



# THE BASKETBALL LEAGUE *REPORT*

A data-driven digital analysis focused on basketball



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.

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**We are  
Digital Enablers**

**Summary**

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<b>EuroLeague</b>	<b>9</b>	<b>LNP Serie A2 Ovest: Players</b>	<b>71</b>
<b>NEW</b> <b>EuroLeague's Official Apps</b>	<b>19</b>	<b>LNP Serie A2 Est: Players</b>	<b>76</b>
<b>LBA Serie A</b>	<b>21</b>	<b>TBL (R)EVOLUTION</b>	<b>81</b>
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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](http://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.

## WHO CHOSE US



FIR - FEDERAZIONE ITALIANA RUGBY



FROSINONE CALCIO



GIRO D'ITALIA



VIRTUS BOLOGNA



**OUR HUB  
YOUR STRATEGY**

CONTACT US

OR GO TO [SPORTXP.NET](http://SPORTXP.NET)



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.

**WHO CHOSE US**



SKI WORLD CUP FINALS CORTINA 2020



FIR - FEDERAZIONE ITALIANA RUGBY



INTERNAZIONALI BNL D'ITALIA



SIR VOLLEY PERUGIA



FROSINONE CALCIO



VENEZIA FC



VIRTUS ROMA



 **PLAYERXP**  
FAN ENGAGEMENT PLATFORM



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

**WE ASSIST  
YOU SCORE**



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

CONTACT US

OR GO TO [PLAYERXP.IT](http://PLAYERXP.IT)



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

**WHO CHOSE US**



GIANLUIGI BUFFON



GIORGIO CHIellini



LORENZO INSIGNE

# Countries included in this overview

TURKISH AIRLINES EUROLEAGUE



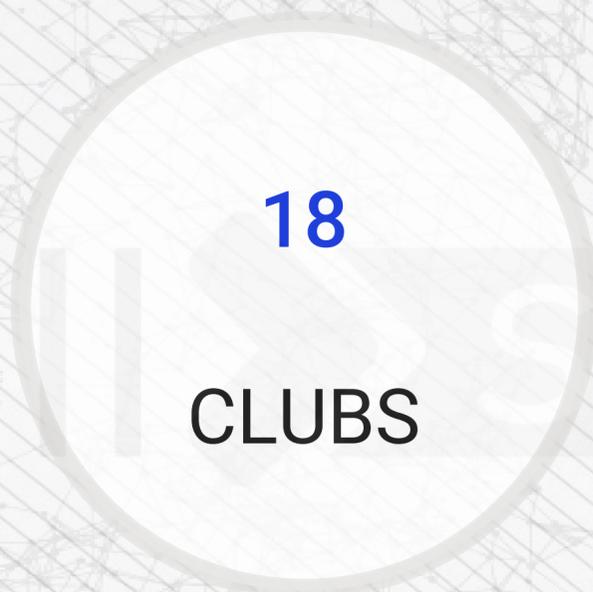
**TURKISH  
AIRLINES**  
EuroLeague

10 COUNTRIES

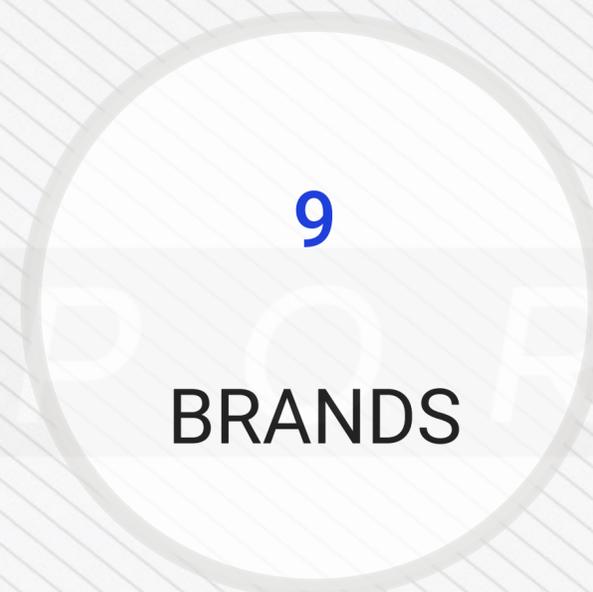
18 CLUBS



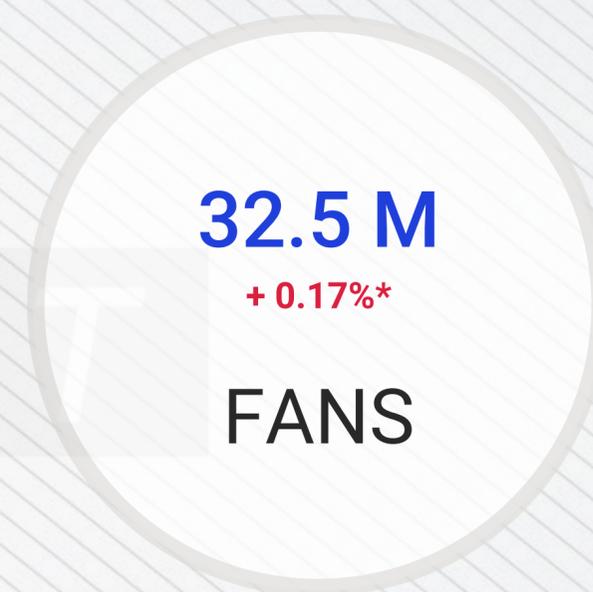
# EUROPE SnapShot / EuroLeague



Total EuroLeague Basketball Clubs analyzed.



Total EuroLeague sport brands analyzed.



Total Facebook, Twitter, Instagram, YouTube fans of the EuroLeague Basketball Clubs analyzed.

\*[from February 05, 2020 to March 05, 2020]



# EUROLEAGUE Facebook



Ranking of the **EuroLeague** basketball clubs on Facebook.



\*[from February 05, 2020 to March 05, 2020]

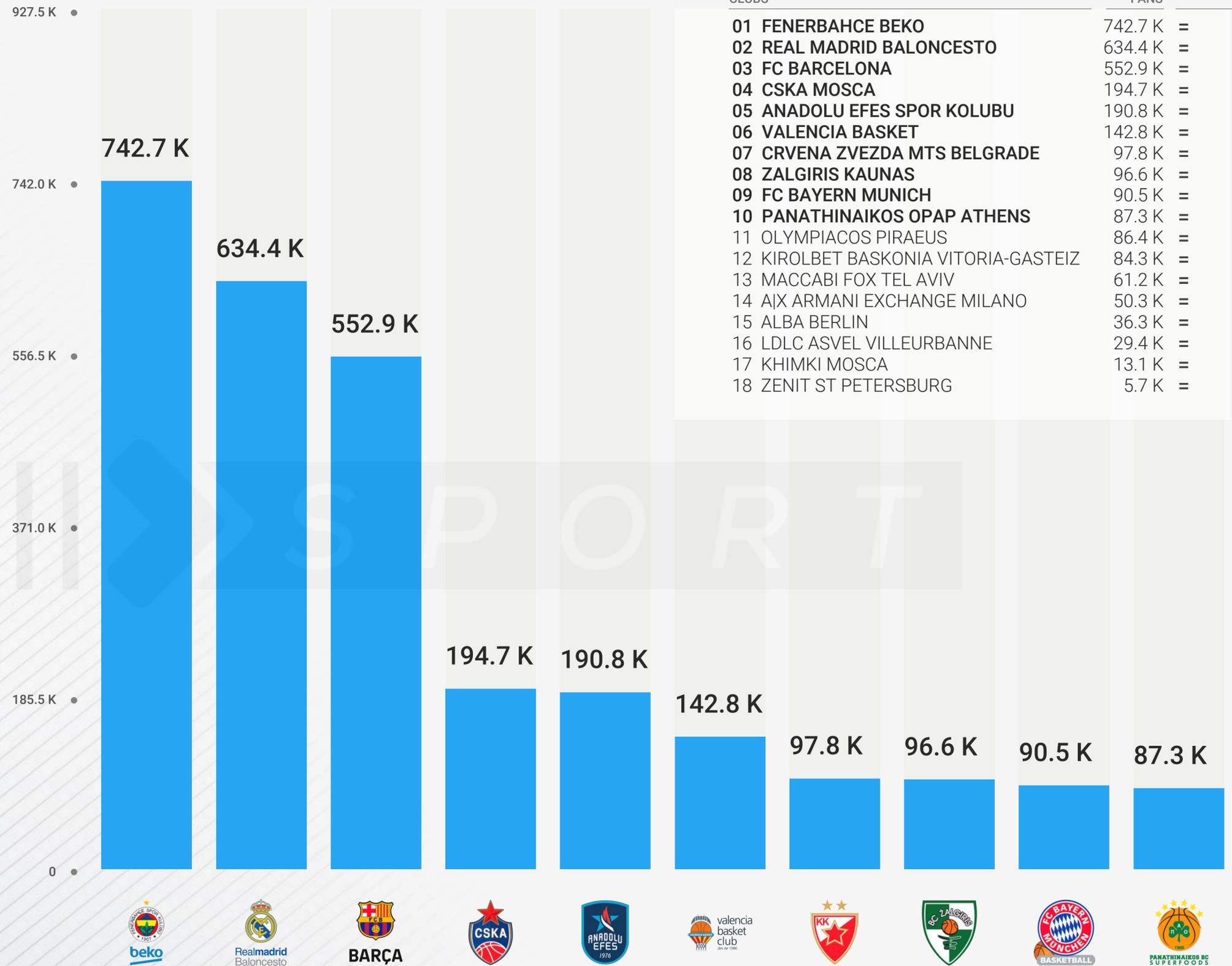
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**EUROLEAGUE** **Twitter**



Ranking of the **EuroLeague** basketball clubs on Twitter.



\*[from February 05, 2020 to March 05, 2020]

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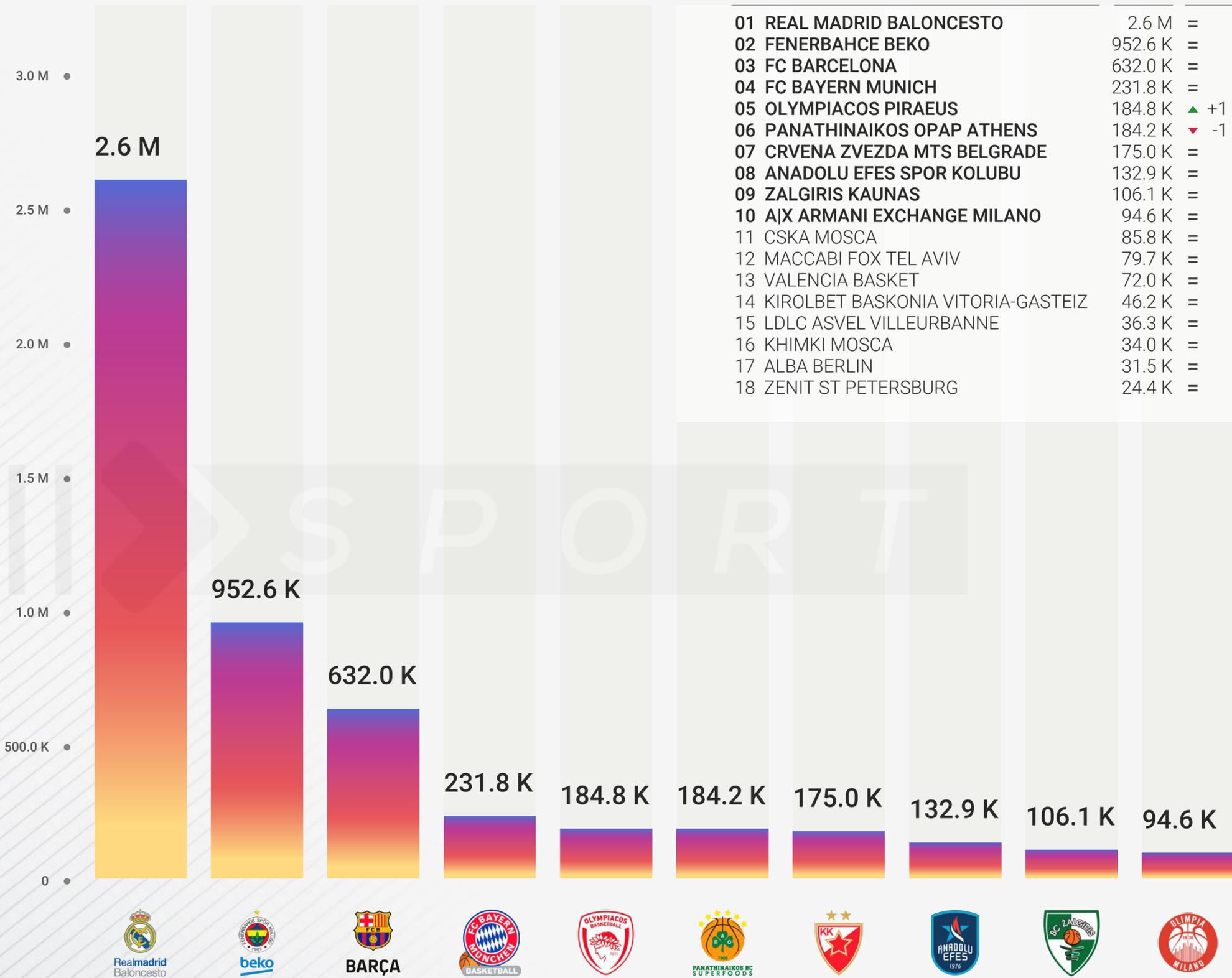


# EUROLEAGUE Instagram

TOTAL FANBASE  
**5.7 M**



Ranking of the **EuroLeague** basketball clubs on Instagram.



\*[from February 05, 2020 to March 05, 2020]

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EUROLEAGUE YouTube



Ranking of the EuroLeague basketball clubs on YouTube.



\*[from February 05, 2020 to March 05, 2020]

The FC Barcelona account has not been considered, since it includes football-related contents only.



# EUROLEAGUE Social

TOTAL FANBASE  
**32.5 M**

f   

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

\*[from February 05, 2020 to March 05, 2020]

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**EUROLEAGUE Brands**



TOTAL FANBASE

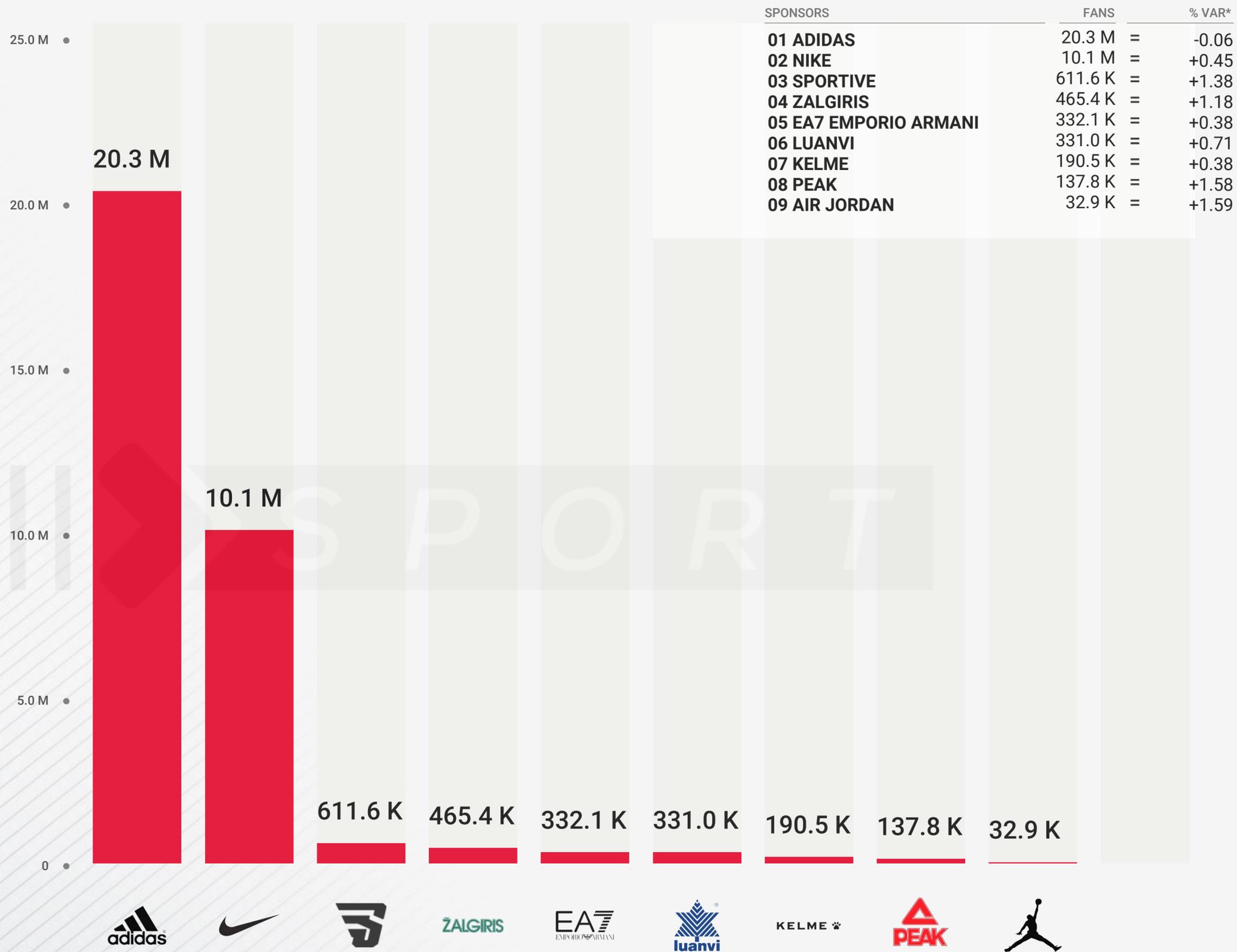
**32.5 M**



**TURKISH AIRLINES EuroLeague**

Potential Social Media exposition of the **Sport Brands** in relation to the total fanbase of the 18 sponsored EuroLeague basketball clubs.

\*[from February 05, 2020 to March 05, 2020]



**EUROLEAGUE Brands**



Coverage of the **Sport Brands** in relation to the 18 sponsored **EuroLeague** basketball clubs.



\*[from February 05, 2020 to March 05, 2020]

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# EUROLEAGUE Grown Up



Ranking of the most grown up **EuroLeague** basketball clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

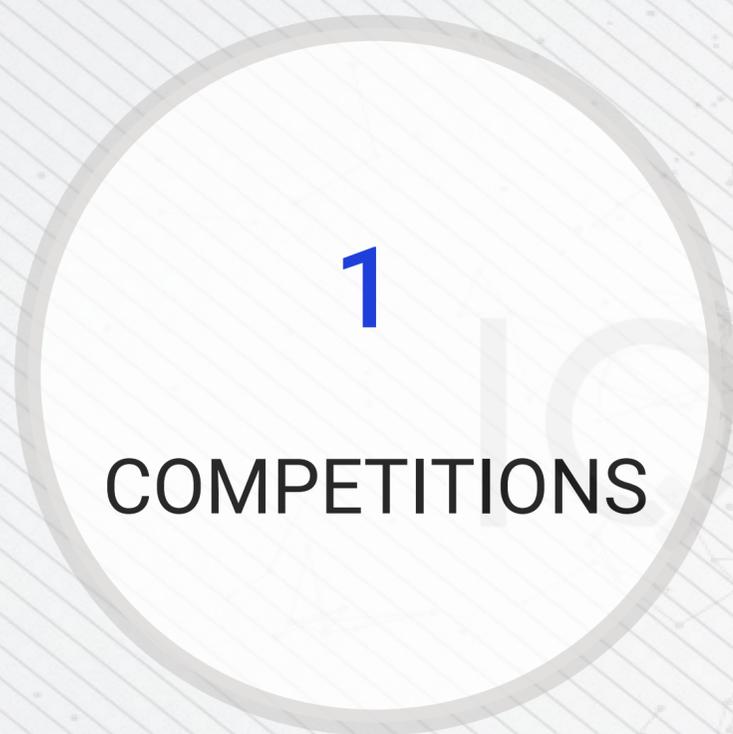
\*[from February 05, 2020 to March 05, 2020]

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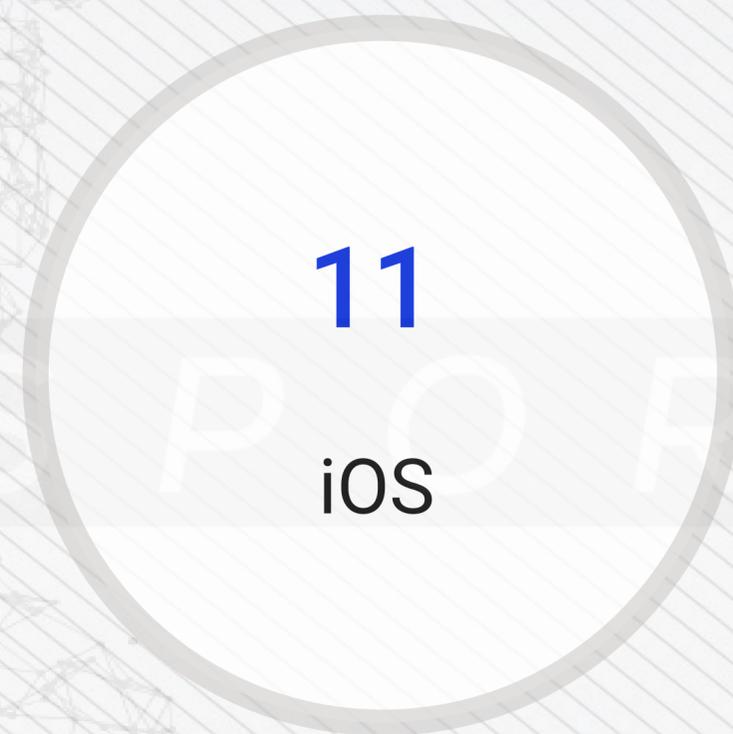
# EUROLEAGUE SnapShot / Official Apps\*



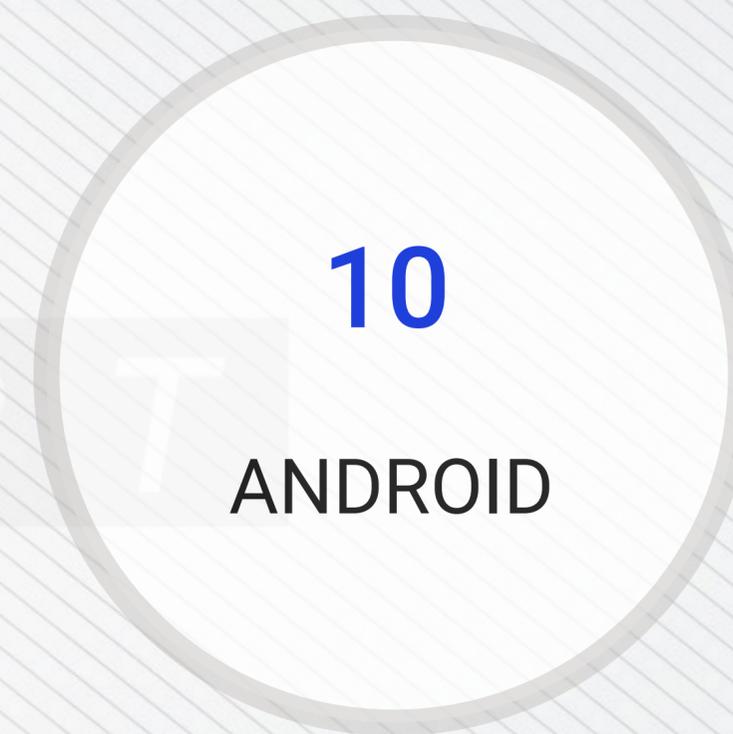
Total Leagues analyzed:  
EuroLeague.



Total Basketball Clubs analyzed in  
EuroLeague.



Total iOS Official Apps analyzed in  
EuroLeague.



Total Android Official Apps  
analyzed in EuroLeague.

\*From February 05, 2020 to March 05, 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.



NEW

EUROLEAGUE

CLUBS  
18



Overview of the Official Apps of the basketball clubs playing in EuroLeague.

Apple IOS

▶ ANDROID



11

CLUBS

10



\*[from February 05, 2020 to March 05, 2020]

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# Basketball Competitions included in this overview

FIRST DIVISION

17 CLUBS



LBA SERIE A

SECOND DIVISION

14 CLUBS



LNP SERIE A2 OVEST

SECOND DIVISION

14 CLUBS

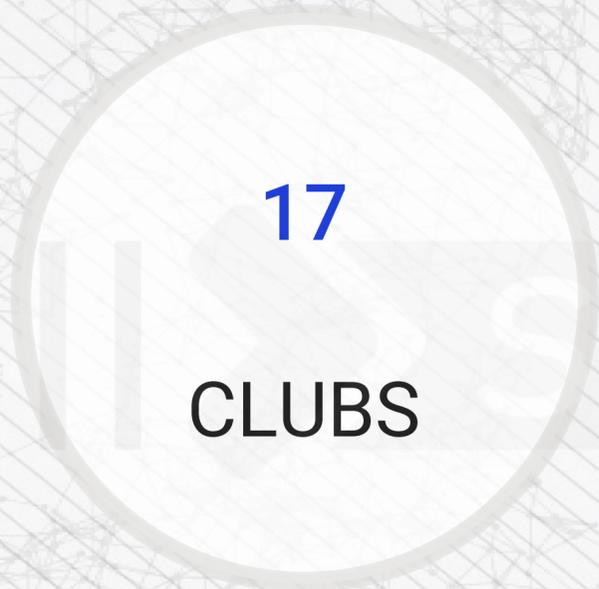


LNP SERIE A2 EST

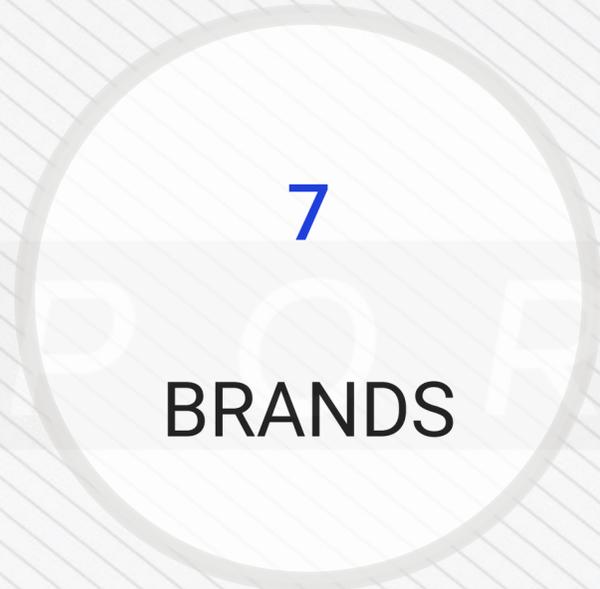
ITALY



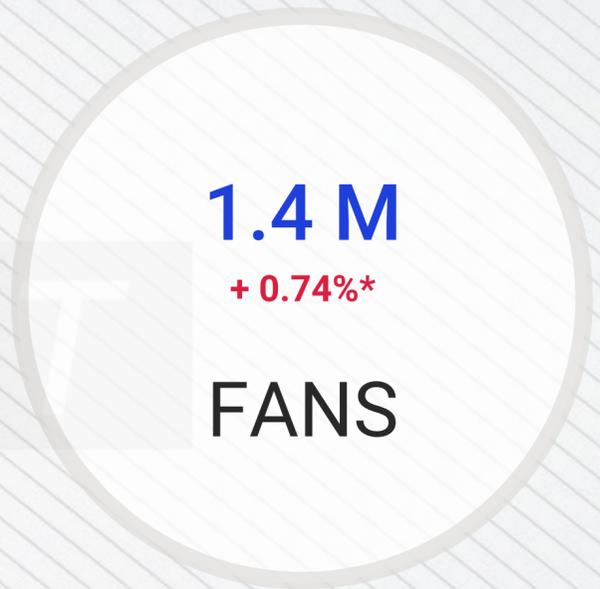
# ITALY SnapShot / LBA Serie A



Total LBA Serie A Basketball Clubs analyzed.



Total LBA Serie A sport brands analyzed.



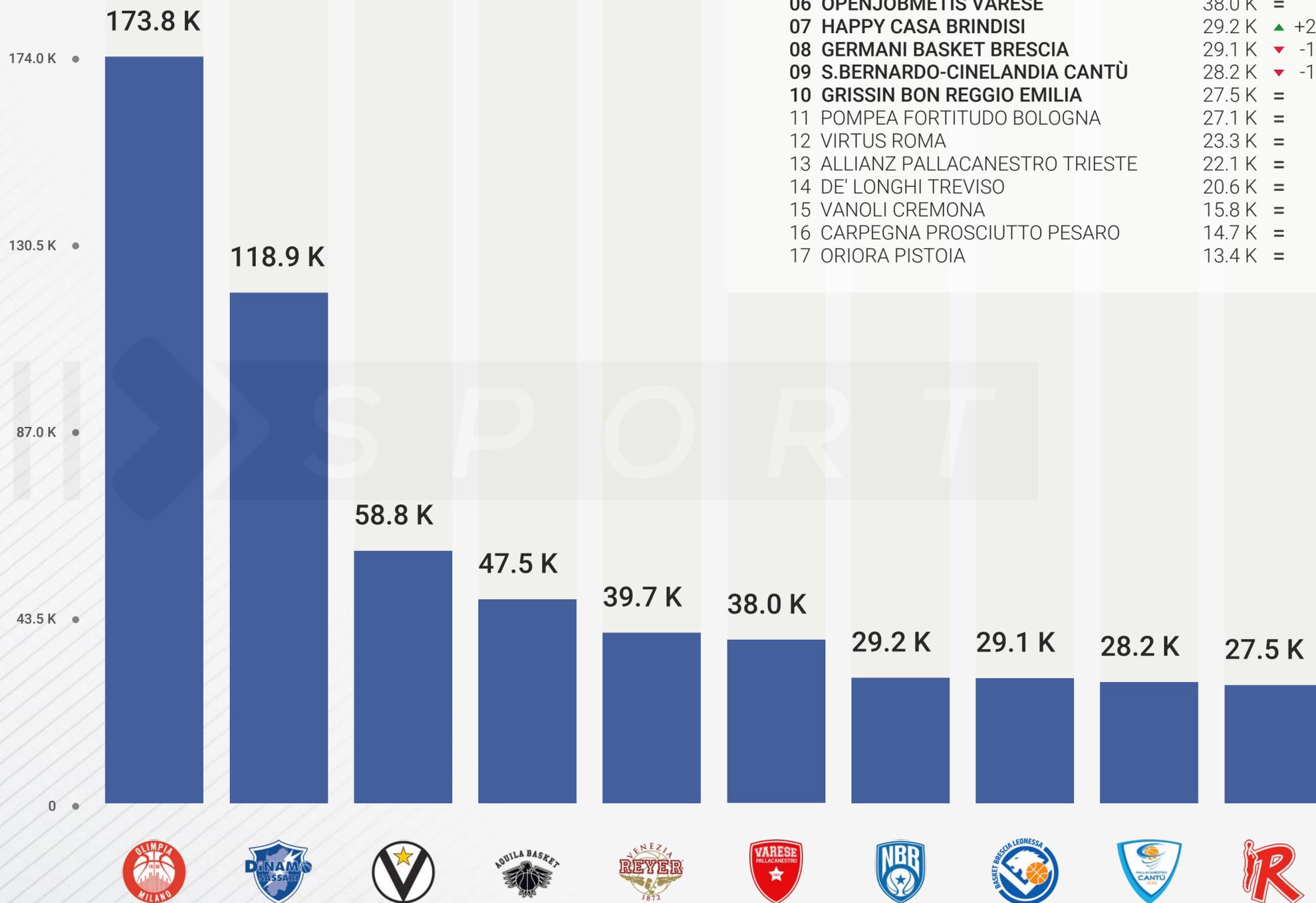
Total Facebook, Twitter, Instagram, YouTube fans of the LBA Serie A Basketball Clubs analyzed.

\*[from February 05, 2020 to March 05, 2020]

**LBA SERIE A Facebook**



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



\*[from February 05, 2020 to March 05, 2020]

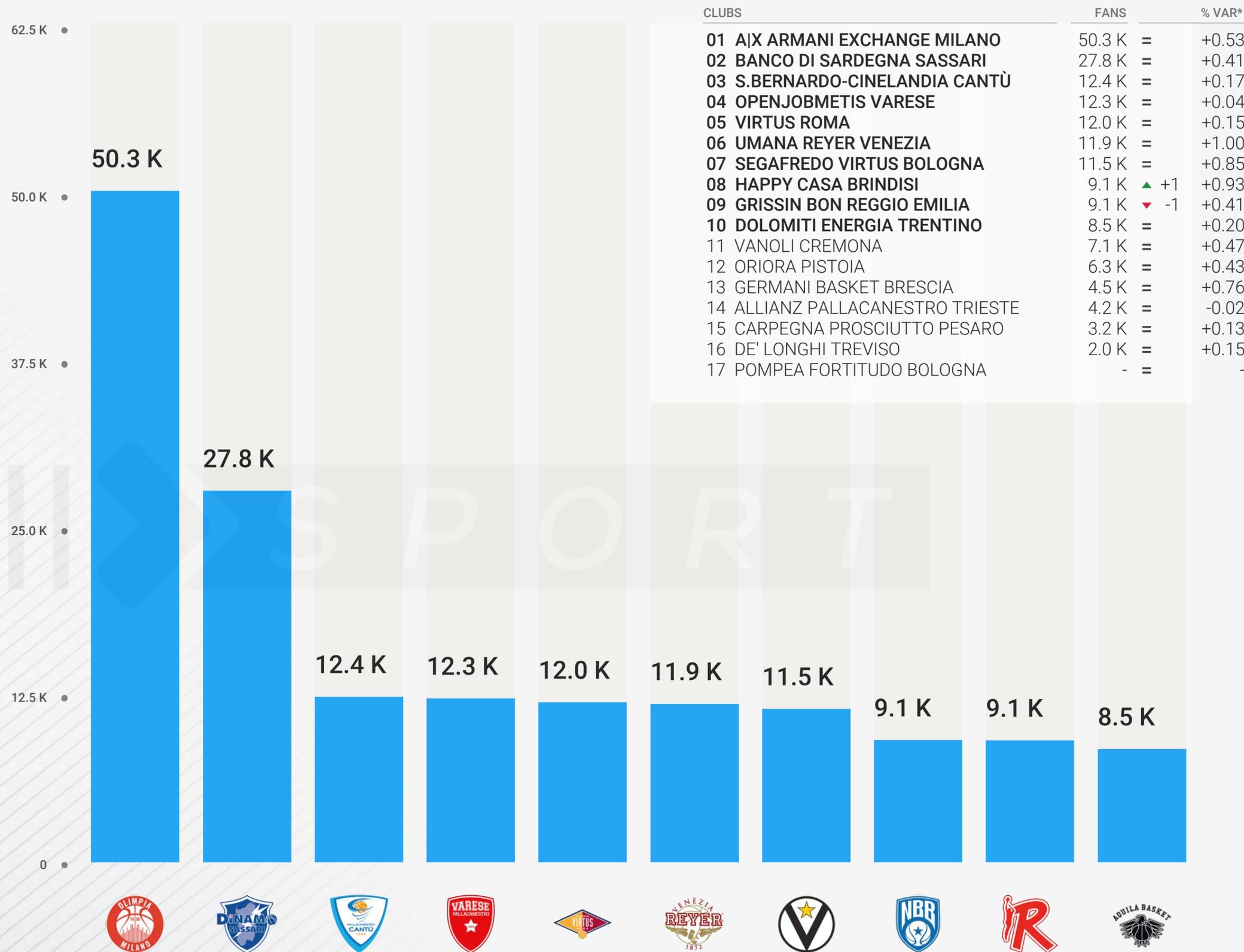


**LBA SERIE A** **Twitter**

TOTAL FANBASE  
**192 K**



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



\*[from February 05, 2020 to March 05, 2020]

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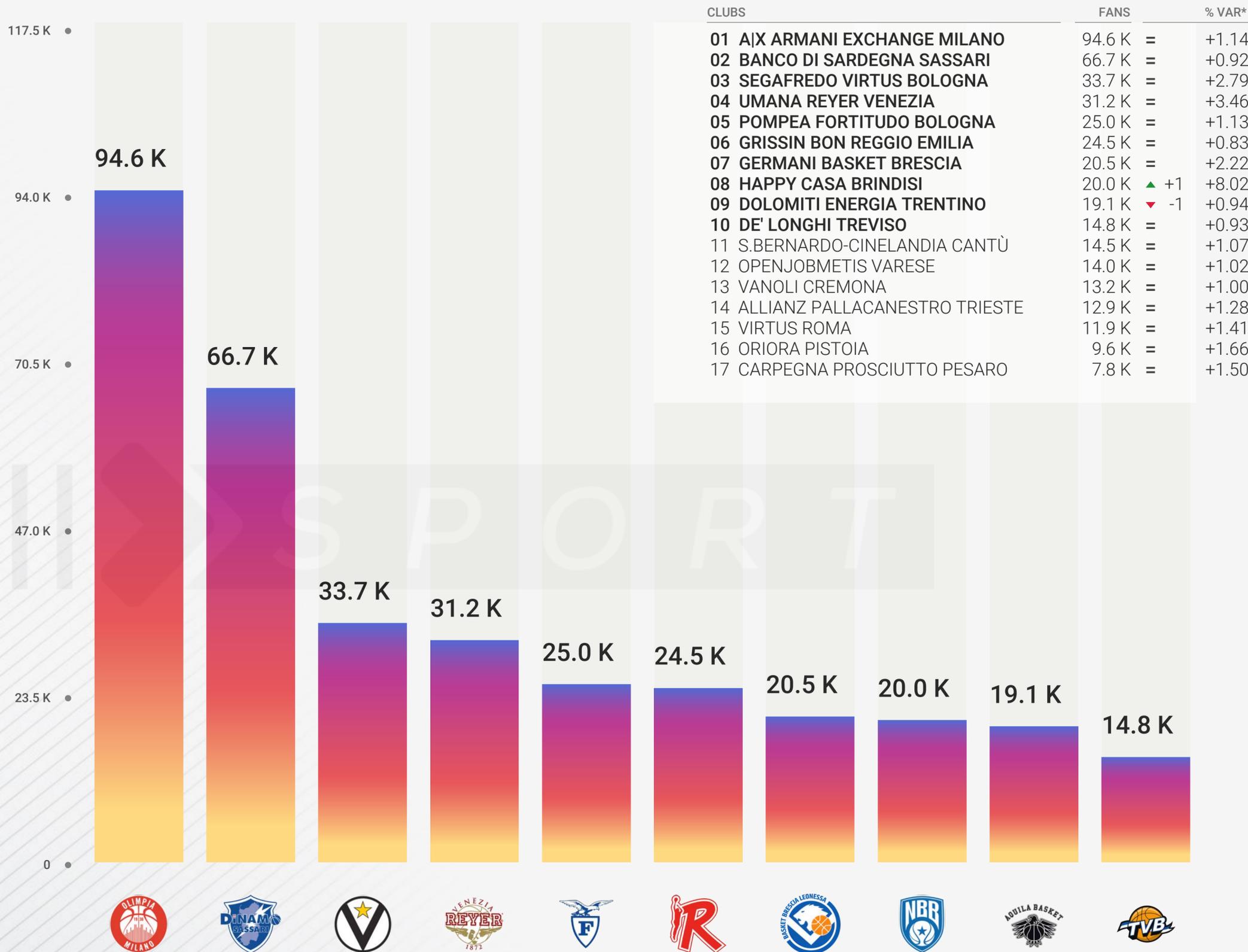


**LBA SERIE A Instagram**

TOTAL FANBASE  
**434 K**



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



\*[from February 05, 2020 to March 05, 2020]

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**LBA SERIE A YouTube**

TOTAL FANBASE  
**42 K**



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



\*[from February 05, 2020 to March 05, 2020]

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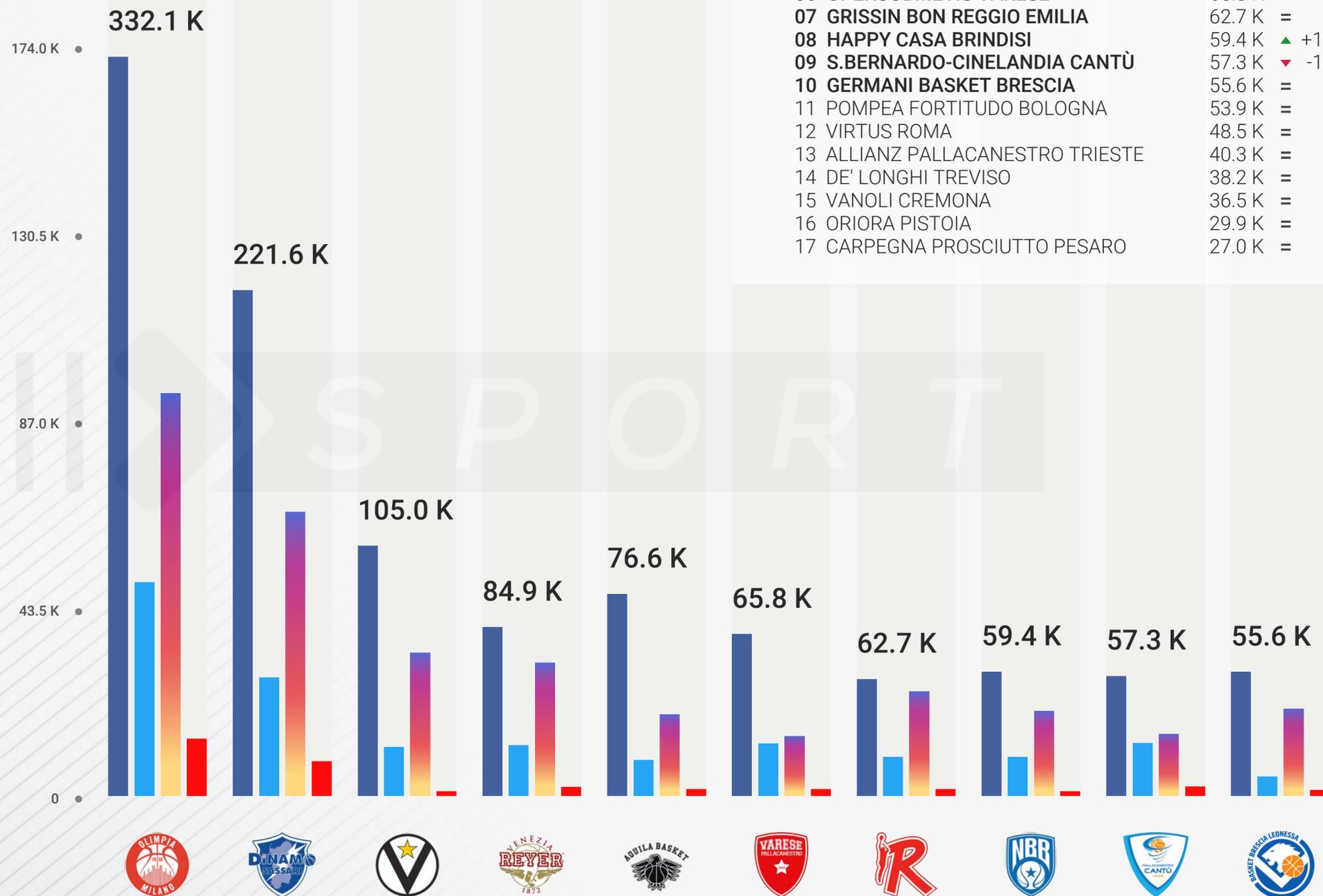
**LBA SERIE A Social**



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

\*[from February 05, 2020 to March 05, 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 February 05, 2020 to March 05, 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.

\*[from February 05, 2020 to March 05, 2020]

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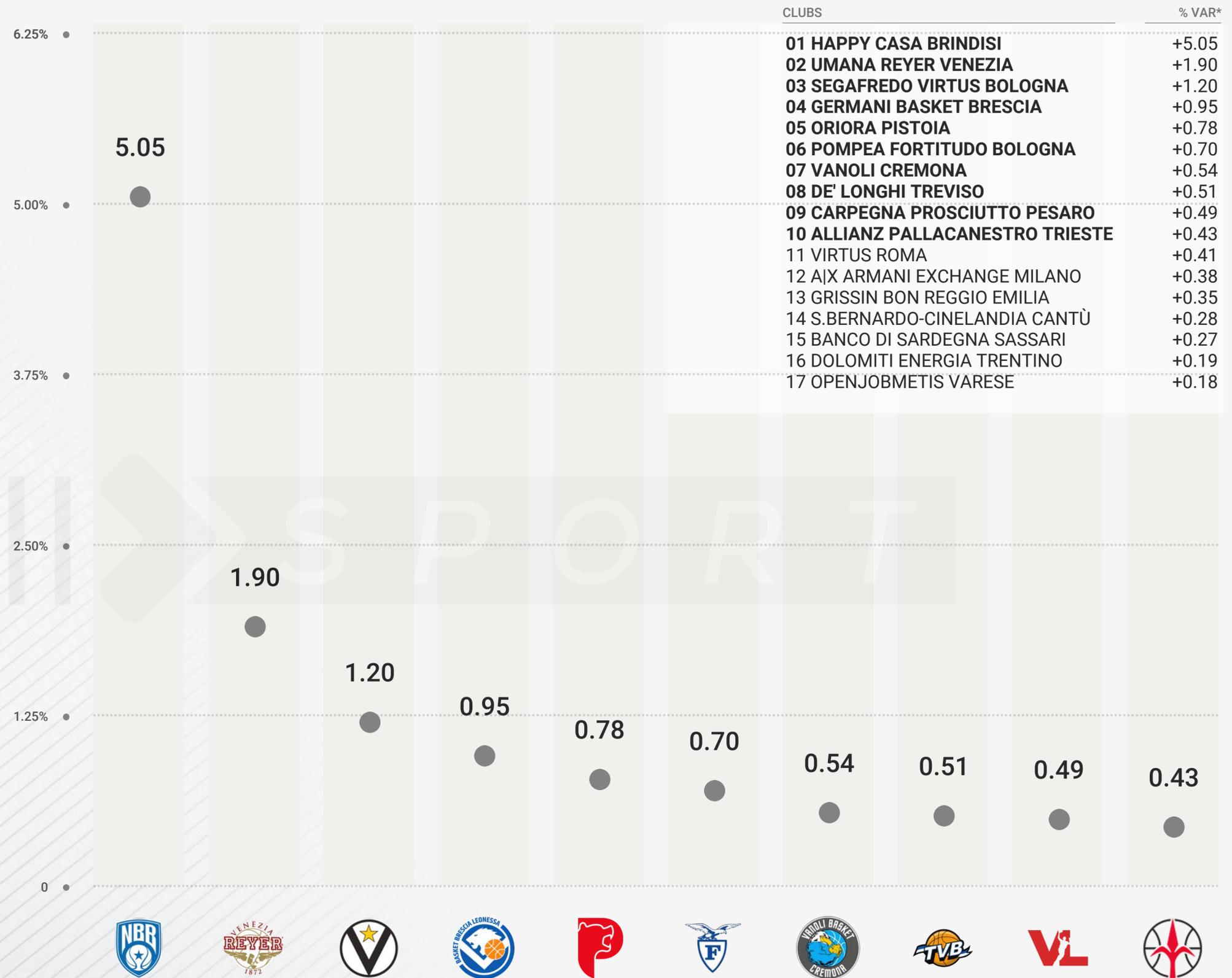
# LBA SERIE A Grown Up



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

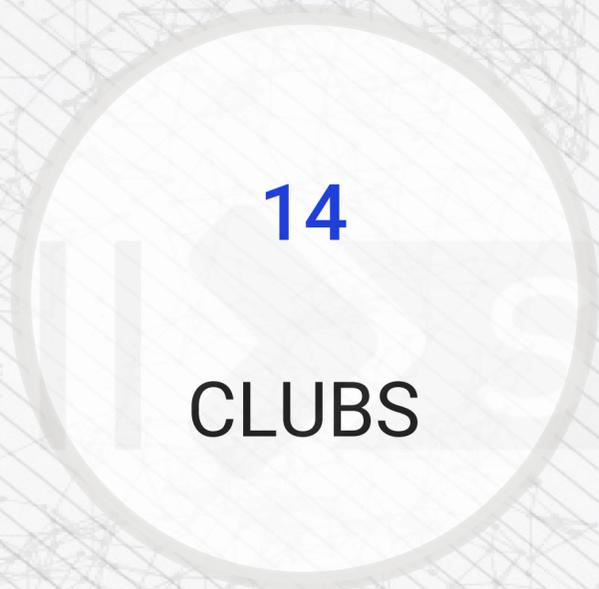
\*[from February 05, 2020 to March 05, 2020]

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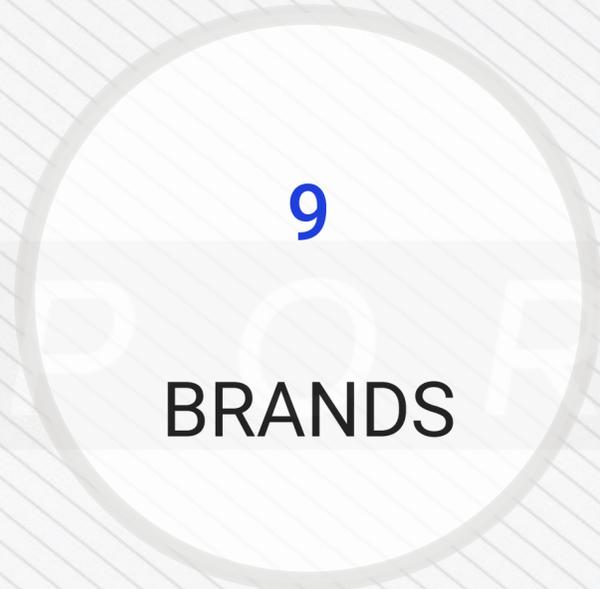




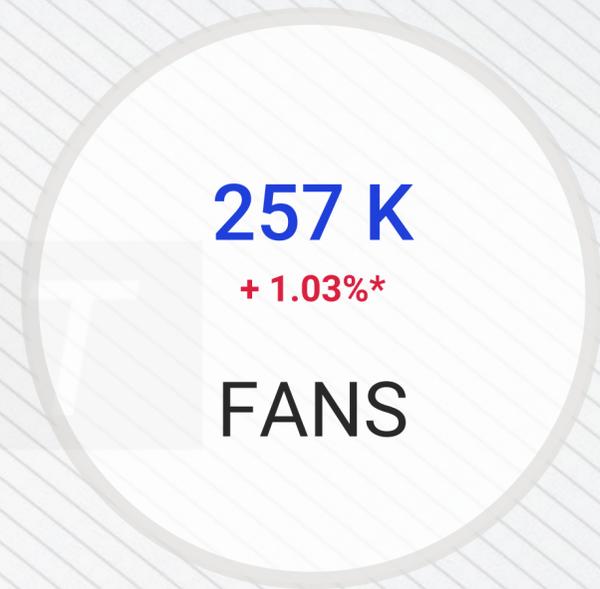
# ITALY SnapShot / LNP Serie A2 Ovest



Total LNP Serie A2 Ovest Basketball Clubs analyzed.



Total LNP Serie A2 Ovest sport brands analyzed.



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

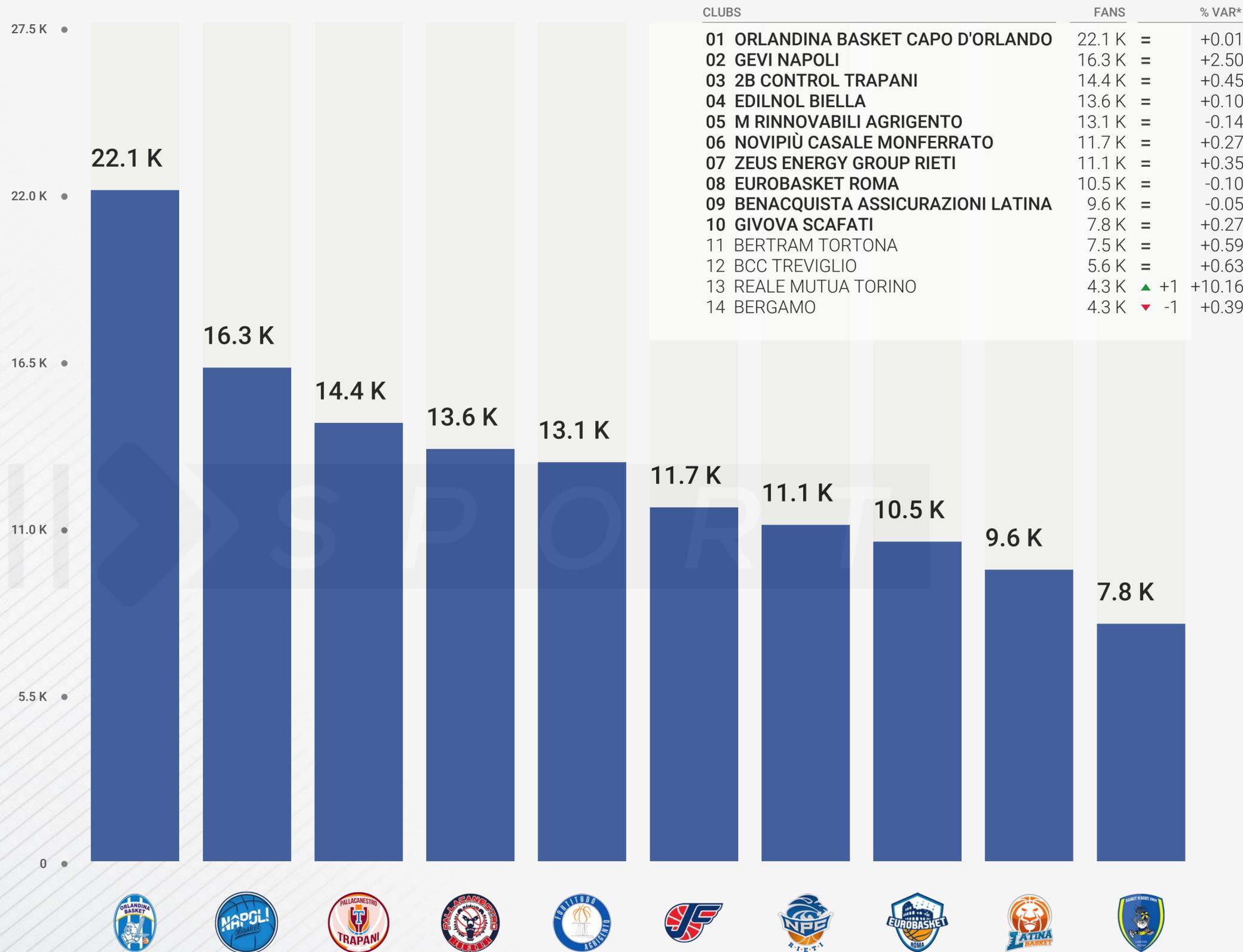
\*[from February 05, 2020 to March 05, 2020]



**LNP SERIE A2 OVEST Facebook**



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



\*[from February 05, 2020 to March 05, 2020]

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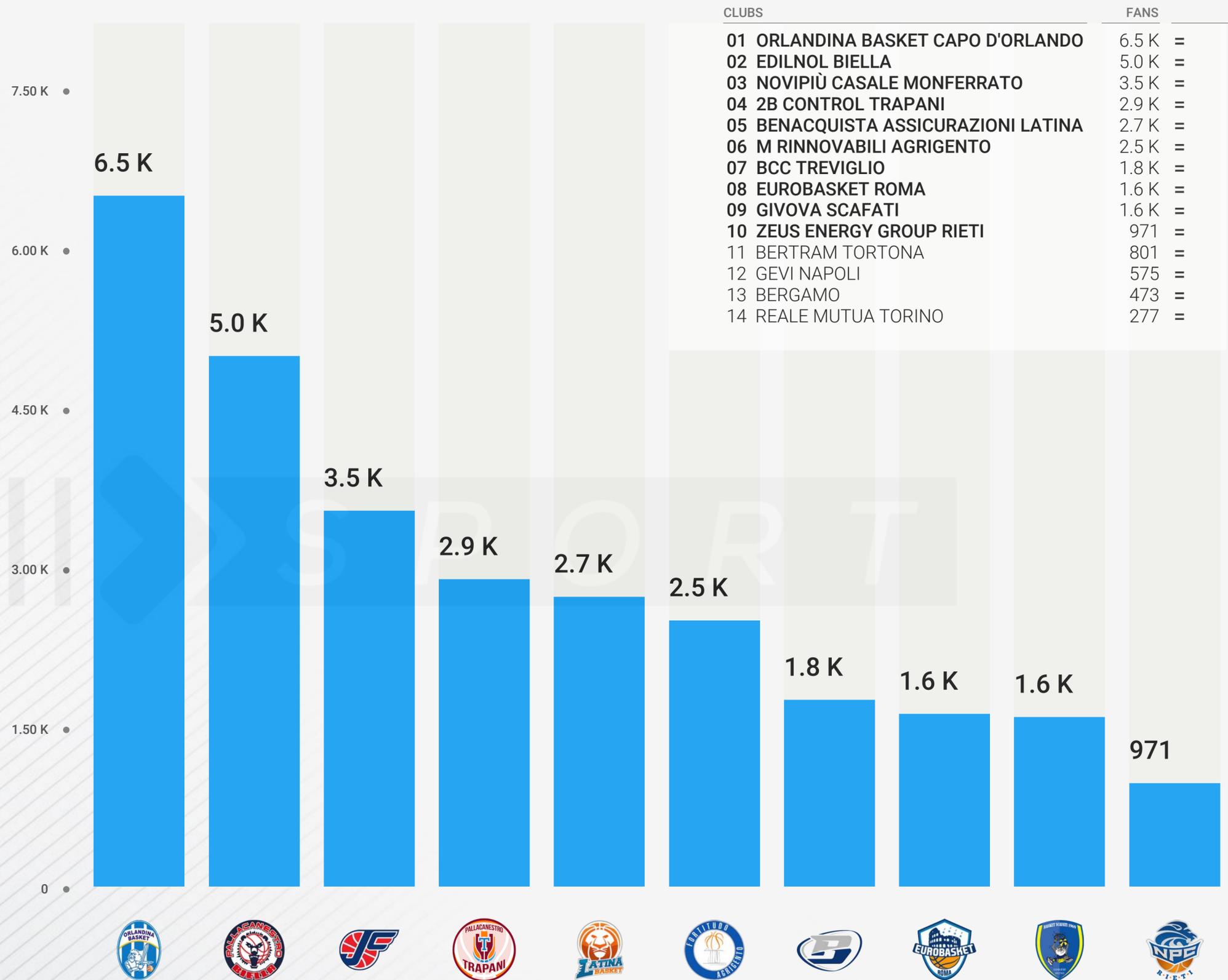


**LNP SERIE A2 OVEST** **Twitter**

TOTAL FANBASE  
**31 K**



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



\*[from February 05, 2020 to March 05, 2020]

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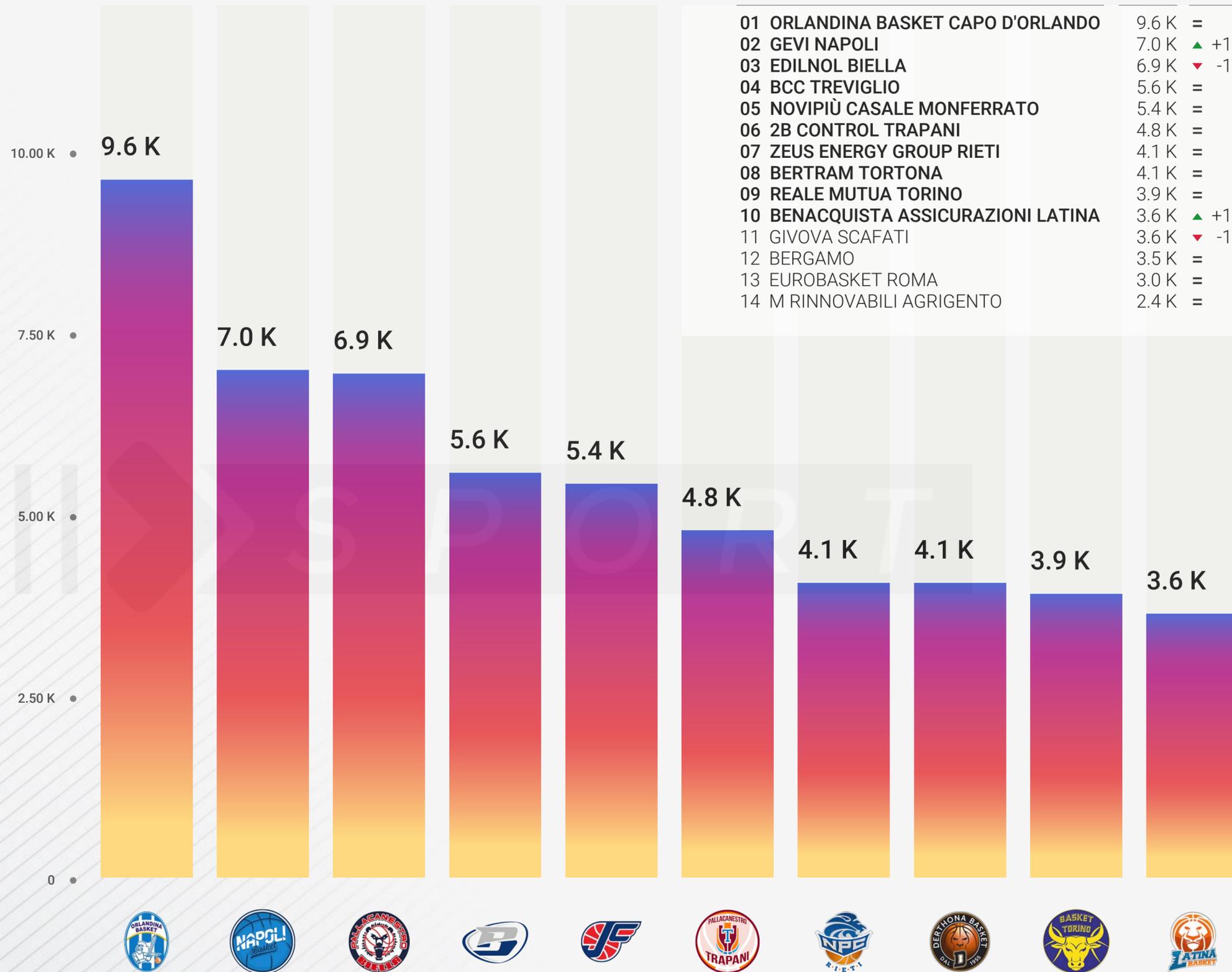


**LNP SERIE A2 OVEST Instagram**

TOTAL FANBASE  
**67 K**



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



\*[from February 05, 2020 to March 05, 2020]

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**LNP SERIE A2 OVEST** **YouTube**

TOTAL FANBASE  
**7 K**



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



\*[from February 05, 2020 to March 05, 2020]

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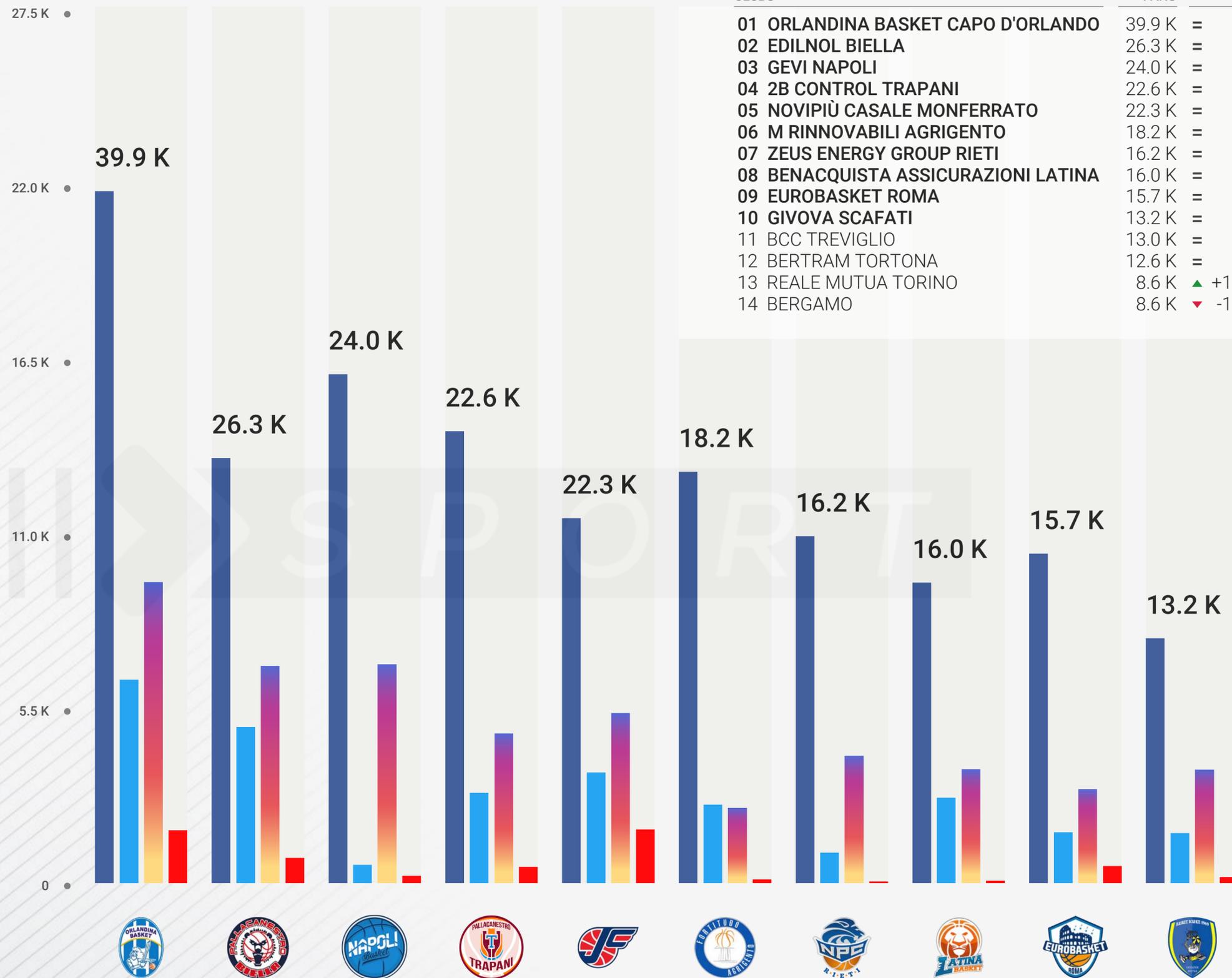
**LNP SERIE A2 OVEST Social**

TOTAL FANBASE  
**257 K**

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

\*[from February 05, 2020 to March 05, 2020]

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**LNP SERIE A2 OVEST Brands**



TOTAL FANBASE

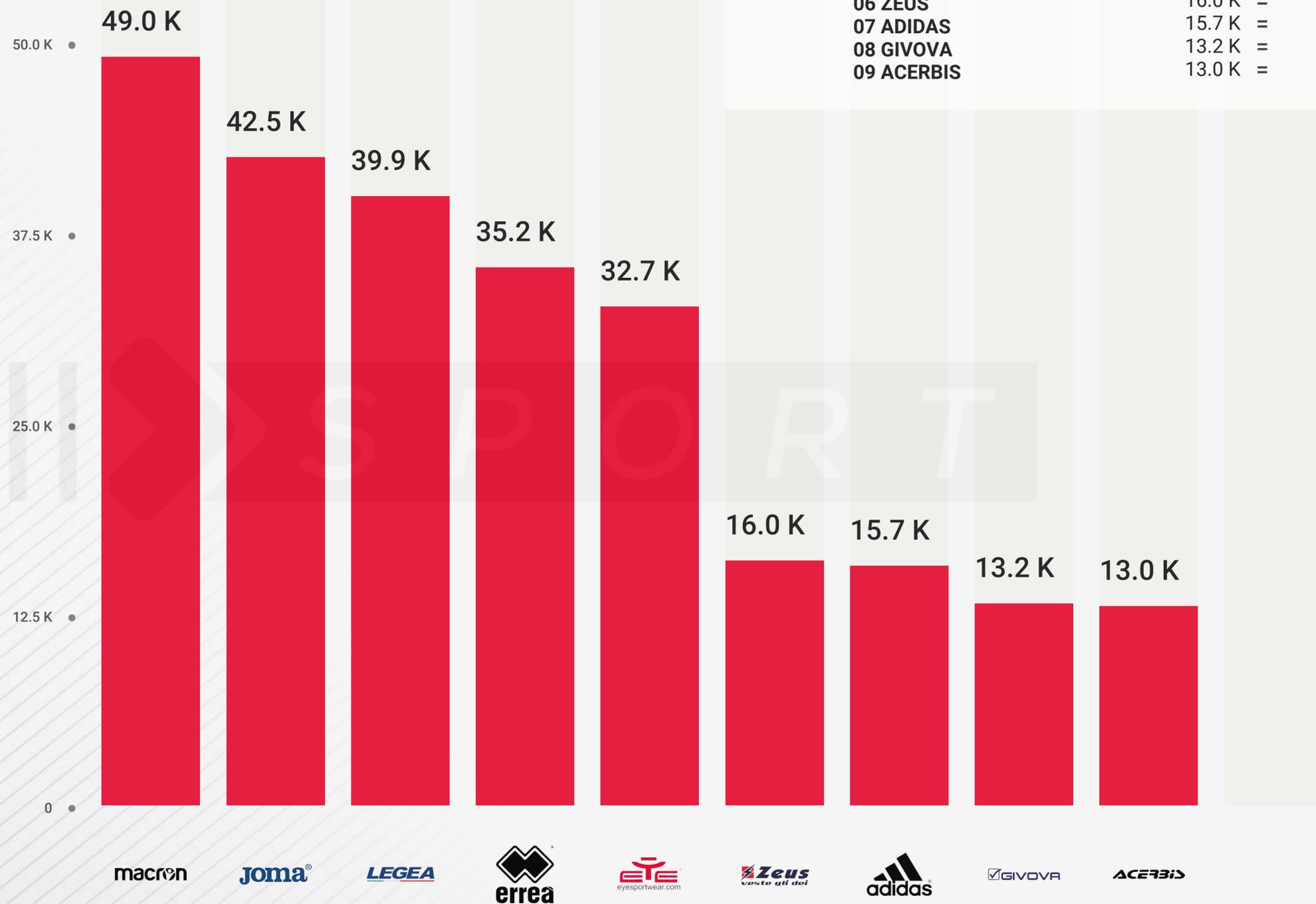
**257 K**



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 February 05, 2020 to March 05, 2020]

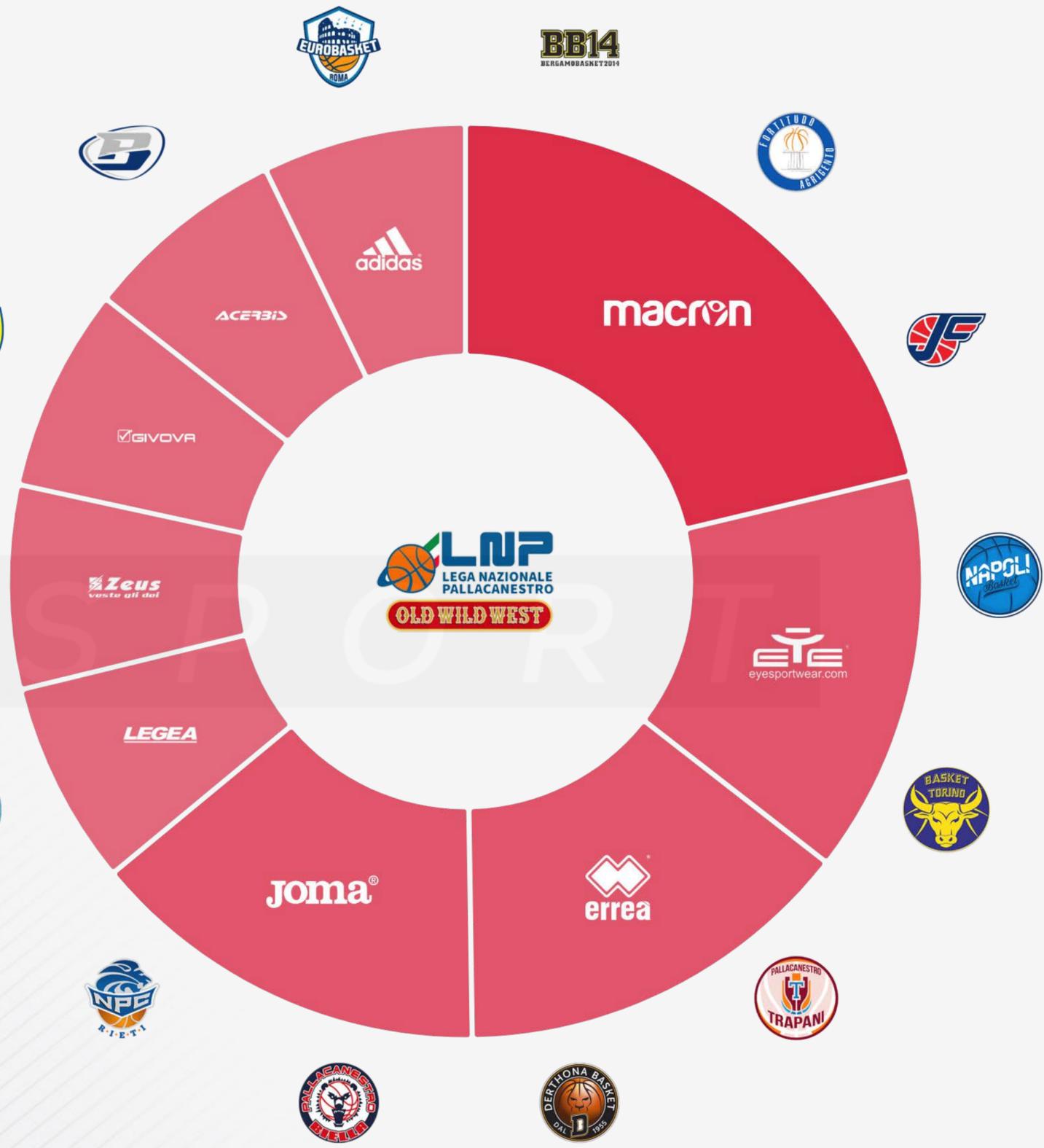
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SPONSORS	FANS	% VAR*
01 MACRON	49.0 K =	+0.55
02 JOMA	42.5 K =	+0.63
03 LEGEA	39.9 K =	+0.09
04 ERREA	35.2 K =	+1.06
05 EYE SPORT	32.7 K =	+4.34
06 ZEUS	16.0 K =	+0.31
07 ADIDAS	15.7 K =	+0.08
08 GIVOVA	13.2 K =	+0.55
09 ACERBIS	13.0 K =	+1.42



## LNP SERIE A2 OVEST Brands



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

\*[from February 05, 2020 to March 05, 2020]

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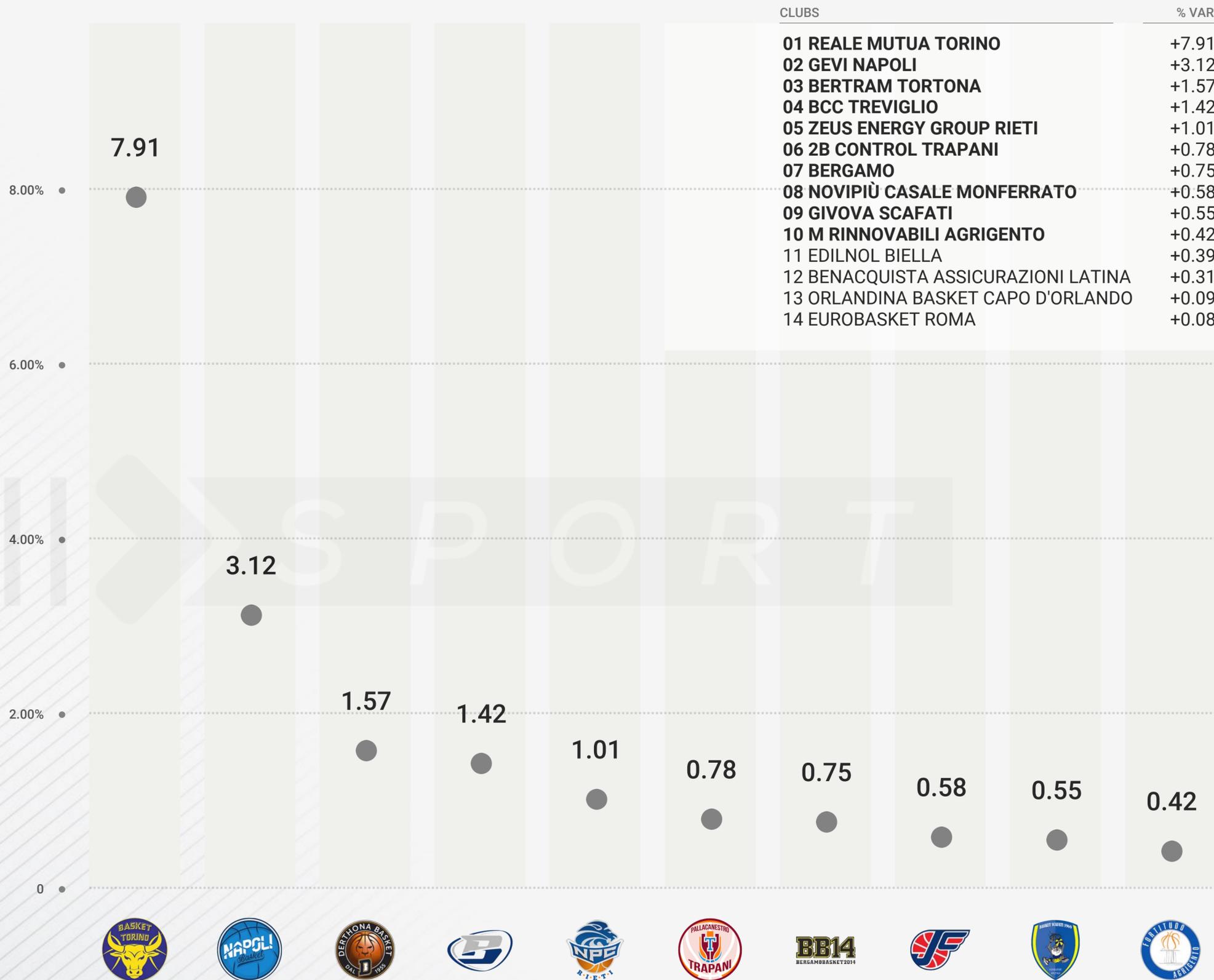
**LNP SERIE A2 OVEST Grown Up**



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

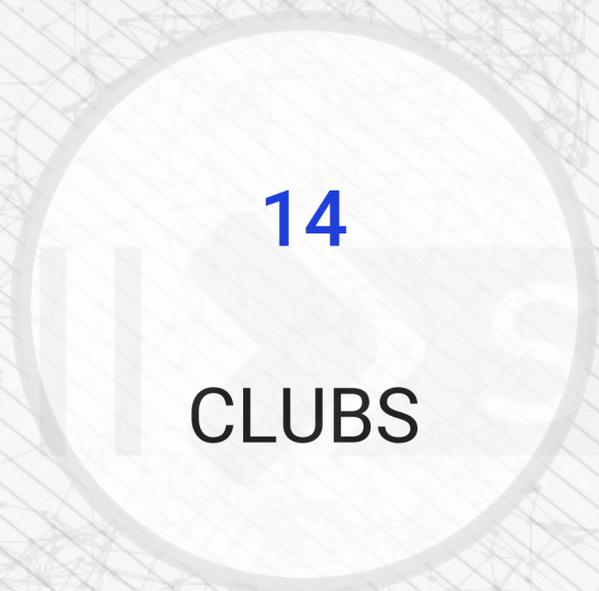
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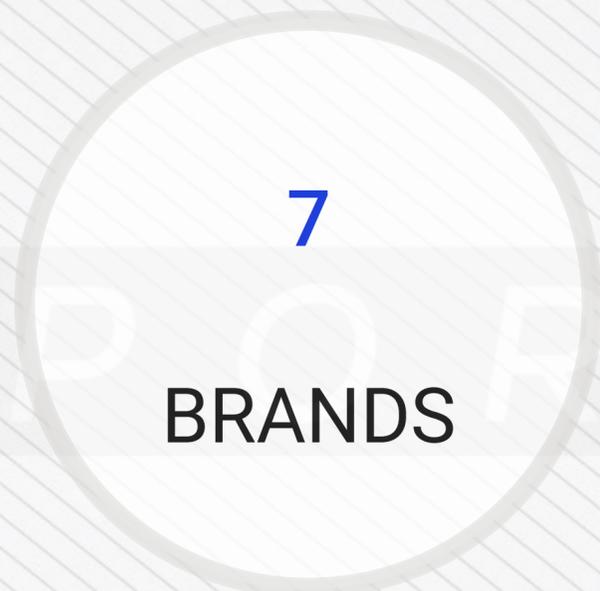




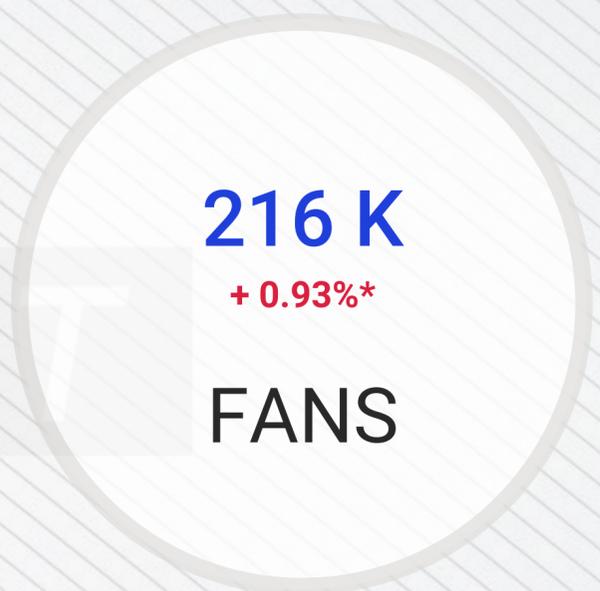
# ITALY SnapShot / LNP Serie A2 Est



Total LNP Serie A2 Est Basketball Clubs analyzed.



Total LNP Serie A2 Est sport brands analyzed.



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

\*[from February 05, 2020 to March 05, 2020]



**LNP SERIE A2 EST Facebook**



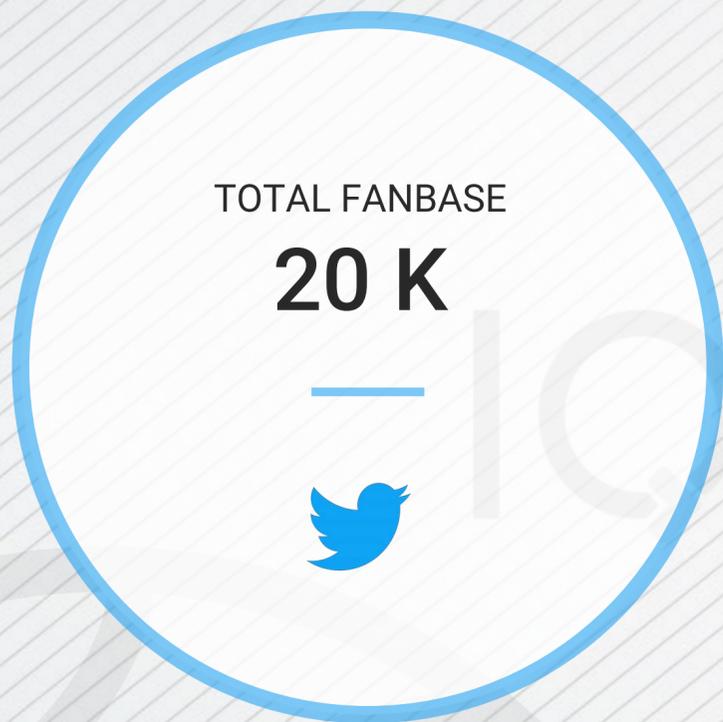
Ranking of the **LNP Serie A2 Est** basketball clubs on Facebook.



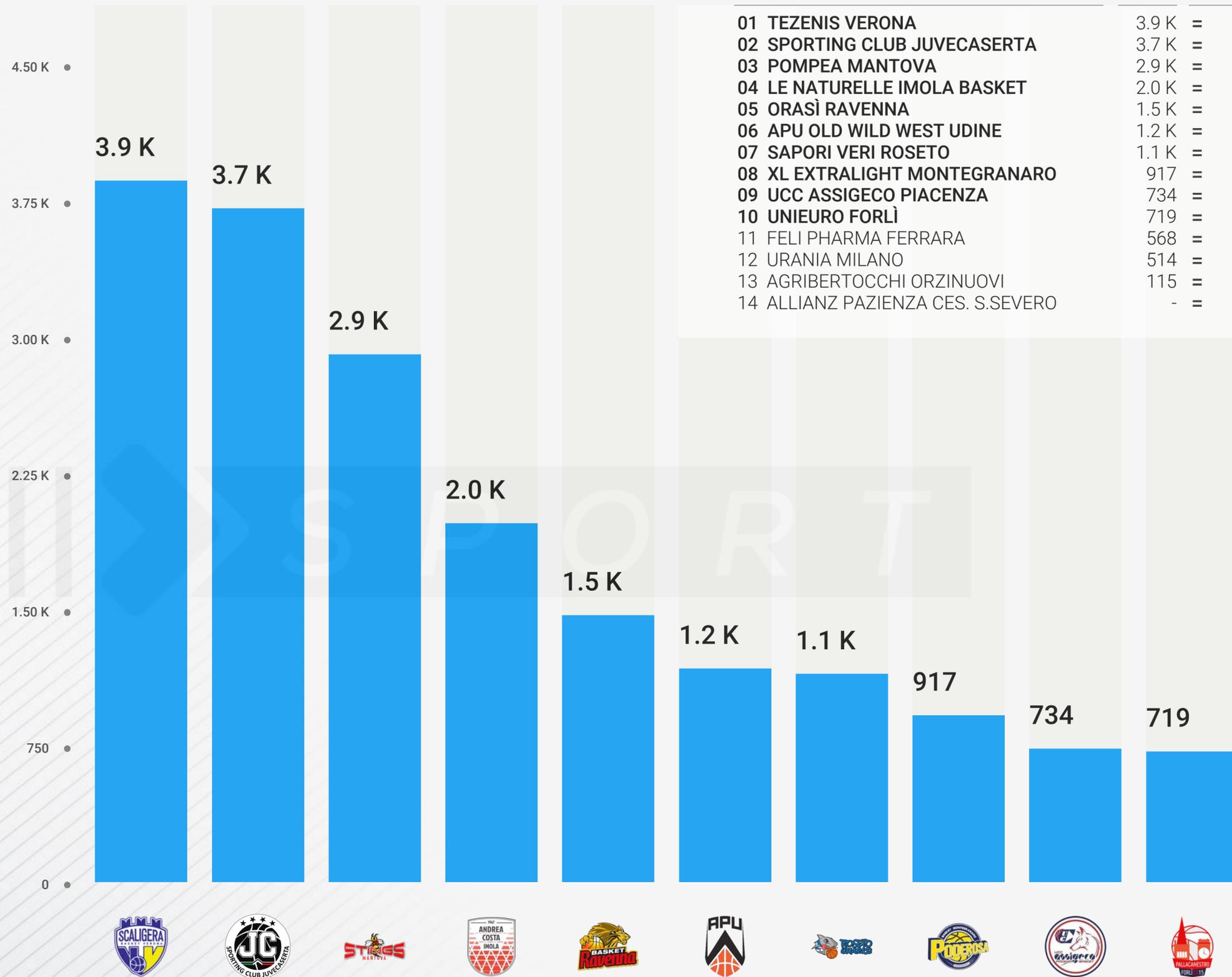
\*[from February 05, 2020 to March 05, 2020]



**LNP SERIE A2 EST** **Twitter**



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



\*[from February 05, 2020 to March 05, 2020]

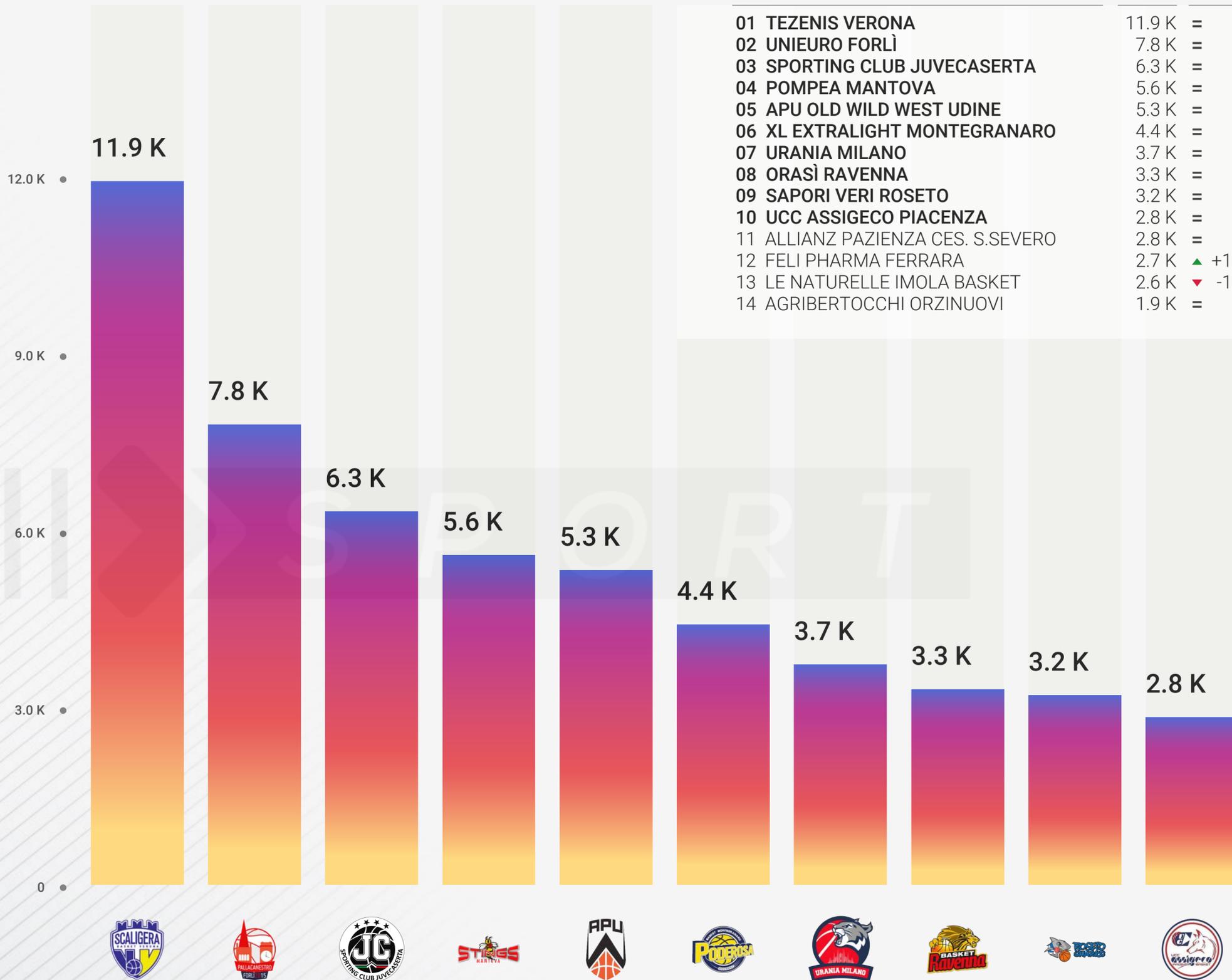


**LNP SERIE A2 EST Instagram**

TOTAL FANBASE  
**64 K**



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



\*[from February 05, 2020 to March 05, 2020]

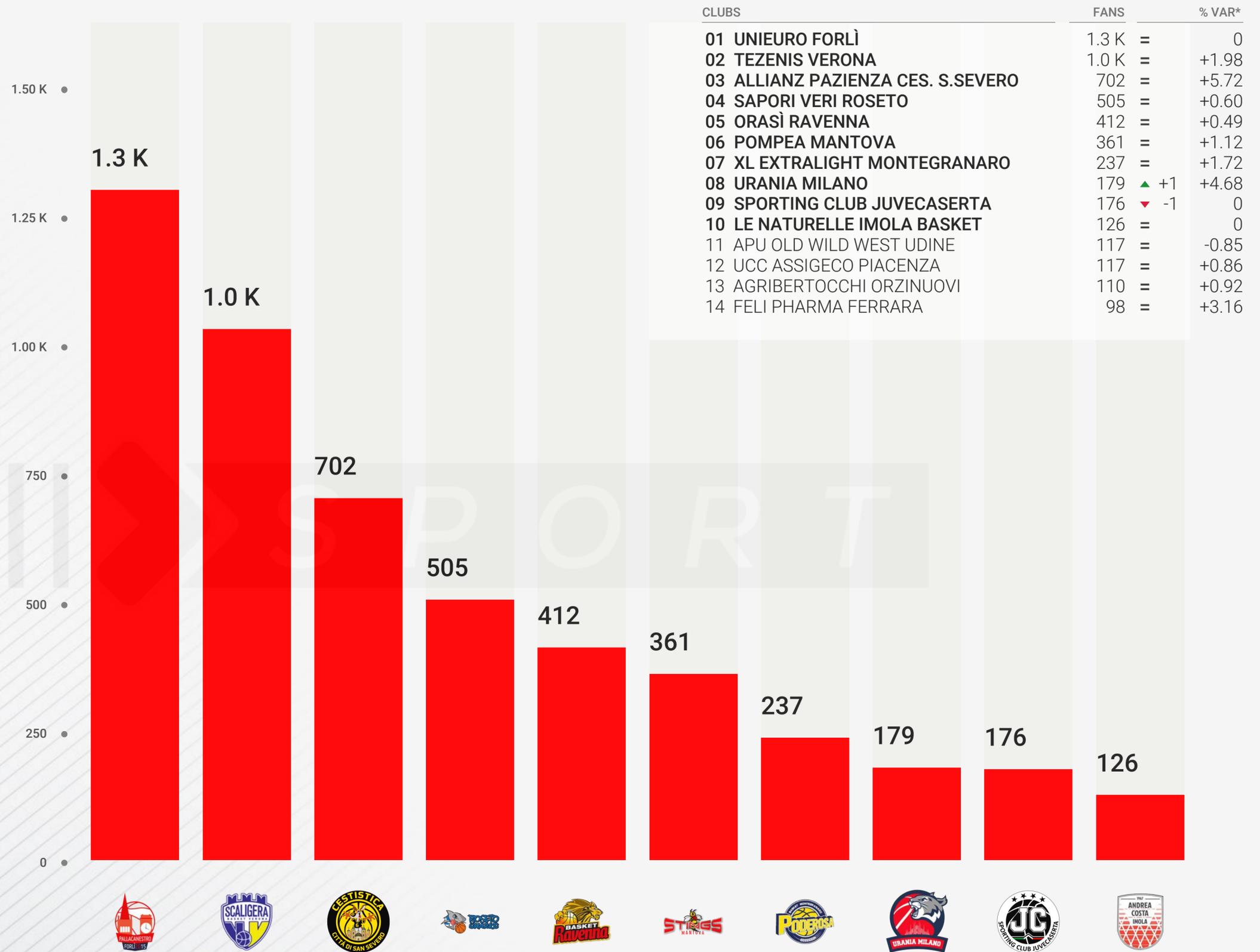
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**LNP SERIE A2 EST YouTube**



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



\*[from February 05, 2020 to March 05, 2020]



**LNP SERIE A2 EST Social**

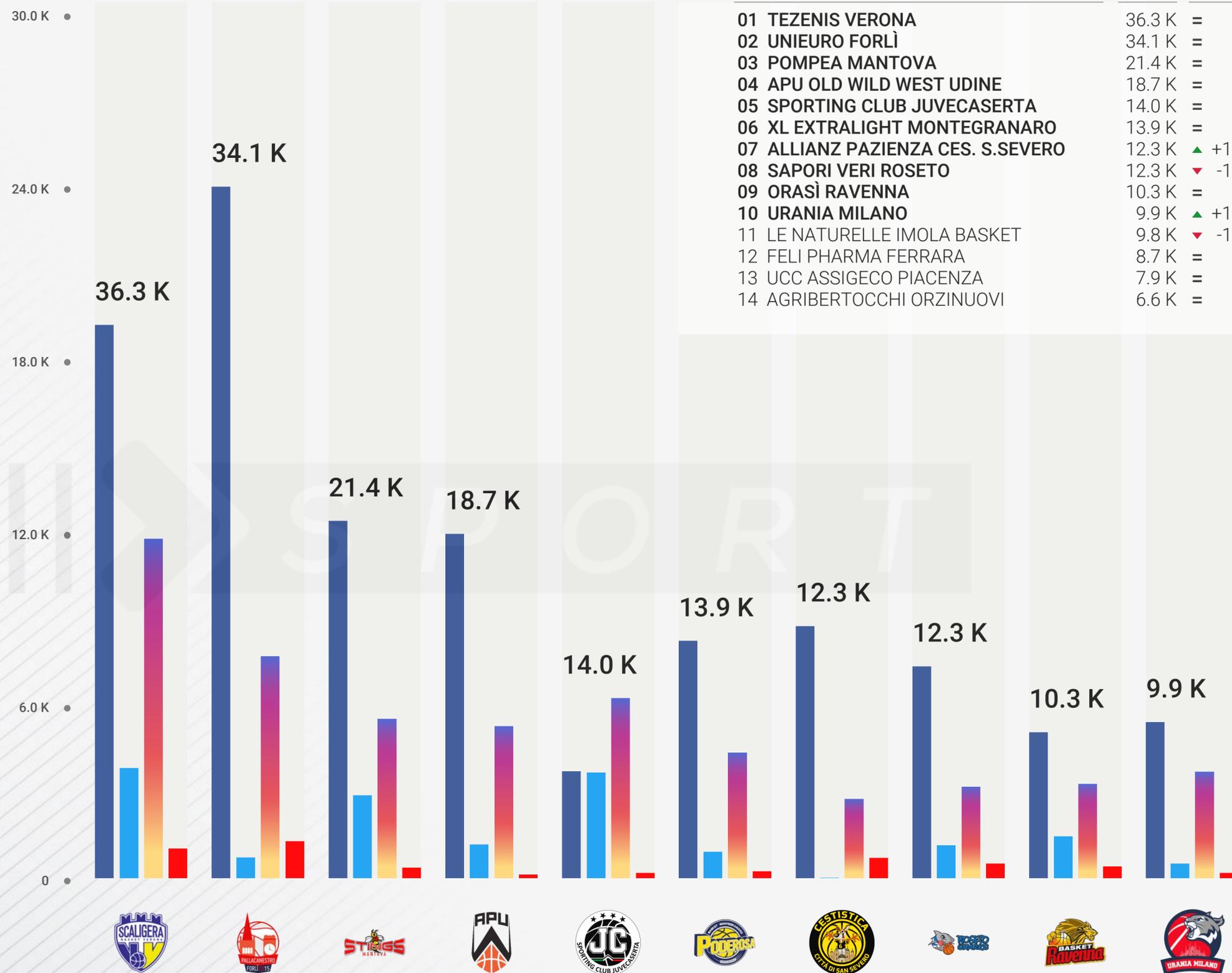
TOTAL FANBASE  
**216 K**

f   

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

\*[from February 05, 2020 to March 05, 2020]

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LNP SERIE A2 EST Brands



TOTAL FANBASE  
**216 K**



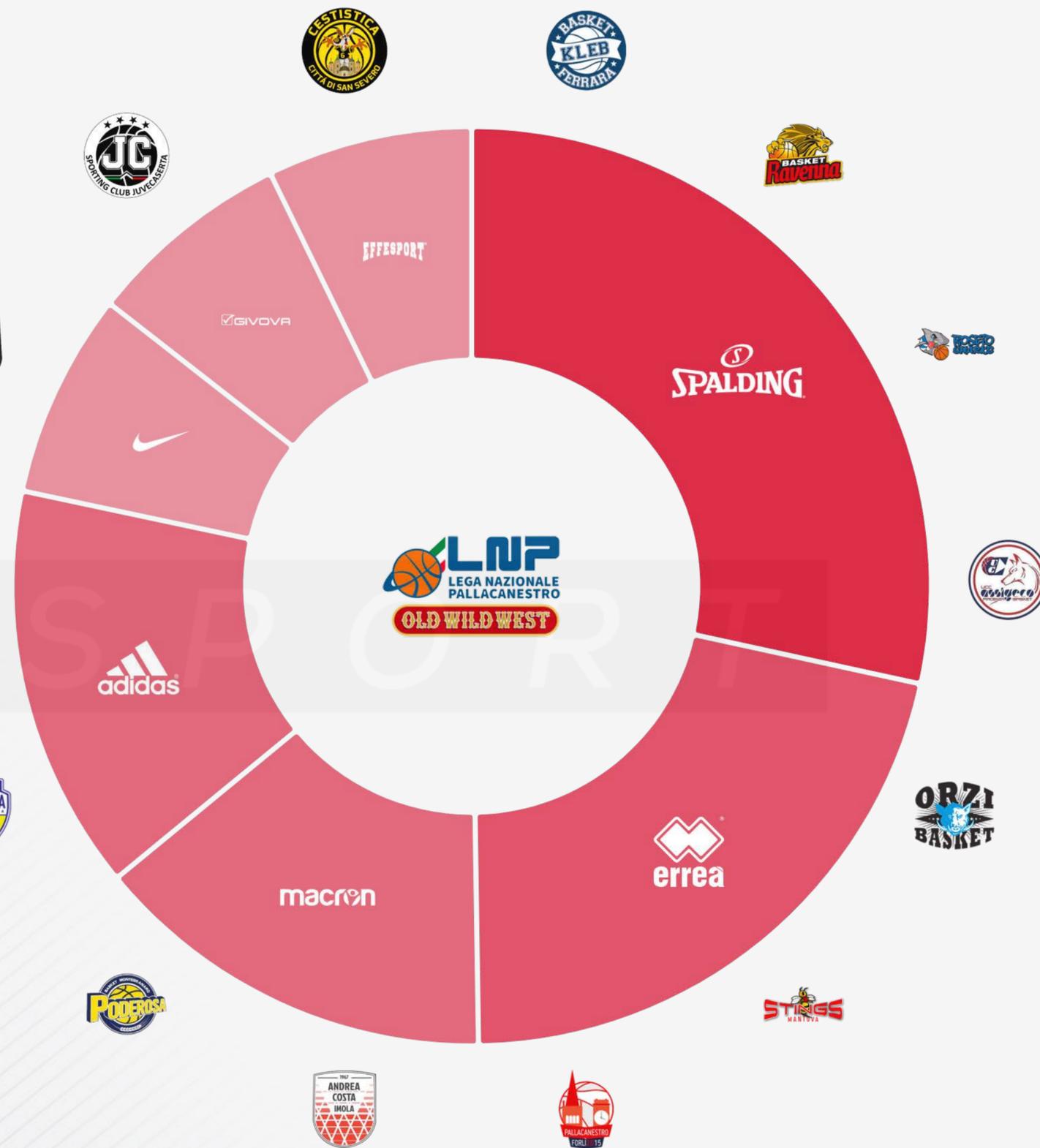
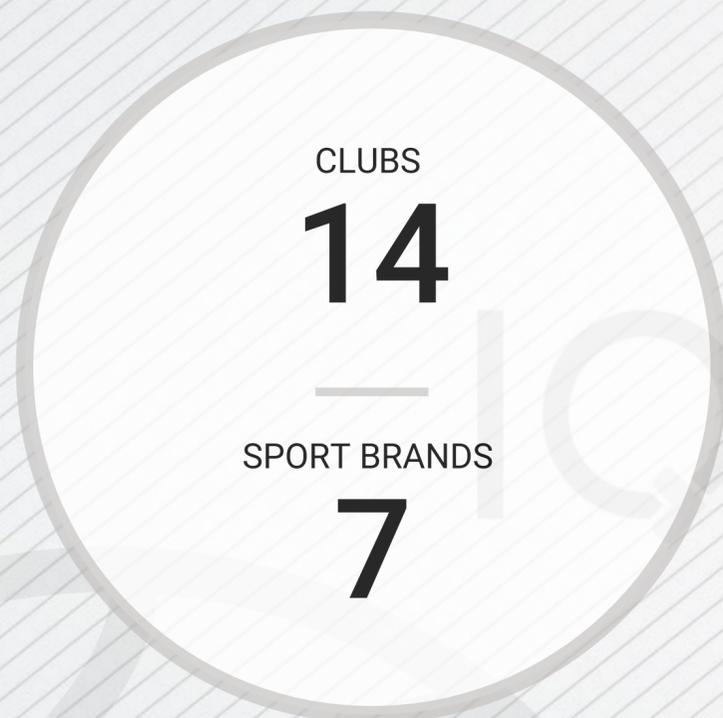
Potential Social Media exposition of the **Sport Brands** in relation to the total fanbase of the 14 sponsored LNP Serie A2 Est basketball clubs.

\*[from February 05, 2020 to March 05, 2020]

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## LNP SERIE A2 EST Brands



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

\*[from February 05, 2020 to March 05, 2020]

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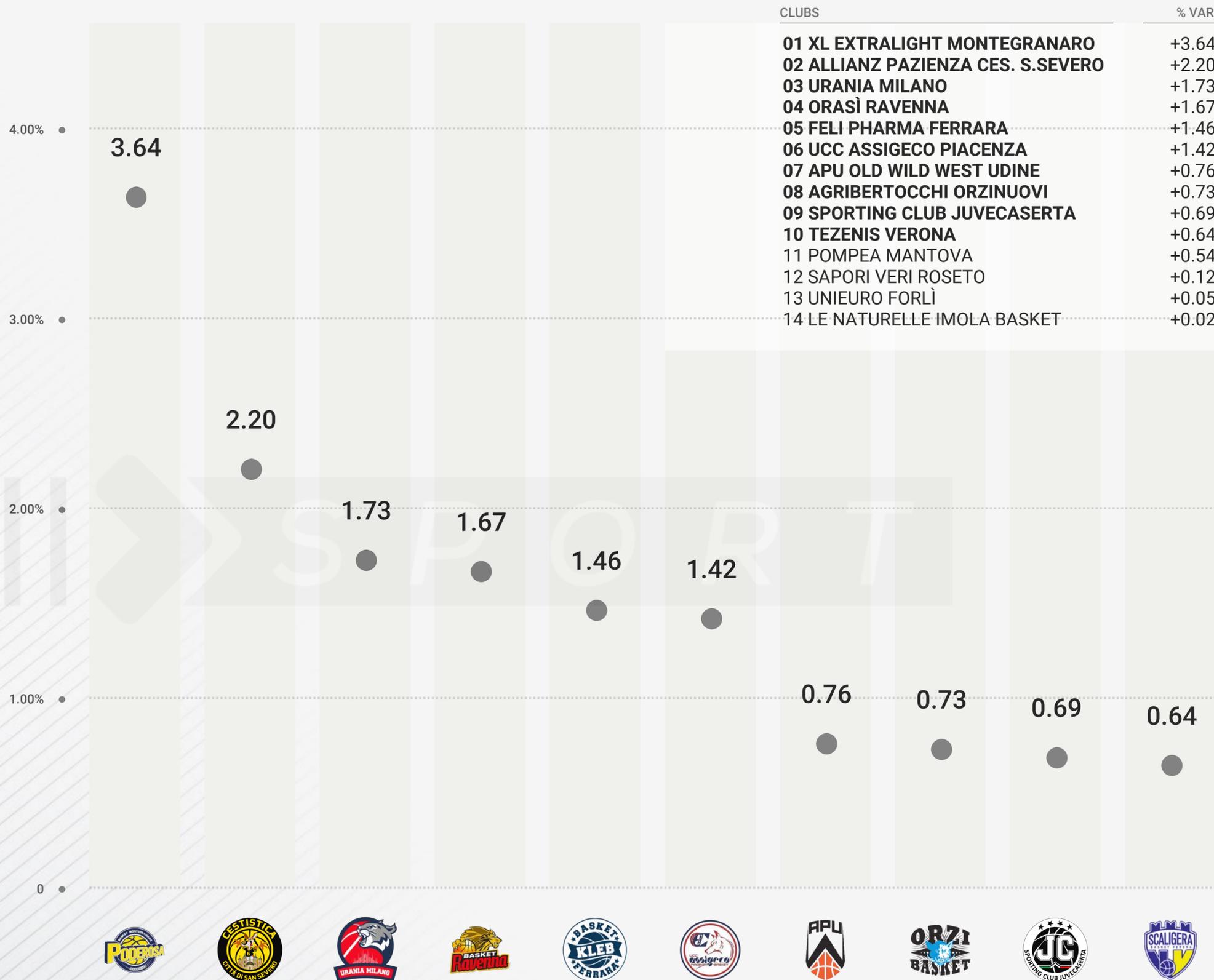
# LNP SERIE A2 EST Grown Up



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

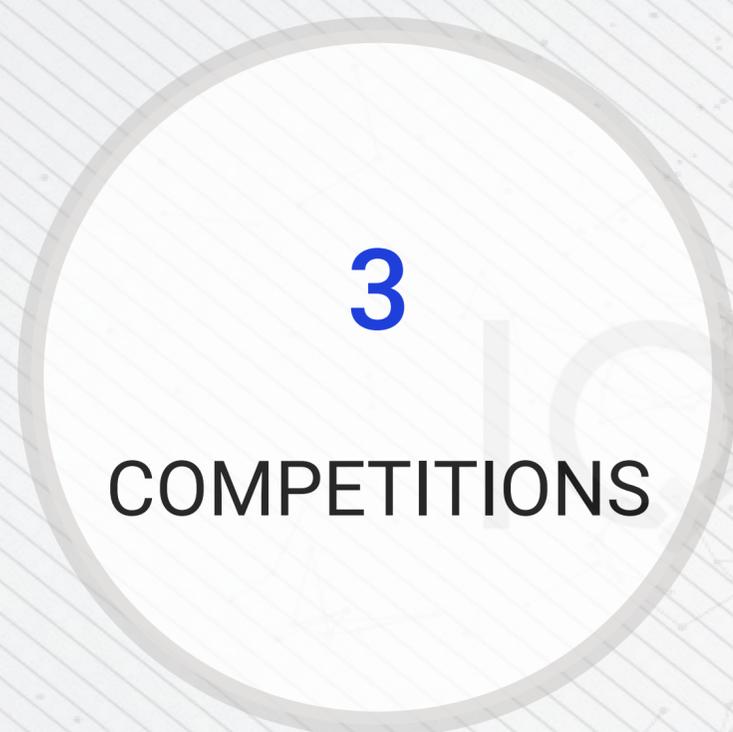
\*[from February 05, 2020 to March 05, 2020]

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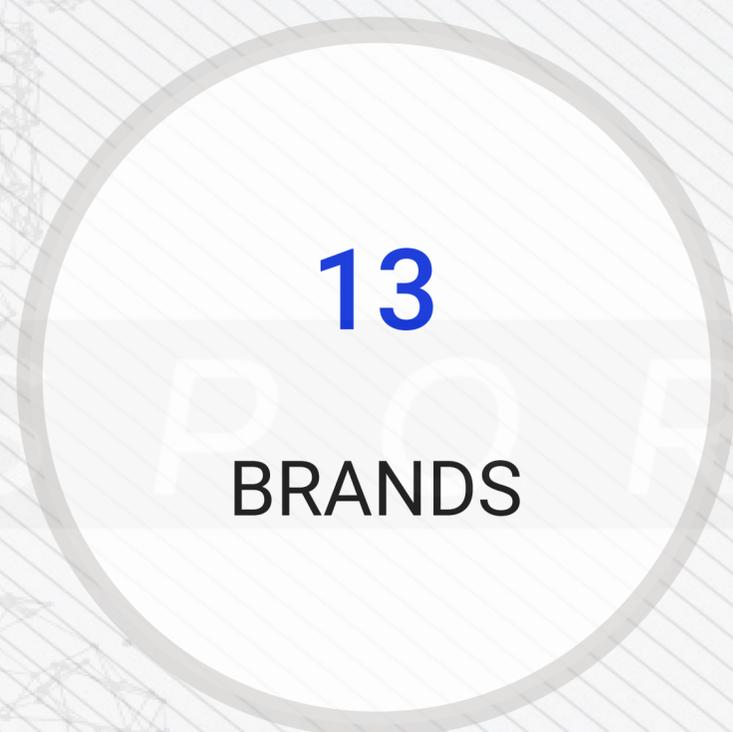
# ITALY SnapShot / Overview



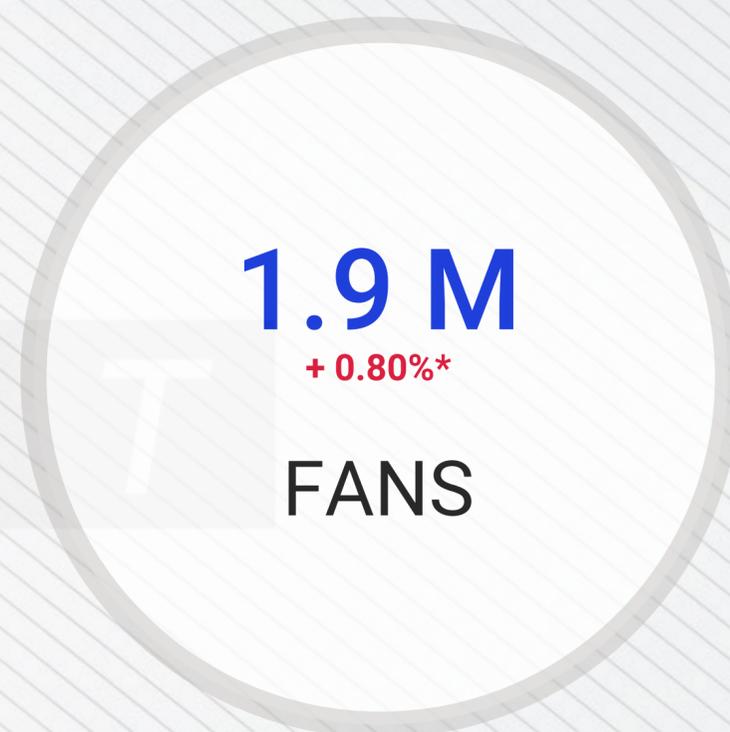
Total Competitions analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



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



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



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 February 05, 2020 to March 05, 2020]

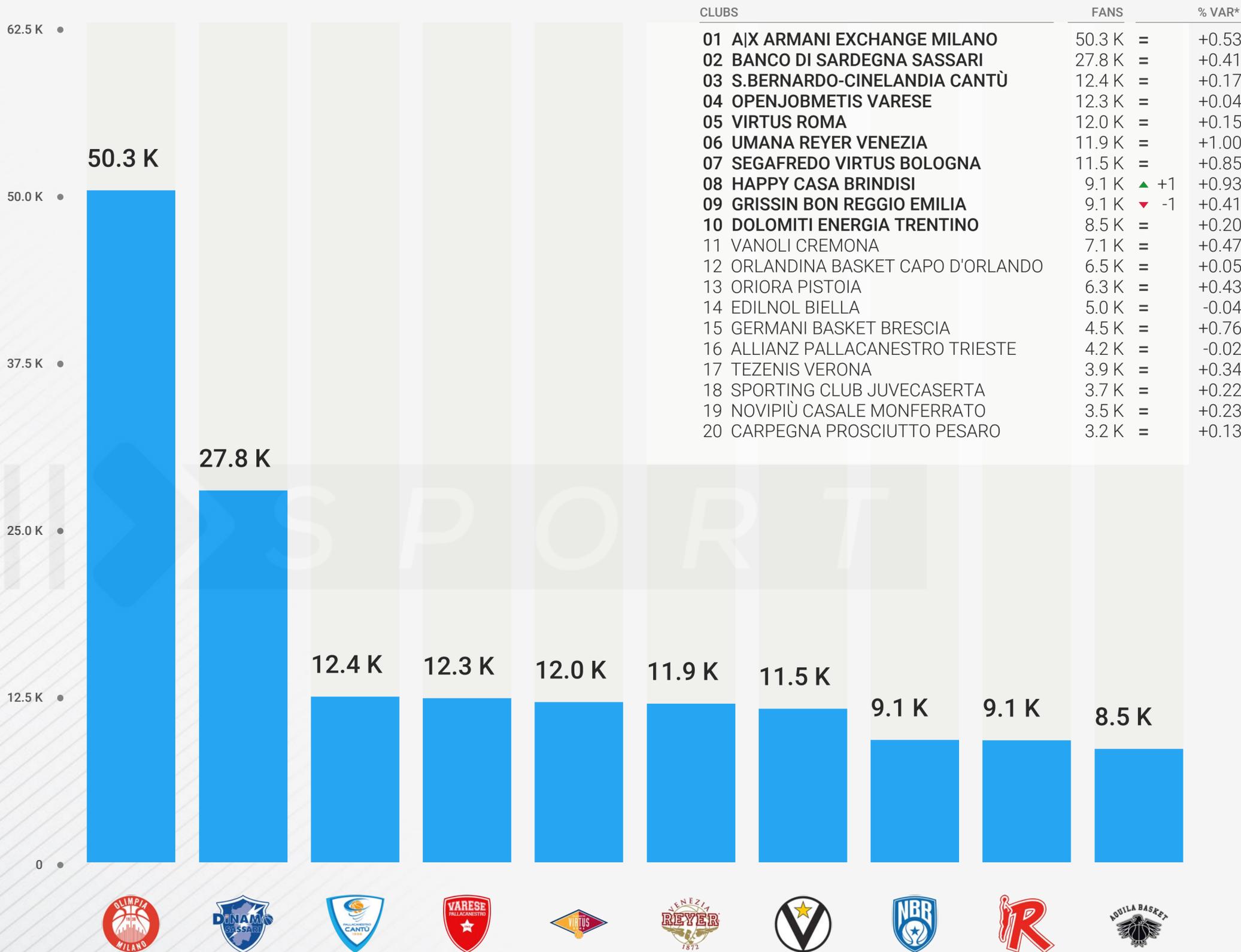


ITALY **Twitter**



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.

\*[from February 05, 2020 to March 05, 2020]



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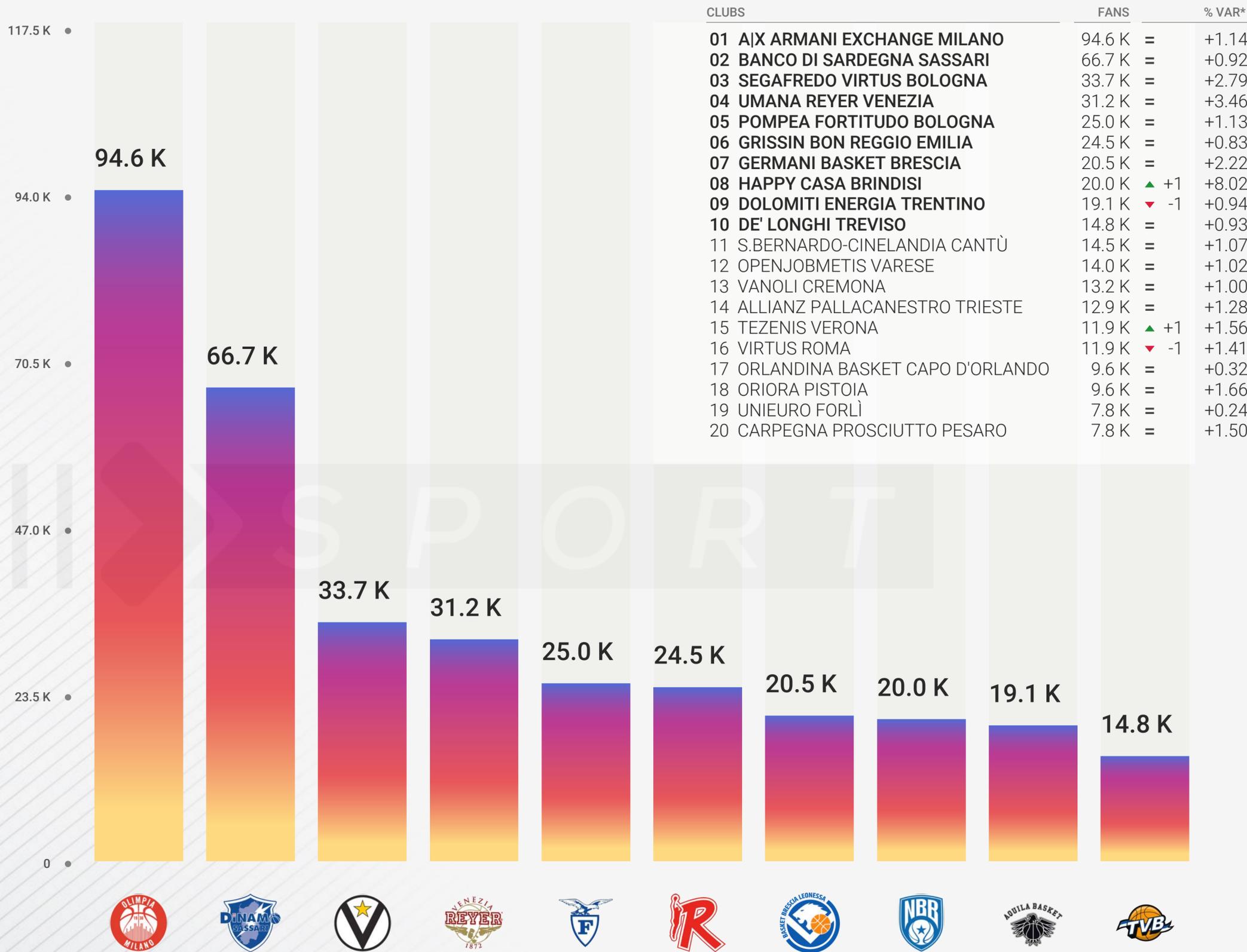
**ITALY Instagram**

TOTAL FANBASE  
**566 K**



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.

\*[from February 05, 2020 to March 05, 2020]



**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.

\*[from February 05, 2020 to March 05, 2020]



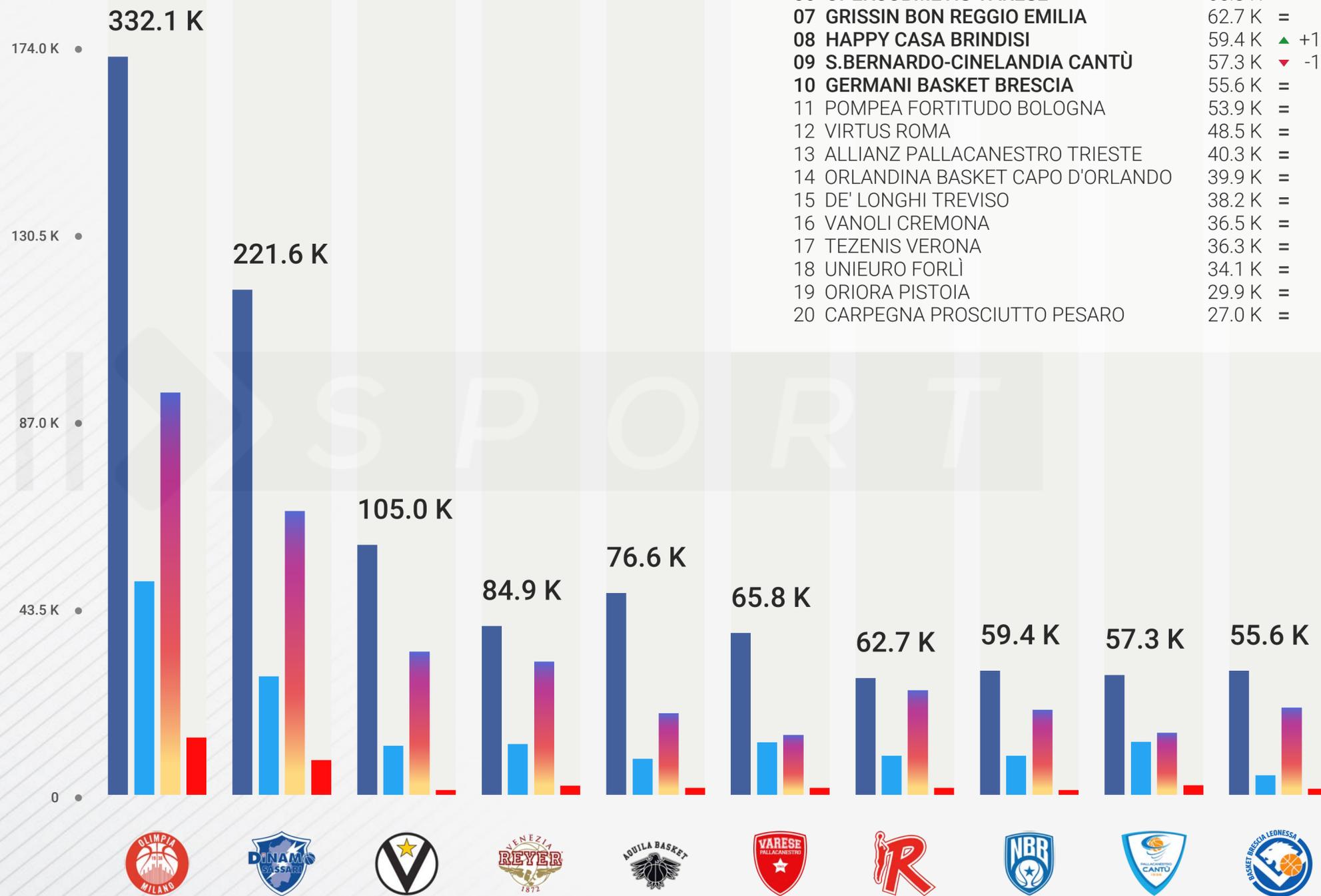
**ITALY Social**



**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 February 05, 2020 to March 05, 2020]

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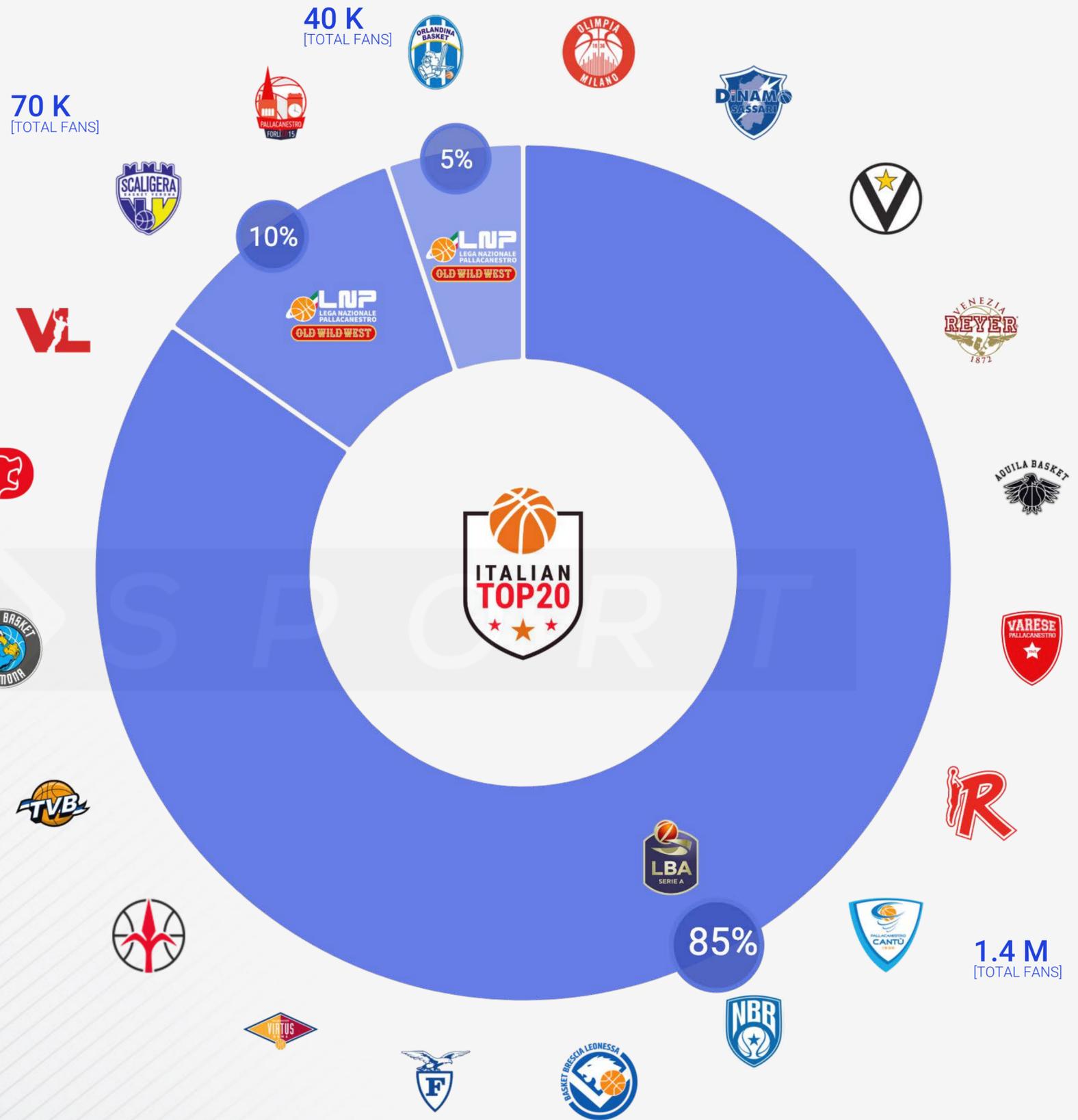
**ITALY Clubs**



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 February 05, 2020 to March 05, 2020]

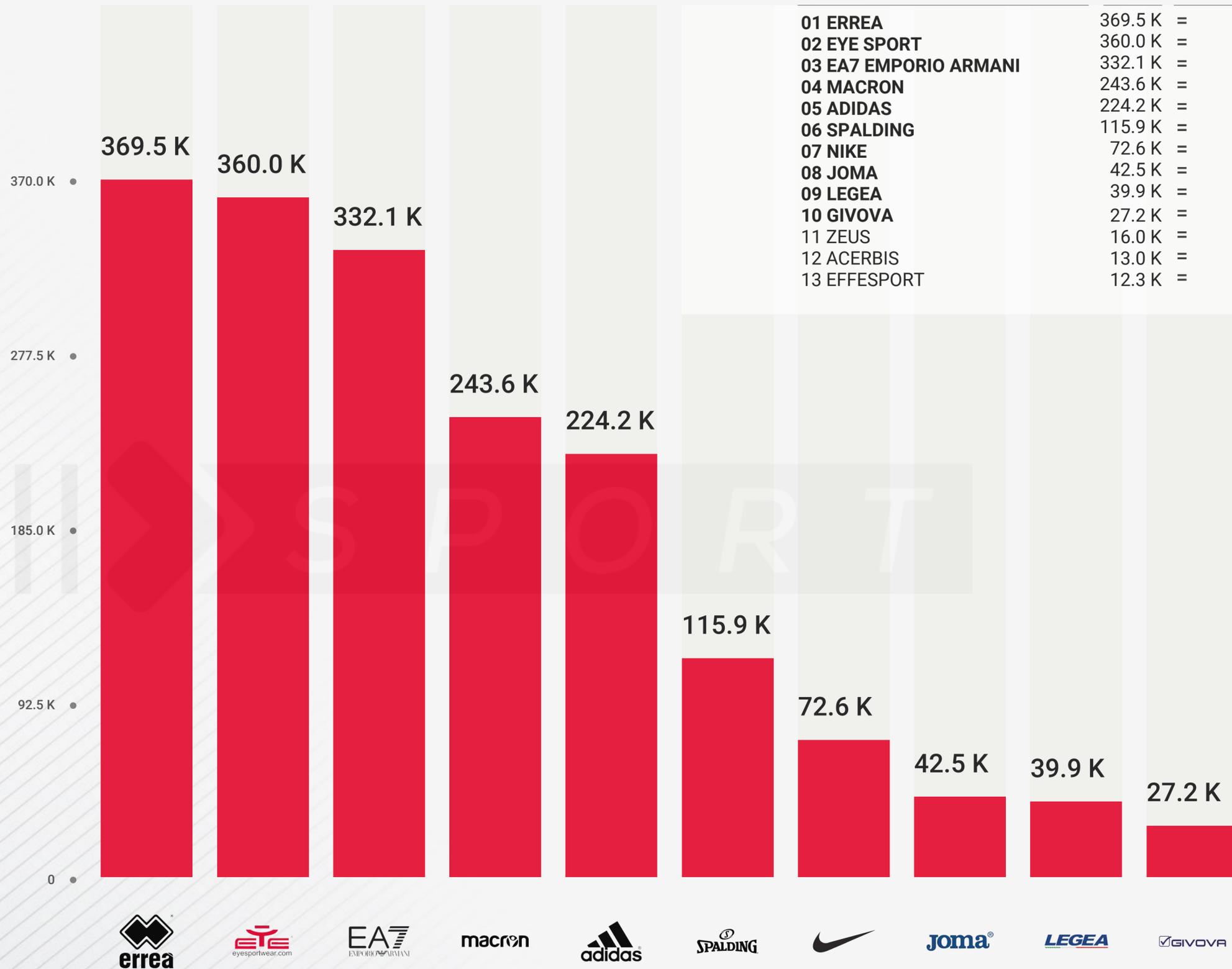
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ITALY Social Brands



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



SPONSORS	FANS	% VAR*
01 ERREA	369.5 K =	+0.93
02 EYE SPORT	360.0 K =	+0.65
03 EA7 EMPORIO ARMANI	332.1 K =	+0.38
04 MACRON	243.6 K =	+0.88
05 ADIDAS	224.2 K =	+1.66
06 SPALDING	115.9 K =	+0.49
07 NIKE	72.6 K =	+0.71
08 JOMA	42.5 K =	+0.63
09 LEGEA	39.9 K =	+0.09
10 GIVOVA	27.2 K =	+0.62
11 ZEUS	16.0 K =	+0.31
12 ACERBIS	13.0 K =	+1.42
13 EFFESPORT	12.3 K =	+2.20

\*[from February 05, 2020 to March 05, 2020]

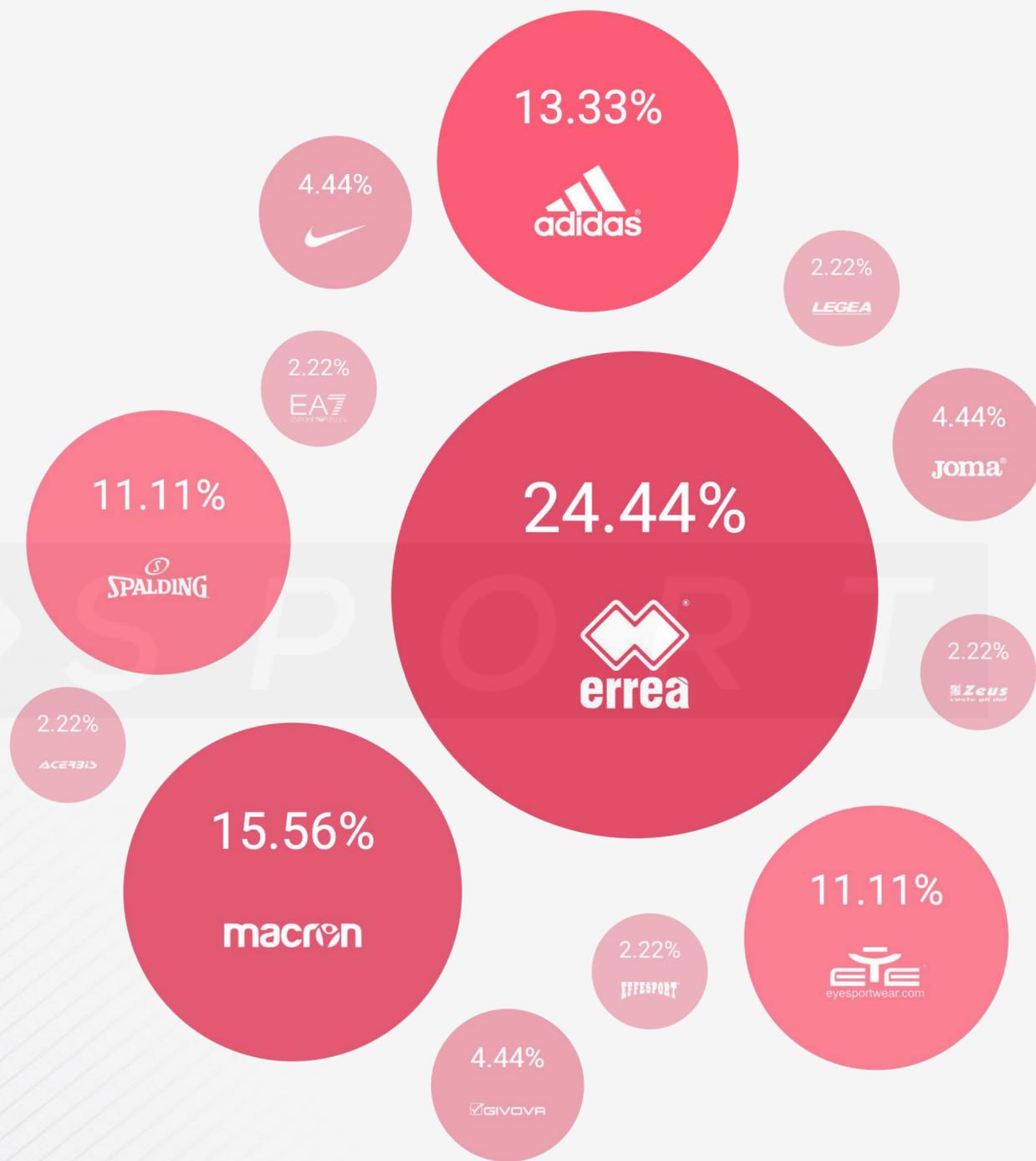
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## ITALY Sport Brands



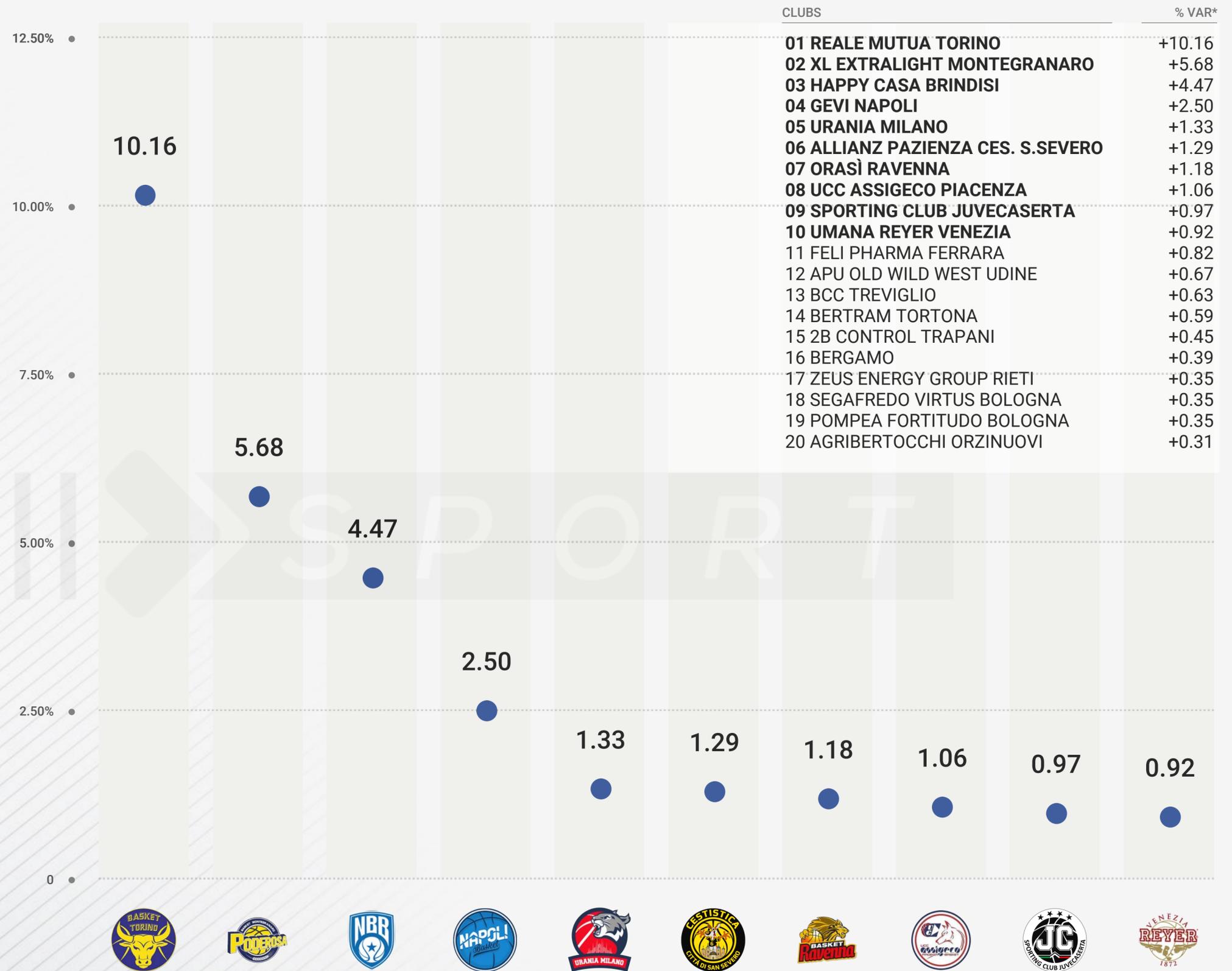
Sport Brands coverage in relation to the 45 sponsored basketball clubs.



**ITALY Facebook**



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



\*[from February 05, 2020 to March 05, 2020]

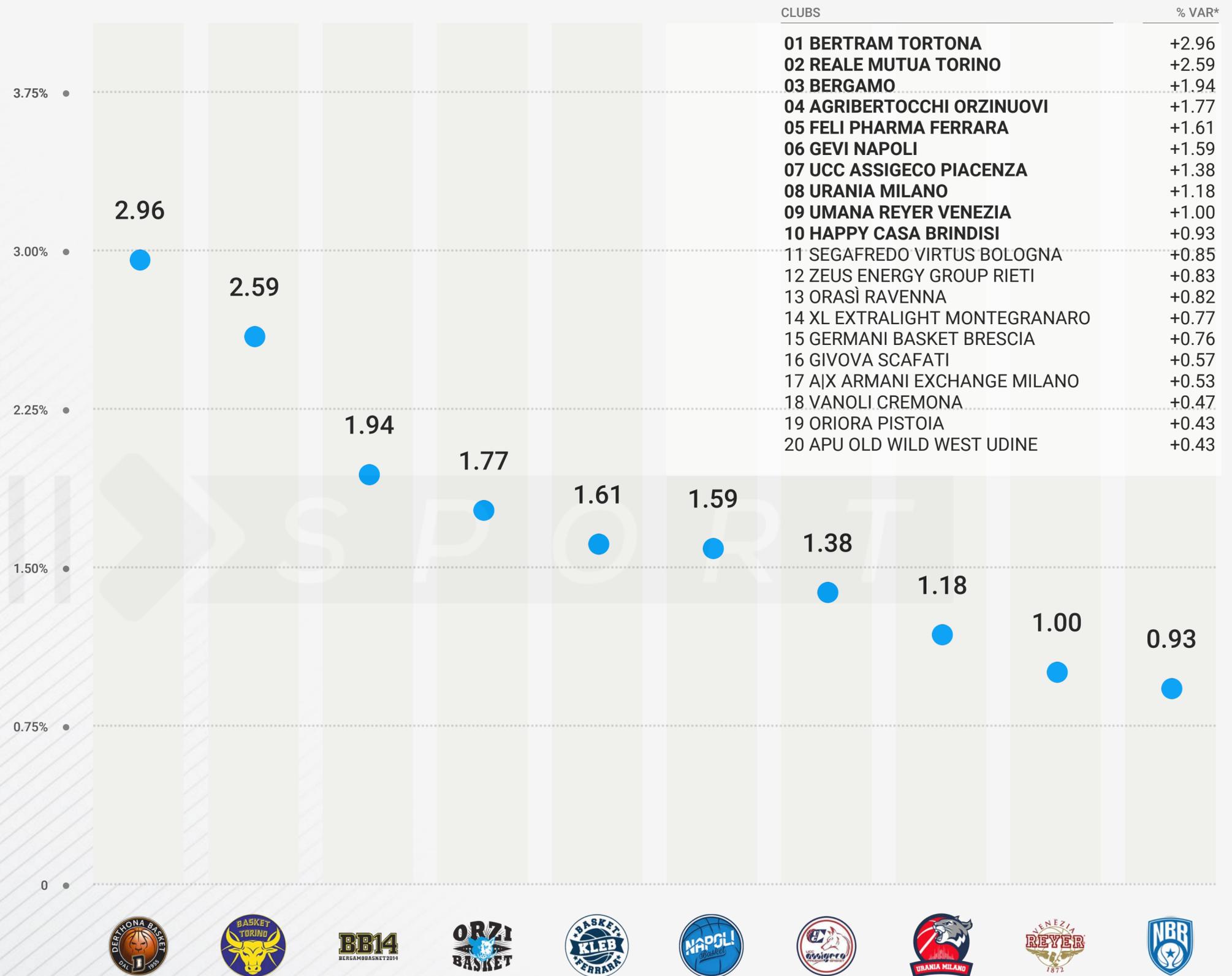
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ITALY **Twitter**



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



\*[from February 05, 2020 to March 05, 2020]

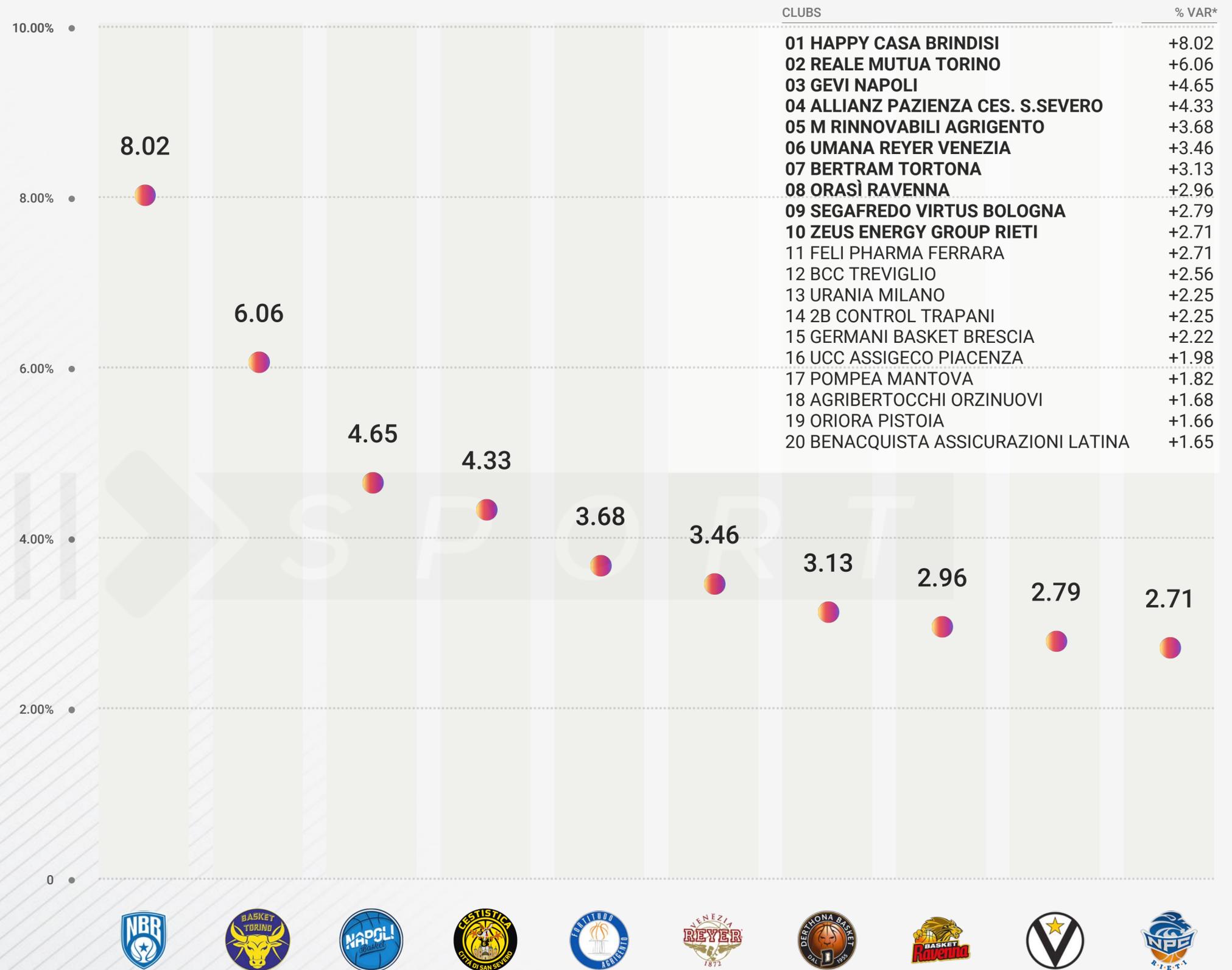
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**ITALY** Instagram



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



\*[from February 05, 2020 to March 05, 2020]

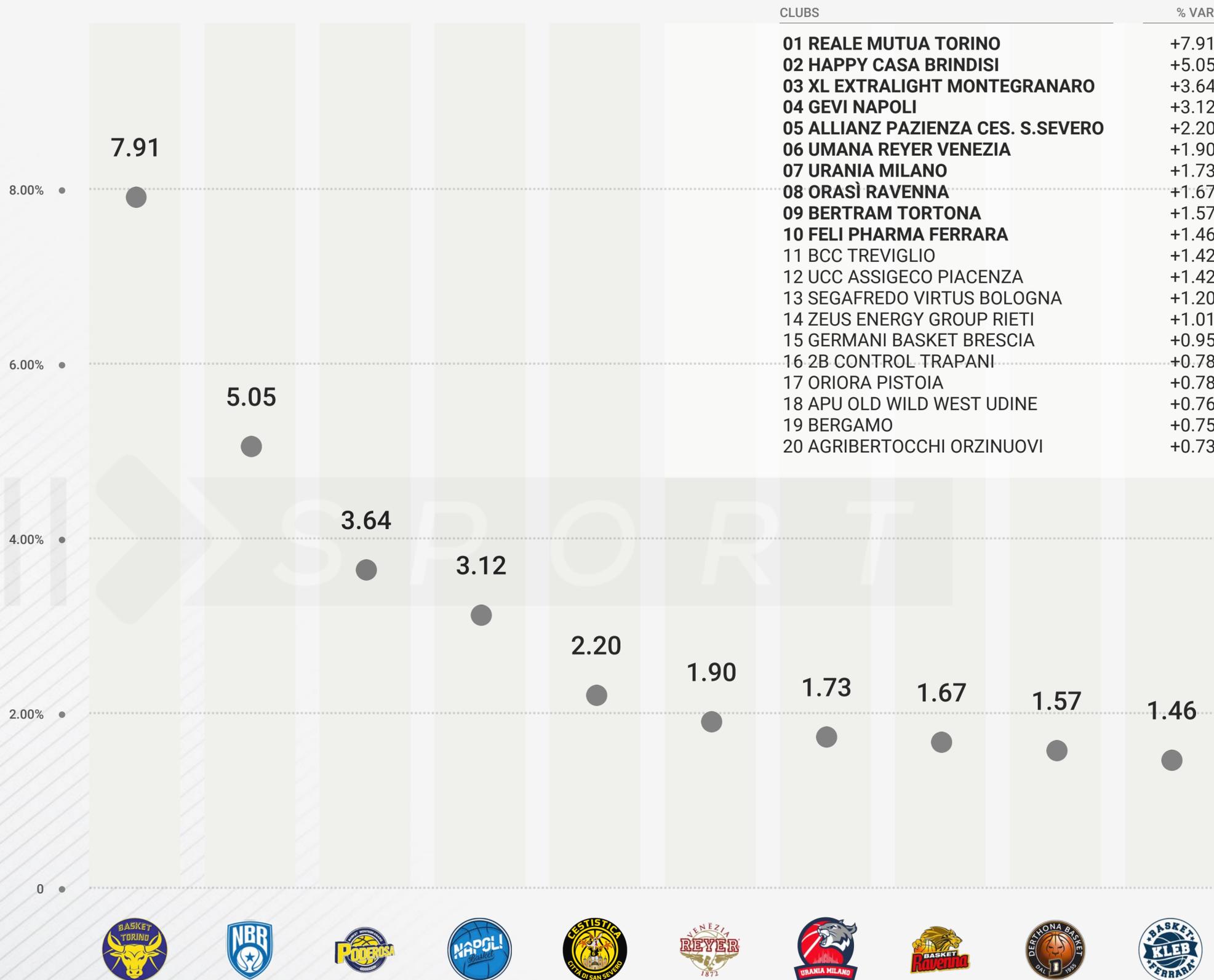
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**ITALY Social**



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



\*[from February 05, 2020 to March 05, 2020]

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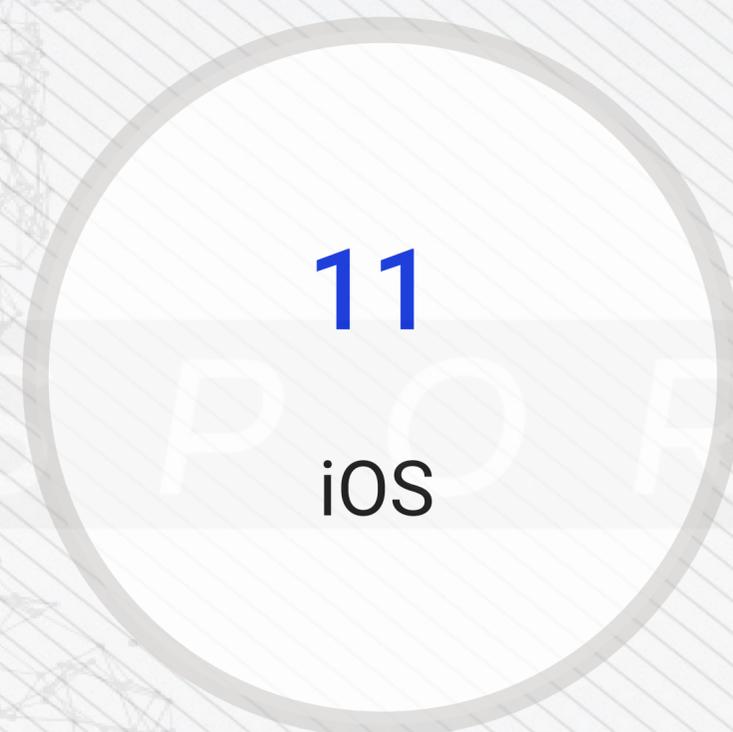
# ITALY SnapShot / Official Apps\*



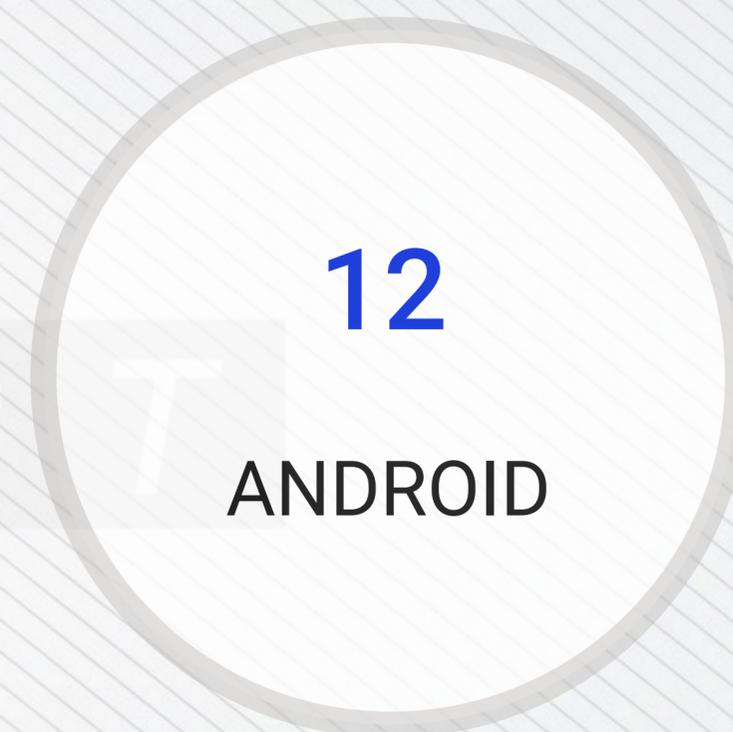
Total Leagues analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



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



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



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

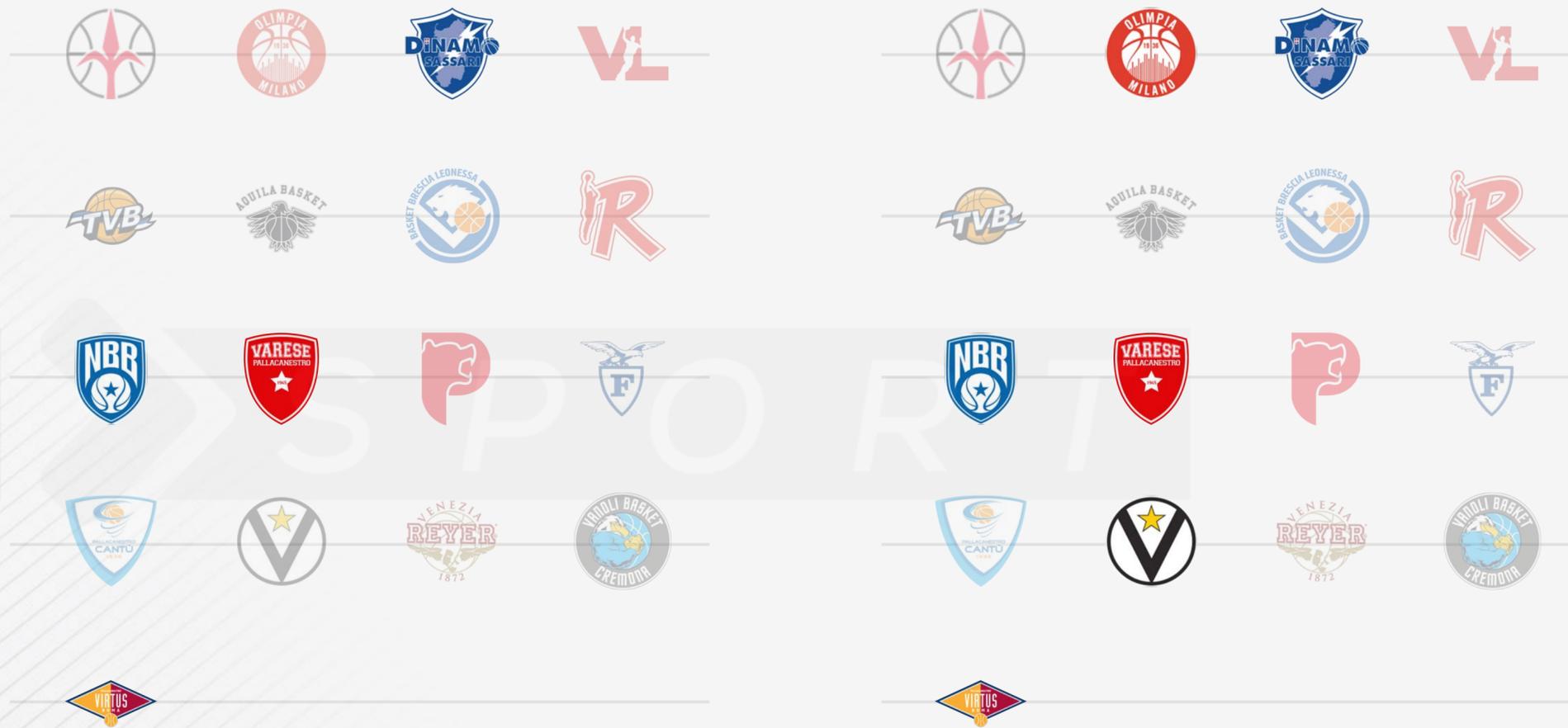
\*From February 05, 2020 to March 05, 2020. The Official Apps considered have informative features (e.g. fixtures, news, roster, etc.). Other official apps boasting only VR, games, or stadium services' features have not been considered.



**LBA SERIE A**

CLUBS

**17**



4

**CLUBS**

6

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

\*[from February 05, 2020 to March 05, 2020]

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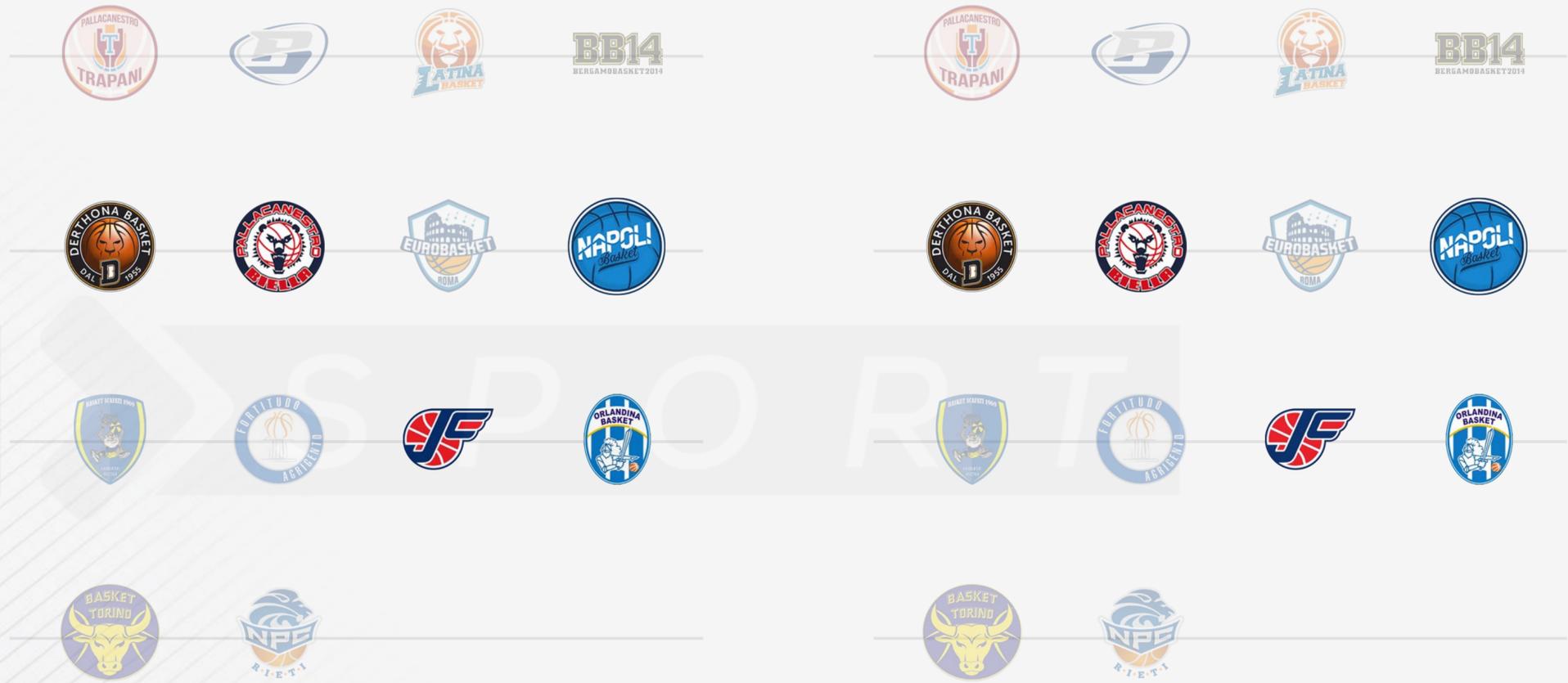
**LNP SERIE A2 OVEST**

CLUBS  
**14**



🍏 IOS

▶ ANDROID



5

CLUBS

5

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

\*[from February 05, 2020 to March 05, 2020]



**LNP SERIE A2 EST**

CLUBS  
**14**



🍏 IOS

▶ ANDROID



2

CLUBS

1

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

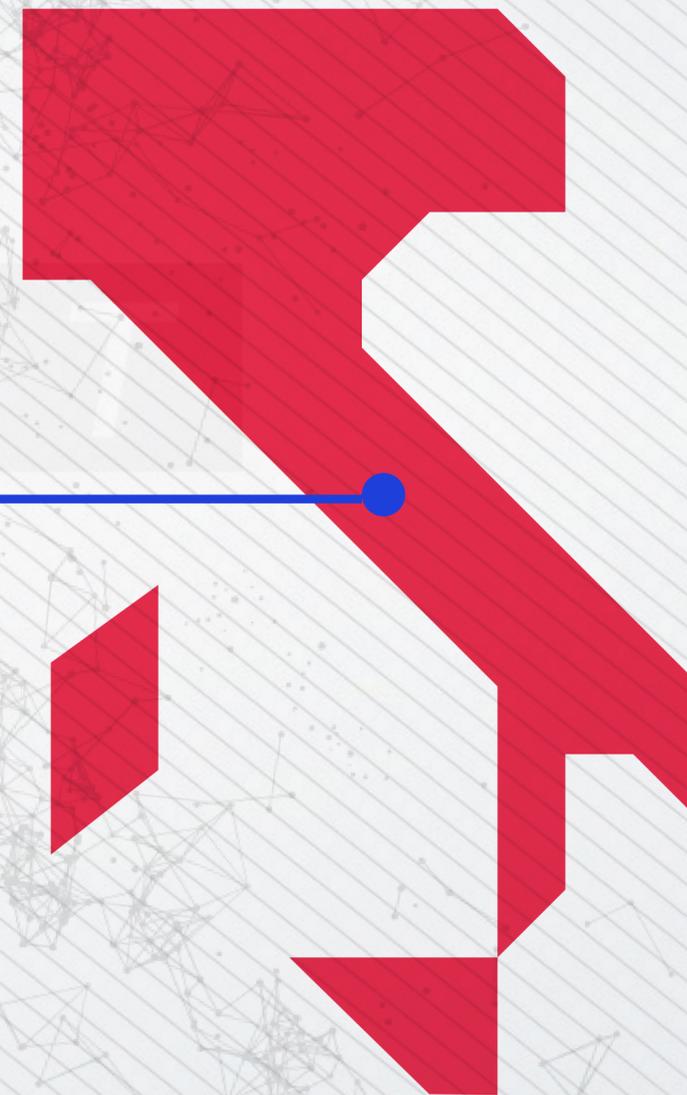
\*[from February 05, 2020 to March 05, 2020]



# 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.

RK	CLUBS	PLAYERS	0 ●	96.0 K ●	192.0 K ●	288.0 K ●	% VAR*	
01		TEODOSIC MILOS					286.8 K	= -0.25
02		RODRIGUEZ SERGIO					244.2 K	= -0.33
03		DAYE AUSTIN					51.3 K	= -0.31
04		GENTILE ALESSANDRO					33.5 K	= -0.32
05		ARADORI PIETRO					26.4 K	= -0.14
06		CERELLA BRUNO					22.3 K	= -0.17
07		MUSSINI FEDERICO					21.8 K	= -0.26
08		MOSS DAVID					21.5 K	= -0.12
09		DELLA VALLE AMEDEO					21.1 K	= -0.17
10		SCOLA LUIS					18.5 K	= -0.04
11		CINCIARINI ANDREA					14.7 K	= -0.24
12		VOJVODA DÁVID					10.2 K	= -0.16
13		TAMBONE MATTEO					10.2 K	= -0.07
14		GENTILE STEFANO					8.1 K	= -0.01
15		D'ERCOLE LORENZO					7.3 K	= -0.15
16		TONUT STEFANO					7.0 K	= +0.90
17		MORASCHINI RICCARDO					6.7 K	= +0.54
18		ROK STIPCEVIC					6.2 K	▲ +1 0.00
19		ALIBEGOVIC AMAR					6.2 K	▼ -1 -0.05
20		POETA GIUSEPPE					6.1 K	= -0.05

\*[from February 05, 2020 to March 05, 2020]

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.

RK	CLUBS	PLAYERS	0 ●	159.0 K ●	318.0 K ●	477.0 K ●	% VAR*	
01		RODRIGUEZ SERGIO					476.3 K	= -0.13
02		SCOLA LUIS					470.1 K	= -0.11
03		TEODOSIC MILOS					80.8 K	= -0.15
04		DAYE AUSTIN					69.7 K	= -0.23
05		NEDOVIC NEMANJA					62.3 K	= -0.02
06		CRAFT AARON					42.3 K	= -0.14
07		ARADORI PIETRO					36.1 K	= -0.10
08		MANCINELLI STEFANO					33.9 K	= -0.13
09		DELLA VALLE AMEDEO					31.5 K	= -0.16
10		BLACKMON JAMES					31.2 K	= -0.19
11		GOUDELOCK ANDREW					29.7 K	= -0.46
12		MARBLE DEVYN					29.1 K	= -0.24
13		POETA GIUSEPPE					27.7 K	= -0.15
14		WILLIAMS TROY					26.6 K	= -0.40
15		WHITE JAMES					26.5 K	= +0.19
16		JOHNSON-ODOM DARIUS					23.2 K	= -0.31
17		TRICE TRAVIS					22.3 K	= -0.35
18		HAPP ETHAN					21.1 K	= -0.52
19		HICKMAN RICKY					18.3 K	= -0.60
20		RICHARDSON MALACHI					17.1 K	= -0.52

\*[from February 05, 2020 to March 05, 2020]

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 Instagram



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

RK	CLUBS	PLAYERS	0 ●	73.0 K ●	146.0 K ●	219.0 K ●	% VAR*
01		RODRIGUEZ SERGIO	219.2 K				= -0.24
02		SCOLA LUIS	192.0 K				= -0.11
03		TEODOSIC MILOS	181.3 K				= -0.85
04		GENTILE ALESSANDRO	94.0 K				= -0.58
05		NEDOVIC NEMANJA	84.6 K				= -0.20
06		BURNS CHRISTIAN	74.3 K				▲ +1 +12.7
07		ARADORI PIETRO	69.1 K				▼ -1 -0.59
08		DAYE AUSTIN	60.6 K				▲ +1 +1.33
09		MOSS DAVID	60.6 K				▼ -1 -0.78
10		CERELLA BRUNO	59.7 K				= -0.27
11		CINCIARINI ANDREA	57.3 K				= -0.46
12		RICHARDSON MALACHI	49.8 K				= -0.97
13		DELLA VALLE AMEDEO	49.2 K				= -0.20
14		BLACKMON JAMES	45.9 K				= -0.32
15		POETA GIUSEPPE	43.3 K				= -0.45
16		TRICE TRAVIS	41.2 K				= -0.48
17		CRAFT AARON	41.1 K				= -0.53
18		GENTILE STEFANO	40.8 K				▲ +1 -0.33
19		HAPP ETHAN	40.8 K				▼ -1 -1.06
20		WILLIAMS TROY	39.7 K				= -1.22

\*[from February 05, 2020 to March 05, 2020]

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

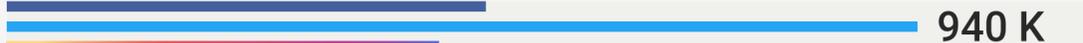
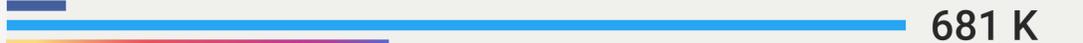
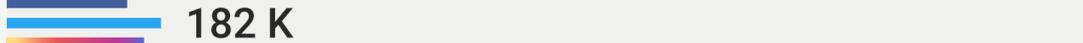
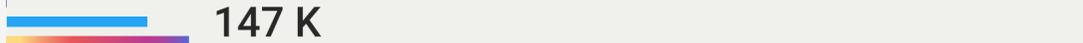
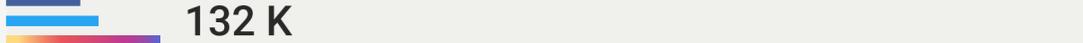
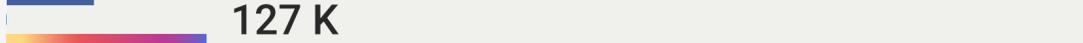
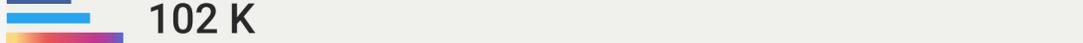
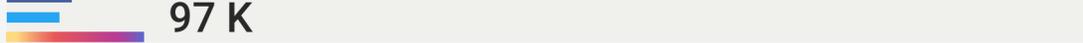
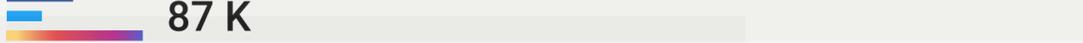
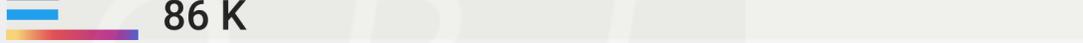
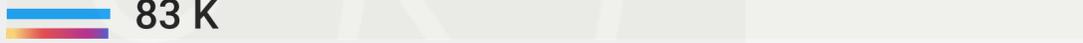
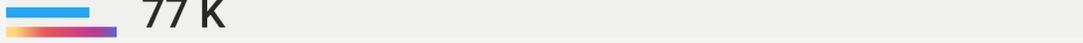
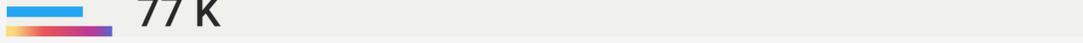
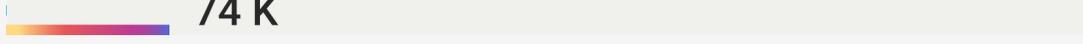
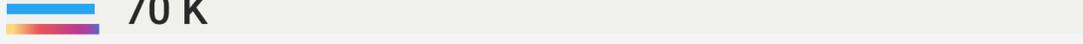
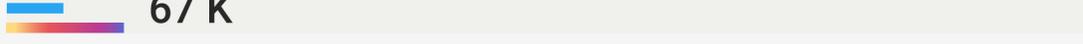
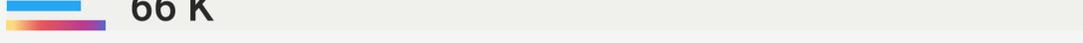
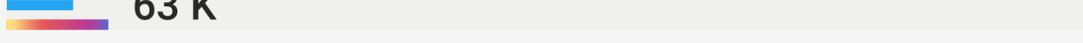
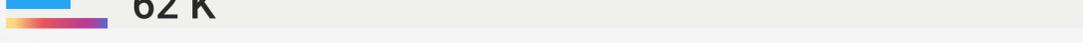




Ranking of the **TOP 20** most followed **LBA Serie A basketball players** based on the aggregate Facebook, Twitter and Instagram fanbases.

\*[from February 05, 2020 to March 05, 2020]

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RK	CLUBS	PLAYERS	0 •	159.0 K •	318.0 K •	477.0 K •	% VAR*	
01		 RODRIGUEZ SERGIO					940 K	= -0.21
02		 SCOLA LUIS					681 K	= -0.10
03		 TEODOSIC MILOS					549 K	= -0.43
04		 DAYE AUSTIN					182 K	= +0.26
05		 NEDOVIC NEMANJA					147 K	= -0.12
06		 ARADORI PIETRO					132 K	= -0.36
07		 GENTILE ALESSANDRO					127 K	= -0.51
08		 DELLA VALLE AMEDEO					102 K	= -0.18
09		 MOSS DAVID					97 K	= -0.53
10		 CERELLA BRUNO					87 K	= -0.24
11		 CINCIARINI ANDREA					86 K	= -0.38
12		 CRAFT AARON					83 K	= -0.33
13		 BLACKMON JAMES					77 K	▲ +1 -0.27
14		 POETA GIUSEPPE					77 K	▼ -1 -0.31
15		 BURNS CHRISTIAN					74 K	▲ +3 +12.7
16		 MANCINELLI STEFANO					70 K	▼ -1 -0.70
17		 RICHARDSON MALACHI					67 K	▼ -1 -0.85
18		 WILLIAMS TROY					66 K	▼ -1 -0.90
19		 TRICE TRAVIS					63 K	= -0.43
20		 HAPP ETHAN					62 K	= -0.87

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



# 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.

RK	CLUBS	PLAYERS	0	2.0 K	4.0 K	6.0 K	% VAR*	
01		MONALDI DIEGO					5.1 K	= +2.50
02		BOLPIN RICCARDO					4.3 K	= -0.32
03		BORRA JACOPO					4.0 K	= -0.10
04		EASLEY TONY					2.5 K	= -0.04
05		PASSERA MARCO					1.6 K	= 0.00
06		DE NICOLAO GIOVANNI					1.5 K	= +0.33
07		LAUTIER-OGUNLEYE					1.3 K	= +0.22
08		AKOS KELLER					1.1 K	= +0.09
09		DONZELLI DANIEL					1.1 K	= -0.09
10		SANDRI DANIELE					908	= +2.14
11		CASELLA ANDREA					808	= -0.12
12		SHERROD BRANDON					792	= +3.94
13		ALIBEGOVIC MIRZA					525	= +0.96
14		RODERICK TERRENCE					510	= -0.58
15		RAUCCI DAVIDE					384	= +0.52
16		ROMEO GABRIELE					282	= +0.36
17		IANNUZZI ANTONIO					208	= +2.46
18		SACCAGGI LORENZO					185	= +1.65
19		BUSHATI FRANKO					135	= +0.75
20		ZUCCA DARIO					116	= +5.45

\*[from February 05, 2020 to March 05, 2020]

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 **LNP Serie A2 Ovest** basketball players on Twitter.

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RK	CLUBS	PLAYERS	0 ●	7.0 K ●	14.0 K ●	21.0 K ●	% VAR*	
01		TARENCE KINSEY					19.4 K	= -0.19
02		ELMORE JON					6.2 K	= -0.18
03		SIMS DESHAWN					5.6 K	= -0.05
04		CARROLL JEFFREY					4.3 K	= -0.57
05		JAMES CHRISTIAN					3.8 K	= -0.27
06		EASLEY TONY					3.0 K	= -0.33
07		CORBAN COLLINS					2.8 K	= -0.29
08		DESHAWN STEPHEN					2.7 K	= -0.11
09		GAINES KENNETH					2.5 K	= -0.31
10		PEPPER DALTON					2.4 K	= -0.42
11		CHESSA MASSIMO					2.3 K	= -0.09
12		TAYLOR JR. STEVE					1.7 K	= -0.06
13		PIAZZA ALESSANDRO					1.7 K	= +0.12
14		CANNON JALEN					1.6 K	= 0.00
15		LAGANÀ MARCO					1.5 K	▲ +1 -0.13
16		CORBETT LAMARSHALL					1.5 K	▼ -1 -0.92
17		GIANCARLI MARCO					1.5 K	= -0.67
18		MUSSO BERNARDO					1.3 K	= -0.22
19		SANDERS JAMARR					1.2 K	= -0.72
20		CASELLA ANDREA					1.2 K	= -0.33

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 Instagram



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

RK	CLUBS	PLAYERS	0 ●	11.0 K ●	22.0 K ●	33.0 K ●	% VAR*	
01		TARENCE KINSEY					32.4 K	= -0.36
02		FRAZIER J.J.					19.7 K	= -1.08
03		SANDRI DANIELE					18.5 K	= -0.04
04		MOLLURA MARCO					17.0 K	= 0.00
05		PUTNEY RAPHIAEL					16.9 K	= -0.22
06		GOINS KENNETH					16.6 K	= -0.33
07		CORBETT LAMARSHALL					12.2 K	▲ +1 +1.78
08		MONALDI DIEGO					12.2 K	▼ -1 +1.27
09		GAINES KENNETH					12.1 K	= +7.83
10		TAYLOR JR. STEVE					10.0 K	= +0.28
11		SIMS DESHAWN					9.3 K	▲ +2 +0.02
12		CARROLL JEFFREY					9.2 K	▼ -1 -0.51
13		LUSVARGHI MARCO					9.2 K	▼ -1 -0.94
14		JAMES CHRISTIAN					9.1 K	= -1.07
15		CASELLA ANDREA					8.8 K	= -0.31
16		OMOGBO EMMANUEL					7.9 K	= -0.54
17		JANELIDZE GIGA					7.5 K	= +2.75
18		ELMORE JON					7.2 K	= -0.36
19		ALIBEGOVIC MIRZA					7.1 K	= +0.32
20		MARRA ALESSANDRO					7.0 K	= -0.78

\*[from February 05, 2020 to March 05, 2020]

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



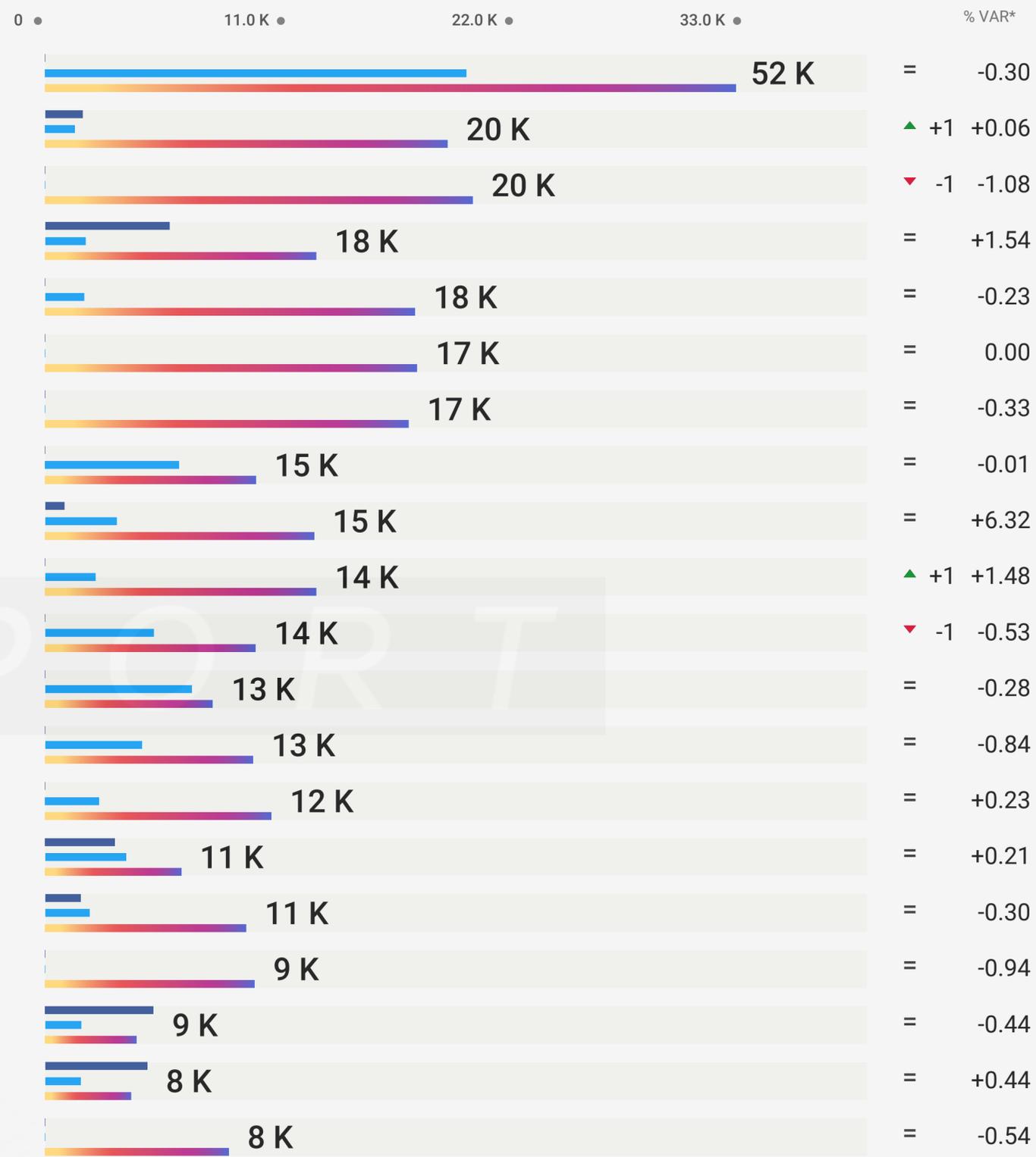


Ranking of the **TOP 20** most followed **LNP Serie A2 Ovest basketball players** based on the aggregate Facebook, Twitter and Instagram fanbases.

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RK	CLUBS	PLAYERS
01		TARENCE KINSEY
02		SANDRI DANIELE
03		FRAZIER J.J.
04		MONALDI DIEGO
05		PUTNEY RAPHIAEL
06		MOLLURA MARCO
07		GOINS KENNETH
08		SIMS DESHAWN
09		GAINES KENNETH
10		CORBETT LAMARSHALL
11		CARROLL JEFFREY
12		ELMORE JON
13		JAMES CHRISTIAN
14		TAYLOR JR. STEVE
15		EASLEY TONY
16		CASELLA ANDREA
17		LUSVARGHI MARCO
18		BOLPIN RICCARDO
19		BORRA JACOPO
20		OMOGBO EMMANUEL

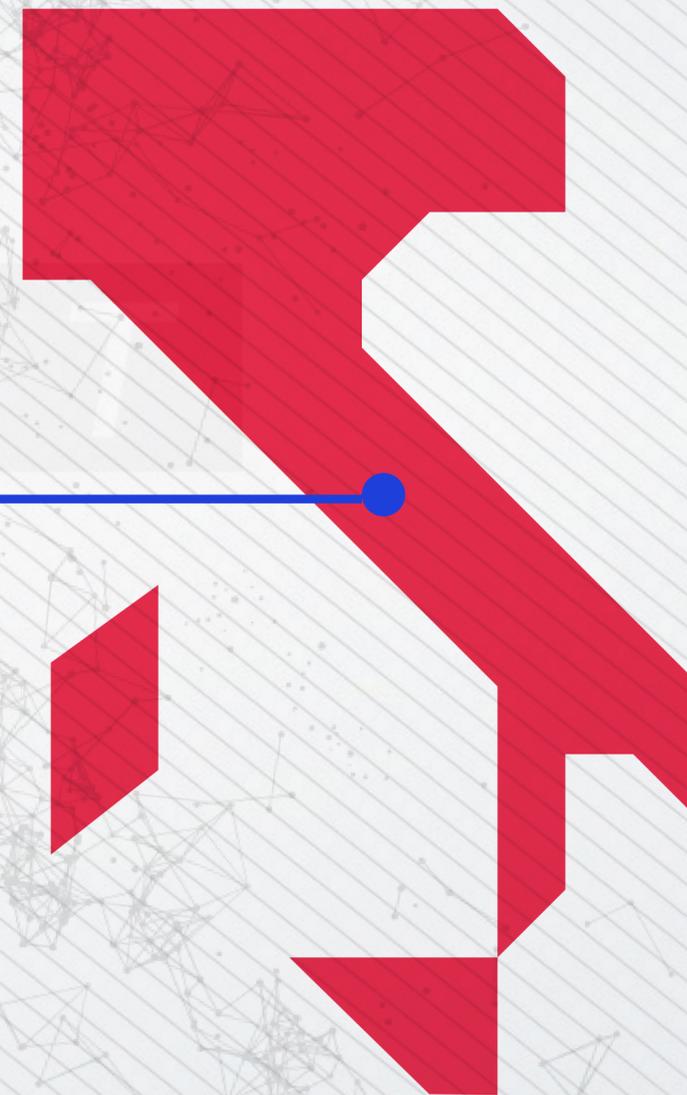


The players considered for the analysis are the ones featuring in the roster section of the clubs' official websites, as at the date of publication

# 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.

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RK	CLUBS	PLAYERS	0	4.0 K	8.0 K	12.0 K	% VAR*	
01		MARINO TOMMASO					10.7 K	= +0.07
02		VISCONTI RICCARDO					6.3 K	= -0.33
03		PENNA LORENZO					5.6 K	= -0.11
04		JONES BOBBY					4.5 K	= -0.49
05		ANTONUTTI MICHELE					3.4 K	= +0.68
06		MONTANO MATTEO					2.8 K	= 0.00
07		HASBROUCK KENNY					1.4 K	= +0.07
08		OXILIA TOMMASO					934	= 0.00
09		SWANN ISAIAH					823	= -1.20
10		ROTNEI CLARKE					569	= +0.35
11		VIGORI ALESSANDRO					282	▲ +1 +1.44
12		VALENTINI ANDREA					278	▼ -1 0.00
13		PETROLATI ALESSIO					254	▲ +1 +8.09
14		POTTS GIDDY					236	▼ -1 +0.43
15		EBELING MICHELE					224	= +2.28
16		RUSH ERIK					216	= 0.00
17		RODRIGUEZ					175	= +0.57
18		PANNI ALESSANDRO					166	▲ +1 +3.75
19		CUSIN MARCO					165	▼ -1 +0.61
20		WIGGS SEKOU					107	▲ +1 +5.94

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 **LNP Serie A2 Est basketball players** on Twitter.

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RK	CLUBS	PLAYERS	0 ●	4.0 K ●	8.0 K ●	12.0 K ●	% VAR*	
01		ROTNEI CLARKE					11.0 K	= -0.26
02		ALLEN SETH EDWIN					5.3 K	= -0.36
03		OGIDE ANDY					4.0 K	= +0.89
04		MARINO TOMMASO					3.7 K	= +1.12
05		WATSON JR. MAURICE					3.5 K	= -0.14
06		JONES BOBBY					2.9 K	= -0.07
07		LYNCH REGGIE					2.8 K	= -0.36
08		POTTS GIDDY					2.5 K	= -0.08
09		FULTZ ROBERT					1.8 K	= -0.06
10		TARIN SMITH					1.7 K	= -0.76
11		RUSH ERIK					1.7 K	= -0.06
12		BOWERS					1.6 K	= -0.06
13		CROMER TJ					1.6 K	= -0.06
14		AMATO ANDREA					1.4 K	= -0.49
15		CAMPBELL FOLARIN					1.2 K	= -0.56
16		LAWSON JR. KENNY					1.2 K	= 0.00
17		POLETTI MITCHELL					1.0 K	= -0.19
18		RASPINO TOMMASO					1.0 K	= -0.10
19		BEVERLY GERALD					788	= -0.63
20		CARLSON MICHAEL					623	= -0.64

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 Instagram



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

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RK	CLUBS	PLAYERS	0 ●	21.0 K ●	42.0 K ●	63.0 K ●	% VAR*	
01		LOSCHI FEDERICO					62.1 K	= +0.28
02		MARINO TOMMASO					59.8 K	= -0.61
03		NDOJA KLAUDIO					23.5 K	= -0.69
04		CUSIN MARCO					20.6 K	= -1.21
05		ANTONUTTI MICHELE					11.3 K	= -0.20
06		VENUTO MARCO					11.2 K	= +0.27
07		EPIFANI ANDREA					10.4 K	= -0.48
08		WIGGS SEKOU					9.3 K	▲ +1 +0.89
09		VISCONTI RICCARDO					9.2 K	▼ -1 -0.41
10		WATSON JR. MAURICE					8.4 K	= -0.20
11		AMATO ANDREA					8.2 K	= +0.34
12		LATTIN KHADEEM LAMB					8.0 K	▲ +1 -0.42
13		PICCOLI MATTEO					8.0 K	▼ -1 -0.82
14		LYNCH REGGIE					7.9 K	= -0.42
15		SWANN ISAIAH					7.5 K	= -0.27
16		ROTNEI CLARKE					7.3 K	= +1.11
17		ALLEN SETH EDWIN					7.1 K	= -0.49
18		IHEDIOHA FRANCESCO					6.8 K	= +0.13
19		ITALIANO NAZZARENO					6.2 K	= -0.10
20		MONTANO MATTEO					5.9 K	▲ +1 0.00

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

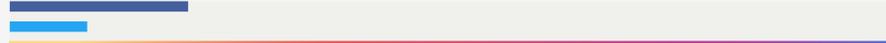
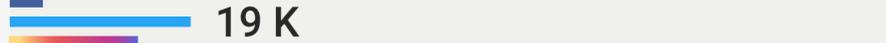
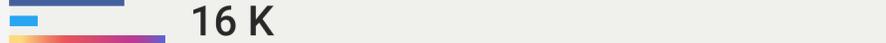
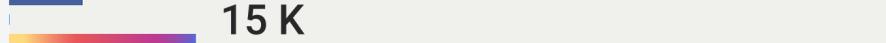
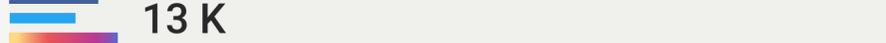
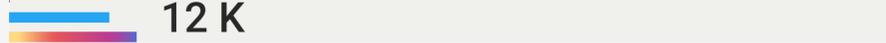
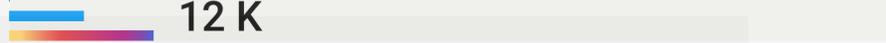
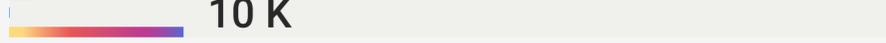
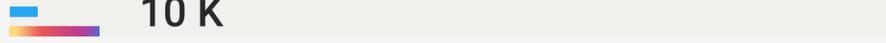
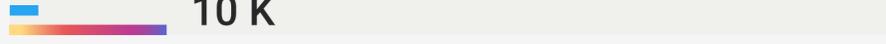
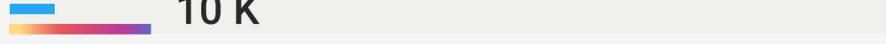
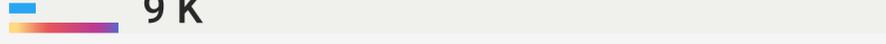
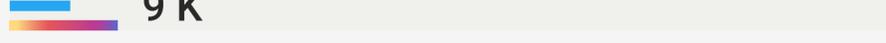
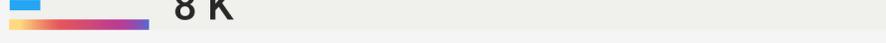
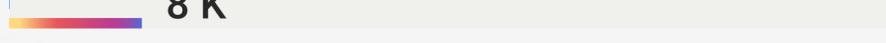




Ranking of the **TOP 20** most followed **LNP Serie A2 Est basketball players** based on the aggregate Facebook, Twitter and Instagram fanbases.

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RK	CLUBS	PLAYERS	0 ●	21.0 K ●	42.0 K ●	63.0 K ●	% VAR*
01		MARINO TOMMASO					= -0.43
02		LOSCHI FEDERICO					= +0.28
03		NDOJA KLAUDIO					= -0.69
04		CUSIN MARCO					= -1.20
05		ROTNEI CLARKE					= +0.29
06		VISCONTI RICCARDO					= -0.37
07		ANTONUTTI MICHELE					= 0.00
08		JONES BOBBY					= +0.07
09		ALLEN SETH EDWIN					= -0.43
10		WATSON JR. MAURICE					= -0.19
11		VENUTO MARCO					= +0.26
12		LYNCH REGGIE					= -0.40
13		EPIFANI ANDREA					= -0.48
14		PENNA LORENZO					= -0.28
15		WIGGS SEKOU					▲ +1 +0.90
16		AMATO ANDREA					▼ -1 +0.22
17		MONTANO MATTEO					= 0.00
18		POTTS GIDDY					= +0.20
19		PICCOLI MATTEO					= -0.81
20		SWANN ISAIAH					= -0.36

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

The Basketball League

**(R)evolution**



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UPDATE

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UPDATE

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**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

**10th Edition** - March 2020

NEW ENTRY

EuroLeague's Official Apps

**9th Edition** - February 2020

NEW ENTRY

Euroleague

**8th Edition** - January 2020

UPDATE

Updated data and monthly variations



Edition 10

Version 1.0 - 10.03.20  
[first release]

Methodology and Specs

Data are collected through proprietary tools and concern Italian Basketball Clubs participating in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est. Logos and all rights are reserved to their respective owners.

The collection of the data has been carried out on March 05, 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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