



THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football



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.

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.



DATA

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



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

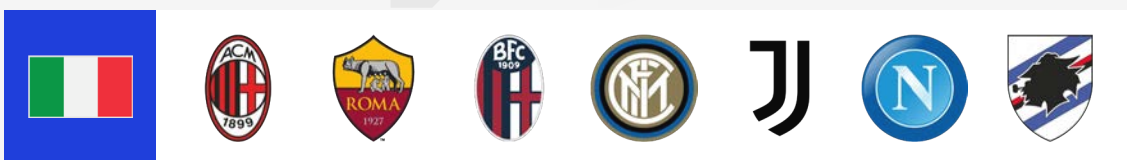
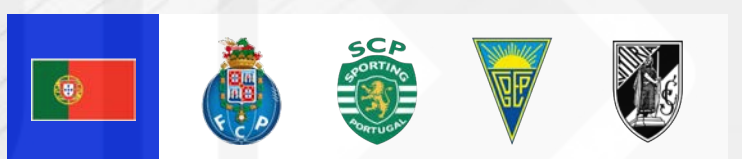
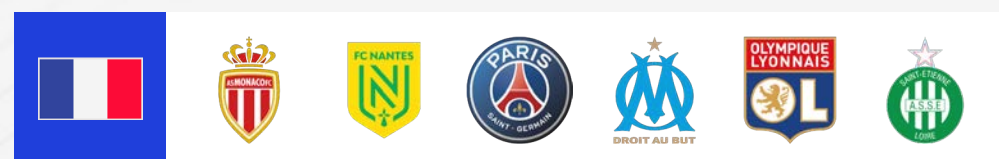
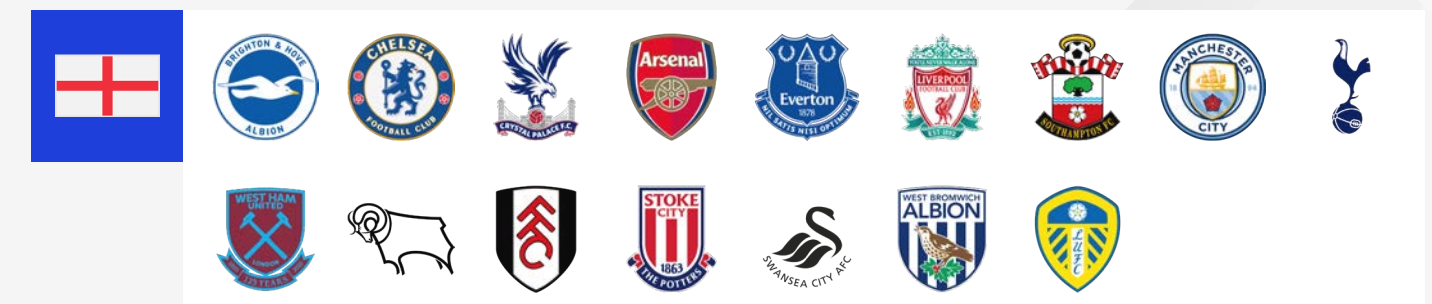
Since its first publication, #TEFCReport has been constantly improved and enriched to offer an even better and updated analysis tool for the professionals of the field and every fan.

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

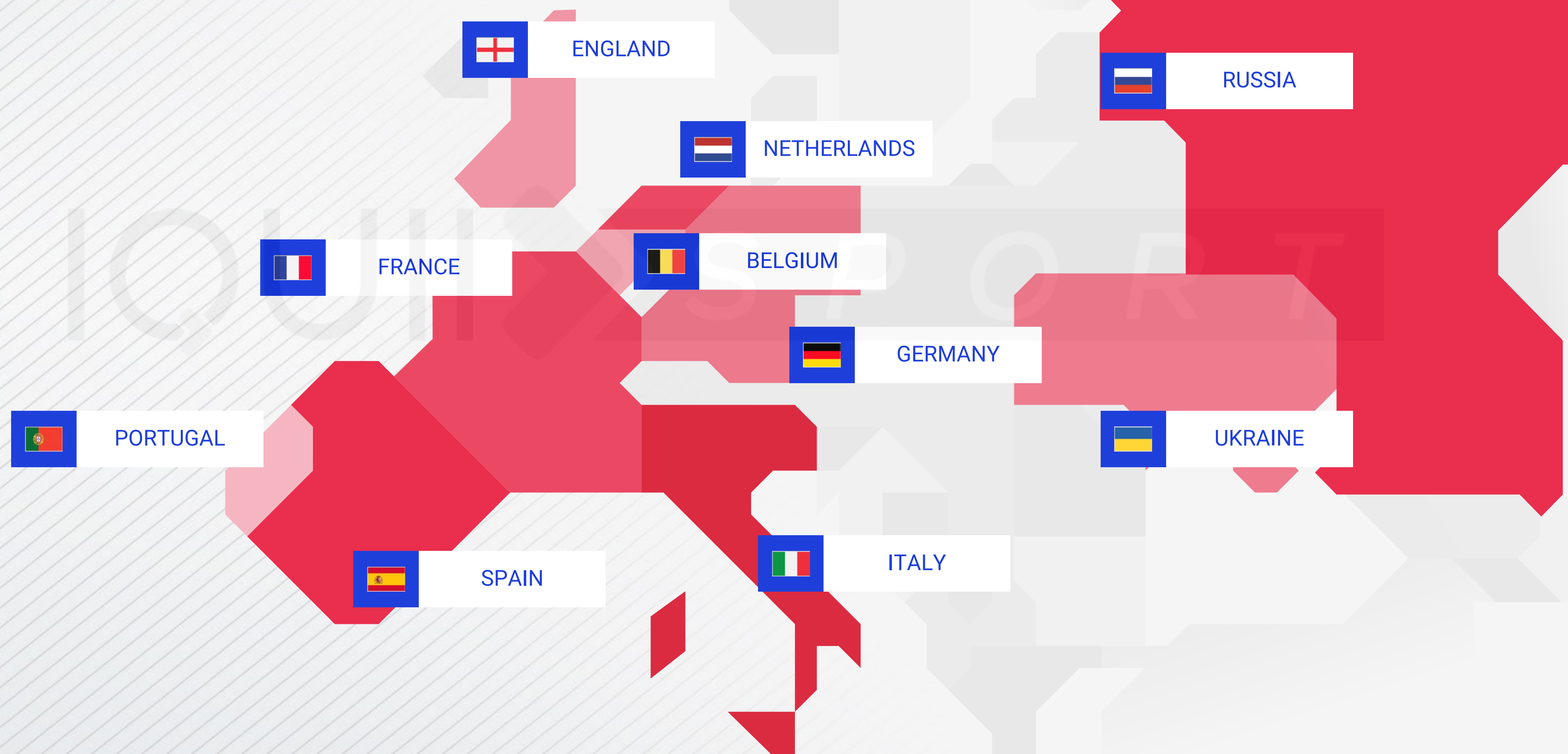
You can share the most interesting charts of this Report on Twitter, using the official hashtag #TEFCReport and tagging us at @IQUIISport. If you have some special requests, you want to give us some suggestions to improve our work or if you don't find your league in the report and you desire a customised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



EUROPE Dugout



Countries included in the clubs' analysis



EUROPE SnapShot / General

6

COUNTRIES

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

286

CLUBS

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

38

BRANDS

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

1.7 B

+ 0.83%*

FANS

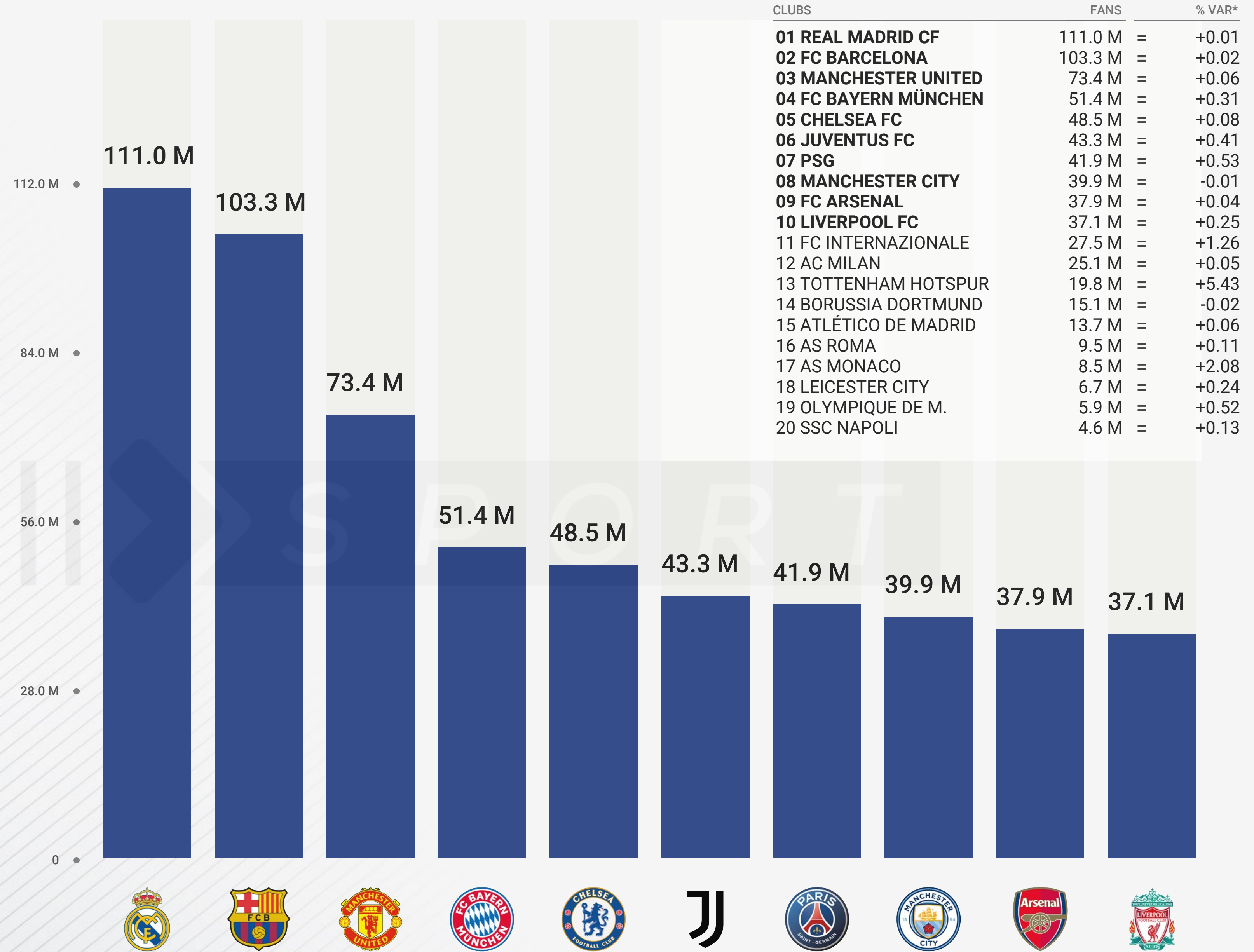
Total Facebook, Twitter,
Instagram, YouTube Fans of the
football clubs analysed.

EUROPE Facebook

f
TOTAL FANBASE
724.2 M



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



*[from December 14, 2020 to January 14, 2021]

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The countries considered are ENG, FRA, GER, ITA and SPA (1°- 2° div.), and POR, RUS, BEL, NED and UKR (1° div.).

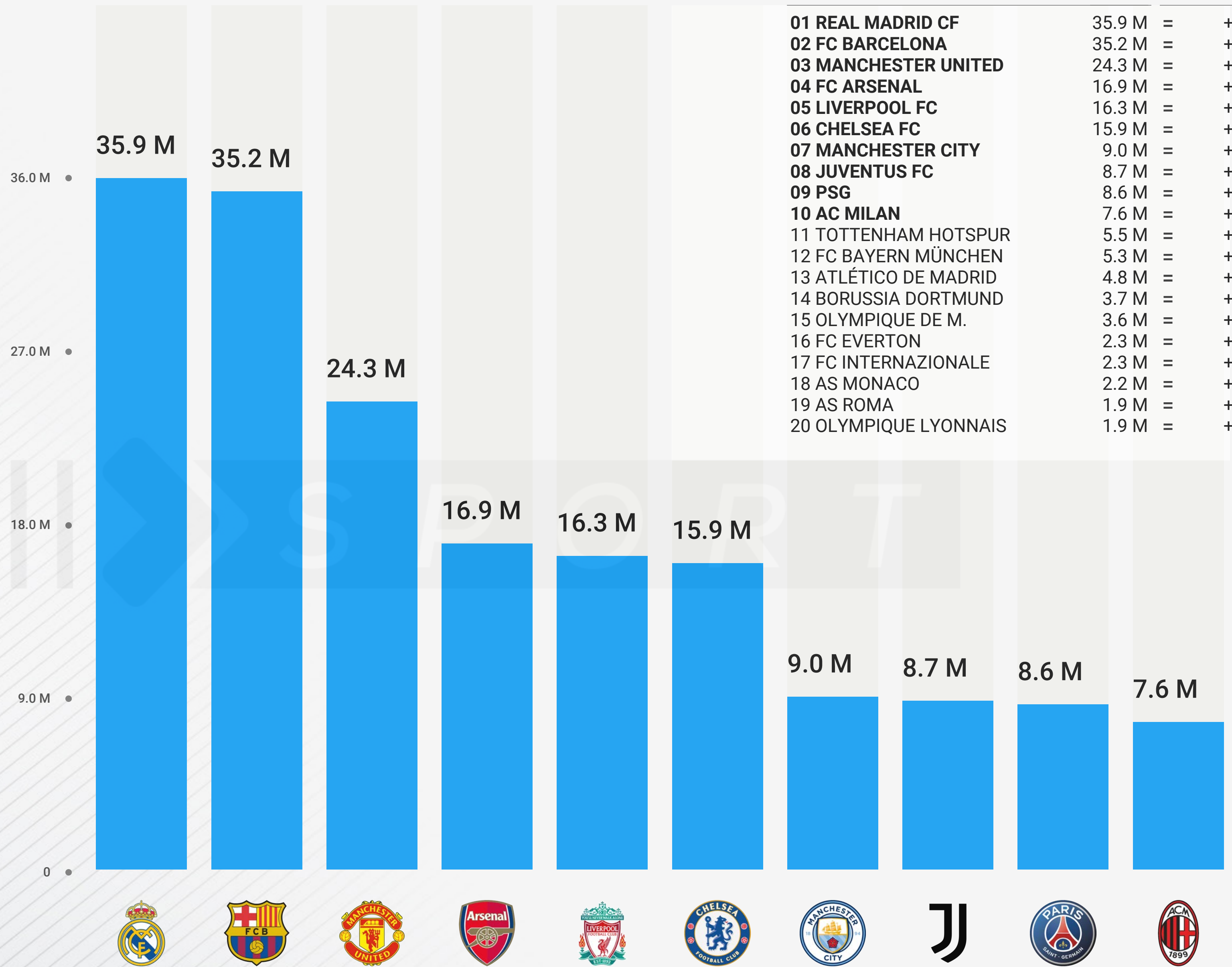


EUROPE **Twitter**

TOTAL FANBASE
211.7 M



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



CLUBS	FANS	% VAR*
01 REAL MADRID CF	35.9 M	= +0.82
02 FC BARCELONA	35.2 M	= +1.00
03 MANCHESTER UNITED	24.3 M	= +1.38
04 FC ARSENAL	16.9 M	= +0.85
05 LIVERPOOL FC	16.3 M	= +1.58
06 CHELSEA FC	15.9 M	= +1.39
07 MANCHESTER CITY	9.0 M	= +1.60
08 JUVENTUS FC	8.7 M	= +1.49
09 PSG	8.6 M	= +0.98
10 AC MILAN	7.6 M	= +0.75
11 TOTTENHAM HOTSPUR	5.5 M	= +3.29
12 FC BAYERN MÜNCHEN	5.3 M	= +0.94
13 ATLÉTICO DE MADRID	4.8 M	= +0.38
14 BORUSSIA DORTMUND	3.7 M	= +0.53
15 OLYMPIQUE DE M.	3.6 M	= +0.54
16 FC EVERTON	2.3 M	= +1.30
17 FC INTERNAZIONALE	2.3 M	= +0.40
18 AS MONACO	2.2 M	= +0.85
19 AS ROMA	1.9 M	= +0.44
20 OLYMPIQUE LYONNAIS	1.9 M	= +1.09

*[from December 14, 2020 to January 14, 2021]

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EUROPE Twitter global

(Twitter global)

TOTAL FANBASE
291.8 M



EUROPEAN TOP 20

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



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EUROPE Instagram


 TOTAL FANBASE
491.8 M


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



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EUROPE YouTube


 TOTAL FANBASE
48.4 M



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



CLUBS	FANS	% VAR*
01 FC BARCELONA	10.7 M	= +0.94
02 REAL MADRID CF	6.2 M	= +0.81
03 LIVERPOOL FC	5.5 M	= +2.05
04 MANCHESTER UNITED	3.7 M	= +3.68
05 JUVENTUS FC	3.2 M	= +2.58
06 MANCHESTER CITY	3.0 M	= +2.43
07 PSG	2.8 M	= +3.33
08 CHELSEA FC	2.5 M	= +2.46
09 FC ARSENAL	2.2 M	= +2.35
10 FC BAYERN MÜNCHEN	1.9 M	= +2.12
11 TOTTENHAM HOTSPUR	1.7 M	= +5.03
12 AC MILAN	776.0 K	= +3.05
13 AFC AJAX AMSTERDAM	745.0 K	= +0.81
14 FC INTERNAZIONALE	717.0 K	= +1.70
15 BORUSSIA DORTMUND	709.0 K	= +1.14
16 FC ZENIT	536.0 K	= +0.00
17 WOLVERHAMPTON W.	467.0 K	= +3.78
18 FC EVERTON	444.0 K	= +8.56
19 OLYMPIQUE DE M.	386.0 K	= +0.26
20 REAL BETIS BALOMPIÉ	381.0 K	= +0.00

*[from December 14, 2020 to January 14, 2021]

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

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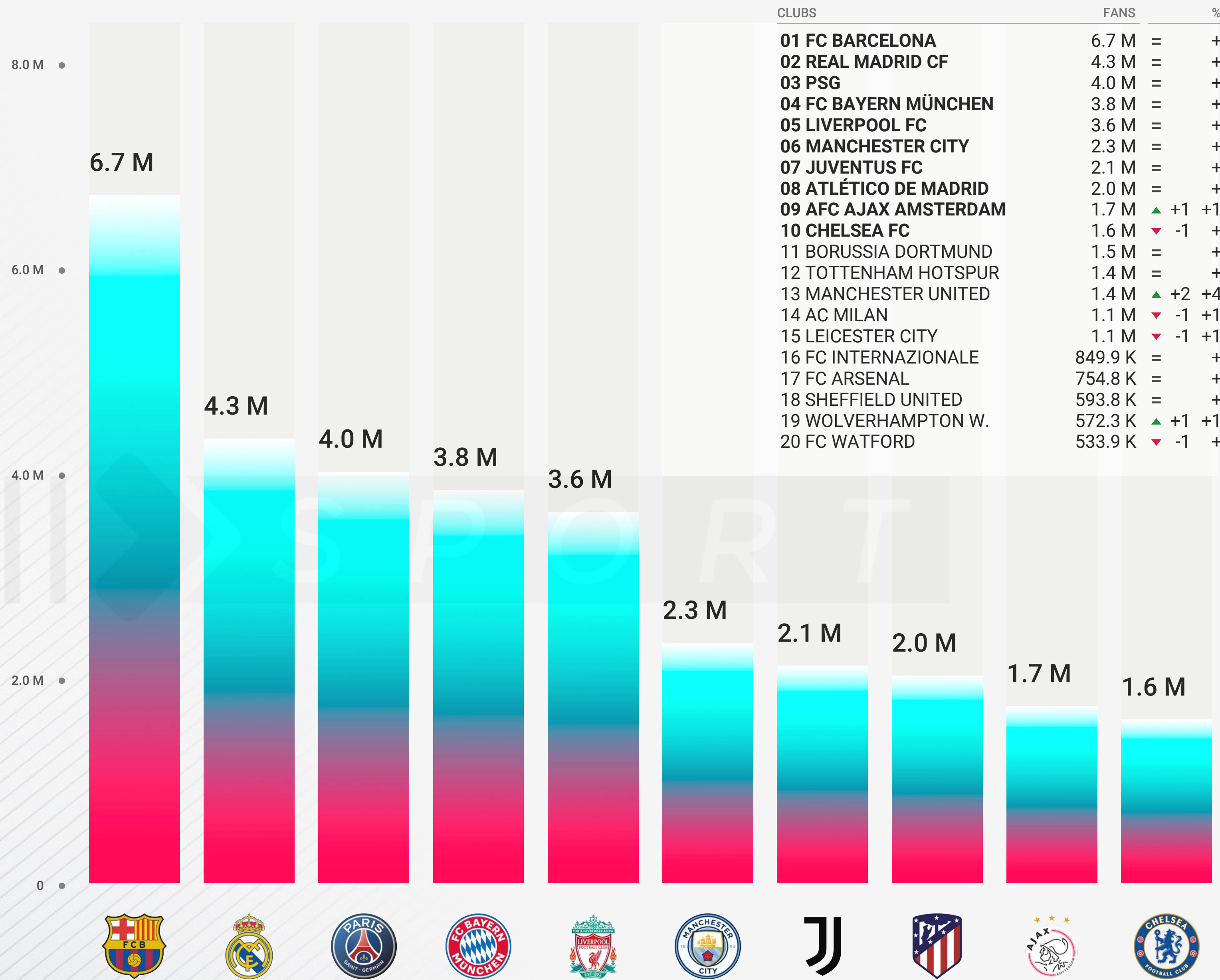


EUROPE **TikTok**

TOTAL FANBASE
42.1 M



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



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EUROPE Social

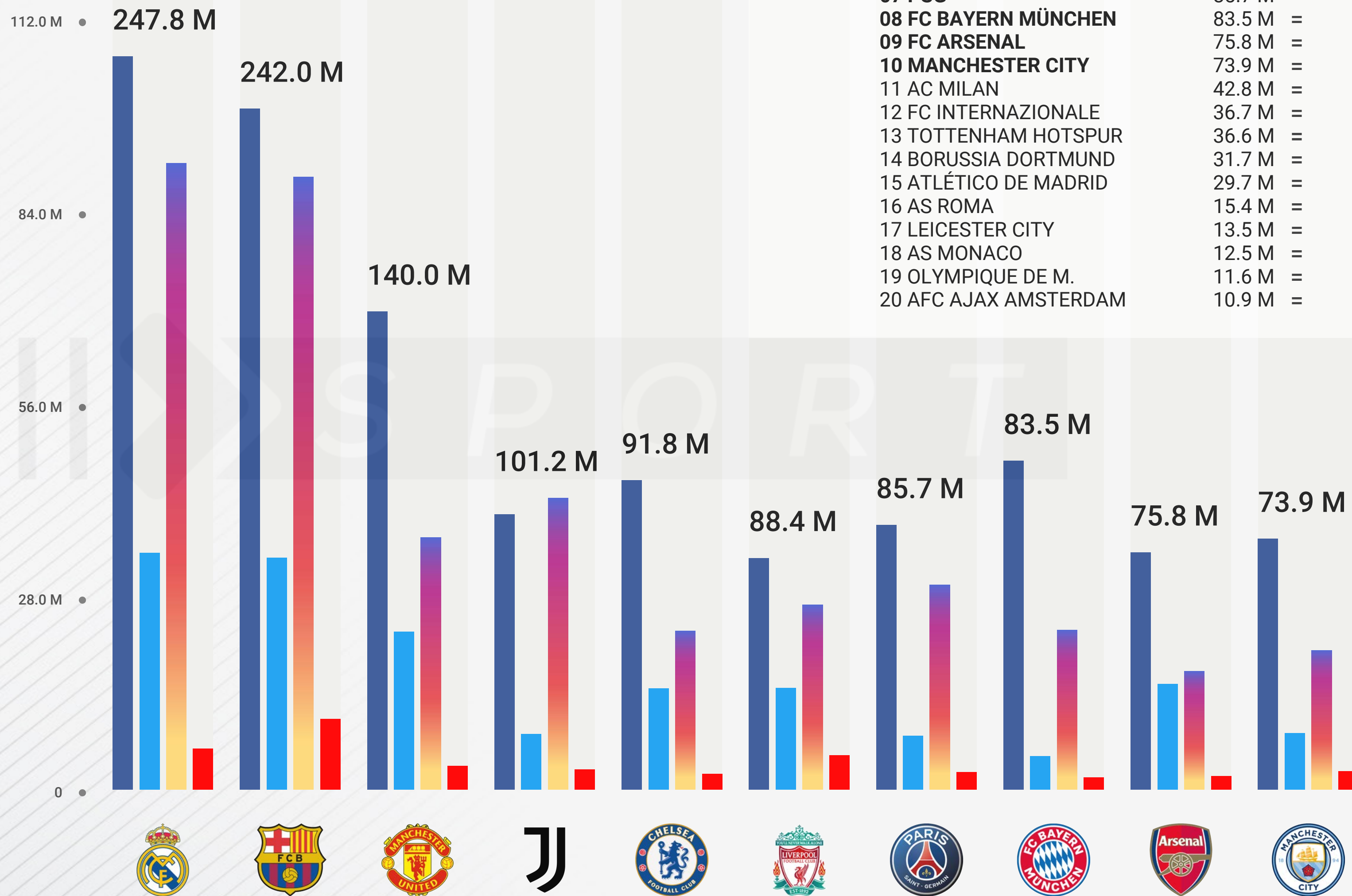





TOTAL FANBASE
1.5 B



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



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The countries considered are ENG, FRA, GER, ITA and SPA (1°- 2° div.), and POR, RUS, BEL, NED and UKR (1° div.).



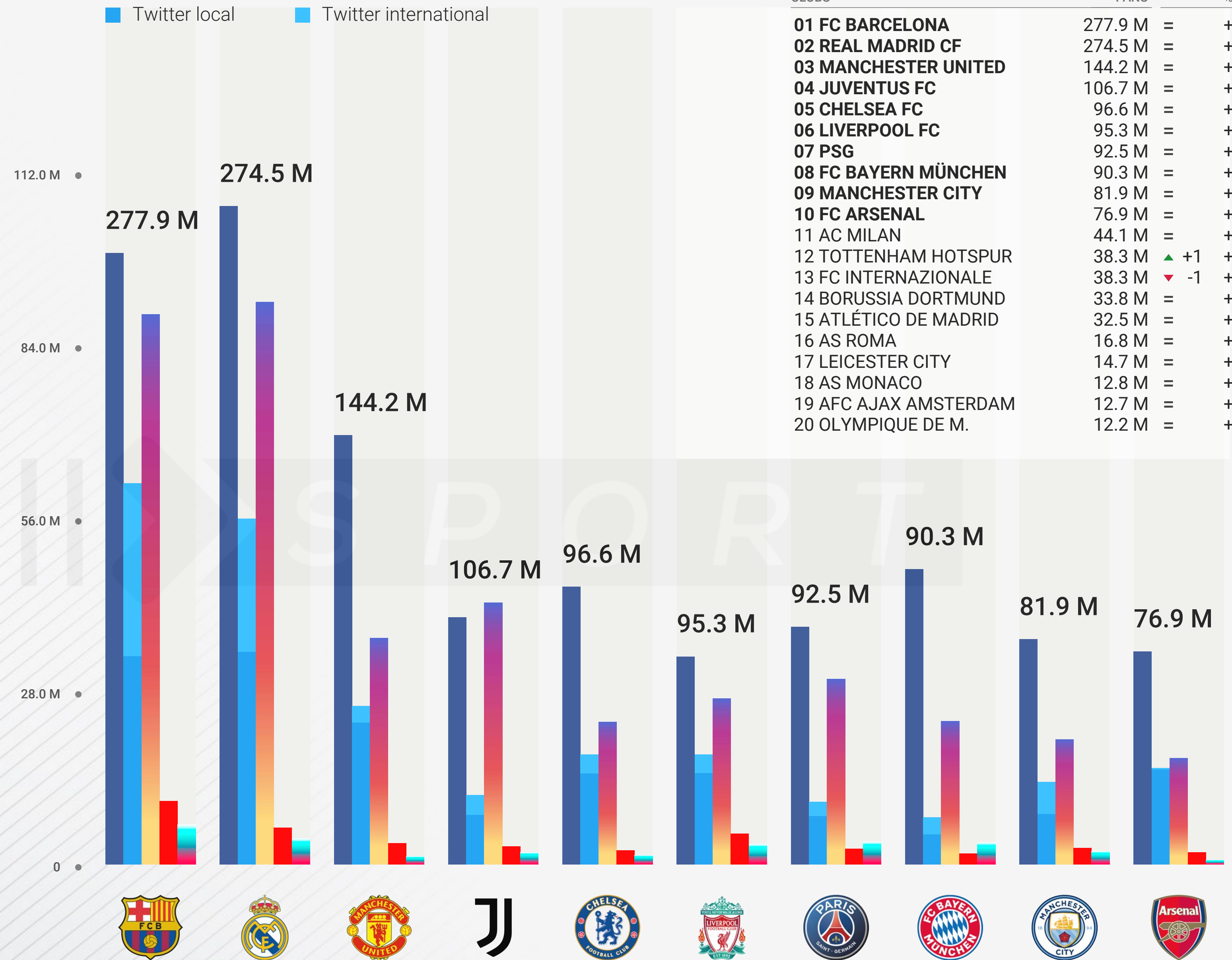
EUROPE Social

Twitter global + TikTok

TOTAL FANBASE
1.6 B



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



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EUROPE Clubs



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 December 14, 2020 to January 14, 2021]

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EUROPE Sport Brands



TOTAL FANBASE
1.7 B



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



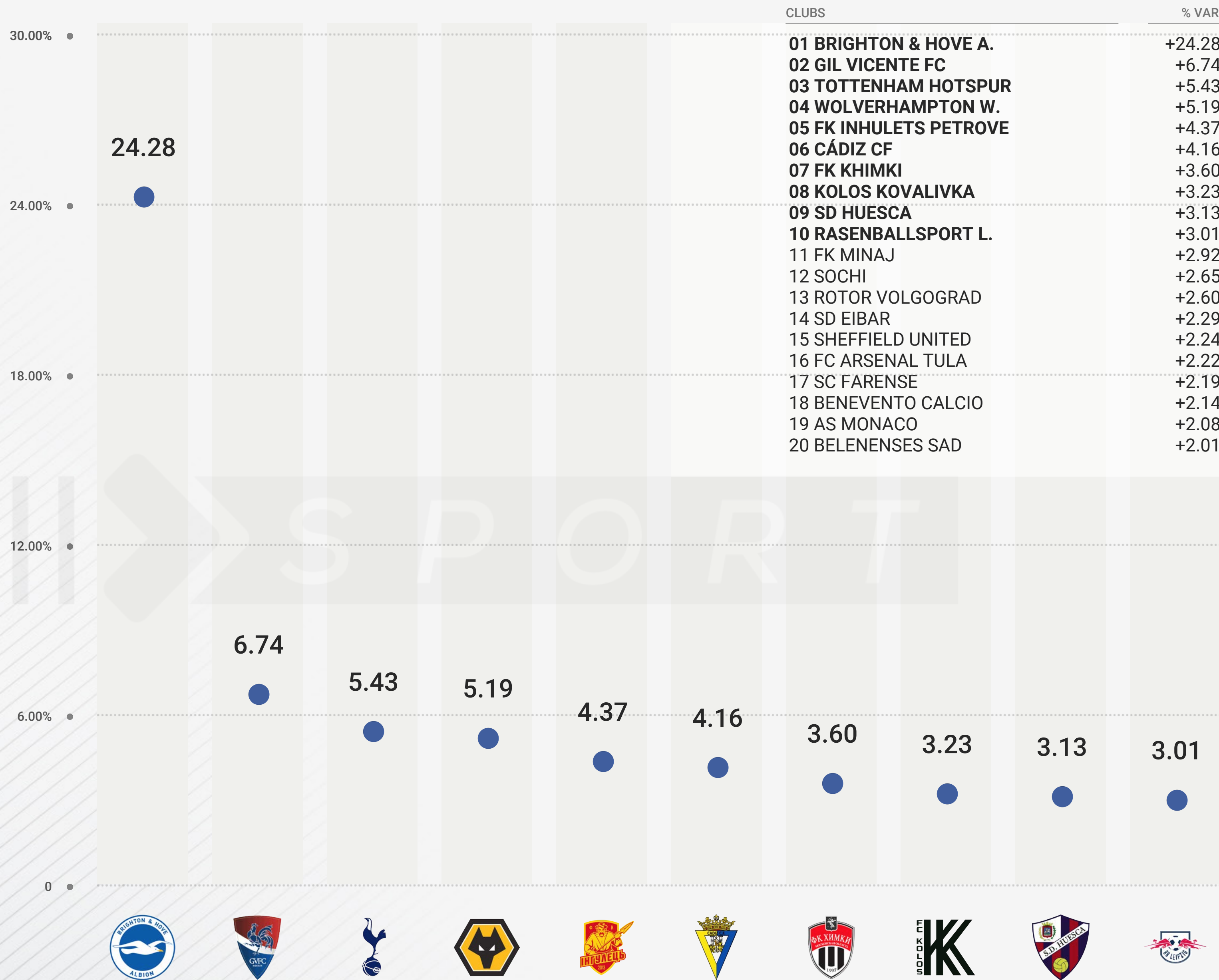
*[from December 14, 2020 to January 14, 2021]



EUROPE 1 Facebook



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



*[from December 14, 2020 to January 14, 2021]

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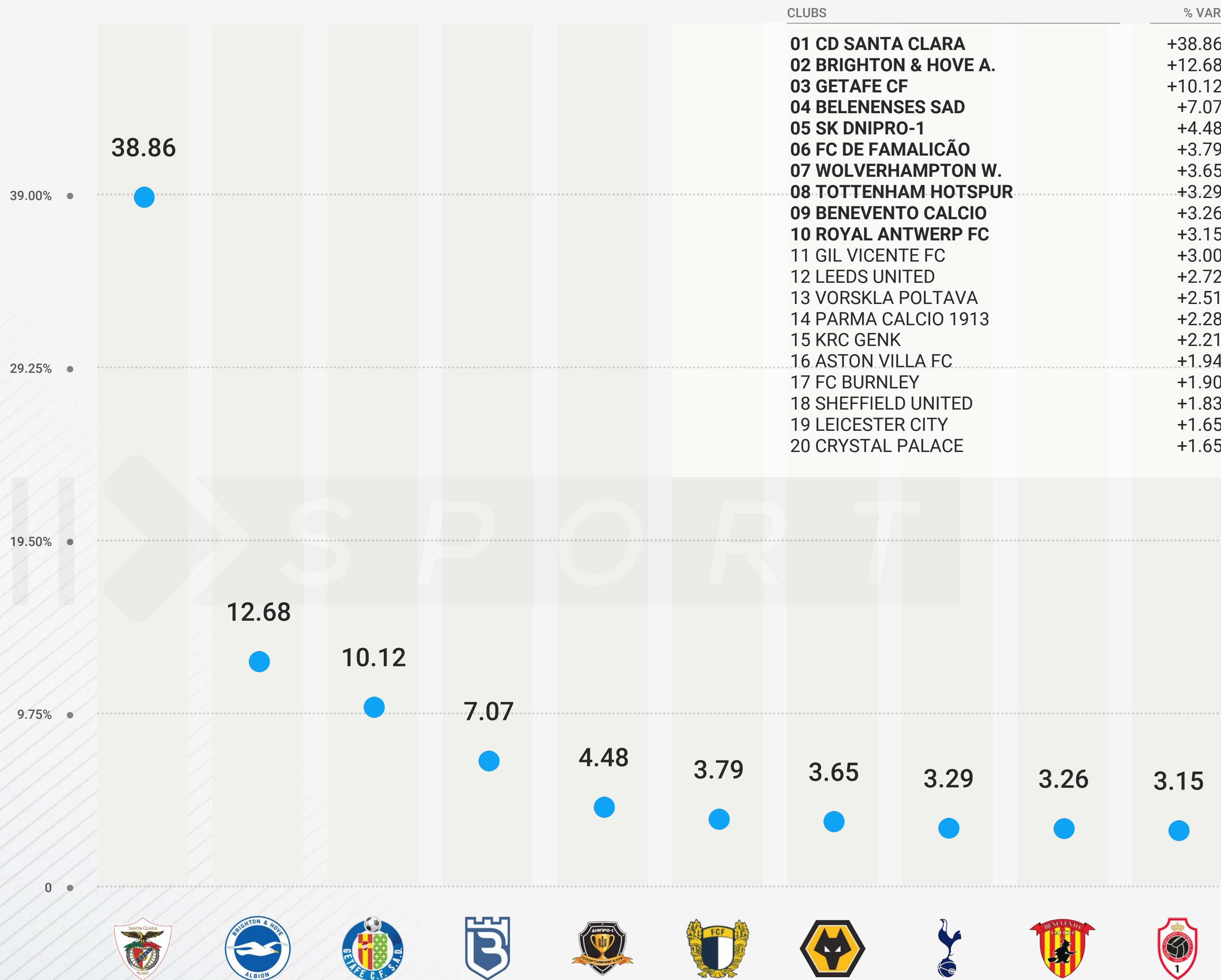
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 1 **Twitter**



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



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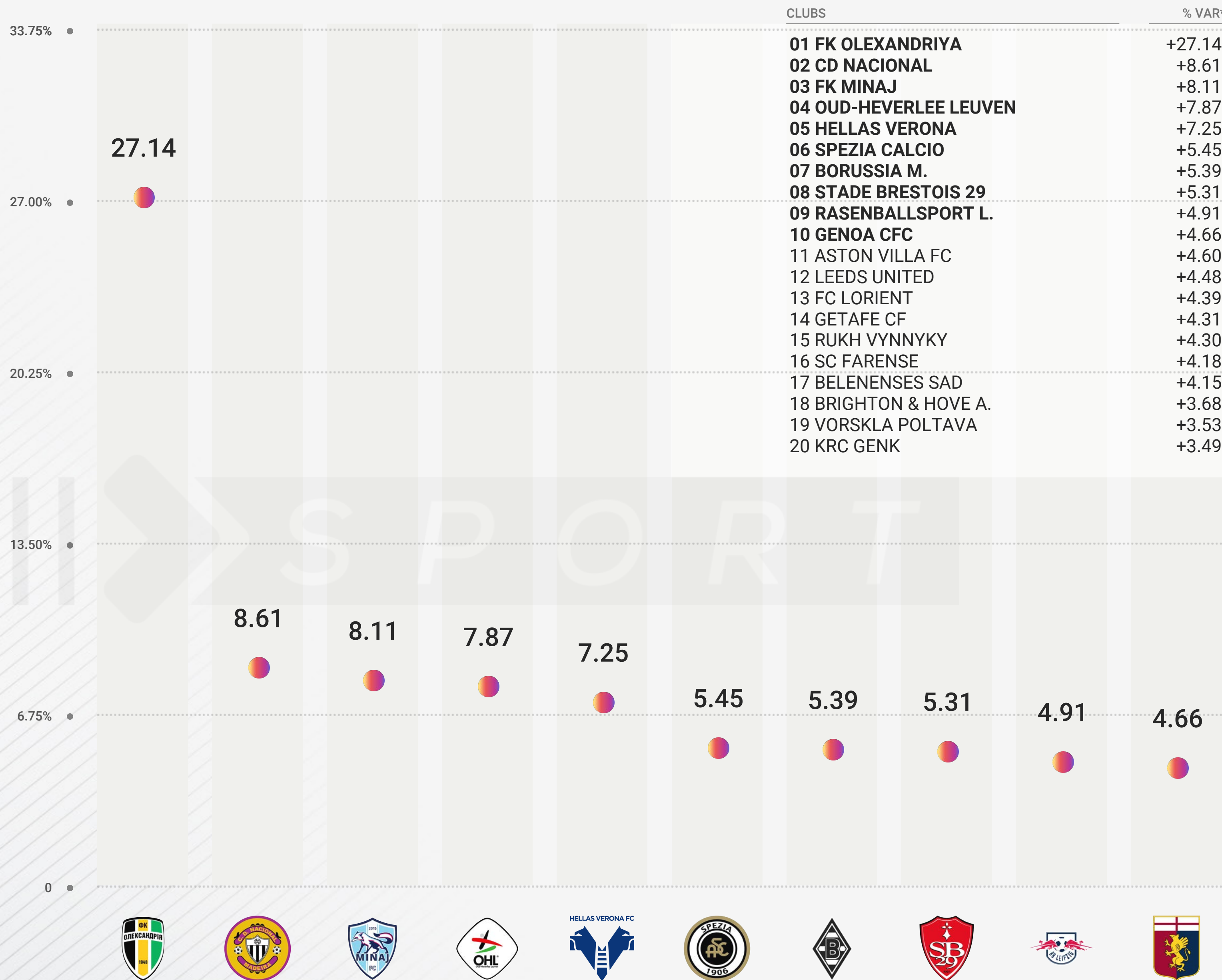
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 1 Instagram



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



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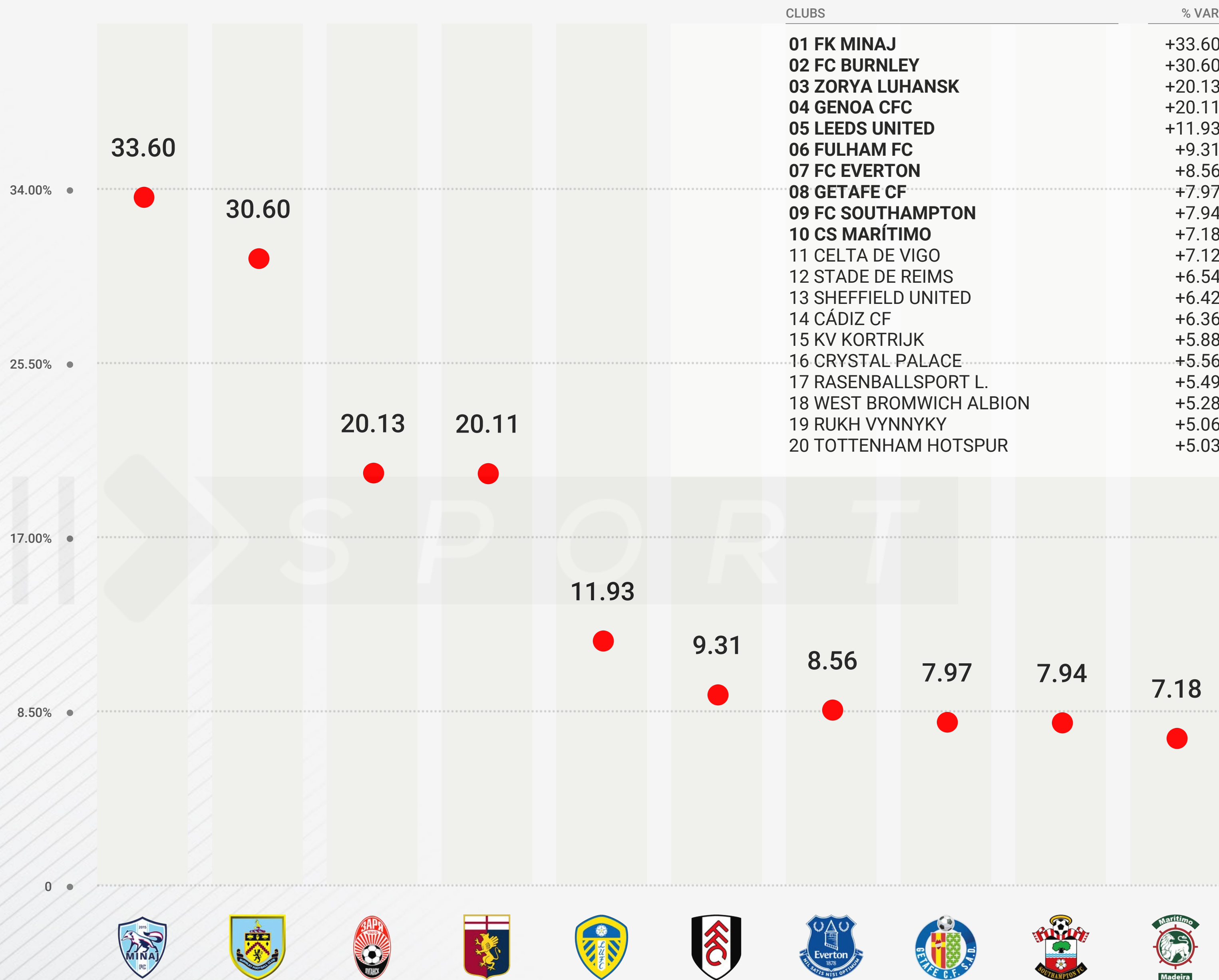
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 1 YouTube



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



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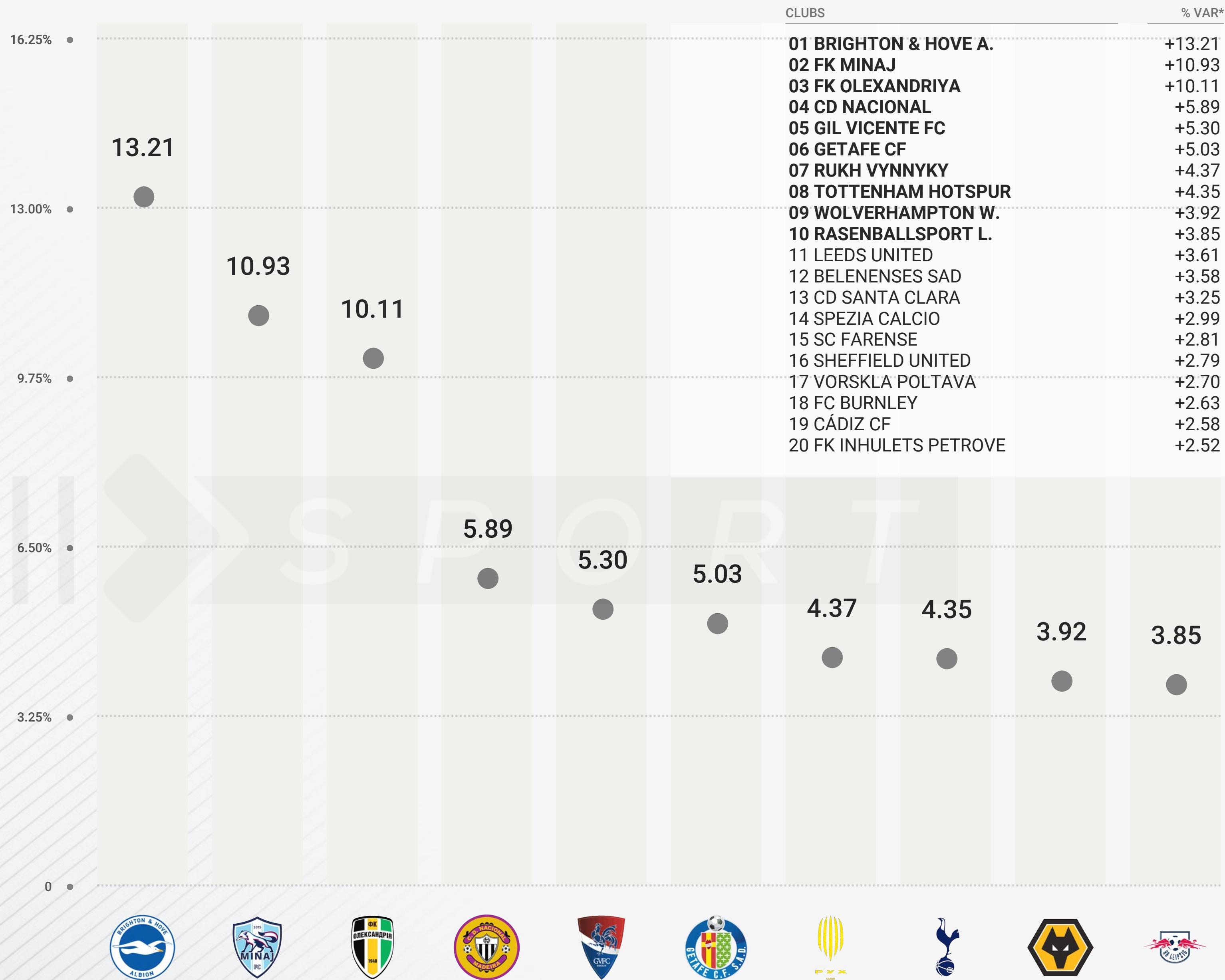
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 1 Social



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



*[from December 14, 2020 to January 14, 2021]

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

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The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 2 Facebook



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



*[from December 14, 2020 to January 14, 2021]

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

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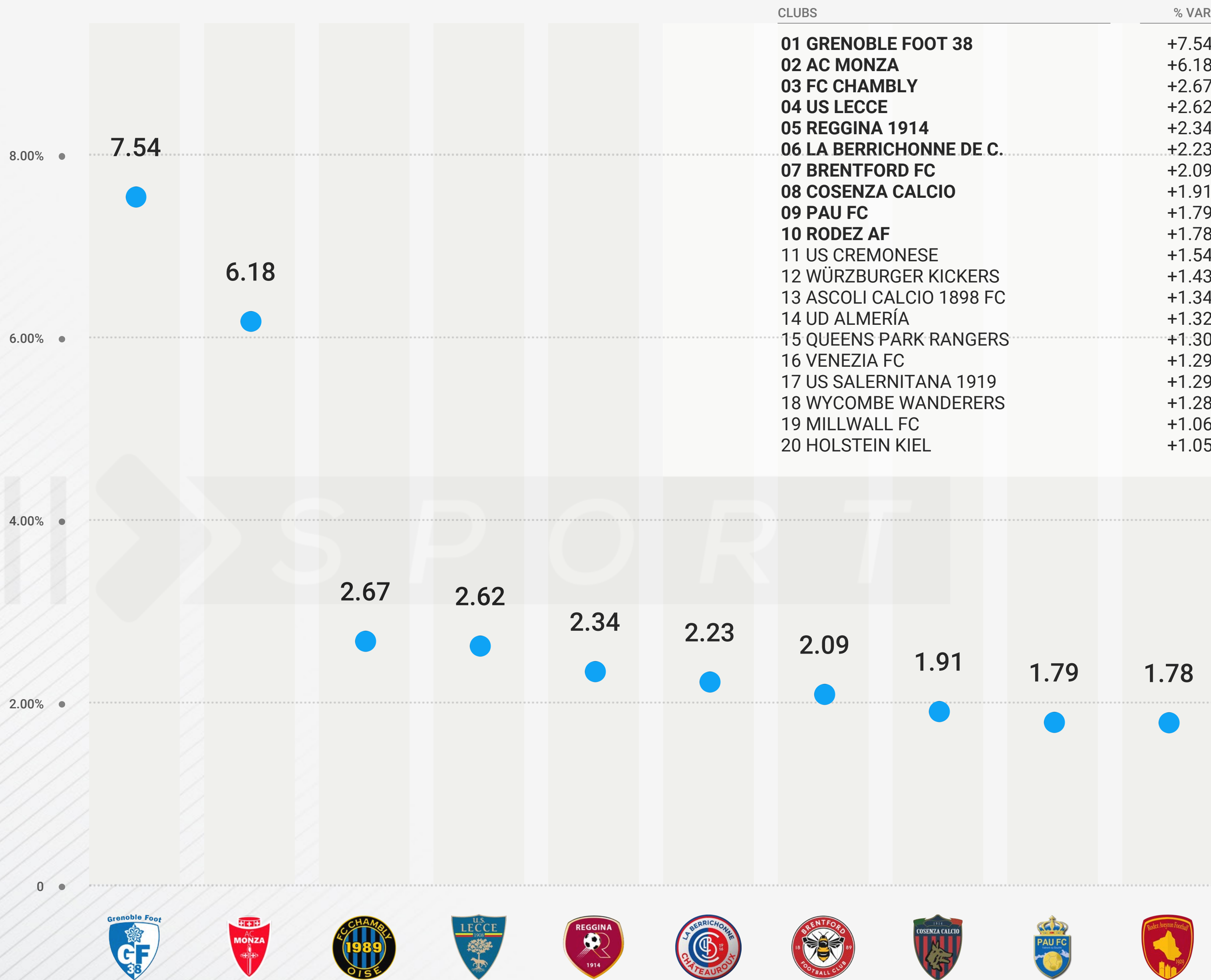
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 **Twitter**



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



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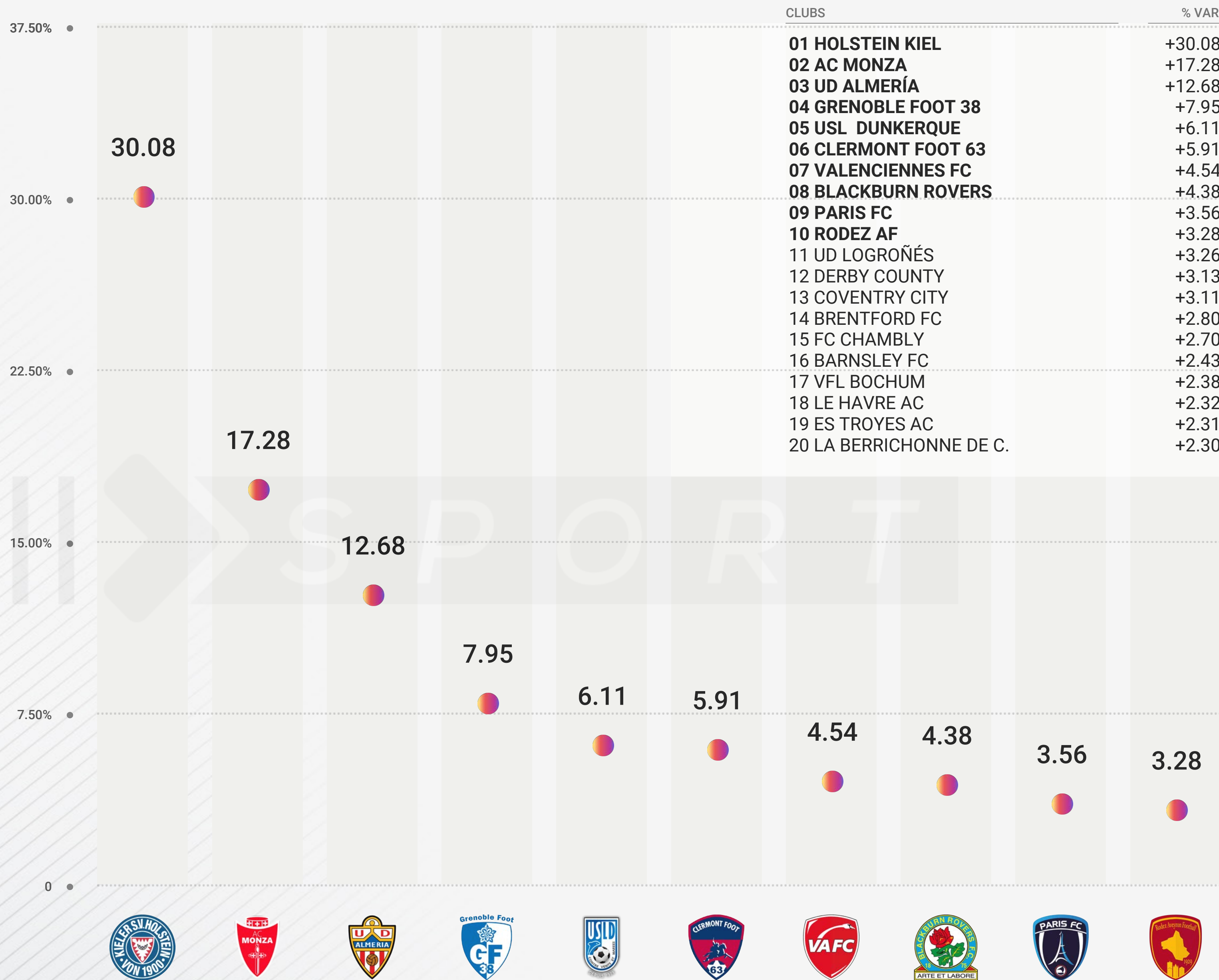
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 Instagram



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



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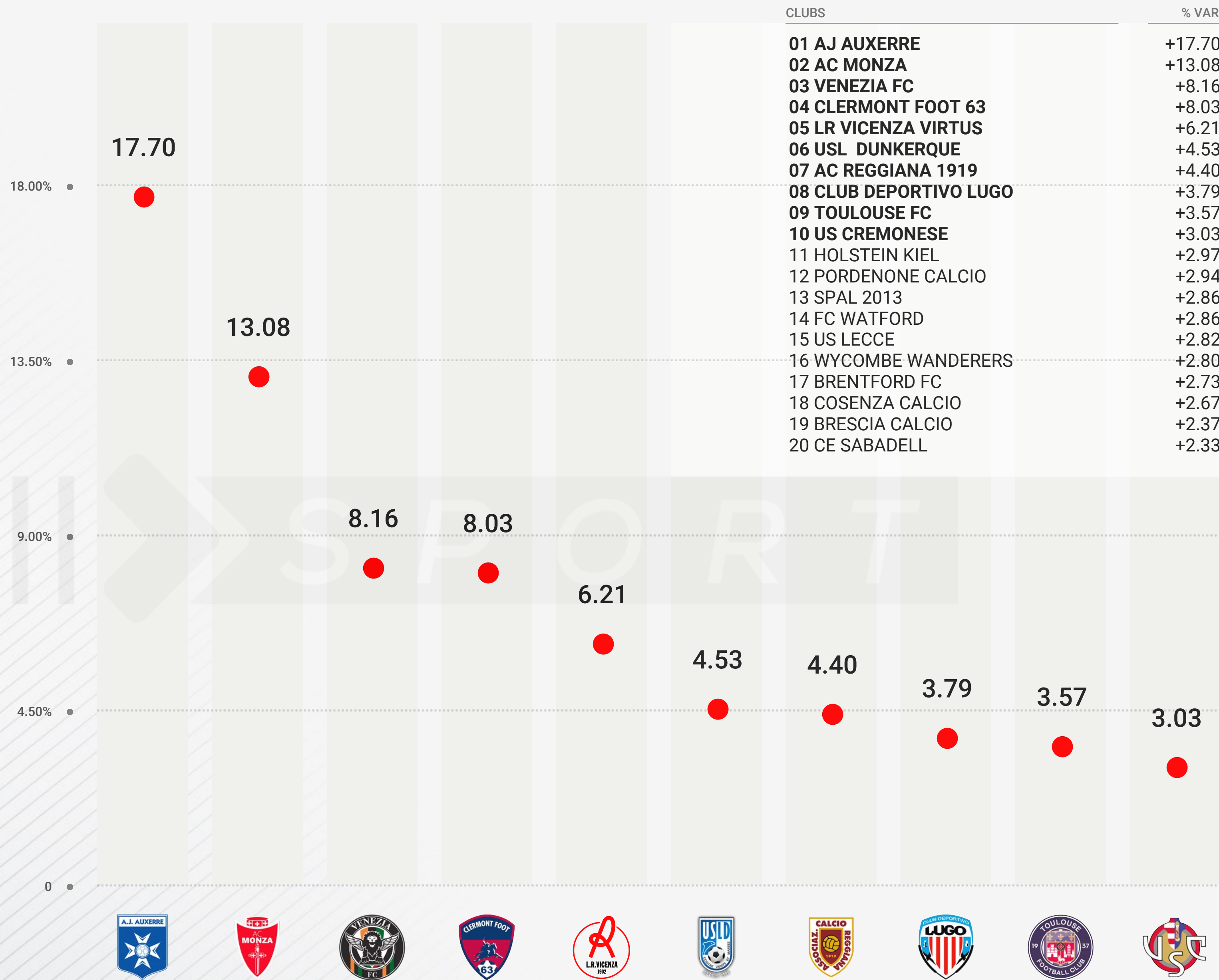
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 YouTube



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



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The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 Social



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



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The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



ENGLAND

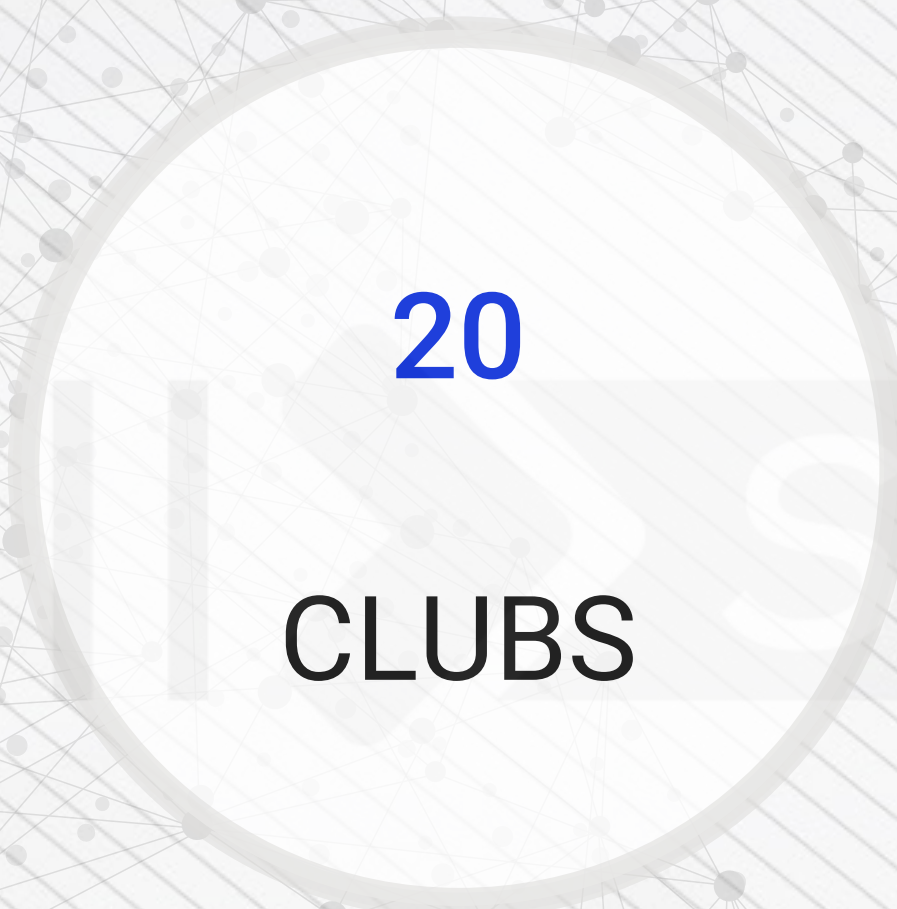
SECOND DIVISION

24 CLUBS

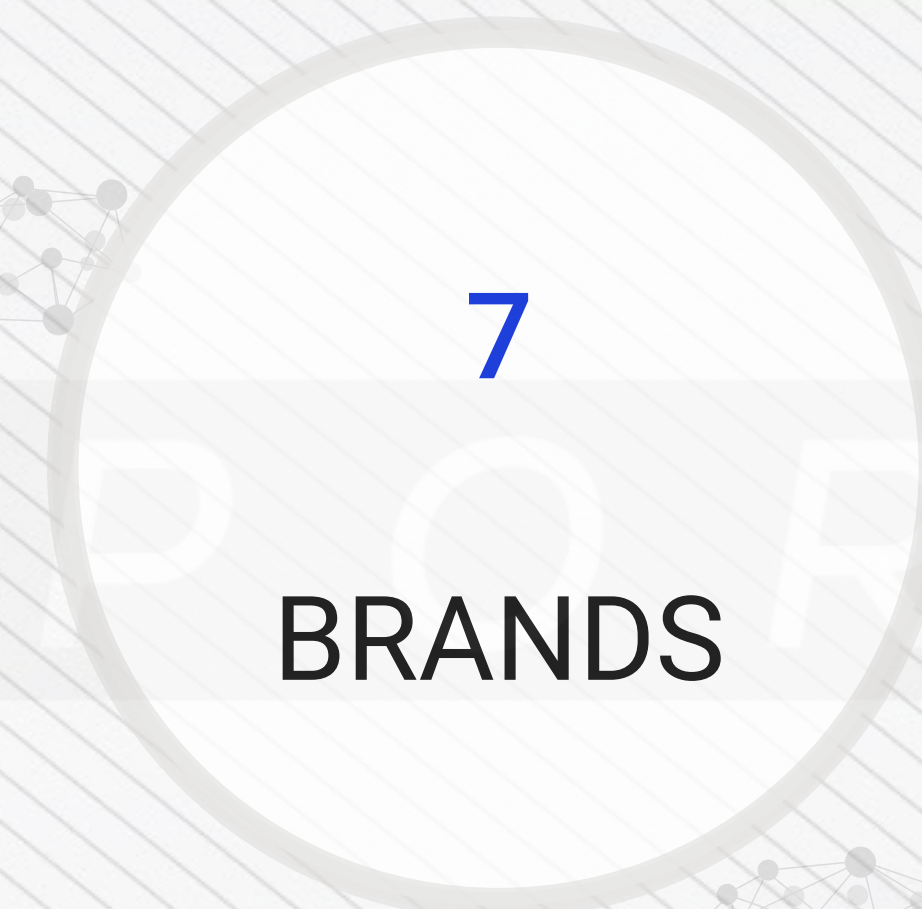


CHAMPIONSHIP

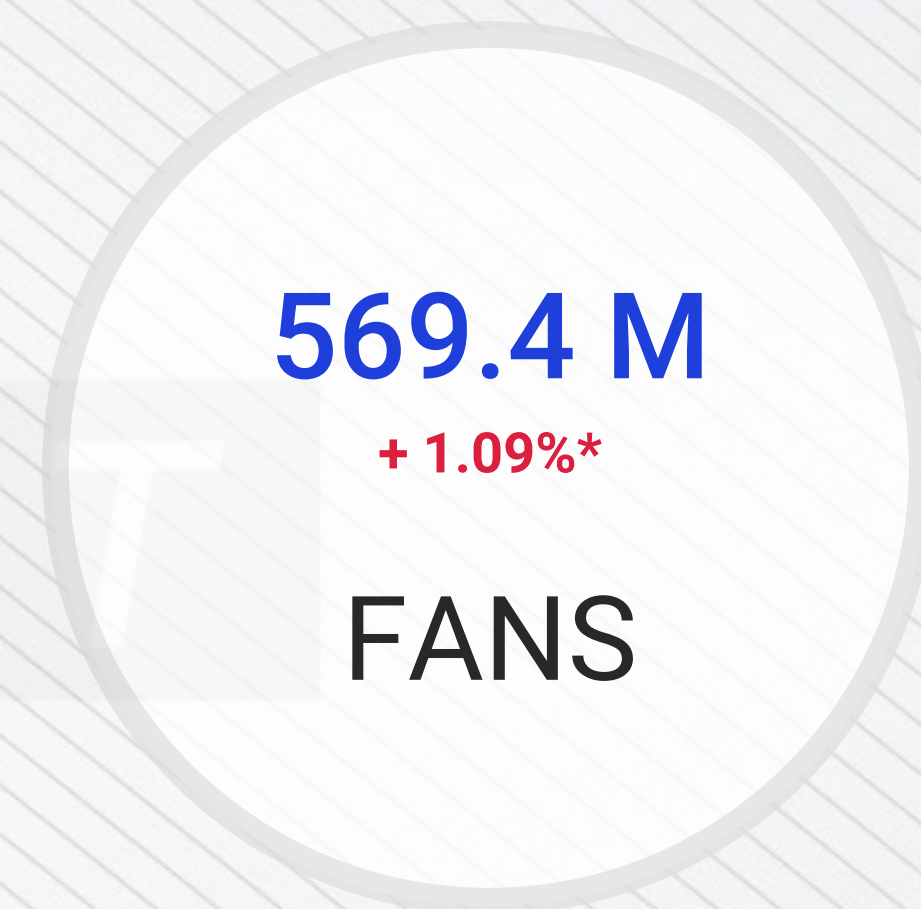
ENGLAND SnapShot / First Division



Total Premier League football clubs analysed.



Total Premier League Sport Brands on jerseys analysed.



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

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
285.0 M

Premier League

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



CLUBS	FANS	% VAR*
01 MANCHESTER UNITED	73.4 M =	+0.06
02 CHELSEA FC	48.5 M =	+0.08
03 MANCHESTER CITY	39.9 M =	-0.01
04 FC ARSENAL	37.9 M =	+0.04
05 LIVERPOOL FC	37.1 M =	+0.25
06 TOTTENHAM HOTSPUR	19.8 M =	+5.43
07 LEICESTER CITY	6.7 M =	+0.24
08 FC EVERTON	3.6 M =	+0.33
09 ASTON VILLA FC	3.3 M =	+0.61
10 FC SOUTHAMPTON	3.0 M =	+0.39
11 WEST HAM UNITED	2.4 M =	+0.50
12 NEWCASTLE UNITED	2.3 M =	+0.18
13 WOLVERHAMPTON W.	2.0 M =	+5.19
14 CRYSTAL PALACE	1.2 M =	+1.50
15 FULHAM FC	877.6 K =	+0.52
16 WEST BROMWICH ALBION	832.4 K =	+0.96
17 LEEDS UNITED	771.5 K =	+1.78
18 FC BURNLEY	442.3 K =	+1.10
19 BRIGHTON & HOVE A.	424.8 K ▲ +1	+24.28
20 SHEFFIELD UNITED	412.2 K ▼ -1	+2.24

*[from December 14, 2020 to January 14, 2021]



TOTAL FANBASE
103.5 M



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



CLUBS	FANS	% VAR*
01 MANCHESTER UNITED	24.3 M =	+1.38
02 FC ARSENAL	16.9 M =	+0.85
03 LIVERPOOL FC	16.3 M =	+1.58
04 CHELSEA FC	15.9 M =	+1.39
05 MANCHESTER CITY	9.0 M =	+1.60
06 TOTTENHAM HOTSPUR	5.5 M =	+3.29
07 FC EVERTON	2.3 M =	+1.30
08 WEST HAM UNITED	1.8 M =	+1.16
09 LEICESTER CITY	1.8 M =	+1.65
10 NEWCASTLE UNITED	1.6 M =	+0.71
11 ASTON VILLA FC	1.5 M =	+1.94
12 FC SOUTHAMPTON	1.3 M =	+1.32
13 WEST BROMWICH ALBION	1.1 M =	+0.88
14 CRYSTAL PALACE	1.0 M =	+1.65
15 WOLVERHAMPTON W.	752.4 K =	+3.65
16 LEEDS UNITED	672.9 K =	+2.72
17 FULHAM FC	567.8 K =	+1.44
18 FC BURNLEY	537.4 K =	+1.90
19 SHEFFIELD UNITED	395.3 K =	+1.83
20 BRIGHTON & HOVE A.	359.6 K =	+12.68

*[from December 14, 2020 to January 14, 2021]

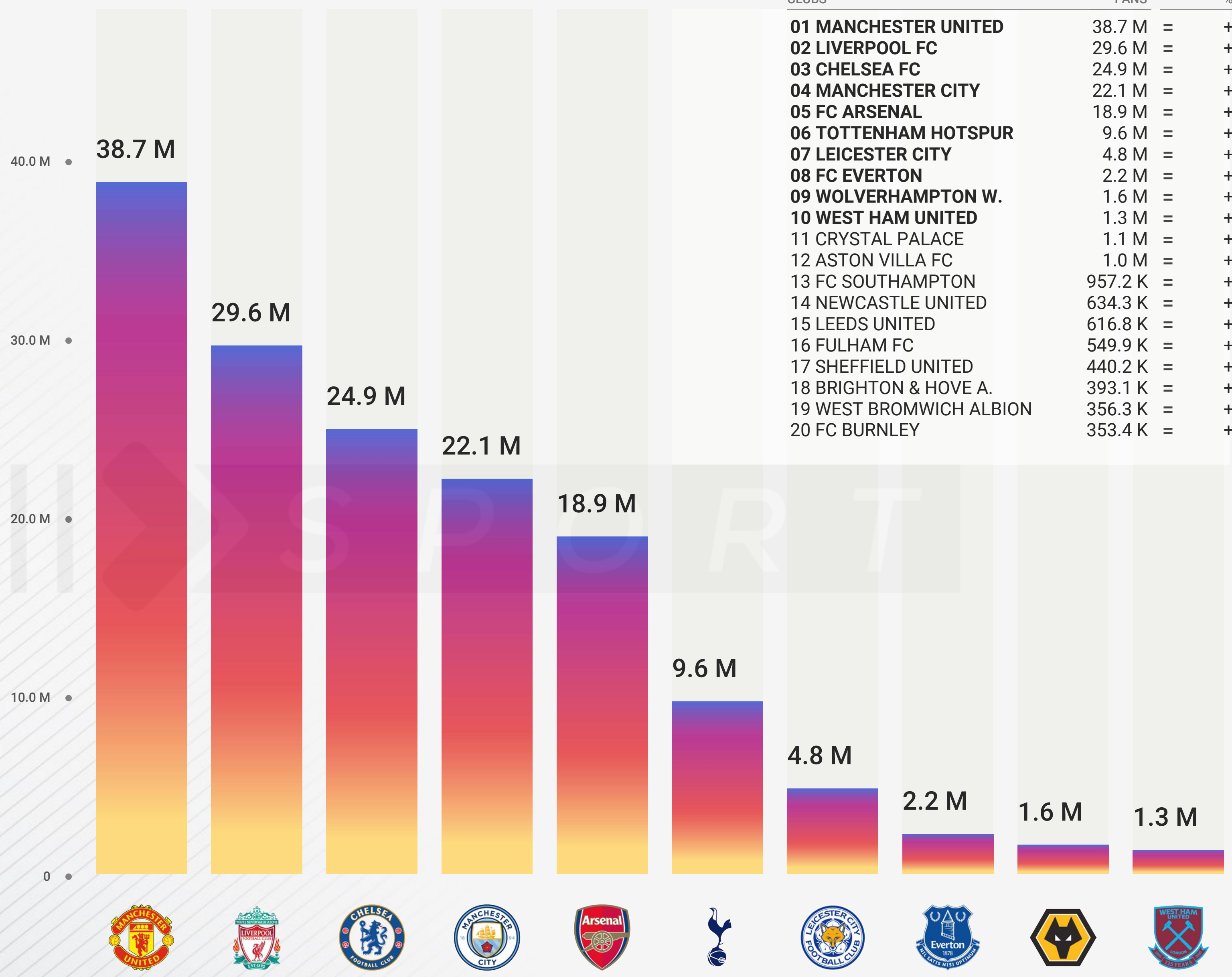
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ENGLAND Instagram


 TOTAL FANBASE
160.1 M


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



*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
20.8 M


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



CLUBS	FANS	% VAR*
01 LIVERPOOL FC	5.5 M =	+2.05
02 MANCHESTER UNITED	3.7 M =	+3.68
03 MANCHESTER CITY	3.0 M =	+2.43
04 CHELSEA FC	2.5 M =	+2.46
05 FC ARSENAL	2.2 M =	+2.35
06 TOTTENHAM HOTSPUR	1.7 M =	+5.03
07 WOLVERHAMPTON W.	467.0 K =	+3.78
08 FC EVERTON	444.0 K =	+8.56
09 LEICESTER CITY	294.0 K =	+5.00
10 ASTON VILLA FC	204.0 K =	+4.62
11 LEEDS UNITED	197.0 K ▲ +1	+11.93
12 WEST HAM UNITED	181.0 K ▼ -1	+2.26
13 FC SOUTHAMPTON	136.0 K =	+7.94
14 SHEFFIELD UNITED	116.0 K =	+6.42
15 CRYSTAL PALACE	114.0 K =	+5.56
16 NEWCASTLE UNITED	110.0 K =	+2.80
17 FC BURNLEY	47.8 K =	+30.60
18 FULHAM FC	36.4 K =	+9.31
19 WEST BROMWICH ALBION	31.9 K =	+5.28
20 BRIGHTON & HOVE A.	n/a	n/a

*[from December 14, 2020 to January 14, 2021]

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

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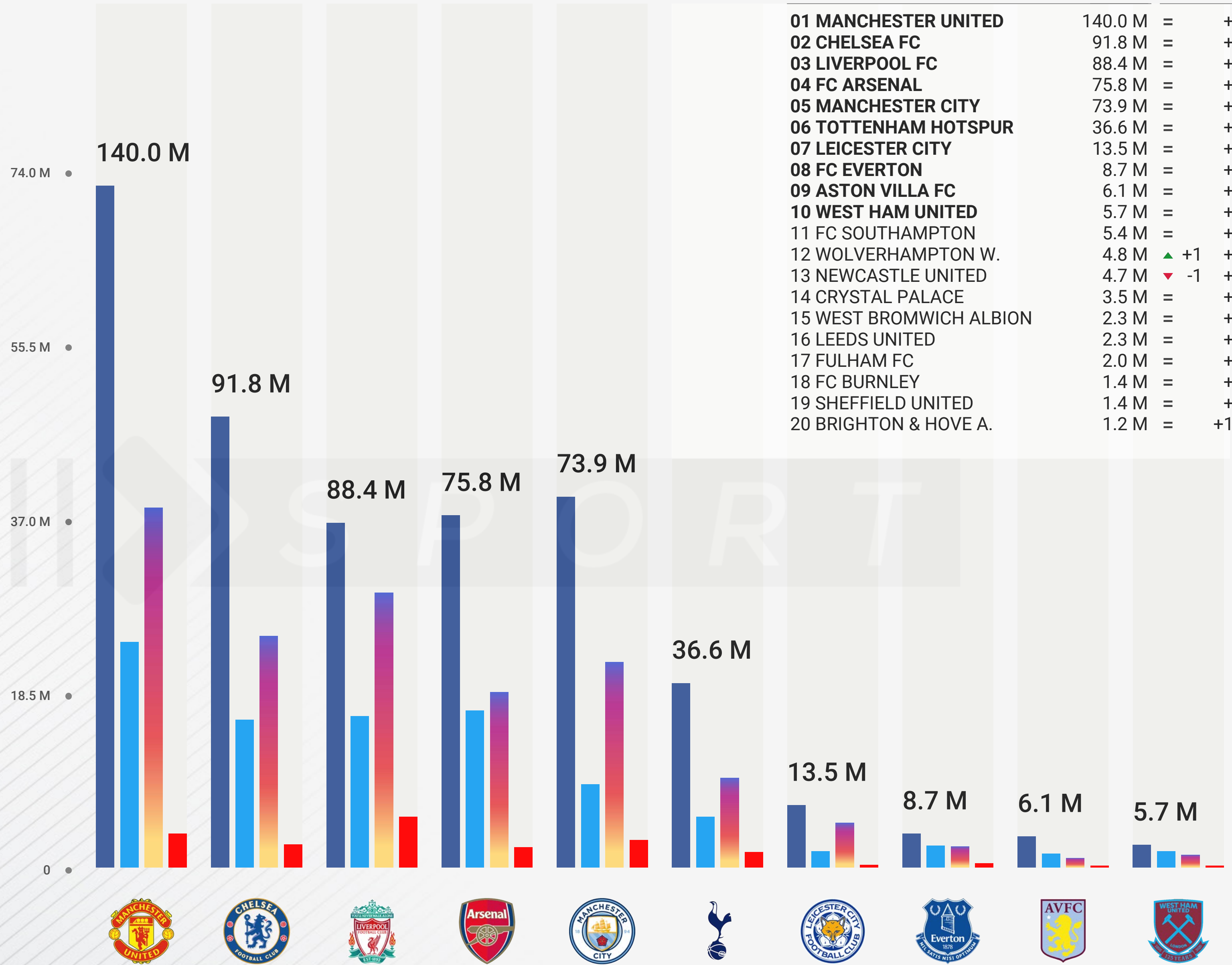





TOTAL FANBASE
569.4 M

 **Premier League**

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



*[from December 14, 2020 to January 14, 2021]

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

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ENGLAND Brands


 TOTAL FANBASE
569.4 M


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



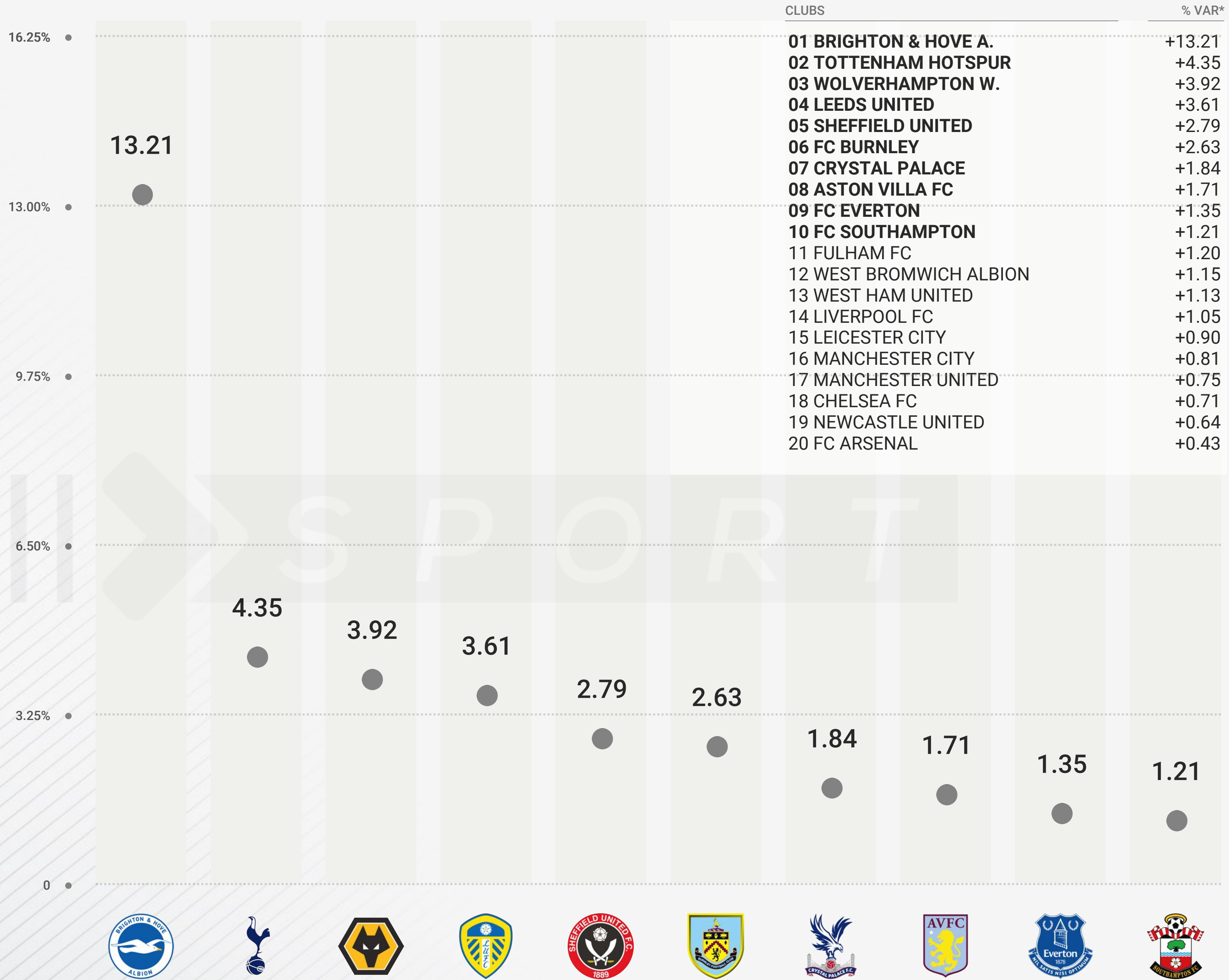
*[from December 14, 2020 to January 14, 2021]



ENGLAND Grown Up



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



*[from December 14, 2020 to January 14, 2021]

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

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ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship football clubs analysed.

11

BRANDS

Total Championship Sport Brands on jerseys analysed.

24.2 M

+ 0.55%*

FANS

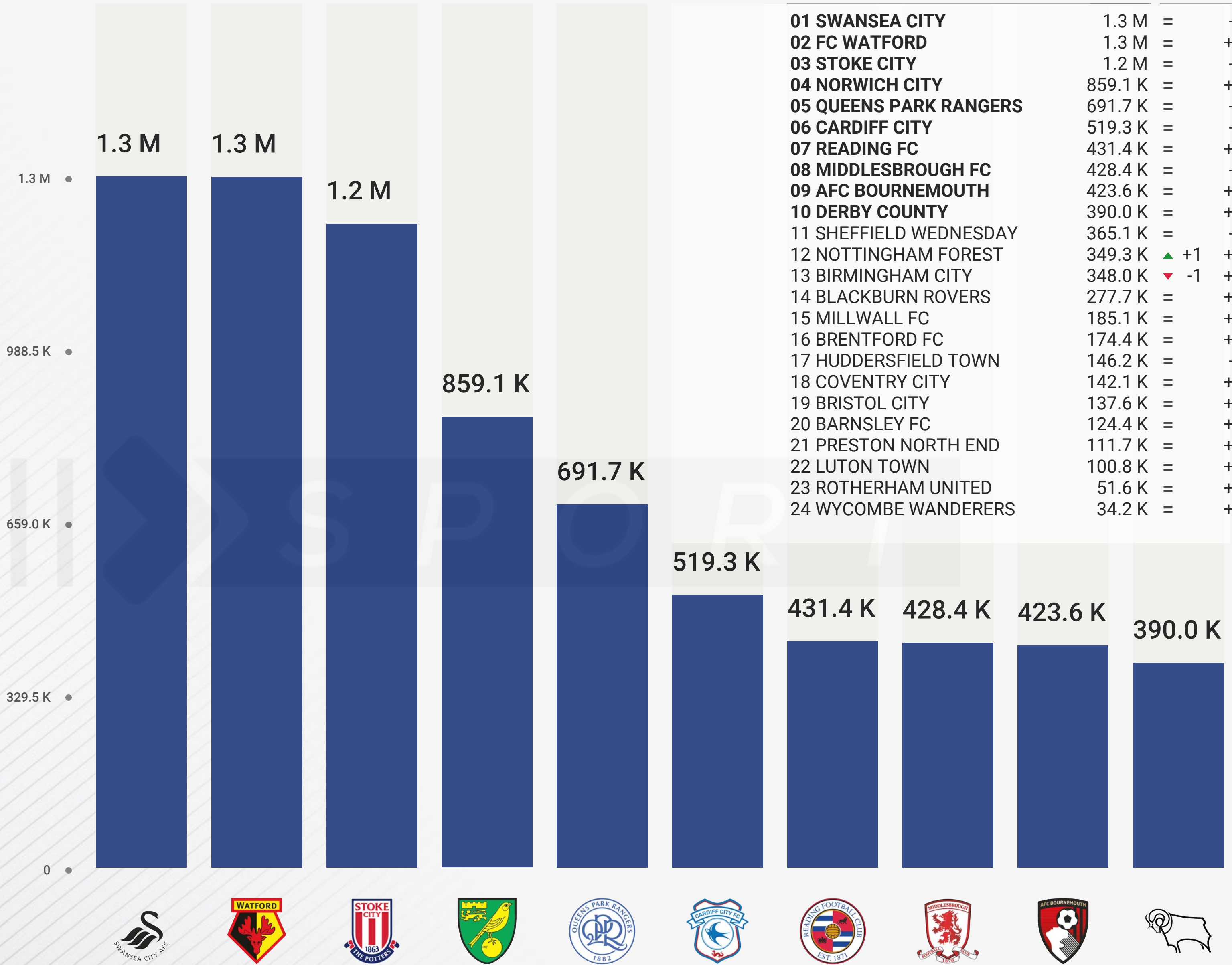
Total Facebook, Twitter, Instagram, YouTube Fans of the Championship football clubs analysed.

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
10.2 M




Ranking of the most followed Championship football clubs on Facebook.



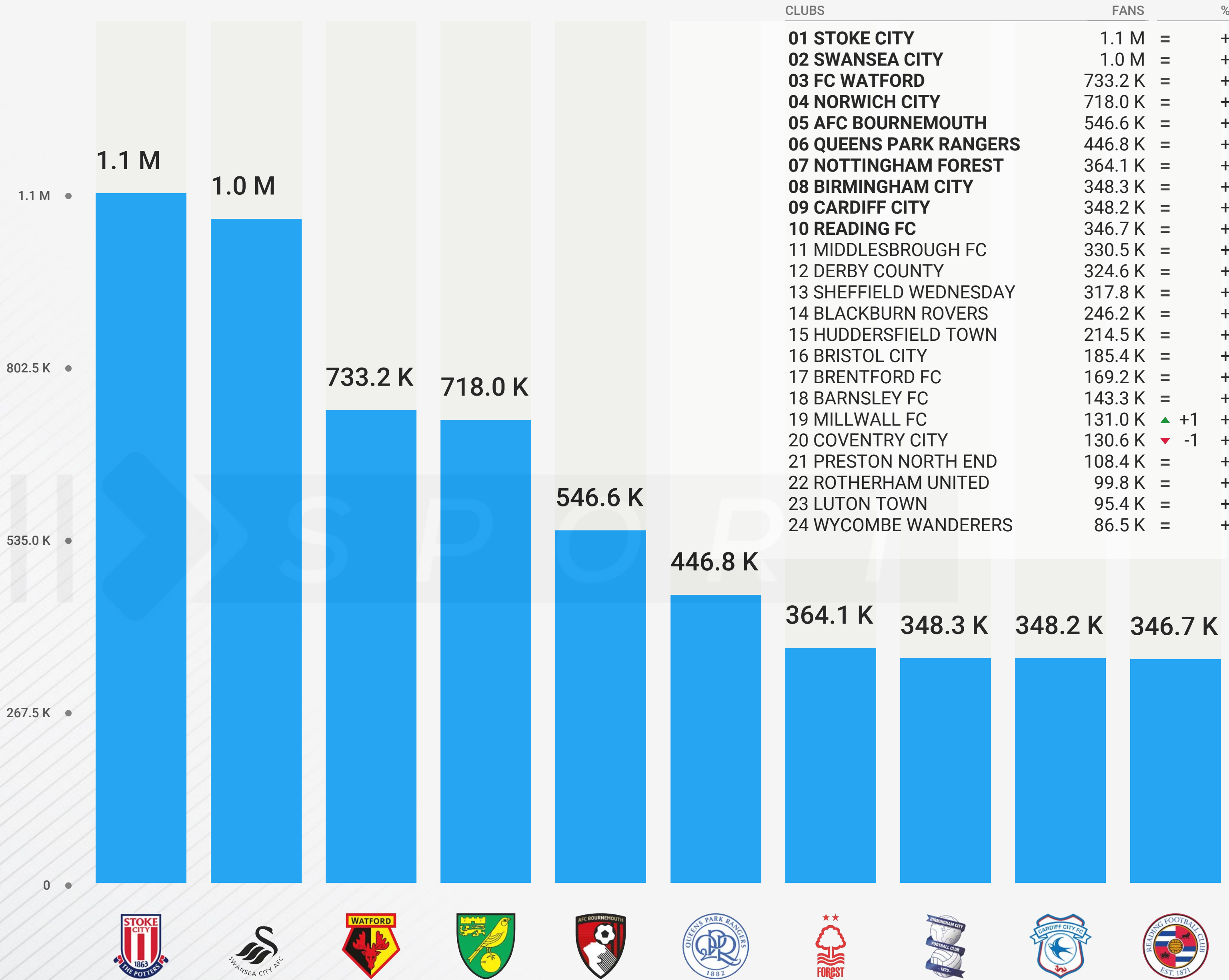
*[from December 14, 2020 to January 14, 2021]



TOTAL FANBASE
8.5 M





Ranking of the most followed Championship football clubs on Twitter.



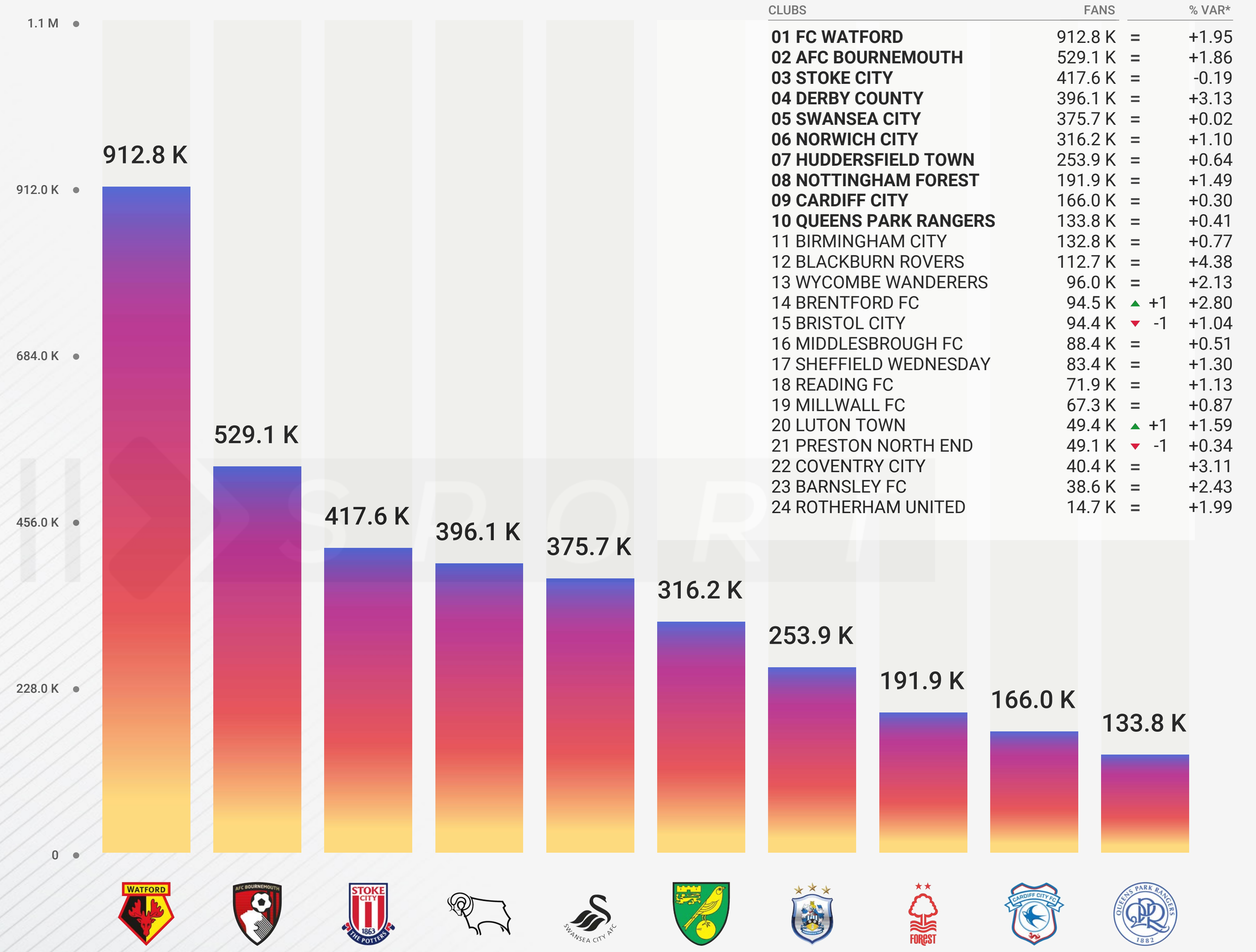
*[from December 14, 2020 to January 14, 2021]



ENGLAND Instagram


 TOTAL FANBASE
4.7 M


Ranking of the most followed Championship football clubs on Instagram.



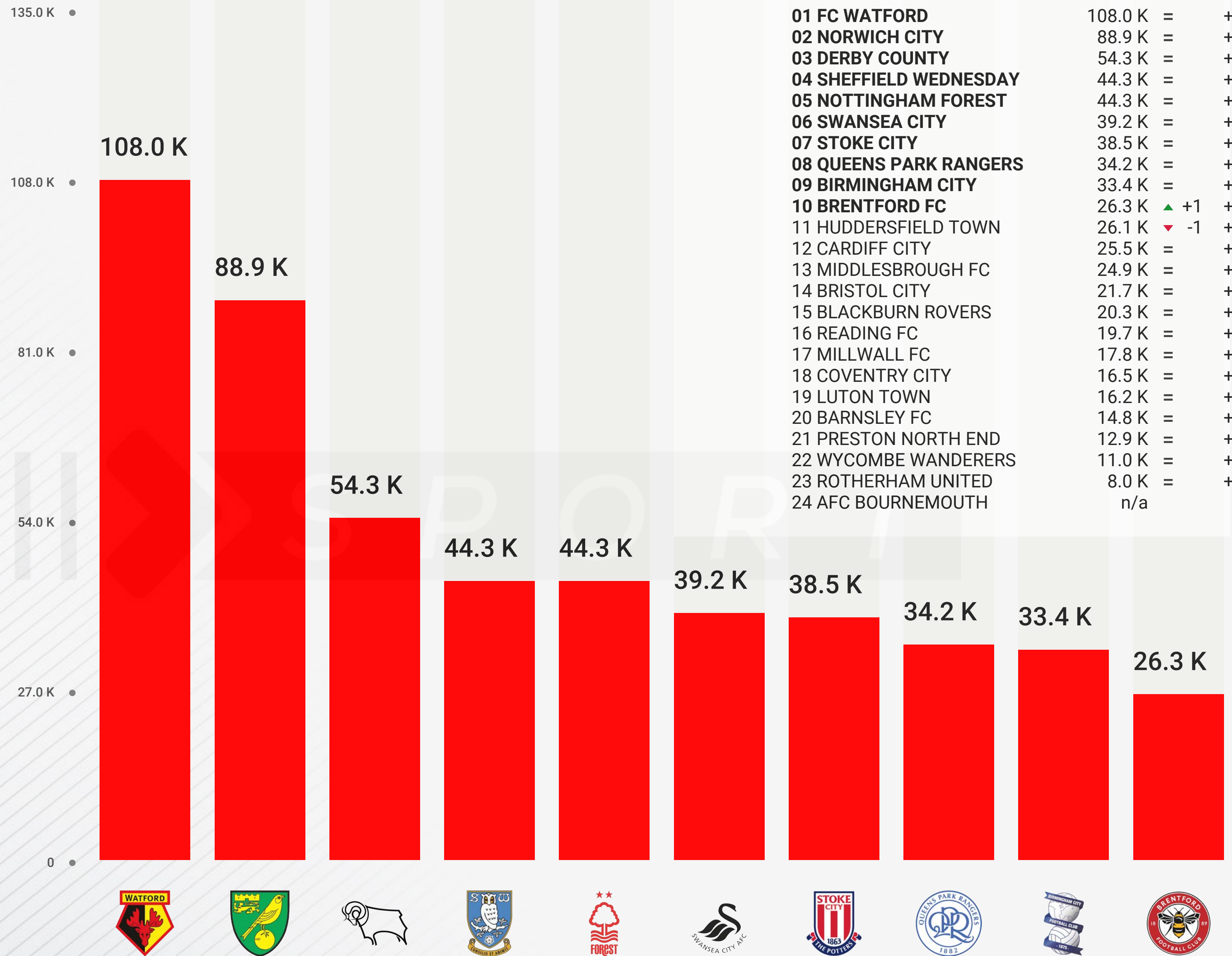
*[from December 14, 2020 to January 14, 2021]



TOTAL FANBASE
747 K



Ranking of the most followed Championship football clubs on YouTube.




*[from December 14, 2020 to January 14, 2021]

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

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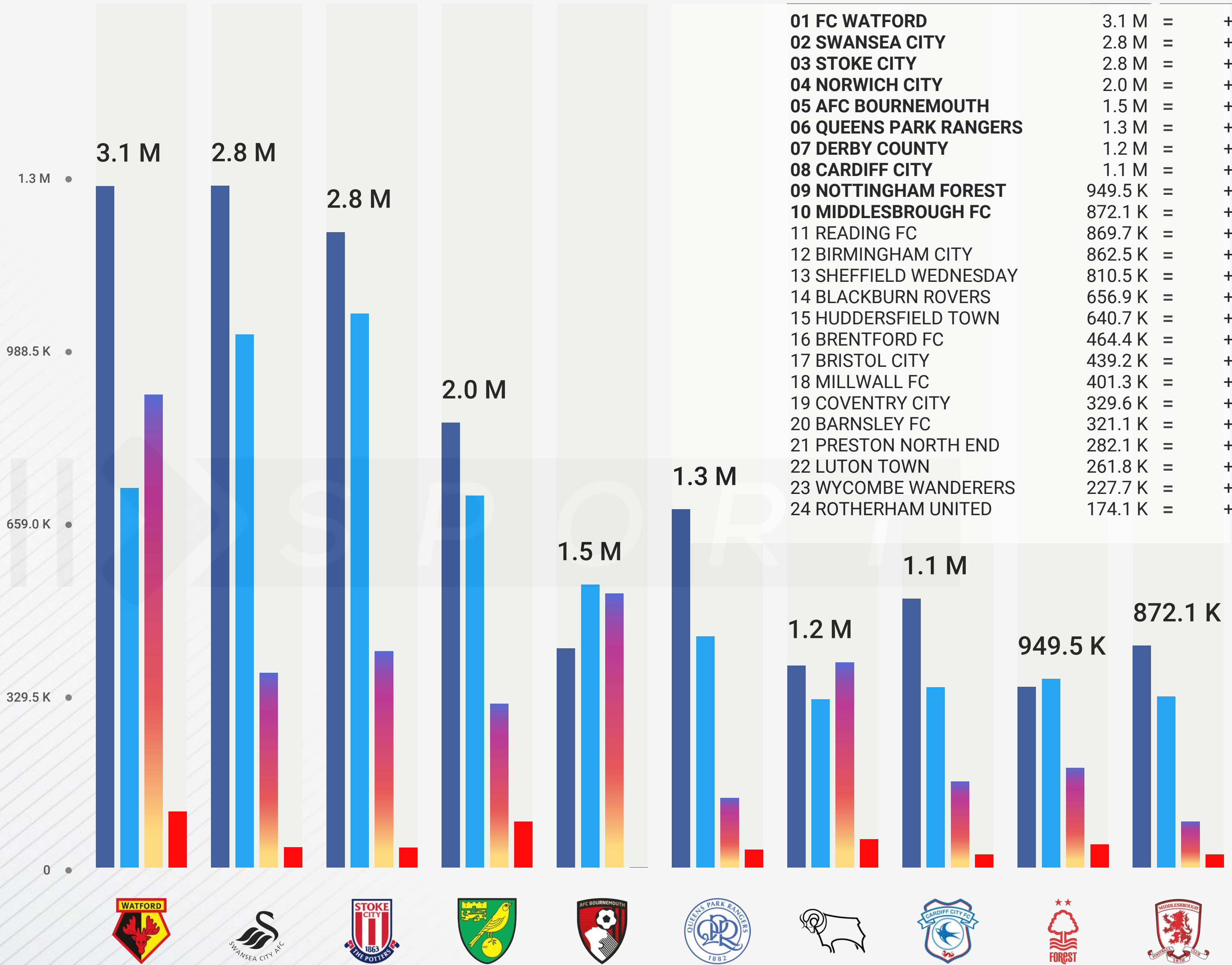





TOTAL FANBASE
24.2 M



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



*[from December 14, 2020 to January 14, 2021]

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

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ENGLAND Brands



TOTAL FANBASE
24.2 M



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



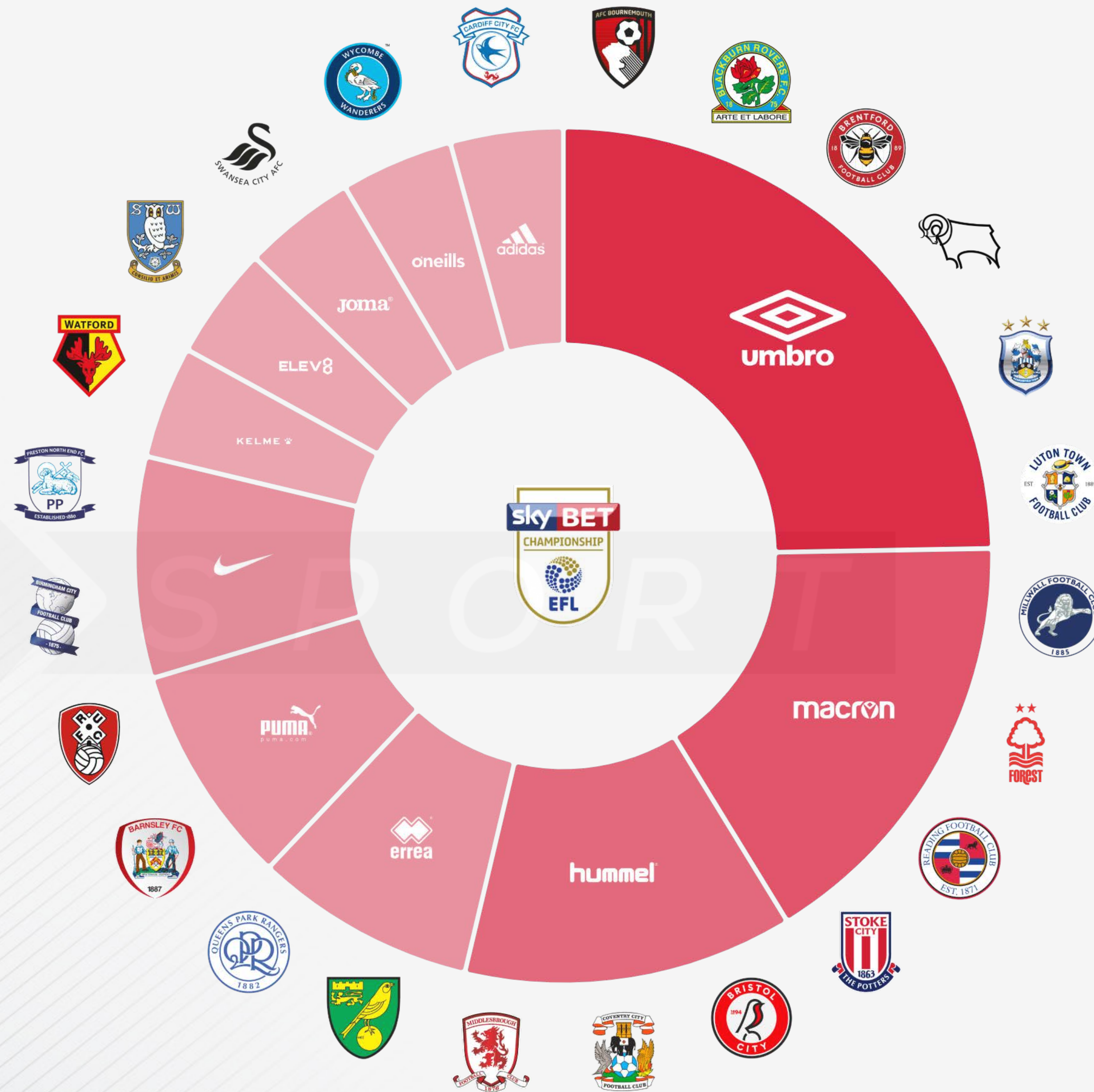
*[from December 14, 2020 to January 14, 2021]

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



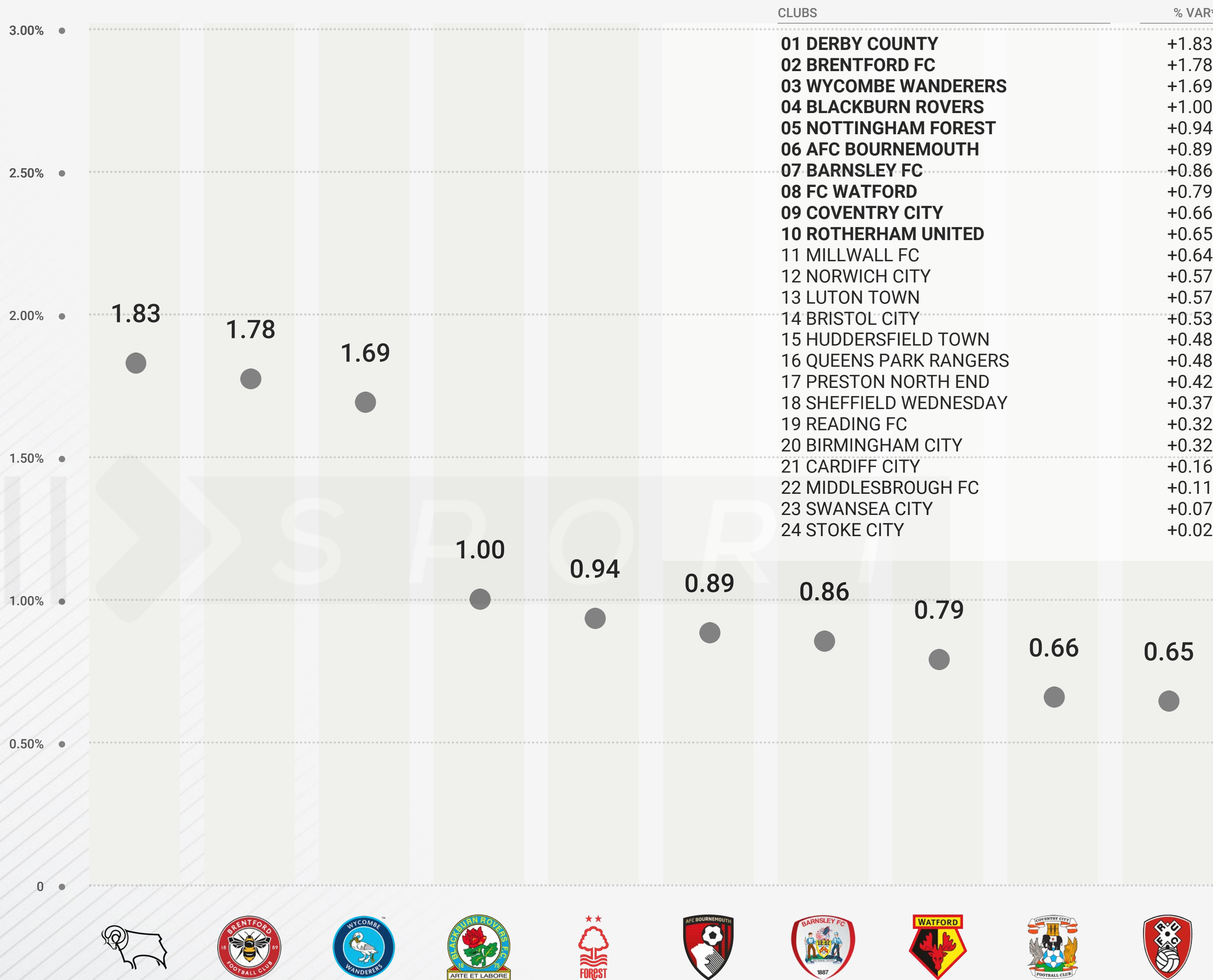
*[from December 14, 2020 to January 14, 2021]



ENGLAND Grown Up



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



*[from December 14, 2020 to January 14, 2021]

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

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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



LIGUE 1

SECOND DIVISION

20 CLUBS



LIGUE 2

FRANCE

FRANCE SnapShot / First Division



20

CLUBS

Total Ligue1 football clubs analysed.

9

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

132.9 M

+ 0.82%*

FANS

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

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
67.1 M



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



*[from December 14, 2020 to January 14, 2021]



TOTAL FANBASE
21.6 M



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



*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
40.5 M


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



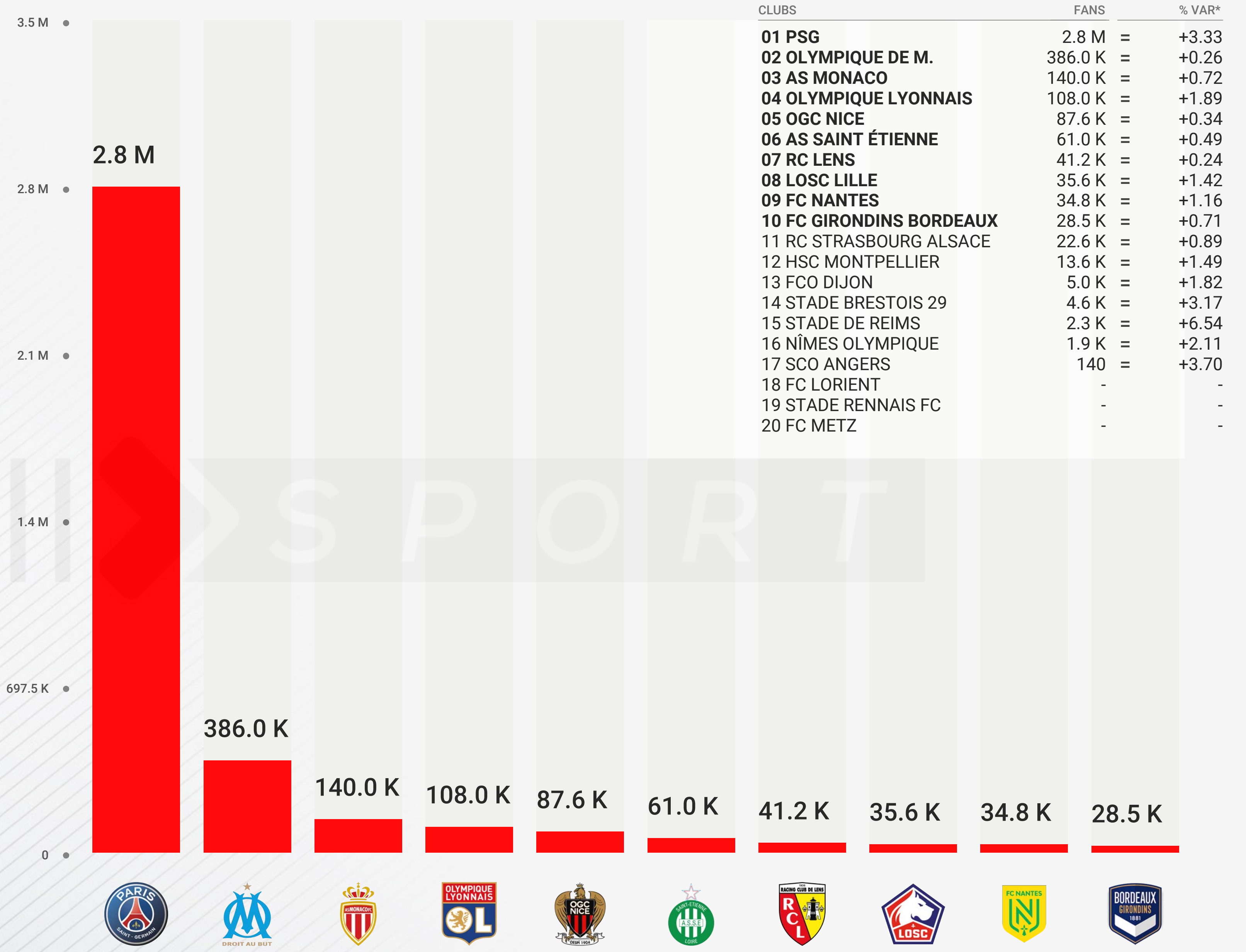
*[from December 14, 2020 to January 14, 2021]

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 TOTAL FANBASE
3.8 M


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



*[from December 14, 2020 to January 14, 2021]

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

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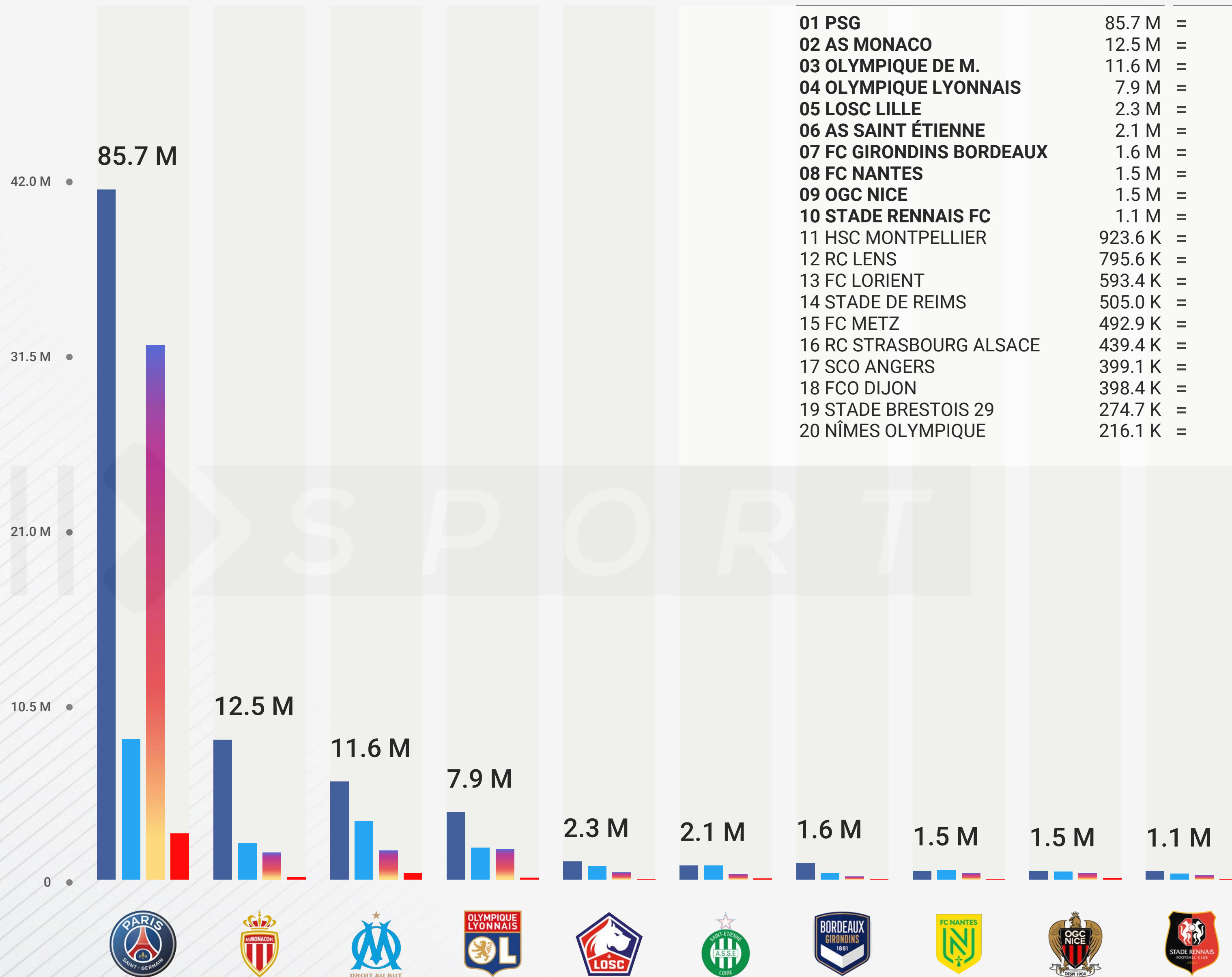





TOTAL FANBASE
132.9 M



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



*[from December 14, 2020 to January 14, 2021]

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

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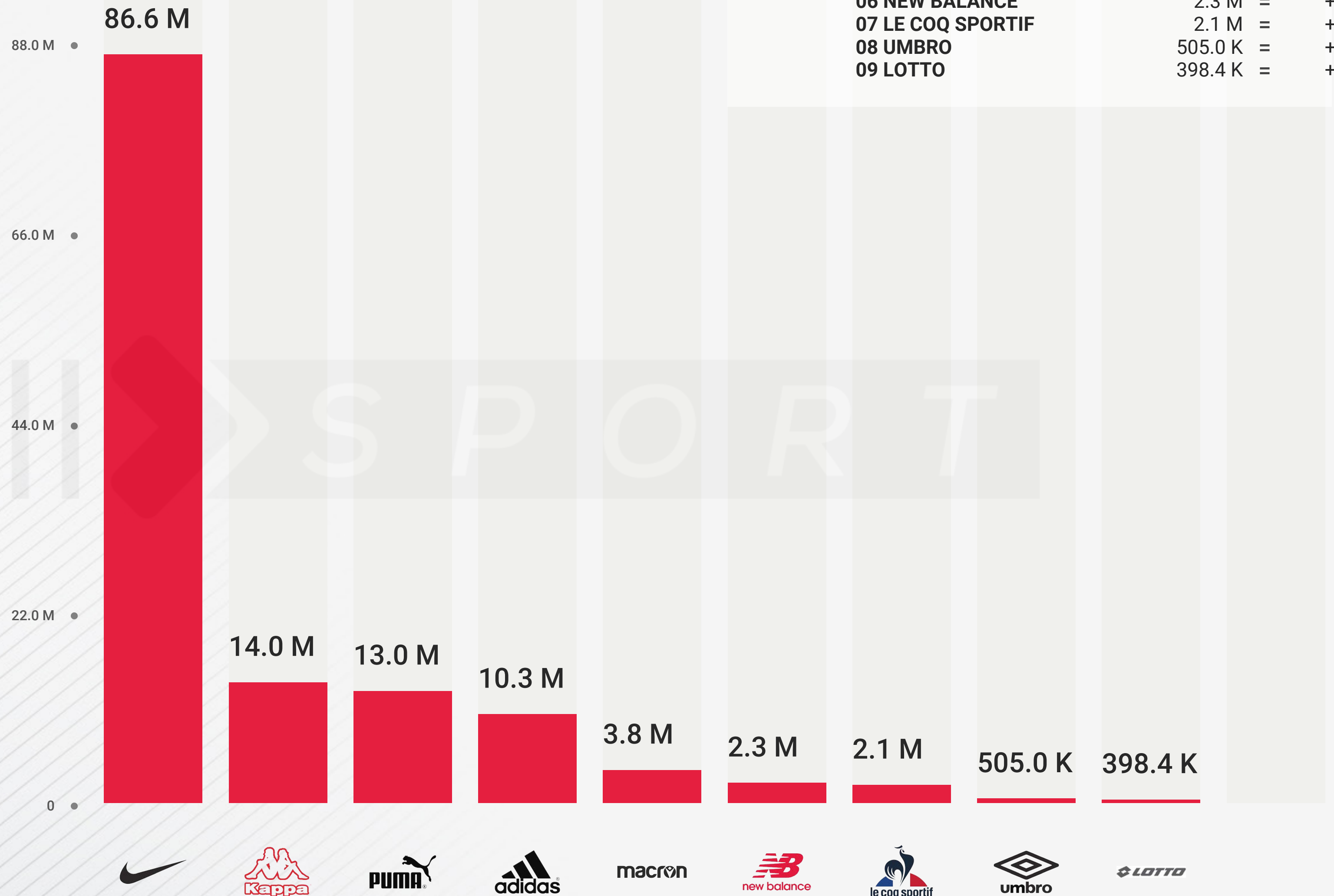




TOTAL FANBASE
132.9 M



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



*[from December 14, 2020 to January 14, 2021]





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



*[from December 14, 2020 to January 14, 2021]

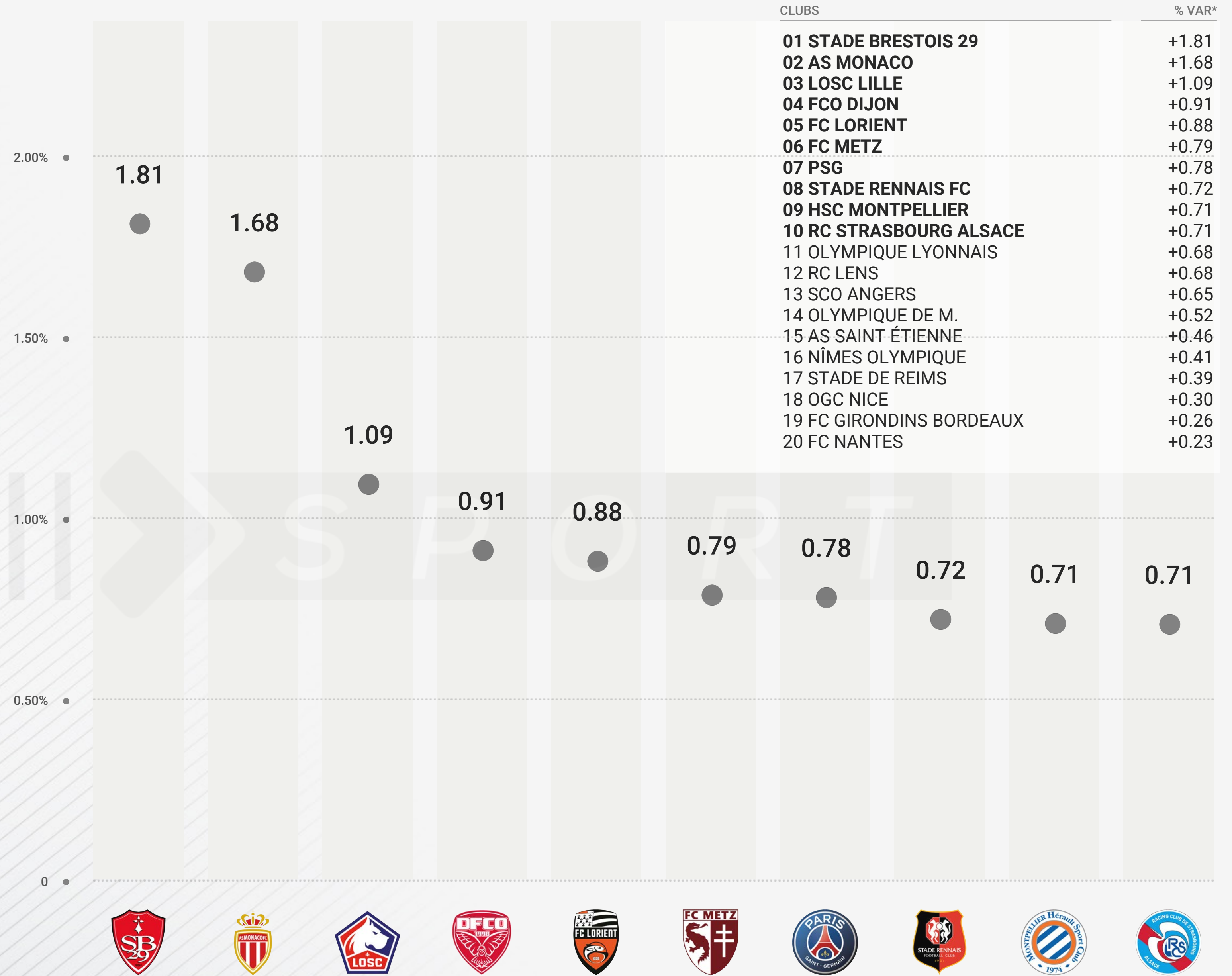
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FRANCE Grown Up



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



*[from December 14, 2020 to January 14, 2021]

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FRANCE Snapshot / Second Division



20

CLUBS

Total Ligue 2 football clubs analysed.

10

BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

5.2 M

+ 0.57%*

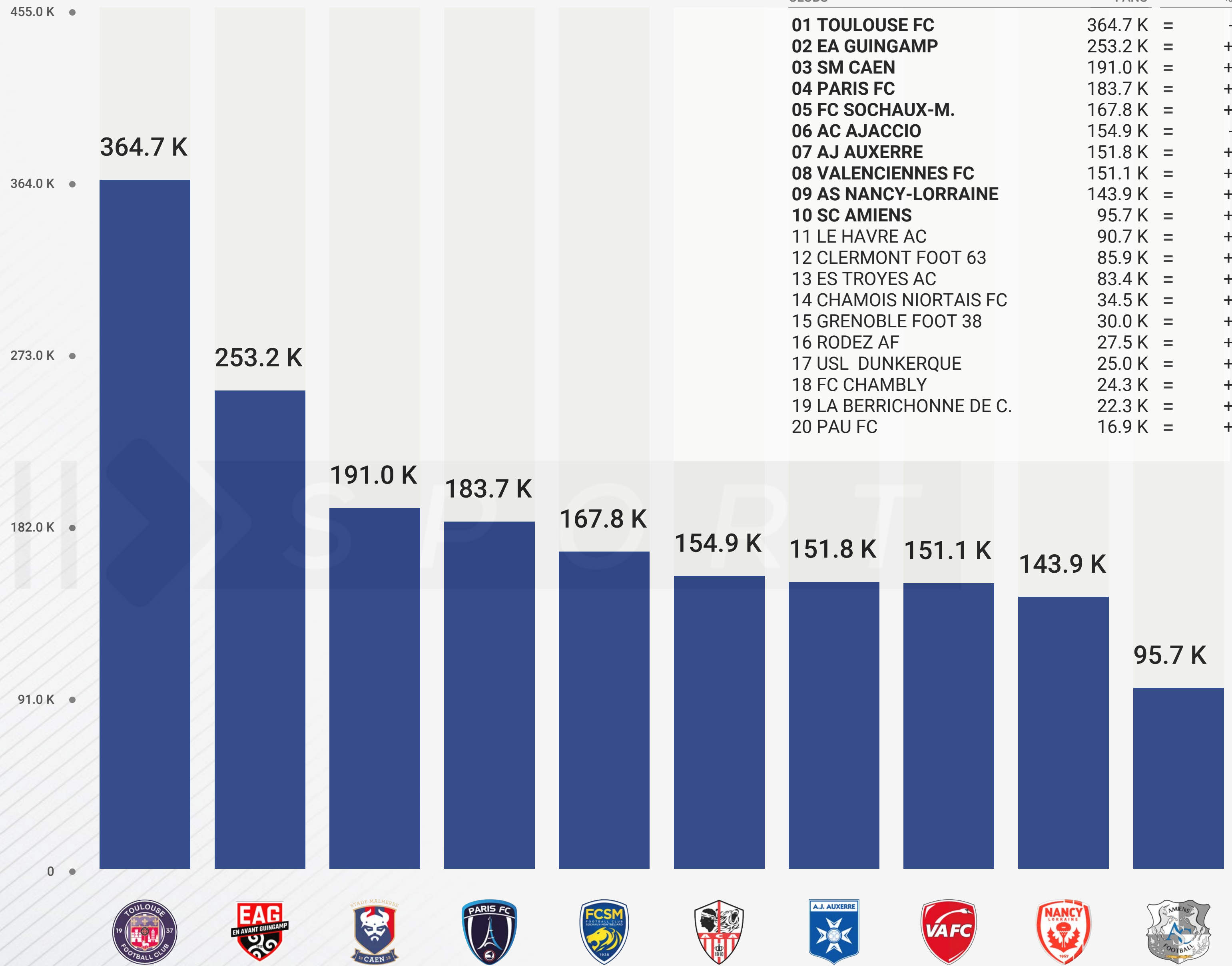
FANS

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

*[from December 14, 2020 to January 14, 2021]



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



*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
2.0 M



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

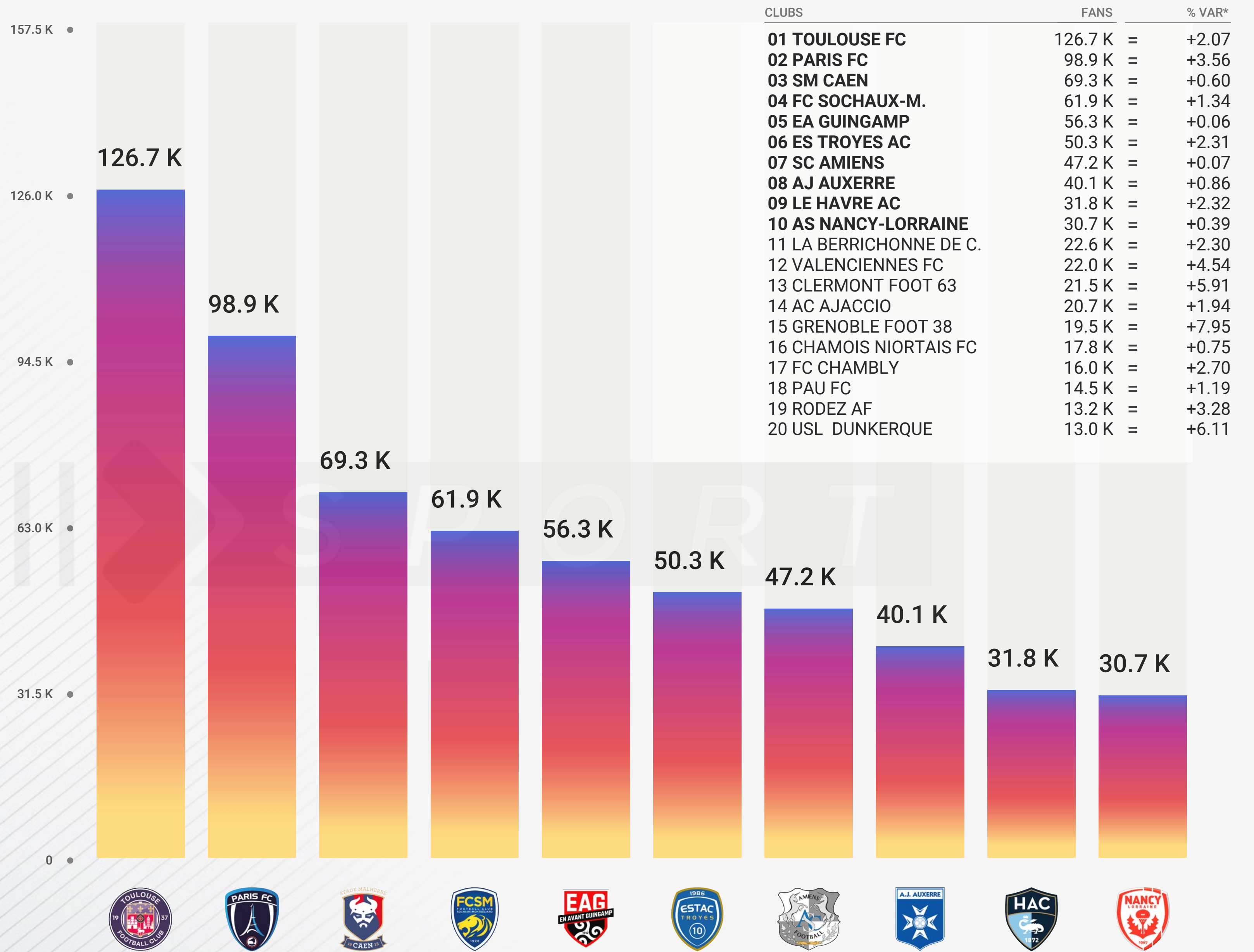


*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
794 K


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



*[from December 14, 2020 to January 14, 2021]

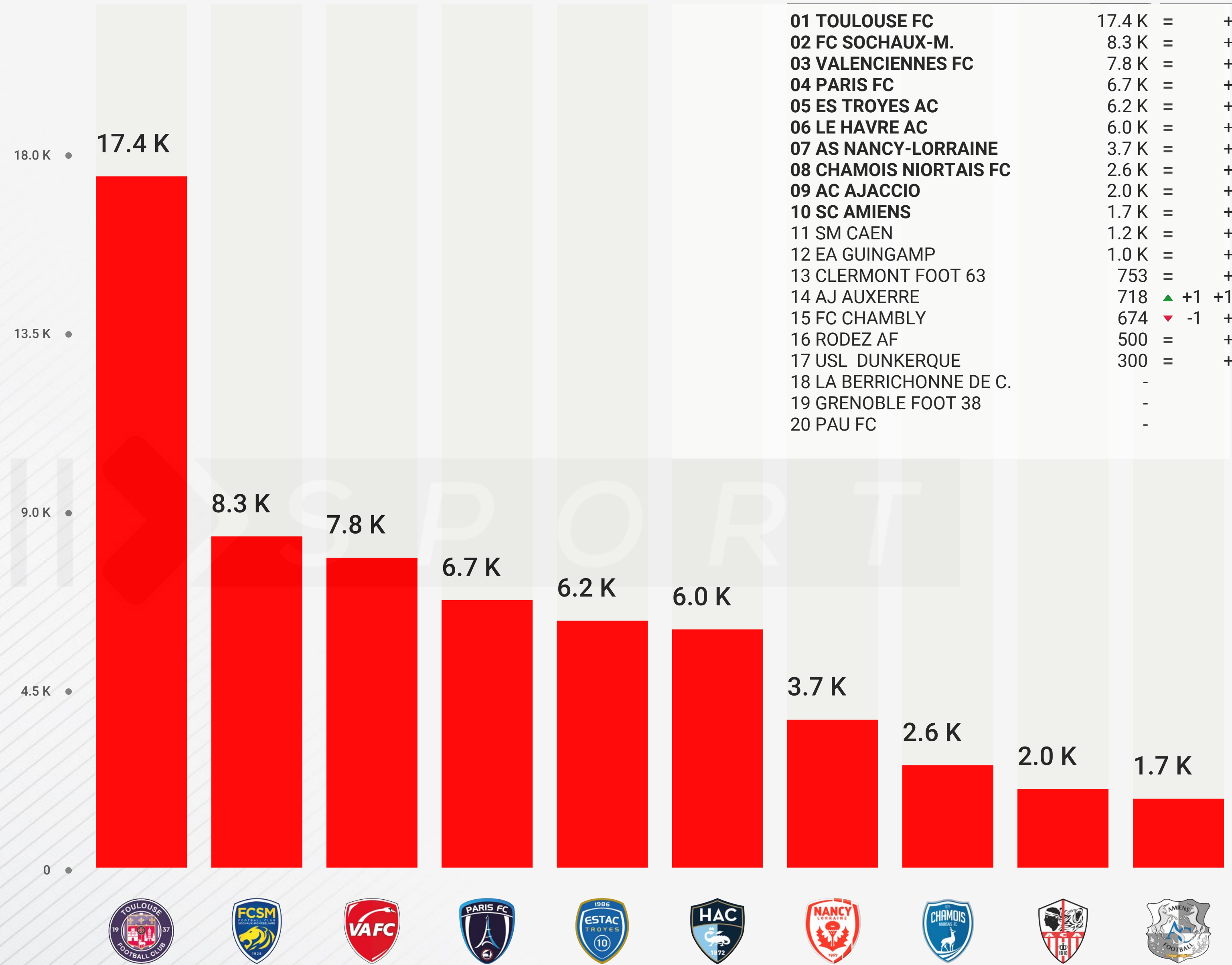
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TOTAL FANBASE
68 K



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



*[from December 14, 2020 to January 14, 2021]

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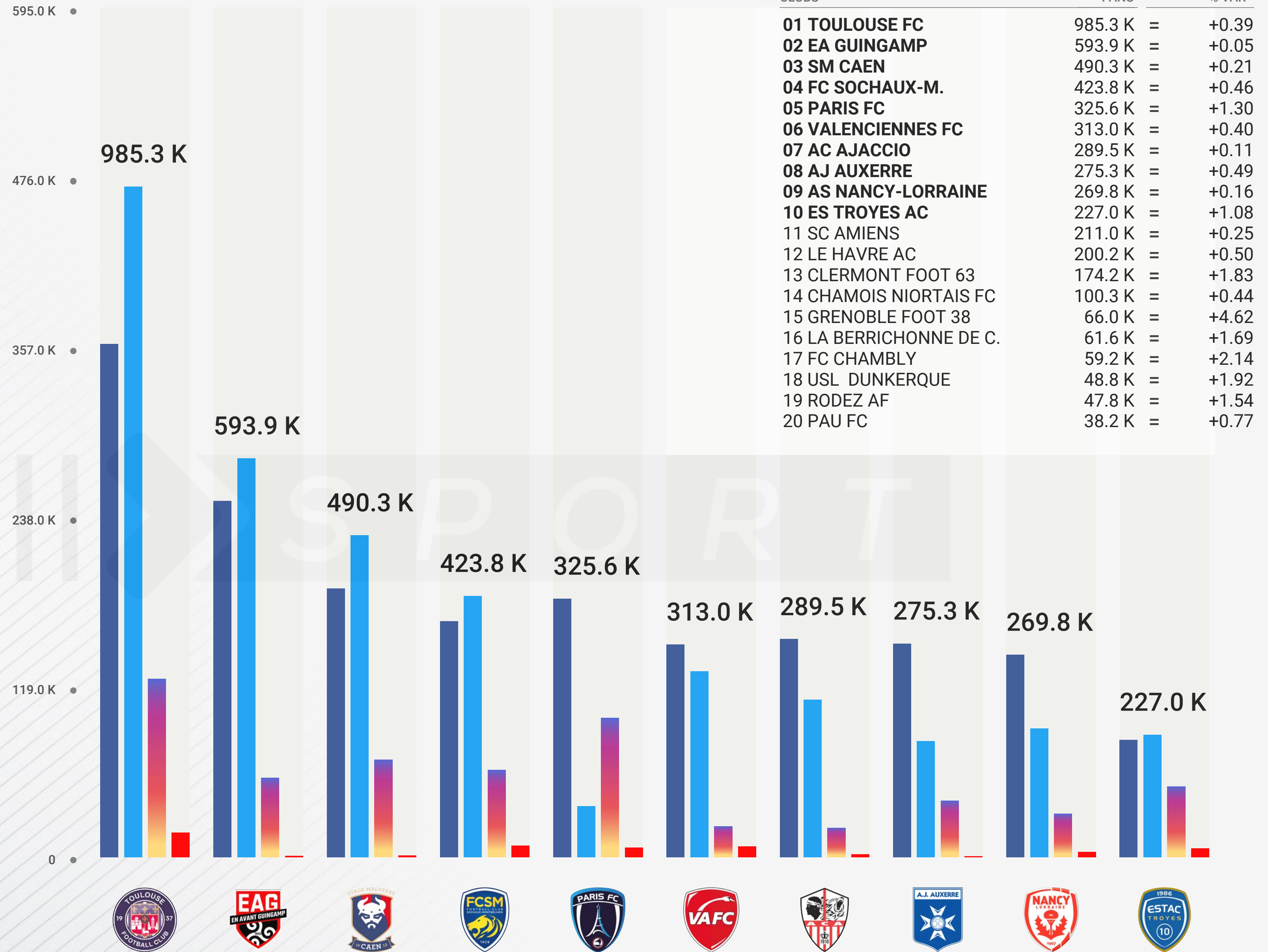


TOTAL FANBASE

5.2 M



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



*[from December 14, 2020 to January 14, 2021]

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

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 TOTAL FANBASE
5.2 M



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



*[from December 14, 2020 to January 14, 2021]





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



*[from December 14, 2020 to January 14, 2021]

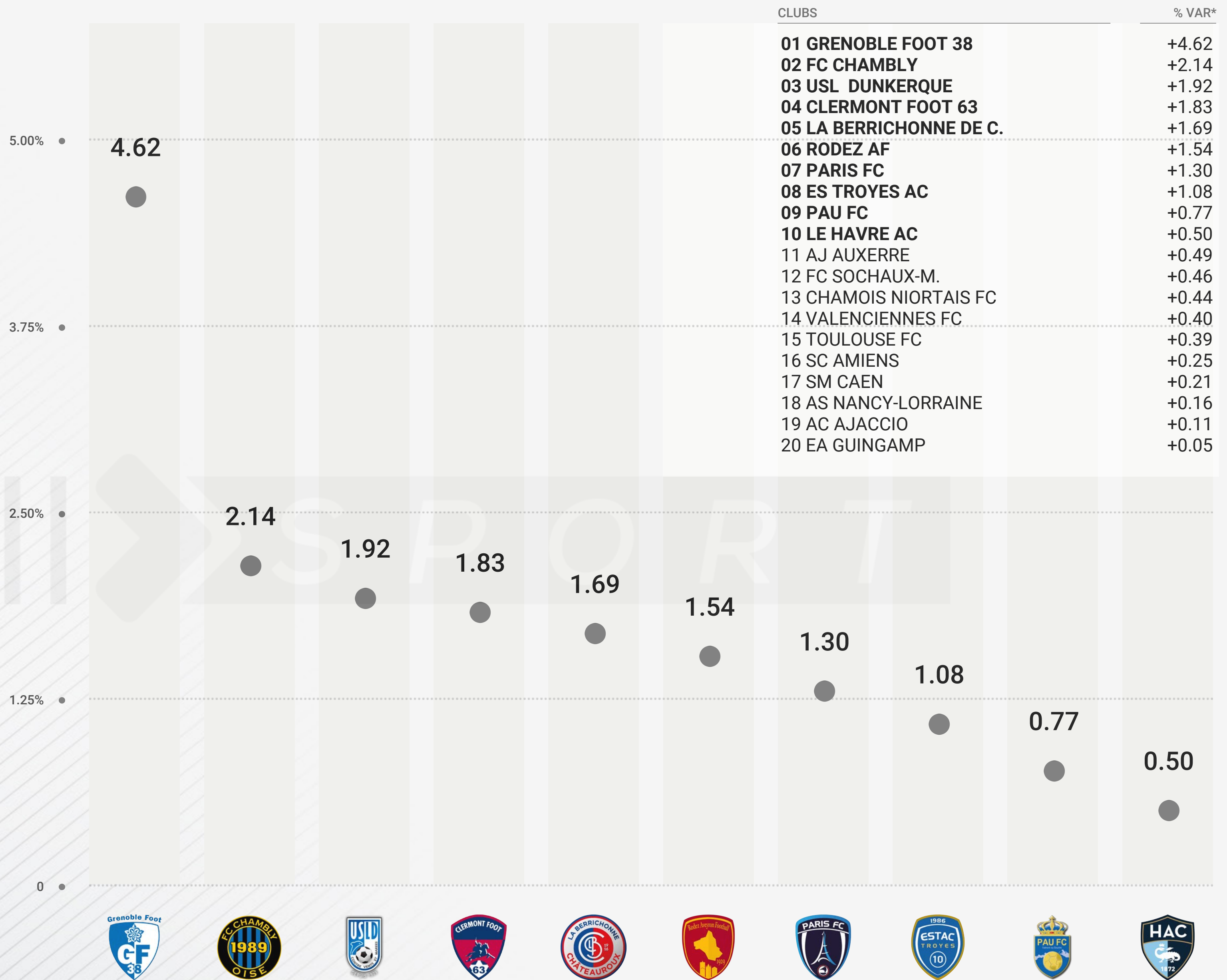
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FRANCE Grown Up



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



*[from December 14, 2020 to January 14, 2021]

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Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

 **BUNDESLIGA**

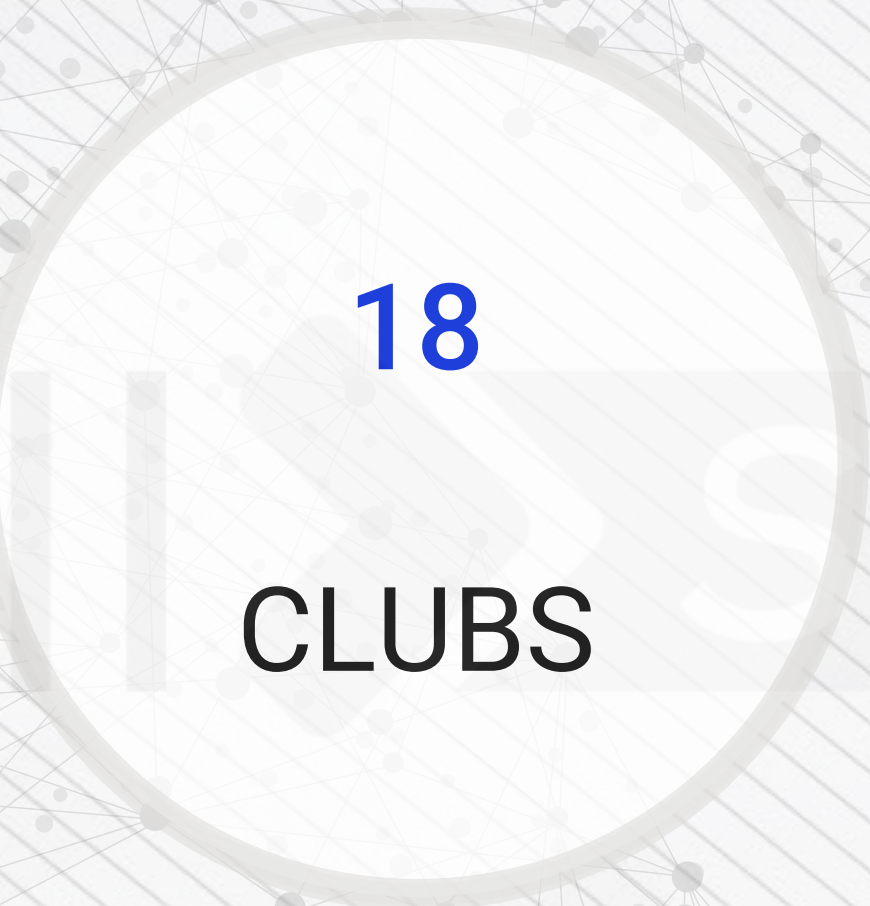
SECOND DIVISION

18 CLUBS

 **BUNDESLIGA**

GERMANY

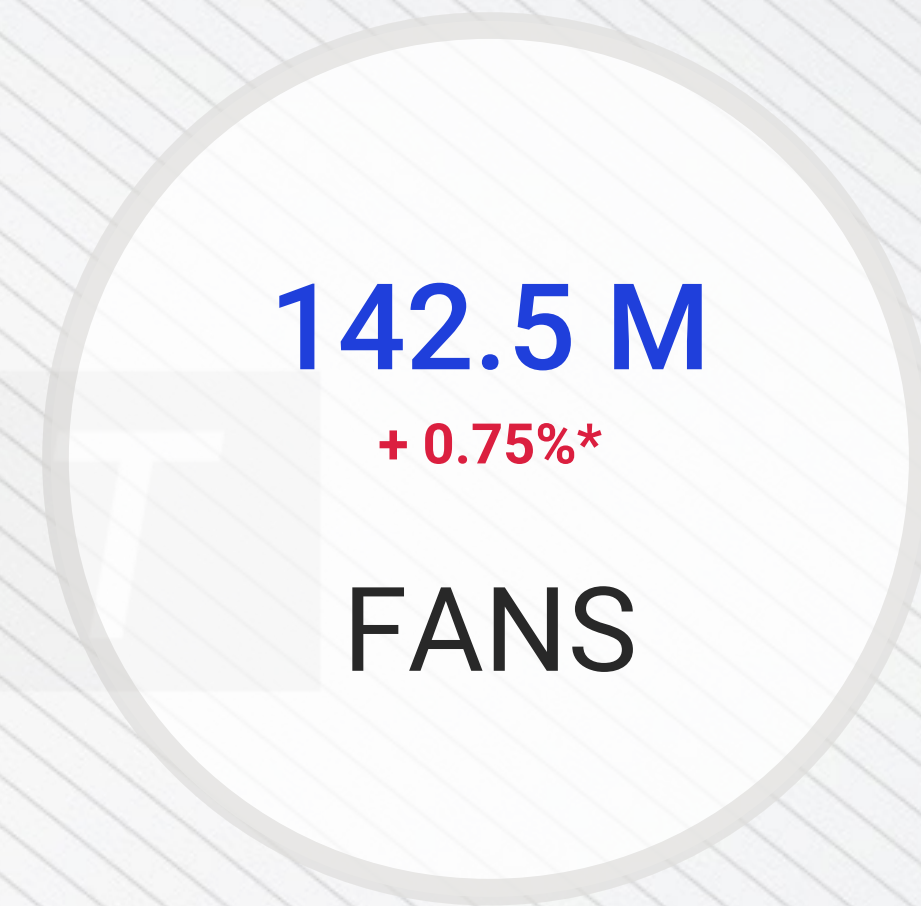
GERMANY Snapshot / First Division



Total 1.Bundesliga football clubs analysed.



Total 1.Bundesliga Sport Brands on jerseys analysed.



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

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
80.3 M


BUNDESLIGA

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



*[from December 14, 2020 to January 14, 2021]

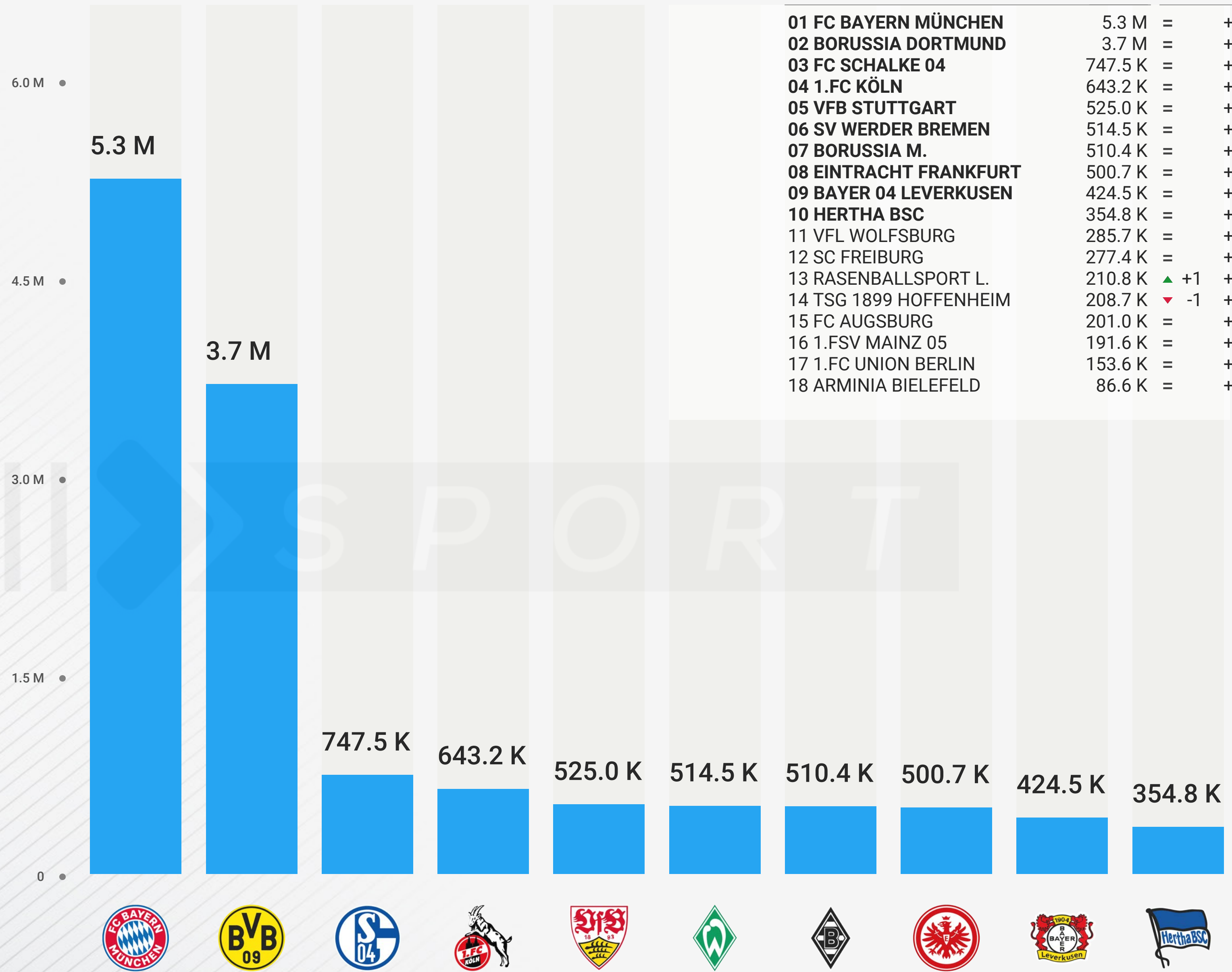
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 TOTAL FANBASE
14.8 M

 BUNDESLIGA

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



CLUBS	FANS	% VAR*
01 FC BAYERN MÜNCHEN	5.3 M =	+0.94
02 BORUSSIA DORTMUND	3.7 M =	+0.53
03 FC SCHALKE 04	747.5 K =	+0.46
04 1.FC KÖLN	643.2 K =	+0.02
05 VFB STUTTGART	525.0 K =	+0.20
06 SV WERDER BREMEN	514.5 K =	+0.12
07 BORUSSIA M.	510.4 K =	+0.31
08 EINTRACHT FRANKFURT	500.7 K =	+0.28
09 BAYER 04 LEVERKUSEN	424.5 K =	+0.07
10 HERTHA BSC	354.8 K =	+0.18
11 VFL WOLFSBURG	285.7 K =	+0.09
12 SC FREIBURG	277.4 K =	+0.21
13 RASENBALLSPORT L.	210.8 K ▲ +1	+1.35
14 TSG 1899 HOFFENHEIM	208.7 K ▼ -1	+0.16
15 FC AUGSBURG	201.0 K =	+0.12
16 1.FSV MAINZ 05	191.6 K =	+0.19
17 1.FC UNION BERLIN	153.6 K =	+1.25
18 ARMINIA BIELEFELD	86.6 K =	+0.47

*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
44.0 M

BUNDESLIGA

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



CLUBS	FANS	% VAR*
01 FC BAYERN MÜNCHEN	24.9 M =	+1.59
02 BORUSSIA DORTMUND	12.2 M =	+0.98
03 BAYER 04 LEVERKUSEN	1.2 M =	+2.37
04 FC SCHALKE 04	969.7 K =	+1.79
05 RASENBALLSPORT L.	916.1 K =	+4.91
06 BORUSSIA M.	622.5 K =	+5.39
07 EINTRACHT FRANKFURT	519.5 K =	+0.82
08 VFL WOLFSBURG	480.6 K =	+1.22
09 SV WERDER BREMEN	363.0 K =	+0.84
10 1.FC KÖLN	360.2 K =	+0.46
11 TSG 1899 HOFFENHEIM	327.8 K =	+0.65
12 VFB STUTTGART	289.9 K =	+1.99
13 HERTHA BSC	194.6 K =	+0.79
14 FC AUGSBURG	161.1 K =	+1.54
15 1.FSV MAINZ 05	151.7 K =	+1.08
16 SC FREIBURG	146.9 K =	+0.97
17 1.FC UNION BERLIN	121.5 K =	+2.78
18 ARMINIA BIELEFELD	93.2 K =	+2.02

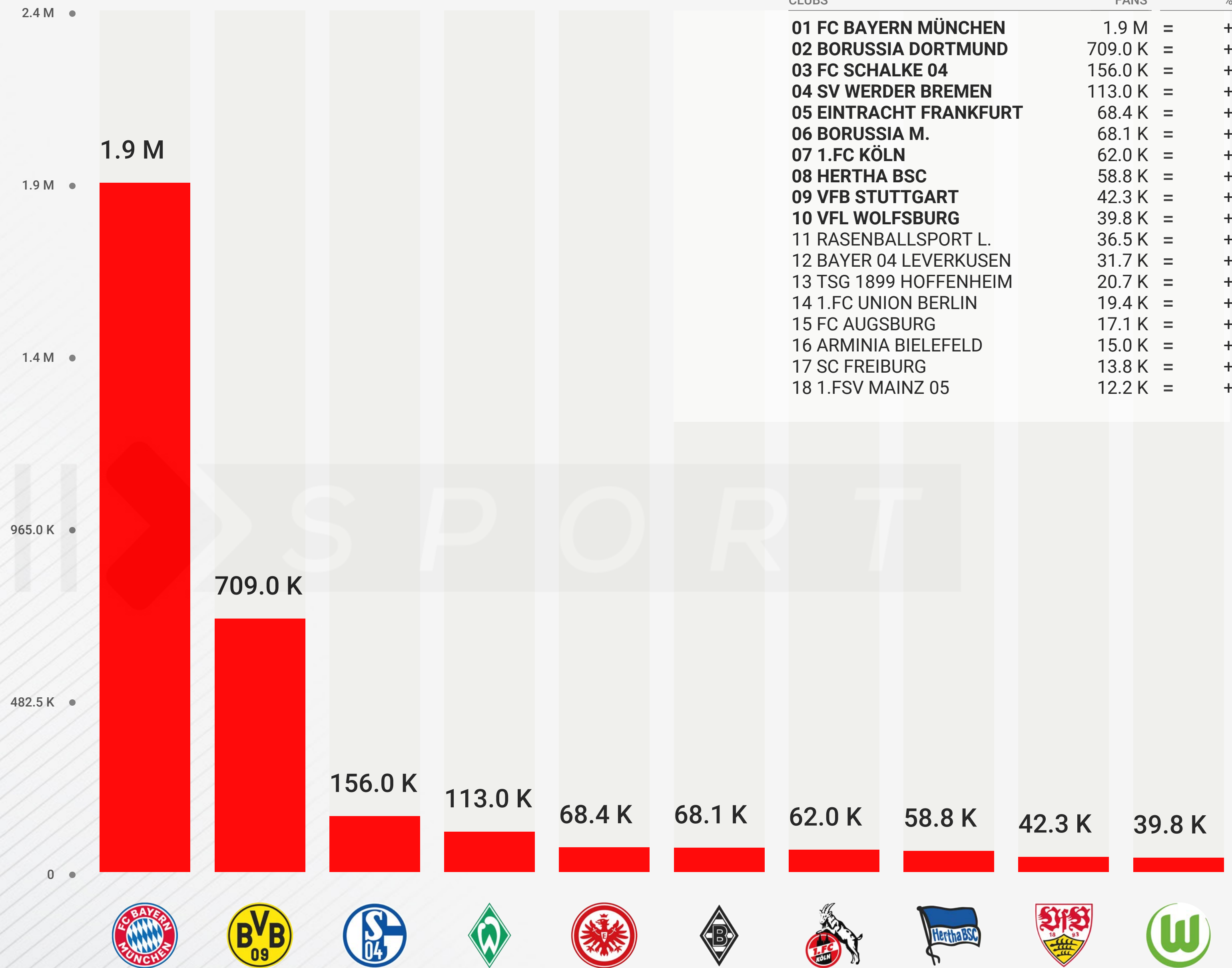
*[from December 14, 2020 to January 14, 2021]




TOTAL FANBASE
3.4 M

BUNDESLIGA

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



*[from December 14, 2020 to January 14, 2021]

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

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TOTAL FANBASE
142.5 M


BUNDESLIGA

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



*[from December 14, 2020 to January 14, 2021]

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 **GERMANY Brands**






TOTAL FANBASE
142.5 M


BUNDESLIGA

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



*[from December 14, 2020 to January 14, 2021]



 **GERMANY Brands**



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



*[from December 14, 2020 to January 14, 2021]

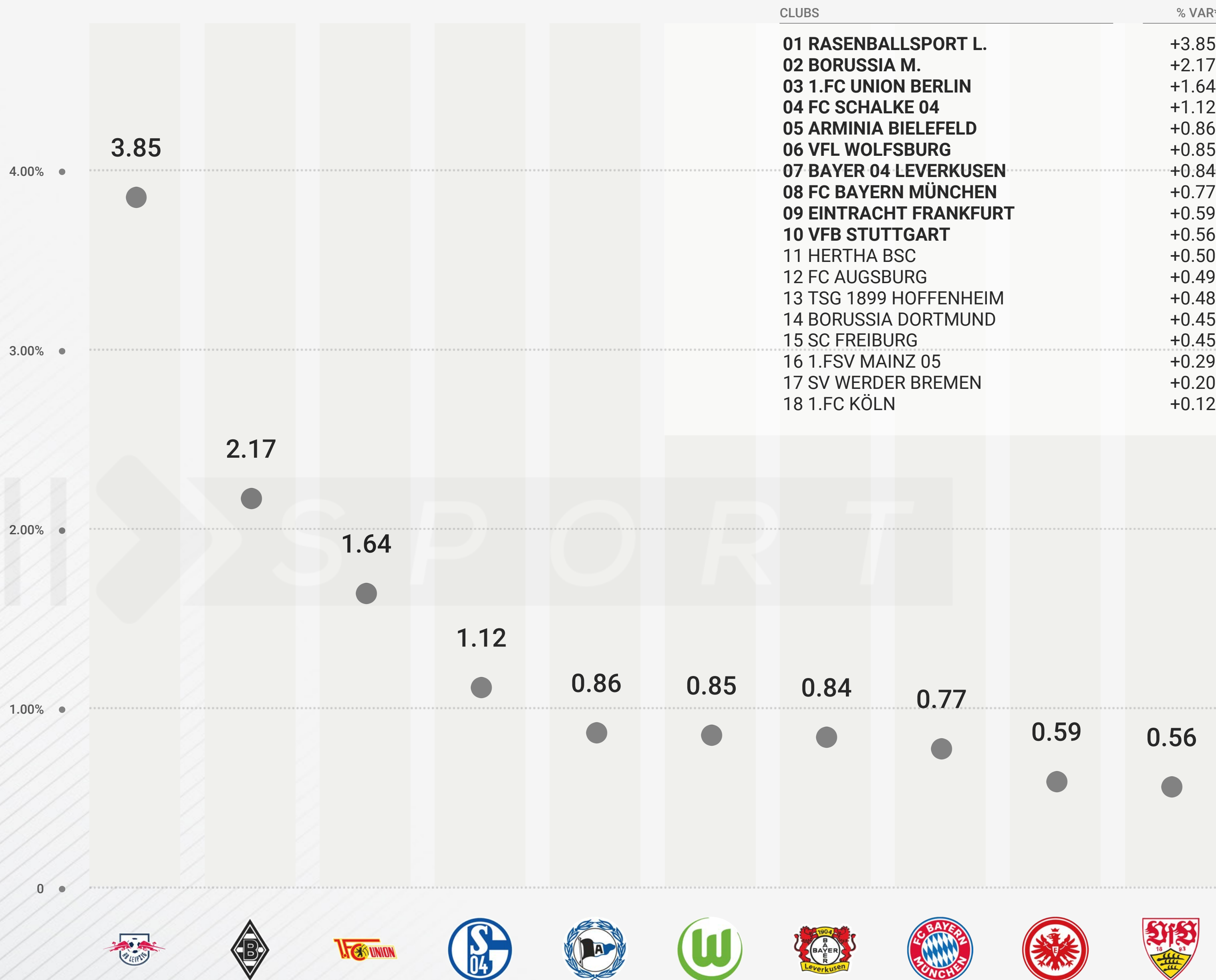
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 GERMANY Grown Up



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



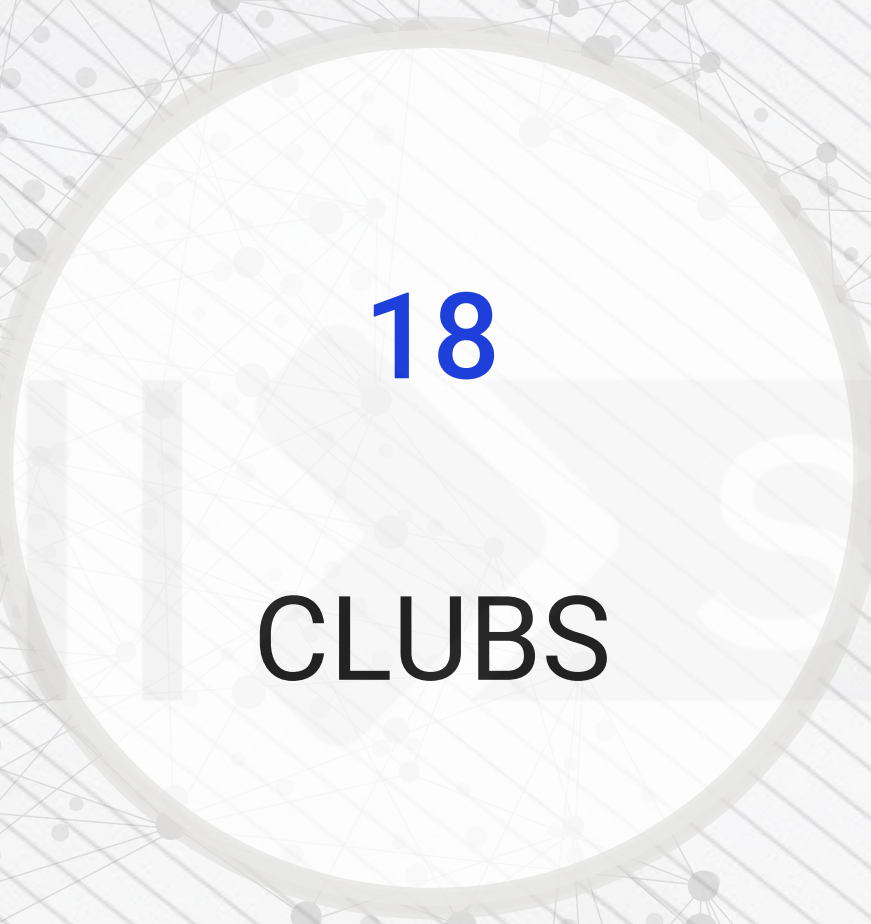
*[from December 14, 2020 to January 14, 2021]

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

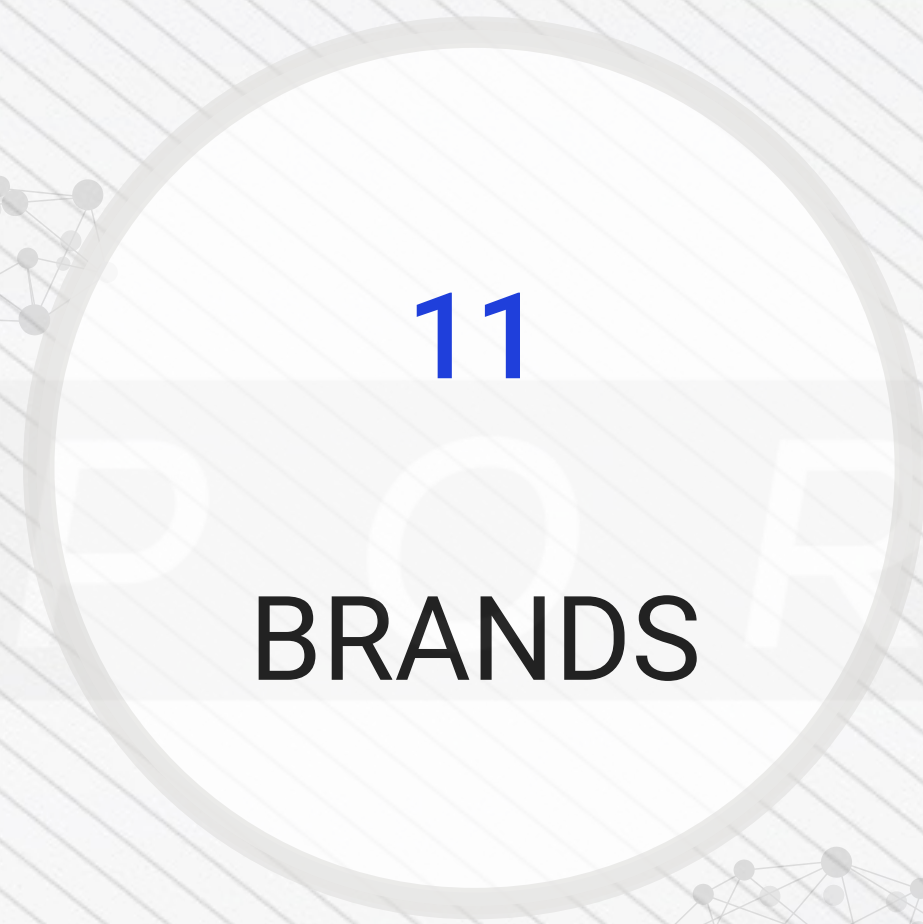
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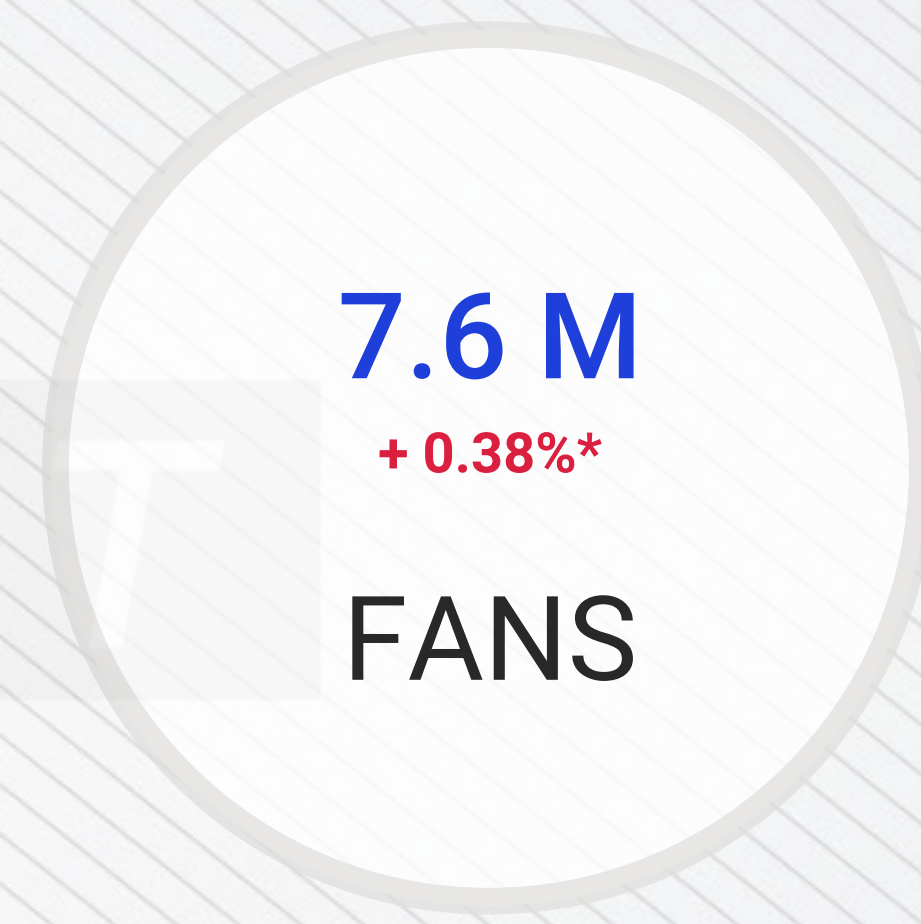
GERMANY Snapshot / Second Division



Total 2.Bundesliga football clubs analysed.



Total 2.Bundesliga Sport Brands on jerseys analysed.



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

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
3.3 M


BUNDESLIGA

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



*[from December 14, 2020 to January 14, 2021]

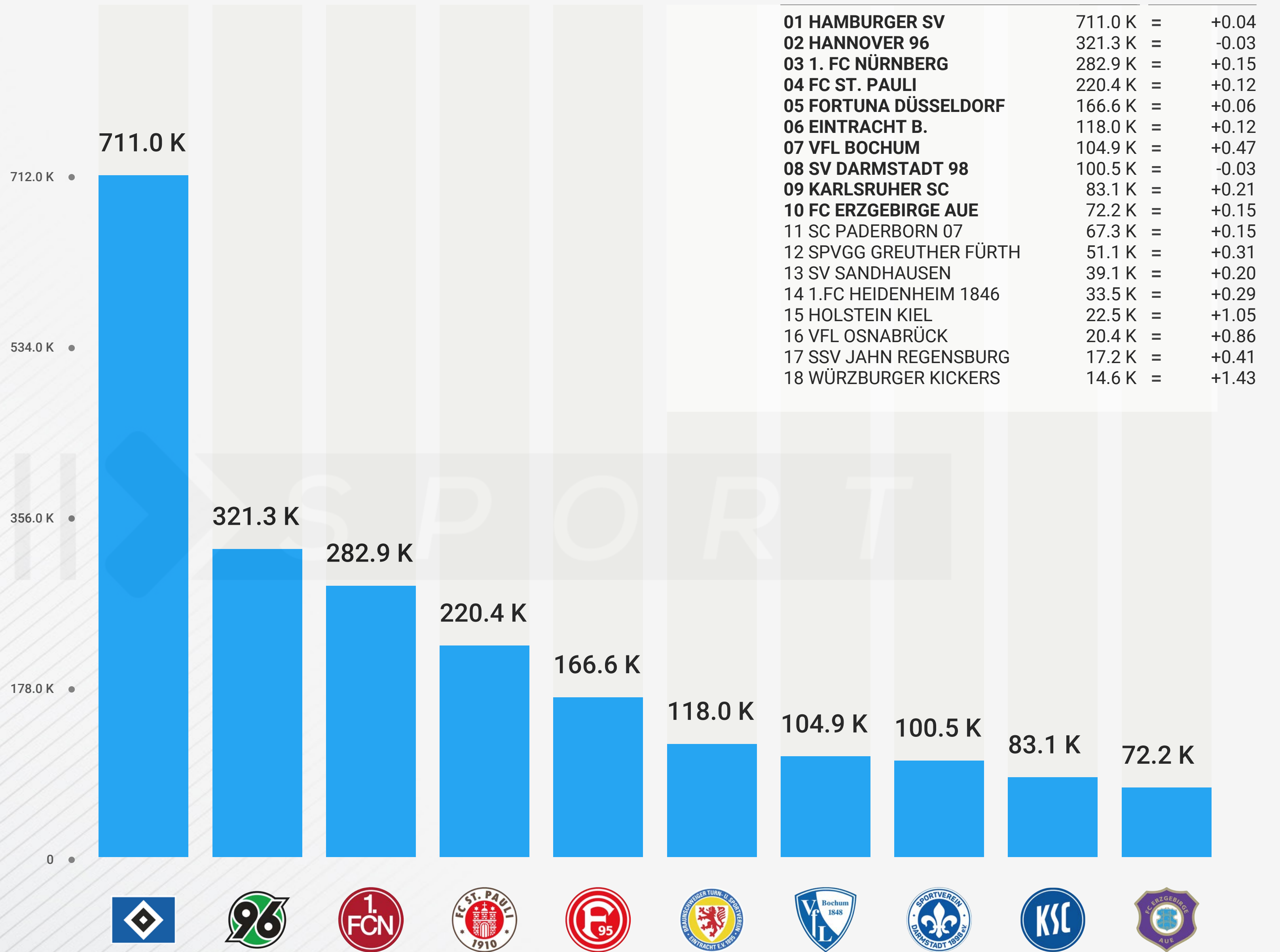


TOTAL FANBASE
2.4 M



BUNDESLIGA

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



*[from December 14, 2020 to January 14, 2021]

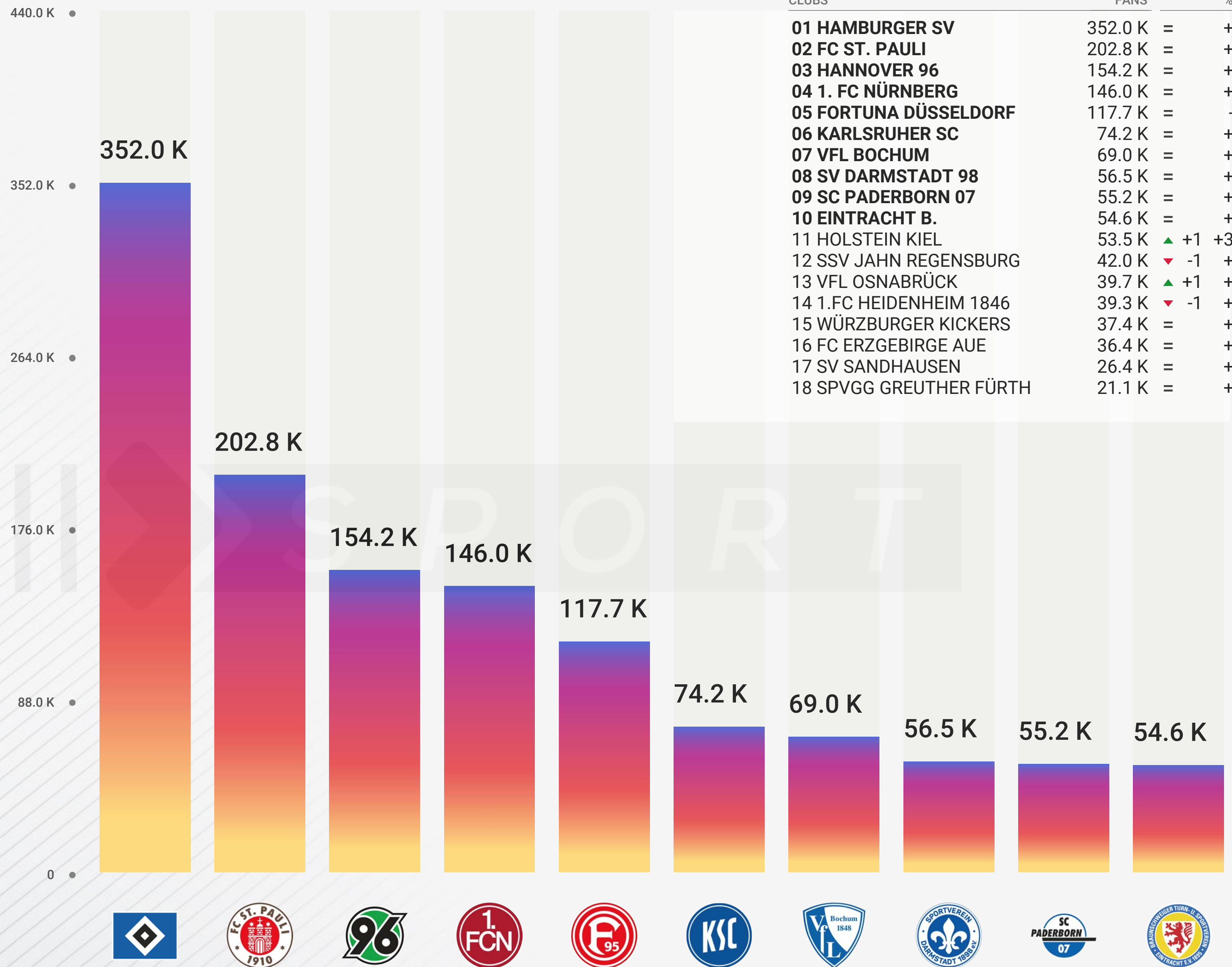
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TOTAL FANBASE
1.6 M


BUNDESLIGA

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



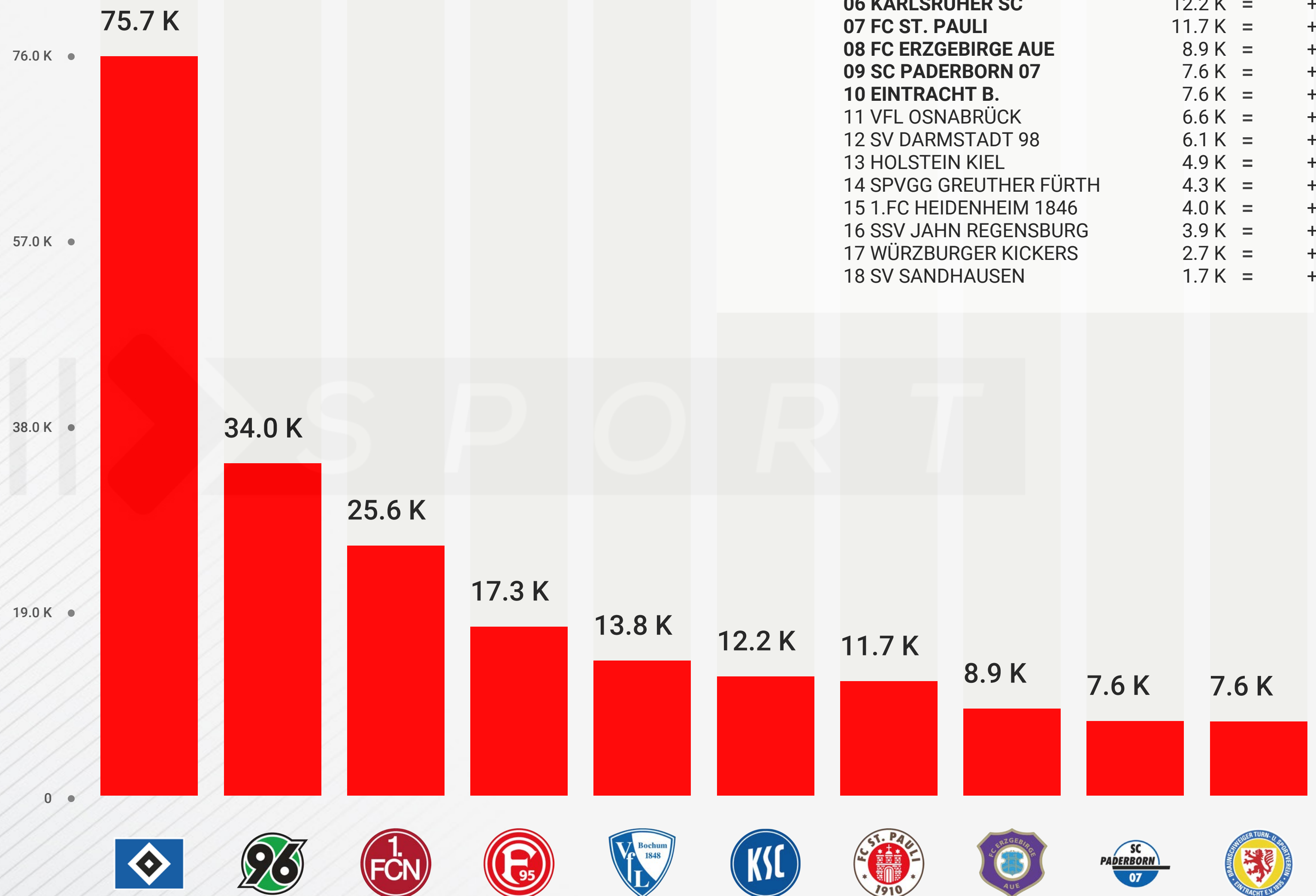
*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
249 K

BUNDESLIGA

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



*[from December 14, 2020 to January 14, 2021]

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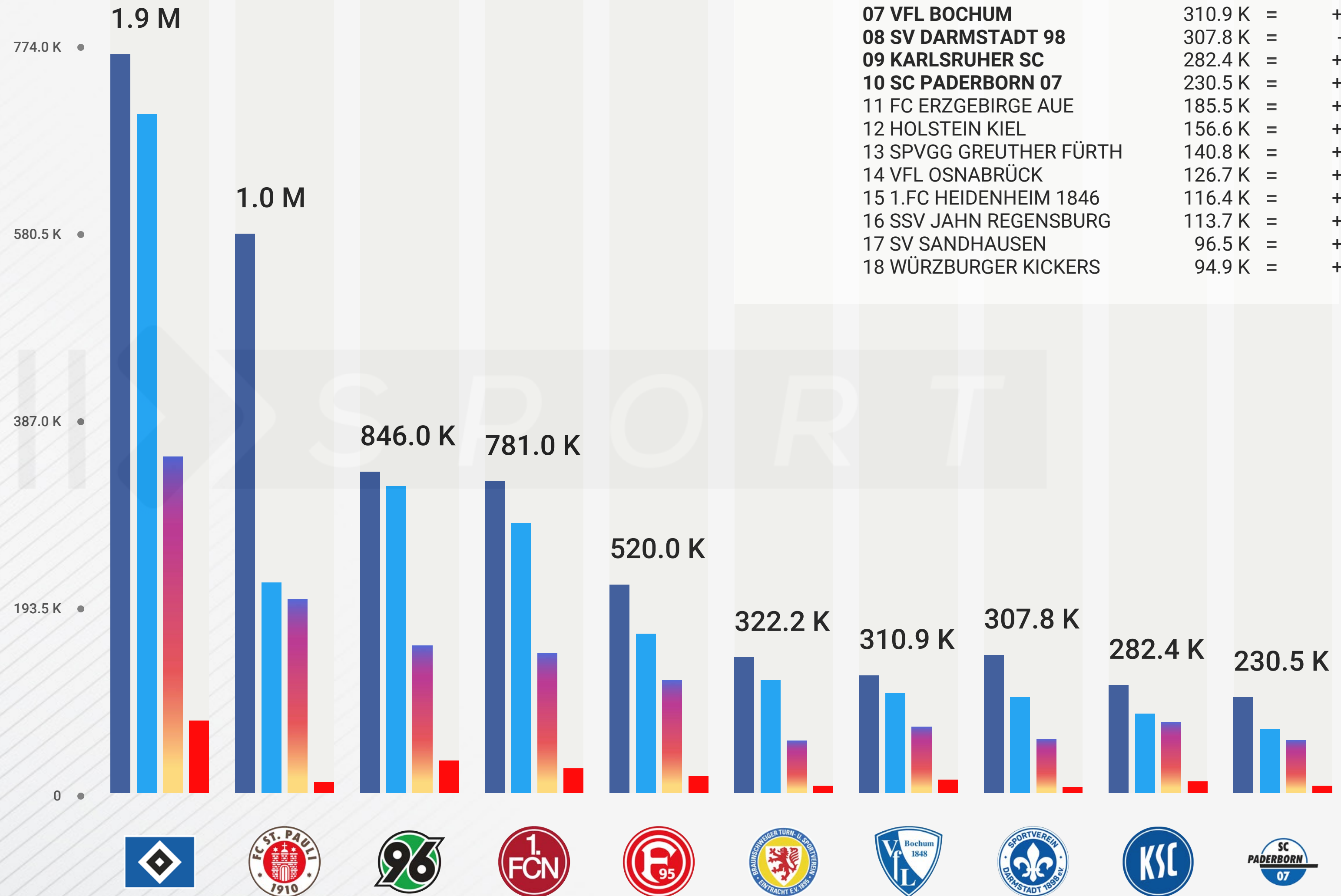

TOTAL FANBASE

7.6 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 =	+0.21
02 FC ST. PAULI	1.0 M =	+0.05
03 HANNOVER 96	846.0 K =	-0.03
04 1. FC NÜRNBERG	781.0 K =	+0.26
05 FORTUNA DÜSSELDORF	520.0 K =	+0.07
06 EINTRACHT B.	322.2 K =	+0.27
07 VFL BOCHUM	310.9 K =	+0.83
08 SV DARMSTADT 98	307.8 K =	-0.05
09 KARLSRUHER SC	282.4 K =	+0.42
10 SC PADERBORN 07	230.5 K =	+0.14
11 FC ERZGEBIRGE AUE	185.5 K =	+0.23
12 HOLSTEIN KIEL	156.6 K =	+9.01
13 SPVGG GREUTHER FÜRTH	140.8 K =	+0.53
14 VFL OSNABRÜCK	126.7 K =	+0.81
15 1.FC HEIDENHEIM 1846	116.4 K =	+0.28
16 SSV JAHN REGENSBURG	113.7 K =	+0.21
17 SV SANDHAUSEN	96.5 K =	+0.55
18 WÜRZBURGER KICKERS	94.9 K =	+1.18

*[from December 14, 2020 to January 14, 2021]

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

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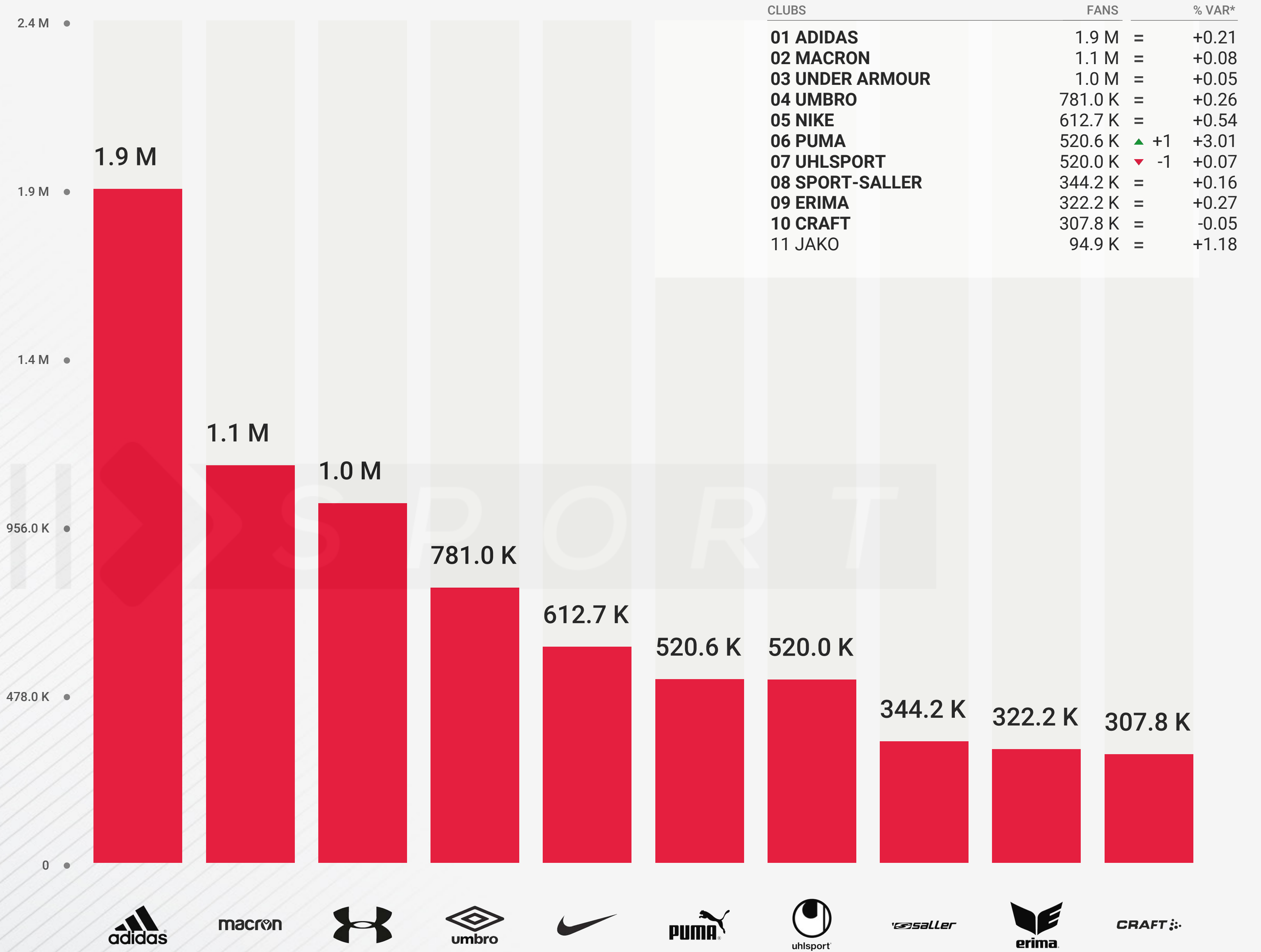




 TOTAL FANBASE
7.6 M

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.

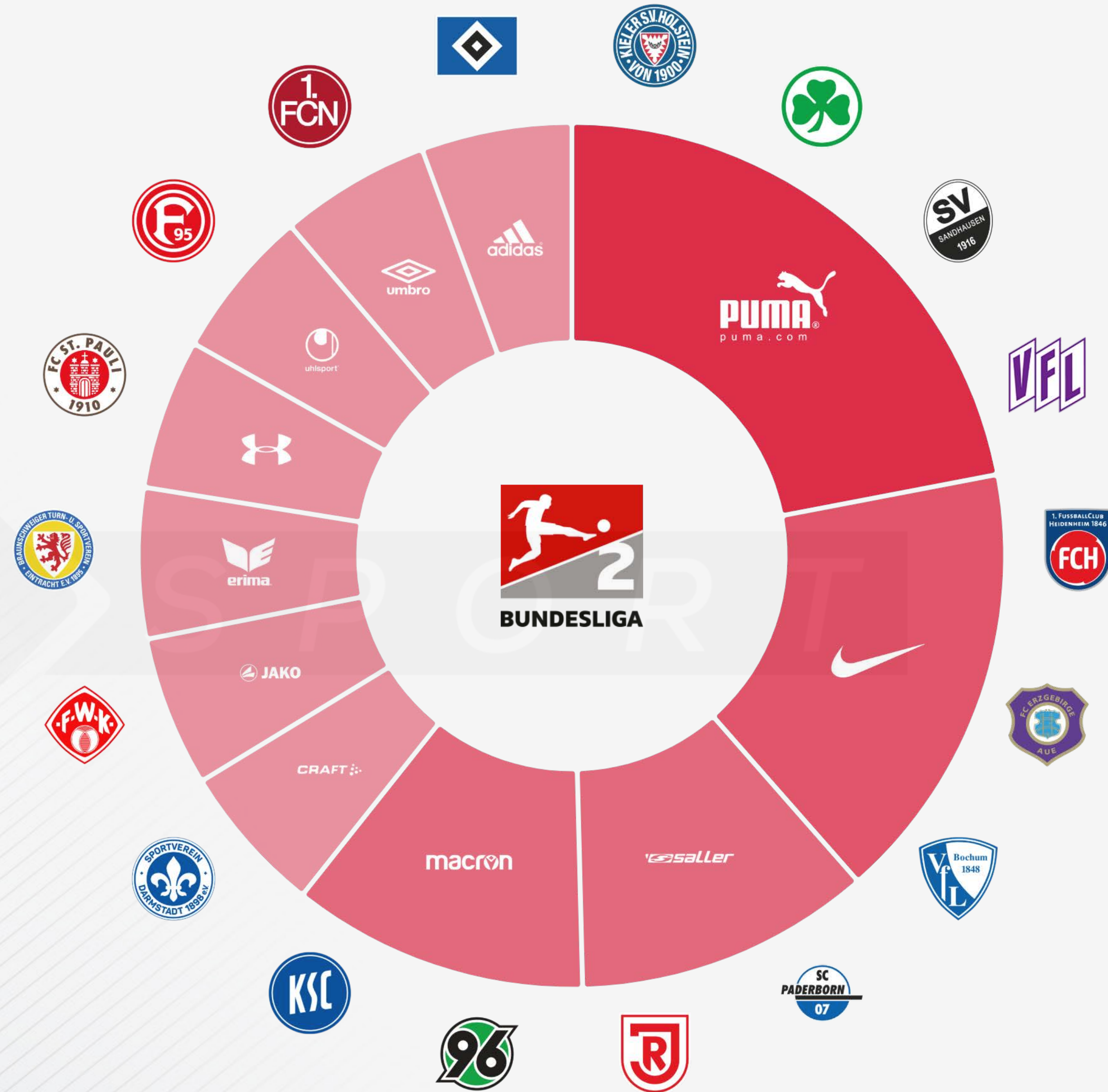


*[from December 14, 2020 to January 14, 2021]





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



*[from December 14, 2020 to January 14, 2021]

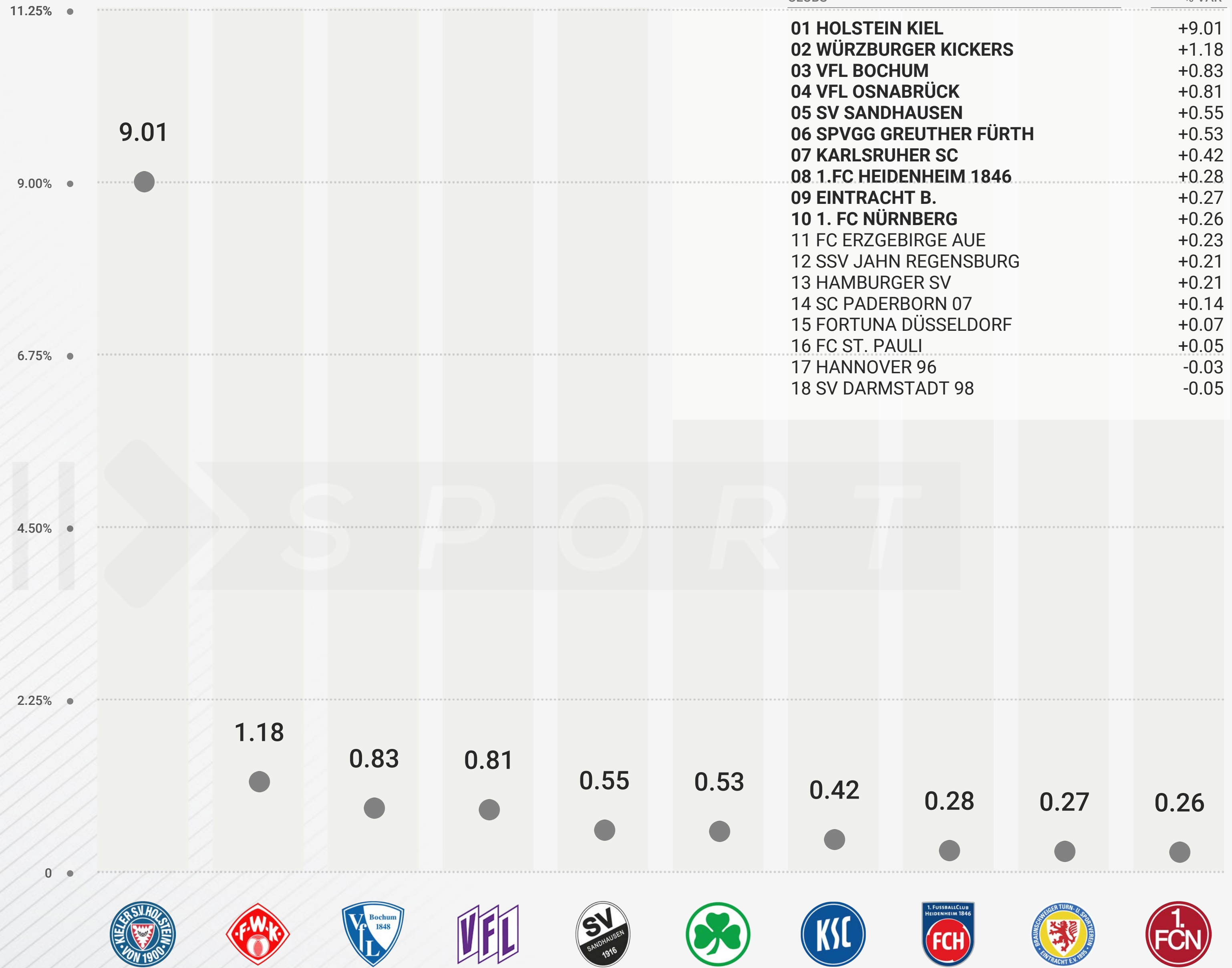
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 GERMANY Grown Up



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



*[from December 14, 2020 to January 14, 2021]

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

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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SERIE A

SECOND DIVISION

20 CLUBS



Lega B

ITALY

ITALY SnapShot / First Division



20
CLUBS

Total Serie A football clubs analysed.

9
BRANDS

Total Serie A Sport Brands on jerseys analysed.

221.8 M
+ 1.02%*
FANS

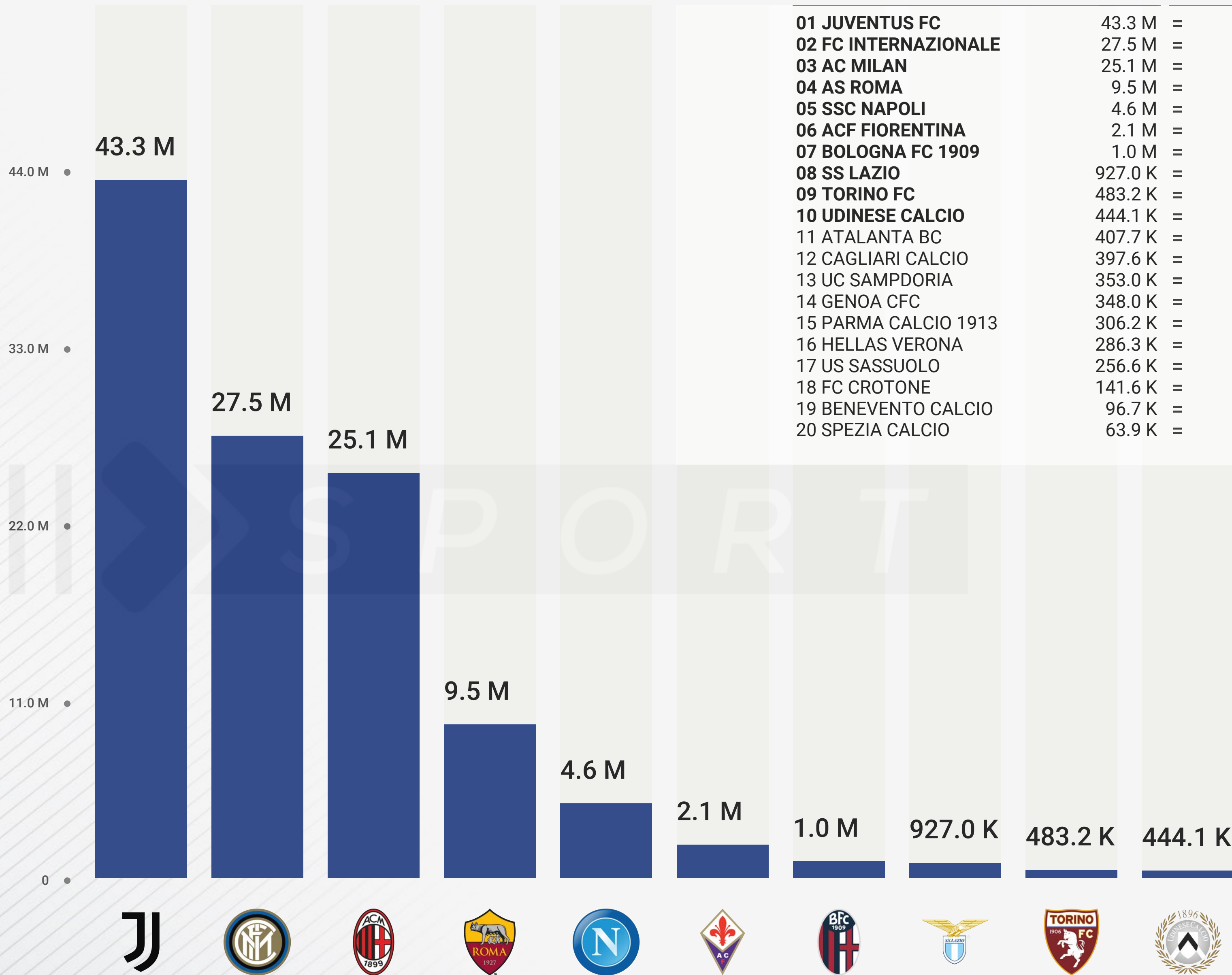
Total Facebook, Twitter, Instagram, YouTube Fans of the Serie A football clubs analysed.

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
117.6 M

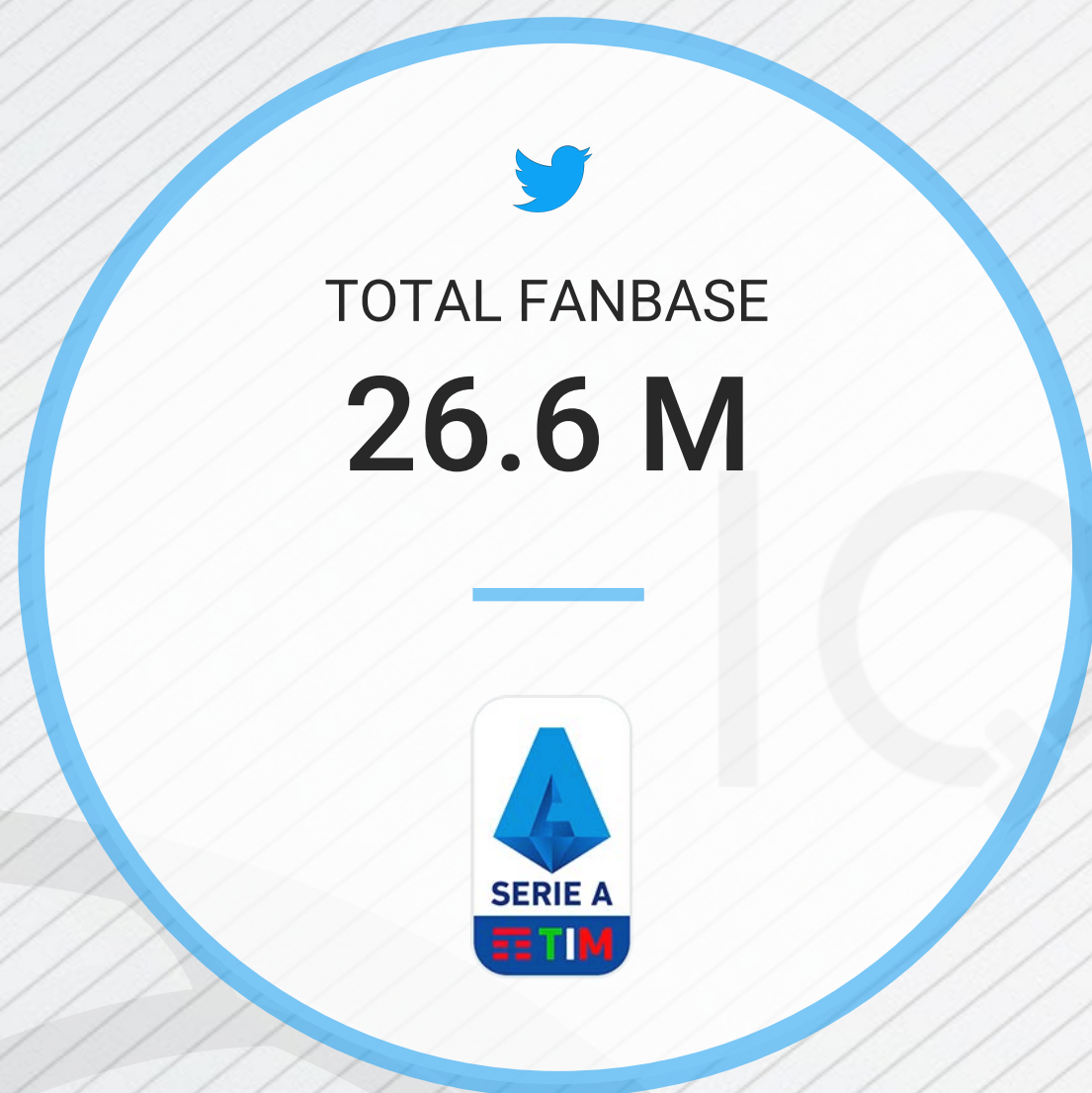


Ranking of the most followed Serie A football clubs on Facebook.

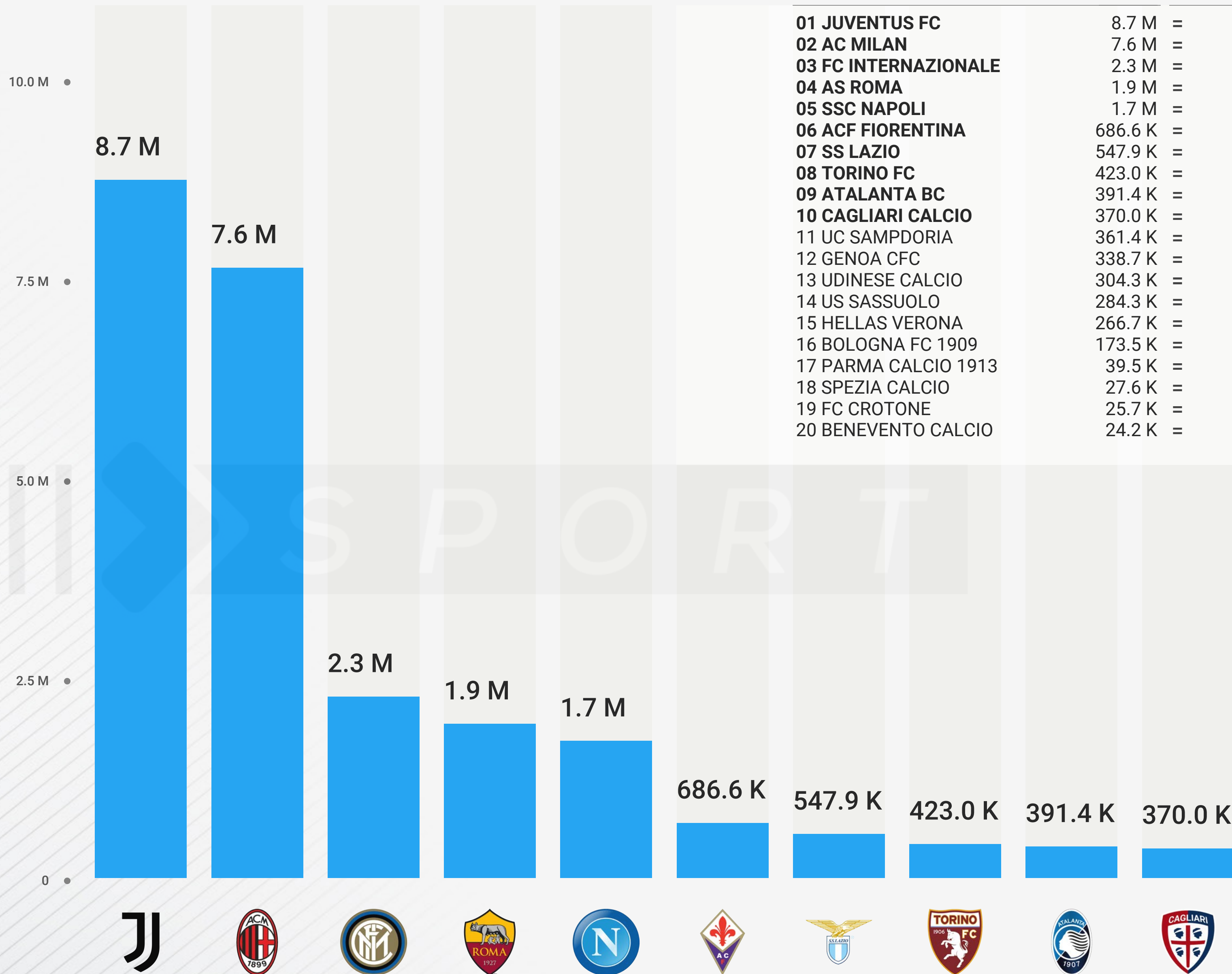


*[from December 14, 2020 to January 14, 2021]





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



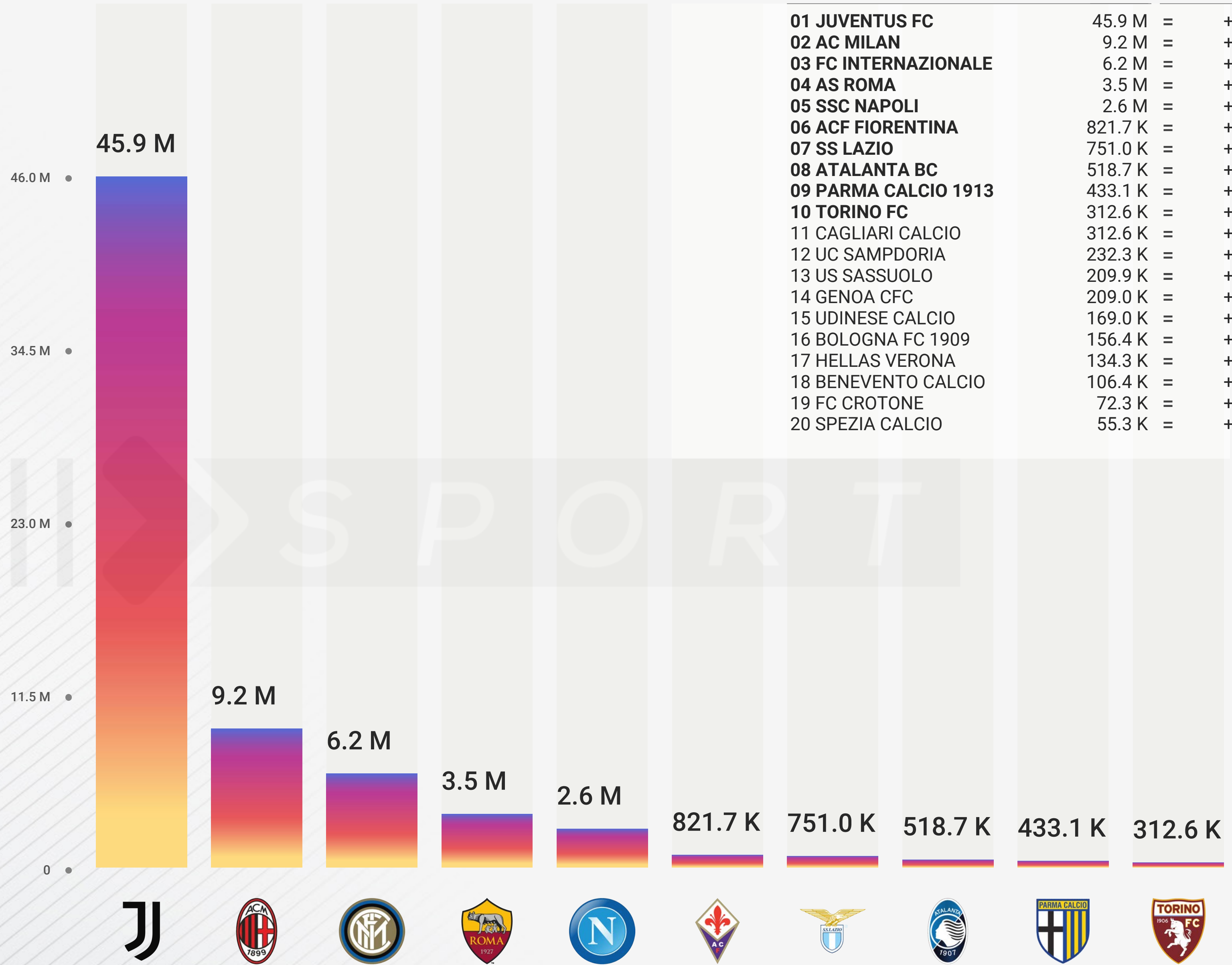
*[from December 14, 2020 to January 14, 2021]

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 TOTAL FANBASE
72.0 M


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



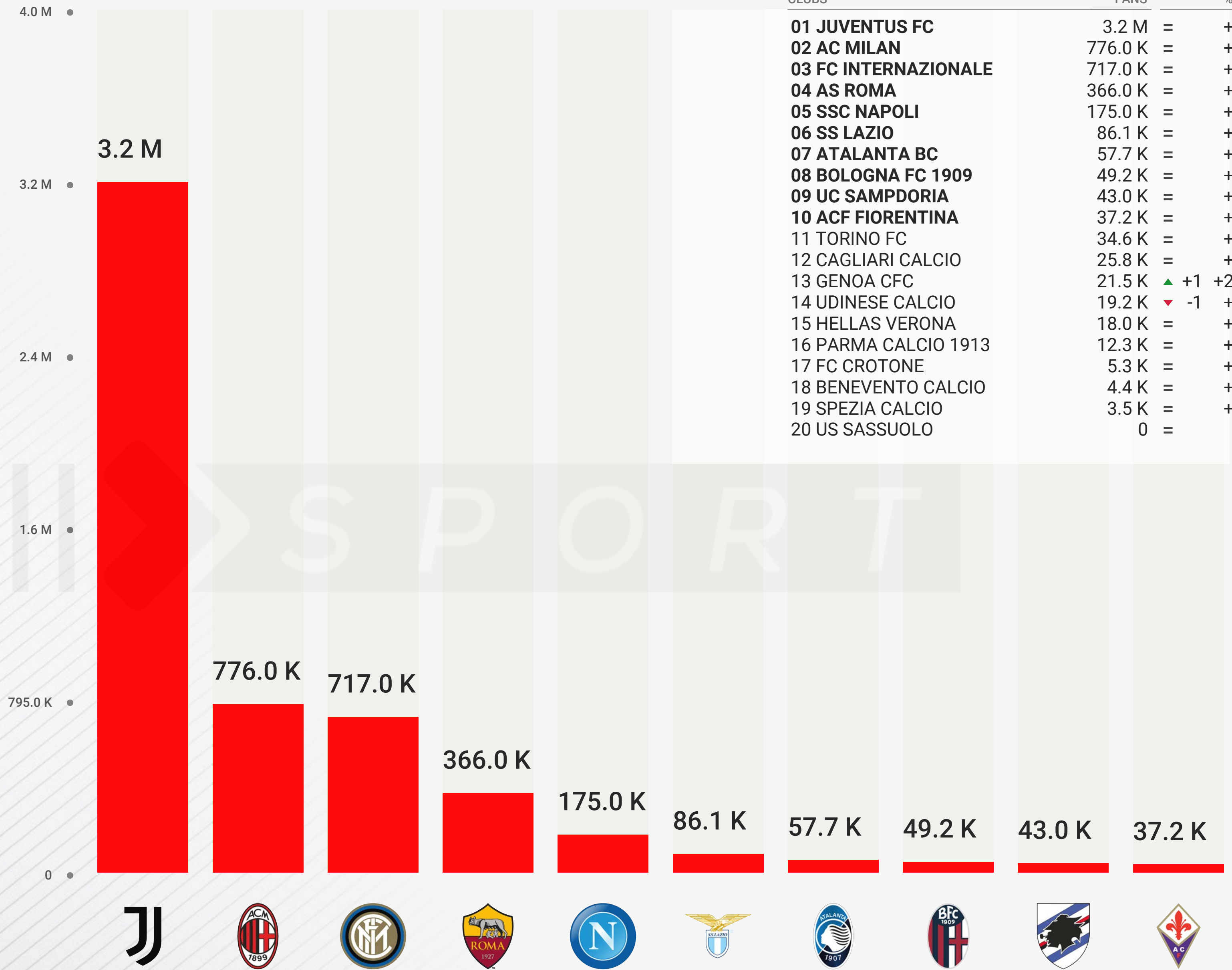
*[from December 14, 2020 to January 14, 2021]

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 TOTAL FANBASE
5.6 M


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



*[from December 14, 2020 to January 14, 2021]

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

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TOTAL FANBASE
221.8 M



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



CLUBS	FANS	% VAR*
01 JUVENTUS FC	101.2 M	+1.32
02 AC MILAN	42.8 M	+0.69
03 FC INTERNAZIONALE	36.7 M	+1.18
04 AS ROMA	15.4 M	+0.28
05 SSC NAPOLI	9.1 M	+0.32
06 ACF FIORENTINA	3.6 M	+0.56
07 SS LAZIO	2.3 M	+1.04
08 BOLOGNA FC 1909	1.4 M	+0.11
09 ATALANTA BC	1.4 M	+1.20
10 TORINO FC	1.3 M	+0.40
11 CAGLIARI CALCIO	1.1 M	+0.44
12 UC SAMPDORIA	989.7 K	+0.81
13 UDINESE CALCIO	936.5 K	+0.47
14 GENOA CFC	917.1 K	+1.63
15 PARMA CALCIO 1913	791.0 K	+1.39
16 US SASSUOLO	750.8 K	+0.25
17 HELLAS VERONA	705.4 K	+1.55
18 FC CROTONE	245.0 K	+0.82
19 BENEVENTO CALCIO	231.8 K	+2.12
20 SPEZIA CALCIO	150.2 K	+2.99

*[from December 14, 2020 to January 14, 2021]

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

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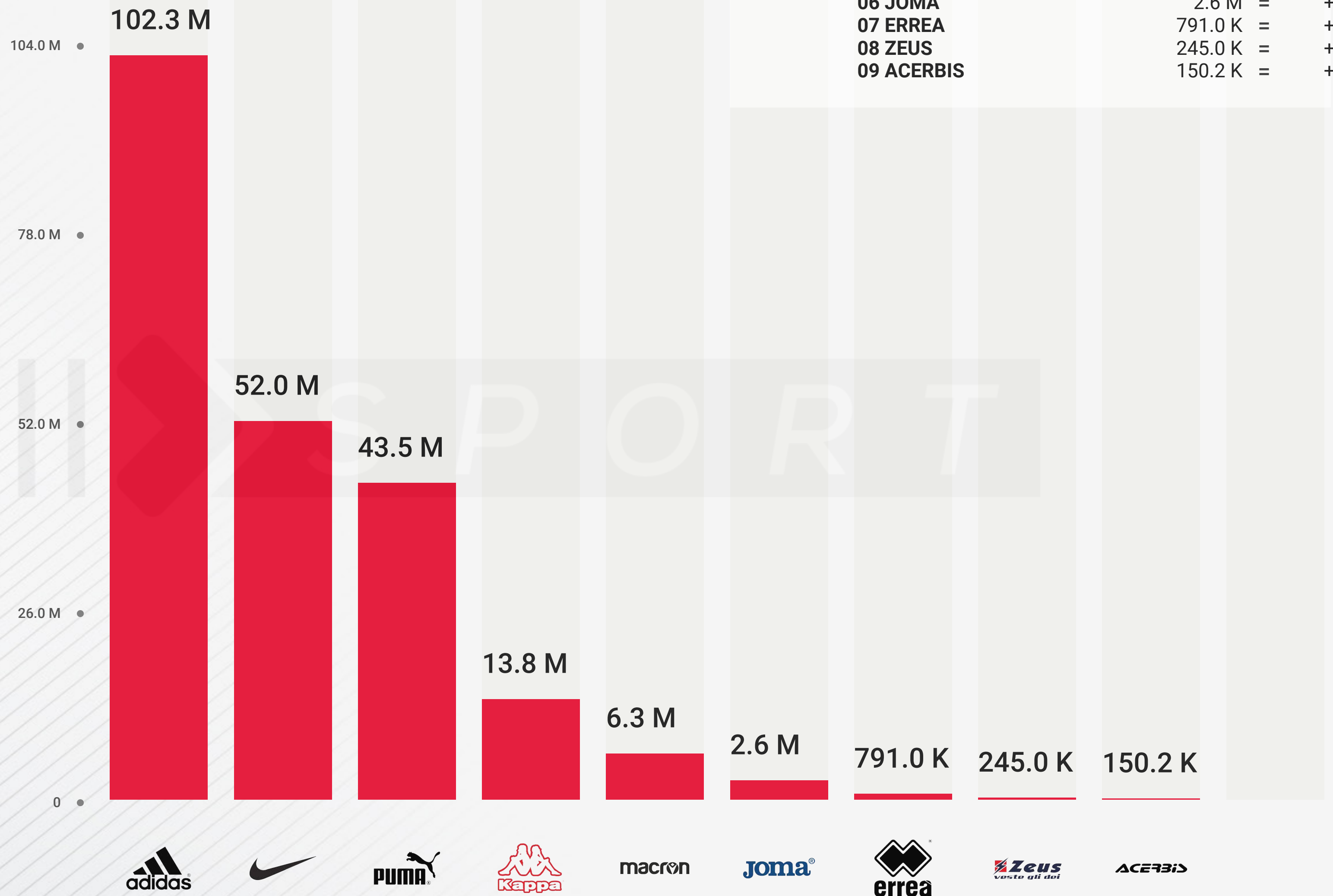
ITALY Brands



 TOTAL FANBASE
221.8 M



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



*[from December 14, 2020 to January 14, 2021]

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



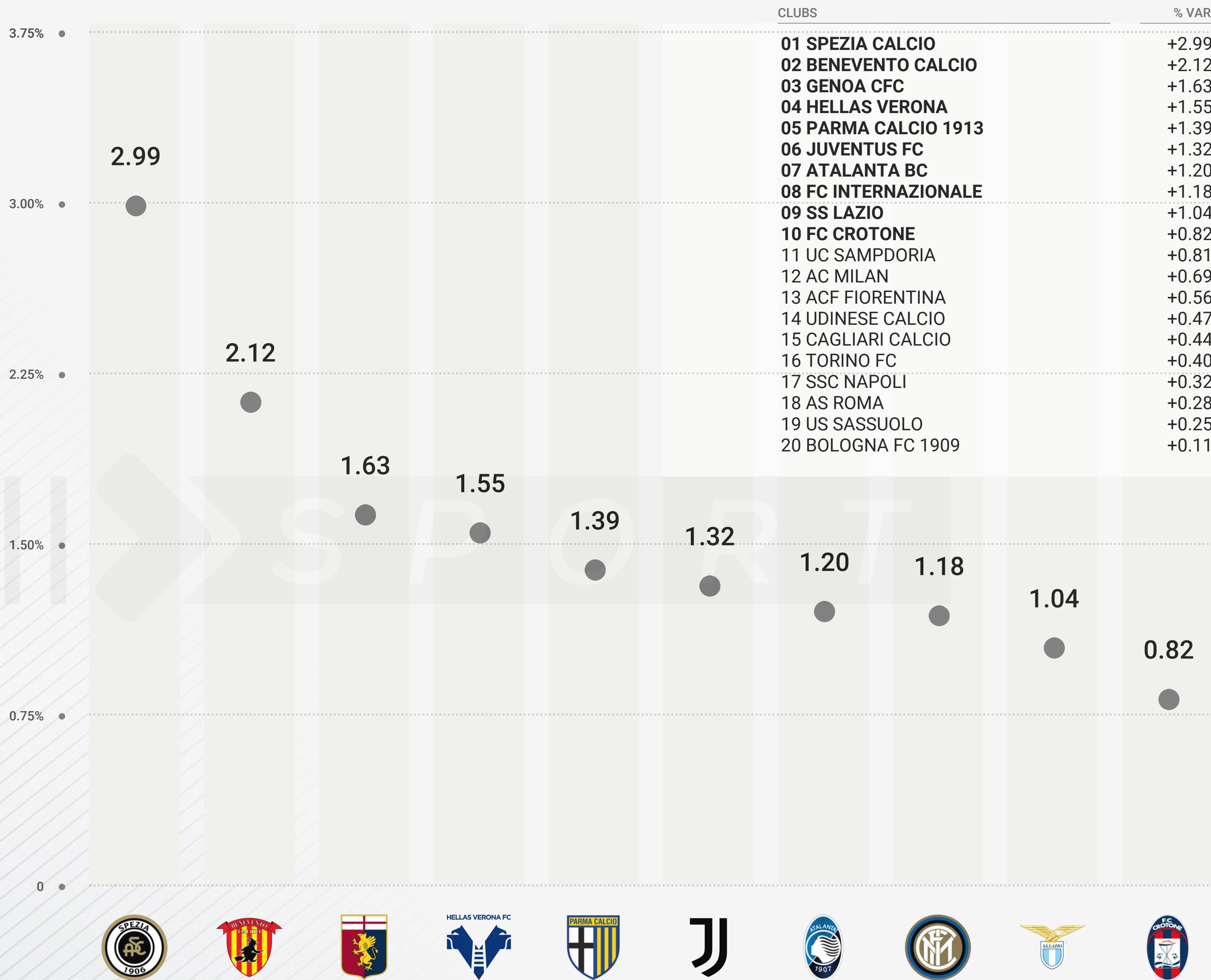
*[from December 14, 2020 to January 14, 2021]

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



*[from December 14, 2020 to January 14, 2021]

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

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ITALY Snapshot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

12

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.4 M

+ 1.02%*

FANS

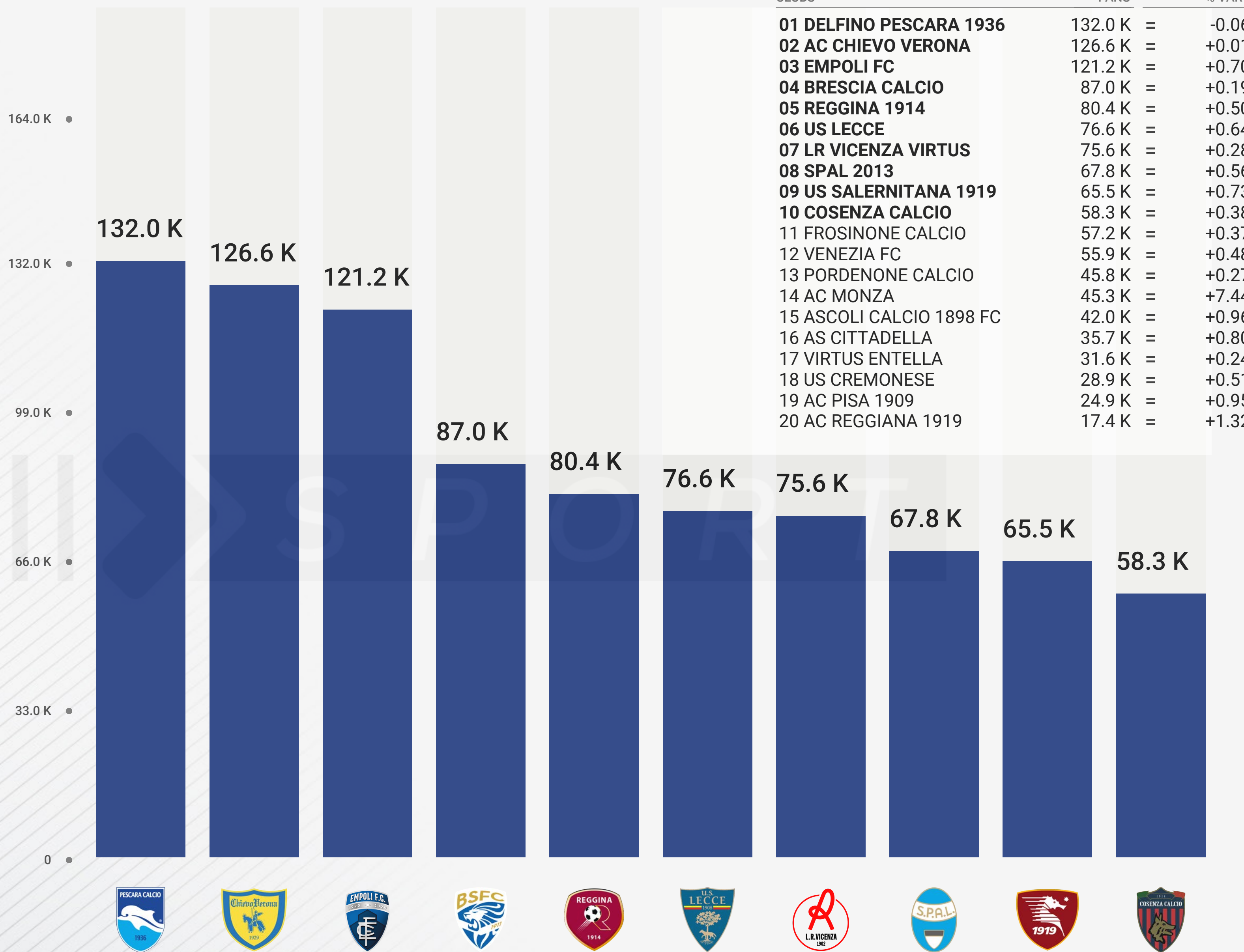
Total Facebook, Twitter, Instagram, YouTube Fans of the Lega B football clubs analysed.

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
1.3 M



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



*[from December 14, 2020 to January 14, 2021]

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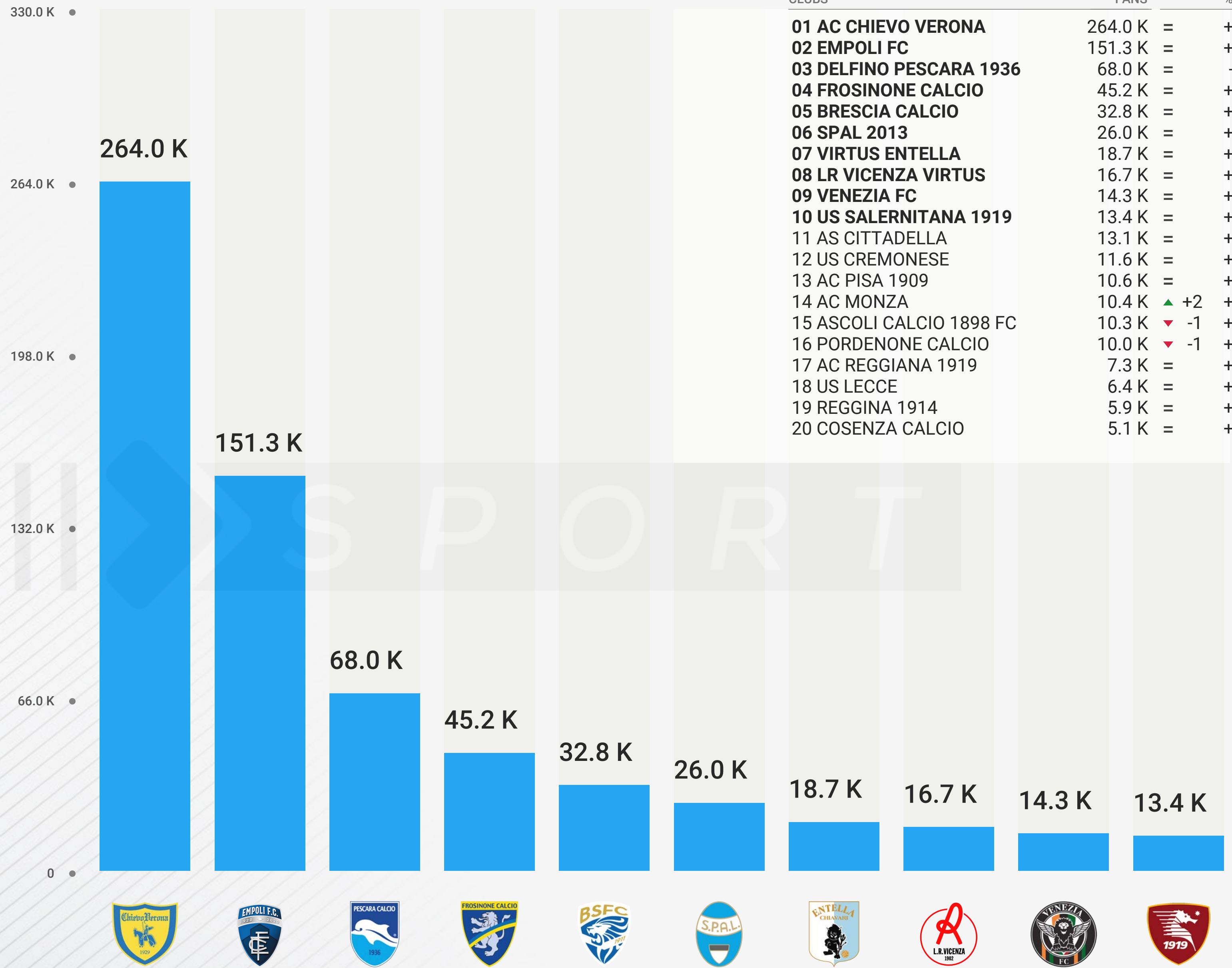
Pordenone's data refers to the number of "followers" (since that "likes" are not available).



TOTAL FANBASE
741 K



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

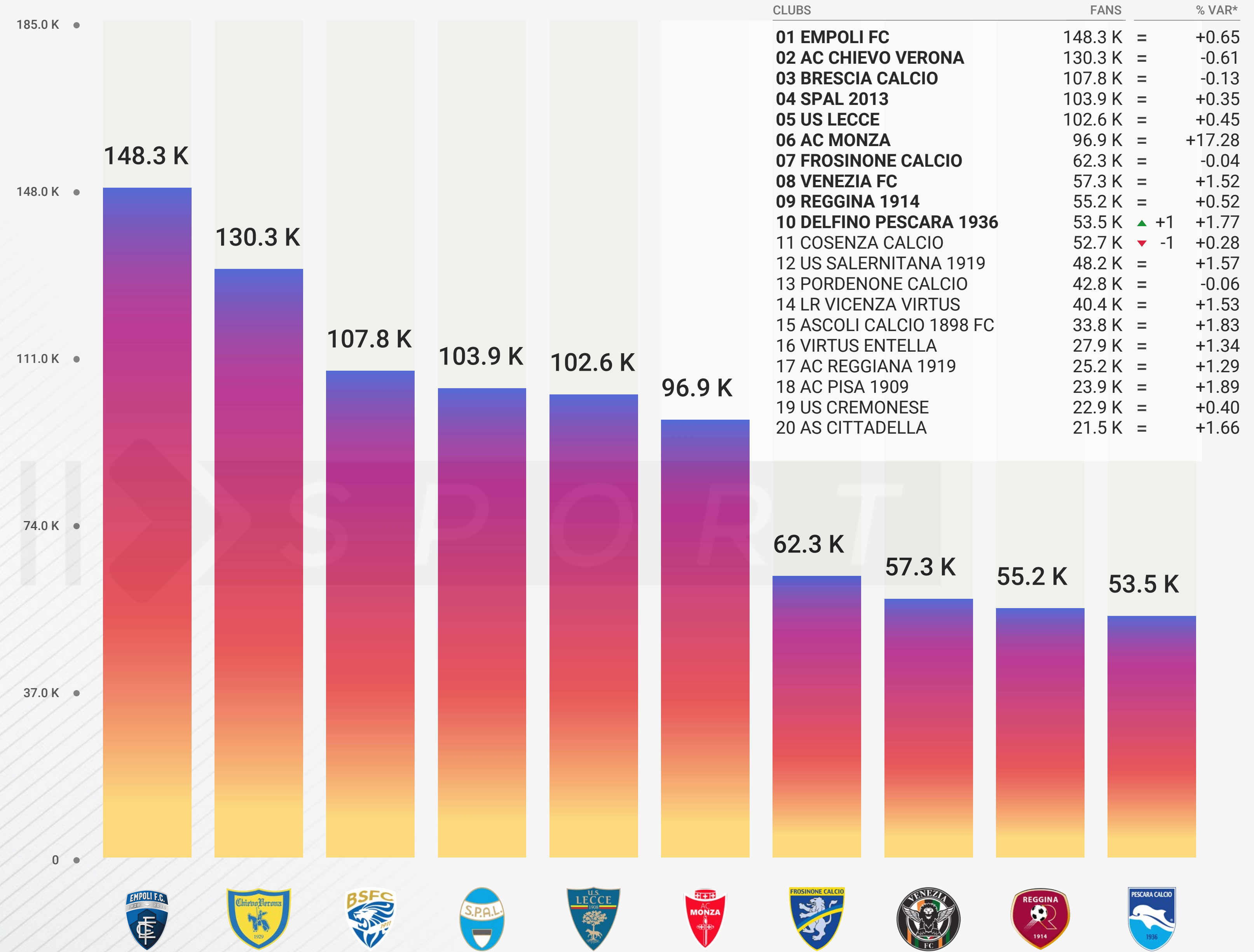


*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
1.3 M


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

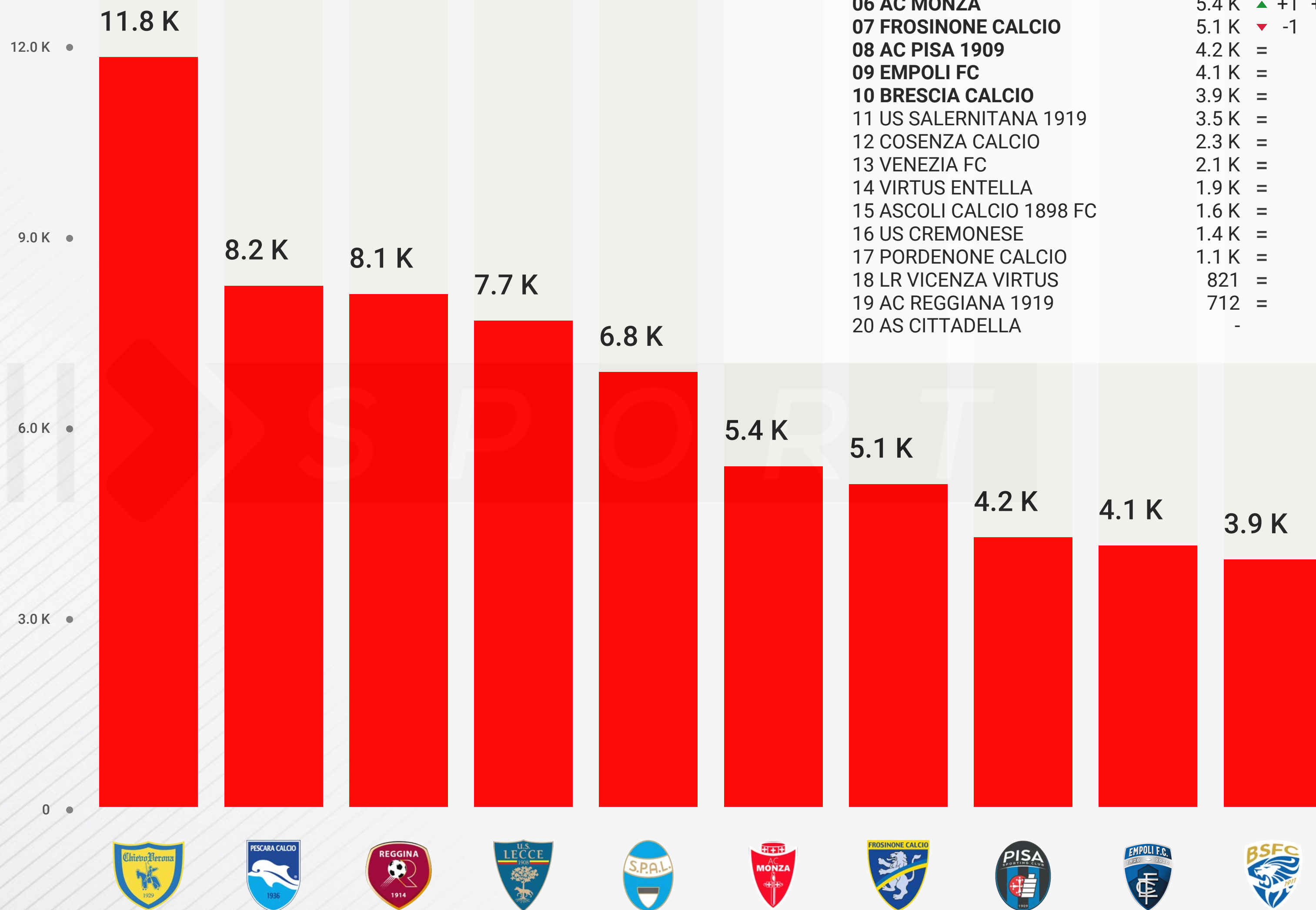


*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
81 K


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



*[from December 14, 2020 to January 14, 2021]

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

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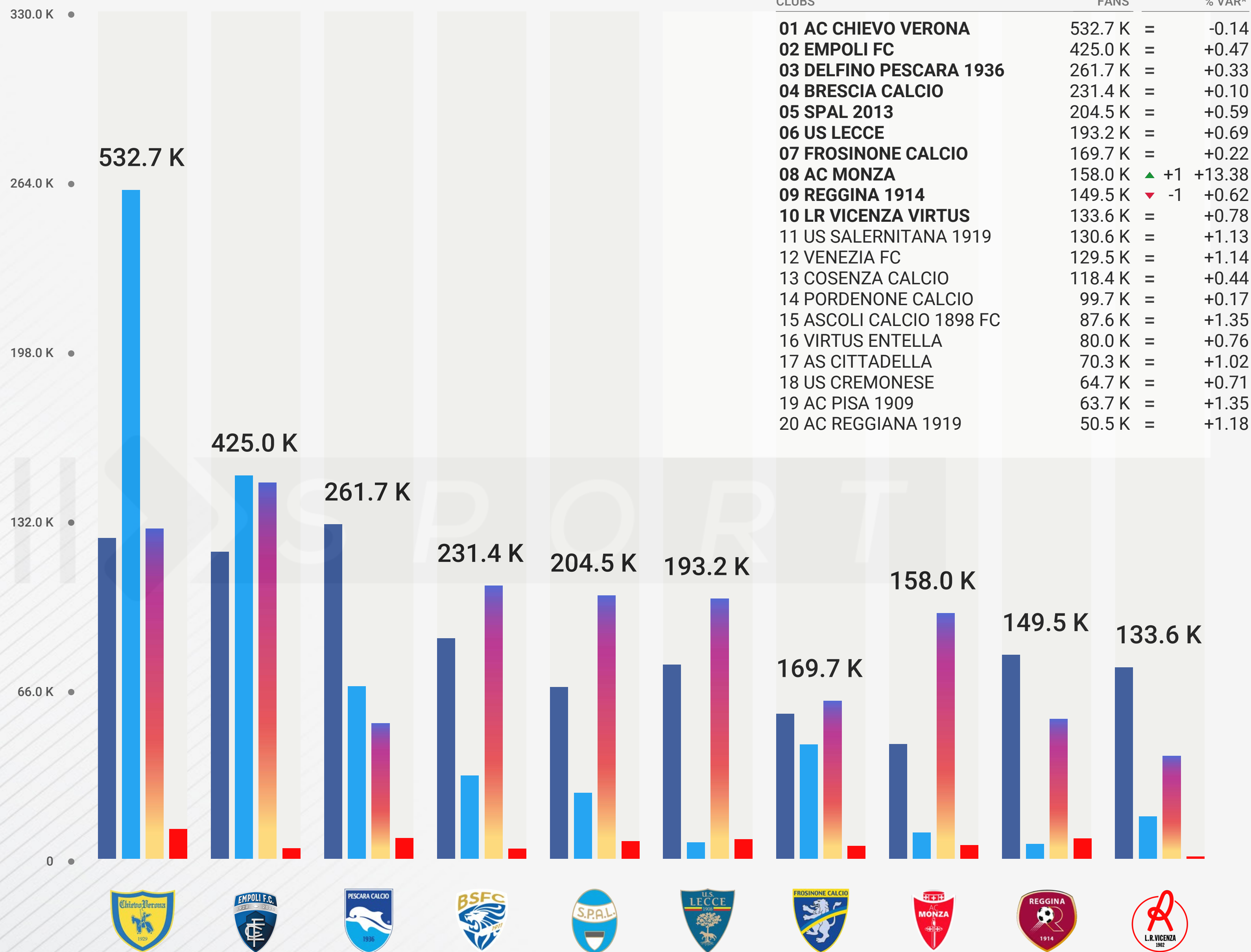


TOTAL FANBASE

3.4 M



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



*[from December 14, 2020 to January 14, 2021]

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

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



ITALY Brands

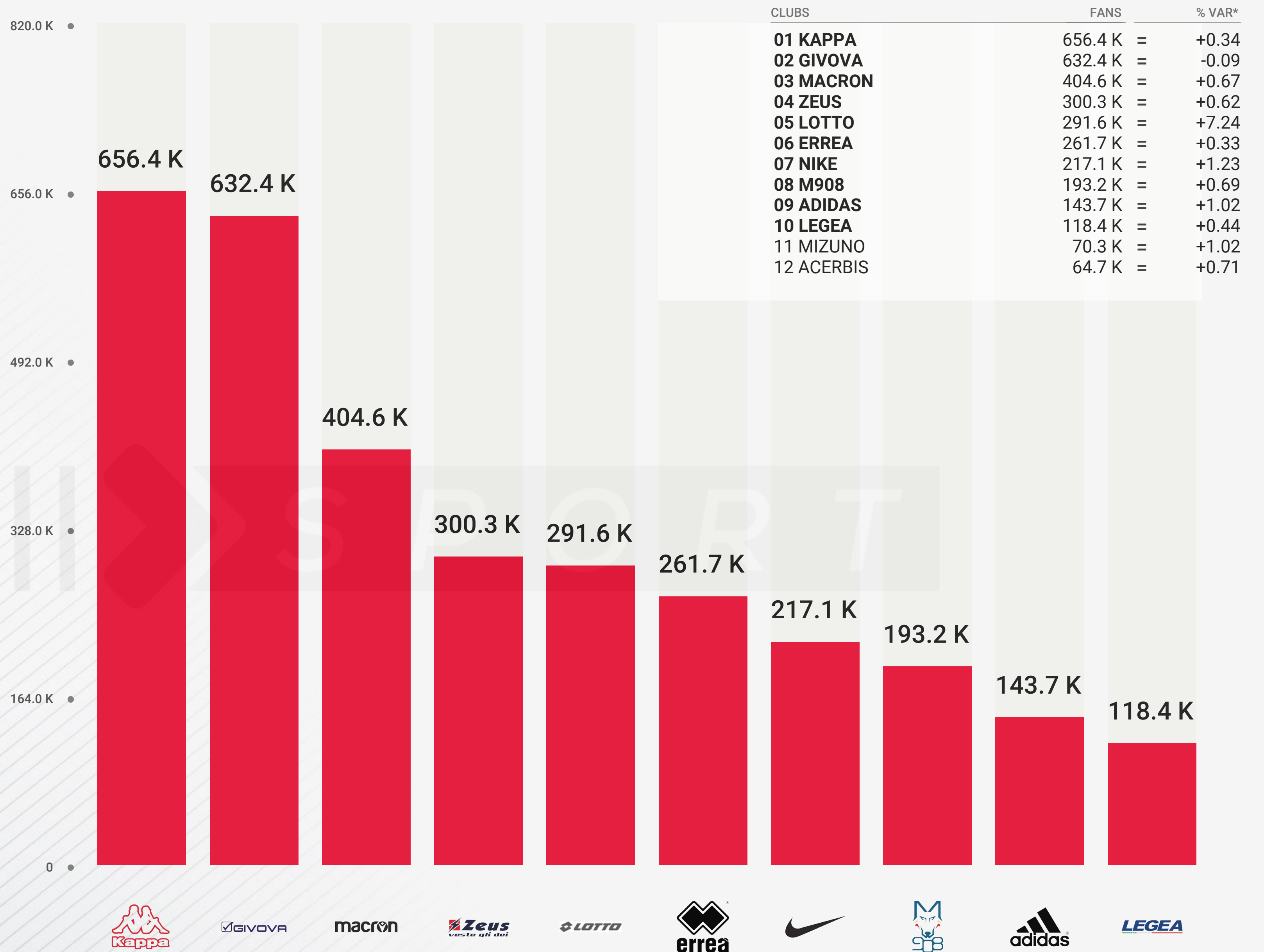


TOTAL FANBASE

3.4 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.



*[from December 14, 2020 to January 14, 2021]

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



*[from December 14, 2020 to January 14, 2021]

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



*[from December 14, 2020 to January 14, 2021]

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



Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SECOND DIVISION

22 CLUBS

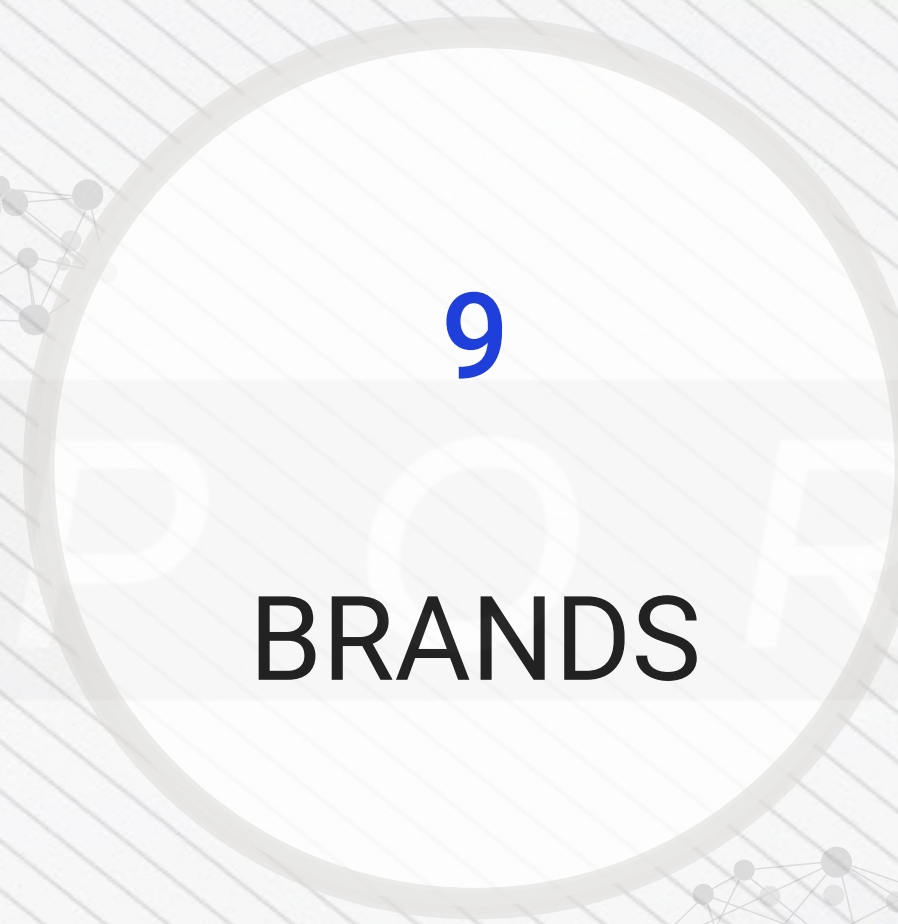


SPAIN

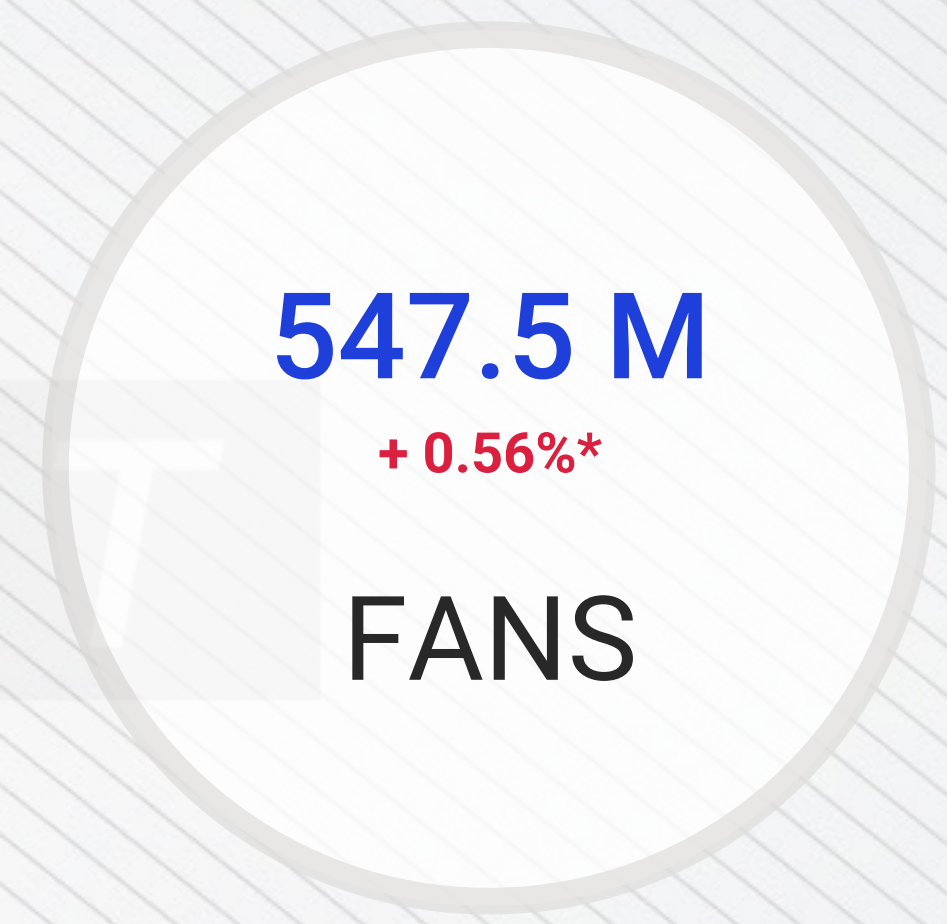
SPAIN Snapshot / First Division



Total LaLiga football clubs analysed.



Total LaLiga Sport Brands on jerseys analysed.



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

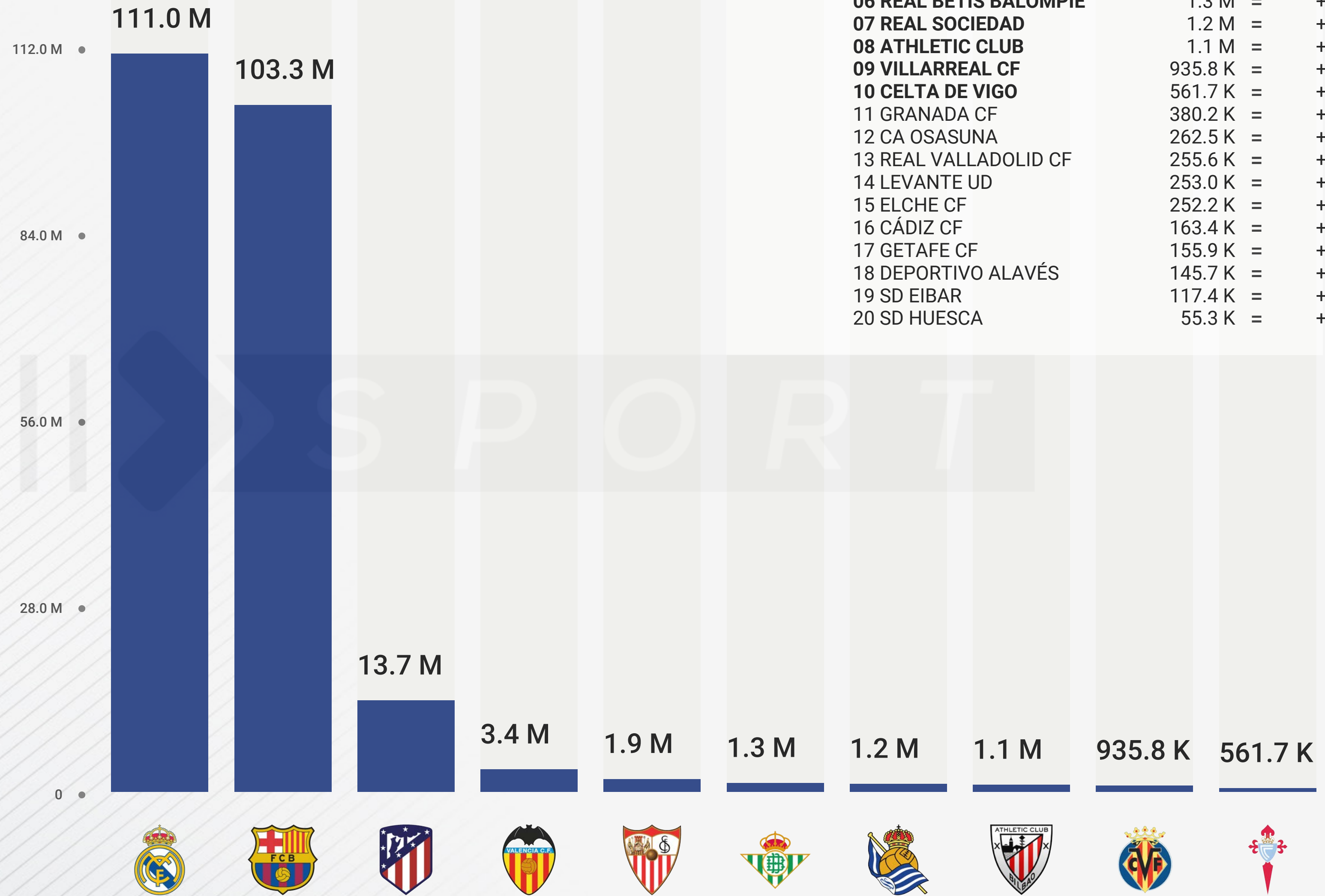
*[from December 14, 2020 to January 14, 2021]

 SPAIN Facebook

f
TOTAL FANBASE
240.4 M



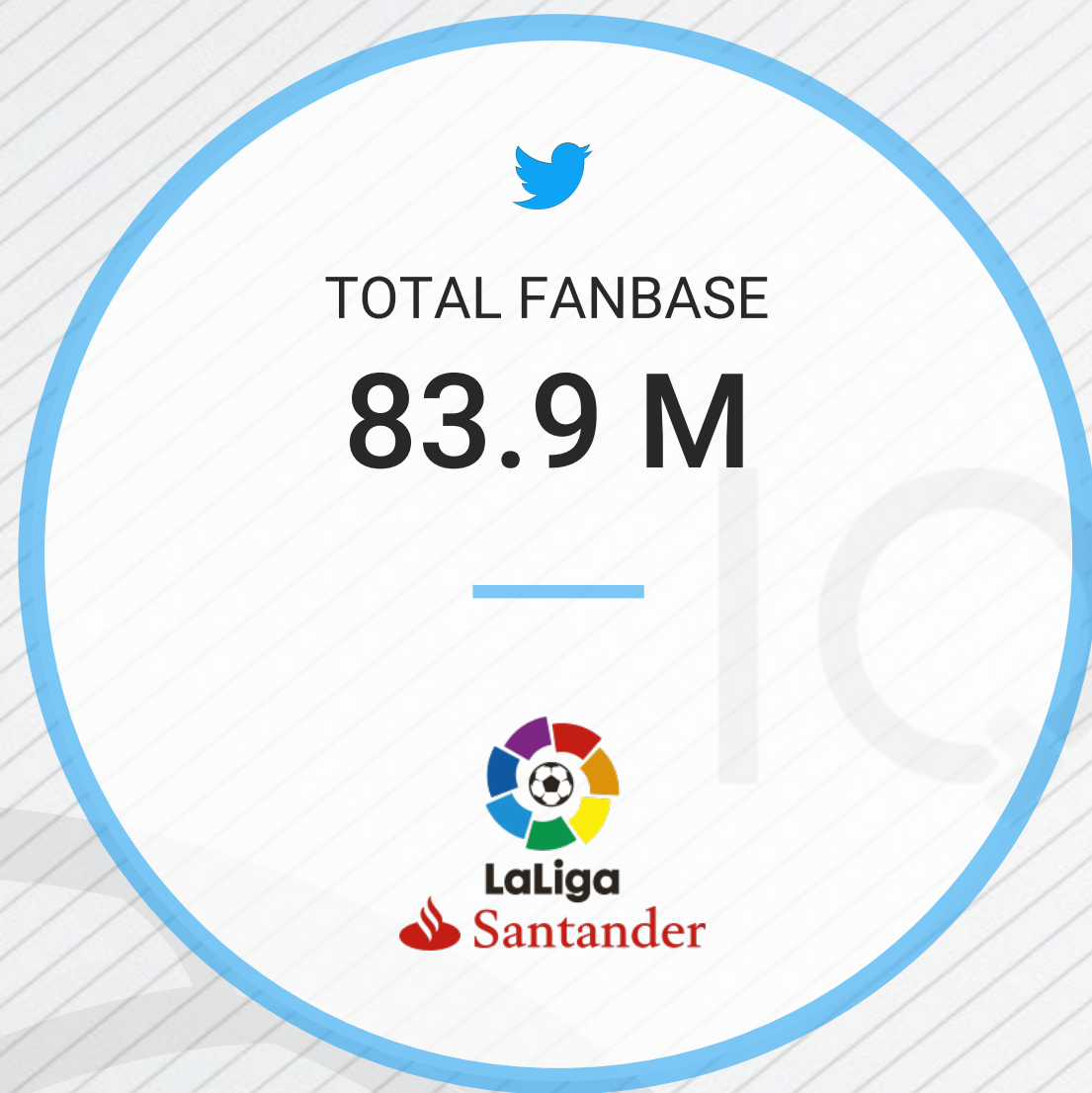
Ranking of the most followed LaLiga football clubs on Facebook.



*[from December 14, 2020 to January 14, 2021]

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Ranking of the most followed LaLiga football clubs on Twitter.



*[from December 14, 2020 to January 14, 2021]

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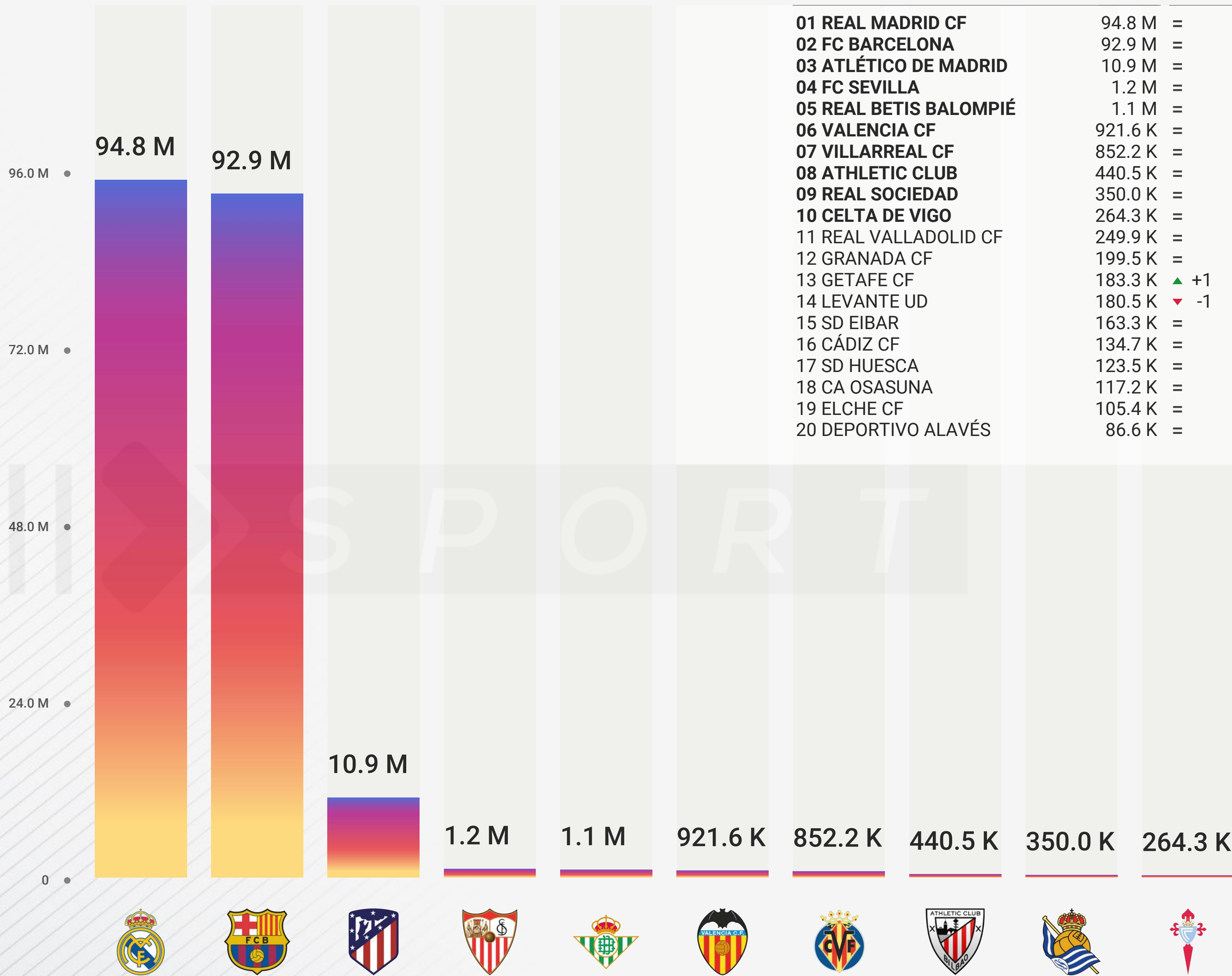




TOTAL FANBASE
205.1 M



Ranking of the most followed LaLiga football clubs on Instagram.



*[from December 14, 2020 to January 14, 2021]

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 TOTAL FANBASE
18.1 M



Ranking of the most followed LaLiga football clubs on YouTube.



*[from December 14, 2020 to January 14, 2021]

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

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TOTAL FANBASE
547.5 M



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



*[from December 14, 2020 to January 14, 2021]

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

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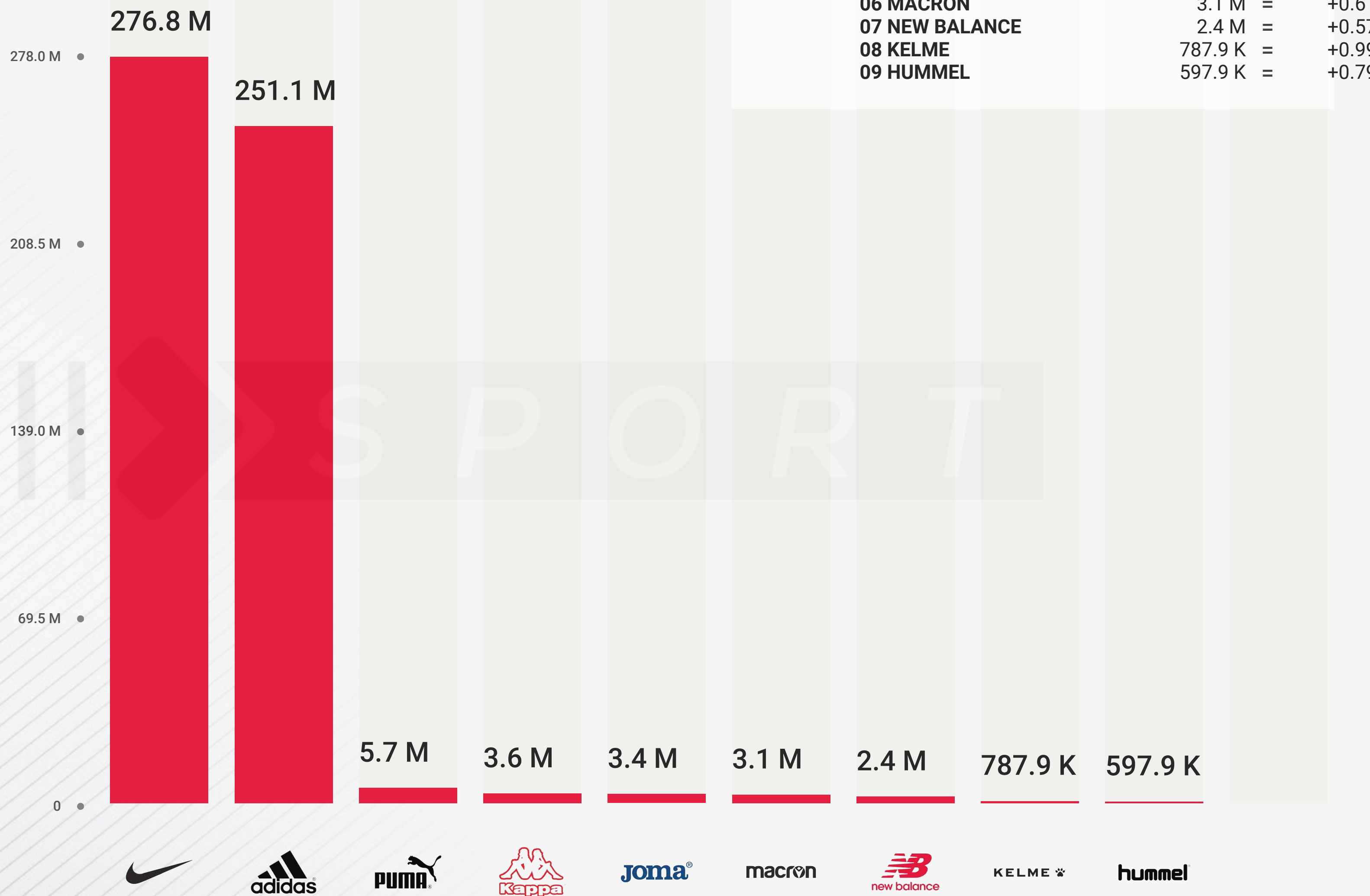
TOTAL FANBASE
547.5 M



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

*[from December 14, 2020 to January 14, 2021]

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



*[from December 14, 2020 to January 14, 2021]

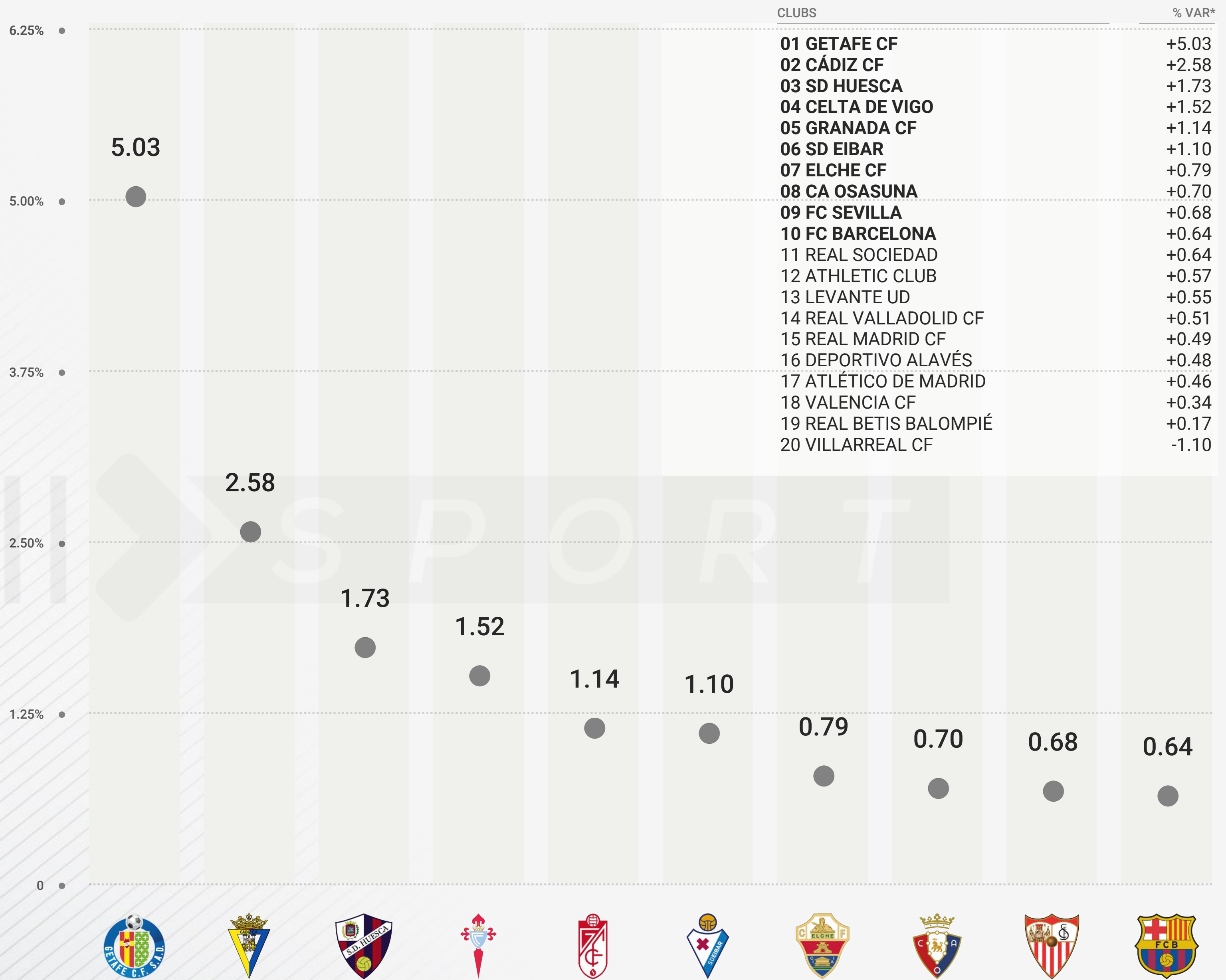
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 **SPAIN Grown Up**



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



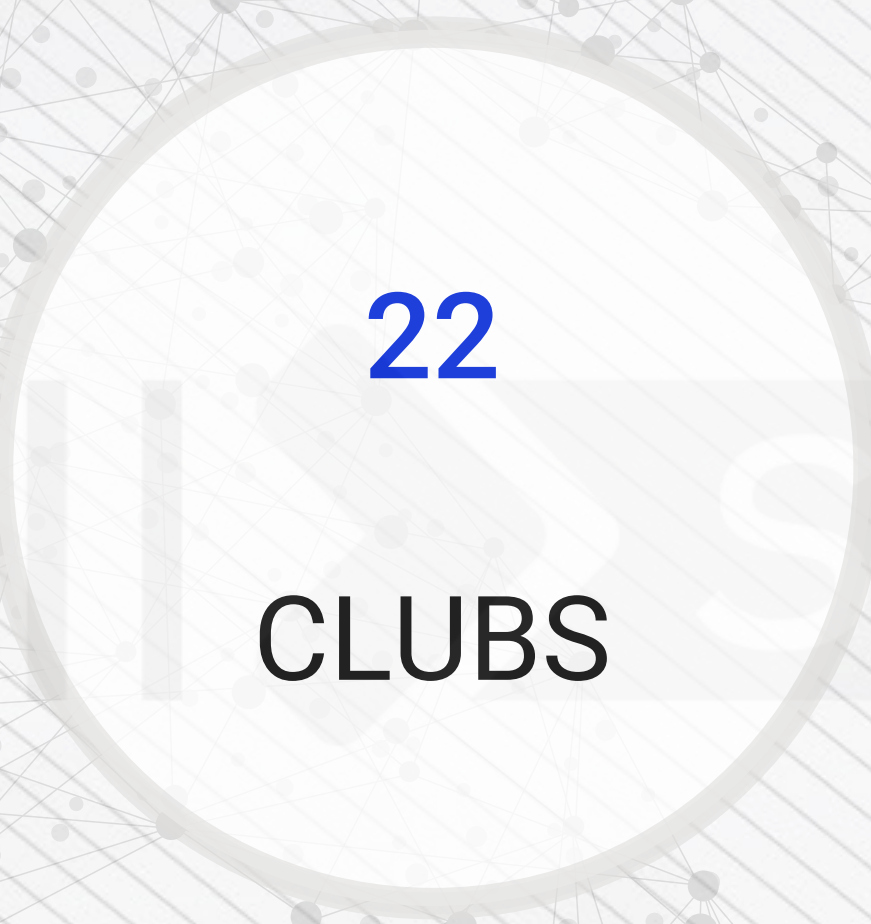
*[from December 14, 2020 to January 14, 2021]

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

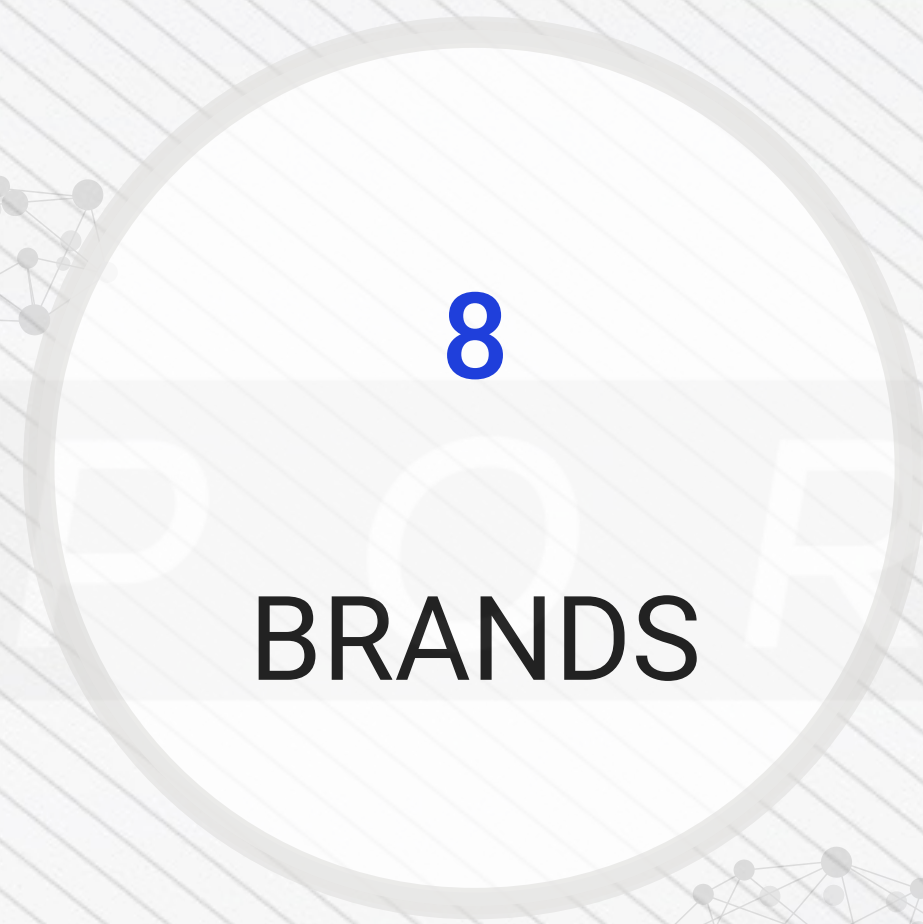
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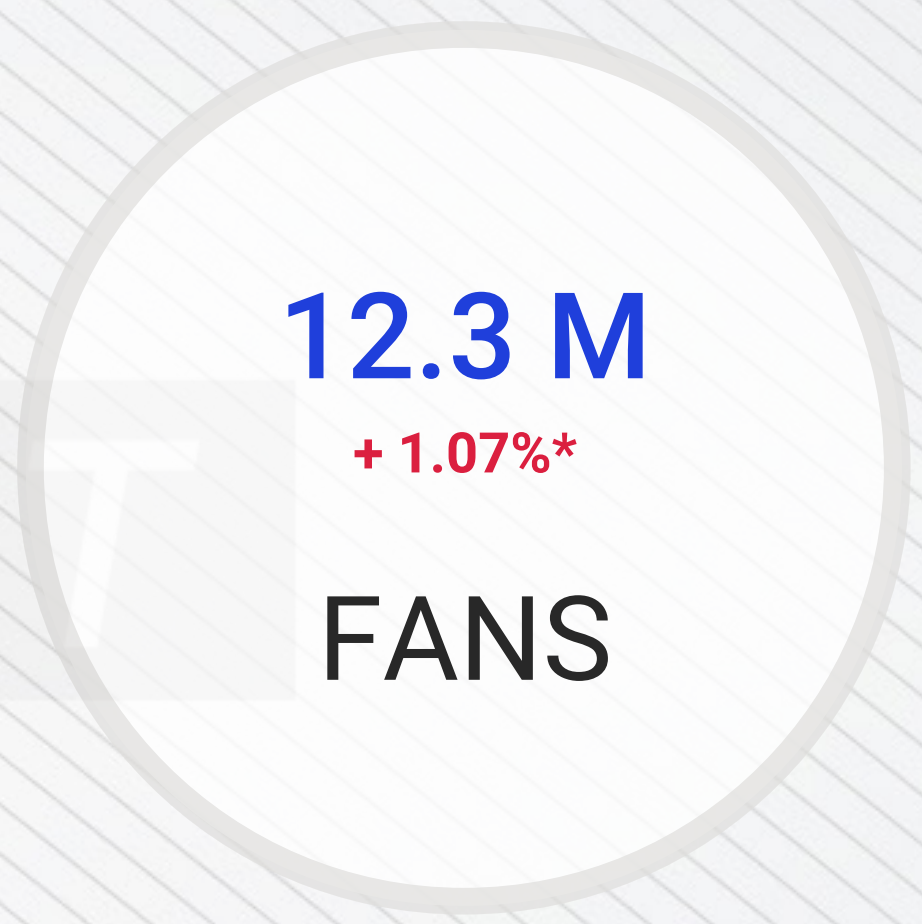
SPAIN Snapshot / Second Division



Total LaLiga 2 football clubs analysed.



Total LaLiga 2 Sport Brands on jerseys analysed.



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

*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
4.3 M



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



*[from December 14, 2020 to January 14, 2021]

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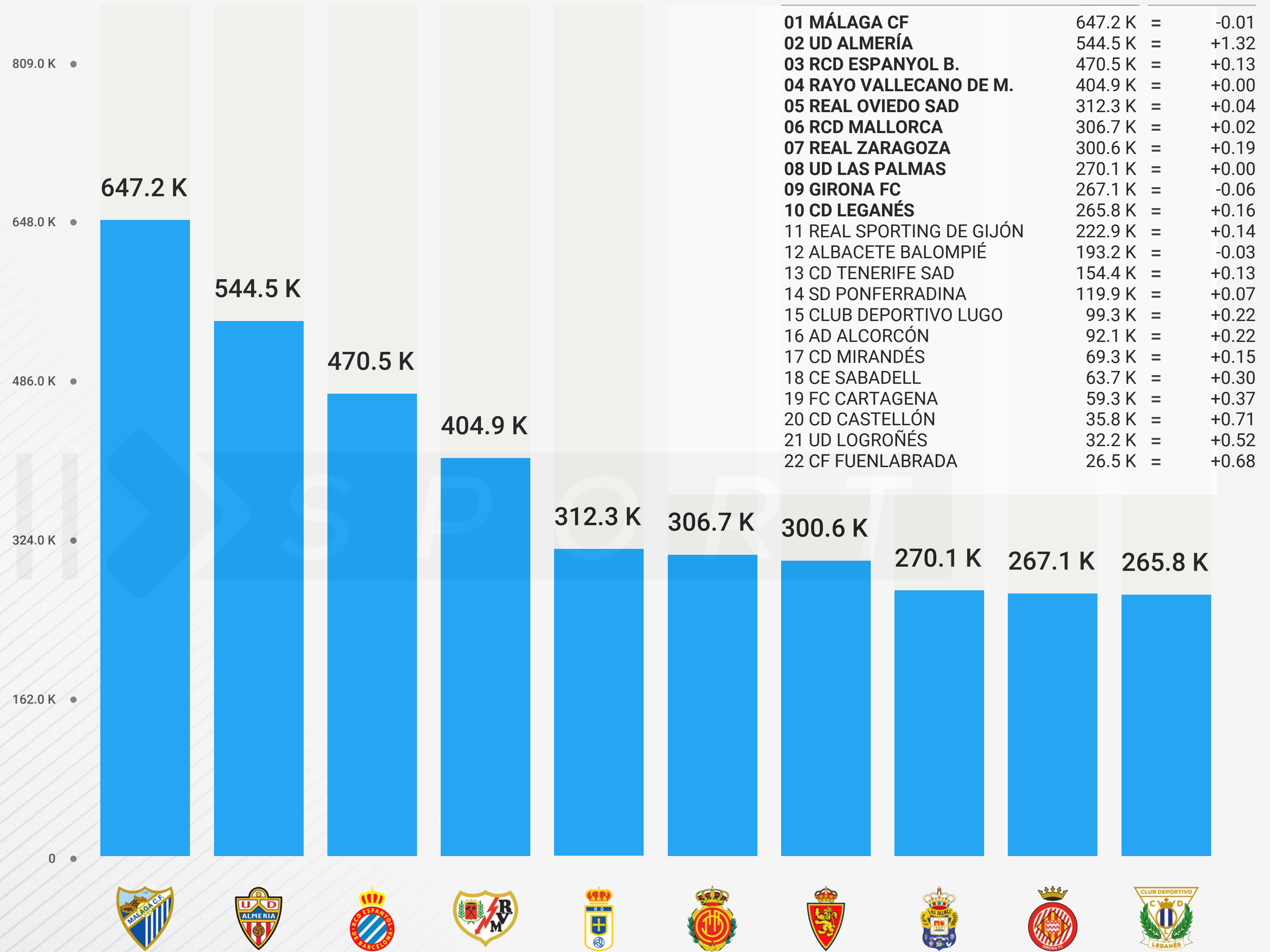
Rayo Vallecano's data refers to the number of "followers" (since that "likes" are not available).



TOTAL FANBASE
5.0 M




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




*[from December 14, 2020 to January 14, 2021]



 SPAIN Instagram


TOTAL FANBASE
2.5 M



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

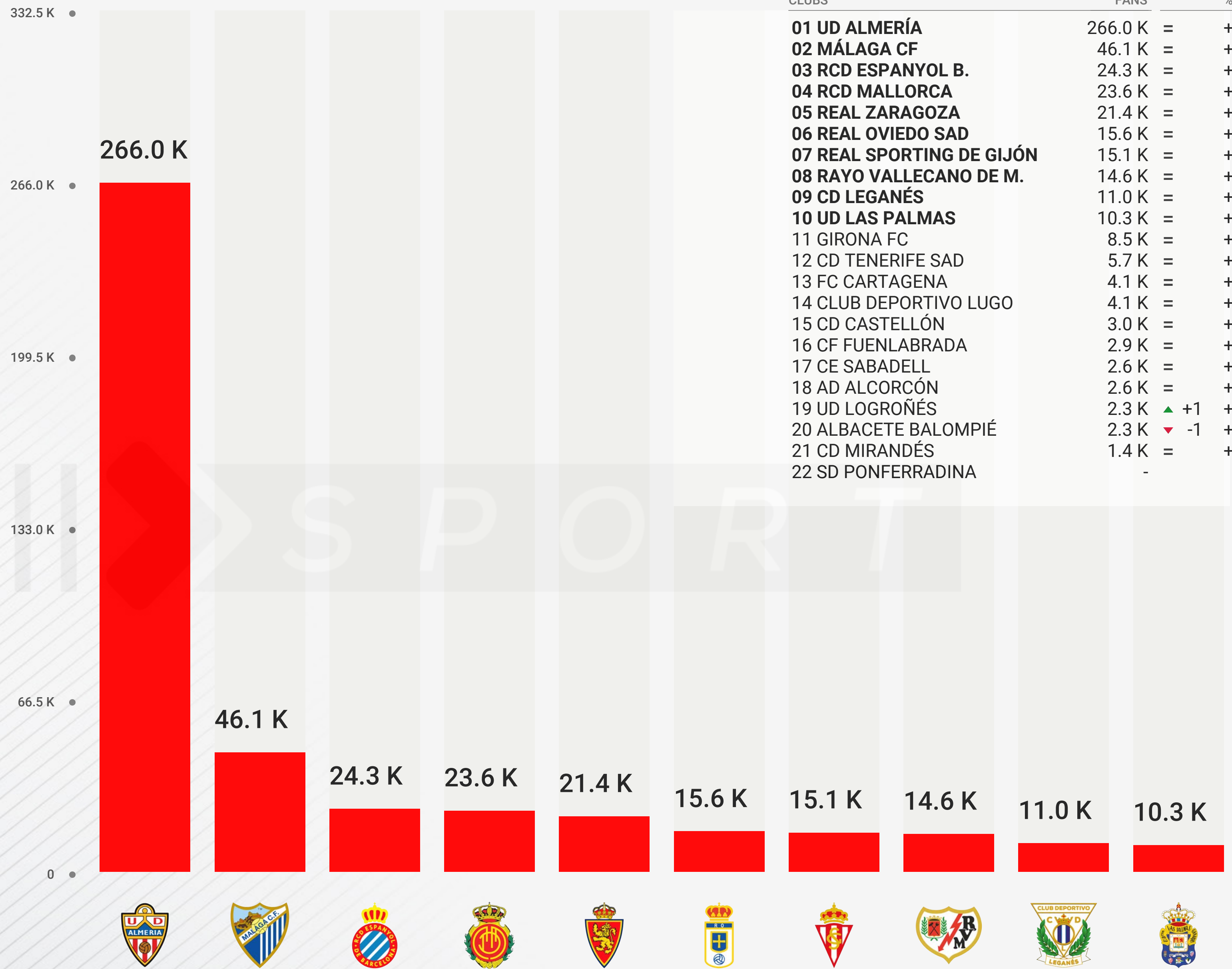


*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
488 K


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



*[from December 14, 2020 to January 14, 2021]

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

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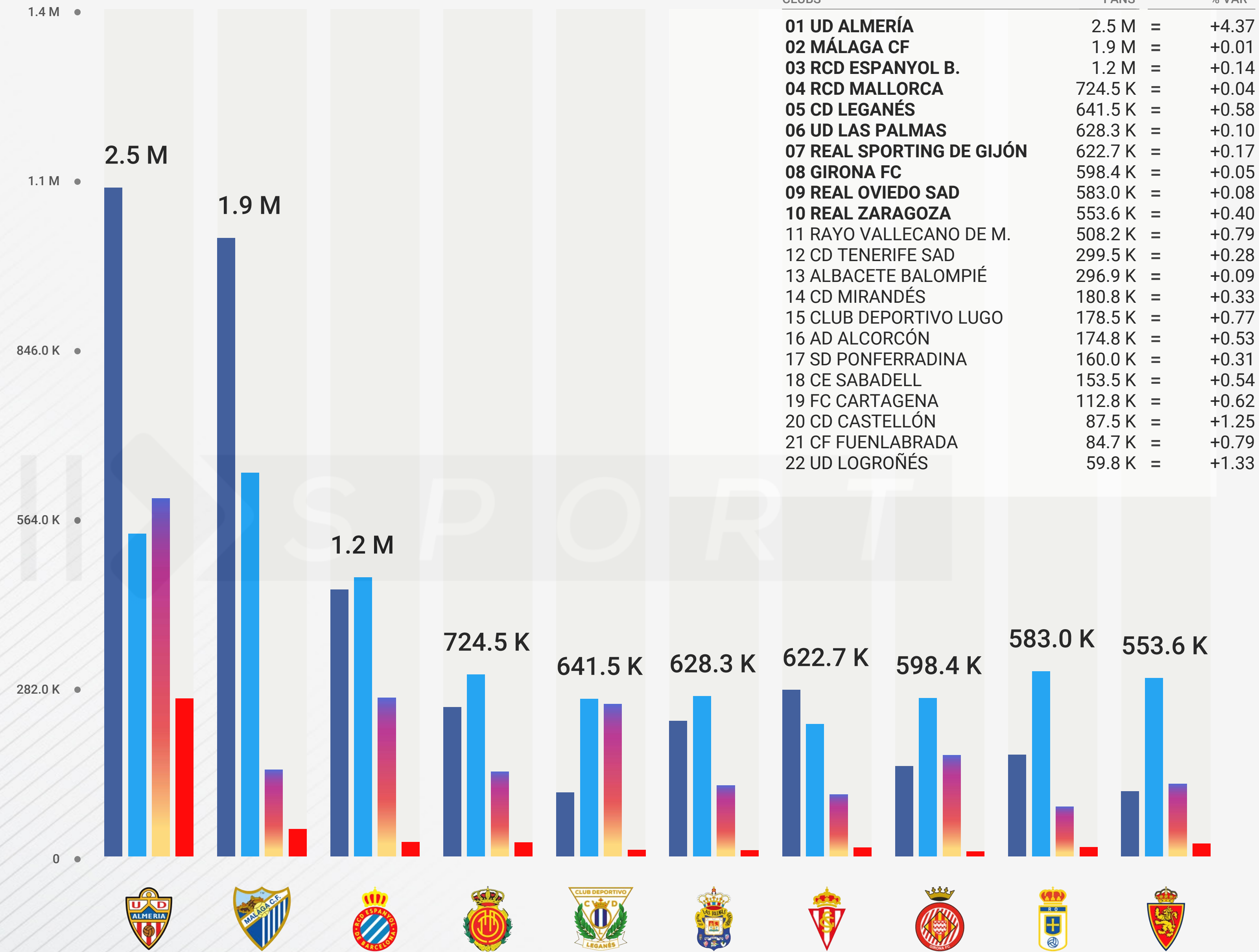





TOTAL FANBASE
12.3 M



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



*[from December 14, 2020 to January 14, 2021]

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





TOTAL FANBASE

12.3 M



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



*[from December 14, 2020 to January 14, 2021]

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 **SPAIN Brands**



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



*[from December 14, 2020 to January 14, 2021]





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



*[from December 14, 2020 to January 14, 2021]

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

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



Football Competitions included in this overview

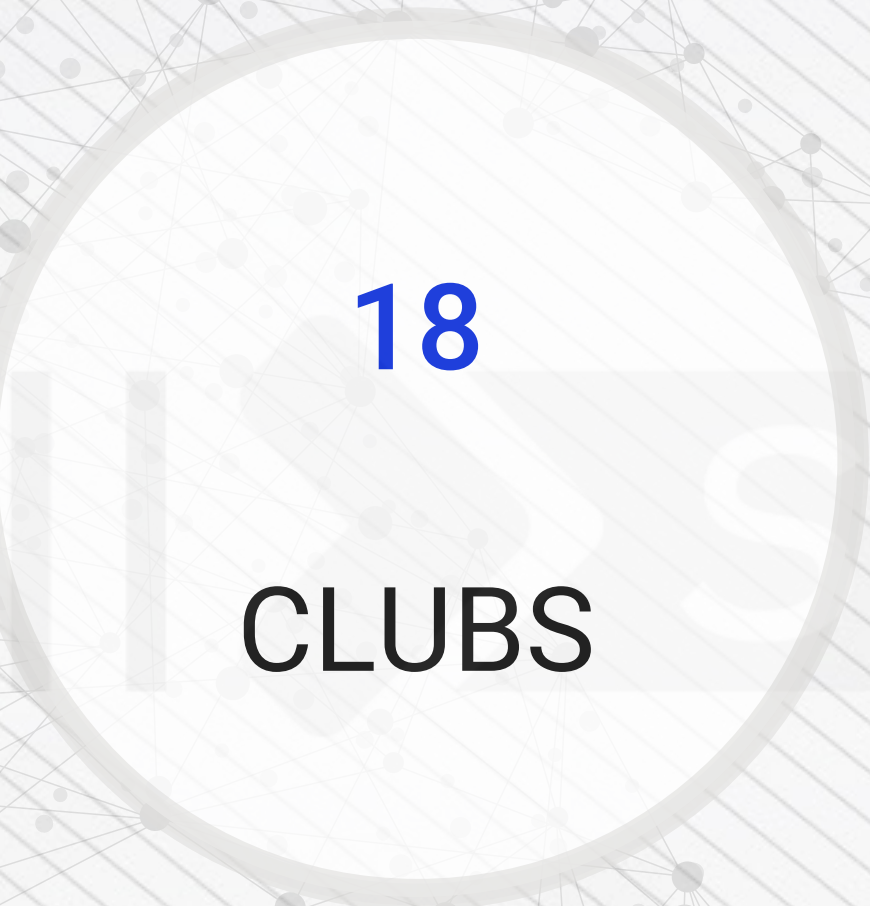
FIRST DIVISION

18 CLUBS



PORTUGAL

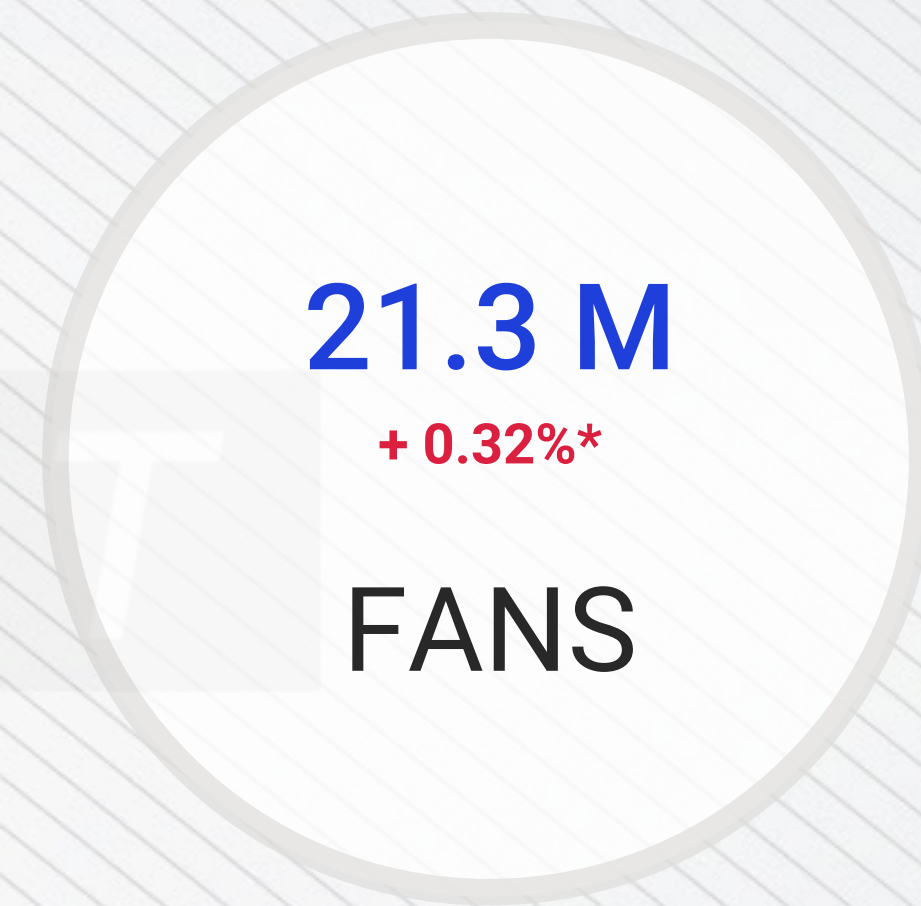
PORTUGAL Snapshot / First Division



Total Primeira Liga football clubs analysed.



Total Primeira Liga Sport Brands on jerseys analysed.



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

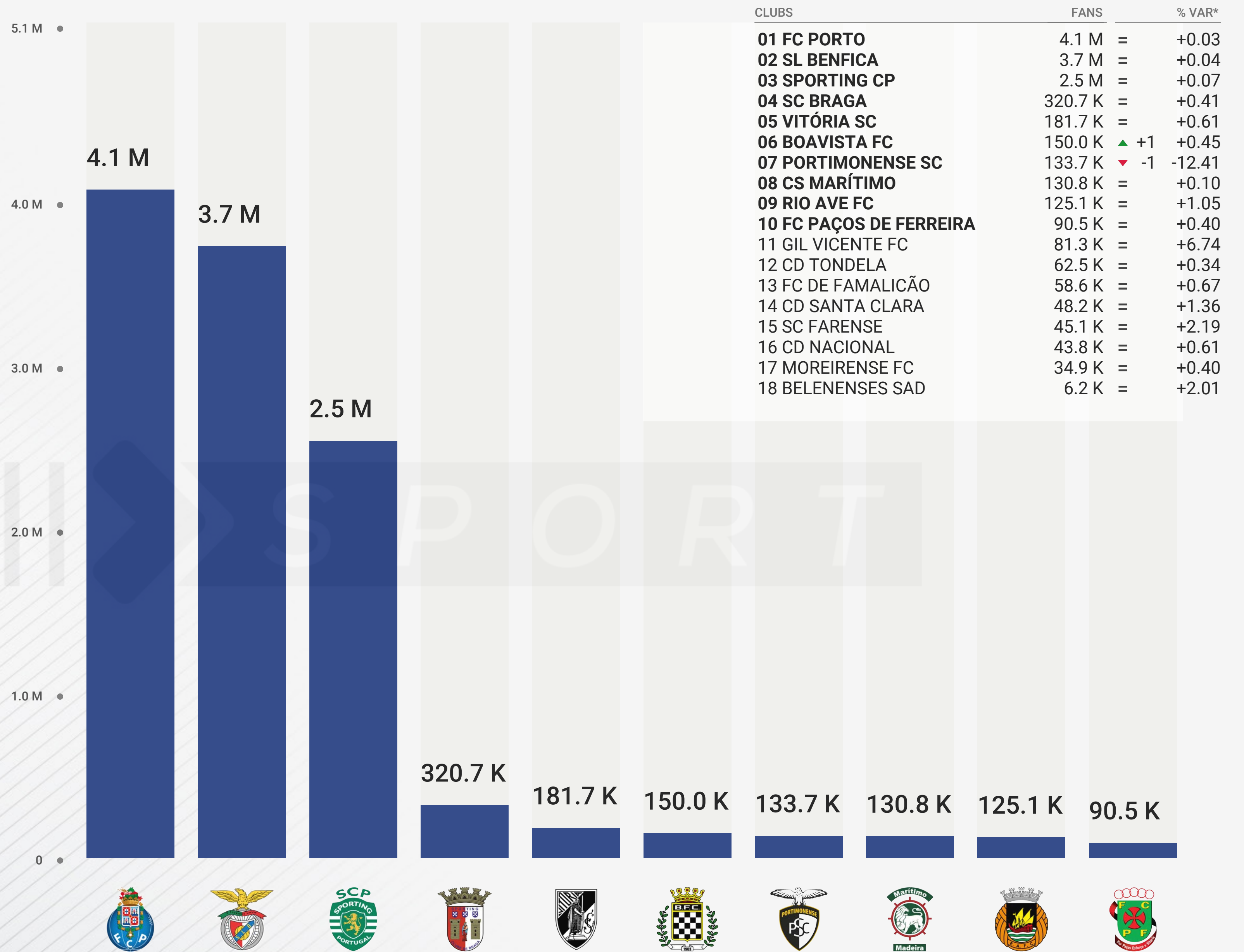
*[from December 14, 2020 to January 14, 2021]



f
TOTAL FANBASE
11.9 M

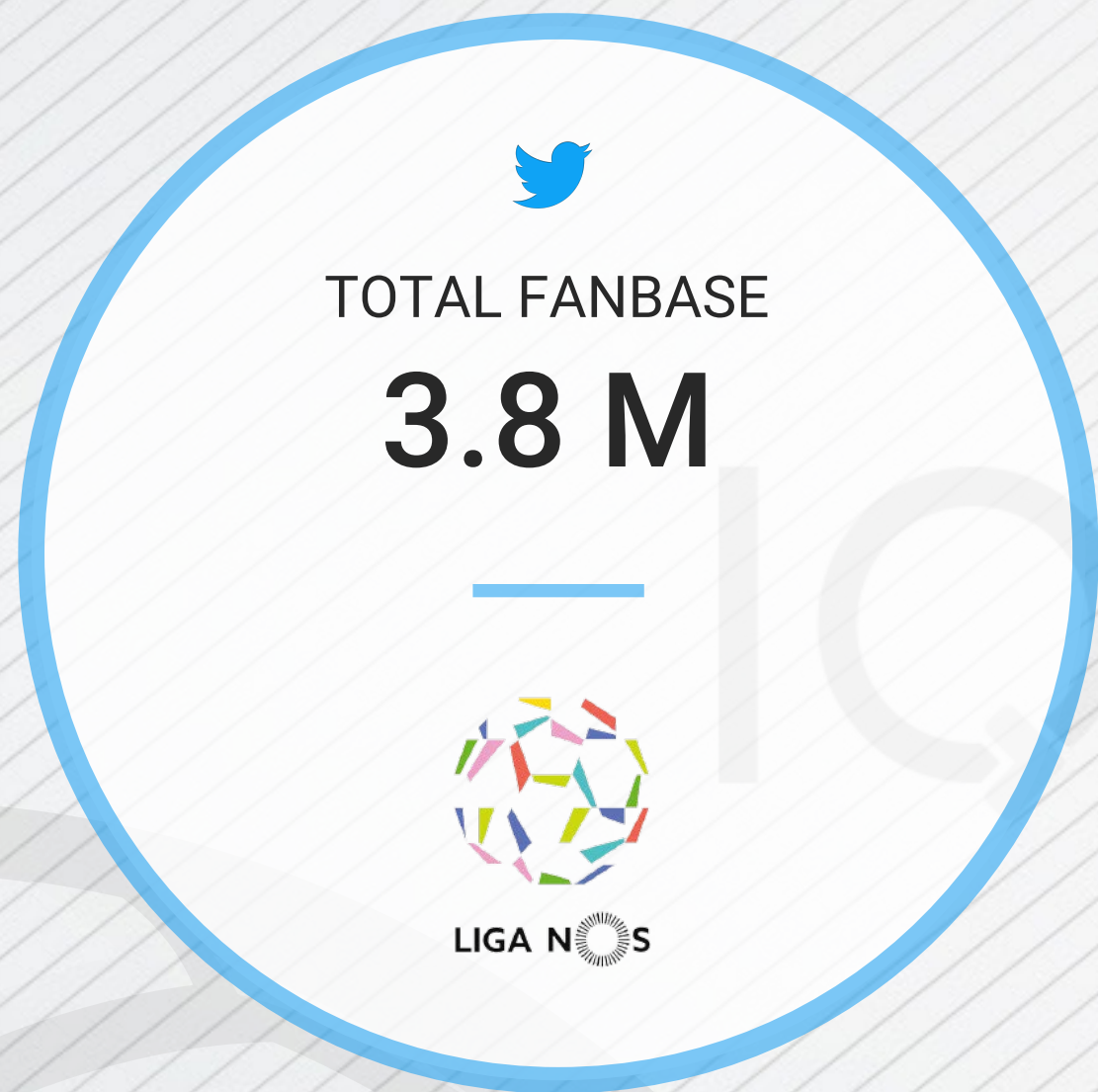

LIGA NOS

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

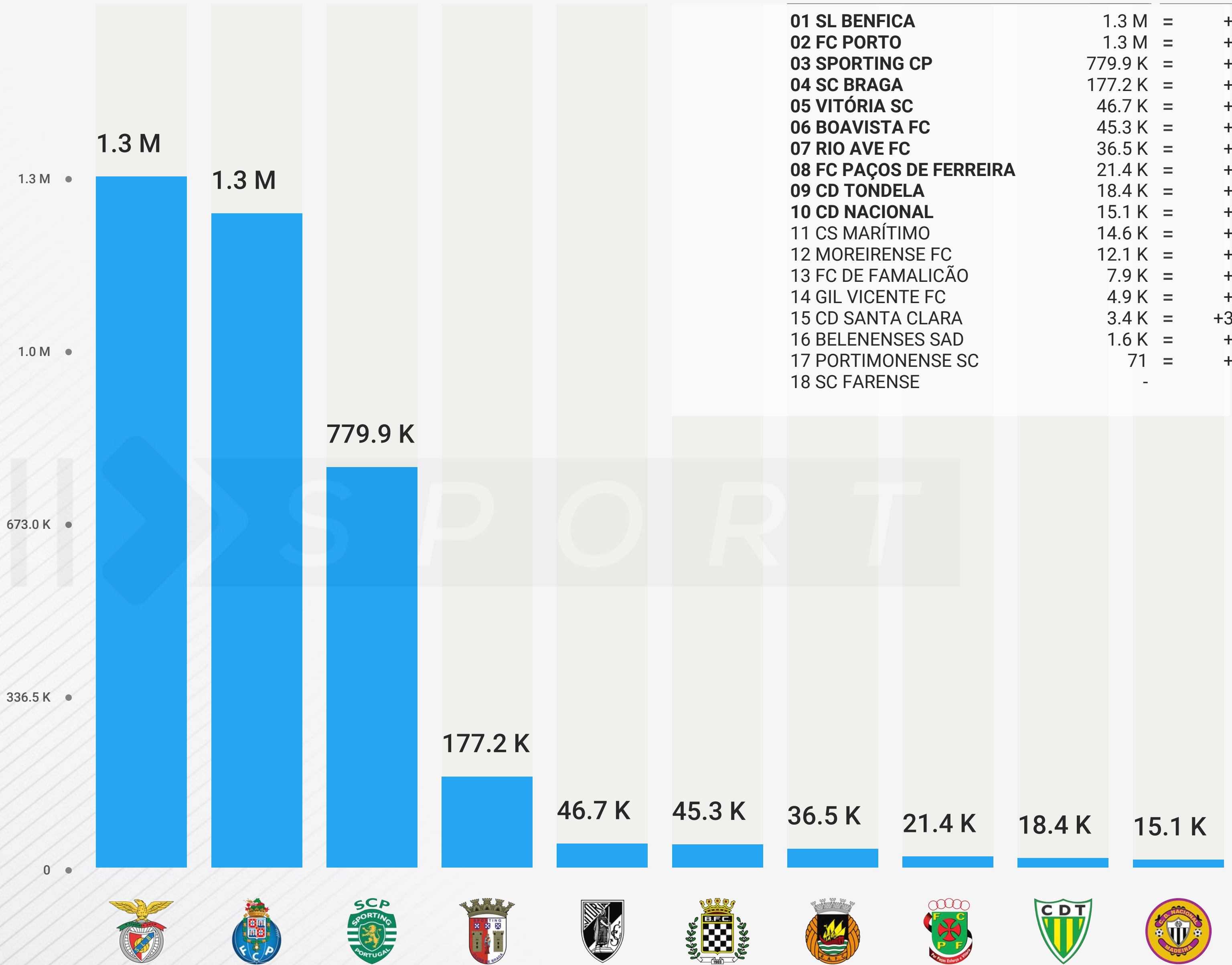


*[from December 14, 2020 to January 14, 2021]







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



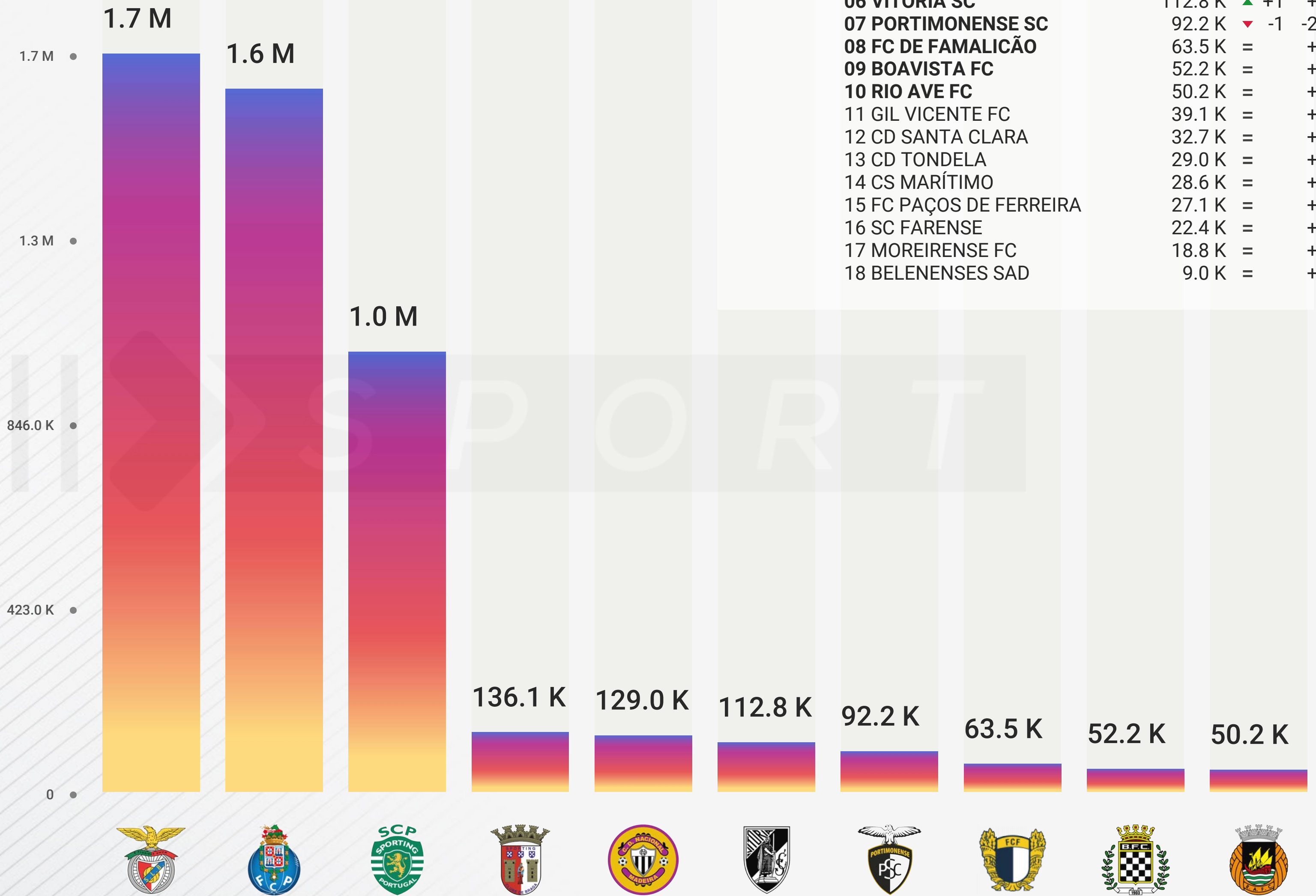
*[from December 14, 2020 to January 14, 2021]



 **PORTUGAL Instagram**


 TOTAL FANBASE
5.2 M

 LIGA NOS

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



CLUBS	FANS	% VAR*
01 SL BENFICA	1.7 M =	+0.44
02 FC PORTO	1.6 M =	+1.42
03 SPORTING CP	1.0 M =	+1.45
04 SC BRAGA	136.1 K =	+2.44
05 CD NACIONAL	129.0 K =	+8.61
06 VITÓRIA SC	112.8 K ▲ +1	+1.48
07 PORTIMONENSE SC	92.2 K ▼ -1	-21.03
08 FC DE FAMILIÇÃO	63.5 K =	+1.02
09 BOAVISTA FC	52.2 K =	+0.88
10 RIO AVE FC	50.2 K =	+2.43
11 GIL VICENTE FC	39.1 K =	+2.77
12 CD SANTA CLARA	32.7 K =	+3.34
13 CD TONDELA	29.0 K =	+0.52
14 CS MARÍTIMO	28.6 K =	+2.66
15 FC PAÇOS DE FERREIRA	27.1 K =	+2.95
16 SC FARENSE	22.4 K =	+4.18
17 MOREIRENSE FC	18.8 K =	+1.56
18 BELENENSES SAD	9.0 K =	+4.15

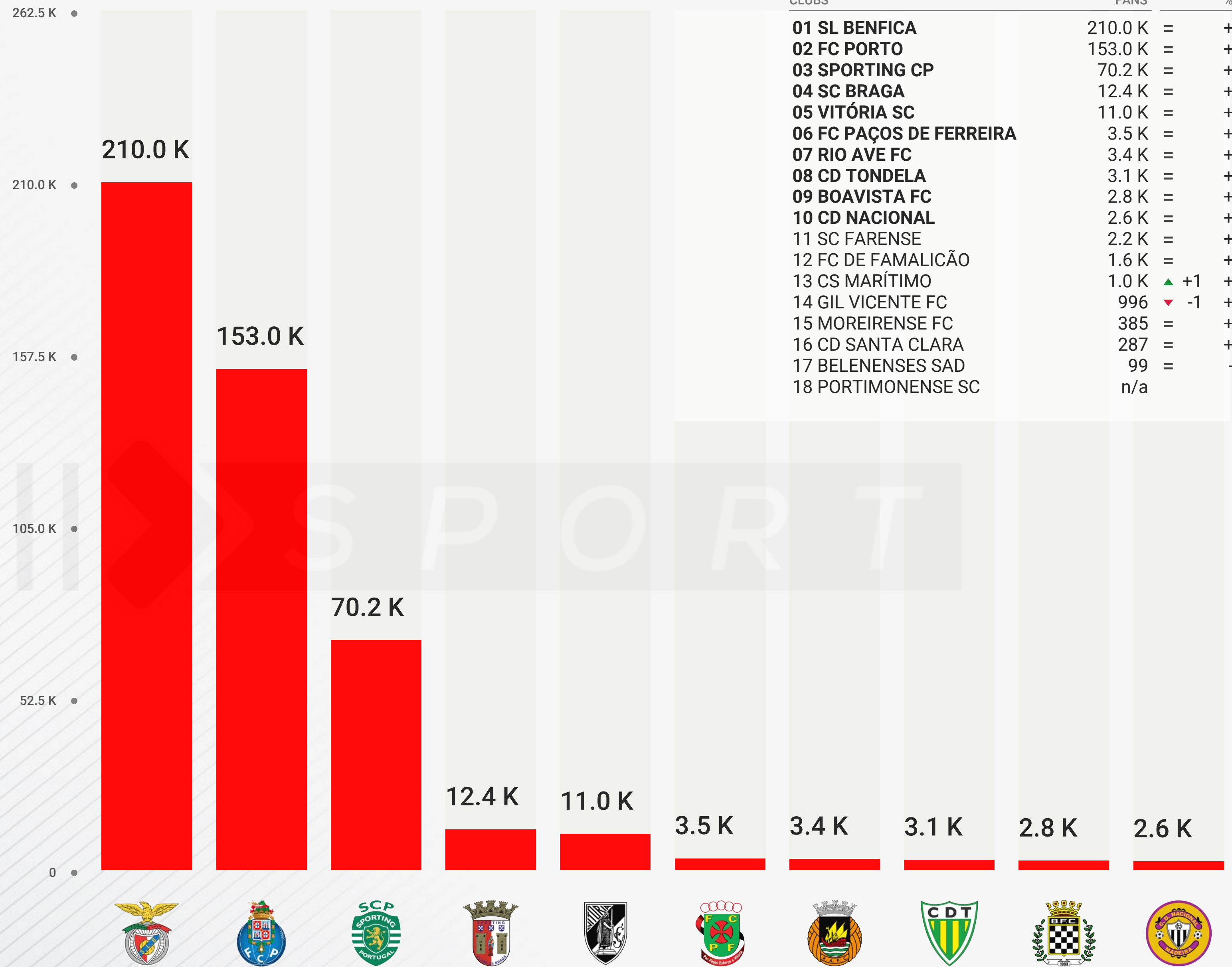
*[from December 14, 2020 to January 14, 2021]




TOTAL FANBASE
479 K

LIGA NOS

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



*[from December 14, 2020 to January 14, 2021]

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

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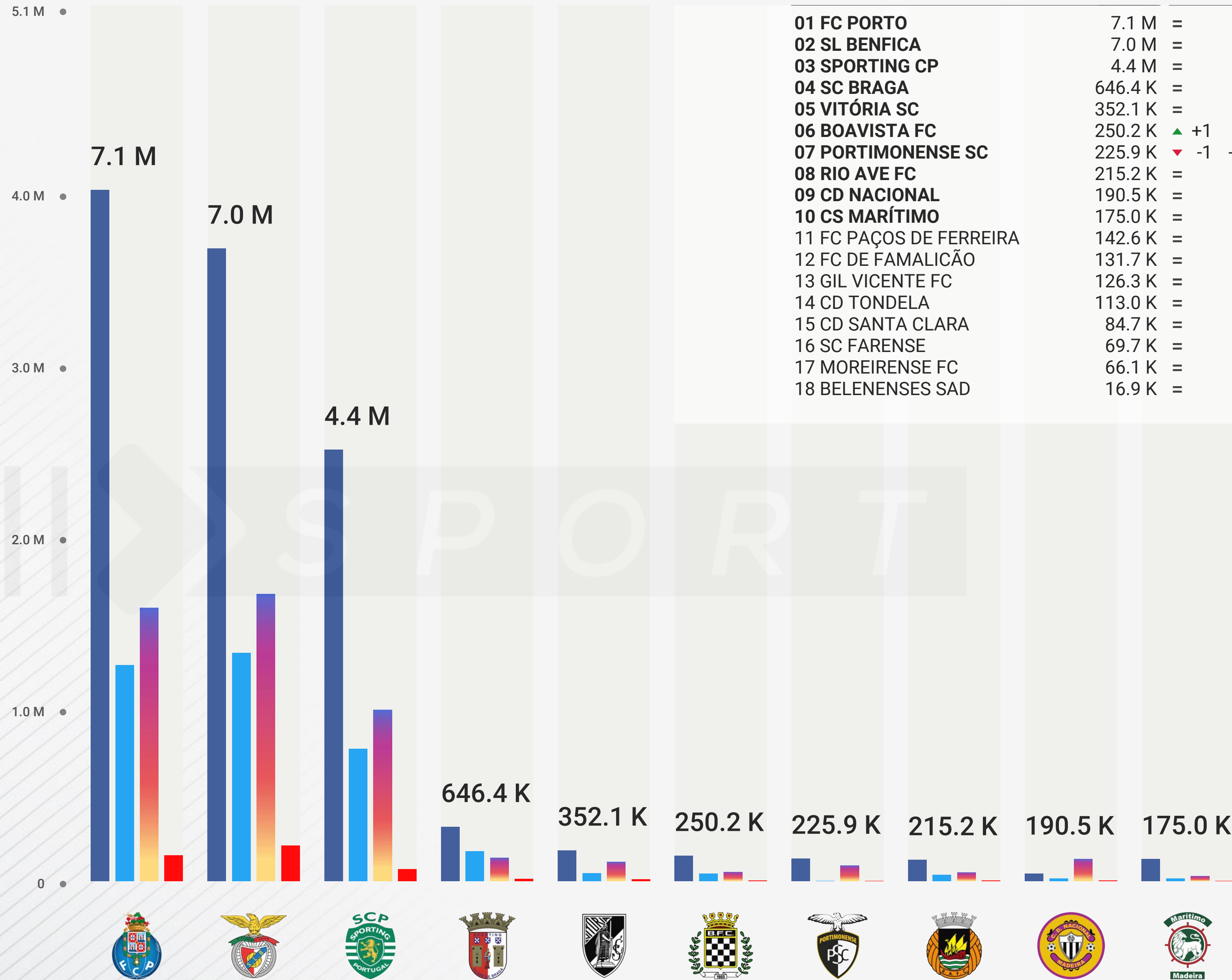

TOTAL FANBASE

21.3 M



LIGA NOS

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



*[from December 14, 2020 to January 14, 2021]

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

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 **PORTUGAL Brands**

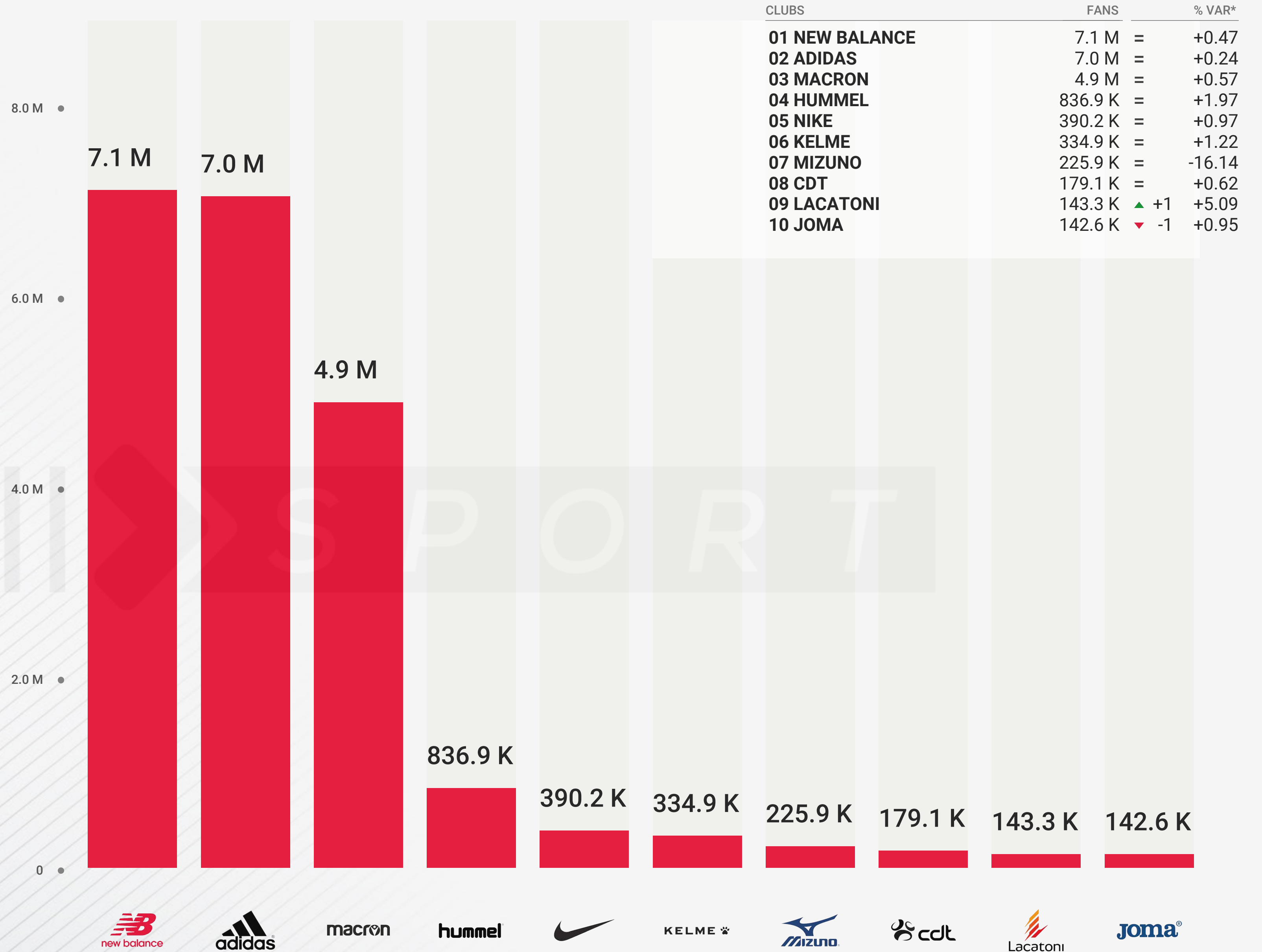





TOTAL FANBASE
21.3 M


LIGA NOS

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



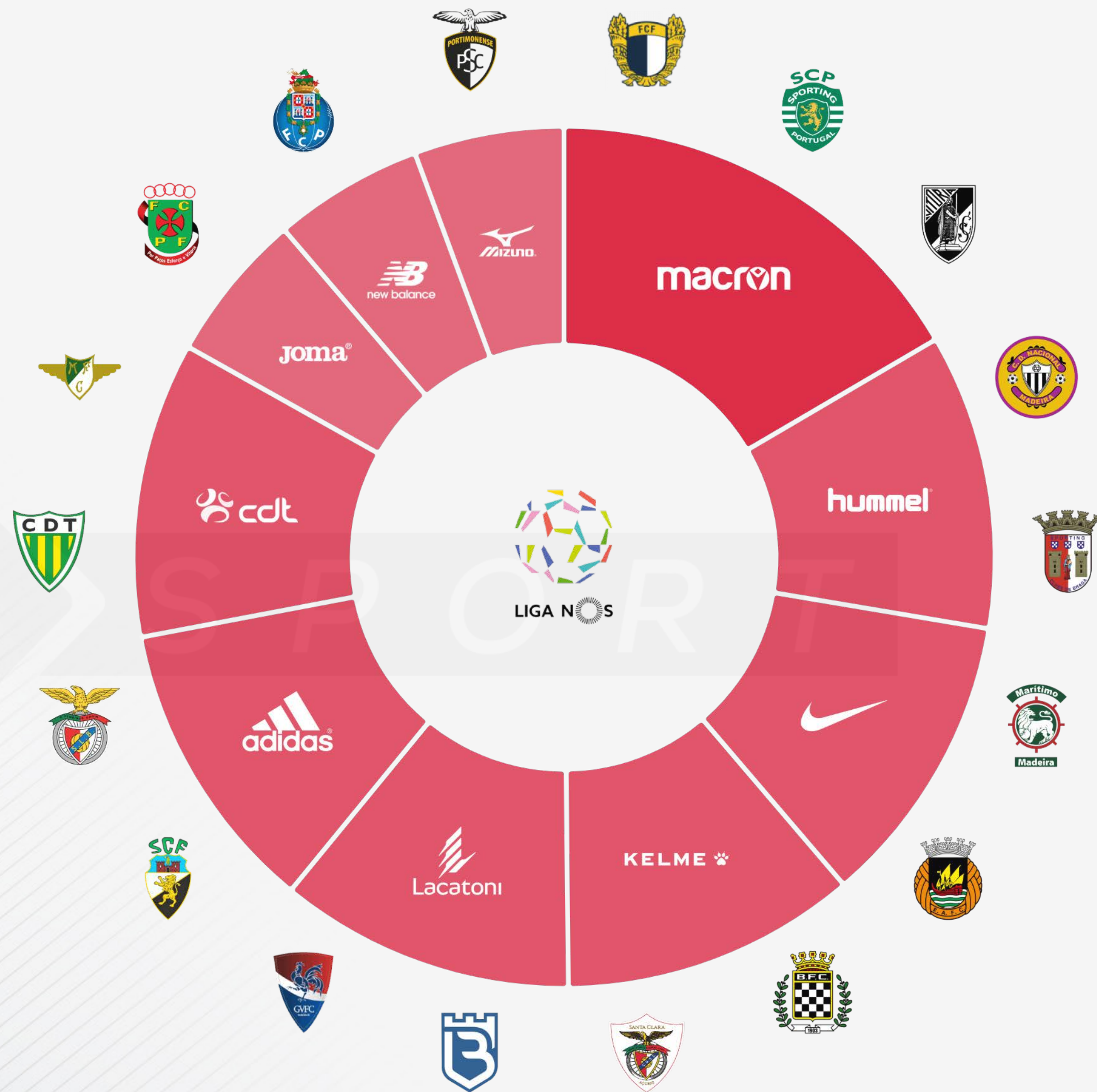
*[from December 14, 2020 to January 14, 2021]



 **PORTUGAL Brands**



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



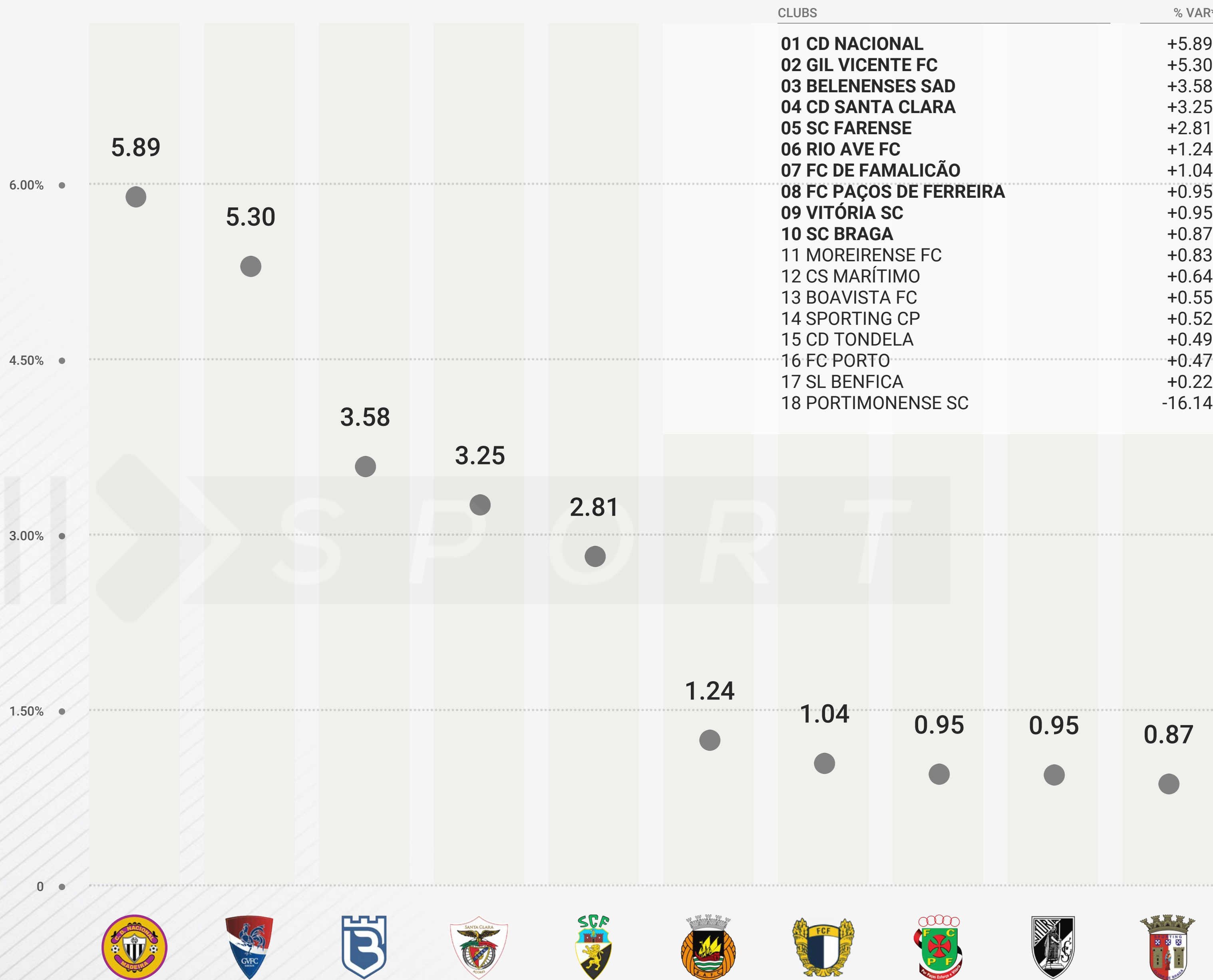
*[from December 14, 2020 to January 14, 2021]



 **PORTUGAL Grown Up**



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



*[from December 14, 2020 to January 14, 2021]

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

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Football Competitions included in this overview

FIRST DIVISION

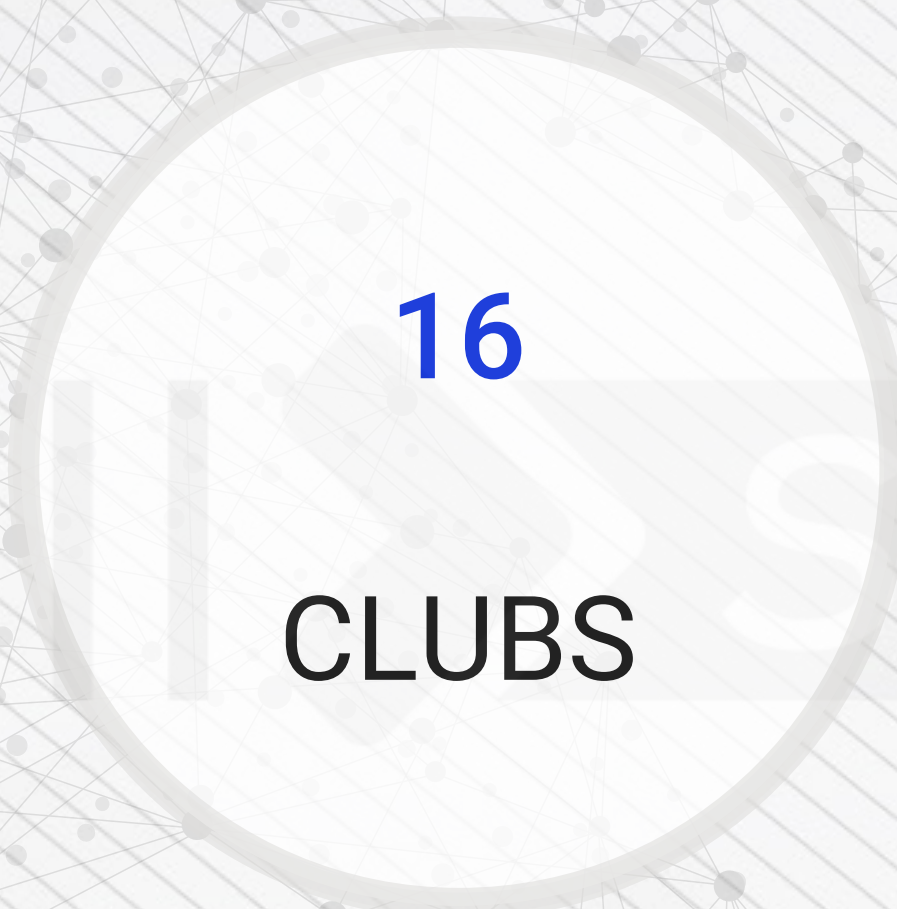
16 CLUBS



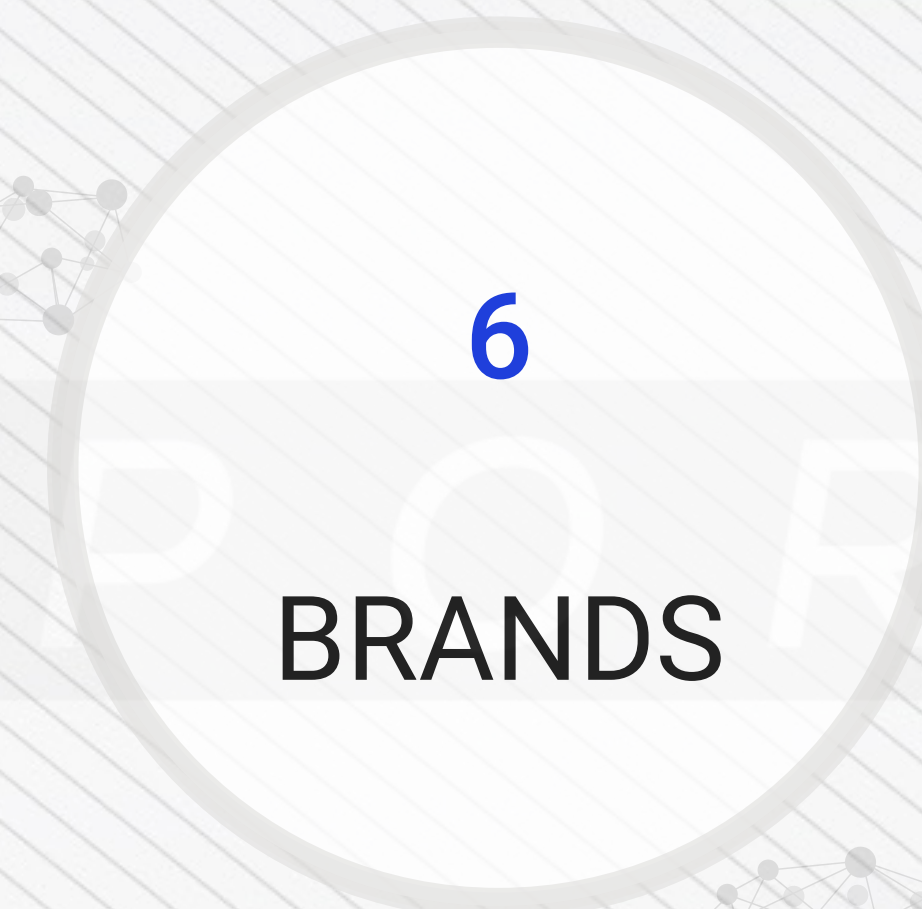
**RUSSIAN
PREMIER LIGA**

RUSSIA

RUSSIA Snapshot / First Division



Total Russian Premier Liga football clubs analysed.



Total Russian Premier Liga Sport Brands on jerseys analysed.



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

*[from December 14, 2020 to January 14, 2021]



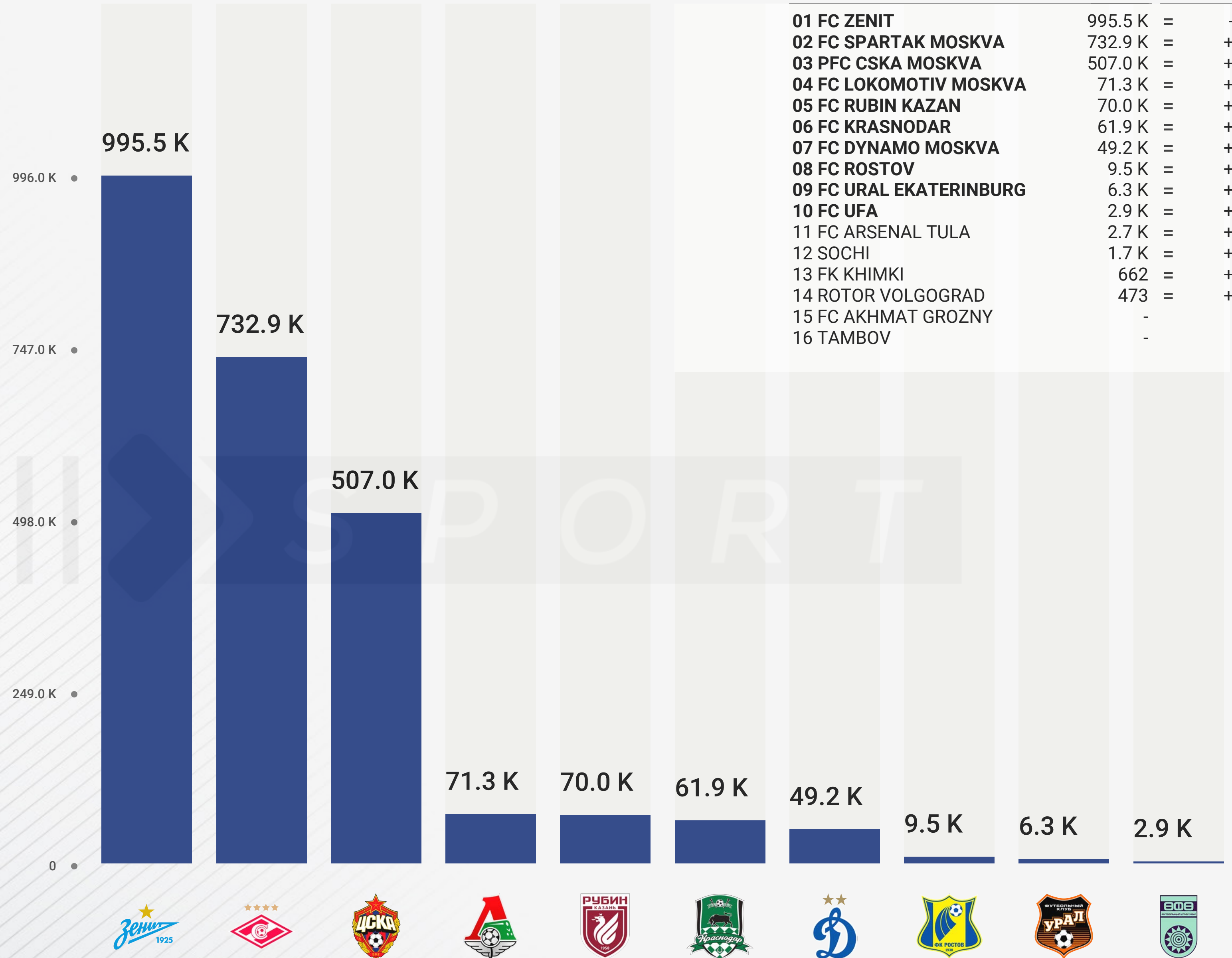
 **RUSSIA Facebook**

f
TOTAL FANBASE
2.5 M



RUSSIAN
PREMIER LIGA


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




*[from December 14, 2020 to January 14, 2021]

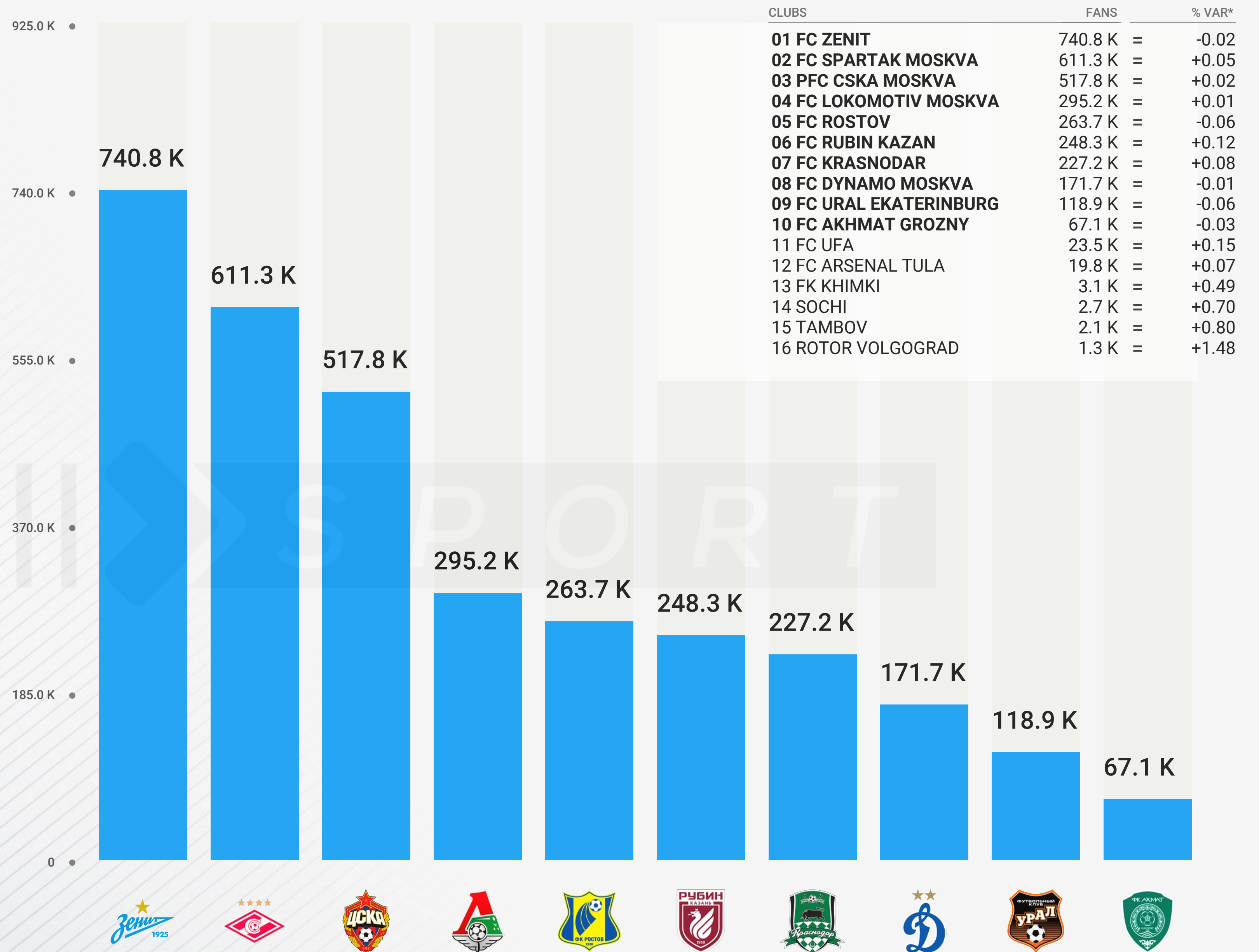
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TOTAL FANBASE
3.3 M


RUSSIAN
PREMIER LIGA

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





*[from December 14, 2020 to January 14, 2021]

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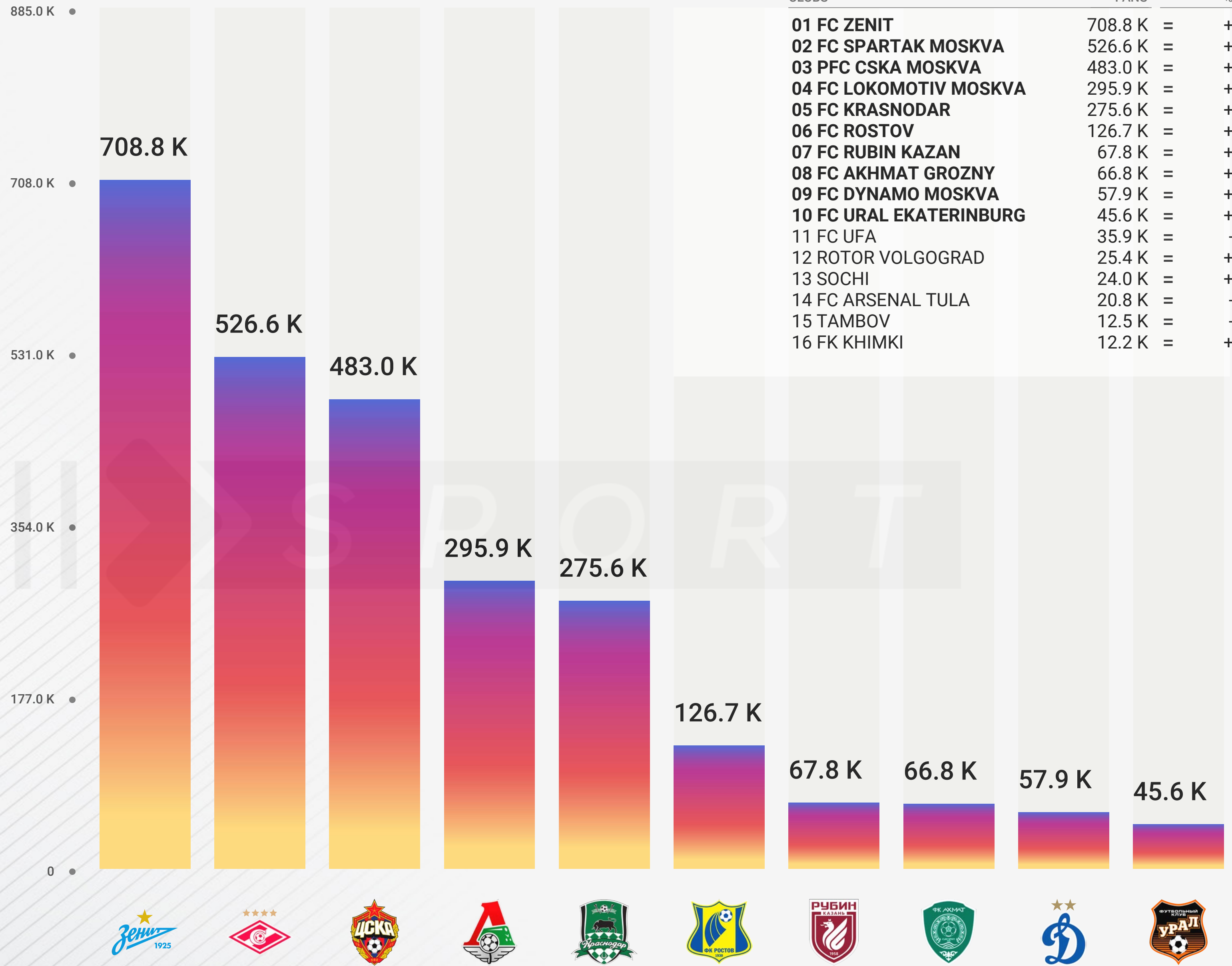


 **RUSSIA Instagram**


 TOTAL FANBASE
2.8 M



 RUSSIAN
 PREMIER LIGA


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



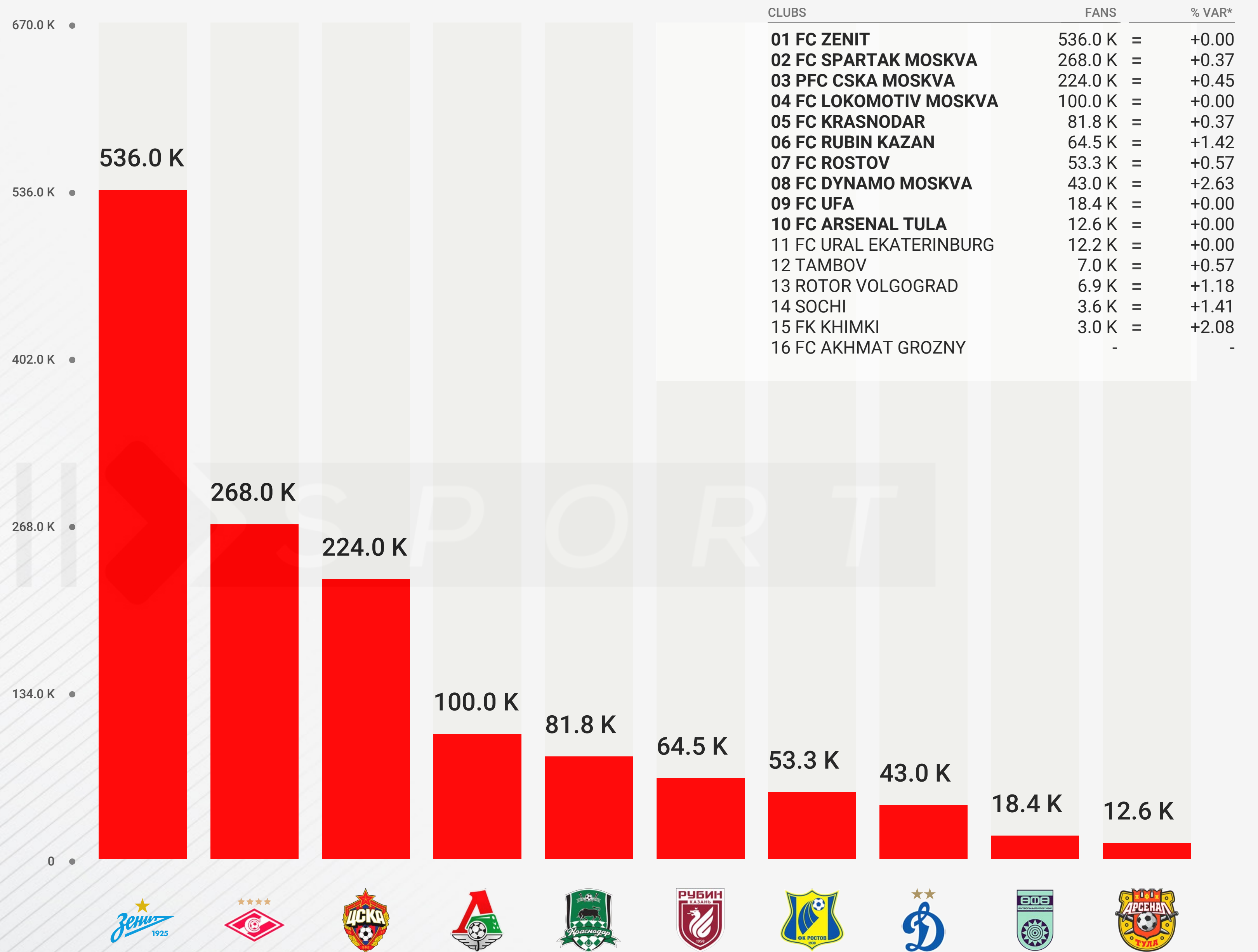
*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
1.4 M


 RUSSIAN
 PREMIER LIGA

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



*[from December 14, 2020 to January 14, 2021]

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

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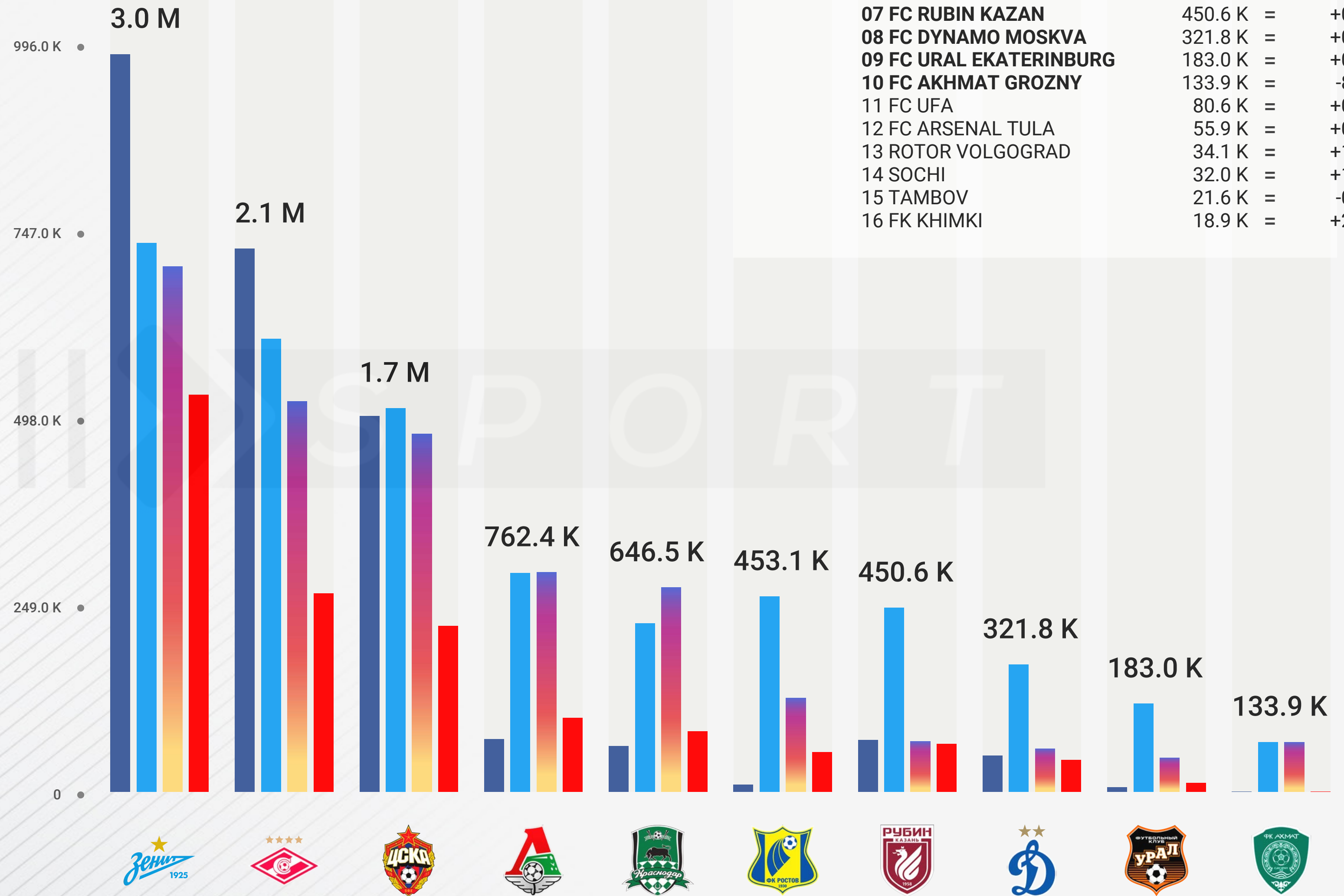





TOTAL FANBASE
10.0 M


RUSSIAN
PREMIER LIGA

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




*[from December 14, 2020 to January 14, 2021]

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 **RUSSIA Brands**

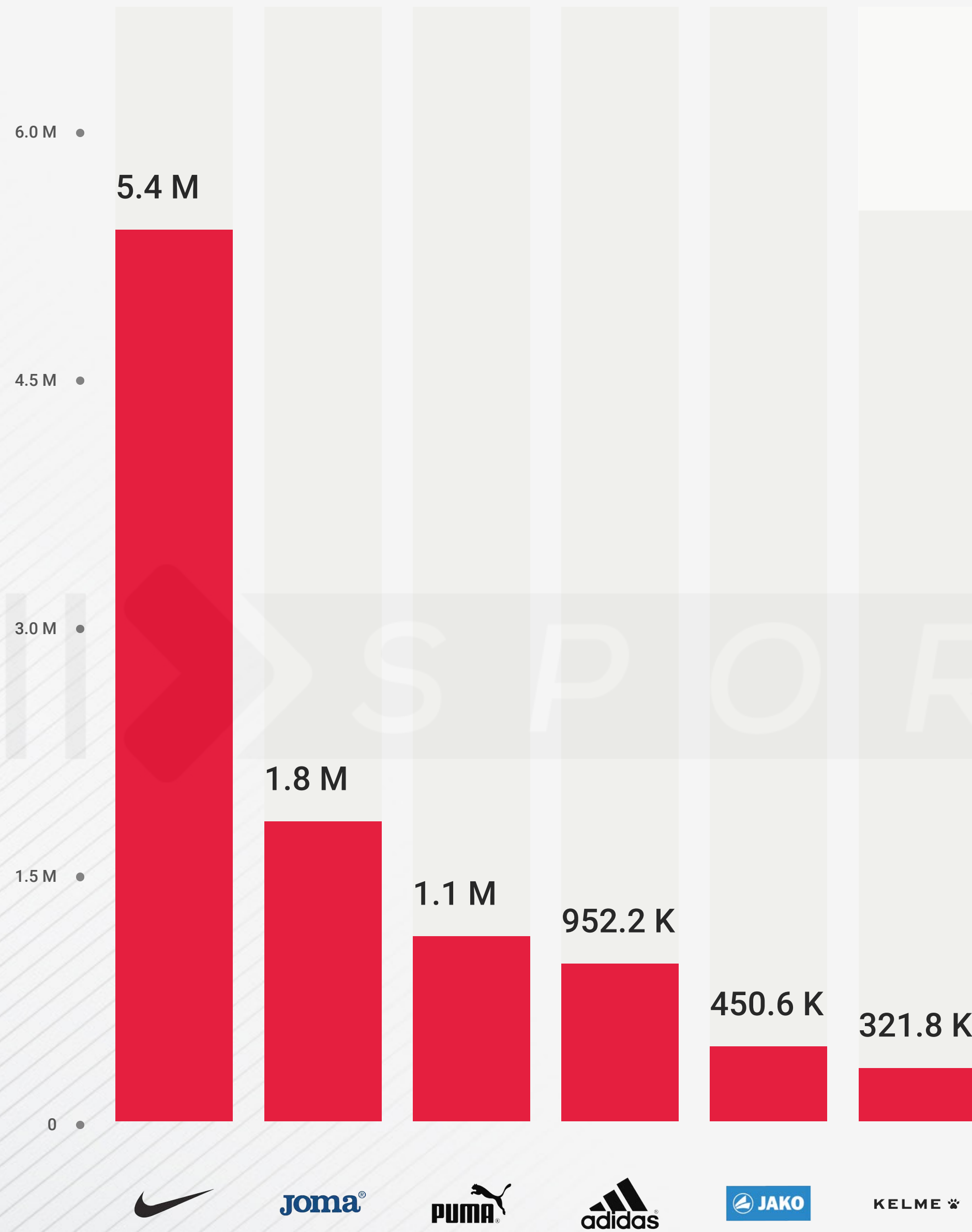





TOTAL FANBASE
10.0 M


RUSSIAN
PREMIER LIGA

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



CLUBS	FANS	% VAR*
01 NIKE	5.4 M =	+0.15
02 JOMA	1.8 M =	+0.11
03 PUMA	1.1 M =	+0.46
04 ADIDAS	952.2 K =	-1.18
05 JAKO	450.6 K =	+0.43
06 KELME	321.8 K =	+0.53

*[from December 14, 2020 to January 14, 2021]





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



*[from December 14, 2020 to January 14, 2021]

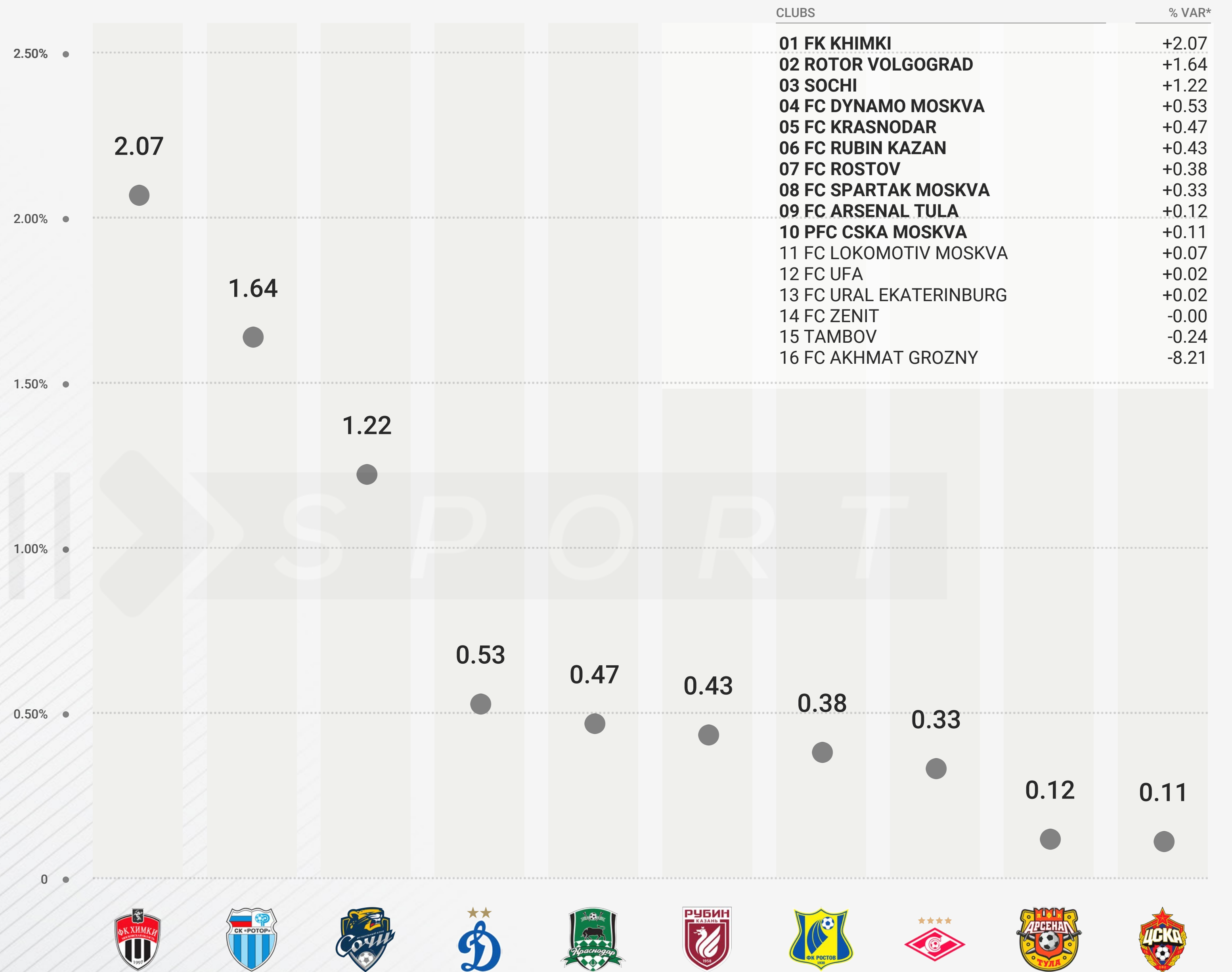
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 **RUSSIA Grown Up**



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



*[from December 14, 2020 to January 14, 2021]

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

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Football Competitions included in this overview

FIRST DIVISION

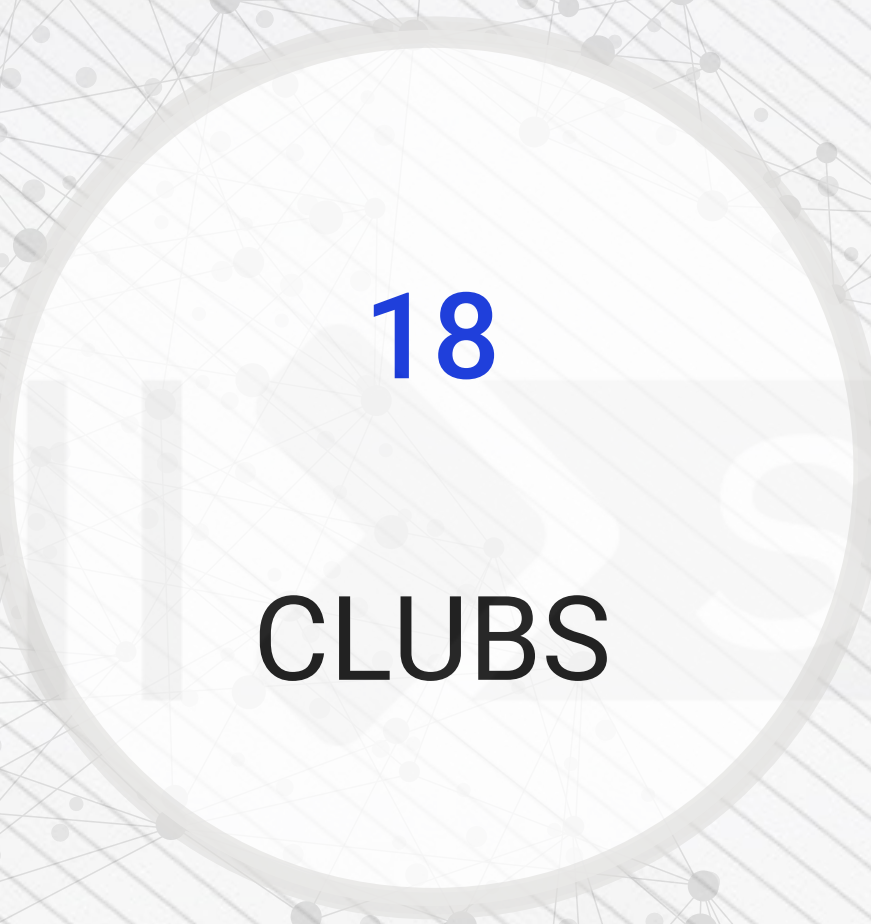
18 CLUBS



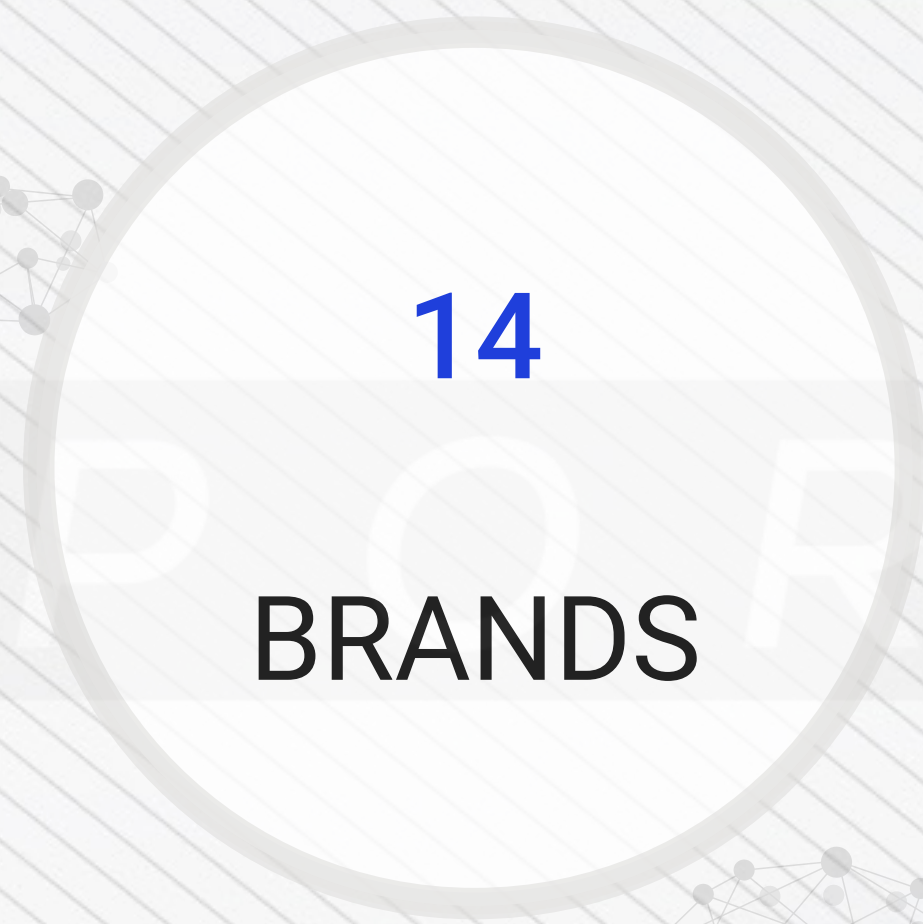
Jupiler
PRO LEAGUE

BELGIUM

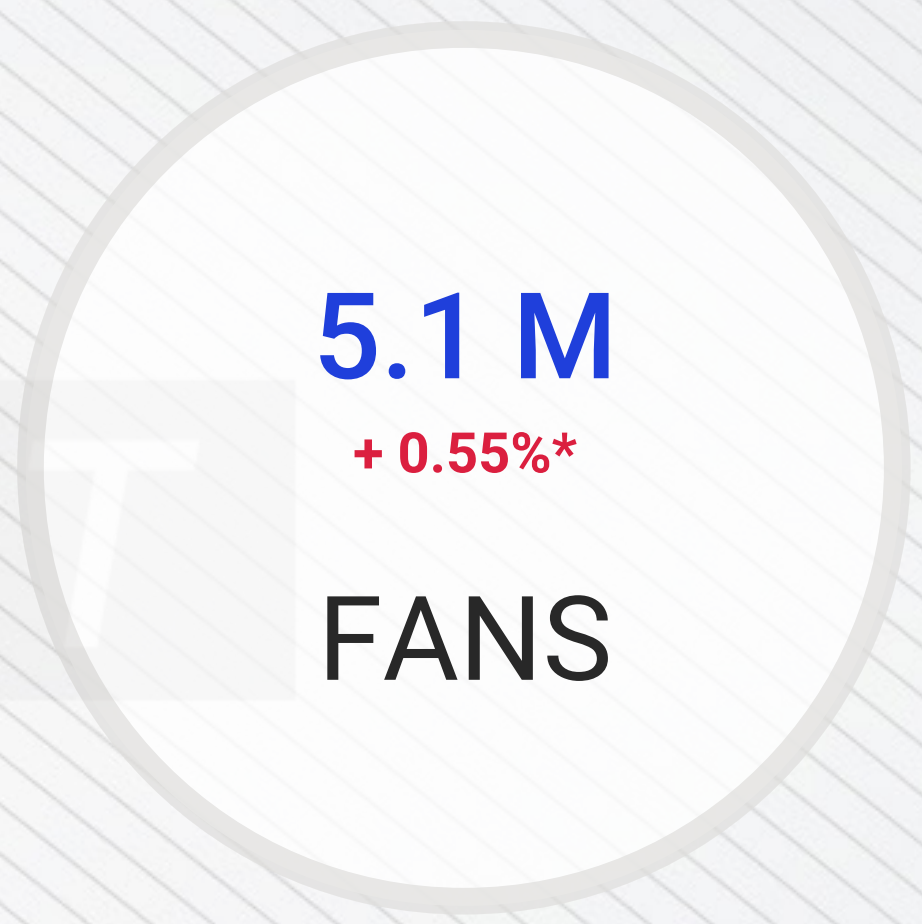
BELGIUM Snapshot / First Division



Total Pro League football clubs analysed.



Total Pro League Sport Brands on jerseys analysed.




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

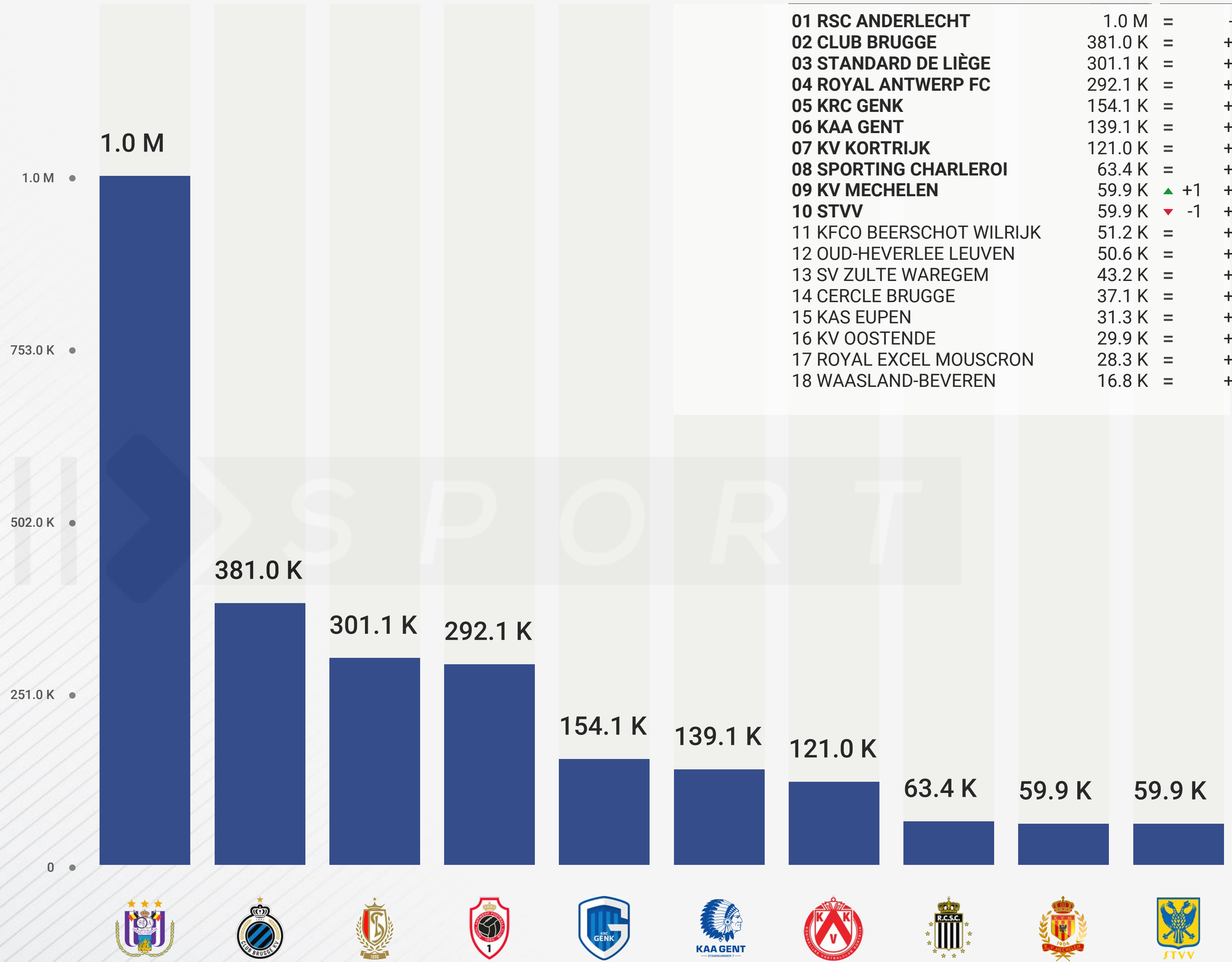
*[from December 14, 2020 to January 14, 2021]



f
TOTAL FANBASE
2.9 M




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



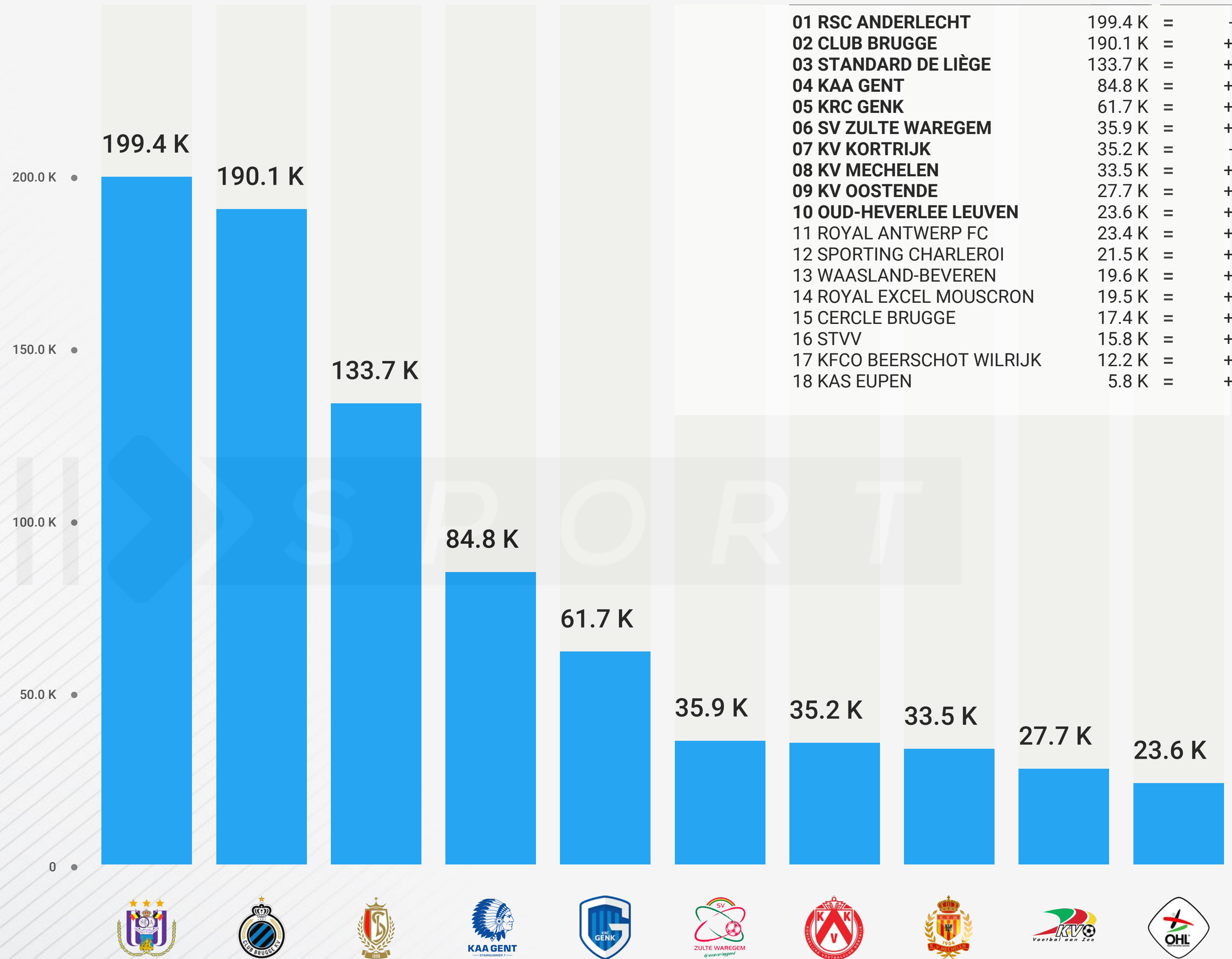
*[from December 14, 2020 to January 14, 2021]



TOTAL FANBASE
961 K





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



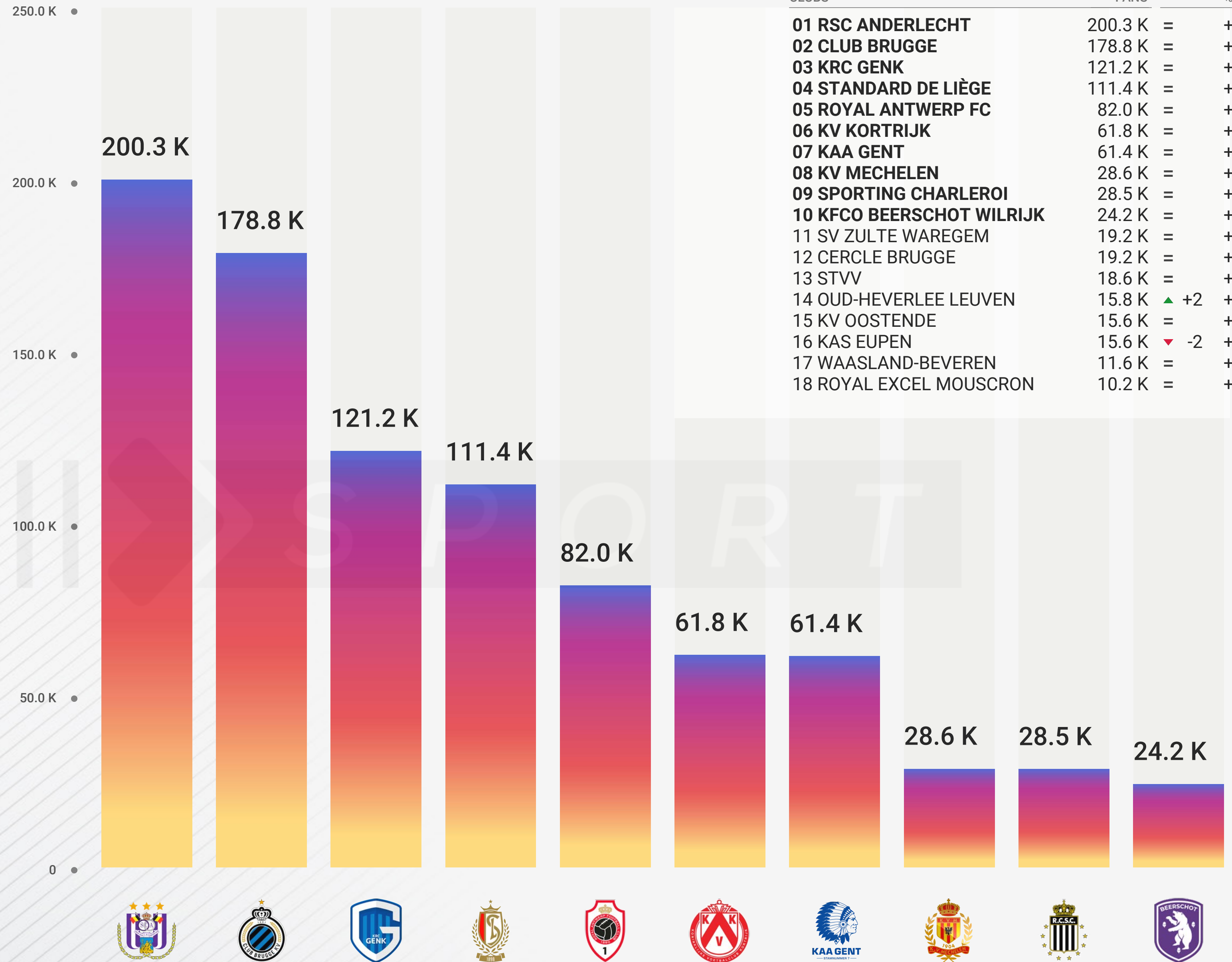
*[from December 14, 2020 to January 14, 2021]

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 TOTAL FANBASE
1.0 M



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



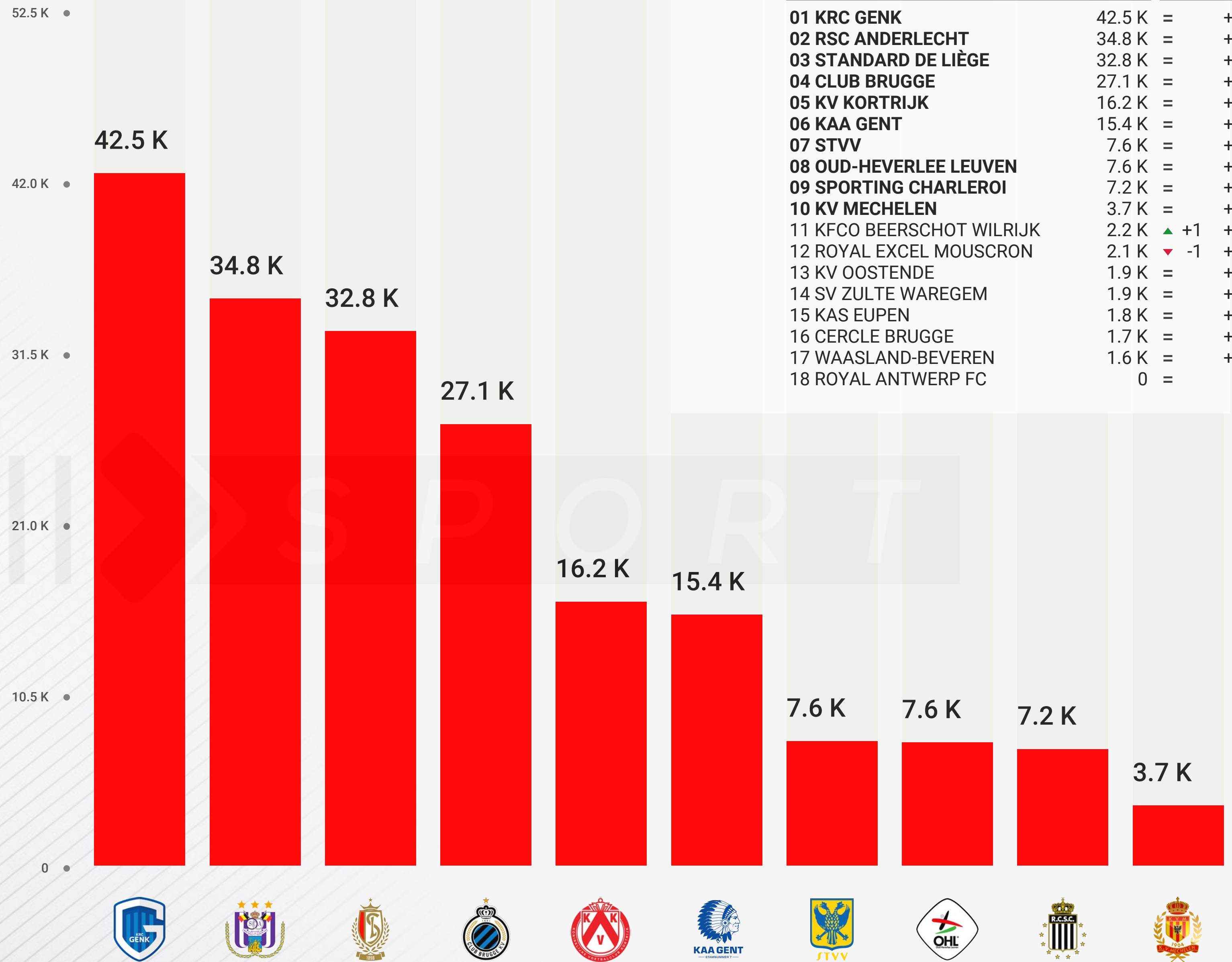
*[from December 14, 2020 to January 14, 2021]




TOTAL FANBASE
208 K


Jupiler
PRO LEAGUE

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







*[from December 14, 2020 to January 14, 2021]

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

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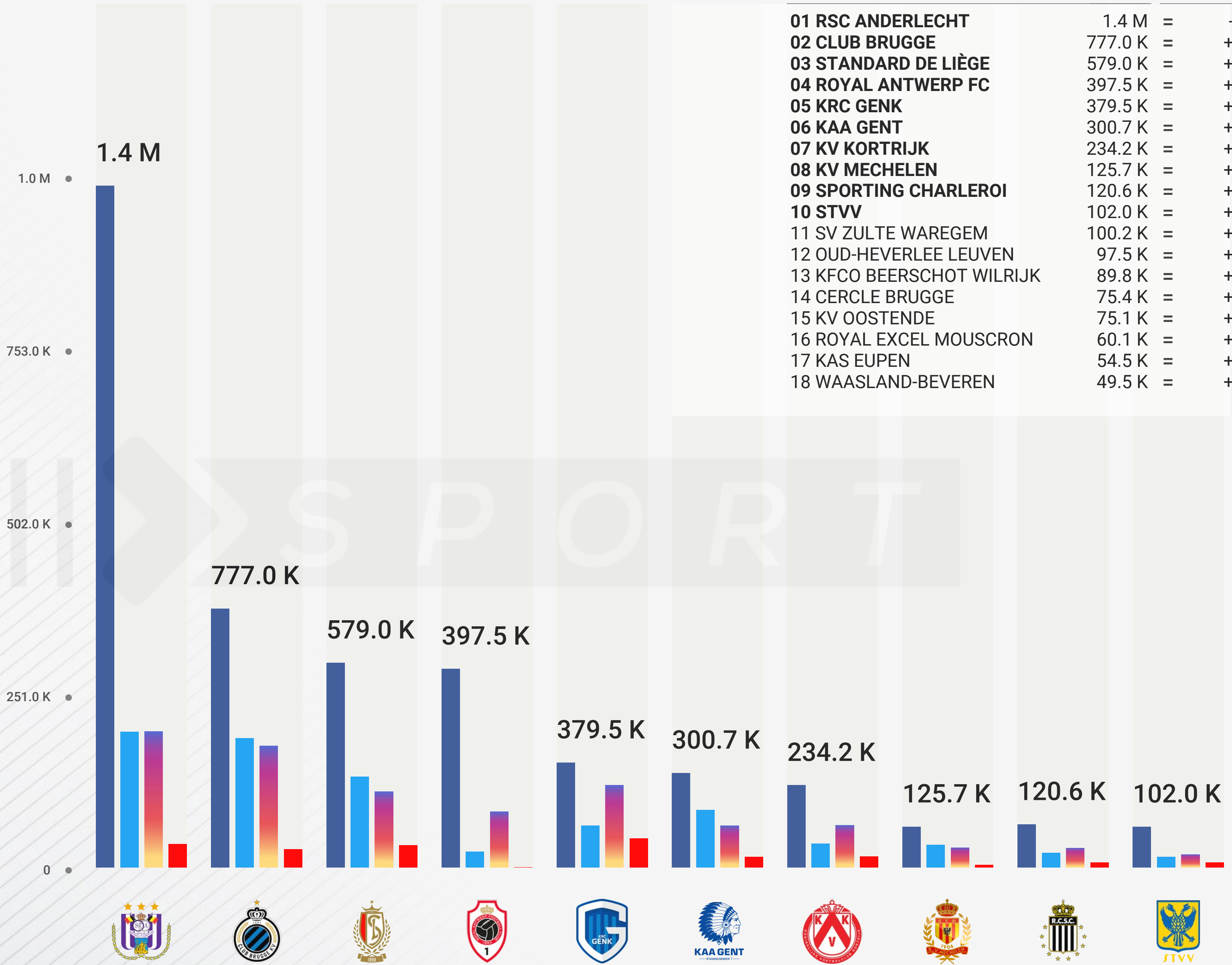





TOTAL FANBASE

5.1 M



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	= -0.39
02 CLUB BRUGGE	777.0 K	= +0.84
03 STANDARD DE LIÈGE	579.0 K	= +0.67
04 ROYAL ANTWERP FC	397.5 K	= +0.52
05 KRC GENK	379.5 K	= +2.25
06 KAA GENT	300.7 K	= +0.41
07 KV KORTRIJK	234.2 K	= +1.23
08 KV MECHELEN	125.7 K	= +0.84
09 SPORTING CHARLEROI	120.6 K	= +1.05
10 STVV	102.0 K	= +0.29
11 SV ZULTE WAREGEM	100.2 K	= +0.47
12 OUD-HEVERLEE LEUVEN	97.5 K	= +1.78
13 KFCO BEERSCHOT WILRIJK	89.8 K	= +1.02
14 CERCLE BRUGGE	75.4 K	= +0.62
15 KV OOSTENDE	75.1 K	= +0.78
16 ROYAL EXCEL MOUSCRON	60.1 K	= +0.64
17 KAS EUPEN	54.5 K	= +1.48
18 WAASLAND-BEVEREN	49.5 K	= +1.12



*[from December 14, 2020 to January 14, 2021]

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

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BELGIUM Brands


 TOTAL FANBASE
5.1 M


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



*[from December 14, 2020 to January 14, 2021]





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



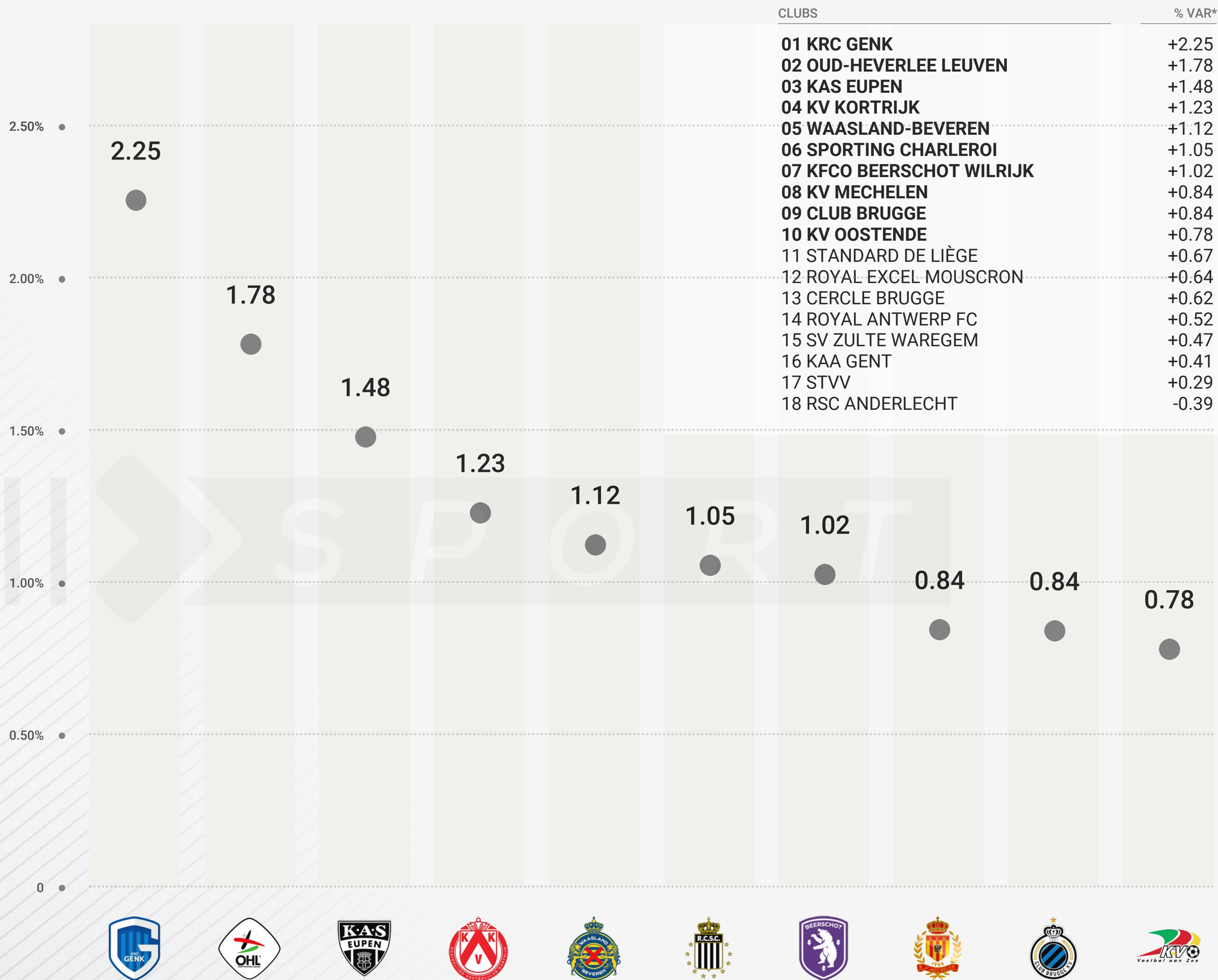
*[from December 14, 2020 to January 14, 2021]



 **BELGIUM Grown Up**



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



*[from December 14, 2020 to January 14, 2021]

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

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Football Competitions included in this overview

FIRST DIVISION

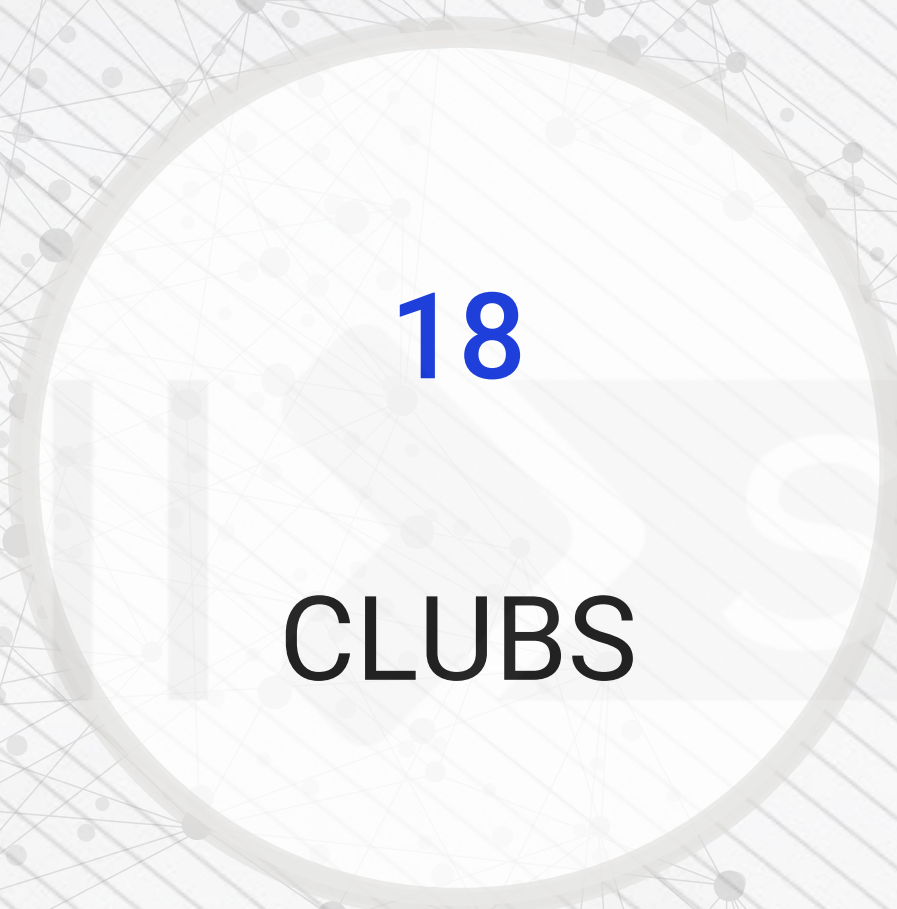
18 CLUBS



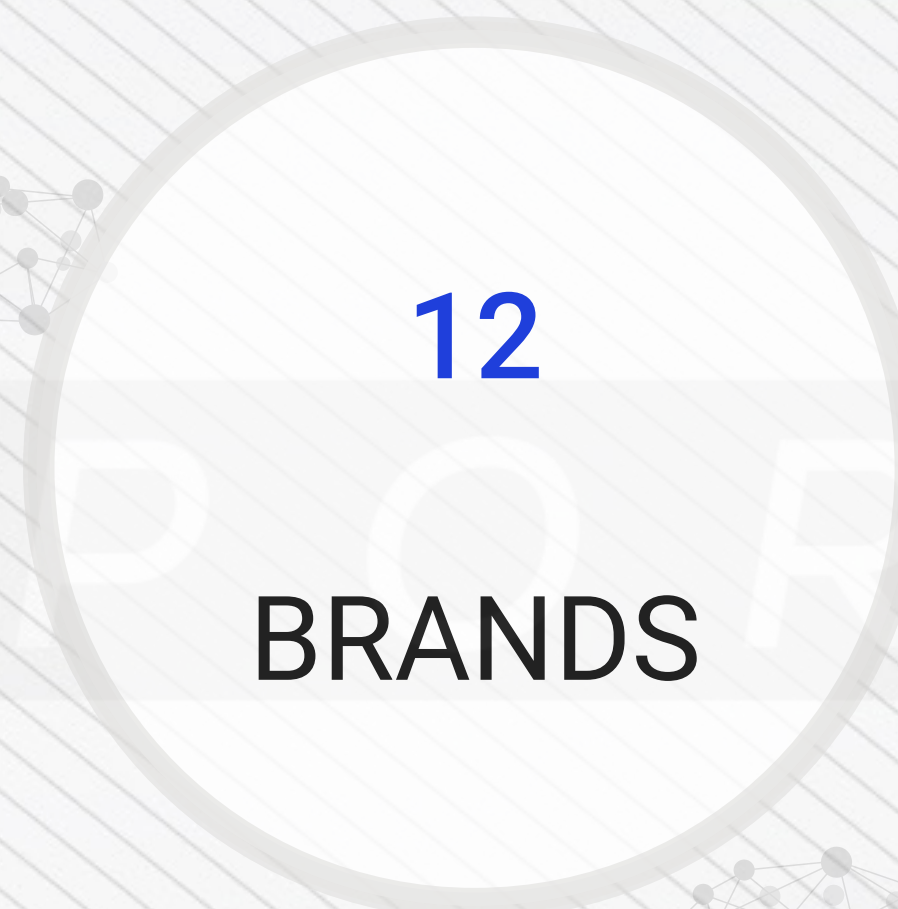
eredivisie

NETHERLANDS

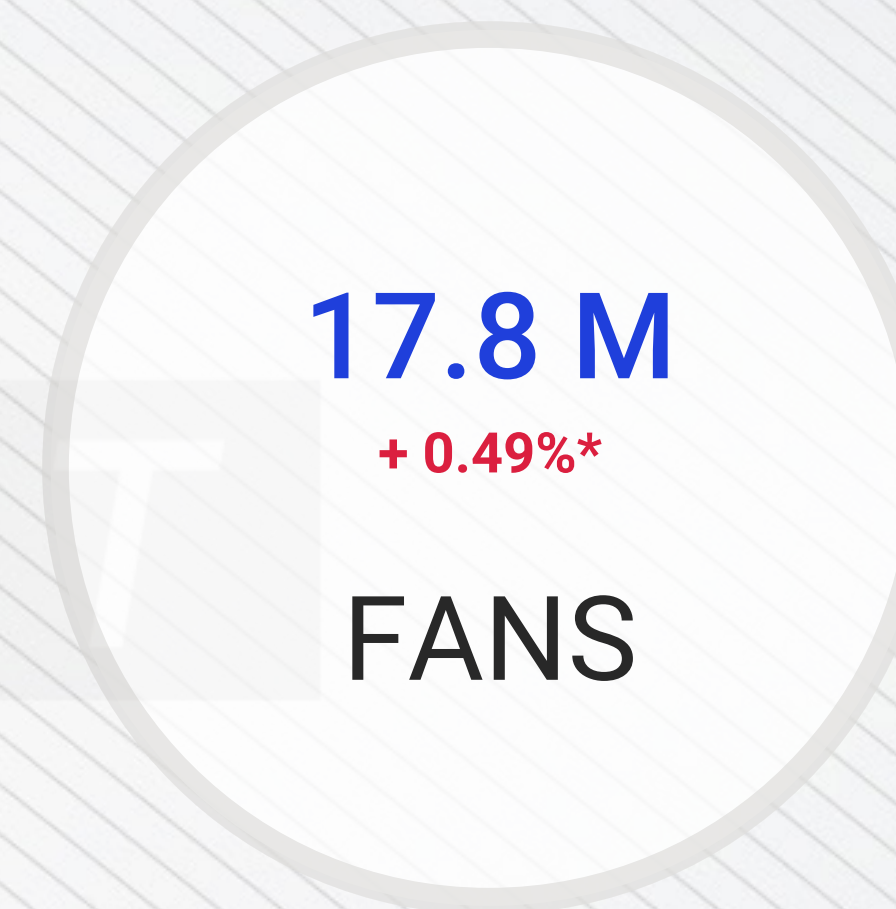
NETHERLANDS Snapshot / Second Division



Total Eredivisie football clubs analysed.



Total Eredivisie Sport Brands on jerseys analysed.



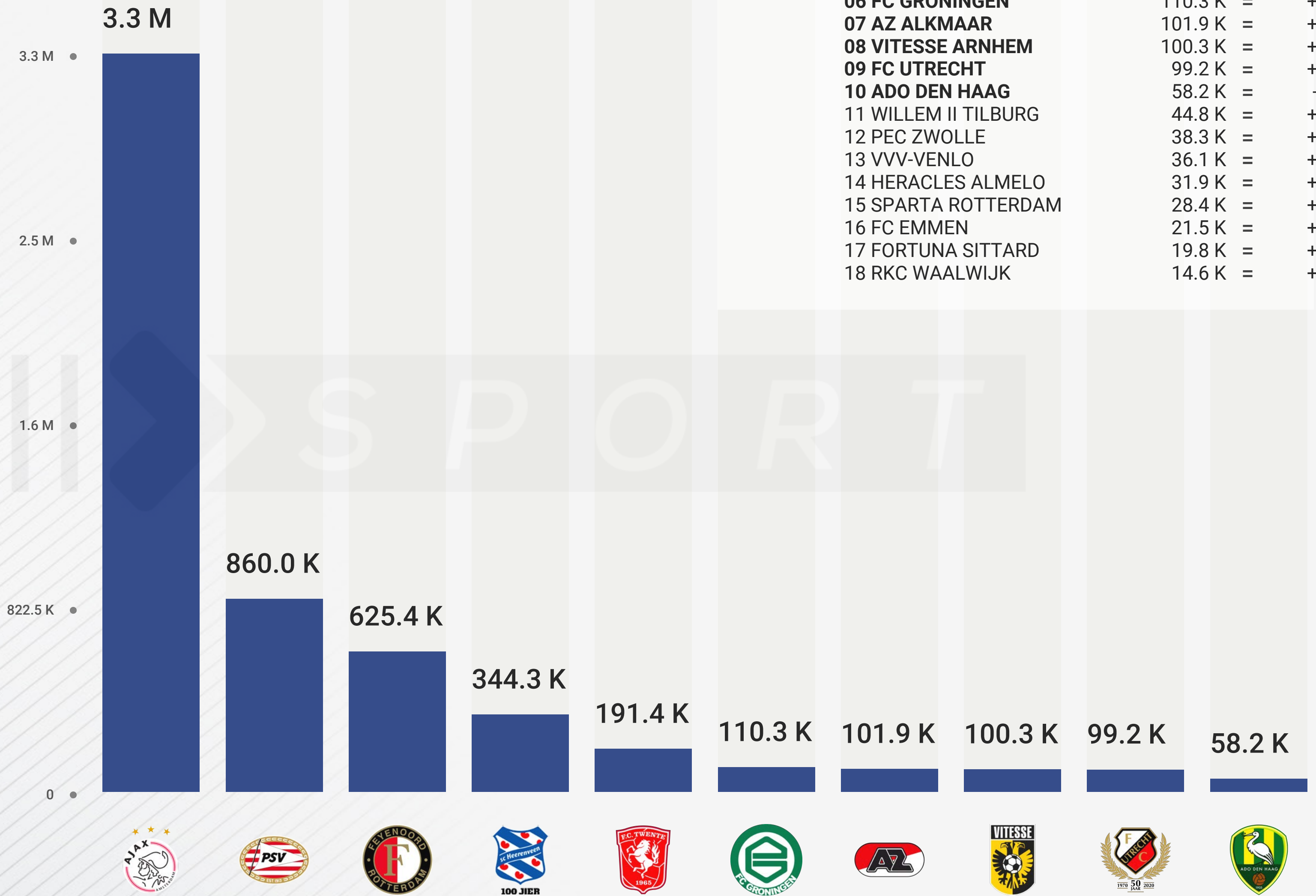
Total Facebook, Twitter, Instagram, YouTube Fans of the Eredivisie football clubs analysed.

*[from December 14, 2020 to January 14, 2021]





Ranking of the most followed Eredivisie football clubs on Facebook.




*[from December 14, 2020 to January 14, 2021]

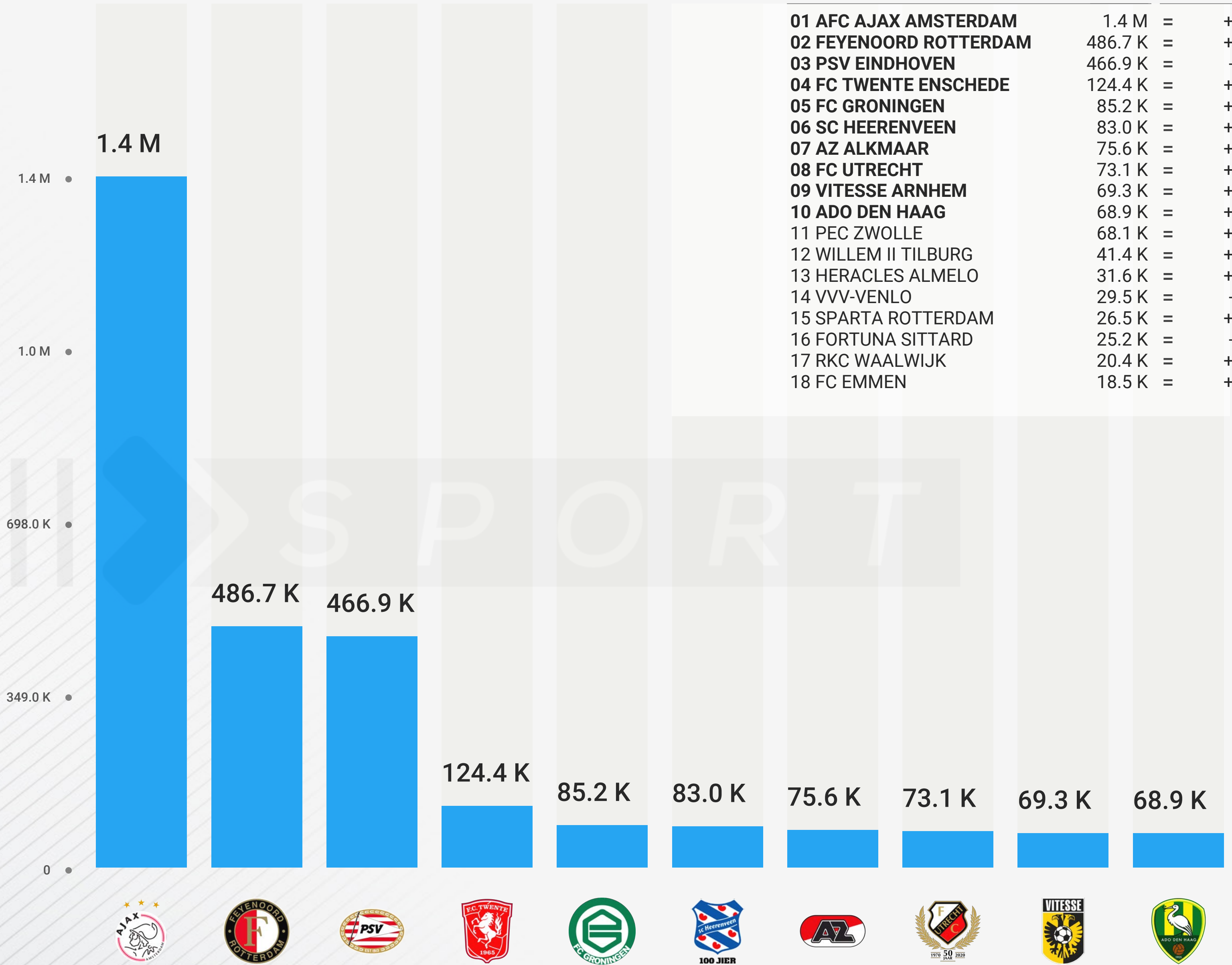
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TOTAL FANBASE
3.2 M


eredivisie

Ranking of the most followed Eredivisie football clubs on Twitter.



CLUBS	FANS	% VAR*
01 AFC AJAX AMSTERDAM	1.4 M =	+0.23
02 FEYENOORD ROTTERDAM	486.7 K =	+0.17
03 PSV EINDHOVEN	466.9 K =	-0.02
04 FC TWENTE ENSCHEDE	124.4 K =	+0.07
05 FC GRONINGEN	85.2 K =	+0.16
06 SC HEERENVEEN	83.0 K =	+0.10
07 AZ ALKMAAR	75.6 K =	+0.29
08 FC UTRECHT	73.1 K =	+0.10
09 VITESSE ARNHEM	69.3 K =	+0.24
10 ADO DEN HAAG	68.9 K =	+0.33
11 PEC ZWOLLE	68.1 K =	+0.06
12 WILLEM II TILBURG	41.4 K =	+0.18
13 HERACLES ALMELO	31.6 K =	+0.25
14 VVV-VENLO	29.5 K =	-0.14
15 SPARTA ROTTERDAM	26.5 K =	+0.39
16 FORTUNA SITTARD	25.2 K =	-0.45
17 RKC WAALWIJK	20.4 K =	+0.28
18 FC EMMEN	18.5 K =	+1.06

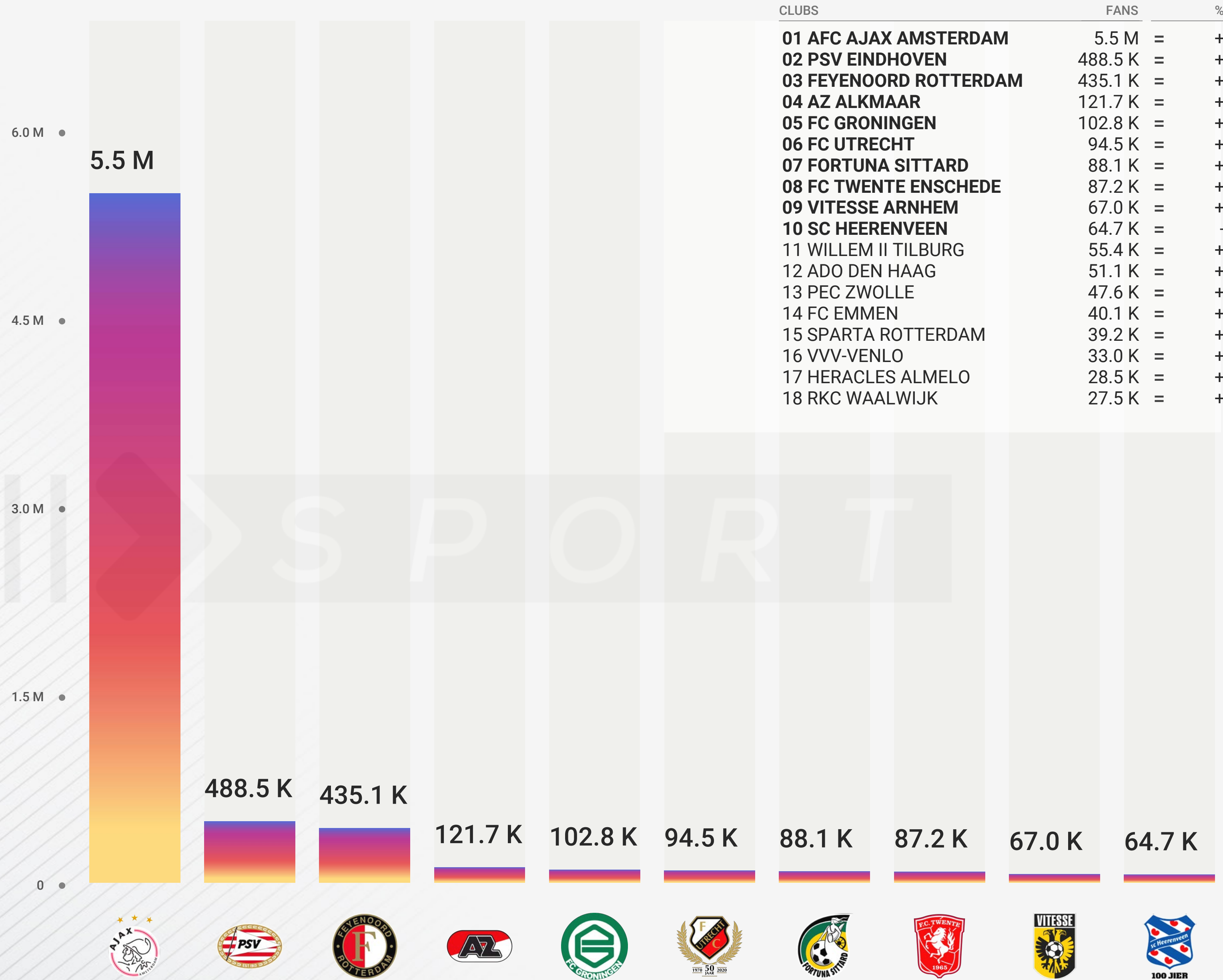
*[from December 14, 2020 to January 14, 2021]




 TOTAL FANBASE
7.4 M

 eredivisie

Ranking of the most followed Eredivisie football clubs on Instagram.



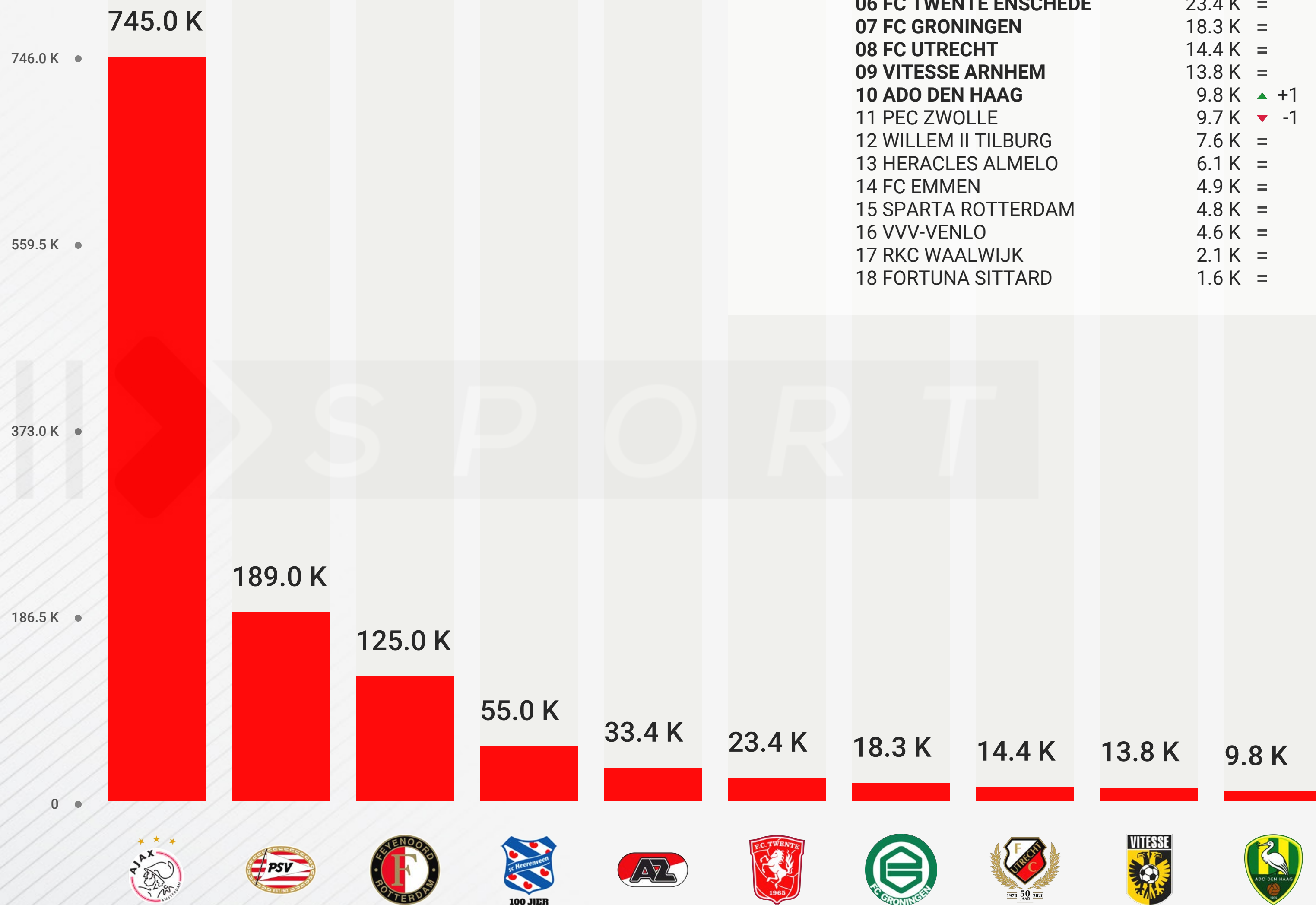
*[from December 14, 2020 to January 14, 2021]




TOTAL FANBASE
1.3 M


eredivisie

Ranking of the most followed Eredivisie football clubs on YouTube.



*[from December 14, 2020 to January 14, 2021]

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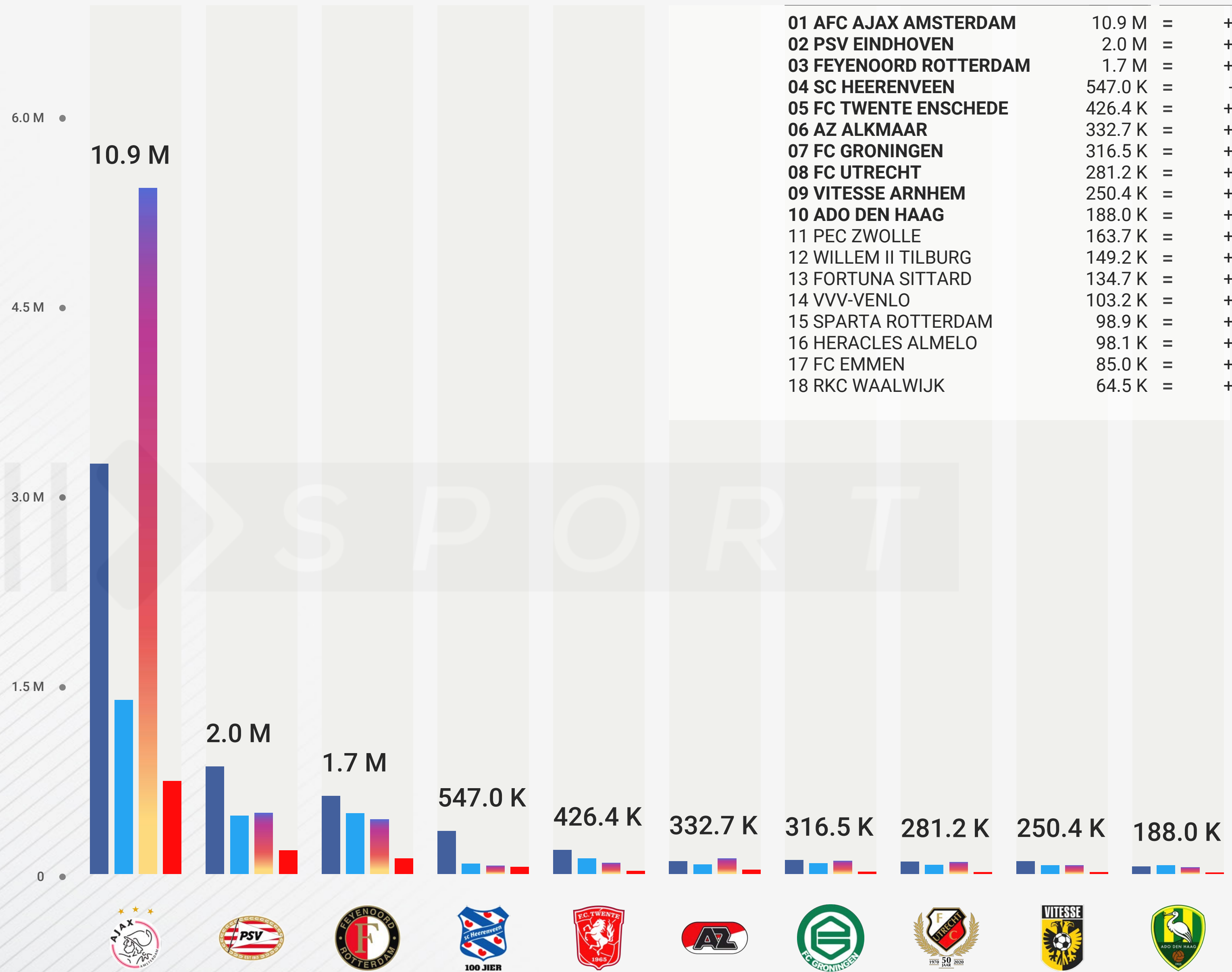





TOTAL FANBASE
17.8 M


eredivisie

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



*[from December 14, 2020 to January 14, 2021]

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NETHERLANDS Brands

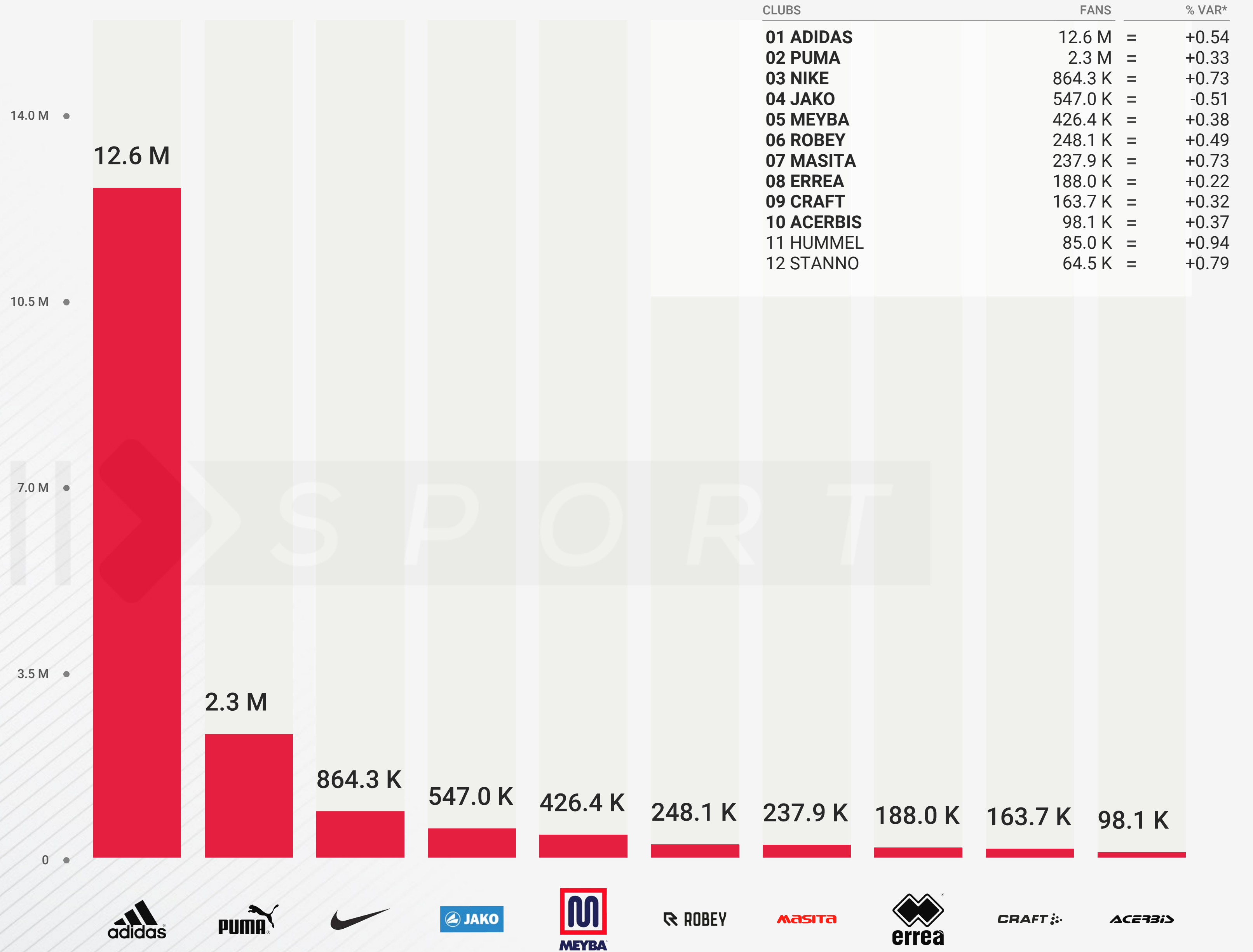





TOTAL FANBASE
17.8 M


eredivisie

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



*[from December 14, 2020 to January 14, 2021]





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



*[from December 14, 2020 to January 14, 2021]

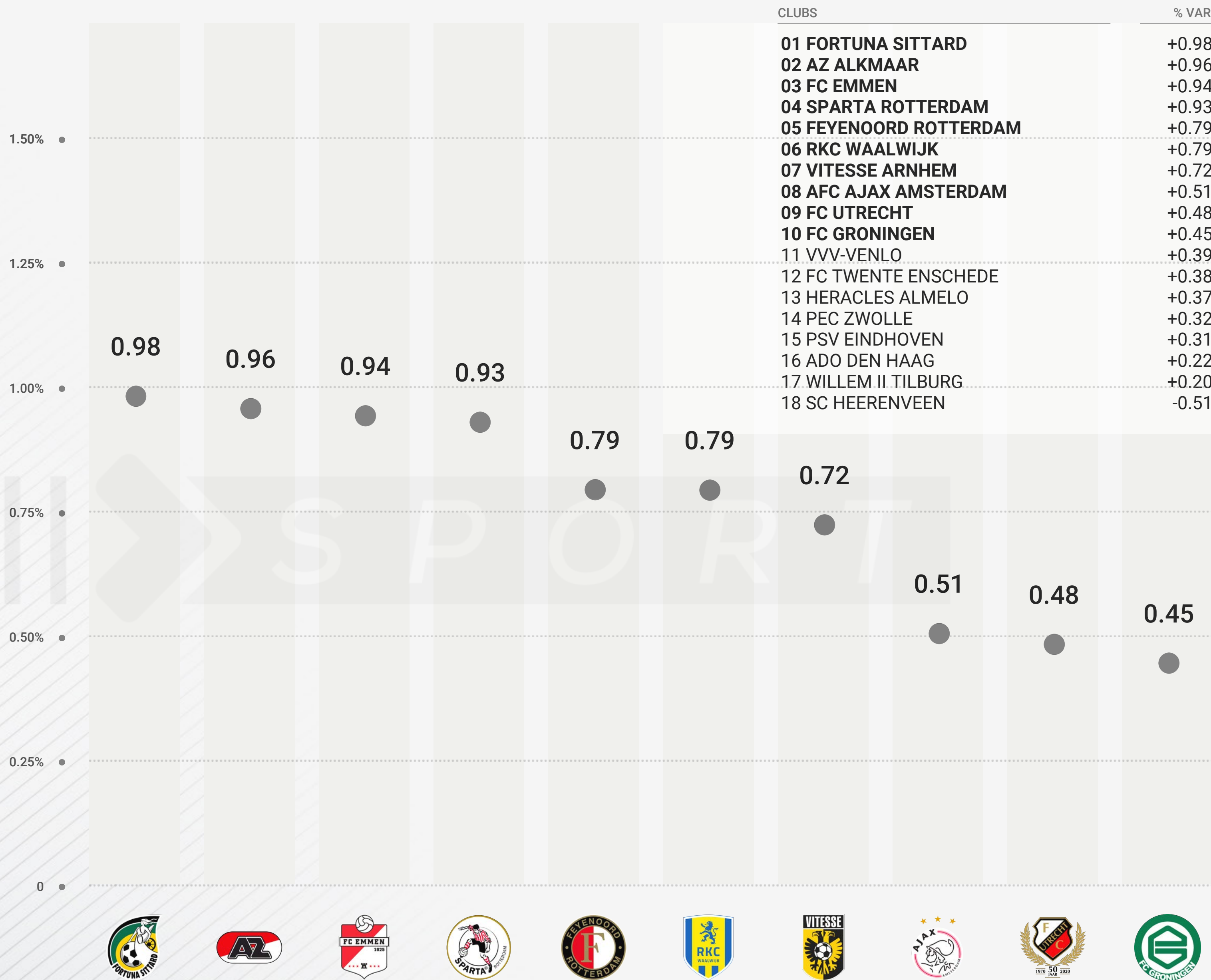
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 **NETHERLANDS Grown Up**



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



*[from December 14, 2020 to January 14, 2021]

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Football Competitions included in this overview

FIRST DIVISION

14 CLUBS



Українська
Прем'єр-Ліга

**Ukrainian
Premier League**

UKRAINE

UKRAINE Snapshot / First Division



14

CLUBS

Total Ukrainian PL football clubs analysed.

5

BRANDS

Total Ukrainian PL Sport Brands on jerseys analysed.

3.1 M

+ 0.62%*

FANS

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

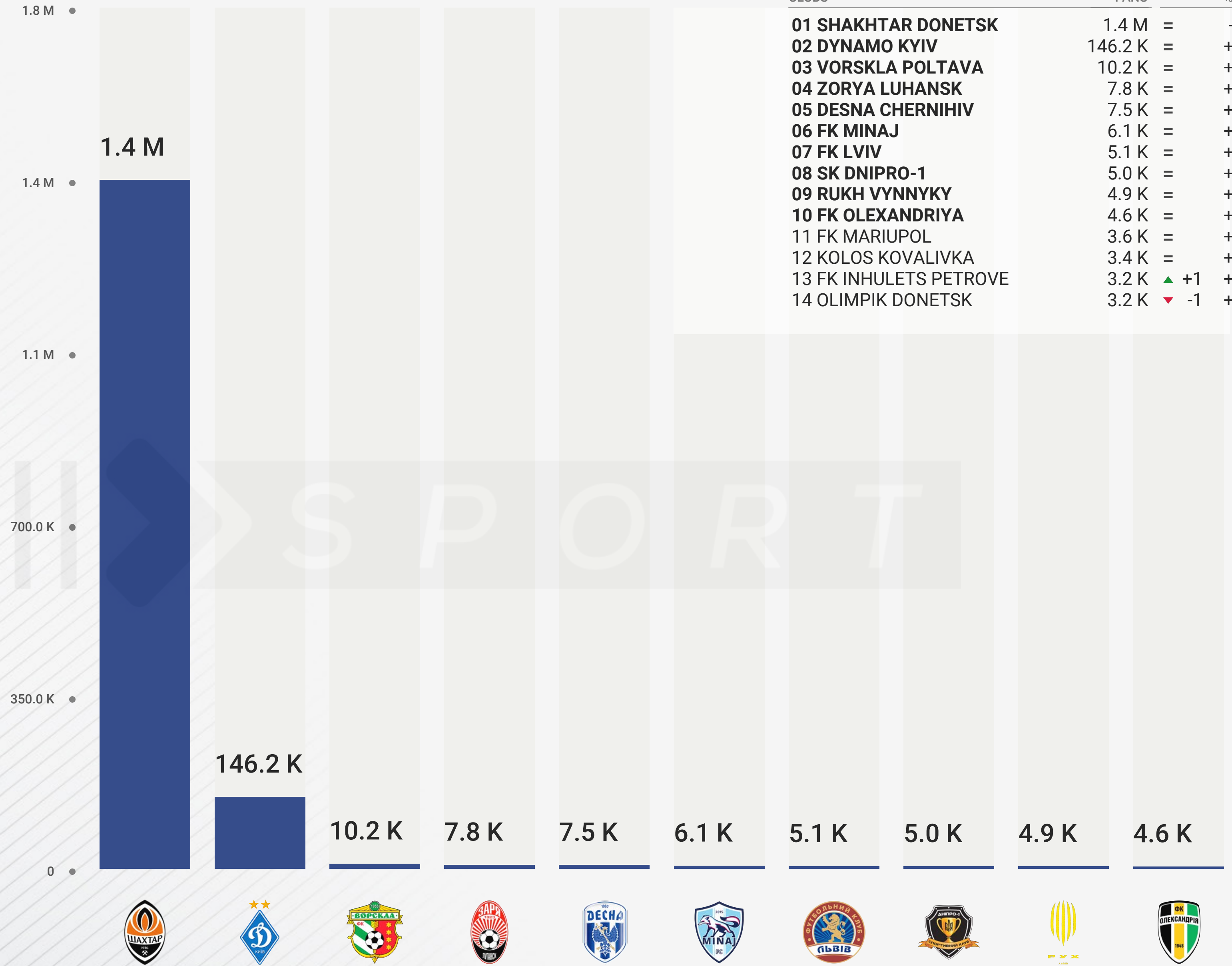
*[from December 14, 2020 to January 14, 2021]

f
TOTAL FANBASE
1.6 M



Українська Прем'єр-Ліга

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



*[from December 14, 2020 to January 14, 2021]

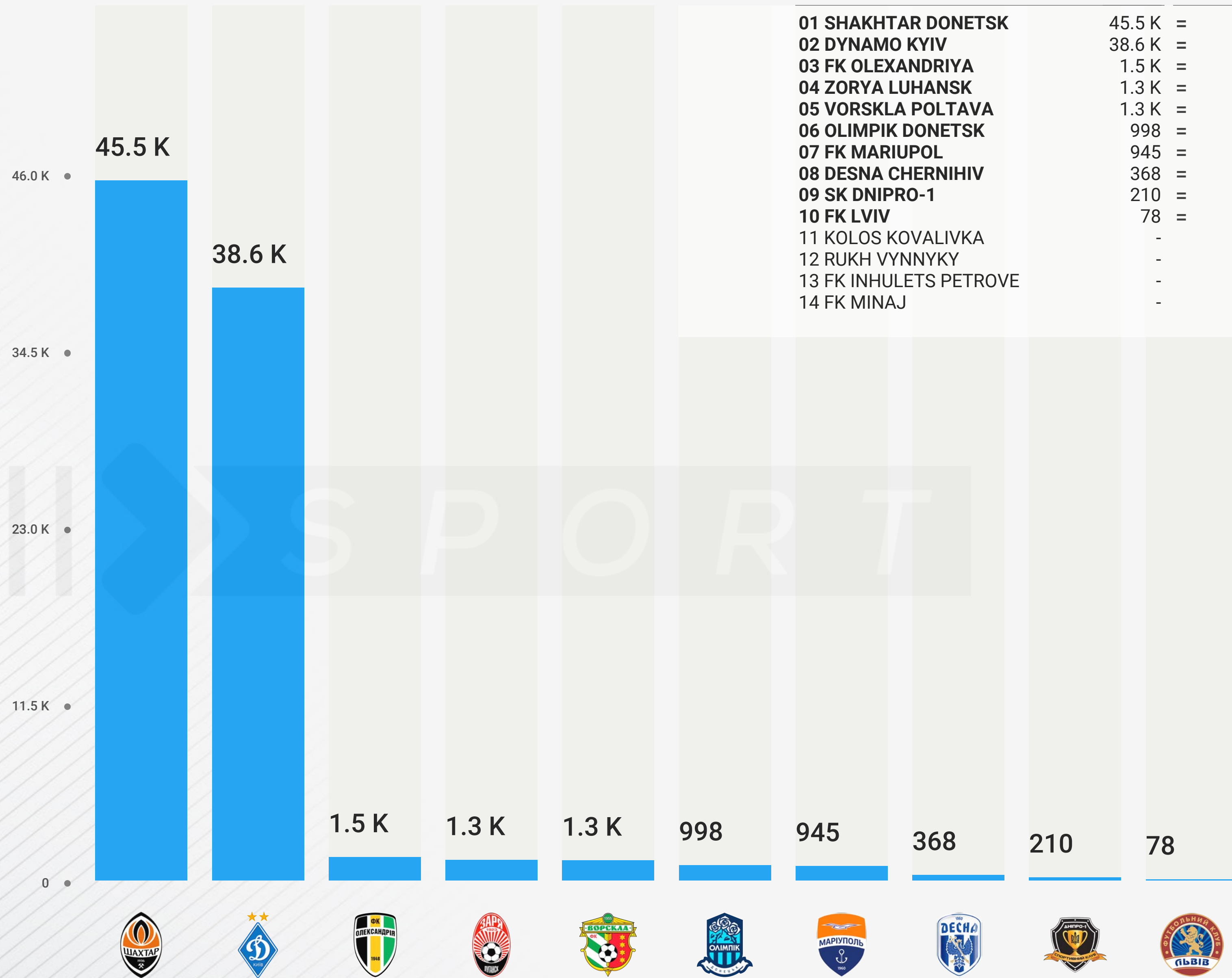


TOTAL FANBASE
91 K



Українська Прем'єр-Ліга

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



CLUBS	FANS	% VAR*
01 SHAKHTAR DONETSK	45.5 K =	+0.05
02 DYNAMO KYIV	38.6 K =	+0.30
03 FK OLEXANDRIYA	1.5 K =	+0.33
04 ZORYA LUHANSK	1.3 K =	+1.36
05 VORSKLA POLTAVA	1.3 K =	+2.51
06 OLIMPIK DONETSK	998 =	+1.11
07 FK MARIUPOL	945 =	+0.32
08 DESNA CHERNIHIV	368 =	+0.27
09 SK DNIPRO-1	210 =	+4.48
10 FK LVIV	78 =	+1.30
11 KOLOS KOVALIVKA	-	-
12 RUKH VYNNYKY	-	-
13 FK INHULETS PETROVE	-	-
14 FK MINAJ	-	-

*[from December 14, 2020 to January 14, 2021]

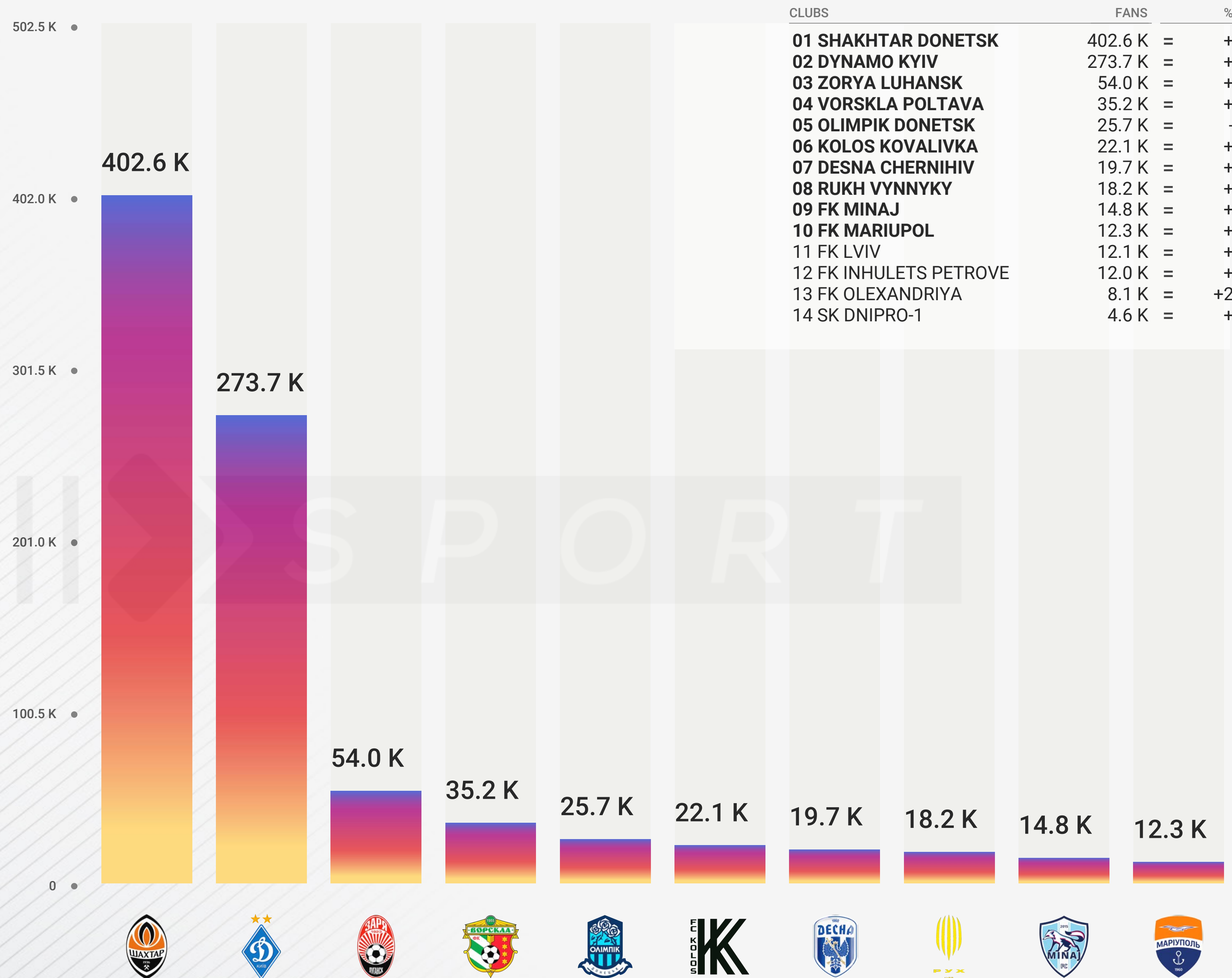
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 TOTAL FANBASE
915 K


 Українська
 Прем'єр-Ліга

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



*[from December 14, 2020 to January 14, 2021]

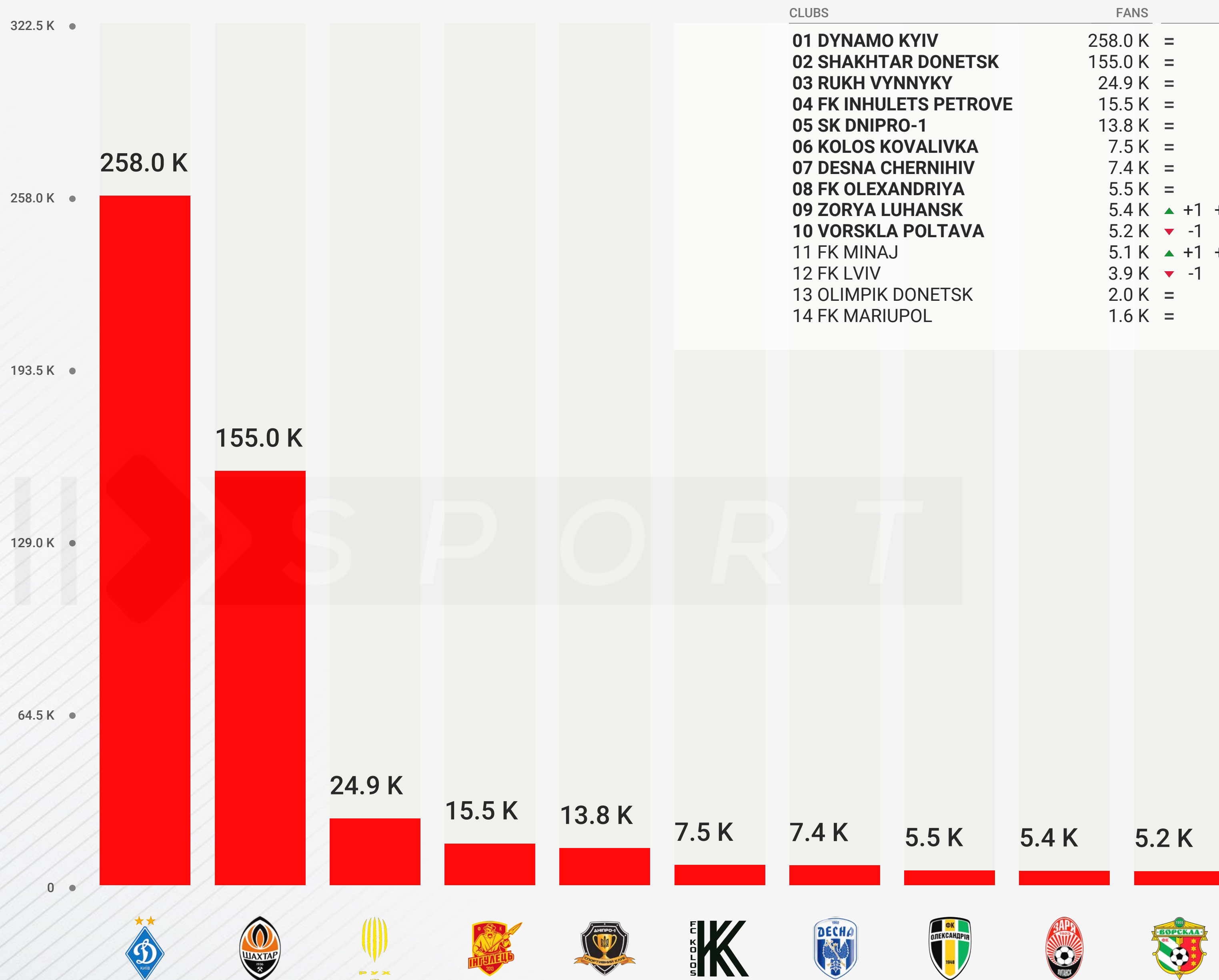
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 TOTAL FANBASE
511 K

 Українська Прем'єр-Ліга

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



*[from December 14, 2020 to January 14, 2021]

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

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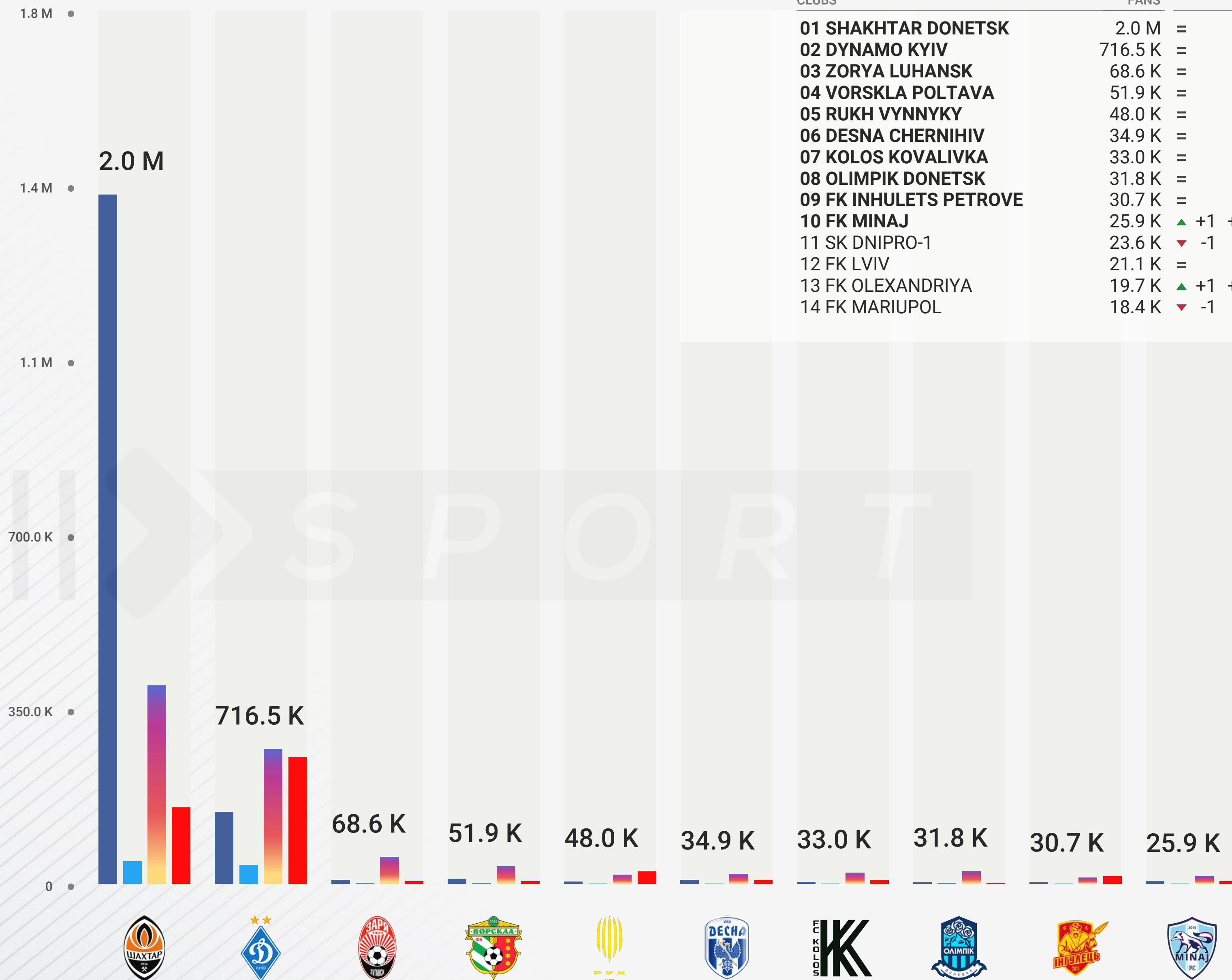

TOTAL FANBASE

3.1 M



Українська Прем'єр-Ліга

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



*[from December 14, 2020 to January 14, 2021]

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

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 **UKRAINE Brands**





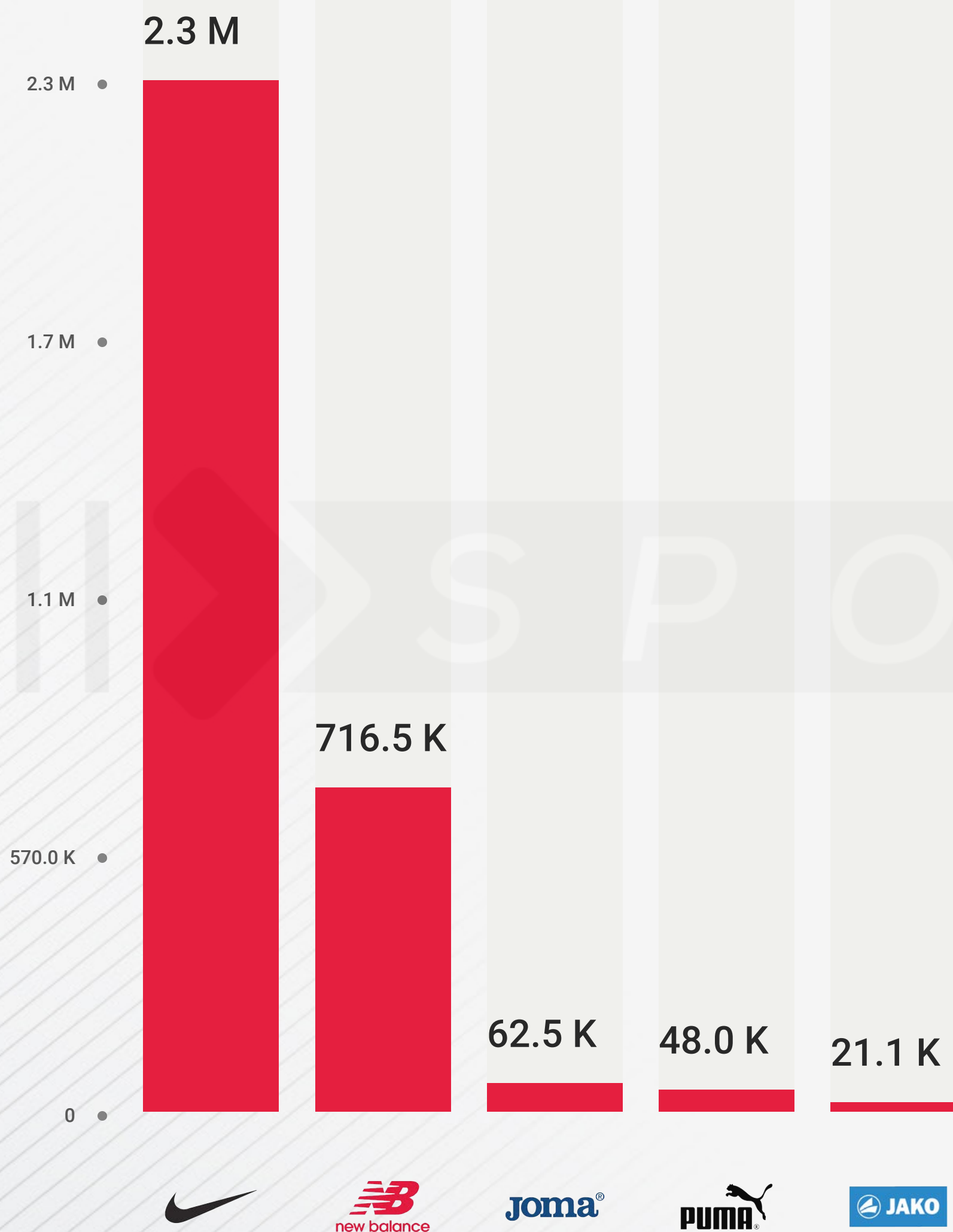

TOTAL FANBASE

3.1 M



Українська Прем'єр-Ліга

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



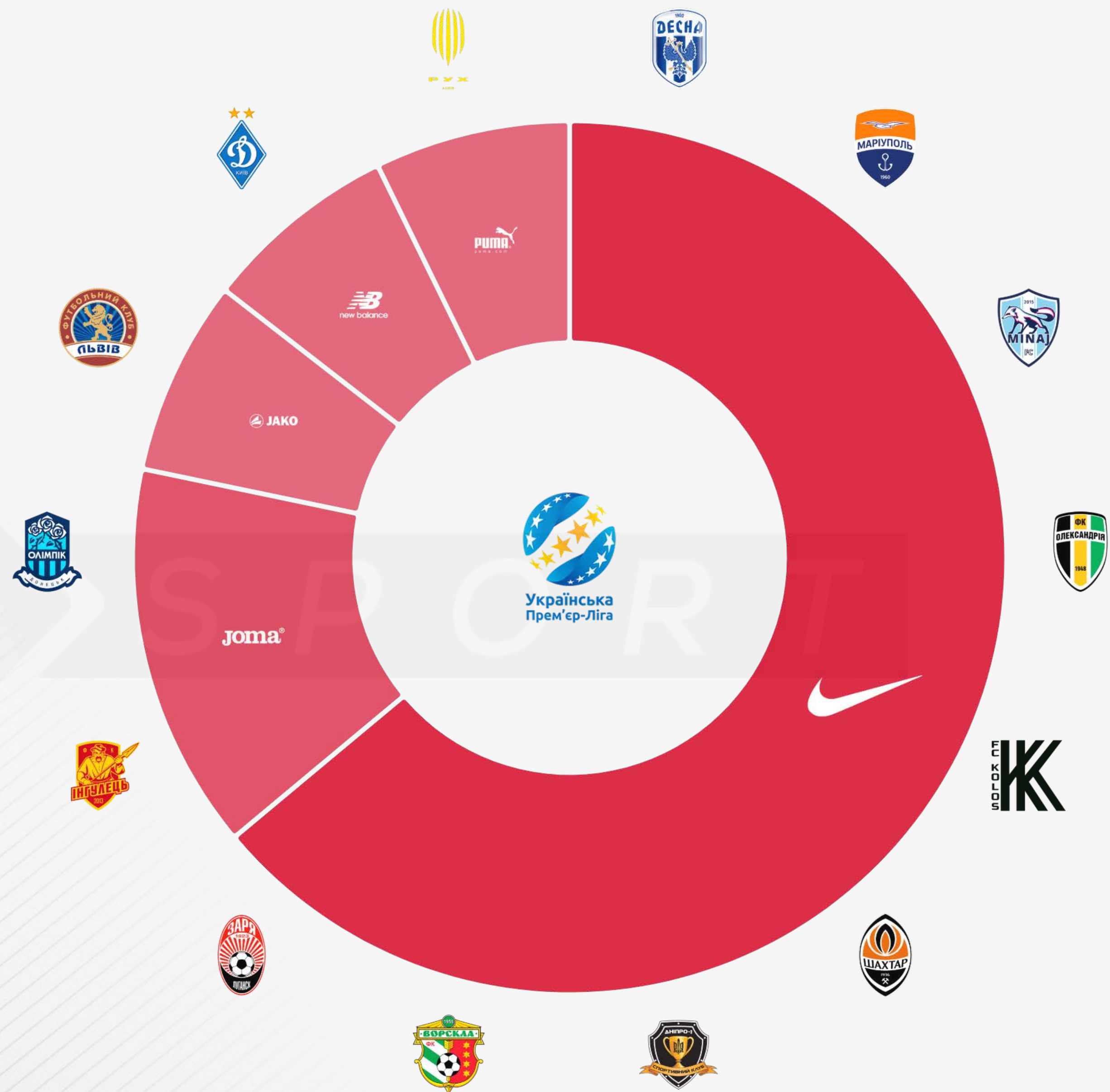
CLUBS	FANS	% VAR*
01 NIKE	2.3 M =	+0.53
02 NEW BALANCE	716.5 K =	+0.62
03 JOMA	62.5 K =	+1.21
04 PUMA	48.0 K =	+4.37
05 JAKO	21.1 K =	+0.64

*[from December 14, 2020 to January 14, 2021]





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



*[from December 14, 2020 to January 14, 2021]

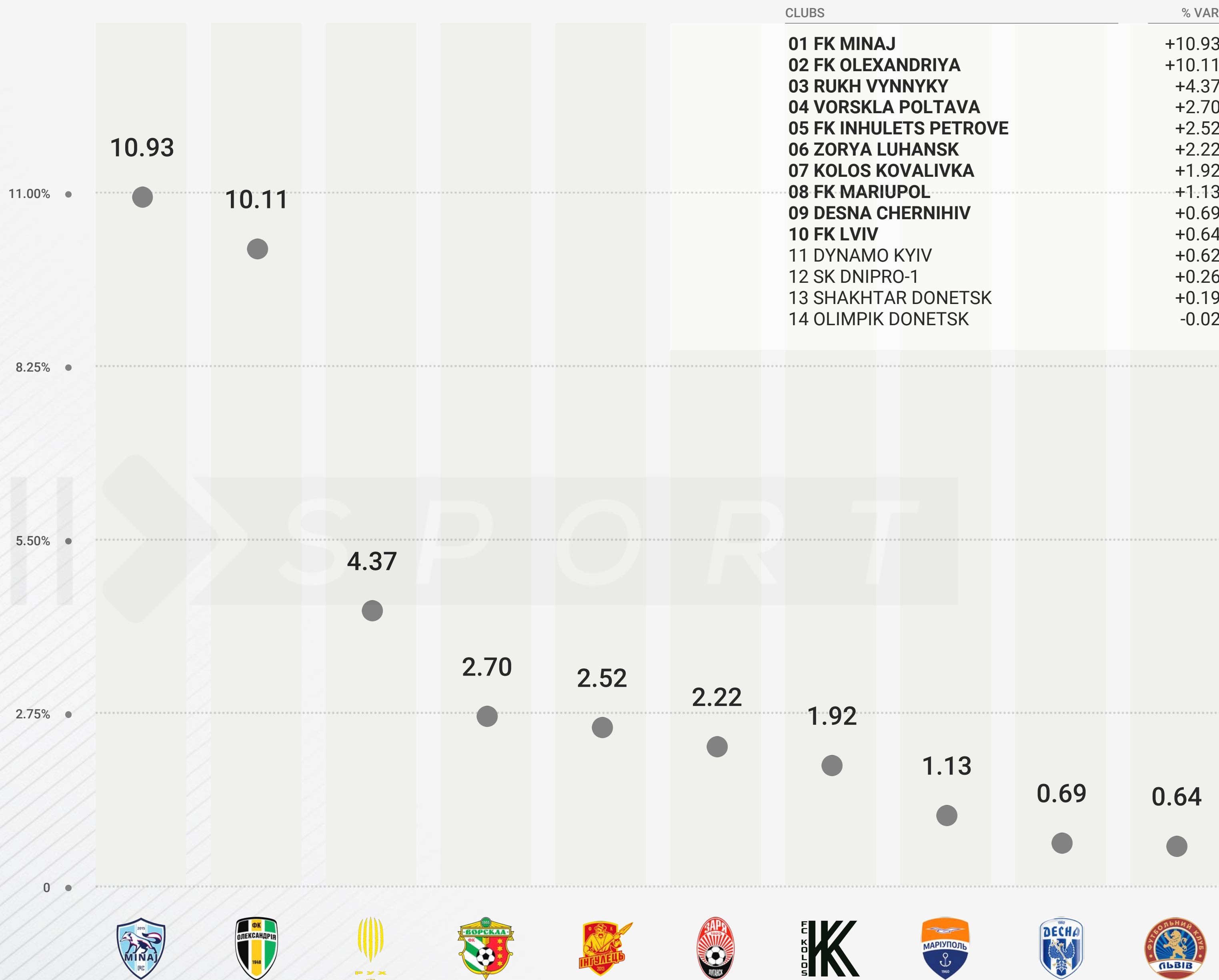
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 UKRAINE Grown Up



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



*[from December 14, 2020 to January 14, 2021]

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

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EUROPE SnapShot / Official Apps*

5

COMPETITIONS

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

98

CLUBS

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

81

iOS

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

80

ANDROID

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

*From December 14, 2020 to January 14, 2021. The Official Apps considered have informative features (e.g. fixtures, news, roster, etc.). Other official apps boasting only VR, games, or stadium services' features have not been considered.



+ PREMIER LEAGUE

CLUBS

20



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



17

CLUBS

17

*[from December 14, 2020 to January 14, 2021]

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🇫🇷 **LIGUE 1**

CLUBS
20



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



13

CLUBS

12

*[from December 14, 2020 to January 14, 2021]

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 **1. BUNDESLIGA**

CLUBS
18



BUNDESLIGA



18

CLUBS

17

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

*[from December 14, 2020 to January 14, 2021]

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🇮🇹 **SERIE A**

CLUBS
20



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



14

CLUBS

14

*[from December 14, 2020 to January 14, 2021]

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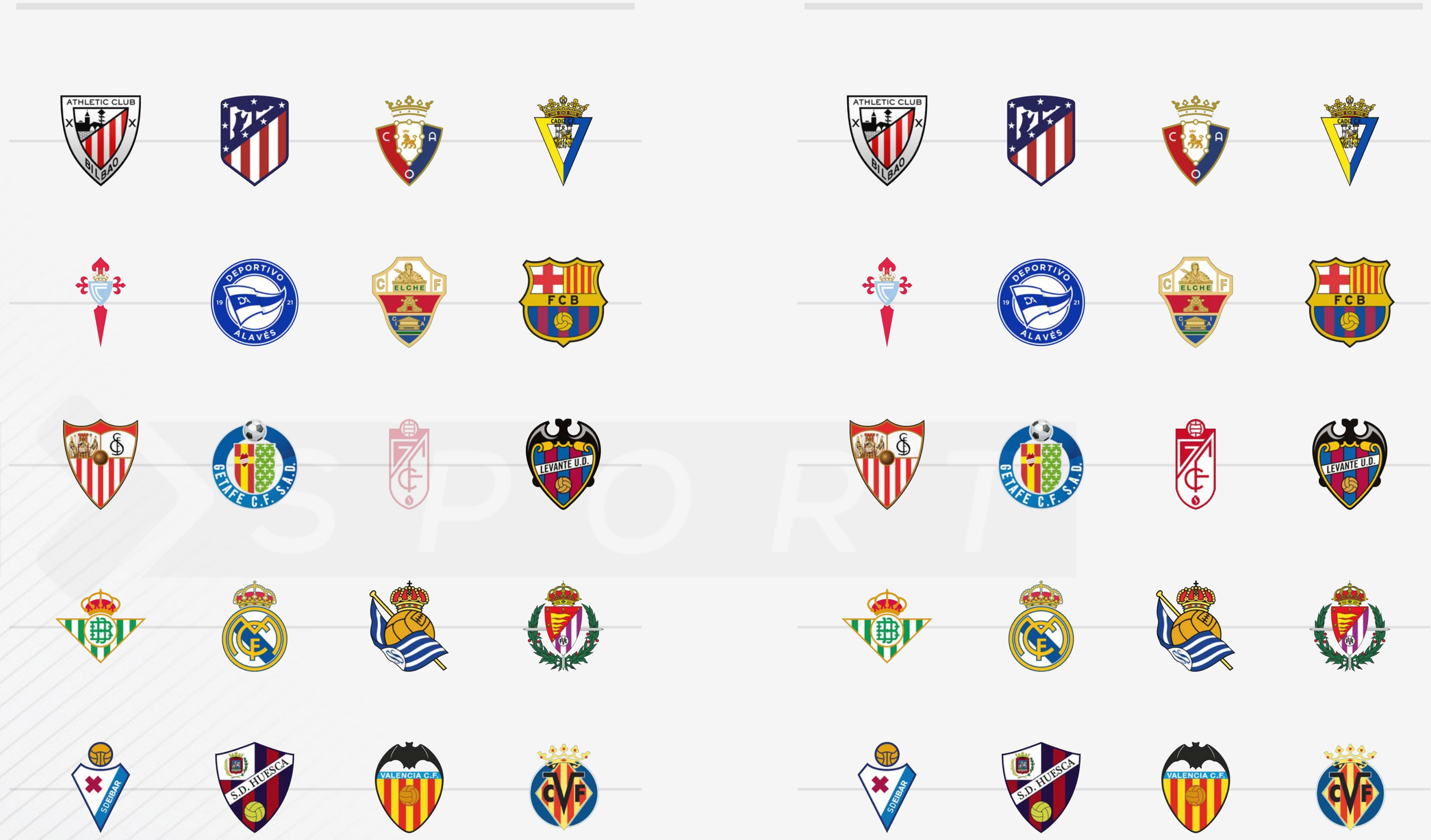


 LALIGA

CLUBS
20



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



19

CLUBS

20

*[from December 14, 2020 to January 14, 2021]

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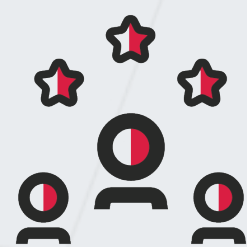




OUR HUB YOUR STRATEGY

CONTACT US

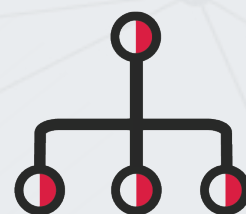
OR GO TO SPORTXP.NET



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



OLIMPIA MILANO



FROSINONE CALCIO



SIR VOLLEY PERUGIA

And many more.
DISCOVER OUR PROJECTS



Countries included in the leagues' analysis



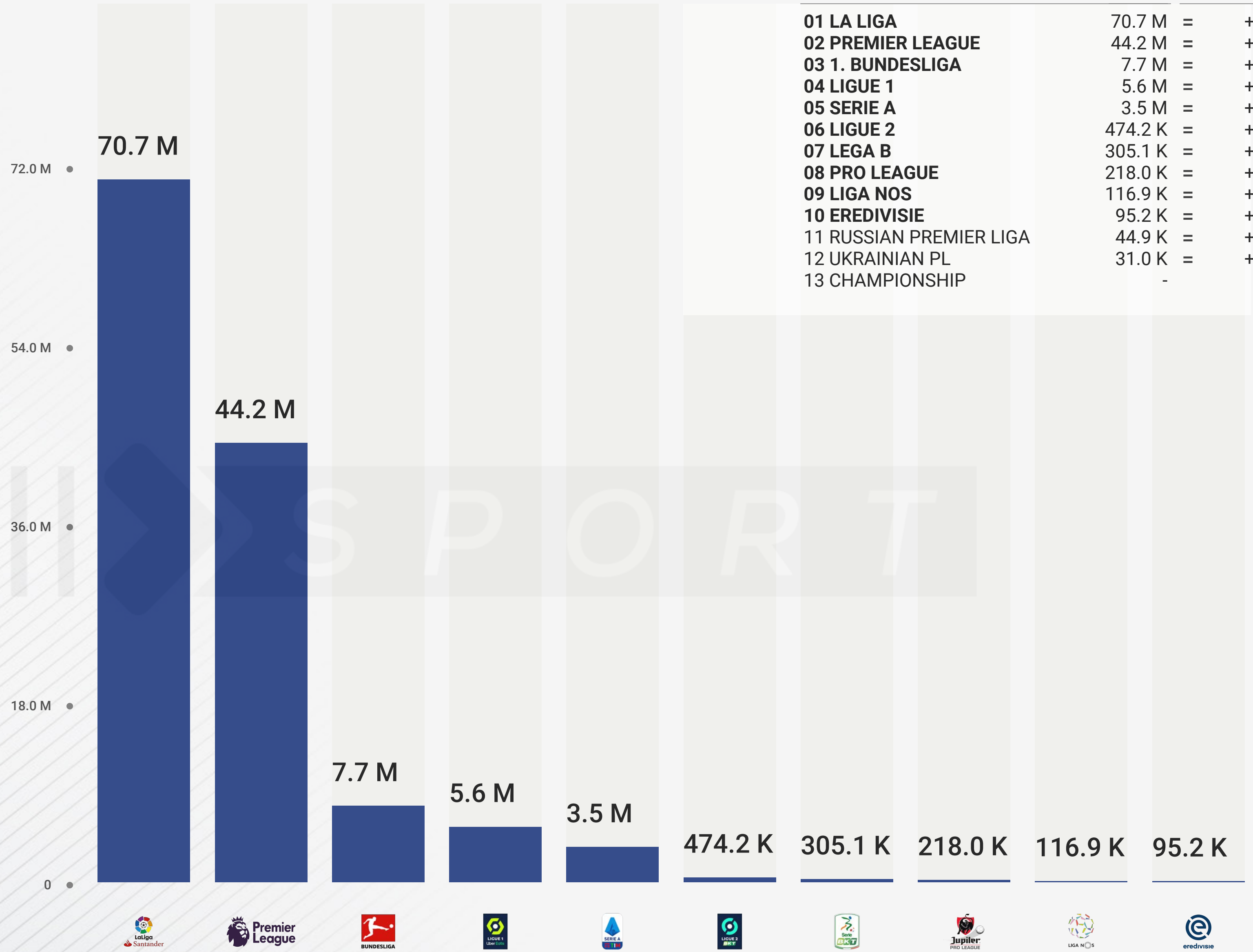
LEAGUES Facebook

f
TOTAL FANBASE
132.9 M



EUROPEAN TOP 20

Ranking of the European Leagues on Facebook.



CLUBS	FANS	% VAR*
01 LA LIGA	70.7 M	+1.09
02 PREMIER LEAGUE	44.2 M	+0.25
03 1. BUNDESLIGA	7.7 M	+0.23
04 LIGUE 1	5.6 M	+1.13
05 SERIE A	3.5 M	+1.07
06 LIGUE 2	474.2 K	+0.02
07 LEGA B	305.1 K	+0.31
08 PRO LEAGUE	218.0 K	+0.12
09 LIGA NOS	116.9 K	+2.38
10 EREDIVISIE	95.2 K	+0.70
11 RUSSIAN PREMIER LIGA	44.9 K	+0.90
12 UKRAINIAN PL	31.0 K	+0.14
13 CHAMPIONSHIP	-	-

*[from December 14, 2020 to January 14, 2021]


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

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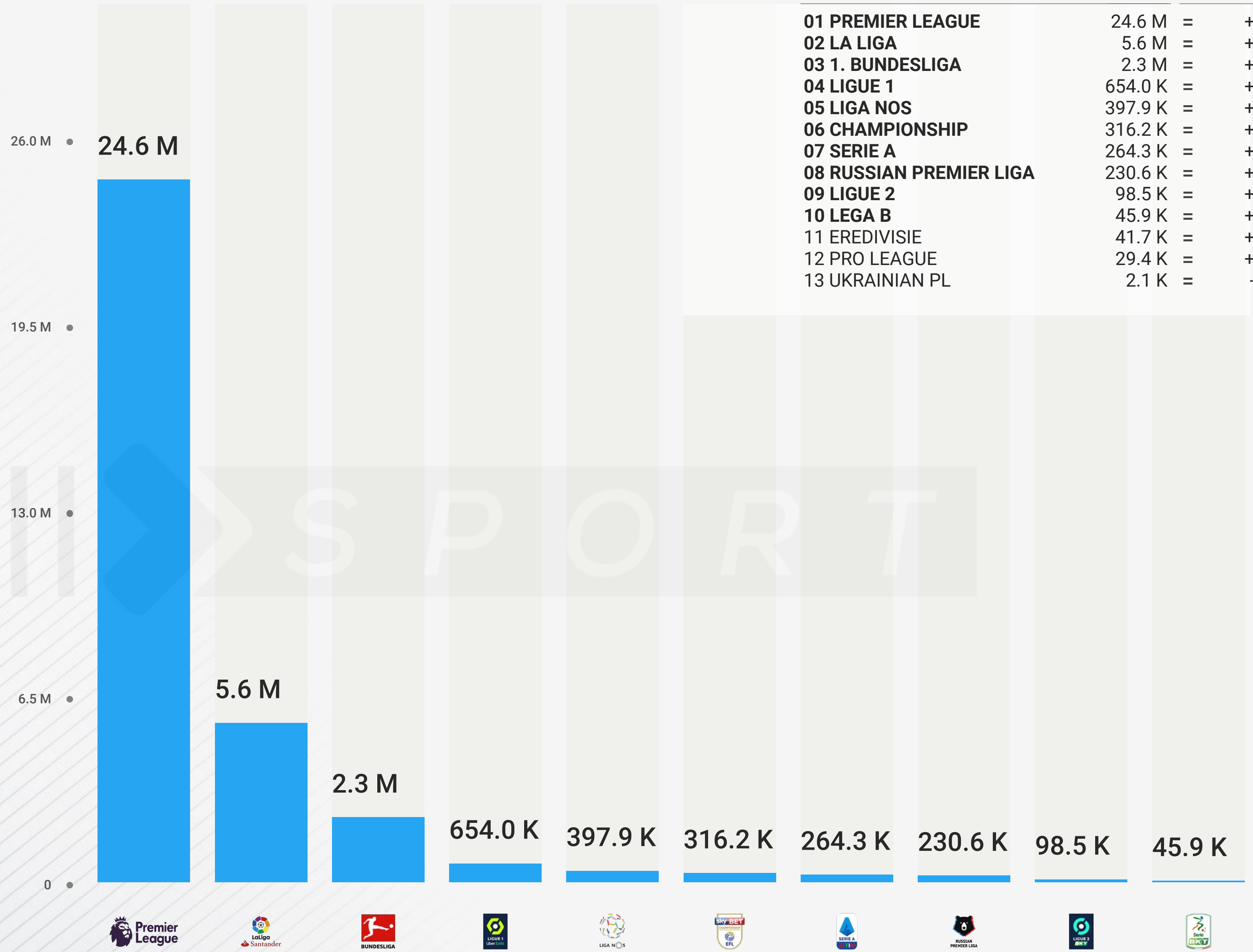


LEAGUES **Twitter**

TOTAL FANBASE
34.5 M



Ranking of the European Leagues on Twitter.



*[from December 14, 2020 to January 14, 2021]

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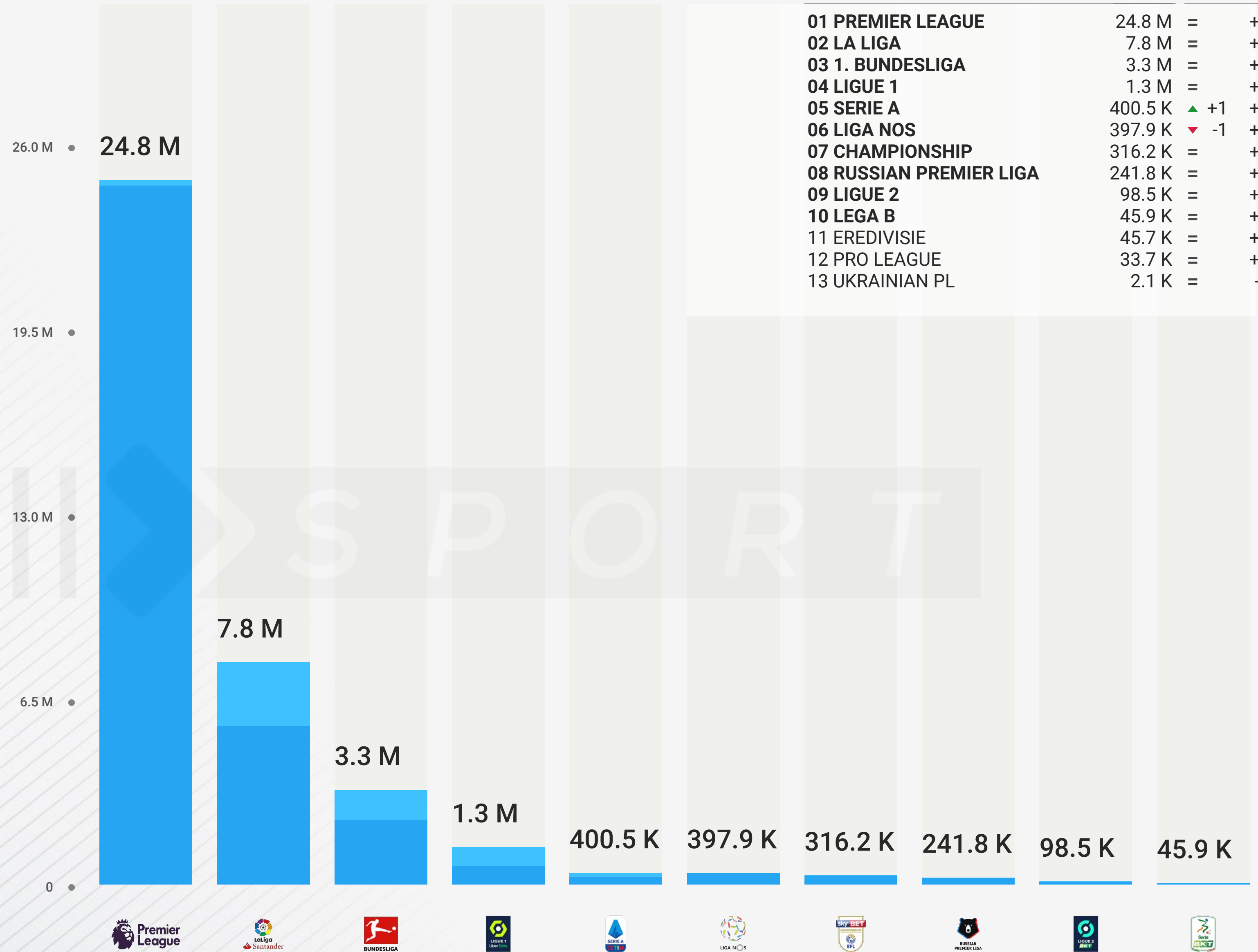
LEAGUES Twitter Global

(Twitter global)

TOTAL FANBASE
38.8 M



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



*[from December 14, 2020 to January 14, 2021]

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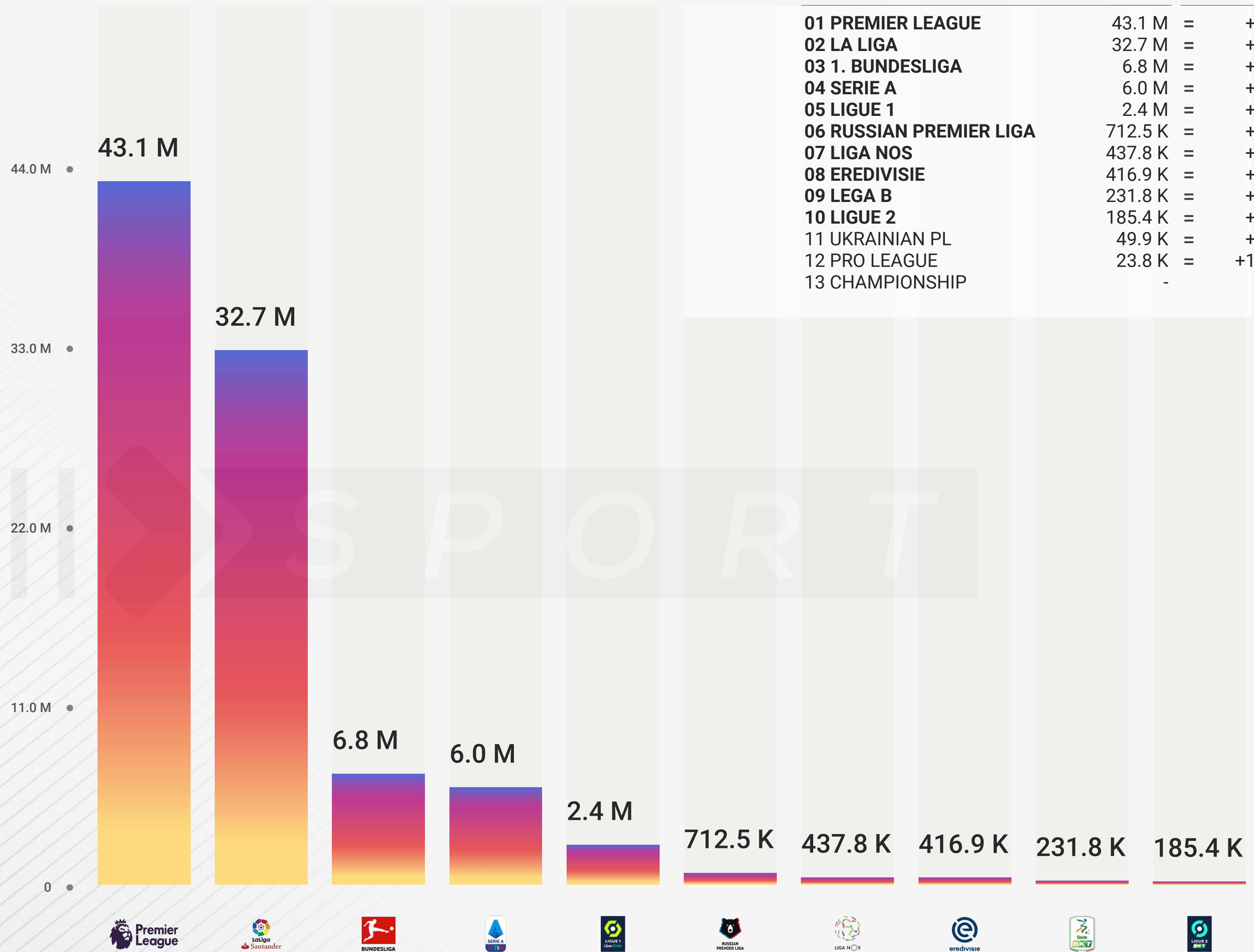
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LEAGUES Instagram


 TOTAL FANBASE
93.0 M


Ranking of the European Leagues on Instagram.



CLUBS	FANS	% VAR*
01 PREMIER LEAGUE	43.1 M =	+1.68
02 LA LIGA	32.7 M =	+1.83
03 1. BUNDESLIGA	6.8 M =	+1.74
04 SERIE A	6.0 M =	+1.93
05 LIGUE 1	2.4 M =	+1.22
06 RUSSIAN PREMIER LIGA	712.5 K =	+0.30
07 LIGA NOS	437.8 K =	+1.11
08 EREDIVISIE	416.9 K =	+1.03
09 LEGA B	231.8 K =	+1.21
10 LIGUE 2	185.4 K =	+0.68
11 UKRAINIAN PL	49.9 K =	+0.95
12 PRO LEAGUE	23.8 K =	+10.81
13 CHAMPIONSHIP	-	-

*[from December 14, 2020 to January 14, 2021]

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

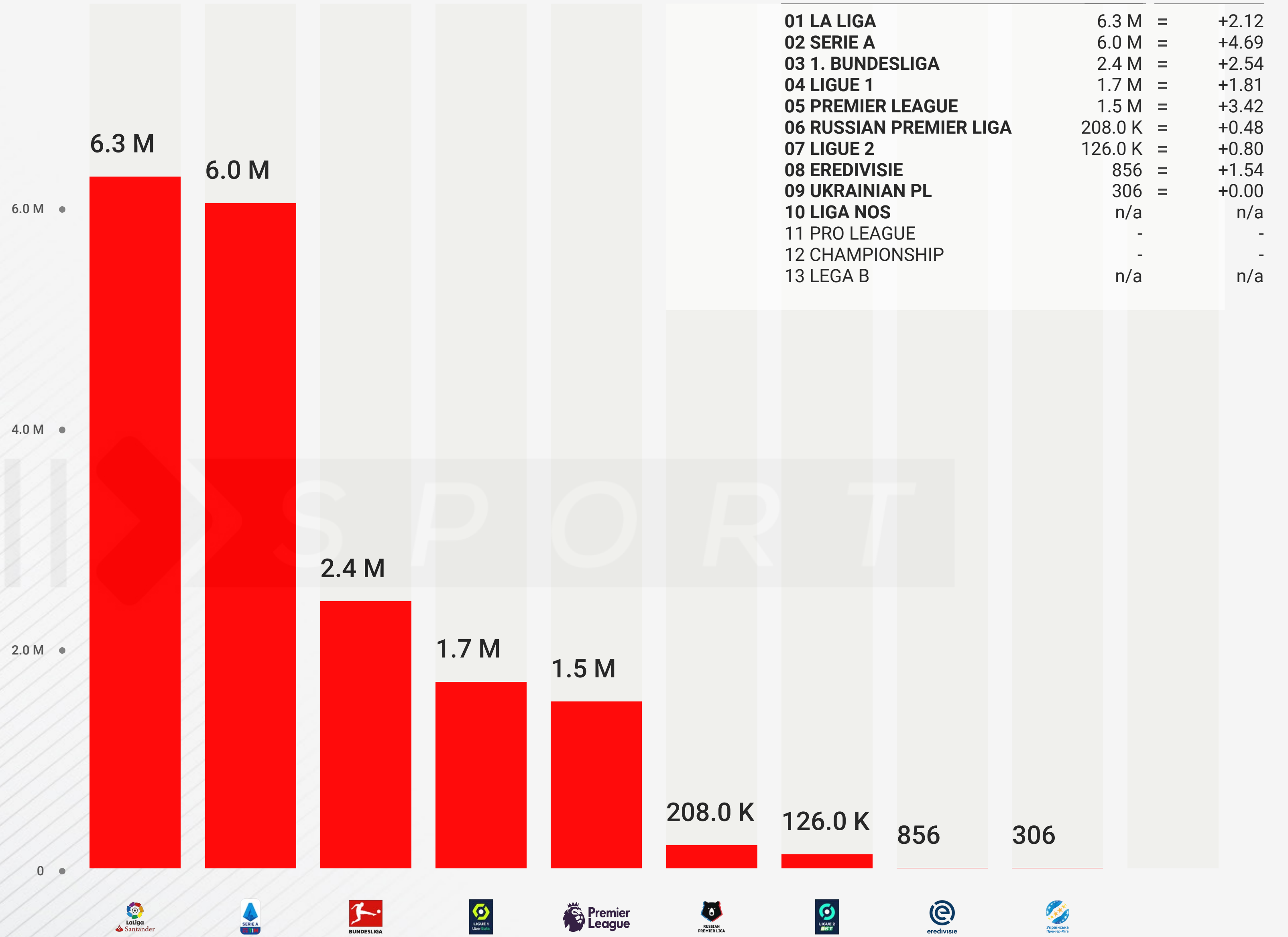
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LEAGUES YouTube


 TOTAL FANBASE
18.3 M


Ranking of the European Leagues on YouTube.



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LEAGUES Social

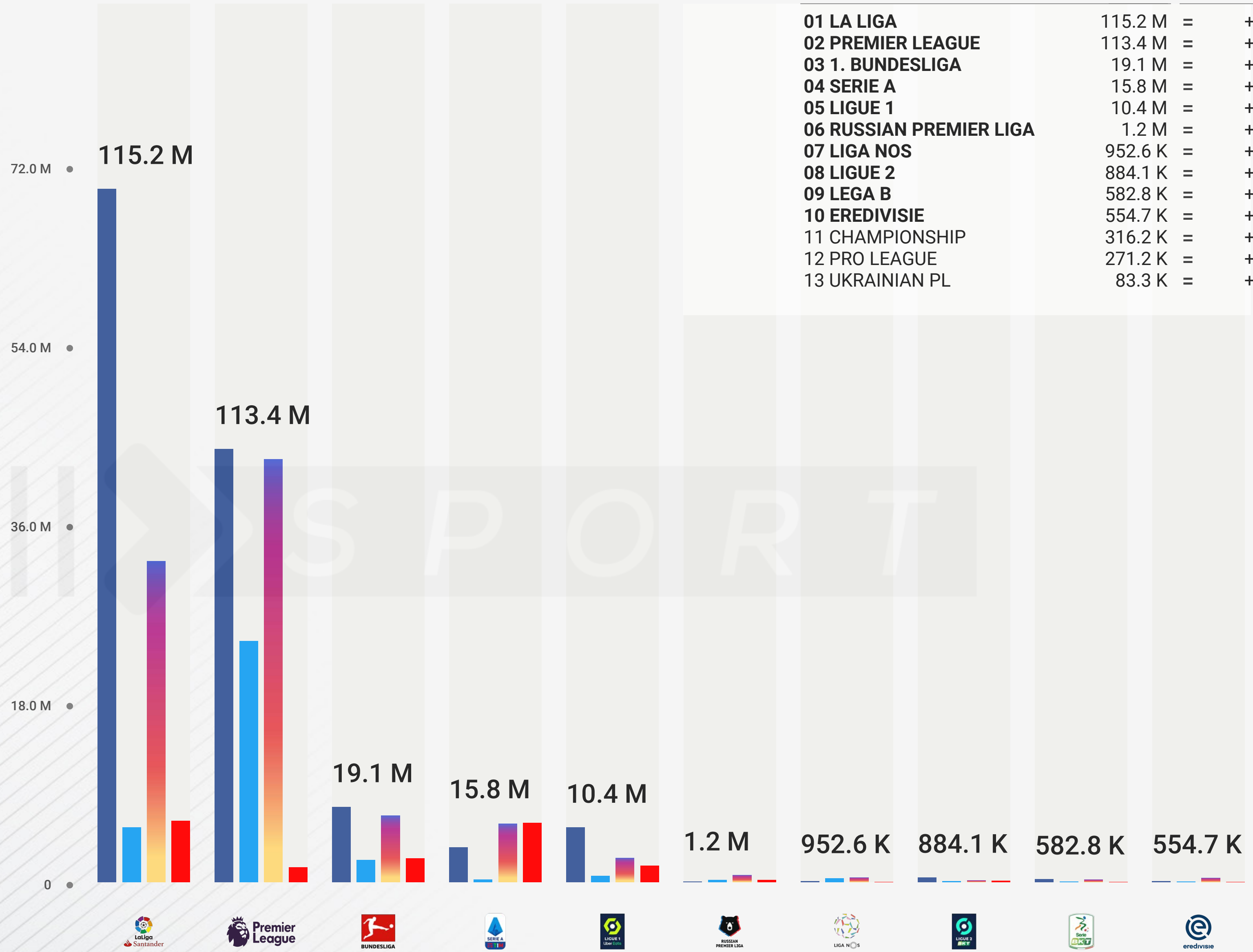





TOTAL FANBASE
278.7 M



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



*[from December 14, 2020 to January 14, 2021]

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

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LEAGUES Social

(Twitter global)

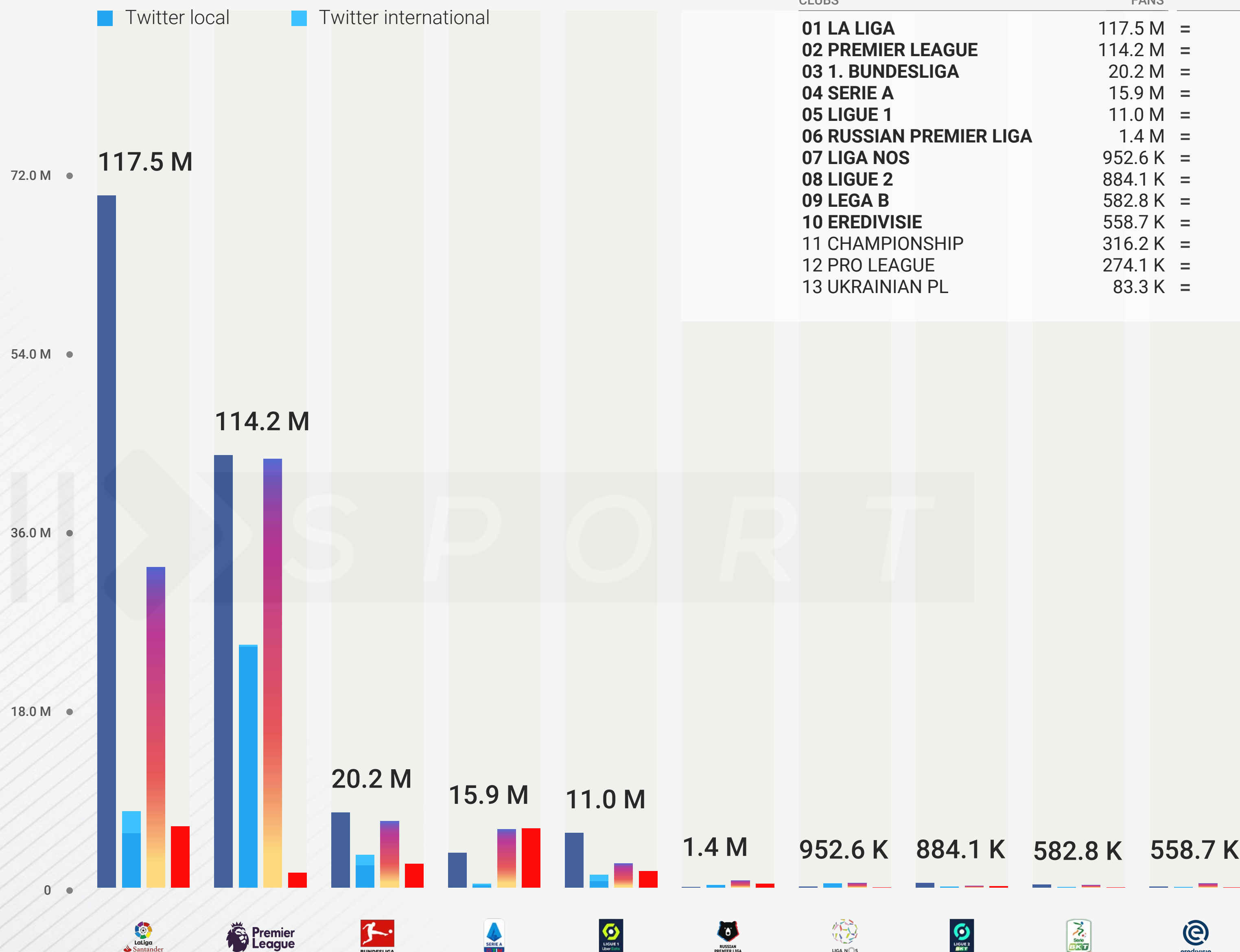





TOTAL FANBASE
287.4 M



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



*[from December 14, 2020 to January 14, 2021]

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

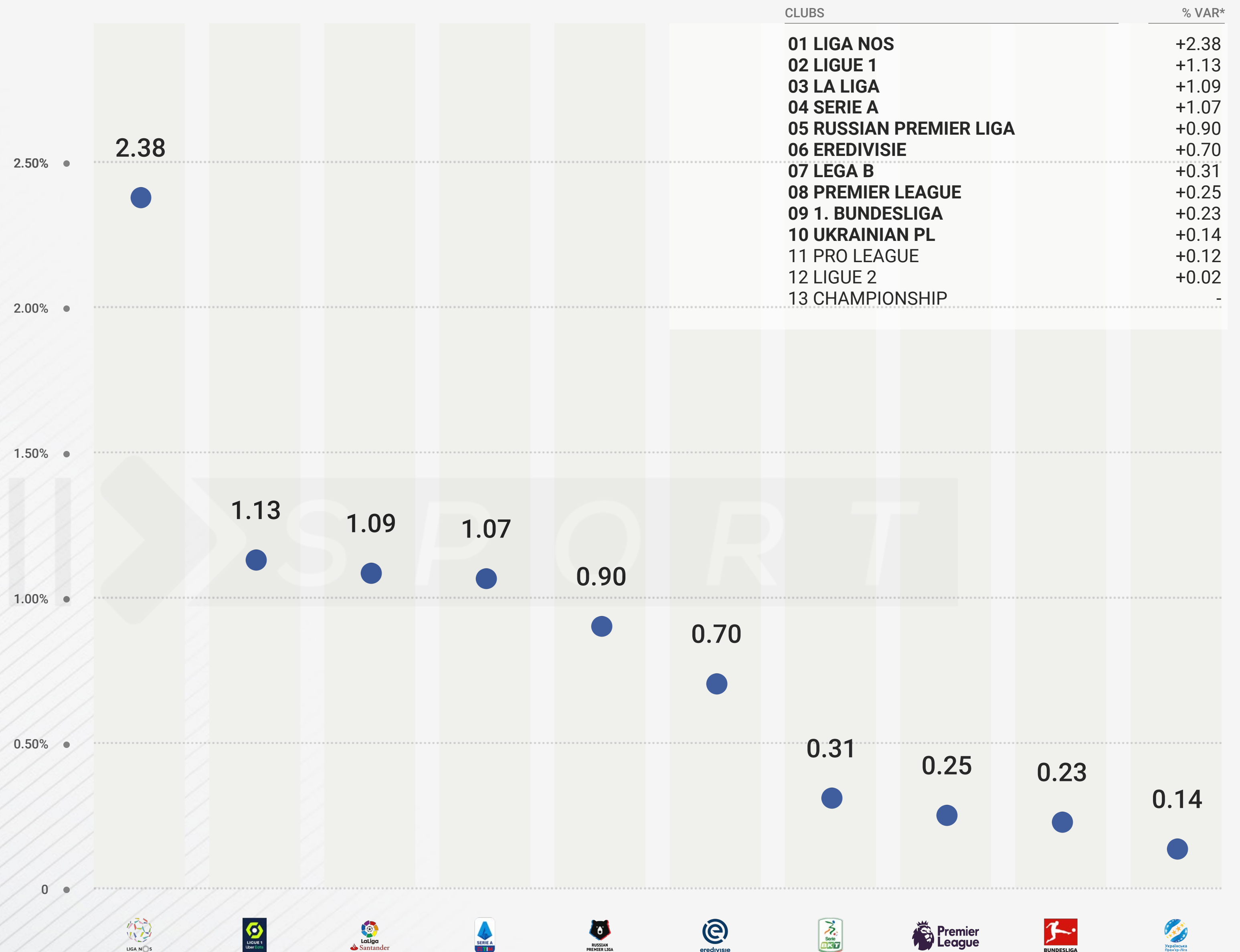
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LEAGUES Facebook



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



*[from December 14, 2020 to January 14, 2021]

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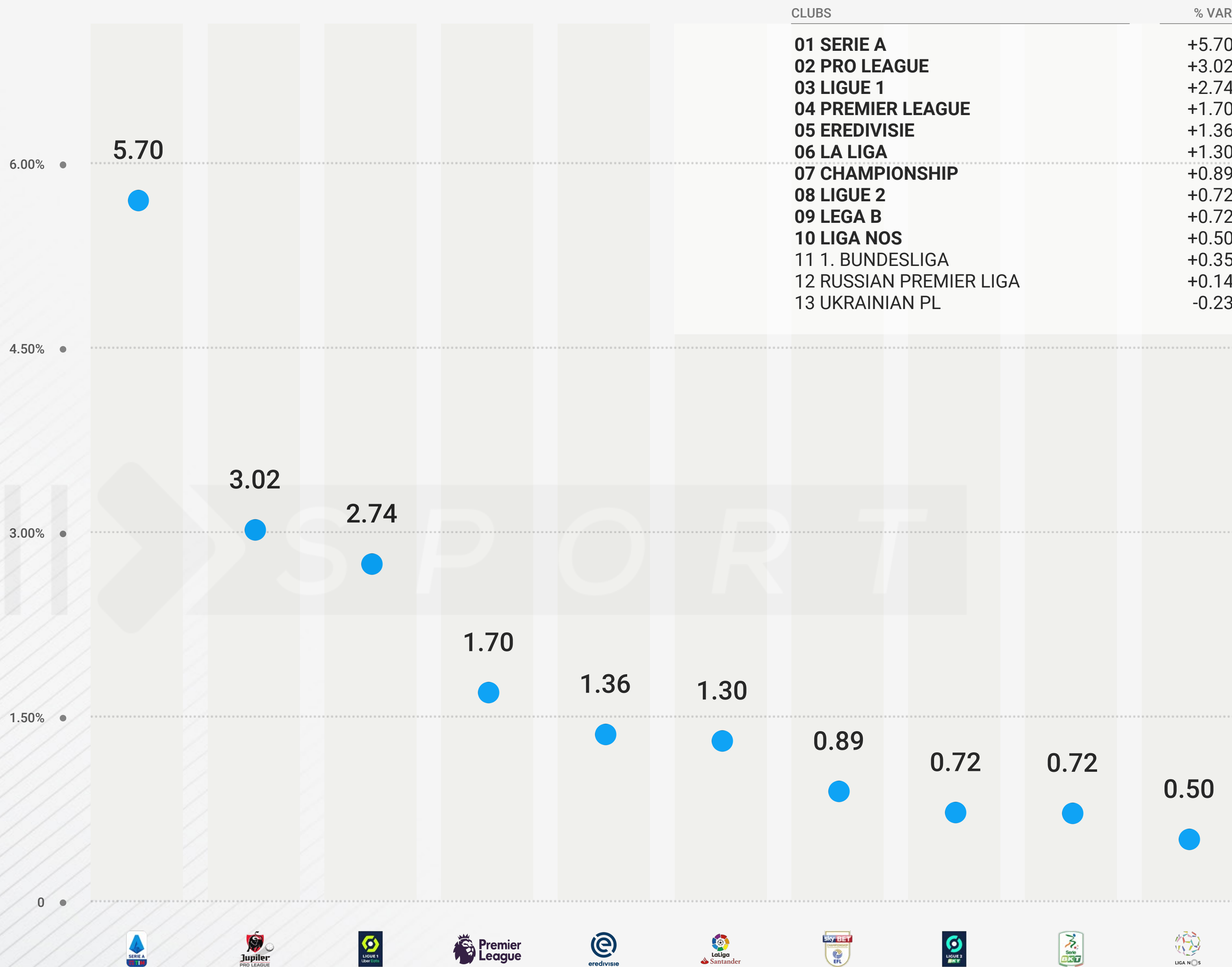
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LEAGUES Twitter



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



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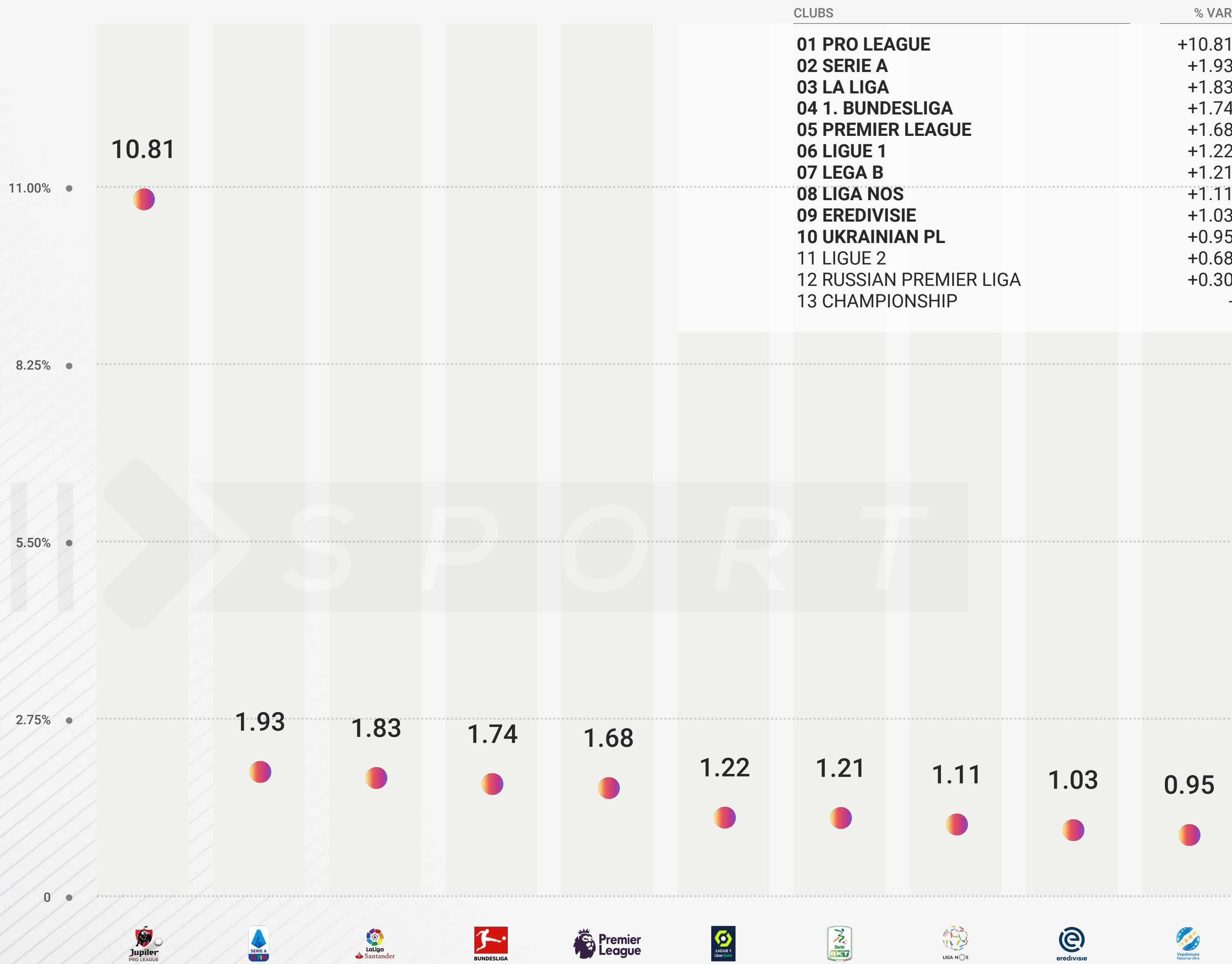
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LEAGUES Instagram



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



*[from December 14, 2020 to January 14, 2021]

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

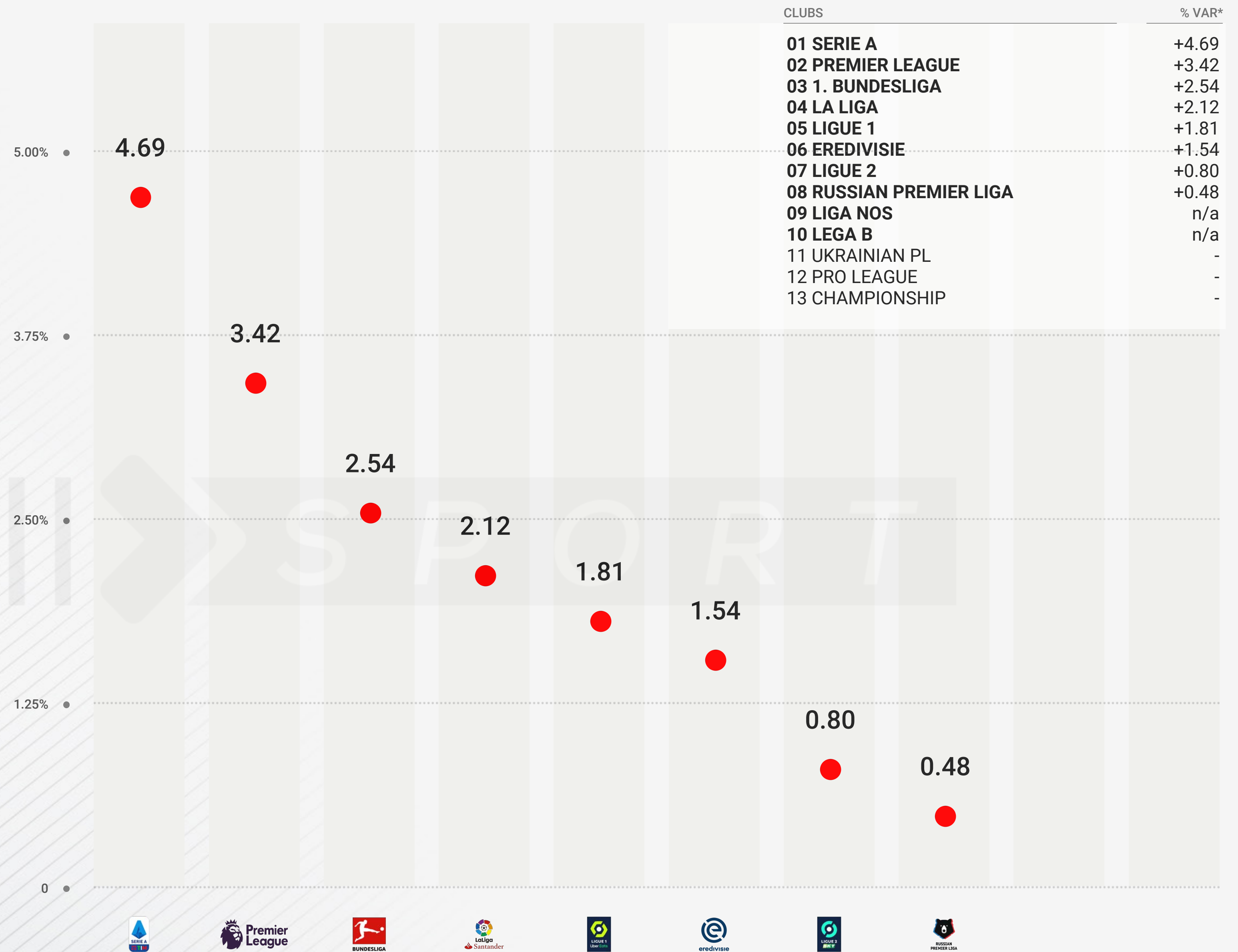
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LEAGUES YouTube



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



*[from December 14, 2020 to January 14, 2021]

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

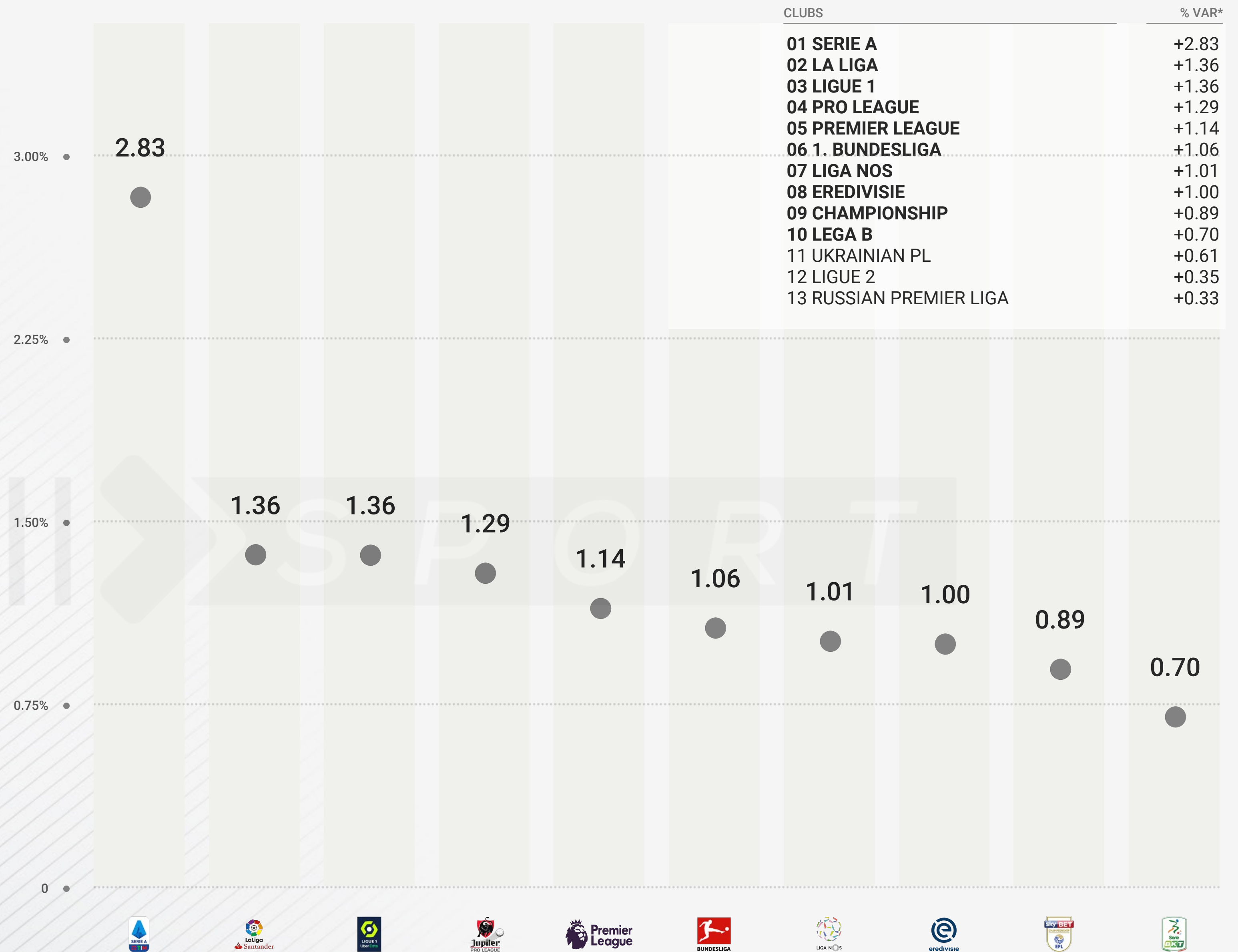
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LEAGUES Social



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



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Fanize

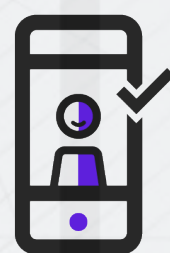
ENGAGE FANS
MONETIZE THEM

CONTACT US

OR GO TO [FANIZE.IT](https://fanize.it) AND [SPORT.FANIZE.IT](https://sport.fanize.it)



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



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



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

WHO CHOSE US



2021 FIS ALPINE WORLD SKI CHAMPIONSHIPS



FIR - FEDERAZIONE ITALIANA RUGBY



LEGA NAZIONALE PROFESSIONISTI B

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OUR REPORTS

#TEFCReport



#TWFCReport



#TEFSReport



#TBLReport



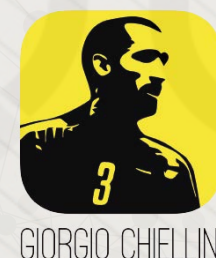
#NBAInsightReport



#TVLReport



OUR CLIENTS





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

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

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

**We are
Digital Enablers**

Data are collected through proprietary tools and concern European football clubs. We currently analyse 10 European countries: England, France, Germany, Italy and Spain (first and second national divisions), Portugal, Russia, Netherlands, Belgium and Ukraine (first national divisions). Logos and all rights are reserved to their respective owners. The collection of the data has been carried out on January 14, 2021. The report update will be done on a monthly basis.

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

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