audience value is now defined by interaction, not just scale.

### KEY INSIGHT:

What stood out in 2025 was that the brands seeing the most success didn't just build audiences, they built active, engaged communities.



# 3. VIDEO IS THE GROWTH ENGINE

Across all regions and clients, one pattern is clear:

**Short-form, platform-native video is driving the majority of reach, engagement, and growth**

With 16.1B video views generated across our client ecosystem, video was not just part of the growth story in 2025, it was the engine behind it.

More specifically, it is short-form, platform-native video that is delivering the strongest results, content designed for how audiences consume on each platform, rather than repurposed from global feeds.

This type of content continues to:

- Deliver the highest impressions (17.0B across our client ecosystem)
- Generate the strongest engagement
- Travel most effectively across markets

This is particularly evident in:

- China (platform-first video ecosystems)
- MENA (creator-led amplification)
- APAC (mobile-first consumption behaviour)

## KEY INSIGHT:

Video is no longer a content format, it is the primary distribution engine for global growth.



# 4. MARKET DIFFERENCES ARE GETTING SHARPER

The data highlights an increasing divergence between markets:

- Some prioritise scale and reach
- Others prioritise engagement and interaction
- Some are driven by creators and personalities
- Others by official channels and rights holders

There is no longer a single "global audience behaviour" only regional behaviours at scale.

## KEY INSIGHT:

The idea of a single global content strategy is becoming increasingly outdated.

The brands that perform strongest are those that build for platform and culture first, and scale second.



# 5. THE ROLE OF CREATORS IN DISTRIBUTION

Across high-performing markets, one factor consistently stands out:

**Creators are becoming a core part of distribution, not just amplification**

Whether through:

- Influencer-led ecosystems (MENA)
- Platform-native creators (China)
- Content-led personalities (APAC)

Creators are

- Driving reach
- Shaping narratives
- Owning audience relationships

## KEY INSIGHT:

Brands no longer fully control distribution, they participate in it. Creators are now a critical layer in the growth ecosystem.



# 6. WHAT THIS MEANS FOR GLOBAL BRANDS

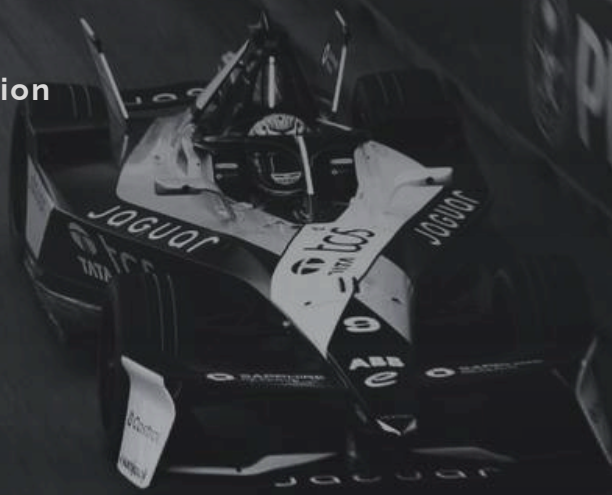
The 2025 data points to a clear shift in how growth needs to be approached:

## What no longer works:

- One-size-fits-all global content
- Centralised strategy with local adaptation as an afterthought
- Measuring success purely by follower growth

## What works now

- Market-specific strategy
- Culturally fluent content execution
- Video-led distribution models
- Creator-integrated ecosystems
- Engagement as a core KPI



# FINAL THOUGHT

**2025 marks a turning point.**

Scale still matters, but its value is increasingly determined by the level of engagement it generates. As platforms fragment and behaviours diverge, the challenge is no longer reaching audiences, it's understanding them.

The brands that succeed next will be those that treat global growth not as one strategy, but as a collection of local ones, executed consistently and scaled intelligently across markets.

