IQUII SPORT



THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

LAST UPDATE DEC 2020

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30TH EDITION

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



STRATEGY

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



TECHNOLOGY

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



DATA

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

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"The European Football Club" Report is the monthly tool to monitor the social media and digital performances of European Football.

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

We currently analyse 10 European countries and counting, following the UEFA Country Coefficients Ranking*. For the first 5 countries (Spain, England, Germany, Italy and France), we analyse the first and second divisions. Regarding the other countries (Portugal, Russia, Netherlands, Belgium and Ukraine) we focus our analysis on the social media presence of their first division clubs.

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



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*https://www.uefa.com/memberassociations/uefarankings/country/#/yr/2020

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EUROPE Dugout

DUGOUT



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Countries included in the clubs' analysis



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EUROPE SnapShot / General

10

COUNTRIES

Total Countries analysed: England, France, Germany, Italy, Spain, Portugal, Russia, Belgium, Netherlands and Ukraine.

286

CLUBS

Total football clubs analysed in England, France, Germany, Italy, Spain (1st and 2nd divisions) and in Portugal, Russia, Belgium, Netherlands and Ukraine (1st divisions).

38

BRANDS

Total Sport Brands on jerseys analysed in England, France, Germany, Italy, Spain (1st and 2nd divisions) and in Portugal, Russia, Belgium, Netherlands and Ukraine (1st divisions).

1.7 B

+ 0.77%*

FANS

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



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EUROPE Facebook

TOTAL FANBASE

721.8 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	110.9 M	=	-0.03
02 FC BARCELONA	103.2 M	=	+0.02
03 MANCHESTER UNITED	73.3 M	=	+0.03
04 FC BAYERN MÜNCHEN	51.2 M	=	+0.51
05 CHELSEA FC	48.5 M	=	+0.08
06 JUVENTUS FC	43.2 M	=	+0.43
07 PSG	41.7 M	=	+0.38
08 MANCHESTER CITY	39.9 M	=	--0.00
09 FC ARSENAL	37.9 M	=	+0.00
10 LIVERPOOL FC	37.0 M	=	+0.18
11 FC INTERNAZIONALE	27.1 M	=	+1.30
12 AC MILAN	25.1 M	=	+0.06
13 TOTTENHAM HOTSPUR	18.8 M	=	+4.09
14 BORUSSIA DORTMUND	15.1 M	=	+0.03
15 ATLÉTICO DE MADRID	13.7 M	=	+0.12
16 AS ROMA	9.5 M	=	+0.22
17 AS MONACO	8.3 M	=	+8.25
18 LEICESTER CITY	6.7 M	=	+0.13
19 OLYMPIQUE DE M.	5.9 M	=	+0.57
20 SSC NAPOLI	4.6 M	=	+0.94

*[from November 13, 2020 to December 14, 2020]

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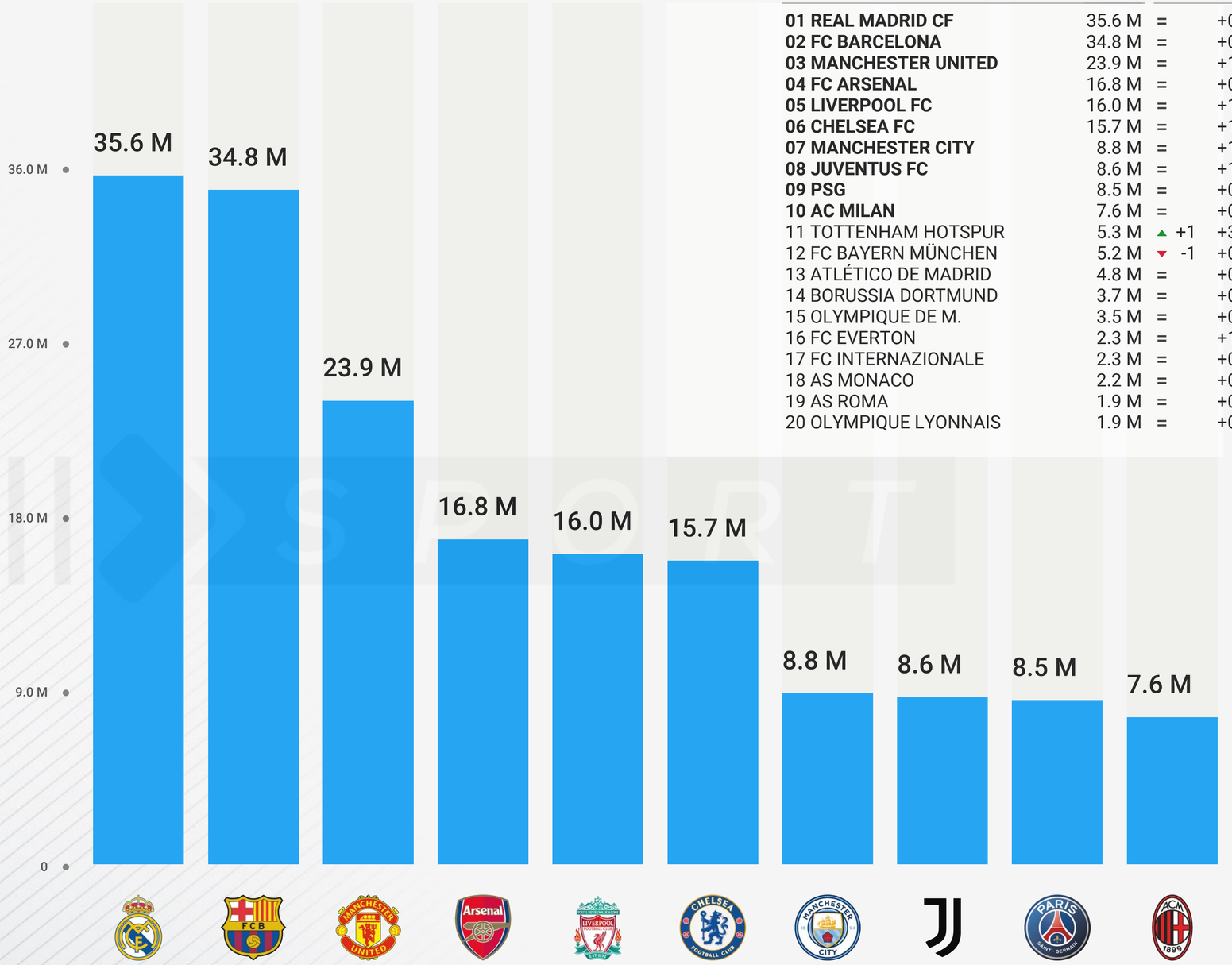
EUROPE Twitter

TOTAL FANBASE

209.3 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	35.6 M	=	+0.75
02 FC BARCELONA	34.8 M	=	+0.98
03 MANCHESTER UNITED	23.9 M	=	+1.01
04 FC ARSENAL	16.8 M	=	+0.63
05 LIVERPOOL FC	16.0 M	=	+1.27
06 CHELSEA FC	15.7 M	=	+1.10
07 MANCHESTER CITY	8.8 M	=	+1.51
08 JUVENTUS FC	8.6 M	=	+1.34
09 PSG	8.5 M	=	+0.73
10 AC MILAN	7.6 M	=	+0.61
11 TOTTENHAM HOTSPUR	5.3 M	▲ +1	+3.32
12 FC BAYERN MÜNCHEN	5.2 M	▼ -1	+0.82
13 ATLÉTICO DE MADRID	4.8 M	=	+0.50
14 BORUSSIA DORTMUND	3.7 M	=	+0.69
15 OLYMPIQUE DE M.	3.5 M	=	+0.38
16 FC EVERTON	2.3 M	=	+1.13
17 FC INTERNAZIONALE	2.3 M	=	+0.54
18 AS MONACO	2.2 M	=	+0.75
19 AS ROMA	1.9 M	=	+0.58
20 OLYMPIQUE LYONNAIS	1.9 M	=	+0.62

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EUROPE Twitter global

(Twitter global)

TOTAL FANBASE

288.6 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	63.8 M	=	+0.98
02 REAL MADRID CF	57.9 M	=	+0.61
03 MANCHESTER UNITED	26.7 M	=	+1.02
04 LIVERPOOL FC	19.2 M	=	+1.47
05 CHELSEA FC	18.9 M	=	+0.99
06 FC ARSENAL	17.0 M	=	+0.63
07 MANCHESTER CITY	14.4 M	=	+1.19
08 JUVENTUS FC	11.9 M	=	+1.75
09 PSG	10.9 M	=	+1.06
10 FC BAYERN MÜNCHEN	8.1 M	=	+1.30
11 AC MILAN	7.7 M	=	+0.69
12 TOTTENHAM HOTSPUR	5.6 M	▲ +1	+3.32
13 ATLÉTICO DE MADRID	5.5 M	▼ -1	+0.62
14 BORUSSIA DORTMUND	4.3 M	=	+1.10
15 OLYMPIQUE DE M.	3.8 M	=	+0.44
16 AS ROMA	3.1 M	=	+0.64
17 FC INTERNAZIONALE	3.0 M	=	+0.62
18 AS MONACO	2.4 M	=	+0.73
19 FC EVERTON	2.3 M	=	+1.13
20 SSC NAPOLI	2.1 M	▲ +1	+3.86

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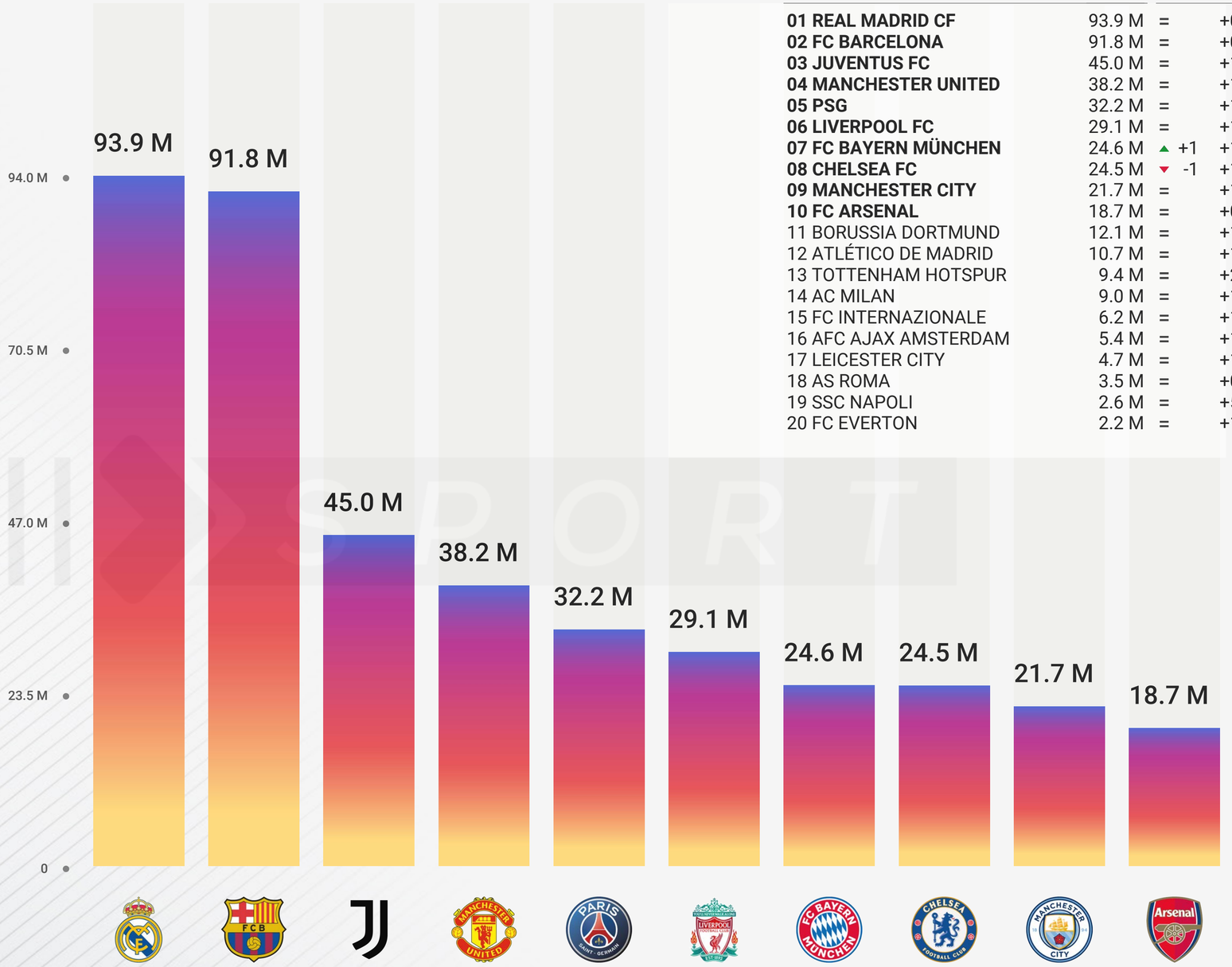
EUROPE Instagram

TOTAL FANBASE

485.5 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	93.9 M	=	+0.96
02 FC BARCELONA	91.8 M	=	+0.78
03 JUVENTUS FC	45.0 M	=	+1.76
04 MANCHESTER UNITED	38.2 M	=	+1.02
05 PSG	32.2 M	=	+1.43
06 LIVERPOOL FC	29.1 M	=	+1.31
07 FC BAYERN MÜNCHEN	24.6 M	▲ +1	+1.59
08 CHELSEA FC	24.5 M	▼ -1	+1.41
09 MANCHESTER CITY	21.7 M	=	+1.61
10 FC ARSENAL	18.7 M	=	+0.65
11 BORUSSIA DORTMUND	12.1 M	=	+1.22
12 ATLÉTICO DE MADRID	10.7 M	=	+1.50
13 TOTTENHAM HOTSPUR	9.4 M	=	+2.93
14 AC MILAN	9.0 M	=	+1.91
15 FC INTERNAZIONALE	6.2 M	=	+1.33
16 AFC AJAX AMSTERDAM	5.4 M	=	+1.05
17 LEICESTER CITY	4.7 M	=	+1.25
18 AS ROMA	3.5 M	=	+0.64
19 SSC NAPOLI	2.6 M	=	+5.66
20 FC EVERTON	2.2 M	=	+1.57

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EUROPE YouTube

TOTAL FANBASE

47.4 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	10.6 M	=	+0.95
02 REAL MADRID CF	6.2 M	=	+0.82
03 LIVERPOOL FC	5.4 M	=	+1.52
04 MANCHESTER UNITED	3.5 M	=	+2.92
05 JUVENTUS FC	3.1 M	=	+1.64
06 MANCHESTER CITY	2.9 M	=	+1.41
07 PSG	2.7 M	=	+1.12
08 CHELSEA FC	2.4 M	=	+2.95
09 FC ARSENAL	2.1 M	=	+0.47
10 FC BAYERN MÜNCHEN	1.9 M	=	+1.61
11 TOTTENHAM HOTSPUR	1.6 M	=	+6.71
12 AC MILAN	753.0 K	=	+2.17
13 AFC AJAX AMSTERDAM	739.0 K	=	+0.82
14 FC INTERNAZIONALE	705.0 K	=	+1.44
15 BORUSSIA DORTMUND	701.0 K	=	+1.45
16 FC ZENIT	536.0 K	=	+0.00
17 WOLVERHAMPTON W.	450.0 K	=	+2.74
18 FC EVERTON	409.0 K	=	+2.51
19 OLYMPIQUE DE M.	385.0 K	=	+0.52
20 REAL BETIS BALOMPIÉ	381.0 K	=	+0.26

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EUROPE TikTok

TOTAL FANBASE

39.6 M

EUROPEAN TOP20

Ranking of the TOP 20 most followed European football clubs on TikTok (only verified profiles have been considered).



CLUBS	FANS		% VAR*
01 FC BARCELONA	6.6 M	=	+6.01
02 REAL MADRID CF	4.1 M	=	+2.12
03 PSG	3.7 M	▲ +1	+4.73
04 FC BAYERN MÜNCHEN	3.7 M	▼ -1	+3.52
05 LIVERPOOL FC	3.5 M	=	+3.45
06 MANCHESTER CITY	2.2 M	=	+13.51
07 JUVENTUS FC	2.0 M	▲ +1	+7.34
08 ATLÉTICO DE MADRID	1.9 M	▼ -1	+5.00
09 CHELSEA FC	1.5 M	▲ +1	+10.84
10 AFC AJAX AMSTERDAM	1.5 M	▲ +1	+16.28
11 BORUSSIA DORTMUND	1.5 M	▼ -2	+6.54
12 TOTTENHAM HOTSPUR	1.3 M	=	+33.21
13 AC MILAN	1.0 M	=	+15.26
14 LEICESTER CITY	987.0 K	=	+15.40
15 MANCHESTER UNITED	933.1 K	▲ +4	+114.11
16 FC INTERNAZIONALE	806.0 K	▼ -1	+6.91
17 FC ARSENAL	719.1 K	▼ -1	+5.66
18 SHEFFIELD UNITED	584.1 K	▼ -1	+3.75
19 FC WATFORD	491.4 K	▼ -1	+11.45
20 WOLVERHAMPTON W.	478.2 K	=	+16.32

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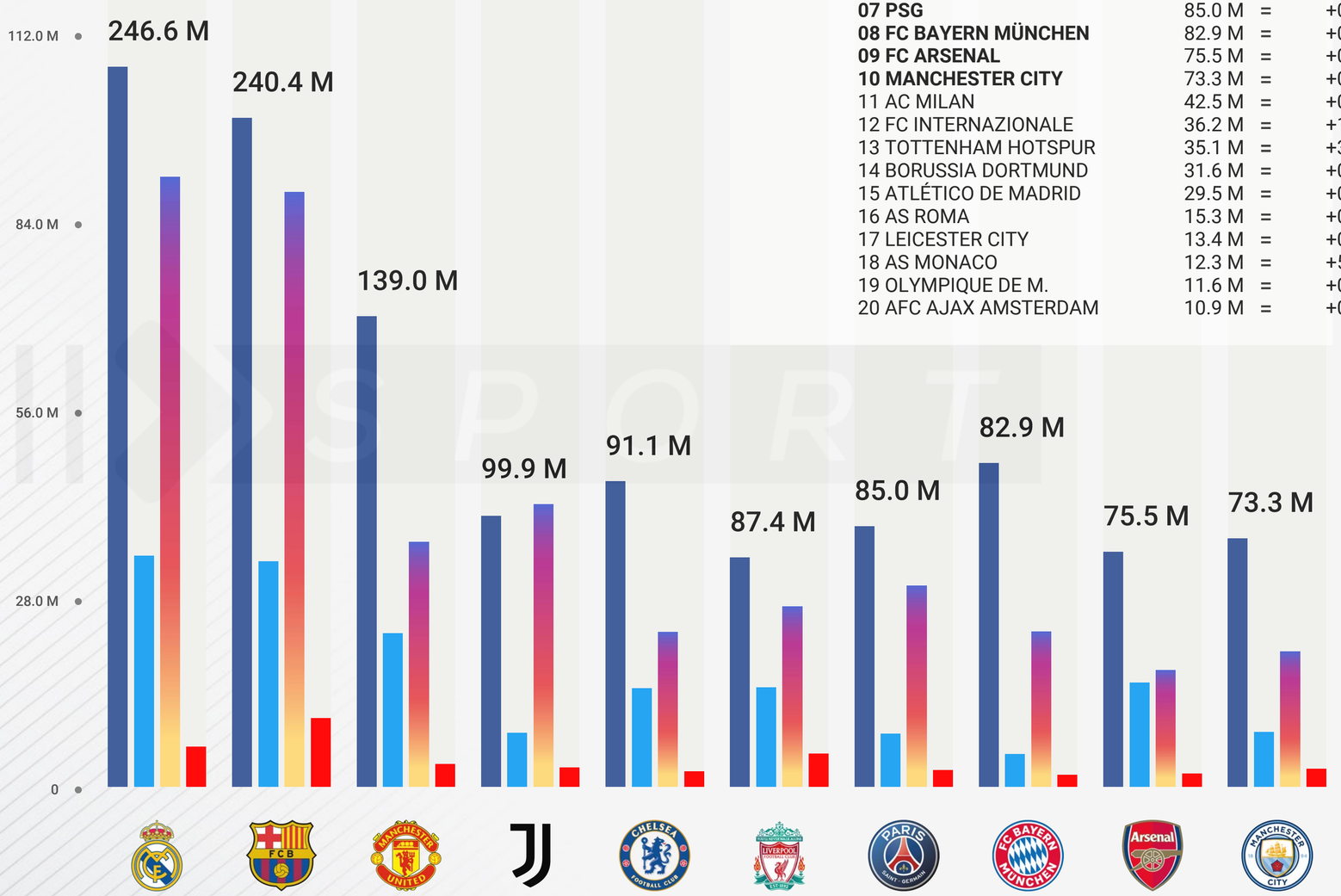
EUROPE Social

TOTAL FANBASE

1.5 B

EUROPEAN TOP20

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	246.6 M	=	+0.48
02 FC BARCELONA	240.4 M	=	+0.49
03 MANCHESTER UNITED	139.0 M	=	+0.54
04 JUVENTUS FC	99.9 M	=	+1.14
05 CHELSEA FC	91.1 M	=	+0.69
06 LIVERPOOL FC	87.4 M	=	+0.83
07 PSG	85.0 M	=	+0.83
08 FC BAYERN MÜNCHEN	82.9 M	=	+0.87
09 FC ARSENAL	75.5 M	=	+0.32
10 MANCHESTER CITY	73.3 M	=	+0.71
11 AC MILAN	42.5 M	=	+0.58
12 FC INTERNAZIONALE	36.2 M	=	+1.26
13 TOTTENHAM HOTSPUR	35.1 M	=	+3.78
14 BORUSSIA DORTMUND	31.6 M	=	+0.59
15 ATLÉTICO DE MADRID	29.5 M	=	+0.69
16 AS ROMA	15.3 M	=	+0.38
17 LEICESTER CITY	13.4 M	=	+0.73
18 AS MONACO	12.3 M	=	+5.77
19 OLYMPIQUE DE M.	11.6 M	=	+0.55
20 AFC AJAX AMSTERDAM	10.9 M	=	+0.70

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EUROPE Social

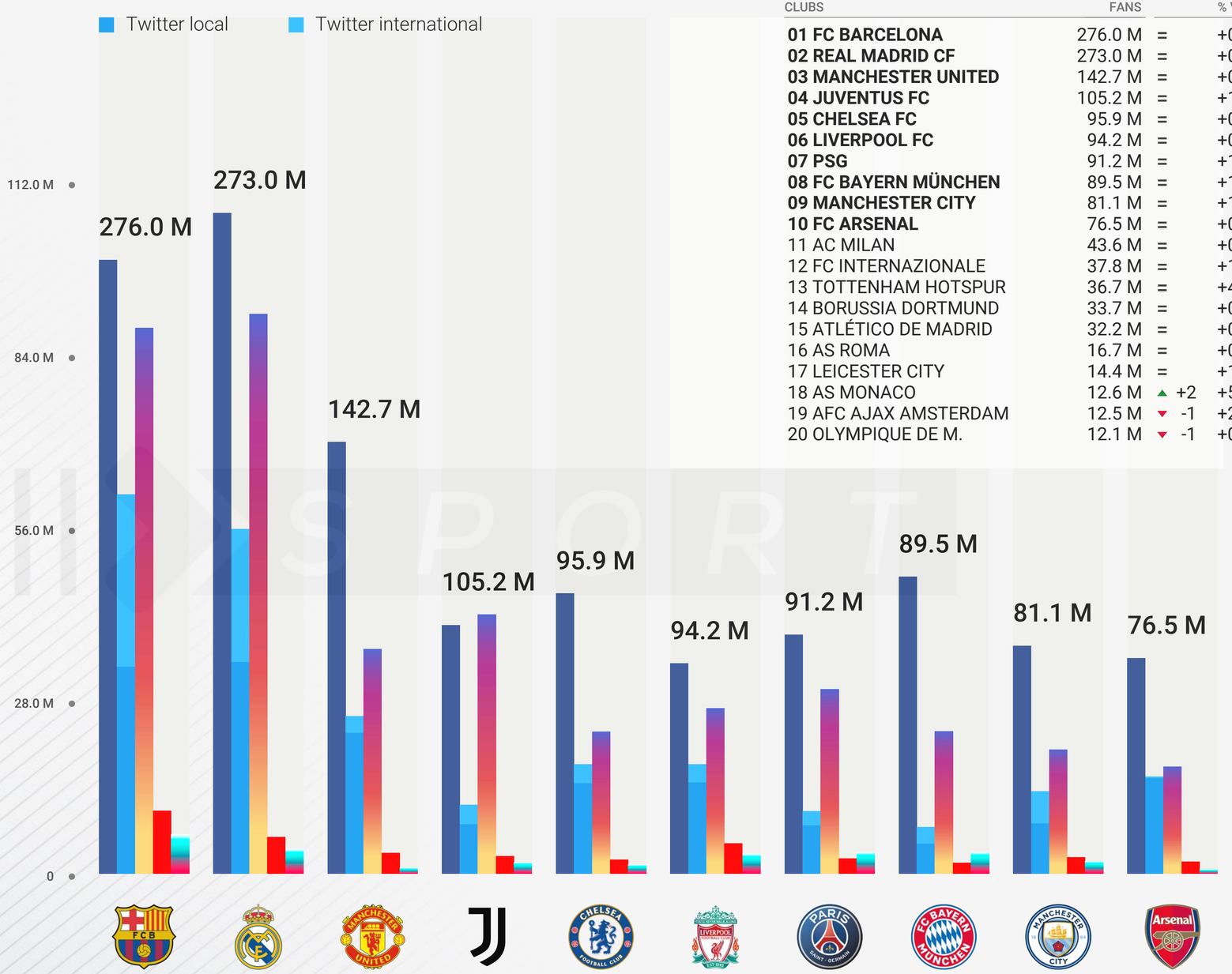
Twitter global + TikTok

TOTAL FANBASE

1.6 B

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	276.0 M	=	+0.67
02 REAL MADRID CF	273.0 M	=	+0.50
03 MANCHESTER UNITED	142.7 M	=	+0.90
04 JUVENTUS FC	105.2 M	=	+1.30
05 CHELSEA FC	95.9 M	=	+0.83
06 LIVERPOOL FC	94.2 M	=	+0.98
07 PSG	91.2 M	=	+1.02
08 FC BAYERN MÜNCHEN	89.5 M	=	+1.02
09 MANCHESTER CITY	81.1 M	=	+1.01
10 FC ARSENAL	76.5 M	=	+0.36
11 AC MILAN	43.6 M	=	+0.90
12 FC INTERNAZIONALE	37.8 M	=	+1.37
13 TOTTENHAM HOTSPUR	36.7 M	=	+4.59
14 BORUSSIA DORTMUND	33.7 M	=	+0.89
15 ATLÉTICO DE MADRID	32.2 M	=	+0.95
16 AS ROMA	16.7 M	=	+0.50
17 LEICESTER CITY	14.4 M	=	+1.61
18 AS MONACO	12.6 M	▲ +2	+5.90
19 AFC AJAX AMSTERDAM	12.5 M	▼ -1	+2.37
20 OLYMPIQUE DE M.	12.1 M	▼ -1	+0.63

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EUROPE Clubs

CLUBS
20

COUNTRIES
10

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



*[from November 13, 2020 to December 14, 2020]

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EUROPE Sport Brands

TOTAL FANBASE

1.7 B

EUROPEAN TOP20

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 286 sponsored European football clubs.



CLUBS	FANS		% VAR*
01 ADIDAS	708.1 M	=	+0.65
02 NIKE	649.2 M	=	+0.85
03 PUMA	187.3 M	=	+0.69
04 KAPPA	39.2 M	=	+2.63
05 MACRON	26.0 M	=	+0.44
06 UMBRO	22.1 M	=	+0.50
07 JOMA	15.0 M	=	+0.36
08 HUMMEL	13.8 M	=	+0.90
09 NEW BALANCE	13.1 M	=	+0.48
10 JAKO	7.2 M	=	+0.52
11 UNDER ARMOUR	6.4 M	=	+0.71
12 KELME	5.7 M	=	+0.51
13 ERREA	4.5 M	=	+0.41
14 UHLSPORT	2.5 M	=	+0.24
15 LE COQ SPORTIF	2.3 M	=	+0.29
16 ELEV8	807.5 K	=	+0.26
17 CRAFT	770.6 K	=	+0.10
18 LOTTO	666.7 K	=	+3.64
19 GIVOVA	633.0 K	=	+0.17
20 ACERBIS	619.7 K	=	+1.09

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EUROPE Sport Brands

CLUBS
286

SPORT BRANDS
38

Sport Brands on jerseys coverage in relation to the 286 sponsored European football clubs.



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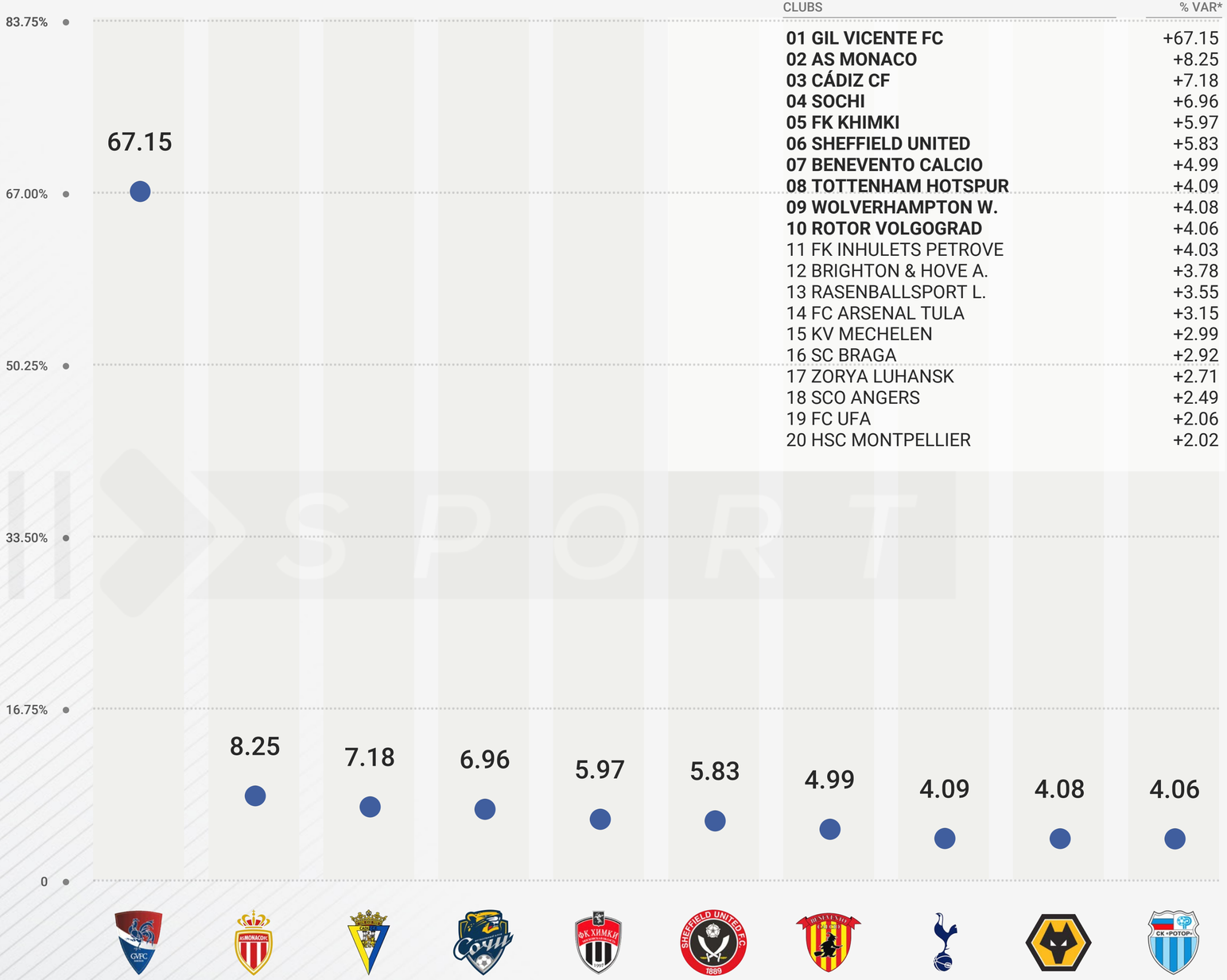
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EUROPE 1 Facebook



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



CLUBS	% VAR*
01 GIL VICENTE FC	**+67.15**
02 AS MONACO	**+8.25**
03 CÁDIZ CF	**+7.18**
04 SOCHI	**+6.96**
05 FK KHIMKI	**+5.97**
06 SHEFFIELD UNITED	**+5.83**
07 BENEVENTO CALCIO	**+4.99**
08 TOTTENHAM HOTSPUR	**+4.09**
09 WOLVERHAMPTON W.	**+4.08**
10 ROTOR VOLGOGRAD	**+4.06**
11 FK INHULETS PETROVE	+4.03
12 BRIGHTON & HOVE A.	+3.78
13 RASENBALLSPORT L.	+3.55
14 FC ARSENAL TULA	+3.15
15 KV MECHELEN	+2.99
16 SC BRAGA	+2.92
17 ZORYA LUHANSK	+2.71
18 SCO ANGERS	+2.49
19 FC UFA	+2.06
20 HSC MONTPELLIER	+2.02

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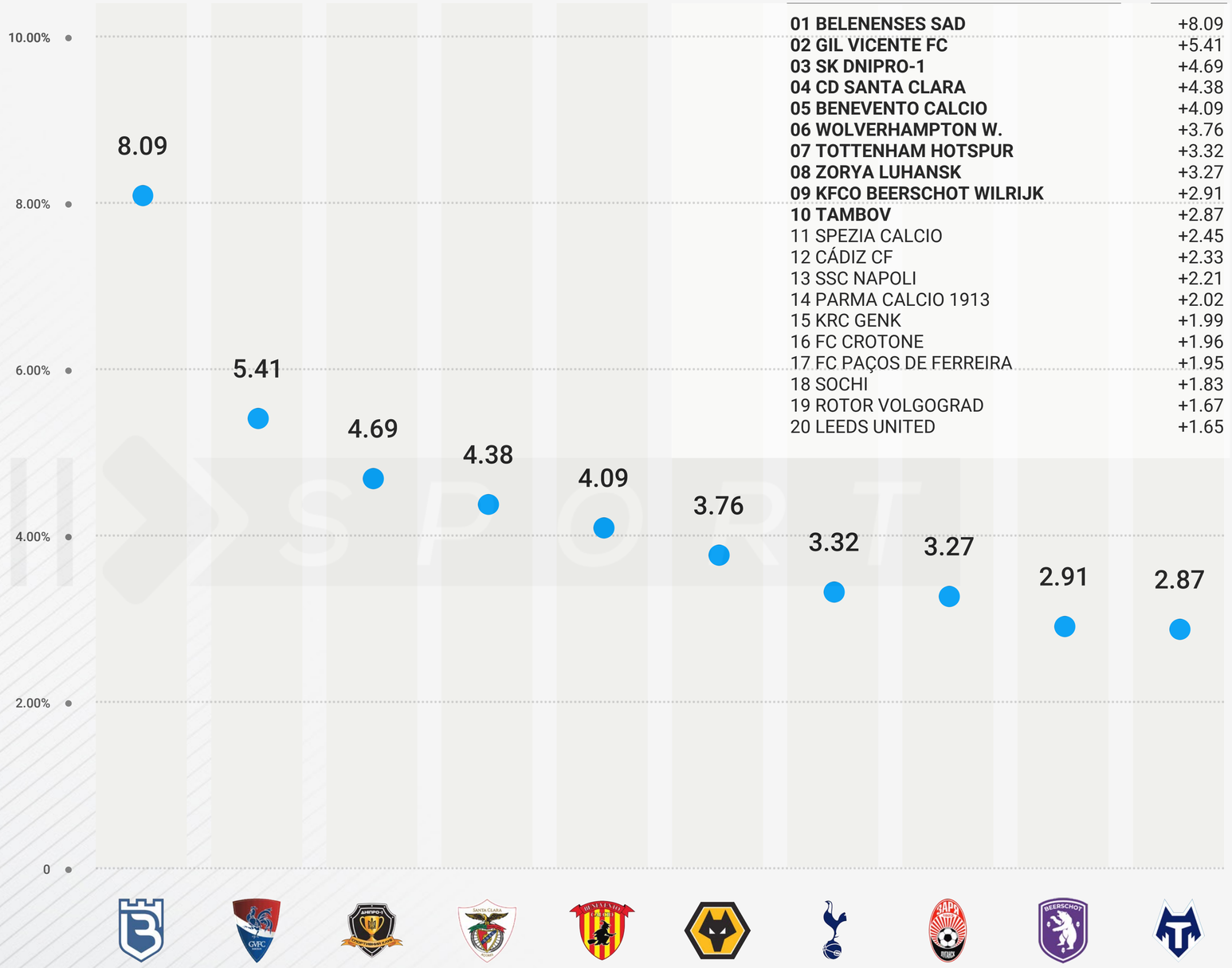
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LAST UPDATE DEC 2020

IQUII SPORT

EUROPE 1 Twitter

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



CLUBS	% VAR*
01 BELENENSES SAD	**+8.09**
02 GIL VICENTE FC	**+5.41**
03 SK DNIPRO-1	**+4.69**
04 CD SANTA CLARA	**+4.38**
05 BENEVENTO CALCIO	**+4.09**
06 WOLVERHAMPTON W.	**+3.76**
07 TOTTENHAM HOTSPUR	**+3.32**
08 ZORYA LUHANSK	**+3.27**
09 KFCO BEERSCHOT WILRIJK	**+2.91**
10 TAMBOV	**+2.87**
11 SPEZIA CALCIO	+2.45
12 CÁDIZ CF	+2.33
13 SSC NAPOLI	+2.21
14 PARMA CALCIO 1913	+2.02
15 KRC GENK	+1.99
16 FC CROTONE	+1.96
17 FC PAÇOS DE FERREIRA	+1.95
18 SOCHI	+1.83
19 ROTOR VOLGOGRAD	+1.67
20 LEEDS UNITED	+1.65

*[from November 13, 2020 to December 14, 2020]

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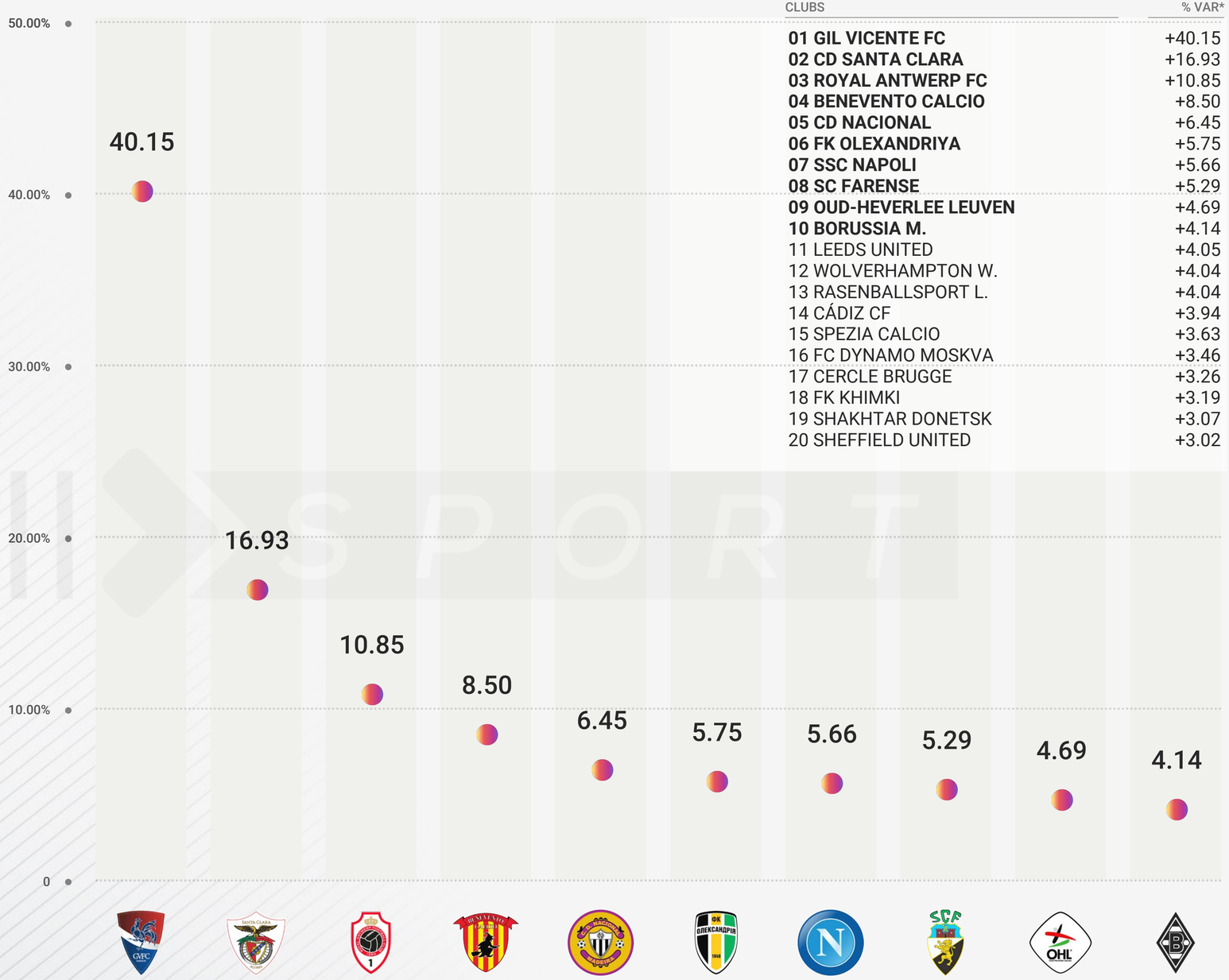
LAST UPDATE DEC 2020

IQUII SPORT

EUROPE 1 Instagram

EUROPEAN TOP20

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



CLUBS	% VAR*
01 GIL VICENTE FC	**+40.15**
02 CD SANTA CLARA	**+16.93**
03 ROYAL ANTWERP FC	**+10.85**
04 BENEVENTO CALCIO	**+8.50**
05 CD NACIONAL	**+6.45**
06 FK OLEXANDRIYA	**+5.75**
07 SSC NAPOLI	**+5.66**
08 SC FARENSE	**+5.29**
09 OUD-HEVERLEE LEUVEN	**+4.69**
10 BORUSSIA M.	**+4.14**
11 LEEDS UNITED	+4.05
12 WOLVERHAMPTON W.	+4.04
13 RASENBALLSPORT L.	+4.04
14 CÁDIZ CF	+3.94
15 SPEZIA CALCIO	+3.63
16 FC DYNAMO MOSKVA	+3.46
17 CERCLE BRUGGE	+3.26
18 FK KHIMKI	+3.19
19 SHAKHTAR DONETSK	+3.07
20 SHEFFIELD UNITED	+3.02

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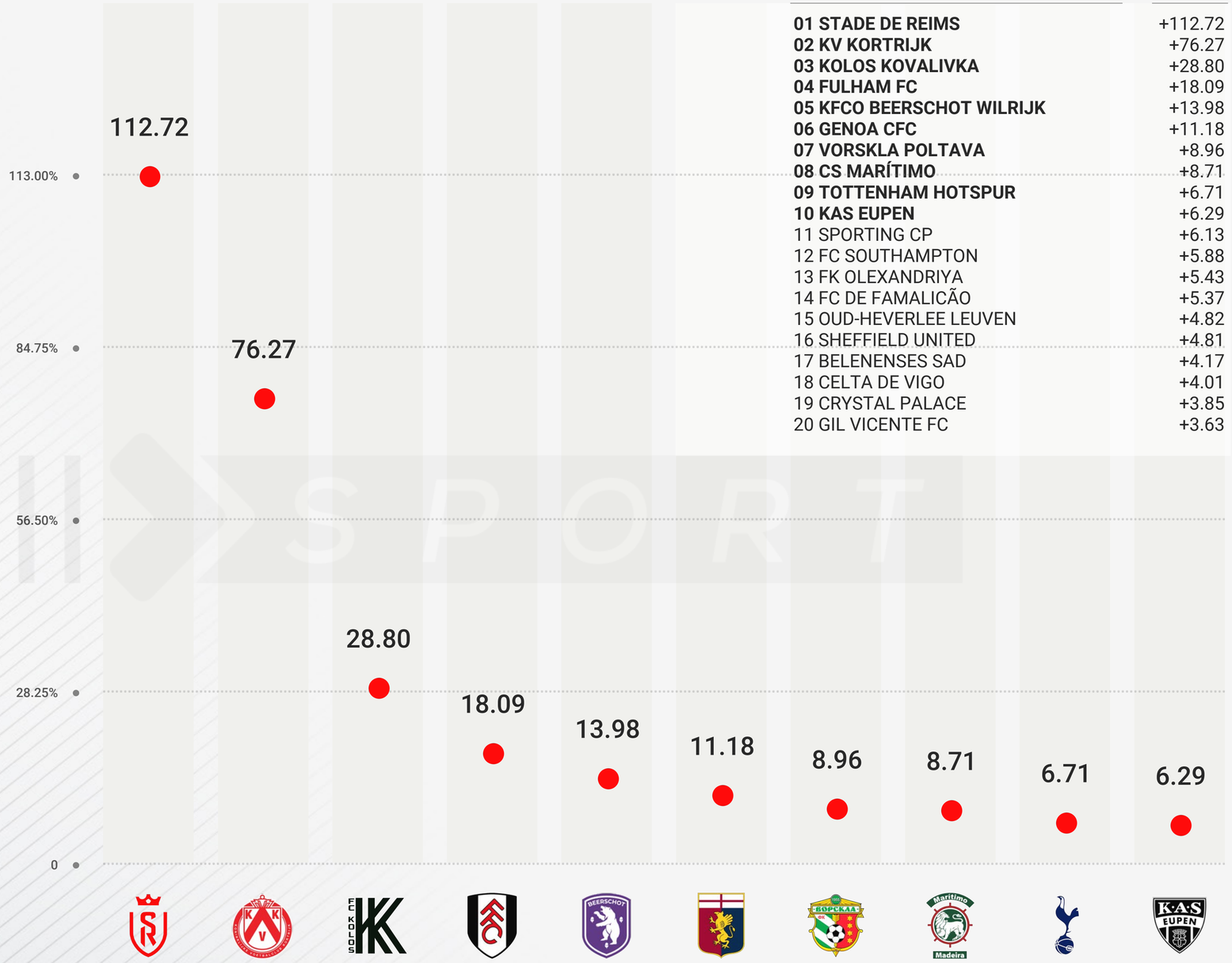
IQUII SPORT

EUROPE 1 YouTube

EUROPEAN TOP20

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

CLUBS	% VAR*
01 STADE DE REIMS	**+112.72**
02 KV KORTRIJK	**+76.27**
03 KOLOS KOVALIVKA	**+28.80**
04 FULHAM FC	**+18.09**
05 KFCO BEERSCHOT WILRIJK	**+13.98**
06 GENOA CFC	**+11.18**
07 VORSKLA POLTAVA	**+8.96**
08 CS MARÍTIMO	**+8.71**
09 TOTTENHAM HOTSPUR	**+6.71**
10 KAS EUPEN	**+6.29**
11 SPORTING CP	+6.13
12 FC SOUTHAMPTON	+5.88
13 FK OLEXANDRIYA	+5.43
14 FC DE FAMALICÃO	+5.37
15 OUD-HEVERLEE LEUVEN	+4.82
16 SHEFFIELD UNITED	+4.81
17 BELENENSES SAD	+4.17
18 CELTA DE VIGO	+4.01
19 CRYSTAL PALACE	+3.85
20 GIL VICENTE FC	+3.63



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LAST UPDATE DEC 2020

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 GIL VICENTE FC	**+53.43**
02 KOLOS KOVALIVKA	**+7.17**
03 CD SANTA CLARA	**+7.14**
04 BENEVENTO CALCIO	**+6.42**
05 AS MONACO	**+5.77**
06 CÁDIZ CF	**+4.35**
07 CD NACIONAL	**+4.26**
08 FK OLEXANDRIYA	**+3.91**
09 WOLVERHAMPTON W.	**+3.89**
10 TOTTENHAM HOTSPUR	**+3.78**
11 KV KORTRIJK	+3.72
12 SHEFFIELD UNITED	+3.44
13 RASENBALLSPORT L.	+3.39
14 FK KHIMKI	+2.87
15 SC FARENSE	+2.57
16 SSC NAPOLI	+2.48
17 SOCHI	+2.40
18 SPEZIA CALCIO	+2.38
19 BELENENSES SAD	+2.35
20 LEEDS UNITED	+2.28

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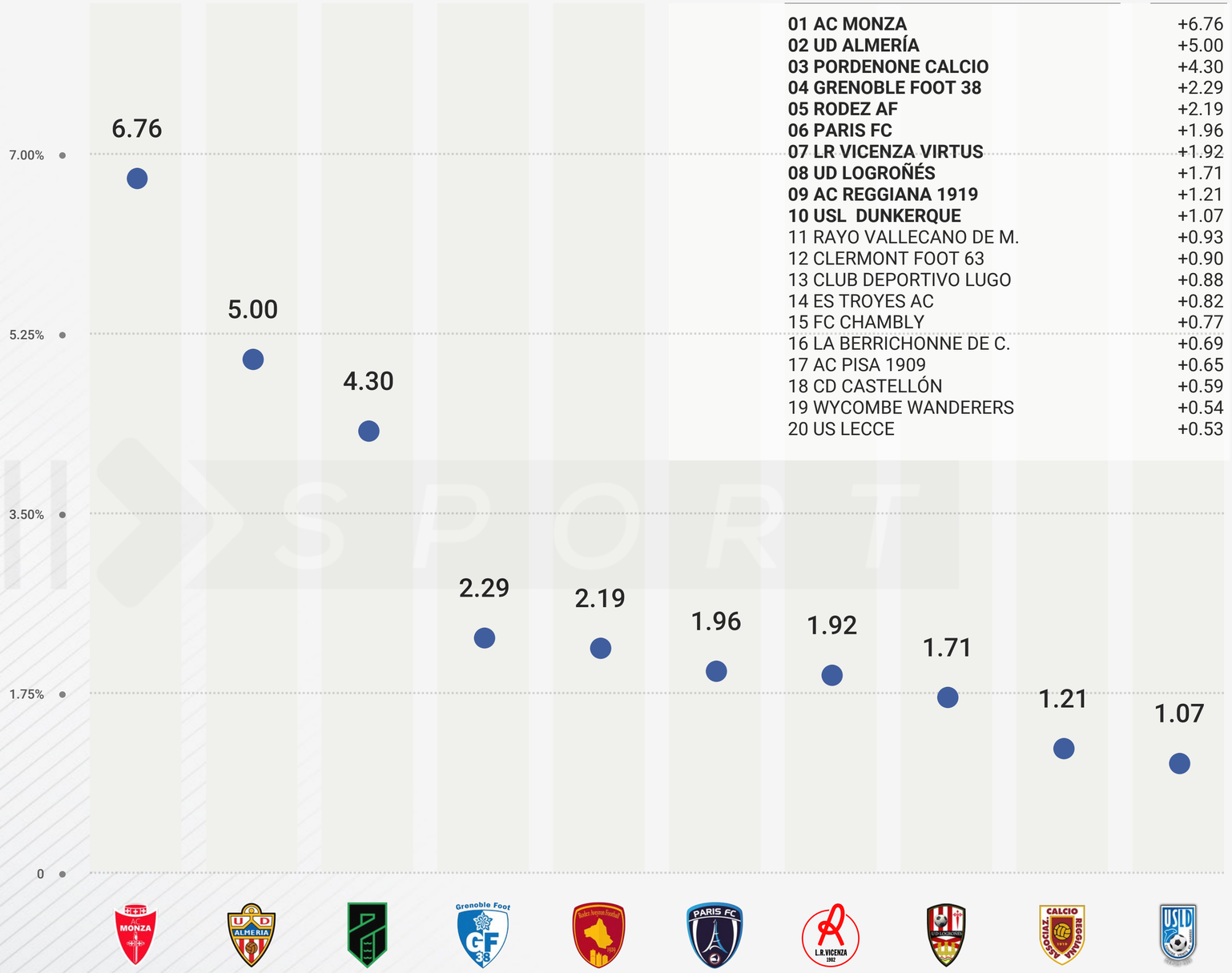
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LAST UPDATE DEC 2020

IQUII SPORT

EUROPE 2 Facebook

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



CLUBS	% VAR*
01 AC MONZA	**+6.76**
02 UD ALMERÍA	**+5.00**
03 PORDENONE CALCIO	**+4.30**
04 GRENOBLE FOOT 38	**+2.29**
05 RODEZ AF	**+2.19**
06 PARIS FC	**+1.96**
07 LR VICENZA VIRTUS	**+1.92**
08 UD LOGROÑÉS	**+1.71**
09 AC REGGIANA 1919	**+1.21**
10 USL DUNKERQUE	**+1.07**
11 RAYO VALLECANO DE M.	+0.93
12 CLERMONT FOOT 63	+0.90
13 CLUB DEPORTIVO LUGO	+0.88
14 ES TROYES AC	+0.82
15 FC CHAMBLY	+0.77
16 LA BERRICHONNE DE C.	+0.69
17 AC PISA 1909	+0.65
18 CD CASTELLÓN	+0.59
19 WYCOMBE WANDERERS	+0.54
20 US LECCE	+0.53

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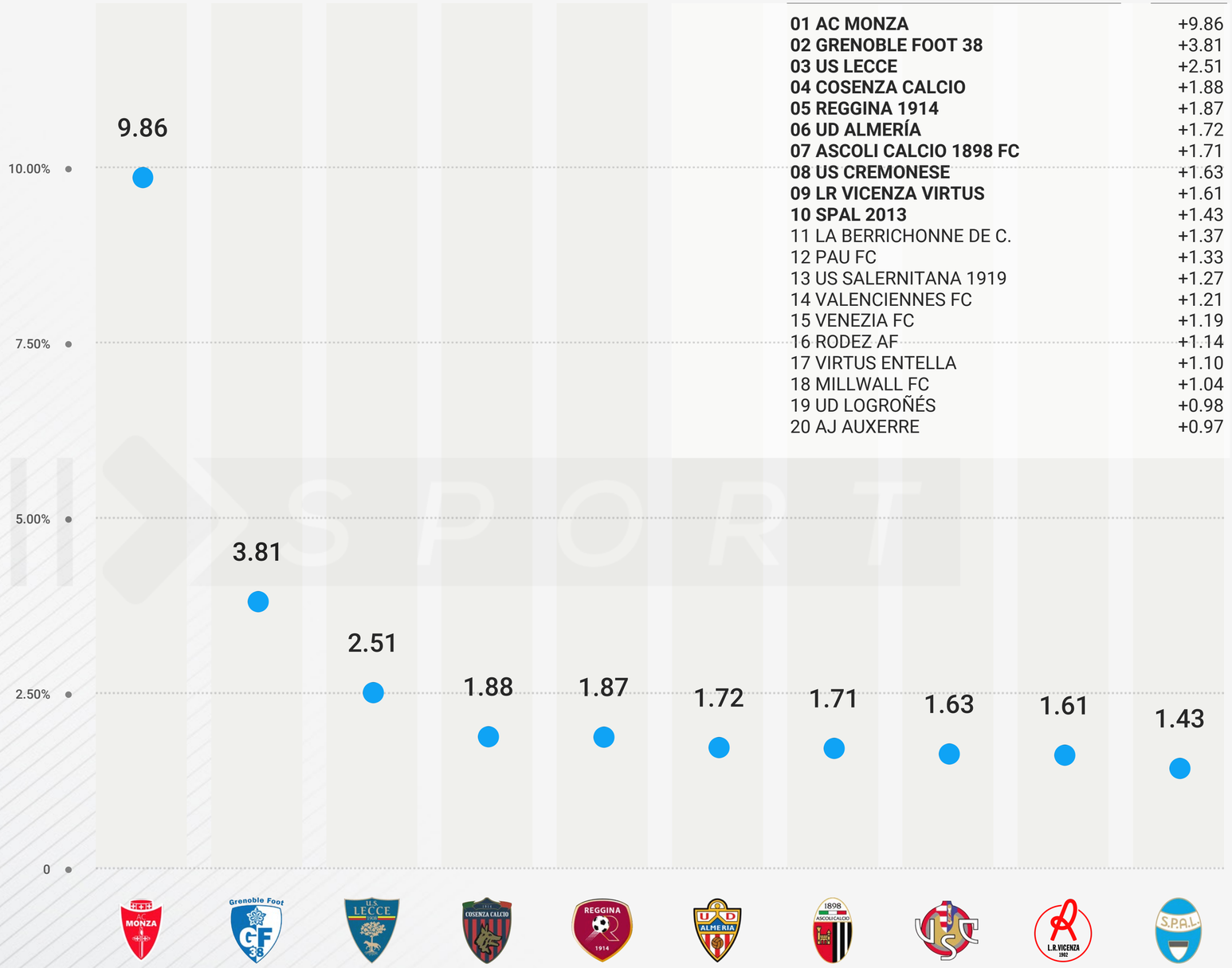
IQUII SPORT

EUROPE 2 Twitter

EUROPEAN TOP20

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

CLUBS	% VAR*
01 AC MONZA	**+9.86**
02 GRENOBLE FOOT 38	**+3.81**
03 US LECCE	**+2.51**
04 COSENZA CALCIO	**+1.88**
05 REGGINA 1914	**+1.87**
06 UD ALMERÍA	**+1.72**
07 ASCOLI CALCIO 1898 FC	**+1.71**
08 US CREMONESE	**+1.63**
09 LR VICENZA VIRTUS	**+1.61**
10 SPAL 2013	**+1.43**
11 LA BERRICHONNE DE C.	+1.37
12 PAU FC	+1.33
13 US SALERNITANA 1919	+1.27
14 VALENCIENNES FC	+1.21
15 VENEZIA FC	+1.19
16 RODEZ AF	+1.14
17 VIRTUS ENTELLA	+1.10
18 MILLWALL FC	+1.04
19 UD LOGROÑÉS	+0.98
20 AJ AUXERRE	+0.97



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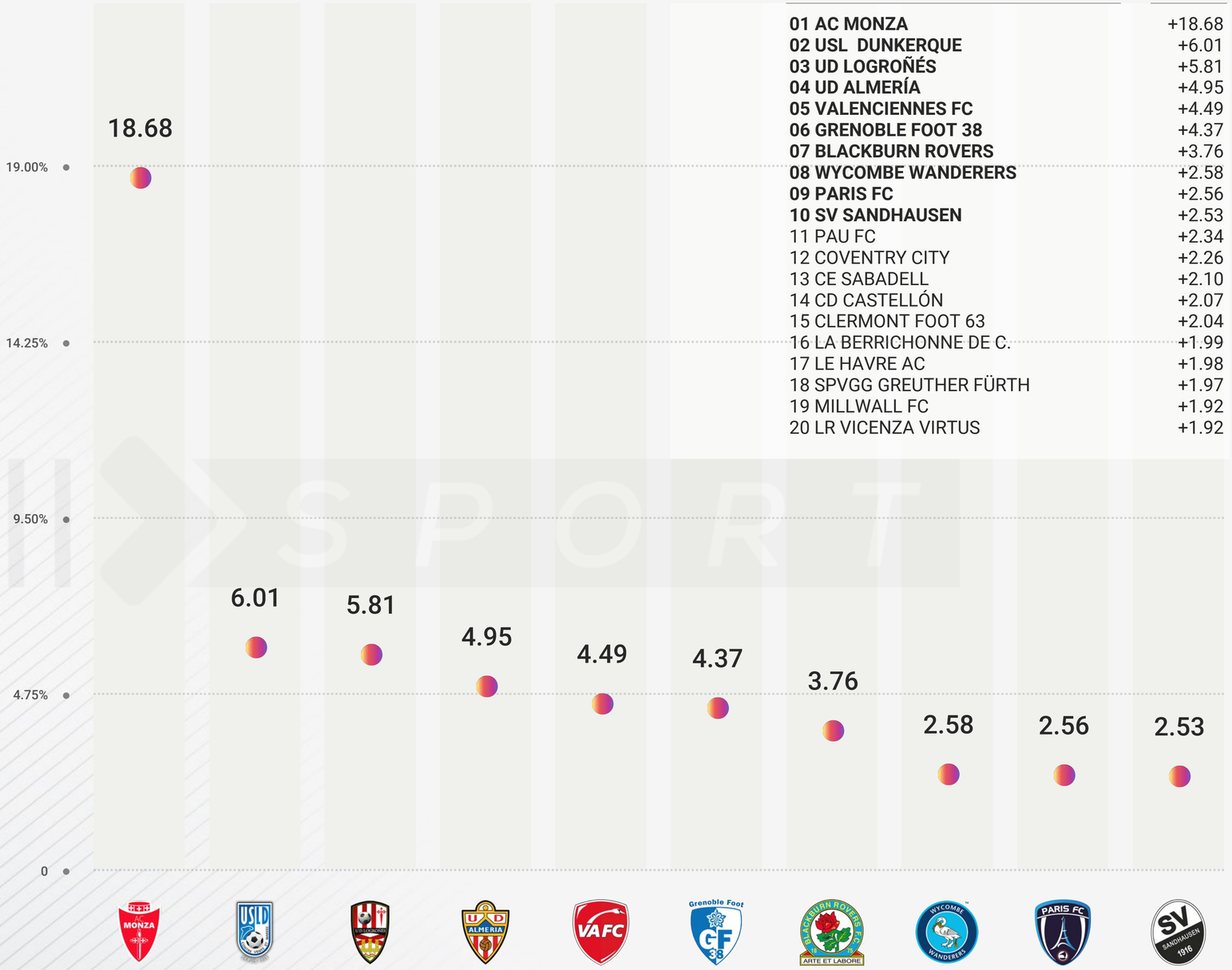
LAST UPDATE DEC 2020

IQUII SPORT

EUROPE 2 Instagram

EUROPEAN TOP20

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



CLUBS	% VAR*
01 AC MONZA	**+18.68**
02 USL DUNKERQUE	**+6.01**
03 UD LOGROÑÉS	**+5.81**
04 UD ALMERÍA	**+4.95**
05 VALENCIENNES FC	**+4.49**
06 GRENOBLE FOOT 38	**+4.37**
07 BLACKBURN ROVERS	**+3.76**
08 WYCOMBE WANDERERS	**+2.58**
09 PARIS FC	**+2.56**
10 SV SANDHAUSEN	**+2.53**
11 PAU FC	+2.34
12 COVENTRY CITY	+2.26
13 CE SABADELL	+2.10
14 CD CASTELLÓN	+2.07
15 CLERMONT FOOT 63	+2.04
16 LA BERRICHONNE DE C.	+1.99
17 LE HAVRE AC	+1.98
18 SPVGG GREUTHER FÜRTH	+1.97
19 MILLWALL FC	+1.92
20 LR VICENZA VIRTUS	+1.92

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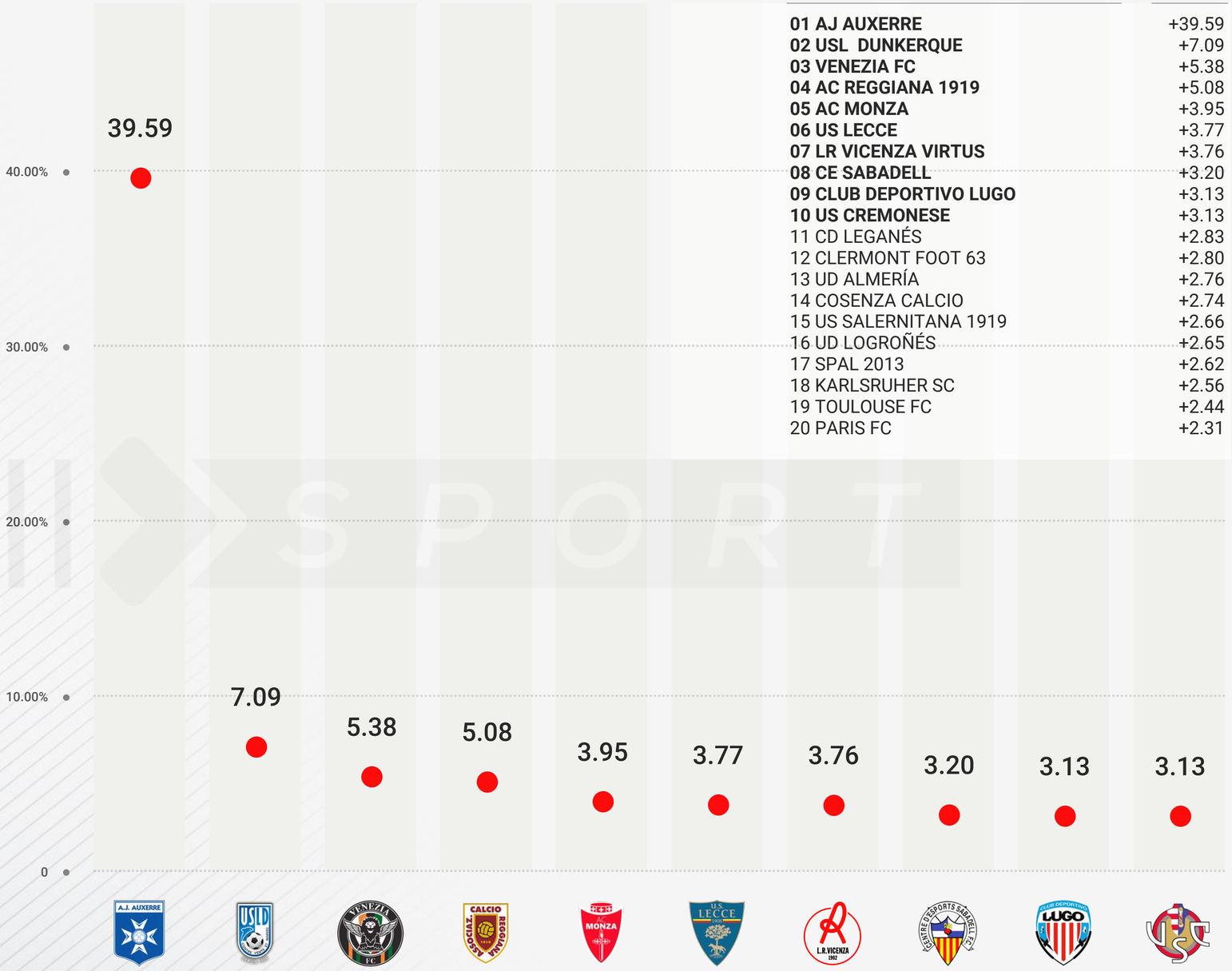
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IQUII SPORT

EUROPE 2 YouTube

EUROPEAN TOP20

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



CLUBS	% VAR*
01 AJ AUXERRE	**+39.59**
02 USL DUNKERQUE	**+7.09**
03 VENEZIA FC	**+5.38**
04 AC REGGIANA 1919	**+5.08**
05 AC MONZA	**+3.95**
06 US LECCE	**+3.77**
07 LR VICENZA VIRTUS	**+3.76**
08 CE SABADELL	**+3.20**
09 CLUB DEPORTIVO LUGO	**+3.13**
10 US CREMONESE	**+3.13**
11 CD LEGANÉS	+2.83
12 CLERMONT FOOT 63	+2.80
13 UD ALMERÍA	+2.76
14 COSENZA CALCIO	+2.74
15 US SALERNITANA 1919	+2.66
16 UD LOGROÑÉS	+2.65
17 SPAL 2013	+2.62
18 KARLSRUHER SC	+2.56
19 TOULOUSE FC	+2.44
20 PARIS FC	+2.31

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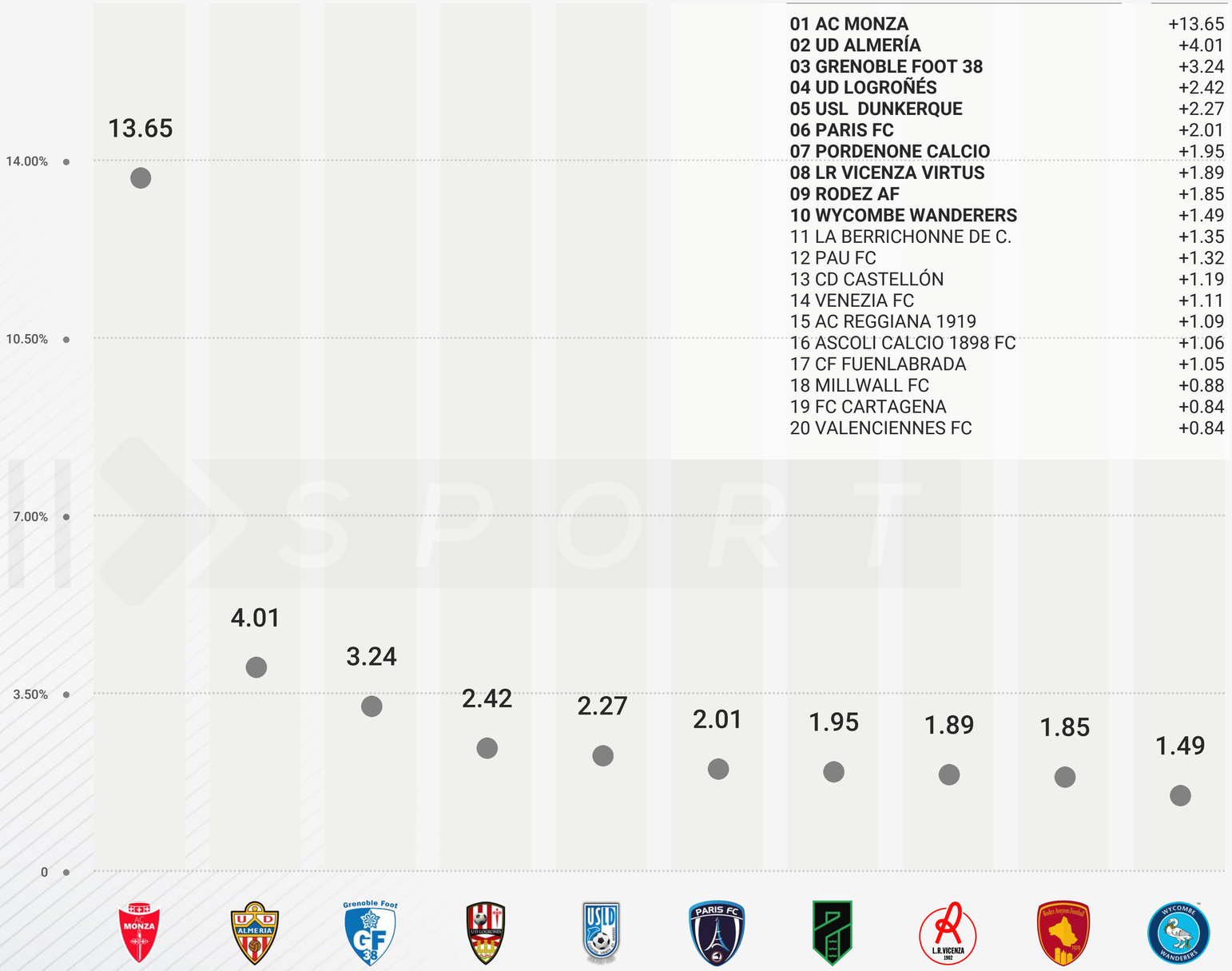
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IQUII SPORT

EUROPE 2 Social

EUROPEAN TOP20

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



CLUBS	% VAR*
01 AC MONZA	**+13.65**
02 UD ALMERÍA	**+4.01**
03 GRENOBLE FOOT 38	**+3.24**
04 UD LOGROÑÉS	**+2.42**
05 USL DUNKERQUE	**+2.27**
06 PARIS FC	**+2.01**
07 PORDENONE CALCIO	**+1.95**
08 LR VICENZA VIRTUS	**+1.89**
09 RODEZ AF	**+1.85**
10 WYCOMBE WANDERERS	**+1.49**
11 LA BERRICHONNE DE C.	+1.35
12 PAU FC	+1.32
13 CD CASTELLÓN	+1.19
14 VENEZIA FC	+1.11
15 AC REGGIANA 1919	+1.09
16 ASCOLI CALCIO 1898 FC	+1.06
17 CF FUENLABRADA	+1.05
18 MILLWALL FC	+0.88
19 FC CARTAGENA	+0.84
20 VALENCIENNES FC	+0.84

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IQUII SPORT

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 / First Division



20

CLUBS

Total Premier League football clubs analysed.

7

BRANDS

Total Premier League Sport Brands on jerseys analysed.

563.2 M

+ 0.87%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

283.4 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	73.3 M	=	+0.03
02 CHELSEA FC	48.5 M	=	+0.08
03 MANCHESTER CITY	39.9 M	=	--0.00
04 FC ARSENAL	37.9 M	=	+0.00
05 LIVERPOOL FC	37.0 M	=	+0.18
06 TOTTENHAM HOTSPUR	18.8 M	=	+4.09
07 LEICESTER CITY	6.7 M	=	+0.13
08 FC EVERTON	3.6 M	=	+0.50
09 ASTON VILLA FC	3.3 M	=	+0.49
10 FC SOUTHAMPTON	3.0 M	=	+0.09
11 WEST HAM UNITED	2.4 M	=	+0.50
12 NEWCASTLE UNITED	2.3 M	=	+0.38
13 WOLVERHAMPTON W.	1.9 M	=	+4.08
14 CRYSTAL PALACE	1.2 M	=	+0.37
15 FULHAM FC	873.1 K	=	+0.58
16 WEST BROMWICH ALBION	824.5 K	=	+0.21
17 LEEDS UNITED	758.0 K	=	+1.33
18 FC BURNLEY	437.5 K	=	+0.37
19 SHEFFIELD UNITED	403.1 K	=	+5.83
20 BRIGHTON & HOVE A.	341.8 K	=	+3.78

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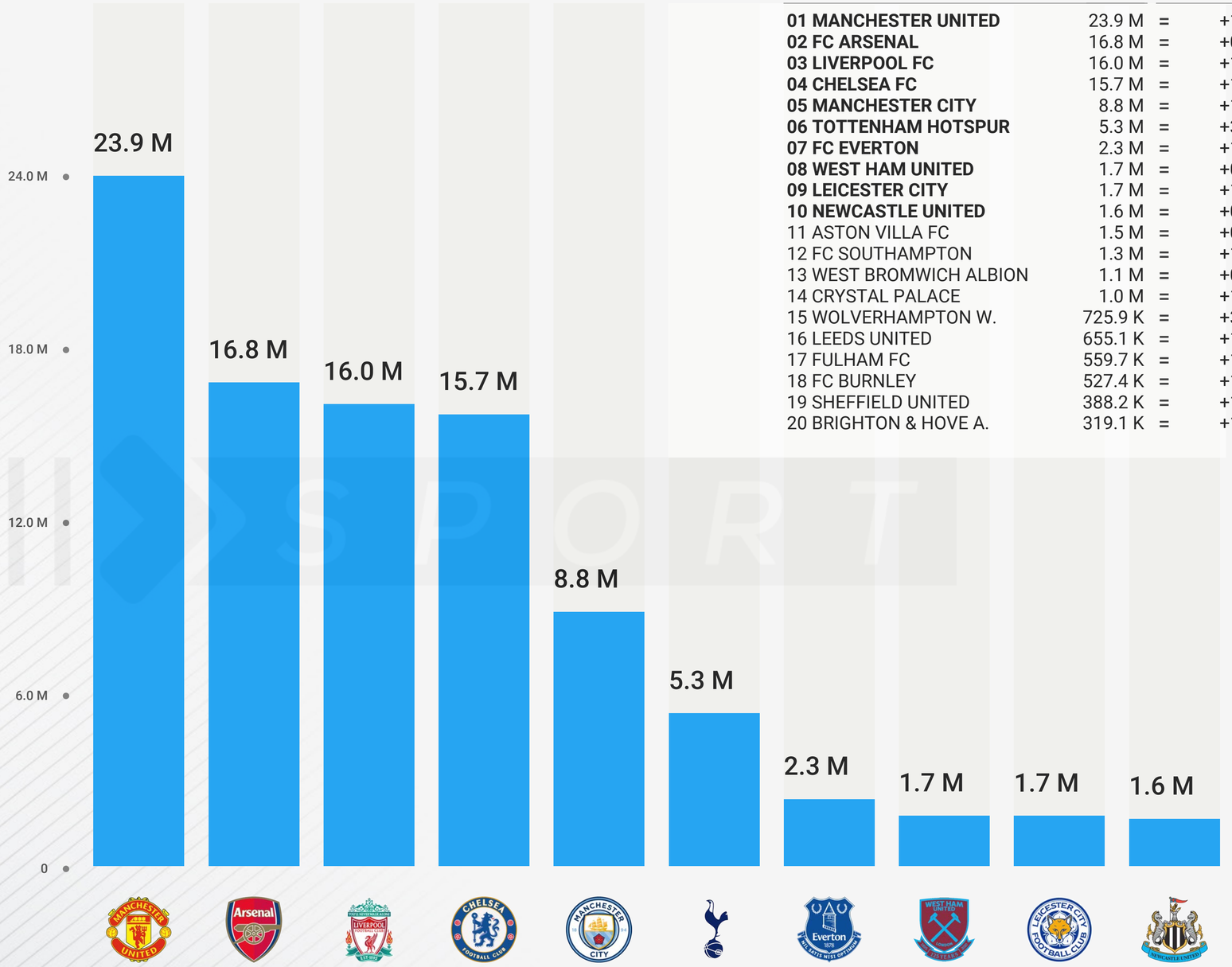
ENGLAND Twitter

TOTAL FANBASE

101.9 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	23.9 M	=	+1.01
02 FC ARSENAL	16.8 M	=	+0.63
03 LIVERPOOL FC	16.0 M	=	+1.27
04 CHELSEA FC	15.7 M	=	+1.10
05 MANCHESTER CITY	8.8 M	=	+1.51
06 TOTTENHAM HOTSPUR	5.3 M	=	+3.32
07 FC EVERTON	2.3 M	=	+1.13
08 WEST HAM UNITED	1.7 M	=	+0.99
09 LEICESTER CITY	1.7 M	=	+1.34
10 NEWCASTLE UNITED	1.6 M	=	+0.59
11 ASTON VILLA FC	1.5 M	=	+0.97
12 FC SOUTHAMPTON	1.3 M	=	+1.34
13 WEST BROMWICH ALBION	1.1 M	=	+0.55
14 CRYSTAL PALACE	1.0 M	=	+1.08
15 WOLVERHAMPTON W.	725.9 K	=	+3.76
16 LEEDS UNITED	655.1 K	=	+1.65
17 FULHAM FC	559.7 K	=	+1.10
18 FC BURNLEY	527.4 K	=	+1.42
19 SHEFFIELD UNITED	388.2 K	=	+1.16
20 BRIGHTON & HOVE A.	319.1 K	=	+1.55

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IQUII SPORT

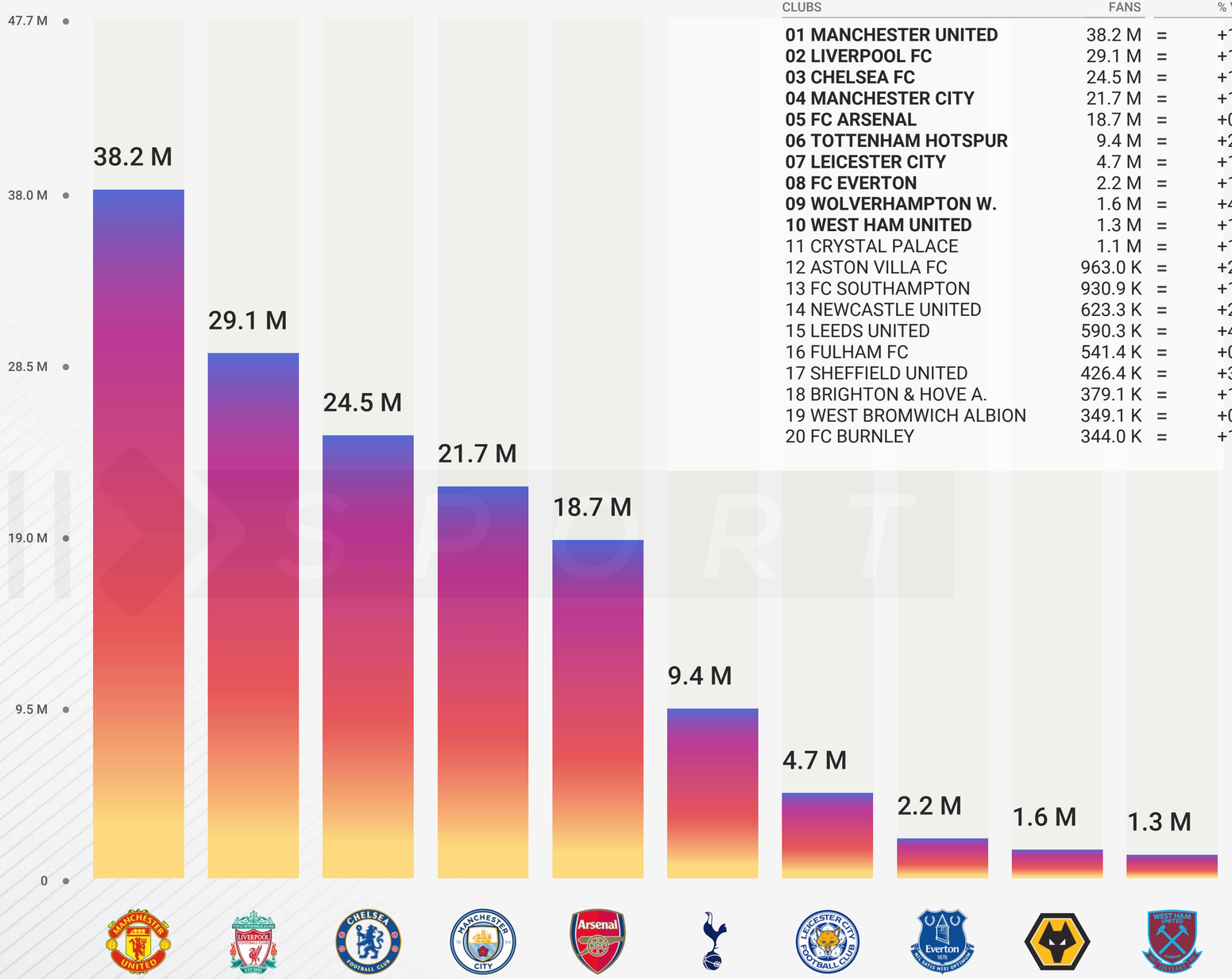
ENGLAND Instagram

TOTAL FANBASE

157.7 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	38.2 M	=	+1.02
02 LIVERPOOL FC	29.1 M	=	+1.31
03 CHELSEA FC	24.5 M	=	+1.41
04 MANCHESTER CITY	21.7 M	=	+1.61
05 FC ARSENAL	18.7 M	=	+0.65
06 TOTTENHAM HOTSPUR	9.4 M	=	+2.93
07 LEICESTER CITY	4.7 M	=	+1.25
08 FC EVERTON	2.2 M	=	+1.57
09 WOLVERHAMPTON W.	1.6 M	=	+4.04
10 WEST HAM UNITED	1.3 M	=	+1.67
11 CRYSTAL PALACE	1.1 M	=	+1.45
12 ASTON VILLA FC	963.0 K	=	+2.59
13 FC SOUTHAMPTON	930.9 K	=	+1.78
14 NEWCASTLE UNITED	623.3 K	=	+2.73
15 LEEDS UNITED	590.3 K	=	+4.05
16 FULHAM FC	541.4 K	=	+0.82
17 SHEFFIELD UNITED	426.4 K	=	+3.02
18 BRIGHTON & HOVE A.	379.1 K	=	+1.03
19 WEST BROMWICH ALBION	349.1 K	=	+0.92
20 FC BURNLEY	344.0 K	=	+1.26

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IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

20.2 M

Premier League

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



CLUBS	FANS		% VAR*
01 LIVERPOOL FC	5.4 M	=	+1.52
02 MANCHESTER UNITED	3.5 M	=	+2.92
03 MANCHESTER CITY	2.9 M	=	+1.41
04 CHELSEA FC	2.4 M	=	+2.95
05 FC ARSENAL	2.1 M	=	+0.47
06 TOTTENHAM HOTSPUR	1.6 M	=	+6.71
07 WOLVERHAMPTON W.	450.0 K	=	+2.74
08 FC EVERTON	409.0 K	=	+2.51
09 LEICESTER CITY	280.0 K	=	+2.56
10 ASTON VILLA FC	195.0 K	=	+1.56
11 WEST HAM UNITED	177.0 K	=	+1.72
12 LEEDS UNITED	176.0 K	=	+2.92
13 FC SOUTHAMPTON	126.0 K	=	+5.88
14 SHEFFIELD UNITED	109.0 K	▲ +1	+4.81
15 CRYSTAL PALACE	108.0 K	▲ +1	+3.85
16 NEWCASTLE UNITED	107.0 K	▼ -2	+1.90
17 FC BURNLEY	36.6 K	=	+2.23
18 FULHAM FC	33.3 K	▲ +1	+18.09
19 WEST BROMWICH ALBION	30.3 K	▼ -1	+2.02
20 BRIGHTON & HOVE A.	n/a		n/a

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IQUII SPORT

ENGLAND Social

TOTAL FANBASE

563.2 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	139.0 M	=	+0.54
02 CHELSEA FC	91.1 M	=	+0.69
03 LIVERPOOL FC	87.4 M	=	+0.83
04 FC ARSENAL	75.5 M	=	+0.32
05 MANCHESTER CITY	73.3 M	=	+0.71
06 TOTTENHAM HOTSPUR	35.1 M	=	+3.78
07 LEICESTER CITY	13.4 M	=	+0.73
08 FC EVERTON	8.5 M	=	+1.04
09 ASTON VILLA FC	6.0 M	=	+0.98
10 WEST HAM UNITED	5.6 M	=	+0.96
11 FC SOUTHAMPTON	5.4 M	=	+0.80
12 NEWCASTLE UNITED	4.6 M	=	+0.80
13 WOLVERHAMPTON W.	4.6 M	=	+3.89
14 CRYSTAL PALACE	3.5 M	=	+1.03
15 WEST BROMWICH ALBION	2.3 M	=	+0.50
16 LEEDS UNITED	2.2 M	=	+2.28
17 FULHAM FC	2.0 M	=	+1.04
18 FC BURNLEY	1.3 M	=	+1.06
19 SHEFFIELD UNITED	1.3 M	=	+3.44
20 BRIGHTON & HOVE A.	1.0 M	=	+2.08

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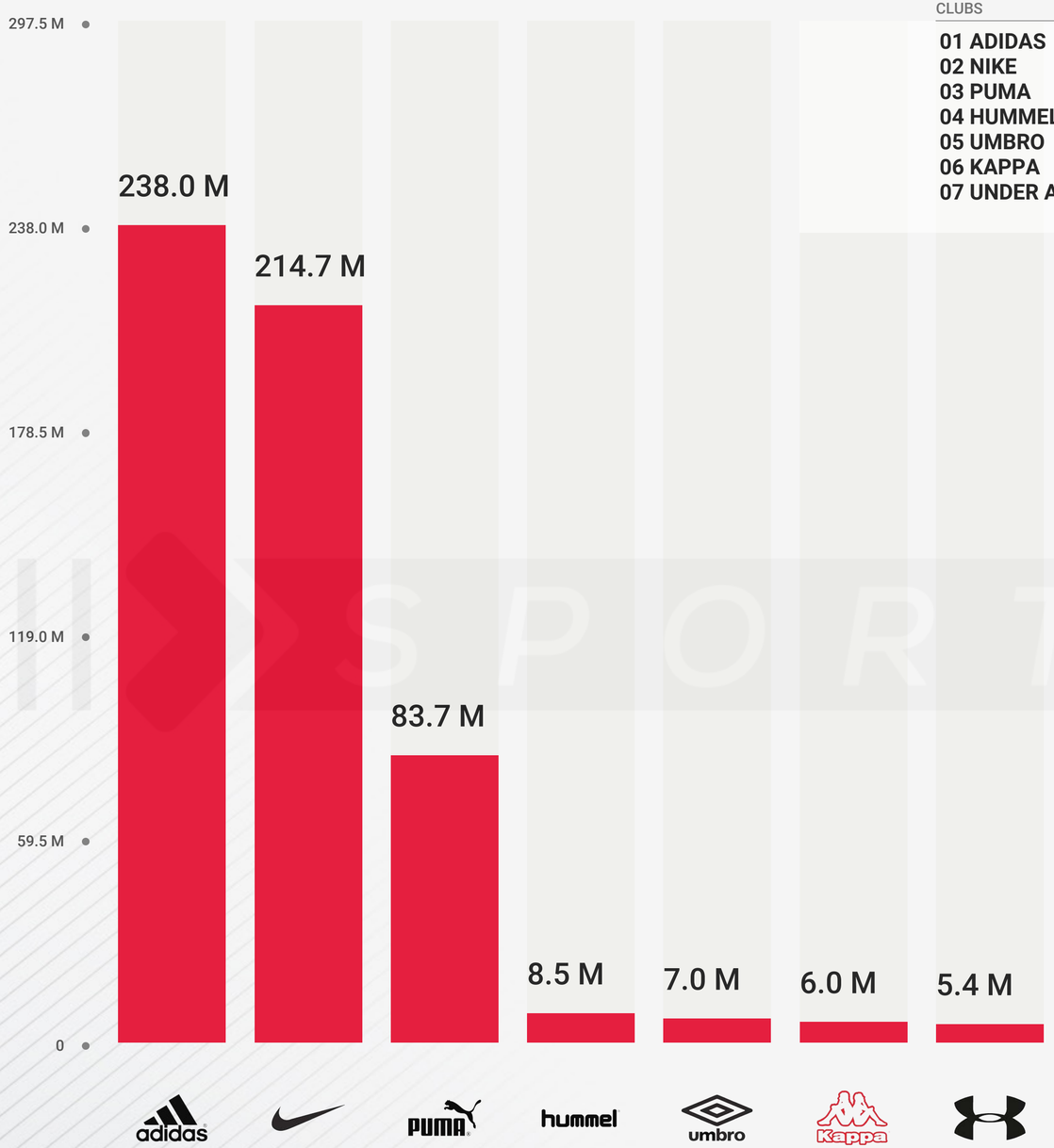
ENGLAND Brands

TOTAL FANBASE

563.2 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.



CLUBS	FANS		% VAR*
01 ADIDAS	238.0 M	=	+0.58
02 NIKE	214.7 M	=	+1.25
03 PUMA	83.7 M	=	+0.72
04 HUMMEL	8.5 M	=	+1.04
05 UMBRO	7.0 M	=	+0.98
06 KAPPA	6.0 M	=	+0.98
07 UNDER ARMOUR	5.4 M	=	+0.80

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IQUII SPORT

ENGLAND Brands

CLUBS
20

SPORT BRANDS
7

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



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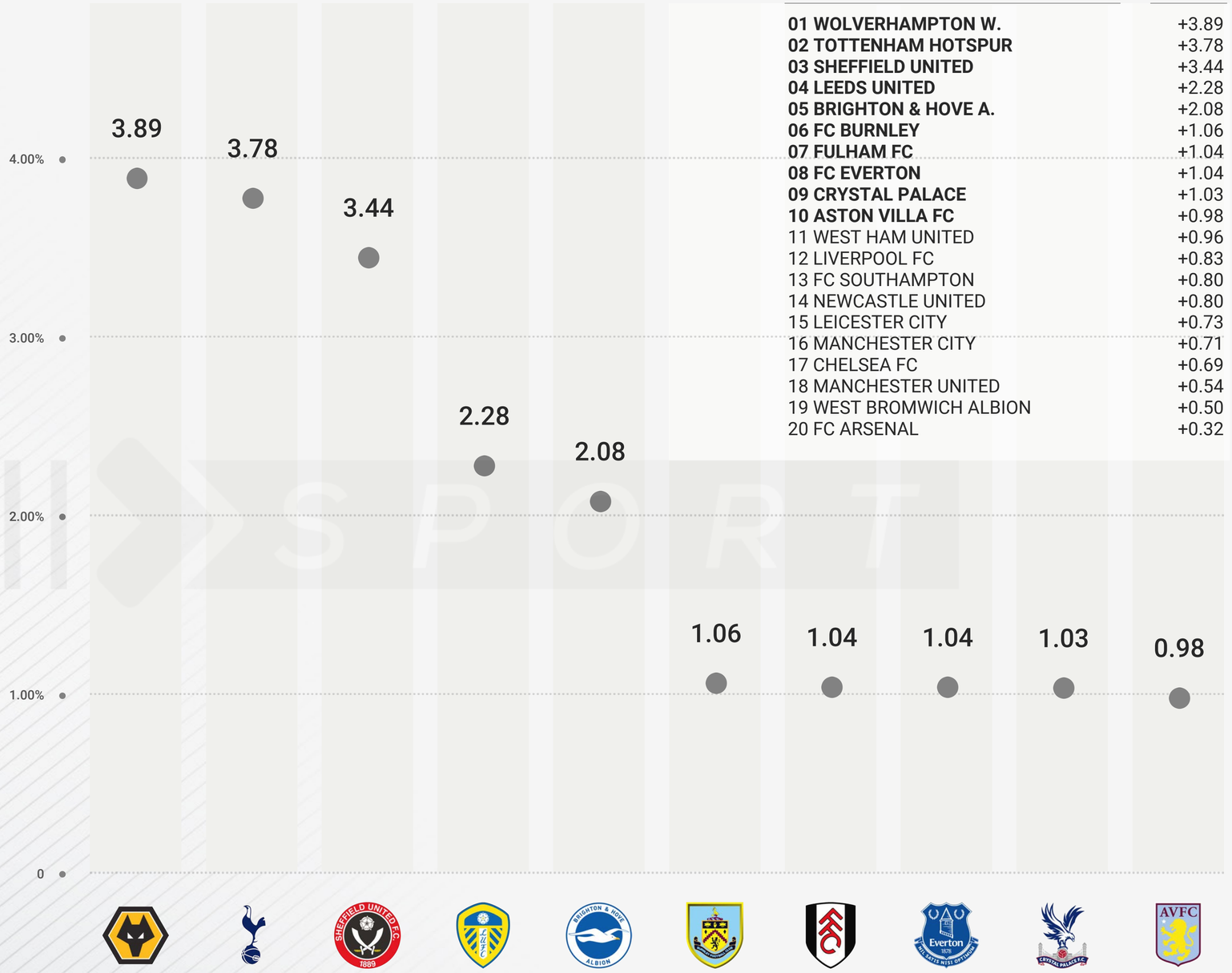
LAST UPDATE DEC 2020

IQUII SPORT

ENGLAND Grown Up

Premier League

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



CLUBS	% VAR*
01 WOLVERHAMPTON W.	**+3.89**
02 TOTTENHAM HOTSPUR	**+3.78**
03 SHEFFIELD UNITED	**+3.44**
04 LEEDS UNITED	**+2.28**
05 BRIGHTON & HOVE A.	**+2.08**
06 FC BURNLEY	**+1.06**
07 FULHAM FC	**+1.04**
08 FC EVERTON	**+1.04**
09 CRYSTAL PALACE	**+1.03**
10 ASTON VILLA FC	**+0.98**
11 WEST HAM UNITED	+0.96
12 LIVERPOOL FC	+0.83
13 FC SOUTHAMPTON	+0.80
14 NEWCASTLE UNITED	+0.80
15 LEICESTER CITY	+0.73
16 MANCHESTER CITY	+0.71
17 CHELSEA FC	+0.69
18 MANCHESTER UNITED	+0.54
19 WEST BROMWICH ALBION	+0.50
20 FC ARSENAL	+0.32

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IQUII SPORT

ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship football clubs analysed.

11

BRANDS

Total Championship Sport Brands on jerseys analysed.

24.0 M

+ 0.27%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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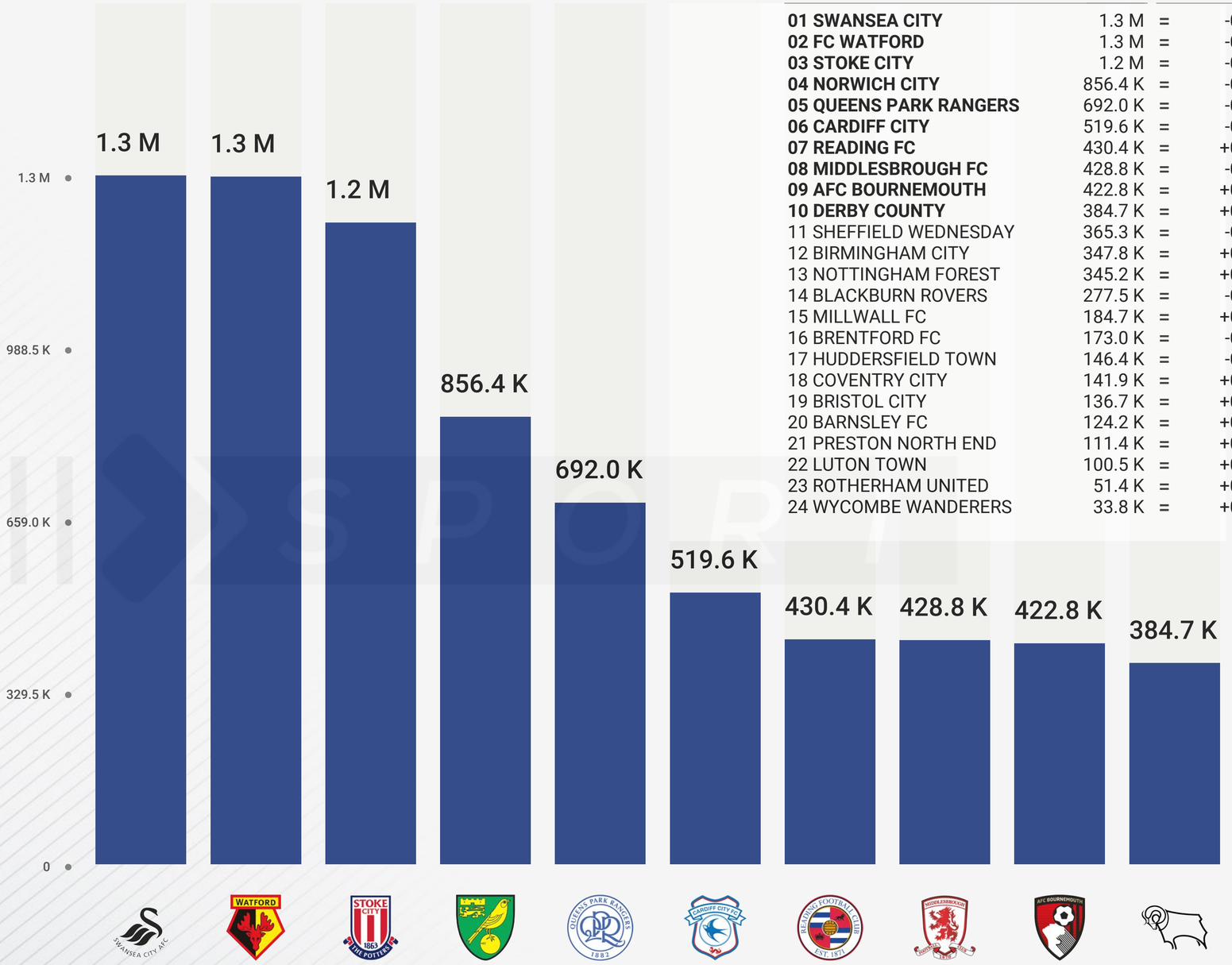
IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

10.1 M

Ranking of the most followed Championship football clubs on Facebook.



CLUBS	FANS		% VAR*
01 SWANSEA CITY	1.3 M	=	-0.12
02 FC WATFORD	1.3 M	=	-0.06
03 STOKE CITY	1.2 M	=	-0.13
04 NORWICH CITY	856.4 K	=	-0.04
05 QUEENS PARK RANGERS	692.0 K	=	-0.11
06 CARDIFF CITY	519.6 K	=	-0.06
07 READING FC	430.4 K	=	+0.22
08 MIDDLESBROUGH FC	428.8 K	=	-0.11
09 AFC BOURNEMOUTH	422.8 K	=	+0.07
10 DERBY COUNTY	384.7 K	=	+0.51
11 SHEFFIELD WEDNESDAY	365.3 K	=	-0.12
12 BIRMINGHAM CITY	347.8 K	=	+0.21
13 NOTTINGHAM FOREST	345.2 K	=	+0.21
14 BLACKBURN ROVERS	277.5 K	=	-0.03
15 MILLWALL FC	184.7 K	=	+0.37
16 BRENTFORD FC	173.0 K	=	-0.17
17 HUDDERSFIELD TOWN	146.4 K	=	-0.34
18 COVENTRY CITY	141.9 K	=	+0.09
19 BRISTOL CITY	136.7 K	=	+0.45
20 BARNSLEY FC	124.2 K	=	+0.06
21 PRESTON NORTH END	111.4 K	=	+0.20
22 LUTON TOWN	100.5 K	=	+0.11
23 ROTHERHAM UNITED	51.4 K	=	+0.26
24 WYCOMBE WANDERERS	33.8 K	=	+0.54

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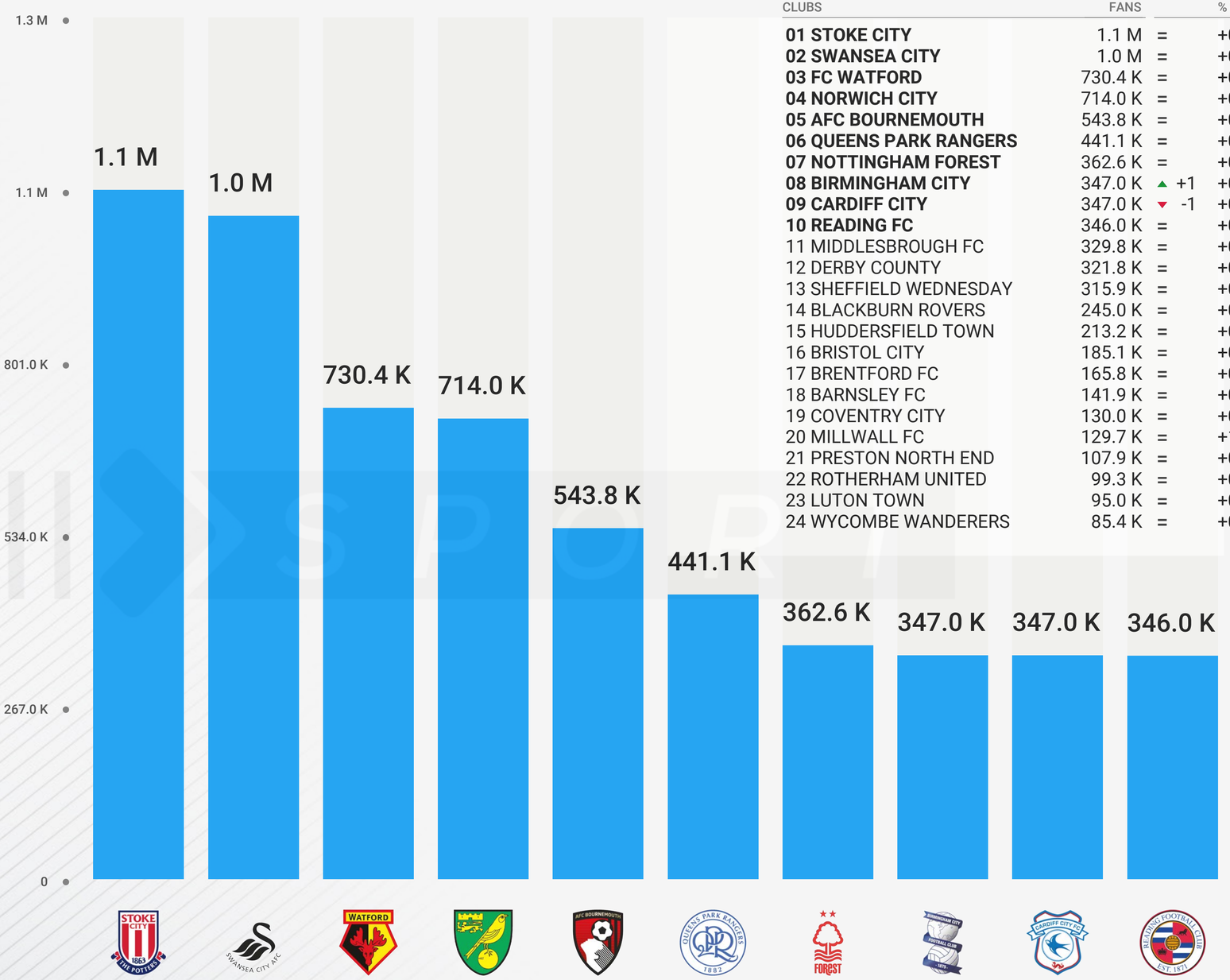
IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

8.5 M

Ranking of the most followed Championship football clubs on Twitter.



CLUBS	FANS		% VAR*
01 STOKE CITY	1.1 M	=	+0.05
02 SWANSEA CITY	1.0 M	=	+0.10
03 FC WATFORD	730.4 K	=	+0.28
04 NORWICH CITY	714.0 K	=	+0.40
05 AFC BOURNEMOUTH	543.8 K	=	+0.52
06 QUEENS PARK RANGERS	441.1 K	=	+0.68
07 NOTTINGHAM FOREST	362.6 K	=	+0.26
08 BIRMINGHAM CITY	347.0 K	▲ +1	+0.31
09 CARDIFF CITY	347.0 K	▼ -1	+0.25
10 READING FC	346.0 K	=	+0.13
11 MIDDLESBROUGH FC	329.8 K	=	+0.21
12 DERBY COUNTY	321.8 K	=	+0.31
13 SHEFFIELD WEDNESDAY	315.9 K	=	+0.43
14 BLACKBURN ROVERS	245.0 K	=	+0.48
15 HUDDERSFIELD TOWN	213.2 K	=	+0.27
16 BRISTOL CITY	185.1 K	=	+0.36
17 BRENTFORD FC	165.8 K	=	+0.58
18 BARNSLEY FC	141.9 K	=	+0.56
19 COVENTRY CITY	130.0 K	=	+0.39
20 MILLWALL FC	129.7 K	=	+1.04
21 PRESTON NORTH END	107.9 K	=	+0.19
22 ROTHERHAM UNITED	99.3 K	=	+0.28
23 LUTON TOWN	95.0 K	=	+0.15
24 WYCOMBE WANDERERS	85.4 K	=	+0.62

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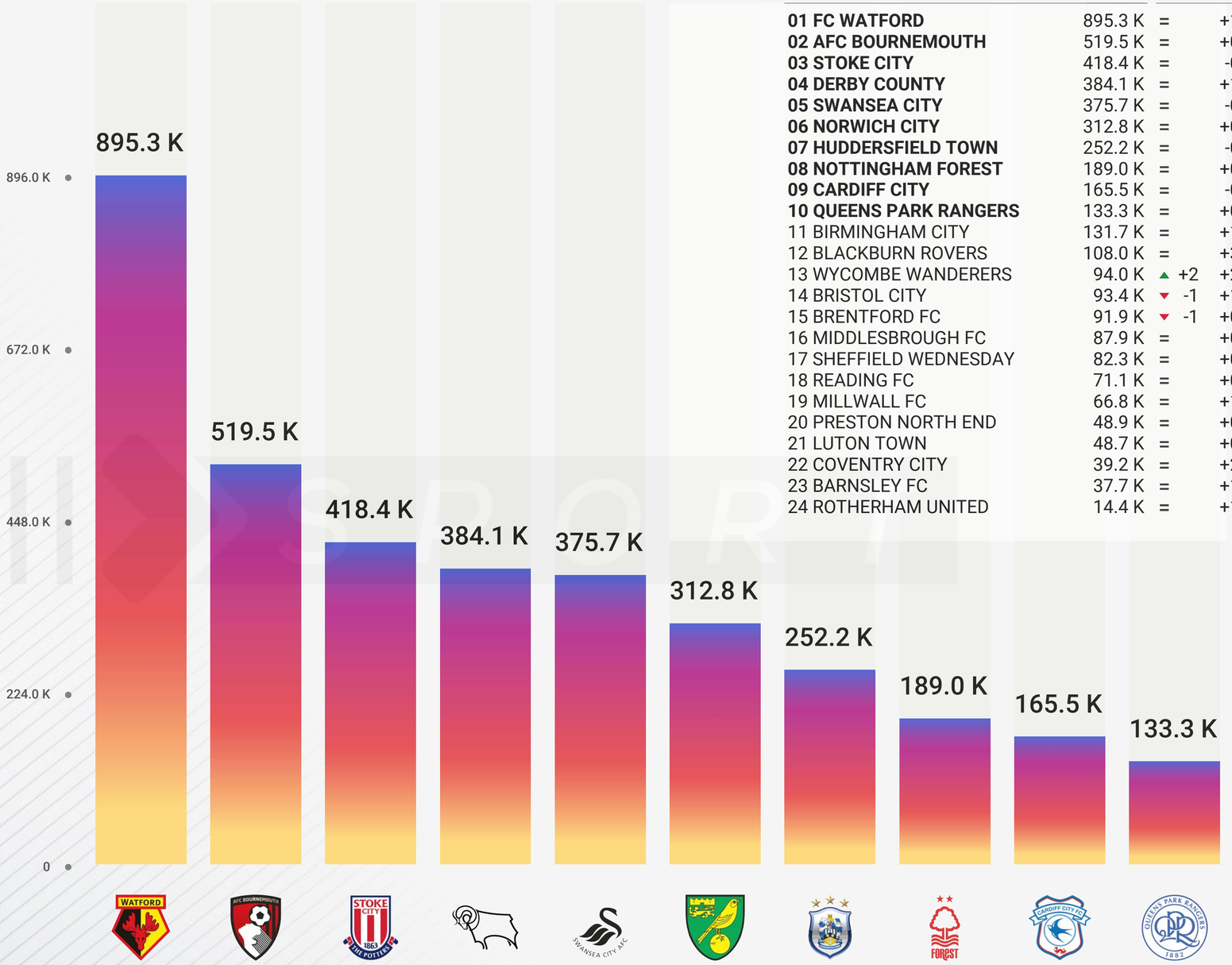
IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

4.7 M

Ranking of the most followed Championship football clubs on Instagram.



CLUBS	FANS		% VAR*
01 FC WATFORD	895.3 K	=	+1.03
02 AFC BOURNEMOUTH	519.5 K	=	+0.61
03 STOKE CITY	418.4 K	=	-0.46
04 DERBY COUNTY	384.1 K	=	+1.19
05 SWANSEA CITY	375.7 K	=	-0.22
06 NORWICH CITY	312.8 K	=	+0.48
07 HUDDERSFIELD TOWN	252.2 K	=	-0.10
08 NOTTINGHAM FOREST	189.0 K	=	+0.63
09 CARDIFF CITY	165.5 K	=	-0.29
10 QUEENS PARK RANGERS	133.3 K	=	+0.05
11 BIRMINGHAM CITY	131.7 K	=	+1.41
12 BLACKBURN ROVERS	108.0 K	=	+3.76
13 WYCOMBE WANDERERS	94.0 K	▲ +2	+2.58
14 BRISTOL CITY	93.4 K	▼ -1	+1.66
15 BRENTFORD FC	91.9 K	▼ -1	+0.28
16 MIDDLESBROUGH FC	87.9 K	=	+0.43
17 SHEFFIELD WEDNESDAY	82.3 K	=	+0.92
18 READING FC	71.1 K	=	+0.88
19 MILLWALL FC	66.8 K	=	+1.92
20 PRESTON NORTH END	48.9 K	=	+0.94
21 LUTON TOWN	48.7 K	=	+0.89
22 COVENTRY CITY	39.2 K	=	+2.26
23 BARNSLEY FC	37.7 K	=	+1.50
24 ROTHERHAM UNITED	14.4 K	=	+1.91

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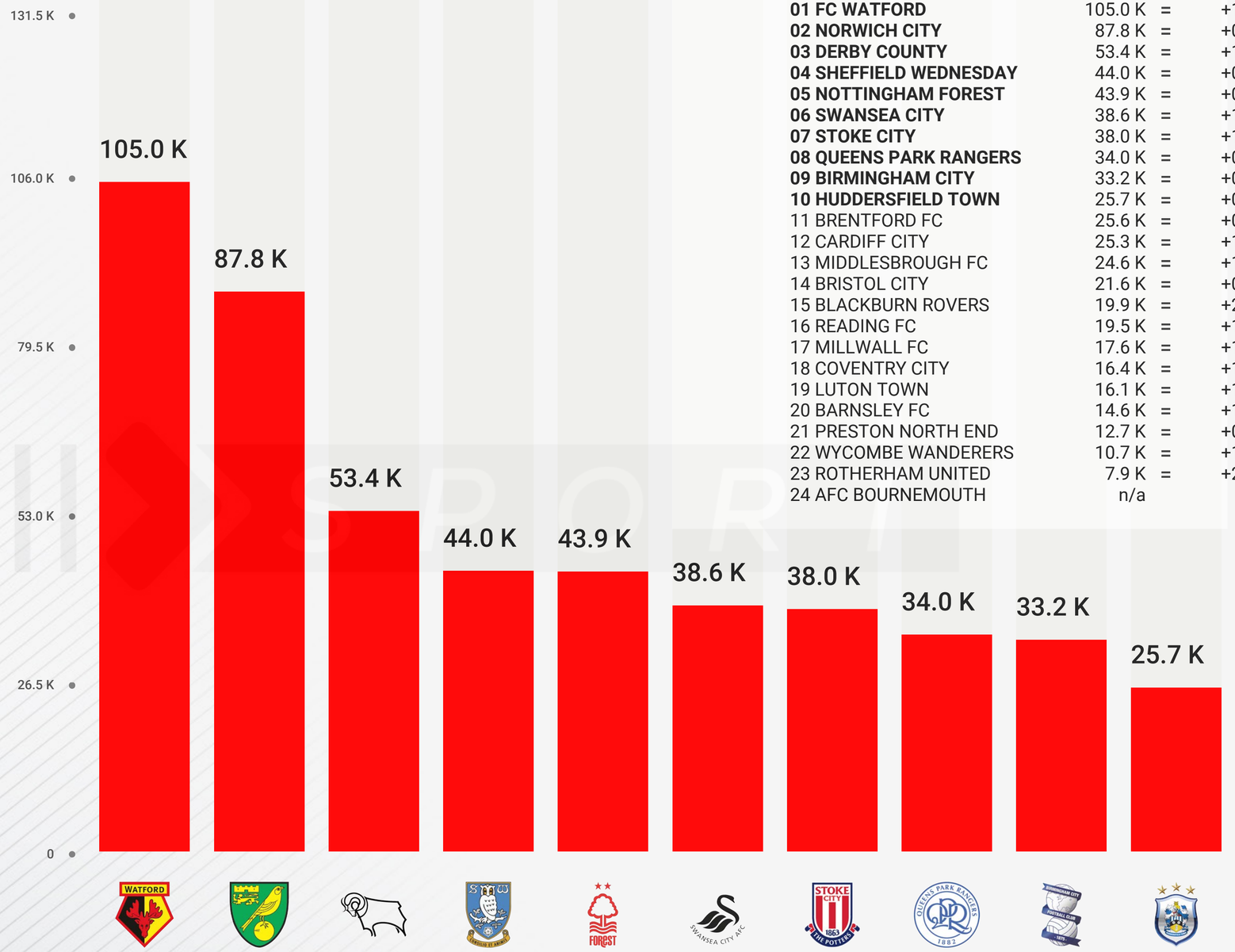
IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

736 K

Ranking of the most followed Championship football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC WATFORD	105.0 K	=	+1.94
02 NORWICH CITY	87.8 K	=	+0.92
03 DERBY COUNTY	53.4 K	=	+1.14
04 SHEFFIELD WEDNESDAY	44.0 K	=	+0.92
05 NOTTINGHAM FOREST	43.9 K	=	+0.69
06 SWANSEA CITY	38.6 K	=	+1.05
07 STOKE CITY	38.0 K	=	+1.33
08 QUEENS PARK RANGERS	34.0 K	=	+0.59
09 BIRMINGHAM CITY	33.2 K	=	+0.91
10 HUDDERSFIELD TOWN	25.7 K	=	+0.78
11 BRENTFORD FC	25.6 K	=	+0.79
12 CARDIFF CITY	25.3 K	=	+1.20
13 MIDDLESBROUGH FC	24.6 K	=	+1.23
14 BRISTOL CITY	21.6 K	=	+0.93
15 BLACKBURN ROVERS	19.9 K	=	+2.05
16 READING FC	19.5 K	=	+1.56
17 MILLWALL FC	17.6 K	=	+1.15
18 COVENTRY CITY	16.4 K	=	+1.23
19 LUTON TOWN	16.1 K	=	+1.26
20 BARNSLEY FC	14.6 K	=	+1.39
21 PRESTON NORTH END	12.7 K	=	+0.79
22 WYCOMBE WANDERERS	10.7 K	=	+1.90
23 ROTHERHAM UNITED	7.9 K	=	+2.06
24 AFC BOURNEMOUTH	n/a		n/a

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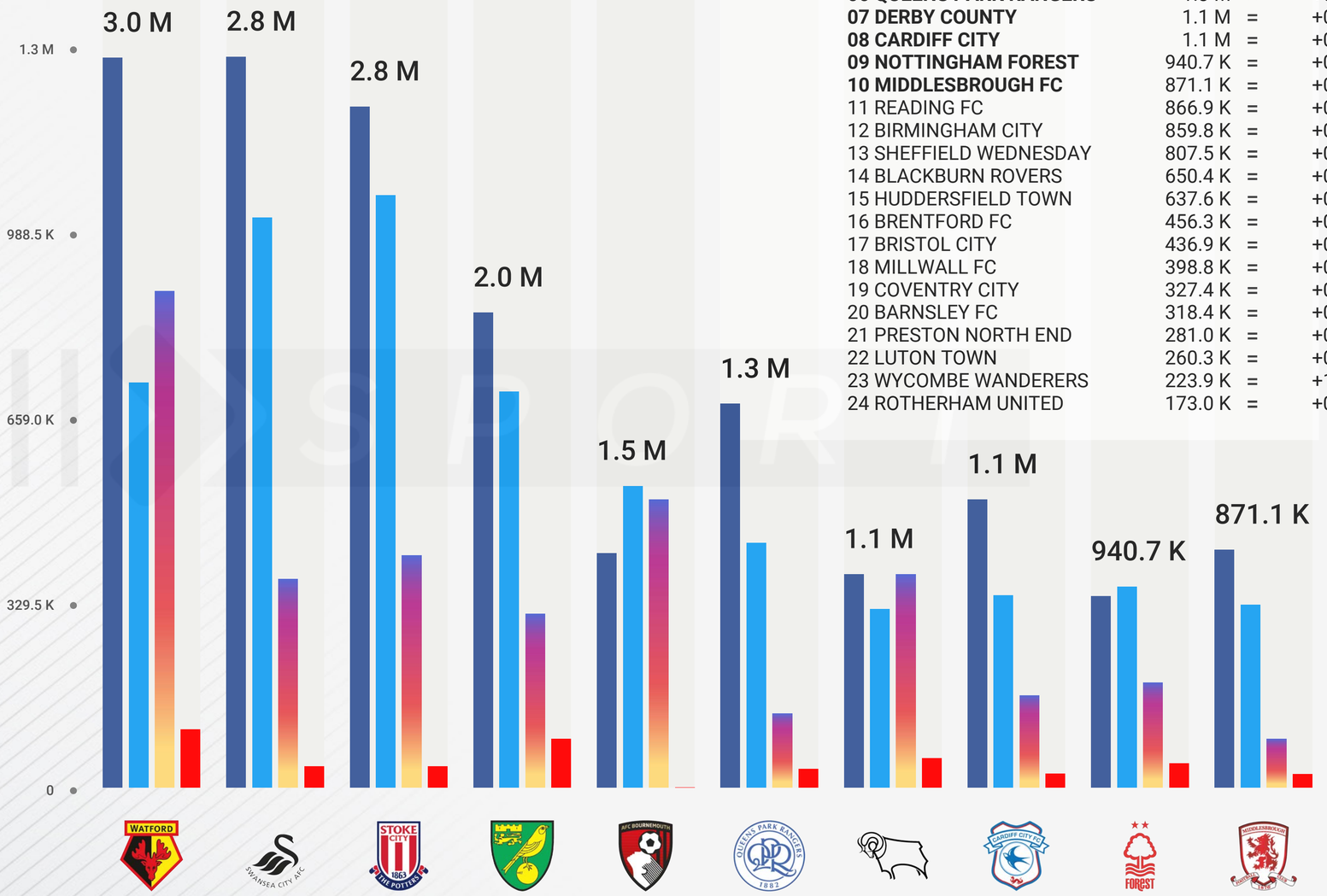
IQUII SPORT

ENGLAND Social

TOTAL FANBASE

24.0 M

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



CLUBS	FANS		% VAR*
01 FC WATFORD	3.0 M	=	+0.41
02 SWANSEA CITY	2.8 M	=	-0.03
03 STOKE CITY	2.8 M	=	-0.09
04 NORWICH CITY	2.0 M	=	+0.24
05 AFC BOURNEMOUTH	1.5 M	=	+0.42
06 QUEENS PARK RANGERS	1.3 M	=	+0.19
07 DERBY COUNTY	1.1 M	=	+0.71
08 CARDIFF CITY	1.1 M	=	+0.03
09 NOTTINGHAM FOREST	940.7 K	=	+0.34
10 MIDDLESBROUGH FC	871.1 K	=	+0.11
11 READING FC	866.9 K	=	+0.27
12 BIRMINGHAM CITY	859.8 K	=	+0.46
13 SHEFFIELD WEDNESDAY	807.5 K	=	+0.26
14 BLACKBURN ROVERS	650.4 K	=	+0.84
15 HUDDERSFIELD TOWN	637.6 K	=	+0.00
16 BRENTFORD FC	456.3 K	=	+0.25
17 BRISTOL CITY	436.9 K	=	+0.69
18 MILLWALL FC	398.8 K	=	+0.88
19 COVENTRY CITY	327.4 K	=	+0.52
20 BARNSLEY FC	318.4 K	=	+0.51
21 PRESTON NORTH END	281.0 K	=	+0.35
22 LUTON TOWN	260.3 K	=	+0.34
23 WYCOMBE WANDERERS	223.9 K	=	+1.49
24 ROTHERHAM UNITED	173.0 K	=	+0.49

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IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

24.0 M

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

CLUBS	FANS		% VAR*
01 MACRON	5.0 M	=	+0.13
02 UMBRO	4.6 M	=	+0.47
03 ERREA	3.3 M	=	+0.22
04 KELME	3.0 M	=	+0.41
05 JOMA	2.8 M	=	-0.03
06 HUMMEL	1.6 M	=	+0.35
07 NIKE	1.1 M	=	+0.43
08 ADIDAS	1.1 M	=	+0.03
09 ELEV8	807.5 K	=	+0.26
10 PUMA	491.4 K	=	+0.50
11 ONEILLS	223.9 K	=	+1.49



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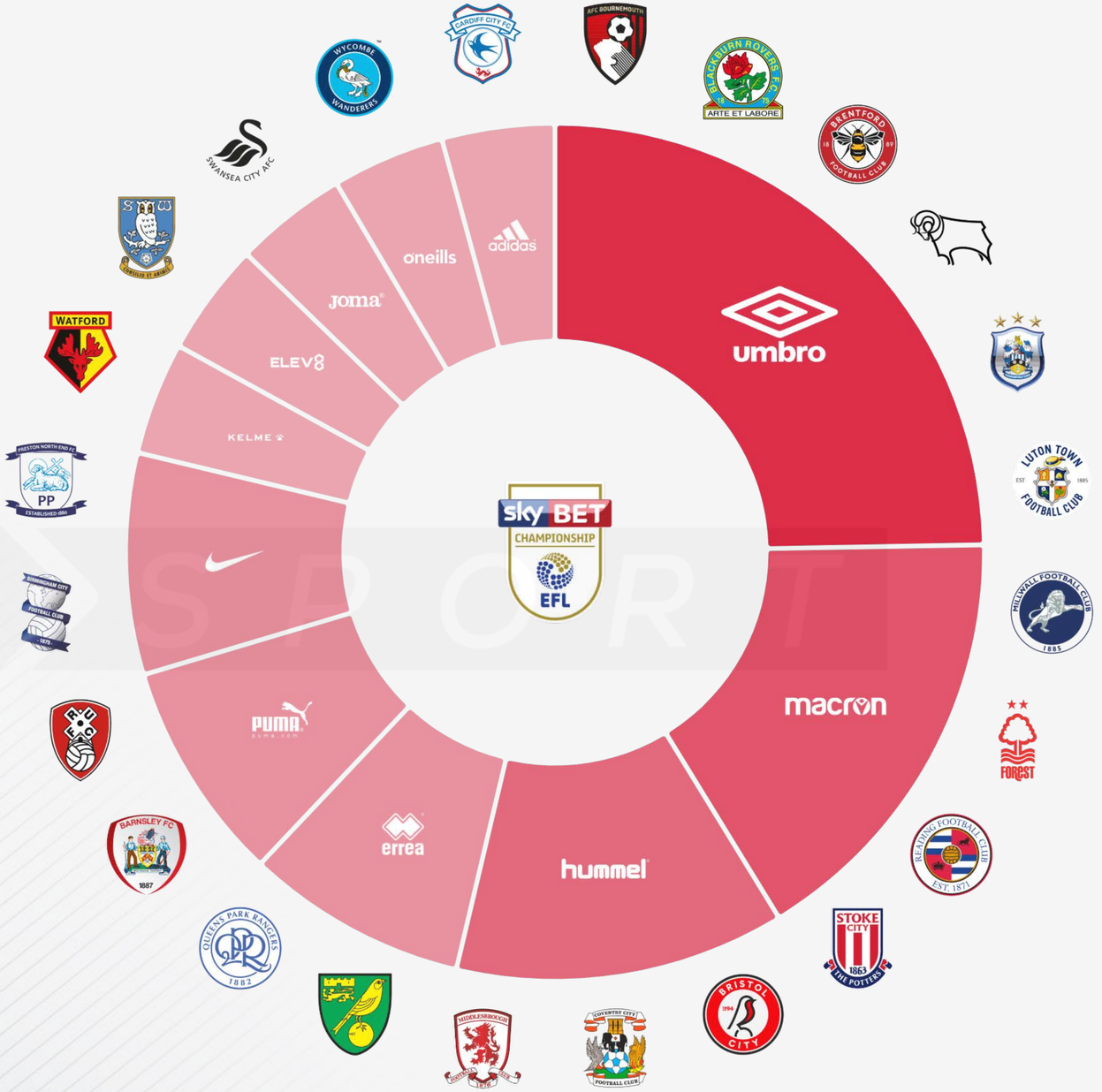
IQUII SPORT

ENGLAND Brands

CLUBS
24

SPORT BRANDS
11

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



*[from November 13, 2020 to December 14, 2020]

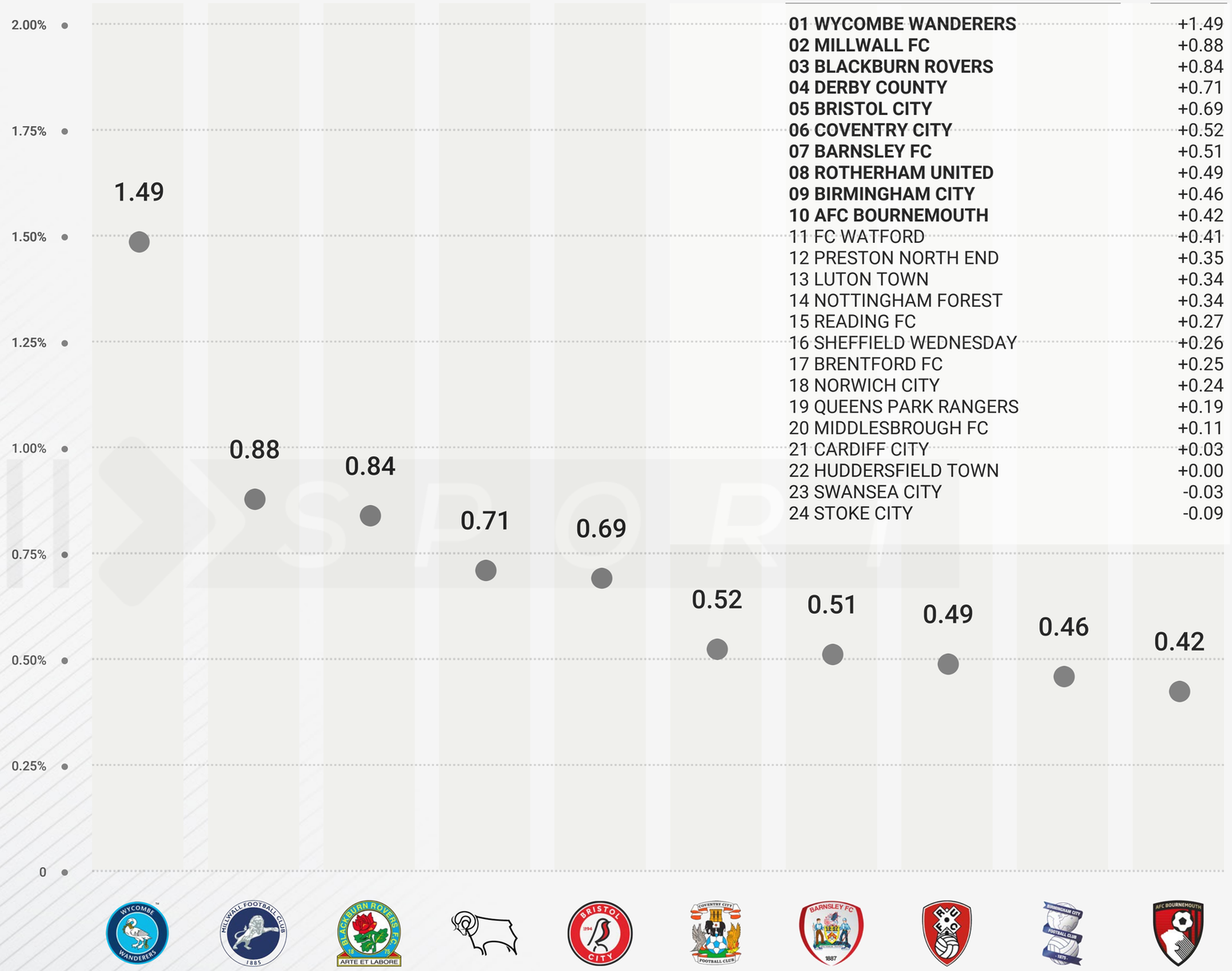
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IQUII SPORT

ENGLAND Grown Up

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



CLUBS	% VAR*
01 WYCOMBE WANDERERS	**+1.49**
02 MILLWALL FC	**+0.88**
03 BLACKBURN ROVERS	**+0.84**
04 DERBY COUNTY	**+0.71**
05 BRISTOL CITY	**+0.69**
06 COVENTRY CITY	**+0.52**
07 BARNSLEY FC	**+0.51**
08 ROTHERHAM UNITED	**+0.49**
09 BIRMINGHAM CITY	**+0.46**
10 AFC BOURNEMOUTH	**+0.42**
11 FC WATFORD	+0.41
12 PRESTON NORTH END	+0.35
13 LUTON TOWN	+0.34
14 NOTTINGHAM FOREST	+0.34
15 READING FC	+0.27
16 SHEFFIELD WEDNESDAY	+0.26
17 BRENTFORD FC	+0.25
18 NORWICH CITY	+0.24
19 QUEENS PARK RANGERS	+0.19
20 MIDDLESBROUGH FC	+0.11
21 CARDIFF CITY	+0.03
22 HUDDERSFIELD TOWN	+0.00
23 SWANSEA CITY	-0.03
24 STOKE CITY	-0.09

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LIGUE 1

SECOND DIVISION — 20 CLUBS

LIGUE 2



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FRANCE SnapShot / First Division



20

CLUBS

Total Ligue1 football clubs analysed.

9

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

131.9 M

+ 1.20%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue1 football clubs analysed.

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

66.7 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	41.7 M	=	+0.38
02 AS MONACO	8.3 M	=	+8.25
03 OLYMPIQUE DE M.	5.9 M	=	+0.57
04 OLYMPIQUE LYONNAIS	4.1 M	=	-0.02
05 LOSC LILLE	1.1 M	=	+0.44
06 FC GIRONDINS BORDEAUX	1.0 M	=	+0.10
07 AS SAINT ÉTIENNE	846.2 K	=	+0.02
08 FC NANTES	527.1 K	=	+0.14
09 OGC NICE	525.9 K	=	+0.28
10 STADE RENNAIS FC	504.1 K	=	+0.49
11 RC LENS	394.1 K	=	+0.30
12 HSC MONTPELLIER	330.3 K	=	+2.02
13 FC LORIENT	252.4 K	=	+0.19
14 STADE DE REIMS	221.0 K	=	+0.40
15 FC METZ	216.7 K	=	+0.44
16 SCO ANGERS	197.5 K	=	+2.49
17 FCO DIJON	173.8 K	=	+1.51
18 RC STRASBOURG ALSACE	157.8 K	=	+0.34
19 STADE BRESTOIS 29	137.6 K	=	+1.53
20 NÎMES OLYMPIQUE	82.9 K	=	+0.44

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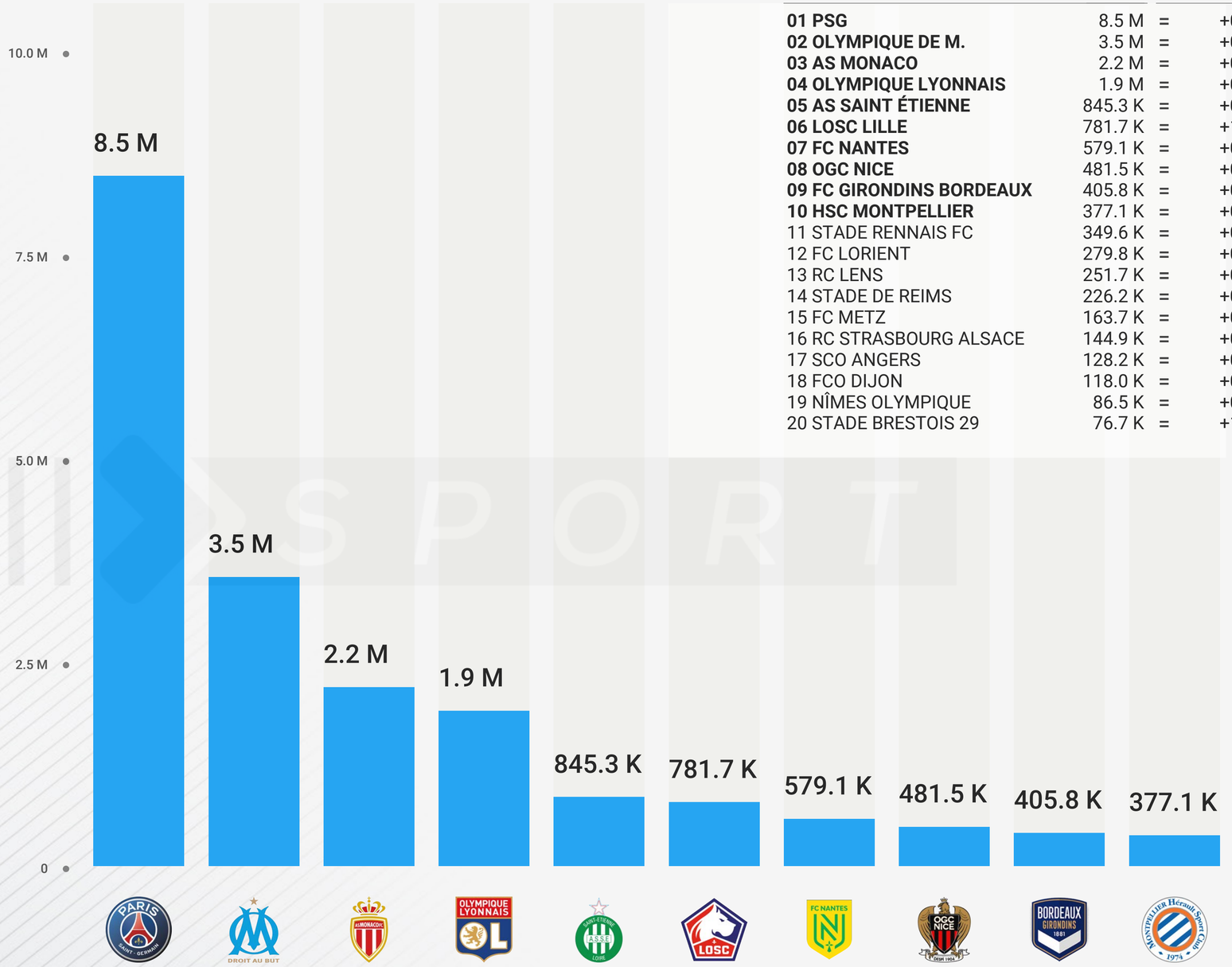
FRANCE Twitter

TOTAL FANBASE

21.4 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	8.5 M	=	+0.73
02 OLYMPIQUE DE M.	3.5 M	=	+0.38
03 AS MONACO	2.2 M	=	+0.75
04 OLYMPIQUE LYONNAIS	1.9 M	=	+0.62
05 AS SAINT ÉTIENNE	845.3 K	=	+0.25
06 LOSC LILLE	781.7 K	=	+1.47
07 FC NANTES	579.1 K	=	+0.56
08 OGC NICE	481.5 K	=	+0.44
09 FC GIRONDINS BORDEAUX	405.8 K	=	+0.43
10 HSC MONTPELLIER	377.1 K	=	+0.44
11 STADE RENNAIS FC	349.6 K	=	+0.57
12 FC LORIENT	279.8 K	=	+0.22
13 RC LENS	251.7 K	=	+0.67
14 STADE DE REIMS	226.2 K	=	+0.35
15 FC METZ	163.7 K	=	+0.53
16 RC STRASBOURG ALSACE	144.9 K	=	+0.35
17 SCO ANGERS	128.2 K	=	+0.53
18 FCO DIJON	118.0 K	=	+0.56
19 NÎMES OLYMPIQUE	86.5 K	=	+0.83
20 STADE BRESTOIS 29	76.7 K	=	+1.06

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IQUII SPORT

FRANCE Instagram

TOTAL FANBASE

40.1 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	32.2 M	=	+1.43
02 OLYMPIQUE LYONNAIS	1.8 M	=	+1.30
03 OLYMPIQUE DE M.	1.7 M	=	+0.85
04 AS MONACO	1.6 M	=	+1.10
05 LOSC LILLE	400.8 K	▲ +1	+2.37
06 OGC NICE	397.1 K	▼ -1	+0.76
07 FC NANTES	378.8 K	=	+0.51
08 AS SAINT ÉTIENNE	319.3 K	=	+0.75
09 STADE RENNAIS FC	243.0 K	=	+2.77
10 HSC MONTPELLIER	196.3 K	=	+0.85
11 FC GIRONDINS BORDEAUX	177.4 K	=	+1.57
12 RC STRASBOURG ALSACE	111.2 K	=	+0.65
13 FC METZ	108.7 K	=	+1.72
14 RC LENS	103.4 K	=	+1.06
15 FCO DIJON	98.0 K	=	+0.88
16 SCO ANGERS	70.7 K	=	+0.54
17 FC LORIENT	56.0 K	=	+0.32
18 STADE DE REIMS	53.7 K	=	+0.92
19 STADE BRESTOIS 29	51.1 K	=	+2.25
20 NÎMES OLYMPIQUE	43.8 K	=	+0.62

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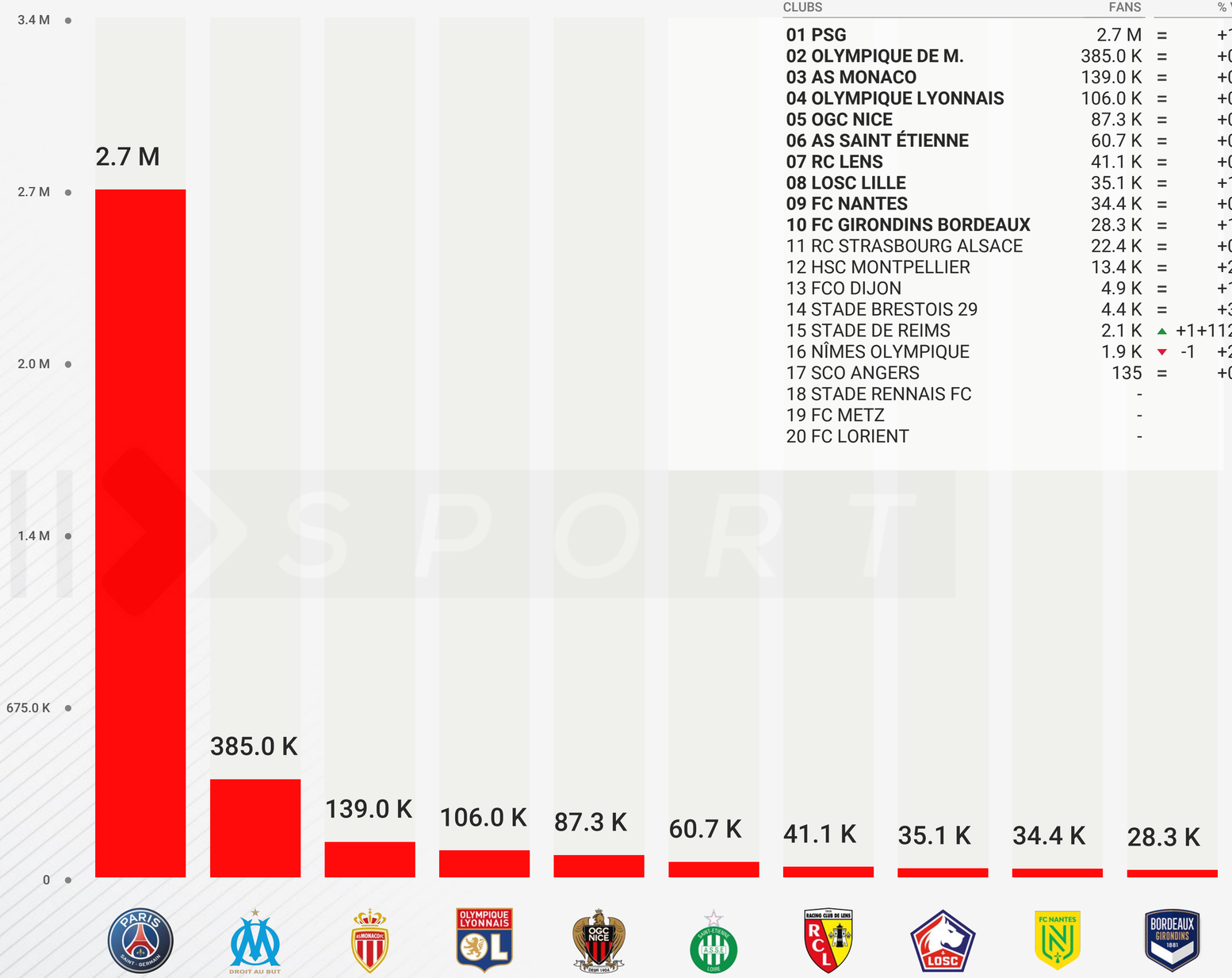
FRANCE YouTube

TOTAL FANBASE

3.7 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	2.7 M	=	+1.12
02 OLYMPIQUE DE M.	385.0 K	=	+0.52
03 AS MONACO	139.0 K	=	+0.72
04 OLYMPIQUE LYONNAIS	106.0 K	=	+0.95
05 OGC NICE	87.3 K	=	+0.34
06 AS SAINT ÉTIENNE	60.7 K	=	+0.33
07 RC LENS	41.1 K	=	+0.49
08 LOSC LILLE	35.1 K	=	+1.15
09 FC NANTES	34.4 K	=	+0.58
10 FC GIRONDINS BORDEAUX	28.3 K	=	+1.43
11 RC STRASBOURG ALSACE	22.4 K	=	+0.45
12 HSC MONTPELLIER	13.4 K	=	+2.29
13 FCO DIJON	4.9 K	=	+1.65
14 STADE BRESTOIS 29	4.4 K	=	+3.04
15 STADE DE REIMS	2.1 K	▲ +1	+112.72
16 NÎMES OLYMPIQUE	1.9 K	▼ -1	+2.15
17 SCO ANGERS	135	=	+0.00
18 STADE RENNAIS FC	-		-
19 FC METZ	-		-
20 FC LORIENT	-		-

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FRANCE Social

TOTAL FANBASE

131.9 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	85.0 M	=	+0.83
02 AS MONACO	12.3 M	=	+5.77
03 OLYMPIQUE DE M.	11.6 M	=	+0.55
04 OLYMPIQUE LYONNAIS	7.9 M	=	+0.44
05 LOSC LILLE	2.3 M	=	+1.13
06 AS SAINT ÉTIENNE	2.1 M	=	+0.23
07 FC GIRONDINS BORDEAUX	1.6 M	=	+0.36
08 FC NANTES	1.5 M	=	+0.40
09 OGC NICE	1.5 M	=	+0.46
10 STADE RENNAIS FC	1.1 M	=	+1.01
11 HSC MONTPELLIER	917.1 K	=	+1.12
12 RC LENS	790.2 K	=	+0.53
13 FC LORIENT	588.2 K	=	+0.22
14 STADE DE REIMS	503.0 K	=	+0.66
15 FC METZ	489.1 K	=	+0.75
16 RC STRASBOURG ALSACE	436.3 K	=	+0.42
17 SCO ANGERS	396.5 K	=	+1.50
18 FCO DIJON	394.8 K	=	+1.07
19 STADE BRESTOIS 29	269.8 K	=	+1.56
20 NÎMES OLYMPIQUE	215.2 K	=	+0.64

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IQUII SPORT

FRANCE Brands

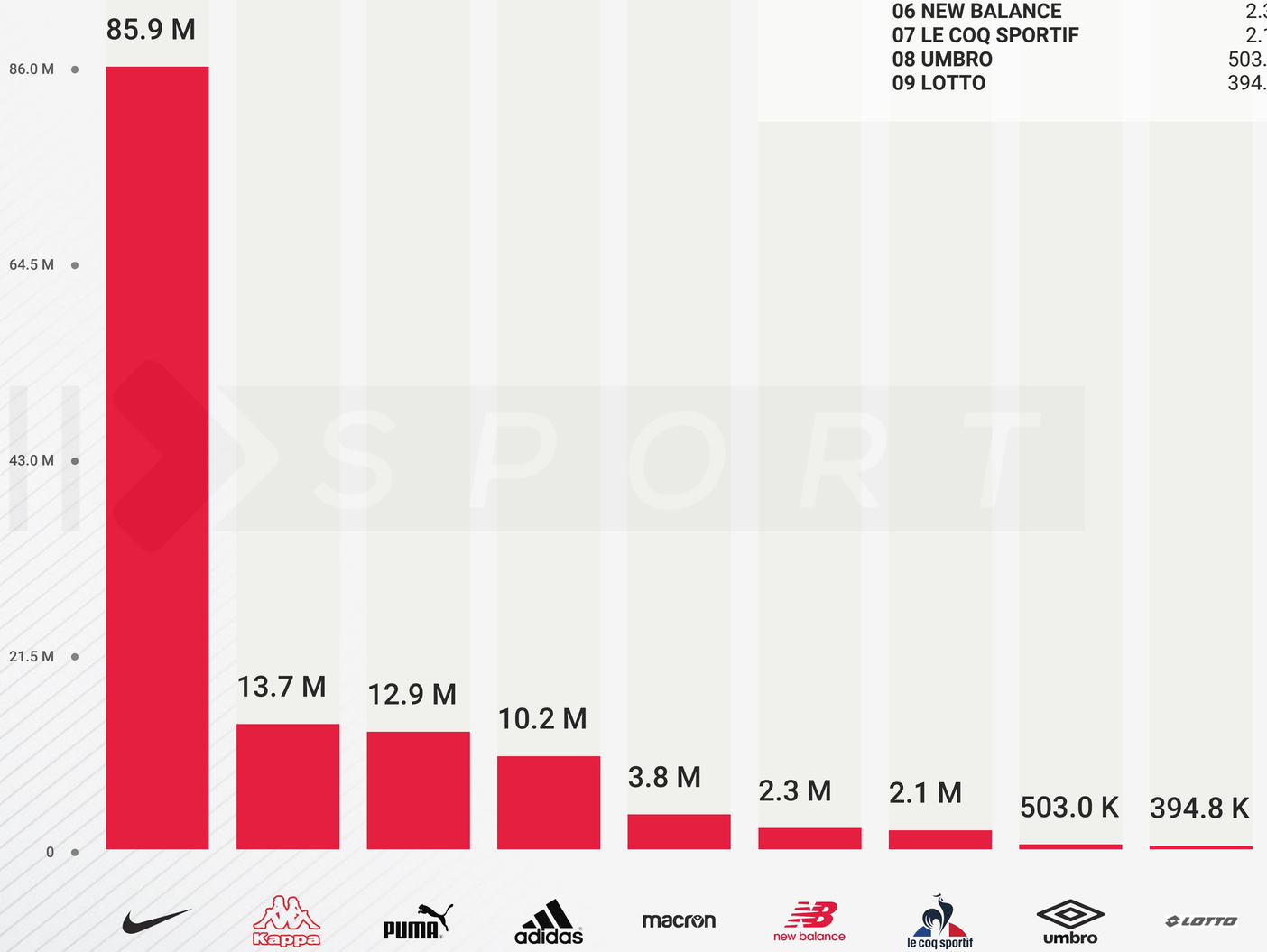
TOTAL FANBASE

131.9 M

LIGUE 1 Uber Eats

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

CLUBS	FANS		% VAR*
01 NIKE	85.9 M	=	+0.83
02 KAPPA	13.7 M	=	+5.21
03 PUMA	12.9 M	=	+0.59
04 ADIDAS	10.2 M	=	+0.46
05 MACRON	3.8 M	=	+0.45
06 NEW BALANCE	2.3 M	=	+1.13
07 LE COQ SPORTIF	2.1 M	=	+0.23
08 UMBRO	503.0 K	=	+0.66
09 LOTTO	394.8 K	=	+1.07



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IQUII SPORT

FRANCE Brands

CLUBS

20

SPORT BRANDS

9

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



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IQUII SPORT

FRANCE Grown Up

LIGUE 1 Uber Eats

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

CLUBS	% VAR*
01 AS MONACO	**+5.77**
02 STADE BRESTOIS 29	**+1.56**
03 SCO ANGERS	**+1.50**
04 LOSC LILLE	**+1.13**
05 HSC MONTPELLIER	**+1.12**
06 FCO DIJON	**+1.07**
07 STADE RENNAIS FC	**+1.01**
08 PSG	**+0.83**
09 FC METZ	**+0.75**
10 STADE DE REIMS	**+0.66**
11 NÎMES OLYMPIQUE	+0.64
12 OLYMPIQUE DE M.	+0.55
13 RC LENS	+0.53
14 OGC NICE	+0.46
15 OLYMPIQUE LYONNAIS	+0.44
16 RC STRASBOURG ALSACE	+0.42
17 FC NANTES	+0.40
18 FC GIRONDINS BORDEAUX	+0.36
19 AS SAINT ÉTIENNE	+0.23
20 FC LORIENT	+0.22



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FRANCE Snapshot / Second Division



20

CLUBS

Total Ligue 2 football clubs analysed.

10

BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

5.2 M

+ 0.53%*

FANS

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

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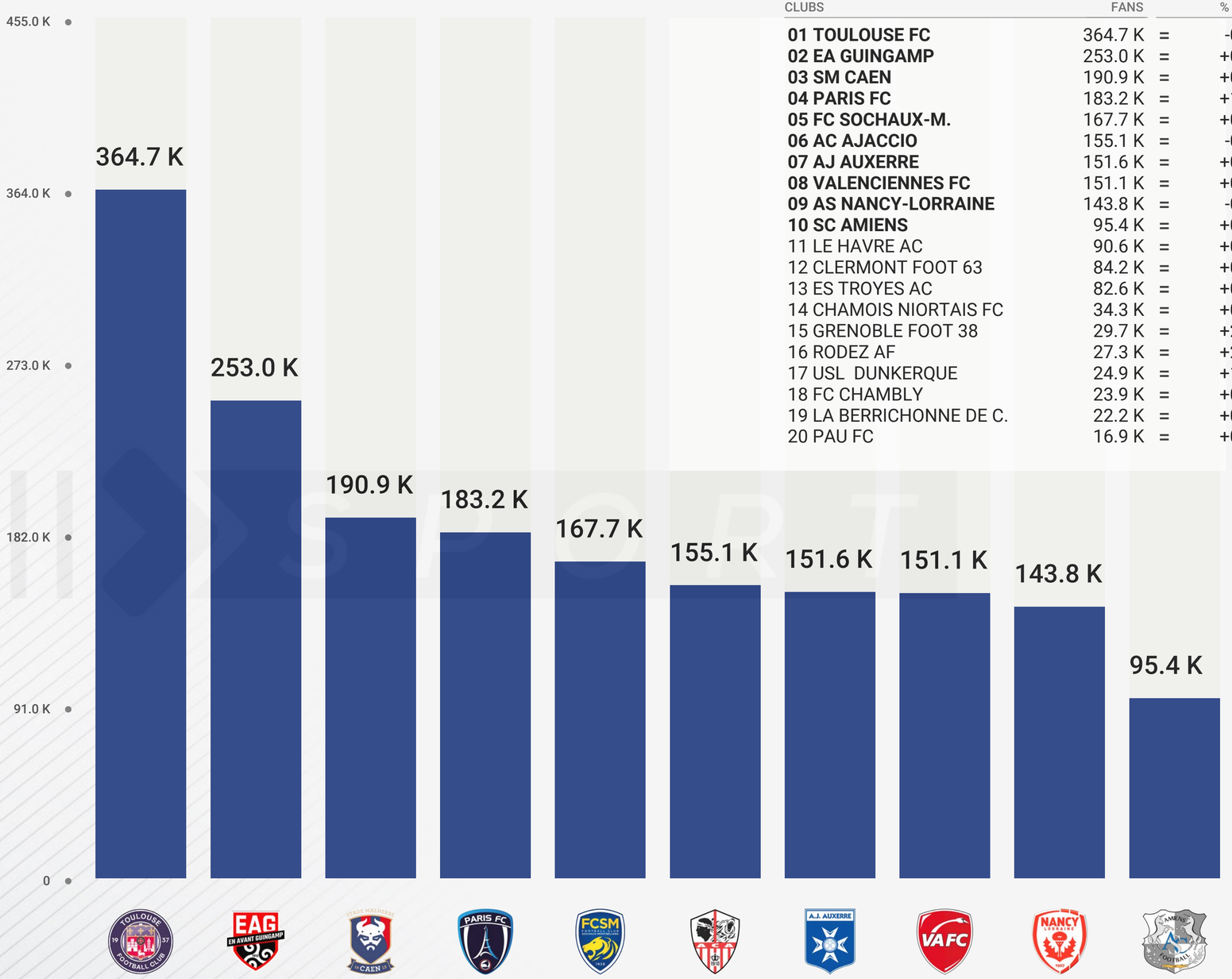
FRANCE Facebook

TOTAL FANBASE

2.3 M

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	364.7 K	=	-0.03
02 EA GUINGAMP	253.0 K	=	+0.13
03 SM CAEN	190.9 K	=	+0.33
04 PARIS FC	183.2 K	=	+1.96
05 FC SOCHAUX-M.	167.7 K	=	+0.38
06 AC AJACCIO	155.1 K	=	-0.12
07 AJ AUXERRE	151.6 K	=	+0.18
08 VALENCIENNES FC	151.1 K	=	+0.03
09 AS NANCY-LORRAINE	143.8 K	=	-0.07
10 SC AMIENS	95.4 K	=	+0.26
11 LE HAVRE AC	90.6 K	=	+0.01
12 CLERMONT FOOT 63	84.2 K	=	+0.90
13 ES TROYES AC	82.6 K	=	+0.82
14 CHAMOIS NIORTAIS FC	34.3 K	=	+0.46
15 GRENOBLE FOOT 38	29.7 K	=	+2.29
16 RODEZ AF	27.3 K	=	+2.19
17 USL DUNKERQUE	24.9 K	=	+1.07
18 FC CHAMBLY	23.9 K	=	+0.77
19 LA BERRICHONNE DE C.	22.2 K	=	+0.69
20 PAU FC	16.9 K	=	+0.46

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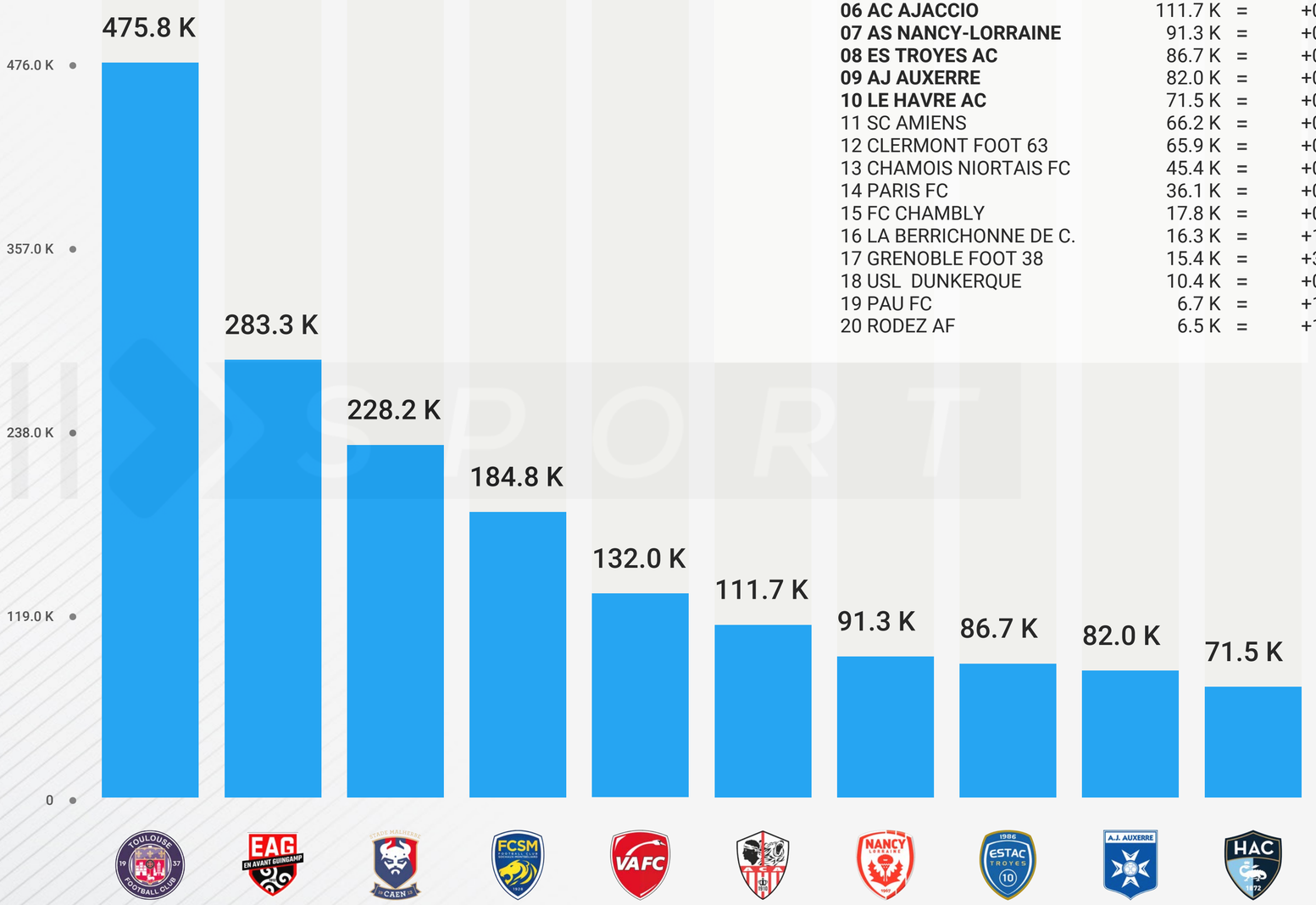
FRANCE Twitter

TOTAL FANBASE

2.0 M

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	475.8 K	=	+0.05
02 EA GUINGAMP	283.3 K	=	+0.01
03 SM CAEN	228.2 K	=	+0.19
04 FC SOCHAUX-M.	184.8 K	=	+0.20
05 VALENCIENNES FC	132.0 K	=	+1.21
06 AC AJACCIO	111.7 K	=	+0.11
07 AS NANCY-LORRAINE	91.3 K	=	+0.11
08 ES TROYES AC	86.7 K	=	+0.22
09 AJ AUXERRE	82.0 K	=	+0.97
10 LE HAVRE AC	71.5 K	=	+0.30
11 SC AMIENS	66.2 K	=	+0.29
12 CLERMONT FOOT 63	65.9 K	=	+0.31
13 CHAMOIS NIORTAIS FC	45.4 K	=	+0.35
14 PARIS FC	36.1 K	=	+0.75
15 FC CHAMBLY	17.8 K	=	+0.67
16 LA BERRICHONNE DE C.	16.3 K	=	+1.37
17 GRENOBLE FOOT 38	15.4 K	=	+3.81
18 USL DUNKERQUE	10.4 K	=	+0.82
19 PAU FC	6.7 K	=	+1.33
20 RODEZ AF	6.5 K	=	+1.14

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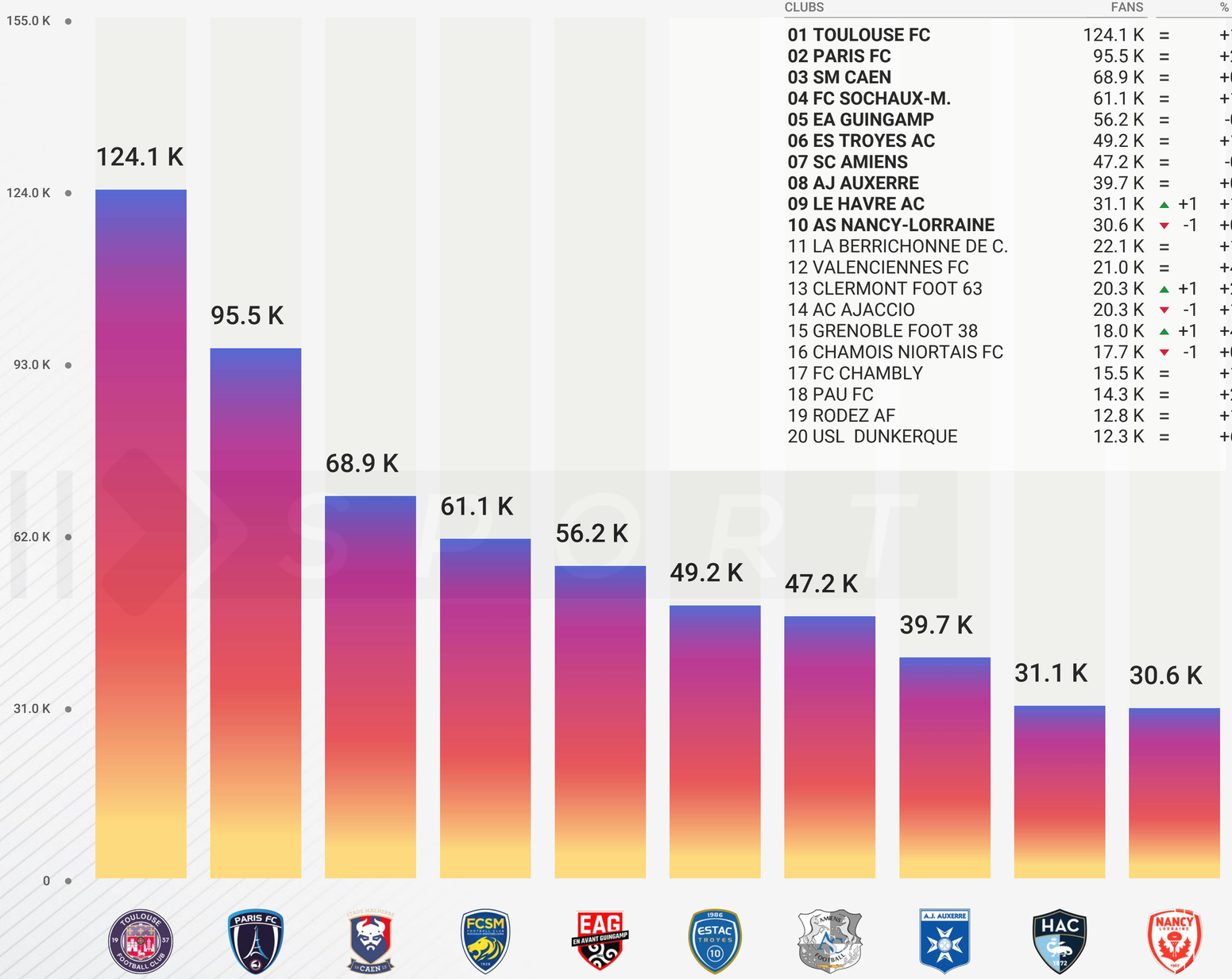
FRANCE Instagram

TOTAL FANBASE

778 K

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	124.1 K	=	+1.44
02 PARIS FC	95.5 K	=	+2.56
03 SM CAEN	68.9 K	=	+0.79
04 FC SOCHAUX-M.	61.1 K	=	+1.75
05 EA GUINGAMP	56.2 K	=	-0.22
06 ES TROYES AC	49.2 K	=	+1.59
07 SC AMIENS	47.2 K	=	-0.13
08 AJ AUXERRE	39.7 K	=	+0.48
09 LE HAVRE AC	31.1 K	▲ +1	+1.98
10 AS NANCY-LORRAINE	30.6 K	▼ -1	+0.01
11 LA BERRICHONNE DE C.	22.1 K	=	+1.99
12 VALENCIENNES FC	21.0 K	=	+4.49
13 CLERMONT FOOT 63	20.3 K	▲ +1	+2.04
14 AC AJACCIO	20.3 K	▼ -1	+1.08
15 GRENOBLE FOOT 38	18.0 K	▲ +1	+4.37
16 CHAMOIS NIORTAIS FC	17.7 K	▼ -1	+0.51
17 FC CHAMBLY	15.5 K	=	+1.07
18 PAU FC	14.3 K	=	+2.34
19 RODEZ AF	12.8 K	=	+1.52
20 USL DUNKERQUE	12.3 K	=	+6.01

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IQUII SPORT

FRANCE YouTube

TOTAL FANBASE

66 K

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	16.8 K	=	+2.44
02 FC SOCHAUX-M.	8.2 K	=	+2.24
03 VALENCIENNES FC	7.7 K	=	+0.91
04 PARIS FC	6.6 K	=	+2.31
05 ES TROYES AC	6.1 K	=	+1.16
06 LE HAVRE AC	6.0 K	=	+1.02
07 AS NANCY-LORRAINE	3.6 K	=	+0.83
08 CHAMOIS NIORTAIS FC	2.5 K	=	+1.20
09 AC AJACCIO	2.0 K	=	+0.00
10 SC AMIENS	1.7 K	=	+1.19
11 SM CAEN	1.2 K	=	-0.80
12 EA GUINGAMP	1.0 K	=	+0.99
13 CLERMONT FOOT 63	697	=	+2.80
14 FC CHAMBLY	668	=	+0.15
15 AJ AUXERRE	610	▲ +1	+39.59
16 RODEZ AF	496	▼ -1	+1.22
17 USL DUNKERQUE	287	=	+7.09
18 LA BERRICHONNE DE C.	-		-
19 GRENOBLE FOOT 38	-		-
20 PAU FC	-		-

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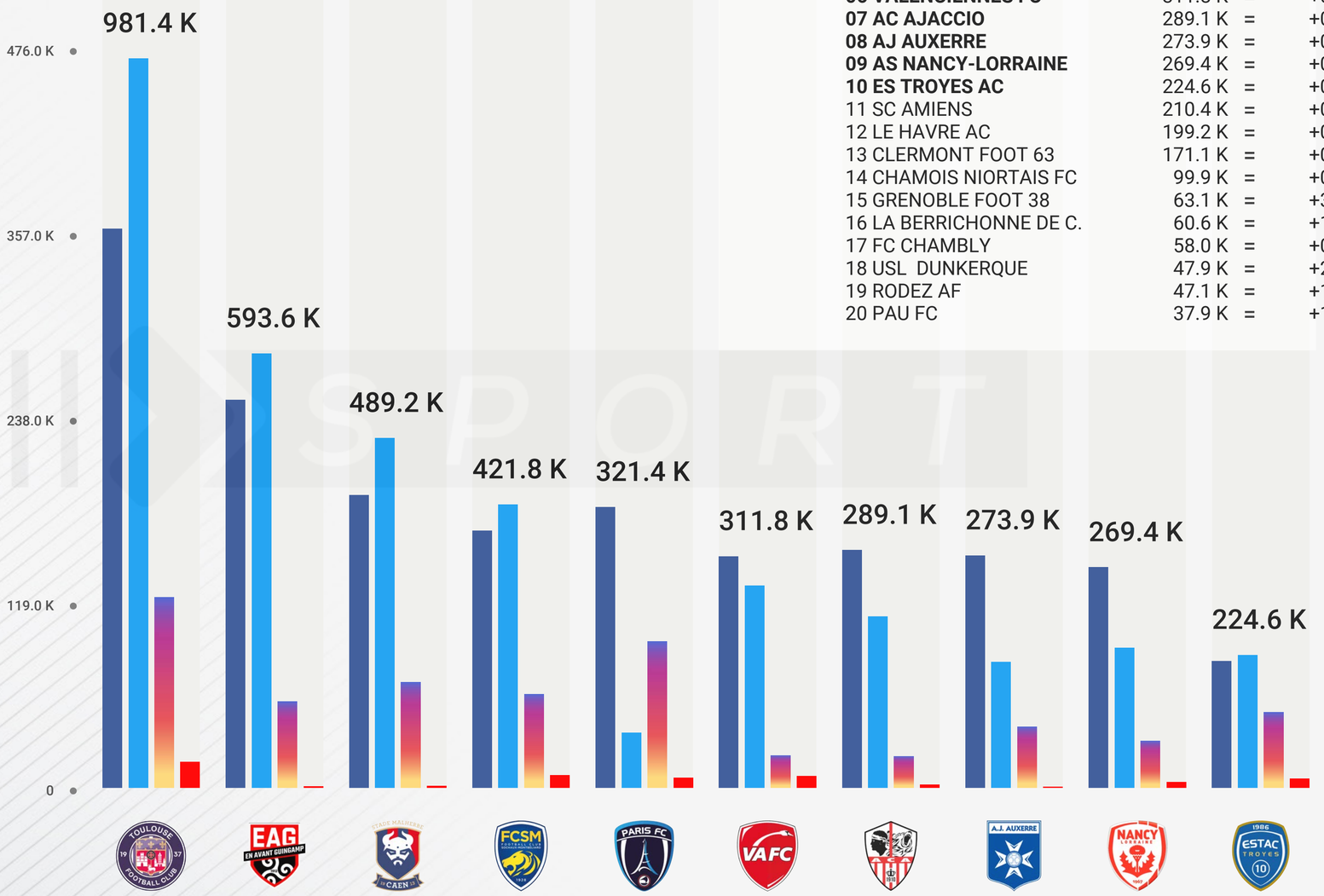
FRANCE Social

TOTAL FANBASE

5.2 M

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	981.4 K	=	+0.24
02 EA GUINGAMP	593.6 K	=	+0.04
03 SM CAEN	489.2 K	=	+0.33
04 FC SOCHAUX-M.	421.8 K	=	+0.54
05 PARIS FC	321.4 K	=	+2.01
06 VALENCIENNES FC	311.8 K	=	+0.84
07 AC AJACCIO	289.1 K	=	+0.05
08 AJ AUXERRE	273.9 K	=	+0.52
09 AS NANCY-LORRAINE	269.4 K	=	+0.01
10 ES TROYES AC	224.6 K	=	+0.76
11 SC AMIENS	210.4 K	=	+0.19
12 LE HAVRE AC	199.2 K	=	+0.45
13 CLERMONT FOOT 63	171.1 K	=	+0.81
14 CHAMOIS NIORTAIS FC	99.9 K	=	+0.44
15 GRENOBLE FOOT 38	63.1 K	=	+3.24
16 LA BERRICHONNE DE C.	60.6 K	=	+1.35
17 FC CHAMBLY	58.0 K	=	+0.81
18 USL DUNKERQUE	47.9 K	=	+2.27
19 RODEZ AF	47.1 K	=	+1.85
20 PAU FC	37.9 K	=	+1.32

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IQUII SPORT

FRANCE Brands

TOTAL FANBASE

5.2 M

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 JOMA	1.2 M	=	+0.27
02 UMBRO	1.1 M	=	+0.20
03 NIKE	866.9 K	=	+1.33
04 PUMA	479.8 K	=	+0.09
05 ADIDAS	374.1 K	=	+0.40
06 ACERBIS	311.8 K	=	+0.84
07 MACRON	273.9 K	=	+0.52
08 LE COQ SPORTIF	224.6 K	=	+0.76
09 PATRICK	171.1 K	=	+0.81
10 KAPPA	147.8 K	=	+1.02

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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 2 football clubs.



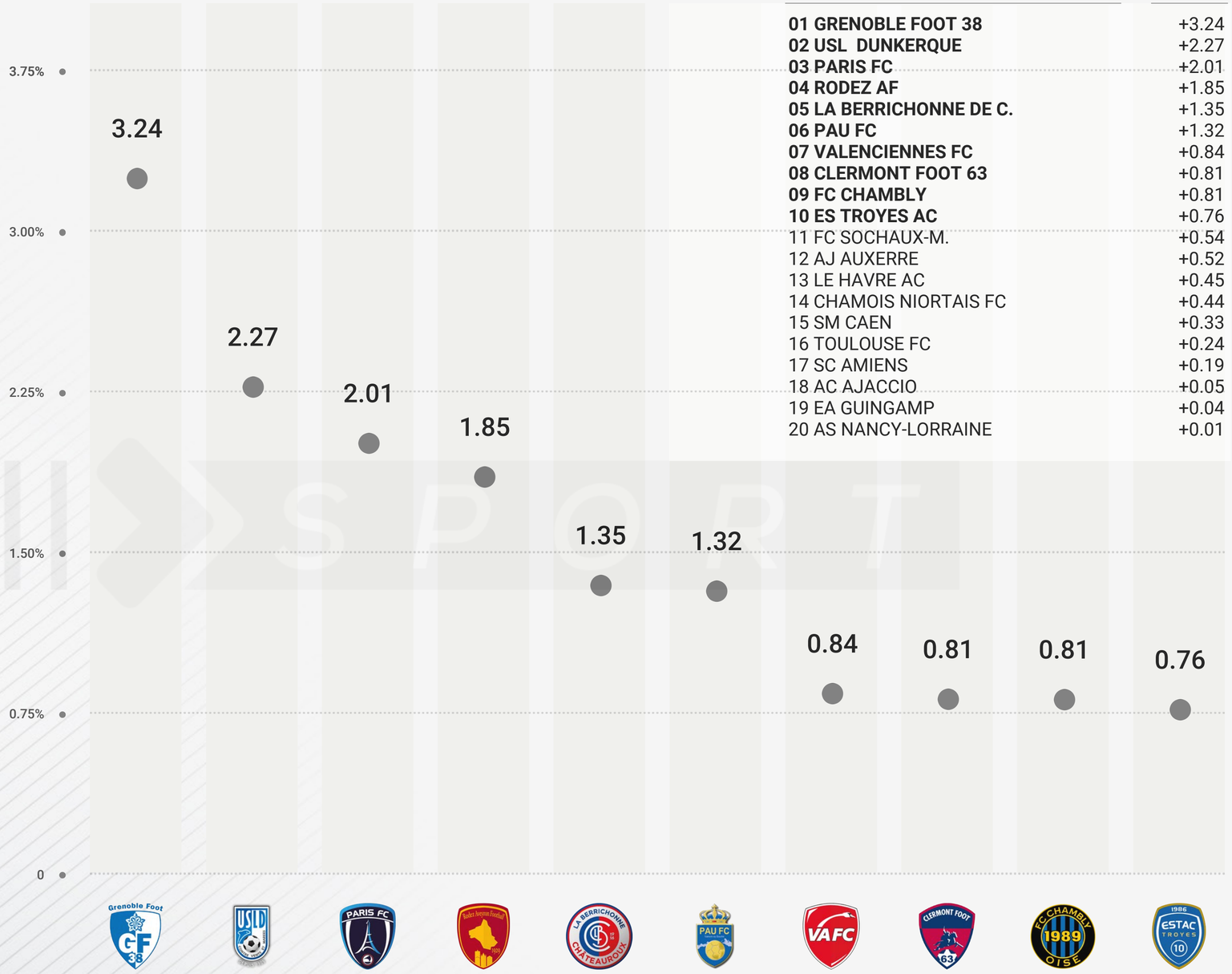
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IQUII SPORT

FRANCE Grown Up



CLUBS	% VAR*
01 GRENOBLE FOOT 38	**+3.24**
02 USL DUNKERQUE	**+2.27**
03 PARIS FC	**+2.01**
04 RODEZ AF	**+1.85**
05 LA BERRICHONNE DE C.	**+1.35**
06 PAU FC	**+1.32**
07 VALENCIENNES FC	**+0.84**
08 CLERMONT FOOT 63	**+0.81**
09 FC CHAMBLY	**+0.81**
10 ES TROYES AC	**+0.76**
11 FC SOCHAUX-M.	+0.54
12 AJ AUXERRE	+0.52
13 LE HAVRE AC	+0.45
14 CHAMOIS NIORTAIS FC	+0.44
15 SM CAEN	+0.33
16 TOULOUSE FC	+0.24
17 SC AMIENS	+0.19
18 AC AJACCIO	+0.05
19 EA GUINGAMP	+0.04
20 AS NANCY-LORRAINE	+0.01

LIGUE 2 BKT

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

***[from November 13, 2020 to December 14, 2020]**

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

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IQUII SPORT

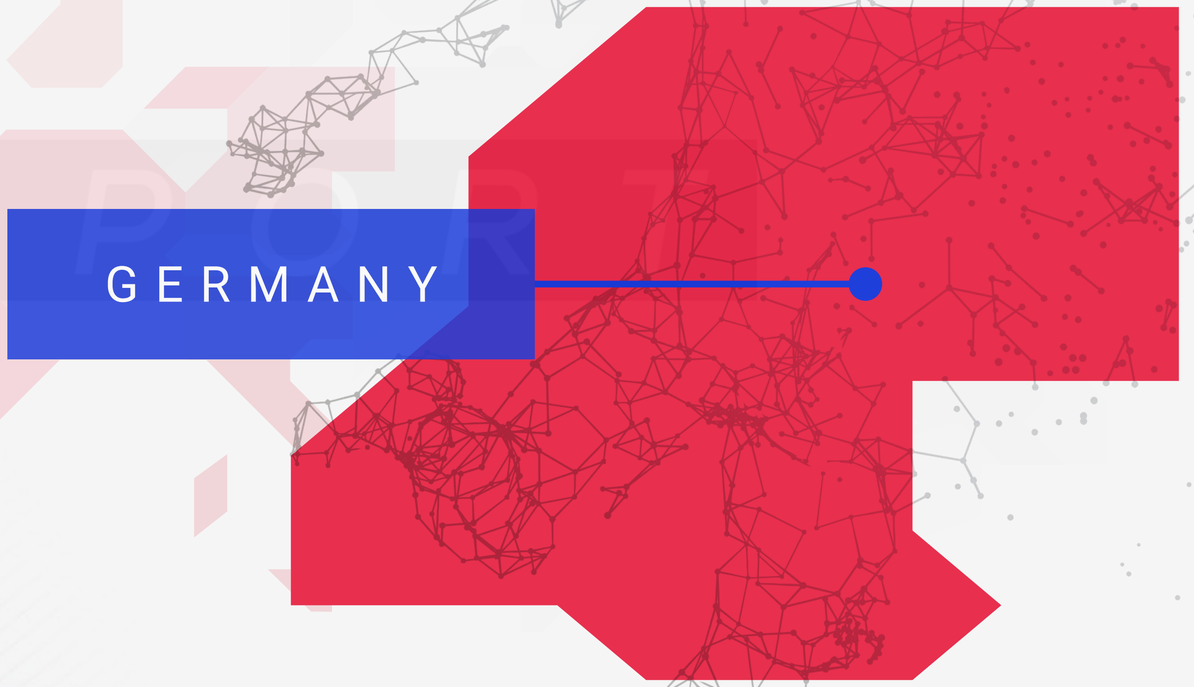
Football Competitions included in this overview

FIRST DIVISION — 18 CLUBS

BUNDESLIGA

SECOND DIVISION — 18 CLUBS

BUNDESLIGA



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IQUII SPORT

GERMANY Snapshot / First Division

BUNDESLIGA

18

CLUBS

Total 1.Bundesliga football clubs analysed.

10

BRANDS

Total 1.Bundesliga Sport Brands on jerseys analysed.

141.5 M

+ 0.78%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

80.0 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	51.2 M	=	+0.51
02 BORUSSIA DORTMUND	15.1 M	=	+0.03
03 FC SCHALKE 04	2.9 M	=	+0.00
04 BAYER 04 LEVERKUSEN	2.7 M	=	+0.15
05 VFL WOLFSBURG	1.4 M	=	+0.76
06 BORUSSIA M.	1.1 M	=	+1.95
07 SV WERDER BREMEN	1.0 M	=	+0.02
08 EINTRACHT FRANKFURT	815.7 K	=	+0.91
09 1.FC KÖLN	764.2 K	=	+0.09
10 RASENBALLSPORT L.	546.5 K	▲ +1	+3.55
11 VFB STUTTGART	541.2 K	▼ -1	+0.11
12 1.FSV MAINZ 05	425.4 K	=	-0.04
13 HERTHA BSC	382.3 K	=	+0.15
14 TSG 1899 HOFFENHEIM	310.6 K	=	+0.46
15 SC FREIBURG	251.3 K	=	+0.26
16 FC AUGSBURG	250.1 K	=	+0.00
17 1.FC UNION BERLIN	158.1 K	=	+0.73
18 ARMINIA BIELEFELD	104.4 K	=	+0.08

*[from November 13, 2020 to December 14, 2020]

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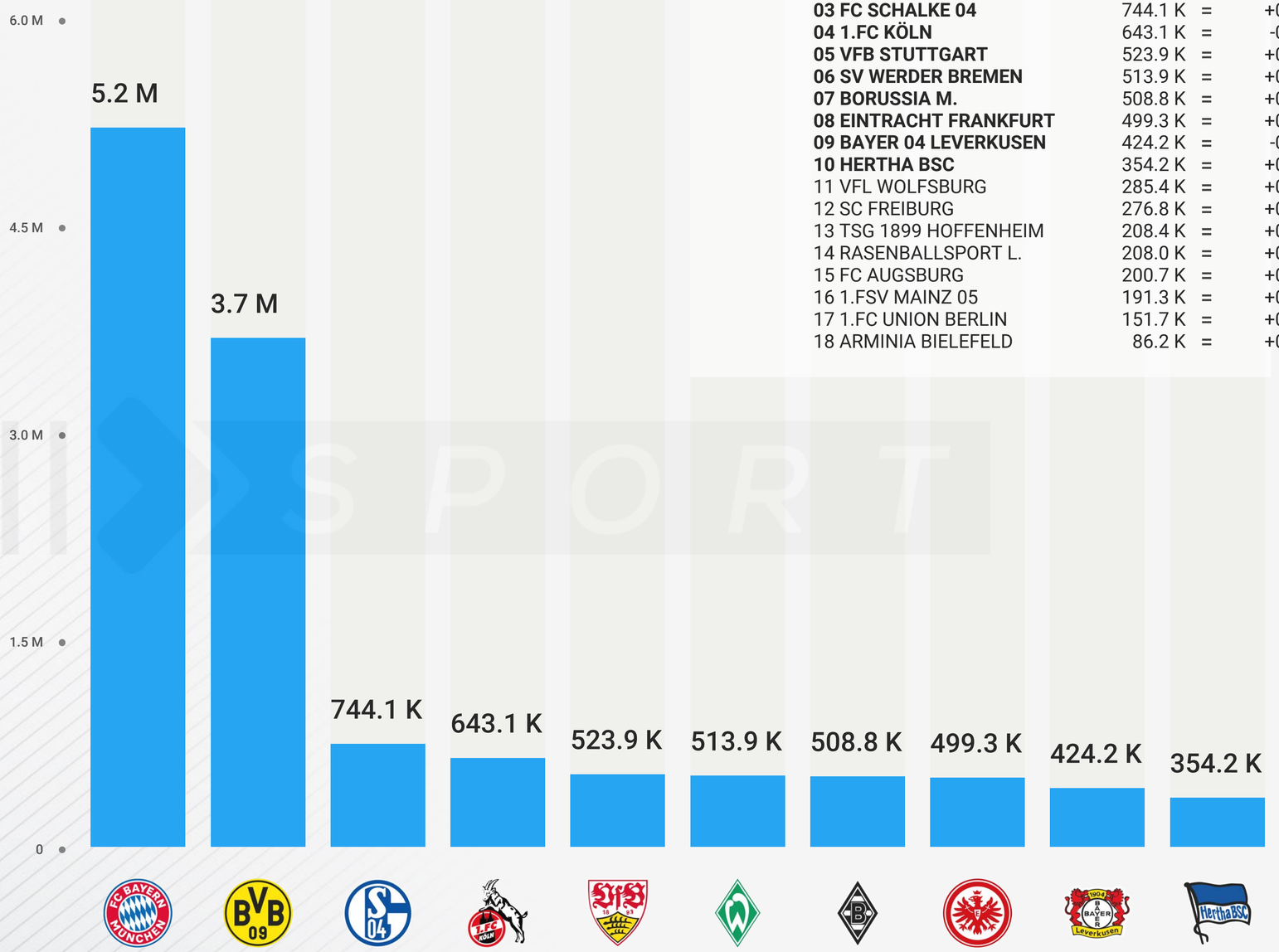
GERMANY Twitter

TOTAL FANBASE

14.7 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	5.2 M	=	+0.82
02 BORUSSIA DORTMUND	3.7 M	=	+0.69
03 FC SCHALKE 04	744.1 K	=	+0.05
04 1.FC KÖLN	643.1 K	=	-0.01
05 VFB STUTTGART	523.9 K	=	+0.11
06 SV WERDER BREMEN	513.9 K	=	+0.07
07 BORUSSIA M.	508.8 K	=	+0.38
08 EINTRACHT FRANKFURT	499.3 K	=	+0.11
09 BAYER 04 LEVERKUSEN	424.2 K	=	-0.02
10 HERTHA BSC	354.2 K	=	+0.11
11 VFL WOLFSBURG	285.4 K	=	+0.06
12 SC FREIBURG	276.8 K	=	+0.11
13 TSG 1899 HOFFENHEIM	208.4 K	=	+0.20
14 RASENBALLSPORT L.	208.0 K	=	+0.52
15 FC AUGSBURG	200.7 K	=	+0.09
16 1.FSV MAINZ 05	191.3 K	=	+0.16
17 1.FC UNION BERLIN	151.7 K	=	+0.62
18 ARMINIA BIELEFELD	86.2 K	=	+0.20

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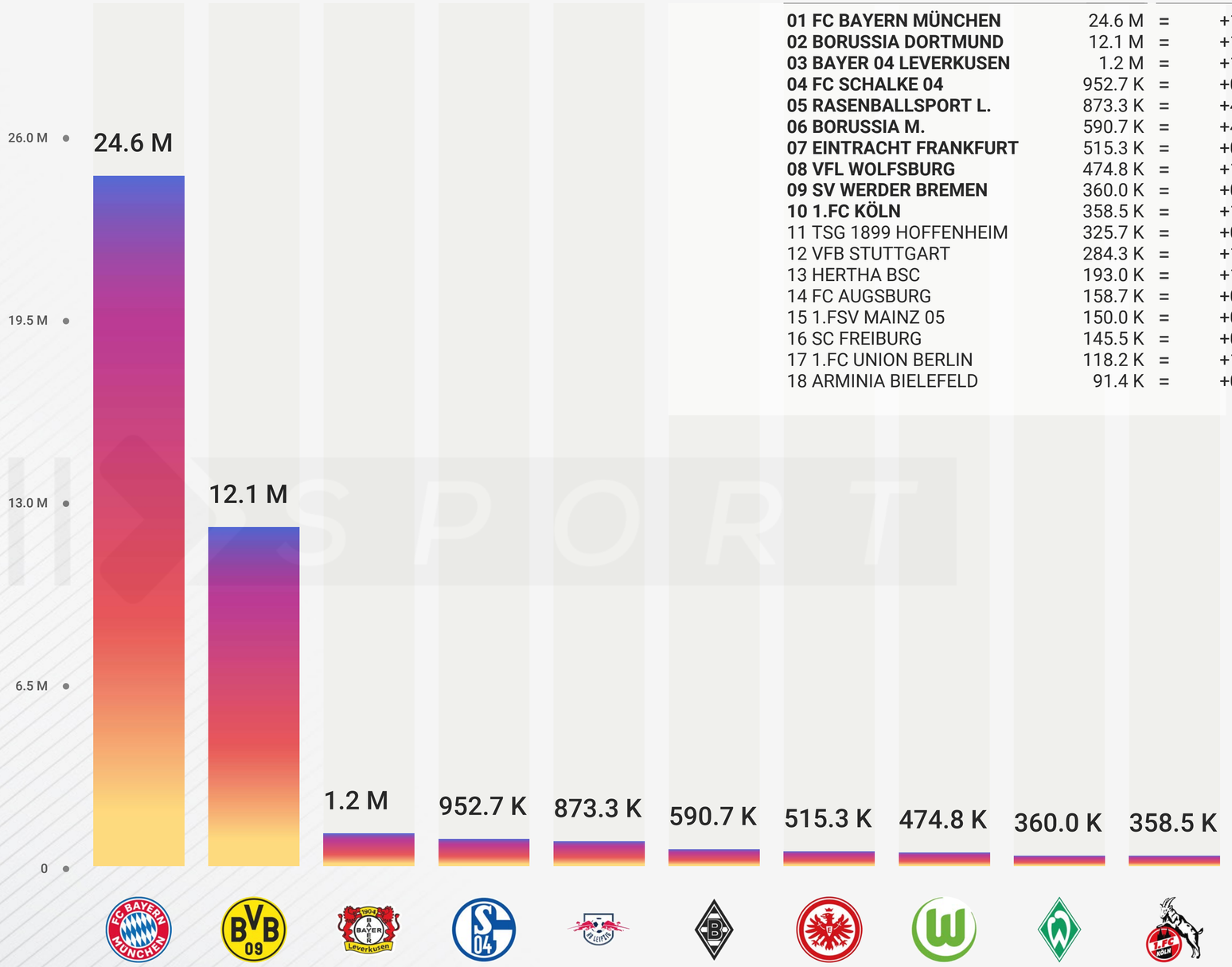
GERMANY Instagram

TOTAL FANBASE

43.4 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	24.6 M	=	+1.59
02 BORUSSIA DORTMUND	12.1 M	=	+1.22
03 BAYER 04 LEVERKUSEN	1.2 M	=	+1.80
04 FC SCHALKE 04	952.7 K	=	+0.76
05 RASENBALLSPORT L.	873.3 K	=	+4.04
06 BORUSSIA M.	590.7 K	=	+4.14
07 EINTRACHT FRANKFURT	515.3 K	=	+0.14
08 VFL WOLFSBURG	474.8 K	=	+1.49
09 SV WERDER BREMEN	360.0 K	=	+0.81
10 1.FC KÖLN	358.5 K	=	+1.03
11 TSG 1899 HOFFENHEIM	325.7 K	=	+0.66
12 VFB STUTTGART	284.3 K	=	+1.95
13 HERTHA BSC	193.0 K	=	+1.55
14 FC AUGSBURG	158.7 K	=	+0.93
15 1.FSV MAINZ 05	150.0 K	=	+0.33
16 SC FREIBURG	145.5 K	=	+0.39
17 1.FC UNION BERLIN	118.2 K	=	+1.83
18 ARMINIA BIELEFELD	91.4 K	=	+0.79

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IQUII SPORT

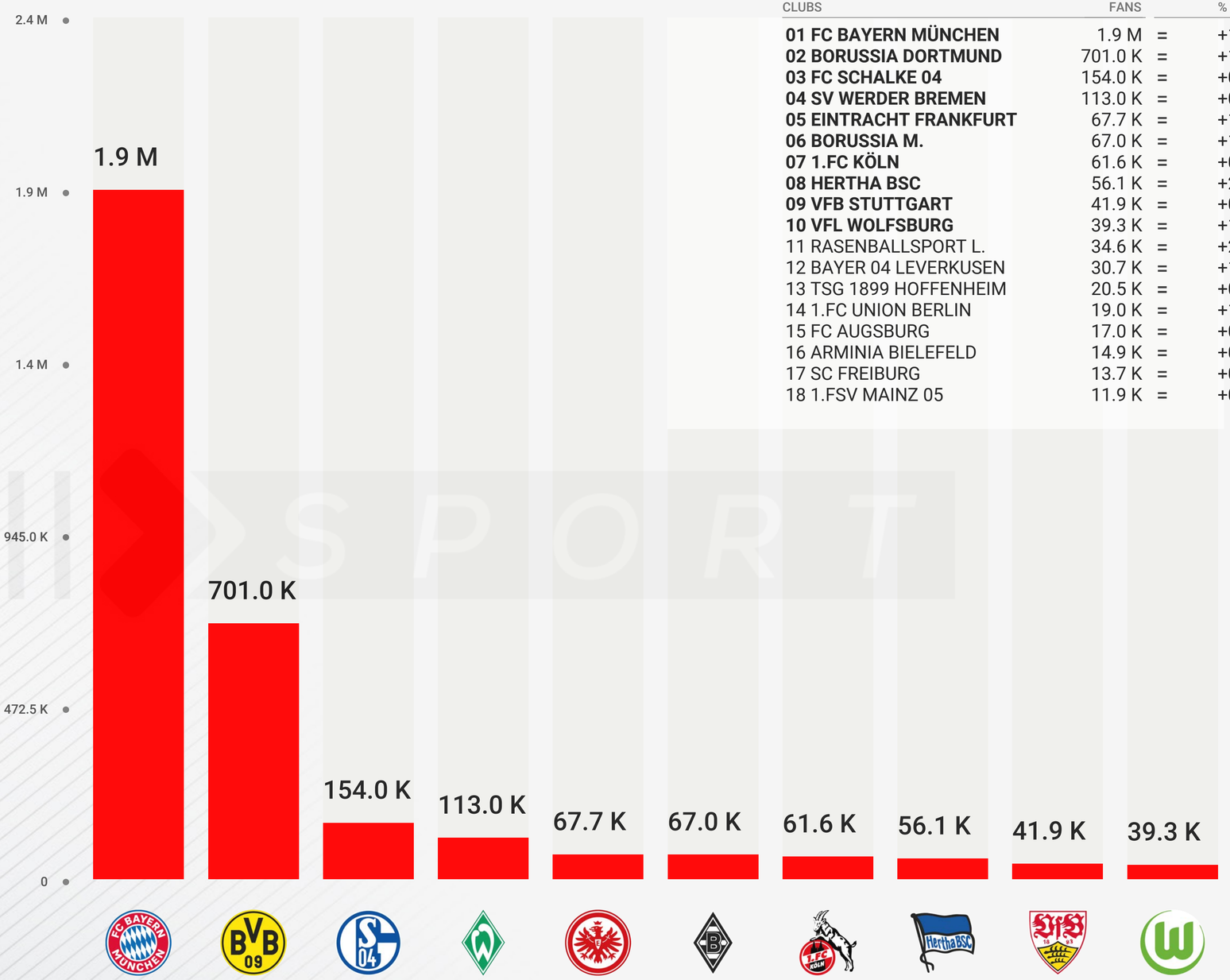
GERMANY YouTube

TOTAL FANBASE

3.4 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	1.9 M	=	+1.61
02 BORUSSIA DORTMUND	701.0 K	=	+1.45
03 FC SCHALKE 04	154.0 K	=	+0.00
04 SV WERDER BREMEN	113.0 K	=	+0.00
05 EINTRACHT FRANKFURT	67.7 K	=	+1.04
06 BORUSSIA M.	67.0 K	=	+1.67
07 1.FC KÖLN	61.6 K	=	+0.65
08 HERTHA BSC	56.1 K	=	+2.19
09 VFB STUTTGART	41.9 K	=	+0.72
10 VFL WOLFSBURG	39.3 K	=	+1.03
11 RASENBALLSPORT L.	34.6 K	=	+2.37
12 BAYER 04 LEVERKUSEN	30.7 K	=	+1.66
13 TSG 1899 HOFFENHEIM	20.5 K	=	+0.00
14 1.FC UNION BERLIN	19.0 K	=	+1.60
15 FC AUGSBURG	17.0 K	=	+0.00
16 ARMINIA BIELEFELD	14.9 K	=	+0.68
17 SC FREIBURG	13.7 K	=	+0.00
18 1.FSV MAINZ 05	11.9 K	=	+0.85

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IQUII SPORT

GERMANY Social

TOTAL FANBASE

141.5 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	82.9 M	=	+0.87
02 BORUSSIA DORTMUND	31.6 M	=	+0.59
03 FC SCHALKE 04	4.8 M	=	+0.16
04 BAYER 04 LEVERKUSEN	4.3 M	=	+0.58
05 BORUSSIA M.	2.3 M	=	+2.14
06 VFL WOLFSBURG	2.2 M	=	+0.83
07 SV WERDER BREMEN	2.0 M	=	+0.17
08 EINTRACHT FRANKFURT	1.9 M	=	+0.49
09 1.FC KÖLN	1.8 M	=	+0.26
10 RASENBALLSPORT L.	1.7 M	=	+3.39
11 VFB STUTTGART	1.4 M	=	+0.50
12 HERTHA BSC	985.6 K	=	+0.52
13 TSG 1899 HOFFENHEIM	865.1 K	=	+0.46
14 1.FSV MAINZ 05	778.6 K	=	+0.09
15 SC FREIBURG	687.2 K	=	+0.22
16 FC AUGSBURG	626.5 K	=	+0.26
17 1.FC UNION BERLIN	447.0 K	=	+1.02
18 ARMINIA BIELEFELD	296.8 K	=	+0.36

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IQUII SPORT

GERMANY Brands

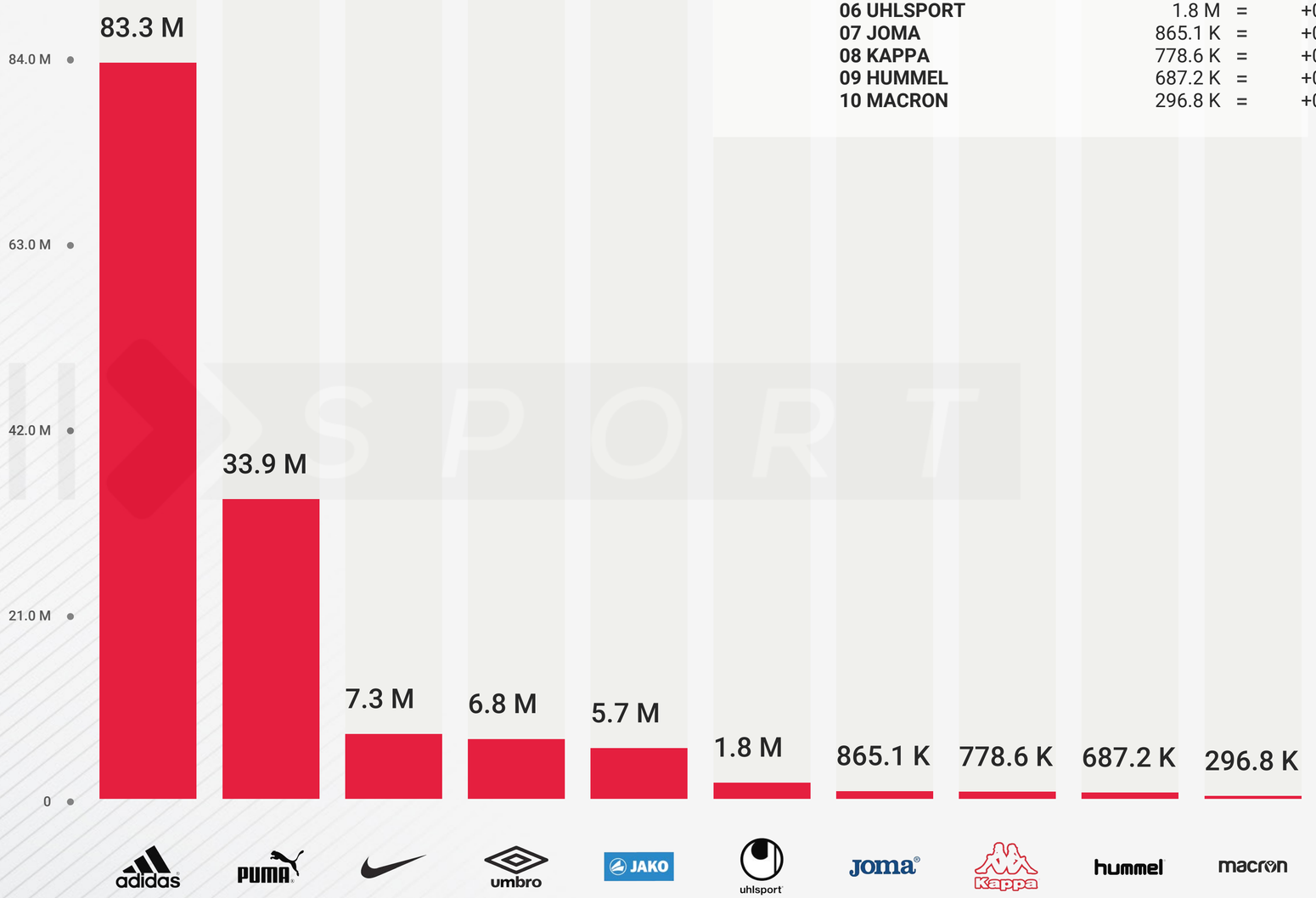
TOTAL FANBASE

141.5 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.

CLUBS	FANS		% VAR*
01 ADIDAS	83.3 M	=	+0.87
02 PUMA	33.9 M	=	+0.69
03 NIKE	7.3 M	=	+1.22
04 UMBRO	6.8 M	=	+0.16
05 JAKO	5.7 M	=	+0.56
06 UHLSPORT	1.8 M	=	+0.26
07 JOMA	865.1 K	=	+0.46
08 KAPPA	778.6 K	=	+0.09
09 HUMMEL	687.2 K	=	+0.22
10 MACRON	296.8 K	=	+0.36



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IQUII SPORT

GERMANY Brands

CLUBS
18

SPORT BRANDS
10

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



*[from November 13, 2020 to December 14, 2020]

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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.	+3.39
02 BORUSSIA M.	+2.14
03 1.FC UNION BERLIN	+1.02
04 FC BAYERN MÜNCHEN	+0.87
05 VFL WOLFSBURG	+0.83
06 BORUSSIA DORTMUND	+0.59
07 BAYER 04 LEVERKUSEN	+0.58
08 HERTHA BSC	+0.52
09 VFB STUTTGART	+0.50
10 EINTRACHT FRANKFURT	+0.49
11 TSG 1899 HOFFENHEIM	+0.46
12 ARMINIA BIELEFELD	+0.36
13 FC AUGSBURG	+0.26
14 1.FC KÖLN	+0.26
15 SC FREIBURG	+0.22
16 SV WERDER BREMEN	+0.17
17 FC SCHALKE 04	+0.16
18 1.FSV MAINZ 05	+0.09

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IQUII SPORT

GERMANY Snapshot / Second Division



18

CLUBS

Total 2.Bundesliga football clubs analysed.

11

BRANDS

Total 2.Bundesliga Sport Brands on jerseys analysed.

7.5 M

+ 0.14%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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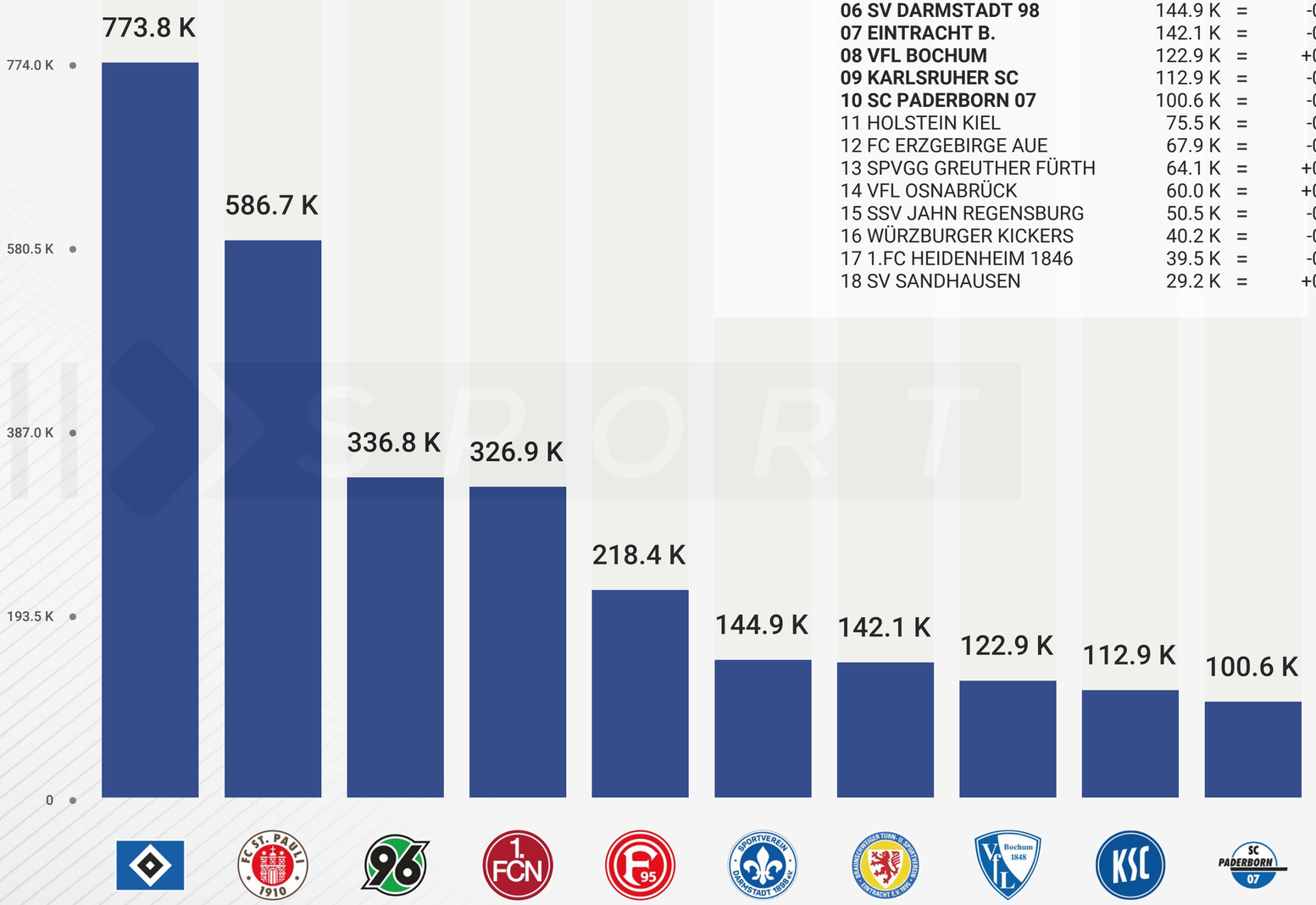
GERMANY Facebook

TOTAL FANBASE

3.3 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	773.8 K	=	-0.10
02 FC ST. PAULI	586.7 K	=	-0.07
03 HANNOVER 96	336.8 K	=	-0.13
04 1. FC NÜRNBERG	326.9 K	=	-0.08
05 FORTUNA DÜSSELDORF	218.4 K	=	-0.06
06 SV DARMSTADT 98	144.9 K	=	-0.23
07 EINTRACHT B.	142.1 K	=	-0.15
08 VFL BOCHUM	122.9 K	=	+0.16
09 KARLSRUHER SC	112.9 K	=	-0.02
10 SC PADERBORN 07	100.6 K	=	-0.18
11 HOLSTEIN KIEL	75.5 K	=	-0.02
12 FC ERZGEBIRGE AUE	67.9 K	=	-0.09
13 SPVGG GREUTHER FÜRTH	64.1 K	=	+0.06
14 VFL OSNABRÜCK	60.0 K	=	+0.13
15 SSV JAHN REGENSBURG	50.5 K	=	-0.09
16 WÜRZBURGER KICKERS	40.2 K	=	-0.10
17 1.FC HEIDENHEIM 1846	39.5 K	=	-0.05
18 SV SANDHAUSEN	29.2 K	=	+0.16

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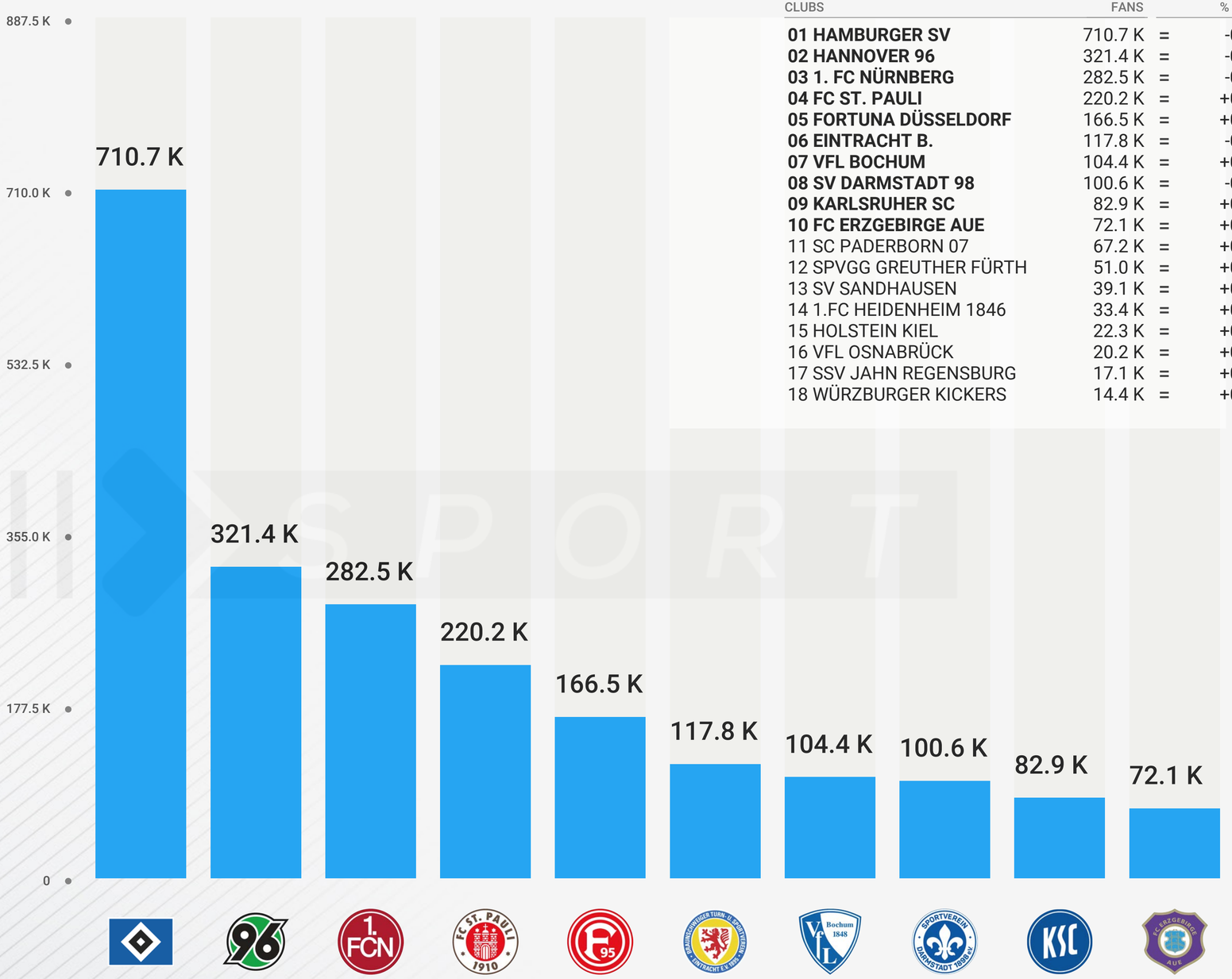
GERMANY Twitter

TOTAL FANBASE

2.4 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	710.7 K	=	-0.04
02 HANNOVER 96	321.4 K	=	-0.03
03 1. FC NÜRNBERG	282.5 K	=	-0.03
04 FC ST. PAULI	220.2 K	=	+0.25
05 FORTUNA DÜSSELDORF	166.5 K	=	+0.05
06 EINTRACHT B.	117.8 K	=	-0.02
07 VFL BOCHUM	104.4 K	=	+0.15
08 SV DARMSTADT 98	100.6 K	=	-0.07
09 KARLSRUHER SC	82.9 K	=	+0.16
10 FC ERZGEBIRGE AUE	72.1 K	=	+0.03
11 SC PADERBORN 07	67.2 K	=	+0.03
12 SPVGG GREUTHER FÜRTH	51.0 K	=	+0.19
13 SV SANDHAUSEN	39.1 K	=	+0.07
14 1.FC HEIDENHEIM 1846	33.4 K	=	+0.14
15 HOLSTEIN KIEL	22.3 K	=	+0.27
16 VFL OSNABRÜCK	20.2 K	=	+0.39
17 SSV JAHN REGENSBURG	17.1 K	=	+0.13
18 WÜRZBURGER KICKERS	14.4 K	=	+0.22

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IQUII SPORT

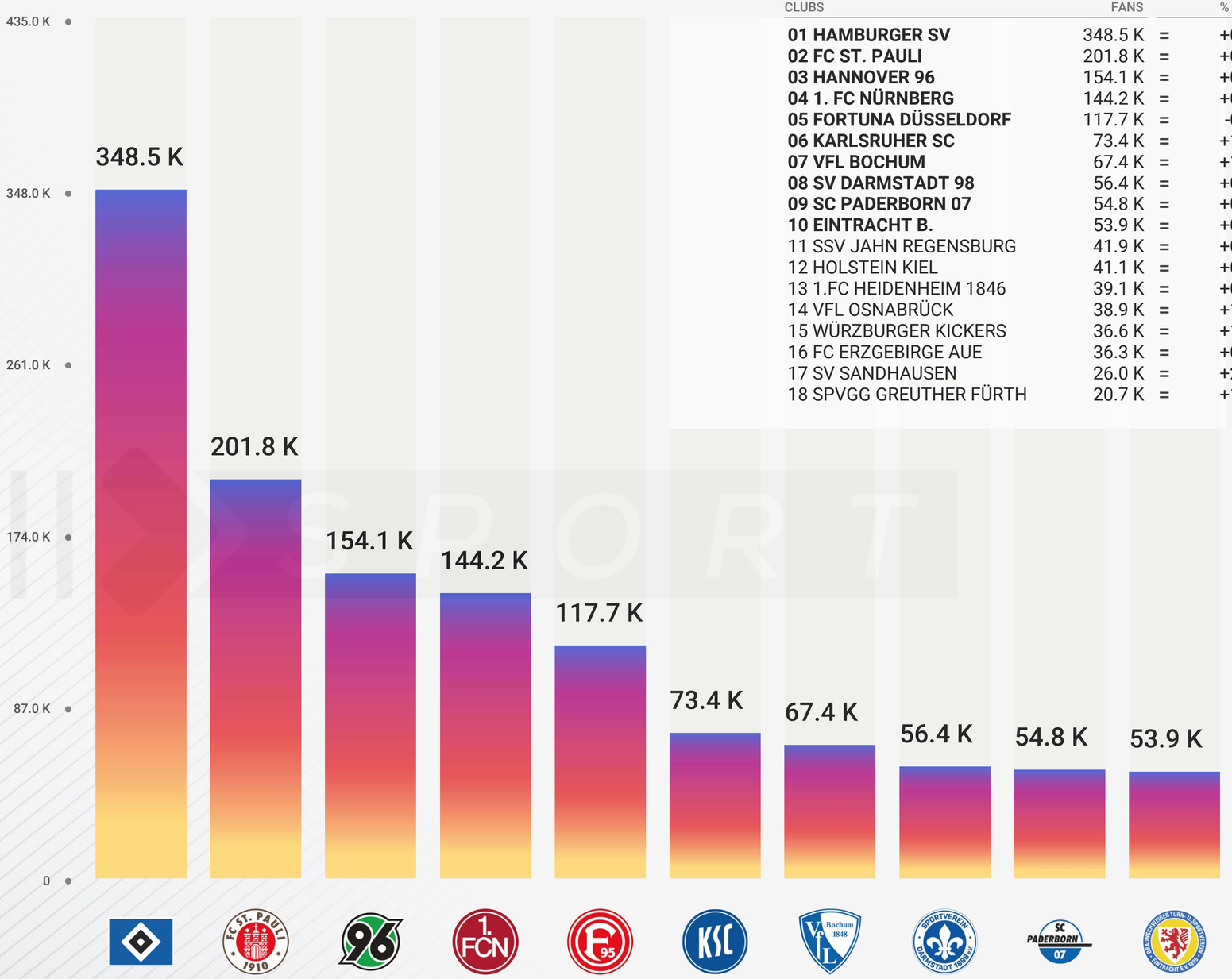
GERMANY Instagram

TOTAL FANBASE

1.6 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	348.5 K	=	+0.65
02 FC ST. PAULI	201.8 K	=	+0.95
03 HANNOVER 96	154.1 K	=	+0.04
04 1. FC NÜRNBERG	144.2 K	=	+0.55
05 FORTUNA DÜSSELDORF	117.7 K	=	-0.07
06 KARLSRUHER SC	73.4 K	=	+1.24
07 VFL BOCHUM	67.4 K	=	+1.57
08 SV DARMSTADT 98	56.4 K	=	+0.06
09 SC PADERBORN 07	54.8 K	=	+0.39
10 EINTRACHT B.	53.9 K	=	+0.64
11 SSV JAHN REGENSBURG	41.9 K	=	+0.80
12 HOLSTEIN KIEL	41.1 K	=	+0.83
13 1.FC HEIDENHEIM 1846	39.1 K	=	+0.15
14 VFL OSNABRÜCK	38.9 K	=	+1.56
15 WÜRZBURGER KICKERS	36.6 K	=	+1.50
16 FC ERZGEBIRGE AUE	36.3 K	=	+0.68
17 SV SANDHAUSEN	26.0 K	=	+2.53
18 SPVGG GREUTHER FÜRTH	20.7 K	=	+1.97

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IQUII SPORT

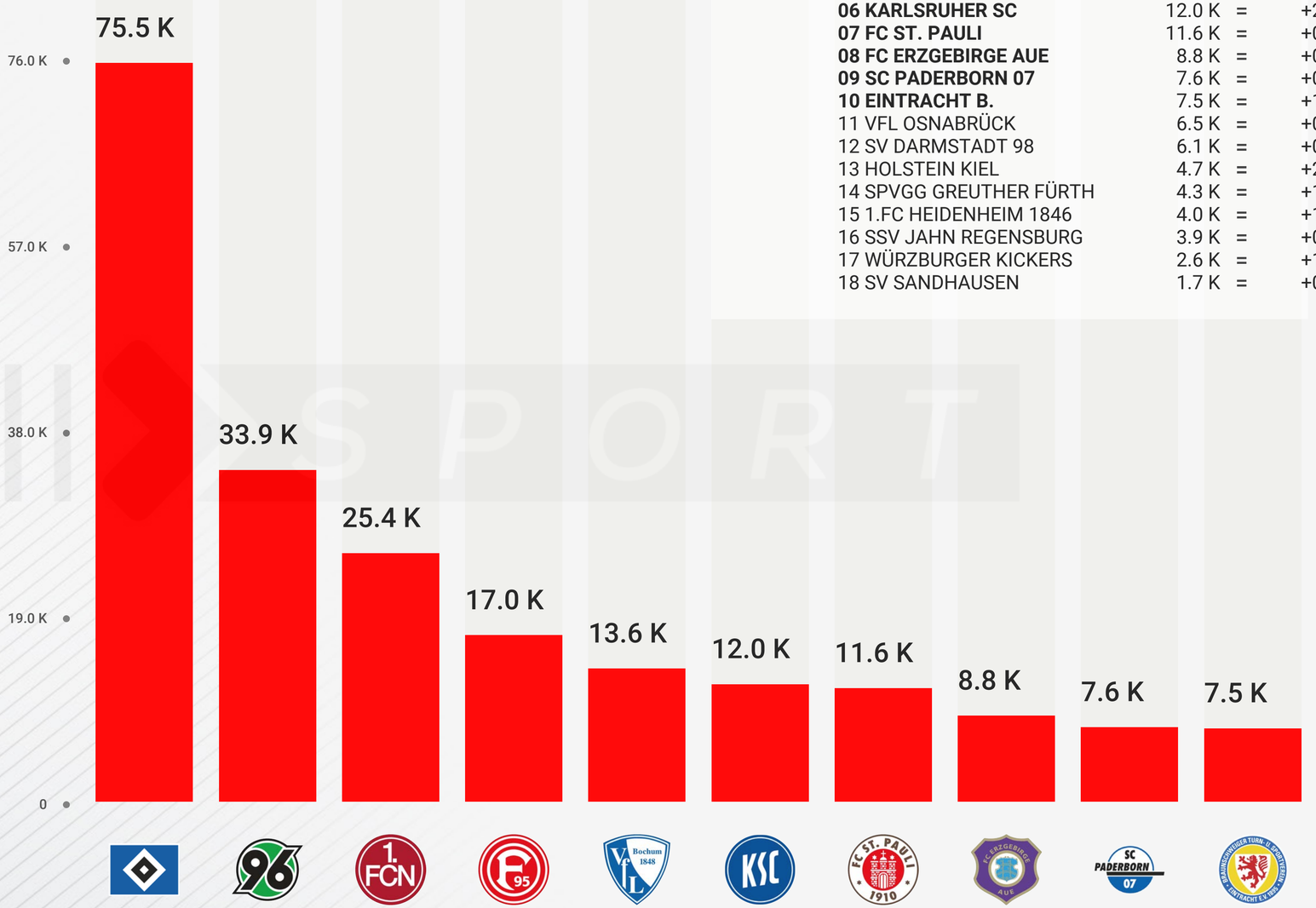
GERMANY YouTube

TOTAL FANBASE

247 K

2 BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	75.5 K	=	+0.13
02 HANNOVER 96	33.9 K	=	+0.59
03 1. FC NÜRNBERG	25.4 K	=	+0.79
04 FORTUNA DÜSSELDORF	17.0 K	=	+0.59
05 VFL BOCHUM	13.6 K	=	+1.49
06 KARLSRUHER SC	12.0 K	=	+2.56
07 FC ST. PAULI	11.6 K	=	+0.87
08 FC ERZGEBIRGE AUE	8.8 K	=	+0.80
09 SC PADERBORN 07	7.6 K	=	+0.53
10 EINTRACHT B.	7.5 K	=	+1.77
11 VFL OSNABRÜCK	6.5 K	=	+0.93
12 SV DARMSTADT 98	6.1 K	=	+0.66
13 HOLSTEIN KIEL	4.7 K	=	+2.16
14 SPVGG GREUTHER FÜRTH	4.3 K	=	+1.19
15 1.FC HEIDENHEIM 1846	4.0 K	=	+1.27
16 SSV JAHN REGENSBURG	3.9 K	=	+0.77
17 WÜRZBURGER KICKERS	2.6 K	=	+1.56
18 SV SANDHAUSEN	1.7 K	=	+0.58

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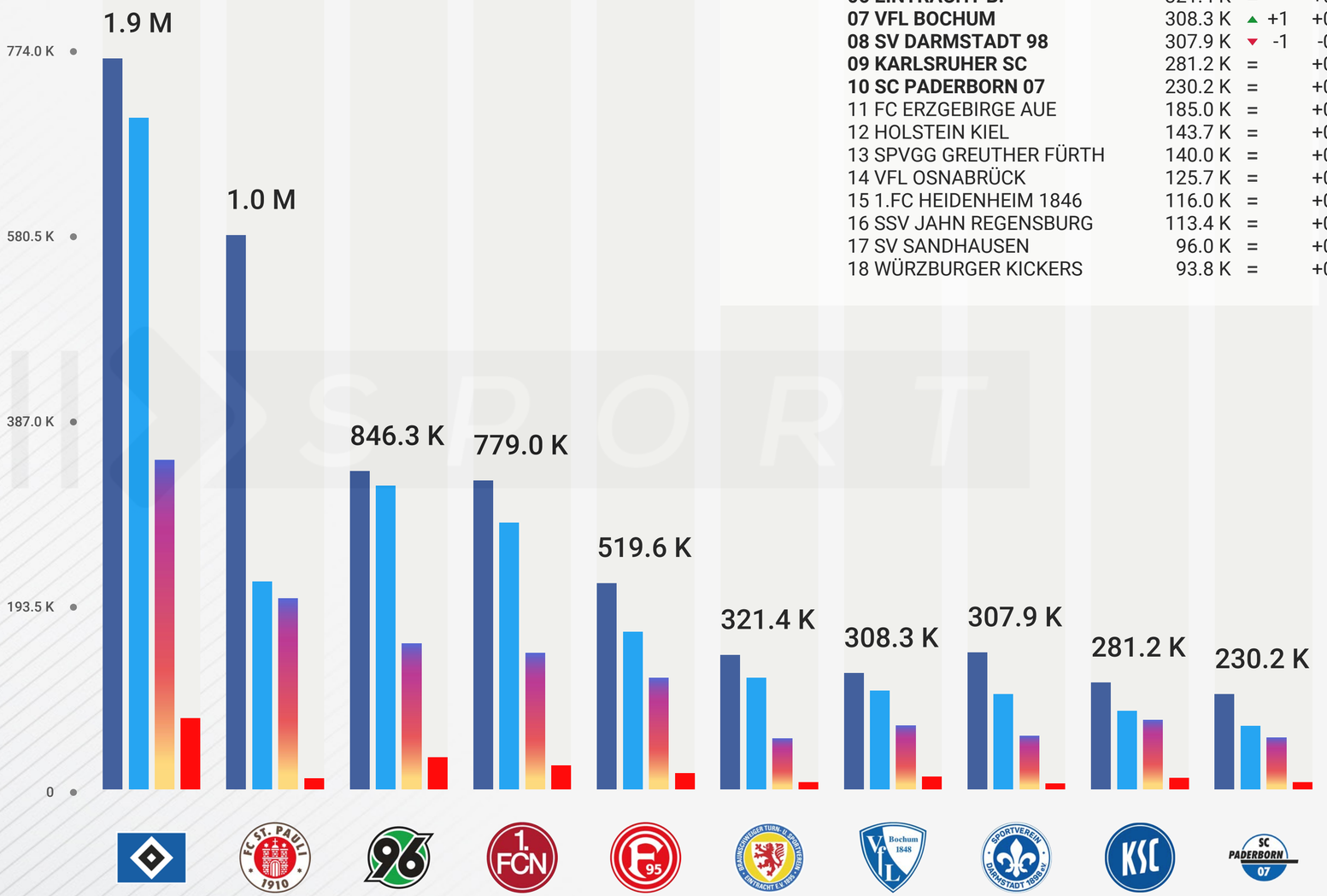
GERMANY Social

TOTAL FANBASE

7.5 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	=	+0.07
02 FC ST. PAULI	1.0 M	=	+0.21
03 HANNOVER 96	846.3 K	=	-0.03
04 1. FC NÜRNBERG	779.0 K	=	+0.08
05 FORTUNA DÜSSELDORF	519.6 K	=	-0.01
06 EINTRACHT B.	321.4 K	=	+0.08
07 VFL BOCHUM	308.3 K	▲ +1	+0.52
08 SV DARMSTADT 98	307.9 K	▼ -1	-0.10
09 KARLSRUHER SC	281.2 K	=	+0.47
10 SC PADERBORN 07	230.2 K	=	+0.04
11 FC ERZGEBIRGE AUE	185.0 K	=	+0.15
12 HOLSTEIN KIEL	143.7 K	=	+0.34
13 SPVGG GREUTHER FÜRTH	140.0 K	=	+0.42
14 VFL OSNABRÜCK	125.7 K	=	+0.65
15 1.FC HEIDENHEIM 1846	116.0 K	=	+0.12
16 SSV JAHN REGENSBURG	113.4 K	=	+0.30
17 SV SANDHAUSEN	96.0 K	=	+0.76
18 WÜRZBURGER KICKERS	93.8 K	=	+0.62

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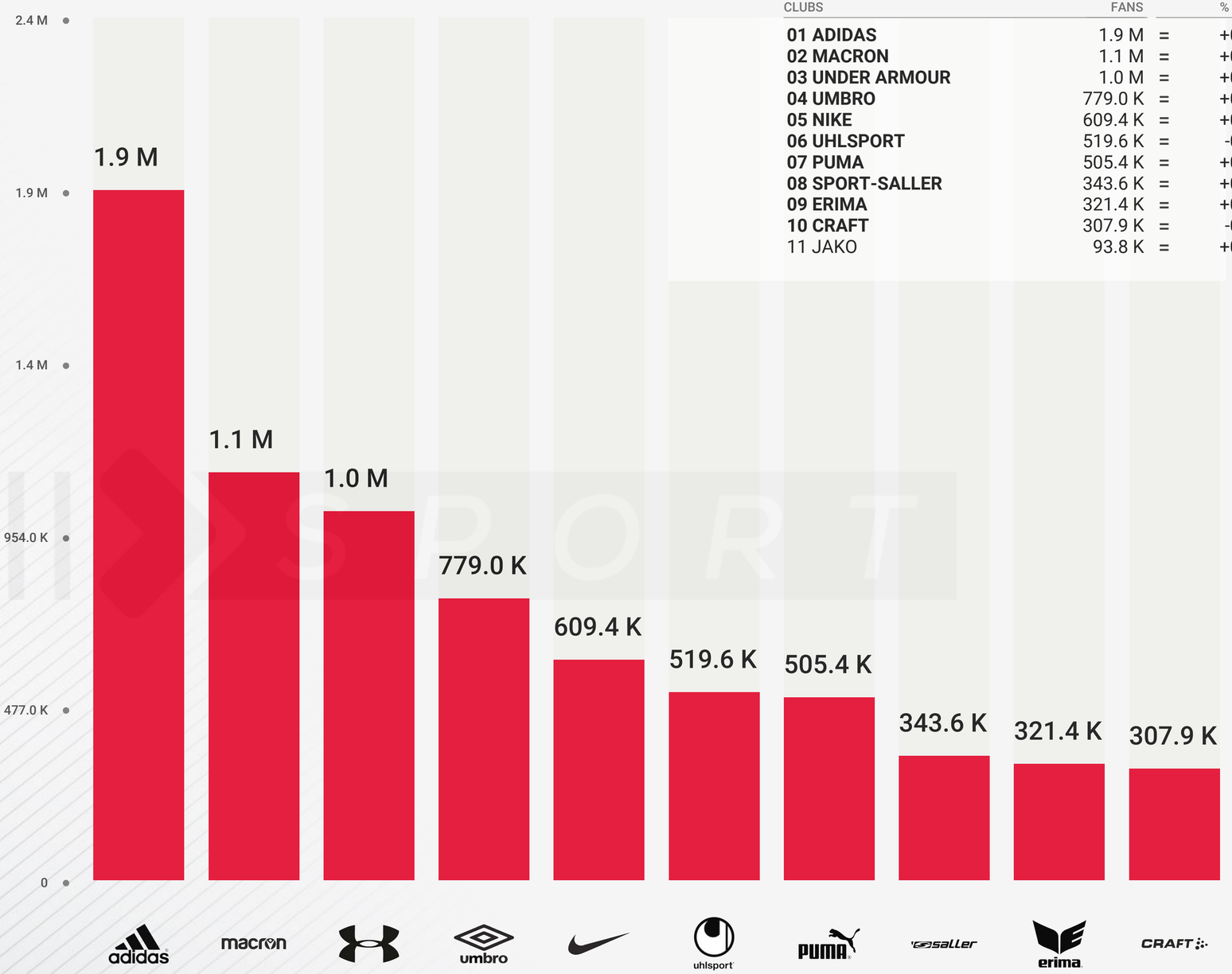
GERMANY Brands

TOTAL FANBASE

7.5 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.



CLUBS	FANS		% VAR*
01 ADIDAS	1.9 M	=	+0.07
02 MACRON	1.1 M	=	+0.09
03 UNDER ARMOUR	1.0 M	=	+0.21
04 UMBRO	779.0 K	=	+0.08
05 NIKE	609.4 K	=	+0.33
06 UHLSPORT	519.6 K	=	-0.01
07 PUMA	505.4 K	=	+0.52
08 SPORT-SALLER	343.6 K	=	+0.13
09 ERIMA	321.4 K	=	+0.08
10 CRAFT	307.9 K	=	-0.10
11 JAKO	93.8 K	=	+0.62

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IQUII SPORT

GERMANY Brands

CLUBS
18

SPORT BRANDS
11

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



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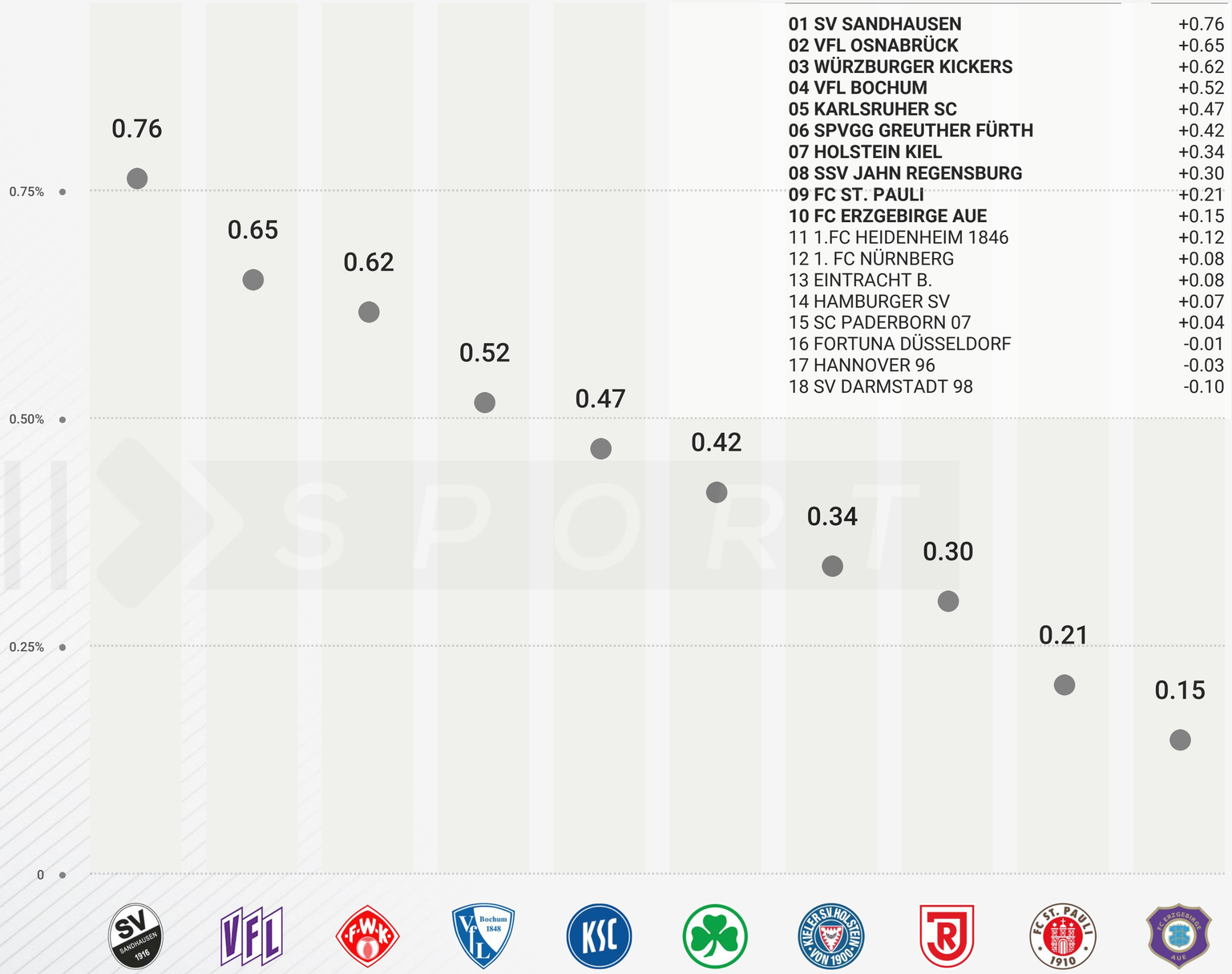
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IQUII SPORT

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 SV SANDHAUSEN	+0.76
02 VFL OSNABRÜCK	+0.65
03 WÜRZBURGER KICKERS	+0.62
04 VFL BOCHUM	+0.52
05 KARLSRUHER SC	+0.47
06 SPVGG GREUTHER FÜRTH	+0.42
07 HOLSTEIN KIEL	+0.34
08 SSV JAHN REGENSBURG	+0.30
09 FC ST. PAULI	+0.21
10 FC ERZGEBIRGE AUE	+0.15
11 1.FC HEIDENHEIM 1846	+0.12
12 1. FC NÜRNBERG	+0.08
13 EINTRACHT B.	+0.08
14 HAMBURGER SV	+0.07
15 SC PADERBORN 07	+0.04
16 FORTUNA DÜSSELDORF	-0.01
17 HANNOVER 96	-0.03
18 SV DARMSTADT 98	-0.10

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

SERIE A

SECOND DIVISION — 20 CLUBS

Lega B



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ITALY SnapShot / First Division



20

CLUBS

Total Serie A football clubs analysed.

9

BRANDS

Total Serie A Sport Brands on jerseys analysed.

219.6 M

+ 1.03%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

ITALY Facebook

TOTAL FANBASE

117.1 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	43.2 M	=	+0.43
02 FC INTERNAZIONALE	27.1 M	=	+1.30
03 AC MILAN	25.1 M	=	+0.06
04 AS ROMA	9.5 M	=	+0.22
05 SSC NAPOLI	4.6 M	=	+0.94
06 ACF FIORENTINA	2.1 M	=	--0.00
07 BOLOGNA FC 1909	1.0 M	=	-0.11
08 SS LAZIO	920.4 K	=	+0.68
09 TORINO FC	482.4 K	=	+0.21
10 UDINESE CALCIO	444.1 K	=	-0.05
11 ATALANTA BC	399.9 K	▲ +1	+1.96
12 CAGLIARI CALCIO	396.9 K	▼ -1	+0.67
13 UC SAMPDORIA	351.8 K	=	+0.11
14 GENOA CFC	347.4 K	=	+0.03
15 PARMA CALCIO 1913	304.7 K	=	+0.23
16 HELLAS VERONA	285.6 K	=	+0.26
17 US SASSUOLO	256.3 K	=	+0.04
18 FC CROTONE	141.1 K	=	+0.26
19 BENEVENTO CALCIO	94.7 K	=	+4.99
20 SPEZIA CALCIO	63.0 K	=	+1.37

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IQUII SPORT

ITALY Twitter

TOTAL FANBASE

26.3 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	8.6 M	=	+1.34
02 AC MILAN	7.6 M	=	+0.61
03 FC INTERNAZIONALE	2.3 M	=	+0.54
04 AS ROMA	1.9 M	=	+0.58
05 SSC NAPOLI	1.7 M	=	+2.21
06 ACF FIORENTINA	684.8 K	=	+0.47
07 SS LAZIO	546.9 K	=	+0.26
08 TORINO FC	422.1 K	=	+0.49
09 ATALANTA BC	388.6 K	=	+0.89
10 CAGLIARI CALCIO	369.3 K	=	+0.35
11 UC SAMPDORIA	360.6 K	=	+0.36
12 GENOA CFC	337.5 K	=	+0.48
13 UDINESE CALCIO	303.4 K	=	+0.53
14 US SASSUOLO	283.4 K	=	+0.76
15 HELLAS VERONA	266.2 K	=	+0.32
16 BOLOGNA FC 1909	173.0 K	=	+0.48
17 PARMA CALCIO 1913	38.6 K	=	+2.02
18 SPEZIA CALCIO	27.1 K	=	+2.45
19 FC CROTONE	25.3 K	=	+1.96
20 BENEVENTO CALCIO	23.5 K	=	+4.09

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IQUII SPORT

ITALY Instagram

TOTAL FANBASE

70.7 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	45.0 M	=	+1.76
02 AC MILAN	9.0 M	=	+1.91
03 FC INTERNAZIONALE	6.2 M	=	+1.33
04 AS ROMA	3.5 M	=	+0.64
05 SSC NAPOLI	2.6 M	=	+5.66
06 ACF FIORENTINA	805.9 K	=	+1.57
07 SS LAZIO	735.7 K	=	+2.26
08 ATALANTA BC	514.2 K	=	+1.32
09 PARMA CALCIO 1913	425.0 K	=	+1.98
10 TORINO FC	309.6 K	▲ +1	+1.41
11 CAGLIARI CALCIO	309.6 K	▼ -1	+0.70
12 UC SAMPDORIA	226.9 K	=	+1.81
13 US SASSUOLO	209.2 K	=	+0.43
14 GENOA CFC	199.6 K	=	+2.10
15 UDINESE CALCIO	166.2 K	=	+1.62
16 BOLOGNA FC 1909	155.4 K	=	+0.82
17 HELLAS VERONA	125.2 K	=	+1.75
18 BENEVENTO CALCIO	104.5 K	=	+8.50
19 FC CROTONE	71.3 K	=	+0.78
20 SPEZIA CALCIO	52.4 K	=	+3.63

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IQUII SPORT

ITALY YouTube

TOTAL FANBASE

5.5 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	3.1 M	=	+1.64
02 AC MILAN	753.0 K	=	+2.17
03 FC INTERNAZIONALE	705.0 K	=	+1.44
04 AS ROMA	364.0 K	=	+0.83
05 SSC NAPOLI	174.0 K	=	+1.16
06 SS LAZIO	85.1 K	=	+0.83
07 ATALANTA BC	56.4 K	=	+1.44
08 BOLOGNA FC 1909	48.4 K	=	+0.83
09 UC SAMPDORIA	42.5 K	=	+0.71
10 ACF FIORENTINA	36.1 K	=	+1.69
11 TORINO FC	34.3 K	=	+0.59
12 CAGLIARI CALCIO	25.3 K	=	+0.80
13 UDINESE CALCIO	18.5 K	=	+2.78
14 GENOA CFC	17.9 K	▲ +1	+11.18
15 HELLAS VERONA	17.6 K	▼ -1	+1.15
16 PARMA CALCIO 1913	11.9 K	=	+0.85
17 FC CROTONE	5.2 K	=	+0.58
18 BENEVENTO CALCIO	4.3 K	=	+2.15
19 SPEZIA CALCIO	3.4 K	=	+1.82
20 US SASSUOLO	0	=	n/a

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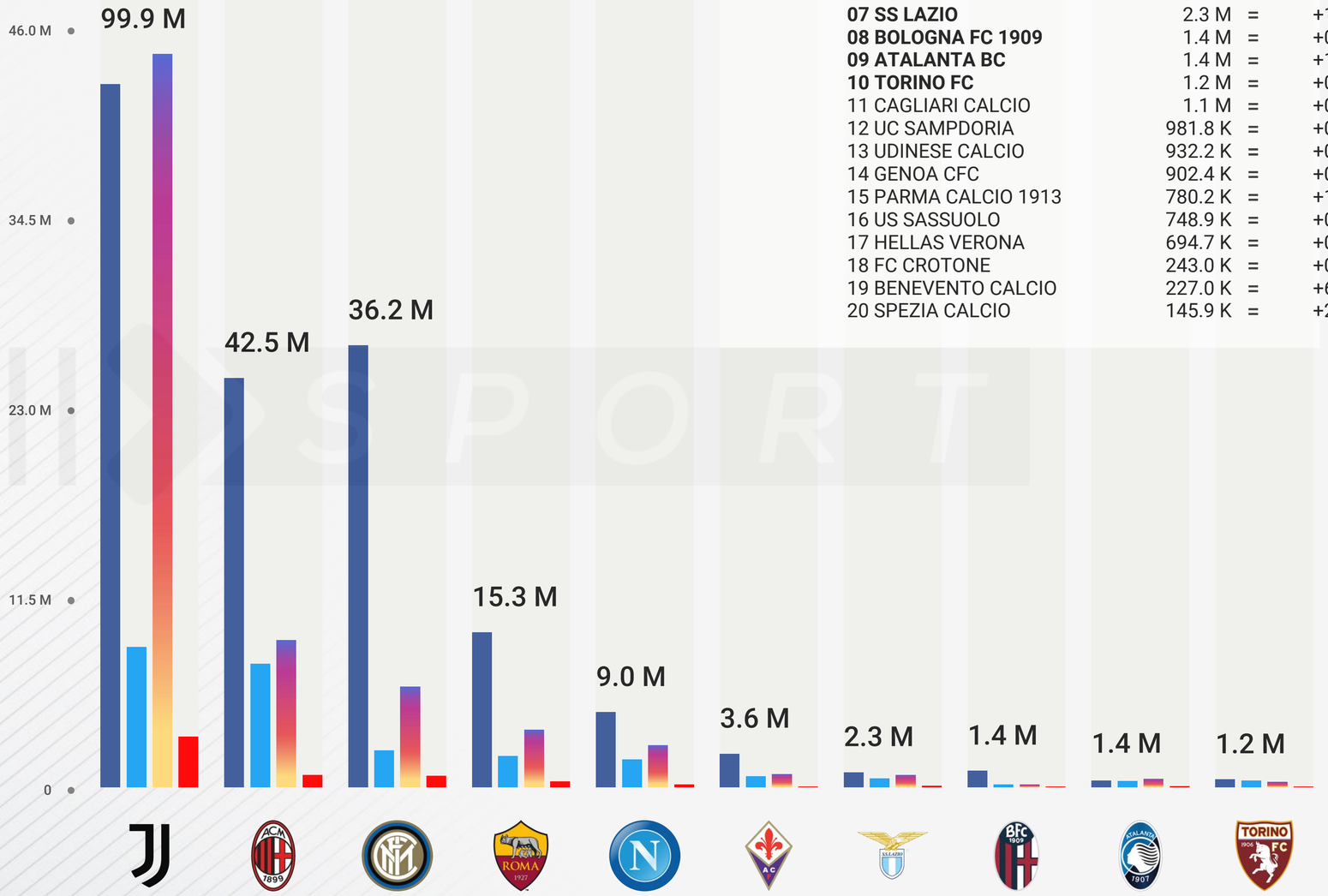
ITALY Social

TOTAL FANBASE

219.6 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	99.9 M	=	+1.14
02 AC MILAN	42.5 M	=	+0.58
03 FC INTERNAZIONALE	36.2 M	=	+1.26
04 AS ROMA	15.3 M	=	+0.38
05 SSC NAPOLI	9.0 M	=	+2.48
06 ACF FIORENTINA	3.6 M	=	+0.45
07 SS LAZIO	2.3 M	=	+1.09
08 BOLOGNA FC 1909	1.4 M	=	+0.10
09 ATALANTA BC	1.4 M	=	+1.39
10 TORINO FC	1.2 M	=	+0.61
11 CAGLIARI CALCIO	1.1 M	=	+0.58
12 UC SAMPDORIA	981.8 K	=	+0.62
13 UDINESE CALCIO	932.2 K	=	+0.49
14 GENOA CFC	902.4 K	=	+0.85
15 PARMA CALCIO 1913	780.2 K	=	+1.27
16 US SASSUOLO	748.9 K	=	+0.42
17 HELLAS VERONA	694.7 K	=	+0.57
18 FC CROTONE	243.0 K	=	+0.59
19 BENEVENTO CALCIO	227.0 K	=	+6.42
20 SPEZIA CALCIO	145.9 K	=	+2.38

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ITALY Brands

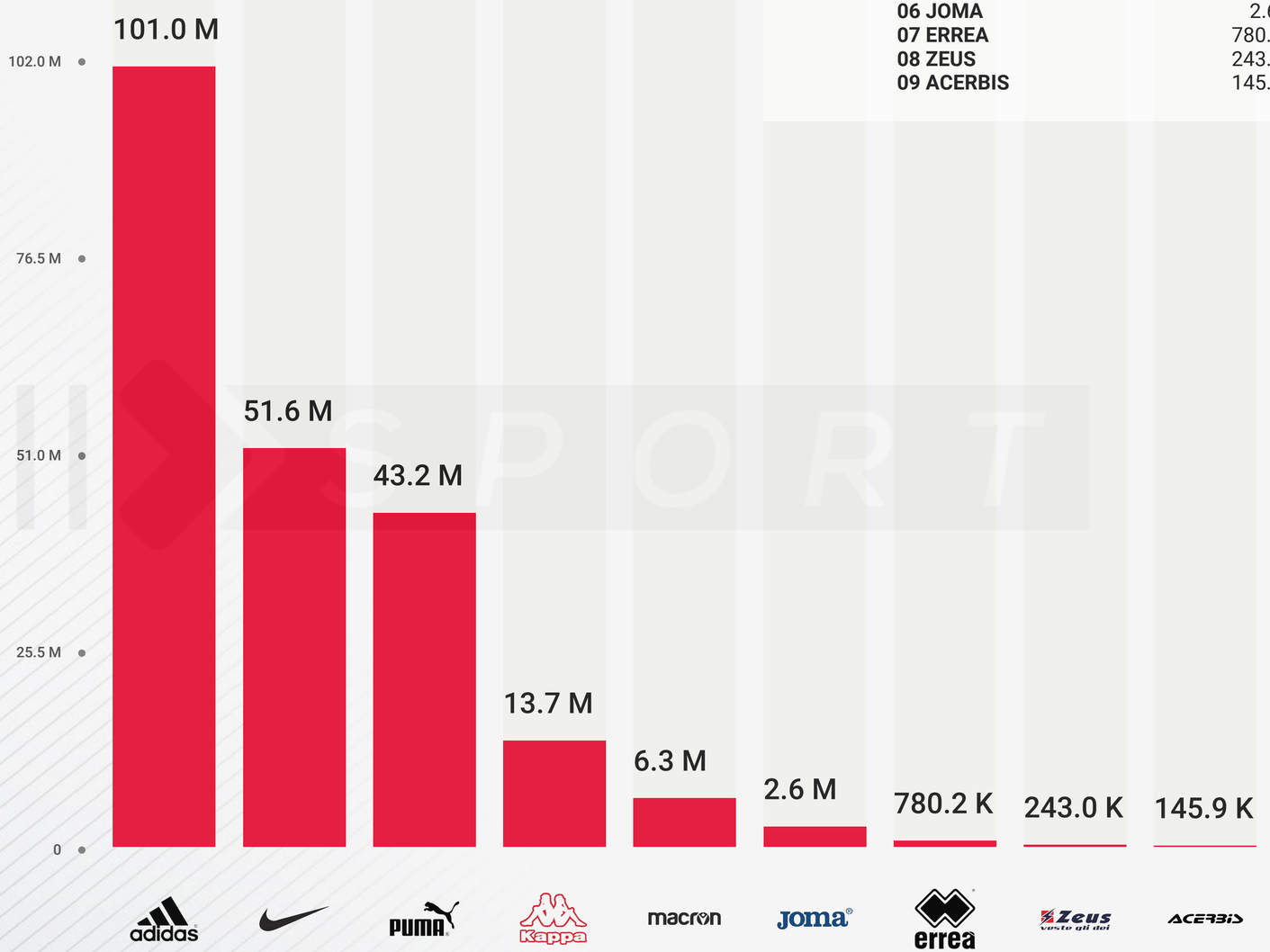
TOTAL FANBASE

219.6 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.

CLUBS	FANS		% VAR*
01 ADIDAS	101.0 M	=	+1.13
02 NIKE	51.6 M	=	+1.00
03 PUMA	43.2 M	=	+0.58
04 KAPPA	13.7 M	=	+1.90
05 MACRON	6.3 M	=	+0.65
06 JOMA	2.6 M	=	+1.02
07 ERREA	780.2 K	=	+1.27
08 ZEUS	243.0 K	=	+0.59
09 ACERBIS	145.9 K	=	+2.38



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ITALY Brands

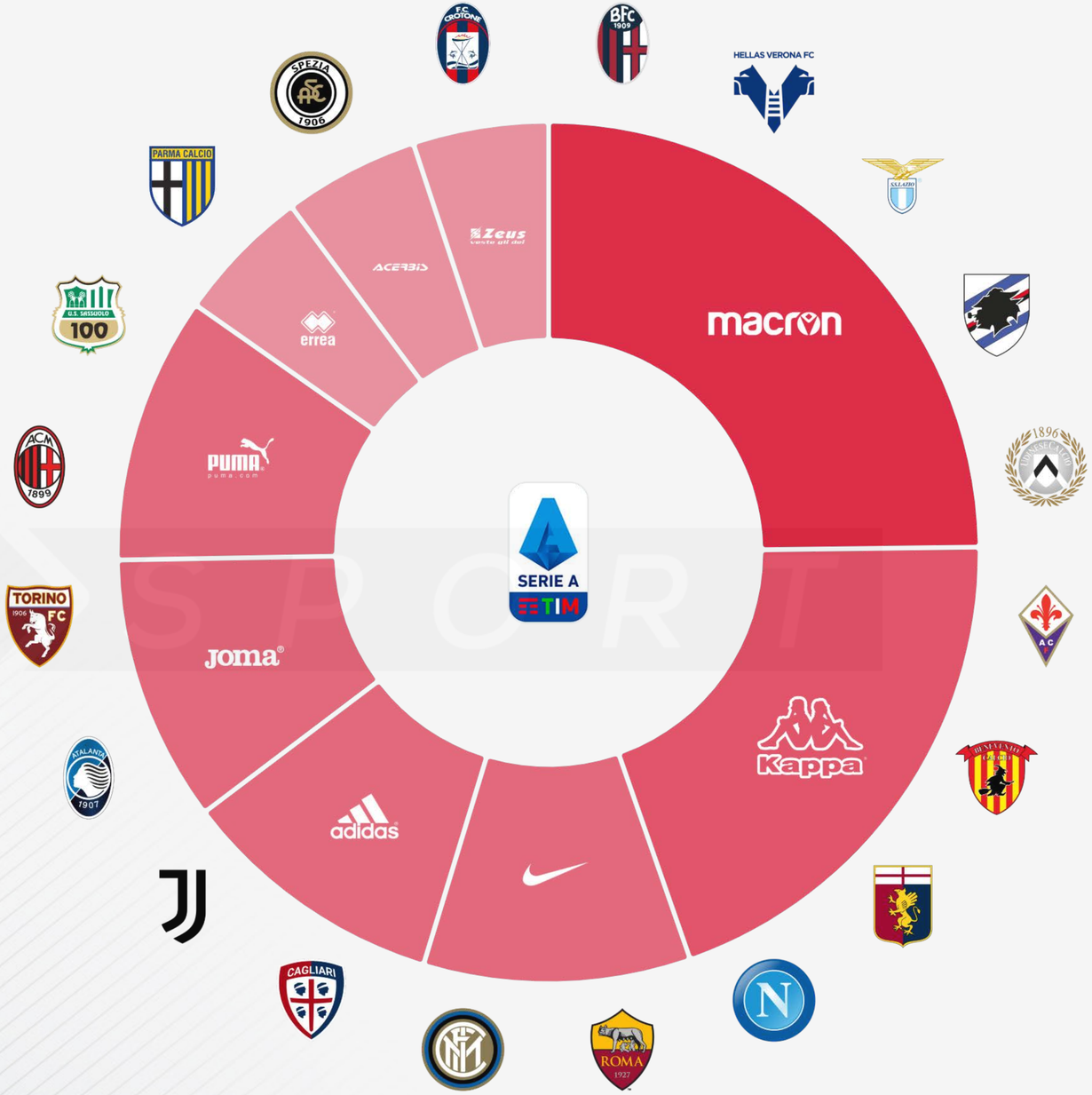
CLUBS

20

SPORT BRANDS

9

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



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IQUII SPORT

ITALY Grow 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 BENEVENTO CALCIO	**+6.42**
02 SSC NAPOLI	**+2.48**
03 SPEZIA CALCIO	**+2.38**
04 ATALANTA BC	**+1.39**
05 PARMA CALCIO 1913	**+1.27**
06 FC INTERNAZIONALE	**+1.26**
07 JUVENTUS FC	**+1.14**
08 SS LAZIO	**+1.09**
09 GENOA CFC	**+0.85**
10 UC SAMPDORIA	**+0.62**
11 TORINO FC	+0.61
12 FC CROTONE	+0.59
13 AC MILAN	+0.58
14 CAGLIARI CALCIO	+0.58
15 HELLAS VERONA	+0.57
16 UDINESE CALCIO	+0.49
17 ACF FIORENTINA	+0.45
18 US SASSUOLO	+0.42
19 AS ROMA	+0.38
20 BOLOGNA FC 1909	+0.10



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IQUII SPORT

ITALY Snapshot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

12

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.3 M

+ 0.96%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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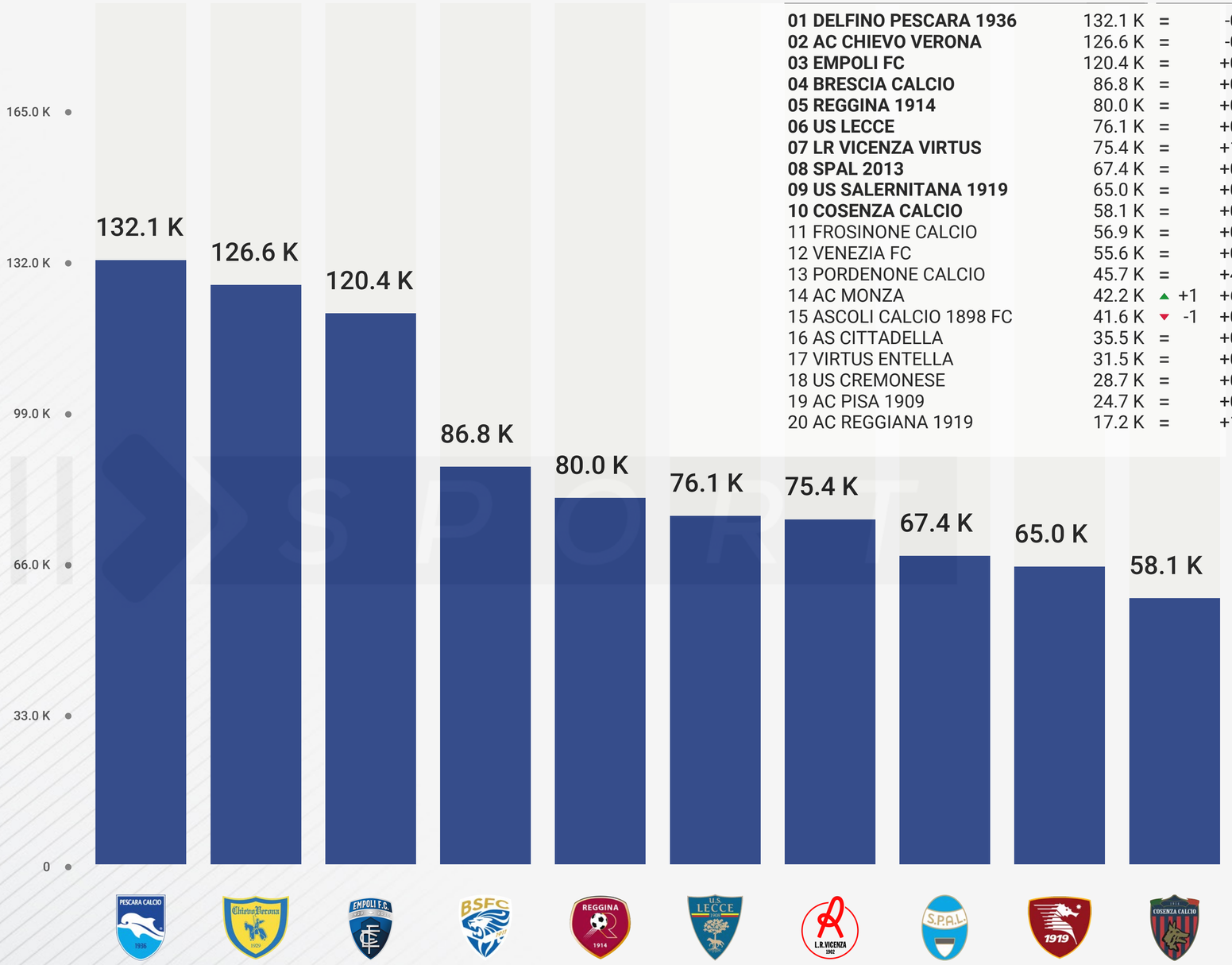
IQUII SPORT

ITALY Facebook

TOTAL FANBASE

1.3 M

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



CLUBS	FANS		% VAR*
01 DELFINO PESCARA 1936	132.1 K	=	-0.09
02 AC CHIEVO VERONA	126.6 K	=	-0.05
03 EMPOLI FC	120.4 K	=	+0.20
04 BRESCIA CALCIO	86.8 K	=	+0.12
05 REGGINA 1914	80.0 K	=	+0.26
06 US LECCE	76.1 K	=	+0.53
07 LR VICENZA VIRTUS	75.4 K	=	+1.92
08 SPAL 2013	67.4 K	=	+0.39
09 US SALERNITANA 1919	65.0 K	=	+0.49
10 COSENZA CALCIO	58.1 K	=	+0.32
11 FROSINONE CALCIO	56.9 K	=	+0.18
12 VENEZIA FC	55.6 K	=	+0.22
13 PORDENONE CALCIO	45.7 K	=	+4.30
14 AC MONZA	42.2 K	▲ +1	+6.76
15 ASCOLI CALCIO 1898 FC	41.6 K	▼ -1	+0.46
16 AS CITTADELLA	35.5 K	=	+0.23
17 VIRTUS ENTELLA	31.5 K	=	+0.22
18 US CREMONESE	28.7 K	=	+0.29
19 AC PISA 1909	24.7 K	=	+0.65
20 AC REGGIANA 1919	17.2 K	=	+1.21

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Pordenone's data refers to the number of "followers" (since that "likes" are not available).

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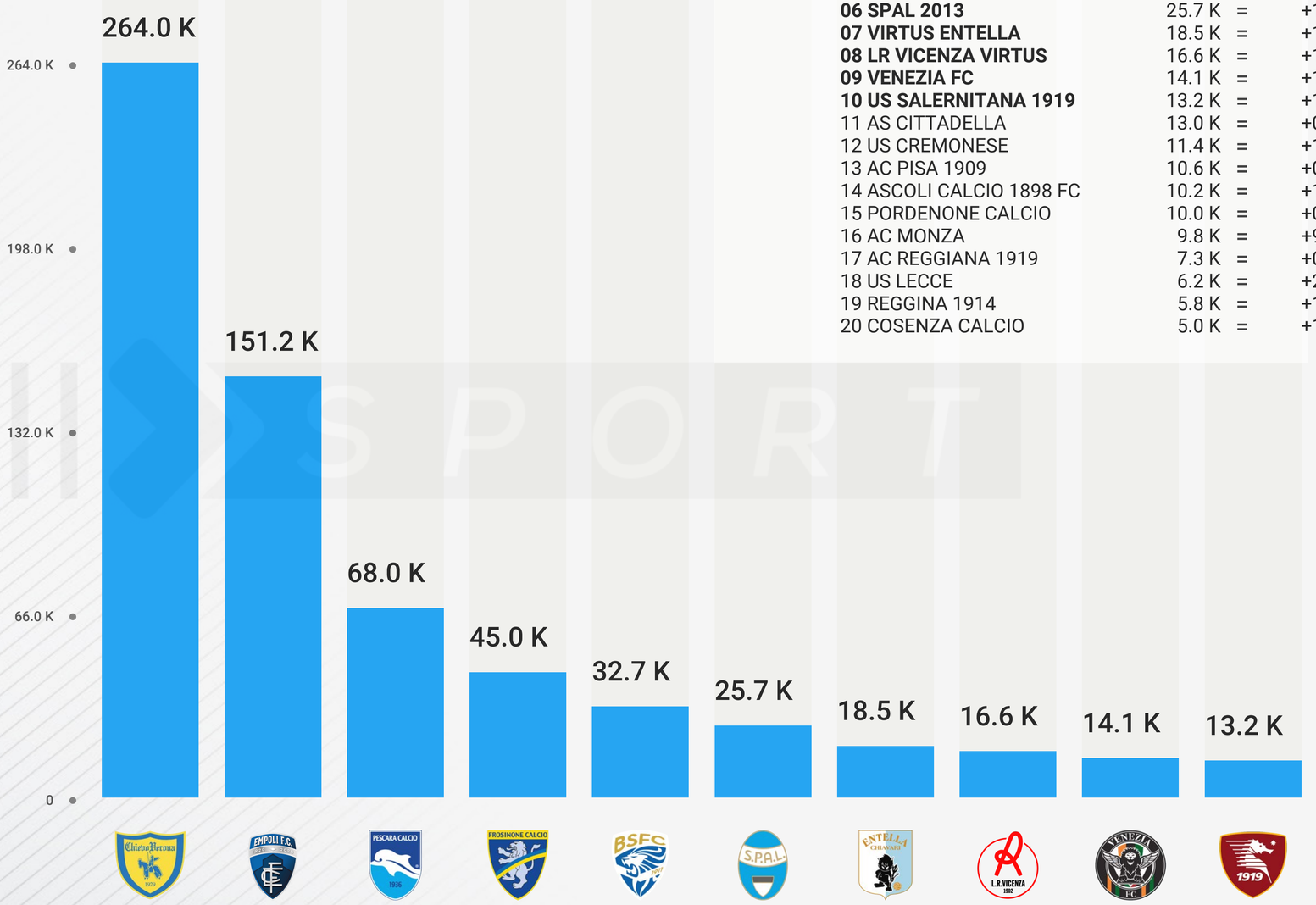
IQUII SPORT

ITALY Twitter

TOTAL FANBASE

738 K

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



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	264.0 K	=	+0.14
02 EMPOLI FC	151.2 K	=	+0.25
03 DELFINO PESCARA 1936	68.0 K	=	+0.20
04 FROSINONE CALCIO	45.0 K	=	+0.57
05 BRESCIA CALCIO	32.7 K	=	+0.30
06 SPAL 2013	25.7 K	=	+1.43
07 VIRTUS ENTELLA	18.5 K	=	+1.10
08 LR VICENZA VIRTUS	16.6 K	=	+1.61
09 VENEZIA FC	14.1 K	=	+1.19
10 US SALERNITANA 1919	13.2 K	=	+1.27
11 AS CITTADELLA	13.0 K	=	+0.48
12 US CREMONESE	11.4 K	=	+1.63
13 AC PISA 1909	10.6 K	=	+0.72
14 ASCOLI CALCIO 1898 FC	10.2 K	=	+1.71
15 PORDENONE CALCIO	10.0 K	=	+0.55
16 AC MONZA	9.8 K	=	+9.86
17 AC REGGIANA 1919	7.3 K	=	+0.33
18 US LECCE	6.2 K	=	+2.51
19 REGGINA 1914	5.8 K	=	+1.87
20 COSENZA CALCIO	5.0 K	=	+1.88

*[from November 13, 2020 to December 14, 2020]

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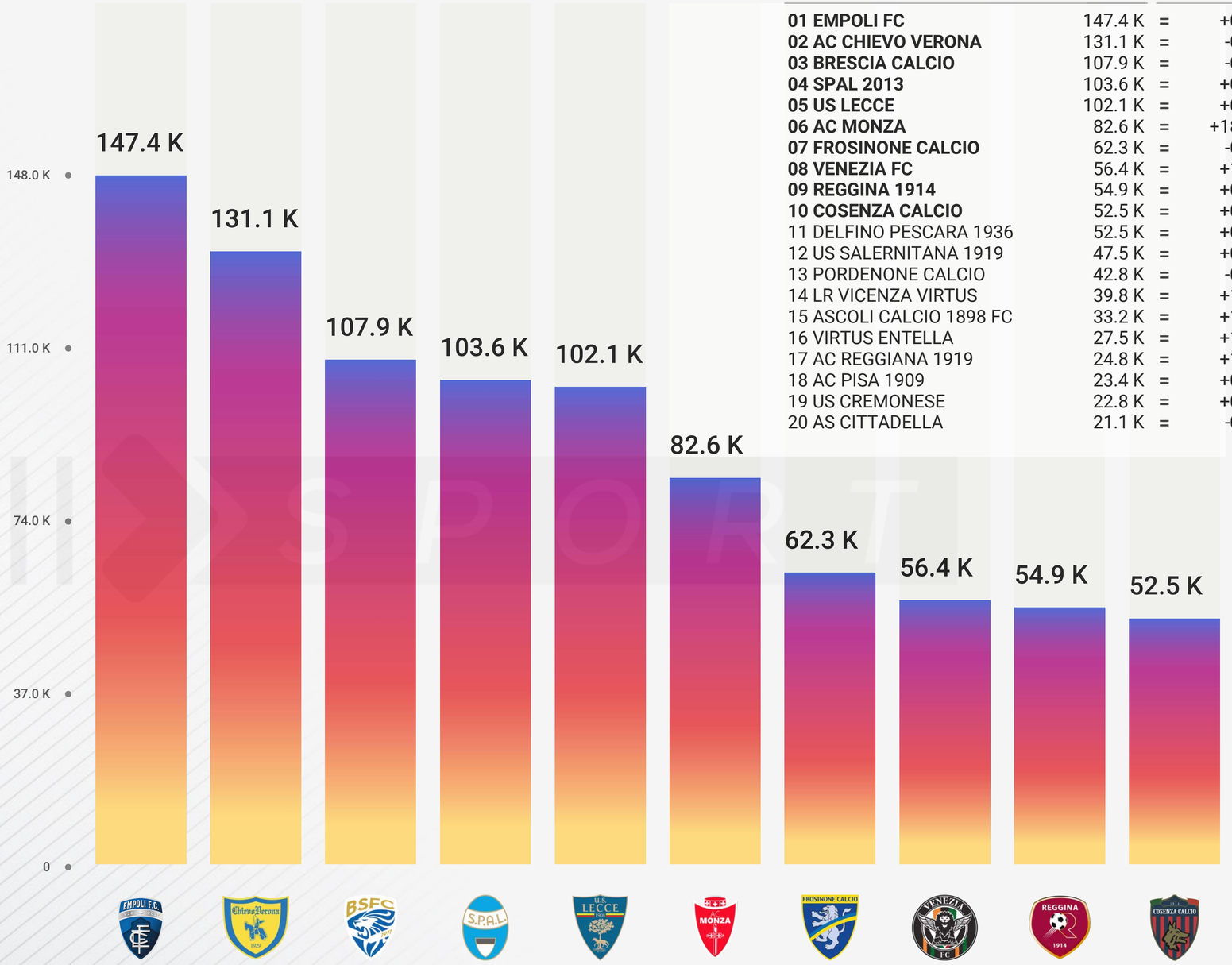
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

1.2 M

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



CLUBS	FANS		% VAR*
01 EMPOLI FC	147.4 K	=	+0.60
02 AC CHIEVO VERONA	131.1 K	=	-0.87
03 BRESCIA CALCIO	107.9 K	=	-0.14
04 SPAL 2013	103.6 K	=	+0.31
05 US LECCE	102.1 K	=	+0.43
06 AC MONZA	82.6 K	=	+18.68
07 FROSINONE CALCIO	62.3 K	=	-0.30
08 VENEZIA FC	56.4 K	=	+1.84
09 REGGINA 1914	54.9 K	=	+0.44
10 COSENZA CALCIO	52.5 K	=	+0.47
11 DELFINO PESCARA 1936	52.5 K	=	+0.75
12 US SALERNITANA 1919	47.5 K	=	+0.95
13 PORDENONE CALCIO	42.8 K	=	-0.13
14 LR VICENZA VIRTUS	39.8 K	=	+1.92
15 ASCOLI CALCIO 1898 FC	33.2 K	=	+1.60
16 VIRTUS ENTELLA	27.5 K	=	+1.30
17 AC REGGIANA 1919	24.8 K	=	+1.12
18 AC PISA 1909	23.4 K	=	+0.50
19 US CREMONESE	22.8 K	=	+0.33
20 AS CITTADELLA	21.1 K	=	-0.22

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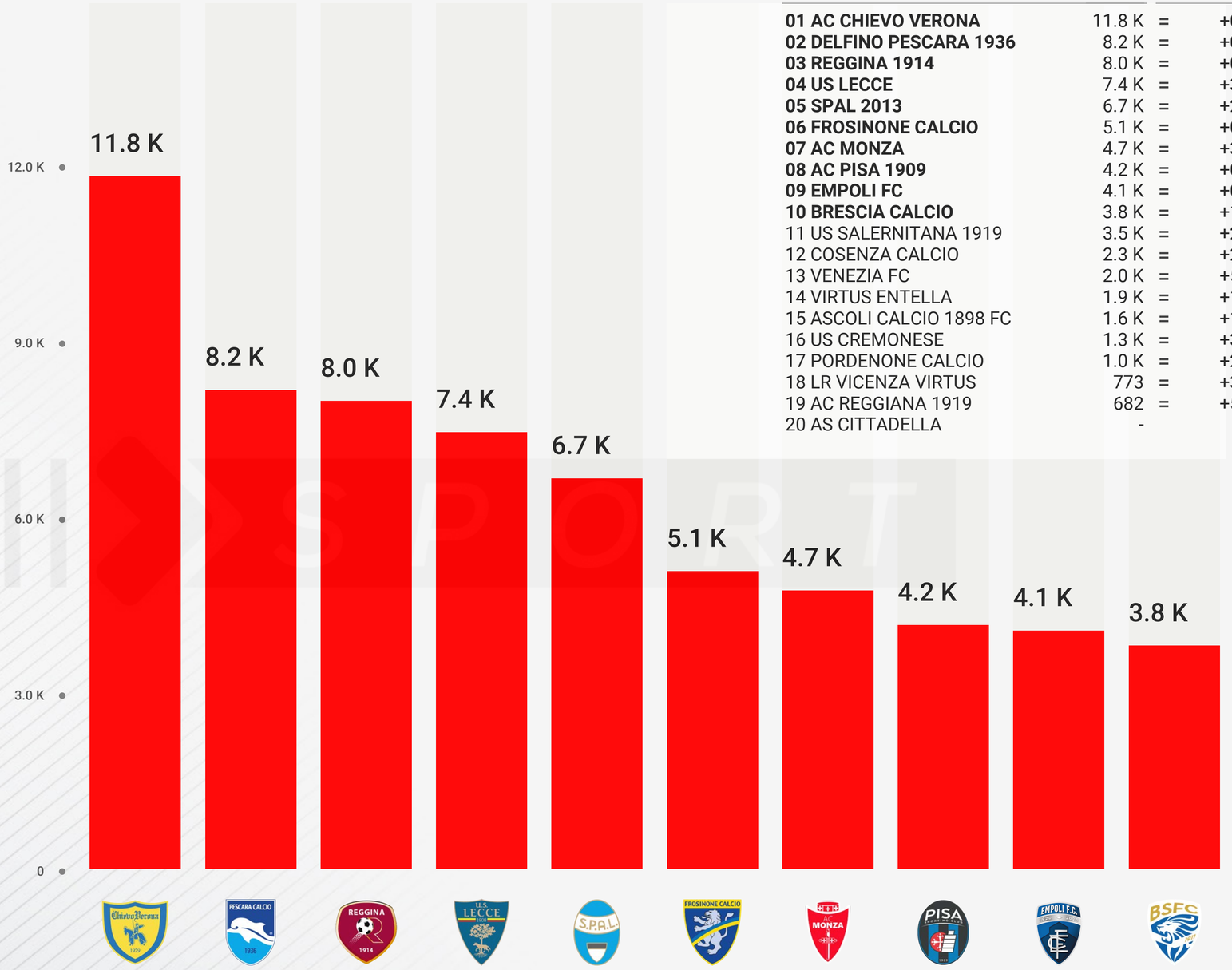
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

79 K

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



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	11.8 K	=	+0.00
02 DELFINO PESCARA 1936	8.2 K	=	+0.25
03 REGGINA 1914	8.0 K	=	+0.63
04 US LECCE	7.4 K	=	+3.77
05 SPAL 2013	6.7 K	=	+2.62
06 FROSINONE CALCIO	5.1 K	=	+0.20
07 AC MONZA	4.7 K	=	+3.95
08 AC PISA 1909	4.2 K	=	+0.97
09 EMPOLI FC	4.1 K	=	+0.50
10 BRESCIA CALCIO	3.8 K	=	+1.60
11 US SALERNITANA 1919	3.5 K	=	+2.66
12 COSENZA CALCIO	2.3 K	=	+2.74
13 VENEZIA FC	2.0 K	=	+5.38
14 VIRTUS ENTELLA	1.9 K	=	+1.08
15 ASCOLI CALCIO 1898 FC	1.6 K	=	+1.30
16 US CREMONESE	1.3 K	=	+3.13
17 PORDENONE CALCIO	1.0 K	=	+2.00
18 LR VICENZA VIRTUS	773	=	+3.76
19 AC REGGIANA 1919	682	=	+5.08
20 AS CITTADELLA	-		-

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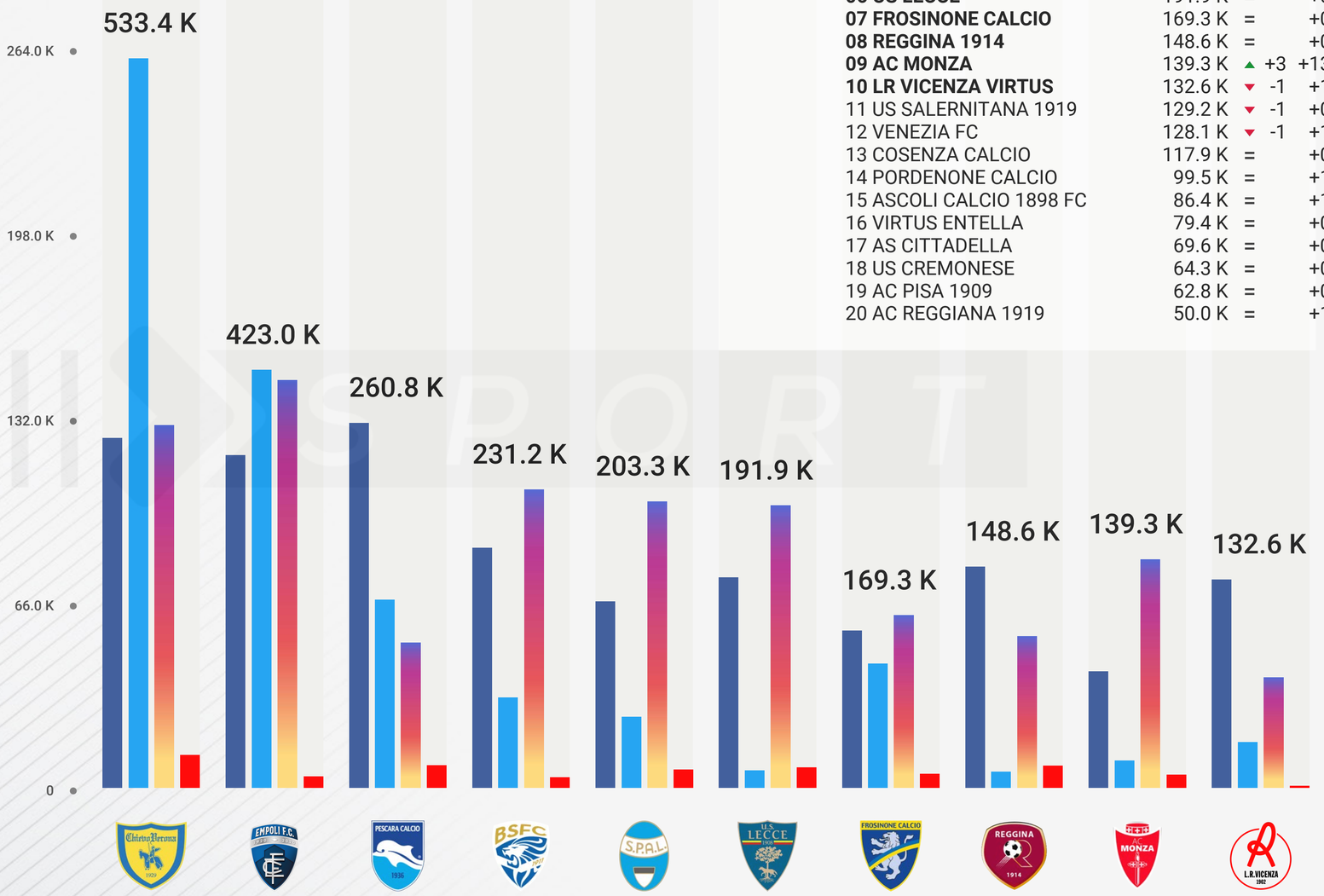
IQUII SPORT

ITALY Social

TOTAL FANBASE

3.3 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	533.4 K	=	-0.16
02 EMPOLI FC	423.0 K	=	+0.36
03 DELFINO PESCARA 1936	260.8 K	=	+0.16
04 BRESCIA CALCIO	231.2 K	=	+0.05
05 SPAL 2013	203.3 K	=	+0.55
06 US LECCE	191.9 K	=	+0.66
07 FROSINONE CALCIO	169.3 K	=	+0.11
08 REGGINA 1914	148.6 K	=	+0.41
09 AC MONZA	139.3 K	▲ +3	+13.65
10 LR VICENZA VIRTUS	132.6 K	▼ -1	+1.89
11 US SALERNITANA 1919	129.2 K	▼ -1	+0.79
12 VENEZIA FC	128.1 K	▼ -1	+1.11
13 COSENZA CALCIO	117.9 K	=	+0.50
14 PORDENONE CALCIO	99.5 K	=	+1.95
15 ASCOLI CALCIO 1898 FC	86.4 K	=	+1.06
16 VIRTUS ENTELLA	79.4 K	=	+0.82
17 AS CITTADELLA	69.6 K	=	+0.14
18 US CREMONESE	64.3 K	=	+0.60
19 AC PISA 1909	62.8 K	=	+0.63
20 AC REGGIANA 1919	50.0 K	=	+1.09

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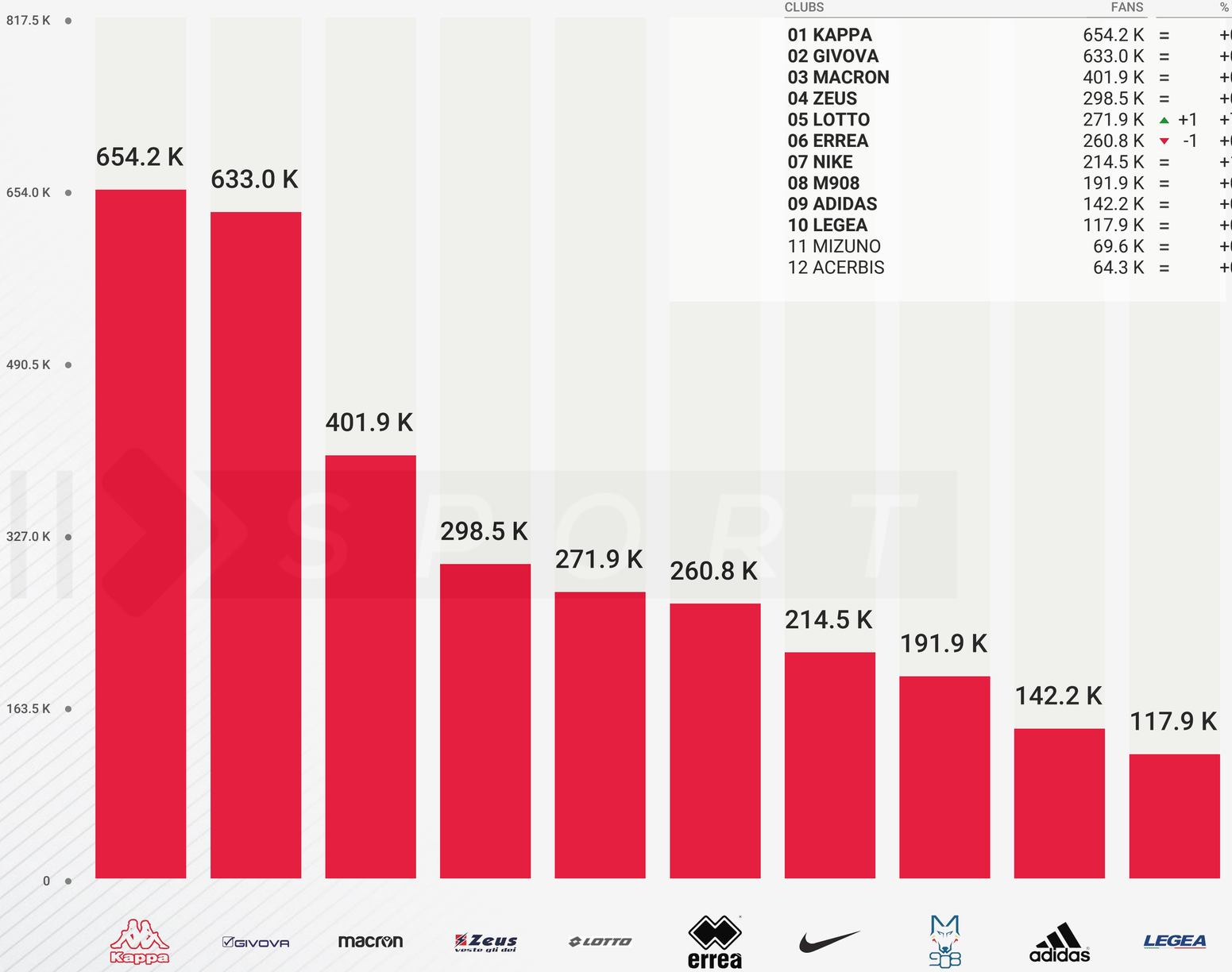
ITALY Brands

TOTAL FANBASE

3.3 M

Serie BKT

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



CLUBS	FANS		% VAR*
01 KAPPA	654.2 K	=	+0.25
02 GIVOVA	633.0 K	=	+0.17
03 MACRON	401.9 K	=	+0.56
04 ZEUS	298.5 K	=	+0.40
05 LOTTO	271.9 K	▲ +1	+7.60
06 ERREA	260.8 K	▼ -1	+0.16
07 NIKE	214.5 K	=	+1.09
08 M908	191.9 K	=	+0.66
09 ADIDAS	142.2 K	=	+0.73
10 LEGEA	117.9 K	=	+0.50
11 MIZUNO	69.6 K	=	+0.14
12 ACERBIS	64.3 K	=	+0.60

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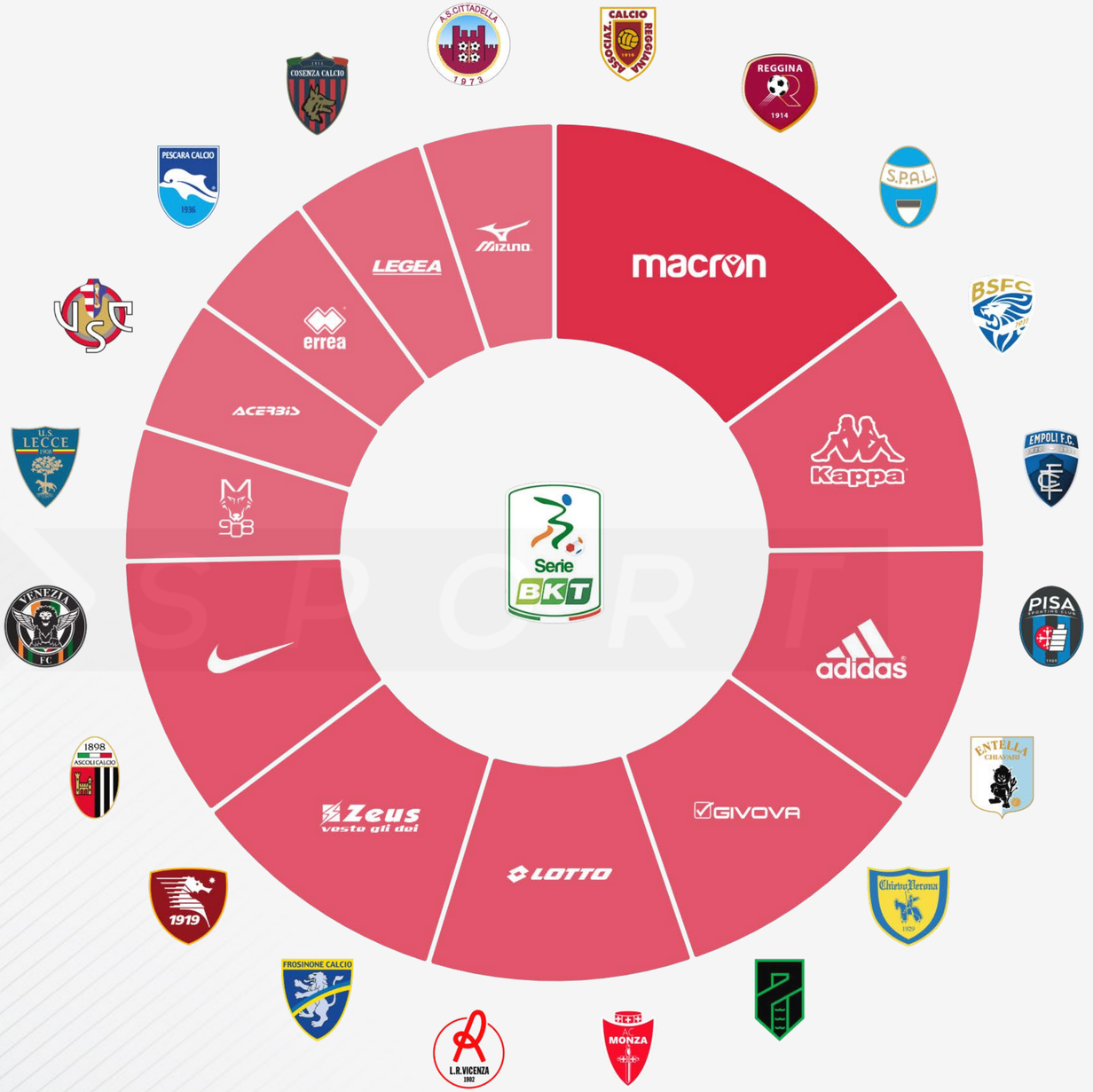
IQUII SPORT

ITALY Brands

CLUBS
20

SPORT BRANDS
12

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



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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 MONZA	**+13.65**
02 PORDENONE CALCIO	**+1.95**
03 LR VICENZA VIRTUS	**+1.89**
04 VENEZIA FC	**+1.11**
05 AC REGGIANA 1919	**+1.09**
06 ASCOLI CALCIO 1898 FC	**+1.06**
07 VIRTUS ENTELLA	**+0.82**
08 US SALERNITANA 1919	**+0.79**
09 US LECCE	**+0.66**
10 AC PISA 1909	**+0.63**
11 US CREMONESE	+0.60
12 SPAL 2013	+0.55
13 COSENZA CALCIO	+0.50
14 REGGINA 1914	+0.41
15 EMPOLI FC	+0.36
16 DELFINO PESCARA 1936	+0.16
17 AS CITTADELLA	+0.14
18 FROSINONE CALCIO	+0.11
19 BRESCIA CALCIO	+0.05
20 AC CHIEVO VERONA	-0.16

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IQUII SPORT

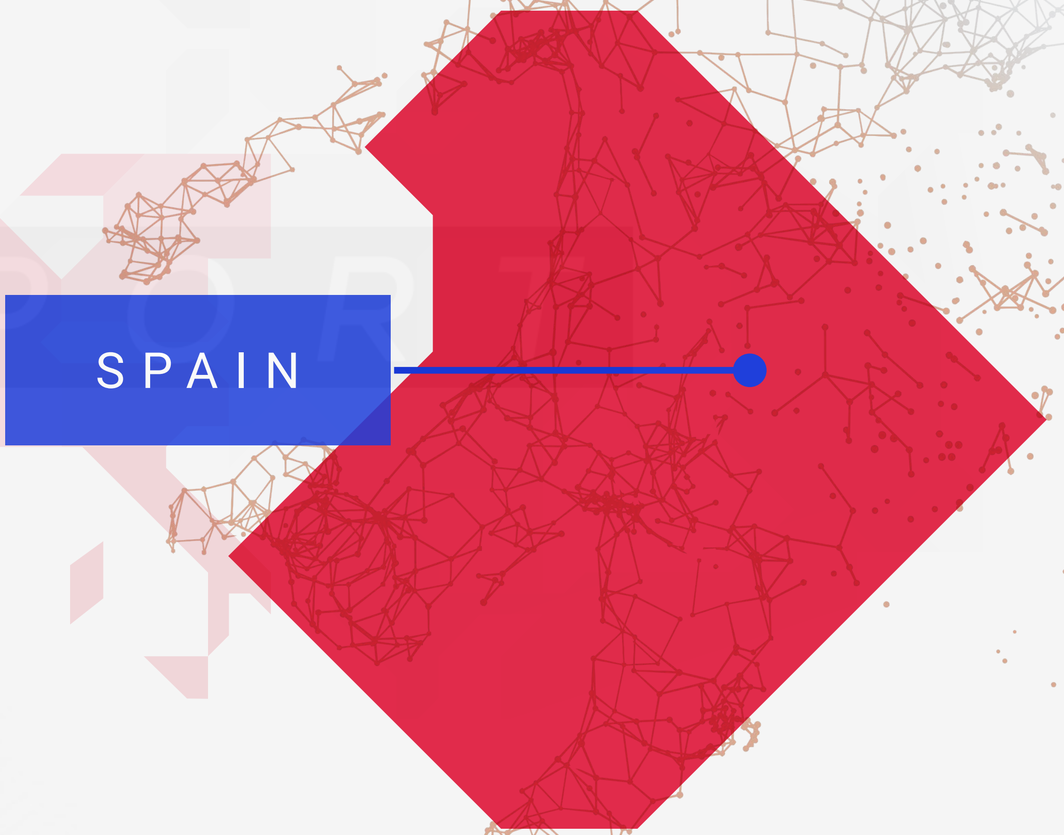
Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LaLiga Santander

SECOND DIVISION — 22 CLUBS

LaLiga SmartBank



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SPAIN Snapshot / First Division



20

CLUBS

Total LaLiga football clubs analysed.

9

BRANDS

Total LaLiga Sport Brands on jerseys analysed.

544.5 M

+ 0.50%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

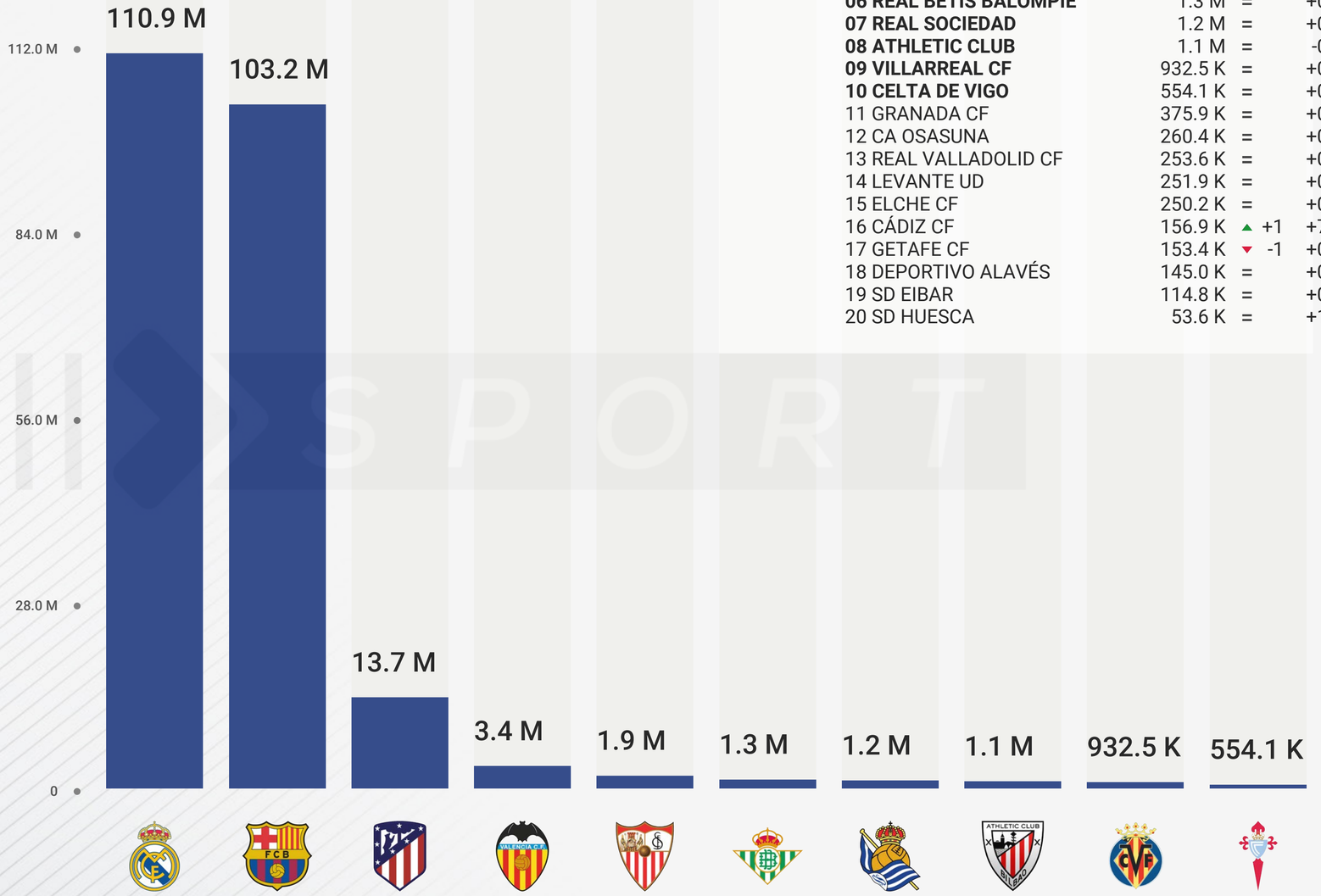
SPAIN Facebook

TOTAL FANBASE

240.3 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Facebook.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	110.9 M	=	-0.03
02 FC BARCELONA	103.2 M	=	+0.02
03 ATLÉTICO DE MADRID	13.7 M	=	+0.12
04 VALENCIA CF	3.4 M	=	+0.00
05 FC SEVILLA	1.9 M	=	+0.92
06 REAL BETIS BALOMPIÉ	1.3 M	=	+0.05
07 REAL SOCIEDAD	1.2 M	=	+0.17
08 ATHLETIC CLUB	1.1 M	=	-0.03
09 VILLARREAL CF	932.5 K	=	+0.54
10 CELTA DE VIGO	554.1 K	=	+0.66
11 GRANADA CF	375.9 K	=	+0.46
12 CA OSASUNA	260.4 K	=	+0.35
13 REAL VALLADOLID CF	253.6 K	=	+0.22
14 LEVANTE UD	251.9 K	=	+0.13
15 ELCHE CF	250.2 K	=	+0.11
16 CÁDIZ CF	156.9 K	▲ +1	+7.18
17 GETAFE CF	153.4 K	▼ -1	+0.46
18 DEPORTIVO ALAVÉS	145.0 K	=	+0.95
19 SD EIBAR	114.8 K	=	+0.45
20 SD HUESCA	53.6 K	=	+1.21

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IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

83.2 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Twitter.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	35.6 M	=	+0.75
02 FC BARCELONA	34.8 M	=	+0.98
03 ATLÉTICO DE MADRID	4.8 M	=	+0.50
04 VALENCIA CF	1.3 M	=	+0.09
05 FC SEVILLA	970.5 K	=	+0.24
06 ATHLETIC CLUB	883.7 K	=	+0.16
07 REAL BETIS BALOMPIÉ	810.6 K	=	+0.16
08 REAL SOCIEDAD	644.9 K	=	+0.64
09 VILLARREAL CF	531.2 K	=	+0.37
10 CELTA DE VIGO	462.7 K	=	+0.69
11 LEVANTE UD	420.8 K	=	+0.12
12 GRANADA CF	389.5 K	=	+0.38
13 REAL VALLADOLID CF	348.7 K	=	+0.19
14 CA OSASUNA	245.3 K	=	+0.25
15 SD EIBAR	236.3 K	=	+0.41
16 ELCHE CF	232.4 K	=	+0.19
17 DEPORTIVO ALAVÉS	220.5 K	=	+0.30
18 CÁDIZ CF	156.8 K	=	+2.33
19 SD HUESCA	139.8 K	=	+0.42
20 GETAFE CF	121.8 K	=	+0.70

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IQUII SPORT

SPAIN Instagram

TOTAL FANBASE

203.0 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Instagram.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	93.9 M	=	+0.96
02 FC BARCELONA	91.8 M	=	+0.78
03 ATLÉTICO DE MADRID	10.7 M	=	+1.50
04 FC SEVILLA	1.2 M	=	+1.84
05 REAL BETIS BALOMPIÉ	1.0 M	=	+0.04
06 VALENCIA CF	907.5 K	=	+0.82
07 VILLARREAL CF	865.8 K	=	+0.04
08 ATHLETIC CLUB	435.1 K	=	+0.49
09 REAL SOCIEDAD	344.0 K	=	+2.14
10 CELTA DE VIGO	259.0 K	=	+0.91
11 REAL VALLADOLID CF	248.7 K	=	+0.08
12 GRANADA CF	194.8 K	=	+1.99
13 LEVANTE UD	177.7 K	=	+0.66
14 GETAFE CF	175.7 K	=	-0.31
15 SD EIBAR	161.5 K	=	-0.07
16 CÁDIZ CF	132.7 K	=	+3.94
17 SD HUESCA	120.8 K	=	+1.29
18 CA OSASUNA	116.2 K	=	+0.61
19 ELCHE CF	103.6 K	=	+1.32
20 DEPORTIVO ALAVÉS	86.0 K	=	+0.87

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IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

18.0 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC BARCELONA	10.6 M	=	+0.95
02 REAL MADRID CF	6.2 M	=	+0.82
03 REAL BETIS BALOMPIÉ	381.0 K	=	+0.26
04 ATLÉTICO DE MADRID	285.0 K	=	+0.71
05 FC SEVILLA	121.0 K	=	+1.68
06 VALENCIA CF	102.0 K	=	+0.00
07 ATHLETIC CLUB	65.0 K	=	+0.78
08 VILLARREAL CF	61.2 K	=	-0.49
09 REAL SOCIEDAD	57.2 K	=	+1.78
10 CELTA DE VIGO	33.7 K	=	+4.01
11 LEVANTE UD	26.3 K	=	+0.77
12 CÁDIZ CF	22.0 K	=	+1.85
13 CA OSASUNA	17.9 K	=	+0.56
14 REAL VALLADOLID CF	15.0 K	=	+0.67
15 GRANADA CF	10.8 K	=	+0.93
16 DEPORTIVO ALAVÉS	9.9 K	=	+2.17
17 GETAFE CF	8.9 K	=	+2.41
18 ELCHE CF	7.1 K	=	+2.03
19 SD EIBAR	6.2 K	=	+0.98
20 SD HUESCA	4.7 K	=	+1.74

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IQUII SPORT

SPAIN Social

TOTAL FANBASE

544.5 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	246.6 M	=	+0.48
02 FC BARCELONA	240.4 M	=	+0.49
03 ATLÉTICO DE MADRID	29.5 M	=	+0.69
04 VALENCIA CF	5.6 M	=	+0.15
05 FC SEVILLA	4.2 M	=	+1.04
06 REAL BETIS BALOMPIÉ	3.6 M	=	+0.09
07 ATHLETIC CLUB	2.4 M	=	+0.15
08 VILLARREAL CF	2.4 M	=	+0.29
09 REAL SOCIEDAD	2.2 M	=	+0.65
10 CELTA DE VIGO	1.3 M	=	+0.80
11 GRANADA CF	971.0 K	=	+0.74
12 LEVANTE UD	876.7 K	=	+0.25
13 REAL VALLADOLID CF	866.0 K	=	+0.18
14 CA OSASUNA	639.7 K	=	+0.37
15 ELCHE CF	593.2 K	=	+0.37
16 SD EIBAR	518.8 K	=	+0.28
17 CÁDIZ CF	468.5 K	▲ +2	+4.35
18 DEPORTIVO ALAVÉS	461.4 K	=	+0.65
19 GETAFE CF	459.8 K	▼ -2	+0.26
20 SD HUESCA	318.8 K	=	+0.90

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IQUII SPORT

SPAIN Brands

TOTAL FANBASE

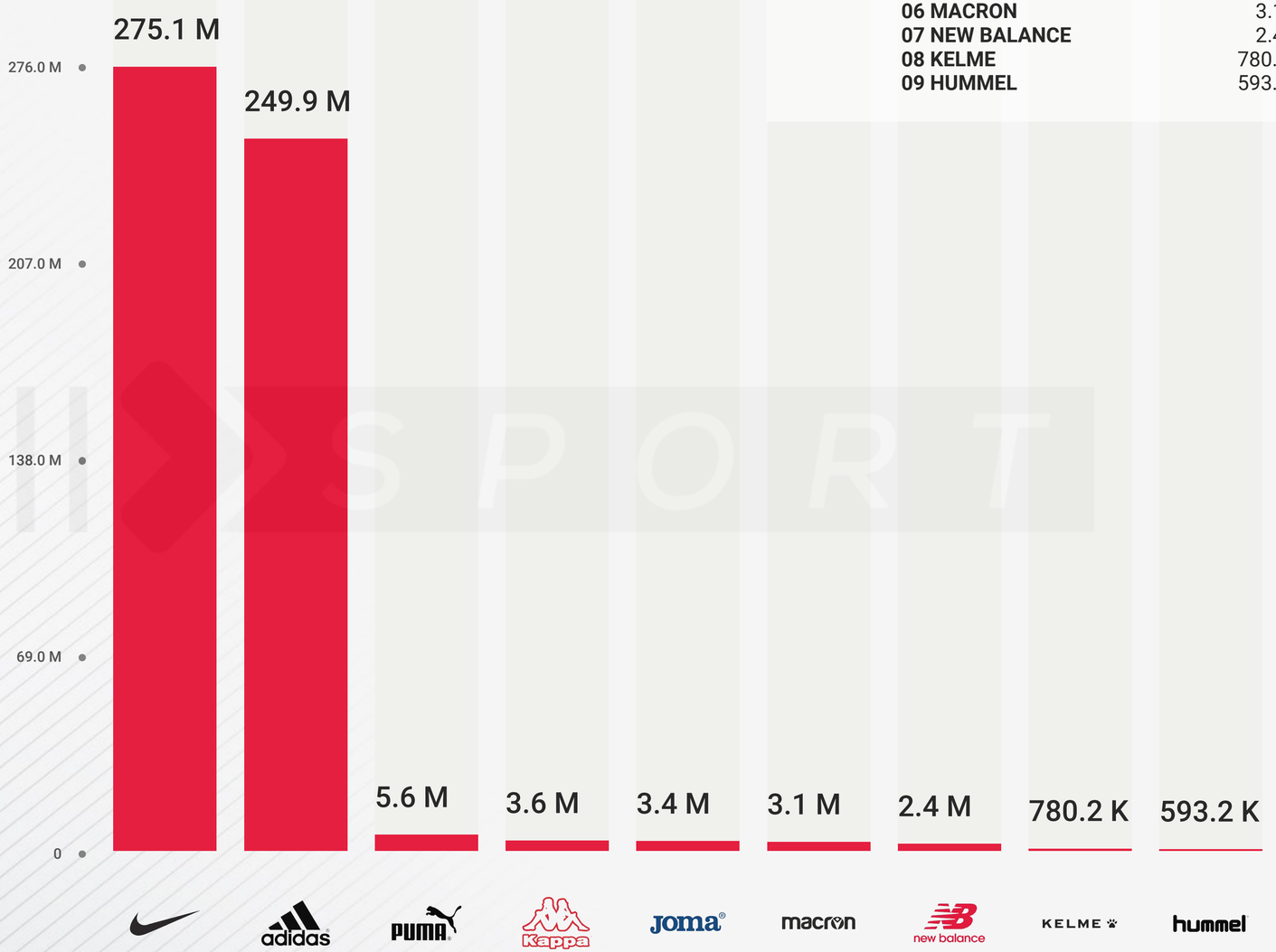
544.5 M

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.

*[from November 13, 2020 to December 14, 2020]

CLUBS	FANS		% VAR*
01 NIKE	275.1 M	=	+0.52
02 ADIDAS	249.9 M	=	+0.49
03 PUMA	5.6 M	=	+0.15
04 KAPPA	3.6 M	=	+0.09
05 JOMA	3.4 M	=	+0.29
06 MACRON	3.1 M	=	+0.54
07 NEW BALANCE	2.4 M	=	+0.15
08 KELME	780.2 K	=	+0.75
09 HUMMEL	593.2 K	=	+0.37



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IQUII SPORT

SPAIN Brands

CLUBS

20

SPORT BRANDS

9

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



*[from November 13, 2020 to December 14, 2020]

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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 CÁDIZ CF	+4.35
02 FC SEVILLA	+1.04
03 SD HUESCA	+0.90
04 CELTA DE VIGO	+0.80
05 GRANADA CF	+0.74
06 ATLÉTICO DE MADRID	+0.69
07 REAL SOCIEDAD	+0.65
08 DEPORTIVO ALAVÉS	+0.65
09 FC BARCELONA	+0.49
10 REAL MADRID CF	+0.48
11 ELCHE CF	+0.37
12 CA OSASUNA	+0.37
13 VILLARREAL CF	+0.29
14 SD EIBAR	+0.28
15 GETAFE CF	+0.26
16 LEVANTE UD	+0.25
17 REAL VALLADOLID CF	+0.18
18 VALENCIA CF	+0.15
19 ATHLETIC CLUB	+0.15
20 REAL BETIS BALOMPIÉ	+0.09

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SPAIN Snapshot / Second Division



22

CLUBS

Total LaLiga 2 football clubs analysed.

8

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

12.2 M

+ 0.93%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

SPAIN Facebook

TOTAL FANBASE

4.3 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERÍA	1.1 M	=	+5.00
02 MÁLAGA CF	1.0 M	=	-0.09
03 RCD ESPANYOL B.	450.3 K	=	-0.10
04 REAL SPORTING DE GIJÓN	280.7 K	=	-0.05
05 RCD MALLORCA	251.4 K	=	+0.09
06 UD LAS PALMAS	228.6 K	=	-0.02
07 REAL OVIEDO SAD	171.4 K	=	-0.08
08 GIRONA FC	151.8 K	=	-0.02
09 REAL ZARAGOZA	109.1 K	=	+0.19
10 CD LEGANÉS	107.9 K	=	+0.19
11 CD TENERIFE SAD	77.7 K	=	+0.14
12 CE SABADELL	61.8 K	=	+0.03
13 CD MIRANDÉS	51.0 K	=	-0.01
14 CLUB DEPORTIVO LUGO	39.2 K	=	+0.88
15 ALBACETE BALOMPIÉ	38.9 K	=	+0.39
16 AD ALCORCÓN	27.3 K	=	+0.40
17 RAYO VALLECANO DE M.	24.2 K	=	+0.93
18 SD PONFERRADINA	18.1 K	=	+0.50
19 CD CASTELLÓN	16.8 K	=	+0.59
20 FC CARTAGENA	15.6 K	=	+0.51
21 CF FUENLABRADA	15.1 K	=	+0.46
22 UD LOGROÑÉS	8.8 K	=	+1.71

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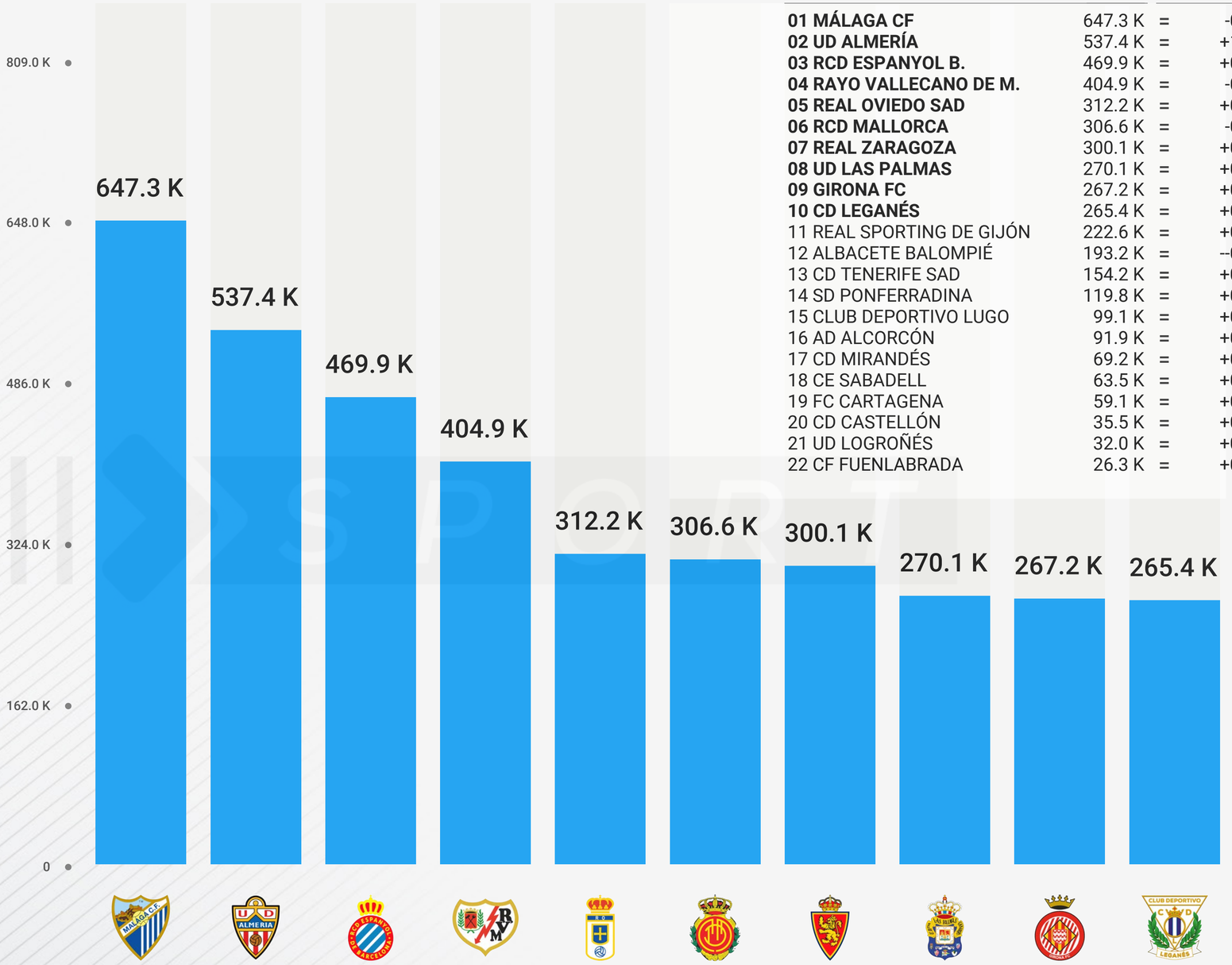
SPAIN Twitter

TOTAL FANBASE

4.9 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 MÁLAGA CF	647.3 K	=	-0.06
02 UD ALMERÍA	537.4 K	=	+1.72
03 RCD ESPANYOL B.	469.9 K	=	+0.23
04 RAYO VALLECANO DE M.	404.9 K	=	-0.04
05 REAL OVIEDO SAD	312.2 K	=	+0.03
06 RCD MALLORCA	306.6 K	=	-0.03
07 REAL ZARAGOZA	300.1 K	=	+0.13
08 UD LAS PALMAS	270.1 K	=	+0.06
09 GIRONA FC	267.2 K	=	+0.02
10 CD LEGANÉS	265.4 K	=	+0.06
11 REAL SPORTING DE GIJÓN	222.6 K	=	+0.16
12 ALBACETE BALOMPIÉ	193.2 K	=	--0.00
13 CD TENERIFE SAD	154.2 K	=	+0.20
14 SD PONFERRADINA	119.8 K	=	+0.06
15 CLUB DEPORTIVO LUGO	99.1 K	=	+0.38
16 AD ALCORCÓN	91.9 K	=	+0.27
17 CD MIRANDÉS	69.2 K	=	+0.13
18 CE SABADELL	63.5 K	=	+0.24
19 FC CARTAGENA	59.1 K	=	+0.40
20 CD CASTELLÓN	35.5 K	=	+0.66
21 UD LOGROÑÉS	32.0 K	=	+0.98
22 CF FUENLABRADA	26.3 K	=	+0.44

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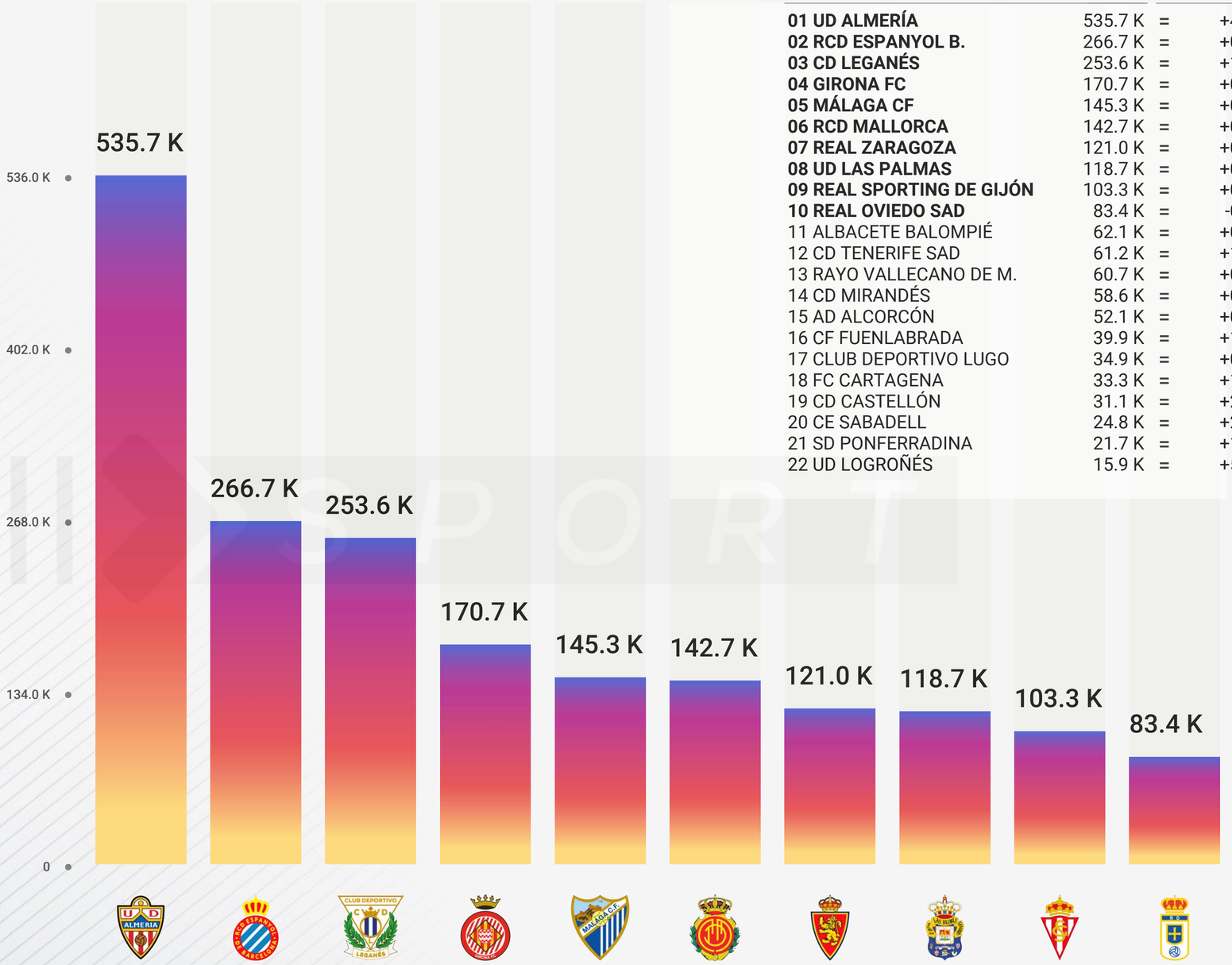
SPAIN Instagram

TOTAL FANBASE

2.4 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERÍA	535.7 K	=	+4.95
02 RCD ESPANYOL B.	266.7 K	=	+0.05
03 CD LEGANÉS	253.6 K	=	+1.29
04 GIRONA FC	170.7 K	=	+0.19
05 MÁLAGA CF	145.3 K	=	+0.35
06 RCD MALLORCA	142.7 K	=	+0.61
07 REAL ZARAGOZA	121.0 K	=	+0.54
08 UD LAS PALMAS	118.7 K	=	+0.75
09 REAL SPORTING DE GIJÓN	103.3 K	=	+0.83
10 REAL OVIEDO SAD	83.4 K	=	-0.09
11 ALBACETE BALOMPIÉ	62.1 K	=	+0.18
12 CD TENERIFE SAD	61.2 K	=	+1.07
13 RAYO VALLECANO DE M.	60.7 K	=	+0.58
14 CD MIRANDÉS	58.6 K	=	+0.13
15 AD ALCORCÓN	52.1 K	=	+0.21
16 CF FUENLABRADA	39.9 K	=	+1.71
17 CLUB DEPORTIVO LUGO	34.9 K	=	+0.44
18 FC CARTAGENA	33.3 K	=	+1.69
19 CD CASTELLÓN	31.1 K	=	+2.07
20 CE SABADELL	24.8 K	=	+2.10
21 SD PONFERRADINA	21.7 K	=	+1.25
22 UD LOGROÑÉS	15.9 K	=	+5.81

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IQUII SPORT

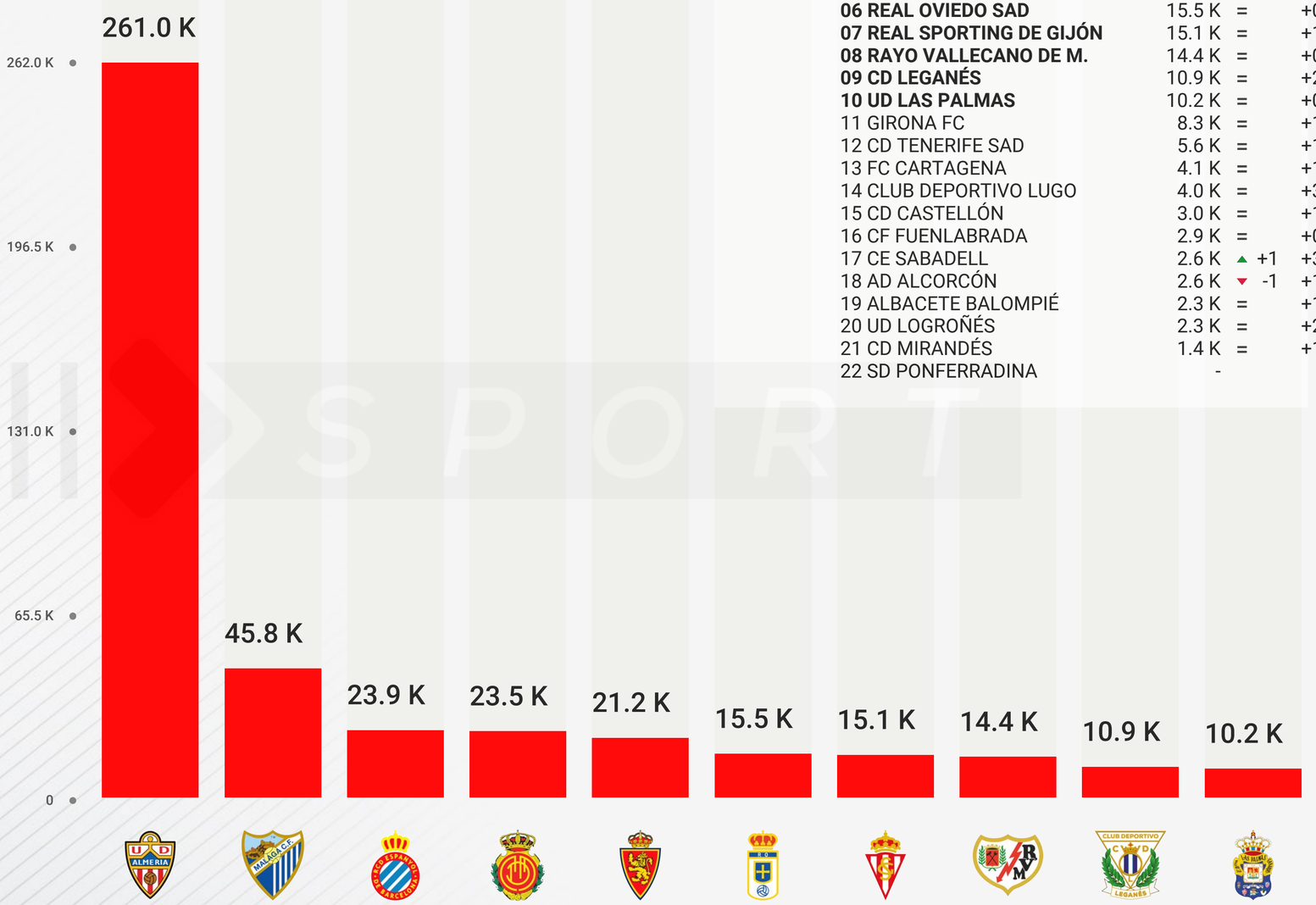
SPAIN YouTube

TOTAL FANBASE

480 K

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERÍA	261.0 K	=	+2.76
02 MÁLAGA CF	45.8 K	=	+0.66
03 RCD ESPANYOL B.	23.9 K	=	+0.42
04 RCD MALLORCA	23.5 K	=	+1.29
05 REAL ZARAGOZA	21.2 K	=	+0.95
06 REAL OVIEDO SAD	15.5 K	=	+0.65
07 REAL SPORTING DE GIJÓN	15.1 K	=	+1.34
08 RAYO VALLECANO DE M.	14.4 K	=	+0.70
09 CD LEGANÉS	10.9 K	=	+2.83
10 UD LAS PALMAS	10.2 K	=	+0.99
11 GIRONA FC	8.3 K	=	+1.22
12 CD TENERIFE SAD	5.6 K	=	+1.82
13 FC CARTAGENA	4.1 K	=	+1.74
14 CLUB DEPORTIVO LUGO	4.0 K	=	+3.13
15 CD CASTELLÓN	3.0 K	=	+1.72
16 CF FUENLABRADA	2.9 K	=	+0.71
17 CE SABADELL	2.6 K	▲ +1	+3.20
18 AD ALCORCÓN	2.6 K	▼ -1	+1.59
19 ALBACETE BALOMPIÉ	2.3 K	=	+1.30
20 UD LOGROÑÉS	2.3 K	=	+2.65
21 CD MIRANDÉS	1.4 K	=	+1.43
22 SD PONFERRADINA	-		-

***[from November 13, 2020 to December 14, 2020]**

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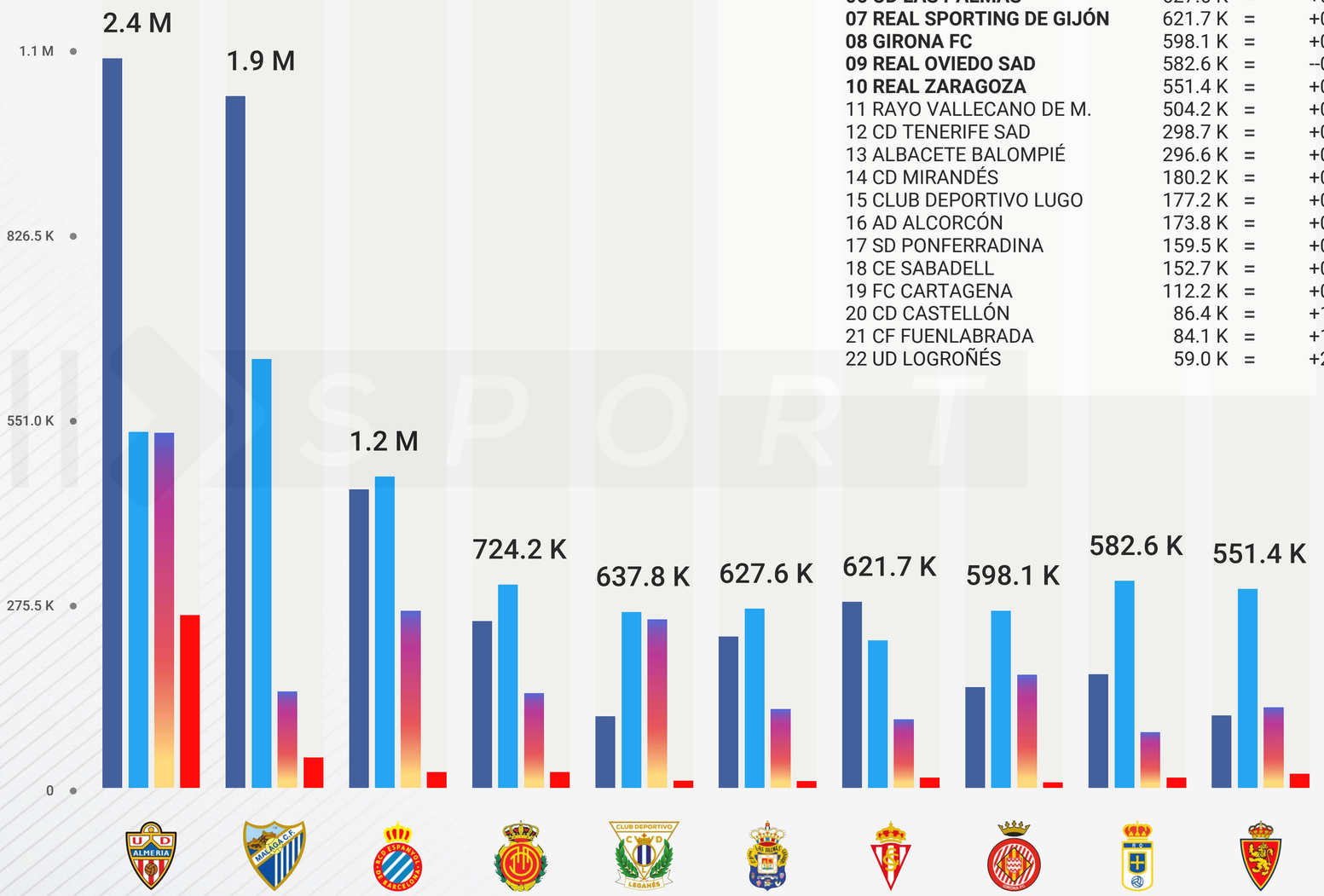
SPAIN Social

TOTAL FANBASE

12.2 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 UD ALMERÍA	2.4 M	=	+4.01
02 MÁLAGA CF	1.9 M	=	-0.03
03 RCD ESPANYOL B.	1.2 M	=	+0.07
04 RCD MALLORCA	724.2 K	=	+0.18
05 CD LEGANÉS	637.8 K	=	+0.61
06 UD LAS PALMAS	627.6 K	=	+0.18
07 REAL SPORTING DE GIJÓN	621.7 K	=	+0.20
08 GIRONA FC	598.1 K	=	+0.08
09 REAL OVIEDO SAD	582.6 K	=	--0.00
10 REAL ZARAGOZA	551.4 K	=	+0.26
11 RAYO VALLECANO DE M.	504.2 K	=	+0.10
12 CD TENERIFE SAD	298.7 K	=	+0.39
13 ALBACETE BALOMPIÉ	296.6 K	=	+0.10
14 CD MIRANDÉS	180.2 K	=	+0.10
15 CLUB DEPORTIVO LUGO	177.2 K	=	+0.56
16 AD ALCORCÓN	173.8 K	=	+0.29
17 SD PONFERRADINA	159.5 K	=	+0.27
18 CE SABADELL	152.7 K	=	+0.50
19 FC CARTAGENA	112.2 K	=	+0.84
20 CD CASTELLÓN	86.4 K	=	+1.19
21 CF FUENLABRADA	84.1 K	=	+1.05
22 UD LOGROÑÉS	59.0 K	=	+2.42

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IQUII SPORT

SPAIN Brands

TOTAL FANBASE

12.2 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.

CLUBS	FANS		% VAR*
01 PUMA	3.0 M	=	+3.21
02 NIKE	2.5 M	=	+0.03
03 ADIDAS	1.6 M	=	+0.19
04 HUMMEL	1.5 M	=	+0.30
05 UMBRO	1.3 M	=	+0.25
06 KELME	1.2 M	=	+0.07
07 JOMA	721.9 K	=	+0.66
08 KAPPA	351.0 K	=	+0.43



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IQUII SPORT

SPAIN Brands

CLUBS

22

SPORT BRANDS

8

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



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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 UD ALMERÍA	+4.01
02 UD LOGROÑÉS	+2.42
03 CD CASTELLÓN	+1.19
04 CF FUENLABRADA	+1.05
05 FC CARTAGENA	+0.84
06 CD LEGANÉS	+0.61
07 CLUB DEPORTIVO LUGO	+0.56
08 CE SABADELL	+0.50
09 CD TENERIFE SAD	+0.39
10 AD ALCORCÓN	+0.29
11 SD PONFERRADINA	+0.27
12 REAL ZARAGOZA	+0.26
13 REAL SPORTING DE GIJÓN	+0.20
14 RCD MALLORCA	+0.18
15 UD LAS PALMAS	+0.18
16 CD MIRANDÉS	+0.10
17 RAYO VALLECANO DE M.	+0.10
18 ALBACETE BALOMPIÉ	+0.10
19 GIRONA FC	+0.08
20 RCD ESPANYOL B.	+0.07
21 REAL OVIEDO SAD	-0.00
22 MÁLAGA CF	-0.03

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

LIGA NOS



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IQUII SPORT

PORTUGAL Snapshot / First Division



18

CLUBS

Total Primeira Liga football clubs analysed.

10

BRANDS

Total Primeira Liga Sport Brands on jerseys analysed.

21.2 M

+ 0.60%*

FANS

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

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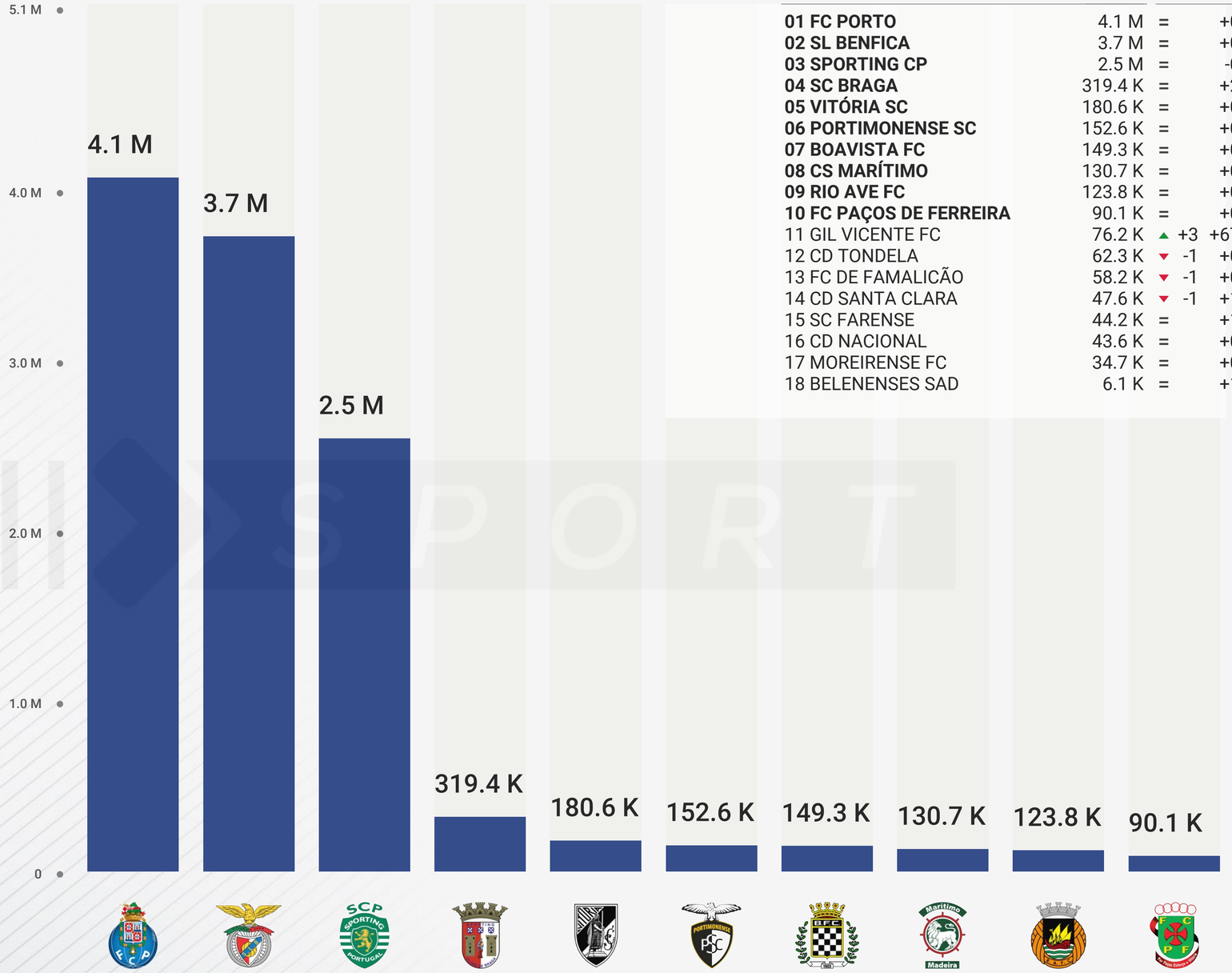
PORTUGAL Facebook

TOTAL FANBASE

11.9 M

LIGA NOS

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



CLUBS	FANS		% VAR*
01 FC PORTO	4.1 M	=	+0.00
02 SL BENFICA	3.7 M	=	+0.01
03 SPORTING CP	2.5 M	=	-0.02
04 SC BRAGA	319.4 K	=	+2.92
05 VITÓRIA SC	180.6 K	=	+0.56
06 PORTIMONENSE SC	152.6 K	=	+0.01
07 BOAVISTA FC	149.3 K	=	+0.21
08 CS MARÍTIMO	130.7 K	=	+0.05
09 RIO AVE FC	123.8 K	=	+0.46
10 FC PAÇOS DE FERREIRA	90.1 K	=	+0.69
11 GIL VICENTE FC	76.2 K	▲ +3	+67.15
12 CD TONDELA	62.3 K	▼ -1	+0.29
13 FC DE FAMALICÃO	58.2 K	▼ -1	+0.71
14 CD SANTA CLARA	47.6 K	▼ -1	+1.66
15 SC FARENSE	44.2 K	=	+1.28
16 CD NACIONAL	43.6 K	=	+0.17
17 MOREIRENSE FC	34.7 K	=	+0.84
18 BELENENSES SAD	6.1 K	=	+1.70

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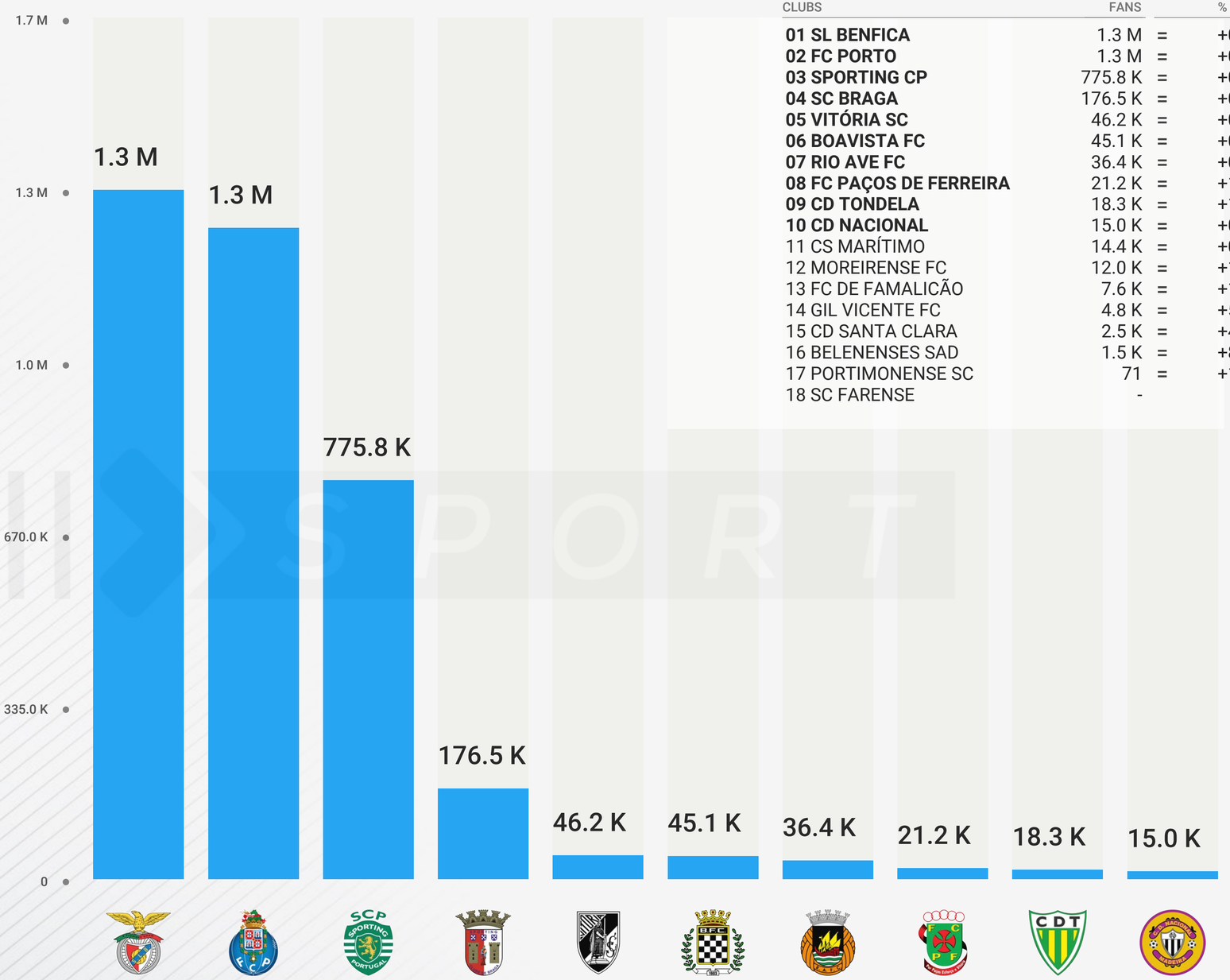
PORTUGAL Twitter

TOTAL FANBASE

3.8 M

LIGA NOS

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



CLUBS	FANS		% VAR*
01 SL BENFICA	1.3 M	=	+0.33
02 FC PORTO	1.3 M	=	+0.41
03 SPORTING CP	775.8 K	=	+0.34
04 SC BRAGA	176.5 K	=	+0.49
05 VITÓRIA SC	46.2 K	=	+0.71
06 BOAVISTA FC	45.1 K	=	+0.64
07 RIO AVE FC	36.4 K	=	+0.41
08 FC PAÇOS DE FERREIRA	21.2 K	=	+1.95
09 CD TONDELA	18.3 K	=	+1.08
10 CD NACIONAL	15.0 K	=	+0.50
11 CS MARÍTIMO	14.4 K	=	+0.83
12 MOREIRENSE FC	12.0 K	=	+1.31
13 FC DE FAMALICÃO	7.6 K	=	+1.28
14 GIL VICENTE FC	4.8 K	=	+5.41
15 CD SANTA CLARA	2.5 K	=	+4.38
16 BELENENSES SAD	1.5 K	=	+8.09
17 PORTIMONENSE SC	71	=	+1.43
18 SC FARENSE	-		-

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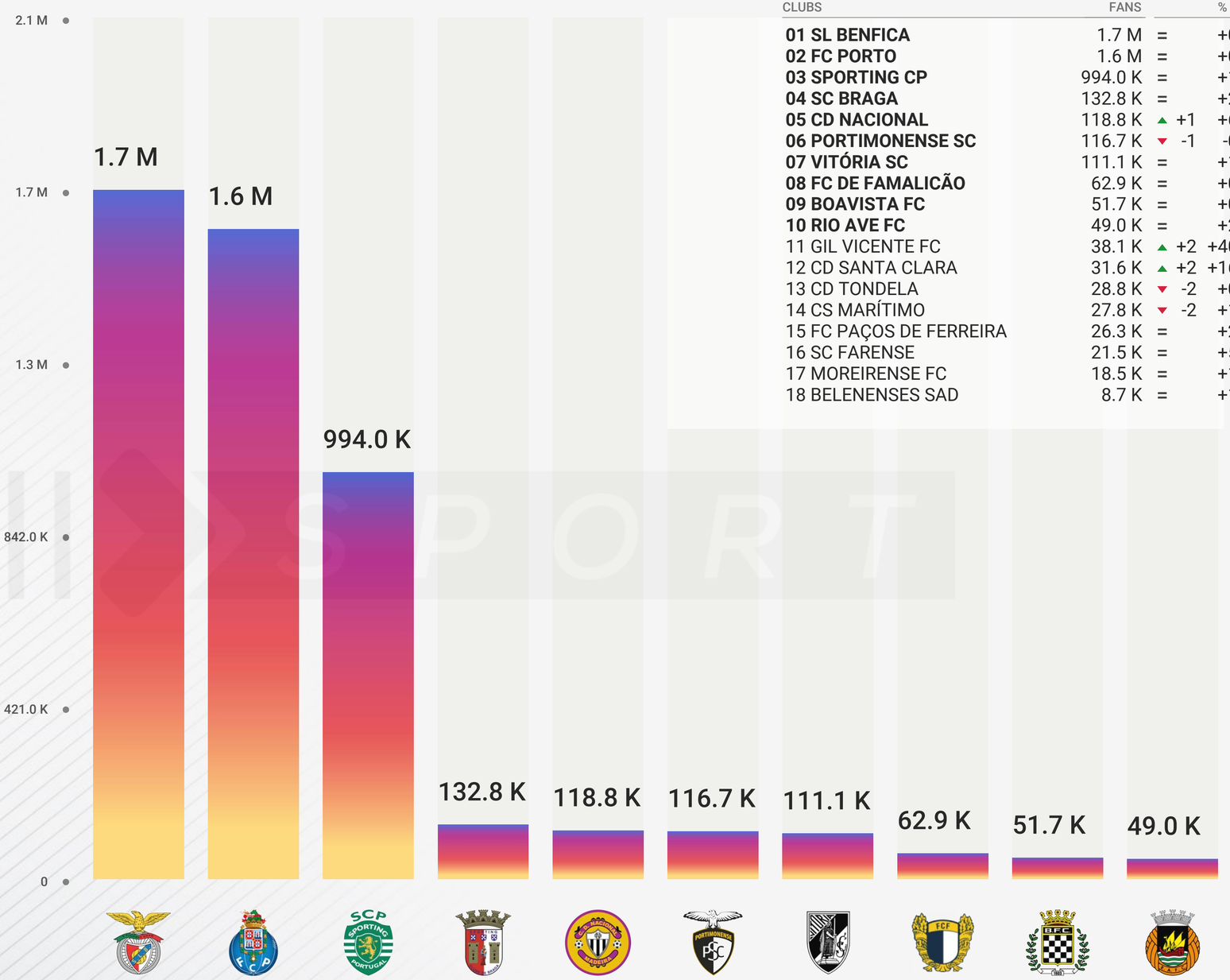
PORTUGAL Instagram

TOTAL FANBASE

5.1 M

LIGA NOS

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



CLUBS	FANS		% VAR*
01 SL BENFICA	1.7 M	=	+0.36
02 FC PORTO	1.6 M	=	+0.74
03 SPORTING CP	994.0 K	=	+1.09
04 SC BRAGA	132.8 K	=	+2.73
05 CD NACIONAL	118.8 K	▲ +1	+6.45
06 PORTIMONENSE SC	116.7 K	▼ -1	-0.07
07 VITÓRIA SC	111.1 K	=	+1.16
08 FC DE FAMALICÃO	62.9 K	=	+0.89
09 BOAVISTA FC	51.7 K	=	+0.85
10 RIO AVE FC	49.0 K	=	+2.01
11 GIL VICENTE FC	38.1 K	▲ +2	+40.15
12 CD SANTA CLARA	31.6 K	▲ +2	+16.93
13 CD TONDELA	28.8 K	▼ -2	+0.55
14 CS MARÍTIMO	27.8 K	▼ -2	+1.24
15 FC PAÇOS DE FERREIRA	26.3 K	=	+2.56
16 SC FARENSE	21.5 K	=	+5.29
17 MOREIRENSE FC	18.5 K	=	+1.23
18 BELENENSES SAD	8.7 K	=	+1.88

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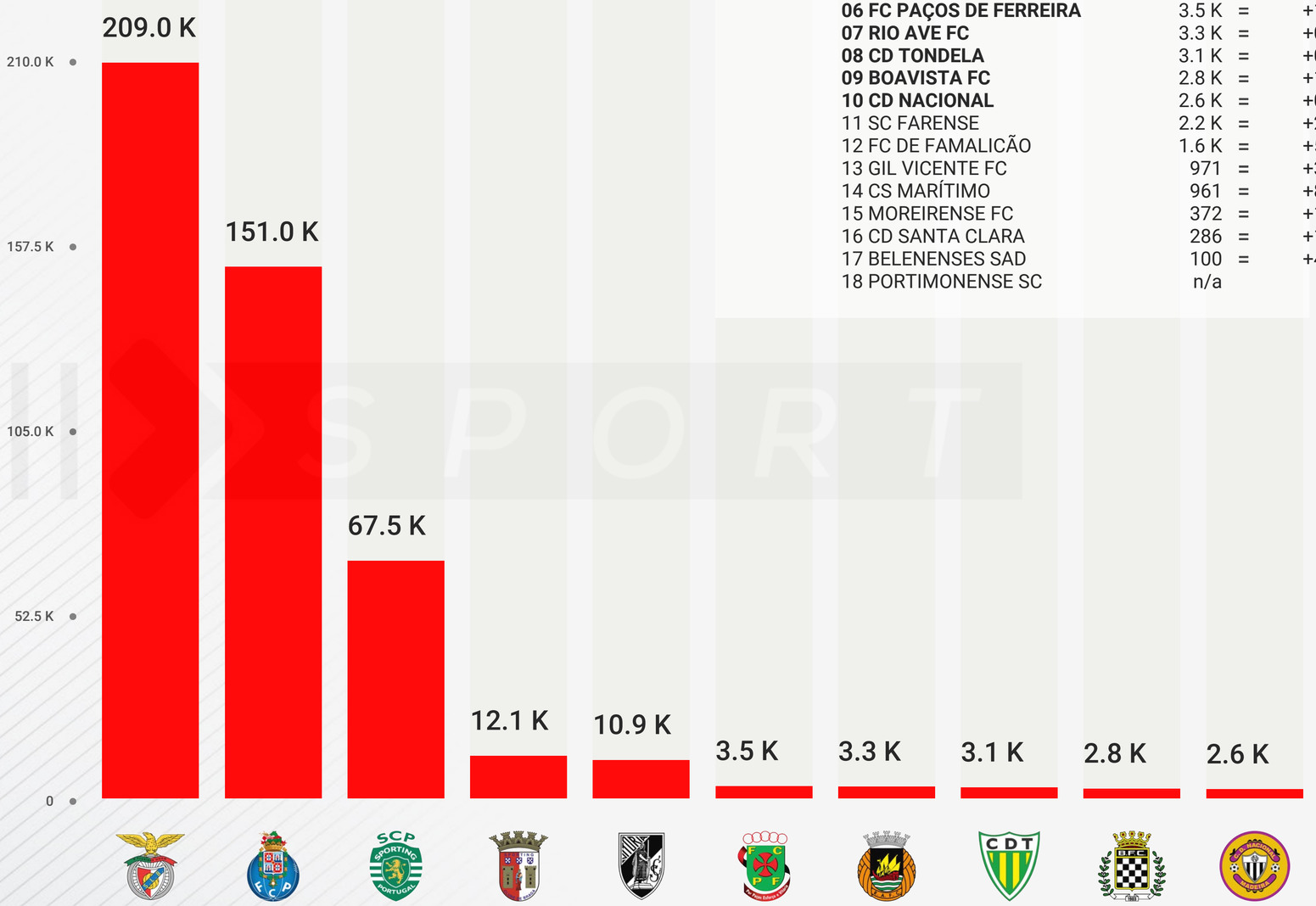
PORTUGAL YouTube

TOTAL FANBASE

472 K

LIGA NOS

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



CLUBS	FANS		% VAR*
01 SL BENFICA	209.0 K	=	+0.48
02 FC PORTO	151.0 K	=	+0.67
03 SPORTING CP	67.5 K	=	+6.13
04 SC BRAGA	12.1 K	=	+1.68
05 VITÓRIA SC	10.9 K	=	+0.93
06 FC PAÇOS DE FERREIRA	3.5 K	=	+1.16
07 RIO AVE FC	3.3 K	=	+0.91
08 CD TONDELA	3.1 K	=	+0.98
09 BOAVISTA FC	2.8 K	=	+1.47
10 CD NACIONAL	2.6 K	=	+0.79
11 SC FARENSE	2.2 K	=	+2.84
12 FC DE FAMALICÃO	1.6 K	=	+5.37
13 GIL VICENTE FC	971	=	+3.63
14 CS MARÍTIMO	961	=	+8.71
15 MOREIRENSE FC	372	=	+1.09
16 CD SANTA CLARA	286	=	+1.06
17 BELENENSES SAD	100	=	+4.17
18 PORTIMONENSE SC	n/a		n/a

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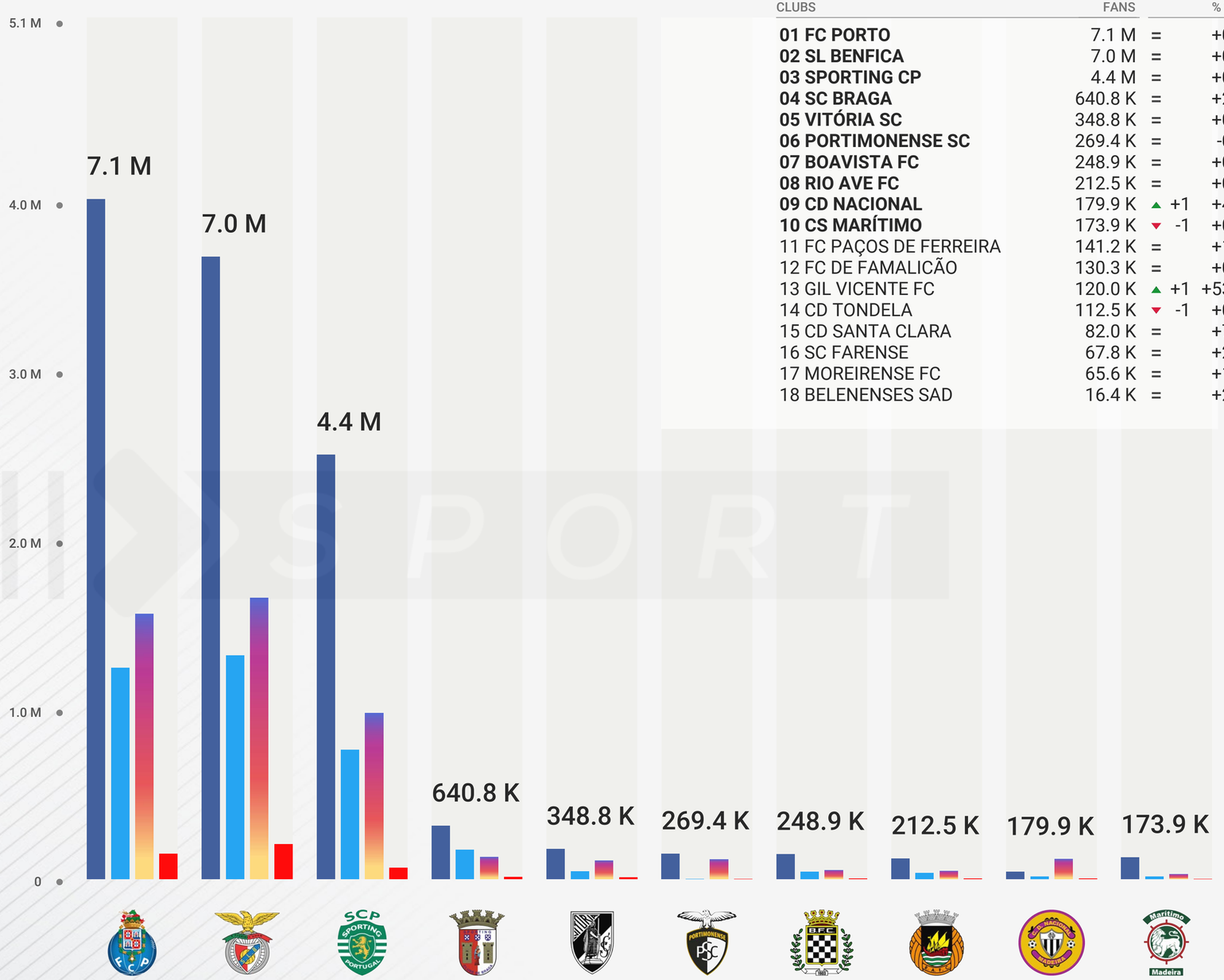
PORTUGAL Social

TOTAL FANBASE

21.2 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	7.1 M	=	+0.25
02 SL BENFICA	7.0 M	=	+0.17
03 SPORTING CP	4.4 M	=	+0.38
04 SC BRAGA	640.8 K	=	+2.18
05 VITÓRIA SC	348.8 K	=	+0.78
06 PORTIMONENSE SC	269.4 K	=	-0.02
07 BOAVISTA FC	248.9 K	=	+0.44
08 RIO AVE FC	212.5 K	=	+0.81
09 CD NACIONAL	179.9 K	▲ +1	+4.26
10 CS MARÍTIMO	173.9 K	▼ -1	+0.35
11 FC PAÇOS DE FERREIRA	141.2 K	=	+1.24
12 FC DE FAMALICÃO	130.3 K	=	+0.88
13 GIL VICENTE FC	120.0 K	▲ +1	+53.43
14 CD TONDELA	112.5 K	▼ -1	+0.50
15 CD SANTA CLARA	82.0 K	=	+7.14
16 SC FARENSE	67.8 K	=	+2.57
17 MOREIRENSE FC	65.6 K	=	+1.04
18 BELENENSES SAD	16.4 K	=	+2.35

*[from November 13, 2020 to December 14, 2020]

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

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LAST UPDATE DEC 2020

IQUII SPORT

PORTUGAL Brands

TOTAL FANBASE

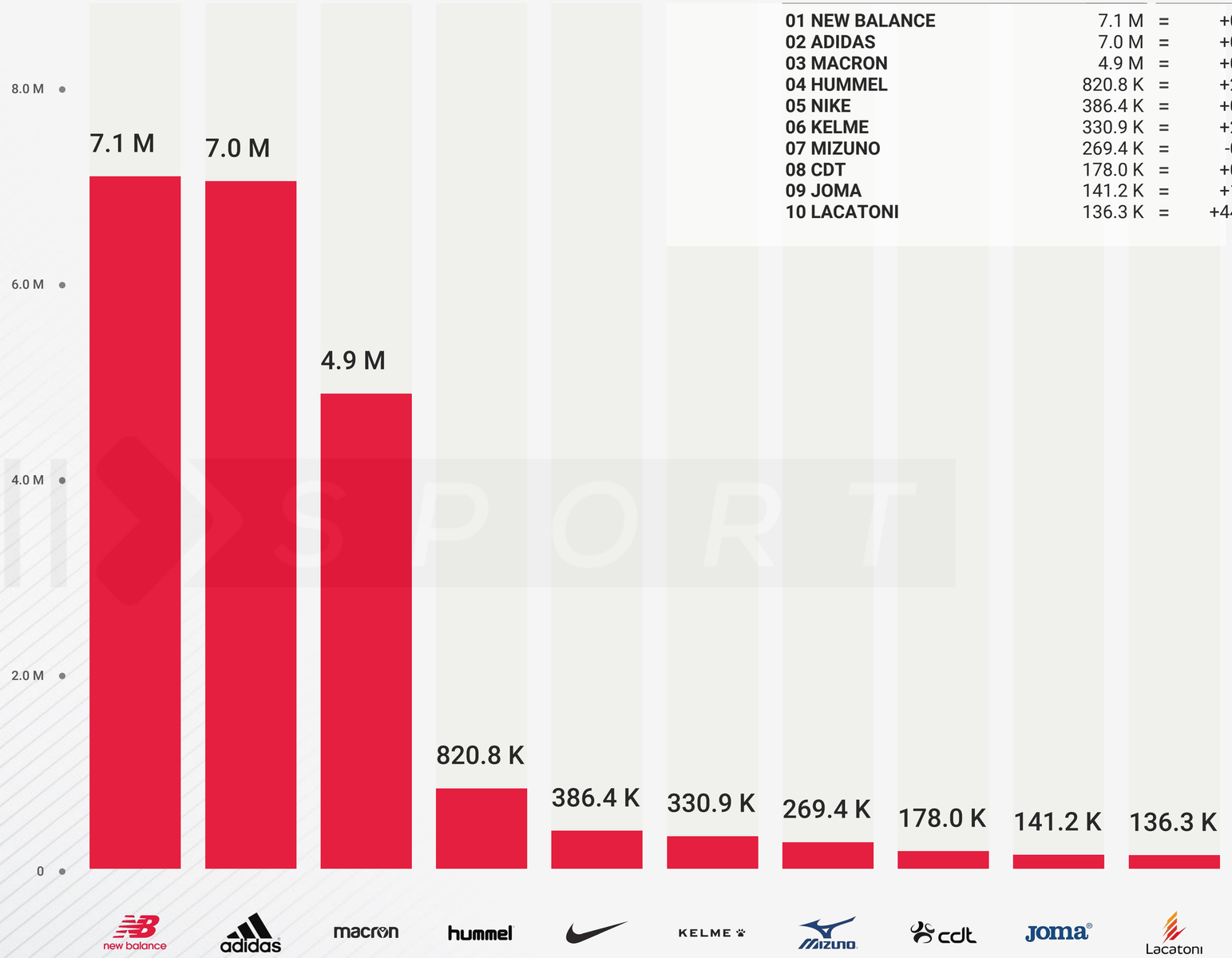
21.2 M

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.

*[from November 13, 2020 to December 14, 2020]

CLUBS	FANS		% VAR*
01 NEW BALANCE	7.1 M	=	+0.25
02 ADIDAS	7.0 M	=	+0.19
03 MACRON	4.9 M	=	+0.43
04 HUMMEL	820.8 K	=	+2.63
05 NIKE	386.4 K	=	+0.60
06 KELME	330.9 K	=	+2.02
07 MIZUNO	269.4 K	=	-0.02
08 CDT	178.0 K	=	+0.70
09 JOMA	141.2 K	=	+1.24
10 LACATONI	136.3 K	=	+44.76



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IQUII SPORT

PORTUGAL Brands

CLUBS
18

SPORT BRANDS
10

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



*[from November 13, 2020 to December 14, 2020]

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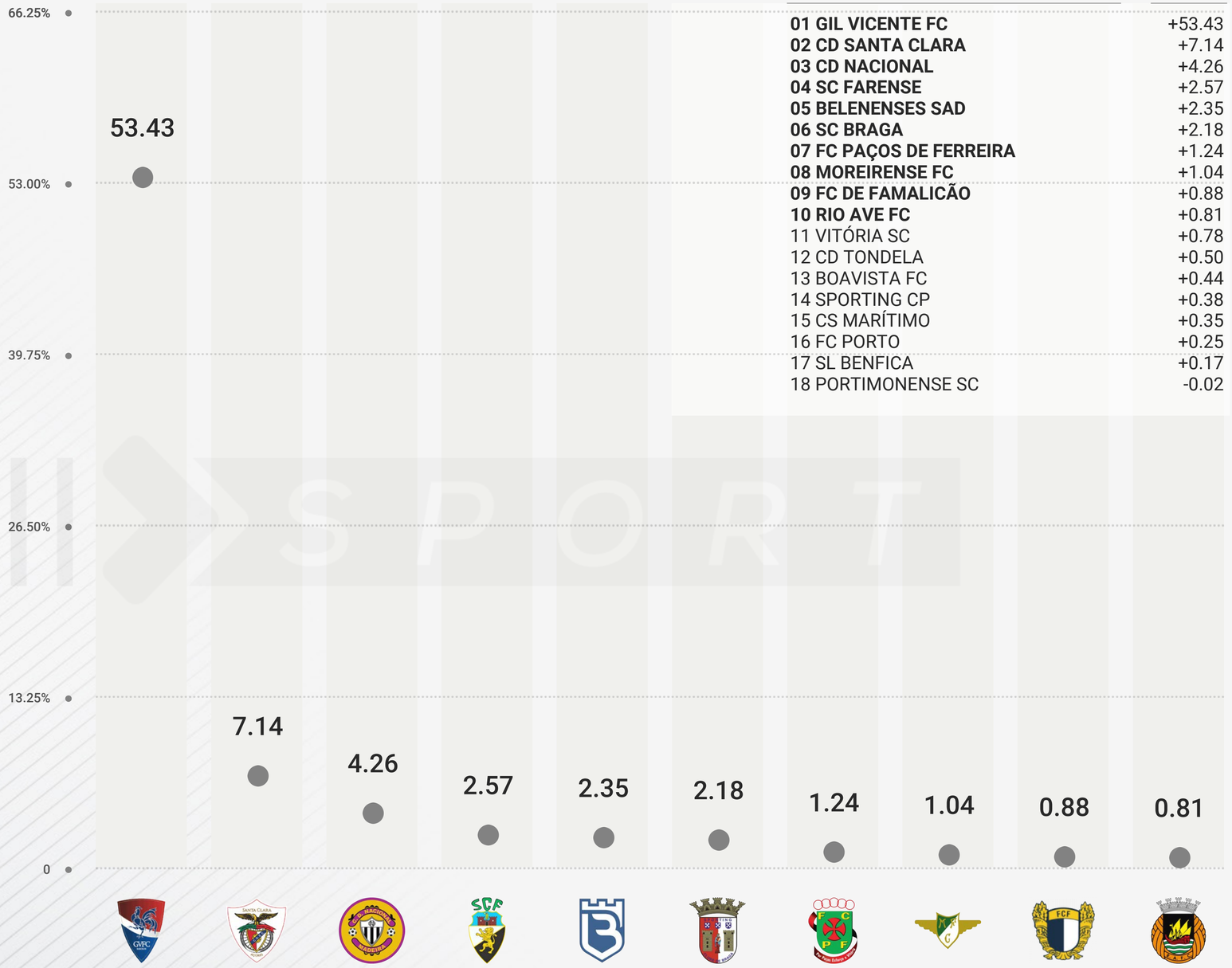
LAST UPDATE DEC 2020

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 GIL VICENTE FC	**+53.43**
02 CD SANTA CLARA	**+7.14**
03 CD NACIONAL	**+4.26**
04 SC FARENSE	**+2.57**
05 BELENENSES SAD	**+2.35**
06 SC BRAGA	**+2.18**
07 FC PAÇOS DE FERREIRA	**+1.24**
08 MOREIRENSE FC	**+1.04**
09 FC DE FAMALICÃO	**+0.88**
10 RIO AVE FC	**+0.81**
11 VITÓRIA SC	+0.78
12 CD TONDELA	+0.50
13 BOAVISTA FC	+0.44
14 SPORTING CP	+0.38
15 CS MARÍTIMO	+0.35
16 FC PORTO	+0.25
17 SL BENFICA	+0.17
18 PORTIMONENSE SC	-0.02

***[from November 13, 2020 to December 14, 2020]**

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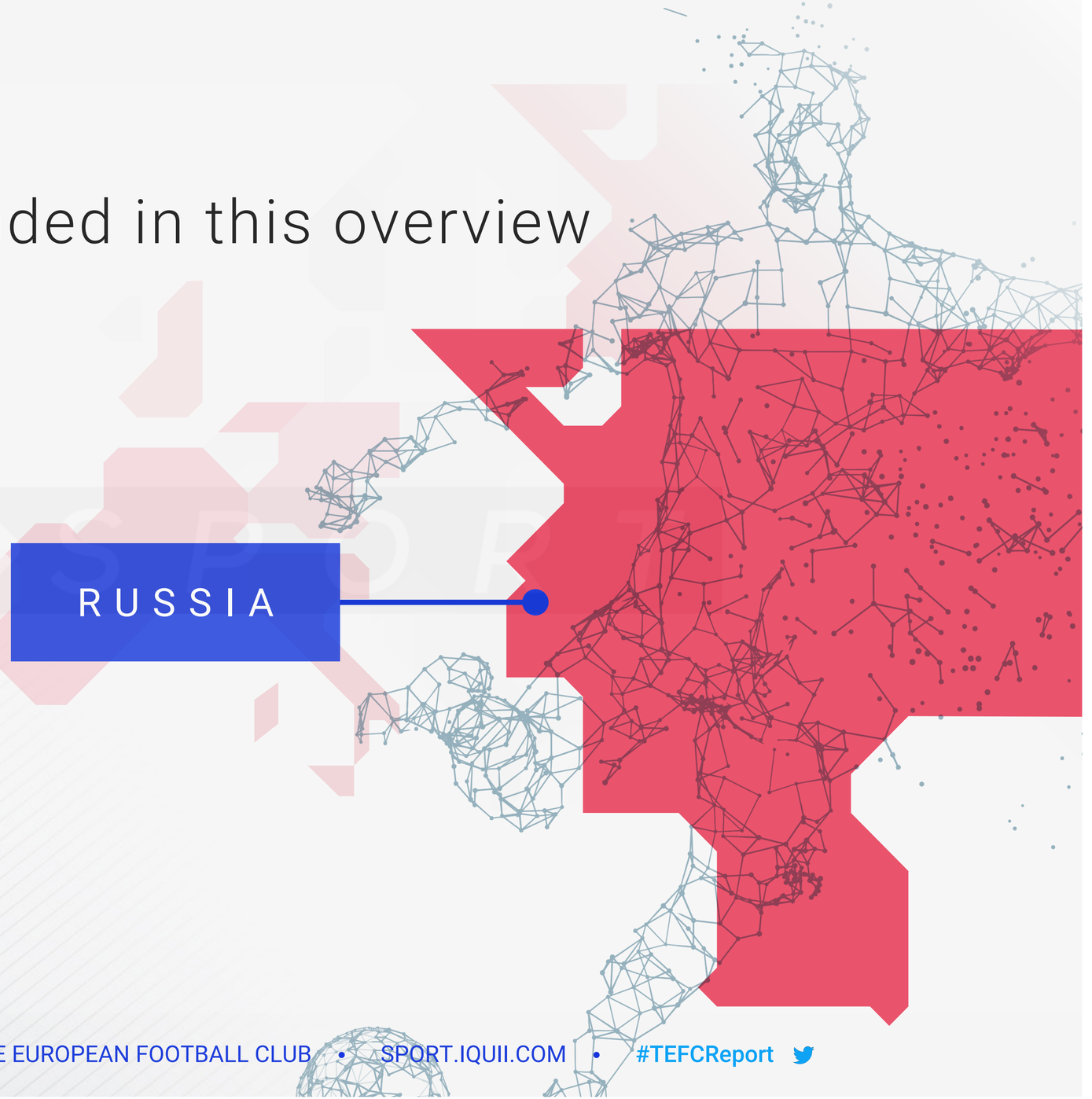
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Football Competitions included in this overview

FIRST DIVISION

16 CLUBS

RUSSIAN PREMIER LIGA



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IQUII SPORT

RUSSIA Snapshot / First Division



16

CLUBS

Total Russian Premier Liga football clubs analysed.

6

BRANDS

Total Russian Premier Liga Sport Brands on jerseys analysed.

10.0 M

+ 0.37%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Russian Premier Liga football clubs analysed.

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

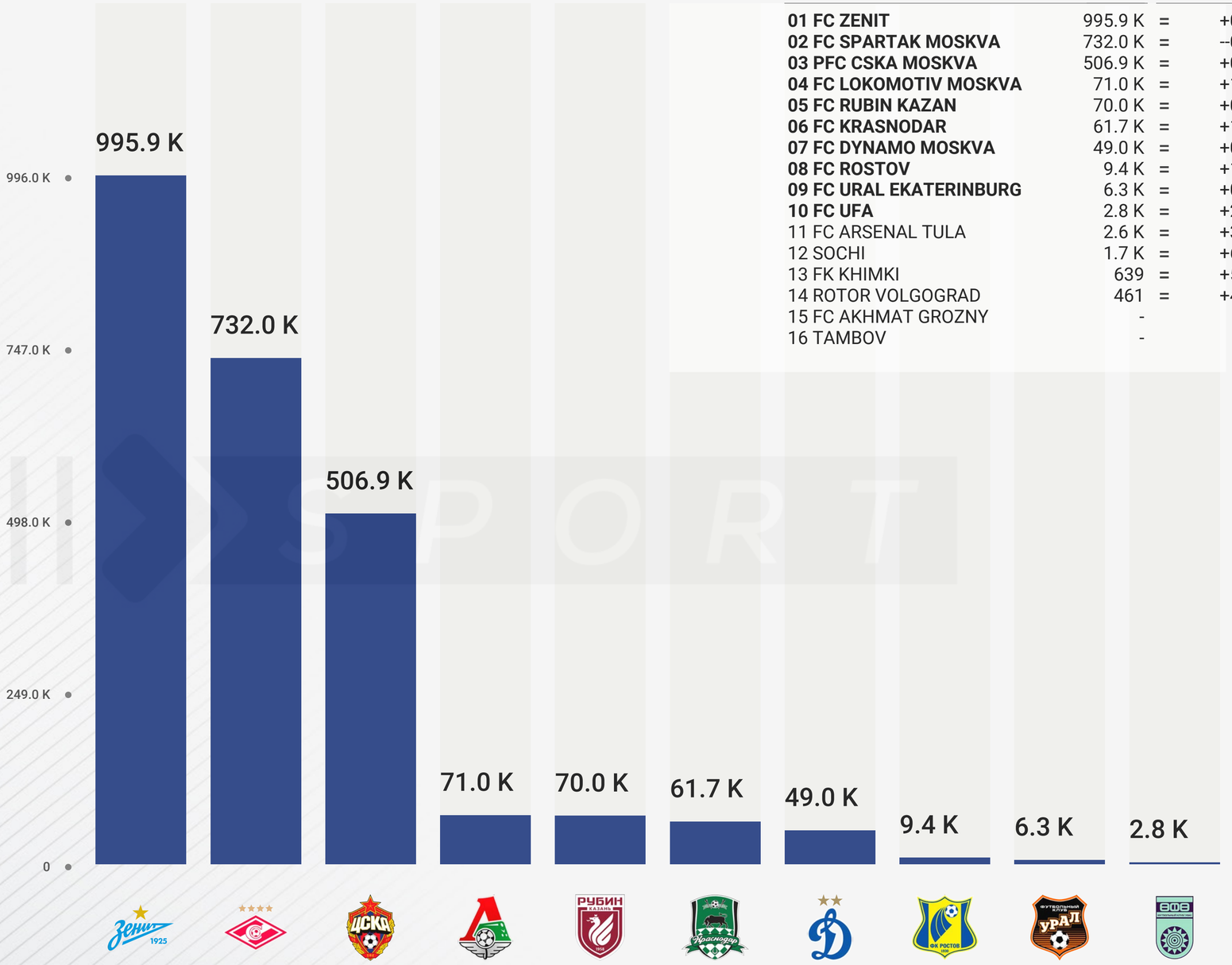
RUSSIA Facebook

TOTAL FANBASE

2.5 M

RUSSIAN PREMIER LIGA

Ranking of the most followed Russian Premier Liga football clubs on Facebook.



CLUBS	FANS		% VAR*
01 FC ZENIT	995.9 K	=	+0.08
02 FC SPARTAK MOSKVA	732.0 K	=	--0.00
03 PFC CSKA MOSKVA	506.9 K	=	+0.01
04 FC LOKOMOTIV MOSKVA	71.0 K	=	+1.67
05 FC RUBIN KAZAN	70.0 K	=	+0.45
06 FC KRASNODAR	61.7 K	=	+1.40
07 FC DYNAMO MOSKVA	49.0 K	=	+0.86
08 FC ROSTOV	9.4 K	=	+1.37
09 FC URAL EKATERINBURG	6.3 K	=	+0.37
10 FC UFA	2.8 K	=	+2.06
11 FC ARSENAL TULA	2.6 K	=	+3.15
12 SOCHI	1.7 K	=	+6.96
13 FK KHIMKI	639	=	+5.97
14 ROTOR VOLGOGRAD	461	=	+4.06
15 FC AKHMAT GROZNY	-		-
16 TAMBOV	-		-

*[from November 13, 2020 to December 14, 2020]

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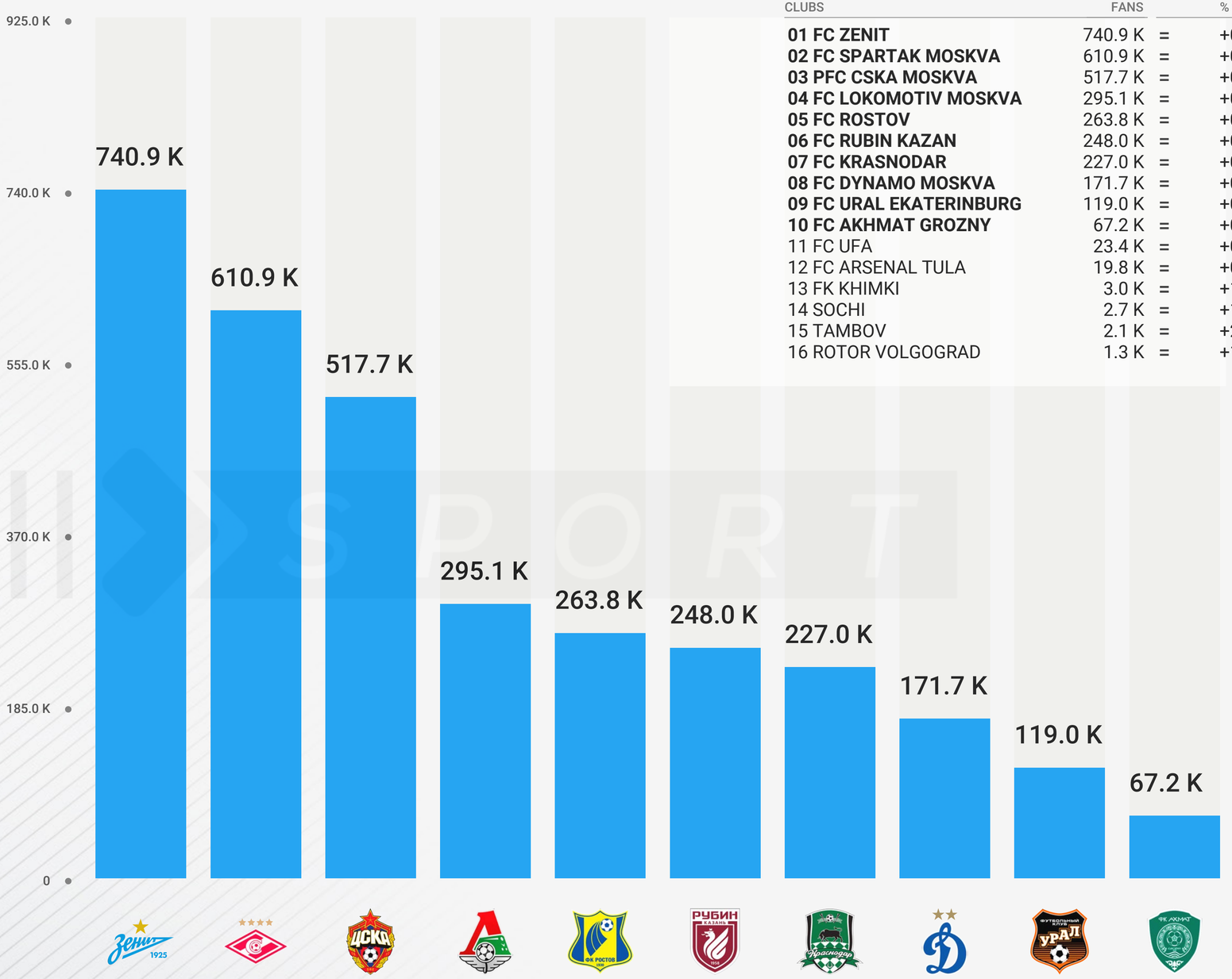
RUSSIA Twitter

TOTAL FANBASE

3.3 M

RUSSIAN PREMIER LIGA

Ranking of the most followed Russian Premier Liga football clubs on Twitter.



CLUBS	FANS		% VAR*
01 FC ZENIT	740.9 K	=	+0.02
02 FC SPARTAK MOSKVA	610.9 K	=	+0.12
03 PFC CSKA MOSKVA	517.7 K	=	+0.09
04 FC LOKOMOTIV MOSKVA	295.1 K	=	+0.18
05 FC ROSTOV	263.8 K	=	+0.03
06 FC RUBIN KAZAN	248.0 K	=	+0.04
07 FC KRASNODAR	227.0 K	=	+0.21
08 FC DYNAMO MOSKVA	171.7 K	=	+0.10
09 FC URAL EKATERINBURG	119.0 K	=	+0.02
10 FC AKHMAT GROZNY	67.2 K	=	+0.08
11 FC UFA	23.4 K	=	+0.36
12 FC ARSENAL TULA	19.8 K	=	+0.36
13 FK KHIMKI	3.0 K	=	+1.00
14 SOCHI	2.7 K	=	+1.83
15 TAMBOV	2.1 K	=	+2.87
16 ROTOR VOLGOGRAD	1.3 K	=	+1.67

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

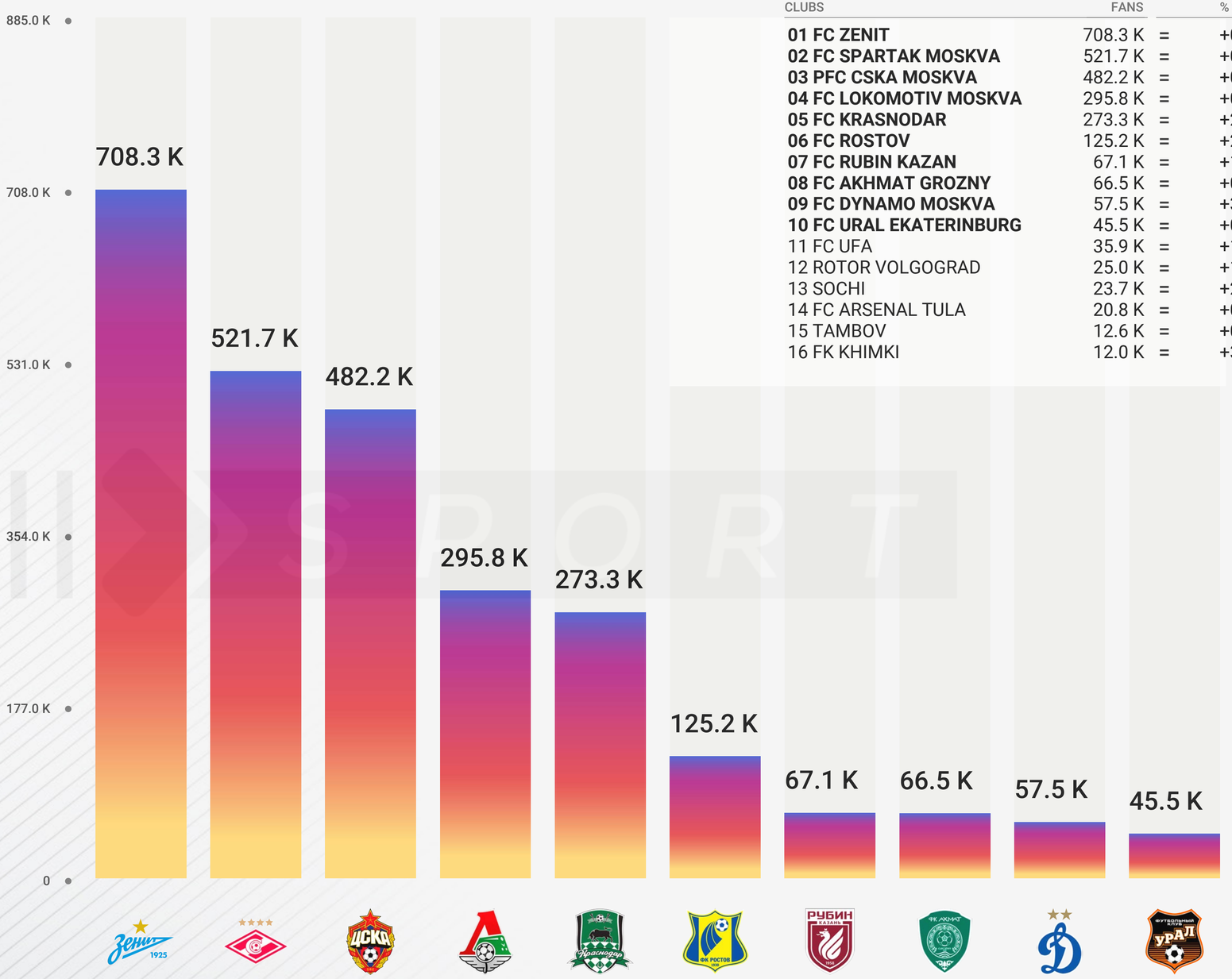
RUSSIA Instagram

TOTAL FANBASE

2.8 M

RUSSIAN PREMIER LIGA

Ranking of the most followed Russian Premier Liga football clubs on Instagram.



CLUBS	FANS		% VAR*
01 FC ZENIT	708.3 K	=	+0.40
02 FC SPARTAK MOSKVA	521.7 K	=	+0.77
03 PFC CSKA MOSKVA	482.2 K	=	+0.52
04 FC LOKOMOTIV MOSKVA	295.8 K	=	+0.95
05 FC KRASNODAR	273.3 K	=	+2.00
06 FC ROSTOV	125.2 K	=	+2.16
07 FC RUBIN KAZAN	67.1 K	=	+1.30
08 FC AKHMAT GROZNY	66.5 K	=	+0.67
09 FC DYNAMO MOSKVA	57.5 K	=	+3.46
10 FC URAL EKATERINBURG	45.5 K	=	+0.57
11 FC UFA	35.9 K	=	+1.07
12 ROTOR VOLGOGRAD	25.0 K	=	+1.53
13 SOCHI	23.7 K	=	+2.39
14 FC ARSENAL TULA	20.8 K	=	+0.57
15 TAMBOV	12.6 K	=	+0.56
16 FK KHIMKI	12.0 K	=	+3.19

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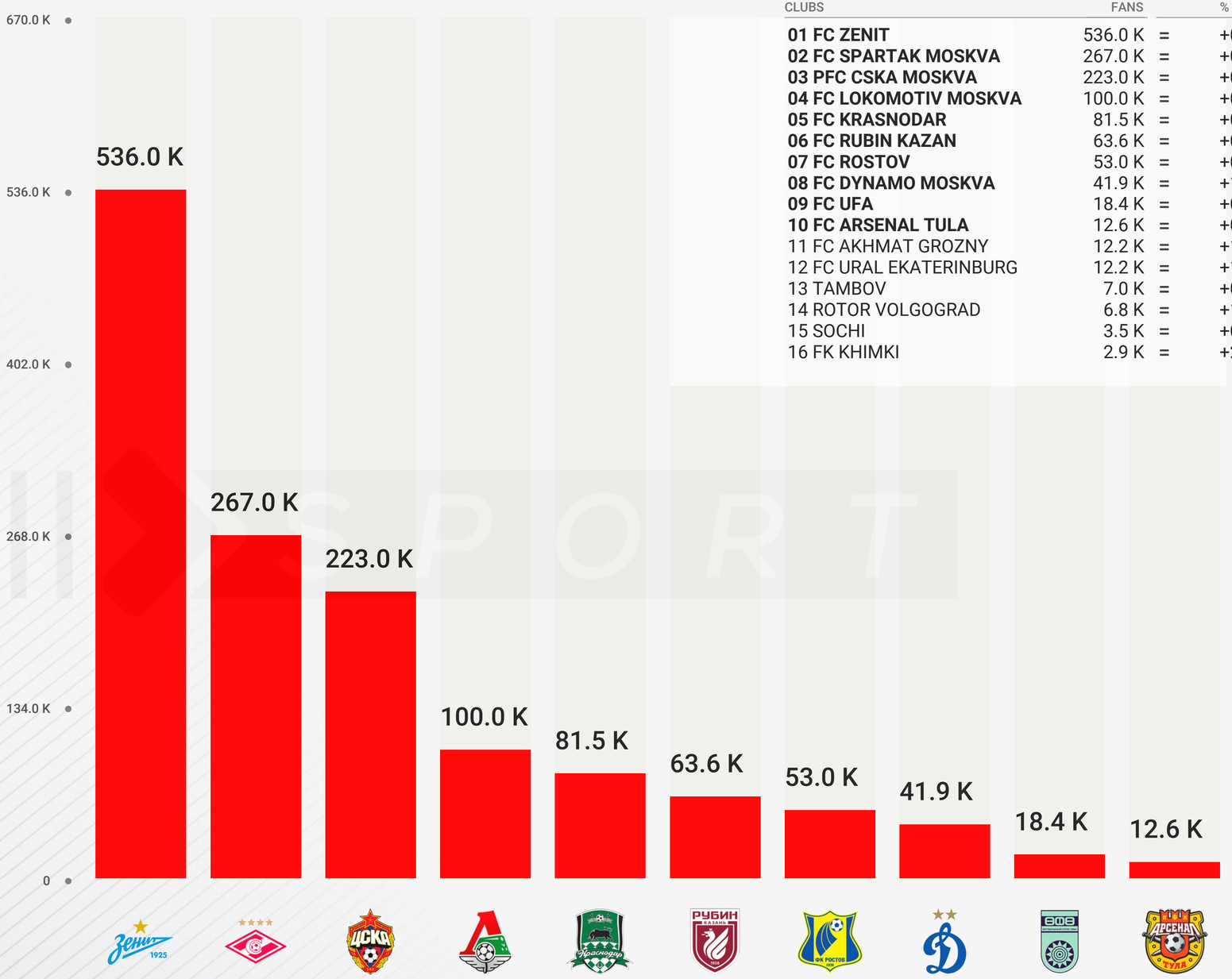
RUSSIA YouTube

TOTAL FANBASE

1.4 M

RUSSIAN PREMIER LIGA

Ranking of the most followed Russian Premier Liga football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC ZENIT	536.0 K	=	+0.00
02 FC SPARTAK MOSKVA	267.0 K	=	+0.75
03 PFC CSKA MOSKVA	223.0 K	=	+0.00
04 FC LOKOMOTIV MOSKVA	100.0 K	=	+0.00
05 FC KRASNODAR	81.5 K	=	+0.49
06 FC RUBIN KAZAN	63.6 K	=	+0.79
07 FC ROSTOV	53.0 K	=	+0.38
08 FC DYNAMO MOSKVA	41.9 K	=	+1.45
09 FC UFA	18.4 K	=	+0.55
10 FC ARSENAL TULA	12.6 K	=	+0.80
11 FC AKHMAT GROZNY	12.2 K	=	+1.67
12 FC URAL EKATERINBURG	12.2 K	=	+1.67
13 TAMBOV	7.0 K	=	+0.87
14 ROTOR VOLGOGRAD	6.8 K	=	+1.65
15 SOCHI	3.5 K	=	+0.85
16 FK KHIMKI	2.9 K	=	+2.85

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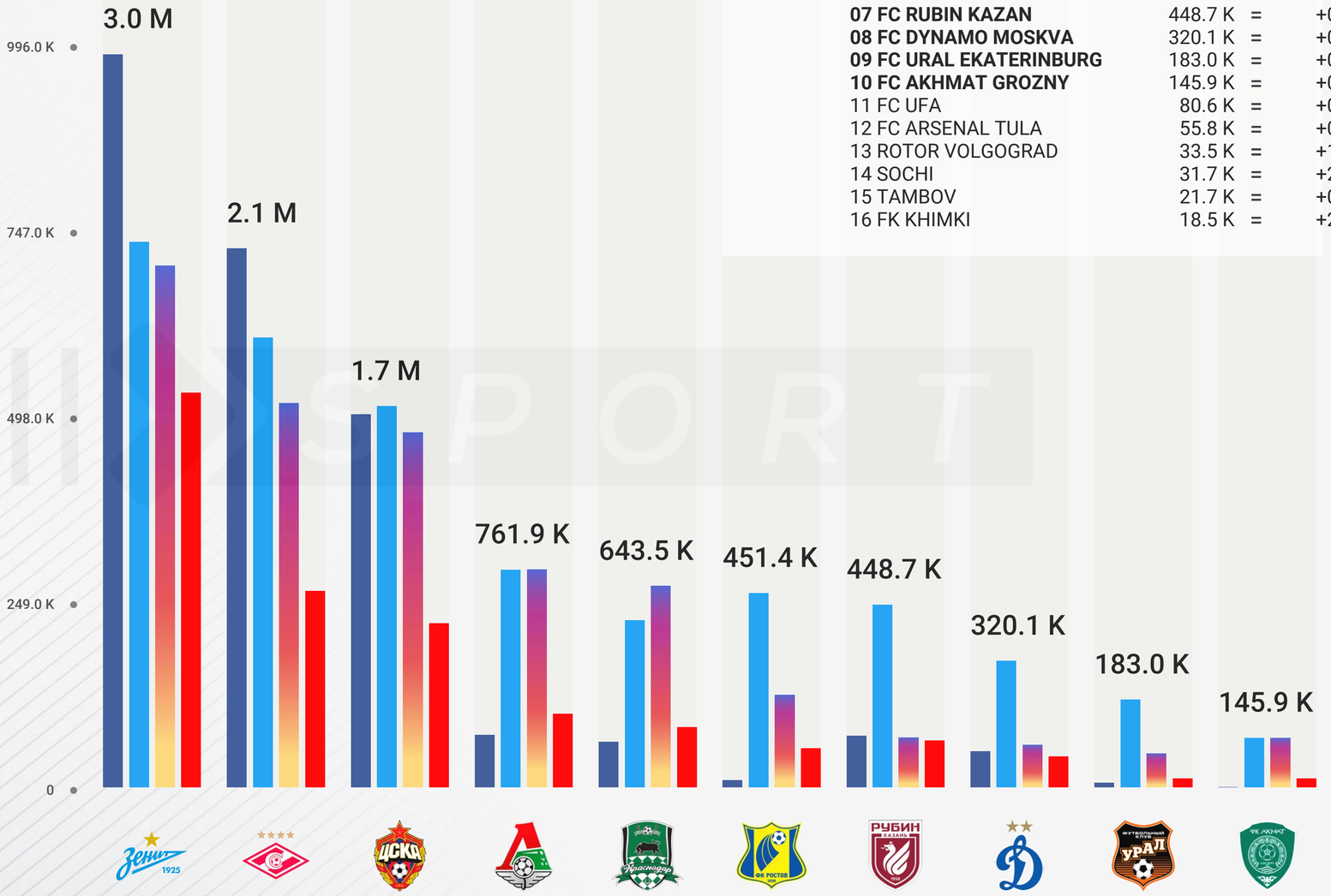
RUSSIA Social

TOTAL FANBASE

10.0 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS		% VAR*
01 FC ZENIT	3.0 M	=	+0.13
02 FC SPARTAK MOSKVA	2.1 M	=	+0.31
03 PFC CSKA MOSKVA	1.7 M	=	+0.17
04 FC LOKOMOTIV MOSKVA	761.9 K	=	+0.59
05 FC KRASNODAR	643.5 K	=	+1.11
06 FC ROSTOV	451.4 K	=	+0.68
07 FC RUBIN KAZAN	448.7 K	=	+0.40
08 FC DYNAMO MOSKVA	320.1 K	=	+0.98
09 FC URAL EKATERINBURG	183.0 K	=	+0.28
10 FC AKHMAT GROZNY	145.9 K	=	+0.48
11 FC UFA	80.6 K	=	+0.78
12 FC ARSENAL TULA	55.8 K	=	+0.67
13 ROTOR VOLGOGRAD	33.5 K	=	+1.59
14 SOCHI	31.7 K	=	+2.40
15 TAMBOV	21.7 K	=	+0.88
16 FK KHIMKI	18.5 K	=	+2.87

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IQUII SPORT

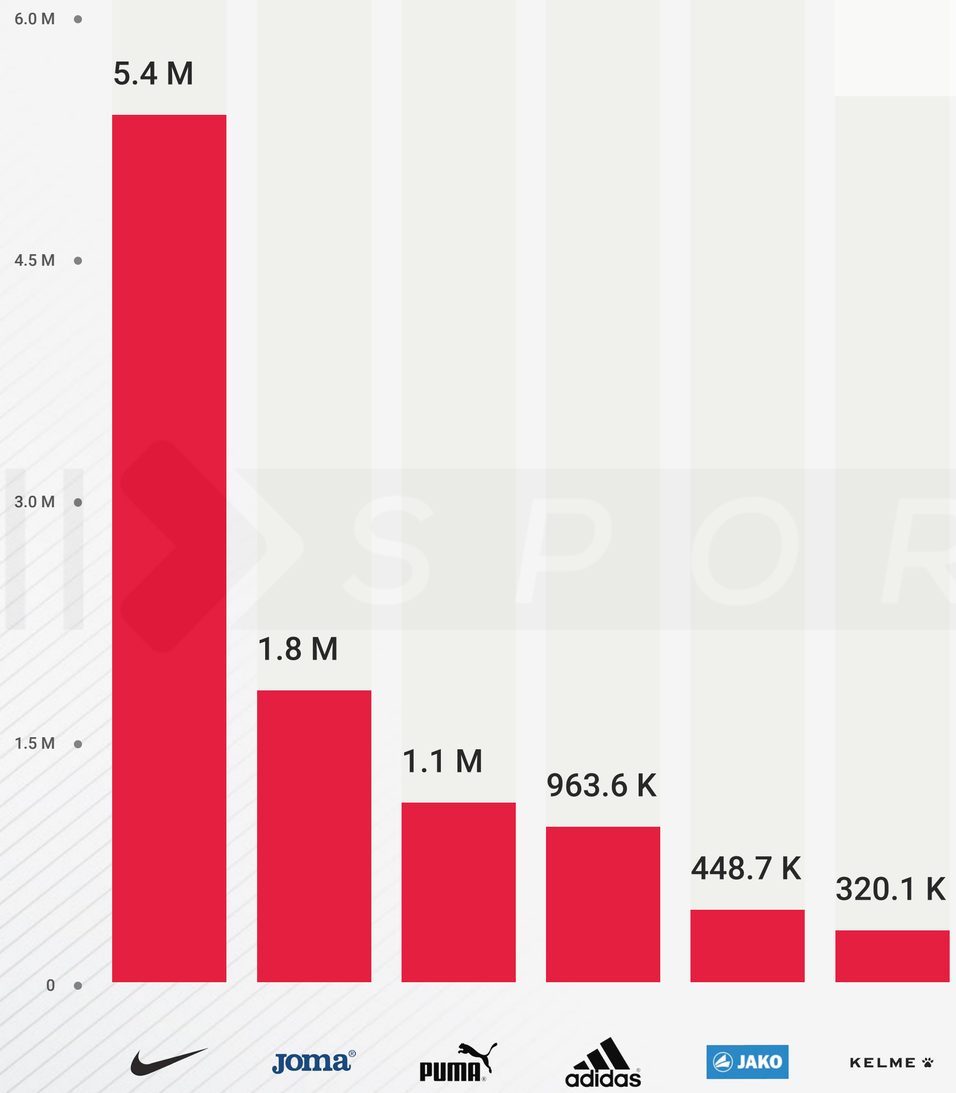
RUSSIA Brands

TOTAL FANBASE

10.0 M

RUSSIAN PREMIER LIGA

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 16 sponsored Russian Premier Liga football clubs.



CLUBS	FANS		% VAR*
01 NIKE	5.4 M	=	+0.23
02 JOMA	1.8 M	=	+0.20
03 PUMA	1.1 M	=	+0.97
04 ADIDAS	963.6 K	=	+0.58
05 JAKO	448.7 K	=	+0.40
06 KELME	320.1 K	=	+0.98

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IQUII SPORT

RUSSIA Brands

CLUBS
16

SPORT BRANDS
6

Sport Brands on jersey coverage in relation to the 16 sponsored Russian Premier Liga football clubs.



*[from November 13, 2020 to December 14, 2020]

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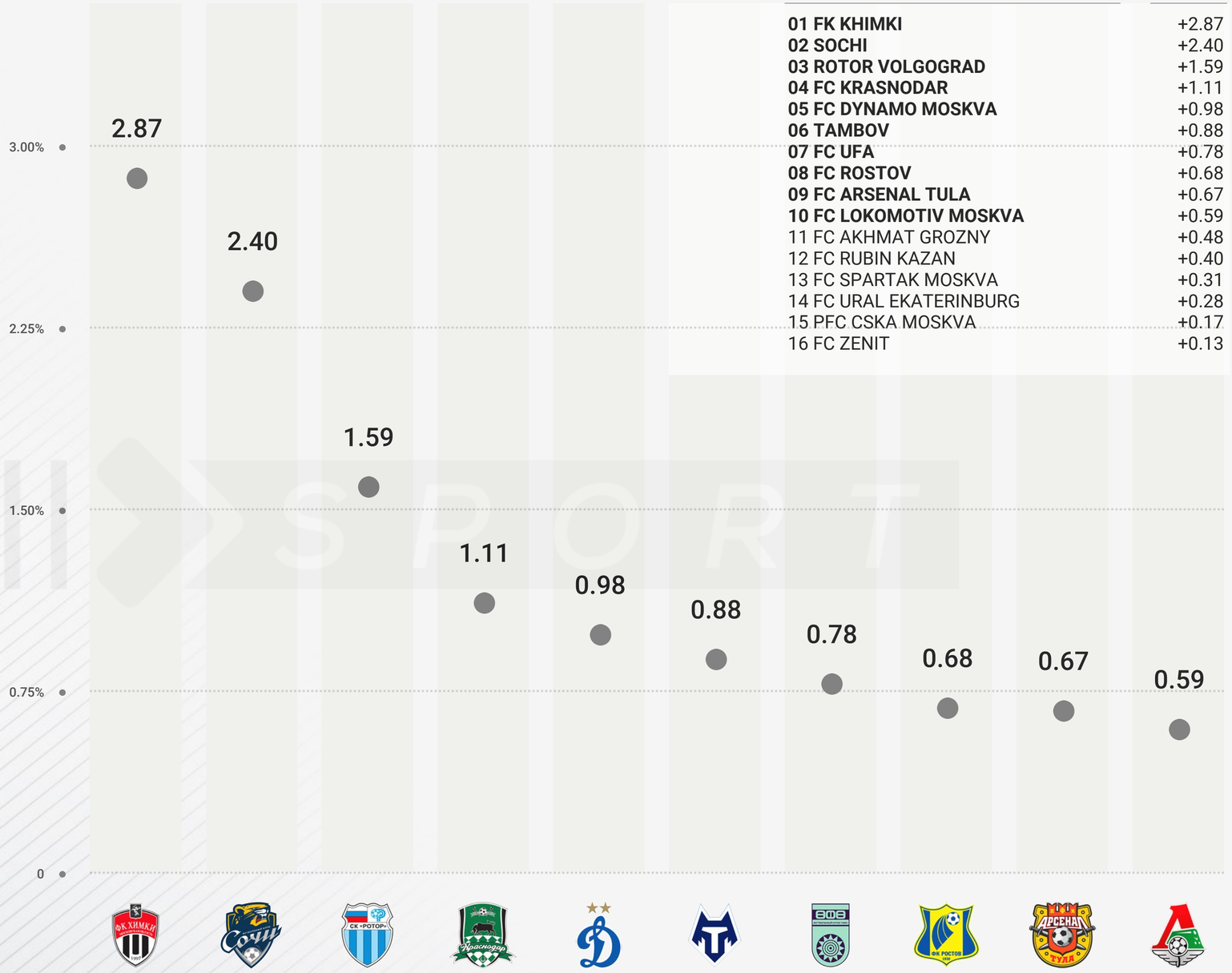
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IQUII SPORT

RUSSIA Grown Up

RUSSIAN PREMIER LIGA

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



CLUBS	% VAR*
01 FK KHIMKI	**+2.87**
02 SOCHI	**+2.40**
03 ROTOR VOLGOGRAD	**+1.59**
04 FC KRASNODAR	**+1.11**
05 FC DYNAMO MOSKVA	**+0.98**
06 TAMBOV	**+0.88**
07 FC UFA	**+0.78**
08 FC ROSTOV	**+0.68**
09 FC ARSENAL TULA	**+0.67**
10 FC LOKOMOTIV MOSKVA	**+0.59**
11 FC AKHMAT GROZNY	+0.48
12 FC RUBIN KAZAN	+0.40
13 FC SPARTAK MOSKVA	+0.31
14 FC URAL EKATERINBURG	+0.28
15 PFC CSKA MOSKVA	+0.17
16 FC ZENIT	+0.13

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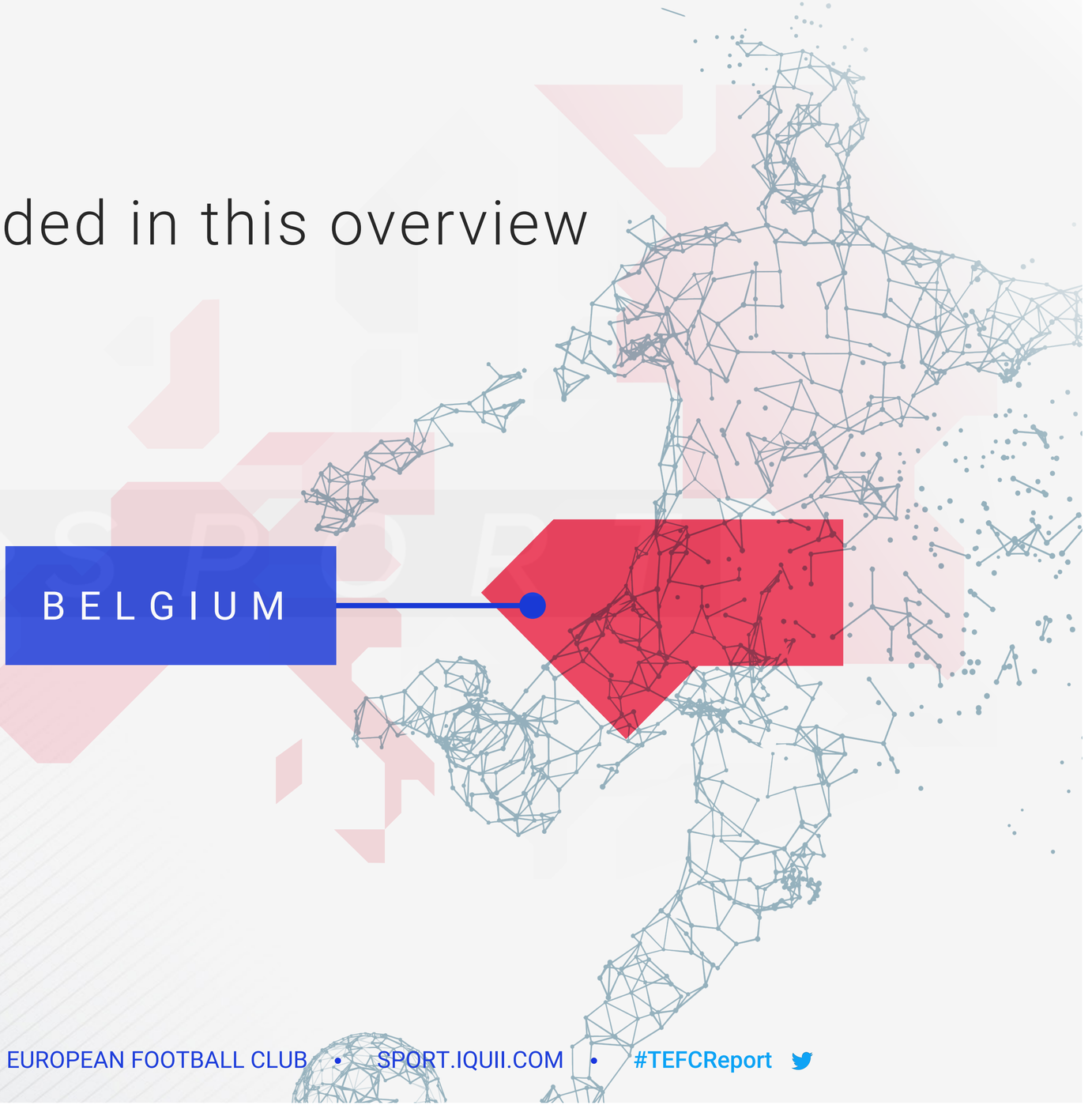
Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

Jupiler PRO LEAGUE

Jupiler PRO LEAGUE



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BELGIUM Snapshot / First Division



18

CLUBS

Total Pro League football clubs analysed.

14

BRANDS

Total Pro League Sport Brands on jerseys analysed.

5.0 M

+ 0.90%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Pro League football clubs analysed.

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

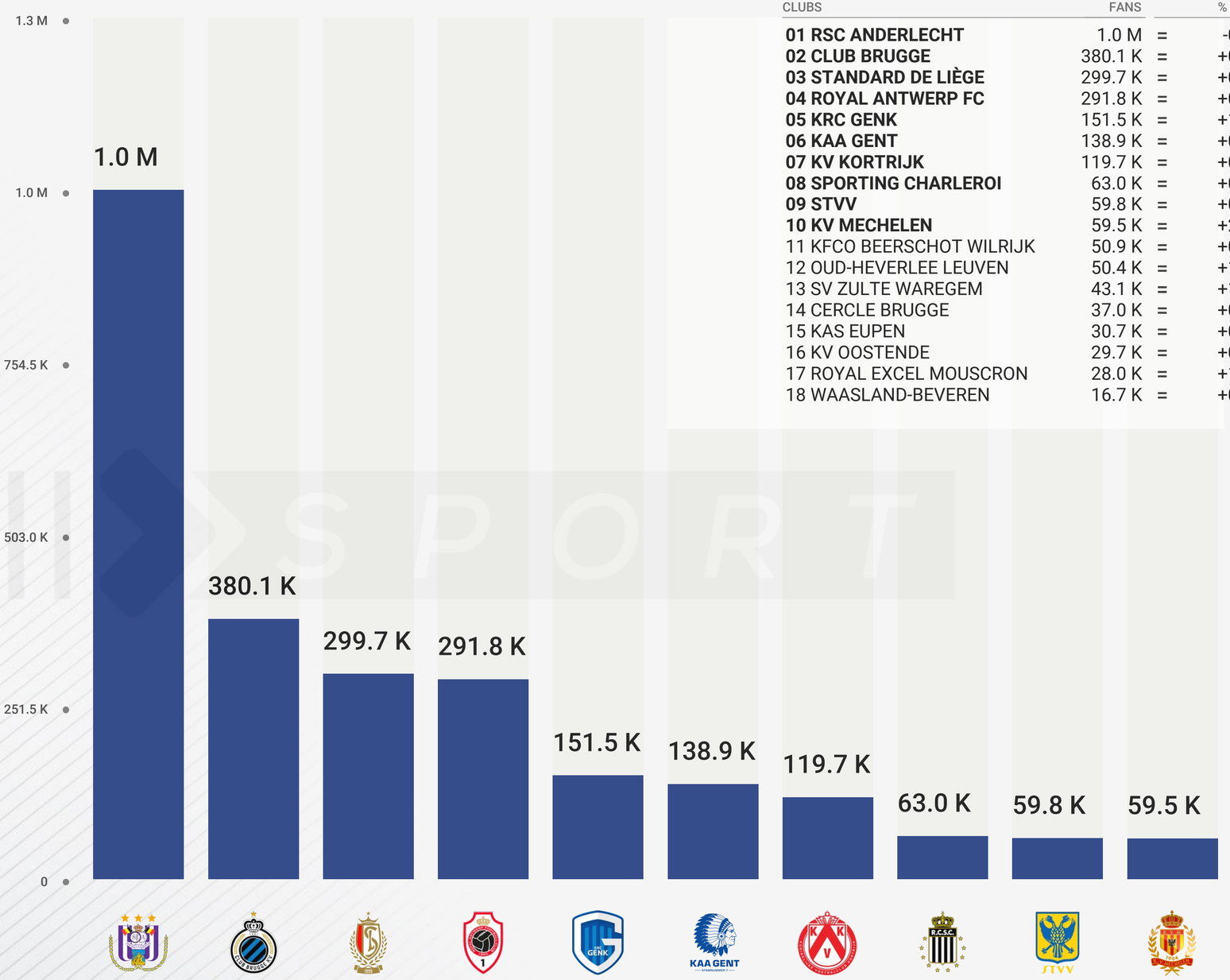
BELGIUM Facebook

TOTAL FANBASE

2.9 M

Jupiler PRO LEAGUE

Ranking of the most followed Pro League football clubs on Facebook.



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	1.0 M	=	-0.11
02 CLUB BRUGGE	380.1 K	=	+0.33
03 STANDARD DE LIÈGE	299.7 K	=	+0.51
04 ROYAL ANTWERP FC	291.8 K	=	+0.13
05 KRC GENK	151.5 K	=	+1.50
06 KAA GENT	138.9 K	=	+0.19
07 KV KORTRIJK	119.7 K	=	+0.21
08 SPORTING CHARLEROI	63.0 K	=	+0.63
09 STVV	59.8 K	=	+0.54
10 KV MECHELEN	59.5 K	=	+2.99
11 KFCO BEERSCHOT WILRIJK	50.9 K	=	+0.91
12 OUD-HEVERLEE LEUVEN	50.4 K	=	+1.41
13 SV ZULTE WAREGEM	43.1 K	=	+1.28
14 CERCLE BRUGGE	37.0 K	=	+0.43
15 KAS EUPEN	30.7 K	=	+0.61
16 KV OOSTENDE	29.7 K	=	+0.32
17 ROYAL EXCEL MOUSCRON	28.0 K	=	+1.95
18 WAASLAND-BEVEREN	16.7 K	=	+0.94

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

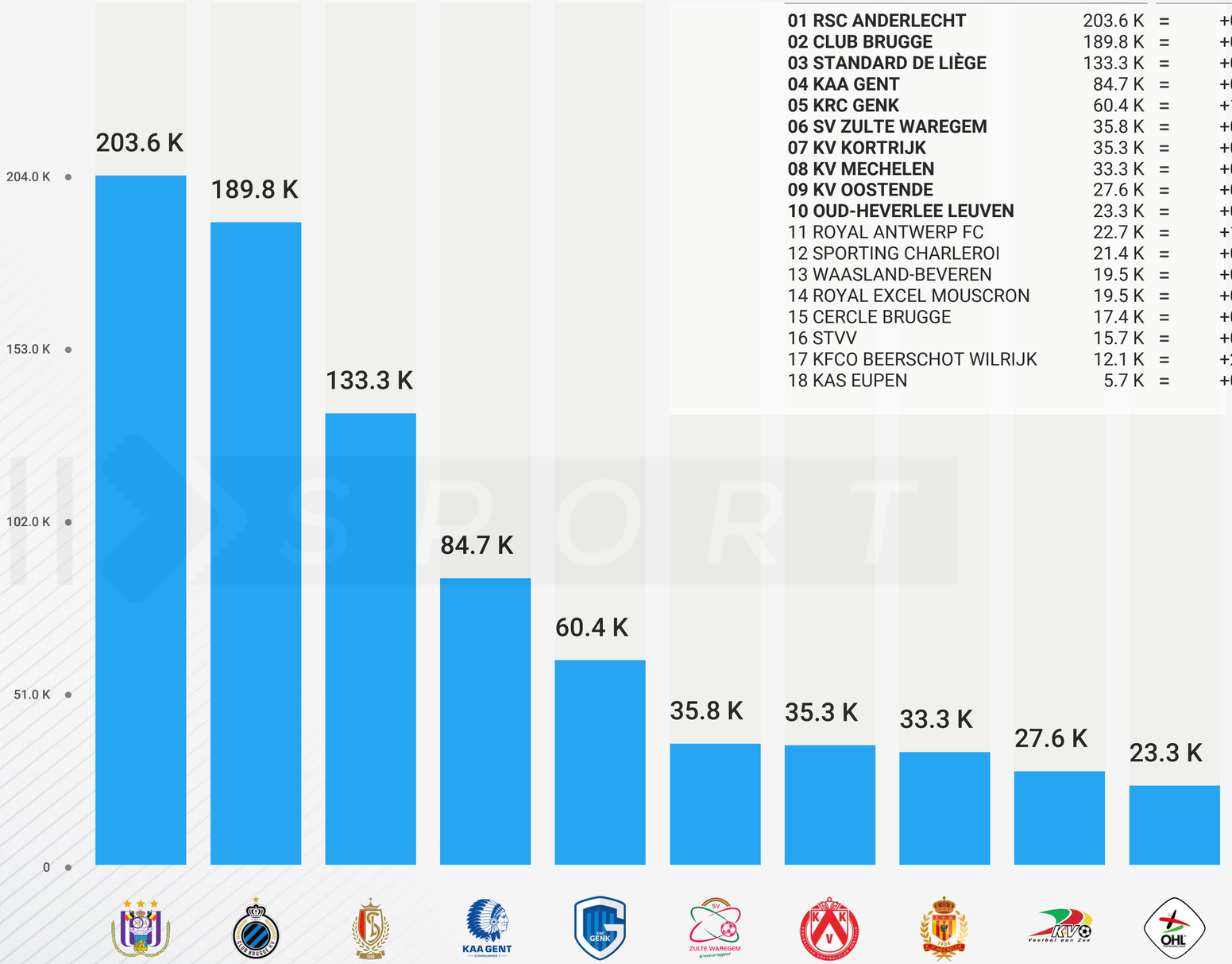
BELGIUM Twitter

TOTAL FANBASE

961 K

Jupiler PRO LEAGUE

Ranking of the most followed Pro League football clubs on Twitter.



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	203.6 K	=	+0.01
02 CLUB BRUGGE	189.8 K	=	+0.20
03 STANDARD DE LIÈGE	133.3 K	=	+0.21
04 KAA GENT	84.7 K	=	+0.17
05 KRC GENK	60.4 K	=	+1.99
06 SV ZULTE WAREGEM	35.8 K	=	+0.24
07 KV KORTRIJK	35.3 K	=	+0.15
08 KV MECHELEN	33.3 K	=	+0.51
09 KV OOSTENDE	27.6 K	=	+0.27
10 OUD-HEVERLEE LEUVEN	23.3 K	=	+0.49
11 ROYAL ANTWERP FC	22.7 K	=	+1.41
12 SPORTING CHARLEROI	21.4 K	=	+0.85
13 WAASLAND-BEVEREN	19.5 K	=	+0.29
14 ROYAL EXCEL MOUSCRON	19.5 K	=	+0.46
15 CERCLE BRUGGE	17.4 K	=	+0.46
16 STVV	15.7 K	=	+0.16
17 KFCO BEERSCHOT WILRIJK	12.1 K	=	+2.91
18 KAS EUPEN	5.7 K	=	+0.95

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

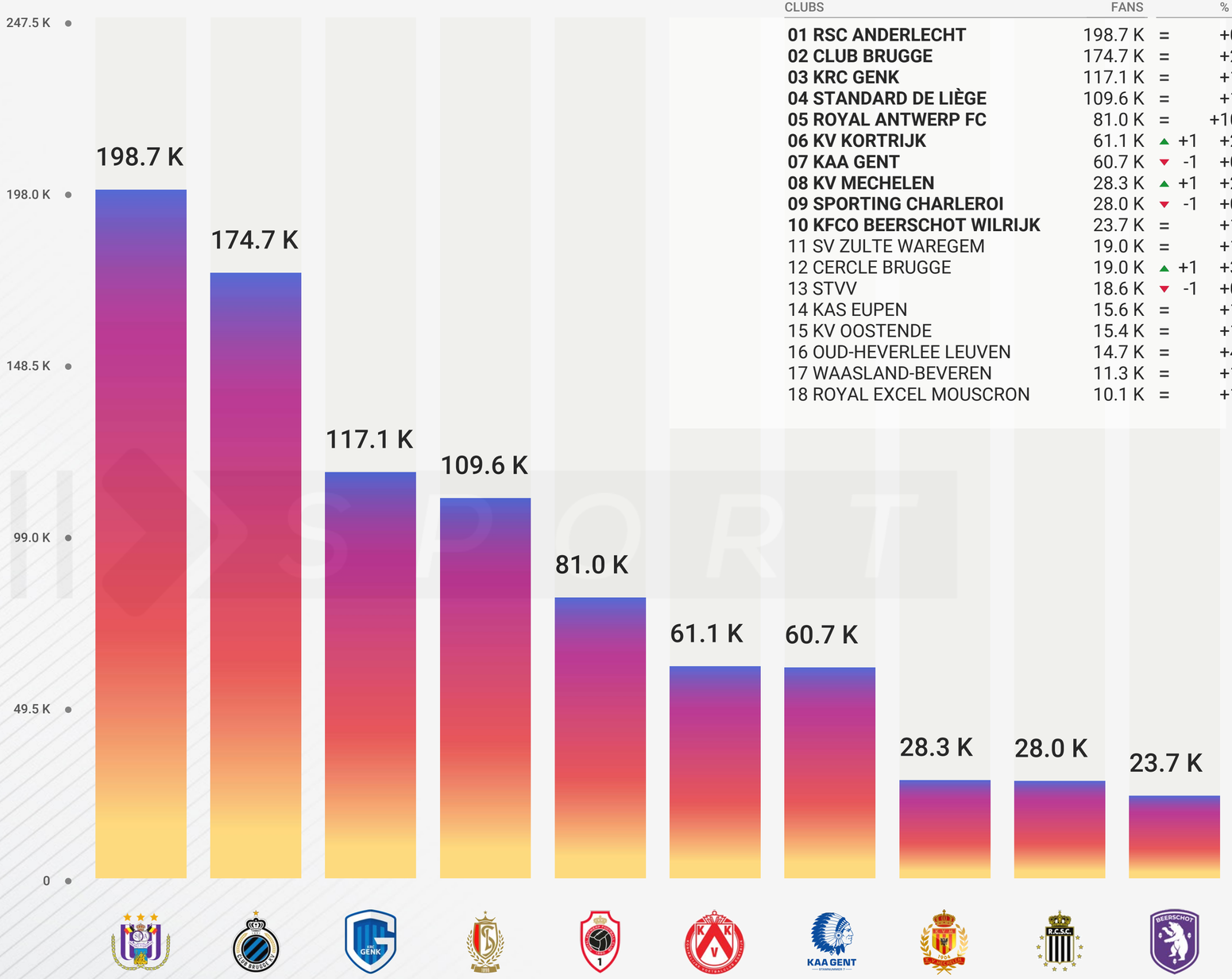
BELGIUM Instagram

TOTAL FANBASE

1.0 M

Jupiler PRO LEAGUE

Ranking of the most followed Pro League football clubs on Instagram.



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	198.7 K	=	+0.89
02 CLUB BRUGGE	174.7 K	=	+2.33
03 KRC GENK	117.1 K	=	+1.32
04 STANDARD DE LIÈGE	109.6 K	=	+1.24
05 ROYAL ANTWERP FC	81.0 K	=	+10.85
06 KV KORTRIJK	61.1 K	▲ +1	+2.31
07 KAA GENT	60.7 K	▼ -1	+0.64
08 KV MECHELEN	28.3 K	▲ +1	+2.43
09 SPORTING CHARLEROI	28.0 K	▼ -1	+0.95
10 KFCO BEERSCHOT WILRIJK	23.7 K	=	+1.28
11 SV ZULTE WAREGEM	19.0 K	=	+1.29
12 CERCLE BRUGGE	19.0 K	▲ +1	+3.26
13 STVV	18.6 K	▼ -1	+0.33
14 KAS EUPEN	15.6 K	=	+1.09
15 KV OOSTENDE	15.4 K	=	+1.51
16 OUD-HEVERLEE LEUVEN	14.7 K	=	+4.69
17 WAASLAND-BEVEREN	11.3 K	=	+1.87
18 ROYAL EXCEL MOUSCRON	10.1 K	=	+1.73

*[from November 13, 2020 to December 14, 2020]

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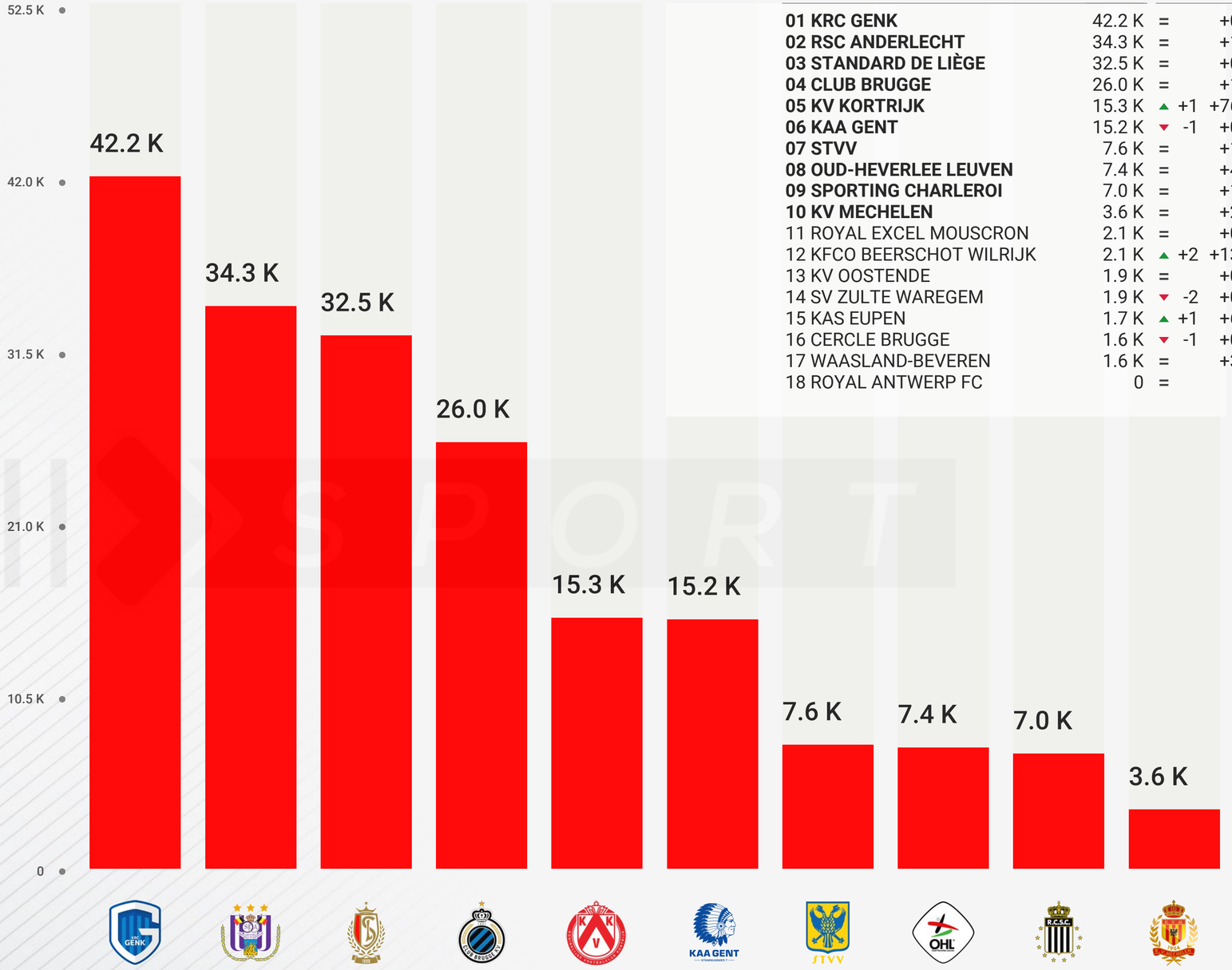
BELGIUM YouTube

TOTAL FANBASE

204 K

Jupiler PRO LEAGUE

Ranking of the most followed Pro League football clubs on YouTube.



CLUBS	FANS		% VAR*
01 KRC GENK	42.2 K	=	+0.48
02 RSC ANDERLECHT	34.3 K	=	+1.18
03 STANDARD DE LIÈGE	32.5 K	=	+0.62
04 CLUB BRUGGE	26.0 K	=	+1.96
05 KV KORTRIJK	15.3 K	▲ +1	+76.27
06 KAA GENT	15.2 K	▼ -1	+0.66
07 STVV	7.6 K	=	+1.34
08 OUD-HEVERLEE LEUVEN	7.4 K	=	+4.82
09 SPORTING CHARLEROI	7.0 K	=	+1.89
10 KV MECHELEN	3.6 K	=	+2.56
11 ROYAL EXCEL MOUSCRON	2.1 K	=	+0.47
12 KFCO BEERSCHOT WILRIJK	2.1 K	▲ +2	+13.98
13 KV OOSTENDE	1.9 K	=	+0.54
14 SV ZULTE WAREGEM	1.9 K	▼ -2	+0.00
15 KAS EUPEN	1.7 K	▲ +1	+6.29
16 CERCLE BRUGGE	1.6 K	▼ -1	+0.00
17 WAASLAND-BEVEREN	1.6 K	=	+3.31
18 ROYAL ANTWERP FC	0	=	n/a

***[from November 13, 2020 to December 14, 2020]**

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

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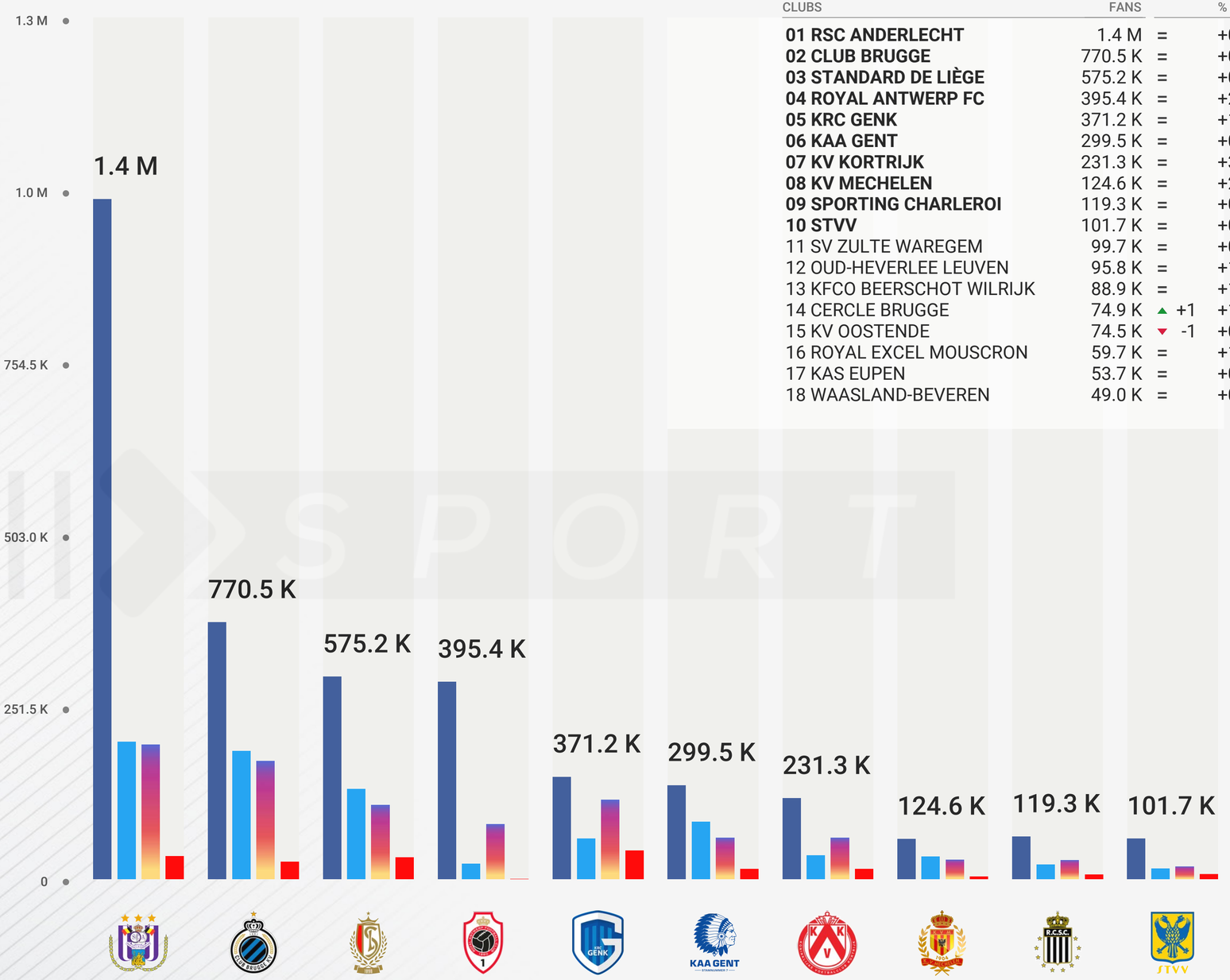
BELGIUM Social

TOTAL FANBASE

5.0 M

Jupiler PRO LEAGUE

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



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	1.4 M	=	+0.08
02 CLUB BRUGGE	770.5 K	=	+0.80
03 STANDARD DE LIÈGE	575.2 K	=	+0.58
04 ROYAL ANTWERP FC	395.4 K	=	+2.23
05 KRC GENK	371.2 K	=	+1.40
06 KAA GENT	299.5 K	=	+0.30
07 KV KORTRIJK	231.3 K	=	+3.72
08 KV MECHELEN	124.6 K	=	+2.18
09 SPORTING CHARLEROI	119.3 K	=	+0.82
10 STVV	101.7 K	=	+0.50
11 SV ZULTE WAREGEM	99.7 K	=	+0.88
12 OUD-HEVERLEE LEUVEN	95.8 K	=	+1.93
13 KFCO BEERSCHOT WILRIJK	88.9 K	=	+1.56
14 CERCLE BRUGGE	74.9 K	▲ +1	+1.13
15 KV OOSTENDE	74.5 K	▼ -1	+0.55
16 ROYAL EXCEL MOUSCRON	59.7 K	=	+1.37
17 KAS EUPEN	53.7 K	=	+0.96
18 WAASLAND-BEVEREN	49.0 K	=	+0.97

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IQUII SPORT

BELGIUM Brands

TOTAL FANBASE

5.0 M

Jupiler PRO LEAGUE

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

CLUBS	FANS		% VAR*
01 JOMA	1.4 M	=	+0.08
02 MACRON	872.2 K	=	+0.77
03 NEW BALANCE	575.2 K	=	+0.58
04 JAKO	395.4 K	=	+2.23
05 NIKE	371.2 K	=	+1.40
06 CRAFT	299.5 K	=	+0.30
07 BELTONA	231.3 K	=	+3.72
08 KAPPA	194.3 K	=	+0.94
09 ADIDAS	149.5 K	=	+1.58
10 JARTAZI	124.6 K	=	+2.18
11 UHLSPORT	108.7 K	=	+1.19
12 PATRICK	99.7 K	=	+0.88
13 XIII	88.9 K	=	+1.56
14 KIPSTA	74.5 K	=	+0.55



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IQUII SPORT

BELGIUM Brands

CLUBS
18

SPORT BRANDS
14

Sport Brands on jersey coverage in relation to the 18 sponsored Pro League football clubs.



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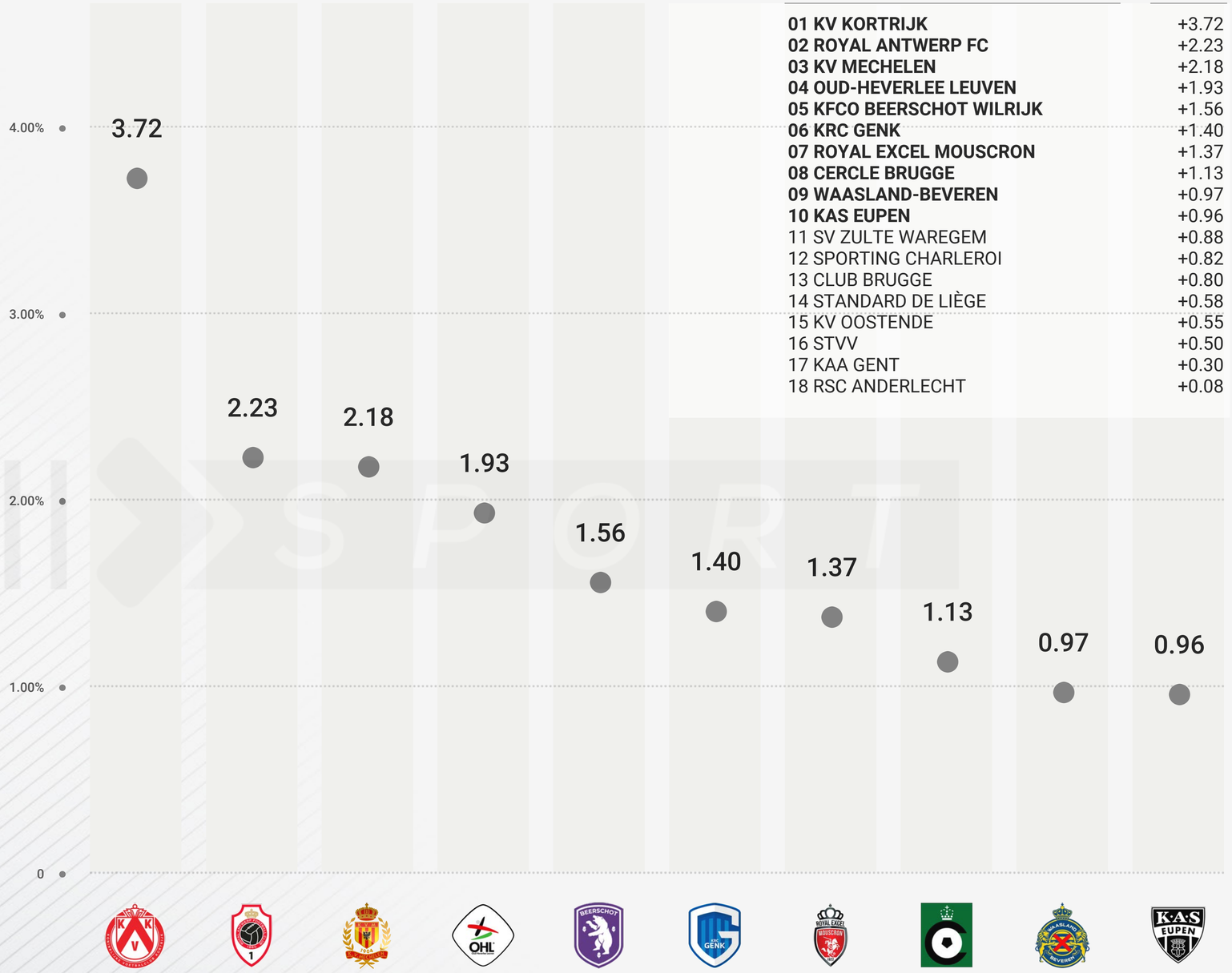
LAST UPDATE DEC 2020

IQUII SPORT

BELGIUM Grown Up

Jupiler PRO LEAGUE

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



CLUBS	% VAR*
01 KV KORTRIJK	**+3.72**
02 ROYAL ANTWERP FC	**+2.23**
03 KV MECHELEN	**+2.18**
04 OUD-HEVERLEE LEUVEN	**+1.93**
05 KFCO BEERSCHOT WILRIJK	**+1.56**
06 KRC GENK	**+1.40**
07 ROYAL EXCEL MOUSCRON	**+1.37**
08 CERCLE BRUGGE	**+1.13**
09 WAASLAND-BEVEREN	**+0.97**
10 KAS EUPEN	**+0.96**
11 SV ZULTE WAREGEM	+0.88
12 SPORTING CHARLEROI	+0.82
13 CLUB BRUGGE	+0.80
14 STANDARD DE LIÈGE	+0.58
15 KV OOSTENDE	+0.55
16 STVV	+0.50
17 KAA GENT	+0.30
18 RSC ANDERLECHT	+0.08

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LAST UPDATE DEC 2020

IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

eredivisie

NETHERLANDS



LAST UPDATE DEC 2020

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NETHERLANDS Snapshot / Second Division



18

CLUBS

Total Eredivisie football clubs analysed.

12

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

17.8 M

+ 0.53%*

FANS

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

*[from November 13, 2020 to December 14, 2020]

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LAST UPDATE DEC 2020

IQUII SPORT

NETHERLANDS Facebook

TOTAL FANBASE

6.0 M

eredivisie

Ranking of the most followed Eredivisie football clubs on Facebook.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	3.3 M	=	+0.20
02 PSV EINDHOVEN	859.4 K	=	+0.07
03 FEYENOORD ROTTERDAM	625.8 K	=	+0.01
04 SC HEERENVEEN	346.9 K	=	-1.41
05 FC TWENTE ENSCHEDE	191.4 K	=	+0.13
06 FC GRONINGEN	110.3 K	=	+0.21
07 AZ ALKMAAR	100.7 K	=	+0.86
08 VITESSE ARNHEM	99.8 K	=	+0.58
09 FC UTRECHT	98.7 K	=	+0.51
10 ADO DEN HAAG	58.3 K	=	-0.08
11 WILLEM II TILBURG	44.7 K	=	+0.04
12 PEC ZWOLLE	38.2 K	=	+0.23
13 VVV-VENLO	35.9 K	=	+0.92
14 HERACLES ALMELO	31.9 K	=	+0.34
15 SPARTA ROTTERDAM	28.2 K	=	+0.65
16 FC EMMEN	21.2 K	=	+1.09
17 FORTUNA SITTARD	19.5 K	=	+1.47
18 RKC WAALWIJK	14.5 K	=	+0.98

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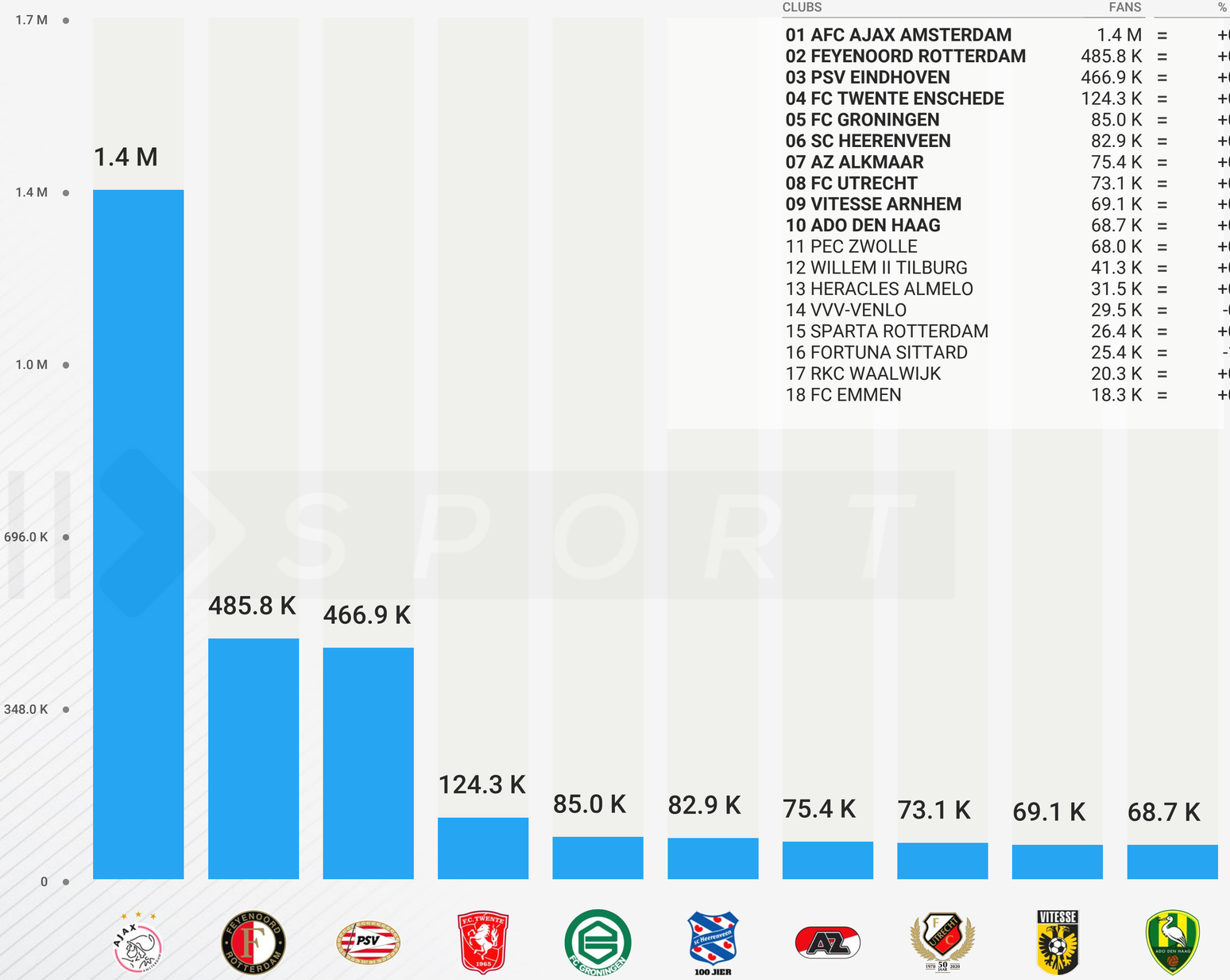
NETHERLANDS Twitter

TOTAL FANBASE

3.2 M

eredivisie

Ranking of the most followed Eredivisie football clubs on Twitter.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	1.4 M	=	+0.45
02 FEYENOORD ROTTERDAM	485.8 K	=	+0.09
03 PSV EINDHOVEN	466.9 K	=	+0.06
04 FC TWENTE ENSCHEDE	124.3 K	=	+0.10
05 FC GRONINGEN	85.0 K	=	+0.10
06 SC HEERENVEEN	82.9 K	=	+0.04
07 AZ ALKMAAR	75.4 K	=	+0.58
08 FC UTRECHT	73.1 K	=	+0.19
09 VITESSE ARNHEM	69.1 K	=	+0.12
10 ADO DEN HAAG	68.7 K	=	+0.40
11 PEC ZWOLLE	68.0 K	=	+0.10
12 WILLEM II TILBURG	41.3 K	=	+0.16
13 HERACLES ALMELO	31.5 K	=	+0.33
14 VVV-VENLO	29.5 K	=	-0.12
15 SPARTA ROTTERDAM	26.4 K	=	+0.43
16 FORTUNA SITTARD	25.4 K	=	-1.33
17 RKC WAALWIJK	20.3 K	=	+0.19
18 FC EMMEN	18.3 K	=	+0.69

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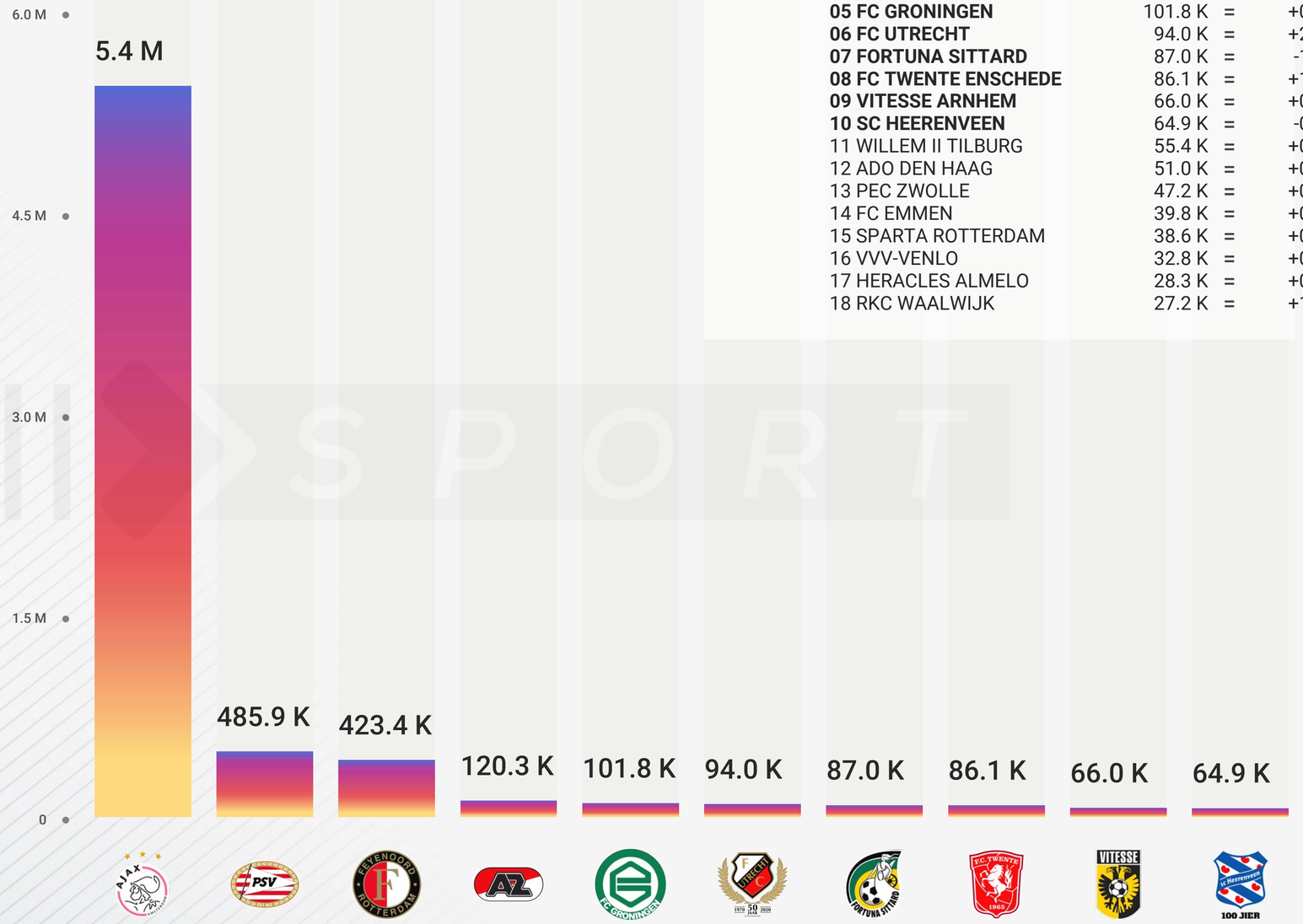
NETHERLANDS Instagram

TOTAL FANBASE

7.3 M

eredivisie

Ranking of the most followed Eredivisie football clubs on Instagram.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	5.4 M	=	+1.05
02 PSV EINDHOVEN	485.9 K	=	-0.51
03 FEYENOORD ROTTERDAM	423.4 K	=	+1.94
04 AZ ALKMAAR	120.3 K	=	+1.31
05 FC GRONINGEN	101.8 K	=	+0.70
06 FC UTRECHT	94.0 K	=	+2.48
07 FORTUNA SITTARD	87.0 K	=	-1.31
08 FC TWENTE ENSCHEDE	86.1 K	=	+1.90
09 VITESSE ARNHEM	66.0 K	=	+0.60
10 SC HEERENVEEN	64.9 K	=	-0.35
11 WILLEM II TILBURG	55.4 K	=	+0.01
12 ADO DEN HAAG	51.0 K	=	+0.83
13 PEC ZWOLLE	47.2 K	=	+0.02
14 FC EMMEN	39.8 K	=	+0.09
15 SPARTA ROTTERDAM	38.6 K	=	+0.48
16 VVV-VENLO	32.8 K	=	+0.65
17 HERACLES ALMELO	28.3 K	=	+0.22
18 RKC WAALWIJK	27.2 K	=	+1.06

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IQUII SPORT

NETHERLANDS YouTube

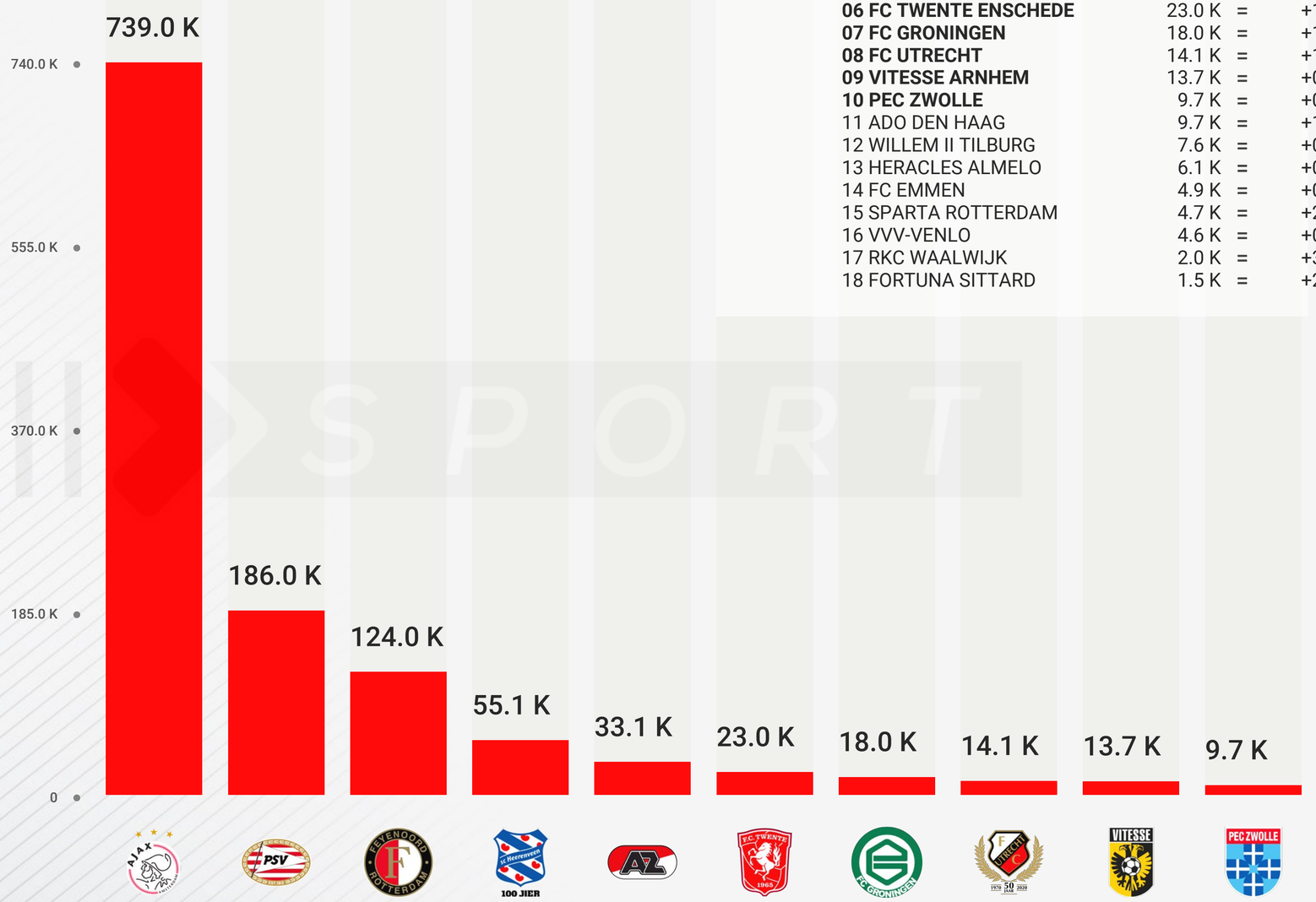
TOTAL FANBASE

1.3 M

eredivisie

Ranking of the most followed Eredivisie football clubs on YouTube.

CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	739.0 K	=	+0.82
02 PSV EINDHOVEN	186.0 K	=	+1.09
03 FEYENOORD ROTTERDAM	124.0 K	=	+0.81
04 SC HEERENVEEN	55.1 K	=	-0.18
05 AZ ALKMAAR	33.1 K	=	+0.61
06 FC TWENTE ENSCHEDE	23.0 K	=	+1.32
07 FC GRONINGEN	18.0 K	=	+1.69
08 FC UTRECHT	14.1 K	=	+1.44
09 VITESSE ARNHEM	13.7 K	=	+0.74
10 PEC ZWOLLE	9.7 K	=	+0.31
11 ADO DEN HAAG	9.7 K	=	+1.26
12 WILLEM II TILBURG	7.6 K	=	+0.80
13 HERACLES ALMELO	6.1 K	=	+0.67
14 FC EMMEN	4.9 K	=	+0.83
15 SPARTA ROTTERDAM	4.7 K	=	+2.18
16 VVV-VENLO	4.6 K	=	+0.66
17 RKC WAALWIJK	2.0 K	=	+3.05
18 FORTUNA SITTARD	1.5 K	=	+2.74



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IQUII SPORT

NETHERLANDS Social

TOTAL FANBASE

17.8 M

eredivisie

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



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	10.9 M	=	+0.70
02 PSV EINDHOVEN	2.0 M	=	+0.02
03 FEYENOORD ROTTERDAM	1.7 M	=	+0.58
04 SC HEERENVEEN	549.8 K	=	-0.95
05 FC TWENTE ENSCHEDE	424.8 K	=	+0.54
06 AZ ALKMAAR	329.5 K	=	+0.93
07 FC GRONINGEN	315.1 K	=	+0.42
08 FC UTRECHT	279.8 K	=	+1.13
09 VITESSE ARNHEM	248.6 K	=	+0.46
10 ADO DEN HAAG	187.6 K	=	+0.41
11 PEC ZWOLLE	163.2 K	=	+0.12
12 WILLEM II TILBURG	148.9 K	=	+0.10
13 FORTUNA SITTARD	133.4 K	=	-0.87
14 VVV-VENLO	102.8 K	=	+0.52
15 SPARTA ROTTERDAM	98.0 K	▲ +1	+0.60
16 HERACLES ALMELO	97.8 K	▼ -1	+0.32
17 FC EMMEN	84.2 K	=	+0.51
18 RKC WAALWIJK	64.0 K	=	+0.82

***[from November 13, 2020 to December 14, 2020]**

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IQUII SPORT

NETHERLANDS Brands

TOTAL FANBASE

17.8 M

eredivisie

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

*[from November 13, 2020 to December 14, 2020]

CLUBS	FANS		% VAR*
01 ADIDAS	12.5 M	=	+0.68
02 PUMA	2.3 M	=	+0.07
03 NIKE	858.0 K	=	+0.86
04 JAKO	549.8 K	=	-0.95
05 MEYBA	424.8 K	=	+0.54
06 ROBEY	246.9 K	=	+0.30
07 MASITA	236.2 K	=	-0.27
08 ERREA	187.6 K	=	+0.41
09 CRAFT	163.2 K	=	+0.12
10 ACERBIS	97.8 K	=	+0.32
11 HUMMEL	84.2 K	=	+0.51
12 STANNO	64.0 K	=	+0.82



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IQUII SPORT

NETHERLANDS Brands

CLUBS
18

SPORT BRANDS
12

Sport Brands on jersey coverage in relation to the 18 sponsored Eredivisie football clubs.



*[from November 13, 2020 to December 14, 2020]

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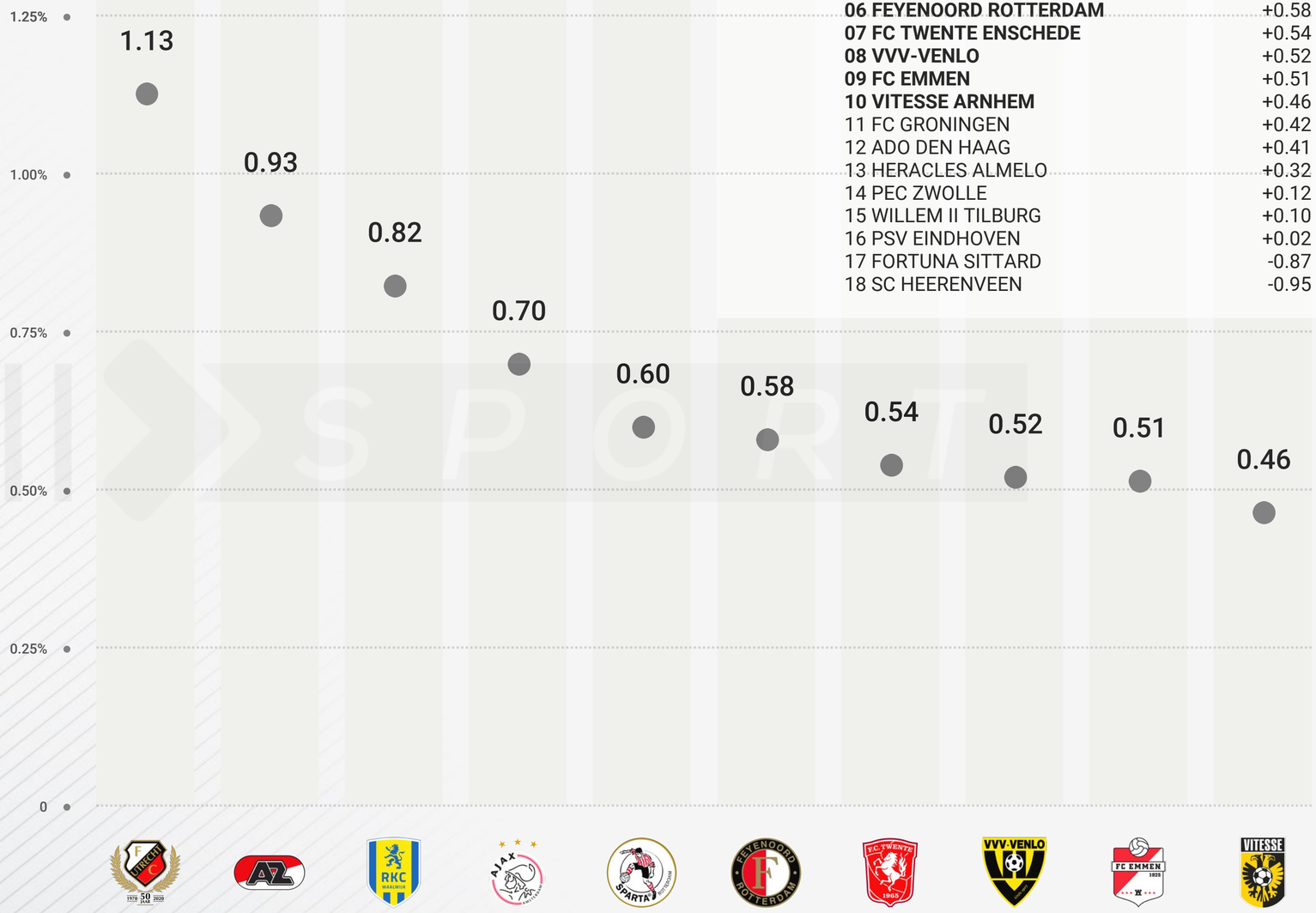
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IQUII SPORT

NETHERLANDS Grown Up

eredivisie

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



CLUBS	% VAR*
01 FC UTRECHT	+1.13
02 AZ ALKMAAR	+0.93
03 RKC WAALWIJK	+0.82
04 AFC AJAX AMSTERDAM	+0.70
05 SPARTA ROTTERDAM	+0.60
06 FEYENOORD ROTTERDAM	+0.58
07 FC TWENTE ENSCHEDE	+0.54
08 VVV-VENLO	+0.52
09 FC EMMEN	+0.51
10 VITESSE ARNHEM	+0.46
11 FC GRONINGEN	+0.42
12 ADO DEN HAAG	+0.41
13 HERACLES ALMELO	+0.32
14 PEC ZWOLLE	+0.12
15 WILLEM II TILBURG	+0.10
16 PSV EINDHOVEN	+0.02
17 FORTUNA SITTARD	-0.87
18 SC HEERENVEEN	-0.95

***[from November 13, 2020 to December 14, 2020]**

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION

14 CLUBS

Ukrainian Premier League



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IQUII SPORT

UKRAINE Snapshot / First Division



14

CLUBS

Total Ukrainian PL football clubs analysed.

5

BRANDS

Total Ukrainian PL Sport Brands on jerseys analysed.

3.1 M

+ 1.28%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Ukrainian PL football clubs analysed.

*[from November 13, 2020 to December 14, 2020]

LAST UPDATE DEC 2020

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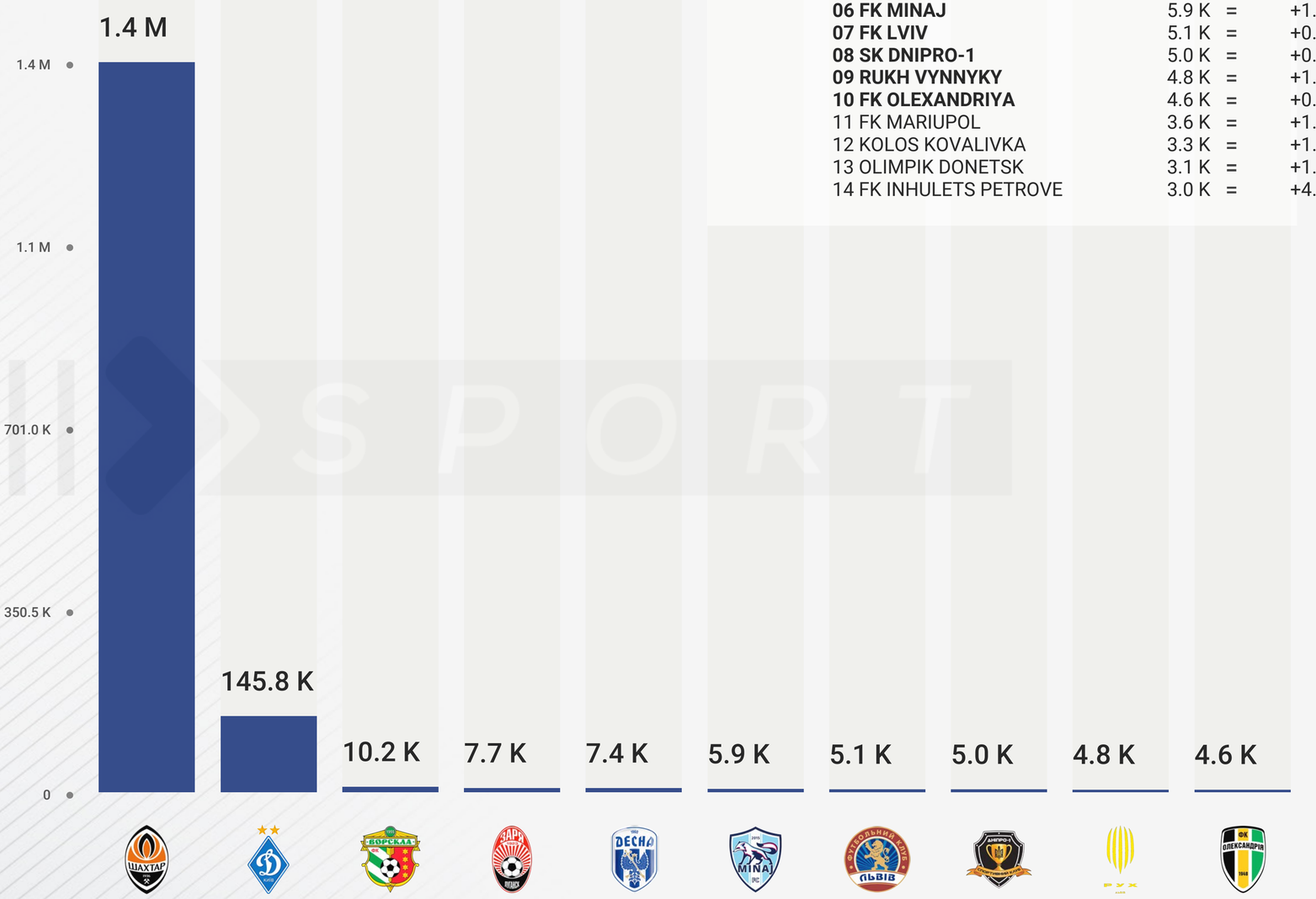
IQUII SPORT

UKRAINE Facebook

TOTAL FANBASE

1.6 M

Ranking of the most followed Ukrainian PL football clubs on Facebook.



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	1.4 M	=	+0.36
02 DYNAMO KYIV	145.8 K	=	+1.71
03 VORSKLA POLTAVA	10.2 K	=	+0.71
04 ZORYA LUHANSK	7.7 K	=	+2.71
05 DESNA CHERNIHIV	7.4 K	=	+1.05
06 FK MINAJ	5.9 K	=	+1.41
07 FK LVIV	5.1 K	=	+0.95
08 SK DNIPRO-1	5.0 K	=	+0.77
09 RUKH VYNNYKY	4.8 K	=	+1.45
10 FK OLEXANDRIYA	4.6 K	=	+0.88
11 FK MARIUPOL	3.6 K	=	+1.34
12 KOLOS KOVALIVKA	3.3 K	=	+1.91
13 OLIMPIK DONETSK	3.1 K	=	+1.03
14 FK INHULETS PETROVE	3.0 K	=	+4.03

*[from November 13, 2020 to December 14, 2020]

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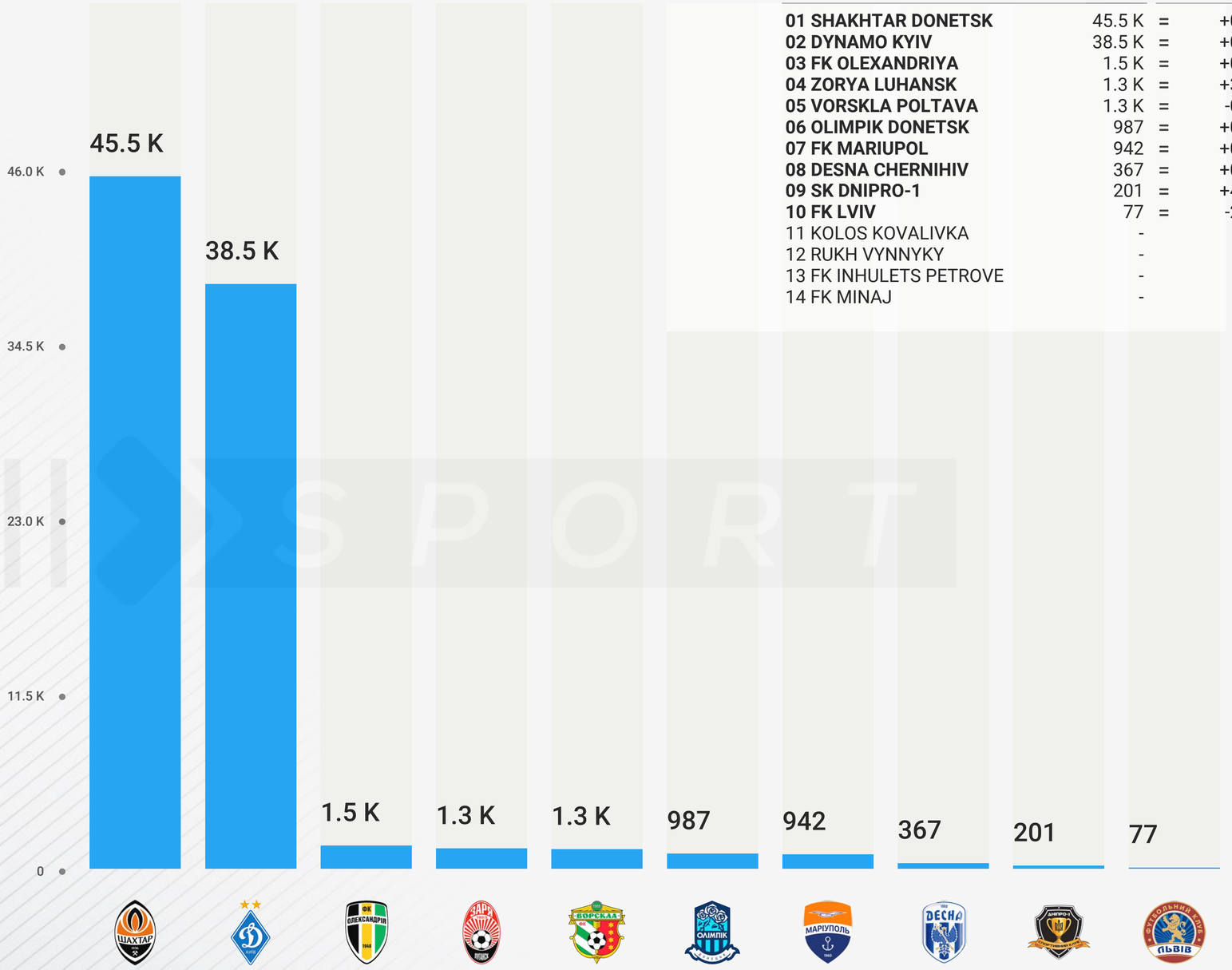
IQUII SPORT

UKRAINE Twitter

TOTAL FANBASE

91 K

Ranking of the most followed Ukrainian PL football clubs on Twitter.



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	45.5 K	=	+0.76
02 DYNAMO KYIV	38.5 K	=	+0.60
03 FK OLEXANDRIYA	1.5 K	=	+0.46
04 ZORYA LUHANSK	1.3 K	=	+3.27
05 VORSKLA POLTAVA	1.3 K	=	-0.39
06 OLIMPIK DONETSK	987	=	+0.71
07 FK MARIUPOL	942	=	+0.21
08 DESNA CHERNIHIV	367	=	+0.00
09 SK DNIPRO-1	201	=	+4.69
10 FK LVIV	77	=	-2.53
11 KOLOS KOVALIVKA	-		-
12 RUKH VYNNYKY	-		-
13 FK INHULETS PETROVE	-		-
14 FK MINAJ	-		-

*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

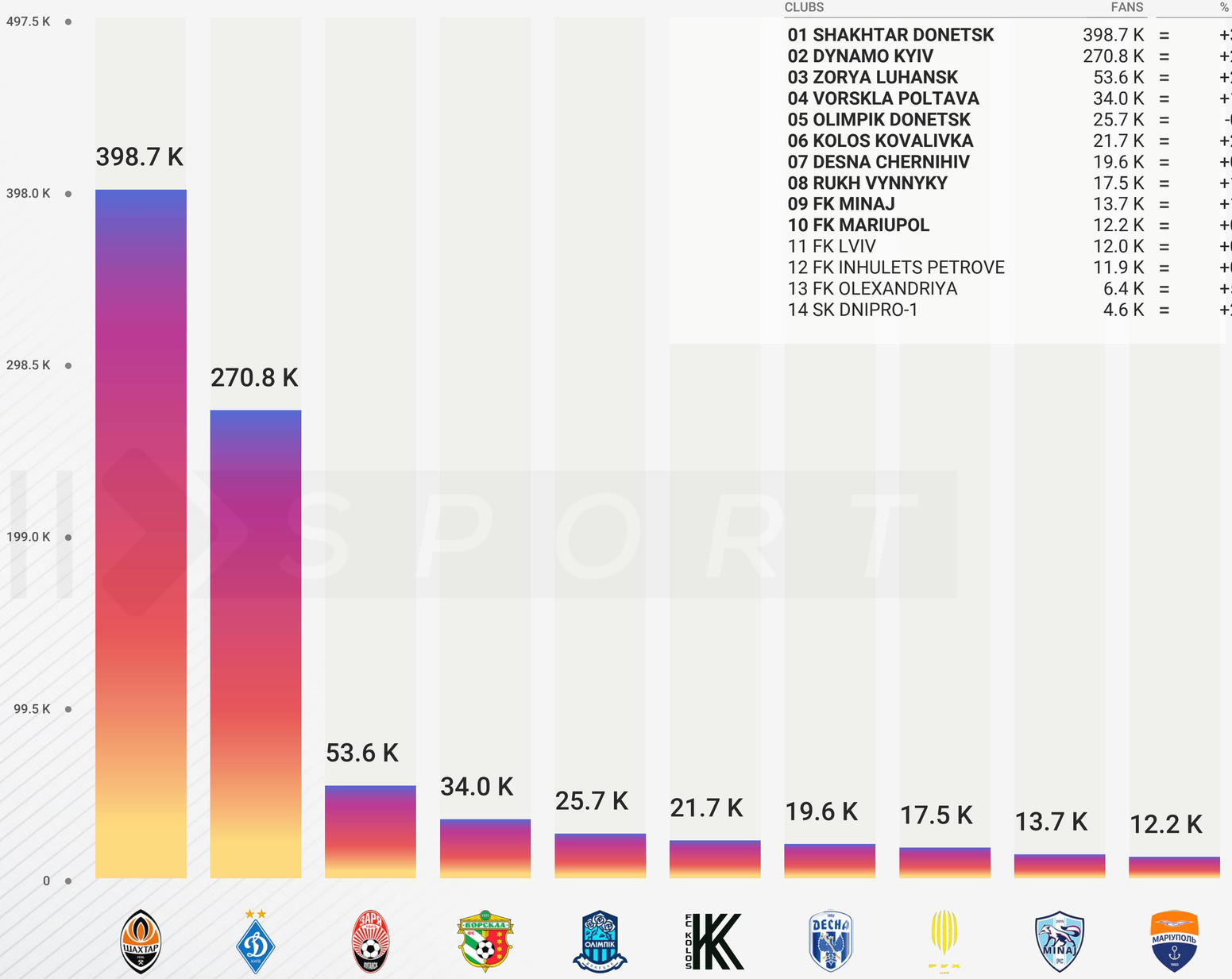
UKRAINE Instagram

TOTAL FANBASE

902 K

Українська Прем'єр-Ліга

Ranking of the most followed Ukrainian PL football clubs on Instagram.



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	398.7 K	=	+3.07
02 DYNAMO KYIV	270.8 K	=	+2.49
03 ZORYA LUHANSK	53.6 K	=	+2.01
04 VORSKLA POLTAVA	34.0 K	=	+1.85
05 OLIMPIK DONETSK	25.7 K	=	-0.77
06 KOLOS KOVALIVKA	21.7 K	=	+2.14
07 DESNA CHERNIHIV	19.6 K	=	+0.99
08 RUKH VYNNYKY	17.5 K	=	+1.26
09 FK MINAJ	13.7 K	=	+1.32
10 FK MARIUPOL	12.2 K	=	+0.71
11 FK LVIV	12.0 K	=	+0.87
12 FK INHULETS PETROVE	11.9 K	=	+0.92
13 FK OLEXANDRIYA	6.4 K	=	+5.75
14 SK DNIPRO-1	4.6 K	=	+2.55

*[from November 13, 2020 to December 14, 2020]

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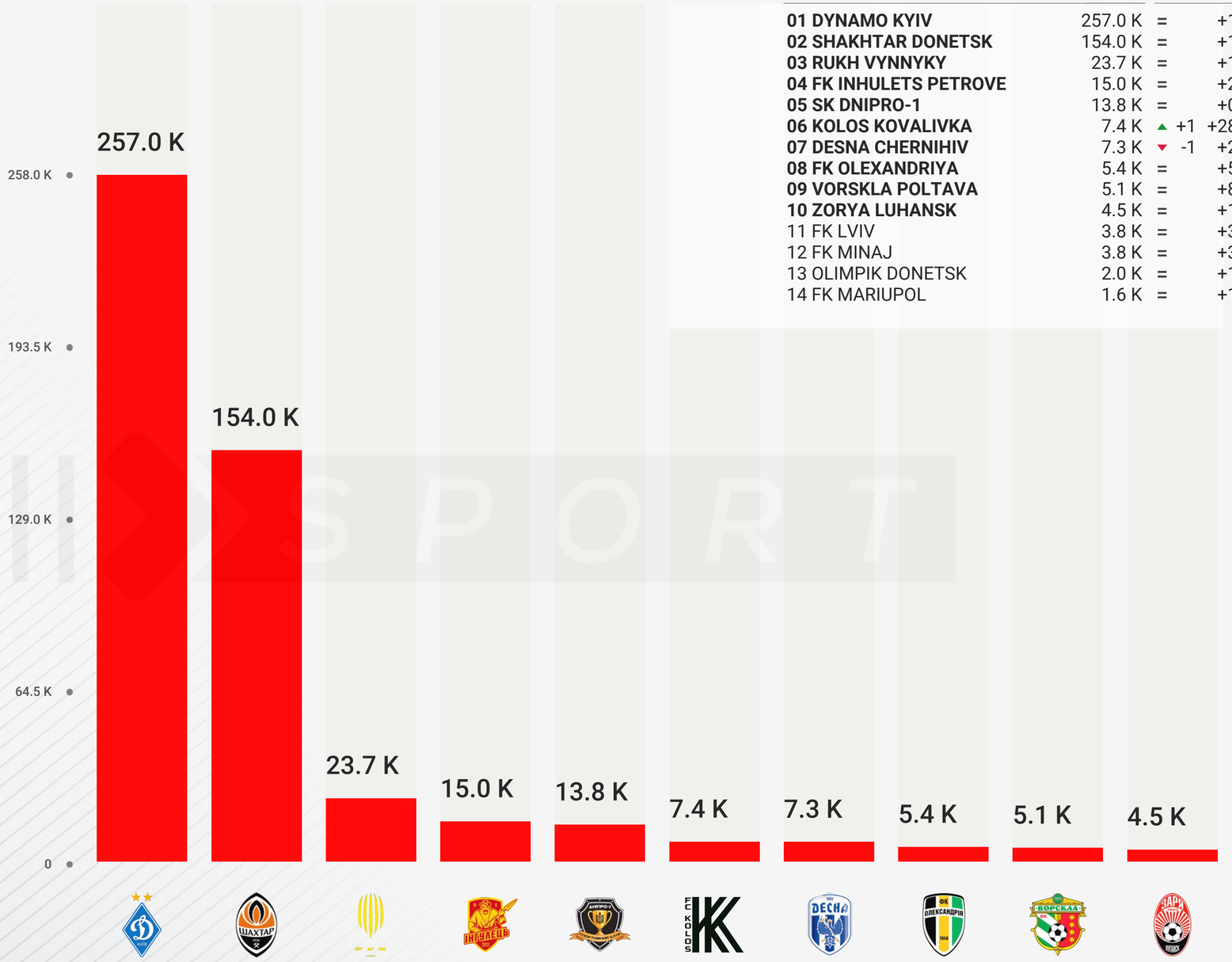
IQUII SPORT

UKRAINE YouTube

TOTAL FANBASE

504 K

Ranking of the most followed Ukrainian PL football clubs on YouTube.



CLUBS	FANS		% VAR*
01 DYNAMO KYIV	257.0 K	=	+1.18
02 SHAKHTAR DONETSK	154.0 K	=	+1.32
03 RUKH VYNNYKY	23.7 K	=	+1.28
04 FK INHULETS PETROVE	15.0 K	=	+2.04
05 SK DNIPRO-1	13.8 K	=	+0.73
06 KOLOS KOVALIVKA	7.4 K	▲ +1	+28.80
07 DESNA CHERNIHIV	7.3 K	▼ -1	+2.09
08 FK OLEXANDRIYA	5.4 K	=	+5.43
09 VORSKLA POLTAVA	5.1 K	=	+8.96
10 ZORYA LUHANSK	4.5 K	=	+1.82
11 FK LVIV	3.8 K	=	+3.26
12 FK MINAJ	3.8 K	=	+3.00
13 OLIMPIK DONETSK	2.0 K	=	+1.02
14 FK MARIUPOL	1.6 K	=	+1.31

***[from November 13, 2020 to December 14, 2020]**

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

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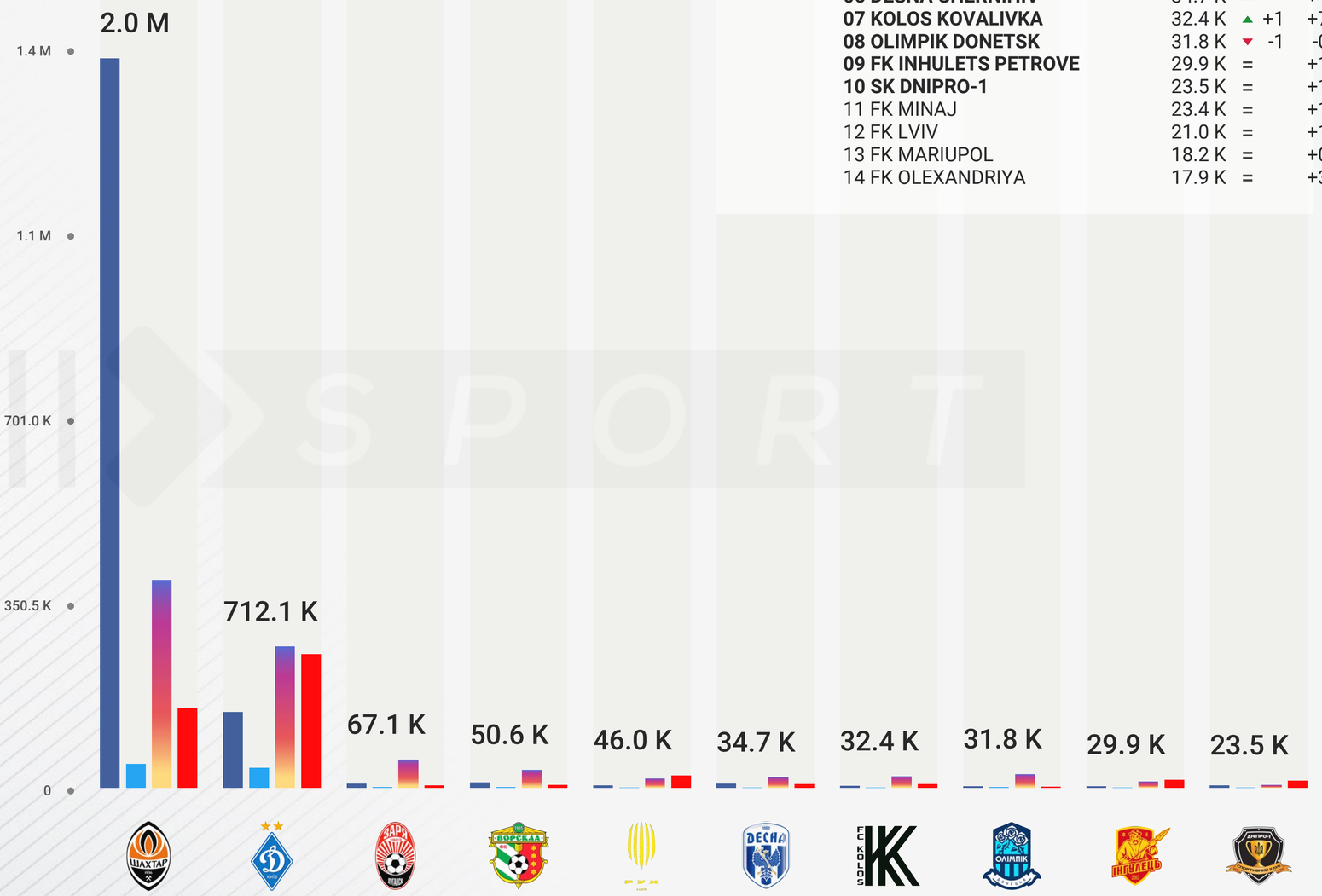
UKRAINE Social

TOTAL FANBASE

3.1 M

Українська Прем'єр-Ліга

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	2.0 M	=	+0.97
02 DYNAMO KYIV	712.1 K	=	+1.75
03 ZORYA LUHANSK	67.1 K	=	+2.10
04 VORSKLA POLTAVA	50.6 K	=	+2.23
05 RUKH VYNNYKY	46.0 K	=	+1.29
06 DESNA CHERNIHIV	34.7 K	=	+1.22
07 KOLOS KOVALIVKA	32.4 K	▲ +1	+7.17
08 OLIMPIK DONETSK	31.8 K	▼ -1	-0.44
09 FK INHULETS PETROVE	29.9 K	=	+1.79
10 SK DNIPRO-1	23.5 K	=	+1.12
11 FK MINAJ	23.4 K	=	+1.61
12 FK LVIV	21.0 K	=	+1.30
13 FK MARIUPOL	18.2 K	=	+0.86
14 FK OLEXANDRIYA	17.9 K	=	+3.91

***[from November 13, 2020 to December 14, 2020]**

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UKRAINE Brands

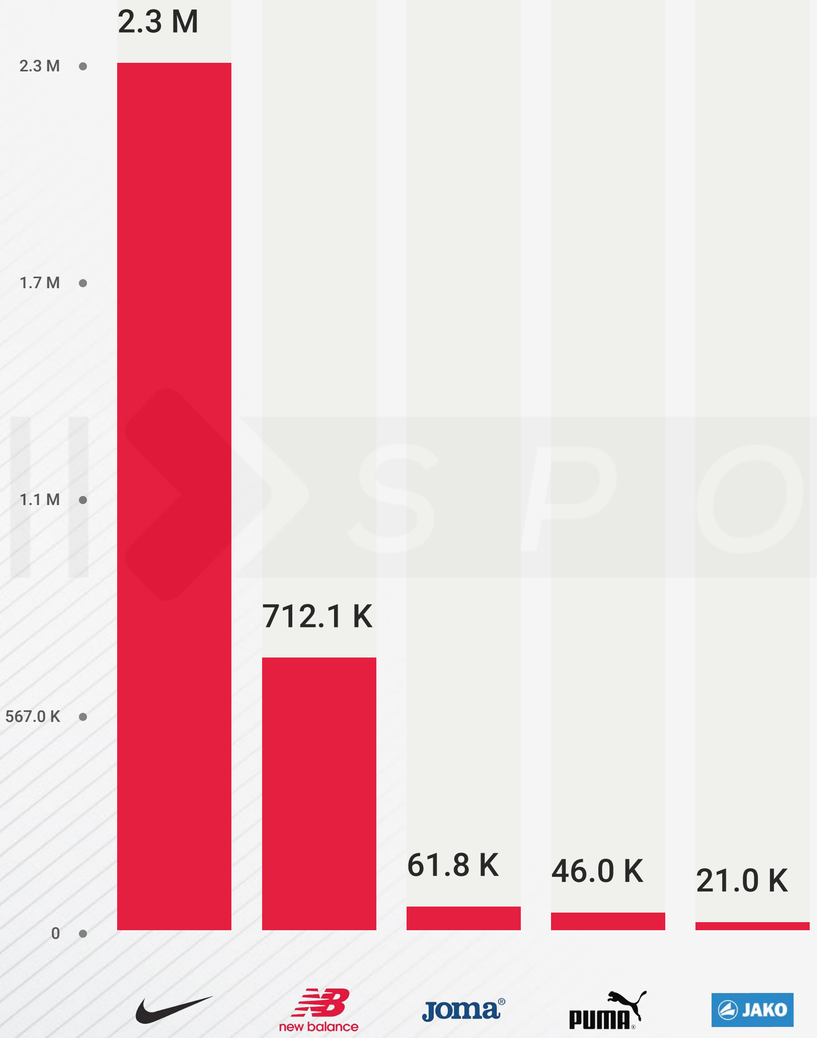
TOTAL FANBASE

3.1 M

Українська Прем'єр-Ліга

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored Ukrainian PL football clubs.

CLUBS	FANS		% VAR*
01 NIKE	2.3 M	=	+1.15
02 NEW BALANCE	712.1 K	=	+1.75
03 JOMA	61.8 K	=	+0.63
04 PUMA	46.0 K	=	+1.29
05 JAKO	21.0 K	=	+1.30



*[from November 13, 2020 to December 14, 2020]

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IQUII SPORT

UKRAINE Brands

CLUBS

14

SPORT BRANDS

5

Sport Brands on jersey coverage in relation to the 14 sponsored Ukrainian PL football clubs.



*[from November 13, 2020 to December 14, 2020]

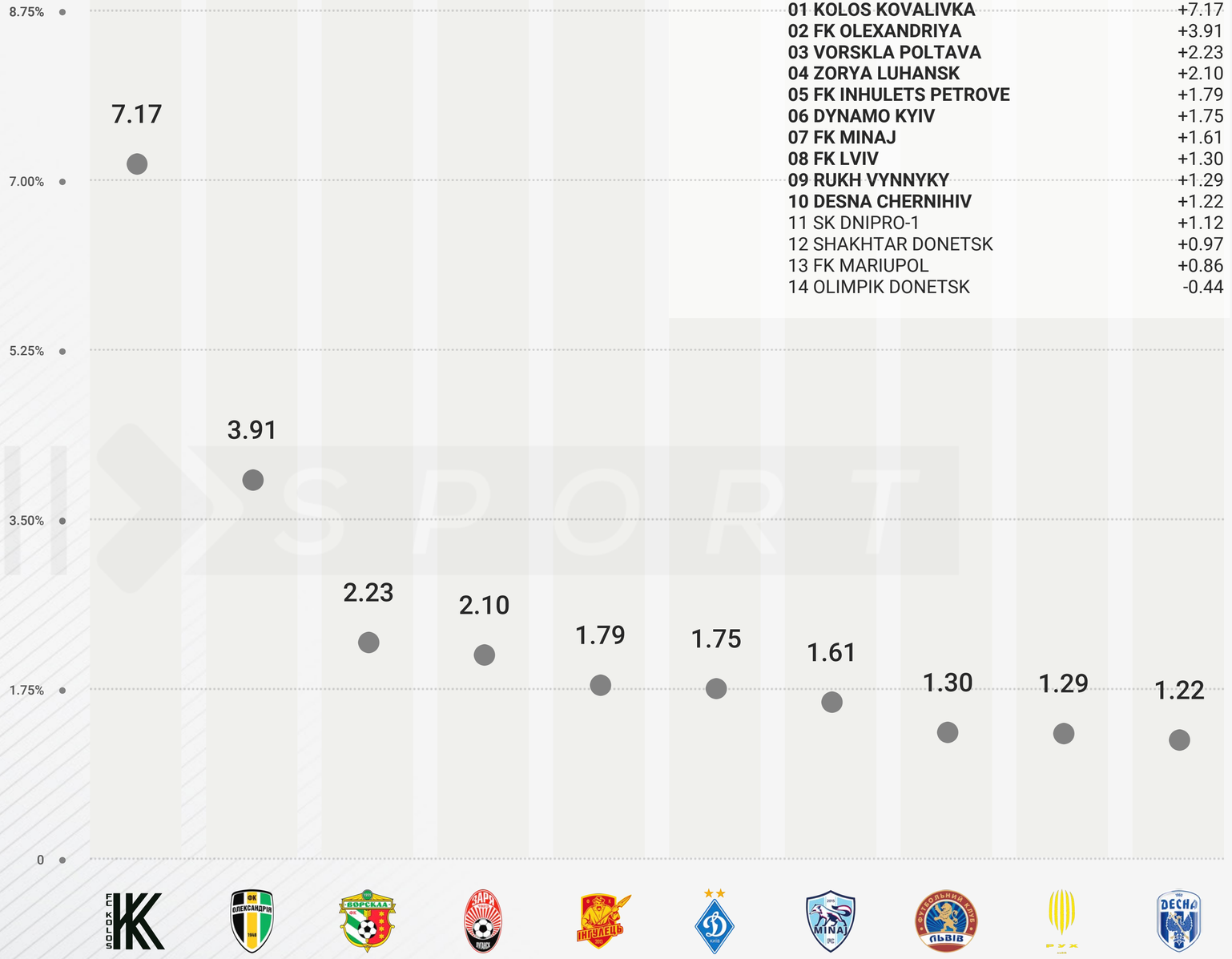
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IQUII SPORT

UKRAINE Grown Up

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



CLUBS	% VAR*
01 KOLOS KOVALIVKA	**+7.17**
02 FK OLEXANDRIYA	**+3.91**
03 VORSKLA POLTAVA	**+2.23**
04 ZORYA LUHANSK	**+2.10**
05 FK INHULETS PETROVE	**+1.79**
06 DYNAMO KYIV	**+1.75**
07 FK MINAJ	**+1.61**
08 FK LVIV	**+1.30**
09 RUKH VYNNYKY	**+1.29**
10 DESNA CHERNIHIV	**+1.22**
11 SK DNIPRO-1	+1.12
12 SHAKHTAR DONETSK	+0.97
13 FK MARIUPOL	+0.86
14 OLIMPIK DONETSK	-0.44

***[from November 13, 2020 to December 14, 2020]**

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

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EUROPE SnapShot / Official Apps*

5

COMPETITIONS

Total COMPETITIONS analysed: England, France, Germany, Italy, Spain.

98

CLUBS

Total FOOTBALL CLUBS analysed in Premier League, Ligue 1, 1.Bundesliga, Serie A, LaLiga.

81

iOS

Total iOS Official Apps analysed in Premier League, Ligue 1, 1.Bundesliga, Serie A, LaLiga.

80

ANDROID

Total Android Official Apps analysed in Premier League, Ligue 1, 1.Bundesliga, Serie A, LaLiga.

*From November 13, 2020 to December 14, 2020. The Official Apps considered have informative features (e.g. fixtures, news, roster, etc.). Other official apps boasting only VR, games, or stadium services' features have not been considered.

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IQUII SPORT

PREMIER LEAGUE

CLUBS

20

Premier League

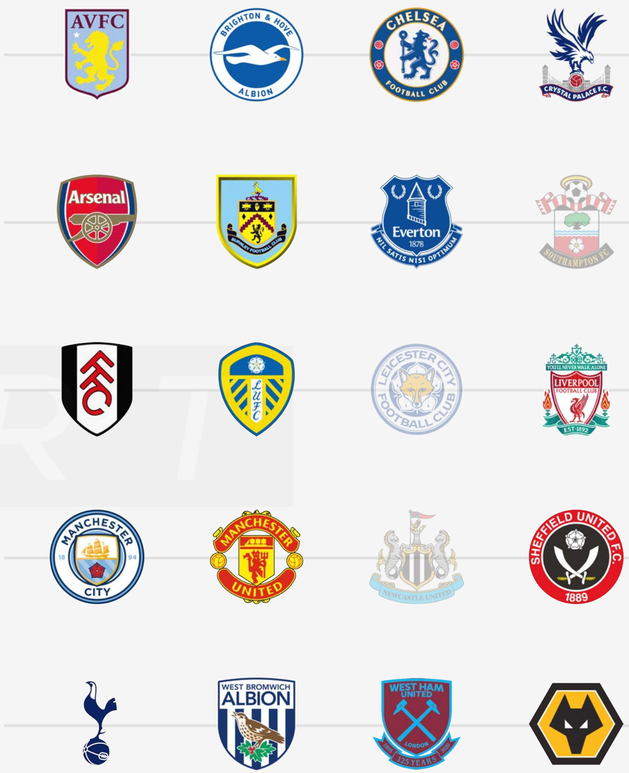
Overview of the Official Apps of the football clubs playing in Premier League.

IOS



17

ANDROID



17

CLUBS

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IQUII SPORT

LIGUE 1

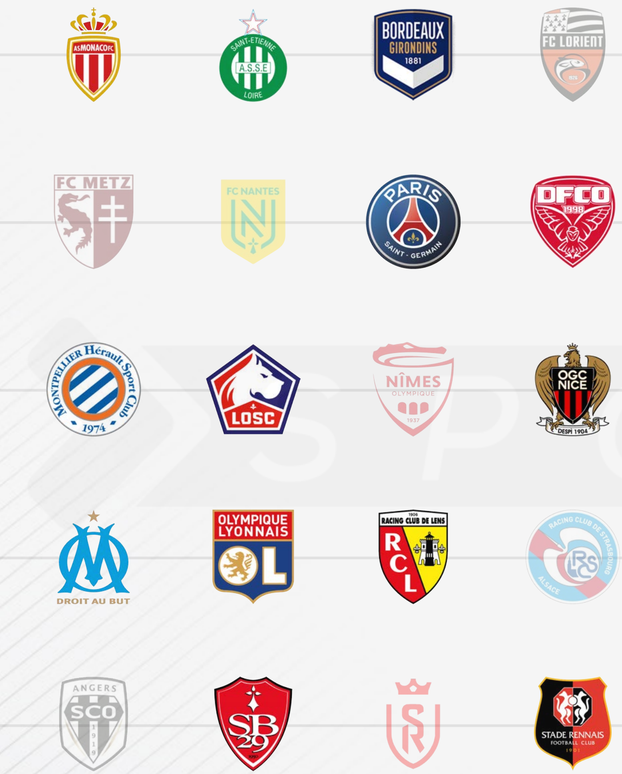
CLUBS

20

LIGUE 1 Uber Eats

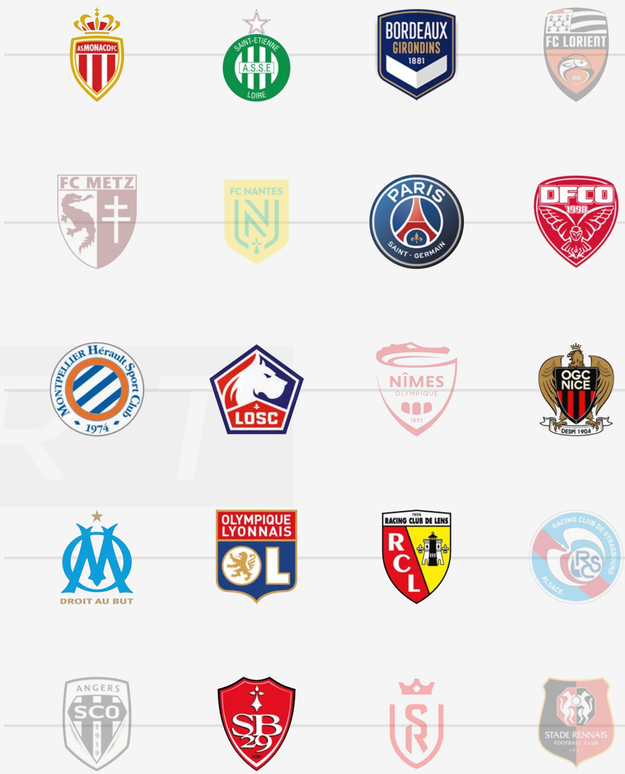
Overview of the Official Apps of the football clubs playing in Ligue 1.

IOS



13

ANDROID



12

CLUBS

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IQUII SPORT

1.BUNDESLIGA

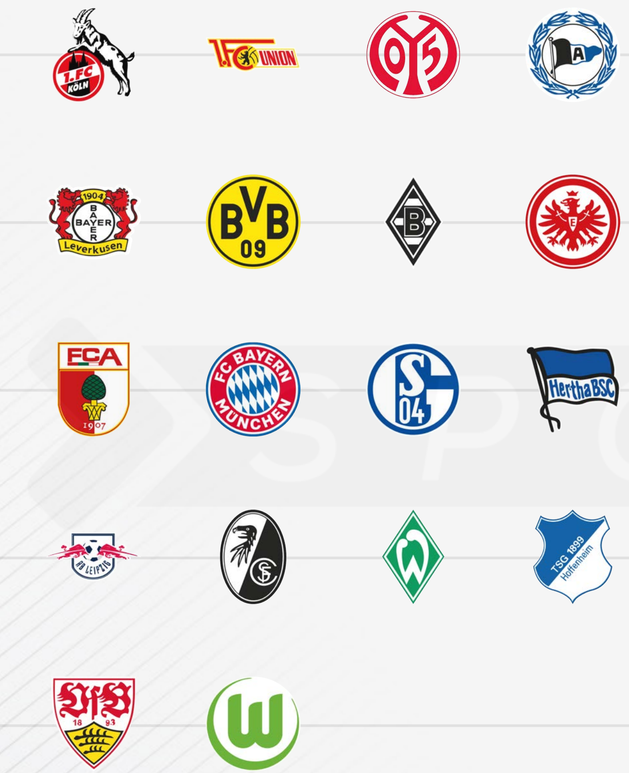
CLUBS

18

BUNDESLIGA

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

IOS



ANDROID



18 CLUBS 17

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IQUII SPORT

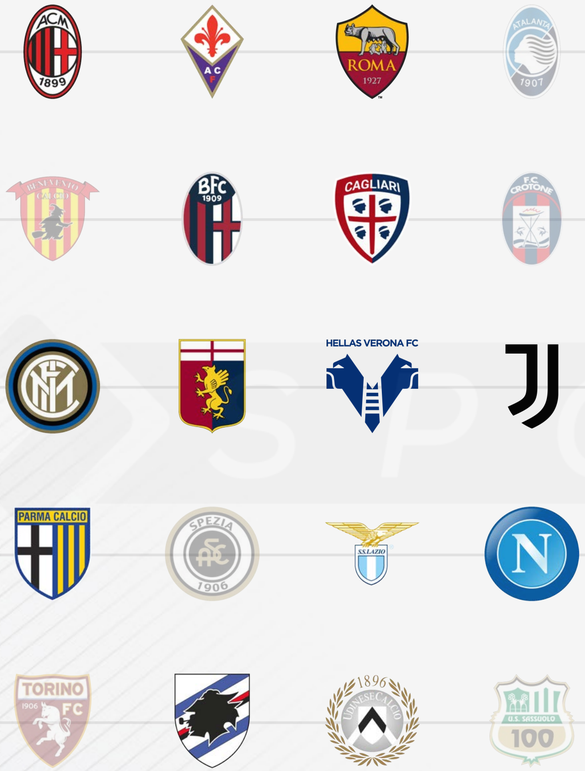
SERIE A

CLUBS

20

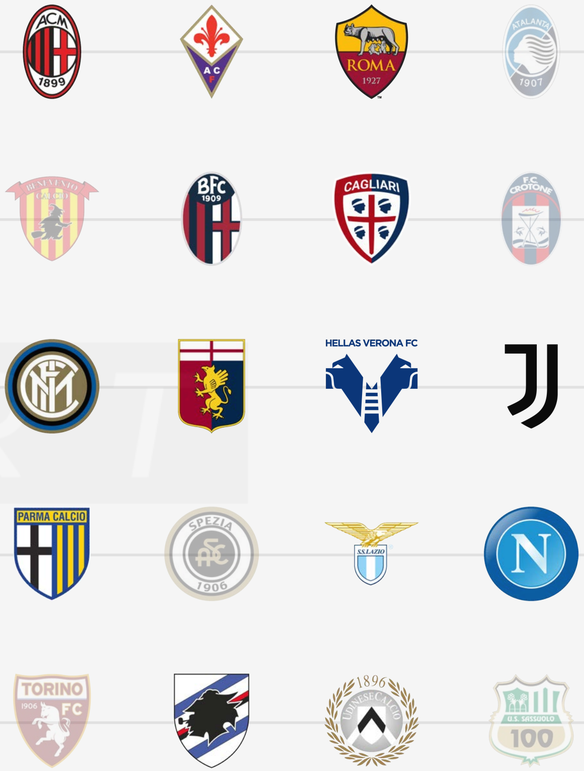
Overview of the Official Apps of the football clubs playing in Serie A.

IOS



14 CLUBS

ANDROID



14

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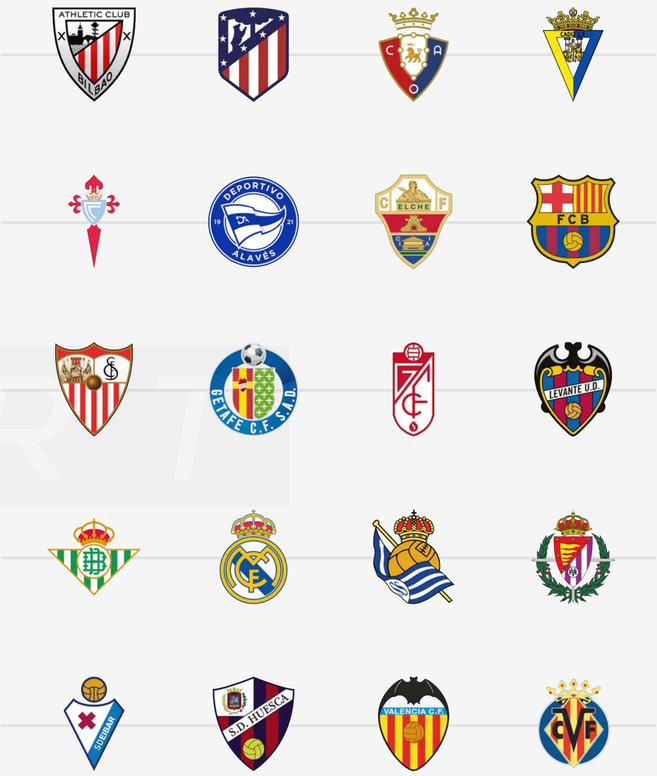
LALIGA

CLUBS

20

LaLiga Santander

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

IOS	ANDROID
	
19	20

CLUBS

*[from November 13, 2020 to December 14, 2020]

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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.

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SPORTXP
FAN EXPERIENCE PLATFORM

OUR HUB
YOUR STRATEGY

CONTACT US

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WHO CHOSE US



OLIMPIA MILANO



FIR - FEDERAZIONE ITALIANA RUGBY



2021 FIS ALPINE WORLD SKI CHAMPIONSHIPS



LEGA NAZIONALE PROFESSIONISTI B



FROSINONE CALCIO



VIRTUS ENTELLA



VENEZIA FC



INTERNAZIONALI BNL D'ITALIA



SIR VOLLEY PERUGIA

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IQUII SPORT

Countries included in the leagues' analysis



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IQUII SPORT

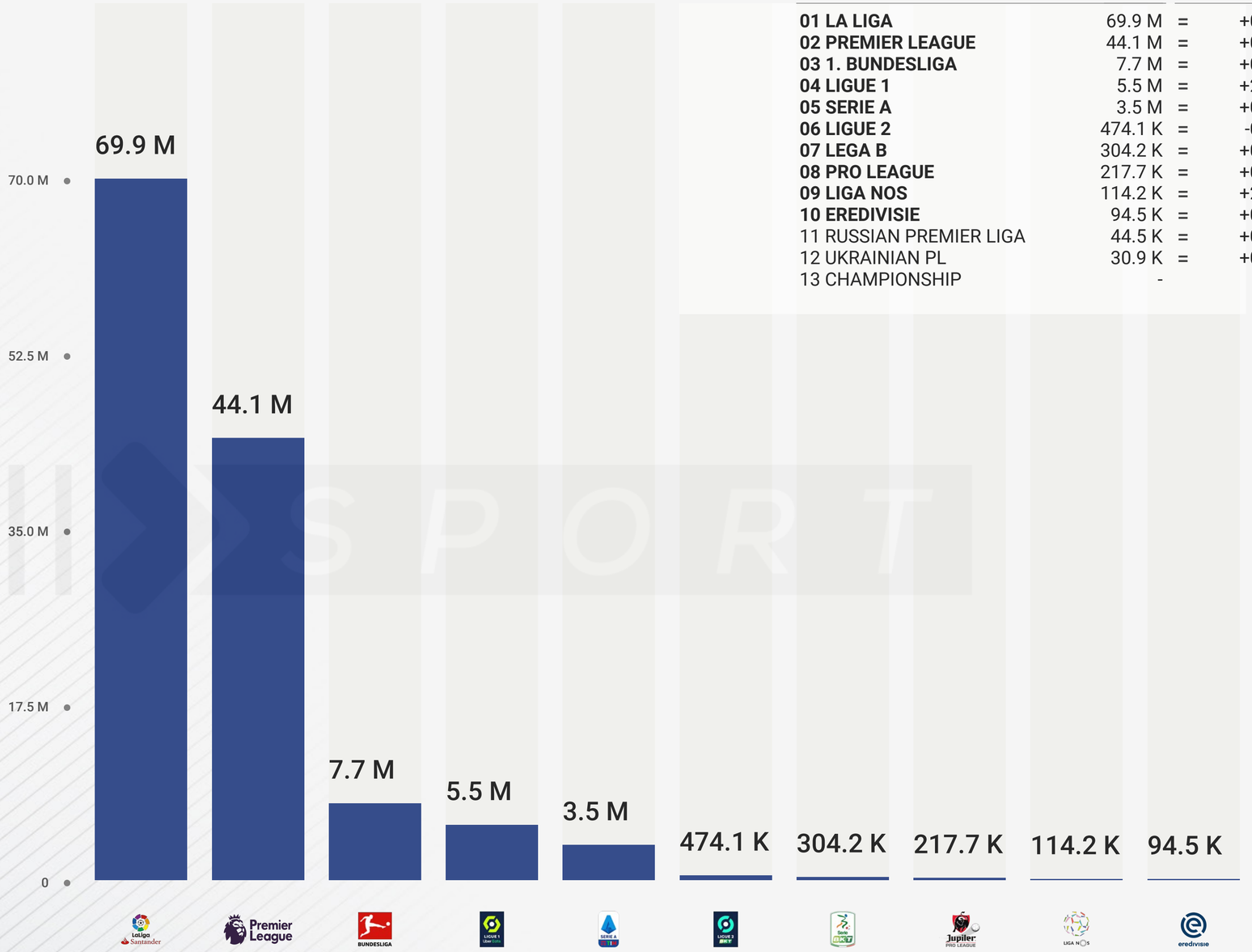
LEAGUES Facebook

TOTAL FANBASE

131.9 M

EUROPEAN TOP20

Ranking of the European Leagues on Facebook.



CLUBS	FANS		% VAR*
01 LA LIGA	69.9 M	=	+0.91
02 PREMIER LEAGUE	44.1 M	=	+0.19
03 1. BUNDESLIGA	7.7 M	=	+0.21
04 LIGUE 1	5.5 M	=	+2.73
05 SERIE A	3.5 M	=	+0.79
06 LIGUE 2	474.1 K	=	-0.05
07 LEGA B	304.2 K	=	+0.21
08 PRO LEAGUE	217.7 K	=	+0.08
09 LIGA NOS	114.2 K	=	+2.40
10 EREDIVISIE	94.5 K	=	+0.76
11 RUSSIAN PREMIER LIGA	44.5 K	=	+0.54
12 UKRAINIAN PL	30.9 K	=	+0.69
13 CHAMPIONSHIP	-		-

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***[from November 13, 2020 to December 14, 2020]**

**The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

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IQUII SPORT

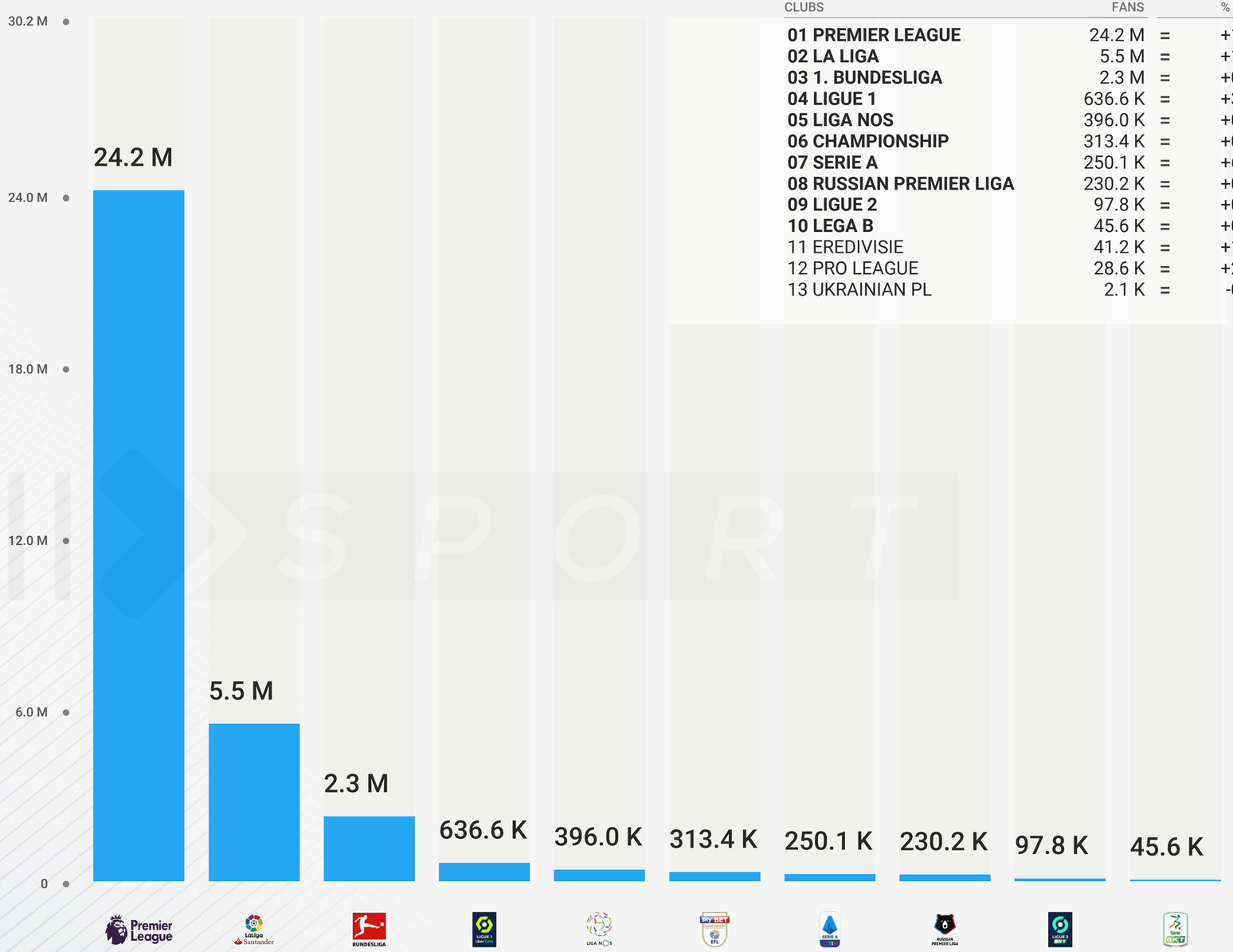
LEAGUES Twitter

TOTAL FANBASE

34.0 M

EUROPEAN TOP20

Ranking of the European Leagues on Twitter.



CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	24.2 M	=	+1.40
02 LA LIGA	5.5 M	=	+1.51
03 1. BUNDESLIGA	2.3 M	=	+0.43
04 LIGUE 1	636.6 K	=	+3.69
05 LIGA NOS	396.0 K	=	+0.57
06 CHAMPIONSHIP	313.4 K	=	+0.53
07 SERIE A	250.1 K	=	+6.37
08 RUSSIAN PREMIER LIGA	230.2 K	=	+0.63
09 LIGUE 2	97.8 K	=	+0.83
10 LEGA B	45.6 K	=	+0.60
11 EREDIVISIE	41.2 K	=	+1.55
12 PRO LEAGUE	28.6 K	=	+2.89
13 UKRAINIAN PL	2.1 K	=	-0.42

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***[from November 13, 2020 to December 14, 2020]**

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IQUII SPORT

LEAGUES Twitter Global

(Twitter global)

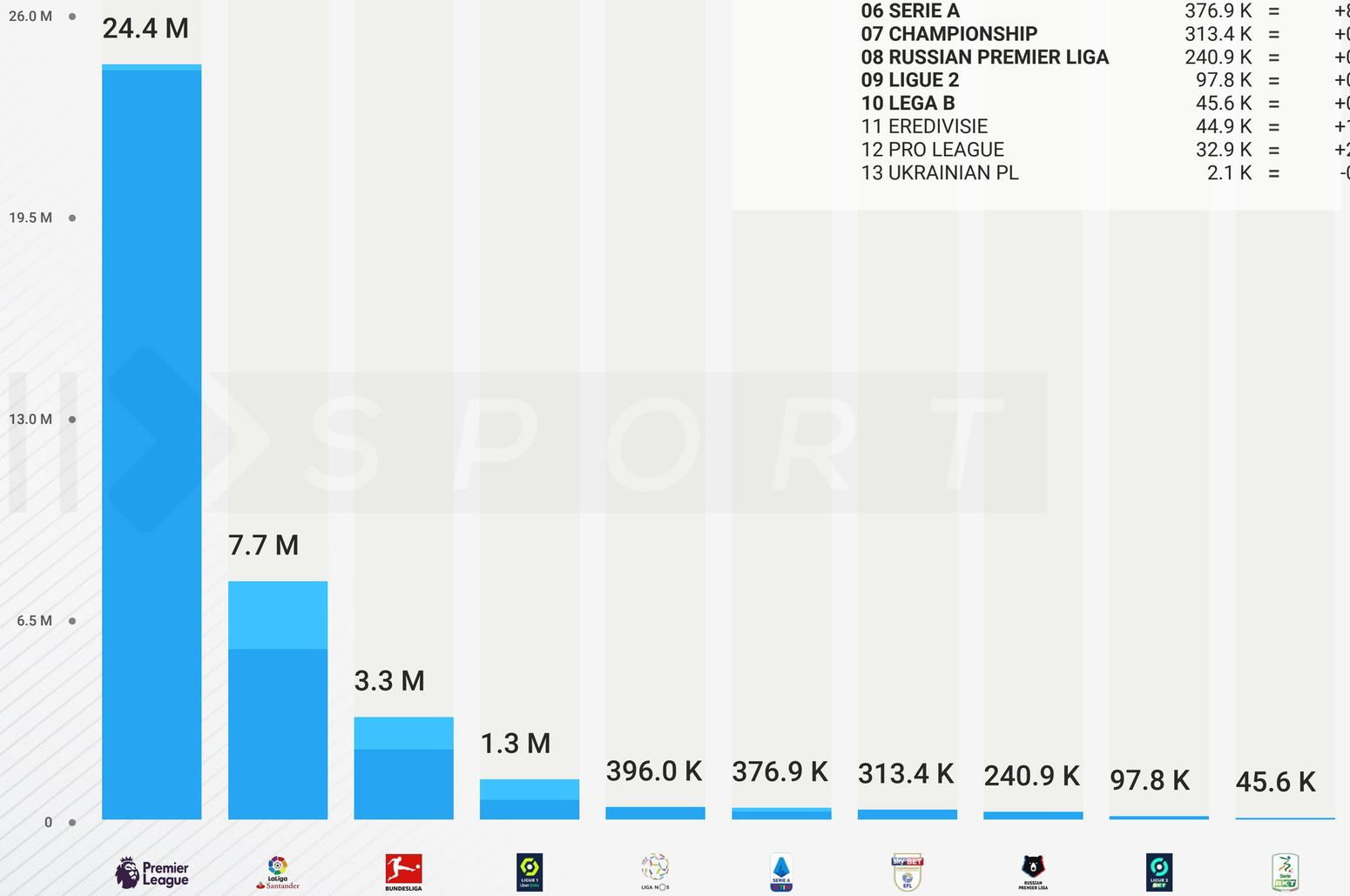
TOTAL FANBASE

38.2 M

EUROPEAN TOP20

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

CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	24.4 M	=	+1.41
02 LA LIGA	7.7 M	=	+1.93
03 1. BUNDESLIGA	3.3 M	=	+0.68
04 LIGUE 1	1.3 M	=	+2.52
05 LIGA NOS	396.0 K	=	+0.57
06 SERIE A	376.9 K	=	+8.16
07 CHAMPIONSHIP	313.4 K	=	+0.53
08 RUSSIAN PREMIER LIGA	240.9 K	=	+0.68
09 LIGUE 2	97.8 K	=	+0.83
10 LEGA B	45.6 K	=	+0.60
11 EREDIVISIE	44.9 K	=	+1.55
12 PRO LEAGUE	32.9 K	=	+2.51
13 UKRAINIAN PL	2.1 K	=	-0.42



*[from November 13, 2020 to December 14, 2020]

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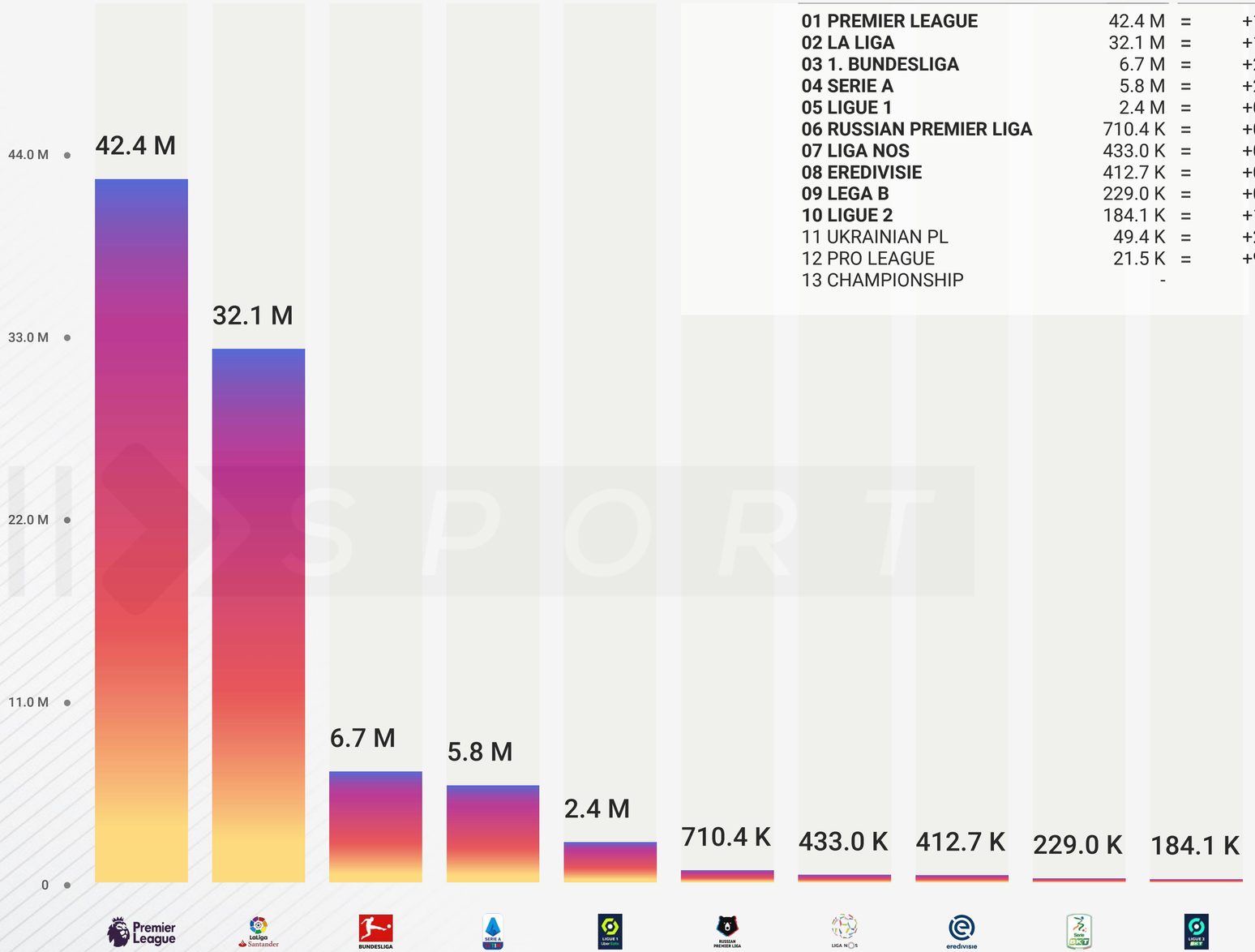
LEAGUES Instagram

TOTAL FANBASE

91.5 M

EUROPEAN TOP20

Ranking of the European Leagues on Instagram.



CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	42.4 M	=	+1.37
02 LA LIGA	32.1 M	=	+1.95
03 1. BUNDESLIGA	6.7 M	=	+2.11
04 SERIE A	5.8 M	=	+2.34
05 LIGUE 1	2.4 M	=	+0.56
06 RUSSIAN PREMIER LIGA	710.4 K	=	+0.71
07 LIGA NOS	433.0 K	=	+0.82
08 EREDIVISIE	412.7 K	=	+0.88
09 LEGA B	229.0 K	=	+0.97
10 LIGUE 2	184.1 K	=	+1.52
11 UKRAINIAN PL	49.4 K	=	+2.35
12 PRO LEAGUE	21.5 K	=	+9.37
13 CHAMPIONSHIP	-		-

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IQUII SPORT

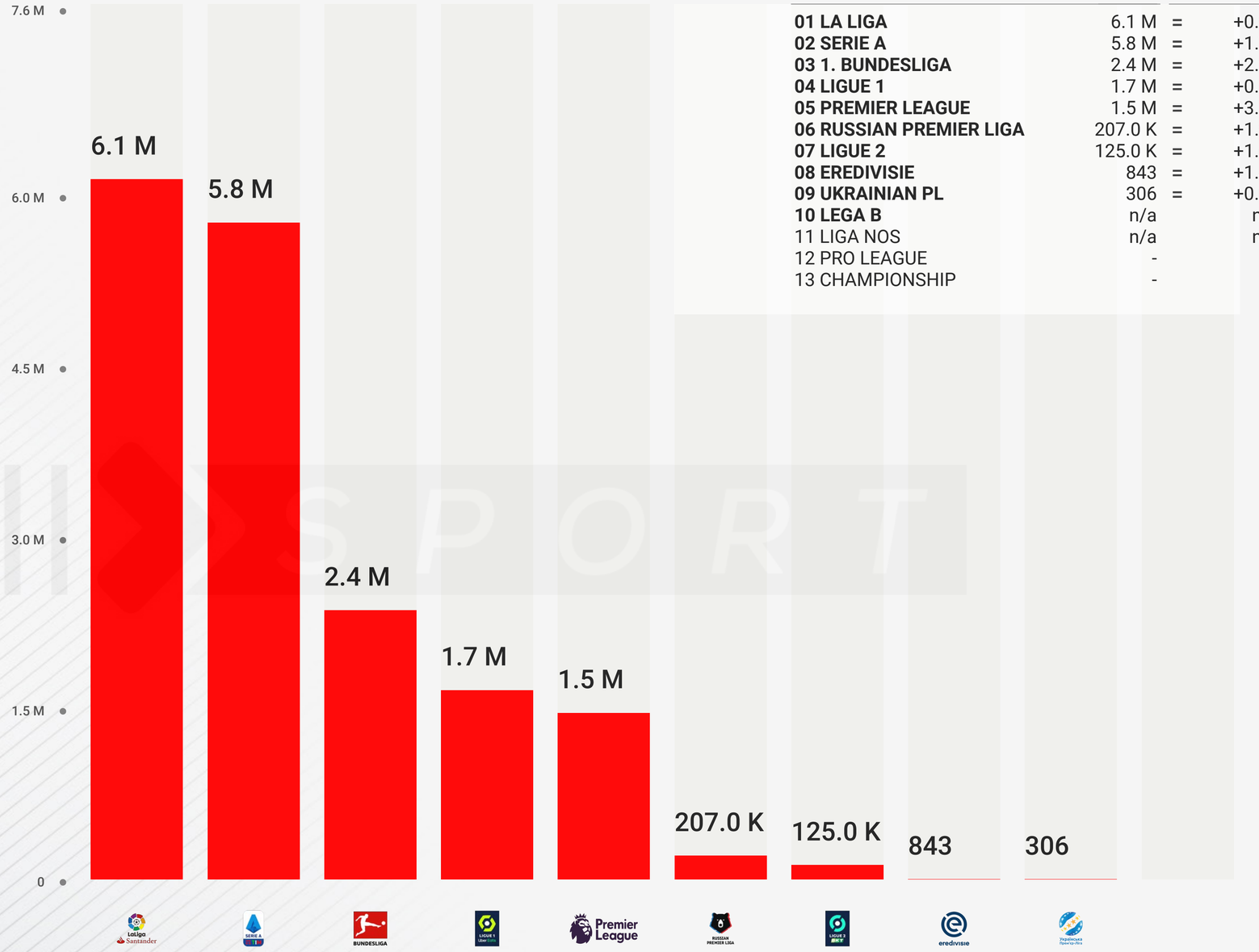
LEAGUES YouTube

TOTAL FANBASE

17.7 M

EUROPEAN TOP20

Ranking of the European Leagues on YouTube.



CLUBS	FANS		% VAR*
01 LA LIGA	6.1 M	=	+0.99
02 SERIE A	5.8 M	=	+1.77
03 1. BUNDESLIGA	2.4 M	=	+2.16
04 LIGUE 1	1.7 M	=	+0.61
05 PREMIER LEAGUE	1.5 M	=	+3.55
06 RUSSIAN PREMIER LIGA	207.0 K	=	+1.97
07 LIGUE 2	125.0 K	=	+1.63
08 EREDIVISIE	843	=	+1.44
09 UKRAINIAN PL	306	=	+0.00
10 LEGA B	n/a		n/a
11 LIGA NOS	n/a		n/a
12 PRO LEAGUE	-		-
13 CHAMPIONSHIP	-		-

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IQUII SPORT

LEAGUES Social

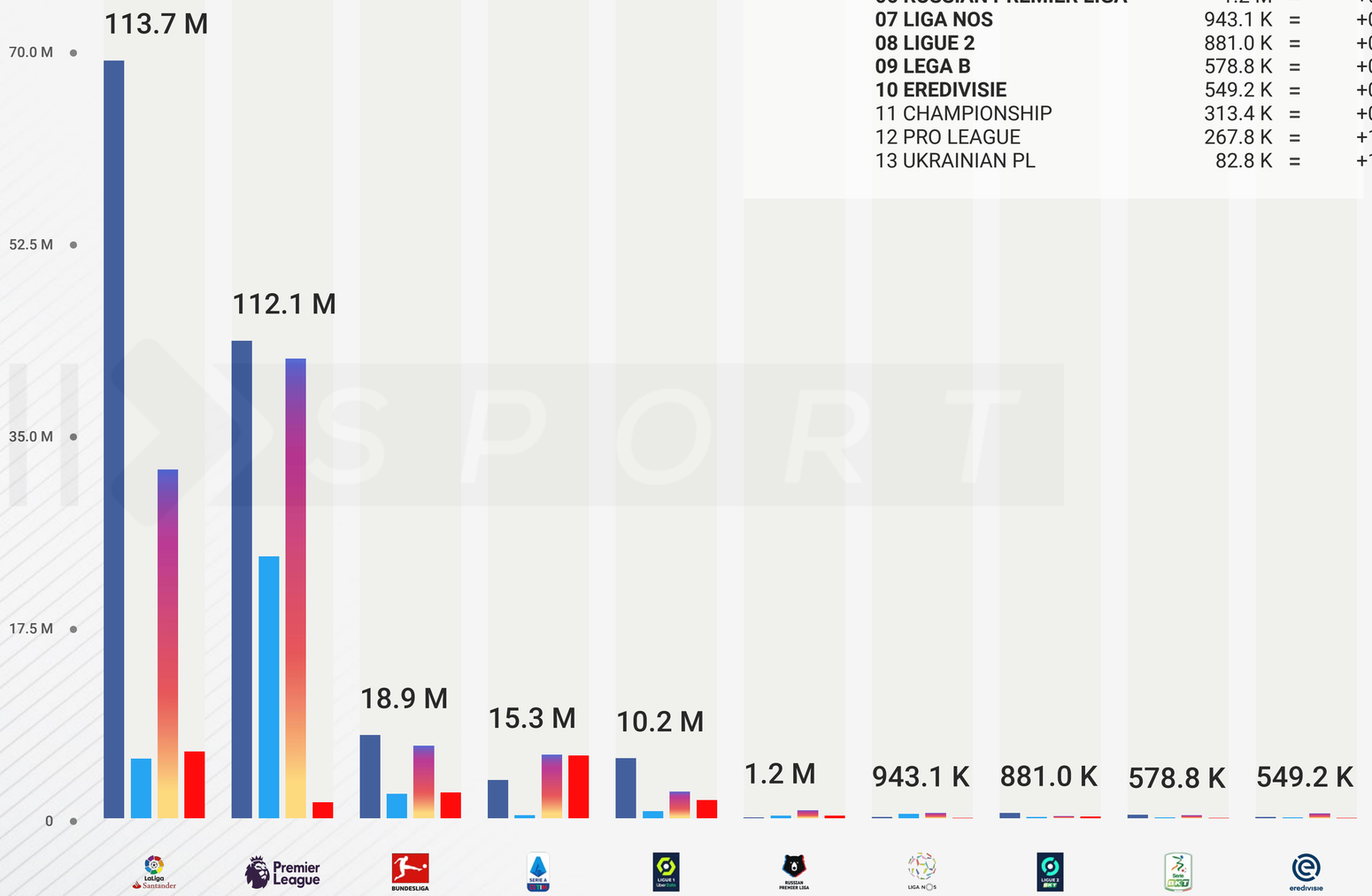
TOTAL FANBASE

275.1 M

EUROPEAN TOP20

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

CLUBS	FANS		% VAR*
01 LA LIGA	113.7 M	=	+1.24
02 PREMIER LEAGUE	112.1 M	=	+0.94
03 1. BUNDESLIGA	18.9 M	=	+1.14
04 SERIE A	15.3 M	=	+1.83
05 LIGUE 1	10.2 M	=	+1.92
06 RUSSIAN PREMIER LIGA	1.2 M	=	+0.91
07 LIGA NOS	943.1 K	=	+0.90
08 LIGUE 2	881.0 K	=	+0.61
09 LEGA B	578.8 K	=	+0.54
10 EREDIVISIE	549.2 K	=	+0.91
11 CHAMPIONSHIP	313.4 K	=	+0.53
12 PRO LEAGUE	267.8 K	=	+1.06
13 UKRAINIAN PL	82.8 K	=	+1.64



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LEAGUES Social

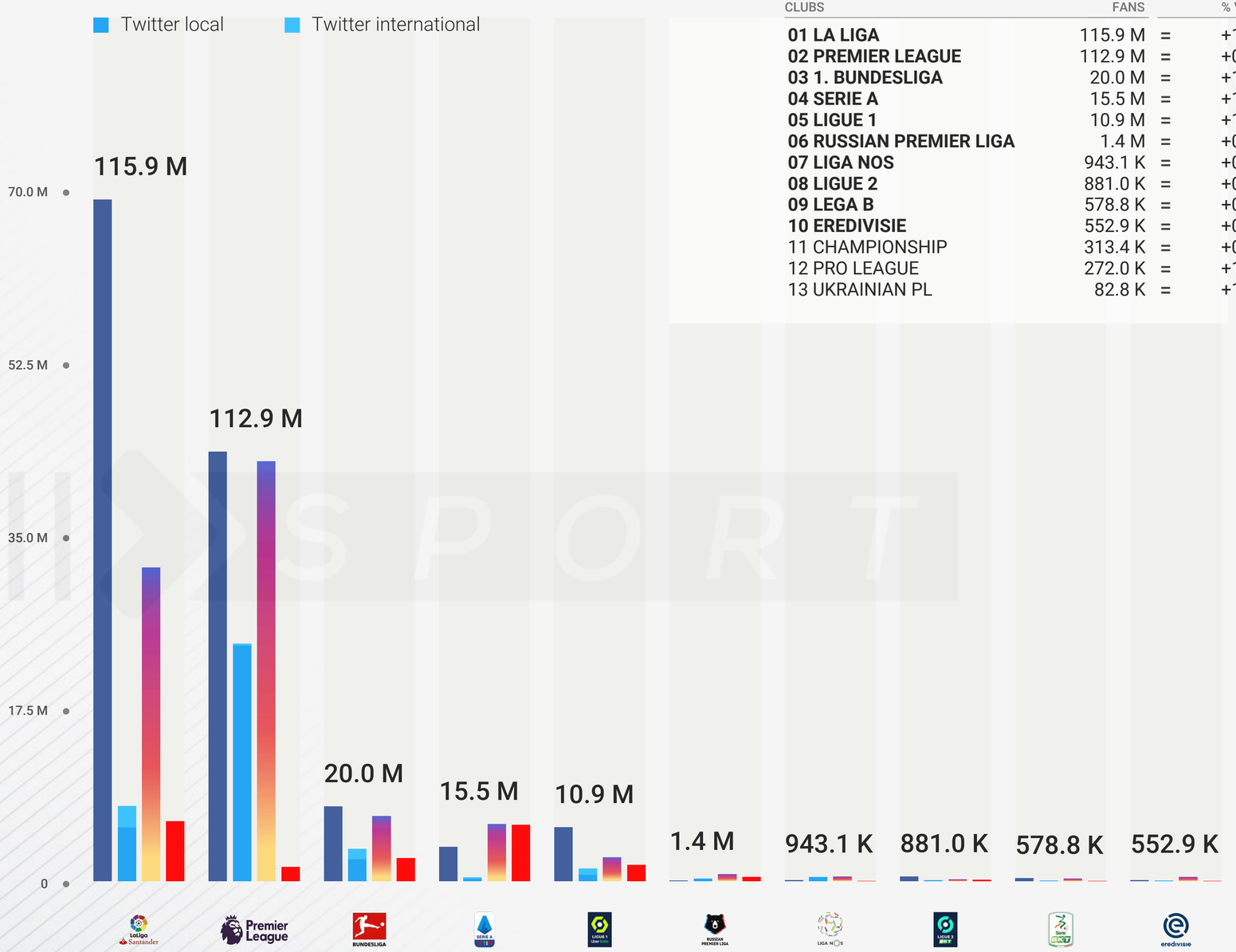
(Twitter global)

TOTAL FANBASE

283.5 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 LA LIGA	115.9 M	=	+1.27
02 PREMIER LEAGUE	112.9 M	=	+0.94
03 1. BUNDESLIGA	20.0 M	=	+1.15
04 SERIE A	15.5 M	=	+1.91
05 LIGUE 1	10.9 M	=	+1.89
06 RUSSIAN PREMIER LIGA	1.4 M	=	+0.92
07 LIGA NOS	943.1 K	=	+0.90
08 LIGUE 2	881.0 K	=	+0.61
09 LEGA B	578.8 K	=	+0.54
10 EREDIVISIE	552.9 K	=	+0.92
11 CHAMPIONSHIP	313.4 K	=	+0.53
12 PRO LEAGUE	272.0 K	=	+1.04
13 UKRAINIAN PL	82.8 K	=	+1.64

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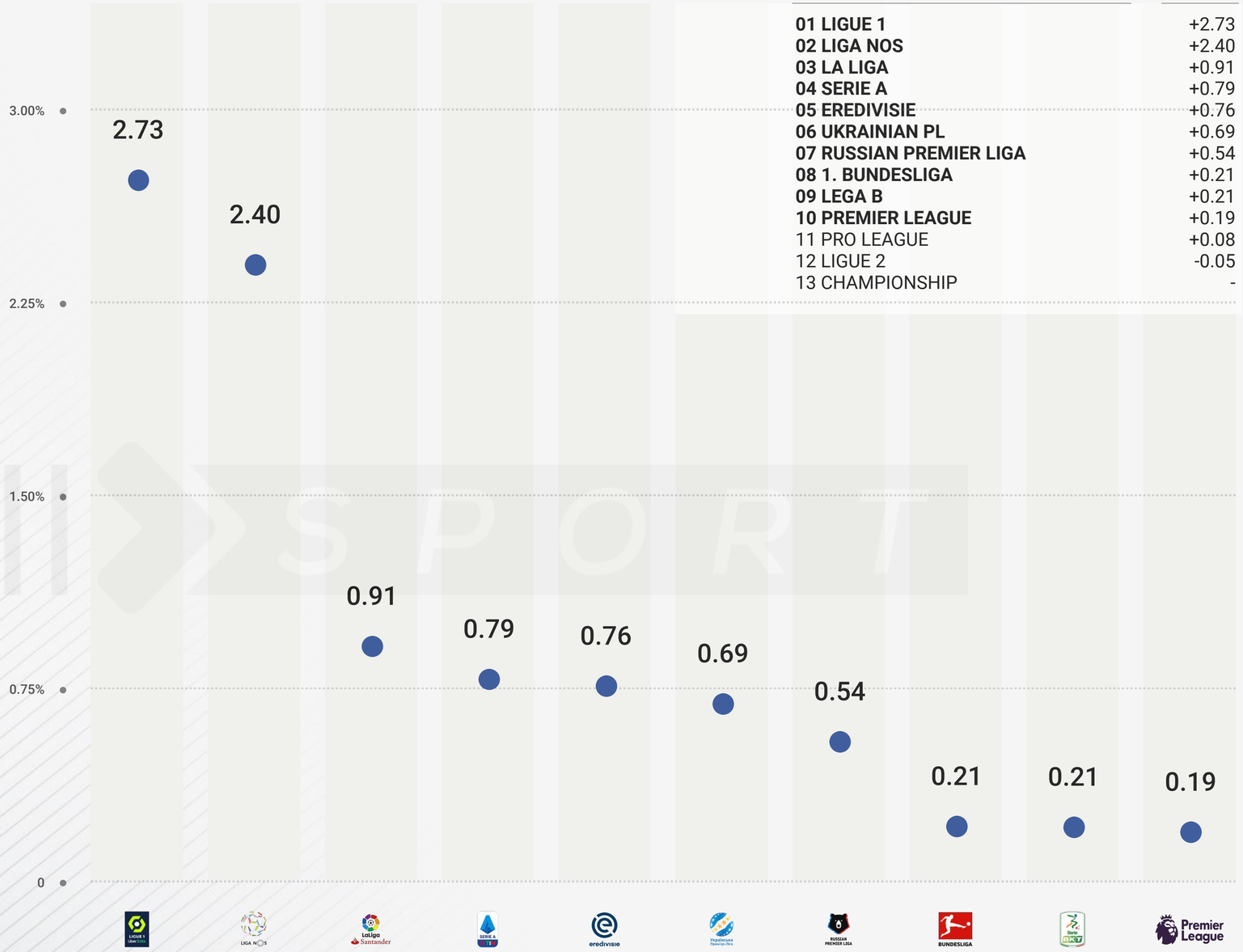
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IQUII SPORT

LEAGUES Facebook

EUROPEAN TOP20

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



CLUBS	% VAR*
01 LIGUE 1	**+2.73**
02 LIGA NOS	**+2.40**
03 LA LIGA	**+0.91**
04 SERIE A	**+0.79**
05 EREDIVISIE	**+0.76**
06 UKRAINIAN PL	**+0.69**
07 RUSSIAN PREMIER LIGA	**+0.54**
08 1. BUNDESLIGA	**+0.21**
09 LEGA B	**+0.21**
10 PREMIER LEAGUE	**+0.19**
11 PRO LEAGUE	+0.08
12 LIGUE 2	-0.05
13 CHAMPIONSHIP	-

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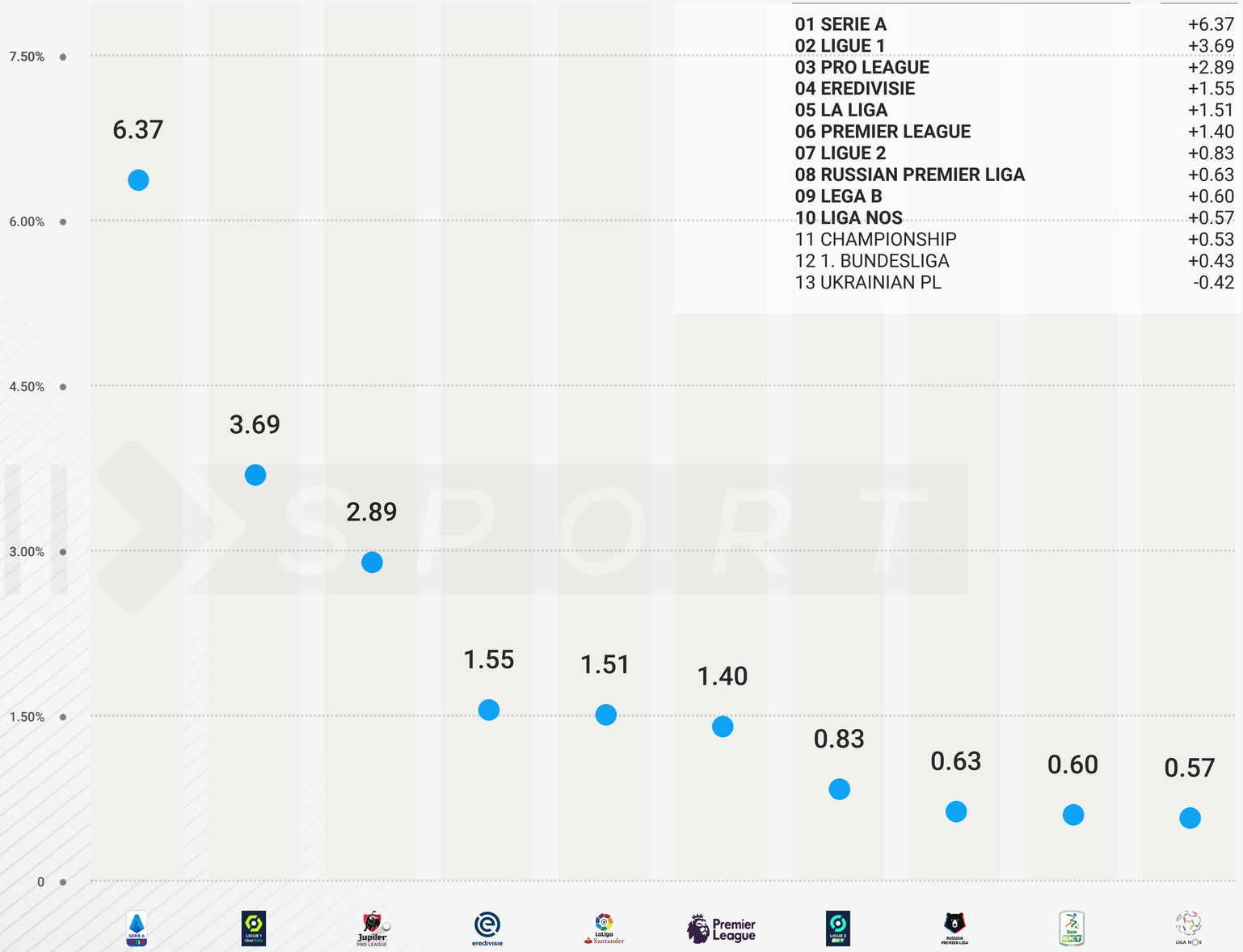
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IQUII SPORT

LEAGUES Twitter

EUROPEAN TOP20

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



CLUBS	% VAR*
01 SERIE A	**+6.37**
02 LIGUE 1	**+3.69**
03 PRO LEAGUE	**+2.89**
04 EREDIVISIE	**+1.55**
05 LA LIGA	**+1.51**
06 PREMIER LEAGUE	**+1.40**
07 LIGUE 2	**+0.83**
08 RUSSIAN PREMIER LIGA	**+0.63**
09 LEGA B	**+0.60**
10 LIGA NOS	**+0.57**
11 CHAMPIONSHIP	+0.53
12 1. BUNDESLIGA	+0.43
13 UKRAINIAN PL	-0.42

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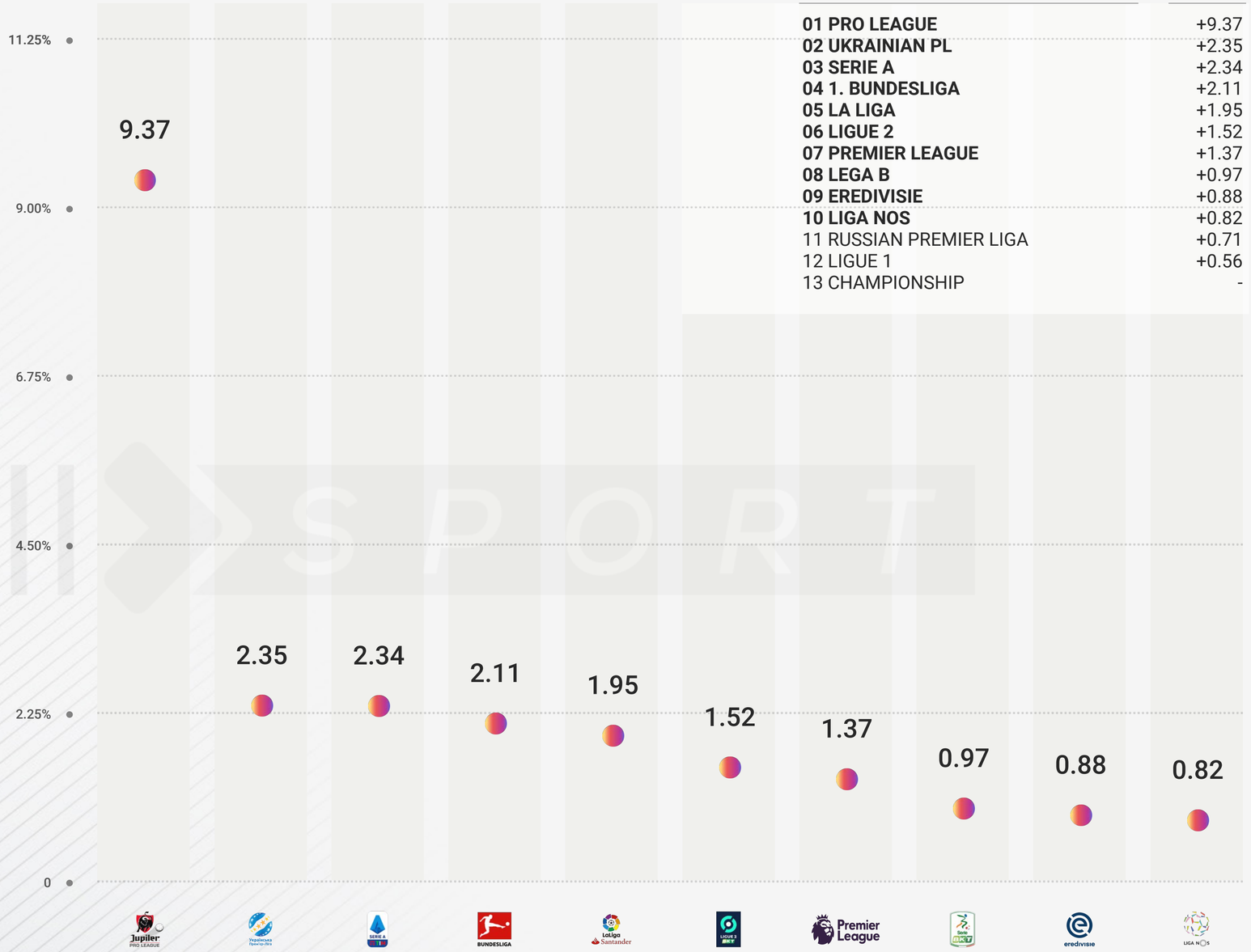
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IQUII SPORT

LEAGUES Instagram

EUROPEAN TOP20

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



CLUBS	% VAR*
01 PRO LEAGUE	+9.37
02 UKRAINIAN PL	+2.35
03 SERIE A	+2.34
04 1. BUNDESLIGA	+2.11
05 LA LIGA	+1.95
06 LIGUE 2	+1.52
07 PREMIER LEAGUE	+1.37
08 LEGA B	+0.97
09 EREDIVISIE	+0.88
10 LIGA NOS	+0.82
11 RUSSIAN PREMIER LIGA	+0.71
12 LIGUE 1	+0.56
13 CHAMPIONSHIP	-

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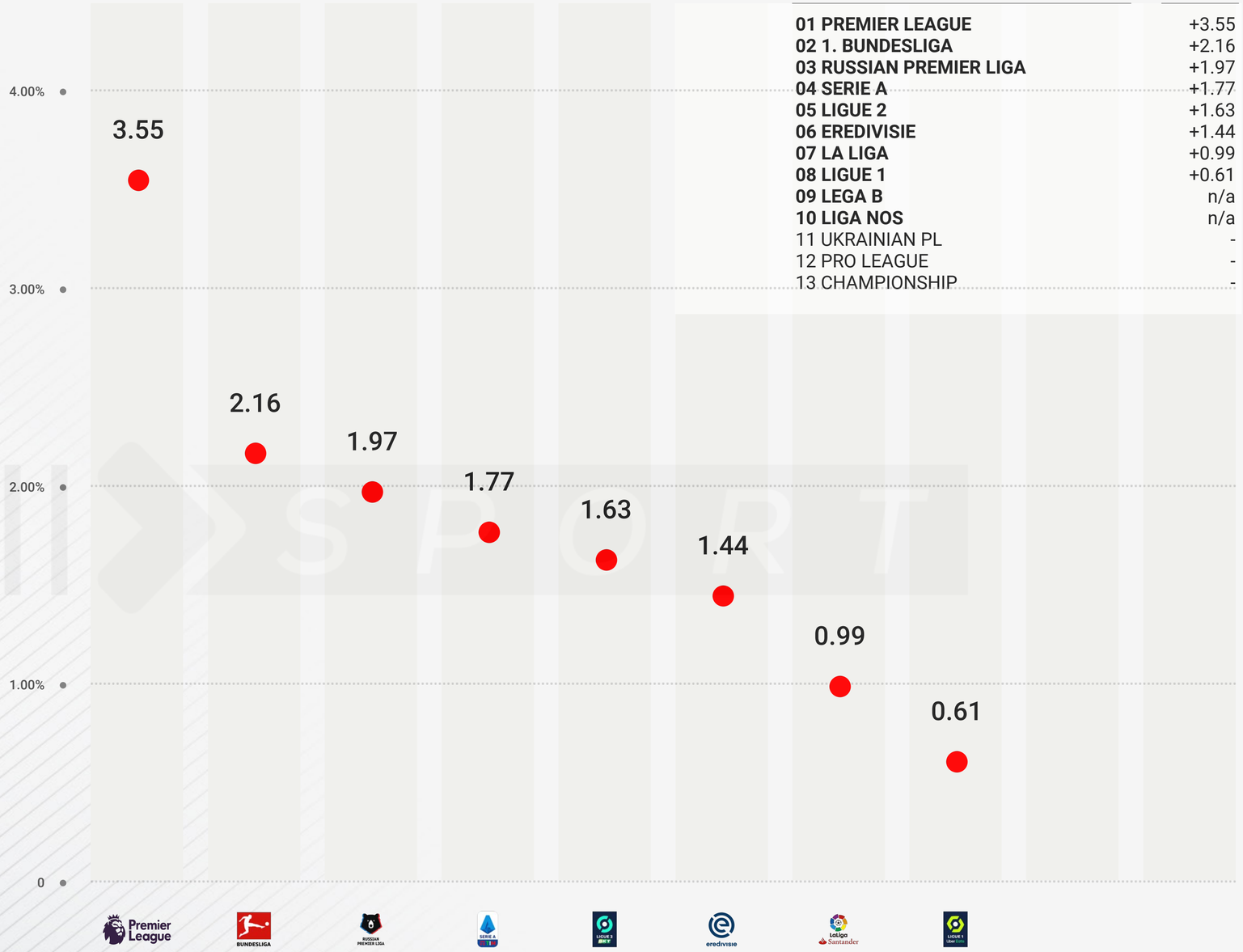
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LEAGUES YouTube

EUROPEAN TOP20

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

CLUBS	% VAR*
01 PREMIER LEAGUE	+3.55
02 1. BUNDESLIGA	+2.16
03 RUSSIAN PREMIER LIGA	+1.97
04 SERIE A	+1.77
05 LIGUE 2	+1.63
06 EREDIVISIE	+1.44
07 LA LIGA	+0.99
08 LIGUE 1	+0.61
09 LEGA B	n/a
10 LIGA NOS	n/a
11 UKRAINIAN PL	-
12 PRO LEAGUE	-
13 CHAMPIONSHIP	-



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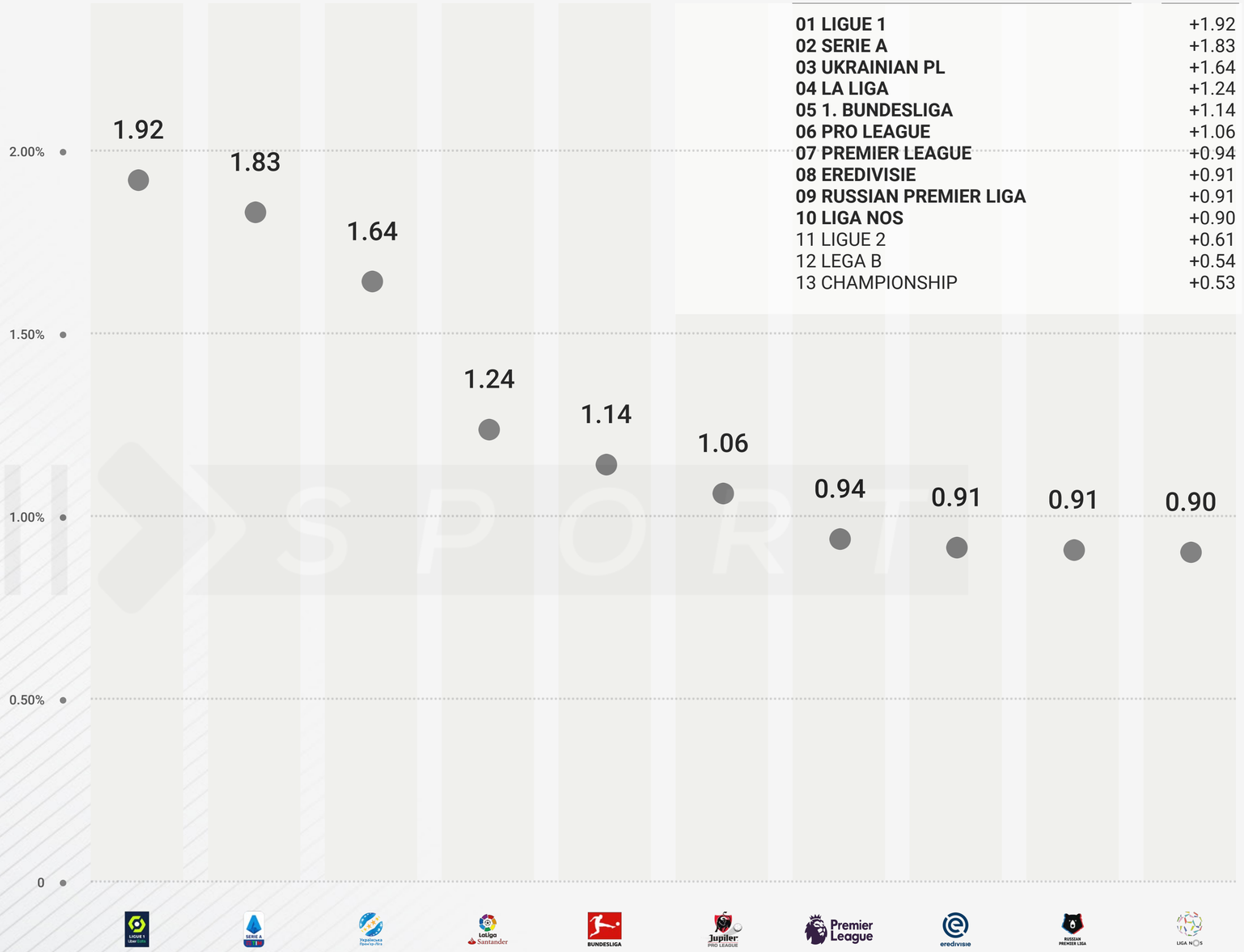
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IQUII SPORT

LEAGUES Social

EUROPEAN TOP20

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



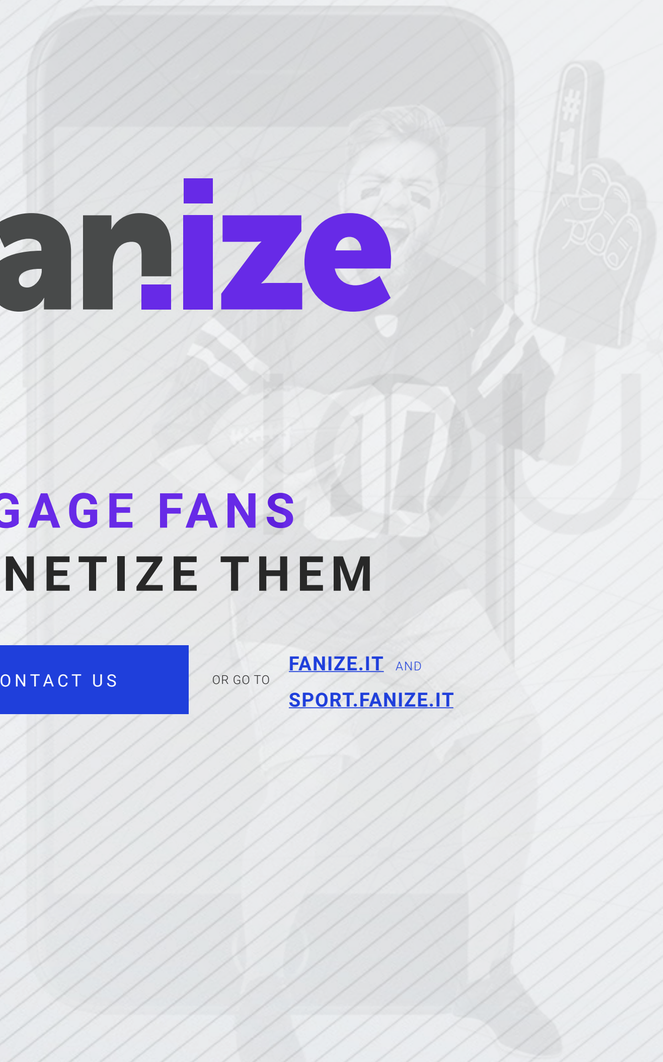
CLUBS	% VAR*
01 LIGUE 1	**+1.92**
02 SERIE A	**+1.83**
03 UKRAINIAN PL	**+1.64**
04 LA LIGA	**+1.24**
05 1. BUNDESLIGA	**+1.14**
06 PRO LEAGUE	**+1.06**
07 PREMIER LEAGUE	**+0.94**
08 EREDIVISIE	**+0.91**
09 RUSSIAN PREMIER LIGA	**+0.91**
10 LIGA NOS	**+0.90**
11 LIGUE 2	+0.61
12 LEGA B	+0.54
13 CHAMPIONSHIP	+0.53

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Fanize

ENGAGE FANS
MONETIZE THEM

CONTACT US

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

The fan engagement and loyalty platform based on gamification and rewarding dynamics, able to engage the user in the transactional phase (after the purchase) and in the pre-transactional one.

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

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

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WHO CHOSE US



OLIMPIA MILANO



2021 FIS ALPINE WORLD SKI CHAMPIONSHIPS



FIR - FEDERAZIONE ITALIANA RUGBY



LEGA NAZIONALE PROFESSIONISTI B



FROSINONE CALCIO



GIRO D'ITALIA



VIRTUS ENTELLA



VIRTUS BOLOGNA

Fanize

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OUR REPORTS

#TWFCReport



#TEFPReport



#TEFSReport



#TBLReport



#NBAInsightReport



#TVLReport



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IQUII SPORT

OUR CLIENTS



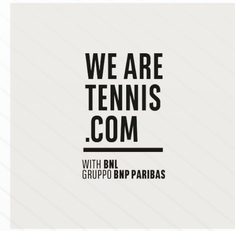






































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IQUII SPORT

IQUII

FORWARD THINKING

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

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

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

We are
Digital Enablers



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Edition **30**

Version 1.0 - 17.12.20
[first release]

Methodology and Specs

Data are collected through proprietary tools and concern European football clubs. We currently analyse 10 European countries: England, France, Germany, Italy and Spain (first and second national divisions), Portugal, Russia, Netherlands, Belgium and Ukraine (first national divisions). Logos and all rights are reserved to their respective owners.
The collection of the data has been carried out on December 14, 2020. The report update will be done on a monthly basis.

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

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