



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.

**We are
Digital Enablers**

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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



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



OUR HUB YOUR STRATEGY

CONTACT US

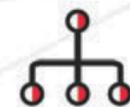
OR GO TO SPORTXP.NET



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



FROSINONE CALCIO



VENEZIA FC



SKI WORLD CUP FINALS CORTINA 2020



SIR VOLLEY PERUGIA





PLAYERXP
FAN ENGAGEMENT PLATFORM

**WE ASSIST
YOU SCORE**

CONTACT US

OR GO TO PLAYERXP.IT



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



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

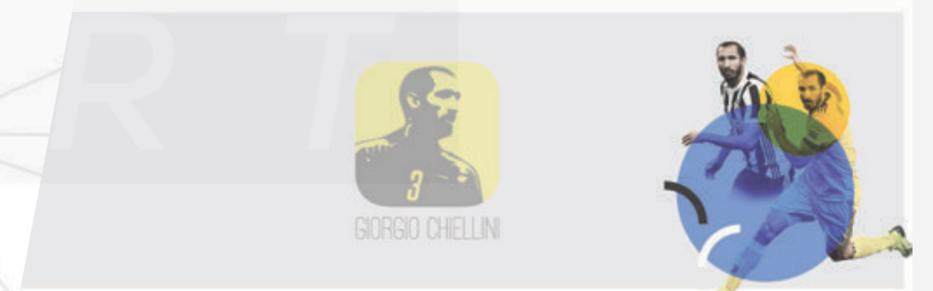


The sport platform aimed at optimising the fans' data gathering process and improving their engagement.

WHO CHOSE US



GIANLUIGI BUFFON



GIORGIO CHIellini



LORENZO INSIGNE



Basketball Leagues included in this overview

FIRST DIVISION

17 CLUBS



LBA SERIE A

SECOND DIVISION

14 CLUBS



LNP SERIE A2 OVEST

SECOND DIVISION

14 CLUBS

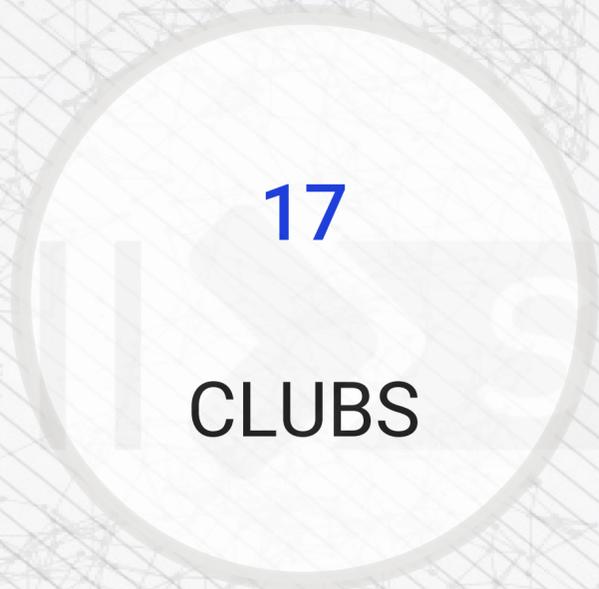


LNP SERIE A2 EST

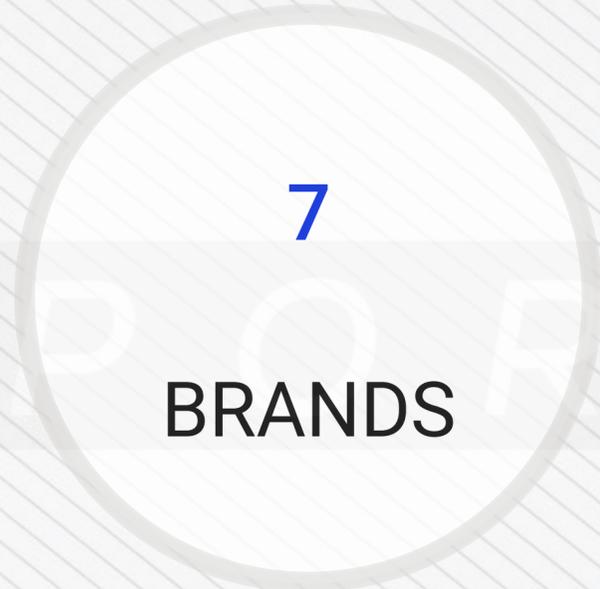
ITALY



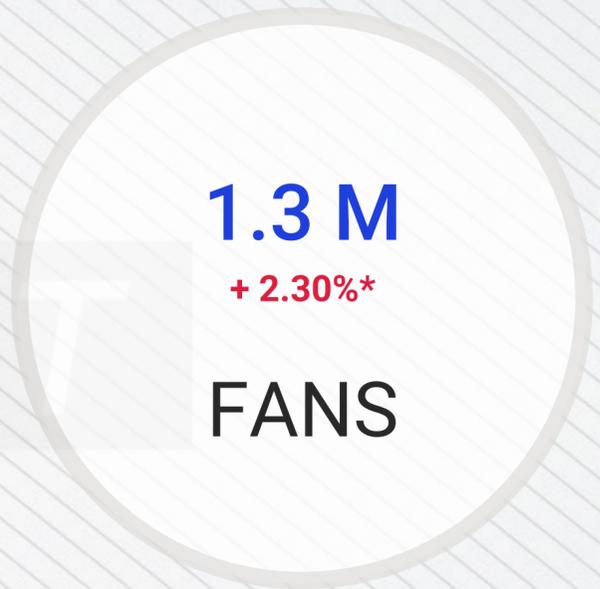
ITALY SnapShot / LBA Serie A



Total LBA Serie A Basketball Clubs analyzed.



Total LBA Serie A tech brands analyzed.



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

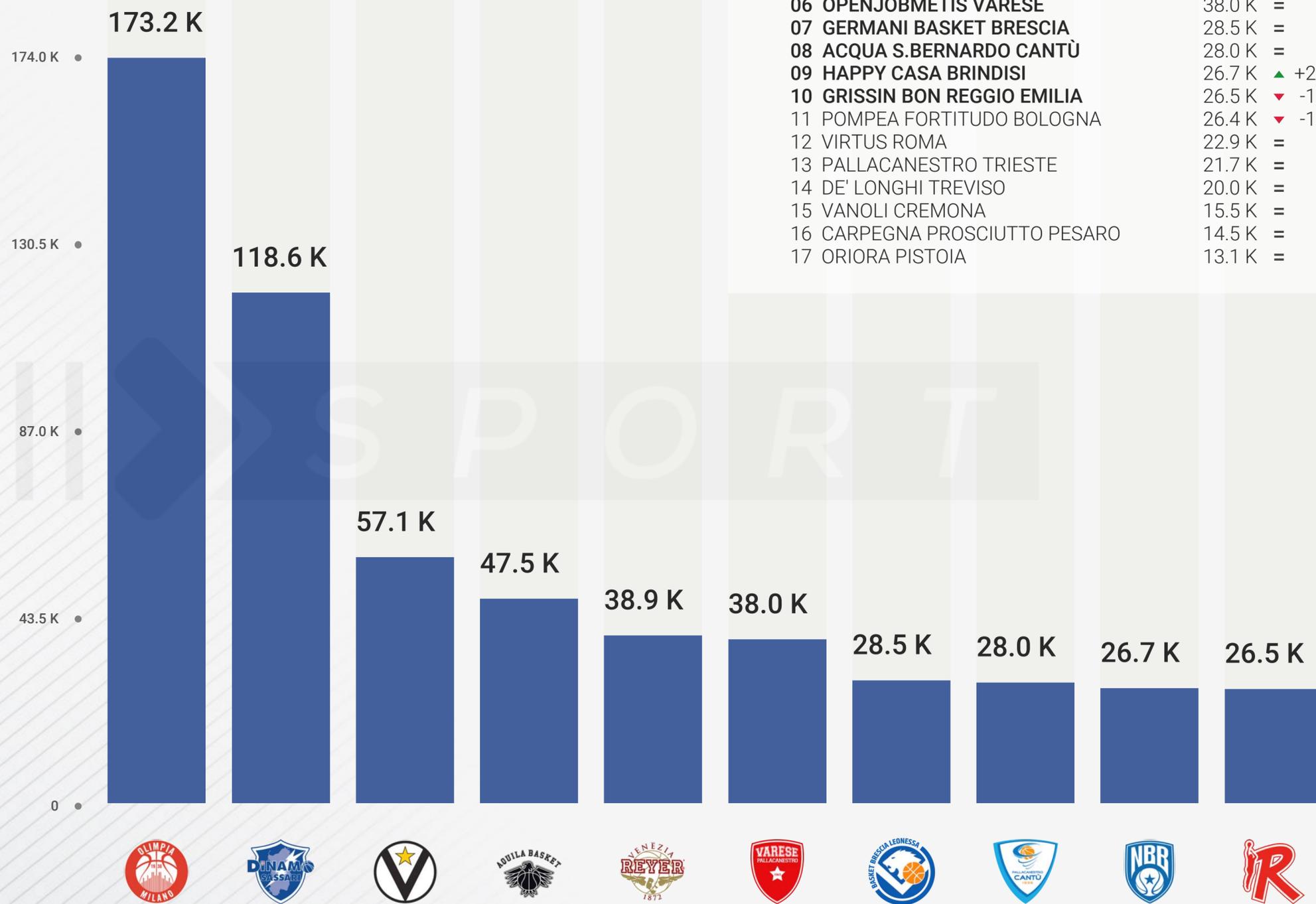
*[from October 05, 2019 to November 05, 2019]



LBA SERIE A Facebook



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



*[from October 05, 2019 to November 05, 2019]

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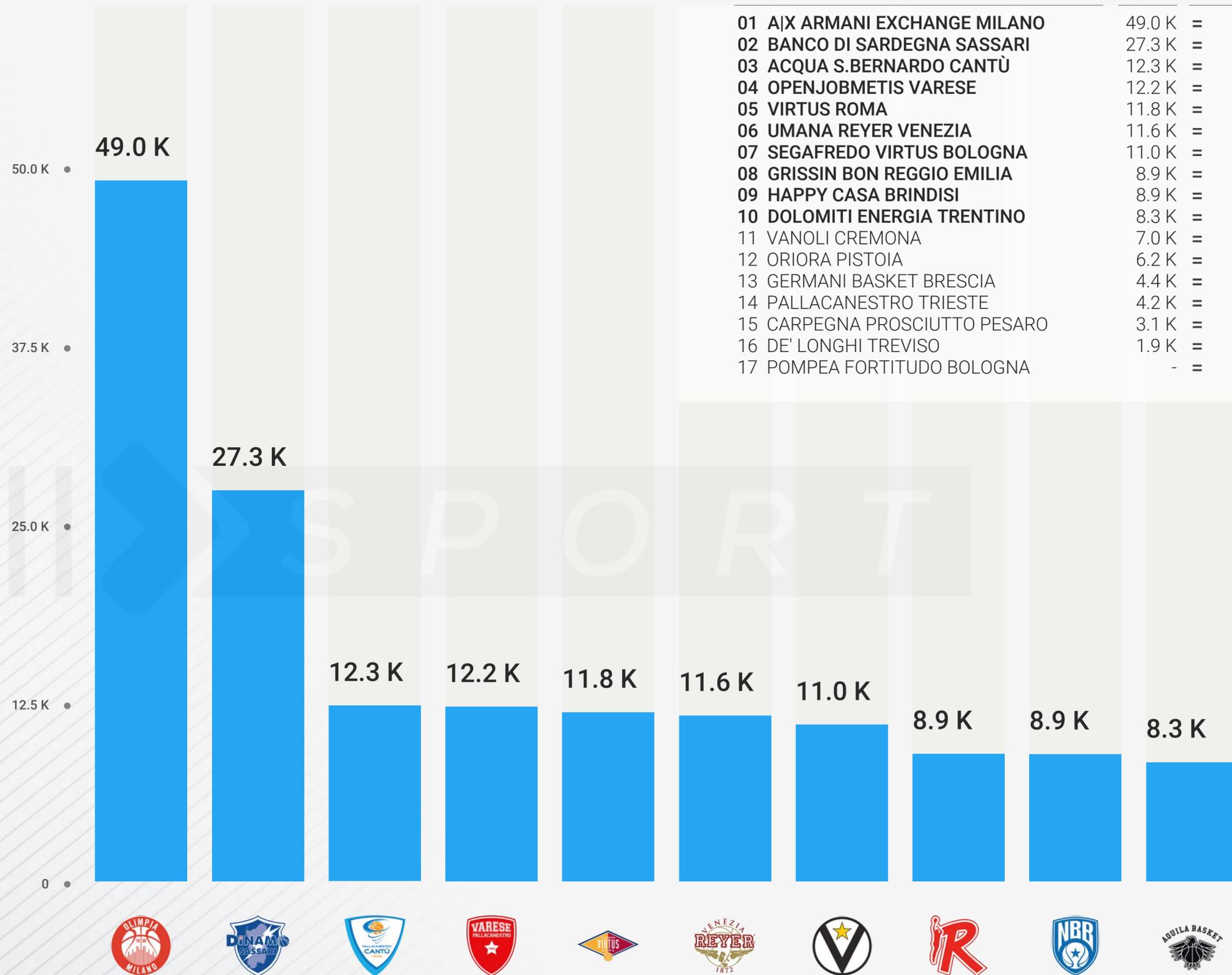


LBA SERIE A **Twitter**

TOTAL FANBASE
188 K



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



CLUBS	FANS	% VAR*
01 AIX ARMANI EXCHANGE MILANO	49.0 K =	+1.37
02 BANCO DI SARDEGNA SASSARI	27.3 K =	+0.51
03 ACQUA S. BERNARDO CANTÙ	12.3 K =	+0.24
04 OPENJOBMETIS VARESE	12.2 K =	+0.20
05 VIRTUS ROMA	11.8 K =	+0.88
06 UMANA REYER VENEZIA	11.6 K =	+0.81
07 SEGAFREDO VIRTUS BOLOGNA	11.0 K =	+2.01
08 GRISSIN BON REGGIO EMILIA	8.9 K =	+0.20
09 HAPPY CASA BRINDISI	8.9 K =	+0.72
10 DOLOMITI ENERGIA TRENINO	8.3 K =	+0.79
11 VANOLI CREMONA	7.0 K =	+0.27
12 ORIORA PISTOIA	6.2 K =	+0.26
13 GERMANI BASKET BRESCIA	4.4 K =	+0.99
14 PALLACANESTRO TRIESTE	4.2 K =	+0.05
15 CARPEGNA PROSCIUTTO PESARO	3.1 K =	+0.62
16 DE' LONGHI TREVISO	1.9 K =	+2.23
17 POMPEA FORTITUDO BOLOGNA	- =	-

*[from October 05, 2019 to November 05, 2019]

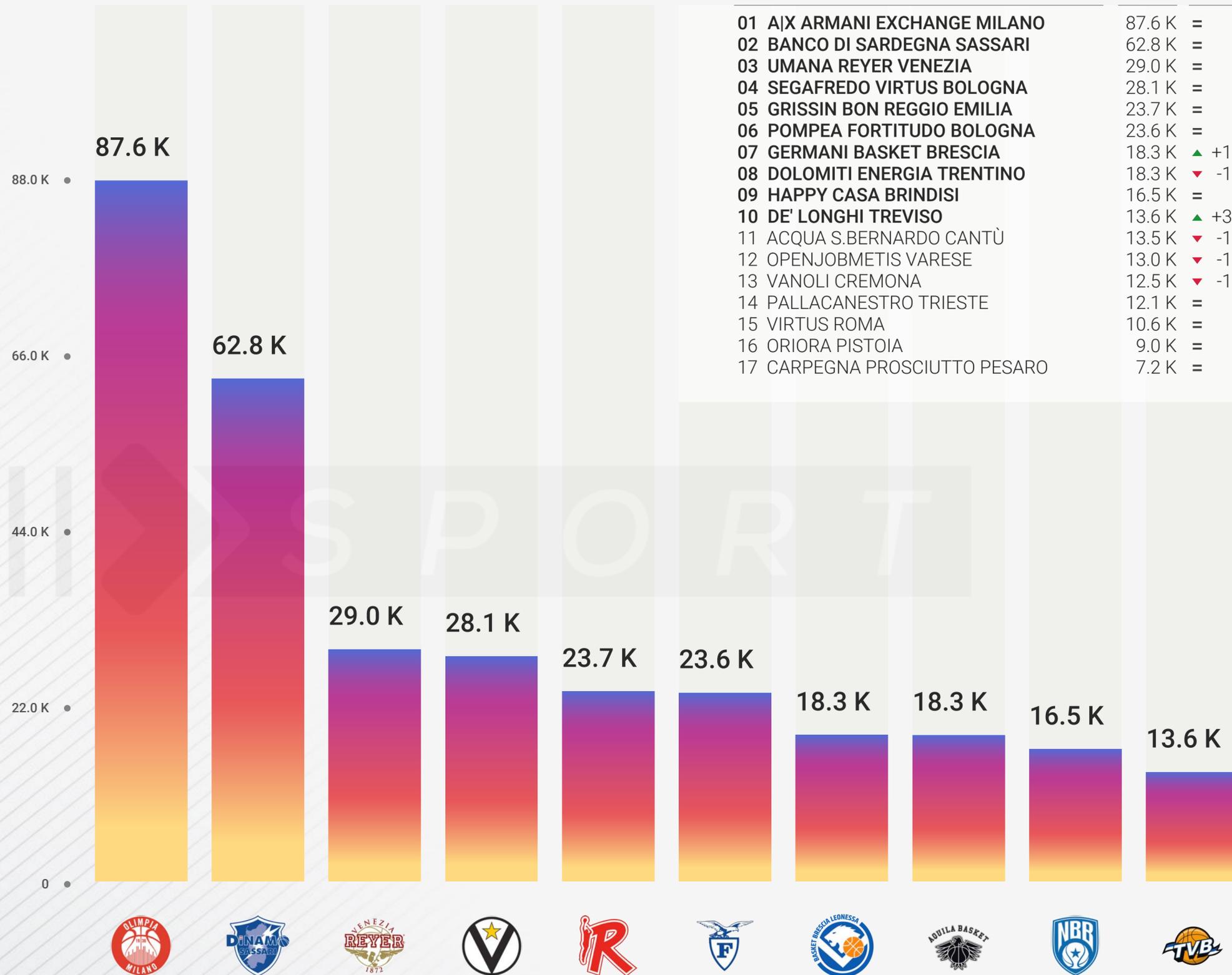


LBA SERIE A Instagram

TOTAL FANBASE
399 K



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



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LBA SERIE A YouTube

TOTAL FANBASE
39 K



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



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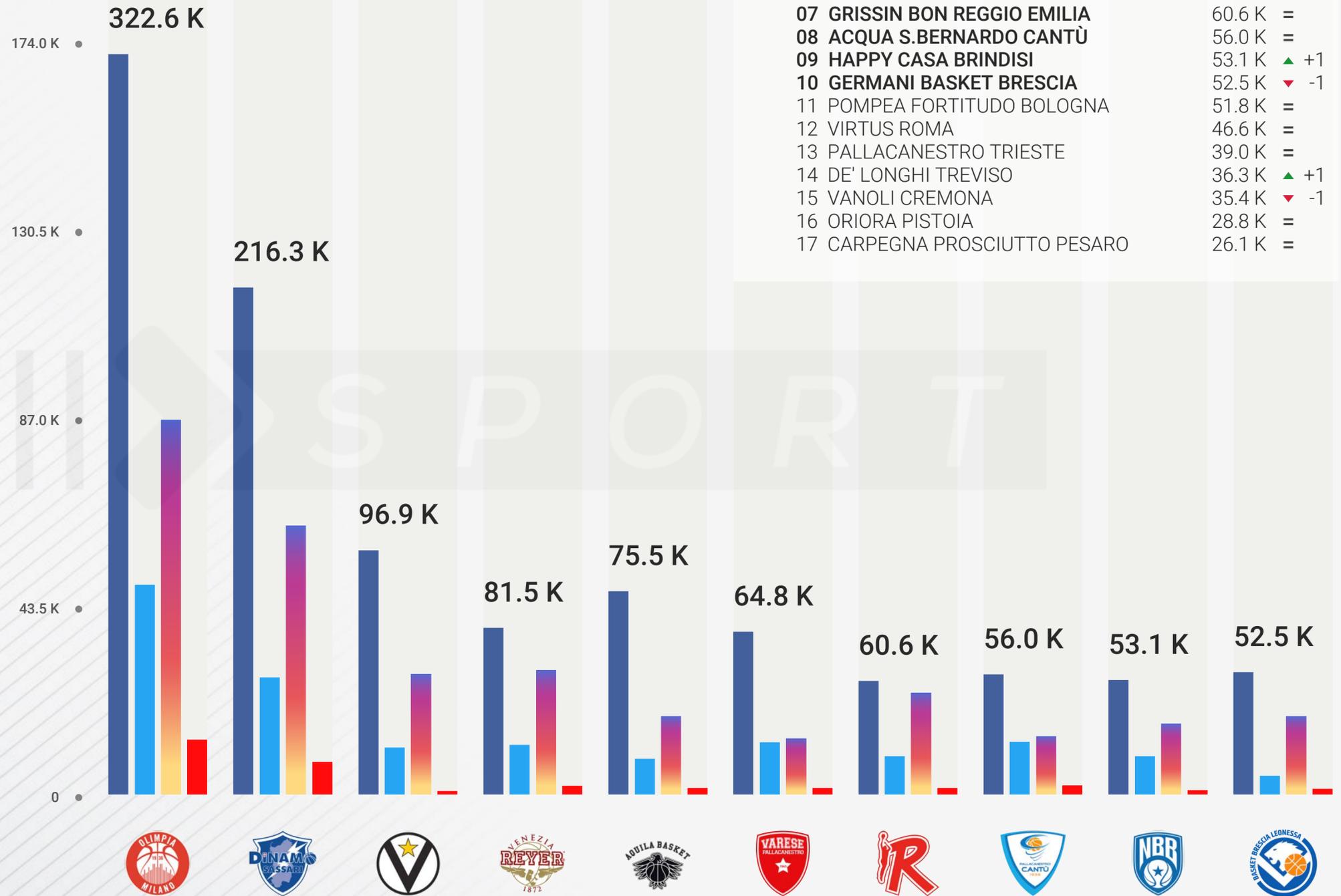
LBA SERIE A Social

TOTAL FANBASE
1.3 M

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

*[from October 05, 2019 to November 05, 2019]

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LBA SERIE A Brands



TOTAL FANBASE
1.3 M



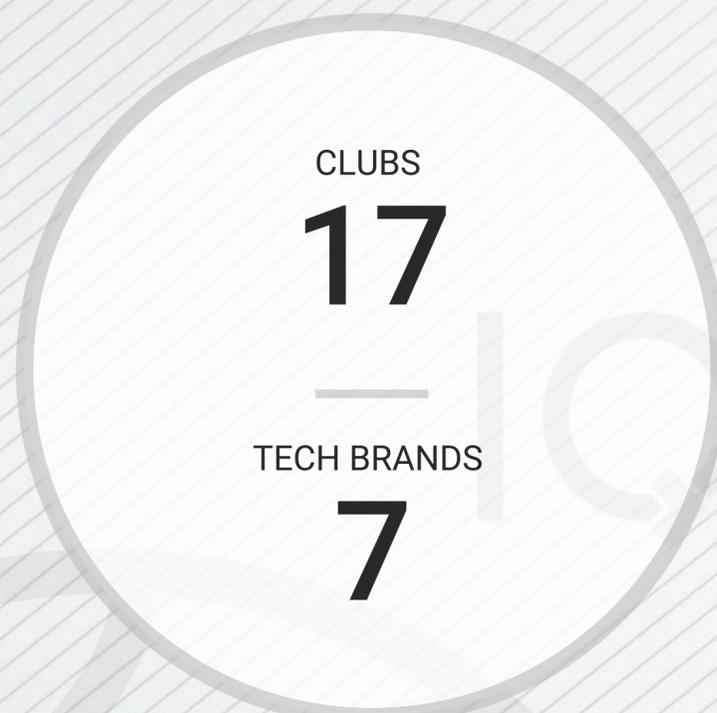
Potential Social Media exposition of the **Tech Brands** in relation to the total fanbase of the 17 sponsored LBA Serie A basketball clubs.

*[from October 05, 2019 to November 05, 2019]

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LBA SERIE A Brands



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

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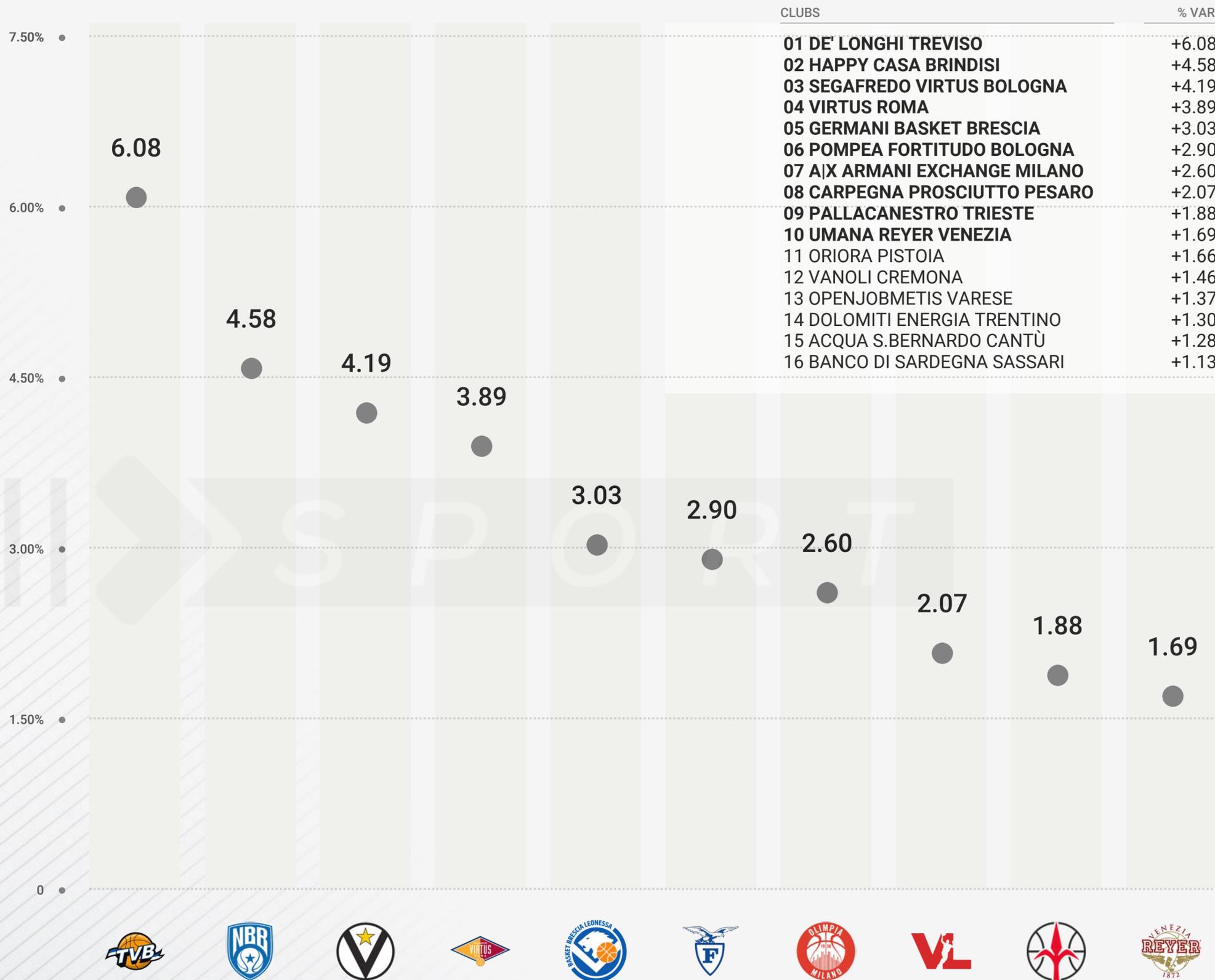
LBA SERIE A Grown Up



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

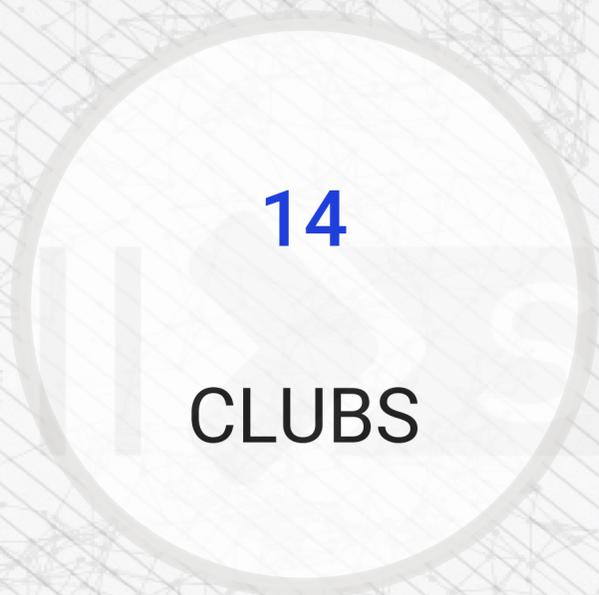
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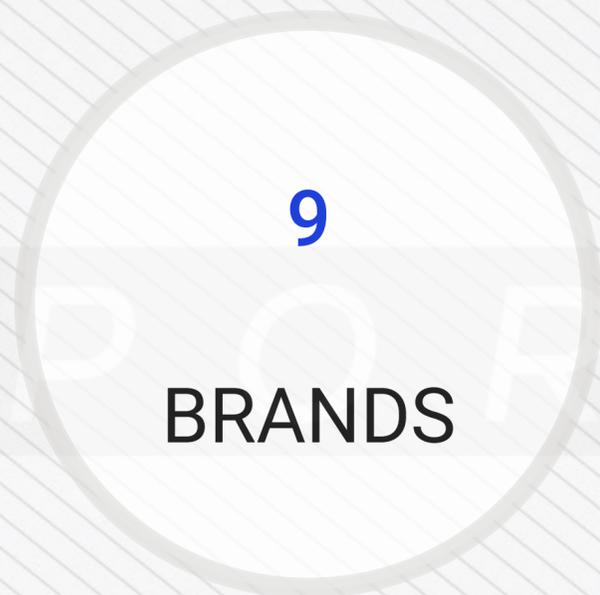




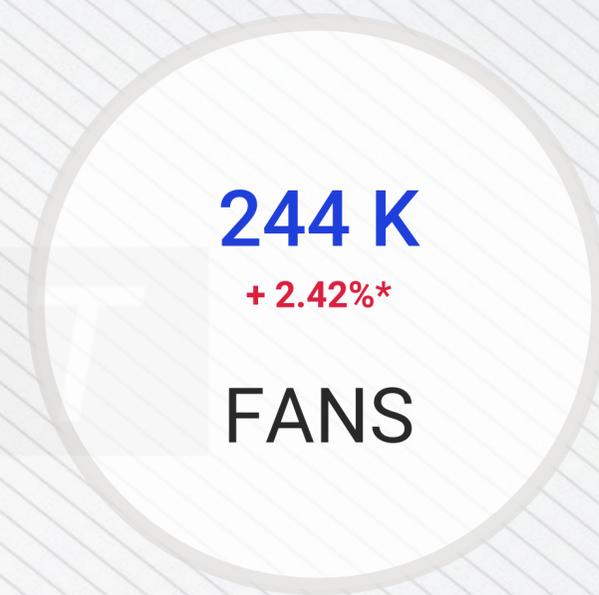
ITALY SnapShot / LNP Serie A2 Ovest



Total LNP Serie A2 Ovest Basketball Clubs analyzed.



Total LNP Serie A2 Ovest tech brands analyzed.



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

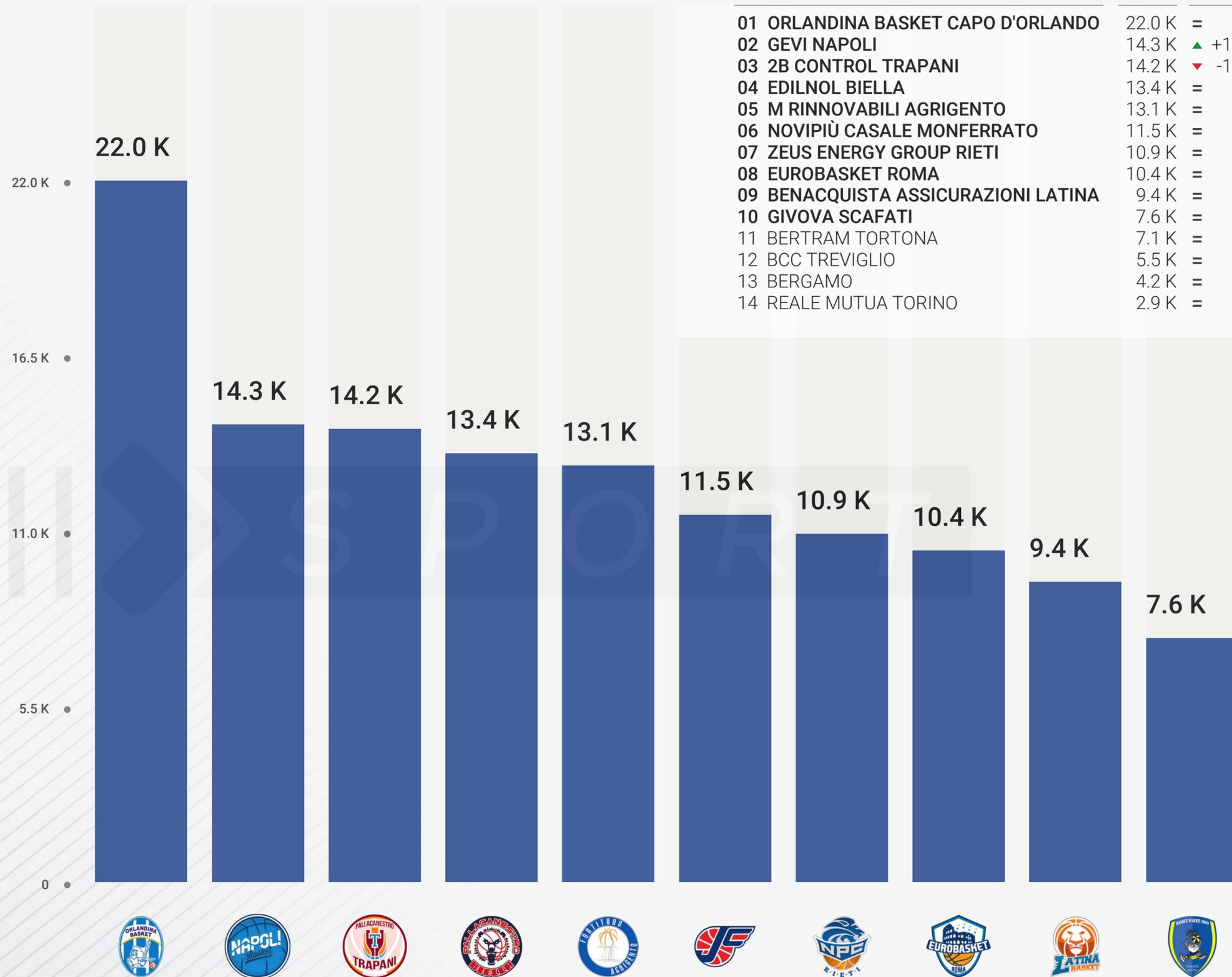
*[from October 05, 2019 to November 05, 2019]



LNP SERIE A2 OVEST Facebook



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



*[from October 05, 2019 to November 05, 2019]

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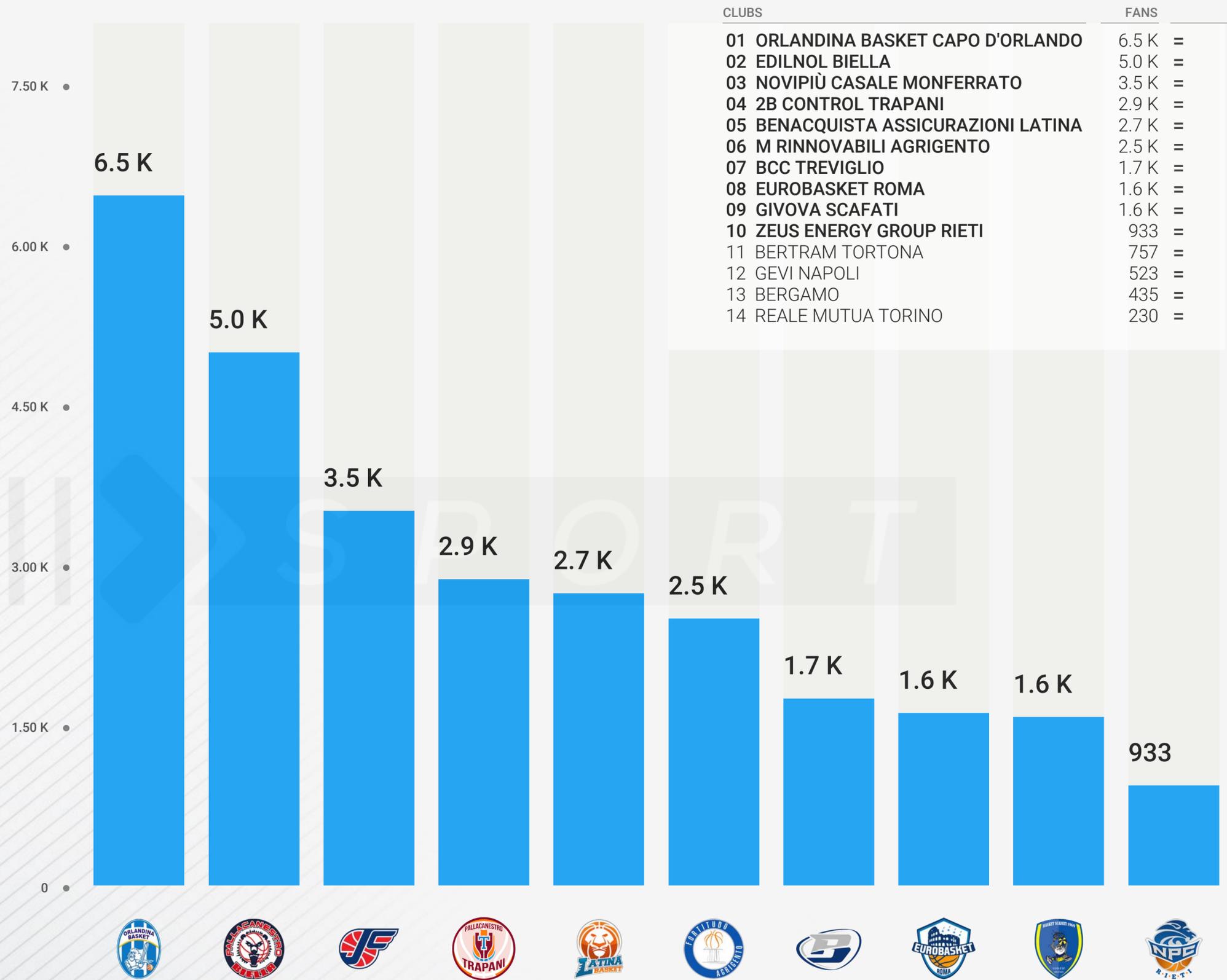


LNP SERIE A2 OVEST **Twitter**

TOTAL FANBASE
31 K



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



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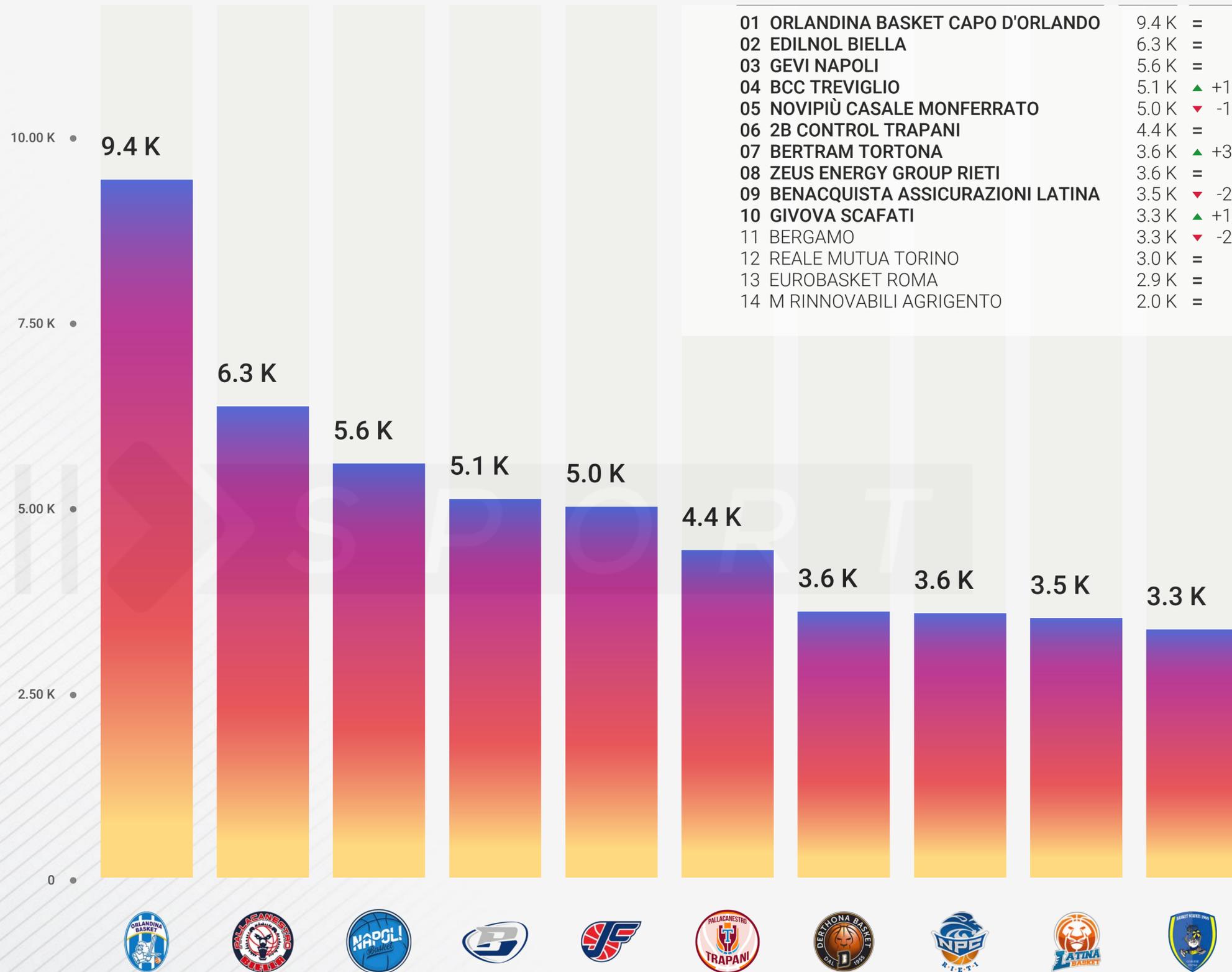


LNP SERIE A2 OVEST Instagram

TOTAL FANBASE
61 K



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



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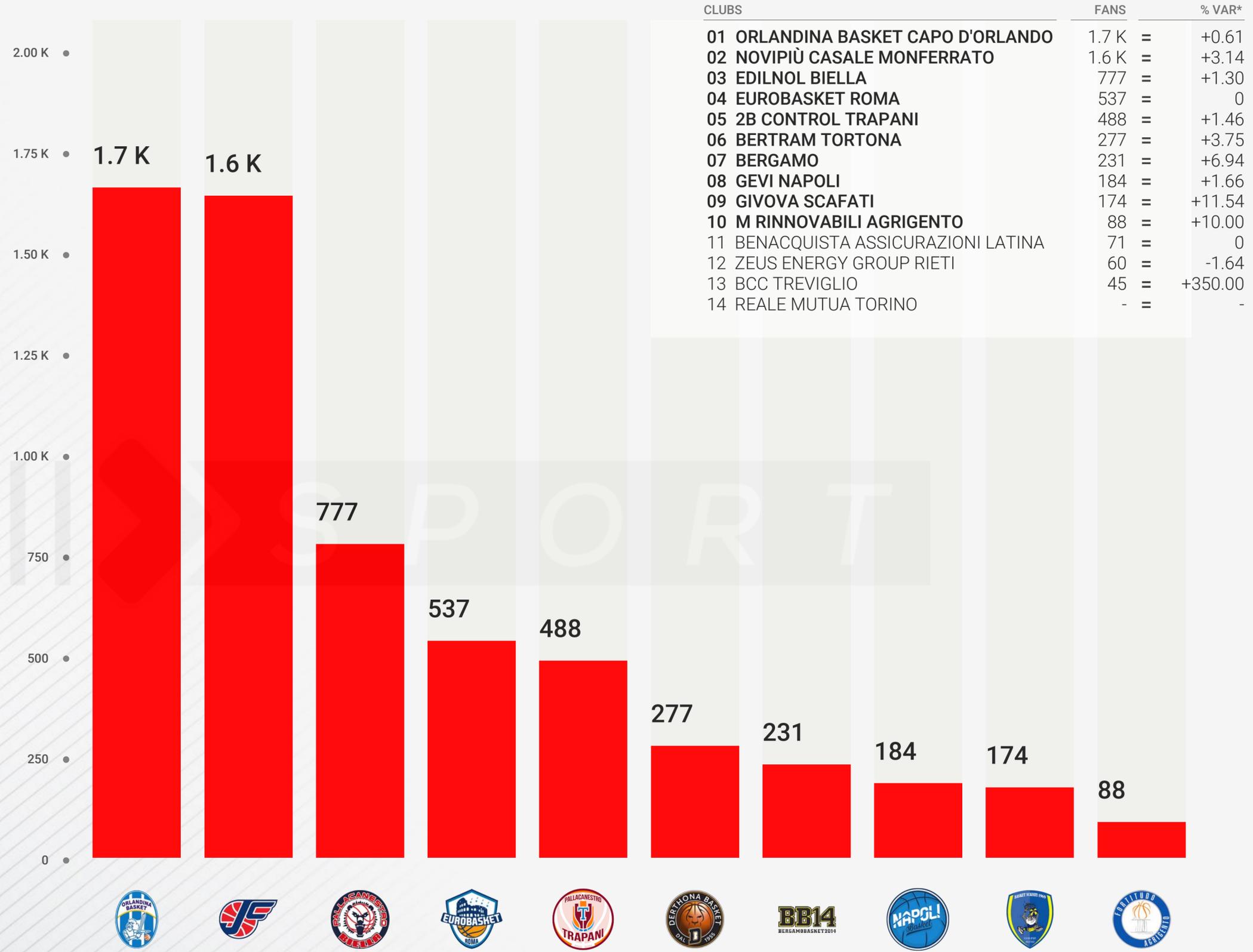


LNP SERIE A2 OVEST **YouTube**

TOTAL FANBASE
6 K



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



*[from October 05, 2019 to November 05, 2019]



LNP SERIE A2 OVEST Social

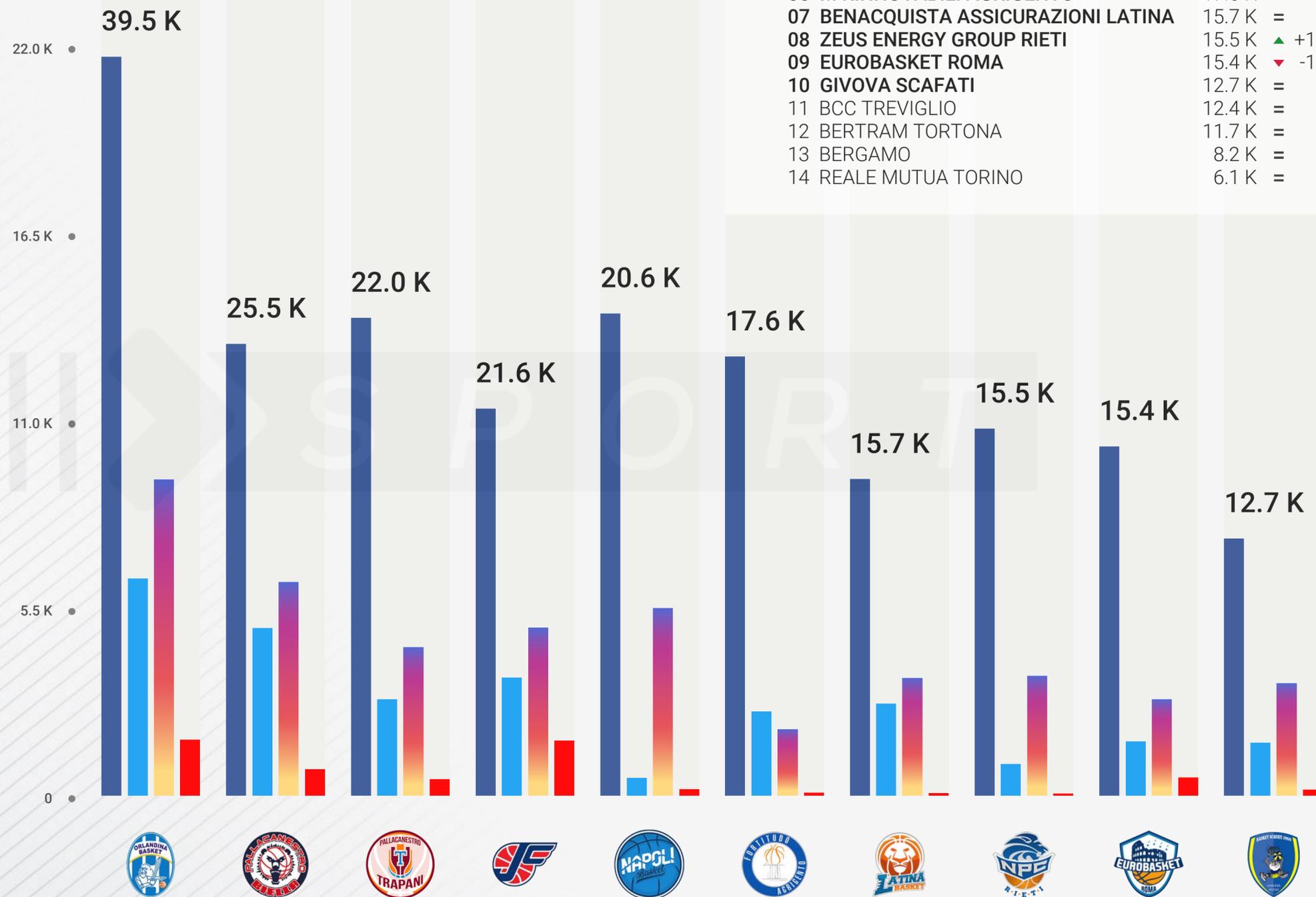
TOTAL FANBASE
244 K

f   

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

*[from October 05, 2019 to November 05, 2019]

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LNP SERIE A2 OVEST Brands



TOTAL FANBASE

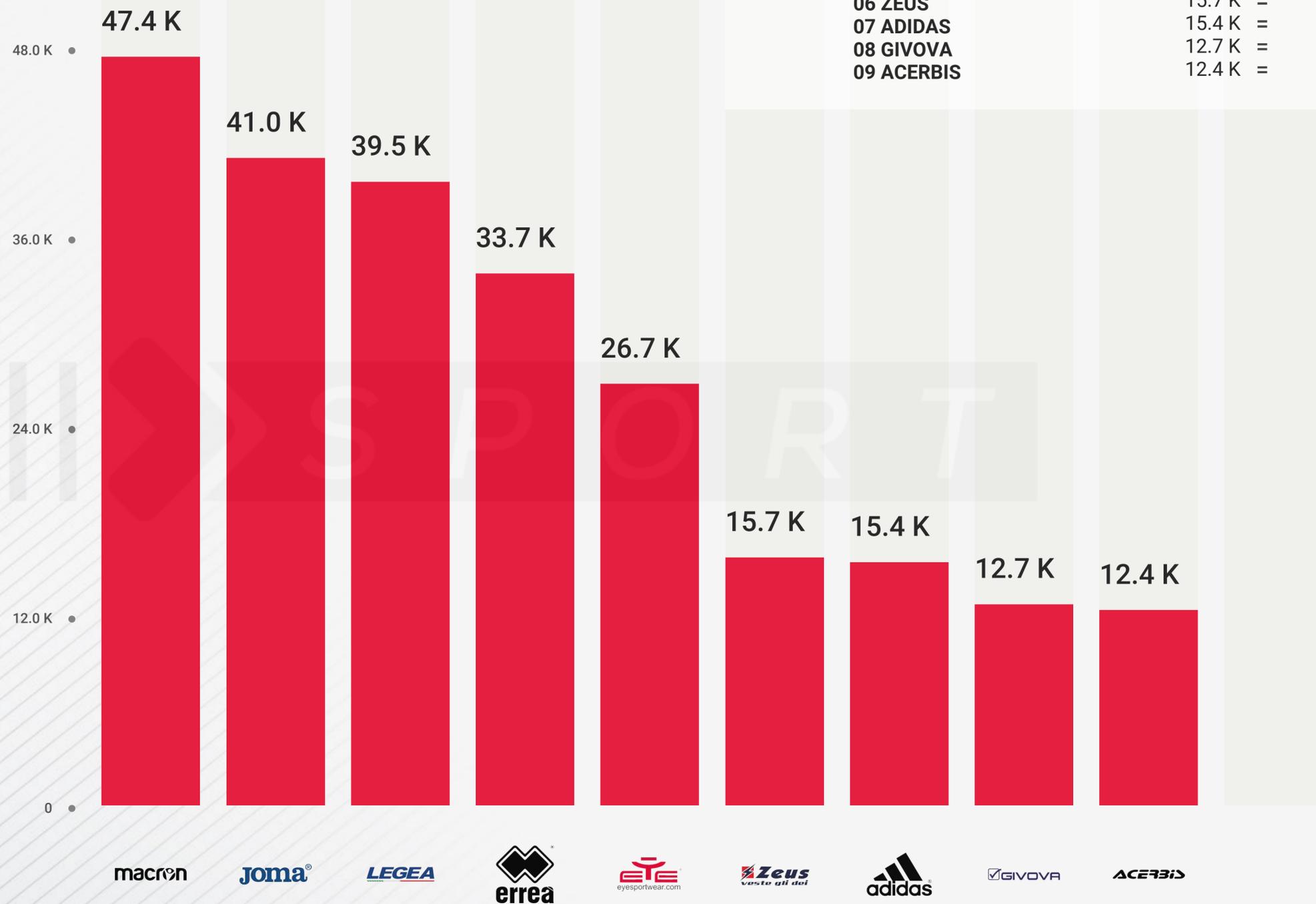
244 K



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

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SPONSORS	FANS	% VAR*
01 MACRON	47.4 K =	+2.24
02 JOMA	41.0 K =	+2.24
03 LEGEA	39.5 K =	+0.87
04 ERREA	33.7 K =	+2.97
05 EYE SPORT	26.7 K =	+4.52
06 ZEUS	15.7 K =	+0.58
07 ADIDAS	15.4 K =	+1.51
08 GIVOVA	12.7 K =	+3.20
09 ACERBIS	12.4 K =	+5.71



LNP SERIE A2 OVEST Brands



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



*[from October 05, 2019 to November 05, 2019]

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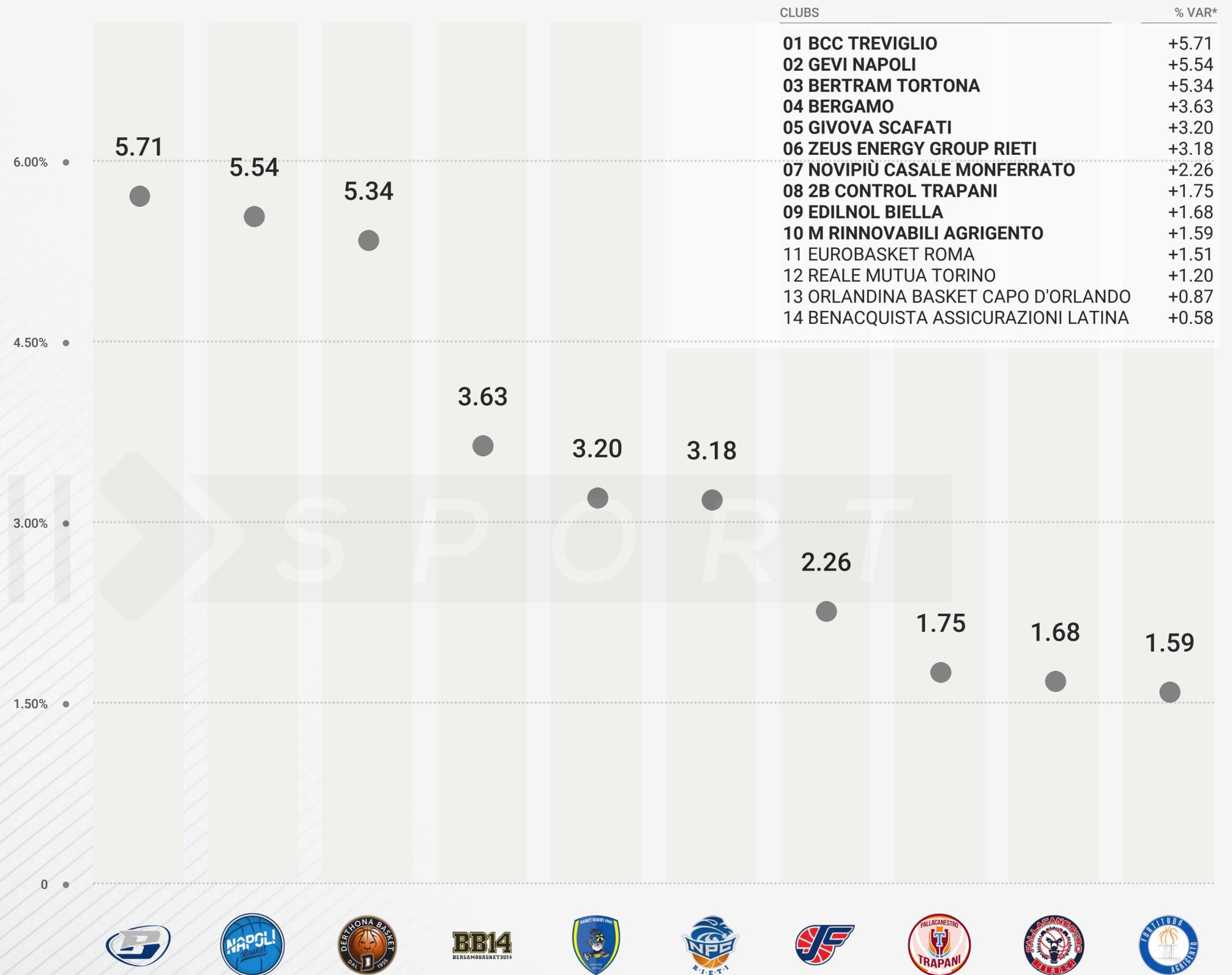
LNP SERIE A2 OVEST Grown Up



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

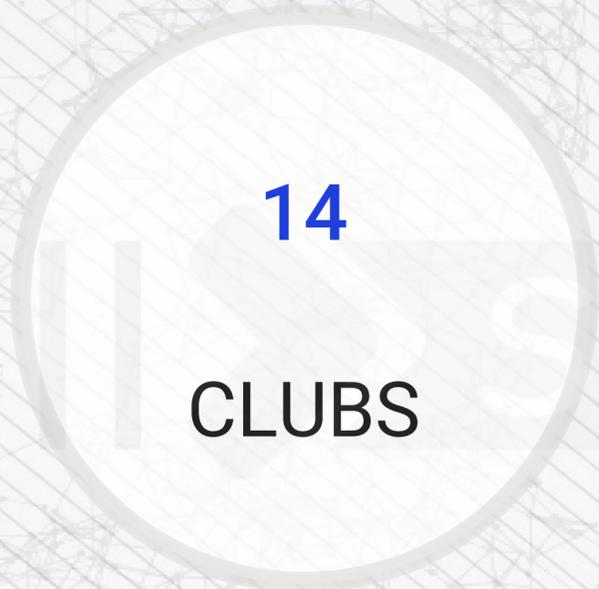
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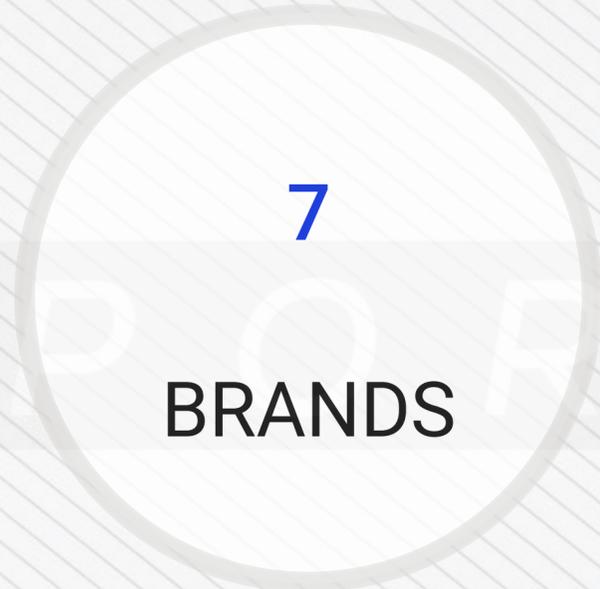




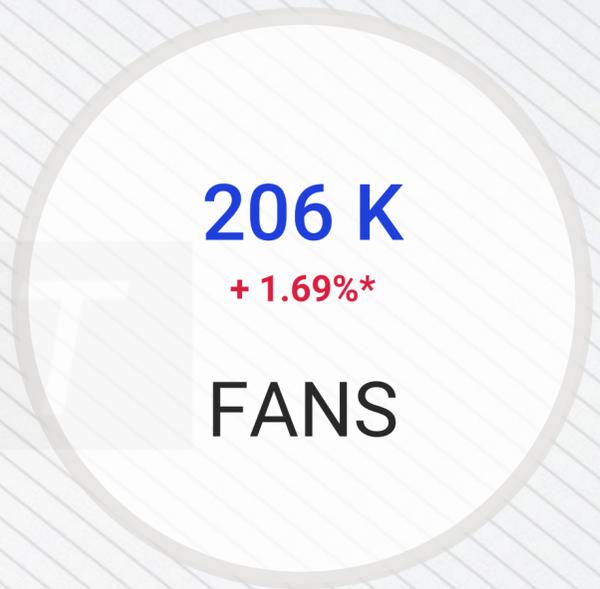
ITALY SnapShot / LNP Serie A2 Est



Total LNP Serie A2 Est Basketball Clubs analyzed.



Total LNP Serie A2 Est tech brands analyzed.



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

*[from October 05, 2019 to November 05, 2019]



LNP SERIE A2 EST Facebook



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

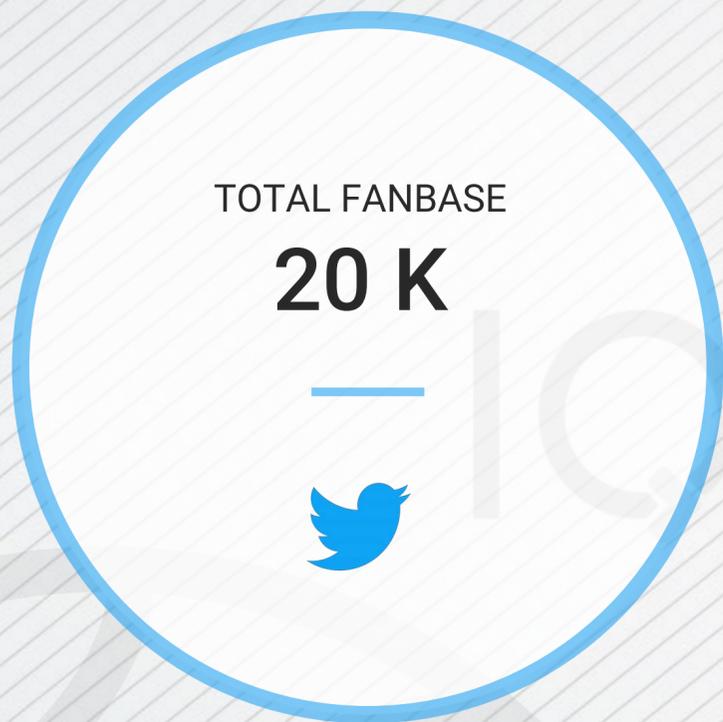


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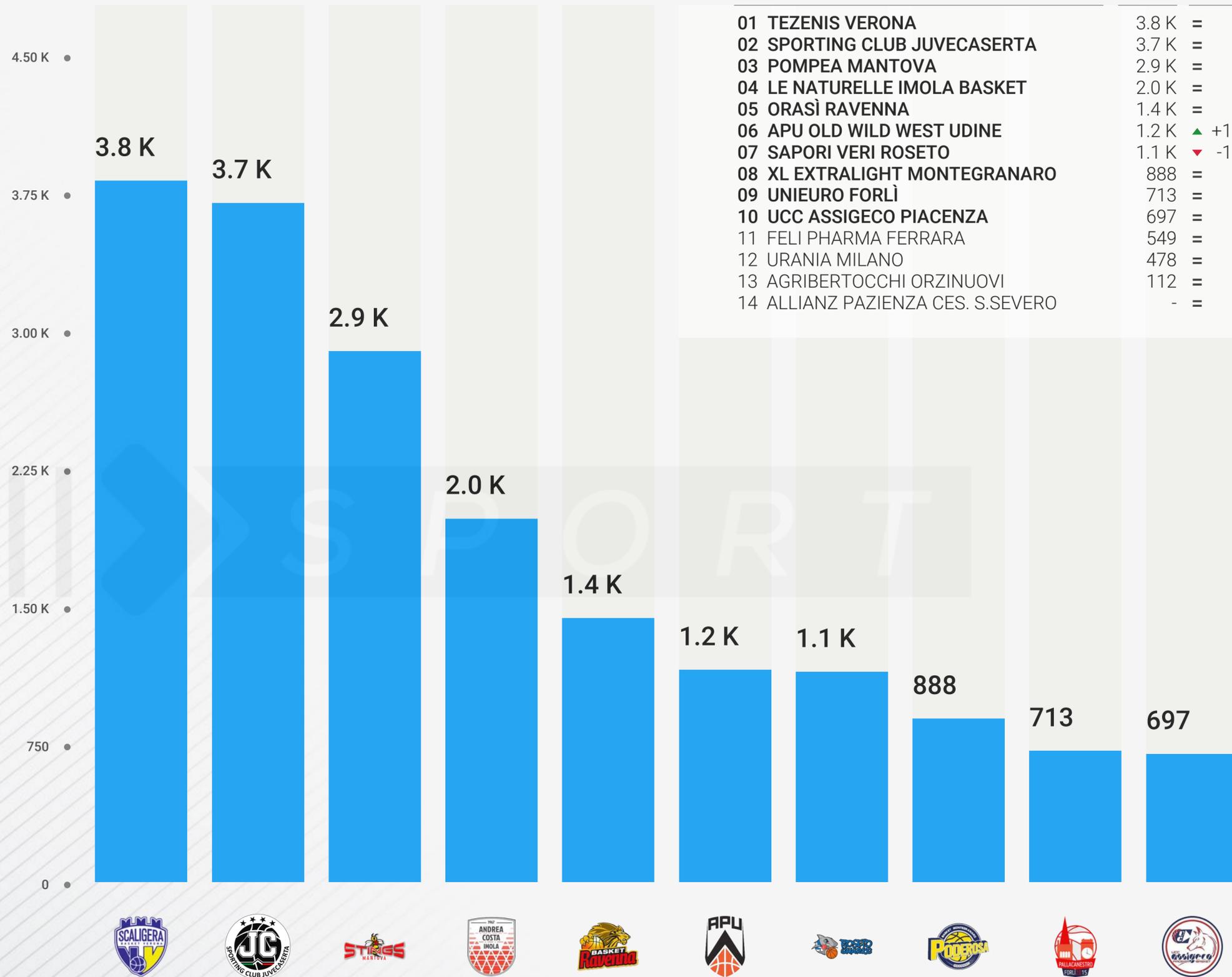
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LNP SERIE A2 EST **Twitter**



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



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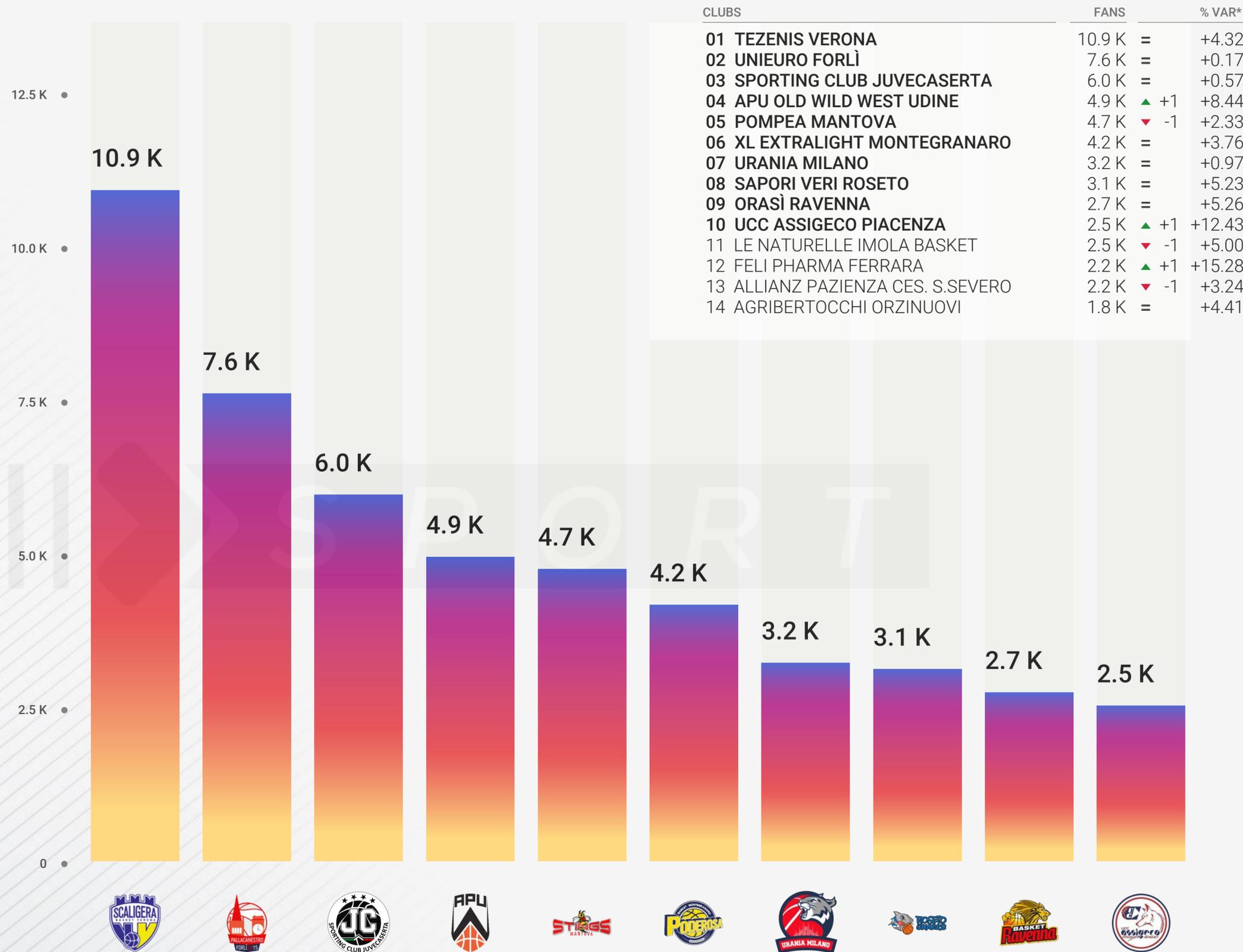


LNP SERIE A2 EST Instagram

TOTAL FANBASE
59 K



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



*[from October 05, 2019 to November 05, 2019]

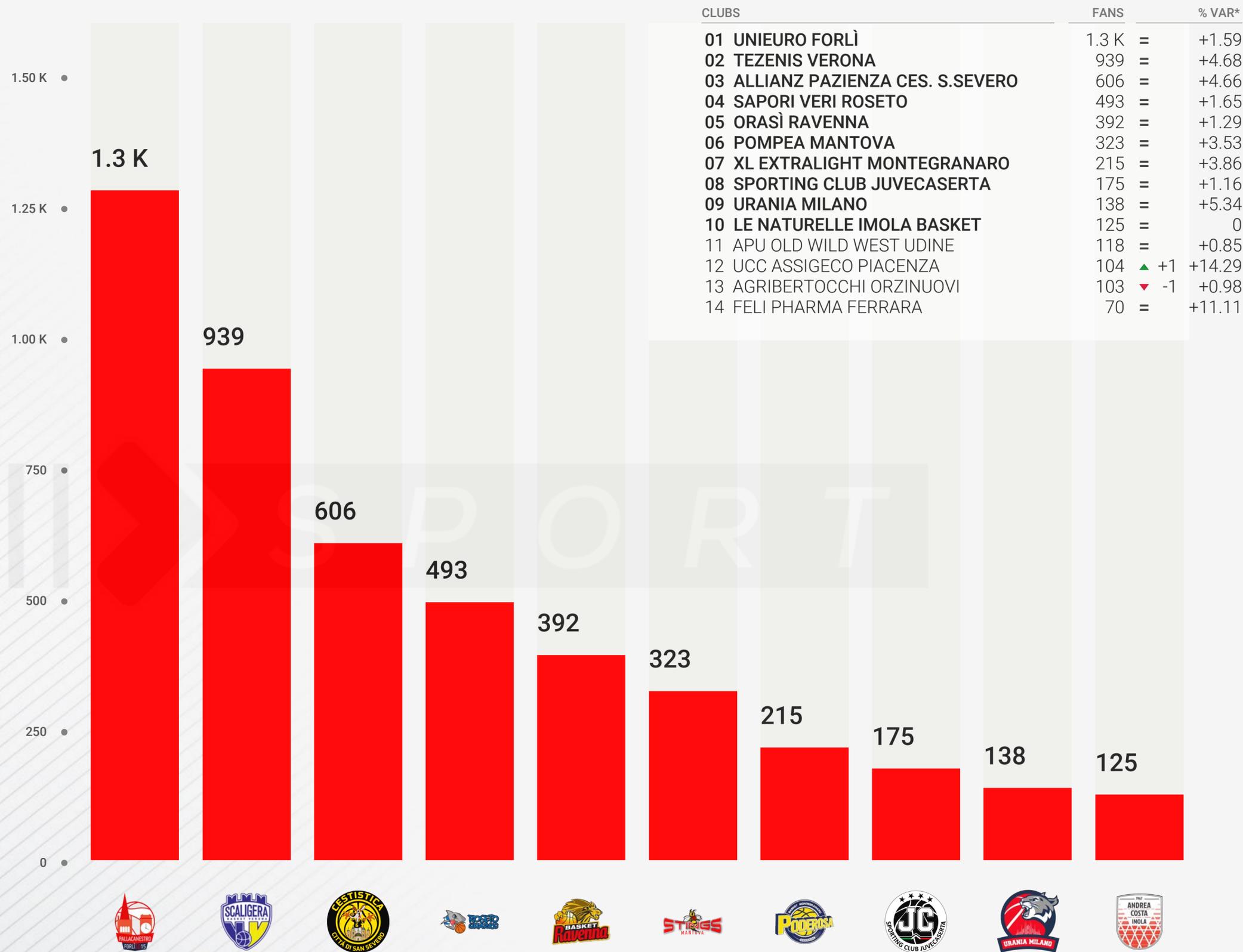
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LNP SERIE A2 EST YouTube



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



*[from October 05, 2019 to November 05, 2019]

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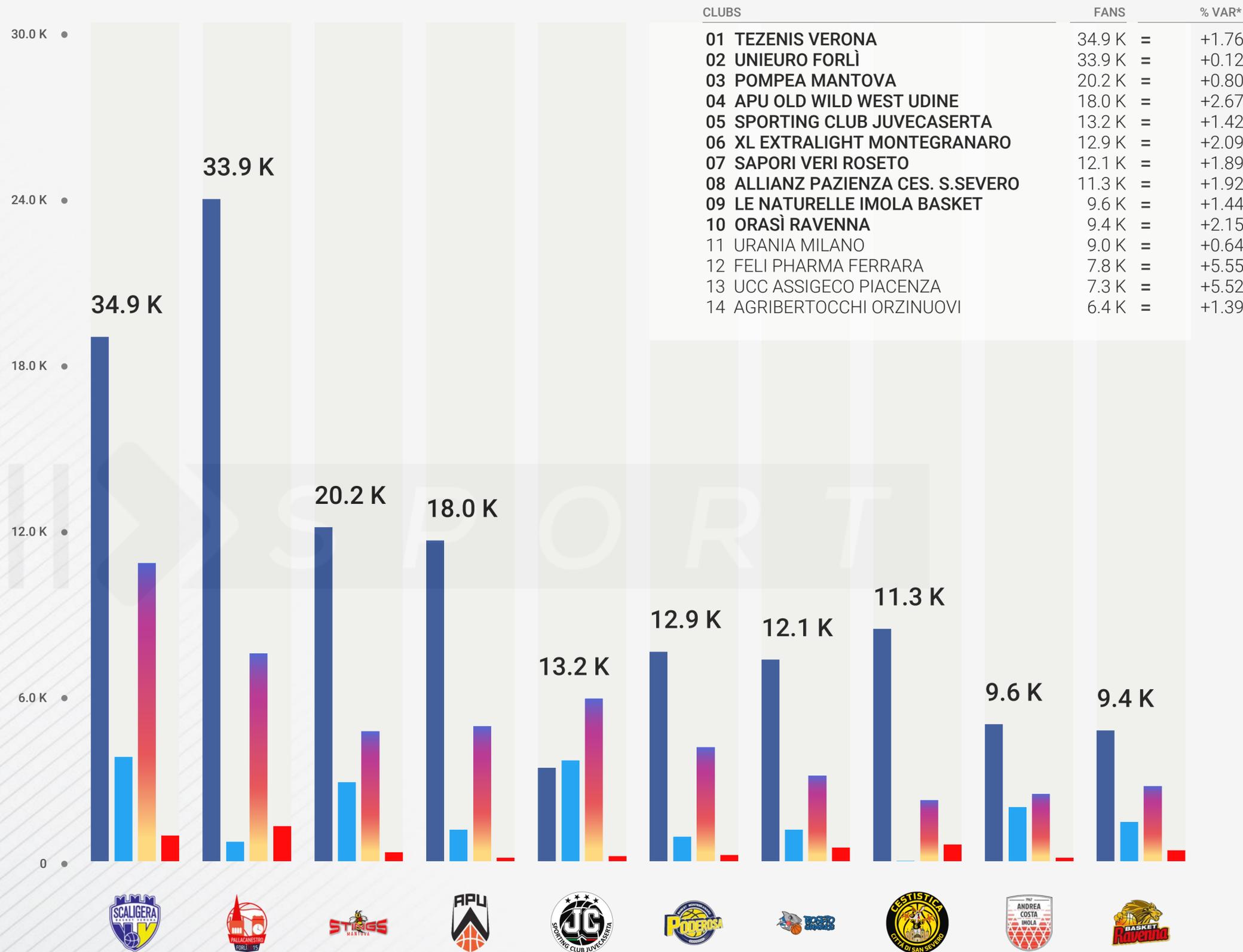
LNP SERIE A2 EST Social



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

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LNP SERIE A2 EST Brands



TOTAL FANBASE
206 K



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

*[from October 05, 2019 to November 05, 2019]



LNP SERIE A2 EST Brands



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



*[from October 05, 2019 to November 05, 2019]

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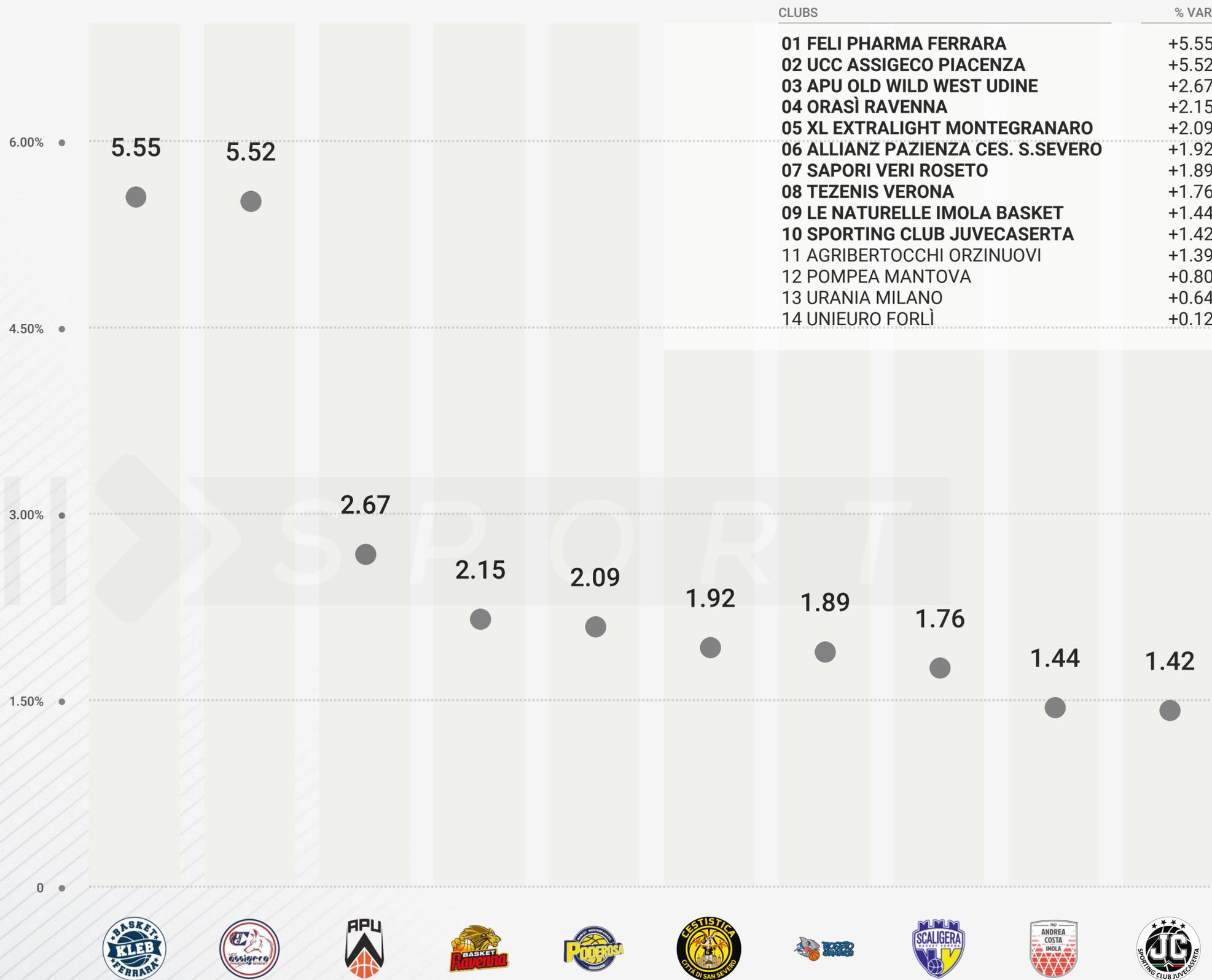
LNP SERIE A2 EST Grown Up



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

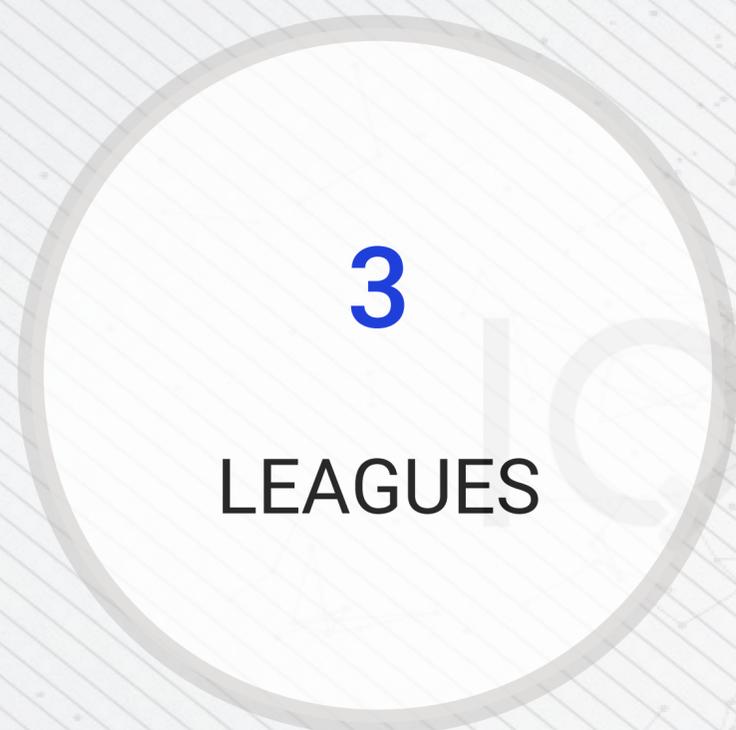
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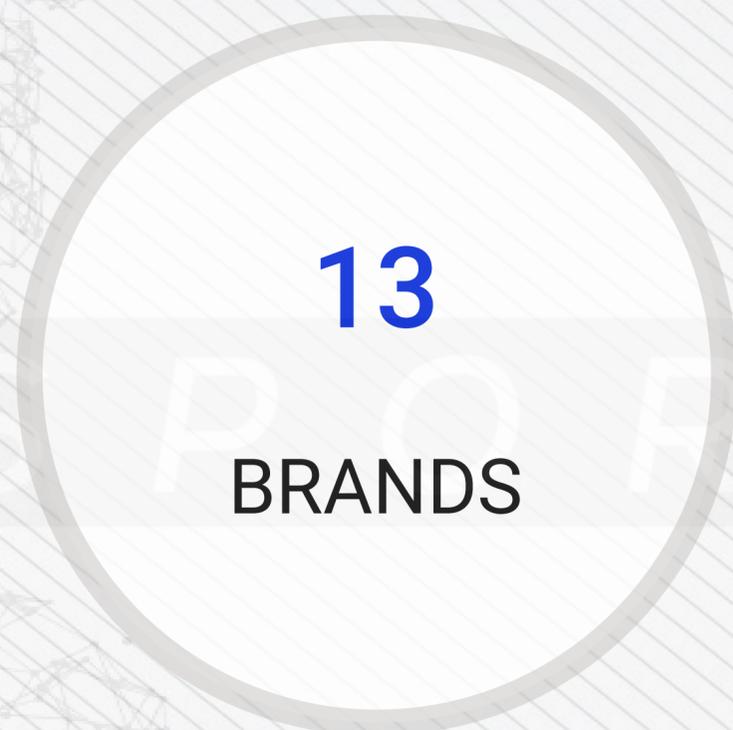
ITALY SnapShot / Overview



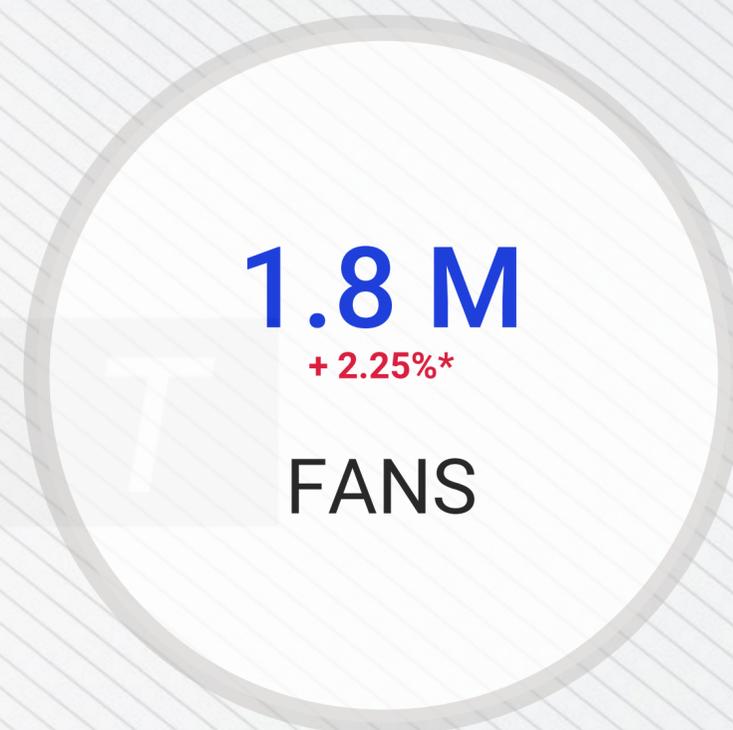
Total LEAGUES analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



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 tech 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 October 05, 2019 to November 05, 2019]



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 October 05, 2019 to November 05, 2019]



ITALY **Instagram**

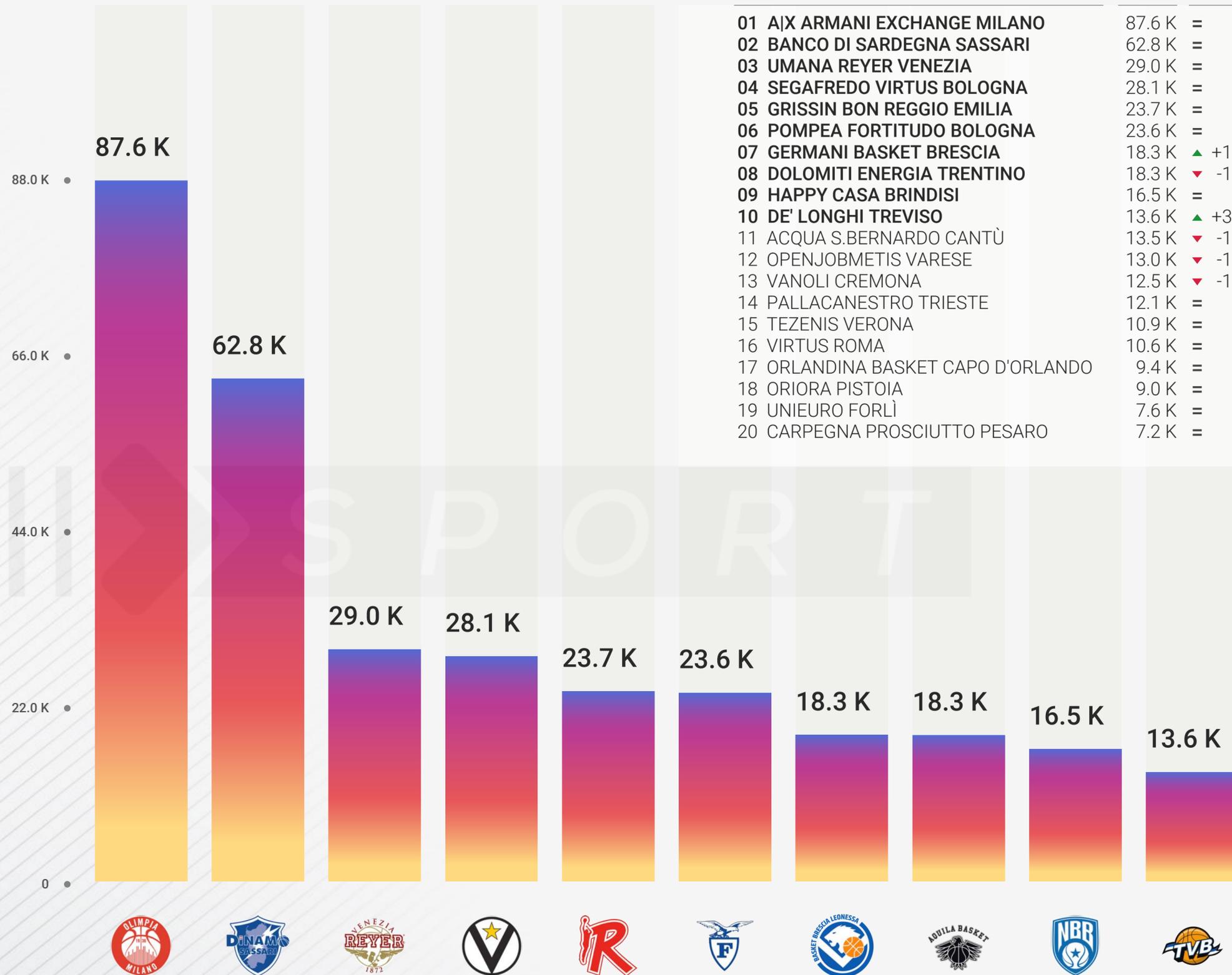
TOTAL FANBASE
519 K



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 October 05, 2019 to November 05, 2019]

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ITALY **YouTube**



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

*[from October 05, 2019 to November 05, 2019]



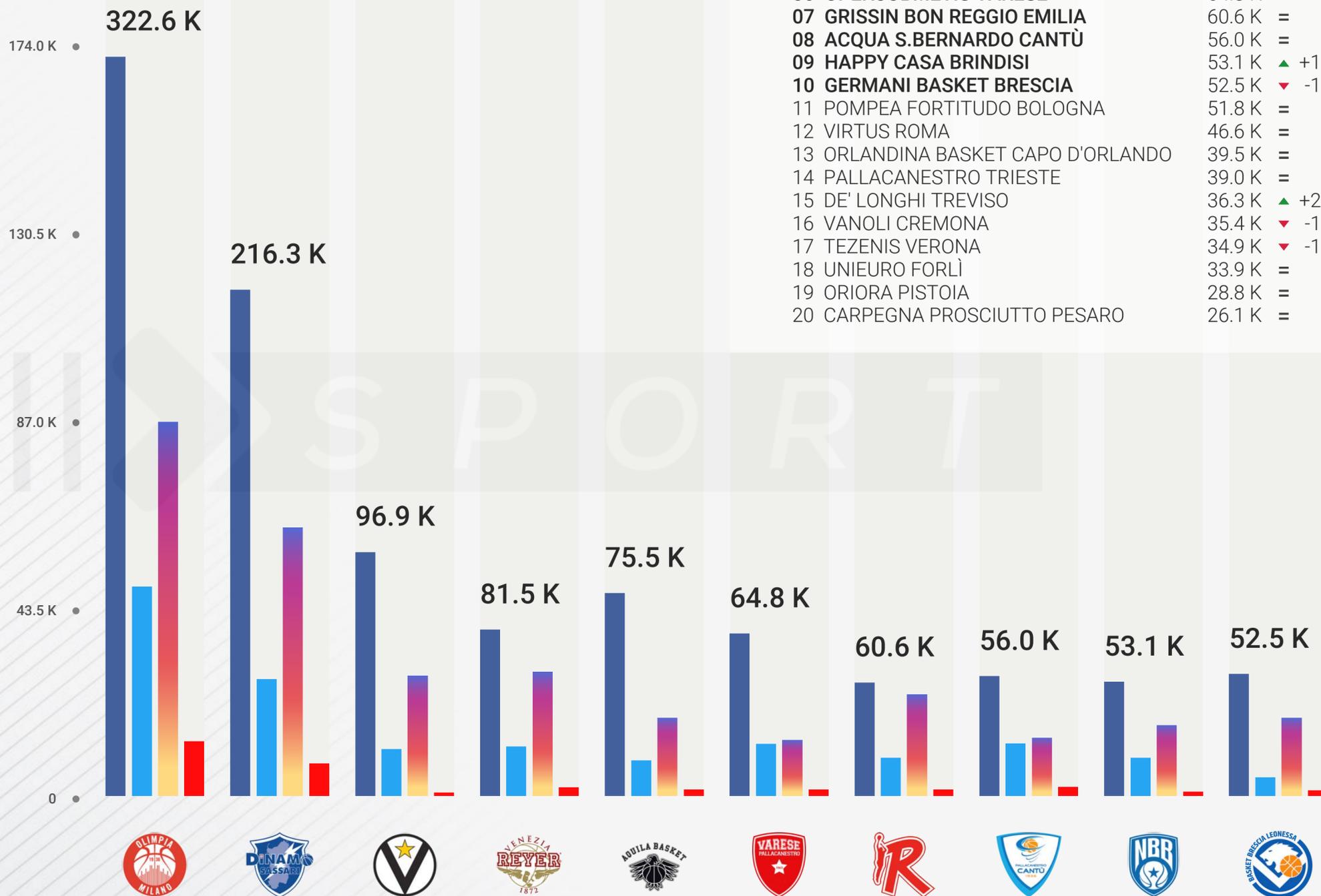
ITALY Social



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 October 05, 2019 to November 05, 2019]

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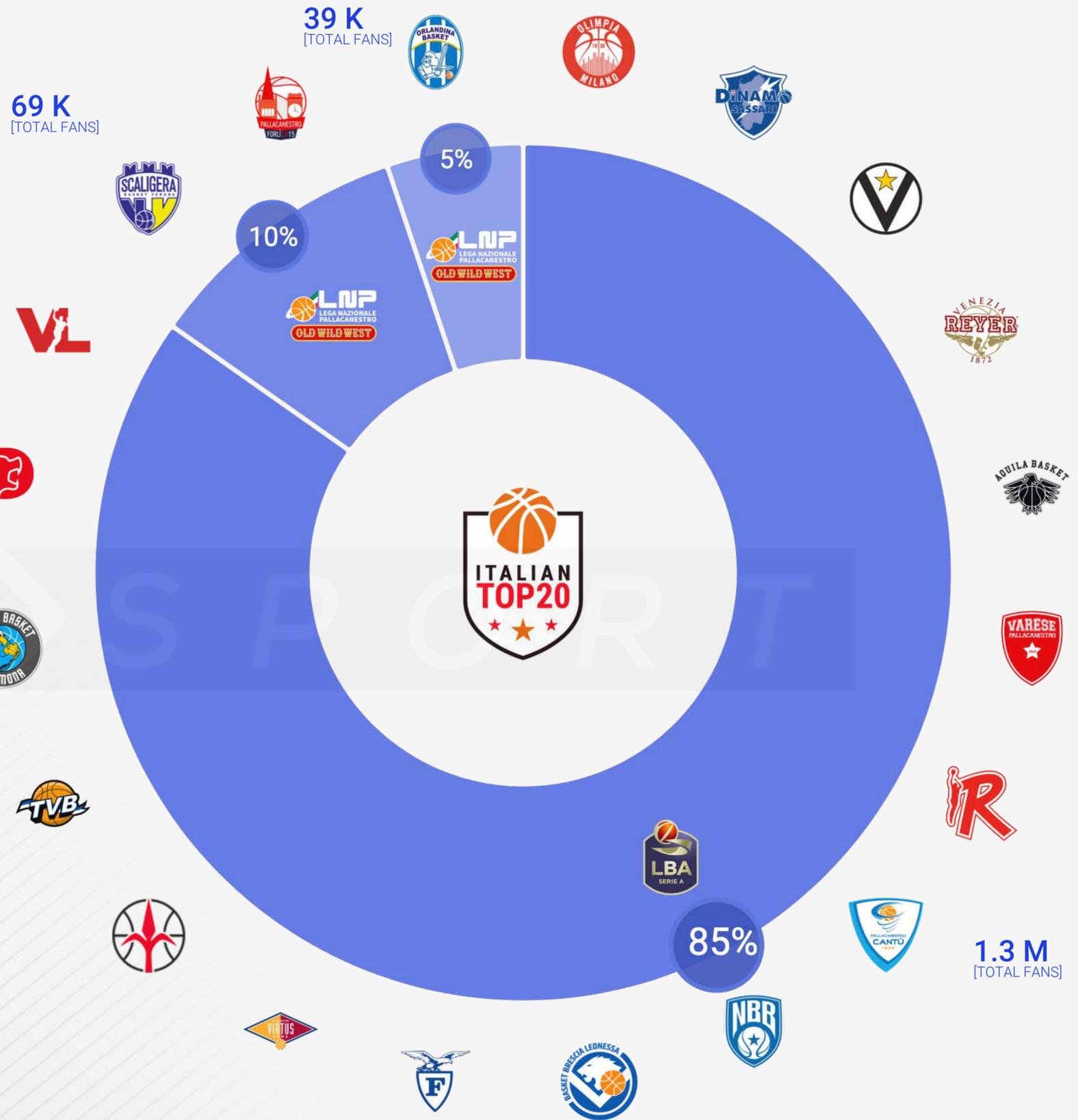
ITALY Clubs



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 October 05, 2019 to November 05, 2019]

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ITALY Social Brands

TOTAL FANBASE
1.8 M

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

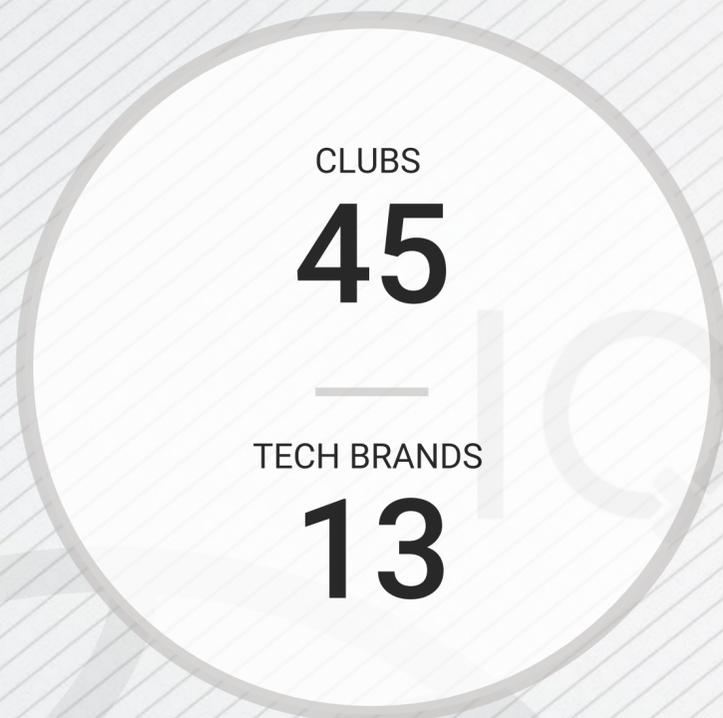


*[from October 05, 2019 to November 05, 2019]

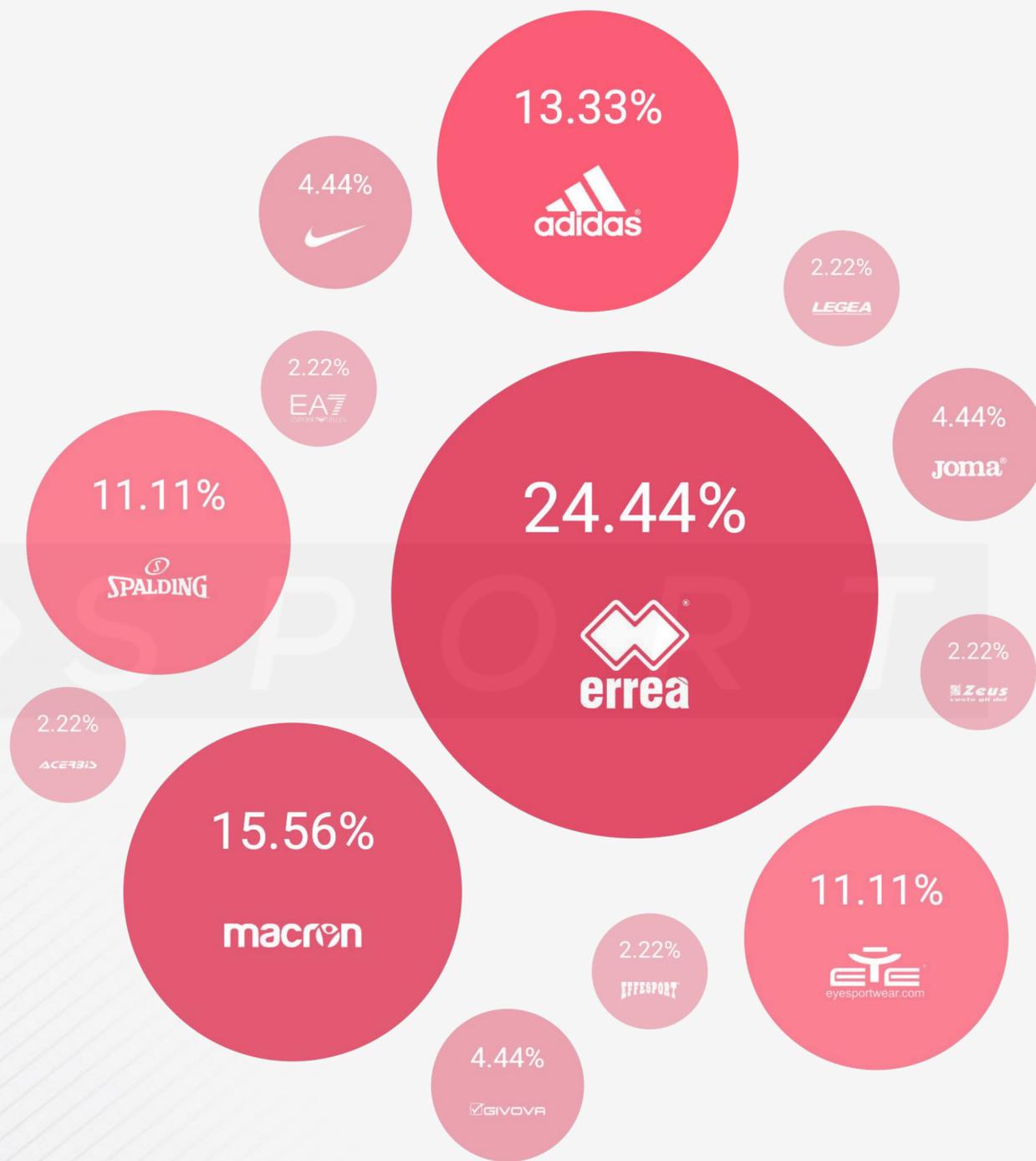
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ITALY Tech Brands



TECH BRANDS coverage in relation to the 45 sponsored basketball clubs.



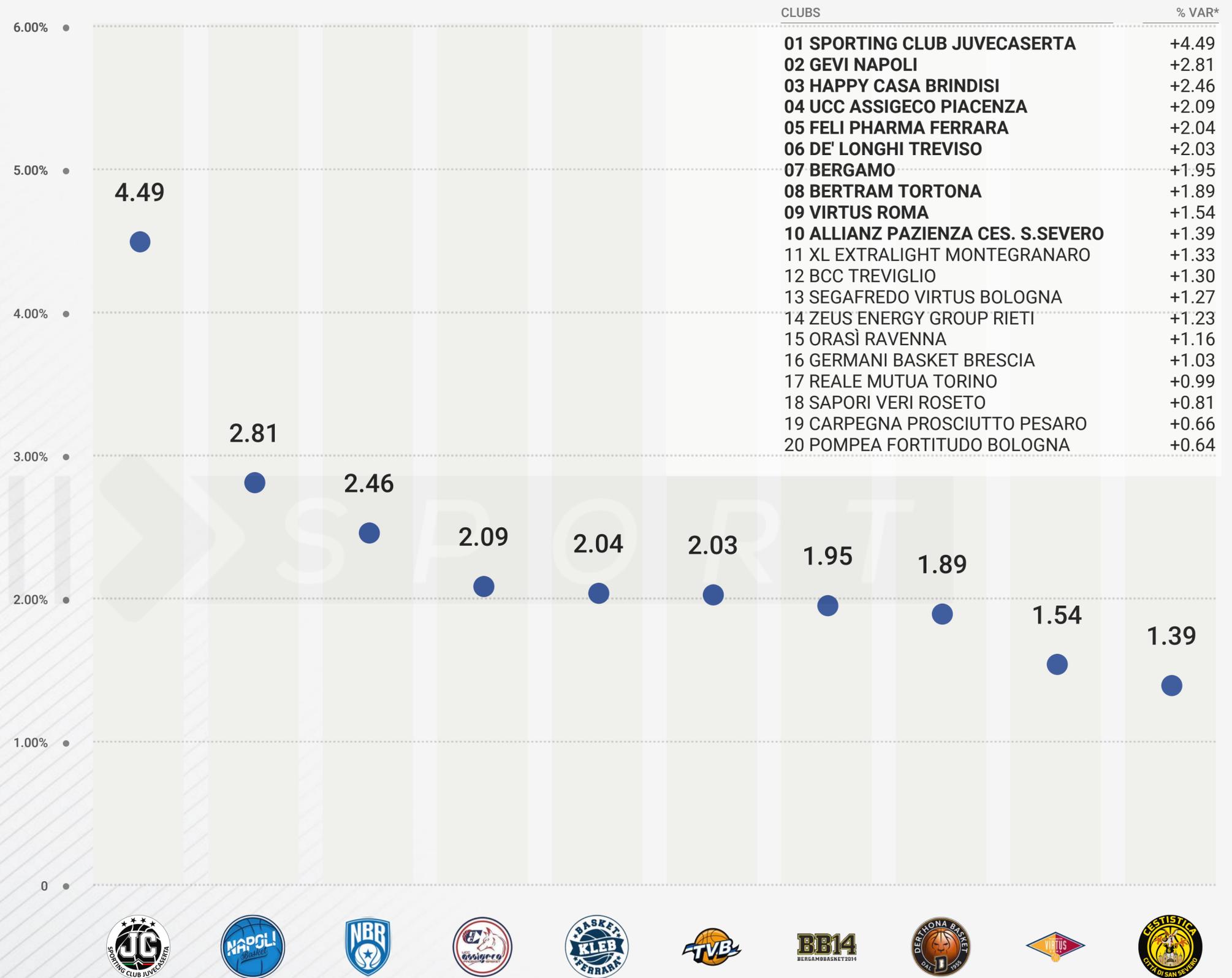
*[from October 05, 2019 to November 05, 2019]



ITALY Facebook



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



*[from October 05, 2019 to November 05, 2019]

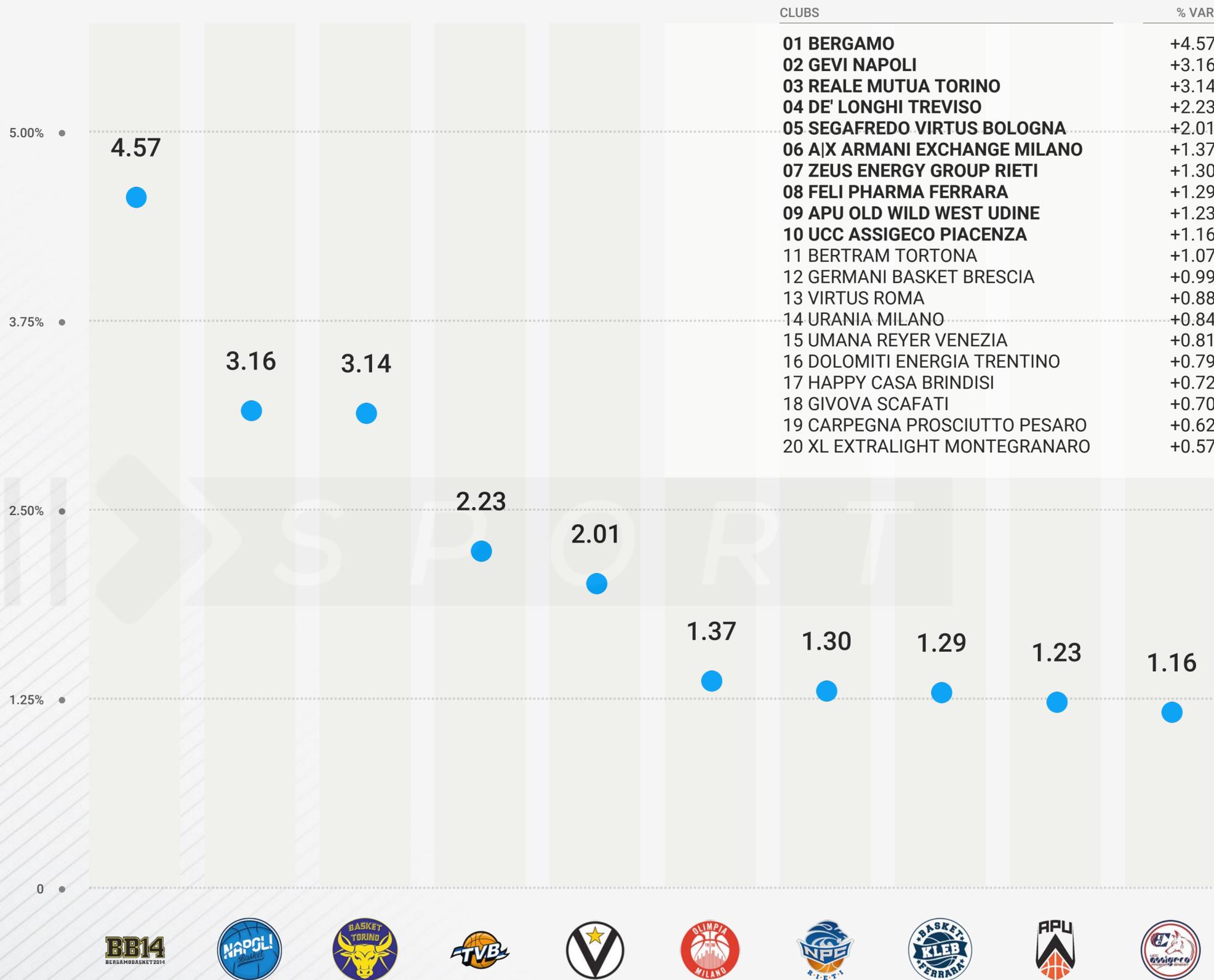
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ITALY **Twitter**



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



*[from October 05, 2019 to November 05, 2019]

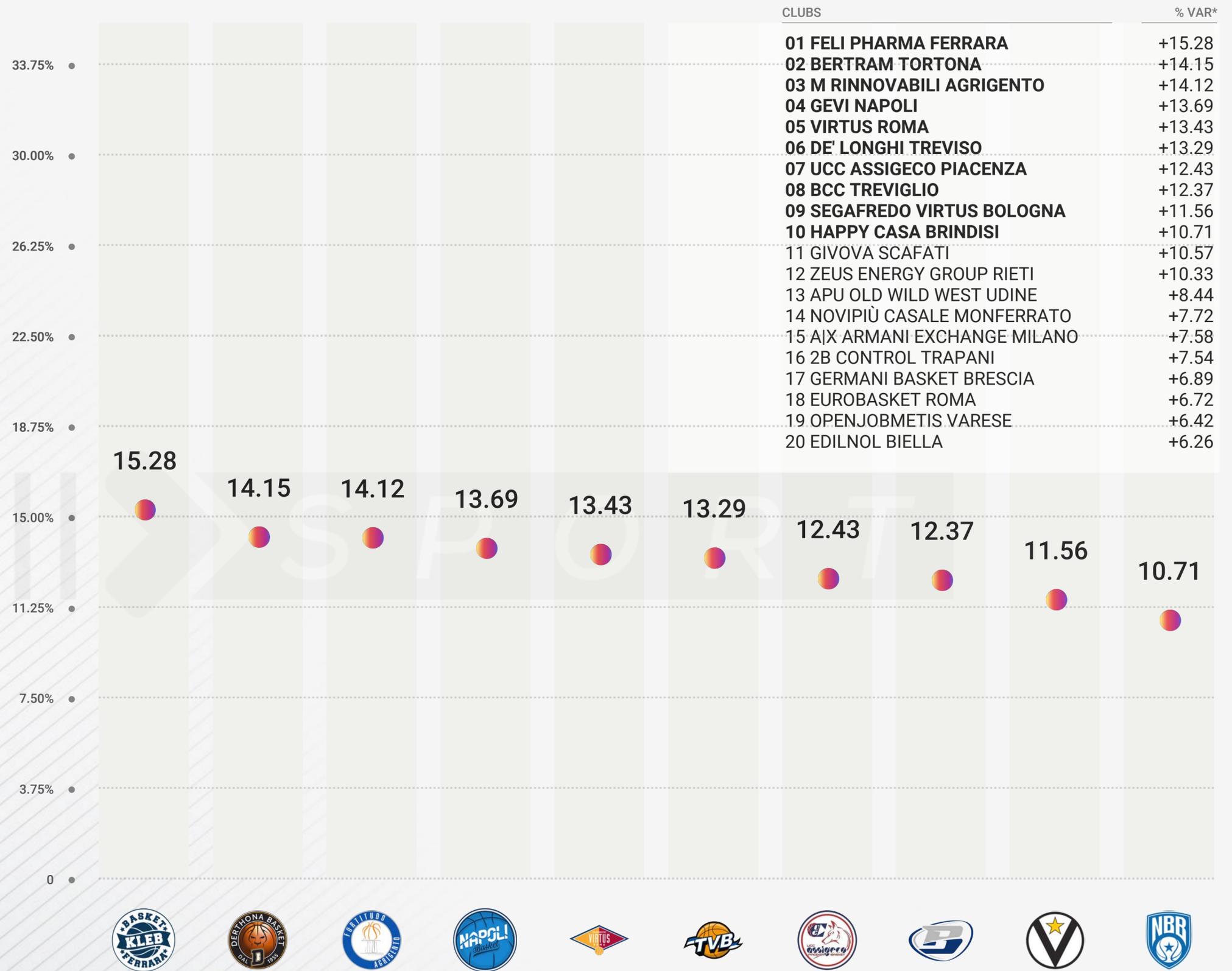
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ITALY Instagram



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



*[from October 05, 2019 to November 05, 2019]

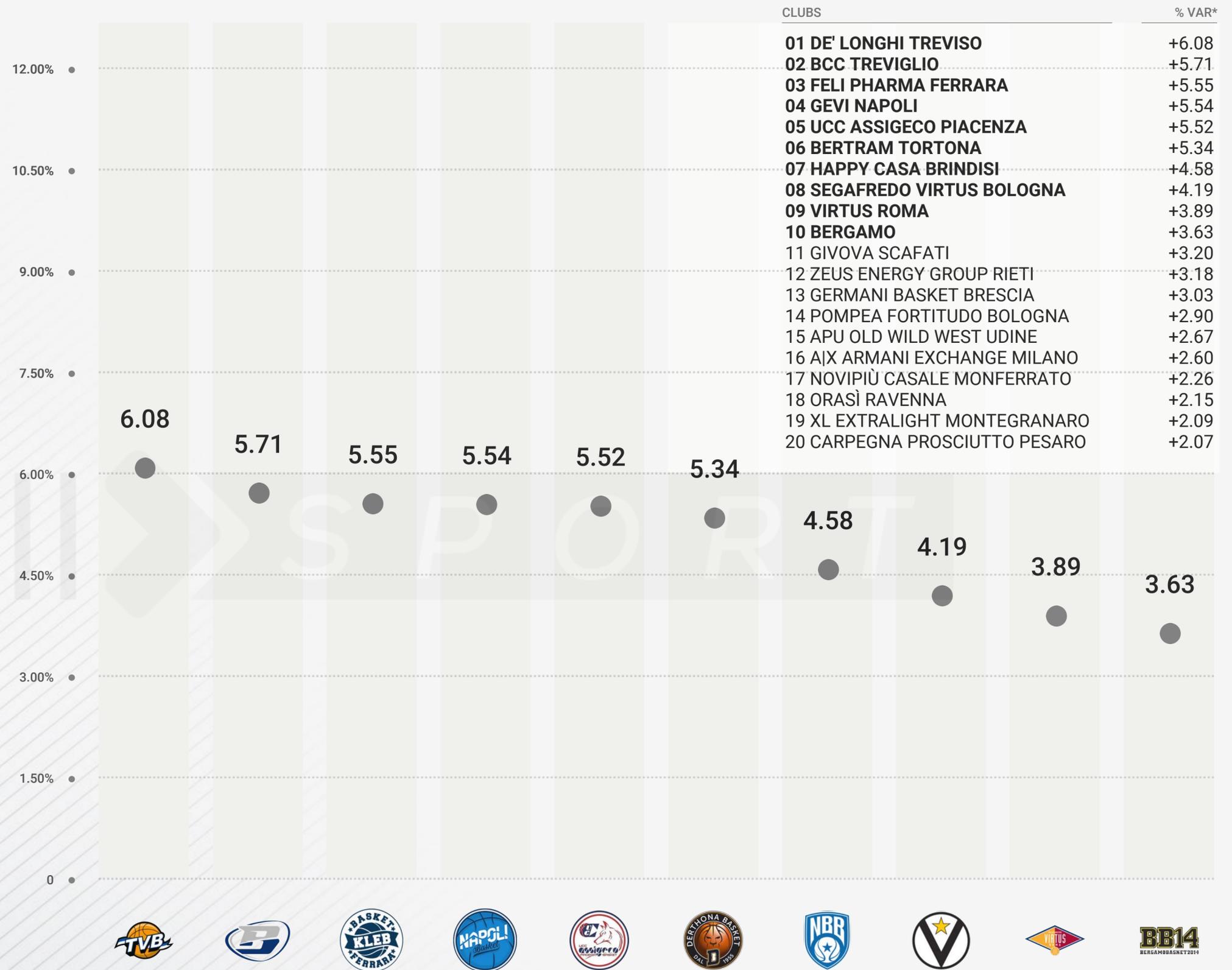
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ITALY Social



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



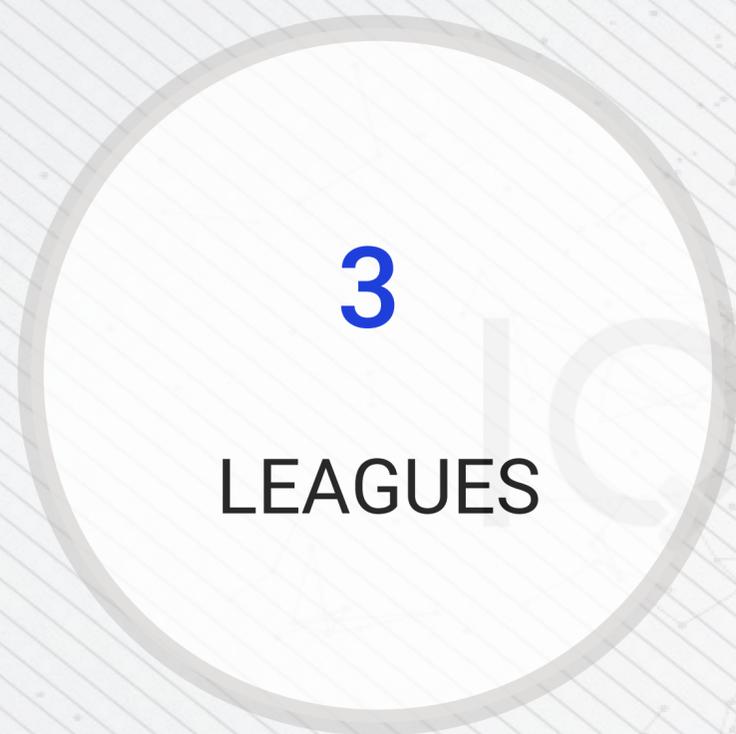
*[from October 05, 2019 to November 05, 2019]

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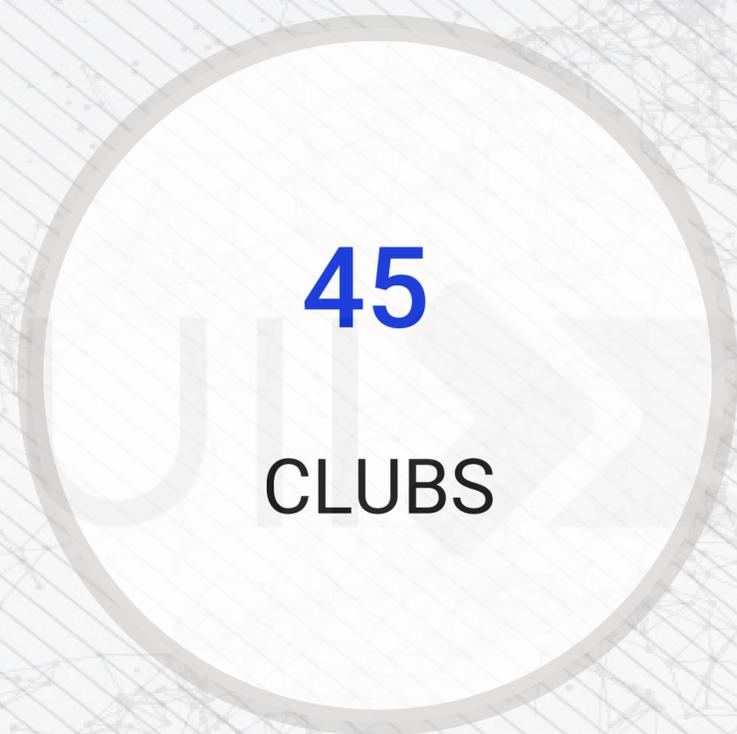




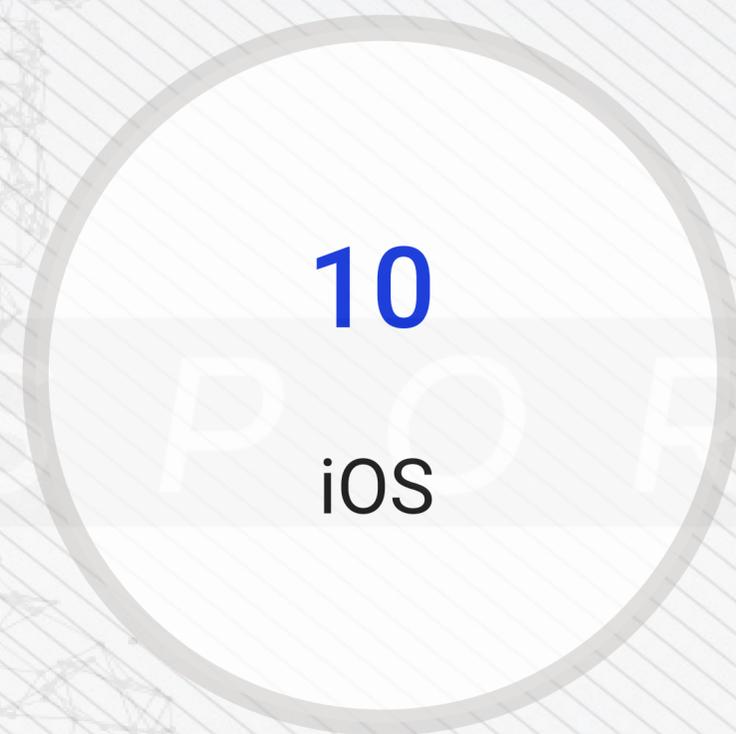
ITALY SnapShot / Official Apps*



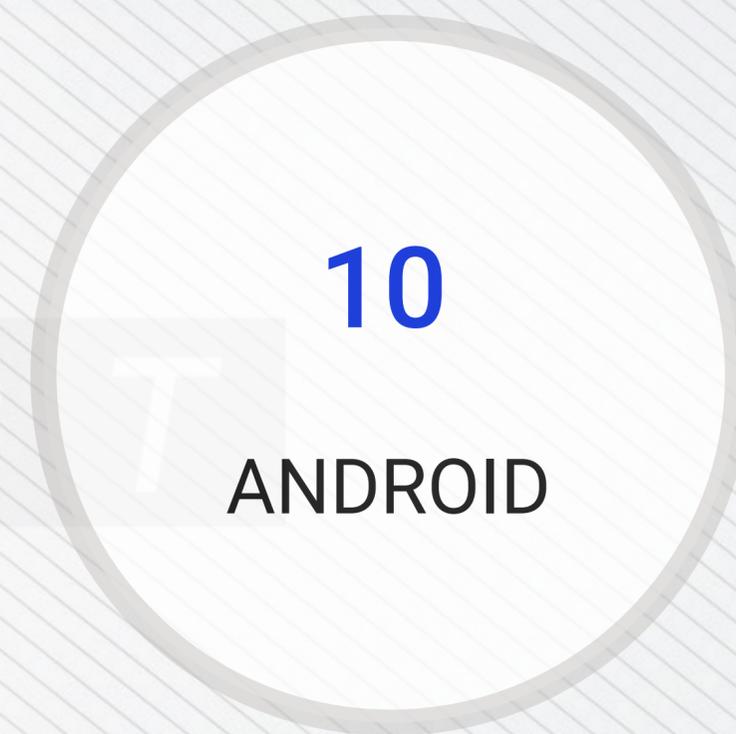
Total Leagues analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.



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.

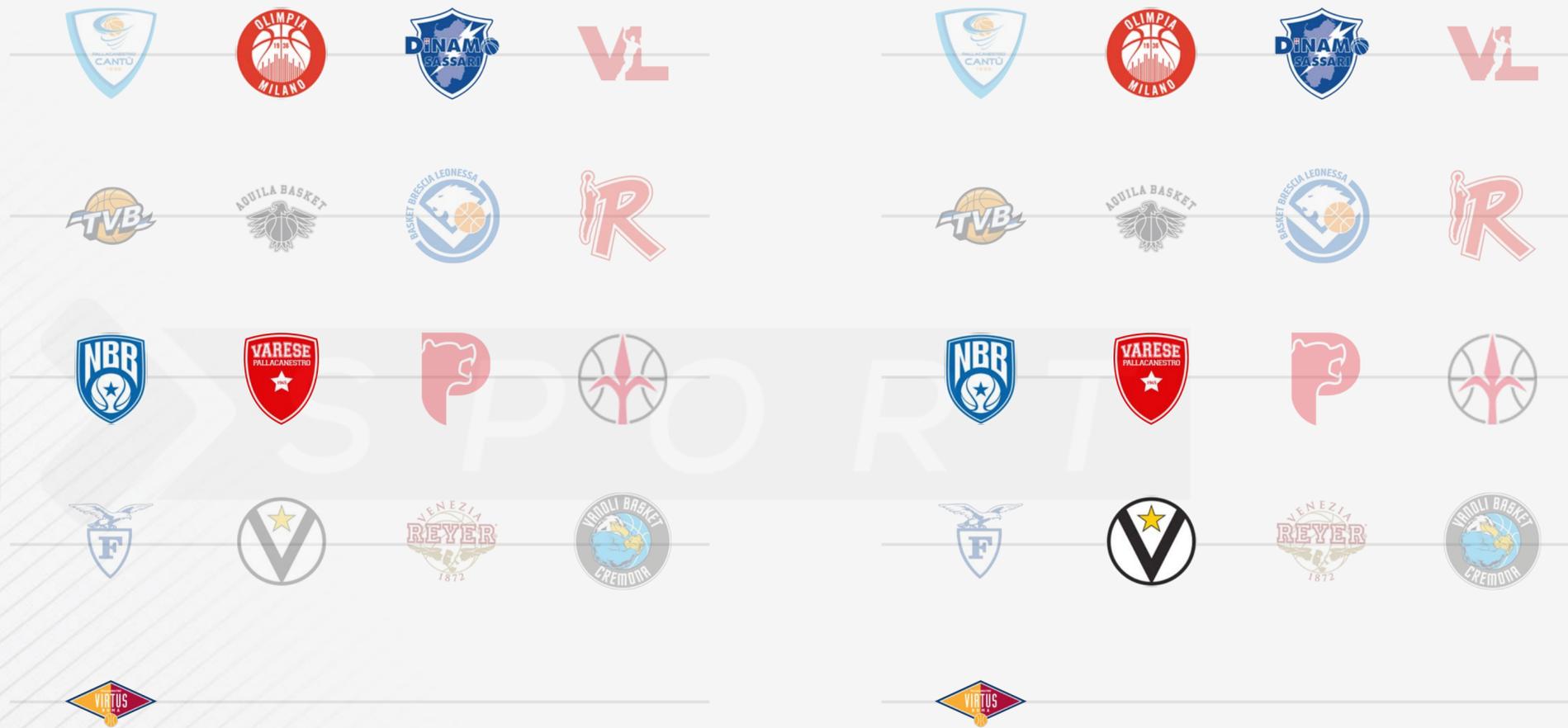
*From October 05, 2019 to November 05, 2019. The Official Apps considered have informative features (e.g. fixtures, news, roster, etc.). Other official apps boasting only VR, games, or stadium services' features have not been considered.



LBA SERIE A

CLUBS

17



5

CLUBS

6

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

*[from October 05, 2019 to November 05, 2019]

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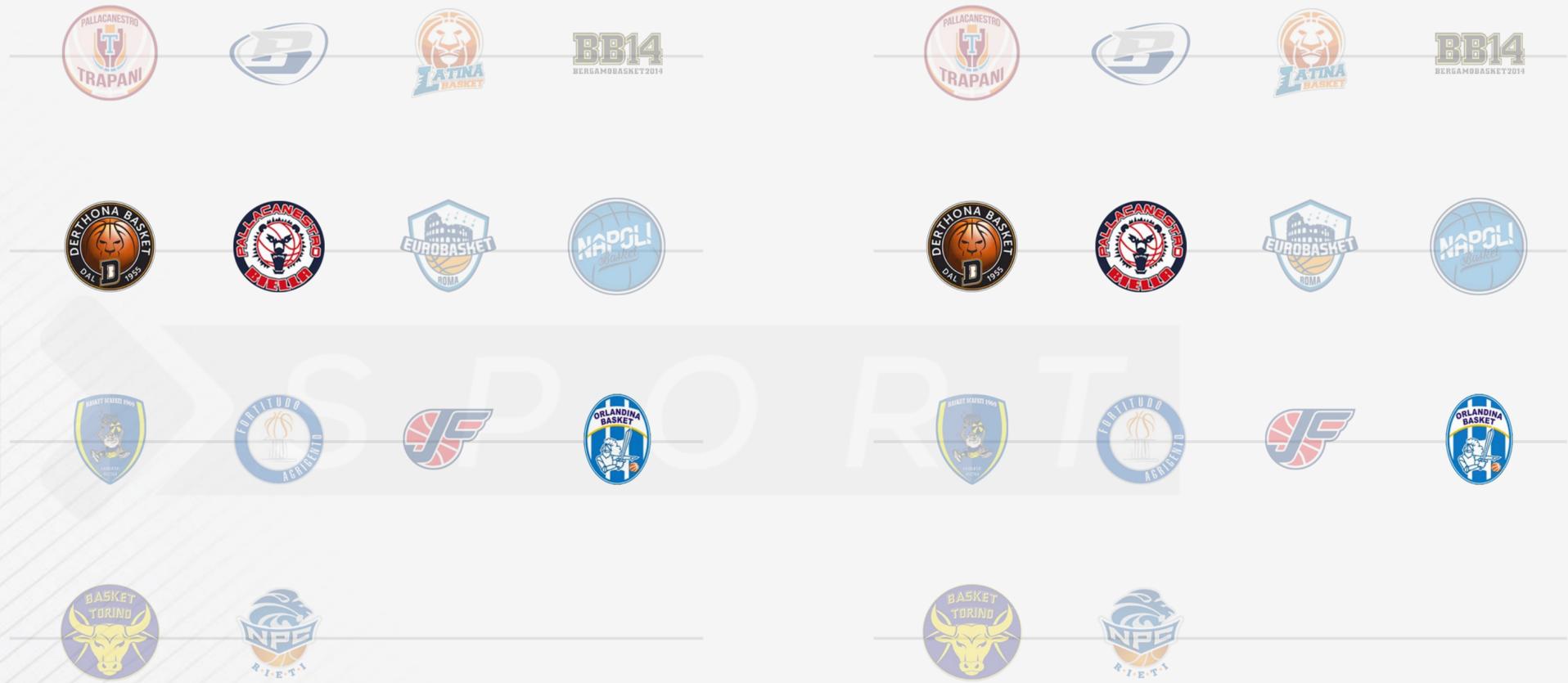
LNP SERIE A2 OVEST

CLUBS
14



🍏 IOS

▶️ ANDROID



3

CLUBS

3

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

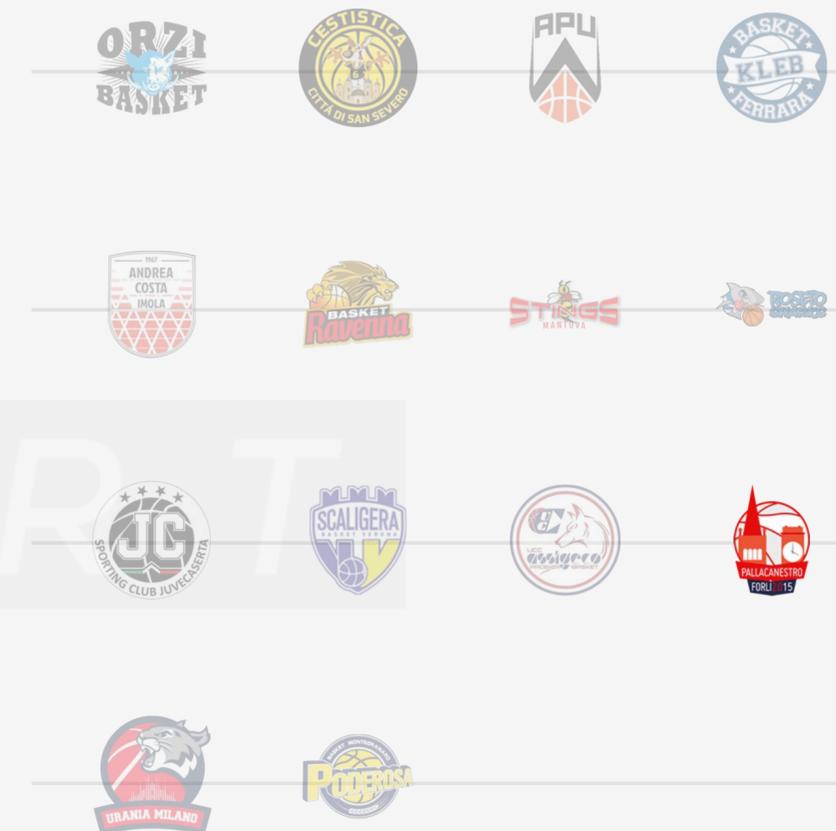
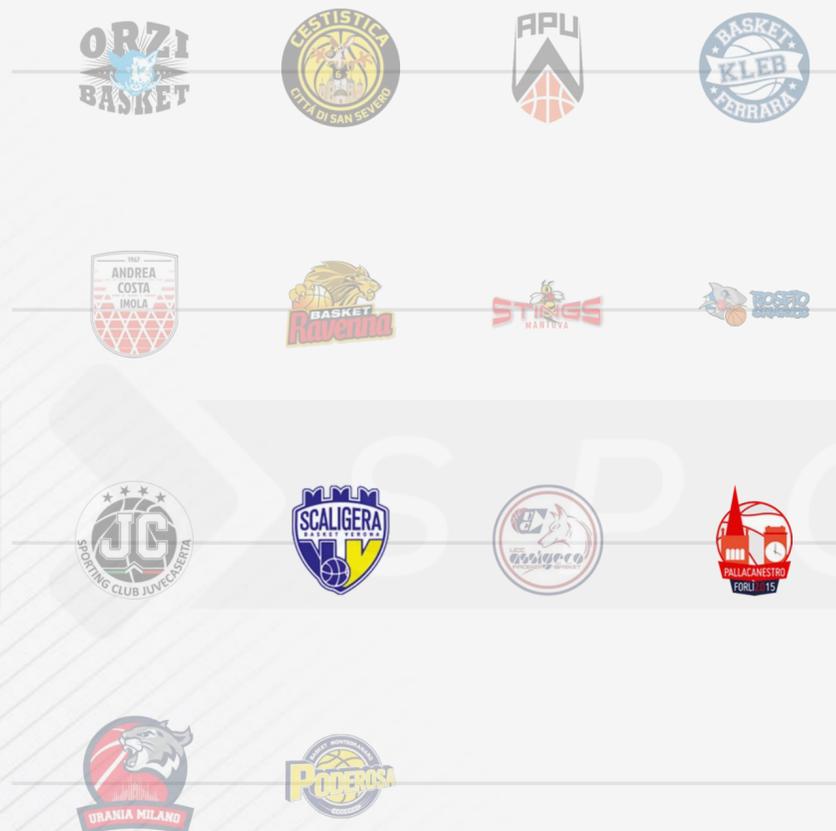
*[from October 05, 2019 to November 05, 2019]



LNP SERIE A2 EST

CLUBS

14



2

CLUBS

1

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

*[from October 05, 2019 to November 05, 2019]

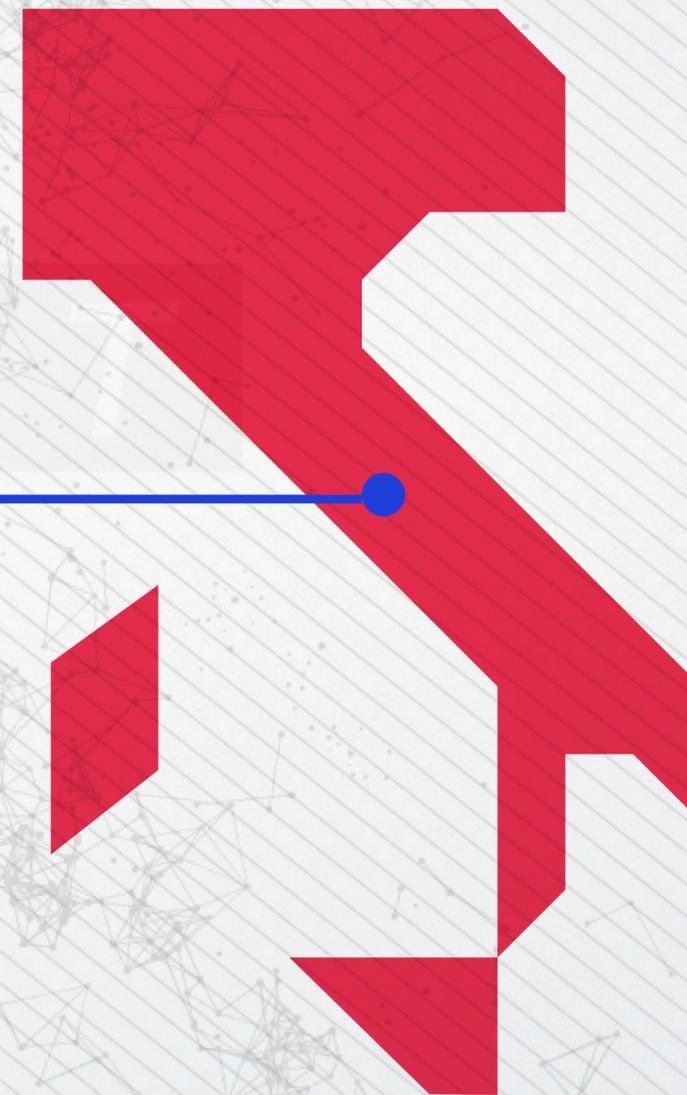
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Overview about the TOP 20 LBA Serie A players



LBA
Serie A



PLAYERS Facebook



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

RK	CLUBS	PLAYERS	Facebook Followers
01		TEODOSIC MILOS	288.9 K
02		RODRIGUEZ SERGIO	246.2 K
03		MEKEL GAL	61.6 K
04		DAYE AUSTIN	51.7 K
05		GENTILE ALESSANDRO	33.6 K
06		ARADORI PIETRO	26.4 K
07		CERELLA BRUNO	22.4 K
08		MUSSINI FEDERICO	22.0 K
09		MOSS DAVID	21.7 K
10		DELLA VALLE AMEDEO	21.3 K
11		SCOLA LUIS	18.3 K
12		CINCIARINI DANIELE	14.7 K
13		CINCIARINI ANDREA	14.7 K
14		MACK SHELVIN	11.2 K
15		VOJVODA DÁVID	10.3 K
16		TAMBONE MATTEO	10.2 K
17		GENTILE STEFANO	8.1 K
18		D'ERCOLE LORENZO	7.4 K
19		TONUT STEFANO	6.8 K
20		MORASCHINI RICCARDO	6.6 K

*[updated on November 05, 2019]

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	
01		RODRIGUEZ SERGIO					477.1 K
02		SCOLA LUIS					469.8 K
03		TEODOSIC MILOS					81.7 K
04		DAYE AUSTIN					70.5 K
05		NEDOVIC NEMANJA					62.8 K
06		CRAFT AARON					42.4 K
07		ARADORI PIETRO					36.3 K
08		WHITE AARON					35.1 K
09		MANCINELLI STEFANO					34.0 K
10		DELLA VALLE AMEDEO					31.8 K
11		BLACKMON JAMES					31.5 K
12		GOUDELOCK ANDREW					30.2 K
13		POETA GIUSEPPE					27.8 K
14		MACK SHELVIN					25.3 K
15		JOHNSON-ODOM DARIUS					23.4 K
16		HAPP ETHAN					21.2 K
17		MOSS DAVID					15.0 K
18		CINCIARINI DANIELE					14.3 K
19		CINCIARINI ANDREA					14.3 K
20		VITALI LUCA					13.0 K

*[updated on November 05, 2019]

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	Instagram Followers
01		RODRIGUEZ SERGIO	219.4 K
02		SCOLA LUIS	189.1 K
03		TEODOSIC MILOS	185.5 K
04		GENTILE ALESSANDRO	96.3 K
05		NEDOVIC NEMANJA	85.3 K
06		BURNS CHRISTIAN	73.6 K
07		ARADORI PIETRO	70.4 K
08		MOSS DAVID	61.6 K
09		DAYE AUSTIN	60.5 K
10		CERELLA BRUNO	60.4 K
11		CINCIARINI ANDREA	60.0 K
12		DELLA VALLE AMEDEO	48.9 K
13		BLACKMON JAMES	46.7 K
14		POETA GIUSEPPE	43.8 K
15		HAPP ETHAN	41.9 K
16		CRAFT AARON	41.7 K
17		GENTILE STEFANO	41.2 K
18		MANCINELLI STEFANO	38.3 K
19		MACK SHELVIN	34.1 K
20		TONUT STEFANO	29.7 K

*[updated on November 05, 2019]

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



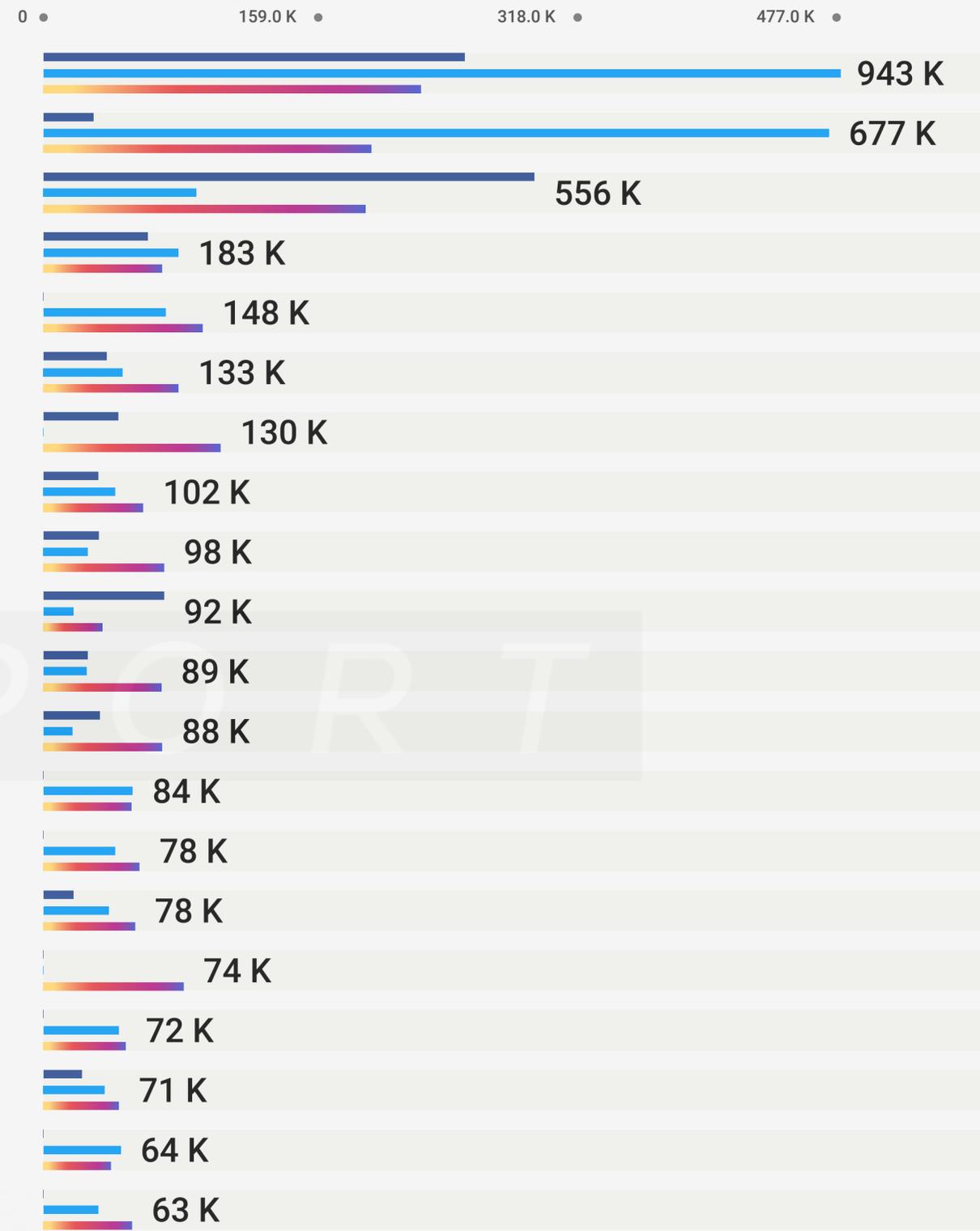


Ranking of the **TOP 20** most followed **LBA Serie A basketball players** based on the aggregate Facebook, Twitter and Instagram fanbases.

*[updated on November 05, 2019]

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RK	CLUBS	PLAYERS
01		 RODRIGUEZ SERGIO
02		 SCOLA LUIS
03		 TEODOSIC MILOS
04		 DAYE AUSTIN
05		 NEDOVIC NEMANJA
06		 ARADORI PIETRO
07		 GENTILE ALESSANDRO
08		 DELLA VALLE AMEDEO
09		 MOSS DAVID
10		 MEKEL GAL
11		 CINCIARINI ANDREA
12		 CERELLA BRUNO
13		 CRAFT AARON
14		 BLACKMON JAMES
15		 POETA GIUSEPPE
16		 BURNS CHRISTIAN
17		 MANCINELLI STEFANO
18		 MACK SHELVIN
19		 WHITE AARON
20		 HAPP ETHAN

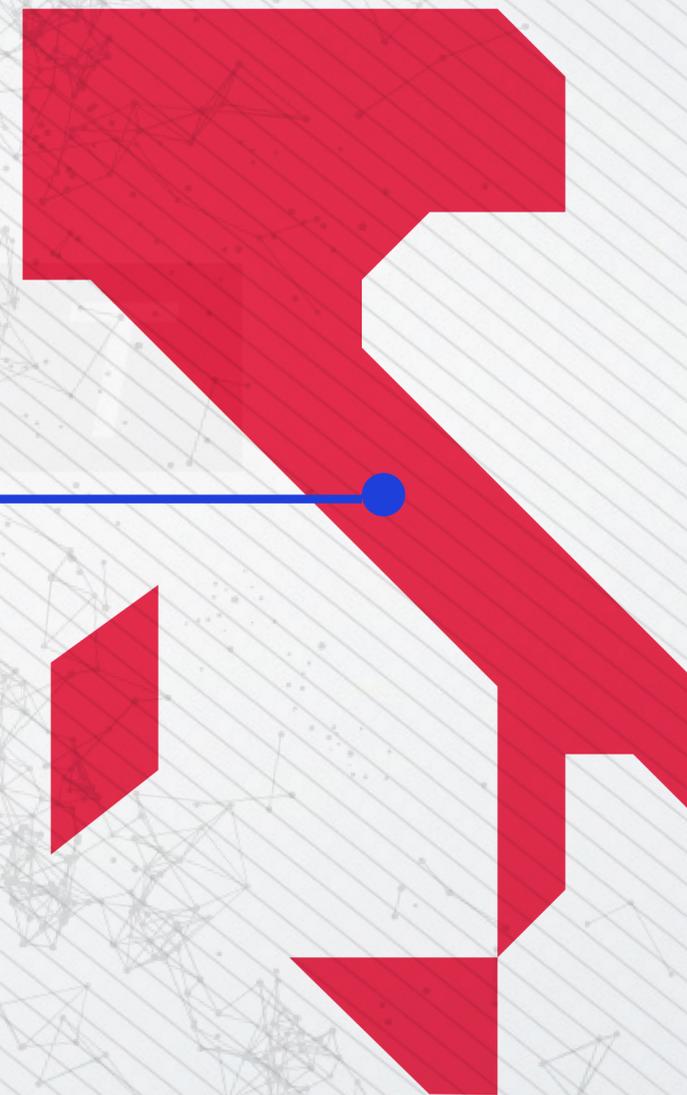


The players considered for the analysis are the ones featuring in the roster section of the clubs' official websites, as at the date of publication

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	Facebook Followers
01		MONALDI DIEGO	5.0 K
02		BOLPIN RICCARDO	4.4 K
03		BORRA JACOPO	4.0 K
04		EASLEY TONY	2.5 K
05		JOHNSON BRICE	1.9 K
06		IVANOV PAVLIN	1.7 K
07		PASSERA MARCO	1.6 K
08		DE NICOLAO GIOVANNI	1.5 K
09		LAUTIER-OGUNLEYE	1.3 K
10		DONZELLI DANIEL	1.0 K
11		SANDRI DANIELE	894
12		RODERICK TERRENCE	516
13		ALIBEGOVIC MIRZA	515
14		SHERROD BRANDON	410
15		RAUCCI DAVIDE	360
16		ROMEO GABRIELE	286
17		SACCAGGI LORENZO	181
18		ZUCCA DARIO	99
19		DI IANNI ALFONSO	29
20		ANCELOTI ANDREA	25

*[updated on November 05, 2019]

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.

RK	CLUBS	PLAYERS	Followers
01		JOHNSON BRICE	87.7 K
02		TARENCE KINSEY	19.6 K
03		SIMS DESHAWN	5.5 K
04		BROWN ELIJAH	5.0 K
05		CARROLL JEFFREY	4.4 K
06		JAMES CHRISTIAN	3.8 K
07		EASLEY TONY	3.0 K
08		DESHAWN STEPHEN	2.7 K
09		GAINES KENNETH	2.6 K
10		PEPPER DALTON	2.4 K
11		CHESSA MASSIMO	2.3 K
12		TAYLOR JR. STEVE	1.7 K
13		PIAZZA ALESSANDRO	1.7 K
14		CANNON JALEN	1.6 K
15		CORBETT LAMARSHALL	1.5 K
16		GIANCARLI MARCO	1.5 K
17		MUSSO BERNARDO	1.3 K
18		MCGAUGHEY EVAN	1.2 K
19		SHERROD BRANDON	1.2 K
20		LOMBARDI ERIC	1.1 K

*[updated on November 05, 2019]

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	Instagram Followers
01		JOHNSON BRICE	95.5 K
02		LOSCHI FEDERICO	61.8 K
03		TARENCE KINSEY	32.6 K
04		FRAZIER J.J.	21.4 K
05		SANDRI DANIELE	18.2 K
06		PUTNEY RAPHIAEL	17.1 K
07		MOLLURA MARCO	17.0 K
08		GOINS KENNETH	16.7 K
09		MONALDI DIEGO	11.9 K
10		CORBETT LAMARSHALL	11.8 K
11		GAINES KENNETH	11.0 K
12		TAYLOR JR. STEVE	10.0 K
13		JAMES CHRISTIAN	9.3 K
14		CARROLL JEFFREY	9.3 K
15		SIMS DESHAWN	9.2 K
16		LUSVARGHI MARCO	9.0 K
17		OMOGBO EMMANUEL	8.1 K
18		MARRA ALESSANDRO	7.2 K
19		ALIBEGOVIC MIRZA	7.0 K
20		DONZELLI DANIEL	6.6 K

*[updated on November 05, 2019]

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

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

*[updated on November 05, 2019]

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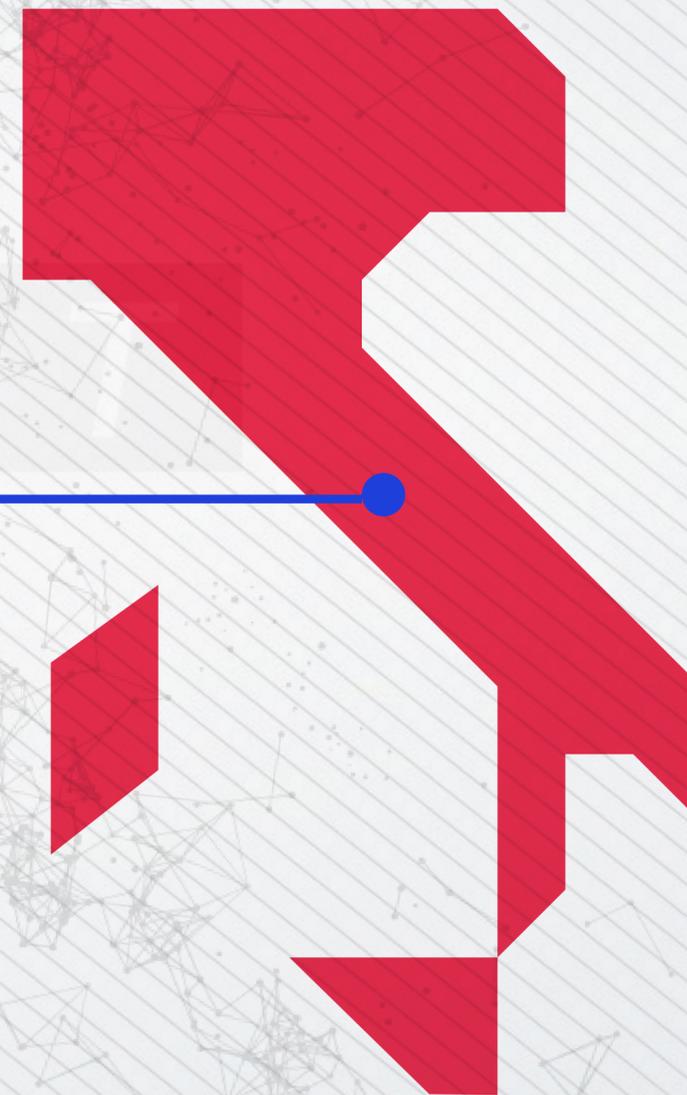
RK	CLUBS	PLAYERS	Follower Count
01		JOHNSON BRICE	185 K
02		LOSCHI FEDERICO	62 K
03		TARENCE KINSEY	52 K
04		FRAZIER J.J.	21 K
05		SANDRI DANIELE	20 K
06		PUTNEY RAPHIAEL	18 K
07		MONALDI DIEGO	18 K
08		MOLLURA MARCO	17 K
09		GOINS KENNETH	17 K
10		SIMS DESHAWN	15 K
11		CARROLL JEFFREY	14 K
12		GAINES KENNETH	14 K
13		CORBETT LAMARSHALL	13 K
14		JAMES CHRISTIAN	13 K
15		TAYLOR JR. STEVE	12 K
16		EASLEY TONY	11 K
17		LUSVARGHI MARCO	9 K
18		BOLPIN RICCARDO	9 K
19		OMOGBO EMMANUEL	8 K
20		DESHAWN STEPHEN	8 K

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.

RK	CLUBS	PLAYERS	Facebook Followers
01		MARINO TOMMASO	10.6 K
02		VISCONTI RICCARDO	6.3 K
03		PENNA LORENZO	5.7 K
04		ANTONUTTI MICHELE	3.4 K
05		MONTANO MATTEO	2.8 K
06		HASBROUCK KENNY	1.4 K
07		OXILIA TOMMASO	932
08		SWANN ISAIAH	845
09		ROTNEI CLARKE	554
10		VALENTINI ANDREA	277
11		VIGORI ALESSANDRO	274
12		POTTS GIDDY	228
13		RUSH ERIK	213
14		EBELING MICHELE	191
15		PETROLATI ALESSIO	177
16		CUSIN MARCO	161
17		PANNI ALESSANDRO	133
18		SOUSA DIMITRI	132
19		CHIUMENTI ALBERTO	86
20		OGIDE ANDY	85

*[updated on November 05, 2019]

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.

RK	CLUBS	PLAYERS	Followers
01		ROTNEI CLARKE	11.0 K
02		ALLEN SETH EDWIN	5.3 K
03		OGIDE ANDY	3.7 K
04		MARINO TOMMASO	3.6 K
05		WATSON JR. MAURICE	3.5 K
06		LYNCH REGGIE	2.8 K
07		POTTS GIDDY	2.5 K
08		FULTZ ROBERT	1.8 K
09		TARIN SMITH	1.8 K
10		RUSH ERIK	1.7 K
11		BOWERS	1.6 K
12		CROMER TJ	1.6 K
13		AMATO ANDREA	1.4 K
14		FOLARIN CAMPBELL	1.2 K
15		LAWSON JR. KENNY	1.2 K
16		POLETTI MITCHELL	1.1 K
17		RASPINO TOMMASO	1.0 K
18		BEVERLY GERALD	802
19		CARLSON MICHAEL	629
20		BALDASSO LORENZO	618

*[updated on November 05, 2019]

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.

RK	CLUBS	PLAYERS	Instagram Followers
01		MARINO TOMMASO	62.3 K
02		NDOJA KLAUDIO	24.1 K
03		CUSIN MARCO	21.5 K
04		ANTONUTTI MICHELE	11.3 K
05		VENUTO MARCO	11.2 K
06		EPIFANI ANDREA	10.6 K
07		WIGGS SEKOU	9.1 K
08		VISCONTI RICCARDO	8.9 K
09		WATSON JR. MAURICE	8.5 K
10		PICCOLI MATTEO	8.2 K
11		AMATO ANDREA	8.2 K
12		LATTIN KHADEEM LAMB	8.1 K
13		SWANN ISAIAH	7.6 K
14		ALLEN SETH EDWIN	7.2 K
15		ROTNEI CLARKE	6.9 K
16		IHEDIOHA FRANCESCO	6.8 K
17		LYNCH REGGIE	6.5 K
18		BOSSI STEFANO	5.9 K
19		MONTANO MATTEO	5.9 K
20		POTTS GIDDY	5.7 K

*[updated on November 05, 2019]

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.

*[updated on November 05, 2019]

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RK	CLUBS	PLAYERS	Follower Count
01		MARINO TOMMASO	77 K
02		NDOJA KLAUDIO	24 K
03		CUSIN MARCO	22 K
04		ROTNEI CLARKE	19 K
05		VISCONTI RICCARDO	15 K
06		ANTONUTTI MICHELE	15 K
07		ALLEN SETH EDWIN	13 K
08		WATSON JR. MAURICE	12 K
09		VENUTO MARCO	12 K
10		EPIFANI ANDREA	11 K
11		PENNA LORENZO	11 K
12		AMATO ANDREA	10 K
13		WIGGS SEKOU	9 K
14		LYNCH REGGIE	9 K
15		MONTANO MATTEO	9 K
16		PICCOLI MATTEO	9 K
17		POTTS GIDDY	8 K
18		SWANN ISAIAH	8 K
19		LATTIN KHADEEM LAMB	8 K
20		IHEDIOHA FRANCESCO	7 K

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The collection of the data has been carried out on November 05, 2019. The report update will be done on a monthly basis.

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