

|                                    | Follower                  | Start     | 18.08.2023     | 06.01.2025     | Zuwachs      |
|------------------------------------|---------------------------|-----------|----------------|----------------|--------------|
| <a href="#">HBL</a>                | <a href="#">Instagram</a> | Aug. 2015 | 215.000        | 252.000        | 17,2%        |
|                                    | <a href="#">Facebook</a>  | Aug. 2010 | 244.334        | 257.489        | 5,4%         |
|                                    | <a href="#">TikTok</a>    | Feb. 2022 | 208.000        | 242.900        | 16,8%        |
|                                    | <a href="#">Youtube</a>   | Juni 2012 | 36.400         | 49.300         | 35,4%        |
|                                    | <a href="#">X</a>         | Jan. 2013 | 58.000         | 57.900         | -0,2%        |
| <b>HBL</b>                         |                           |           | <b>761.734</b> | <b>859.589</b> | <b>12,8%</b> |
| <a href="#">TTBL M</a>             | <a href="#">Instagram</a> | Dez. 2014 | 24.200         | 29.200         | 20,7%        |
|                                    | <a href="#">Facebook</a>  | März 2011 | 31.570         | 43.646         | 38,3%        |
|                                    | <a href="#">TikTok</a>    | Nov. 2022 | 370.100        | 366.800        | -0,9%        |
|                                    | <a href="#">YouTube</a>   | Dez. 2011 | 130.000        | 281.000        | 116,2%       |
| <b>TTBL M</b>                      |                           |           | <b>555.870</b> | <b>720.646</b> | <b>29,6%</b> |
| <a href="#">BBL M</a>              | <a href="#">Instagram</a> | Aug. 2015 | 72.200         | 84.800         | 17,5%        |
|                                    | <a href="#">Facebook</a>  | Feb. 2010 | 183.797        | 181.304        | -1,4%        |
|                                    | <a href="#">TikTok</a>    | Mai 2019  | 57.400         | 61.100         | 6,4%         |
|                                    | <a href="#">YouTube</a>   | Nov. 2009 | 19.200         | 24.700         | 28,6%        |
|                                    | <a href="#">X</a>         | Apr. 2009 | 55.400         | 54.500         | -1,6%        |
|                                    | <a href="#">Twitch</a>    | unbekannt | 7.580          | 7.906          | 4,3%         |
| <b>BBL M</b>                       |                           |           | <b>395.577</b> | <b>414.310</b> | <b>4,7%</b>  |
| <a href="#">DEL</a>                | <a href="#">Instagram</a> | Juni 2017 | 111.000        | 137.000        | 23,4%        |
|                                    | <a href="#">Facebook</a>  | Aug. 2009 | 146.638        | 150.202        | 2,4%         |
|                                    | <a href="#">TikTok</a>    | Sep. 2021 | 73.800         | 88.800         | 20,3%        |
|                                    | <a href="#">YouTube</a>   | Okt. 2022 | 2.030          | 4.700          | 131,5%       |
|                                    | <a href="#">X</a>         | Juli 2018 | 21.700         | 23.800         | 9,7%         |
| <b>DEL</b>                         |                           |           | <b>355.168</b> | <b>404.502</b> | <b>13,9%</b> |
| <a href="#">DEL 2</a>              | <a href="#">Instagram</a> | Sep. 2017 | 43.100         | 52.400         | 21,6%        |
|                                    | <a href="#">Facebook</a>  | Mai 2013  | 53.091         | 59.585         | 12,2%        |
|                                    | <a href="#">YouTube</a>   | Nov. 2015 | 1.130          | 2.810          | 148,7%       |
|                                    | <a href="#">X</a>         | Sep. 2016 | 6.147          | 6.682          | 8,7%         |
| <b>DEL 2</b>                       |                           |           | <b>103.468</b> | <b>121.477</b> | <b>17,4%</b> |
| <a href="#">GFL</a>                | <a href="#">Instagram</a> | Mai 2014  | 35.800         | 38.700         | 8,1%         |
|                                    | <a href="#">Facebook</a>  | Apr. 2010 | 50.109         | 50.038         | -0,1%        |
|                                    | <a href="#">YouTube</a>   | Juli 2009 | 18.100         | 17.900         | -1,1%        |
|                                    | <a href="#">X</a>         | Jan. 2010 | 7.945          | 7.963          | 0,2%         |
| <b>GFL</b>                         |                           |           | <b>111.954</b> | <b>114.601</b> | <b>2,4%</b>  |
| <a href="#">VBBL M/F</a>           | <a href="#">Instagram</a> | Juni 2019 | 33.200         | 48.800         | 47,0%        |
|                                    | <a href="#">Facebook</a>  | Juni 2010 | 28.062         | 32.962         | 17,5%        |
|                                    | <a href="#">X</a>         | Aug. 2014 | 4.130          | 4.046          | -2,0%        |
| <b>VBBL M/F</b>                    |                           |           | <b>65.392</b>  | <b>85.808</b>  | <b>31,2%</b> |
| <a href="#">2.HBL</a>              | <a href="#">Instagram</a> | Sep. 2017 | 36.300         | 44.300         | 22,0%        |
|                                    | <a href="#">Facebook</a>  | Aug. 2017 | 12.212         | 13.942         | 14,2%        |
| <b>2.HBL</b>                       |                           |           | <b>48.512</b>  | <b>58.242</b>  | <b>20,1%</b> |
| <a href="#">HBF</a>                | <a href="#">Instagram</a> | Apr. 2018 | 19.000         | 26.000         | 36,8%        |
|                                    | <a href="#">Facebook</a>  | Jan. 2017 | 10.683         | 12.363         | 15,7%        |
| <b>HBF</b>                         |                           |           | <b>29.683</b>  | <b>38.363</b>  | <b>29,2%</b> |
| <a href="#">Feld-Hockey BL M/F</a> | <a href="#">Instagram</a> | März 2022 | 13.000         | 21.900         | 68,5%        |
|                                    | <a href="#">Facebook</a>  | Mai 2019  | 1.737          | 1.916          | 10,3%        |
|                                    | <a href="#">Youtube</a>   | Okt. 2020 | 102            | 657            | 544,1%       |
| <b>Hockey BL M/F</b>               |                           |           | <b>14.839</b>  | <b>24.473</b>  | <b>64,9%</b> |

|                                          | Follower                  | Start     | 18.08.2023    | 06.01.2025    | Zuwachs      |
|------------------------------------------|---------------------------|-----------|---------------|---------------|--------------|
| <a href="#">Tanzen</a>                   | <a href="#">Instagram</a> | Okt. 2019 | 4.730         | 7.284         | 54,0%        |
|                                          | <a href="#">Facebook</a>  | Jan. 2011 | 11.719        | 12.476        | 6,5%         |
| <b>Tanzen <sup>(2)</sup></b>             |                           |           | <b>16.449</b> | <b>19.760</b> | <b>20,1%</b> |
| <a href="#">Faustball</a>                | <a href="#">Instagram</a> | Juni 2018 | 5.937         | 6.716         | 13,1%        |
|                                          | <a href="#">Facebook</a>  | Jan. 2010 | 6.497         | 6.613         | 1,8%         |
|                                          | <a href="#">YouTube</a>   | Juli 2011 | 675           | 944           | 39,9%        |
|                                          | <a href="#">X</a>         | Juni 2018 | 177           | 172           | -2,8%        |
| <b>Faustball <sup>(2)</sup></b>          |                           |           | <b>13.286</b> | <b>14.445</b> | <b>8,7%</b>  |
| <a href="#">Badminton <sup>(2)</sup></a> | <a href="#">Instagram</a> | Okt. 2020 | 5.402         | 8.165         | 51,1%        |
|                                          | <a href="#">Facebook</a>  | Nov. 2016 | 5.093         | 5.295         | 4,0%         |
|                                          | <a href="#">YouTube</a>   | Juni 2017 | 774           | 845           | 9,2%         |
|                                          | <a href="#">X</a>         | Nov. 2016 | 609           | 0             | -100,0%      |
| <b>Badminton <sup>(2)</sup></b>          |                           |           | <b>11.878</b> | <b>14.305</b> | <b>20,4%</b> |
| <a href="#">Floorball</a>                | <a href="#">Instagram</a> | Juni 2014 | 5.723         | 7.357         | 28,6%        |
|                                          | <a href="#">Facebook</a>  | Aug. 2010 | 4.755         | 4.786         | 0,7%         |
|                                          | <a href="#">YouTube</a>   | Aug. 2010 | 763           | 1.380         | 80,9%        |
|                                          | <a href="#">flickr</a>    | Feb. 2011 | 186           | 248           | 33,3%        |
| <b>Floorball <sup>(2)</sup></b>          |                           |           | <b>11.427</b> | <b>13.771</b> | <b>20,5%</b> |
| <a href="#">Baseball</a>                 | <a href="#">Instagram</a> | Jan. 2020 | 3.554         | 5.042         | 41,9%        |
|                                          | <a href="#">Facebook</a>  | Juni 2011 | 5.379         | 6.179         | 14,9%        |
|                                          | <a href="#">X</a>         | Mai 2010  | 1.412         | 1.610         | 14,0%        |
| <b>Baseball <sup>(2)</sup></b>           |                           |           | <b>10.345</b> | <b>12.831</b> | <b>24,0%</b> |
| <a href="#">Turnen</a>                   | <a href="#">Instagram</a> | Apr. 2019 | 4.591         | 8.598         | 87,3%        |
|                                          | <a href="#">Facebook</a>  | Aug. 2012 | 4.850         | 5.324         | 9,8%         |
|                                          | <a href="#">YouTube</a>   | Nov. 2017 | 31            | 31            | 0,0%         |
|                                          | <a href="#">X</a>         | Feb. 2019 | 41            | 56            | 36,6%        |
| <b>Turnen</b>                            |                           |           | <b>9.513</b>  | <b>14.009</b> | <b>47,3%</b> |

<sup>(2)</sup> kein eigenen SM Kanäle für die BL

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