



# 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](mailto:info@iquii.com).





# Countries included in this overview

TURKISH AIRLINES EUROLEAGUE



**TURKISH  
AIRLINES**  
EuroLeague

10 COUNTRIES

18 CLUBS





# EUROPE Snapshot / EuroLeague



**18**

**CLUBS**

Total EuroLeague  
Basketball Clubs  
analyzed.

**9**

**BRANDS**

Total EuroLeague sport  
brands analyzed.

**31.7 M**

**+ 0.41%\***

**FANS**

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

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





EUROLEAGUE Facebook



Ranking of the EuroLeague basketball clubs on Facebook.



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

Only basketball teams dedicated accounts have been considered in the study.

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



EUROLEAGUE Twitter



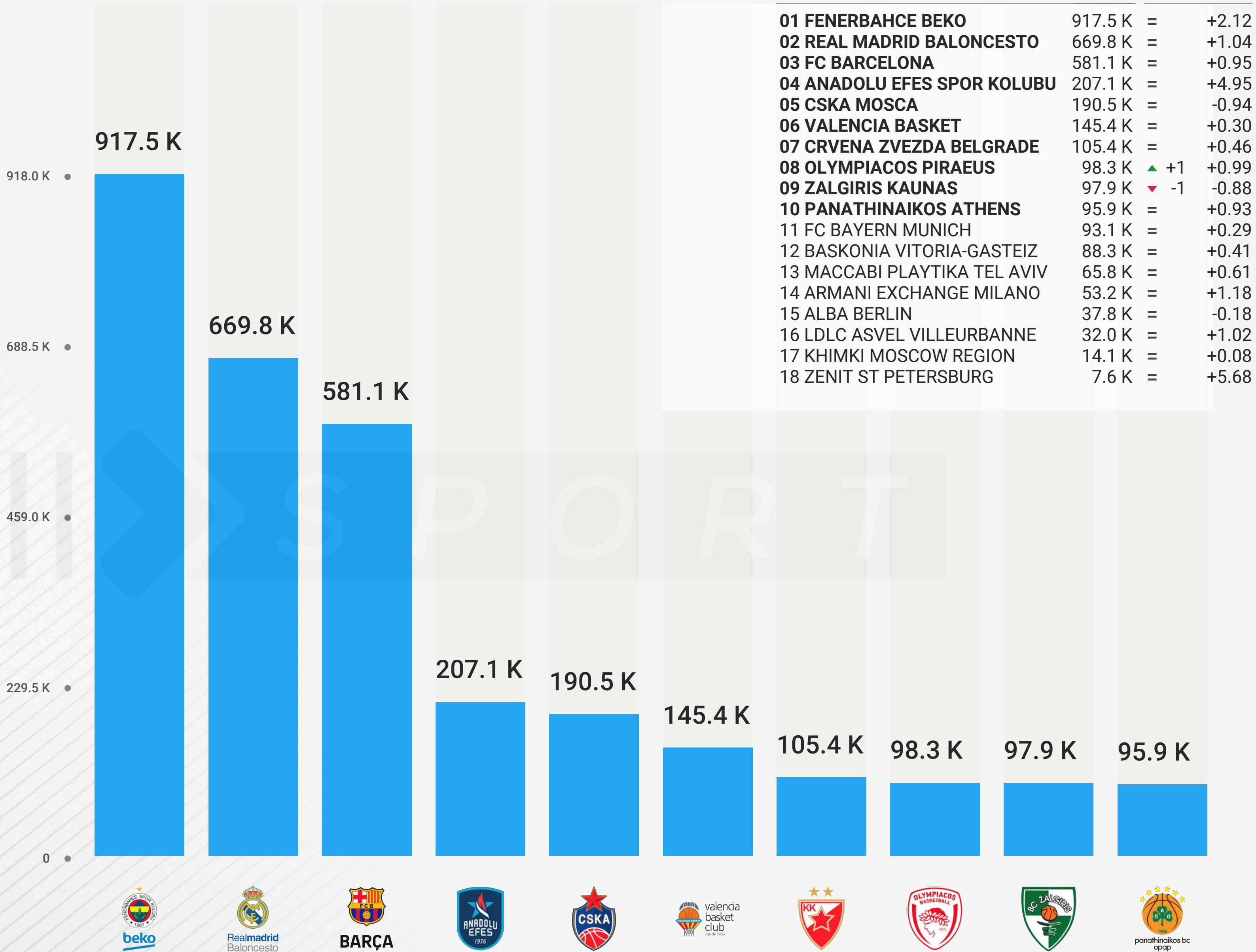
TOTAL FANBASE

3.5 M



TURKISH AIRLINES EuroLeague

Ranking of the EuroLeague basketball clubs on Twitter.



\*[from March 26, 2021 to May 26, 2021]  
Only basketball teams dedicated accounts have been considered in the study.  
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EUROLEAGUE Instagram



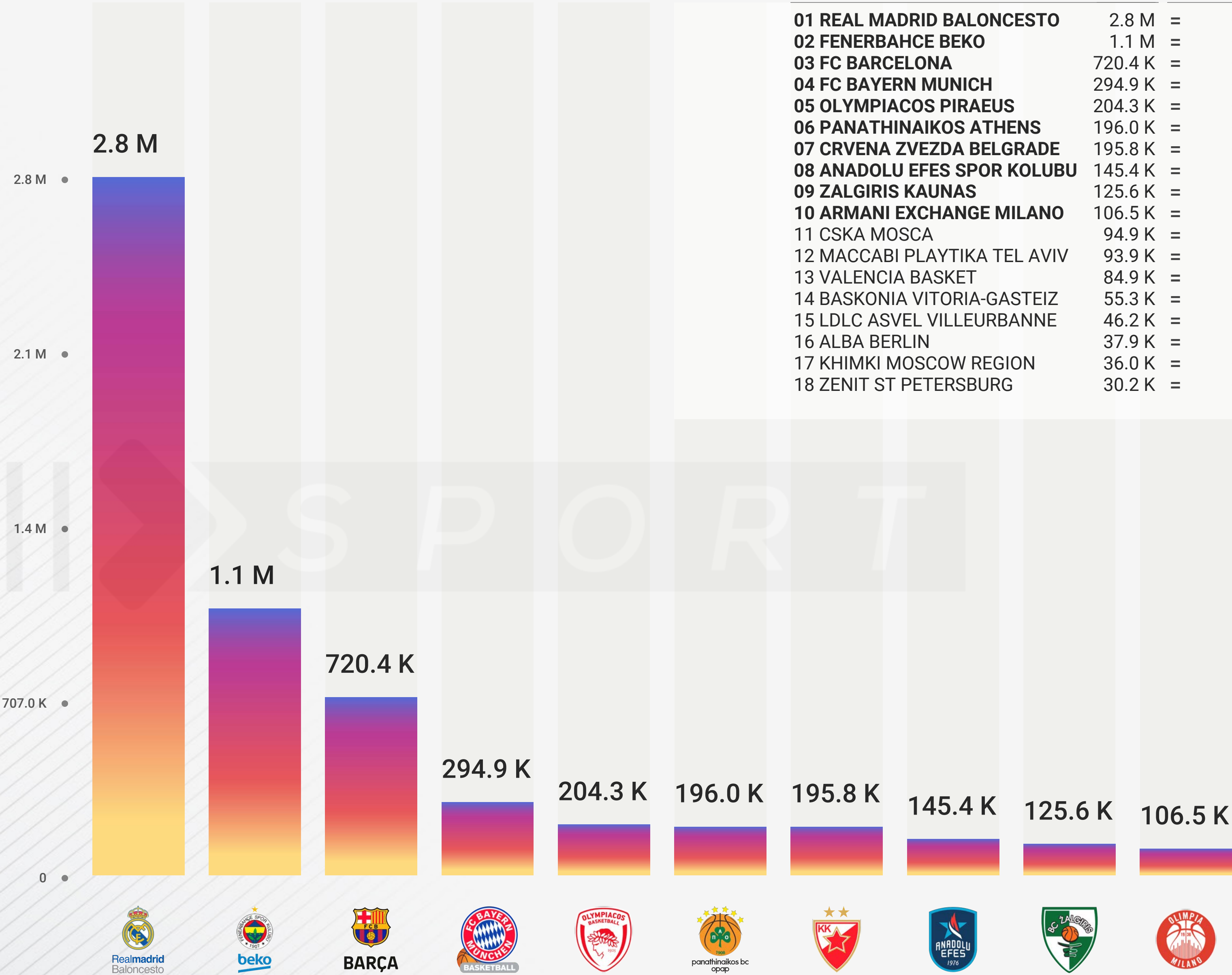
TOTAL FANBASE

6.4 M



TURKISH  
AIRLINES  
EuroLeague

Ranking of the EuroLeague  
basketball clubs on Instagram.



\*[from March 26, 2021 to May 26, 2021]  
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EUROLEAGUE YouTube



TOTAL FANBASE

522 K



TURKISH AIRLINES EuroLeague

Ranking of the EuroLeague basketball clubs on YouTube.



\*[from March 26, 2021 to May 26, 2021]  
YouTube subscribers' data are rounded, since the social media provides data in this format.  
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Only basketball teams dedicated accounts have been considered in the study.



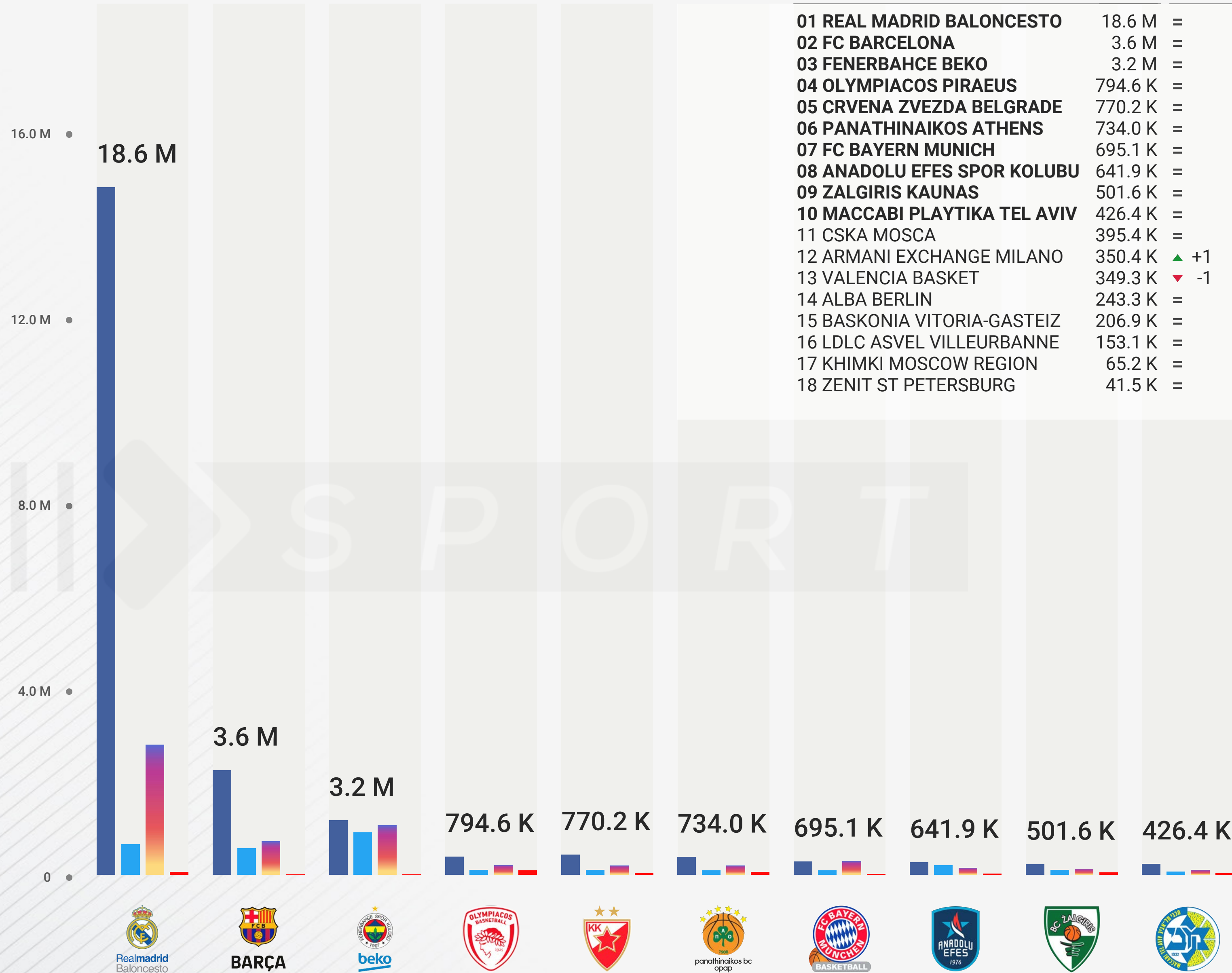
EUROLEAGUE Social



TOTAL FANBASE  
31.7 M



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



CLUBS	FANS		% VAR*
01 REAL MADRID BALONCESTO	18.6 M	=	+0.11
02 FC BARCELONA	3.6 M	=	+0.68
03 FENERBAHCE BEKO	3.2 M	=	+0.96
04 OLYMPIACOS PIRAEUS	794.6 K	=	+0.15
05 CRVENA ZVEZDA BELGRADE	770.2 K	=	+0.24
06 PANATHINAIKOS ATHENS	734.0 K	=	+0.20
07 FC BAYERN MUNICH	695.1 K	=	+0.90
08 ANADOLU EFES SPOR KOLUBU	641.9 K	=	+3.83
09 ZALGIRIS KAUNAS	501.6 K	=	+0.20
10 MACCABI PLAYTIKA TEL AVIV	426.4 K	=	+1.14
11 CSKA MOSCA	395.4 K	=	+0.01
12 ARMANI EXCHANGE MILANO	350.4 K	▲ +1	+1.64
13 VALENCIA BASKET	349.3 K	▼ -1	+0.91
14 ALBA BERLIN	243.3 K	=	-0.32
15 BASKONIA VITORIA-GASTEIZ	206.9 K	=	+0.38
16 LDLC ASVEL VILLEURBANNE	153.1 K	=	+1.18
17 KHIMKI MOSCOW REGION	65.2 K	=	+0.41
18 ZENIT ST PETERSBURG	41.5 K	=	+6.34

\*[from March 26, 2021 to May 26, 2021]  
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EUROLEAGUE Brands

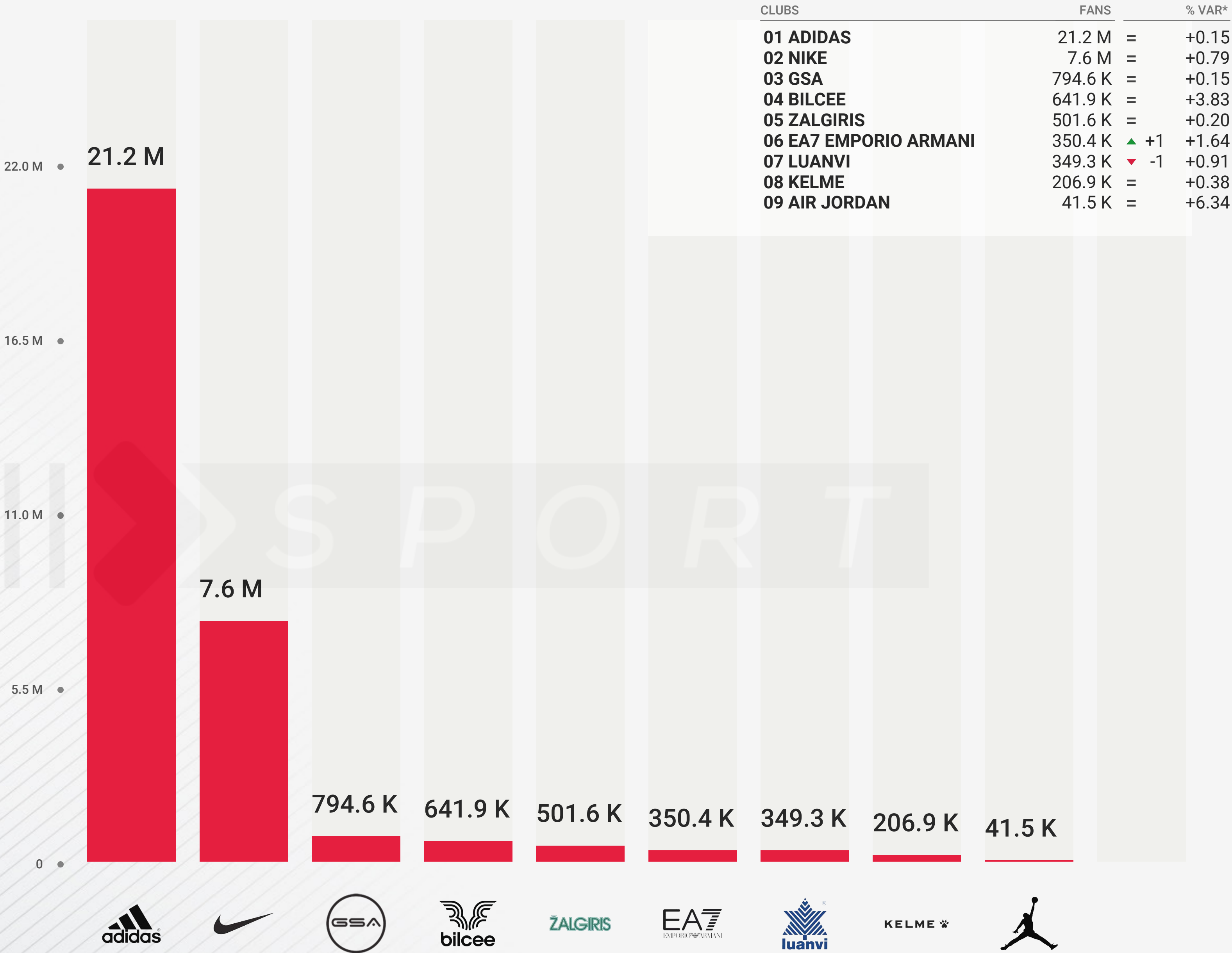


TOTAL FANBASE

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.



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



## EUROLEAGUE Brands



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



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

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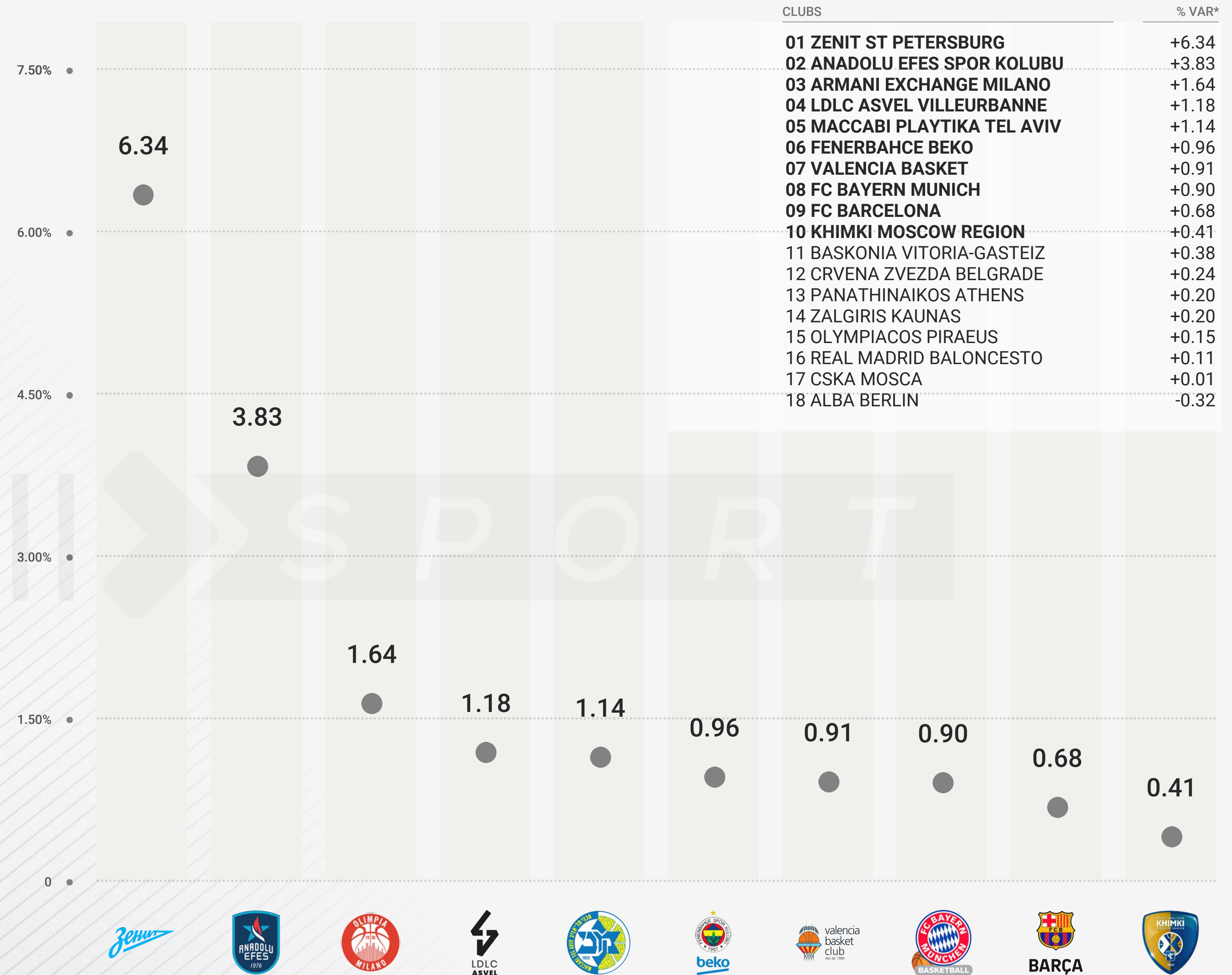




# EUROLEAGUE Grown Up



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



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

YouTube subscribers' data are rounded, since the social media provides data in this format.

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# 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

ITALY





# ITALY SnapShot / LBA Serie A



15

CLUBS

Total LBA Serie A  
Basketball Clubs  
analyzed.

6

BRANDS

Total LBA Serie A sport  
brands analyzed.

1.4 M

+ 0.88%\*

FANS

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**

f  
TOTAL FANBASE  
**709 K**



Ranking of the LBA Serie A  
basketball clubs on Facebook.



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

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

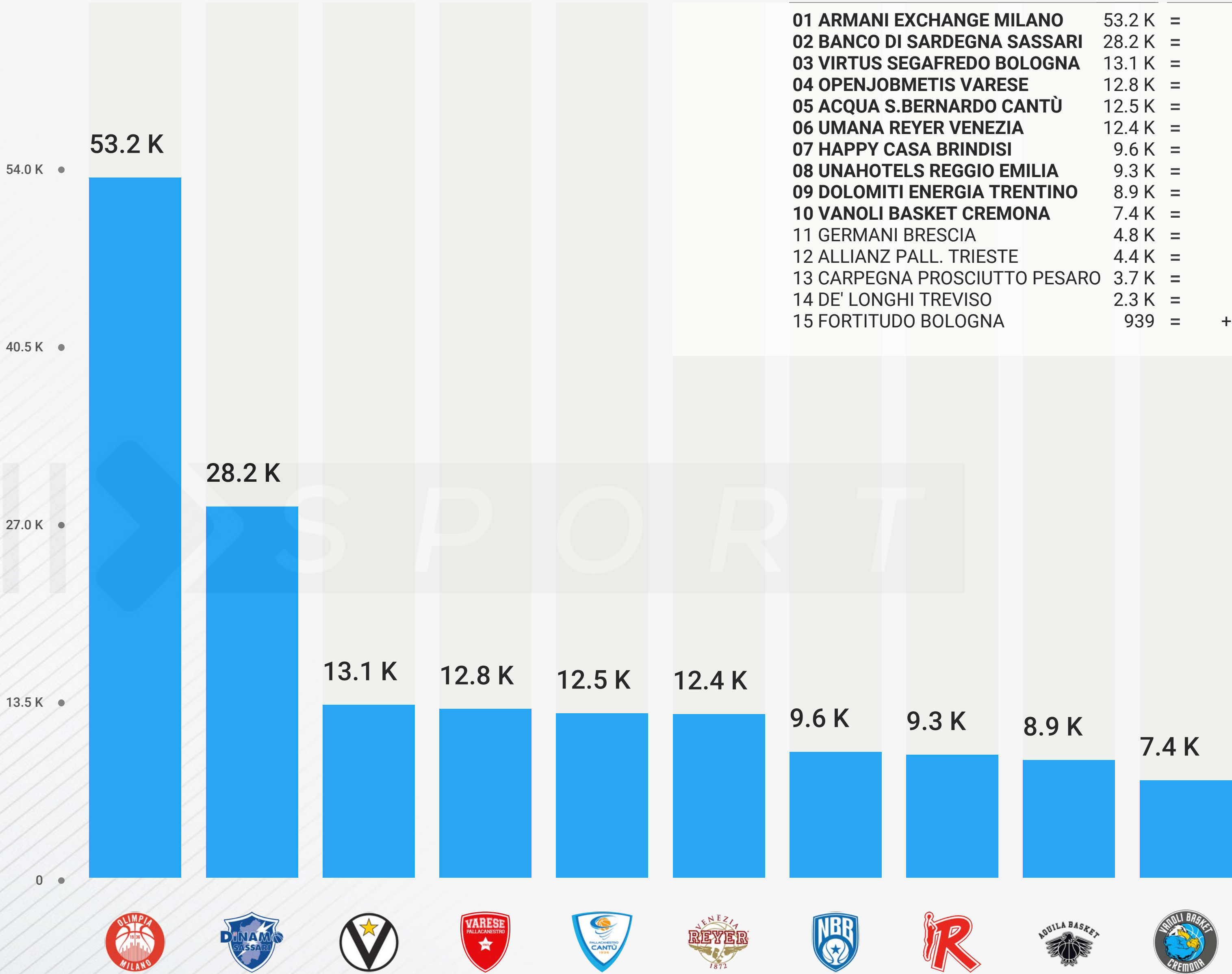




LBA SERIE A **Twitter**



Ranking of the LBA Serie A basketball clubs on Twitter.



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





LBA SERIE A Instagram

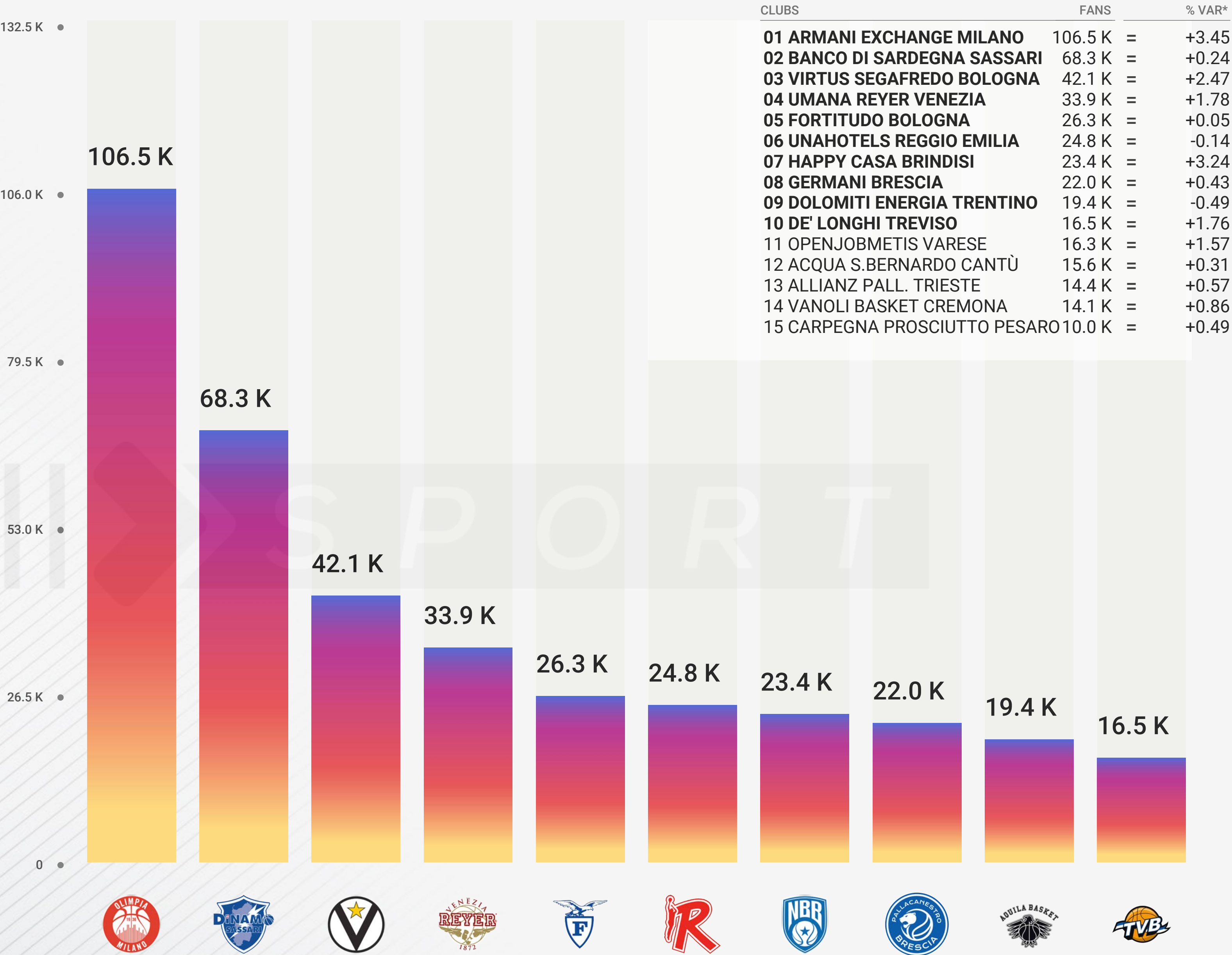


TOTAL FANBASE

454 K



Ranking of the LBA Serie A basketball clubs on Instagram.



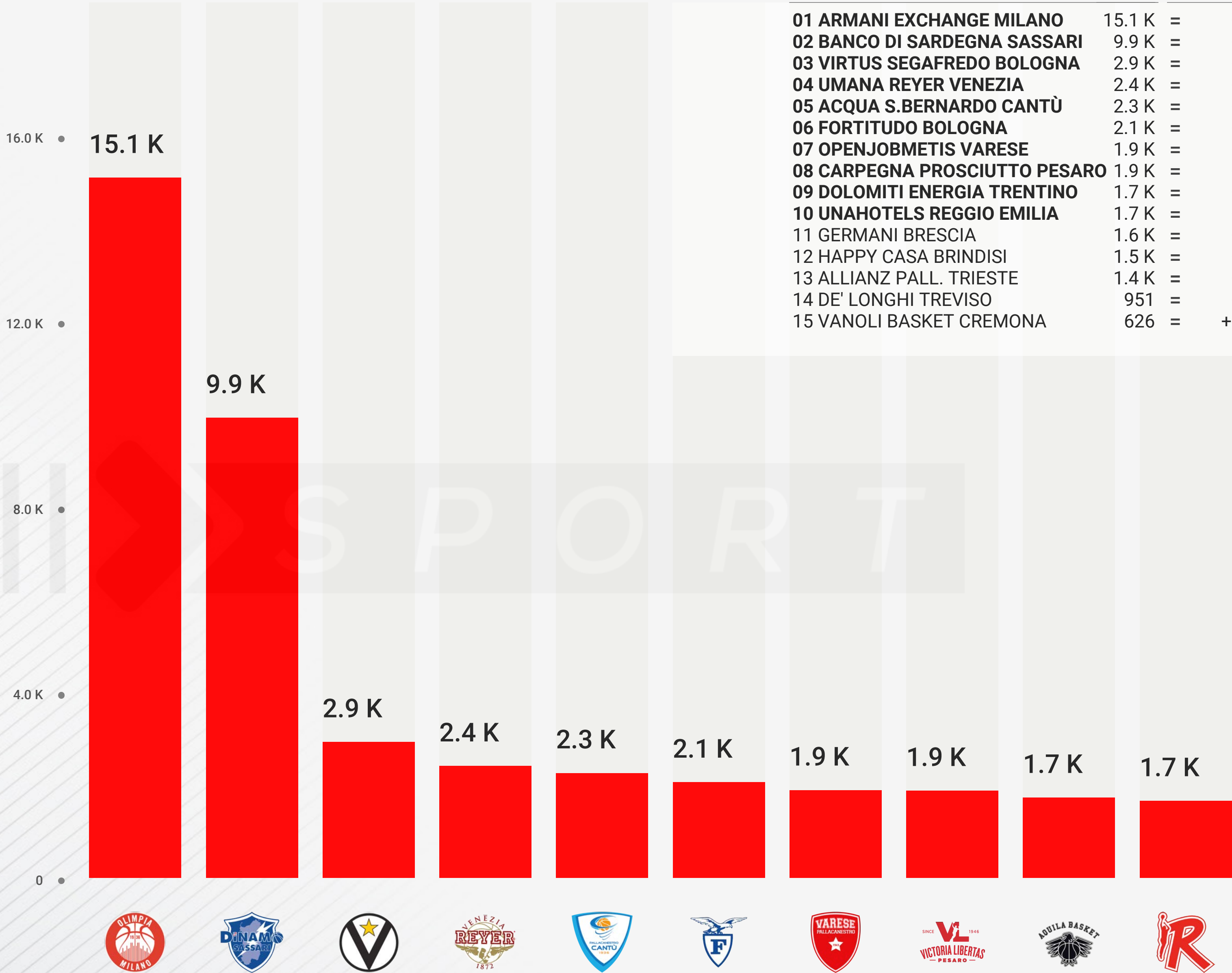
\*[from March 26, 2021 to May 26, 2021]



LBA SERIE A YouTube



Ranking of the LBA Serie A basketball clubs on YouTube.



\*[from March 26, 2021 to May 26, 2021]  
YouTube subscribers' data are rounded, since the social media provides data in this format.  
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LBA SERIE A Social

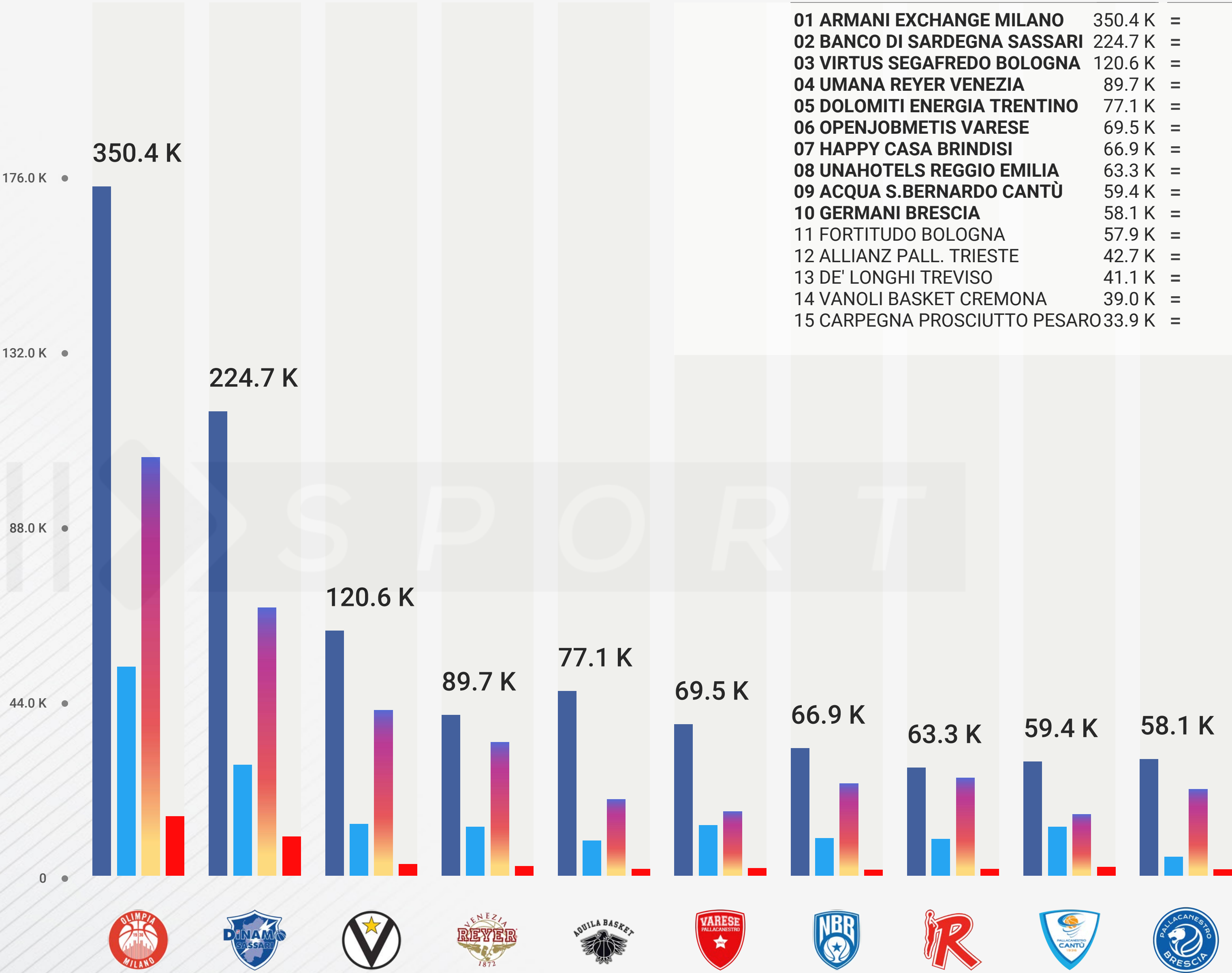


TOTAL FANBASE

1.4 M



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



\*[from March 26, 2021 to May 26, 2021]  
YouTube subscribers' data are rounded, since the social media provides data in this format.  
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LBA SERIE A Brands



TOTAL FANBASE

1.4 M



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.



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

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# LBA SERIE A 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]

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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.



\*[from March 26, 2021 to May 26, 2021]  
 YouTube subscribers' data are rounded, since the social media provides data in this format.  
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# ITALY Snapshot / LNP Serie A2 Girone Verde



14

CLUBS

Total LNP Serie A2  
Girone Verde Basketball  
Clubs analyzed.

9

BRANDS

Total LNP Serie A2  
Girone Verde sport  
brands analyzed.

257 K

+ 1.06%\*

FANS

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**

f

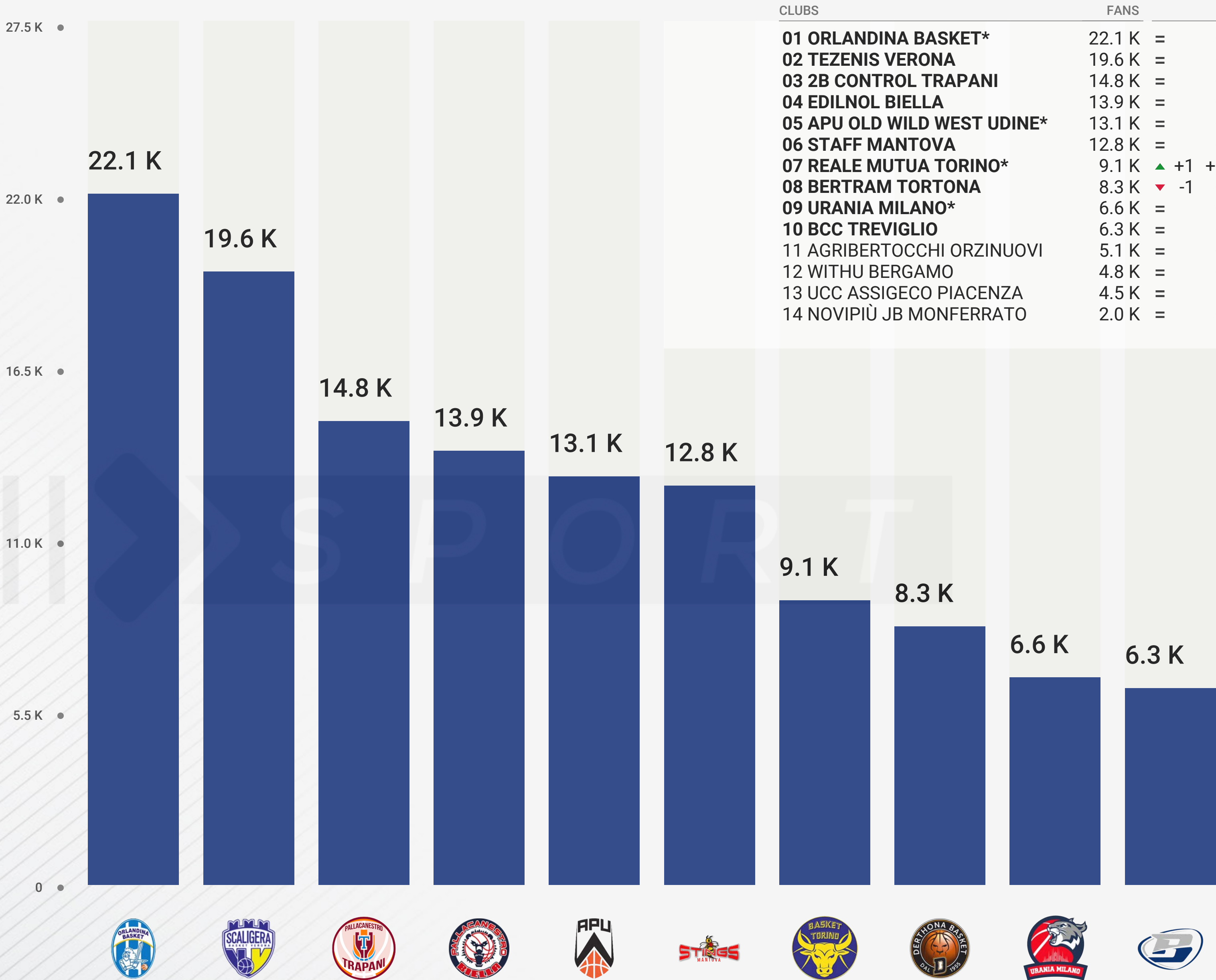
TOTAL FANBASE

143 K



LNP  
LEGA NAZIONALE  
PALLACANESTRO  
OLD WILD WEST

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



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

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\*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.



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



LNP SERIE A2 VERDE **Instagram**



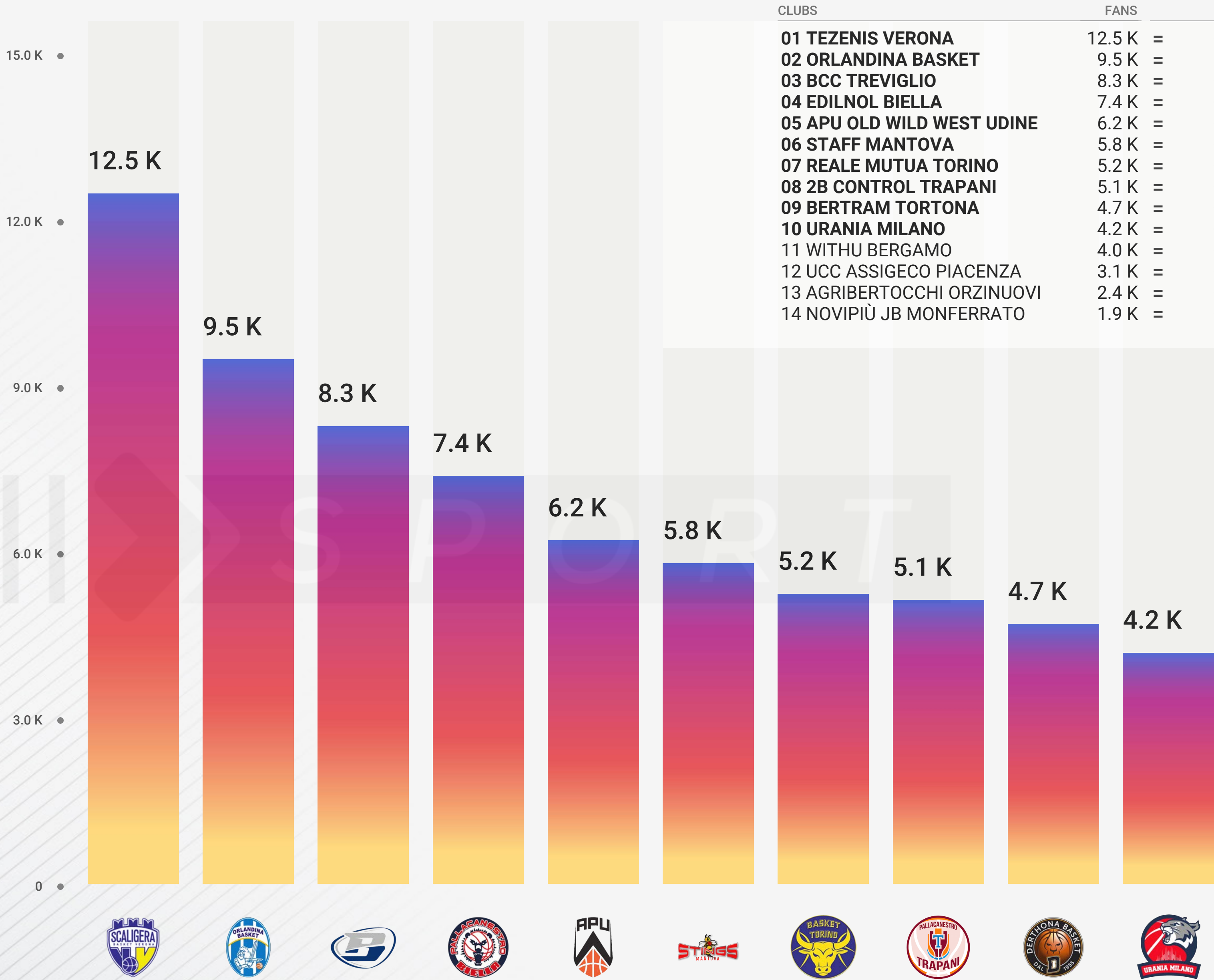
TOTAL FANBASE

**80 K**



OLD WILD WEST

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



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





LNP SERIE A2 VERDE YouTube

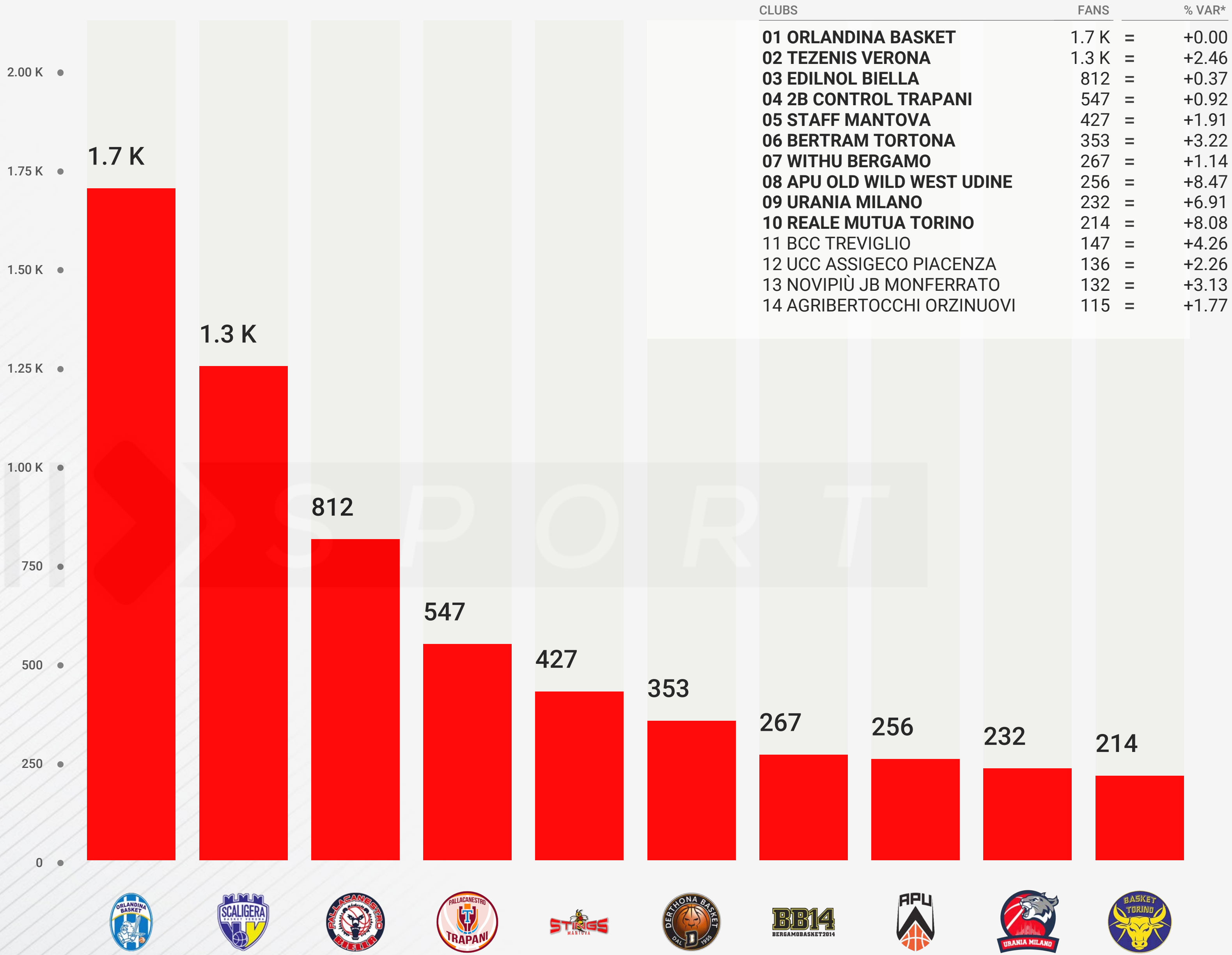


TOTAL FANBASE

7 K



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



\*[from March 26, 2021 to May 26, 2021]  
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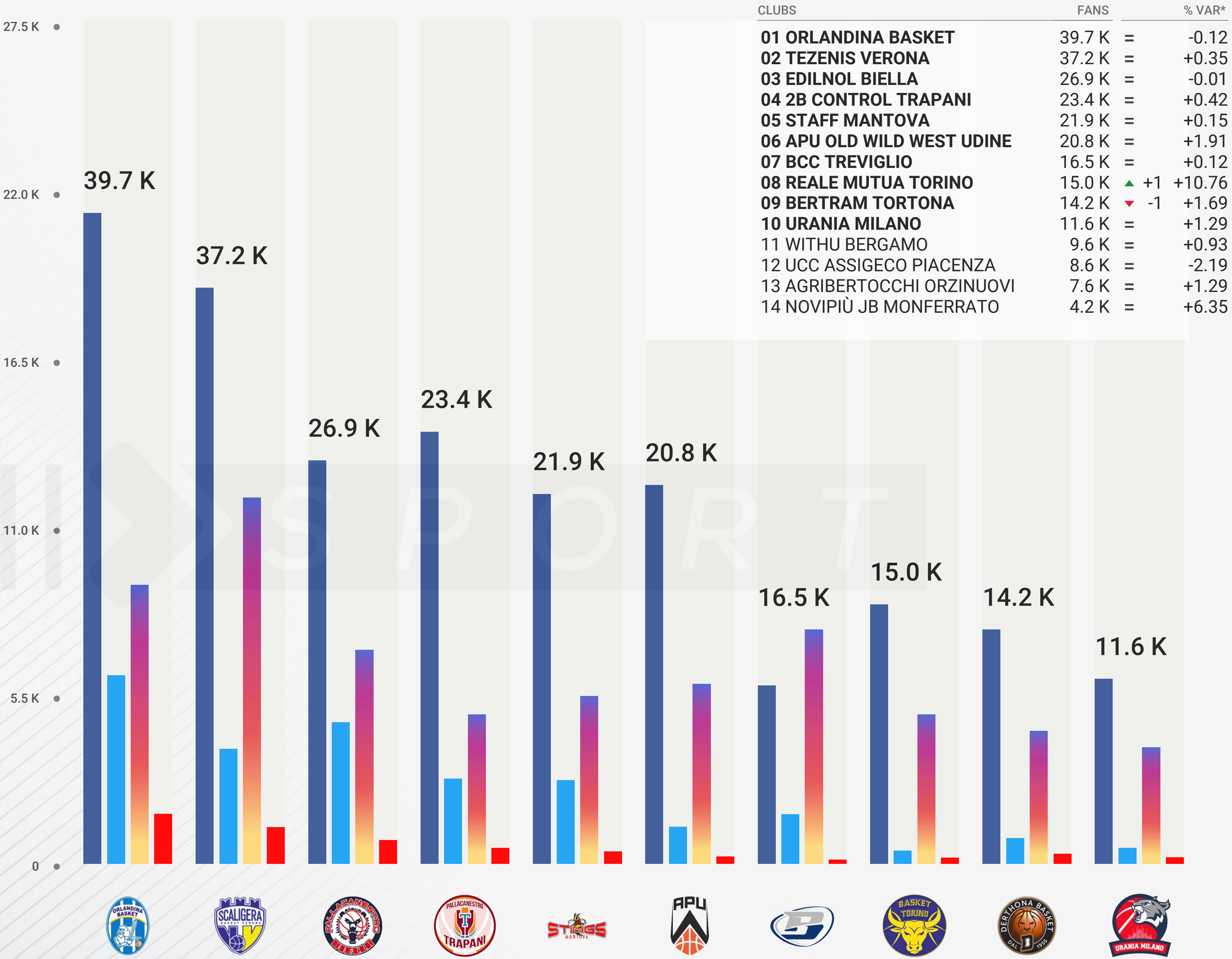
LNP SERIE A2 VERDE Social



TOTAL FANBASE  
257 K



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



\*[from March 26, 2021 to May 26, 2021]  
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LNP SERIE A2 VERDE Brands



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.

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

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## LNP SERIE A2 VERDE 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]

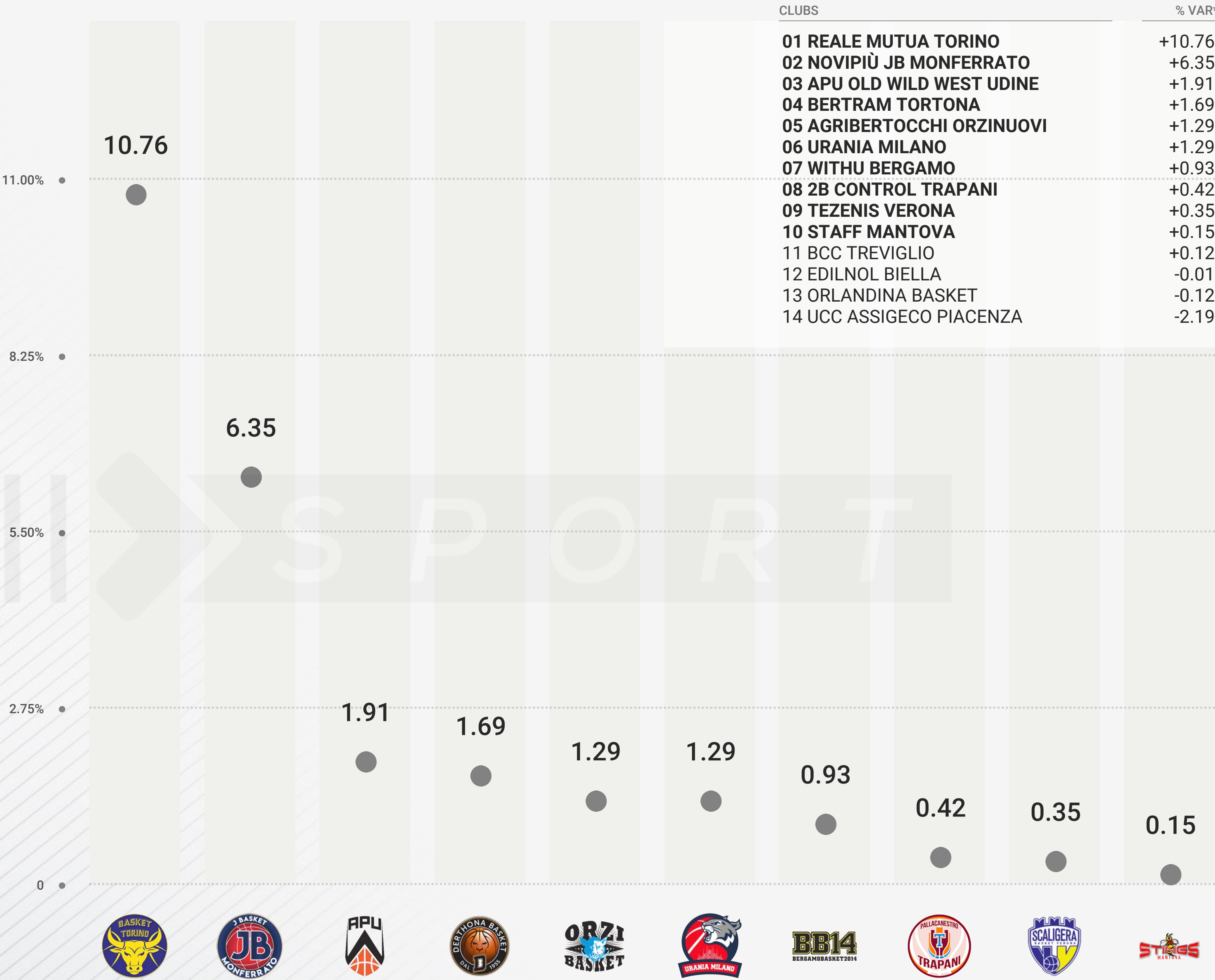
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LNP SERIE A2 VERDE Grown Up



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



\*[from March 26, 2021 to May 26, 2021]  
YouTube subscribers' data are rounded, since the social media provides data in this format.  
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# ITALY Snapshot / LNP Serie A2 Girone Rosso



13

CLUBS

Total LNP Serie A2  
Girone Rosso Basketball  
Clubs analyzed.

10

BRANDS

Total LNP Serie A2  
Girone Rosso sport  
brands analyzed.

252 K

+ 1.33%\*

FANS

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

f

TOTAL FANBASE

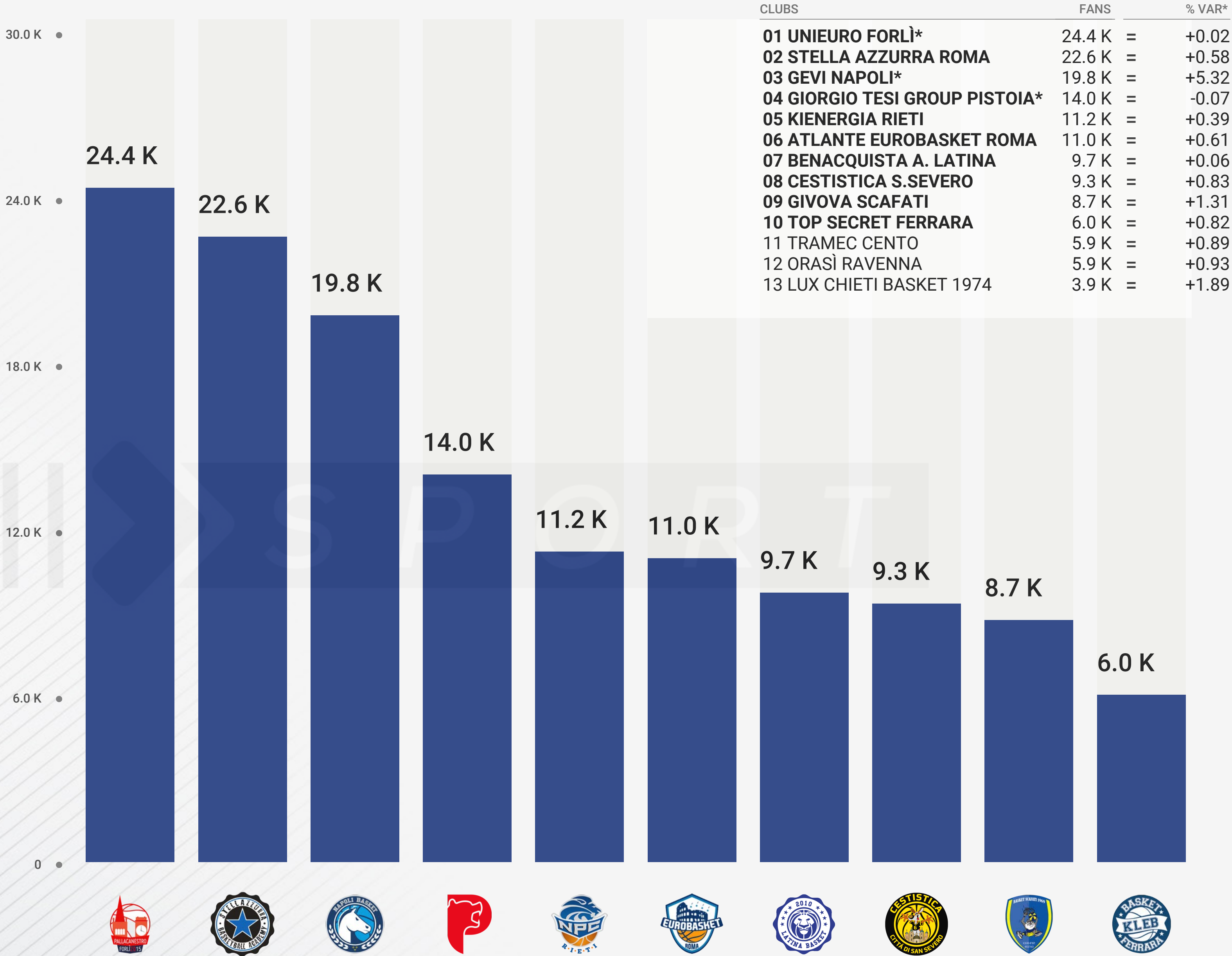
153 K



LEGA NAZIONALE  
PALLACANESTRO

OLD WILD WEST

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



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

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



LNP SERIE A2 ROSSO **Twitter**



TOTAL FANBASE

21 K



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



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





LNP SERIE A2 ROSSO **Instagram**



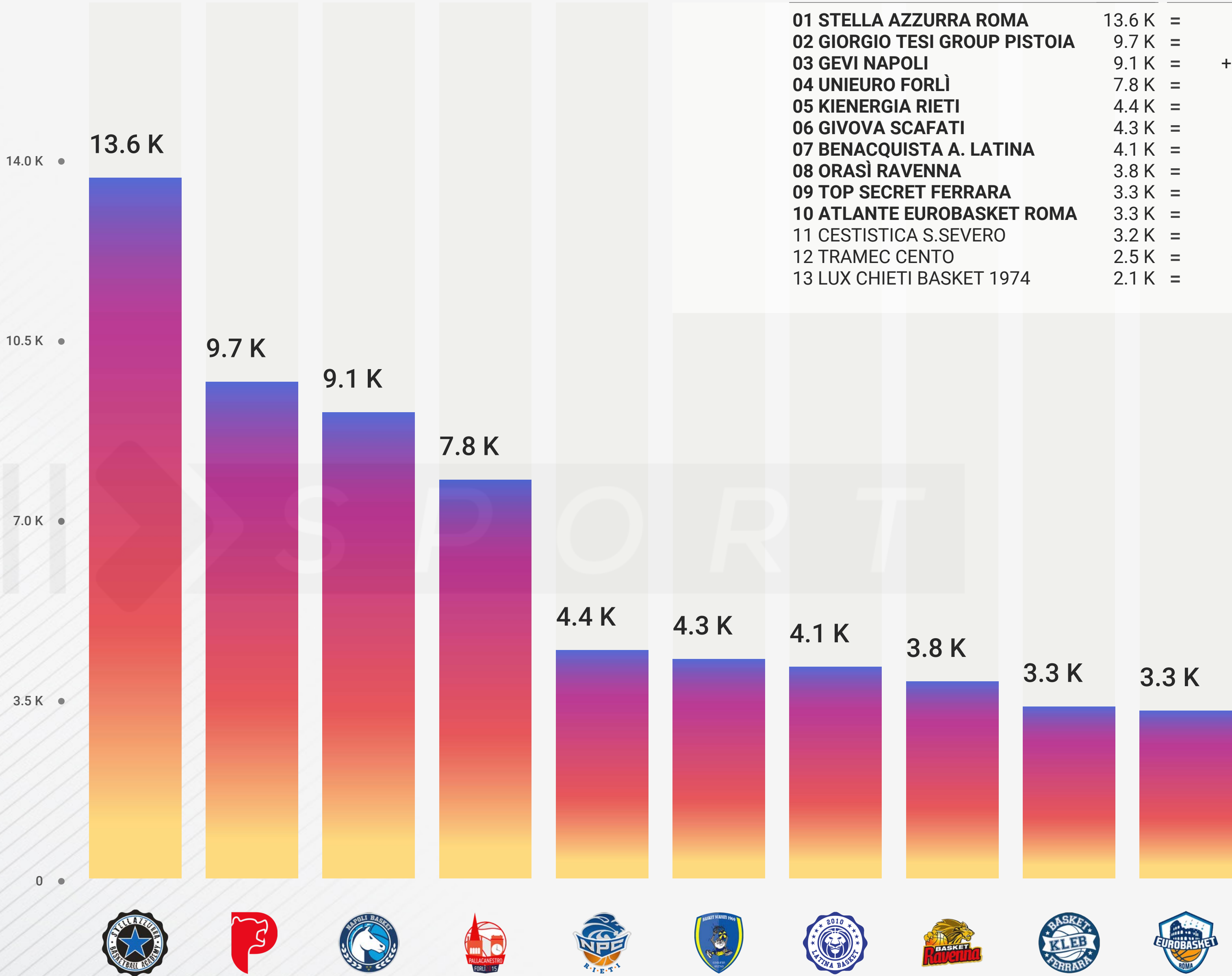
TOTAL FANBASE

**71 K**



OLD WILD WEST

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



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





LNP SERIE A2 ROSSO YouTube



TOTAL FANBASE

7 K

  
LEGA NAZIONALE PALLACANESTRO  


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



\*[from March 26, 2021 to May 26, 2021]  
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LNP SERIE A2 ROSSO Social

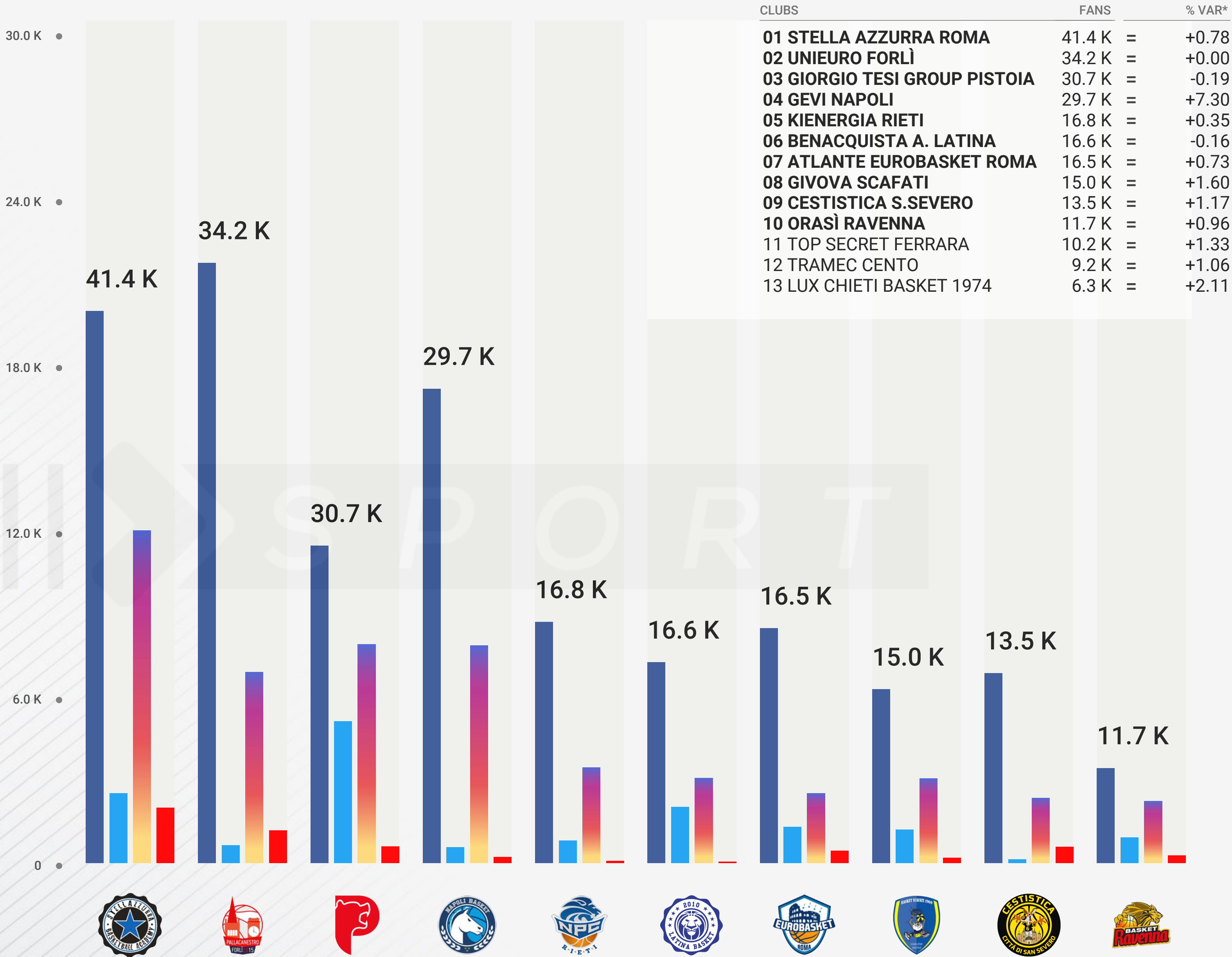


TOTAL FANBASE

252 K



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



\*[from March 26, 2021 to May 26, 2021]  
YouTube subscribers' data are rounded, since the social media provides data in this format.  
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LNP SERIE A2 ROSSO Brands

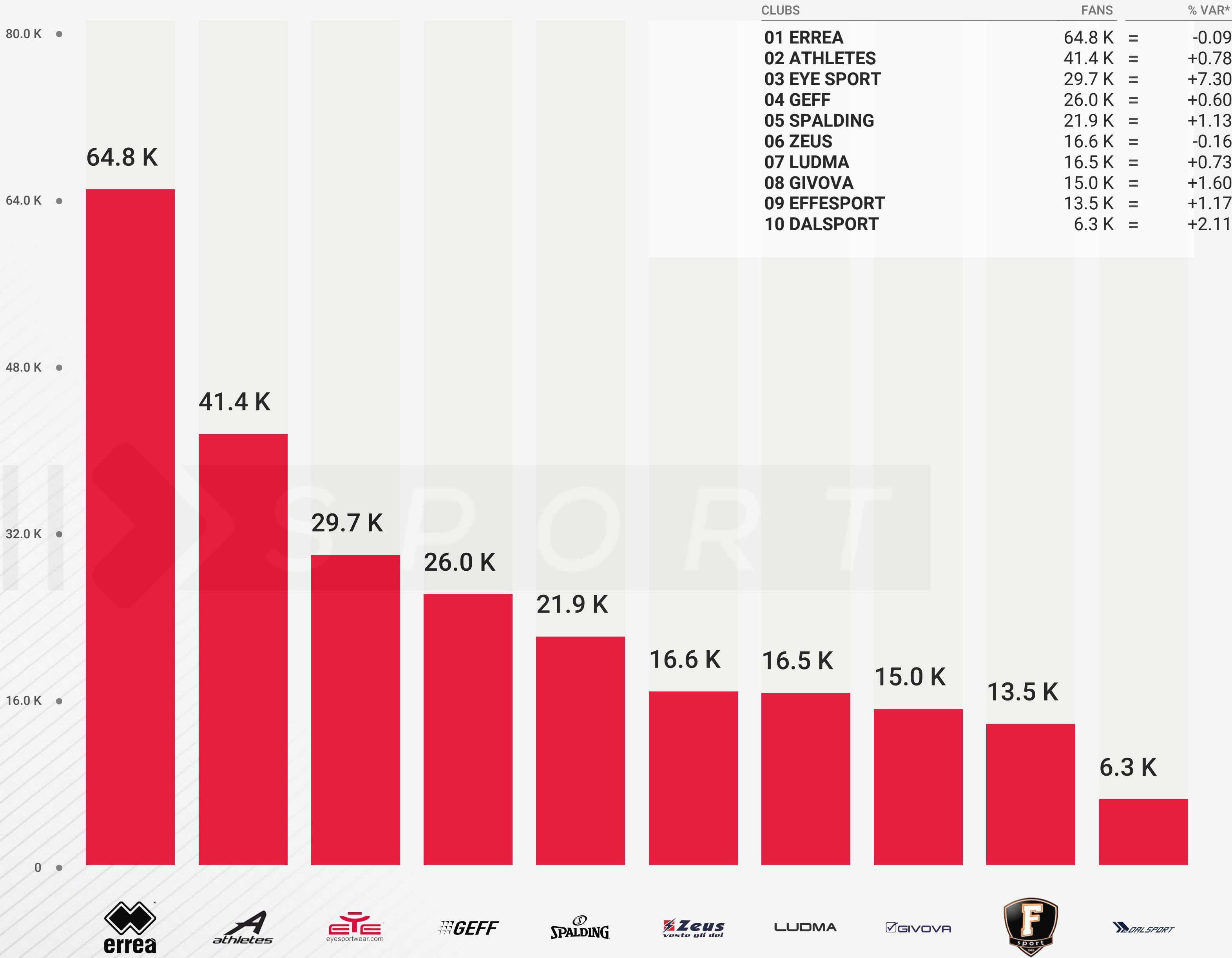


TOTAL FANBASE

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.



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



## LNP SERIE A2 ROSSO Brands

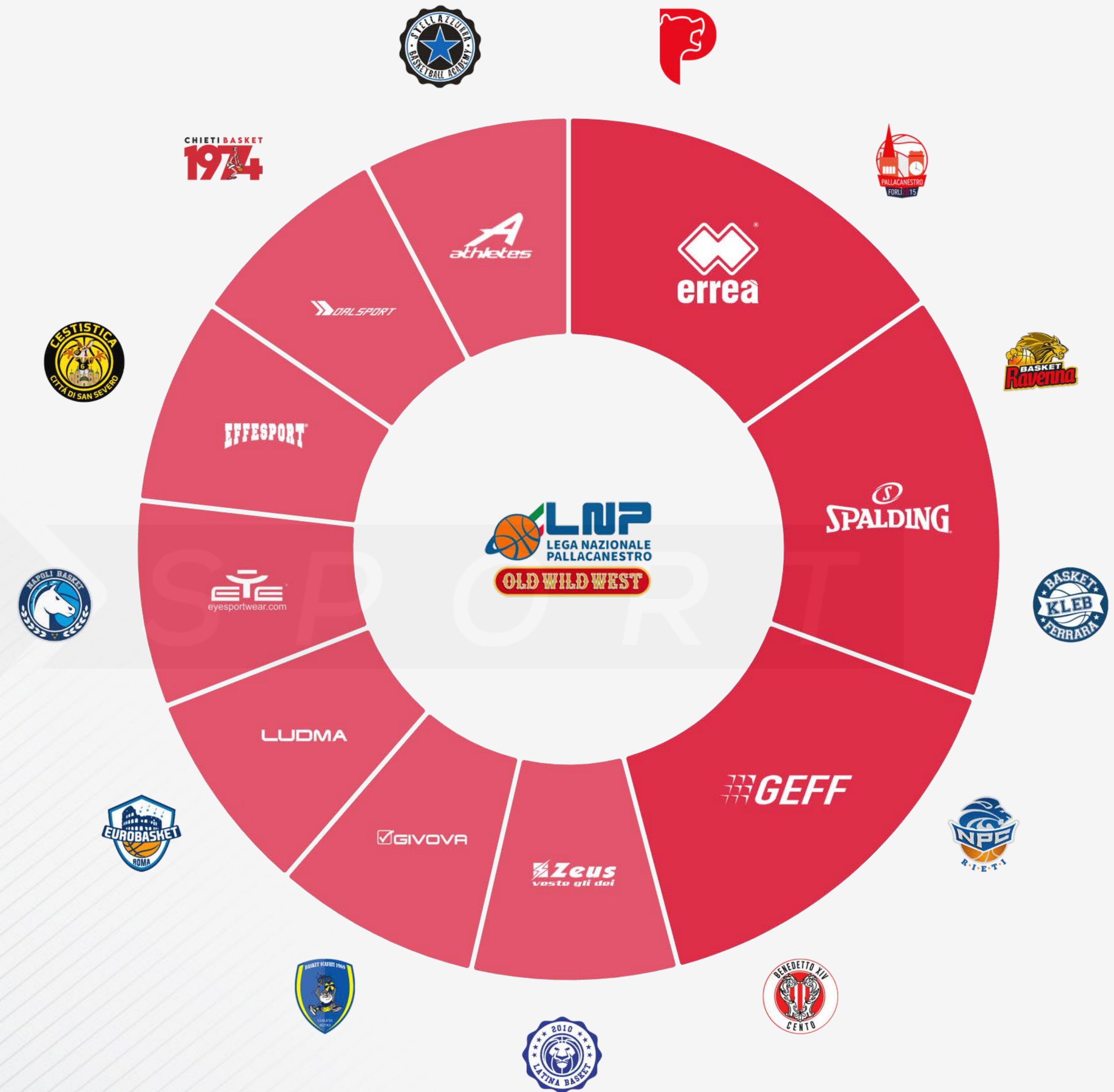
CLUBS

**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]

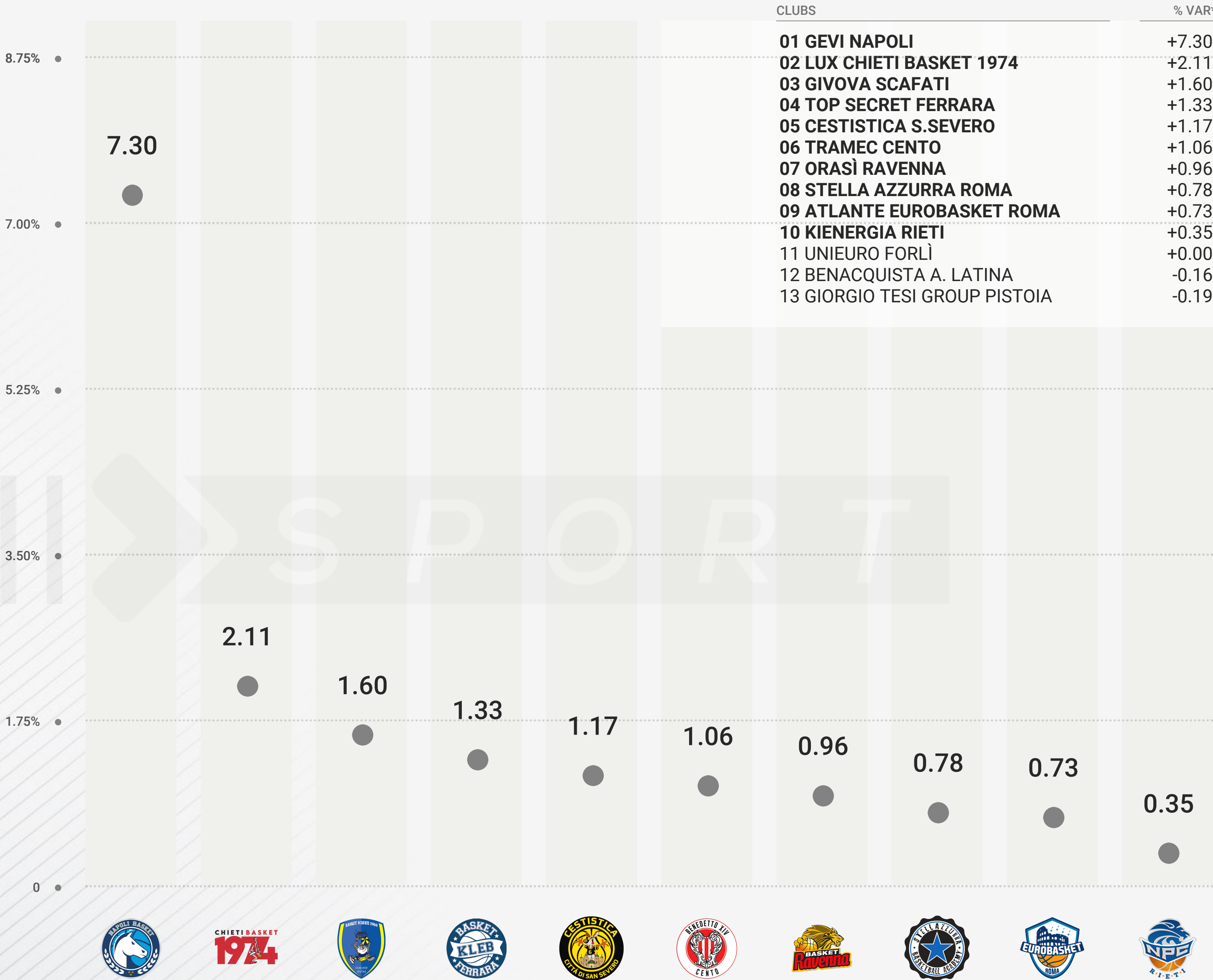
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LNP SERIE A2 ROSSO Grown Up



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



\*[from March 26, 2021 to May 26, 2021]  
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# EUROPE SnapShot / Official Apps\*

4

COMPETITIONS

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

60

CLUBS

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

21

iOS

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

23

ANDROID

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.

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# EUROLEAGUE

CLUBS

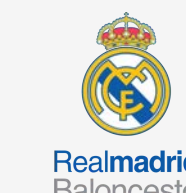
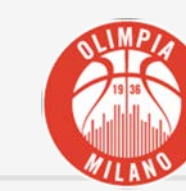
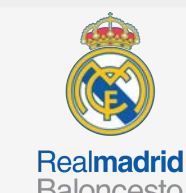
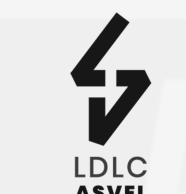
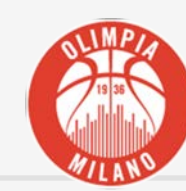
18



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

🍏 IOS

▶ ANDROID



9

CLUBS

11

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

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# LBA SERIE A

CLUBS

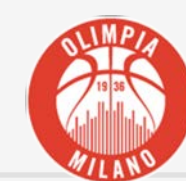
15



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

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5

CLUBS

5

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# LNP SERIE A2 GIRONE VERDE

CLUBS

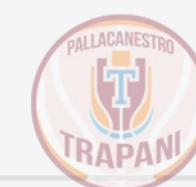
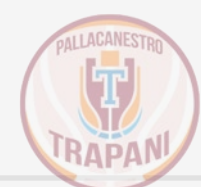
14



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

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▶ ANDROID



4

CLUBS

4

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# LNP SERIE A2 GIRONE ROSSO

CLUBS

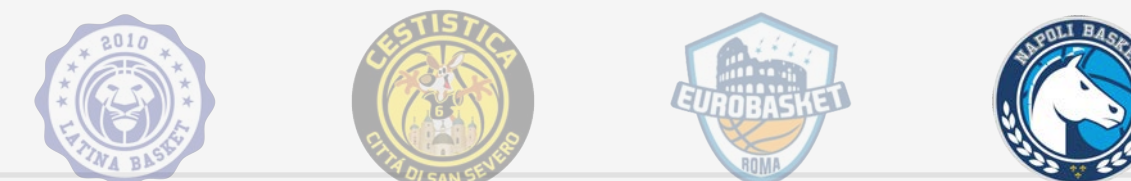
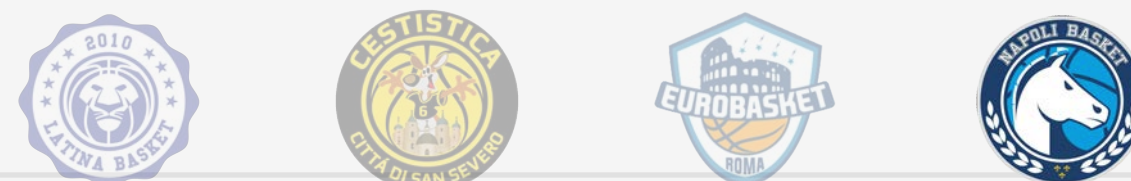
13



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

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3

CLUBS

3

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## OUR HUB YOUR STRATEGY

CONTACT US

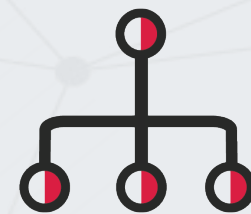
OR GO TO [SPORTXP.NET](https://SPORTXP.NET)



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**



# Fanize

## ENGAGE FANS MONETIZE THEM

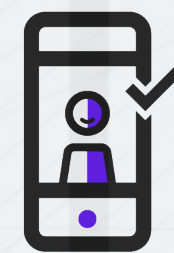
CONTACT US

OR GO TO

[FANIZE.IT](https://fanize.it) AND  
[SPORT.FANIZE.IT](https://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.

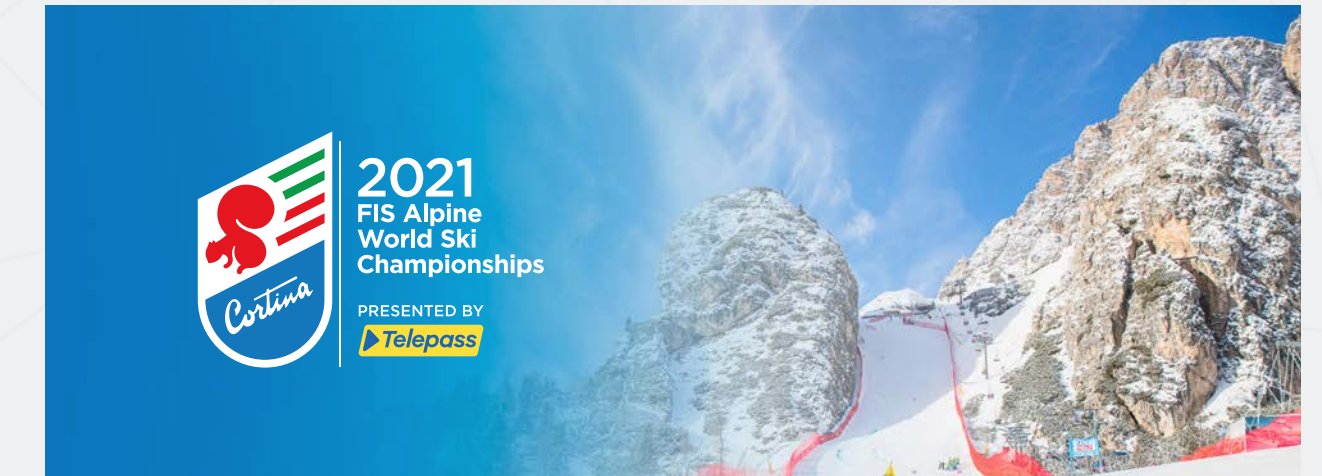


The tool to centralize the authentication and the building of users' records, aggregating data, profiling and acquiring relevant info to create a structured database.



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

#TEFCReport



#TWFCReport



#TEFPReport



#TEFSReport



#NBAInsightReport

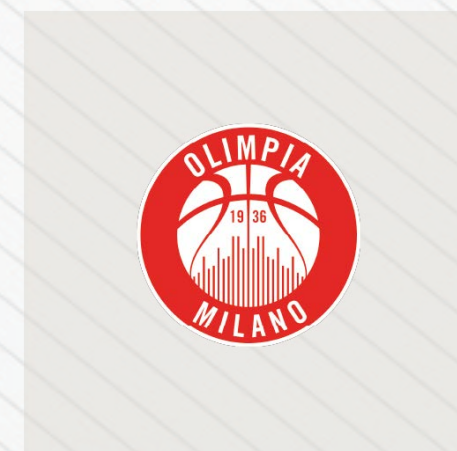


#TVLReport





## OUR CLIENTS







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.



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.

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