

THE BASKETBALL LEAGUE *REPORT*

A data-driven digital analysis focused on basketball





We are
Digital Enablers

IQUII was born in 2011 and founded by two partners, Mirko and Fabio. The initial activity was focused on IT and security services. Its business model was reorganized in 2012, focusing on new mobile/web technologies.

In 2013 IQUII integrated Digital Marketing and consultancy services in its commercial offer. In 2013 the company started a Wearable-IoT lab in order to position itself in Italy as the development leader of embedded software, mobile software, wearable technologies and User Experience.

Today IQUII is a company which is strongly growing and quickly expanding abroad. From 2016 IQUII is part of the group "Be", a multinational company which is quoted on the Italian stock exchange.

We focus on the key areas of digital projects in order to enable new business models and new opportunities through technologies. We realize creative communication strategies, enhanced by method and experience. We deeply explore trends and opportunities merging knowledge, research and extended vision. We lead our clients through innovative paths to connect people and brands, combining listening skills, engagement and experimentation.

Summary**IQUII SPORT**

FANIZE: THE FAN ENGAGEMENT & LOYALTY PLATFORM
SPORTXP: THE SPORT PLATFORM FOR CLUBS
PLAYERXP: THE SPORT PLATFORM FOR ATHLETES

LBA Serie A**4**

6

7

8

LNP Serie A2 Ovest**10****LNP Serie A2 Est****19****ITALY: Overview****28**

37

OFFICIAL APPS**50****LBA Serie A: Players****54****LNP Serie A2 Ovest: Players****59****LNP Serie A2 Est: Players****64****TBL (R)EVOLUTION****69**

In August 2017 IQUII Sport has been launched, the Business Unit designed to study and deepen four Sport Industry areas:



SPORT MARKETING & FAN ENGAGEMENT

Understanding main stakeholders' strategies and anticipating Sport Industry trends, to engage the fan inside and outside the venue with membership, loyalty, proximity and sport retail strategies.



INNOVATION TECHNOLOGY & SPORT PLATFORMS

Outlining the relationship between sport and new technologies, deepening CRM and membership platform development studying technologies for clubs, associations and sports events.



DATA MONETIZATION

Developing data-driven strategies to support stakeholders, aiming to create value from data both directly and indirectly, and integrating online and offline touchpoints.



INSIGHTS & REPORTS

Collecting and analysing data, producing reports and infographics about clubs, players, events and the new eSports scenario.

Nowadays, the implementation of a strategy needs to be planned with a data-driven approach.

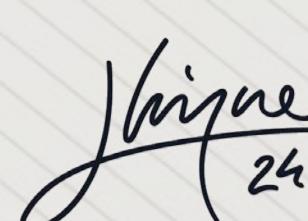
With this in mind, our three reports were born:

- "**The European Football Club**" Report for football,
- "**The Basketball League**" Report for basketball and
- "**The Volleyball League**" Report for volleyball.

These studies deal with the presence of the main stakeholders of the related sports on social media, highlighting variations and overtakes on a monthly basis.

The aim of IQUII Sport is to realize and to offer tools supporting clubs, brands and athletes in the acquisition, engagement, loyalty and monetization of their own fanbases.

OUR CLIENTS



Fanize

ENGAGE FANS
MONETIZE THEM

CONTACT US

OR GO TO [FANIZE.IT](https://fanize.it)



The fan engagement and loyalty platform based on gamification and rewarding dynamics, able to engage the user in the transactional phase (after the purchase) and in the pre-transactional one.



The tool to centralize the authentication and the building of users' records, aggregating data, profiling and acquiring relevant info to create a structured database.



The touchpoint, based on an own algorithm, to activate new revenue models, realizing targeted campaigns and even more solid and effective loyalty & membership strategies.

CONTACT US INFO@IQUII.COM

• FOLLOW US ON



WHO CHOSE US



FIR - FEDERAZIONE ITALIANA RUGBY



FROSINONE CALCIO



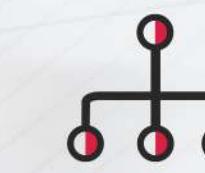
GIRO D'ITALIA



The sport platform designed to offer a complete fan experience able to transform the fan from just a user to an active part of the community.



The new frontier of fan engagement where supporters will experience personalised features dedicated to the world of their club.



The software born to acquire a constant flow of data and to optimise the acquisition, membership and monetization processes.



SKI WORLD CUP FINALS CORTINA 2020



INTERNAZIONALI BNL D'ITALIA



FROSINONE CALCIO



VIRTUS BOLOGNA



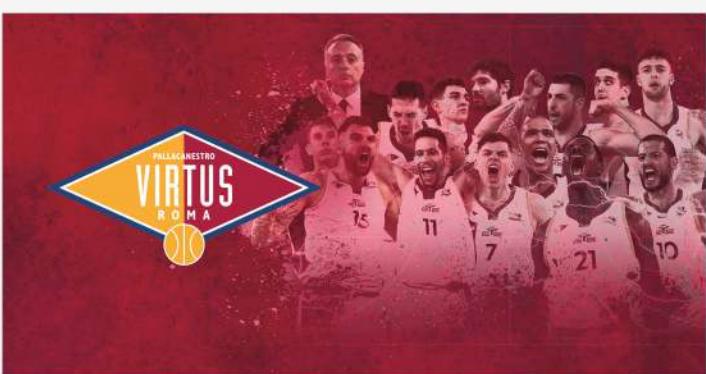
FIR - FEDERAZIONE ITALIANA RUGBY



SIR VOLLEY PERUGIA



VENEZIA FC



VIRTUS ROMA



**WE ASSIST
YOU SCORE**

CONTACT US

OR GO TO PLAYERXP.IT



The web and mobile platform designed to make the athlete a real brand, turning him into a strategic asset for the business world.

The innovative digital space to get in touch with the fanbase in a new and deeper way, for a closer and more interactive relationship.

The sport platform aimed at optimising the fans' data gathering process and improving their engagement.

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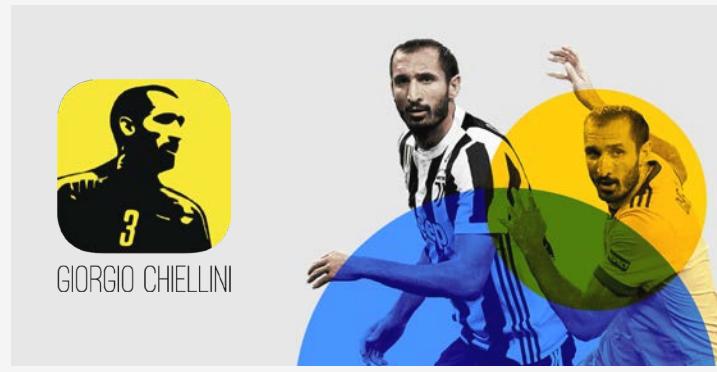
FOLLOW US ON



WHO CHOSE US



GIANLUIGI BUFFON



GIORGIO CHIELLINI



LORENZO INSIGNE

Basketball Competitions included in this overview

FIRST DIVISION



LBA SERIE A

17 CLUBS

SECOND DIVISION



LNP SERIE A2 OVEST

14 CLUBS

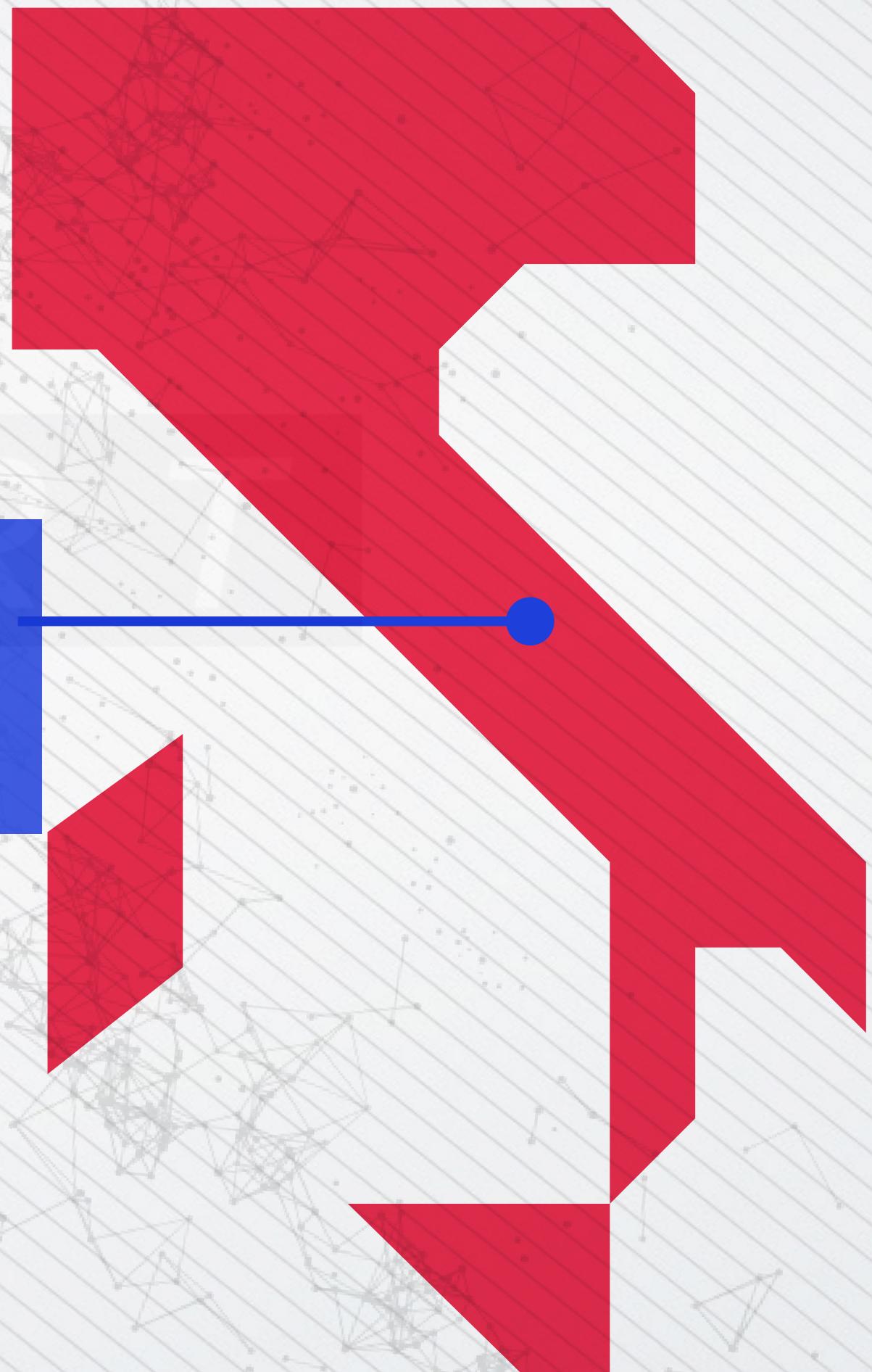
SECOND DIVISION



LNP SERIE A2 EST

14 CLUBS

ITALY





ITALY SnapShot / LBA Serie A



17

CLUBS

Total LBA Serie A
Basketball Clubs
analyzed.

7

BRANDS

Total LBA Serie A sports
brands analyzed.

1.4 M

+ 1.08%*

FANS

Total Facebook, Twitter,
Instagram, YouTube fans of the
LBA Serie A Basketball Clubs
analyzed.

*[from December 05, 2019 to January 07, 2020]

LBA SERIE A Facebook



Ranking of the **LBA Serie A**
basketball clubs on Facebook.



*[from December 05, 2019 to January 07, 2020]

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LBA SERIE A Twitter



Ranking of the **LBA Serie A** basketball clubs on Twitter.



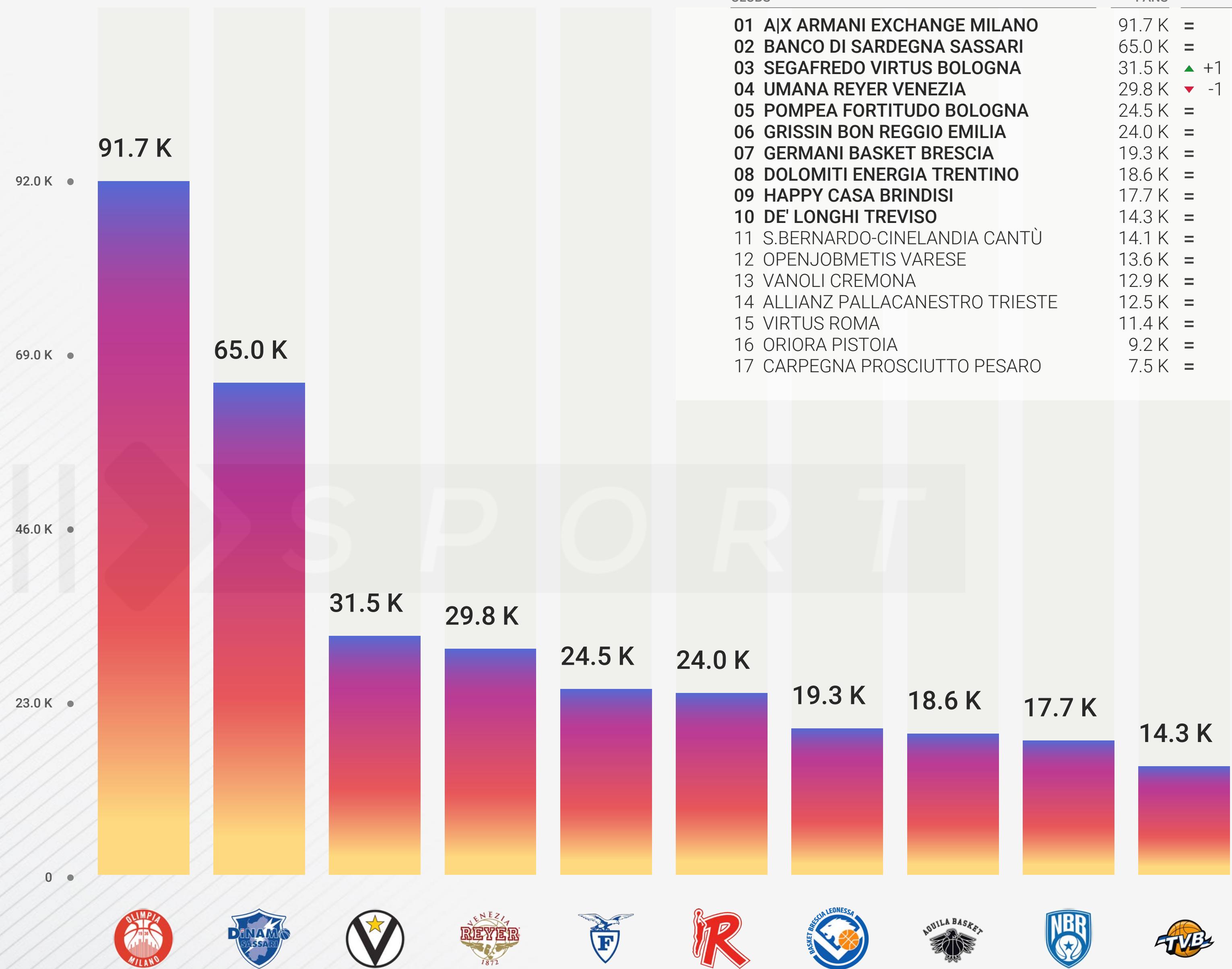
*[from December 05, 2019 to January 07, 2020]

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LBA SERIE A Instagram



Ranking of the **LBA Serie A** basketball clubs on Instagram.



*[from December 05, 2019 to January 07, 2020]

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LBA SERIE A YouTube



Ranking of the **LBA Serie A**
basketball clubs on YouTube.



*[from December 05, 2019 to January 07, 2020]

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LBA SERIE A Social

TOTAL FANBASE

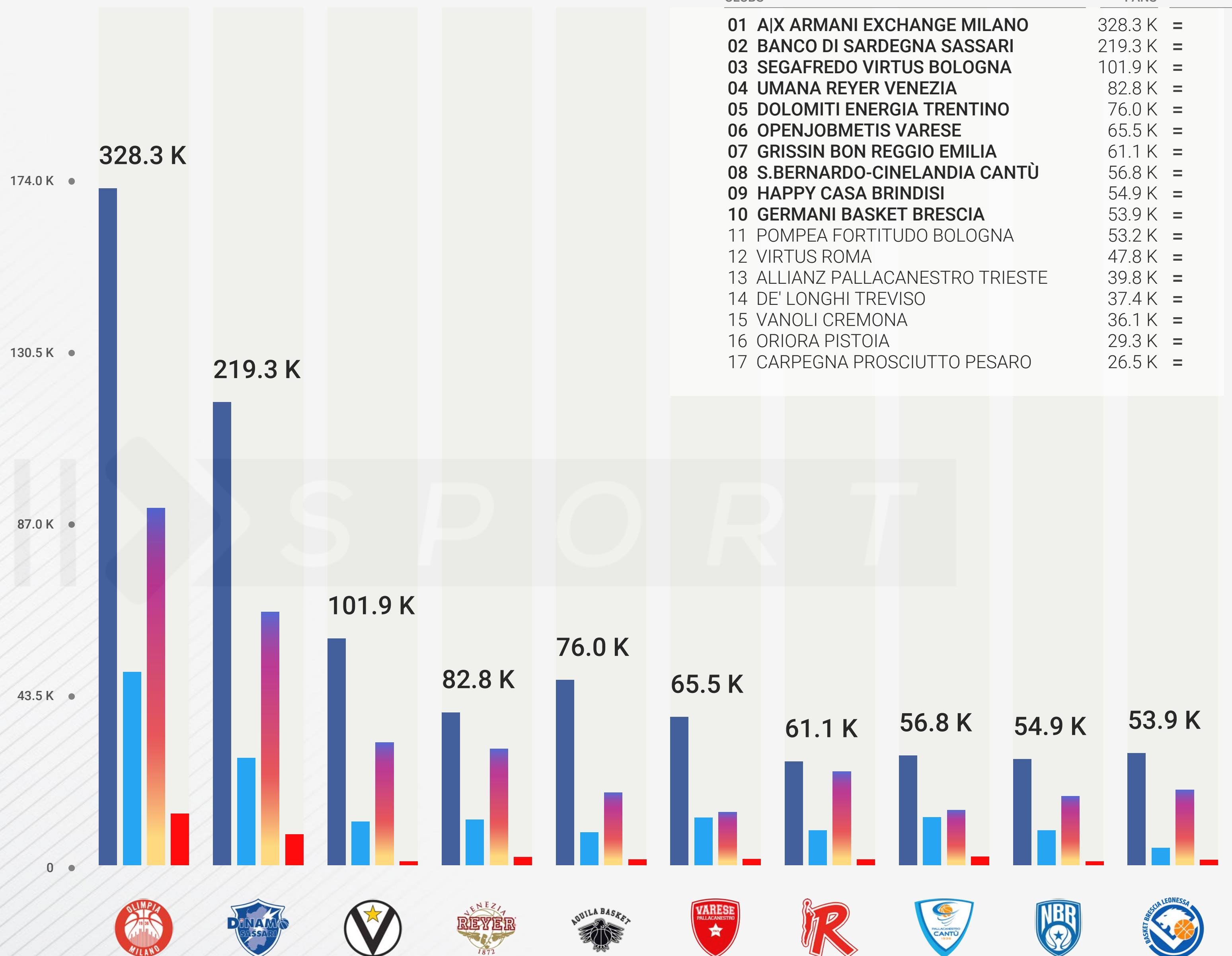
1.4 M



Ranking of the **LBA Serie A** basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

*[from December 05, 2019 to January 07, 2020]

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LBA SERIE A Brands



TOTAL FANBASE

1.4 M



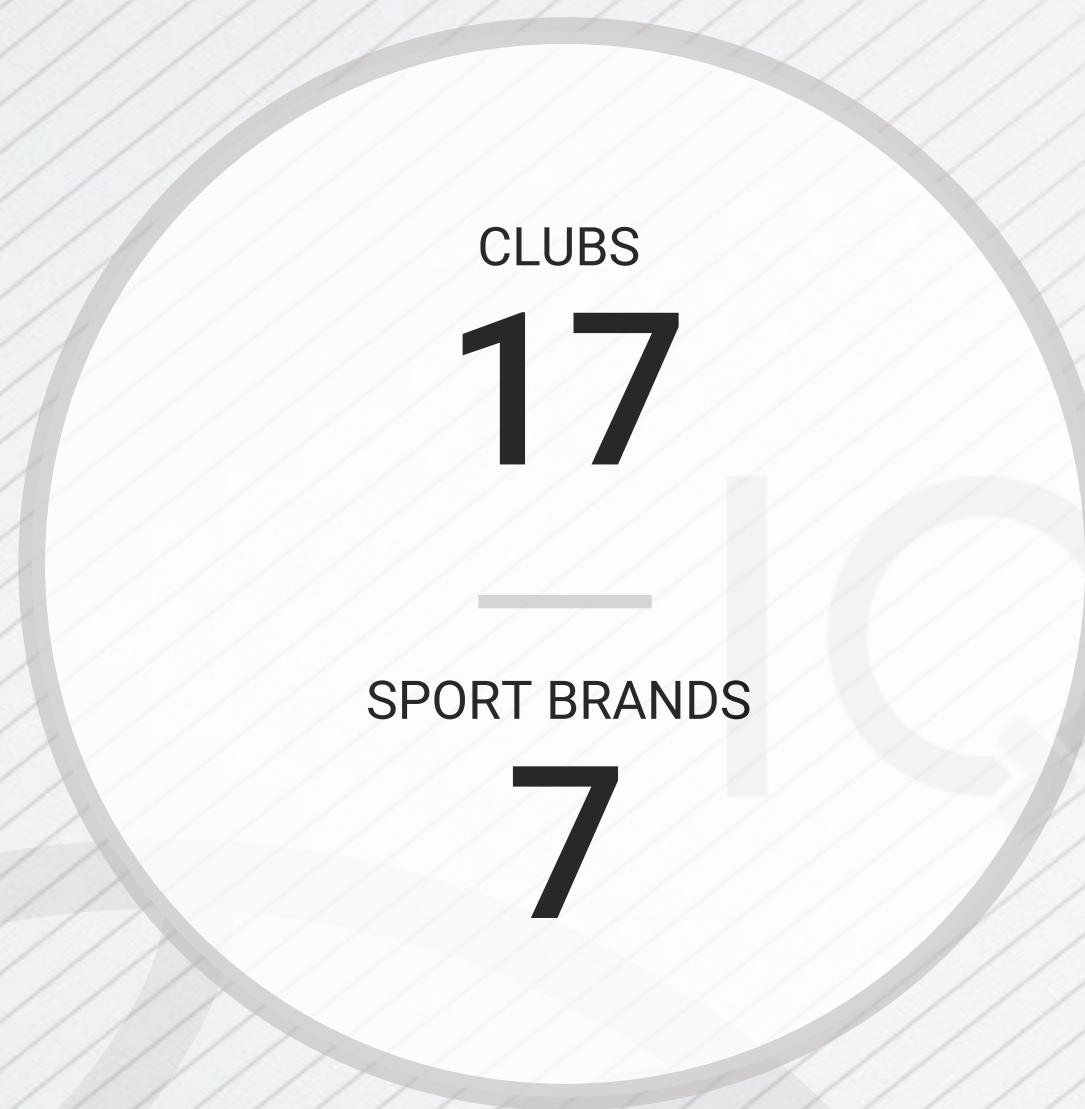
Potential Social Media exposition
of the **Sport Brands** in relation
to the total fanbase of the 17
sponsored LBA Serie A basketball
clubs.

*[from December 05, 2019 to January 07, 2020]

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LBA SERIE A Brands



Coverage of the **Sport Brands**
in relation to the 17 sponsored
LBA Serie A basketball clubs.



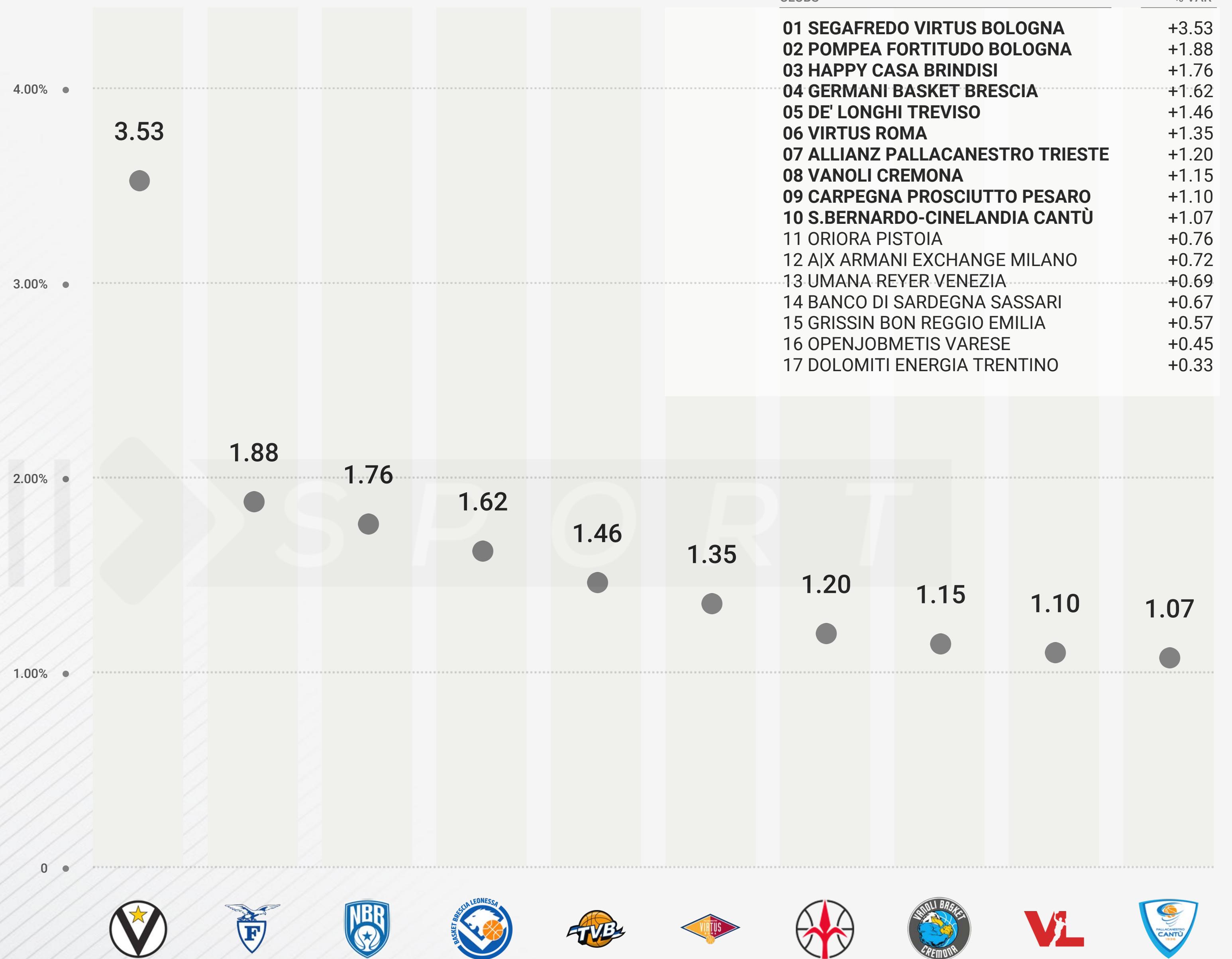
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LBA SERIE A Grown Up



Ranking of the most grown up
LBA Serie A basketball clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.



*[from December 05, 2019 to January 07, 2020]

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ITALY SnapShot / LNP Serie A2 Ovest



14

CLUBS

Total LNP Serie A2 Ovest
Basketball Clubs
analyzed.

9

BRANDS

Total LNP Serie A2 Ovest
sports brands analyzed.

251 K

+ 1.28%*

FANS

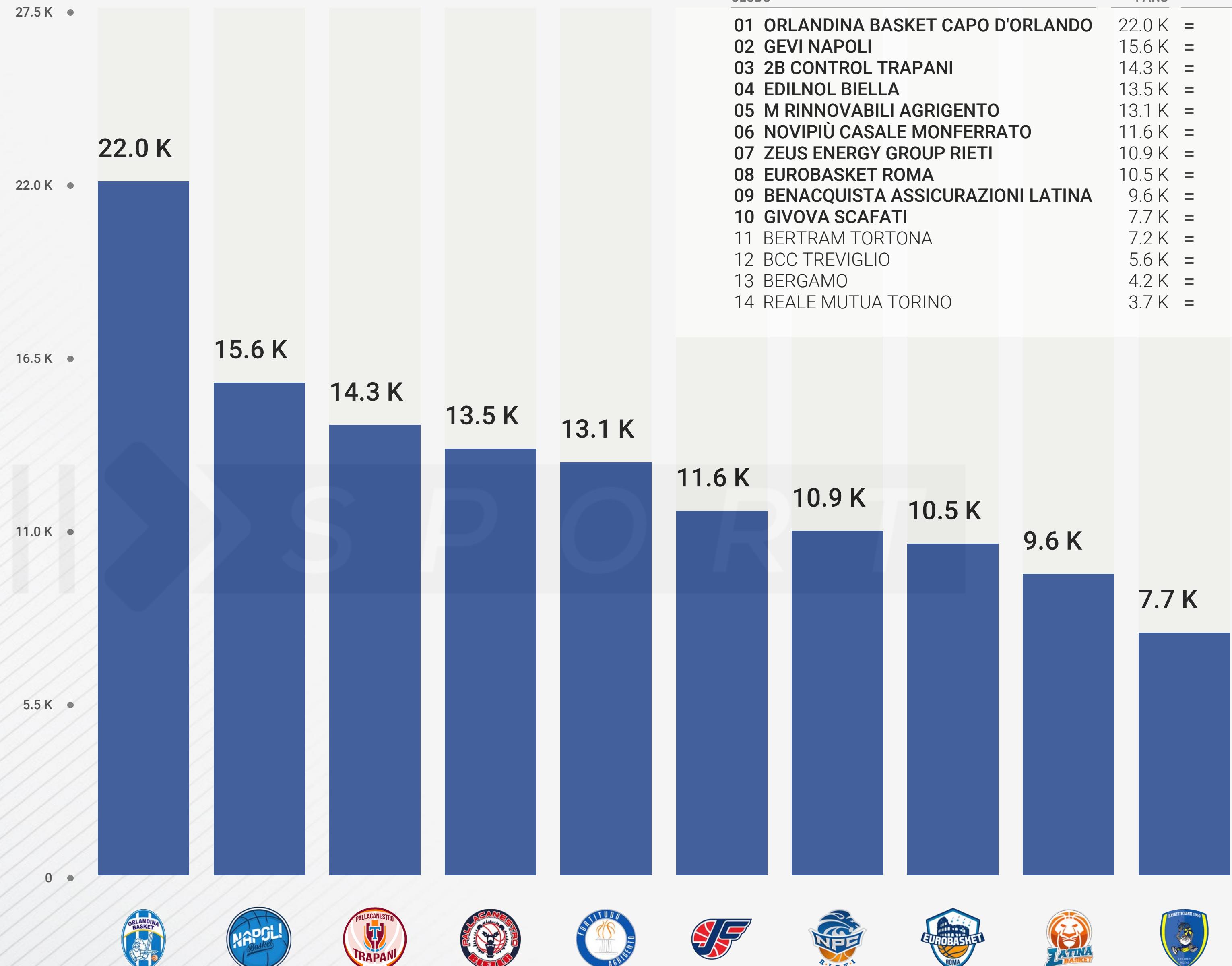
Total Facebook, Twitter,
Instagram, YouTube fans of the
LNP Serie A2 Ovest Basketball
Clubs analyzed.

*[from December 05, 2019 to January 07, 2020]

LNP SERIE A2 OVEST Facebook



Ranking of the **LNP Serie A2 Ovest** basketball clubs on Facebook.



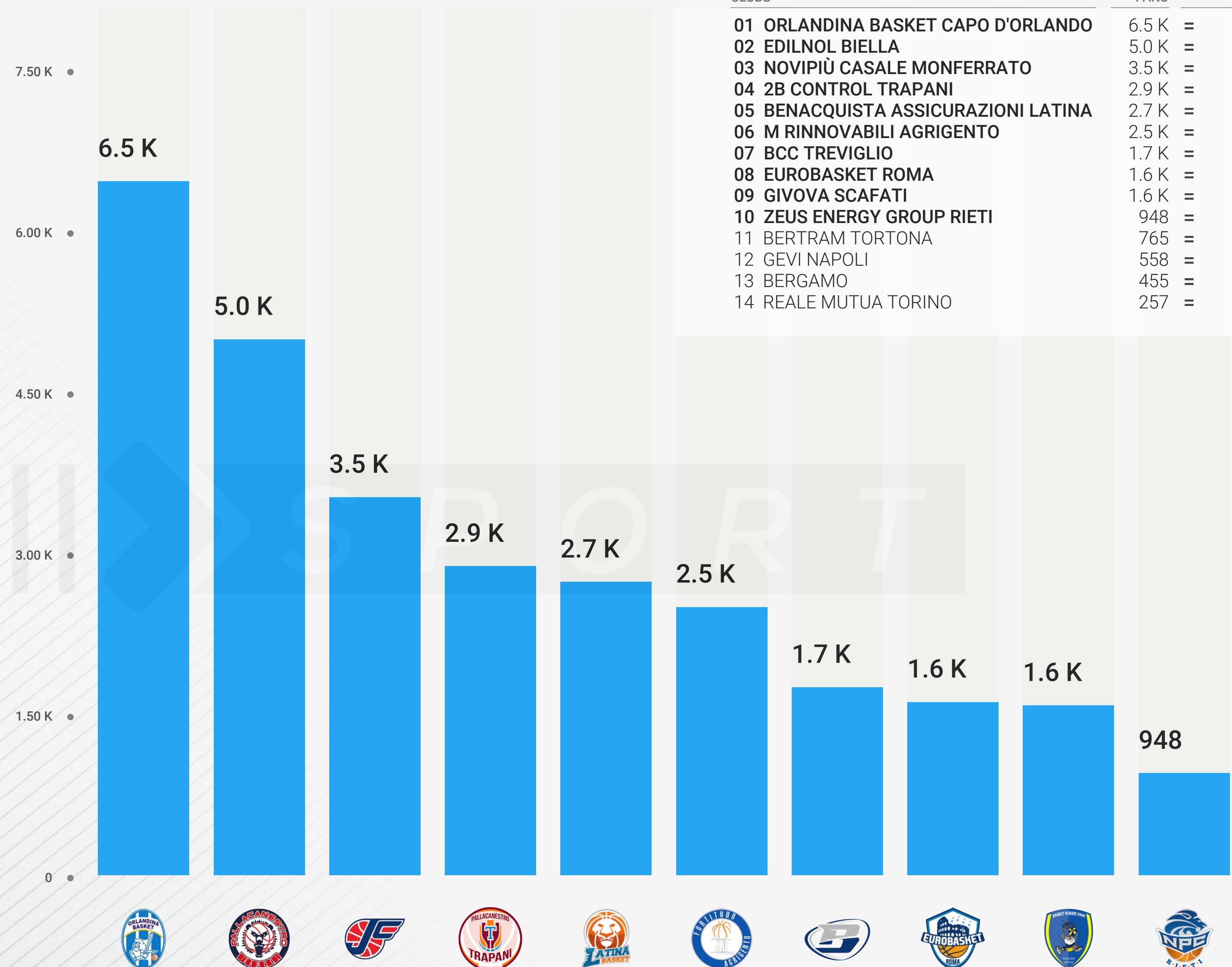
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LNP SERIE A2 OVEST Twitter



Ranking of the **LNP Serie A2 Ovest** basketball clubs on Twitter.



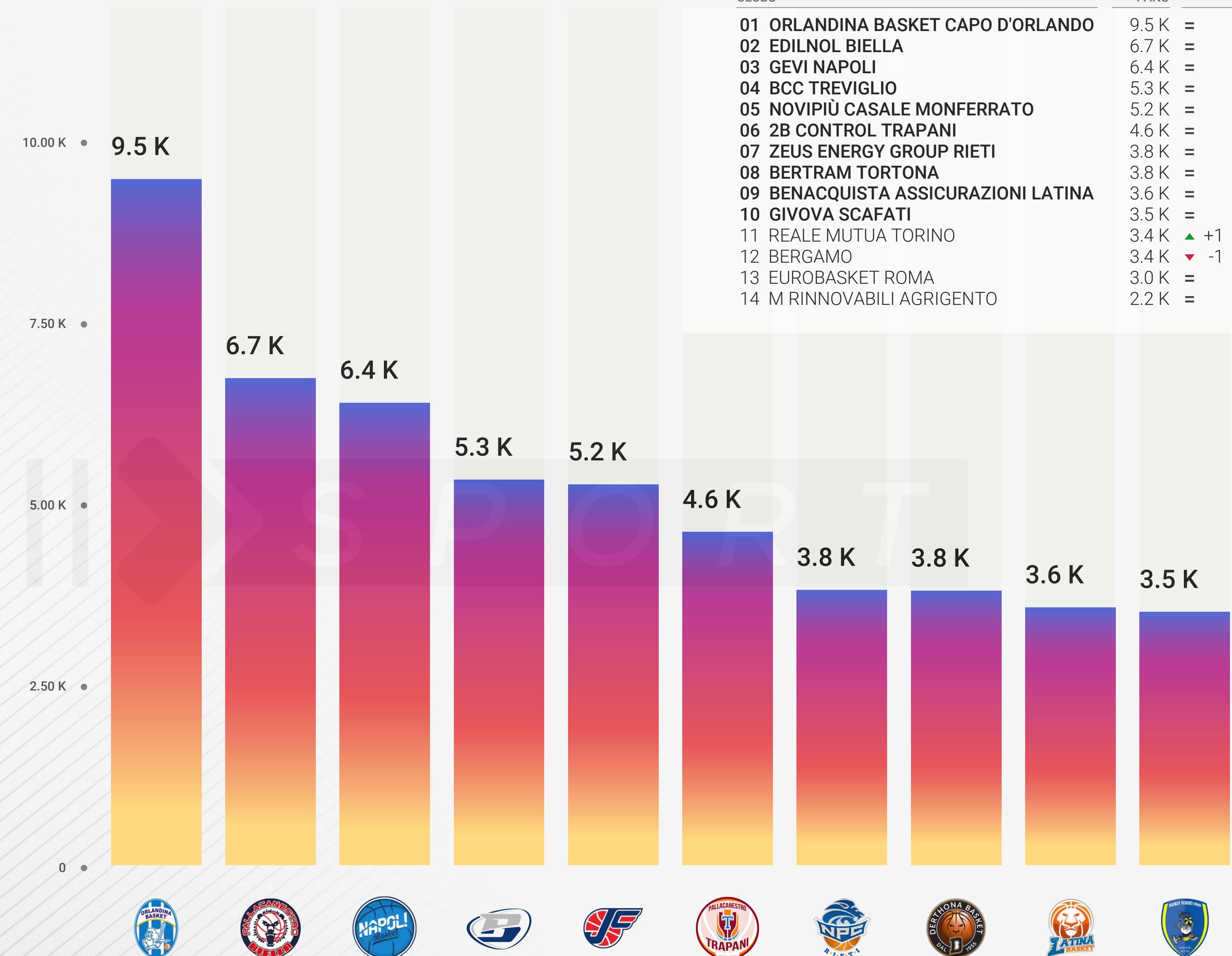
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LNP SERIE A2 OVEST Instagram



Ranking of the **LNP Serie A2 Ovest**
basketball clubs on Instagram.



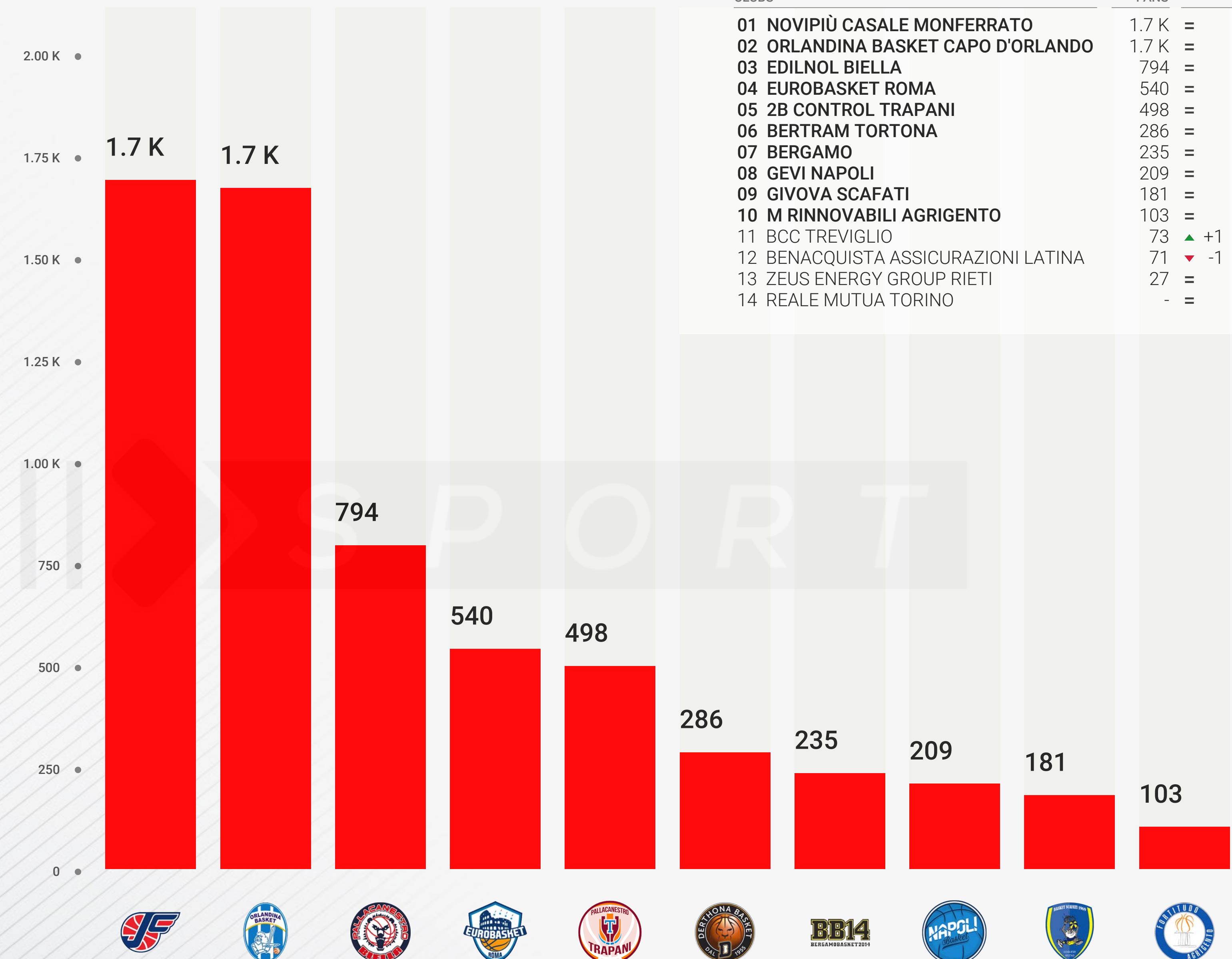
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LNP SERIE A2 OVEST YouTube



Ranking of the LNP Serie A2 Ovest basketball clubs on YouTube.



*[from December 05, 2019 to January 07, 2020]

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LNP SERIE A2 OVEST Social

TOTAL FANBASE

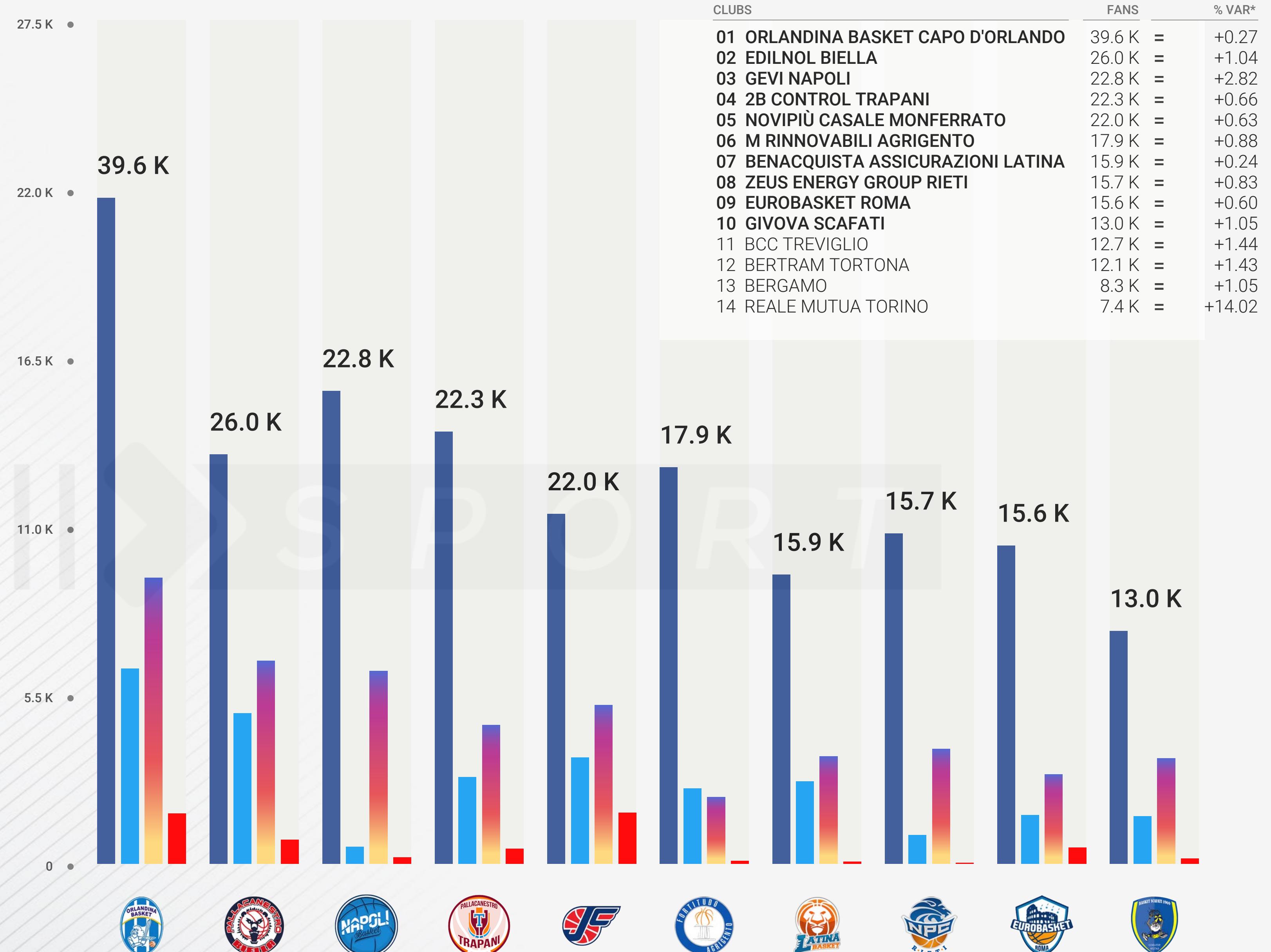
251 K



Ranking of the **LNP Serie A2 Ovest** basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

*[from December 05, 2019 to January 07, 2020]

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LNP SERIE A2 OVEST Brands



TOTAL FANBASE

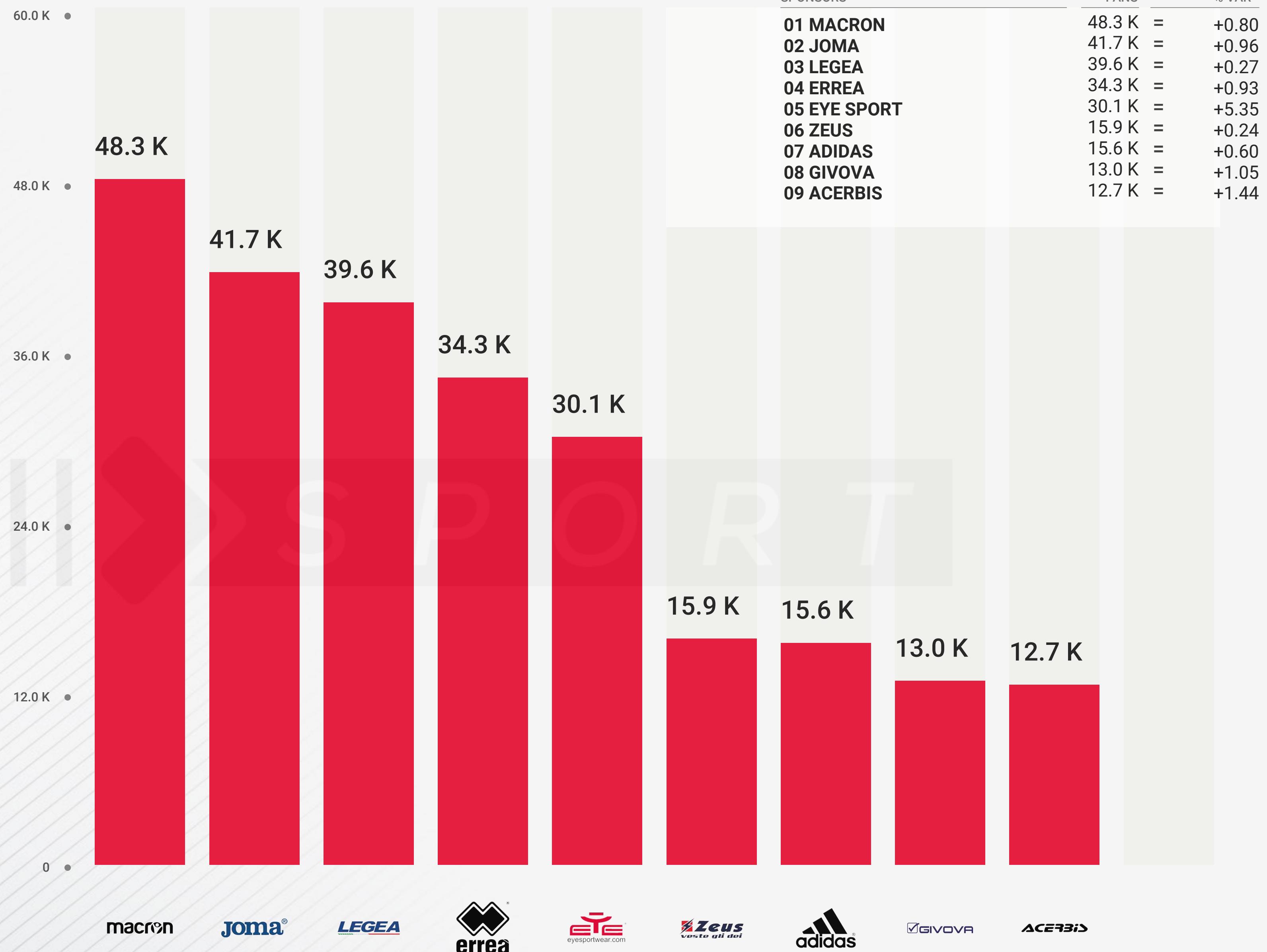
251 K



Potential Social Media exposition
of the **Sport Brands** in relation
to the total fanbase of the 14
sponsored LNP Serie A2 Ovest
basketball clubs.

*[from December 05, 2019 to January 07, 2020]

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SPONSORS

01 MACRON
02 JOMA
03 LEGEA
04 ERREA
05 EYE SPORT
06 ZEUS
07 ADIDAS
08 GIVOVA
09 ACERBIS

FANS

48.3 K
41.7 K
39.6 K
34.3 K
30.1 K
15.9 K
15.6 K
13.0 K
12.7 K

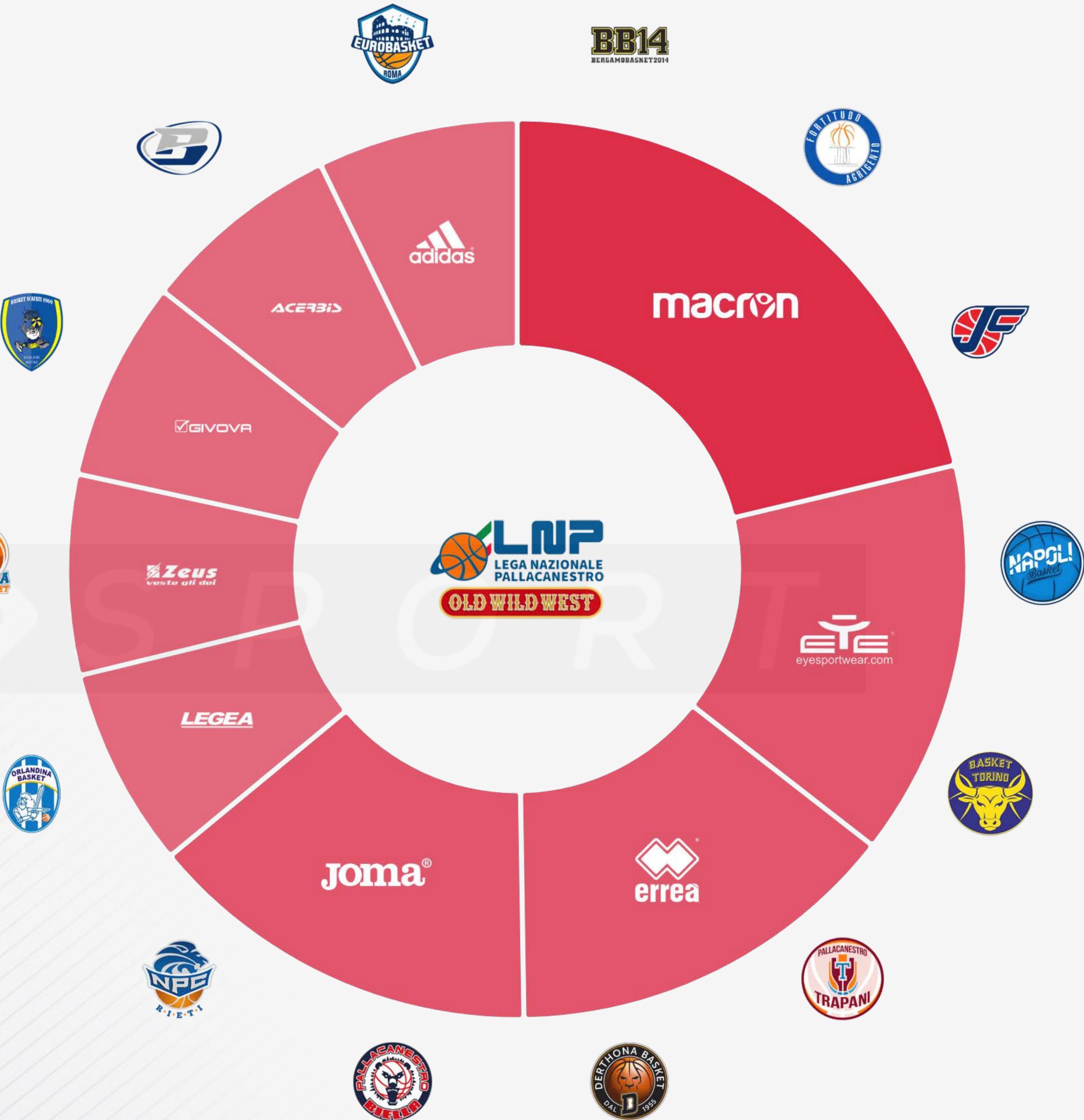
% VAR*

= +0.80
= +0.96
= +0.27
= +0.93
= +5.35
= +0.24
= +0.60
= +1.05
= +1.44

LNP SERIE A2 OVEST Brands



Coverage of the **Sport Brands**
in relation to the 14 sponsored
LNP Serie A2 Ovest basketball clubs.



*[from December 05, 2019 to January 07, 2020]

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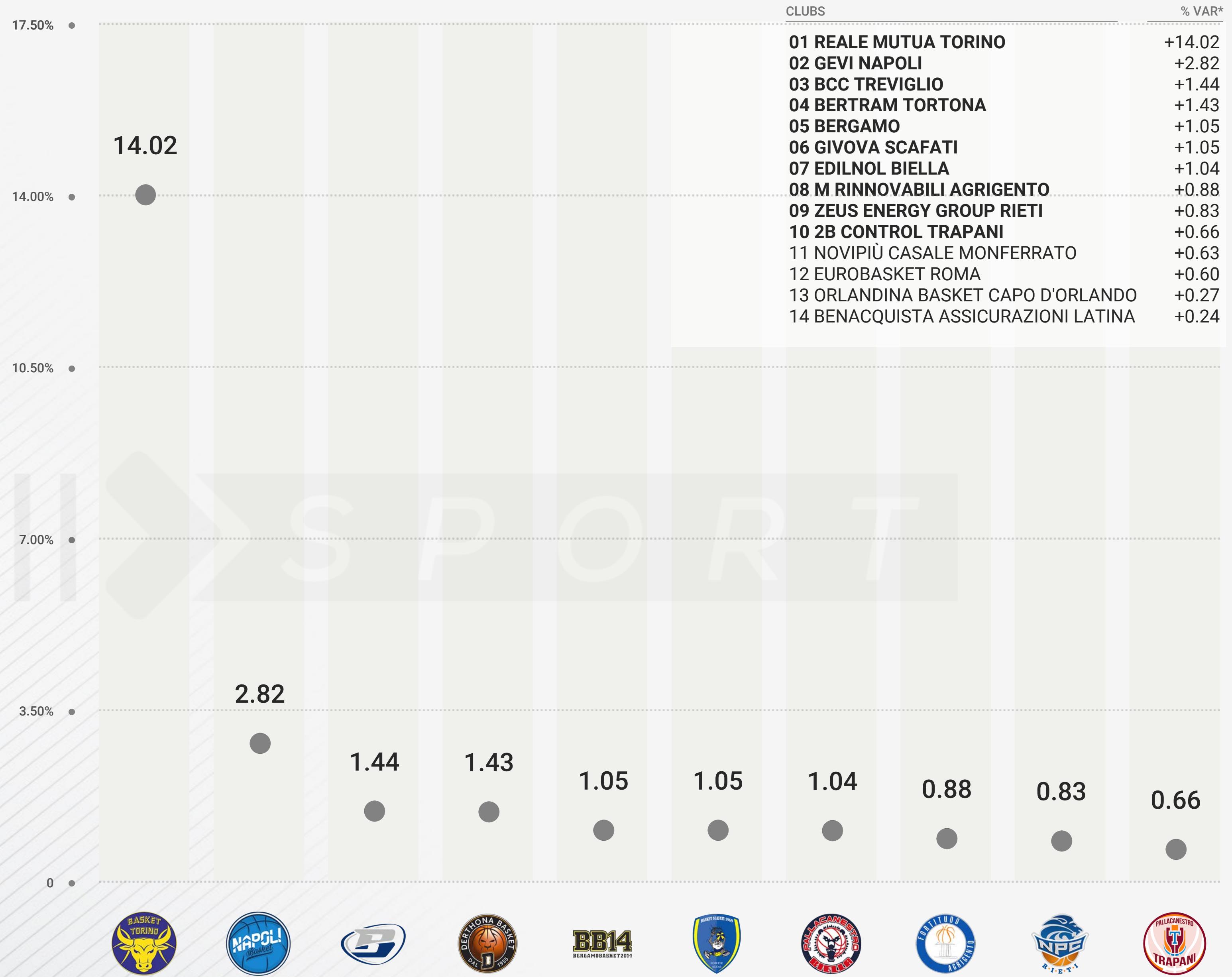
LNP SERIE A2 OVEST Grown Up



Ranking of the most grown up
LNP Serie A2 Ovest basketball clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from December 05, 2019 to January 07, 2020]

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ITALY SnapShot / LNP Serie A2 Est



14

CLUBS

7

BRANDS

211 K

+ 1.24%*

FANS

Total LNP Serie A2 Est
Basketball Clubs
analyzed.

Total LNP Serie A2 Est
sports brands analyzed.

Total Facebook, Twitter,
Instagram, YouTube fans of the
LNP Serie A2 Est Basketball
Clubs analyzed.

*[from December 05, 2019 to January 07, 2020]

LNP SERIE A2 EST Facebook



Ranking of the LNP Serie A2 Est basketball clubs on Facebook.



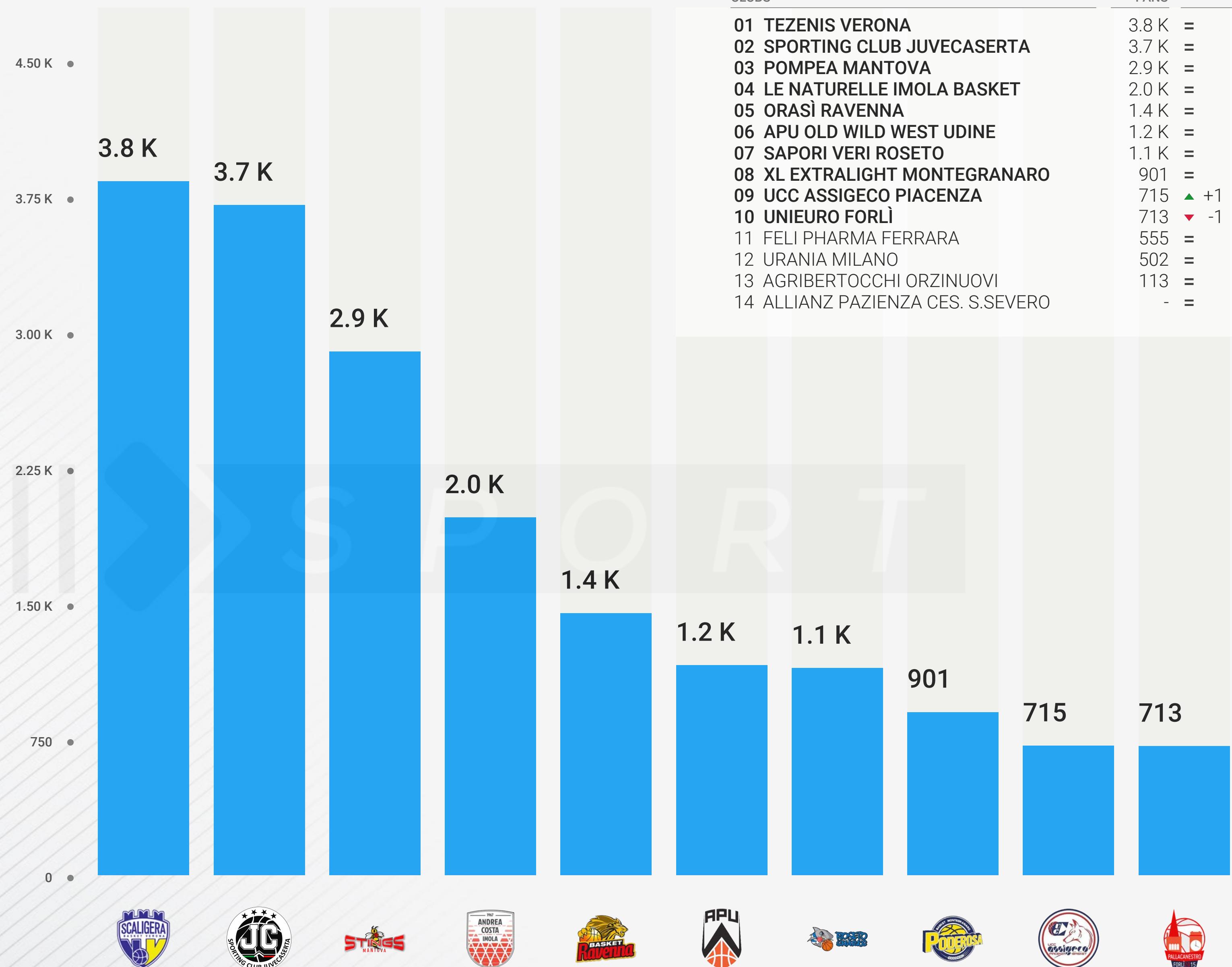
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LNP SERIE A2 EST Twitter



Ranking of the **LNP Serie A2 Est**
basketball clubs on Twitter.



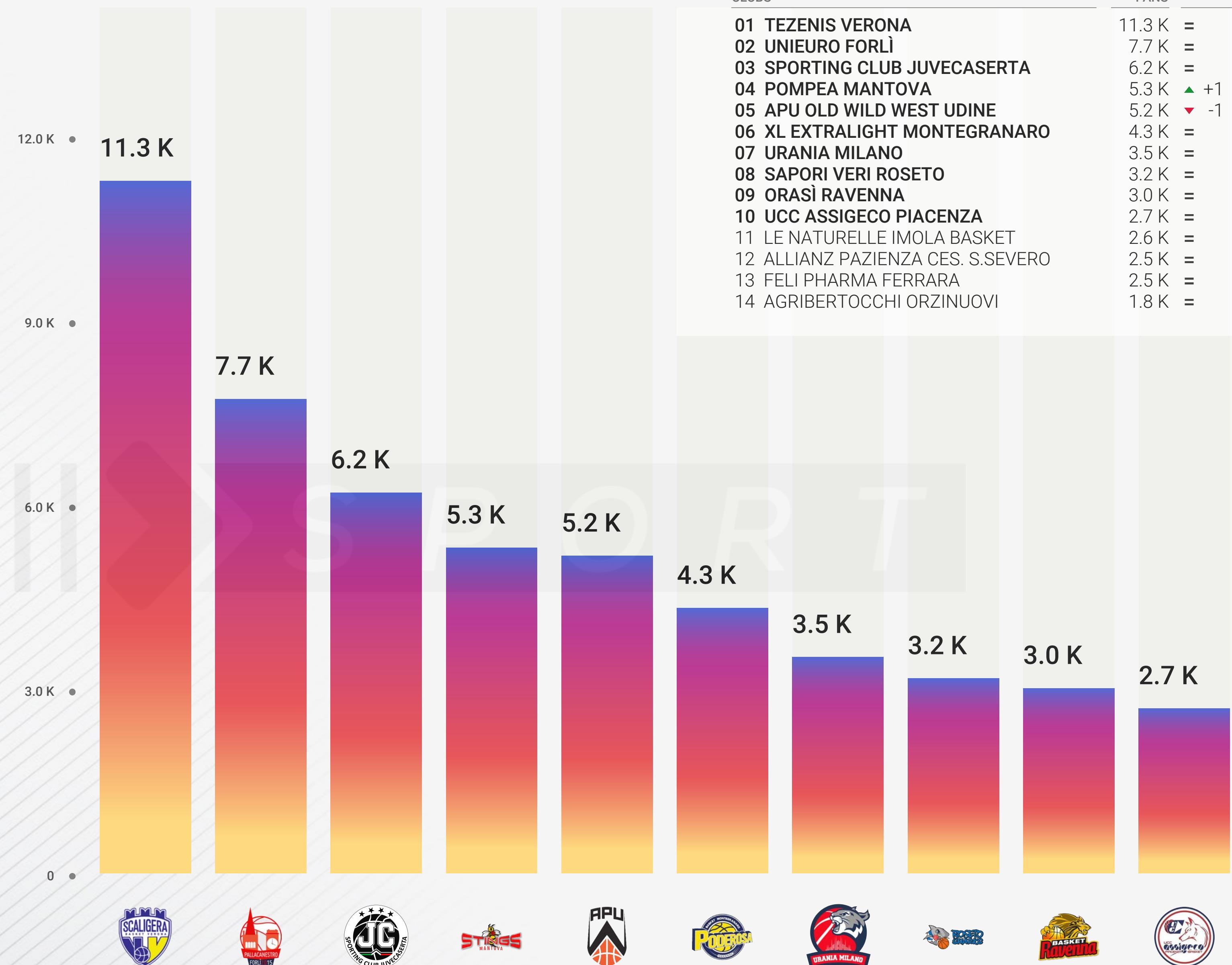
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LNP SERIE A2 EST Instagram



Ranking of the **LNP Serie A2 Est** basketball clubs on Instagram.



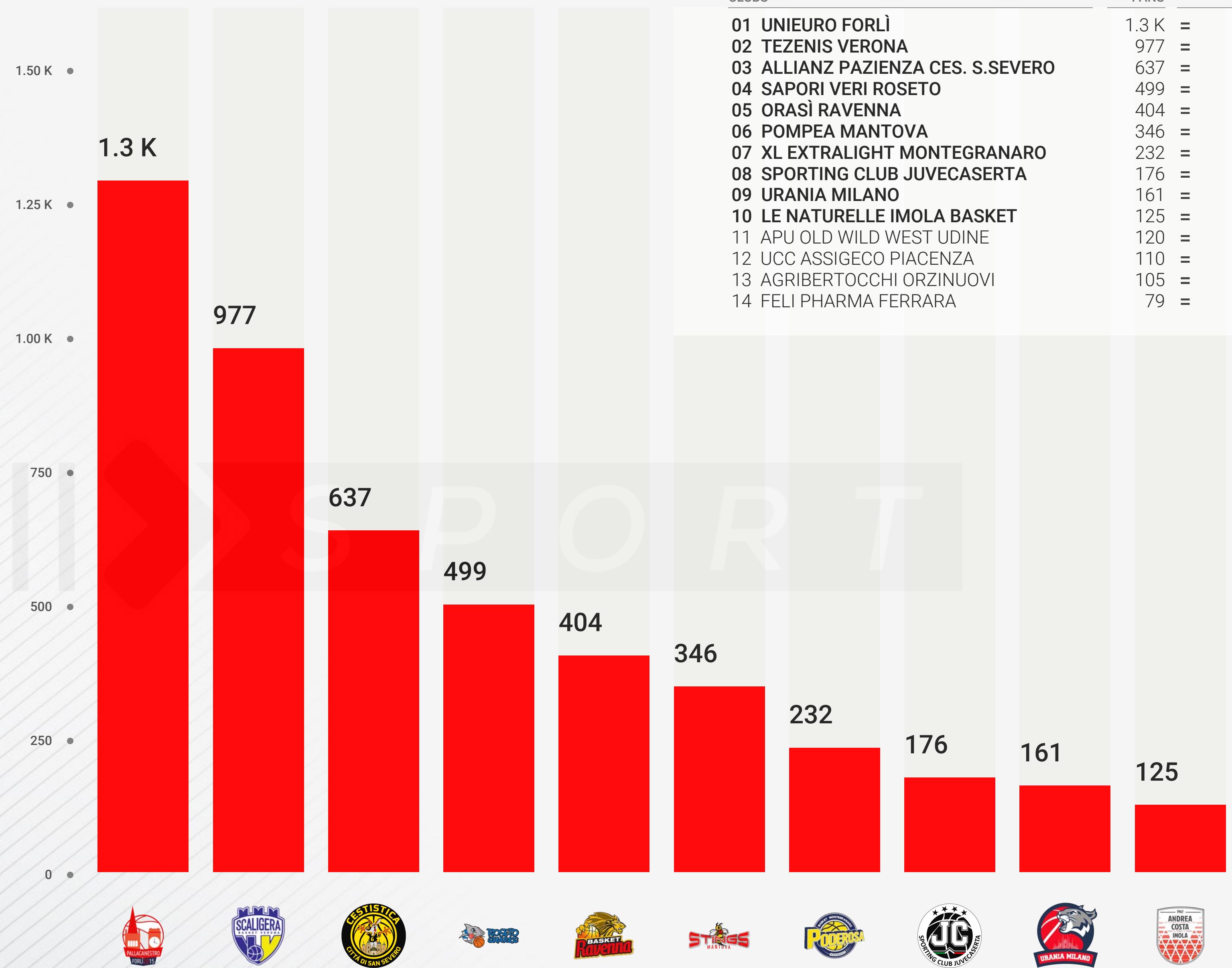
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LNP SERIE A2 EST YouTube



Ranking of the LNP Serie A2 Est basketball clubs on YouTube.



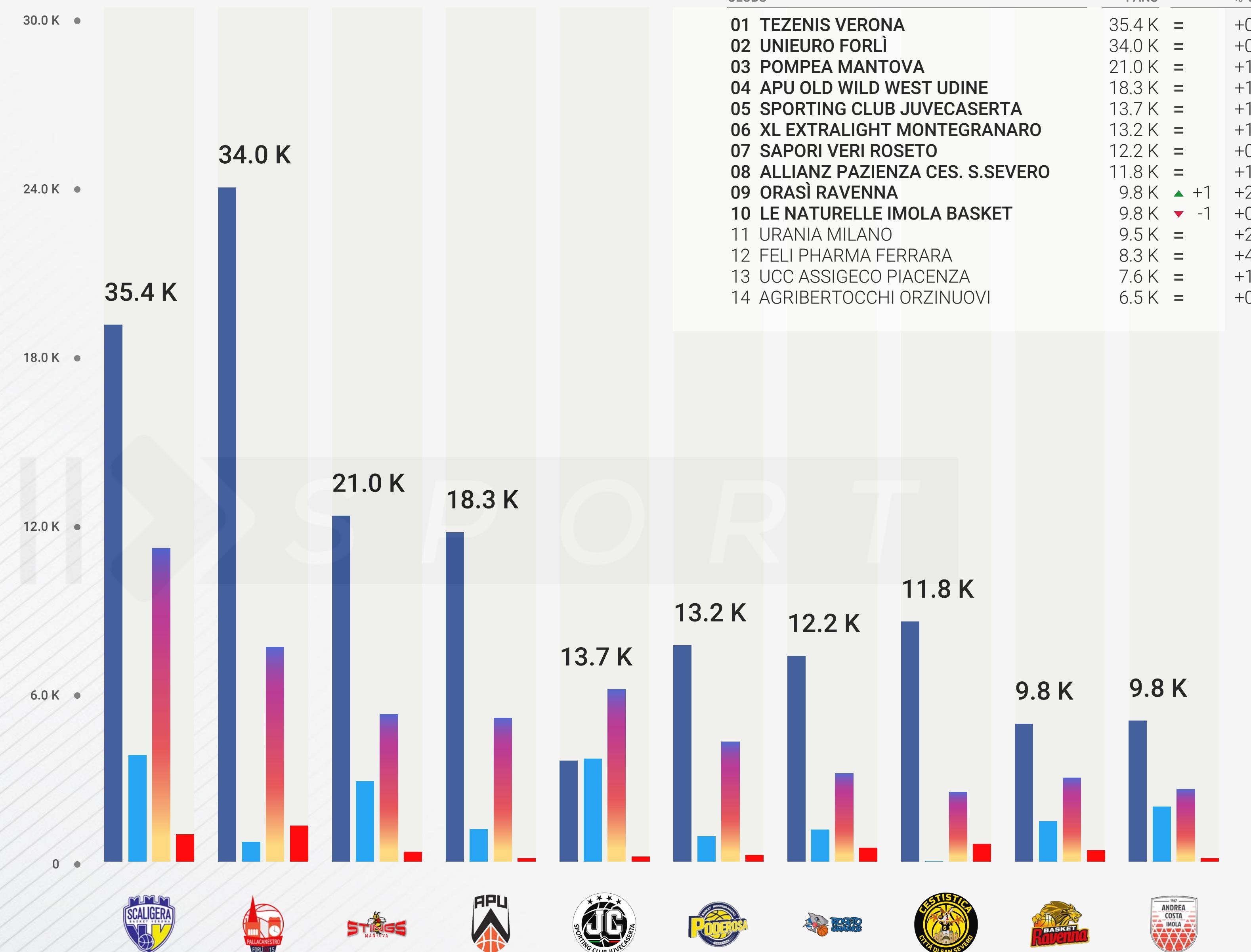
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LNP SERIE A2 EST Social



Ranking of the **LNP Serie A2 Est** basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.



LNP SERIE A2 EST Brands



TOTAL FANBASE

211 K



Potential Social Media exposition
of the **Sport Brands** in relation
to the total fanbase of the 14
sponsored LNP Serie A2 Est
basketball clubs.

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SPONSORS

01 ERREA
02 ADIDAS
03 SPALDING
04 MACRON
05 NIKE
06 GIVOVA
07 EFFESPORT

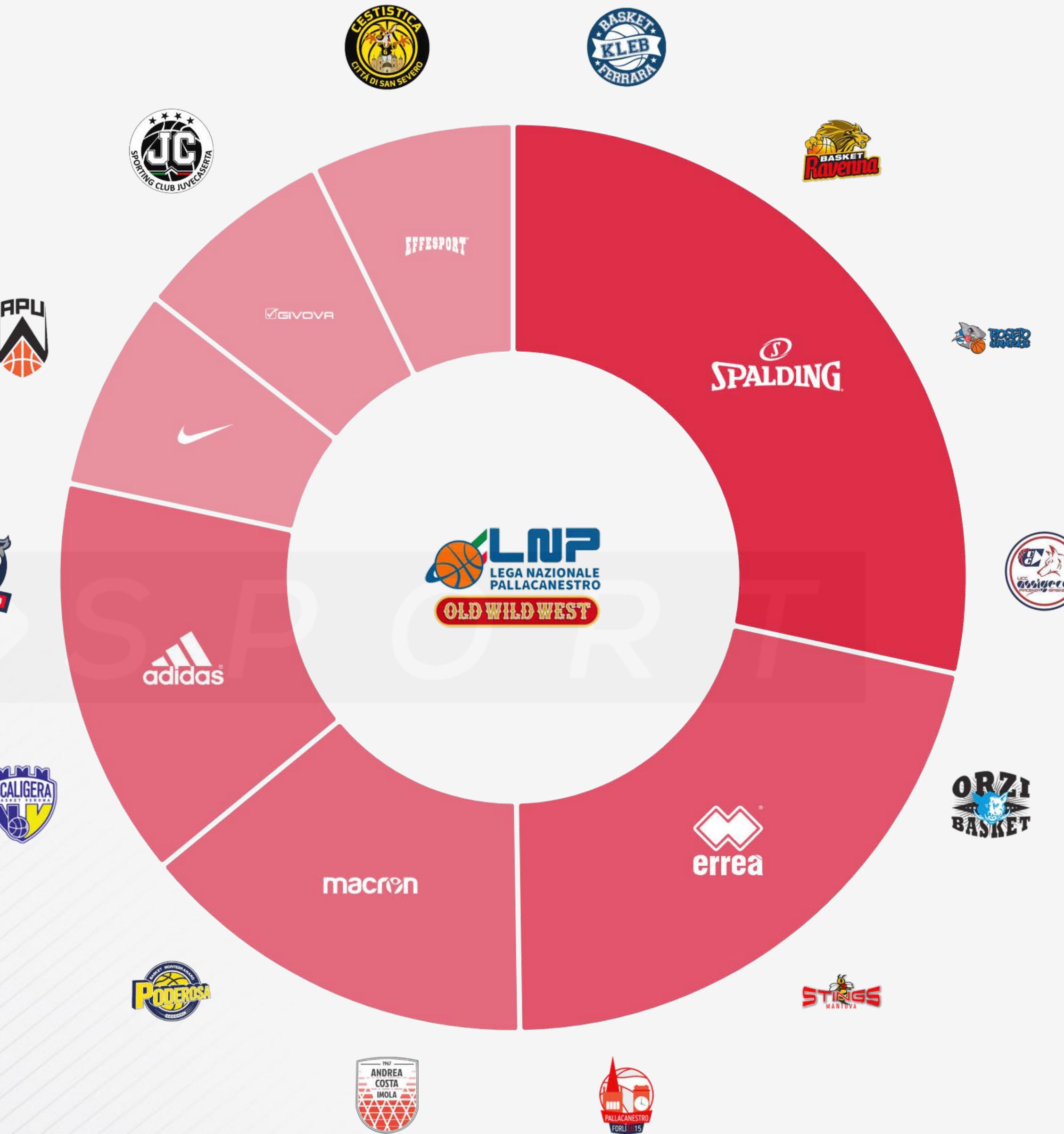
FANS % VAR*

61.5 K = +0.82
44.9 K = +1.08
37.9 K = +2.14
23.0 K = +1.01
18.3 K = +1.03
13.7 K = +1.68
11.8 K = +1.46

LNP SERIE A2 EST Brands



Coverage of the **Sport Brands**
in relation to the 14 sponsored
LNP Serie A2 Est basketball clubs.



*[from December 05, 2019 to January 07, 2020]

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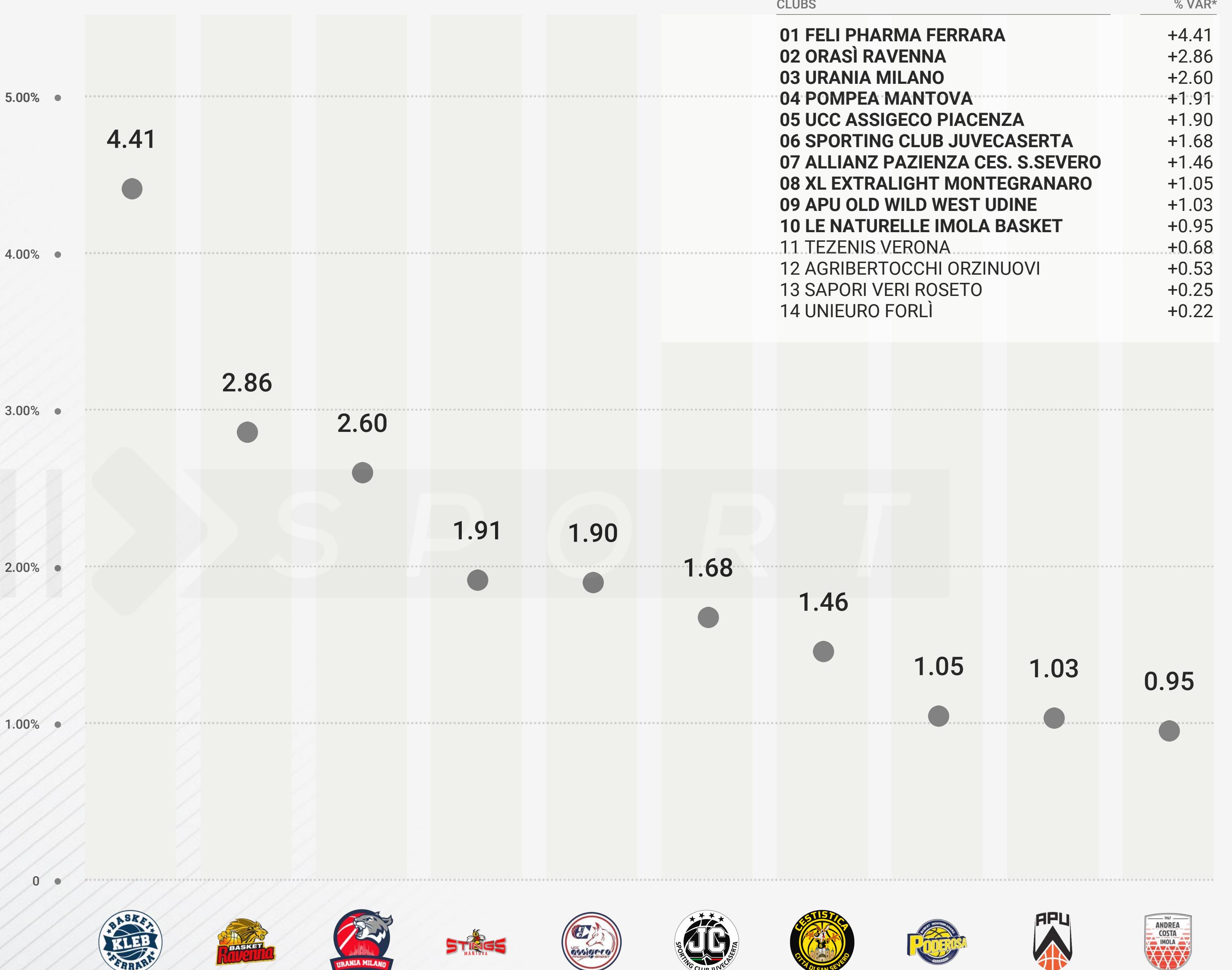
LNP SERIE A2 EST Grown Up



Ranking of the most grown up
LNP Serie A2 Est basketball clubs
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ITALY SnapShot / Overview

3**COMPETITIONS**

Total Competitions analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

45**CLUBS**

Total LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est Basketball Clubs analyzed.

13**BRANDS**

Total LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est sport brands analyzed.

1.8 M**+ 1.13%*****FANS**

Total Facebook, Twitter, Instagram, YouTube fans of the LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est Basketball Clubs analyzed.

ITALY Facebook



Ranking of the **TOP 20** most followed basketball clubs on Facebook, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



*[from December 05, 2019 to January 07, 2020]

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ITALY Twitter



Ranking of the **TOP 20** most followed basketball clubs on Twitter, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



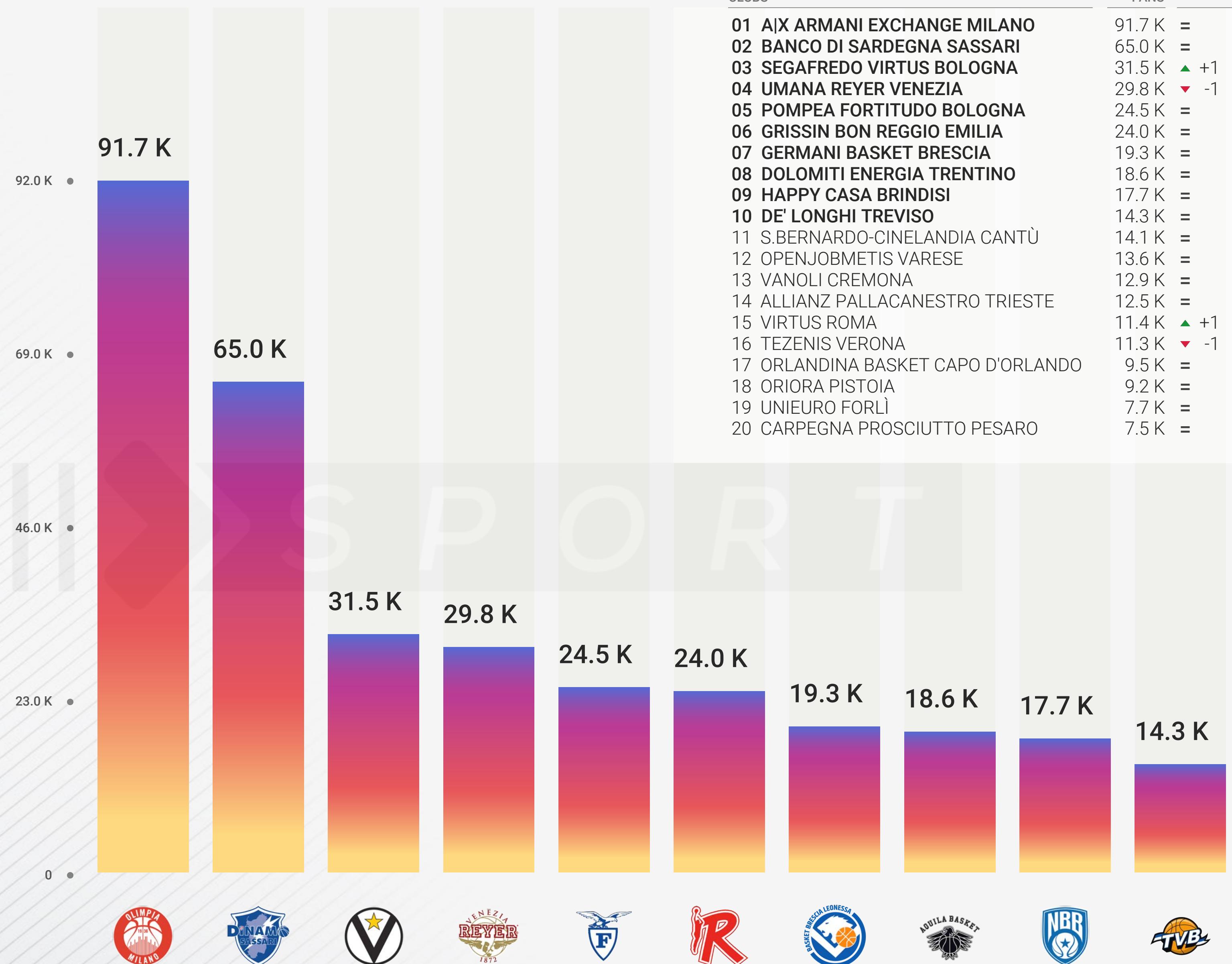
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ITALY Instagram



Ranking of the **TOP 20** most followed basketball clubs on Instagram, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



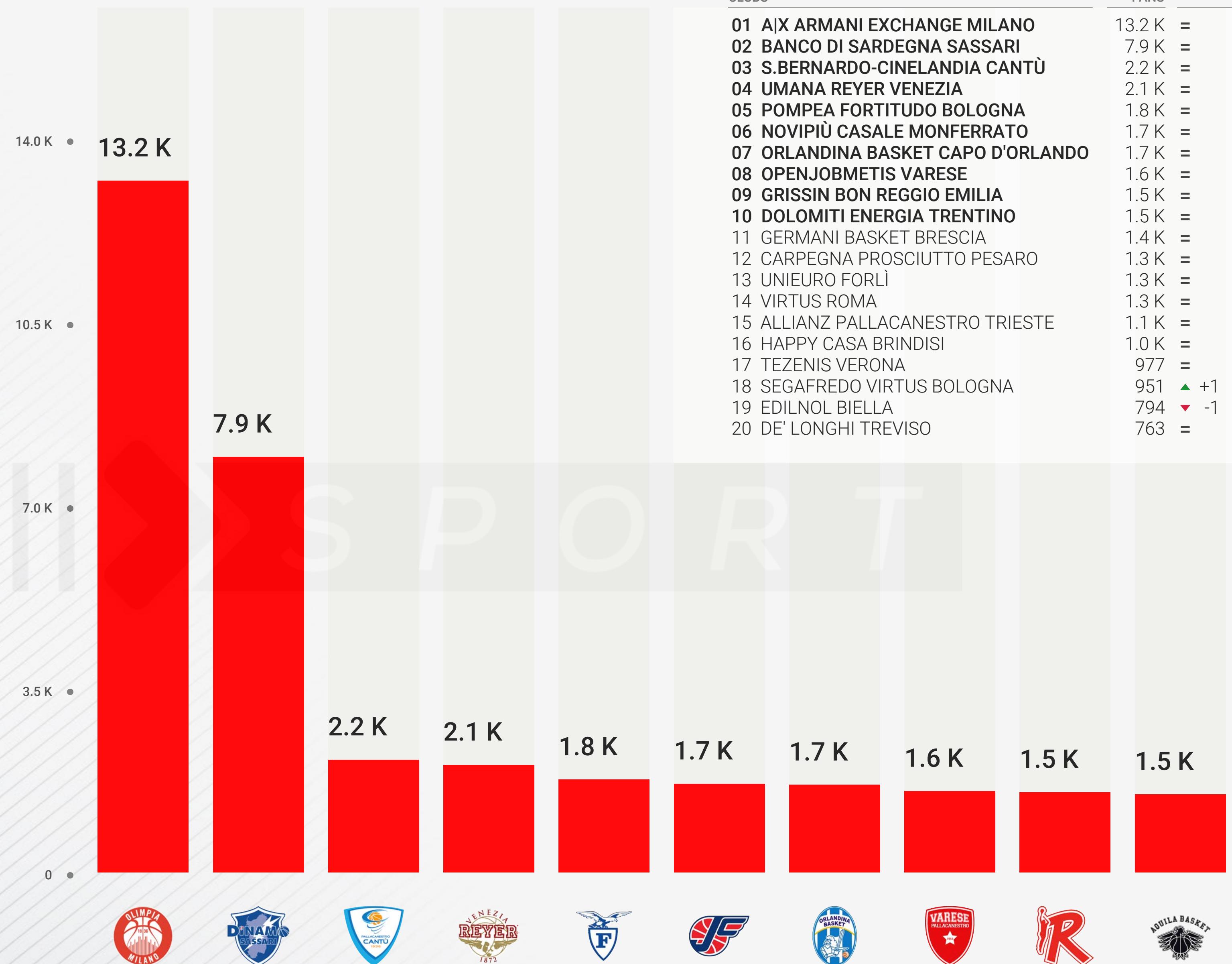
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ITALY YouTube



Ranking of the **TOP 20** most followed basketball clubs on YouTube, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



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ITALY Social

TOTAL FANBASE

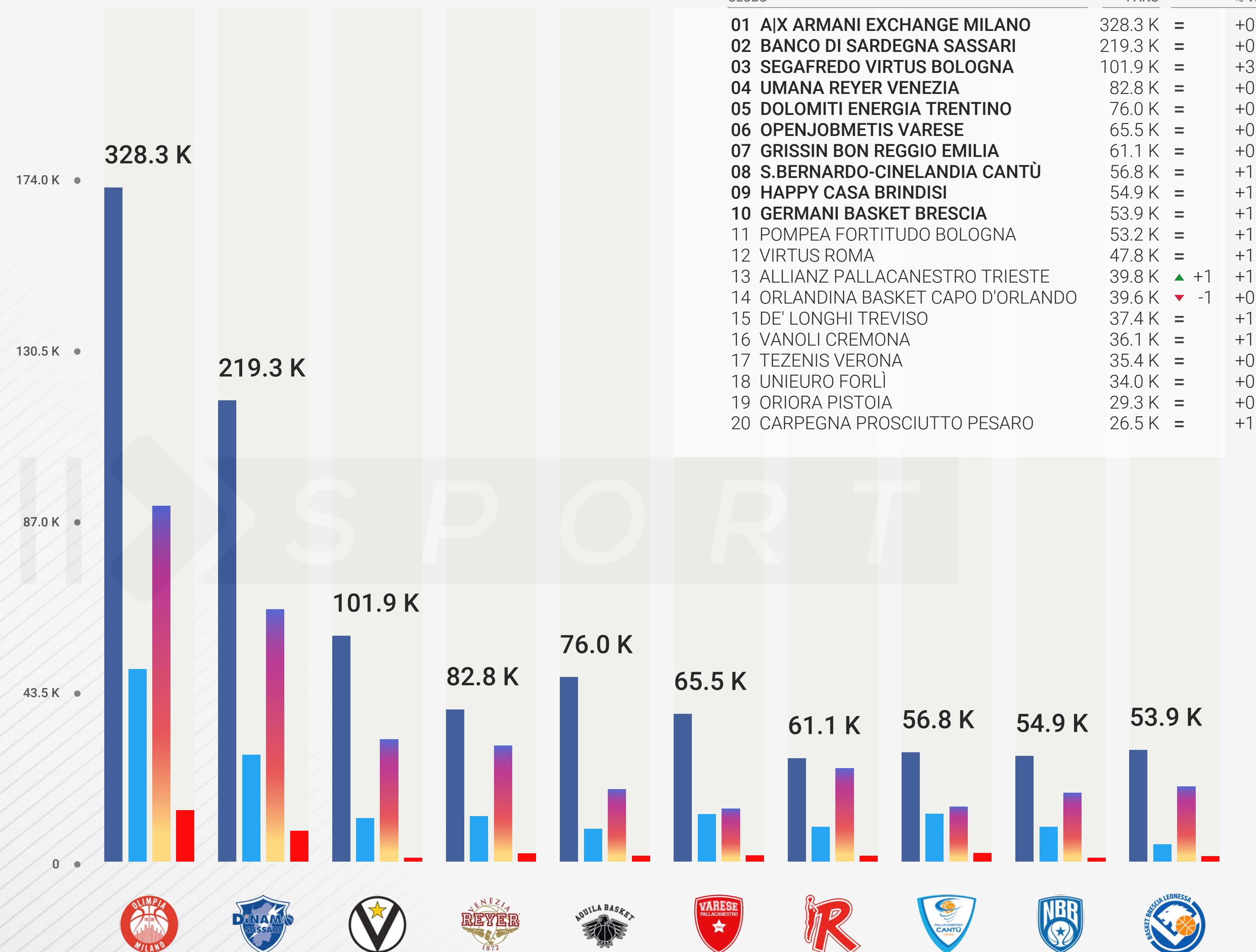
1.8 M



TOP 20 most followed LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est basketball clubs, based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

*[from December 05, 2019 to January 07, 2020]

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ITALY Clubs

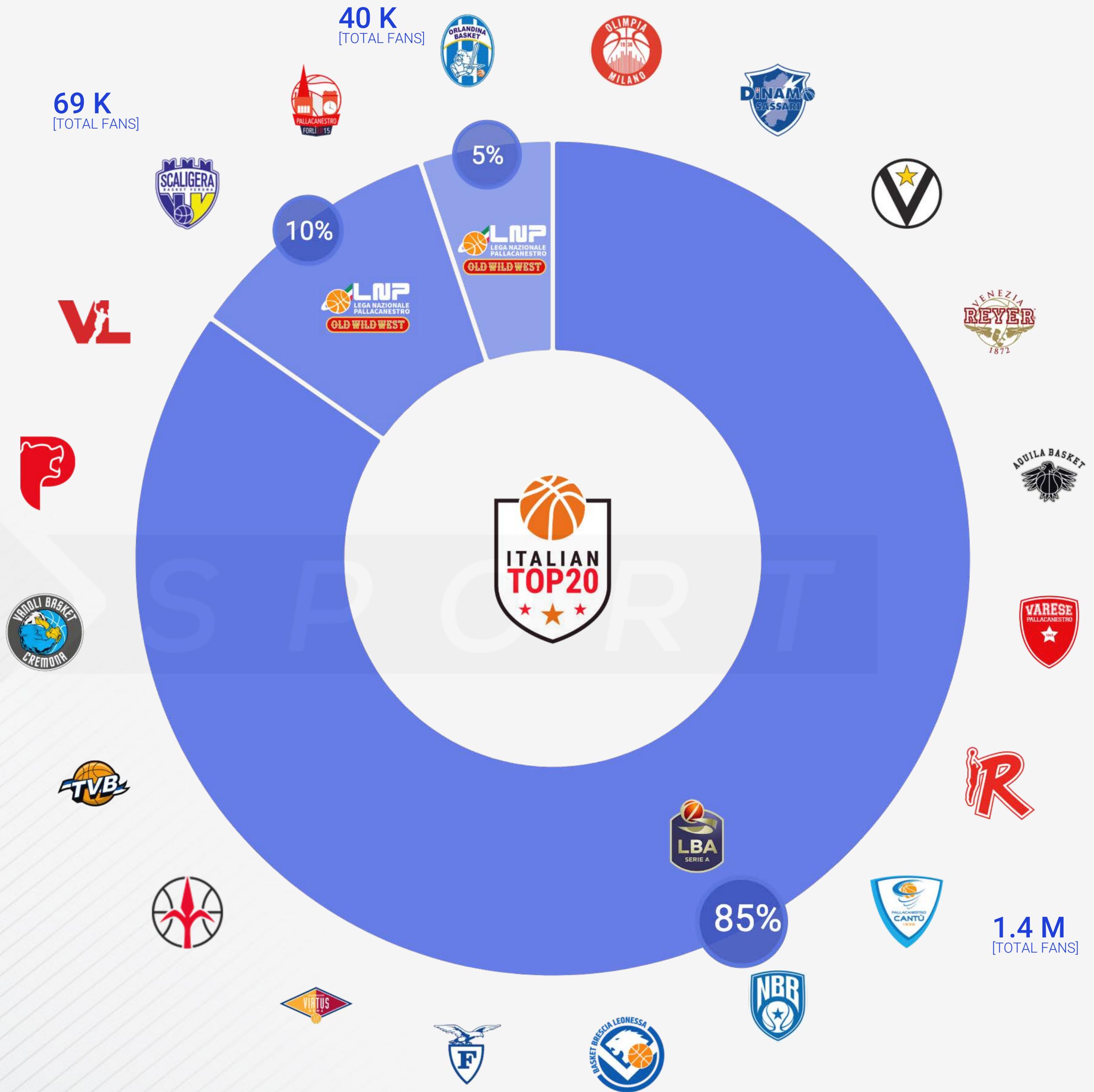
CLUBS
45

LEAGUES
3

Social Media coverage of the **3 leagues** based on the presence of their related basketball clubs in the "Italian TOP 20 most followed teams" chart.

*[from December 05, 2019 to January 07, 2020]

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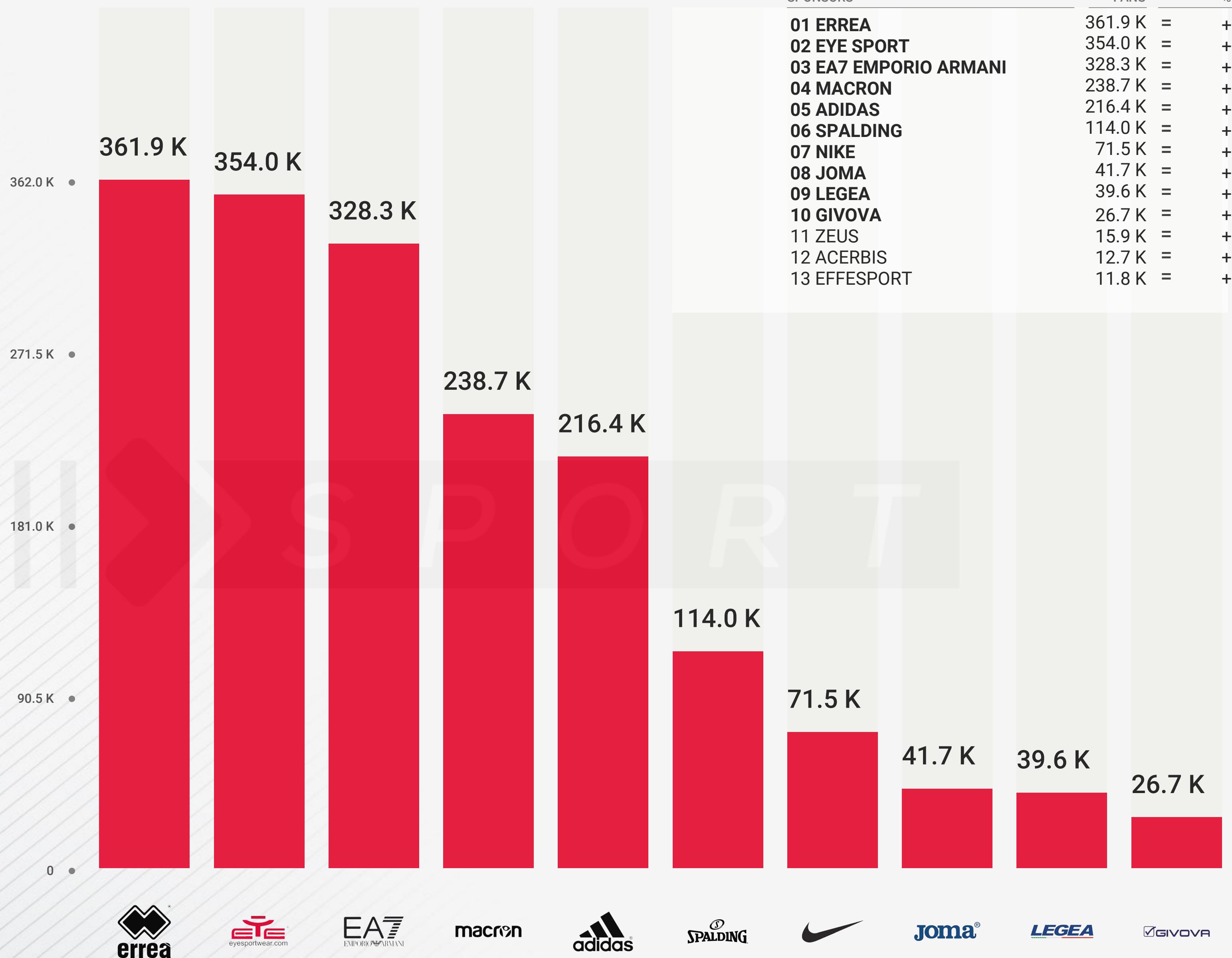
ITALY Social Brands

TOTAL FANBASE

1.8 M



Potential Social Media exposition
of the **Sport Brands** in relation
to the total fanbase of the 45
sponsored basketball clubs.



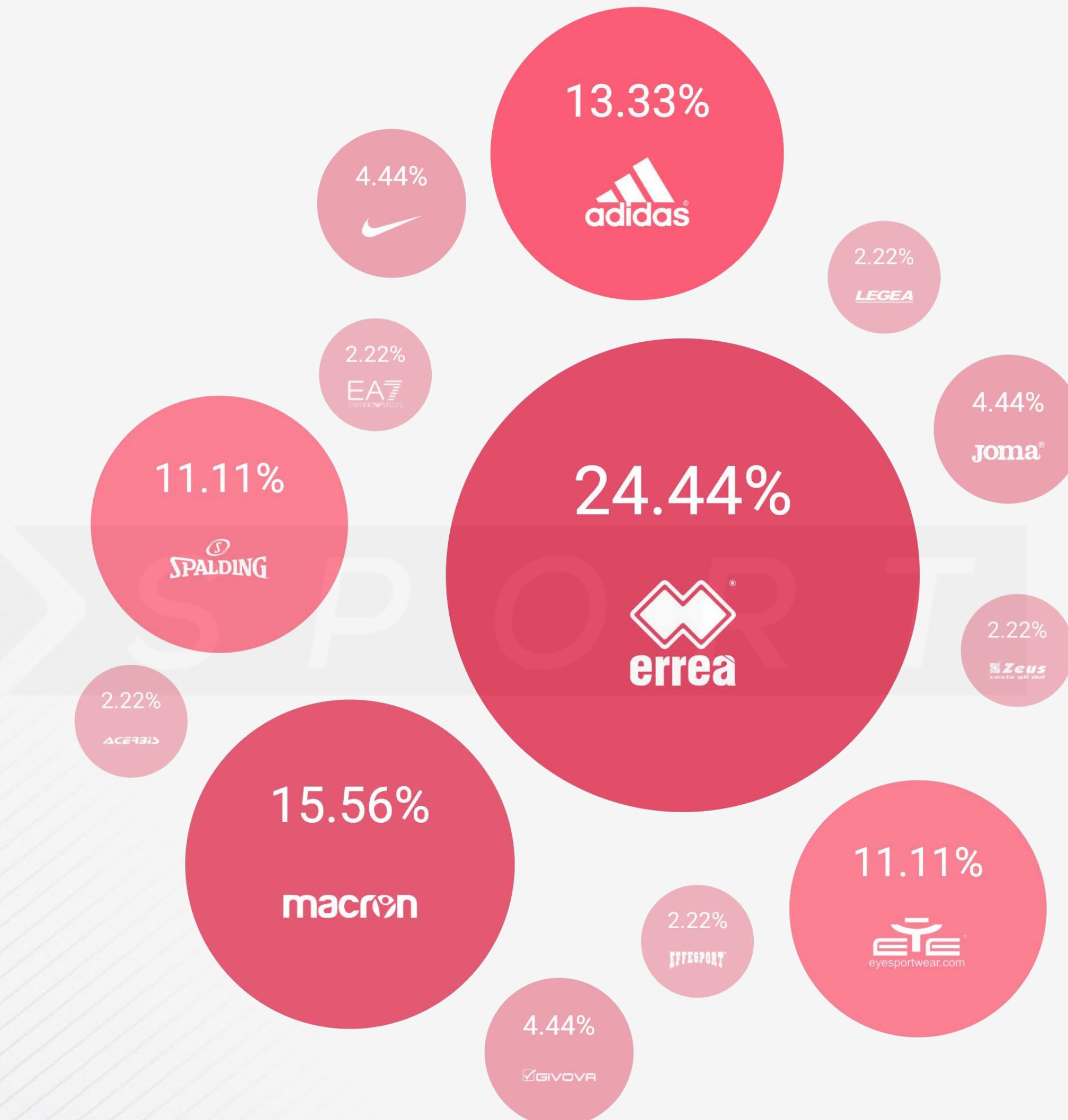
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ITALY Sport Brands



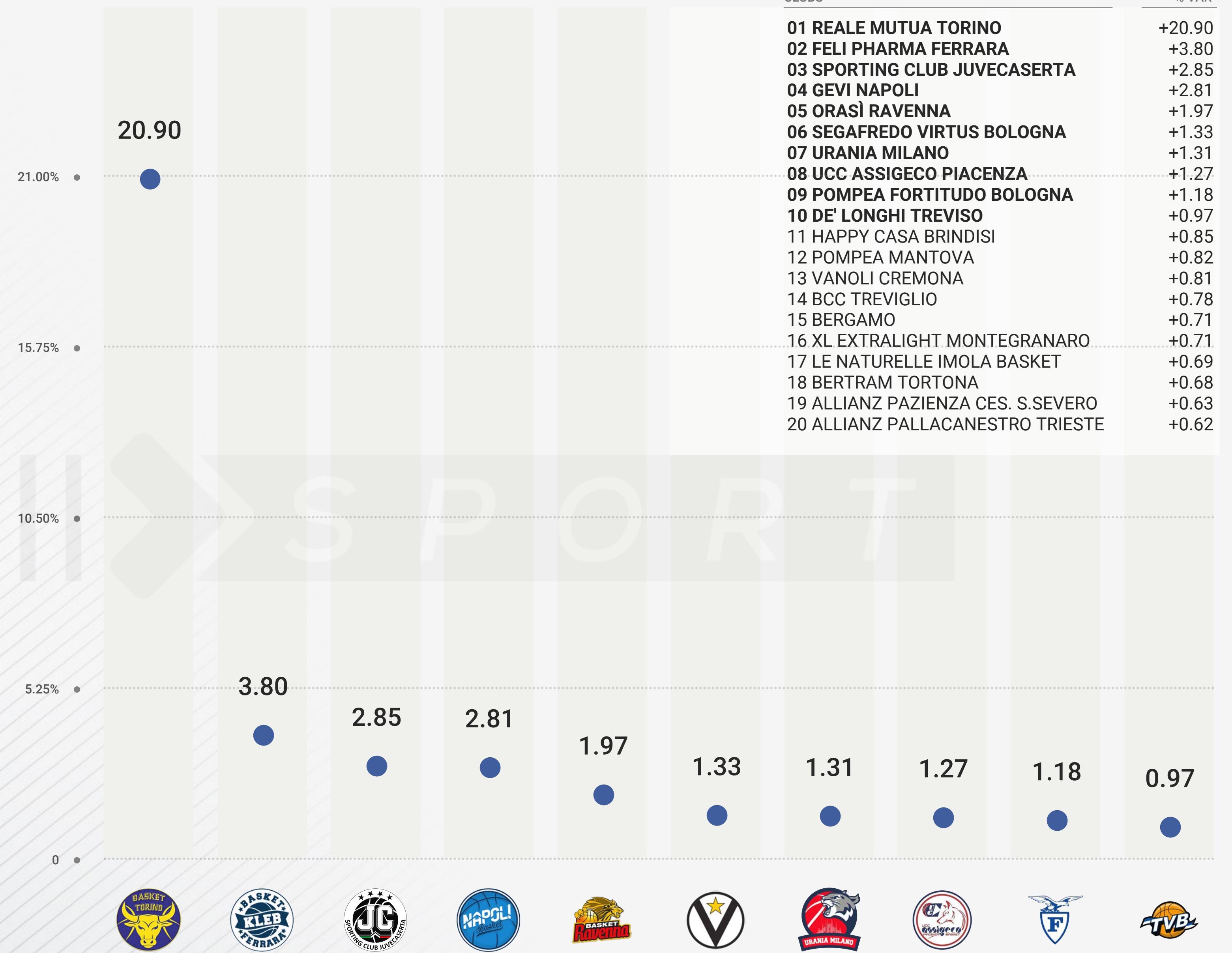
Sport Brands coverage in relation to the 45 sponsored basketball clubs.



ITALY Facebook



Ranking of the Italian **TOP 20**
most grown up basketball clubs
on Facebook.



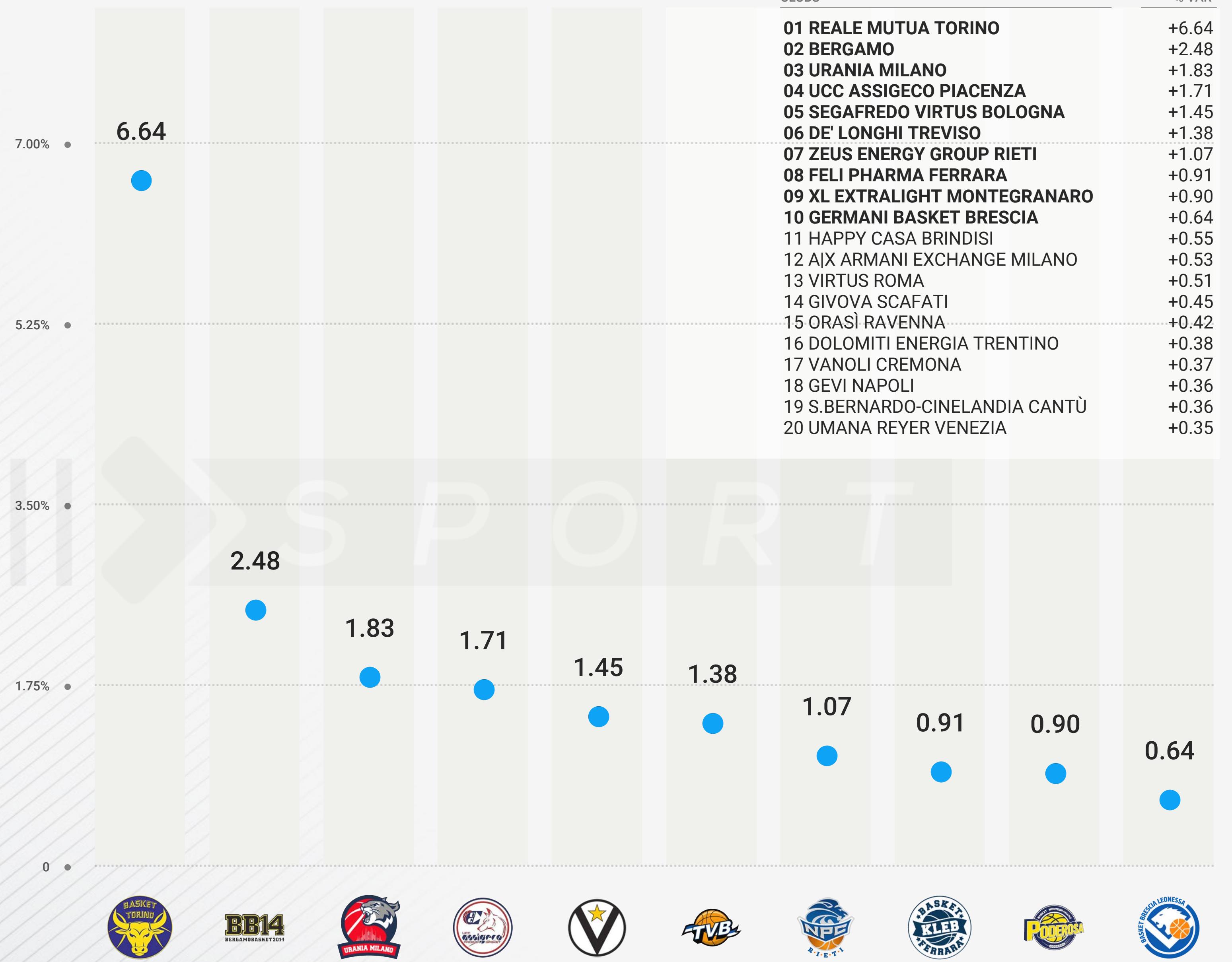
*[from December 05, 2019 to January 07, 2020]

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ITALY Twitter



Ranking of the Italian **TOP 20**
most grown up basketball clubs
on Twitter.



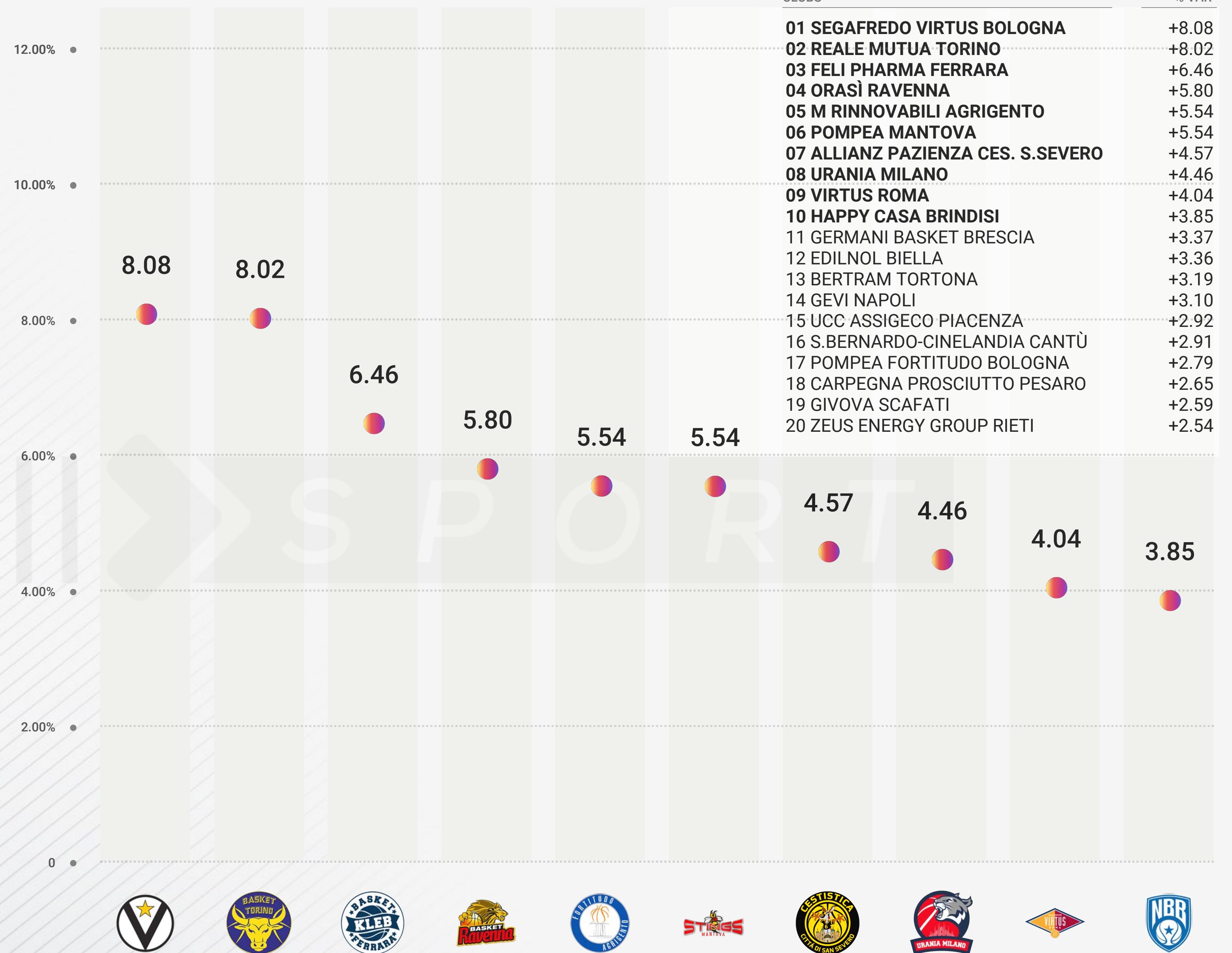
*[from December 05, 2019 to January 07, 2020]

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ITALY Instagram



Ranking of the Italian **TOP 20**
most grown up basketball clubs
on Instagram.



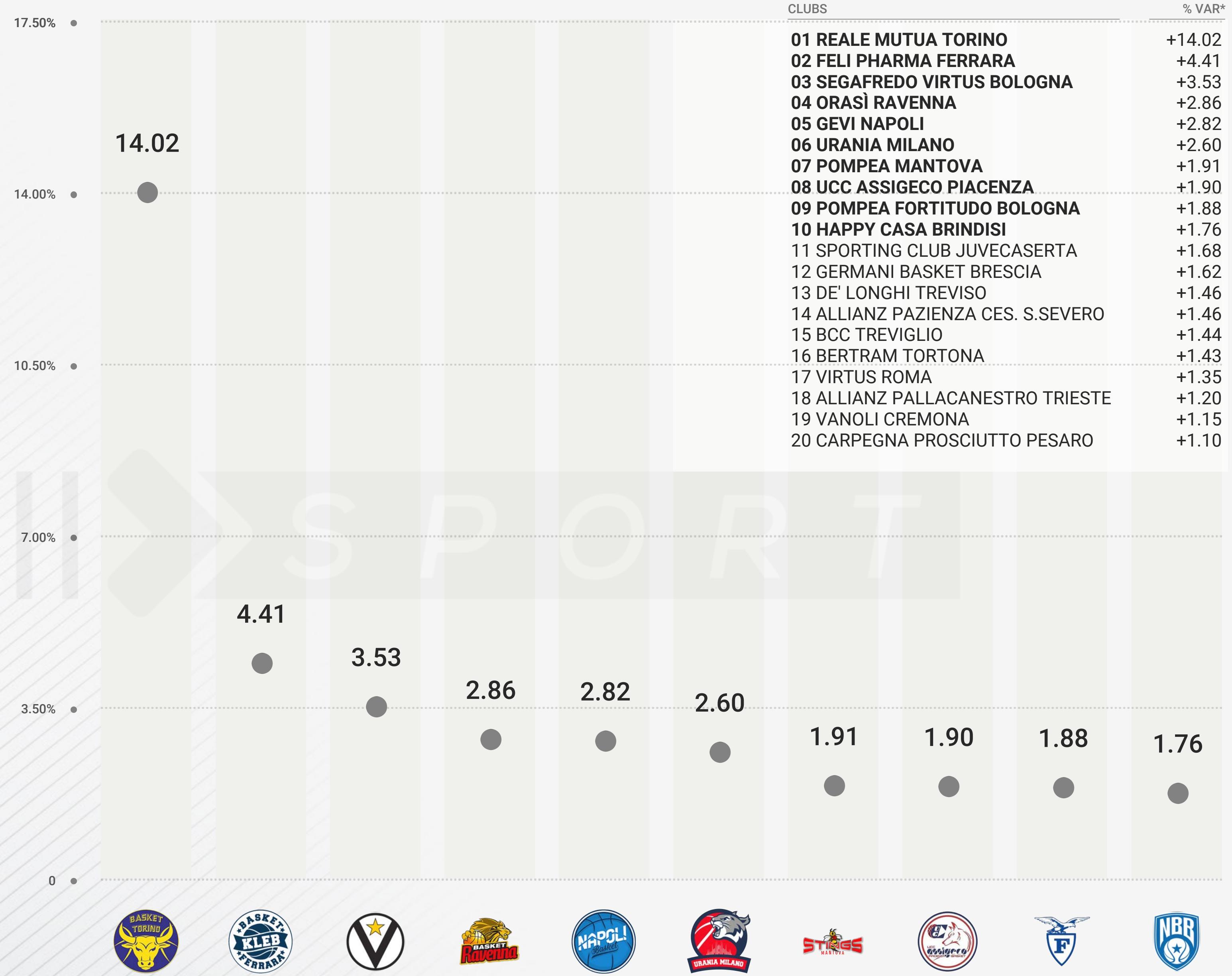
*[from December 05, 2019 to January 07, 2020]

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ITALY Social



Ranking of the Italian **TOP 20**
most grown up basketball clubs
on social media.



*[from December 05, 2019 to January 07, 2020]

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ITALY SnapShot / Official Apps*

3

COMPETITIONS

Total Leagues analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

45

CLUBS

Total Basketball Clubs analyzed in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

12

iOS

Total iOS Official Apps analyzed in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

12

ANDROID

Total Android Official Apps analyzed in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

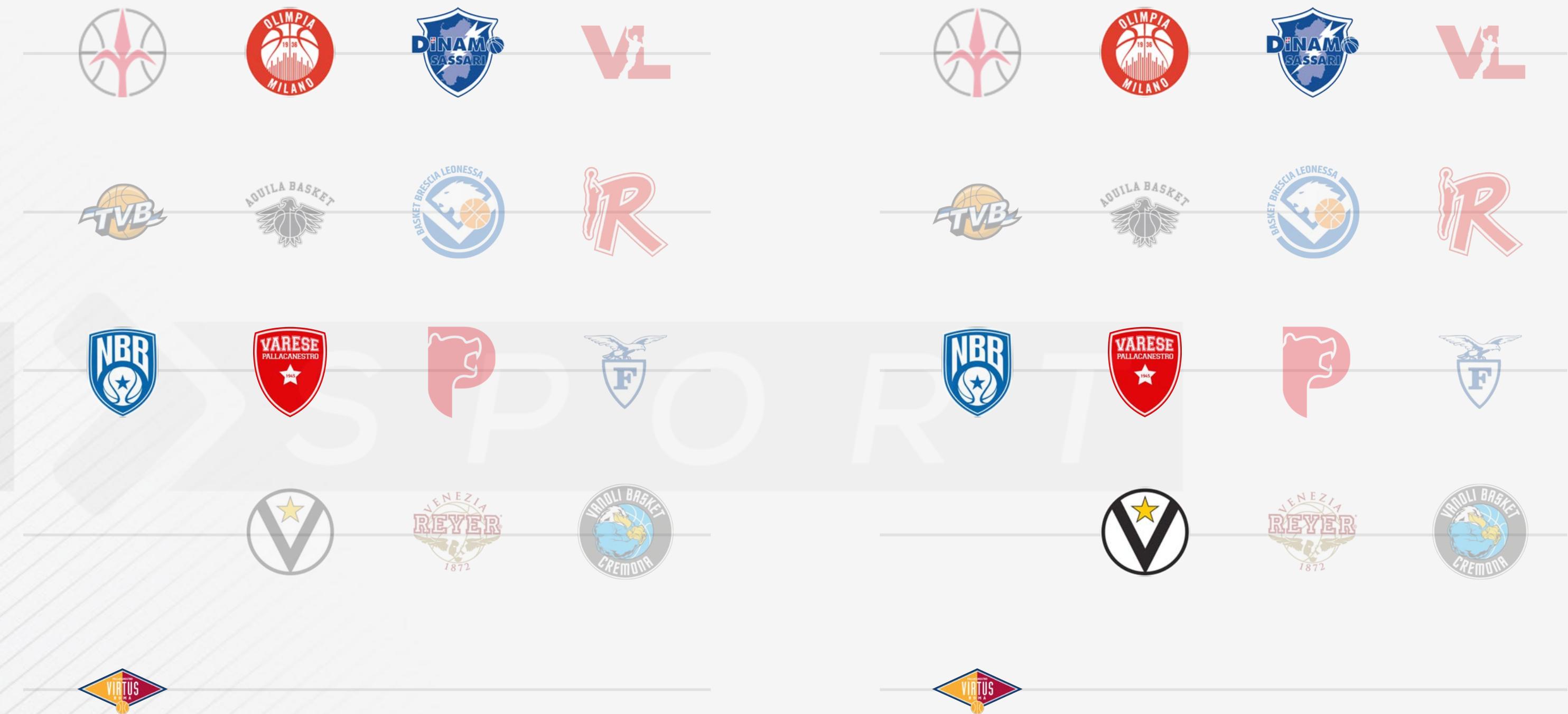
*From December 05, 2019 to January 07, 2020. The Official Apps considered have informative features (e.g. fixtures, news, roster, etc.). Other official apps boasting only VR, games, or stadium services' features have not been considered.

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LBA SERIE A

CLUBS
17

Overview of the Official Apps
of the basketball clubs playing in
LBA Serie A.

**5****CLUBS****6**

*[from December 05, 2019 to January 07, 2020]

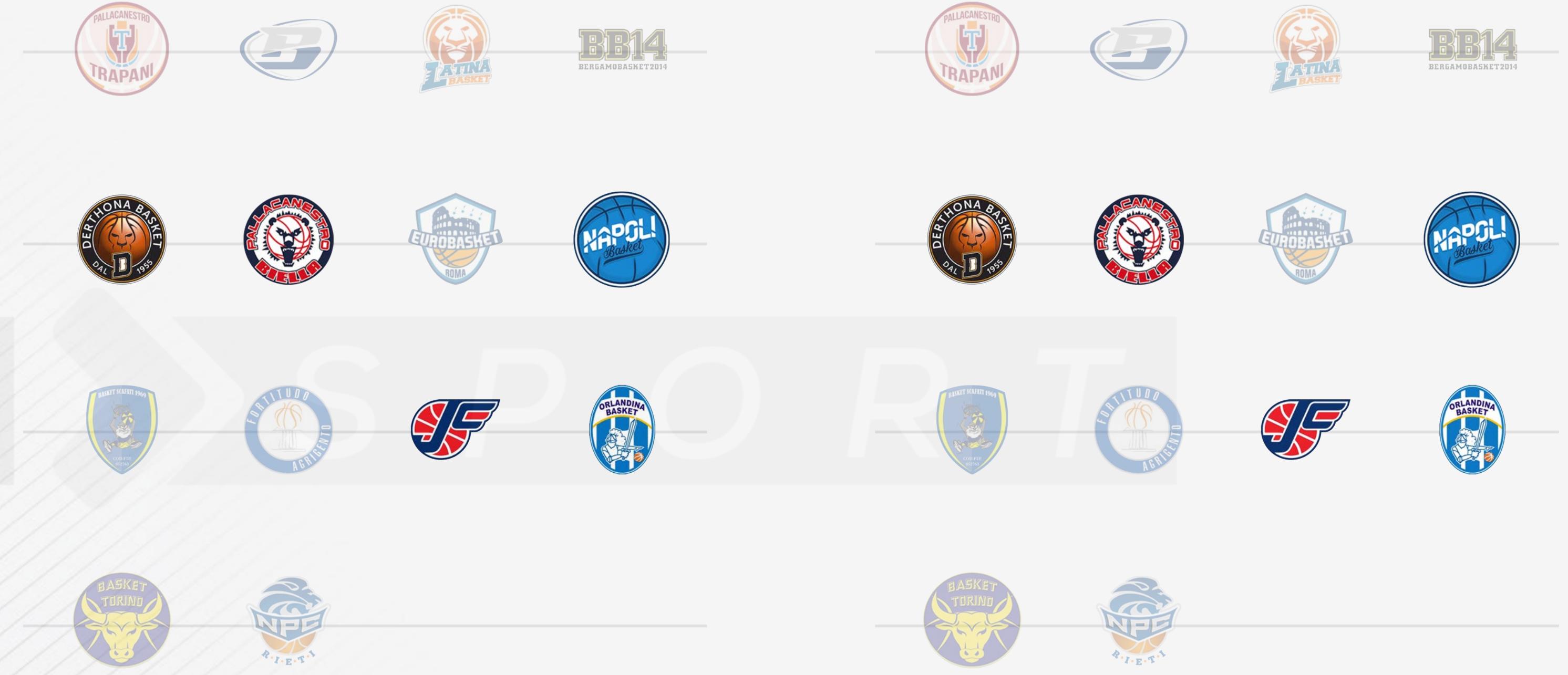
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LNP SERIE A2 OVEST

CLUBS
14



Overview of the Official Apps
of the basketball clubs playing in
LNP Serie A2 Ovest.



5

CLUBS

5

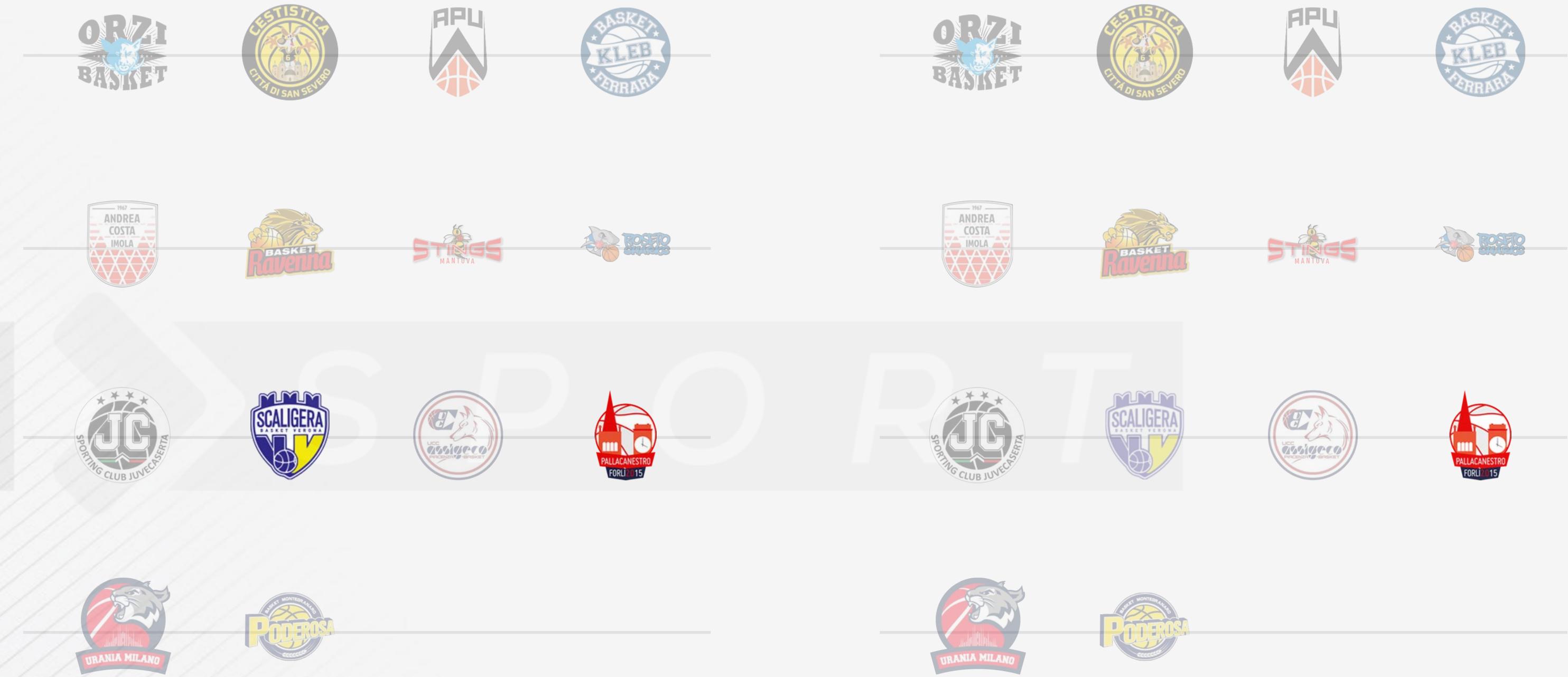
*[from December 05, 2019 to January 07, 2020]

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LNP SERIE A2 EST

CLUBS
14

Overview of the Official Apps
of the basketball clubs playing in
LNP Serie A2 Est.

**2****CLUBS****1**

*[from December 05, 2019 to January 07, 2020]

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Overview about the TOP 20 LBA Serie A players



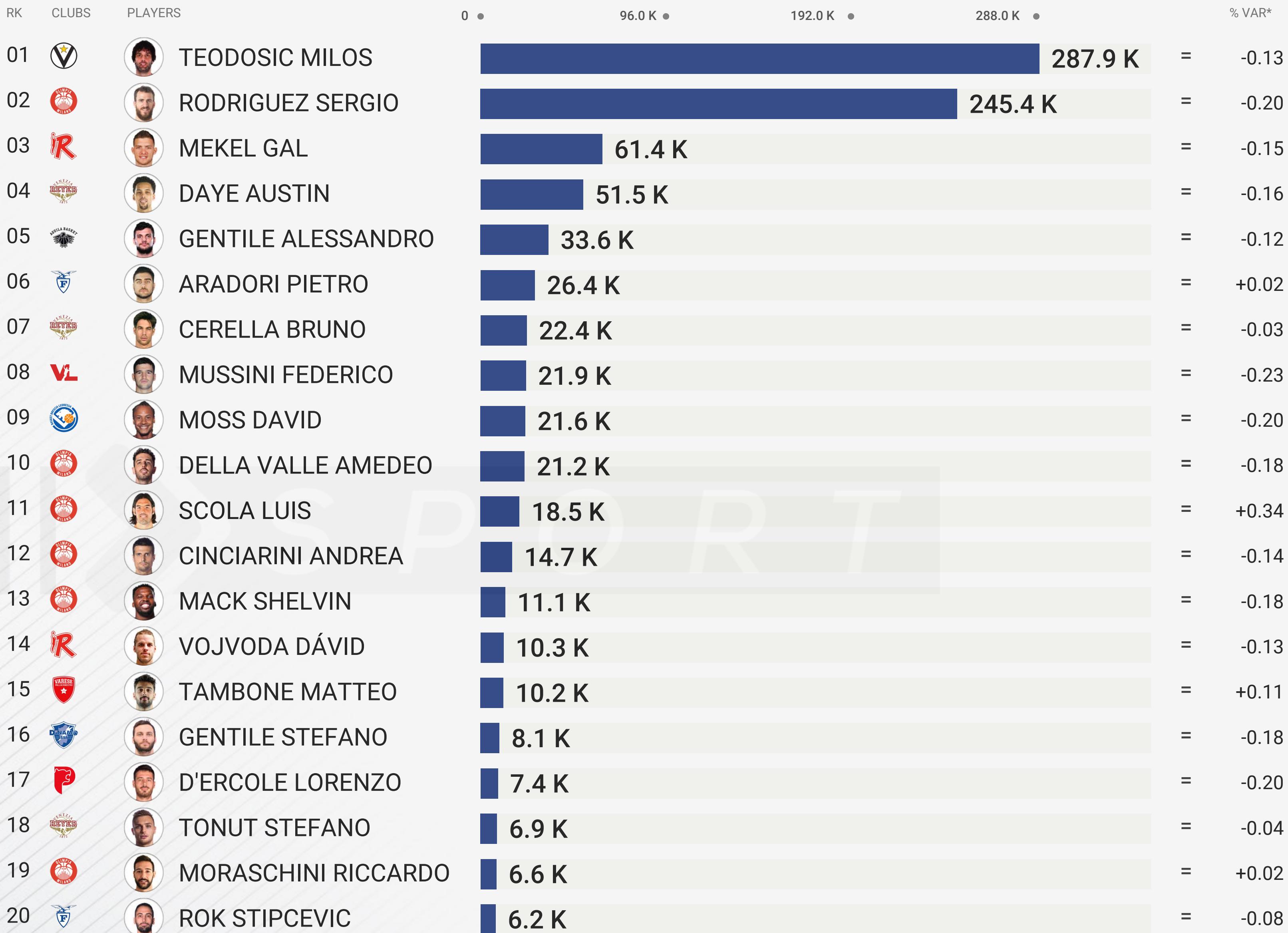
LBA
Serie A



PLAYERS Facebook



Ranking of the **TOP 20** most followed
LBA Serie A basketball players
on Facebook.



*from December 05, 2019 to January 07, 2020

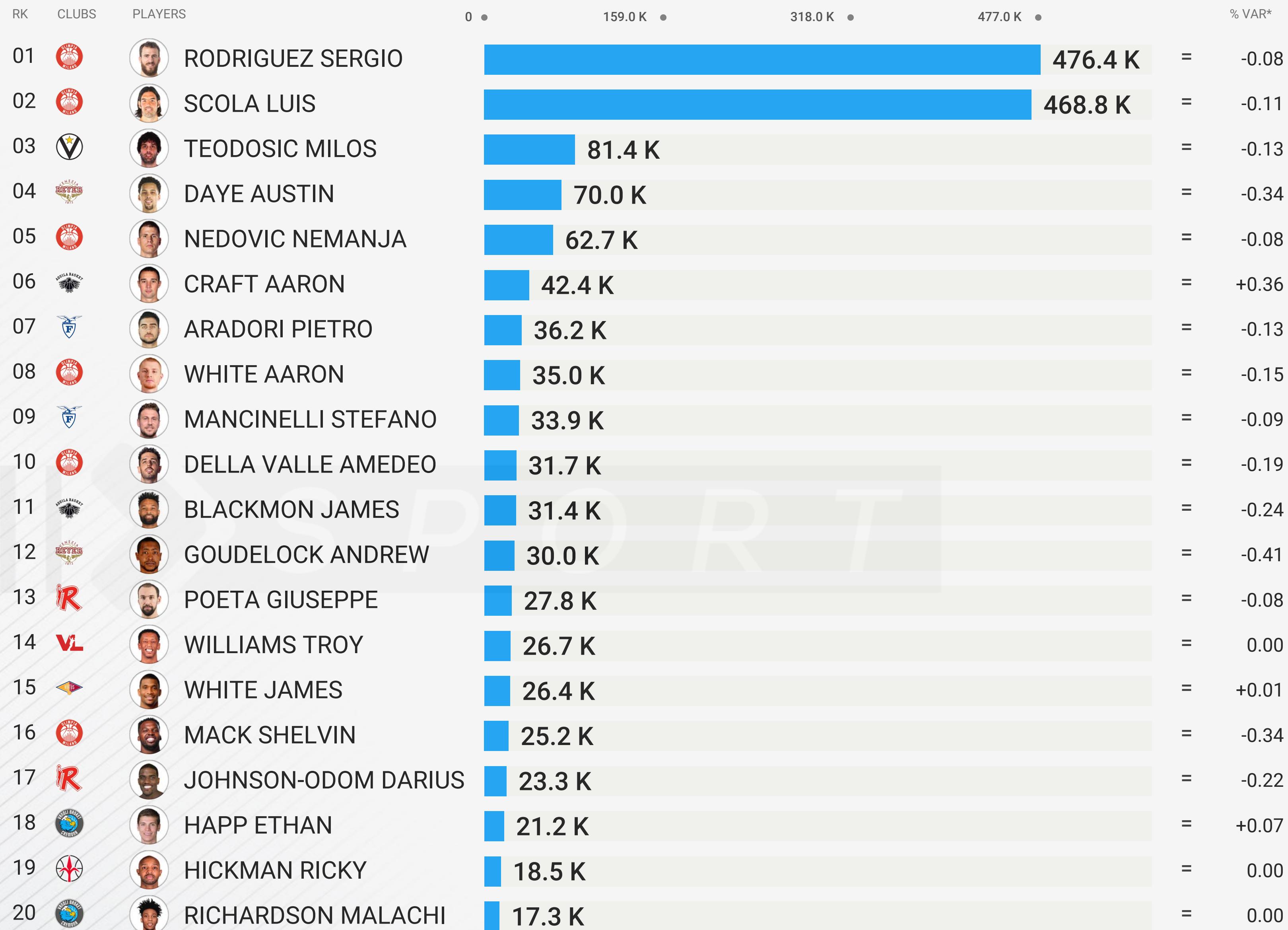
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The players considered for the analysis are the ones featuring in the roster section of the clubs' official websites, as at the date of publication

PLAYERS Twitter



Ranking of the **TOP 20** most followed
LBA Serie A basketball players
on Twitter.



*[from December 05, 2019 to January 07, 2020]

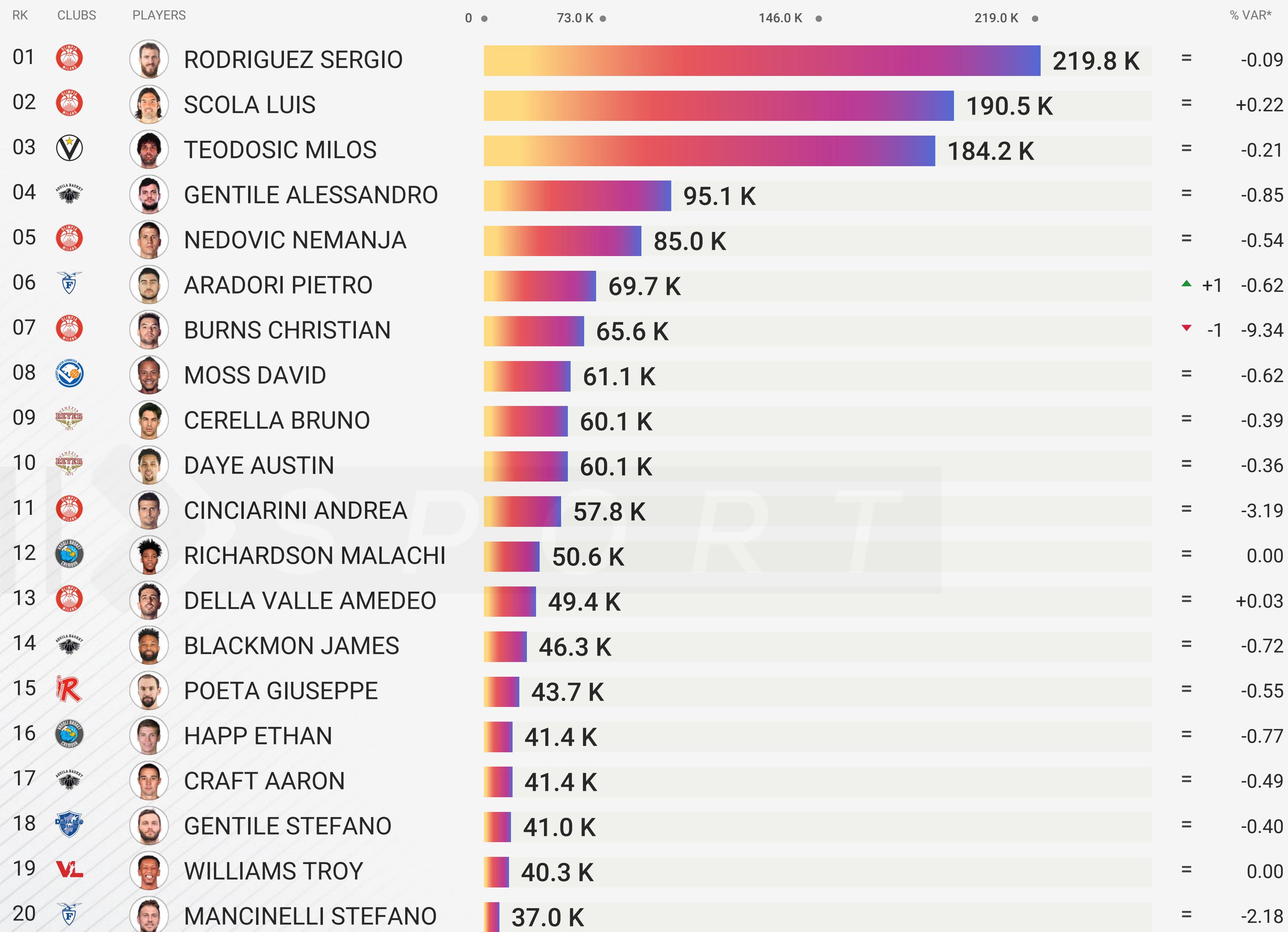
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PLAYERS Instagram



Ranking of the **TOP 20** most followed
LBA Serie A basketball players
on Instagram.



*from December 05, 2019 to January 07, 2020]

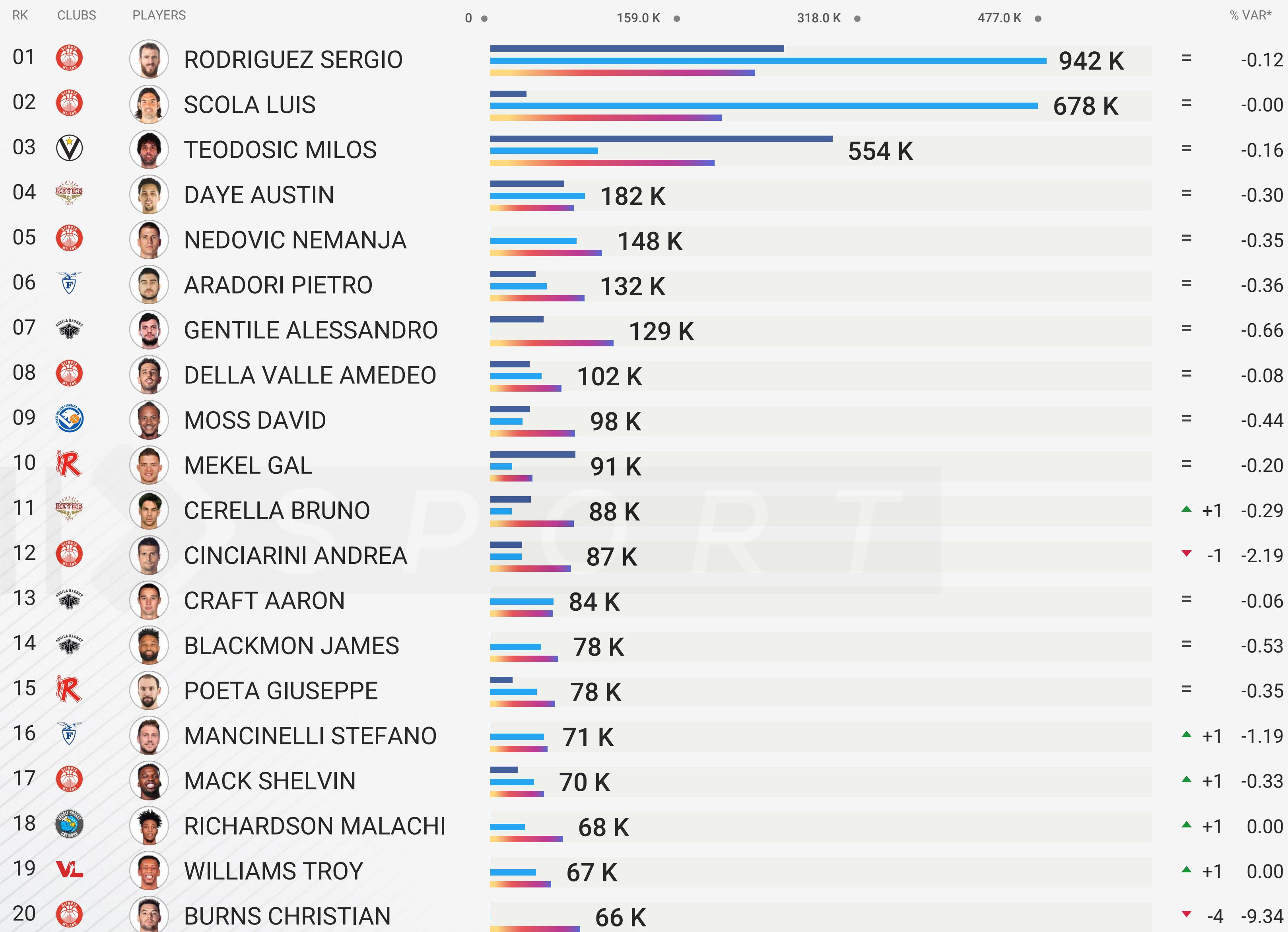
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PLAYERS



Ranking of the **TOP 20** most followed LBA Serie A basketball players based on the aggregate Facebook, Twitter and Instagram fanbases.



*from December 05, 2019 to January 07, 2020

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Overview about the TOP 20 LNP Serie A2 Ovest players



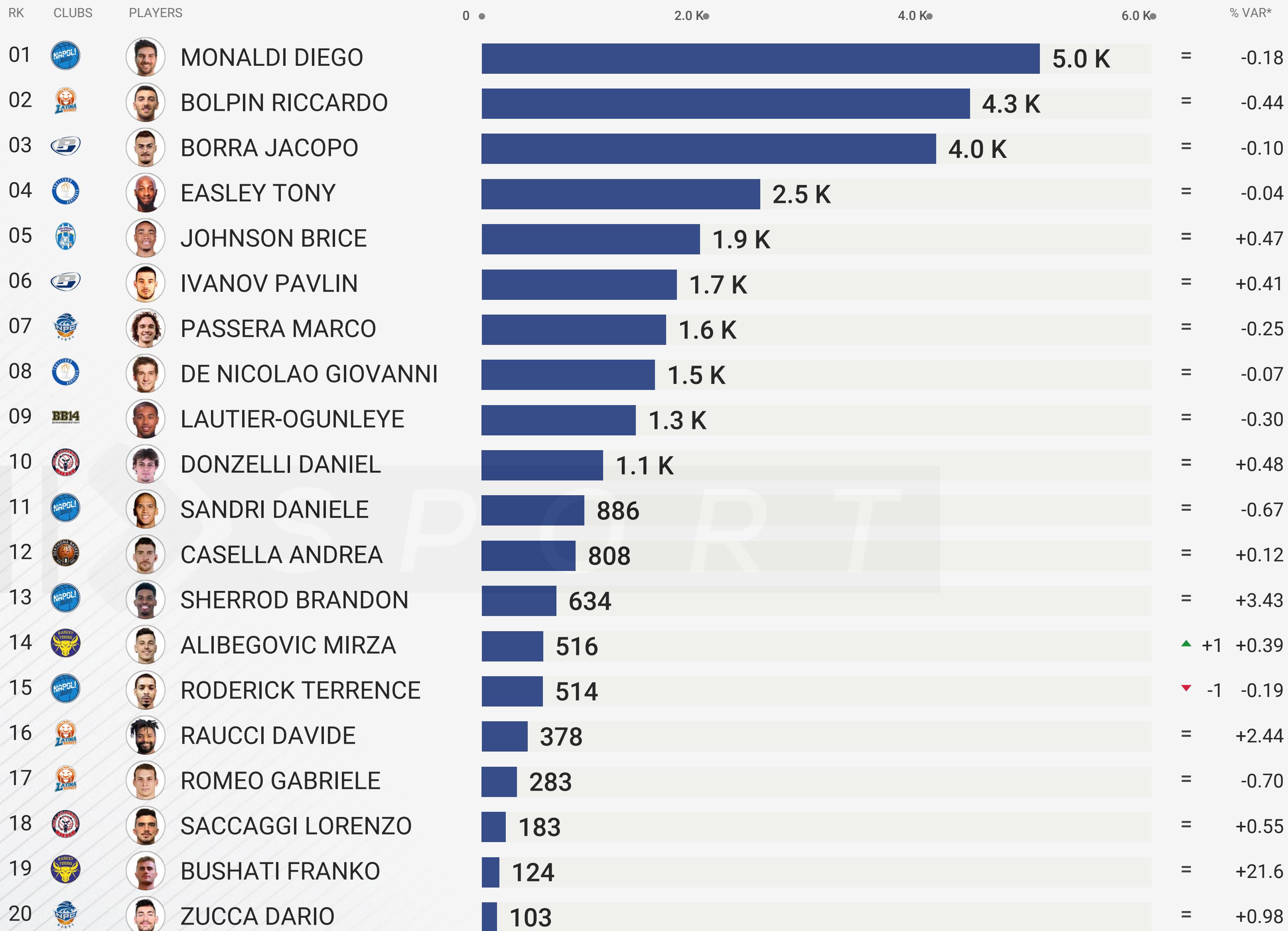
LNP
Serie A2 Ovest



PLAYERS Facebook



Ranking of the **TOP 20** most followed
LNP Serie A2 Ovest basketball players
on Facebook.



*from December 05, 2019 to January 07, 2020]

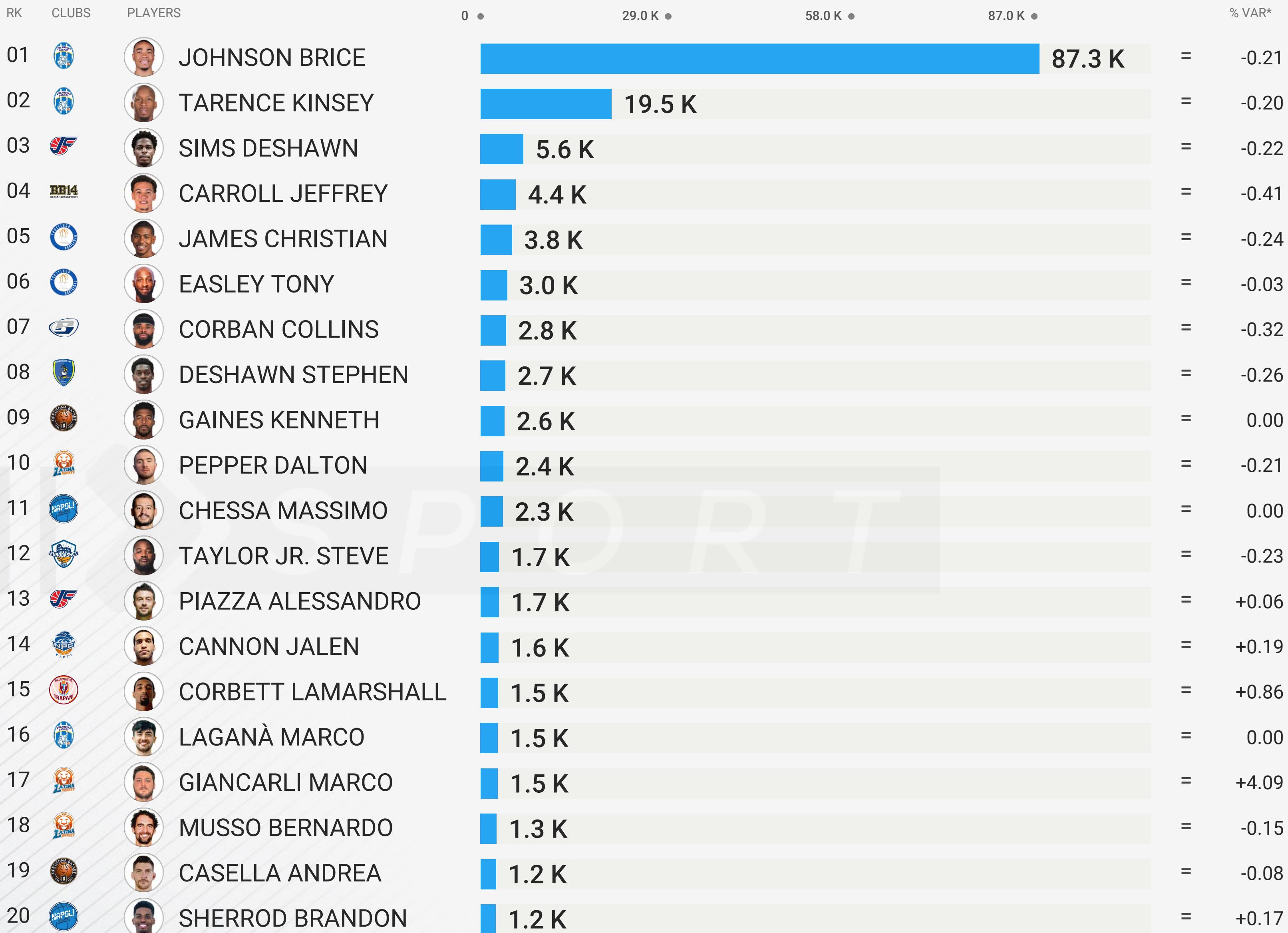
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PLAYERS Twitter



Ranking of the **TOP 20** most followed
LNP Serie A2 Ovest basketball players
on Twitter.



*[from December 05, 2019 to January 07, 2020]

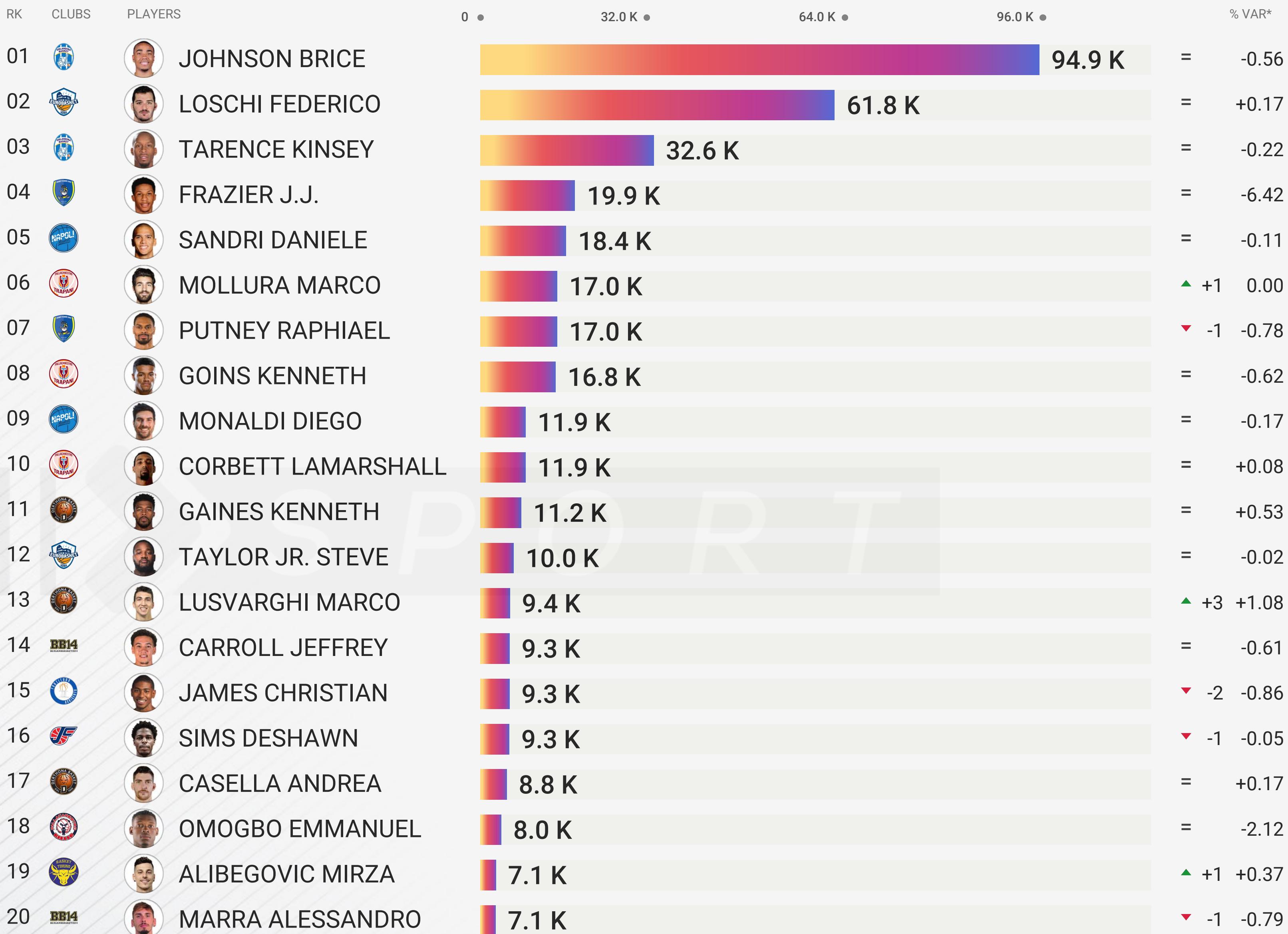
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PLAYERS Instagram



Ranking of the **TOP 20** most followed
LNP Serie A2 Ovest basketball players
on Instagram.



*from December 05, 2019 to January 07, 2020]

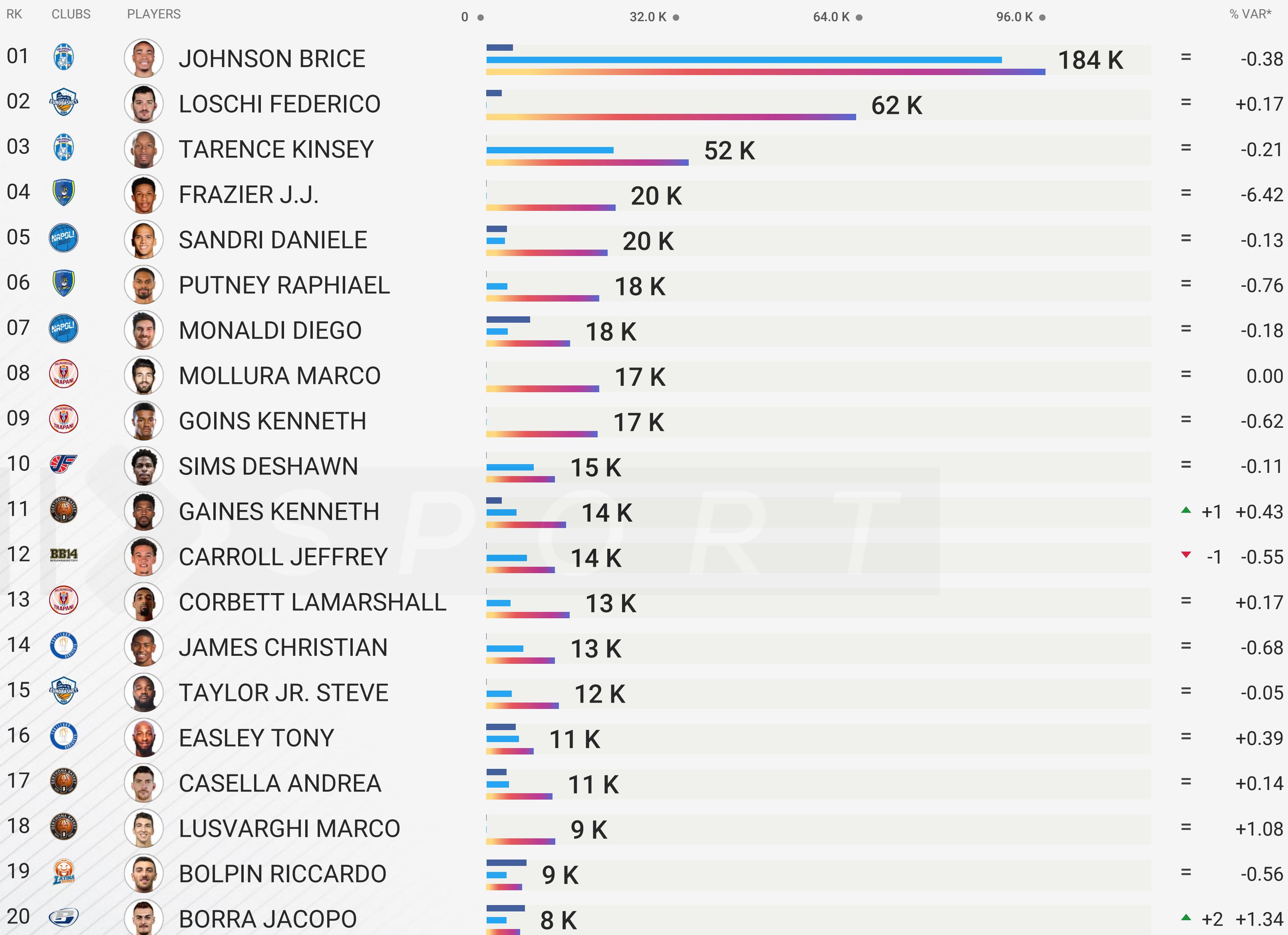
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PLAYERS



Ranking of the **TOP 20** most followed
LNP Serie A2 Ovest basketball players based
on the aggregate Facebook, Twitter
and Instagram fanbases.



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Overview about the TOP 20 LNP Serie A2 Est players



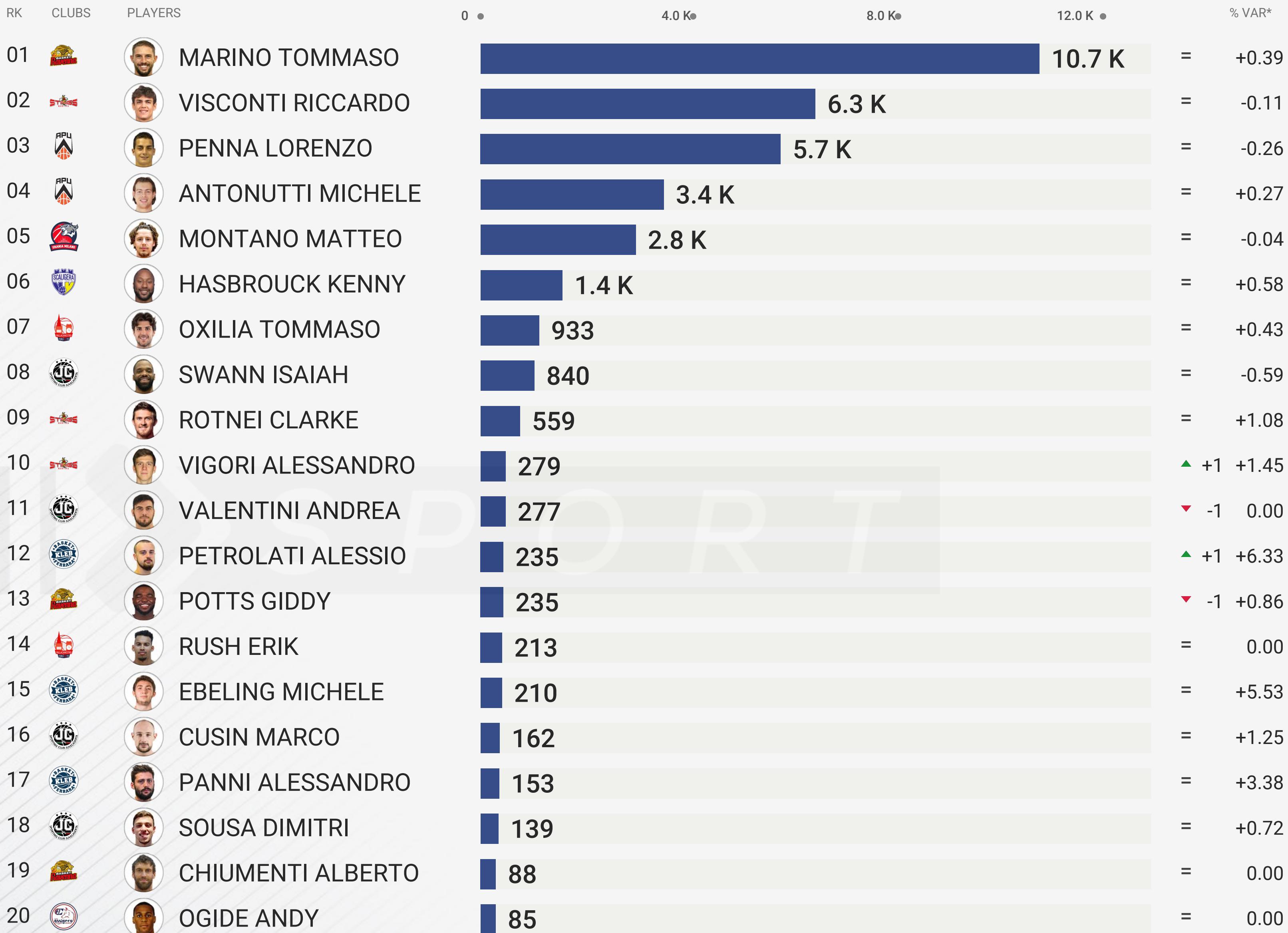
LNP
Serie A2 Est



PLAYERS Facebook



Ranking of the **TOP 20** most followed
LNP Serie A2 Est basketball players
on Facebook.



*[from December 05, 2019 to January 07, 2020]

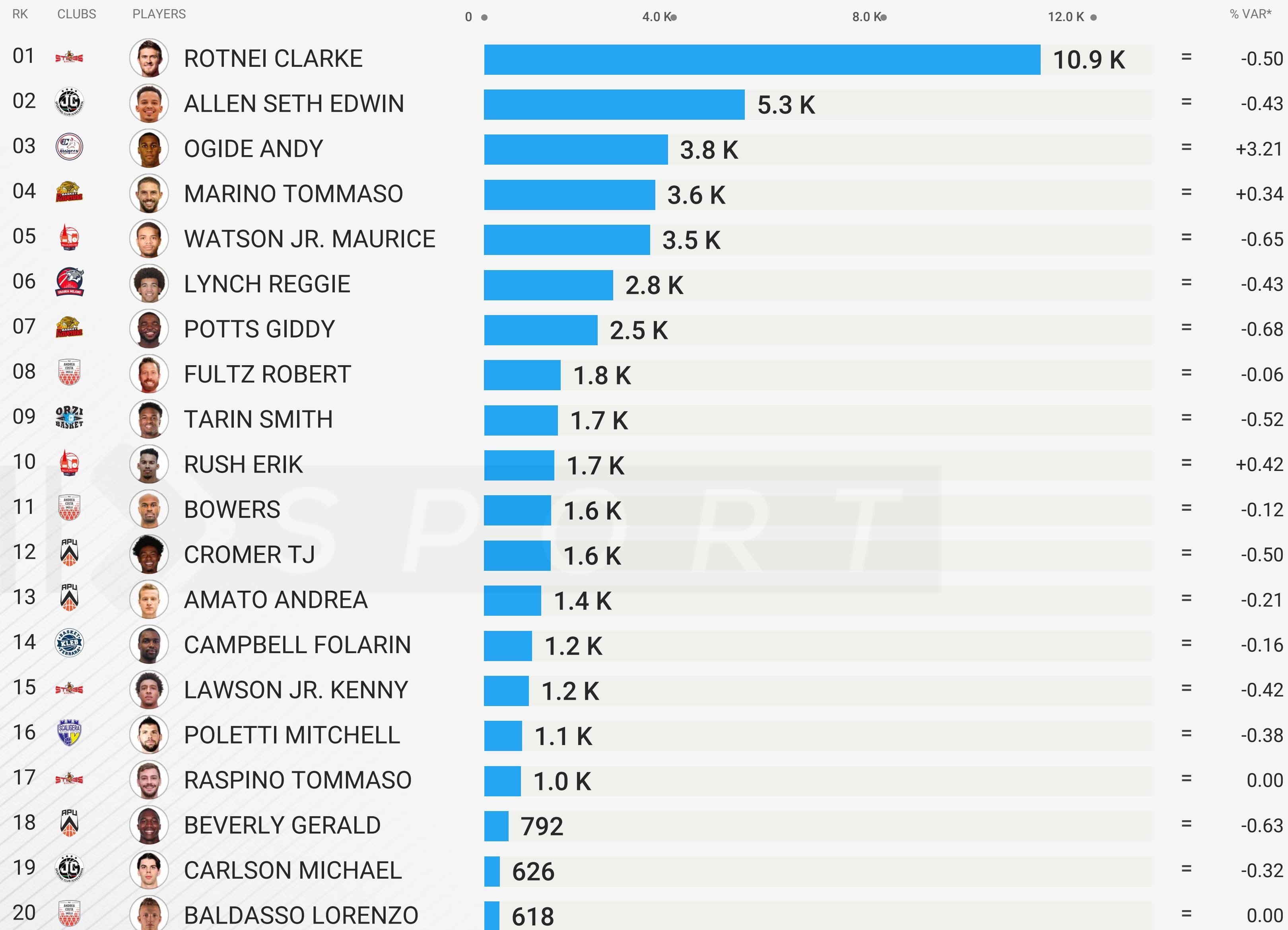
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PLAYERS Twitter



Ranking of the **TOP 20** most followed
LNP Serie A2 Est basketball players
on Twitter.



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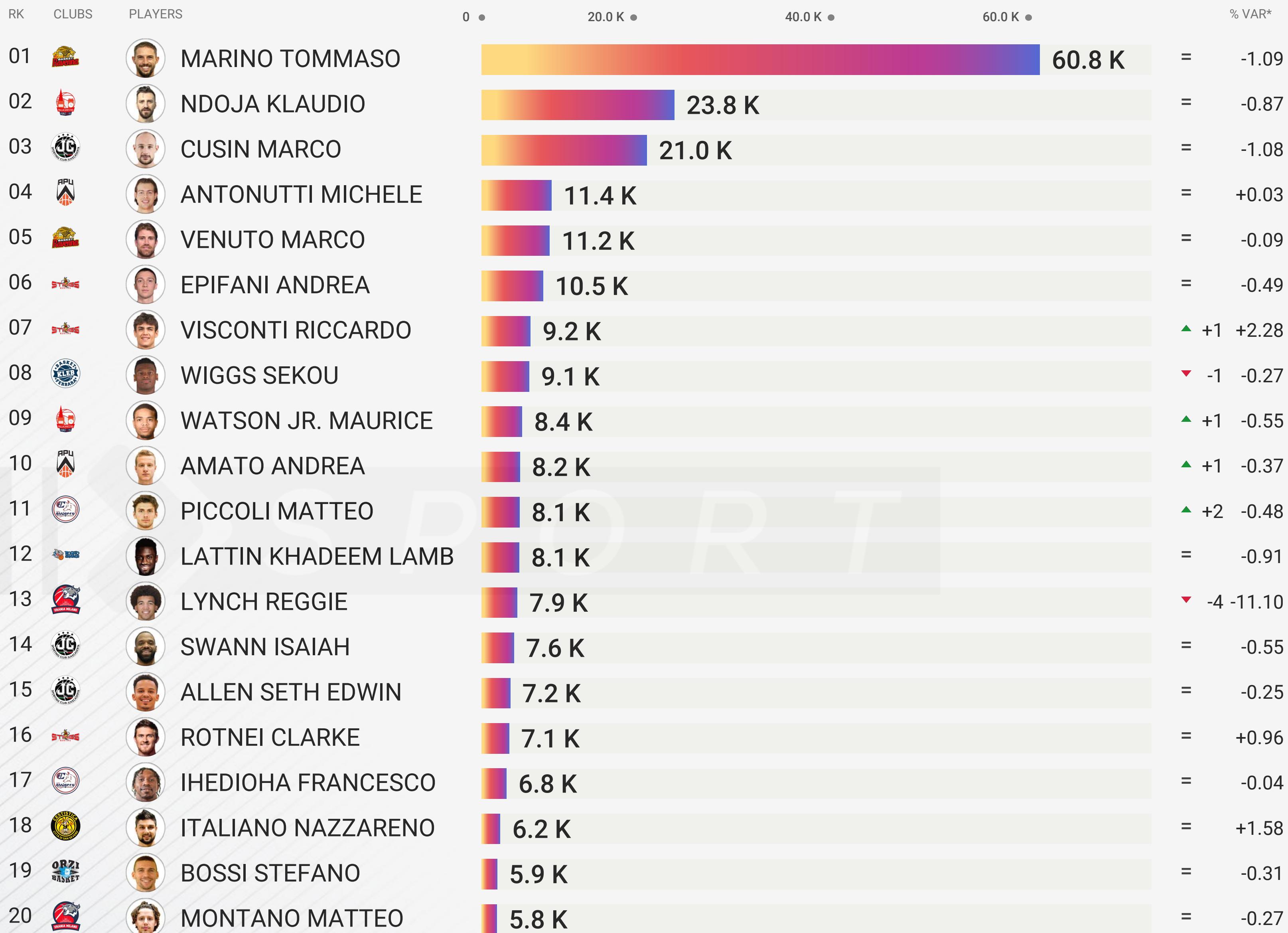
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PLAYERS Instagram



Ranking of the **TOP 20** most followed
LNP Serie A2 Est basketball players
on Instagram.



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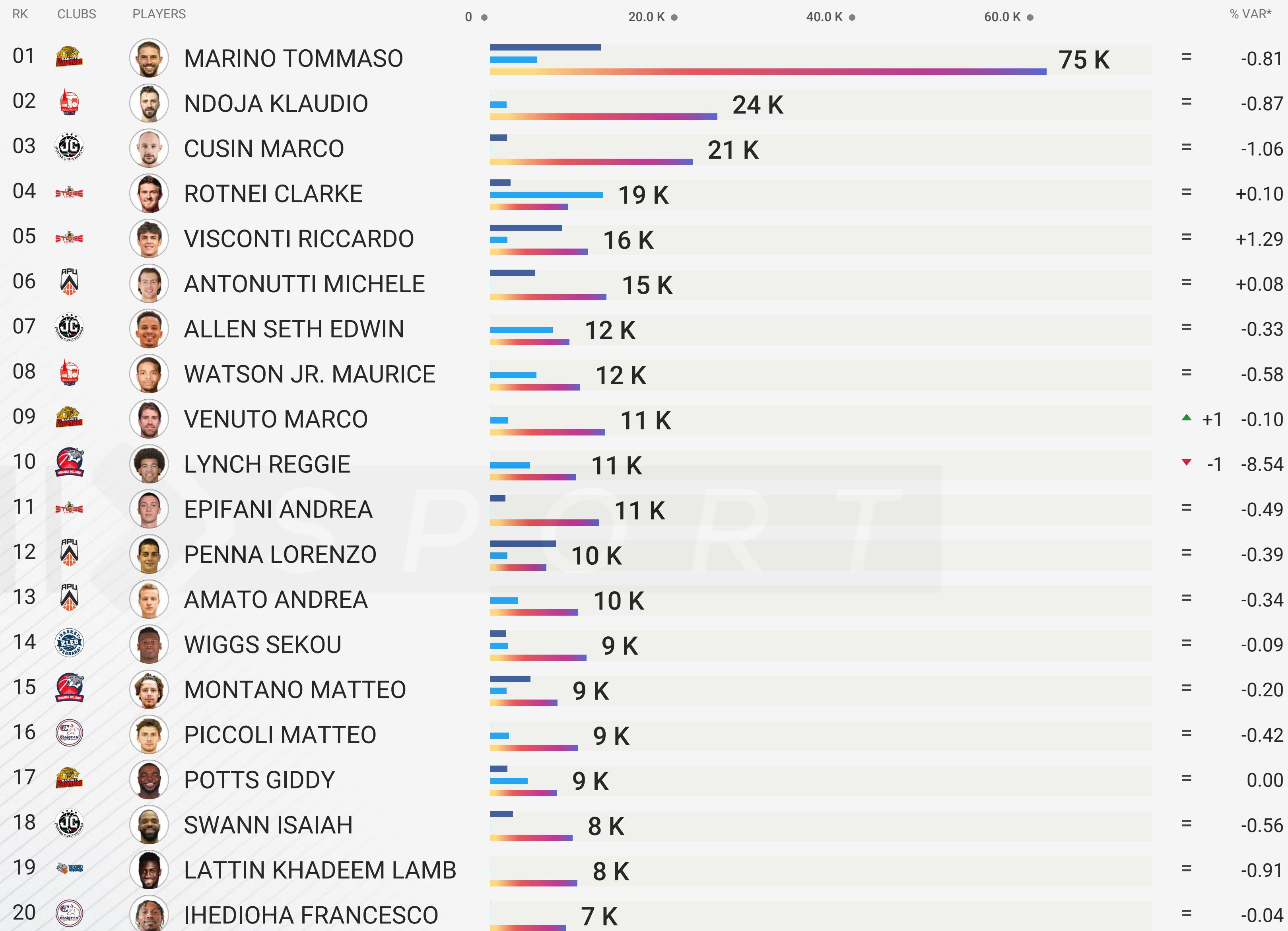
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PLAYERS



Ranking of the **TOP 20** most followed
LNP Serie A2 Est basketball players based
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UPDATE

Updated data and monthly variations

7th Edition - December 2019

NEW ENTRY

Updated data and monthly variations

6th Edition - November 2019

NEW ENTRY

Updated data and monthly variations

5th Edition - June 2019

NEW ENTRY

Italian Basket Club's Official Apps

4th Edition - May 2019

NEW ENTRY

TOP 20 LNP Serie A2 Est Players

3rd Edition - April 2019

NEW ENTRY

TOP 20 LNP Serie A2 Ovest Players

2nd Edition - March 2019

NEW ENTRY

TOP 20 LBA Serie A Players

1st Edition - February 2019

LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est clubs and brands

Edition 8

Version 1.0 - 10.01.20
[first release]

Methodology and Specs

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The collection of the data has been carried out on January 07, 2020. The report update will be done on a monthly basis.

The data refers to the Facebook, Twitter, Instagram, YouTube accounts. Logos and all rights are reserved to their respective owners.

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