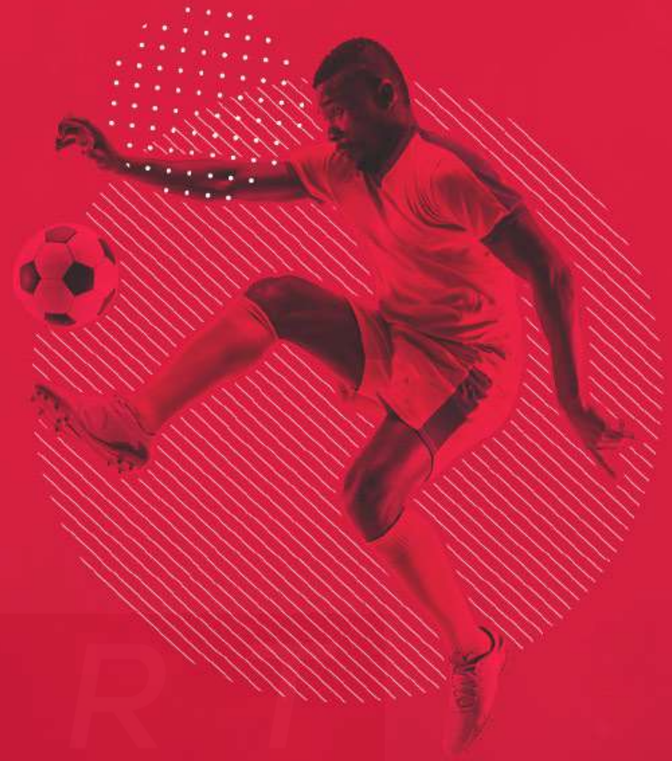
IQUII SPORT



THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

LAST UPDATE JUN 2020

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27TH EDITION

IQUII SPORT

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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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IQUII SPORT

IQUII SPORT

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.

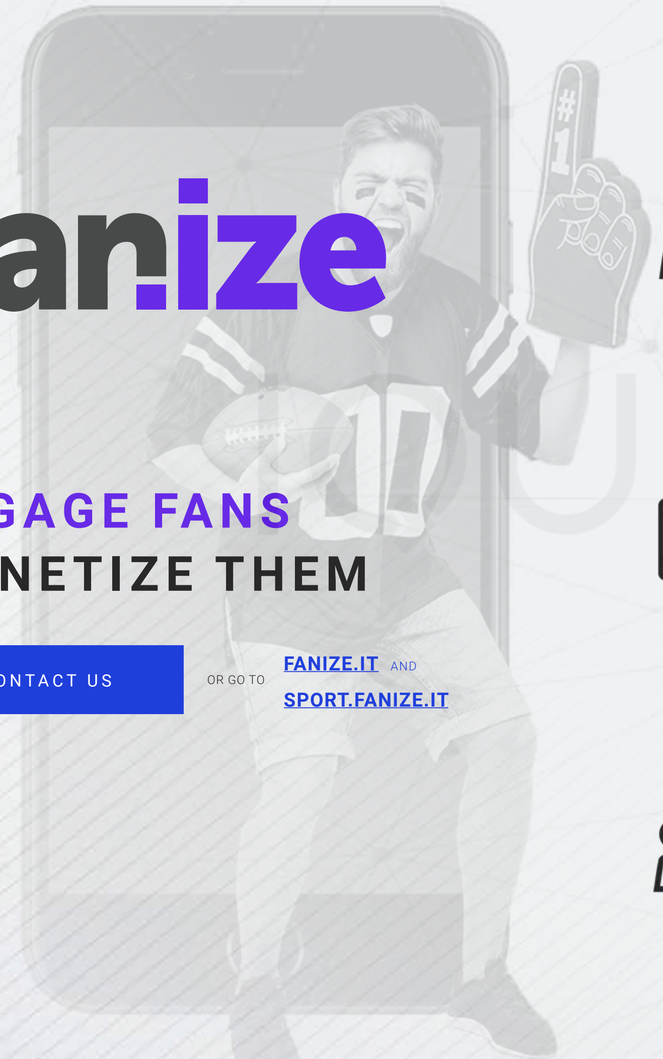


DATA

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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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.

WHO CHOSE US



FIR - FEDERAZIONE ITALIANA RUGBY



2021 FIS ALPINE WORLD SKI CHAMPIONSHIPS



GIRO D'ITALIA



VIRTUS BOLOGNA



FROSINONE CALCIO



LEGA NAZIONALE PROFESSIONISTI B

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SPORTXP
FAN EXPERIENCE PLATFORM

OUR HUB
YOUR STRATEGY

CONTACT US OR GO TO **SPORTXP.NET**

The sport platform designed to offer a complete fan experience able to transform the fan from just a user to an active part of the community.

The new frontier of fan engagement where supporters will experience personalised features dedicated to the world of their club.

The software born to acquire a constant flow of data and to optimise the acquisition, membership and monetization processes.

WHO CHOSE US



2021 FIS ALPINE WORLD SKI CHAMPIONSHIPS



FIR - FEDERAZIONE ITALIANA RUGBY



INTERNAZIONALI BNL D'ITALIA



SIR VOLLEY PERUGIA



FROSINONE CALCIO



VENEZIA FC



VIRTUS ROMA

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PLAYERXP

FAN ENGAGEMENT PLATFORM

WE ASSIST
YOU SCORE

CONTACT US

OR GO TO **PLAYERXP.IT**

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

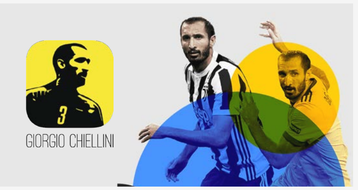
The innovative digital space to get in touch with the fanbase in a new and deeper way, for a closer and more interactive relationship.

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

WHO CHOSE US



GIANLUIGI BUFFON



GIORGIO CHIELLINI



LORENZO INSIGNE



HENRY SIMS



ALICE BETTO

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OUR CLIENTS



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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 9 European countries and counting, following the **UEFA Country Coefficients Ranking**. For the first 6 countries (Spain, England, Germany, Italy, France and Portugal), we analyse the first and second divisions, the presence of the mobile apps offered by their clubs and the social media following of their related players. Regarding the other countries (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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Countries included in the clubs' analysis

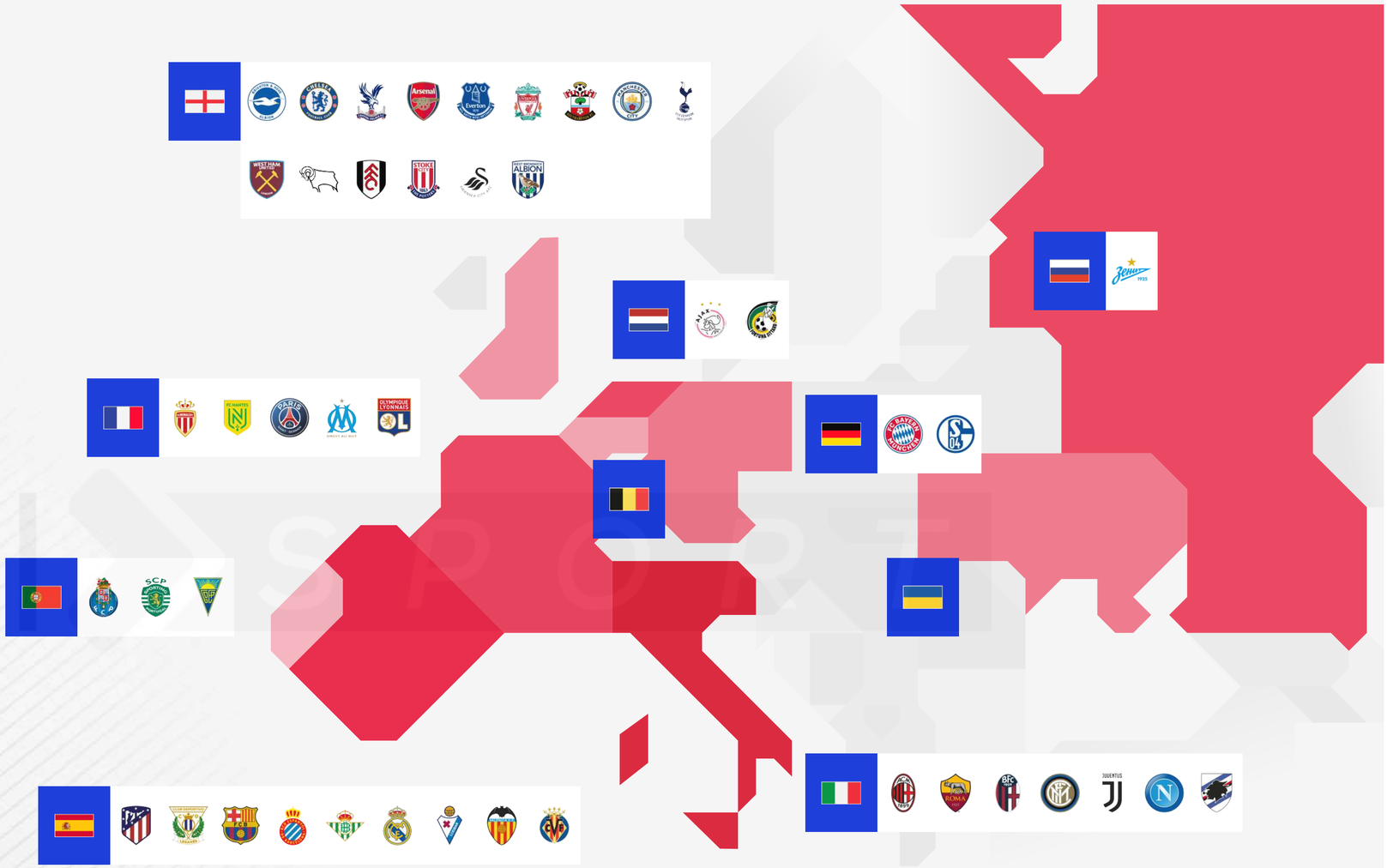


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EUROPE Dugout

Overview of the presence on **Dugout** of the 300 **football clubs** analysed.



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EUROPE SnapShot / General

10

COUNTRIES

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

300

CLUBS

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

43

BRANDS

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

1.6 B

+ 0.56%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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

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IQUII SPORT

EUROPE Facebook

TOTAL FANBASE
818.9 M

COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	111.2 M	=	-0.13
02	FC BARCELONA	103.1 M	=	-0.15
03	MANCHESTER UNITED	73.1 M	=	-0.13
04	FC BAYERN MÜNCHEN	49.5 M	=	-0.23
05	CHELSEA FC	48.0 M	=	-0.14
06	JUVENTUS FC	41.4 M	▲ +1	+0.41
07	PSG	41.3 M	▼ -1	-0.35
08	MANCHESTER CITY	39.8 M	=	+0.74
09	FC ARSENAL	37.6 M	=	-0.15
10	FC LIVERPOOL	36.3 M	=	+0.06
11	AC MILAN	25.1 M	=	+0.21
12	FC INTERNAZIONALE	24.2 M	=	+4.27
13	TOTTENHAM HOTSPUR	16.0 M	=	+3.61
14	BORUSSIA DORTMUND	15.2 M	=	+0.12
15	ATLÉTICO DE MADRID	13.6 M	=	-0.28
16	AS ROMA	9.5 M	=	-0.20
17	AS MONACO	7.1 M	=	+0.50
18	LEICESTER CITY	6.6 M	=	-0.22
19	OLYMPIQUE DE M.	5.7 M	=	+1.35
20	SSC NAPOLI	4.5 M	=	+0.02

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

EUROPE Twitter

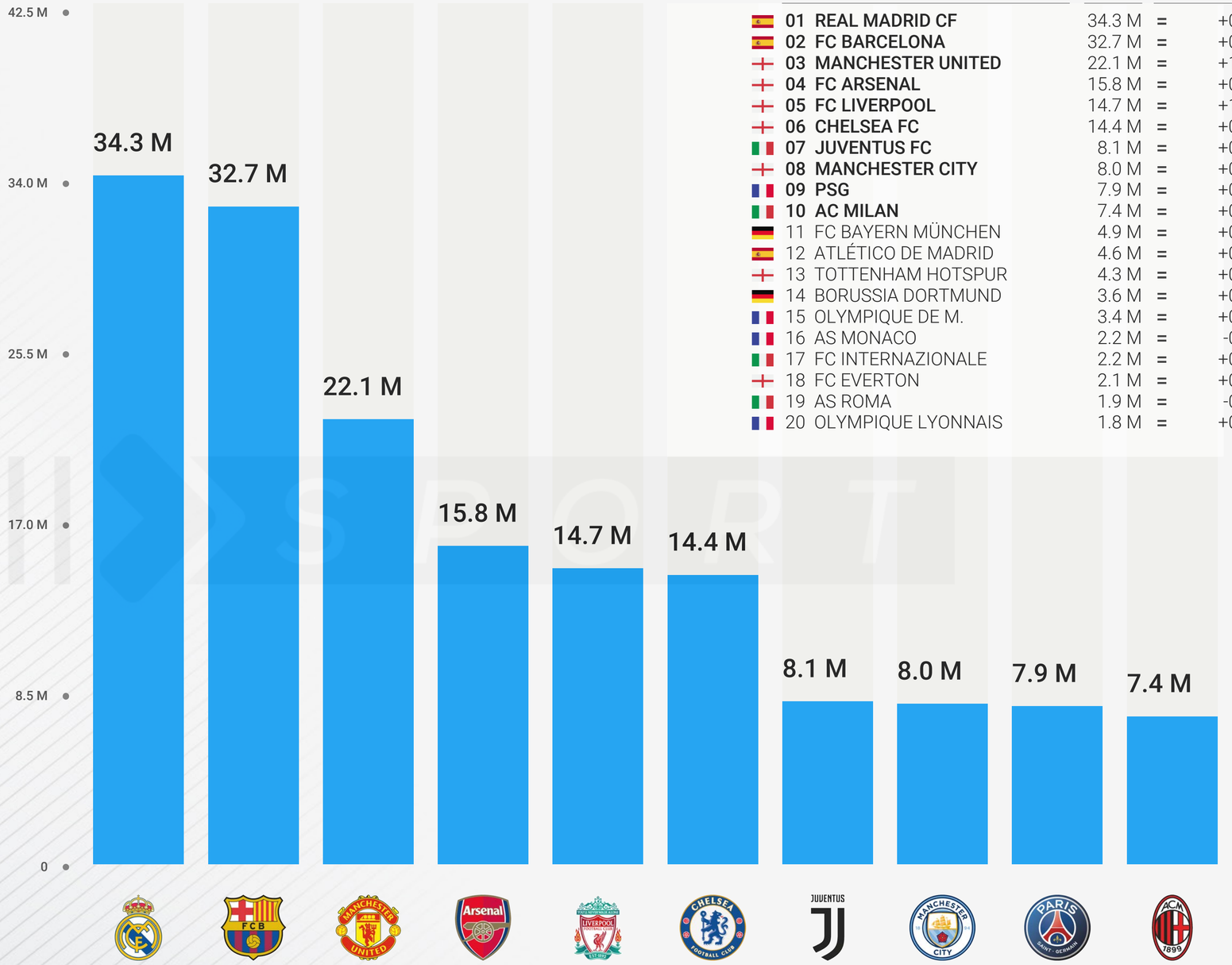
TOTAL FANBASE
263.0 M

COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	34.3 M	=	+0.29
02	FC BARCELONA	32.7 M	=	+0.48
03	MANCHESTER UNITED	22.1 M	=	+1.02
04	FC ARSENAL	15.8 M	=	+0.16
05	FC LIVERPOOL	14.7 M	=	+1.20
06	CHELSEA FC	14.4 M	=	+0.52
07	JUVENTUS FC	8.1 M	=	+0.57
08	MANCHESTER CITY	8.0 M	=	+0.55
09	PSG	7.9 M	=	+0.63
10	AC MILAN	7.4 M	=	+0.13
11	FC BAYERN MÜNCHEN	4.9 M	=	+0.18
12	ATLÉTICO DE MADRID	4.6 M	=	+0.03
13	TOTTENHAM HOTSPUR	4.3 M	=	+0.59
14	BORUSSIA DORTMUND	3.6 M	=	+0.72
15	OLYMPIQUE DE M.	3.4 M	=	+0.71
16	AS MONACO	2.2 M	=	-0.04
17	FC INTERNAZIONALE	2.2 M	=	+0.04
18	FC EVERTON	2.1 M	=	+0.04
19	AS ROMA	1.9 M	=	-0.17
20	OLYMPIQUE LYONNAIS	1.8 M	=	+0.04

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

EUROPE Twitter global

TOTAL FANBASE
339.2 M

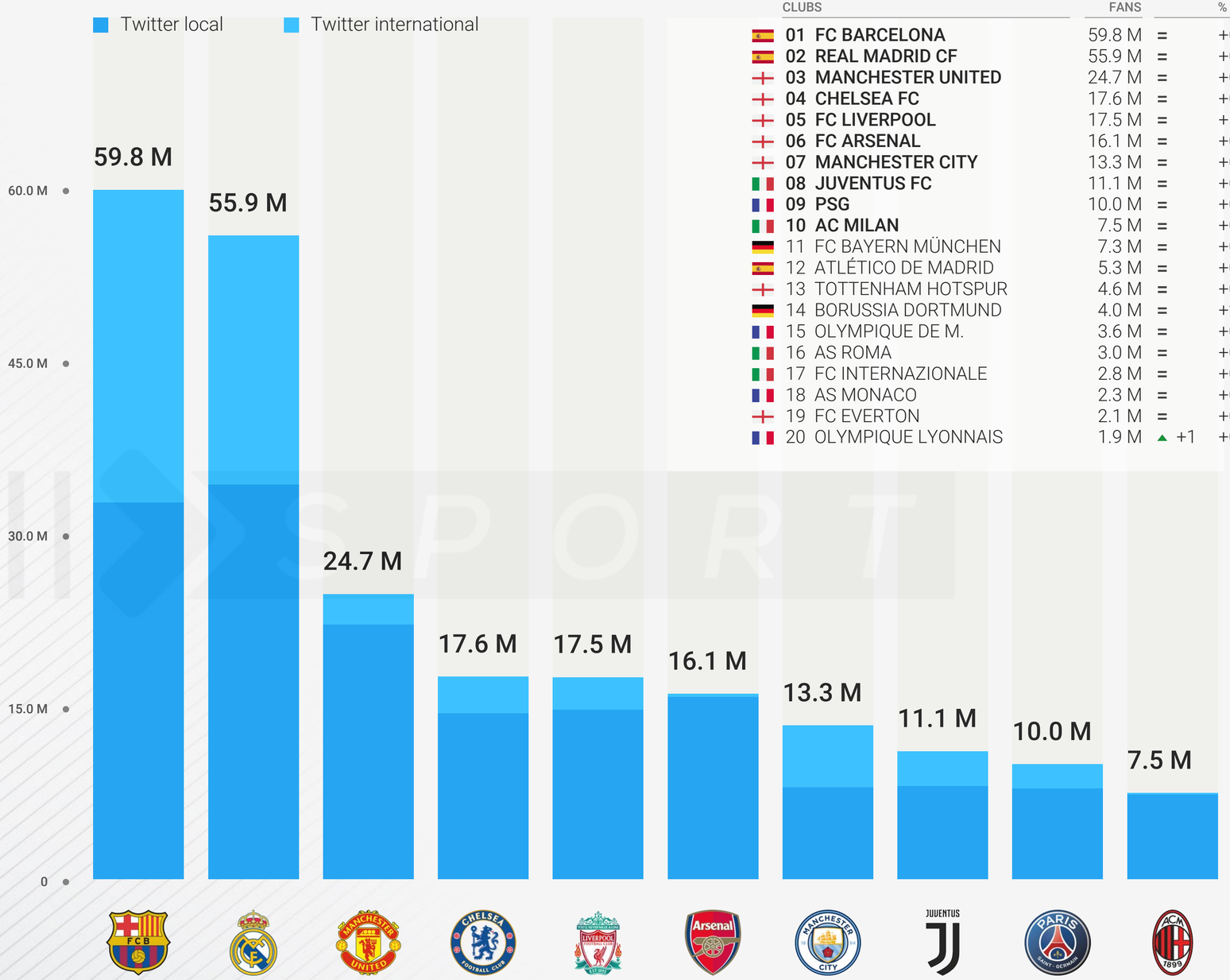
COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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

*[from May 15, 2020 to June 16, 2020]



	CLUBS	FANS		% VAR*
01	FC BARCELONA	59.8 M	=	+0.54
02	REAL MADRID CF	55.9 M	=	+0.35
03	MANCHESTER UNITED	24.7 M	=	+0.97
04	CHELSEA FC	17.6 M	=	+0.45
05	FC LIVERPOOL	17.5 M	=	+1.22
06	FC ARSENAL	16.1 M	=	+0.16
07	MANCHESTER CITY	13.3 M	=	+0.55
08	JUVENTUS FC	11.1 M	=	+0.68
09	PSG	10.0 M	=	+0.66
10	AC MILAN	7.5 M	=	+0.16
11	FC BAYERN MÜNCHEN	7.3 M	=	+0.56
12	ATLÉTICO DE MADRID	5.3 M	=	+0.20
13	TOTTENHAM HOTSPUR	4.6 M	=	+0.58
14	BORUSSIA DORTMUND	4.0 M	=	+2.14
15	OLYMPIQUE DE M.	3.6 M	=	+0.82
16	AS ROMA	3.0 M	=	+0.07
17	FC INTERNAZIONALE	2.8 M	=	+0.24
18	AS MONACO	2.3 M	=	+0.01
19	FC EVERTON	2.1 M	=	+0.04
20	OLYMPIQUE LYONNAIS	1.9 M	▲ +1	+0.55

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IQUII SPORT

EUROPE Instagram

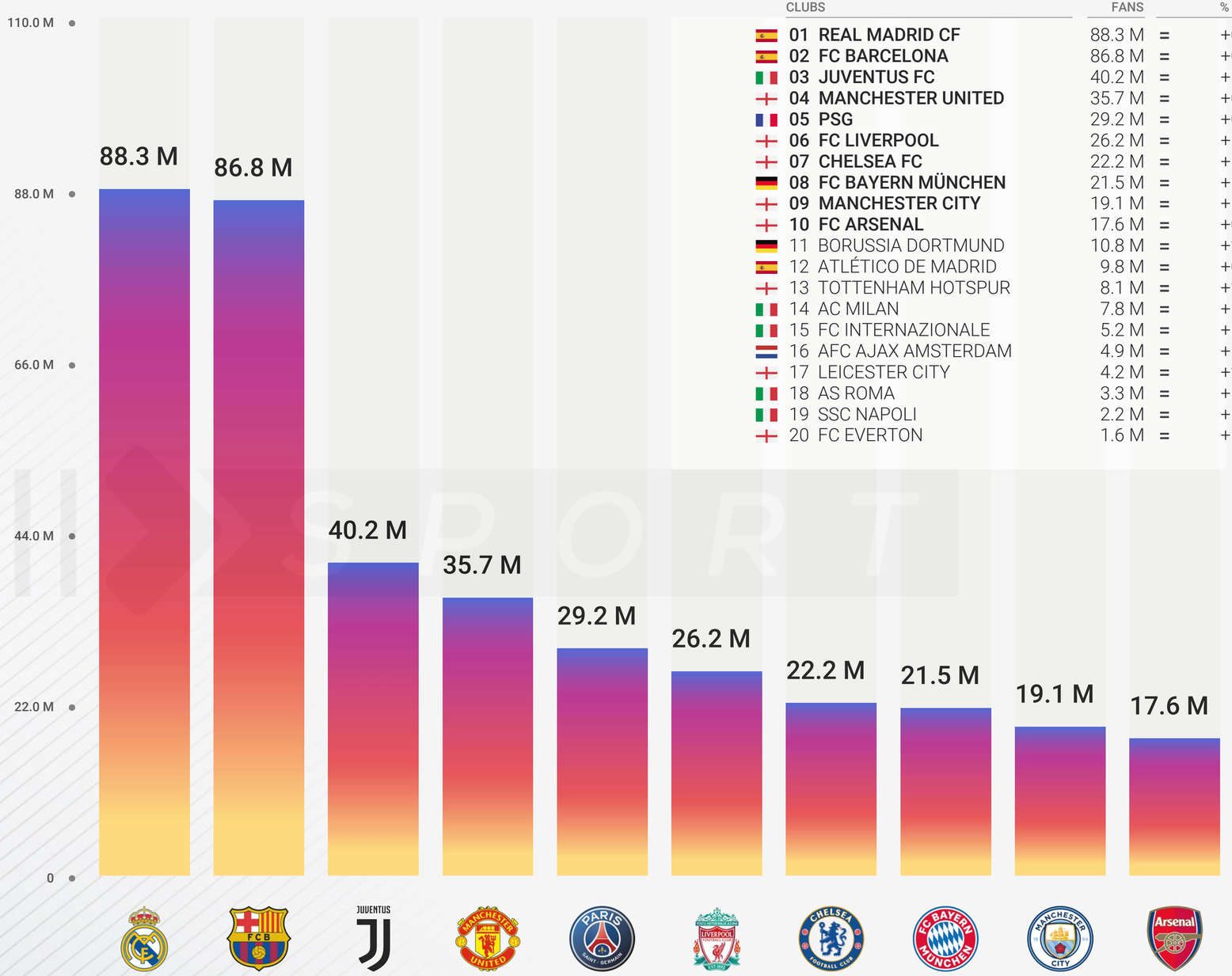
TOTAL FANBASE
494.1 M

COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	88.3 M	=	+0.93
02	FC BARCELONA	86.8 M	=	+0.88
03	JUVENTUS FC	40.2 M	=	+1.52
04	MANCHESTER UNITED	35.7 M	=	+0.83
05	PSG	29.2 M	=	+0.76
06	FC LIVERPOOL	26.2 M	=	+1.61
07	CHELSEA FC	22.2 M	=	+1.22
08	FC BAYERN MÜNCHEN	21.5 M	=	+1.49
09	MANCHESTER CITY	19.1 M	=	+1.50
10	FC ARSENAL	17.6 M	=	+0.70
11	BORUSSIA DORTMUND	10.8 M	=	+2.94
12	ATLÉTICO DE MADRID	9.8 M	=	+0.85
13	TOTTENHAM HOTSPUR	8.1 M	=	+2.16
14	AC MILAN	7.8 M	=	+1.43
15	FC INTERNAZIONALE	5.2 M	=	+1.79
16	AFC AJAX AMSTERDAM	4.9 M	=	+1.34
17	LEICESTER CITY	4.2 M	=	+2.40
18	AS ROMA	3.3 M	=	+1.30
19	SSC NAPOLI	2.2 M	=	+1.58
20	FC EVERTON	1.6 M	=	+1.22

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

EUROPE YouTube

TOTAL FANBASE
48.3 M

COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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



	CLUBS	FANS		% VAR*
01	FC BARCELONA	9.5 M	=	+1.39
02	REAL MADRID CF	5.7 M	=	+0.88
03	FC LIVERPOOL	4.7 M	=	+1.30
04	MANCHESTER UNITED	2.9 M	=	+2.84
05	JUVENTUS FC	2.7 M	=	+1.92
06	MANCHESTER CITY	2.5 M	=	+0.81
07	PSG	2.3 M	=	+0.44
08	FC ARSENAL	1.8 M	=	+2.26
09	CHELSEA FC	1.8 M	=	+2.27
10	FC BAYERN MÜNCHEN	1.5 M	=	+2.10
11	TOTTENHAM HOTSPUR	1.1 M	=	+1.79
12	AFC AJAX AMSTERDAM	667.0 K	=	+1.21
13	FC INTERNAZIONALE	622.0 K	=	+0.97
14	BORUSSIA DORTMUND	616.0 K	▲ +1	+2.50
15	AC MILAN	615.0 K	▼ -1	+0.99
16	FC ZENIT	522.0 K	=	-0.19
17	REAL BETIS BALOMPIÉ	357.0 K	=	+1.42
18	WOLVERHAMPTON W.	354.0 K	▲ +1	+3.21
19	OLYMPIQUE DE M.	350.0 K	▼ -1	+0.86
20	AS ROMA	343.0 K	=	+0.59

***[from May 15, 2020 to June 16, 2020]**

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

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EUROPE TikTok

TOTAL FANBASE
21.8 M

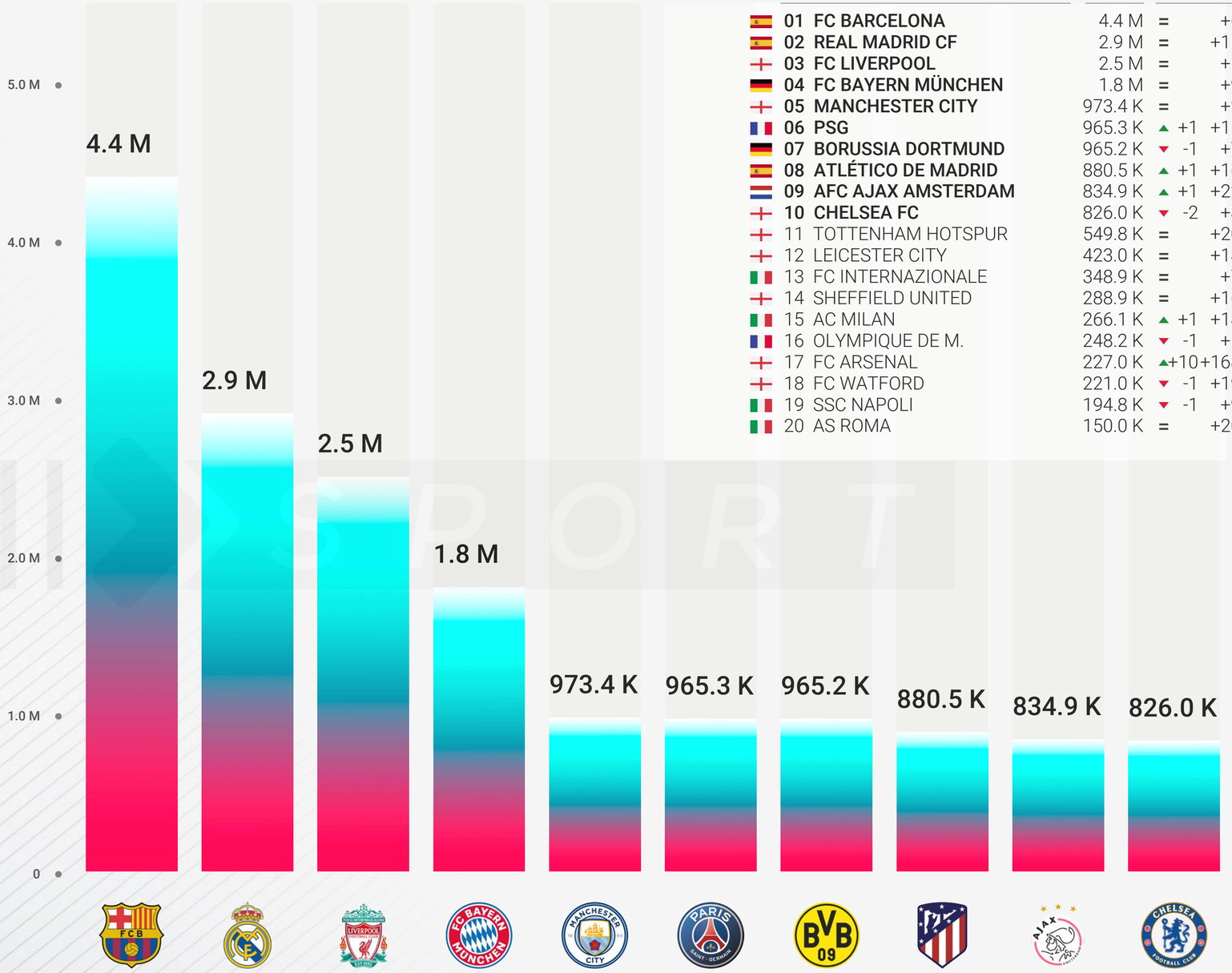
COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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

*[from May 15, 2020 to June 16, 2020]



	CLUBS	FANS		% VAR*
01	FC BARCELONA	4.4 M	=	+6.06
02	REAL MADRID CF	2.9 M	=	+15.72
03	FC LIVERPOOL	2.5 M	=	+5.42
04	FC BAYERN MÜNCHEN	1.8 M	=	+9.52
05	MANCHESTER CITY	973.4 K	=	+2.59
06	PSG	965.3 K	▲ +1	+11.09
07	BORUSSIA DORTMUND	965.2 K	▼ -1	+7.66
08	ATLÉTICO DE MADRID	880.5 K	▲ +1	+16.83
09	AFC AJAX AMSTERDAM	834.9 K	▲ +1	+22.17
10	CHELSEA FC	826.0 K	▼ -2	+8.19
11	TOTTENHAM HOTSPUR	549.8 K	=	+20.99
12	LEICESTER CITY	423.0 K	=	+18.82
13	FC INTERNAZIONALE	348.9 K	=	+7.70
14	SHEFFIELD UNITED	288.9 K	=	+16.48
15	AC MILAN	266.1 K	▲ +1	+18.32
16	OLYMPIQUE DE M.	248.2 K	▼ -1	+5.75
17	FC ARSENAL	227.0 K	▲+10	+168.66
18	FC WATFORD	221.0 K	▼ -1	+19.84
19	SSC NAPOLI	194.8 K	▼ -1	+9.80
20	AS ROMA	150.0 K	=	+20.17

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EUROPE Social

TOTAL FANBASE
1.6 B

COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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	239.4 M	=	+0.34
02	FC BARCELONA	232.1 M	=	+0.38
03	MANCHESTER UNITED	133.9 M	=	+0.37
04	JUVENTUS FC	92.4 M	=	+0.95
05	CHELSEA FC	86.4 M	=	+0.37
06	FC LIVERPOOL	81.9 M	=	+0.83
07	PSG	80.6 M	=	+0.17
08	FC BAYERN MÜNCHEN	77.3 M	=	+0.31
09	FC ARSENAL	72.8 M	=	+0.18
10	MANCHESTER CITY	69.4 M	=	+0.93
11	AC MILAN	40.8 M	=	+0.44
12	FC INTERNAZIONALE	32.1 M	=	+3.51
13	BORUSSIA DORTMUND	30.1 M	=	+1.24
14	TOTTENHAM HOTSPUR	29.5 M	=	+2.69
15	ATLÉTICO DE MADRID	28.3 M	=	+0.17
16	AS ROMA	15.0 M	=	+0.15
17	LEICESTER CITY	12.6 M	=	+0.71
18	AS MONACO	11.0 M	=	+0.55
19	OLYMPIQUE DE M.	11.0 M	=	+1.26
20	AFC AJAX AMSTERDAM	10.1 M	=	+0.71

***[from May 15, 2020 to June 16, 2020]**

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

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IQUII SPORT

EUROPE Social

Twitter global + TikTok

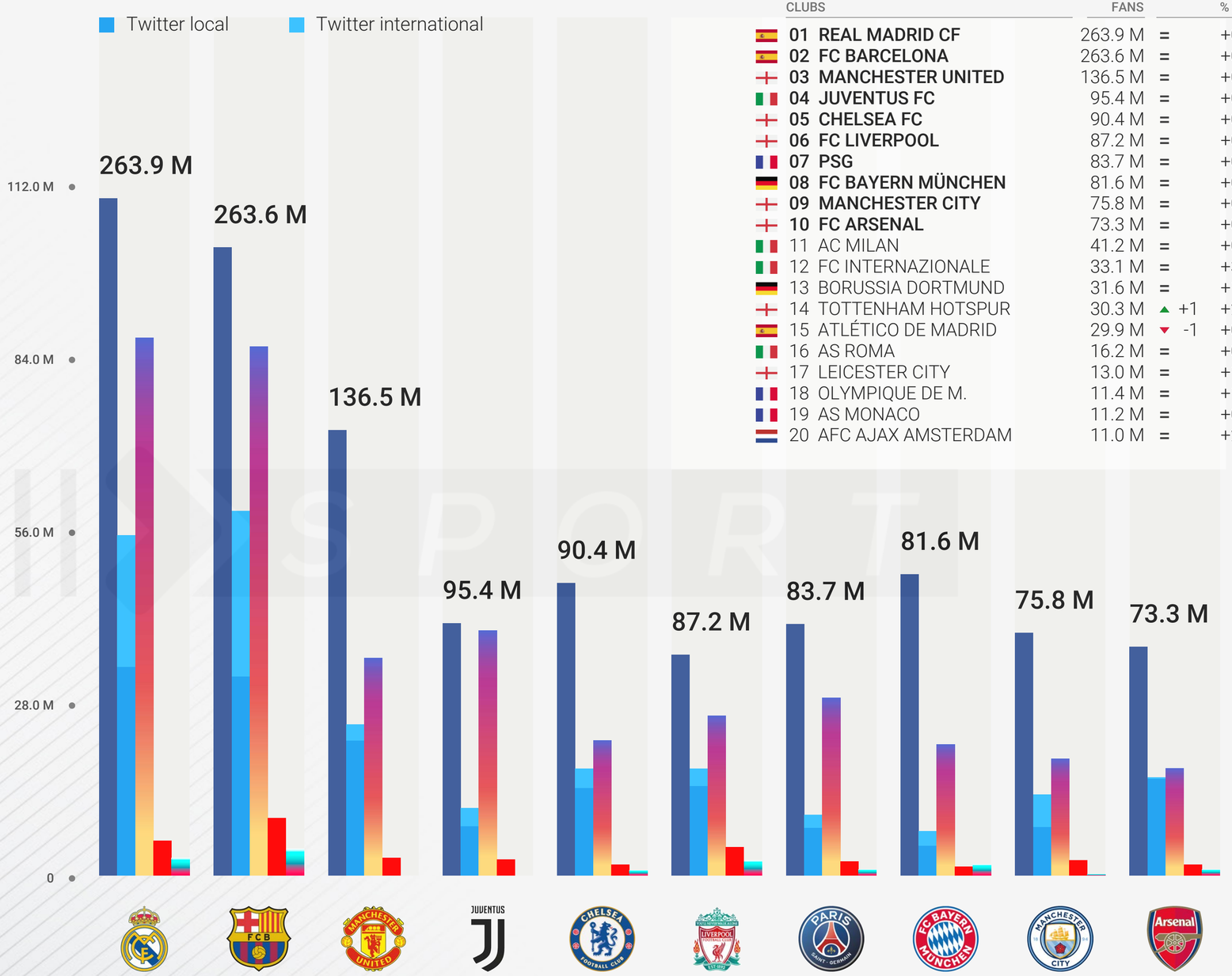
TOTAL FANBASE
1.7 B

COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions

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	REAL MADRID CF	263.9 M	=	+0.50
02	FC BARCELONA	263.6 M	=	+0.50
03	MANCHESTER UNITED	136.5 M	=	+0.38
04	JUVENTUS FC	95.4 M	=	+0.95
05	CHELSEA FC	90.4 M	=	+0.43
06	FC LIVERPOOL	87.2 M	=	+0.97
07	PSG	83.7 M	=	+0.30
08	FC BAYERN MÜNCHEN	81.6 M	=	+0.53
09	MANCHESTER CITY	75.8 M	=	+0.93
10	FC ARSENAL	73.3 M	=	+0.37
11	AC MILAN	41.2 M	=	+0.54
12	FC INTERNAZIONALE	33.1 M	=	+3.49
13	BORUSSIA DORTMUND	31.6 M	=	+1.59
14	TOTTENHAM HOTSPUR	30.3 M	▲ +1	+2.95
15	ATLÉTICO DE MADRID	29.9 M	▼ -1	+0.62
16	AS ROMA	16.2 M	=	+0.32
17	LEICESTER CITY	13.0 M	=	+1.21
18	OLYMPIQUE DE M.	11.4 M	=	+1.38
19	AS MONACO	11.2 M	=	+0.63
20	AFC AJAX AMSTERDAM	11.0 M	=	+2.06

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

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 May 15, 2020 to June 16, 2020]**

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EUROPE Social Brands

TOTAL FANBASE
1.6 B

COUNTRIES ANALYSED

1° & 2° Divisions

1° Divisions



SPONSORS	FANS		% VAR*
01 ADIDAS	674.5 M	=	+0.44
02 NIKE	530.4 M	=	+0.66
03 PUMA	175.3 M	=	+0.81
04 NEW BALANCE	95.9 M	=	+0.75
05 KAPPA	33.6 M	=	+0.44
06 UMBRO	32.7 M	=	+0.20
07 MACRON	24.5 M	=	+0.22
08 JOMA	13.7 M	=	+0.63
09 UNDER ARMOUR	7.2 M	=	+0.12
10 JAKO	6.9 M	=	+0.84
11 LE COQ SPORTIF	5.7 M	=	+0.12
12 HUMMEL	5.4 M	=	+0.71
13 ERREA	4.4 M	=	+0.37
14 KELME	2.9 M	=	+0.49
15 UHLSPORT	2.4 M	=	+0.55
16 LOTTO	1.5 M	=	+1.04
17 CRAFT	1.2 M	=	+0.27
18 ELEV8	792.1 K	=	-0.12
19 GIVOVA	599.0 K	=	-0.54
20 ACERBIS	563.1 K	=	+0.23

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 300 sponsored European football clubs.

***[from May 15, 2020 to June 16, 2020]**

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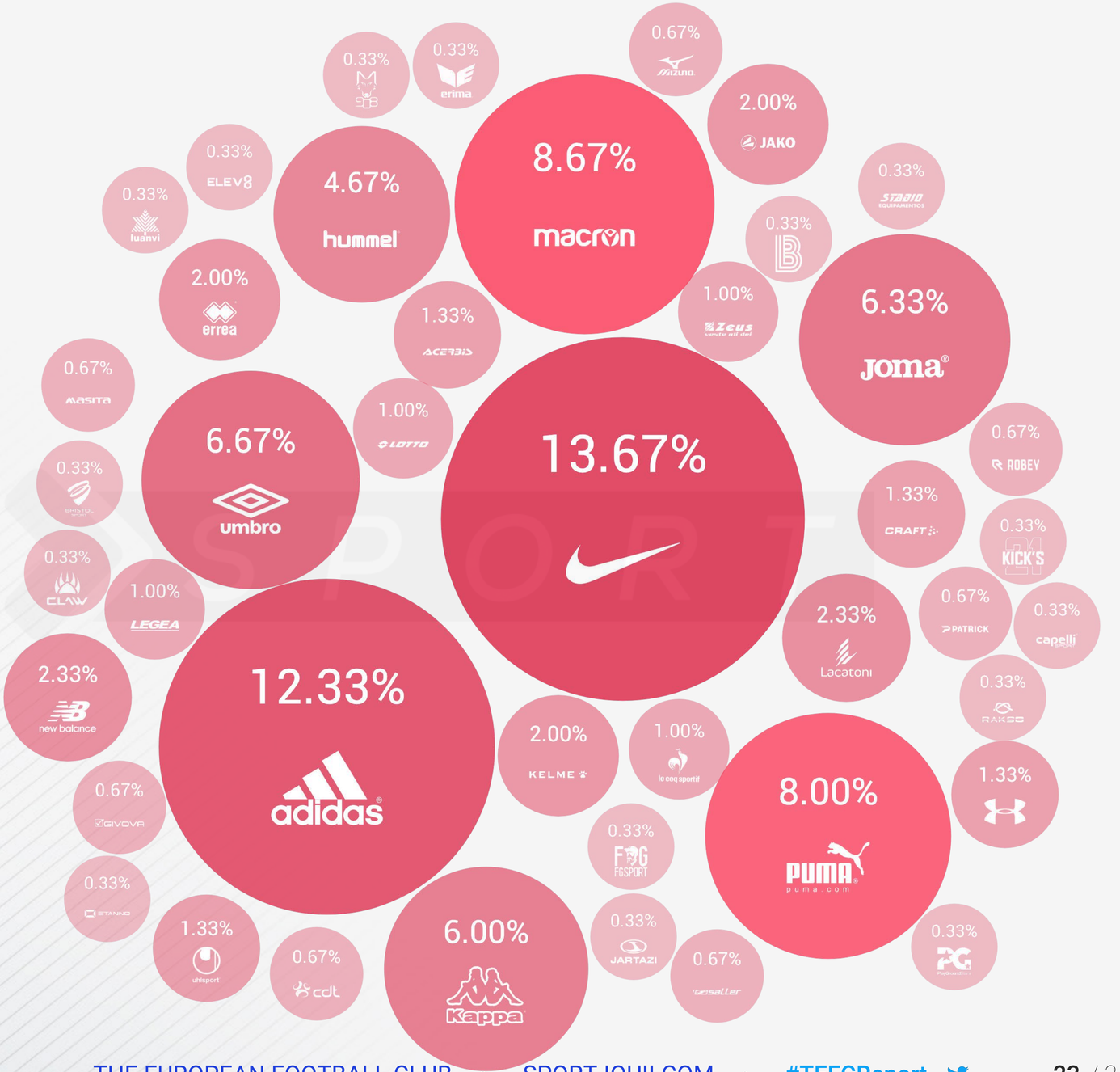
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EUROPE Sport Brands

CLUBS
300

Sport Brands
43

Sport Brands on jerseys coverage in relation to the 300 sponsored European football clubs.



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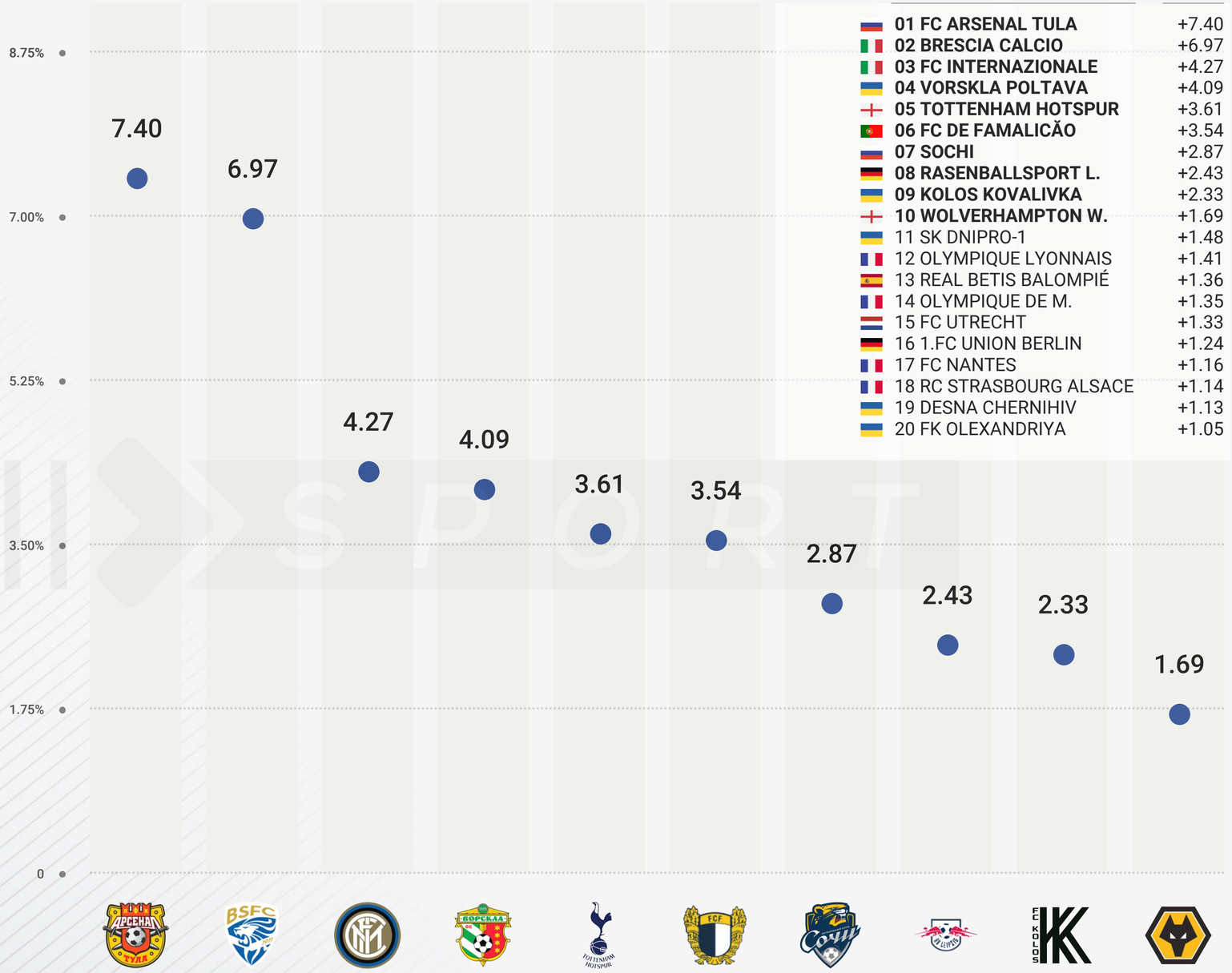
IQUII SPORT

EUROPE 1 Facebook

COUNTRIES ANALYSED
1° Divisions



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



CLUBS	% VAR*
01 FC ARSENAL TULA	**+7.40**
02 BRESCIA CALCIO	**+6.97**
03 FC INTERNAZIONALE	**+4.27**
04 VORSKLA POLTAVA	**+4.09**
05 TOTTENHAM HOTSPUR	**+3.61**
06 FC DE FAMALICÃO	**+3.54**
07 SOCHI	**+2.87**
08 RASENBALLSPORT L.	**+2.43**
09 KOLOS KOVALIVKA	**+2.33**
10 WOLVERHAMPTON W.	**+1.69**
11 SK DNIPRO-1	+1.48
12 OLYMPIQUE LYONNAIS	+1.41
13 REAL BETIS BALOMPIÉ	+1.36
14 OLYMPIQUE DE M.	+1.35
15 FC UTRECHT	+1.33
16 1.FC UNION BERLIN	+1.24
17 FC NANTES	+1.16
18 RC STRASBOURG ALSACE	+1.14
19 DESNA CHERNIHIV	+1.13
20 FK OLEXANDRIYA	+1.05

*[from May 15, 2020 to June 16, 2020]

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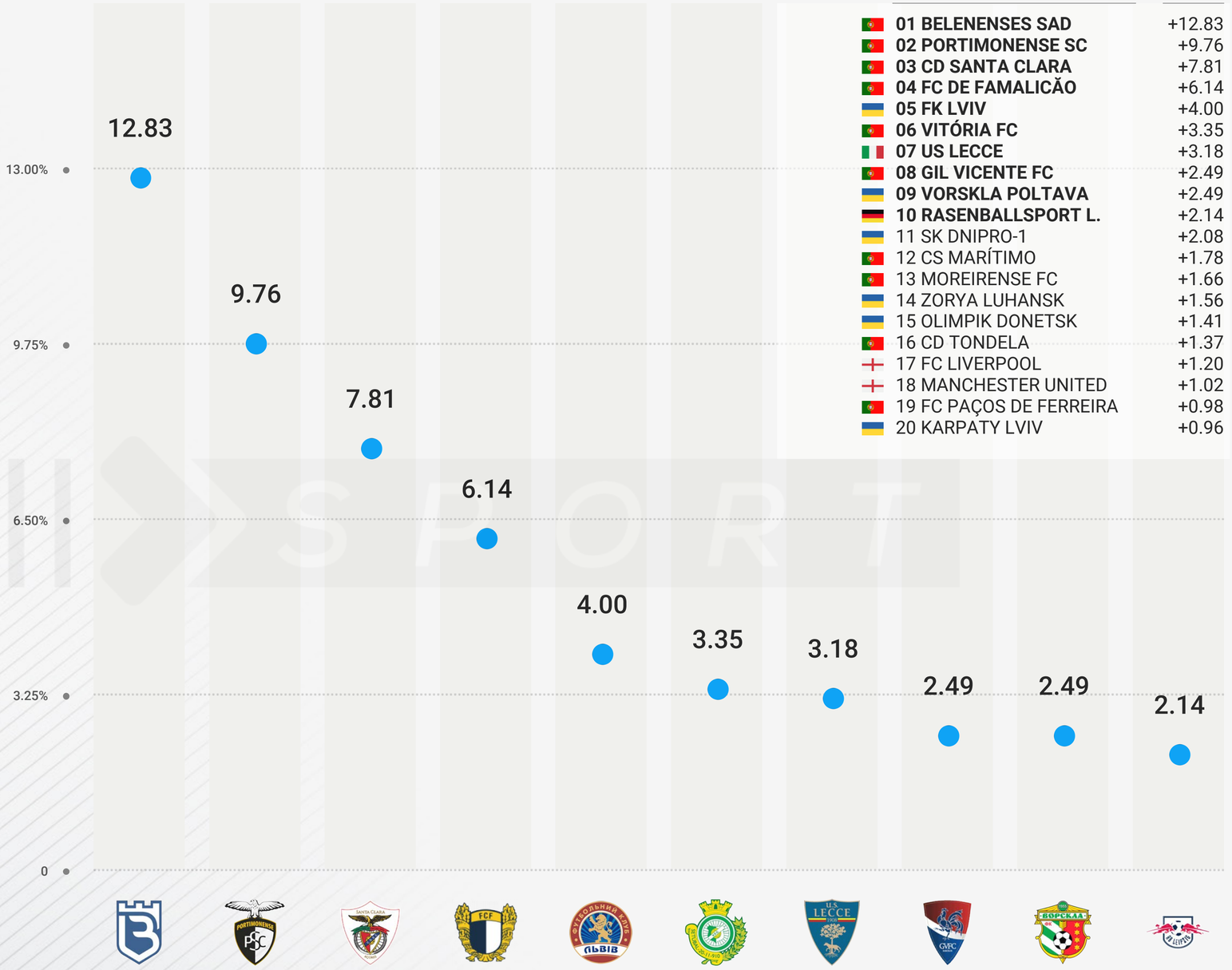
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IQUII SPORT

EUROPE 1 Twitter



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



CLUBS	% VAR*
01 BELENENSES SAD	+12.83
02 PORTIMONENSE SC	+9.76
03 CD SANTA CLARA	+7.81
04 FC DE FAMALICÃO	+6.14
05 FK LVIV	+4.00
06 VITÓRIA FC	+3.35
07 US LECCE	+3.18
08 GIL VICENTE FC	+2.49
09 VORSKLA POLTAVA	+2.49
10 RASENBALLSPORT L.	+2.14
11 SK DNIPRO-1	+2.08
12 CS MARÍTIMO	+1.78
13 MOREIRENSE FC	+1.66
14 ZORYA LUHANSK	+1.56
15 OLIMPIK DONETSK	+1.41
16 CD TONDELA	+1.37
17 FC LIVERPOOL	+1.20
18 MANCHESTER UNITED	+1.02
19 FC PAÇOS DE FERREIRA	+0.98
20 KARPATY LVIV	+0.96

*[from May 15, 2020 to June 16, 2020]

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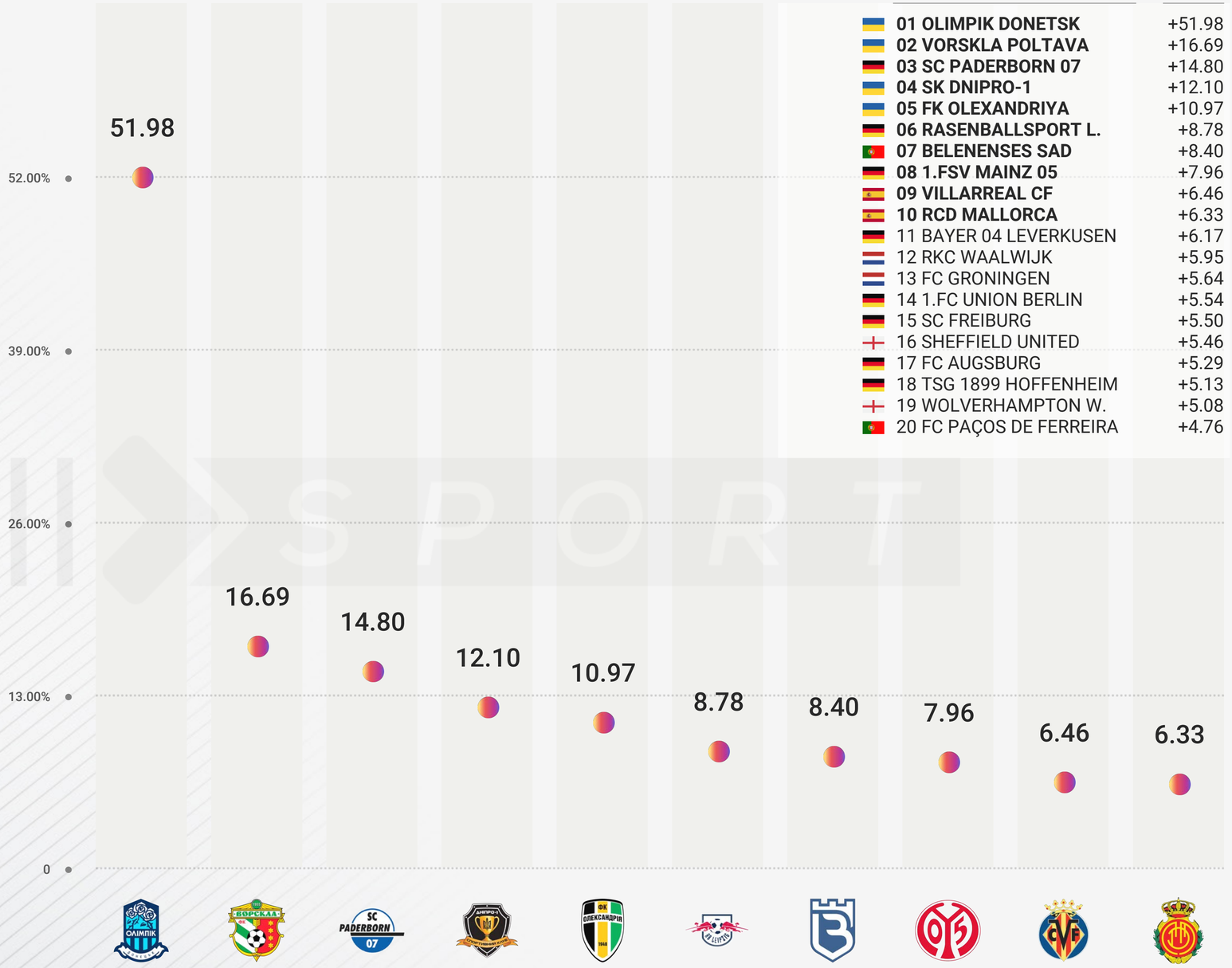
IQUII SPORT

EUROPE 1 Instagram

COUNTRIES ANALYSED
1° Divisions



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



CLUBS	% VAR*
01 OLIMPIK DONETSK	+51.98
02 VORSKLA POLTAVA	+16.69
03 SC PADERBORN 07	+14.80
04 SK DNIPRO-1	+12.10
05 FK OLEXANDRIYA	+10.97
06 RASENBALLSPORT L.	+8.78
07 BELENENSES SAD	+8.40
08 1.FSV MAINZ 05	+7.96
09 VILLARREAL CF	+6.46
10 RCD MALLORCA	+6.33
11 BAYER 04 LEVERKUSEN	+6.17
12 RKC WAALWIJK	+5.95
13 FC GRONINGEN	+5.64
14 1.FC UNION BERLIN	+5.54
15 SC FREIBURG	+5.50
16 SHEFFIELD UNITED	+5.46
17 FC AUGSBURG	+5.29
18 TSG 1899 HOFFENHEIM	+5.13
19 WOLVERHAMPTON W.	+5.08
20 FC PAÇOS DE FERREIRA	+4.76

*[from May 15, 2020 to June 16, 2020]

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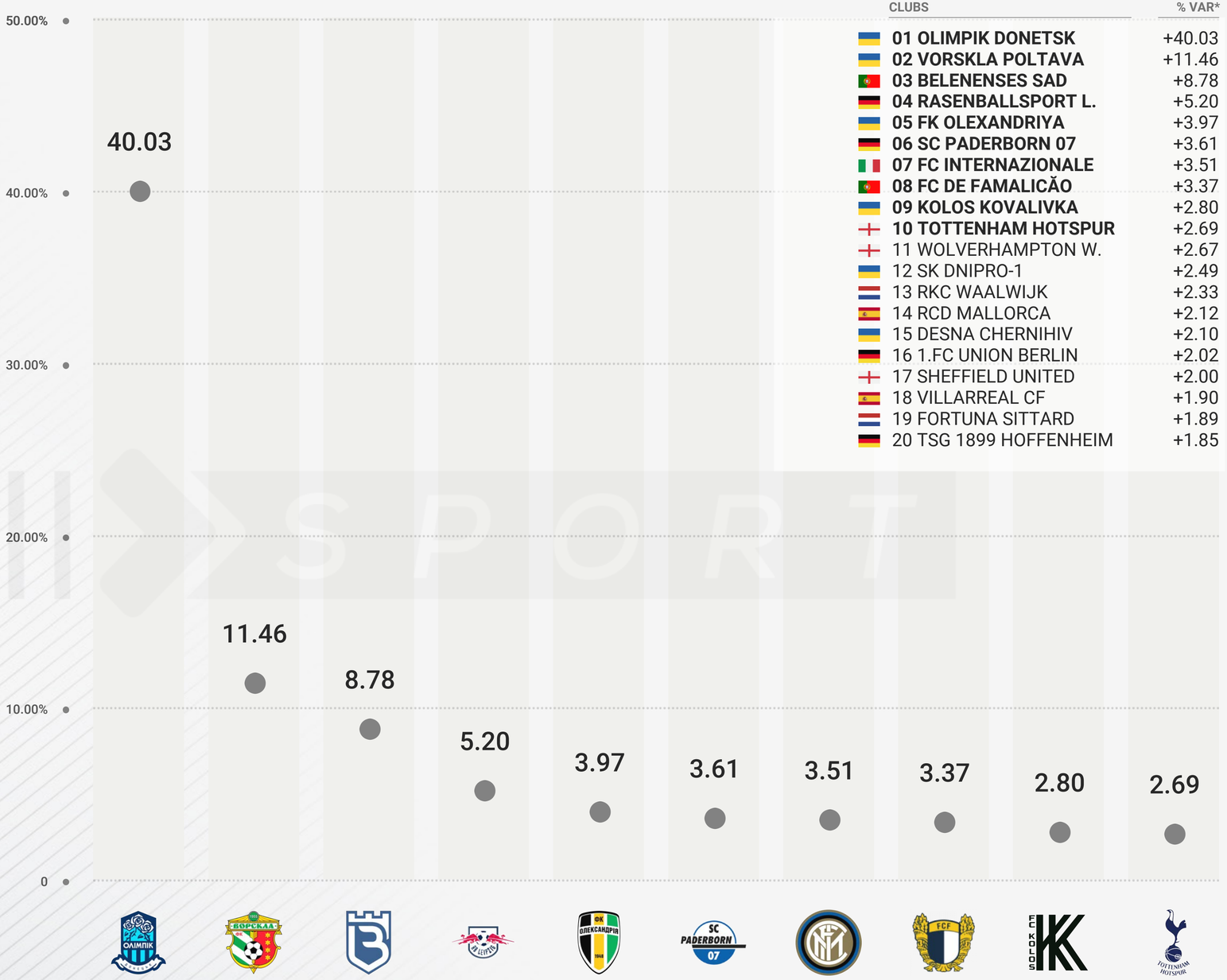
IQUII SPORT

EUROPE 1 Social

COUNTRIES ANALYSED
1° Divisions



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



CLUBS	% VAR*
01 OLIMPIK DONETSK	+40.03
02 VORSKLA POLTAVA	+11.46
03 BELENENSES SAD	+8.78
04 RASENBALLSPORT L.	+5.20
05 FK OLEXANDRIYA	+3.97
06 SC PADERBORN 07	+3.61
07 FC INTERNAZIONALE	+3.51
08 FC DE FAMALICÃO	+3.37
09 KOLOS KOVALIVKA	+2.80
10 TOTTENHAM HOTSPUR	+2.69
11 WOLVERHAMPTON W.	+2.67
12 SK DNIPRO-1	+2.49
13 RKC WAALWIJK	+2.33
14 RCD MALLORCA	+2.12
15 DESNA CHERNIHIV	+2.10
16 1.FC UNION BERLIN	+2.02
17 SHEFFIELD UNITED	+2.00
18 VILLARREAL CF	+1.90
19 FORTUNA SITTARD	+1.89
20 TSG 1899 HOFFENHEIM	+1.85

***[from May 15, 2020 to June 16, 2020]**

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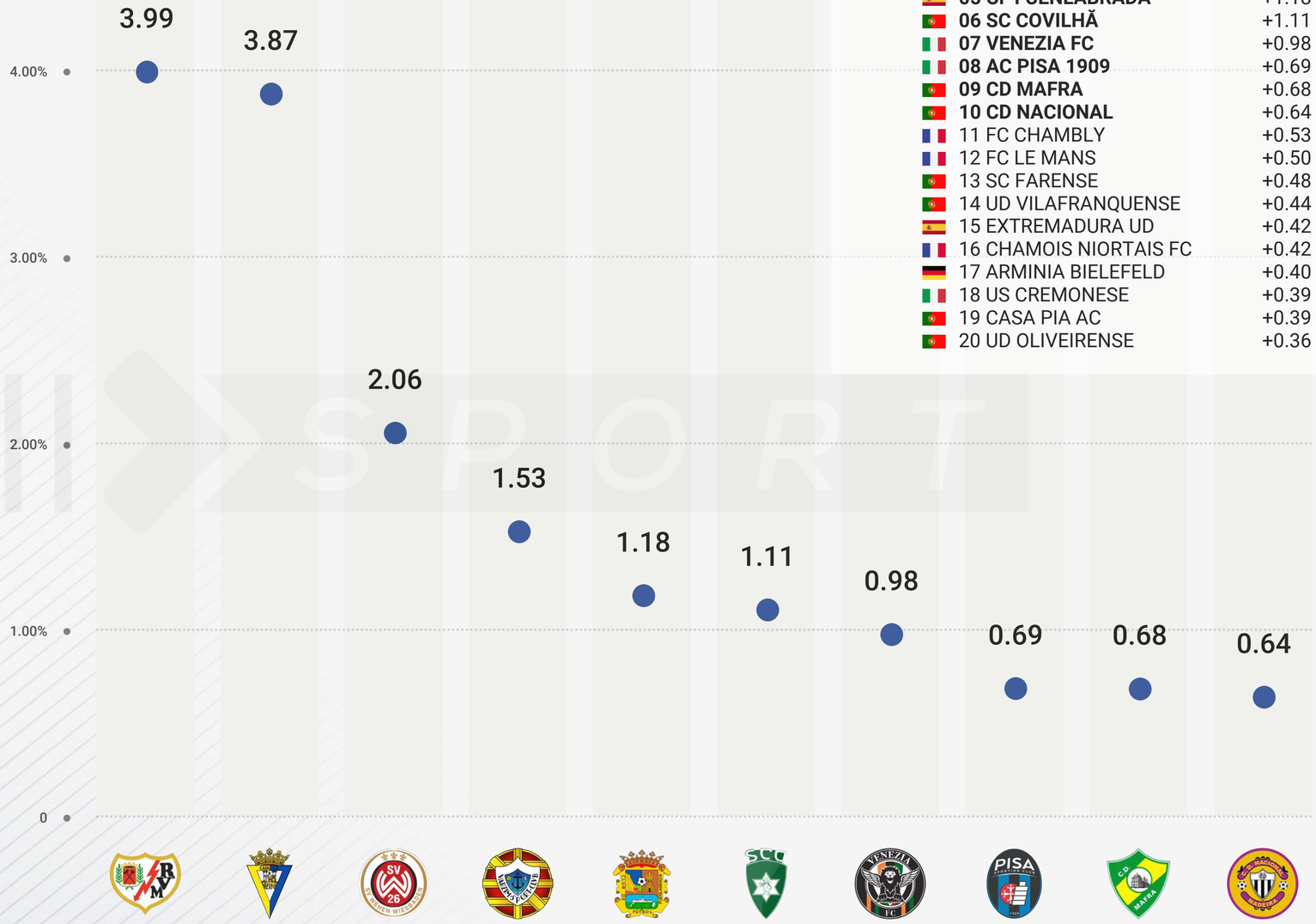
EUROPE 2 Facebook

COUNTRIES ANALYSED
2° Divisions

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

*[from May 15, 2020 to June 16, 2020]

CLUBS	% VAR*
01 RAYO VALLECANO DE M.	+3.99
02 CÁDIZ CF	+3.87
03 SV WEHEN WIESBADEN	+2.06
04 VARZIM SC	+1.53
05 CF FUENLABRADA	+1.18
06 SC COVILHÃ	+1.11
07 VENEZIA FC	+0.98
08 AC PISA 1909	+0.69
09 CD MAFRA	+0.68
10 CD NACIONAL	+0.64
11 FC CHAMBLY	+0.53
12 FC LE MANS	+0.50
13 SC FARENSE	+0.48
14 UD VILAFRANQUENSE	+0.44
15 EXTREMADURA UD	+0.42
16 CHAMOIS NIORTAIS FC	+0.42
17 ARMINIA BIELEFELD	+0.40
18 US CREMONESE	+0.39
19 CASA PIA AC	+0.39
20 UD OLIVEIRENSE	+0.36



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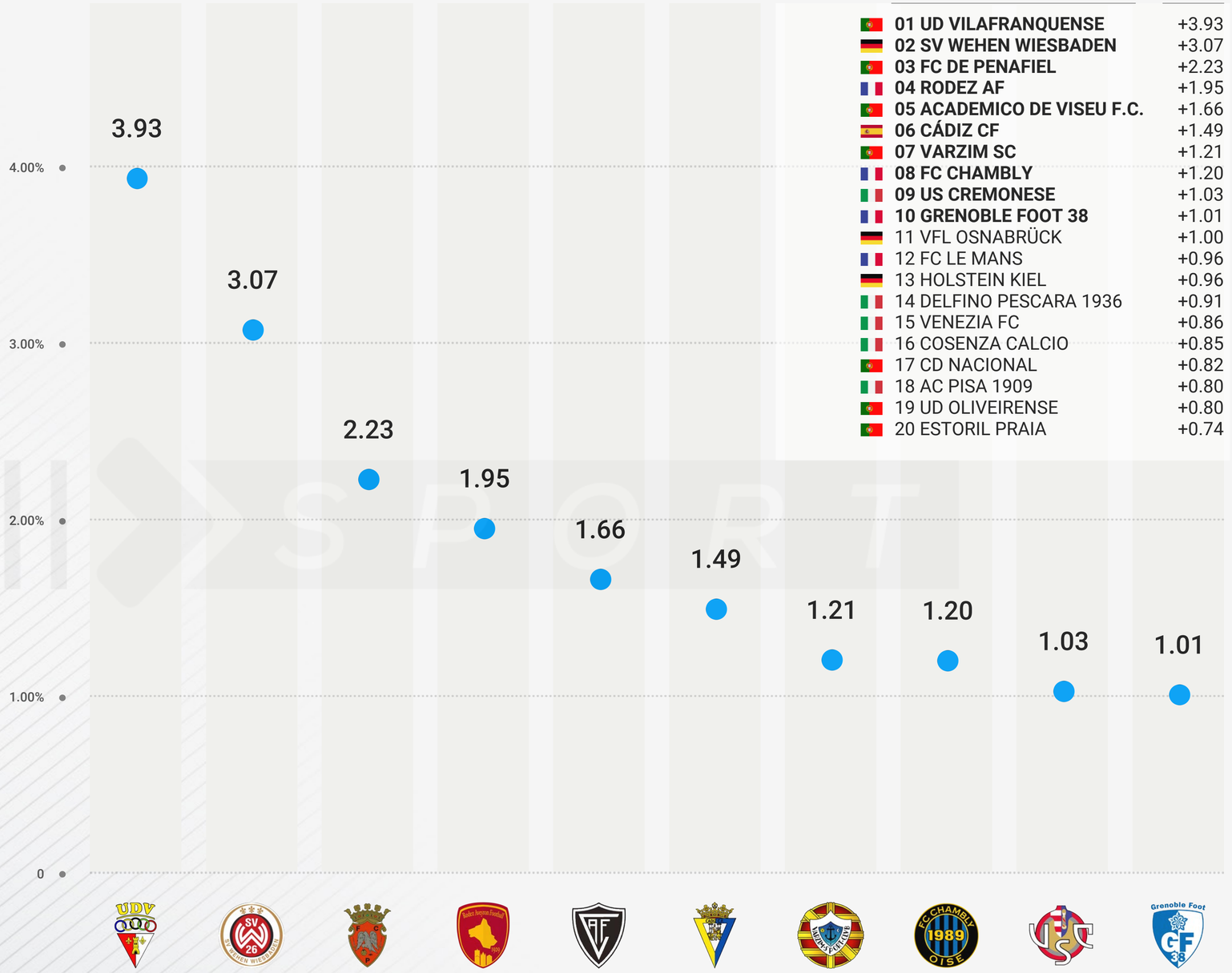
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IQUII SPORT

EUROPE 2 Twitter

COUNTRIES ANALYSED
2° Divisions

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



CLUBS	% VAR*
01 UD VILAFRANQUENSE	+3.93
02 SV WEHEN WIESBADEN	+3.07
03 FC DE PENAFIEL	+2.23
04 RODEZ AF	+1.95
05 ACADEMICO DE VISEU F.C.	+1.66
06 CÁDIZ CF	+1.49
07 VARZIM SC	+1.21
08 FC CHAMBLY	+1.20
09 US CREMONESE	+1.03
10 GRENOBLE FOOT 38	+1.01
11 VFL OSNABRÜCK	+1.00
12 FC LE MANS	+0.96
13 HOLSTEIN KIEL	+0.96
14 DELFINO PESCARA 1936	+0.91
15 VENEZIA FC	+0.86
16 COSENZA CALCIO	+0.85
17 CD NACIONAL	+0.82
18 AC PISA 1909	+0.80
19 UD OLIVEIRENSE	+0.80
20 ESTORIL PRAIA	+0.74

*[from May 15, 2020 to June 16, 2020]

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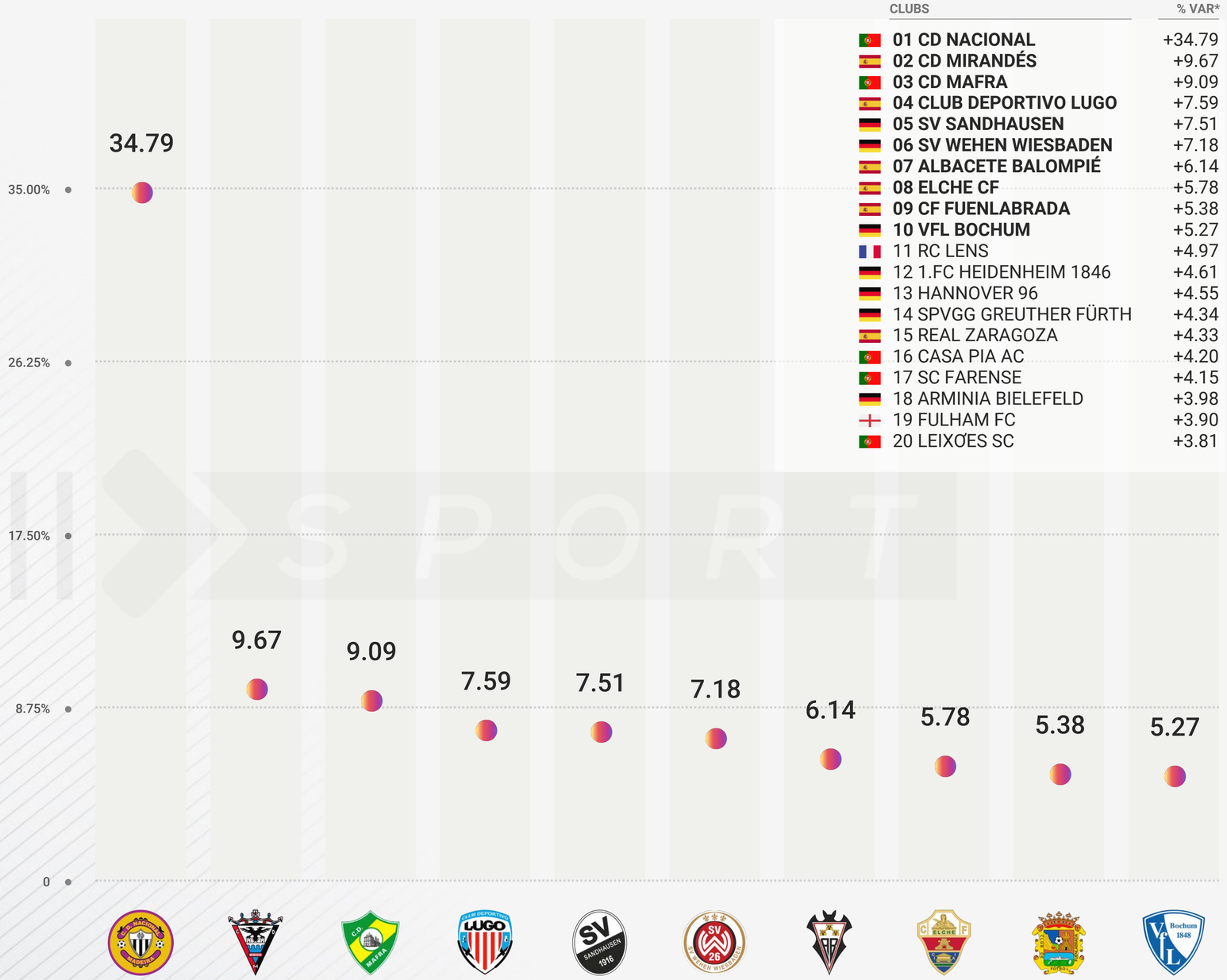
IQUII SPORT

EUROPE 2 Instagram

COUNTRIES ANALYSED
2° Divisions



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



CLUBS	% VAR*
01 CD NACIONAL	+34.79
02 CD MIRANDÉS	+9.67
03 CD MAFRA	+9.09
04 CLUB DEPORTIVO LUGO	+7.59
05 SV SANDHAUSEN	+7.51
06 SV WEHEN WIESBADEN	+7.18
07 ALBACETE BALOMPIÉ	+6.14
08 ELCHE CF	+5.78
09 CF FUENLABRADA	+5.38
10 VFL BOCHUM	+5.27
11 RC LENS	+4.97
12 1.FC HEIDENHEIM 1846	+4.61
13 HANNOVER 96	+4.55
14 SPVGG GREUTHER FÜRTH	+4.34
15 REAL ZARAGOZA	+4.33
16 CASA PIA AC	+4.20
17 SC FARENSE	+4.15
18 ARMINIA BIELEFELD	+3.98
19 FULHAM FC	+3.90
20 LEIXÕES SC	+3.81

*[from May 15, 2020 to June 16, 2020]

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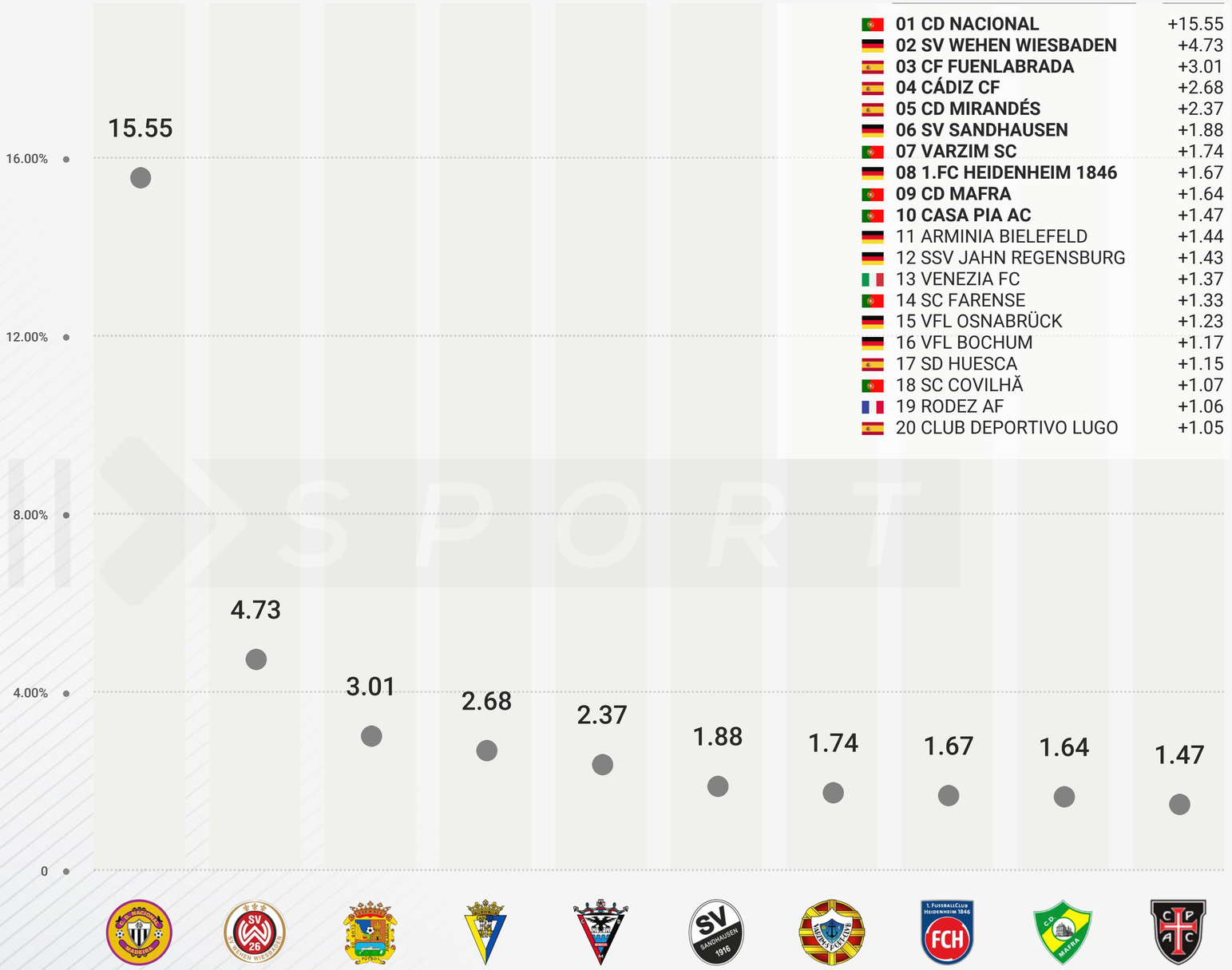
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IQUII SPORT

EUROPE 2 Social

COUNTRIES ANALYSED
2° Divisions

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



CLUBS	% VAR*
01 CD NACIONAL	+15.55
02 SV WEHEN WIESBADEN	+4.73
03 CF FUENLABRADA	+3.01
04 CÁDIZ CF	+2.68
05 CD MIRANDÉS	+2.37
06 SV SANDHAUSEN	+1.88
07 VARZIM SC	+1.74
08 1.FC HEIDENHEIM 1846	+1.67
09 CD MAFRA	+1.64
10 CASA PIA AC	+1.47
11 ARMINIA BIELEFELD	+1.44
12 SSV JAHN REGENSBURG	+1.43
13 VENEZIA FC	+1.37
14 SC FARENSE	+1.33
15 VFL OSNABRÜCK	+1.23
16 VFL BOCHUM	+1.17
17 SD HUESCA	+1.15
18 SC COVILHÃ	+1.07
19 RODEZ AF	+1.06
20 CLUB DEPORTIVO LUGO	+1.05

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Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

Premier League

SECOND DIVISION — 24 CLUBS

sky BET CHAMPIONSHIP EFL

CHAMPIONSHIP



*[from May 15, 2020 to June 16, 2020]

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ENGLAND SnapShot / General

2	44	13	554.5 M
			+ 0.61%*
COMPETITIONS	CLUBS	BRANDS	FANS
Total Competitions analysed: Premier League and Championship.	Total Premier League and Championship football clubs analysed.	Total Premier League and Championship Sport Brands on jerseys analysed.	Total Facebook, Twitter, Instagram, YouTube Fans of the Premier League and Championship football clubs analysed.

*[from May 15, 2020 to June 16, 2020]

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ENGLAND SnapShot / First Division



20

CLUBS

Total Premier League football clubs analysed.

8

BRANDS

Total Premier League Sport Brands on jerseys analysed.

529.9 M

+ 0.63%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

277.6 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	73.1 M	=	-0.13
02 CHELSEA FC	48.0 M	=	-0.14
03 MANCHESTER CITY	39.8 M	=	+0.74
04 FC ARSENAL	37.6 M	=	-0.15
05 FC LIVERPOOL	36.3 M	=	+0.06
06 TOTTENHAM HOTSPUR	16.0 M	=	+3.61
07 LEICESTER CITY	6.6 M	=	-0.22
08 ASTON VILLA FC	3.2 M	=	-0.19
09 FC EVERTON	3.2 M	=	-0.26
10 FC SOUTHAMPTON	3.0 M	=	-0.38
11 WEST HAM UNITED	2.3 M	=	-0.32
12 NEWCASTLE UNITED	2.2 M	=	+0.02
13 WOLVERHAMPTON W.	1.5 M	=	+1.69
14 FC WATFORD	1.3 M	=	-0.31
15 CRYSTAL PALACE	1.2 M	=	-0.05
16 NORWICH CITY	848.0 K	=	-0.01
17 FC BURNLEY	425.2 K	=	-0.29
18 AFC BOURNEMOUTH	411.6 K	=	-0.19
19 BRIGHTON & HOVE A.	286.9 K	=	-0.12
20 SHEFFIELD UNITED	248.3 K	=	+0.71

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

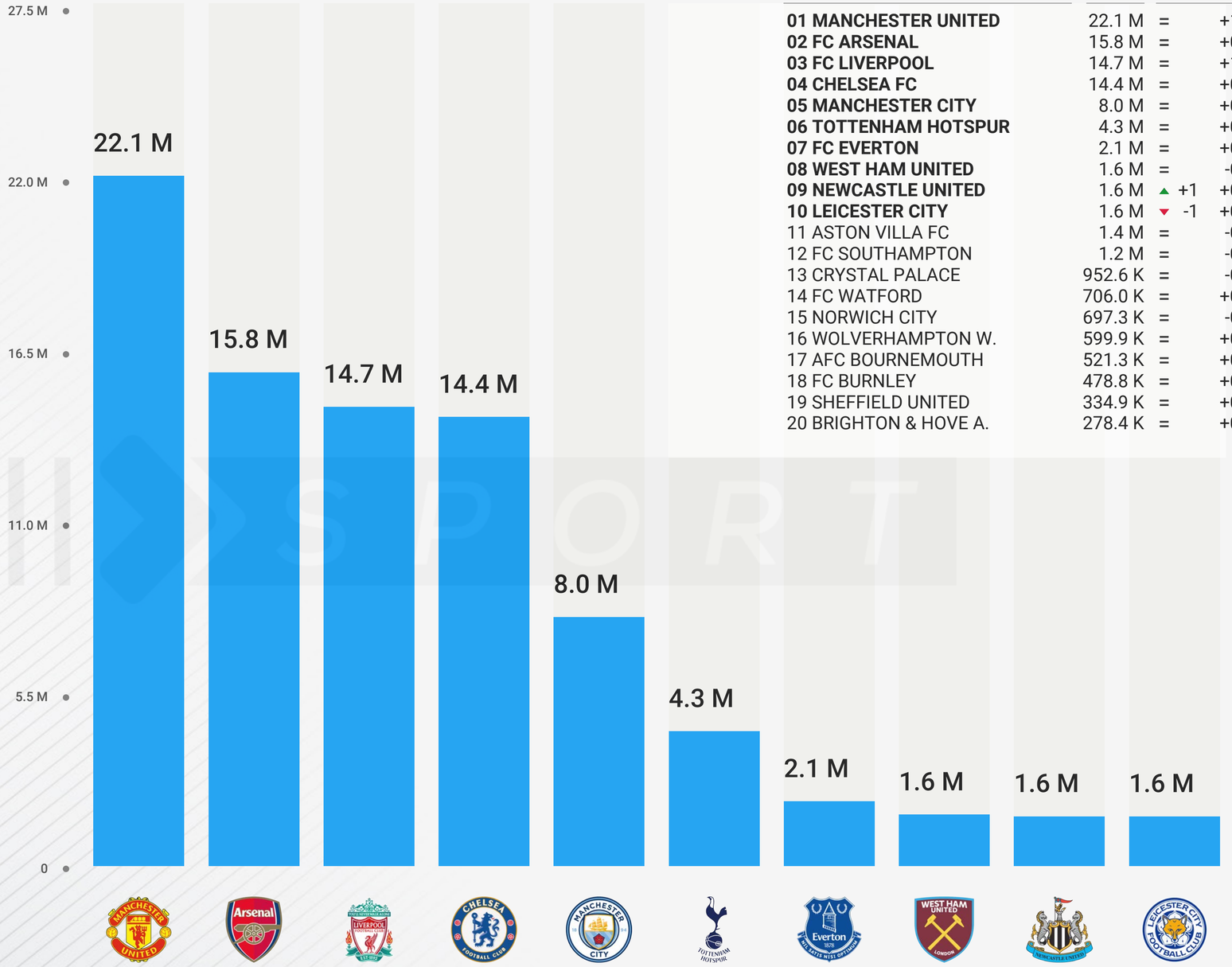
ENGLAND Twitter

TOTAL FANBASE

93.4 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	22.1 M	=	+1.02
02 FC ARSENAL	15.8 M	=	+0.16
03 FC LIVERPOOL	14.7 M	=	+1.20
04 CHELSEA FC	14.4 M	=	+0.52
05 MANCHESTER CITY	8.0 M	=	+0.55
06 TOTTENHAM HOTSPUR	4.3 M	=	+0.59
07 FC EVERTON	2.1 M	=	+0.04
08 WEST HAM UNITED	1.6 M	=	-0.09
09 NEWCASTLE UNITED	1.6 M	▲ +1	+0.63
10 LEICESTER CITY	1.6 M	▼ -1	+0.00
11 ASTON VILLA FC	1.4 M	=	-0.11
12 FC SOUTHAMPTON	1.2 M	=	-0.06
13 CRYSTAL PALACE	952.6 K	=	-0.06
14 FC WATFORD	706.0 K	=	+0.01
15 NORWICH CITY	697.3 K	=	-0.15
16 WOLVERHAMPTON W.	599.9 K	=	+0.53
17 AFC BOURNEMOUTH	521.3 K	=	+0.03
18 FC BURNLEY	478.8 K	=	+0.08
19 SHEFFIELD UNITED	334.9 K	=	+0.31
20 BRIGHTON & HOVE A.	278.4 K	=	+0.01

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

142.5 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	35.7 M	=	+0.83
02 FC LIVERPOOL	26.2 M	=	+1.61
03 CHELSEA FC	22.2 M	=	+1.22
04 MANCHESTER CITY	19.1 M	=	+1.50
05 FC ARSENAL	17.6 M	=	+0.70
06 TOTTENHAM HOTSPUR	8.1 M	=	+2.16
07 LEICESTER CITY	4.2 M	=	+2.40
08 FC EVERTON	1.6 M	=	+1.22
09 WOLVERHAMPTON W.	1.1 M	▲ +1	+5.08
10 WEST HAM UNITED	1.1 M	▼ -1	+0.96
11 CRYSTAL PALACE	962.7 K	=	+2.09
12 ASTON VILLA FC	821.2 K	=	+1.78
13 FC SOUTHAMPTON	789.8 K	=	+1.82
14 FC WATFORD	762.2 K	=	+2.46
15 NEWCASTLE UNITED	524.0 K	=	+0.69
16 AFC BOURNEMOUTH	495.0 K	=	-0.19
17 BRIGHTON & HOVE A.	308.5 K	▲ +1	+0.67
18 FC BURNLEY	306.9 K	▼ -1	-0.44
19 SHEFFIELD UNITED	277.2 K	▲ +1	+5.46
20 NORWICH CITY	269.2 K	▼ -1	+2.35

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

16.4 M

Premier League

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



CLUBS	FANS		% VAR*
01 FC LIVERPOOL	4.7 M	=	+1.30
02 MANCHESTER UNITED	2.9 M	=	+2.84
03 MANCHESTER CITY	2.5 M	=	+0.81
04 FC ARSENAL	1.8 M	=	+2.26
05 CHELSEA FC	1.8 M	=	+2.27
06 TOTTENHAM HOTSPUR	1.1 M	=	+1.79
07 WOLVERHAMPTON W.	354.0 K	=	+3.21
08 FC EVERTON	228.0 K	=	+1.33
09 LEICESTER CITY	196.0 K	=	+2.62
10 WEST HAM UNITED	145.0 K	=	+0.69
11 ASTON VILLA FC	130.0 K	=	0.00
12 FC SOUTHAMPTON	97.8 K	=	+1.24
13 FC WATFORD	88.6 K	=	+4.85
14 NEWCASTLE UNITED	87.7 K	=	+4.53
15 NORWICH CITY	79.3 K	=	+1.28
16 CRYSTAL PALACE	78.0 K	=	+0.91
17 SHEFFIELD UNITED	60.2 K	=	+1.52
18 FC BURNLEY	30.8 K	=	+1.32
19 AFC BOURNEMOUTH	n/a	=	n/a
20 BRIGHTON & HOVE A.	n/a	=	n/a

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***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

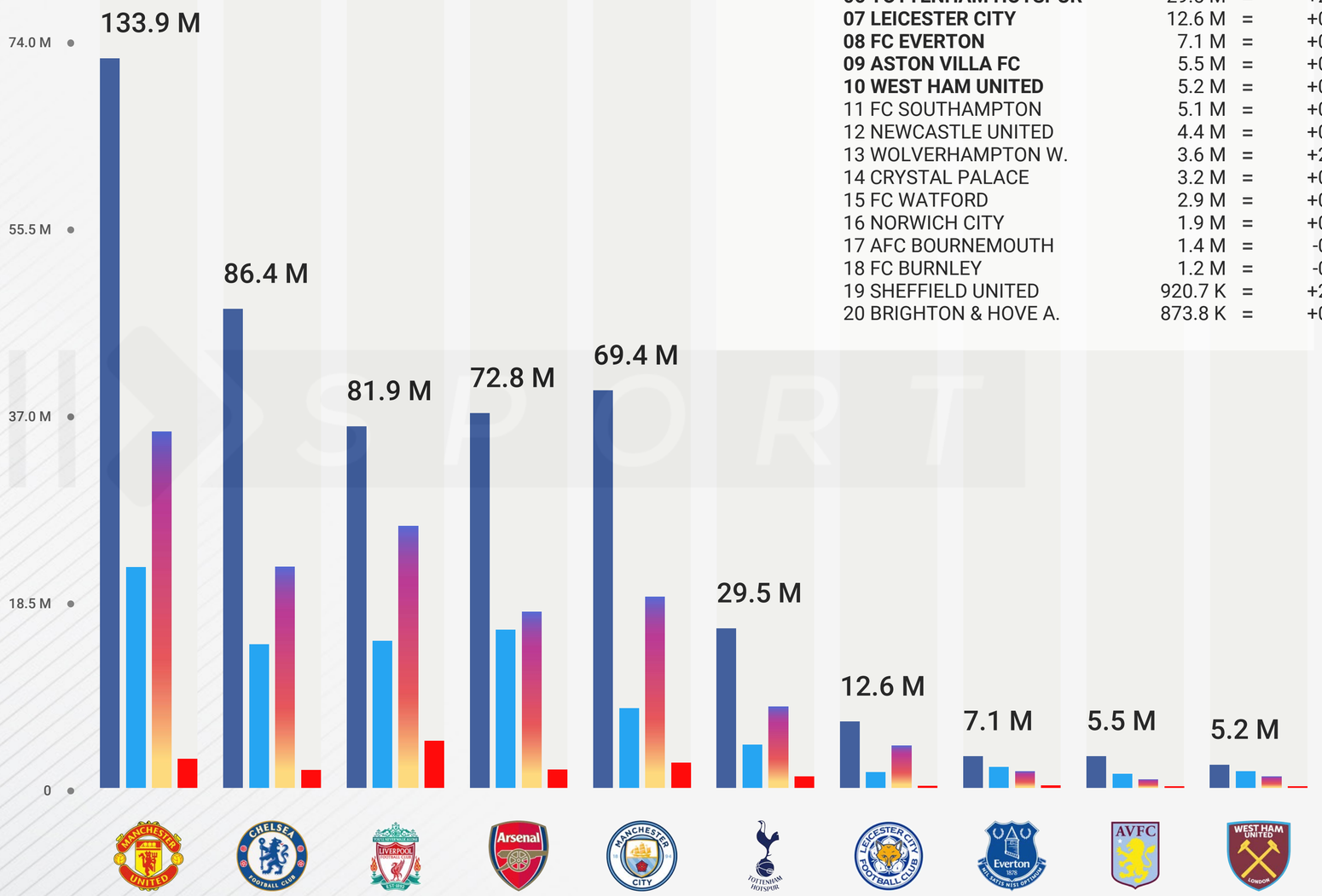
ENGLAND Social

TOTAL FANBASE

529.9 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	133.9 M	=	+0.37
02 CHELSEA FC	86.4 M	=	+0.37
03 FC LIVERPOOL	81.9 M	=	+0.83
04 FC ARSENAL	72.8 M	=	+0.18
05 MANCHESTER CITY	69.4 M	=	+0.93
06 TOTTENHAM HOTSPUR	29.5 M	=	+2.69
07 LEICESTER CITY	12.6 M	=	+0.71
08 FC EVERTON	7.1 M	=	+0.21
09 ASTON VILLA FC	5.5 M	=	+0.13
10 WEST HAM UNITED	5.2 M	=	+0.05
11 FC SOUTHAMPTON	5.1 M	=	+0.06
12 NEWCASTLE UNITED	4.4 M	=	+0.40
13 WOLVERHAMPTON W.	3.6 M	=	+2.67
14 CRYSTAL PALACE	3.2 M	=	+0.61
15 FC WATFORD	2.9 M	=	+0.65
16 NORWICH CITY	1.9 M	=	+0.32
17 AFC BOURNEMOUTH	1.4 M	=	-0.11
18 FC BURNLEY	1.2 M	=	-0.15
19 SHEFFIELD UNITED	920.7 K	=	+2.00
20 BRIGHTON & HOVE A.	873.8 K	=	+0.20

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

529.9 M

Premier League

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



SPONSORS	FANS		% VAR*
01 ADIDAS	226.7 M	=	+0.38
02 NIKE	116.8 M	=	+0.94
03 NEW BALANCE	81.9 M	=	+0.83
04 PUMA	77.0 M	=	+0.89
05 UMBRO	14.9 M	=	+0.10
06 KAPPA	5.5 M	=	+0.13
07 UNDER ARMOUR	5.1 M	=	+0.06
08 ERREA	1.9 M	=	+0.32

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

ENGLAND Brands

CLUBS

20

Sport Brands

8



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

***[from May 15, 2020 to June 16, 2020]**

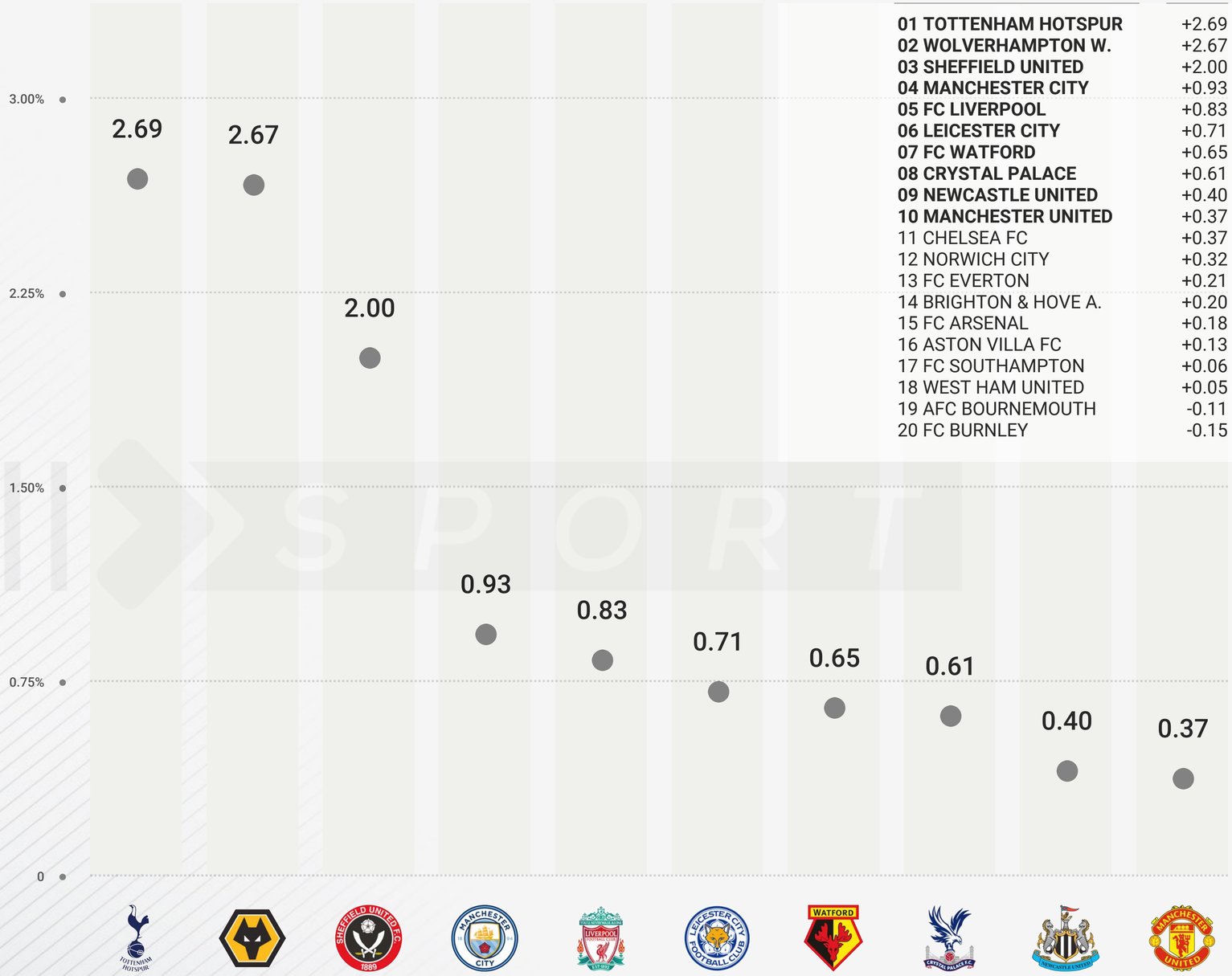
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IQUII SPORT

ENGLAND Grown Up

Premier League



CLUBS	% VAR*
01 TOTTENHAM HOTSPUR	**+2.69**
02 WOLVERHAMPTON W.	**+2.67**
03 SHEFFIELD UNITED	**+2.00**
04 MANCHESTER CITY	**+0.93**
05 FC LIVERPOOL	**+0.83**
06 LEICESTER CITY	**+0.71**
07 FC WATFORD	**+0.65**
08 CRYSTAL PALACE	**+0.61**
09 NEWCASTLE UNITED	**+0.40**
10 MANCHESTER UNITED	**+0.37**
11 CHELSEA FC	+0.37
12 NORWICH CITY	+0.32
13 FC EVERTON	+0.21
14 BRIGHTON & HOVE A.	+0.20
15 FC ARSENAL	+0.18
16 ASTON VILLA FC	+0.13
17 FC SOUTHAMPTON	+0.06
18 WEST HAM UNITED	+0.05
19 AFC BOURNEMOUTH	-0.11
20 FC BURNLEY	-0.15

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

***[from May 15, 2020 to June 16, 2020]**

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ENGLAND SnapShot / Second Division



24

CLUBS

Total Championship football clubs analysed.

11

BRANDS

Total Championship Sport Brands on jerseys analysed.

24.5 M

+ 0.05%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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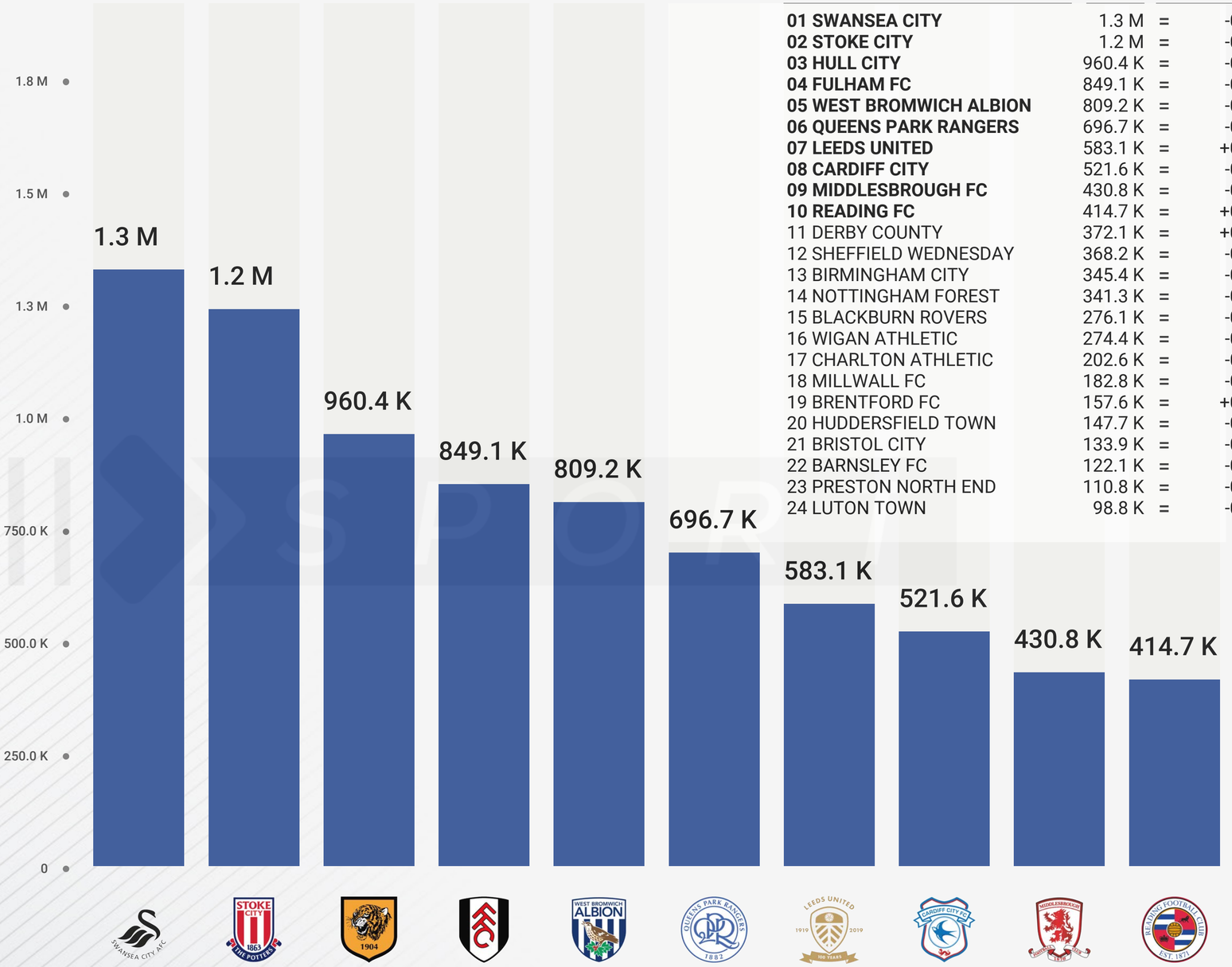
IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

11.0 M

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



CLUBS	FANS		% VAR*
01 SWANSEA CITY	1.3 M	=	-0.32
02 STOKE CITY	1.2 M	=	-0.27
03 HULL CITY	960.4 K	=	-0.23
04 FULHAM FC	849.1 K	=	-0.24
05 WEST BROMWICH ALBION	809.2 K	=	-0.32
06 QUEENS PARK RANGERS	696.7 K	=	-0.20
07 LEEDS UNITED	583.1 K	=	+0.07
08 CARDIFF CITY	521.6 K	=	-0.29
09 MIDDLESBROUGH FC	430.8 K	=	-0.24
10 READING FC	414.7 K	=	+0.36
11 DERBY COUNTY	372.1 K	=	+0.34
12 SHEFFIELD WEDNESDAY	368.2 K	=	-0.37
13 BIRMINGHAM CITY	345.4 K	=	-0.22
14 NOTTINGHAM FOREST	341.3 K	=	-0.18
15 BLACKBURN ROVERS	276.1 K	=	-0.07
16 WIGAN ATHLETIC	274.4 K	=	-0.15
17 CHARLTON ATHLETIC	202.6 K	=	-0.10
18 MILLWALL FC	182.8 K	=	-0.20
19 BRENTFORD FC	157.6 K	=	+0.13
20 HUDDERSFIELD TOWN	147.7 K	=	-0.38
21 BRISTOL CITY	133.9 K	=	-0.12
22 BARNSLEY FC	122.1 K	=	-0.19
23 PRESTON NORTH END	110.8 K	=	-0.20
24 LUTON TOWN	98.8 K	=	-0.18

***[from May 15, 2020 to June 16, 2020]**

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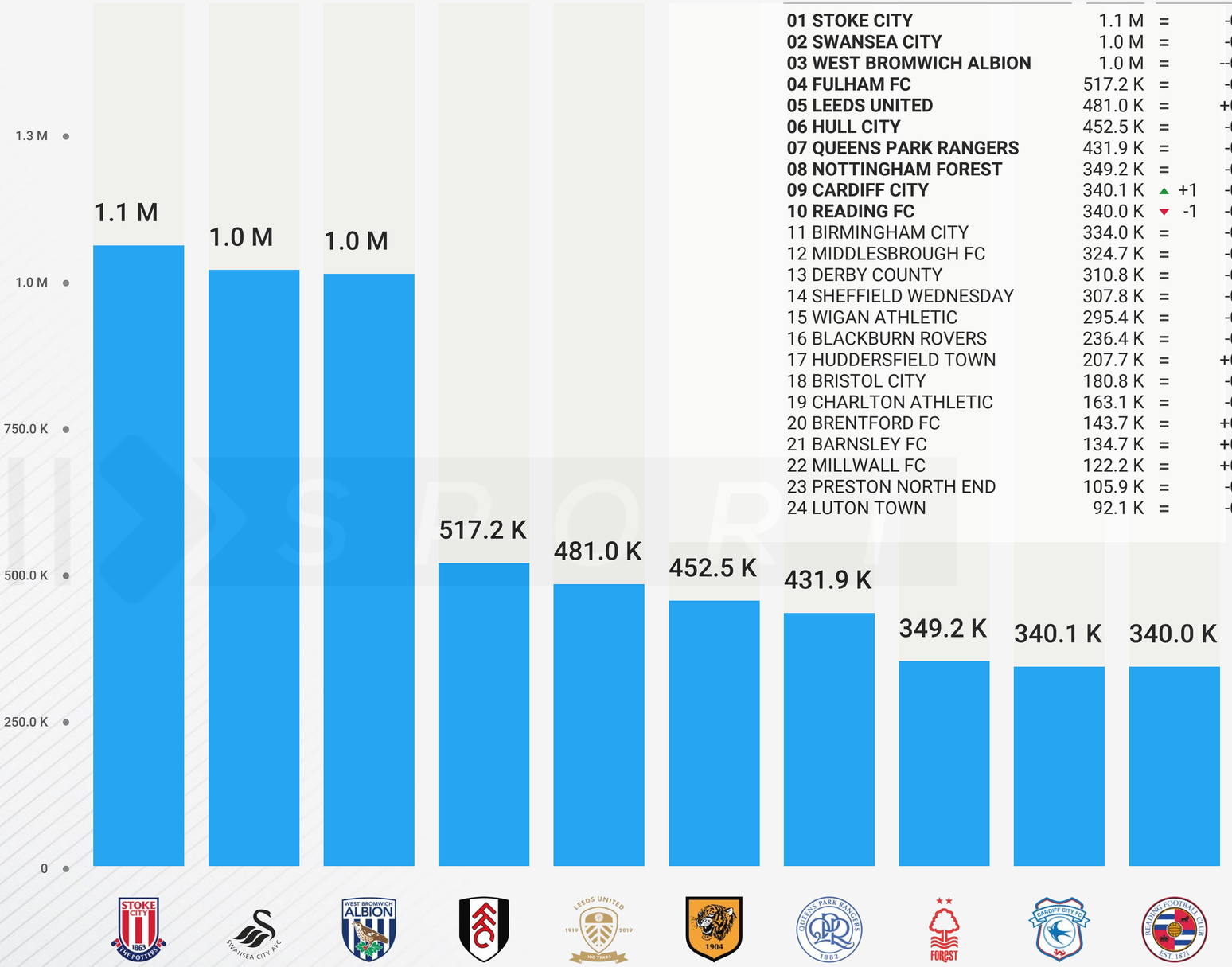
IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

9.0 M

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



CLUBS	FANS		% VAR*
01 STOKE CITY	1.1 M	=	-0.34
02 SWANSEA CITY	1.0 M	=	-0.32
03 WEST BROMWICH ALBION	1.0 M	=	--0.00
04 FULHAM FC	517.2 K	=	-0.25
05 LEEDS UNITED	481.0 K	=	+0.18
06 HULL CITY	452.5 K	=	-0.41
07 QUEENS PARK RANGERS	431.9 K	=	-0.31
08 NOTTINGHAM FOREST	349.2 K	=	-0.18
09 CARDIFF CITY	340.1 K	▲ +1	-0.22
10 READING FC	340.0 K	▼ -1	-0.40
11 BIRMINGHAM CITY	334.0 K	=	-0.19
12 MIDDLESBROUGH FC	324.7 K	=	-0.37
13 DERBY COUNTY	310.8 K	=	-0.32
14 SHEFFIELD WEDNESDAY	307.8 K	=	-0.34
15 WIGAN ATHLETIC	295.4 K	=	-0.22
16 BLACKBURN ROVERS	236.4 K	=	-0.13
17 HUDDERSFIELD TOWN	207.7 K	=	+0.19
18 BRISTOL CITY	180.8 K	=	-0.24
19 CHARLTON ATHLETIC	163.1 K	=	-0.27
20 BRENTFORD FC	143.7 K	=	+0.45
21 BARNSLEY FC	134.7 K	=	+0.14
22 MILLWALL FC	122.2 K	=	+0.01
23 PRESTON NORTH END	105.9 K	=	-0.36
24 LUTON TOWN	92.1 K	=	-0.19

*[from May 15, 2020 to June 16, 2020]

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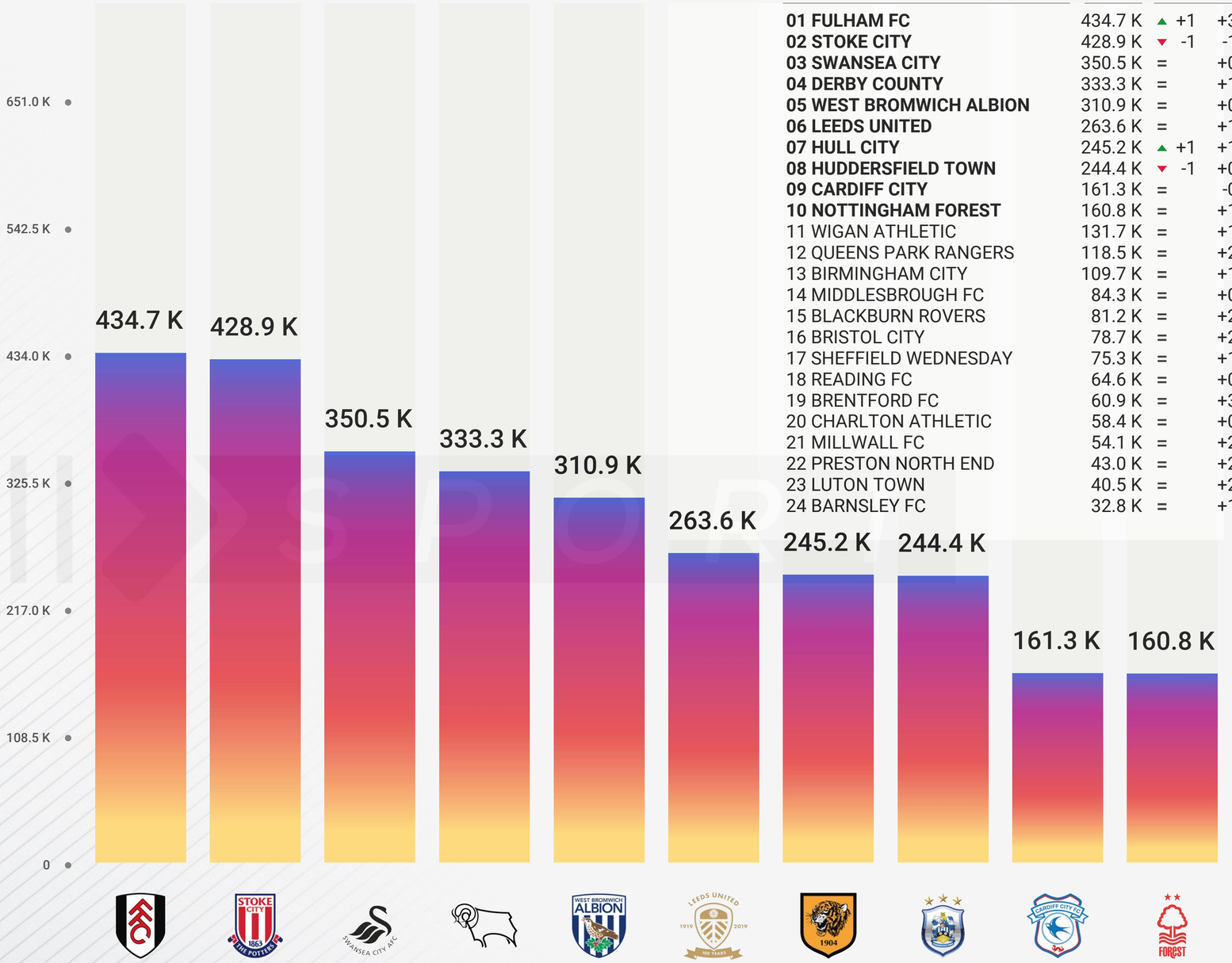
IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

4.0 M

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



CLUBS	FANS		% VAR*
01 FULHAM FC	434.7 K	▲ +1	+3.90
02 STOKE CITY	428.9 K	▼ -1	-1.05
03 SWANSEA CITY	350.5 K	=	+0.81
04 DERBY COUNTY	333.3 K	=	+1.31
05 WEST BROMWICH ALBION	310.9 K	=	+0.07
06 LEEDS UNITED	263.6 K	=	+1.62
07 HULL CITY	245.2 K	▲ +1	+1.09
08 HUDDERSFIELD TOWN	244.4 K	▼ -1	+0.01
09 CARDIFF CITY	161.3 K	=	-0.39
10 NOTTINGHAM FOREST	160.8 K	=	+1.09
11 WIGAN ATHLETIC	131.7 K	=	+1.69
12 QUEENS PARK RANGERS	118.5 K	=	+2.57
13 BIRMINGHAM CITY	109.7 K	=	+1.41
14 MIDDLESBROUGH FC	84.3 K	=	+0.74
15 BLACKBURN ROVERS	81.2 K	=	+2.34
16 BRISTOL CITY	78.7 K	=	+2.57
17 SHEFFIELD WEDNESDAY	75.3 K	=	+1.72
18 READING FC	64.6 K	=	+0.34
19 BRENTFORD FC	60.9 K	=	+3.67
20 CHARLTON ATHLETIC	58.4 K	=	+0.61
21 MILLWALL FC	54.1 K	=	+2.29
22 PRESTON NORTH END	43.0 K	=	+2.57
23 LUTON TOWN	40.5 K	=	+2.31
24 BARNSLEY FC	32.8 K	=	+1.44

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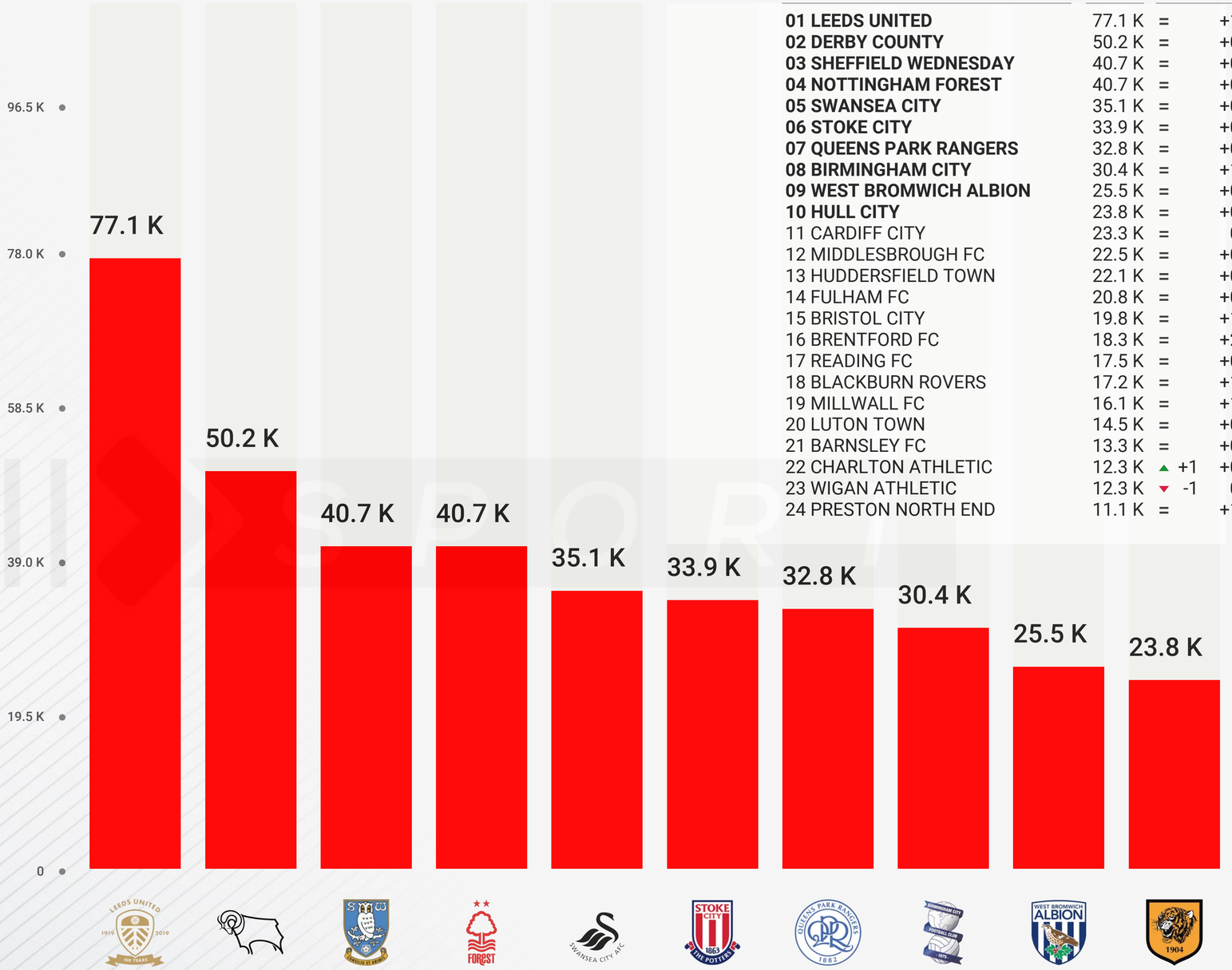
IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

631 K

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



CLUBS	FANS		% VAR*
01 LEEDS UNITED	77.1 K	=	+1.45
02 DERBY COUNTY	50.2 K	=	+0.60
03 SHEFFIELD WEDNESDAY	40.7 K	=	+0.49
04 NOTTINGHAM FOREST	40.7 K	=	+0.74
05 SWANSEA CITY	35.1 K	=	+0.57
06 STOKE CITY	33.9 K	=	+0.30
07 QUEENS PARK RANGERS	32.8 K	=	+0.31
08 BIRMINGHAM CITY	30.4 K	=	+1.00
09 WEST BROMWICH ALBION	25.5 K	=	+0.79
10 HULL CITY	23.8 K	=	+0.85
11 CARDIFF CITY	23.3 K	=	0.00
12 MIDDLESBROUGH FC	22.5 K	=	+0.90
13 HUDDERSFIELD TOWN	22.1 K	=	+0.91
14 FULHAM FC	20.8 K	=	+0.97
15 BRISTOL CITY	19.8 K	=	+1.02
16 BRENTFORD FC	18.3 K	=	+2.23
17 READING FC	17.5 K	=	+0.57
18 BLACKBURN ROVERS	17.2 K	=	+1.78
19 MILLWALL FC	16.1 K	=	+1.26
20 LUTON TOWN	14.5 K	=	+0.69
21 BARNSLEY FC	13.3 K	=	+0.76
22 CHARLTON ATHLETIC	12.3 K	▲ +1	+0.82
23 WIGAN ATHLETIC	12.3 K	▼ -1	0.00
24 PRESTON NORTH END	11.1 K	=	+1.83

***[from May 15, 2020 to June 16, 2020]**

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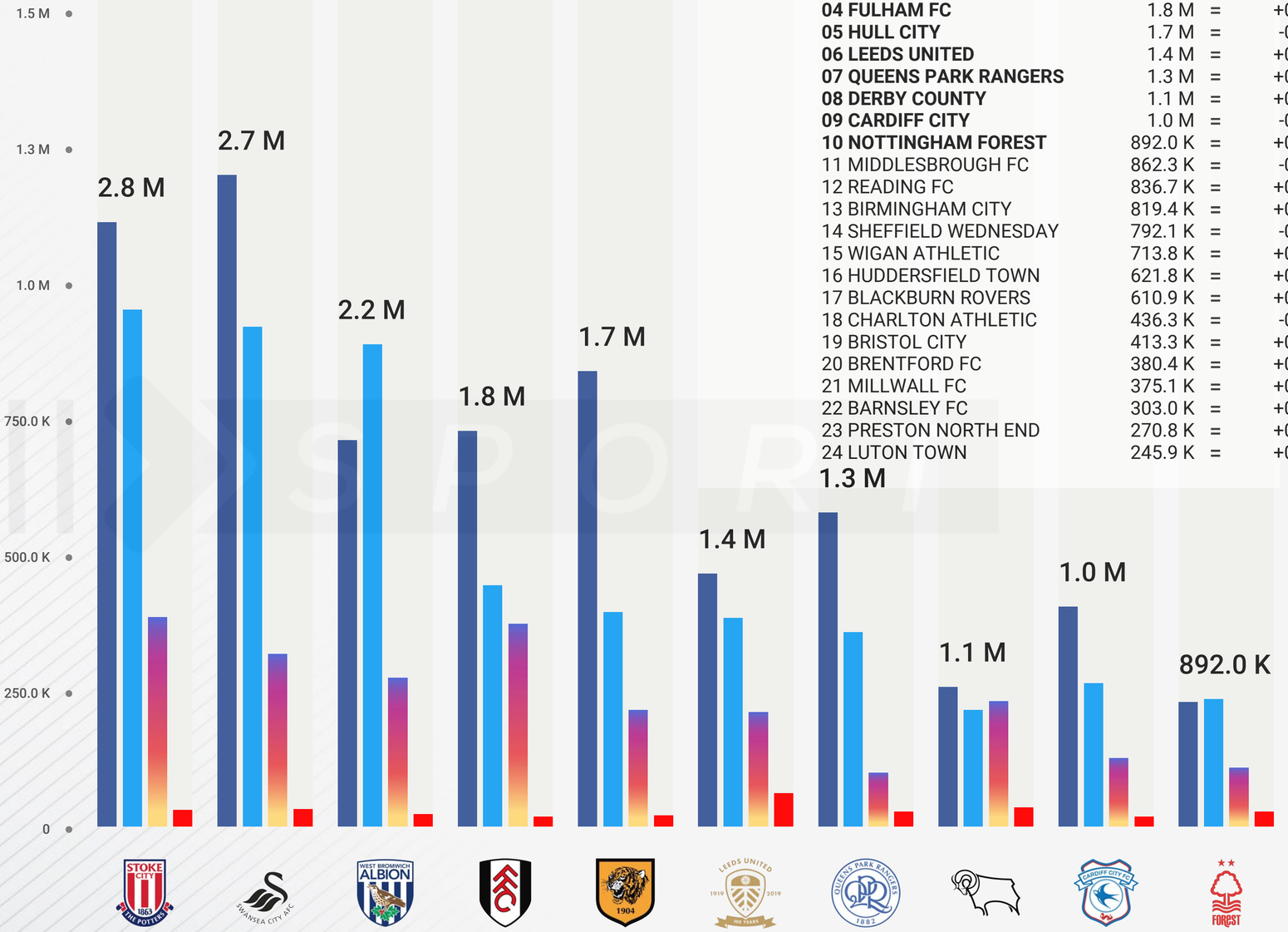
IQUII SPORT

ENGLAND Social

TOTAL FANBASE

24.5 M

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



CLUBS	FANS		% VAR*
01 STOKE CITY	2.8 M	=	-0.41
02 SWANSEA CITY	2.7 M	=	-0.17
03 WEST BROMWICH ALBION	2.2 M	=	-0.10
04 FULHAM FC	1.8 M	=	+0.73
05 HULL CITY	1.7 M	=	-0.08
06 LEEDS UNITED	1.4 M	=	+0.47
07 QUEENS PARK RANGERS	1.3 M	=	+0.03
08 DERBY COUNTY	1.1 M	=	+0.46
09 CARDIFF CITY	1.0 M	=	-0.28
10 NOTTINGHAM FOREST	892.0 K	=	+0.09
11 MIDDLESBROUGH FC	862.3 K	=	-0.16
12 READING FC	836.7 K	=	+0.05
13 BIRMINGHAM CITY	819.4 K	=	+0.05
14 SHEFFIELD WEDNESDAY	792.1 K	=	-0.12
15 WIGAN ATHLETIC	713.8 K	=	+0.16
16 HUDDERSFIELD TOWN	621.8 K	=	+0.01
17 BLACKBURN ROVERS	610.9 K	=	+0.28
18 CHARLTON ATHLETIC	436.3 K	=	-0.05
19 BRISTOL CITY	413.3 K	=	+0.38
20 BRENTFORD FC	380.4 K	=	+0.90
21 MILLWALL FC	375.1 K	=	+0.28
22 BARNSLEY FC	303.0 K	=	+0.17
23 PRESTON NORTH END	270.8 K	=	+0.25
24 LUTON TOWN	245.9 K	=	+0.27

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IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

24.5 M

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

SPONSORS	FANS		% VAR*
01 MACRON	4.9 M	=	-0.19
02 UMBRO	4.4 M	=	+0.20
03 ADIDAS	3.7 M	=	+0.29
04 PUMA	3.4 M	=	+0.00
05 JOMA	2.7 M	=	-0.17
06 KAPPA	1.4 M	=	+0.47
07 HUMMEL	1.3 M	=	-0.12
08 ERREA	1.3 M	=	+0.03
09 ELEV8	792.1 K	=	-0.12
10 BRISTOL SPORT	413.3 K	=	+0.38
11 NIKE	270.8 K	=	+0.25



*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

ENGLAND Brands

CLUBS

24

Sport Brands

11



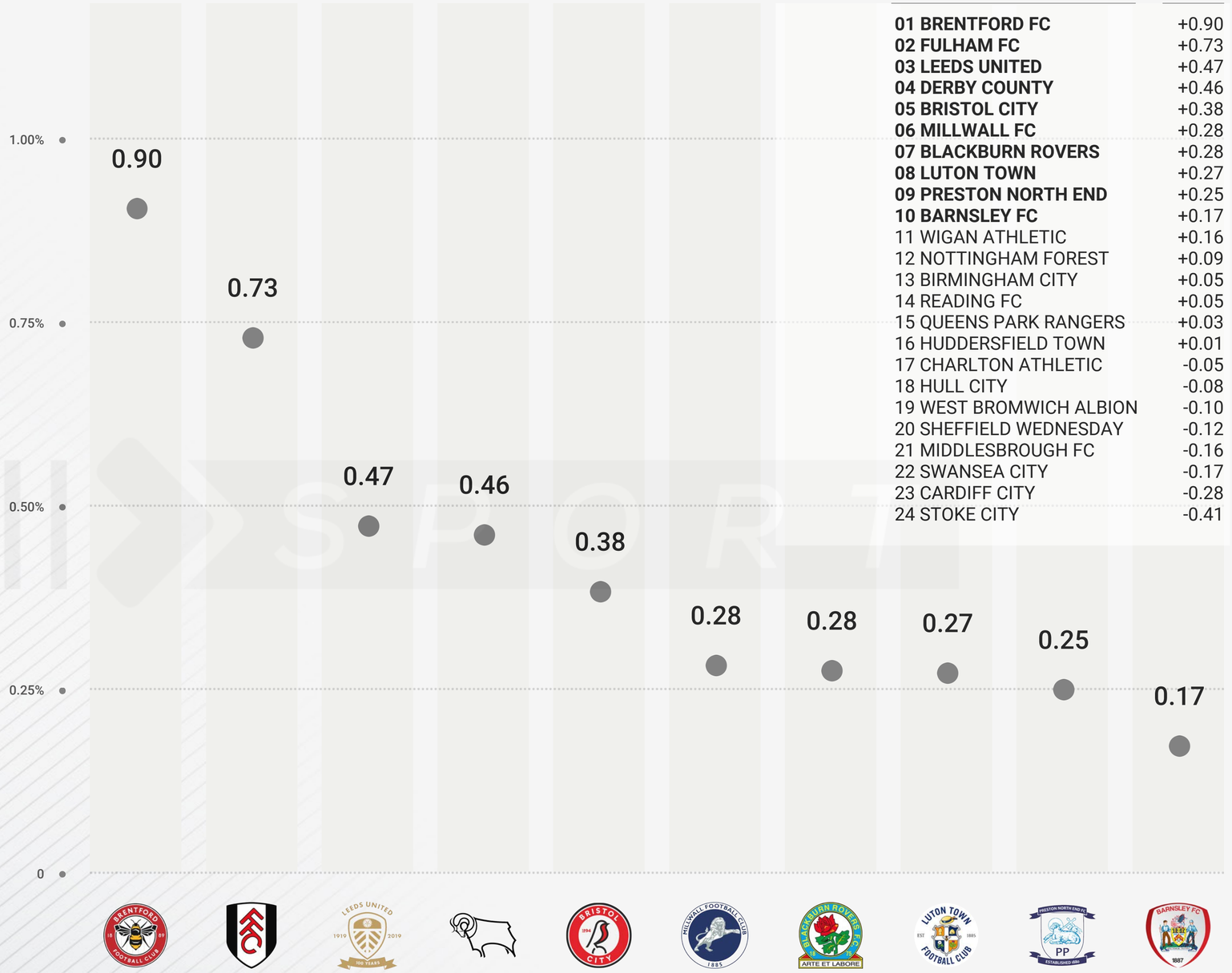
Sport Brands on jersey coverage in relation to the 24 sponsored **Championship** football clubs.

*[from May 15, 2020 to June 16, 2020]

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ENGLAND Grown Up



CLUBS	% VAR*
01 BRENTFORD FC	**+0.90**
02 FULHAM FC	**+0.73**
03 LEEDS UNITED	**+0.47**
04 DERBY COUNTY	**+0.46**
05 BRISTOL CITY	**+0.38**
06 MILLWALL FC	**+0.28**
07 BLACKBURN ROVERS	**+0.28**
08 LUTON TOWN	**+0.27**
09 PRESTON NORTH END	**+0.25**
10 BARNSLEY FC	**+0.17**
11 WIGAN ATHLETIC	+0.16
12 NOTTINGHAM FOREST	+0.09
13 BIRMINGHAM CITY	+0.05
14 READING FC	+0.05
15 QUEENS PARK RANGERS	+0.03
16 HUDDERSFIELD TOWN	+0.01
17 CHARLTON ATHLETIC	-0.05
18 HULL CITY	-0.08
19 WEST BROMWICH ALBION	-0.10
20 SHEFFIELD WEDNESDAY	-0.12
21 MIDDLESBROUGH FC	-0.16
22 SWANSEA CITY	-0.17
23 CARDIFF CITY	-0.28
24 STOKE CITY	-0.41

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

***[from May 15, 2020 to June 16, 2020]**

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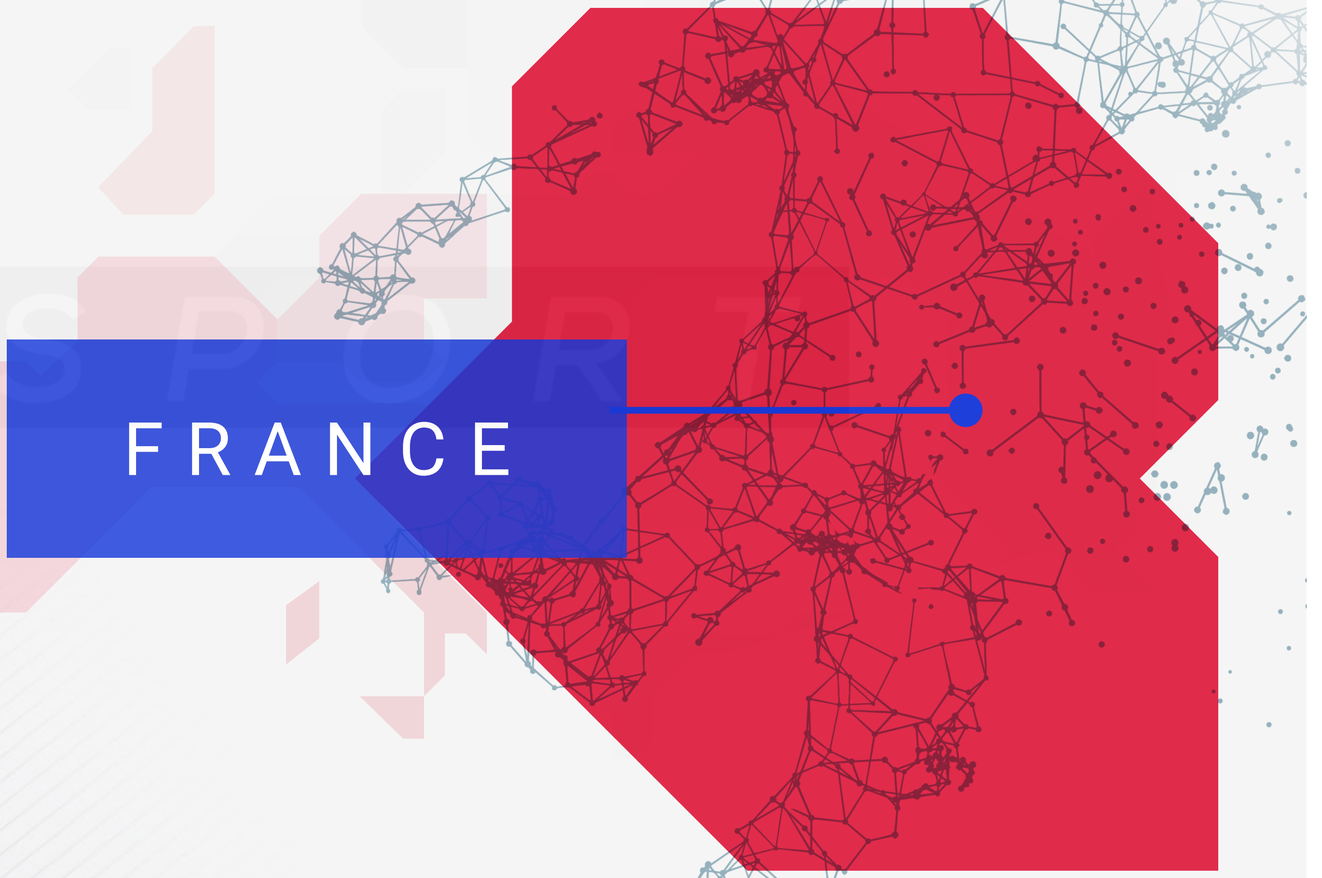
Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LIGUE 1

SECOND DIVISION — 20 CLUBS

LIGUE 2



*[from May 15, 2020 to June 16, 2020]

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FRANCE SnapShot / General

2	40	13	129.2 M
			+ 0.35%*
COMPETITIONS	CLUBS	BRANDS	FANS
Total Competitions analysed: Ligue 1 and Ligue 2.	Total Ligue 1 and Ligue 2 football clubs analysed.	Total Ligue 1 and Ligue 2 Sport Brands on jerseys analysed.	Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue 1 and Ligue 2 football clubs analysed.

*[from May 15, 2020 to June 16, 2020]

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FRANCE SnapShot / First Division



20

CLUBS

Total Ligue 1 football clubs analysed.

10

BRANDS

Total Ligue 1 Sport Brands on jerseys analysed.

124.0 M

+ 0.35%*

FANS

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

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FRANCE Facebook

TOTAL FANBASE

64.3 M

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



CLUBS	FANS		% VAR*
01 PSG	41.3 M	=	-0.35
02 AS MONACO	7.1 M	=	+0.50
03 OLYMPIQUE DE M.	5.7 M	=	+1.35
04 OLYMPIQUE LYONNAIS	3.9 M	=	+1.41
05 LOSC LILLE	1.0 M	=	+0.56
06 FC GIRONDINS BORDEAUX	1.0 M	=	-0.24
07 AS SAINT ÉTIENNE	842.8 K	=	-0.22
08 FC NANTES	519.9 K	=	+1.16
09 OGC NICE	514.2 K	=	+0.12
10 STADE RENNAIS FC	488.5 K	=	-0.17
11 TOULOUSE FC	364.6 K	=	-0.16
12 HSC MONTPELLIER	320.4 K	=	-0.14
13 STADE DE REIMS	217.2 K	=	-0.12
14 FC METZ	210.5 K	=	-0.07
15 SCO ANGERS	187.9 K	=	-0.03
16 FCO DIJON	162.4 K	=	+0.04
17 RC STRASBOURG ALSACE	153.6 K	=	+1.14
18 STADE BRESTOIS 29	129.7 K	=	-0.05
19 SC AMIENS	94.1 K	=	+0.28
20 NÎMES OLYMPIQUE	79.0 K	=	+0.01

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

FRANCE Twitter

TOTAL FANBASE

20.4 M

LIGUE 1 Conforama

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



CLUBS	FANS		% VAR*
01 PSG	7.9 M	=	+0.63
02 OLYMPIQUE DE M.	3.4 M	=	+0.71
03 AS MONACO	2.2 M	=	-0.04
04 OLYMPIQUE LYONNAIS	1.8 M	=	+0.04
05 AS SAINT ÉTIENNE	824.8 K	=	+0.05
06 LOSC LILLE	740.0 K	=	-0.05
07 FC NANTES	570.2 K	=	-0.08
08 TOULOUSE FC	473.6 K	=	-0.12
09 OGC NICE	467.9 K	=	+0.05
10 FC GIRONDINS BORDEAUX	398.8 K	=	-0.01
11 HSC MONTPELLIER	368.7 K	=	+0.06
12 STADE RENNAIS FC	336.4 K	=	+0.01
13 STADE DE REIMS	219.6 K	=	+0.08
14 FC METZ	158.1 K	=	+0.08
15 RC STRASBOURG ALSACE	141.5 K	=	+0.38
16 SCO ANGERS	122.2 K	=	+0.31
17 FCO DIJON	112.8 K	=	+0.25
18 NÎMES OLYMPIQUE	82.4 K	=	+0.23
19 STADE BRESTOIS 29	72.4 K	=	+0.22
20 SC AMIENS	64.6 K	=	+0.74

***[from May 15, 2020 to June 16, 2020]**

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FRANCE Instagram

TOTAL FANBASE

36.3 M

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



CLUBS	FANS		% VAR*
01 PSG	29.2 M	=	+0.76
02 AS MONACO	1.6 M	=	+1.41
03 OLYMPIQUE DE M.	1.5 M	=	+2.24
04 OLYMPIQUE LYONNAIS	1.5 M	=	+0.76
05 FC NANTES	366.5 K	=	-0.02
06 OGC NICE	365.4 K	=	-0.12
07 LOSC LILLE	326.6 K	=	+0.90
08 AS SAINT ÉTIENNE	276.1 K	=	+1.95
09 STADE RENNAIS FC	188.3 K	=	+0.92
10 HSC MONTPELLIER	172.4 K	=	+2.53
11 FC GIRONDINS BORDEAUX	155.7 K	=	+2.06
12 TOULOUSE FC	109.8 K	=	-0.33
13 RC STRASBOURG ALSACE	103.2 K	=	+1.56
14 FC METZ	87.1 K	=	+3.93
15 FCO DIJON	84.4 K	=	+4.51
16 SCO ANGERS	66.1 K	=	+0.64
17 STADE DE REIMS	47.3 K	=	+1.77
18 SC AMIENS	46.8 K	=	+0.89
19 STADE BRESTOIS 29	43.4 K	=	+1.08
20 NÎMES OLYMPIQUE	39.7 K	=	+1.16

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IQUII SPORT

FRANCE YouTube

TOTAL FANBASE

3.1 M

LIGUE 1 Conforama

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



CLUBS	FANS		% VAR*
01 PSG	2.3 M	=	+0.44
02 OLYMPIQUE DE M.	350.0 K	=	+0.86
03 AS MONACO	129.0 K	=	+2.38
04 OLYMPIQUE LYONNAIS	82.9 K	=	+1.34
05 OGC NICE	78.9 K	=	+0.51
06 AS SAINT ÉTIENNE	56.8 K	=	+0.53
07 FC NANTES	31.4 K	=	+0.64
08 LOSC LILLE	30.0 K	=	+0.67
09 FC GIRONDINS BORDEAUX	25.8 K	=	+0.78
10 RC STRASBOURG ALSACE	20.0 K	=	+0.50
11 TOULOUSE FC	13.9 K	=	+1.46
12 HSC MONTPELLIER	11.4 K	=	+2.70
13 FCO DIJON	4.3 K	=	+1.67
14 STADE BRESTOIS 29	3.8 K	=	+0.81
15 SC AMIENS	1.5 K	=	+2.10
16 NÎMES OLYMPIQUE	1.1 K	=	+1.82
17 STADE DE REIMS	268	=	+3.88
18 SCO ANGERS	-	=	-
19 STADE RENNAIS FC	-	=	-
20 FC METZ	-	=	-

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

FRANCE Social

TOTAL FANBASE

124.0 M

LIGUE 1 Conforama

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



CLUBS	FANS		% VAR*
01 PSG	80.6 M	=	+0.17
02 AS MONACO	11.0 M	=	+0.55
03 OLYMPIQUE DE M.	11.0 M	=	+1.26
04 OLYMPIQUE LYONNAIS	7.3 M	=	+0.94
05 LOSC LILLE	2.1 M	=	+0.40
06 AS SAINT ÉTIENNE	2.0 M	=	+0.21
07 FC GIRONDINS BORDEAUX	1.6 M	=	+0.06
08 FC NANTES	1.5 M	=	+0.38
09 OGC NICE	1.4 M	=	+0.06
10 STADE RENNAIS FC	1.0 M	=	+0.09
11 TOULOUSE FC	961.9 K	=	-0.13
12 HSC MONTPELLIER	872.9 K	=	+0.50
13 STADE DE REIMS	484.3 K	=	+0.15
14 FC METZ	455.8 K	=	+0.73
15 RC STRASBOURG ALSACE	418.3 K	=	+0.95
16 SCO ANGERS	376.3 K	=	+0.19
17 FCO DIJON	364.0 K	=	+1.13
18 STADE BRESTOIS 29	249.2 K	=	+0.24
19 SC AMIENS	207.0 K	=	+0.57
20 NÎMES OLYMPIQUE	202.3 K	=	+0.33

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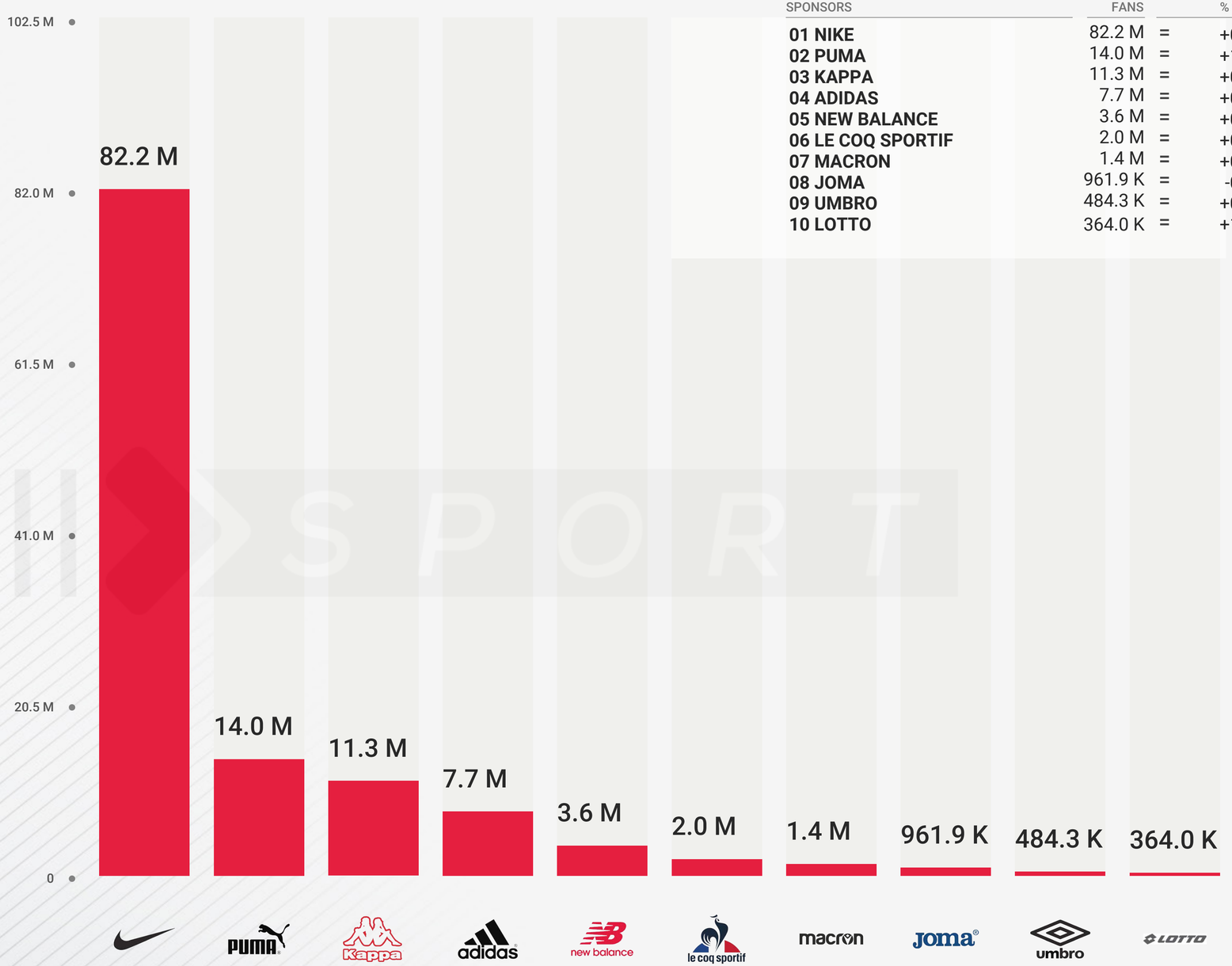
IQUII SPORT

FRANCE Brands

TOTAL FANBASE

124.0 M

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



SPONSORS	FANS		% VAR*
01 NIKE	82.2 M	=	+0.18
02 PUMA	14.0 M	=	+1.01
03 KAPPA	11.3 M	=	+0.53
04 ADIDAS	7.7 M	=	+0.94
05 NEW BALANCE	3.6 M	=	+0.39
06 LE COQ SPORTIF	2.0 M	=	+0.21
07 MACRON	1.4 M	=	+0.06
08 JOMA	961.9 K	=	-0.13
09 UMBRO	484.3 K	=	+0.15
10 LOTTO	364.0 K	=	+1.13

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IQUII SPORT

FRANCE Brands

CLUBS
20

Sport Brands
10



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

*[from May 15, 2020 to June 16, 2020]

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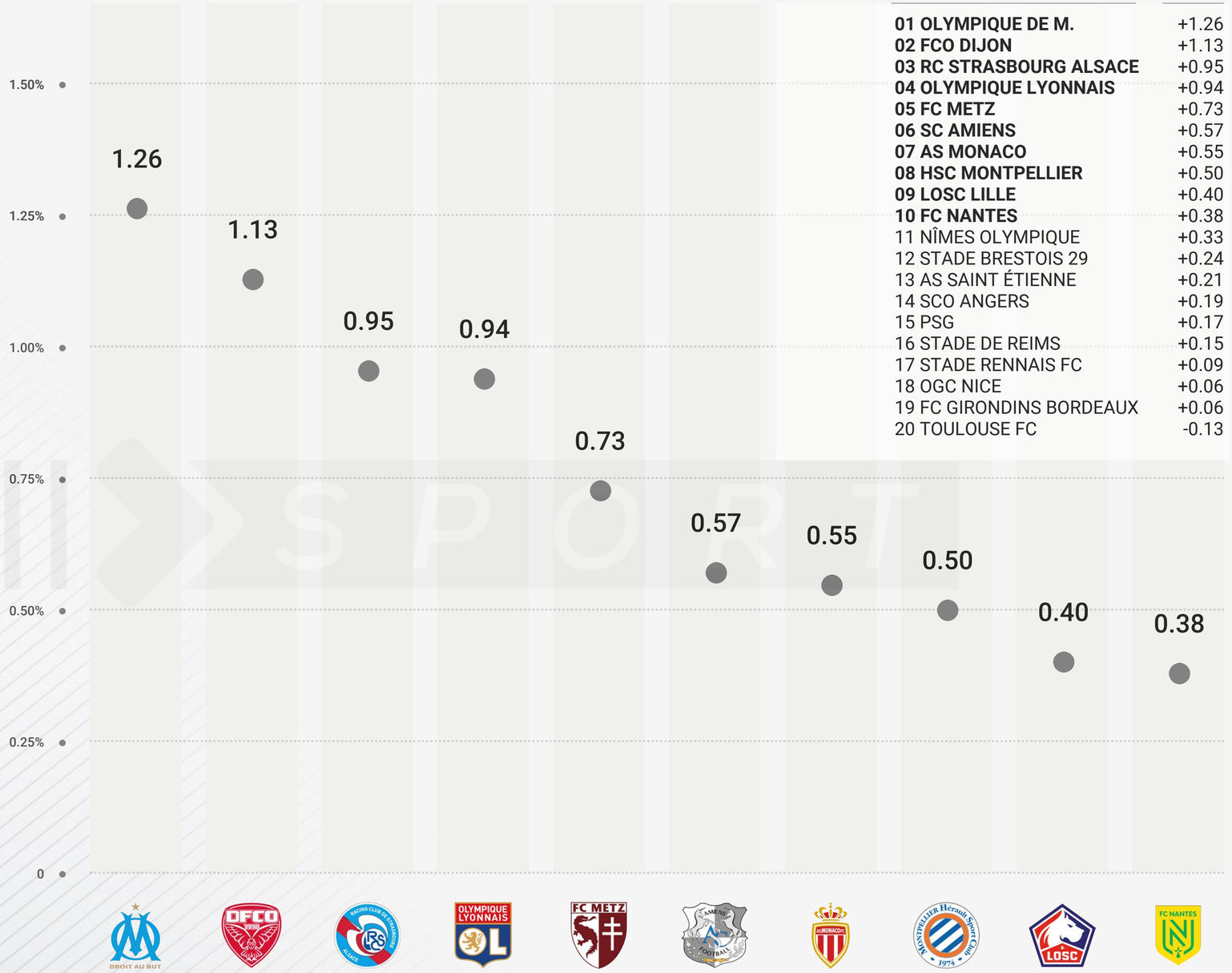
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IQUII SPORT

FRANCE Grown Up



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



CLUBS	% VAR*
01 OLYMPIQUE DE M.	**+1.26**
02 FCO DIJON	**+1.13**
03 RC STRASBOURG ALSACE	**+0.95**
04 OLYMPIQUE LYONNAIS	**+0.94**
05 FC METZ	**+0.73**
06 SC AMIENS	**+0.57**
07 AS MONACO	**+0.55**
08 HSC MONTPELLIER	**+0.50**
09 LOSC LILLE	**+0.40**
10 FC NANTES	**+0.38**
11 NÎMES OLYMPIQUE	+0.33
12 STADE BRESTOIS 29	+0.24
13 AS SAINT ÉTIENNE	+0.21
14 SCO ANGERS	+0.19
15 PSG	+0.17
16 STADE DE REIMS	+0.15
17 STADE RENNAIS FC	+0.09
18 OGC NICE	+0.06
19 FC GIRONDINS BORDEAUX	+0.06
20 TOULOUSE FC	-0.13

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FRANCE SnapShot / Second Division



20

CLUBS

Total Ligue 2 football clubs analysed.

11

BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

5.2 M

+ 0.23%*

FANS

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

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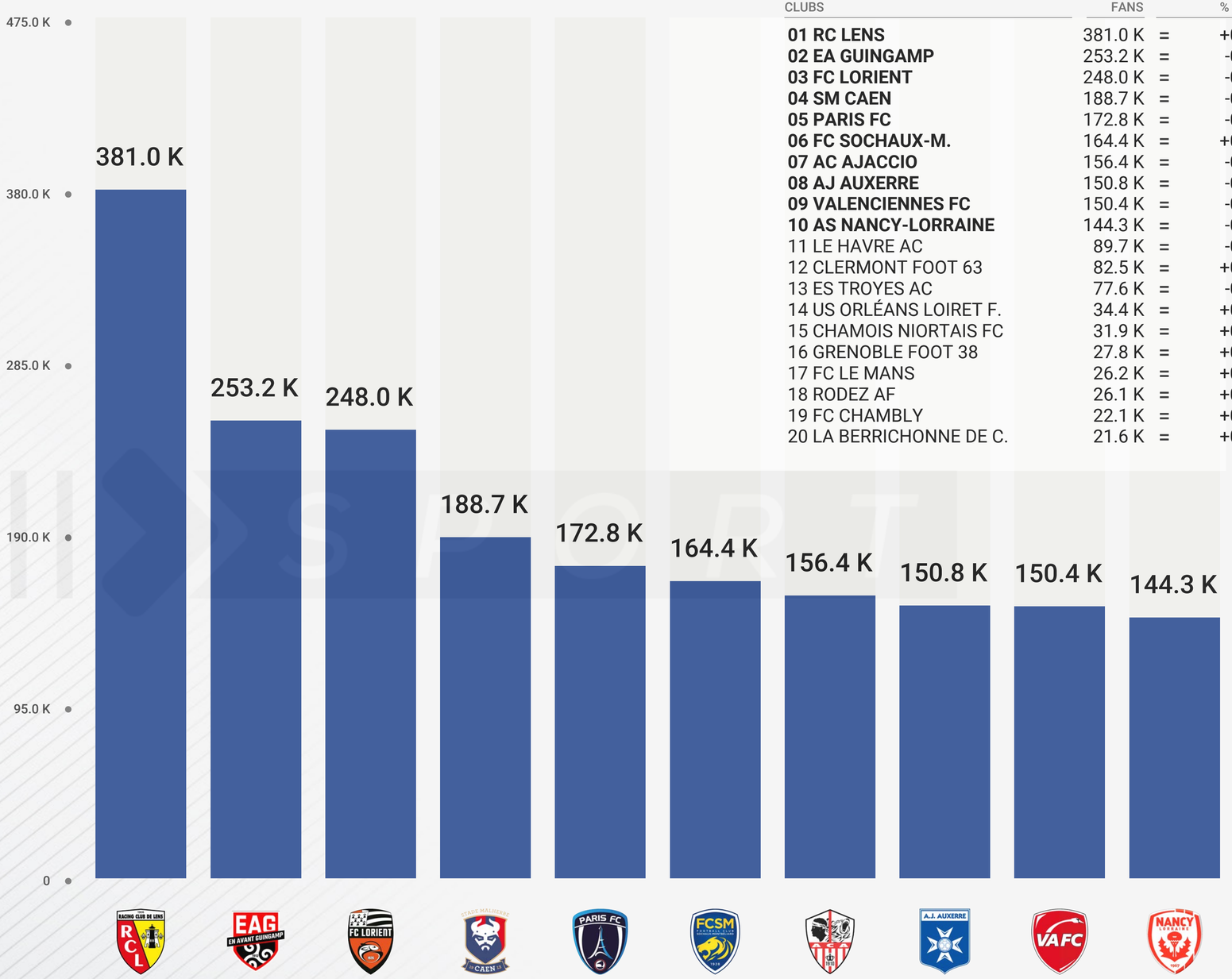
FRANCE Facebook

TOTAL FANBASE

2.4 M

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 RC LENS	381.0 K	=	+0.14
02 EA GUINGAMP	253.2 K	=	-0.17
03 FC LORIENT	248.0 K	=	-0.09
04 SM CAEN	188.7 K	=	-0.22
05 PARIS FC	172.8 K	=	-0.09
06 FC SOCHAUX-M.	164.4 K	=	+0.01
07 AC AJACCIO	156.4 K	=	-0.22
08 AJ AUXERRE	150.8 K	=	-0.06
09 VALENCIENNES FC	150.4 K	=	-0.05
10 AS NANCY-LORRAINE	144.3 K	=	-0.16
11 LE HAVRE AC	89.7 K	=	-0.09
12 CLERMONT FOOT 63	82.5 K	=	+0.02
13 ES TROYES AC	77.6 K	=	-0.03
14 US ORLÉANS LOIRET F.	34.4 K	=	+0.18
15 CHAMOIS NIORTAIS FC	31.9 K	=	+0.42
16 GRENOBLE FOOT 38	27.8 K	=	+0.21
17 FC LE MANS	26.2 K	=	+0.50
18 RODEZ AF	26.1 K	=	+0.22
19 FC CHAMBLY	22.1 K	=	+0.53
20 LA BERRICHONNE DE C.	21.6 K	=	+0.33

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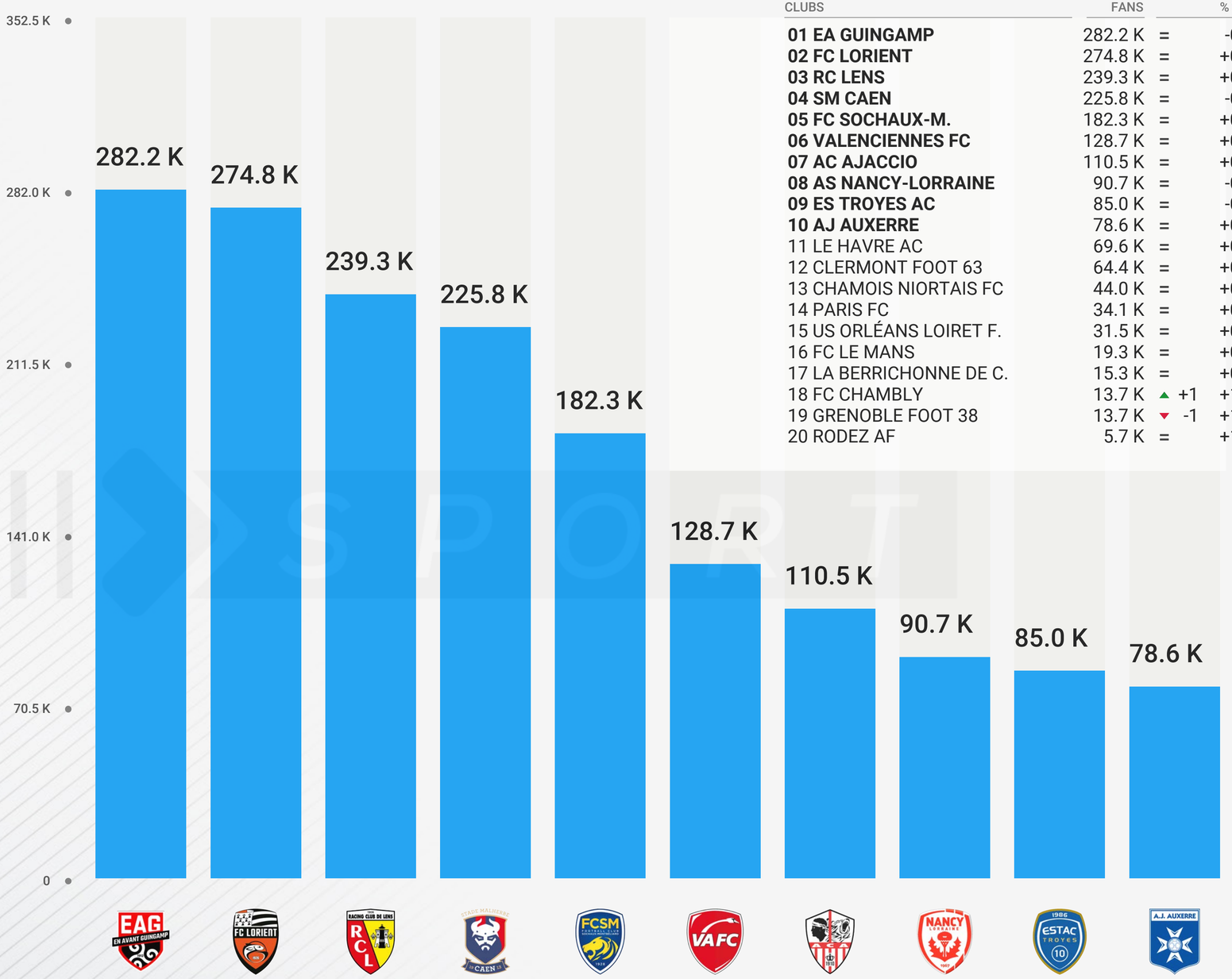
FRANCE Twitter

TOTAL FANBASE

2.0 M

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 EA GUINGAMP	282.2 K	=	-0.16
02 FC LORIENT	274.8 K	=	+0.01
03 RC LENS	239.3 K	=	+0.23
04 SM CAEN	225.8 K	=	-0.11
05 FC SOCHAUX-M.	182.3 K	=	+0.01
06 VALENCIENNES FC	128.7 K	=	+0.04
07 AC AJACCIO	110.5 K	=	+0.01
08 AS NANCY-LORRAINE	90.7 K	=	-0.13
09 ES TROYES AC	85.0 K	=	-0.03
10 AJ AUXERRE	78.6 K	=	+0.36
11 LE HAVRE AC	69.6 K	=	+0.24
12 CLERMONT FOOT 63	64.4 K	=	+0.17
13 CHAMOIS NIORTAIS FC	44.0 K	=	+0.09
14 PARIS FC	34.1 K	=	+0.45
15 US ORLÉANS LOIRET F.	31.5 K	=	+0.13
16 FC LE MANS	19.3 K	=	+0.96
17 LA BERRICHONNE DE C.	15.3 K	=	+0.73
18 FC CHAMBLY	13.7 K	▲ +1	+1.20
19 GRENOBLE FOOT 38	13.7 K	▼ -1	+1.01
20 RODEZ AF	5.7 K	=	+1.95

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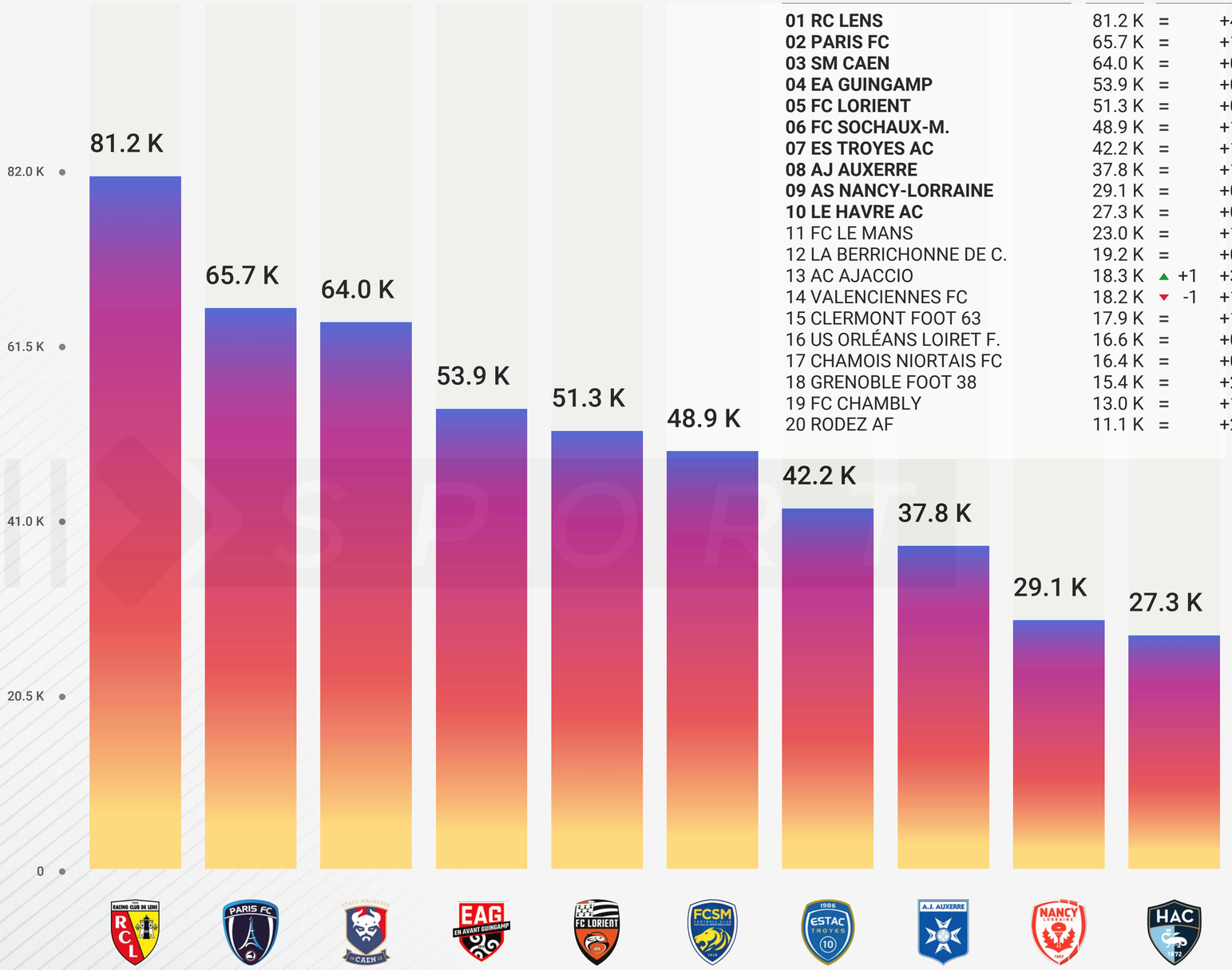
FRANCE Instagram

TOTAL FANBASE

670 K

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 RC LENS	81.2 K	=	+4.97
02 PARIS FC	65.7 K	=	+1.71
03 SM CAEN	64.0 K	=	+0.31
04 EA GUINGAMP	53.9 K	=	+0.09
05 FC LORIENT	51.3 K	=	+0.69
06 FC SOCHAUX-M.	48.9 K	=	+1.76
07 ES TROYES AC	42.2 K	=	+1.75
08 AJ AUXERRE	37.8 K	=	+1.62
09 AS NANCY-LORRAINE	29.1 K	=	+0.39
10 LE HAVRE AC	27.3 K	=	+0.43
11 FC LE MANS	23.0 K	=	+1.41
12 LA BERRICHONNE DE C.	19.2 K	=	+0.17
13 AC AJACCIO	18.3 K	▲ +1	+3.29
14 VALENCIENNES FC	18.2 K	▼ -1	+1.75
15 CLERMONT FOOT 63	17.9 K	=	+1.96
16 US ORLÉANS LOIRET F.	16.6 K	=	+0.95
17 CHAMOIS NIORTAIS FC	16.4 K	=	+0.82
18 GRENOBLE FOOT 38	15.4 K	=	+2.36
19 FC CHAMBLY	13.0 K	=	+1.27
20 RODEZ AF	11.1 K	=	+2.56

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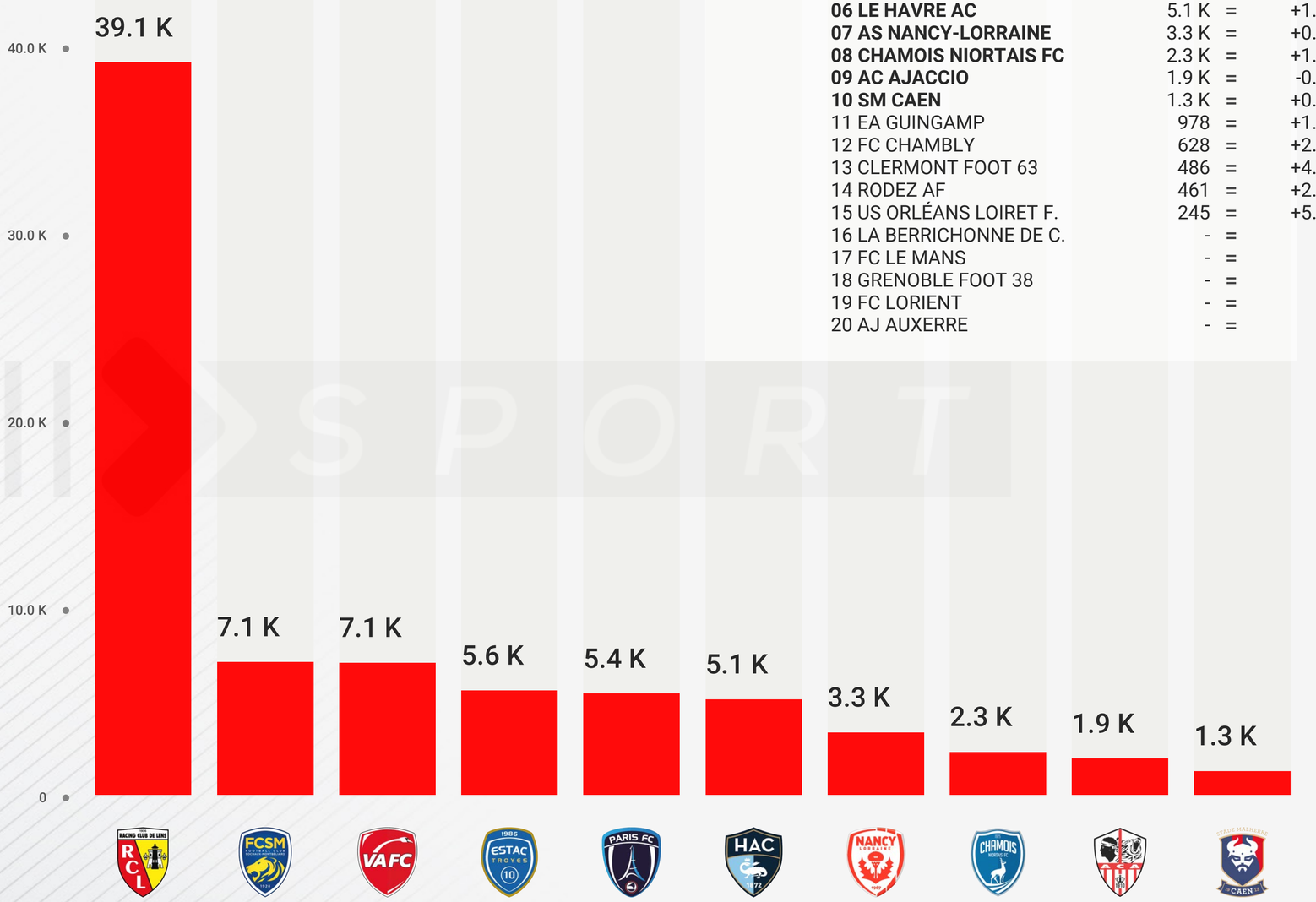
FRANCE YouTube

TOTAL FANBASE

81 K

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 RC LENS	39.1 K	=	+0.26
02 FC SOCHAUX-M.	7.1 K	▲ +1	+1.58
03 VALENCIENNES FC	7.1 K	▼ -1	+0.43
04 ES TROYES AC	5.6 K	=	+2.96
05 PARIS FC	5.4 K	=	+3.05
06 LE HAVRE AC	5.1 K	=	+1.19
07 AS NANCY-LORRAINE	3.3 K	=	+0.91
08 CHAMOIS NIORTAIS FC	2.3 K	=	+1.33
09 AC AJACCIO	1.9 K	=	-0.52
10 SM CAEN	1.3 K	=	+0.79
11 EA GUINGAMP	978	=	+1.24
12 FC CHAMBLY	628	=	+2.61
13 CLERMONT FOOT 63	486	=	+4.74
14 RODEZ AF	461	=	+2.22
15 US ORLÉANS LOIRET F.	245	=	+5.60
16 LA BERRICHONNE DE C.	-	=	-
17 FC LE MANS	-	=	-
18 GRENOBLE FOOT 38	-	=	-
19 FC LORIENT	-	=	-
20 AJ AUXERRE	-	=	-

***[from May 15, 2020 to June 16, 2020]**

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

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IQUII SPORT

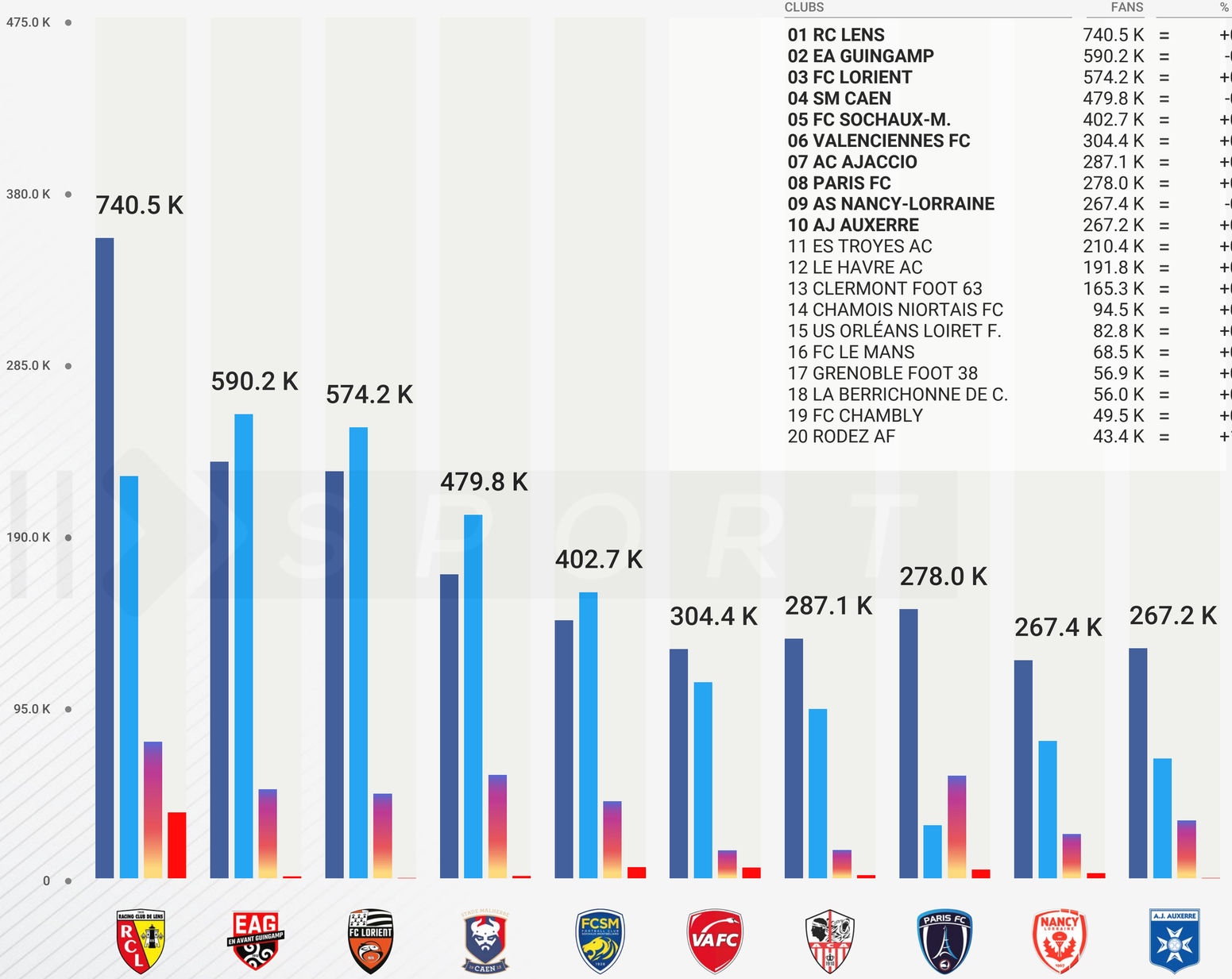
FRANCE Social

TOTAL FANBASE

5.2 M

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 RC LENS	740.5 K	=	+0.68
02 EA GUINGAMP	590.2 K	=	-0.14
03 FC LORIENT	574.2 K	=	+0.03
04 SM CAEN	479.8 K	=	-0.09
05 FC SOCHAUX-M.	402.7 K	=	+0.25
06 VALENCIENNES FC	304.4 K	=	+0.11
07 AC AJACCIO	287.1 K	=	+0.09
08 PARIS FC	278.0 K	=	+0.46
09 AS NANCY-LORRAINE	267.4 K	=	-0.07
10 AJ AUXERRE	267.2 K	=	+0.30
11 ES TROYES AC	210.4 K	=	+0.40
12 LE HAVRE AC	191.8 K	=	+0.14
13 CLERMONT FOOT 63	165.3 K	=	+0.30
14 CHAMOIS NIORTAIS FC	94.5 K	=	+0.36
15 US ORLÉANS LOIRET F.	82.8 K	=	+0.33
16 FC LE MANS	68.5 K	=	+0.94
17 GRENOBLE FOOT 38	56.9 K	=	+0.98
18 LA BERRICHONNE DE C.	56.0 K	=	+0.38
19 FC CHAMBLY	49.5 K	=	+0.93
20 RODEZ AF	43.4 K	=	+1.06

***[from May 15, 2020 to June 16, 2020]**

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FRANCE Brands

TOTAL FANBASE

5.2 M

Domino's LIGUE 2

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

SPONSORS	FANS		% VAR*
01 UMBRO	1.1 M	=	-0.07
02 MACRON	1.0 M	=	+0.58
03 KAPPA	725.4 K	=	+0.15
04 NIKE	658.3 K	=	+0.28
05 LOTTO	402.7 K	=	+0.25
06 ADIDAS	330.4 K	=	+0.21
07 ACERBIS	304.4 K	=	+0.11
08 LE COQ SPORTIF	210.4 K	=	+0.40
09 JOMA	191.8 K	=	+0.14
10 PATRICK	165.3 K	=	+0.30
11 ERIMA	94.5 K	=	+0.36



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FRANCE Brands

CLUBS
20

Sport Brands
11



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

*[from May 15, 2020 to June 16, 2020]

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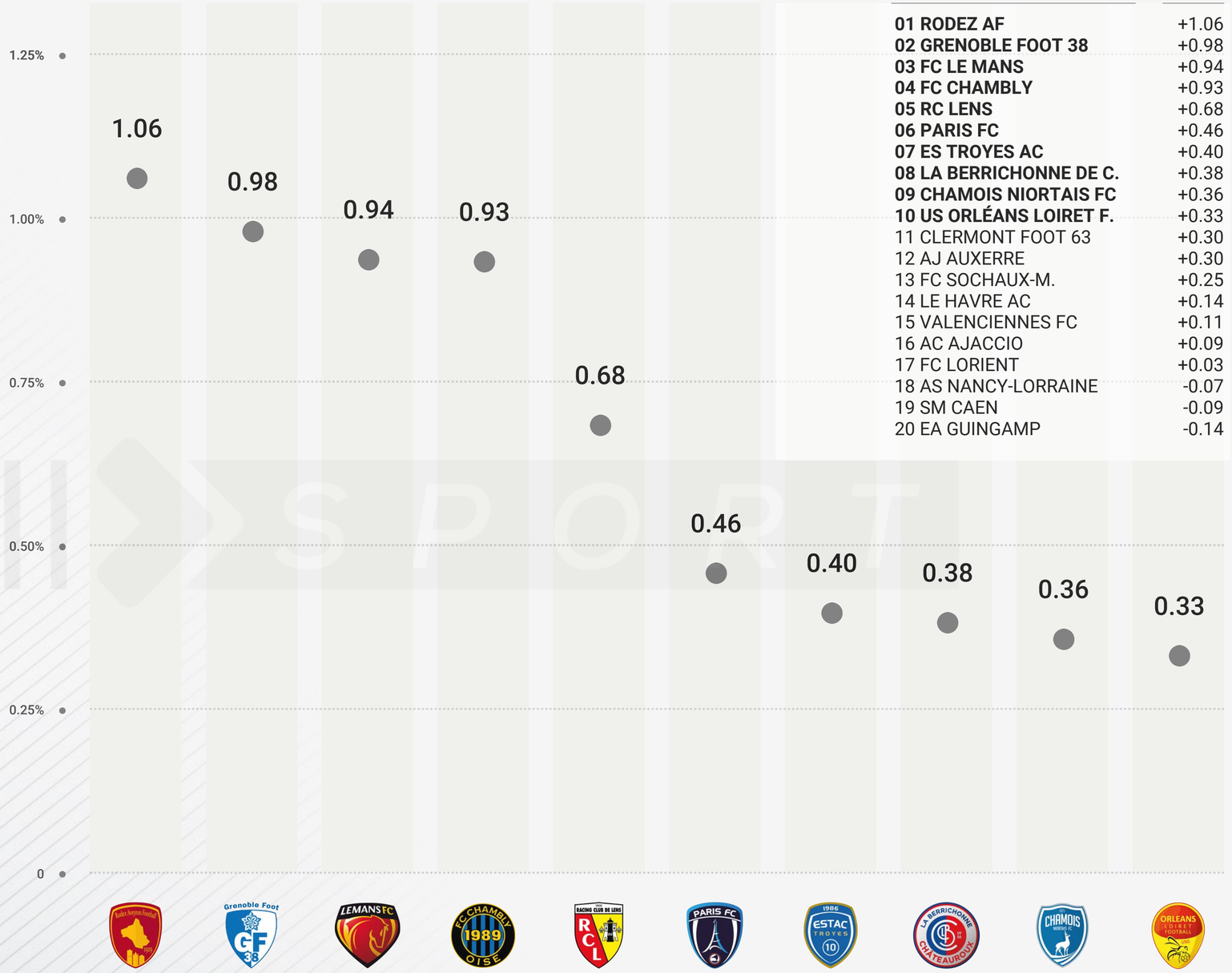
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IQUII SPORT

FRANCE Grown Up

Domino's LIGUE 2

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



CLUBS	% VAR*
01 RODEZ AF	**+1.06**
02 GRENOBLE FOOT 38	**+0.98**
03 FC LE MANS	**+0.94**
04 FC CHAMBLY	**+0.93**
05 RC LENS	**+0.68**
06 PARIS FC	**+0.46**
07 ES TROYES AC	**+0.40**
08 LA BERRICHONNE DE C.	**+0.38**
09 CHAMOIS NIORTAIS FC	**+0.36**
10 US ORLÉANS LOIRET F.	**+0.33**
11 CLERMONT FOOT 63	+0.30
12 AJ AUXERRE	+0.30
13 FC SOCHAUX-M.	+0.25
14 LE HAVRE AC	+0.14
15 VALENCIENNES FC	+0.11
16 AC AJACCIO	+0.09
17 FC LORIENT	+0.03
18 AS NANCY-LORRAINE	-0.07
19 SM CAEN	-0.09
20 EA GUINGAMP	-0.14

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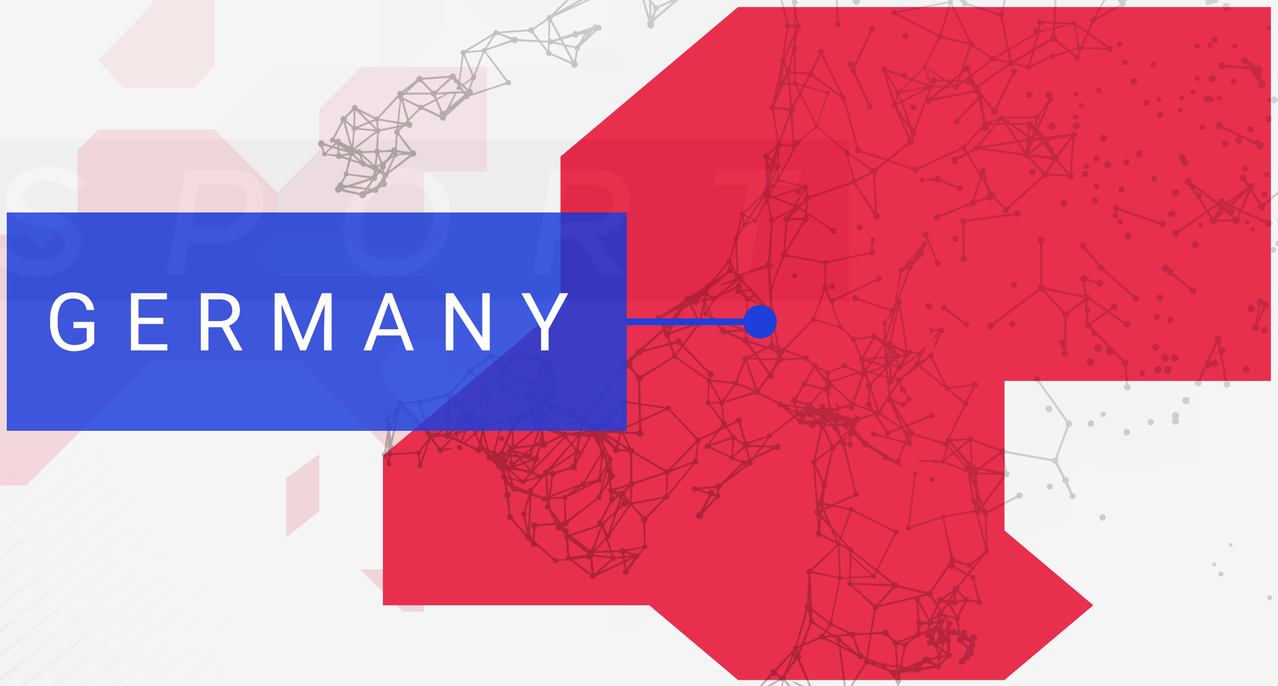
Football Competitions included in this overview

FIRST DIVISION **18 CLUBS**

BUNDESLIGA

SECOND DIVISION **18 CLUBS**

BUNDESLIGA



*[from May 15, 2020 to June 16, 2020]

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GERMANY SnapShot / General



2

COMPETITIONS

Total Competitions analysed: 1.Bundesliga and 2.Bundesliga.

36

CLUBS

Total 1.Bundesliga and 2.Bundesliga football clubs analysed.

13

BRANDS

Total 1.Bundesliga and 2.Bundesliga Sport Brands on jerseys analysed.

140.5 M

+ 0.68%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the 1.Bundesliga and 2.Bundesliga football clubs analysed.

*[from May 15, 2020 to June 16, 2020]

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GERMANY SnapShot / First Division



BUNDESLIGA

18

CLUBS

Total 1.Bundesliga football clubs analysed.

11

BRANDS

Total 1.Bundesliga Sport Brands on jerseys analysed.

132.1 M

+ 0.69%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

77.7 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	49.5 M	=	-0.23
02 BORUSSIA DORTMUND	15.2 M	=	+0.12
03 FC SCHALKE 04	2.9 M	=	-0.01
04 BAYER 04 LEVERKUSEN	2.7 M	=	+0.08
05 VFL WOLFSBURG	1.3 M	=	+0.47
06 BORUSSIA M.	1.1 M	=	+0.73
07 SV WERDER BREMEN	1.0 M	=	+0.06
08 1.FC KÖLN	765.3 K	=	+0.10
09 EINTRACHT FRANKFURT	759.3 K	=	+0.70
10 RASENBALLSPORT L.	452.4 K	=	+2.43
11 1.FSV MAINZ 05	428.1 K	=	+0.02
12 HERTHA BSC	380.0 K	=	+0.52
13 TSG 1899 HOFFENHEIM	302.5 K	=	+0.20
14 FC AUGSBURG	249.2 K	=	+0.13
15 SC FREIBURG	247.8 K	=	+0.55
16 FORTUNA DÜSSELDORF	219.1 K	=	+0.44
17 1.FC UNION BERLIN	152.7 K	=	+1.24
18 SC PADERBORN 07	101.7 K	=	+0.72

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

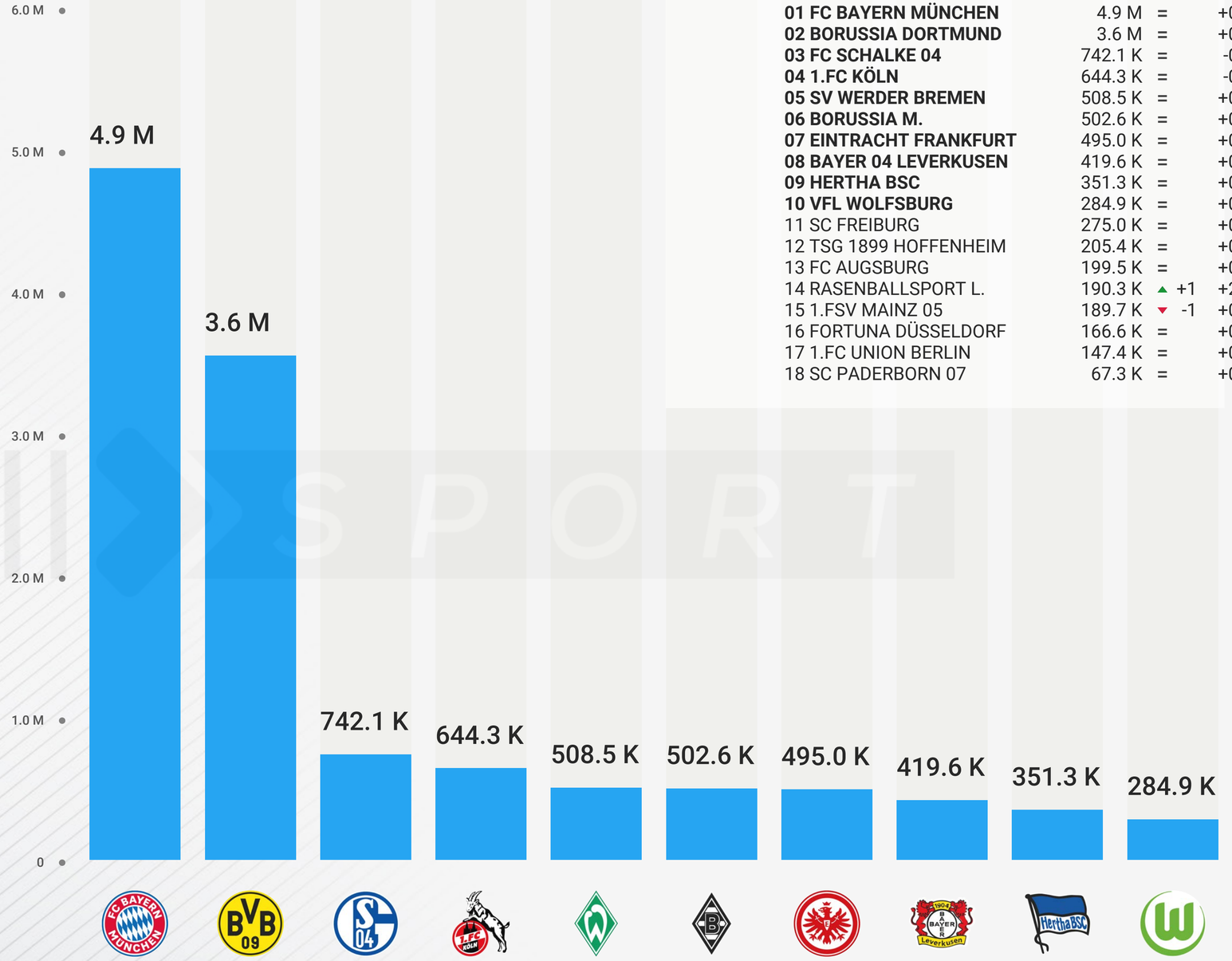
GERMANY Twitter

TOTAL FANBASE

13.8 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	4.9 M	=	+0.18
02 BORUSSIA DORTMUND	3.6 M	=	+0.72
03 FC SCHALKE 04	742.1 K	=	-0.10
04 1.FC KÖLN	644.3 K	=	-0.21
05 SV WERDER BREMEN	508.5 K	=	+0.01
06 BORUSSIA M.	502.6 K	=	+0.22
07 EINTRACHT FRANKFURT	495.0 K	=	+0.05
08 BAYER 04 LEVERKUSEN	419.6 K	=	+0.09
09 HERTHA BSC	351.3 K	=	+0.15
10 VFL WOLFSBURG	284.9 K	=	+0.02
11 SC FREIBURG	275.0 K	=	+0.24
12 TSG 1899 HOFFENHEIM	205.4 K	=	+0.18
13 FC AUGSBURG	199.5 K	=	+0.21
14 RASENBALLSPORT L.	190.3 K	▲ +1	+2.14
15 1.FSV MAINZ 05	189.7 K	▼ -1	+0.29
16 FORTUNA DÜSSELDORF	166.6 K	=	+0.52
17 1.FC UNION BERLIN	147.4 K	=	+0.42
18 SC PADERBORN 07	67.3 K	=	+0.90

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IQUII SPORT

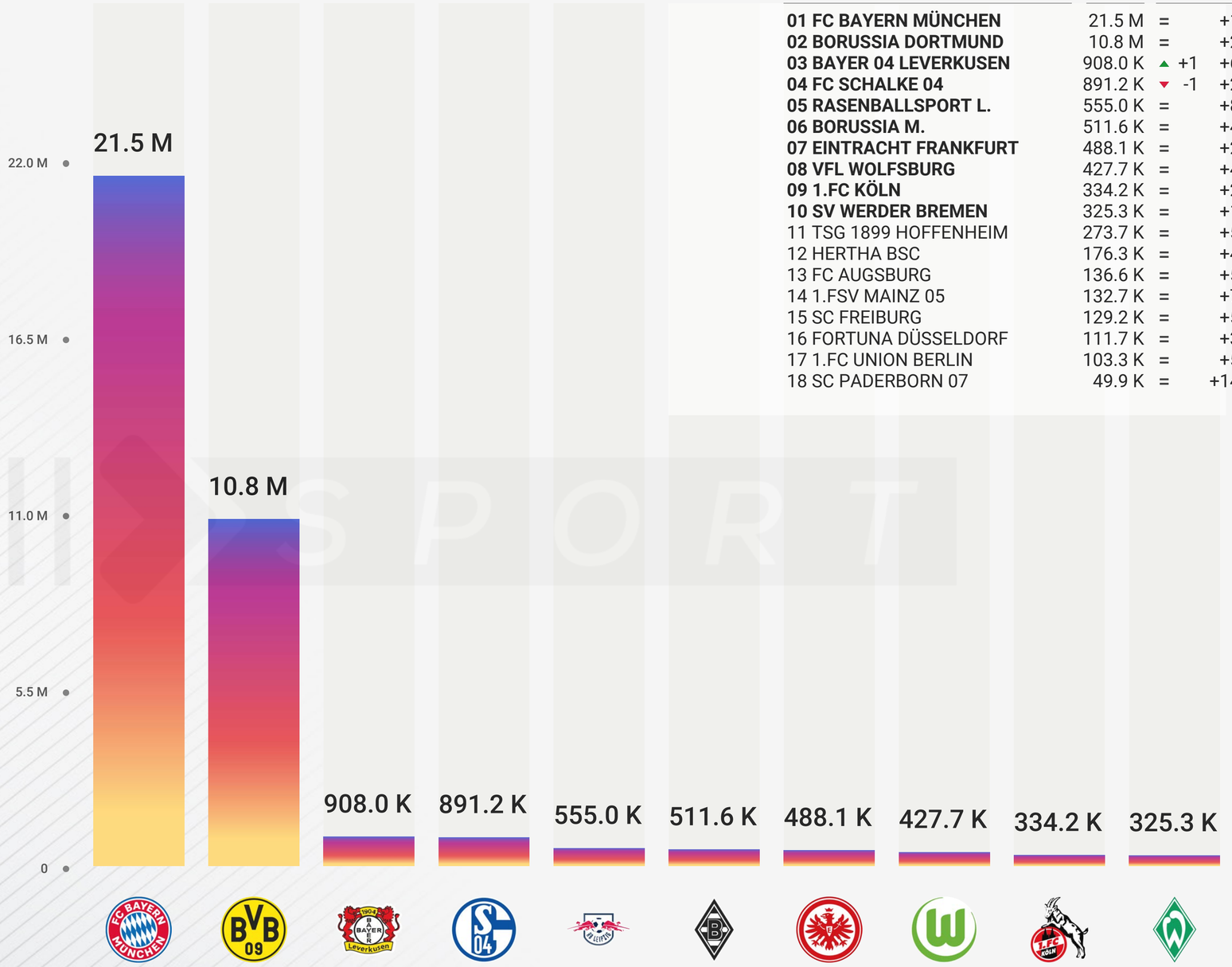
GERMANY Instagram

TOTAL FANBASE

37.9 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	21.5 M	=	+1.49
02 BORUSSIA DORTMUND	10.8 M	=	+2.94
03 BAYER 04 LEVERKUSEN	908.0 K	▲ +1	+6.17
04 FC SCHALKE 04	891.2 K	▼ -1	+2.49
05 RASENBALLSPORT L.	555.0 K	=	+8.78
06 BORUSSIA M.	511.6 K	=	+4.37
07 EINTRACHT FRANKFURT	488.1 K	=	+2.37
08 VFL WOLFSBURG	427.7 K	=	+4.41
09 1.FC KÖLN	334.2 K	=	+2.14
10 SV WERDER BREMEN	325.3 K	=	+1.70
11 TSG 1899 HOFFENHEIM	273.7 K	=	+5.13
12 HERTHA BSC	176.3 K	=	+4.06
13 FC AUGSBURG	136.6 K	=	+5.29
14 1.FSV MAINZ 05	132.7 K	=	+7.96
15 SC FREIBURG	129.2 K	=	+5.50
16 FORTUNA DÜSSELDORF	111.7 K	=	+3.53
17 1.FC UNION BERLIN	103.3 K	=	+5.54
18 SC PADERBORN 07	49.9 K	=	+14.80

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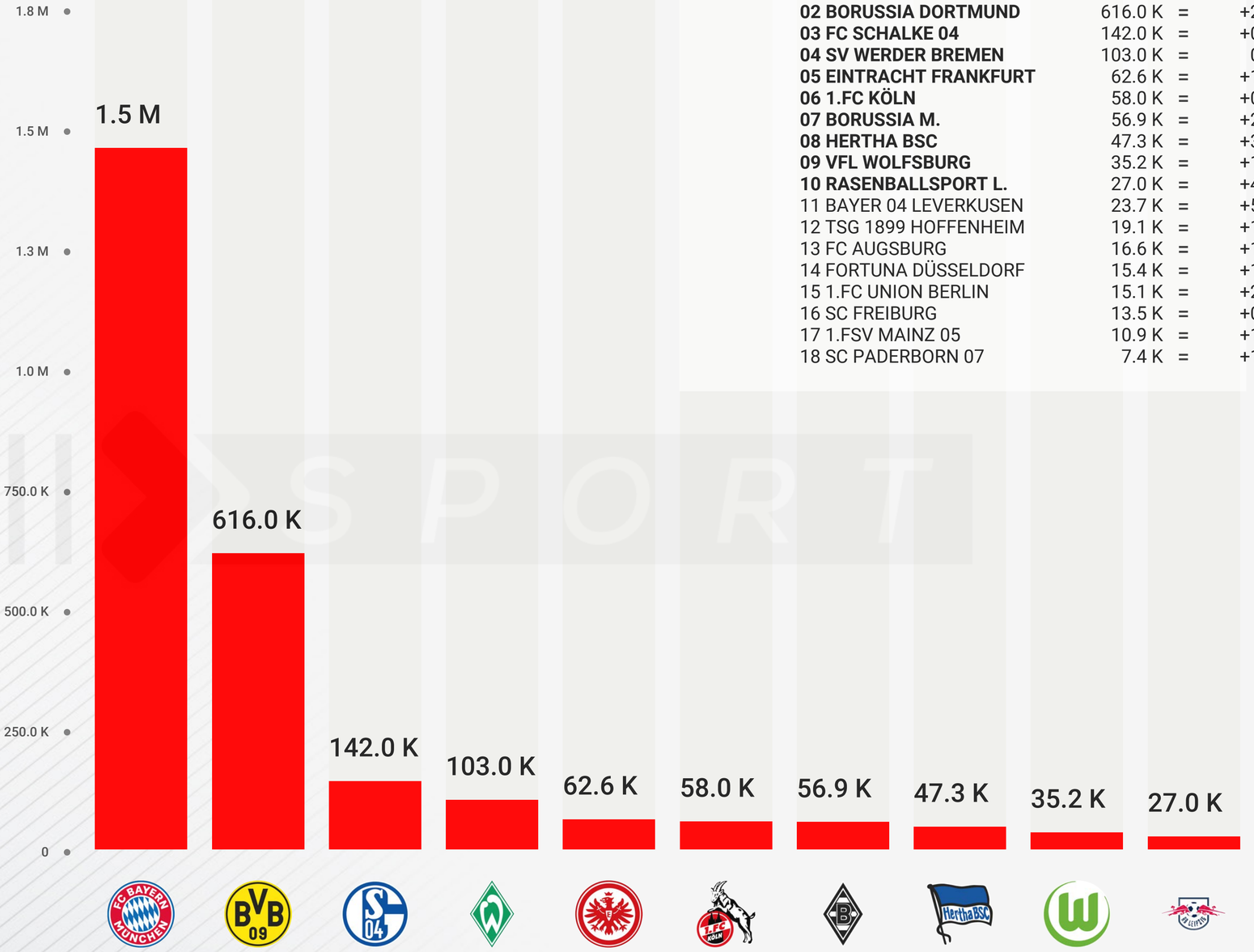
GERMANY YouTube

TOTAL FANBASE

2.7 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	1.5 M	=	+2.10
02 BORUSSIA DORTMUND	616.0 K	=	+2.50
03 FC SCHALKE 04	142.0 K	=	+0.71
04 SV WERDER BREMEN	103.0 K	=	0.00
05 EINTRACHT FRANKFURT	62.6 K	=	+1.62
06 1.FC KÖLN	58.0 K	=	+0.69
07 BORUSSIA M.	56.9 K	=	+2.71
08 HERTHA BSC	47.3 K	=	+3.28
09 VFL WOLFSBURG	35.2 K	=	+1.73
10 RASENBALLSPORT L.	27.0 K	=	+4.25
11 BAYER 04 LEVERKUSEN	23.7 K	=	+5.80
12 TSG 1899 HOFFENHEIM	19.1 K	=	+1.06
13 FC AUGSBURG	16.6 K	=	+1.22
14 FORTUNA DÜSSELDORF	15.4 K	=	+1.99
15 1.FC UNION BERLIN	15.1 K	=	+2.72
16 SC FREIBURG	13.5 K	=	+0.75
17 1.FSV MAINZ 05	10.9 K	=	+1.87
18 SC PADERBORN 07	7.4 K	=	+1.80

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IQUII SPORT

GERMANY Social

TOTAL FANBASE

132.1 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	77.3 M	=	+0.31
02 BORUSSIA DORTMUND	30.1 M	=	+1.24
03 FC SCHALKE 04	4.7 M	=	+0.47
04 BAYER 04 LEVERKUSEN	4.0 M	=	+1.42
05 BORUSSIA M.	2.2 M	=	+1.49
06 VFL WOLFSBURG	2.1 M	=	+1.22
07 SV WERDER BREMEN	2.0 M	=	+0.31
08 EINTRACHT FRANKFURT	1.8 M	▲ +1	+1.00
09 1.FC KÖLN	1.8 M	▼ -1	+0.38
10 RASENBALLSPORT L.	1.2 M	=	+5.20
11 HERTHA BSC	954.9 K	=	+1.15
12 TSG 1899 HOFFENHEIM	800.7 K	=	+1.85
13 1.FSV MAINZ 05	761.4 K	=	+1.41
14 SC FREIBURG	665.5 K	=	+1.35
15 FC AUGSBURG	601.9 K	=	+1.31
16 FORTUNA DÜSSELDORF	512.8 K	=	+1.17
17 1.FC UNION BERLIN	418.6 K	=	+2.02
18 SC PADERBORN 07	226.2 K	=	+3.61

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GERMANY Brands

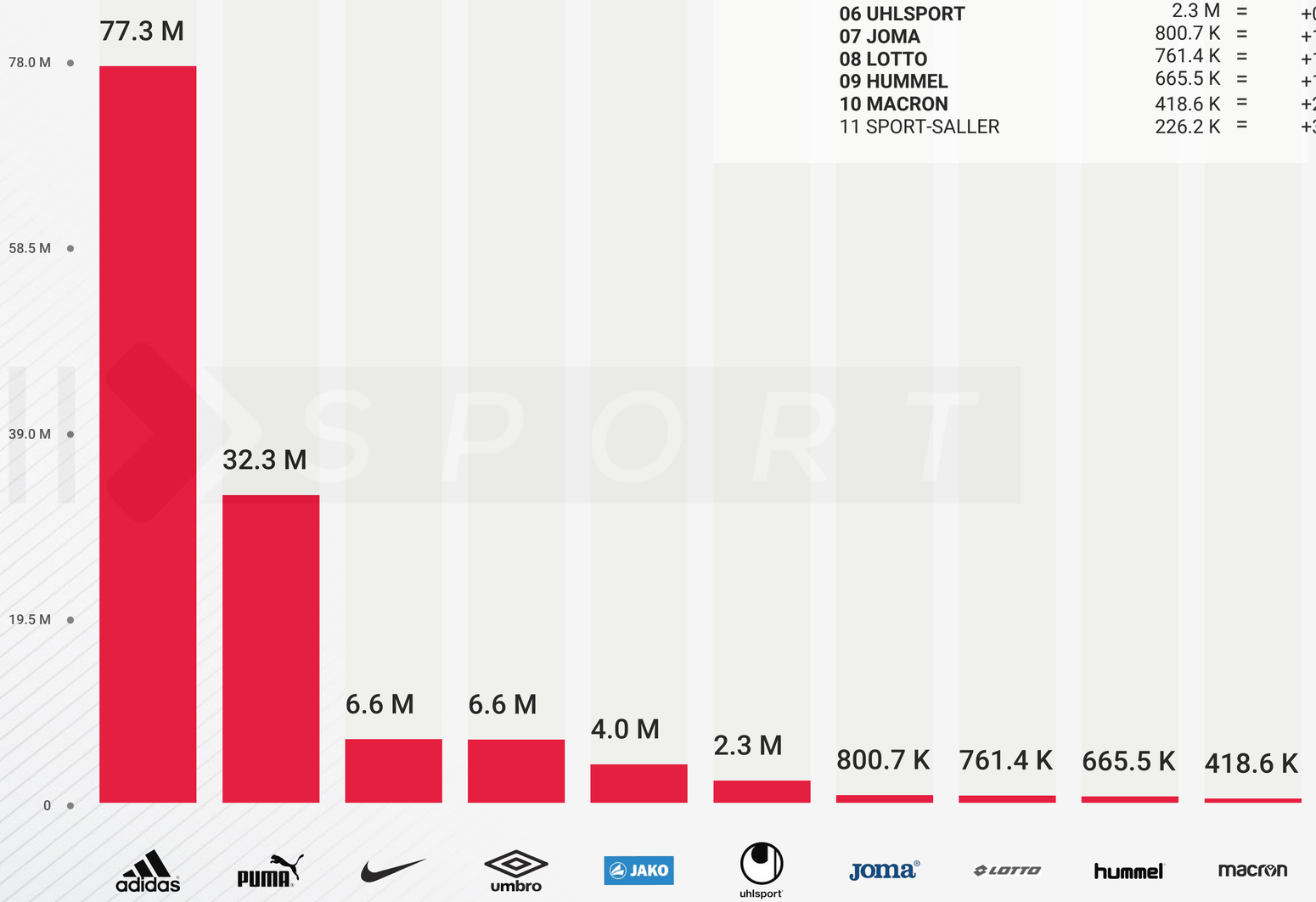
TOTAL FANBASE

132.1 M

BUNDESLIGA

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

SPONSORS	FANS		% VAR*
01 ADIDAS	77.3 M	=	+0.31
02 PUMA	32.3 M	=	+1.25
03 NIKE	6.6 M	▲ +1	+1.87
04 UMBRO	6.6 M	▼ -1	+0.42
05 JAKO	4.0 M	=	+1.42
06 UHLSPORT	2.3 M	=	+0.55
07 JOMA	800.7 K	=	+1.85
08 LOTTO	761.4 K	=	+1.41
09 HUMMEL	665.5 K	=	+1.35
10 MACRON	418.6 K	=	+2.02
11 SPORT-SALLER	226.2 K	=	+3.61



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GERMANY Brands

CLUBS
18

Sport Brands
11

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



*[from May 15, 2020 to June 16, 2020]

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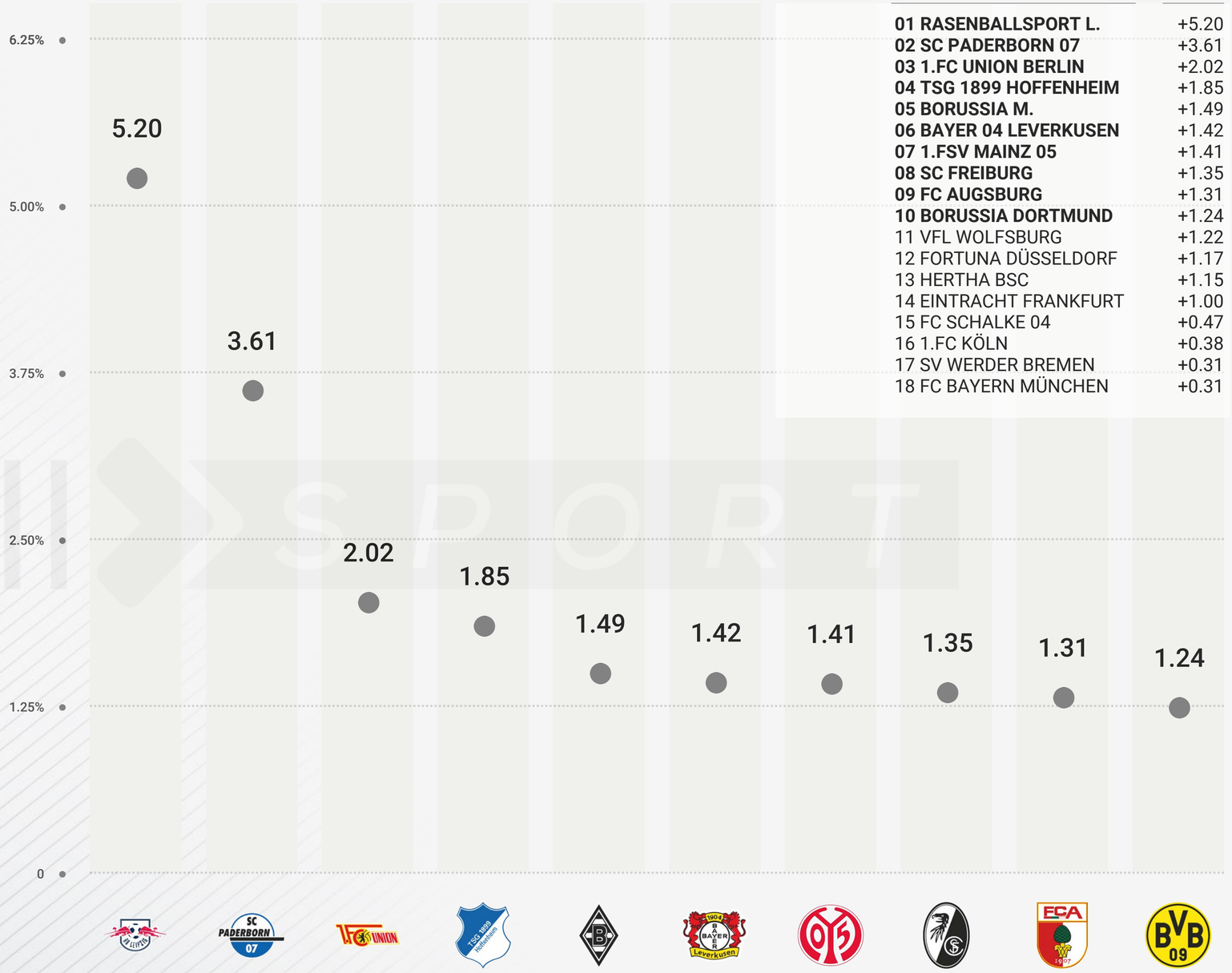
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IQUII SPORT

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.	**+5.20**
02 SC PADERBORN 07	**+3.61**
03 1.FC UNION BERLIN	**+2.02**
04 TSG 1899 HOFFENHEIM	**+1.85**
05 BORUSSIA M.	**+1.49**
06 BAYER 04 LEVERKUSEN	**+1.42**
07 1.FSV MAINZ 05	**+1.41**
08 SC FREIBURG	**+1.35**
09 FC AUGSBURG	**+1.31**
10 BORUSSIA DORTMUND	**+1.24**
11 VFL WOLFSBURG	+1.22
12 FORTUNA DÜSSELDORF	+1.17
13 HERTHA BSC	+1.15
14 EINTRACHT FRANKFURT	+1.00
15 FC SCHALKE 04	+0.47
16 1.FC KÖLN	+0.38
17 SV WERDER BREMEN	+0.31
18 FC BAYERN MÜNCHEN	+0.31

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GERMANY SnapShot / Second Division



BUNDESLIGA

18

CLUBS

Total 2.Bundesliga football clubs analysed.

11

BRANDS

Total 2.Bundesliga Sport Brands on jerseys analysed.

8.4 M

+ 0.51%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

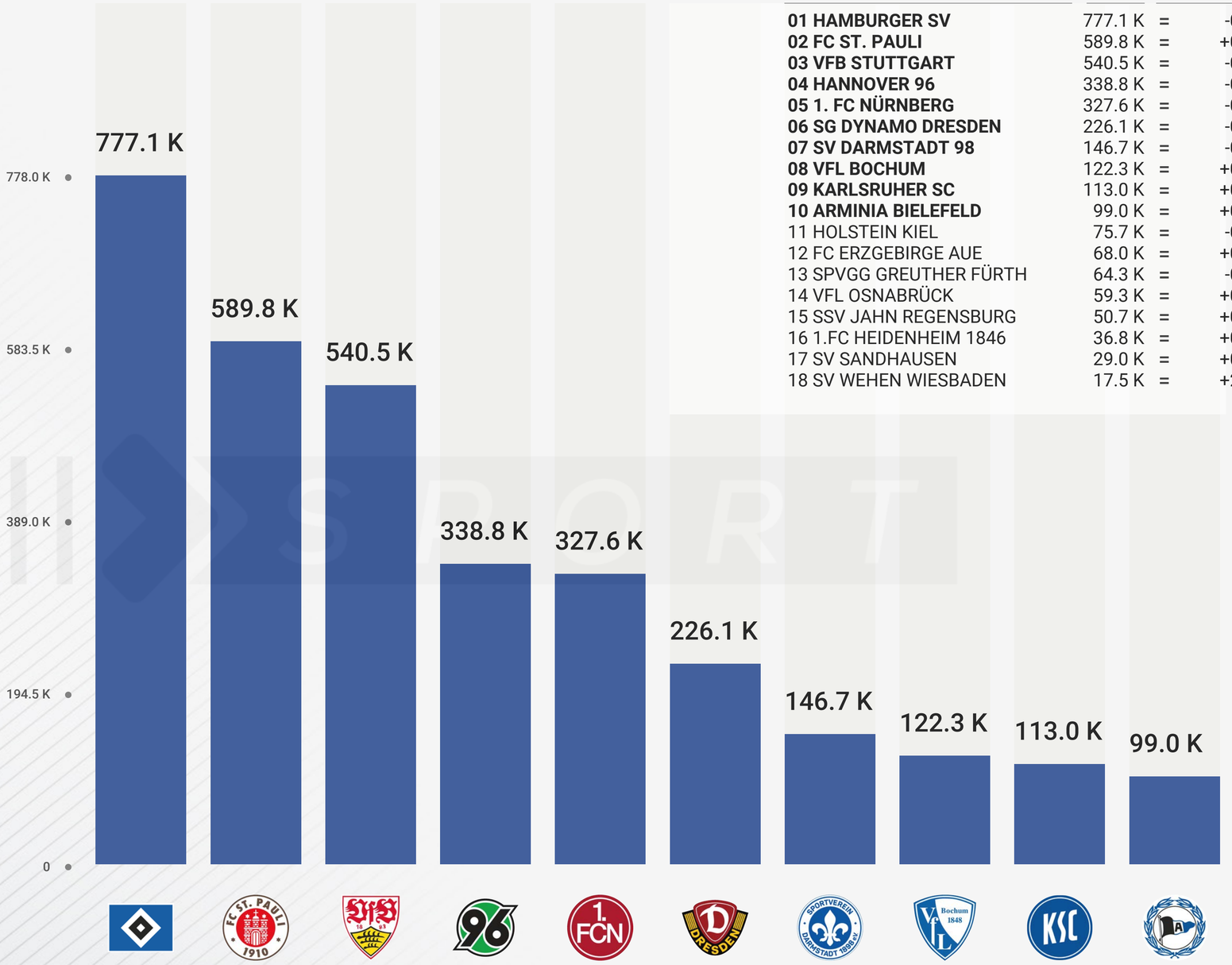
GERMANY Facebook

TOTAL FANBASE

3.7 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	777.1 K	=	-0.11
02 FC ST. PAULI	589.8 K	=	+0.05
03 VFB STUTTGART	540.5 K	=	-0.08
04 HANNOVER 96	338.8 K	=	-0.10
05 1. FC NÜRNBERG	327.6 K	=	-0.21
06 SG DYNAMO DRESDEN	226.1 K	=	-0.10
07 SV DARMSTADT 98	146.7 K	=	-0.31
08 VFL BOCHUM	122.3 K	=	+0.07
09 KARLSRUHER SC	113.0 K	=	+0.01
10 ARMINIA BIELEFELD	99.0 K	=	+0.40
11 HOLSTEIN KIEL	75.7 K	=	-0.14
12 FC ERZGEBIRGE AUE	68.0 K	=	+0.17
13 SPVGG GREUTHER FÜRTH	64.3 K	=	-0.02
14 VFL OSNABRÜCK	59.3 K	=	+0.27
15 SSV JAHN REGENSBURG	50.7 K	=	+0.11
16 1.FC HEIDENHEIM 1846	36.8 K	=	+0.25
17 SV SANDHAUSEN	29.0 K	=	+0.16
18 SV WEHEN WIESBADEN	17.5 K	=	+2.06

*[from May 15, 2020 to June 16, 2020]

LAST UPDATE JUN 2020

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IQUII SPORT

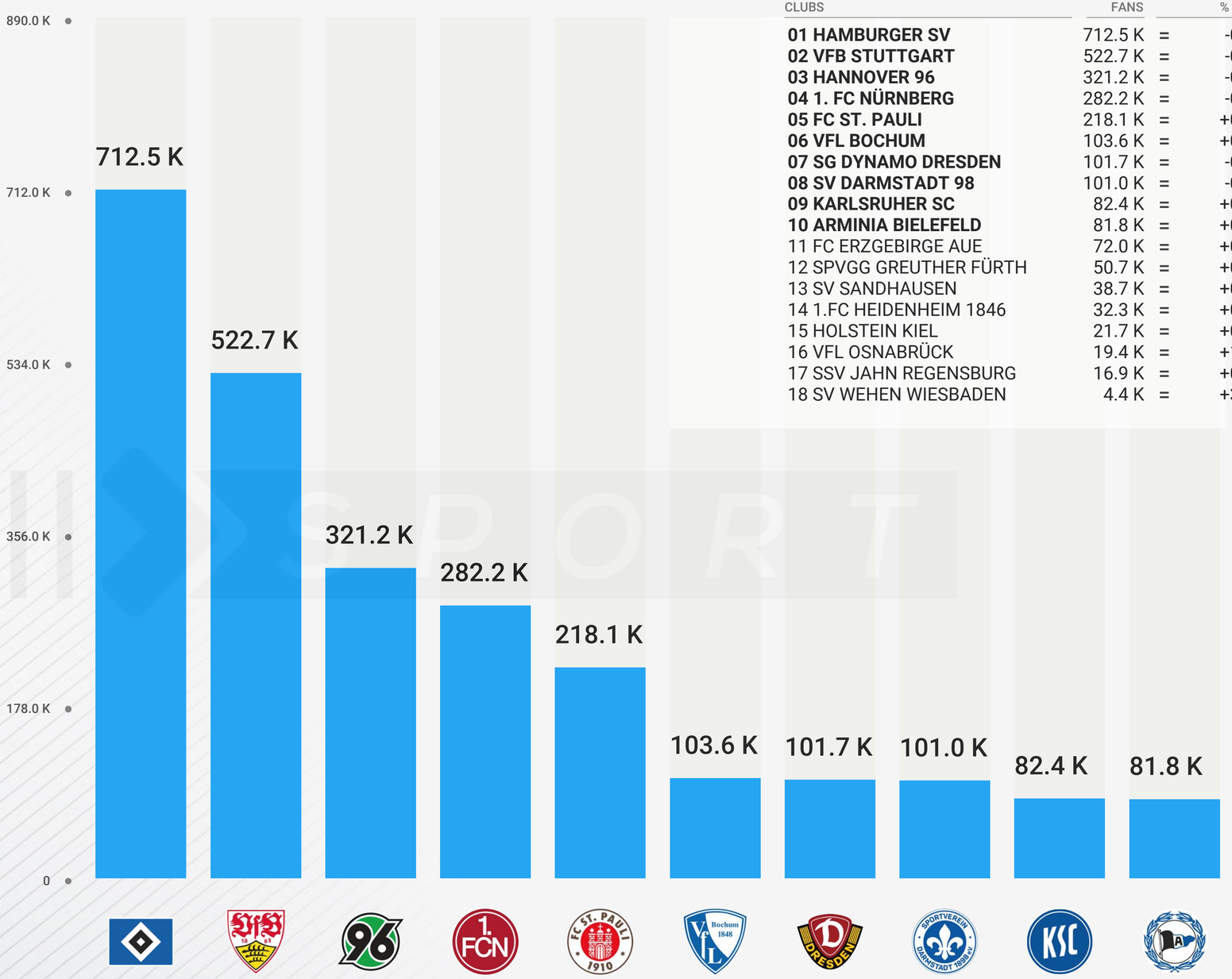
GERMANY Twitter

TOTAL FANBASE

2.8 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	712.5 K	=	-0.26
02 VFB STUTTGART	522.7 K	=	-0.21
03 HANNOVER 96	321.2 K	=	-0.19
04 1. FC NÜRNBERG	282.2 K	=	-0.22
05 FC ST. PAULI	218.1 K	=	+0.52
06 VFL BOCHUM	103.6 K	=	+0.14
07 SG DYNAMO DRESDEN	101.7 K	=	-0.06
08 SV DARMSTADT 98	101.0 K	=	-0.09
09 KARLSRUHER SC	82.4 K	=	+0.02
10 ARMINIA BIELEFELD	81.8 K	=	+0.33
11 FC ERZGEBIRGE AUE	72.0 K	=	+0.06
12 SPVGG GREUTHER FÜRTH	50.7 K	=	+0.15
13 SV SANDHAUSEN	38.7 K	=	+0.32
14 1.FC HEIDENHEIM 1846	32.3 K	=	+0.54
15 HOLSTEIN KIEL	21.7 K	=	+0.96
16 VFL OSNABRÜCK	19.4 K	=	+1.00
17 SSV JAHN REGENSBURG	16.9 K	=	+0.52
18 SV WEHEN WIESBADEN	4.4 K	=	+3.07

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

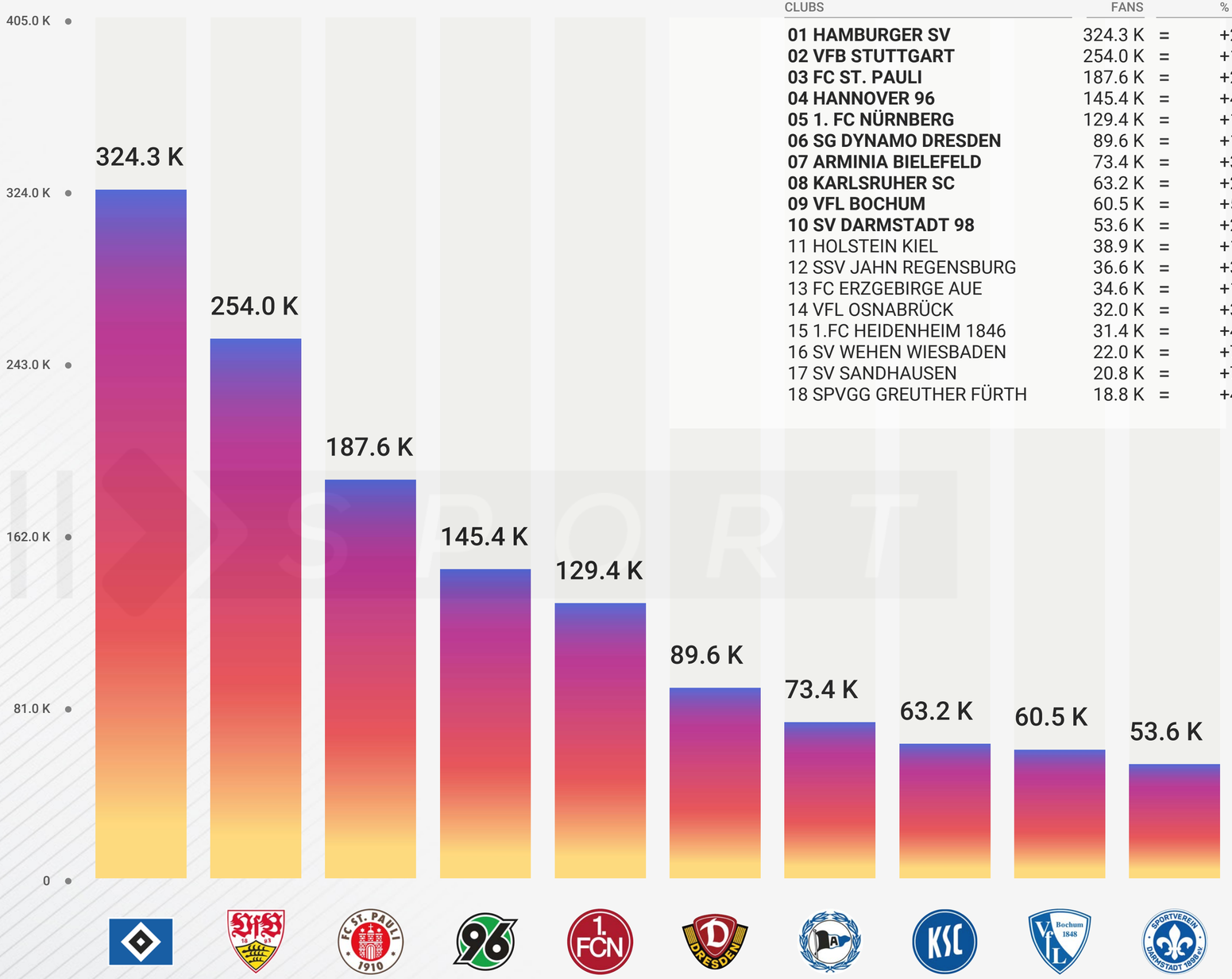
GERMANY Instagram

TOTAL FANBASE

1.6 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	324.3 K	=	+2.16
02 VFB STUTTGART	254.0 K	=	+1.64
03 FC ST. PAULI	187.6 K	=	+2.38
04 HANNOVER 96	145.4 K	=	+4.55
05 1. FC NÜRNBERG	129.4 K	=	+1.69
06 SG DYNAMO DRESDEN	89.6 K	=	+1.74
07 ARMINIA BIELEFELD	73.4 K	=	+3.98
08 KARLSRUHER SC	63.2 K	=	+2.98
09 VFL BOCHUM	60.5 K	=	+5.27
10 SV DARMSTADT 98	53.6 K	=	+2.10
11 HOLSTEIN KIEL	38.9 K	=	+1.72
12 SSV JAHN REGENSBURG	36.6 K	=	+3.80
13 FC ERZGEBIRGE AUE	34.6 K	=	+1.27
14 VFL OSNABRÜCK	32.0 K	=	+3.08
15 1.FC HEIDENHEIM 1846	31.4 K	=	+4.61
16 SV WEHEN WIESBADEN	22.0 K	=	+7.18
17 SV SANDHAUSEN	20.8 K	=	+7.51
18 SPVGG GREUTHER FÜRTH	18.8 K	=	+4.34

***[from May 15, 2020 to June 16, 2020]**

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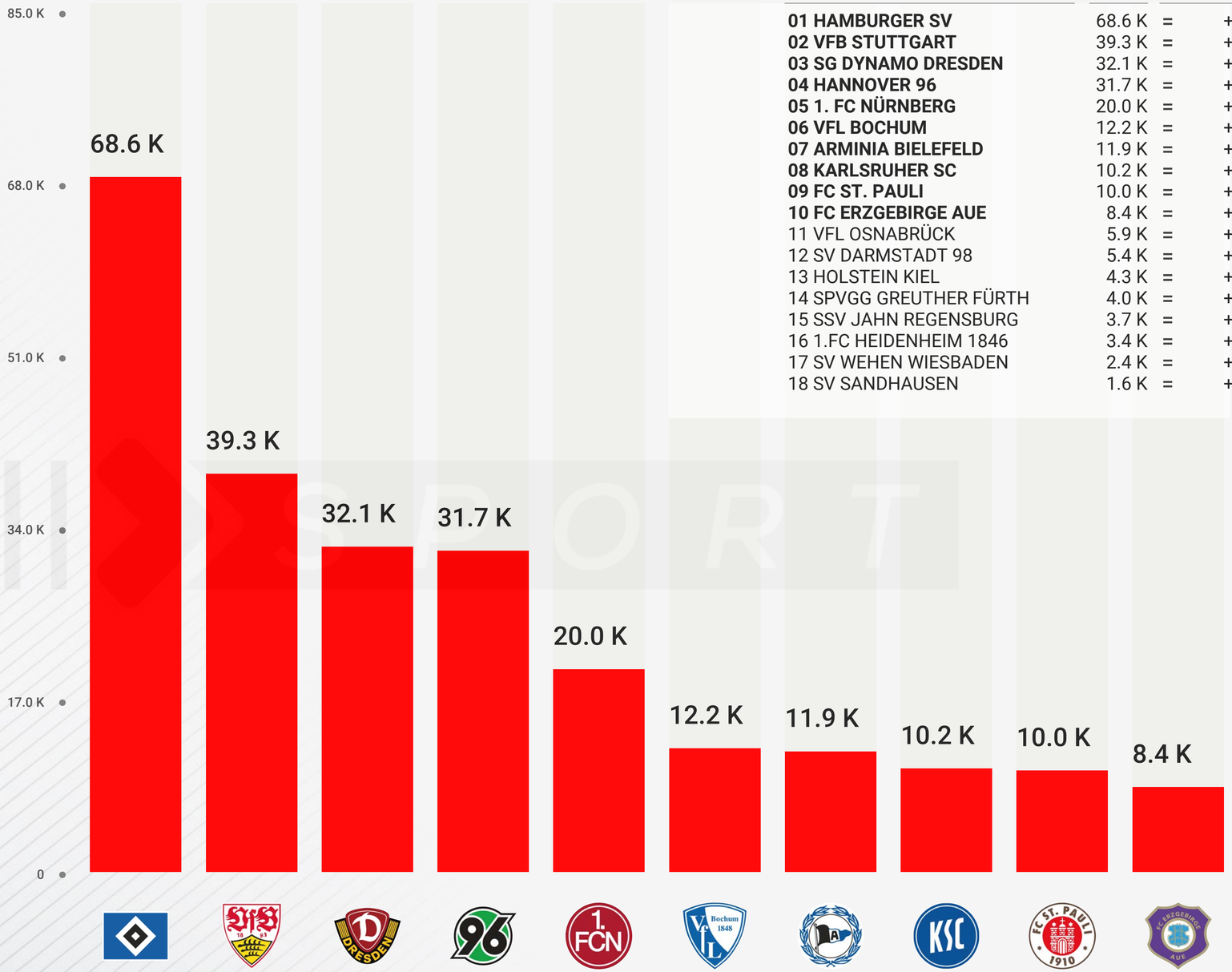
GERMANY YouTube

TOTAL FANBASE

275 K

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	68.6 K	=	+1.18
02 VFB STUTTGART	39.3 K	=	+0.51
03 SG DYNAMO DRESDEN	32.1 K	=	+1.26
04 HANNOVER 96	31.7 K	=	+0.63
05 1. FC NÜRNBERG	20.0 K	=	+1.01
06 VFL BOCHUM	12.2 K	=	+1.67
07 ARMINIA BIELEFELD	11.9 K	=	+2.59
08 KARLSRUHER SC	10.2 K	=	+2.10
09 FC ST. PAULI	10.0 K	=	+0.91
10 FC ERZGEBIRGE AUE	8.4 K	=	+1.58
11 VFL OSNABRÜCK	5.9 K	=	+1.91
12 SV DARMSTADT 98	5.4 K	=	+1.89
13 HOLSTEIN KIEL	4.3 K	=	+2.40
14 SPVGG GREUTHER FÜRTH	4.0 K	=	+1.26
15 SSV JAHN REGENSBURG	3.7 K	=	+1.09
16 1.FC HEIDENHEIM 1846	3.4 K	=	+1.79
17 SV WEHEN WIESBADEN	2.4 K	=	+5.78
18 SV SANDHAUSEN	1.6 K	=	+2.60

***[from May 15, 2020 to June 16, 2020]**

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

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IQUII SPORT

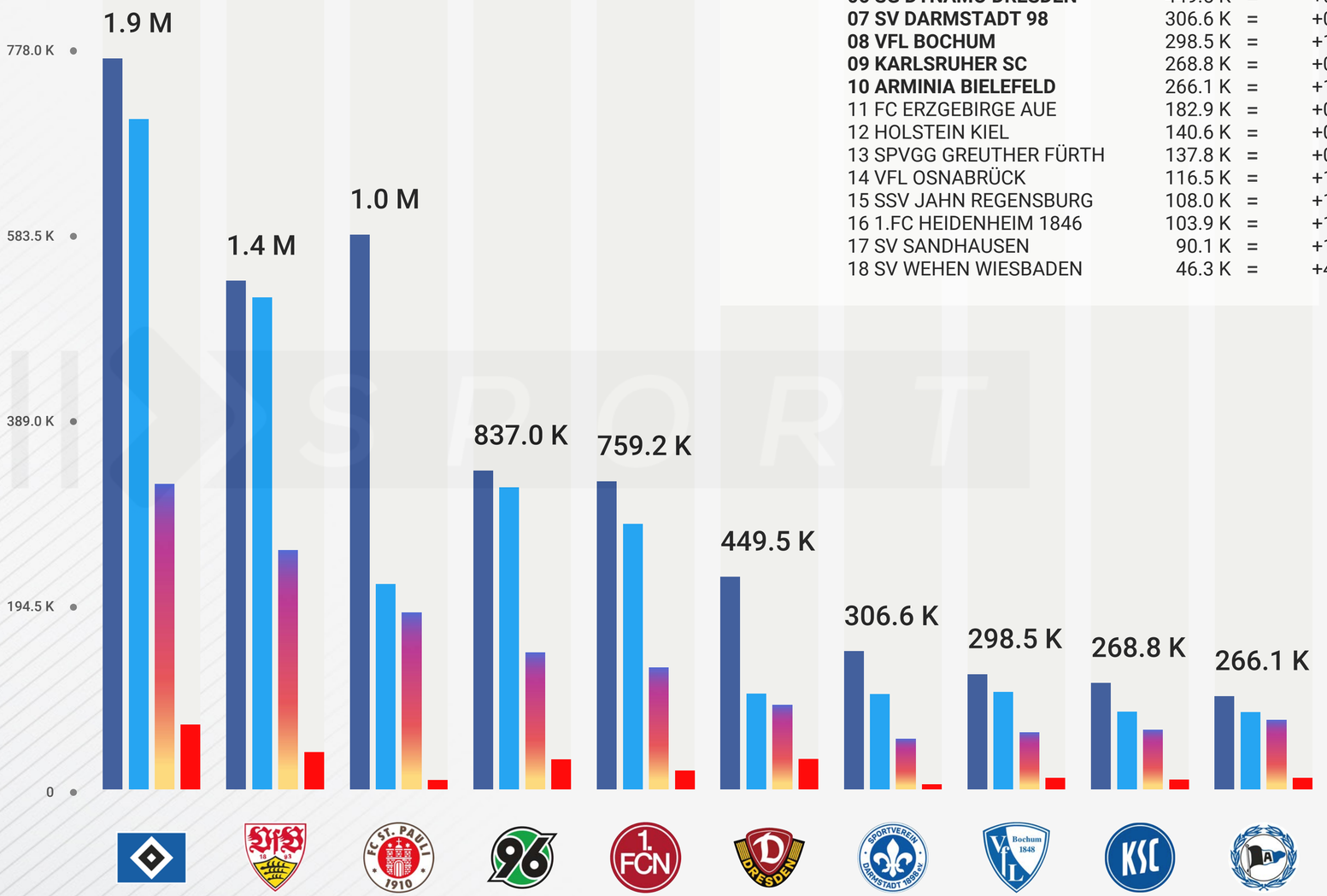
GERMANY Social

TOTAL FANBASE

8.4 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	=	+0.26
02 VFB STUTTGART	1.4 M	=	+0.20
03 FC ST. PAULI	1.0 M	=	+0.59
04 HANNOVER 96	837.0 K	=	+0.67
05 1. FC NÜRNBERG	759.2 K	=	+0.14
06 SG DYNAMO DRESDEN	449.5 K	=	+0.37
07 SV DARMSTADT 98	306.6 K	=	+0.21
08 VFL BOCHUM	298.5 K	=	+1.17
09 KARLSRUHER SC	268.8 K	=	+0.77
10 ARMINIA BIELEFELD	266.1 K	=	+1.44
11 FC ERZGEBIRGE AUE	182.9 K	=	+0.40
12 HOLSTEIN KIEL	140.6 K	=	+0.62
13 SPVGG GREUTHER FÜRTH	137.8 K	=	+0.65
14 VFL OSNABRÜCK	116.5 K	=	+1.23
15 SSV JAHN REGENSBURG	108.0 K	=	+1.43
16 1.FC HEIDENHEIM 1846	103.9 K	=	+1.67
17 SV SANDHAUSEN	90.1 K	=	+1.88
18 SV WEHEN WIESBADEN	46.3 K	=	+4.73

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IQUII SPORT

GERMANY Brands

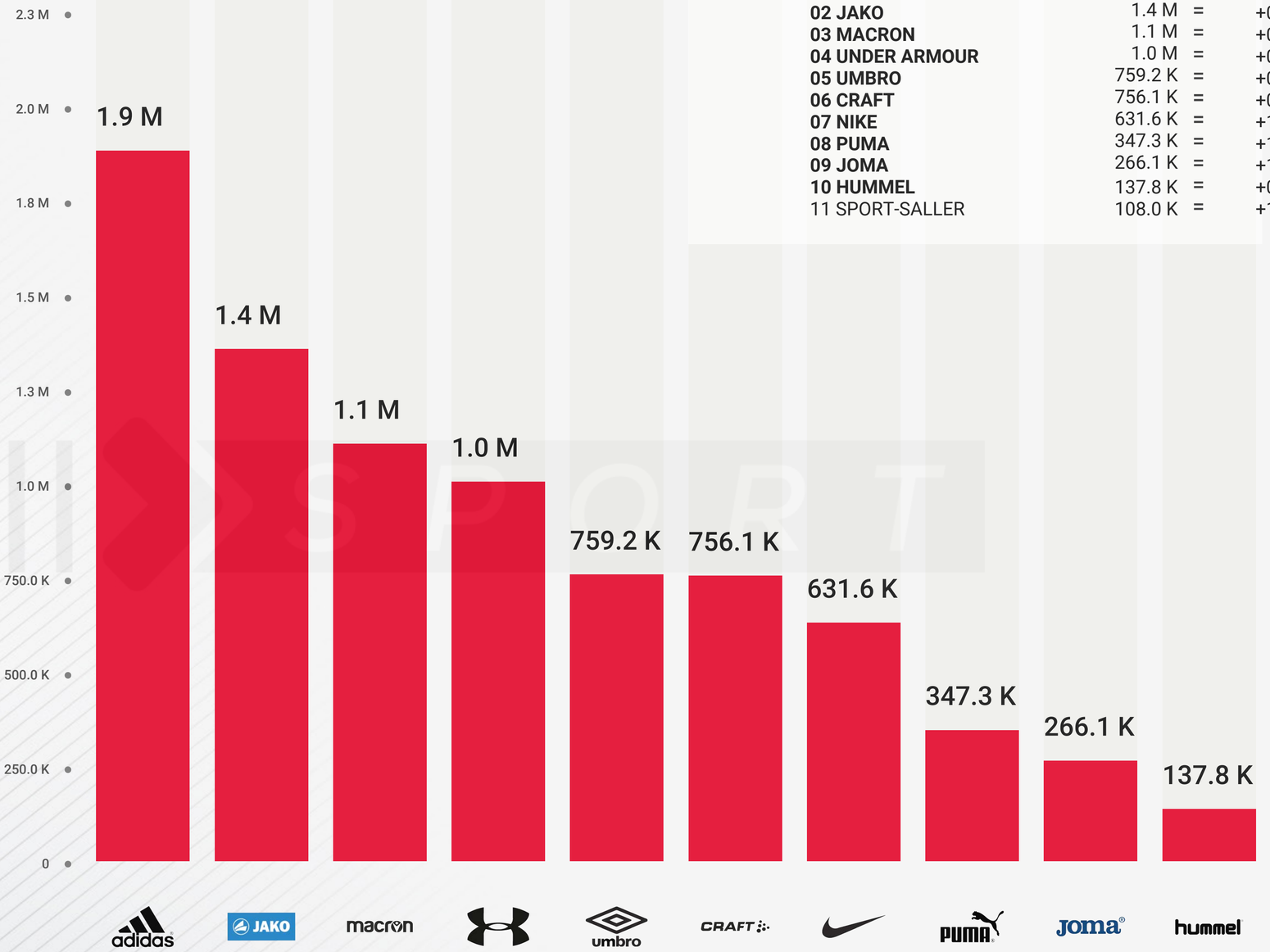
TOTAL FANBASE

8.4 M

BUNDESLIGA

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

SPONSORS	FANS		% VAR*
01 ADIDAS	1.9 M	=	+0.26
02 JAKO	1.4 M	=	+0.20
03 MACRON	1.1 M	=	+0.70
04 UNDER ARMOUR	1.0 M	=	+0.59
05 UMBRO	759.2 K	=	+0.14
06 CRAFT	756.1 K	=	+0.30
07 NIKE	631.6 K	=	+1.28
08 PUMA	347.3 K	=	+1.15
09 JOMA	266.1 K	=	+1.44
10 HUMMEL	137.8 K	=	+0.65
11 SPORT-SALLER	108.0 K	=	+1.43



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IQUII SPORT

GERMANY Brands

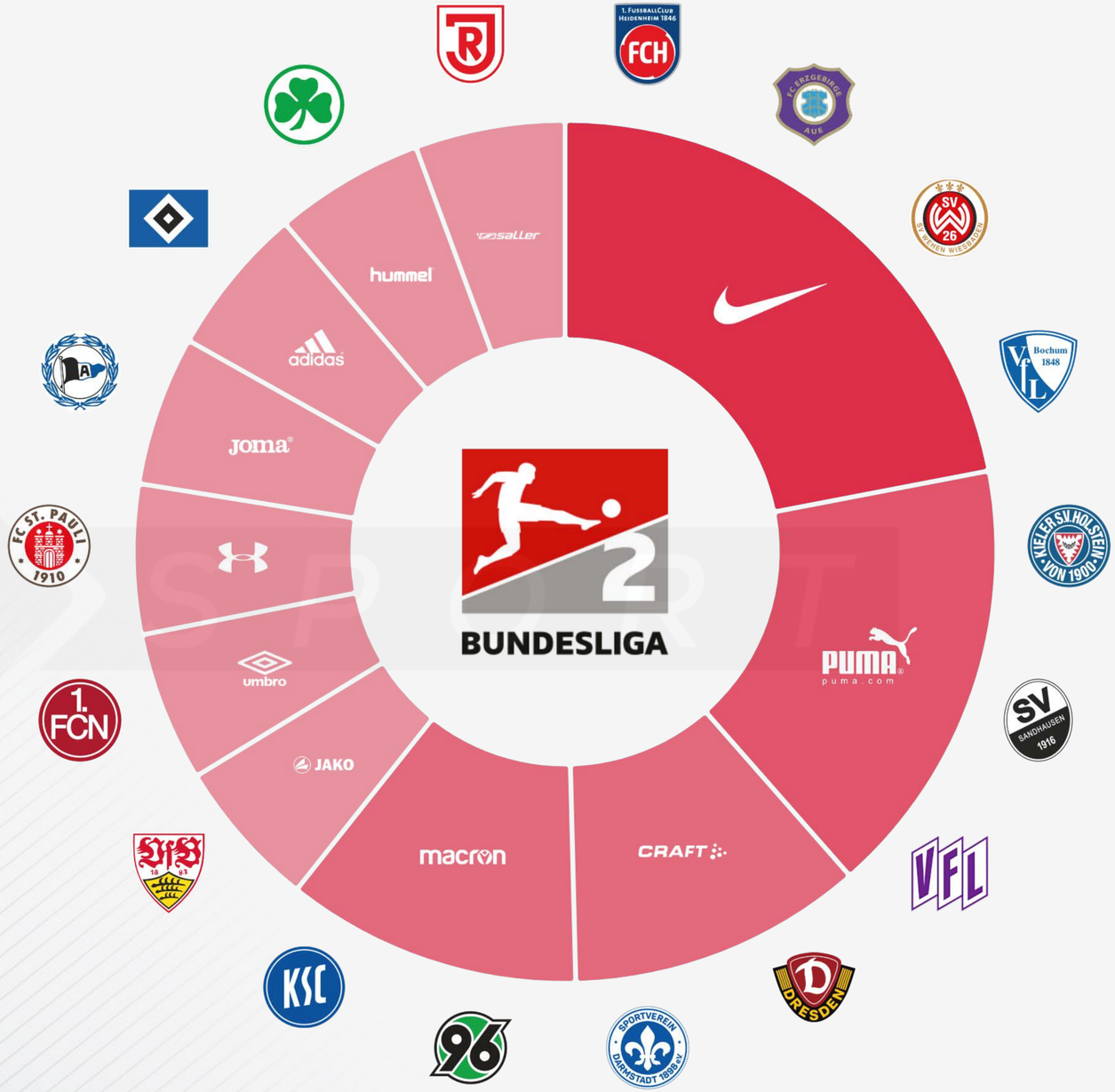
CLUBS

18

Sport Brands

11

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



*[from May 15, 2020 to June 16, 2020]

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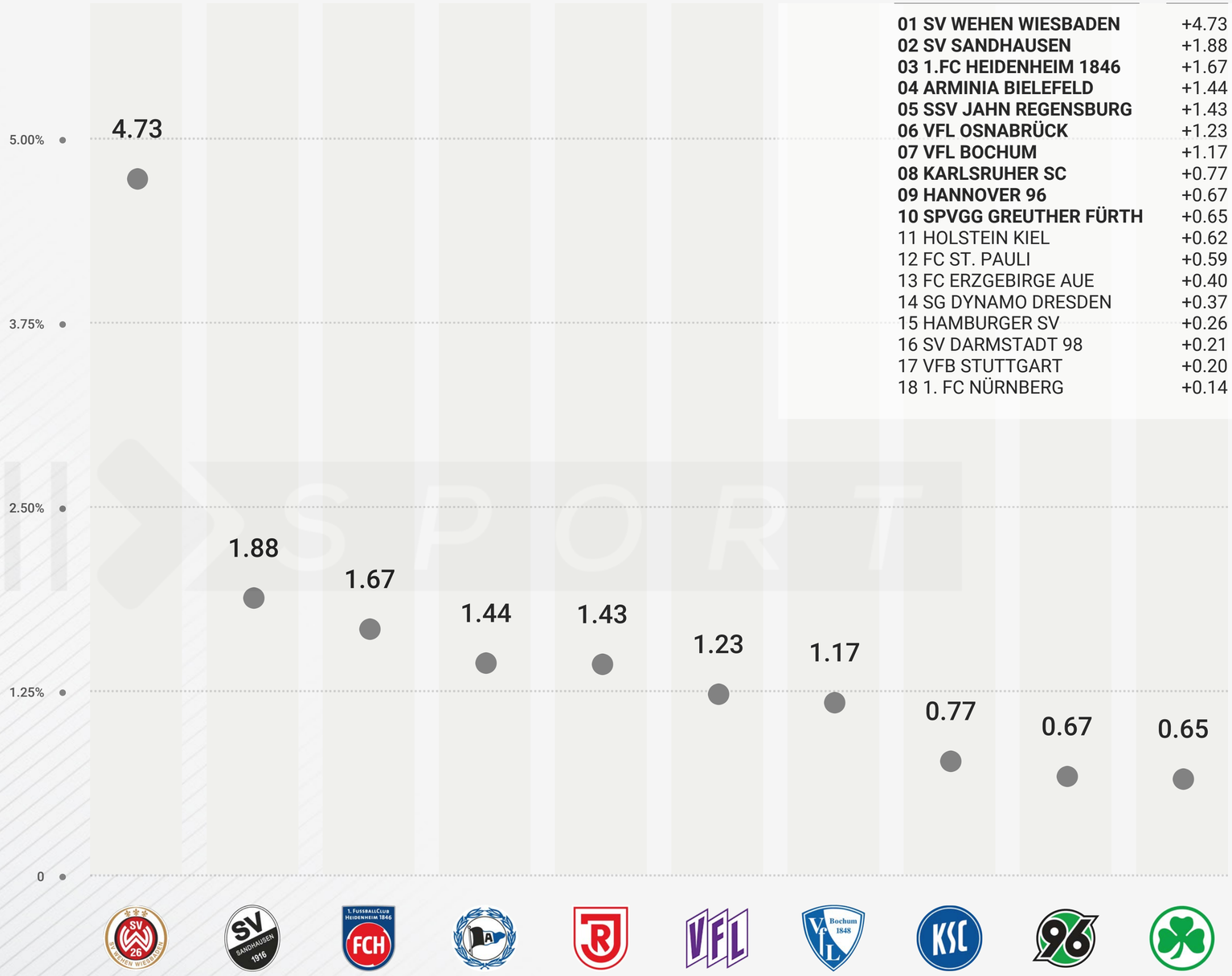
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IQUII SPORT

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 WEHEN WIESBADEN	**+4.73**
02 SV SANDHAUSEN	**+1.88**
03 1.FC HEIDENHEIM 1846	**+1.67**
04 ARMINIA BIELEFELD	**+1.44**
05 SSV JAHN REGENSBURG	**+1.43**
06 VFL OSNABRÜCK	**+1.23**
07 VFL BOCHUM	**+1.17**
08 KARLSRUHER SC	**+0.77**
09 HANNOVER 96	**+0.67**
10 SPVGG GREUTHER FÜRTH	**+0.65**
11 HOLSTEIN KIEL	+0.62
12 FC ST. PAULI	+0.59
13 FC ERZGEBIRGE AUE	+0.40
14 SG DYNAMO DRESDEN	+0.37
15 HAMBURGER SV	+0.26
16 SV DARMSTADT 98	+0.21
17 VFB STUTTGART	+0.20
18 1. FC NÜRNBERG	+0.14

***[from May 15, 2020 to June 16, 2020]**

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Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

SERIE A

SECOND DIVISION — 20 CLUBS

Lega B



*[from May 15, 2020 to June 16, 2020]

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ITALY SnapShot / General



2

COMPETITIONS

40

CLUBS

15

BRANDS

207.2 M

+ 1.08%*

FANS

Total Competitions analysed: Serie A and Lega B.

Total Serie A and Lega B football clubs analysed.

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

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

*[from May 15, 2020 to June 16, 2020]

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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.

204.2 M

+ 1.10%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

ITALY Facebook

TOTAL FANBASE

111.8 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	41.4 M	=	+0.41
02 AC MILAN	25.1 M	=	+0.21
03 FC INTERNAZIONALE	24.2 M	=	+4.27
04 AS ROMA	9.5 M	=	-0.20
05 SSC NAPOLI	4.5 M	=	+0.02
06 ACF FIORENTINA	2.1 M	=	-0.28
07 BOLOGNA FC 1909	1.0 M	=	-0.35
08 SS LAZIO	868.2 K	=	--0.00
09 TORINO FC	477.6 K	=	-0.14
10 UDINESE CALCIO	445.6 K	=	-0.20
11 CAGLIARI CALCIO	372.4 K	=	+0.18
12 UC SAMPDORIA	346.9 K	=	-0.04
13 GENOA CFC	345.2 K	=	-0.25
14 ATALANTA BC	308.2 K	=	+0.04
15 PARMA CALCIO 1913	298.0 K	=	-0.15
16 HELLAS VERONA	282.5 K	=	-0.19
17 US SASSUOLO	255.6 K	=	-0.33
18 US LECCE	71.4 K	=	+0.31
19 SPAL 2013	65.2 K	=	+0.03
20 **BRESCIA CALCIO	752	=	+6.97

*[from May 15, 2020 to June 16, 2020]

**Brescia turned their previous FB account (85K followers) into the Academy official page. A new page has been created on 11/12/2019 to cover the first team's news

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IQUII SPORT

ITALY Twitter

TOTAL FANBASE

25.2 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	8.1 M	=	+0.57
02 AC MILAN	7.4 M	=	+0.13
03 FC INTERNAZIONALE	2.2 M	=	+0.04
04 AS ROMA	1.9 M	=	-0.17
05 SSC NAPOLI	1.6 M	=	-0.03
06 ACF FIORENTINA	669.7 K	=	-0.23
07 SS LAZIO	533.0 K	=	-0.20
08 TORINO FC	412.8 K	=	-0.05
09 CAGLIARI CALCIO	360.8 K	=	-0.19
10 UC SAMPDORIA	352.6 K	=	-0.10
11 ATALANTA BC	334.1 K	=	-0.02
12 GENOA CFC	327.8 K	=	-0.19
13 UDINESE CALCIO	294.1 K	=	-0.17
14 US SASSUOLO	272.5 K	=	-0.20
15 HELLAS VERONA	261.0 K	=	-0.26
16 BOLOGNA FC 1909	166.7 K	=	-0.01
17 PARMA CALCIO 1913	33.1 K	=	+0.62
18 BRESCIA CALCIO	31.5 K	=	+0.18
19 SPAL 2013	23.6 K	=	+0.51
20 US LECCE	4.6 K	=	+3.18

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

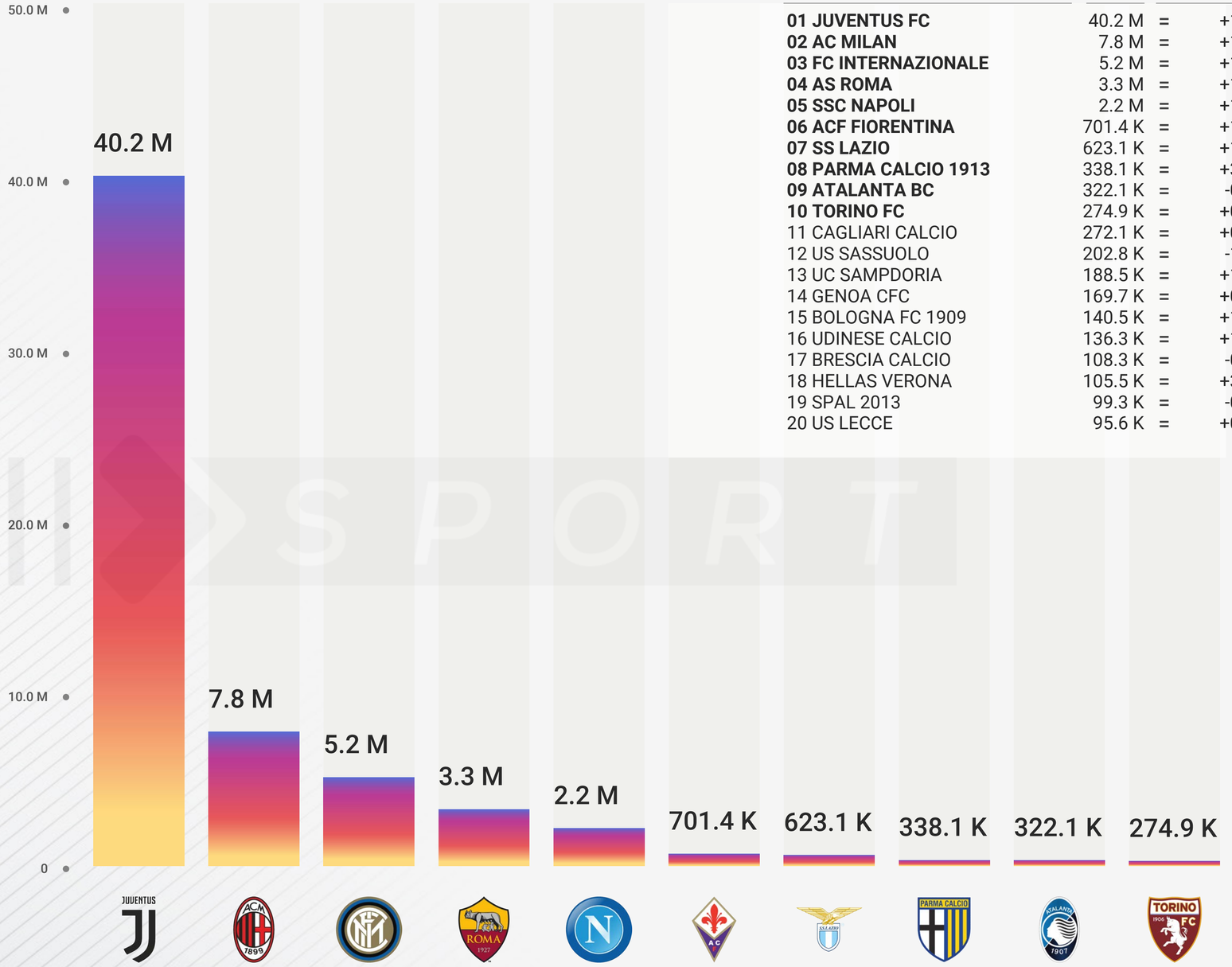
ITALY Instagram

TOTAL FANBASE

62.4 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	40.2 M	=	+1.52
02 AC MILAN	7.8 M	=	+1.43
03 FC INTERNAZIONALE	5.2 M	=	+1.79
04 AS ROMA	3.3 M	=	+1.30
05 SSC NAPOLI	2.2 M	=	+1.58
06 ACF FIORENTINA	701.4 K	=	+1.29
07 SS LAZIO	623.1 K	=	+1.48
08 PARMA CALCIO 1913	338.1 K	=	+3.26
09 ATALANTA BC	322.1 K	=	-0.42
10 TORINO FC	274.9 K	=	+0.51
11 CAGLIARI CALCIO	272.1 K	=	+0.59
12 US SASSUOLO	202.8 K	=	-1.14
13 UC SAMPDORIA	188.5 K	=	+1.62
14 GENOA CFC	169.7 K	=	+0.19
15 BOLOGNA FC 1909	140.5 K	=	+1.40
16 UDINESE CALCIO	136.3 K	=	+1.56
17 BRESCIA CALCIO	108.3 K	=	-0.32
18 HELLAS VERONA	105.5 K	=	+3.70
19 SPAL 2013	99.3 K	=	-0.65
20 US LECCE	95.6 K	=	+0.56

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

ITALY YouTube

TOTAL FANBASE

4.8 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	2.7 M	=	+1.92
02 FC INTERNAZIONALE	622.0 K	=	+0.97
03 AC MILAN	615.0 K	=	+0.99
04 AS ROMA	343.0 K	=	+0.59
05 SSC NAPOLI	161.0 K	=	+0.63
06 SS LAZIO	78.9 K	=	+1.02
07 BOLOGNA FC 1909	44.6 K	=	+0.68
08 ATALANTA BC	40.4 K	=	+1.51
09 UC SAMPDORIA	38.7 K	=	+0.78
10 TORINO FC	32.2 K	=	+0.63
11 ACF FIORENTINA	30.7 K	=	+0.99
12 CAGLIARI CALCIO	22.9 K	=	+3.15
13 UDINESE CALCIO	16.1 K	▲ +1	+1.90
14 HELLAS VERONA	16.0 K	▼ -1	+1.27
15 GENOA CFC	11.4 K	=	+1.79
16 PARMA CALCIO 1913	10.5 K	=	+0.96
17 SPAL 2013	5.5 K	=	+1.85
18 US LECCE	5.4 K	=	+2.64
19 BRESCIA CALCIO	3.2 K	=	+2.53
20 US SASSUOLO	n/a	=	n/a

***[from May 15, 2020 to June 16, 2020]**

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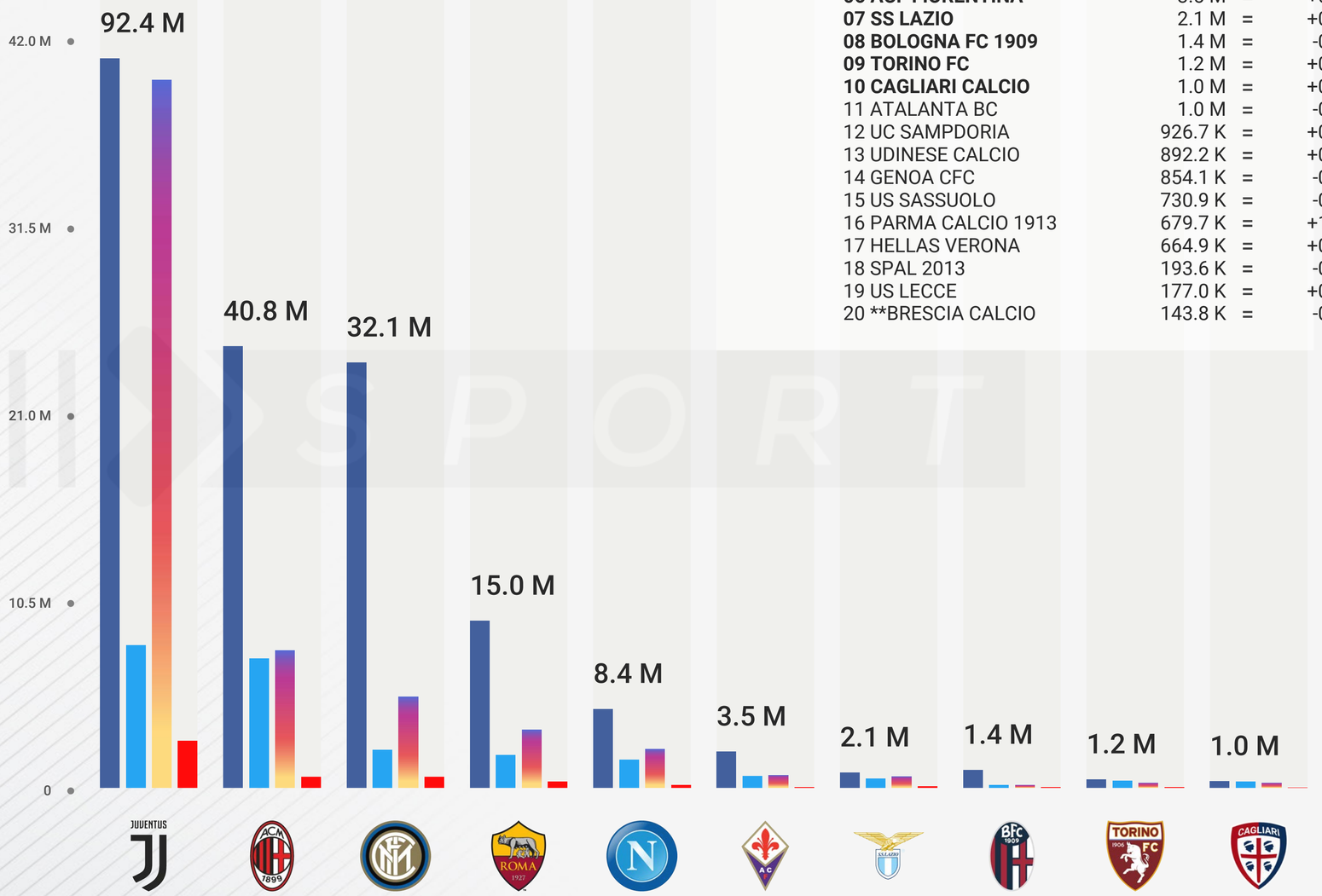
ITALY Social

TOTAL FANBASE

204.2 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	92.4 M	=	+0.95
02 AC MILAN	40.8 M	=	+0.44
03 FC INTERNAZIONALE	32.1 M	=	+3.51
04 AS ROMA	15.0 M	=	+0.15
05 SSC NAPOLI	8.4 M	=	+0.42
06 ACF FIORENTINA	3.5 M	=	+0.06
07 SS LAZIO	2.1 M	=	+0.42
08 BOLOGNA FC 1909	1.4 M	=	-0.10
09 TORINO FC	1.2 M	=	+0.06
10 CAGLIARI CALCIO	1.0 M	=	+0.22
11 ATALANTA BC	1.0 M	=	-0.07
12 UC SAMPDORIA	926.7 K	=	+0.31
13 UDINESE CALCIO	892.2 K	=	+0.11
14 GENOA CFC	854.1 K	=	-0.11
15 US SASSUOLO	730.9 K	=	-0.51
16 PARMA CALCIO 1913	679.7 K	=	+1.58
17 HELLAS VERONA	664.9 K	=	+0.41
18 SPAL 2013	193.6 K	=	-0.21
19 US LECCE	177.0 K	=	+0.59
20 **BRESCIA CALCIO	143.8 K	=	-0.11

[from May 15, 2020 to June 16, 2020]

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

**Brescia turned their previous FB account (85K followers) into the Academy official page. A new page has been created on 11/12/2019 to cover the first team's news

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IQUII SPORT

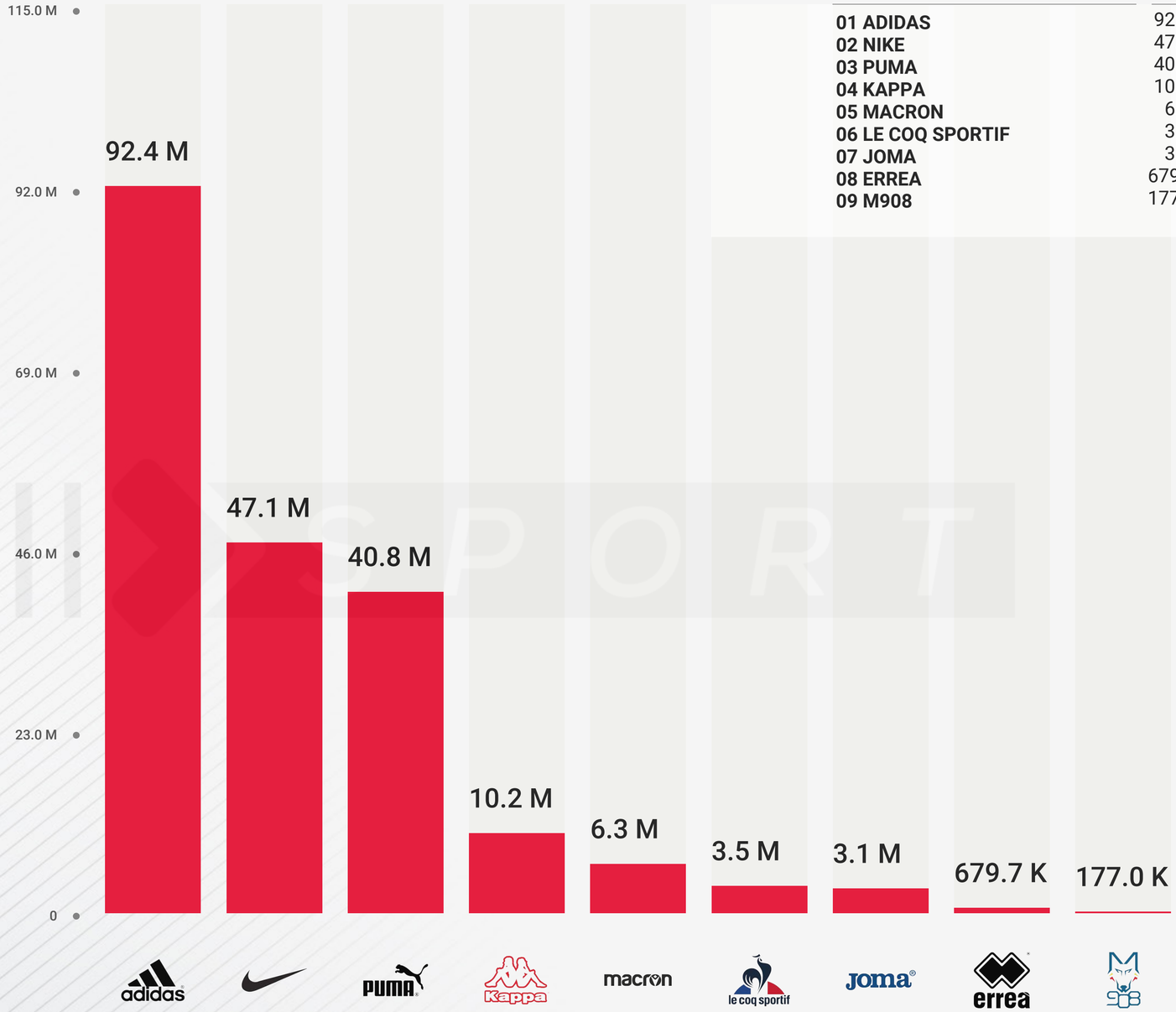
ITALY Brands

TOTAL FANBASE

204.2 M

SERIE A TIM

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



SPONSORS	FANS		% VAR*
01 ADIDAS	92.4 M	=	+0.95
02 NIKE	47.1 M	=	+2.41
03 PUMA	40.8 M	=	+0.44
04 KAPPA	10.2 M	=	+0.30
05 MACRON	6.3 M	=	+0.21
06 LE COQ SPORTIF	3.5 M	=	+0.06
07 JOMA	3.1 M	=	+0.09
08 ERREA	679.7 K	=	+1.58
09 M908	177.0 K	=	+0.59

***[from May 15, 2020 to June 16, 2020]**

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ITALY Brands

CLUBS

20

Sport Brands

9



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

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

ITALY Grown Up



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



CLUBS	% VAR*
01 FC INTERNAZIONALE	+3.51
02 PARMA CALCIO 1913	+1.58
03 JUVENTUS FC	+0.95
04 US LECCE	+0.59
05 AC MILAN	+0.44
06 SSC NAPOLI	+0.42
07 SS LAZIO	+0.42
08 HELLAS VERONA	+0.41
09 UC SAMPDORIA	+0.31
10 CAGLIARI CALCIO	+0.22
11 AS ROMA	+0.15
12 UDINESE CALCIO	+0.11
13 TORINO FC	+0.06
14 ACF FIORENTINA	+0.06
15 ATALANTA BC	-0.07
16 BOLOGNA FC 1909	-0.10
17 GENOA CFC	-0.11
18 BRESCIA CALCIO	-0.11
19 SPAL 2013	-0.21
20 US SASSUOLO	-0.51

***[from May 15, 2020 to June 16, 2020]**

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ITALY SnapShot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

11

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.0 M

+ 0.05%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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

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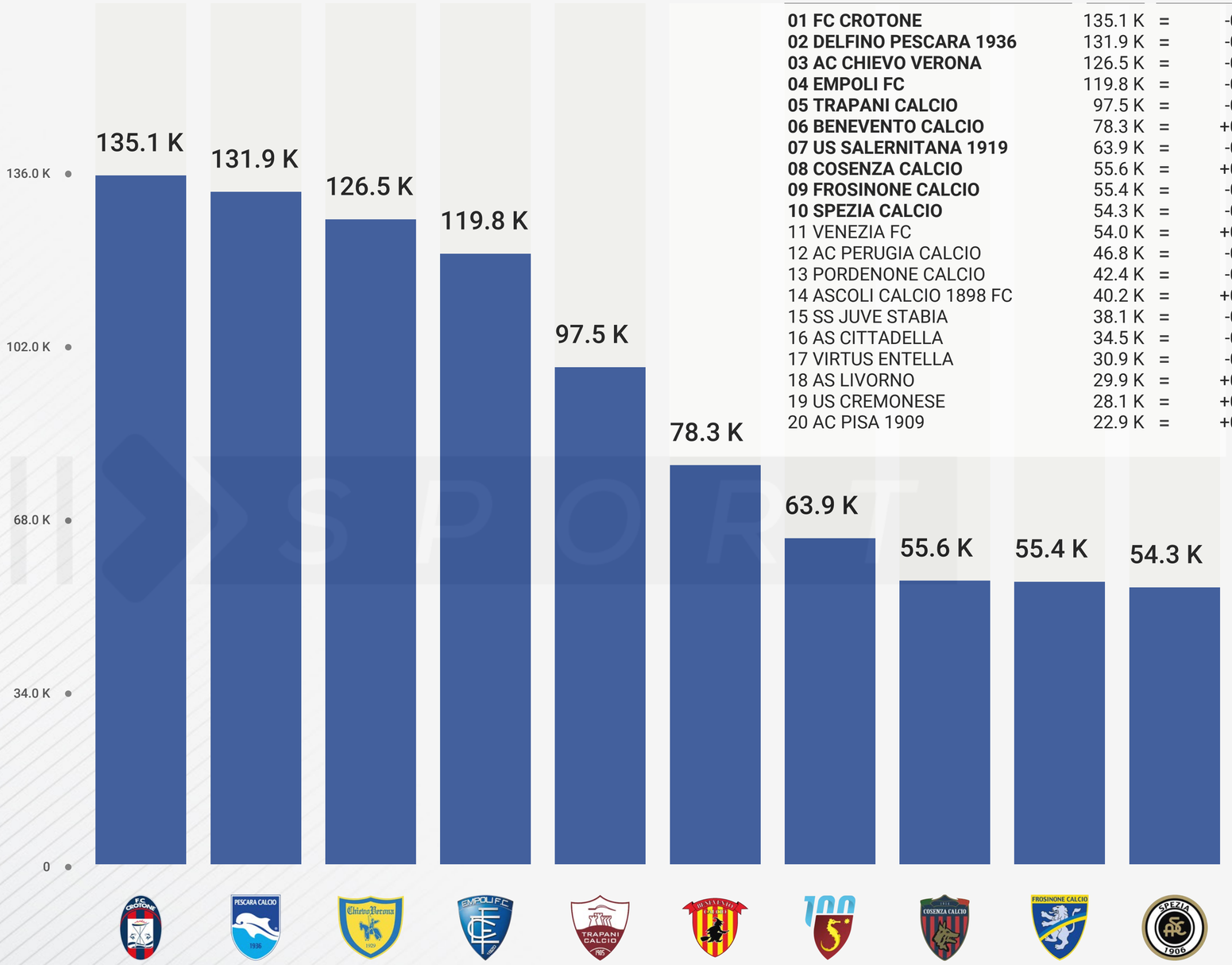
IQUII SPORT

ITALY Facebook

TOTAL FANBASE

1.3 M

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



CLUBS	FANS		% VAR*
01 FC CROTONE	135.1 K	=	-0.21
02 DELFINO PESCARA 1936	131.9 K	=	-0.16
03 AC CHIEVO VERONA	126.5 K	=	-0.31
04 EMPOLI FC	119.8 K	=	-0.26
05 TRAPANI CALCIO	97.5 K	=	-0.21
06 BENEVENTO CALCIO	78.3 K	=	+0.36
07 US SALERNITANA 1919	63.9 K	=	-0.01
08 COSENZA CALCIO	55.6 K	=	+0.03
09 FROSINONE CALCIO	55.4 K	=	-0.01
10 SPEZIA CALCIO	54.3 K	=	-0.10
11 VENEZIA FC	54.0 K	=	+0.98
12 AC PERUGIA CALCIO	46.8 K	=	-0.02
13 PORDENONE CALCIO	42.4 K	=	-0.07
14 ASCOLI CALCIO 1898 FC	40.2 K	=	+0.08
15 SS JUVE STABIA	38.1 K	=	-0.14
16 AS CITTADELLA	34.5 K	=	-0.23
17 VIRTUS ENTELLA	30.9 K	=	-0.12
18 AS LIVORNO	29.9 K	=	+0.21
19 US CREMONESE	28.1 K	=	+0.39
20 AC PISA 1909	22.9 K	=	+0.69

*[from May 15, 2020 to June 16, 2020]

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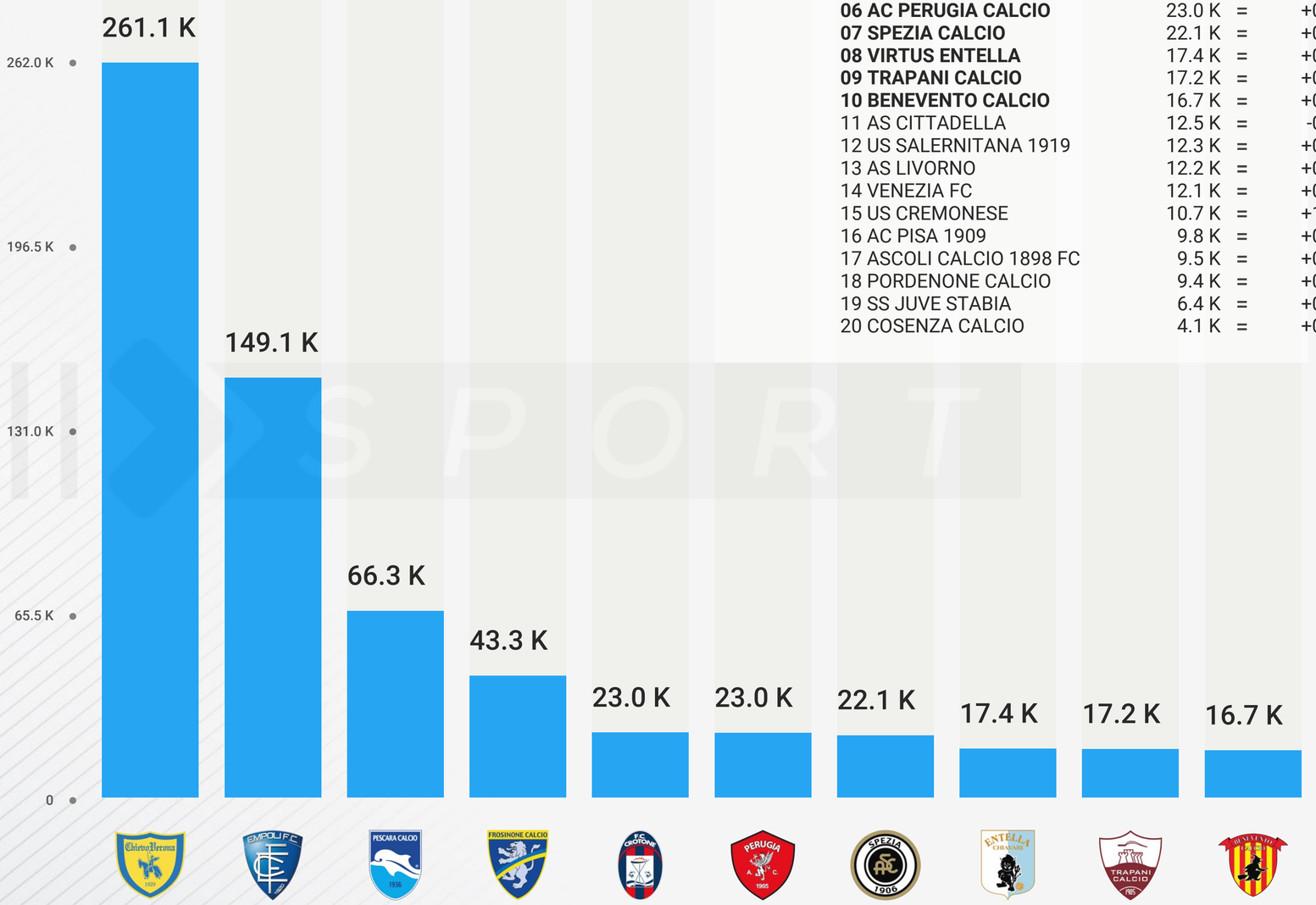
IQUII SPORT

ITALY Twitter

TOTAL FANBASE

738 K

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



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	261.1 K	=	-0.27
02 EMPOLI FC	149.1 K	=	-0.23
03 DELFINO PESCARA 1936	66.3 K	=	+0.91
04 FROSINONE CALCIO	43.3 K	=	+0.03
05 FC CROTONE	23.0 K	=	-0.03
06 AC PERUGIA CALCIO	23.0 K	=	+0.27
07 SPEZIA CALCIO	22.1 K	=	+0.12
08 VIRTUS ENTELLA	17.4 K	=	+0.26
09 TRAPANI CALCIO	17.2 K	=	+0.02
10 BENEVENTO CALCIO	16.7 K	=	+0.65
11 AS CITTADELLA	12.5 K	=	-0.23
12 US SALERNITANA 1919	12.3 K	=	+0.14
13 AS LIVORNO	12.2 K	=	+0.67
14 VENEZIA FC	12.1 K	=	+0.86
15 US CREMONESE	10.7 K	=	+1.03
16 AC PISA 1909	9.8 K	=	+0.80
17 ASCOLI CALCIO 1898 FC	9.5 K	=	+0.25
18 PORDENONE CALCIO	9.4 K	=	+0.30
19 SS JUVE STABIA	6.4 K	=	+0.34
20 COSENZA CALCIO	4.1 K	=	+0.85

*[from May 15, 2020 to June 16, 2020]

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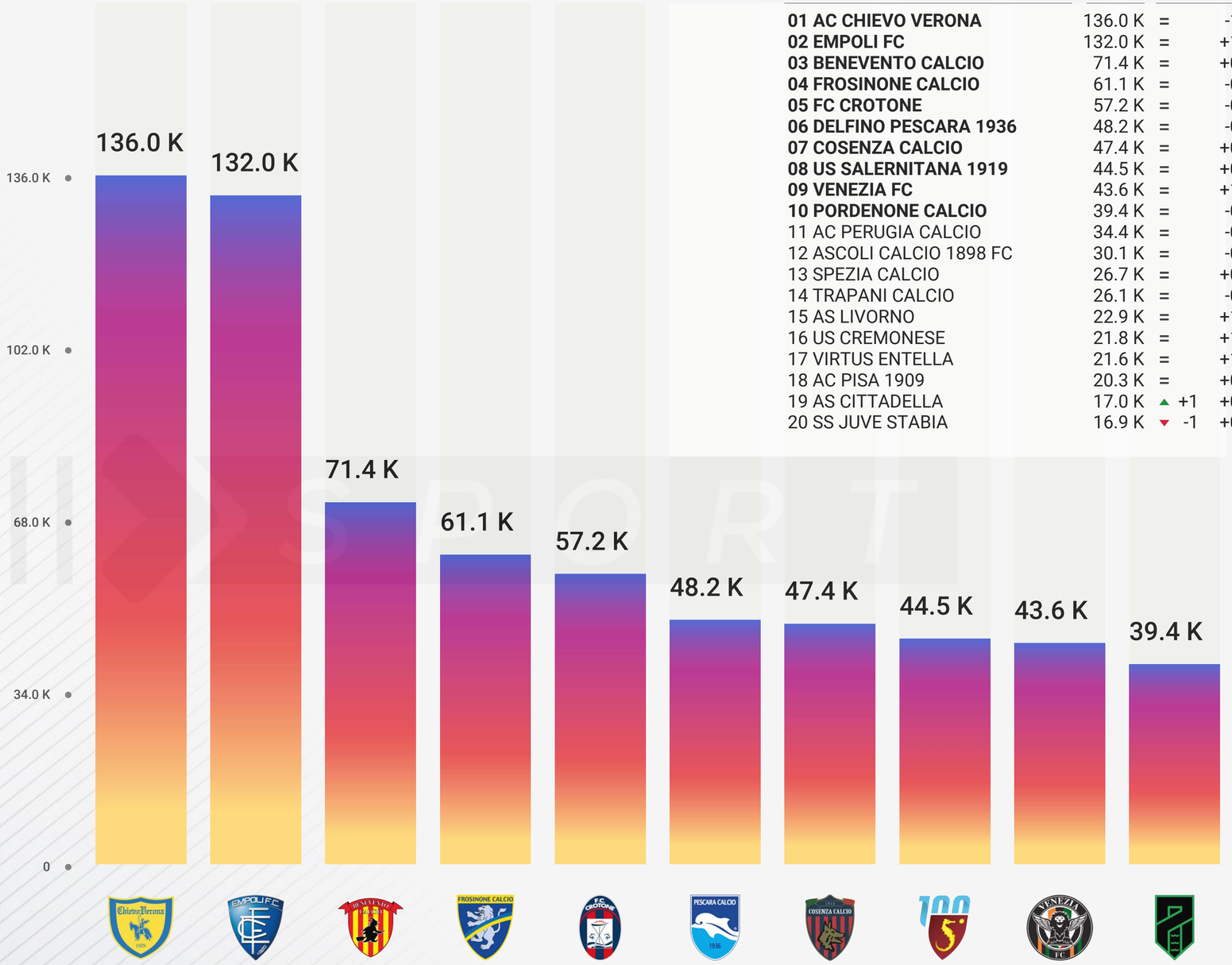
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

919 K

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



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	136.0 K	=	-1.67
02 EMPOLI FC	132.0 K	=	+1.57
03 BENEVENTO CALCIO	71.4 K	=	+0.24
04 FROSINONE CALCIO	61.1 K	=	-0.68
05 FC CROTONE	57.2 K	=	-0.74
06 DELFINO PESCARA 1936	48.2 K	=	-0.09
07 COSENZA CALCIO	47.4 K	=	+0.02
08 US SALERNITANA 1919	44.5 K	=	+0.03
09 VENEZIA FC	43.6 K	=	+1.99
10 PORDENONE CALCIO	39.4 K	=	-0.01
11 AC PERUGIA CALCIO	34.4 K	=	-0.03
12 ASCOLI CALCIO 1898 FC	30.1 K	=	-0.17
13 SPEZIA CALCIO	26.7 K	=	+0.64
14 TRAPANI CALCIO	26.1 K	=	-0.06
15 AS LIVORNO	22.9 K	=	+1.23
16 US CREMONESE	21.8 K	=	+1.13
17 VIRTUS ENTELLA	21.6 K	=	+1.95
18 AC PISA 1909	20.3 K	=	+0.96
19 AS CITTADELLA	17.0 K	▲ +1	+0.72
20 SS JUVE STABIA	16.9 K	▼ -1	+0.37

*[from May 15, 2020 to June 16, 2020]

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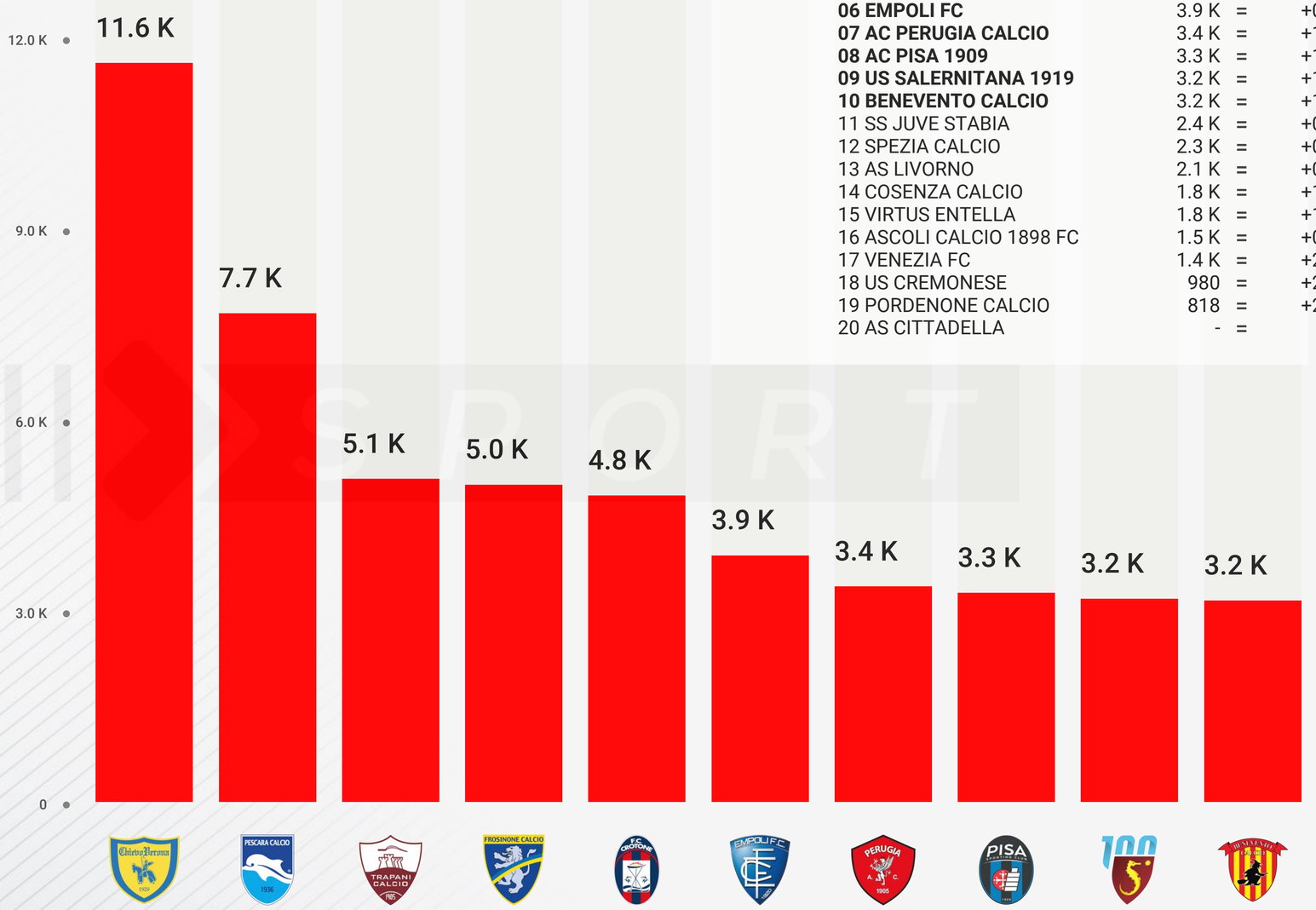
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

66 K

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



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	11.6 K	=	+0.87
02 DELFINO PESCARA 1936	7.7 K	=	+0.52
03 TRAPANI CALCIO	5.1 K	=	+0.60
04 FROSINONE CALCIO	5.0 K	=	+0.40
05 FC CROTONE	4.8 K	=	+0.21
06 EMPOLI FC	3.9 K	=	+0.26
07 AC PERUGIA CALCIO	3.4 K	=	+1.20
08 AC PISA 1909	3.3 K	=	+1.55
09 US SALERNITANA 1919	3.2 K	=	+1.59
10 BENEVENTO CALCIO	3.2 K	=	+1.61
11 SS JUVE STABIA	2.4 K	=	+0.85
12 SPEZIA CALCIO	2.3 K	=	+0.44
13 AS LIVORNO	2.1 K	=	+0.49
14 COSENZA CALCIO	1.8 K	=	+1.10
15 VIRTUS ENTELLA	1.8 K	=	+1.13
16 ASCOLI CALCIO 1898 FC	1.5 K	=	+0.68
17 VENEZIA FC	1.4 K	=	+2.13
18 US CREMONESE	980	=	+2.51
19 PORDENONE CALCIO	818	=	+2.12
20 AS CITTADELLA	-	=	-

***[from May 15, 2020 to June 16, 2020]**

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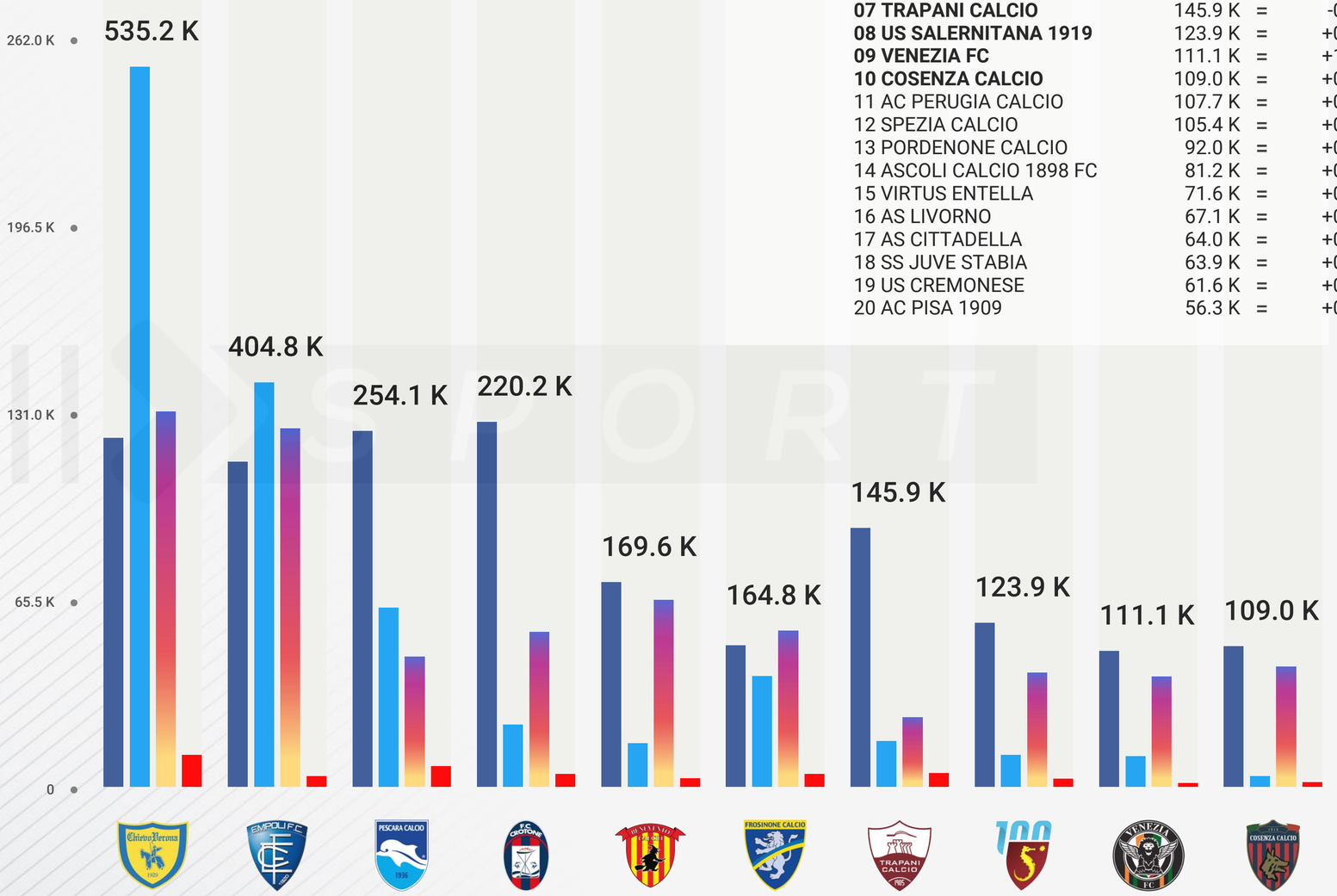
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ITALY Social

TOTAL FANBASE

3.0 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	535.2 K	=	-0.61
02 EMPOLI FC	404.8 K	=	+0.35
03 DELFINO PESCARA 1936	254.1 K	=	+0.15
04 FC CROTONE	220.2 K	=	-0.32
05 BENEVENTO CALCIO	169.6 K	=	+0.36
06 FROSINONE CALCIO	164.8 K	=	-0.23
07 TRAPANI CALCIO	145.9 K	=	-0.13
08 US SALERNITANA 1919	123.9 K	=	+0.06
09 VENEZIA FC	111.1 K	=	+1.37
10 COSENZA CALCIO	109.0 K	=	+0.07
11 AC PERUGIA CALCIO	107.7 K	=	+0.07
12 SPEZIA CALCIO	105.4 K	=	+0.15
13 PORDENONE CALCIO	92.0 K	=	+0.01
14 ASCOLI CALCIO 1898 FC	81.2 K	=	+0.02
15 VIRTUS ENTELLA	71.6 K	=	+0.62
16 AS LIVORNO	67.1 K	=	+0.65
17 AS CITTADELLA	64.0 K	=	+0.02
18 SS JUVE STABIA	63.9 K	=	+0.08
19 US CREMONESE	61.6 K	=	+0.80
20 AC PISA 1909	56.3 K	=	+0.85

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

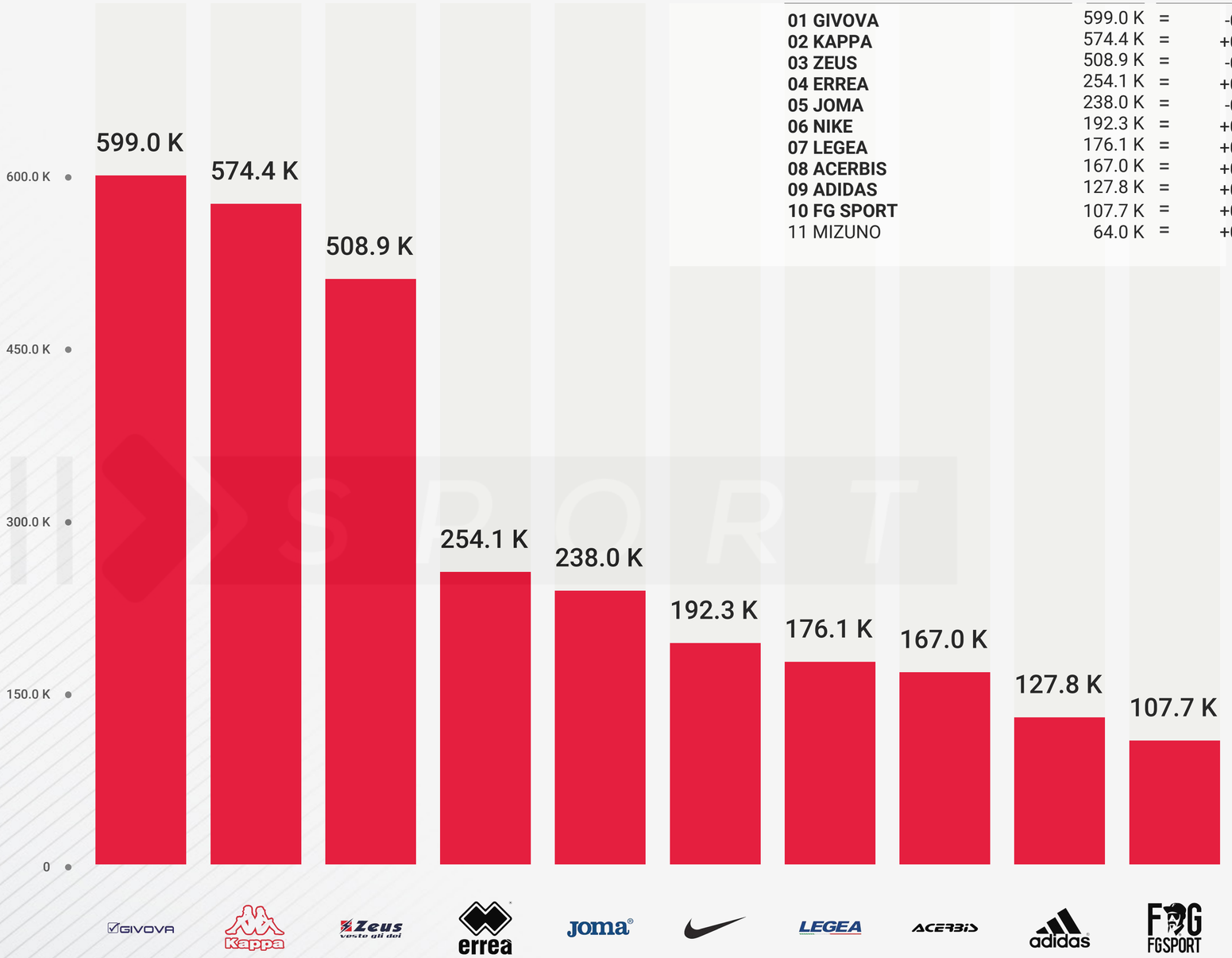
ITALY Brands

TOTAL FANBASE

3.0 M

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

SPONSORS	FANS		% VAR*
01 GIVOVA	599.0 K	=	-0.54
02 KAPPA	574.4 K	=	+0.35
03 ZEUS	508.9 K	=	-0.20
04 ERREA	254.1 K	=	+0.15
05 JOMA	238.0 K	=	-0.08
06 NIKE	192.3 K	=	+0.80
07 LEGEA	176.1 K	=	+0.29
08 ACERBIS	167.0 K	=	+0.38
09 ADIDAS	127.8 K	=	+0.72
10 FG SPORT	107.7 K	=	+0.07
11 MIZUNO	64.0 K	=	+0.02



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IQUII SPORT

ITALY Brands

CLUBS

20

Sport Brands

11

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



*[from May 15, 2020 to June 16, 2020]

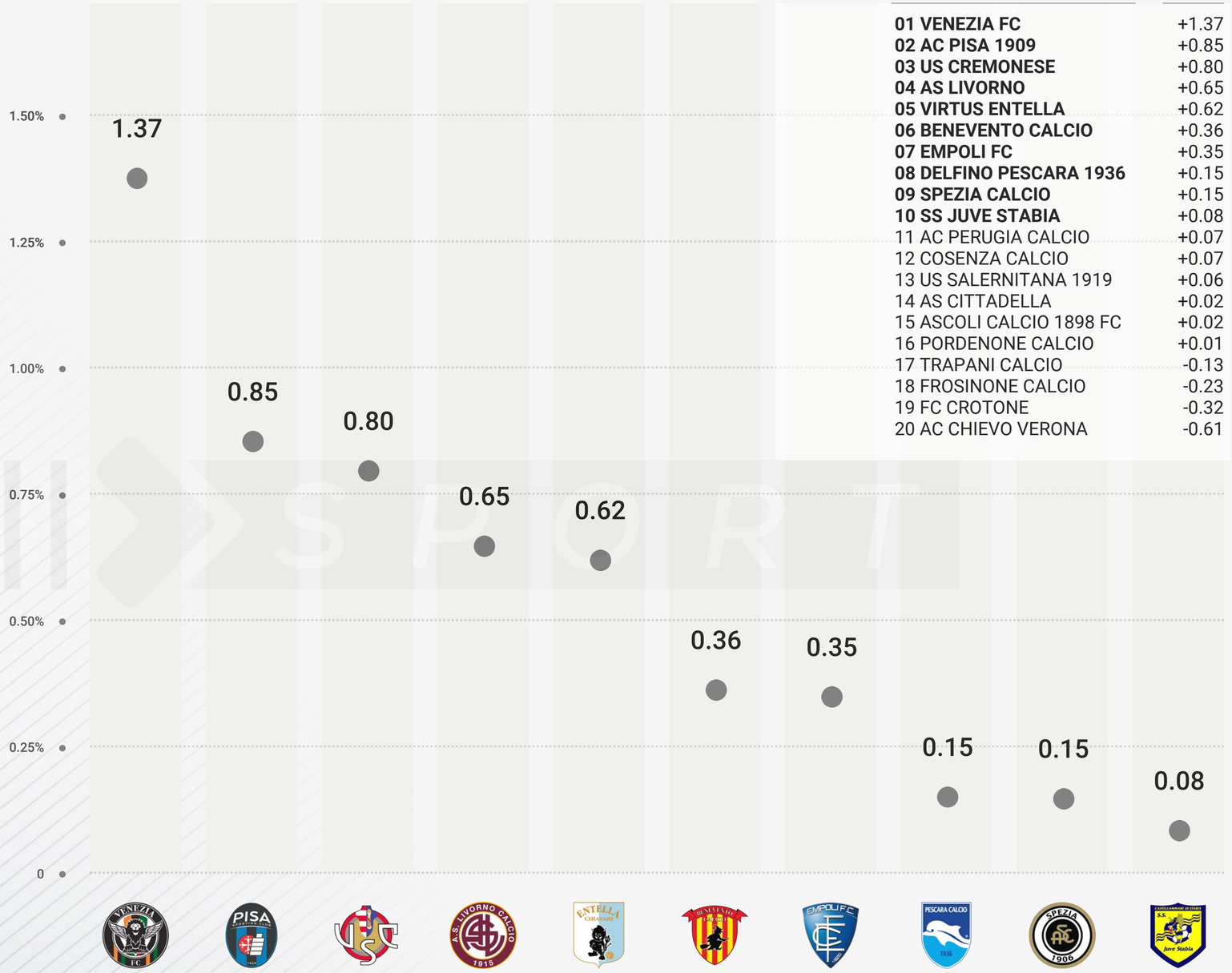
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IQUII SPORT

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 VENEZIA FC	**+1.37**
02 AC PISA 1909	**+0.85**
03 US CREMONESE	**+0.80**
04 AS LIVORNO	**+0.65**
05 VIRTUS ENTELLA	**+0.62**
06 BENEVENTO CALCIO	**+0.36**
07 EMPOLI FC	**+0.35**
08 DELFINO PESCARA 1936	**+0.15**
09 SPEZIA CALCIO	**+0.15**
10 SS JUVE STABIA	**+0.08**
11 AC PERUGIA CALCIO	+0.07
12 COSENZA CALCIO	+0.07
13 US SALERNITANA 1919	+0.06
14 AS CITTADELLA	+0.02
15 ASCOLI CALCIO 1898 FC	+0.02
16 PORDENONE CALCIO	+0.01
17 TRAPANI CALCIO	-0.13
18 FROSINONE CALCIO	-0.23
19 FC CROTONE	-0.32
20 AC CHIEVO VERONA	-0.61

***[from May 15, 2020 to June 16, 2020]**

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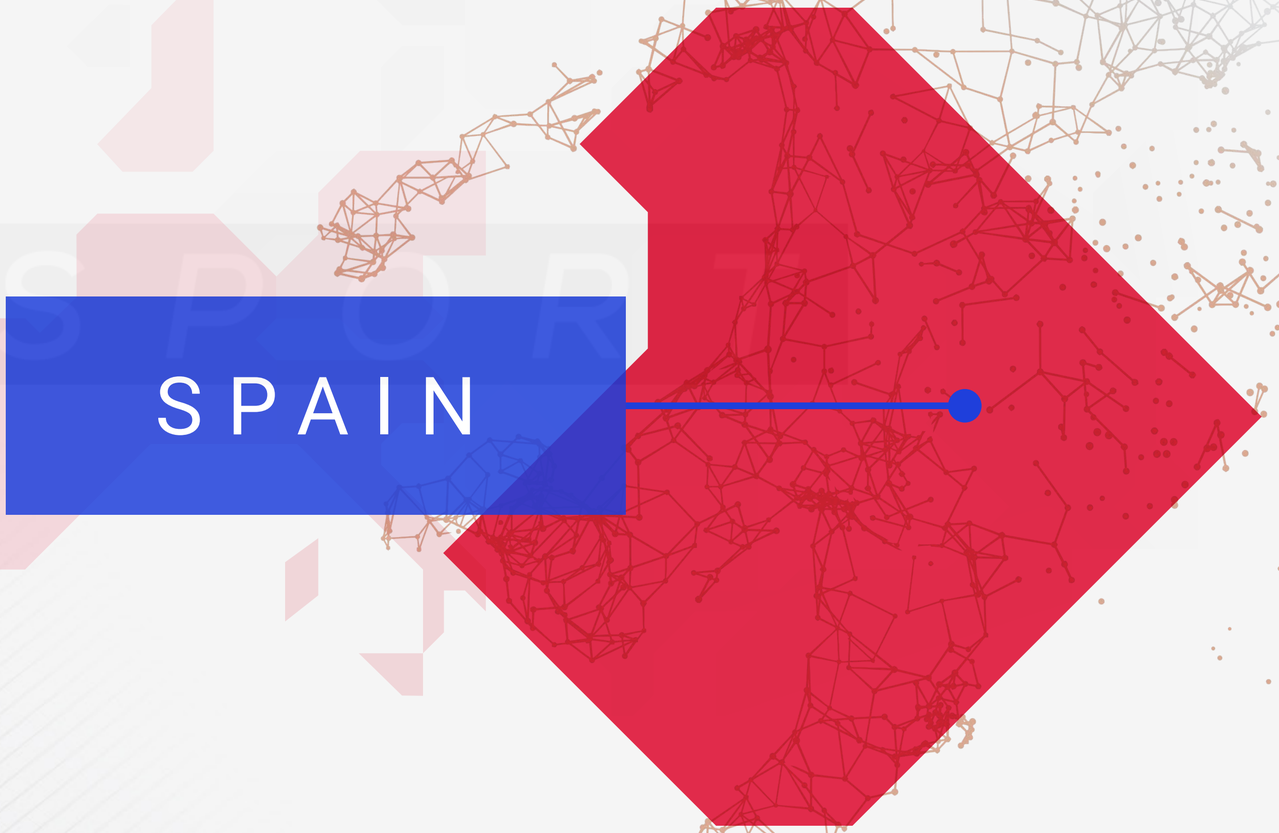
Football Competitions included in this overview

FIRST DIVISION **20 CLUBS**

LaLiga Santander

SECOND DIVISION **22 CLUBS**

LaLiga SmartBank



*[from May 15, 2020 to June 16, 2020]

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SPAIN SnapShot / General

2

COMPETITIONS

Total Competitions analysed: LaLiga and LaLiga 2.

42

CLUBS

Total LaLiga and LaLiga 2 football clubs analysed.

11

BRANDS

Total LaLiga and LaLiga 2 Sport Brands on jerseys analysed.

538.1 M

+ 0.36%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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SPAIN SnapShot / First Division



20

CLUBS

Total LaLiga football clubs analysed.

10

BRANDS

Total LaLiga Sport Brands on jerseys analysed.

527.3 M

+ 0.37%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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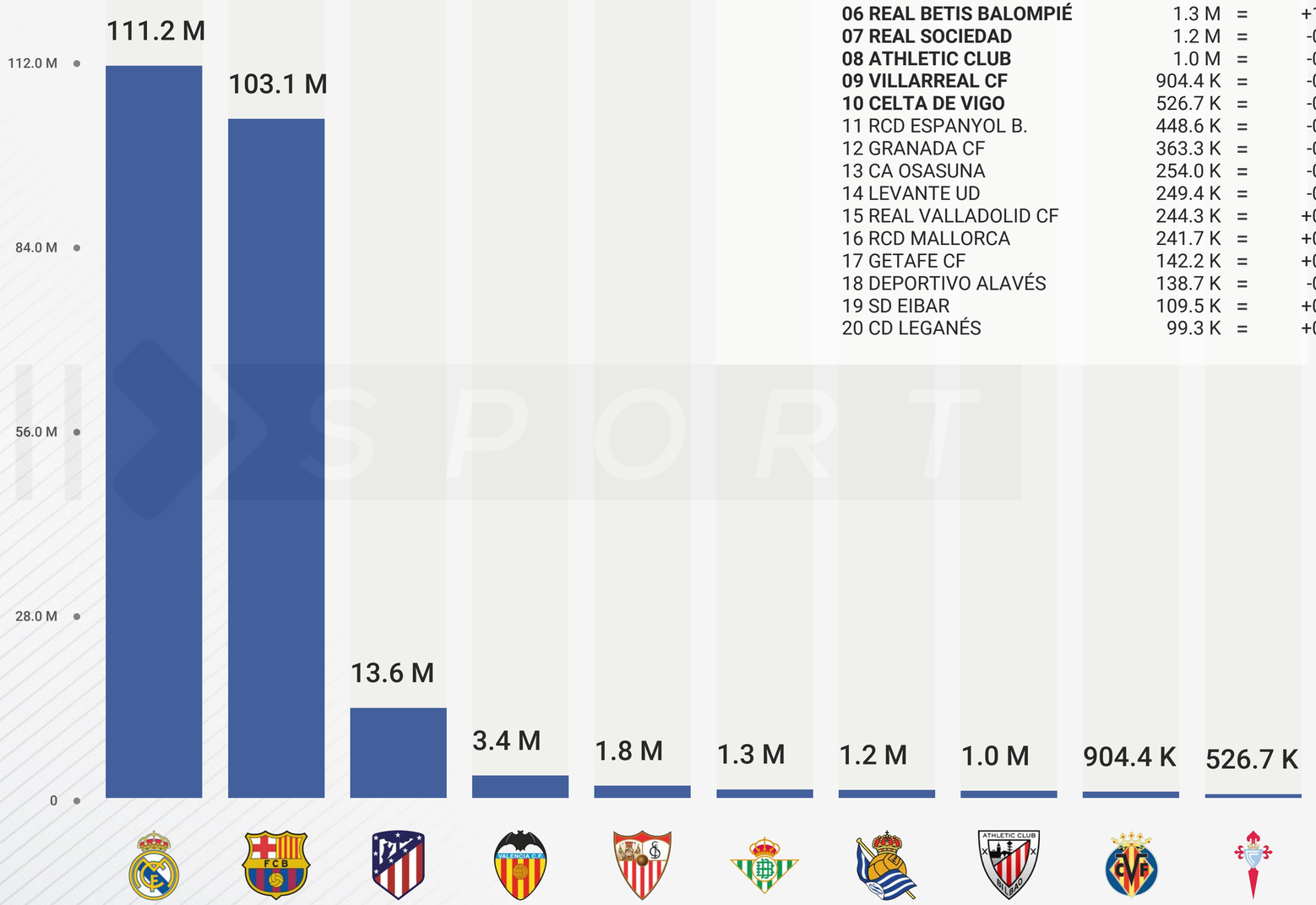
SPAIN Facebook

TOTAL FANBASE

240.4 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	111.2 M	=	-0.13
02 FC BARCELONA	103.1 M	=	-0.15
03 ATLÉTICO DE MADRID	13.6 M	=	-0.28
04 VALENCIA CF	3.4 M	=	-0.16
05 FC SEVILLA	1.8 M	=	-0.11
06 REAL BETIS BALOMPIÉ	1.3 M	=	+1.36
07 REAL SOCIEDAD	1.2 M	=	-0.17
08 ATHLETIC CLUB	1.0 M	=	-0.01
09 VILLARREAL CF	904.4 K	=	-0.20
10 CELTA DE VIGO	526.7 K	=	-0.14
11 RCD ESPANYOL B.	448.6 K	=	-0.19
12 GRANADA CF	363.3 K	=	-0.21
13 CA OSASUNA	254.0 K	=	-0.18
14 LEVANTE UD	249.4 K	=	-0.20
15 REAL VALLADOLID CF	244.3 K	=	+0.34
16 RCD MALLORCA	241.7 K	=	+0.31
17 GETAFE CF	142.2 K	=	+0.19
18 DEPORTIVO ALAVÉS	138.7 K	=	-0.05
19 SD EIBAR	109.5 K	=	+0.90
20 CD LEGANÉS	99.3 K	=	+0.52

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

80.0 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	34.3 M	=	+0.29
02 FC BARCELONA	32.7 M	=	+0.48
03 ATLÉTICO DE MADRID	4.6 M	=	+0.03
04 VALENCIA CF	1.2 M	=	-0.18
05 FC SEVILLA	947.3 K	=	-0.12
06 ATHLETIC CLUB	873.9 K	=	+0.20
07 REAL BETIS BALOMPIÉ	784.3 K	=	+0.06
08 REAL SOCIEDAD	623.9 K	=	-0.01
09 VILLARREAL CF	477.3 K	=	-0.11
10 RCD ESPANYOL B.	459.7 K	=	-0.03
11 CELTA DE VIGO	448.5 K	=	-0.20
12 LEVANTE UD	415.1 K	=	-0.13
13 GRANADA CF	372.5 K	=	-0.18
14 REAL VALLADOLID CF	343.2 K	=	+0.09
15 RCD MALLORCA	307.7 K	=	+0.05
16 CD LEGANÉS	257.8 K	=	-0.12
17 CA OSASUNA	238.4 K	=	-0.03
18 SD EIBAR	228.0 K	=	-0.03
19 DEPORTIVO ALAVÉS	212.9 K	=	-0.07
20 GETAFE CF	111.7 K	=	+0.43

*[from May 15, 2020 to June 16, 2020]

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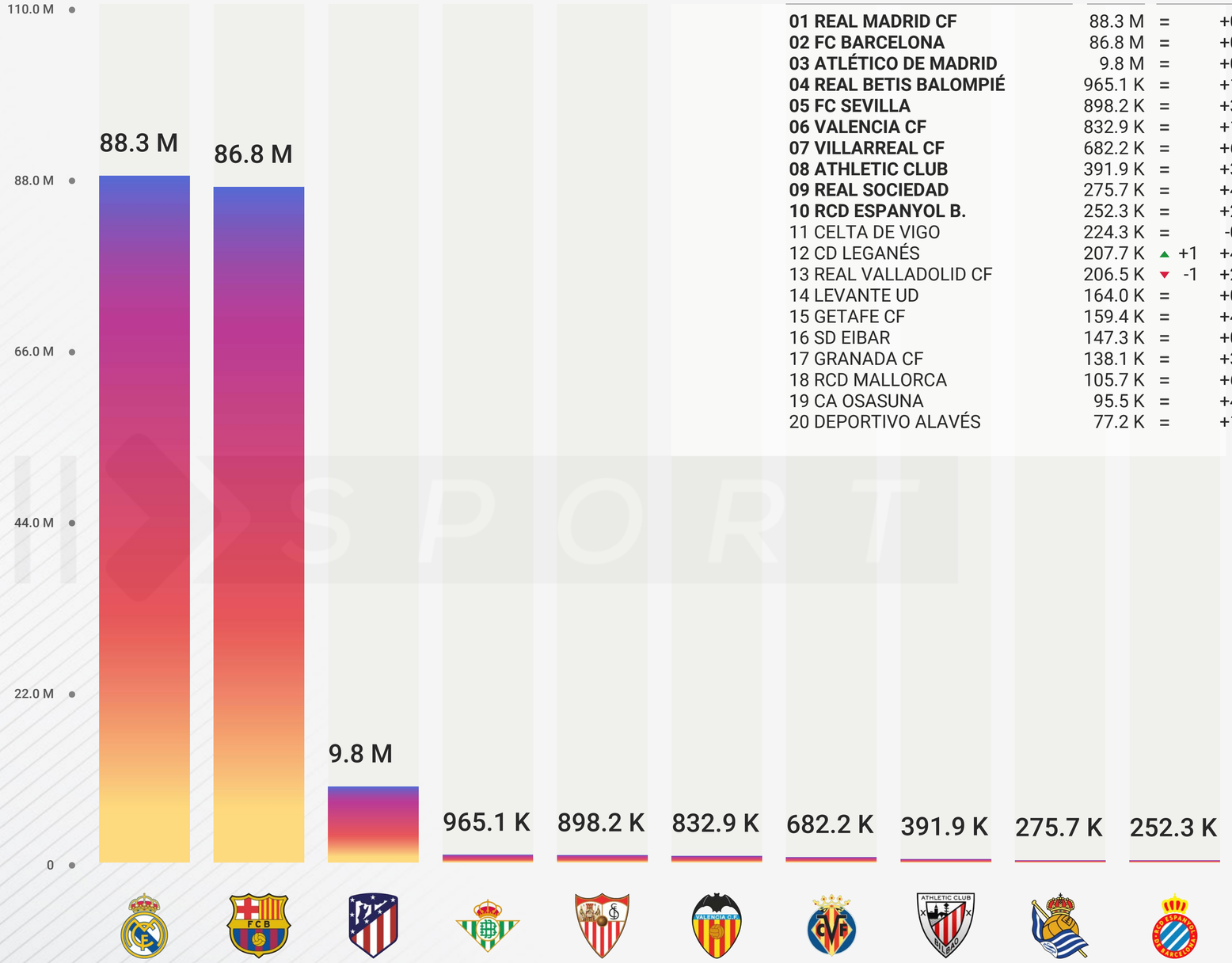
SPAIN Instagram

TOTAL FANBASE

190.7 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	88.3 M	=	+0.93
02 FC BARCELONA	86.8 M	=	+0.88
03 ATLÉTICO DE MADRID	9.8 M	=	+0.85
04 REAL BETIS BALOMPIÉ	965.1 K	=	+1.28
05 FC SEVILLA	898.2 K	=	+3.22
06 VALENCIA CF	832.9 K	=	+1.17
07 VILLARREAL CF	682.2 K	=	+6.46
08 ATHLETIC CLUB	391.9 K	=	+3.43
09 REAL SOCIEDAD	275.7 K	=	+4.21
10 RCD ESPANYOL B.	252.3 K	=	+2.61
11 CELTA DE VIGO	224.3 K	=	-0.46
12 CD LEGANÉS	207.7 K	▲ +1	+4.71
13 REAL VALLADOLID CF	206.5 K	▼ -1	+2.41
14 LEVANTE UD	164.0 K	=	+0.87
15 GETAFE CF	159.4 K	=	+4.30
16 SD EIBAR	147.3 K	=	+0.44
17 GRANADA CF	138.1 K	=	+3.65
18 RCD MALLORCA	105.7 K	=	+6.33
19 CA OSASUNA	95.5 K	=	+4.31
20 DEPORTIVO ALAVÉS	77.2 K	=	+1.59

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

16.3 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	9.5 M	=	+1.39
02 REAL MADRID CF	5.7 M	=	+0.88
03 REAL BETIS BALOMPIÉ	357.0 K	=	+1.42
04 ATLÉTICO DE MADRID	262.0 K	=	+0.77
05 FC SEVILLA	99.8 K	▲ +1	+2.99
06 VALENCIA CF	97.6 K	▼ -1	+0.72
07 ATHLETIC CLUB	57.5 K	=	+2.86
08 REAL SOCIEDAD	42.4 K	=	+1.92
09 VILLARREAL CF	35.8 K	=	+0.28
10 CELTA DE VIGO	27.5 K	=	+0.73
11 LEVANTE UD	23.9 K	=	+1.27
12 RCD ESPANYOL B.	22.3 K	=	+1.36
13 RCD MALLORCA	21.0 K	▲ +1	+47.89
14 CA OSASUNA	15.1 K	▼ -1	+4.14
15 REAL VALLADOLID CF	13.7 K	=	+1.48
16 CD LEGANÉS	8.8 K	=	+1.98
17 DEPORTIVO ALAVÉS	8.6 K	=	+1.18
18 GETAFE CF	7.7 K	=	+2.66
19 GRANADA CF	7.6 K	=	+5.83
20 SD EIBAR	5.5 K	=	+3.18

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

SPAIN Social

TOTAL FANBASE

527.3 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	239.4 M	=	+0.34
02 FC BARCELONA	232.1 M	=	+0.38
03 ATLÉTICO DE MADRID	28.3 M	=	+0.17
04 VALENCIA CF	5.5 M	=	+0.05
05 FC SEVILLA	3.8 M	=	+0.74
06 REAL BETIS BALOMPIÉ	3.4 M	=	+1.04
07 ATHLETIC CLUB	2.4 M	=	+0.69
08 REAL SOCIEDAD	2.1 M	=	+0.47
09 VILLARREAL CF	2.1 M	=	+1.90
10 CELTA DE VIGO	1.2 M	=	-0.20
11 RCD ESPANYOL B.	1.2 M	=	+0.48
12 GRANADA CF	881.4 K	=	+0.44
13 LEVANTE UD	852.4 K	=	+0.08
14 REAL VALLADOLID CF	807.8 K	=	+0.78
15 RCD MALLORCA	676.1 K	=	+2.12
16 CA OSASUNA	603.0 K	=	+0.67
17 CD LEGANÉS	573.5 K	=	+1.72
18 SD EIBAR	490.3 K	=	+0.35
19 DEPORTIVO ALAVÉS	437.4 K	=	+0.25
20 GETAFE CF	421.0 K	=	+1.82

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IQUII SPORT

SPAIN Brands

TOTAL FANBASE

527.3 M

LaLiga Santander

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

SPONSORS	FANS		% VAR*
01 NIKE	265.1 M	=	+0.36
02 ADIDAS	241.5 M	=	+0.34
03 PUMA	5.5 M	=	+0.05
04 JOMA	3.6 M	=	+1.65
05 KAPPA	3.4 M	=	+1.04
06 MACRON	3.0 M	=	+0.35
07 NEW BALANCE	2.4 M	=	+0.69
08 KELME	1.6 M	=	+0.42
09 UMBRO	676.1 K	=	+2.12
10 HUMMEL	603.0 K	=	+0.67



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SPAIN Brands

CLUBS

20

Sport Brands

10

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



*[from May 15, 2020 to June 16, 2020]

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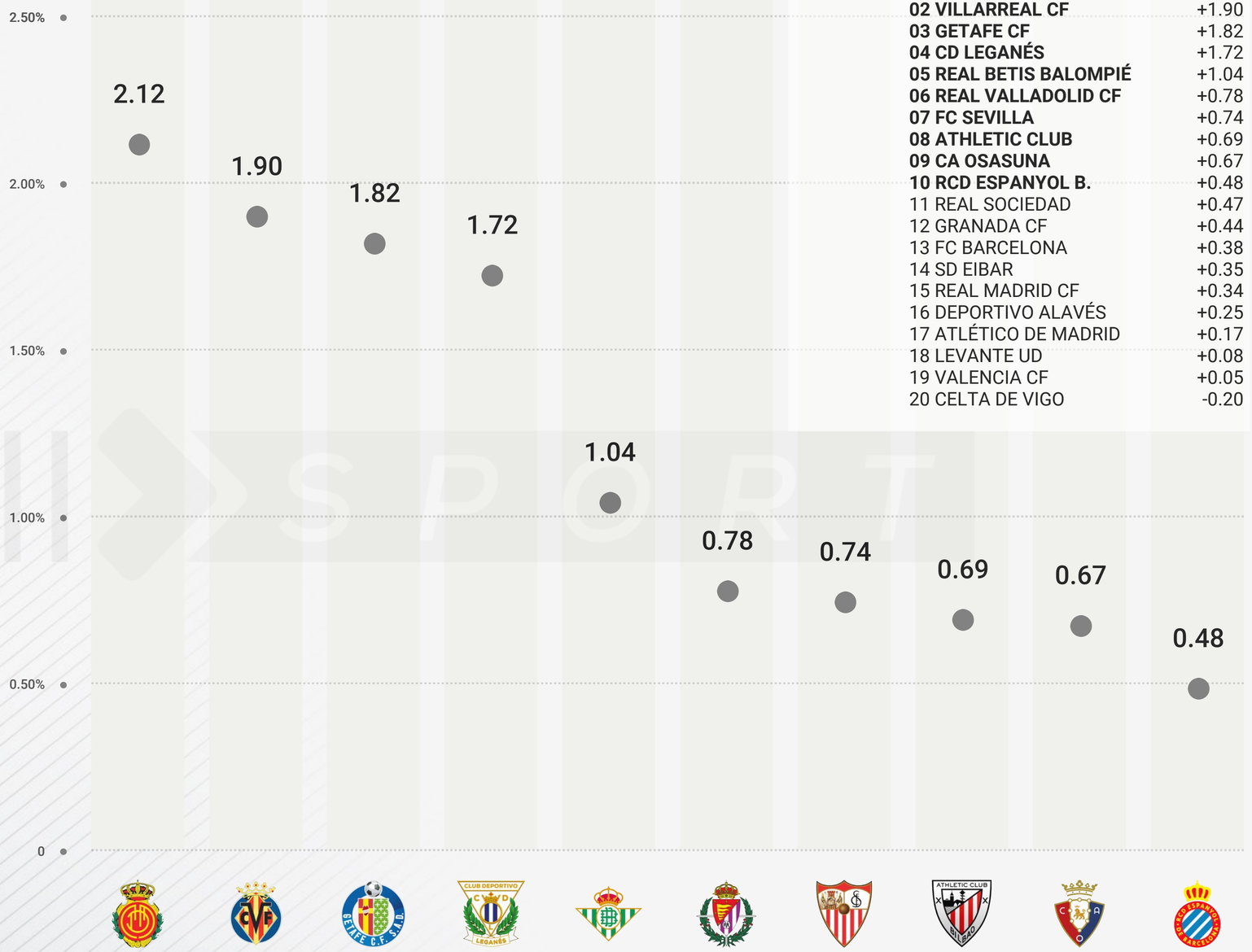
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IQUII SPORT

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 RCD MALLORCA	**+2.12**
02 VILLARREAL CF	**+1.90**
03 GETAFE CF	**+1.82**
04 CD LEGANÉS	**+1.72**
05 REAL BETIS BALOMPIÉ	**+1.04**
06 REAL VALLADOLID CF	**+0.78**
07 FC SEVILLA	**+0.74**
08 ATHLETIC CLUB	**+0.69**
09 CA OSASUNA	**+0.67**
10 RCD ESPANYOL B.	**+0.48**
11 REAL SOCIEDAD	+0.47
12 GRANADA CF	+0.44
13 FC BARCELONA	+0.38
14 SD EIBAR	+0.35
15 REAL MADRID CF	+0.34
16 DEPORTIVO ALAVÉS	+0.25
17 ATLÉTICO DE MADRID	+0.17
18 LEVANTE UD	+0.08
19 VALENCIA CF	+0.05
20 CELTA DE VIGO	-0.20

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SPAIN SnapShot / Second Division

LaLiga SmartBank

22

CLUBS

Total LaLiga 2 football clubs analysed.

9

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

10.8 M

+ 0.08%*

FANS

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

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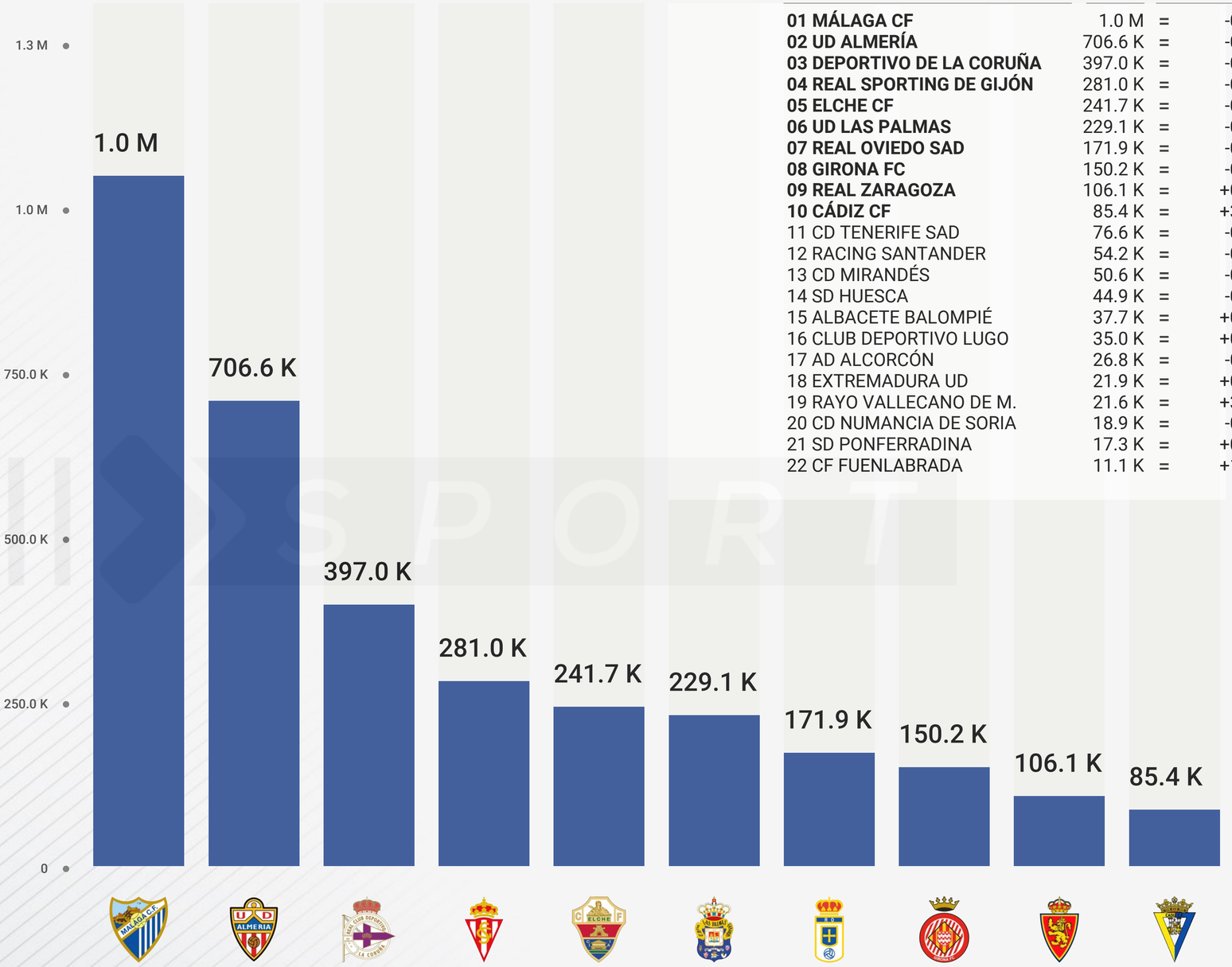
SPAIN Facebook

TOTAL FANBASE

3.8 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.0 M	=	-0.30
02 UD ALMERÍA	706.6 K	=	-0.35
03 DEPORTIVO DE LA CORUÑA	397.0 K	=	-0.14
04 REAL SPORTING DE GIJÓN	281.0 K	=	-0.33
05 ELCHE CF	241.7 K	=	-0.27
06 UD LAS PALMAS	229.1 K	=	-0.31
07 REAL OVIEDO SAD	171.9 K	=	-0.28
08 GIRONA FC	150.2 K	=	-0.37
09 REAL ZARAGOZA	106.1 K	=	+0.34
10 CÁDIZ CF	85.4 K	=	+3.87
11 CD TENERIFE SAD	76.6 K	=	-0.07
12 RACING SANTANDER	54.2 K	=	-0.04
13 CD MIRANDÉS	50.6 K	=	-0.19
14 SD HUESCA	44.9 K	=	-0.16
15 ALBACETE BALOMPIÉ	37.7 K	=	+0.18
16 CLUB DEPORTIVO LUGO	35.0 K	=	+0.15
17 AD ALCORCÓN	26.8 K	=	-0.11
18 EXTREMADURA UD	21.9 K	=	+0.42
19 RAYO VALLECANO DE M.	21.6 K	=	+3.99
20 CD NUMANCIA DE SORIA	18.9 K	=	-0.25
21 SD PONFERRADINA	17.3 K	=	+0.25
22 CF FUENLABRADA	11.1 K	=	+1.18

*[from May 15, 2020 to June 16, 2020]

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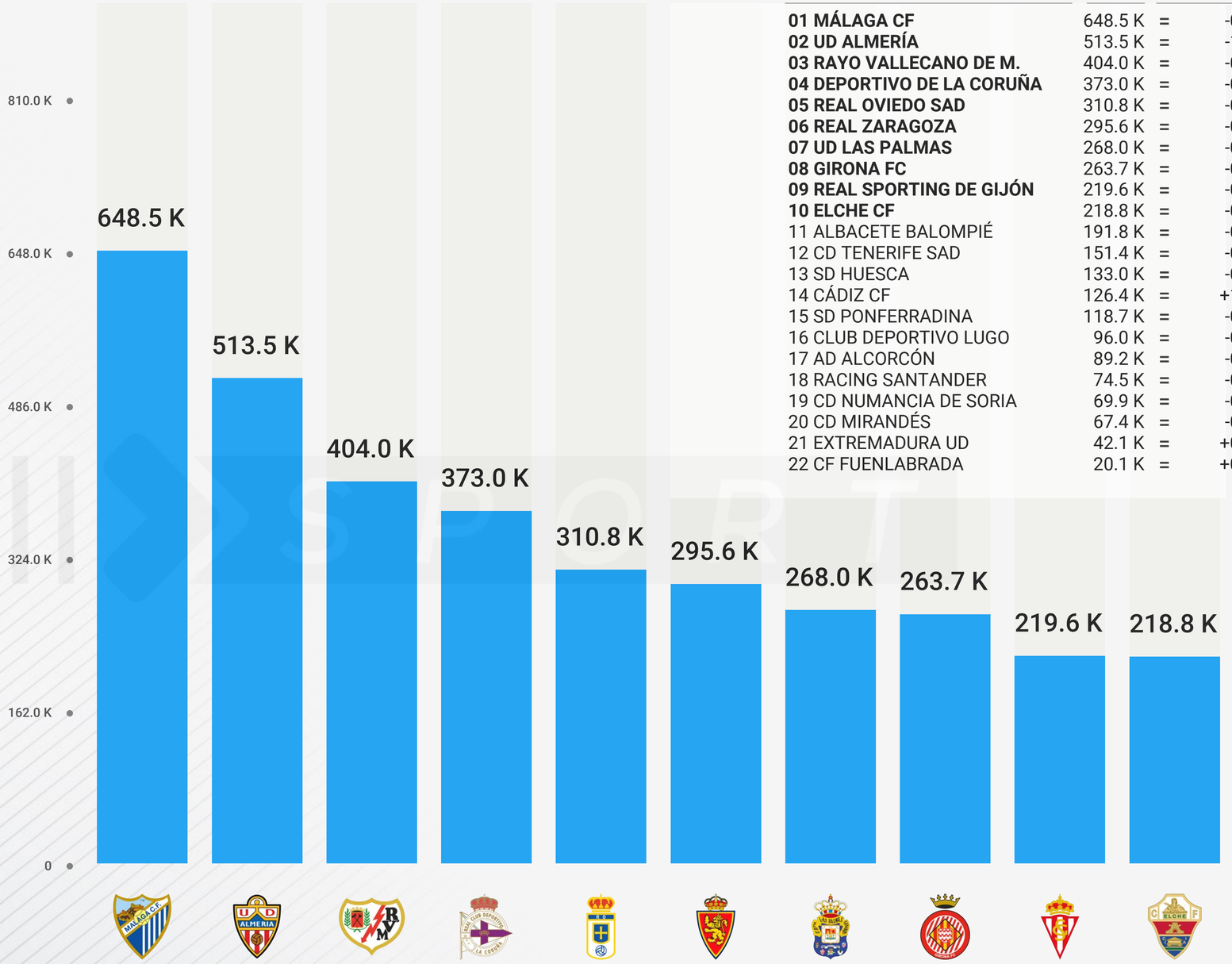
SPAIN Twitter

TOTAL FANBASE

4.7 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 MÁLAGA CF	648.5 K	=	-0.36
02 UD ALMERÍA	513.5 K	=	-1.38
03 RAYO VALLECANO DE M.	404.0 K	=	-0.24
04 DEPORTIVO DE LA CORUÑA	373.0 K	=	-0.18
05 REAL OVIEDO SAD	310.8 K	=	-0.35
06 REAL ZARAGOZA	295.6 K	=	-0.12
07 UD LAS PALMAS	268.0 K	=	-0.30
08 GIRONA FC	263.7 K	=	-0.34
09 REAL SPORTING DE GIJÓN	219.6 K	=	-0.23
10 ELCHE CF	218.8 K	=	-0.01
11 ALBACETE BALOMPIÉ	191.8 K	=	-0.29
12 CD TENERIFE SAD	151.4 K	=	-0.22
13 SD HUESCA	133.0 K	=	-0.25
14 CÁDIZ CF	126.4 K	=	+1.49
15 SD PONFERRADINA	118.7 K	=	-0.28
16 CLUB DEPORTIVO LUGO	96.0 K	=	-0.24
17 AD ALCORCÓN	89.2 K	=	-0.14
18 RACING SANTANDER	74.5 K	=	-0.03
19 CD NUMANCIA DE SORIA	69.9 K	=	-0.13
20 CD MIRANDÉS	67.4 K	=	-0.23
21 EXTREMADURA UD	42.1 K	=	+0.05
22 CF FUENLABRADA	20.1 K	=	+0.71

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IQUII SPORT

SPAIN Instagram

TOTAL FANBASE

1.9 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERÍA	315.7 K	=	-2.01
02 GIRONA FC	152.4 K	=	+1.28
03 MÁLAGA CF	140.5 K	=	-0.10
04 DEPORTIVO DE LA CORUÑA	133.6 K	=	+3.22
05 UD LAS PALMAS	111.2 K	=	+0.19
06 REAL ZARAGOZA	106.0 K	=	+4.33
07 SD HUESCA	95.9 K	=	+3.79
08 REAL SPORTING DE GIJÓN	92.2 K	=	+2.27
09 CÁDIZ CF	83.1 K	▲ +1	+3.64
10 REAL OVIEDO SAD	82.0 K	▼ -1	+0.86
11 ELCHE CF	71.3 K	=	+5.78
12 RAYO VALLECANO DE M.	57.5 K	▲ +1	+2.18
13 RACING SANTANDER	56.4 K	▼ -1	-0.72
14 CD TENERIFE SAD	55.6 K	=	+1.41
15 ALBACETE BALOMPIÉ	53.2 K	▲ +1	+6.14
16 CD NUMANCIA DE SORIA	52.8 K	▼ -1	-2.55
17 CD MIRANDÉS	45.8 K	=	+9.67
18 AD ALCORCÓN	42.1 K	▲ +1	+3.62
19 EXTREMADURA UD	41.5 K	▼ -1	+0.68
20 CF FUENLABRADA	31.6 K	=	+5.38
21 CLUB DEPORTIVO LUGO	25.4 K	=	+7.59
22 SD PONFERRADINA	18.2 K	=	+3.24

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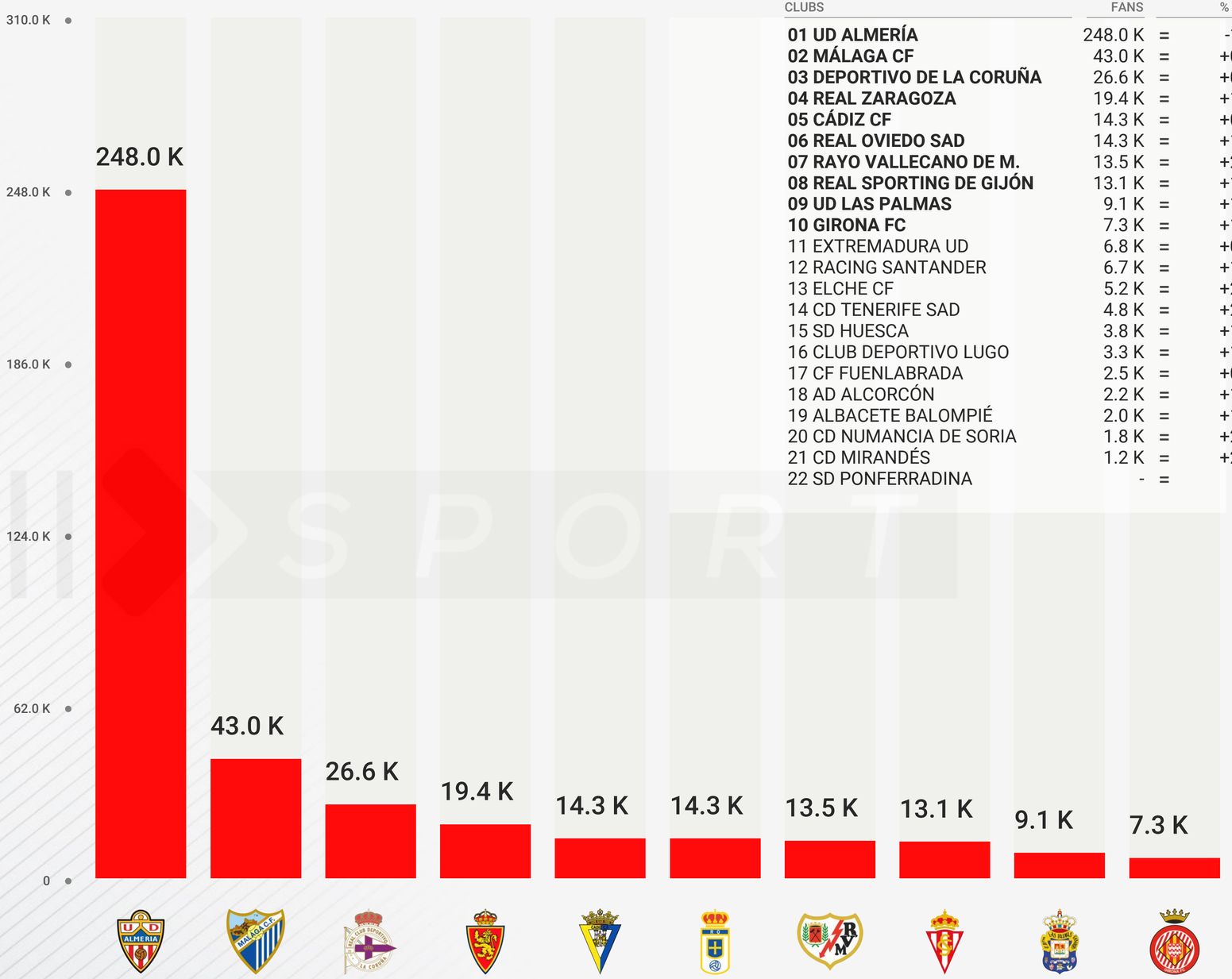
SPAIN YouTube

TOTAL FANBASE

449 K

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERÍA	248.0 K	=	-1.59
02 MÁLAGA CF	43.0 K	=	+0.70
03 DEPORTIVO DE LA CORUÑA	26.6 K	=	+0.76
04 REAL ZARAGOZA	19.4 K	=	+1.04
05 CÁDIZ CF	14.3 K	=	+0.70
06 REAL OVIEDO SAD	14.3 K	=	+1.42
07 RAYO VALLECANO DE M.	13.5 K	=	+2.27
08 REAL SPORTING DE GIJÓN	13.1 K	=	+1.55
09 UD LAS PALMAS	9.1 K	=	+1.56
10 GIRONA FC	7.3 K	=	+1.25
11 EXTREMADURA UD	6.8 K	=	+0.44
12 RACING SANTANDER	6.7 K	=	+1.36
13 ELCHE CF	5.2 K	=	+2.55
14 CD TENERIFE SAD	4.8 K	=	+2.14
15 SD HUESCA	3.8 K	=	+1.89
16 CLUB DEPORTIVO LUGO	3.3 K	=	+1.56
17 CF FUENLABRADA	2.5 K	=	+0.82
18 AD ALCORCÓN	2.2 K	=	+1.83
19 ALBACETE BALOMPIÉ	2.0 K	=	+1.52
20 CD NUMANCIA DE SORIA	1.8 K	=	+2.87
21 CD MIRANDÉS	1.2 K	=	+2.63
22 SD PONFERRADINA	-	=	-

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IQUII SPORT

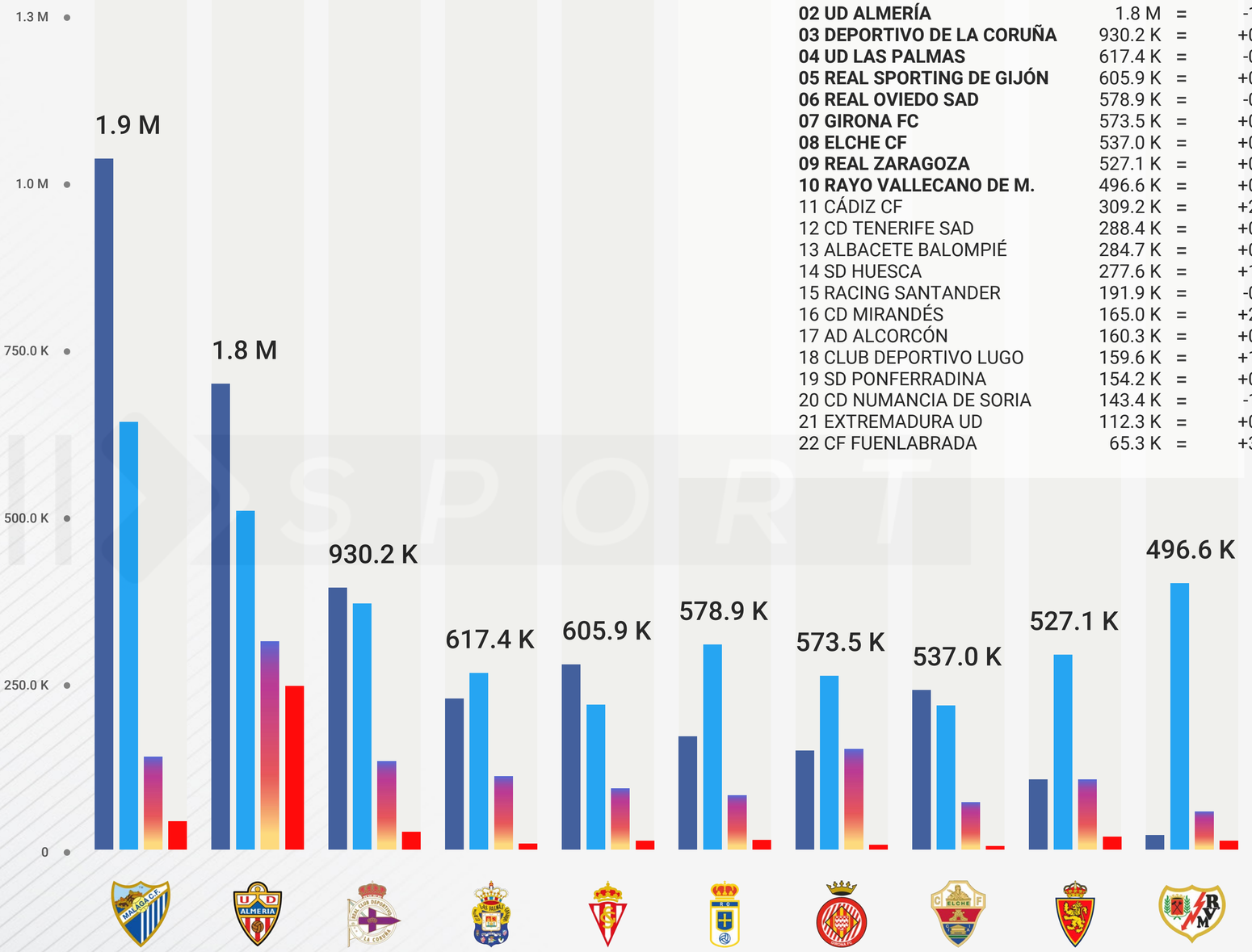
SPAIN Social

TOTAL FANBASE

10.8 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.9 M	=	-0.28
02 UD ALMERÍA	1.8 M	=	-1.12
03 DEPORTIVO DE LA CORUÑA	930.2 K	=	+0.34
04 UD LAS PALMAS	617.4 K	=	-0.19
05 REAL SPORTING DE GIJÓN	605.9 K	=	+0.13
06 REAL OVIEDO SAD	578.9 K	=	-0.12
07 GIRONA FC	573.5 K	=	+0.10
08 ELCHE CF	537.0 K	=	+0.63
09 REAL ZARAGOZA	527.1 K	=	+0.88
10 RAYO VALLECANO DE M.	496.6 K	=	+0.28
11 CÁDIZ CF	309.2 K	=	+2.68
12 CD TENERIFE SAD	288.4 K	=	+0.17
13 ALBACETE BALOMPIÉ	284.7 K	=	+0.92
14 SD HUESCA	277.6 K	=	+1.15
15 RACING SANTANDER	191.9 K	=	-0.19
16 CD MIRANDÉS	165.0 K	=	+2.37
17 AD ALCORCÓN	160.3 K	=	+0.85
18 CLUB DEPORTIVO LUGO	159.6 K	=	+1.05
19 SD PONFERRADINA	154.2 K	=	+0.19
20 CD NUMANCIA DE SORIA	143.4 K	=	-1.02
21 EXTREMADURA UD	112.3 K	=	+0.38
22 CF FUENLABRADA	65.3 K	=	+3.01

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IQUII SPORT

SPAIN Brands

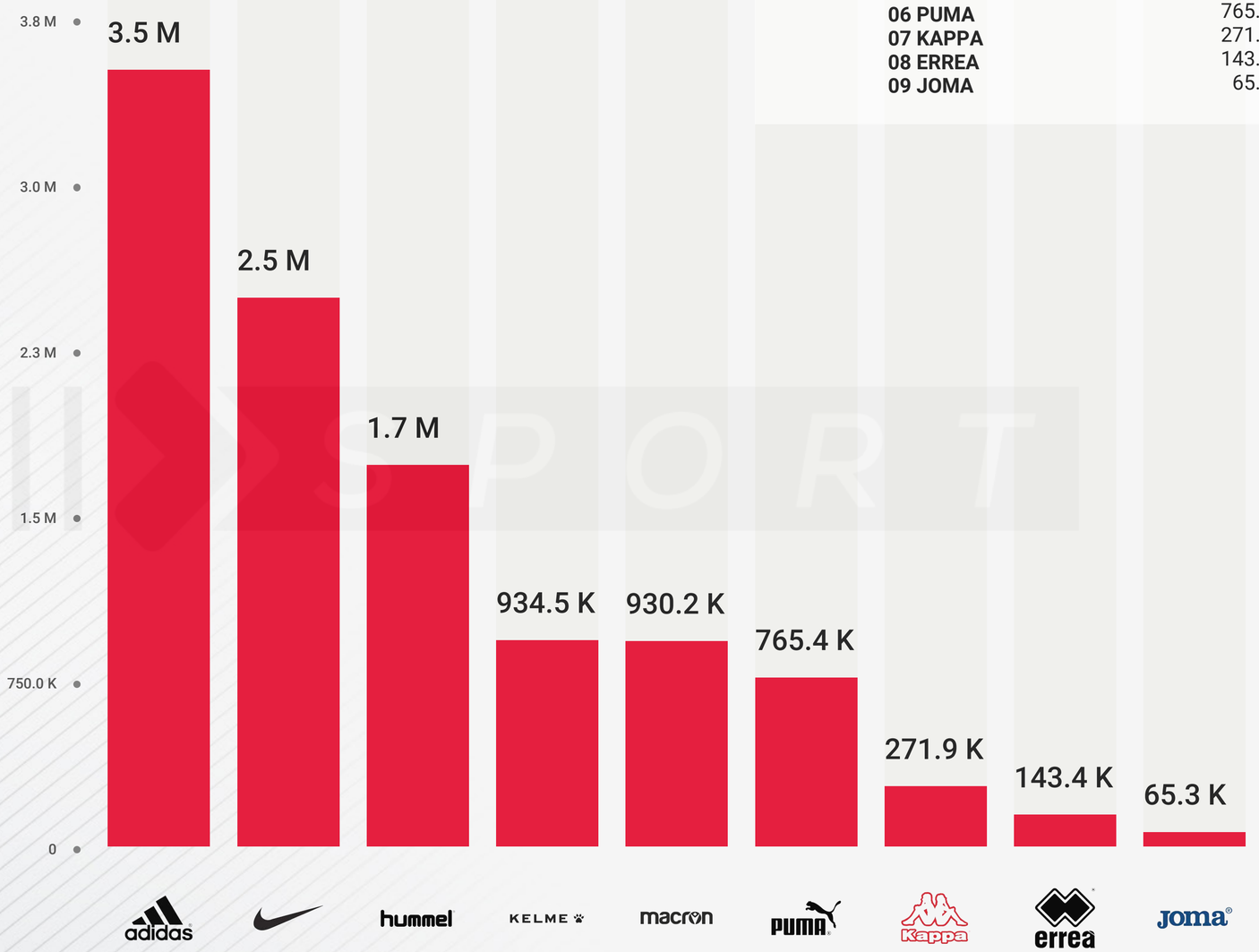
TOTAL FANBASE

10.8 M

LaLiga SmartBank

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

SPONSORS	FANS		% VAR*
01 ADIDAS	3.5 M	=	-0.12
02 NIKE	2.5 M	=	-0.18
03 HUMMEL	1.7 M	=	+0.31
04 KELME	934.5 K	=	+0.64
05 MACRON	930.2 K	=	+0.34
06 PUMA	765.4 K	=	+0.03
07 KAPPA	271.9 K	=	+0.77
08 ERREA	143.4 K	=	-1.02
09 JOMA	65.3 K	=	+3.01



*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

SPAIN Brands

CLUBS

22

Sport Brands

9

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



*[from May 15, 2020 to June 16, 2020]

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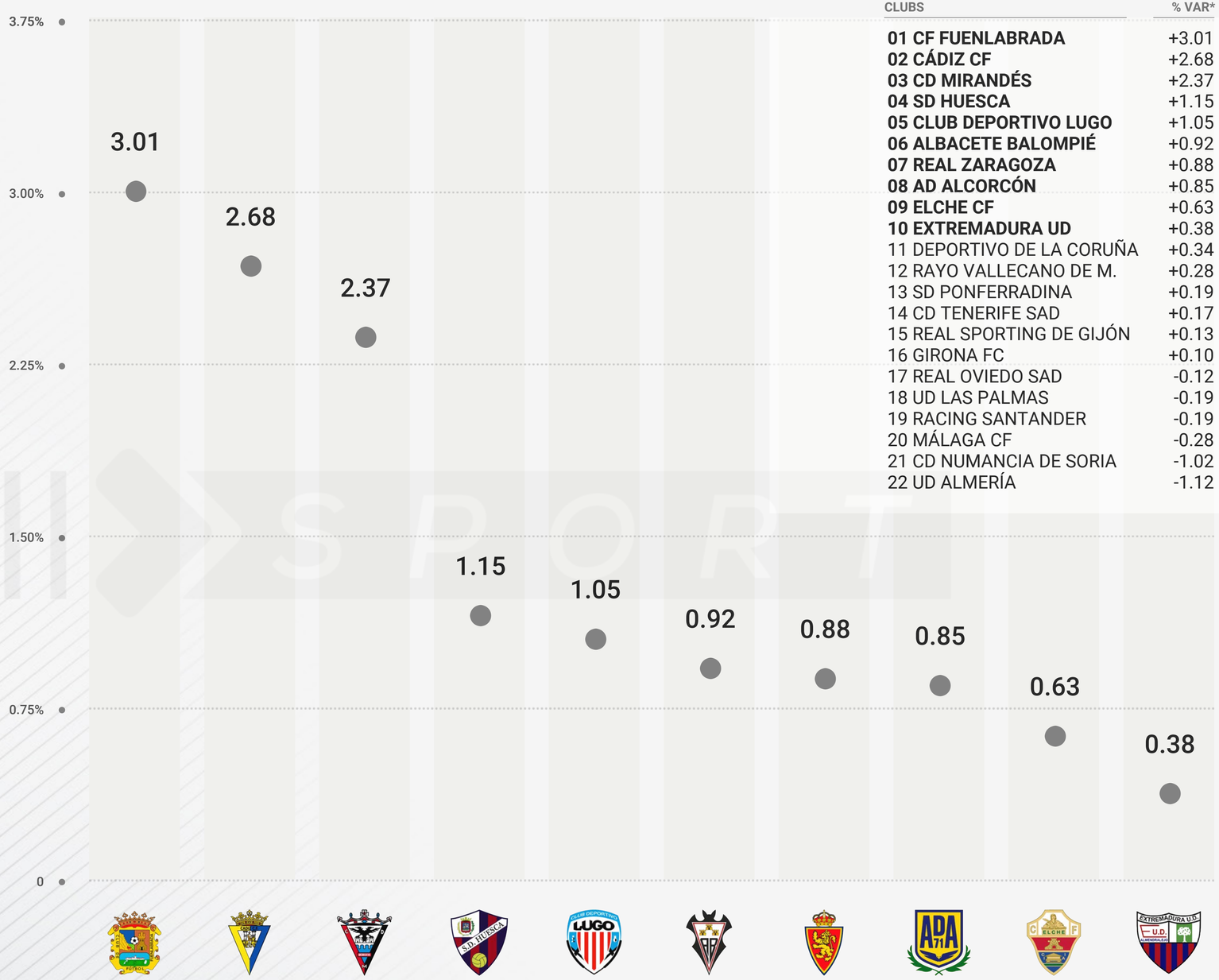
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IQUII SPORT

SPAIN Grown Up

LaLiga SmartBank

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



CLUBS	% VAR*
01 CF FUENLABRADA	+3.01
02 CÁDIZ CF	+2.68
03 CD MIRANDÉS	+2.37
04 SD HUESCA	+1.15
05 CLUB DEPORTIVO LUGO	+1.05
06 ALBACETE BALOMPIÉ	+0.92
07 REAL ZARAGOZA	+0.88
08 AD ALCORCÓN	+0.85
09 ELCHE CF	+0.63
10 EXTREMADURA UD	+0.38
11 DEPORTIVO DE LA CORUÑA	+0.34
12 RAYO VALLECANO DE M.	+0.28
13 SD PONFERRADINA	+0.19
14 CD TENERIFE SAD	+0.17
15 REAL SPORTING DE GIJÓN	+0.13
16 GIRONA FC	+0.10
17 REAL OVIEDO SAD	-0.12
18 UD LAS PALMAS	-0.19
19 RACING SANTANDER	-0.19
20 MÁLAGA CF	-0.28
21 CD NUMANCIA DE SORIA	-1.02
22 UD ALMERÍA	-1.12

***[from May 15, 2020 to June 16, 2020]**

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Football Competitions included in this overview

FIRST DIVISION — 18 CLUBS

LIGA NOS

SECOND DIVISION — 18 CLUBS

LIGAPRO



*[from May 15, 2020 to June 16, 2020]

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PORTUGAL SnapShot / General

2

COMPETITIONS

Total Competitions analysed: Primeira Liga and Segunda Liga.

36

CLUBS

Total Primeira Liga and Segunda Liga football clubs analysed.

16

BRANDS

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

21.0 M

+ 0.24%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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PORTUGAL SnapShot / First Division



18

CLUBS

Total Primeira Liga football clubs analysed.

10

BRANDS

Total Primeira Liga Sport Brands on jerseys analysed.

20.2 M

+ 0.15%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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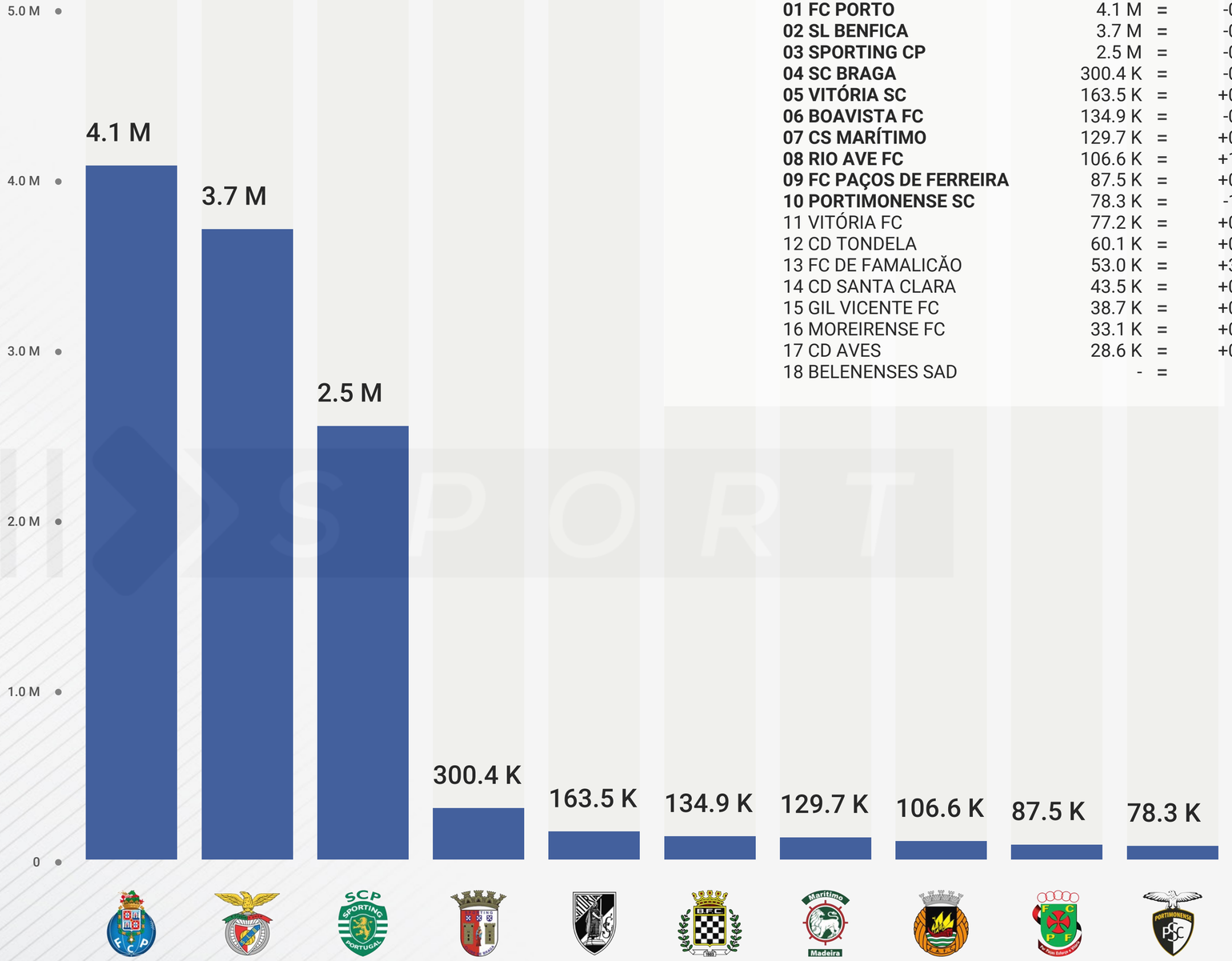
PORTUGAL Facebook

TOTAL FANBASE

11.7 M

LIGA NOS

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



CLUBS	FANS		% VAR*
01 FC PORTO	4.1 M	=	-0.22
02 SL BENFICA	3.7 M	=	-0.20
03 SPORTING CP	2.5 M	=	-0.24
04 SC BRAGA	300.4 K	=	-0.02
05 VITÓRIA SC	163.5 K	=	+0.08
06 BOAVISTA FC	134.9 K	=	-0.05
07 CS MARÍTIMO	129.7 K	=	+0.08
08 RIO AVE FC	106.6 K	=	+1.00
09 FC PAÇOS DE FERREIRA	87.5 K	=	+0.08
10 PORTIMONENSE SC	78.3 K	=	-1.43
11 VITÓRIA FC	77.2 K	=	+0.20
12 CD TONDELA	60.1 K	=	+0.35
13 FC DE FAMALICÃO	53.0 K	=	+3.54
14 CD SANTA CLARA	43.5 K	=	+0.72
15 GIL VICENTE FC	38.7 K	=	+0.90
16 MOREIRENSE FC	33.1 K	=	+0.19
17 CD AVES	28.6 K	=	+0.31
18 BELENENSES SAD	-	=	-

*[from May 15, 2020 to June 16, 2020]

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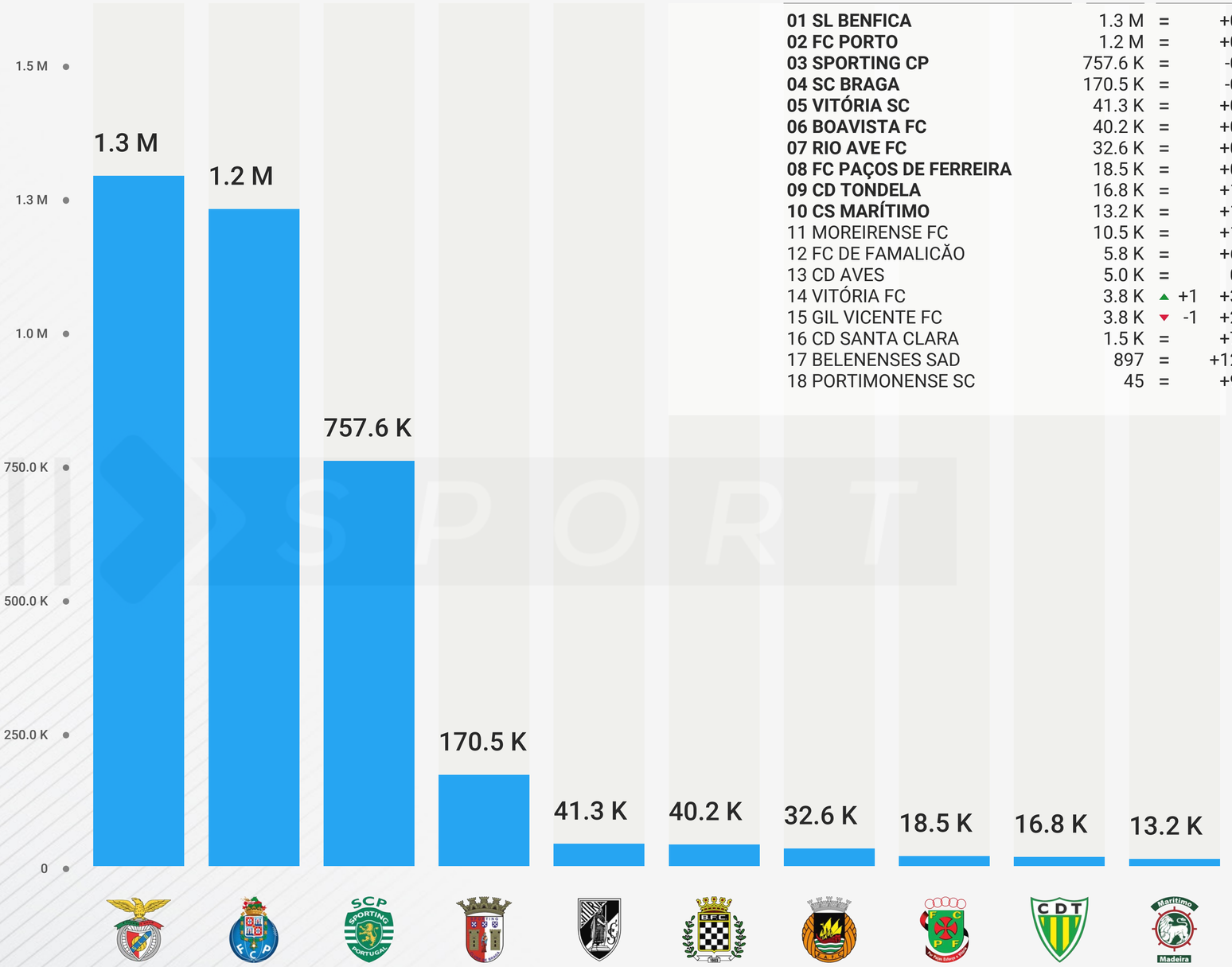
PORTUGAL Twitter

TOTAL FANBASE

3.6 M

LIGA NOS

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



CLUBS	FANS		% VAR*
01 SL BENFICA	1.3 M	=	+0.05
02 FC PORTO	1.2 M	=	+0.03
03 SPORTING CP	757.6 K	=	-0.12
04 SC BRAGA	170.5 K	=	-0.04
05 VITÓRIA SC	41.3 K	=	+0.70
06 BOAVISTA FC	40.2 K	=	+0.35
07 RIO AVE FC	32.6 K	=	+0.55
08 FC PAÇOS DE FERREIRA	18.5 K	=	+0.98
09 CD TONDELA	16.8 K	=	+1.37
10 CS MARÍTIMO	13.2 K	=	+1.78
11 MOREIRENSE FC	10.5 K	=	+1.66
12 FC DE FAMALICÃO	5.8 K	=	+6.14
13 CD AVES	5.0 K	=	0.00
14 VITÓRIA FC	3.8 K	▲ +1	+3.35
15 GIL VICENTE FC	3.8 K	▼ -1	+2.49
16 CD SANTA CLARA	1.5 K	=	+7.81
17 BELENENSES SAD	897	=	+12.83
18 PORTIMONENSE SC	45	=	+9.76

*[from May 15, 2020 to June 16, 2020]

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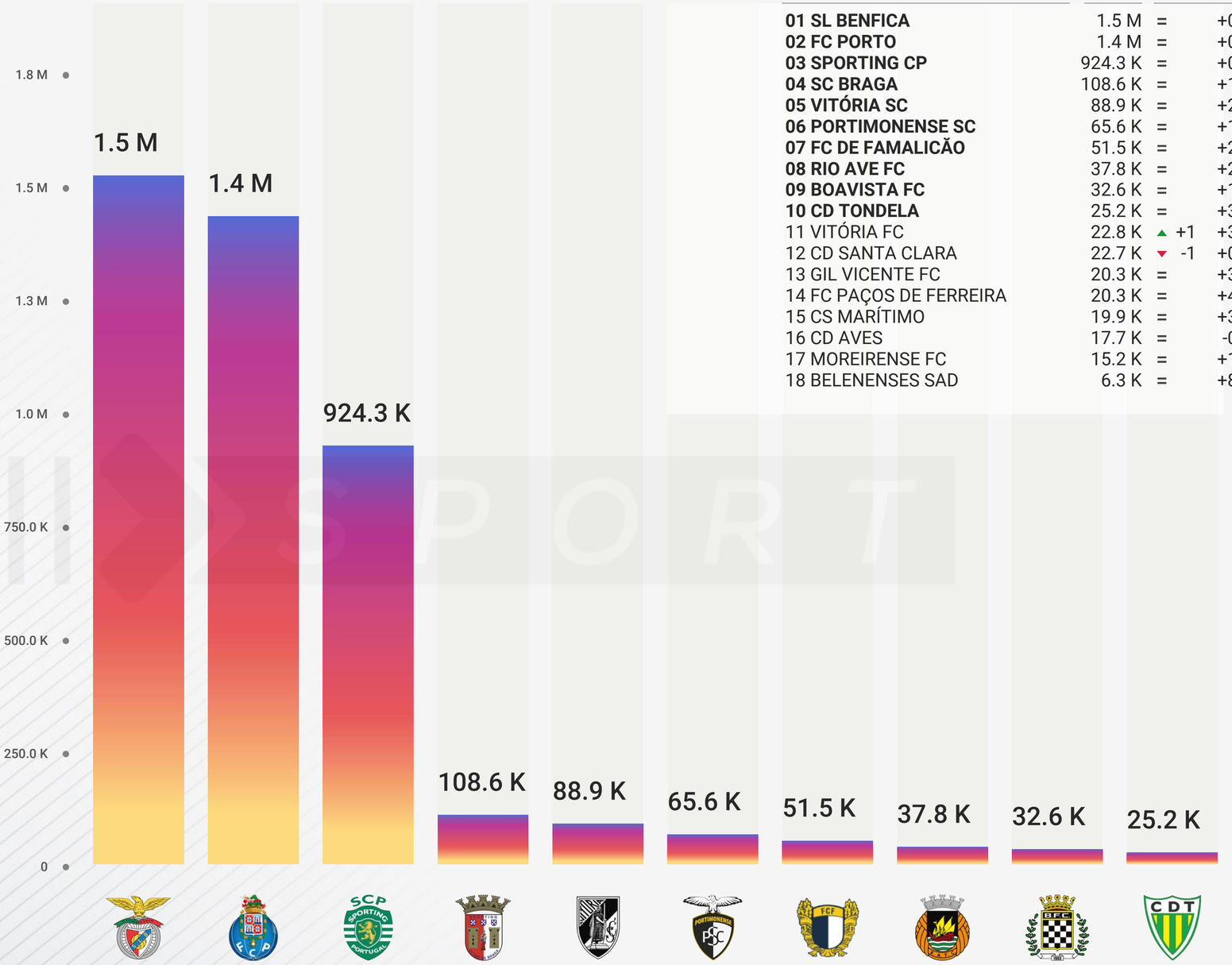
PORTUGAL Instagram

TOTAL FANBASE

4.4 M

LIGA NOS

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



CLUBS	FANS		% VAR*
01 SL BENFICA	1.5 M	=	+0.78
02 FC PORTO	1.4 M	=	+0.74
03 SPORTING CP	924.3 K	=	+0.95
04 SC BRAGA	108.6 K	=	+1.89
05 VITÓRIA SC	88.9 K	=	+2.02
06 PORTIMONENSE SC	65.6 K	=	+1.61
07 FC DE FAMALICÃO	51.5 K	=	+2.88
08 RIO AVE FC	37.8 K	=	+2.05
09 BOAVISTA FC	32.6 K	=	+1.52
10 CD TONDELA	25.2 K	=	+3.76
11 VITÓRIA FC	22.8 K	▲ +1	+3.52
12 CD SANTA CLARA	22.7 K	▼ -1	+0.87
13 GIL VICENTE FC	20.3 K	=	+3.05
14 FC PAÇOS DE FERREIRA	20.3 K	=	+4.76
15 CS MARÍTIMO	19.9 K	=	+3.31
16 CD AVES	17.7 K	=	-0.55
17 MOREIRENSE FC	15.2 K	=	+1.46
18 BELENENSES SAD	6.3 K	=	+8.40

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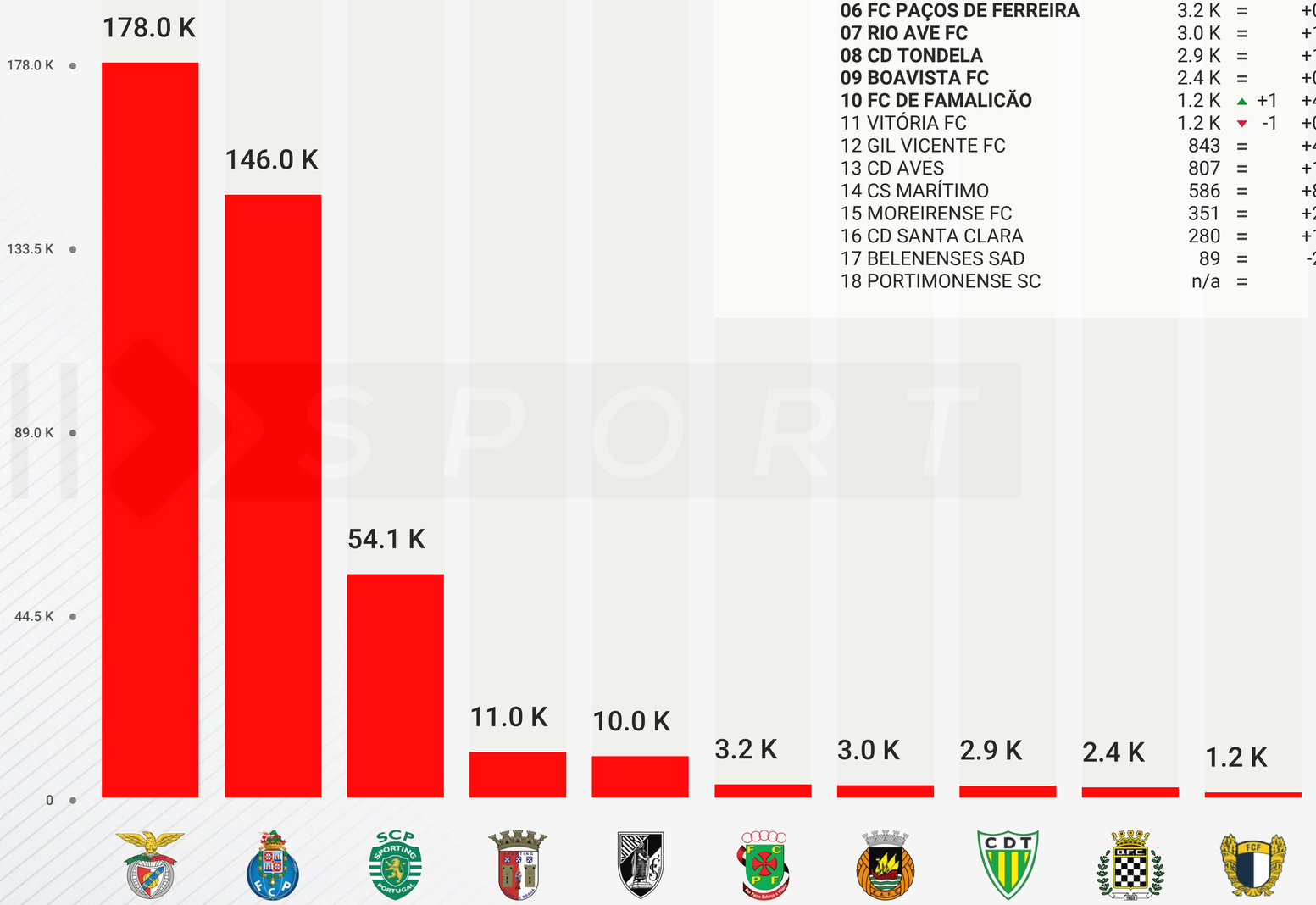
PORTUGAL YouTube

TOTAL FANBASE

416 K

LIGA NOS

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



CLUBS	FANS		% VAR*
01 SL BENFICA	178.0 K	=	+1.14
02 FC PORTO	146.0 K	=	+0.69
03 SPORTING CP	54.1 K	=	+1.69
04 SC BRAGA	11.0 K	=	+0.92
05 VITÓRIA SC	10.0 K	=	+1.01
06 FC PAÇOS DE FERREIRA	3.2 K	=	+0.63
07 RIO AVE FC	3.0 K	=	+1.71
08 CD TONDELA	2.9 K	=	+1.40
09 BOAVISTA FC	2.4 K	=	+0.83
10 FC DE FAMALICÃO	1.2 K	▲ +1	+4.35
11 VITÓRIA FC	1.2 K	▼ -1	+0.86
12 GIL VICENTE FC	843	=	+4.72
13 CD AVES	807	=	+1.89
14 CS MARÍTIMO	586	=	+8.92
15 MOREIRENSE FC	351	=	+2.03
16 CD SANTA CLARA	280	=	+1.08
17 BELENENSES SAD	89	=	-2.20
18 PORTIMONENSE SC	n/a	=	n/a

***[from May 15, 2020 to June 16, 2020]**

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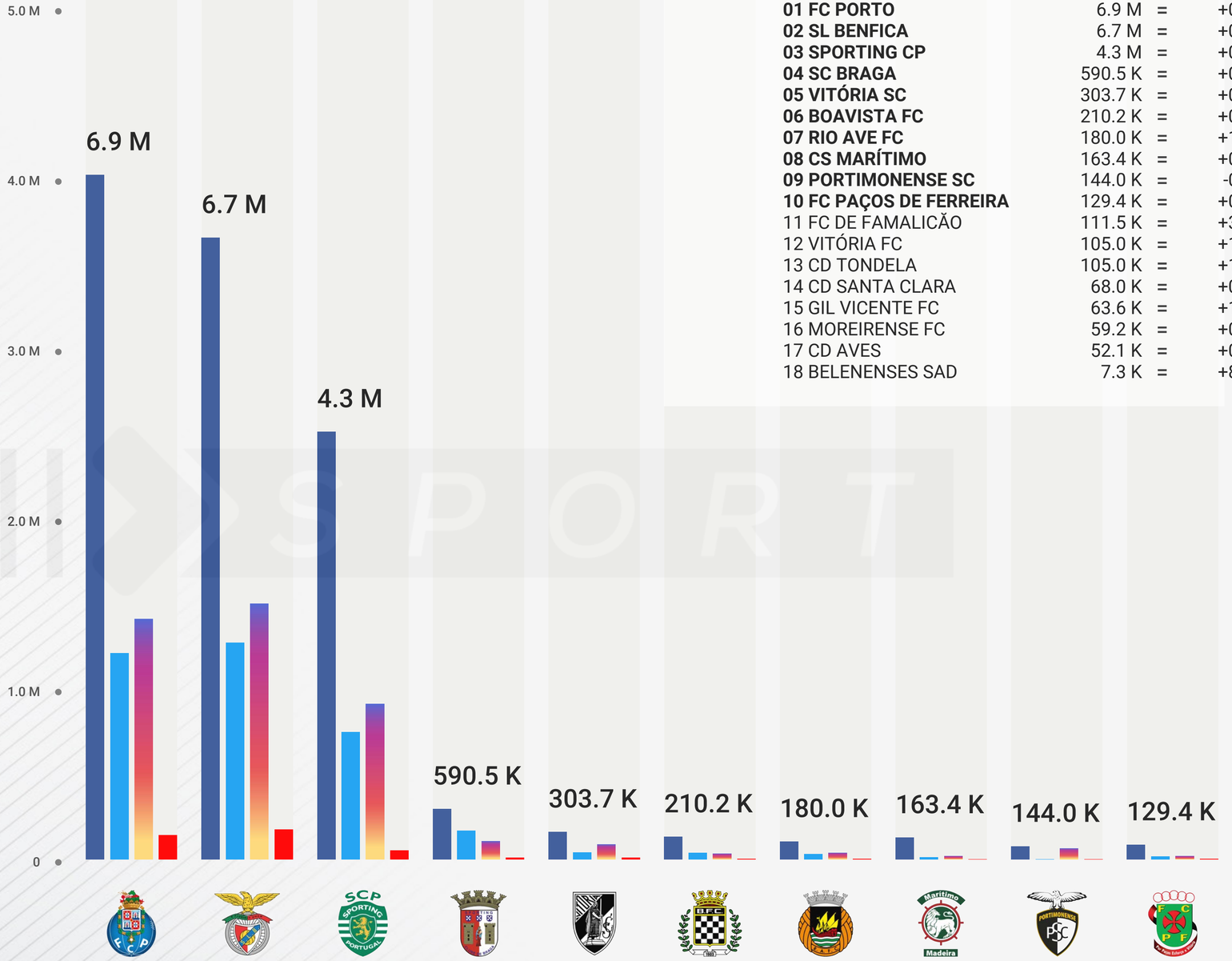
PORTUGAL Social

TOTAL FANBASE

20.2 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	6.9 M	=	+0.04
02 SL BENFICA	6.7 M	=	+0.10
03 SPORTING CP	4.3 M	=	+0.06
04 SC BRAGA	590.5 K	=	+0.34
05 VITÓRIA SC	303.7 K	=	+0.76
06 BOAVISTA FC	210.2 K	=	+0.28
07 RIO AVE FC	180.0 K	=	+1.15
08 CS MARÍTIMO	163.4 K	=	+0.63
09 PORTIMONENSE SC	144.0 K	=	-0.06
10 FC PAÇOS DE FERREIRA	129.4 K	=	+0.93
11 FC DE FAMALICÃO	111.5 K	=	+3.37
12 VITÓRIA FC	105.0 K	=	+1.02
13 CD TONDELA	105.0 K	=	+1.34
14 CD SANTA CLARA	68.0 K	=	+0.91
15 GIL VICENTE FC	63.6 K	=	+1.72
16 MOREIRENSE FC	59.2 K	=	+0.78
17 CD AVES	52.1 K	=	+0.01
18 BELENENSES SAD	7.3 K	=	+8.78

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IQUII SPORT

PORTUGAL Brands

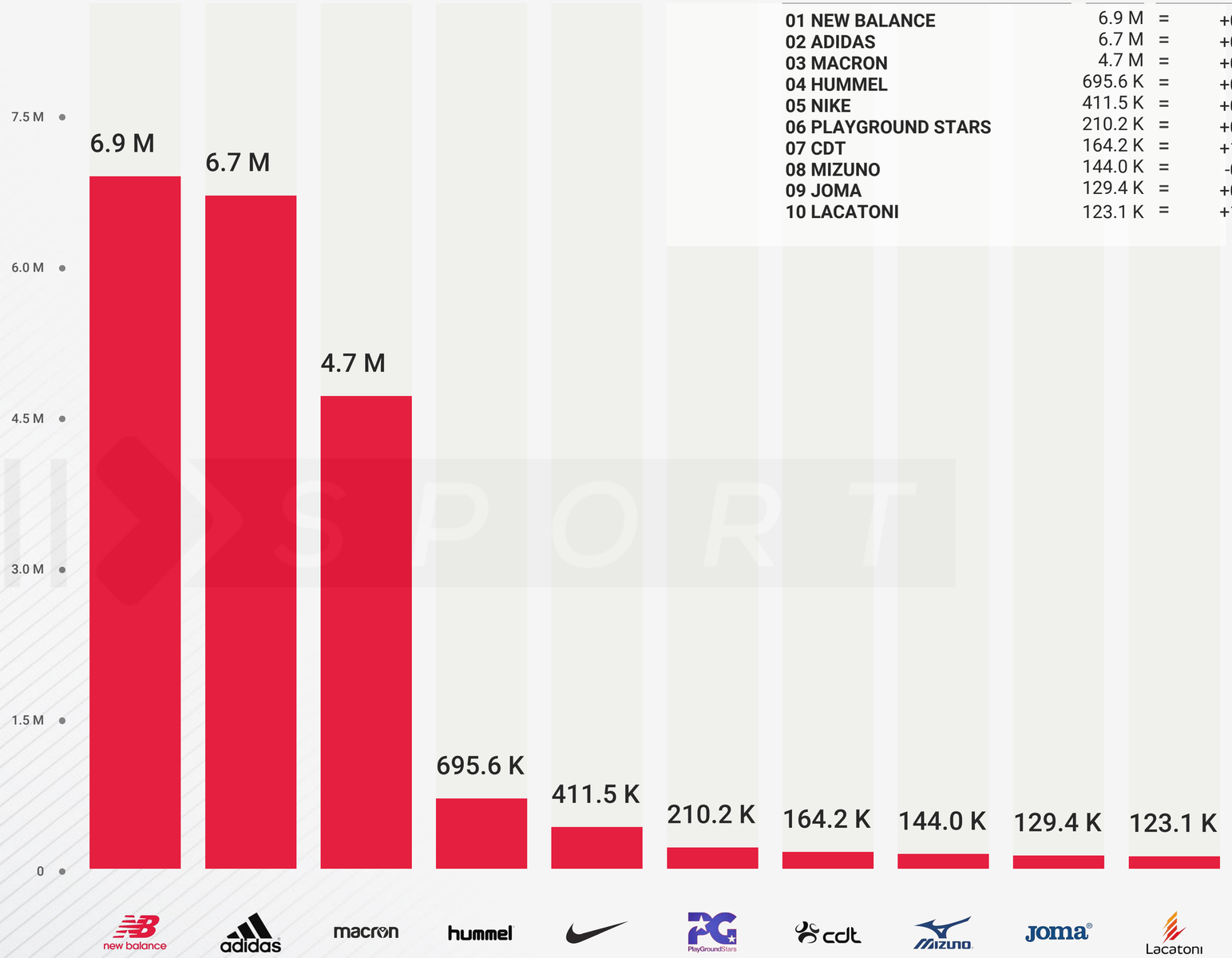
TOTAL FANBASE

20.2 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.

SPONSORS	FANS		% VAR*
01 NEW BALANCE	6.9 M	=	+0.04
02 ADIDAS	6.7 M	=	+0.10
03 MACRON	4.7 M	=	+0.18
04 HUMMEL	695.6 K	=	+0.44
05 NIKE	411.5 K	=	+0.90
06 PLAYGROUND STARS	210.2 K	=	+0.28
07 CDT	164.2 K	=	+1.14
08 MIZUNO	144.0 K	=	-0.06
09 JOMA	129.4 K	=	+0.93
10 LACATONI	123.1 K	=	+1.38



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PORTUGAL Brands

CLUBS

18

Sport Brands

10



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

*[from May 15, 2020 to June 16, 2020]

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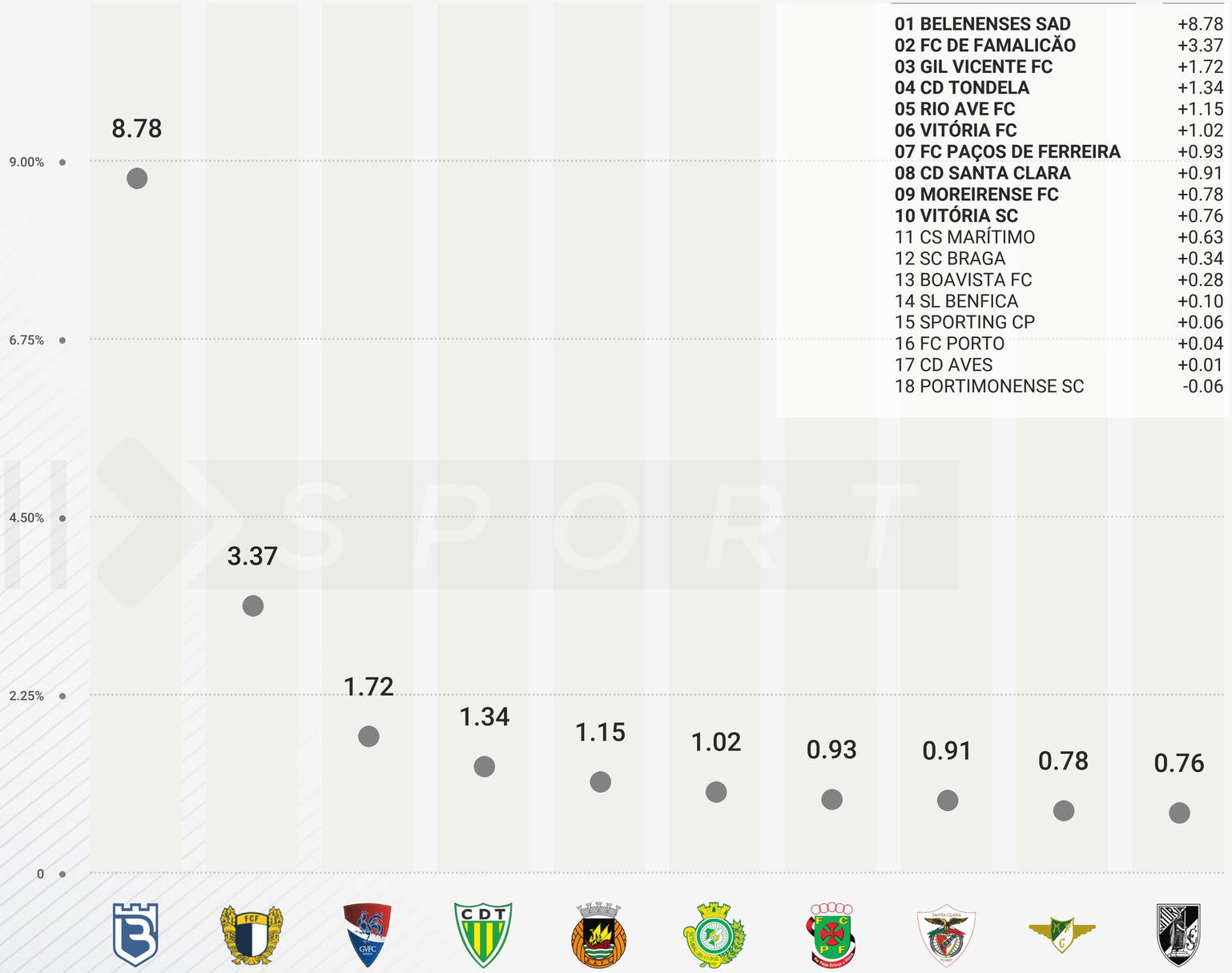
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IQUII SPORT

PORTUGAL Grown Up

LIGA NOS

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



CLUBS	% VAR*
01 BELENENSES SAD	**+8.78**
02 FC DE FAMALICÃO	**+3.37**
03 GIL VICENTE FC	**+1.72**
04 CD TONDELA	**+1.34**
05 RIO AVE FC	**+1.15**
06 VITÓRIA FC	**+1.02**
07 FC PAÇOS DE FERREIRA	**+0.93**
08 CD SANTA CLARA	**+0.91**
09 MOREIRENSE FC	**+0.78**
10 VITÓRIA SC	**+0.76**
11 CS MARÍTIMO	+0.63
12 SC BRAGA	+0.34
13 BOAVISTA FC	+0.28
14 SL BENFICA	+0.10
15 SPORTING CP	+0.06
16 FC PORTO	+0.04
17 CD AVES	+0.01
18 PORTIMONENSE SC	-0.06

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PORTUGAL SnapShot / Second Division



18

CLUBS

Total Segunda Liga football clubs analysed.

11

BRANDS

Total Segunda Liga Sport Brands on jerseys analysed.

870 K

+ 2.31%*

FANS

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

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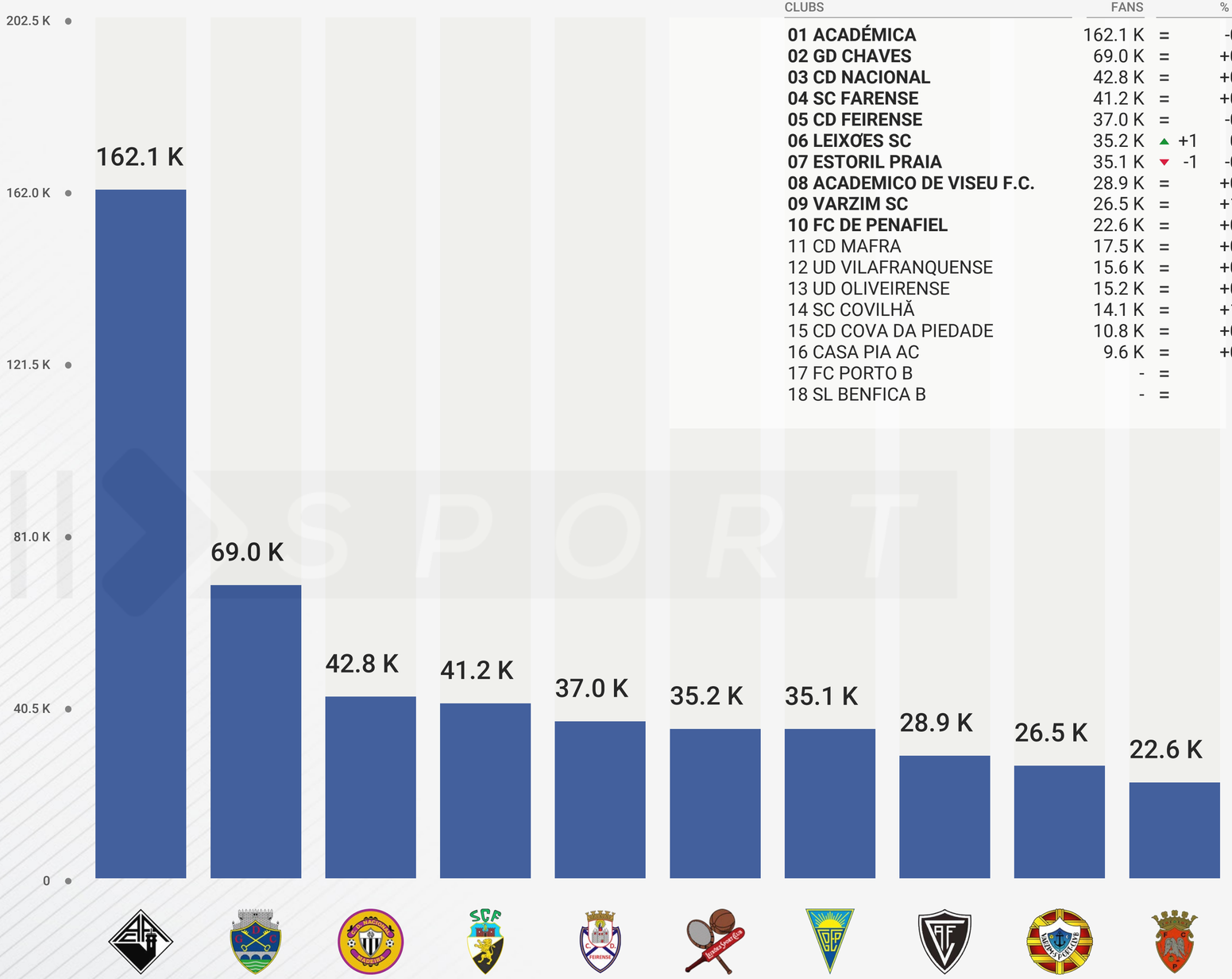
PORTUGAL Facebook

TOTAL FANBASE

583 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 ACADÉMICA	162.1 K	=	-0.07
02 GD CHAVES	69.0 K	=	+0.04
03 CD NACIONAL	42.8 K	=	+0.64
04 SC FARENSE	41.2 K	=	+0.48
05 CD FEIRENSE	37.0 K	=	-0.07
06 LEIXÕES SC	35.2 K	▲ +1	0.00
07 ESTORIL PRAIA	35.1 K	▼ -1	-0.22
08 ACADEMICO DE VISEU F.C.	28.9 K	=	+0.14
09 VARZIM SC	26.5 K	=	+1.53
10 FC DE PENAFIEL	22.6 K	=	+0.01
11 CD MAFRA	17.5 K	=	+0.68
12 UD VILAFRANQUENSE	15.6 K	=	+0.44
13 UD OLIVEIRENSE	15.2 K	=	+0.36
14 SC COVILHÃ	14.1 K	=	+1.11
15 CD COVA DA PIEDADE	10.8 K	=	+0.33
16 CASA PIA AC	9.6 K	=	+0.39
17 FC PORTO B	-	=	-
18 SL BENFICA B	-	=	-

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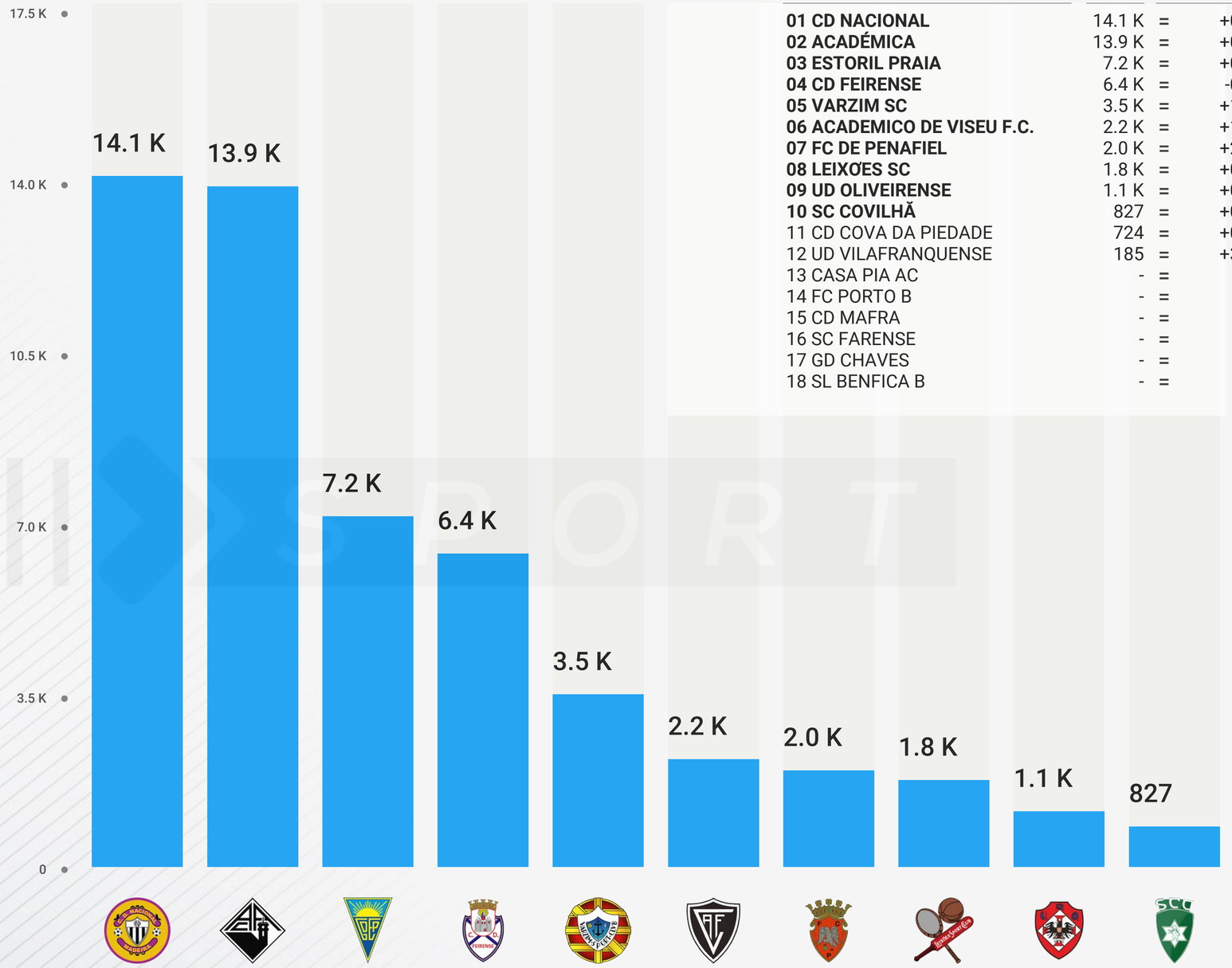
PORTUGAL Twitter

TOTAL FANBASE

54 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 CD NACIONAL	14.1 K	=	+0.82
02 ACADÉMICA	13.9 K	=	+0.32
03 ESTORIL PRAIA	7.2 K	=	+0.74
04 CD FEIRENSE	6.4 K	=	-0.12
05 VARZIM SC	3.5 K	=	+1.21
06 ACADEMICO DE VISEU F.C.	2.2 K	=	+1.66
07 FC DE PENAFIEL	2.0 K	=	+2.23
08 LEIXÕES SC	1.8 K	=	+0.74
09 UD OLIVEIRENSE	1.1 K	=	+0.80
10 SC COVILHÃ	827	=	+0.24
11 CD COVA DA PIEDADE	724	=	+0.42
12 UD VILAFRANQUENSE	185	=	+3.93
13 CASA PIA AC	-	=	-
14 FC PORTO B	-	=	-
15 CD MAFRA	-	=	-
16 SC FARENSE	-	=	-
17 GD CHAVES	-	=	-
18 SL BENFICA B	-	=	-

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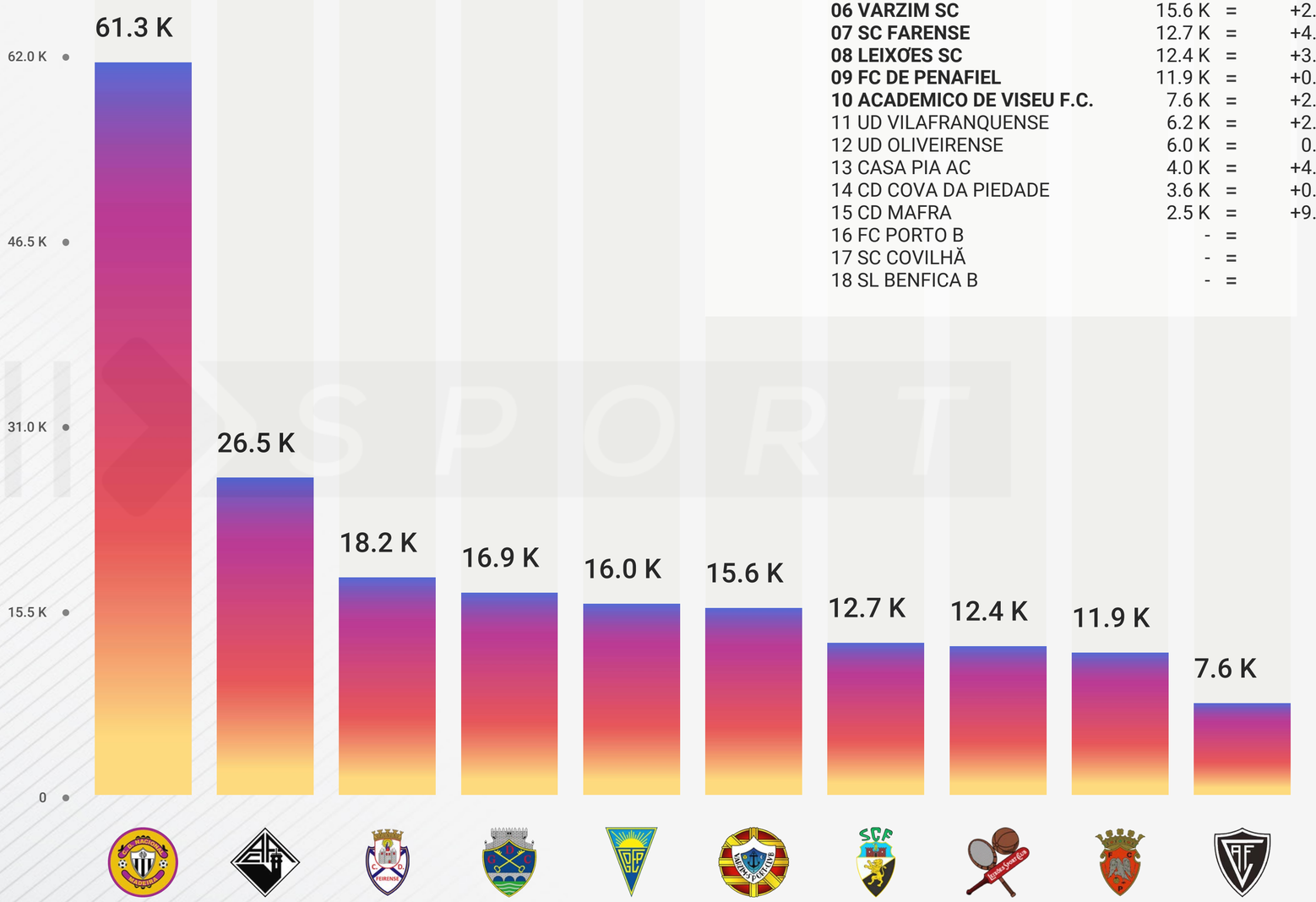
PORTUGAL Instagram

TOTAL FANBASE

221 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 CD NACIONAL	61.3 K	=	+34.79
02 ACADÉMICA	26.5 K	=	-0.05
03 CD FEIRENSE	18.2 K	=	-0.47
04 GD CHAVES	16.9 K	=	+1.03
05 ESTORIL PRAIA	16.0 K	=	+0.34
06 VARZIM SC	15.6 K	=	+2.22
07 SC FARENSE	12.7 K	=	+4.15
08 LEIXÕES SC	12.4 K	=	+3.81
09 FC DE PENAFIEL	11.9 K	=	+0.41
10 ACADEMICO DE VISEU F.C.	7.6 K	=	+2.31
11 UD VILAFRANQUENSE	6.2 K	=	+2.12
12 UD OLIVEIRENSE	6.0 K	=	0.00
13 CASA PIA AC	4.0 K	=	+4.20
14 CD COVA DA PIEDADE	3.6 K	=	+0.33
15 CD MAFRA	2.5 K	=	+9.09
16 FC PORTO B	-	=	-
17 SC COVILHÃ	-	=	-
18 SL BENFICA B	-	=	-

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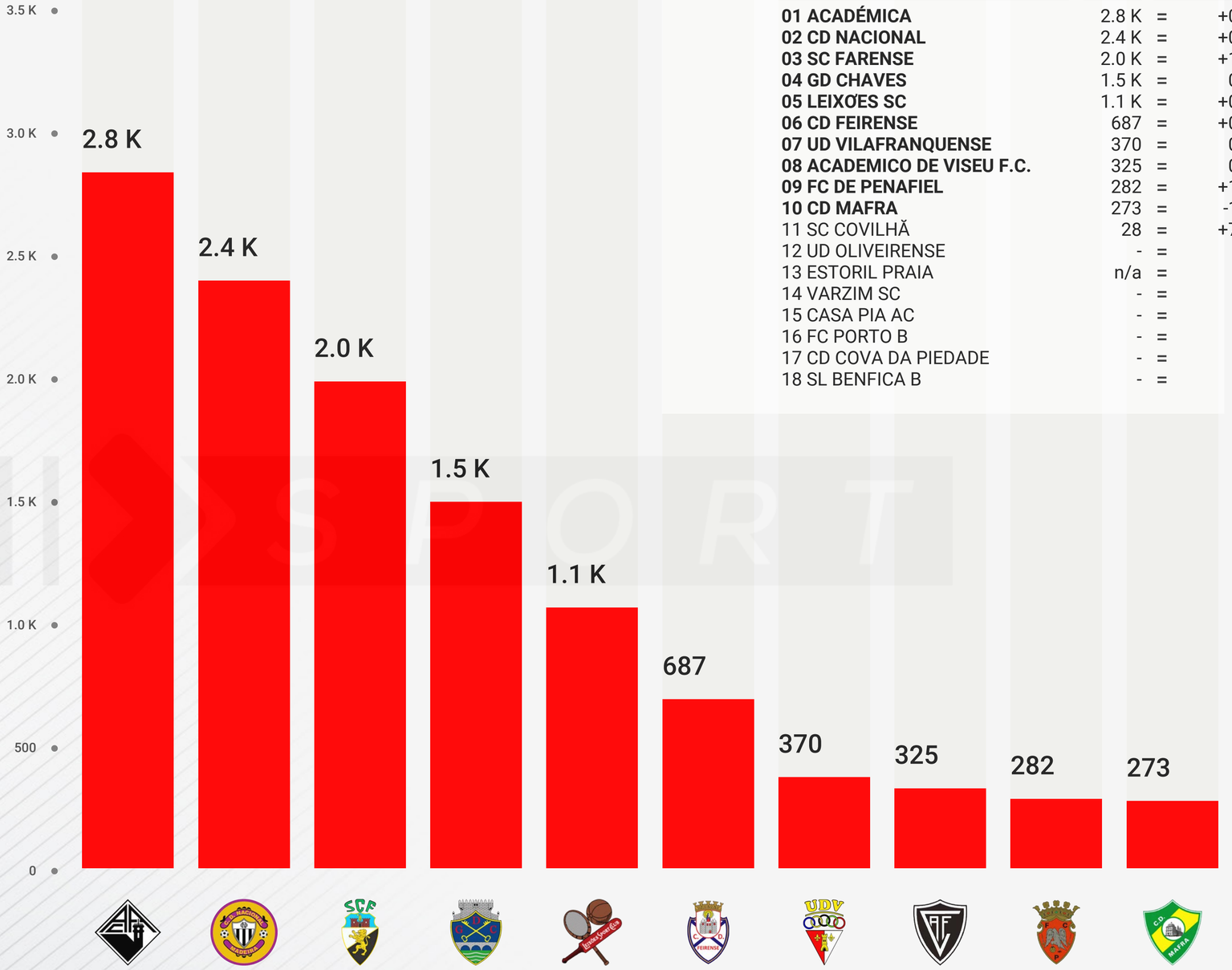
PORTUGAL YouTube

TOTAL FANBASE

12 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 ACADÉMICA	2.8 K	=	+0.71
02 CD NACIONAL	2.4 K	=	+0.84
03 SC FARENSE	2.0 K	=	+1.54
04 GD CHAVES	1.5 K	=	0.00
05 LEIXÕES SC	1.1 K	=	+0.95
06 CD FEIRENSE	687	=	+0.29
07 UD VILAFRANQUENSE	370	=	0.00
08 ACADEMICO DE VISEU F.C.	325	=	0.00
09 FC DE PENAFIEL	282	=	+1.44
10 CD MAFRA	273	=	-1.09
11 SC COVILHÃ	28	=	+7.69
12 UD OLIVEIRENSE	-	=	-
13 ESTORIL PRAIA	n/a	=	n/a
14 VARZIM SC	-	=	-
15 CASA PIA AC	-	=	-
16 FC PORTO B	-	=	-
17 CD COVA DA PIEDADE	-	=	-
18 SL BENFICA B	-	=	-

***[from May 15, 2020 to June 16, 2020]**

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

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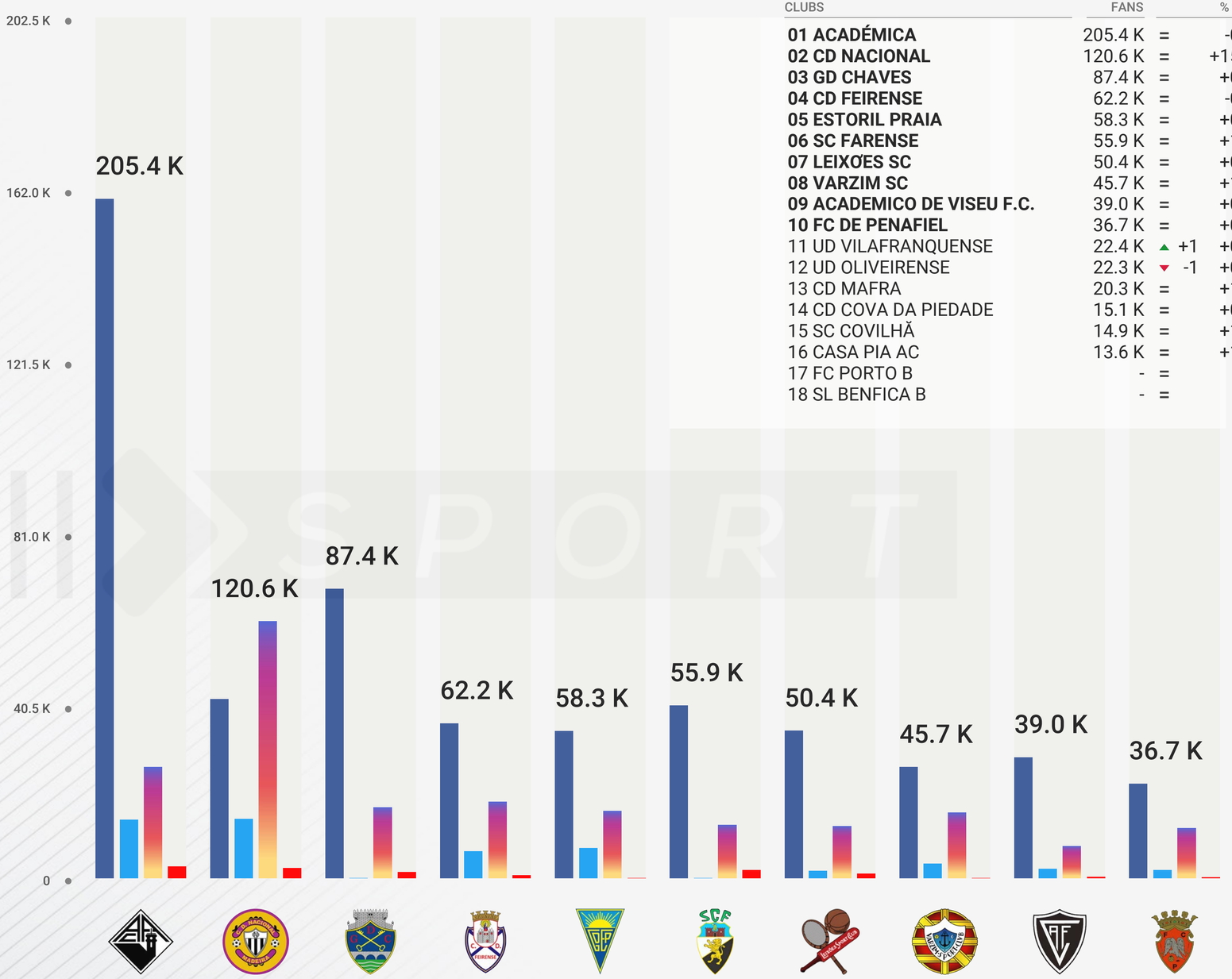
PORTUGAL Social

TOTAL FANBASE

870 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 ACADÉMICA	205.4 K	=	-0.03
02 CD NACIONAL	120.6 K	=	+15.55
03 GD CHAVES	87.4 K	=	+0.23
04 CD FEIRENSE	62.2 K	=	-0.19
05 ESTORIL PRAIA	58.3 K	=	+0.05
06 SC FARENSE	55.9 K	=	+1.33
07 LEIXÕES SC	50.4 K	=	+0.96
08 VARZIM SC	45.7 K	=	+1.74
09 ACADEMICO DE VISEU F.C.	39.0 K	=	+0.64
10 FC DE PENAFIEL	36.7 K	=	+0.26
11 UD VILAFRANQUENSE	22.4 K	▲ +1	+0.92
12 UD OLIVEIRENSE	22.3 K	▼ -1	+0.29
13 CD MAFRA	20.3 K	=	+1.64
14 CD COVA DA PIEDADE	15.1 K	=	+0.33
15 SC COVILHÃ	14.9 K	=	+1.07
16 CASA PIA AC	13.6 K	=	+1.47
17 FC PORTO B	-	=	-
18 SL BENFICA B	-	=	-

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PORTUGAL Brands

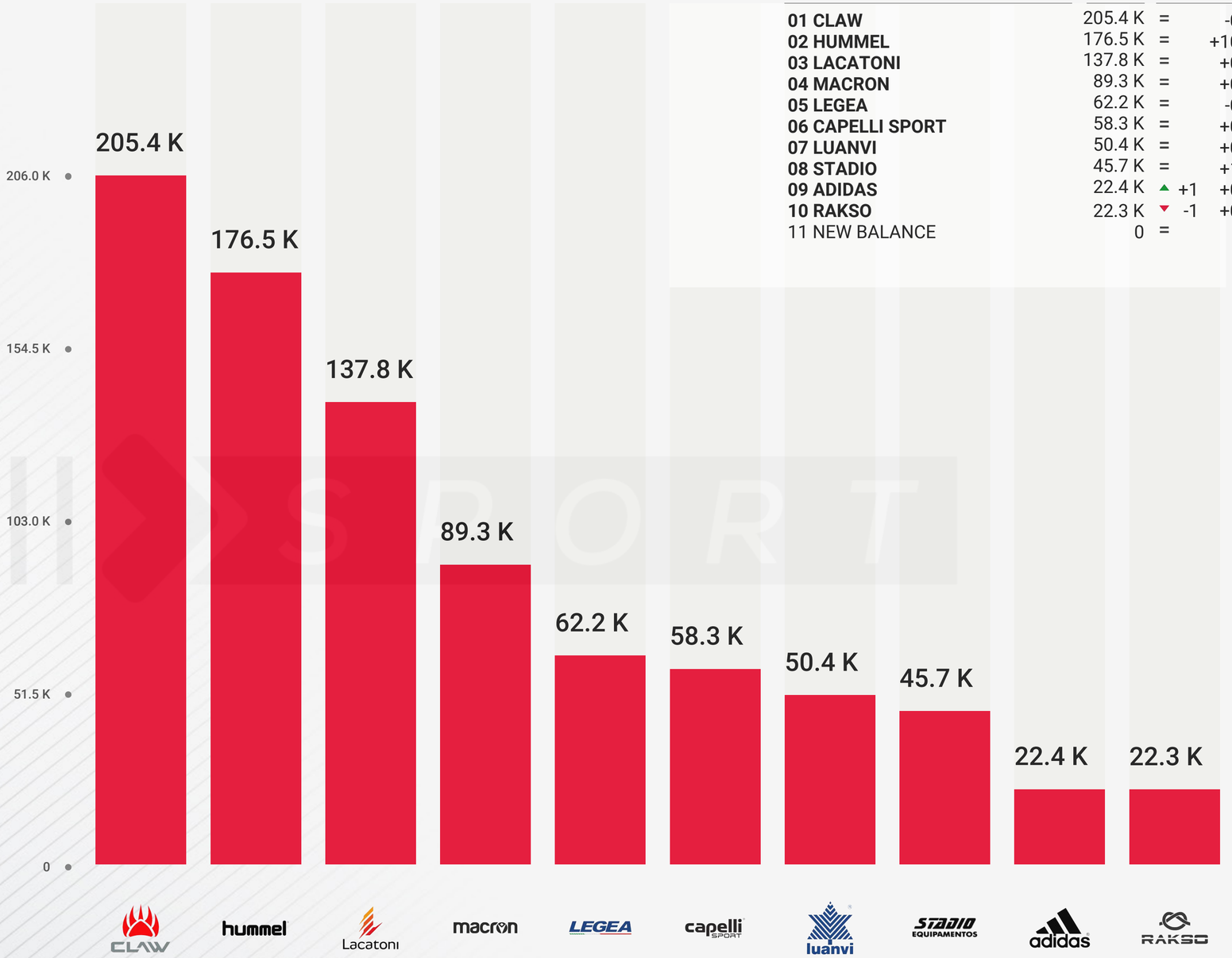
TOTAL FANBASE

870 K

LIGAPRO

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

SPONSORS	FANS		% VAR*
01 CLAW	205.4 K	=	-0.03
02 HUMMEL	176.5 K	=	+10.63
03 LACATONI	137.8 K	=	+0.54
04 MACRON	89.3 K	=	+0.61
05 LEGEA	62.2 K	=	-0.19
06 CAPELLI SPORT	58.3 K	=	+0.05
07 LUANVI	50.4 K	=	+0.96
08 STADIO	45.7 K	=	+1.74
09 ADIDAS	22.4 K	▲ +1	+0.92
10 RAKSO	22.3 K	▼ -1	+0.29
11 NEW BALANCE	0	=	-



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IQUII SPORT

PORTUGAL Brands

CLUBS
18

Sport Brands
11



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

*[from May 15, 2020 to June 16, 2020]

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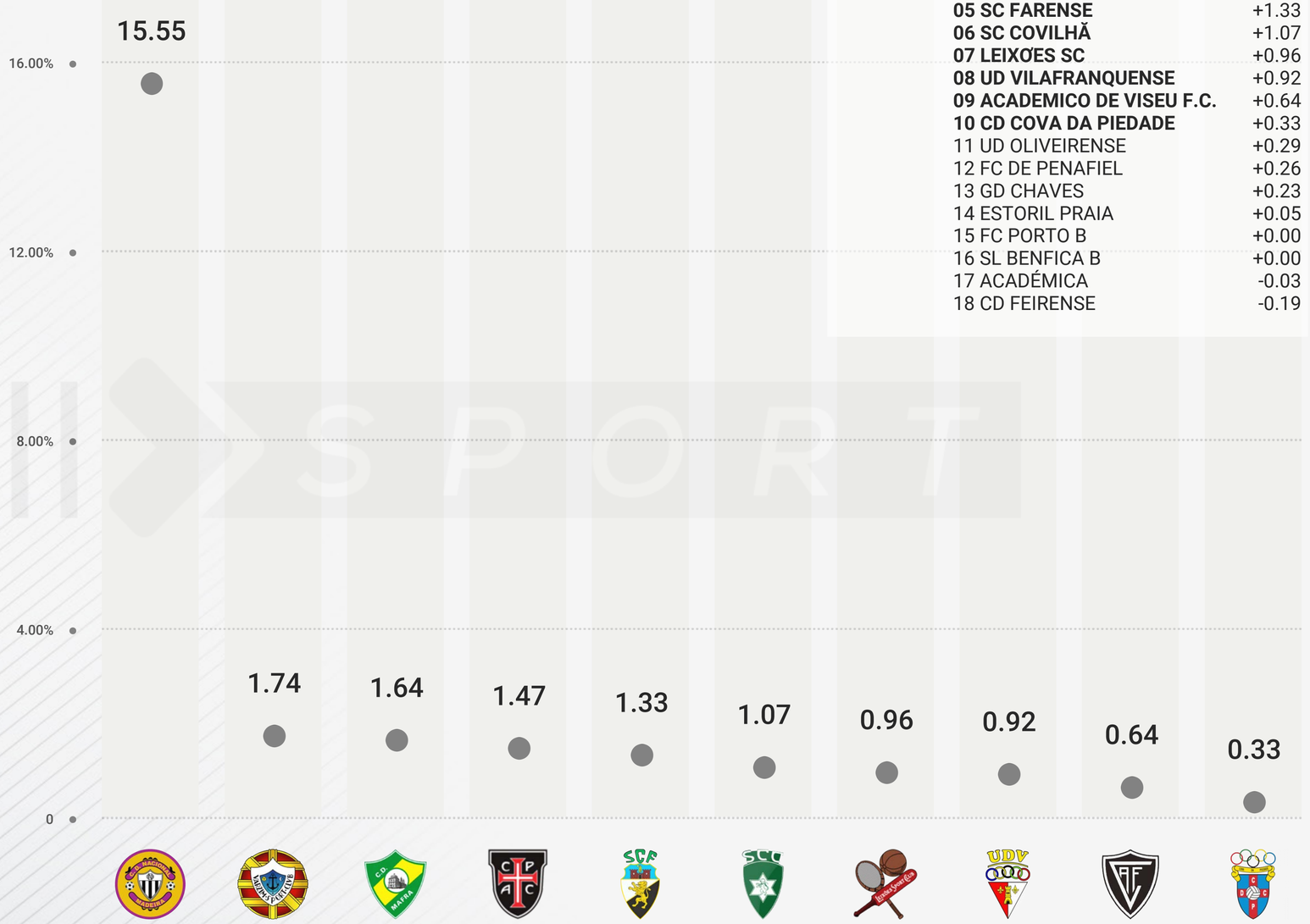
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IQUII SPORT

PORTUGAL Grown Up

LIGAPRO

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



CLUBS	% VAR*
01 CD NACIONAL	**+15.55**
02 VARZIM SC	**+1.74**
03 CD MAFRA	**+1.64**
04 CASA PIA AC	**+1.47**
05 SC FARENSE	**+1.33**
06 SC COVILHÃ	**+1.07**
07 LEIXÕES SC	**+0.96**
08 UD VILAFRANQUENSE	**+0.92**
09 ACADEMICO DE VISEU F.C.	**+0.64**
10 CD COVA DA PIEDADE	**+0.33**
11 UD OLIVEIRENSE	+0.29
12 FC DE PENAFIEL	+0.26
13 GD CHAVES	+0.23
14 ESTORIL PRAIA	+0.05
15 FC PORTO B	+0.00
16 SL BENFICA B	+0.00
17 ACADÉMICA	-0.03
18 CD FEIRENSE	-0.19

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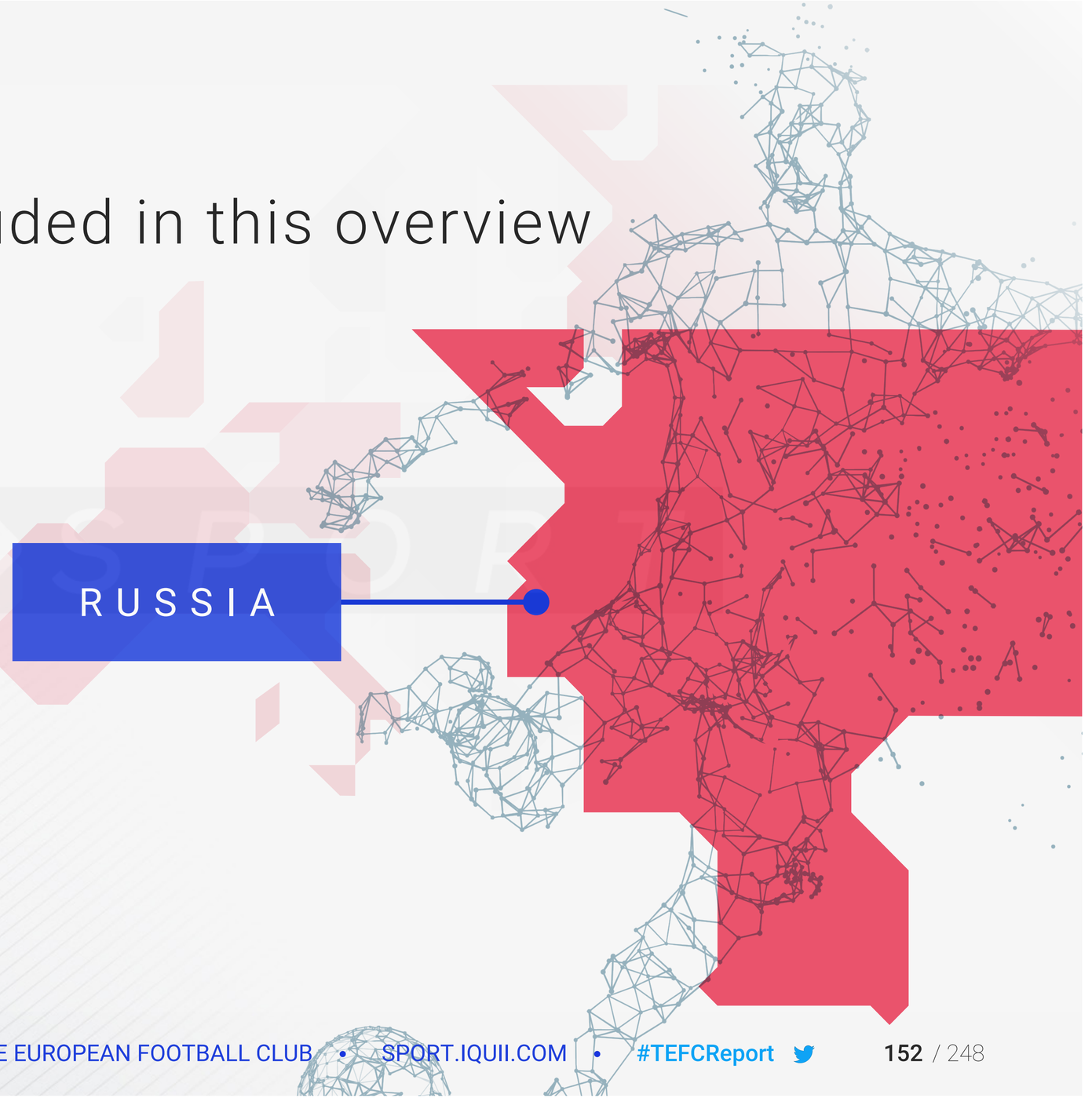
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Football Competitions included in this overview

FIRST DIVISION

16 CLUBS

RUSSIAN PREMIER LIGA



*[from May 15, 2020 to June 16, 2020]

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RUSSIA SnapShot / First Division

RUSSIAN PREMIER LIGA

16

CLUBS

Total Russian Premier Liga football clubs analysed.

8

BRANDS

Total Russian Premier Liga Sport Brands on jerseys analysed.

9.9 M

-0.06%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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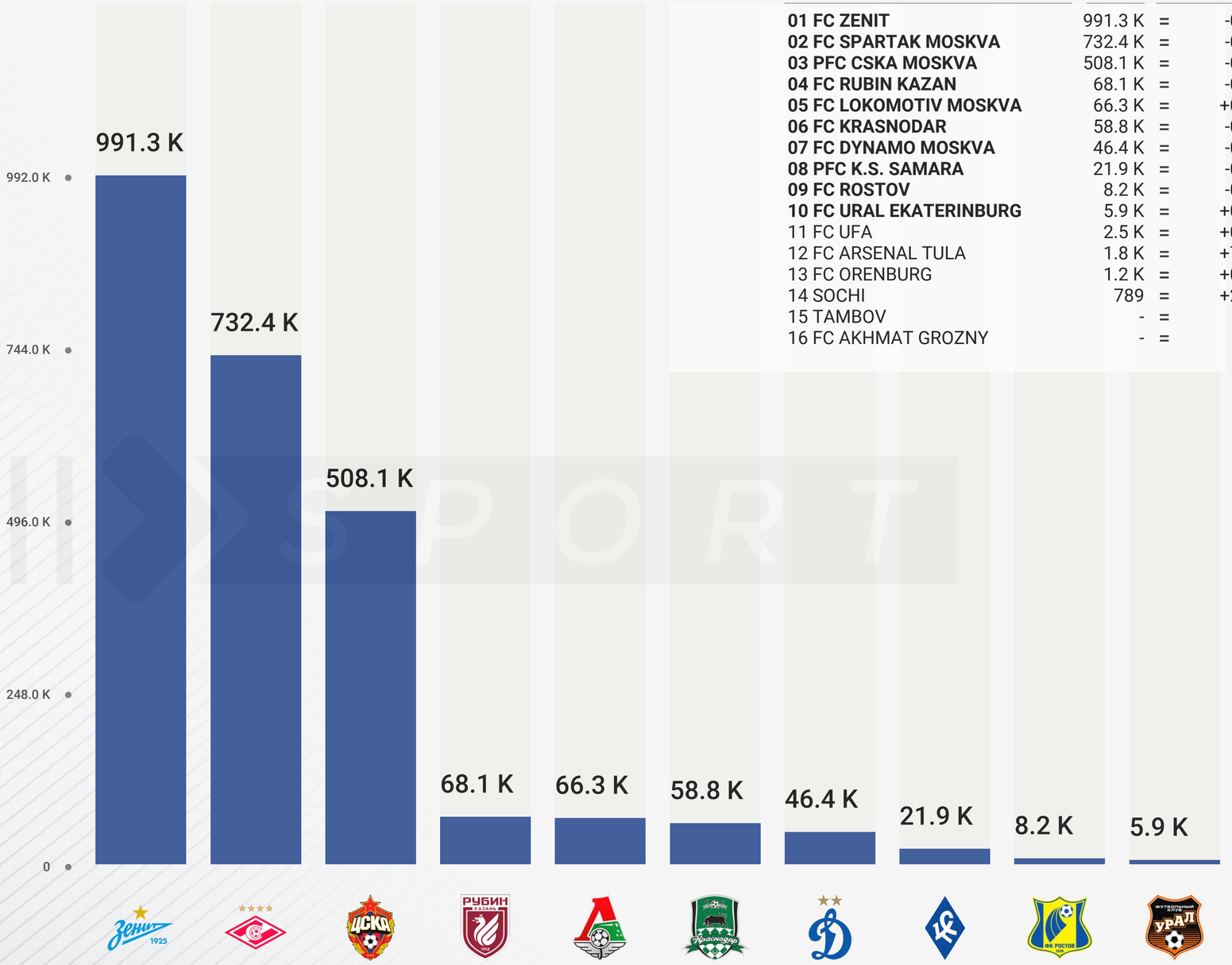
RUSSIA Facebook

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	991.3 K	=	-0.13
02 FC SPARTAK MOSKVA	732.4 K	=	-0.11
03 PFC CSKA MOSKVA	508.1 K	=	-0.18
04 FC RUBIN KAZAN	68.1 K	=	-0.28
05 FC LOKOMOTIV MOSKVA	66.3 K	=	+0.55
06 FC KRASNODAR	58.8 K	=	-0.13
07 FC DYNAMO MOSKVA	46.4 K	=	-0.03
08 PFC K.S. SAMARA	21.9 K	=	-0.49
09 FC ROSTOV	8.2 K	=	-0.23
10 FC URAL EKATERINBURG	5.9 K	=	+0.82
11 FC UFA	2.5 K	=	+0.74
12 FC ARSENAL TULA	1.8 K	=	+7.40
13 FC ORENBURG	1.2 K	=	+0.25
14 SOCHI	789	=	+2.87
15 TAMBOV	-	=	-
16 FC AKHMAT GROZNY	-	=	-

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IQUII SPORT

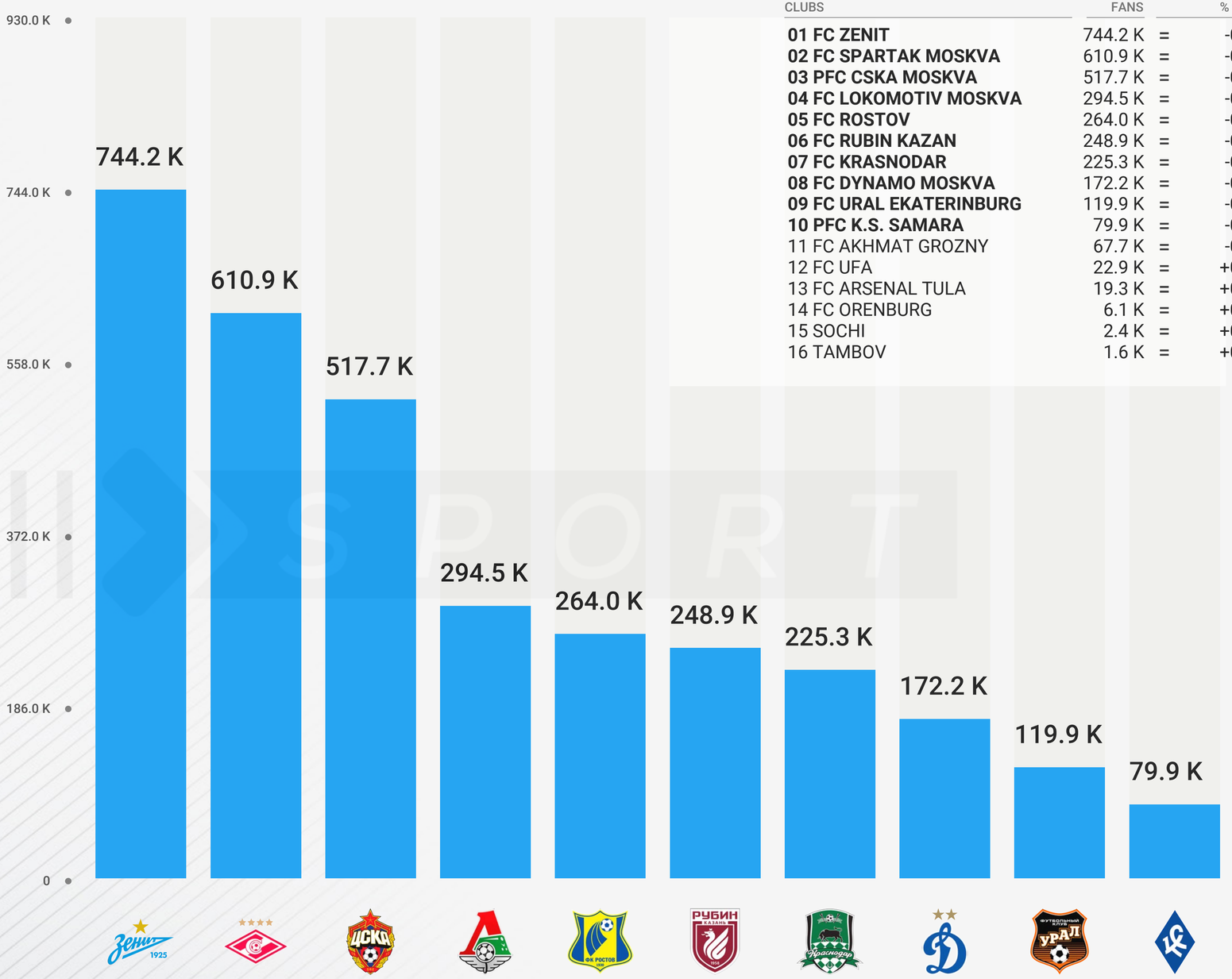
RUSSIA Twitter

TOTAL FANBASE

3.4 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS		% VAR*
01 FC ZENIT	744.2 K	=	-0.15
02 FC SPARTAK MOSKVA	610.9 K	=	-0.13
03 PFC CSKA MOSKVA	517.7 K	=	-0.12
04 FC LOKOMOTIV MOSKVA	294.5 K	=	-0.20
05 FC ROSTOV	264.0 K	=	-0.20
06 FC RUBIN KAZAN	248.9 K	=	-0.15
07 FC KRASNODAR	225.3 K	=	-0.09
08 FC DYNAMO MOSKVA	172.2 K	=	-0.06
09 FC URAL EKATERINBURG	119.9 K	=	-0.16
10 PFC K.S. SAMARA	79.9 K	=	-0.10
11 FC AKHMAT GROZNY	67.7 K	=	-0.20
12 FC UFA	22.9 K	=	+0.07
13 FC ARSENAL TULA	19.3 K	=	+0.01
14 FC ORENBURG	6.1 K	=	+0.26
15 SOCHI	2.4 K	=	+0.91
16 TAMBOV	1.6 K	=	+0.86

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IQUII SPORT

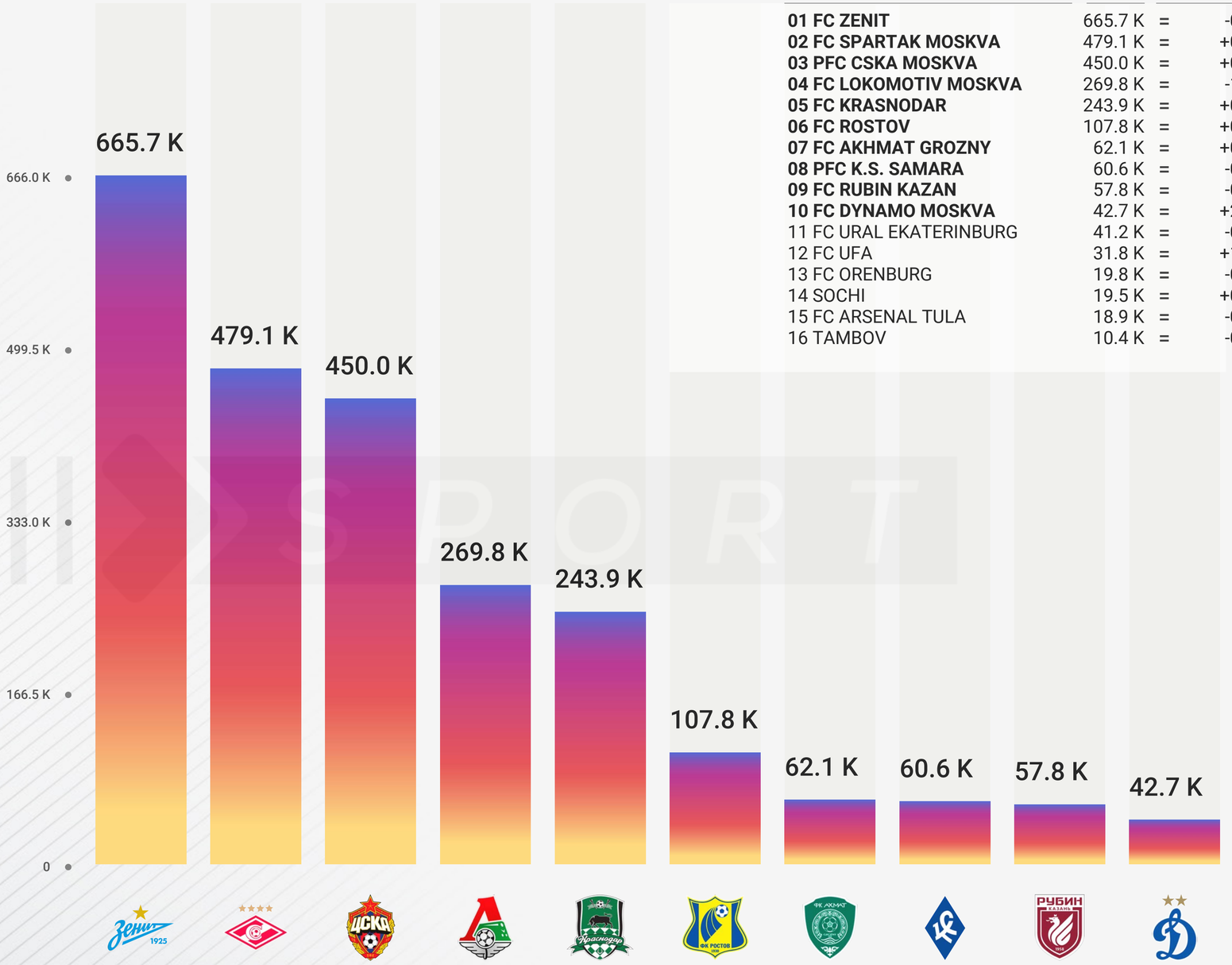
RUSSIA Instagram

TOTAL FANBASE

2.6 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS		% VAR*
01 FC ZENIT	665.7 K	=	-0.30
02 FC SPARTAK MOSKVA	479.1 K	=	+0.41
03 PFC CSKA MOSKVA	450.0 K	=	+0.26
04 FC LOKOMOTIV MOSKVA	269.8 K	=	-1.37
05 FC KRASNODAR	243.9 K	=	+0.17
06 FC ROSTOV	107.8 K	=	+0.07
07 FC AKHMAT GROZNY	62.1 K	=	+0.06
08 PFC K.S. SAMARA	60.6 K	=	-0.14
09 FC RUBIN KAZAN	57.8 K	=	-0.19
10 FC DYNAMO MOSKVA	42.7 K	=	+2.63
11 FC URAL EKATERINBURG	41.2 K	=	-0.02
12 FC UFA	31.8 K	=	+1.56
13 FC ORENBURG	19.8 K	=	-0.21
14 SOCHI	19.5 K	=	+0.07
15 FC ARSENAL TULA	18.9 K	=	-0.28
16 TAMBOV	10.4 K	=	-0.37

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IQUII SPORT

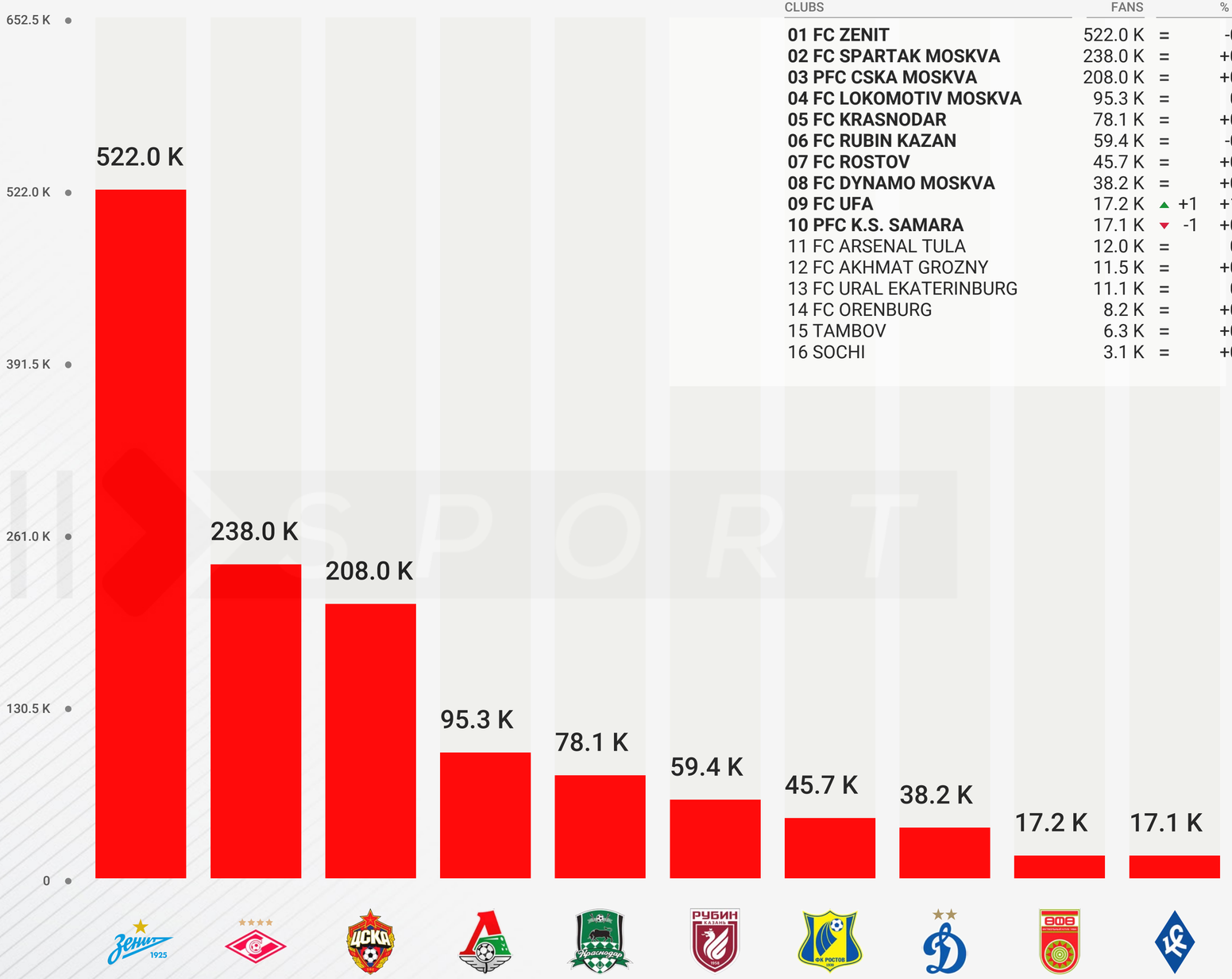
RUSSIA YouTube

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	522.0 K	=	-0.19
02 FC SPARTAK MOSKVA	238.0 K	=	+0.42
03 PFC CSKA MOSKVA	208.0 K	=	+0.48
04 FC LOKOMOTIV MOSKVA	95.3 K	=	0.00
05 FC KRASNODAR	78.1 K	=	+0.39
06 FC RUBIN KAZAN	59.4 K	=	-0.17
07 FC ROSTOV	45.7 K	=	+0.88
08 FC DYNAMO MOSKVA	38.2 K	=	+0.79
09 FC UFA	17.2 K	▲ +1	+1.18
10 PFC K.S. SAMARA	17.1 K	▼ -1	+0.59
11 FC ARSENAL TULA	12.0 K	=	0.00
12 FC AKHMAT GROZNY	11.5 K	=	+0.88
13 FC URAL EKATERINBURG	11.1 K	=	0.00
14 FC ORENBURG	8.2 K	=	+0.25
15 TAMBOV	6.3 K	=	+0.32
16 SOCHI	3.1 K	=	+0.65

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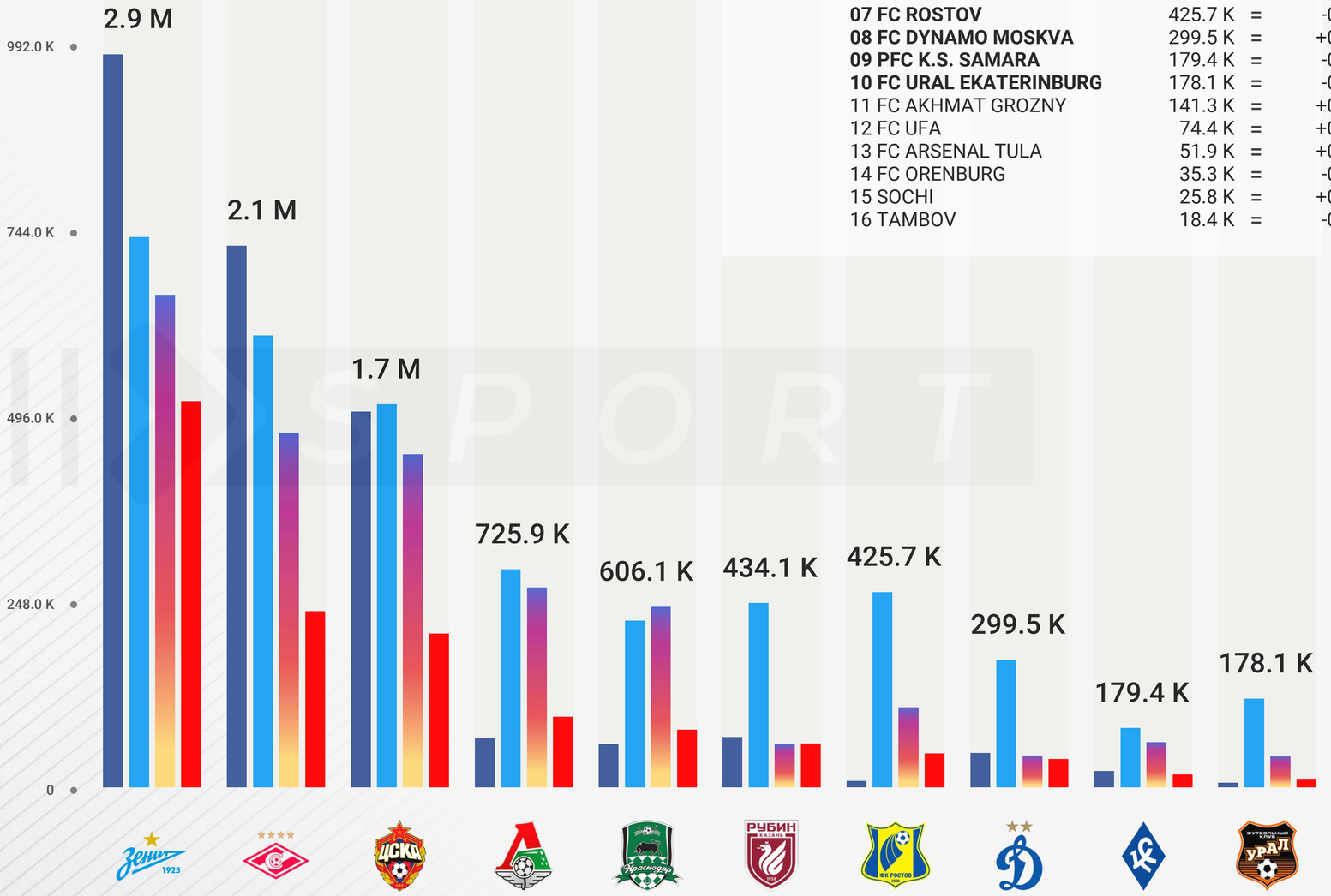
RUSSIA Social

TOTAL FANBASE

9.9 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	2.9 M	=	-0.19
02 FC SPARTAK MOSKVA	2.1 M	=	+0.06
03 PFC CSKA MOSKVA	1.7 M	=	+0.04
04 FC LOKOMOTIV MOSKVA	725.9 K	=	-0.54
05 FC KRASNODAR	606.1 K	=	+0.07
06 FC RUBIN KAZAN	434.1 K	=	-0.18
07 FC ROSTOV	425.7 K	=	-0.02
08 FC DYNAMO MOSKVA	299.5 K	=	+0.43
09 PFC K.S. SAMARA	179.4 K	=	-0.10
10 FC URAL EKATERINBURG	178.1 K	=	-0.08
11 FC AKHMAT GROZNY	141.3 K	=	+0.00
12 FC UFA	74.4 K	=	+0.98
13 FC ARSENAL TULA	51.9 K	=	+0.14
14 FC ORENBURG	35.3 K	=	-0.01
15 SOCHI	25.8 K	=	+0.30
16 TAMBOV	18.4 K	=	-0.03

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RUSSIA Brands

TOTAL FANBASE

9.9 M

RUSSIAN PREMIER LIGA

SPONSORS	FANS		% VAR*
01 NIKE	5.0 M	=	-0.08
02 UMBRO	1.7 M	=	+0.04
03 ADIDAS	832.3 K	=	-0.02
04 PUMA	785.5 K	=	+0.03
05 UNDER ARMOUR	725.9 K	=	-0.54
06 JAKO	452.5 K	=	-0.17
07 KELME	299.5 K	=	+0.43
08 JOMA	74.4 K	=	+0.98



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.

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IQUII SPORT

RUSSIA Brands

CLUBS

16

Sport Brands

8



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

*[from May 15, 2020 to June 16, 2020]

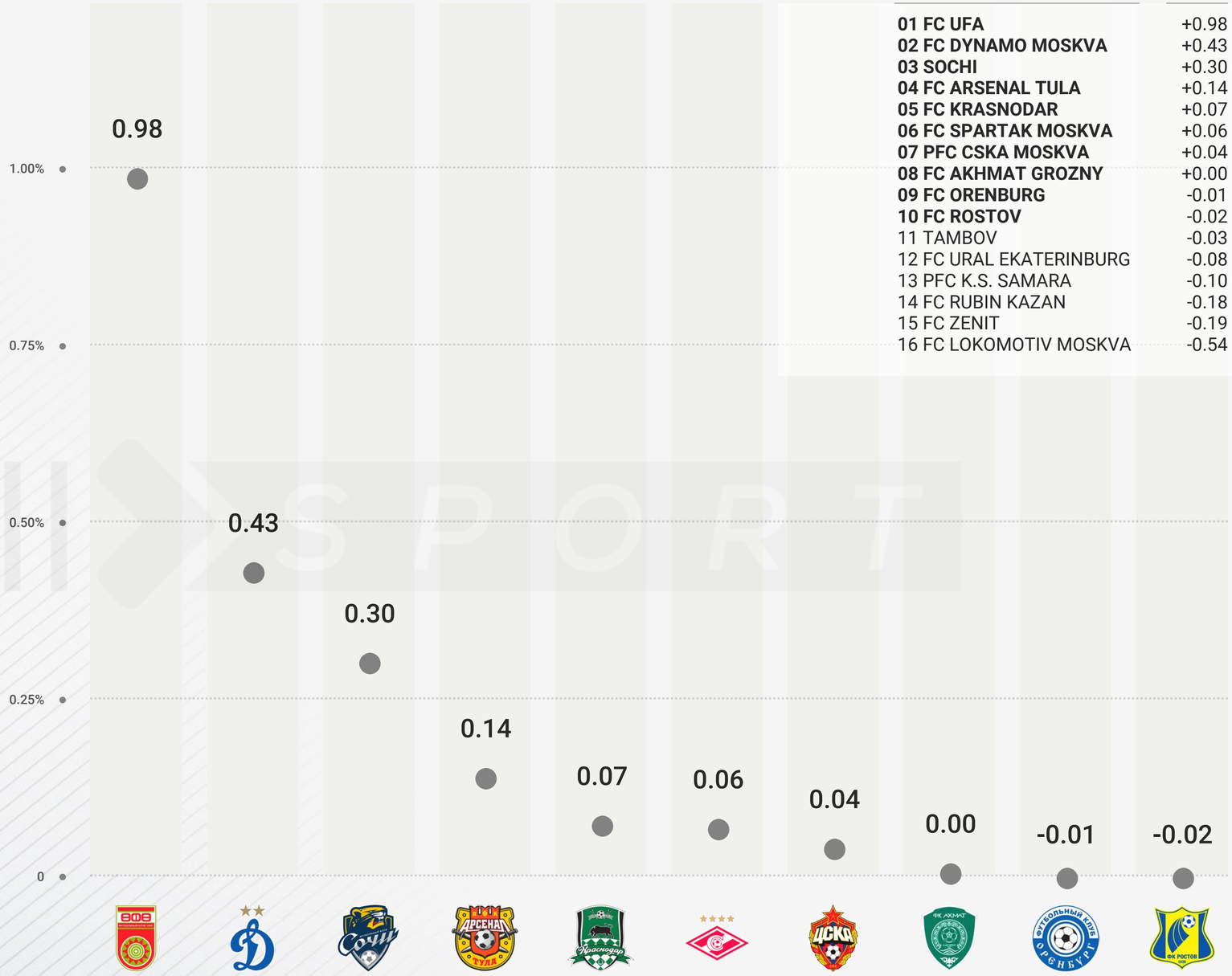
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IQUII SPORT

RUSSIA Grown Up

RUSSIAN PREMIER LIGA



CLUBS	% VAR*
01 FC UFA	**+0.98**
02 FC DYNAMO MOSKVA	**+0.43**
03 SOCHI	**+0.30**
04 FC ARSENAL TULA	**+0.14**
05 FC KRASNODAR	**+0.07**
06 FC SPARTAK MOSKVA	**+0.06**
07 PFC CSKA MOSKVA	**+0.04**
08 FC AKHMAT GROZNY	**+0.00**
09 FC ORENBURG	**-0.01**
10 FC ROSTOV	**-0.02**
11 TAMBOV	-0.03
12 FC URAL EKATERINBURG	-0.08
13 PFC K.S. SAMARA	-0.10
14 FC RUBIN KAZAN	-0.18
15 FC ZENIT	-0.19
16 FC LOKOMOTIV MOSKVA	-0.54

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

***[from May 15, 2020 to June 16, 2020]**

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Football Competitions included in this overview



FIRST DIVISION

16 CLUBS

Jupiler PRO LEAGUE

Jupiler PRO LEAGUE

*[from May 15, 2020 to June 16, 2020]

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BELGIUM SnapShot / First Division

16

CLUBS

Total Pro League football clubs analysed.

12

BRANDS

Total Pro League Sport Brands on jerseys analysed.

4.4 M

FANS

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

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IQUII SPORT

BELGIUM Facebook

TOTAL FANBASE

2.6 M

Jupiler PRO LEAGUE

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



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	984.0 K	=	-0.21
02 CLUB BRUGGE	383.3 K	=	+0.12
03 ROYAL ANTWERP FC	291.7 K	=	-0.27
04 STANDARD DE LIÈGE	283.5 K	=	-0.03
05 KAA GENT	136.8 K	=	-0.10
06 KRC GENK	132.3 K	=	+0.03
07 KV KORTRIJK	67.6 K	=	-0.17
08 STVV	59.8 K	=	-0.71
09 SPORTING CHARLEROI	57.2 K	=	+0.26
10 KV MECHELEN	47.2 K	=	+0.13
11 SV ZULTE WAREGEM	41.6 K	=	-0.10
12 CERCLE BRUGGE	34.4 K	=	+0.08
13 KAS EUPEN	28.7 K	=	+0.05
14 KV OOSTENDE	27.6 K	=	+0.12
15 ROYAL EXCEL MOUSCRON	23.5 K	=	+0.67
16 WAASLAND-BEVEREN	15.8 K	=	+0.20

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IQUII SPORT

BELGIUM Twitter

TOTAL FANBASE

868 K

Jupiler PRO LEAGUE

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



CLUBS	FANS		% VAR*
01 CLUB BRUGGE	195.3 K	=	-0.28
02 RSC ANDERLECHT	172.7 K	=	-0.19
03 STANDARD DE LIÈGE	130.3 K	=	-0.05
04 KAA GENT	83.0 K	=	-0.24
05 KRC GENK	54.1 K	=	+0.59
06 SV ZULTE WAREGEM	34.9 K	=	-0.12
07 KV MECHELEN	32.3 K	=	-0.09
08 KV KORTRIJK	27.0 K	=	-0.28
09 KV OOSTENDE	26.5 K	=	-0.05
10 ROYAL ANTWERP FC	19.4 K	=	+0.71
11 SPORTING CHARLEROI	19.3 K	=	+0.27
12 WAASLAND-BEVEREN	18.6 K	=	-0.15
13 ROYAL EXCEL MOUSCRON	17.9 K	=	+0.20
14 CERCLE BRUGGE	16.3 K	=	+0.12
15 STVV	14.7 K	=	+0.45
16 KAS EUPEN	5.3 K	=	-0.28

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

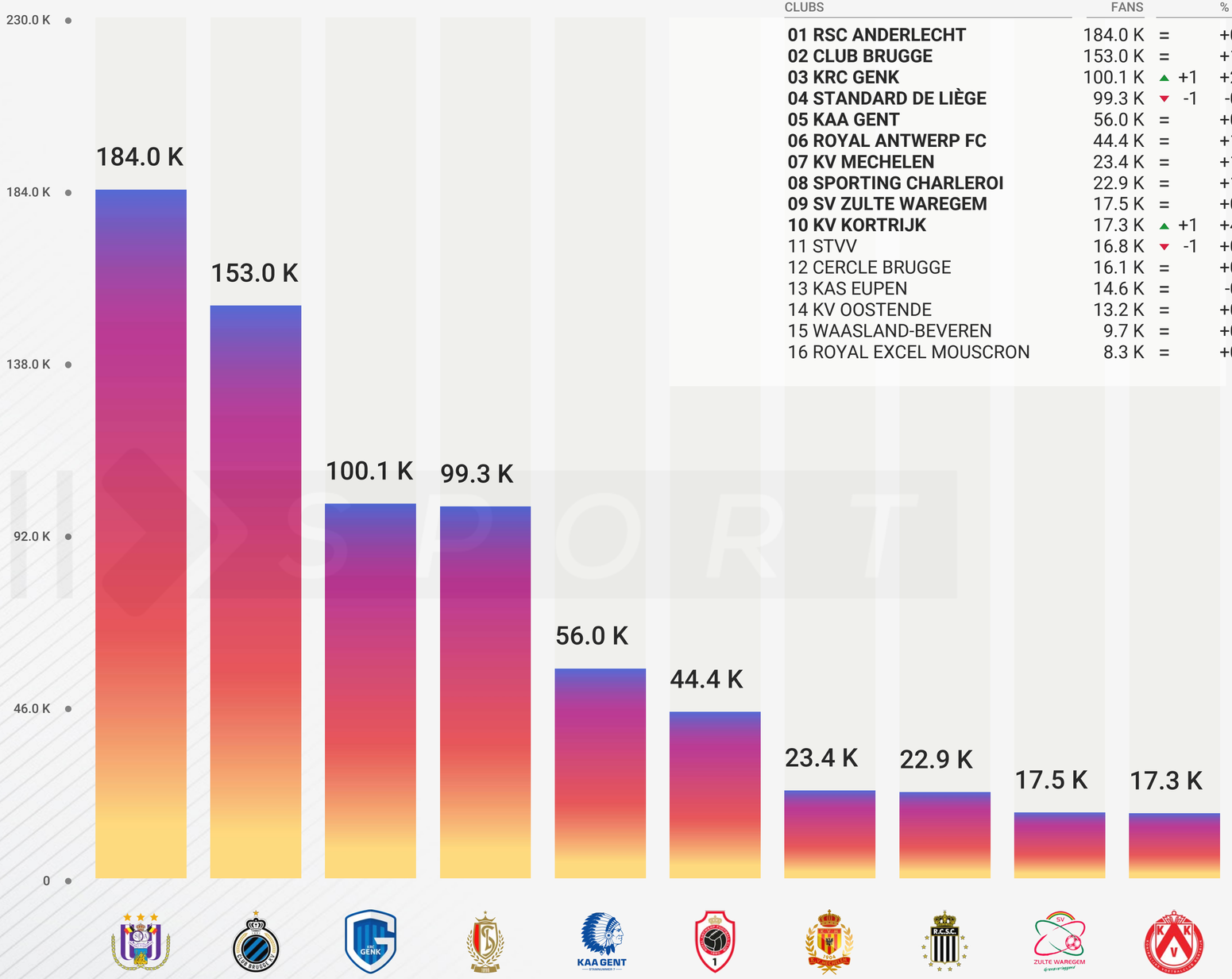
BELGIUM Instagram

TOTAL FANBASE

796 K

Jupiler PRO LEAGUE

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



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	184.0 K	=	+0.34
02 CLUB BRUGGE	153.0 K	=	+1.93
03 KRC GENK	100.1 K	▲ +1	+2.22
04 STANDARD DE LIÈGE	99.3 K	▼ -1	-0.03
05 KAA GENT	56.0 K	=	+0.59
06 ROYAL ANTWERP FC	44.4 K	=	+1.99
07 KV MECHELEN	23.4 K	=	+1.68
08 SPORTING CHARLEROI	22.9 K	=	+1.25
09 SV ZULTE WAREGEM	17.5 K	=	+0.60
10 KV KORTRIJK	17.3 K	▲ +1	+4.42
11 STVV	16.8 K	▼ -1	+0.22
12 CERCLE BRUGGE	16.1 K	=	+0.51
13 KAS EUPEN	14.6 K	=	-0.82
14 KV OOSTENDE	13.2 K	=	+0.93
15 WAASLAND-BEVEREN	9.7 K	=	+0.91
16 ROYAL EXCEL MOUSCRON	8.3 K	=	+0.60

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

BELGIUM YouTube

TOTAL FANBASE

160 K

Jupiler PRO LEAGUE

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



CLUBS	FANS		% VAR*
01 KRC GENK	40.9 K	=	+1.24
02 RSC ANDERLECHT	30.1 K	=	+0.67
03 STANDARD DE LIÈGE	27.0 K	=	+1.50
04 CLUB BRUGGE	20.9 K	=	+7.73
05 KAA GENT	13.9 K	=	+1.46
06 STVV	7.2 K	=	0.00
07 SPORTING CHARLEROI	6.0 K	=	+1.71
08 KV KORTRIJK	2.9 K	=	+2.48
09 KV MECHELEN	2.9 K	=	+2.14
10 SV ZULTE WAREGEM	1.8 K	=	+0.56
11 KV OOSTENDE	1.7 K	=	+2.98
12 WAASLAND-BEVEREN	1.4 K	=	+0.73
13 CERCLE BRUGGE	1.3 K	▲ +1	+1.59
14 ROYAL EXCEL MOUSCRON	1.3 K	▼ -1	+0.79
15 KAS EUPEN	1.3 K	=	+1.60
16 ROYAL ANTWERP FC	n/a	=	n/a

***[from May 15, 2020 to June 16, 2020]**

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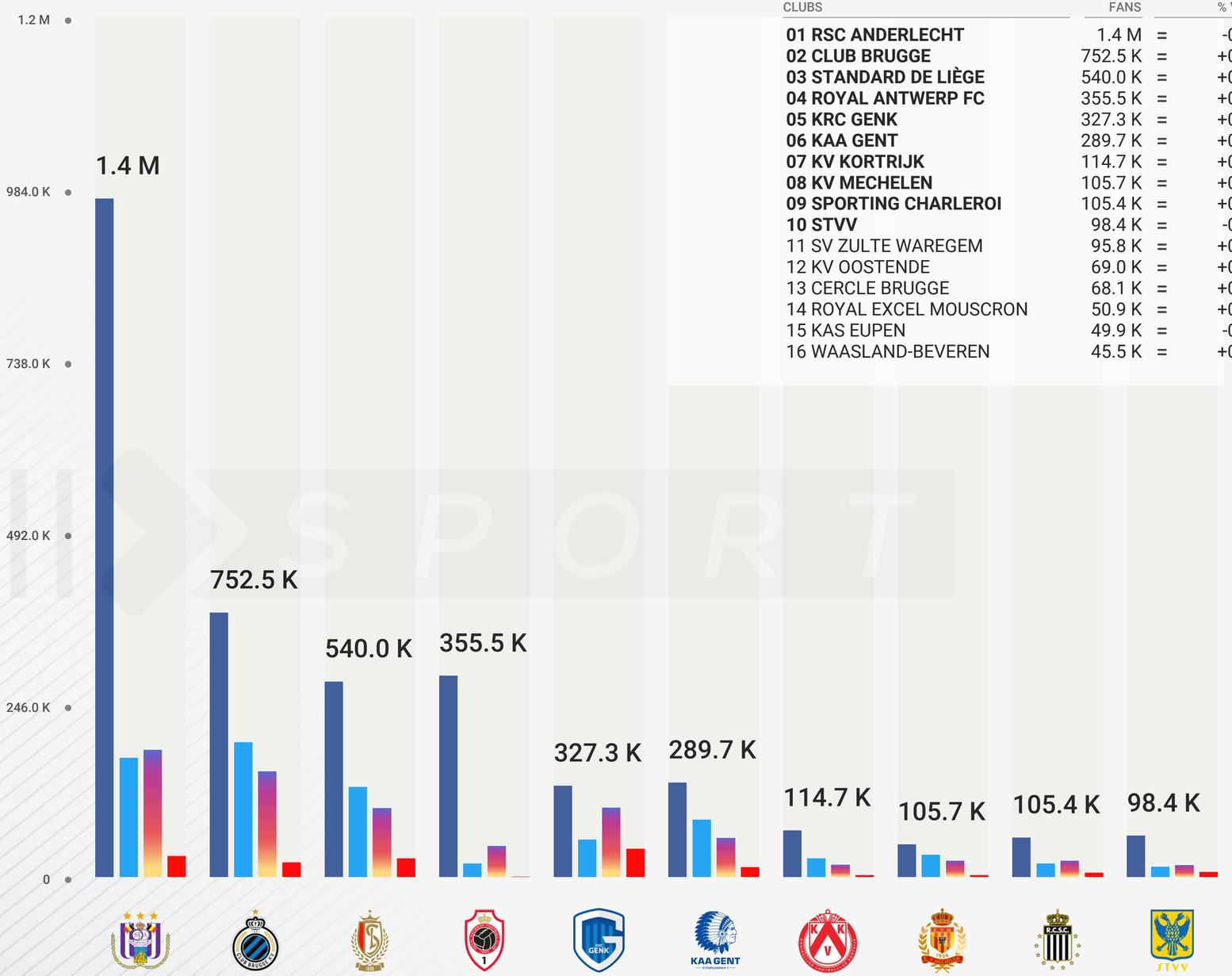
BELGIUM Social

TOTAL FANBASE

4.4 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	=	-0.12
02 CLUB BRUGGE	752.5 K	=	+0.58
03 STANDARD DE LIÈGE	540.0 K	=	+0.04
04 ROYAL ANTWERP FC	355.5 K	=	+0.06
05 KRC GENK	327.3 K	=	+0.93
06 KAA GENT	289.7 K	=	+0.07
07 KV KORTRIJK	114.7 K	=	+0.53
08 KV MECHELEN	105.7 K	=	+0.45
09 SPORTING CHARLEROI	105.4 K	=	+0.56
10 STVV	98.4 K	=	-0.33
11 SV ZULTE WAREGEM	95.8 K	=	+0.03
12 KV OOSTENDE	69.0 K	=	+0.28
13 CERCLE BRUGGE	68.1 K	=	+0.22
14 ROYAL EXCEL MOUSCRON	50.9 K	=	+0.50
15 KAS EUPEN	49.9 K	=	-0.21
16 WAASLAND-BEVEREN	45.5 K	=	+0.22

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

BELGIUM Brands

TOTAL FANBASE

4.4 M

Jupiler PRO LEAGUE

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 16 sponsored Pro League football clubs.

SPONSORS	FANS		% VAR*
01 JOMA	1.4 M	=	-0.10
02 MACRON	752.5 K	=	+0.58
03 NEW BALANCE	540.0 K	=	+0.04
04 NIKE	377.2 K	=	+0.78
05 JAKO	355.5 K	=	+0.06
06 CRAFT	289.7 K	=	+0.07
07 KAPPA	173.5 K	=	+0.43
08 BELTONA	114.7 K	=	+0.53
09 JARTAZI	105.7 K	=	+0.45
10 UMBRO	98.4 K	=	-0.33
11 UHLSPORT	96.4 K	=	+0.37
12 PATRICK	95.8 K	=	+0.03



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IQUII SPORT

BELGIUM Brands

CLUBS
16

Sport Brands
12



Sport Brands on jersey coverage in relation to the 16 sponsored **Pro League** football clubs.

*[from May 15, 2020 to June 16, 2020]

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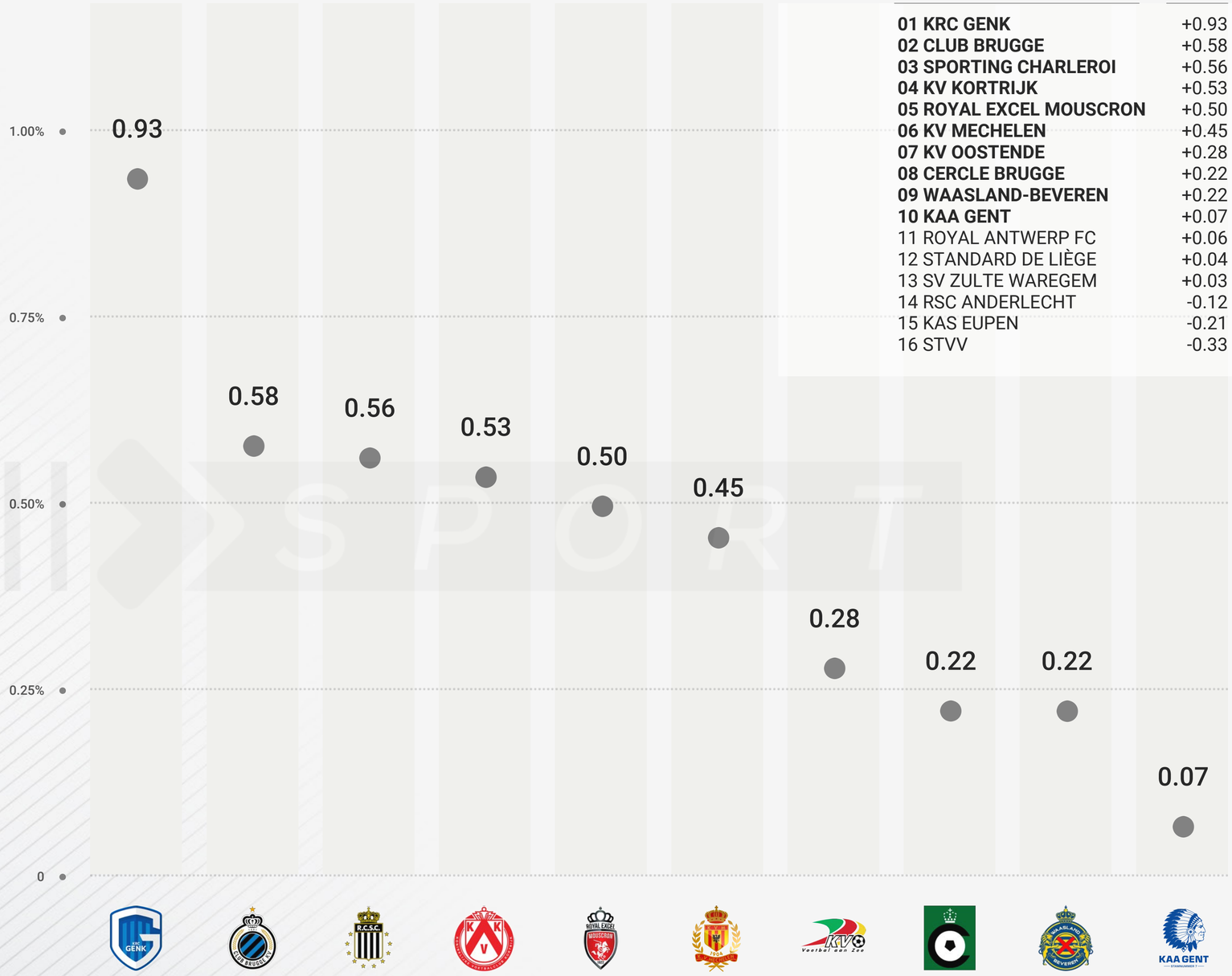
IQUII SPORT

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 KRC GENK	**+0.93**
02 CLUB BRUGGE	**+0.58**
03 SPORTING CHARLEROI	**+0.56**
04 KV KORTRIJK	**+0.53**
05 ROYAL EXCEL MOUSCRON	**+0.50**
06 KV MECHELEN	**+0.45**
07 KV OOSTENDE	**+0.28**
08 CERCLE BRUGGE	**+0.22**
09 WAASLAND-BEVEREN	**+0.22**
10 KAA GENT	**+0.07**
11 ROYAL ANTWERP FC	+0.06
12 STANDARD DE LIÈGE	+0.04
13 SV ZULTE WAREGEM	+0.03
14 RSC ANDERLECHT	-0.12
15 KAS EUPEN	-0.21
16 STVV	-0.33



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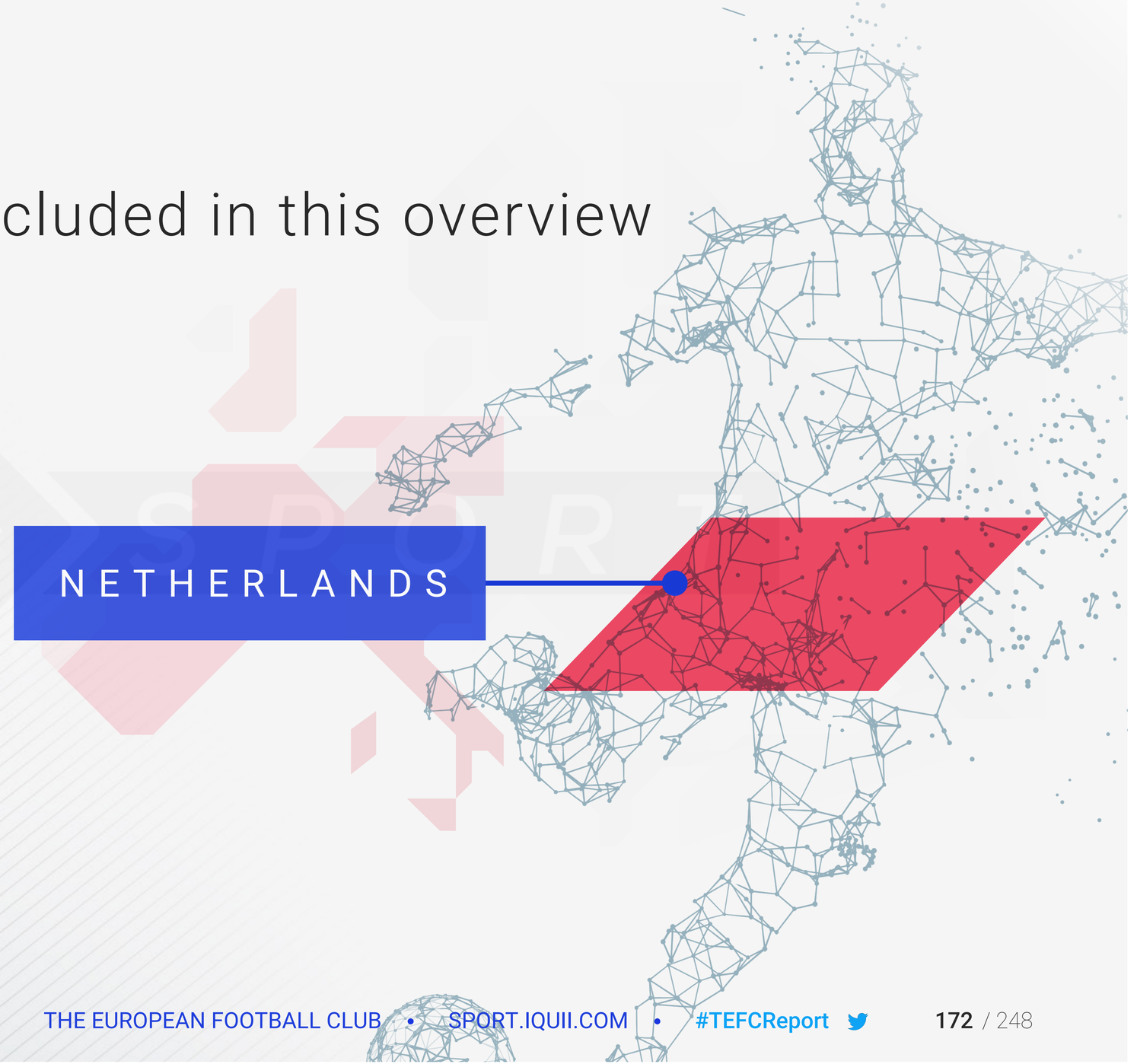
Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

eredivisie

NETHERLANDS



*[from May 15, 2020 to June 16, 2020]

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NETHERLANDS SnapShot / First Division



18

CLUBS

Total Eredivisie football clubs analysed.

14

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

16.8 M

+ 0.51%*

FANS

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

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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	3.2 M	=	-0.08
02 PSV EINDHOVEN	855.0 K	=	-0.29
03 FEYENOORD ROTTERDAM	626.6 K	=	-0.14
04 SC HEERENVEEN	456.9 K	=	-0.55
05 FC TWENTE ENSCHEDE	190.2 K	=	-0.21
06 VITESSE ARNHEM	97.8 K	=	-0.29
07 AZ ALKMAAR	96.3 K	=	-0.10
08 FC UTRECHT	94.7 K	=	+1.33
09 FC GRONINGEN	93.3 K	=	-0.03
10 ADO DEN HAAG	58.6 K	=	-0.22
11 WILLEM II TILBURG	44.2 K	=	+0.02
12 PEC ZWOLLE	37.8 K	=	+0.13
13 VVV-VENLO	33.2 K	=	+0.40
14 HERACLES ALMELO	31.5 K	=	+0.03
15 SPARTA ROTTERDAM	27.5 K	=	+0.37
16 FC EMMEN	19.6 K	=	+0.61
17 FORTUNA SITTARD	17.5 K	=	+0.66
18 RKC WAALWIJK	13.8 K	=	+0.18

***[from May 15, 2020 to June 16, 2020]**

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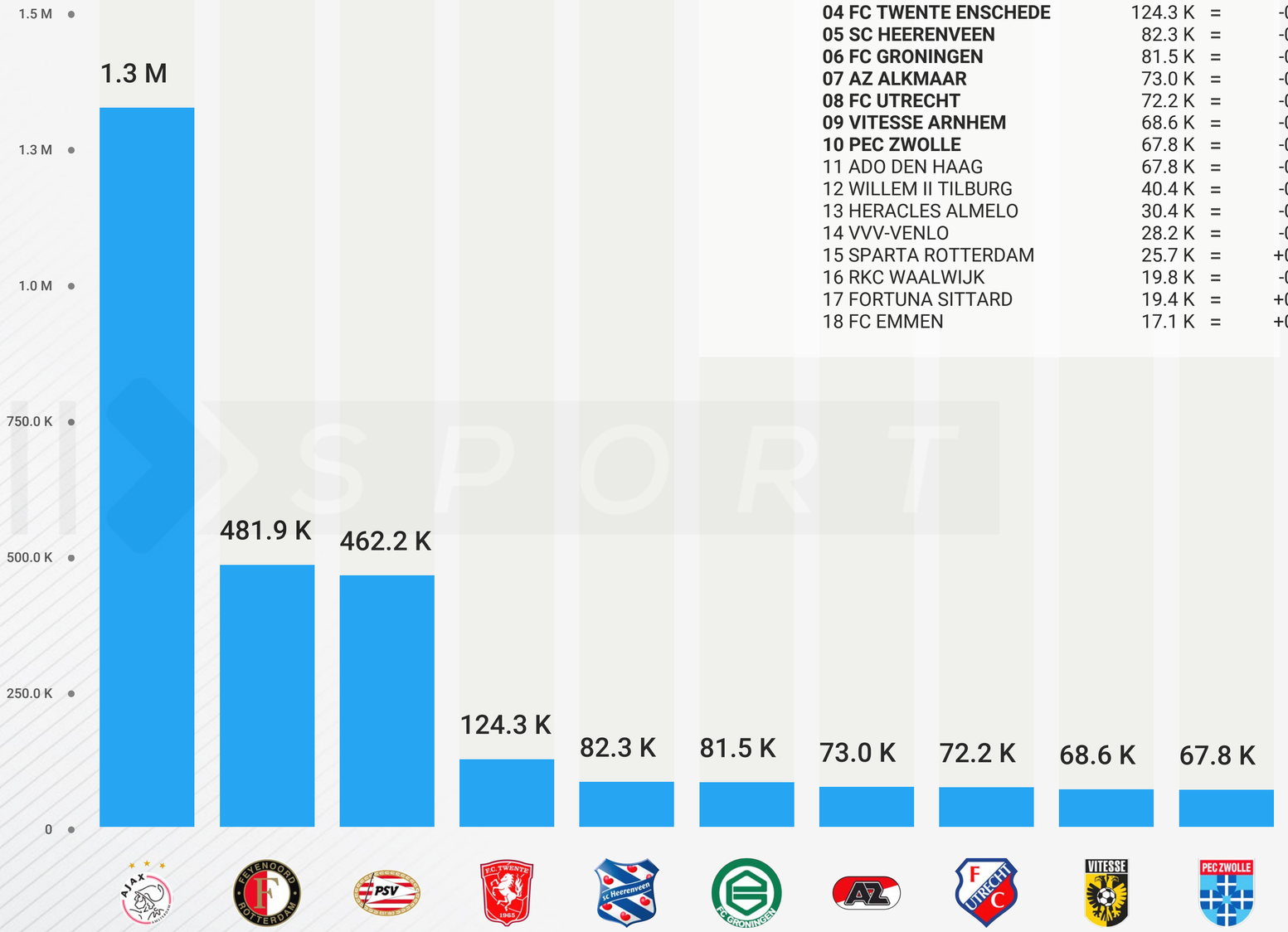
NETHERLANDS Twitter

TOTAL FANBASE

3.1 M

eredivisie

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



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	1.3 M	=	+0.05
02 FEYENOORD ROTTERDAM	481.9 K	=	-0.38
03 PSV EINDHOVEN	462.2 K	=	-0.30
04 FC TWENTE ENSCHEDE	124.3 K	=	-0.33
05 SC HEERENVEEN	82.3 K	=	-0.33
06 FC GRONINGEN	81.5 K	=	-0.17
07 AZ ALKMAAR	73.0 K	=	-0.18
08 FC UTRECHT	72.2 K	=	-0.17
09 VITESSE ARNHEM	68.6 K	=	-0.38
10 PEC ZWOLLE	67.8 K	=	-0.34
11 ADO DEN HAAG	67.8 K	=	-0.30
12 WILLEM II TILBURG	40.4 K	=	-0.26
13 HERACLES ALMELO	30.4 K	=	-0.20
14 VVV-VENLO	28.2 K	=	-0.42
15 SPARTA ROTTERDAM	25.7 K	=	+0.09
16 RKC WAALWIJK	19.8 K	=	-0.14
17 FORTUNA SITTARD	19.4 K	=	+0.47
18 FC EMMEN	17.1 K	=	+0.18

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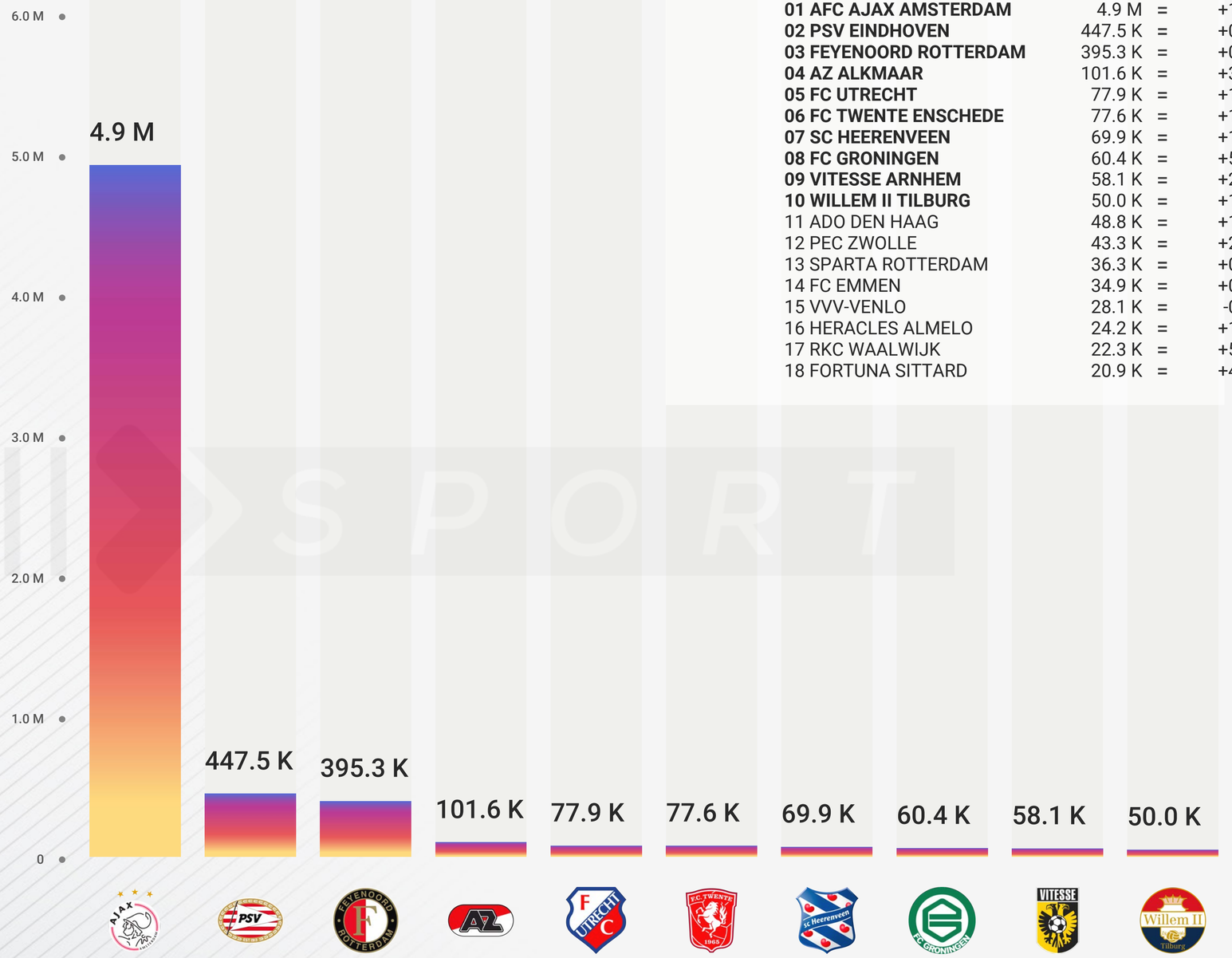
NETHERLANDS Instagram

TOTAL FANBASE

6.5 M

eredivisie

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



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	4.9 M	=	+1.34
02 PSV EINDHOVEN	447.5 K	=	+0.15
03 FEYENOORD ROTTERDAM	395.3 K	=	+0.77
04 AZ ALKMAAR	101.6 K	=	+3.50
05 FC UTRECHT	77.9 K	=	+1.46
06 FC TWENTE ENSCHEDE	77.6 K	=	+1.28
07 SC HEERENVEEN	69.9 K	=	+1.08
08 FC GRONINGEN	60.4 K	=	+5.64
09 VITESSE ARNHEM	58.1 K	=	+2.62
10 WILLEM II TILBURG	50.0 K	=	+1.91
11 ADO DEN HAAG	48.8 K	=	+1.75
12 PEC ZWOLLE	43.3 K	=	+2.15
13 SPARTA ROTTERDAM	36.3 K	=	+0.54
14 FC EMMEN	34.9 K	=	+0.28
15 VVV-VENLO	28.1 K	=	-0.02
16 HERACLES ALMELO	24.2 K	=	+1.32
17 RKC WAALWIJK	22.3 K	=	+5.95
18 FORTUNA SITTARD	20.9 K	=	+4.17

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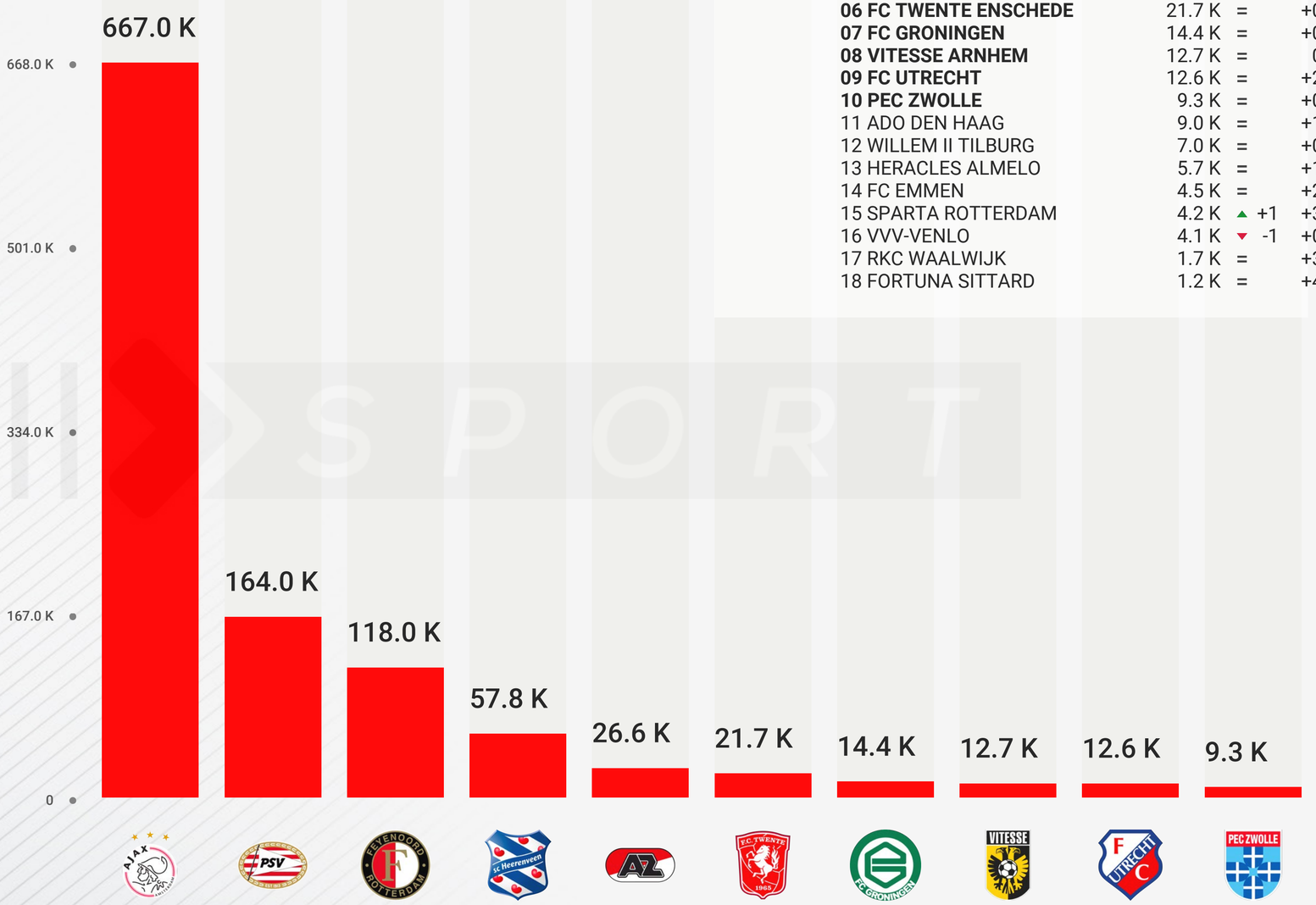
NETHERLANDS YouTube

TOTAL FANBASE

1.1 M

eredivisie

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



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	667.0 K	=	+1.21
02 PSV EINDHOVEN	164.0 K	=	+1.23
03 FEYENOORD ROTTERDAM	118.0 K	=	+0.85
04 SC HEERENVEEN	57.8 K	=	+0.35
05 AZ ALKMAAR	26.6 K	=	+0.76
06 FC TWENTE ENSCHEDE	21.7 K	=	+0.46
07 FC GRONINGEN	14.4 K	=	+0.70
08 VITESSE ARNHEM	12.7 K	=	0.00
09 FC UTRECHT	12.6 K	=	+2.44
10 PEC ZWOLLE	9.3 K	=	+0.22
11 ADO DEN HAAG	9.0 K	=	+1.24
12 WILLEM II TILBURG	7.0 K	=	+0.57
13 HERACLES ALMELO	5.7 K	=	+1.42
14 FC EMMEN	4.5 K	=	+2.04
15 SPARTA ROTTERDAM	4.2 K	▲ +1	+3.96
16 VVV-VENLO	4.1 K	▼ -1	+0.99
17 RKC WAALWIJK	1.7 K	=	+3.61
18 FORTUNA SITTARD	1.2 K	=	+4.35

***[from May 15, 2020 to June 16, 2020]**

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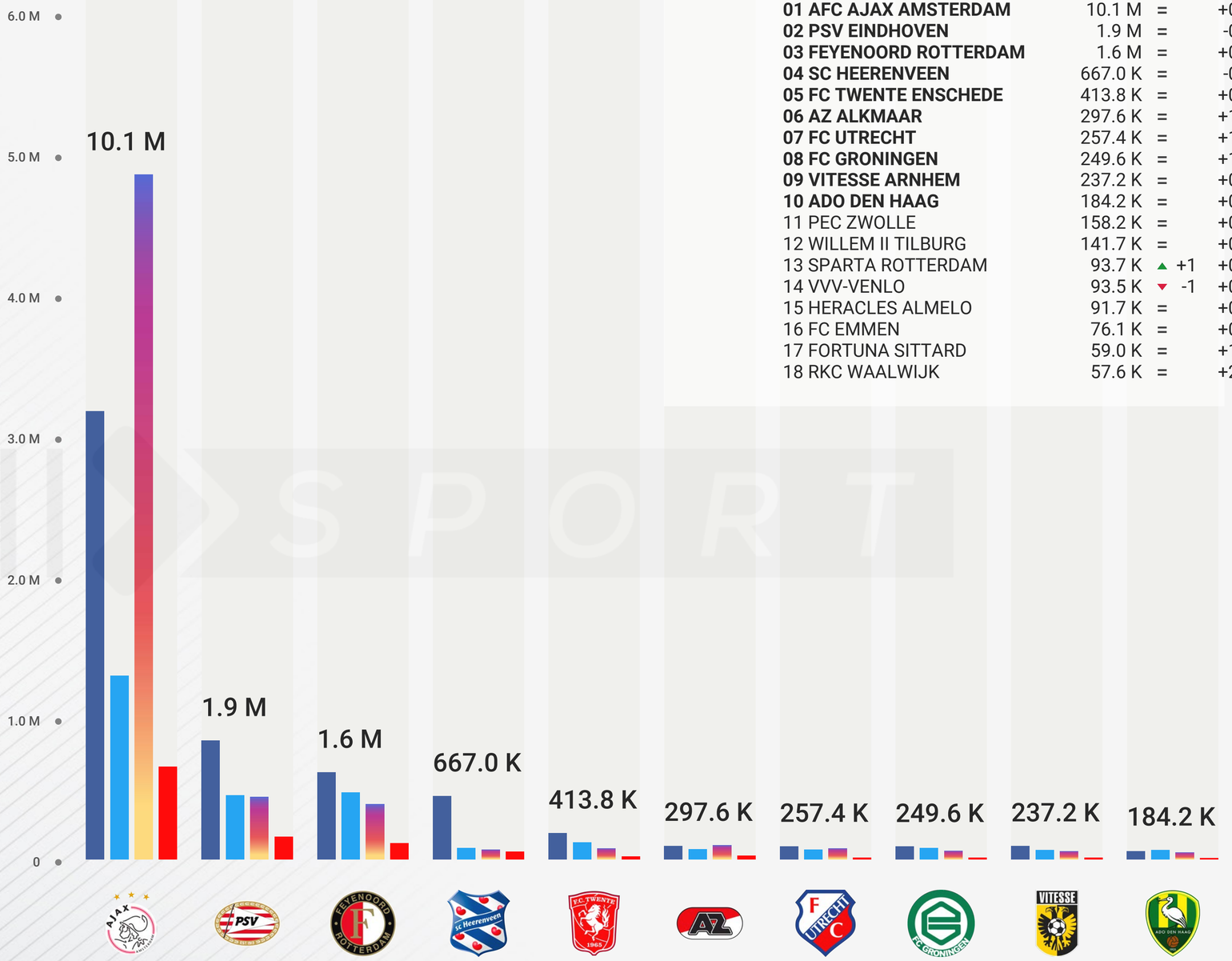
NETHERLANDS Social

TOTAL FANBASE

16.8 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	10.1 M	=	+0.71
02 PSV EINDHOVEN	1.9 M	=	-0.06
03 FEYENOORD ROTTERDAM	1.6 M	=	+0.08
04 SC HEERENVEEN	667.0 K	=	-0.28
05 FC TWENTE ENSCHEDE	413.8 K	=	+0.06
06 AZ ALKMAAR	297.6 K	=	+1.16
07 FC UTRECHT	257.4 K	=	+1.00
08 FC GRONINGEN	249.6 K	=	+1.28
09 VITESSE ARNHEM	237.2 K	=	+0.40
10 ADO DEN HAAG	184.2 K	=	+0.34
11 PEC ZWOLLE	158.2 K	=	+0.48
12 WILLEM II TILBURG	141.7 K	=	+0.63
13 SPARTA ROTTERDAM	93.7 K	▲ +1	+0.51
14 VVV-VENLO	93.5 K	▼ -1	+0.05
15 HERACLES ALMELO	91.7 K	=	+0.38
16 FC EMMEN	76.1 K	=	+0.44
17 FORTUNA SITTARD	59.0 K	=	+1.89
18 RKC WAALWIJK	57.6 K	=	+2.33

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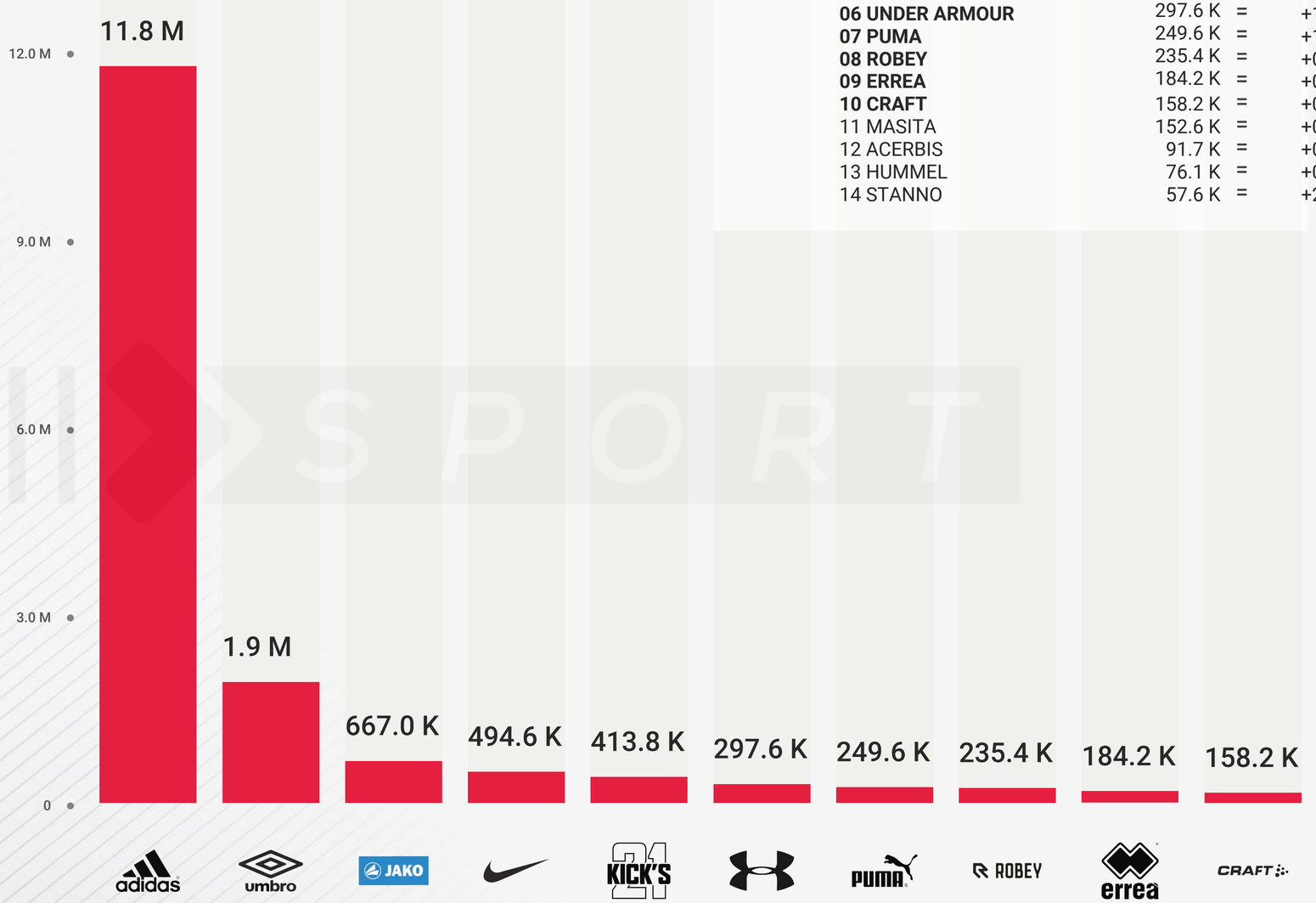
NETHERLANDS Brands

TOTAL FANBASE

16.8 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.



SPONSORS	FANS		% VAR*
01 ADIDAS	11.8 M	=	+0.62
02 UMBRO	1.9 M	=	-0.06
03 JAKO	667.0 K	=	-0.28
04 NIKE	494.6 K	=	+0.71
05 KICK'S 21	413.8 K	=	+0.06
06 UNDER ARMOUR	297.6 K	=	+1.16
07 PUMA	249.6 K	=	+1.28
08 ROBEY	235.4 K	=	+0.58
09 ERREA	184.2 K	=	+0.34
10 CRAFT	158.2 K	=	+0.48
11 MASITA	152.6 K	=	+0.75
12 ACERBIS	91.7 K	=	+0.38
13 HUMMEL	76.1 K	=	+0.44
14 STANNO	57.6 K	=	+2.33

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IQUII SPORT

NETHERLANDS Brands

CLUBS

18

Sport Brands

14



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

*[from May 15, 2020 to June 16, 2020]

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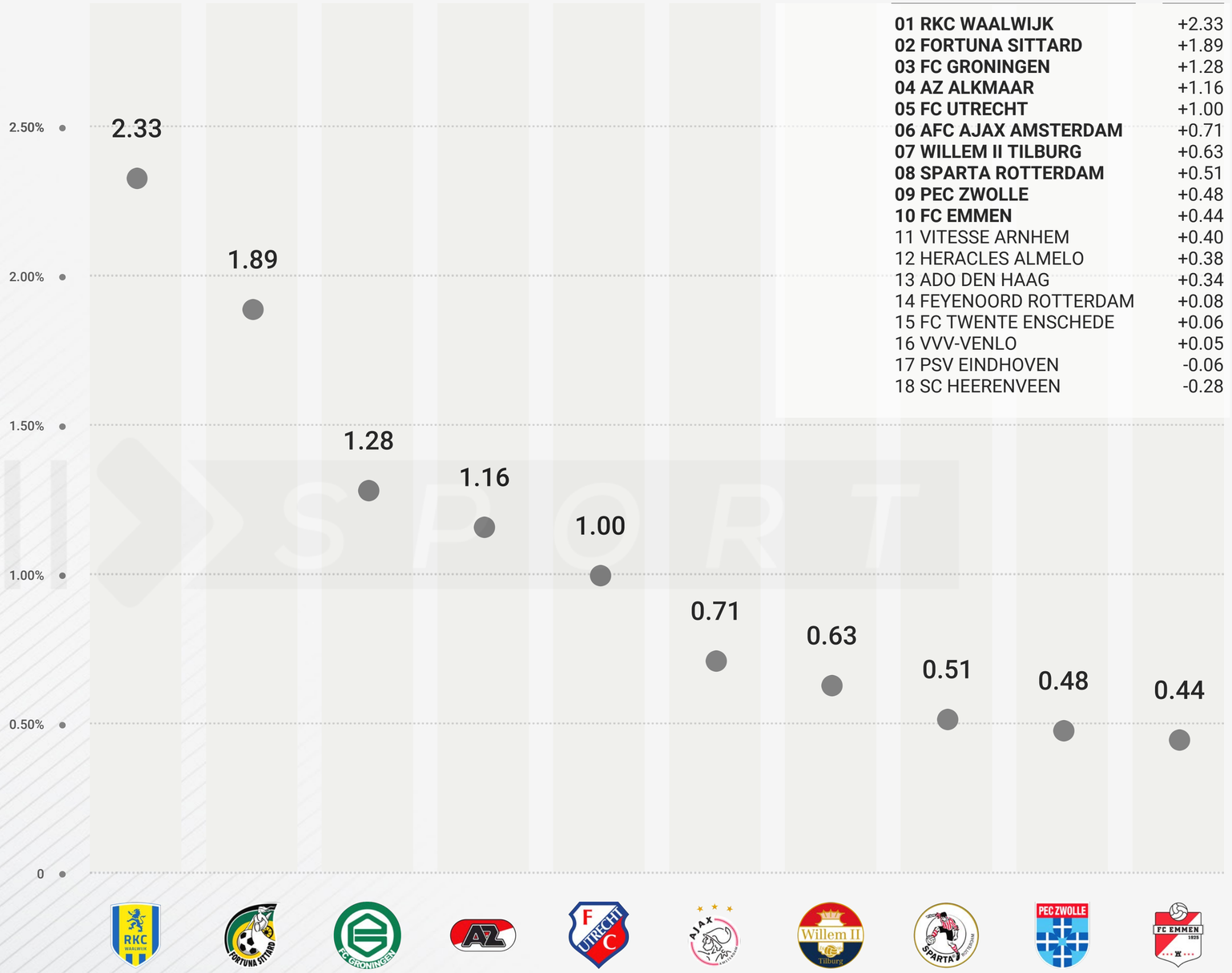
IQUII SPORT

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 RKC WAALWIJK	**+2.33**
02 FORTUNA SITTARD	**+1.89**
03 FC GRONINGEN	**+1.28**
04 AZ ALKMAAR	**+1.16**
05 FC UTRECHT	**+1.00**
06 AFC AJAX AMSTERDAM	**+0.71**
07 WILLEM II TILBURG	**+0.63**
08 SPARTA ROTTERDAM	**+0.51**
09 PEC ZWOLLE	**+0.48**
10 FC EMMEN	**+0.44**
11 VITESSE ARNHEM	+0.40
12 HERACLES ALMELO	+0.38
13 ADO DEN HAAG	+0.34
14 FEYENOORD ROTTERDAM	+0.08
15 FC TWENTE ENSCHEDE	+0.06
16 VVV-VENLO	+0.05
17 PSV EINDHOVEN	-0.06
18 SC HEERENVEEN	-0.28



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Football Competitions included in this overview

FIRST DIVISION

12 CLUBS

Ukrainian Premier League



*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

UKRAINE SnapShot / First Division



12

CLUBS

Total Ukrainian PL football clubs analysed.

3

BRANDS

Total Ukrainian PL Sport Brands on jerseys analysed.

2.8 M

+ 1.05%*

FANS

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

*[from May 15, 2020 to June 16, 2020]

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

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IQUII SPORT

UKRAINE Facebook

TOTAL FANBASE

1.6 M

Українська Прем'єр-Ліга

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	1.4 M	=	-0.32
02 DYNAMO KYIV	131.7 K	=	+0.46
03 KARPATY LVIV	11.1 K	=	+0.77
04 VORSKLA POLTAVA	8.5 K	=	+4.09
05 DESNA CHERNIHIV	6.8 K	=	+1.13
06 ZORYA LUHANSK	6.7 K	=	+0.83
07 FK LVIV	4.8 K	=	+0.55
08 SK DNIPRO-1	4.7 K	=	+1.48
09 FK OLEXANDRIYA	4.4 K	=	+1.05
10 FK MARIUPOL	3.3 K	=	+0.61
11 OLIMPIK DONETSK	2.9 K	=	+0.62
12 KOLOS KOVALIVKA	1.9 K	=	+2.33

***[from May 15, 2020 to June 16, 2020]**

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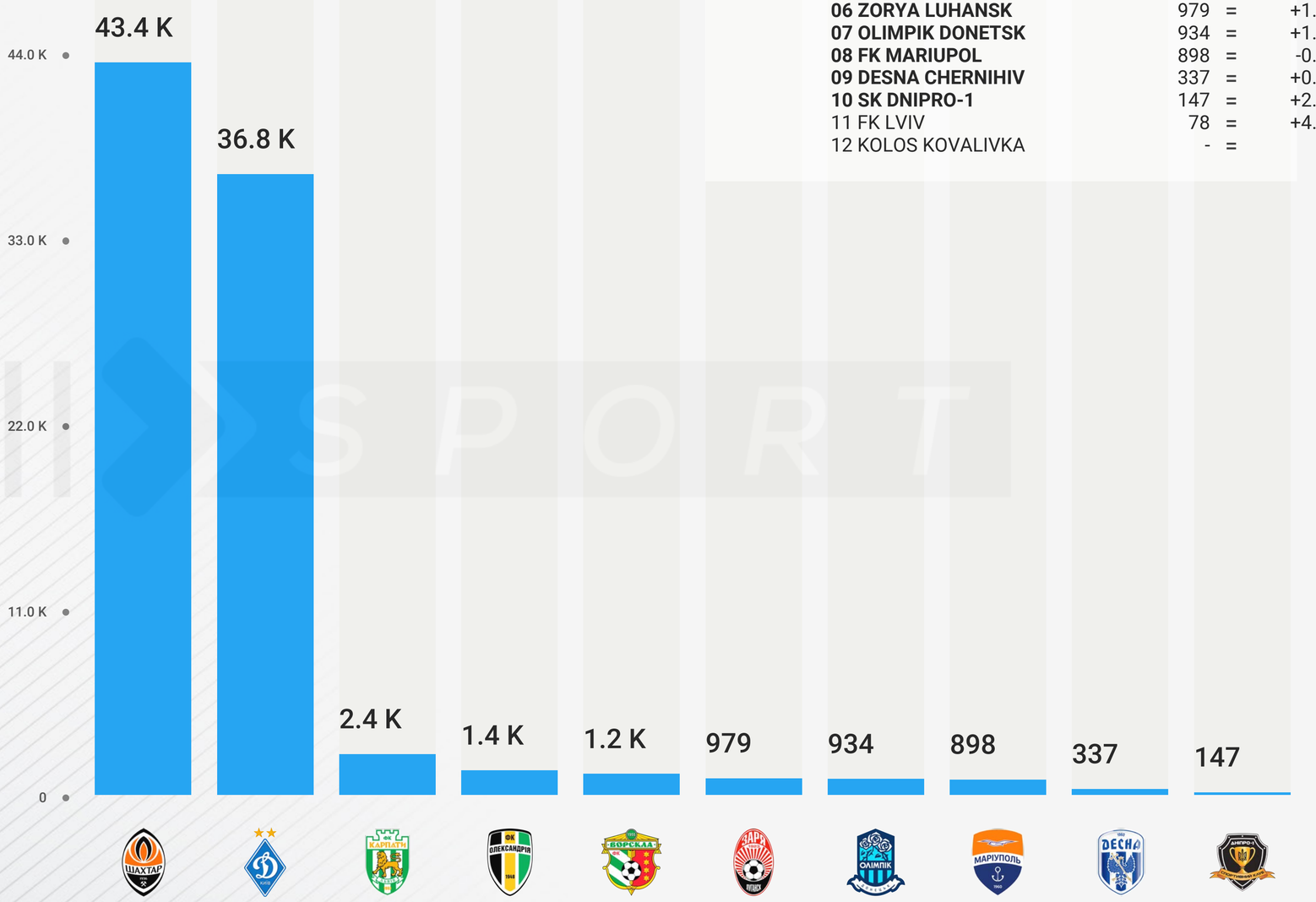
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UKRAINE Twitter

TOTAL FANBASE

89 K

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	43.4 K	=	+0.07
02 DYNAMO KYIV	36.8 K	=	+0.01
03 KARPATY LVIV	2.4 K	=	+0.96
04 FK OLEXANDRIYA	1.4 K	=	+0.63
05 VORSKLA POLTAVA	1.2 K	=	+2.49
06 ZORYA LUHANSK	979	=	+1.56
07 OLIMPIK DONETSK	934	=	+1.41
08 FK MARIUPOL	898	=	-0.11
09 DESNA CHERNIHIV	337	=	+0.90
10 SK DNIPRO-1	147	=	+2.08
11 FK LVIV	78	=	+4.00
12 KOLOS KOVALIVKA	-	=	-

*[from May 15, 2020 to June 16, 2020]

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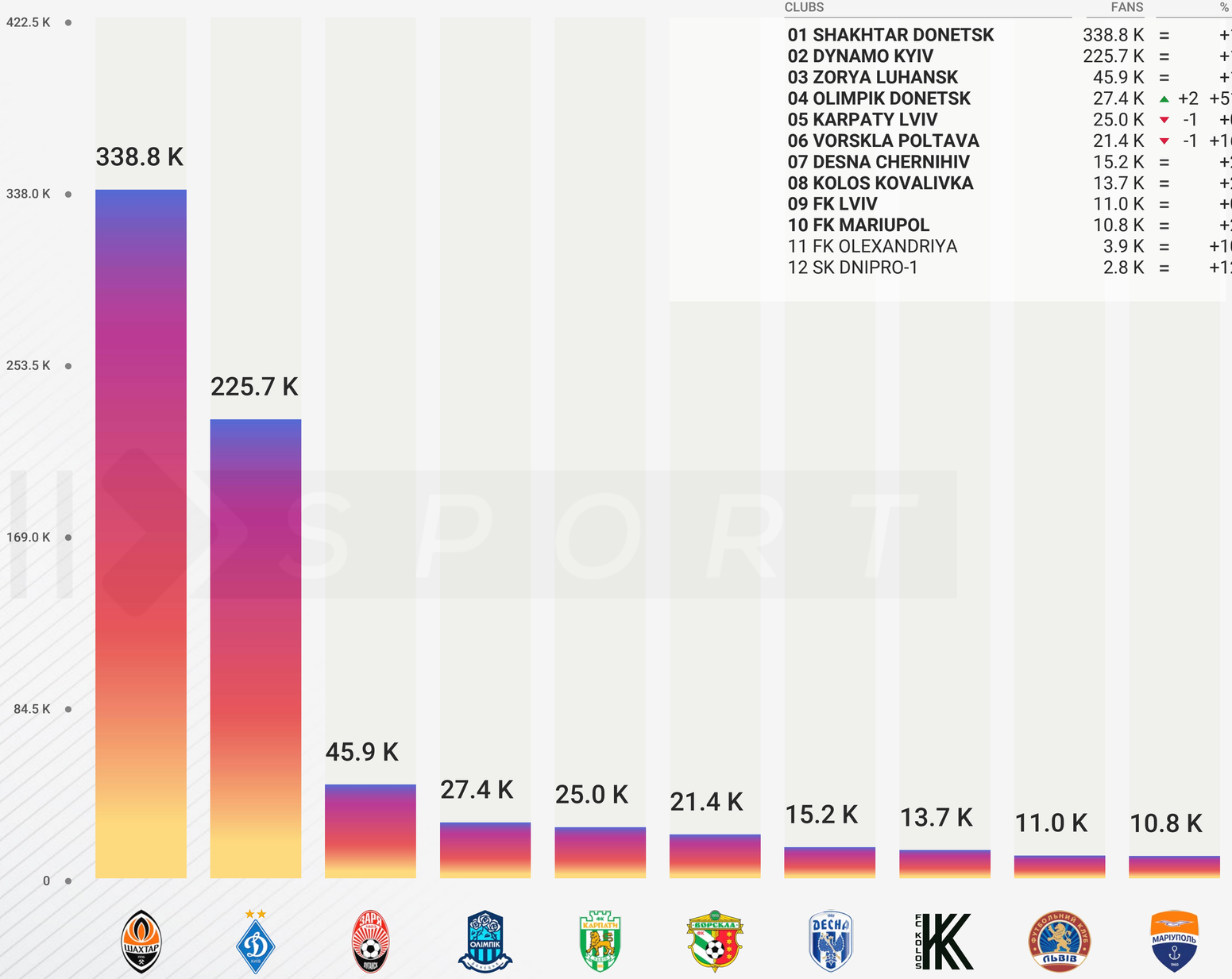
UKRAINE Instagram

TOTAL FANBASE

742 K

Українська Прем'єр-Ліга

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	338.8 K	=	+1.43
02 DYNAMO KYIV	225.7 K	=	+1.19
03 ZORYA LUHANSK	45.9 K	=	+1.37
04 OLIMPIK DONETSK	27.4 K	▲ +2	+51.98
05 KARPATY LVIV	25.0 K	▼ -1	+0.36
06 VORSKLA POLTAVA	21.4 K	▼ -1	+16.69
07 DESNA CHERNIHIV	15.2 K	=	+2.42
08 KOLOS KOVALIVKA	13.7 K	=	+2.28
09 FK LVIV	11.0 K	=	+0.73
10 FK MARIUPOL	10.8 K	=	+2.43
11 FK OLEXANDRIYA	3.9 K	=	+10.97
12 SK DNIPRO-1	2.8 K	=	+12.10

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

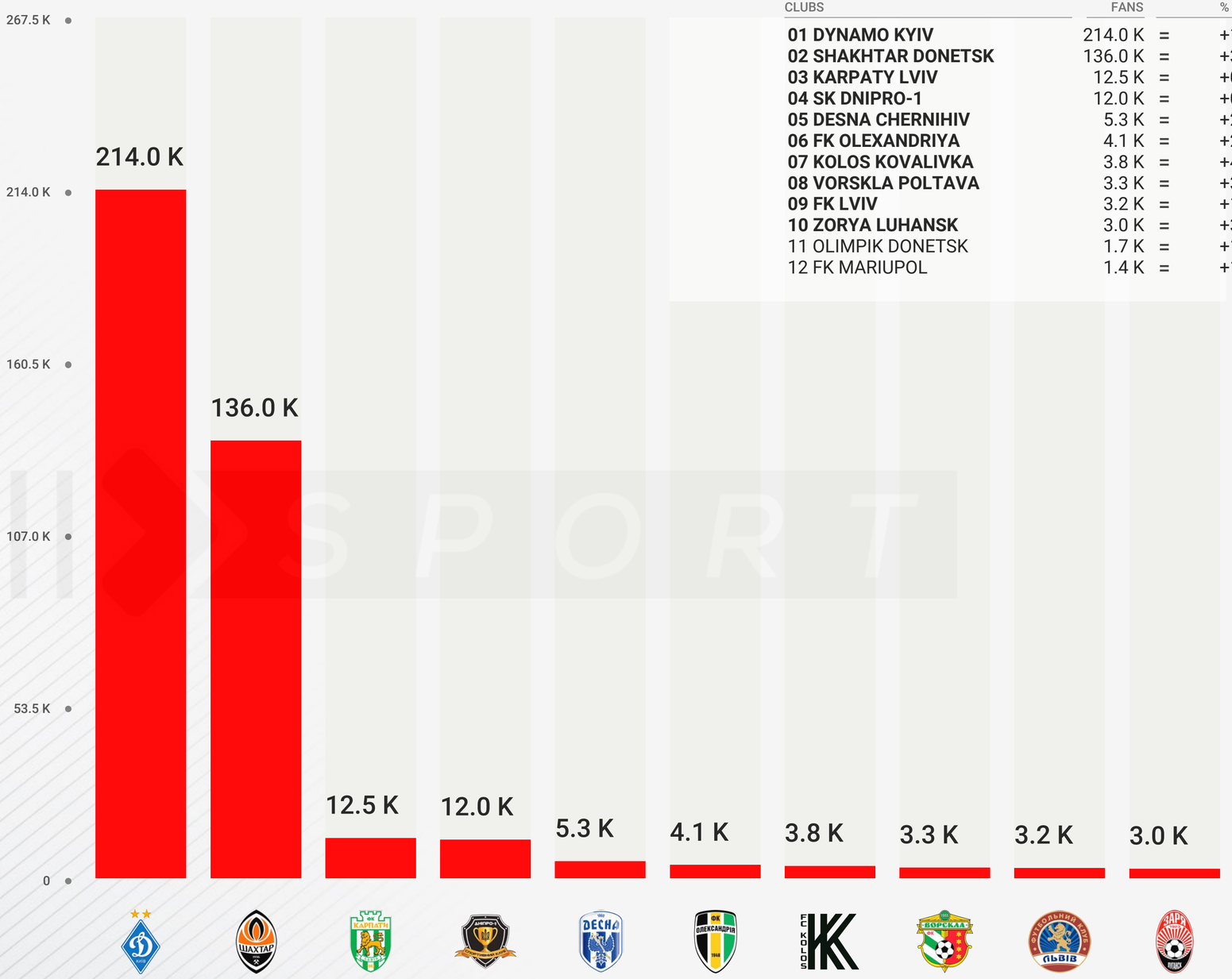
UKRAINE YouTube

TOTAL FANBASE

400 K

Українська Прем'єр-Ліга

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



CLUBS	FANS		% VAR*
01 DYNAMO KYIV	214.0 K	=	+1.90
02 SHAKHTAR DONETSK	136.0 K	=	+3.82
03 KARPATY LVIV	12.5 K	=	+0.81
04 SK DNIPRO-1	12.0 K	=	+0.84
05 DESNA CHERNIHIV	5.3 K	=	+2.53
06 FK OLEXANDRIYA	4.1 K	=	+2.24
07 KOLOS KOVALIVKA	3.8 K	=	+4.95
08 VORSKLA POLTAVA	3.3 K	=	+3.47
09 FK LVIV	3.2 K	=	+1.58
10 ZORYA LUHANSK	3.0 K	=	+3.15
11 OLIMPIK DONETSK	1.7 K	=	+1.18
12 FK MARIUPOL	1.4 K	=	+1.48

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

UKRAINE Social

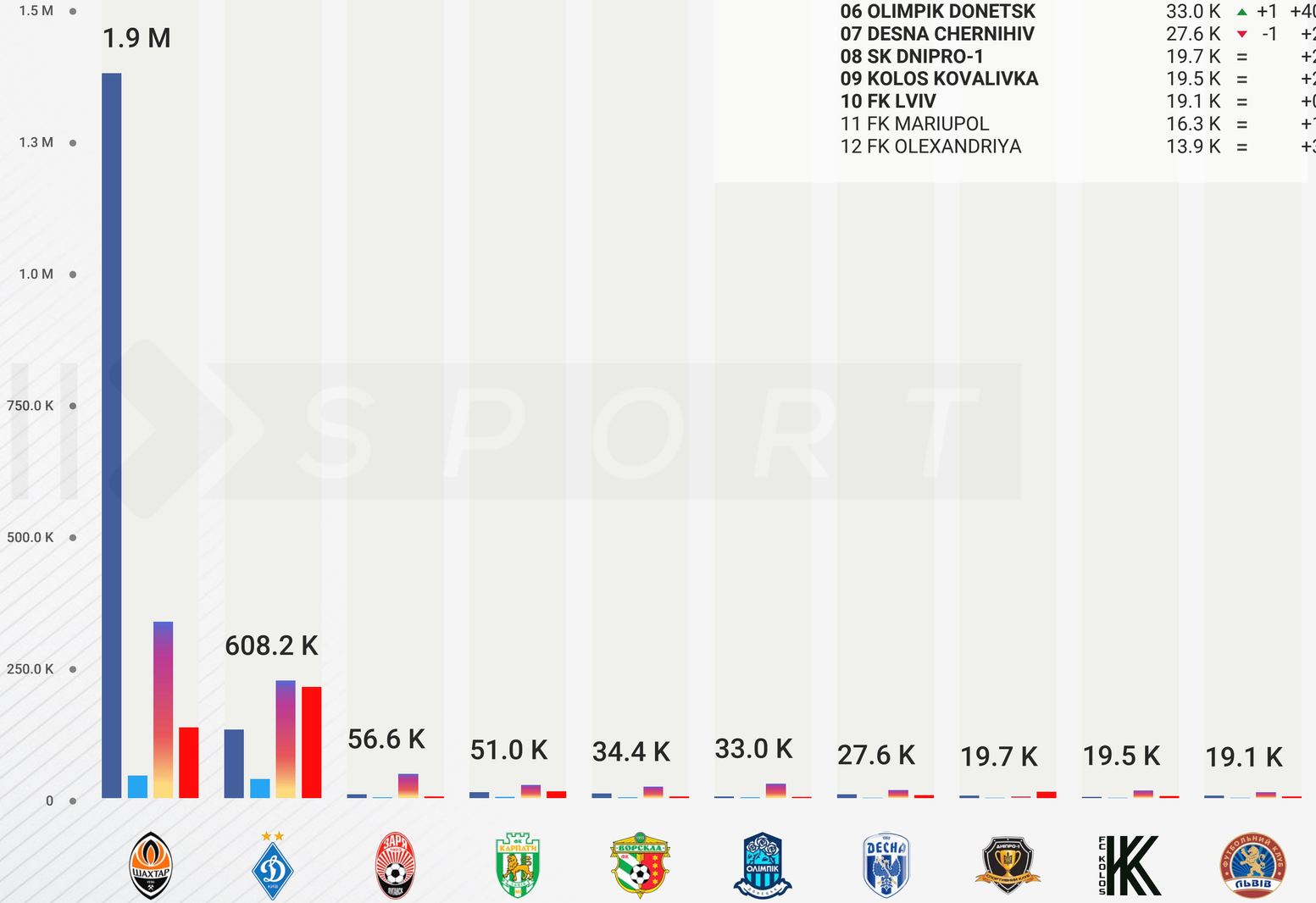
TOTAL FANBASE

2.8 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	1.9 M	=	+0.28
02 DYNAMO KYIV	608.2 K	=	+1.21
03 ZORYA LUHANSK	56.6 K	=	+1.40
04 KARPATY LVIV	51.0 K	=	+0.59
05 VORSKLA POLTAVA	34.4 K	=	+11.46
06 OLIMPIK DONETSK	33.0 K	▲ +1	+40.03
07 DESNA CHERNIHIV	27.6 K	▼ -1	+2.10
08 SK DNIPRO-1	19.7 K	=	+2.49
09 KOLOS KOVALIVKA	19.5 K	=	+2.80
10 FK LVIV	19.1 K	=	+0.84
11 FK MARIUPOL	16.3 K	=	+1.84
12 FK OLEXANDRIYA	13.9 K	=	+3.97



***[from May 15, 2020 to June 16, 2020]**

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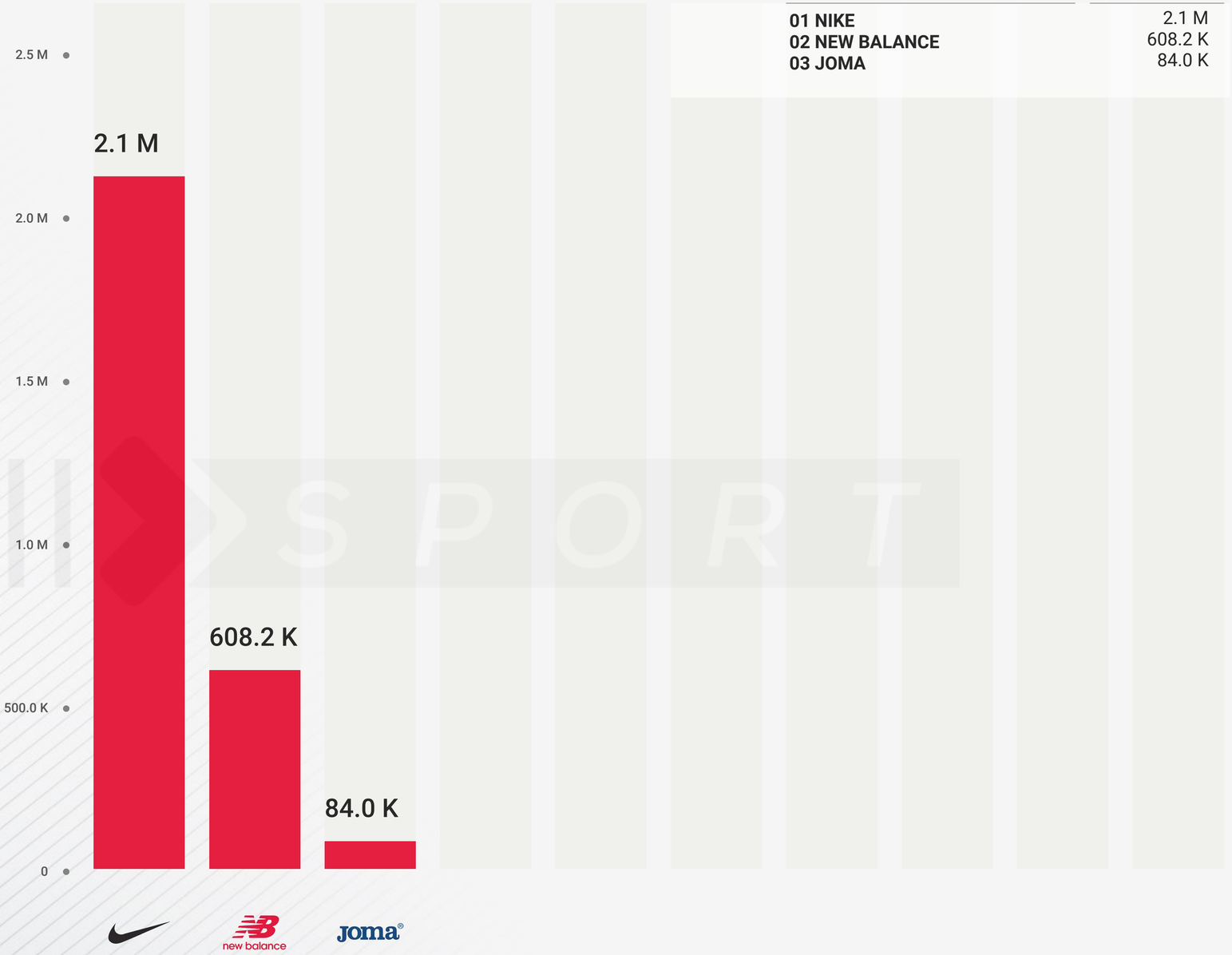
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UKRAINE Brands

TOTAL FANBASE

2.8 M

Українська Прем'єр-Ліга



CLUBS	FANS*
01 NIKE	2.1 M
02 NEW BALANCE	608.2 K
03 JOMA	84.0 K

Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 12 sponsored Ukrainian PL football clubs.

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UKRAINE Brands

CLUBS
12

Sport Brands
3



Sport Brands on jersey coverage in relation to the 12 sponsored **Ukrainian PL** football clubs.

*[from May 15, 2020 to June 16, 2020]

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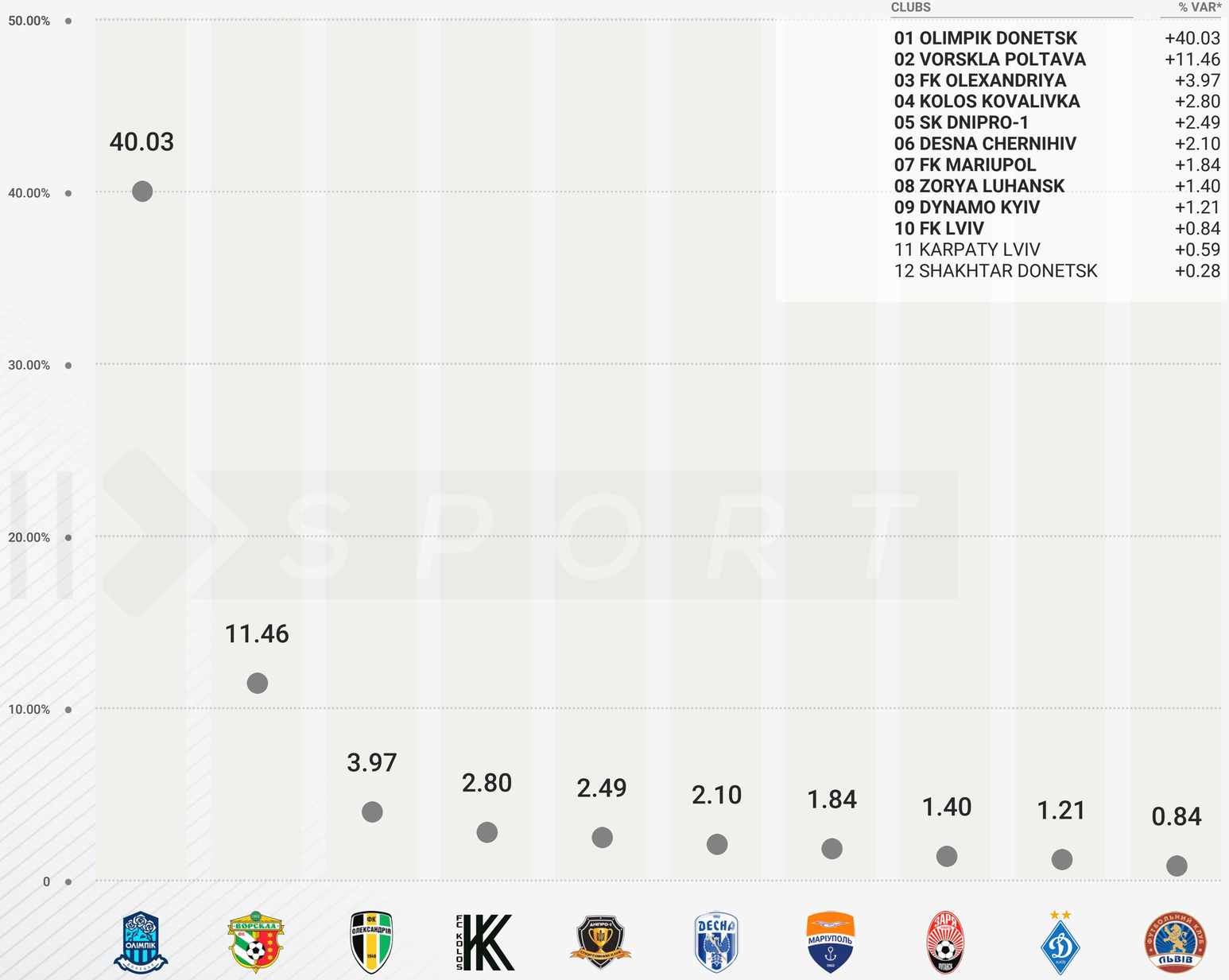
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IQUII SPORT

UKRAINE Grown Up

Українська Прем'єр-Ліга

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



CLUBS	% VAR*
01 OLIMPIK DONETSK	**+40.03**
02 VORSKLA POLTAVA	**+11.46**
03 FK OLEXANDRIYA	**+3.97**
04 KOLOS KOVALIVKA	**+2.80**
05 SK DNIPRO-1	**+2.49**
06 DESNA CHERNIHIV	**+2.10**
07 FK MARIUPOL	**+1.84**
08 ZORYA LUHANSK	**+1.40**
09 DYNAMO KYIV	**+1.21**
10 FK LVIV	**+0.84**
11 KARPATY LVIV	+0.59
12 SHAKHTAR DONETSK	+0.28

***[from May 15, 2020 to June 16, 2020]**

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

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EUROPE SnapShot / Official Apps*



6

COUNTRIES

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

116

CLUBS

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

86

iOS

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

86

ANDROID

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

*From May 15, 2020 to June 16, 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

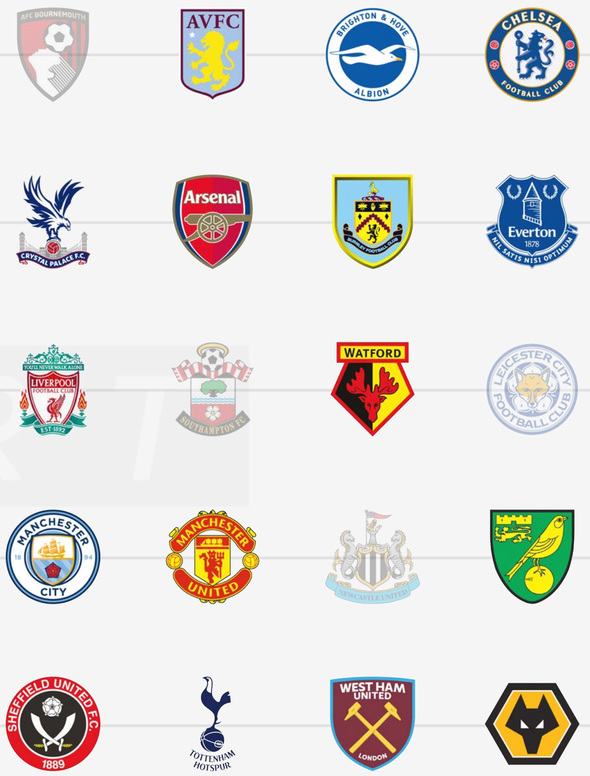
Overview of the Official Apps of the football clubs playing in **Premier League.**

IOS



16

ANDROID



16

CLUBS

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

LIGUE 1

CLUBS

20

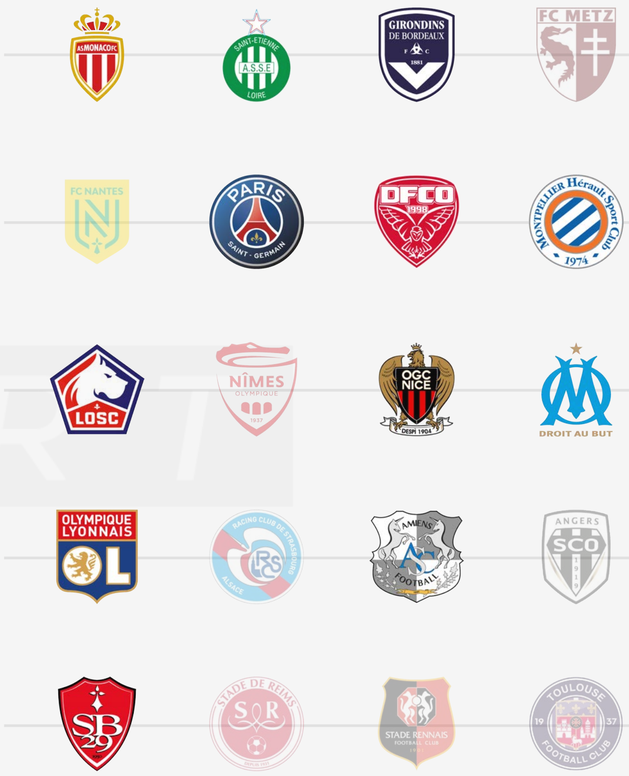
Overview of the Official Apps of the football clubs playing in **Ligue 1.**

IOS



13

ANDROID



12

CLUBS

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

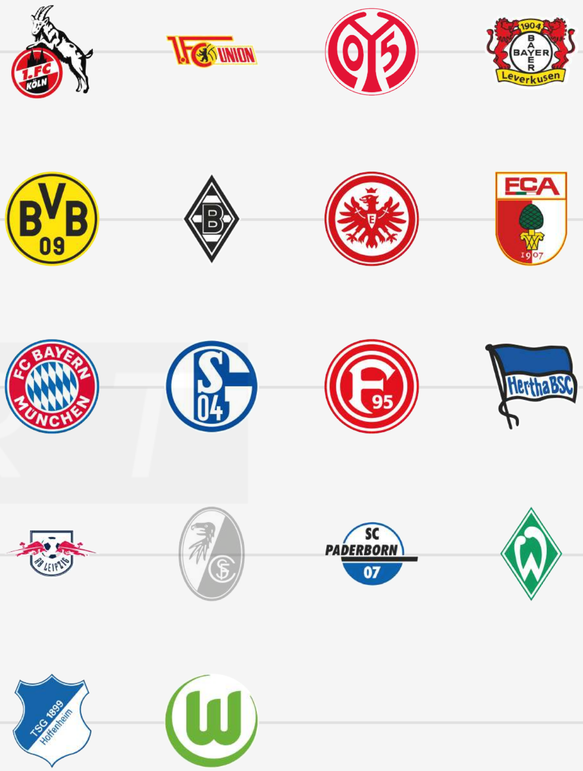
1.BUNDESLIGA

CLUBS

18

BUNDESLIGA

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

IOS	ANDROID
	
18	17

CLUBS

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

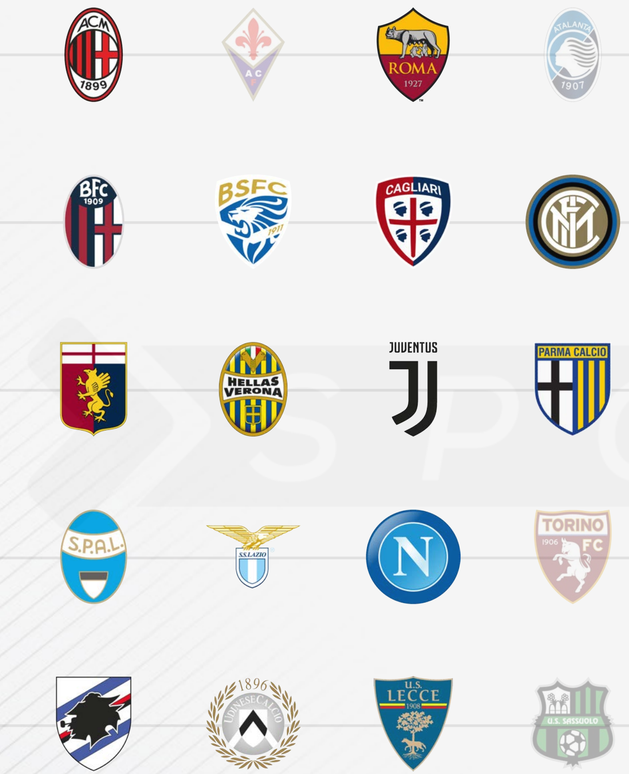
SERIE A

CLUBS

20

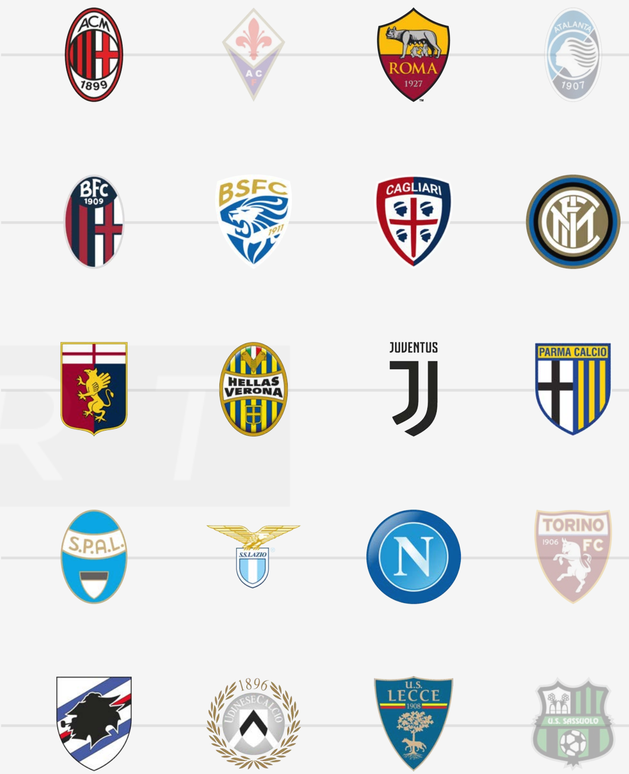
Overview of the Official Apps of the football clubs playing in **Serie A.**

IOS



16 CLUBS

ANDROID



16

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

PRIMEIRA LIGA

CLUBS
18

LIGA NOS

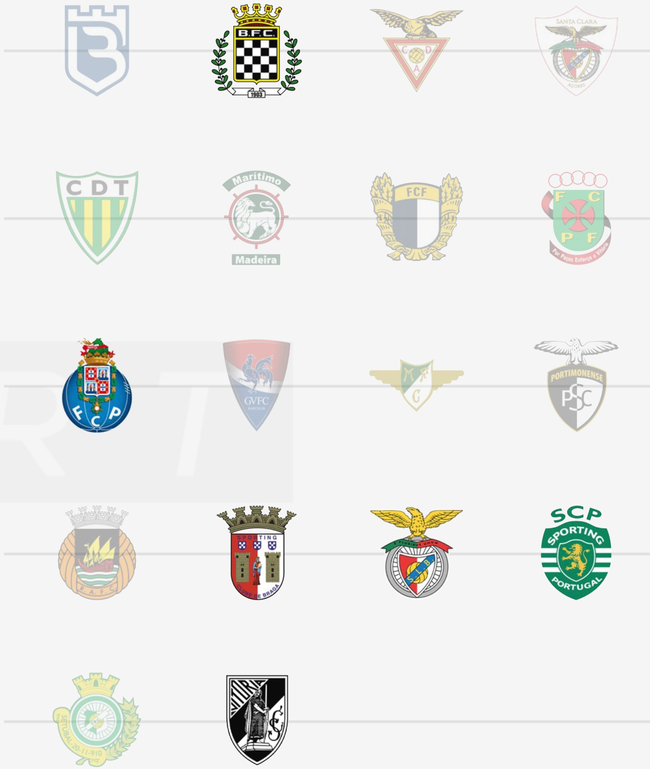
Overview of the Official Apps of the football clubs playing in **Primeira Liga.**

IOS



6

ANDROID



6

CLUBS

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

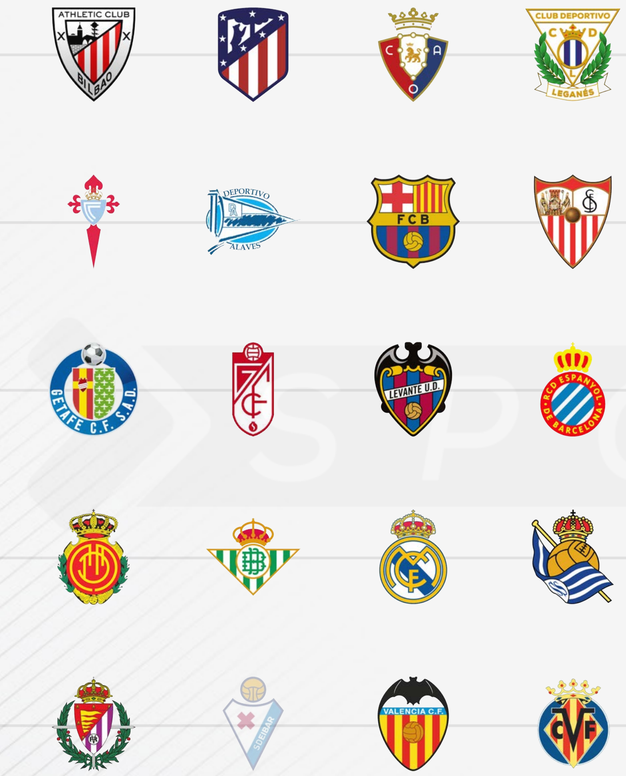
LALIGA

CLUBS

20

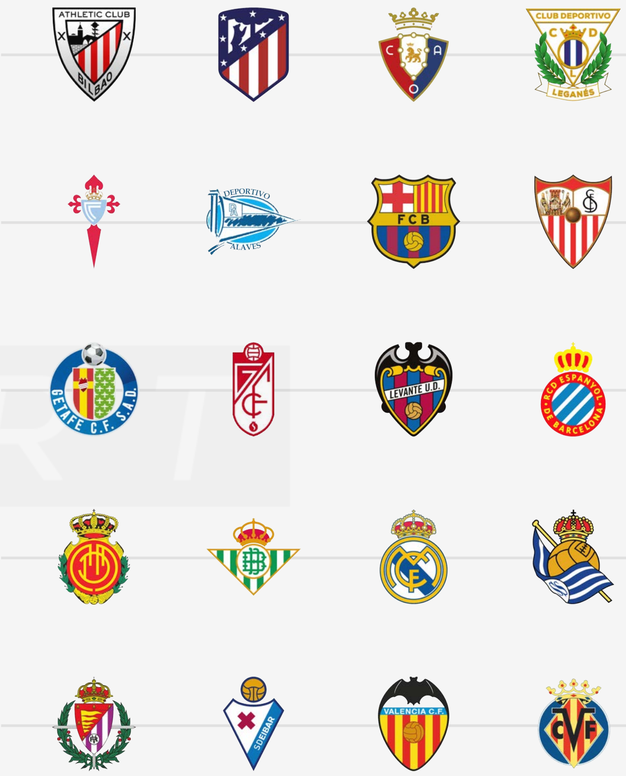
Overview of the Official Apps of the football clubs playing in **LaLiga.**

IOS



19

ANDROID



20

CLUBS

*[from May 15, 2020 to June 16, 2020]

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Countries included in the leagues' analysis



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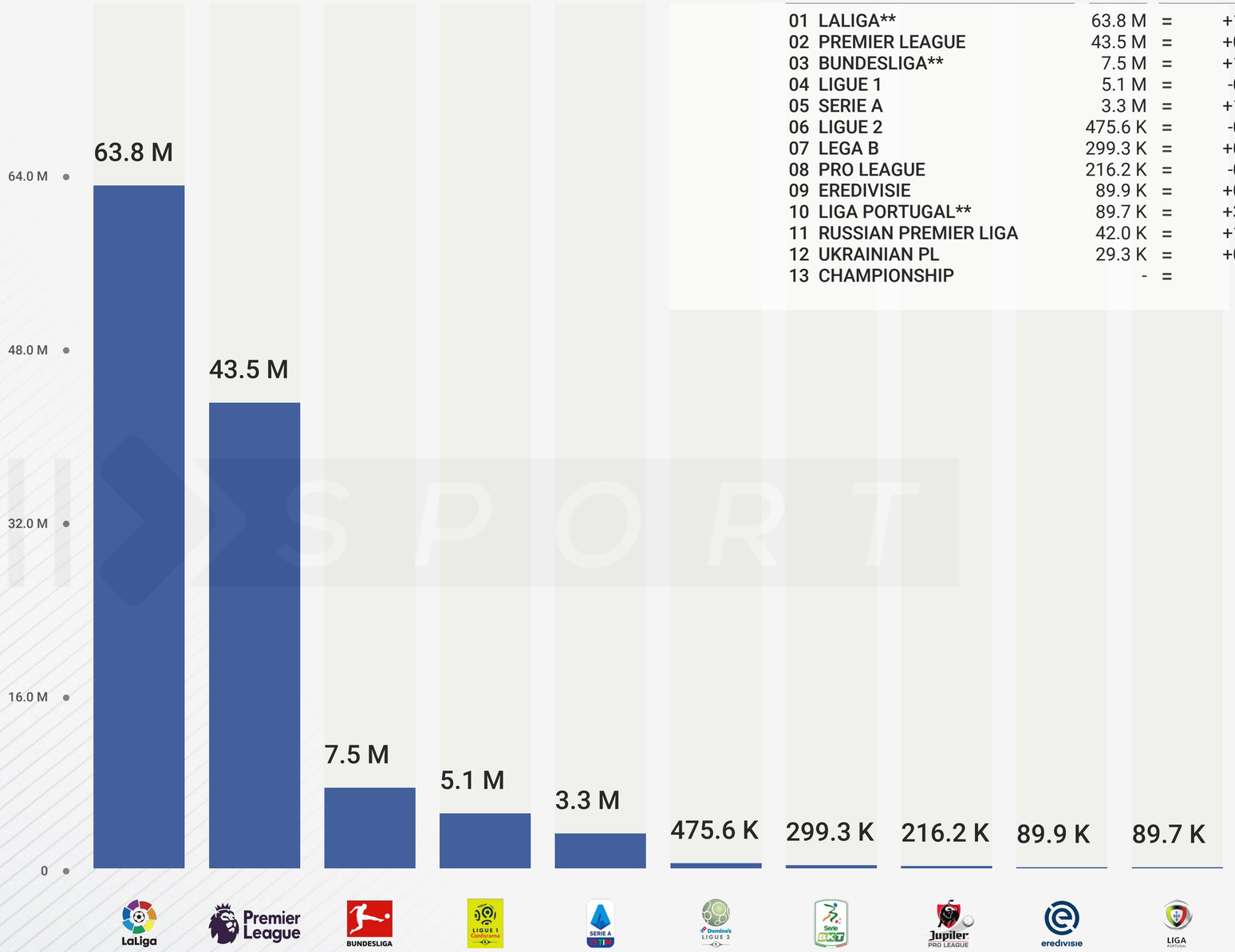
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LEAGUES Facebook

TOTAL FANBASE

124.4 M

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



LEAGUES	FANS		% VAR*
01 LALIGA**	63.8 M	=	+1.15
02 PREMIER LEAGUE	43.5 M	=	+0.05
03 BUNDESLIGA**	7.5 M	=	+1.24
04 LIGUE 1	5.1 M	=	-0.48
05 SERIE A	3.3 M	=	+1.02
06 LIGUE 2	475.6 K	=	-0.13
07 LEGA B	299.3 K	=	+0.04
08 PRO LEAGUE	216.2 K	=	-0.08
09 EREDIVISIE	89.9 K	=	+0.22
10 LIGA PORTUGAL**	89.7 K	=	+3.04
11 RUSSIAN PREMIER LIGA	42.0 K	=	+1.23
12 UKRAINIAN PL	29.3 K	=	+0.33
13 CHAMPIONSHIP	-	=	-

LAST UPDATE JUN 2020

***[from May 15, 2020 to June 16, 2020]**

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

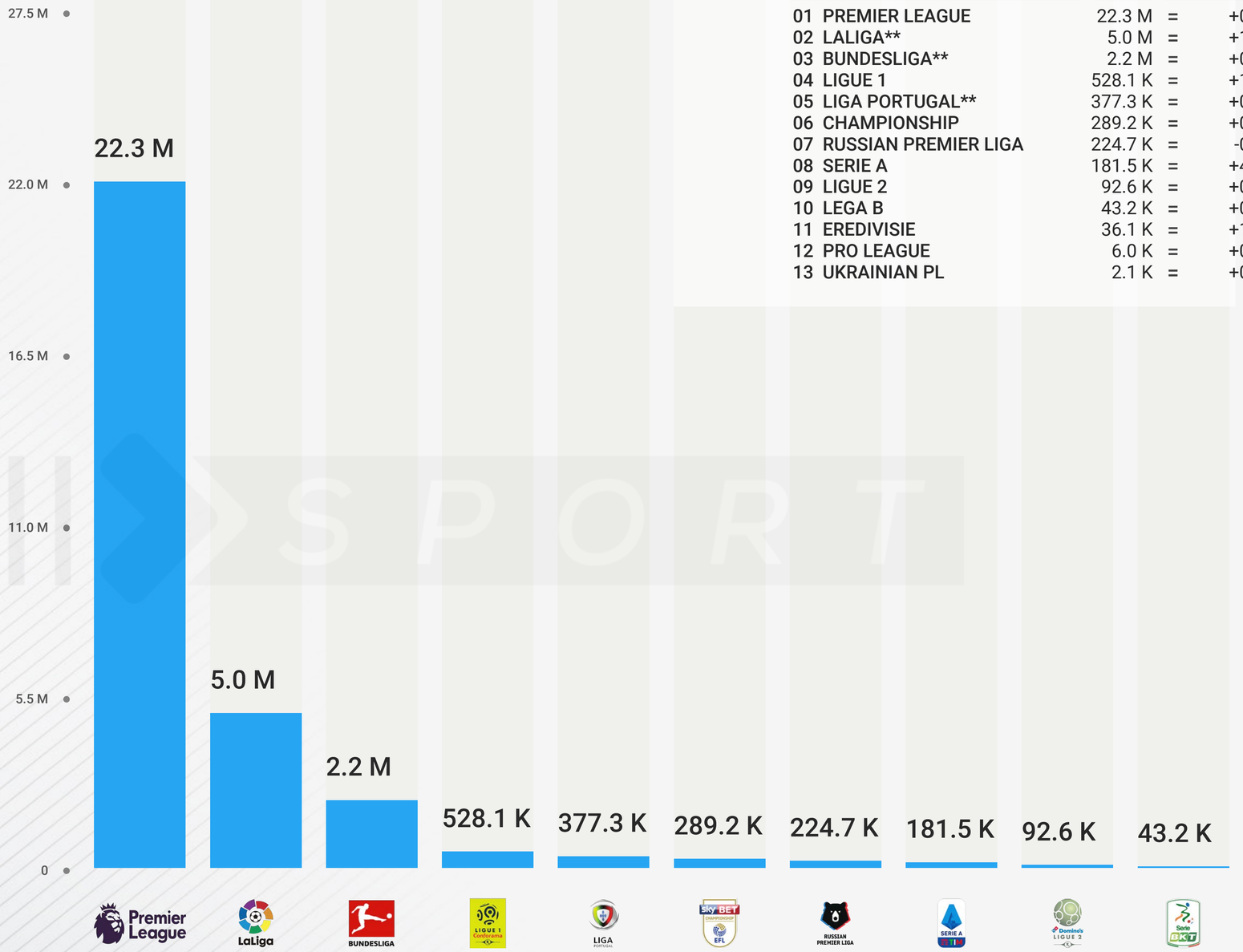
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LEAGUES Twitter

TOTAL FANBASE

31.3 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	22.3 M	=	+0.75
02 LALIGA**	5.0 M	=	+1.03
03 BUNDESLIGA**	2.2 M	=	+0.35
04 LIGUE 1	528.1 K	=	+1.25
05 LIGA PORTUGAL**	377.3 K	=	+0.29
06 CHAMPIONSHIP	289.2 K	=	+0.44
07 RUSSIAN PREMIER LIGA	224.7 K	=	-0.03
08 SERIE A	181.5 K	=	+4.26
09 LIGUE 2	92.6 K	=	+0.94
10 LEGA B	43.2 K	=	+0.39
11 EREDIVISIE	36.1 K	=	+1.23
12 PRO LEAGUE	6.0 K	=	+0.87
13 UKRAINIAN PL	2.1 K	=	+0.88

LAST UPDATE JUN 2020

***[from May 15, 2020 to June 16, 2020]**

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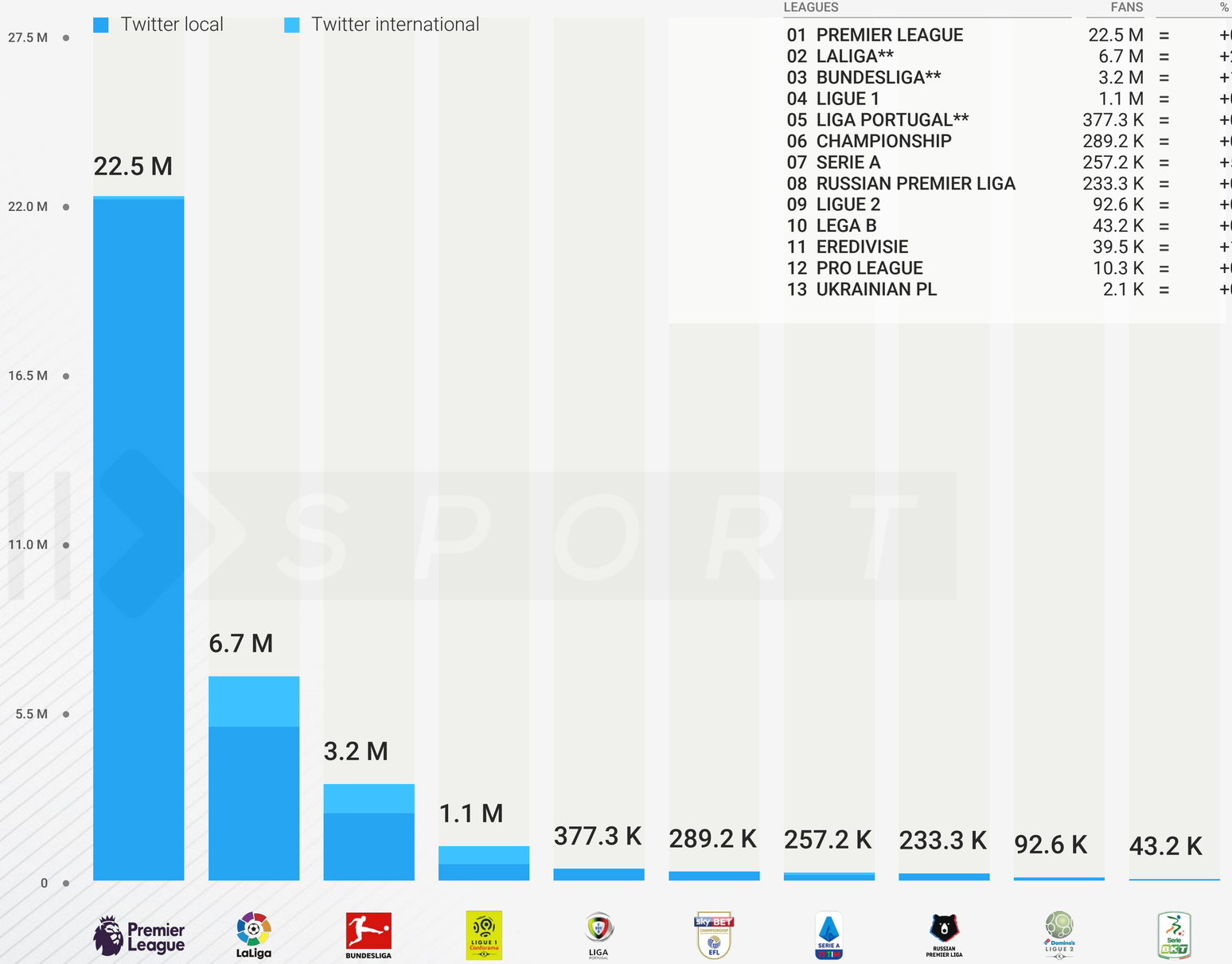
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LEAGUES Twitter global

TOTAL FANBASE

34.8 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	22.5 M	=	+0.74
02 LALIGA**	6.7 M	=	+2.20
03 BUNDESLIGA**	3.2 M	=	+1.39
04 LIGUE 1	1.1 M	=	+0.96
05 LIGA PORTUGAL**	377.3 K	=	+0.29
06 CHAMPIONSHIP	289.2 K	=	+0.44
07 SERIE A	257.2 K	=	+5.22
08 RUSSIAN PREMIER LIGA	233.3 K	=	+0.05
09 LIGUE 2	92.6 K	=	+0.94
10 LEGA B	43.2 K	=	+0.39
11 EREDIVISIE	39.5 K	=	+1.26
12 PRO LEAGUE	10.3 K	=	+0.57
13 UKRAINIAN PL	2.1 K	=	+0.88

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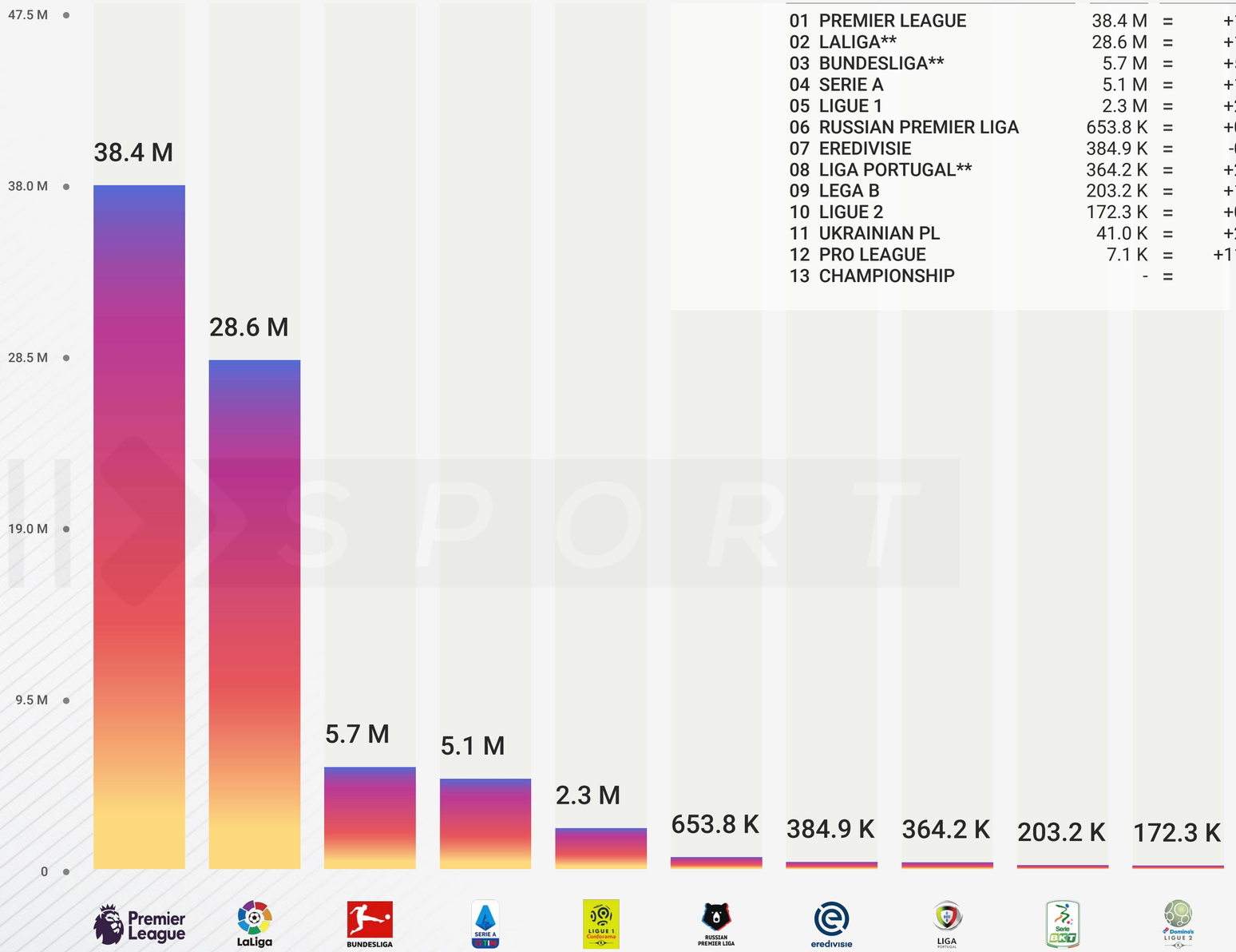
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LEAGUES Instagram

TOTAL FANBASE

81.9 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	38.4 M	=	+1.09
02 LALIGA**	28.6 M	=	+1.47
03 BUNDESLIGA**	5.7 M	=	+5.04
04 SERIE A	5.1 M	=	+1.76
05 LIGUE 1	2.3 M	=	+2.66
06 RUSSIAN PREMIER LIGA	653.8 K	=	+0.33
07 EREDIVISIE	384.9 K	=	-0.12
08 LIGA PORTUGAL**	364.2 K	=	+2.26
09 LEGA B	203.2 K	=	+1.92
10 LIGUE 2	172.3 K	=	+0.73
11 UKRAINIAN PL	41.0 K	=	+2.25
12 PRO LEAGUE	7.1 K	=	+11.03
13 CHAMPIONSHIP	-	=	-

[from May 15, 2020 to June 16, 2020]

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

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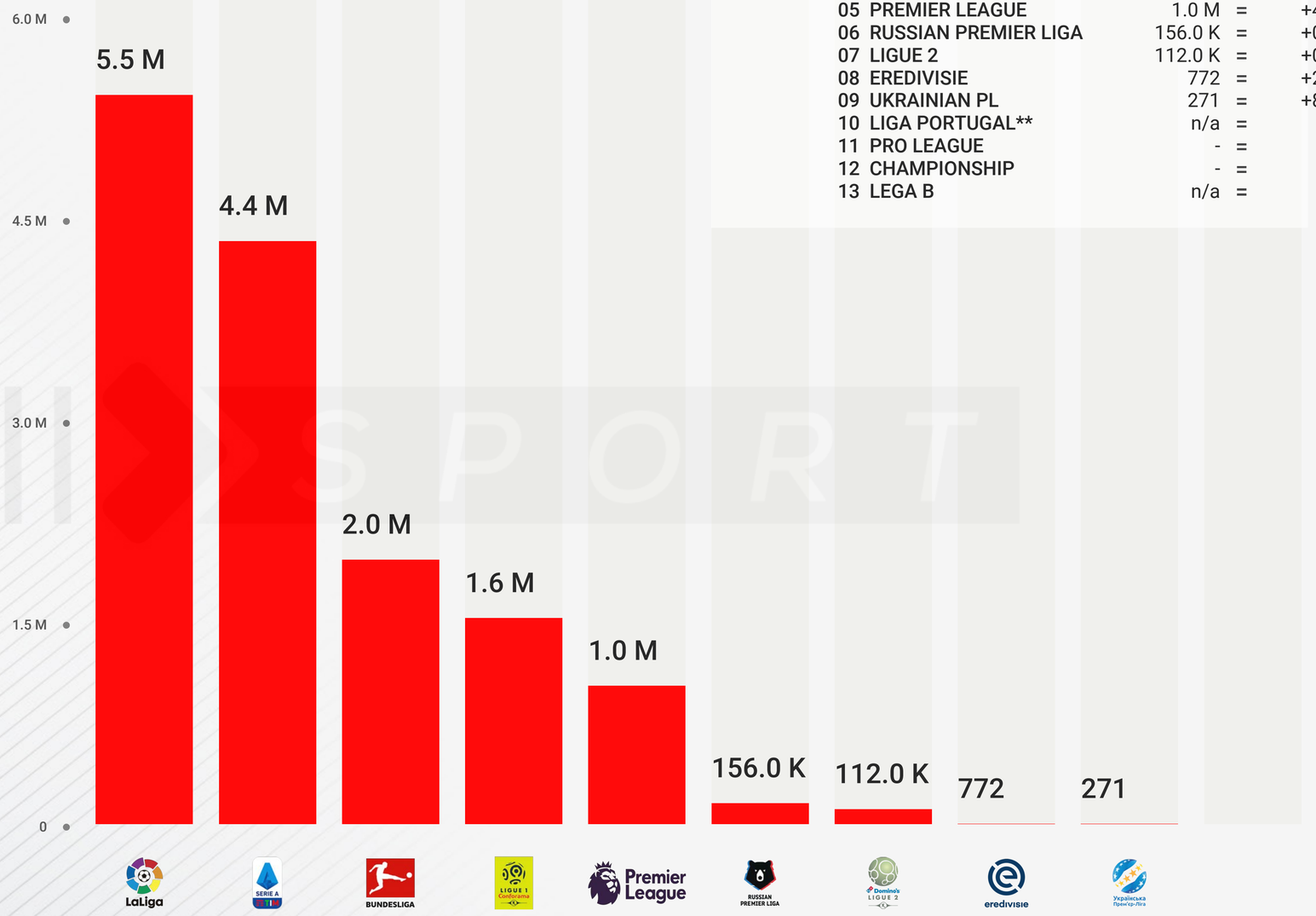
LAST UPDATE JUN 2020

LEAGUES YouTube

TOTAL FANBASE

14.7 M

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



LEAGUES	FANS		% VAR*
01 LALIGA**	5.5 M	=	+1.29
02 SERIE A	4.4 M	=	+1.62
03 BUNDESLIGA**	2.0 M	=	+5.29
04 LIGUE 1	1.6 M	=	+0.00
05 PREMIER LEAGUE	1.0 M	=	+4.00
06 RUSSIAN PREMIER LIGA	156.0 K	=	+0.00
07 LIGUE 2	112.0 K	=	+0.00
08 EREDIVISIE	772	=	+2.12
09 UKRAINIAN PL	271	=	+8.84
10 LIGA PORTUGAL**	n/a	=	n/a
11 PRO LEAGUE	-	=	-
12 CHAMPIONSHIP	-	=	-
13 LEGA B	n/a	=	n/a

***[from May 15, 2020 to June 16, 2020]**

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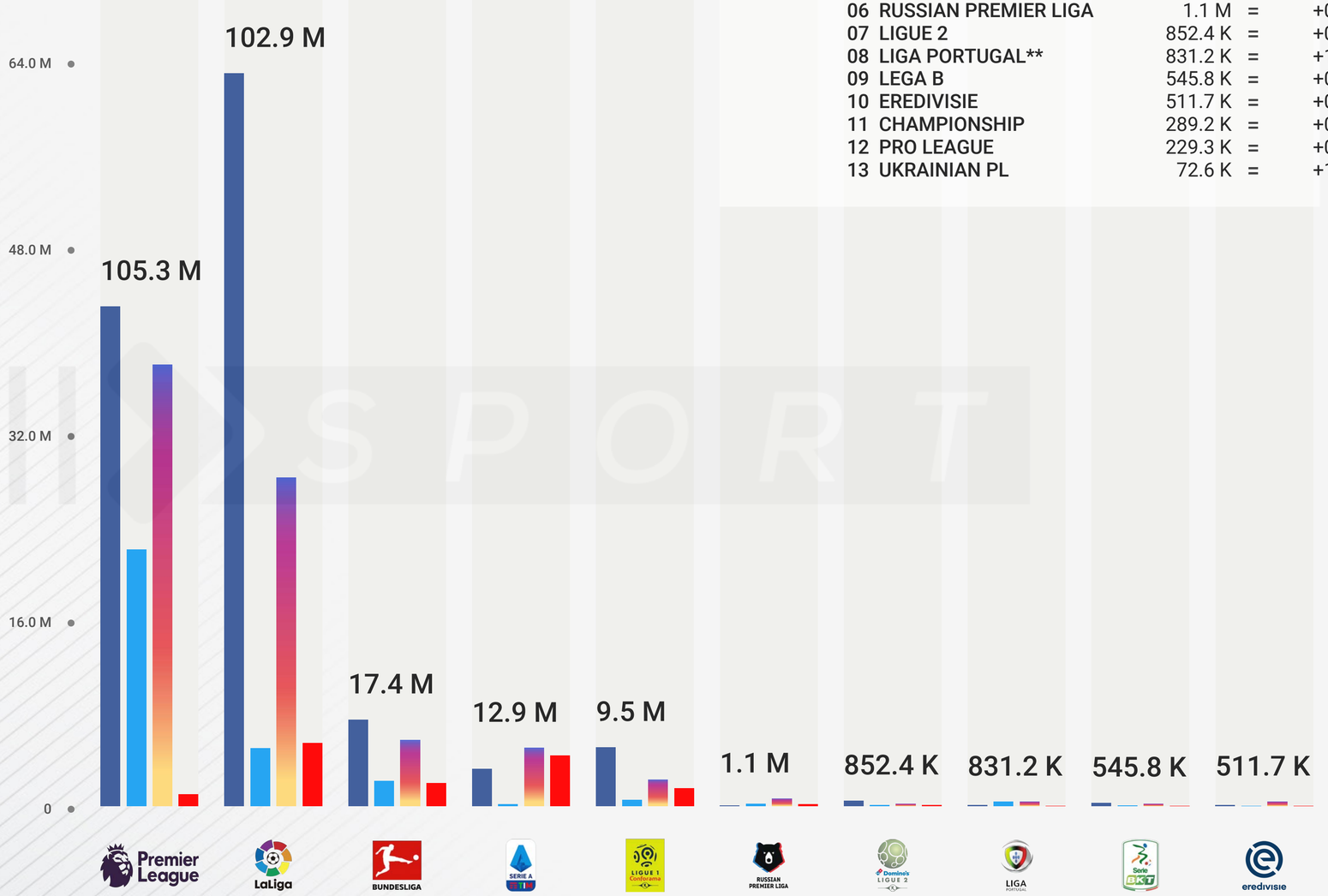
LAST UPDATE JUN 2020

LEAGUES Social

TOTAL FANBASE

252.4 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	105.3 M	=	+0.61
02 LALIGA**	102.9 M	=	+1.24
03 BUNDESLIGA**	17.4 M	=	+2.80
04 SERIE A	12.9 M	=	+1.56
05 LIGUE 1	9.5 M	=	+0.43
06 RUSSIAN PREMIER LIGA	1.1 M	=	+0.24
07 LIGUE 2	852.4 K	=	+0.17
08 LIGA PORTUGAL**	831.2 K	=	+1.44
09 LEGA B	545.8 K	=	+0.76
10 EREDIVISIE	511.7 K	=	+0.04
11 CHAMPIONSHIP	289.2 K	=	+0.44
12 PRO LEAGUE	229.3 K	=	+0.26
13 UKRAINIAN PL	72.6 K	=	+1.45

LAST UPDATE JUN 2020

***[from May 15, 2020 to June 16, 2020]**

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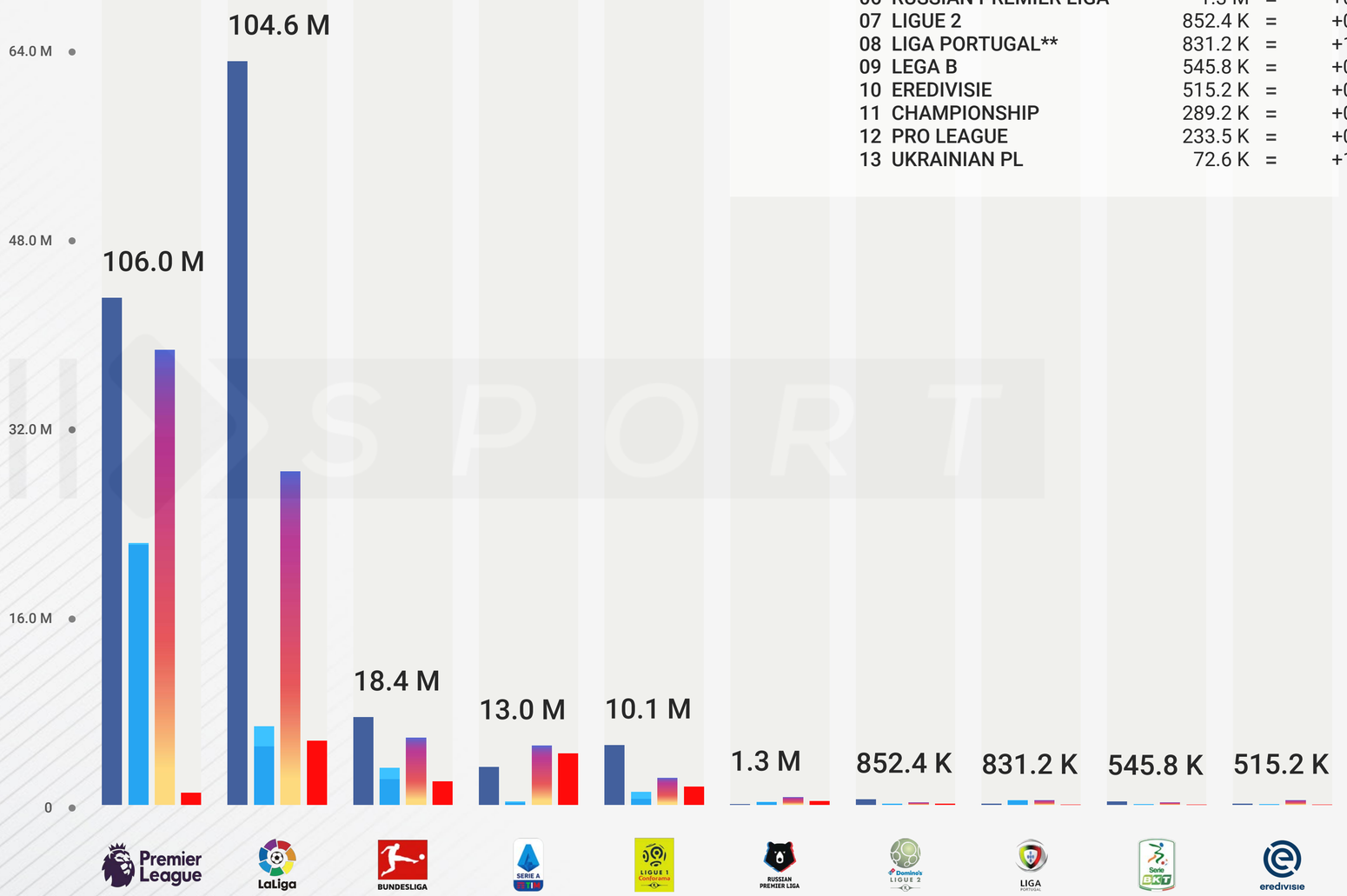
LEAGUES Social

(Twitter global)

TOTAL FANBASE

256.6 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	106.0 M	=	+0.62
02 LALIGA**	104.6 M	=	+1.31
03 BUNDESLIGA**	18.4 M	=	+2.85
04 SERIE A	13.0 M	=	+1.59
05 LIGUE 1	10.1 M	=	+0.45
06 RUSSIAN PREMIER LIGA	1.3 M	=	+0.95
07 LIGUE 2	852.4 K	=	+0.17
08 LIGA PORTUGAL**	831.2 K	=	+1.44
09 LEGA B	545.8 K	=	+0.76
10 EREDIVISIE	515.2 K	=	+0.05
11 CHAMPIONSHIP	289.2 K	=	+0.44
12 PRO LEAGUE	233.5 K	=	+0.25
13 UKRAINIAN PL	72.6 K	=	+1.45

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***[from May 15, 2020 to June 16, 2020]**

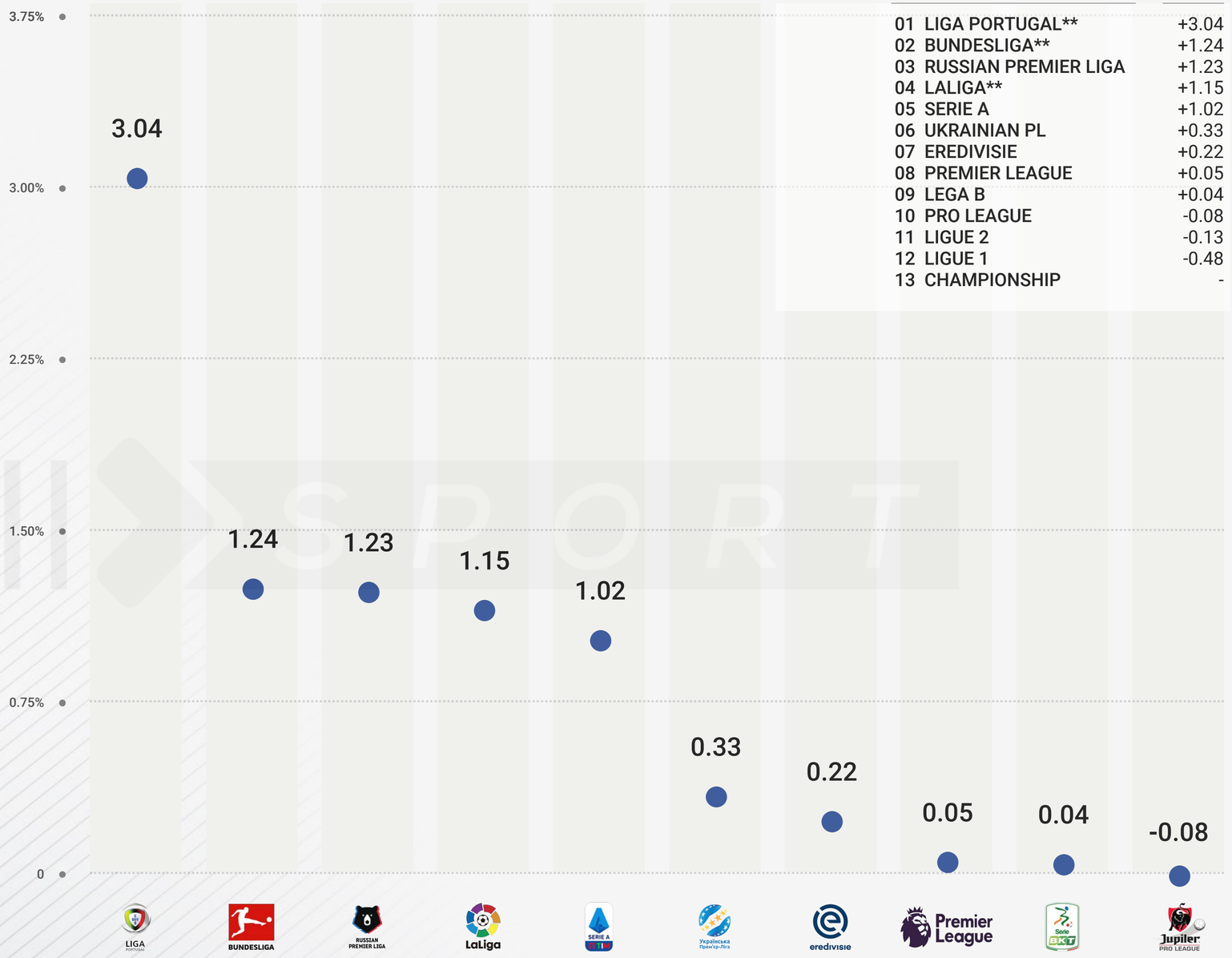
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LEAGUES Facebook



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



CLUBS		% VAR*
01	LIGA PORTUGAL**	+3.04
02	BUNDESLIGA**	+1.24
03	RUSSIAN PREMIER LIGA	+1.23
04	LALIGA**	+1.15
05	SERIE A	+1.02
06	UKRAINIAN PL	+0.33
07	EREDIVISIE	+0.22
08	PREMIER LEAGUE	+0.05
09	LEGA B	+0.04
10	PRO LEAGUE	-0.08
11	LIGUE 2	-0.13
12	LIGUE 1	-0.48
13	CHAMPIONSHIP	-

***[from May 15, 2020 to June 16, 2020]**

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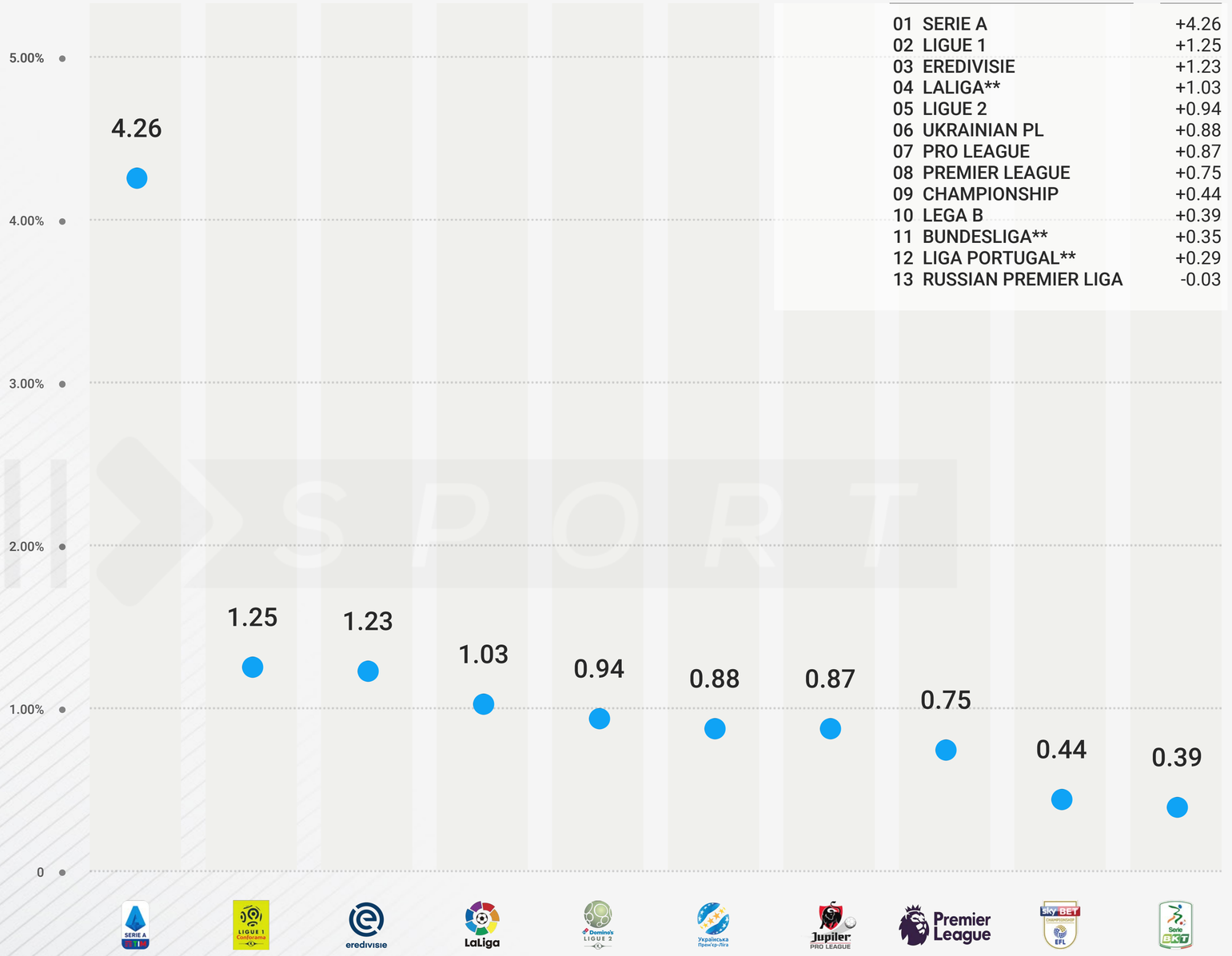
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LEAGUES Twitter



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



CLUBS	% VAR*
01 SERIE A	+4.26
02 LIGUE 1	+1.25
03 EREDIVISIE	+1.23
04 LALIGA**	+1.03
05 LIGUE 2	+0.94
06 UKRAINIAN PL	+0.88
07 PRO LEAGUE	+0.87
08 PREMIER LEAGUE	+0.75
09 CHAMPIONSHIP	+0.44
10 LEGA B	+0.39
11 BUNDESLIGA**	+0.35
12 LIGA PORTUGAL**	+0.29
13 RUSSIAN PREMIER LIGA	-0.03

[from May 15, 2020 to June 16, 2020]

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

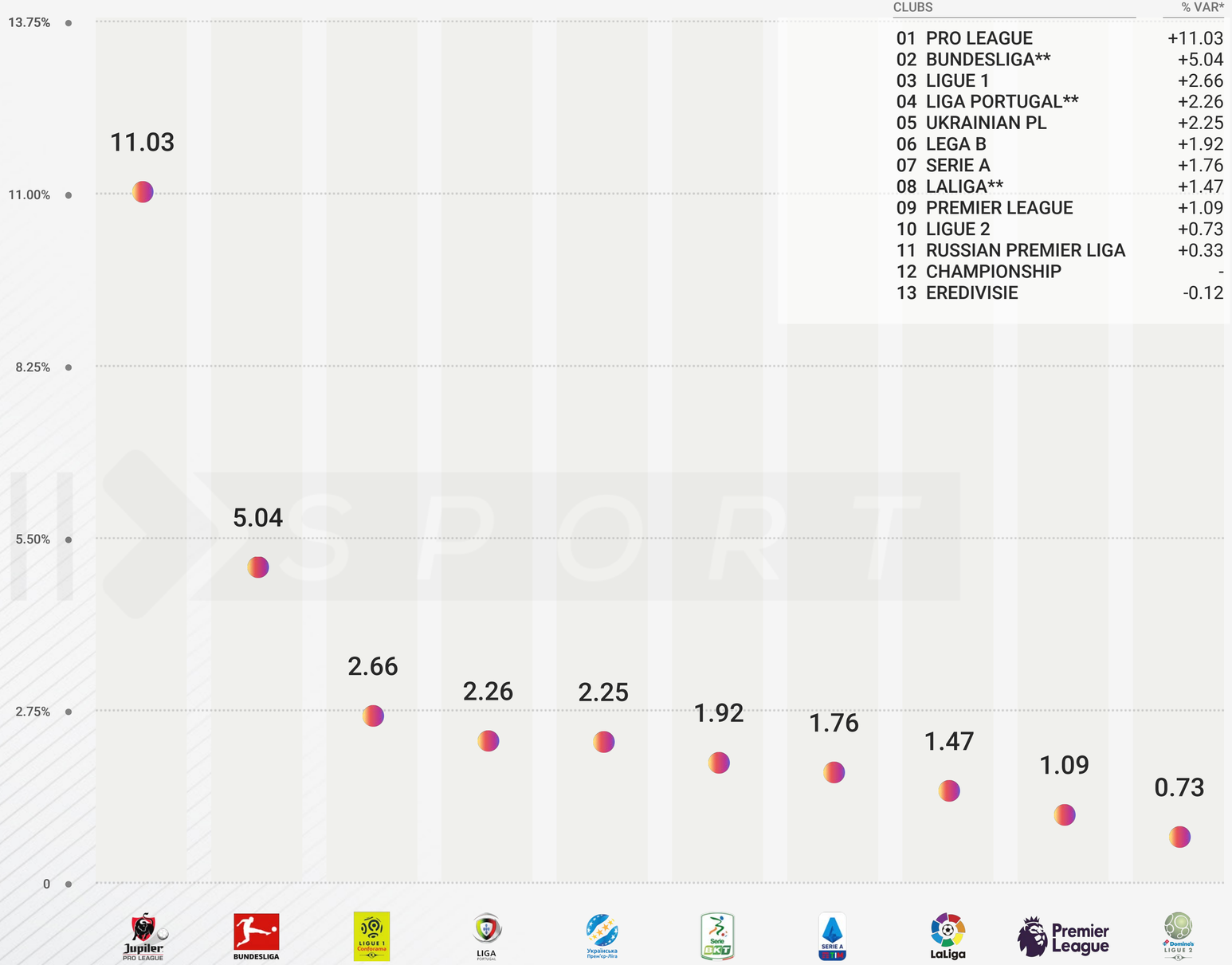
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LAST UPDATE JUN 2020

LEAGUES Instagram



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



CLUBS	% VAR*
01 PRO LEAGUE	+11.03
02 BUNDESLIGA**	+5.04
03 LIGUE 1	+2.66
04 LIGA PORTUGAL**	+2.26
05 UKRAINIAN PL	+2.25
06 LEGA B	+1.92
07 SERIE A	+1.76
08 LALIGA**	+1.47
09 PREMIER LEAGUE	+1.09
10 LIGUE 2	+0.73
11 RUSSIAN PREMIER LIGA	+0.33
12 CHAMPIONSHIP	-
13 EREDIVISIE	-0.12

***[from May 15, 2020 to June 16, 2020]**

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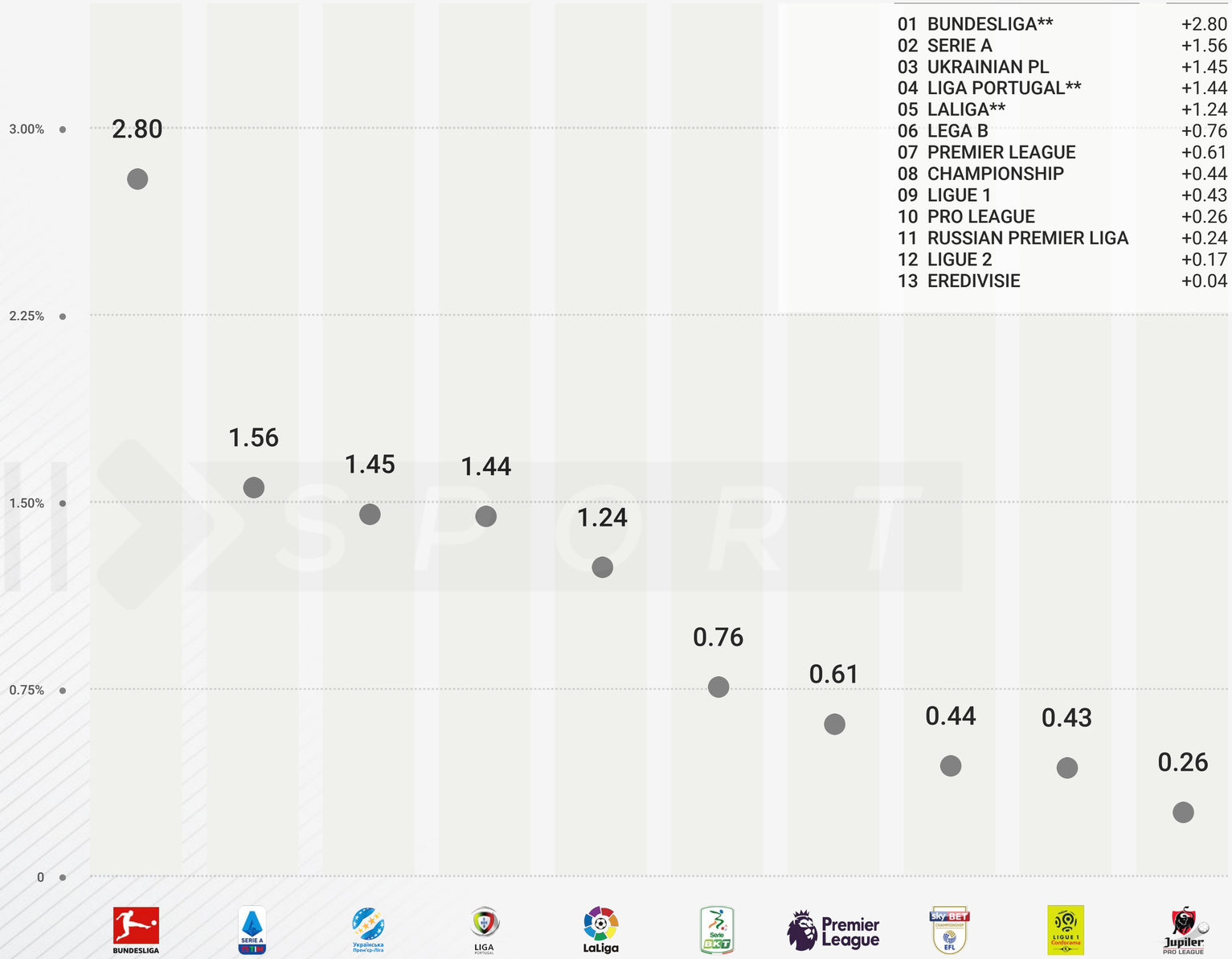
LAST UPDATE JUN 2020

LEAGUES Social

EUROPEAN TOP20

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

CLUBS	% VAR*
01 BUNDESLIGA**	+2.80
02 SERIE A	+1.56
03 UKRAINIAN PL	+1.45
04 LIGA PORTUGAL**	+1.44
05 LALIGA**	+1.24
06 LEGA B	+0.76
07 PREMIER LEAGUE	+0.61
08 CHAMPIONSHIP	+0.44
09 LIGUE 1	+0.43
10 PRO LEAGUE	+0.26
11 RUSSIAN PREMIER LIGA	+0.24
12 LIGUE 2	+0.17
13 EREDIVISIE	+0.04



*[from May 15, 2020 to June 16, 2020]

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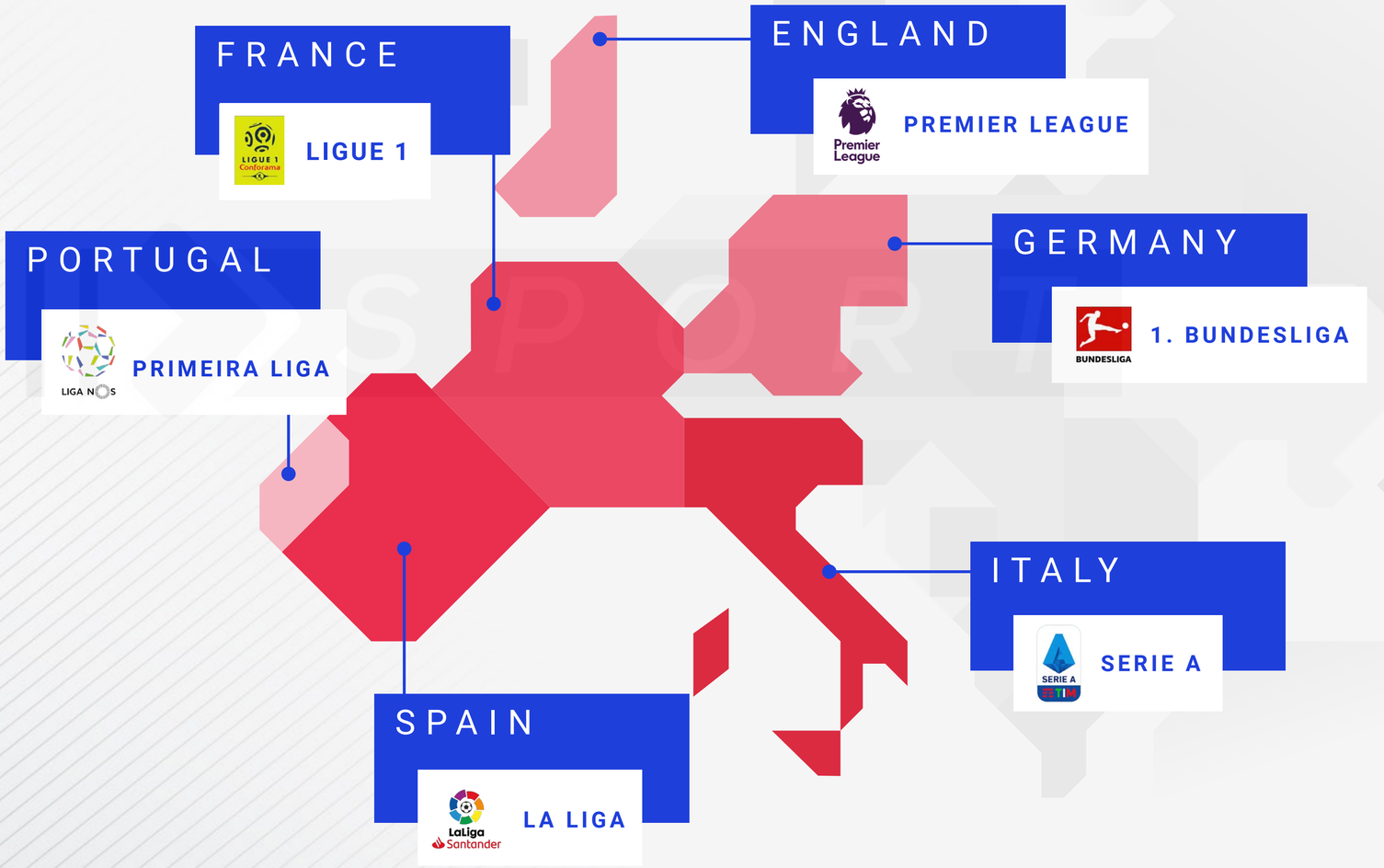
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LAST UPDATE JUN 2020

Countries included in the players' analysis

EUROPE

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



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Overview about the **TOP 20** players



EUROPEAN TOP20

EUROPE

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IQUII SPORT

PLAYERS Facebook



Ranking of the **TOP 20** most followed **Football Players** on Facebook, playing in Europe (first divisions in England, France, Germany, Italy, Spain and Portugal).

***[from May 15, 2020 to June 16, 2020]**

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •		% VAR*
01		CRISTIANO RONALDO	122.5 M	=	+0.01
02		LIONEL MESSI	90.1 M	=	-0.09
03		NEYMAR	59.5 M	=	-0.28
04		JAMES RODRÍGUEZ	31.7 M	=	-0.34
05		MESUT ÖZIL	30.9 M	=	-0.20
06		GARETH BALE	27.8 M	=	-0.17
07		ZLATAN IBRAHIMOVIC	26.1 M	=	-0.23
08		WAYNE ROONEY	24.3 M	=	-0.28
09		DAVID LUIZ	24.2 M	=	-0.33
10		SERGIO RAMOS	23.2 M	=	-0.17
11		KARIM BENZEMA	22.7 M	=	+0.37
12		MARCELO	19.7 M	=	-0.08
13		GERARD PIQUÉ	18.3 M	=	-0.31
14		LUIS SUÁREZ	18.2 M	=	-0.31
15		MARCO REUS	12.7 M	=	-0.31
16		MOHAMED SALAH	12.5 M	=	+0.39
17		TONI KROOS	12.3 M	=	-0.17
18		SERGIO AGÜERO	10.9 M	=	-0.10
19		PEPE	10.5 M	=	-0.36
20		EDEN HAZARD	10.0 M	=	+0.16

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IQUII SPORT

PLAYERS Twitter



Ranking of the **TOP 20** most followed **Football Players** on Twitter, playing in Europe (first divisions in England, France, Germany, Italy, Spain and Portugal).

***[from May 15, 2020 to June 16, 2020]**

RK	CLUBS	PLAYERS	0 • 29.0 M • 58.0 M • 87.0 M		% VAR*
01		CRISTIANO RONALDO	85.6 M	=	+1.05
02		NEYMAR	47.6 M	=	+1.15
03		MESUT ÖZIL	24.9 M	=	-0.05
04		GERARD PIQUÉ	19.7 M	=	-0.13
05		JAMES RODRÍGUEZ	18.6 M	=	+0.02
06		GARETH BALE	18.3 M	=	+0.06
07		SERGIO RAMOS	17.2 M	▲ +1	+0.31
08		WAYNE ROONEY	17.1 M	▼ -1	-0.24
09		LUIS SUÁREZ	16.1 M	=	+0.08
10		SERGIO AGÜERO	13.5 M	=	+0.44
11		DAVID DE GEA	12.7 M	=	+0.04
12		MOHAMED SALAH	12.4 M	=	+2.41
13		MARCELO	11.9 M	=	+0.07
14		KARIM BENZEMA	11.0 M	=	+0.86
15		CESC FÀBREGAS	10.0 M	=	-0.15
16		DAVID LUIZ	8.8 M	=	-0.29
17		TONI KROOS	8.2 M	=	+0.44
18		JUAN MATA	7.9 M	=	-0.14
19		PAUL POGBA	7.4 M	=	-0.07
20		ANTOINE GRIEZMANN	6.9 M	=	+0.59

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IQUII SPORT

PLAYERS Instagram



Ranking of the **TOP 20** most followed **Football Players** on Instagram, playing in Europe (first divisions in England, France, Germany, Italy, Spain and Portugal).

***[from May 15, 2020 to June 16, 2020]**

RK	CLUBS	PLAYERS	0 • 75.0 M • 150.0 M • 225.0 M •		% VAR*
01	JUVENTUS	CRISTIANO RONALDO	225.2 M	=	+2.99
02	FC BARCELONA	LIONEL MESSI	155.8 M	=	+3.16
03	PARIS SAINT-GERMAIN	NEYMAR	139.2 M	=	+0.31
04	REAL MADRID	JAMES RODRÍGUEZ	45.7 M	=	+0.37
05	REAL MADRID	MARCELO	44.8 M	=	+0.78
06	REAL MADRID	GARETH BALE	43.3 M	=	+0.29
07	AC MILAN	ZLATAN IBRAHIMOVIC	43.3 M	=	+0.80
08	MANCHESTER UNITED	PAUL POGBA	41.1 M	=	+0.34
09	PARIS SAINT-GERMAIN	KYLIAN MBAPPÉ	41.0 M	=	+1.24
10	REAL MADRID	SERGIO RAMOS	38.9 M	=	+1.60
11	LIVERPOOL	MOHAMED SALAH	38.9 M	=	+1.79
12	JUVENTUS	PAULO DYBALA	38.7 M	=	+1.76
13	FC BARCELONA	LUIS SUÁREZ	38.0 M	=	+0.43
14	REAL MADRID	KARIM BENZEMA	34.4 M	=	+1.28
15	FC BARCELONA	ANTOINE GRIEZMANN	30.3 M	=	+0.05
16	REAL MADRID	EDEN HAZARD	26.9 M	=	+0.73
17	REAL MADRID	TONI KROOS	24.7 M	=	+1.16
18	BAYERN MÜNCHEN	PHILIPPE COUTINHO	22.4 M	=	+0.21
19	ARSENAL	MESUT ÖZIL	22.1 M	=	+0.46
20	REAL MADRID	ISCO	19.5 M	▲ +1	+1.02

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IQUII SPORT

PLAYERS Social



Ranking of the **TOP 20** most followed **Football Players** considering the aggregate fanbase, playing in Europe (first divisions in England, France, Germany, Italy, Spain and Portugal).

***[from May 15, 2020 to June 16, 2020]**

RK	CLUBS	PLAYERS	0 • 75.0 M • 150.0 M • 225.0 M •		% VAR*
01		CRISTIANO RONALDO	433.4 M	=	+1.74
02		NEYMAR	246.3 M	=	+0.33
03		LIONEL MESSI	245.9 M	=	+1.95
04		JAMES RODRÍGUEZ	96.1 M	=	+0.06
05		GARETH BALE	89.4 M	=	+0.10
06		SERGIO RAMOS	79.3 M	=	+0.80
07		MESUT ÖZIL	77.9 M	=	+0.04
08		MARCELO	76.3 M	=	+0.44
09		ZLATAN IBRAHIMOVIC	75.8 M	=	+0.39
10		LUIS SUÁREZ	72.2 M	=	+0.17
11		KARIM BENZEMA	68.1 M	=	+0.91
12		MOHAMED SALAH	63.7 M	=	+1.63
13		WAYNE ROONEY	56.6 M	=	-0.17
14		GERARD PIQUÉ	56.3 M	=	+0.03
15		PAUL POGBA	56.2 M	=	+0.47
16		DAVID LUIZ	52.5 M	=	-0.22
17		KYLIAN MBAPPÉ	47.8 M	=	+1.42
18		ANTOINE GRIEZMANN	45.2 M	=	+0.10
19		PAULO DYBALA	45.1 M	▲ +1	+1.65
20		TONI KROOS	45.1 M	▼ -1	+0.66

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



Premier League

ENGLAND

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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 10.0 M • 20.0 M • 30.0 M •		% VAR*
01		MESUT ÖZIL	30.9 M	=	-0.20
02		DAVID LUIZ	24.2 M	=	-0.33
03		MOHAMED SALAH	12.5 M	=	+0.39
04		SERGIO AGÜERO	10.9 M	=	-0.10
05		JUAN MATA	9.1 M	=	-0.34
06		PAUL POGBA	7.6 M	=	+1.68
07		DAVID DE GEA	6.9 M	=	-0.20
08		WILLIAN	6.1 M	=	-0.27
09		PEDRO	5.2 M	=	-0.35
10		THEO WALCOTT	4.1 M	=	-0.37
11		JACK WILSHERE	3.8 M	=	-0.38
12		KEVIN DE BRUYNE	3.5 M	=	+0.26
13		LUCAS MOURA	3.3 M	=	-0.32
14		CÉSAR AZPILICUETA	2.9 M	=	-0.32
15		ILKAY GÜNDOGAN	2.6 M	=	-0.40
16		OXLADE-CHAMBERLAIN	2.6 M	=	-0.27
17		OLIVIER GIROUD	2.4 M	=	-0.36
18		DAVID SILVA	2.3 M	=	-0.37
19		BERNARD	2.3 M	=	-0.39
20		RAHEEM STERLING	2.3 M	=	-0.04

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 8.0 M • 16.0 M • 24.0 M		% VAR*
01		MESUT ÖZIL	24.9 M	=	-0.05
02		SERGIO AGÜERO	13.5 M	=	+0.44
03		DAVID DE GEA	12.7 M	=	+0.04
04		MOHAMED SALAH	12.4 M	=	+2.41
05		DAVID LUIZ	8.8 M	=	-0.29
06		JUAN MATA	7.9 M	=	-0.14
07		PAUL POGBA	7.4 M	=	-0.07
08		PEDRO	4.9 M	=	-0.16
09		DAVID SILVA	3.9 M	=	-0.18
10		JACK WILSHERE	3.7 M	=	-0.30
11		WILLIAN	3.5 M	=	-0.04
12		RAÚL JIMÉNEZ	3.4 M	=	+0.14
13		OXLADE-CHAMBERLAIN	3.1 M	=	+0.00
14		LUCAS MOURA	3.0 M	=	-0.27
15		HARRY KANE	2.9 M	=	+0.33
16		PABLO ZABALETA	2.8 M	=	-0.33
17		MARCUS RASHFORD	2.7 M	▲ +1	+4.81
18		OLIVIER GIROUD	2.6 M	▼ -1	-0.18
19		AHMED ELMOHAMADY	2.5 M	=	+0.34
20		RAHEEM STERLING	2.4 M	=	+0.82

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 14.0 M • 28.0 M • 42.0 M		% VAR*
01		PAUL POGBA	41.1 M	=	+0.34
02		MOHAMED SALAH	38.9 M	=	+1.79
03		MESUT ÖZIL	22.1 M	=	+0.46
04		DAVID LUIZ	19.5 M	=	-0.06
05		GABRIEL JESUS	14.3 M	=	-1.57
06		SERGIO AGÜERO	13.7 M	=	+3.34
07		ROBERTO FIRMINO	13.2 M	=	+0.72
08		KEVIN DE BRUYNE	11.2 M	▲ +1	+2.34
09		DAVID DE GEA	11.0 M	▼ -1	+0.09
10		HARRY KANE	9.7 M	=	+0.52
11		AUBAMEYANG	9.5 M	=	+0.69
12		VIRGIL VAN DIJK	9.4 M	=	+1.54
13		WILLIAN	9.0 M	=	-0.53
14		MARCUS RASHFORD	8.4 M	=	+1.03
15		SADIO MANÉ	7.3 M	▲ +1	+2.08
16		DELE ALLI	7.3 M	▼ -1	+1.49
17		N'GOLO KANTÉ	7.0 M	▲ +1	+1.24
18		RAHEEM STERLING	7.0 M	▼ -1	+0.38
19		ALISSON	7.0 M	=	+0.99
20		JESSE LINGARD	6.7 M	=	-0.57

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS



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

RK	CLUBS	PLAYERS	0 • 14.0 M • 28.0 M • 42.0 M		% VAR*
01		MESUT ÖZIL	77.9 M	=	+0.04
02		MOHAMED SALAH	63.7 M	=	+1.63
03		PAUL POGBA	56.2 M	=	+0.47
04		DAVID LUIZ	52.5 M	=	-0.22
05		SERGIO AGÜERO	38.1 M	=	+1.31
06		DAVID DE GEA	30.6 M	=	+0.01
07		JUAN MATA	22.3 M	=	-0.18
08		WILLIAN	18.6 M	=	-0.35
09		KEVIN DE BRUYNE	16.9 M	▲ +1	+1.71
10		GABRIEL JESUS	16.6 M	▼ -1	-1.32
11		PEDRO	15.9 M	=	-0.09
12		HARRY KANE	14.5 M	=	+0.43
13		ROBERTO FIRMINO	14.4 M	=	+0.75
14		MARCUS RASHFORD	12.4 M	=	+2.04
15		AUBAMEYANG	11.9 M	=	+0.69
16		RAHEEM STERLING	11.7 M	=	+0.39
17		VIRGIL VAN DIJK	11.2 M	=	+1.92
18		LUCAS MOURA	10.7 M	=	-0.60
19		OXLADE-CHAMBERLAIN	10.5 M	=	+0.20
20		RIYAD MAHREZ	9.8 M	▲ +1	+1.95

***[from May 15, 2020 to June 16, 2020]**

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



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LIGUE 1 Conforama

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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 20.0 M • 40.0 M • 60.0 M		% VAR*
01		NEYMAR	59.5 M	=	-0.28
02		CESC FÀBREGAS	6.8 M	=	-0.36
03		KEYLOR NAVAS	6.2 M	=	-0.36
04		EDINSON CAVANI	4.9 M	=	-0.26
05		ÁNGEL DI MARÍA	3.4 M	=	-0.17
06		MEMPHIS DEPAY	2.8 M	=	-0.26
07		KYLIAN MBAPPÉ	2.5 M	=	+2.25
08		MARCO VERRATTI	2.1 M	=	-0.41
09		JULIAN DRAXLER	1.9 M	=	-0.41
10		RYAD BOUDEBOUZ	1.8 M	=	-0.45
11		DANTE	1.4 M	=	-0.38
12		ANDER HERRERA	1.1 M	=	-0.33
13		RAFAEL	851.9 K	=	-0.39
14		LAURENT KOSCIELNY	794.2 K	=	-0.43
15		MARQUINHOS	767.1 K	=	-0.31
16		ISLAM SLIMANI	732.1 K	=	-0.01
17		MAURO ICARDI	611.4 K	=	-0.02
18		RENATO SANCHES	602.9 K	=	-0.41
19		KEVIN STROOTMAN	596.0 K	=	-0.26
20		YASSINE BENZIA	571.4 K	=	-0.41

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 16.0 M • 32.0 M • 48.0 M		% VAR*
01		NEYMAR	47.6 M	=	+1.15
02		CESC FÀBREGAS	10.0 M	=	-0.15
03		KYLIAN MBAPPÉ	4.3 M	=	+2.70
04		ANDER HERRERA	2.7 M	=	-0.07
05		KEYLOR NAVAS	2.7 M	=	-0.15
06		EDINSON CAVANI	2.0 M	=	+0.04
07		DANTE	1.8 M	=	-0.45
08		MEMPHIS DEPAY	1.5 M	=	+0.80
09		ISLAM SLIMANI	1.4 M	=	+0.07
10		MAURO ICARDI	1.4 M	=	-0.27
11		FLORIAN THAUVIN	913.9 K	=	+0.09
12		LAURENT KOSCIELNY	766.3 K	=	-0.44
13		YOHAN CABAYE	731.4 K	=	-0.45
14		KEVIN STROOTMAN	683.3 K	=	-0.32
15		DIMITRI PAYET	679.8 K	=	+0.36
16		MATHIEU DEBUCHY	667.5 K	=	-0.55
17		DARÍO BENEDETTO	477.2 K	=	-0.03
18		STEVE MANDANDA	454.0 K	=	-0.05
19		MARQUINHOS	369.4 K	▲ +1	+0.02
20		THOMAS MEUNIER	368.9 K	▼ -1	-0.15

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 47.0 M • 94.0 M • 141.0 M		% VAR*
01		NEYMAR	139.2 M	=	+0.31
02		KYLIAN MBAPPÉ	41.0 M	=	+1.24
03		THIAGO SILVA	16.7 M	=	-0.20
04		ÁNGEL DI MARÍA	11.5 M	=	+0.25
05		CESC FÀBREGAS	11.4 M	=	+0.67
06		KEYLOR NAVAS	10.1 M	=	+0.14
07		MEMPHIS DEPAY	9.8 M	=	+1.24
08		EDINSON CAVANI	7.2 M	=	+0.21
09		MAURO ICARDI	6.5 M	=	-0.45
10		MARCO VERRATTI	4.9 M	=	+0.48
11		JULIAN DRAXLER	4.1 M	=	-0.17
12		ANDER HERRERA	3.8 M	=	-0.26
13		MARQUINHOS	3.1 M	=	-1.12
14		PRESNEL KIMPEMBE	2.6 M	=	-0.48
15		RENATO SANCHES	2.3 M	=	+0.66
16		DARÍO BENEDETTO	2.2 M	=	+0.38
17		YOUCEF ATAL	2.0 M	=	+3.43
18		DIMITRI PAYET	1.8 M	=	-0.85
19		LEANDRO PAREDES	1.6 M	▲ +1	+1.57
20		ADAM OUNAS	1.6 M	▼ -1	0.00

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IQUII SPORT

PLAYERS



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

RK	CLUBS	PLAYERS	0 • 47.0 M • 94.0 M • 141.0 M •		% VAR*
01		NEYMAR	246.3 M	=	+0.33
02		KYLIAN MBAPPÉ	47.8 M	=	+1.42
03		CESC FÀBREGAS	28.2 M	=	+0.13
04		KEYLOR NAVAS	19.0 M	=	-0.07
05		THIAGO SILVA	17.0 M	=	-0.16
06		ÁNGEL DI MARÍA	14.9 M	=	+0.15
07		MEMPHIS DEPAY	14.2 M	=	+0.89
08		EDINSON CAVANI	14.0 M	=	+0.02
09		MAURO ICARDI	8.5 M	=	-0.39
10		ANDER HERRERA	7.7 M	=	-0.20
11		MARCO VERRATTI	7.2 M	=	+0.18
12		JULIAN DRAXLER	6.0 M	=	-0.25
13		MARQUINHOS	4.2 M	=	-0.88
14		DANTE	4.0 M	=	-0.49
15		ISLAM SLIMANI	3.2 M	=	-0.31
16		LAURENT KOSCIELNY	3.1 M	=	-0.35
17		PRESNEL KIMPEMBE	3.0 M	=	-0.31
18		RENATO SANCHES	3.0 M	=	+0.40
19		DARÍO BENEDETTO	2.6 M	=	+0.31
20		DIMITRI PAYET	2.6 M	=	-0.52

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





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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 4.0 M • 8.0 M • 12.0 M		% VAR*
01	BVB	MARCO REUS	12.7 M	=	-0.31
02	BVB	MARIO GÖTZE	9.9 M	=	-0.40
03	FCB	ROBERT LEWANDOWSKI	9.1 M	=	-0.07
04	FCB	THOMAS MÜLLER	9.0 M	=	-0.39
05	FCB	MANUEL NEUER	8.9 M	=	-0.32
06	BVB	MATS HUMMELS	3.9 M	=	-0.40
07	FCB	JÉRÔME BOATENG	3.7 M	=	-0.35
08	FCB	DAVID ALABA	3.4 M	=	-0.27
09	FCB	THIAGO	3.3 M	=	-0.32
10	SVW	NURI SAHIN	2.6 M	=	-0.43
11	FCB	PHILIPPE COUTINHO	2.4 M	=	-0.42
12	FCB	JAVI MARTÍNEZ	1.9 M	=	-0.35
13	BVB	LUKASZ PISZCZEK	1.6 M	=	-0.32
14	FCU	NEVEN SUBOTIC	1.0 M	=	-0.38
15	BVB	EMRE CAN	956.7 K	=	-0.35
16	BVB	MARCEL SCHMELZER	899.4 K	=	-0.35
17	BVB	AXEL WITSEL	778.1 K	=	-0.14
18	FCA	STEPHAN LICHTSTEINER	692.0 K	=	-0.44
19	FCB	SERGE GNABRY	583.7 K	=	+0.74
20	FCB	JOSHUA KIMMICH	552.1 K	=	+0.80

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IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 2.0 M • 4.0 M • 6.0 M	Δ MAR*
01		MARIO GÖTZE	4.3 M	= -0.38
02		THOMAS MÜLLER	4.2 M	= -0.13
03		MANUEL NEUER	4.0 M	= -0.46
04		THIAGO	3.3 M	= -0.19
05		MARCO REUS	3.1 M	= -0.22
06		JÉRÔME BOATENG	2.5 M	= -0.17
07		MATS HUMMELS	2.2 M	= -0.24
08		PHILIPPE COUTINHO	2.0 M	= -0.16
09		DAVID ALABA	1.8 M	= -0.12
10		JAVI MARTÍNEZ	1.4 M	= -0.40
11		NURI SAHIN	1.3 M	= -0.52
12		ROBERT LEWANDOWSKI	1.3 M	= +0.53
13		CLAUDIO PIZARRO	788.8 K	= -0.12
14		SERGE GNABRY	603.5 K	= +0.43
15		AXEL WITSEL	587.6 K	= +1.44
16		CHARLES ARÁNGUIZ	404.3 K	= -0.38
17		ACHRAF HAKIMI	386.8 K	= +3.77
18		JADON SANCHO	340.0 K	= +12.84
19		LUCAS ALARIO	301.0 K	= +0.22
20		LUCAS HERNÁNDEZ	299.2 K	= +1.01

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 8.0 M • 16.0 M • 24.0 M •		% VAR*
01		PHILIPPE COUTINHO	22.4 M	=	+0.21
02		ROBERT LEWANDOWSKI	17.5 M	=	+2.14
03		MANUEL NEUER	10.0 M	=	-0.07
04		MARCO REUS	8.6 M	=	+1.39
05		MARIO GÖTZE	8.4 M	=	-0.45
06		THOMAS MÜLLER	7.4 M	=	+0.81
07		JÉRÔME BOATENG	6.4 M	=	+1.13
08		THIAGO	5.1 M	=	+1.20
09		DAVID ALABA	5.0 M	=	+0.94
10		JADON SANCHO	4.3 M	=	+5.36
11		ERLING HAALAND	4.1 M	=	+8.57
12		ACHRAF HAKIMI	3.2 M	▲ +1	+7.22
13		MATS HUMMELS	3.1 M	▼ -1	+1.10
14		EMRE CAN	2.8 M	=	+0.67
15		JOSHUA KIMMICH	2.8 M	=	+3.49
16		JAVI MARTÍNEZ	2.0 M	=	+0.47
17		KEVIN TRAPP	1.8 M	=	-0.90
18		RAMY BENSEBAINI	1.8 M	=	+2.83
19		BENJAMIN PAVARD	1.7 M	=	+1.21
20		SERGE GNABRY	1.7 M	▲ +1	+2.94

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IQUII SPORT

PLAYERS



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

RK	CLUBS	PLAYERS	0 • 8.0 M • 16.0 M • 24.0 M		% VAR*
01		ROBERT LEWANDOWSKI	27.9 M	=	+1.34
02		PHILIPPE COUTINHO	26.8 M	=	+0.12
03		MARCO REUS	24.4 M	=	+0.29
04		MANUEL NEUER	22.9 M	=	-0.23
05		MARIO GÖTZE	22.6 M	=	-0.41
06		THOMAS MÜLLER	20.6 M	=	+0.09
07		JÉRÔME BOATENG	12.5 M	=	+0.43
08		THIAGO	11.7 M	=	+0.37
09		DAVID ALABA	10.2 M	=	+0.34
10		MATS HUMMELS	9.1 M	=	+0.14
11		JAVI MARTÍNEZ	5.2 M	=	-0.06
12		JADON SANCHO	4.8 M	▲ +1	+6.04
13		NURI SAHIN	4.6 M	▼ -1	-0.47
14		ERLING HAALAND	4.3 M	=	+8.81
15		ACHRAF HAKIMI	4.0 M	▲ +1	+6.46
16		EMRE CAN	3.9 M	▼ -1	+0.42
17		JOSHUA KIMMICH	3.3 M	=	+3.04
18		SERGE GNABRY	2.8 M	=	+1.94
19		AXEL WITSEL	2.8 M	=	+1.54
20		LUKASZ PISZCZEK	2.5 M	=	+0.56

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





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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •		% VAR*
01		CRISTIANO RONALDO	122.5 M	=	+0.01
02		ZLATAN IBRAHIMOVIC	26.1 M	=	-0.23
03		MARIO BALOTELLI	9.6 M	=	-0.36
04		SAMI KHEDIRA	6.4 M	=	-0.39
05		GIANLUIGI BUFFON	5.0 M	=	-0.17
06		JUAN CUADRADO	4.9 M	=	-0.30
07		ALEXIS SÁNCHEZ	4.9 M	=	-0.33
08		AARON RAMSEY	4.5 M	=	-0.31
09		PAULO DYBALA	4.4 M	=	+1.19
10		HENRIKH MKHITARYAN	3.2 M	=	-0.50
11		ROMELU LUKAKU	2.9 M	=	-0.22
12		GIORGIO CHIELLINI	2.7 M	=	-0.29
13		WOJCIECH SZCZESNY	2.5 M	=	-0.36
14		ASHLEY YOUNG	2.5 M	=	-0.36
15		CHRIS SMALLING	2.1 M	=	-0.37
16		BLAISE MATUIDI	2.1 M	=	-0.33
17		EDIN DZEKO	1.9 M	=	-0.29
18		JAVIER PASTORE	1.8 M	=	-0.55
19		LEONARDO BONUCCI	1.7 M	=	-0.33
20		FERNANDO LLORENTE	1.7 M	=	-0.34

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 29.0 M • 58.0 M • 87.0 M •		% VAR*
01		CRISTIANO RONALDO	85.6 M	=	+1.05
02		GONZALO HIGUAÍN	6.7 M	=	-0.36
03		ZLATAN IBRAHIMOVIC	6.5 M	=	+0.20
04		JUAN CUADRADO	3.9 M	=	-0.17
05		MARIO BALOTELLI	3.7 M	=	-0.58
06		GIANLUIGI BUFFON	3.4 M	=	-0.26
07		DAVID OSPINA	3.4 M	=	-0.28
08		AARON RAMSEY	3.2 M	=	-0.27
09		BLAISE MATUIDI	3.0 M	=	-0.10
10		ALEXIS SÁNCHEZ	2.9 M	=	-0.30
11		ASHLEY YOUNG	2.6 M	=	-0.22
12		GIORGIO CHIELLINI	2.5 M	=	-0.10
13		PAULO DYBALA	2.1 M	=	+0.65
14		ROMELU LUKAKU	2.0 M	▲ +1	+1.08
15		FERNANDO LLORENTE	2.0 M	▼ -1	-0.48
16		LUCAS LEIVA	1.9 M	=	-0.36
17		FAOUZI GHOULAM	1.8 M	=	+0.22
18		CHRIS SMALLING	1.7 M	=	+0.17
19		GARY MEDEL	1.7 M	=	-0.32
20		LEONARDO BONUCCI	1.7 M	=	-0.08

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 75.0 M • 150.0 M • 225.0 M •		% VAR*
01	JUVENTUS	CRISTIANO RONALDO	225.2 M	=	+2.99
02	AC MILAN	ZLATAN IBRAHIMOVIC	43.3 M	=	+0.80
03	JUVENTUS	PAULO DYBALA	38.7 M	=	+1.76
04	INTER	ALEXIS SÁNCHEZ	10.5 M	=	+0.32
05	JUVENTUS	GIANLUIGI BUFFON	9.3 M	=	+0.30
06	BRESCIA	MARIO BALOTELLI	9.1 M	=	-0.26
07	JUVENTUS	JUAN CUADRADO	8.2 M	=	+0.94
08	JUVENTUS	DOUGLAS COSTA	6.5 M	=	+2.23
09	INTER	ROMELU LUKAKU	6.0 M	=	-0.01
10	JUVENTUS	SAMI KHEDIRA	5.8 M	=	+0.90
11	JUVENTUS	BLAISE MATUIDI	5.5 M	=	+0.19
12	FIORENTINA	FRANCK RIBÉRY	5.4 M	=	+1.04
13	JUVENTUS	MIRALEM PJANIC	5.2 M	=	+1.51
14	JUVENTUS	MATTHIJS DE LIGT	5.0 M	=	-0.02
15	JUVENTUS	LEONARDO BONUCCI	4.3 M	=	-0.29
16	JUVENTUS	AARON RAMSEY	4.1 M	=	+0.88
17	NAPOLI	DAVID OSPINA	4.0 M	=	+0.17
18	AC MILAN	LUCAS PAQUETÁ	3.9 M	=	-0.29
19	JUVENTUS	GIORGIO CHIELLINI	3.8 M	=	+0.31
20	JUVENTUS	GONZALO HIGUAÍN	3.1 M	=	-0.67

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS



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

RK	CLUBS	PLAYERS	0 • 75.0 M • 150.0 M • 225.0 M		% VAR*
01		CRISTIANO RONALDO	433.4 M	=	+1.74
02		ZLATAN IBRAHIMOVIC	75.8 M	=	+0.39
03		PAULO DYBALA	45.1 M	=	+1.65
04		MARIO BALOTELLI	22.4 M	=	-0.35
05		ALEXIS SÁNCHEZ	18.3 M	=	+0.04
06		GIANLUIGI BUFFON	17.7 M	=	+0.06
07		JUAN CUADRADO	17.0 M	=	+0.33
08		SAMI KHEDIRA	12.6 M	=	+0.21
09		AARON RAMSEY	11.8 M	=	+0.11
10		ROMELU LUKAKU	10.9 M	=	+0.13
11		BLAISE MATUIDI	10.6 M	=	+0.00
12		GONZALO HIGUAÍN	9.8 M	=	-0.46
13		GIORGIO CHIELLINI	8.9 M	=	+0.02
14		DAVID OSPINA	8.0 M	=	-0.06
15		DOUGLAS COSTA	7.9 M	=	+1.83
16		LEONARDO BONUCCI	7.7 M	=	-0.25
17		ASHLEY YOUNG	7.5 M	=	-0.51
18		HENRIKH MKHITARYAN	7.4 M	=	-0.82
19		FRANCK RIBÉRY	7.2 M	=	+0.80
20		MIRALEM PJANIC	6.7 M	=	+1.23

*[from May 15, 2020 to June 16, 2020]

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Overview about the **TOP 20** LaLiga players



LaLiga Santander

SPAIN

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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 30.0 M • 60.0 M • 90.0 M •		% VAR*
01		LIONEL MESSI	90.1 M	=	-0.09
02		JAMES RODRÍGUEZ	31.7 M	=	-0.34
03		GARETH BALE	27.8 M	=	-0.17
04		SERGIO RAMOS	23.2 M	=	-0.17
05		KARIM BENZEMA	22.7 M	=	+0.37
06		MARCELO	19.7 M	=	-0.08
07		GERARD PIQUÉ	18.3 M	=	-0.31
08		LUIS SUÁREZ	18.2 M	=	-0.31
09		TONI KROOS	12.3 M	=	-0.17
10		EDEN HAZARD	10.0 M	=	+0.16
11		ANTOINE GRIEZMANN	8.0 M	=	-0.12
12		LUKA MODRIC	7.9 M	=	-0.34
13		ÁLVARO MORATA	7.2 M	=	-0.36
14		RAPHAËL VARANE	6.7 M	=	-0.29
15		ARDA TURAN	6.5 M	=	-0.45
16		THIBAUT COURTOIS	5.3 M	=	-0.32
17		CASEMIRO	4.4 M	=	-0.00
18		MARC BARTRA	4.3 M	=	-0.44
19		IVAN RAKITIC	3.9 M	=	-0.28
20		JORDI ALBA	3.6 M	=	-0.23

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 7.0 M • 14.0 M • 21.0 M •		% VAR*
01		GERARD PIQUÉ	19.7 M	=	-0.13
02		JAMES RODRÍGUEZ	18.6 M	=	+0.02
03		GARETH BALE	18.3 M	=	+0.06
04		SERGIO RAMOS	17.2 M	=	+0.31
05		LUIS SUÁREZ	16.1 M	=	+0.08
06		MARCELO	11.9 M	=	+0.07
07		KARIM BENZEMA	11.0 M	=	+0.86
08		TONI KROOS	8.2 M	=	+0.44
09		ANTOINE GRIEZMANN	6.9 M	=	+0.59
10		EDEN HAZARD	6.8 M	=	+0.29
11		RAPHAËL VARANE	5.9 M	=	+0.59
12		ISCO	5.5 M	=	+0.08
13		ARTURO VIDAL	4.5 M	=	+0.66
14		ÁLVARO MORATA	4.4 M	=	-0.35
15		DANIEL CARVAJAL	3.9 M	=	+0.49
16		MARC BARTRA	2.7 M	=	-0.25
17		NACHO	2.7 M	=	+0.32
18		SERGI ROBERTO	2.6 M	=	+0.18
19		THIBAUT COURTOIS	2.5 M	=	+0.53
20		JORDI ALBA	2.4 M	=	-0.03

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 52.0 M • 104.0 M • 156.0 M		% VAR*
01		LIONEL MESSI	155.8 M	=	+3.16
02		JAMES RODRÍGUEZ	45.7 M	=	+0.37
03		MARCELO	44.8 M	=	+0.78
04		GARETH BALE	43.3 M	=	+0.29
05		SERGIO RAMOS	38.9 M	=	+1.60
06		LUIS SUÁREZ	38.0 M	=	+0.43
07		KARIM BENZEMA	34.4 M	=	+1.28
08		ANTOINE GRIEZMANN	30.3 M	=	+0.05
09		EDEN HAZARD	26.9 M	=	+0.73
10		TONI KROOS	24.7 M	=	+1.16
11		ISCO	19.5 M	=	+1.02
12		LUKA MODRIC	18.4 M	=	+0.41
13		GERARD PIQUÉ	18.3 M	=	+0.53
14		IVAN RAKITIC	17.6 M	=	+0.47
15		RAPHAËL VARANE	13.9 M	=	-1.23
16		ARTURO VIDAL	13.2 M	=	+2.73
17		JORDI ALBA	12.8 M	=	+1.51
18		MARCO ASENSIO	12.3 M	=	+1.11
19		CASEMIRO	12.1 M	=	+0.77
20		MARC-ANDRÉ TER STEGEN	11.4 M	=	+1.06

*[from May 15, 2020 to June 16, 2020]

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IQUII SPORT

PLAYERS



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

RK	CLUBS	PLAYERS	0 • 52.0 M • 104.0 M • 156.0 M		% VAR*
01		LIONEL MESSI	245.9 M	=	+1.95
02		JAMES RODRÍGUEZ	96.1 M	=	+0.06
03		GARETH BALE	89.4 M	=	+0.10
04		SERGIO RAMOS	79.3 M	=	+0.80
05		MARCELO	76.3 M	=	+0.44
06		LUIS SUÁREZ	72.2 M	=	+0.17
07		KARIM BENZEMA	68.1 M	=	+0.91
08		GERARD PIQUÉ	56.3 M	=	+0.03
09		ANTOINE GRIEZMANN	45.2 M	=	+0.10
10		TONI KROOS	45.1 M	=	+0.66
11		EDEN HAZARD	43.8 M	=	+0.53
12		ISCO	28.1 M	=	+0.68
13		LUKA MODRIC	27.5 M	=	+0.20
14		RAPHAËL VARANE	26.4 M	=	-0.60
15		IVAN RAKITIC	23.3 M	=	+0.42
16		ÁLVARO MORATA	22.7 M	=	+0.22
17		ARTURO VIDAL	19.8 M	=	+1.96
18		JORDI ALBA	18.7 M	=	+0.97
19		CASEMIRO	18.5 M	=	+0.76
20		MARC-ANDRÉ TER STEGEN	16.5 M	=	+0.91

***[from May 15, 2020 to June 16, 2020]**

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



PORTUGAL

LIGA NOS

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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 4.0 M • 8.0 M • 12.0 M		% VAR*
01		PEPE	10.5 M	=	-0.36
02		YANNICK BOLASIE	1.0 M	=	+0.05
03		JACKSON MARTÍNEZ	803.0 K	=	-0.19
04		LUCAS PIAZÓN	700.9 K	=	-0.28
05		JULIAN WEIGL	203.2 K	=	-0.36
06		ALEX TELLES	152.8 K	=	-0.15
07		PIZZI	152.2 K	=	-0.17
08		CHANCEL MBEMBA	116.5 K	=	+0.81
09		ANDREAS SAMARIS	110.5 K	=	+0.62
10		ANDRÉ ALMEIDA	106.2 K	=	-0.15
11		AGUSTIN MARCHESIN	93.3 K	=	-0.23
12		RAFA SILVA	74.2 K	▲ +1	+0.09
13		MATHEUS REIS	74.1 K	▼ -1	-0.35
14		NABIL GHILAS	69.0 K	=	-0.51
15		OSAMA RASHID	62.4 K	=	-0.41
16		LUCIANO VIETTO	56.1 K	=	-0.43
17		RÚBEN DIAS	54.6 K	=	+0.63
18		CARLOS MANÉ	48.8 K	=	-0.38
19		OTÁVIO	48.2 K	=	-0.16
20		ALEJANDRO GRIMALDO	46.7 K	=	-0.21

***[from May 15, 2020 to June 16, 2020]**

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PLAYERS Twitter



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

RK	CLUBS	PLAYERS			% VAR*
01		PEPE	3.6 M	=	-0.44
02		JESÉ	2.7 M	=	-0.40
03		SEBASTIÁN COATES	512.1 K	=	-0.34
04		LUCAS PIAZÓN	399.4 K	=	-0.60
05		AGUSTIN MARCHESIN	200.4 K	=	+0.01
06		YANNICK BOLASIE	198.8 K	=	+0.93
07		MATEUS URIBE	157.3 K	=	+0.01
08		JULIAN WEIGL	152.3 K	=	-0.16
09		MOHANAD ALI	148.4 K	=	+2.43
10		LUCIANO VIETTO	114.3 K	=	-0.45
11		RICARDO COSTA	112.1 K	=	-0.56
12		ANDRÉ ALMEIDA	104.0 K	=	-0.37
13		ALEJANDRO GRIMALDO	95.9 K	=	+0.11
14		JACKSON MARTÍNEZ	94.1 K	=	-0.32
15		SHUICHI GONDA	81.2 K	=	-0.36
16		CHANCEL MBEMBA	66.0 K	=	-0.28
17		RAFA SILVA	62.3 K	=	-3.36
18		OTÁVIO	61.2 K	=	-0.06
19		LÉO BONATINI	55.8 K	=	-0.90
20		MATTHEUS	52.6 K	=	-0.48

0 • 1.0 M • 2.0 M • 3.0 M •

***[from May 15, 2020 to June 16, 2020]**

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 3.0 M • 6.0 M • 9.0 M		% VAR*
01		PEPE	8.7 M	=	+0.59
02		MEHDI TAREMI	2.3 M	=	+0.46
03		JESÉ	2.1 M	=	-0.73
04		MOHANAD ALI	1.2 M	=	+2.80
05		ALEX TELLES	922.7 K	=	+0.07
06		MATEUS URIBE	706.3 K	=	-0.24
07		JACKSON MARTÍNEZ	689.2 K	=	-0.35
08		AGUSTIN MARCHESIN	646.4 K	=	+0.00
09		JULIAN WEIGL	641.6 K	=	+0.48
10		PIZZI	539.8 K	=	-0.40
11		LÉO BONATINI	518.1 K	=	-0.70
12		MARLOS MORENO	511.0 K	=	-1.14
13		JESÚS CORONA	496.2 K	=	+0.83
14		ALEJANDRO GRIMALDO	453.7 K	=	+0.23
15		YANNICK BOLASIE	430.7 K	▲ +1	+1.72
16		MOUSSA MAREGA	428.0 K	▼ -1	-1.84
17		JÚNIOR TAVARES	402.7 K	▲ +1	+2.61
18		HUGO VIEIRA	399.5 K	▼ -1	-1.14
19		AMIR ABEDZADEH	386.7 K	=	+1.94
20		RAFA SILVA	352.5 K	=	+0.26

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IQUII SPORT

PLAYERS



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

RK	CLUBS	PLAYERS	0 • 4.0 M • 8.0 M • 12.0 M		% VAR*
01		PEPE	22.8 M	=	-0.01
02		JESÉ	4.8 M	=	-0.54
03		MEHDI TAREMI	2.4 M	=	+0.45
04		YANNICK BOLASIE	1.7 M	=	+0.58
05		JACKSON MARTÍNEZ	1.6 M	=	-0.27
06		LUCAS PIAZÓN	1.4 M	=	-0.60
07		MOHANAD ALI	1.3 M	=	+2.74
08		ALEX TELLES	1.1 M	=	+0.04
09		JULIAN WEIGL	997 K	=	+0.21
10		AGUSTIN MARCHESIN	940 K	=	-0.02
11		MATEUS URIBE	905 K	=	-0.19
12		SEBASTIÁN COATES	776 K	=	-0.23
13		PIZZI	692 K	=	-0.35
14		ALEJANDRO GRIMALDO	596 K	=	+0.18
15		LÉO BONATINI	586 K	=	-0.73
16		JESÚS CORONA	529 K	▲ +1	+0.93
17		MARLOS MORENO	519 K	▼ -1	-1.14
18		LUCIANO VIETTO	507 K	=	-0.95
19		RAFA SILVA	489 K	=	-0.24
20		ANDRÉ ALMEIDA	482 K	=	-0.30

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IQUII SPORT

Edition **27**

Version 1.0 - 23.06.20
[first release]

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The collection of the data has been carried out on June 16, 2020. The report update will be done on a monthly basis.

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