IQUII SPORT



THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

LAST UPDATE DEC 2019

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IQUII

FORWARD THINKING

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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Summary

IQUII SPORT 4
FANIZE: THE FAN ENGAGEMENT & LOYALTY PLATFORM 6
SPORTXP: THE SPORT PLATFORM FOR CLUBS 7
PLAYERXP: THE SPORT PLATFORM FOR ATHLETES 8

DUGOUT 10

EUROPE 11
EUROPE GROWN UP 22

ENGLAND 30
PREMIER LEAGUE 32
CHAMPIONSHIP 41

FRANCE 50
LIGUE 1 52
LIGUE 2 61

GERMANY 70
1.BUNDESLIGA 72
2.BUNDESLIGA 81

ITALY 90
SERIE A 92
LEGA B 101

PORTUGAL 110
PRIMEIRA LIGA 112
SEGUNDA LIGA 121

SPAIN 130
LALIGA 132
LALIGA2 141

YOUTUBE VIEWS 150

OFFICIAL APPS 182

LEAGUES 189

SOCIAL GROWN UP 201

PLAYERS 202
PLAYERS EUROPE 203
PLAYERS PREMIER LEAGUE 208
PLAYERS LIGUE 1 213
PLAYERS 1.BUNDESLIGA 218
PLAYERS SERIE A 223
PLAYERS PRIMEIRA LIGA 228
PLAYERS LALIGA 233

THE EFC (R)EVOLUTION 238

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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.

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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



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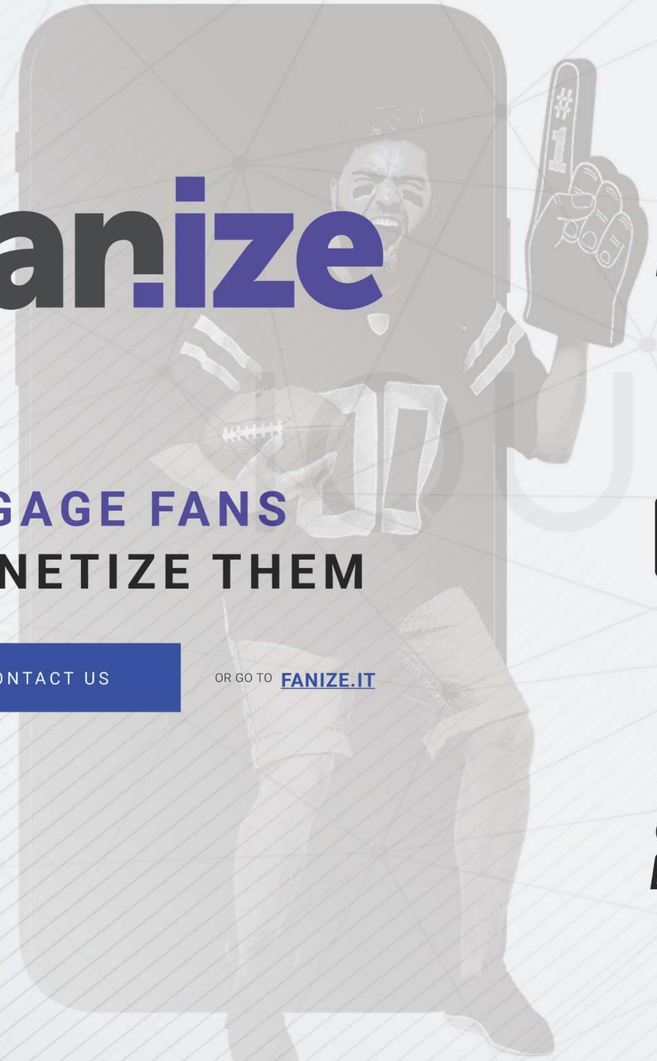

Fanize

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



GIRO D'ITALIA

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SPORTXP
FAN EXPERIENCE PLATFORM

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



SKI WORLD CUP FINALS CORTINA 2020



FIR - FEDERAZIONE ITALIANA RUGBY



INTERNAZIONALI BNL D'ITALIA



SIR VOLLEY PERUGIA



FROSINONE CALCIO



VENEZIA FC


VIRTUS BOLOGNA



VIRTUS ROMA

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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

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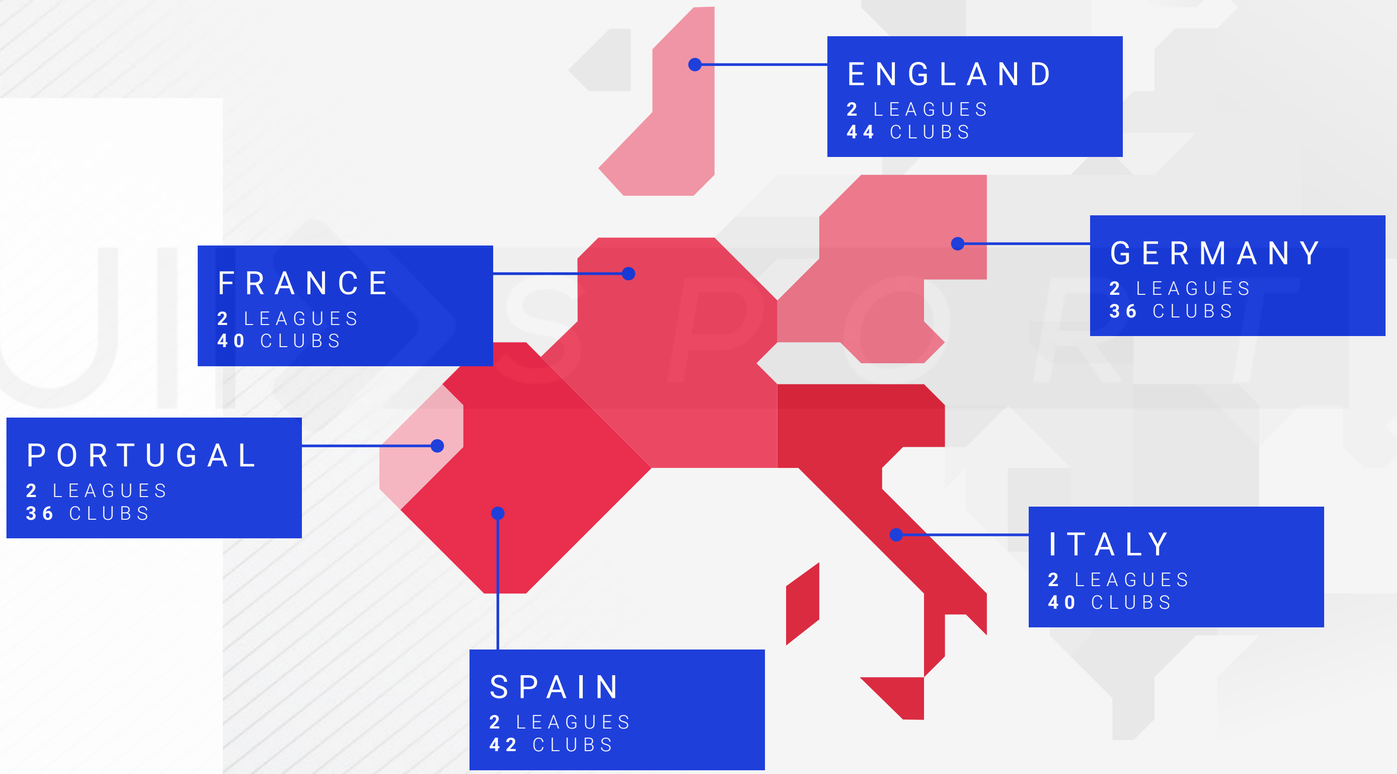
Countries included in the clubs' analysis

EUROPE

- ENGLAND
- FRANCE
- GERMANY
- ITALY
- PORTUGAL
- SPAIN



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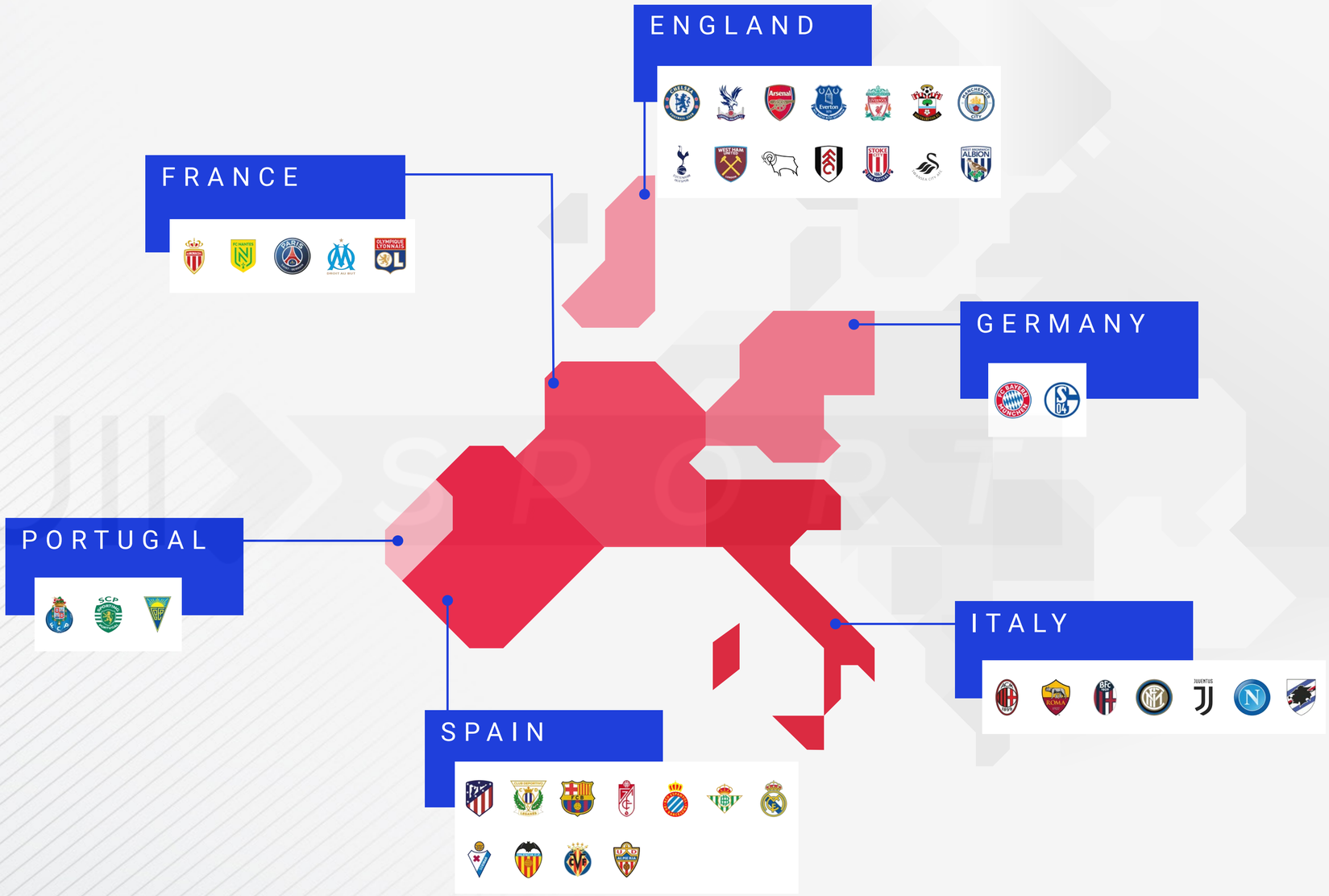
EUROPE Dugout

Overview of the presence on **Dugout** of the 238 **football clubs** analyzed.



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EUROPE SnapShot / General



6

COUNTRIES

Total Countries analyzed: England, France, Germany, Italy, Portugal, Spain.

238

CLUBS

Total football clubs analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga, Championship, Ligue 2, 2.Bundesliga, Lega B, Segunda Liga, and LaLiga2.

37

BRANDS

Total Sport Brands on jerseys analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga, Championship, Ligue 2, 2.Bundesliga, Lega B, Segunda Liga, and LaLiga2.

1.5 B

+ 0.98%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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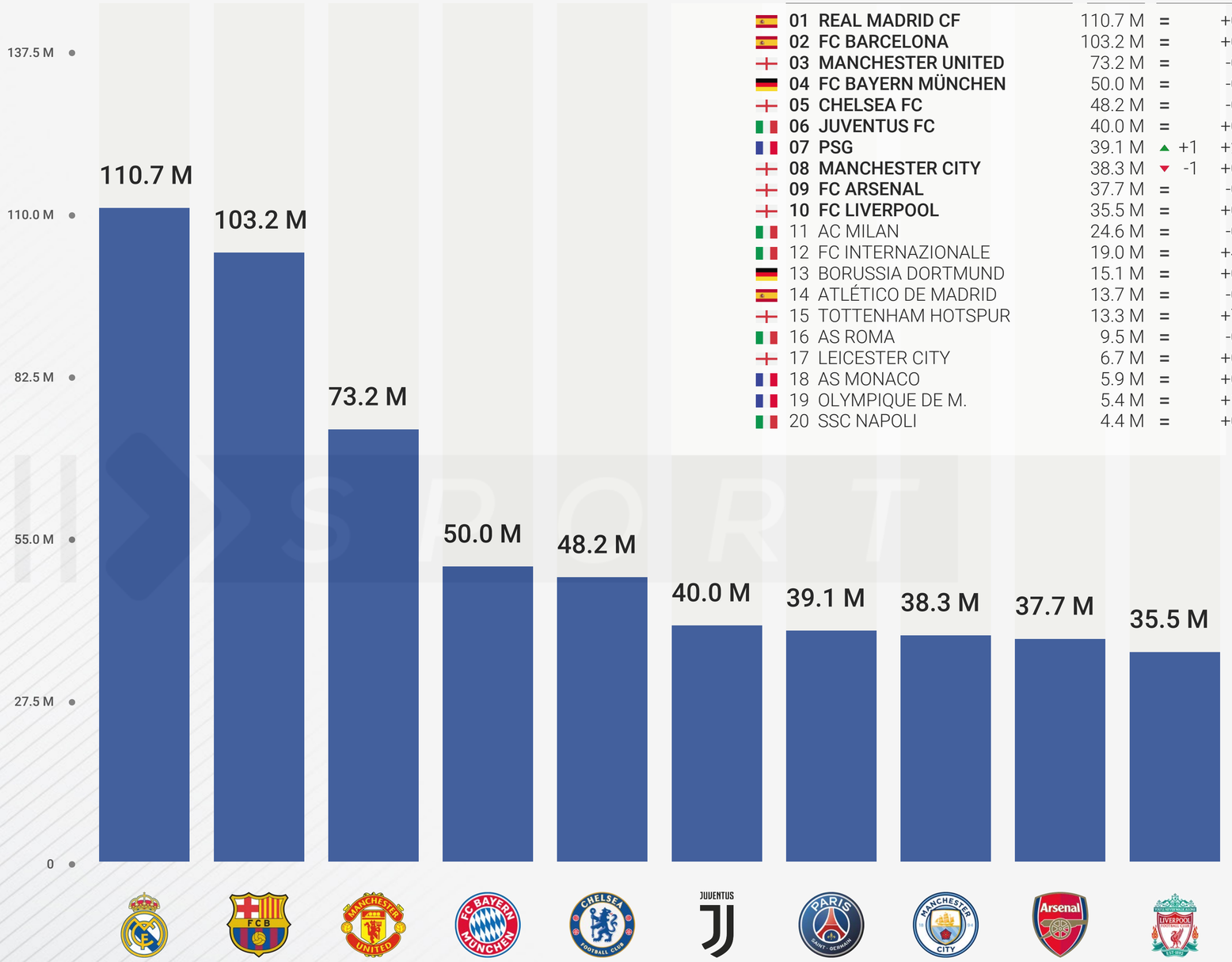
EUROPE Facebook

TOTAL FANBASE

789.7 M

Ranking of the **TOP 20** most followed European football clubs on Facebook.



	CLUBS	FANS		% VAR*
01	**REAL MADRID CF**	110.7 M	=	+0.16
02	**FC BARCELONA**	103.2 M	=	+0.06
03	**MANCHESTER UNITED**	73.2 M	=	-0.05
04	**FC BAYERN MÜNCHEN**	50.0 M	=	-0.05
05	**CHELSEA FC**	48.2 M	=	-0.05
06	**JUVENTUS FC**	40.0 M	=	+0.57
07	**PSG**	39.1 M	▲ +1	+2.49
08	**MANCHESTER CITY**	38.3 M	▼ -1	+0.21
09	**FC ARSENAL**	37.7 M	=	-0.03
10	**FC LIVERPOOL**	35.5 M	=	+0.43
11	AC MILAN	24.6 M	=	-0.03
12	FC INTERNAZIONALE	19.0 M	=	+4.10
13	BORUSSIA DORTMUND	15.1 M	=	+0.03
14	ATLÉTICO DE MADRID	13.7 M	=	-0.04
15	TOTTENHAM HOTSPUR	13.3 M	=	+7.24
16	AS ROMA	9.5 M	=	-0.10
17	LEICESTER CITY	6.7 M	=	+0.40
18	AS MONACO	5.9 M	=	+0.02
19	OLYMPIQUE DE M.	5.4 M	=	+1.60
20	SSC NAPOLI	4.4 M	=	+0.17

*[from November 15, 2019 to December 16, 2019]

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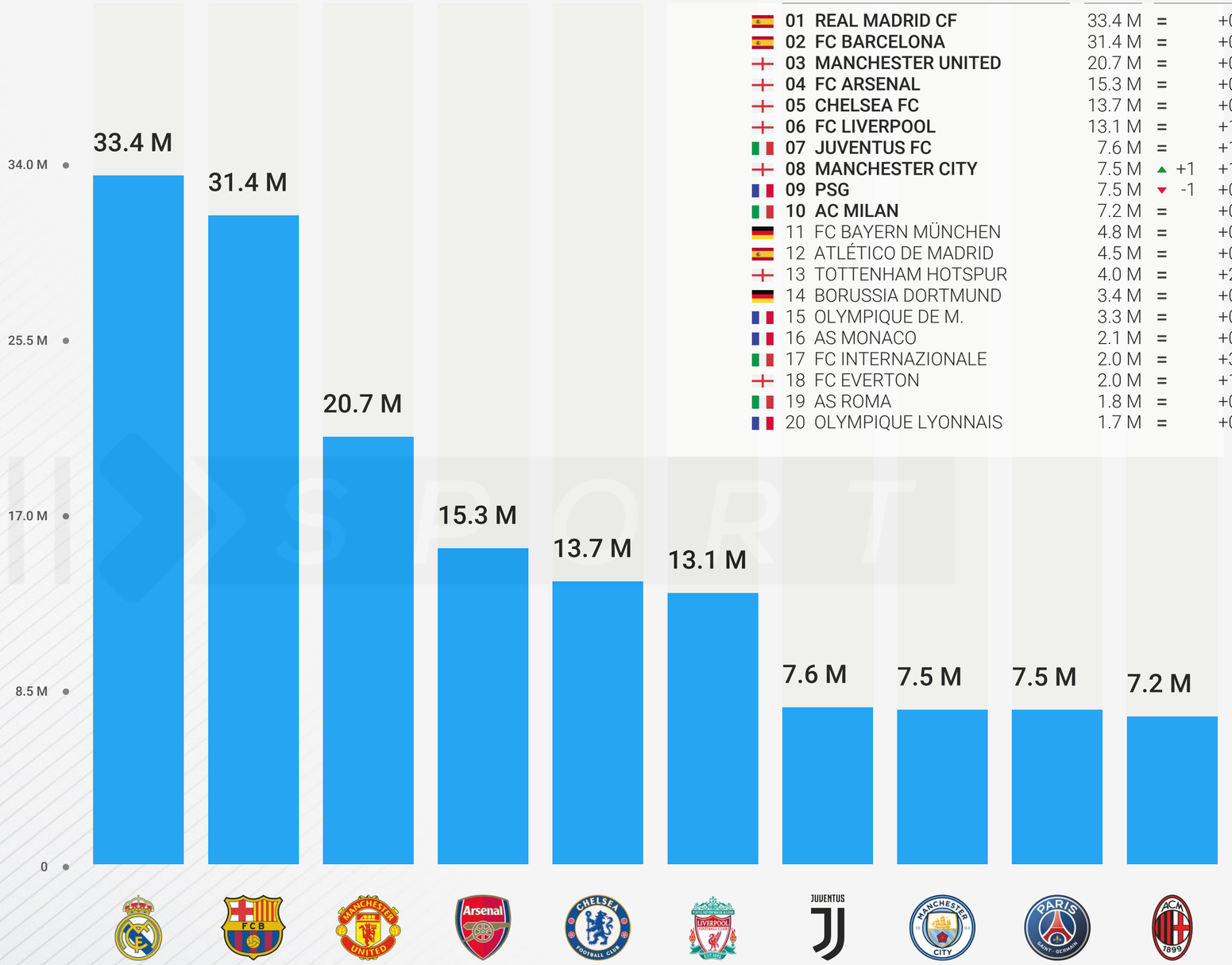
EUROPE Twitter

TOTAL FANBASE

245.0 M

Ranking of the **TOP 20** most followed European football clubs on Twitter.



	CLUBS	FANS		% VAR*
01	**REAL MADRID CF**	33.4 M	=	+0.36
02	**FC BARCELONA**	31.4 M	=	+0.66
03	**MANCHESTER UNITED**	20.7 M	=	+0.74
04	**FC ARSENAL**	15.3 M	=	+0.73
05	**CHELSEA FC**	13.7 M	=	+0.90
06	**FC LIVERPOOL**	13.1 M	=	+1.61
07	**JUVENTUS FC**	7.6 M	=	+1.14
08	**MANCHESTER CITY**	7.5 M	▲ +1	+1.04
09	**PSG**	7.5 M	▼ -1	+0.88
10	**AC MILAN**	7.2 M	=	+0.23
11	FC BAYERN MÜNCHEN	4.8 M	=	+0.42
12	ATLÉTICO DE MADRID	4.5 M	=	+0.30
13	TOTTENHAM HOTSPUR	4.0 M	=	+2.90
14	BORUSSIA DORTMUND	3.4 M	=	+0.38
15	OLYMPIQUE DE M.	3.3 M	=	+0.71
16	AS MONACO	2.1 M	=	+0.11
17	FC INTERNAZIONALE	2.0 M	=	+3.93
18	FC EVERTON	2.0 M	=	+1.11
19	AS ROMA	1.8 M	=	+0.40
20	OLYMPIQUE LYONNAIS	1.7 M	=	+0.67

*[from November 15, 2019 to December 16, 2019]

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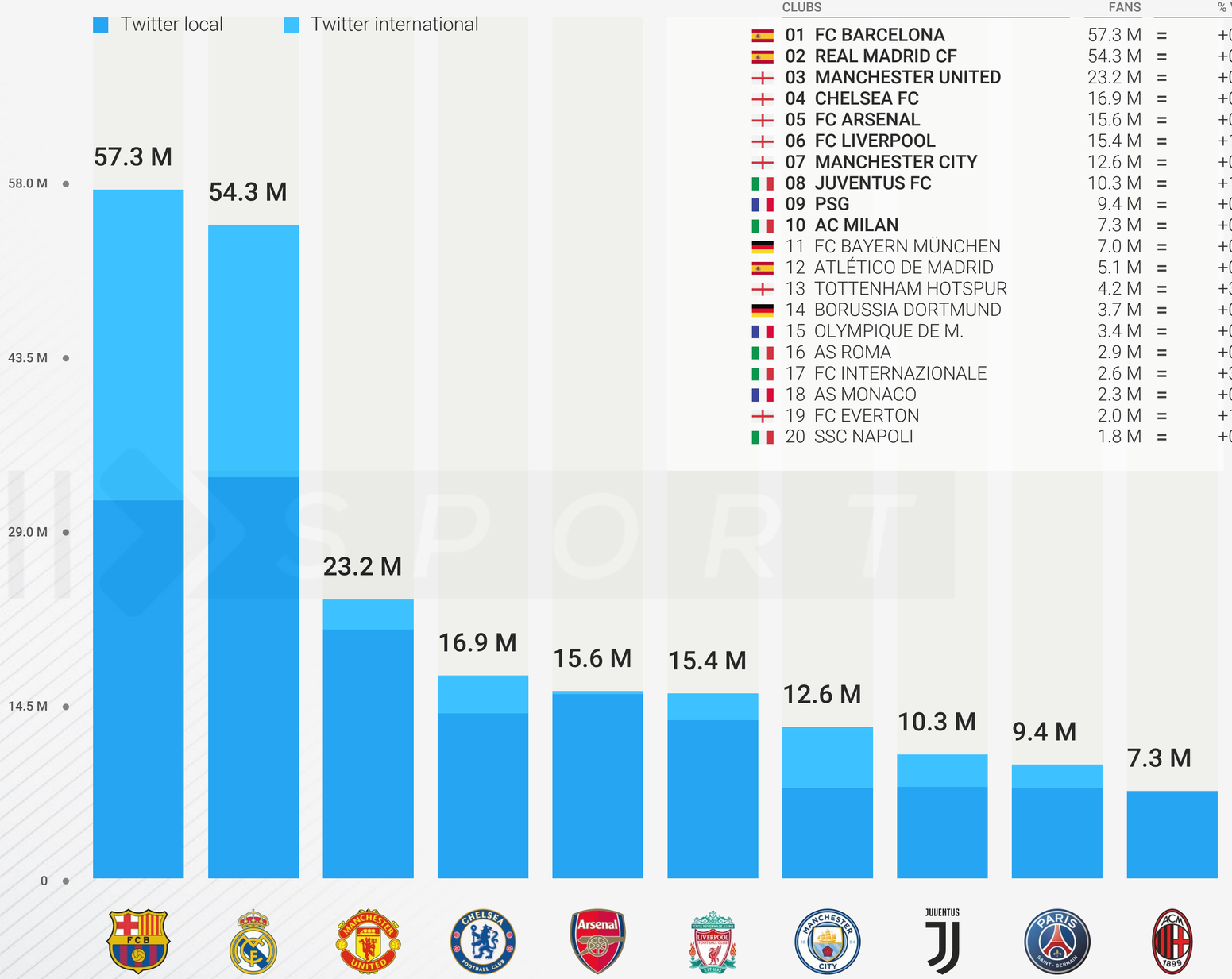
EUROPE Twitter global

TOTAL FANBASE

316.6 M

Ranking of the **TOP 20** most followed European football clubs on Twitter, considering both local and international accounts.



CLUBS	FANS		% VAR*
01 FC BARCELONA	57.3 M	=	+0.71
02 REAL MADRID CF	54.3 M	=	+0.36
03 MANCHESTER UNITED	23.2 M	=	+0.78
04 CHELSEA FC	16.9 M	=	+0.76
05 FC ARSENAL	15.6 M	=	+0.73
06 FC LIVERPOOL	15.4 M	=	+1.90
07 MANCHESTER CITY	12.6 M	=	+0.98
08 JUVENTUS FC	10.3 M	=	+1.38
09 PSG	9.4 M	=	+0.98
10 AC MILAN	7.3 M	=	+0.27
11 FC BAYERN MÜNCHEN	7.0 M	=	+0.76
12 ATLÉTICO DE MADRID	5.1 M	=	+0.44
13 TOTTENHAM HOTSPUR	4.2 M	=	+3.00
14 BORUSSIA DORTMUND	3.7 M	=	+0.95
15 OLYMPIQUE DE M.	3.4 M	=	+0.91
16 AS ROMA	2.9 M	=	+0.90
17 FC INTERNAZIONALE	2.6 M	=	+3.48
18 AS MONACO	2.3 M	=	+0.13
19 FC EVERTON	2.0 M	=	+1.11
20 SSC NAPOLI	1.8 M	=	+0.84

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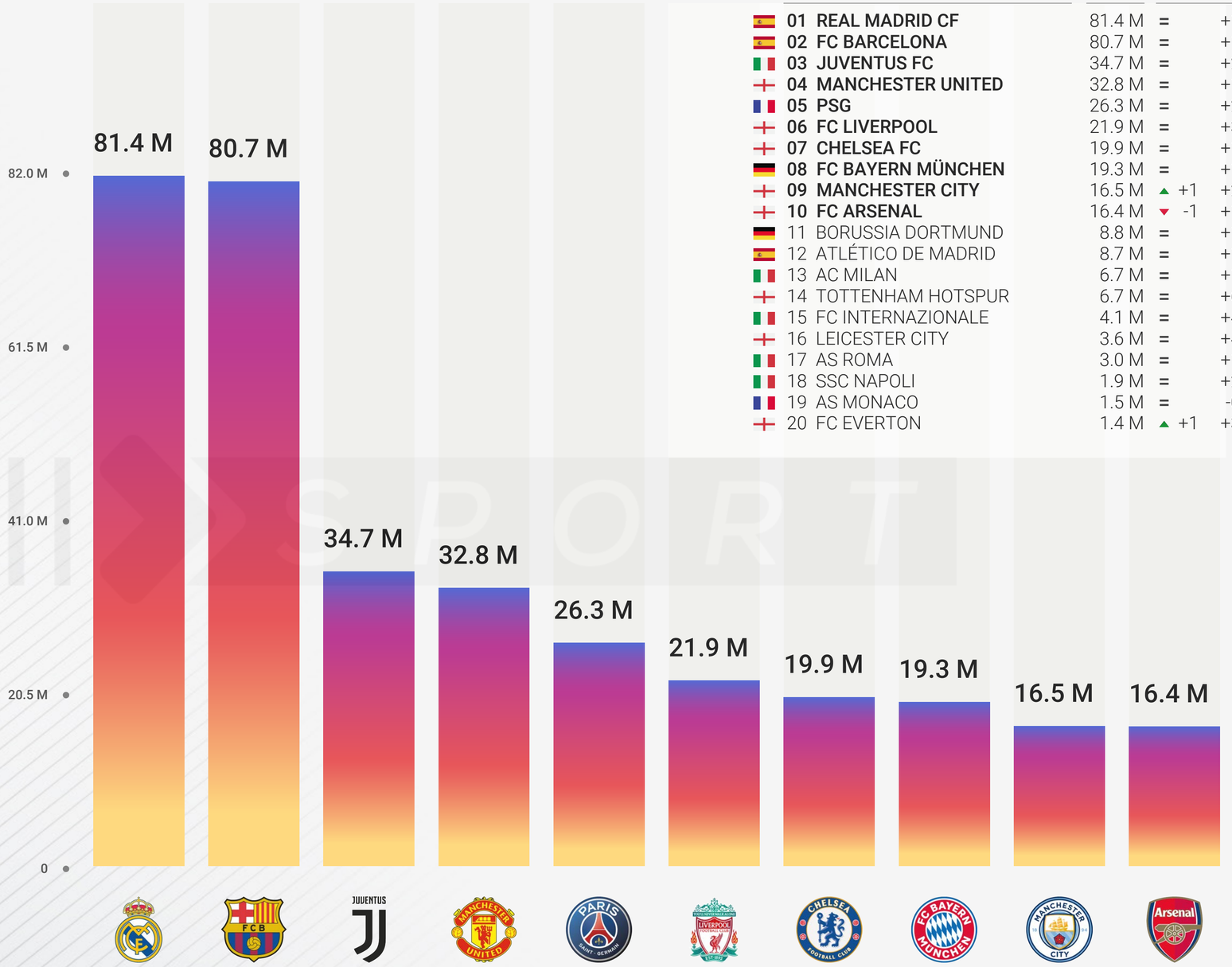
EUROPE Instagram

TOTAL FANBASE

432.4 M

Ranking of the **TOP 20** most followed European football clubs on Instagram.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	81.4 M	=	+1.24
02 FC BARCELONA	80.7 M	=	+1.42
03 JUVENTUS FC	34.7 M	=	+2.68
04 MANCHESTER UNITED	32.8 M	=	+1.38
05 PSG	26.3 M	=	+2.24
06 FC LIVERPOOL	21.9 M	=	+3.27
07 CHELSEA FC	19.9 M	=	+1.80
08 FC BAYERN MÜNCHEN	19.3 M	=	+1.85
09 MANCHESTER CITY	16.5 M	▲ +1	+2.59
10 FC ARSENAL	16.4 M	▼ -1	+1.28
11 BORUSSIA DORTMUND	8.8 M	=	+1.90
12 ATLÉTICO DE MADRID	8.7 M	=	+1.85
13 AC MILAN	6.7 M	=	+1.34
14 TOTTENHAM HOTSPUR	6.7 M	=	+6.54
15 FC INTERNAZIONALE	4.1 M	=	+4.07
16 LEICESTER CITY	3.6 M	=	+4.10
17 AS ROMA	3.0 M	=	+1.45
18 SSC NAPOLI	1.9 M	=	+2.29
19 AS MONACO	1.5 M	=	-0.26
20 FC EVERTON	1.4 M	▲ +1	+3.19

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EUROPE YouTube

TOTAL FANBASE

39.2 M

Ranking of the **TOP 20** most followed European football clubs on YouTube.



	CLUBS	FANS		% VAR*
01	FC BARCELONA	8.6 M	=	+3.26
02	REAL MADRID CF	5.3 M	=	+1.16
03	FC LIVERPOOL	3.5 M	=	+5.67
04	JUVENTUS FC	2.4 M	=	+1.71
05	MANCHESTER UNITED	2.3 M	=	+4.46
06	MANCHESTER CITY	2.2 M	=	+2.80
07	PSG	2.1 M	=	+0.98
08	FC ARSENAL	1.6 M	=	+1.28
09	CHELSEA FC	1.5 M	=	+3.42
10	FC BAYERN MÜNCHEN	1.3 M	=	+1.54
11	TOTTENHAM HOTSPUR	880.0 K	=	+21.55
12	FC INTERNAZIONALE	559.0 K	▲ +1	+2.57
13	AC MILAN	556.0 K	▼ -1	+0.91
14	BORUSSIA DORTMUND	527.0 K	=	+2.53
15	AS ROMA	328.0 K	=	+0.61
16	REAL BETIS BALOMPIÉ	323.0 K	=	+1.25
17	OLYMPIQUE DE M.	310.0 K	=	+3.68
18	UD ALMERÍA	251.0 K	=	+1.62
19	ATLÉTICO DE MADRID	240.0 K	=	+0.42
20	FC EVERTON	175.0 K	▲ +2	+10.76

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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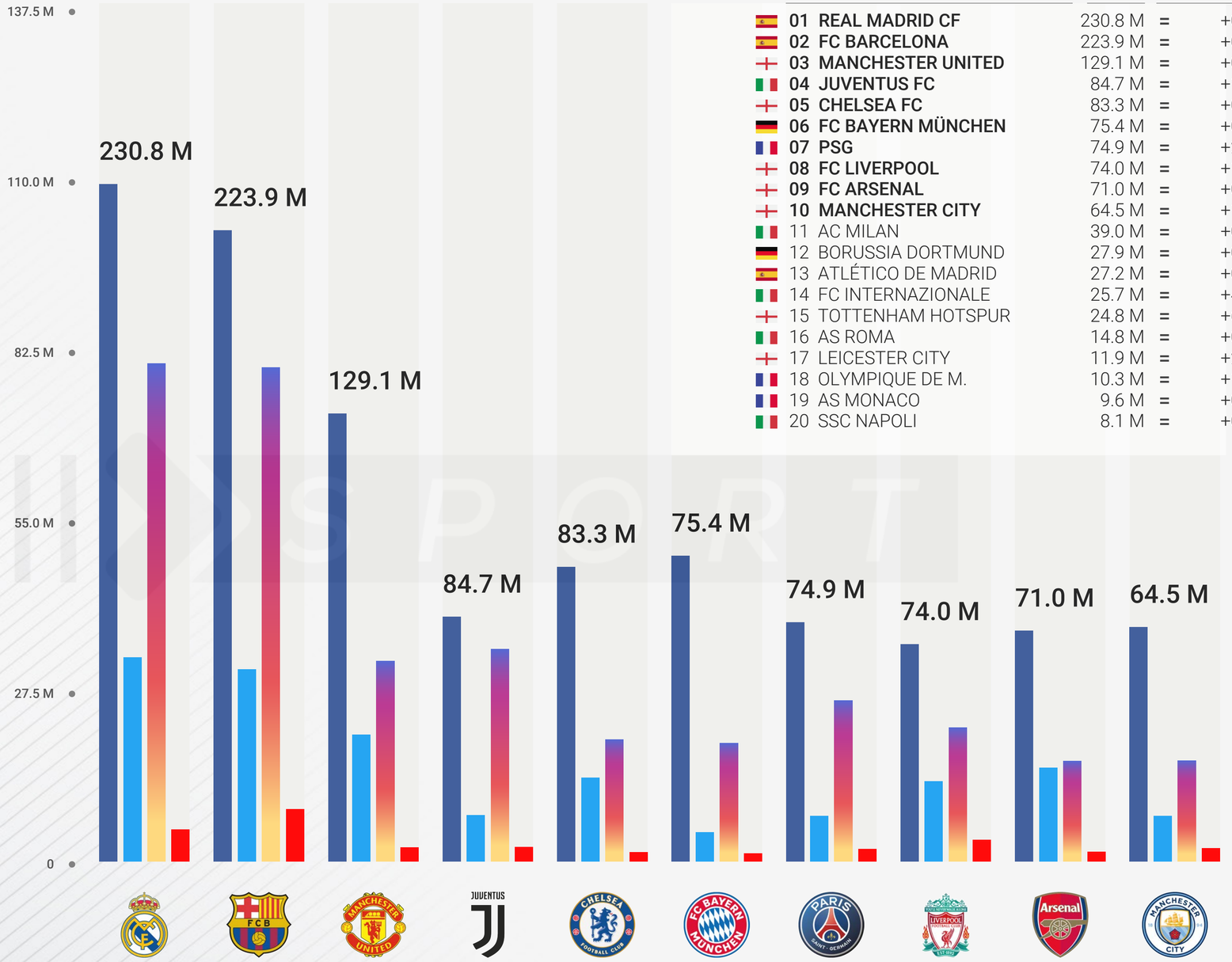
EUROPE Social

TOTAL FANBASE

1.5 B

Ranking of the **TOP 20** most followed European football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	230.8 M	=	+0.59
02	FC BARCELONA	223.9 M	=	+0.75
03	MANCHESTER UNITED	129.1 M	=	+0.51
04	JUVENTUS FC	84.7 M	=	+1.51
05	CHELSEA FC	83.3 M	=	+0.60
06	FC BAYERN MÜNCHEN	75.4 M	=	+0.49
07	PSG	74.9 M	=	+2.20
08	FC LIVERPOOL	74.0 M	=	+1.71
09	FC ARSENAL	71.0 M	=	+0.46
10	MANCHESTER CITY	64.5 M	=	+1.00
11	AC MILAN	39.0 M	=	+0.26
12	BORUSSIA DORTMUND	27.9 M	=	+0.71
13	ATLÉTICO DE MADRID	27.2 M	=	+0.62
14	FC INTERNAZIONALE	25.7 M	=	+4.05
15	TOTTENHAM HOTSPUR	24.8 M	=	+6.77
16	AS ROMA	14.8 M	=	+0.29
17	LEICESTER CITY	11.9 M	=	+2.05
18	OLYMPIQUE DE M.	10.3 M	=	+1.52
19	AS MONACO	9.6 M	=	+0.01
20	SSC NAPOLI	8.1 M	=	+0.81

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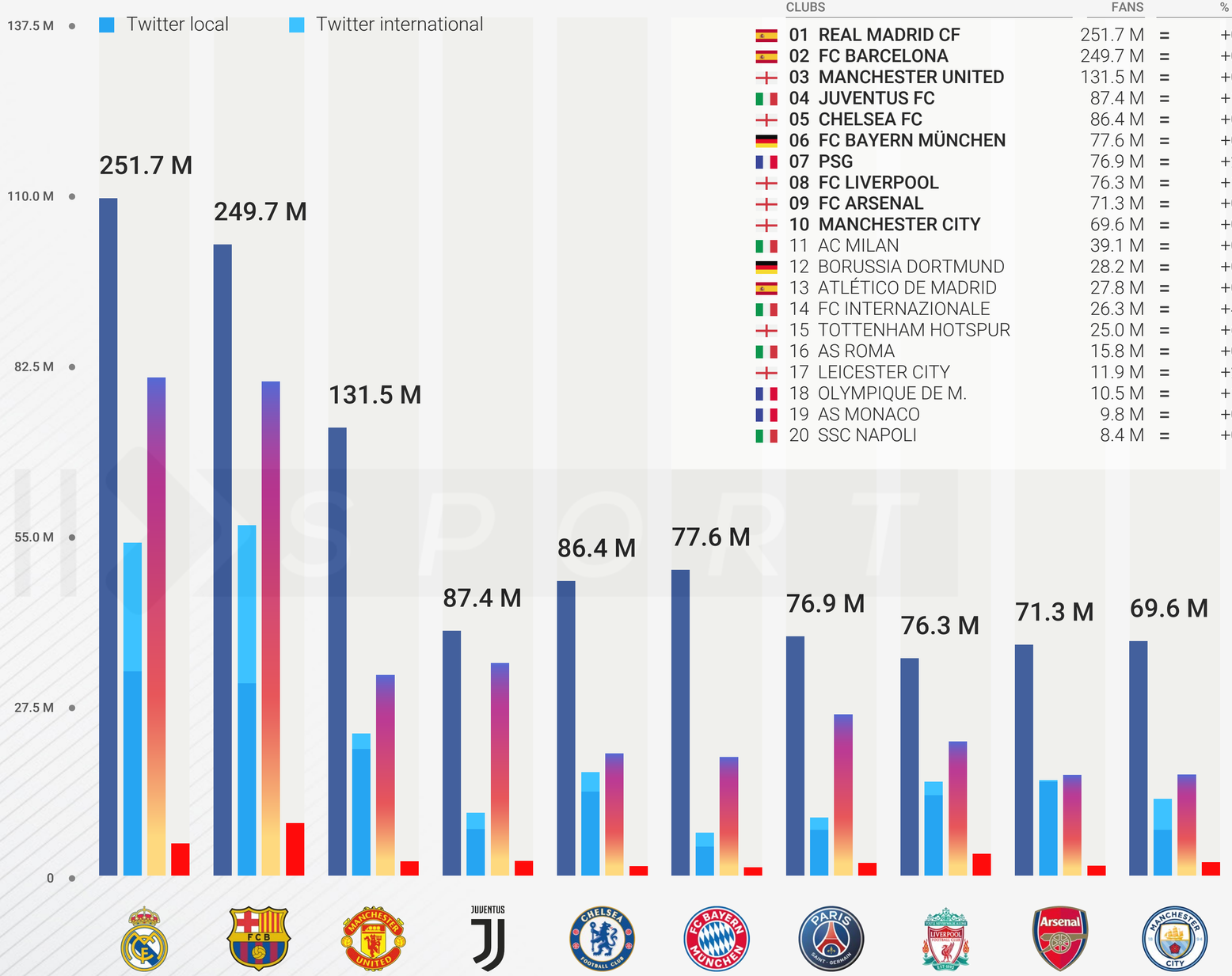
IQUII SPORT

EUROPE Social

(Twitter global)

TOTAL FANBASE

1.6 B



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	251.7 M	=	+0.57
02	FC BARCELONA	249.7 M	=	+0.75
03	MANCHESTER UNITED	131.5 M	=	+0.52
04	JUVENTUS FC	87.4 M	=	+1.53
05	CHELSEA FC	86.4 M	=	+0.59
06	FC BAYERN MÜNCHEN	77.6 M	=	+0.51
07	PSG	76.9 M	=	+2.17
08	FC LIVERPOOL	76.3 M	=	+1.76
09	FC ARSENAL	71.3 M	=	+0.46
10	MANCHESTER CITY	69.6 M	=	+0.99
11	AC MILAN	39.1 M	=	+0.27
12	BORUSSIA DORTMUND	28.2 M	=	+0.78
13	ATLÉTICO DE MADRID	27.8 M	=	+0.64
14	FC INTERNAZIONALE	26.3 M	=	+4.00
15	TOTTENHAM HOTSPUR	25.0 M	=	+6.76
16	AS ROMA	15.8 M	=	+0.39
17	LEICESTER CITY	11.9 M	=	+2.05
18	OLYMPIQUE DE M.	10.5 M	=	+1.57
19	AS MONACO	9.8 M	=	+0.02
20	SSC NAPOLI	8.4 M	=	+0.83

Ranking of the **TOP 20** most followed European football clubs based on the aggregate Facebook, Twitter Global, Instagram, YouTube fanbases.

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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EUROPE Clubs

CLUBS
20

COUNTRIES
6



Social Media coverage of the **6 countries** based on the presence of their related football clubs in the "European TOP 20 most followed teams" chart.

*[from November 15, 2019 to December 16, 2019]

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EUROPE Social Brands

TOTAL FANBASE

1.5 B



SPONSORS	FANS		% VAR*
01 ADIDAS	633.3 M	=	+0.72
02 NIKE	492.1 M	=	+1.38
03 PUMA	163.7 M	=	+0.78
04 NEW BALANCE	86.5 M	=	+1.52
05 KAPPA	30.8 M	=	+0.21
06 UMBRO	27.9 M	=	+0.88
07 MACRON	22.9 M	=	+0.65
08 JOMA	11.4 M	=	+0.99
09 UNDER ARMOUR	6.0 M	=	+0.81
10 LE COQ SPORTIF	5.6 M	=	+0.36
11 JAKO	5.1 M	=	+0.63
12 HUMMEL	5.1 M	=	+0.53
13 ERREA	4.0 M	=	+0.95
14 KELME	2.4 M	=	+0.66
15 UHLSPORT	2.2 M	=	+0.34
16 LOTTO	1.5 M	=	+0.77
17 ELEV8	778.2 K	=	+0.34
18 CRAFT	744.3 K	=	+0.29
19 GIVOVA	598.5 K	=	+0.38
20 ZEUS	502.0 K	=	+0.25

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 238 sponsored European football clubs.

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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EUROPE Sport Brands

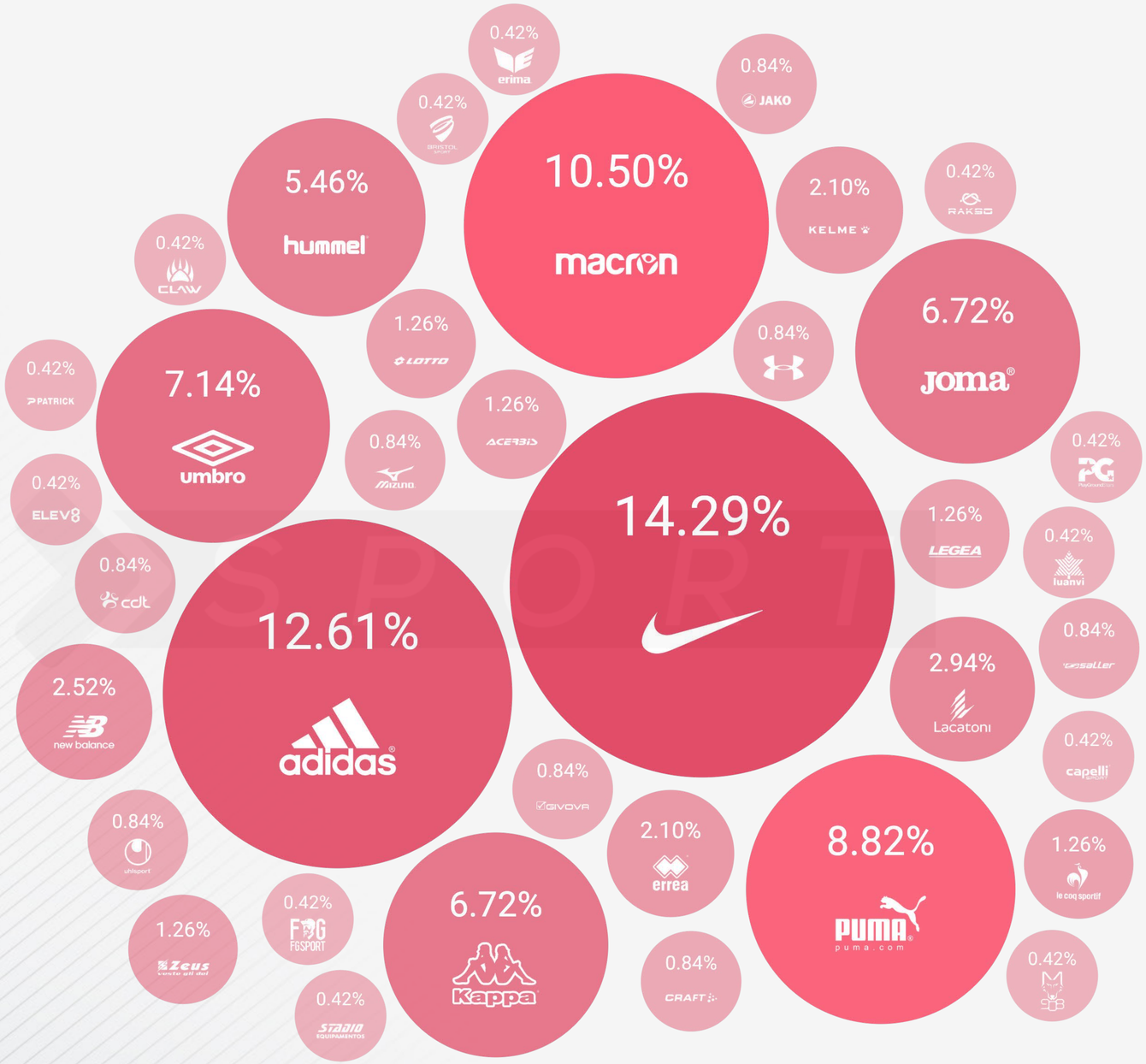
CLUBS

238

Sport Brands

37

Sport Brands on jerseys coverage in relation to the 238 sponsored European football clubs.



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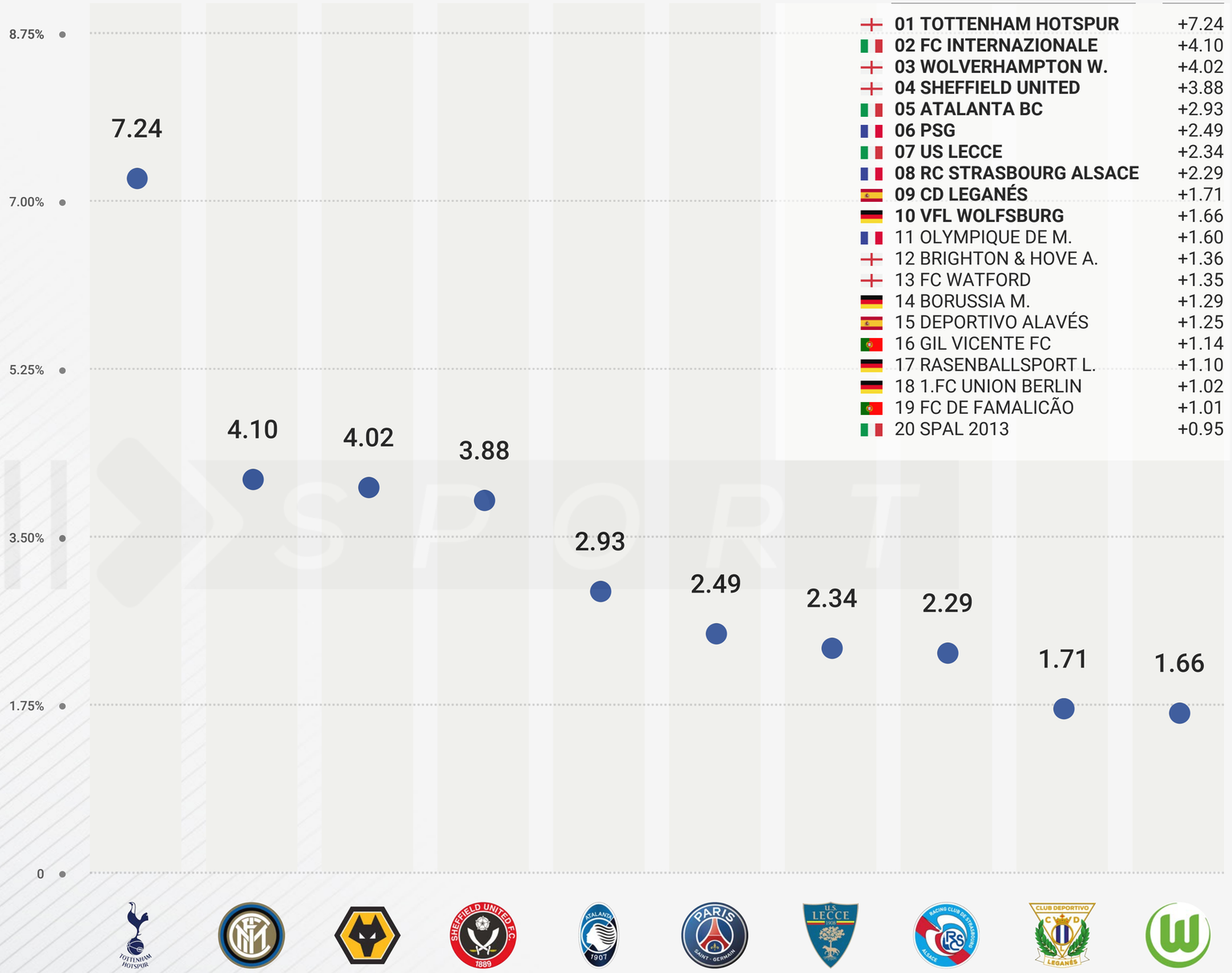
EUROPE 1 Facebook



Ranking of the **TOP 20 most grown up European football clubs** playing in the 1° divisions.



	CLUBS	% VAR*
	01 TOTTENHAM HOTSPUR	+7.24
	02 FC INTERNAZIONALE	+4.10
	03 WOLVERHAMPTON W.	+4.02
	04 SHEFFIELD UNITED	+3.88
	05 ATALANTA BC	+2.93
	06 PSG	+2.49
	07 US LECCE	+2.34
	08 RC STRASBOURG ALSACE	+2.29
	09 CD LEGANÉS	+1.71
	10 VFL WOLFSBURG	+1.66
	11 OLYMPIQUE DE M.	+1.60
	12 BRIGHTON & HOVE A.	+1.36
	13 FC WATFORD	+1.35
	14 BORUSSIA M.	+1.29
	15 DEPORTIVO ALAVÉS	+1.25
	16 GIL VICENTE FC	+1.14
	17 RASENBALLSPORT L.	+1.10
	18 1.FC UNION BERLIN	+1.02
	19 FC DE FAMALICÃO	+1.01
	20 SPAL 2013	+0.95

*[from November 15, 2019 to December 16, 2019]

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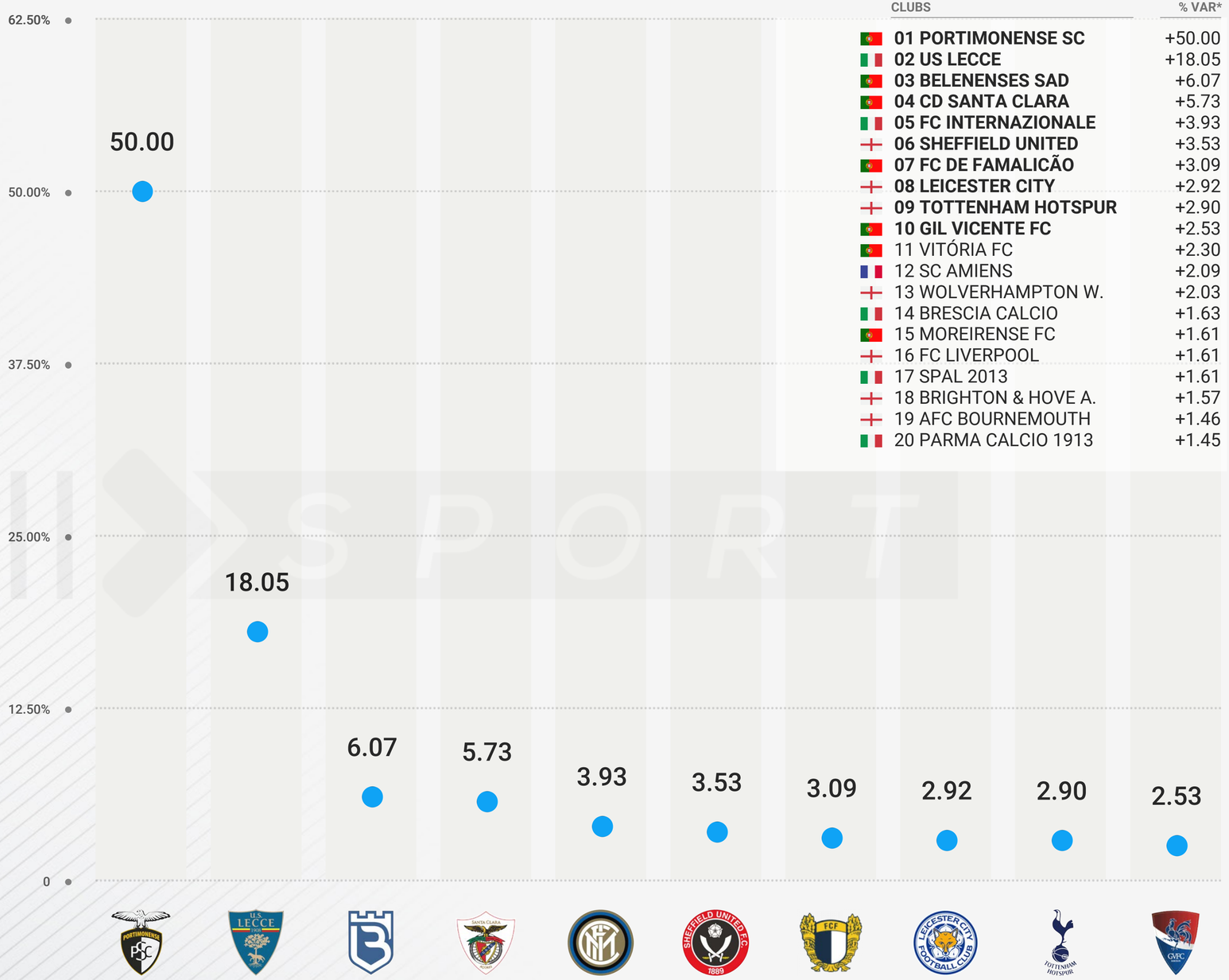
EUROPE 1 Twitter

Ranking of the **TOP 20 most grown up European football clubs** playing in the 1° divisions.



	CLUBS	% VAR*
01	PORTIMONENSE SC	+50.00
02	US LECCE	+18.05
03	BELENENSES SAD	+6.07
04	CD SANTA CLARA	+5.73
05	FC INTERNAZIONALE	+3.93
06	SHEFFIELD UNITED	+3.53
07	FC DE FAMALICÃO	+3.09
08	LEICESTER CITY	+2.92
09	TOTTENHAM HOTSPUR	+2.90
10	GIL VICENTE FC	+2.53
11	VITÓRIA FC	+2.30
12	SC AMIENS	+2.09
13	WOLVERHAMPTON W.	+2.03
14	BRESCIA CALCIO	+1.63
15	MOREIRENSE FC	+1.61
16	FC LIVERPOOL	+1.61
17	SPAL 2013	+1.61
18	BRIGHTON & HOVE A.	+1.57
19	AFC BOURNEMOUTH	+1.46
20	PARMA CALCIO 1913	+1.45

*[from November 15, 2019 to December 16, 2019]

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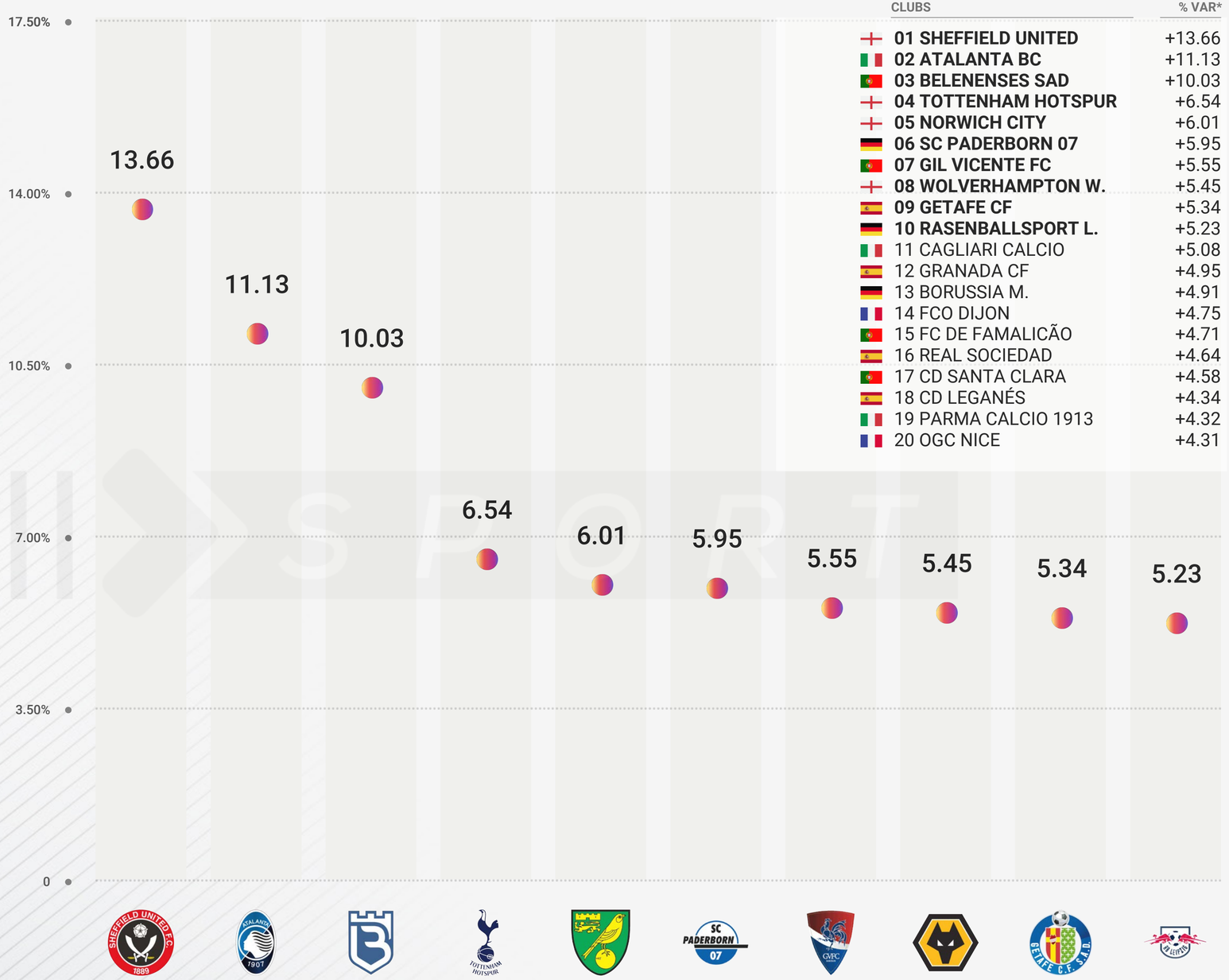
IQUII SPORT

EUROPE 1 Instagram



Ranking of the **TOP 20 most grown up European football clubs** playing in the 1° divisions.



	CLUBS	% VAR*
	01 SHEFFIELD UNITED	**+13.66**
	02 ATALANTA BC	**+11.13**
	03 BELENENSES SAD	**+10.03**
	04 TOTTENHAM HOTSPUR	**+6.54**
	05 NORWICH CITY	**+6.01**
	06 SC PADERBORN 07	**+5.95**
	07 GIL VICENTE FC	**+5.55**
	08 WOLVERHAMPTON W.	**+5.45**
	09 GETAFE CF	**+5.34**
	10 RASENBALLSPORT L.	**+5.23**
	11 CAGLIARI CALCIO	+5.08
	12 GRANADA CF	+4.95
	13 BORUSSIA M.	+4.91
	14 FCO DIJON	+4.75
	15 FC DE FAMALICÃO	+4.71
	16 REAL SOCIEDAD	+4.64
	17 CD SANTA CLARA	+4.58
	18 CD LEGANÉS	+4.34
	19 PARMA CALCIO 1913	+4.32
	20 OGC NICE	+4.31

*[from November 15, 2019 to December 16, 2019]

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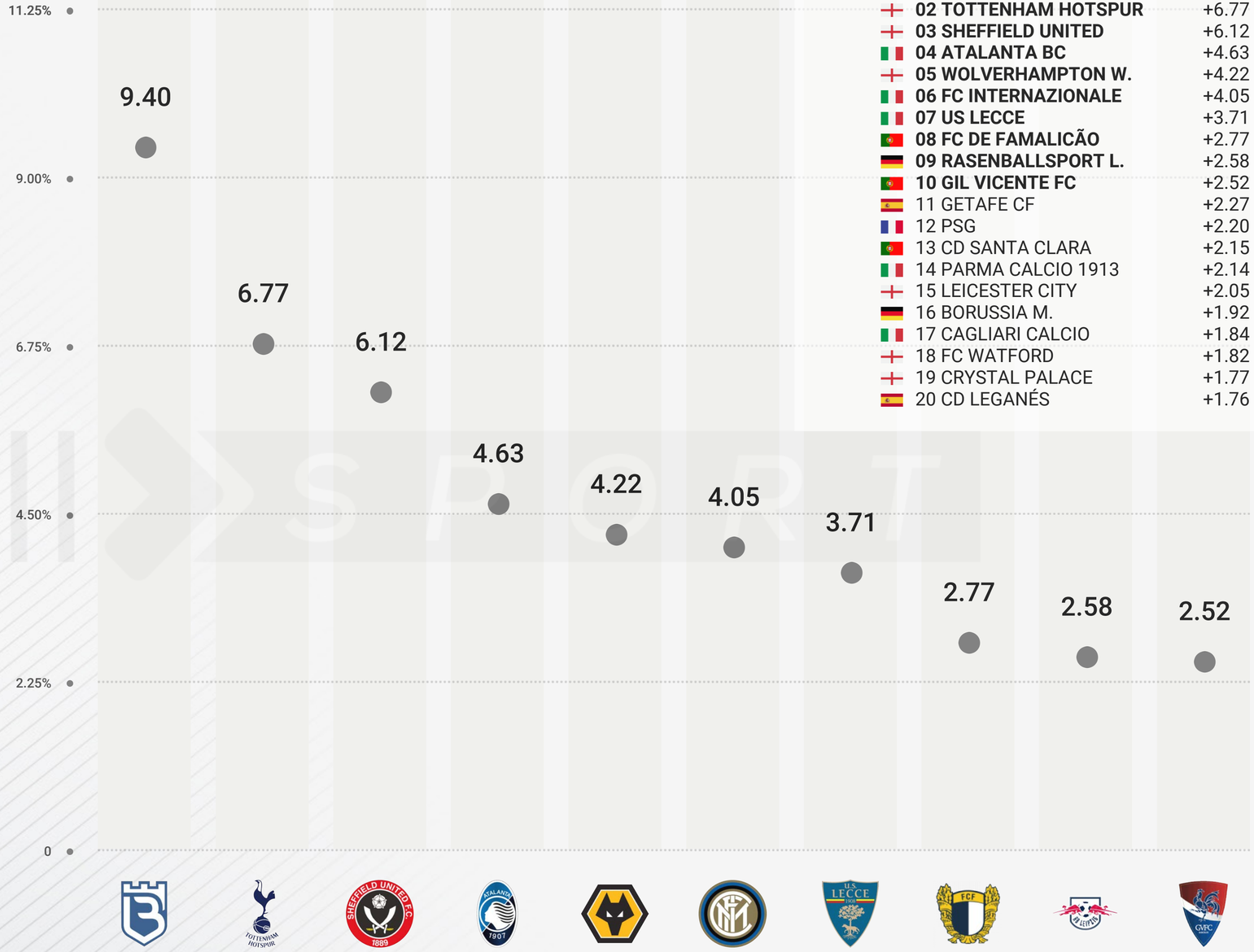
IQUII SPORT

EUROPE 1 Social

EUROPEAN TOP20

Ranking of the **TOP 20 most grown up European football clubs** playing in the 1° divisions.



CLUBS	% VAR*
01 BELENENSES SAD	+9.40
02 TOTTENHAM HOTSPUR	+6.77
03 SHEFFIELD UNITED	+6.12
04 ATALANTA BC	+4.63
05 WOLVERHAMPTON W.	+4.22
06 FC INTERNAZIONALE	+4.05
07 US LECCE	+3.71
08 FC DE FAMALICÃO	+2.77
09 RASENBALLSPORT L.	+2.58
10 GIL VICENTE FC	+2.52
11 GETAFE CF	+2.27
12 PSG	+2.20
13 CD SANTA CLARA	+2.15
14 PARMA CALCIO 1913	+2.14
15 LEICESTER CITY	+2.05
16 BORUSSIA M.	+1.92
17 CAGLIARI CALCIO	+1.84
18 FC WATFORD	+1.82
19 CRYSTAL PALACE	+1.77
20 CD LEGANÉS	+1.76

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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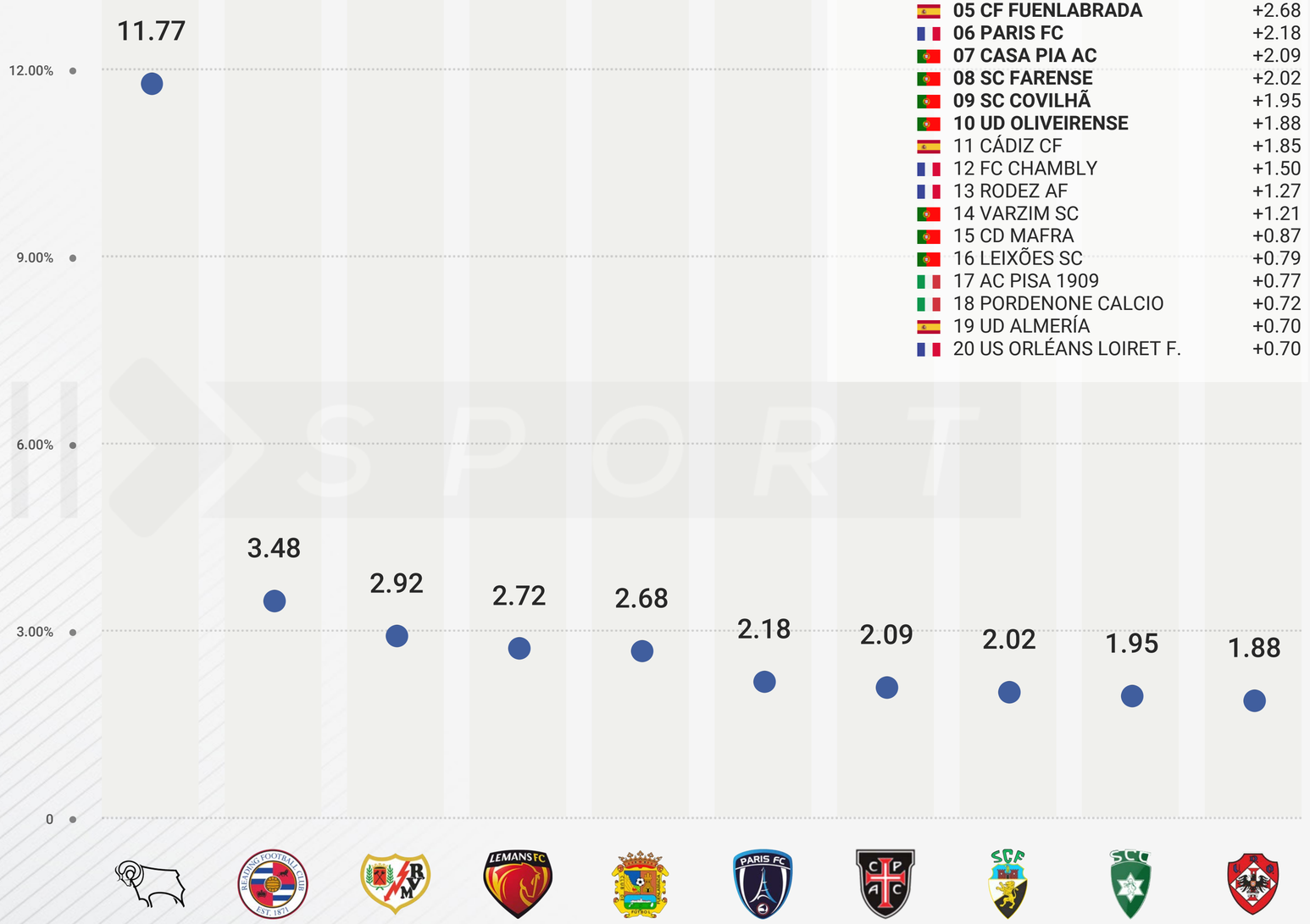
EUROPE 2 Facebook

Ranking of the **TOP 20 most grown up European football clubs** playing in the 2° divisions.



CLUBS	% VAR*
01 DERBY COUNTY	+11.77
02 READING FC	+3.48
03 RAYO VALLECANO DE M.	+2.92
04 FC LE MANS	+2.72
05 CF FUENLABRADA	+2.68
06 PARIS FC	+2.18
07 CASA PIA AC	+2.09
08 SC FARENSE	+2.02
09 SC COVILHÃ	+1.95
10 UD OLIVEIRENSE	+1.88
11 CÁDIZ CF	+1.85
12 FC CHAMBLY	+1.50
13 RODEZ AF	+1.27
14 VARZIM SC	+1.21
15 CD MAFRA	+0.87
16 LEIXÕES SC	+0.79
17 AC PISA 1909	+0.77
18 PORDENONE CALCIO	+0.72
19 UD ALMERÍA	+0.70
20 US ORLÉANS LOIRET F.	+0.70

*[from November 15, 2019 to December 16, 2019]

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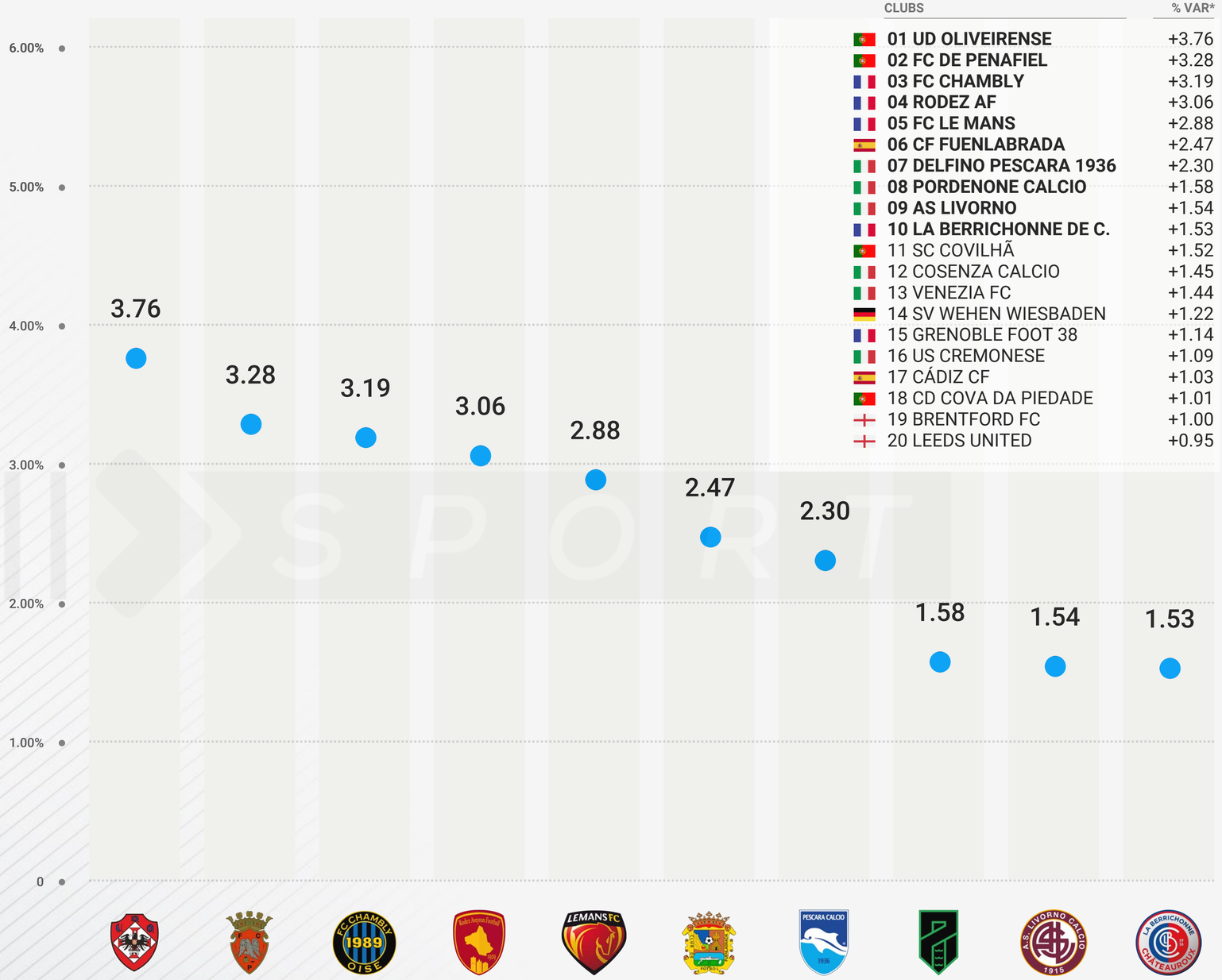
IQUII SPORT

EUROPE 2 Twitter

EUROPEAN TOP20

Ranking of the **TOP 20 most grown up European football clubs** playing in the 2° divisions.



CLUBS	% VAR*
01 UD OLIVEIRENSE	+3.76
02 FC DE PENAFIEL	+3.28
03 FC CHAMBLY	+3.19
04 RODEZ AF	+3.06
05 FC LE MANS	+2.88
06 CF FUENLABRADA	+2.47
07 DELFINO PESCARA 1936	+2.30
08 PORDENONE CALCIO	+1.58
09 AS LIVORNO	+1.54
10 LA BERRICHONNE DE C.	+1.53
11 SC COVILHÃ	+1.52
12 COSENZA CALCIO	+1.45
13 VENEZIA FC	+1.44
14 SV WEHEN WIESBADEN	+1.22
15 GRENOBLE FOOT 38	+1.14
16 US CREMONESE	+1.09
17 CÁDIZ CF	+1.03
18 CD COVA DA PIEDADE	+1.01
19 BRENTFORD FC	+1.00
20 LEEDS UNITED	+0.95

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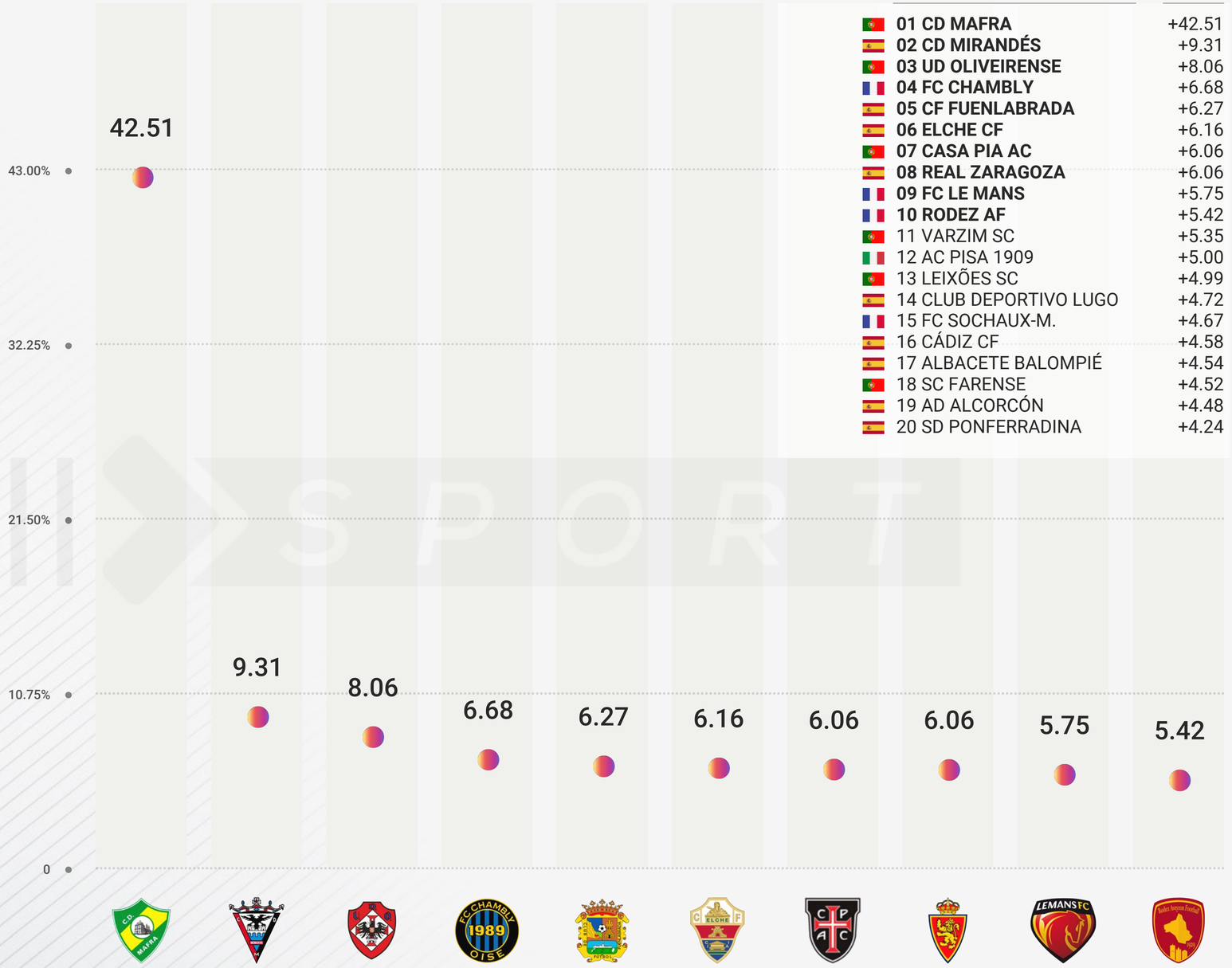
EUROPE 2 Instagram

Ranking of the **TOP 20 most grown up European football clubs** playing in the 2° divisions.



CLUBS	% VAR*
01 CD MAFRA	+42.51
02 CD MIRANDÉS	+9.31
03 UD OLIVEIRENSE	+8.06
04 FC CHAMBLY	+6.68
05 CF FUENLABRADA	+6.27
06 ELCHE CF	+6.16
07 CASA PIA AC	+6.06
08 REAL ZARAGOZA	+6.06
09 FC LE MANS	+5.75
10 RODEZ AF	+5.42
11 VARZIM SC	+5.35
12 AC PISA 1909	+5.00
13 LEIXÕES SC	+4.99
14 CLUB DEPORTIVO LUGO	+4.72
15 FC SOCHAUX-M.	+4.67
16 CÁDIZ CF	+4.58
17 ALBACETE BALOMPIÉ	+4.54
18 SC FARENSE	+4.52
19 AD ALCORCÓN	+4.48
20 SD PONFERRADINA	+4.24

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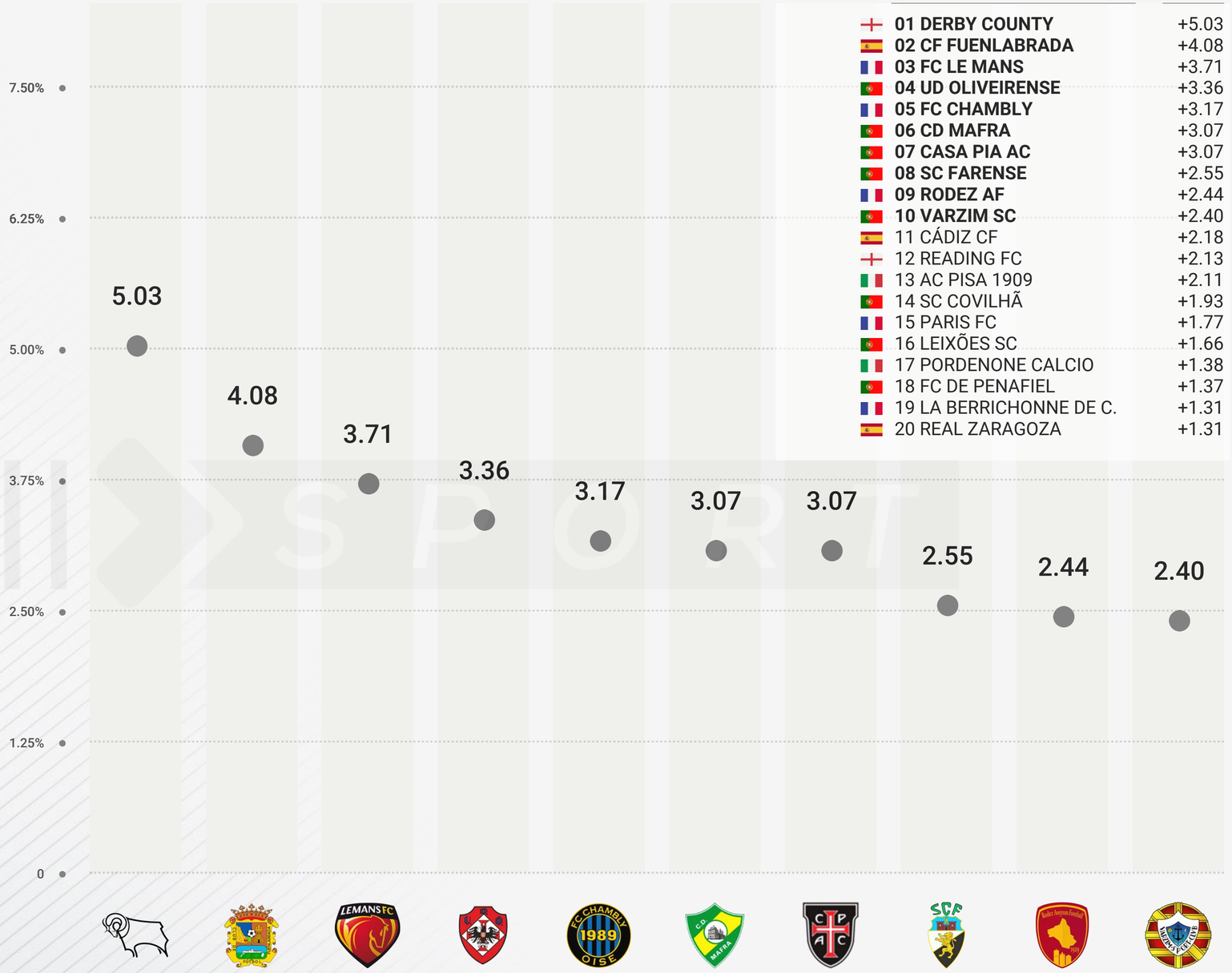
IQUII SPORT

EUROPE 2 Social

EUROPEAN TOP20

Ranking of the **TOP 20 most grown up European football clubs** playing in the 2° divisions.



CLUBS	% VAR*
01 DERBY COUNTY	+5.03
02 CF FUENLABRADA	+4.08
03 FC LE MANS	+3.71
04 UD OLIVEIRENSE	+3.36
05 FC CHAMBLY	+3.17
06 CD MAFRA	+3.07
07 CASA PIA AC	+3.07
08 SC FARENSE	+2.55
09 RODEZ AF	+2.44
10 VARZIM SC	+2.40
11 CÁDIZ CF	+2.18
12 READING FC	+2.13
13 AC PISA 1909	+2.11
14 SC COVILHÃ	+1.93
15 PARIS FC	+1.77
16 LEIXÕES SC	+1.66
17 PORDENONE CALCIO	+1.38
18 FC DE PENAFIEL	+1.37
19 LA BERRICHONNE DE C.	+1.31
20 REAL ZARAGOZA	+1.31

*[from November 15, 2019 to December 16, 2019]
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Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

Premier League

SECOND DIVISION — 24 CLUBS

sky BET CHAMPIONSHIP EFL

CHAMPIONSHIP



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ENGLAND SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: Premier League and Championship.

44

CLUBS

Total Premier League and Championship football clubs analyzed.

13

BRANDS

Total Premier League and Championship Sport Brands on jerseys analyzed.

522.0 M

+ 1.13%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Premier League and Championship football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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ENGLAND SnapShot / First Division



20

CLUBS

Total Premier League football clubs analyzed.

8

BRANDS

Total Premier League Sport Brands on jerseys analyzed.

498.1 M

+ 1.16%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Premier League football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

272.3 M

Premier League

Ranking of the most followed **Premier League** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	73.2 M	=	-0.05
02 CHELSEA FC	48.2 M	=	-0.05
03 MANCHESTER CITY	38.3 M	=	+0.21
04 FC ARSENAL	37.7 M	=	-0.03
05 FC LIVERPOOL	35.5 M	=	+0.43
06 TOTTENHAM HOTSPUR	13.3 M	=	+7.24
07 LEICESTER CITY	6.7 M	=	+0.40
08 FC EVERTON	3.2 M	=	+0.19
09 ASTON VILLA FC	3.1 M	=	-0.06
10 FC SOUTHAMPTON	3.1 M	=	+0.36
11 WEST HAM UNITED	2.3 M	=	-0.09
12 NEWCASTLE UNITED	2.2 M	=	+0.05
13 WOLVERHAMPTON W.	1.2 M	▲ +2	+4.02
14 CRYSTAL PALACE	1.1 M	▼ -1	+0.60
15 FC WATFORD	1.1 M	▼ -1	+1.35
16 NORWICH CITY	843.4 K	=	+0.08
17 FC BURNLEY	423.6 K	=	+0.26
18 AFC BOURNEMOUTH	409.5 K	=	+0.53
19 BRIGHTON & HOVE A.	281.2 K	=	+1.36
20 SHEFFIELD UNITED	206.4 K	=	+3.88

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IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

87.5 M

Premier League

Ranking of the most followed **Premier League** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	20.7 M	=	+0.74
02 FC ARSENAL	15.3 M	=	+0.73
03 CHELSEA FC	13.7 M	=	+0.90
04 FC LIVERPOOL	13.1 M	=	+1.61
05 MANCHESTER CITY	7.5 M	=	+1.04
06 TOTTENHAM HOTSPUR	4.0 M	=	+2.90
07 FC EVERTON	2.0 M	=	+1.11
08 WEST HAM UNITED	1.6 M	=	+0.81
09 LEICESTER CITY	1.5 M	▲ +1	+2.92
10 NEWCASTLE UNITED	1.5 M	▼ -1	+0.75
11 ASTON VILLA FC	1.3 M	=	+0.69
12 FC SOUTHAMPTON	1.2 M	=	+0.81
13 CRYSTAL PALACE	904.5 K	=	+1.00
14 NORWICH CITY	677.9 K	=	+0.53
15 FC WATFORD	645.8 K	=	+1.01
16 WOLVERHAMPTON W.	511.5 K	=	+2.03
17 AFC BOURNEMOUTH	488.0 K	=	+1.46
18 FC BURNLEY	450.2 K	=	+1.33
19 SHEFFIELD UNITED	283.9 K	=	+3.53
20 BRIGHTON & HOVE A.	257.5 K	=	+1.57

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

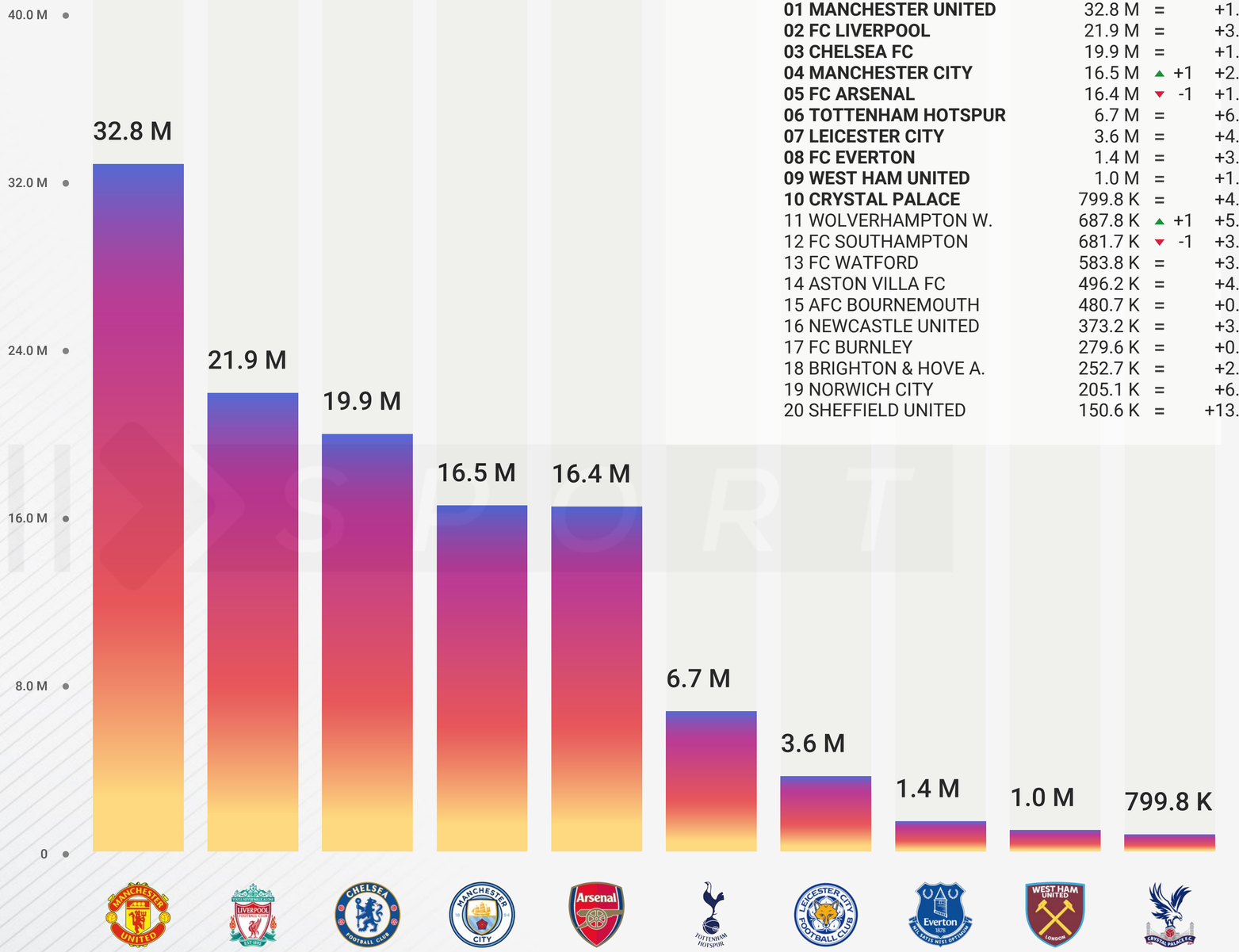
ENGLAND Instagram

TOTAL FANBASE

125.2 M

Premier League

Ranking of the most followed **Premier League** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	32.8 M	=	+1.38
02 FC LIVERPOOL	21.9 M	=	+3.27
03 CHELSEA FC	19.9 M	=	+1.80
04 MANCHESTER CITY	16.5 M	▲ +1	+2.59
05 FC ARSENAL	16.4 M	▼ -1	+1.28
06 TOTTENHAM HOTSPUR	6.7 M	=	+6.54
07 LEICESTER CITY	3.6 M	=	+4.10
08 FC EVERTON	1.4 M	=	+3.19
09 WEST HAM UNITED	1.0 M	=	+1.57
10 CRYSTAL PALACE	799.8 K	=	+4.03
11 WOLVERHAMPTON W.	687.8 K	▲ +1	+5.45
12 FC SOUTHAMPTON	681.7 K	▼ -1	+3.18
13 FC WATFORD	583.8 K	=	+3.59
14 ASTON VILLA FC	496.2 K	=	+4.12
15 AFC BOURNEMOUTH	480.7 K	=	+0.97
16 NEWCASTLE UNITED	373.2 K	=	+3.96
17 FC BURNLEY	279.6 K	=	+0.63
18 BRIGHTON & HOVE A.	252.7 K	=	+2.19
19 NORWICH CITY	205.1 K	=	+6.01
20 SHEFFIELD UNITED	150.6 K	=	+13.66

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

13.2 M

Premier League

Ranking of the most followed **Premier League** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC LIVERPOOL	3.5 M	=	+5.67
02 MANCHESTER UNITED	2.3 M	=	+4.46
03 MANCHESTER CITY	2.2 M	=	+2.80
04 FC ARSENAL	1.6 M	=	+1.28
05 CHELSEA FC	1.5 M	=	+3.42
06 TOTTENHAM HOTSPUR	880.0 K	=	+21.55
07 FC EVERTON	175.0 K	▲ +1	+10.76
08 WOLVERHAMPTON W.	171.0 K	▼ -1	+7.55
09 LEICESTER CITY	160.0 K	▲ +1	+22.14
10 WEST HAM UNITED	136.0 K	▼ -1	+1.49
11 ASTON VILLA FC	99.7 K	=	+2.26
12 FC SOUTHAMPTON	77.2 K	=	+6.63
13 NORWICH CITY	66.5 K	=	+5.06
14 CRYSTAL PALACE	62.8 K	=	+6.44
15 NEWCASTLE UNITED	59.0 K	=	+10.28
16 FC WATFORD	42.5 K	=	+3.16
17 SHEFFIELD UNITED	41.5 K	=	+10.37
18 FC BURNLEY	21.9 K	=	+6.83
19 AFC BOURNEMOUTH	n/a	=	n/a
20 BRIGHTON & HOVE A.	n/a	=	n/a

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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IQUII SPORT

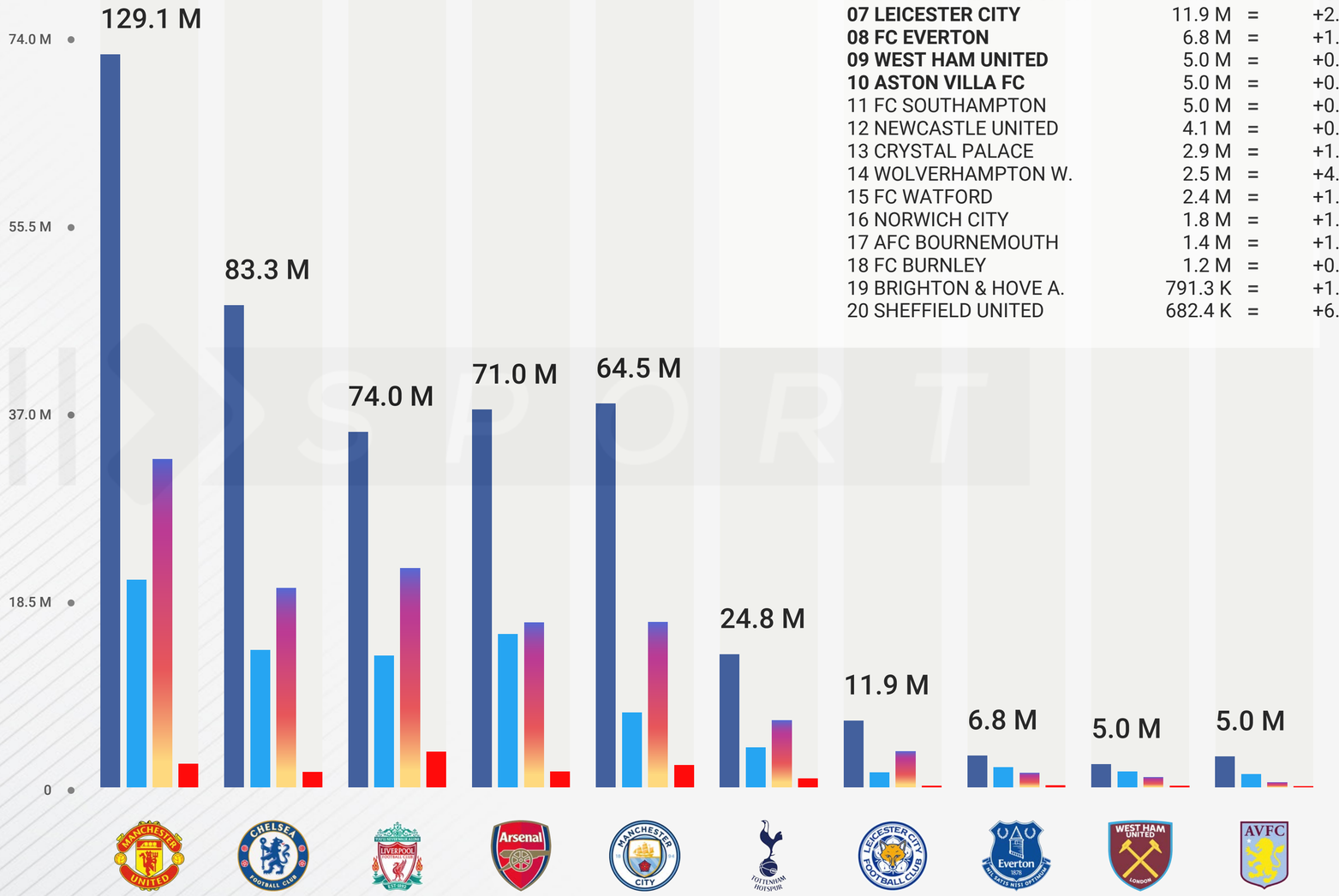
ENGLAND Social

TOTAL FANBASE

498.1 M

Premier League

Ranking of the most followed **Premier League** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	129.1 M	=	+0.51
02 CHELSEA FC	83.3 M	=	+0.60
03 FC LIVERPOOL	74.0 M	=	+1.71
04 FC ARSENAL	71.0 M	=	+0.46
05 MANCHESTER CITY	64.5 M	=	+1.00
06 TOTTENHAM HOTSPUR	24.8 M	=	+6.77
07 LEICESTER CITY	11.9 M	=	+2.05
08 FC EVERTON	6.8 M	=	+1.33
09 WEST HAM UNITED	5.0 M	=	+0.56
10 ASTON VILLA FC	5.0 M	=	+0.58
11 FC SOUTHAMPTON	5.0 M	=	+0.94
12 NEWCASTLE UNITED	4.1 M	=	+0.79
13 CRYSTAL PALACE	2.9 M	=	+1.77
14 WOLVERHAMPTON W.	2.5 M	=	+4.22
15 FC WATFORD	2.4 M	=	+1.82
16 NORWICH CITY	1.8 M	=	+1.08
17 AFC BOURNEMOUTH	1.4 M	=	+1.01
18 FC BURNLEY	1.2 M	=	+0.87
19 BRIGHTON & HOVE A.	791.3 K	=	+1.69
20 SHEFFIELD UNITED	682.4 K	=	+6.12

*[from November 15, 2019 to December 16, 2019]
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ENGLAND Brands

TOTAL FANBASE

498.1 M

Premier League

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 20 sponsored Premier League football clubs.



SPONSORS	FANS		% VAR*
01 ADIDAS	217.6 M	=	+0.65
02 NIKE	108.9 M	=	+1.95
03 NEW BALANCE	74.0 M	=	+1.71
04 PUMA	71.5 M	=	+1.01
05 UMBRO	14.3 M	=	+0.99
06 KAPPA	5.0 M	=	+0.58
07 UNDER ARMOUR	5.0 M	=	+0.94
08 ERREA	1.8 M	=	+1.08

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

ENGLAND Brands

CLUBS

20

Sport Brands

8



Sport Brands on jersey coverage in relation to the 20 sponsored **Premier League** football clubs.

*[from November 15, 2019 to December 16, 2019]

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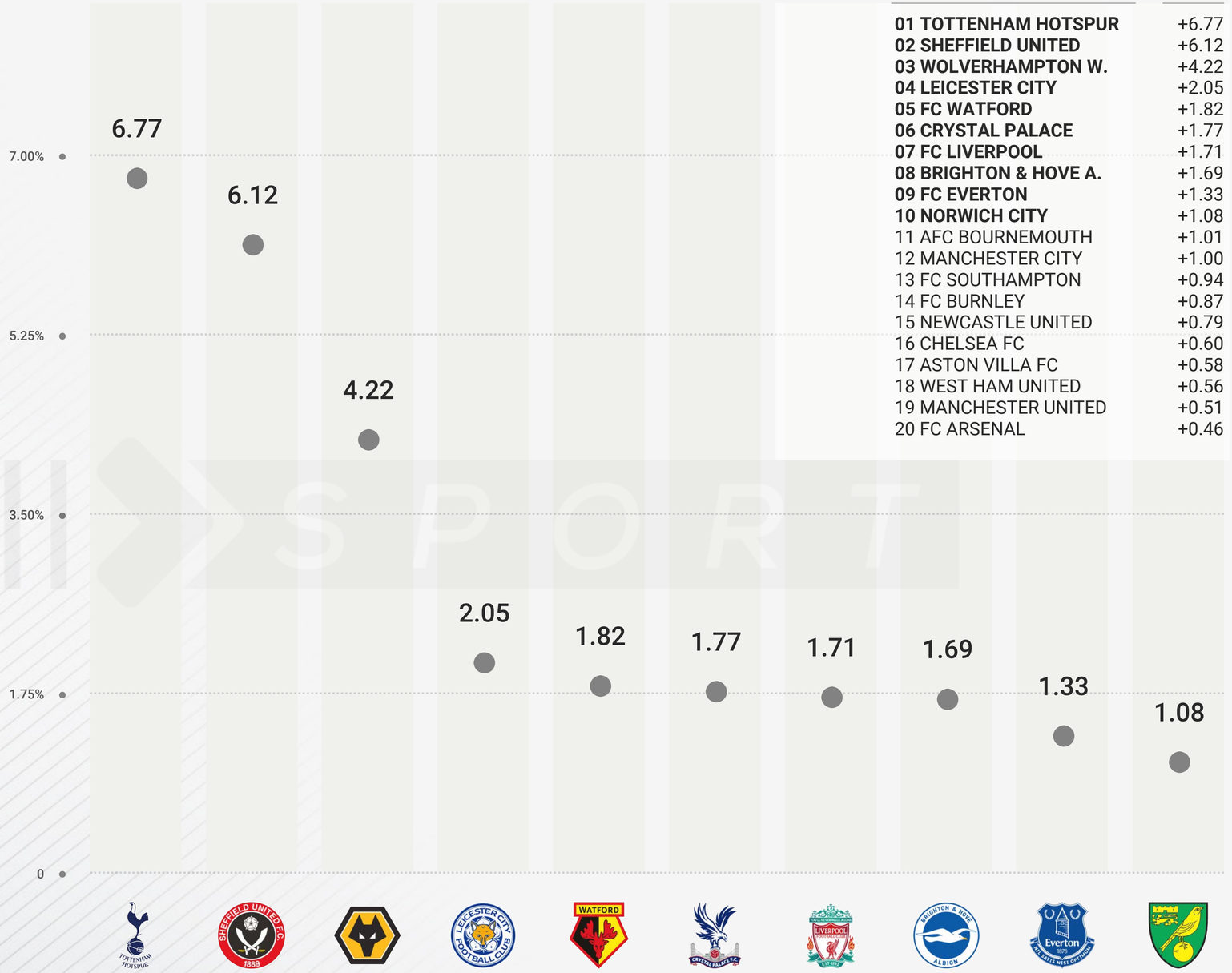
IQUII SPORT

ENGLAND Grown Up

Premier League



CLUBS	% VAR*
01 TOTTENHAM HOTSPUR	**+6.77**
02 SHEFFIELD UNITED	**+6.12**
03 WOLVERHAMPTON W.	**+4.22**
04 LEICESTER CITY	**+2.05**
05 FC WATFORD	**+1.82**
06 CRYSTAL PALACE	**+1.77**
07 FC LIVERPOOL	**+1.71**
08 BRIGHTON & HOVE A.	**+1.69**
09 FC EVERTON	**+1.33**
10 NORWICH CITY	**+1.08**
11 AFC BOURNEMOUTH	+1.01
12 MANCHESTER CITY	+1.00
13 FC SOUTHAMPTON	+0.94
14 FC BURNLEY	+0.87
15 NEWCASTLE UNITED	+0.79
16 CHELSEA FC	+0.60
17 ASTON VILLA FC	+0.58
18 WEST HAM UNITED	+0.56
19 MANCHESTER UNITED	+0.51
20 FC ARSENAL	+0.46

Ranking of the most grown up **Premier League** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from November 15, 2019 to December 16, 2019]
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ENGLAND SnapShot / Second Division



24

CLUBS

Total Championship football clubs analyzed.

11

BRANDS

Total Championship Sport Brands on jerseys analyzed.

23.9 M

+ 0.61%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Championship football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

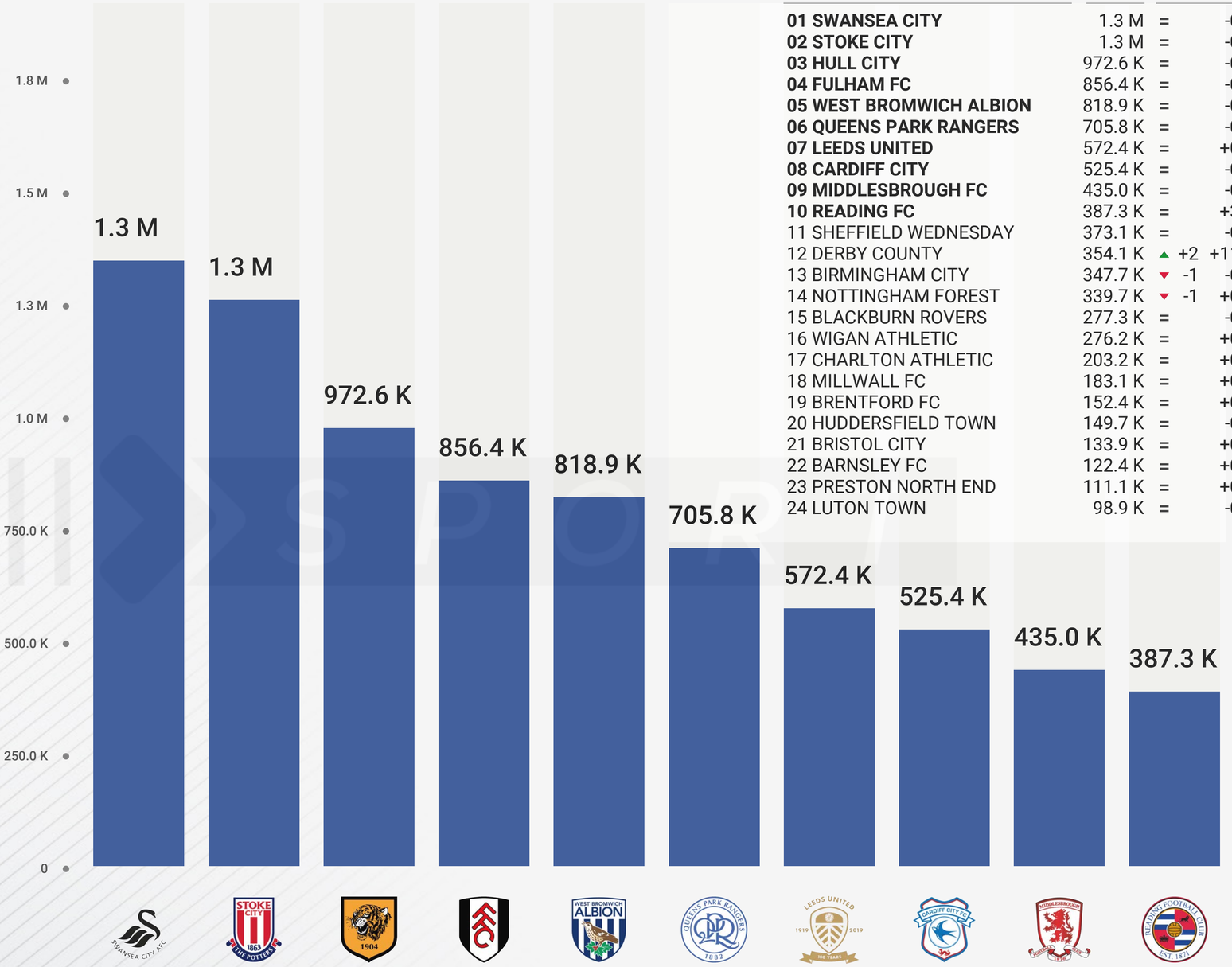
ENGLAND Facebook

TOTAL FANBASE

11.0 M

Sky Bet Championship – EFL

Ranking of the most followed **Championship** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 SWANSEA CITY	1.3 M	=	-0.19
02 STOKE CITY	1.3 M	=	-0.24
03 HULL CITY	972.6 K	=	-0.12
04 FULHAM FC	856.4 K	=	-0.07
05 WEST BROMWICH ALBION	818.9 K	=	-0.22
06 QUEENS PARK RANGERS	705.8 K	=	-0.18
07 LEEDS UNITED	572.4 K	=	+0.27
08 CARDIFF CITY	525.4 K	=	-0.10
09 MIDDLESBROUGH FC	435.0 K	=	-0.12
10 READING FC	387.3 K	=	+3.48
11 SHEFFIELD WEDNESDAY	373.1 K	=	-0.12
12 DERBY COUNTY	354.1 K	▲ +2	+11.77
13 BIRMINGHAM CITY	347.7 K	▼ -1	-0.20
14 NOTTINGHAM FOREST	339.7 K	▼ -1	+0.04
15 BLACKBURN ROVERS	277.3 K	=	-0.07
16 WIGAN ATHLETIC	276.2 K	=	+0.04
17 CHARLTON ATHLETIC	203.2 K	=	+0.09
18 MILLWALL FC	183.1 K	=	+0.09
19 BRENTFORD FC	152.4 K	=	+0.19
20 HUDDERSFIELD TOWN	149.7 K	=	-0.13
21 BRISTOL CITY	133.9 K	=	+0.41
22 BARNSLEY FC	122.4 K	=	+0.19
23 PRESTON NORTH END	111.1 K	=	+0.12
24 LUTON TOWN	98.9 K	=	-0.09

*[from November 15, 2019 to December 16, 2019]

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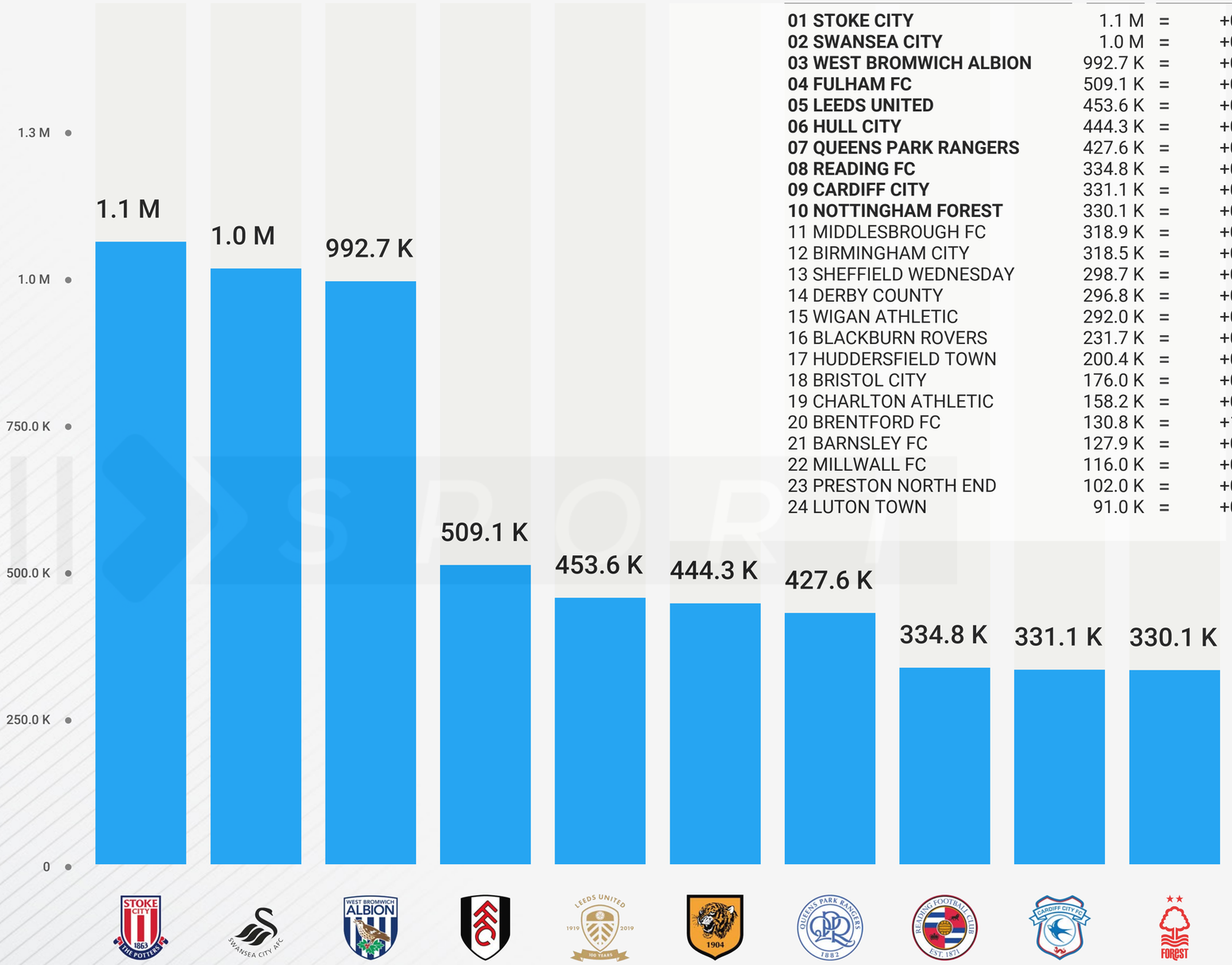
IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

8.8 M

Ranking of the most followed **Championship** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 STOKE CITY	1.1 M	=	+0.20
02 SWANSEA CITY	1.0 M	=	+0.16
03 WEST BROMWICH ALBION	992.7 K	=	+0.42
04 FULHAM FC	509.1 K	=	+0.37
05 LEEDS UNITED	453.6 K	=	+0.95
06 HULL CITY	444.3 K	=	+0.25
07 QUEENS PARK RANGERS	427.6 K	=	+0.20
08 READING FC	334.8 K	=	+0.35
09 CARDIFF CITY	331.1 K	=	+0.64
10 NOTTINGHAM FOREST	330.1 K	=	+0.78
11 MIDDLESBROUGH FC	318.9 K	=	+0.19
12 BIRMINGHAM CITY	318.5 K	=	+0.44
13 SHEFFIELD WEDNESDAY	298.7 K	=	+0.51
14 DERBY COUNTY	296.8 K	=	+0.68
15 WIGAN ATHLETIC	292.0 K	=	+0.17
16 BLACKBURN ROVERS	231.7 K	=	+0.36
17 HUDDERSFIELD TOWN	200.4 K	=	+0.64
18 BRISTOL CITY	176.0 K	=	+0.43
19 CHARLTON ATHLETIC	158.2 K	=	+0.54
20 BRENTFORD FC	130.8 K	=	+1.00
21 BARNSLEY FC	127.9 K	=	+0.60
22 MILLWALL FC	116.0 K	=	+0.74
23 PRESTON NORTH END	102.0 K	=	+0.71
24 LUTON TOWN	91.0 K	=	+0.13

*[from November 15, 2019 to December 16, 2019]

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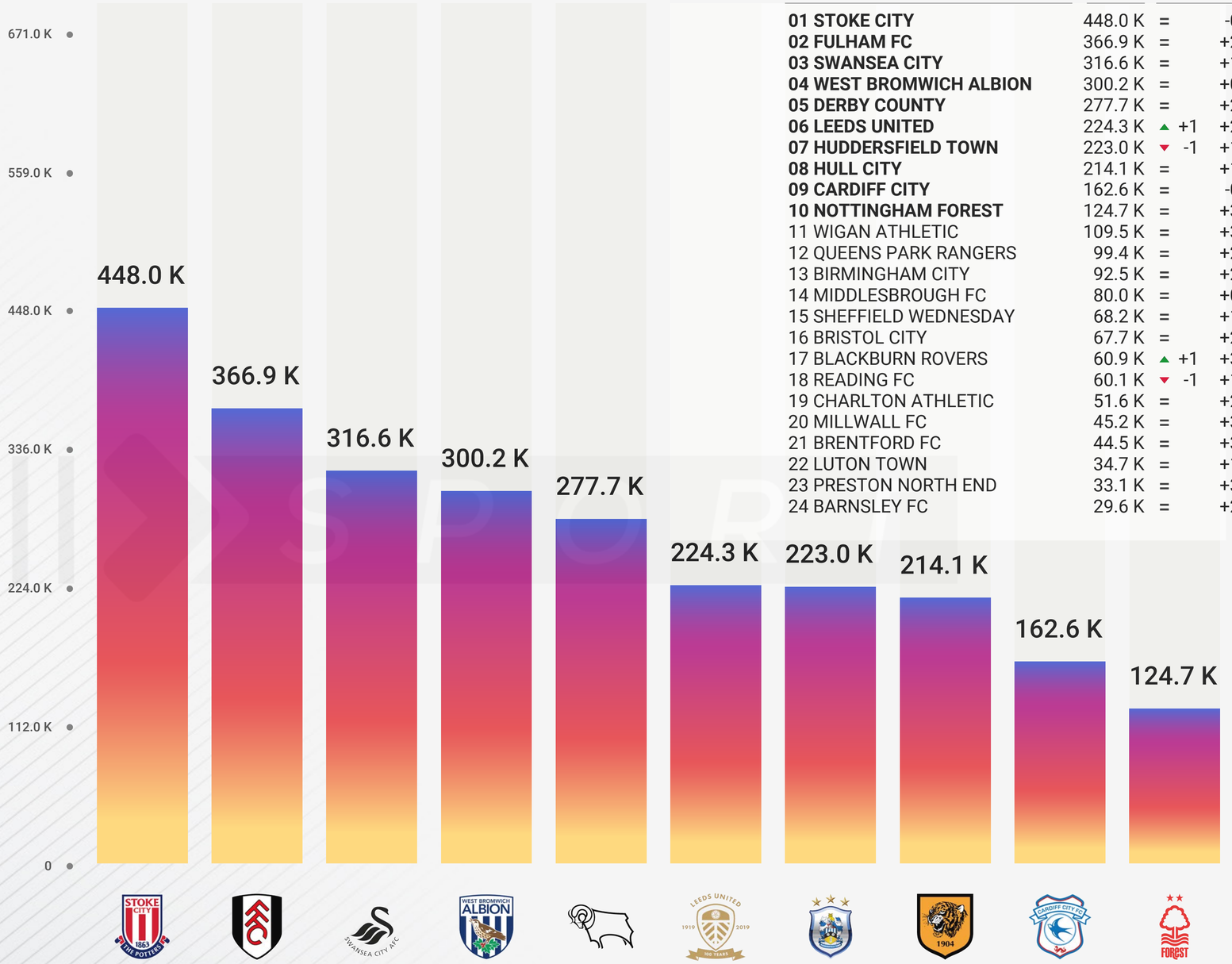
IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

3.5 M

Ranking of the most followed **Championship** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 STOKE CITY	448.0 K	=	-0.25
02 FULHAM FC	366.9 K	=	+2.29
03 SWANSEA CITY	316.6 K	=	+1.65
04 WEST BROMWICH ALBION	300.2 K	=	+0.71
05 DERBY COUNTY	277.7 K	=	+2.52
06 LEEDS UNITED	224.3 K	▲ +1	+2.68
07 HUDDERSFIELD TOWN	223.0 K	▼ -1	+1.65
08 HULL CITY	214.1 K	=	+1.48
09 CARDIFF CITY	162.6 K	=	-0.15
10 NOTTINGHAM FOREST	124.7 K	=	+3.04
11 WIGAN ATHLETIC	109.5 K	=	+3.26
12 QUEENS PARK RANGERS	99.4 K	=	+2.86
13 BIRMINGHAM CITY	92.5 K	=	+2.12
14 MIDDLESBROUGH FC	80.0 K	=	+0.31
15 SHEFFIELD WEDNESDAY	68.2 K	=	+1.79
16 BRISTOL CITY	67.7 K	=	+2.64
17 BLACKBURN ROVERS	60.9 K	▲ +1	+3.92
18 READING FC	60.1 K	▼ -1	+1.06
19 CHARLTON ATHLETIC	51.6 K	=	+2.39
20 MILLWALL FC	45.2 K	=	+3.04
21 BRENTFORD FC	44.5 K	=	+3.00
22 LUTON TOWN	34.7 K	=	+1.78
23 PRESTON NORTH END	33.1 K	=	+3.43
24 BARNSLEY FC	29.6 K	=	+2.02

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

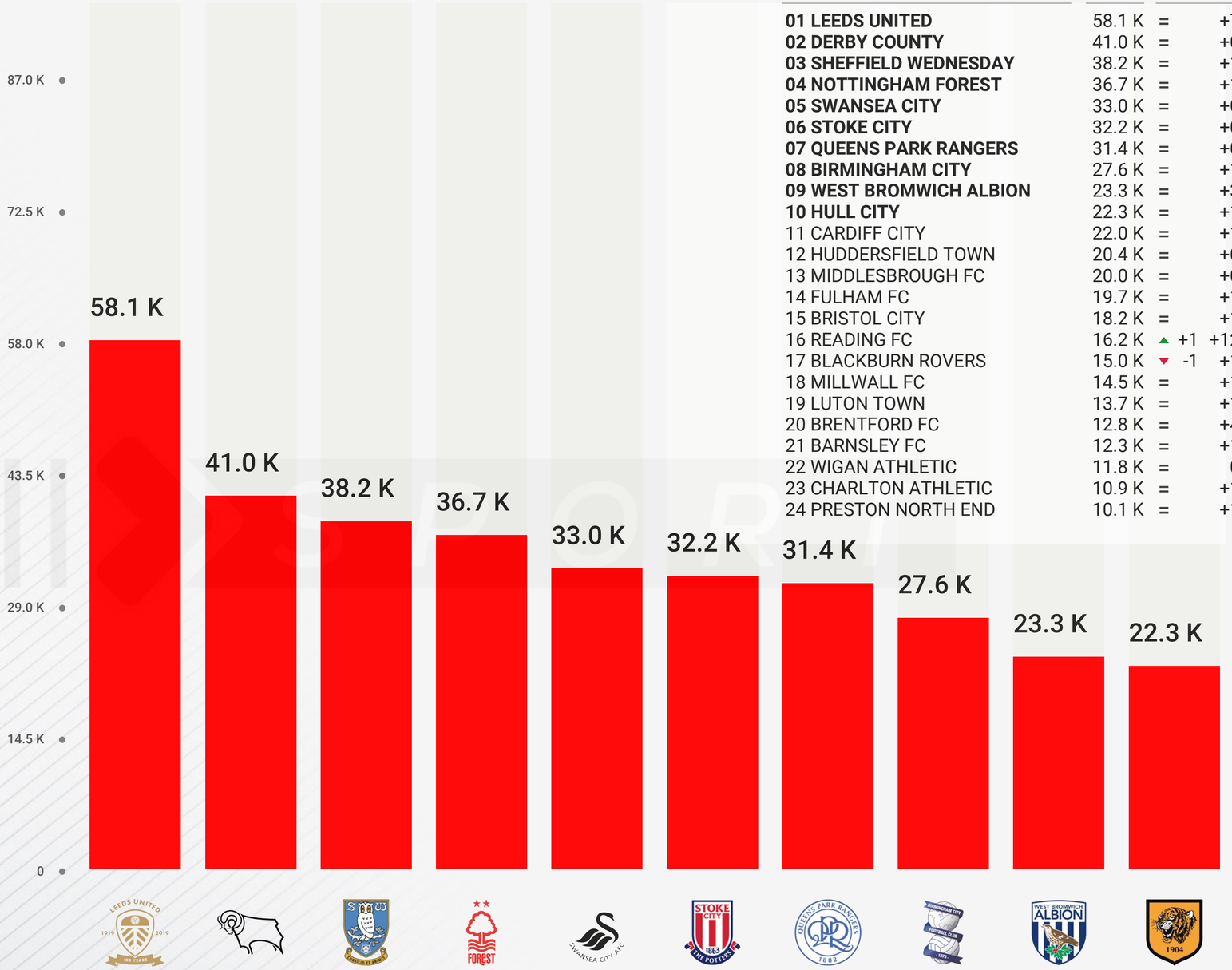
ENGLAND YouTube

TOTAL FANBASE

561 K

sky BET CHAMPIONSHIP EFL

Ranking of the most followed **Championship** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 LEEDS UNITED	58.1 K	=	+7.99
02 DERBY COUNTY	41.0 K	=	+0.74
03 SHEFFIELD WEDNESDAY	38.2 K	=	+1.06
04 NOTTINGHAM FOREST	36.7 K	=	+1.38
05 SWANSEA CITY	33.0 K	=	+0.61
06 STOKE CITY	32.2 K	=	+0.94
07 QUEENS PARK RANGERS	31.4 K	=	+0.64
08 BIRMINGHAM CITY	27.6 K	=	+1.47
09 WEST BROMWICH ALBION	23.3 K	=	+3.10
10 HULL CITY	22.3 K	=	+1.36
11 CARDIFF CITY	22.0 K	=	+1.85
12 HUDDERSFIELD TOWN	20.4 K	=	+0.99
13 MIDDLESBROUGH FC	20.0 K	=	+0.50
14 FULHAM FC	19.7 K	=	+1.03
15 BRISTOL CITY	18.2 K	=	+1.68
16 READING FC	16.2 K	▲ +1	+12.50
17 BLACKBURN ROVERS	15.0 K	▼ -1	+1.35
18 MILLWALL FC	14.5 K	=	+1.40
19 LUTON TOWN	13.7 K	=	+1.48
20 BRENTFORD FC	12.8 K	=	+4.92
21 BARNSLEY FC	12.3 K	=	+1.65
22 WIGAN ATHLETIC	11.8 K	=	0.00
23 CHARLTON ATHLETIC	10.9 K	=	+1.87
24 PRESTON NORTH END	10.1 K	=	+1.00

*[from November 15, 2019 to December 16, 2019]
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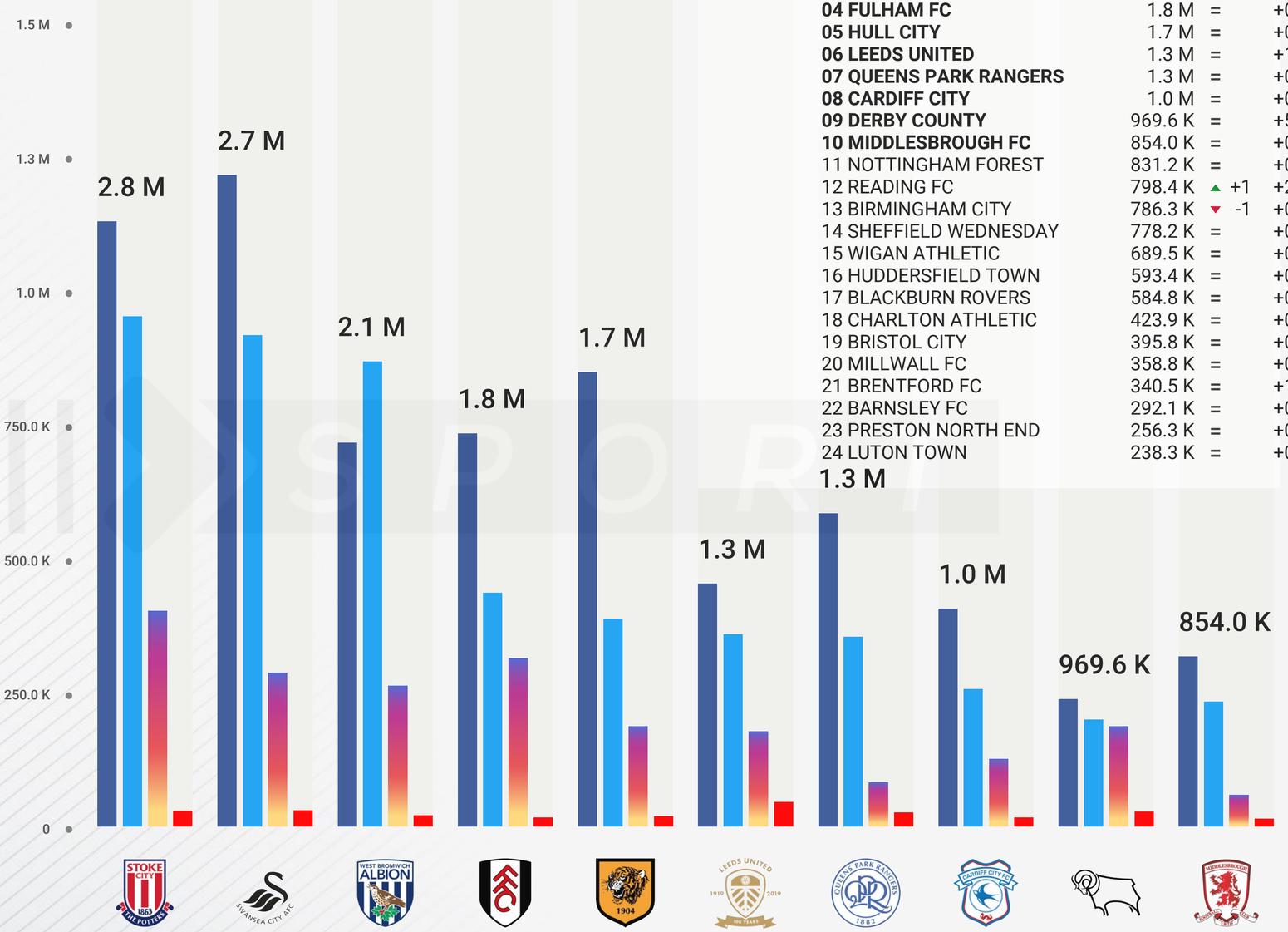
IQUII SPORT

ENGLAND Social

TOTAL FANBASE

23.9 M

Ranking of the most followed **Championship** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 STOKE CITY	2.8 M	=	-0.06
02 SWANSEA CITY	2.7 M	=	+0.16
03 WEST BROMWICH ALBION	2.1 M	=	+0.24
04 FULHAM FC	1.8 M	=	+0.55
05 HULL CITY	1.7 M	=	+0.21
06 LEEDS UNITED	1.3 M	=	+1.24
07 QUEENS PARK RANGERS	1.3 M	=	+0.20
08 CARDIFF CITY	1.0 M	=	+0.17
09 DERBY COUNTY	969.6 K	=	+5.03
10 MIDDLESBROUGH FC	854.0 K	=	+0.05
11 NOTTINGHAM FOREST	831.2 K	=	+0.83
12 READING FC	798.4 K	▲ +1	+2.13
13 BIRMINGHAM CITY	786.3 K	▼ -1	+0.38
14 SHEFFIELD WEDNESDAY	778.2 K	=	+0.34
15 WIGAN ATHLETIC	689.5 K	=	+0.59
16 HUDDERSFIELD TOWN	593.4 K	=	+0.83
17 BLACKBURN ROVERS	584.8 K	=	+0.54
18 CHARLTON ATHLETIC	423.9 K	=	+0.58
19 BRISTOL CITY	395.8 K	=	+0.85
20 MILLWALL FC	358.8 K	=	+0.72
21 BRENTFORD FC	340.5 K	=	+1.03
22 BARNSLEY FC	292.1 K	=	+0.61
23 PRESTON NORTH END	256.3 K	=	+0.80
24 LUTON TOWN	238.3 K	=	+0.35

*[from November 15, 2019 to December 16, 2019]
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LAST UPDATE DEC 2019

ENGLAND Brands

TOTAL FANBASE

23.9 M

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 24 sponsored Championship football clubs.

SPONSORS	FANS		% VAR*
01 MACRON	4.8 M	=	+0.51
02 UMBRO	4.1 M	=	+1.50
03 ADIDAS	3.6 M	=	+0.40
04 PUMA	3.4 M	=	+0.35
05 JOMA	2.7 M	=	+0.16
06 KAPPA	1.3 M	=	+1.24
07 HUMMEL	1.3 M	=	+0.22
08 ERREA	1.3 M	=	+0.20
09 ELEV8	778.2 K	=	+0.34
10 BRISTOL SPORT	395.8 K	=	+0.85
11 NIKE	256.3 K	=	+0.80



*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

ENGLAND Brands

CLUBS

24

Sport Brands

11



Sport Brands on jersey coverage in relation to the 24 sponsored **Championship** football clubs.

*[from November 15, 2019 to December 16, 2019]

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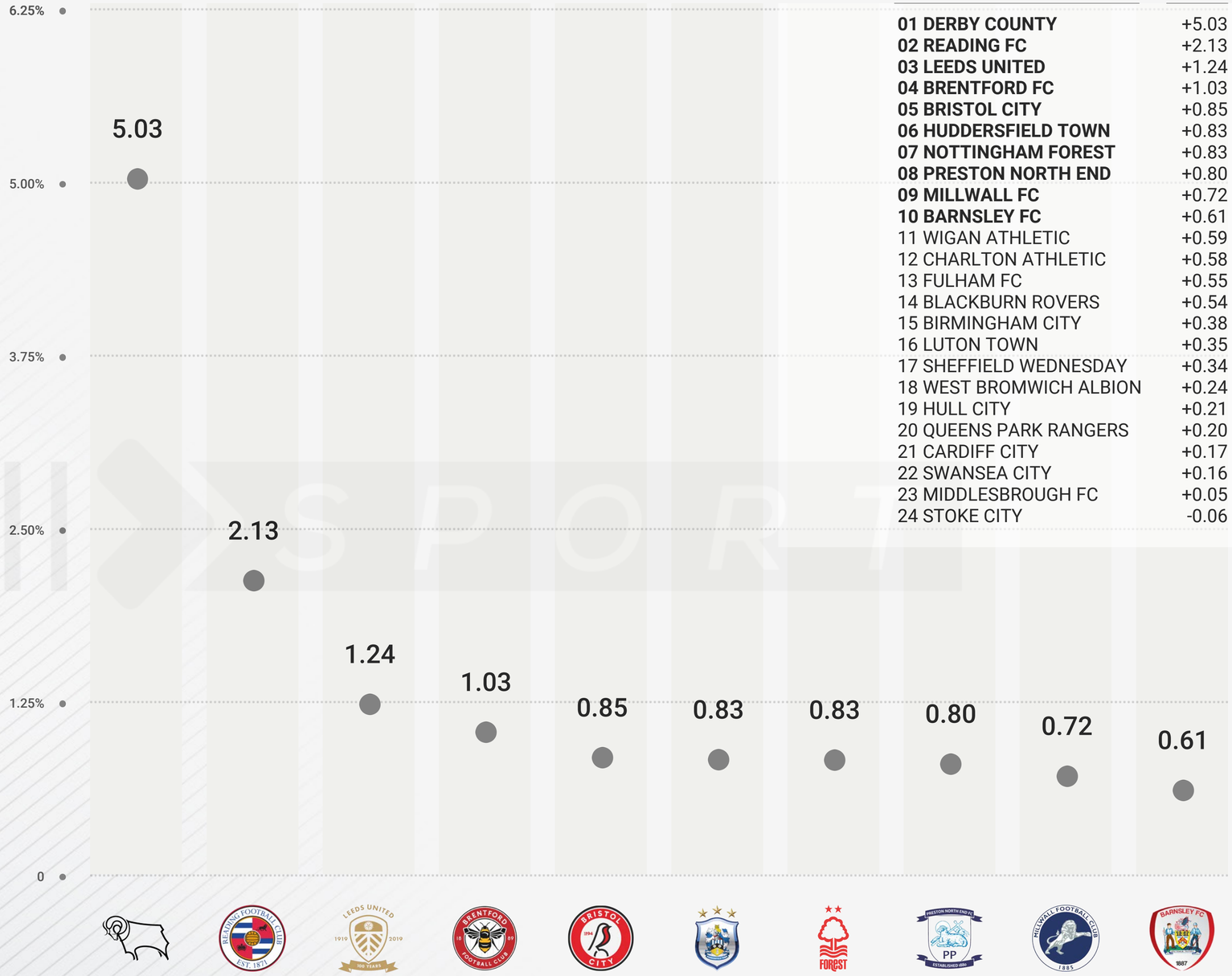
IQUII SPORT

ENGLAND Grown Up

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



CLUBS	% VAR*
01 DERBY COUNTY	+5.03
02 READING FC	+2.13
03 LEEDS UNITED	+1.24
04 BRENTFORD FC	+1.03
05 BRISTOL CITY	+0.85
06 HUDDERSFIELD TOWN	+0.83
07 NOTTINGHAM FOREST	+0.83
08 PRESTON NORTH END	+0.80
09 MILLWALL FC	+0.72
10 BARNSLEY FC	+0.61
11 WIGAN ATHLETIC	+0.59
12 CHARLTON ATHLETIC	+0.58
13 FULHAM FC	+0.55
14 BLACKBURN ROVERS	+0.54
15 BIRMINGHAM CITY	+0.38
16 LUTON TOWN	+0.35
17 SHEFFIELD WEDNESDAY	+0.34
18 WEST BROMWICH ALBION	+0.24
19 HULL CITY	+0.21
20 QUEENS PARK RANGERS	+0.20
21 CARDIFF CITY	+0.17
22 SWANSEA CITY	+0.16
23 MIDDLESBROUGH FC	+0.05
24 STOKE CITY	-0.06

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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LAST UPDATE DEC 2019

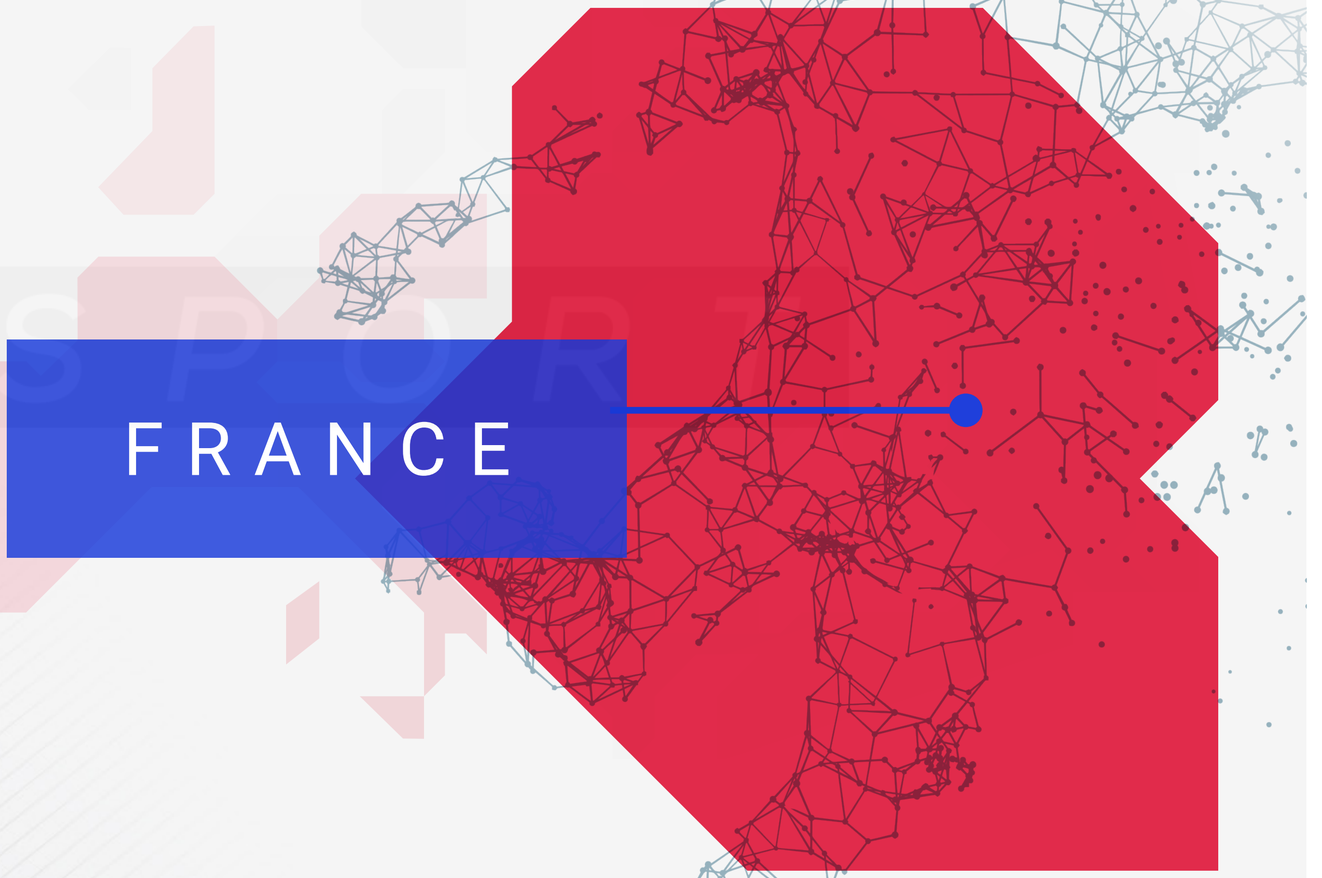
Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LIGUE 1

SECOND DIVISION — 20 CLUBS

LIGUE 2



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FRANCE SnapShot / General

2	40	13	120.5 M
			+ 1.64%*
COMPETITIONS	CLUBS	BRANDS	FANS
Total Competitions analyzed: Ligue 1 and Ligue 2.	Total Ligue 1 and Ligue 2 football clubs analyzed.	Total Ligue 1 and Ligue 2 Sport Brands on jerseys analyzed.	Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue 1 and Ligue 2 football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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FRANCE SnapShot / First Division



20

CLUBS

Total Ligue 1 football clubs analyzed.

10

BRANDS

Total Ligue 1 Sport Brands on jerseys analyzed.

115.4 M

+ 1.68%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue 1 football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

60.3 M

Ranking of the most followed **Ligue 1** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 PSG	39.1 M	=	+2.49
02 AS MONACO	5.9 M	=	+0.02
03 OLYMPIQUE DE M.	5.4 M	=	+1.60
04 OLYMPIQUE LYONNAIS	3.6 M	=	-0.11
05 FC GIRONDINS BORDEAUX	1.0 M	=	-0.05
06 LOSC LILLE	999.4 K	=	+0.55
07 AS SAINT ÉTIENNE	850.7 K	=	+0.02
08 OGC NICE	505.5 K	=	+0.44
09 FC NANTES	498.1 K	=	+0.71
10 STADE RENNAIS FC	488.1 K	=	+0.27
11 TOULOUSE FC	367.9 K	=	-0.01
12 HSC MONTPELLIER	320.5 K	=	+0.27
13 STADE DE REIMS	217.1 K	=	+0.11
14 FC METZ	210.5 K	=	+0.12
15 SCO ANGERS	189.0 K	=	+0.09
16 FCO DIJON	160.1 K	=	+0.53
17 RC STRASBOURG ALSACE	144.1 K	=	+2.29
18 STADE BRESTOIS 29	129.6 K	=	+0.46
19 SC AMIENS	90.1 K	=	+0.53
20 NÎMES OLYMPIQUE	77.7 K	=	+0.30

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

FRANCE Twitter

TOTAL FANBASE

19.7 M

LIGUE 1 Conforama

Ranking of the most followed **Ligue 1** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 PSG	7.5 M	=	+0.88
02 OLYMPIQUE DE M.	3.3 M	=	+0.71
03 AS MONACO	2.1 M	=	+0.11
04 OLYMPIQUE LYONNAIS	1.7 M	=	+0.67
05 AS SAINT ÉTIENNE	808.3 K	=	+0.41
06 LOSC LILLE	728.9 K	=	+0.39
07 FC NANTES	560.7 K	=	+0.37
08 TOULOUSE FC	472.7 K	=	+0.16
09 OGC NICE	458.4 K	=	+0.54
10 FC GIRONDINS BORDEAUX	390.3 K	=	+0.79
11 HSC MONTPELLIER	362.3 K	=	+0.45
12 STADE RENNAIS FC	332.5 K	=	+0.22
13 STADE DE REIMS	214.2 K	=	+0.37
14 FC METZ	155.0 K	=	+0.24
15 RC STRASBOURG ALSACE	137.4 K	=	+0.51
16 SCO ANGERS	117.8 K	=	+0.80
17 FCO DIJON	109.1 K	=	+0.71
18 NÎMES OLYMPIQUE	79.0 K	=	+0.70
19 STADE BRESTOIS 29	69.0 K	=	+1.26
20 SC AMIENS	59.6 K	=	+2.09

*[from November 15, 2019 to December 16, 2019]

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FRANCE Instagram

TOTAL FANBASE

32.7 M

Ranking of the most followed **Ligue 1** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 PSG	26.3 M	=	+2.24
02 AS MONACO	1.5 M	=	-0.26
03 OLYMPIQUE DE M.	1.4 M	=	+2.66
04 OLYMPIQUE LYONNAIS	1.3 M	=	+2.26
05 FC NANTES	346.2 K	=	+0.84
06 OGC NICE	321.0 K	=	+4.31
07 LOSC LILLE	288.0 K	=	+3.02
08 AS SAINT ÉTIENNE	247.0 K	=	+2.55
09 STADE RENNAIS FC	158.7 K	=	+3.97
10 HSC MONTPELLIER	151.7 K	=	+2.72
11 FC GIRONDINS BORDEAUX	136.5 K	=	+2.83
12 TOULOUSE FC	106.3 K	=	+1.93
13 RC STRASBOURG ALSACE	93.6 K	=	+1.59
14 FC METZ	69.2 K	=	+2.33
15 FCO DIJON	65.0 K	=	+4.75
16 SCO ANGERS	58.8 K	=	+2.19
17 SC AMIENS	43.4 K	=	+0.97
18 STADE DE REIMS	40.8 K	=	+1.72
19 STADE BRESTOIS 29	39.1 K	=	+3.91
20 NÎMES OLYMPIQUE	37.0 K	=	+0.66

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

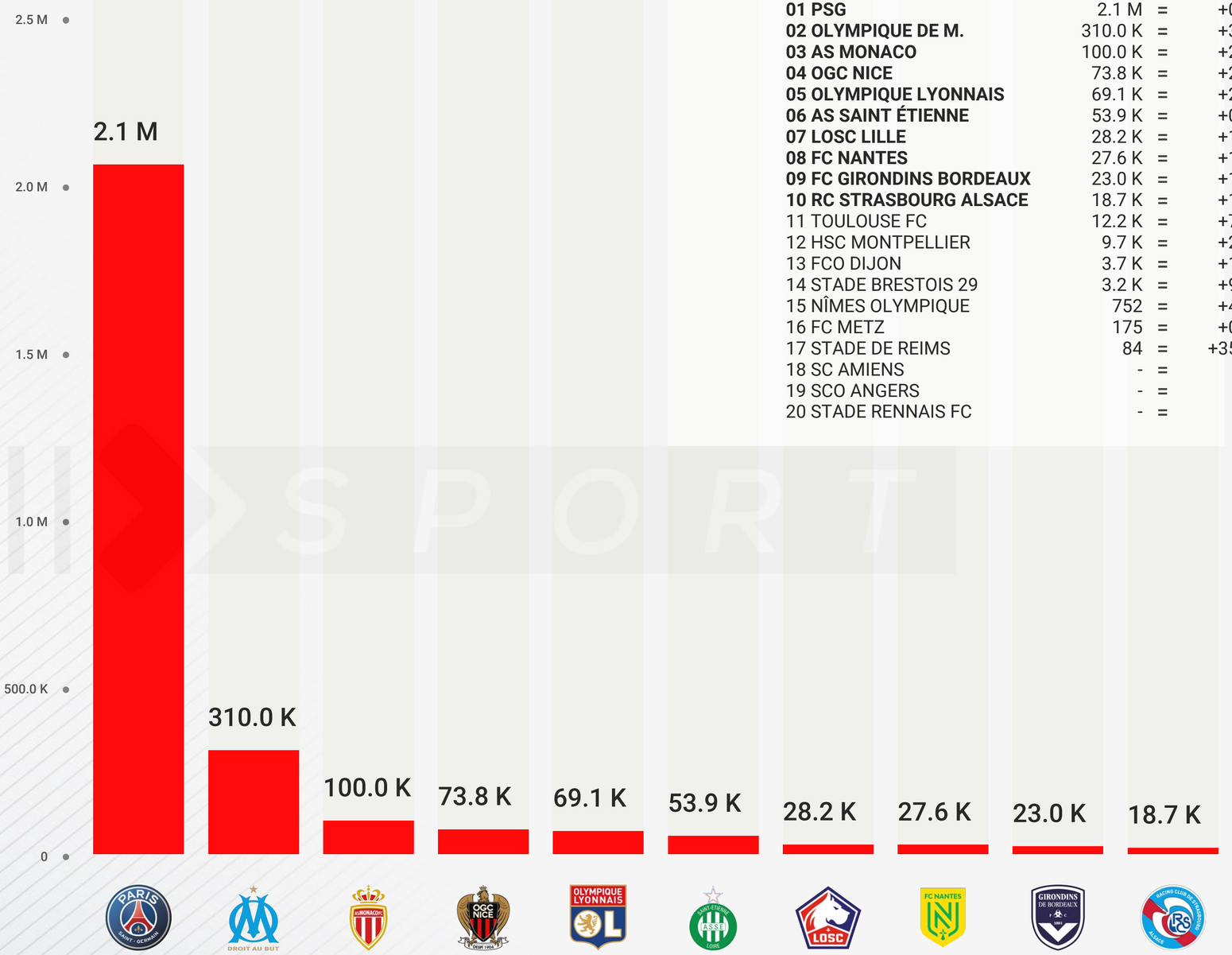
FRANCE YouTube

TOTAL FANBASE

2.8 M

LIGUE 1 Conforama

Ranking of the most followed **Ligue 1** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 PSG	2.1 M	=	+0.98
02 OLYMPIQUE DE M.	310.0 K	=	+3.68
03 AS MONACO	100.0 K	=	+2.04
04 OGC NICE	73.8 K	=	+2.50
05 OLYMPIQUE LYONNAIS	69.1 K	=	+2.83
06 AS SAINT ÉTIENNE	53.9 K	=	+0.75
07 LOSC LILLE	28.2 K	=	+1.81
08 FC NANTES	27.6 K	=	+1.10
09 FC GIRONDINS BORDEAUX	23.0 K	=	+1.77
10 RC STRASBOURG ALSACE	18.7 K	=	+1.08
11 TOULOUSE FC	12.2 K	=	+7.02
12 HSC MONTPELLIER	9.7 K	=	+2.98
13 FCO DIJON	3.7 K	=	+1.92
14 STADE BRESTOIS 29	3.2 K	=	+9.09
15 NÎMES OLYMPIQUE	752	=	+4.01
16 FC METZ	175	=	+0.57
17 STADE DE REIMS	84	=	+35.48
18 SC AMIENS	-	=	-
19 SCO ANGERS	-	=	-
20 STADE RENNAIS FC	-	=	-

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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IQUII SPORT

FRANCE Social

TOTAL FANBASE

115.4 M

Ranking of the most followed **Ligue 1** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 PSG	74.9 M	=	+2.20
02 OLYMPIQUE DE M.	10.3 M	=	+1.52
03 AS MONACO	9.6 M	=	+0.01
04 OLYMPIQUE LYONNAIS	6.7 M	=	+0.58
05 LOSC LILLE	2.0 M	=	+0.85
06 AS SAINT ÉTIENNE	2.0 M	=	+0.51
07 FC GIRONDINS BORDEAUX	1.6 M	=	+0.43
08 FC NANTES	1.4 M	=	+0.62
09 OGC NICE	1.4 M	=	+1.47
10 STADE RENNAIS FC	979.4 K	=	+0.83
11 TOULOUSE FC	959.1 K	=	+0.37
12 HSC MONTPELLIER	844.2 K	=	+0.81
13 STADE DE REIMS	472.2 K	=	+0.37
14 FC METZ	434.8 K	=	+0.51
15 RC STRASBOURG ALSACE	393.8 K	=	+1.44
16 SCO ANGERS	365.6 K	=	+0.65
17 FCO DIJON	338.0 K	=	+1.39
18 STADE BRESTOIS 29	241.0 K	=	+1.34
19 NÎMES OLYMPIQUE	194.4 K	=	+0.55
20 SC AMIENS	193.0 K	=	+1.11

*[from November 15, 2019 to December 16, 2019]
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FRANCE Brands

TOTAL FANBASE

115.4 M

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 20 sponsored Ligue 1 football clubs.



SPONSORS	FANS		% VAR*
01 NIKE	76.4 M	=	+2.17
02 PUMA	13.3 M	=	+1.32
03 KAPPA	10.0 M	=	+0.04
04 ADIDAS	7.1 M	=	+0.62
05 NEW BALANCE	3.5 M	=	+0.75
06 LE COQ SPORTIF	2.0 M	=	+0.51
07 MACRON	1.4 M	=	+1.47
08 JOMA	959.1 K	=	+0.37
09 UMBRO	472.2 K	=	+0.37
10 LOTTO	338.0 K	=	+1.39

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

FRANCE Brands

CLUBS

20

Sport Brands

10

Sport Brands on jersey coverage in relation to the 20 sponsored **Ligue 1** football clubs.



*[from November 15, 2019 to December 16, 2019]

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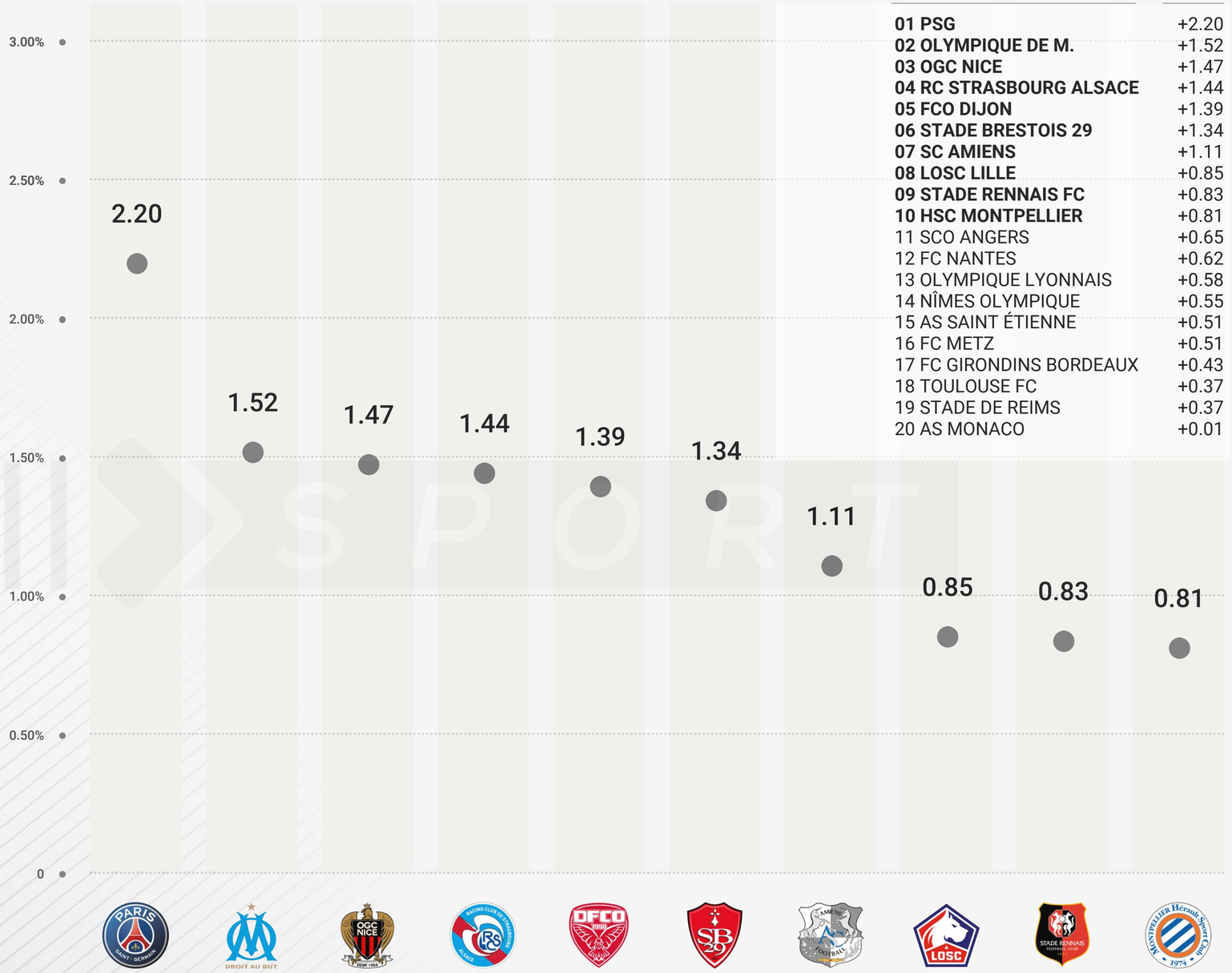
IQUII SPORT

FRANCE Grown Up



Ranking of the most grown up **Ligue 1** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 PSG	+2.20
02 OLYMPIQUE DE M.	+1.52
03 OGC NICE	+1.47
04 RC STRASBOURG ALSACE	+1.44
05 FCO DIJON	+1.39
06 STADE BRESTOIS 29	+1.34
07 SC AMIENS	+1.11
08 LOSC LILLE	+0.85
09 STADE RENNAIS FC	+0.83
10 HSC MONTPELLIER	+0.81
11 SCO ANGERS	+0.65
12 FC NANTES	+0.62
13 OLYMPIQUE LYONNAIS	+0.58
14 NÎMES OLYMPIQUE	+0.55
15 AS SAINT ÉTIENNE	+0.51
16 FC METZ	+0.51
17 FC GIRONDINS BORDEAUX	+0.43
18 TOULOUSE FC	+0.37
19 STADE DE REIMS	+0.37
20 AS MONACO	+0.01

*[from November 15, 2019 to December 16, 2019]
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FRANCE SnapShot / Second Division



20

CLUBS

Total Ligue 2 football clubs analyzed.

11

BRANDS

Total Ligue 2 Sport Brands on jerseys analyzed.

5.1 M

+ 0.67%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue 2 football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

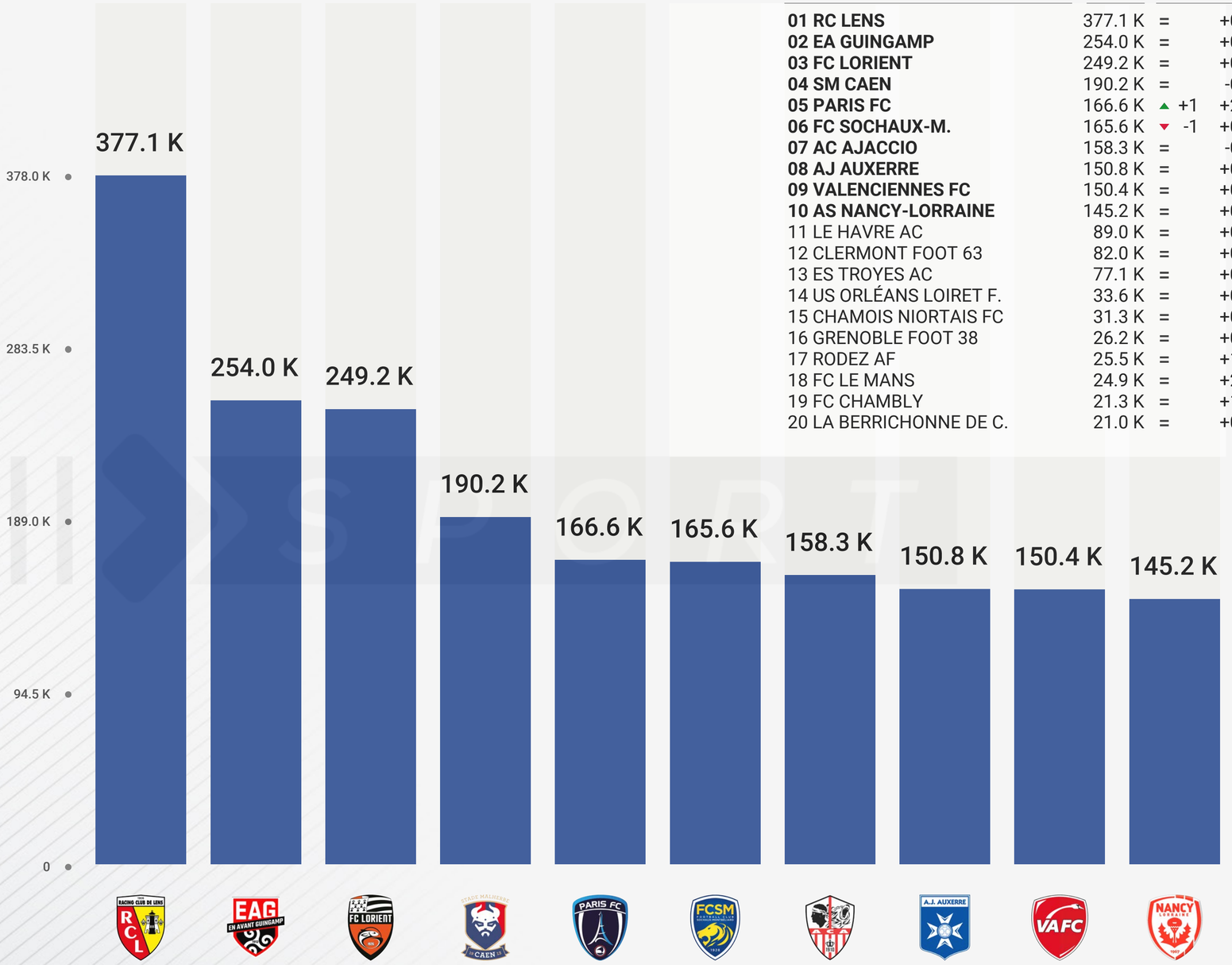
FRANCE Facebook

TOTAL FANBASE

2.4 M

Domino's LIGUE 2

Ranking of the most followed **Ligue 2** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 RC LENS	377.1 K	=	+0.31
02 EA GUINGAMP	254.0 K	=	+0.01
03 FC LORIENT	249.2 K	=	+0.17
04 SM CAEN	190.2 K	=	-0.00
05 PARIS FC	166.6 K	▲ +1	+2.18
06 FC SOCHAUX-M.	165.6 K	▼ -1	+0.06
07 AC AJACCIO	158.3 K	=	-0.07
08 AJ AUXERRE	150.8 K	=	+0.01
09 VALENCIENNES FC	150.4 K	=	+0.12
10 AS NANCY-LORRAINE	145.2 K	=	+0.14
11 LE HAVRE AC	89.0 K	=	+0.49
12 CLERMONT FOOT 63	82.0 K	=	+0.14
13 ES TROYES AC	77.1 K	=	+0.51
14 US ORLÉANS LOIRET F.	33.6 K	=	+0.70
15 CHAMOIS NIORTAIS FC	31.3 K	=	+0.55
16 GRENOBLE FOOT 38	26.2 K	=	+0.57
17 RODEZ AF	25.5 K	=	+1.27
18 FC LE MANS	24.9 K	=	+2.72
19 FC CHAMBLY	21.3 K	=	+1.50
20 LA BERRICHONNE DE C.	21.0 K	=	+0.36

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

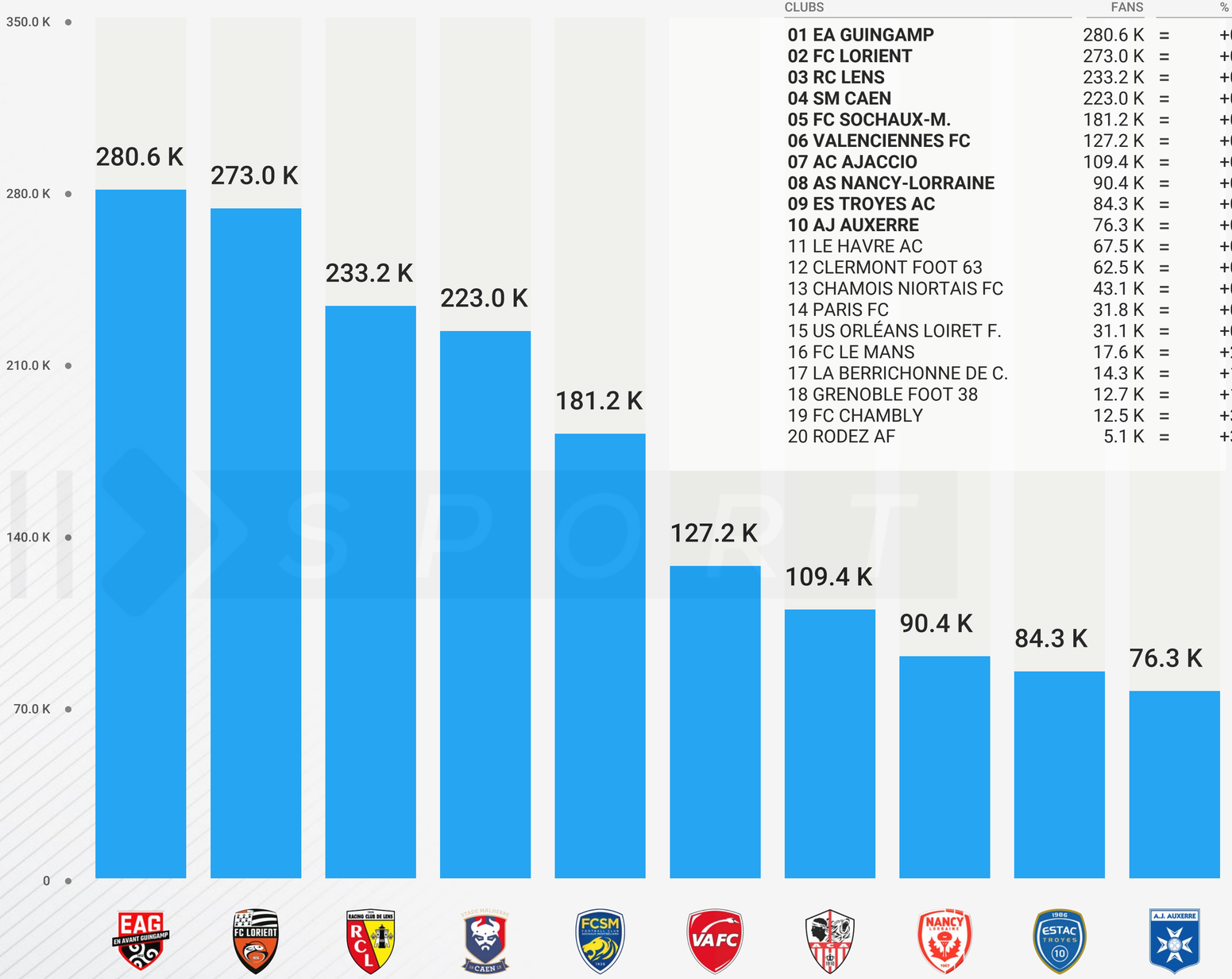
FRANCE Twitter

TOTAL FANBASE

2.0 M

Domino's LIGUE 2

Ranking of the most followed **Ligue 2** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 EA GUINGAMP	280.6 K	=	+0.22
02 FC LORIENT	273.0 K	=	+0.23
03 RC LENS	233.2 K	=	+0.78
04 SM CAEN	223.0 K	=	+0.50
05 FC SOCHAUX-M.	181.2 K	=	+0.27
06 VALENCIENNES FC	127.2 K	=	+0.25
07 AC AJACCIO	109.4 K	=	+0.16
08 AS NANCY-LORRAINE	90.4 K	=	+0.09
09 ES TROYES AC	84.3 K	=	+0.26
10 AJ AUXERRE	76.3 K	=	+0.93
11 LE HAVRE AC	67.5 K	=	+0.92
12 CLERMONT FOOT 63	62.5 K	=	+0.59
13 CHAMOIS NIORTAIS FC	43.1 K	=	+0.59
14 PARIS FC	31.8 K	=	+0.93
15 US ORLÉANS LOIRET F.	31.1 K	=	+0.32
16 FC LE MANS	17.6 K	=	+2.88
17 LA BERRICHONNE DE C.	14.3 K	=	+1.53
18 GRENOBLE FOOT 38	12.7 K	=	+1.14
19 FC CHAMBLY	12.5 K	=	+3.19
20 RODEZ AF	5.1 K	=	+3.06

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

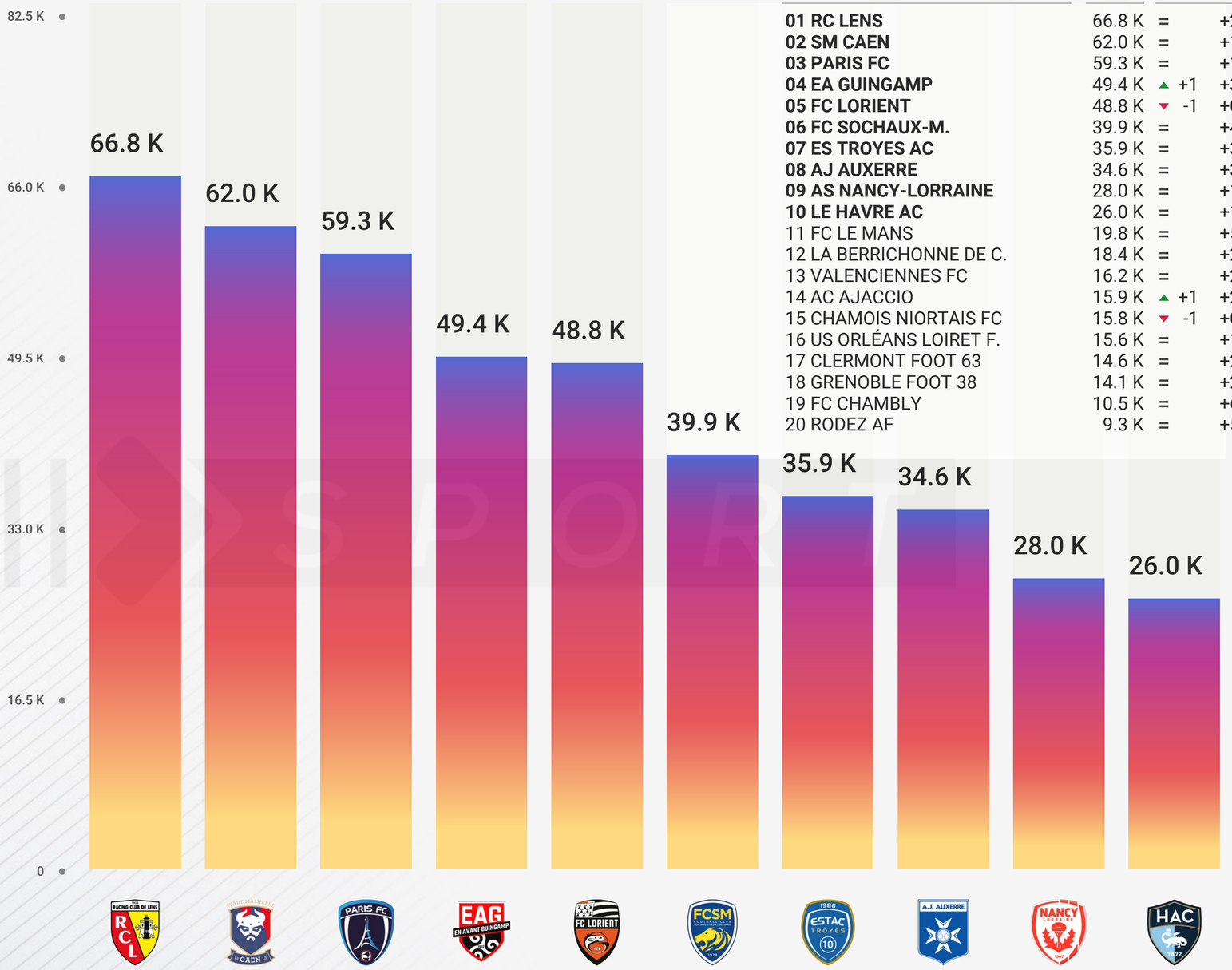
FRANCE Instagram

TOTAL FANBASE

601 K

Domino's LIGUE 2

Ranking of the most followed **Ligue 2** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 RC LENS	66.8 K	=	+2.19
02 SM CAEN	62.0 K	=	+1.06
03 PARIS FC	59.3 K	=	+1.04
04 EA GUINGAMP	49.4 K	▲ +1	+3.36
05 FC LORIENT	48.8 K	▼ -1	+0.58
06 FC SOCHAUX-M.	39.9 K	=	+4.67
07 ES TROYES AC	35.9 K	=	+3.85
08 AJ AUXERRE	34.6 K	=	+3.30
09 AS NANCY-LORRAINE	28.0 K	=	+1.22
10 LE HAVRE AC	26.0 K	=	+1.32
11 FC LE MANS	19.8 K	=	+5.75
12 LA BERRICHONNE DE C.	18.4 K	=	+2.23
13 VALENCIENNES FC	16.2 K	=	+2.72
14 AC AJACCIO	15.9 K	▲ +1	+2.59
15 CHAMOIS NIORTAIS FC	15.8 K	▼ -1	+0.43
16 US ORLÉANS LOIRET F.	15.6 K	=	+1.01
17 CLERMONT FOOT 63	14.6 K	=	+2.51
18 GRENOBLE FOOT 38	14.1 K	=	+2.11
19 FC CHAMBLY	10.5 K	=	+6.68
20 RODEZ AF	9.3 K	=	+5.42

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

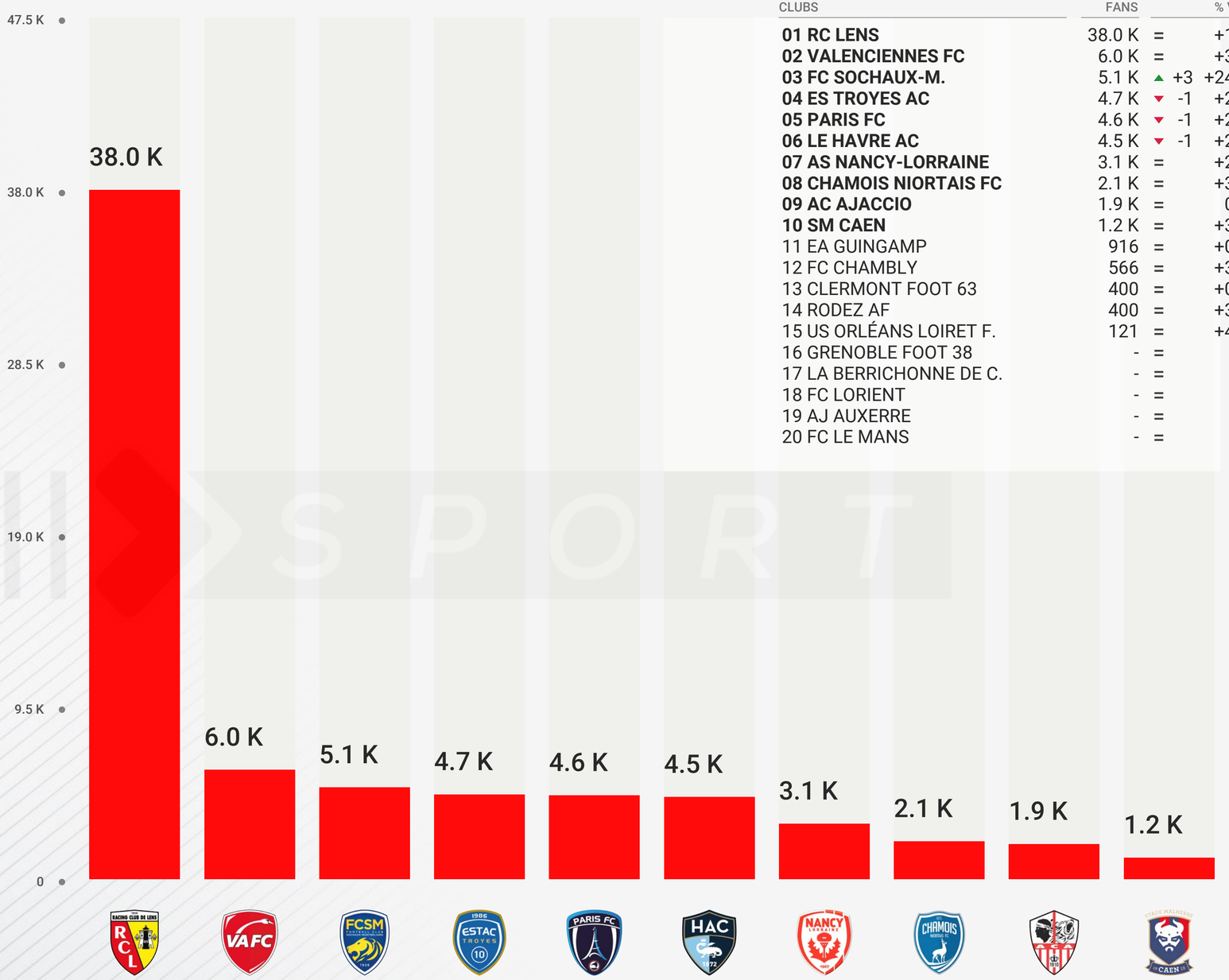
FRANCE YouTube

TOTAL FANBASE

74 K

Domino's LIGUE 2

Ranking of the most followed **Ligue 2** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 RC LENS	38.0 K	=	+1.33
02 VALENCIENNES FC	6.0 K	=	+3.79
03 FC SOCHAUX-M.	5.1 K	▲ +3	+24.69
04 ES TROYES AC	4.7 K	▼ -1	+2.41
05 PARIS FC	4.6 K	▼ -1	+2.21
06 LE HAVRE AC	4.5 K	▼ -1	+2.96
07 AS NANCY-LORRAINE	3.1 K	=	+2.69
08 CHAMOIS NIORTAIS FC	2.1 K	=	+3.48
09 AC AJACCIO	1.9 K	=	0.00
10 SM CAEN	1.2 K	=	+3.51
11 EA GUINGAMP	916	=	+0.66
12 FC CHAMBLY	566	=	+3.28
13 CLERMONT FOOT 63	400	=	+0.25
14 RODEZ AF	400	=	+3.36
15 US ORLÉANS LOIRET F.	121	=	+4.31
16 GRENOBLE FOOT 38	-	=	-
17 LA BERRICHONNE DE C.	-	=	-
18 FC LORIENT	-	=	-
19 AJ AUXERRE	-	=	-
20 FC LE MANS	-	=	-

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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IQUII SPORT

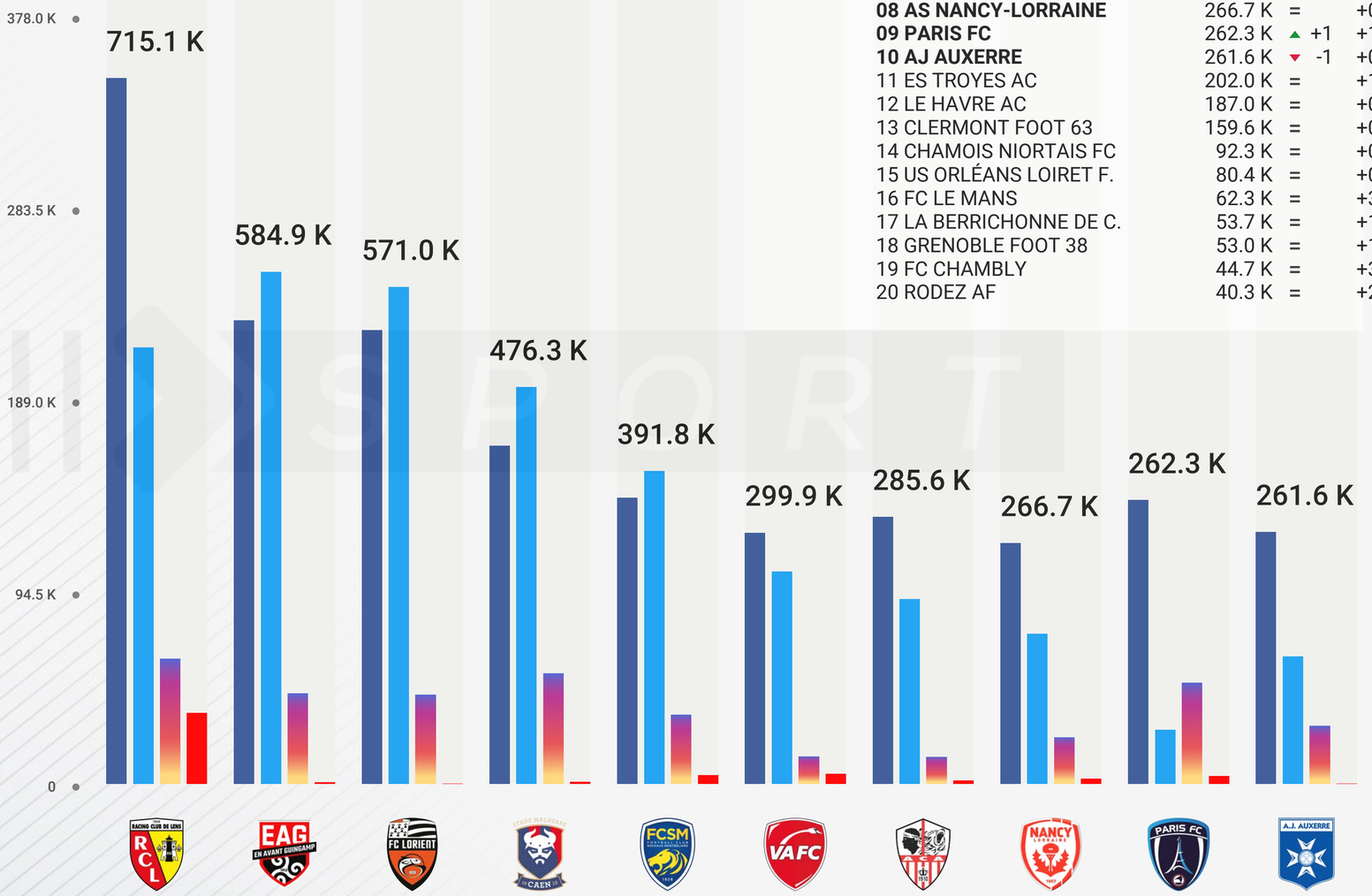
FRANCE Social

TOTAL FANBASE

5.1 M

Domino's LIGUE 2

Ranking of the most followed **Ligue 2** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 RC LENS	715.1 K	=	+0.69
02 EA GUINGAMP	584.9 K	=	+0.39
03 FC LORIENT	571.0 K	=	+0.23
04 SM CAEN	476.3 K	=	+0.38
05 FC SOCHAUX-M.	391.8 K	=	+0.87
06 VALENCIENNES FC	299.9 K	=	+0.38
07 AC AJACCIO	285.6 K	=	+0.17
08 AS NANCY-LORRAINE	266.7 K	=	+0.26
09 PARIS FC	262.3 K	▲ +1	+1.77
10 AJ AUXERRE	261.6 K	▼ -1	+0.70
11 ES TROYES AC	202.0 K	=	+1.03
12 LE HAVRE AC	187.0 K	=	+0.82
13 CLERMONT FOOT 63	159.6 K	=	+0.53
14 CHAMOIS NIORTAIS FC	92.3 K	=	+0.61
15 US ORLÉANS LOIRET F.	80.4 K	=	+0.62
16 FC LE MANS	62.3 K	=	+3.71
17 LA BERRICHONNE DE C.	53.7 K	=	+1.31
18 GRENOBLE FOOT 38	53.0 K	=	+1.11
19 FC CHAMBLY	44.7 K	=	+3.17
20 RODEZ AF	40.3 K	=	+2.44

*[from November 15, 2019 to December 16, 2019]
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FRANCE Brands

TOTAL FANBASE

5.1 M

Domino's LIGUE 2

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 20 sponsored Ligue 2 football clubs.

SPONSORS	FANS		% VAR*
01 UMBRO	1.1 M	=	+0.49
02 MACRON	976.8 K	=	+0.69
03 KAPPA	713.7 K	=	+0.57
04 NIKE	635.6 K	=	+1.04
05 LOTTO	391.8 K	=	+0.87
06 ADIDAS	325.9 K	=	+0.44
07 ACERBIS	299.9 K	=	+0.38
08 LE COQ SPORTIF	202.0 K	=	+1.03
09 JOMA	187.0 K	=	+0.82
10 PATRICK	159.6 K	=	+0.53
11 ERIMA	92.3 K	=	+0.61



*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

FRANCE Brands

CLUBS

20

Sport Brands

11



Sport Brands on jersey coverage in relation to the 20 sponsored **Ligue 2** football clubs.

*[from November 15, 2019 to December 16, 2019]

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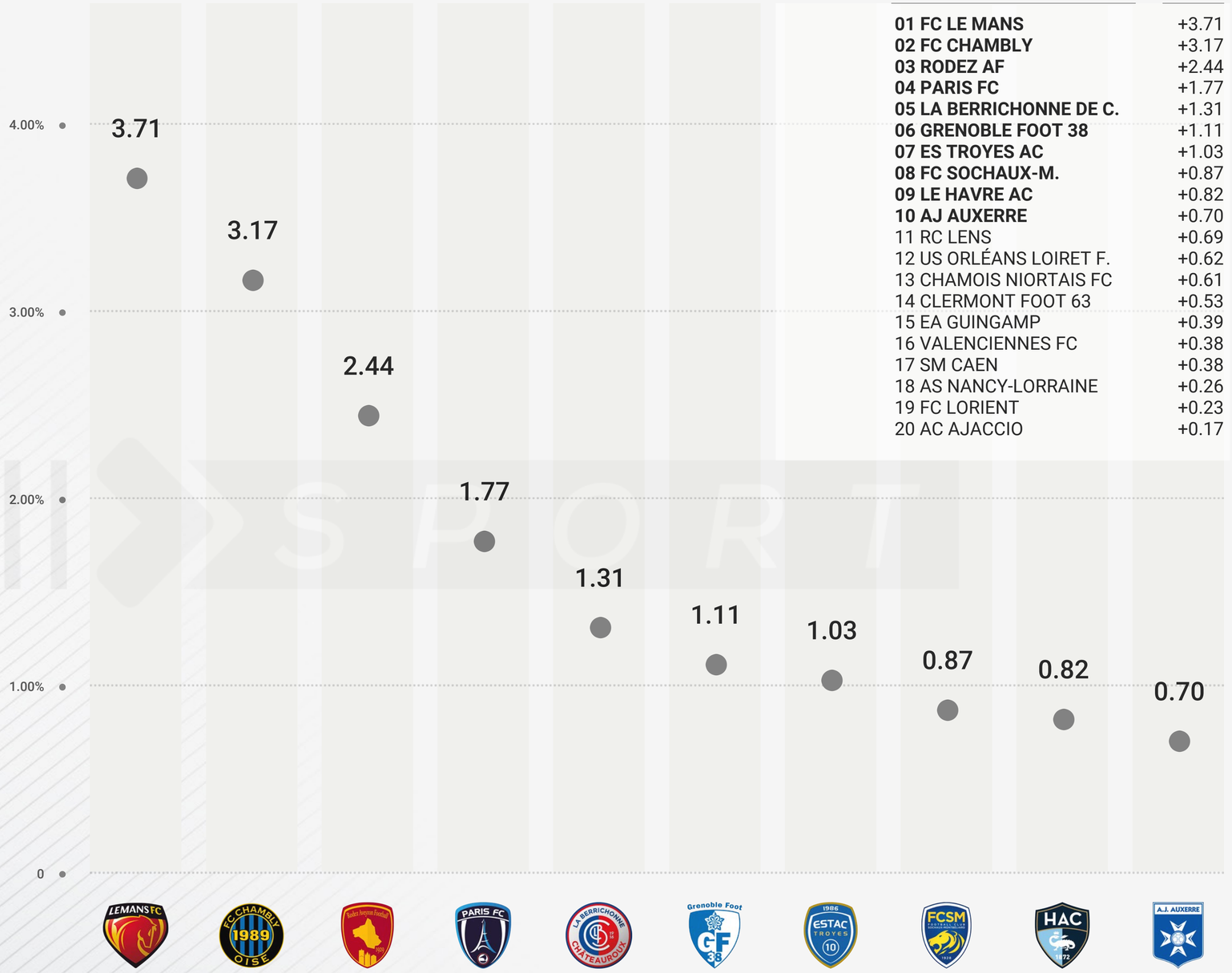
IQUII SPORT

FRANCE Grown Up

Domino's LIGUE 2

Ranking of the most grown up **Ligue 2** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 FC LE MANS	**+3.71**
02 FC CHAMBLY	**+3.17**
03 RODEZ AF	**+2.44**
04 PARIS FC	**+1.77**
05 LA BERRICHONNE DE C.	**+1.31**
06 GRENOBLE FOOT 38	**+1.11**
07 ES TROYES AC	**+1.03**
08 FC SOCHAUX-M.	**+0.87**
09 LE HAVRE AC	**+0.82**
10 AJ AUXERRE	**+0.70**
11 RC LENS	+0.69
12 US ORLÉANS LOIRET F.	+0.62
13 CHAMOIS NIORTAIS FC	+0.61
14 CLERMONT FOOT 63	+0.53
15 EA GUINGAMP	+0.39
16 VALENCIENNES FC	+0.38
17 SM CAEN	+0.38
18 AS NANCY-LORRAINE	+0.26
19 FC LORIENT	+0.23
20 AC AJACCIO	+0.17

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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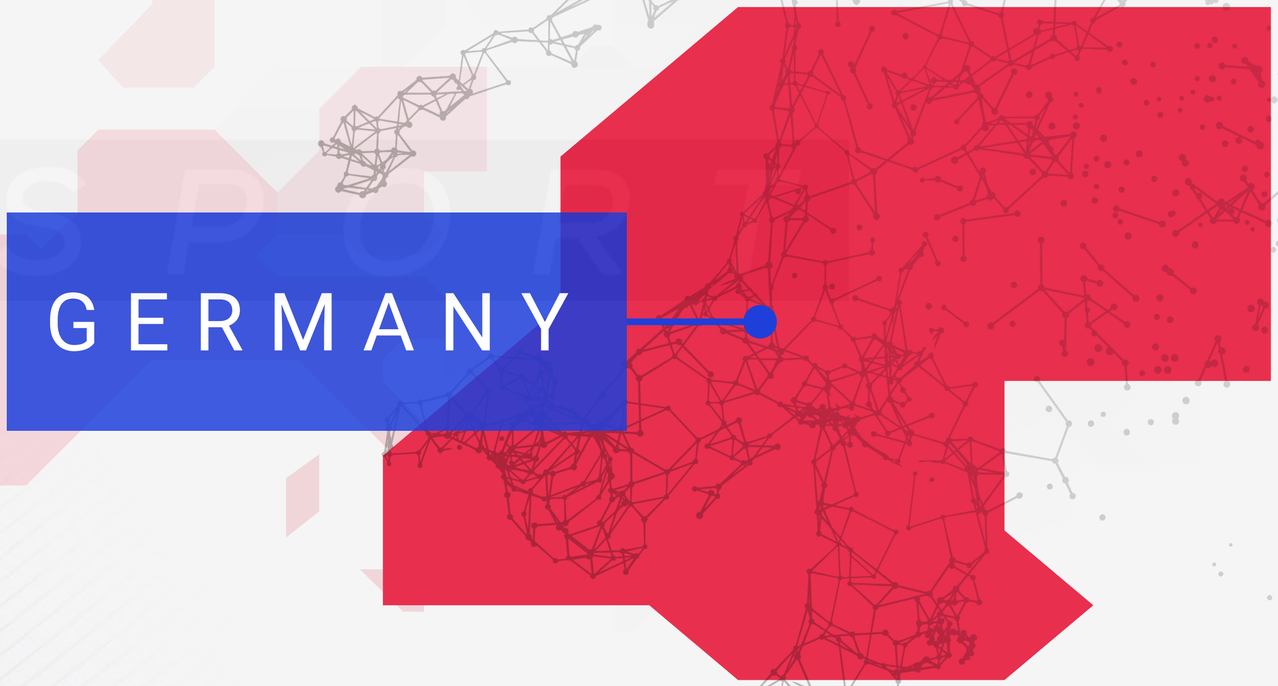
Football Competitions included in this overview

FIRST DIVISION **18 CLUBS**

BUNDESLIGA

SECOND DIVISION **18 CLUBS**

BUNDESLIGA



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GERMANY SnapShot / General



2	36	13	134.8 M
			+ 0.58%*
COMPETITIONS	CLUBS	BRANDS	FANS
Total Competitions analyzed: 1.Bundesliga and 2.Bundesliga.	Total 1.Bundesliga and 2.Bundesliga football clubs analyzed.	Total 1.Bundesliga and 2.Bundesliga Sport Brands on jerseys analyzed.	Total Facebook, Twitter, Instagram, YouTube Fans of the 1.Bundesliga and 2.Bundesliga football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

GERMANY SnapShot / First Division



BUNDESLIGA

18

CLUBS

Total 1.Bundesliga football clubs analyzed.

11

BRANDS

Total 1.Bundesliga Sport Brands on jerseys analyzed.

126.6 M

+ 0.60%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the 1.Bundesliga football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

78.0 M

BUNDESLIGA

Ranking of the most followed **1.Bundesliga** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	50.0 M	=	-0.05
02 BORUSSIA DORTMUND	15.1 M	=	+0.03
03 FC SCHALKE 04	2.9 M	=	+0.04
04 BAYER 04 LEVERKUSEN	2.7 M	=	+0.08
05 VFL WOLFSBURG	1.3 M	=	+1.66
06 BORUSSIA M.	1.1 M	=	+1.29
07 SV WERDER BREMEN	1.0 M	=	+0.01
08 1.FC KÖLN	766.2 K	=	-0.07
09 EINTRACHT FRANKFURT	731.4 K	=	+0.64
10 1.FSV MAINZ 05	433.0 K	=	-0.09
11 RASENBALLSPORT L.	407.5 K	=	+1.10
12 HERTHA BSC	363.4 K	=	+0.16
13 TSG 1899 HOFFENHEIM	300.4 K	=	+0.36
14 FC AUGSBURG	250.1 K	=	-0.04
15 SC FREIBURG	245.7 K	=	+0.13
16 FORTUNA DÜSSELDORF	217.7 K	=	+0.14
17 1.FC UNION BERLIN	147.8 K	=	+1.02
18 SC PADERBORN 07	100.6 K	=	+0.63

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

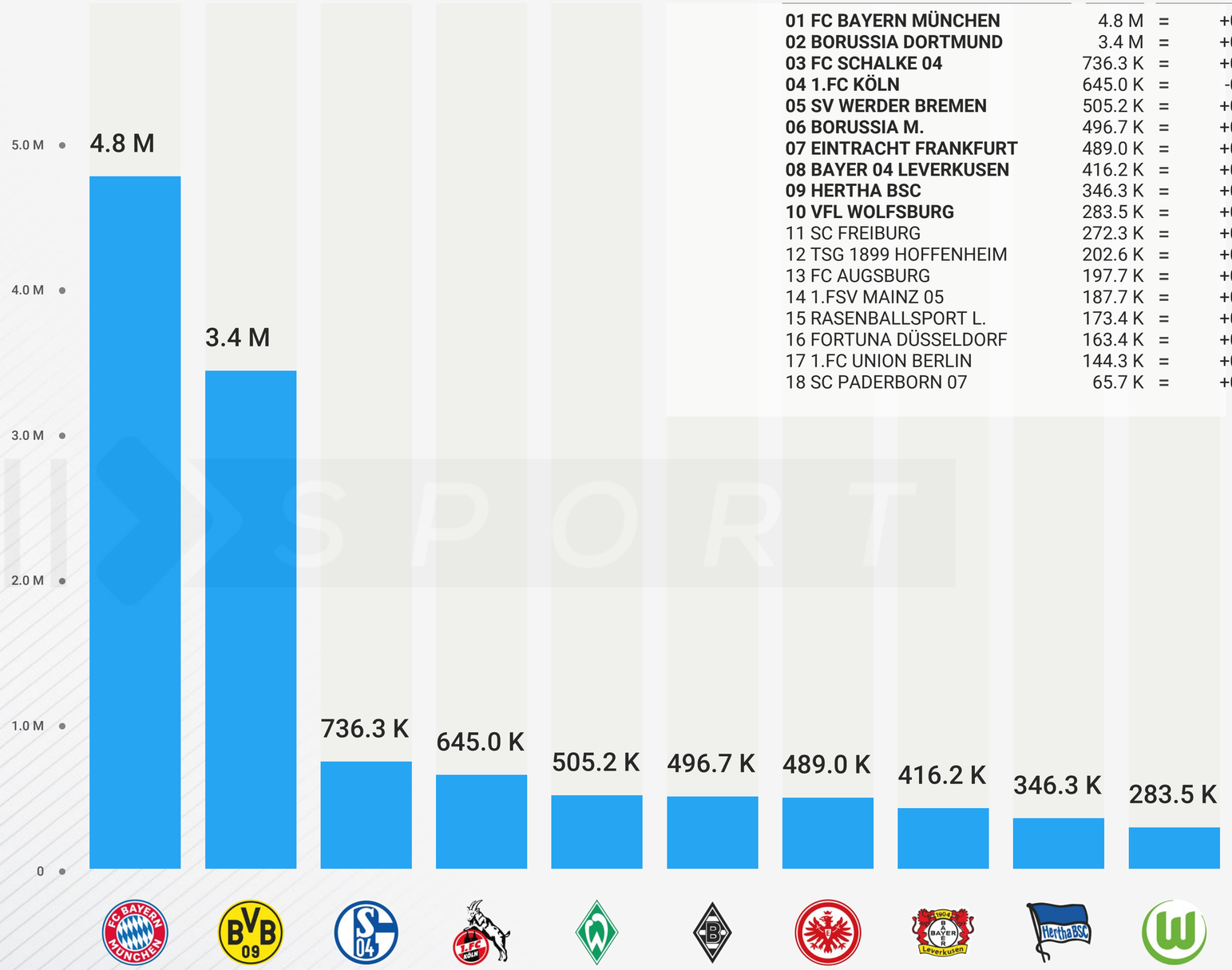
GERMANY Twitter

TOTAL FANBASE

13.5 M

BUNDESLIGA

Ranking of the most followed **1.Bundesliga** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	4.8 M	=	+0.42
02 BORUSSIA DORTMUND	3.4 M	=	+0.38
03 FC SCHALKE 04	736.3 K	=	+0.26
04 1.FC KÖLN	645.0 K	=	-0.05
05 SV WERDER BREMEN	505.2 K	=	+0.18
06 BORUSSIA M.	496.7 K	=	+0.46
07 EINTRACHT FRANKFURT	489.0 K	=	+0.33
08 BAYER 04 LEVERKUSEN	416.2 K	=	+0.13
09 HERTHA BSC	346.3 K	=	+0.17
10 VFL WOLFSBURG	283.5 K	=	+0.10
11 SC FREIBURG	272.3 K	=	+0.23
12 TSG 1899 HOFFENHEIM	202.6 K	=	+0.12
13 FC AUGSBURG	197.7 K	=	+0.08
14 1.FSV MAINZ 05	187.7 K	=	+0.14
15 RASENBALLSPORT L.	173.4 K	=	+0.84
16 FORTUNA DÜSSELDORF	163.4 K	=	+0.15
17 1.FC UNION BERLIN	144.3 K	=	+0.44
18 SC PADERBORN 07	65.7 K	=	+0.33

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

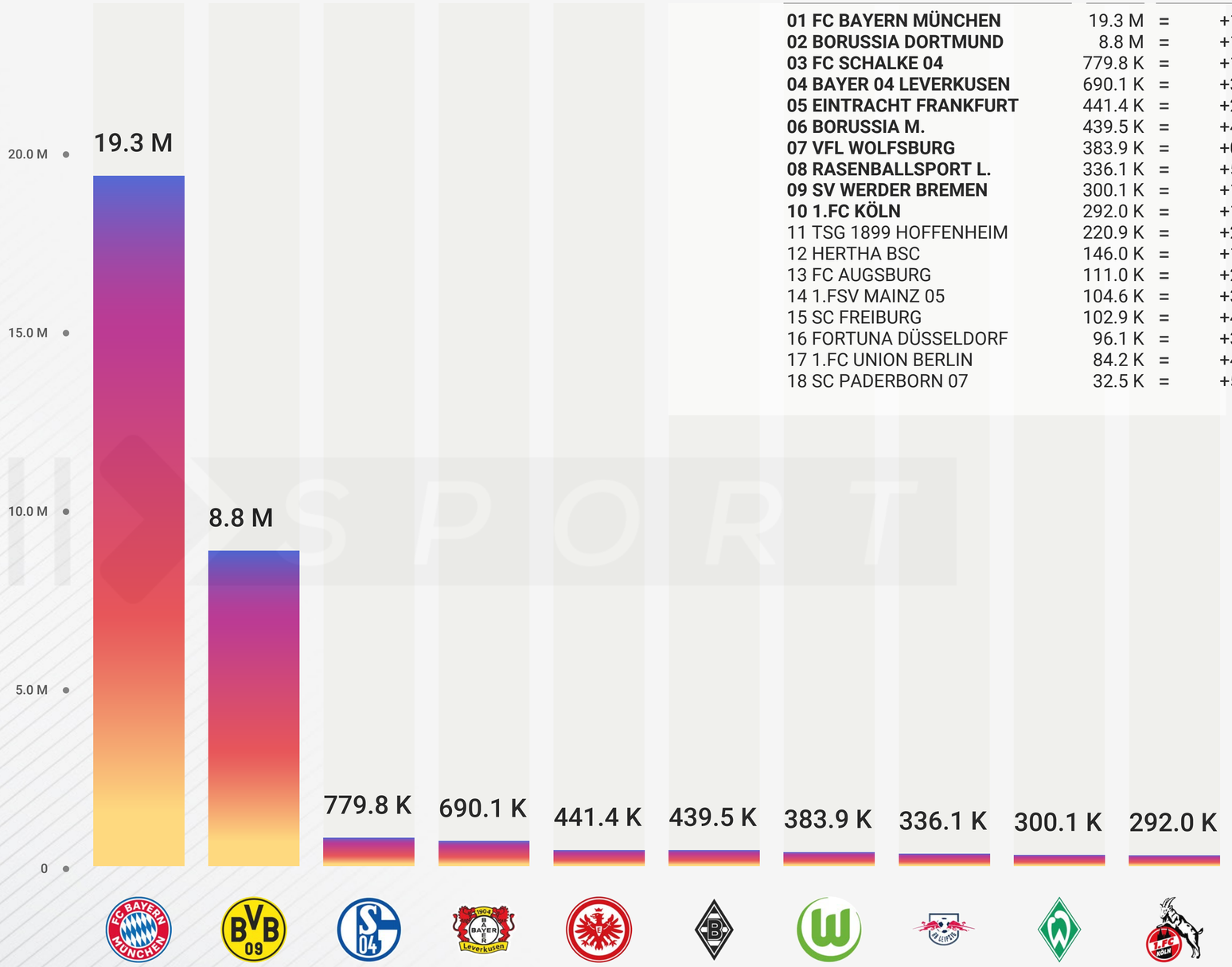
GERMANY Instagram

TOTAL FANBASE

32.7 M

BUNDESLIGA

Ranking of the most followed **1.Bundesliga** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	19.3 M	=	+1.85
02 BORUSSIA DORTMUND	8.8 M	=	+1.90
03 FC SCHALKE 04	779.8 K	=	+1.84
04 BAYER 04 LEVERKUSEN	690.1 K	=	+3.81
05 EINTRACHT FRANKFURT	441.4 K	=	+2.11
06 BORUSSIA M.	439.5 K	=	+4.91
07 VFL WOLFSBURG	383.9 K	=	+0.39
08 RASENBALLSPORT L.	336.1 K	=	+5.23
09 SV WERDER BREMEN	300.1 K	=	+1.51
10 1.FC KÖLN	292.0 K	=	+1.58
11 TSG 1899 HOFFENHEIM	220.9 K	=	+2.64
12 HERTHA BSC	146.0 K	=	+1.30
13 FC AUGSBURG	111.0 K	=	+2.79
14 1.FSV MAINZ 05	104.6 K	=	+3.02
15 SC FREIBURG	102.9 K	=	+4.26
16 FORTUNA DÜSSELDORF	96.1 K	=	+3.13
17 1.FC UNION BERLIN	84.2 K	=	+4.13
18 SC PADERBORN 07	32.5 K	=	+5.95

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

GERMANY YouTube

TOTAL FANBASE

2.4 M

BUNDESLIGA

Ranking of the most followed **1.Bundesliga** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	1.3 M	=	+1.54
02 BORUSSIA DORTMUND	527.0 K	=	+2.53
03 FC SCHALKE 04	129.0 K	=	+1.57
04 SV WERDER BREMEN	97.0 K	=	+0.52
05 EINTRACHT FRANKFURT	57.0 K	=	+1.60
06 1.FC KÖLN	54.1 K	=	+0.56
07 BORUSSIA M.	50.6 K	=	+4.76
08 HERTHA BSC	41.1 K	=	+5.38
09 VFL WOLFSBURG	33.5 K	=	+0.60
10 RASENBALLSPORT L.	20.7 K	=	+5.08
11 TSG 1899 HOFFENHEIM	17.1 K	=	+1.18
12 FC AUGSBURG	15.7 K	=	+0.64
13 BAYER 04 LEVERKUSEN	14.7 K	=	+8.09
14 FORTUNA DÜSSELDORF	13.7 K	=	+1.48
15 1.FC UNION BERLIN	13.4 K	▲ +1	+5.51
16 SC FREIBURG	13.2 K	▼ -1	+0.76
17 1.FSV MAINZ 05	10.0 K	=	+2.88
18 SC PADERBORN 07	6.5 K	=	+1.87

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

GERMANY Social

TOTAL FANBASE

126.6 M

BUNDESLIGA

Ranking of the most followed **1.Bundesliga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	75.4 M	=	+0.49
02 BORUSSIA DORTMUND	27.9 M	=	+0.71
03 FC SCHALKE 04	4.5 M	=	+0.43
04 BAYER 04 LEVERKUSEN	3.8 M	=	+0.77
05 BORUSSIA M.	2.1 M	=	+1.92
06 VFL WOLFSBURG	2.0 M	=	+1.16
07 SV WERDER BREMEN	1.9 M	=	+0.31
08 1.FC KÖLN	1.8 M	=	+0.23
09 EINTRACHT FRANKFURT	1.7 M	=	+0.96
10 RASENBALLSPORT L.	937.6 K	=	+2.58
11 HERTHA BSC	896.9 K	=	+0.58
12 TSG 1899 HOFFENHEIM	741.1 K	=	+0.98
13 1.FSV MAINZ 05	735.2 K	=	+0.44
14 SC FREIBURG	634.2 K	=	+0.84
15 FC AUGSBURG	574.5 K	=	+0.56
16 FORTUNA DÜSSELDORF	490.9 K	=	+0.75
17 1.FC UNION BERLIN	389.7 K	=	+1.61
18 SC PADERBORN 07	205.3 K	=	+1.38

*[from November 15, 2019 to December 16, 2019]
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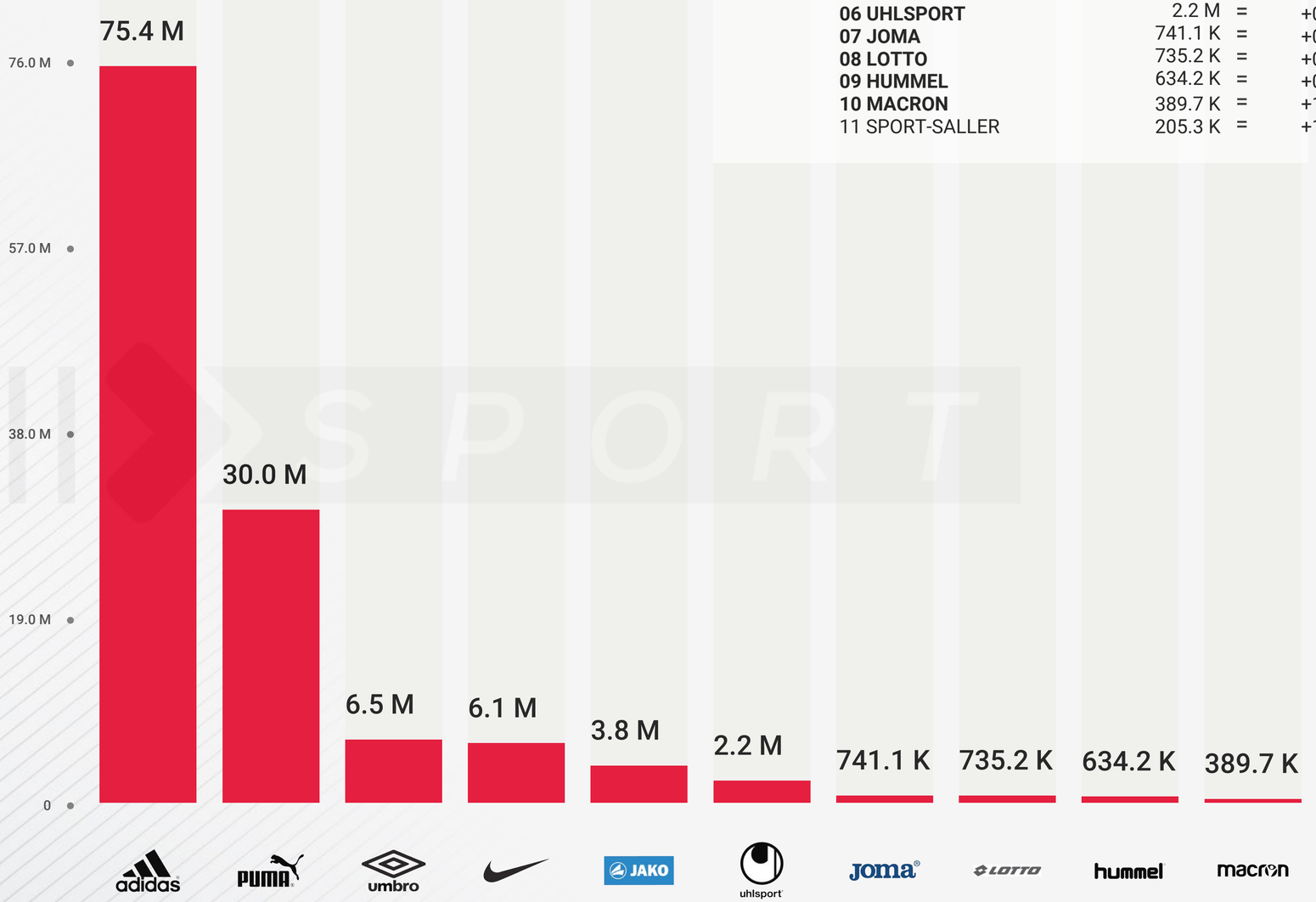
GERMANY Brands

TOTAL FANBASE

126.6 M

BUNDESLIGA

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 18 sponsored 1.Bundesliga football clubs.



SPONSORS	FANS		% VAR*
01 ADIDAS	75.4 M	=	+0.49
02 PUMA	30.0 M	=	+0.79
03 UMBRO	6.5 M	=	+0.39
04 NIKE	6.1 M	=	+1.18
05 JAKO	3.8 M	=	+0.77
06 UHLSPORT	2.2 M	=	+0.34
07 JOMA	741.1 K	=	+0.98
08 LOTTO	735.2 K	=	+0.44
09 HUMMEL	634.2 K	=	+0.84
10 MACRON	389.7 K	=	+1.61
11 SPORT-SALLER	205.3 K	=	+1.38

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IQUII SPORT

GERMANY Brands

CLUBS

18

Sport Brands

11



Sport Brands on jersey coverage in relation to the 18 sponsored **1.Bundesliga** football clubs.

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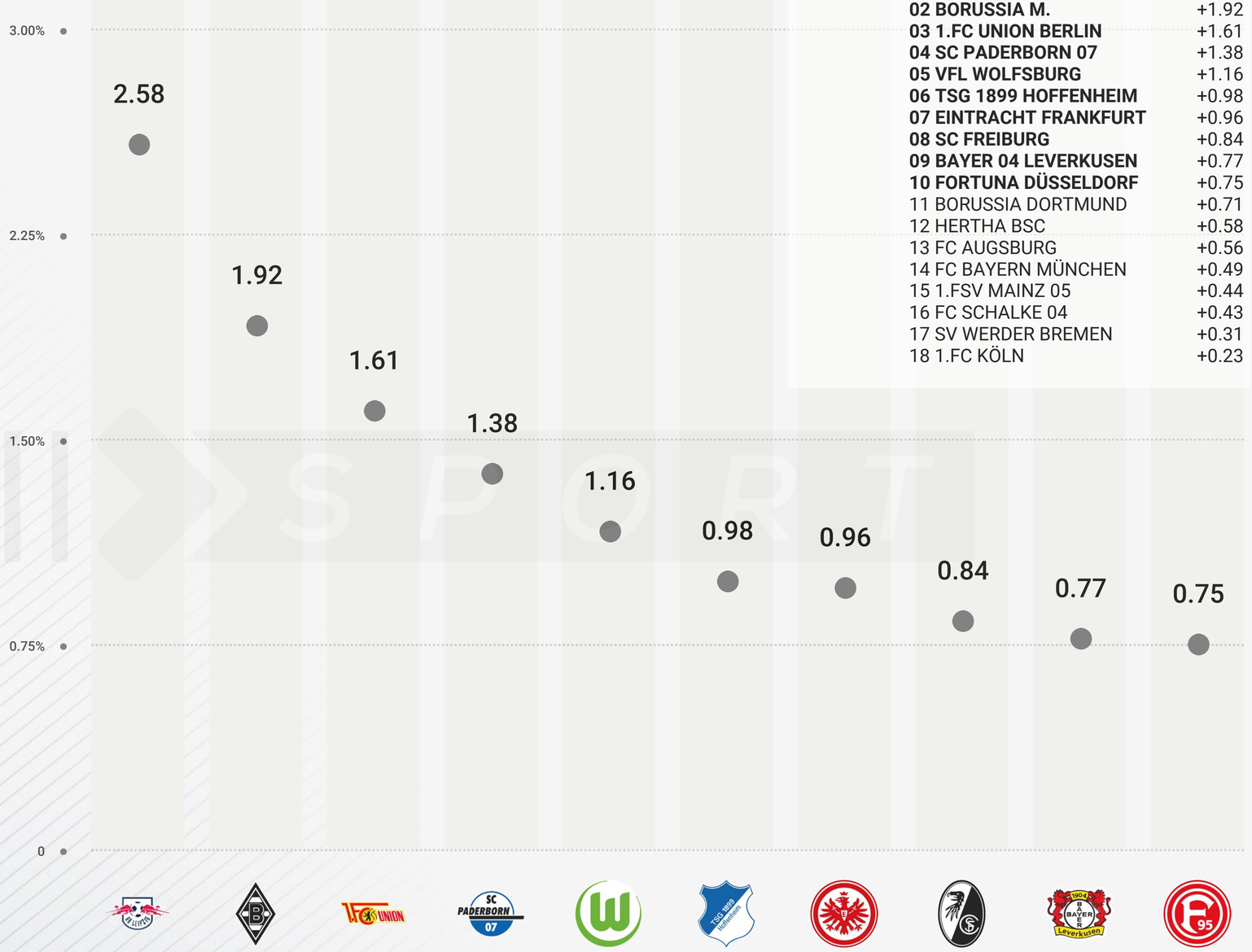
IQUII SPORT

GERMANY Grown Up

BUNDESLIGA

Ranking of the most grown up **1.Bundesliga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 RASENBALLSPORT L.	+2.58
02 BORUSSIA M.	+1.92
03 1.FC UNION BERLIN	+1.61
04 SC PADERBORN 07	+1.38
05 VFL WOLFSBURG	+1.16
06 TSG 1899 HOFFENHEIM	+0.98
07 EINTRACHT FRANKFURT	+0.96
08 SC FREIBURG	+0.84
09 BAYER 04 LEVERKUSEN	+0.77
10 FORTUNA DÜSSELDORF	+0.75
11 BORUSSIA DORTMUND	+0.71
12 HERTHA BSC	+0.58
13 FC AUGSBURG	+0.56
14 FC BAYERN MÜNCHEN	+0.49
15 1.FSV MAINZ 05	+0.44
16 FC SCHALKE 04	+0.43
17 SV WERDER BREMEN	+0.31
18 1.FC KÖLN	+0.23

*[from November 15, 2019 to December 16, 2019]
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GERMANY SnapShot / Second Division



BUNDESLIGA

18

CLUBS

Total 2.Bundesliga football clubs analyzed.

11

BRANDS

Total 2.Bundesliga Sport Brands on jerseys analyzed.

8.2 M

+ 0.31%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the 2.Bundesliga football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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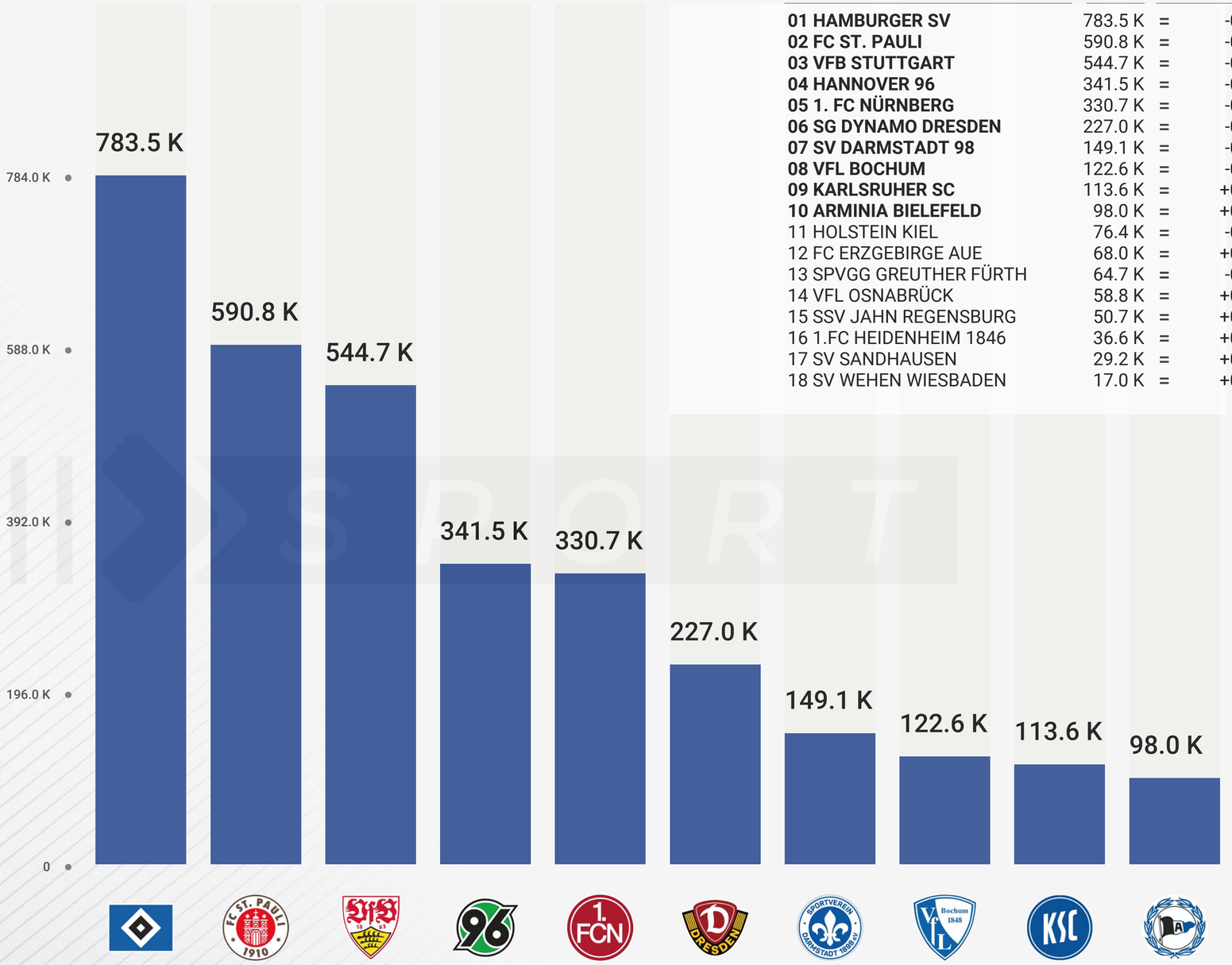
GERMANY Facebook

TOTAL FANBASE

3.7 M

BUNDESLIGA

Ranking of the most followed **2.Bundesliga** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	783.5 K	=	-0.14
02 FC ST. PAULI	590.8 K	=	-0.10
03 VFB STUTTGART	544.7 K	=	-0.07
04 HANNOVER 96	341.5 K	=	-0.14
05 1. FC NÜRNBERG	330.7 K	=	-0.10
06 SG DYNAMO DRESDEN	227.0 K	=	-0.08
07 SV DARMSTADT 98	149.1 K	=	-0.18
08 VFL BOCHUM	122.6 K	=	-0.01
09 KARLSRUHER SC	113.6 K	=	+0.11
10 ARMINIA BIELEFELD	98.0 K	=	+0.20
11 HOLSTEIN KIEL	76.4 K	=	-0.18
12 FC ERZGEBIRGE AUE	68.0 K	=	+0.09
13 SPVGG GREUTHER FÜRTH	64.7 K	=	-0.09
14 VFL OSNABRÜCK	58.8 K	=	+0.37
15 SSV JAHN REGENSBURG	50.7 K	=	+0.13
16 1.FC HEIDENHEIM 1846	36.6 K	=	+0.03
17 SV SANDHAUSEN	29.2 K	=	+0.39
18 SV WEHEN WIESBADEN	17.0 K	=	+0.21

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

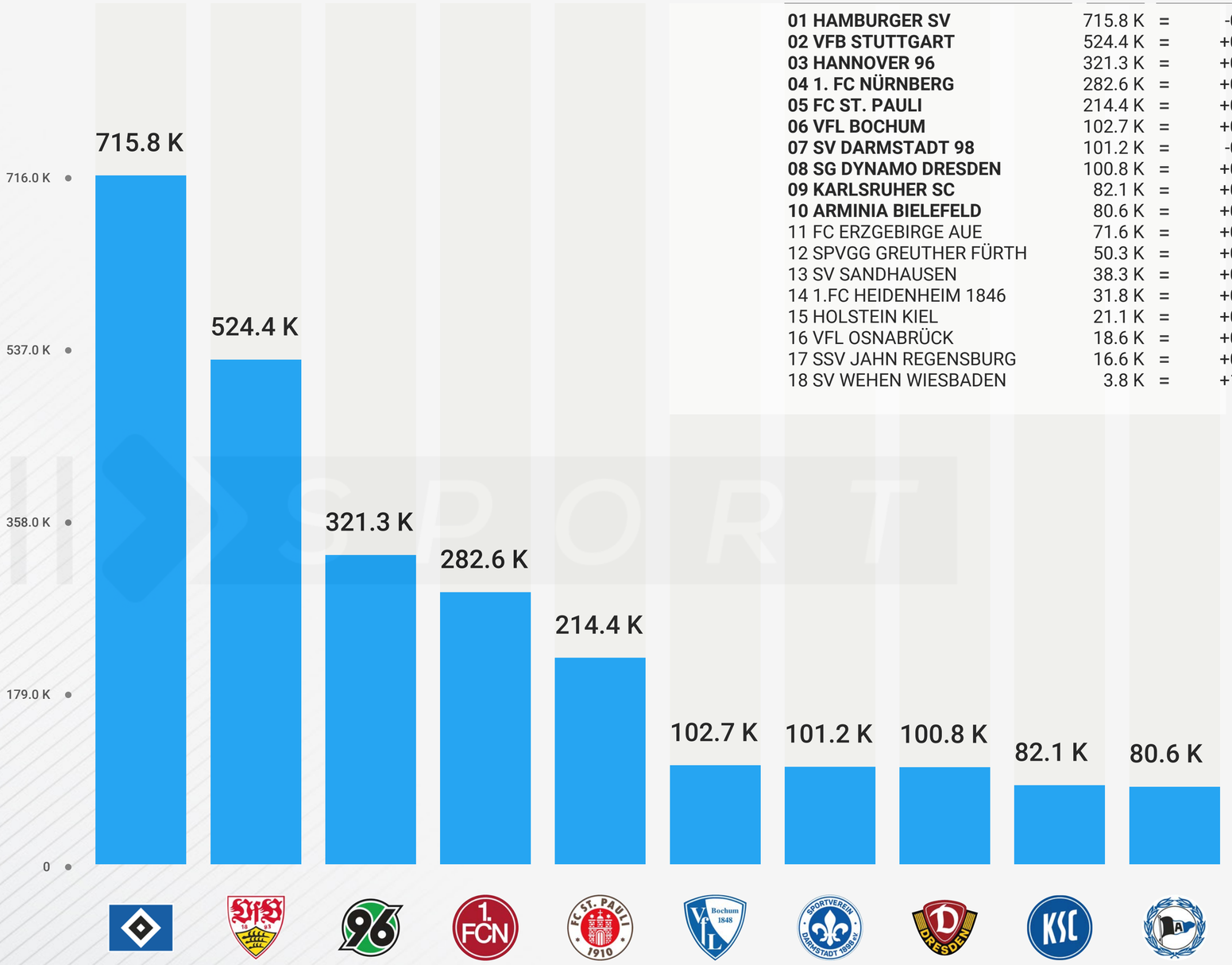
GERMANY Twitter

TOTAL FANBASE

2.8 M

BUNDESLIGA

Ranking of the most followed **2.Bundesliga** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	715.8 K	=	-0.02
02 VFB STUTTGART	524.4 K	=	+0.01
03 HANNOVER 96	321.3 K	=	+0.00
04 1. FC NÜRNBERG	282.6 K	=	+0.02
05 FC ST. PAULI	214.4 K	=	+0.10
06 VFL BOCHUM	102.7 K	=	+0.05
07 SV DARMSTADT 98	101.2 K	=	-0.02
08 SG DYNAMO DRESDEN	100.8 K	=	+0.17
09 KARLSRUHER SC	82.1 K	=	+0.18
10 ARMINIA BIELEFELD	80.6 K	=	+0.31
11 FC ERZGEBIRGE AUE	71.6 K	=	+0.24
12 SPVGG GREUTHER FÜRTH	50.3 K	=	+0.11
13 SV SANDHAUSEN	38.3 K	=	+0.29
14 1.FC HEIDENHEIM 1846	31.8 K	=	+0.19
15 HOLSTEIN KIEL	21.1 K	=	+0.20
16 VFL OSNABRÜCK	18.6 K	=	+0.68
17 SSV JAHN REGENSBURG	16.6 K	=	+0.16
18 SV WEHEN WIESBADEN	3.8 K	=	+1.22

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

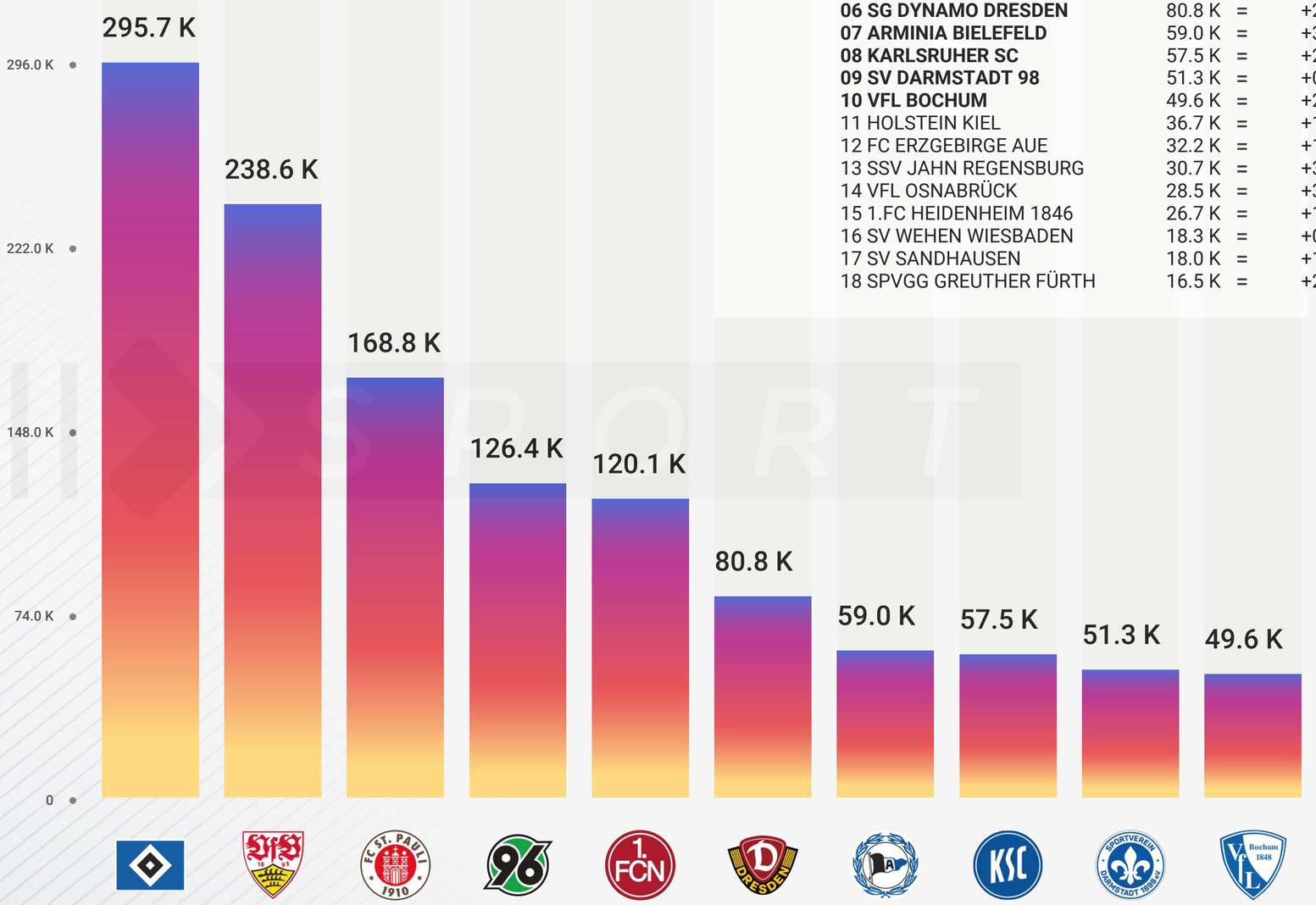
GERMANY Instagram

TOTAL FANBASE

1.5 M

BUNDESLIGA

Ranking of the most followed **2.Bundesliga** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	295.7 K	=	+1.28
02 VFB STUTTGART	238.6 K	=	+1.31
03 FC ST. PAULI	168.8 K	=	+1.16
04 HANNOVER 96	126.4 K	=	+1.39
05 1. FC NÜRNBERG	120.1 K	=	+1.73
06 SG DYNAMO DRESDEN	80.8 K	=	+2.15
07 ARMINIA BIELEFELD	59.0 K	=	+3.87
08 KARLSRUHER SC	57.5 K	=	+2.09
09 SV DARMSTADT 98	51.3 K	=	+0.29
10 VFL BOCHUM	49.6 K	=	+2.76
11 HOLSTEIN KIEL	36.7 K	=	+1.10
12 FC ERZGEBIRGE AUE	32.2 K	=	+1.59
13 SSV JAHN REGENSBURG	30.7 K	=	+3.11
14 VFL OSNABRÜCK	28.5 K	=	+3.22
15 1.FC HEIDENHEIM 1846	26.7 K	=	+1.05
16 SV WEHEN WIESBADEN	18.3 K	=	+0.41
17 SV SANDHAUSEN	18.0 K	=	+1.61
18 SPVGG GREUTHER FÜRTH	16.5 K	=	+2.04

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

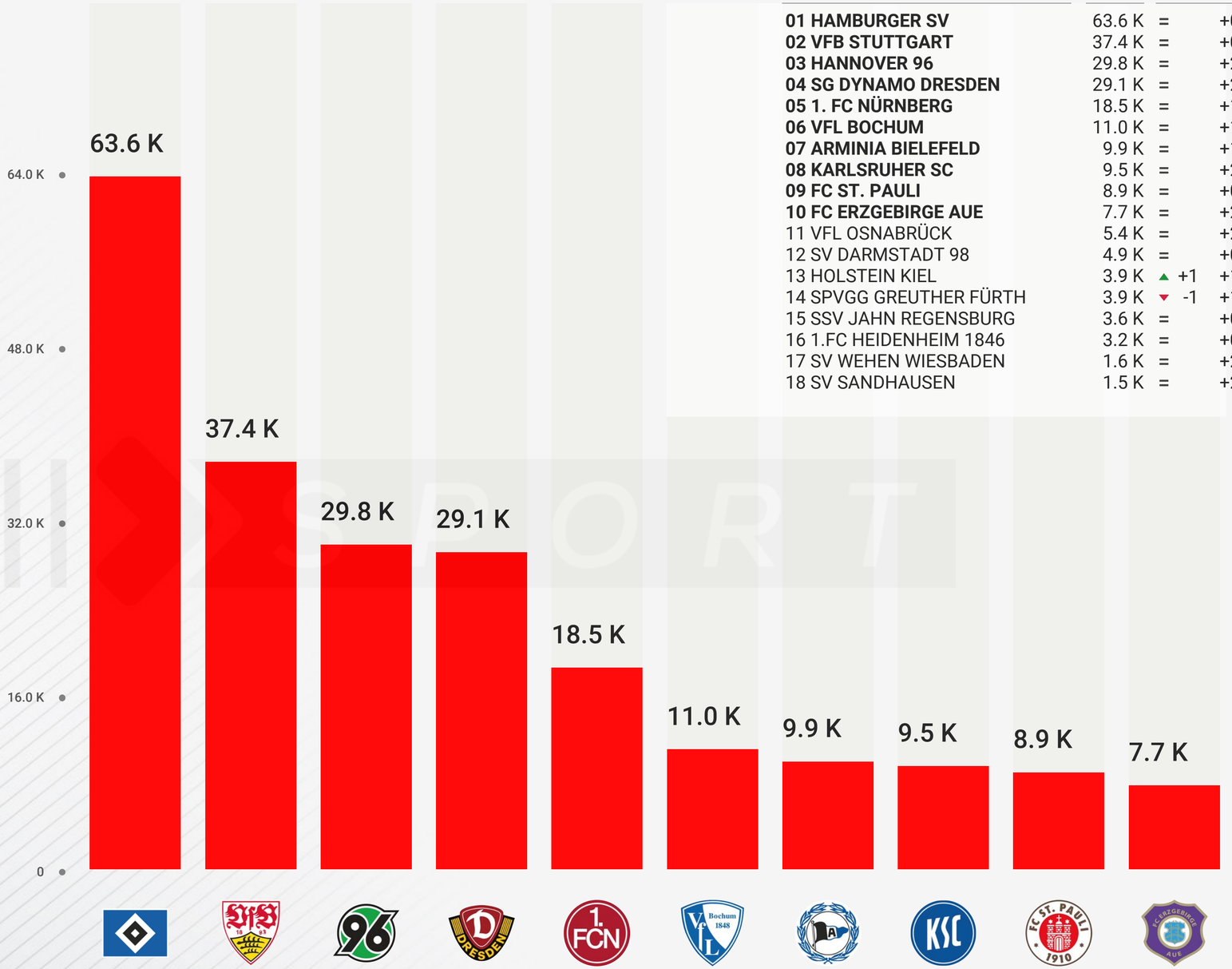
GERMANY YouTube

TOTAL FANBASE

253 K

BUNDESLIGA

Ranking of the most followed **2.Bundesliga** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	63.6 K	=	+0.79
02 VFB STUTTGART	37.4 K	=	+0.81
03 HANNOVER 96	29.8 K	=	+2.41
04 SG DYNAMO DRESDEN	29.1 K	=	+2.11
05 1. FC NÜRNBERG	18.5 K	=	+1.65
06 VFL BOCHUM	11.0 K	=	+1.85
07 ARMINIA BIELEFELD	9.9 K	=	+1.75
08 KARLSRUHER SC	9.5 K	=	+2.38
09 FC ST. PAULI	8.9 K	=	+0.45
10 FC ERZGEBIRGE AUE	7.7 K	=	+2.39
11 VFL OSNABRÜCK	5.4 K	=	+2.45
12 SV DARMSTADT 98	4.9 K	=	+0.61
13 HOLSTEIN KIEL	3.9 K	▲ +1	+1.85
14 SPVGG GREUTHER FÜRTH	3.9 K	▼ -1	+1.32
15 SSV JAHN REGENSBURG	3.6 K	=	+0.85
16 1.FC HEIDENHEIM 1846	3.2 K	=	+0.63
17 SV WEHEN WIESBADEN	1.6 K	=	+2.65
18 SV SANDHAUSEN	1.5 K	=	+2.10

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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IQUII SPORT

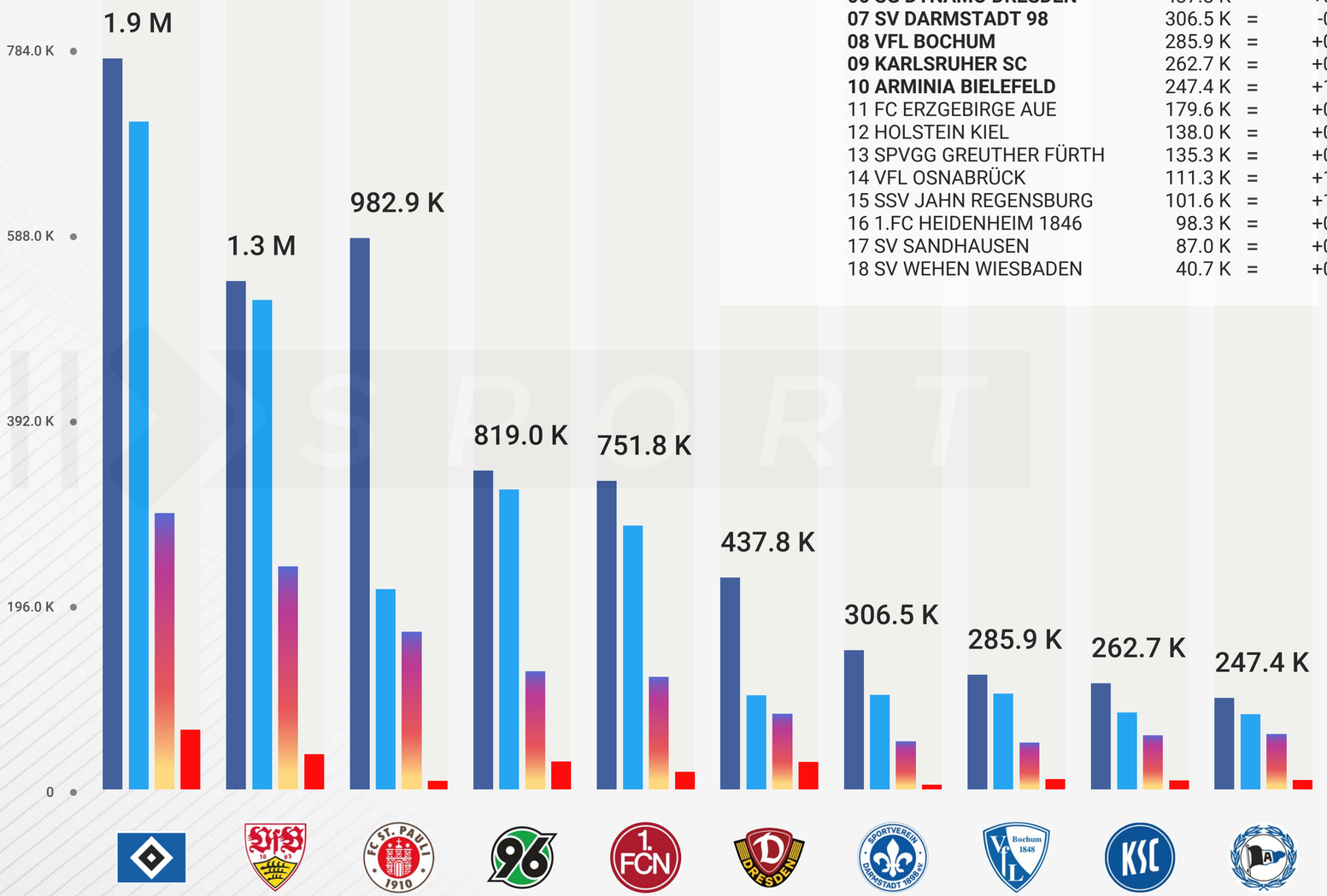
GERMANY Social

TOTAL FANBASE

8.2 M

BUNDESLIGA

Ranking of the most followed **2.Bundesliga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	1.9 M	=	+0.16
02 VFB STUTTGART	1.3 M	=	+0.23
03 FC ST. PAULI	982.9 K	=	+0.16
04 HANNOVER 96	819.0 K	=	+0.24
05 1. FC NÜRNBERG	751.8 K	=	+0.28
06 SG DYNAMO DRESDEN	437.8 K	=	+0.53
07 SV DARMSTADT 98	306.5 K	=	-0.04
08 VFL BOCHUM	285.9 K	=	+0.55
09 KARLSRUHER SC	262.7 K	=	+0.64
10 ARMINIA BIELEFELD	247.4 K	=	+1.15
11 FC ERZGEBIRGE AUE	179.6 K	=	+0.52
12 HOLSTEIN KIEL	138.0 K	=	+0.27
13 SPVGG GREUTHER FÜRTH	135.3 K	=	+0.28
14 VFL OSNABRÜCK	111.3 K	=	+1.24
15 SSV JAHN REGENSBURG	101.6 K	=	+1.04
16 1.FC HEIDENHEIM 1846	98.3 K	=	+0.38
17 SV SANDHAUSEN	87.0 K	=	+0.62
18 SV WEHEN WIESBADEN	40.7 K	=	+0.48

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

GERMANY Brands

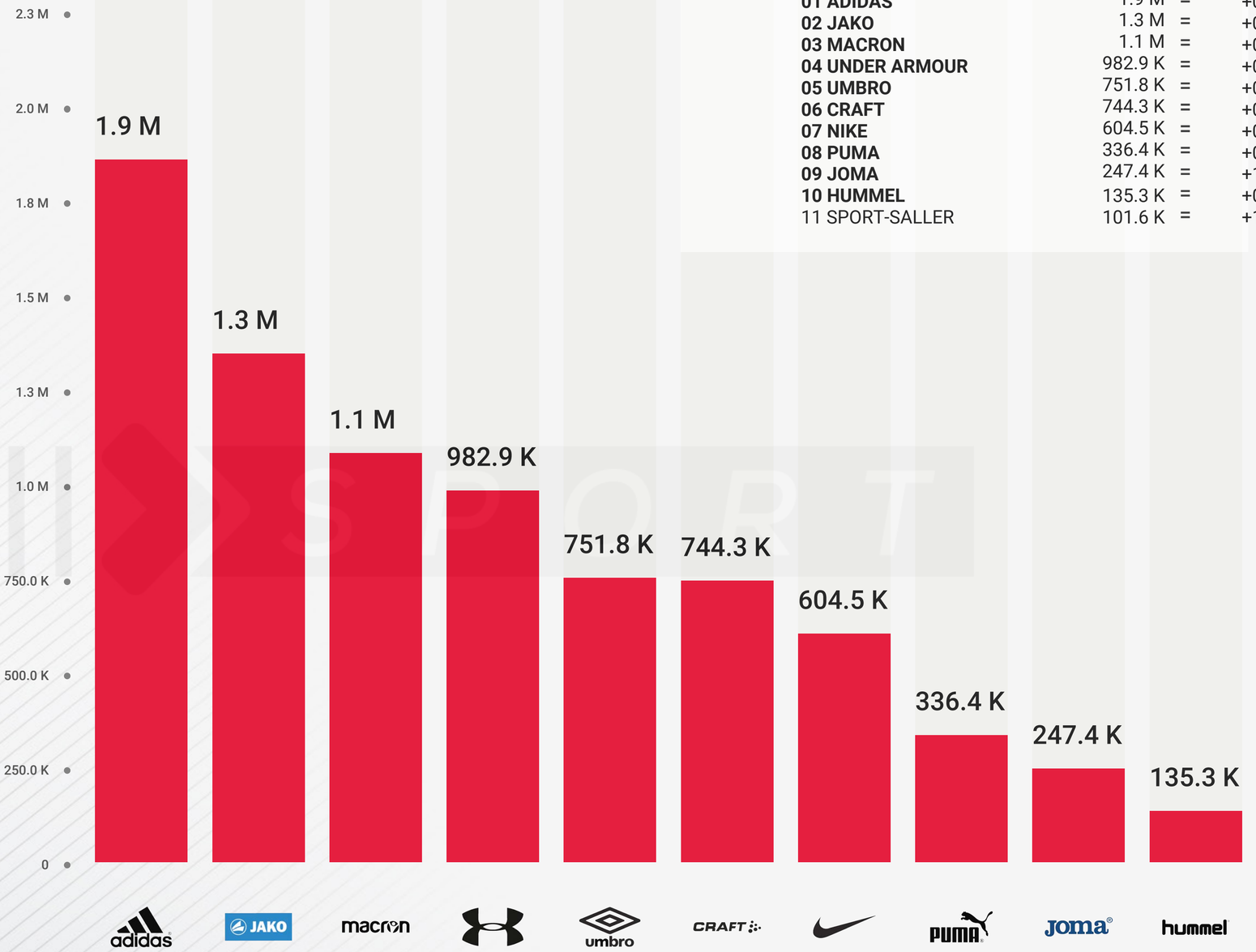
TOTAL FANBASE

8.2 M

BUNDESLIGA

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 18 sponsored 2.Bundesliga football clubs.

SPONSORS	FANS		% VAR*
01 ADIDAS	1.9 M	=	+0.16
02 JAKO	1.3 M	=	+0.23
03 MACRON	1.1 M	=	+0.34
04 UNDER ARMOUR	982.9 K	=	+0.16
05 UMBRO	751.8 K	=	+0.28
06 CRAFT	744.3 K	=	+0.29
07 NIKE	604.5 K	=	+0.51
08 PUMA	336.4 K	=	+0.68
09 JOMA	247.4 K	=	+1.15
10 HUMMEL	135.3 K	=	+0.28
11 SPORT-SALLER	101.6 K	=	+1.04



*[from November 15, 2019 to December 16, 2019]
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GERMANY Brands

CLUBS
18

Sport Brands
11

Sport Brands on jersey coverage in relation to the 18 sponsored **2.Bundesliga** football clubs.



*[from November 15, 2019 to December 16, 2019]

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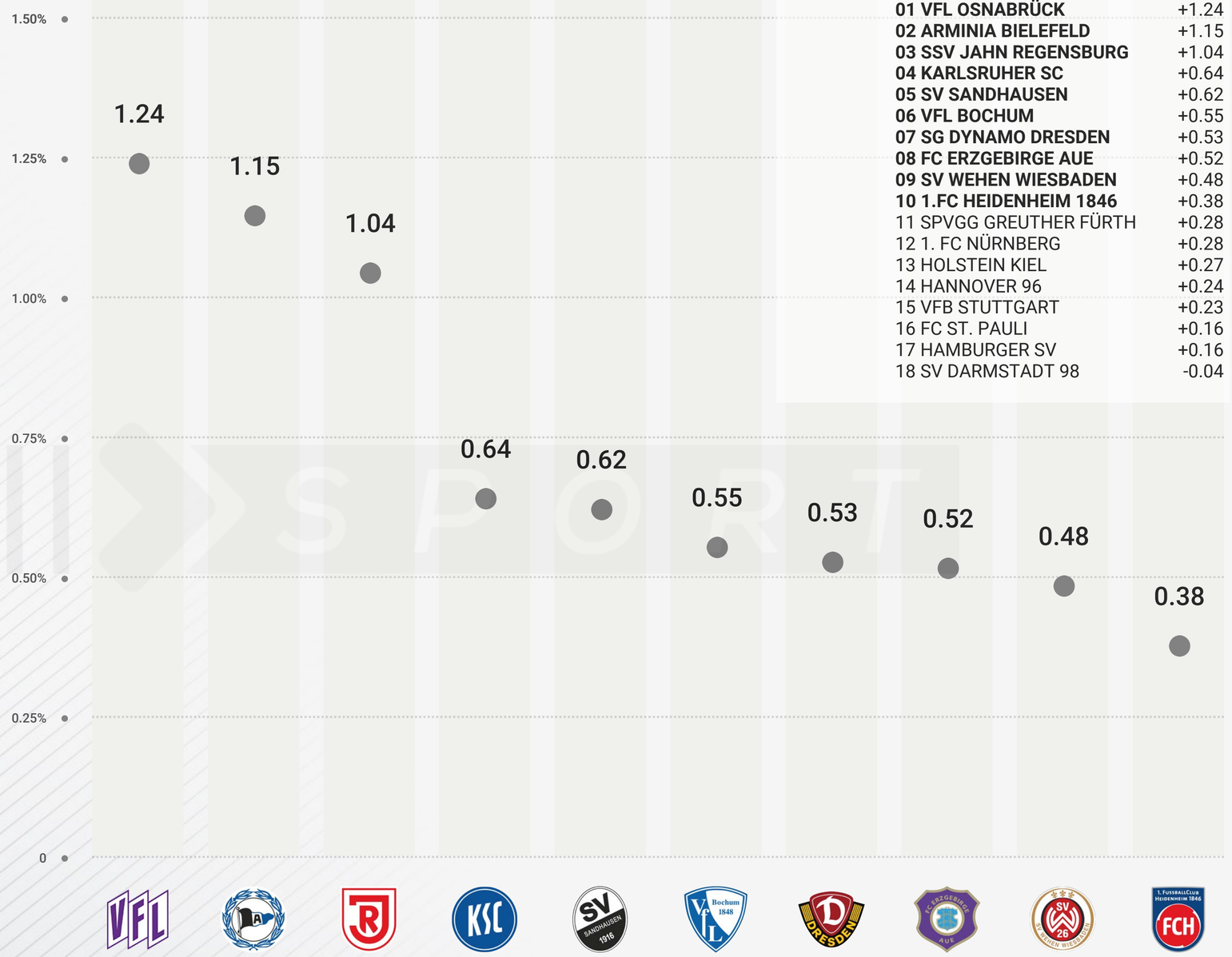
IQUII SPORT

GERMANY Grown Up

BUNDESLIGA

Ranking of the most grown up **2.Bundesliga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 VFL OSNABRÜCK	**+1.24**
02 ARMINIA BIELEFELD	**+1.15**
03 SSV JAHN REGENSBURG	**+1.04**
04 KARLSRUHER SC	**+0.64**
05 SV SANDHAUSEN	**+0.62**
06 VFL BOCHUM	**+0.55**
07 SG DYNAMO DRESDEN	**+0.53**
08 FC ERZGEBIRGE AUE	**+0.52**
09 SV WEHEN WIESBADEN	**+0.48**
10 1.FC HEIDENHEIM 1846	**+0.38**
11 SPVGG GREUTHER FÜRTH	+0.28
12 1. FC NÜRNBERG	+0.28
13 HOLSTEIN KIEL	+0.27
14 HANNOVER 96	+0.24
15 VFB STUTTGART	+0.23
16 FC ST. PAULI	+0.16
17 HAMBURGER SV	+0.16
18 SV DARMSTADT 98	-0.04

*[from November 15, 2019 to December 16, 2019]
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LAST UPDATE DEC 2019

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

SERIE A

SECOND DIVISION — 20 CLUBS

Lega B



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ITALY SnapShot / General



2

COMPETITIONS

Total Competitions analyzed: Serie A and Lega B.

40

CLUBS

Total Serie A and Lega B football clubs analyzed.

15

BRANDS

Total Serie A and Lega B Sport Brands on jerseys analyzed.

190.0 M

+ 1.36%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Serie A and Lega B football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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LAST UPDATE DEC 2019

ITALY SnapShot / First Division



20

CLUBS

Total Serie A football clubs analyzed.

9

BRANDS

Total Serie A Sport Brands on jerseys analyzed.

187.1 M

+ 1.37%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Serie A football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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LAST UPDATE DEC 2019

IQUII SPORT

ITALY Facebook

TOTAL FANBASE

104.8 M

SERIE A TIM

Ranking of the most followed **Serie A** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	40.0 M	=	+0.57
02 AC MILAN	24.6 M	=	-0.03
03 FC INTERNAZIONALE	19.0 M	=	+4.10
04 AS ROMA	9.5 M	=	-0.10
05 SSC NAPOLI	4.4 M	=	+0.17
06 ACF FIORENTINA	2.1 M	=	-0.24
07 BOLOGNA FC 1909	1.0 M	=	-0.10
08 SS LAZIO	843.4 K	=	+0.53
09 TORINO FC	476.5 K	=	+0.06
10 UDINESE CALCIO	451.7 K	=	-0.08
11 CAGLIARI CALCIO	369.2 K	=	+0.84
12 UC SAMPDORIA	347.1 K	=	+0.07
13 GENOA CFC	347.0 K	=	+0.04
14 PARMA CALCIO 1913	296.3 K	=	+0.28
15 ATALANTA BC	278.5 K	▲ +1	+2.93
16 HELLAS VERONA	275.1 K	▼ -1	+0.21
17 US SASSUOLO	258.3 K	=	-0.03
18 US LECCE	67.3 K	▲ +1	+2.34
19 SPAL 2013	62.5 K	▲ +1	+0.95
20 **BRESCIA CALCIO	9	▼ -2	-99.99

*[from November 15, 2019 to December 16, 2019]

**Brescia turned their previous FB account (84K followers) into the Academy official page. A new page has been created on 11/12 to cover the first team's news

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IQUII SPORT

ITALY Twitter

TOTAL FANBASE

24.2 M

SERIE A TIM

Ranking of the most followed **Serie A** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	7.6 M	=	+1.14
02 AC MILAN	7.2 M	=	+0.23
03 FC INTERNAZIONALE	2.0 M	=	+3.93
04 AS ROMA	1.8 M	=	+0.40
05 SSC NAPOLI	1.6 M	=	+0.70
06 ACF FIORENTINA	662.0 K	=	+0.26
07 SS LAZIO	526.1 K	=	+0.14
08 TORINO FC	407.0 K	=	+0.41
09 CAGLIARI CALCIO	357.6 K	=	+0.56
10 UC SAMPDORIA	348.0 K	=	+0.25
11 GENOA CFC	323.6 K	=	+0.25
12 ATALANTA BC	311.3 K	=	+1.25
13 UDINESE CALCIO	290.9 K	=	+0.25
14 US SASSUOLO	268.8 K	=	+0.34
15 HELLAS VERONA	259.4 K	=	+0.16
16 BOLOGNA FC 1909	163.2 K	=	+0.53
17 BRESCIA CALCIO	29.9 K	=	+1.63
18 PARMA CALCIO 1913	29.8 K	=	+1.45
19 SPAL 2013	21.2 K	=	+1.61
20 US LECCE	2.9 K	=	+18.05

*[from November 15, 2019 to December 16, 2019]

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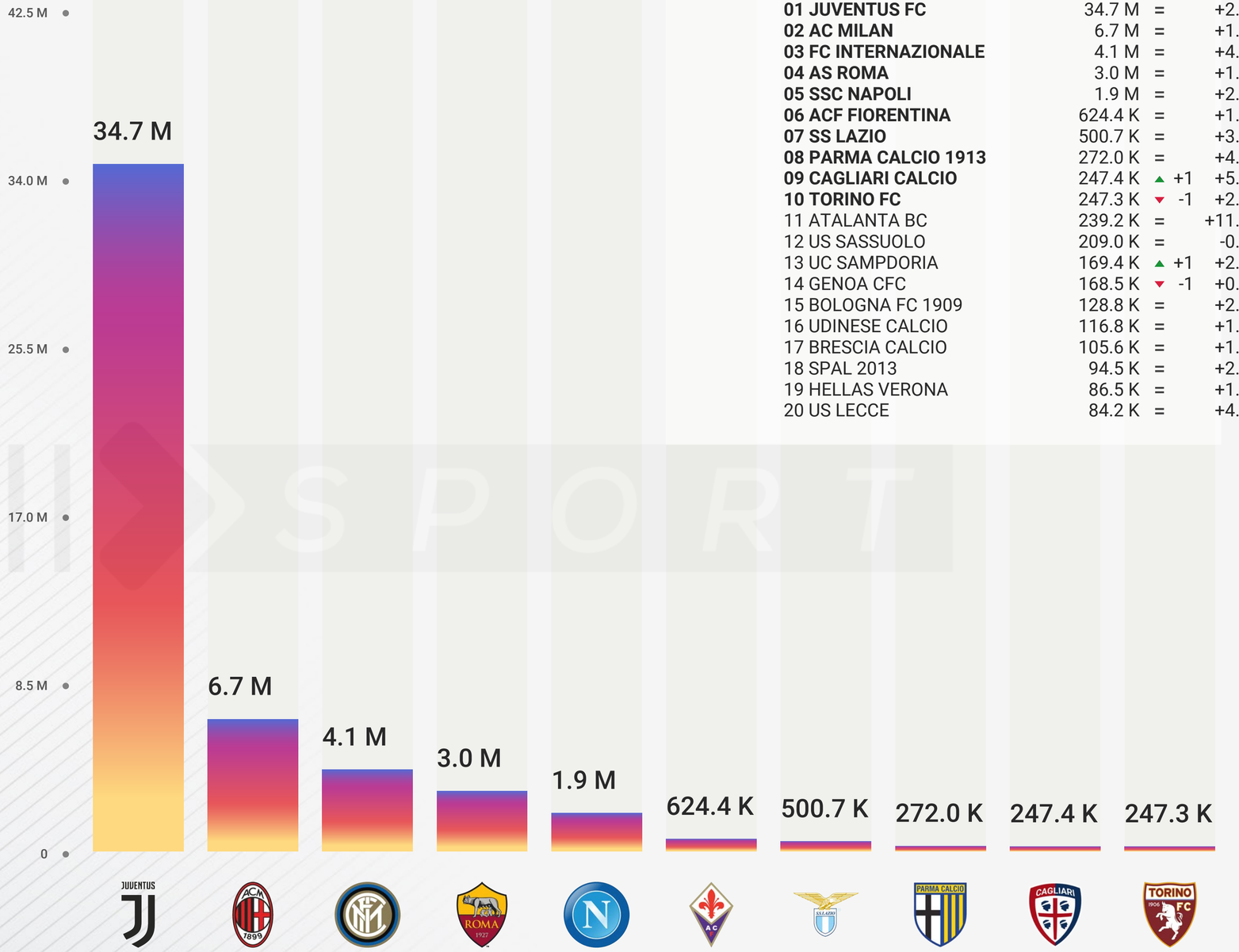
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

53.8 M

Ranking of the most followed **Serie A** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	34.7 M	=	+2.68
02 AC MILAN	6.7 M	=	+1.34
03 FC INTERNAZIONALE	4.1 M	=	+4.07
04 AS ROMA	3.0 M	=	+1.45
05 SSC NAPOLI	1.9 M	=	+2.29
06 ACF FIORENTINA	624.4 K	=	+1.72
07 SS LAZIO	500.7 K	=	+3.81
08 PARMA CALCIO 1913	272.0 K	=	+4.32
09 CAGLIARI CALCIO	247.4 K	▲ +1	+5.08
10 TORINO FC	247.3 K	▼ -1	+2.54
11 ATALANTA BC	239.2 K	=	+11.13
12 US SASSUOLO	209.0 K	=	-0.32
13 UC SAMPDORIA	169.4 K	▲ +1	+2.33
14 GENOA CFC	168.5 K	▼ -1	+0.52
15 BOLOGNA FC 1909	128.8 K	=	+2.26
16 UDINESE CALCIO	116.8 K	=	+1.50
17 BRESCIA CALCIO	105.6 K	=	+1.30
18 SPAL 2013	94.5 K	=	+2.03
19 HELLAS VERONA	86.5 K	=	+1.75
20 US LECCE	84.2 K	=	+4.22

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

ITALY YouTube

TOTAL FANBASE

4.3 M

SERIE A TIM

Ranking of the most followed **Serie A** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	2.4 M	=	+1.71
02 FC INTERNAZIONALE	559.0 K	▲ +1	+2.57
03 AC MILAN	556.0 K	▼ -1	+0.91
04 AS ROMA	328.0 K	=	+0.61
05 SSC NAPOLI	149.0 K	=	+2.05
06 SS LAZIO	70.1 K	=	+2.49
07 BOLOGNA FC 1909	41.5 K	=	+2.98
08 UC SAMPDORIA	36.6 K	=	+3.39
09 ATALANTA BC	32.4 K	▲ +1	+8.00
10 TORINO FC	30.9 K	▼ -1	+0.32
11 ACF FIORENTINA	28.0 K	=	+1.45
12 CAGLIARI CALCIO	20.8 K	=	+4.52
13 HELLAS VERONA	14.6 K	=	+0.69
14 UDINESE CALCIO	12.6 K	=	+2.44
15 GENOA CFC	10.0 K	=	+2.35
16 PARMA CALCIO 1913	9.5 K	=	+2.26
17 SPAL 2013	4.7 K	=	+2.60
18 US LECCE	4.1 K	=	+7.41
19 BRESCIA CALCIO	2.7 K	=	+3.80
20 US SASSUOLO	n/a	=	n/a

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

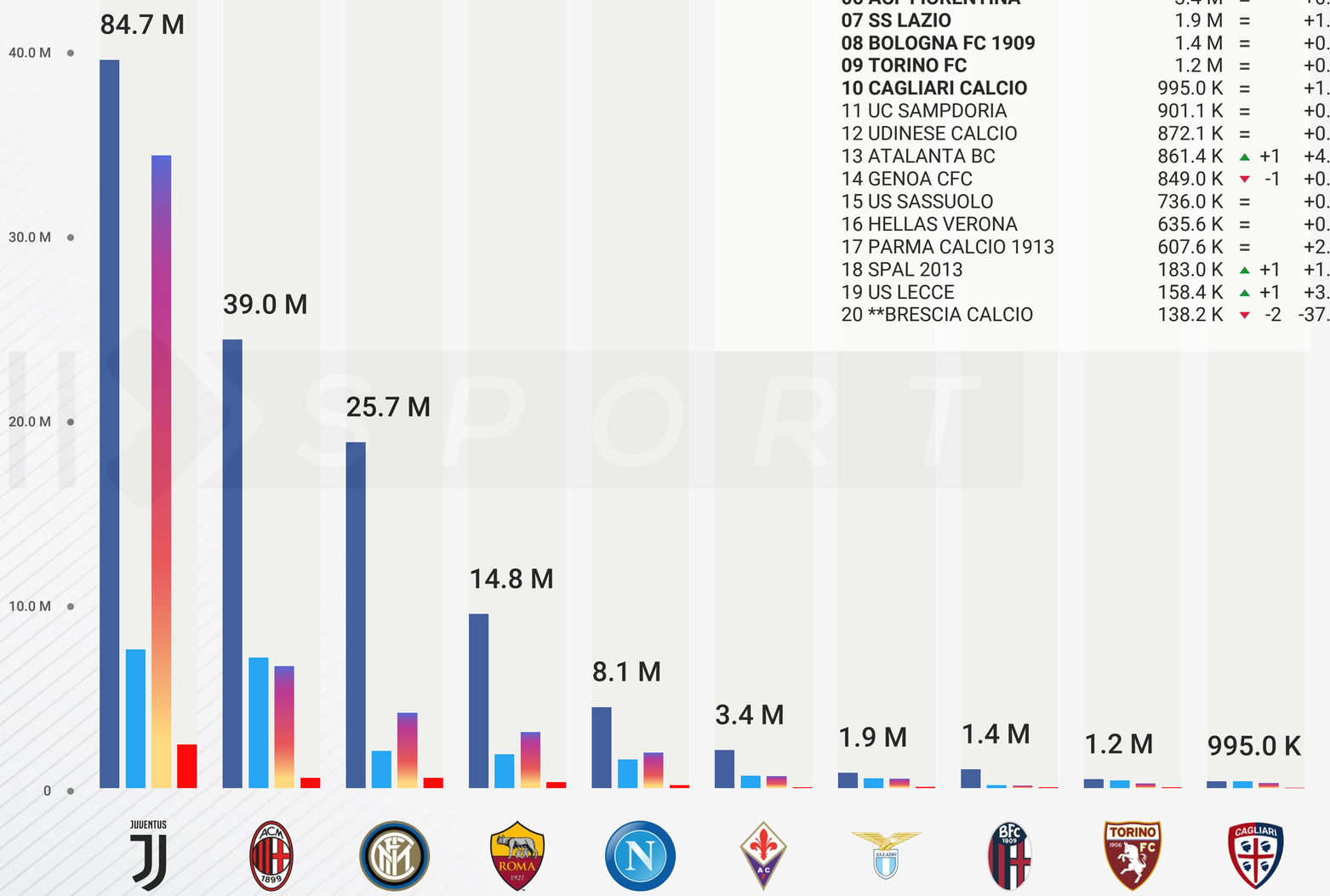
ITALY Social

TOTAL FANBASE

187.1 M

SERIE A TIM

Ranking of the most followed **Serie A** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	84.7 M	=	+1.51
02 AC MILAN	39.0 M	=	+0.26
03 FC INTERNAZIONALE	25.7 M	=	+4.05
04 AS ROMA	14.8 M	=	+0.29
05 SSC NAPOLI	8.1 M	=	+0.81
06 ACF FIORENTINA	3.4 M	=	+0.23
07 SS LAZIO	1.9 M	=	+1.32
08 BOLOGNA FC 1909	1.4 M	=	+0.29
09 TORINO FC	1.2 M	=	+0.71
10 CAGLIARI CALCIO	995.0 K	=	+1.84
11 UC SAMPDORIA	901.1 K	=	+0.69
12 UDINESE CALCIO	872.1 K	=	+0.27
13 ATALANTA BC	861.4 K	▲ +1	+4.63
14 GENOA CFC	849.0 K	▼ -1	+0.24
15 US SASSUOLO	736.0 K	=	+0.02
16 HELLAS VERONA	635.6 K	=	+0.40
17 PARMA CALCIO 1913	607.6 K	=	+2.14
18 SPAL 2013	183.0 K	▲ +1	+1.63
19 US LECCE	158.4 K	▲ +1	+3.71
20 **BRESCIA CALCIO	138.2 K	▼ -2	-37.72

*[from November 15, 2019 to December 16, 2019]
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**Brescia turned their previous FB account (84K followers) into the Academy official page. A new page has been created on 11/12 to cover the first team's news

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IQUII SPORT

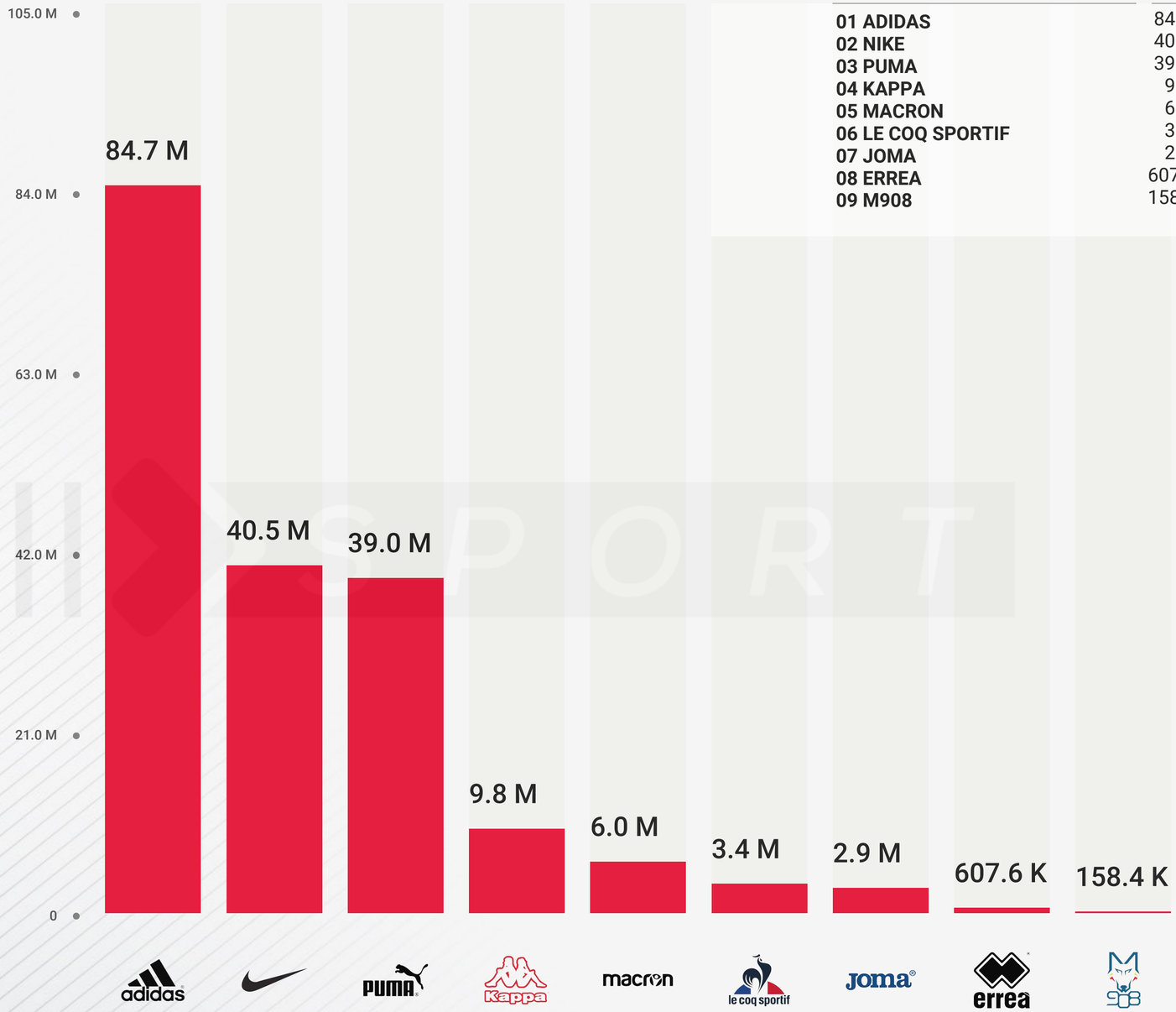
ITALY Brands

TOTAL FANBASE

187.1 M

SERIE A TIM

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 20 sponsored Serie A football clubs.



SPONSORS	FANS		% VAR*
01 ADIDAS	84.7 M	=	+1.51
02 NIKE	40.5 M	=	+2.65
03 PUMA	39.0 M	=	+0.26
04 KAPPA	9.8 M	=	-0.17
05 MACRON	6.0 M	=	+0.93
06 LE COQ SPORTIF	3.4 M	=	+0.23
07 JOMA	2.9 M	=	+1.83
08 ERREA	607.6 K	=	+2.14
09 M908	158.4 K	=	+3.71

*[from November 15, 2019 to December 16, 2019]
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ITALY Brands

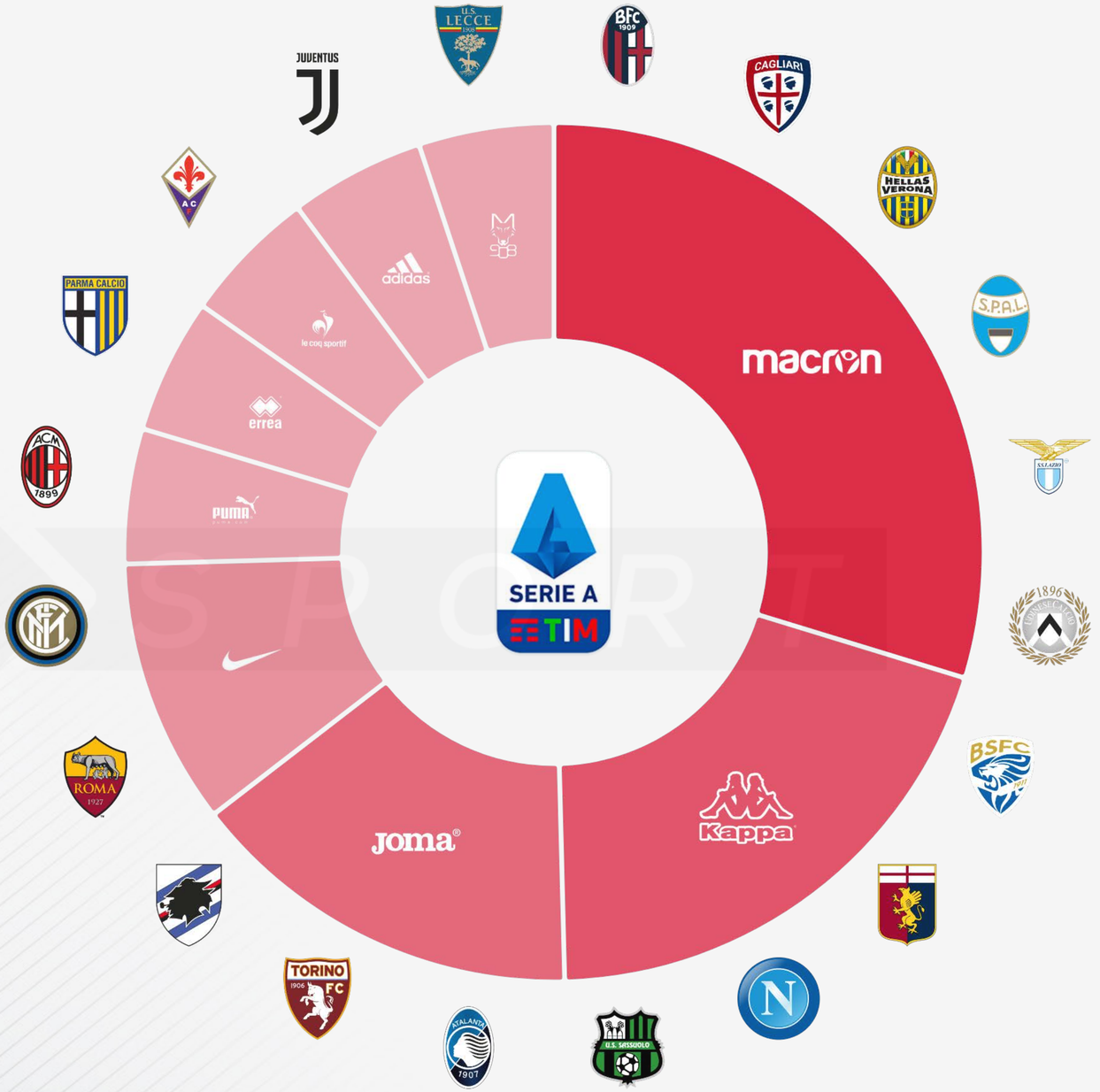
CLUBS

20

Sport Brands

9

Sport Brands on jersey coverage in relation to the 20 sponsored **Serie A** football clubs.



*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

ITALY Grown Up

SERIE A TIM

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



CLUBS	% VAR*
01 ATALANTA BC	+4.63
02 FC INTERNAZIONALE	+4.05
03 US LECCE	+3.71
04 PARMA CALCIO 1913	+2.14
05 CAGLIARI CALCIO	+1.84
06 SPAL 2013	+1.63
07 JUVENTUS FC	+1.51
08 SS LAZIO	+1.32
09 SSC NAPOLI	+0.81
10 TORINO FC	+0.71
11 UC SAMPDORIA	+0.69
12 HELLAS VERONA	+0.40
13 AS ROMA	+0.29
14 BOLOGNA FC 1909	+0.29
15 UDINESE CALCIO	+0.27
16 AC MILAN	+0.26
17 GENOA CFC	+0.24
18 ACF FIORENTINA	+0.23
19 US SASSUOLO	+0.02
20 BRESCIA CALCIO	-37.72

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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ITALY SnapShot / Second Division





20

CLUBS

Total Lega B football clubs analyzed.

11

BRANDS

Total Lega B Sport Brands on jerseys analyzed.

2.9 M

+ 0.71%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Lega B football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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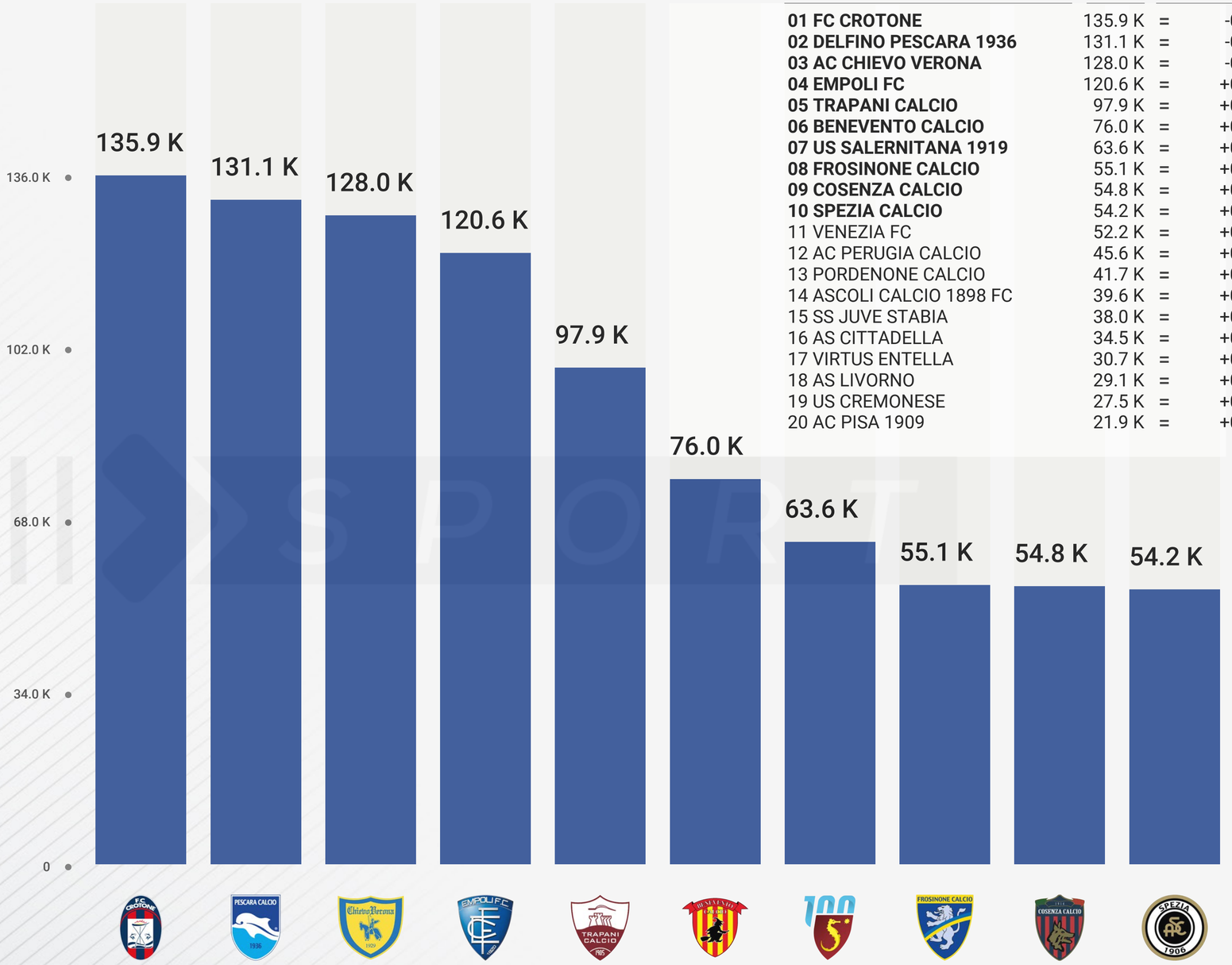
IQUII SPORT

ITALY Facebook

TOTAL FANBASE

1.3 M

Ranking of the most followed **Lega B** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 FC CROTONE	135.9 K	=	-0.10
02 DELFINO PESCARA 1936	131.1 K	=	-0.05
03 AC CHIEVO VERONA	128.0 K	=	-0.07
04 EMPOLI FC	120.6 K	=	+0.03
05 TRAPANI CALCIO	97.9 K	=	+0.18
06 BENEVENTO CALCIO	76.0 K	=	+0.40
07 US SALERNITANA 1919	63.6 K	=	+0.03
08 FROSINONE CALCIO	55.1 K	=	+0.16
09 COSENZA CALCIO	54.8 K	=	+0.40
10 SPEZIA CALCIO	54.2 K	=	+0.19
11 VENEZIA FC	52.2 K	=	+0.27
12 AC PERUGIA CALCIO	45.6 K	=	+0.51
13 PORDENONE CALCIO	41.7 K	=	+0.72
14 ASCOLI CALCIO 1898 FC	39.6 K	=	+0.59
15 SS JUVE STABIA	38.0 K	=	+0.28
16 AS CITTADELLA	34.5 K	=	+0.32
17 VIRTUS ENTELLA	30.7 K	=	+0.48
18 AS LIVORNO	29.1 K	=	+0.36
19 US CREMONESE	27.5 K	=	+0.49
20 AC PISA 1909	21.9 K	=	+0.77

*[from November 15, 2019 to December 16, 2019]

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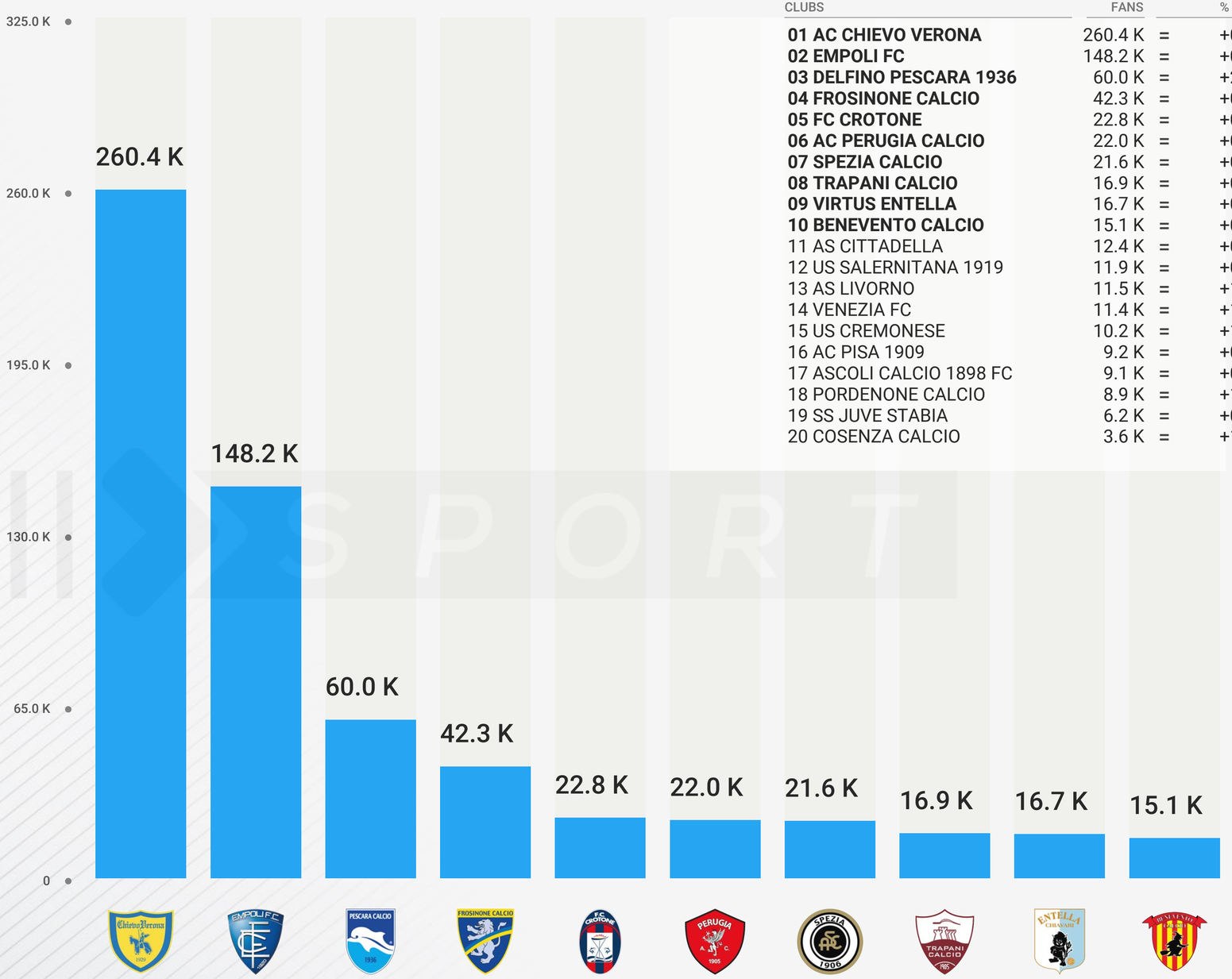
IQUII SPORT

ITALY Twitter

TOTAL FANBASE

720 K

Ranking of the most followed **Lega B** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	260.4 K	=	+0.12
02 EMPOLI FC	148.2 K	=	+0.15
03 DELFINO PESCARA 1936	60.0 K	=	+2.30
04 FROSINONE CALCIO	42.3 K	=	+0.54
05 FC CROTONE	22.8 K	=	+0.19
06 AC PERUGIA CALCIO	22.0 K	=	+0.75
07 SPEZIA CALCIO	21.6 K	=	+0.60
08 TRAPANI CALCIO	16.9 K	=	+0.35
09 VIRTUS ENTELLA	16.7 K	=	+0.65
10 BENEVENTO CALCIO	15.1 K	=	+0.82
11 AS CITTADELLA	12.4 K	=	+0.40
12 US SALERNITANA 1919	11.9 K	=	+0.64
13 AS LIVORNO	11.5 K	=	+1.54
14 VENEZIA FC	11.4 K	=	+1.44
15 US CREMONESE	10.2 K	=	+1.09
16 AC PISA 1909	9.2 K	=	+0.48
17 ASCOLI CALCIO 1898 FC	9.1 K	=	+0.71
18 PORDENONE CALCIO	8.9 K	=	+1.58
19 SS JUVE STABIA	6.2 K	=	+0.46
20 COSENZA CALCIO	3.6 K	=	+1.45

*[from November 15, 2019 to December 16, 2019]

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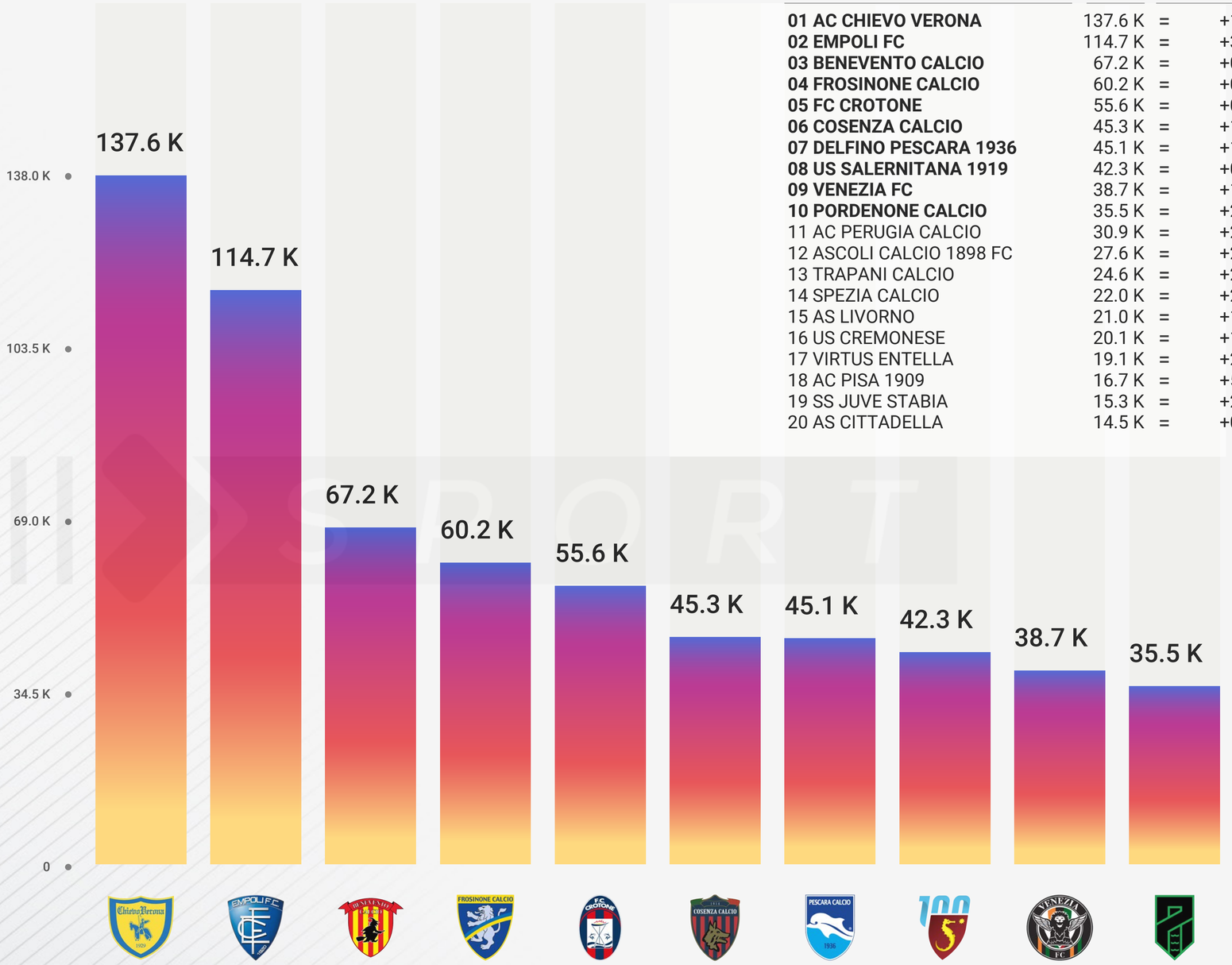
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

854 K

Ranking of the most followed **Lega B** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	137.6 K	=	+1.05
02 EMPOLI FC	114.7 K	=	+3.28
03 BENEVENTO CALCIO	67.2 K	=	+0.81
04 FROSINONE CALCIO	60.2 K	=	+0.48
05 FC CROTONE	55.6 K	=	+0.55
06 COSENZA CALCIO	45.3 K	=	+1.62
07 DELFINO PESCARA 1936	45.1 K	=	+1.33
08 US SALERNITANA 1919	42.3 K	=	+0.60
09 VENEZIA FC	38.7 K	=	+1.67
10 PORDENONE CALCIO	35.5 K	=	+2.06
11 AC PERUGIA CALCIO	30.9 K	=	+2.30
12 ASCOLI CALCIO 1898 FC	27.6 K	=	+2.49
13 TRAPANI CALCIO	24.6 K	=	+2.31
14 SPEZIA CALCIO	22.0 K	=	+2.13
15 AS LIVORNO	21.0 K	=	+1.46
16 US CREMONESE	20.1 K	=	+1.58
17 VIRTUS ENTELLA	19.1 K	=	+2.56
18 AC PISA 1909	16.7 K	=	+5.00
19 SS JUVE STABIA	15.3 K	=	+2.48
20 AS CITTADELLA	14.5 K	=	+0.37

*[from November 15, 2019 to December 16, 2019]

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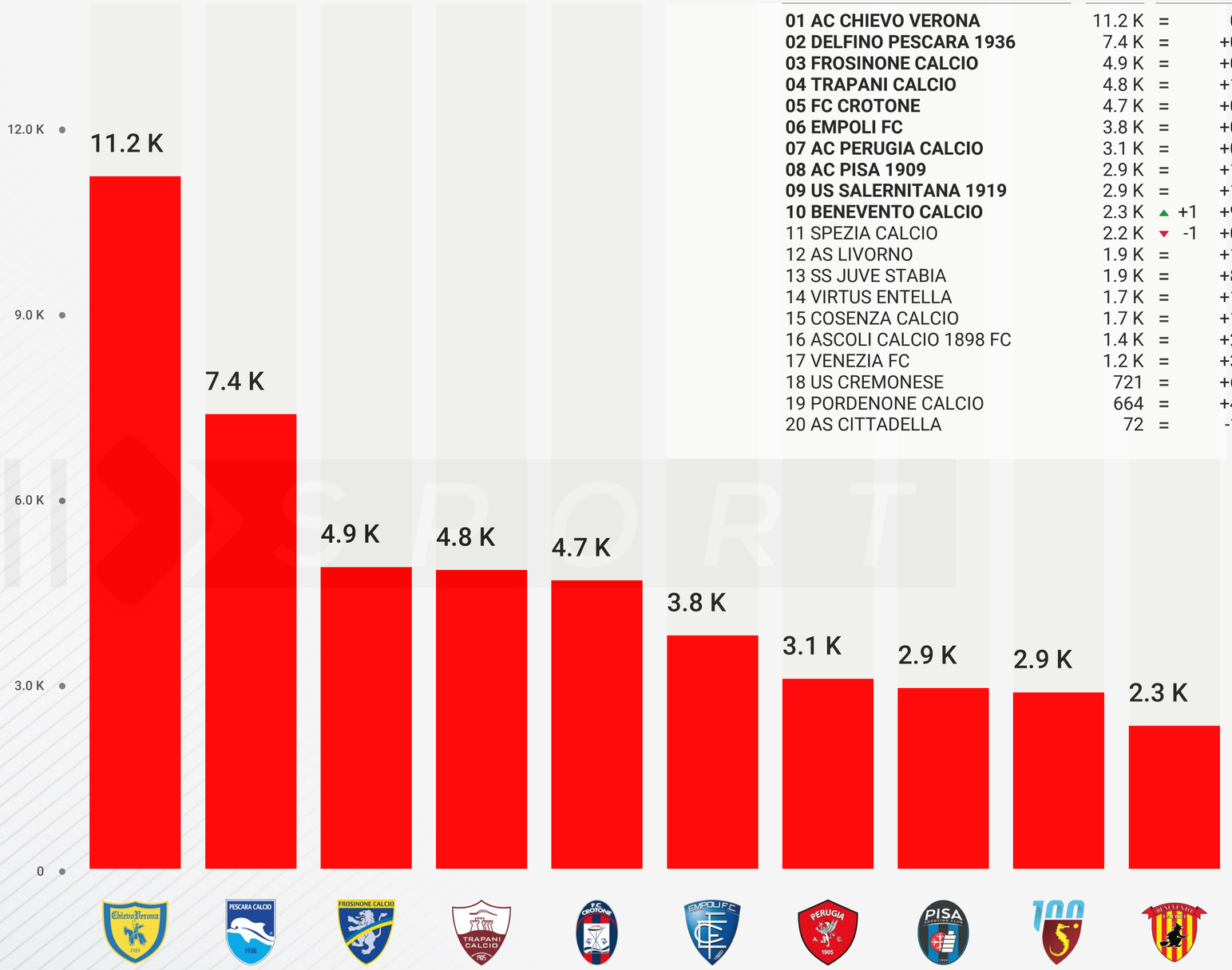
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

61 K

Ranking of the most followed **Lega B** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	11.2 K	=	0.00
02 DELFINO PESCARA 1936	7.4 K	=	+0.96
03 FROSINONE CALCIO	4.9 K	=	+0.41
04 TRAPANI CALCIO	4.8 K	=	+1.05
05 FC CROTONE	4.7 K	=	+0.65
06 EMPOLI FC	3.8 K	=	+0.53
07 AC PERUGIA CALCIO	3.1 K	=	+0.99
08 AC PISA 1909	2.9 K	=	+1.39
09 US SALERNITANA 1919	2.9 K	=	+1.42
10 BENEVENTO CALCIO	2.3 K	▲ +1	+9.48
11 SPEZIA CALCIO	2.2 K	▼ -1	+0.47
12 AS LIVORNO	1.9 K	=	+1.06
13 SS JUVE STABIA	1.9 K	=	+8.00
14 VIRTUS ENTELLA	1.7 K	=	+1.82
15 COSENZA CALCIO	1.7 K	=	+1.82
16 ASCOLI CALCIO 1898 FC	1.4 K	=	+2.17
17 VENEZIA FC	1.2 K	=	+3.42
18 US CREMONESE	721	=	+6.66
19 PORDENONE CALCIO	664	=	+4.57
20 AS CITTADELLA	72	=	-1.37

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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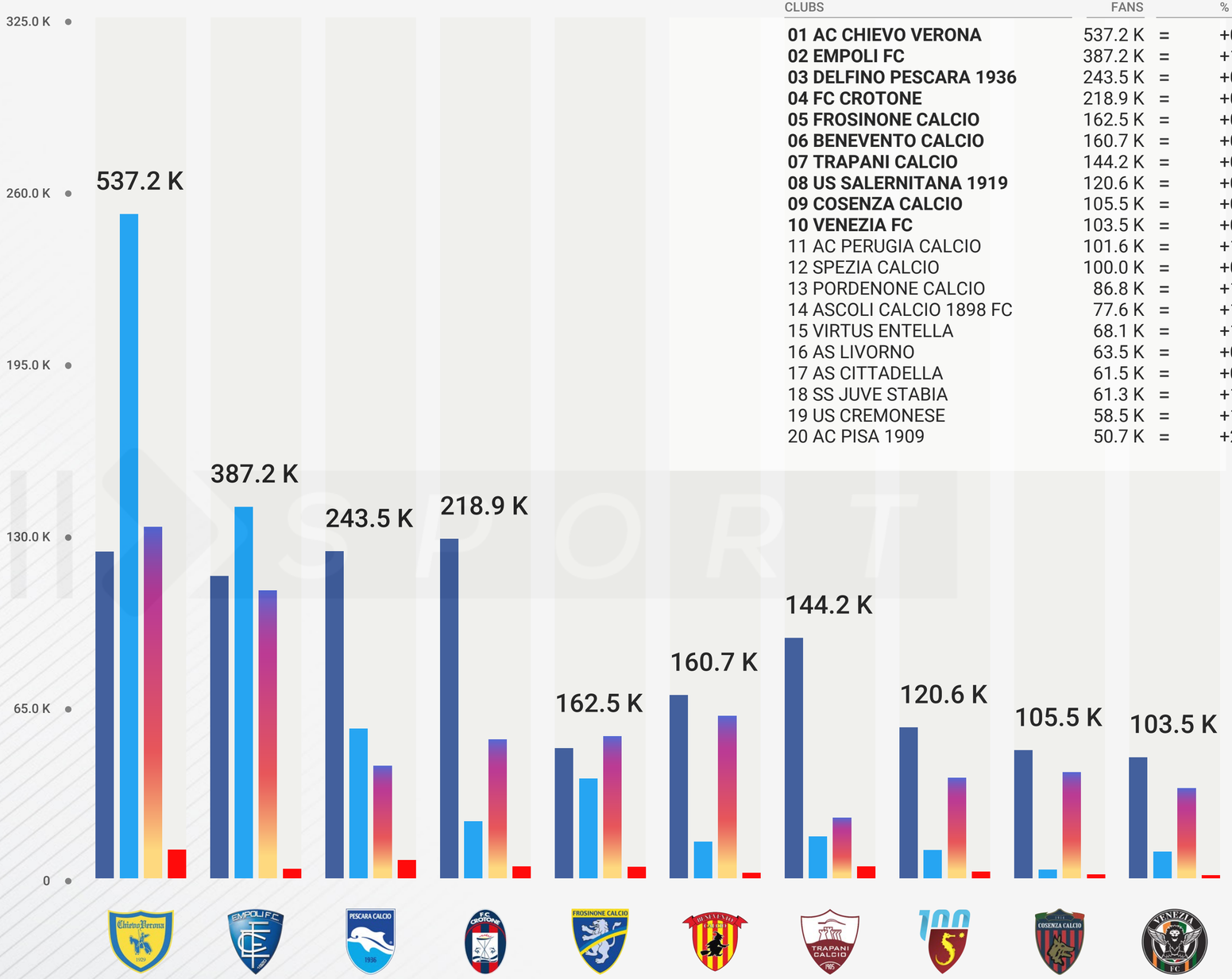
IQUII SPORT

ITALY Social

TOTAL FANBASE

2.9 M

Ranking of the most followed **Lega B** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	537.2 K	=	+0.31
02 EMPOLI FC	387.2 K	=	+1.02
03 DELFINO PESCARA 1936	243.5 K	=	+0.81
04 FC CROTONE	218.9 K	=	+0.11
05 FROSINONE CALCIO	162.5 K	=	+0.39
06 BENEVENTO CALCIO	160.7 K	=	+0.73
07 TRAPANI CALCIO	144.2 K	=	+0.58
08 US SALERNITANA 1919	120.6 K	=	+0.32
09 COSENZA CALCIO	105.5 K	=	+0.98
10 VENEZIA FC	103.5 K	=	+0.96
11 AC PERUGIA CALCIO	101.6 K	=	+1.12
12 SPEZIA CALCIO	100.0 K	=	+0.71
13 PORDENONE CALCIO	86.8 K	=	+1.38
14 ASCOLI CALCIO 1898 FC	77.6 K	=	+1.30
15 VIRTUS ENTELLA	68.1 K	=	+1.13
16 AS LIVORNO	63.5 K	=	+0.95
17 AS CITTADELLA	61.5 K	=	+0.35
18 SS JUVE STABIA	61.3 K	=	+1.06
19 US CREMONESE	58.5 K	=	+1.04
20 AC PISA 1909	50.7 K	=	+2.11

*[from November 15, 2019 to December 16, 2019]
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ITALY Brands

TOTAL FANBASE

2.9 M

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 20 sponsored Lega B football clubs.



SPONSORS	FANS		% VAR*
01 GIVOVA	598.5 K	=	+0.38
02 KAPPA	547.9 K	=	+0.94
03 ZEUS	502.0 K	=	+0.25
04 ERREA	243.5 K	=	+0.81
05 JOMA	231.1 K	=	+0.88
06 NIKE	181.1 K	=	+1.10
07 LEGEA	169.0 K	=	+0.97
08 ACERBIS	158.4 K	=	+0.83
09 ADIDAS	118.8 K	=	+1.54
10 FG SPORT	101.6 K	=	+1.12
11 MIZUNO	61.5 K	=	+0.35

*[from November 15, 2019 to December 16, 2019]
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ITALY Brands

CLUBS

20

Sport Brands

11



Sport Brands on jersey coverage in relation to the 20 sponsored **Lega B** football clubs.

*[from November 15, 2019 to December 16, 2019]

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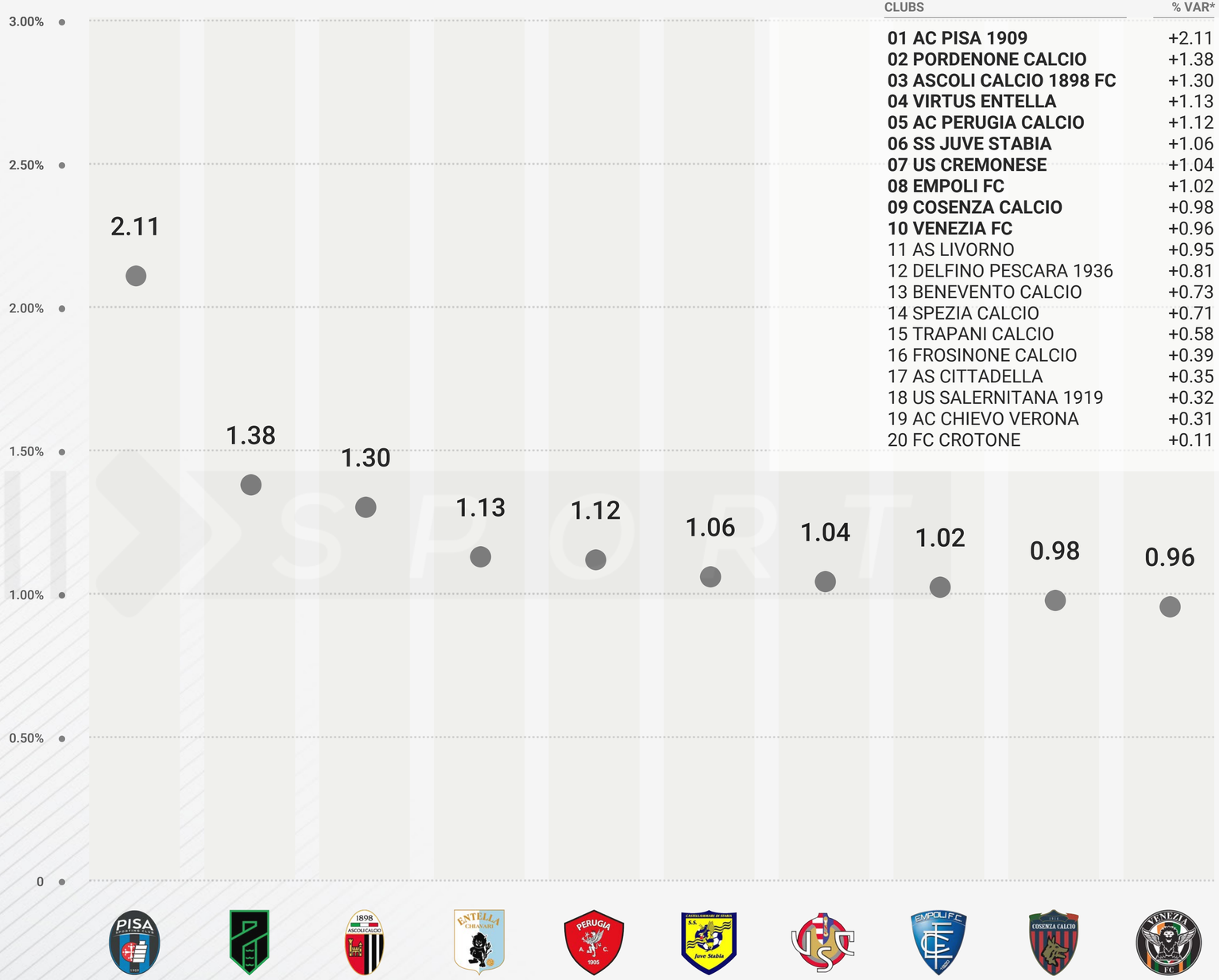
IQUII SPORT

ITALY Grown Up

Ranking of the most grown up **Lega B** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 AC PISA 1909	**+2.11**
02 PORDENONE CALCIO	**+1.38**
03 ASCOLI CALCIO 1898 FC	**+1.30**
04 VIRTUS ENTELLA	**+1.13**
05 AC PERUGIA CALCIO	**+1.12**
06 SS JUVE STABIA	**+1.06**
07 US CREMONESE	**+1.04**
08 EMPOLI FC	**+1.02**
09 COSENZA CALCIO	**+0.98**
10 VENEZIA FC	**+0.96**
11 AS LIVORNO	+0.95
12 DELFINO PESCARA 1936	+0.81
13 BENEVENTO CALCIO	+0.73
14 SPEZIA CALCIO	+0.71
15 TRAPANI CALCIO	+0.58
16 FROSINONE CALCIO	+0.39
17 AS CITTADELLA	+0.35
18 US SALERNITANA 1919	+0.32
19 AC CHIEVO VERONA	+0.31
20 FC CROTONE	+0.11

*[from November 15, 2019 to December 16, 2019]
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LAST UPDATE DEC 2019

Football Competitions included in this overview

FIRST DIVISION **18 CLUBS**

LIGA NOS

SECOND DIVISION **18 CLUBS**

LIGAPRO



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PORTUGAL SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: Primeira Liga and Segunda Liga.

36

CLUBS

Total Primeira Liga and Segunda Liga football clubs analyzed.

16

BRANDS

Total Primeira Liga and Segunda Liga Sport Brands on jerseys analyzed.

20.3 M

+ 0.37%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Primeira Liga and Segunda Liga football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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LAST UPDATE DEC 2019

PORTUGAL SnapShot / First Division



18

CLUBS

Total Primeira Liga football clubs analyzed.

10

BRANDS

Total Primeira Liga Sport Brands on jerseys analyzed.

19.5 M

+ 0.34%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Primeira Liga football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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LAST UPDATE DEC 2019

IQUII SPORT

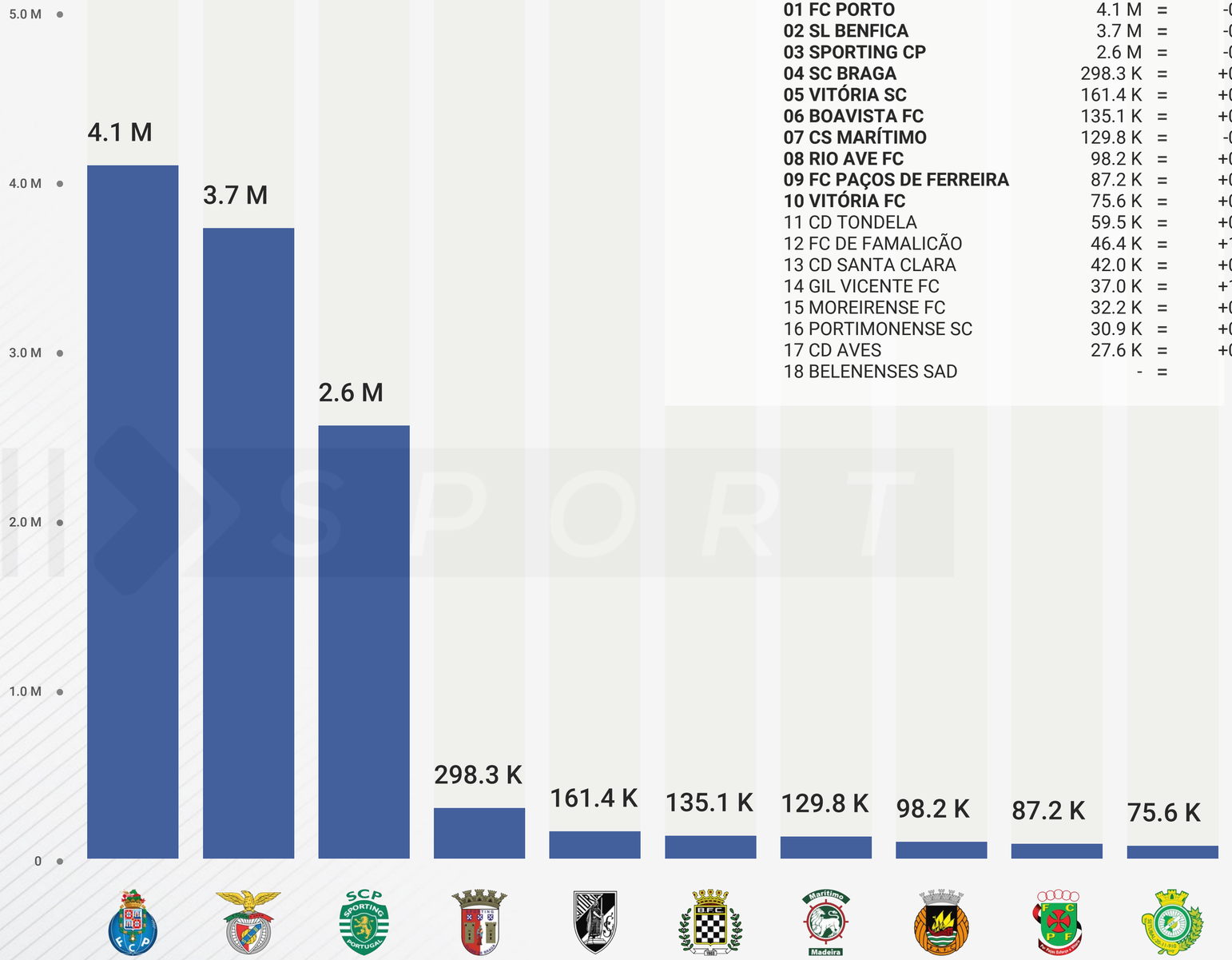
PORTUGAL Facebook

TOTAL FANBASE

11.6 M

LIGA NOS

Ranking of the most followed **Primeira Liga** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 FC PORTO	4.1 M	=	-0.07
02 SL BENFICA	3.7 M	=	-0.03
03 SPORTING CP	2.6 M	=	-0.08
04 SC BRAGA	298.3 K	=	+0.12
05 VITÓRIA SC	161.4 K	=	+0.27
06 BOAVISTA FC	135.1 K	=	+0.07
07 CS MARÍTIMO	129.8 K	=	-0.04
08 RIO AVE FC	98.2 K	=	+0.04
09 FC PAÇOS DE FERREIRA	87.2 K	=	+0.04
10 VITÓRIA FC	75.6 K	=	+0.44
11 CD TONDELA	59.5 K	=	+0.30
12 FC DE FAMALICÃO	46.4 K	=	+1.01
13 CD SANTA CLARA	42.0 K	=	+0.84
14 GIL VICENTE FC	37.0 K	=	+1.14
15 MOREIRENSE FC	32.2 K	=	+0.14
16 PORTIMONENSE SC	30.9 K	=	+0.35
17 CD AVES	27.6 K	=	+0.34
18 BELENENSES SAD	-	=	-

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

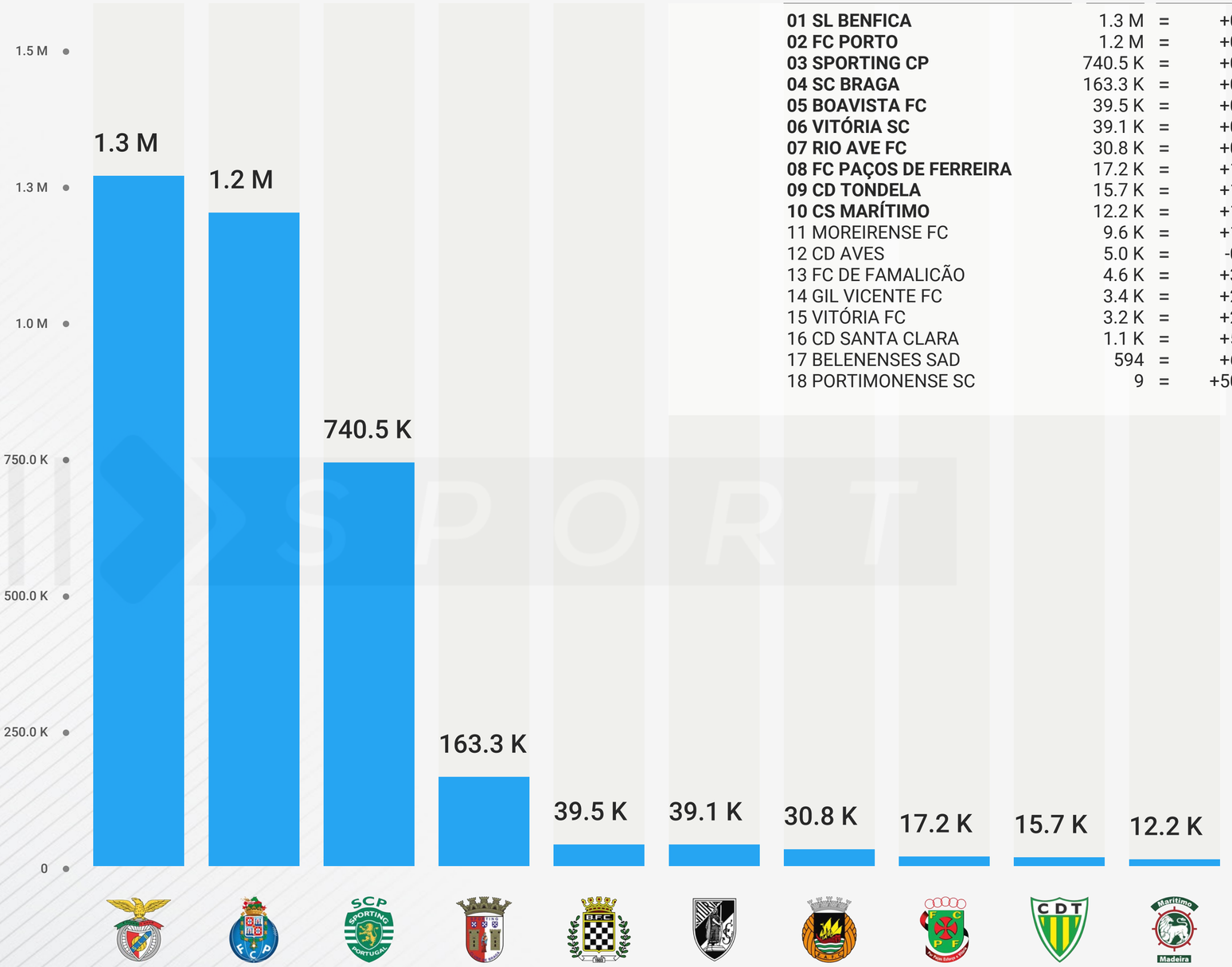
PORTUGAL Twitter

TOTAL FANBASE

3.6 M

LIGA NOS

Ranking of the most followed **Primeira Liga** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 SL BENFICA	1.3 M	=	+0.31
02 FC PORTO	1.2 M	=	+0.42
03 SPORTING CP	740.5 K	=	+0.31
04 SC BRAGA	163.3 K	=	+0.53
05 BOAVISTA FC	39.5 K	=	+0.33
06 VITÓRIA SC	39.1 K	=	+0.94
07 RIO AVE FC	30.8 K	=	+0.86
08 FC PAÇOS DE FERREIRA	17.2 K	=	+1.38
09 CD TONDELA	15.7 K	=	+1.02
10 CS MARÍTIMO	12.2 K	=	+1.43
11 MOREIRENSE FC	9.6 K	=	+1.61
12 CD AVES	5.0 K	=	-0.22
13 FC DE FAMALICÃO	4.6 K	=	+3.09
14 GIL VICENTE FC	3.4 K	=	+2.53
15 VITÓRIA FC	3.2 K	=	+2.30
16 CD SANTA CLARA	1.1 K	=	+5.73
17 BELENENSES SAD	594	=	+6.07
18 PORTIMONENSE SC	9	=	+50.00

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

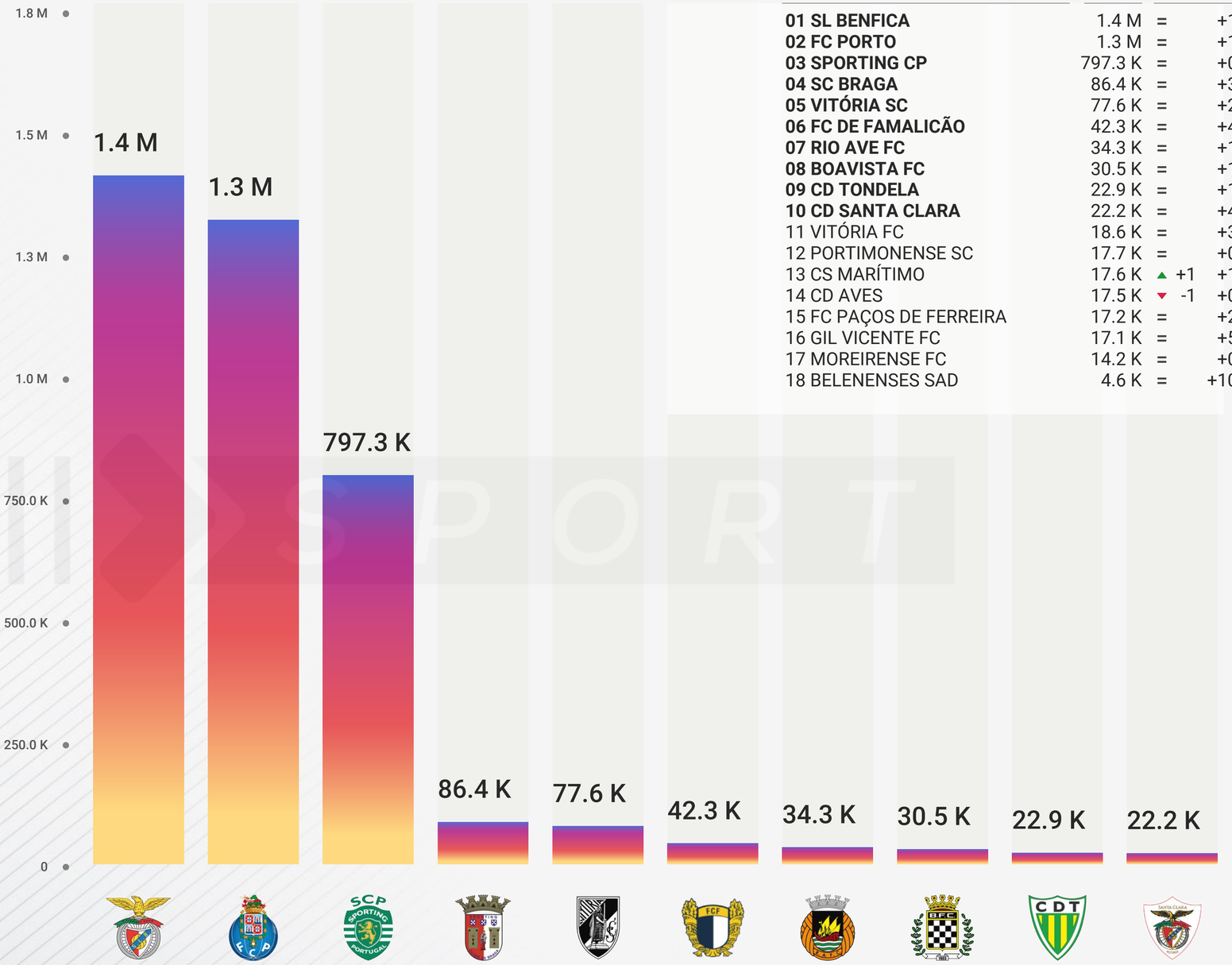
PORTUGAL Instagram

TOTAL FANBASE

4.0 M

LIGA NOS

Ranking of the most followed **Primeira Liga** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 SL BENFICA	1.4 M	=	+1.30
02 FC PORTO	1.3 M	=	+1.17
03 SPORTING CP	797.3 K	=	+0.82
04 SC BRAGA	86.4 K	=	+3.74
05 VITÓRIA SC	77.6 K	=	+2.79
06 FC DE FAMALICÃO	42.3 K	=	+4.71
07 RIO AVE FC	34.3 K	=	+1.14
08 BOAVISTA FC	30.5 K	=	+1.58
09 CD TONDELA	22.9 K	=	+1.29
10 CD SANTA CLARA	22.2 K	=	+4.58
11 VITÓRIA FC	18.6 K	=	+3.93
12 PORTIMONENSE SC	17.7 K	=	+0.79
13 CS MARÍTIMO	17.6 K	▲ +1	+1.40
14 CD AVES	17.5 K	▼ -1	+0.41
15 FC PAÇOS DE FERREIRA	17.2 K	=	+2.39
16 GIL VICENTE FC	17.1 K	=	+5.55
17 MOREIRENSE FC	14.2 K	=	+0.68
18 BELENENSES SAD	4.6 K	=	+10.03

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

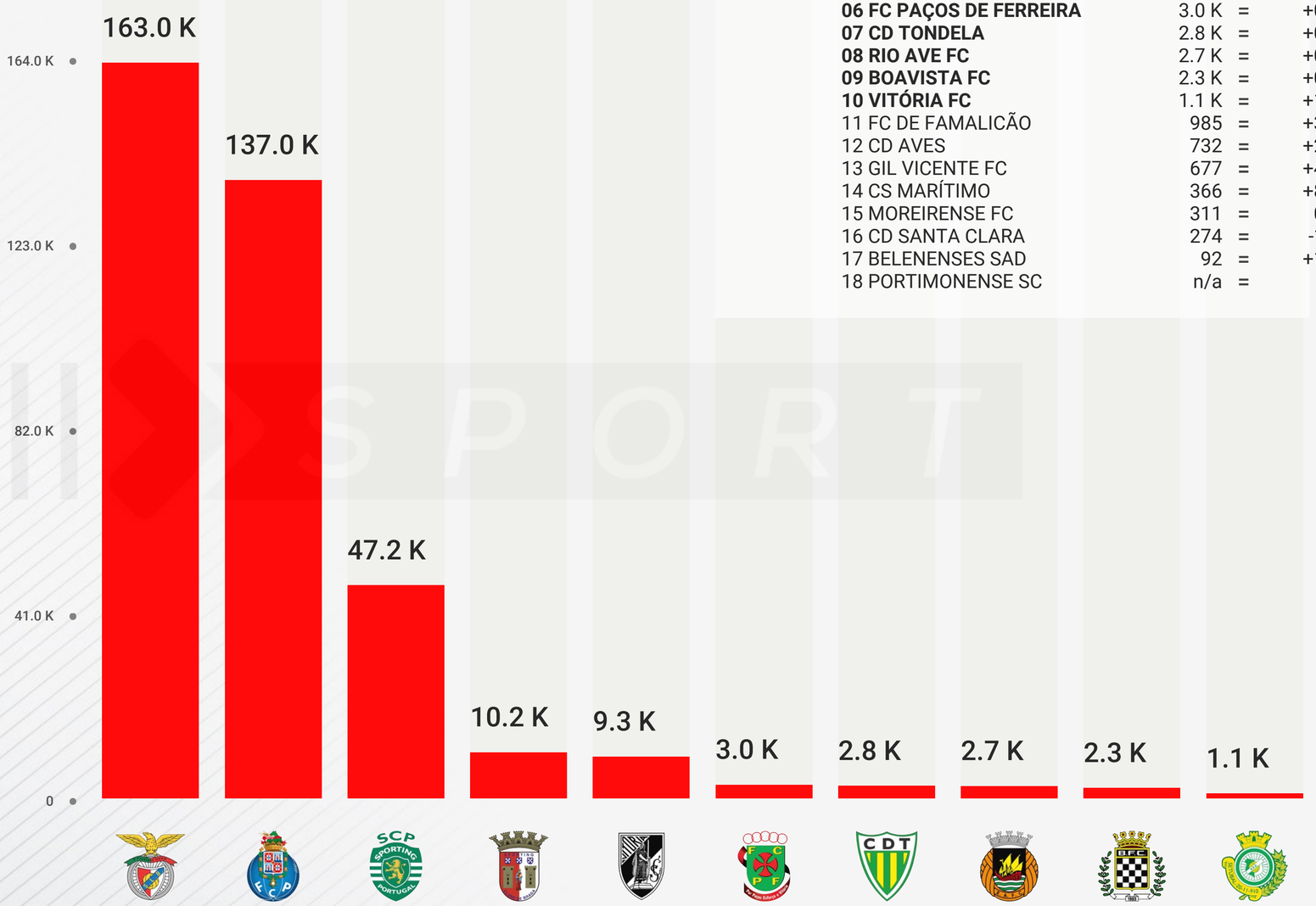
PORTUGAL YouTube

TOTAL FANBASE

382 K

LIGA NOS

Ranking of the most followed **Primeira Liga** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 SL BENFICA	163.0 K	=	+0.62
02 FC PORTO	137.0 K	=	+0.74
03 SPORTING CP	47.2 K	=	+2.83
04 SC BRAGA	10.2 K	=	+0.99
05 VITÓRIA SC	9.3 K	=	+1.54
06 FC PAÇOS DE FERREIRA	3.0 K	=	+0.67
07 CD TONDELA	2.8 K	=	+0.73
08 RIO AVE FC	2.7 K	=	+0.74
09 BOAVISTA FC	2.3 K	=	+0.88
10 VITÓRIA FC	1.1 K	=	+1.89
11 FC DE FAMALICÃO	985	=	+3.79
12 CD AVES	732	=	+2.66
13 GIL VICENTE FC	677	=	+4.48
14 CS MARÍTIMO	366	=	+8.28
15 MOREIRENSE FC	311	=	0.00
16 CD SANTA CLARA	274	=	-1.08
17 BELENENSES SAD	92	=	+1.10
18 PORTIMONENSE SC	n/a	=	n/a

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

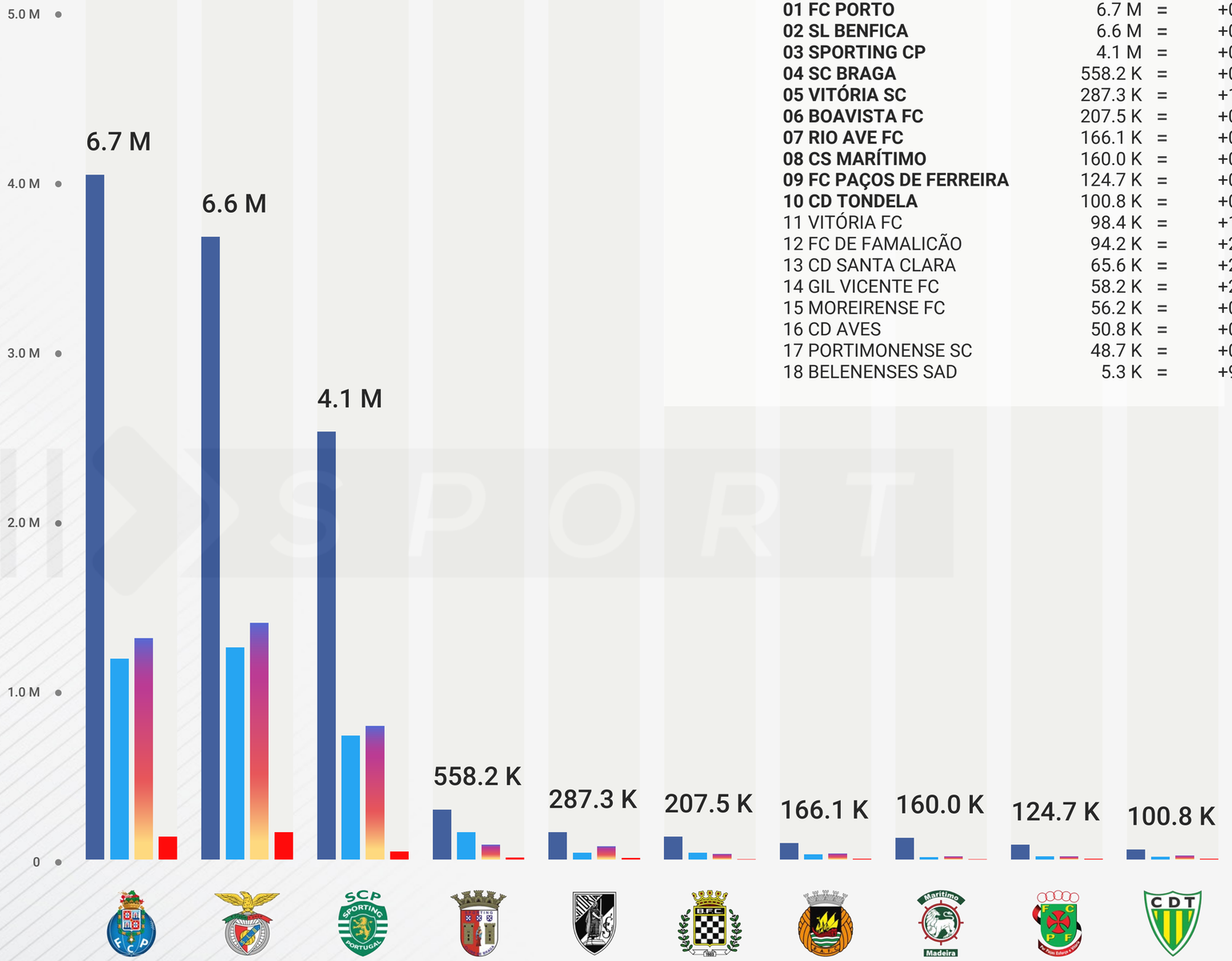
PORTUGAL Social

TOTAL FANBASE

19.5 M

LIGA NOS

Ranking of the most followed **Primeira Liga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 FC PORTO	6.7 M	=	+0.28
02 SL BENFICA	6.6 M	=	+0.34
03 SPORTING CP	4.1 M	=	+0.20
04 SC BRAGA	558.2 K	=	+0.80
05 VITÓRIA SC	287.3 K	=	+1.07
06 BOAVISTA FC	207.5 K	=	+0.35
07 RIO AVE FC	166.1 K	=	+0.43
08 CS MARÍTIMO	160.0 K	=	+0.24
09 FC PAÇOS DE FERREIRA	124.7 K	=	+0.56
10 CD TONDELA	100.8 K	=	+0.64
11 VITÓRIA FC	98.4 K	=	+1.16
12 FC DE FAMALICÃO	94.2 K	=	+2.77
13 CD SANTA CLARA	65.6 K	=	+2.15
14 GIL VICENTE FC	58.2 K	=	+2.52
15 MOREIRENSE FC	56.2 K	=	+0.53
16 CD AVES	50.8 K	=	+0.34
17 PORTIMONENSE SC	48.7 K	=	+0.52
18 BELENENSES SAD	5.3 K	=	+9.40

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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PORTUGAL Brands

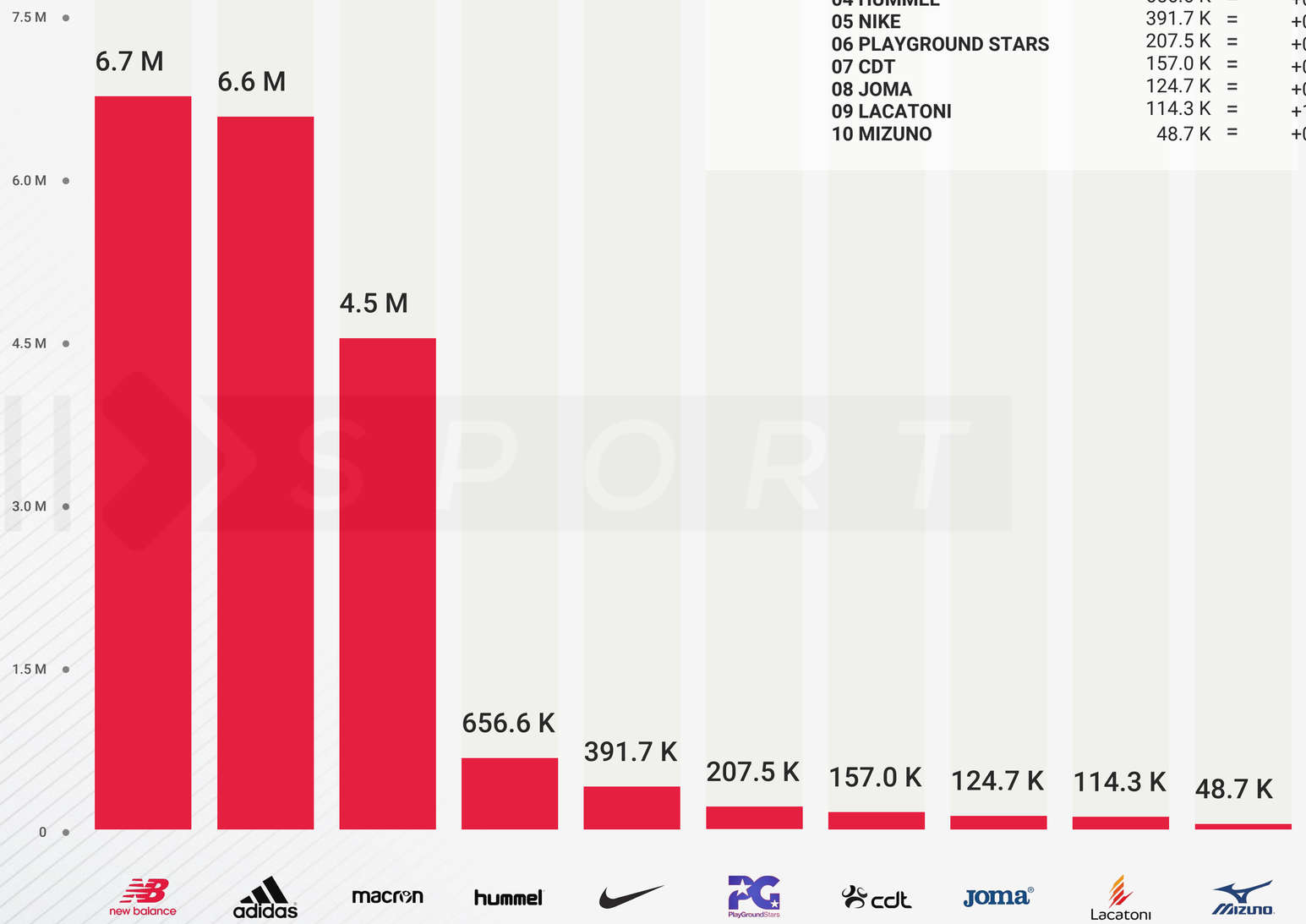
TOTAL FANBASE

19.5 M

LIGA NOS

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 18 sponsored Primeira Liga football clubs.

SPONSORS	FANS		% VAR*
01 NEW BALANCE	6.7 M	=	+0.28
02 ADIDAS	6.6 M	=	+0.34
03 MACRON	4.5 M	=	+0.30
04 HUMMEL	656.6 K	=	+0.86
05 NIKE	391.7 K	=	+0.64
06 PLAYGROUND STARS	207.5 K	=	+0.35
07 CDT	157.0 K	=	+0.60
08 JOMA	124.7 K	=	+0.56
09 LACATONI	114.3 K	=	+1.83
10 MIZUNO	48.7 K	=	+0.52



*[from November 15, 2019 to December 16, 2019]
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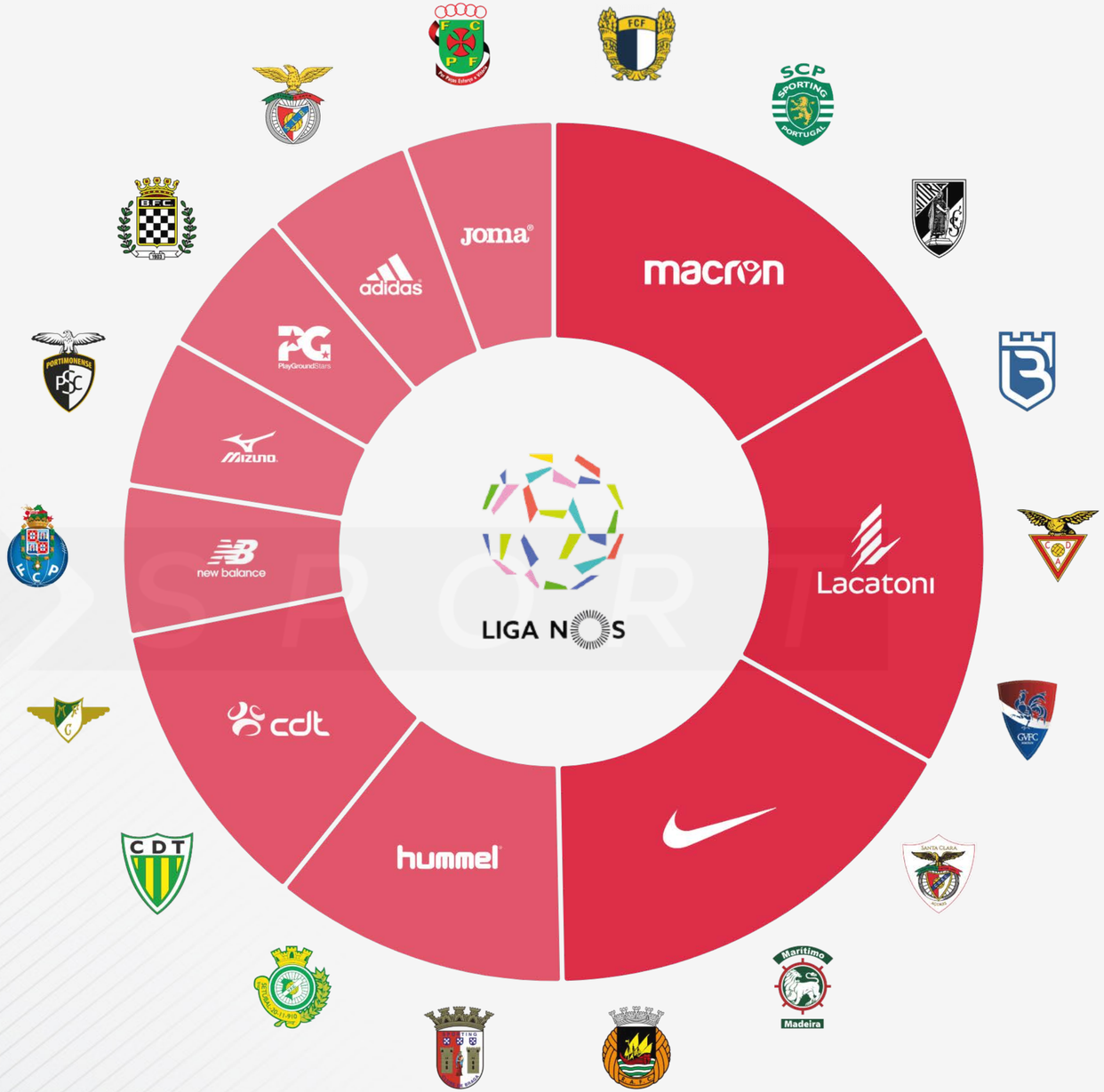
PORTUGAL Brands

CLUBS
18

Sport Brands
10



Sport Brands on jersey coverage in relation to the 18 sponsored **Primeira Liga** football clubs.

*[from November 15, 2019 to December 16, 2019]

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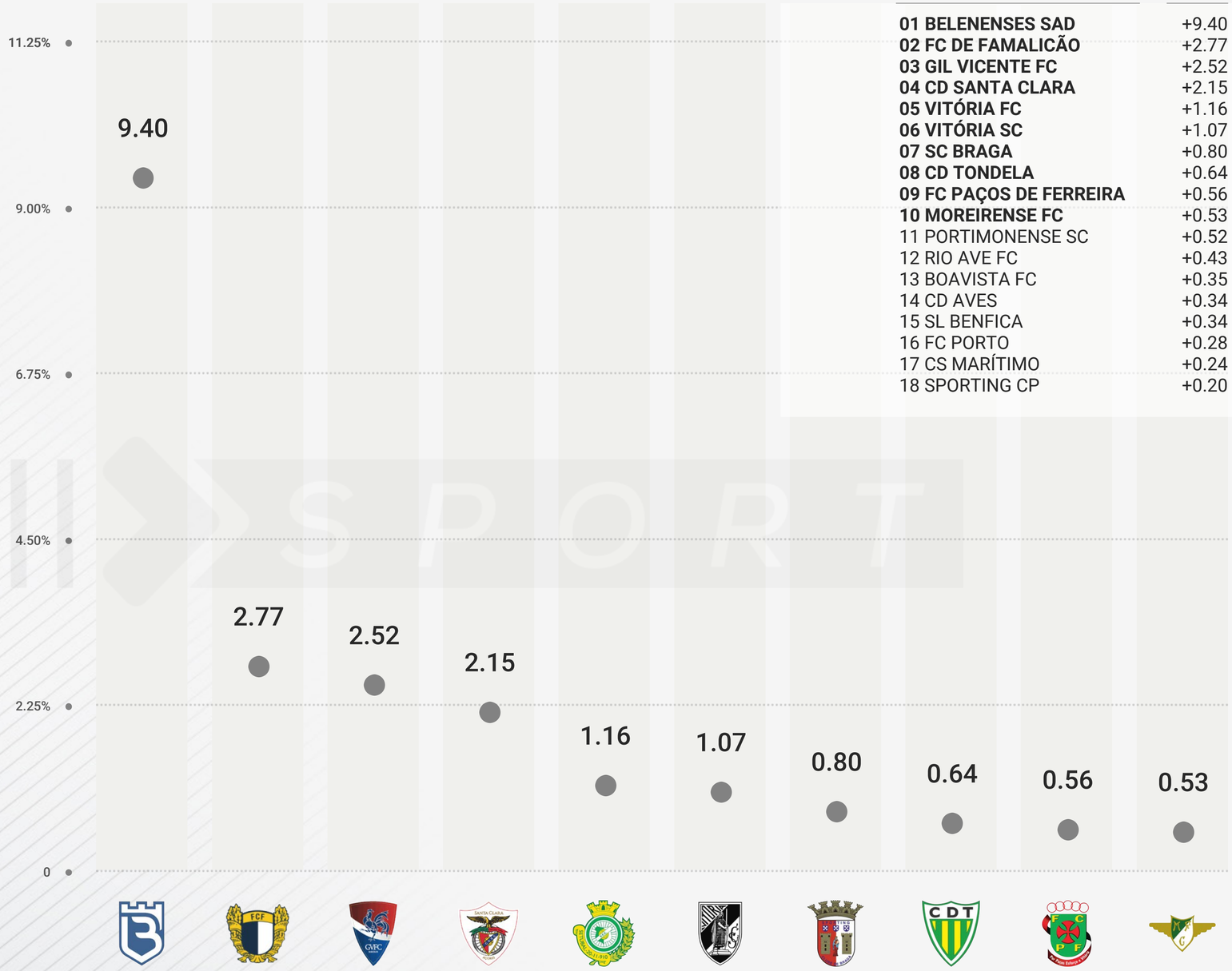
IQUII SPORT

PORTUGAL Grown Up

LIGA NOS

Ranking of the most grown up **Primeira Liga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 BELENENSES SAD	+9.40
02 FC DE FAMALICÃO	+2.77
03 GIL VICENTE FC	+2.52
04 CD SANTA CLARA	+2.15
05 VITÓRIA FC	+1.16
06 VITÓRIA SC	+1.07
07 SC BRAGA	+0.80
08 CD TONDELA	+0.64
09 FC PAÇOS DE FERREIRA	+0.56
10 MOREIRENSE FC	+0.53
11 PORTIMONENSE SC	+0.52
12 RIO AVE FC	+0.43
13 BOAVISTA FC	+0.35
14 CD AVES	+0.34
15 SL BENFICA	+0.34
16 FC PORTO	+0.28
17 CS MARÍTIMO	+0.24
18 SPORTING CP	+0.20

*[from November 15, 2019 to December 16, 2019]
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PORTUGAL SnapShot / Second Division

LIGAPRO

18

CLUBS

Total Segunda Liga football clubs analyzed.

11

BRANDS

Total Segunda Liga Sport Brands on jerseys analyzed.

781 K

+ 0.98%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Segunda Liga football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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IQUII SPORT

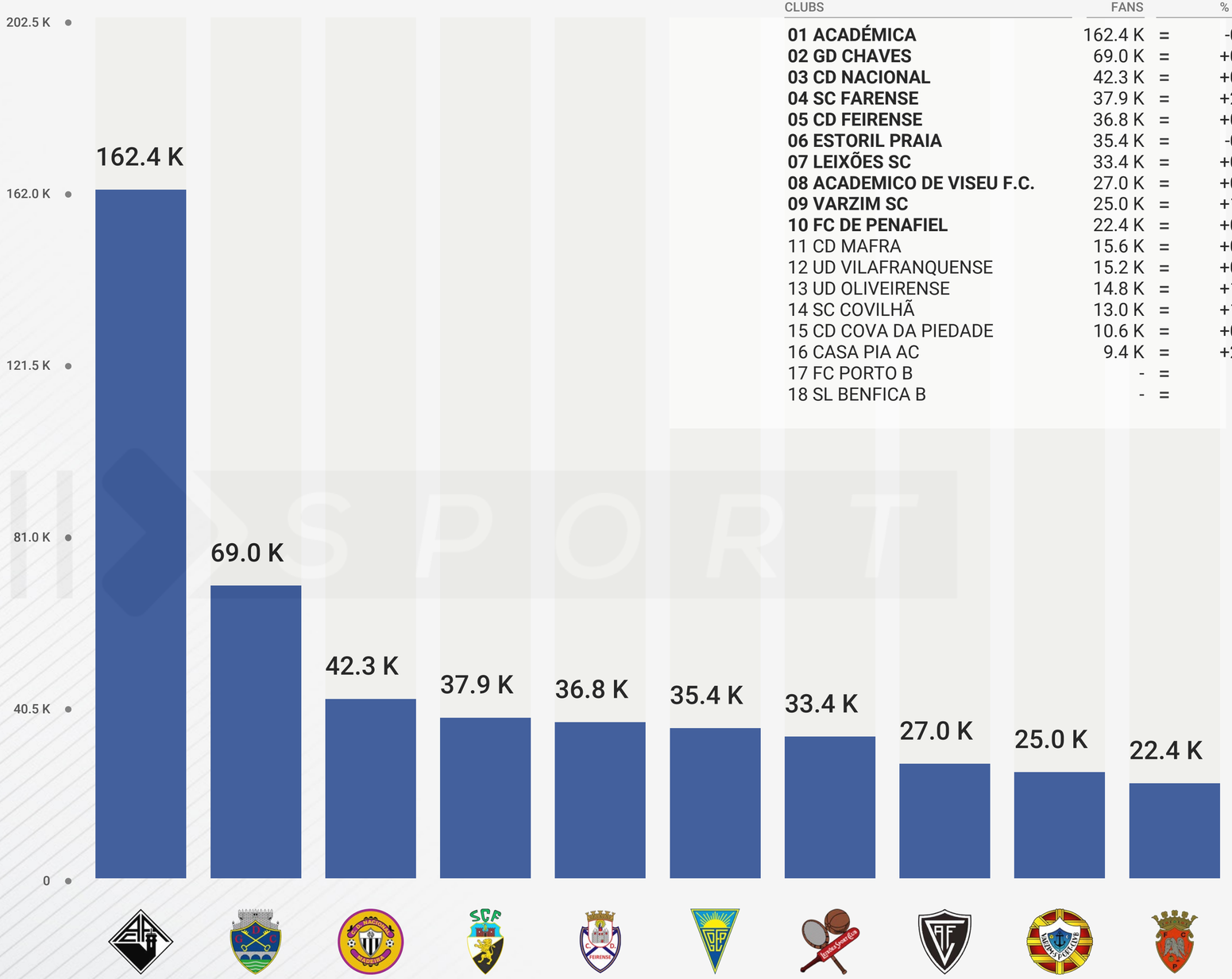
PORTUGAL Facebook

TOTAL FANBASE

570 K

LIGAPRO

Ranking of the most followed **Segunda Liga** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 ACADÉMICA	162.4 K	=	-0.02
02 GD CHAVES	69.0 K	=	+0.12
03 CD NACIONAL	42.3 K	=	+0.14
04 SC FARENSE	37.9 K	=	+2.02
05 CD FEIRENSE	36.8 K	=	+0.24
06 ESTORIL PRAIA	35.4 K	=	-0.14
07 LEIXÕES SC	33.4 K	=	+0.79
08 ACADEMICO DE VISEU F.C.	27.0 K	=	+0.29
09 VARZIM SC	25.0 K	=	+1.21
10 FC DE PENAFIEL	22.4 K	=	+0.25
11 CD MAFRA	15.6 K	=	+0.87
12 UD VILAFRANQUENSE	15.2 K	=	+0.37
13 UD OLIVEIRENSE	14.8 K	=	+1.88
14 SC COVILHÃ	13.0 K	=	+1.95
15 CD COVA DA PIEDADE	10.6 K	=	+0.50
16 CASA PIA AC	9.4 K	=	+2.09
17 FC PORTO B	-	=	-
18 SL BENFICA B	-	=	-

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

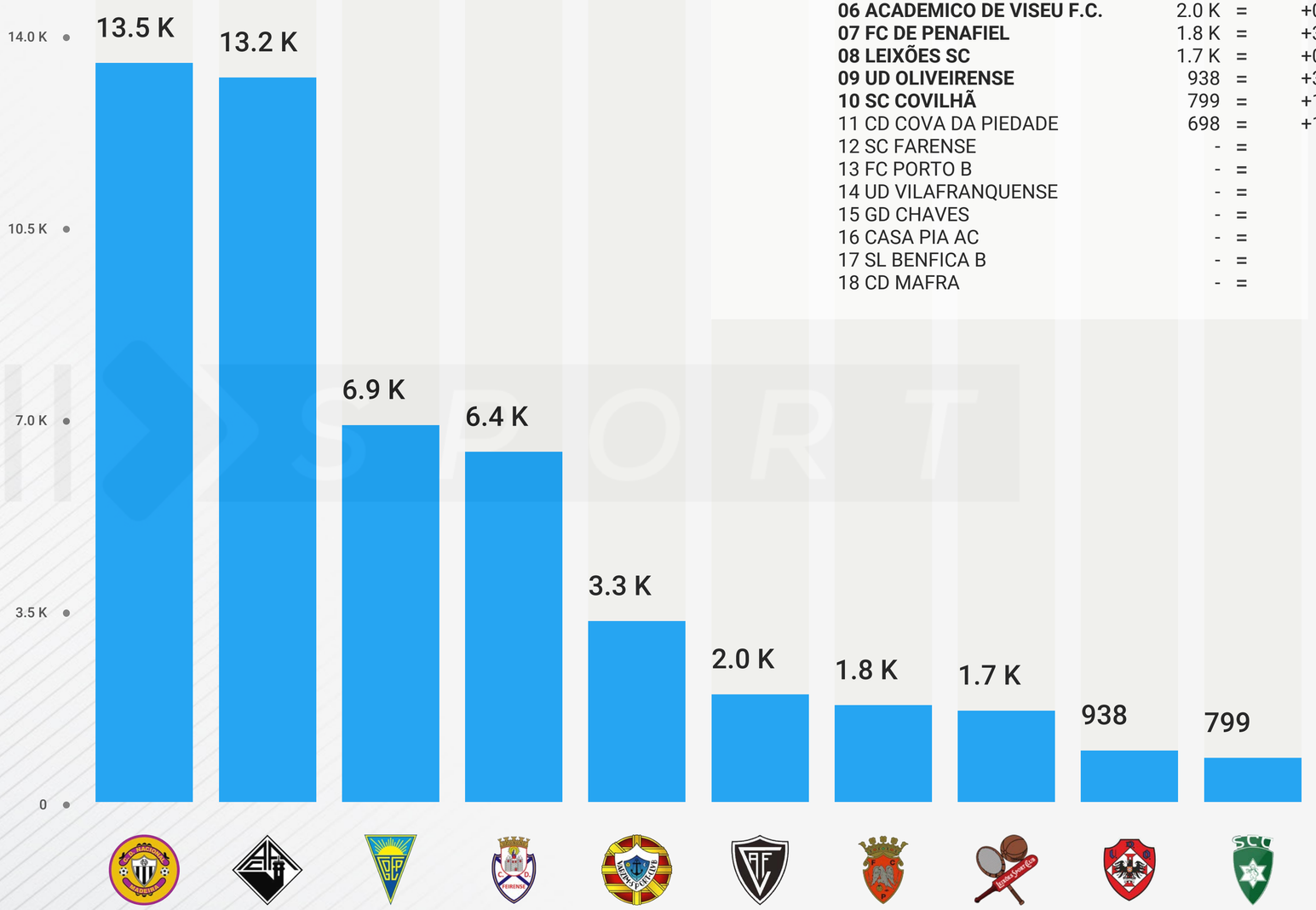
PORTUGAL Twitter

TOTAL FANBASE

51 K

LIGAPRO

Ranking of the most followed **Segunda Liga** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 CD NACIONAL	13.5 K	=	+0.66
02 ACADÉMICA	13.2 K	=	+0.95
03 ESTORIL PRAIA	6.9 K	=	+0.78
04 CD FEIRENSE	6.4 K	=	-0.22
05 VARZIM SC	3.3 K	=	+0.92
06 ACADEMICO DE VISEU F.C.	2.0 K	=	+0.82
07 FC DE PENAFIEL	1.8 K	=	+3.28
08 LEIXÕES SC	1.7 K	=	+0.91
09 UD OLIVEIRENSE	938	=	+3.76
10 SC COVILHÃ	799	=	+1.52
11 CD COVA DA PIEDADE	698	=	+1.01
12 SC FARENSE	-	=	-
13 FC PORTO B	-	=	-
14 UD VILAFRANQUENSE	-	=	-
15 GD CHAVES	-	=	-
16 CASA PIA AC	-	=	-
17 SL BENFICA B	-	=	-
18 CD MAFRA	-	=	-

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

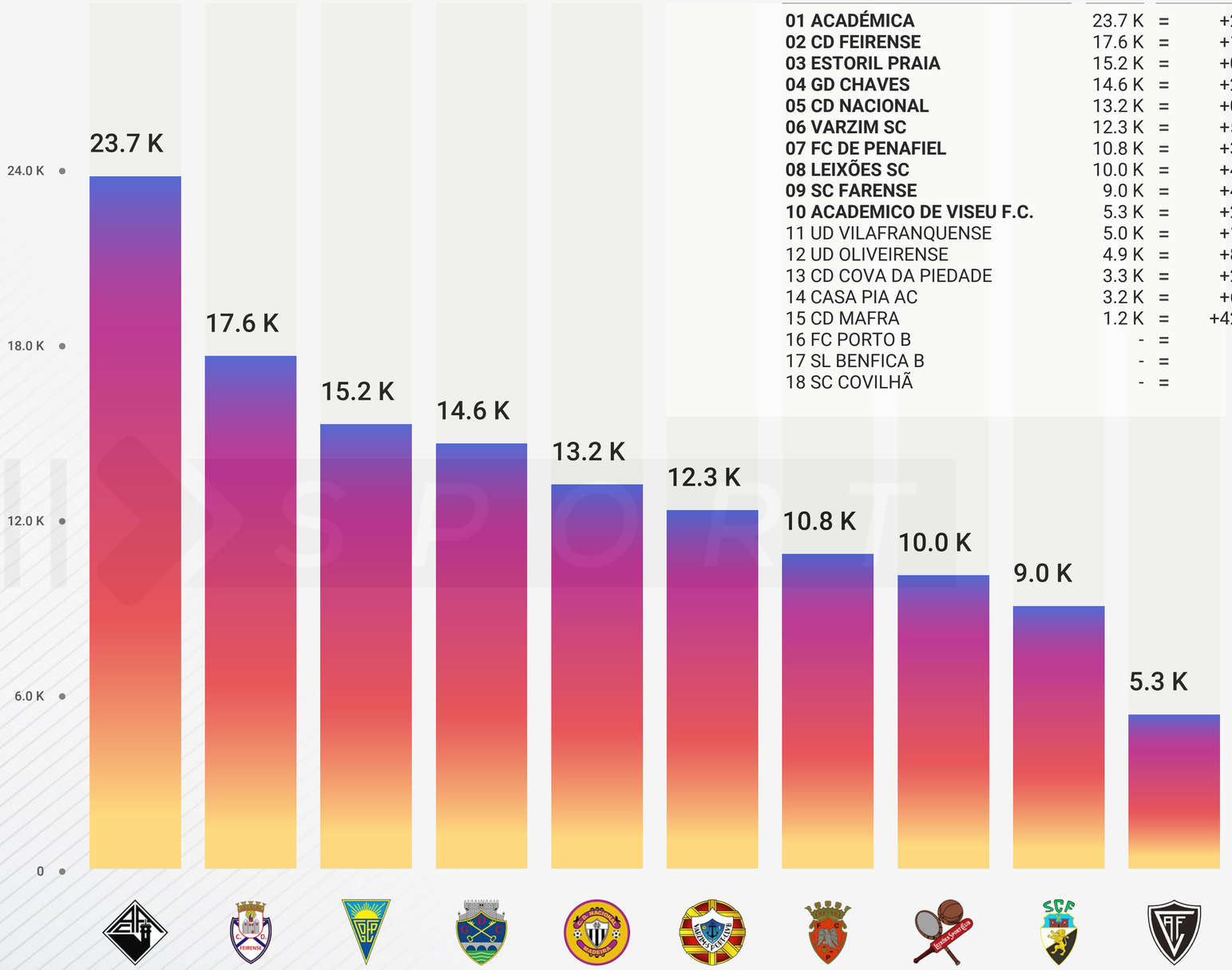
PORTUGAL Instagram

TOTAL FANBASE

149 K

LIGAPRO

Ranking of the most followed **Segunda Liga** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 ACADÉMICA	23.7 K	=	+2.40
02 CD FEIRENSE	17.6 K	=	+1.30
03 ESTORIL PRAIA	15.2 K	=	+0.86
04 GD CHAVES	14.6 K	=	+2.44
05 CD NACIONAL	13.2 K	=	+0.98
06 VARZIM SC	12.3 K	=	+5.35
07 FC DE PENAFIEL	10.8 K	=	+3.43
08 LEIXÕES SC	10.0 K	=	+4.99
09 SC FARENSE	9.0 K	=	+4.52
10 ACADEMICO DE VISEU F.C.	5.3 K	=	+2.43
11 UD VILAFRANQUENSE	5.0 K	=	+1.38
12 UD OLIVEIRENSE	4.9 K	=	+8.06
13 CD COVA DA PIEDADE	3.3 K	=	+2.13
14 CASA PIA AC	3.2 K	=	+6.06
15 CD MAFRA	1.2 K	=	+42.51
16 FC PORTO B	-	=	-
17 SL BENFICA B	-	=	-
18 SC COVILHÃ	-	=	-

*[from November 15, 2019 to December 16, 2019]

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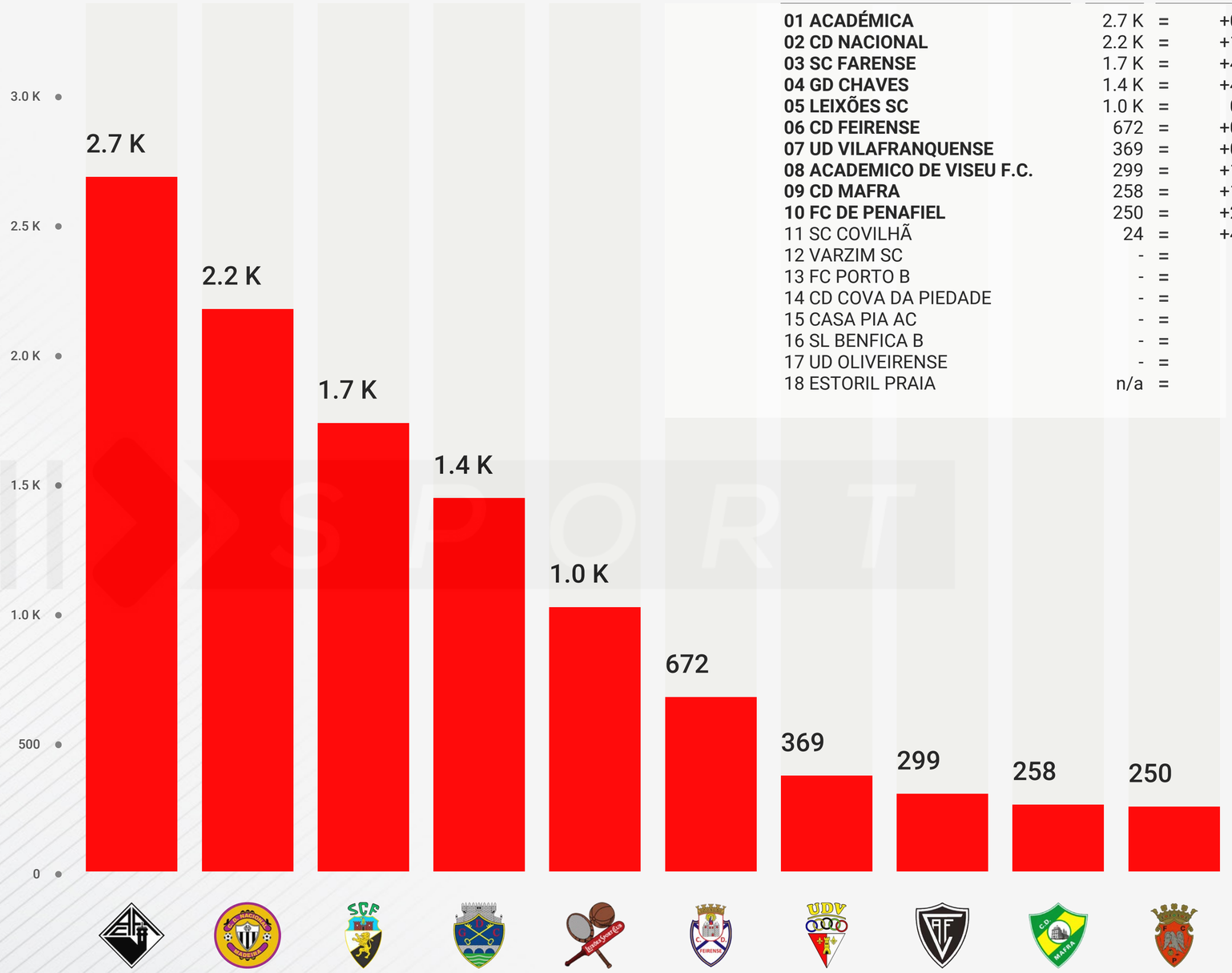
PORTUGAL YouTube

TOTAL FANBASE

11 K

LIGAPRO

Ranking of the most followed **Segunda Liga** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 ACADÉMICA	2.7 K	=	+0.75
02 CD NACIONAL	2.2 K	=	+1.40
03 SC FARENSE	1.7 K	=	+4.22
04 GD CHAVES	1.4 K	=	+4.35
05 LEIXÕES SC	1.0 K	=	0.00
06 CD FEIRENSE	672	=	+0.60
07 UD VILAFRANQUENSE	369	=	+0.27
08 ACADEMICO DE VISEU F.C.	299	=	+1.01
09 CD MAFRA	258	=	+1.18
10 FC DE PENAFIEL	250	=	+2.46
11 SC COVILHÃ	24	=	+4.35
12 VARZIM SC	-	=	-
13 FC PORTO B	-	=	-
14 CD COVA DA PIEDADE	-	=	-
15 CASA PIA AC	-	=	-
16 SL BENFICA B	-	=	-
17 UD OLIVEIRENSE	-	=	-
18 ESTORIL PRAIA	n/a	=	n/a

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

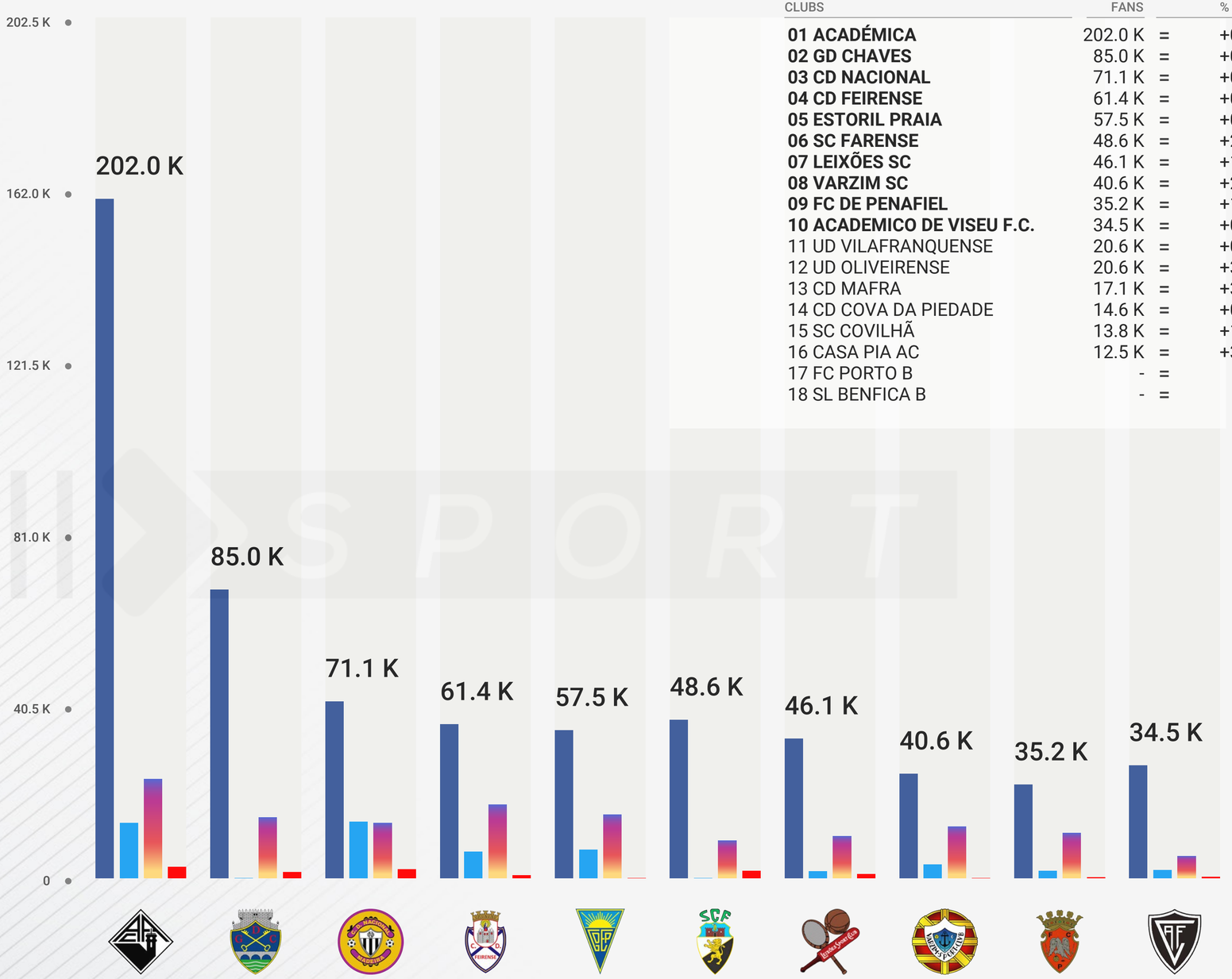
PORTUGAL Social

TOTAL FANBASE

781 K

LIGAPRO

Ranking of the most followed **Segunda Liga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 ACADÉMICA	202.0 K	=	+0.33
02 GD CHAVES	85.0 K	=	+0.58
03 CD NACIONAL	71.1 K	=	+0.44
04 CD FEIRENSE	61.4 K	=	+0.49
05 ESTORIL PRAIA	57.5 K	=	+0.23
06 SC FARENSE	48.6 K	=	+2.55
07 LEIXÕES SC	46.1 K	=	+1.66
08 VARZIM SC	40.6 K	=	+2.40
09 FC DE PENAFIEL	35.2 K	=	+1.37
10 ACADEMICO DE VISEU F.C.	34.5 K	=	+0.65
11 UD VILAFRANQUENSE	20.6 K	=	+0.61
12 UD OLIVEIRENSE	20.6 K	=	+3.36
13 CD MAFRA	17.1 K	=	+3.07
14 CD COVA DA PIEDADE	14.6 K	=	+0.89
15 SC COVILHÃ	13.8 K	=	+1.93
16 CASA PIA AC	12.5 K	=	+3.07
17 FC PORTO B	-	=	-
18 SL BENFICA B	-	=	-

*[from November 15, 2019 to December 16, 2019]
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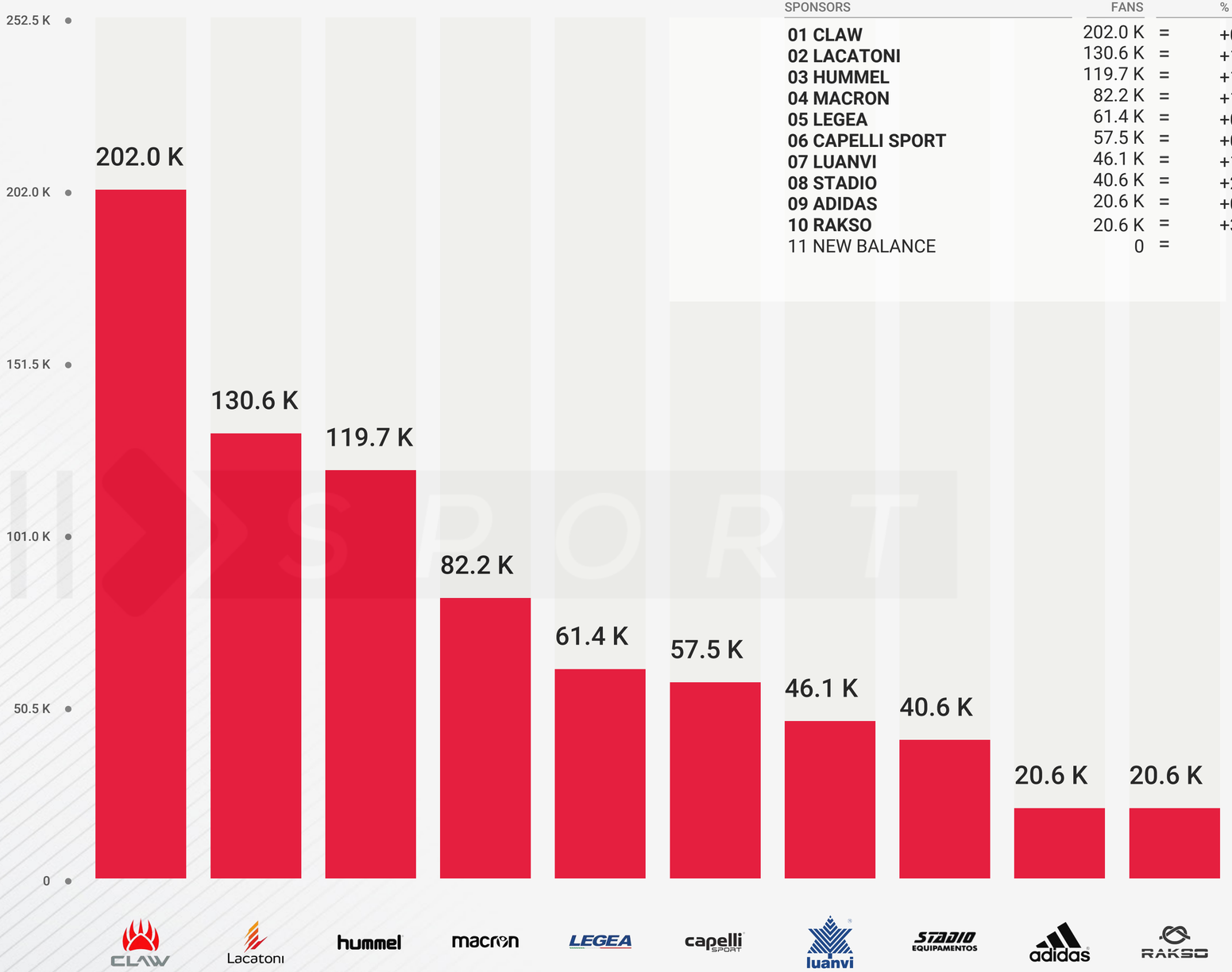
PORTUGAL Brands

TOTAL FANBASE

781 K

LIGAPRO

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 18 sponsored Segunda Liga football clubs.



SPONSORS	FANS		% VAR*
01 CLAW	202.0 K	=	+0.33
02 LACATONI	130.6 K	=	+1.08
03 HUMMEL	119.7 K	=	+1.28
04 MACRON	82.2 K	=	+1.32
05 LEGEA	61.4 K	=	+0.49
06 CAPELLI SPORT	57.5 K	=	+0.23
07 LUANVI	46.1 K	=	+1.66
08 STADIO	40.6 K	=	+2.40
09 ADIDAS	20.6 K	=	+0.61
10 RAKSO	20.6 K	=	+3.36
11 NEW BALANCE	0	=	-

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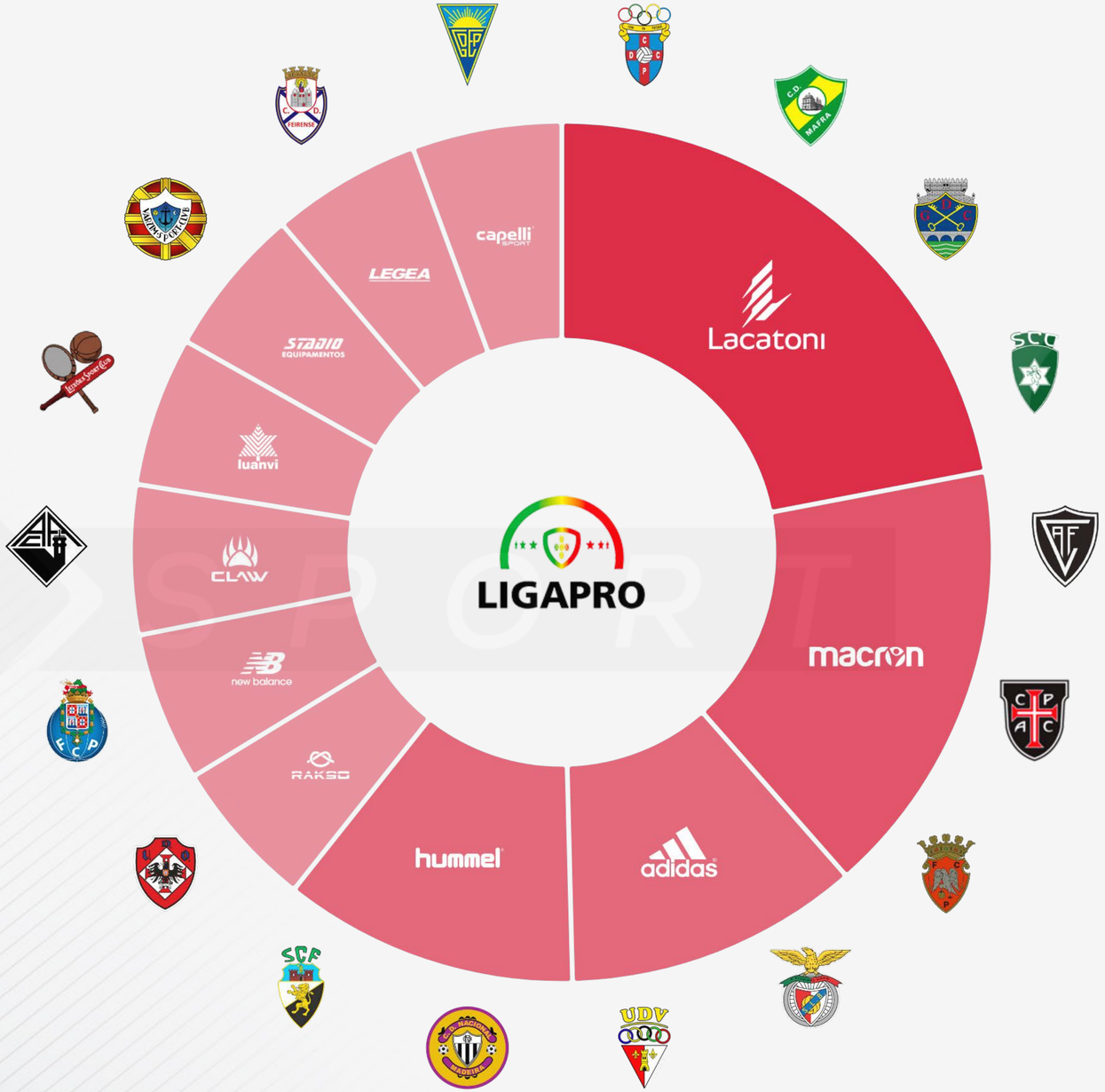
PORTUGAL Brands

CLUBS
18

Sport Brands
11



Sport Brands on jersey coverage in relation to the 18 sponsored **Segunda Liga** football clubs.

*[from November 15, 2019 to December 16, 2019]

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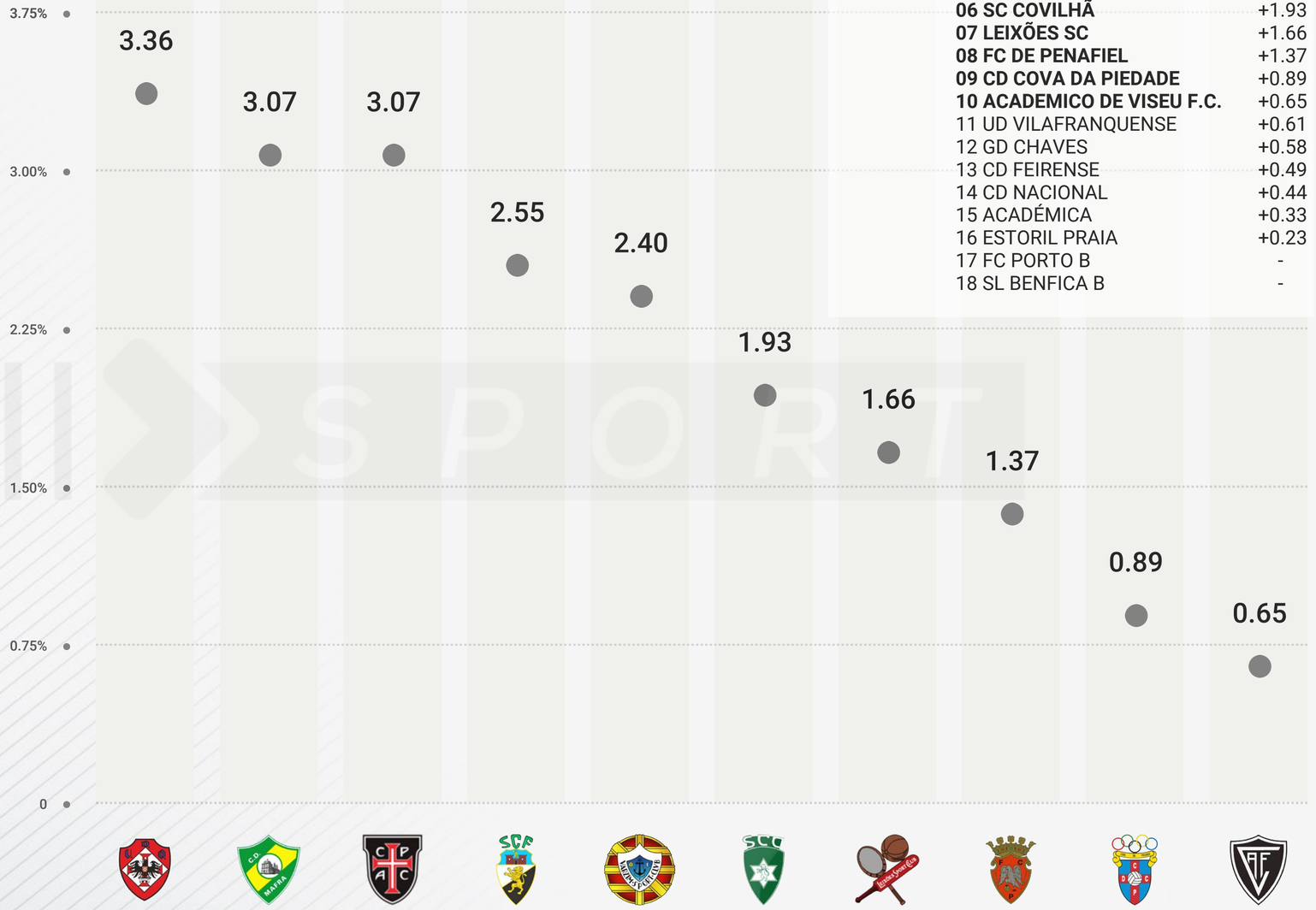
IQUII SPORT

PORTUGAL Grown Up

LIGAPRO

Ranking of the most grown up **Segunda Liga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 UD OLIVEIRENSE	**+3.36**
02 CD MAFRA	**+3.07**
03 CASA PIA AC	**+3.07**
04 SC FARENSE	**+2.55**
05 VARZIM SC	**+2.40**
06 SC COVILHÃ	**+1.93**
07 LEIXÕES SC	**+1.66**
08 FC DE PENAFIEL	**+1.37**
09 CD COVA DA PIEDADE	**+0.89**
10 ACADEMICO DE VISEU F.C.	**+0.65**
11 UD VILAFRANQUENSE	+0.61
12 GD CHAVES	+0.58
13 CD FEIRENSE	+0.49
14 CD NACIONAL	+0.44
15 ACADÉMICA	+0.33
16 ESTORIL PRAIA	+0.23
17 FC PORTO B	-
18 SL BENFICA B	-

*[from November 15, 2019 to December 16, 2019]
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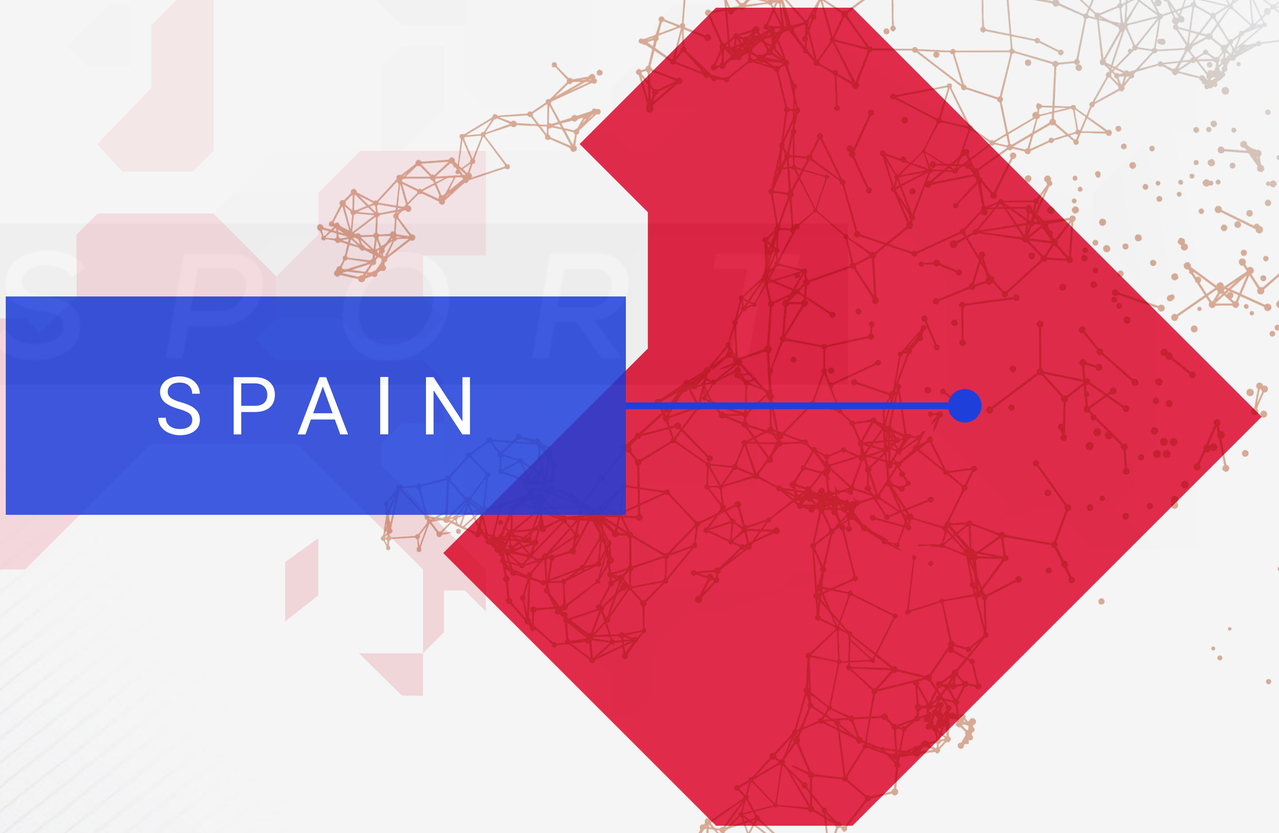
Football Competitions included in this overview

FIRST DIVISION **20 CLUBS**

LaLiga Santander

SECOND DIVISION **22 CLUBS**

LaLiga SmartBank



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SPAIN SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: LaLiga and LaLiga 2.

42

CLUBS

Total LaLiga and LaLiga 2 football clubs analyzed.

11

BRANDS

Total LaLiga and LaLiga 2 Sport Brands on jerseys analyzed.

518.6 M

+ 0.66%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the LaLiga and LaLiga 2 football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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SPAIN SnapShot / First Division



20

CLUBS

Total LaLiga football clubs analyzed.

10

BRANDS

Total LaLiga Sport Brands on jerseys analyzed.

508.1 M

+ 0.66%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the LaLiga football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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

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SPAIN Facebook

TOTAL FANBASE

240.0 M

LaLiga Santander

Ranking of the most followed **LaLiga** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	110.7 M	=	+0.16
02 FC BARCELONA	103.2 M	=	+0.06
03 ATLÉTICO DE MADRID	13.7 M	=	-0.04
04 VALENCIA CF	3.4 M	=	+0.04
05 FC SEVILLA	1.8 M	=	+0.00
06 REAL BETIS BALOMPIÉ	1.2 M	=	+0.19
07 REAL SOCIEDAD	1.2 M	=	+0.12
08 ATHLETIC CLUB	1.0 M	=	-0.02
09 VILLARREAL CF	913.4 K	=	+0.01
10 CELTA DE VIGO	527.4 K	=	-0.01
11 RCD ESPANYOL B.	449.8 K	=	+0.23
12 GRANADA CF	362.4 K	=	+0.03
13 CA OSASUNA	254.4 K	=	+0.12
14 LEVANTE UD	246.4 K	=	+0.04
15 RCD MALLORCA	238.5 K	=	+0.49
16 REAL VALLADOLID CF	236.4 K	=	+0.10
17 DEPORTIVO ALAVÉS	136.8 K	=	+1.25
18 GETAFE CF	134.4 K	=	+0.72
19 SD EIBAR	104.6 K	=	+0.13
20 CD LEGANÉS	95.8 K	=	+1.71

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

77.5 M

LaLiga Santander

Ranking of the most followed **LaLiga** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	33.4 M	=	+0.36
02 FC BARCELONA	31.4 M	=	+0.66
03 ATLÉTICO DE MADRID	4.5 M	=	+0.30
04 VALENCIA CF	1.2 M	=	+0.28
05 FC SEVILLA	955.1 K	=	+0.02
06 ATHLETIC CLUB	856.2 K	=	+0.31
07 REAL BETIS BALOMPIÉ	748.8 K	=	+0.71
08 REAL SOCIEDAD	610.0 K	=	+0.52
09 VILLARREAL CF	469.8 K	=	+0.21
10 RCD ESPANYOL B.	443.5 K	▲ +1	+0.46
11 CELTA DE VIGO	443.1 K	▼ -1	+0.23
12 LEVANTE UD	409.0 K	=	+0.29
13 GRANADA CF	367.2 K	=	+0.18
14 REAL VALLADOLID CF	338.5 K	=	+0.29
15 RCD MALLORCA	302.2 K	=	+0.43
16 CD LEGANÉS	252.0 K	=	+0.32
17 CA OSASUNA	233.7 K	=	+0.34
18 SD EIBAR	219.6 K	=	+0.59
19 DEPORTIVO ALAVÉS	208.6 K	=	+0.38
20 GETAFE CF	98.6 K	=	+1.13

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

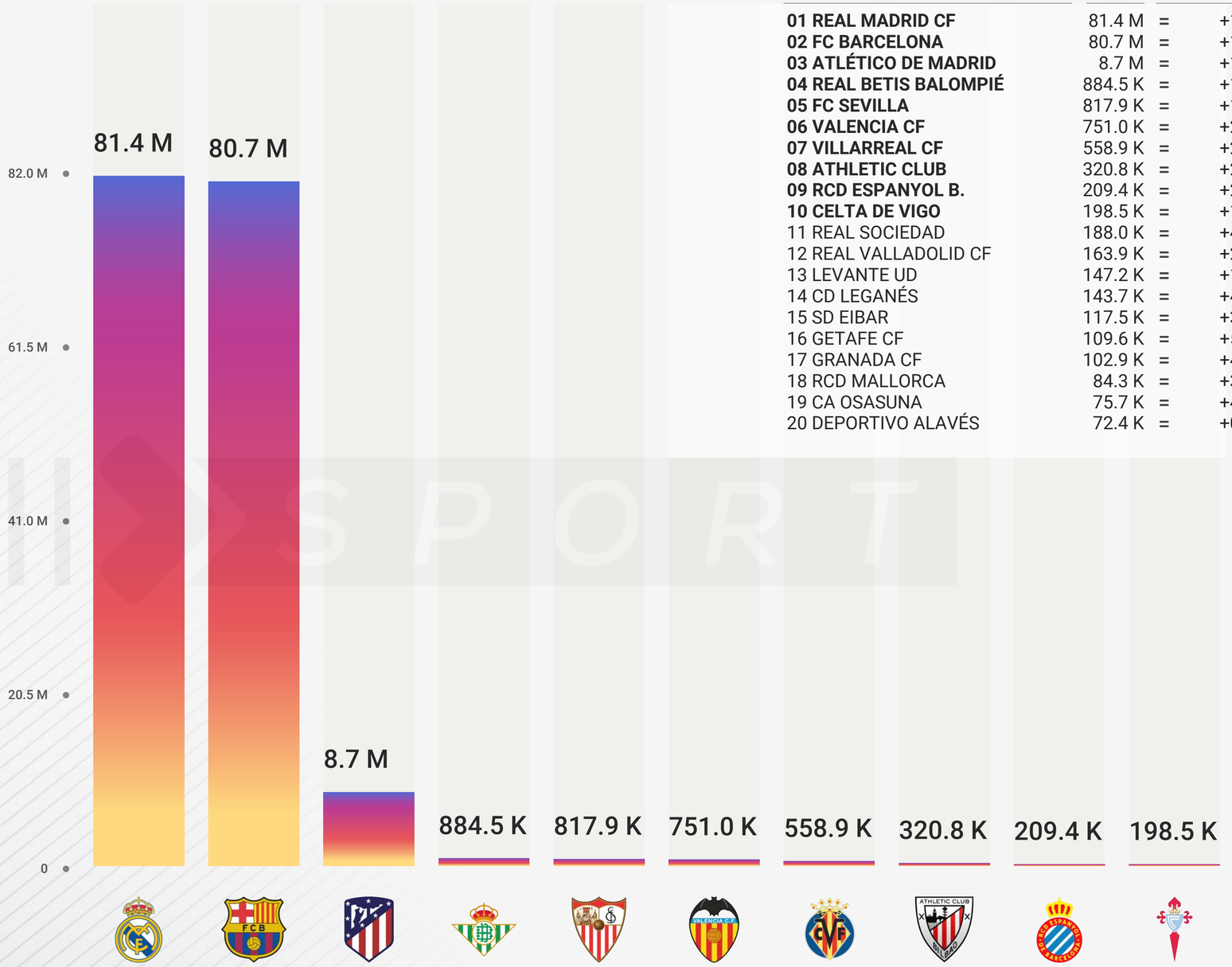
SPAIN Instagram

TOTAL FANBASE

175.8 M

LaLiga Santander

Ranking of the most followed **LaLiga** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	81.4 M	=	+1.24
02 FC BARCELONA	80.7 M	=	+1.42
03 ATLÉTICO DE MADRID	8.7 M	=	+1.85
04 REAL BETIS BALOMPIÉ	884.5 K	=	+1.12
05 FC SEVILLA	817.9 K	=	+1.68
06 VALENCIA CF	751.0 K	=	+2.71
07 VILLARREAL CF	558.9 K	=	+2.24
08 ATHLETIC CLUB	320.8 K	=	+2.16
09 RCD ESPANYOL B.	209.4 K	=	+2.32
10 CELTA DE VIGO	198.5 K	=	+1.61
11 REAL SOCIEDAD	188.0 K	=	+4.64
12 REAL VALLADOLID CF	163.9 K	=	+2.58
13 LEVANTE UD	147.2 K	=	+1.42
14 CD LEGANÉS	143.7 K	=	+4.34
15 SD EIBAR	117.5 K	=	+3.14
16 GETAFE CF	109.6 K	=	+5.34
17 GRANADA CF	102.9 K	=	+4.95
18 RCD MALLORCA	84.3 K	=	+3.94
19 CA OSASUNA	75.7 K	=	+4.02
20 DEPORTIVO ALAVÉS	72.4 K	=	+0.57

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

14.8 M

LaLiga Santander

Ranking of the most followed **LaLiga** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC BARCELONA	8.6 M	=	+3.26
02 REAL MADRID CF	5.3 M	=	+1.16
03 REAL BETIS BALOMPIÉ	323.0 K	=	+1.25
04 ATLÉTICO DE MADRID	240.0 K	=	+0.42
05 VALENCIA CF	92.8 K	=	+0.87
06 FC SEVILLA	89.9 K	=	+1.35
07 ATHLETIC CLUB	47.5 K	=	+1.28
08 VILLARREAL CF	34.0 K	=	+0.89
09 REAL SOCIEDAD	31.6 K	=	+2.27
10 CELTA DE VIGO	24.5 K	=	+0.41
11 LEVANTE UD	22.3 K	=	+0.90
12 RCD ESPANYOL B.	20.2 K	=	+1.00
13 CA OSASUNA	12.4 K	=	+2.48
14 REAL VALLADOLID CF	11.8 K	=	+1.72
15 RCD MALLORCA	9.6 K	=	+10.31
16 DEPORTIVO ALAVÉS	8.0 K	=	+0.63
17 CD LEGANÉS	6.3 K	▲ +1	+3.46
18 GETAFE CF	6.2 K	▼ -1	+1.96
19 GRANADA CF	5.8 K	=	+1.77
20 SD EIBAR	4.8 K	=	+1.48

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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IQUII SPORT

SPAIN Social

TOTAL FANBASE

508.1 M

LaLiga Santander

Ranking of the most followed **LaLiga** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	230.8 M	=	+0.59
02 FC BARCELONA	223.9 M	=	+0.75
03 ATLÉTICO DE MADRID	27.2 M	=	+0.62
04 VALENCIA CF	5.5 M	=	+0.47
05 FC SEVILLA	3.7 M	=	+0.41
06 REAL BETIS BALOMPIÉ	3.2 M	=	+0.68
07 ATHLETIC CLUB	2.3 M	=	+0.43
08 REAL SOCIEDAD	2.0 M	=	+0.68
09 VILLARREAL CF	2.0 M	=	+0.70
10 CELTA DE VIGO	1.2 M	=	+0.35
11 RCD ESPANYOL B.	1.1 M	=	+0.72
12 GRANADA CF	838.2 K	=	+0.69
13 LEVANTE UD	824.9 K	=	+0.43
14 REAL VALLADOLID CF	750.6 K	=	+0.74
15 RCD MALLORCA	634.6 K	=	+1.04
16 CA OSASUNA	576.3 K	=	+0.75
17 CD LEGANÉS	497.9 K	=	+1.76
18 SD EIBAR	446.5 K	=	+1.15
19 DEPORTIVO ALAVÉS	425.7 K	=	+0.70
20 GETAFE CF	348.8 K	=	+2.27

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

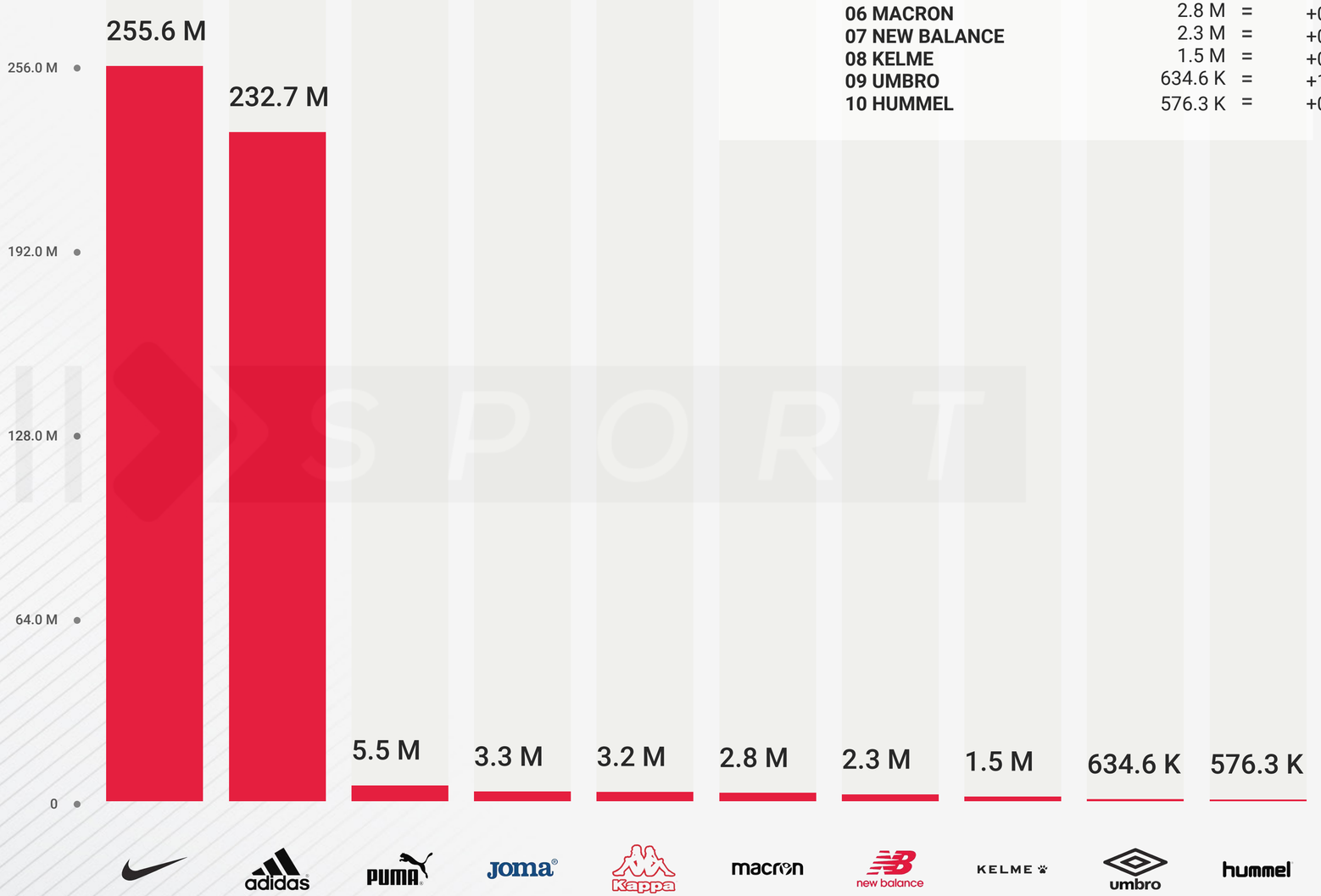
SPAIN Brands

TOTAL FANBASE

508.1 M

LaLiga Santander

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 20 sponsored LaLiga football clubs.



SPONSORS	FANS		% VAR*
01 NIKE	255.6 M	=	+0.73
02 ADIDAS	232.7 M	=	+0.59
03 PUMA	5.5 M	=	+0.47
04 JOMA	3.3 M	=	+1.09
05 KAPPA	3.2 M	=	+0.68
06 MACRON	2.8 M	=	+0.61
07 NEW BALANCE	2.3 M	=	+0.43
08 KELME	1.5 M	=	+0.71
09 UMBRO	634.6 K	=	+1.04
10 HUMMEL	576.3 K	=	+0.75

*[from November 15, 2019 to December 16, 2019]
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SPAIN Brands

CLUBS
20

Sport Brands
10



Sport Brands on jersey coverage in relation to the 20 sponsored **LaLiga** football clubs.

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

SPAIN Grown Up

LaLiga Santander

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



CLUBS	% VAR*
01 GETAFE CF	+2.27
02 CD LEGANÉS	+1.76
03 SD EIBAR	+1.15
04 RCD MALLORCA	+1.04
05 CA OSASUNA	+0.75
06 FC BARCELONA	+0.75
07 REAL VALLADOLID CF	+0.74
08 RCD ESPANYOL B.	+0.72
09 VILLARREAL CF	+0.70
10 DEPORTIVO ALAVÉS	+0.70
11 GRANADA CF	+0.69
12 REAL SOCIEDAD	+0.68
13 REAL BETIS BALOMPIÉ	+0.68
14 ATLÉTICO DE MADRID	+0.62
15 REAL MADRID CF	+0.59
16 VALENCIA CF	+0.47
17 LEVANTE UD	+0.43
18 ATHLETIC CLUB	+0.43
19 FC SEVILLA	+0.41
20 CELTA DE VIGO	+0.35

*[from November 15, 2019 to December 16, 2019]
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SPAIN SnapShot / Second Division



22

CLUBS

Total LaLiga2 football clubs analyzed.

9

BRANDS

Total LaLiga2 Sport Brands on jerseys analyzed.

10.5 M

+ 0.46%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the LaLiga2 football clubs analyzed.

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

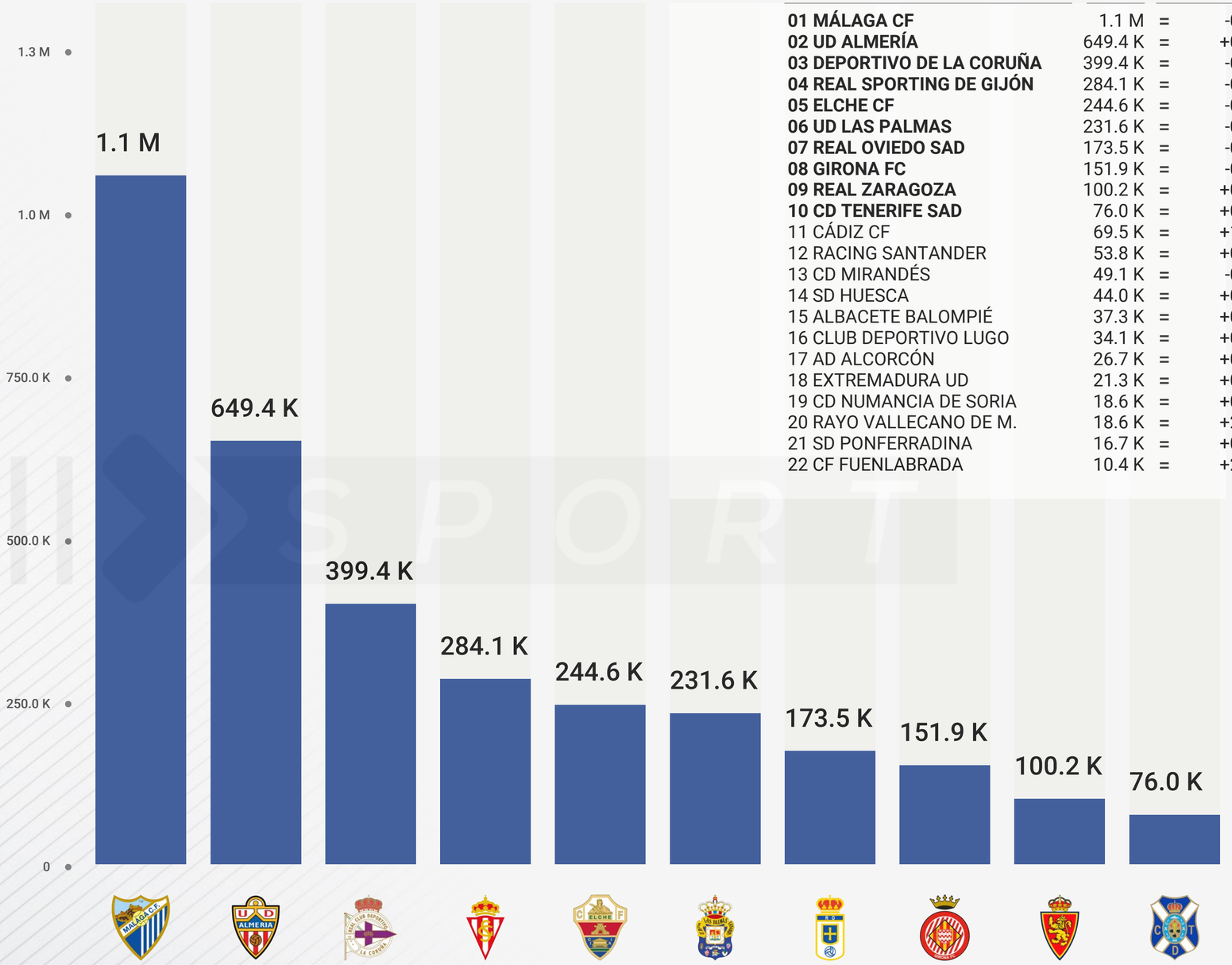
SPAIN Facebook

TOTAL FANBASE

3.8 M

LaLiga SmartBank

Ranking of the most followed **LaLiga 2** football clubs on Facebook.



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.1 M	=	-0.04
02 UD ALMERÍA	649.4 K	=	+0.70
03 DEPORTIVO DE LA CORUÑA	399.4 K	=	-0.14
04 REAL SPORTING DE GIJÓN	284.1 K	=	-0.11
05 ELCHE CF	244.6 K	=	-0.11
06 UD LAS PALMAS	231.6 K	=	-0.09
07 REAL OVIEDO SAD	173.5 K	=	-0.12
08 GIRONA FC	151.9 K	=	-0.13
09 REAL ZARAGOZA	100.2 K	=	+0.21
10 CD TENERIFE SAD	76.0 K	=	+0.17
11 CÁDIZ CF	69.5 K	=	+1.85
12 RACING SANTANDER	53.8 K	=	+0.13
13 CD MIRANDÉS	49.1 K	=	-0.09
14 SD HUESCA	44.0 K	=	+0.20
15 ALBACETE BALOMPIÉ	37.3 K	=	+0.44
16 CLUB DEPORTIVO LUGO	34.1 K	=	+0.34
17 AD ALCORCÓN	26.7 K	=	+0.22
18 EXTREMADURA UD	21.3 K	=	+0.48
19 CD NUMANCIA DE SORIA	18.6 K	=	+0.47
20 RAYO VALLECANO DE M.	18.6 K	=	+2.92
21 SD PONFERRADINA	16.7 K	=	+0.66
22 CF FUENLABRADA	10.4 K	=	+2.68

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

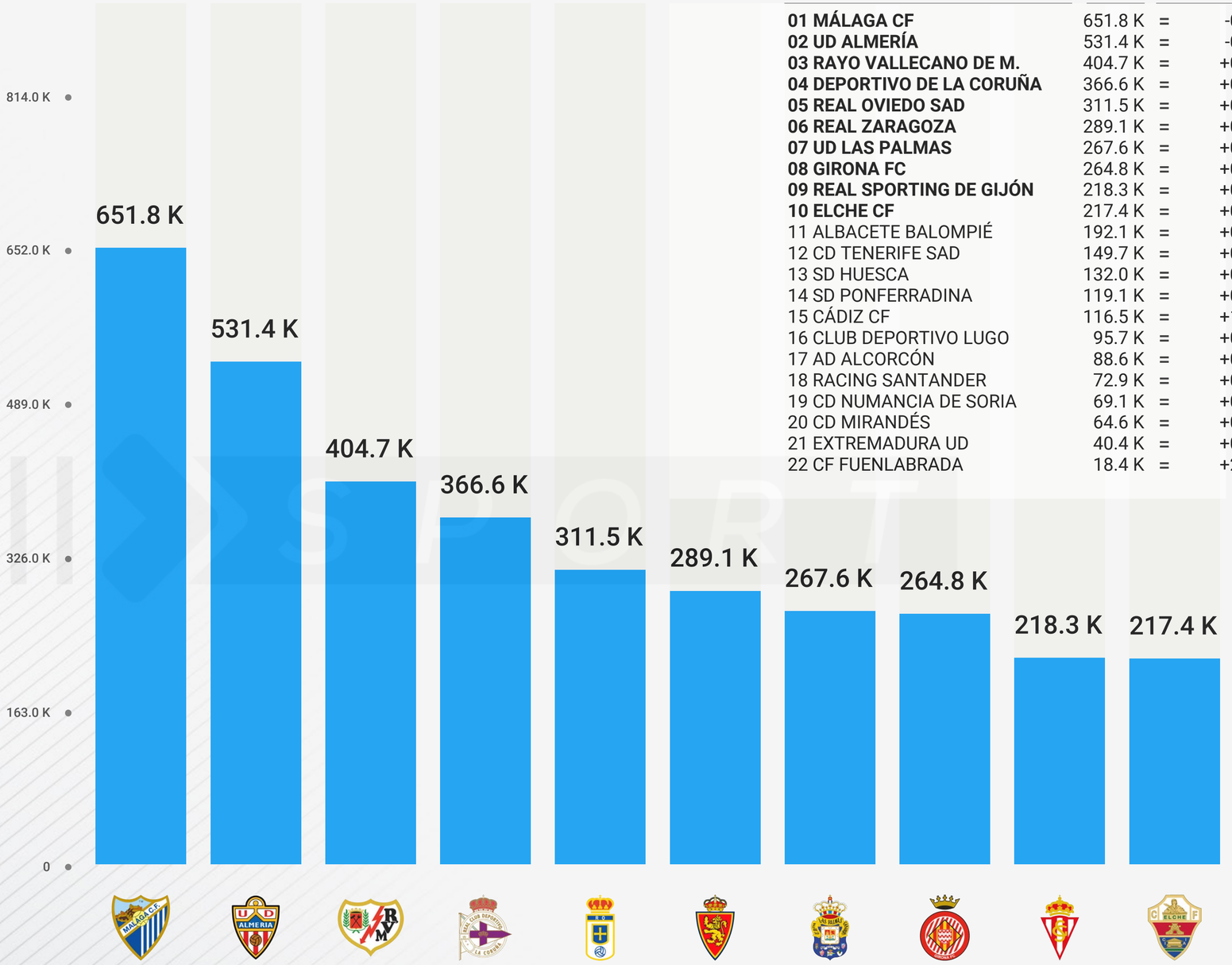
SPAIN Twitter

TOTAL FANBASE

4.7 M

LaLiga SmartBank

Ranking of the most followed **LaLiga 2** football clubs on Twitter.



CLUBS	FANS		% VAR*
01 MÁLAGA CF	651.8 K	=	-0.03
02 UD ALMERÍA	531.4 K	=	-0.46
03 RAYO VALLECANO DE M.	404.7 K	=	+0.02
04 DEPORTIVO DE LA CORUÑA	366.6 K	=	+0.21
05 REAL OVIEDO SAD	311.5 K	=	+0.08
06 REAL ZARAGOZA	289.1 K	=	+0.38
07 UD LAS PALMAS	267.6 K	=	+0.04
08 GIRONA FC	264.8 K	=	+0.10
09 REAL SPORTING DE GIJÓN	218.3 K	=	+0.26
10 ELCHE CF	217.4 K	=	+0.10
11 ALBACETE BALOMPIÉ	192.1 K	=	+0.09
12 CD TENERIFE SAD	149.7 K	=	+0.21
13 SD HUESCA	132.0 K	=	+0.30
14 SD PONFERRADINA	119.1 K	=	+0.05
15 CÁDIZ CF	116.5 K	=	+1.03
16 CLUB DEPORTIVO LUGO	95.7 K	=	+0.11
17 AD ALCORCÓN	88.6 K	=	+0.19
18 RACING SANTANDER	72.9 K	=	+0.42
19 CD NUMANCIA DE SORIA	69.1 K	=	+0.19
20 CD MIRANDÉS	64.6 K	=	+0.18
21 EXTREMADURA UD	40.4 K	=	+0.83
22 CF FUENLABRADA	18.4 K	=	+2.47

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IQUII SPORT

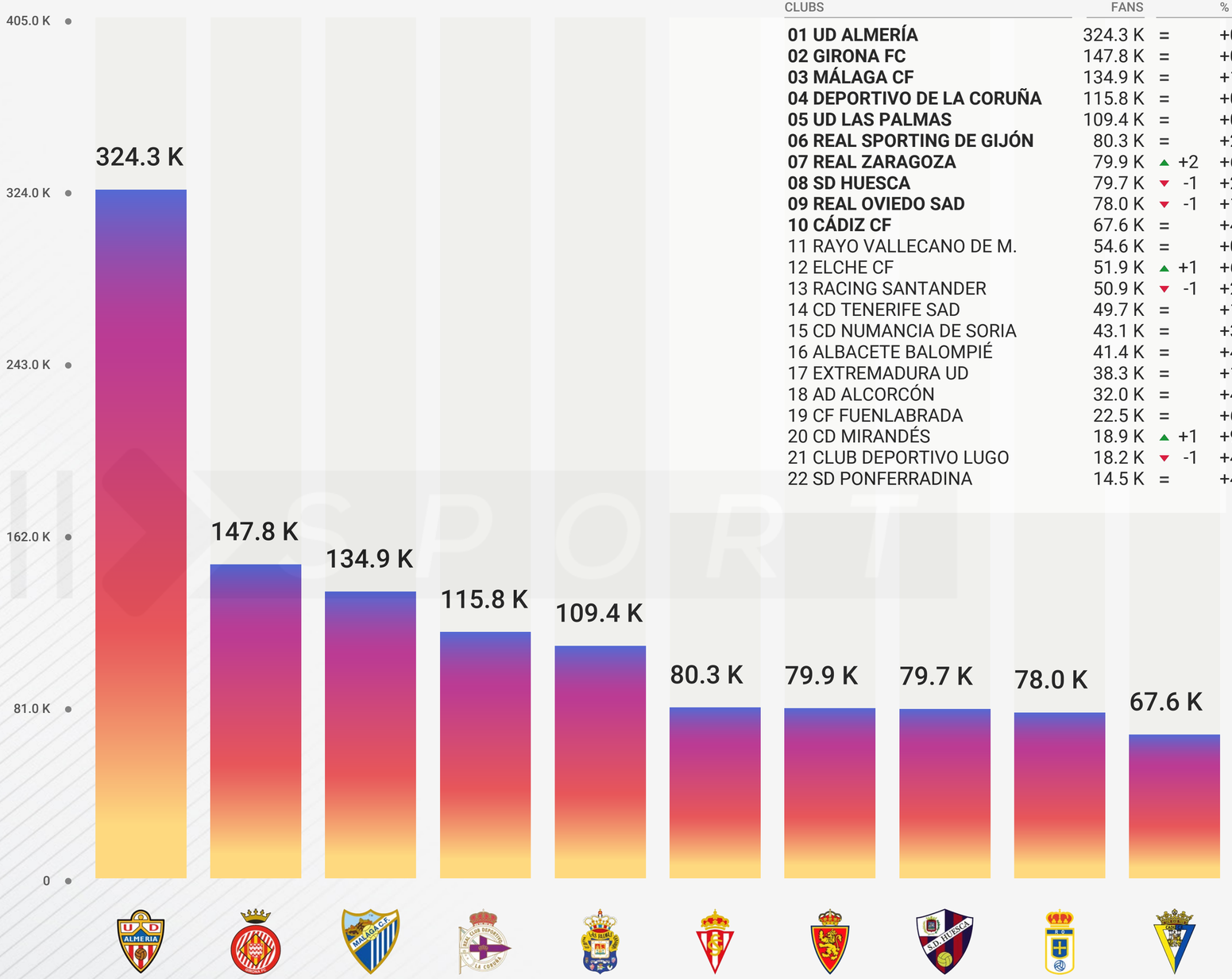
SPAIN Instagram

TOTAL FANBASE

1.7 M

LaLiga SmartBank

Ranking of the most followed **LaLiga 2** football clubs on Instagram.



CLUBS	FANS		% VAR*
01 UD ALMERÍA	324.3 K	=	+0.34
02 GIRONA FC	147.8 K	=	+0.22
03 MÁLAGA CF	134.9 K	=	+1.15
04 DEPORTIVO DE LA CORUÑA	115.8 K	=	+0.95
05 UD LAS PALMAS	109.4 K	=	+0.65
06 REAL SPORTING DE GIJÓN	80.3 K	=	+2.64
07 REAL ZARAGOZA	79.9 K	▲ +2	+6.06
08 SD HUESCA	79.7 K	▼ -1	+2.28
09 REAL OVIEDO SAD	78.0 K	▼ -1	+1.22
10 CÁDIZ CF	67.6 K	=	+4.58
11 RAYO VALLECANO DE M.	54.6 K	=	+0.68
12 ELCHE CF	51.9 K	▲ +1	+6.16
13 RACING SANTANDER	50.9 K	▼ -1	+2.55
14 CD TENERIFE SAD	49.7 K	=	+1.53
15 CD NUMANCIA DE SORIA	43.1 K	=	+3.44
16 ALBACETE BALOMPIÉ	41.4 K	=	+4.54
17 EXTREMADURA UD	38.3 K	=	+1.64
18 AD ALCORCÓN	32.0 K	=	+4.48
19 CF FUENLABRADA	22.5 K	=	+6.27
20 CD MIRANDÉS	18.9 K	▲ +1	+9.31
21 CLUB DEPORTIVO LUGO	18.2 K	▼ -1	+4.72
22 SD PONFERRADINA	14.5 K	=	+4.24

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

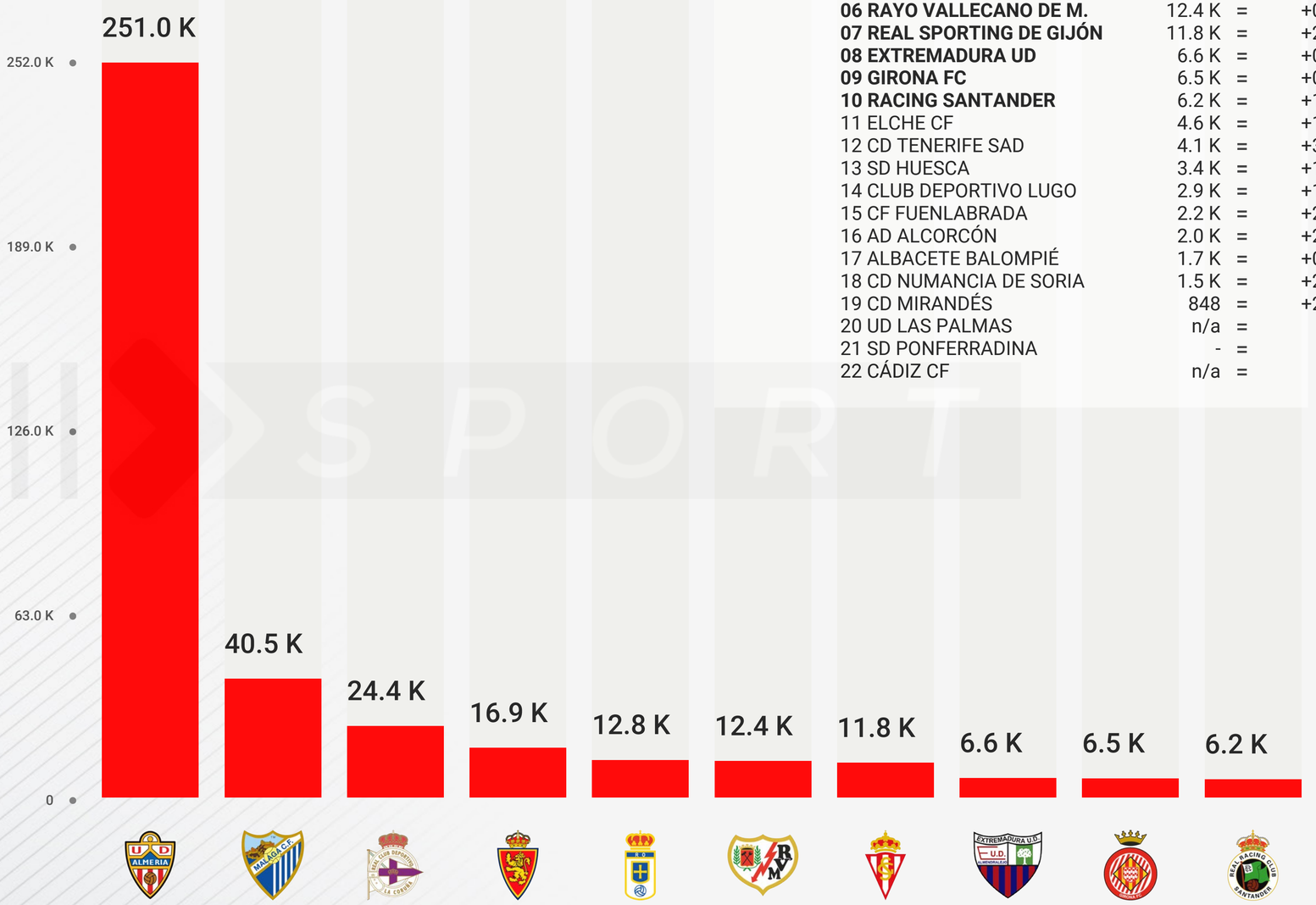
SPAIN YouTube

TOTAL FANBASE

412 K

LaLiga SmartBank

Ranking of the most followed **LaLiga 2** football clubs on YouTube.



CLUBS	FANS		% VAR*
01 UD ALMERÍA	251.0 K	=	+1.62
02 MÁLAGA CF	40.5 K	=	+1.00
03 DEPORTIVO DE LA CORUÑA	24.4 K	=	+0.83
04 REAL ZARAGOZA	16.9 K	=	+2.42
05 REAL OVIEDO SAD	12.8 K	=	+1.59
06 RAYO VALLECANO DE M.	12.4 K	=	+0.81
07 REAL SPORTING DE GIJÓN	11.8 K	=	+2.61
08 EXTREMADURA UD	6.6 K	=	+0.92
09 GIRONA FC	6.5 K	=	+0.93
10 RACING SANTANDER	6.2 K	=	+1.31
11 ELCHE CF	4.6 K	=	+1.32
12 CD TENERIFE SAD	4.1 K	=	+3.58
13 SD HUESCA	3.4 K	=	+1.20
14 CLUB DEPORTIVO LUGO	2.9 K	=	+1.74
15 CF FUENLABRADA	2.2 K	=	+2.37
16 AD ALCORCÓN	2.0 K	=	+2.02
17 ALBACETE BALOMPIÉ	1.7 K	=	+0.60
18 CD NUMANCIA DE SORIA	1.5 K	=	+2.07
19 CD MIRANDÉS	848	=	+2.42
20 UD LAS PALMAS	n/a	=	n/a
21 SD PONFERRADINA	-	=	-
22 CÁDIZ CF	n/a	=	n/a

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

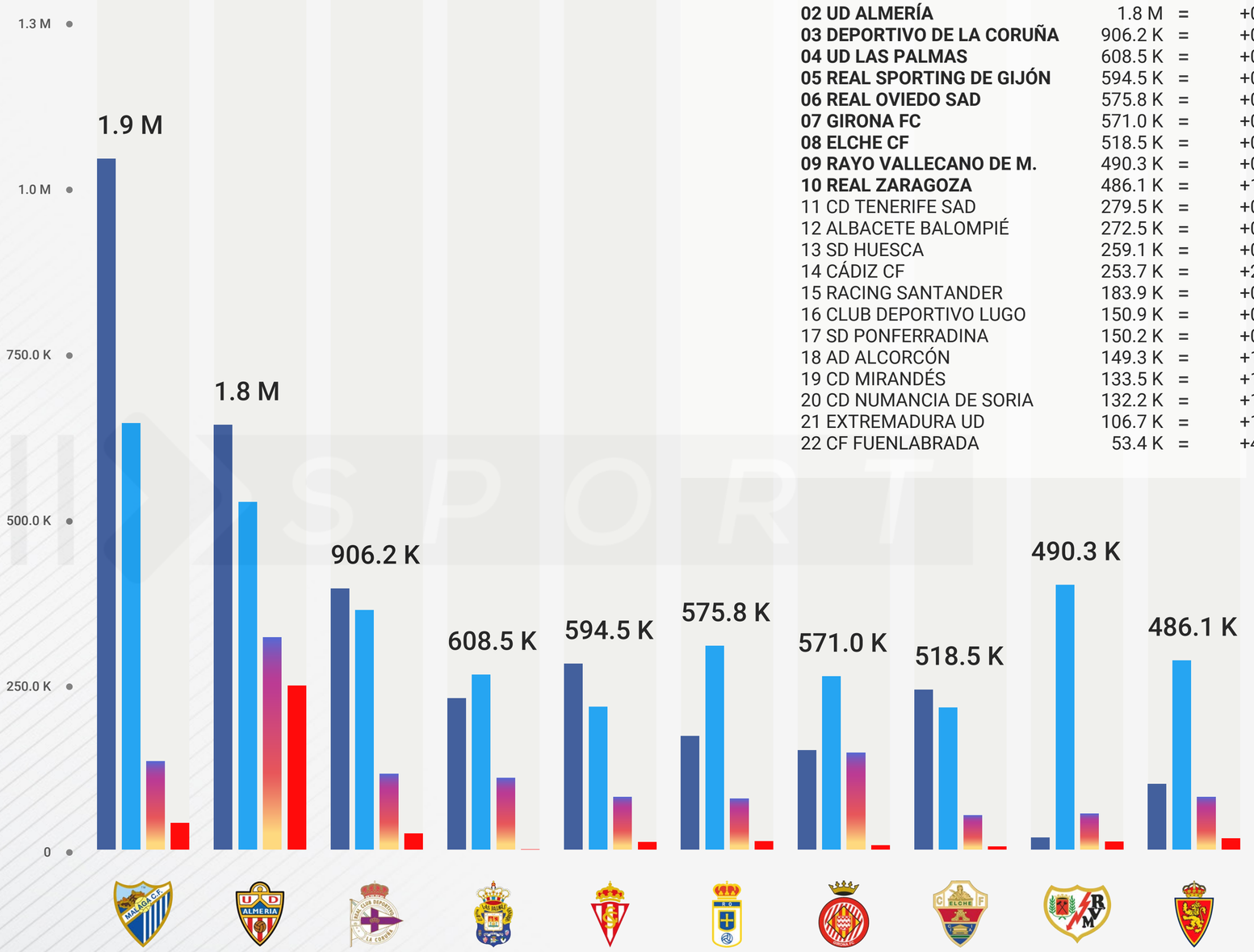
SPAIN Social

TOTAL FANBASE

10.5 M

LaLiga SmartBank

Ranking of the most followed **LaLiga 2** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.9 M	=	+0.07
02 UD ALMERÍA	1.8 M	=	+0.41
03 DEPORTIVO DE LA CORUÑA	906.2 K	=	+0.17
04 UD LAS PALMAS	608.5 K	=	+0.10
05 REAL SPORTING DE GIJÓN	594.5 K	=	+0.44
06 REAL OVIEDO SAD	575.8 K	=	+0.21
07 GIRONA FC	571.0 K	=	+0.08
08 ELCHE CF	518.5 K	=	+0.59
09 RAYO VALLECANO DE M.	490.3 K	=	+0.22
10 REAL ZARAGOZA	486.1 K	=	+1.31
11 CD TENERIFE SAD	279.5 K	=	+0.48
12 ALBACETE BALOMPIÉ	272.5 K	=	+0.79
13 SD HUESCA	259.1 K	=	+0.90
14 CÁDIZ CF	253.7 K	=	+2.18
15 RACING SANTANDER	183.9 K	=	+0.94
16 CLUB DEPORTIVO LUGO	150.9 K	=	+0.73
17 SD PONFERRADINA	150.2 K	=	+0.51
18 AD ALCORCÓN	149.3 K	=	+1.11
19 CD MIRANDÉS	133.5 K	=	+1.29
20 CD NUMANCIA DE SORIA	132.2 K	=	+1.29
21 EXTREMADURA UD	106.7 K	=	+1.05
22 CF FUENLABRADA	53.4 K	=	+4.08

*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

SPAIN Brands

TOTAL FANBASE

10.5 M

LaLiga SmartBank

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 22 sponsored LaLiga 2 football clubs.

SPONSORS	FANS		% VAR*
01 ADIDAS	3.4 M	=	+0.67
02 NIKE	2.5 M	=	+0.16
03 HUMMEL	1.7 M	=	+0.42
04 MACRON	906.2 K	=	+0.17
05 KELME	898.7 K	=	+0.56
06 PUMA	754.8 K	=	+0.29
07 KAPPA	257.5 K	=	+0.86
08 ERREA	132.2 K	=	+1.29
09 JOMA	53.4 K	=	+4.08



*[from November 15, 2019 to December 16, 2019]
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IQUII SPORT

SPAIN Brands

CLUBS

22

Sport Brands

9

Sport Brands on jersey coverage in relation to the 22 sponsored **LaLiga 2** football clubs.



*[from November 15, 2019 to December 16, 2019]

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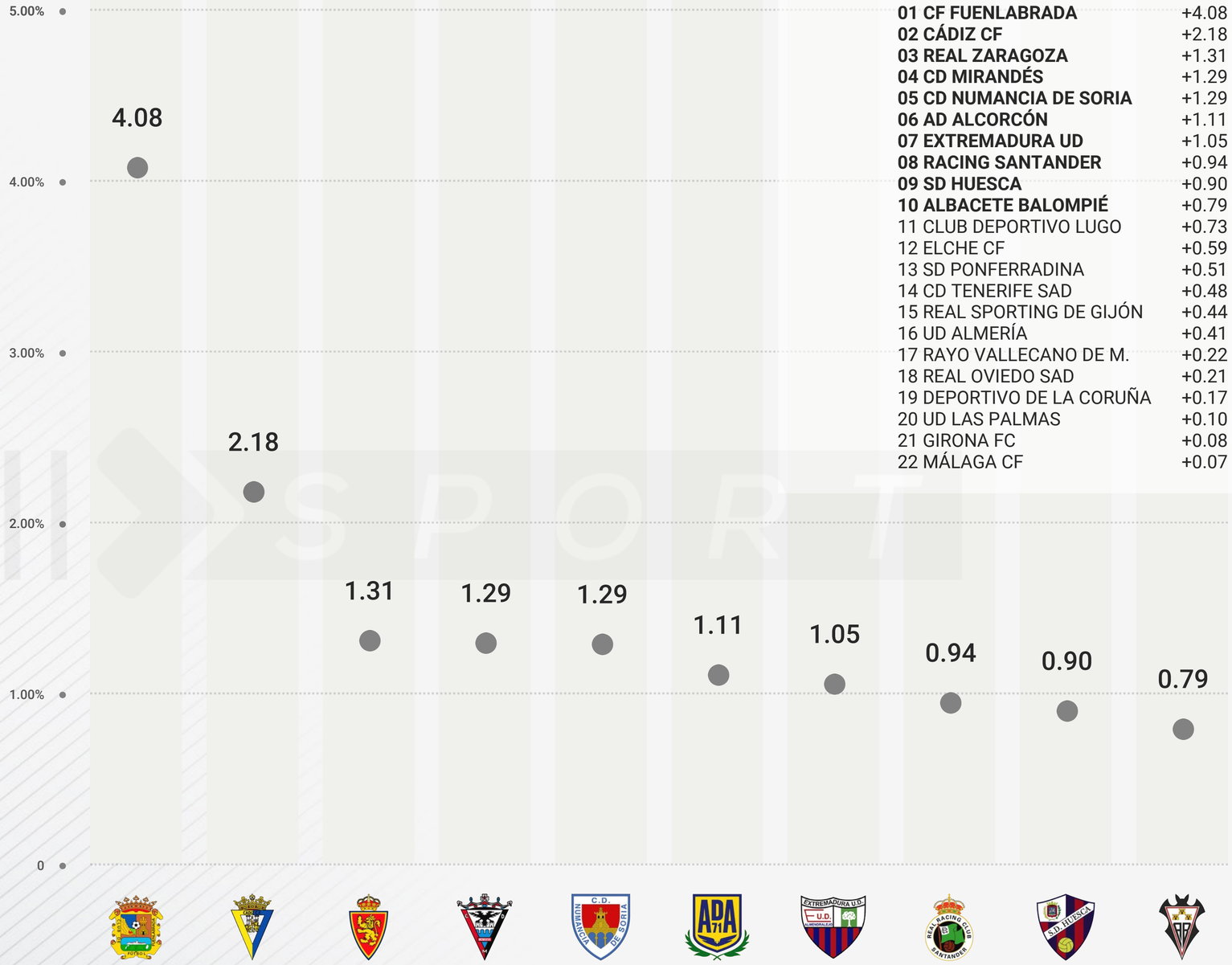
IQUII SPORT

SPAIN Grown Up

LaLiga SmartBank

Ranking of the most grown up **LaLiga 2** football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	% VAR*
01 CF FUENLABRADA	+4.08
02 CÁDIZ CF	+2.18
03 REAL ZARAGOZA	+1.31
04 CD MIRANDÉS	+1.29
05 CD NUMANCIA DE SORIA	+1.29
06 AD ALCORCÓN	+1.11
07 EXTREMADURA UD	+1.05
08 RACING SANTANDER	+0.94
09 SD HUESCA	+0.90
10 ALBACETE BALOMPIÉ	+0.79
11 CLUB DEPORTIVO LUGO	+0.73
12 ELCHE CF	+0.59
13 SD PONFERRADINA	+0.51
14 CD TENERIFE SAD	+0.48
15 REAL SPORTING DE GIJÓN	+0.44
16 UD ALMERÍA	+0.41
17 RAYO VALLECANO DE M.	+0.22
18 REAL OVIEDO SAD	+0.21
19 DEPORTIVO DE LA CORUÑA	+0.17
20 UD LAS PALMAS	+0.10
21 GIRONA FC	+0.08
22 MÁLAGA CF	+0.07

*[from November 15, 2019 to December 16, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

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LAST UPDATE DEC 2019

EUROPE SnapShot / General YouTube Views



6	238	39.2 M	6.7 B
		+ 3.13%*	
COUNTRIES	CLUBS	FANS	VIEWS
Total Countries analyzed: England, France, Germany, Italy, Portugal, Spain.	Total football clubs analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga, Championship, Ligue 2, 2.Bundesliga, Lega B, Segunda Liga, and LaLiga2.	Total YouTube Fans of the football clubs analyzed.	Total YouTube Views of the football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

EUROPE YouTube Views

TOTAL VIEWS

6.7 B

Ranking of the **TOP 20** European football clubs considering the YouTube views.



	CLUBS	FANS		% VAR*
01	FC BARCELONA	1.1 B	=	+4.95
02	FC LIVERPOOL	571.8 M	▲ +2	+7.43
03	MANCHESTER CITY	567.7 M	▼ -1	+2.64
04	REAL MADRID CF	559.5 M	▼ -1	+1.32
05	FC BAYERN MÜNCHEN	342.9 M	▲ +1	+3.23
06	JUVENTUS FC	341.7 M	▼ -1	+2.66
07	FC ARSENAL	300.8 M	=	+2.57
08	MANCHESTER UNITED	290.9 M	▲ +1	+7.23
09	PSG	280.2 M	▼ -1	+1.84
10	CHELSEA FC	241.3 M	=	+4.62
11	TOTTENHAM HOTSPUR	171.4 M	▲ +1	+17.39
12	AC MILAN	163.3 M	▼ -1	+0.75
13	FC INTERNAZIONALE	142.1 M	=	+3.86
14	BORUSSIA DORTMUND	126.4 M	=	+3.33
15	REAL BETIS BALOMPIÉ	100.7 M	=	+3.34
16	AS ROMA	48.4 M	=	+1.63
17	FC EVERTON	46.1 M	=	+12.74
18	FC PORTO	41.1 M	=	+1.16
19	OLYMPIQUE DE M.	40.4 M	▲ +1	+6.97
20	FC SCHALKE 04	38.9 M	▼ -1	+0.12

*[from November 15, 2019 to December 16, 2019]

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ENGLAND SnapShot / General YouTube Views

2

COMPETITIONS

Total Competitions analyzed: Premier League and Championship.

44

CLUBS

Total Premier League and Championship football clubs analyzed.

13.7 M

+ 5.17%*

FANS

Total YouTube Fans of the Premier League and Championship football clubs analyzed.

2.7 B

VIEWS

Total YouTube Views of the Premier League and Championship football clubs analyzed.

*[updated on December 16, 2019]

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ENGLAND SnapShot / First Division



20

CLUBS

Total Premier League football clubs analyzed.

13.2 M

+ 5.30%*

FANS

Total YouTube Fans of the Premier League football clubs analyzed.

2.4 B

VIEWS

Total YouTube Views of the Premier League football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

ENGLAND YouTube Views

TOTAL VIEWS

2.4 B

Premier League

Ranking of the **Premier League** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 FC LIVERPOOL	571.8 M	▲ +1	+7.43
02 MANCHESTER CITY	567.7 M	▼ -1	+2.64
03 FC ARSENAL	300.8 M	=	+2.57
04 MANCHESTER UNITED	290.9 M	=	+7.23
05 CHELSEA FC	241.3 M	=	+4.62
06 TOTTENHAM HOTSPUR	171.4 M	=	+17.39
07 FC EVERTON	46.1 M	=	+12.74
08 WOLVERHAMPTON W.	35.2 M	=	+11.55
09 LEICESTER CITY	30.3 M	▲ +1	+16.39
10 WEST HAM UNITED	29.4 M	▼ -1	+1.31
11 ASTON VILLA FC	25.4 M	=	+3.22
12 FC SOUTHAMPTON	25.2 M	=	+4.89
13 NORWICH CITY	22.5 M	=	+4.33
14 CRYSTAL PALACE	22.1 M	=	+4.57
15 SHEFFIELD UNITED	20.5 M	=	+5.36
16 AFC BOURNEMOUTH	10.5 M	=	+8.70
17 FC WATFORD	8.6 M	=	+4.36
18 BRIGHTON & HOVE A.	7.1 M	=	+1.55
19 NEWCASTLE UNITED	7.0 M	▲ +1	+15.47
20 FC BURNLEY	6.9 M	▼ -1	+8.48

*[from November 15, 2019 to December 16, 2019]

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ENGLAND SnapShot / Second Division



24

CLUBS

Total Championship football clubs analyzed.

561 K

+ 2.24%*

FANS

Total YouTube Fans of the Championship football clubs analyzed.

231.8 M

VIEWS

Total YouTube Views of the Championship football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

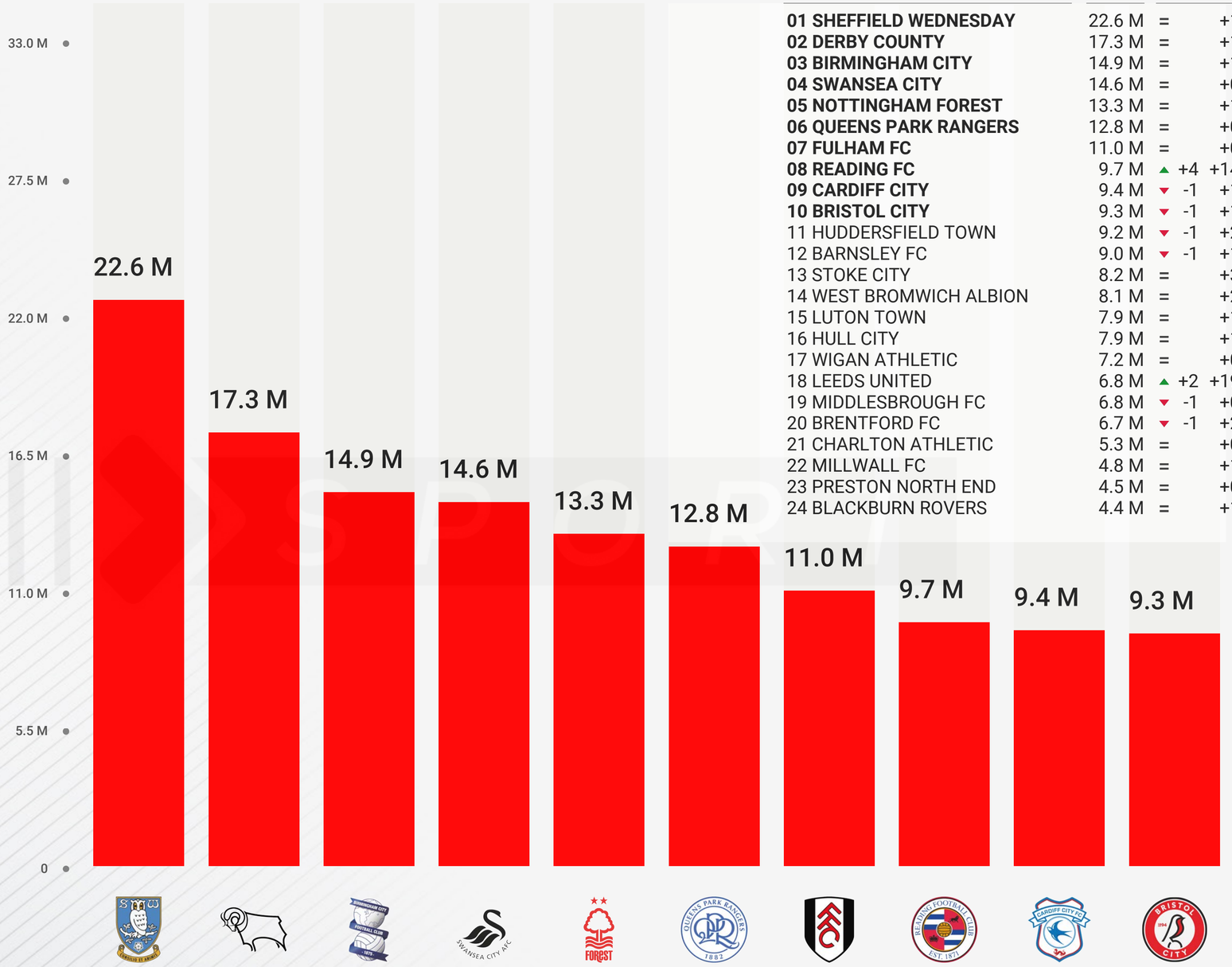
ENGLAND YouTube Views

TOTAL VIEWS

231.8 M

sky BET CHAMPIONSHIP EFL

Ranking of the **Championship** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 SHEFFIELD WEDNESDAY	22.6 M	=	+1.41
02 DERBY COUNTY	17.3 M	=	+1.22
03 BIRMINGHAM CITY	14.9 M	=	+1.22
04 SWANSEA CITY	14.6 M	=	+0.73
05 NOTTINGHAM FOREST	13.3 M	=	+1.20
06 QUEENS PARK RANGERS	12.8 M	=	+0.54
07 FULHAM FC	11.0 M	=	+0.51
08 READING FC	9.7 M	▲ +4	+14.93
09 CARDIFF CITY	9.4 M	▼ -1	+1.30
10 BRISTOL CITY	9.3 M	▼ -1	+1.99
11 HUDDERSFIELD TOWN	9.2 M	▼ -1	+2.14
12 BARNSLEY FC	9.0 M	▼ -1	+1.50
13 STOKE CITY	8.2 M	=	+3.59
14 WEST BROMWICH ALBION	8.1 M	=	+2.34
15 LUTON TOWN	7.9 M	=	+1.55
16 HULL CITY	7.9 M	=	+1.82
17 WIGAN ATHLETIC	7.2 M	=	+0.27
18 LEEDS UNITED	6.8 M	▲ +2	+19.28
19 MIDDLESBROUGH FC	6.8 M	▼ -1	+0.81
20 BRENTFORD FC	6.7 M	▼ -1	+2.49
21 CHARLTON ATHLETIC	5.3 M	=	+0.41
22 MILLWALL FC	4.8 M	=	+1.83
23 PRESTON NORTH END	4.5 M	=	+0.81
24 BLACKBURN ROVERS	4.4 M	=	+1.72

*[from November 15, 2019 to December 16, 2019]

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FRANCE SnapShot / General YouTube Views



2	40	2.9 M	446.0 M
		+ 1.50%*	
COMPETITIONS	CLUBS	FANS	VIEWS
Total Competitions analyzed: Ligue 1 and Ligue 2.	Total Ligue 1 and Ligue 2 football clubs analyzed.	Total YouTube Fans of the Ligue 1 and Ligue 2 football clubs analyzed.	Total YouTube Views of the Ligue 1 and Ligue 2 football clubs analyzed.

*[updated on December 16, 2019]

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FRANCE SnapShot / First Division YouTube Views



20

CLUBS

Total Ligue 1 football clubs analyzed.

2.8 M

+ 1.45%*

FANS

Total YouTube Fans of the Ligue 1 football clubs analyzed.

424.8 M

VIEWS

Total YouTube Views of the Ligue 1 football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

FRANCE YouTube Views

TOTAL VIEWS

424.8 M

LIGUE 1 Conforama

Ranking of the **Ligue 1** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 PSG	280.2 M	=	+1.84
02 OLYMPIQUE DE M.	40.4 M	=	+6.97
03 AS MONACO	24.6 M	=	+2.68
04 OGC NICE	22.9 M	=	+1.88
05 AS SAINT ÉTIENNE	16.5 M	=	+0.78
06 OLYMPIQUE LYONNAIS	10.3 M	=	+2.50
07 LOSC LILLE	6.8 M	=	+0.79
08 FC GIRONDINS BORDEAUX	6.4 M	=	+0.70
09 RC STRASBOURG ALSACE	5.3 M	=	+1.29
10 FC NANTES	5.0 M	=	+3.52
11 TOULOUSE FC	3.1 M	=	+3.90
12 HSC MONTPELLIER	2.3 M	=	+3.17
13 FCO DIJON	608.0 K	=	+2.43
14 STADE BRESTOIS 29	324.3 K	=	+24.81
15 NÎMES OLYMPIQUE	40.8 K	=	+3.01
16 FC METZ	12.0 K	=	+0.50
17 STADE DE REIMS	3.3 K	=	+10.96
18 SC AMIENS	-	=	-
19 SCO ANGERS	-	=	-
20 STADE RENNAIS FC	-	=	-

*[from November 15, 2019 to December 16, 2019]

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FRANCE SnapShot / Second Division YouTube Views



20

CLUBS

Total Ligue 2 football clubs analyzed.

74 K

+ 3.22%*

FANS

Total YouTube Fans of the Ligue 2 football clubs analyzed.

21.1 M

VIEWS

Total YouTube Views of the Ligue 2 football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

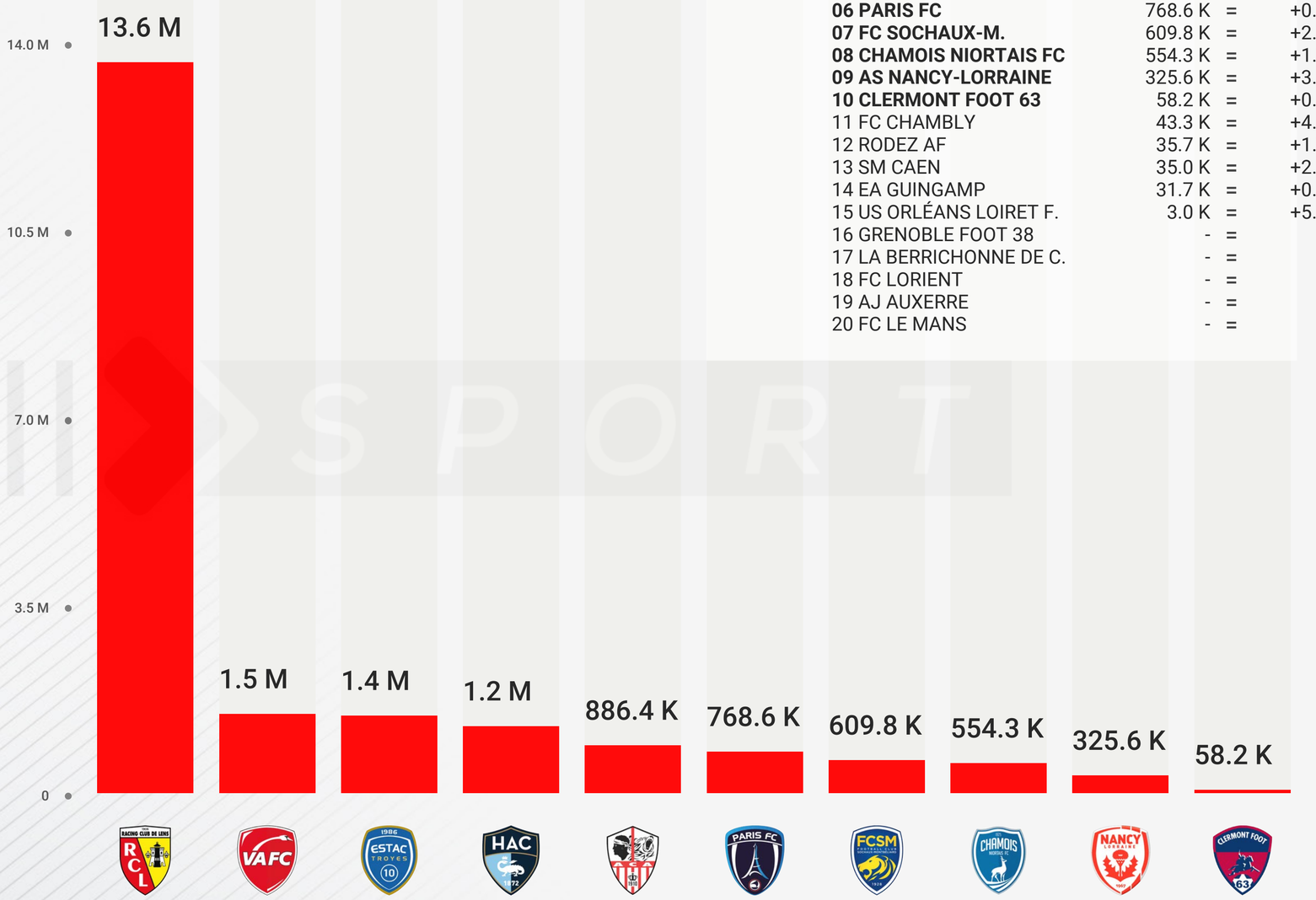
FRANCE YouTube Views

TOTAL VIEWS

21.1 M

Domino's LIGUE 2

Ranking of the **Ligue 2** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 RC LENS	13.6 M	=	+1.11
02 VALENCIENNES FC	1.5 M	=	+2.67
03 ES TROYES AC	1.4 M	=	+2.14
04 LE HAVRE AC	1.2 M	=	+4.07
05 AC AJACCIO	886.4 K	=	0.00
06 PARIS FC	768.6 K	=	+0.90
07 FC SOCHAUX-M.	609.8 K	=	+2.77
08 CHAMOIS NIORTAIS FC	554.3 K	=	+1.72
09 AS NANCY-LORRAINE	325.6 K	=	+3.56
10 CLERMONT FOOT 63	58.2 K	=	+0.20
11 FC CHAMBLY	43.3 K	=	+4.51
12 RODEZ AF	35.7 K	=	+1.75
13 SM CAEN	35.0 K	=	+2.53
14 EA GUINGAMP	31.7 K	=	+0.27
15 US ORLÉANS LOIRET F.	3.0 K	=	+5.04
16 GRENOBLE FOOT 38	-	=	-
17 LA BERRICHONNE DE C.	-	=	-
18 FC LORIENT	-	=	-
19 AJ AUXERRE	-	=	-
20 FC LE MANS	-	=	-

*[from November 15, 2019 to December 16, 2019]

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GERMANY SnapShot / General

2	36	2.7 M + 1.85%*	692.8 M
COMPETITIONS	CLUBS	FANS	VIEWS
Total Competitions analyzed: 1.Bundesliga and 2.Bundesliga.	Total 1.Bundesliga and 2.Bundesliga football clubs analyzed.	Total YouTube Fans of the 1.Bundesliga and 2.Bundesliga football clubs analyzed.	Total YouTube Views of the 1.Bundesliga and 2.Bundesliga football clubs analyzed.

*[updated on December 16, 2019]

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GERMANY SnapShot / First Division



BUNDESLIGA

18

CLUBS

Total 1.Bundesliga football clubs analyzed.

2.4 M

+ 1.89%*

FANS

Total YouTube Fans of the 1.Bundesliga football clubs analyzed.

624.1 M

VIEWS

Total YouTube Views of the 1.Bundesliga football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

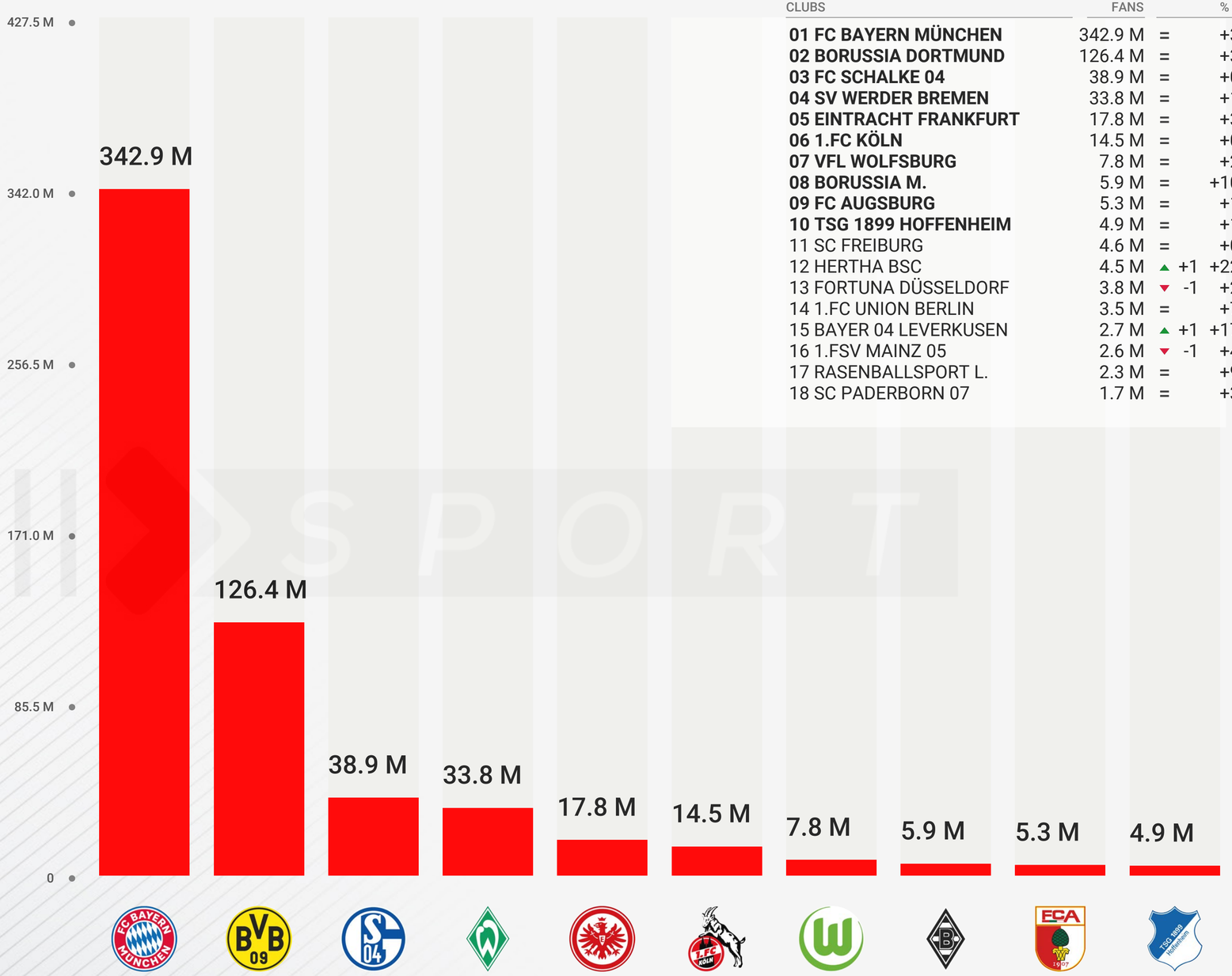
GERMANY YouTube Views

TOTAL VIEWS

624.1 M

BUNDESLIGA

Ranking of the **1.Bundesliga** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	342.9 M	=	+3.23
02 BORUSSIA DORTMUND	126.4 M	=	+3.33
03 FC SCHALKE 04	38.9 M	=	+0.12
04 SV WERDER BREMEN	33.8 M	=	+1.51
05 EINTRACHT FRANKFURT	17.8 M	=	+3.23
06 1.FC KÖLN	14.5 M	=	+0.91
07 VFL WOLFSBURG	7.8 M	=	+2.77
08 BORUSSIA M.	5.9 M	=	+10.43
09 FC AUGSBURG	5.3 M	=	+1.54
10 TSG 1899 HOFFENHEIM	4.9 M	=	+1.60
11 SC FREIBURG	4.6 M	=	+0.47
12 HERTHA BSC	4.5 M	▲ +1	+22.67
13 FORTUNA DÜSSELDORF	3.8 M	▼ -1	+2.88
14 1.FC UNION BERLIN	3.5 M	=	+7.87
15 BAYER 04 LEVERKUSEN	2.7 M	▲ +1	+17.55
16 1.FSV MAINZ 05	2.6 M	▼ -1	+4.77
17 RASENBALLSPORT L.	2.3 M	=	+9.24
18 SC PADERBORN 07	1.7 M	=	+3.31

*[from November 15, 2019 to December 16, 2019]

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GERMANY SnapShot / Second Division



BUNDESLIGA

18

CLUBS

Total 2.Bundesliga football clubs analyzed.

253 K

+ 1.45%*

FANS

Total YouTube Fans of the 2.Bundesliga football clubs analyzed.

68.8 M

VIEWS

Total YouTube Views of the 2.Bundesliga football clubs analyzed.

*[updated on December 16, 2019]

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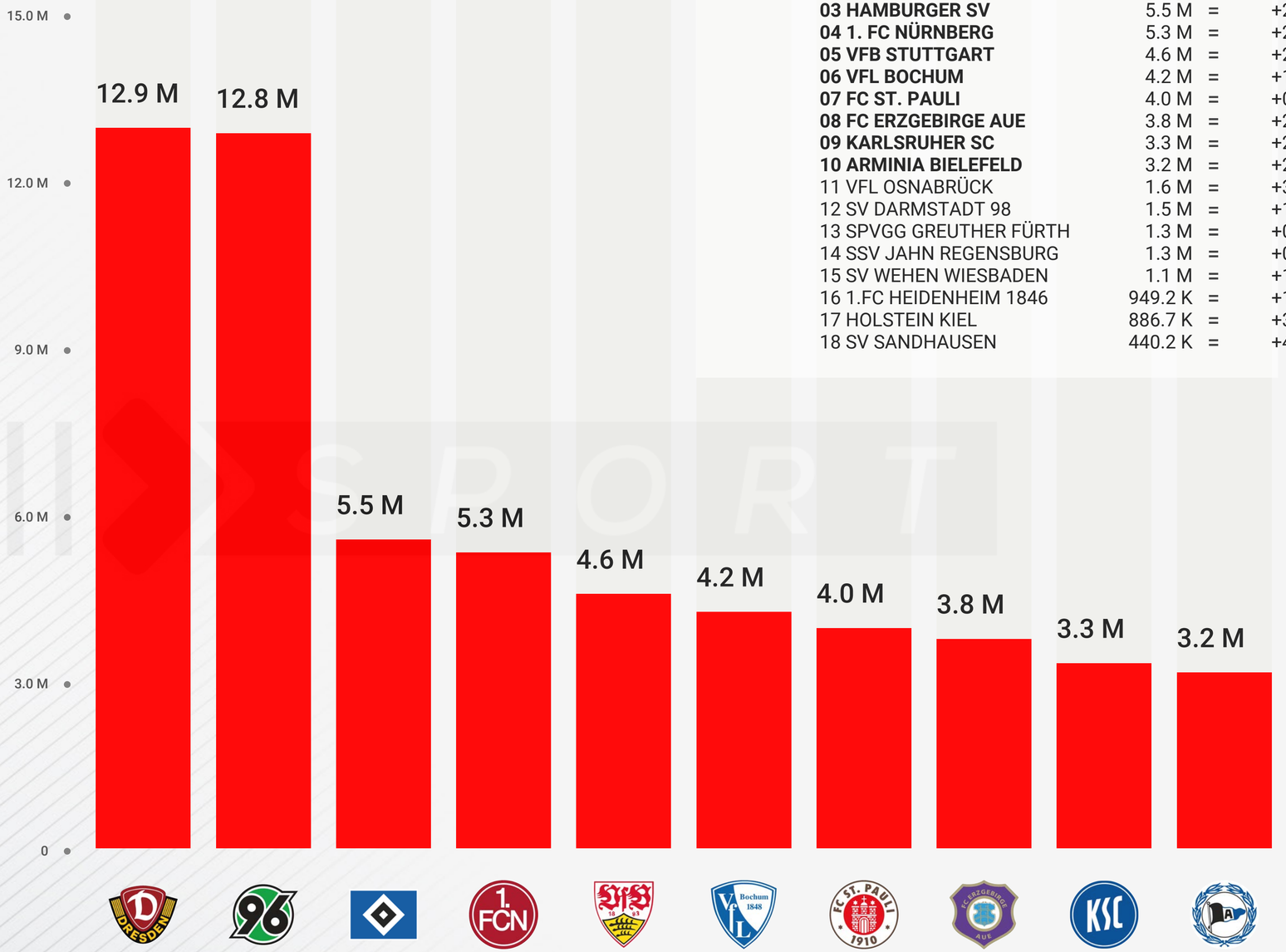
GERMANY YouTube Views

TOTAL VIEWS

68.8 M

BUNDESLIGA

Ranking of the **2.Bundesliga** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 SG DYNAMO DRESDEN	12.9 M	=	+2.43
02 HANNOVER 96	12.8 M	=	+2.60
03 HAMBURGER SV	5.5 M	=	+2.77
04 1. FC NÜRNBERG	5.3 M	=	+2.33
05 VFB STUTTGART	4.6 M	=	+2.11
06 VFL BOCHUM	4.2 M	=	+1.30
07 FC ST. PAULI	4.0 M	=	+0.37
08 FC ERZGEBIRGE AUE	3.8 M	=	+2.24
09 KARLSRUHER SC	3.3 M	=	+2.58
10 ARMINIA BIELEFELD	3.2 M	=	+2.00
11 VFL OSNABRÜCK	1.6 M	=	+3.52
12 SV DARMSTADT 98	1.5 M	=	+1.63
13 SPVGG GREUTHER FÜRTH	1.3 M	=	+0.71
14 SSV JAHN REGENSBURG	1.3 M	=	+0.79
15 SV WEHEN WIESBADEN	1.1 M	=	+1.97
16 1.FC HEIDENHEIM 1846	949.2 K	=	+1.58
17 HOLSTEIN KIEL	886.7 K	=	+3.48
18 SV SANDHAUSEN	440.2 K	=	+4.01

*[from November 15, 2019 to December 16, 2019]

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ITALY SnapShot / General YouTube Views



2	40	4.4 M	846.9 M
		+ 1.73%*	
COMPETITIONS	CLUBS	FANS	VIEWS
Total Competitions analyzed: Serie A and Lega B.	Total Serie A and Lega B football clubs analyzed.	Total YouTube Fans of the Serie A and Lega B football clubs analyzed.	Total YouTube Views of the Serie A and Lega B football clubs analyzed.

*[updated on December 16, 2019]

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ITALY SnapShot / First Division YouTube Views





20

CLUBS

Total Serie A football clubs analyzed.

4.3 M

+ 1.74%*

FANS

Total YouTube Fans of the Serie A football clubs analyzed.

823.9 M

VIEWS

Total YouTube Views of the Serie A football clubs analyzed.

*[updated on December 16, 2019]



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IQUII SPORT

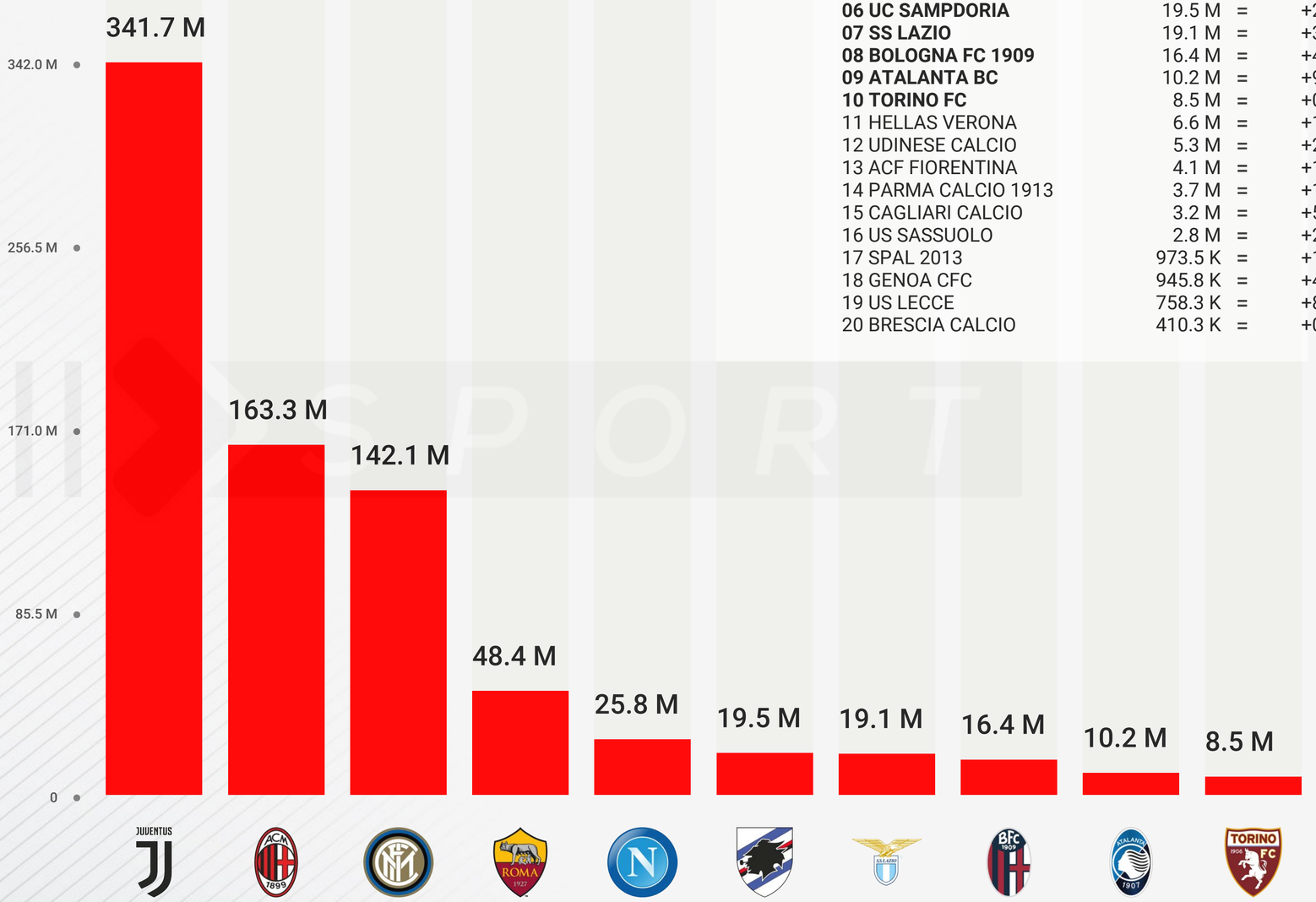
ITALY YouTube Views

TOTAL VIEWS

823.9 M

SERIE A TIM

Ranking of the **Serie A** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	341.7 M	=	+2.66
02 AC MILAN	163.3 M	=	+0.75
03 FC INTERNAZIONALE	142.1 M	=	+3.86
04 AS ROMA	48.4 M	=	+1.63
05 SSC NAPOLI	25.8 M	=	+4.70
06 UC SAMPDORIA	19.5 M	=	+2.98
07 SS LAZIO	19.1 M	=	+3.69
08 BOLOGNA FC 1909	16.4 M	=	+4.40
09 ATALANTA BC	10.2 M	=	+9.33
10 TORINO FC	8.5 M	=	+0.76
11 HELLAS VERONA	6.6 M	=	+1.27
12 UDINESE CALCIO	5.3 M	=	+2.07
13 ACF FIORENTINA	4.1 M	=	+1.56
14 PARMA CALCIO 1913	3.7 M	=	+1.47
15 CAGLIARI CALCIO	3.2 M	=	+5.12
16 US SASSUOLO	2.8 M	=	+2.75
17 SPAL 2013	973.5 K	=	+1.32
18 GENOA CFC	945.8 K	=	+4.08
19 US LECCE	758.3 K	=	+8.06
20 BRESCIA CALCIO	410.3 K	=	+0.71

*[from November 15, 2019 to December 16, 2019]

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ITALY SnapShot / Second Division YouTube Views



20

CLUBS

Total Lega B football clubs analyzed.

61 K

+ 1.45%*

FANS

Total YouTube Fans of the Lega B football clubs analyzed.

23.0 M

VIEWS

Total YouTube Views of the Lega B football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

ITALY YouTube Views

TOTAL VIEWS

23.0 M

Serie BKT

Ranking of the **Lega B** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 TRAPANI CALCIO	3.9 M	=	+0.91
02 DELFINO PESCARA 1936	3.5 M	=	+0.84
03 AC CHIEVO VERONA	3.4 M	=	+1.33
04 FC CROTONE	3.3 M	=	+0.49
05 VIRTUS ENTELLA	1.4 M	=	+0.78
06 AC PISA 1909	1.4 M	=	+1.33
07 FROSINONE CALCIO	1.1 M	=	+0.97
08 AC PERUGIA CALCIO	912.7 K	=	+1.83
09 SPEZIA CALCIO	770.1 K	=	+0.83
10 US SALERNITANA 1919	724.2 K	=	+1.51
11 EMPOLI FC	473.5 K	=	+2.35
12 SS JUVE STABIA	383.3 K	=	+9.36
13 BENEVENTO CALCIO	339.8 K	▲ +1	+10.62
14 AS LIVORNO	334.1 K	▼ -1	+1.49
15 VENEZIA FC	303.5 K	=	+1.37
16 COSENZA CALCIO	283.3 K	=	+1.39
17 ASCOLI CALCIO 1898 FC	217.4 K	=	+1.77
18 US CREMONESE	109.6 K	▲ +1	+10.67
19 PORDENONE CALCIO	106.7 K	▼ -1	+2.41
20 AS CITTADELLA	612	=	+0.16

*[from November 15, 2019 to December 16, 2019]

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PORTUGAL SnapShot / General YouTube Views

2	36	393 K	77.9 M
		+ 1.02%*	
COMPETITIONS	CLUBS	FANS	VIEWS
Total Competitions analyzed: Primeira Liga and Segunda Liga.	Total Primeira Liga and Segunda Liga football clubs analyzed.	Total YouTube Fans of the Primeira Liga and Segunda Liga football clubs analyzed.	Total YouTube Views of the Primeira Liga and Segunda Liga football clubs analyzed.

*[updated on December 16, 2019]

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PORTUGAL SnapShot / First Division YouTube Views



18

CLUBS

Total Primeira Liga football clubs analyzed.

382 K

+ 0.99%*

FANS

Total YouTube Fans of the Primeira Liga football clubs analyzed.

74.3 M

VIEWS

Total YouTube Views of the Primeira Liga football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

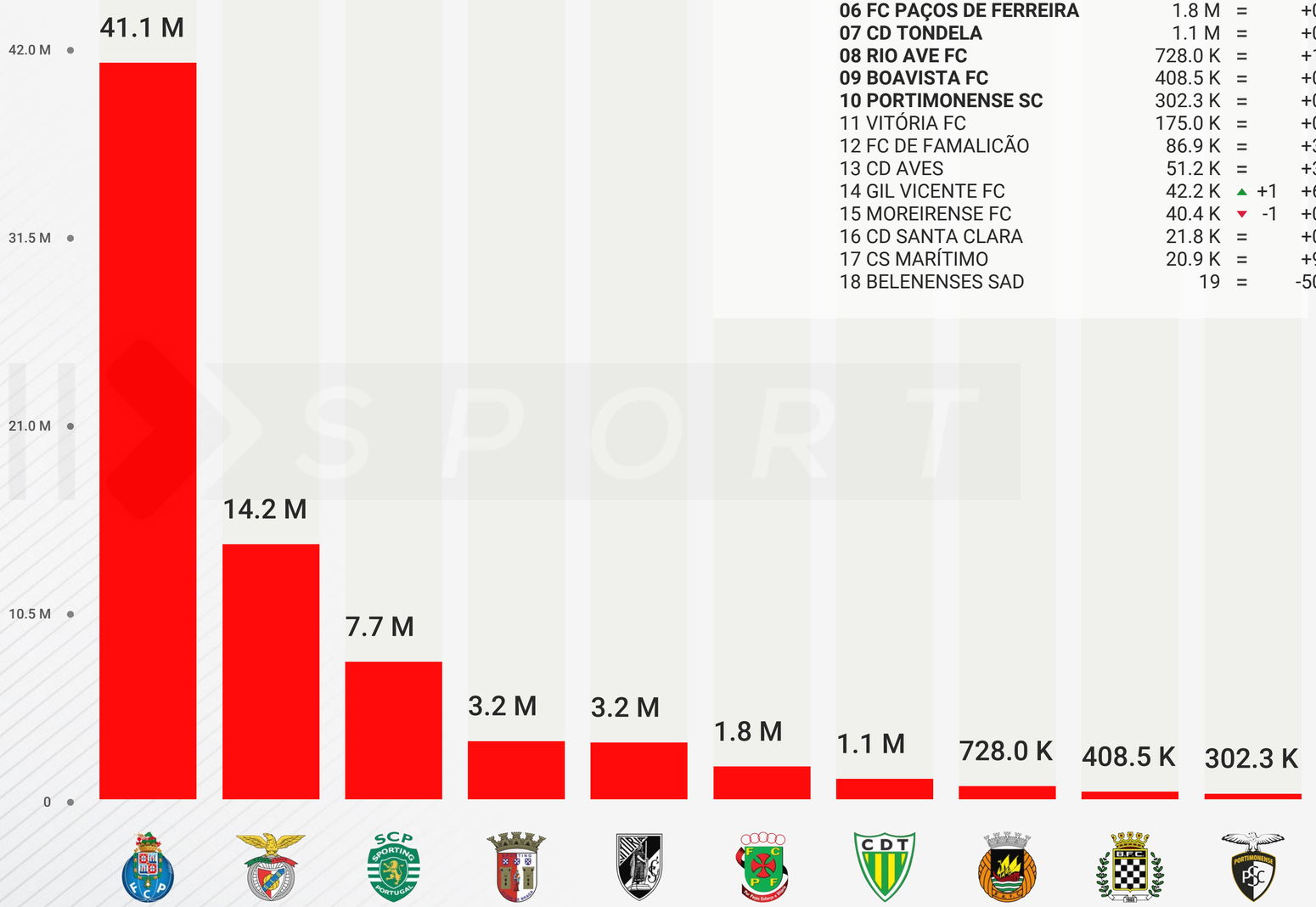
PORTUGAL YouTube Views

TOTAL VIEWS

74.3 M

LIGA NOS

Ranking of the **Primeira Liga** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 FC PORTO	41.1 M	=	+1.16
02 SL BENFICA	14.2 M	=	+4.33
03 SPORTING CP	7.7 M	=	+2.92
04 SC BRAGA	3.2 M	=	+0.48
05 VITÓRIA SC	3.2 M	=	+0.69
06 FC PAÇOS DE FERREIRA	1.8 M	=	+0.27
07 CD TONDELA	1.1 M	=	+0.32
08 RIO AVE FC	728.0 K	=	+1.13
09 BOAVISTA FC	408.5 K	=	+0.52
10 PORTIMONENSE SC	302.3 K	=	+0.08
11 VITÓRIA FC	175.0 K	=	+0.71
12 FC DE FAMALICÃO	86.9 K	=	+3.13
13 CD AVES	51.2 K	=	+3.83
14 GIL VICENTE FC	42.2 K	▲ +1	+6.32
15 MOREIRENSE FC	40.4 K	▼ -1	+0.70
16 CD SANTA CLARA	21.8 K	=	+0.40
17 CS MARÍTIMO	20.9 K	=	+9.02
18 BELENENSES SAD	19	=	-50.00

*[from November 15, 2019 to December 16, 2019]

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PORTUGAL SnapShot / Second Division YouTube Views



18

CLUBS

Total Segunda Liga football clubs analyzed.

11 K

+ 1.85%*

FANS

Total YouTube Fans of the Segunda Liga football clubs analyzed.

3.7 M

VIEWS

Total YouTube Views of the Segunda Liga football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

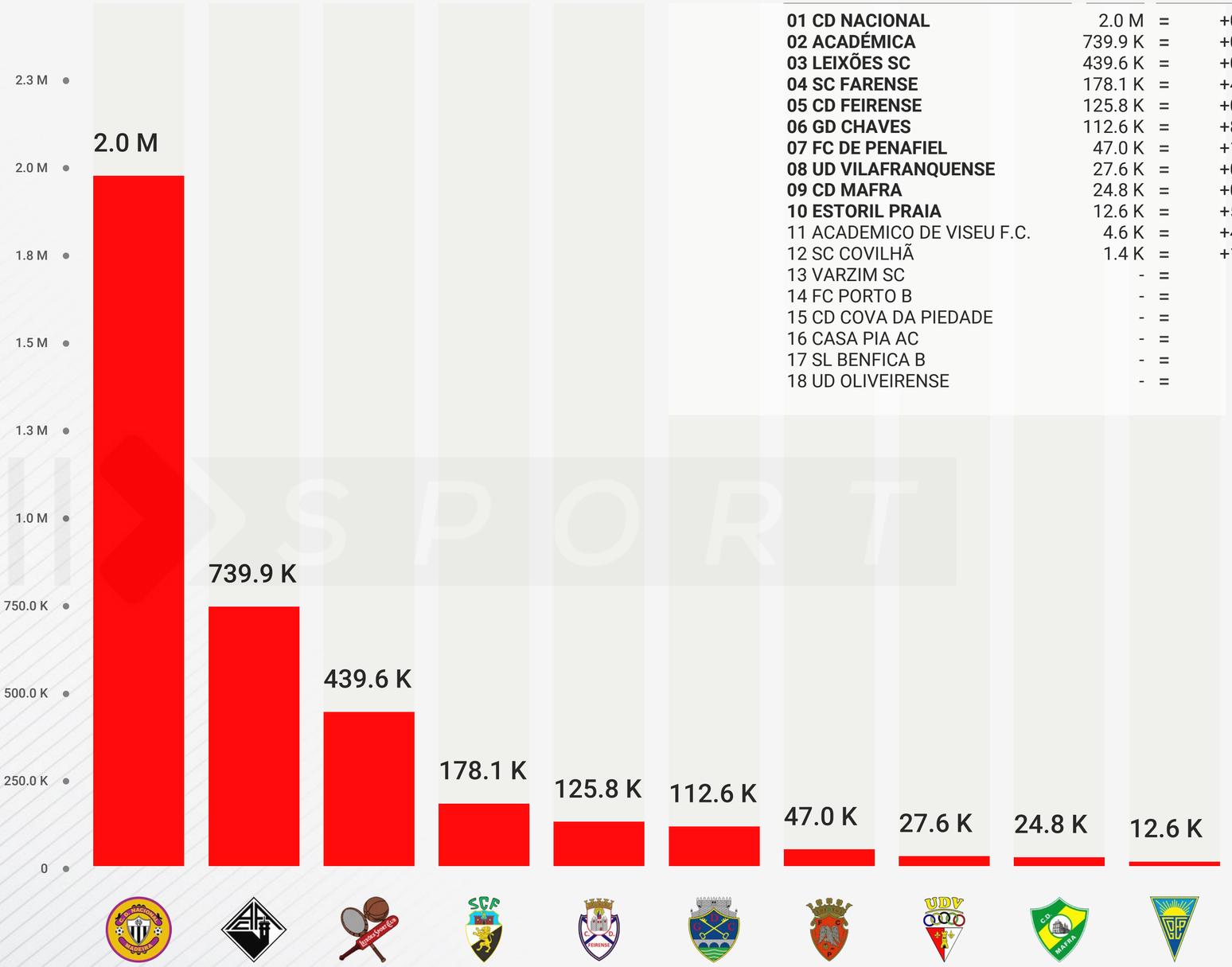
PORTUGAL YouTube Views

TOTAL VIEWS

3.7 M

LIGAPRO

Ranking of the **Segunda Liga** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 CD NACIONAL	2.0 M	=	+0.53
02 ACADÉMICA	739.9 K	=	+0.57
03 LEIXÕES SC	439.6 K	=	+0.23
04 SC FARENSE	178.1 K	=	+4.16
05 CD FEIRENSE	125.8 K	=	+0.31
06 GD CHAVES	112.6 K	=	+8.38
07 FC DE PENAFIEL	47.0 K	=	+1.02
08 UD VILAFRANQUENSE	27.6 K	=	+0.31
09 CD MAFRA	24.8 K	=	+0.91
10 ESTORIL PRAIA	12.6 K	=	+5.15
11 ACADEMICO DE VISEU F.C.	4.6 K	=	+4.37
12 SC COVILHÃ	1.4 K	=	+1.50
13 VARZIM SC	-	=	-
14 FC PORTO B	-	=	-
15 CD COVA DA PIEDADE	-	=	-
16 CASA PIA AC	-	=	-
17 SL BENFICA B	-	=	-
18 UD OLIVEIRENSE	-	=	-

*[from November 15, 2019 to December 16, 2019]

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SPAIN SnapShot / General YouTube Views

2	42	15.2 M	2.0 B
		+ 2.34%*	
COMPETITIONS	CLUBS	FANS	VIEWS
Total Competitions analyzed: LaLiga and LaLiga 2.	Total LaLiga and LaLiga 2 football clubs analyzed.	Total YouTube Fans of the LaLiga and LaLiga 2 football clubs analyzed.	Total YouTube Views of the LaLiga and LaLiga 2 football clubs analyzed.

*[updated on December 16, 2019]

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SPAIN SnapShot / First Division YouTube Views



20

CLUBS

Total LaLiga football clubs analyzed.

14.8 M

+ 2.36%*

FANS

Total YouTube Fans of the LaLiga football clubs analyzed.

1.9 B

VIEWS

Total YouTube Views of the LaLiga football clubs analyzed.

*[updated on December 16, 2019]

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SPAIN YouTube Views

TOTAL VIEWS

1.9 B

LaLiga Santander

Ranking of the **LaLiga** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 FC BARCELONA	1.1 B	=	+4.95
02 REAL MADRID CF	559.5 M	=	+1.32
03 REAL BETIS BALOMPIÉ	100.7 M	=	+3.34
04 FC SEVILLA	26.5 M	=	+2.85
05 VALENCIA CF	24.3 M	=	+1.70
06 ATLÉTICO DE MADRID	23.0 M	=	+1.42
07 ATHLETIC CLUB	16.6 M	=	+2.46
08 REAL SOCIEDAD	11.6 M	=	+3.15
09 VILLARREAL CF	9.4 M	=	+1.22
10 RCD ESPANYOL B.	7.3 M	=	+1.14
11 LEVANTE UD	6.8 M	=	+0.61
12 CELTA DE VIGO	3.1 M	=	+1.46
13 CA OSASUNA	2.9 M	=	+4.56
14 DEPORTIVO ALAVÉS	2.6 M	=	+1.08
15 RCD MALLORCA	1.8 M	▲ +1	+15.84
16 CD LEGANÉS	1.7 M	▼ -1	+2.86
17 REAL VALLADOLID CF	1.4 M	=	+4.18
18 GETAFE CF	782.5 K	=	+2.14
19 SD EIBAR	776.6 K	=	+1.91
20 GRANADA CF	633.3 K	=	+3.01

*[from November 15, 2019 to December 16, 2019]

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SPAIN SnapShot / Second Division YouTube Views



22

CLUBS

Total LaLiga2 football clubs analyzed.

412 K

+ 1.54%*

FANS

Total YouTube Fans of the LaLiga2 football clubs analyzed.

51.5 M

VIEWS

Total YouTube Views of the LaLiga2 football clubs analyzed.

*[updated on December 16, 2019]

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IQUII SPORT

SPAIN YouTube Views

TOTAL VIEWS

51.5 M

LaLiga SmartBank

Ranking of the **LaLiga 2** football clubs considering the YouTube views.



CLUBS	FANS		% VAR*
01 MÁLAGA CF	12.2 M	=	+0.96
02 DEPORTIVO DE LA CORUÑA	7.7 M	=	+1.03
03 REAL ZARAGOZA	5.4 M	=	+2.12
04 UD ALMERÍA	3.9 M	=	+1.27
05 REAL SPORTING DE GIJÓN	3.3 M	▲ +1	+3.08
06 CÁDIZ CF	3.3 M	▼ -1	+2.33
07 REAL OVIEDO SAD	3.3 M	=	+1.85
08 RAYO VALLECANO DE M.	3.0 M	=	+0.79
09 UD LAS PALMAS	1.7 M	=	+2.98
10 RACING SANTANDER	1.5 M	=	+1.47
11 EXTREMADURA UD	1.1 M	=	+1.59
12 GIRONA FC	968.1 K	=	+1.71
13 ELCHE CF	932.7 K	=	+1.23
14 CLUB DEPORTIVO LUGO	570.0 K	=	+1.74
15 CD TENERIFE SAD	559.6 K	=	+6.35
16 CF FUENLABRADA	469.7 K	=	+2.07
17 SD HUESCA	420.7 K	=	+3.07
18 AD ALCORCÓN	337.8 K	=	+1.18
19 ALBACETE BALOMPIÉ	332.8 K	=	+0.90
20 CD MIRANDÉS	270.0 K	=	+1.50
21 CD NUMANCIA DE SORIA	238.5 K	=	+2.28
22 SD PONFERRADINA	-	=	-

*[from November 15, 2019 to December 16, 2019]

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EUROPE SnapShot / Official Apps*



6

COUNTRIES

Total COUNTRIES analyzed: England, France, Germany, Italy, Portugal, Spain.

116

CLUBS

Total FOOTBALL CLUBS analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga.

84

iOS

Total iOS Official Apps analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga.

84

ANDROID

Total Android Official Apps analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga.

*From November 15, 2019 to December 16, 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.

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IQUII SPORT

PREMIER LEAGUE

CLUBS

20

Premier League

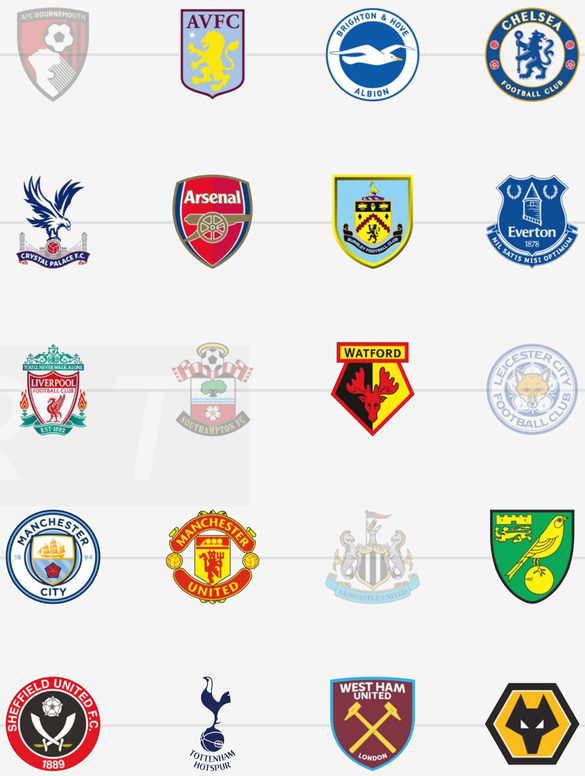
Overview of the Official Apps of the football clubs playing in **Premier League.**

IOS



16

ANDROID



16

CLUBS

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

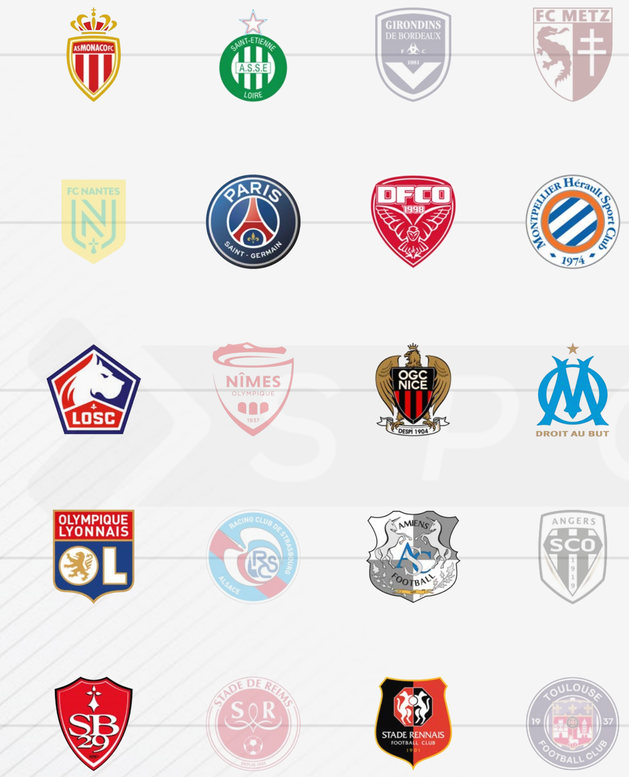
LIGUE 1

CLUBS

20

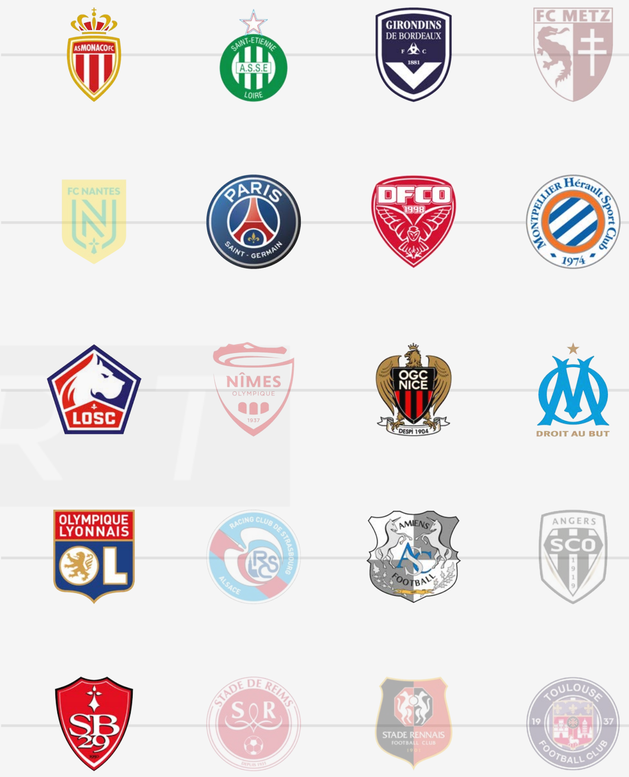
Overview of the Official Apps of the football clubs playing in **Ligue 1.**

IOS



12

ANDROID



12

CLUBS

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

1.BUNDESLIGA

CLUBS

18

BUNDESLIGA

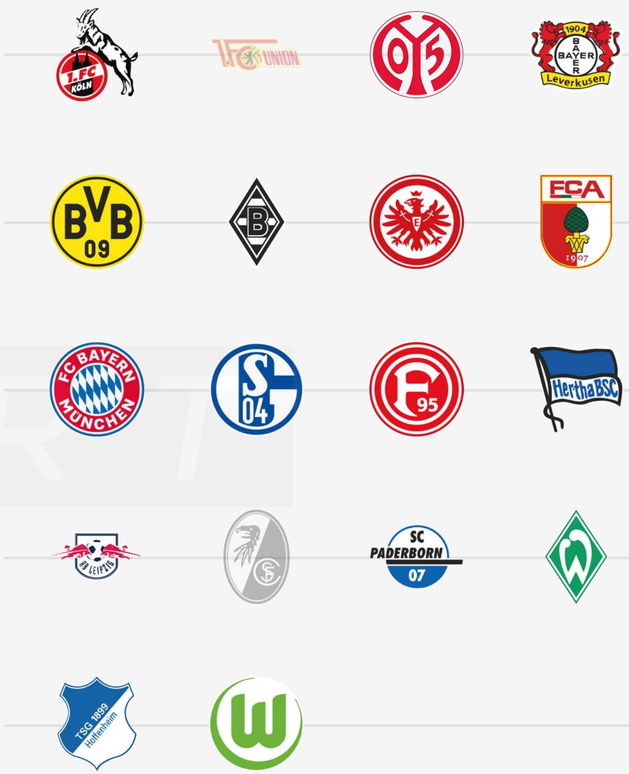
Overview of the Official Apps of the football clubs playing in **1.Bundesliga.**

IOS



17

ANDROID



16

CLUBS

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

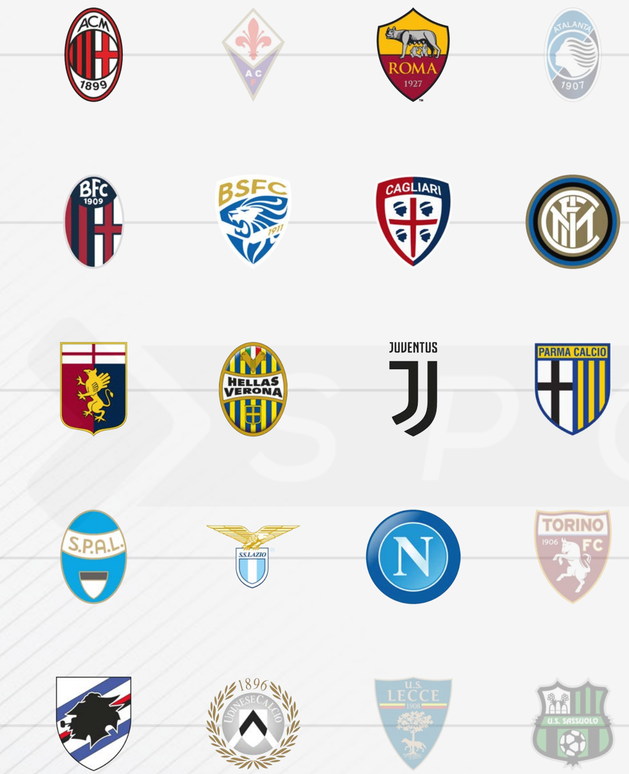
SERIE A

CLUBS

20

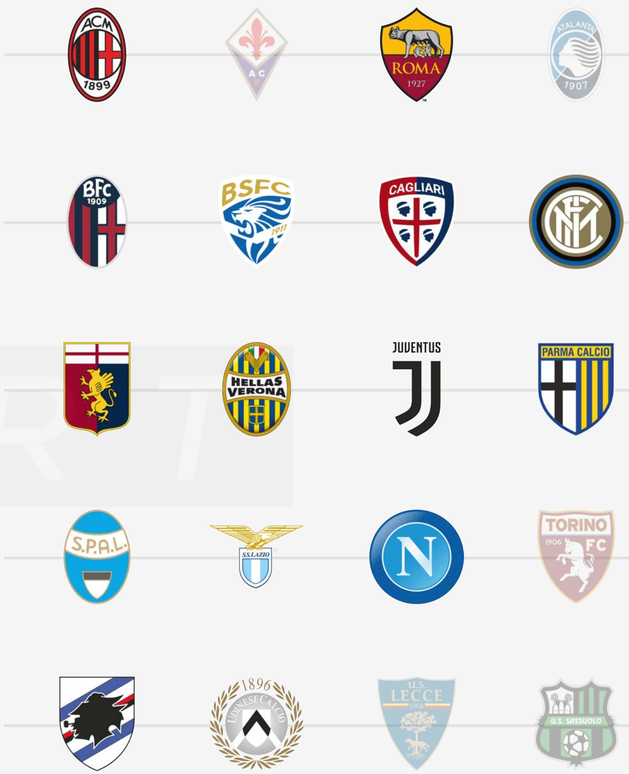
Overview of the Official Apps of the football clubs playing in **Serie A.**

IOS



15 CLUBS

ANDROID



15

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IQUII SPORT

PRIMEIRA LIGA

CLUBS
18

LIGA NOS

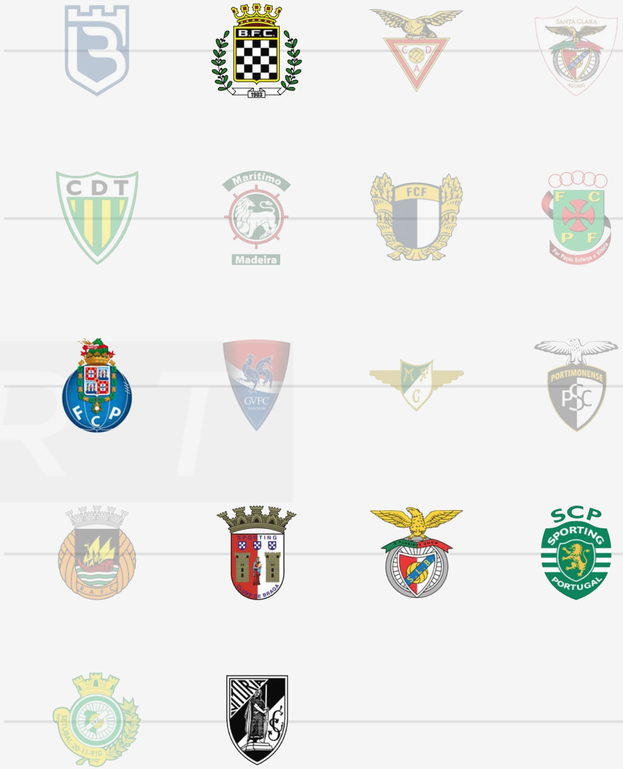
Overview of the Official Apps of the football clubs playing in **Primeira Liga.**

IOS



6

ANDROID



6

CLUBS

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

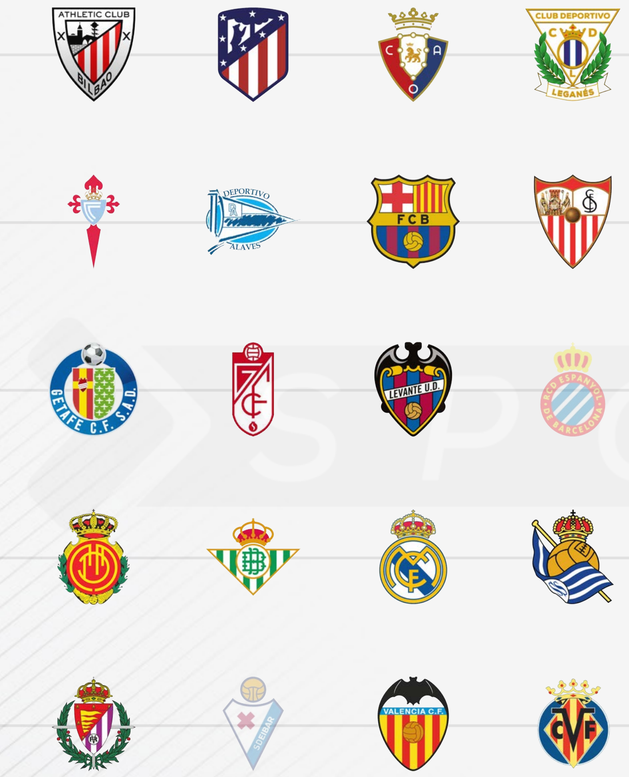
LALIGA

CLUBS

20

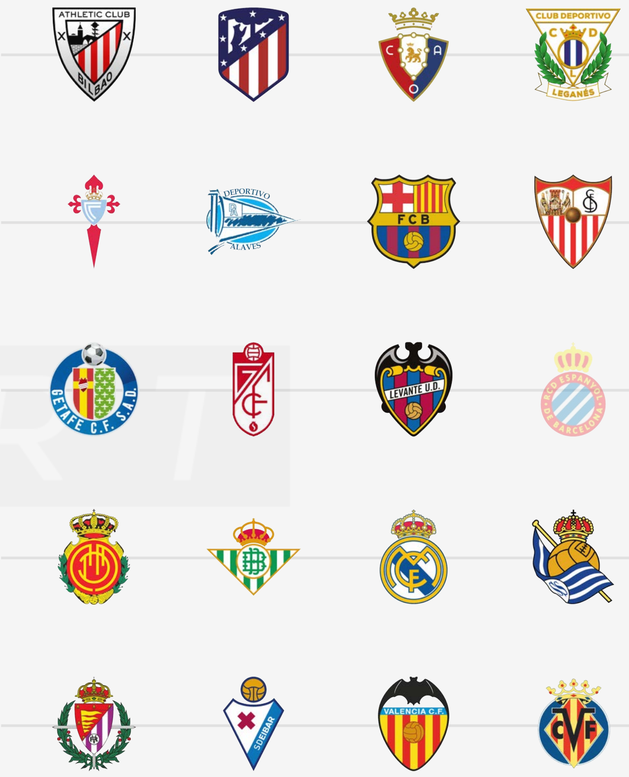
Overview of the Official Apps of the football clubs playing in **LaLiga.**

IOS



18

ANDROID



19

CLUBS

*[from November 15, 2019 to December 16, 2019]

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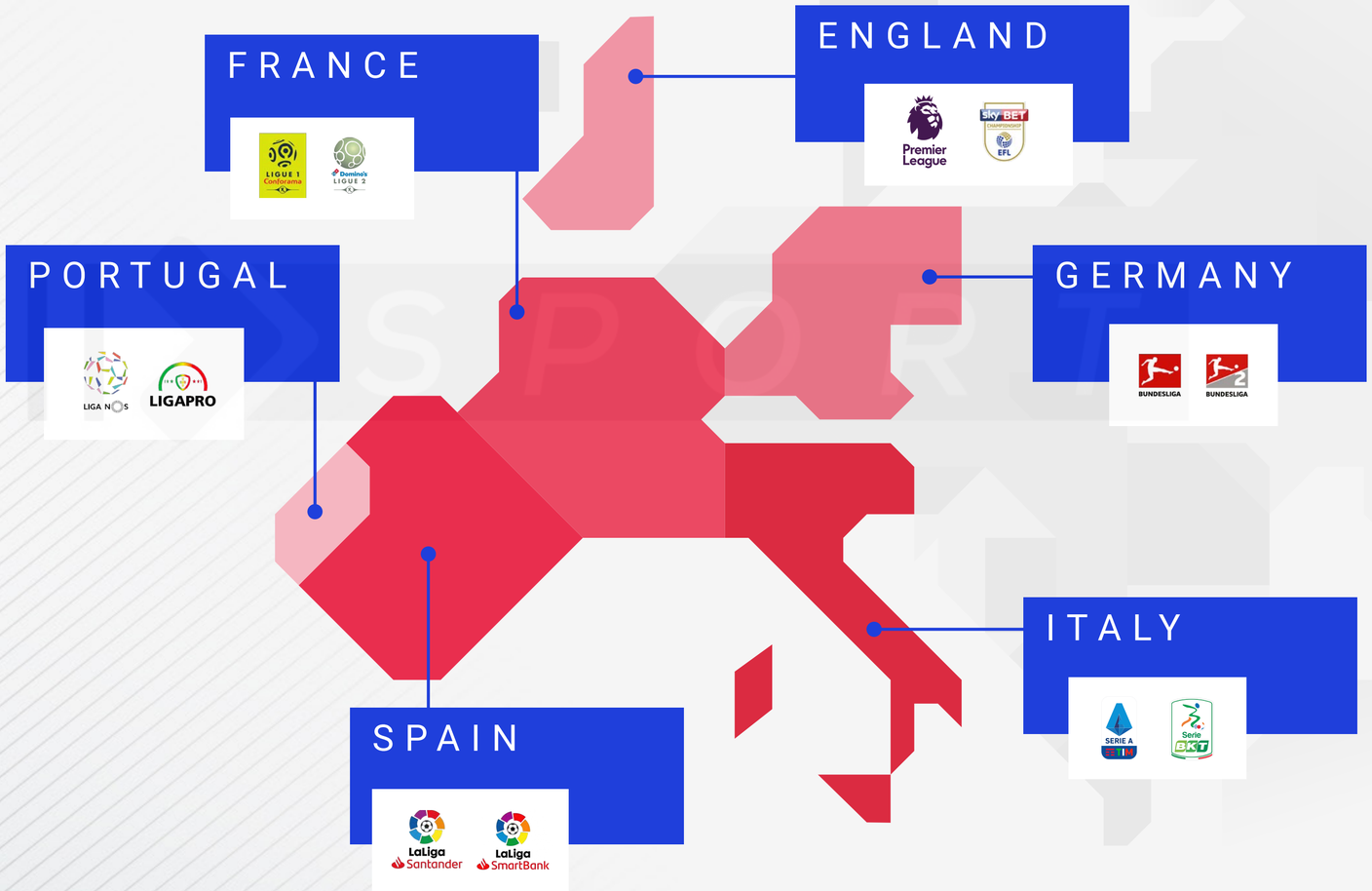
Countries included in the leagues' analysis

EUROPE

- ENGLAND
- FRANCE
- GERMANY
- ITALY
- PORTUGAL
- SPAIN



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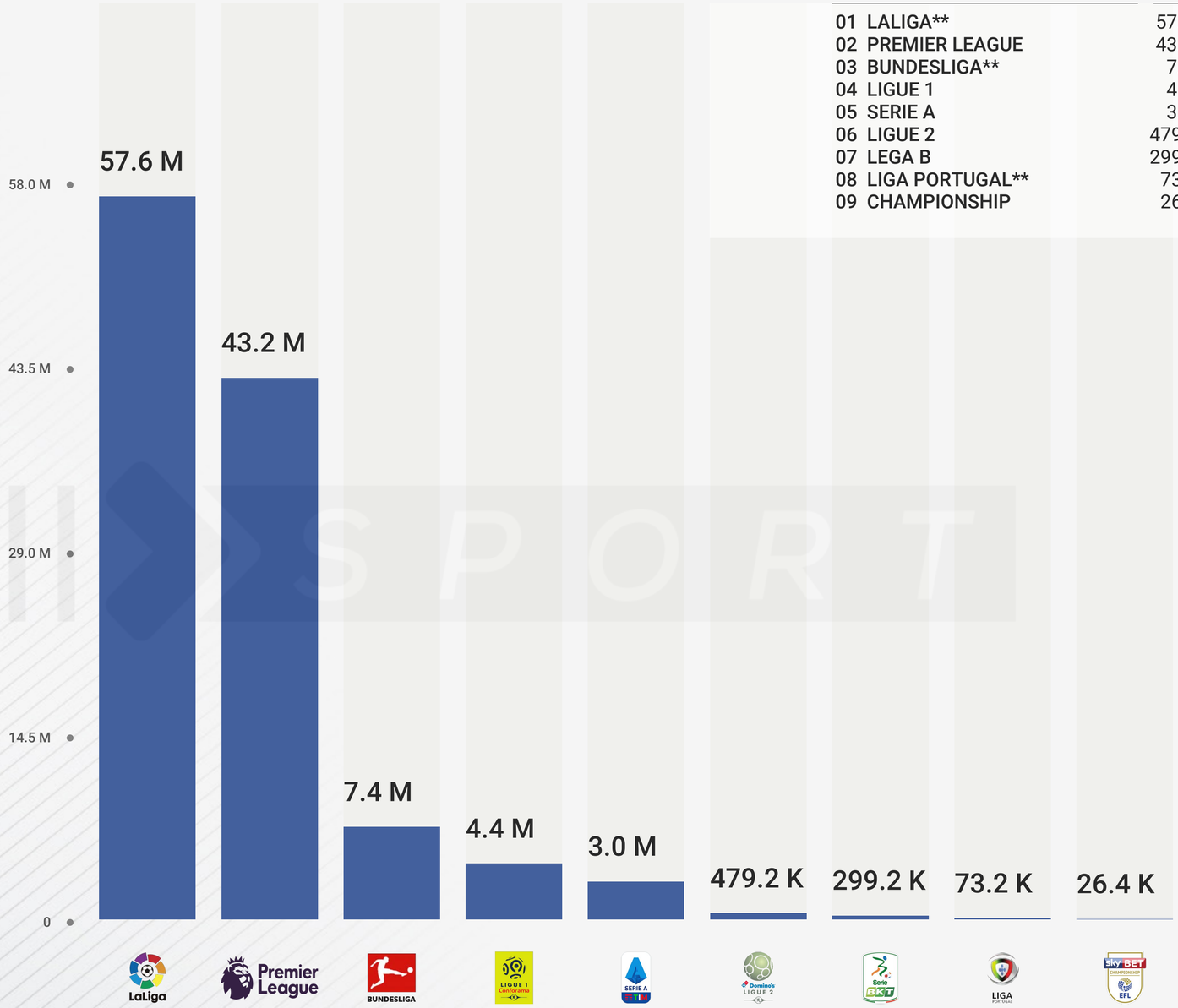
LEAGUES Facebook

TOTAL FANBASE

116.5 M

Ranking of the **European Leagues** on Facebook.

LEAGUES	FANS		% VAR*
01 LALIGA**	57.6 M	=	+1.36
02 PREMIER LEAGUE	43.2 M	=	+0.12
03 BUNDESLIGA**	7.4 M	=	+0.13
04 LIGUE 1	4.4 M	=	+3.53
05 SERIE A	3.0 M	=	+0.61
06 LIGUE 2	479.2 K	=	-0.04
07 LEGA B	299.2 K	=	+0.02
08 LIGA PORTUGAL**	73.2 K	=	+2.28
09 CHAMPIONSHIP	26.4 K	=	+0.05



*[from November 15, 2019 to December 16, 2019]
**The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

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LEAGUES Twitter

TOTAL FANBASE

29.0 M

Ranking of the **European Leagues** on Twitter.



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	20.9 M	=	+0.96
02 LALIGA**	4.7 M	=	+1.13
03 BUNDESLIGA**	2.2 M	=	+0.13
04 LIGUE 1	428.4 K	=	+4.65
05 LIGA PORTUGAL**	364.1 K	=	+0.53
06 CHAMPIONSHIP	268.3 K	=	+1.31
07 SERIE A	124.5 K	=	+3.66
08 LIGUE 2	86.3 K	=	+1.68
09 LEGA B	41.5 K	=	+0.65

*[from November 15, 2019 to December 16, 2019]
**The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

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LEAGUES Twitter global

TOTAL FANBASE

31.8 M

Ranking of the **European Leagues** on Twitter, considering both local and international accounts.



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	21.0 M	=	+0.96
02 LALIGA**	5.8 M	=	+2.00
03 BUNDESLIGA**	3.1 M	=	+0.28
04 LIGUE 1	965.9 K	=	+3.55
05 LIGA PORTUGAL**	364.1 K	=	+0.53
06 CHAMPIONSHIP	268.3 K	=	+1.31
07 SERIE A	124.5 K	=	+3.66
08 LIGUE 2	86.3 K	=	+1.68
09 LEGA B	41.5 K	=	+0.65

*[from November 15, 2019 to December 16, 2019]
**The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

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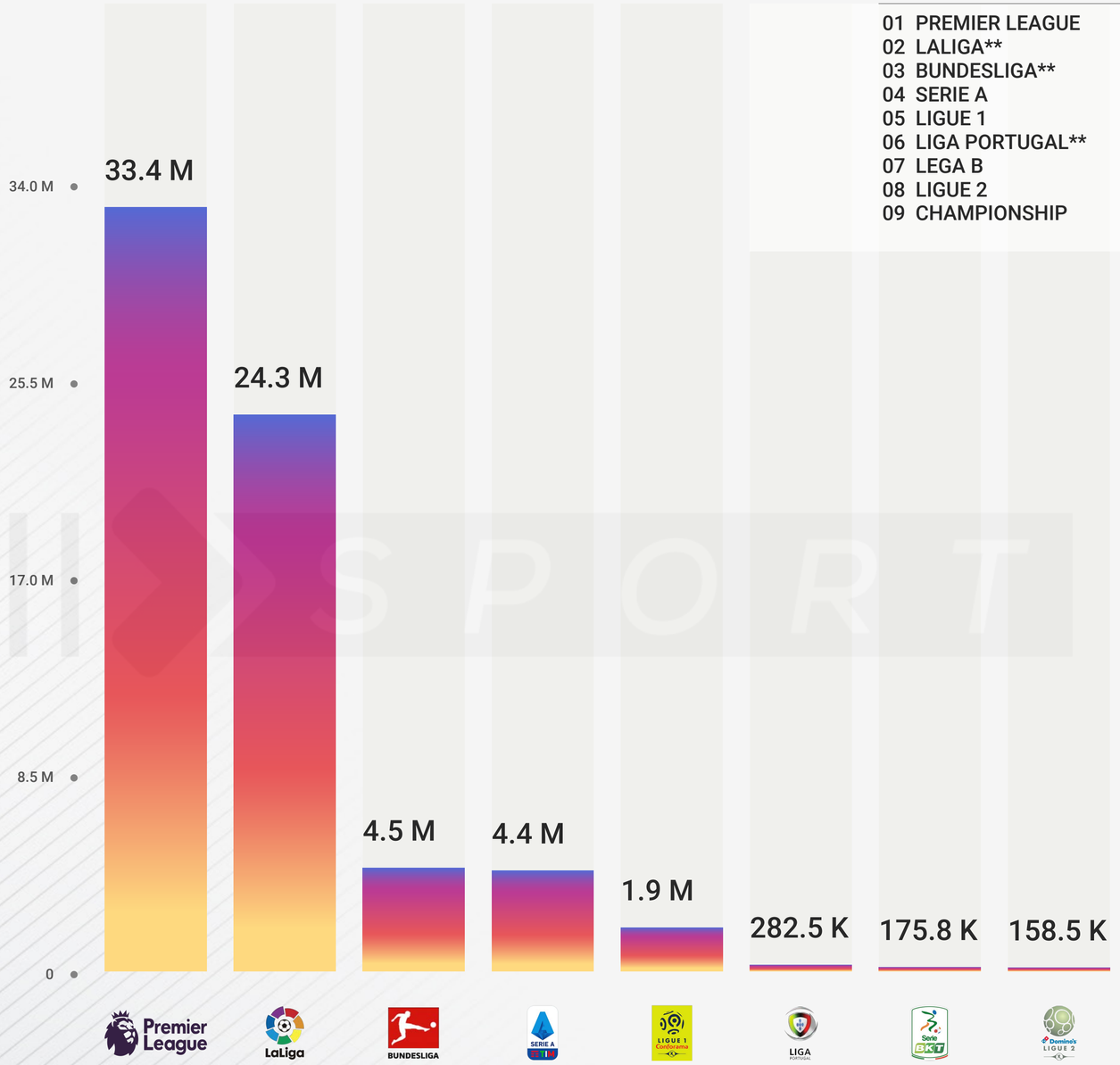
LEAGUES Instagram

TOTAL FANBASE

69.2 M

Ranking of the **European Leagues** on Instagram.



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	33.4 M	=	+2.71
02 LALIGA**	24.3 M	=	+3.28
03 BUNDESLIGA**	4.5 M	=	+3.66
04 SERIE A	4.4 M	=	+2.58
05 LIGUE 1	1.9 M	=	+3.11
06 LIGA PORTUGAL**	282.5 K	=	+5.28
07 LEGA B	175.8 K	=	+2.59
08 LIGUE 2	158.5 K	=	+2.72
09 CHAMPIONSHIP	-	=	-

*[from November 15, 2019 to December 16, 2019]
**The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

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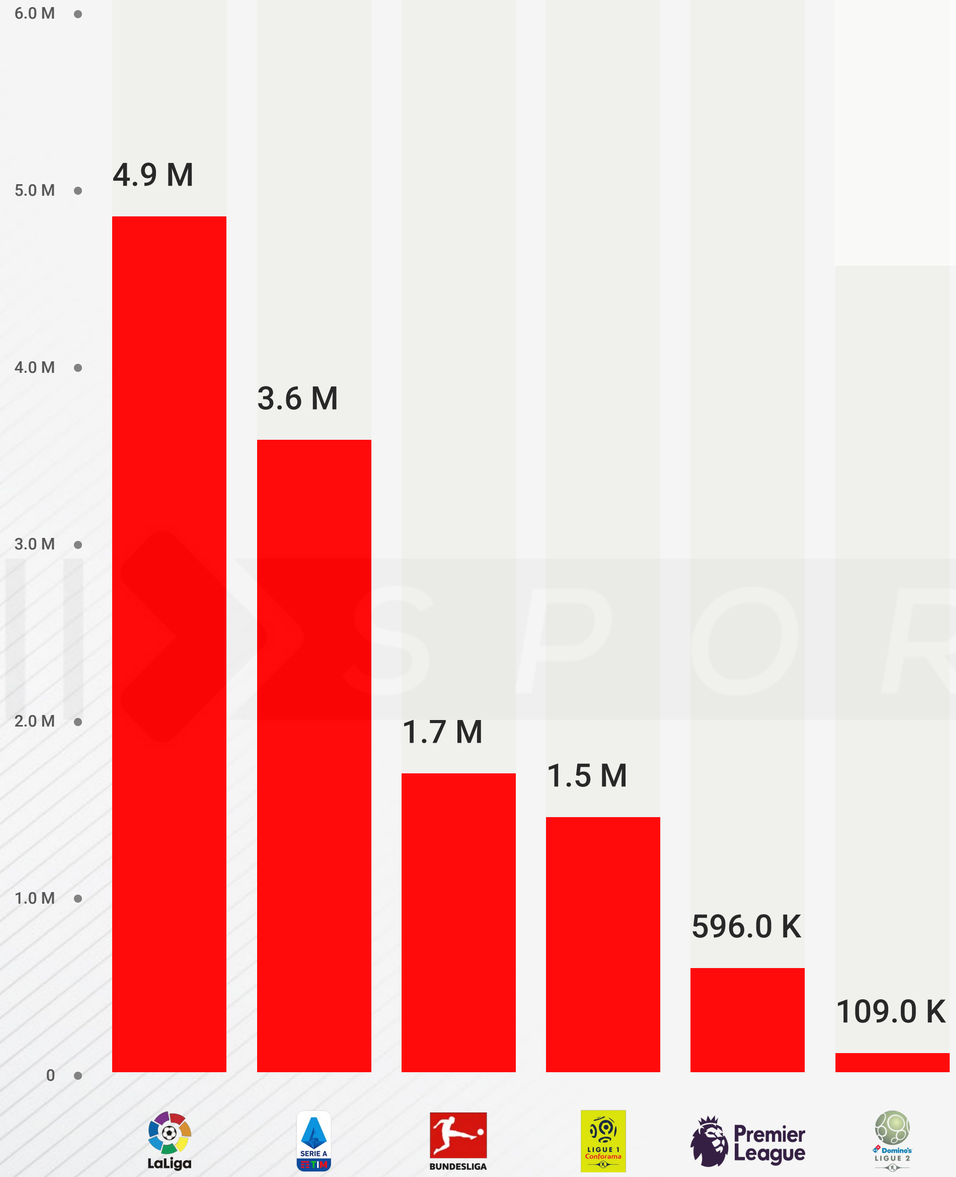
LEAGUES YouTube

TOTAL FANBASE

12.4 M

Ranking of the **European Leagues** on YouTube.



LEAGUES	FANS		% VAR*
01 LALIGA**	4.9 M	=	+2.51
02 SERIE A	3.6 M	=	+2.84
03 BUNDESLIGA**	1.7 M	=	+0.59
04 LIGUE 1	1.5 M	=	+2.10
05 PREMIER LEAGUE	596.0 K	=	+17.09
06 LIGUE 2	109.0 K	=	+0.93
07 CHAMPIONSHIP	-	=	-
08 LEGA B	n/a	=	n/a
09 LIGA PORTUGAL**	n/a	=	n/a

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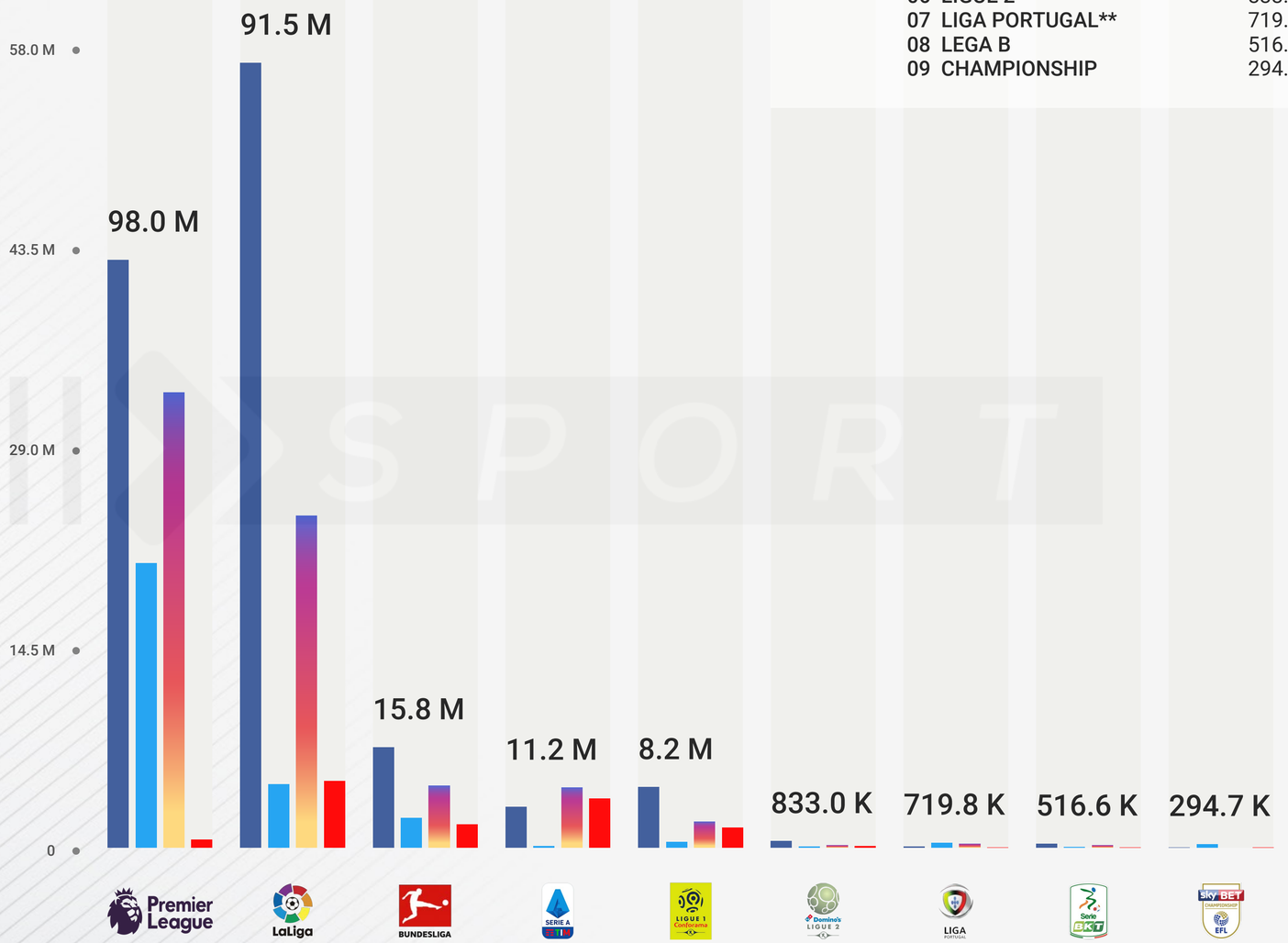
LEAGUES Social

TOTAL FANBASE

227.1 M

Ranking of the **European Leagues** based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	98.0 M	=	+1.26
02 LALIGA**	91.5 M	=	+1.91
03 BUNDESLIGA**	15.8 M	=	+1.17
04 SERIE A	11.2 M	=	+2.14
05 LIGUE 1	8.2 M	=	+3.23
06 LIGUE 2	833.0 K	=	+0.78
07 LIGA PORTUGAL**	719.8 K	=	+2.52
08 LEGA B	516.6 K	=	+0.93
09 CHAMPIONSHIP	294.7 K	=	+1.20



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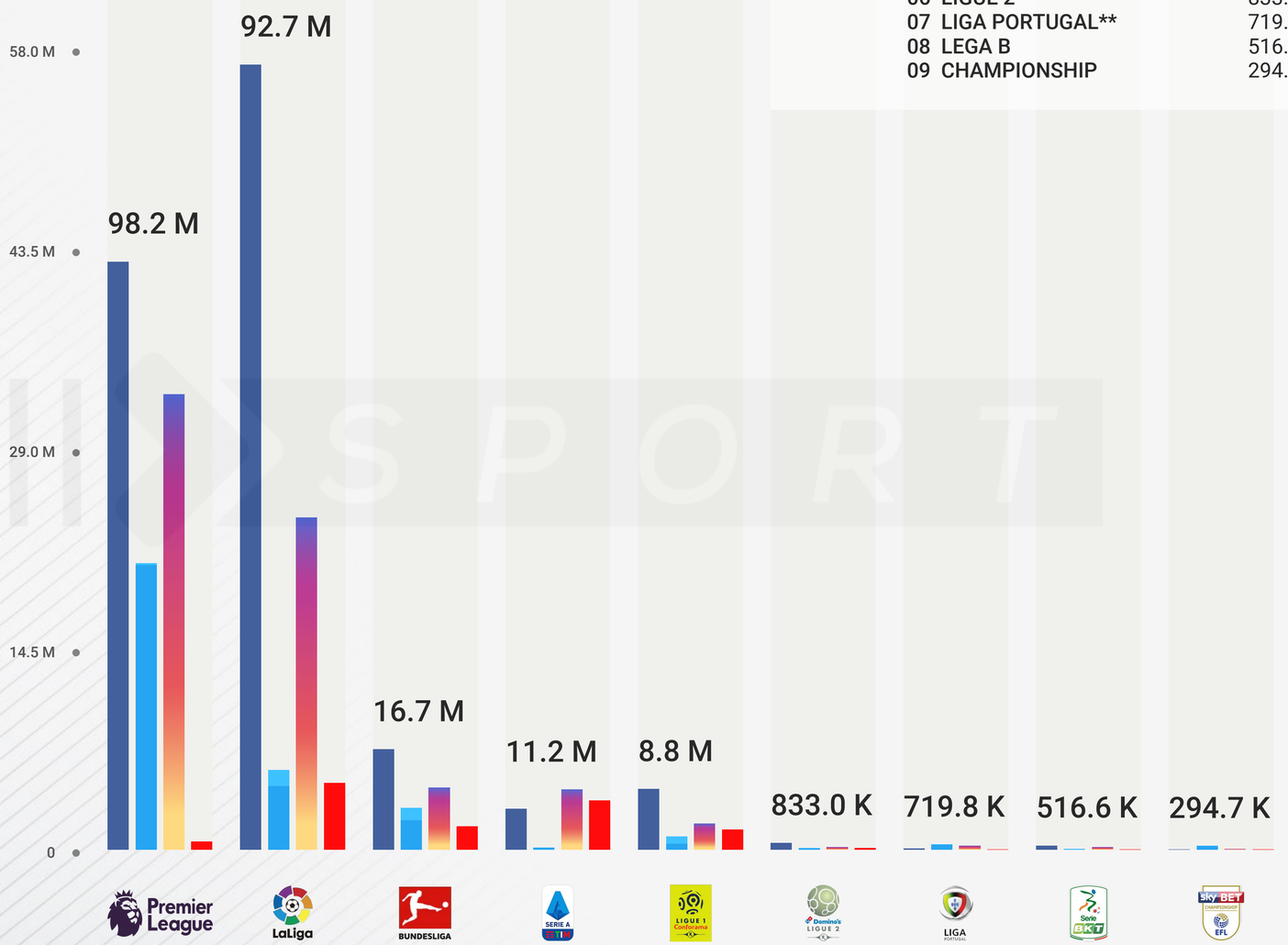
LEAGUES Social

(Twitter global)

TOTAL FANBASE

229.8 M

Ranking of the **European Leagues** based on the aggregate Facebook, Twitter Global, Instagram, YouTube fanbases.



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	98.2 M	=	+1.26
02 LALIGA**	92.7 M	=	+1.96
03 BUNDESLIGA**	16.7 M	=	+1.14
04 SERIE A	11.2 M	=	+2.14
05 LIGUE 1	8.8 M	=	+3.20
06 LIGUE 2	833.0 K	=	+0.78
07 LIGA PORTUGAL**	719.8 K	=	+2.52
08 LEGA B	516.6 K	=	+0.93
09 CHAMPIONSHIP	294.7 K	=	+1.20

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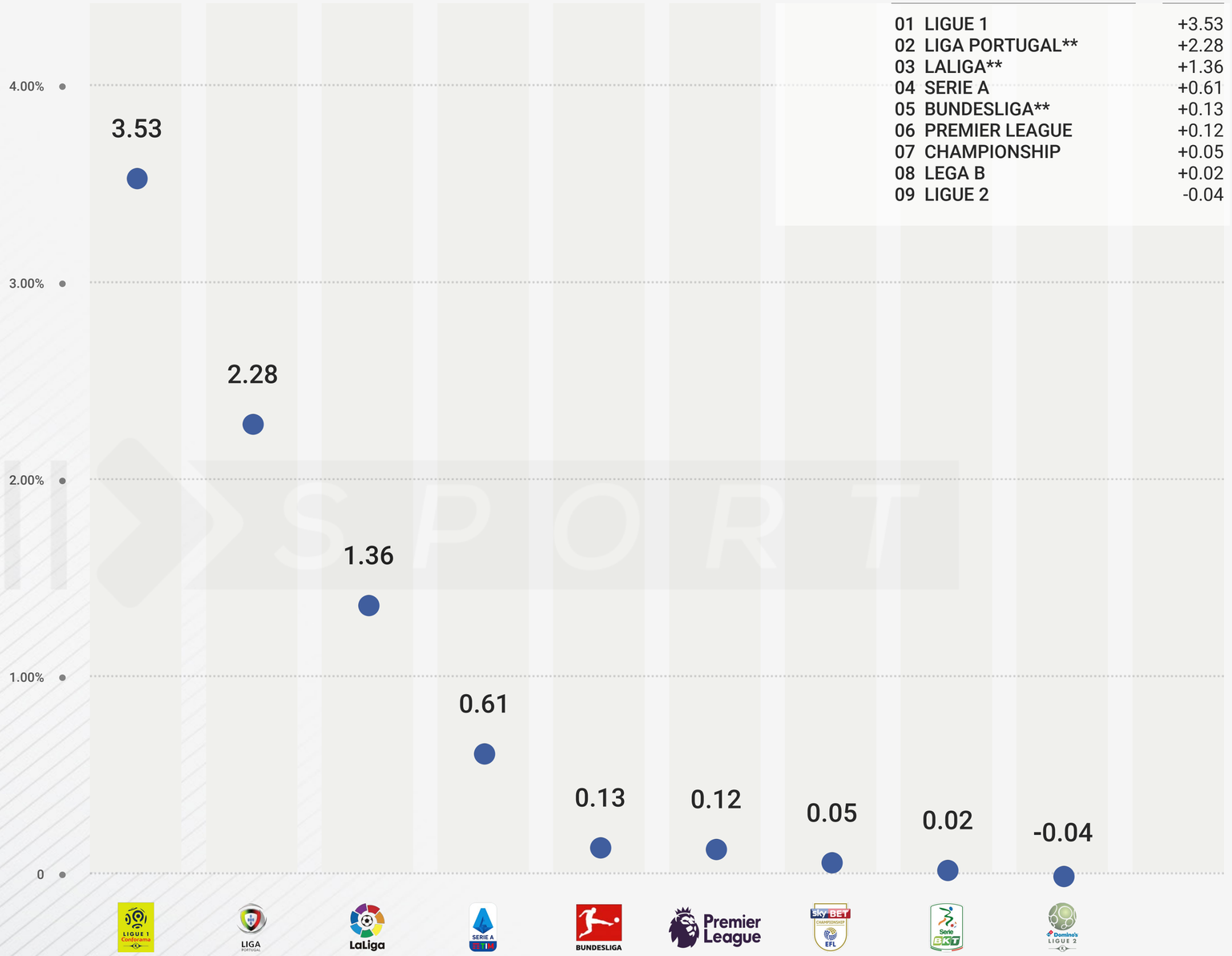
LEAGUES Facebook

EUROPEAN TOP20

Ranking of the most grown up
European football leagues
on Facebook.



CLUBS	% VAR*
01 LIGUE 1	+3.53
02 LIGA PORTUGAL**	+2.28
03 LALIGA**	+1.36
04 SERIE A	+0.61
05 BUNDESLIGA**	+0.13
06 PREMIER LEAGUE	+0.12
07 CHAMPIONSHIP	+0.05
08 LEGA B	+0.02
09 LIGUE 2	-0.04

*[from November 15, 2019 to December 16, 2019]
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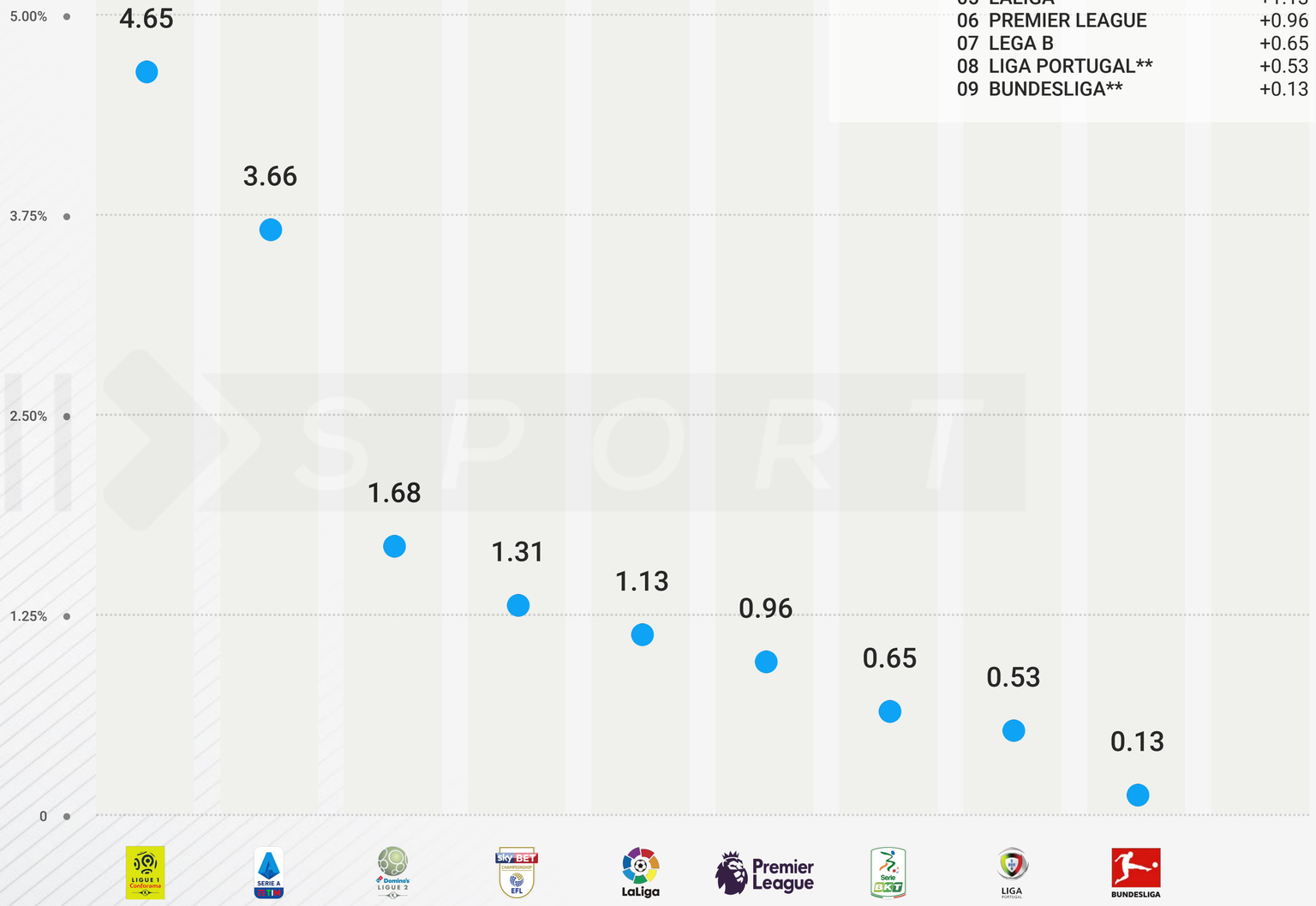
LEAGUES Twitter



Ranking of the most grown up **European football leagues** on Twitter.

CLUBS	% VAR*
01 LIGUE 1	+4.65
02 SERIE A	+3.66
03 LIGUE 2	+1.68
04 CHAMPIONSHIP	+1.31
05 LALIGA**	+1.13
06 PREMIER LEAGUE	+0.96
07 LEGA B	+0.65
08 LIGA PORTUGAL**	+0.53
09 BUNDESLIGA**	+0.13



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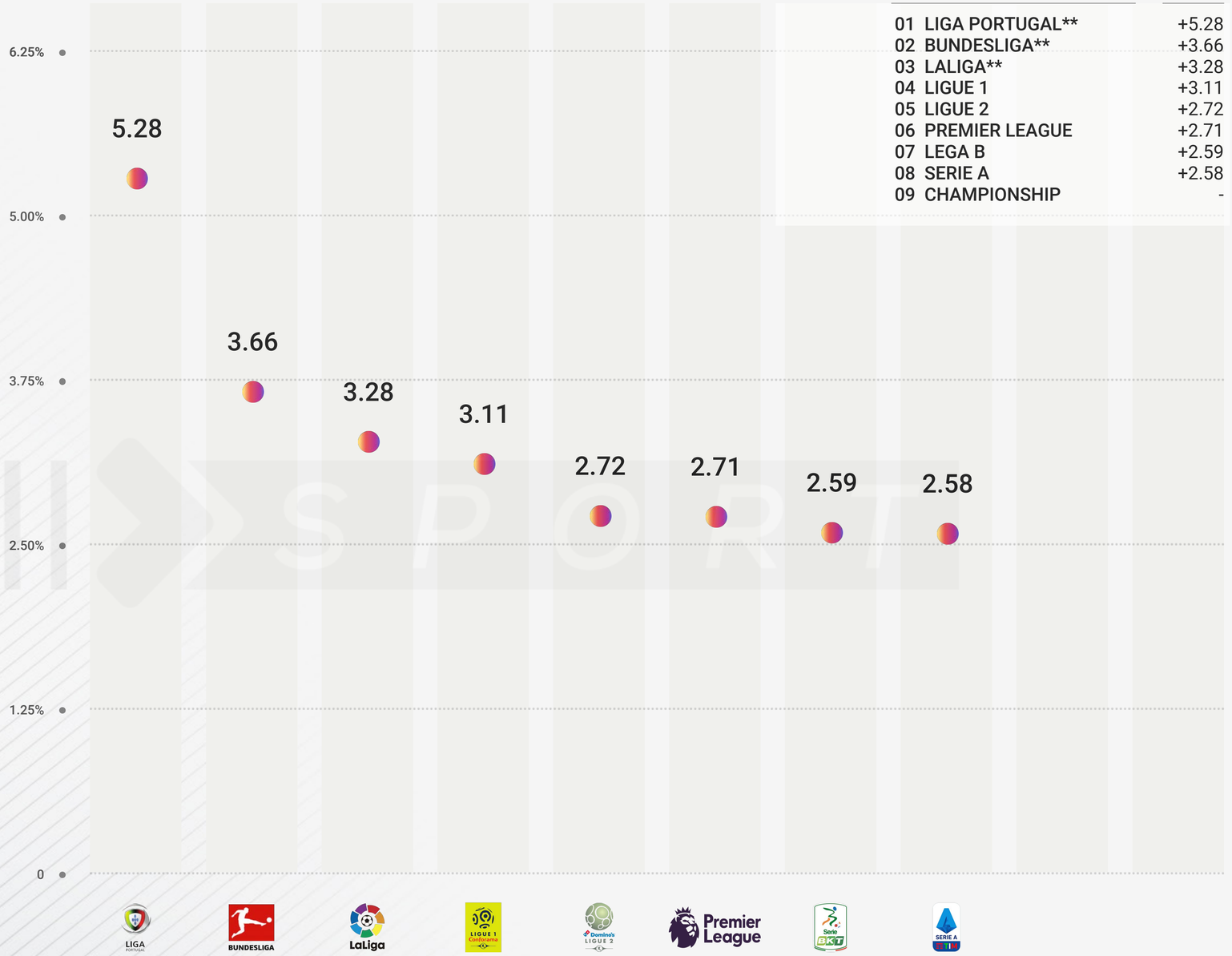
IQUII SPORT

LEAGUES Instagram



Ranking of the most grown up
European football leagues
on Instagram.



CLUBS	% VAR*
01 LIGA PORTUGAL**	+5.28
02 BUNDESLIGA**	+3.66
03 LALIGA**	+3.28
04 LIGUE 1	+3.11
05 LIGUE 2	+2.72
06 PREMIER LEAGUE	+2.71
07 LEGA B	+2.59
08 SERIE A	+2.58
09 CHAMPIONSHIP	-

*[from November 15, 2019 to December 16, 2019]
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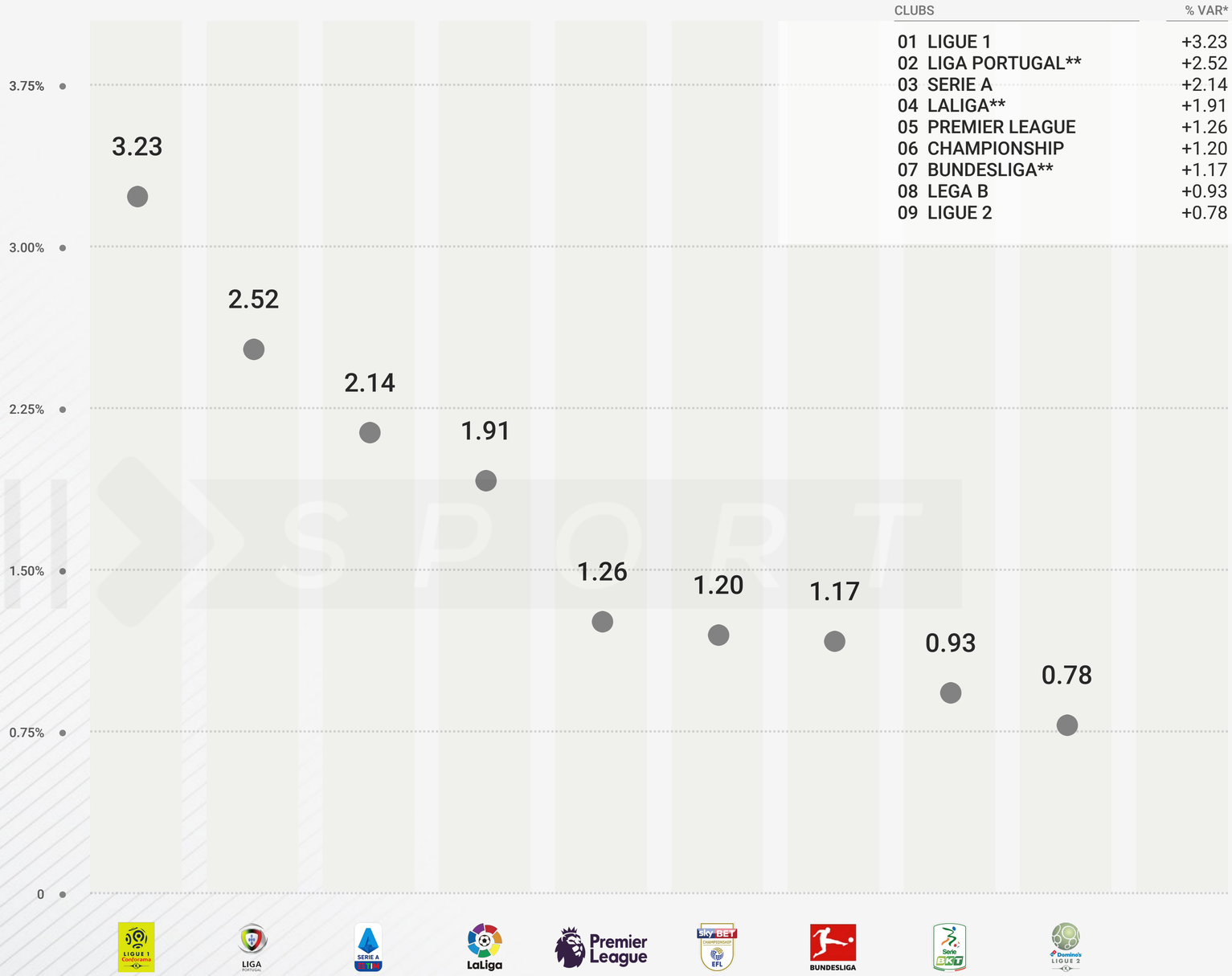
LEAGUES Social

EUROPEAN TOP20

Ranking of the most grown up
European football leagues
on Facebook, Twitter, Instagram, YouTube.



CLUBS	% VAR*
01 LIGUE 1	+3.23
02 LIGA PORTUGAL**	+2.52
03 SERIE A	+2.14
04 LALIGA**	+1.91
05 PREMIER LEAGUE	+1.26
06 CHAMPIONSHIP	+1.20
07 BUNDESLIGA**	+1.17
08 LEGA B	+0.93
09 LIGUE 2	+0.78

*[from November 15, 2019 to December 16, 2019]
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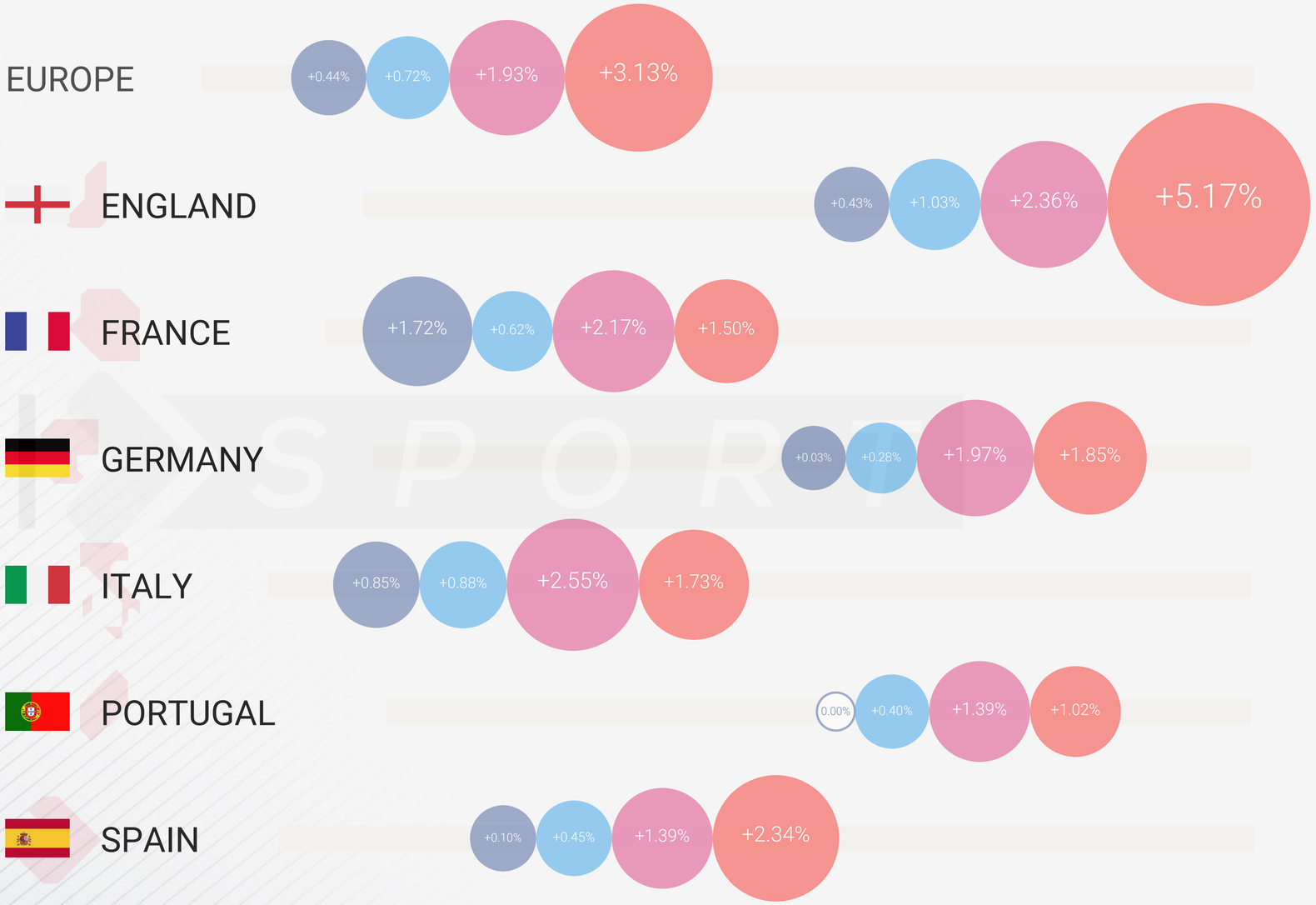
SOCIAL Grown up



Social Media Fanbase Growth
related to Clubs playing in the 6 countries analyzed*.



*[from November 15, 2019 to December 16, 2019]

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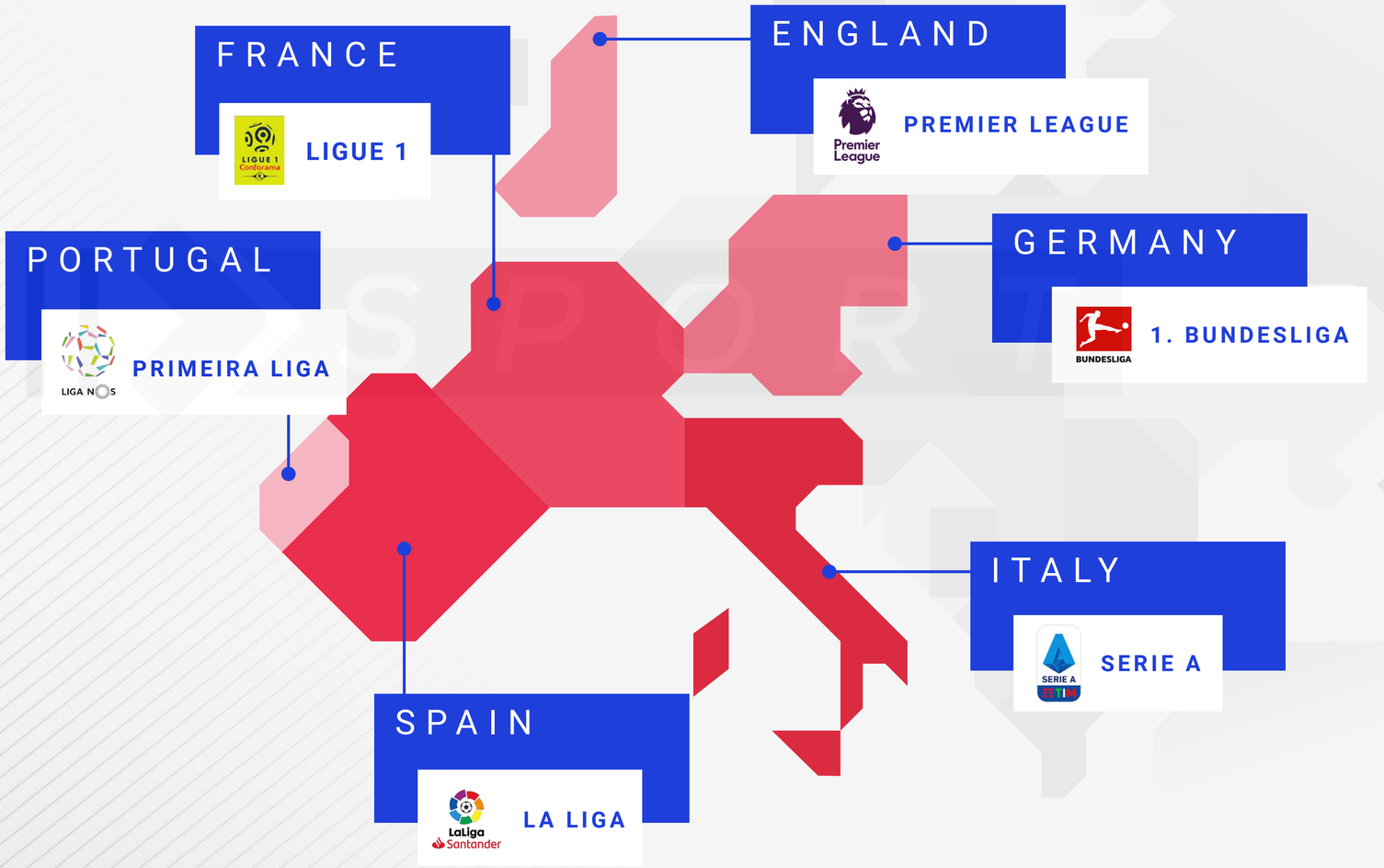
Countries included in the players' analysis

EUROPE

- ENGLAND
- FRANCE
- GERMANY
- ITALY
- PORTUGAL
- SPAIN



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Overview about the **TOP 20** players



EUROPEAN TOP20

EUROPE

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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **Football Players** on Facebook, playing in Europe.

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •		% VAR*
01		CRISTIANO RONALDO	122.0 M	=	+0.00
02		LIONEL MESSI	90.1 M	=	+0.11
03		NEYMAR	60.1 M	=	-0.14
04		JAMES RODRÍGUEZ	32.1 M	=	-0.17
05		MESUT ÖZIL	31.0 M	=	-0.12
06		GARETH BALE	28.1 M	=	-0.15
07		DAVID LUIZ	24.5 M	=	-0.19
08		SERGIO RAMOS	23.4 M	=	-0.03
09		KARIM BENZEMA	22.5 M	=	-0.05
10		MARCELO	19.7 M	=	-0.02
11		GERARD PIQUÉ	18.5 M	=	-0.15
12		LUIS SUÁREZ	18.4 M	=	-0.06
13		MARCO REUS	12.9 M	=	-0.08
14		MOHAMED SALAH	12.3 M	▲ +1	+0.25
15		TONI KROOS	12.3 M	▼ -1	-0.03
16		SERGIO AGÜERO	10.9 M	=	+0.02
17		PEPE	10.7 M	=	-0.19
18		MARIO GÖTZE	10.0 M	=	-0.13
19		EDEN HAZARD	9.9 M	=	+0.21
20		MARIO BALOTELLI	9.7 M	=	-0.17

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Twitter



Ranking of the **TOP 20** most followed **Football Players** on Twitter, playing in Europe.

RK	CLUBS	PLAYERS	0 • 27.0 M • 54.0 M • 81.0 M		% VAR*
01		CRISTIANO RONALDO	81.5 M	=	+0.63
02		NEYMAR	44.9 M	=	+0.55
03		MESUT ÖZIL	24.4 M	=	+0.22
04		GERARD PIQUÉ	19.6 M	=	+0.16
05		JAMES RODRÍGUEZ	18.5 M	=	+0.14
06		GARETH BALE	18.2 M	=	+0.16
07		SERGIO RAMOS	16.6 M	=	+0.45
08		LUIS SUÁREZ	15.9 M	=	+0.22
09		SERGIO AGÜERO	13.4 M	=	+0.05
10		DAVID DE GEA	12.5 M	=	+0.24
11		MARCELO	11.8 M	=	+0.34
12		MOHAMED SALAH	10.8 M	=	+1.99
13		KARIM BENZEMA	10.4 M	=	+1.34
14		CESC FÀBREGAS	9.9 M	=	+0.09
15		CHICHARITO	9.0 M	=	-0.04
16		DAVID LUIZ	8.9 M	=	+0.01
17		TONI KROOS	7.8 M	▲ +1	+0.61
18		JUAN MATA	7.8 M	▼ -1	+0.06
19		PAUL POGBA	7.2 M	=	+0.38
20		GONZALO HIGUAÍN	6.8 M	=	-0.11

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **Football Players** on Instagram, playing in Europe.

RK	CLUBS	PLAYERS	0 • 65.0 M • 130.0 M • 195.0 M •		% VAR*
01		CRISTIANO RONALDO	193.2 M	=	+1.69
02		LIONEL MESSI	138.7 M	=	+1.97
03		NEYMAR	130.0 M	=	+0.86
04		JAMES RODRÍGUEZ	44.5 M	=	+0.72
05		MARCELO	42.9 M	▲ +1	+1.10
06		GARETH BALE	42.7 M	▼ -1	+0.69
07		PAUL POGBA	38.4 M	=	+1.22
08		KYLIAN MBAPPÉ	36.6 M	▲ +2	+2.18
09		LUIS SUÁREZ	36.5 M	▼ -1	+1.06
10		SERGIO RAMOS	36.3 M	▼ -1	+0.97
11		PAULO DYBALA	34.9 M	=	+2.28
12		MOHAMED SALAH	34.7 M	=	+1.91
13		KARIM BENZEMA	31.4 M	=	+1.30
14		ANTOINE GRIEZMANN	29.2 M	=	+1.93
15		EDEN HAZARD	26.4 M	=	+1.21
16		TONI KROOS	22.5 M	=	+1.48
17		PHILIPPE COUTINHO	21.5 M	=	+0.89
18		MESUT ÖZIL	21.2 M	=	+0.29
19		DAVID LUIZ	19.3 M	=	+0.10
20		ISCO	18.2 M	=	+0.78

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Social



Ranking of the **TOP 20** most followed **Football Players** based on the aggregate Facebook, Twitter, Instagram fanbases, playing in Europe.

*[from November 15, 2019 to December 16, 2019]

RK	CLUBS	PLAYERS	0 • 65.0 M • 130.0 M • 195.0 M •		% VAR*
01		CRISTIANO RONALDO	396.6 M	=	+0.95
02		NEYMAR	235.0 M	=	+0.54
03		LIONEL MESSI	228.7 M	=	+1.23
04		JAMES RODRÍGUEZ	95.1 M	=	+0.31
05		GARETH BALE	89.0 M	=	+0.31
06		MESUT ÖZIL	76.6 M	=	+0.10
07		SERGIO RAMOS	76.4 M	=	+0.55
08		MARCELO	74.4 M	=	+0.68
09		LUIS SUÁREZ	70.8 M	=	+0.58
10		KARIM BENZEMA	64.3 M	=	+0.83
11		MOHAMED SALAH	57.8 M	=	+1.57
12		GERARD PIQUÉ	55.9 M	=	+0.26
13		PAUL POGBA	53.0 M	▲ +1	+0.95
14		DAVID LUIZ	52.7 M	▼ -1	-0.05
15		ANTOINE GRIEZMANN	43.8 M	=	+1.55
16		EDEN HAZARD	42.9 M	=	+0.88
17		TONI KROOS	42.7 M	=	+0.88
18		KYLIAN MBAPPÉ	42.4 M	=	+2.32
19		PAULO DYBALA	40.7 M	=	+2.25
20		SERGIO AGÜERO	36.7 M	=	+0.19

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Overview about the **TOP 20** Premier League players



Premier League

ENGLAND

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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **Premier League Football Players** on Facebook.

RK	CLUBS	PLAYERS	0 • 10.0 M • 20.0 M • 30.0 M		% VAR*
01		MESUT ÖZIL	31.0 M	=	-0.12
02		DAVID LUIZ	24.5 M	=	-0.19
03		MOHAMED SALAH	12.3 M	=	+0.25
04		SERGIO AGÜERO	10.9 M	=	+0.02
05		JUAN MATA	9.2 M	=	-0.17
06		PAUL POGBA	7.4 M	=	+0.15
07		DAVID DE GEA	6.9 M	=	+0.09
08		WILLIAN	6.2 M	=	+0.01
09		PEDRO	5.2 M	=	-0.14
10		THEO WALCOTT	4.2 M	=	-0.19
11		JACK WILSHERE	3.9 M	=	-0.18
12		KEVIN DE BRUYNE	3.4 M	=	+0.26
13		LUCAS MOURA	3.4 M	=	-0.17
14		CÉSAR AZPILICUETA	3.0 M	=	-0.11
15		ILKAY GÜNDOGAN	2.6 M	=	-0.14
16		OXLADE-CHAMBERLAIN	2.6 M	=	+0.33
17		ASHLEY YOUNG	2.5 M	=	-0.05
18		OLIVIER GIROUD	2.4 M	=	-0.10
19		DAVID SILVA	2.4 M	=	-0.19
20		BERNARD	2.4 M	=	-0.17

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Twitter



Ranking of the **TOP 20** most followed **Premier League Football Players** on Twitter.

RK	CLUBS	PLAYERS	0 • 8.0 M • 16.0 M • 24.0 M		% VAR*
01		MESUT ÖZIL	24.4 M	=	+0.22
02		SERGIO AGÜERO	13.4 M	=	+0.05
03		DAVID DE GEA	12.5 M	=	+0.24
04		MOHAMED SALAH	10.8 M	=	+1.99
05		DAVID LUIZ	8.9 M	=	+0.01
06		JUAN MATA	7.8 M	=	+0.06
07		PAUL POGBA	7.2 M	=	+0.38
08		PEDRO	4.9 M	=	+0.15
09		DAVID SILVA	3.9 M	=	+0.13
10		JACK WILSHERE	3.7 M	=	+0.05
11		WILLIAN	3.5 M	=	+0.25
12		RAÚL JIMÉNEZ	3.3 M	=	+0.42
13		OXLADE-CHAMBERLAIN	3.0 M	=	+0.67
14		LUCAS MOURA	3.0 M	=	+0.17
15		PABLO ZABALETA	2.8 M	=	-0.10
16		HARRY KANE	2.8 M	=	+1.77
17		OLIVIER GIROUD	2.6 M	=	+0.18
18		ASHLEY YOUNG	2.5 M	▲ +1	+0.67
19		AHMED ELMOHAMADY	2.5 M	▼ -1	-0.03
20		THEO WALCOTT	2.3 M	=	+0.02

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **Premier League Football Players** on Instagram.

RK	CLUBS	PLAYERS	0 • 13.0 M • 26.0 M • 39.0 M		% VAR*
01		PAUL POGBA	38.4 M	=	+1.22
02		MOHAMED SALAH	34.7 M	=	+1.91
03		MESUT ÖZIL	21.2 M	=	+0.29
04		DAVID LUIZ	19.3 M	=	+0.10
05		GABRIEL JESUS	14.0 M	=	+1.01
06		SERGIO AGÜERO	12.4 M	=	+0.48
07		ROBERTO FIRMINO	11.7 M	=	+1.35
08		DAVID DE GEA	10.8 M	=	+0.14
09		KEVIN DE BRUYNE	9.4 M	=	+1.79
10		HARRY KANE	9.2 M	=	+1.68
11		AUBAMEYANG	9.1 M	▲ +1	+0.72
12		WILLIAN	9.0 M	▼ -1	-0.03
13		MARCUS RASHFORD	7.7 M	=	+2.57
14		VIRGIL VAN DIJK	7.4 M	=	+7.55
15		DELE ALLI	6.8 M	=	+2.07
16		JESSE LINGARD	6.7 M	=	+0.52
17		N'GOLO KANTÉ	6.5 M	=	+2.34
18		RAHEEM STERLING	6.4 M	=	+2.82
19		CLAUDIO BRAVO	6.1 M	=	+0.73
20		ALISSON	6.0 M	=	+2.42

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS



Ranking of the **TOP 20** most followed **Premier League Football Players** based on the aggregate Facebook, Twitter, Instagram fanbases.

RK	CLUBS	PLAYERS	0 • 13.0 M • 26.0 M • 39.0 M		% VAR*
01		MESUT ÖZIL	76.6 M	=	+0.10
02		MOHAMED SALAH	57.8 M	=	+1.57
03		PAUL POGBA	53.0 M	▲ +1	+0.95
04		DAVID LUIZ	52.7 M	▼ -1	-0.05
05		SERGIO AGÜERO	36.7 M	=	+0.19
06		DAVID DE GEA	30.2 M	=	+0.17
07		JUAN MATA	22.2 M	=	+0.05
08		WILLIAN	18.7 M	=	+0.03
09		GABRIEL JESUS	16.2 M	=	+1.04
10		PEDRO	15.8 M	=	+0.11
11		KEVIN DE BRUYNE	14.8 M	=	+1.41
12		HARRY KANE	13.9 M	=	+1.66
13		ROBERTO FIRMINO	12.8 M	=	+1.34
14		AUBAMEYANG	11.3 M	=	+0.88
15		RAHEEM STERLING	11.0 M	▲ +1	+2.92
16		MARCUS RASHFORD	10.9 M	▲ +1	+2.99
17		LUCAS MOURA	10.8 M	▼ -2	+0.11
18		OXLADE-CHAMBERLAIN	9.9 M	=	+1.07
19		JACK WILSHERE	9.7 M	=	-0.09
20		JESSE LINGARD	9.4 M	=	+0.96

*[from November 15, 2019 to December 16, 2019]

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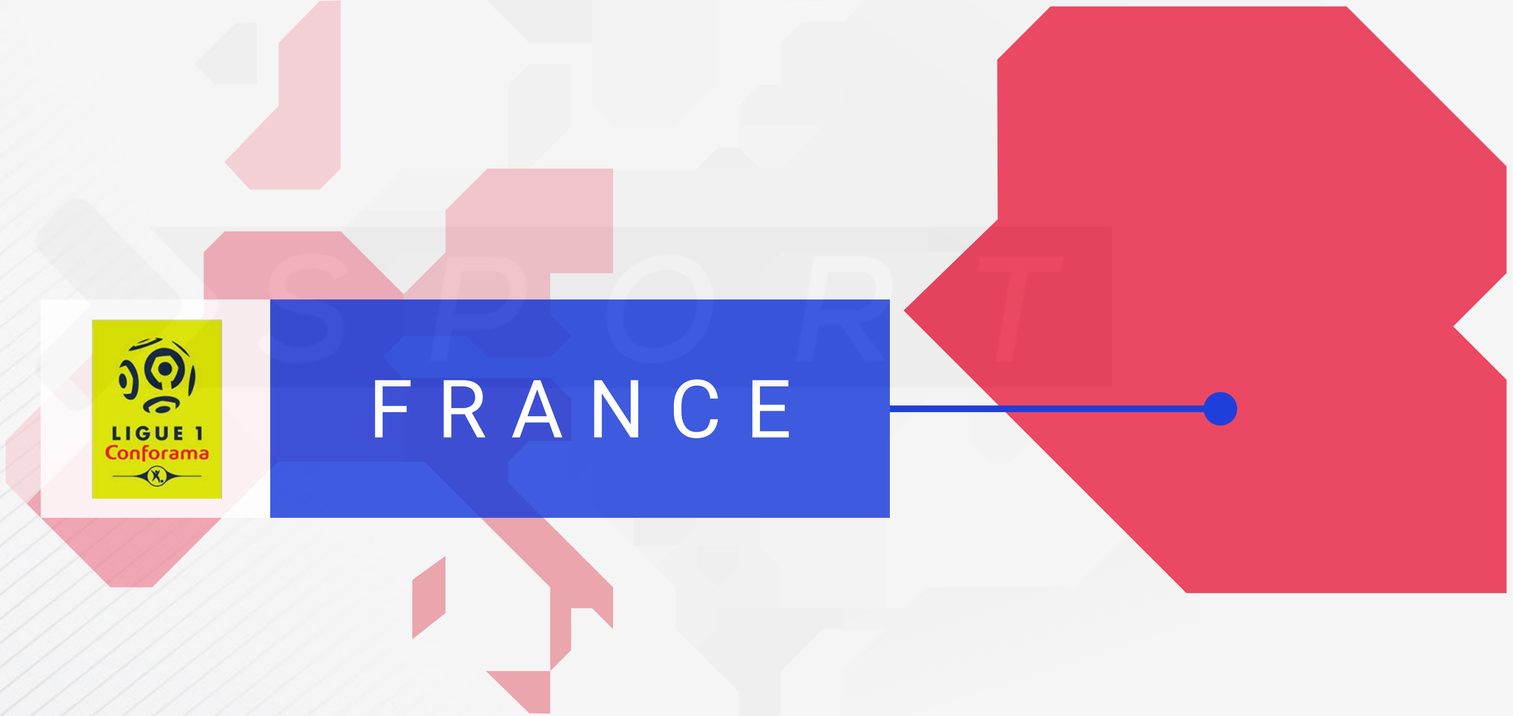
Overview about the **TOP 20** Ligue 1 players





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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **Ligue 1 Football Players** on Facebook.

RK	CLUBS	PLAYERS	0 • 20.0 M • 40.0 M • 60.0 M		% VAR*
01		NEYMAR	60.1 M	=	-0.14
02		CESC FÀBREGAS	6.9 M	=	-0.16
03		KEYLOR NAVAS	6.3 M	=	-0.03
04		EDINSON CAVANI	4.9 M	=	+0.13
05		ÁNGEL DI MARÍA	3.4 M	=	+0.21
06		MEMPHIS DEPAY	2.9 M	=	-0.12
07		KYLIAN MBAPPÉ	2.2 M	=	+2.76
08		MARCO VERRATTI	2.1 M	=	-0.01
09		JULIAN DRAXLER	1.9 M	=	+0.14
10		RYAD BOUDEBOUZ	1.8 M	=	-0.26
11		DANTE	1.4 M	=	-0.19
12		ANDER HERRERA	1.1 M	=	-0.22
13		RAFAEL	864.5 K	=	-0.15
14		LAURENT KOSCIELNY	809.3 K	=	-0.30
15		MARQUINHOS	777.6 K	=	-0.18
16		ISLAM SLIMANI	729.2 K	=	-0.07
17		RENATO SANCHES	613.4 K	=	-0.23
18		MAURO ICARDI	612.5 K	=	+0.19
19		KEVIN STROOTMAN	605.3 K	=	-0.21
20		YAYA SANOGO	558.9 K	=	-0.19

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IQUII SPORT

PLAYERS Twitter



Ranking of the **TOP 20** most followed **Ligue 1 Football Players** on Twitter.

RK	CLUBS	PLAYERS	0 • 15.0 M • 30.0 M • 45.0 M		% VAR*
01		NEYMAR	44.9 M	=	+0.55
02		CESC FÀBREGAS	9.9 M	=	+0.09
03		KYLIAN MBAPPÉ	3.6 M	=	+3.50
04		ANDER HERRERA	2.7 M	=	+0.25
05		KEYLOR NAVAS	2.7 M	=	+0.74
06		EDINSON CAVANI	1.9 M	=	+0.37
07		DANTE	1.8 M	=	-0.15
08		MEMPHIS DEPAY	1.4 M	▲ +2	+1.45
09		ISLAM SLIMANI	1.4 M	▼ -1	+0.46
10		MAURO ICARDI	1.4 M	▼ -1	-0.09
11		FLORIAN THAUVIN	874.9 K	=	+1.44
12		LAURENT KOSCIELNY	783.2 K	=	-0.37
13		YOHAN CABAYE	742.9 K	=	-0.20
14		KEVIN STROOTMAN	687.2 K	=	+0.09
15		MATHIEU DEBUCHY	680.6 K	=	-0.24
16		DIMITRI PAYET	664.5 K	=	+0.45
17		DARÍO BENEDETTO	474.1 K	=	+0.62
18		STEVE MANDANDA	447.4 K	=	+0.72
19		CLÉMENT GRENIER	368.2 K	=	-0.19
20		THOMAS MEUNIER	360.5 K	=	+0.64

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **Ligue 1 Football Players** on Instagram.

RK	CLUBS	PLAYERS	0 • 43.0 M • 86.0 M • 129.0 M		% VAR*
01		NEYMAR	130.0 M	=	+0.86
02		KYLIAN MBAPPÉ	36.6 M	=	+2.18
03		THIAGO SILVA	16.5 M	=	+0.40
04		ÁNGEL DI MARÍA	11.0 M	▲ +1	+0.87
05		CESC FÀBREGAS	11.0 M	▼ -1	+0.56
06		KEYLOR NAVAS	9.4 M	=	+2.14
07		MEMPHIS DEPAY	8.4 M	=	+1.84
08		EDINSON CAVANI	7.0 M	=	+0.30
09		MAURO ICARDI	6.1 M	=	+2.34
10		MARCO VERRATTI	4.6 M	=	+1.02
11		JULIAN DRAXLER	4.1 M	=	+0.33
12		ANDER HERRERA	3.8 M	=	+0.07
13		MARQUINHOS	3.2 M	=	+0.63
14		PRESNEL KIMPEMBE	2.6 M	=	+0.48
15		RENATO SANCHES	2.1 M	=	+0.88
16		DARÍO BENEDETTO	2.1 M	=	+0.18
17		DIMITRI PAYET	1.8 M	=	+0.18
18		YOUCEF ATAL	1.7 M	=	+3.83
19		LAURENT KOSCIELNY	1.5 M	=	+0.26
20		ADAM OUNAS	1.5 M	=	+1.30

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IQUII SPORT

PLAYERS



Ranking of the **TOP 20** most followed **Ligue 1 Football Players** based on the aggregate Facebook, Twitter, Instagram fanbases.

RK	CLUBS	PLAYERS	0 • 43.0 M • 86.0 M • 129.0 M		% VAR*
01		NEYMAR	235.0 M	=	+0.54
02		KYLIAN MBAPPÉ	42.4 M	=	+2.32
03		CESC FÀBREGAS	27.8 M	=	+0.21
04		KEYLOR NAVAS	18.3 M	=	+1.18
05		THIAGO SILVA	16.8 M	=	+0.50
06		ÁNGEL DI MARÍA	14.4 M	=	+0.71
07		EDINSON CAVANI	13.8 M	=	+0.25
08		MEMPHIS DEPAY	12.7 M	=	+1.35
09		MAURO ICARDI	8.1 M	=	+1.75
10		ANDER HERRERA	7.6 M	=	+0.09
11		MARCO VERRATTI	7.0 M	=	+0.66
12		JULIAN DRAXLER	5.9 M	=	+0.27
13		MARQUINHOS	4.3 M	=	+0.51
14		DANTE	4.1 M	=	-0.20
15		ISLAM SLIMANI	3.2 M	▲ +1	+0.96
16		LAURENT KOSCIELNY	3.1 M	▼ -1	-0.04
17		PRESNEL KIMPEMBE	2.9 M	=	+0.66
18		RENATO SANCHES	2.8 M	=	+0.61
19		DARÍO BENEDETTO	2.6 M	=	+0.26
20		DIMITRI PAYET	2.6 M	=	+0.25

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Overview about the **TOP 20** 1.Bundesliga players





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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **1.Bundesliga Football Players** on Facebook.

RK	CLUBS	PLAYERS	0 • 4.0 M • 8.0 M • 12.0 M •		% VAR*
01	BVB	MARCO REUS	12.9 M	=	-0.08
02	BVB	MARIO GÖTZE	10.0 M	=	-0.13
03	FCB	ROBERT LEWANDOWSKI	9.1 M	=	-0.01
04	FCB	THOMAS MÜLLER	9.1 M	=	-0.20
05	FCB	MANUEL NEUER	9.0 M	=	+0.00
06	BVB	MATS HUMMELS	4.0 M	=	-0.19
07	FCB	JÉRÔME BOATENG	3.7 M	=	-0.23
08	FCB	DAVID ALABA	3.5 M	=	-0.07
09	FCB	THIAGO	3.4 M	=	-0.21
10	SVW	NURI SAHIN	2.7 M	=	-0.22
11	FCB	PHILIPPE COUTINHO	2.5 M	=	-0.21
12	FCB	JAVI MARTÍNEZ	1.9 M	=	-0.18
13	BVB	LUKASZ PISZCZEK	1.6 M	=	+0.05
14	FCU	NEVEN SUBOTIC	1.0 M	=	-0.17
15	BVB	MARCEL SCHMELZER	914.9 K	=	-0.20
16	BVB	AXEL WITSEL	783.6 K	=	-0.07
17	FCA	STEPHAN LICHTSTEINER	703.7 K	=	-0.20
18	FCB	SERGE GNABRY	570.3 K	=	+1.20
19	FCB	JOSHUA KIMMICH	547.2 K	=	+0.12
20	FCB	KINGSLEY COMAN	421.1 K	=	+0.41

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IQUII SPORT

PLAYERS Twitter



Ranking of the **TOP 20** most followed **1.Bundesliga Football Players** on Twitter.

RK	CLUBS	PLAYERS	0 • 2.0 M • 4.0 M • 6.0 M	*VAR*	
01		MARIO GÖTZE	4.4 M	=	-0.07
02		THOMAS MÜLLER	4.2 M	=	+0.13
03		MANUEL NEUER	4.0 M	=	-0.13
04		THIAGO	3.3 M	=	+0.01
05		MARCO REUS	3.1 M	=	+0.08
06		JÉRÔME BOATENG	2.5 M	=	+0.06
07		MATS HUMMELS	2.2 M	=	-0.03
08		PHILIPPE COUTINHO	2.0 M	=	+0.09
09		DAVID ALABA	1.8 M	=	+0.15
10		JAVI MARTÍNEZ	1.4 M	=	-0.06
11		NURI SAHIN	1.3 M	=	-0.25
12		ROBERT LEWANDOWSKI	1.2 M	=	+2.68
13		NABIL BENTALEB	1.1 M	=	-0.07
14		CLAUDIO PIZARRO	790.3 K	=	-0.04
15		SERGE GNABRY	571.5 K	=	+0.86
16		AXEL WITSEL	552.0 K	=	+0.63
17		CHARLES ARÁNGUIZ	404.0 K	=	+0.35
18		ACHRAF HAKIMI	337.6 K	=	+1.85
19		LUCAS ALARIO	297.8 K	=	+0.67
20		PACO ALCÁCER	294.4 K	=	-0.29

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **1.Bundesliga Football Players** on Instagram.

RK	CLUBS	PLAYERS	0 • 7.0 M • 14.0 M • 21.0 M		% VAR*
01		PHILIPPE COUTINHO	21.5 M	=	+0.89
02		ROBERT LEWANDOWSKI	16.1 M	=	+1.67
03		MANUEL NEUER	10.1 M	=	+0.05
04		MARIO GÖTZE	8.6 M	=	-0.34
05		MARCO REUS	7.9 M	=	+1.17
06		THOMAS MÜLLER	7.2 M	=	+0.45
07		JÉRÔME BOATENG	6.1 M	=	+0.70
08		THIAGO	4.8 M	=	+0.94
09		DAVID ALABA	4.7 M	=	+0.66
10		MATS HUMMELS	2.9 M	=	+0.80
11		JADON SANCHO	2.5 M	▲ +2	+9.91
12		ACHRAF HAKIMI	2.5 M	▼ -1	+1.89
13		JOSHUA KIMMICH	2.5 M	▼ -1	+2.30
14		JAVI MARTÍNEZ	1.9 M	=	+0.98
15		KEVIN TRAPP	1.9 M	=	-0.47
16		BENJAMIN PAVARD	1.7 M	▲ +1	+0.87
17		ANDRÉ SILVA	1.7 M	▼ -1	-0.26
18		PACO ALCÁCER	1.7 M	=	-0.43
19		RAMY BENSEBAINI	1.6 M	=	+4.29
20		IVAN PERISIC	1.5 M	=	+0.03

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IQUII SPORT

PLAYERS



Ranking of the **TOP 20** most followed **1.Bundesliga Football Players** based on the aggregate Facebook, Twitter, Instagram fanbases.

RK	CLUBS	PLAYERS	0 • 7.0 M • 14.0 M • 21.0 M •		% VAR*
01		ROBERT LEWANDOWSKI	26.5 M	=	+1.13
02		PHILIPPE COUTINHO	26.0 M	=	+0.72
03		MARCO REUS	23.9 M	=	+0.35
04		MANUEL NEUER	23.1 M	=	+0.00
05		MARIO GÖTZE	23.0 M	=	-0.20
06		THOMAS MÜLLER	20.5 M	=	+0.09
07		JÉRÔME BOATENG	12.3 M	=	+0.29
08		THIAGO	11.4 M	=	+0.33
09		DAVID ALABA	10.0 M	=	+0.31
10		MATS HUMMELS	9.0 M	=	+0.16
11		JAVI MARTÍNEZ	5.2 M	=	+0.27
12		NURI SAHIN	4.7 M	=	-0.27
13		ACHRAF HAKIMI	3.2 M	=	+1.74
14		JOSHUA KIMMICH	3.0 M	=	+1.90
15		JADON SANCHO	2.8 M	▲ +1	+9.60
16		AXEL WITSEL	2.6 M	▼ -1	+0.53
17		SERGE GNABRY	2.5 M	▲ +1	+3.13
18		LUKASZ PISZCZEK	2.5 M	▼ -1	+0.88
19		ANDRÉ SILVA	2.3 M	=	-0.14
20		KEVIN TRAPP	2.2 M	=	-0.43

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Overview about the **TOP 20** Serie A players





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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **Serie A Football Players** on Facebook.

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •		% VAR*
01		CRISTIANO RONALDO	122.0 M	=	+0.00
02		MARIO BALOTELLI	9.7 M	=	-0.17
03		SAMI KHEDIRA	6.5 M	=	-0.20
04		GIANLUIGI BUFFON	5.0 M	=	-0.05
05		JUAN CUADRADO	4.9 M	=	-0.14
06		ALEXIS SÁNCHEZ	4.9 M	=	-0.17
07		AARON RAMSEY	4.6 M	=	-0.14
08		PAULO DYBALA	3.9 M	=	+2.40
09		HENRIKH MKHITARYAN	3.2 M	=	-0.24
10		KEVIN-PRINCE BOATENG	3.2 M	=	-0.19
11		ROMELU LUKAKU	2.9 M	=	+0.23
12		GIORGIO CHIELLINI	2.7 M	=	-0.09
13		WOJCIECH SZCZESNY	2.5 M	=	-0.17
14		CHRIS SMALLING	2.1 M	=	-0.16
15		BLAISE MATUIDI	2.1 M	=	-0.12
16		EDIN DZEKO	2.0 M	=	-0.20
17		PEPE REINA	1.9 M	=	-0.20
18		JAVIER PASTORE	1.8 M	=	-0.16
19		LEONARDO BONUCCI	1.7 M	=	-0.13
20		FERNANDO LLORENTE	1.7 M	=	-0.22

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Twitter



Ranking of the **TOP 20** most followed **Serie A Football Players** on Twitter.

RK	CLUBS	PLAYERS	0 • 27.0 M • 54.0 M • 81.0 M		% VAR*
01	JUVENTUS	CRISTIANO RONALDO	81.5 M	=	+0.63
02	JUVENTUS	GONZALO HIGUAÍN	6.8 M	=	-0.11
03	JUVENTUS	JUAN CUADRADO	3.9 M	=	+0.05
04	BRESCIA	MARIO BALOTELLI	3.8 M	=	-0.20
05	JUVENTUS	GIANLUIGI BUFFON	3.4 M	▲ +1	+0.27
06	NAPOLI	DAVID OSPINA	3.4 M	▼ -1	-0.18
07	JUVENTUS	AARON RAMSEY	3.2 M	=	+0.19
08	JUVENTUS	BLAISE MATUIDI	3.0 M	=	+0.24
09	INTER	ALEXIS SÁNCHEZ	2.9 M	=	-0.03
10	JUVENTUS	GIORGIO CHIELLINI	2.5 M	=	+0.12
11	NAPOLI	FERNANDO LLORENTE	2.0 M	=	-0.14
12	LAZIO	LUCAS LEIVA	1.9 M	=	-0.11
13	JUVENTUS	PAULO DYBALA	1.9 M	=	+1.41
14	INTER	ROMELU LUKAKU	1.9 M	=	+1.59
15	NAPOLI	FAOUZI GHOULAM	1.8 M	=	+0.67
16	BOLOGNA	GARY MEDEL	1.7 M	=	+0.14
17	ROMA	CHRIS SMALLING	1.7 M	▲ +1	+1.26
18	FIORENTINA	KEVIN-PRINCE BOATENG	1.7 M	▼ -1	-0.09
19	JUVENTUS	LEONARDO BONUCCI	1.6 M	=	+0.31
20	ROMA	EDIN DZEKO	1.5 M	=	-0.13

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **Serie A Football Players** on Instagram.

RK	CLUBS	PLAYERS	0 • 65.0 M • 130.0 M • 195.0 M •		% VAR*
01	JUVENTUS	CRISTIANO RONALDO	193.2 M	=	+1.69
02	JUVENTUS	PAULO DYBALA	34.9 M	=	+2.28
03	INTER	ALEXIS SÁNCHEZ	10.2 M	=	+0.39
04	BRESCIA	MARIO BALOTELLI	9.1 M	=	+0.04
05	JUVENTUS	GIANLUIGI BUFFON	8.7 M	=	+0.84
06	JUVENTUS	JUAN CUADRADO	7.8 M	=	+1.30
07	JUVENTUS	DOUGLAS COSTA	6.1 M	=	+0.83
08	JUVENTUS	SAMI KHEDIRA	5.5 M	=	+0.95
09	INTER	ROMELU LUKAKU	5.4 M	▲ +1	+3.03
10	JUVENTUS	BLAISE MATUIDI	5.3 M	▼ -1	+0.12
11	FIORENTINA	FRANCK RIBÉRY	5.2 M	=	+1.00
12	JUVENTUS	MIRALEM PJANIC	4.8 M	=	+1.20
13	JUVENTUS	MATTHIJS DE LIGT	4.6 M	=	+5.25
14	JUVENTUS	LEONARDO BONUCCI	4.2 M	=	+1.03
15	JUVENTUS	MARIO MANDZUKIC	4.1 M	=	-0.97
16	NAPOLI	DAVID OSPINA	3.9 M	=	+0.36
17	JUVENTUS	AARON RAMSEY	3.8 M	=	+1.20
18	MILAN	LUCAS PAQUETÁ	3.7 M	▲ +1	+4.91
19	JUVENTUS	GIORGIO CHIELLINI	3.7 M	▼ -1	+0.81
20	JUVENTUS	GONZALO HIGUAÍN	3.2 M	=	+0.30

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS



Ranking of the **TOP 20** most followed **Serie A Football Players** based on the aggregate Facebook, Twitter, Instagram fanbases.

RK	CLUBS	PLAYERS	0 • 65.0 M • 130.0 M • 195.0 M •		% VAR*
01		CRISTIANO RONALDO	396.6 M	=	+0.95
02		PAULO DYBALA	40.7 M	=	+2.25
03		MARIO BALOTELLI	22.6 M	=	-0.09
04		ALEXIS SÁNCHEZ	18.1 M	=	+0.17
05		GIANLUIGI BUFFON	17.1 M	=	+0.46
06		JUAN CUADRADO	16.6 M	=	+0.57
07		SAMI KHEDIRA	12.4 M	=	+0.34
08		AARON RAMSEY	11.6 M	=	+0.39
09		BLAISE MATUIDI	10.4 M	=	+0.10
10		ROMELU LUKAKU	10.2 M	▲ +1	+1.96
11		GONZALO HIGUAÍN	10.0 M	▼ -1	+0.02
12		GIORGIO CHIELLINI	8.8 M	=	+0.34
13		DAVID OSPINA	8.0 M	=	+0.09
14		KEVIN-PRINCE BOATENG	7.7 M	=	-0.26
15		HENRIKH MKHITARYAN	7.6 M	=	-0.42
16		LEONARDO BONUCCI	7.6 M	=	+0.60
17		DOUGLAS COSTA	7.4 M	=	+0.76
18		FRANCK RIBÉRY	7.0 M	=	+0.81
19		MIRALEM PJANIC	6.3 M	=	+0.94
20		CHRIS SMALLING	6.2 M	=	+0.69

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Overview about the **TOP 20** Primeira Liga players



LIGA NOS

PORTUGAL

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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **Primeira Liga Football Players** on Facebook.

RK	CLUBS	PLAYERS	0 • 4.0 M • 8.0 M • 12.0 M		% VAR*
01		PEPE	10.7 M	=	-0.19
02		MALICK EVOUNA	1.4 M	=	-0.05
03		AHMED HASSAN	1.3 M	=	-0.20
04		YANNICK BOLASIE	1.0 M	=	-0.09
05		JACKSON MARTÍNEZ	814.4 K	=	-0.20
06		LUCAS PIAZÓN	712.7 K	=	-0.22
07		KAHRABA	346.7 K	=	+5.97
08		ALEX TELLES	152.0 K	=	+0.07
09		PIZZI	150.8 K	=	+0.37
10		ANDREAS SAMARIS	109.3 K	=	+0.35
11		BRUNO LAMAS	107.1 K	=	-0.23
12		CHANCEL MBEMBA	106.5 K	▲ +1	+2.23
13		ANDRÉ ALMEIDA	106.5 K	▼ -1	+0.01
14		AGUSTÍN MARCHESÍN	90.5 K	=	+2.38
15		MATHEUS REIS	75.1 K	=	-0.24
16		BRUNO FERNANDES	73.1 K	▲ +1	+1.89
17		RAFA SILVA	72.5 K	▼ -1	+0.35
18		NABIL GHILAS	70.3 K	=	-0.27
19		OSAMA RASHID	63.5 K	=	+1.50
20		LUCIANO VIETTO	57.1 K	=	-0.23

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PLAYERS Twitter



Ranking of the **TOP 20** most followed **Primeira Liga Football Players** on Twitter.

RK	CLUBS	PLAYERS			% VAR*
01		PEPE	3.6 M	=	+0.06
02		JESÉ	2.7 M	=	-0.04
03		KAHRABA	2.2 M	=	+1.65
04		AHMED HASSAN	1.5 M	=	+0.67
05		MALICK EVOUNA	584.5 K	=	+3.19
06		SEBASTIÁN COATES	517.2 K	=	-0.15
07		JESÚS CORONA	503.5 K	=	+0.05
08		LUCAS PIAZÓN	409.0 K	=	-0.29
09		AGUSTÍN MARCHESÍN	194.2 K	▲ +1	+2.01
10		YANNICK BOLASIE	190.8 K	▼ -1	-0.10
11		MATEUS URIBE	154.5 K	=	+1.46
12		LUCIANO VIETTO	116.2 K	=	-0.30
13		RICARDO COSTA	114.1 K	=	-0.23
14		ANDRÉ ALMEIDA	105.2 K	=	-0.06
15		JACKSON MARTÍNEZ	95.3 K	=	-0.24
16		ALEJANDRO GRIMALDO	94.6 K	=	+0.31
17		SHUICHI GONDA	82.3 K	=	+0.01
18		CHANCEL MBEMBA	66.7 K	=	-0.20
19		RAFA SILVA	62.4 K	=	-0.11
20		OTÁVIO	60.8 K	=	+0.05

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **Primeira Liga Football Players** on Instagram.

RK	CLUBS	PLAYERS	0 • 3.0 M • 6.0 M • 9.0 M		% VAR*
01		PEPE	8.4 M	=	+0.88
02		KAHRABA	2.2 M	=	+1.26
03		MEHDI TAREMI	2.2 M	=	+0.78
04		JESÉ	2.2 M	=	-0.46
05		ENZO ZIDANE	1.4 M	=	-0.66
06		AHMED HASSAN	1.2 M	=	-0.32
07		MALICK EVOUNA	931.0 K	=	-0.47
08		ALEX TELLES	887.7 K	=	+0.77
09		JACKSON MARTÍNEZ	703.3 K	=	-0.18
10		MATEUS URIBE	686.6 K	▲ +1	+1.75
11		AGUSTÍN MARCHESÍN	602.3 K	▲ +1	+2.71
12		LÉO BONATINI	542.9 K	▲ +1	-4.16
13		PIZZI	527.9 K	▲ +1	+1.60
14		JESÚS CORONA	514.7 K	▲ +1	-0.16
15		BRUNO FERNANDES	452.3 K	▲ +2	+3.73
16		ALEJANDRO GRIMALDO	438.2 K	=	+0.48
17		YANNICK BOLASIE	396.2 K	▲ +2	+0.23
18		JÚNIOR TAVARES	385.6 K	=	-6.82
19		LUCAS PIAZÓN	355.7 K	▲ +1	-0.42
20		RAFA SILVA	347.0 K	▲ +1	-0.83

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IQUII SPORT

PLAYERS



Ranking of the **TOP 20** most followed **Primeira Liga Football Players** based on the aggregate Facebook, Twitter, Instagram fanbases.

RK	CLUBS	PLAYERS	0 • 4.0 M • 8.0 M • 12.0 M •		% VAR*
01		PEPE	22.6 M	=	+0.24
02		JESÉ	4.9 M	=	-0.23
03		KAHRABA	4.8 M	=	+1.77
04		AHMED HASSAN	4.1 M	=	+0.08
05		MALICK EVOUNA	2.9 M	=	+0.45
06		MEHDI TAREMI	2.3 M	=	+0.78
07		YANNICK BOLASIE	1.6 M	=	-0.01
08		JACKSON MARTÍNEZ	1.6 M	=	-0.20
09		LUCAS PIAZÓN	1.5 M	=	-0.29
10		ENZO ZIDANE	1.4 M	=	-0.66
11		ALEX TELLES	1.0 M	=	+0.68
12		JESÚS CORONA	1.0 M	=	-0.06
13		AGUSTÍN MARCHESÍN	887 K	▲ +1	+2.52
14		MATEUS URIBE	881 K	▼ -1	+1.66
15		SEBASTIÁN COATES	779 K	=	0.00
16		PIZZI	679 K	▲ +1	+1.33
17		LÉO BONATINI	613 K	▲ +1	-3.75
18		ALEJANDRO GRIMALDO	580 K	▲ +1	+0.41
19		BRUNO FERNANDES	525 K	▲ +2	+3.47
20		LUCIANO VIETTO	520 K	=	-0.16

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Overview about the **TOP 20** LaLiga players



LaLiga Santander

SPAIN

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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **LaLiga Football Players** on Facebook.

RK	CLUBS	PLAYERS	0 • 30.0 M • 60.0 M • 90.0 M		% VAR*
01		LIONEL MESSI	90.1 M	=	+0.11
02		JAMES RODRÍGUEZ	32.1 M	=	-0.17
03		GARETH BALE	28.1 M	=	-0.15
04		SERGIO RAMOS	23.4 M	=	-0.03
05		KARIM BENZEMA	22.5 M	=	-0.05
06		MARCELO	19.7 M	=	-0.02
07		GERARD PIQUÉ	18.5 M	=	-0.15
08		LUIS SUÁREZ	18.4 M	=	-0.06
09		TONI KROOS	12.3 M	=	-0.03
10		EDEN HAZARD	9.9 M	=	+0.21
11		LUKA MODRIC	8.0 M	=	-0.13
12		ANTOINE GRIEZMANN	7.9 M	=	+0.59
13		ÁLVARO MORATA	7.3 M	=	-0.19
14		RAPHAËL VARANE	6.7 M	=	-0.18
15		THIBAUT COURTOIS	5.3 M	=	-0.19
16		MARC BARTRA	4.4 M	=	-0.22
17		CASEMIRO	4.3 M	=	+0.25
18		IVAN RAKITIC	4.0 M	=	+0.07
19		JORDI ALBA	3.6 M	=	-0.08
20		CRISTIAN TELLO	3.1 M	=	-0.22

*[from November 15, 2019 to December 16, 2019]

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IQUII SPORT

PLAYERS Twitter



Ranking of the **TOP 20** most followed **LaLiga Football Players** on Twitter.

RK	CLUBS	PLAYERS	0 • 7.0 M • 14.0 M • 21.0 M •		% VAR*
01		GERARD PIQUÉ	19.6 M	=	+0.16
02		JAMES RODRÍGUEZ	18.5 M	=	+0.14
03		GARETH BALE	18.2 M	=	+0.16
04		SERGIO RAMOS	16.6 M	=	+0.45
05		LUIS SUÁREZ	15.9 M	=	+0.22
06		MARCELO	11.8 M	=	+0.34
07		KARIM BENZEMA	10.4 M	=	+1.34
08		CHICHARITO	9.0 M	=	-0.04
09		TONI KROOS	7.8 M	=	+0.61
10		ANTOINE GRIEZMANN	6.7 M	=	+1.04
11		EDEN HAZARD	6.6 M	=	+0.56
12		RAPHAËL VARANE	5.7 M	=	+0.58
13		ISCO	5.5 M	=	-0.22
14		ARTURO VIDAL	4.4 M	▲ +1	+0.44
15		ÁLVARO MORATA	4.4 M	▼ -1	-0.02
16		DANIEL CARVAJAL	3.8 M	=	+0.53
17		MARC BARTRA	2.7 M	=	-0.01
18		NACHO	2.6 M	=	+0.33
19		SERGI ROBERTO	2.5 M	=	+0.41
20		THIBAUT COURTOIS	2.4 M	=	+0.46

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **LaLiga Football Players** on Instagram.

RK	CLUBS	PLAYERS	0 • 46.0 M • 92.0 M • 138.0 M		% VAR*
01		LIONEL MESSI	138.7 M	=	+1.97
02		JAMES RODRÍGUEZ	44.5 M	=	+0.72
03		MARCELO	42.9 M	▲ +1	+1.10
04		GARETH BALE	42.7 M	▼ -1	+0.69
05		LUIS SUÁREZ	36.5 M	=	+1.06
06		SERGIO RAMOS	36.3 M	=	+0.97
07		KARIM BENZEMA	31.4 M	=	+1.30
08		ANTOINE GRIEZMANN	29.2 M	=	+1.93
09		EDEN HAZARD	26.4 M	=	+1.21
10		TONI KROOS	22.5 M	=	+1.48
11		ISCO	18.2 M	=	+0.78
12		LUKA MODRIC	18.0 M	=	-0.14
13		GERARD PIQUÉ	17.8 M	=	+0.78
14		IVAN RAKITIC	16.9 M	=	+1.11
15		RAPHAËL VARANE	13.4 M	=	+1.15
16		JORDI ALBA	12.4 M	=	+0.31
17		ARTURO VIDAL	11.9 M	▲ +1	+1.14
18		MARCO ASENSIO	11.8 M	▼ -1	+0.29
19		CASEMIRO	11.3 M	=	+0.83
20		ÁLVARO MORATA	10.5 M	=	+0.95

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IQUII SPORT

PLAYERS



Ranking of the **TOP 20** most followed **LaLiga Football Players** based on the aggregate Facebook, Twitter, Instagram fanbases.

RK	CLUBS	PLAYERS	0 • 46.0 M • 92.0 M • 138.0 M		% VAR*
01		LIONEL MESSI	228.7 M	=	+1.23
02		JAMES RODRÍGUEZ	95.1 M	=	+0.31
03		GARETH BALE	89.0 M	=	+0.31
04		SERGIO RAMOS	76.4 M	=	+0.55
05		MARCELO	74.4 M	=	+0.68
06		LUIS SUÁREZ	70.8 M	=	+0.58
07		KARIM BENZEMA	64.3 M	=	+0.83
08		GERARD PIQUÉ	55.9 M	=	+0.26
09		ANTOINE GRIEZMANN	43.8 M	=	+1.55
10		EDEN HAZARD	42.9 M	=	+0.88
11		TONI KROOS	42.7 M	=	+0.88
12		LUKA MODRIC	27.2 M	=	+0.01
13		ISCO	26.7 M	=	+0.46
14		RAPHAËL VARANE	25.8 M	=	+0.67
15		IVAN RAKITIC	22.6 M	=	+0.96
16		ÁLVARO MORATA	22.2 M	=	+0.38
17		ARTURO VIDAL	18.4 M	▲ +1	+0.85
18		JORDI ALBA	18.3 M	▼ -1	+0.25
19		CASEMIRO	17.5 M	=	+0.75
20		MARCO ASENSIO	15.5 M	=	+0.43

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Edition **22**

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[first release]

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