

THE BASKETBALL LEAGUE REPORT

A data-driven digital analysis focused on basketball







IQUII Sport is the IQUII's Business Unit focused on sports, born in August 2017. We daily assist clubs, associations and players to make the most of their online presence, providing them with the best solutions to win the match also off the pitch to assure the fanbase a 24/7 memorable experience.



STRATEGY

We constantly study the market and anticipate its trends designing tailored digital marketing strategies based on your needs, building an omnichannel and integrated communication plan to fuel the fan engagement and finally enhance the value of brand.



TECHNOLOGY

We develop web and mobile Sport Platforms able to revolutionize the whole fan experience, also creating new innovative membership schemes to boost the user profiling and the FRM (fan relationship management), as well as the direct and indirect data monetization activities.



DATA

We analyse the Sport Industry with a strong data-driven approach, producing studies, infographics and monthly reports arounds competitions and major events to fully understand the modern digital dynamics of the business of sport, useful for all the stakeholders of the field.





"The Basketball League" Report is the tool to monitor the social media and digital performances of European Basketball.

After the success of "The European Football Club" Report, the monthly tool analysing European Football clubs on social media, we decided to enlarge our study to the basketball world: the first issue of "The Basketball League" Report was published in February 2019.

Since then, #TBLReport has been constantly improved and enriched to offer an even better and updated analysis tool for the professionals of the field and every fan.

We currently analyse the 18 EuroLeague teams on the main social media (Facebook, Twitter, Instagram and YouTube), as well as the 42 Italian clubs playing in Serie A and Serie A2.

You can share the most interesting charts of this Report on Twitter and Linkedin, using the official hashtag #TBLReport and tagging us at @IQUIISport. If you have some special requests, you want to give us some suggestions to improve our work or if you don't find your league in the report and you desire a customised analysis, just drop us an email at info@iquii.com.







Countries included in this overview

TURKISH AIRLINES EUROLEAGUE



10 COUNTRIES 18 CLUBS







EUROPE Snapshot / EuroLeague



18 CLUBS

9 **BRANDS** 31.7 M + 0.41%*

FANS

Total EuroLeague Basketball Clubs analyzed.

Total EuroLeague sport brands analyzed.

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



*[from March 26, 2021 to May 26, 2021]





EUROLEAGUE Facebook

TOTAL FANBASE 21.3 M



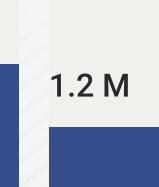
Ranking of the EuroLeague basketball clubs on Facebook.



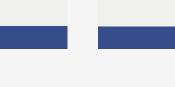
2.3 M

8.0 M

4.0 M







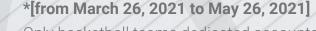












Only basketball teams dedicated accounts have been considered in the study. ©2021 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.



THE BASKETBALL LEAGUE • SPORT.IQUII.COM • #TBLReport \$





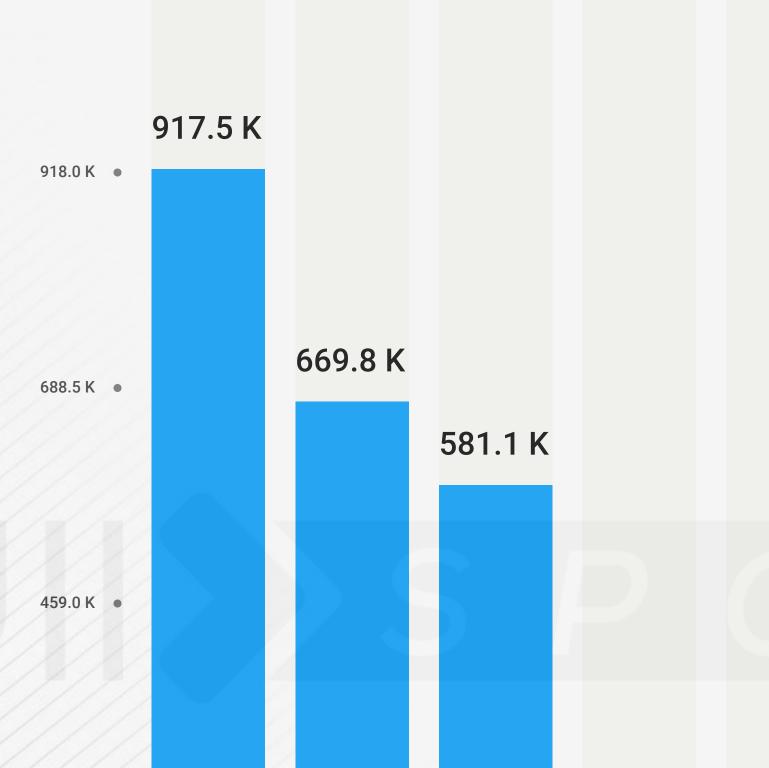


EUROLEAGUE Twitter





Ranking of the EuroLeague basketball clubs on Twitter.















145.4 K



CLUBS

01 FENERBAHCE BEKO

06 VALENCIA BASKET

09 ZALGIRIS KAUNAS

11 FC BAYERN MUNICH

08 OLYMPIACOS PIRAEUS

10 PANATHINAIKOS ATHENS

12 BASKONIA VITORIA-GASTEIZ

13 MACCABI PLAYTIKA TEL AVIV

14 ARMANI EXCHANGE MILANO

16 LDLC ASVEL VILLEURBANNE

17 KHIMKI MOSCOW REGION

18 ZENIT ST PETERSBURG

105.4 K 98.3 K

03 FC BARCELONA

05 CSKA MOSCA

15 ALBA BERLIN

02 REAL MADRID BALONCESTO

07 CRVENA ZVEZDA BELGRADE

04 ANADOLU EFES SPOR KOLUBU 207.1 K =





97.9 K



95.9 K

FANS

917.5 K =

669.8 K =

581.1 K =

190.5 K =

145.4 K =

105.4 K =

97.9 K ▼ -1

95.9 K =

93.1 K =

88.3 K =

65.8 K =

53.2 K =

37.8 K =

32.0 K =

14.1 K =

7.6 K =

98.3 K ▲ +1 +0.99

% VAR*

+2.12

+1.04

+0.95

+4.95

-0.94

+0.30

+0.46

-0.88

+0.93

+0.29

+0.41

+0.61

+1.18

-0.18

+1.02

+0.08

+5.68







EUROLEAGUE Instagram



Ranking of the EuroLeague basketball clubs on Instagram.



720.4 K

707.0 K •

0 .

294.9 K 204.3 K 196.0 K 195.8 K 145.4 K 125.6 K 106.5 K















BARÇA

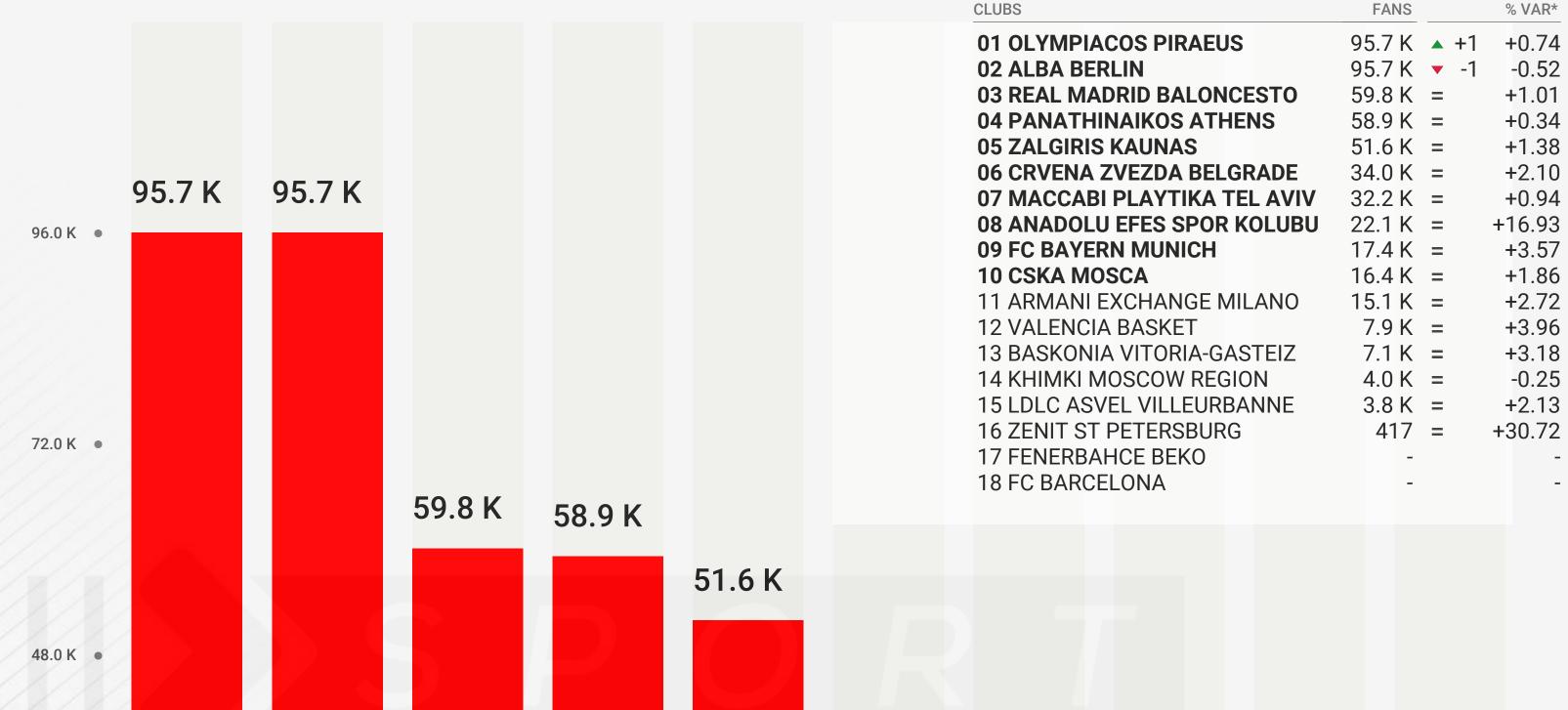




EUROLEAGUE YouTube



Ranking of the EuroLeague basketball clubs on YouTube.





24.0 K









34.0 K



32.2 K



22.1 K





17.4 K



16.4 K

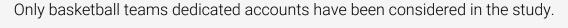














EUROLEAGUE Social



TOTAL FANBASE

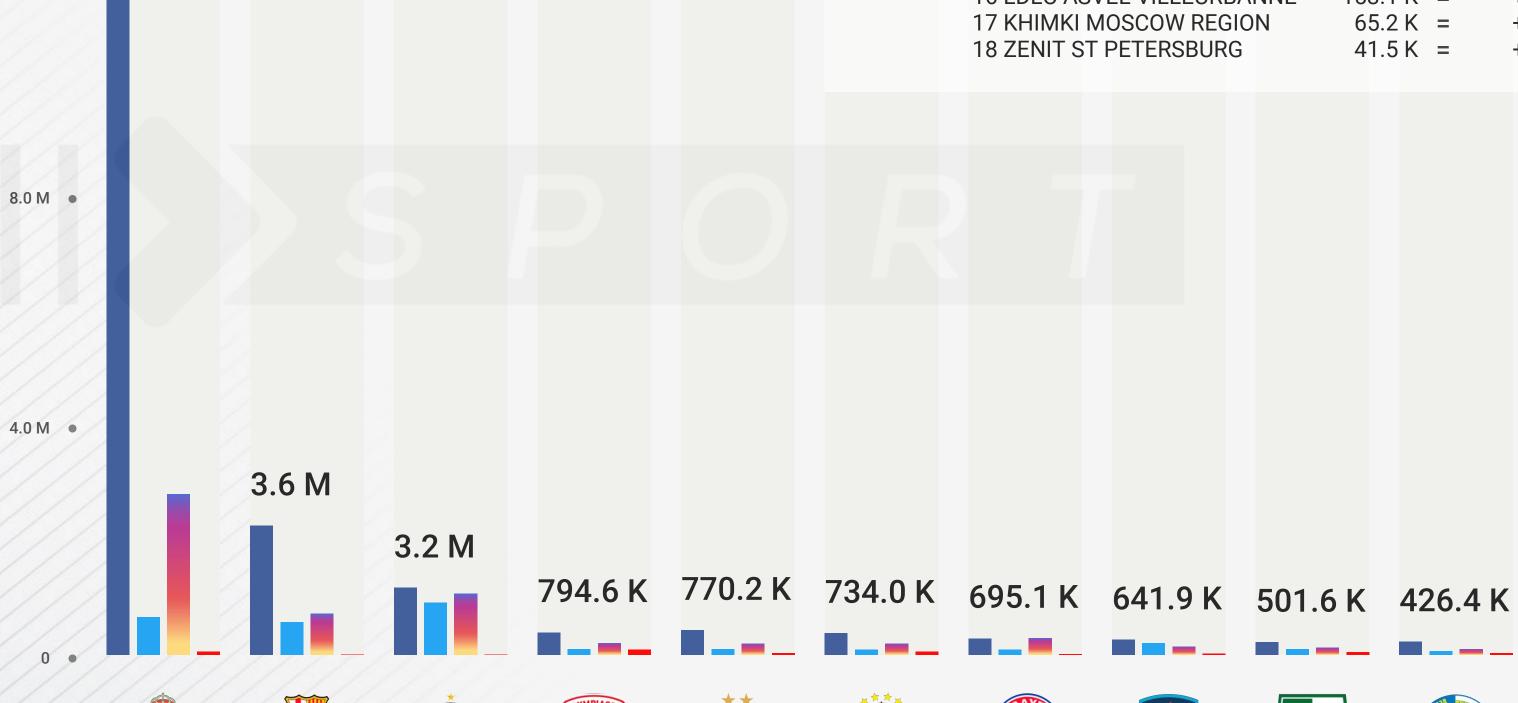
31.7 M



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



CLUBS























FANS

% VAR*







EUROLEAGUE Brands

(O) **(**

TOTAL FANBASE

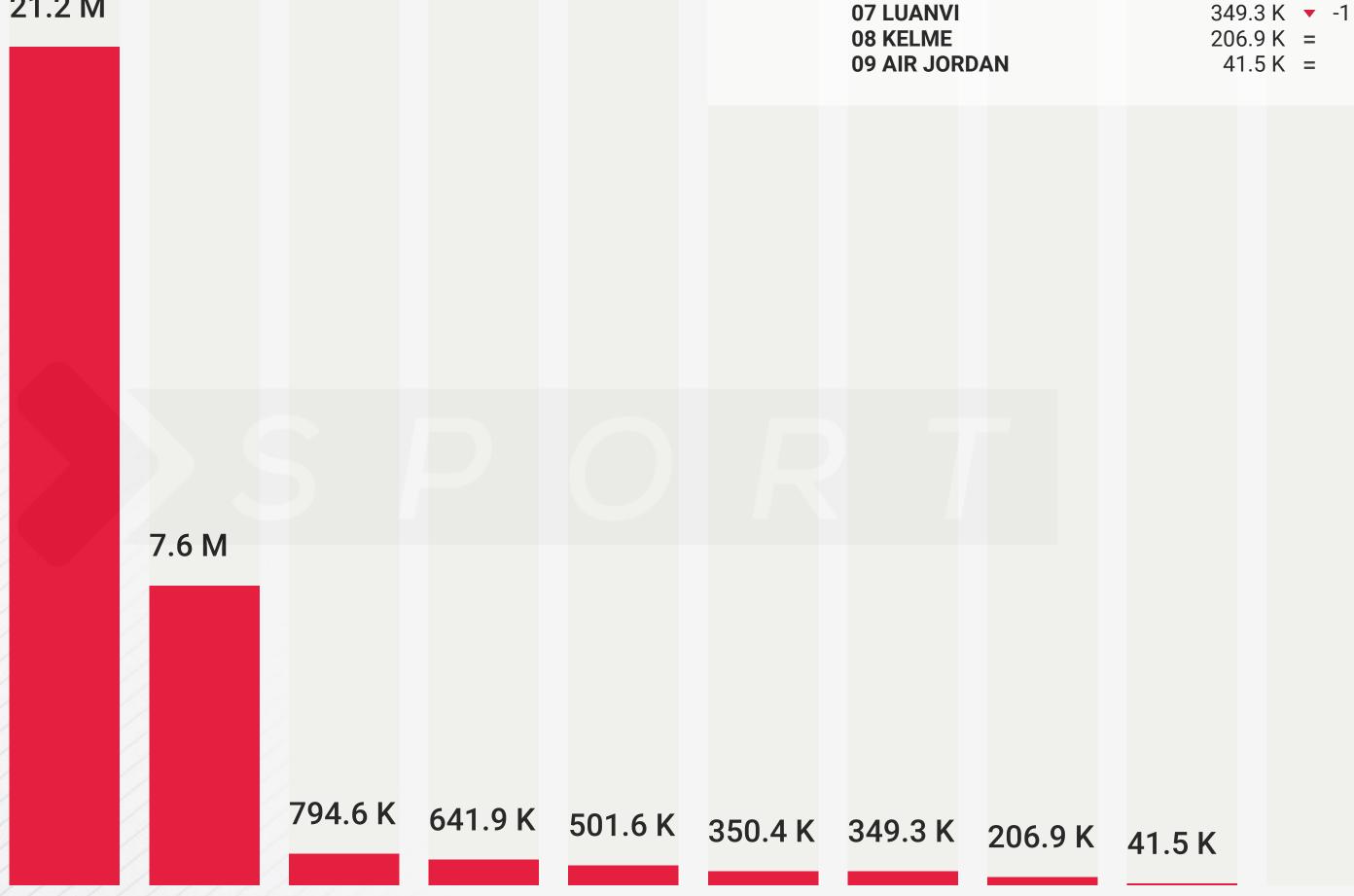
31.7 M



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

16.5 M • 11.0 M • 5.5 M •









bilcee

CLUBS

01 ADIDAS

04 BILCEE

05 ZALGIRIS

06 EA7 EMPORIO ARMANI

02 NIKE

03 GSA

FANS

21.2 M =

7.6 M =

794.6 K =

641.9 K =

501.6 K =

350.4 K ▲ +1 +1.64

% VAR*

+0.15

+0.79

+0.15

+3.83

+0.20

+0.91

+0.38

+6.34



KELME *



EUROLEAGUE Brands

CLUBS

18

SPORT BRANDS

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





*[from March 26, 2021 to May 26, 2021]

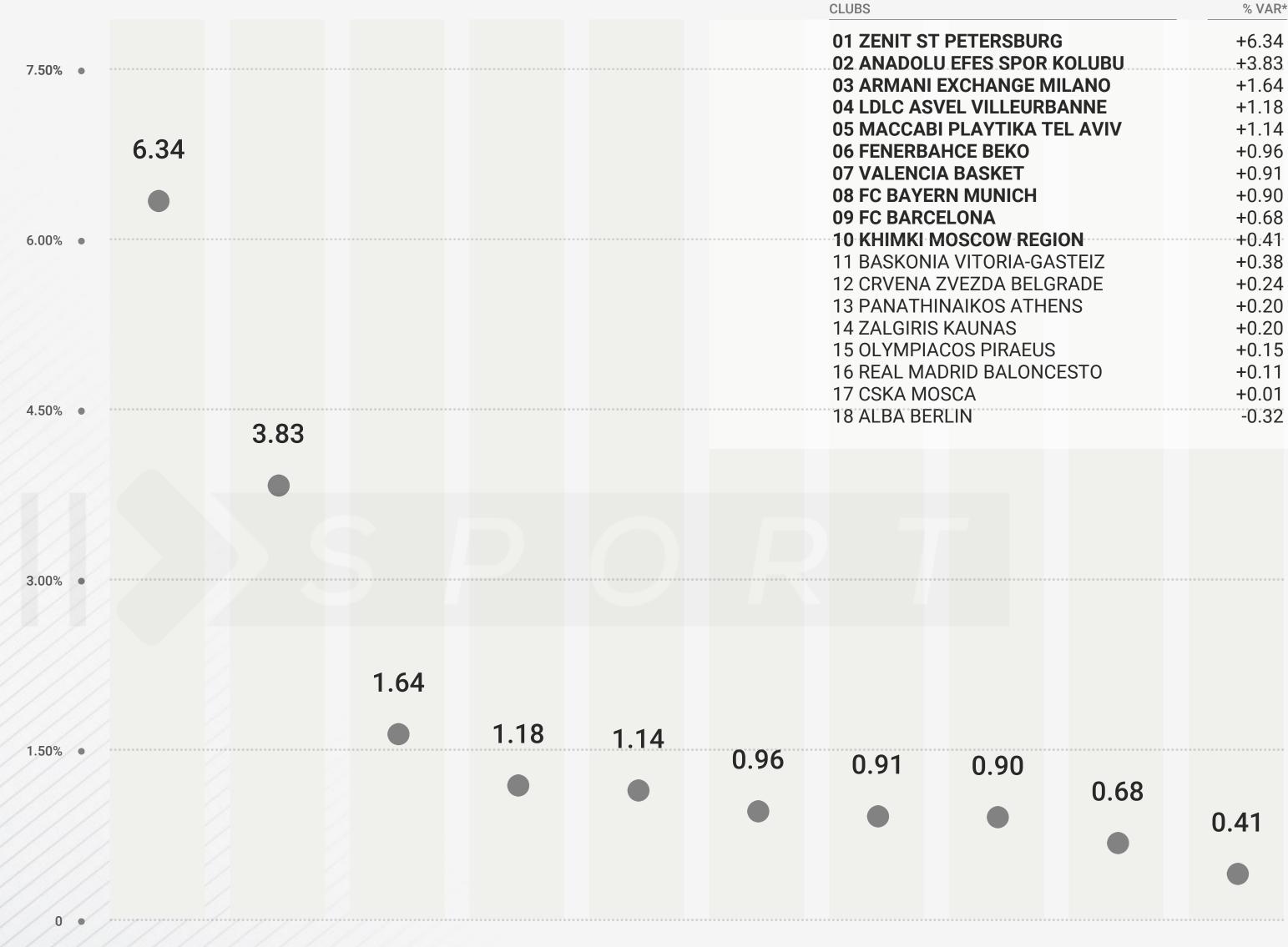




EUROLEAGUE Grown Up



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





















BARÇA







Basketball Competitions included in this overview

FIRST DIVISION

15 CLUBS



LBA SERIE A

SECOND DIVISION

14 CLUBS



LNP SERIE A2 GIRONE VERDE

SECOND DIVISION

13 CLUBS



LNP SERIE A2 GIRONE ROSSO





IQUII SPORT

ITALY SnapShot / LBA Serie A



15 CLUBS

6 **BRANDS**

1.4 M + 0.88%* FANS

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 March 26, 2021 to May 26, 2021]



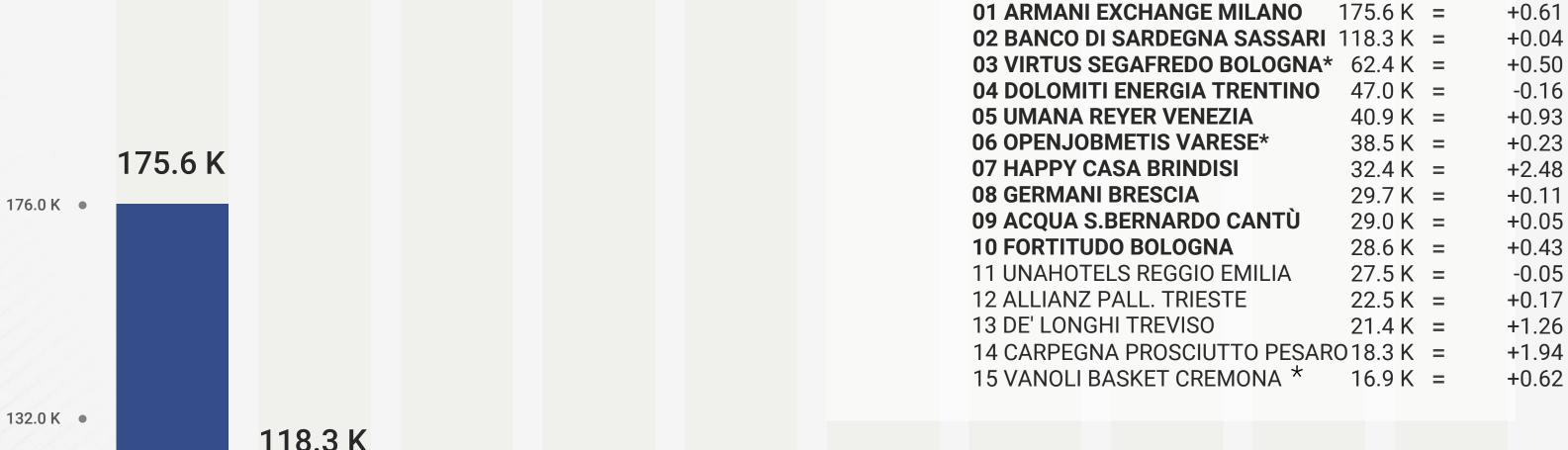


LBA SERIE A Facebook

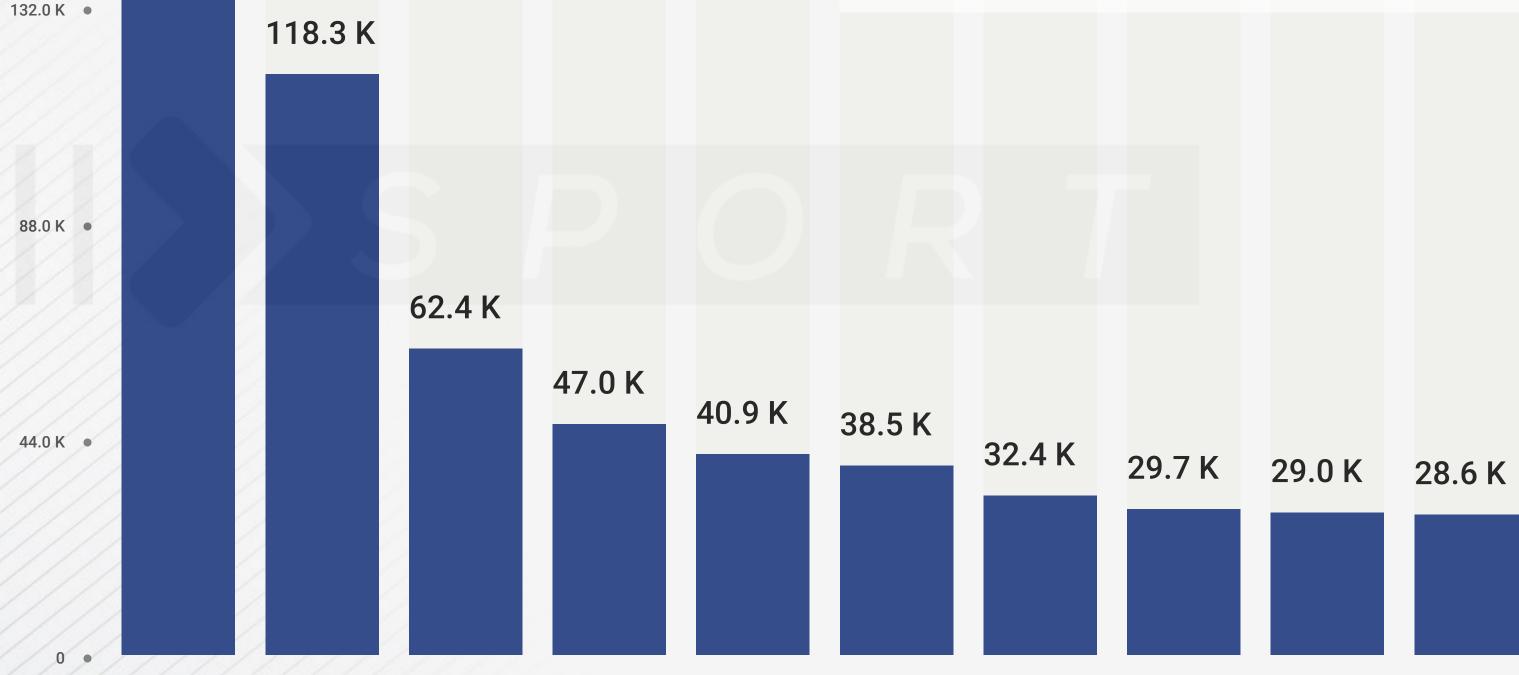
TOTAL FANBASE 709 K



Ranking of the LBA Serie A basketball clubs on Facebook.



CLUBS























FANS

% VAR*







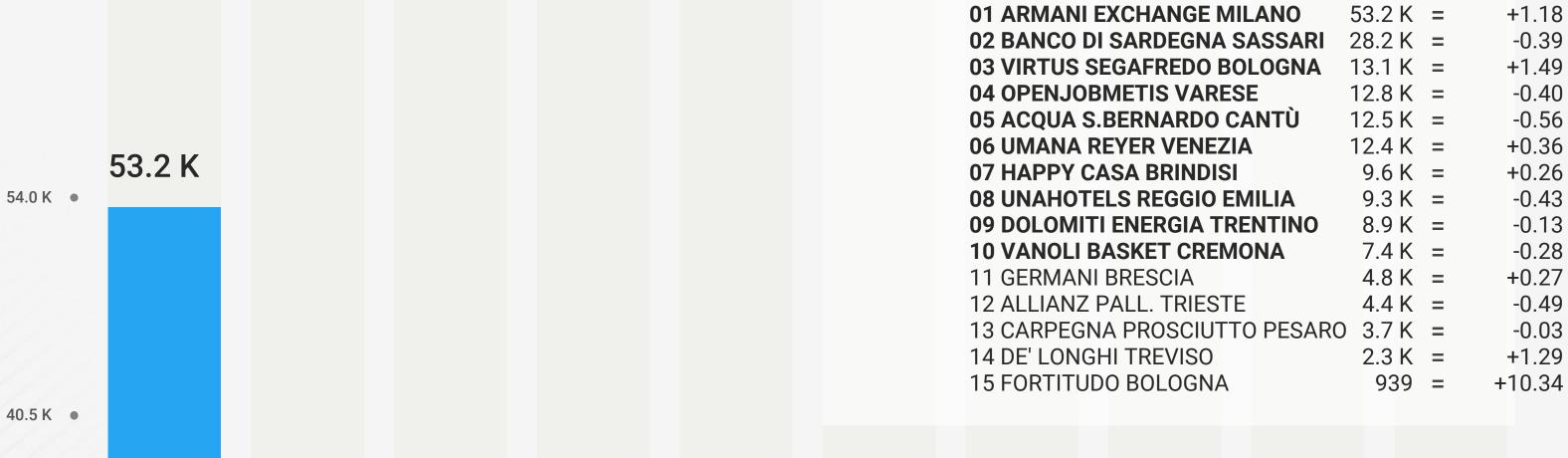


LBA SERIE A Twitter

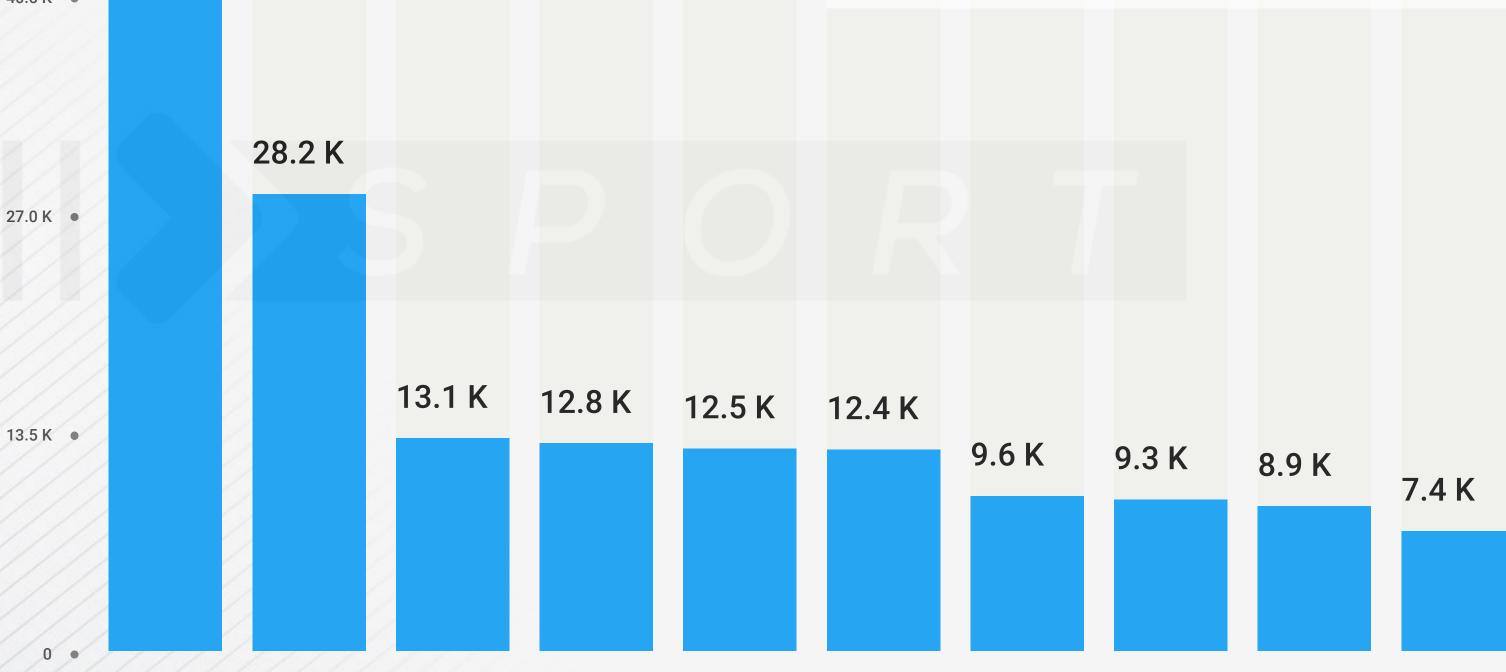




Ranking of the LBA Serie A basketball clubs on Twitter.



CLUBS























FANS

% VAR*

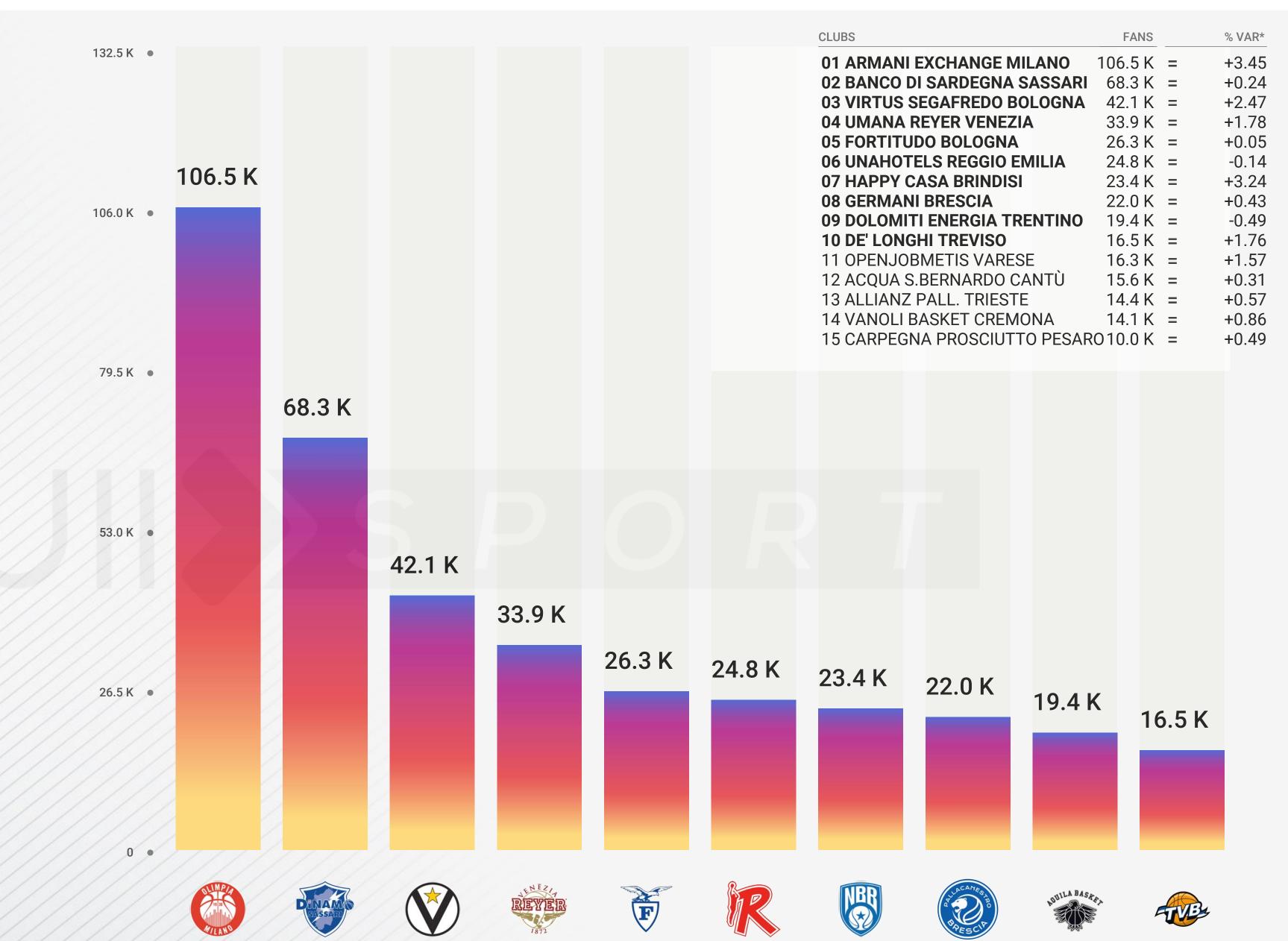


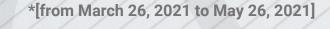


LBA SERIE A Instagram



Ranking of the LBA Serie A basketball clubs on Instagram.













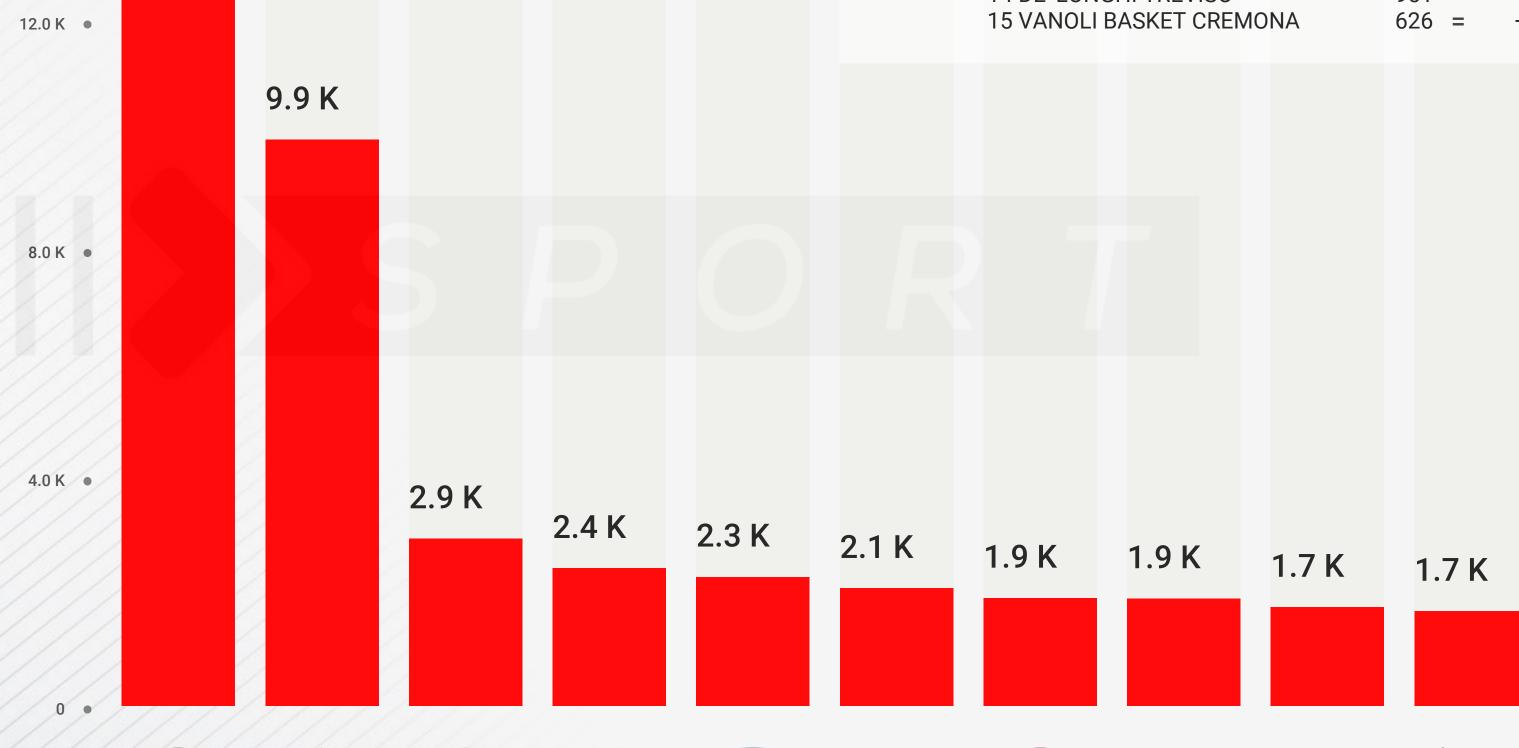
LBA SERIE A YouTube



Ranking of the LBA Serie A basketball clubs on YouTube.



CLUBS























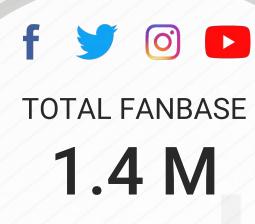
FANS

% VAR*



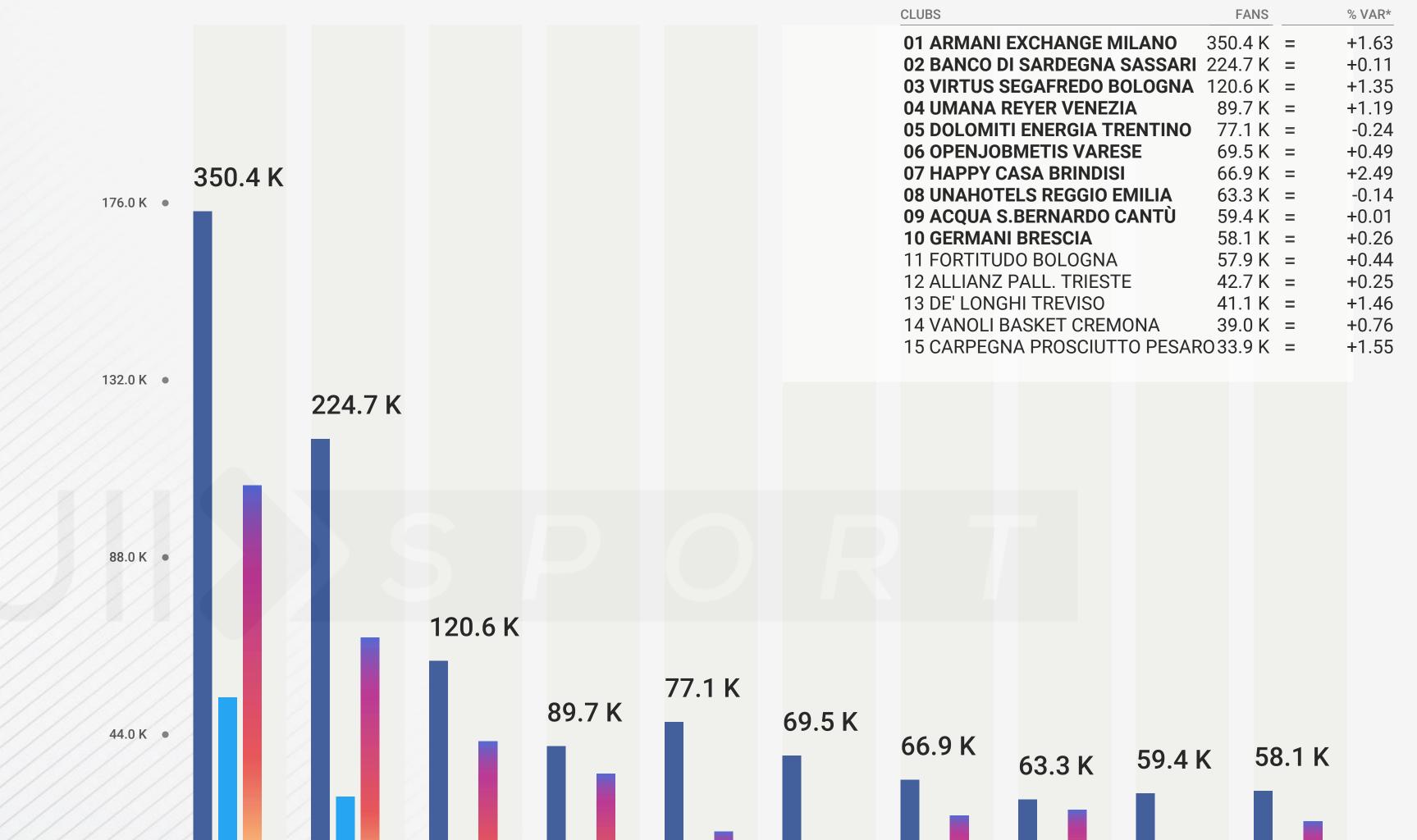


LBA SERIE A Social





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

























YouTube subscribers' data are rounded, since the social media provides data in this format. ©2021 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.





LBA SERIE A Brands





Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 15 sponsored LBA Serie A basketball clubs.

CLUBS 437.5 K ● 01 EA7 EMPORIO ARMANI **02 EYE SPORT** 03 ERREA **04 MACRON** 05 ADIDAS 06 NIKE 350.4 K 350.0 K 284.0 K 261.8 K 262.5 K 190.1 K 173.0 K 175.0 K • 135.0 K 87.5 K • EAT macron



*[from March 26, 2021 to May 26, 2021]





FANS

350.4 K =

284.0 K =

261.8 K =

190.1 K =

173.0 K =

135.0 K =

% VAR*

+1.63

+0.09

+1.01

+1.03

+0.96

+0.05



LBA SERIE A Brands

CLUBS

15

SPORT BRANDS

Coverage of the Sport Brands in relation to the 15 sponsored LBA Serie A basketball clubs.



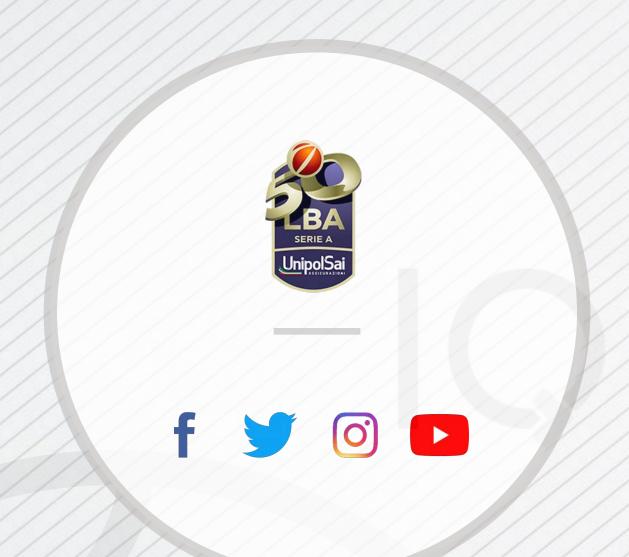


*[from March 26, 2021 to May 26, 2021]

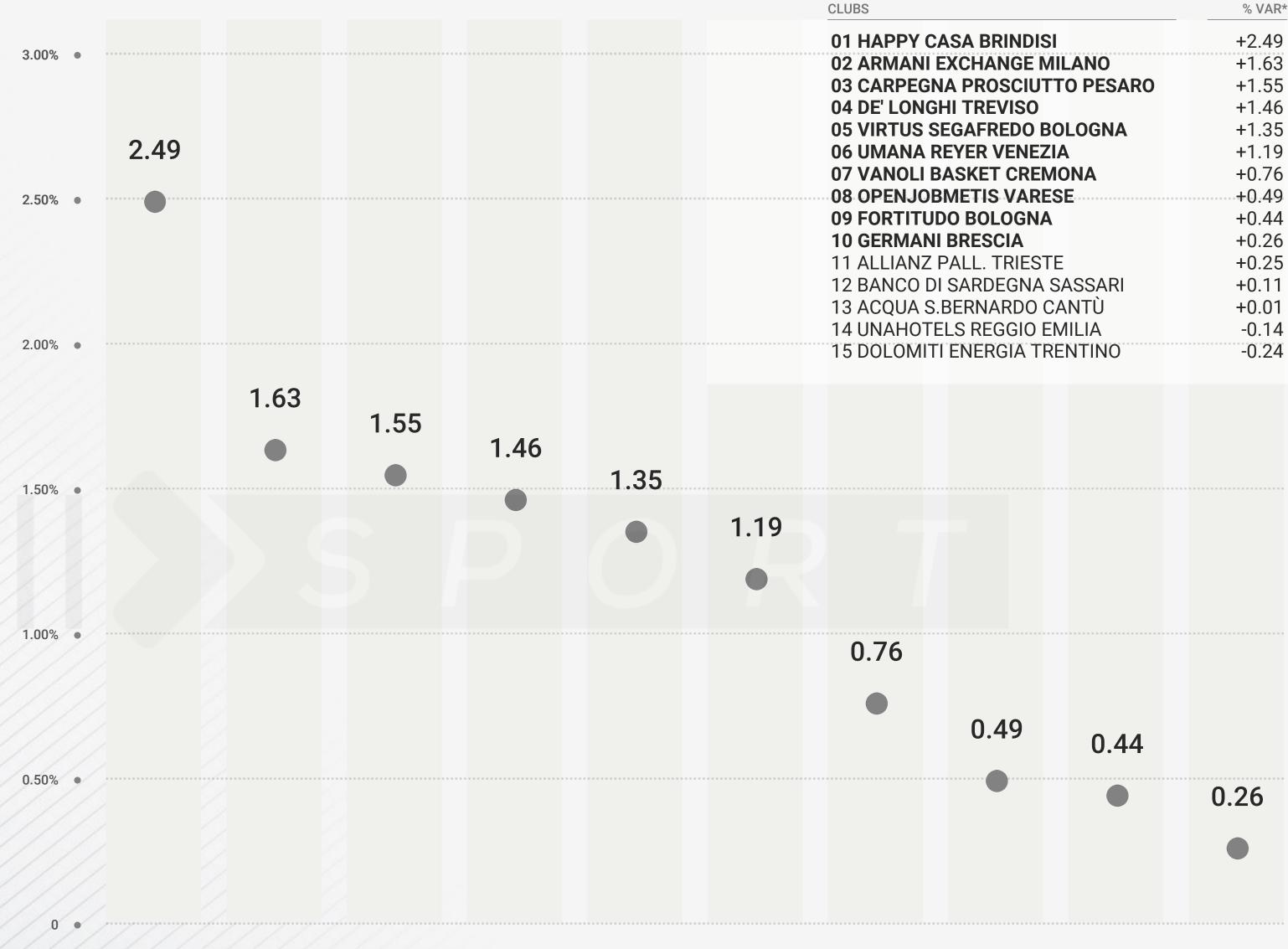
Fortitudo Bologna's data refers to 2019/2020 season.



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.





























ITALY Snapshot / LNP Serie A2 Girone Verde



14 CLUBS

9 **BRANDS**

257 K + 1.06%*

FANS

Total LNP Serie A2 Girone Verde Basketball Clubs analyzed.

Total LNP Serie A2 Girone Verde sport brands analyzed.

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



*[from March 26, 2021 to May 26, 2021]





LNP SERIE A2 VERDE Facebook 22.0 K •

TOTAL FANBASE 143 K

Ranking of the LNP Serie A2 Girone Verde basketball clubs on Facebook.



27.5 K ●



19.6 K



14.8 K



13.9 K



13.1 K

12.8 K





9.1 K

CLUBS

01 ORLANDINA BASKET*

03 2B CONTROL TRAPANI

07 REALE MUTUA TORINO*

08 BERTRAM TORTONA

05 APU OLD WILD WEST UDINE*

11 AGRIBERTOCCHI ORZINUOVI

13 UCC ASSIGECO PIACENZA

14 NOVIPIÙ JB MONFERRATO

8.3 K

02 TEZENIS VERONA

04 EDILNOL BIELLA

06 STAFF MANTOVA

09 URANIA MILANO*

12 WITHU BERGAMO

10 BCC TREVIGLIO





6.6 K



6.3 K

FANS

22.1 K =

19.6 K =

14.8 K =

13.9 K =

13.1 K =

12.8 K =

 $6.6 \, \text{K} =$

6.3 K =

5.1 K =

4.8 K =

4.5 K =

2.0 K =

9.1 K **+**1 +17.31

8.3 K ▼ -1 +1.86

% VAR*

+0.03

+0.30

+0.58

+0.04

+1.83

+0.16

+1.70

+0.19

+0.82

+0.91

-4.55

+6.34



*We've considered "Followers" since "Likes" weren't available at some point during the season (although they may be available now).





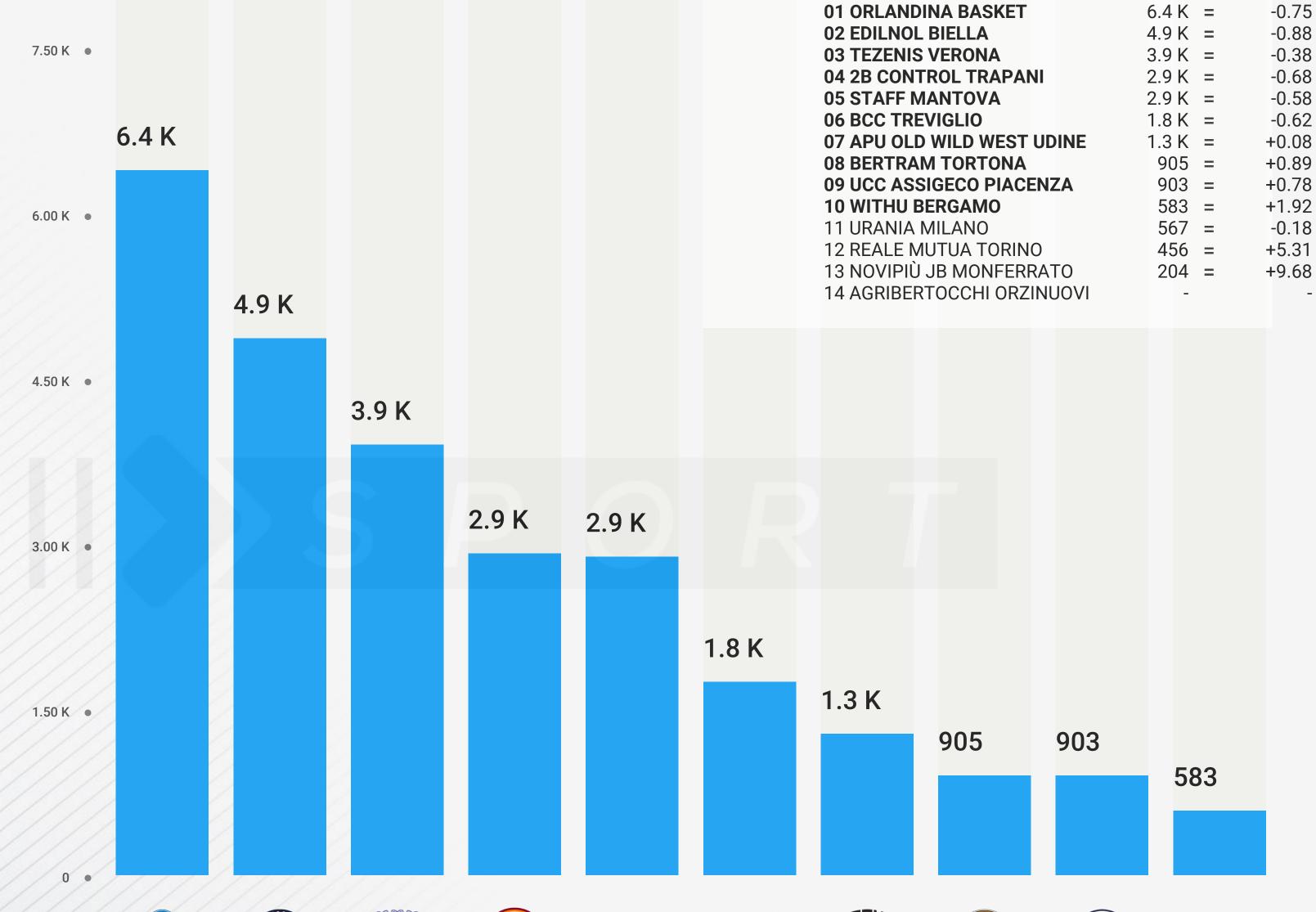




LNP SERIE A2 VERDE Twitter



Ranking of the LNP Serie A2 Girone Verde basketball clubs on Twitter.















CLUBS







FANS

% VAR*

-0.75

-0.88

-0.38

-0.68

-0.58 -0.62

+0.08

+0.89

+0.78

-0.18

+5.31

+9.68







LNP SERIE A2 VERDE Instagram



Ranking of the LNP Serie A2 Girone Verde basketball clubs on Instagram.







8.3 K



7.4 K



6.2 K





CLUBS

01 TEZENIS VERONA

03 BCC TREVIGLIO

04 EDILNOL BIELLA

02 ORLANDINA BASKET













FANS

12.5 K =

9.5 K =

8.3 K =

7.4 K =

% VAR*

+0.46

-0.05

+0.15

+0.42

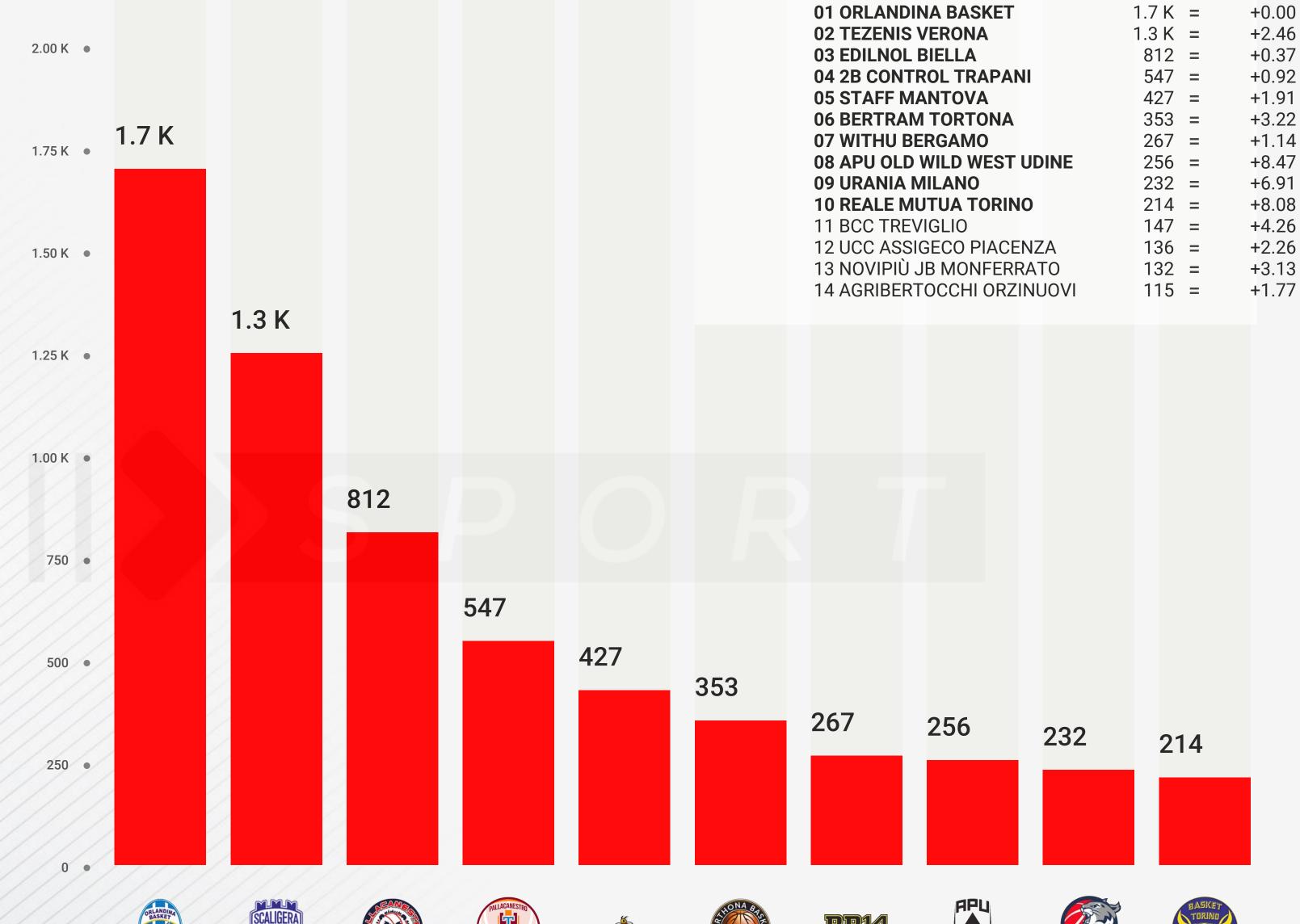


IQUII SPORT

LNP SERIE A2 VERDE YouTube



Ranking of the LNP Serie A2 Girone Verde basketball clubs on YouTube.

















CLUBS







FANS

% VAR*





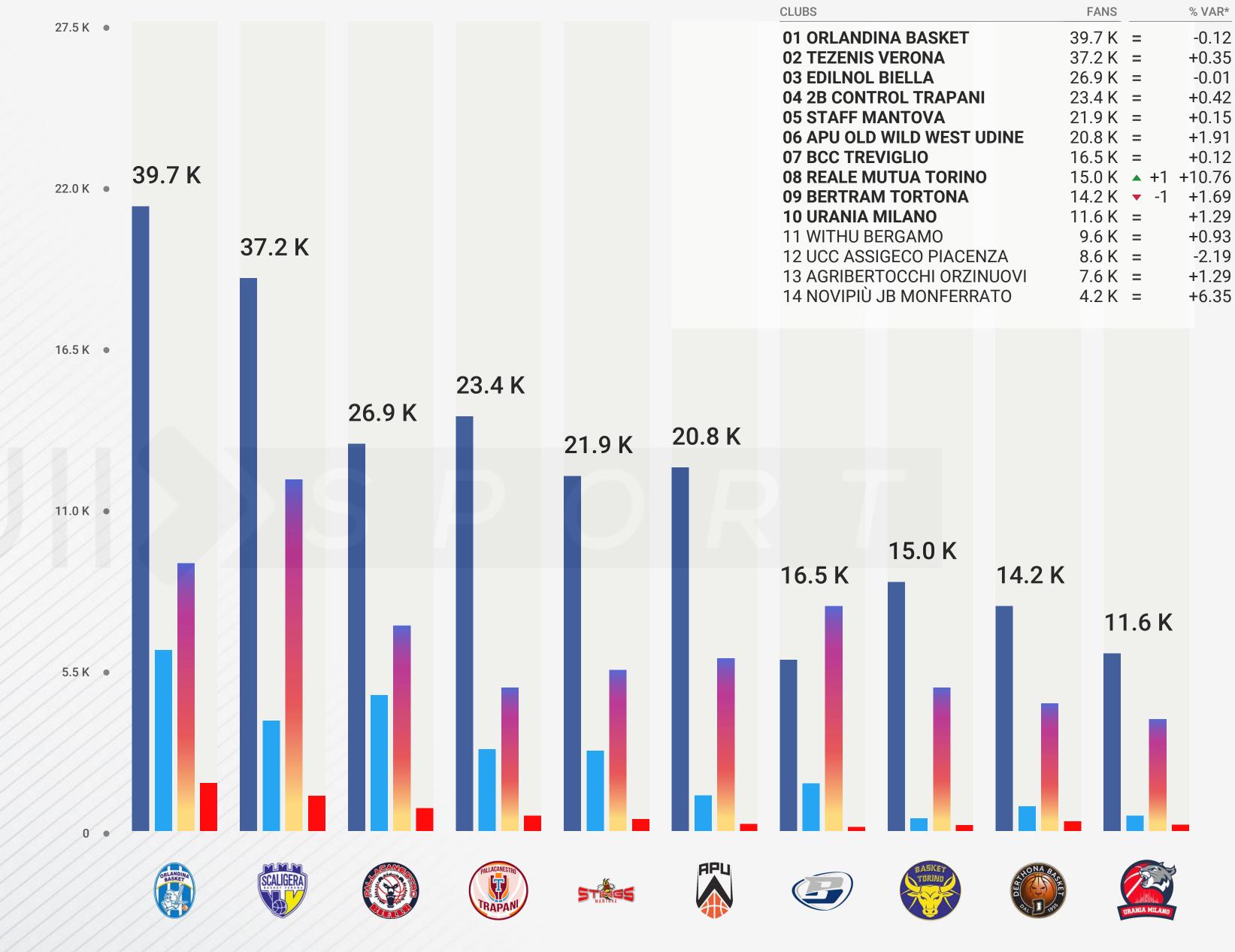


LNP SERIE A2 VERDE Social





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





YouTube subscribers' data are rounded, since the social media provides data in this format. ©2021 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.







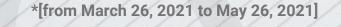
LNP SERIE A2 VERDE Brands

(O) | **>** TOTAL FANBASE 257 K



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored LNP Serie A2 Girone Verde basketball clubs.

04 JOMA 05 NIKE **06 ACERBIS** 67.1 K **07 BILCEE 08 SPALDING** 68.0 K 09 MACRON 48.8 K 51.0 K 39.7 K 34.0 K 26.9 K 20.8 K 16.5 K 15.0 K 17.0 K • 12.8 K SPALDING bilcee





CLUBS

01 ERREA

02 ADIDAS

03 LEGEA

FANS

67.1 K =

48.8 K =

39.7 K =

26.9 K =

20.8 K =

16.5 K =

15.0 K =

12.8 K =

9.6 K =

% VAR*

+0.69

+0.57

-0.12

-0.01

+1.91

+0.12

+0.47

+0.93

+10.76



9.6 K

macron

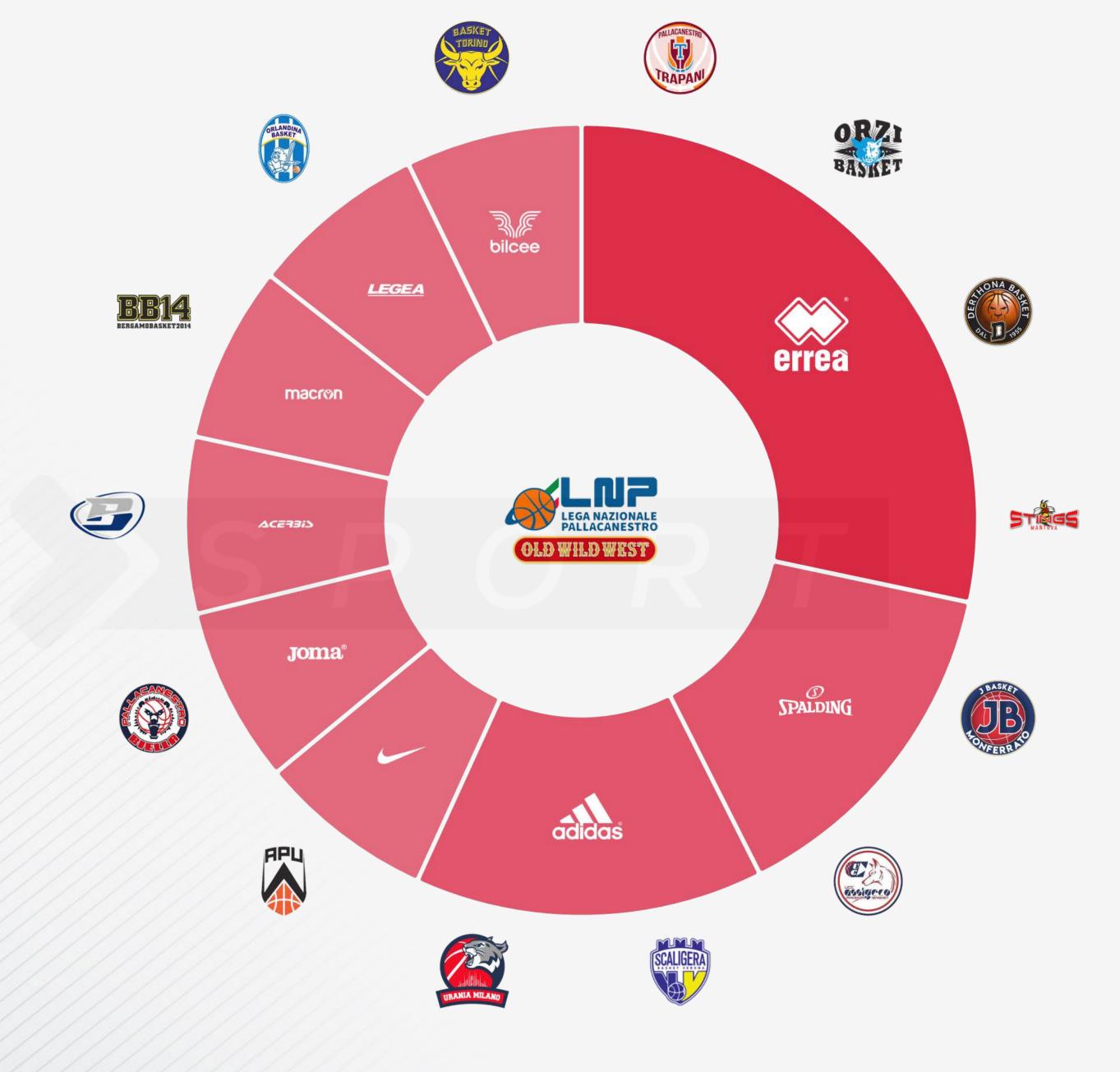


LNP SERIE A2 VERDE Brands

CLUBS

SPORT BRANDS

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





*[from March 26, 2021 to May 26, 2021]





LNP SERIE A2 VERDE Grown Up

8.25% 5.50%

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

old wild west

0

03 APU OLD WILD WEST UDINE 04 BERTRAM TORTONA 05 AGRIBERTOCCHI ORZINUOVI 10.76 **06 URANIA MILANO 07 WITHU BERGAMO 08 2B CONTROL TRAPANI 09 TEZENIS VERONA 10 STAFF MANTOVA** 11 BCC TREVIGLIO 12 EDILNOL BIELLA 13 ORLANDINA BASKET 14 UCC ASSIGECO PIACENZA 6.35 1.91 2.75% 1.69 1.29 1.29 0.93 0.42 0 •















CLUBS

01 REALE MUTUA TORINO

02 NOVIPIÙ JB MONFERRATO





0.35



0.15

% VAR*

+10.76

+6.35

+1.91

+1.69 +1.29

+1.29

+0.93

+0.42

+0.35

+0.15

+0.12

-0.01

-0.12

-2.19



YouTube subscribers' data are rounded, since the social media provides data in this format. ©2021 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Rosso



13 CLUBS

10 **BRANDS**

252 K + 1.33%*

FANS

Total LNP Serie A2 Girone Rosso Basketball Clubs analyzed.

Total LNP Serie A2 Girone Rosso sport brands analyzed.

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



*[from March 26, 2021 to May 26, 2021]





LNP SERIE A2 ROSSO Facebook 24.0 K.

TOTAL FANBASE 153 K

Ranking of the LNP Serie A2 Girone Rosso basketball clubs on Facebook.



30.0 K





22.6 K

19.8 K





14.0 K



11.2 K



11.0 K







8.7 K



6.0 K

FANS

24.4 K =

22.6 K =

19.8 K =

14.0 K =

11.2 K =

11.0 K =

9.7 K =

9.3 K =

8.7 K =

6.0 K =

5.9 K =

5.9 K =

3.9 K =

% VAR*

+0.02

+0.58

+5.32 -0.07

+0.39 +0.61

+0.06

+0.83

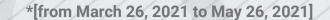
+1.31

+0.82

+0.89

+0.93

+1.89



9.7 K

CLUBS

01 UNIEURO FORLÌ*

05 KIENERGIA RIETI

09 GIVOVA SCAFATI

11 TRAMEC CENTO

12 ORASÌ RAVENNA

03 GEVI NAPOLI*

02 STELLA AZZURRA ROMA

07 BENACQUISTA A. LATINA

08 CESTISTICA S.SEVERO

10 TOP SECRET FERRARA

13 LUX CHIETI BASKET 1974

9.3 K

04 GIORGIO TESI GROUP PISTOIA*

06 ATLANTE EUROBASKET ROMA

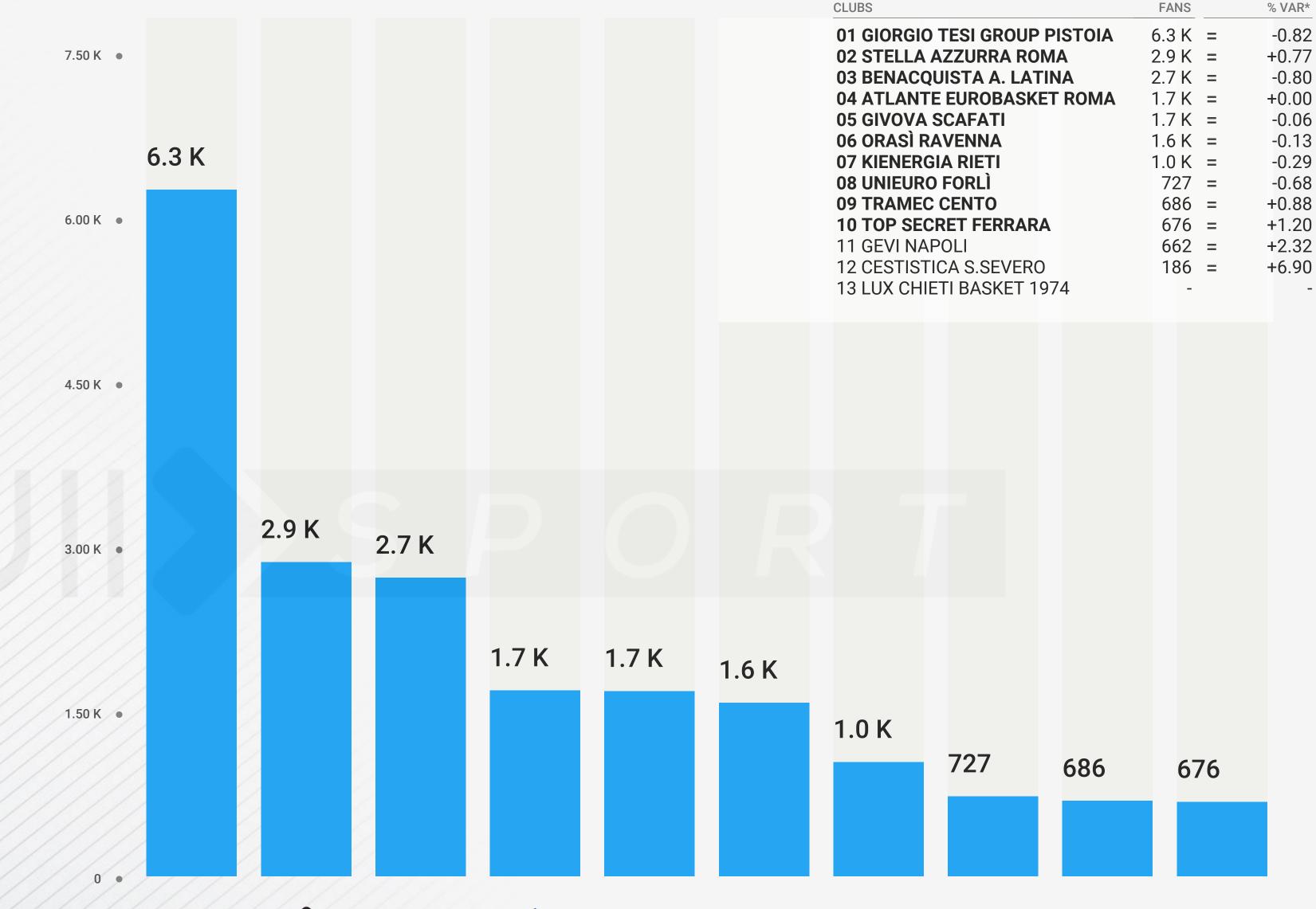




LNP SERIE A2 ROSSO Twitter



Ranking of the LNP Serie A2 Girone Rosso basketball clubs on Twitter.













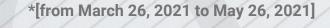












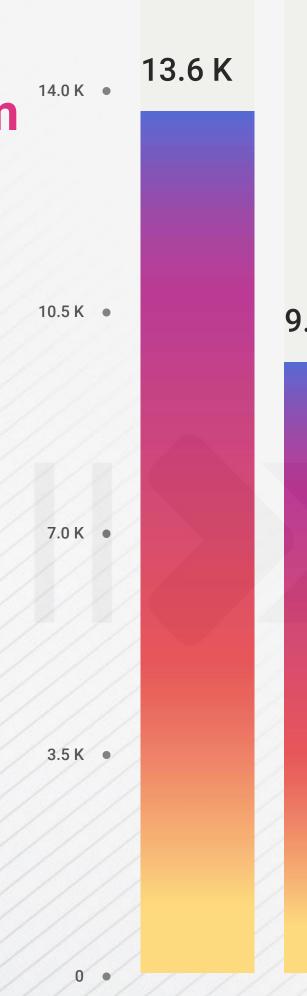


IQUII SPORT

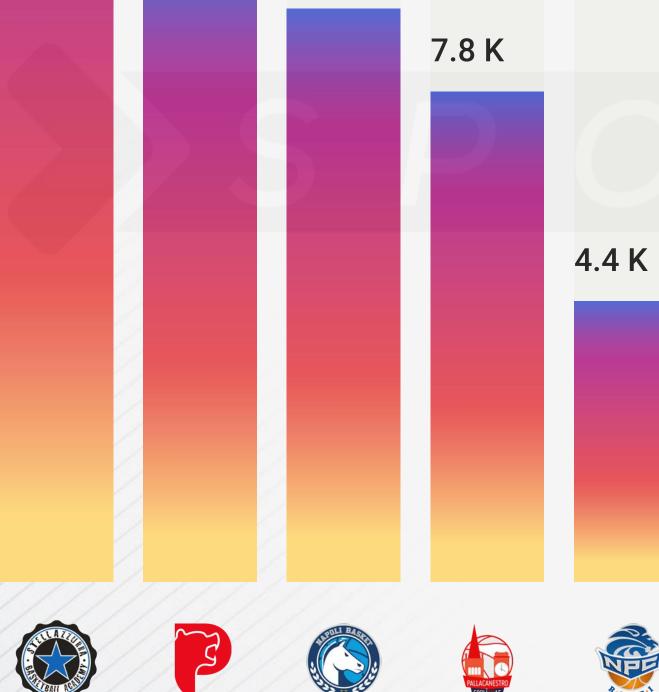
LNP SERIE A2 ROSSO Instagram



Ranking of the LNP Serie A2 Girone Rosso basketball clubs on Instagram.







9.1 K









4.3 K



4.1 K

CLUBS

01 STELLA AZZURRA ROMA

07 BENACQUISTA A. LATINA

10 ATLANTE EUROBASKET ROMA

09 TOP SECRET FERRARA

11 CESTISTICA S.SEVERO

13 LUX CHIETI BASKET 1974

03 GEVI NAPOLI

04 UNIEURO FORLÌ

05 KIENERGIA RIETI

06 GIVOVA SCAFATI

08 ORASÌ RAVENNA

12 TRAMEC CENTO

02 GIORGIO TESI GROUP PISTOIA





3.8 K



3.3 K



3.3 K

FANS

13.6 K =

9.7 K =

9.1 K =

7.8 K =

4.4 K =

4.3 K =

4.1 K =

3.8 K =

3.3 K =

3.3 K =

3.2 K =

2.5 K =

2.1 K =

% VAR*

+1.23

-0.06

-0.01

+0.16 +2.55

-0.27

+1.43

+2.20 +1.46

+1.24

+1.26

+2.76

+12.43







LNP SERIE A2 ROSSO YouTube



Ranking of the LNP Serie A2 Girone Rosso basketball clubs on YouTube.





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CLUBS

FANS

% VAR*





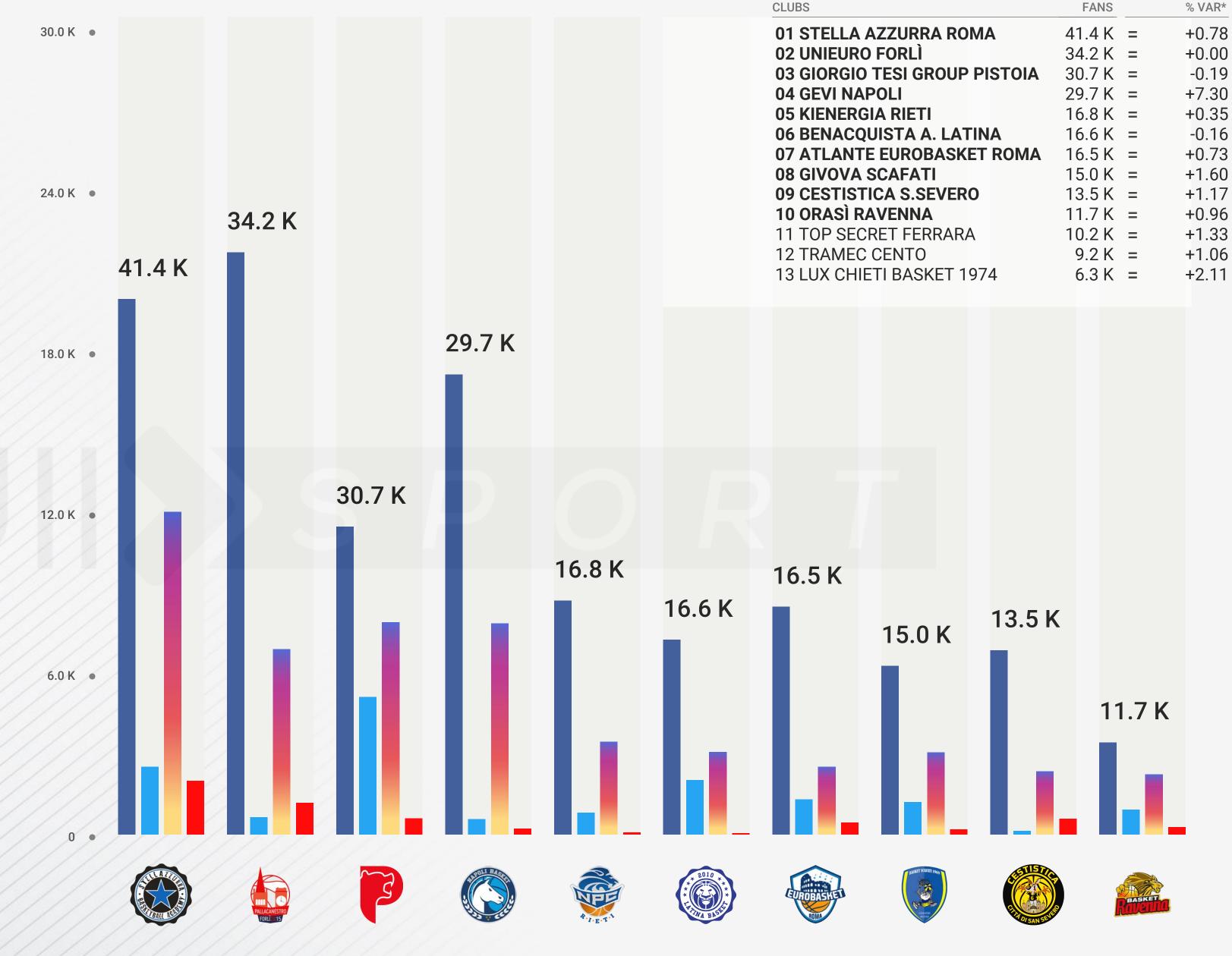


LNP SERIE A2 ROSSO Social





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













LNP SERIE A2 ROSSO Brands

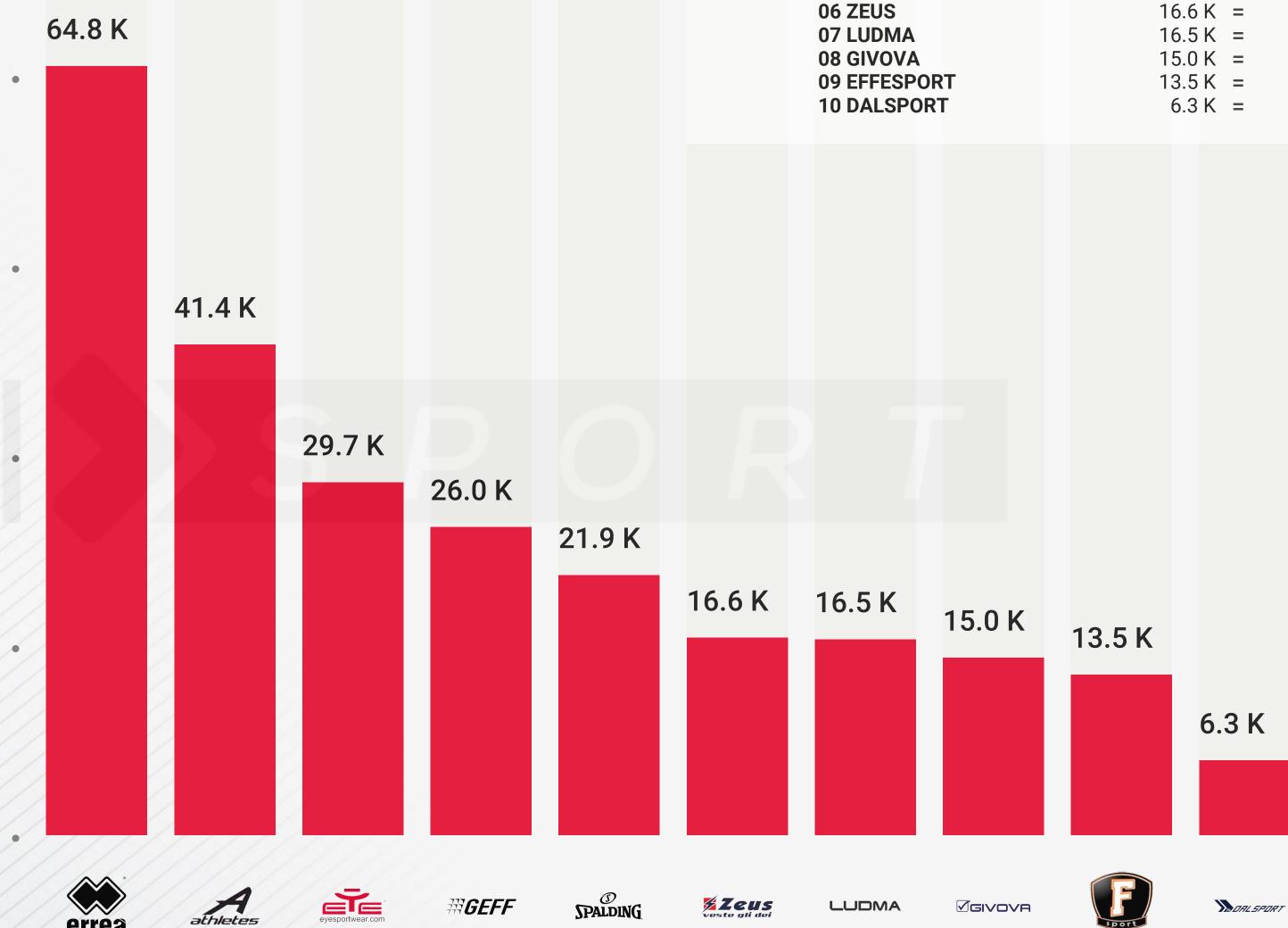
(O) | **>** TOTAL FANBASE 252 K



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 13 sponsored LNP Serie A2 Girone Rosso basketball clubs.

64.0 K 48.0 K 32.0 K • 16.0 K

80.0 K •







CLUBS

01 ERREA

04 GEFF

02 ATHLETES

03 EYE SPORT

05 SPALDING

FANS

64.8 K =

41.4 K =

29.7 K =

26.0 K =

21.9 K =

% VAR*

-0.09

+0.78

+7.30

+0.60

+1.13 -0.16

+0.73

+1.60

+1.17

+2.11



LNP SERIE A2 ROSSO Brands

CLUBS

13

SPORT BRANDS

10

Coverage of the Sport Brands in relation to the 13 sponsored LNP Serie A2 Girone Rosso basketball clubs.





*[from March 26, 2021 to May 26, 2021]





LNP SERIE A2 ROSSO Grown Up



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

CLUBS % VAR* 01 GEVI NAPOLI +7.30 8.75% +2.11 **02 LUX CHIETI BASKET 1974 03 GIVOVA SCAFATI** +1.60 **04 TOP SECRET FERRARA** +1.33 +1.17 **05 CESTISTICA S.SEVERO** 7.30 **06 TRAMEC CENTO** +1.06 07 ORASÌ RAVENNA +0.96 +0.78 **08 STELLA AZZURRA ROMA 09 ATLANTE EUROBASKET ROMA** +0.73 7.00% **10 KIENERGIA RIETI** +0.35 11 UNIEURO FORLÌ +0.00 12 BENACQUISTA A. LATINA -0.16 -0.19 13 GIORGIO TESI GROUP PISTOIA 5.25% 3.50% 2.11 1.60 1.33 1.75% 1.17 1.06 0.96 0.78 0.73 0.35 0 .











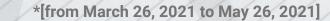












YouTube subscribers' data are rounded, since the social media provides data in this format. ©2021 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.





EUROPE SnapShot / Official Apps*

23 60 21 COMPETITIONS CLUBS iOS ANDROID

Total Competitions analysed: EuroLeague, LBA Serie A, LNP Serie A2 Girone Verde, LNP Serie A2 Girone Rosso.

Total Basketball Clubs analysed in EuroLeague, LBA Serie A, LNP Serie A2 Girone Verde, LNP Serie A2 Girone Rosso.

Total iOS Official Apps analysed in EuroLeague, LBA Serie A, LNP Serie A2 Girone Verde, LNP Serie A2 Girone Rosso.

Total Android Official Apps analysed in EuroLeague, LBA Serie A, LNP Serie A2 Girone Verde, LNP Serie A2 Girone Rosso.

*From March 26, 2021 to May 26, 2021. 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.





₡ IOS

ANDROID

EUROLEAGUE

CLUBS

18



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











































































CLUBS





LBA SERIE A

CLUBS 15



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





































































4 10S

▶ ANDROID

LNP SERIE A2 GIRONE VERDE













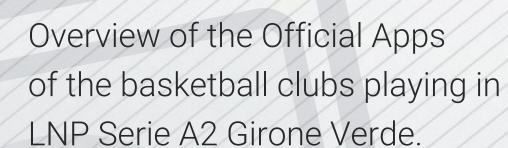






14























































₡ IOS

ANDROID

LNP SERIE A2 GIRONE ROSSO



13



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



































































IQUII SPORT

OUR HUB YOUR STRATEGY

CONTACT US

OR GO TO **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



OLIMPIA MILANO



FROSINONE CALCIO



SIR VOLLEY PERUGIA

And many more. **DISCOVER OUR PROJECTS**











Fahize

IQUII SPORT

ENGAGE FANS MONETIZE THEM

CONTACT US

FANIZE.IT AND OR GO TO **SPORT.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.

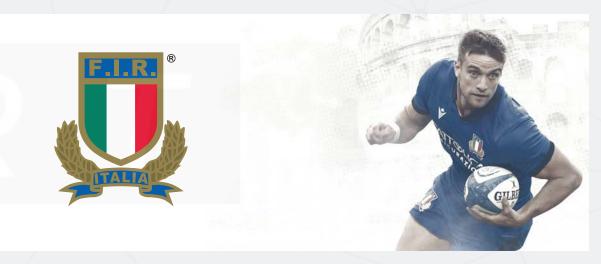


The touchpoint, based on an own algorithm, to activate new revenue models, realizing targeted campaigns and even more solid and effective loyalty & membership strategies.

WHO CHOSE US



2021 FIS ALPINE WORLD SKI CHAMPIONSHIPS



FIR - FEDERAZIONE ITALIANA RUGBY



LEGA NAZIONALE PROFESSIONISTI B

And many more. **DISCOVER OUR PROJECTS**









OUR REPORTS

#TWFCReport

#TEFCReport



#TEFSReport





#NBAInsightReport



#TEFPReport



#TVLReport









OUR CLIENTS

































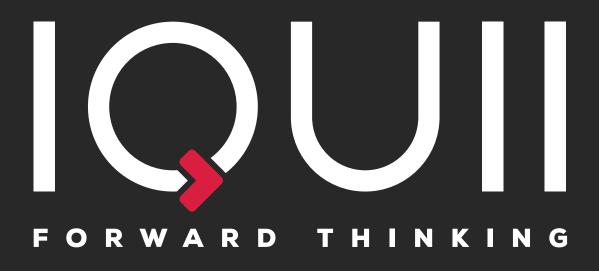








IQUII SPORT



IQUII is the Digital Consulting Company leading businesses working in Sports, Finance and Retail in their digital transformation path, offering a wide range of strategic, technologic and creative services and solutions.

Our story begins in 2011, when Fabio and Mirko Lalli founded IQUII to offer an innovative approach to IT security services. Since the foundation, IQUII has never settled and continues to grow. In 2012, the company focused on the development of new web, mobile and wearable technologies, and integrated Digital Marketing and consultancy services into its offering. That growth never stopped, and in 2016 IQUII becomes part of the Be-TSE holding, a listed group in the Italian stock market and now, with the two offices in Rome and Milan, it counts more than 50 professionals on the Italian territory and a consultancy network in Spain and Netherlands.

Our mission is to create online and offline memorable experiences, activating an emotional and lasting relationship between the brand and the customer, discovering new trends and constantly studying and reinterpreting the market.







Edition **15**

Version 1.0 - 28.05.21 [first release]

Methodology and Specs

Data are collected through proprietary tools and concern European Basketball Clubs participating in EuroLeague; Italian Basketball Clubs participating in LBA Serie A, LNP Serie A2 Girone Verde, LNP Serie A2 Girone Rosso. Logos and all rights are reserved to their respective owners.

The collection of the data has been carried out on May 26, 2021. The report update will be done on a bimonthly basis.

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

Although we are committed to providing accurate and timely information, there can be no guarantee that such information will be accurate at the time of publication or will continue to be in the future.

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