IQUII SPORT

THE EUROPEAN FOOTBALL CLUB
REPORT

A data-driven digital analysis focused on football

LAST UPDATE
NOV 2019

IQUII
FORWARD THINKING

We are
Digital Enablers

IQUII was born in 2011 and founded by two partners, Mirko and Fabio. The initial activity was focused on IT and security services. Its business model was reorganized in 2012, focusing on new mobile/web technologies.

In 2013 IQUII integrated Digital Marketing and consultancy services in its commercial offer. In 2013 the company started a Wearable-IoT lab in order to position itself in Italy as the development leader of embedded software, mobile software, wearable technologies and User Experience.

Today IQUII is a company which is strongly growing and quickly expanding abroad. From 2016 IQUII is part of the group "Be", a multinational company which is quoted on the Italian stock exchange.

We focus on the key areas of digital projects in order to enable new business models and new opportunities through technologies. We realize creative communication strategies, enhanced by method and experience. We deeply explore trends and opportunities merging knowledge, research and extended vision. We lead our clients through innovative paths to connect people and brands, combining listening skills, engagement and experimentation.

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Summary

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In August 2017 IQUII Sport has been launched, the Business Unit designed to study and deepen four Sport Industry areas:

SPORT MARKETING & FAN ENGAGEMENT

Understanding main stakeholders' strategies and anticipating Sport Industry trends, to engage the fan inside and outside the venue with membership, loyalty, proximity and sport retail strategies.

INNOVATION TECHNOLOGY & SPORT PLATFORMS

Outlining the relationship between sport and new technologies, deepening CRM and membership platform development studying technologies for clubs, associations and sports events.

DATA MONETIZATION

Developing data-driven strategies to support stakeholders, aiming to create value from data both directly and indirectly, and integrating online and offline touchpoints.

INSIGHTS & REPORTS

Collecting and analysing data, producing reports and infographics about clubs, players, events and the new eSports scenario.

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Nowadays, the implementation of a strategy needs to be planned with a data-driven approach.

With this in mind, our three reports were born: "**The European Football Club**" Report for football, "**The Basketball League**" Report for basketball and "**The Volleyball League**" Report for volleyball. These studies deal with the presence of the main stakeholders of the related sports on social media, highlighting variations and overtakes on a monthly basis.

The aim of IQUII Sport is to realize and to offer tools supporting clubs, brands and athletes in the acquisition, engagement, loyalty and monetization of their own fanbases.

OUR CLIENTS

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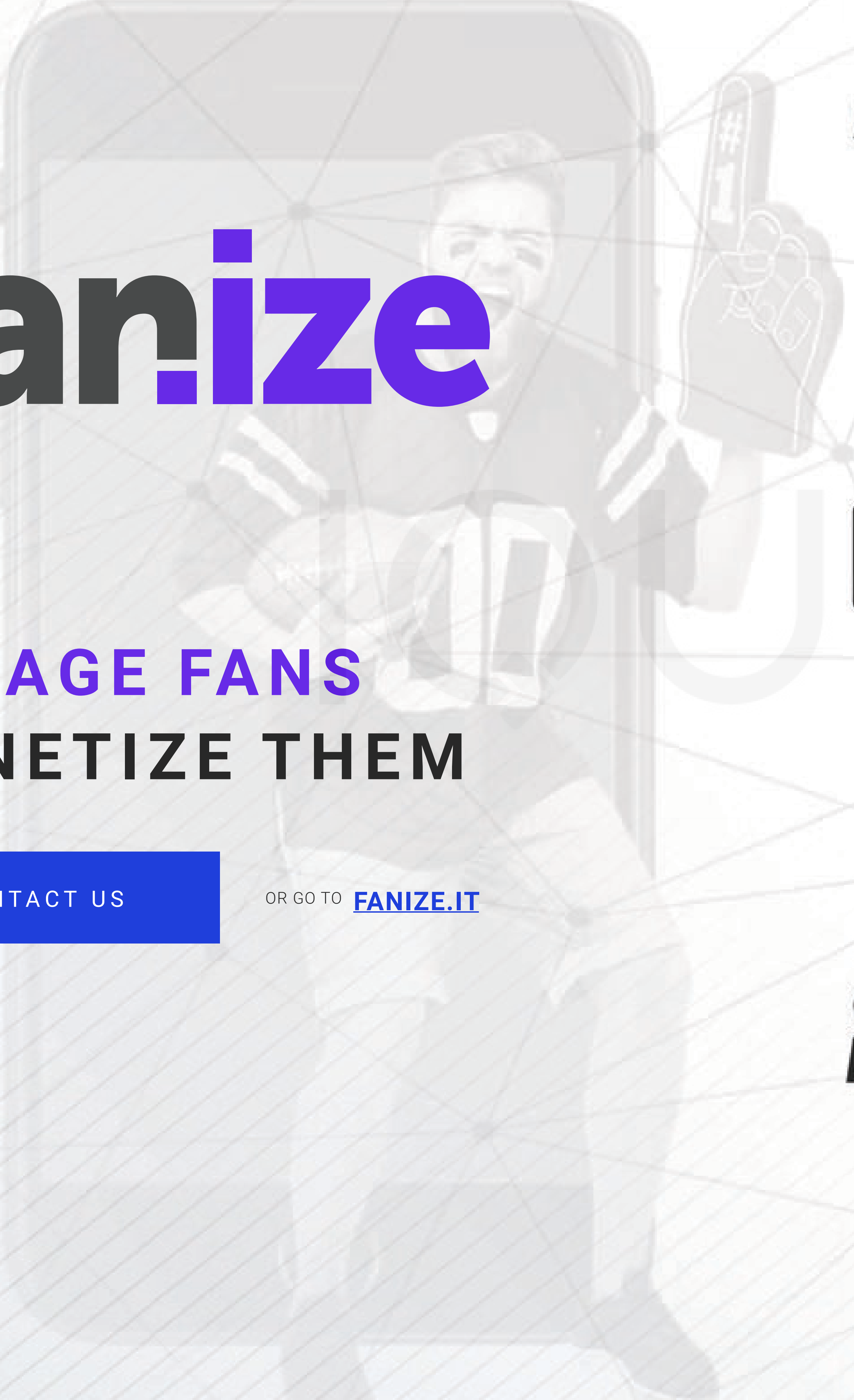

Fanize

ENGAGE FANS
MONETIZE THEM

CONTACT US

OR GO TO FANIZE.IT

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

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

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

WHO CHOSE US

FIR - FEDERAZIONE ITALIANA RUGBY

FROSINONE CALCIO

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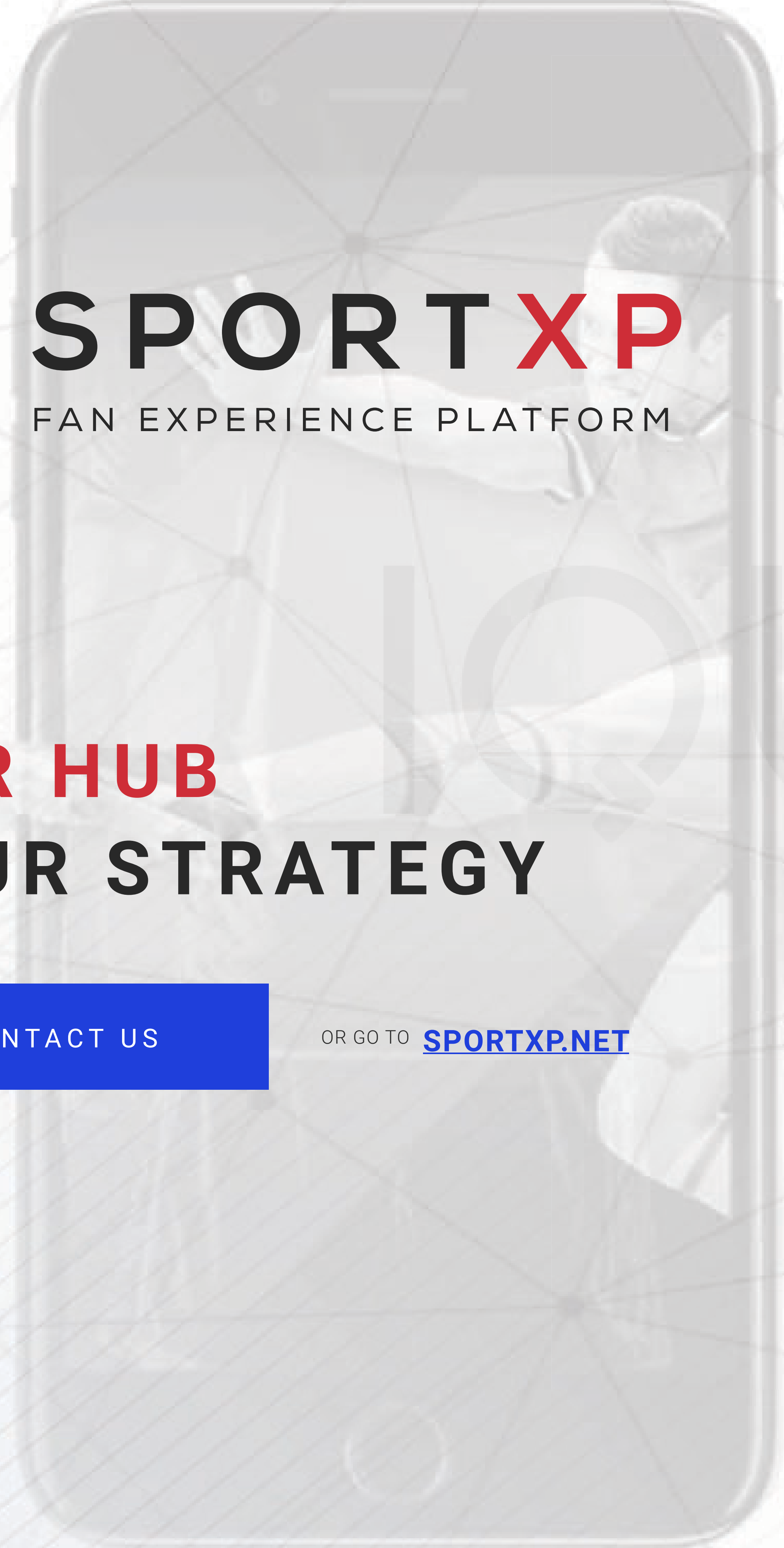

SPORTXP

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

FROSINONE CALCIO

VENEZIA FC

SKI WORLD CUP FINALS CORTINA 2020

SIR VOLLEY PERUGIA

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PLAYERXP
FAN ENGAGEMENT PLATFORM

WE ASSIST
YOU SCORE

CONTACT US

OR GO TO PLAYERXP.IT

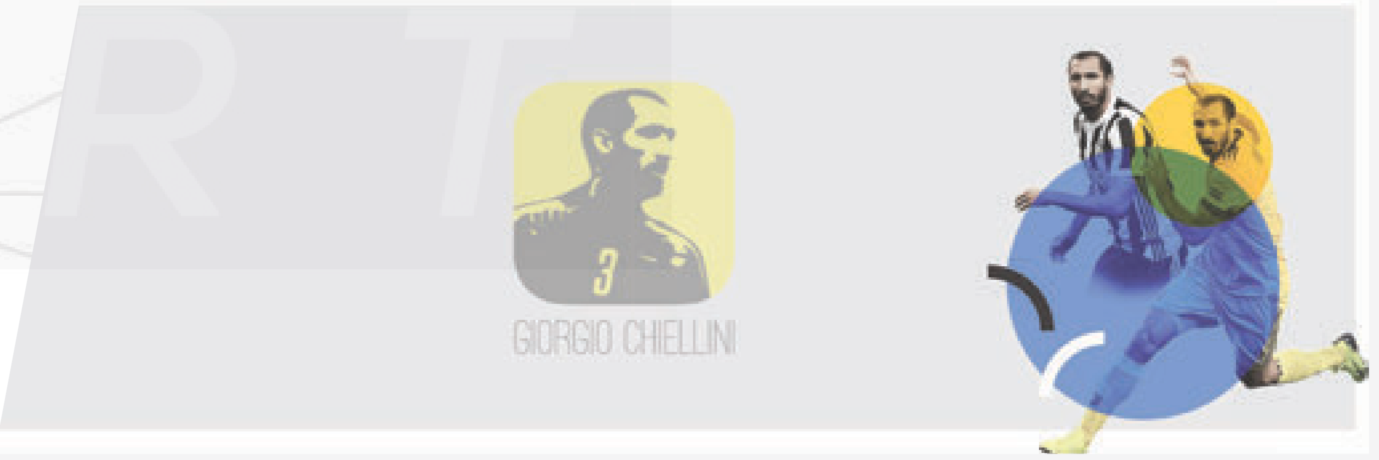
The web and mobile platform designed to make the athlete a real brand, turning him into a strategic asset for the business world.

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



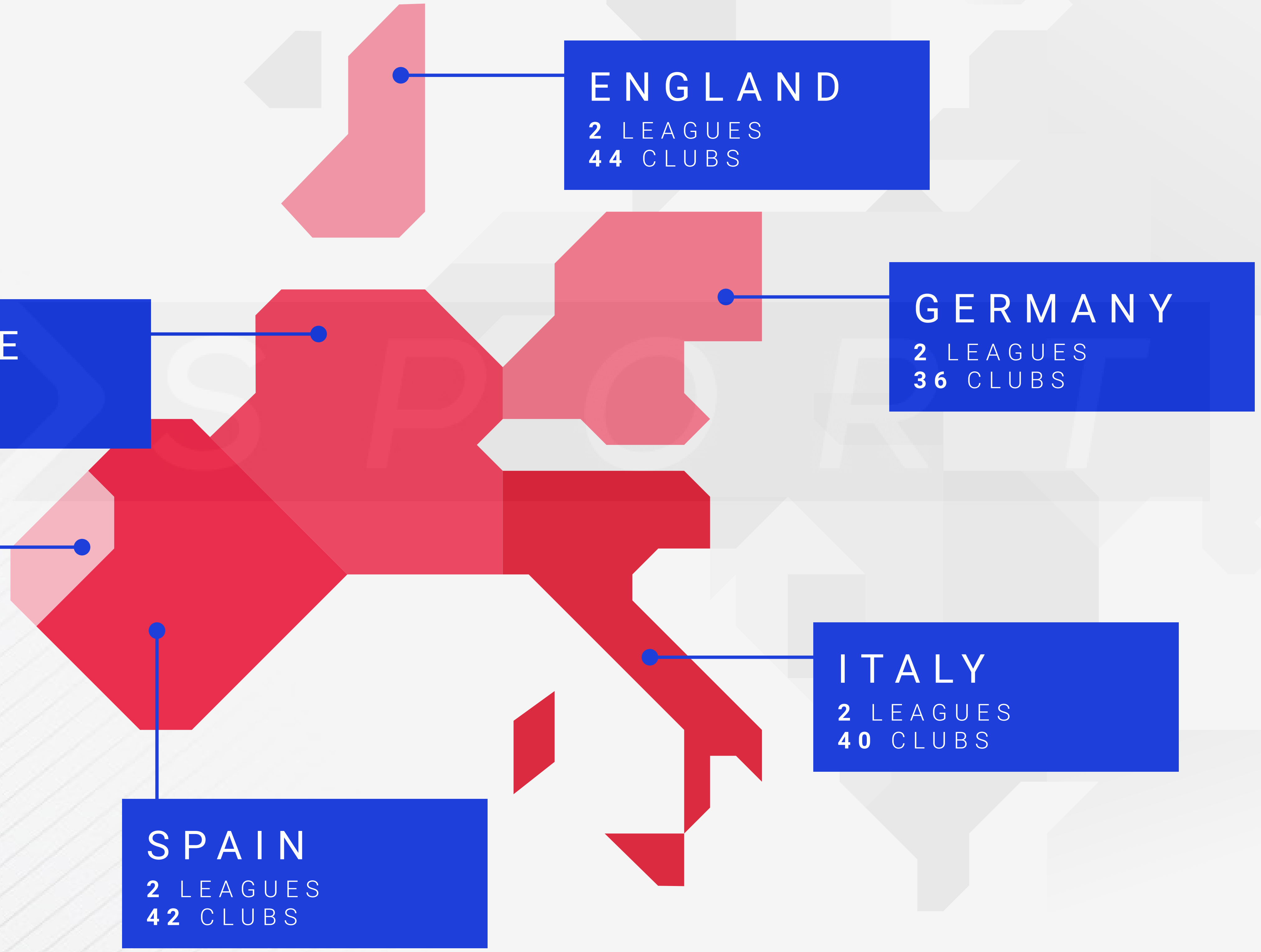
GIORGIO CHIELLINI

LORENZO INSIGNE

Countries included in the clubs' analysis

EUROPE

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



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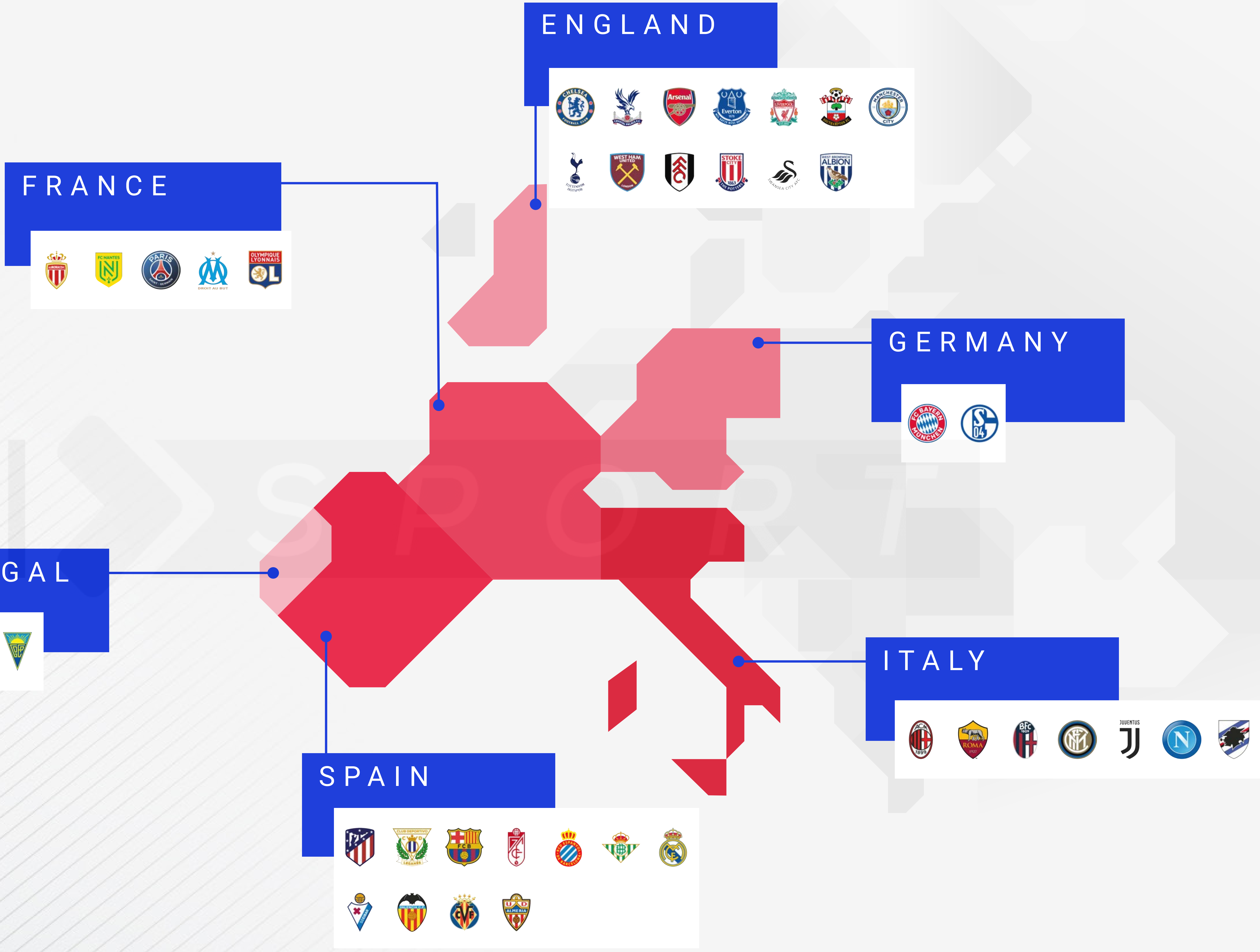
EUROPE Dugout

DUGOUT



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

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EUROPE SnapShot / General

6

COUNTRIES

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

238

CLUBS

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

37

BRANDS

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

1.5 B

+ 0.96%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

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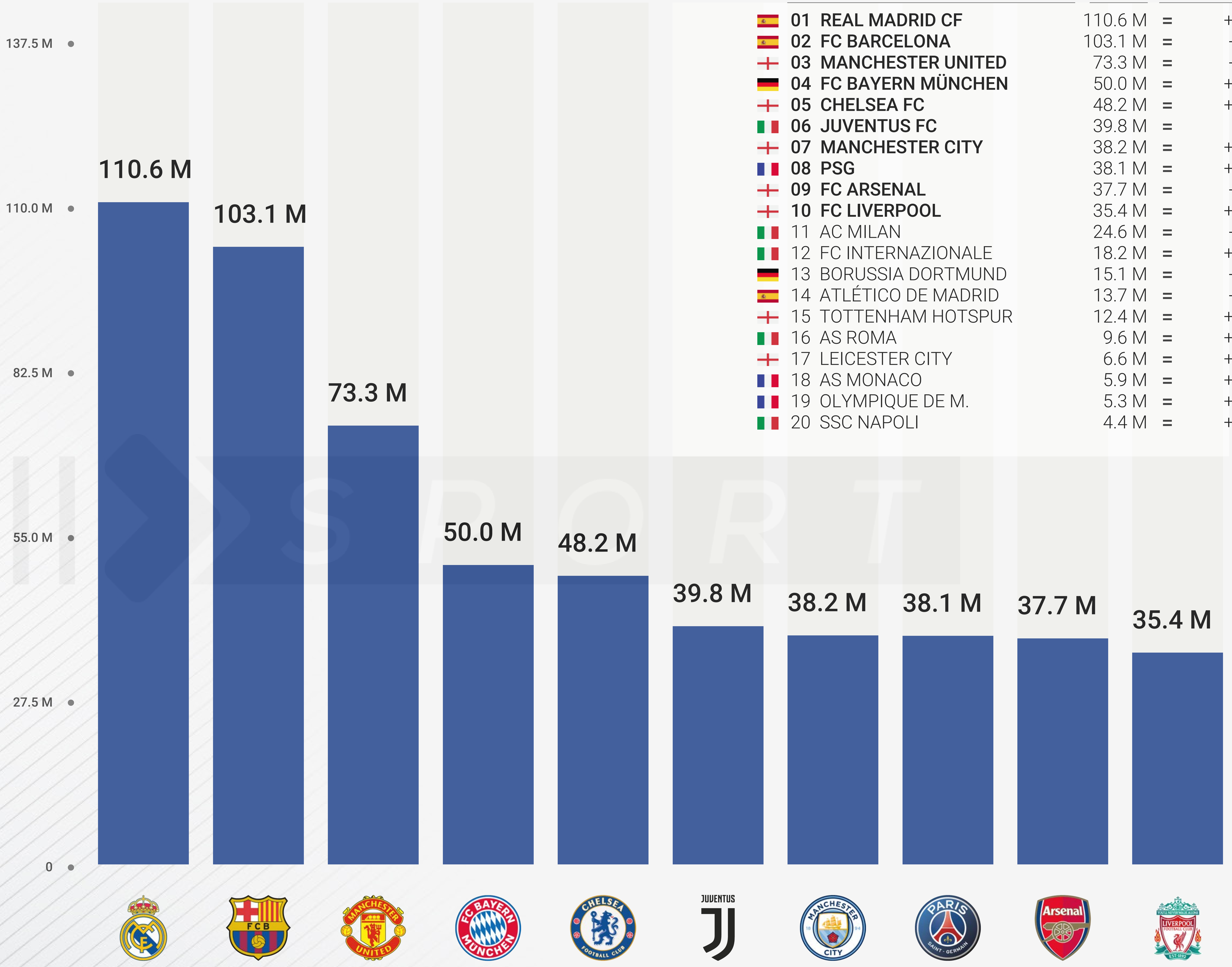
EUROPE Facebook

TOTAL FANBASE

786.2 M

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	110.6 M	=	+0.04
02 FC BARCELONA	103.1 M	=	-0.05
03 MANCHESTER UNITED	73.3 M	=	-0.03
04 FC BAYERN MÜNCHEN	50.0 M	=	+0.55
05 CHELSEA FC	48.2 M	=	+0.20
06 JUVENTUS FC	39.8 M	=	0.00
07 MANCHESTER CITY	38.2 M	=	+0.46
08 PSG	38.1 M	=	+0.30
09 FC ARSENAL	37.7 M	=	-0.04
10 FC LIVERPOOL	35.4 M	=	+0.48
11 AC MILAN	24.6 M	=	-0.11
12 FC INTERNAZIONALE	18.2 M	=	+4.64
13 BORUSSIA DORTMUND	15.1 M	=	-0.02
14 ATLÉTICO DE MADRID	13.7 M	=	-0.12
15 TOTTENHAM HOTSPUR	12.4 M	=	+3.05
16 AS ROMA	9.6 M	=	+0.64
17 LEICESTER CITY	6.6 M	=	+0.47
18 AS MONACO	5.9 M	=	+0.87
19 OLYMPIQUE DE M.	5.3 M	=	+1.16
20 SSC NAPOLI	4.4 M	=	+0.15

*[from October 15, 2019 to November 15, 2019]

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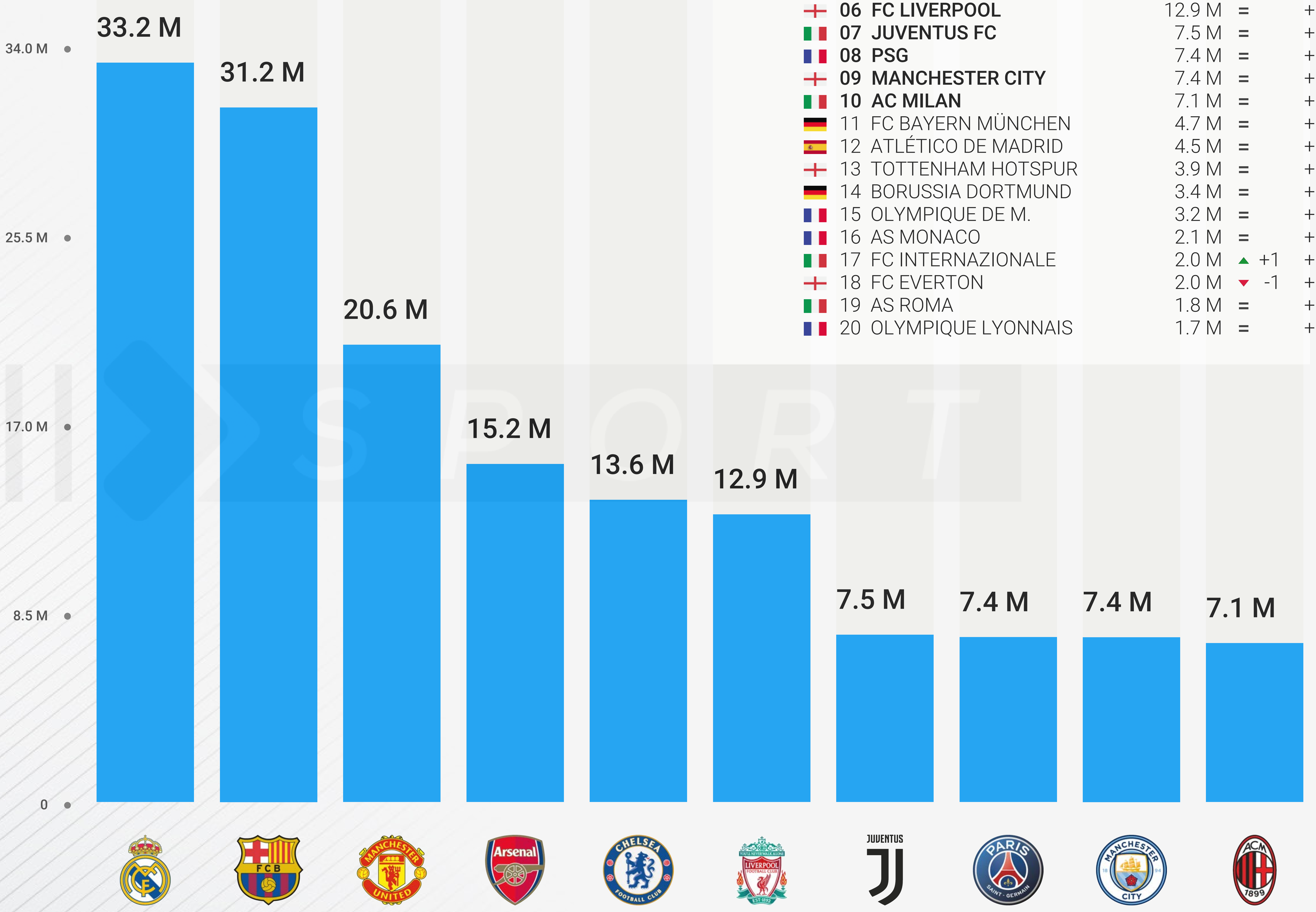
EUROPE Twitter

TOTAL FANBASE

243.2 M

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	33.2 M	=	+0.57
02 FC BARCELONA	31.2 M	=	+0.64
03 MANCHESTER UNITED	20.6 M	=	+0.90
04 FC ARSENAL	15.2 M	=	+0.89
05 CHELSEA FC	13.6 M	=	+0.94
06 FC LIVERPOOL	12.9 M	=	+1.79
07 JUVENTUS FC	7.5 M	=	+1.66
08 PSG	7.4 M	=	+0.93
09 MANCHESTER CITY	7.4 M	=	+1.23
10 AC MILAN	7.1 M	=	+0.32
11 FC BAYERN MÜNCHEN	4.7 M	=	+0.41
12 ATLÉTICO DE MADRID	4.5 M	=	+0.32
13 TOTTENHAM HOTSPUR	3.9 M	=	+1.63
14 BORUSSIA DORTMUND	3.4 M	=	+0.37
15 OLYMPIQUE DE M.	3.2 M	=	+0.60
16 AS MONACO	2.1 M	=	+0.14
17 FC INTERNAZIONALE	2.0 M	▲ +1	+3.25
18 FC EVERTON	2.0 M	▼ -1	+1.30
19 AS ROMA	1.8 M	=	+0.51
20 OLYMPIQUE LYONNAIS	1.7 M	=	+0.63

*[from October 15, 2019 to November 15, 2019]

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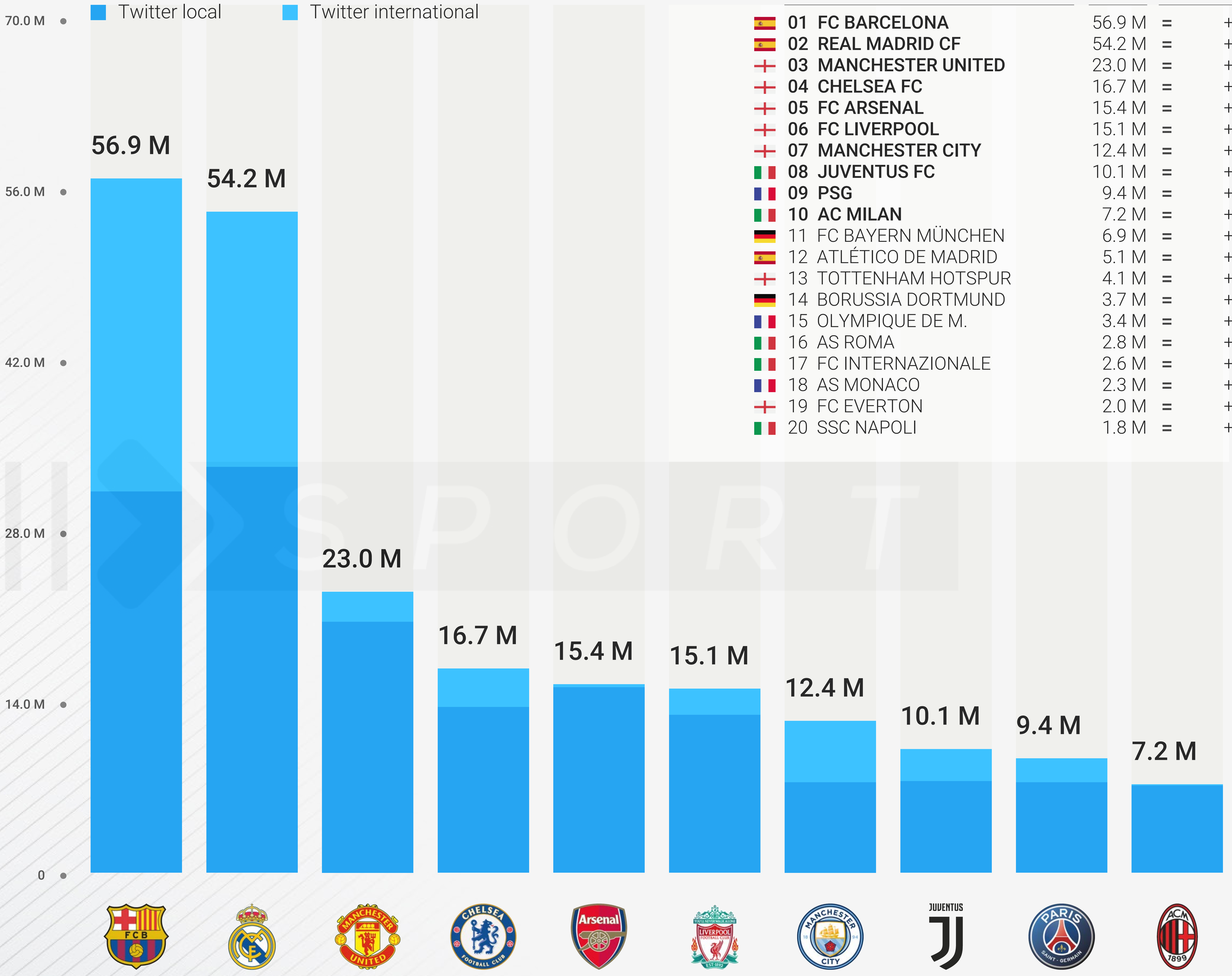
EUROPE Twitter global

TOTAL FANBASE

314.1 M

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	56.9 M	=	+0.74
02 REAL MADRID CF	54.2 M	=	+0.48
03 MANCHESTER UNITED	23.0 M	=	+0.89
04 CHELSEA FC	16.7 M	=	+0.85
05 FC ARSENAL	15.4 M	=	+0.89
06 FC LIVERPOOL	15.1 M	=	+2.08
07 MANCHESTER CITY	12.4 M	=	+1.09
08 JUVENTUS FC	10.1 M	=	+1.95
09 PSG	9.4 M	=	+0.95
10 AC MILAN	7.2 M	=	+0.35
11 FC BAYERN MÜNCHEN	6.9 M	=	+0.74
12 ATLÉTICO DE MADRID	5.1 M	=	+0.38
13 TOTTENHAM HOTSPUR	4.1 M	=	+1.63
14 BORUSSIA DORTMUND	3.7 M	=	+0.69
15 OLYMPIQUE DE M.	3.4 M	=	+0.72
16 AS ROMA	2.8 M	=	+1.21
17 FC INTERNAZIONALE	2.6 M	=	+4.74
18 AS MONACO	2.3 M	=	+0.22
19 FC EVERTON	2.0 M	=	+1.30
20 SSC NAPOLI	1.8 M	=	+1.05

*[from October 15, 2019 to November 15, 2019]

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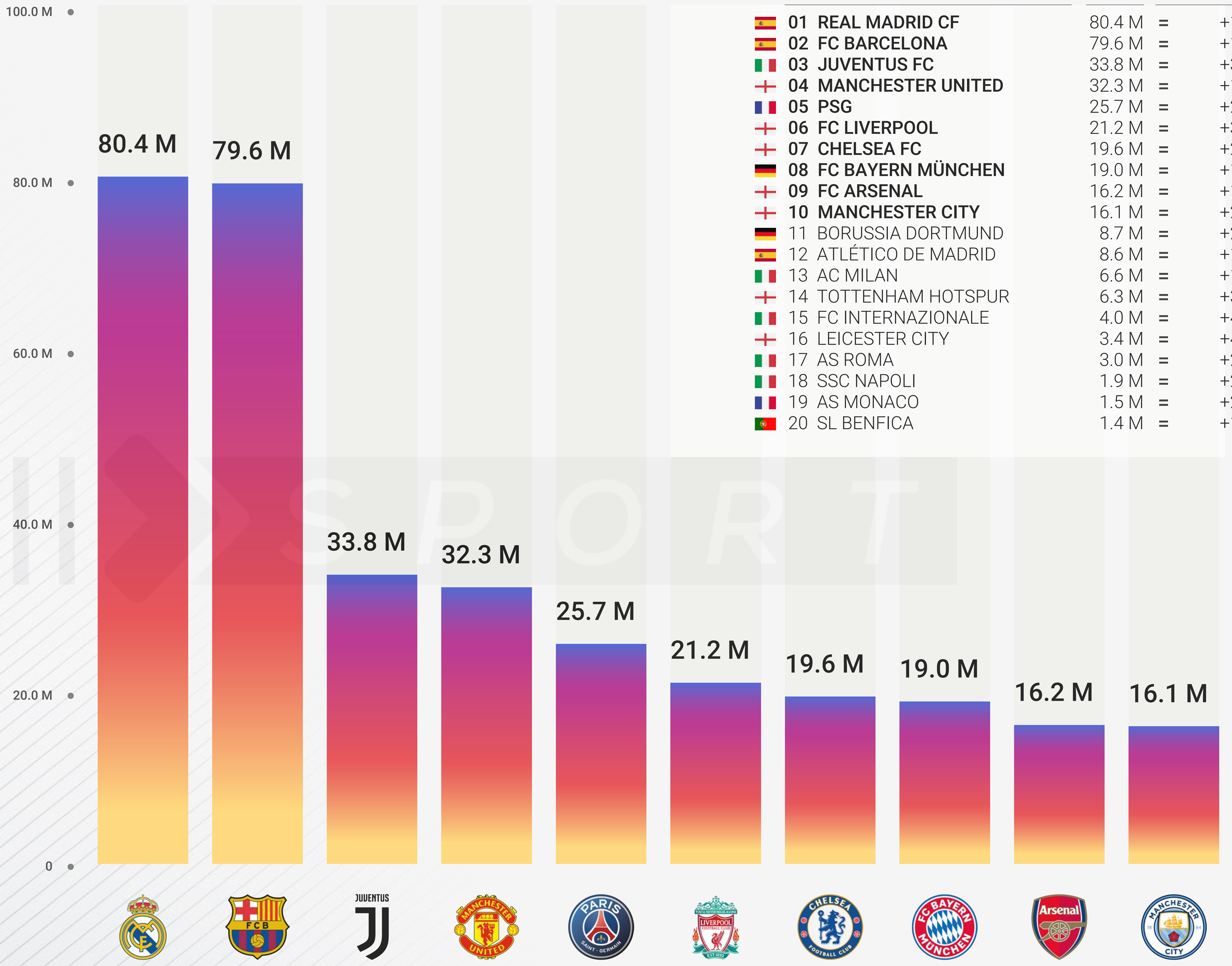
EUROPE Instagram

TOTAL FANBASE

424.2 M

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	80.4 M	=	+1.14
02 FC BARCELONA	79.6 M	=	+1.50
03 JUVENTUS FC	33.8 M	=	+3.00
04 MANCHESTER UNITED	32.3 M	=	+1.56
05 PSG	25.7 M	=	+2.44
06 FC LIVERPOOL	21.2 M	=	+3.64
07 CHELSEA FC	19.6 M	=	+2.14
08 FC BAYERN MÜNCHEN	19.0 M	=	+1.63
09 FC ARSENAL	16.2 M	=	+1.49
10 MANCHESTER CITY	16.1 M	=	+2.98
11 BORUSSIA DORTMUND	8.7 M	=	+2.33
12 ATLÉTICO DE MADRID	8.6 M	=	+1.67
13 AC MILAN	6.6 M	=	+1.53
14 TOTTENHAM HOTSPUR	6.3 M	=	+3.35
15 FC INTERNAZIONALE	4.0 M	=	+4.45
16 LEICESTER CITY	3.4 M	=	+4.37
17 AS ROMA	3.0 M	=	+2.06
18 SSC NAPOLI	1.9 M	=	+2.56
19 AS MONACO	1.5 M	=	+2.71
20 SL BENFICA	1.4 M	=	+1.47

*[from October 15, 2019 to November 15, 2019]

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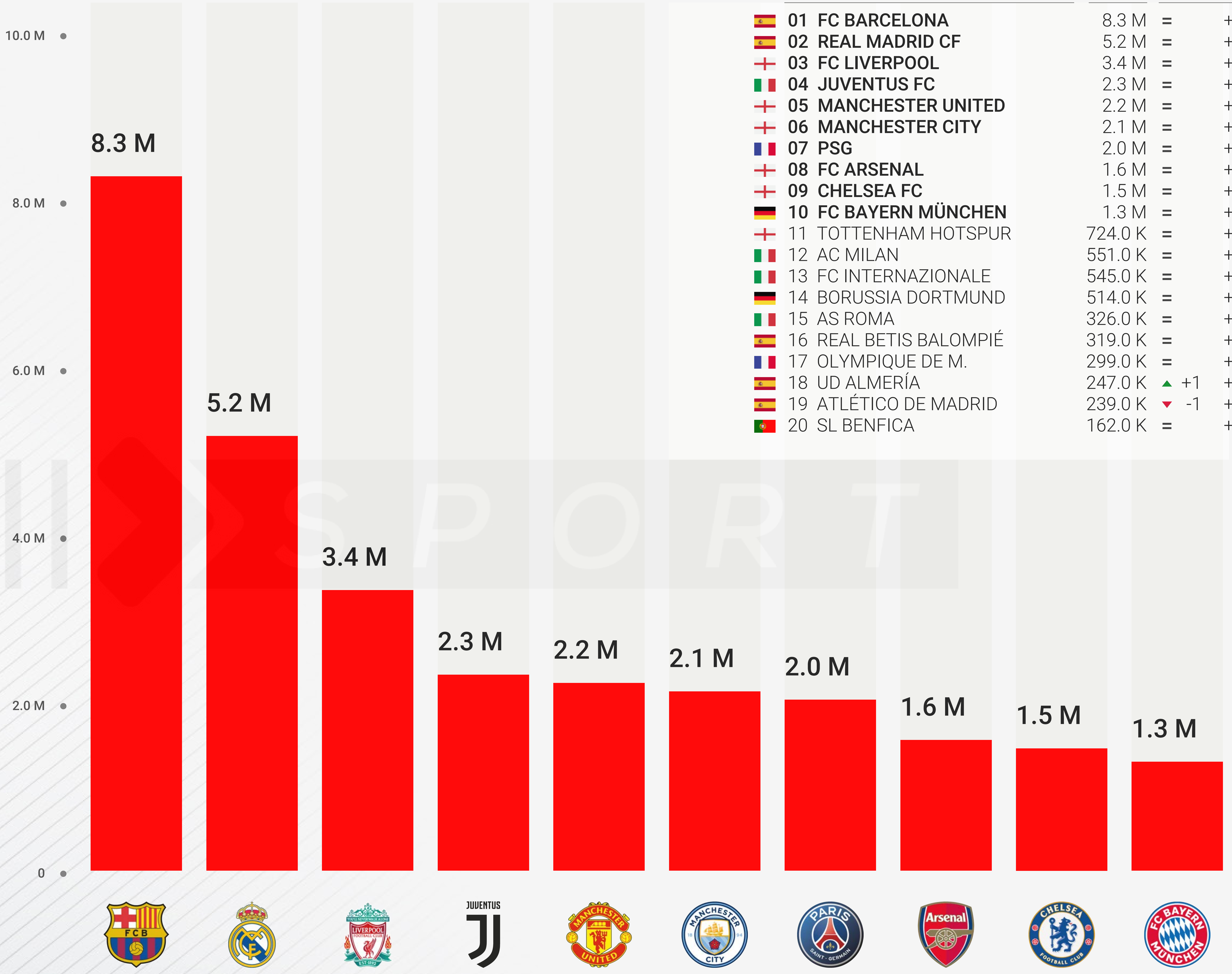
EUROPE YouTube

TOTAL FANBASE

38.0 M

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	8.3 M	=	+1.97
02 REAL MADRID CF	5.2 M	=	+1.17
03 FC LIVERPOOL	3.4 M	=	+6.69
04 JUVENTUS FC	2.3 M	=	+1.74
05 MANCHESTER UNITED	2.2 M	=	+6.16
06 MANCHESTER CITY	2.1 M	=	+3.38
07 PSG	2.0 M	=	+2.00
08 FC ARSENAL	1.6 M	=	+2.63
09 CHELSEA FC	1.5 M	=	+6.57
10 FC BAYERN MÜNCHEN	1.3 M	=	+1.56
11 TOTTENHAM HOTSPUR	724.0 K	=	+3.72
12 AC MILAN	551.0 K	=	+0.73
13 FC INTERNAZIONALE	545.0 K	=	+2.25
14 BORUSSIA DORTMUND	514.0 K	=	+1.58
15 AS ROMA	326.0 K	=	+0.62
16 REAL BETIS BALOMPIÉ	319.0 K	=	+2.24
17 OLYMPIQUE DE M.	299.0 K	=	+3.10
18 UD ALMERÍA	247.0 K	▲ +1	+5.56
19 ATLÉTICO DE MADRID	239.0 K	▼ -1	+0.84
20 SL BENFICA	162.0 K	=	+1.89

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*[from October 15, 2019 to November 15, 2019]

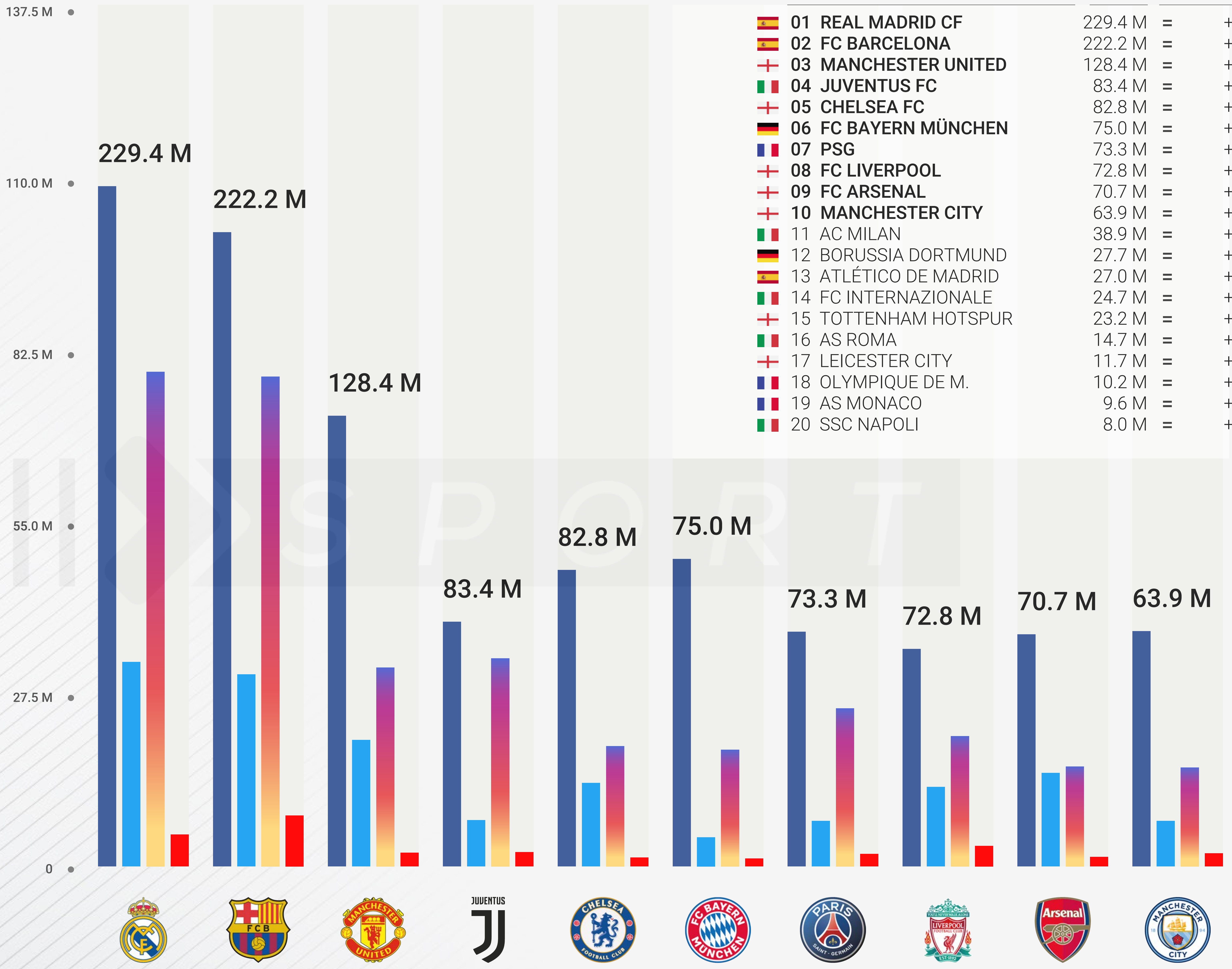
YouTube subscribers' data are rounded, since the social media provides data in this format.

IQUII SPORT

EUROPE Social

TOTAL FANBASE

1.5 B



CLUBS	FANS		% VAR*
01 REAL MADRID CF	229.4 M	=	+0.52
02 FC BARCELONA	222.2 M	=	+0.67
03 MANCHESTER UNITED	128.4 M	=	+0.62
04 JUVENTUS FC	83.4 M	=	+1.39
05 CHELSEA FC	82.8 M	=	+0.88
06 FC BAYERN MÜNCHEN	75.0 M	=	+0.83
07 PSG	73.3 M	=	+1.15
08 FC LIVERPOOL	72.8 M	=	+1.89
09 FC ARSENAL	70.7 M	=	+0.56
10 MANCHESTER CITY	63.9 M	=	+1.27
11 AC MILAN	38.9 M	=	+0.25
12 BORUSSIA DORTMUND	27.7 M	=	+0.78
13 ATLÉTICO DE MADRID	27.0 M	=	+0.52
14 FC INTERNAZIONALE	24.7 M	=	+4.45
15 TOTTENHAM HOTSPUR	23.2 M	=	+2.91
16 AS ROMA	14.7 M	=	+0.91
17 LEICESTER CITY	11.7 M	=	+2.28
18 OLYMPIQUE DE M.	10.2 M	=	+1.27
19 AS MONACO	9.6 M	=	+0.99
20 SSC NAPOLI	8.0 M	=	+0.85

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

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*[from October 15, 2019 to November 15, 2019]
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IQUII SPORT

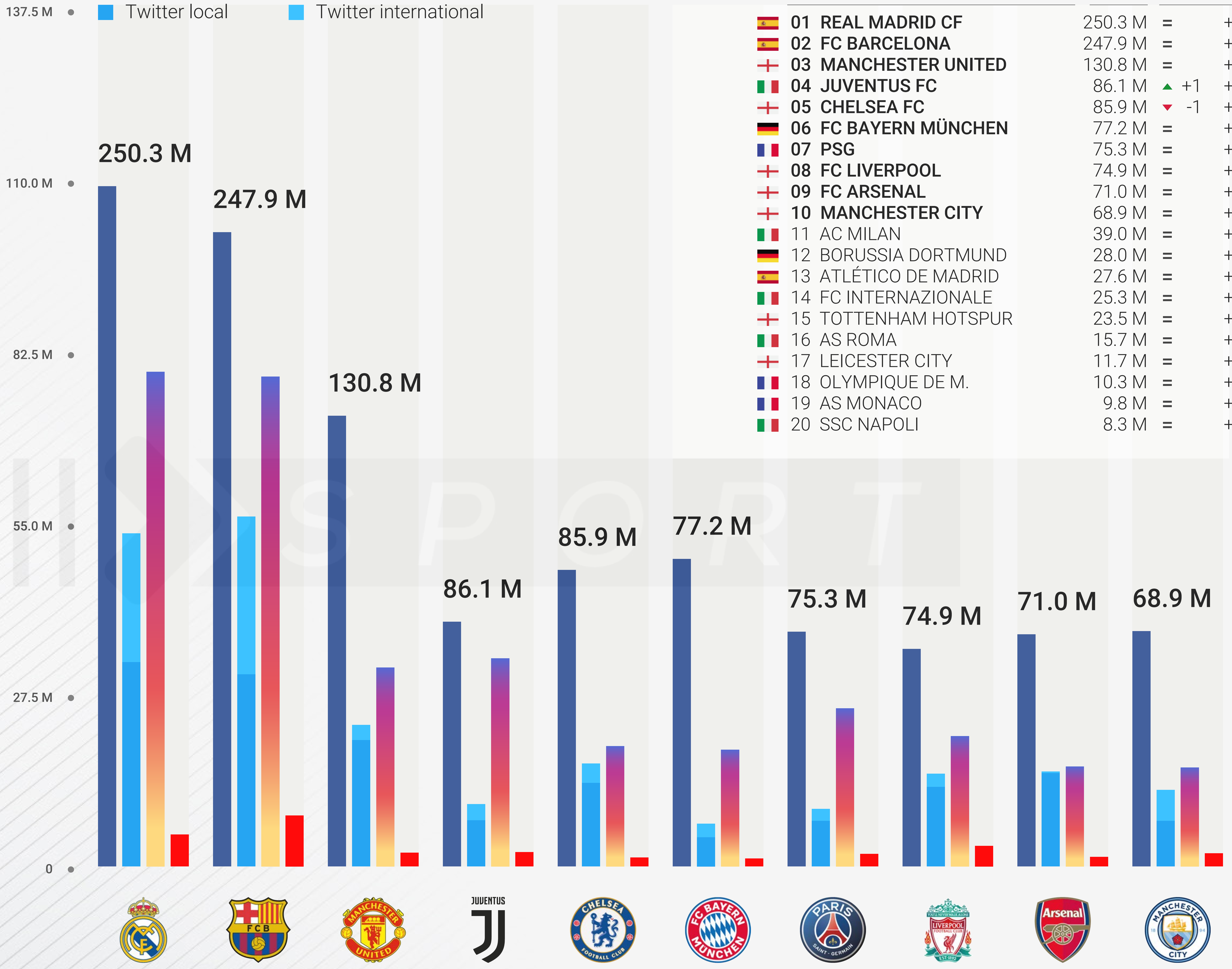
EUROPE Social

(Twitter global)

TOTAL FANBASE

1.6 B

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	250.3 M	=	+0.51
02 FC BARCELONA	247.9 M	=	+0.69
03 MANCHESTER UNITED	130.8 M	=	+0.62
04 JUVENTUS FC	86.1 M	▲ +1	+1.44
05 CHELSEA FC	85.9 M	▼ -1	+0.86
06 FC BAYERN MÜNCHEN	77.2 M	=	+0.85
07 PSG	75.3 M	=	+1.15
08 FC LIVERPOOL	74.9 M	=	+1.95
09 FC ARSENAL	71.0 M	=	+0.56
10 MANCHESTER CITY	68.9 M	=	+1.24
11 AC MILAN	39.0 M	=	+0.26
12 BORUSSIA DORTMUND	28.0 M	=	+0.82
13 ATLÉTICO DE MADRID	27.6 M	=	+0.53
14 FC INTERNAZIONALE	25.3 M	=	+4.57
15 TOTTENHAM HOTSPUR	23.5 M	=	+2.90
16 AS ROMA	15.7 M	=	+1.01
17 LEICESTER CITY	11.7 M	=	+2.28
18 OLYMPIQUE DE M.	10.3 M	=	+1.30
19 AS MONACO	9.8 M	=	+1.00
20 SSC NAPOLI	8.3 M	=	+0.91

*[from October 15, 2019 to November 15, 2019]

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

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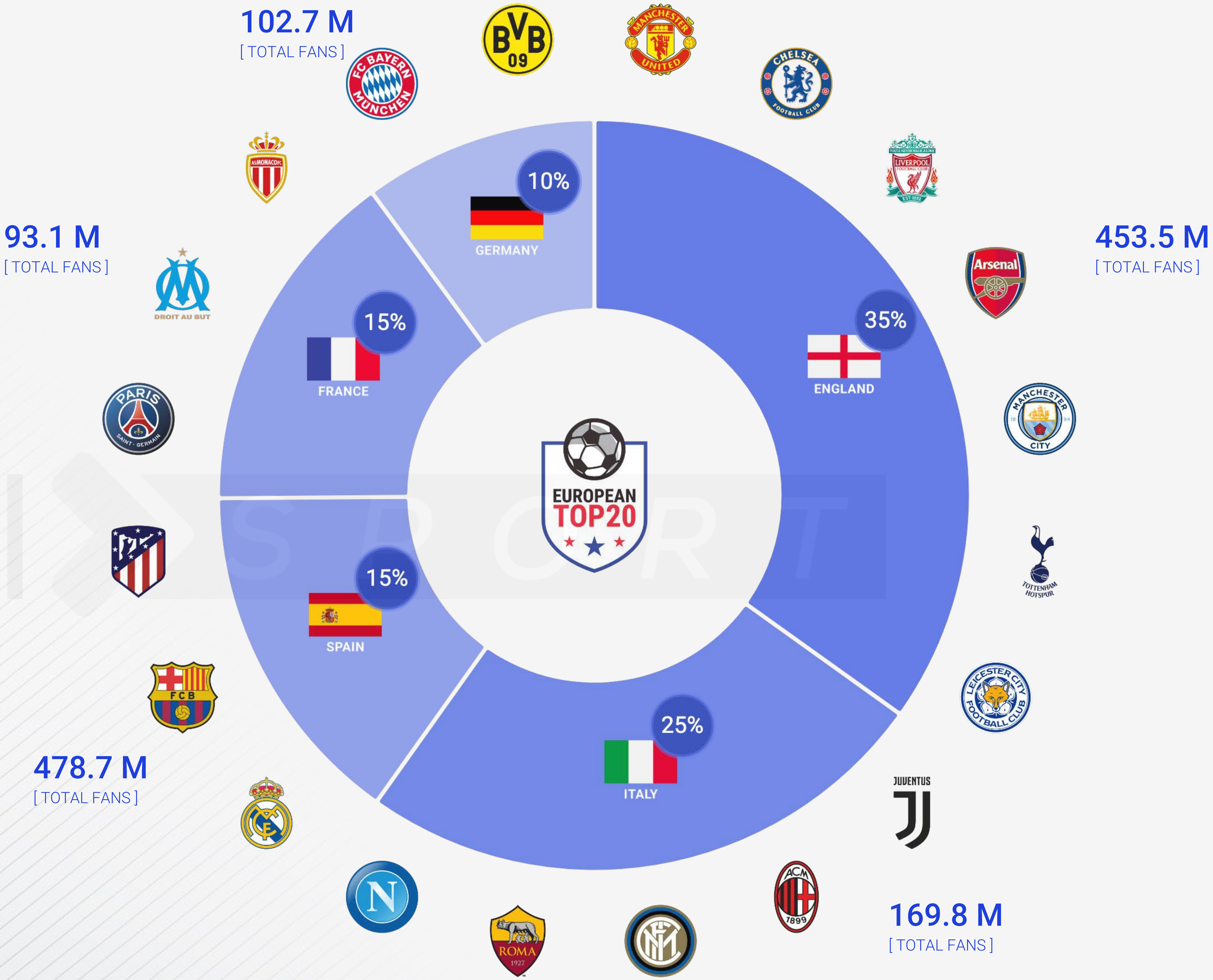
EUROPE Clubs

CLUBS
20

COUNTRIES
6



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

*[from October 15, 2019 to November 15, 2019]

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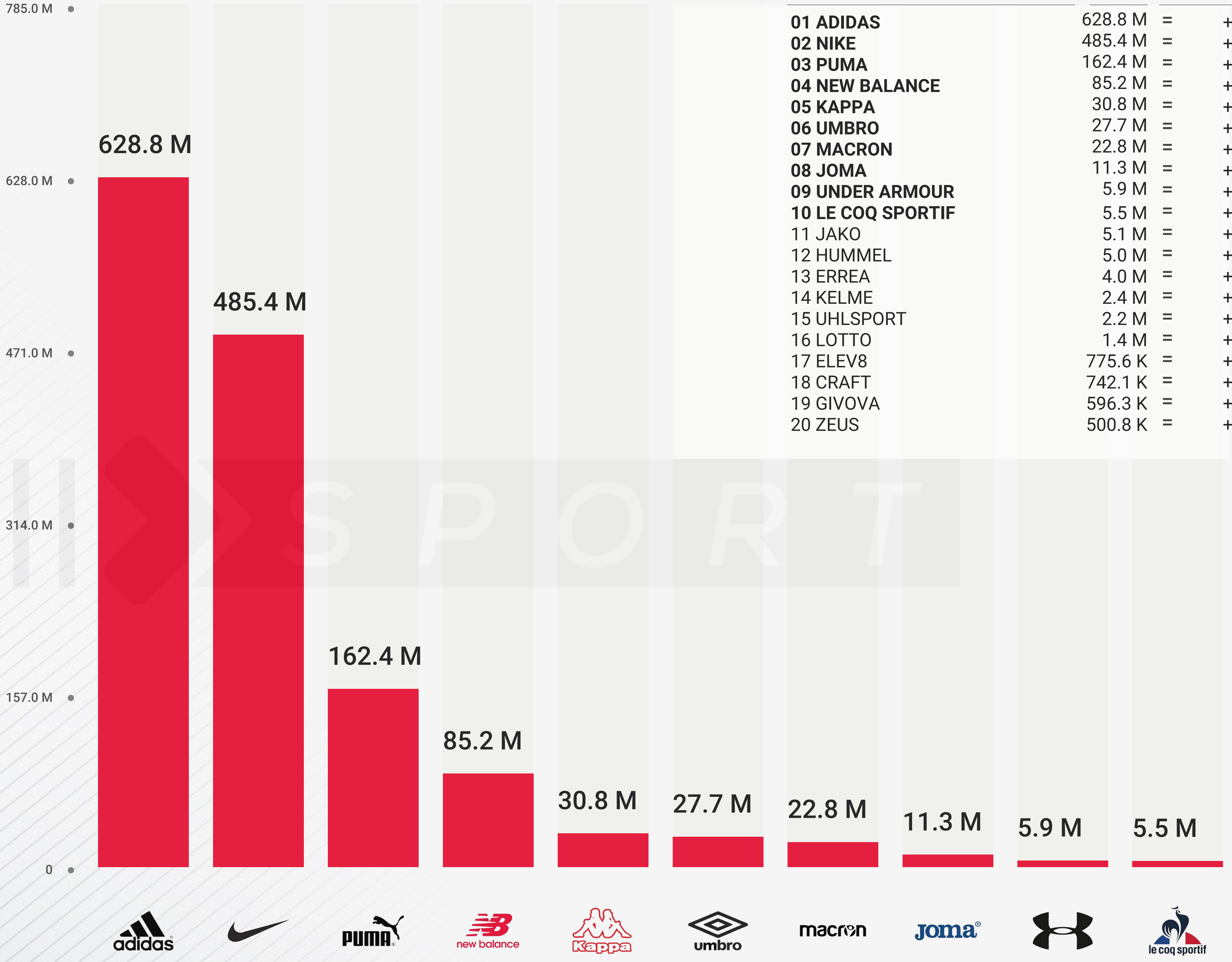
EUROPE Social Brands

TOTAL FANBASE

1.5 B

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



SPONSORS	FANS		% VAR*
01 ADIDAS	628.8 M	=	+0.78
02 NIKE	485.4 M	=	+1.09
03 PUMA	162.4 M	=	+0.88
04 NEW BALANCE	85.2 M	=	+1.68
05 KAPPA	30.8 M	=	+1.43
06 UMBRO	27.7 M	=	+1.17
07 MACRON	22.8 M	=	+0.70
08 JOMA	11.3 M	=	+1.13
09 UNDER ARMOUR	5.9 M	=	+0.61
10 LE COQ SPORTIF	5.5 M	=	+0.49
11 JAKO	5.1 M	=	+0.51
12 HUMMEL	5.0 M	=	+0.54
13 ERREA	4.0 M	=	+1.00
14 KELME	2.4 M	=	+0.61
15 UHLSPORT	2.2 M	=	+0.50
16 LOTTO	1.4 M	=	+0.87
17 ELEV8	775.6 K	=	+0.31
18 CRAFT	742.1 K	=	+0.69
19 GIVOVA	596.3 K	=	+0.92
20 ZEUS	500.8 K	=	+0.48

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

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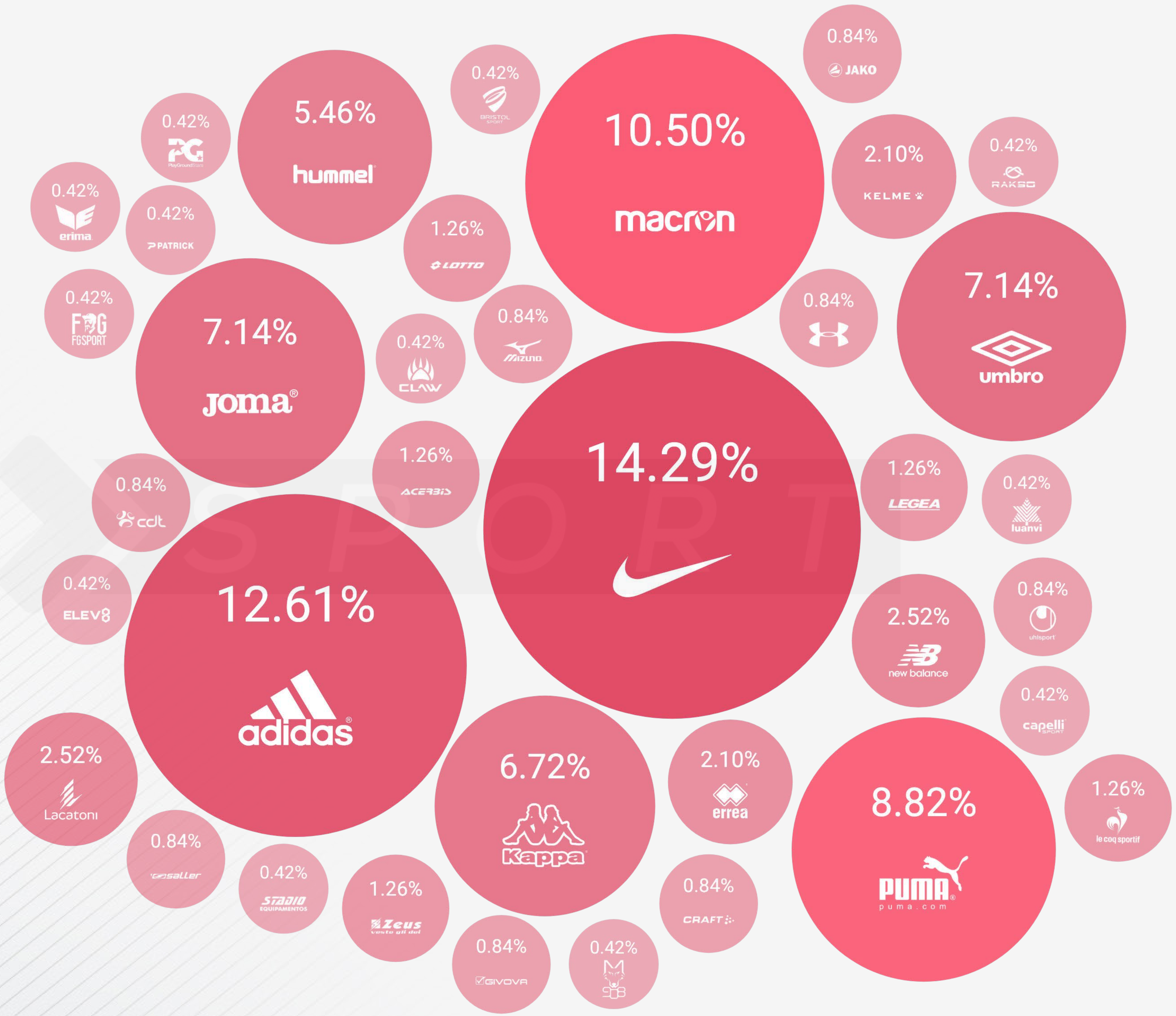
EUROPE Sport Brands

CLUBS
238

Sport Brands
37

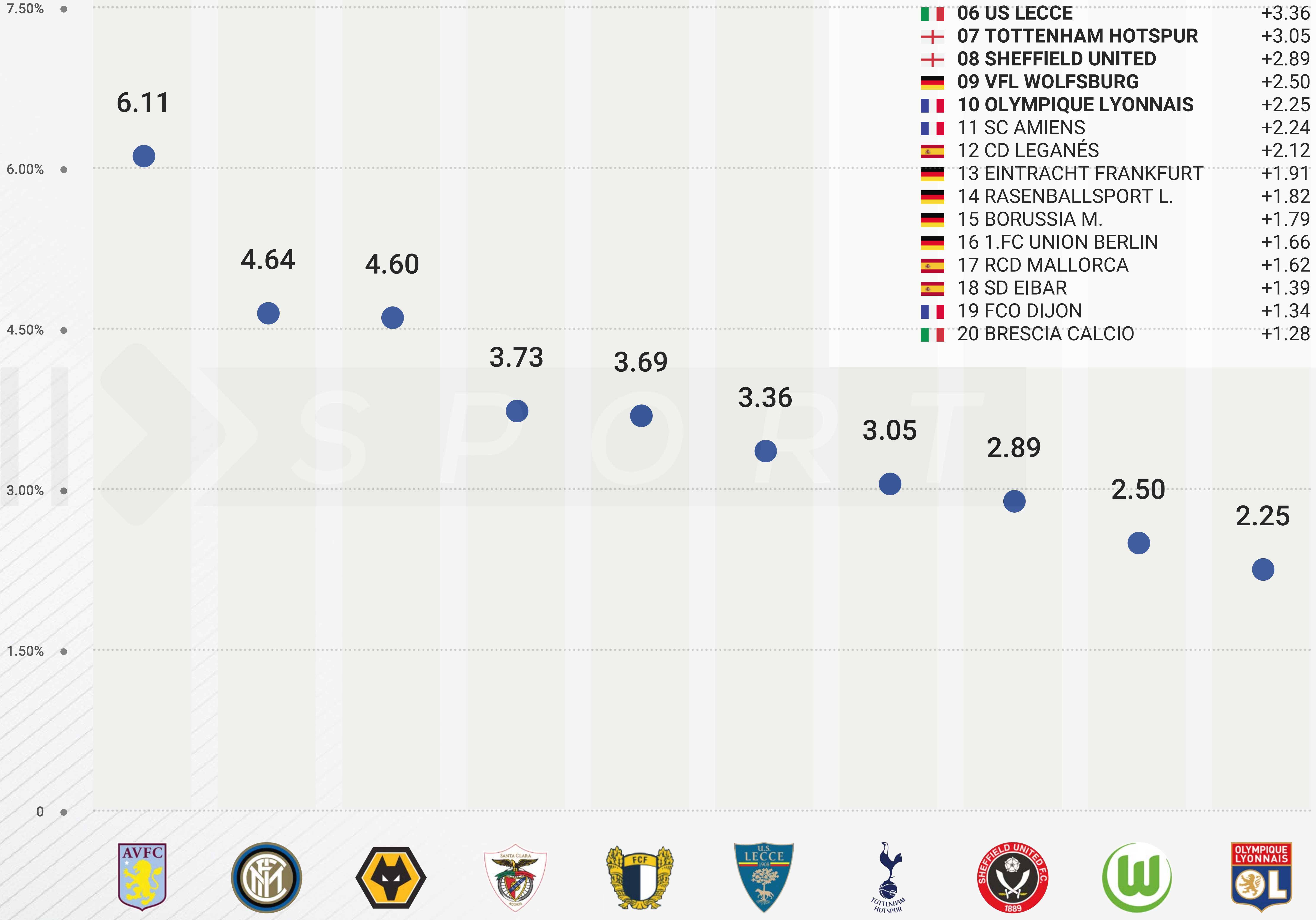
Sport Brands on jerseys coverage in relation to the 238 sponsored European football clubs.



IQUII SPORT

EUROPE 1 **Facebook**

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



CLUBS	% VAR*
01 ASTON VILLA FC	+6.11
02 FC INTERNAZIONALE	+4.64
03 WOLVERHAMPTON W.	+4.60
04 CD SANTA CLARA	+3.73
05 FC DE FAMALICÃO	+3.69
06 US LECCE	+3.36
07 TOTTENHAM HOTSPUR	+3.05
08 SHEFFIELD UNITED	+2.89
09 VFL WOLFSBURG	+2.50
10 OLYMPIQUE LYONNAIS	+2.25
11 SC AMIENS	+2.24
12 CD LEGANÉS	+2.12
13 EINTRACHT FRANKFURT	+1.91
14 RASENBALLSPORT L.	+1.82
15 BORUSSIA M.	+1.79
16 1.FC UNION BERLIN	+1.66
17 RCD MALLORCA	+1.62
18 SD EIBAR	+1.39
19 FCO DIJON	+1.34
20 BRESCIA CALCIO	+1.28

*[from October 15, 2019 to November 15, 2019]

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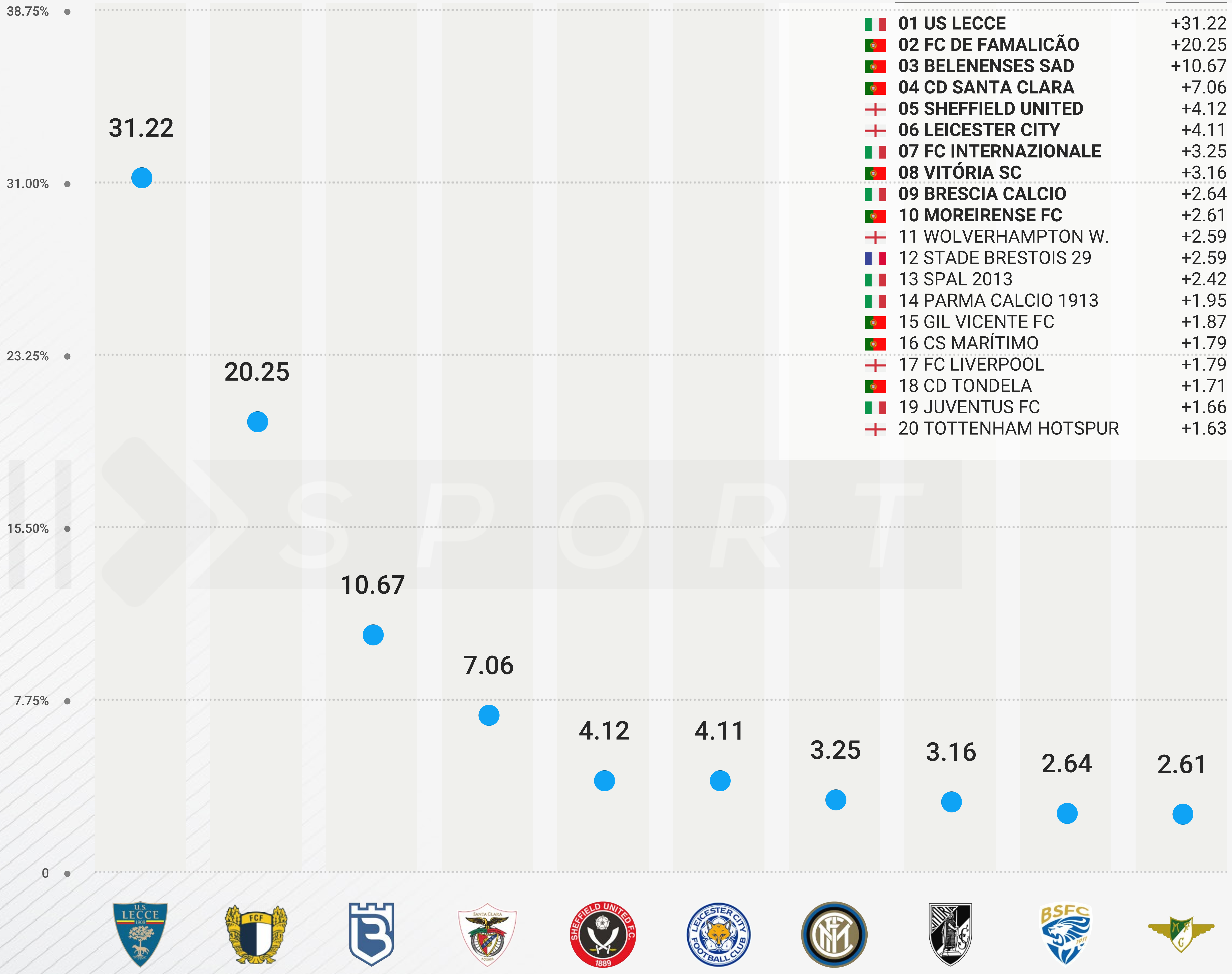
IQUII SPORT

EUROPE 1 Twitter

EUROPEAN TOP20

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



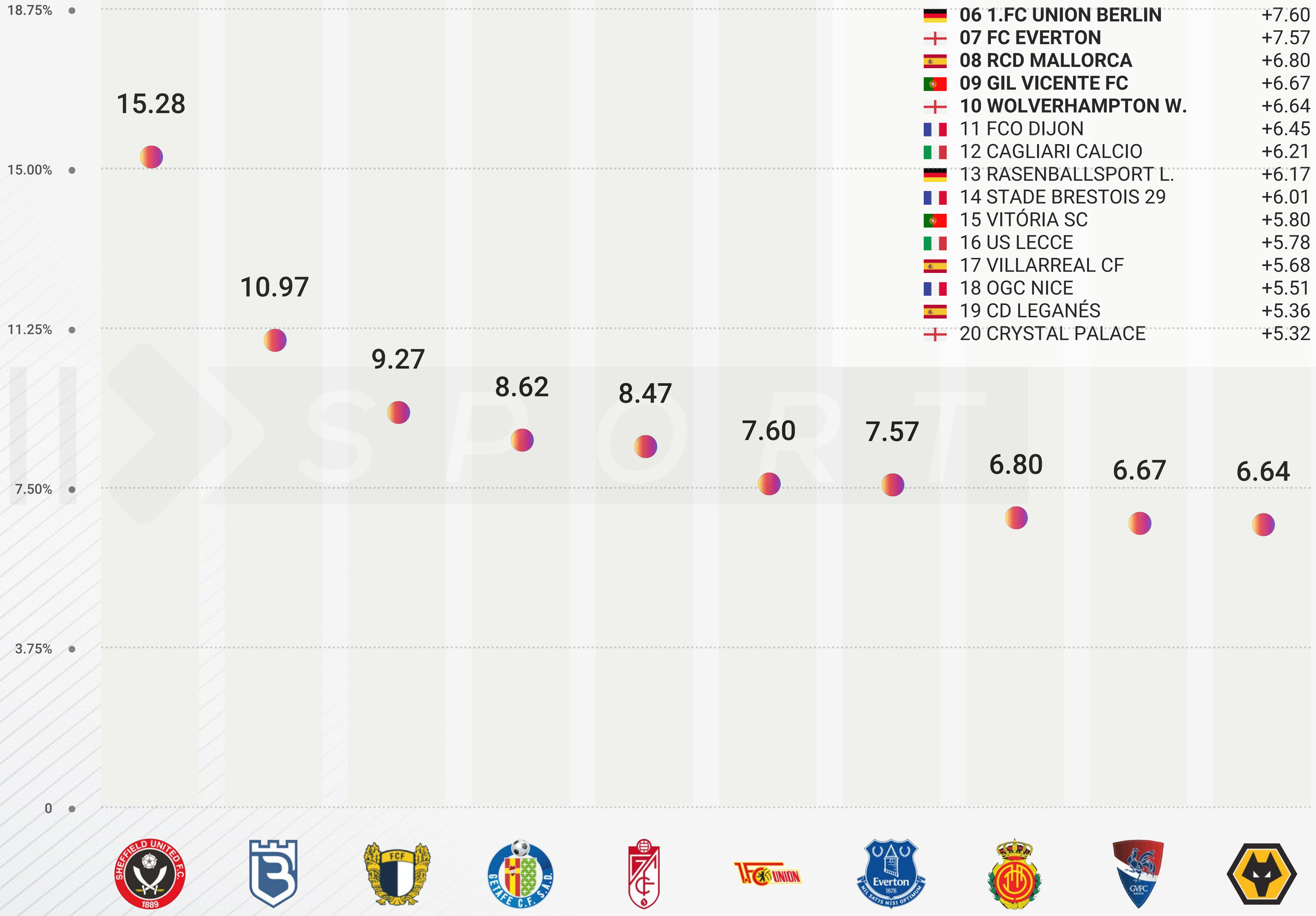
CLUBS	% VAR*
🇮🇹 **01 US LECCE**	+31.22
🇵🇹 **02 FC DE FAMALICÃO**	+20.25
🇵🇹 **03 BELENENSES SAD**	+10.67
🇵🇹 **04 CD SANTA CLARA**	+7.06
🏴󠁧󠁢󠁥󠁮󠁧󠁿 **05 SHEFFIELD UNITED**	+4.12
🏴󠁧󠁢󠁥󠁮󠁧󠁿 **06 LEICESTER CITY**	+4.11
🇮🇹 **07 FC INTERNAZIONALE**	+3.25
🇵🇹 **08 VITÓRIA SC**	+3.16
🇮🇹 **09 BRESCIA CALCIO**	+2.64
🇵🇹 **10 MOREIRENSE FC**	+2.61
🏴󠁧󠁢󠁥󠁮󠁧󠁿 11 WOLVERHAMPTON W.	+2.59
🇫🇷 12 STADE BRESTOIS 29	+2.59
🇮🇹 13 SPAL 2013	+2.42
🇮🇹 14 PARMA CALCIO 1913	+1.95
🇵🇹 15 GIL VICENTE FC	+1.87
🇵🇹 16 CS MARÍTIMO	+1.79
🏴󠁧󠁢󠁥󠁮󠁧󠁿 17 FC LIVERPOOL	+1.79
🇵🇹 18 CD TONDELA	+1.71
🇮🇹 19 JUVENTUS FC	+1.66
🏴󠁧󠁢󠁥󠁮󠁧󠁿 20 TOTTENHAM HOTSPUR	+1.63

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

EUROPE 1 **Instagram**

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



CLUBS	% VAR*
01 SHEFFIELD UNITED	+15.28
02 BELENENSES SAD	+10.97
03 FC DE FAMALICÃO	+9.27
04 GETAFE CF	+8.62
05 GRANADA CF	+8.47
06 1.FC UNION BERLIN	+7.60
07 FC EVERTON	+7.57
08 RCD MALLORCA	+6.80
09 GIL VICENTE FC	+6.67
10 WOLVERHAMPTON W.	+6.64
11 FCO DIJON	+6.45
12 CAGLIARI CALCIO	+6.21
13 RASENBALLSPORT L.	+6.17
14 STADE BRESTOIS 29	+6.01
15 VITÓRIA SC	+5.80
16 US LECCE	+5.78
17 VILLARREAL CF	+5.68
18 OGC NICE	+5.51
19 CD LEGANÉS	+5.36
20 CRYSTAL PALACE	+5.32

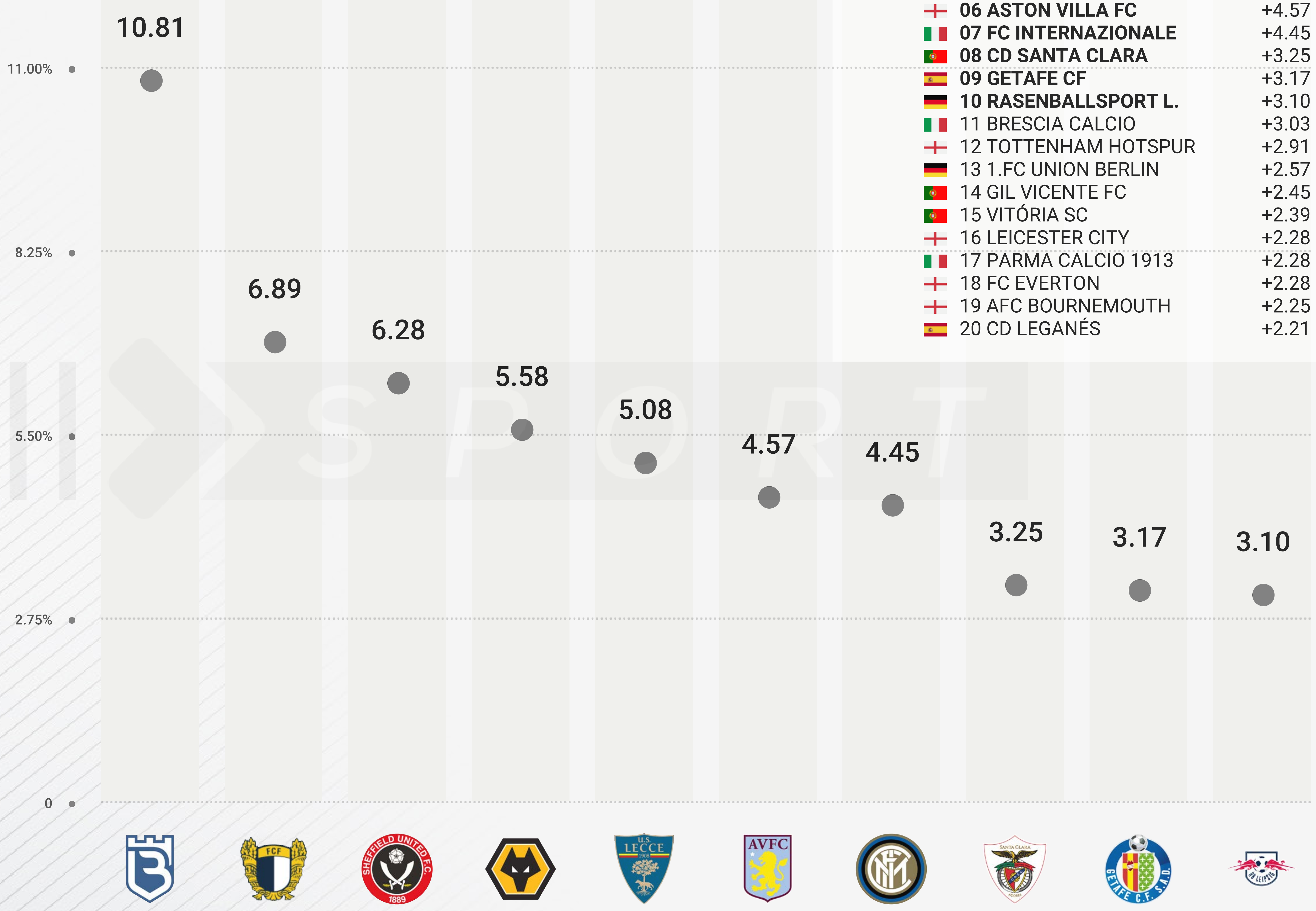
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

EUROPE 1 Social

EUROPEAN TOP20

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



CLUBS	% VAR*
01 BELENENSES SAD	+10.81
02 FC DE FAMALICÃO	+6.89
03 SHEFFIELD UNITED	+6.28
04 WOLVERHAMPTON W.	+5.58
05 US LECCE	+5.08
06 ASTON VILLA FC	+4.57
07 FC INTERNAZIONALE	+4.45
08 CD SANTA CLARA	+3.25
09 GETAFE CF	+3.17
10 RASENBALLSPORT L.	+3.10
11 BRESCIA CALCIO	+3.03
12 TOTTENHAM HOTSPUR	+2.91
13 1.FC UNION BERLIN	+2.57
14 GIL VICENTE FC	+2.45
15 VITÓRIA SC	+2.39
16 LEICESTER CITY	+2.28
17 PARMA CALCIO 1913	+2.28
18 FC EVERTON	+2.28
19 AFC BOURNEMOUTH	+2.25
20 CD LEGANÉS	+2.21

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

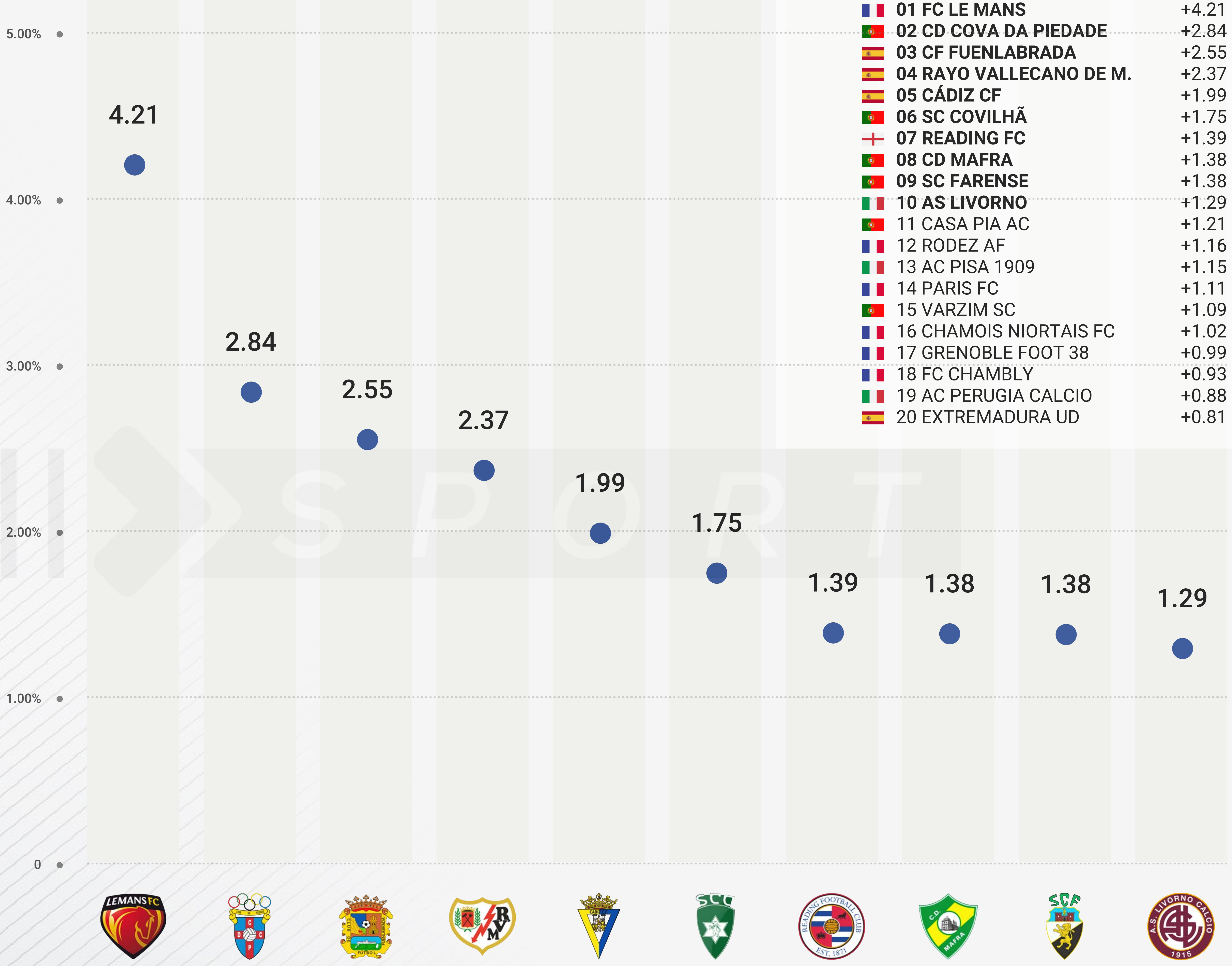
LAST UPDATE NOV 2019

IQUII SPORT

EUROPE 2 **Facebook**

EUROPEAN TOP20

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



	CLUBS	% VAR*
🇫🇷	**01 FC LE MANS**	+4.21
🇵🇹	**02 CD COVA DA PIEDADE**	+2.84
🇪🇸	**03 CF FUENLABRADA**	+2.55
🇪🇸	**04 RAYO VALLECANO DE M.**	+2.37
🇪🇸	**05 CÁDIZ CF**	+1.99
🇵🇹	**06 SC COVILHÃ**	+1.75
🏴󠁧󠁢󠁥󠁮󠁧󠁿	**07 READING FC**	+1.39
🇵🇹	**08 CD MAFRA**	+1.38
🇵🇹	**09 SC FARENSE**	+1.38
🇮🇹	**10 AS LIVORNO**	+1.29
🇵🇹	11 CASA PIA AC	+1.21
🇫🇷	12 RODEZ AF	+1.16
🇮🇹	13 AC PISA 1909	+1.15
🇫🇷	14 PARIS FC	+1.11
🇵🇹	15 VARZIM SC	+1.09
🇫🇷	16 CHAMOIS NIORTAIS FC	+1.02
🇫🇷	17 GRENOBLE FOOT 38	+0.99
🇫🇷	18 FC CHAMBLY	+0.93
🇮🇹	19 AC PERUGIA CALCIO	+0.88
🇪🇸	20 EXTREMADURA UD	+0.81

*[from October 15, 2019 to November 15, 2019]

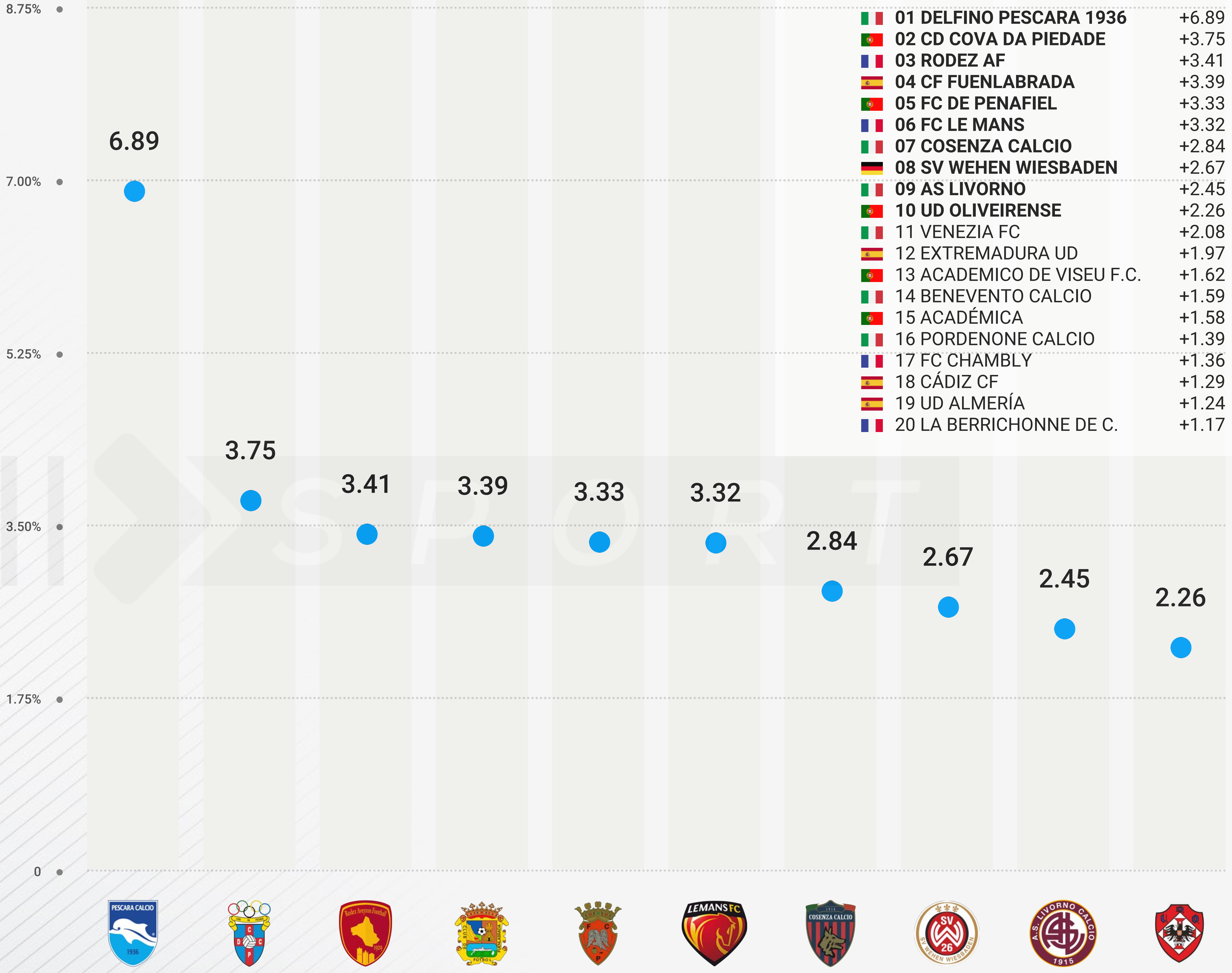
LAST UPDATE NOV 2019

IQUII SPORT

EUROPE 2 Twitter

EUROPEAN TOP20

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



CLUBS	% VAR*
01 DELFINO PESCARA 1936	+6.89
02 CD COVA DA PIEDADE	+3.75
03 RODEZ AF	+3.41
04 CF FUENLABRADA	+3.39
05 FC DE PENAFIEL	+3.33
06 FC LE MANS	+3.32
07 COSENZA CALCIO	+2.84
08 SV WEHEN WIESBADEN	+2.67
09 AS LIVORNO	+2.45
10 UD OLIVEIRENSE	+2.26
11 VENEZIA FC	+2.08
12 EXTREMADURA UD	+1.97
13 ACADEMICO DE VISEU F.C.	+1.62
14 BENEVENTO CALCIO	+1.59
15 ACADÉMICA	+1.58
16 PORDENONE CALCIO	+1.39
17 FC CHAMBLY	+1.36
18 CÁDIZ CF	+1.29
19 UD ALMERÍA	+1.24
20 LA BERRICHONNE DE C.	+1.17

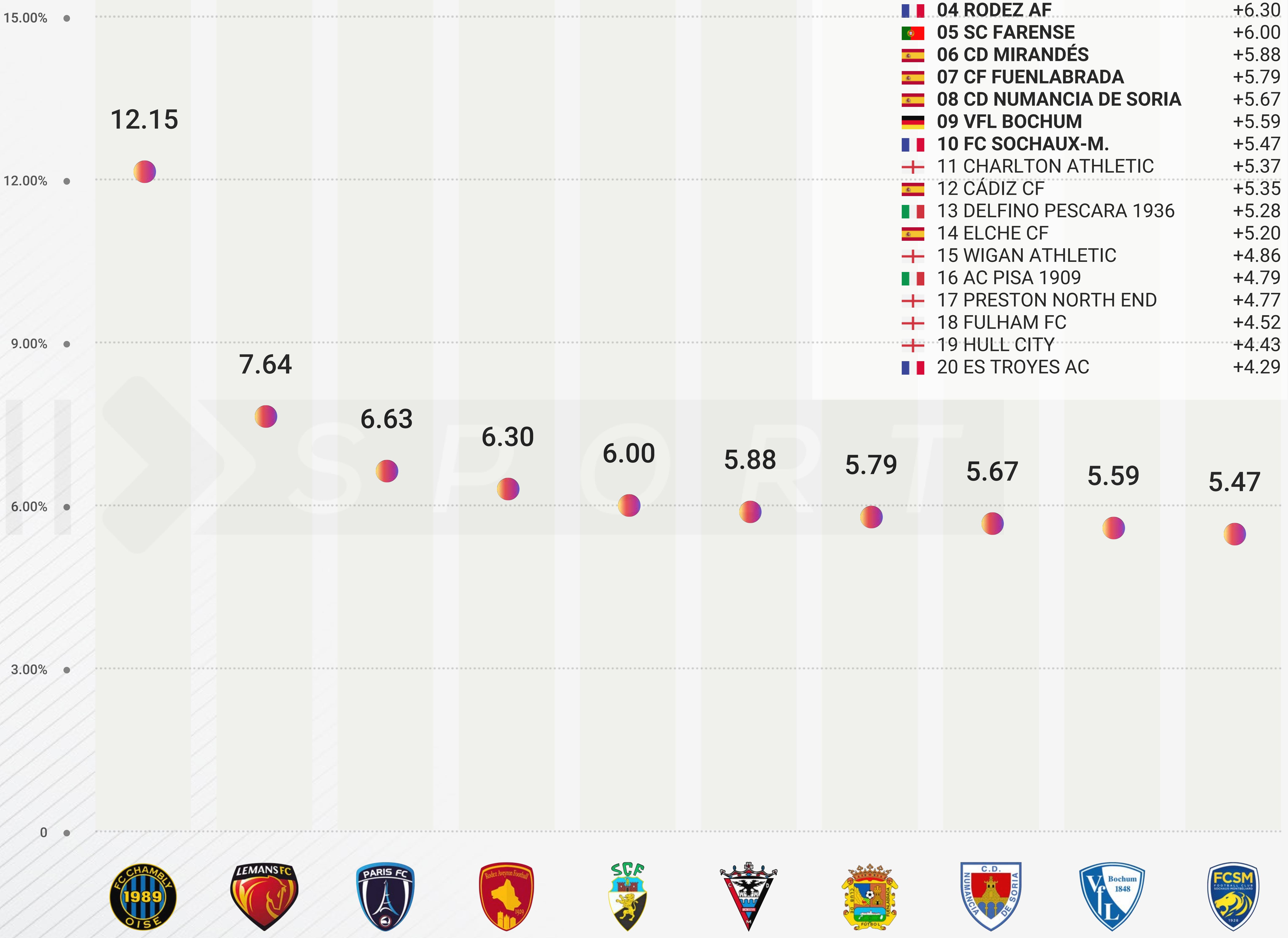
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

EUROPE 2 Instagram

EUROPEAN TOP20



	CLUBS	% VAR*
🇫🇷	**01 FC CHAMBLY**	+12.15
🇫🇷	**02 FC LE MANS**	+7.64
🇫🇷	**03 PARIS FC**	+6.63
🇫🇷	**04 RODEZ AF**	+6.30
🇵🇹	**05 SC FARENSE**	+6.00
🇪🇸	**06 CD MIRANDÉS**	+5.88
🇪🇸	**07 CF FUENLABRADA**	+5.79
🇪🇸	**08 CD NUMANCIA DE SORIA**	+5.67
🇩🇪	**09 VFL BOCHUM**	+5.59
🇫🇷	**10 FC SOCHAUX-M.**	+5.47
🏴󠁧󠁢󠁥󠁮󠁧󠁿	11 CHARLTON ATHLETIC	+5.37
🇪🇸	12 CÁDIZ CF	+5.35
🇮🇹	13 DELFINO PESCARA 1936	+5.28
🇪🇸	14 ELCHE CF	+5.20
🏴󠁧󠁢󠁥󠁮󠁧󠁿	15 WIGAN ATHLETIC	+4.86
🇮🇹	16 AC PISA 1909	+4.79
🏴󠁧󠁢󠁥󠁮󠁧󠁿	17 PRESTON NORTH END	+4.77
🏴󠁧󠁢󠁥󠁮󠁧󠁿	18 FULHAM FC	+4.52
🏴󠁧󠁢󠁥󠁮󠁧󠁿	19 HULL CITY	+4.43
🇫🇷	20 ES TROYES AC	+4.29

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

*[from October 15, 2019 to November 15, 2019]

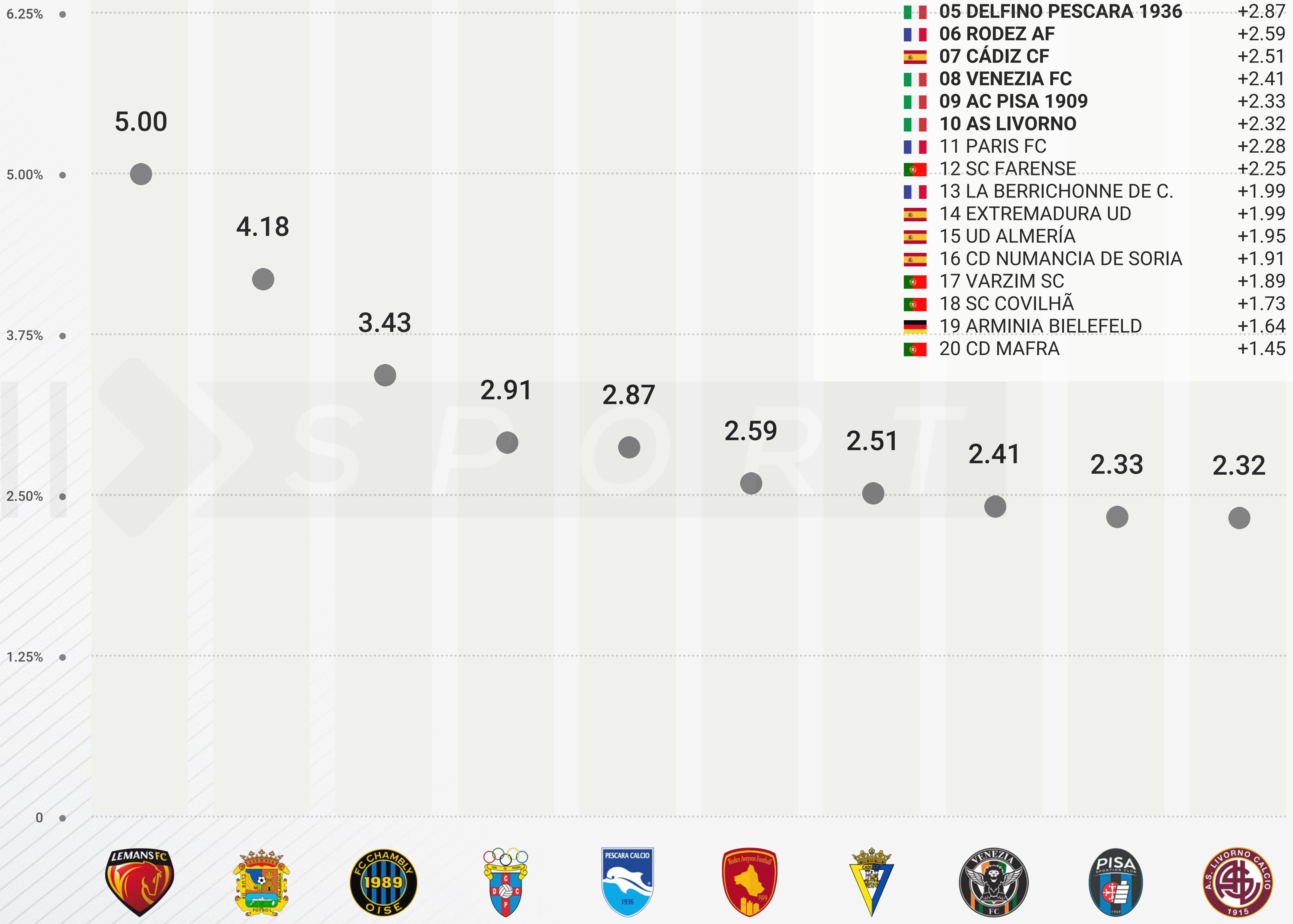
LAST UPDATE NOV 2019

IQUII SPORT

EUROPE 2 Social

EUROPEAN TOP20

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



	CLUBS	% VAR*
🇫🇷	**01 FC LE MANS**	+5.00
🇪🇸	**02 CF FUENLABRADA**	+4.18
🇫🇷	**03 FC CHAMBLY**	+3.43
🇵🇹	**04 CD COVA DA PIEDADE**	+2.91
🇮🇹	**05 DELFINO PESCARA 1936**	+2.87
🇫🇷	**06 RODEZ AF**	+2.59
🇪🇸	**07 CÁDIZ CF**	+2.51
🇮🇹	**08 VENEZIA FC**	+2.41
🇮🇹	**09 AC PISA 1909**	+2.33
🇮🇹	**10 AS LIVORNO**	+2.32
🇫🇷	11 PARIS FC	+2.28
🇵🇹	12 SC FARENSE	+2.25
🇫🇷	13 LA BERRICHONNE DE C.	+1.99
🇪🇸	14 EXTREMADURA UD	+1.99
🇪🇸	15 UD ALMERÍA	+1.95
🇪🇸	16 CD NUMANCIA DE SORIA	+1.91
🇵🇹	17 VARZIM SC	+1.89
🇵🇹	18 SC COVILHÃ	+1.73
🇩🇪	19 ARMINIA BIELEFELD	+1.64
🇵🇹	20 CD MAFRA	+1.45

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

LAST UPDATE NOV 2019

Football Competitions included in this overview

FIRST DIVISION **20 CLUBS**

Premier League

SECOND DIVISION **24 CLUBS**

Sky BET CHAMPIONSHIP EFL

CHAMPIONSHIP

LAST UPDATE NOV 2019

ENGLAND SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: Premier League and Championship.

44

CLUBS

Total Premier League and Championship football clubs analyzed.

13

BRANDS

Total Premier League and Championship Sport Brands on jerseys analyzed.

516.1 M

+ 1.15%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

ENGLAND SnapShot / First Division

Premier League

20

CLUBS

Total Premier League football clubs analyzed.

8

BRANDS

Total Premier League Sport Brands on jerseys analyzed.

492.4 M

+ 1.18%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

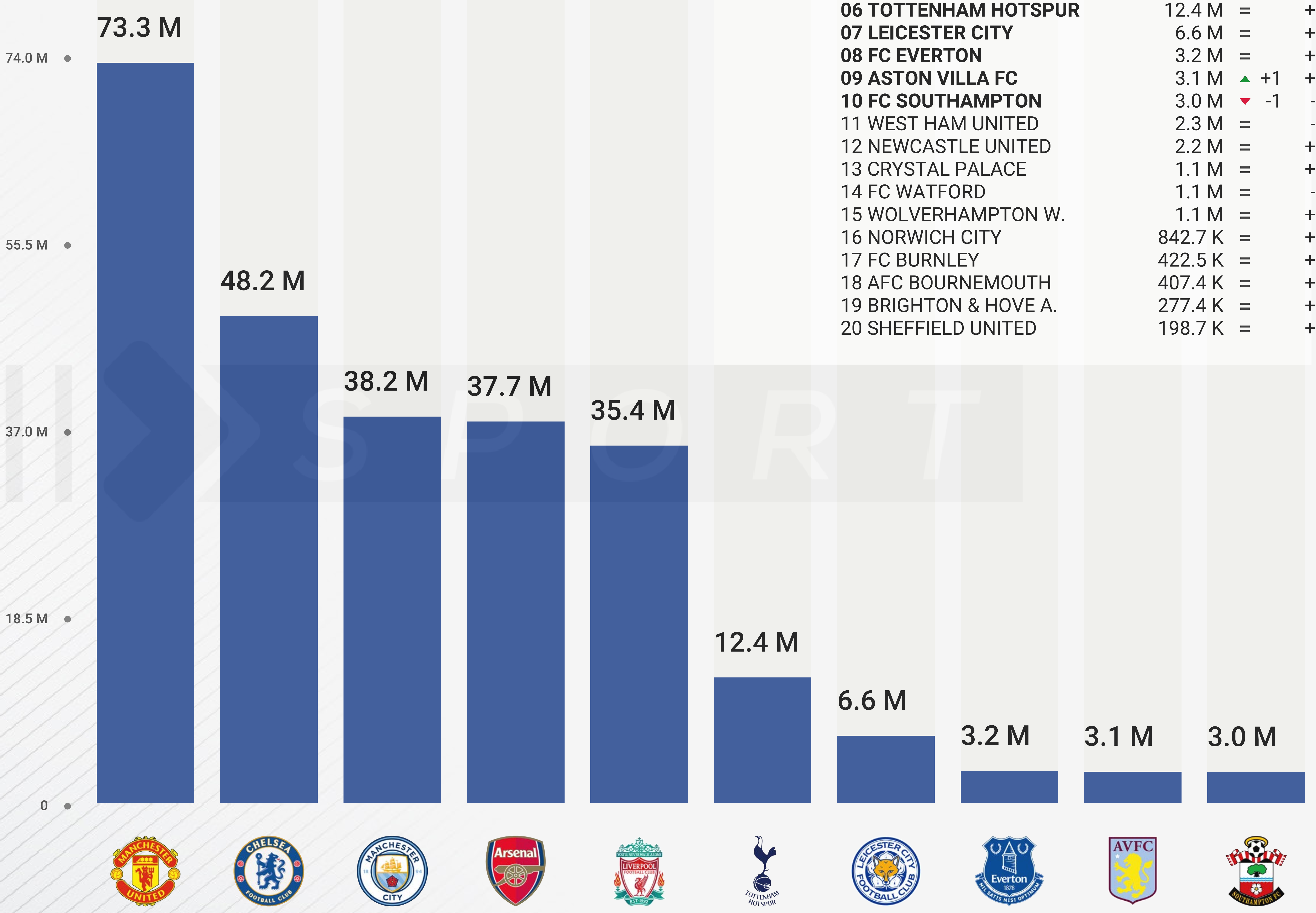
ENGLAND **Facebook**

f

TOTAL FANBASE

271.1 M

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	73.3 M	=	-0.03
02 CHELSEA FC	48.2 M	=	+0.20
03 MANCHESTER CITY	38.2 M	=	+0.46
04 FC ARSENAL	37.7 M	=	-0.04
05 FC LIVERPOOL	35.4 M	=	+0.48
06 TOTTENHAM HOTSPUR	12.4 M	=	+3.05
07 LEICESTER CITY	6.6 M	=	+0.47
08 FC EVERTON	3.2 M	=	+0.60
09 ASTON VILLA FC	3.1 M	▲ +1	+6.11
10 FC SOUTHAMPTON	3.0 M	▼ -1	-0.19
11 WEST HAM UNITED	2.3 M	=	-0.12
12 NEWCASTLE UNITED	2.2 M	=	+0.01
13 CRYSTAL PALACE	1.1 M	=	+0.32
14 FC WATFORD	1.1 M	=	-0.16
15 WOLVERHAMPTON W.	1.1 M	=	+4.60
16 NORWICH CITY	842.7 K	=	+0.17
17 FC BURNLEY	422.5 K	=	+0.25
18 AFC BOURNEMOUTH	407.4 K	=	+0.70
19 BRIGHTON & HOVE A.	277.4 K	=	+0.69
20 SHEFFIELD UNITED	198.7 K	=	+2.89

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

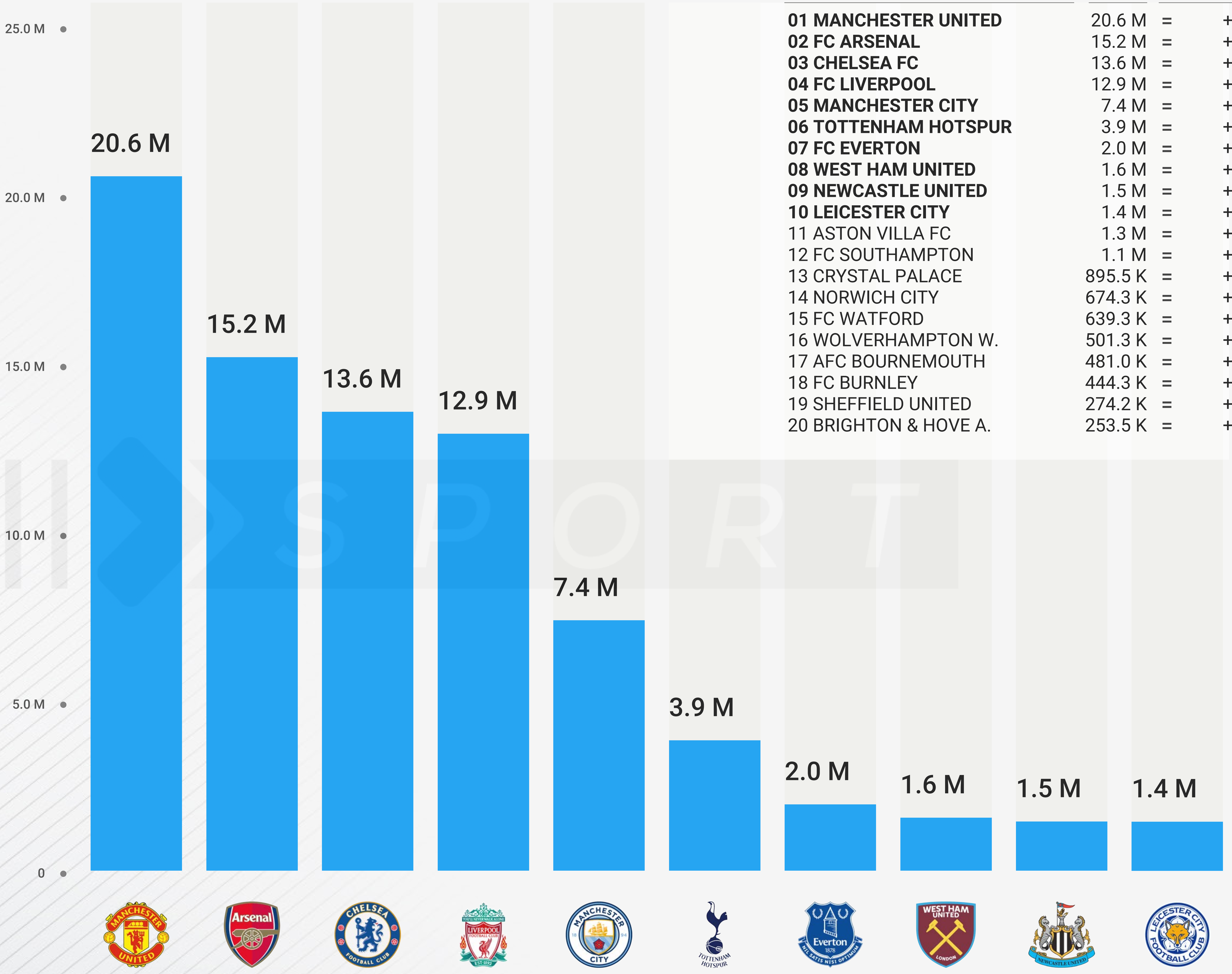
ENGLAND Twitter

TOTAL FANBASE

86.6 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	20.6 M	=	+0.90
02 FC ARSENAL	15.2 M	=	+0.89
03 CHELSEA FC	13.6 M	=	+0.94
04 FC LIVERPOOL	12.9 M	=	+1.79
05 MANCHESTER CITY	7.4 M	=	+1.23
06 TOTTENHAM HOTSPUR	3.9 M	=	+1.63
07 FC EVERTON	2.0 M	=	+1.30
08 WEST HAM UNITED	1.6 M	=	+0.69
09 NEWCASTLE UNITED	1.5 M	=	+0.58
10 LEICESTER CITY	1.4 M	=	+4.11
11 ASTON VILLA FC	1.3 M	=	+0.96
12 FC SOUTHAMPTON	1.1 M	=	+0.80
13 CRYSTAL PALACE	895.5 K	=	+0.96
14 NORWICH CITY	674.3 K	=	+0.39
15 FC WATFORD	639.3 K	=	+0.55
16 WOLVERHAMPTON W.	501.3 K	=	+2.59
17 AFC BOURNEMOUTH	481.0 K	=	+1.31
18 FC BURNLEY	444.3 K	=	+1.00
19 SHEFFIELD UNITED	274.2 K	=	+4.12
20 BRIGHTON & HOVE A.	253.5 K	=	+1.53

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

ENGLAND Instagram

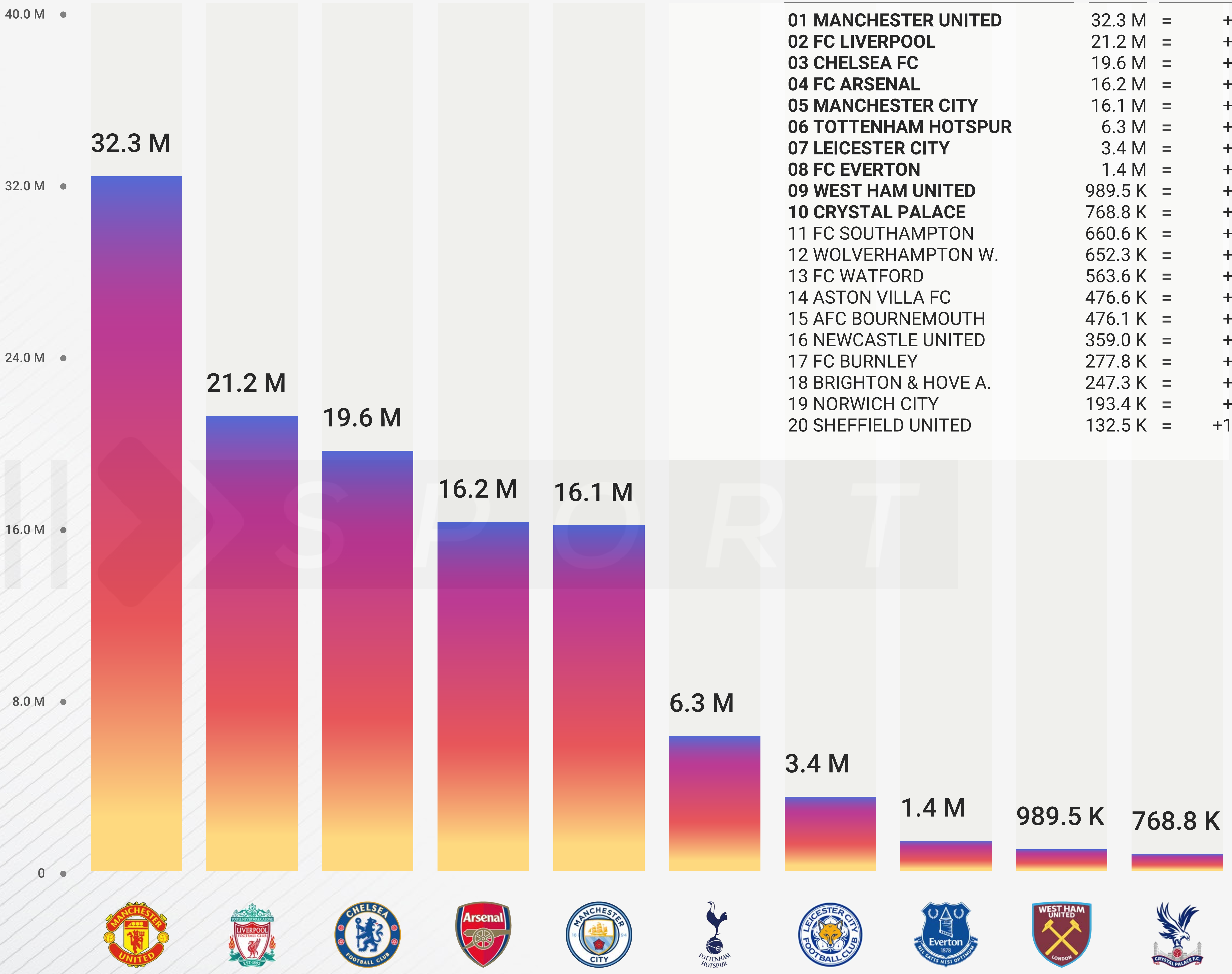
TOTAL FANBASE

122.2 M

Premier League

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

CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	32.3 M	=	+1.56
02 FC LIVERPOOL	21.2 M	=	+3.64
03 CHELSEA FC	19.6 M	=	+2.14
04 FC ARSENAL	16.2 M	=	+1.49
05 MANCHESTER CITY	16.1 M	=	+2.98
06 TOTTENHAM HOTSPUR	6.3 M	=	+3.35
07 LEICESTER CITY	3.4 M	=	+4.37
08 FC EVERTON	1.4 M	=	+7.57
09 WEST HAM UNITED	989.5 K	=	+2.69
10 CRYSTAL PALACE	768.8 K	=	+5.32
11 FC SOUTHAMPTON	660.6 K	=	+3.25
12 WOLVERHAMPTON W.	652.3 K	=	+6.64
13 FC WATFORD	563.6 K	=	+3.90
14 ASTON VILLA FC	476.6 K	=	+4.55
15 AFC BOURNEMOUTH	476.1 K	=	+4.61
16 NEWCASTLE UNITED	359.0 K	=	+3.06
17 FC BURNLEY	277.8 K	=	+1.68
18 BRIGHTON & HOVE A.	247.3 K	=	+1.73
19 NORWICH CITY	193.4 K	=	+3.91
20 SHEFFIELD UNITED	132.5 K	=	+15.28



*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

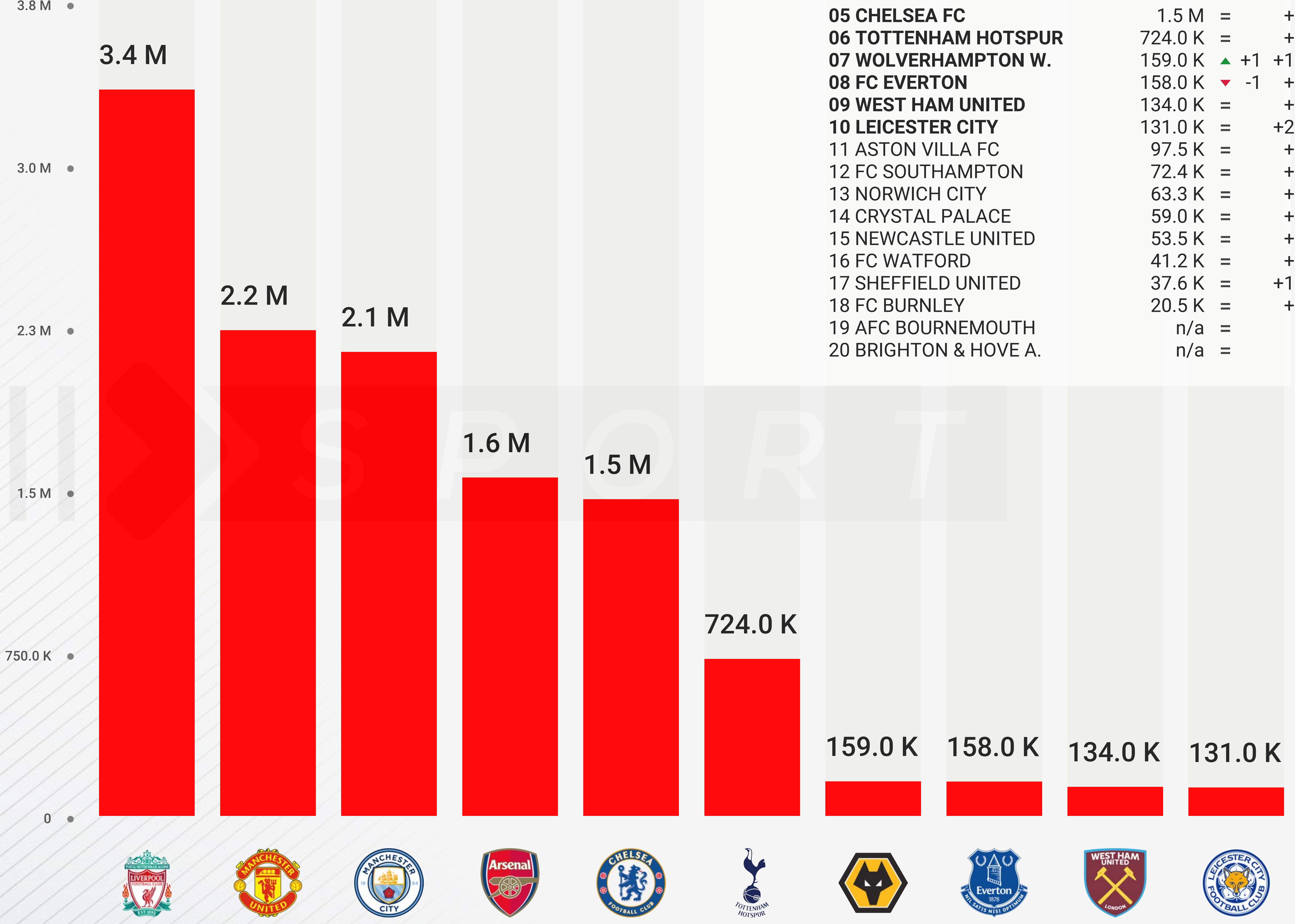
ENGLAND YouTube

TOTAL FANBASE

12.5 M

Premier League

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



CLUBS	FANS		% VAR*
01 FC LIVERPOOL	3.4 M	=	+6.69
02 MANCHESTER UNITED	2.2 M	=	+6.16
03 MANCHESTER CITY	2.1 M	=	+3.38
04 FC ARSENAL	1.6 M	=	+2.63
05 CHELSEA FC	1.5 M	=	+6.57
06 TOTTENHAM HOTSPUR	724.0 K	=	+3.72
07 WOLVERHAMPTON W.	159.0 K	▲ +1	+19.55
08 FC EVERTON	158.0 K	▼ -1	+4.64
09 WEST HAM UNITED	134.0 K	=	+0.75
10 LEICESTER CITY	131.0 K	=	+27.18
11 ASTON VILLA FC	97.5 K	=	+6.09
12 FC SOUTHAMPTON	72.4 K	=	+2.99
13 NORWICH CITY	63.3 K	=	+3.26
14 CRYSTAL PALACE	59.0 K	=	+4.80
15 NEWCASTLE UNITED	53.5 K	=	+5.73
16 FC WATFORD	41.2 K	=	+7.29
17 SHEFFIELD UNITED	37.6 K	=	+11.90
18 FC BURNLEY	20.5 K	=	+4.06
19 AFC BOURNEMOUTH	n/a	=	n/a
20 BRIGHTON & HOVE A.	n/a	=	n/a

LAST UPDATE NOV 2019

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

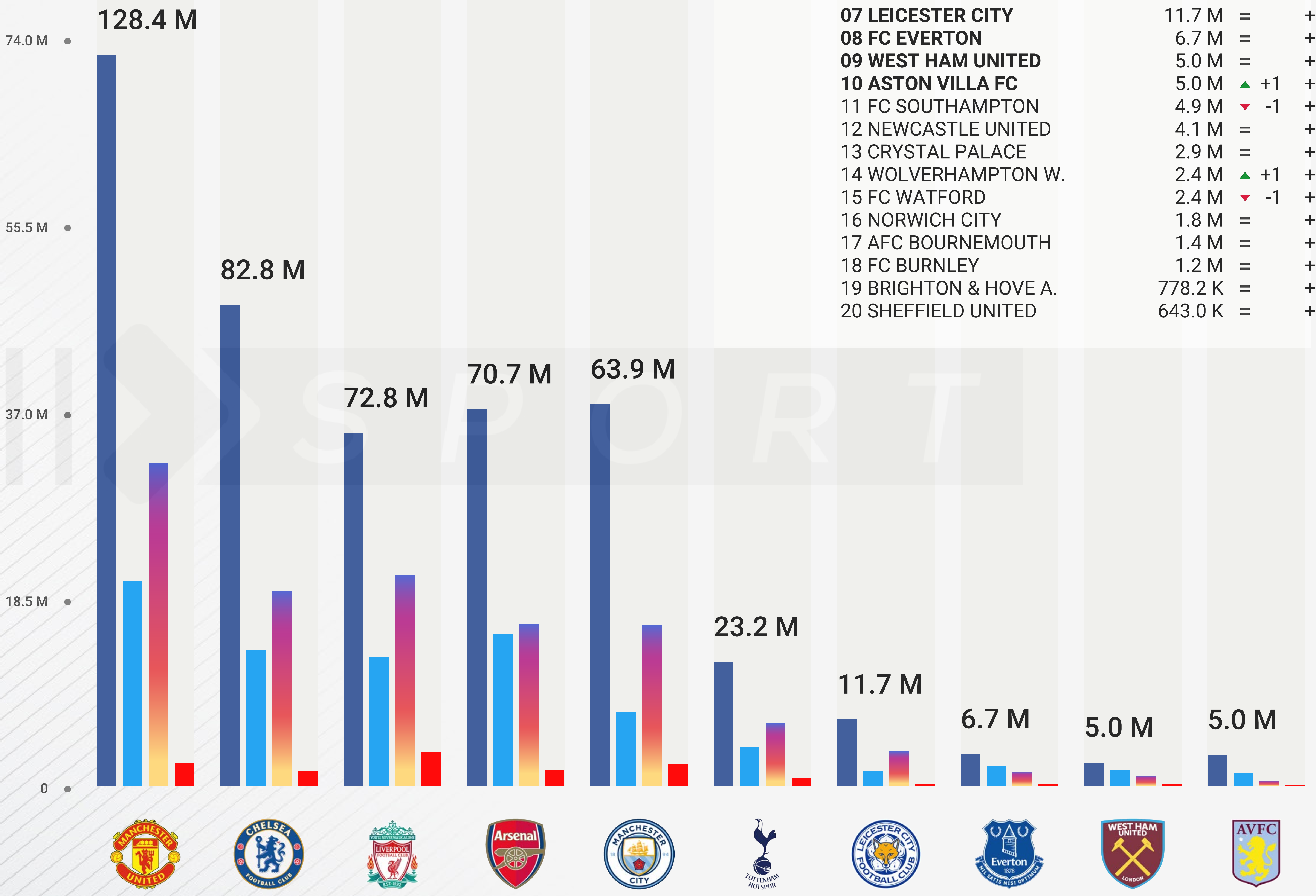
IQUII SPORT

ENGLAND Social

TOTAL FANBASE

492.4 M

Premier League



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	128.4 M	=	+0.62
02 CHELSEA FC	82.8 M	=	+0.88
03 FC LIVERPOOL	72.8 M	=	+1.89
04 FC ARSENAL	70.7 M	=	+0.56
05 MANCHESTER CITY	63.9 M	=	+1.27
06 TOTTENHAM HOTSPUR	23.2 M	=	+2.91
07 LEICESTER CITY	11.7 M	=	+2.28
08 FC EVERTON	6.7 M	=	+2.28
09 WEST HAM UNITED	5.0 M	=	+0.70
10 ASTON VILLA FC	5.0 M	▲ +1	+4.57
11 FC SOUTHAMPTON	4.9 M	▼ -1	+0.53
12 NEWCASTLE UNITED	4.1 M	=	+0.55
13 CRYSTAL PALACE	2.9 M	=	+1.91
14 WOLVERHAMPTON W.	2.4 M	▲ +1	+5.58
15 FC WATFORD	2.4 M	▼ -1	+1.09
16 NORWICH CITY	1.8 M	=	+0.75
17 AFC BOURNEMOUTH	1.4 M	=	+2.25
18 FC BURNLEY	1.2 M	=	+0.94
19 BRIGHTON & HOVE A.	778.2 K	=	+1.29
20 SHEFFIELD UNITED	643.0 K	=	+6.28

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

LAST UPDATE NOV 2019

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

IQUII SPORT

ENGLAND Brands

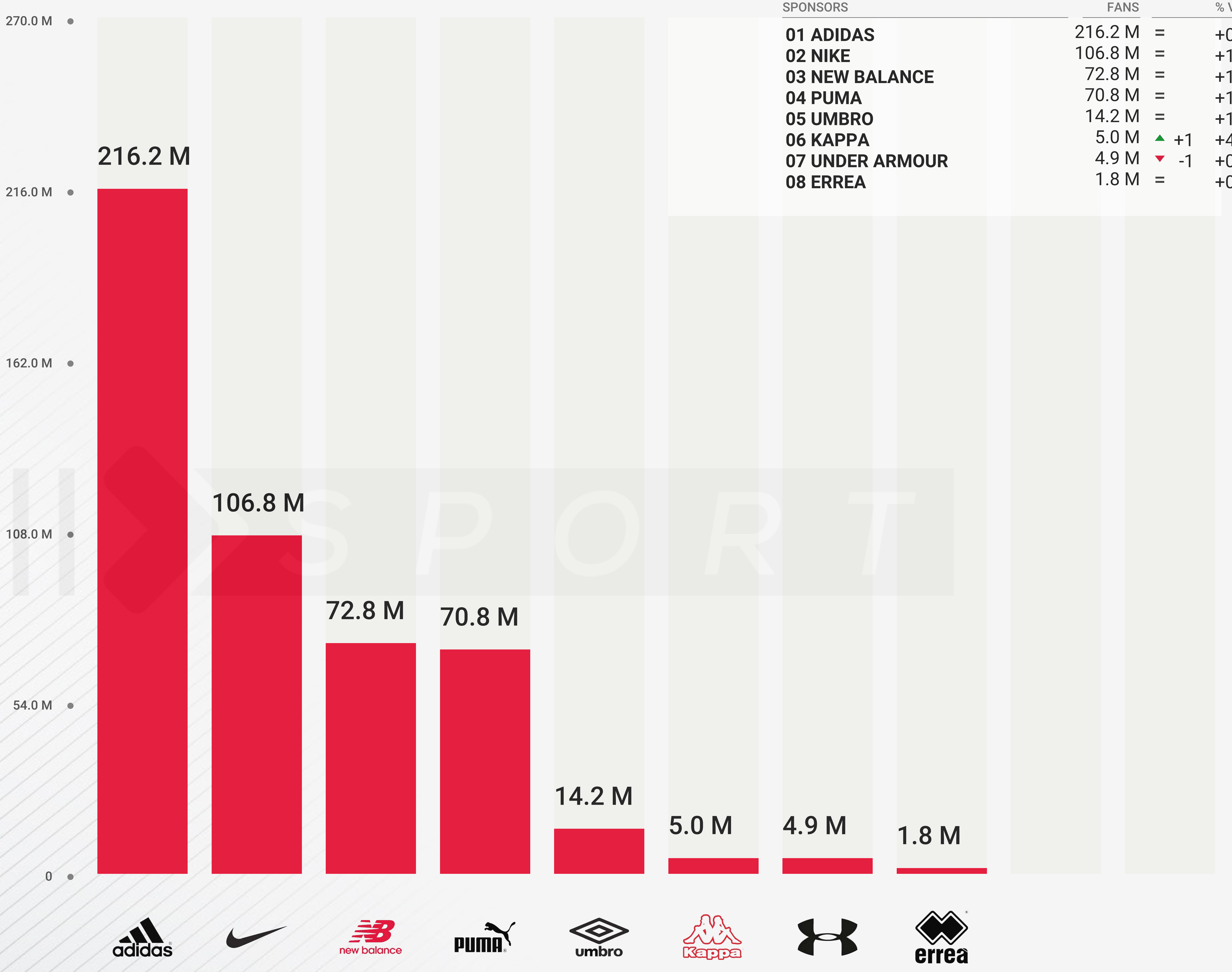
TOTAL FANBASE

492.4 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	216.2 M	=	+0.76
02 NIKE	106.8 M	=	+1.32
03 NEW BALANCE	72.8 M	=	+1.89
04 PUMA	70.8 M	=	+1.26
05 UMBRO	14.2 M	=	+1.60
06 KAPPA	5.0 M	▲ +1	+4.57
07 UNDER ARMOUR	4.9 M	▼ -1	+0.53
08 ERREA	1.8 M	=	+0.75



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

LAST UPDATE NOV 2019

ENGLAND Brands

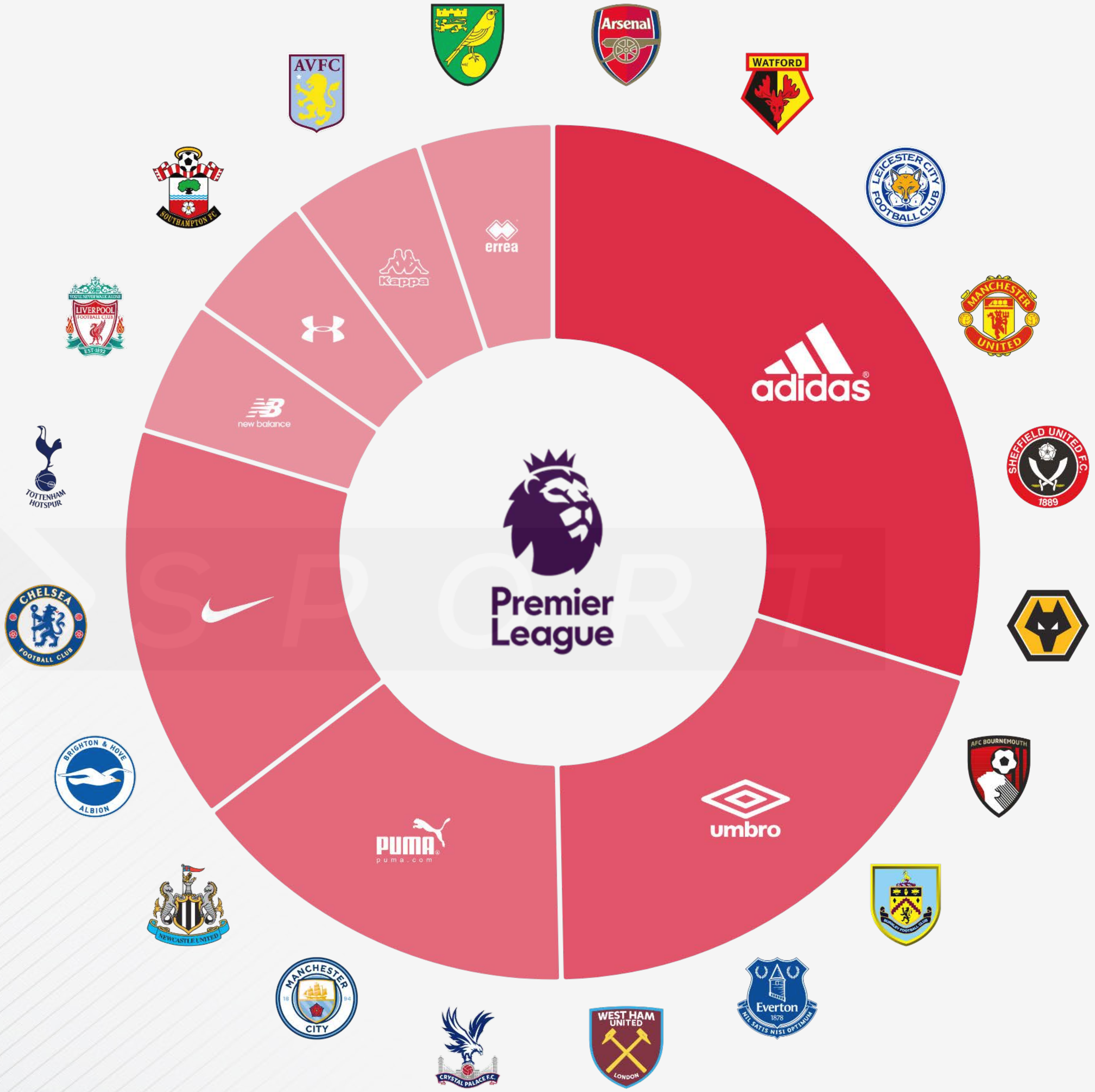
CLUBS

20

Sport Brands

8

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



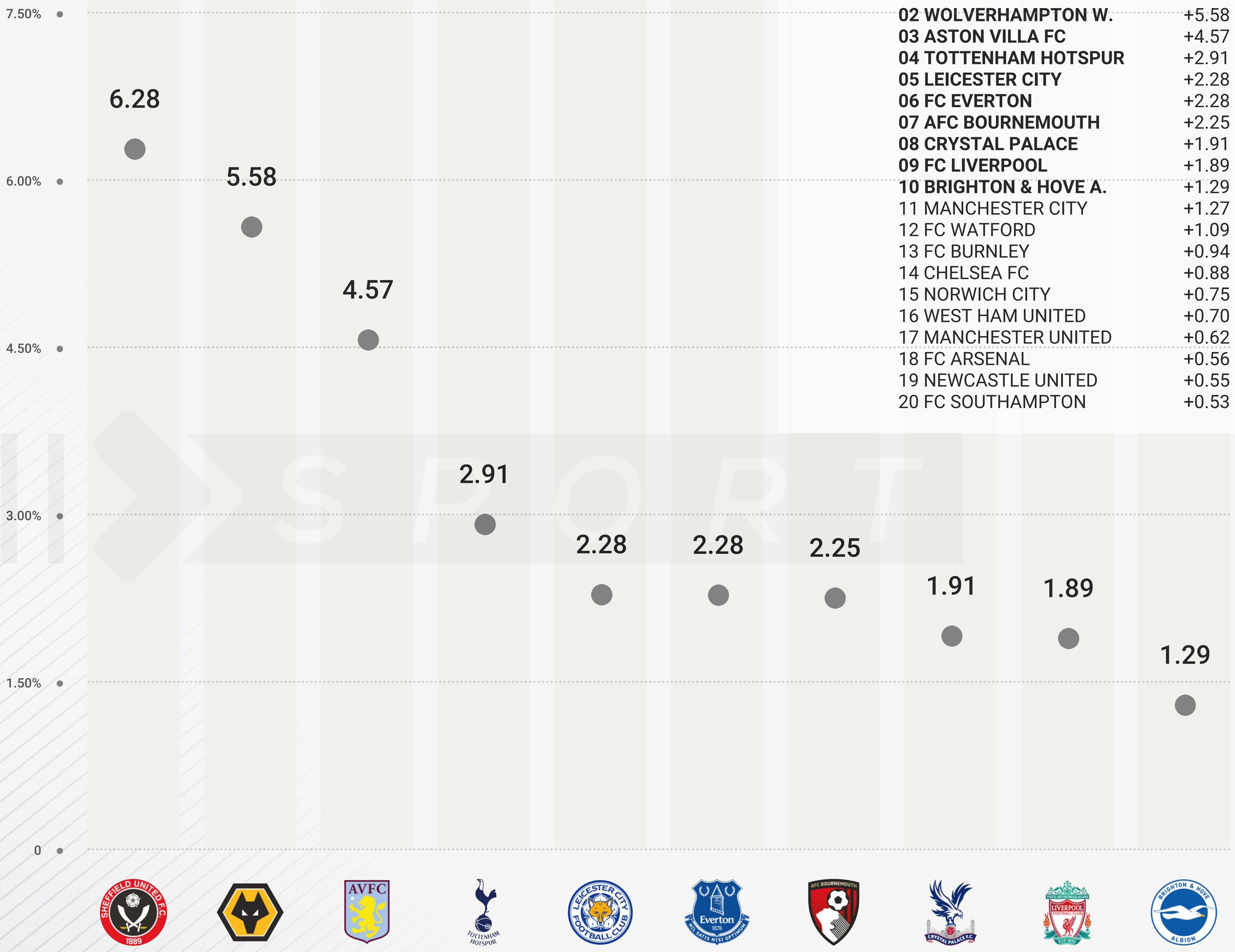
*[from October 15, 2019 to November 15, 2019]

IQUII SPORT

ENGLAND **Grown Up**

Premier League

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



CLUBS	% VAR*
01 SHEFFIELD UNITED	+6.28
02 WOLVERHAMPTON W.	+5.58
03 ASTON VILLA FC	+4.57
04 TOTTENHAM HOTSPUR	+2.91
05 LEICESTER CITY	+2.28
06 FC EVERTON	+2.28
07 AFC BOURNEMOUTH	+2.25
08 CRYSTAL PALACE	+1.91
09 FC LIVERPOOL	+1.89
10 BRIGHTON & HOVE A.	+1.29
11 MANCHESTER CITY	+1.27
12 FC WATFORD	+1.09
13 FC BURNLEY	+0.94
14 CHELSEA FC	+0.88
15 NORWICH CITY	+0.75
16 WEST HAM UNITED	+0.70
17 MANCHESTER UNITED	+0.62
18 FC ARSENAL	+0.56
19 NEWCASTLE UNITED	+0.55
20 FC SOUTHAMPTON	+0.53

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

LAST UPDATE NOV 2019

ENGLAND SnapShot / Second Division

24

CLUBS

Total Championship football clubs analyzed.

11

BRANDS

Total Championship Sport Brands on jerseys analyzed.

23.7 M

+ 0.57%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

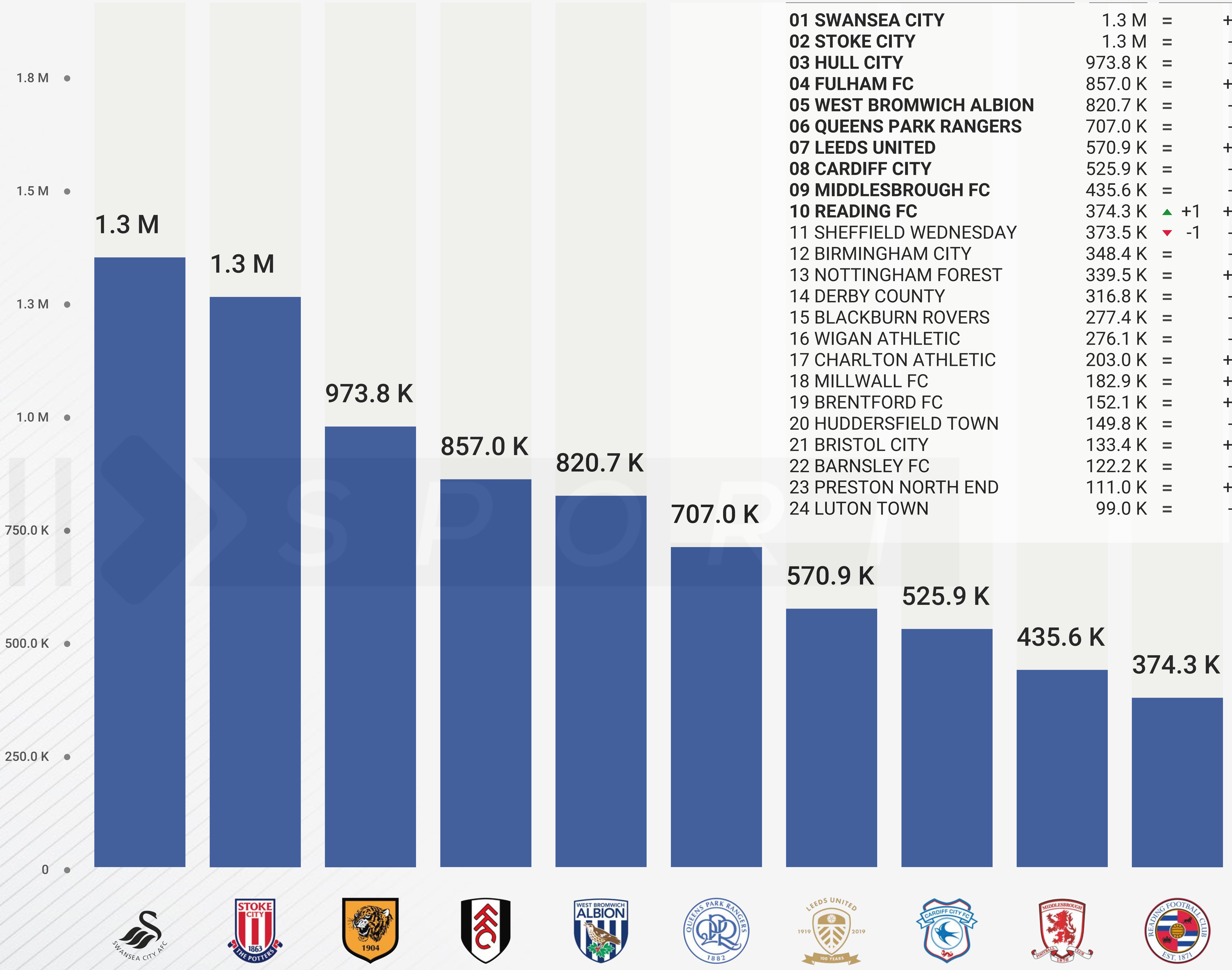
IQUII SPORT

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	=	+0.13
02 STOKE CITY	1.3 M	=	-0.23
03 HULL CITY	973.8 K	=	-0.15
04 FULHAM FC	857.0 K	=	+0.04
05 WEST BROMWICH ALBION	820.7 K	=	-0.26
06 QUEENS PARK RANGERS	707.0 K	=	-0.18
07 LEEDS UNITED	570.9 K	=	+0.25
08 CARDIFF CITY	525.9 K	=	-0.10
09 MIDDLESBROUGH FC	435.6 K	=	-0.20
10 READING FC	374.3 K	▲ +1	+1.39
11 SHEFFIELD WEDNESDAY	373.5 K	▼ -1	-0.12
12 BIRMINGHAM CITY	348.4 K	=	-0.05
13 NOTTINGHAM FOREST	339.5 K	=	+0.07
14 DERBY COUNTY	316.8 K	=	-0.02
15 BLACKBURN ROVERS	277.4 K	=	-0.11
16 WIGAN ATHLETIC	276.1 K	=	-0.05
17 CHARLTON ATHLETIC	203.0 K	=	+0.09
18 MILLWALL FC	182.9 K	=	+0.08
19 BRENTFORD FC	152.1 K	=	+0.16
20 HUDDERSFIELD TOWN	149.8 K	=	-0.06
21 BRISTOL CITY	133.4 K	=	+0.19
22 BARNSLEY FC	122.2 K	=	-0.11
23 PRESTON NORTH END	111.0 K	=	+0.30
24 LUTON TOWN	99.0 K	=	-0.04

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

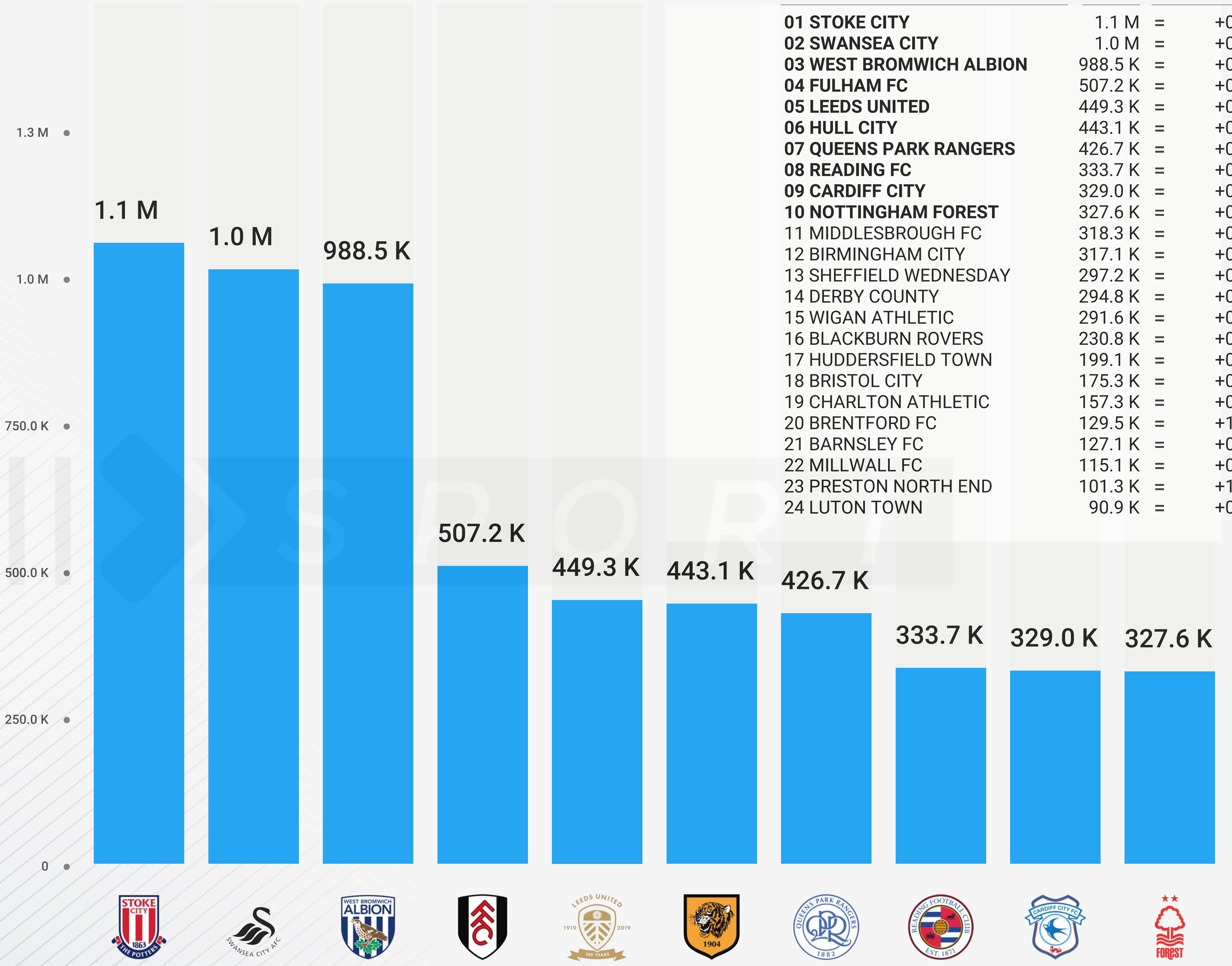
ENGLAND Twitter

TOTAL FANBASE

8.7 M

Sky BET CHAMPIONSHIP EFL

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



CLUBS	FANS		% VAR*
01 STOKE CITY	1.1 M	=	+0.19
02 SWANSEA CITY	1.0 M	=	+0.21
03 WEST BROMWICH ALBION	988.5 K	=	+0.33
04 FULHAM FC	507.2 K	=	+0.26
05 LEEDS UNITED	449.3 K	=	+0.91
06 HULL CITY	443.1 K	=	+0.34
07 QUEENS PARK RANGERS	426.7 K	=	+0.22
08 READING FC	333.7 K	=	+0.22
09 CARDIFF CITY	329.0 K	=	+0.53
10 NOTTINGHAM FOREST	327.6 K	=	+0.71
11 MIDDLESBROUGH FC	318.3 K	=	+0.18
12 BIRMINGHAM CITY	317.1 K	=	+0.68
13 SHEFFIELD WEDNESDAY	297.2 K	=	+0.49
14 DERBY COUNTY	294.8 K	=	+0.47
15 WIGAN ATHLETIC	291.6 K	=	+0.25
16 BLACKBURN ROVERS	230.8 K	=	+0.26
17 HUDDERSFIELD TOWN	199.1 K	=	+0.63
18 BRISTOL CITY	175.3 K	=	+0.51
19 CHARLTON ATHLETIC	157.3 K	=	+0.60
20 BRENTFORD FC	129.5 K	=	+1.15
21 BARNSLEY FC	127.1 K	=	+0.78
22 MILLWALL FC	115.1 K	=	+0.94
23 PRESTON NORTH END	101.3 K	=	+1.05
24 LUTON TOWN	90.9 K	=	+0.26

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

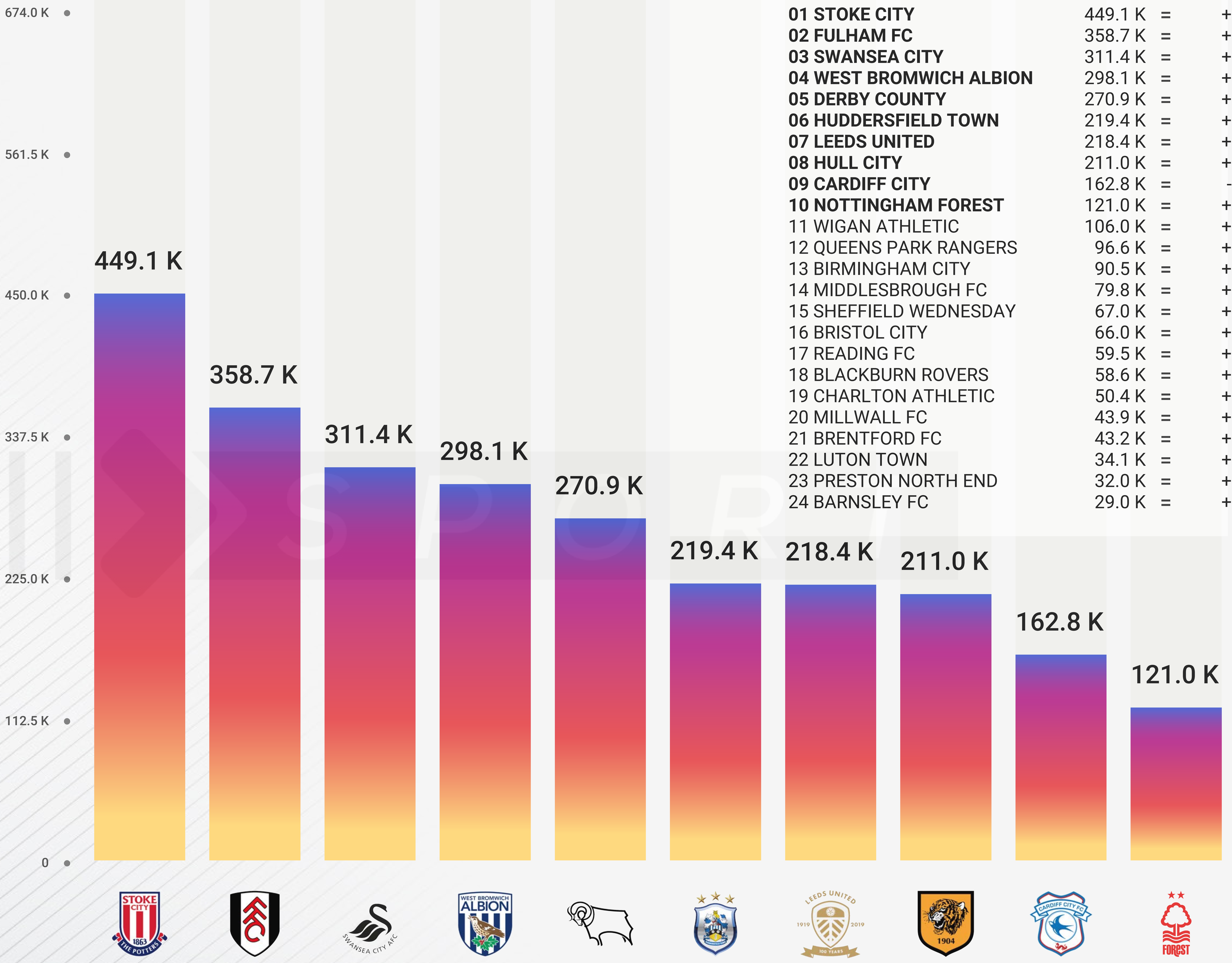
ENGLAND Instagram

TOTAL FANBASE

3.5 M

Sky BET CHAMPIONSHIP EFL

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



CLUBS	FANS		% VAR*
01 STOKE CITY	449.1 K	=	+1.72
02 FULHAM FC	358.7 K	=	+4.52
03 SWANSEA CITY	311.4 K	=	+2.77
04 WEST BROMWICH ALBION	298.1 K	=	+1.17
05 DERBY COUNTY	270.9 K	=	+2.49
06 HUDDERSFIELD TOWN	219.4 K	=	+2.84
07 LEEDS UNITED	218.4 K	=	+2.69
08 HULL CITY	211.0 K	=	+4.43
09 CARDIFF CITY	162.8 K	=	-0.03
10 NOTTINGHAM FOREST	121.0 K	=	+2.78
11 WIGAN ATHLETIC	106.0 K	=	+4.86
12 QUEENS PARK RANGERS	96.6 K	=	+4.17
13 BIRMINGHAM CITY	90.5 K	=	+1.67
14 MIDDLESBROUGH FC	79.8 K	=	+0.40
15 SHEFFIELD WEDNESDAY	67.0 K	=	+1.34
16 BRISTOL CITY	66.0 K	=	+2.44
17 READING FC	59.5 K	=	+0.99
18 BLACKBURN ROVERS	58.6 K	=	+3.97
19 CHARLTON ATHLETIC	50.4 K	=	+5.37
20 MILLWALL FC	43.9 K	=	+3.00
21 BRENTFORD FC	43.2 K	=	+4.03
22 LUTON TOWN	34.1 K	=	+2.37
23 PRESTON NORTH END	32.0 K	=	+4.77
24 BARNSLEY FC	29.0 K	=	+1.44

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

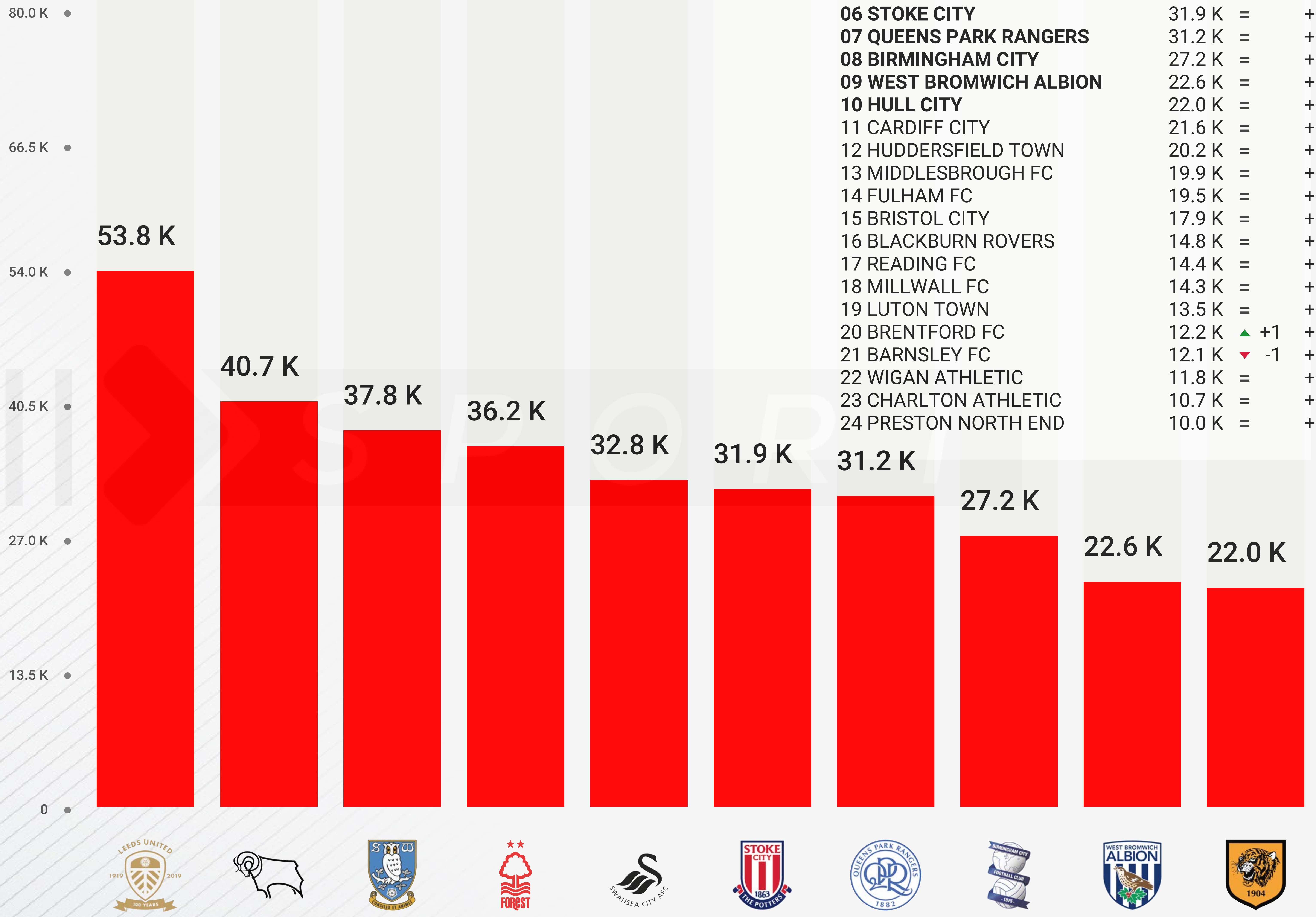
IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

549 K

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



CLUBS	FANS		% VAR*
01 LEEDS UNITED	53.8 K	=	+4.87
02 DERBY COUNTY	40.7 K	=	+0.74
03 SHEFFIELD WEDNESDAY	37.8 K	=	+1.34
04 NOTTINGHAM FOREST	36.2 K	=	+1.12
05 SWANSEA CITY	32.8 K	=	+0.92
06 STOKE CITY	31.9 K	=	+1.59
07 QUEENS PARK RANGERS	31.2 K	=	+1.30
08 BIRMINGHAM CITY	27.2 K	=	+1.12
09 WEST BROMWICH ALBION	22.6 K	=	+2.26
10 HULL CITY	22.0 K	=	+1.85
11 CARDIFF CITY	21.6 K	=	+1.41
12 HUDDERSFIELD TOWN	20.2 K	=	+2.02
13 MIDDLESBROUGH FC	19.9 K	=	+1.53
14 FULHAM FC	19.5 K	=	+1.04
15 BRISTOL CITY	17.9 K	=	+2.29
16 BLACKBURN ROVERS	14.8 K	=	+1.37
17 READING FC	14.4 K	=	+1.41
18 MILLWALL FC	14.3 K	=	+2.14
19 LUTON TOWN	13.5 K	=	+1.50
20 BRENTFORD FC	12.2 K	▲ +1	+3.39
21 BARNSLEY FC	12.1 K	▼ -1	+1.68
22 WIGAN ATHLETIC	11.8 K	=	+0.85
23 CHARLTON ATHLETIC	10.7 K	=	+2.88
24 PRESTON NORTH END	10.0 K	=	+1.83

LAST UPDATE NOV 2019

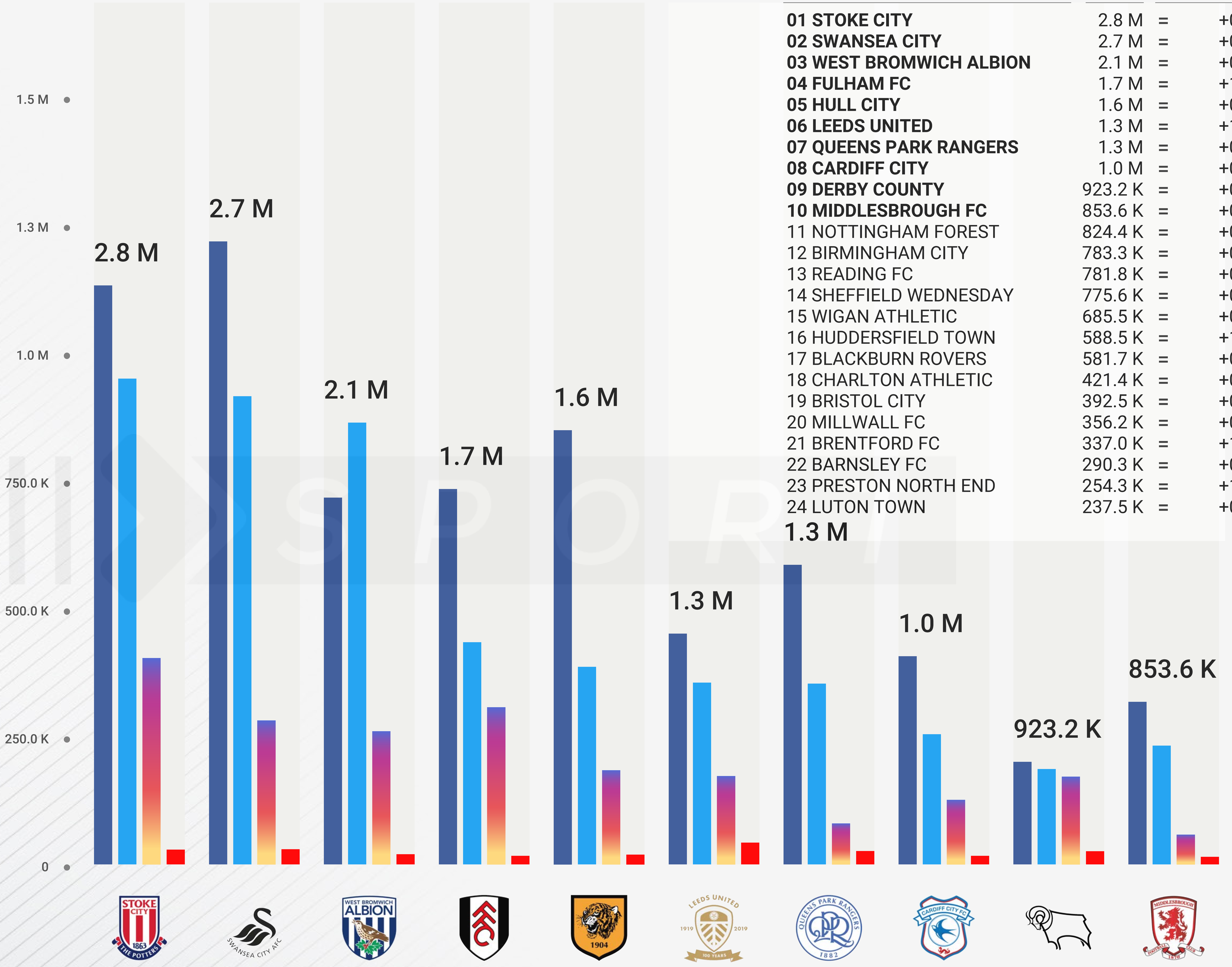
*[from October 15, 2019 to November 15, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

ENGLAND Social

TOTAL FANBASE

23.7 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	=	+0.26
02 SWANSEA CITY	2.7 M	=	+0.47
03 WEST BROMWICH ALBION	2.1 M	=	+0.24
04 FULHAM FC	1.7 M	=	+1.01
05 HULL CITY	1.6 M	=	+0.57
06 LEEDS UNITED	1.3 M	=	+1.07
07 QUEENS PARK RANGERS	1.3 M	=	+0.31
08 CARDIFF CITY	1.0 M	=	+0.14
09 DERBY COUNTY	923.2 K	=	+0.89
10 MIDDLESBROUGH FC	853.6 K	=	+0.04
11 NOTTINGHAM FOREST	824.4 K	=	+0.76
12 BIRMINGHAM CITY	783.3 K	=	+0.48
13 READING FC	781.8 K	=	+0.86
14 SHEFFIELD WEDNESDAY	775.6 K	=	+0.31
15 WIGAN ATHLETIC	685.5 K	=	+0.82
16 HUDDERSFIELD TOWN	588.5 K	=	+1.31
17 BLACKBURN ROVERS	581.7 K	=	+0.47
18 CHARLTON ATHLETIC	421.4 K	=	+0.96
19 BRISTOL CITY	392.5 K	=	+0.80
20 MILLWALL FC	356.2 K	=	+0.79
21 BRENTFORD FC	337.0 K	=	+1.14
22 BARNSLEY FC	290.3 K	=	+0.51
23 PRESTON NORTH END	254.3 K	=	+1.20
24 LUTON TOWN	237.5 K	=	+0.50

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*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

IQUII SPORT

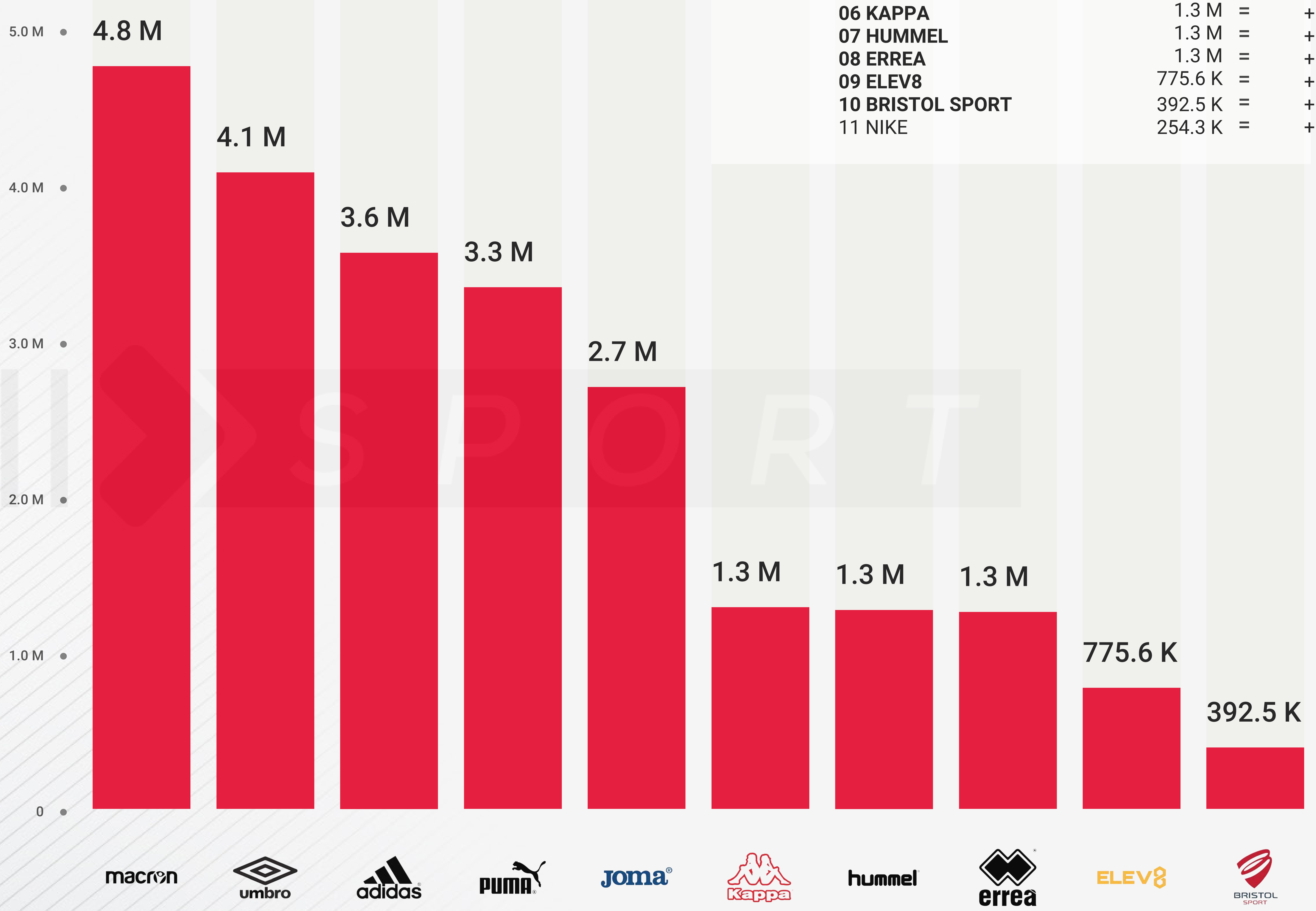
ENGLAND Brands

TOTAL FANBASE

23.7 M

Sky BET CHAMPIONSHIP EFL

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



SPONSORS	FANS		% VAR*
01 MACRON	4.8 M	=	+0.48
02 UMBRO	4.1 M	=	+0.78
03 ADIDAS	3.6 M	=	+0.64
04 PUMA	3.3 M	=	+0.40
05 JOMA	2.7 M	=	+0.47
06 KAPPA	1.3 M	=	+1.07
07 HUMMEL	1.3 M	=	+0.34
08 ERREA	1.3 M	=	+0.31
09 ELEV8	775.6 K	=	+0.31
10 BRISTOL SPORT	392.5 K	=	+0.80
11 NIKE	254.3 K	=	+1.20

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

LAST UPDATE NOV 2019

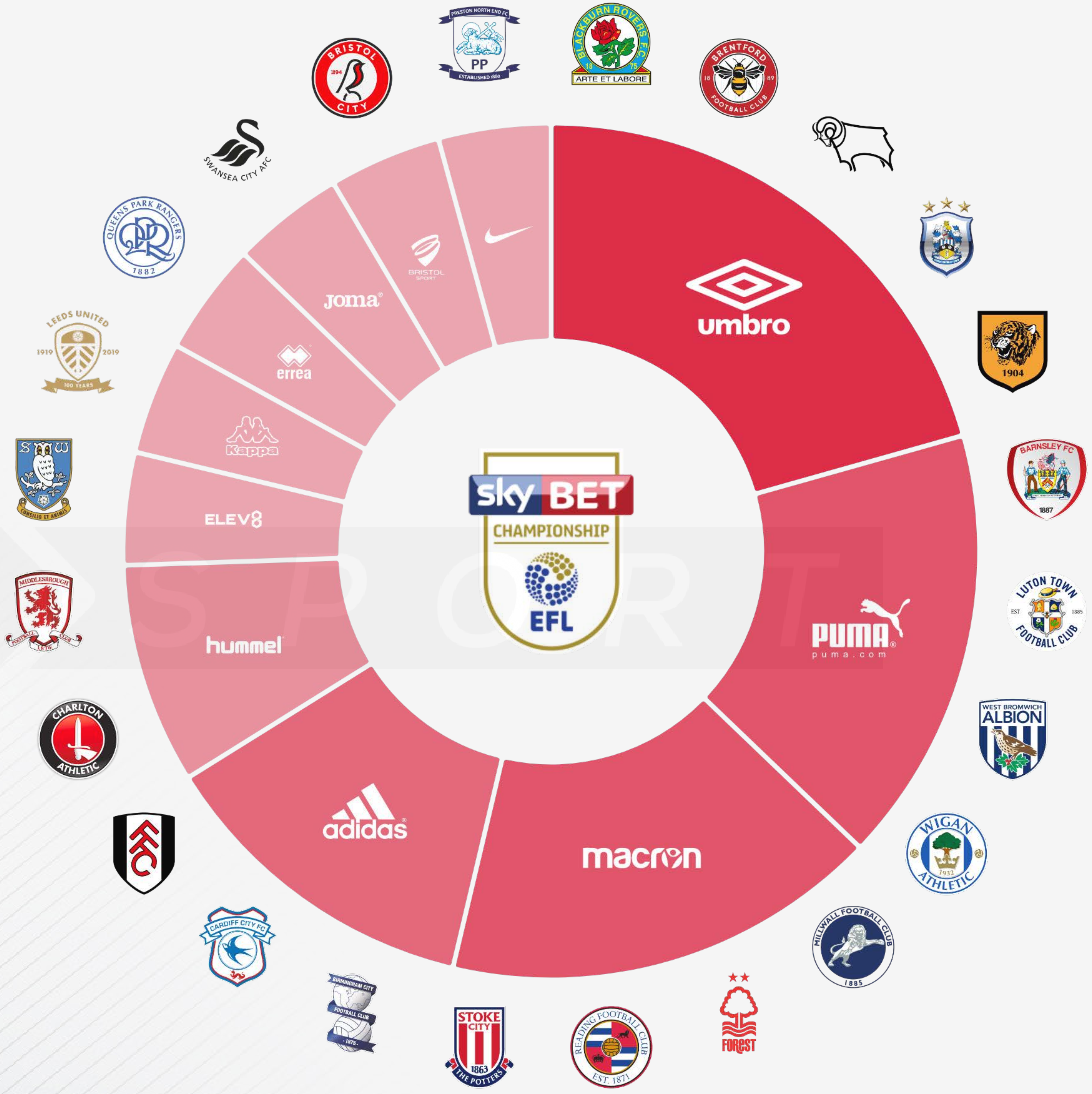
IQUII SPORT

ENGLAND Brands

CLUBS
24

Sport Brands
11

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



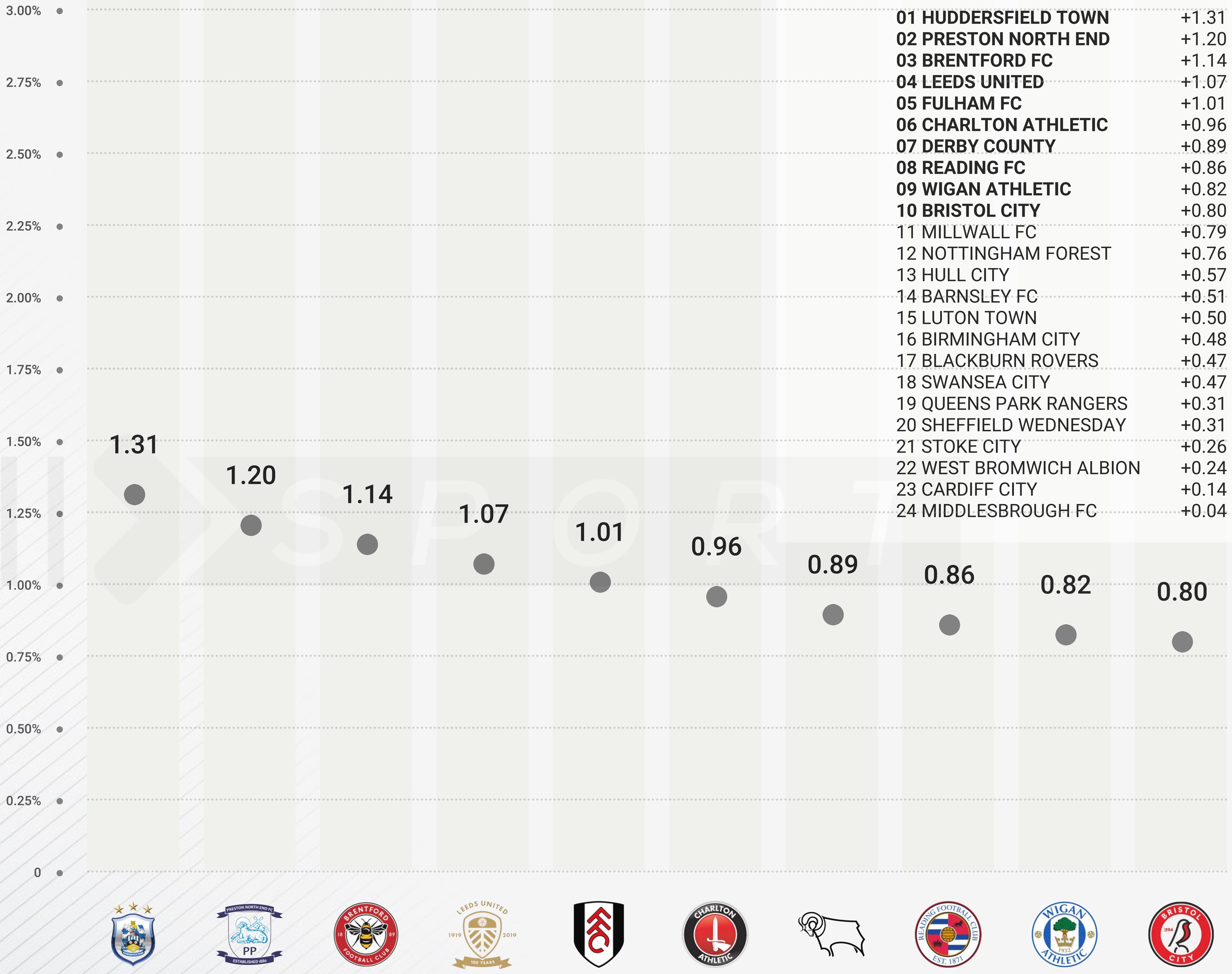
*[from October 15, 2019 to November 15, 2019]

IQUII SPORT

ENGLAND Grown Up

Sky BET CHAMPIONSHIP EFL

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

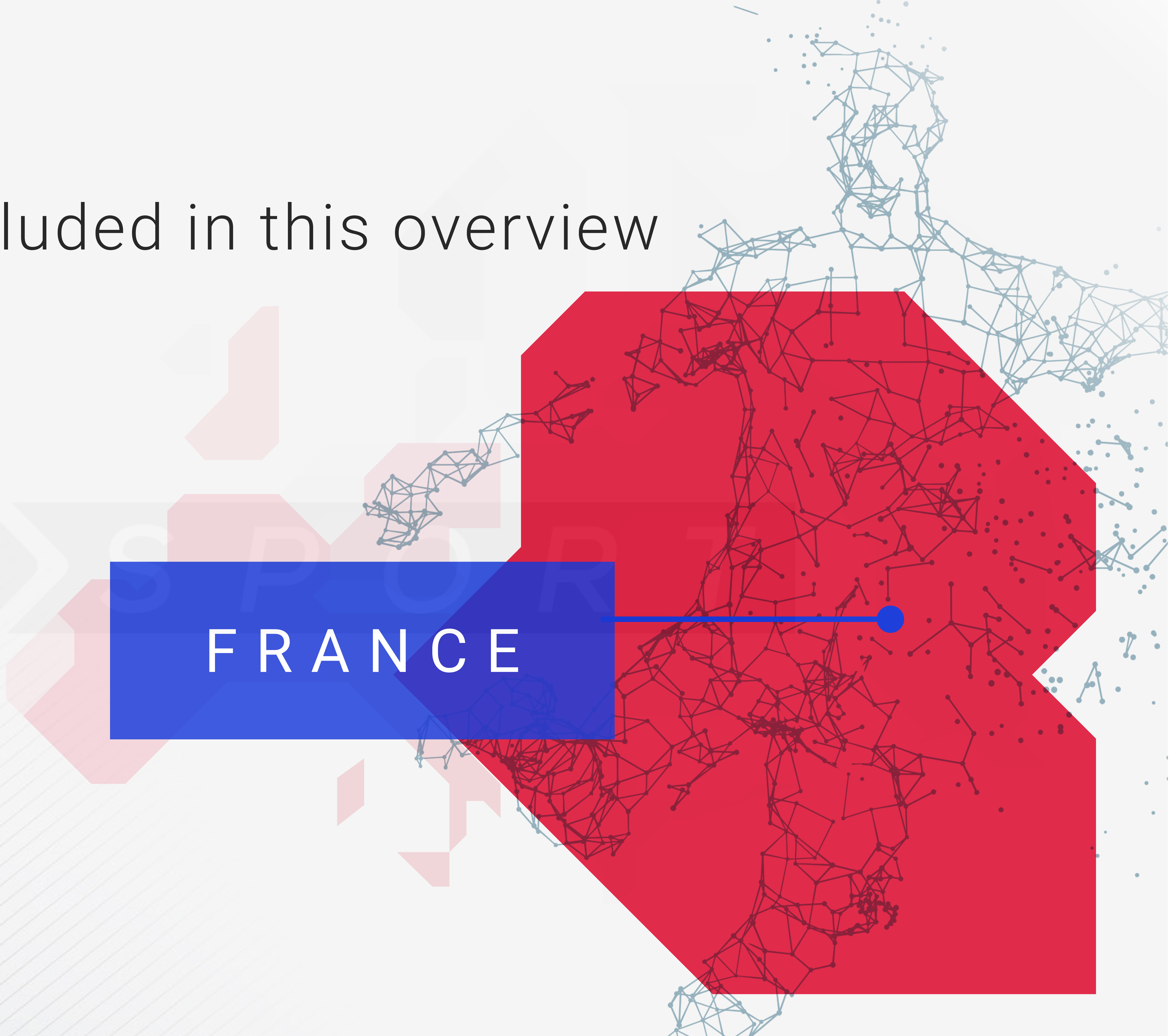


CLUBS	% VAR*
01 HUDDERSFIELD TOWN	+1.31
02 PRESTON NORTH END	+1.20
03 BRENTFORD FC	+1.14
04 LEEDS UNITED	+1.07
05 FULHAM FC	+1.01
06 CHARLTON ATHLETIC	+0.96
07 DERBY COUNTY	+0.89
08 READING FC	+0.86
09 WIGAN ATHLETIC	+0.82
10 BRISTOL CITY	+0.80
11 MILLWALL FC	+0.79
12 NOTTINGHAM FOREST	+0.76
13 HULL CITY	+0.57
14 BARNSLEY FC	+0.51
15 LUTON TOWN	+0.50
16 BIRMINGHAM CITY	+0.48
17 BLACKBURN ROVERS	+0.47
18 SWANSEA CITY	+0.47
19 QUEENS PARK RANGERS	+0.31
20 SHEFFIELD WEDNESDAY	+0.31
21 STOKE CITY	+0.26
22 WEST BROMWICH ALBION	+0.24
23 CARDIFF CITY	+0.14
24 MIDDLESBROUGH FC	+0.04

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

LAST UPDATE NOV 2019

Football Competitions included in this overview



FIRST DIVISION **20 CLUBS**

LIGUE 1

SECOND DIVISION **20 CLUBS**

LIGUE 2

LAST UPDATE NOV 2019

FRANCE SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: Ligue 1 and Ligue 2.

40

CLUBS

Total Ligue 1 and Ligue 2 football clubs analyzed.

13

BRANDS

Total Ligue 1 and Ligue 2 Sport Brands on jerseys analyzed.

118.5 M

+ 1.13%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue 1 and Ligue 2 football clubs analyzed.

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

FRANCE SnapShot / First Division

LIGUE 1 Conforama

20

CLUBS

Total Ligue 1 football clubs analyzed.

10

BRANDS

Total Ligue 1 Sport Brands on jerseys analyzed.

113.5 M

+ 1.16%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

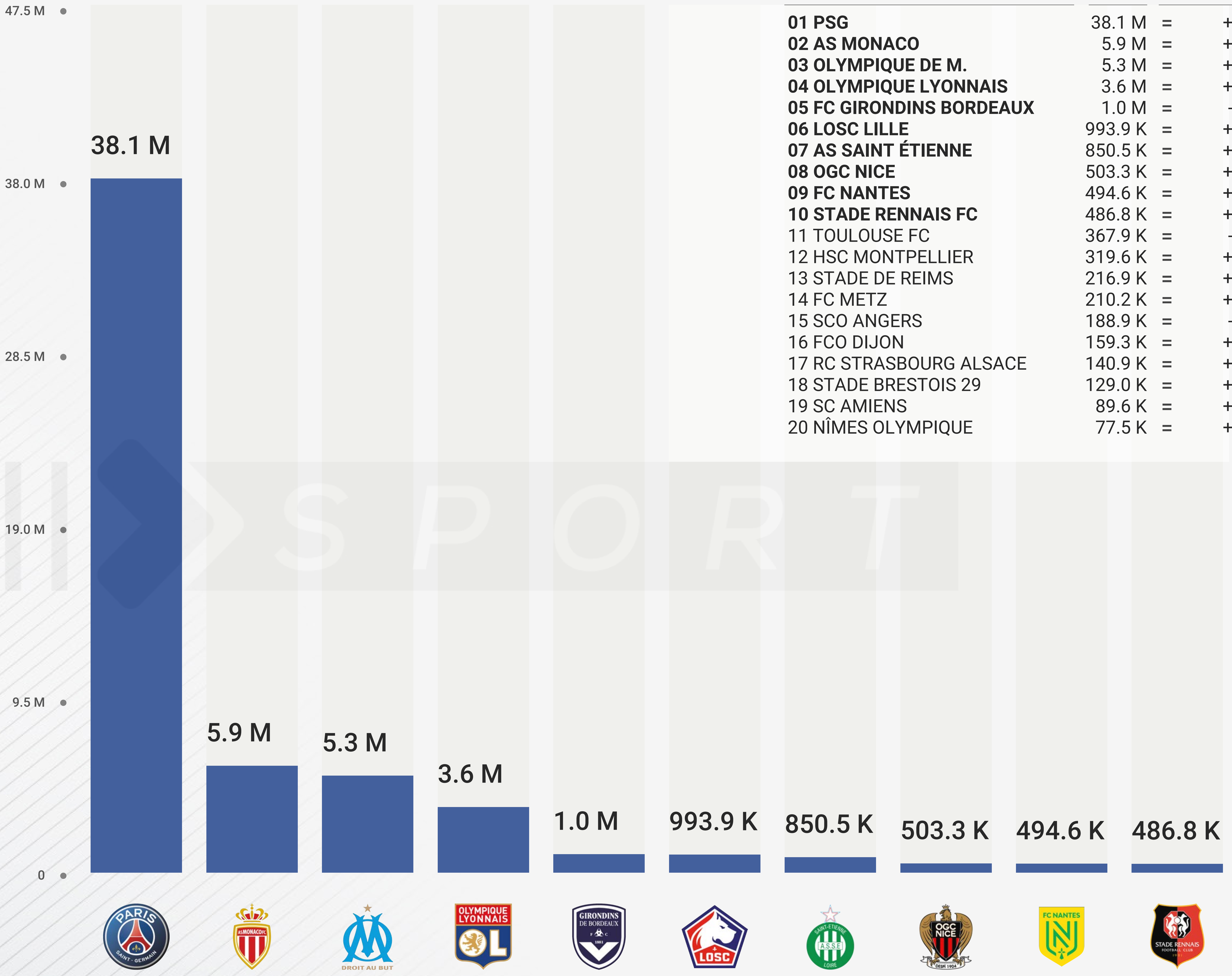
IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

59.2 M

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



CLUBS	FANS		% VAR*
01 PSG	38.1 M	=	+0.30
02 AS MONACO	5.9 M	=	+0.87
03 OLYMPIQUE DE M.	5.3 M	=	+1.16
04 OLYMPIQUE LYONNAIS	3.6 M	=	+2.25
05 FC GIRONDINS BORDEAUX	1.0 M	=	-0.13
06 LOSC LILLE	993.9 K	=	+0.00
07 AS SAINT ÉTIENNE	850.5 K	=	+0.01
08 OGC NICE	503.3 K	=	+0.57
09 FC NANTES	494.6 K	=	+1.08
10 STADE RENNAIS FC	486.8 K	=	+0.06
11 TOULOUSE FC	367.9 K	=	-0.03
12 HSC MONTPELLIER	319.6 K	=	+0.15
13 STADE DE REIMS	216.9 K	=	+0.33
14 FC METZ	210.2 K	=	+0.13
15 SCO ANGERS	188.9 K	=	-0.00
16 FCO DIJON	159.3 K	=	+1.34
17 RC STRASBOURG ALSACE	140.9 K	=	+0.35
18 STADE BRESTOIS 29	129.0 K	=	+0.54
19 SC AMIENS	89.6 K	=	+2.24
20 NÎMES OLYMPIQUE	77.5 K	=	+0.42

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

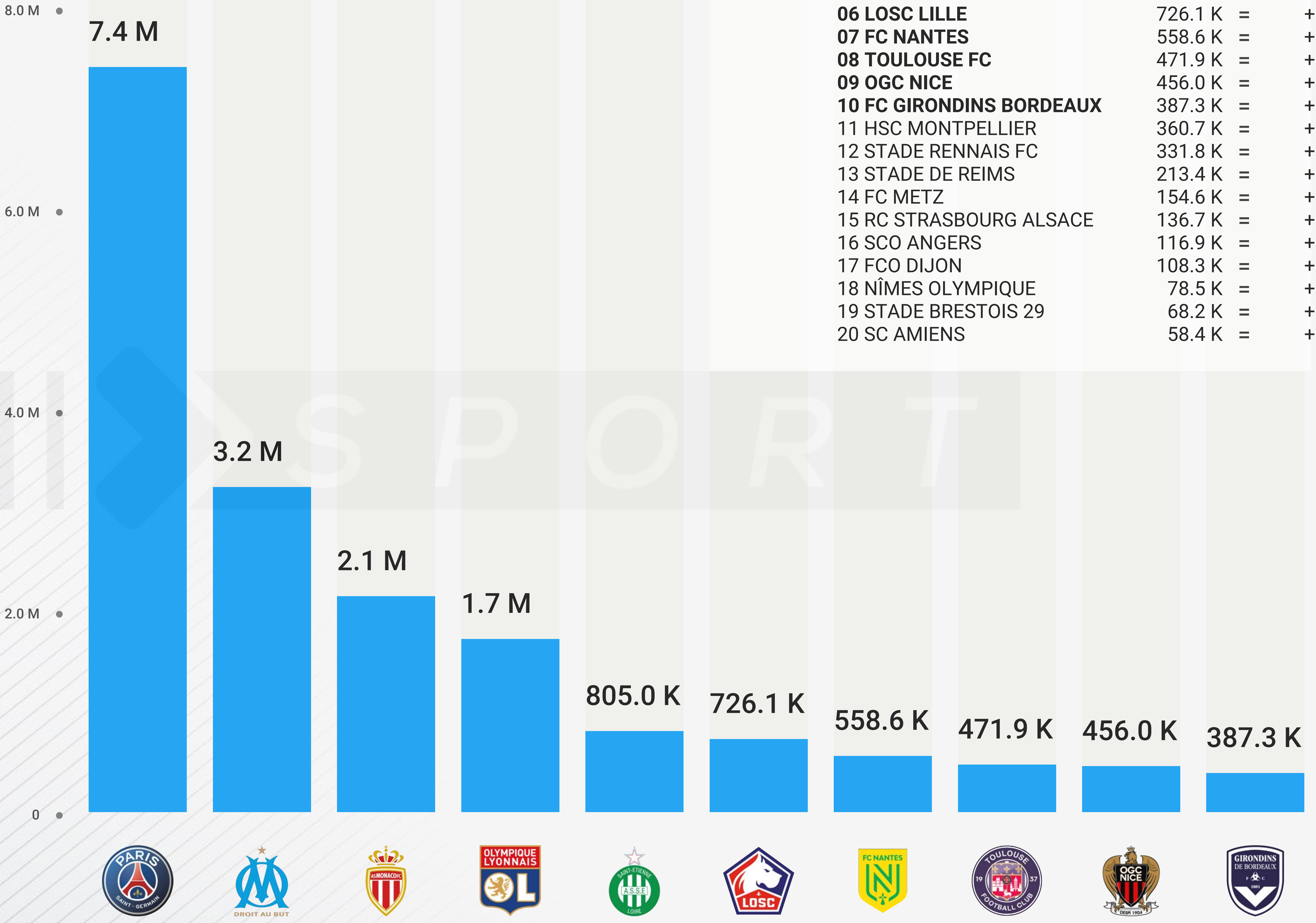
FRANCE Twitter

TOTAL FANBASE

19.5 M

LIGUE 1 Conforama

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



CLUBS	FANS		% VAR*
01 PSG	7.4 M	=	+0.93
02 OLYMPIQUE DE M.	3.2 M	=	+0.60
03 AS MONACO	2.1 M	=	+0.14
04 OLYMPIQUE LYONNAIS	1.7 M	=	+0.63
05 AS SAINT ÉTIENNE	805.0 K	=	+0.53
06 LOSC LILLE	726.1 K	=	+0.57
07 FC NANTES	558.6 K	=	+0.53
08 TOULOUSE FC	471.9 K	=	+0.18
09 OGC NICE	456.0 K	=	+0.57
10 FC GIRONDINS BORDEAUX	387.3 K	=	+0.57
11 HSC MONTPELLIER	360.7 K	=	+0.38
12 STADE RENNAIS FC	331.8 K	=	+0.13
13 STADE DE REIMS	213.4 K	=	+0.40
14 FC METZ	154.6 K	=	+0.33
15 RC STRASBOURG ALSACE	136.7 K	=	+0.47
16 SCO ANGERS	116.9 K	=	+0.63
17 FCO DIJON	108.3 K	=	+0.80
18 NÎMES OLYMPIQUE	78.5 K	=	+0.90
19 STADE BRESTOIS 29	68.2 K	=	+2.59
20 SC AMIENS	58.4 K	=	+1.33

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

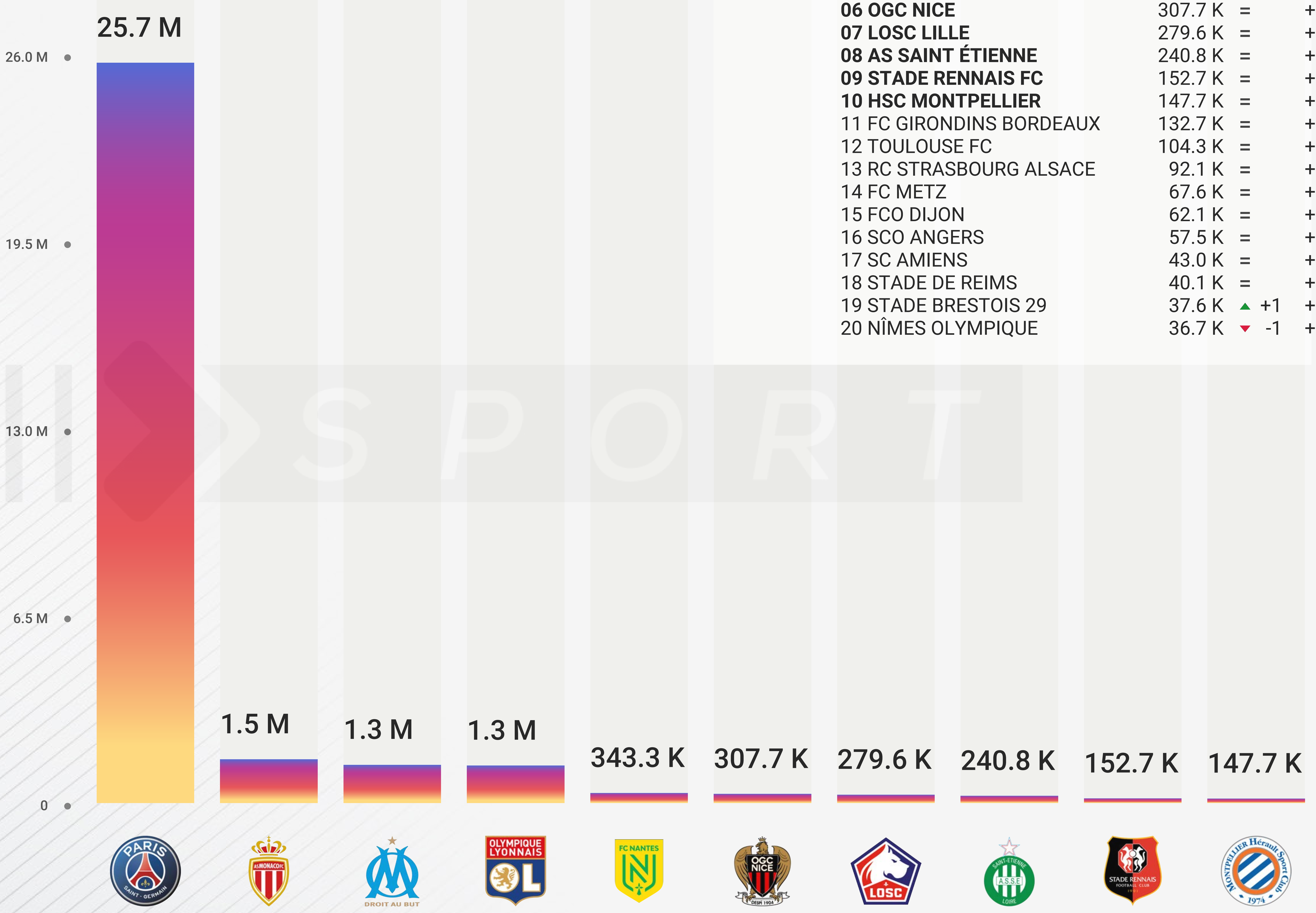
FRANCE Instagram

TOTAL FANBASE

32.0 M

LIGUE 1 Conforama

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



CLUBS	FANS		% VAR*
01 PSG	25.7 M	=	+2.44
02 AS MONACO	1.5 M	=	+2.71
03 OLYMPIQUE DE M.	1.3 M	=	+2.98
04 OLYMPIQUE LYONNAIS	1.3 M	=	+2.56
05 FC NANTES	343.3 K	=	+1.62
06 OGC NICE	307.7 K	=	+5.51
07 LOSC LILLE	279.6 K	=	+4.52
08 AS SAINT ÉTIENNE	240.8 K	=	+2.67
09 STADE RENNAIS FC	152.7 K	=	+4.27
10 HSC MONTPELLIER	147.7 K	=	+3.51
11 FC GIRONDINS BORDEAUX	132.7 K	=	+3.31
12 TOULOUSE FC	104.3 K	=	+4.01
13 RC STRASBOURG ALSACE	92.1 K	=	+0.99
14 FC METZ	67.6 K	=	+3.40
15 FCO DIJON	62.1 K	=	+6.45
16 SCO ANGERS	57.5 K	=	+2.31
17 SC AMIENS	43.0 K	=	+1.50
18 STADE DE REIMS	40.1 K	=	+2.26
19 STADE BRESTOIS 29	37.6 K	▲ +1	+6.01
20 NÎMES OLYMPIQUE	36.7 K	▼ -1	+1.63

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

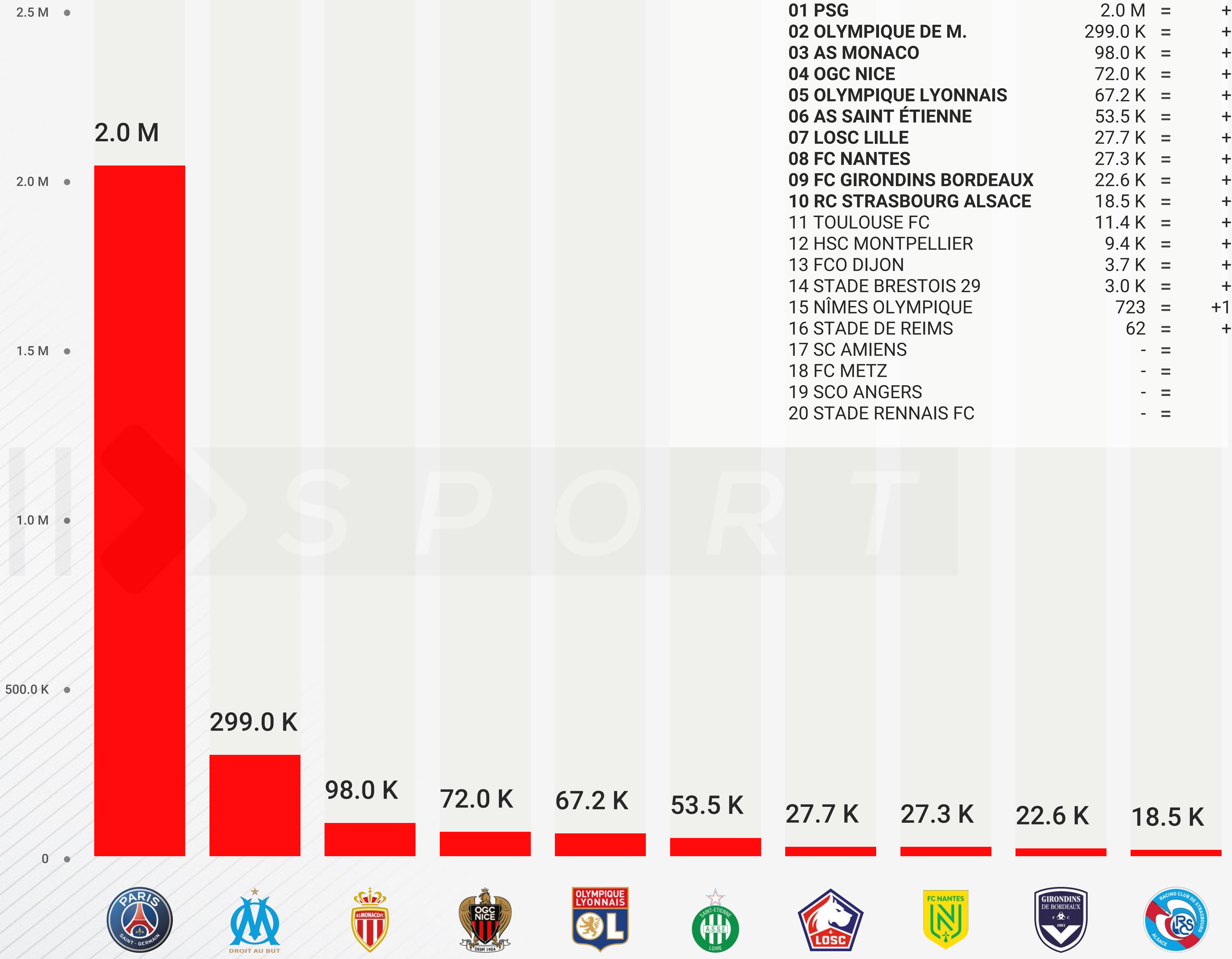
IQUII SPORT

FRANCE YouTube

TOTAL FANBASE

2.8 M

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



CLUBS	FANS		% VAR*
01 PSG	2.0 M	=	+2.00
02 OLYMPIQUE DE M.	299.0 K	=	+3.10
03 AS MONACO	98.0 K	=	+1.55
04 OGC NICE	72.0 K	=	+1.12
05 OLYMPIQUE LYONNAIS	67.2 K	=	+2.60
06 AS SAINT ÉTIENNE	53.5 K	=	+1.33
07 LOSC LILLE	27.7 K	=	+1.09
08 FC NANTES	27.3 K	=	+3.02
09 FC GIRONDINS BORDEAUX	22.6 K	=	+1.80
10 RC STRASBOURG ALSACE	18.5 K	=	+1.65
11 TOULOUSE FC	11.4 K	=	+4.59
12 HSC MONTPELLIER	9.4 K	=	+2.17
13 FCO DIJON	3.7 K	=	+4.29
14 STADE BRESTOIS 29	3.0 K	=	+8.79
15 NÎMES OLYMPIQUE	723	=	+12.44
16 STADE DE REIMS	62	=	+3.33
17 SC AMIENS	-	=	-
18 FC METZ	-	=	-
19 SCO ANGERS	-	=	-
20 STADE RENNAIS FC	-	=	-

LAST UPDATE NOV 2019

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

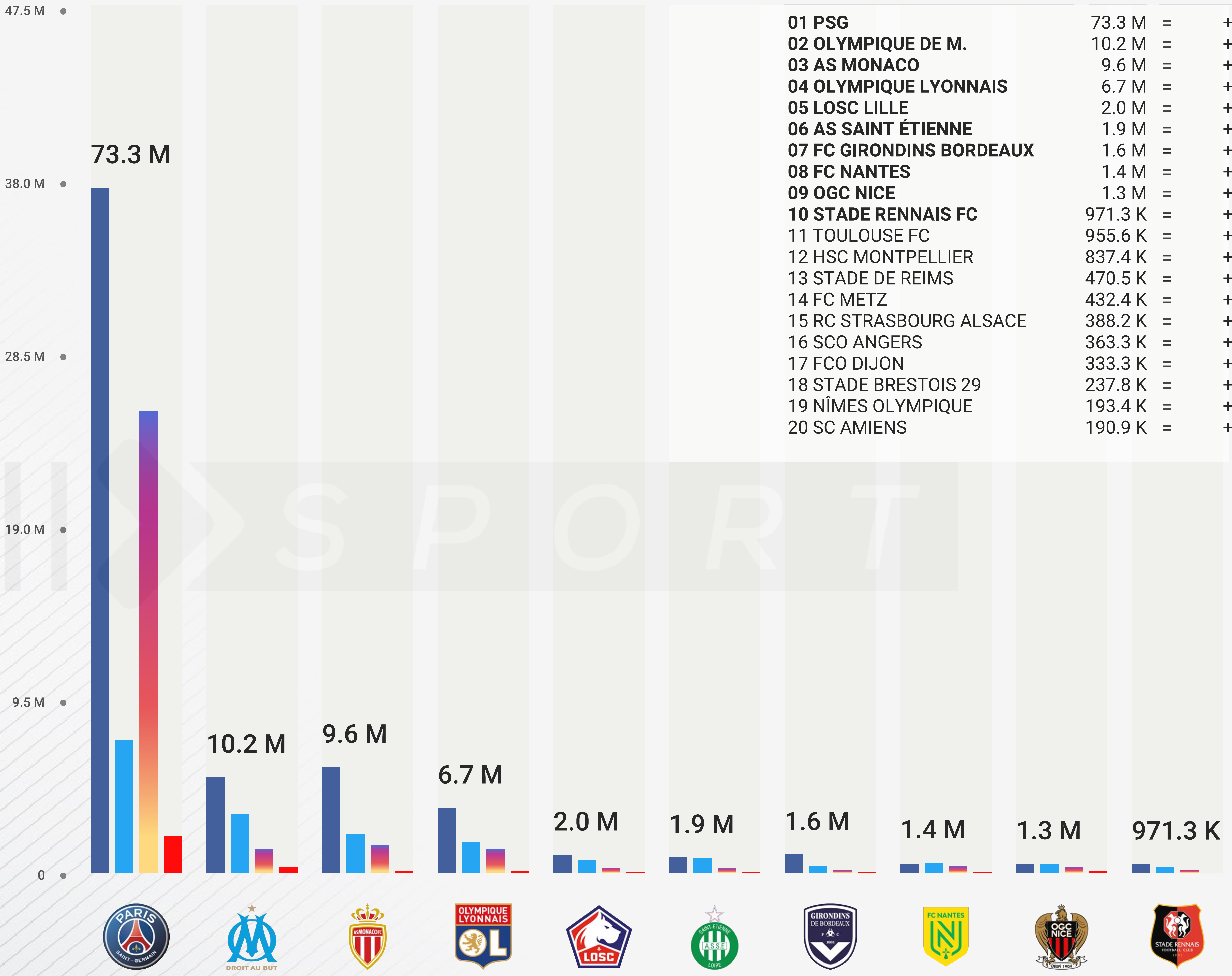
IQUII SPORT

FRANCE Social

TOTAL FANBASE

113.5 M

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



CLUBS	FANS		% VAR*
01 PSG	73.3 M	=	+1.15
02 OLYMPIQUE DE M.	10.2 M	=	+1.27
03 AS MONACO	9.6 M	=	+0.99
04 OLYMPIQUE LYONNAIS	6.7 M	=	+1.89
05 LOSC LILLE	2.0 M	=	+0.82
06 AS SAINT ÉTIENNE	1.9 M	=	+0.58
07 FC GIRONDINS BORDEAUX	1.6 M	=	+0.36
08 FC NANTES	1.4 M	=	+1.03
09 OGC NICE	1.3 M	=	+1.69
10 STADE RENNAIS FC	971.3 K	=	+0.72
11 TOULOUSE FC	955.6 K	=	+0.55
12 HSC MONTPELLIER	837.4 K	=	+0.85
13 STADE DE REIMS	470.5 K	=	+0.53
14 FC METZ	432.4 K	=	+0.70
15 RC STRASBOURG ALSACE	388.2 K	=	+0.61
16 SCO ANGERS	363.3 K	=	+0.56
17 FCO DIJON	333.3 K	=	+2.11
18 STADE BRESTOIS 29	237.8 K	=	+2.05
19 NÎMES OLYMPIQUE	193.4 K	=	+0.88
20 SC AMIENS	190.9 K	=	+1.79

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

LAST UPDATE NOV 2019

IQUII SPORT

FRANCE Brands

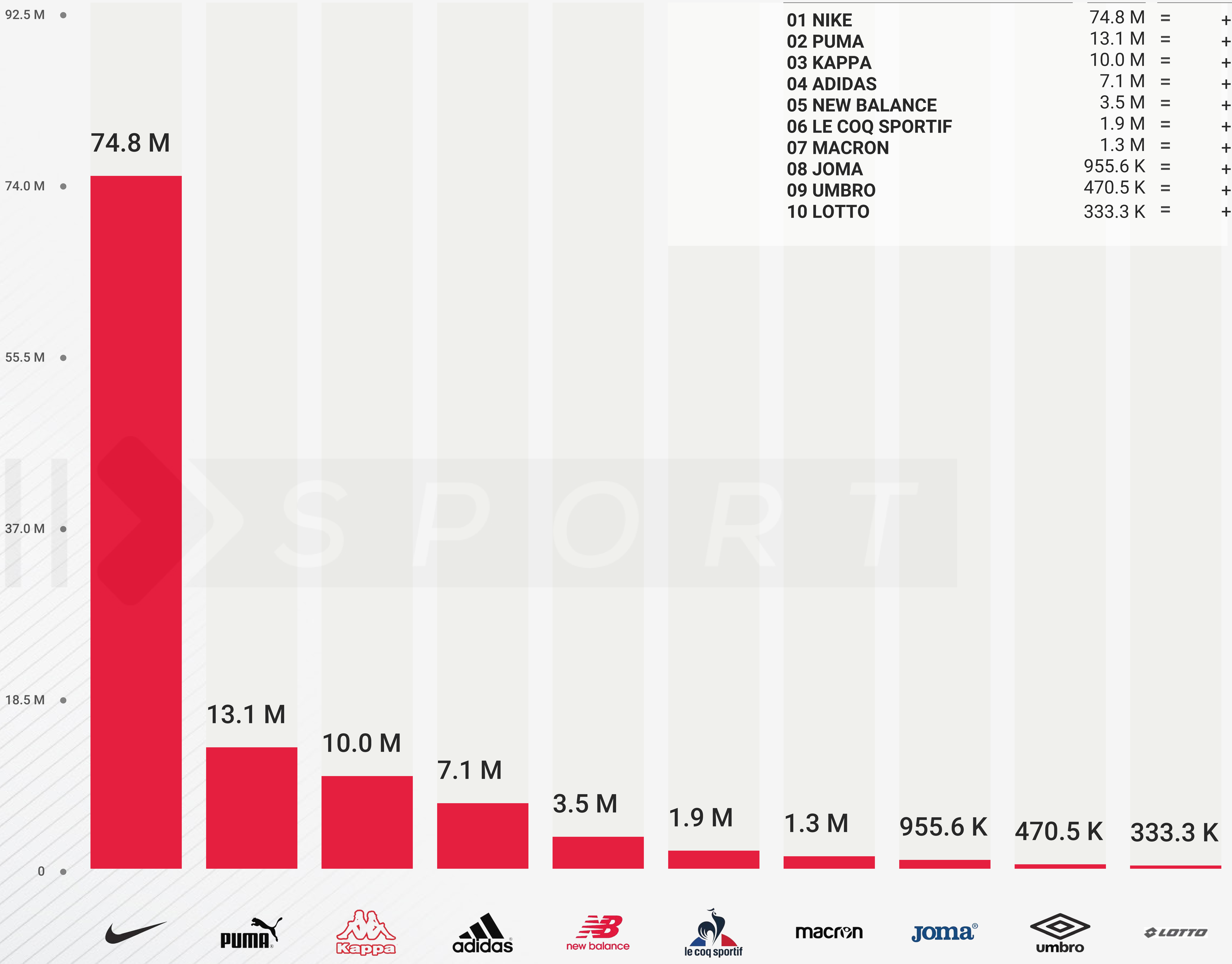
TOTAL FANBASE

113.5 M

LIGUE 1 Conforama

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	74.8 M	=	+1.15
02 PUMA	13.1 M	=	+1.12
03 KAPPA	10.0 M	=	+0.98
04 ADIDAS	7.1 M	=	+1.82
05 NEW BALANCE	3.5 M	=	+0.91
06 LE COQ SPORTIF	1.9 M	=	+0.58
07 MACRON	1.3 M	=	+1.69
08 JOMA	955.6 K	=	+0.55
09 UMBRO	470.5 K	=	+0.53
10 LOTTO	333.3 K	=	+2.11



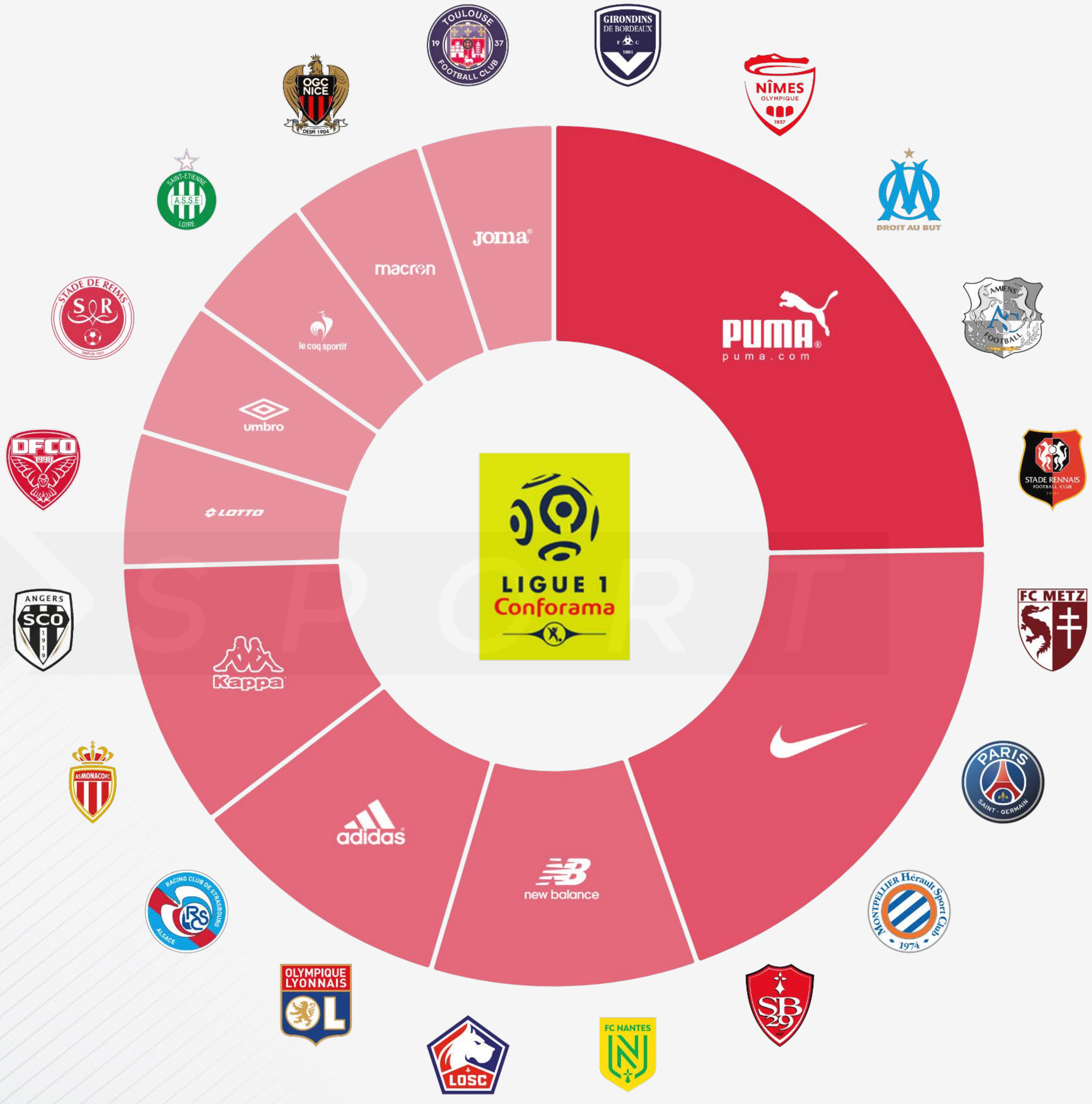
*[from October 15, 2019 to November 15, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

LAST UPDATE NOV 2019

FRANCE Brands

CLUBS
20

Sport Brands
10



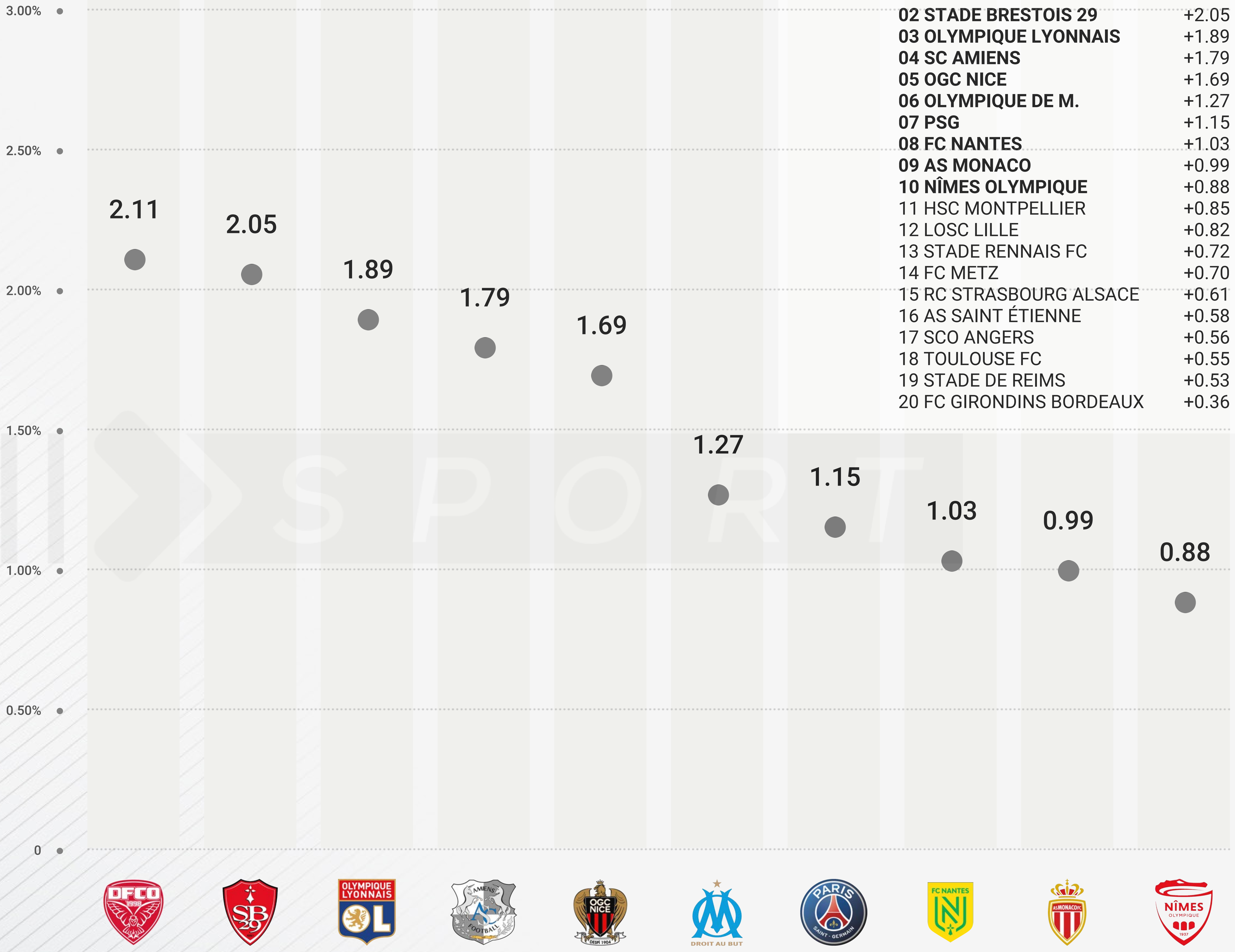
Sport Brands on jersey coverage in relation to the 20 sponsored **Ligue 1** football clubs.

*[from October 15, 2019 to November 15, 2019]

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 FCO DIJON	+2.11
02 STADE BRESTOIS 29	+2.05
03 OLYMPIQUE LYONNAIS	+1.89
04 SC AMIENS	+1.79
05 OGC NICE	+1.69
06 OLYMPIQUE DE M.	+1.27
07 PSG	+1.15
08 FC NANTES	+1.03
09 AS MONACO	+0.99
10 NÎMES OLYMPIQUE	+0.88
11 HSC MONTPELLIER	+0.85
12 LOSC LILLE	+0.82
13 STADE RENNAIS FC	+0.72
14 FC METZ	+0.70
15 RC STRASBOURG ALSACE	+0.61
16 AS SAINT ÉTIENNE	+0.58
17 SCO ANGERS	+0.56
18 TOULOUSE FC	+0.55
19 STADE DE REIMS	+0.53
20 FC GIRONDINS BORDEAUX	+0.36

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

LAST UPDATE NOV 2019

FRANCE SnapShot / Second Division

Domino's LIGUE 2

20

CLUBS

Total Ligue 2 football clubs analyzed.

11

BRANDS

Total Ligue 2 Sport Brands on jerseys analyzed.

5.1 M

+ 0.63%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

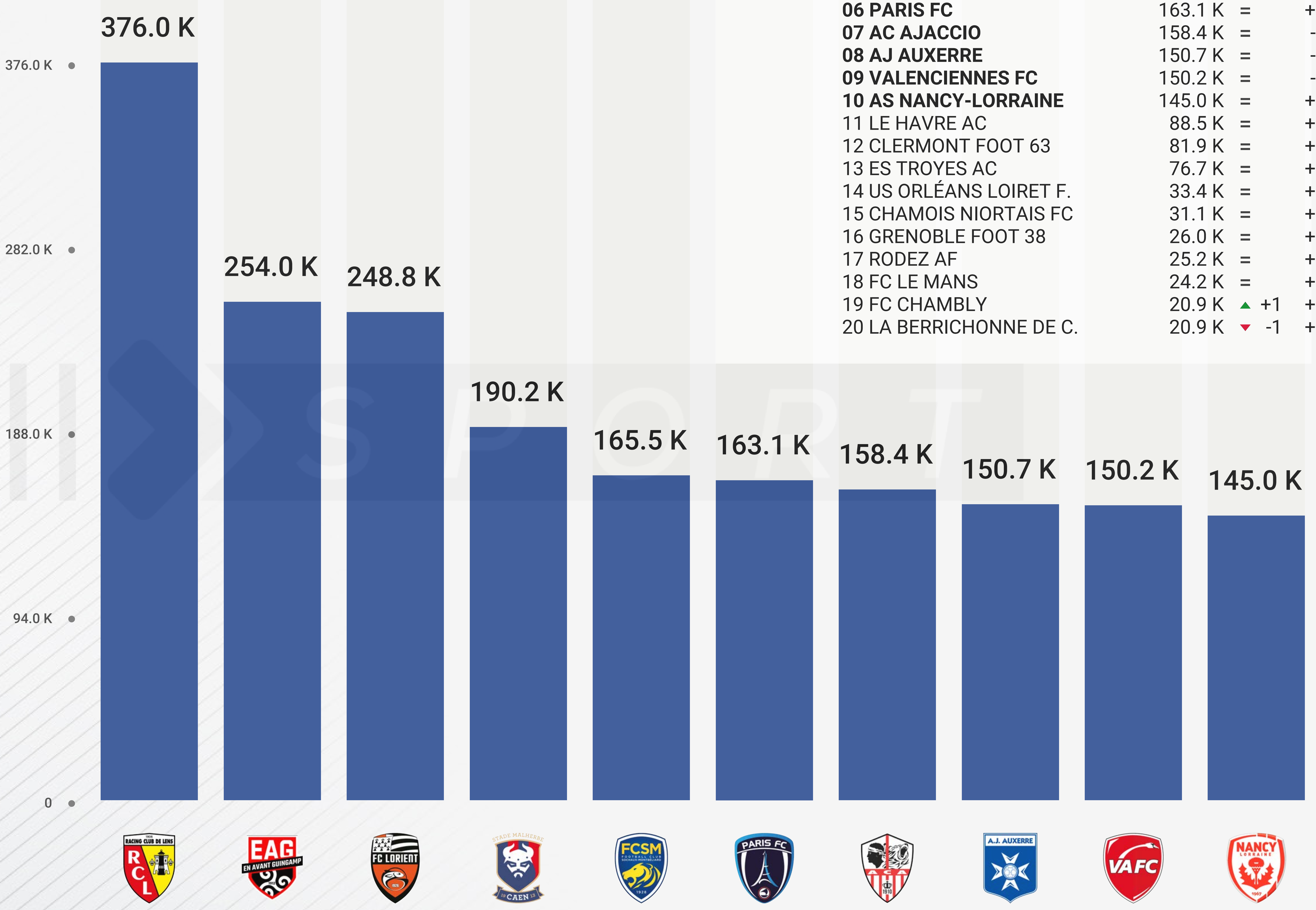
IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

2.4 M

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



CLUBS	FANS		% VAR*
01 RC LENS	376.0 K	=	+0.05
02 EA GUINGAMP	254.0 K	=	+0.00
03 FC LORIENT	248.8 K	=	-0.02
04 SM CAEN	190.2 K	=	-0.05
05 FC SOCHAUX-M.	165.5 K	=	+0.17
06 PARIS FC	163.1 K	=	+1.11
07 AC AJACCIO	158.4 K	=	-0.08
08 AJ AUXERRE	150.7 K	=	-0.06
09 VALENCIENNES FC	150.2 K	=	-0.02
10 AS NANCY-LORRAINE	145.0 K	=	+0.13
11 LE HAVRE AC	88.5 K	=	+0.18
12 CLERMONT FOOT 63	81.9 K	=	+0.19
13 ES TROYES AC	76.7 K	=	+0.34
14 US ORLÉANS LOIRET F.	33.4 K	=	+0.57
15 CHAMOIS NIORTAIS FC	31.1 K	=	+1.02
16 GRENOBLE FOOT 38	26.0 K	=	+0.99
17 RODEZ AF	25.2 K	=	+1.16
18 FC LE MANS	24.2 K	=	+4.21
19 FC CHAMBLY	20.9 K	▲ +1	+0.93
20 LA BERRICHONNE DE C.	20.9 K	▼ -1	+0.66

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

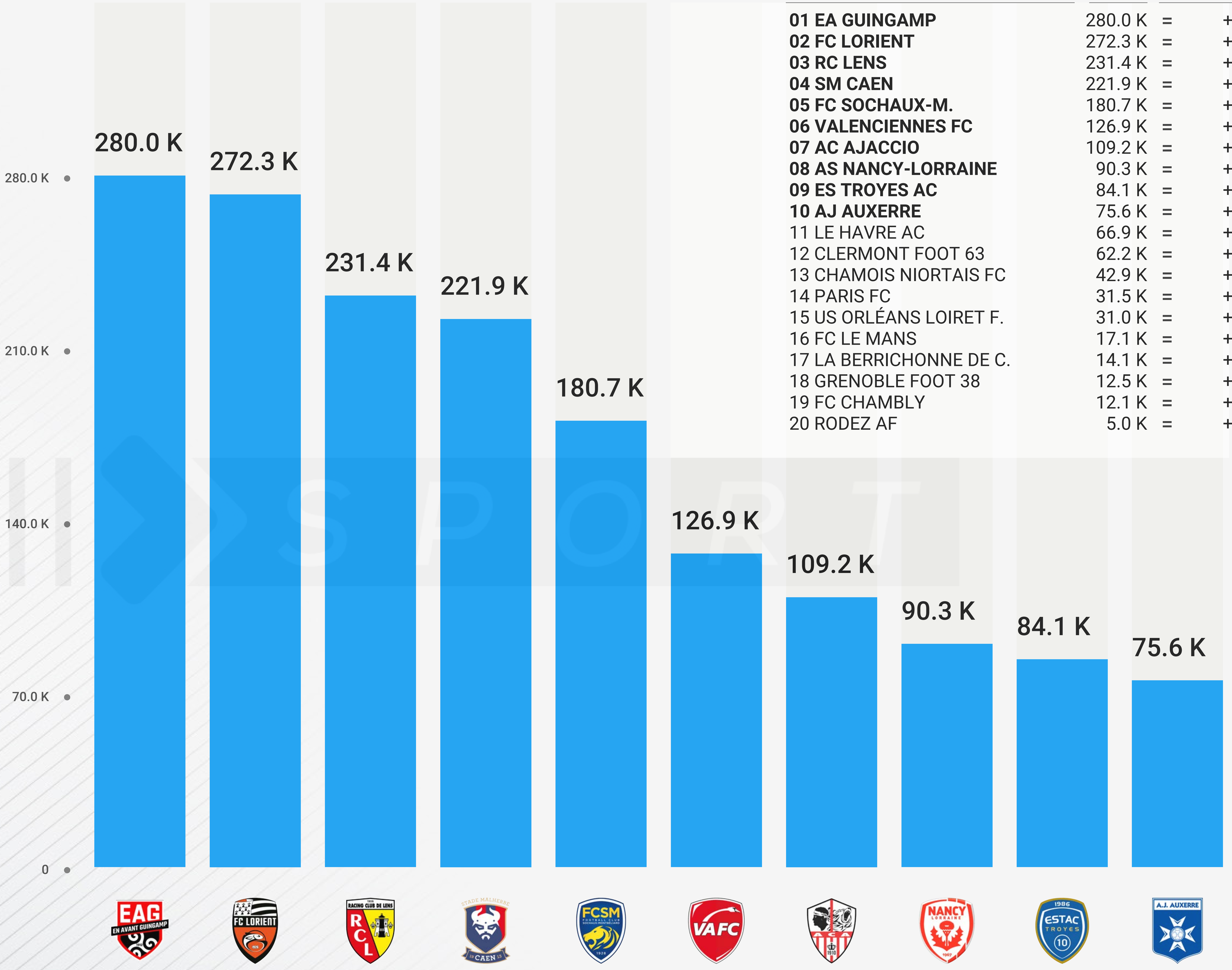
FRANCE Twitter

TOTAL FANBASE

2.0 M

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 EA GUINGAMP	280.0 K	=	+0.21
02 FC LORIENT	272.3 K	=	+0.12
03 RC LENS	231.4 K	=	+0.58
04 SM CAEN	221.9 K	=	+0.55
05 FC SOCHAUX-M.	180.7 K	=	+0.20
06 VALENCIENNES FC	126.9 K	=	+0.17
07 AC AJACCIO	109.2 K	=	+0.14
08 AS NANCY-LORRAINE	90.3 K	=	+0.32
09 ES TROYES AC	84.1 K	=	+0.13
10 AJ AUXERRE	75.6 K	=	+0.80
11 LE HAVRE AC	66.9 K	=	+0.61
12 CLERMONT FOOT 63	62.2 K	=	+0.40
13 CHAMOIS NIORTAIS FC	42.9 K	=	+0.47
14 PARIS FC	31.5 K	=	+0.68
15 US ORLÉANS LOIRET F.	31.0 K	=	+0.23
16 FC LE MANS	17.1 K	=	+3.32
17 LA BERRICHONNE DE C.	14.1 K	=	+1.17
18 GRENOBLE FOOT 38	12.5 K	=	+1.09
19 FC CHAMBLY	12.1 K	=	+1.36
20 RODEZ AF	5.0 K	=	+3.41

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

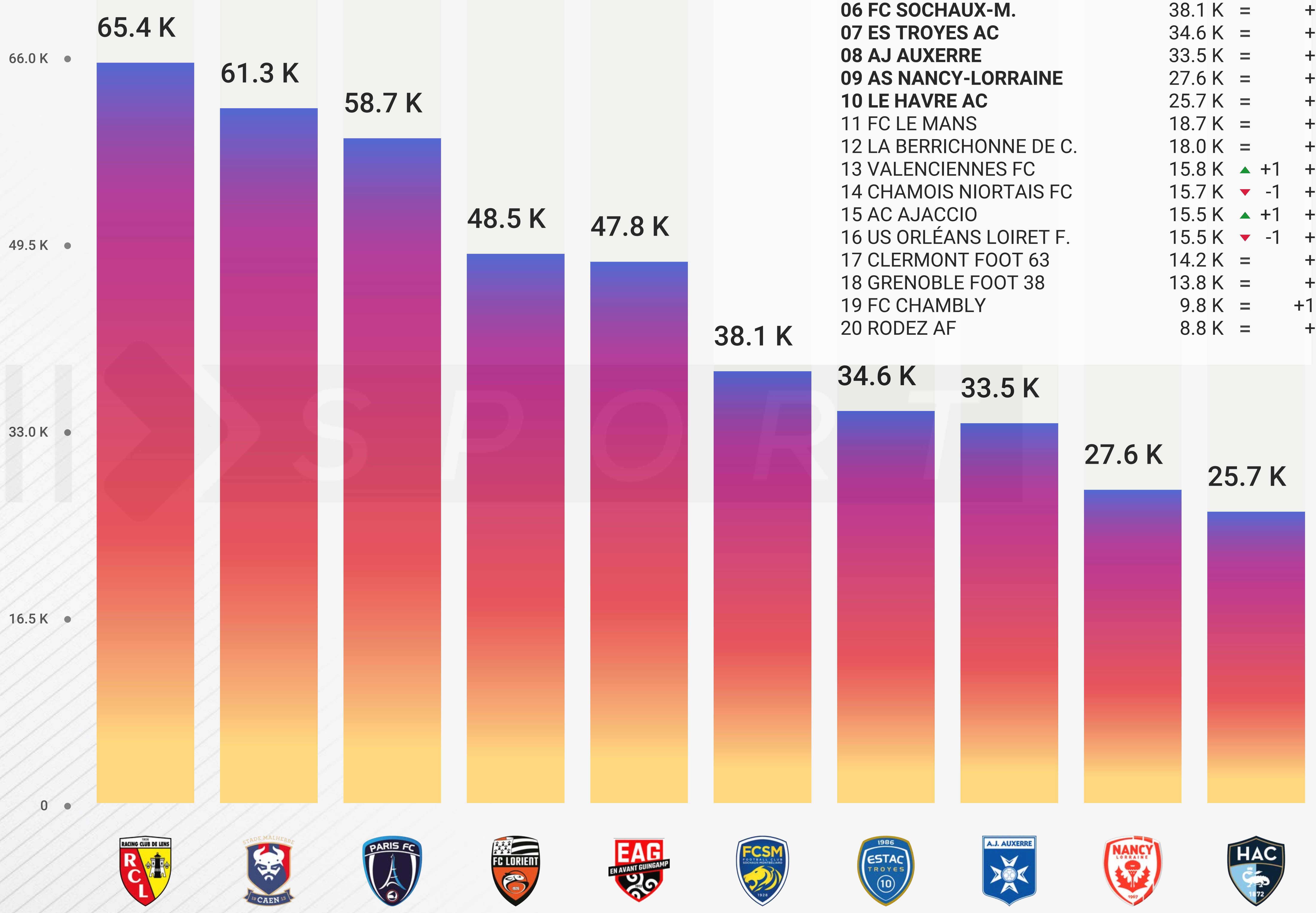
FRANCE Instagram

TOTAL FANBASE

587 K

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 RC LENS	65.4 K	=	+1.84
02 SM CAEN	61.3 K	=	+1.19
03 PARIS FC	58.7 K	=	+6.63
04 FC LORIENT	48.5 K	=	+0.80
05 EA GUINGAMP	47.8 K	=	+3.64
06 FC SOCHAUX-M.	38.1 K	=	+5.47
07 ES TROYES AC	34.6 K	=	+4.29
08 AJ AUXERRE	33.5 K	=	+3.19
09 AS NANCY-LORRAINE	27.6 K	=	+1.24
10 LE HAVRE AC	25.7 K	=	+1.27
11 FC LE MANS	18.7 K	=	+7.64
12 LA BERRICHONNE DE C.	18.0 K	=	+4.25
13 VALENCIENNES FC	15.8 K	▲ +1	+3.42
14 CHAMOIS NIORTAIS FC	15.7 K	▼ -1	+1.09
15 AC AJACCIO	15.5 K	▲ +1	+2.75
16 US ORLÉANS LOIRET F.	15.5 K	▼ -1	+2.04
17 CLERMONT FOOT 63	14.2 K	=	+2.23
18 GRENOBLE FOOT 38	13.8 K	=	+1.92
19 FC CHAMBLY	9.8 K	=	+12.15
20 RODEZ AF	8.8 K	=	+6.30

*[from October 15, 2019 to November 15, 2019]

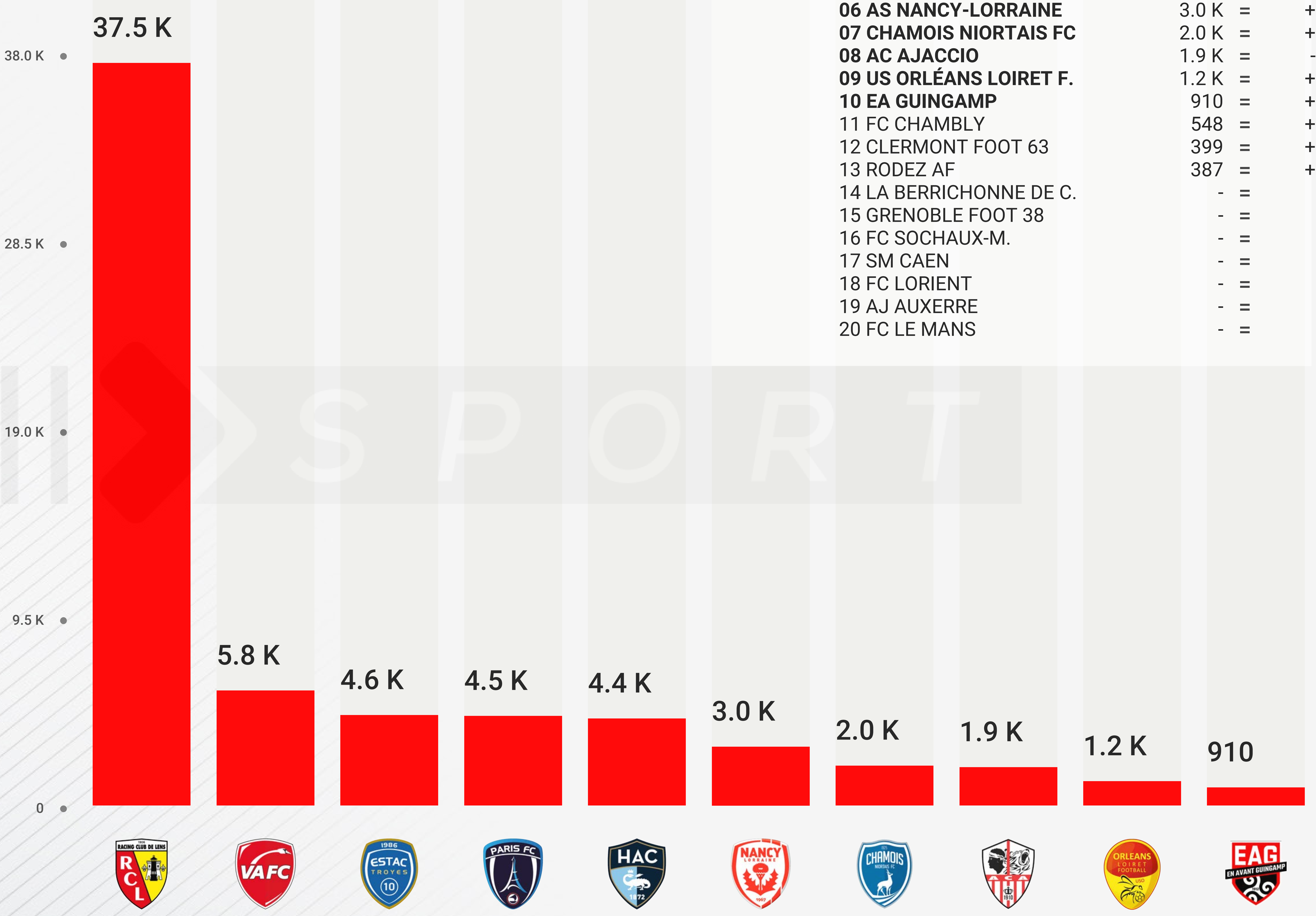
LAST UPDATE NOV 2019

FRANCE YouTube

TOTAL FANBASE

67 K

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



CLUBS	FANS		% VAR*
01 RC LENS	37.5 K	=	+0.27
02 VALENCIENNES FC	5.8 K	=	+3.94
03 ES TROYES AC	4.6 K	=	+2.24
04 PARIS FC	4.5 K	=	+2.26
05 LE HAVRE AC	4.4 K	=	+2.09
06 AS NANCY-LORRAINE	3.0 K	=	+1.71
07 CHAMOIS NIORTAIS FC	2.0 K	=	+3.08
08 AC AJACCIO	1.9 K	=	-0.52
09 US ORLÉANS LOIRET F.	1.2 K	=	+1.67
10 EA GUINGAMP	910	=	+0.66
11 FC CHAMBLY	548	=	+4.38
12 CLERMONT FOOT 63	399	=	+1.27
13 RODEZ AF	387	=	+5.16
14 LA BERRICHONNE DE C.	-	=	-
15 GRENOBLE FOOT 38	-	=	-
16 FC SOCHAUX-M.	-	=	-
17 SM CAEN	-	=	-
18 FC LORIENT	-	=	-
19 AJ AUXERRE	-	=	-
20 FC LE MANS	-	=	-

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

IQUII SPORT

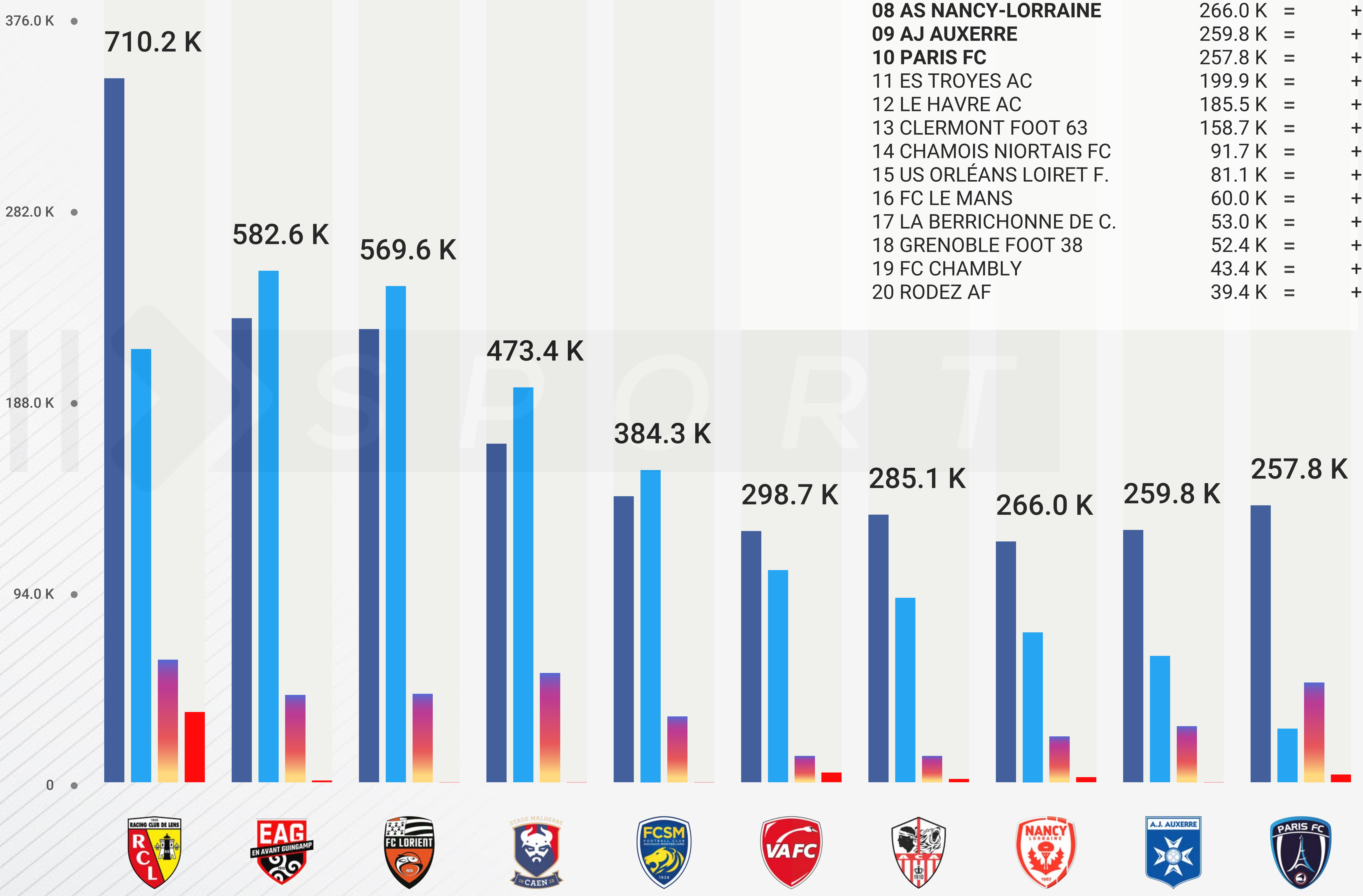
FRANCE Social

TOTAL FANBASE

5.1 M

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 RC LENS	710.2 K	=	+0.40
02 EA GUINGAMP	582.6 K	=	+0.39
03 FC LORIENT	569.6 K	=	+0.12
04 SM CAEN	473.4 K	=	+0.39
05 FC SOCHAUX-M.	384.3 K	=	+0.69
06 VALENCIENNES FC	298.7 K	=	+0.31
07 AC AJACCIO	285.1 K	=	+0.15
08 AS NANCY-LORRAINE	266.0 K	=	+0.33
09 AJ AUXERRE	259.8 K	=	+0.60
10 PARIS FC	257.8 K	=	+2.28
11 ES TROYES AC	199.9 K	=	+0.96
12 LE HAVRE AC	185.5 K	=	+0.53
13 CLERMONT FOOT 63	158.7 K	=	+0.46
14 CHAMOIS NIORTAIS FC	91.7 K	=	+0.82
15 US ORLÉANS LOIRET F.	81.1 K	=	+0.73
16 FC LE MANS	60.0 K	=	+5.00
17 LA BERRICHONNE DE C.	53.0 K	=	+1.99
18 GRENOBLE FOOT 38	52.4 K	=	+1.26
19 FC CHAMBLY	43.4 K	=	+3.43
20 RODEZ AF	39.4 K	=	+2.59

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

LAST UPDATE NOV 2019

IQUII SPORT

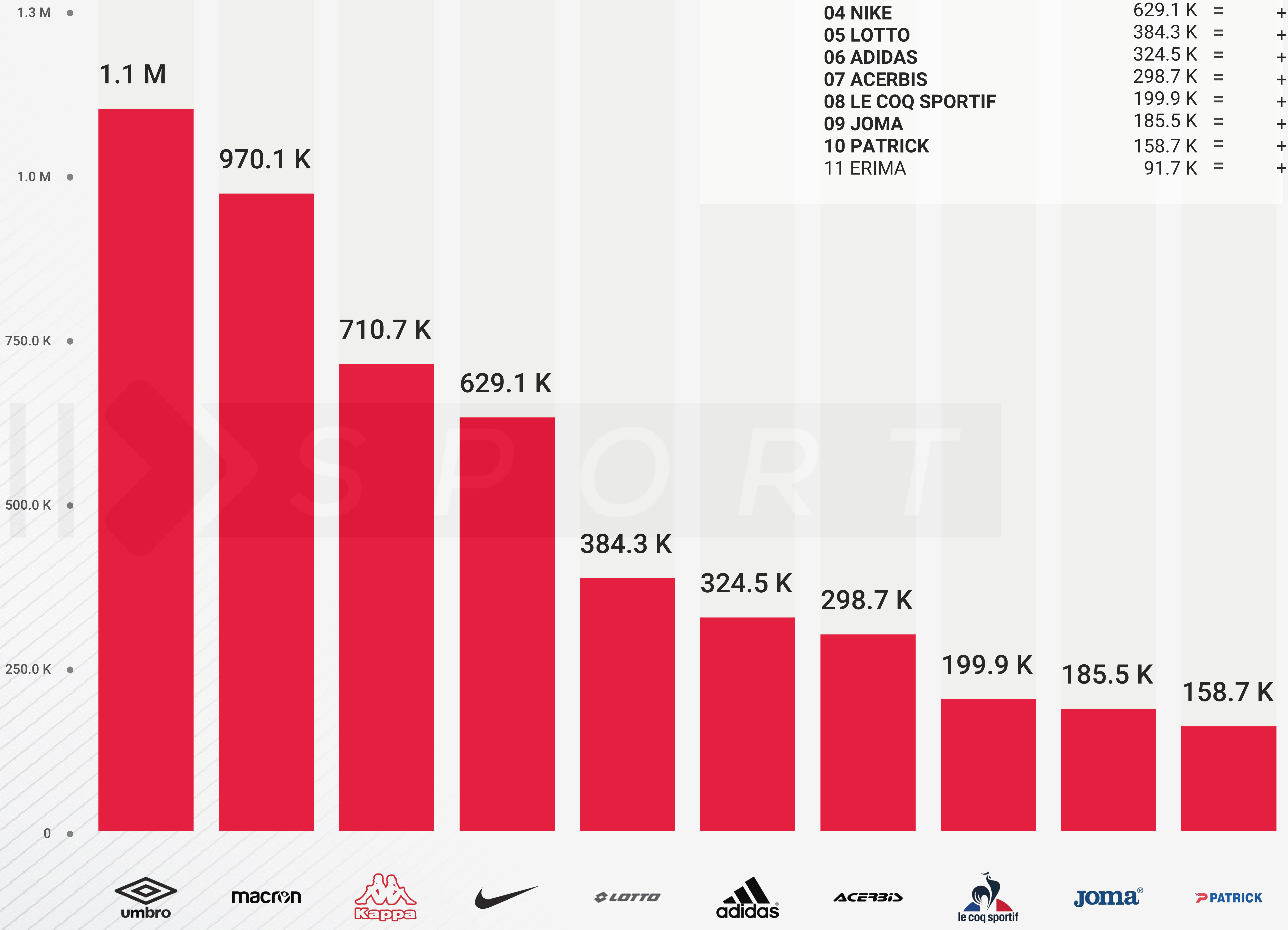
FRANCE Brands

TOTAL FANBASE

5.1 M

Domino's LIGUE 2

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



SPONSORS	FANS		% VAR*
01 UMBRO	1.1 M	=	+0.51
02 MACRON	970.1 K	=	+0.45
03 KAPPA	710.7 K	=	+0.58
04 NIKE	629.1 K	=	+1.34
05 LOTTO	384.3 K	=	+0.69
06 ADIDAS	324.5 K	=	+0.44
07 ACERBIS	298.7 K	=	+0.31
08 LE COQ SPORTIF	199.9 K	=	+0.96
09 JOMA	185.5 K	=	+0.53
10 PATRICK	158.7 K	=	+0.46
11 ERIMA	91.7 K	=	+0.82

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

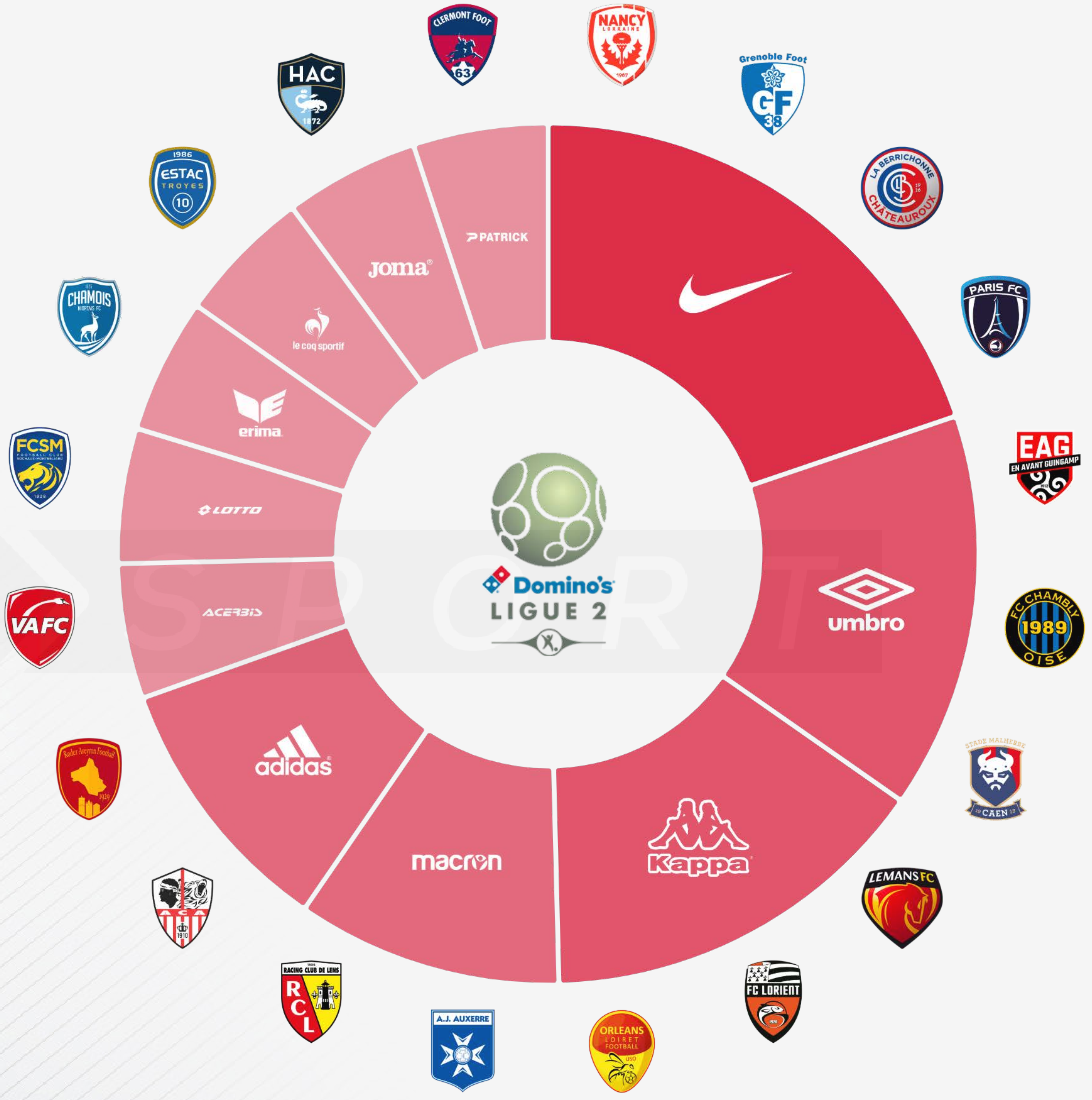
LAST UPDATE NOV 2019

IQUII SPORT

FRANCE Brands

CLUBS
20

Sport Brands
11



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

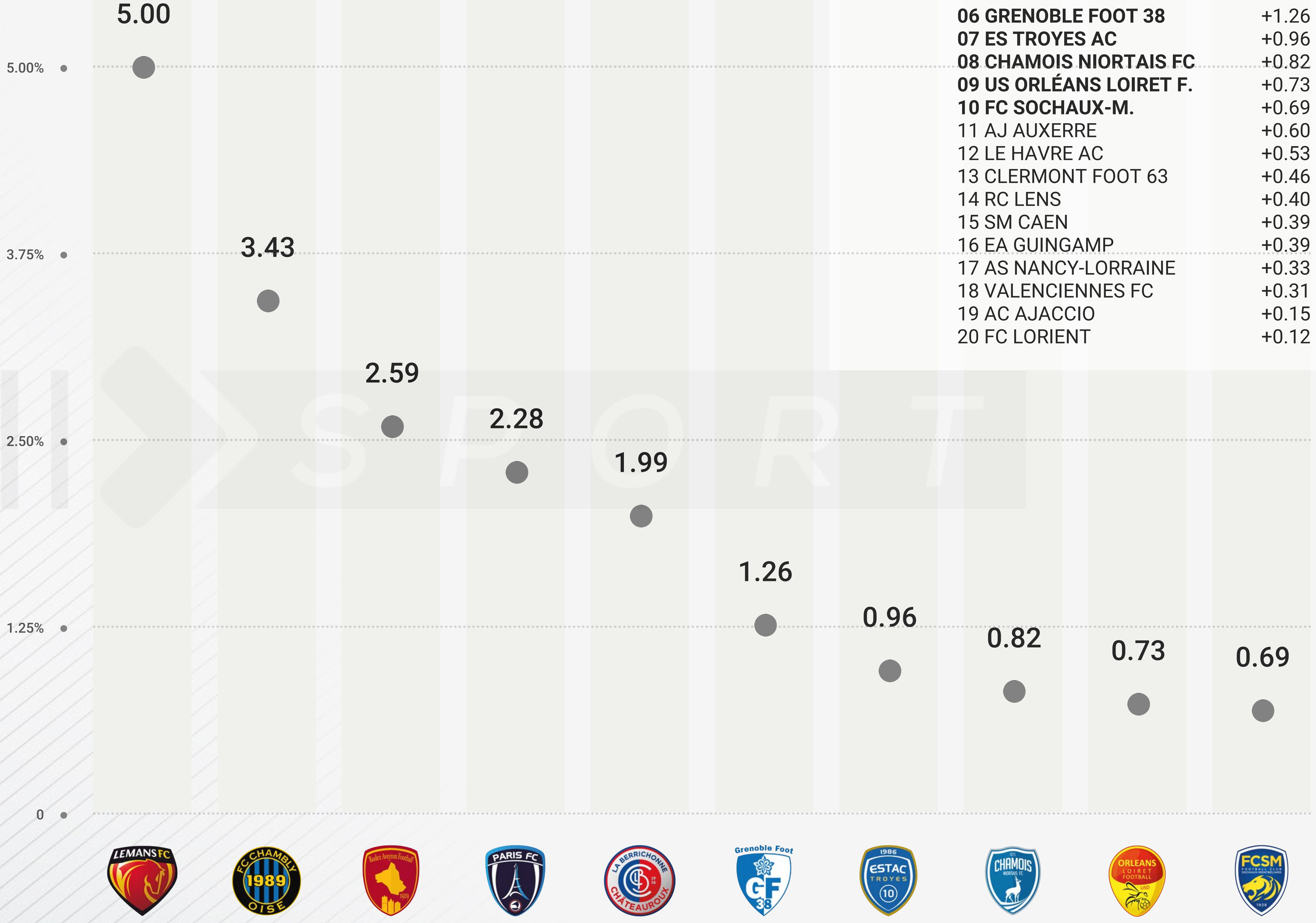
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

FRANCE Grown Up

Domino's LIGUE 2



CLUBS	% VAR*
01 FC LE MANS	+5.00
02 FC CHAMBLY	+3.43
03 RODEZ AF	+2.59
04 PARIS FC	+2.28
05 LA BERRICHONNE DE C.	+1.99
06 GRENOBLE FOOT 38	+1.26
07 ES TROYES AC	+0.96
08 CHAMOIS NIORTAIS FC	+0.82
09 US ORLÉANS LOIRET F.	+0.73
10 FC SOCHAUX-M.	+0.69
11 AJ AUXERRE	+0.60
12 LE HAVRE AC	+0.53
13 CLERMONT FOOT 63	+0.46
14 RC LENS	+0.40
15 SM CAEN	+0.39
16 EA GUINGAMP	+0.39
17 AS NANCY-LORRAINE	+0.33
18 VALENCIENNES FC	+0.31
19 AC AJACCIO	+0.15
20 FC LORIENT	+0.12

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

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

LAST UPDATE NOV 2019

IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION **18 CLUBS**

BUNDESLIGA

SECOND DIVISION **18 CLUBS**

BUNDESLIGA 2

GERMANY SnapShot / General

2

COMPETITIONS

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

36

CLUBS

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

13

BRANDS

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

134.0 M

+ 0.85%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

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

IQUII SPORT

GERMANY SnapShot / First Division

BUNDESLIGA

18

CLUBS

Total 1.Bundesliga football clubs analyzed.

11

BRANDS

Total 1.Bundesliga Sport Brands on jerseys analyzed.

125.9 M

+ 0.87%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

IQUII SPORT

GERMANY **Facebook**

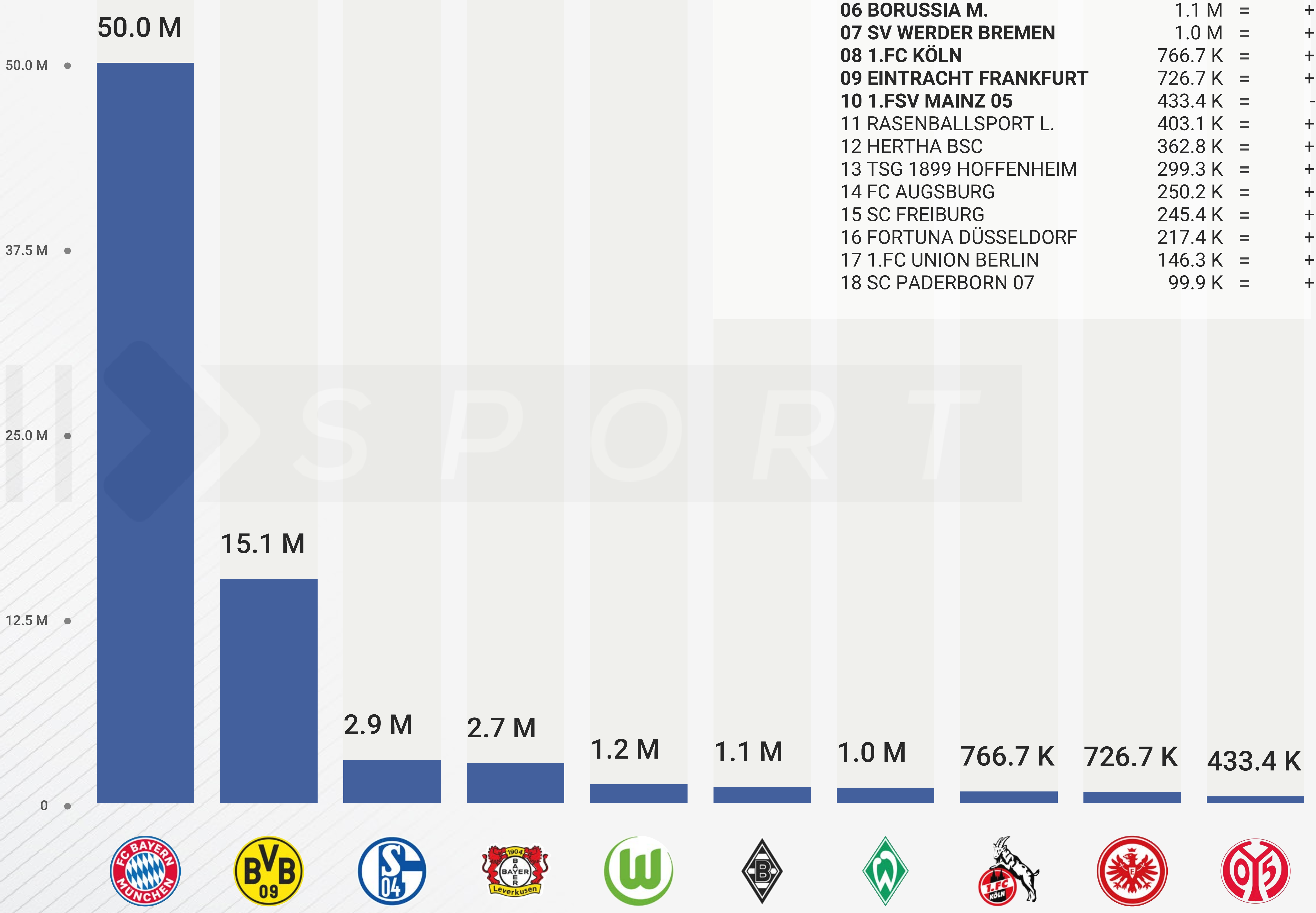
f

TOTAL FANBASE

78.0 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	50.0 M	=	+0.55
02 BORUSSIA DORTMUND	15.1 M	=	-0.02
03 FC SCHALKE 04	2.9 M	=	+0.38
04 BAYER 04 LEVERKUSEN	2.7 M	=	+0.18
05 VFL WOLFSBURG	1.2 M	=	+2.50
06 BORUSSIA M.	1.1 M	=	+1.79
07 SV WERDER BREMEN	1.0 M	=	+0.38
08 1.FC KÖLN	766.7 K	=	+0.27
09 EINTRACHT FRANKFURT	726.7 K	=	+1.91
10 1.FSV MAINZ 05	433.4 K	=	-0.25
11 RASENBALLSPORT L.	403.1 K	=	+1.82
12 HERTHA BSC	362.8 K	=	+0.06
13 TSG 1899 HOFFENHEIM	299.3 K	=	+0.88
14 FC AUGSBURG	250.2 K	=	+0.26
15 SC FREIBURG	245.4 K	=	+0.46
16 FORTUNA DÜSSELDORF	217.4 K	=	+0.15
17 1.FC UNION BERLIN	146.3 K	=	+1.66
18 SC PADERBORN 07	99.9 K	=	+0.13

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

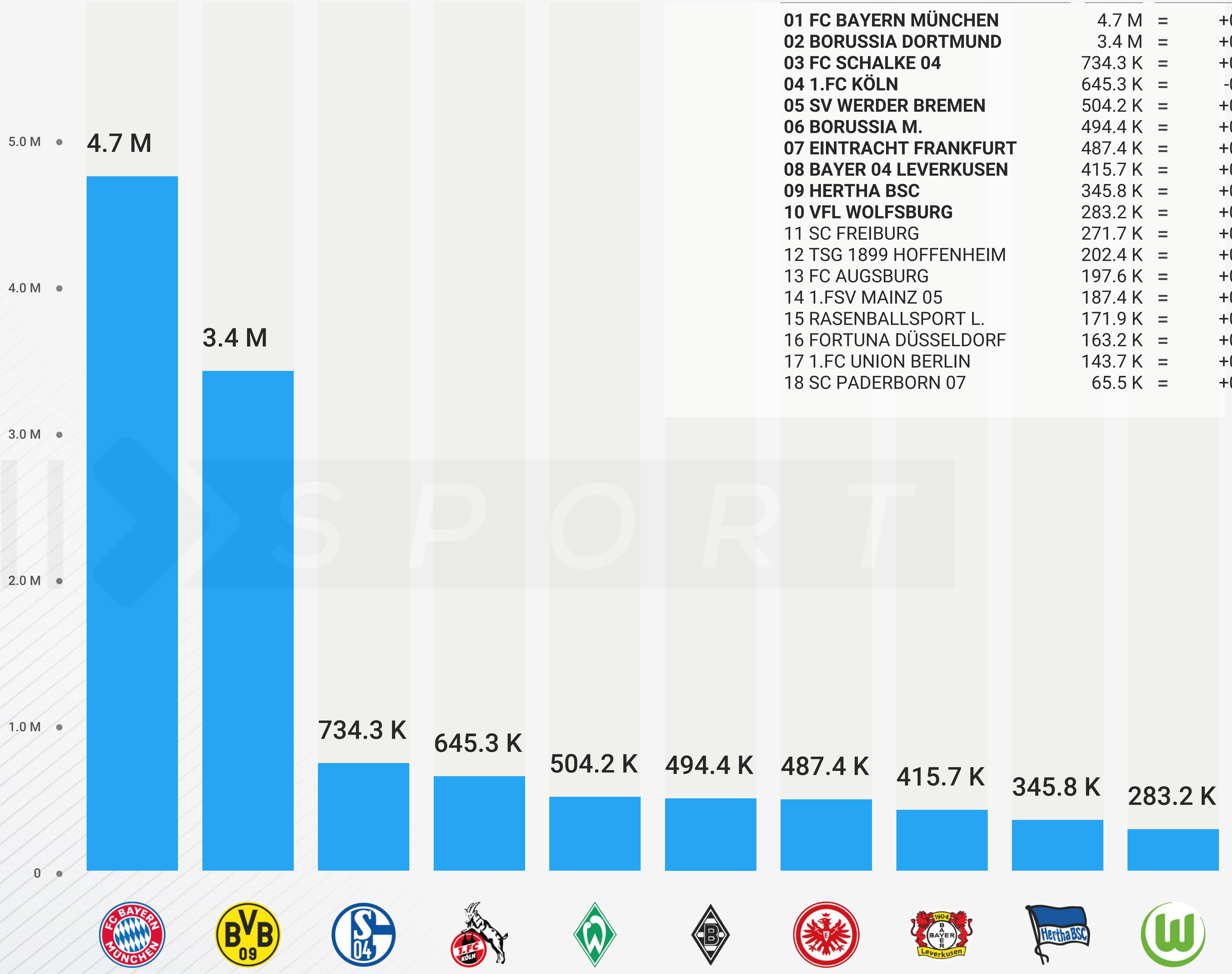
GERMANY Twitter

TOTAL FANBASE

13.5 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	4.7 M	=	+0.41
02 BORUSSIA DORTMUND	3.4 M	=	+0.37
03 FC SCHALKE 04	734.3 K	=	+0.30
04 1.FC KÖLN	645.3 K	=	-0.01
05 SV WERDER BREMEN	504.2 K	=	+0.21
06 BORUSSIA M.	494.4 K	=	+0.40
07 EINTRACHT FRANKFURT	487.4 K	=	+0.69
08 BAYER 04 LEVERKUSEN	415.7 K	=	+0.10
09 HERTHA BSC	345.8 K	=	+0.20
10 VFL WOLFSBURG	283.2 K	=	+0.04
11 SC FREIBURG	271.7 K	=	+0.28
12 TSG 1899 HOFFENHEIM	202.4 K	=	+0.21
13 FC AUGSBURG	197.6 K	=	+0.08
14 1.FSV MAINZ 05	187.4 K	=	+0.17
15 RASENBALLSPORT L.	171.9 K	=	+0.69
16 FORTUNA DÜSSELDORF	163.2 K	=	+0.28
17 1.FC UNION BERLIN	143.7 K	=	+0.71
18 SC PADERBORN 07	65.5 K	=	+0.21

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

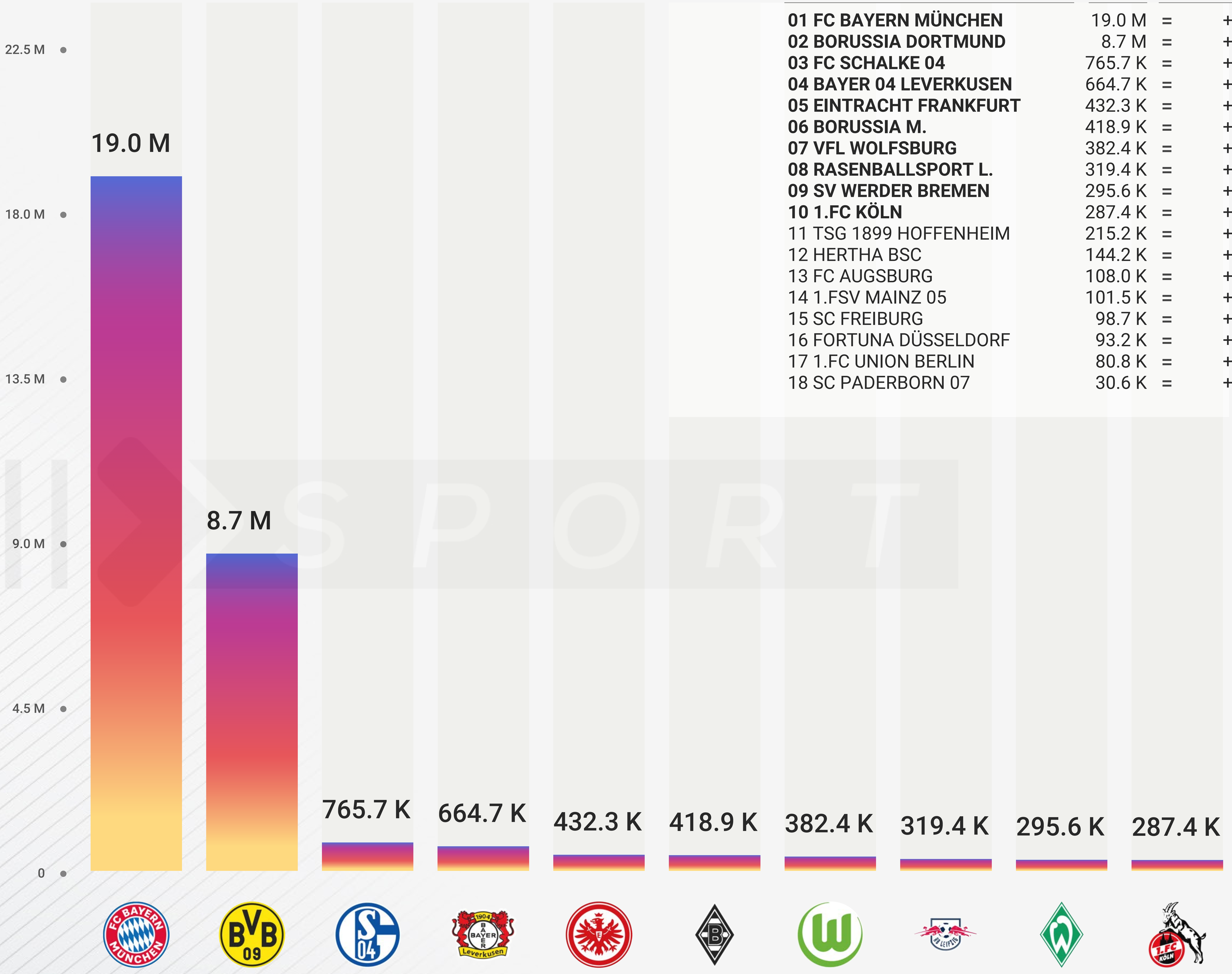
GERMANY Instagram

TOTAL FANBASE

32.1 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	19.0 M	=	+1.63
02 BORUSSIA DORTMUND	8.7 M	=	+2.33
03 FC SCHALKE 04	765.7 K	=	+2.06
04 BAYER 04 LEVERKUSEN	664.7 K	=	+2.72
05 EINTRACHT FRANKFURT	432.3 K	=	+3.26
06 BORUSSIA M.	418.9 K	=	+4.24
07 VFL WOLFSBURG	382.4 K	=	+1.85
08 RASENBALLSPORT L.	319.4 K	=	+6.17
09 SV WERDER BREMEN	295.6 K	=	+1.82
10 1.FC KÖLN	287.4 K	=	+1.71
11 TSG 1899 HOFFENHEIM	215.2 K	=	+2.87
12 HERTHA BSC	144.2 K	=	+1.84
13 FC AUGSBURG	108.0 K	=	+3.45
14 1.FSV MAINZ 05	101.5 K	=	+3.61
15 SC FREIBURG	98.7 K	=	+4.50
16 FORTUNA DÜSSELDORF	93.2 K	=	+3.00
17 1.FC UNION BERLIN	80.8 K	=	+7.60
18 SC PADERBORN 07	30.6 K	=	+4.41

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

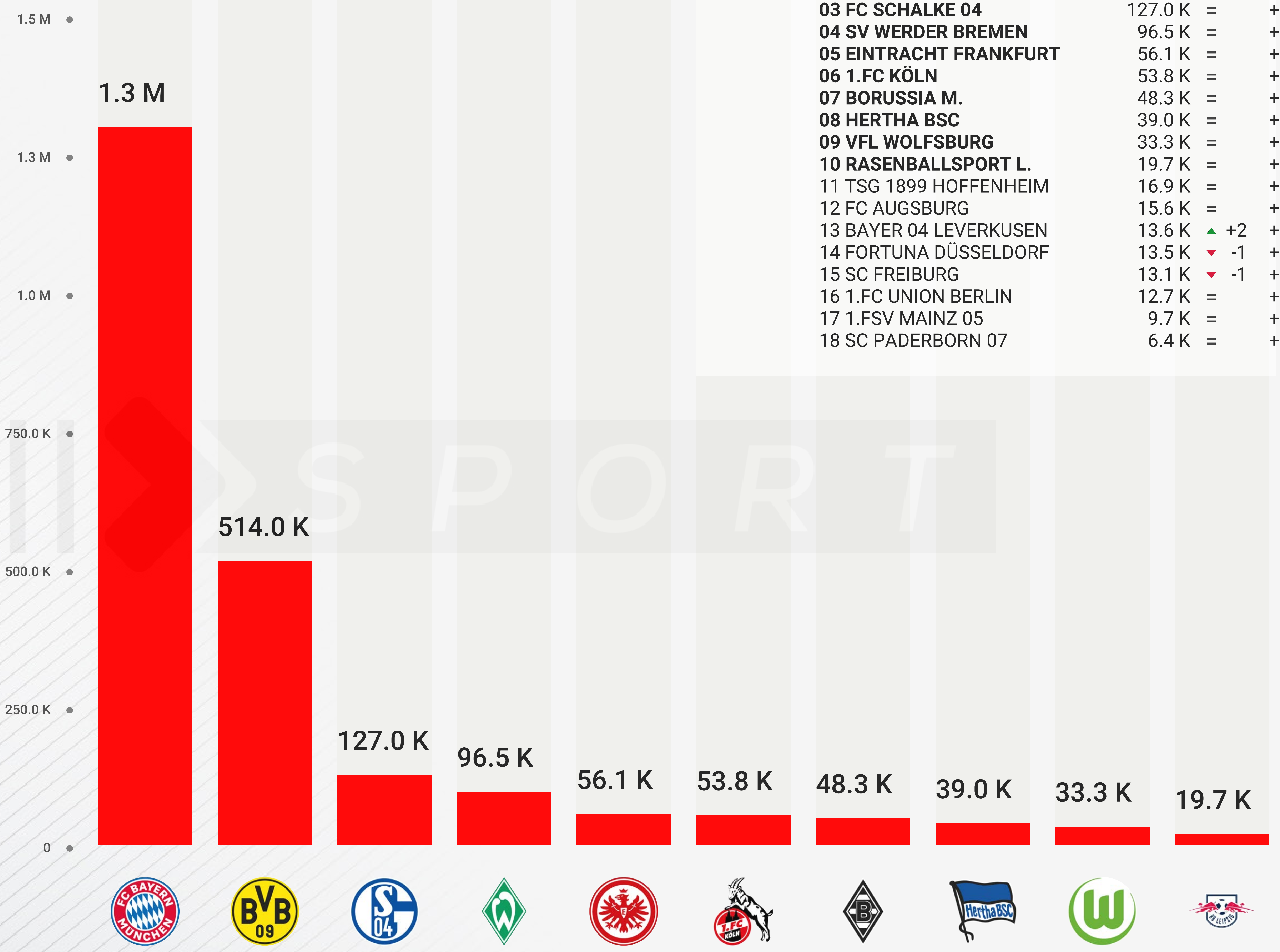
GERMANY YouTube

TOTAL FANBASE

2.4 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	1.3 M	=	+1.56
02 BORUSSIA DORTMUND	514.0 K	=	+1.58
03 FC SCHALKE 04	127.0 K	=	+2.42
04 SV WERDER BREMEN	96.5 K	=	+0.63
05 EINTRACHT FRANKFURT	56.1 K	=	+2.19
06 1.FC KÖLN	53.8 K	=	+0.94
07 BORUSSIA M.	48.3 K	=	+3.65
08 HERTHA BSC	39.0 K	=	+0.78
09 VFL WOLFSBURG	33.3 K	=	+1.22
10 RASENBALLSPORT L.	19.7 K	=	+3.14
11 TSG 1899 HOFFENHEIM	16.9 K	=	+1.81
12 FC AUGSBURG	15.6 K	=	+0.65
13 BAYER 04 LEVERKUSEN	13.6 K	▲ +2	+6.25
14 FORTUNA DÜSSELDORF	13.5 K	▼ -1	+3.05
15 SC FREIBURG	13.1 K	▼ -1	+0.77
16 1.FC UNION BERLIN	12.7 K	=	+4.10
17 1.FSV MAINZ 05	9.7 K	=	+1.89
18 SC PADERBORN 07	6.4 K	=	+0.94

LAST UPDATE NOV 2019

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

IQUII SPORT

GERMANY Social

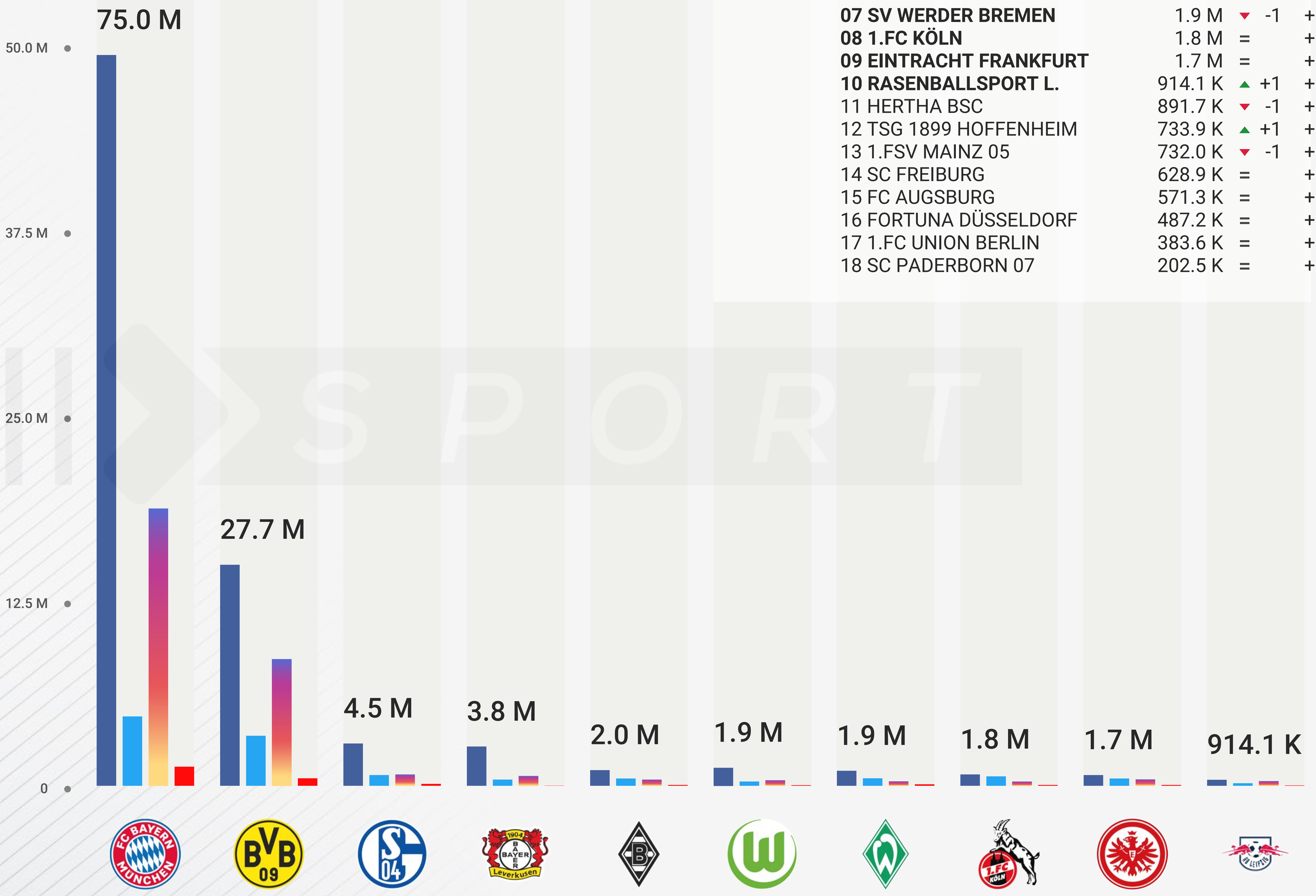
TOTAL FANBASE

125.9 M

BUNDESLIGA

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

CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	75.0 M	=	+0.83
02 BORUSSIA DORTMUND	27.7 M	=	+0.78
03 FC SCHALKE 04	4.5 M	=	+0.71
04 BAYER 04 LEVERKUSEN	3.8 M	=	+0.63
05 BORUSSIA M.	2.0 M	=	+1.98
06 VFL WOLFSBURG	1.9 M	▲ +1	+1.98
07 SV WERDER BREMEN	1.9 M	▼ -1	+0.57
08 1.FC KÖLN	1.8 M	=	+0.42
09 EINTRACHT FRANKFURT	1.7 M	=	+1.91
10 RASENBALLSPORT L.	914.1 K	▲ +1	+3.10
11 HERTHA BSC	891.7 K	▼ -1	+0.43
12 TSG 1899 HOFFENHEIM	733.9 K	▲ +1	+1.29
13 1.FSV MAINZ 05	732.0 K	▼ -1	+0.41
14 SC FREIBURG	628.9 K	=	+1.00
15 FC AUGSBURG	571.3 K	=	+0.80
16 FORTUNA DÜSSELDORF	487.2 K	=	+0.80
17 1.FC UNION BERLIN	383.6 K	=	+2.57
18 SC PADERBORN 07	202.5 K	=	+0.81



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

LAST UPDATE NOV 2019

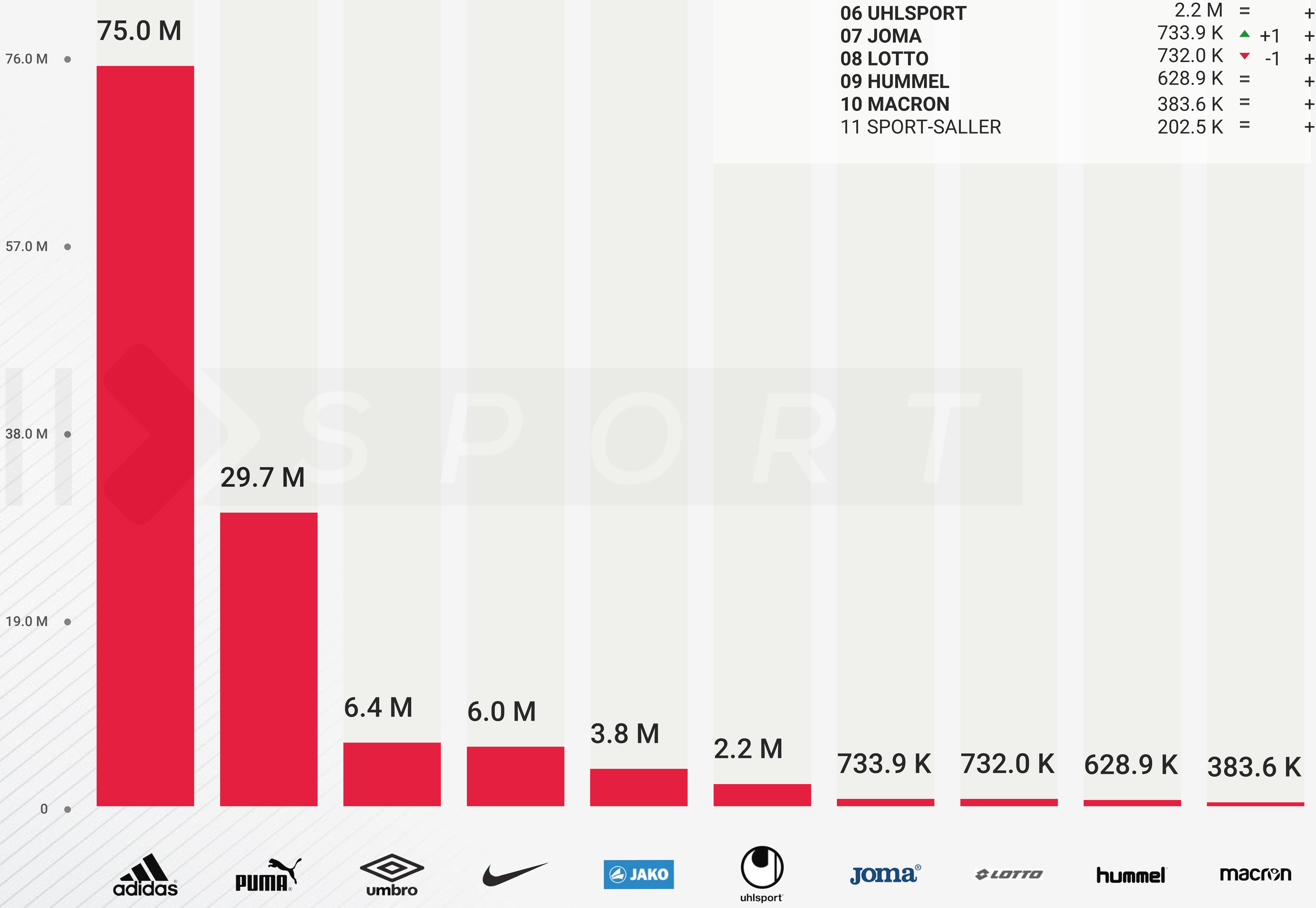
IQUII SPORT

GERMANY Brands

TOTAL FANBASE

125.9 M

BUNDESLIGA



SPONSORS	FANS		% VAR*
01 ADIDAS	75.0 M	=	+0.83
02 PUMA	29.7 M	=	+0.86
03 UMBRO	6.4 M	=	+0.66
04 NIKE	6.0 M	=	+1.78
05 JAKO	3.8 M	=	+0.63
06 UHLSPORT	2.2 M	=	+0.50
07 JOMA	733.9 K	▲ +1	+1.29
08 LOTTO	732.0 K	▼ -1	+0.41
09 HUMMEL	628.9 K	=	+1.00
10 MACRON	383.6 K	=	+2.57
11 SPORT-SALLER	202.5 K	=	+0.81

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

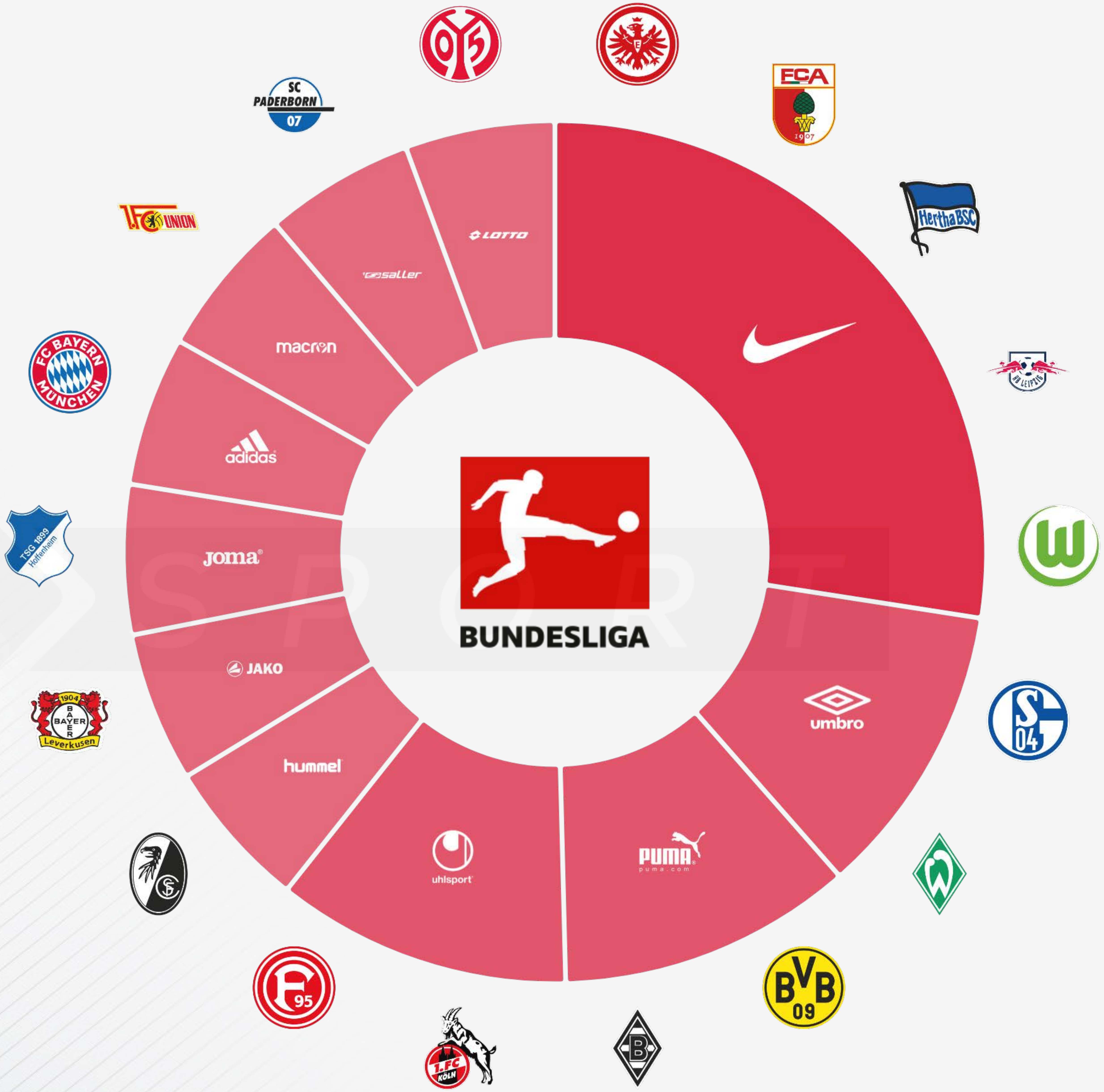
*[from October 15, 2019 to November 15, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

LAST UPDATE NOV 2019

GERMANY Brands

CLUBS
18

Sport Brands
11



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

*[from October 15, 2019 to November 15, 2019]

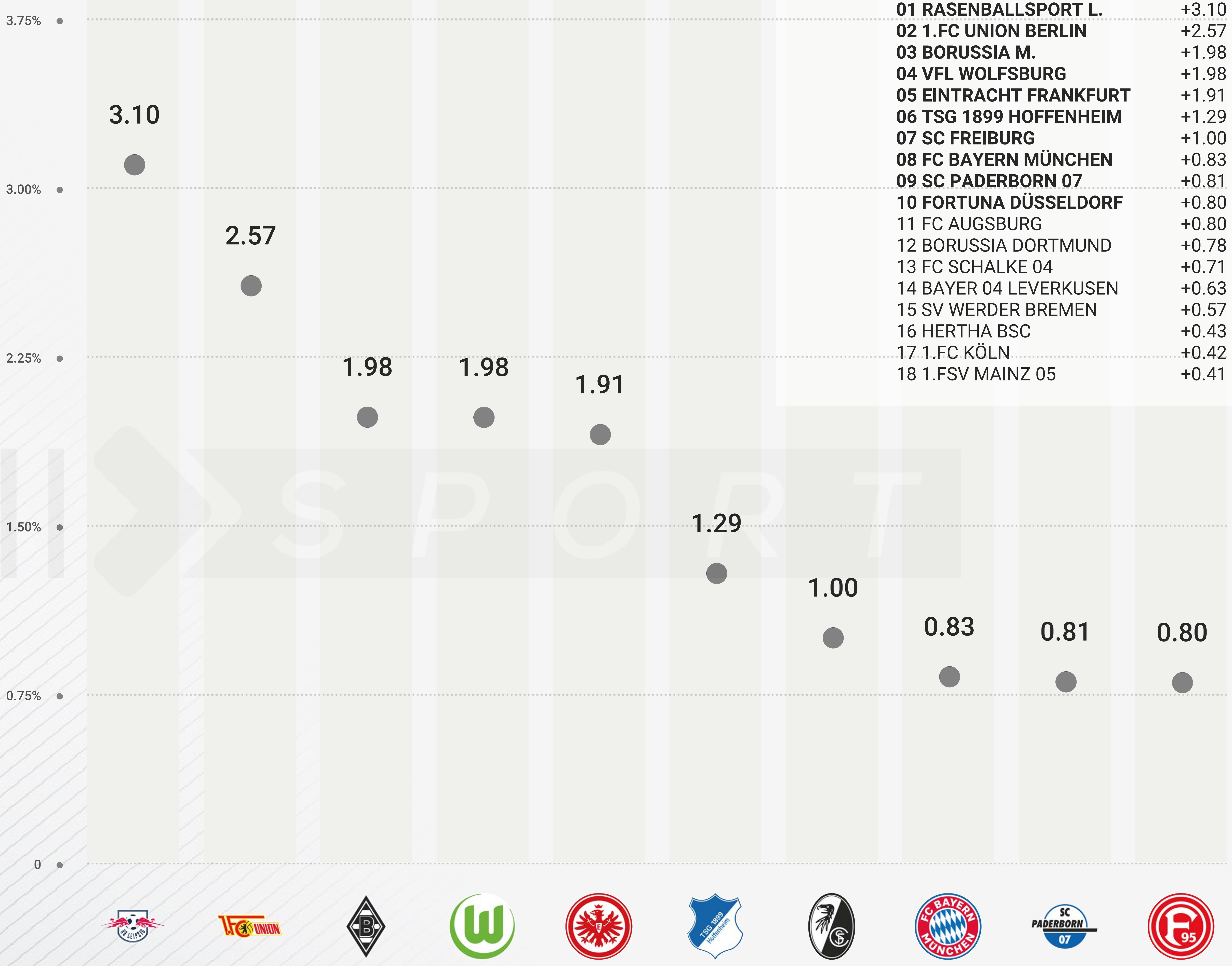
LAST UPDATE NOV 2019

IQUII SPORT

GERMANY Grown Up

BUNDESLIGA

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



CLUBS	% VAR*
01 RASENBALLSPORT L.	+3.10
02 1.FC UNION BERLIN	+2.57
03 BORUSSIA M.	+1.98
04 VFL WOLFSBURG	+1.98
05 EINTRACHT FRANKFURT	+1.91
06 TSG 1899 HOFFENHEIM	+1.29
07 SC FREIBURG	+1.00
08 FC BAYERN MÜNCHEN	+0.83
09 SC PADERBORN 07	+0.81
10 FORTUNA DÜSSELDORF	+0.80
11 FC AUGSBURG	+0.80
12 BORUSSIA DORTMUND	+0.78
13 FC SCHALKE 04	+0.71
14 BAYER 04 LEVERKUSEN	+0.63
15 SV WERDER BREMEN	+0.57
16 HERTHA BSC	+0.43
17 1.FC KÖLN	+0.42
18 1.FSV MAINZ 05	+0.41

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

LAST UPDATE NOV 2019

GERMANY SnapShot / Second Division

BUNDESLIGA

18
CLUBS

Total 2.Bundesliga football clubs analyzed.

11
BRANDS

Total 2.Bundesliga Sport Brands on jerseys analyzed.

8.2 M
+ 0.54%*
FANS

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

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

GERMANY **Facebook**

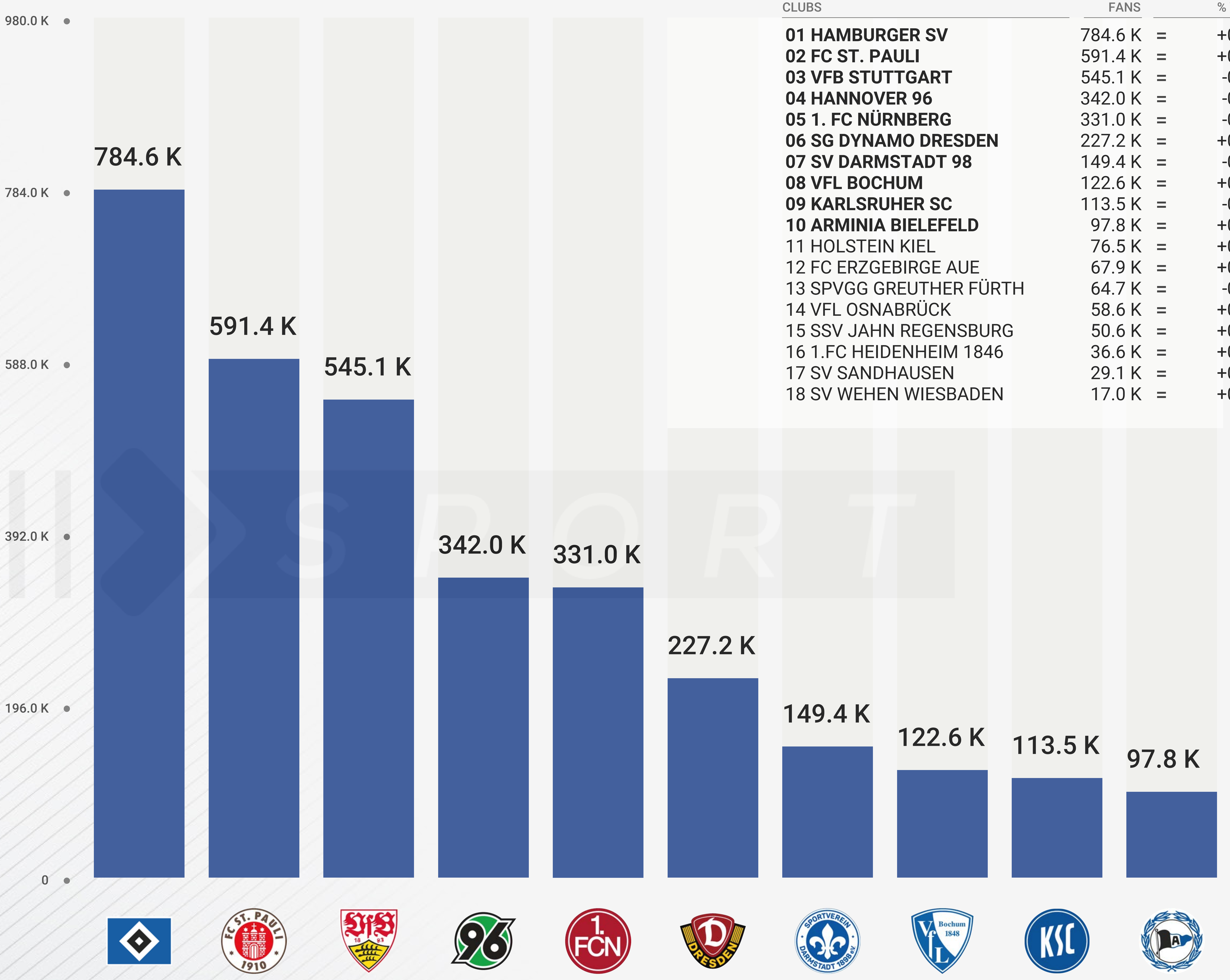
f

TOTAL FANBASE

3.7 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	784.6 K	=	+0.27
02 FC ST. PAULI	591.4 K	=	+0.26
03 VFB STUTTGART	545.1 K	=	-0.11
04 HANNOVER 96	342.0 K	=	-0.10
05 1. FC NÜRNBERG	331.0 K	=	-0.10
06 SG DYNAMO DRESDEN	227.2 K	=	+0.45
07 SV DARMSTADT 98	149.4 K	=	-0.26
08 VFL BOCHUM	122.6 K	=	+0.33
09 KARLSRUHER SC	113.5 K	=	-0.03
10 ARMINIA BIELEFELD	97.8 K	=	+0.63
11 HOLSTEIN KIEL	76.5 K	=	+0.26
12 FC ERZGEBIRGE AUE	67.9 K	=	+0.32
13 SPVGG GREUTHER FÜRTH	64.7 K	=	-0.13
14 VFL OSNABRÜCK	58.6 K	=	+0.12
15 SSV JAHN REGENSBURG	50.6 K	=	+0.16
16 1.FC HEIDENHEIM 1846	36.6 K	=	+0.04
17 SV SANDHAUSEN	29.1 K	=	+0.13
18 SV WEHEN WIESBADEN	17.0 K	=	+0.57

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

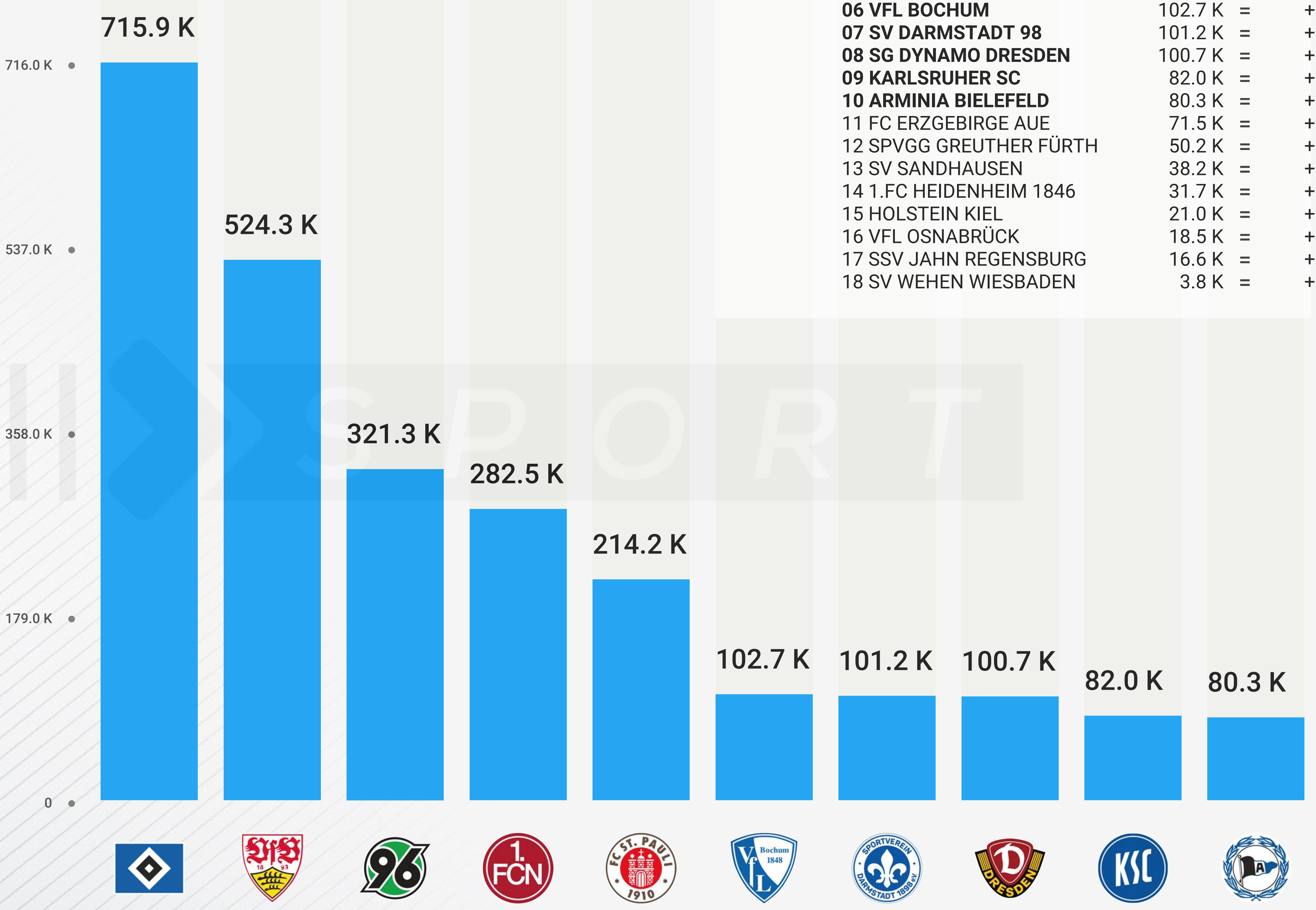
GERMANY Twitter

TOTAL FANBASE

2.8 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	715.9 K	=	+0.04
02 VFB STUTTGART	524.3 K	=	-0.01
03 HANNOVER 96	321.3 K	=	+0.04
04 1. FC NÜRNBERG	282.5 K	=	+0.04
05 FC ST. PAULI	214.2 K	=	+0.99
06 VFL BOCHUM	102.7 K	=	+0.29
07 SV DARMSTADT 98	101.2 K	=	+0.14
08 SG DYNAMO DRESDEN	100.7 K	=	+0.37
09 KARLSRUHER SC	82.0 K	=	+0.26
10 ARMINIA BIELEFELD	80.3 K	=	+0.94
11 FC ERZGEBIRGE AUE	71.5 K	=	+0.27
12 SPVGG GREUTHER FÜRTH	50.2 K	=	+0.10
13 SV SANDHAUSEN	38.2 K	=	+0.15
14 1.FC HEIDENHEIM 1846	31.7 K	=	+0.26
15 HOLSTEIN KIEL	21.0 K	=	+0.46
16 VFL OSNABRÜCK	18.5 K	=	+0.43
17 SSV JAHN REGENSBURG	16.6 K	=	+0.22
18 SV WEHEN WIESBADEN	3.8 K	=	+2.67

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

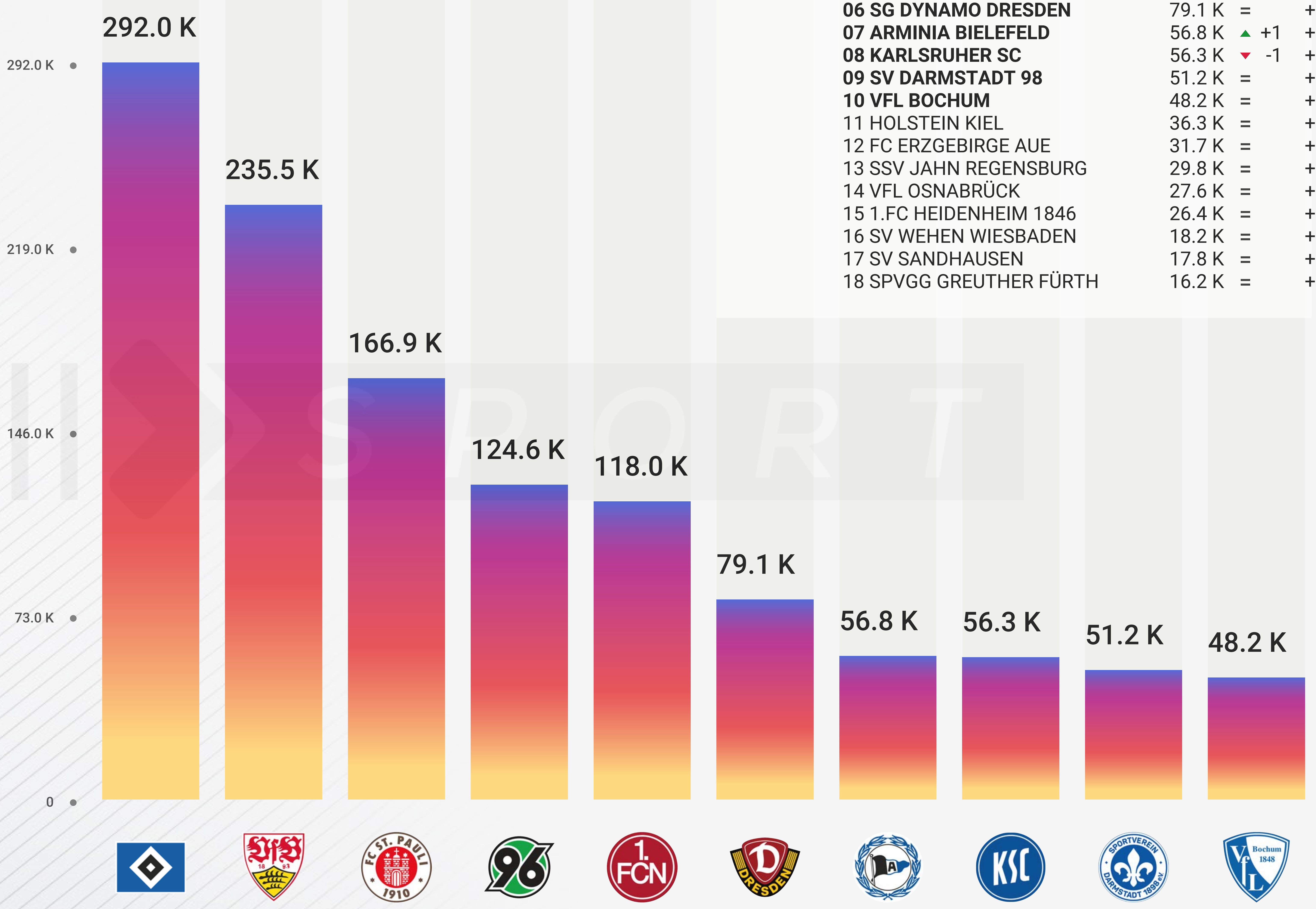
GERMANY Instagram

TOTAL FANBASE

1.4 M

BUNDESLIGA 2

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	292.0 K	=	+1.51
02 VFB STUTTGART	235.5 K	=	+1.11
03 FC ST. PAULI	166.9 K	=	+3.60
04 HANNOVER 96	124.6 K	=	+1.21
05 1. FC NÜRNBERG	118.0 K	=	+1.83
06 SG DYNAMO DRESDEN	79.1 K	=	+3.71
07 ARMINIA BIELEFELD	56.8 K	▲ +1	+4.28
08 KARLSRUHER SC	56.3 K	▼ -1	+2.48
09 SV DARMSTADT 98	51.2 K	=	+1.05
10 VFL BOCHUM	48.2 K	=	+5.59
11 HOLSTEIN KIEL	36.3 K	=	+1.48
12 FC ERZGEBIRGE AUE	31.7 K	=	+3.02
13 SSV JAHN REGENSBURG	29.8 K	=	+2.53
14 VFL OSNABRÜCK	27.6 K	=	+2.67
15 1.FC HEIDENHEIM 1846	26.4 K	=	+2.20
16 SV WEHEN WIESBADEN	18.2 K	=	+1.21
17 SV SANDHAUSEN	17.8 K	=	+2.45
18 SPVGG GREUTHER FÜRTH	16.2 K	=	+1.52

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

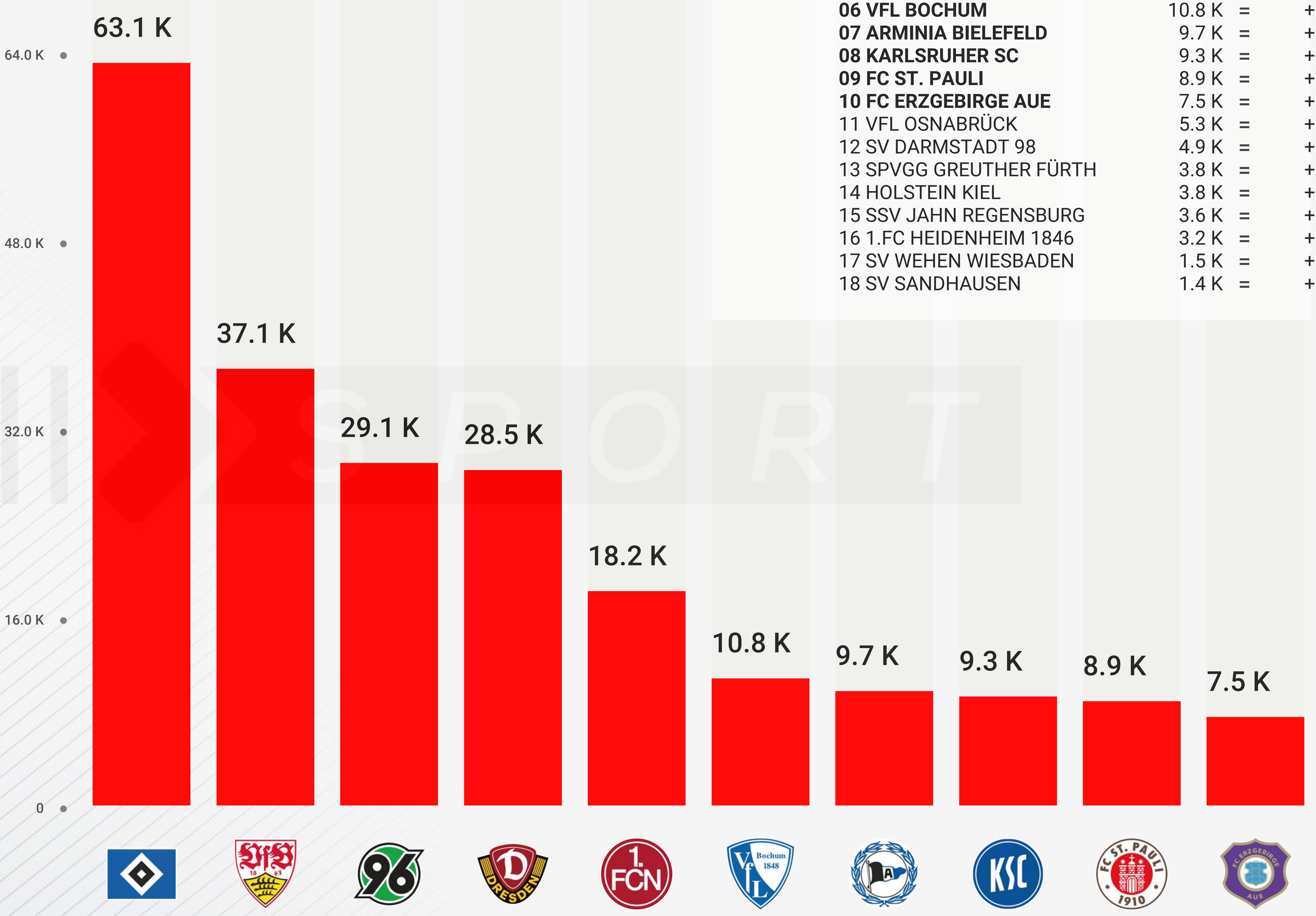
GERMANY YouTube

TOTAL FANBASE

250 K

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	63.1 K	=	+1.28
02 VFB STUTTGART	37.1 K	=	+1.09
03 HANNOVER 96	29.1 K	=	+2.46
04 SG DYNAMO DRESDEN	28.5 K	=	+1.79
05 1. FC NÜRNBERG	18.2 K	=	+1.68
06 VFL BOCHUM	10.8 K	=	+0.93
07 ARMINIA BIELEFELD	9.7 K	=	+2.75
08 KARLSRUHER SC	9.3 K	=	+2.44
09 FC ST. PAULI	8.9 K	=	+1.03
10 FC ERZGEBIRGE AUE	7.5 K	=	+2.45
11 VFL OSNABRÜCK	5.3 K	=	+2.12
12 SV DARMSTADT 98	4.9 K	=	+1.87
13 SPVGG GREUTHER FÜRTH	3.8 K	=	+0.80
14 HOLSTEIN KIEL	3.8 K	=	+2.99
15 SSV JAHN REGENSBURG	3.6 K	=	+1.14
16 1.FC HEIDENHEIM 1846	3.2 K	=	+0.63
17 SV WEHEN WIESBADEN	1.5 K	=	+3.42
18 SV SANDHAUSEN	1.4 K	=	+0.70

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

LAST UPDATE NOV 2019

IQUII SPORT

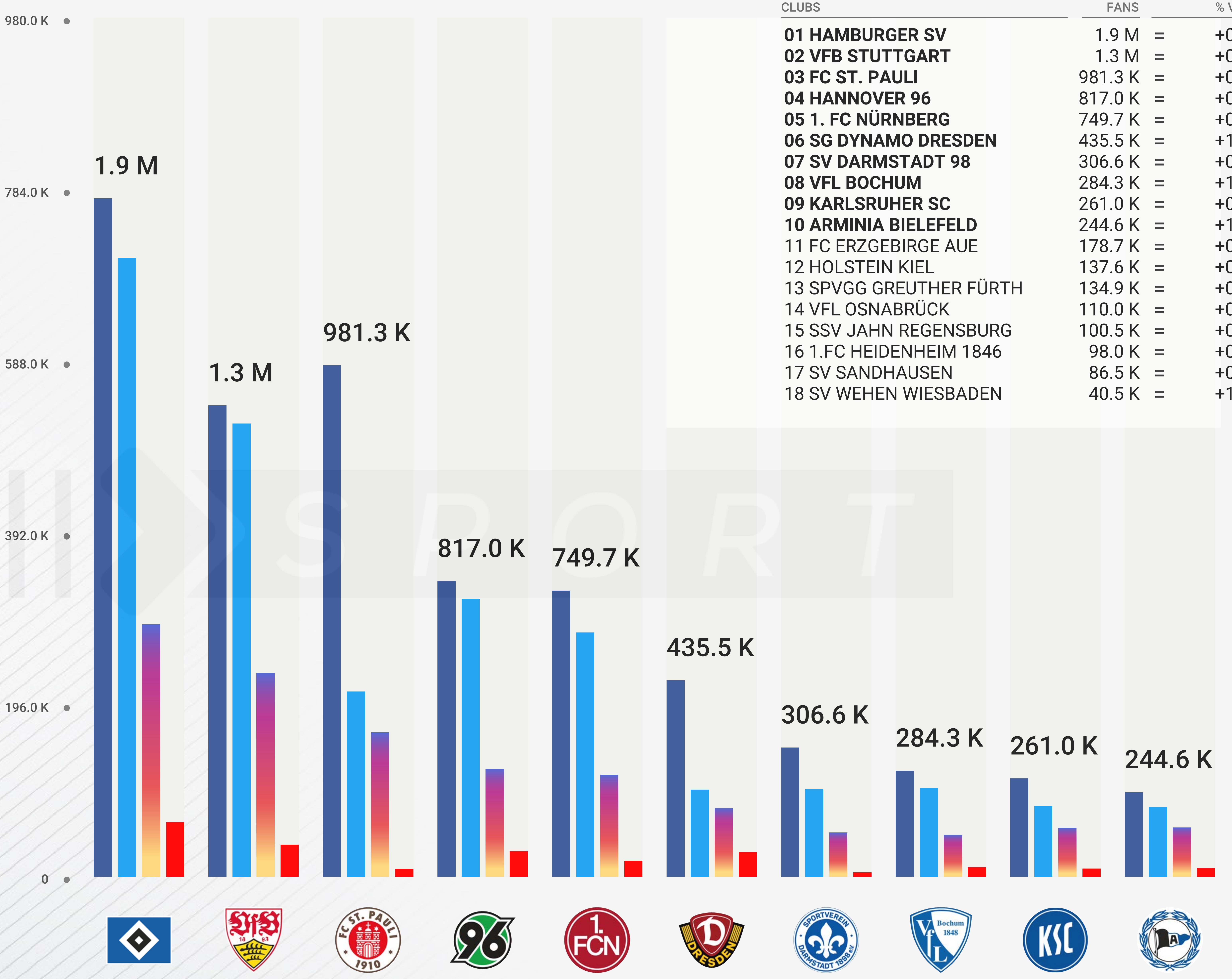
GERMANY Social

TOTAL FANBASE

8.2 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 HAMBURGER SV	1.9 M	=	+0.41
02 VFB STUTTGART	1.3 M	=	+0.17
03 FC ST. PAULI	981.3 K	=	+0.98
04 HANNOVER 96	817.0 K	=	+0.24
05 1. FC NÜRNBERG	749.7 K	=	+0.29
06 SG DYNAMO DRESDEN	435.5 K	=	+1.10
07 SV DARMSTADT 98	306.6 K	=	+0.12
08 VFL BOCHUM	284.3 K	=	+1.19
09 KARLSRUHER SC	261.0 K	=	+0.68
10 ARMINIA BIELEFELD	244.6 K	=	+1.64
11 FC ERZGEBIRGE AUE	178.7 K	=	+0.86
12 HOLSTEIN KIEL	137.6 K	=	+0.68
13 SPVGG GREUTHER FÜRTH	134.9 K	=	+0.18
14 VFL OSNABRÜCK	110.0 K	=	+0.90
15 SSV JAHN REGENSBURG	100.5 K	=	+0.90
16 1.FC HEIDENHEIM 1846	98.0 K	=	+0.70
17 SV SANDHAUSEN	86.5 K	=	+0.61
18 SV WEHEN WIESBADEN	40.5 K	=	+1.15

LAST UPDATE NOV 2019

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

IQUII SPORT

GERMANY Brands

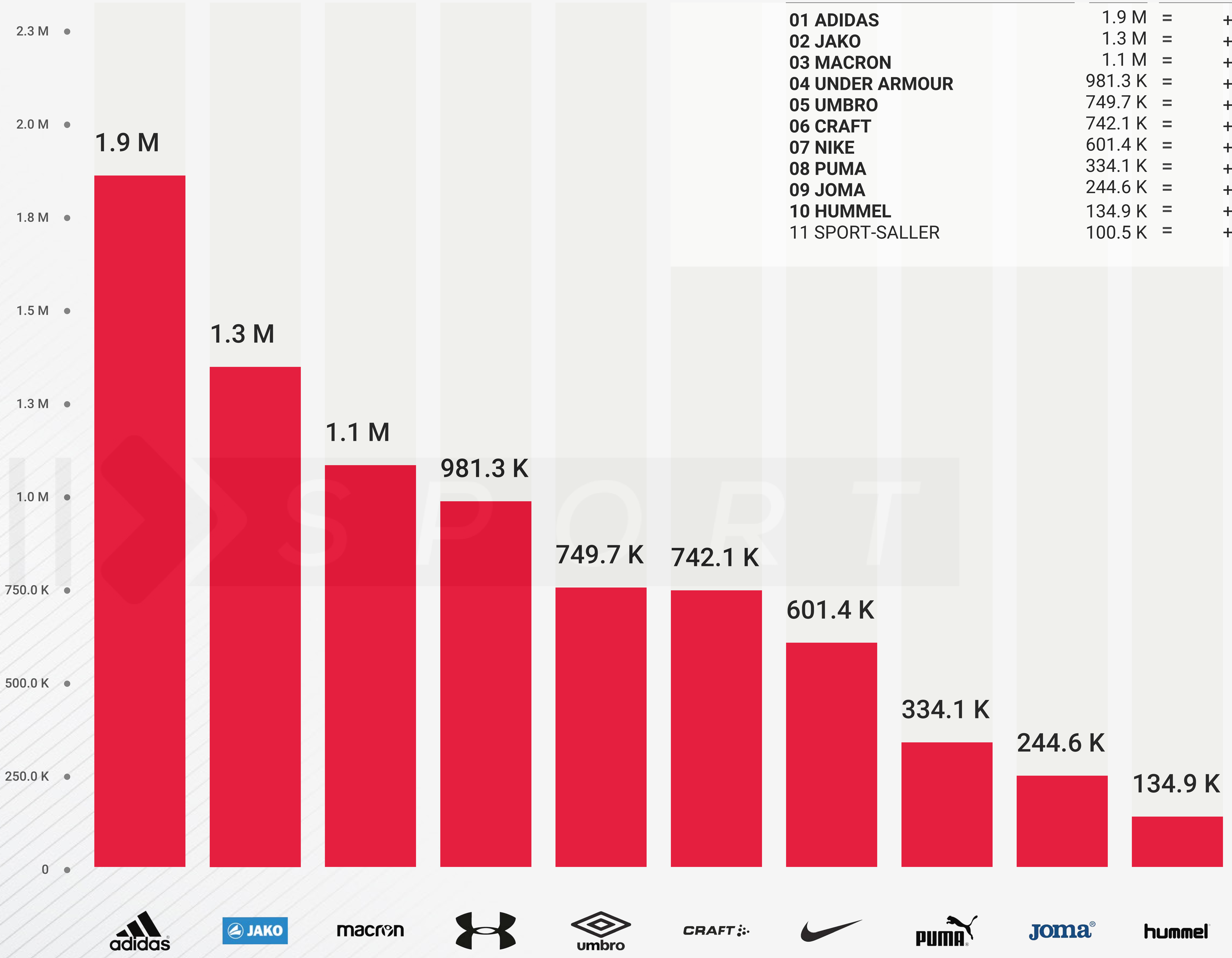
TOTAL FANBASE

8.2 M

BUNDESLIGA

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

SPONSORS	FANS		% VAR*
01 ADIDAS	1.9 M	=	+0.41
02 JAKO	1.3 M	=	+0.17
03 MACRON	1.1 M	=	+0.35
04 UNDER ARMOUR	981.3 K	=	+0.98
05 UMBRO	749.7 K	=	+0.29
06 CRAFT	742.1 K	=	+0.69
07 NIKE	601.4 K	=	+1.01
08 PUMA	334.1 K	=	+0.73
09 JOMA	244.6 K	=	+1.64
10 HUMMEL	134.9 K	=	+0.18
11 SPORT-SALLER	100.5 K	=	+0.90



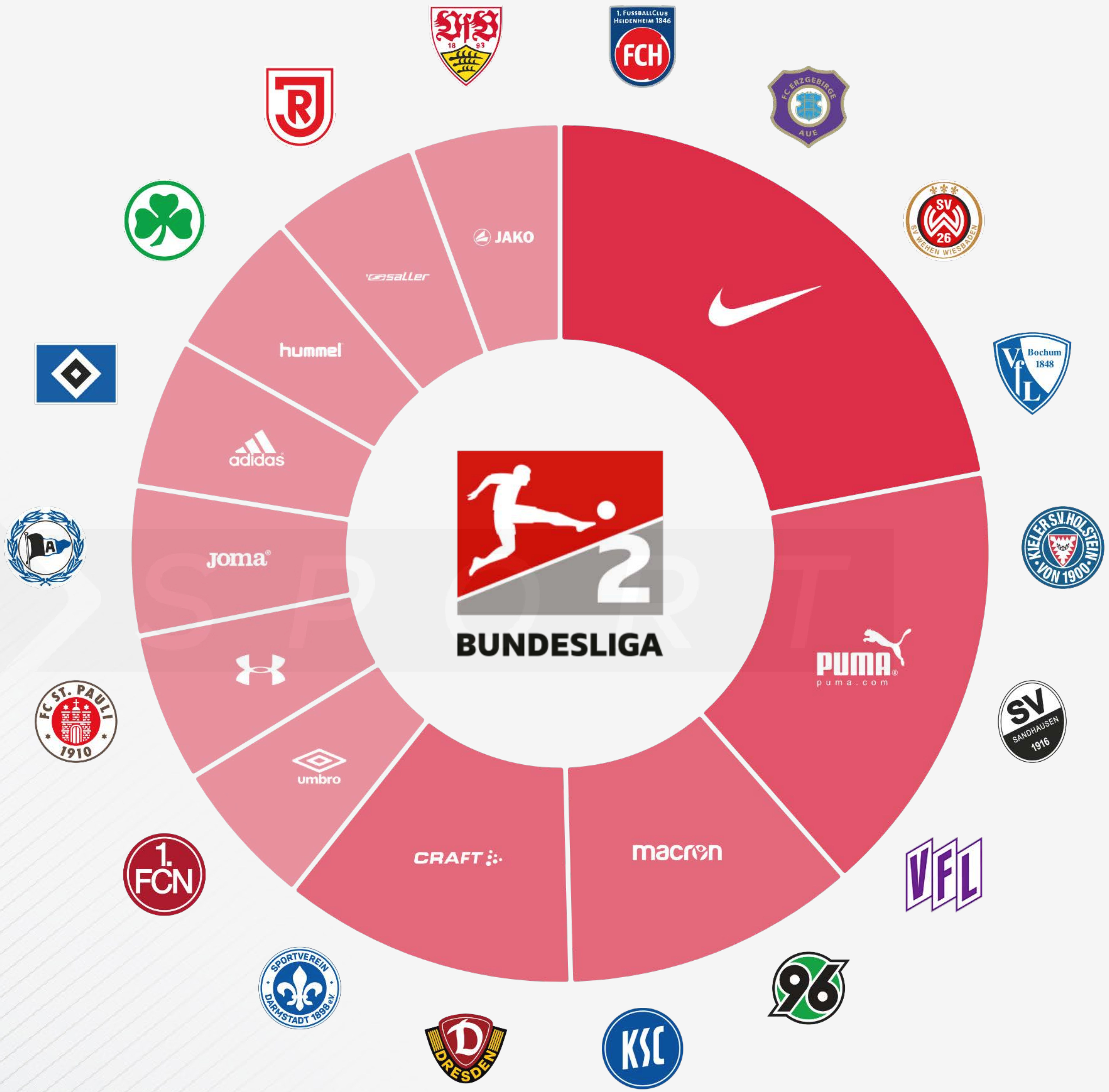
*[from October 15, 2019 to November 15, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

LAST UPDATE NOV 2019

GERMANY Brands

CLUBS
18

Sport Brands
11



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

*[from October 15, 2019 to November 15, 2019]

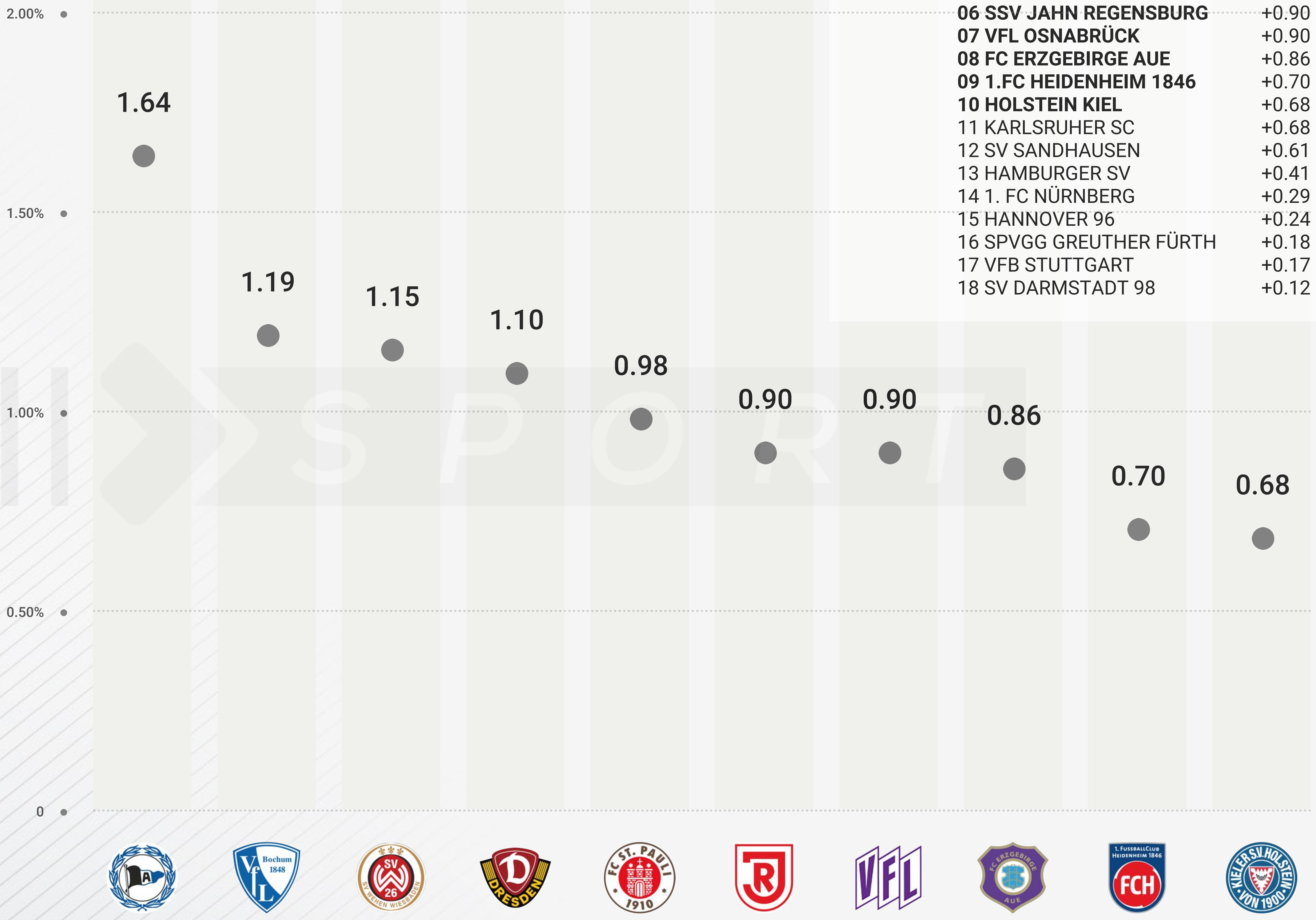
IQUII SPORT

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 ARMINIA BIELEFELD	+1.64
02 VFL BOCHUM	+1.19
03 SV WEHEN WIESBADEN	+1.15
04 SG DYNAMO DRESDEN	+1.10
05 FC ST. PAULI	+0.98
06 SSV JAHN REGENSBURG	+0.90
07 VFL OSNABRÜCK	+0.90
08 FC ERZGEBIRGE AUE	+0.86
09 1.FC HEIDENHEIM 1846	+0.70
10 HOLSTEIN KIEL	+0.68
11 KARLSRUHER SC	+0.68
12 SV SANDHAUSEN	+0.61
13 HAMBURGER SV	+0.41
14 1. FC NÜRNBERG	+0.29
15 HANNOVER 96	+0.24
16 SPVGG GREUTHER FÜRTH	+0.18
17 VFB STUTTGART	+0.17
18 SV DARMSTADT 98	+0.12



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

LAST UPDATE NOV 2019

IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION

20 CLUBS

SERIE A

SECOND DIVISION

20 CLUBS

Lega B

LAST UPDATE NOV 2019

ITALY SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: Serie A and Lega B.

40

CLUBS

Total Serie A and Lega B football clubs analyzed.

15

BRANDS

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

187.5 M

+ 1.44%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

IQUII SPORT

ITALY SnapShot / First Division

SERIE A TIM

20

CLUBS

Total Serie A football clubs analyzed.

9

BRANDS

Total Serie A Sport Brands on jerseys analyzed.

184.6 M

+ 1.44%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

IQUII SPORT

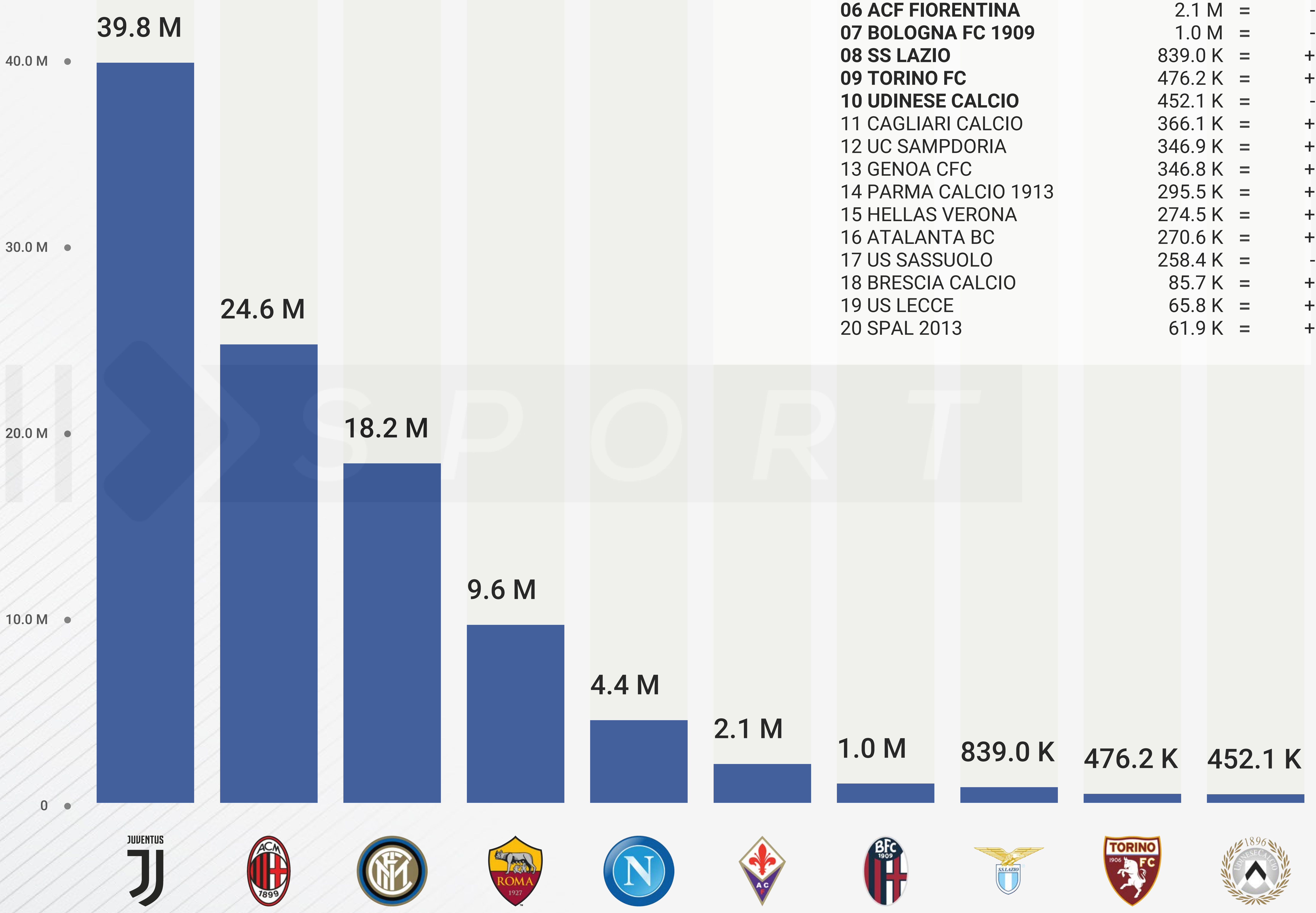
ITALY Facebook

TOTAL FANBASE

103.9 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	39.8 M	=	-0.00
02 AC MILAN	24.6 M	=	-0.11
03 FC INTERNAZIONALE	18.2 M	=	+4.64
04 AS ROMA	9.6 M	=	+0.64
05 SSC NAPOLI	4.4 M	=	+0.15
06 ACF FIORENTINA	2.1 M	=	-0.22
07 BOLOGNA FC 1909	1.0 M	=	-0.16
08 SS LAZIO	839.0 K	=	+0.19
09 TORINO FC	476.2 K	=	+0.06
10 UDINESE CALCIO	452.1 K	=	-0.15
11 CAGLIARI CALCIO	366.1 K	=	+0.90
12 UC SAMPDORIA	346.9 K	=	+0.13
13 GENOA CFC	346.8 K	=	+0.30
14 PARMA CALCIO 1913	295.5 K	=	+0.43
15 HELLAS VERONA	274.5 K	=	+0.19
16 ATALANTA BC	270.6 K	=	+1.20
17 US SASSUOLO	258.4 K	=	-0.16
18 BRESCIA CALCIO	85.7 K	=	+1.28
19 US LECCE	65.8 K	=	+3.36
20 SPAL 2013	61.9 K	=	+0.89

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

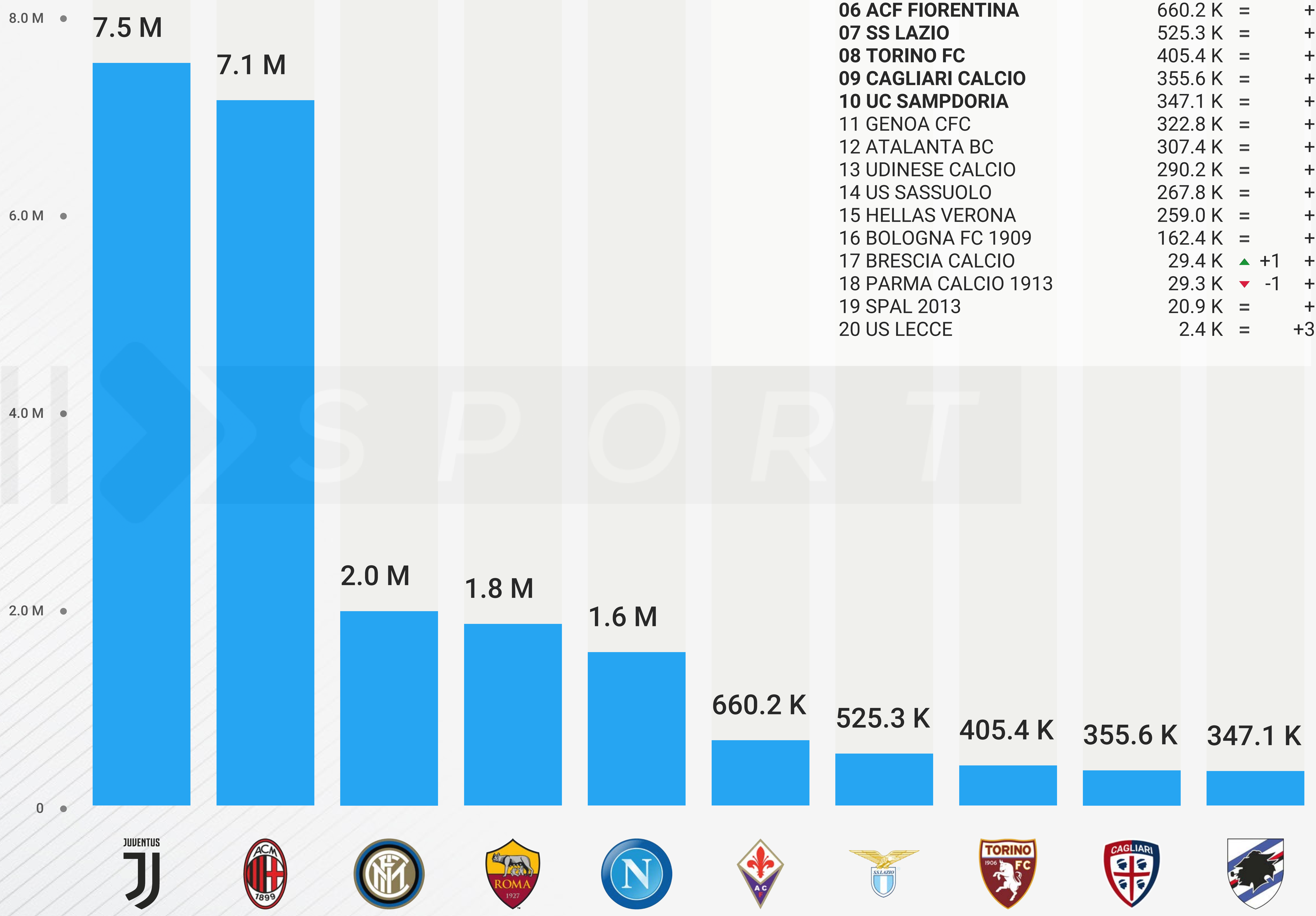
ITALY Twitter

TOTAL FANBASE

24.0 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	7.5 M	=	+1.66
02 AC MILAN	7.1 M	=	+0.32
03 FC INTERNAZIONALE	2.0 M	=	+3.25
04 AS ROMA	1.8 M	=	+0.51
05 SSC NAPOLI	1.6 M	=	+0.76
06 ACF FIORENTINA	660.2 K	=	+0.37
07 SS LAZIO	525.3 K	=	+0.11
08 TORINO FC	405.4 K	=	+0.26
09 CAGLIARI CALCIO	355.6 K	=	+0.39
10 UC SAMPDORIA	347.1 K	=	+0.33
11 GENOA CFC	322.8 K	=	+0.50
12 ATALANTA BC	307.4 K	=	+0.97
13 UDINESE CALCIO	290.2 K	=	+0.28
14 US SASSUOLO	267.8 K	=	+0.30
15 HELLAS VERONA	259.0 K	=	+0.16
16 BOLOGNA FC 1909	162.4 K	=	+0.46
17 BRESCIA CALCIO	29.4 K	▲ +1	+2.64
18 PARMA CALCIO 1913	29.3 K	▼ -1	+1.95
19 SPAL 2013	20.9 K	=	+2.42
20 US LECCE	2.4 K	=	+31.22

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

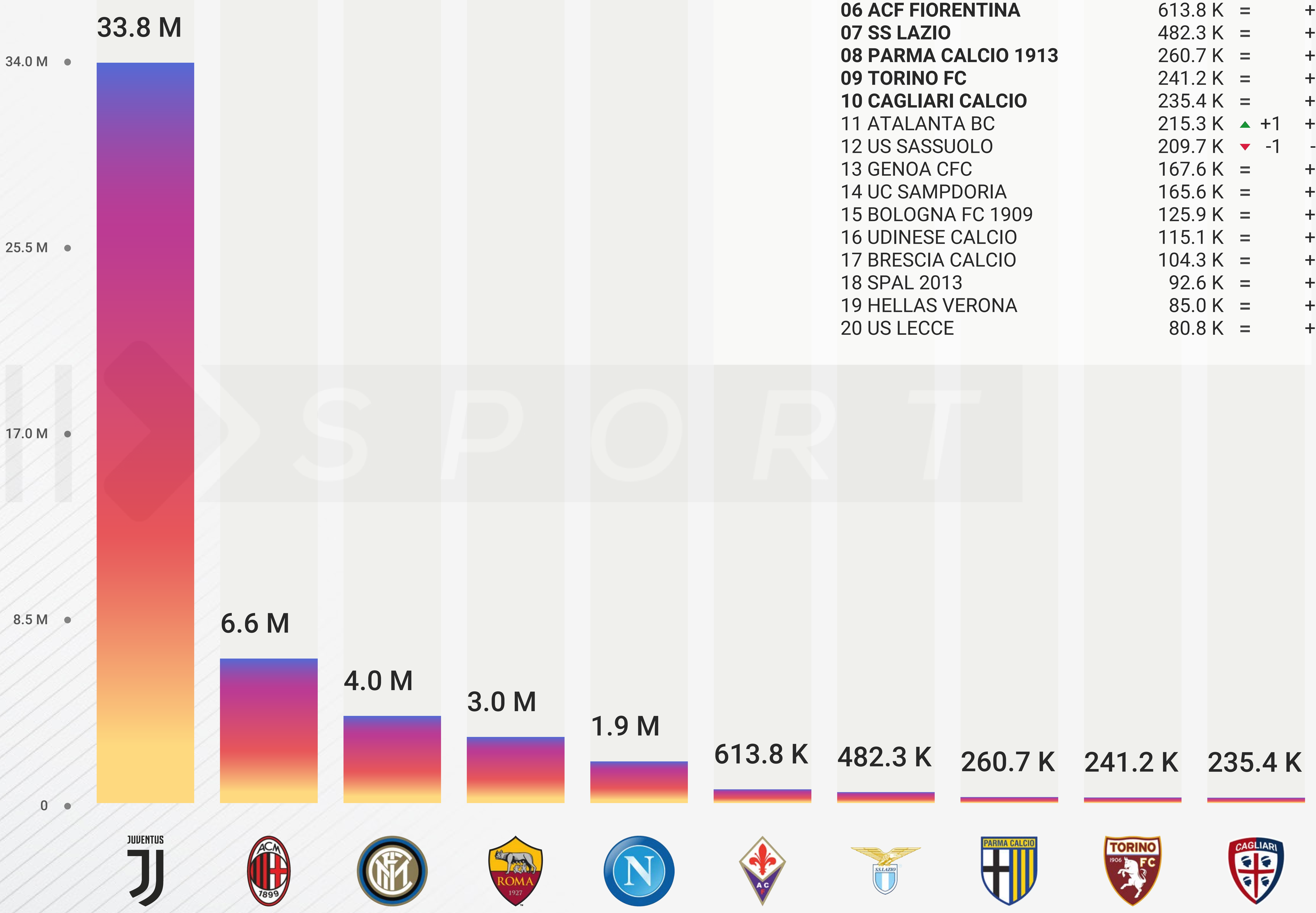
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

52.5 M

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	33.8 M	=	+3.00
02 AC MILAN	6.6 M	=	+1.53
03 FC INTERNAZIONALE	4.0 M	=	+4.45
04 AS ROMA	3.0 M	=	+2.06
05 SSC NAPOLI	1.9 M	=	+2.56
06 ACF FIORENTINA	613.8 K	=	+2.54
07 SS LAZIO	482.3 K	=	+3.29
08 PARMA CALCIO 1913	260.7 K	=	+4.48
09 TORINO FC	241.2 K	=	+3.24
10 CAGLIARI CALCIO	235.4 K	=	+6.21
11 ATALANTA BC	215.3 K	▲ +1	+3.32
12 US SASSUOLO	209.7 K	▼ -1	-0.38
13 GENOA CFC	167.6 K	=	+1.61
14 UC SAMPDORIA	165.6 K	=	+1.81
15 BOLOGNA FC 1909	125.9 K	=	+2.50
16 UDINESE CALCIO	115.1 K	=	+1.63
17 BRESCIA CALCIO	104.3 K	=	+4.62
18 SPAL 2013	92.6 K	=	+2.46
19 HELLAS VERONA	85.0 K	=	+2.57
20 US LECCE	80.8 K	=	+5.78

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

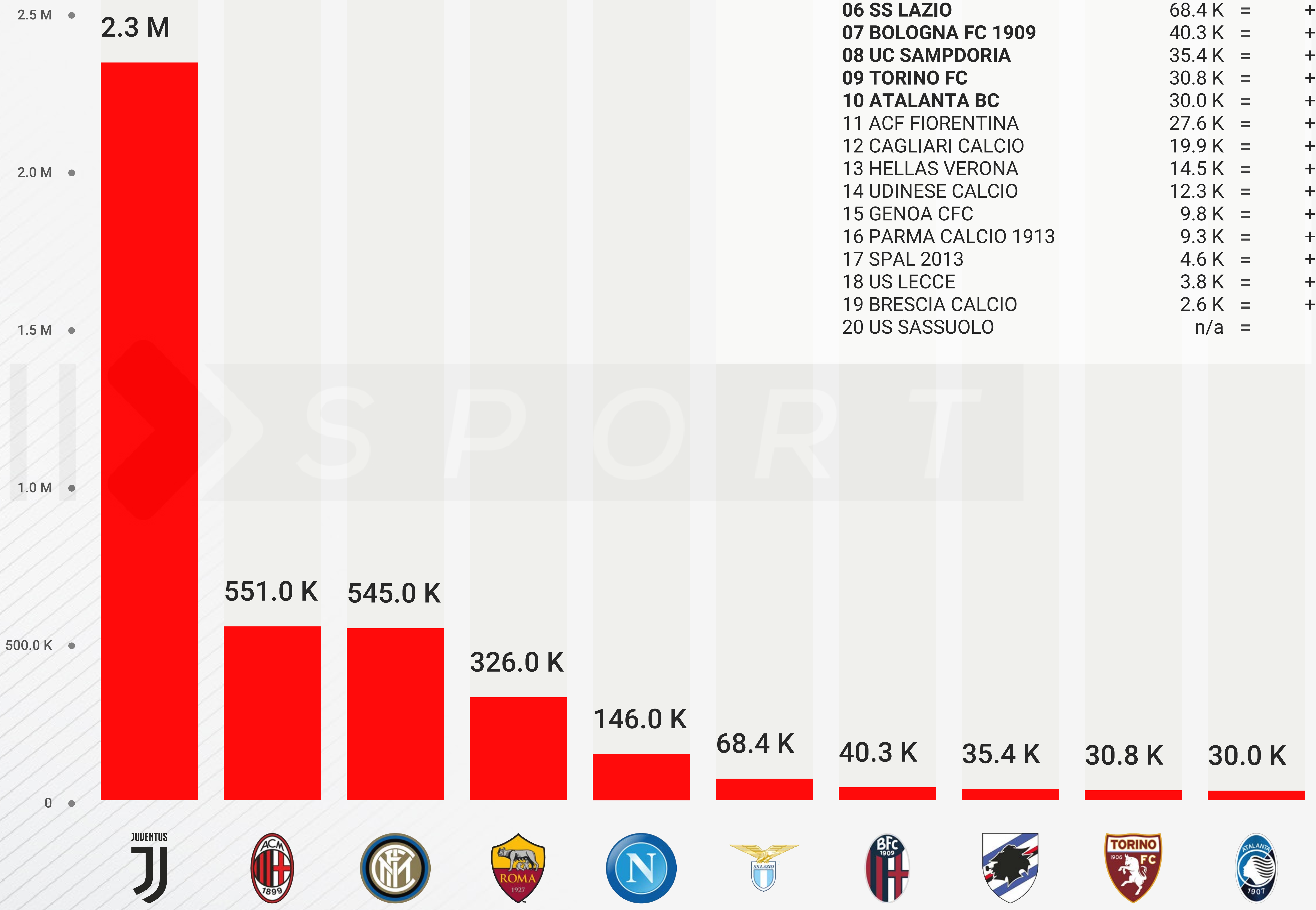
ITALY YouTube

TOTAL FANBASE

4.2 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	2.3 M	=	+1.74
02 AC MILAN	551.0 K	=	+0.73
03 FC INTERNAZIONALE	545.0 K	=	+2.25
04 AS ROMA	326.0 K	=	+0.62
05 SSC NAPOLI	146.0 K	=	+1.39
06 SS LAZIO	68.4 K	=	+1.79
07 BOLOGNA FC 1909	40.3 K	=	+4.13
08 UC SAMPDORIA	35.4 K	=	+2.31
09 TORINO FC	30.8 K	=	+0.98
10 ATALANTA BC	30.0 K	=	+6.01
11 ACF FIORENTINA	27.6 K	=	+2.22
12 CAGLIARI CALCIO	19.9 K	=	+3.11
13 HELLAS VERONA	14.5 K	=	+1.40
14 UDINESE CALCIO	12.3 K	=	+2.50
15 GENOA CFC	9.8 K	=	+4.60
16 PARMA CALCIO 1913	9.3 K	=	+2.54
17 SPAL 2013	4.6 K	=	+2.22
18 US LECCE	3.8 K	=	+7.39
19 BRESCIA CALCIO	2.6 K	=	+3.14
20 US SASSUOLO	n/a	=	n/a

LAST UPDATE NOV 2019

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

IQUII SPORT

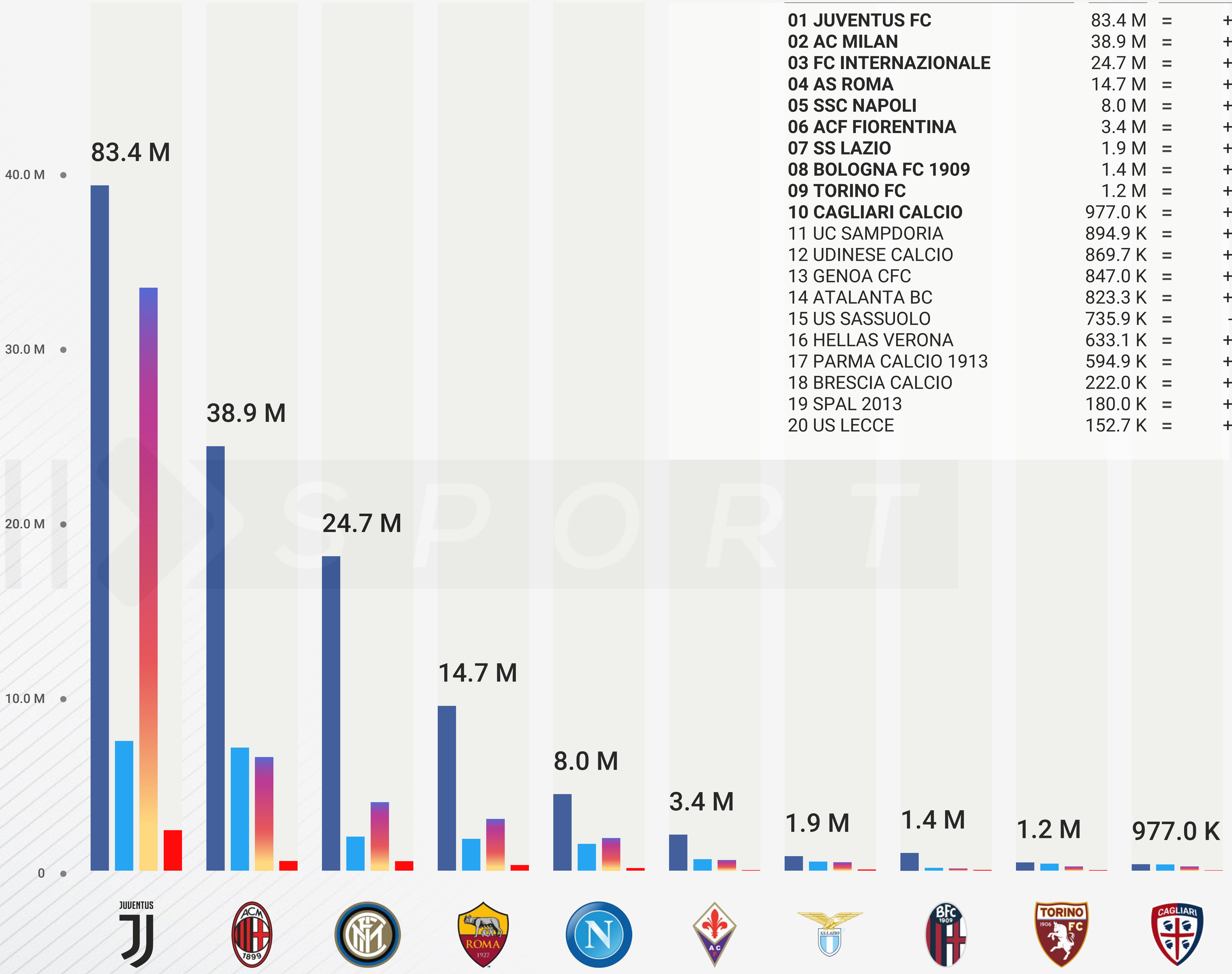
ITALY Social

TOTAL FANBASE

184.6 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	83.4 M	=	+1.39
02 AC MILAN	38.9 M	=	+0.25
03 FC INTERNAZIONALE	24.7 M	=	+4.45
04 AS ROMA	14.7 M	=	+0.91
05 SSC NAPOLI	8.0 M	=	+0.85
06 ACF FIORENTINA	3.4 M	=	+0.40
07 SS LAZIO	1.9 M	=	+0.99
08 BOLOGNA FC 1909	1.4 M	=	+0.28
09 TORINO FC	1.2 M	=	+0.81
10 CAGLIARI CALCIO	977.0 K	=	+1.98
11 UC SAMPDORIA	894.9 K	=	+0.60
12 UDINESE CALCIO	869.7 K	=	+0.27
13 GENOA CFC	847.0 K	=	+0.68
14 ATALANTA BC	823.3 K	=	+1.83
15 US SASSUOLO	735.9 K	=	-0.05
16 HELLAS VERONA	633.1 K	=	+0.52
17 PARMA CALCIO 1913	594.9 K	=	+2.28
18 BRESCIA CALCIO	222.0 K	=	+3.03
19 SPAL 2013	180.0 K	=	+1.91
20 US LECCE	152.7 K	=	+5.08

LAST UPDATE NOV 2019

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

IQUII SPORT

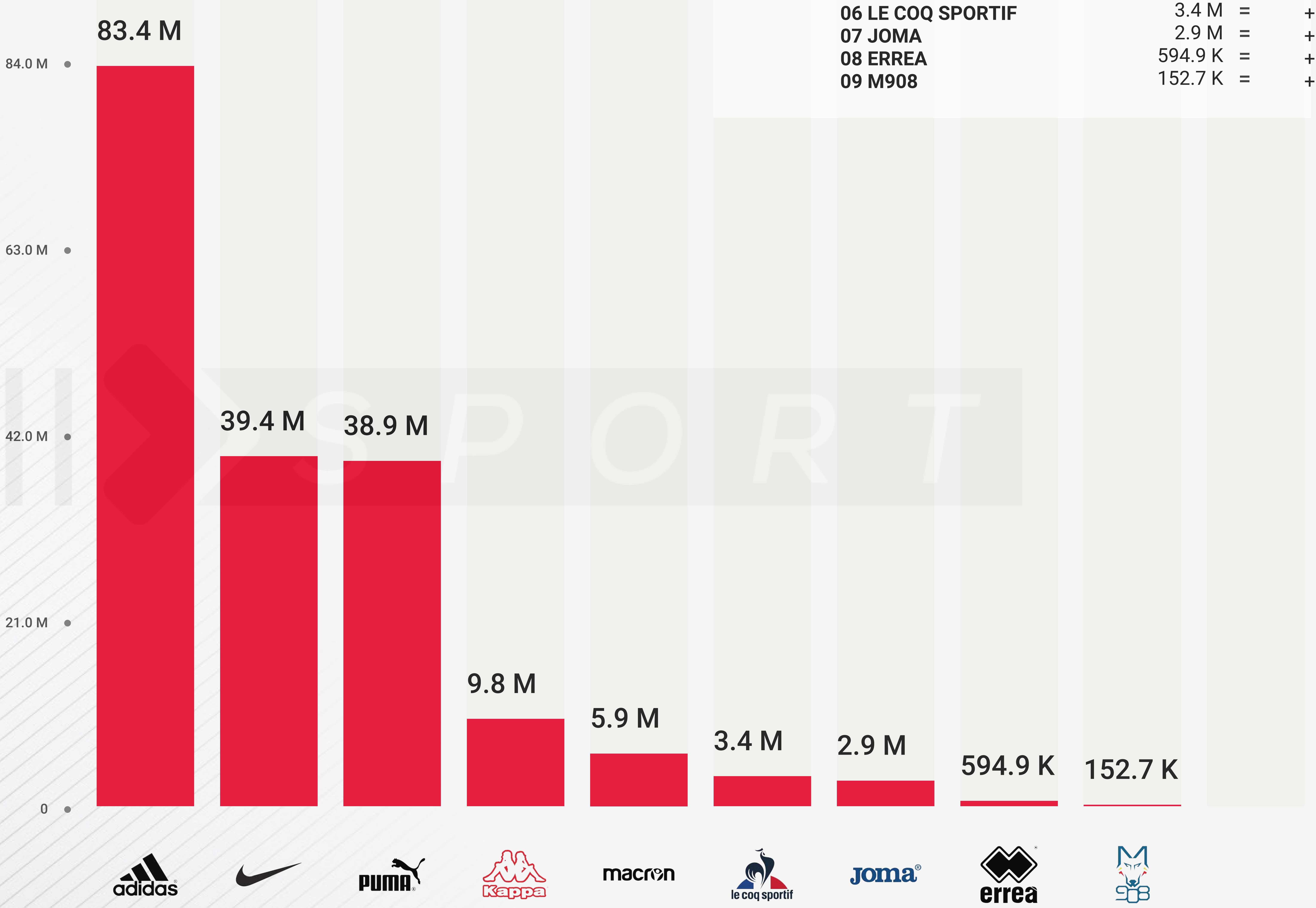
ITALY Brands

TOTAL FANBASE

184.6 M

SERIE A TIM

SPONSORS	FANS		% VAR*
01 ADIDAS	83.4 M	=	+1.39
02 NIKE	39.4 M	▲ +1	+3.10
03 PUMA	38.9 M	▼ -1	+0.25
04 KAPPA	9.8 M	=	+0.81
05 MACRON	5.9 M	=	+0.86
06 LE COQ SPORTIF	3.4 M	=	+0.40
07 JOMA	2.9 M	=	+1.03
08 ERREA	594.9 K	=	+2.28
09 M908	152.7 K	=	+5.08



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

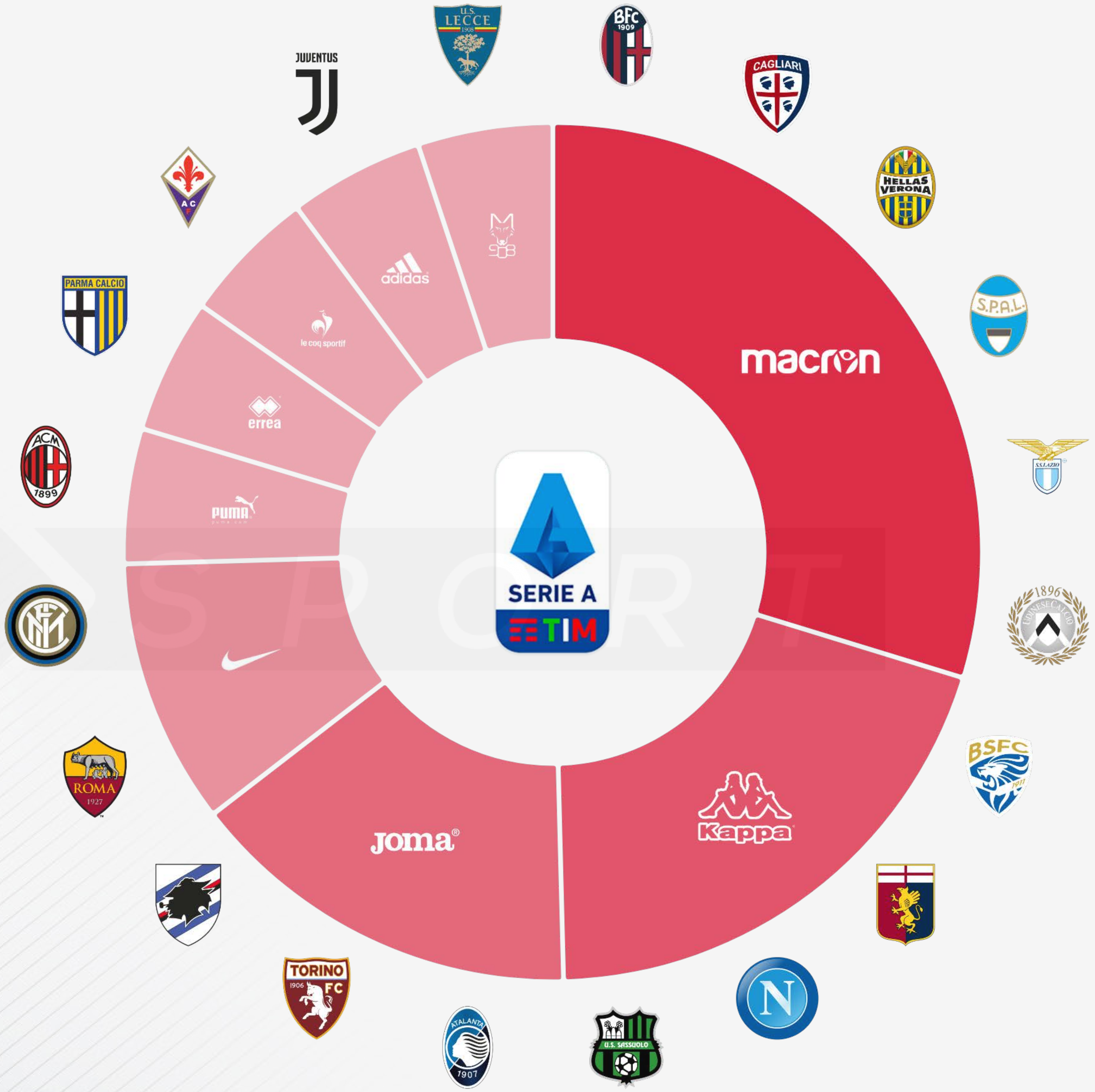
*[from October 15, 2019 to November 15, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

LAST UPDATE NOV 2019

ITALY Brands

CLUBS
20

Sport Brands
9

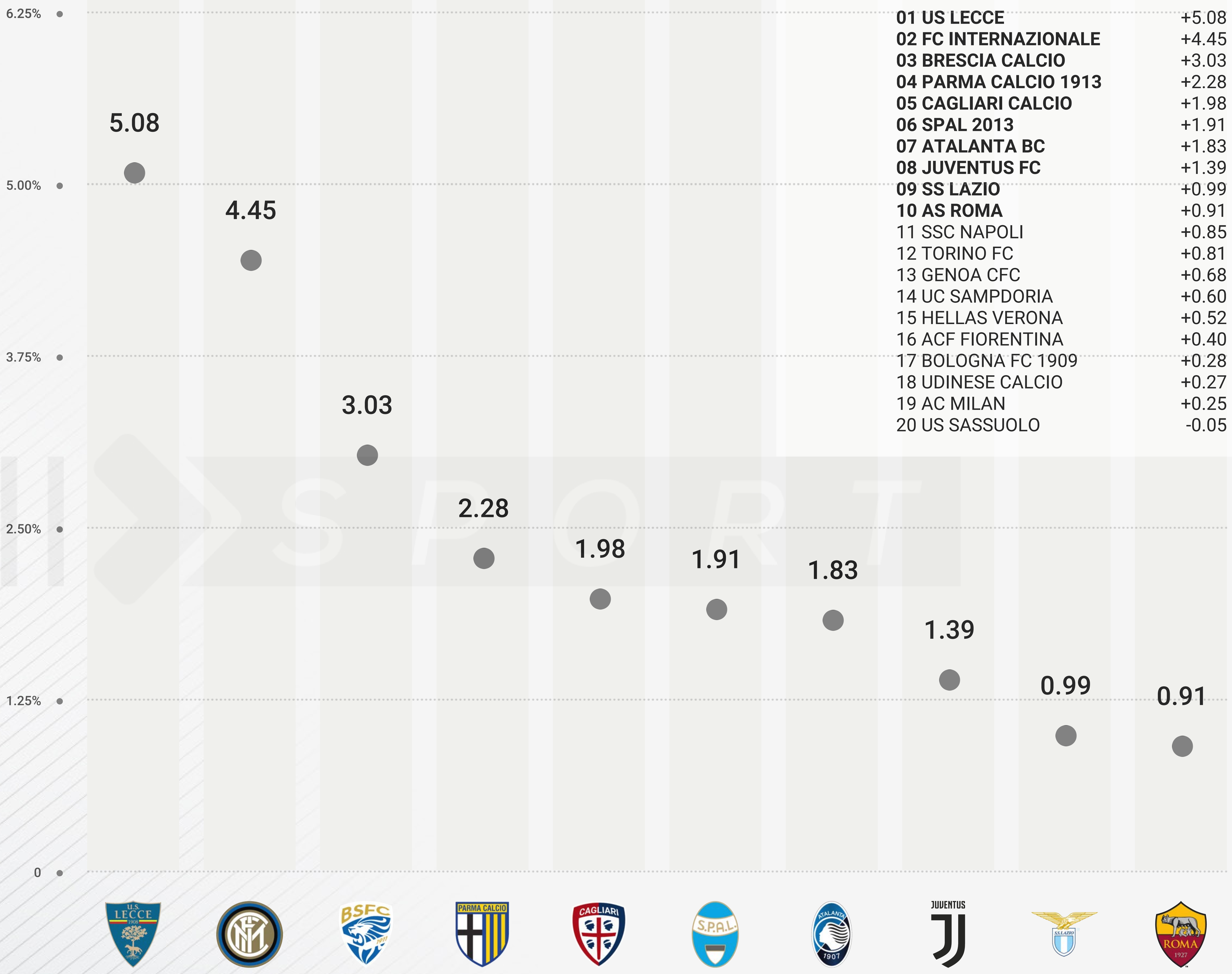


Sport Brands on jersey coverage in relation to the 20 sponsored **Serie A** football clubs.

*[from October 15, 2019 to November 15, 2019]

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 US LECCE	+5.08
02 FC INTERNAZIONALE	+4.45
03 BRESCIA CALCIO	+3.03
04 PARMA CALCIO 1913	+2.28
05 CAGLIARI CALCIO	+1.98
06 SPAL 2013	+1.91
07 ATALANTA BC	+1.83
08 JUVENTUS FC	+1.39
09 SS LAZIO	+0.99
10 AS ROMA	+0.91
11 SSC NAPOLI	+0.85
12 TORINO FC	+0.81
13 GENOA CFC	+0.68
14 UC SAMPDORIA	+0.60
15 HELLAS VERONA	+0.52
16 ACF FIORENTINA	+0.40
17 BOLOGNA FC 1909	+0.28
18 UDINESE CALCIO	+0.27
19 AC MILAN	+0.25
20 US SASSUOLO	-0.05

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

LAST UPDATE NOV 2019

ITALY SnapShot / Second Division

20

CLUBS

Total Lega B football clubs analyzed.

11

BRANDS

Total Lega B Sport Brands on jerseys analyzed.

2.9 M

+ 1.11%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

IQUII SPORT

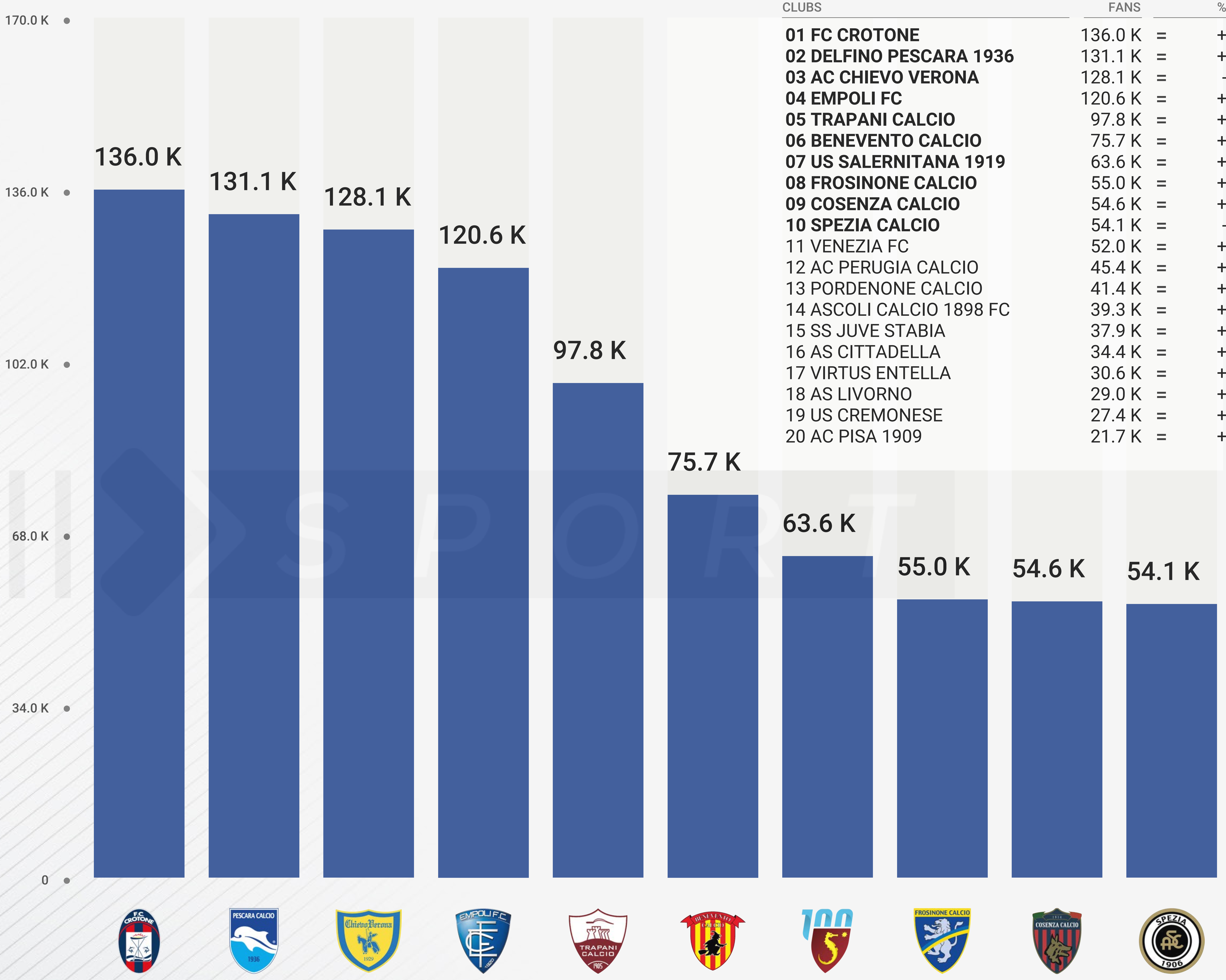
ITALY Facebook

f

TOTAL FANBASE

1.3 M

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



CLUBS	FANS		% VAR*
01 FC CROTONE	136.0 K	=	+0.03
02 DELFINO PESCARA 1936	131.1 K	=	+0.46
03 AC CHIEVO VERONA	128.1 K	=	-0.09
04 EMPOLI FC	120.6 K	=	+0.08
05 TRAPANI CALCIO	97.8 K	=	+0.33
06 BENEVENTO CALCIO	75.7 K	=	+0.30
07 US SALERNITANA 1919	63.6 K	=	+0.26
08 FROSINONE CALCIO	55.0 K	=	+0.10
09 COSENZA CALCIO	54.6 K	=	+0.53
10 SPEZIA CALCIO	54.1 K	=	-0.02
11 VENEZIA FC	52.0 K	=	+0.32
12 AC PERUGIA CALCIO	45.4 K	=	+0.88
13 PORDENONE CALCIO	41.4 K	=	+0.27
14 ASCOLI CALCIO 1898 FC	39.3 K	=	+0.43
15 SS JUVE STABIA	37.9 K	=	+0.30
16 AS CITTADELLA	34.4 K	=	+0.37
17 VIRTUS ENTELLA	30.6 K	=	+0.18
18 AS LIVORNO	29.0 K	=	+1.29
19 US CREMONESE	27.4 K	=	+0.61
20 AC PISA 1909	21.7 K	=	+1.15

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

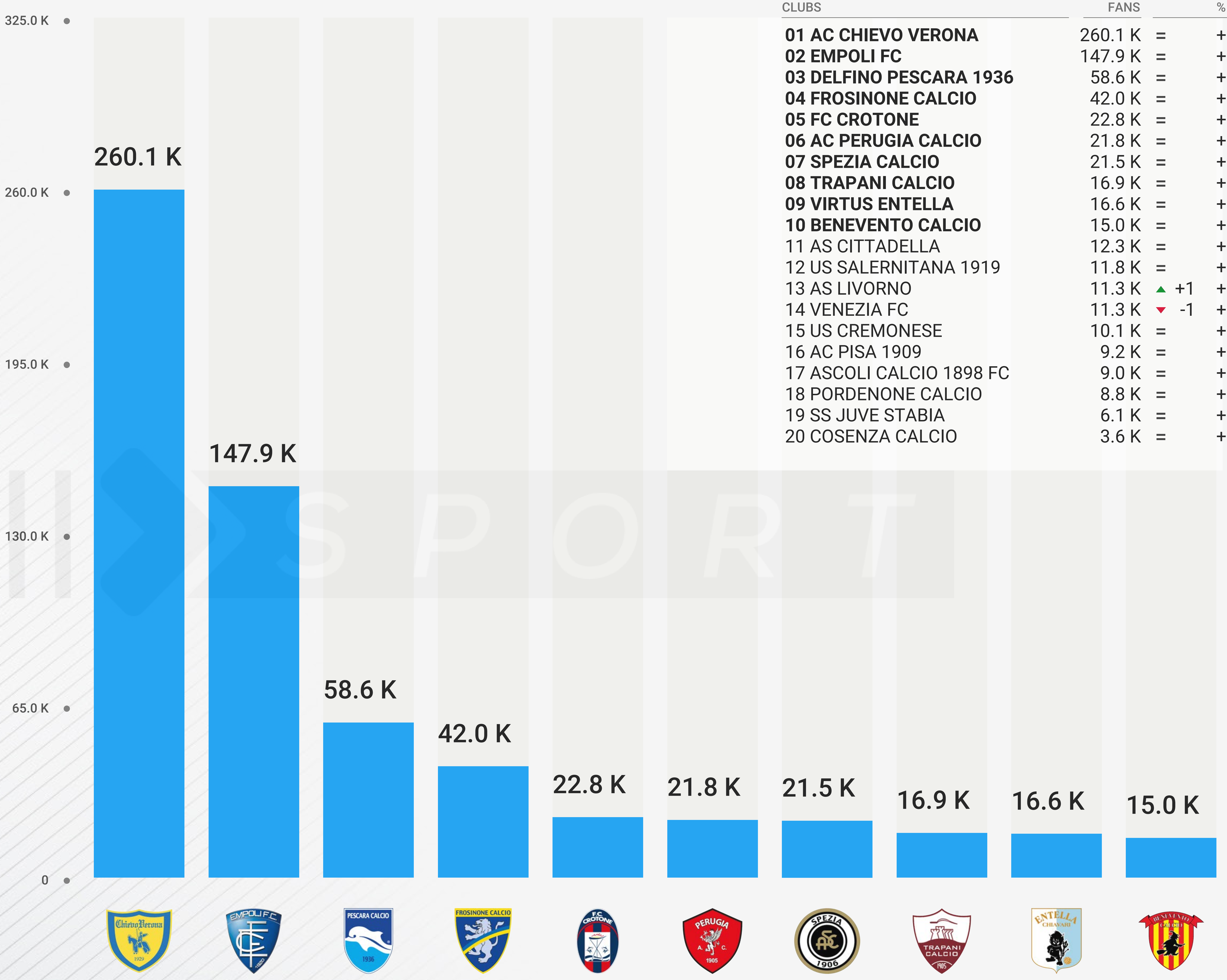
IQUII SPORT

ITALY Twitter

TOTAL FANBASE

717 K

Serie BKT



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	260.1 K	=	+0.15
02 EMPOLI FC	147.9 K	=	+0.21
03 DELFINO PESCARA 1936	58.6 K	=	+6.89
04 FROSINONE CALCIO	42.0 K	=	+1.13
05 FC CROTONE	22.8 K	=	+0.59
06 AC PERUGIA CALCIO	21.8 K	=	+0.72
07 SPEZIA CALCIO	21.5 K	=	+0.82
08 TRAPANI CALCIO	16.9 K	=	+0.06
09 VIRTUS ENTELLA	16.6 K	=	+0.64
10 BENEVENTO CALCIO	15.0 K	=	+1.59
11 AS CITTADELLA	12.3 K	=	+0.40
12 US SALERNITANA 1919	11.8 K	=	+0.91
13 AS LIVORNO	11.3 K	▲ +1	+2.45
14 VENEZIA FC	11.3 K	▼ -1	+2.08
15 US CREMONESE	10.1 K	=	+1.06
16 AC PISA 1909	9.2 K	=	+1.07
17 ASCOLI CALCIO 1898 FC	9.0 K	=	+0.97
18 PORDENONE CALCIO	8.8 K	=	+1.39
19 SS JUVE STABIA	6.1 K	=	+0.87
20 COSENZA CALCIO	3.6 K	=	+2.84

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

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

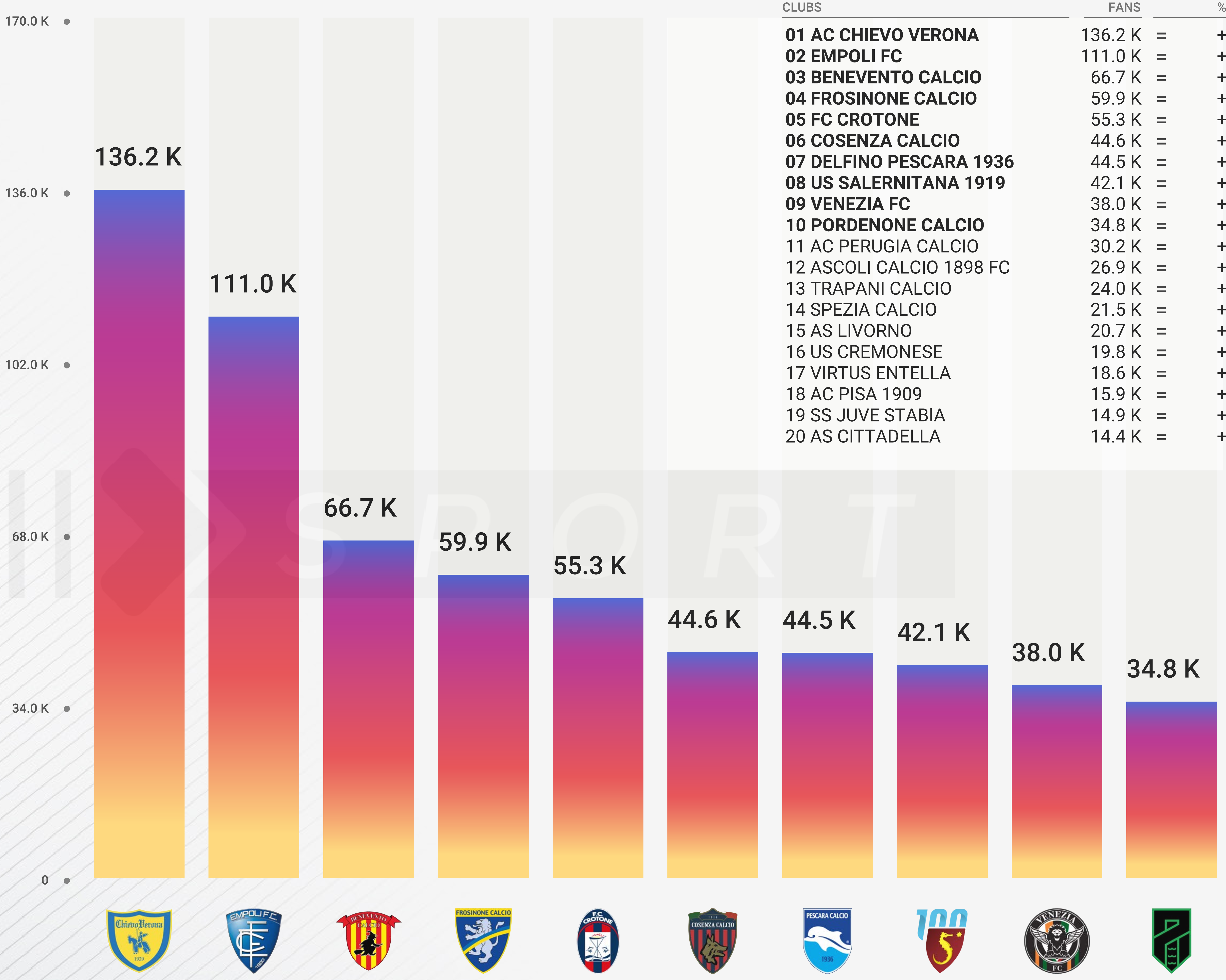
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

840 K

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



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	136.2 K	=	+3.10
02 EMPOLI FC	111.0 K	=	+2.89
03 BENEVENTO CALCIO	66.7 K	=	+0.57
04 FROSINONE CALCIO	59.9 K	=	+0.34
05 FC CROTONE	55.3 K	=	+0.63
06 COSENZA CALCIO	44.6 K	=	+1.94
07 DELFINO PESCARA 1936	44.5 K	=	+5.28
08 US SALERNITANA 1919	42.1 K	=	+1.74
09 VENEZIA FC	38.0 K	=	+2.28
10 PORDENONE CALCIO	34.8 K	=	+1.50
11 AC PERUGIA CALCIO	30.2 K	=	+2.16
12 ASCOLI CALCIO 1898 FC	26.9 K	=	+2.61
13 TRAPANI CALCIO	24.0 K	=	+2.28
14 SPEZIA CALCIO	21.5 K	=	+1.85
15 AS LIVORNO	20.7 K	=	+3.68
16 US CREMONESE	19.8 K	=	+2.47
17 VIRTUS ENTELLA	18.6 K	=	+3.19
18 AC PISA 1909	15.9 K	=	+4.79
19 SS JUVE STABIA	14.9 K	=	+3.44
20 AS CITTADELLA	14.4 K	=	+0.49

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

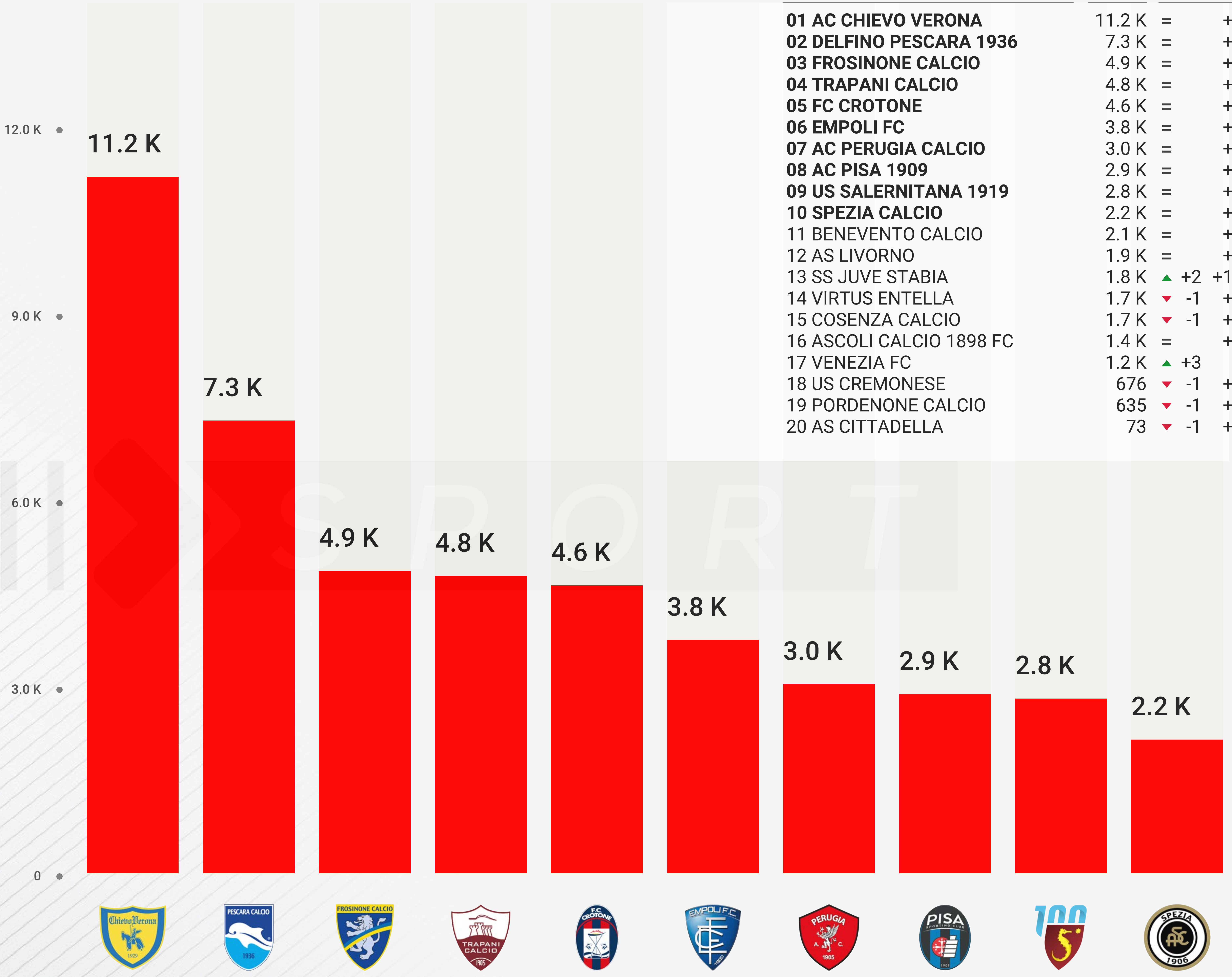
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

60 K

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



CLUBS	FANS		% VAR*
01 AC CHIEVO VERONA	11.2 K	=	+1.82
02 DELFINO PESCARA 1936	7.3 K	=	+1.82
03 FROSINONE CALCIO	4.9 K	=	+0.83
04 TRAPANI CALCIO	4.8 K	=	+1.06
05 FC CROTONE	4.6 K	=	+0.87
06 EMPOLI FC	3.8 K	=	+1.35
07 AC PERUGIA CALCIO	3.0 K	=	+2.70
08 AC PISA 1909	2.9 K	=	+2.13
09 US SALERNITANA 1919	2.8 K	=	+2.55
10 SPEZIA CALCIO	2.2 K	=	+1.42
11 BENEVENTO CALCIO	2.1 K	=	+4.98
12 AS LIVORNO	1.9 K	=	+2.73
13 SS JUVE STABIA	1.8 K	▲ +2	+12.18
14 VIRTUS ENTELLA	1.7 K	▼ -1	+1.23
15 COSENZA CALCIO	1.7 K	▼ -1	+1.85
16 ASCOLI CALCIO 1898 FC	1.4 K	=	+2.22
17 VENEZIA FC	1.2 K	▲ +3	0.00
18 US CREMONESE	676	▼ -1	+8.68
19 PORDENONE CALCIO	635	▼ -1	+3.93
20 AS CITTADELLA	73	▼ -1	+2.82

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

LAST UPDATE NOV 2019

IQUII SPORT

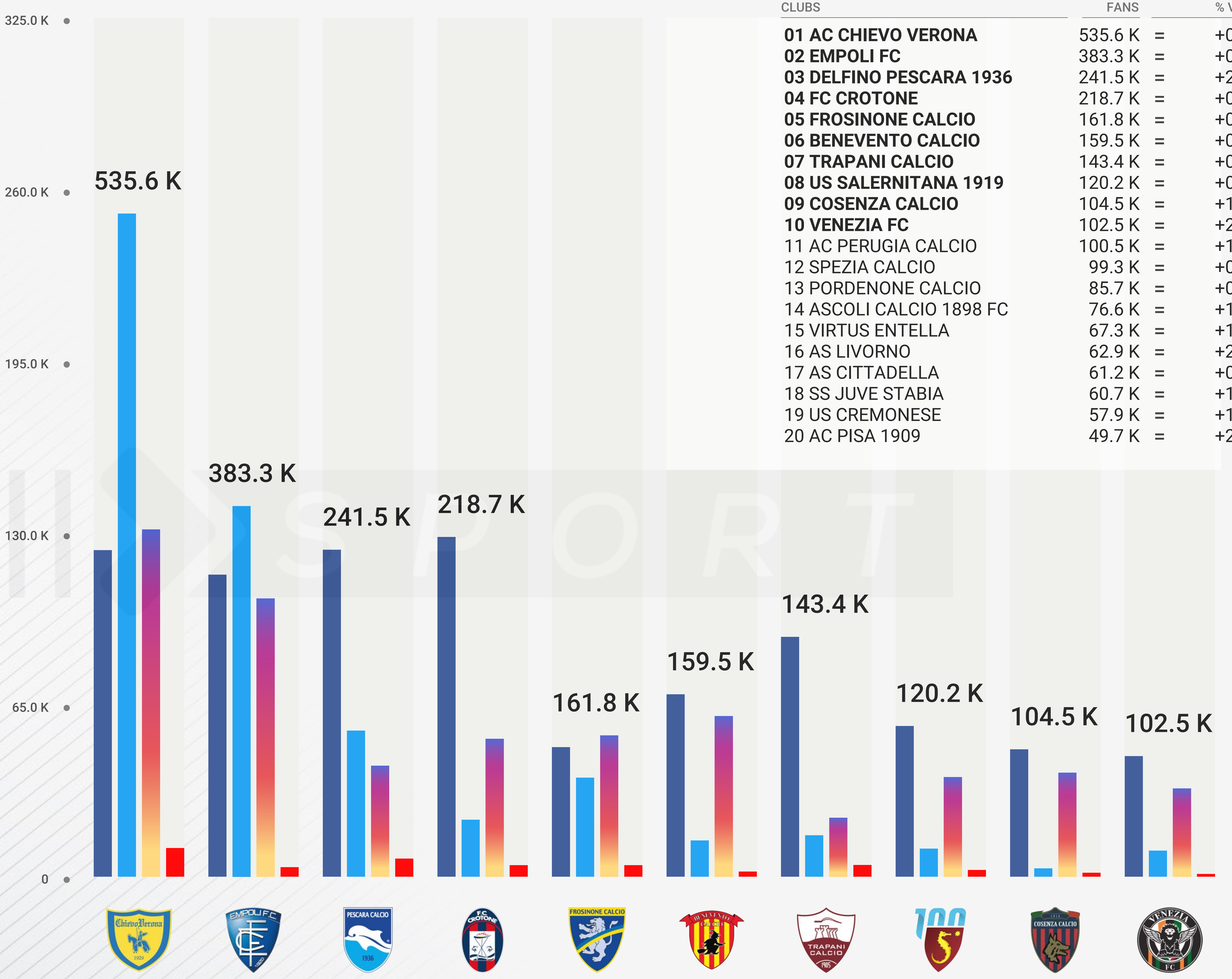
ITALY Social

TOTAL FANBASE

2.9 M

Serie BKT

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	535.6 K	=	+0.86
02 EMPOLI FC	383.3 K	=	+0.94
03 DELFINO PESCARA 1936	241.5 K	=	+2.87
04 FC CROTONE	218.7 K	=	+0.26
05 FROSINONE CALCIO	161.8 K	=	+0.48
06 BENEVENTO CALCIO	159.5 K	=	+0.59
07 TRAPANI CALCIO	143.4 K	=	+0.65
08 US SALERNITANA 1919	120.2 K	=	+0.89
09 COSENZA CALCIO	104.5 K	=	+1.23
10 VENEZIA FC	102.5 K	=	+2.41
11 AC PERUGIA CALCIO	100.5 K	=	+1.28
12 SPEZIA CALCIO	99.3 K	=	+0.59
13 PORDENONE CALCIO	85.7 K	=	+0.91
14 ASCOLI CALCIO 1898 FC	76.6 K	=	+1.28
15 VIRTUS ENTELLA	67.3 K	=	+1.13
16 AS LIVORNO	62.9 K	=	+2.32
17 AS CITTADELLA	61.2 K	=	+0.41
18 SS JUVE STABIA	60.7 K	=	+1.43
19 US CREMONESE	57.9 K	=	+1.41
20 AC PISA 1909	49.7 K	=	+2.33

LAST UPDATE NOV 2019

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

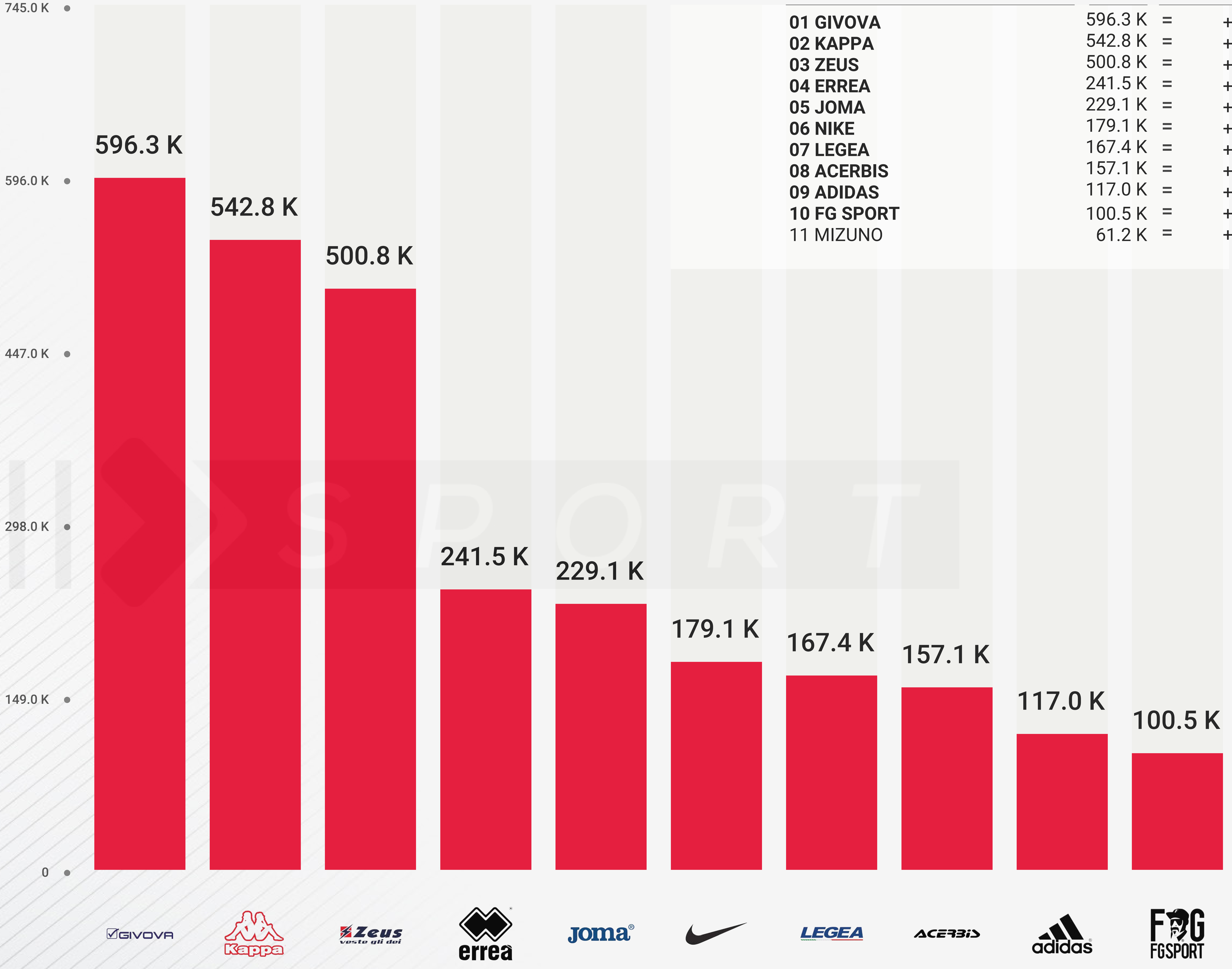
IQUII SPORT

ITALY Brands

TOTAL FANBASE

2.9 M

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



SPONSORS	FANS		% VAR*
01 GIVOVA	596.3 K	=	+0.92
02 KAPPA	542.8 K	=	+0.84
03 ZEUS	500.8 K	=	+0.48
04 ERREA	241.5 K	=	+2.87
05 JOMA	229.1 K	=	+0.74
06 NIKE	179.1 K	=	+1.93
07 LEGEA	167.4 K	=	+1.64
08 ACERBIS	157.1 K	=	+0.89
09 ADIDAS	117.0 K	=	+1.64
10 FG SPORT	100.5 K	=	+1.28
11 MIZUNO	61.2 K	=	+0.41

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

LAST UPDATE NOV 2019

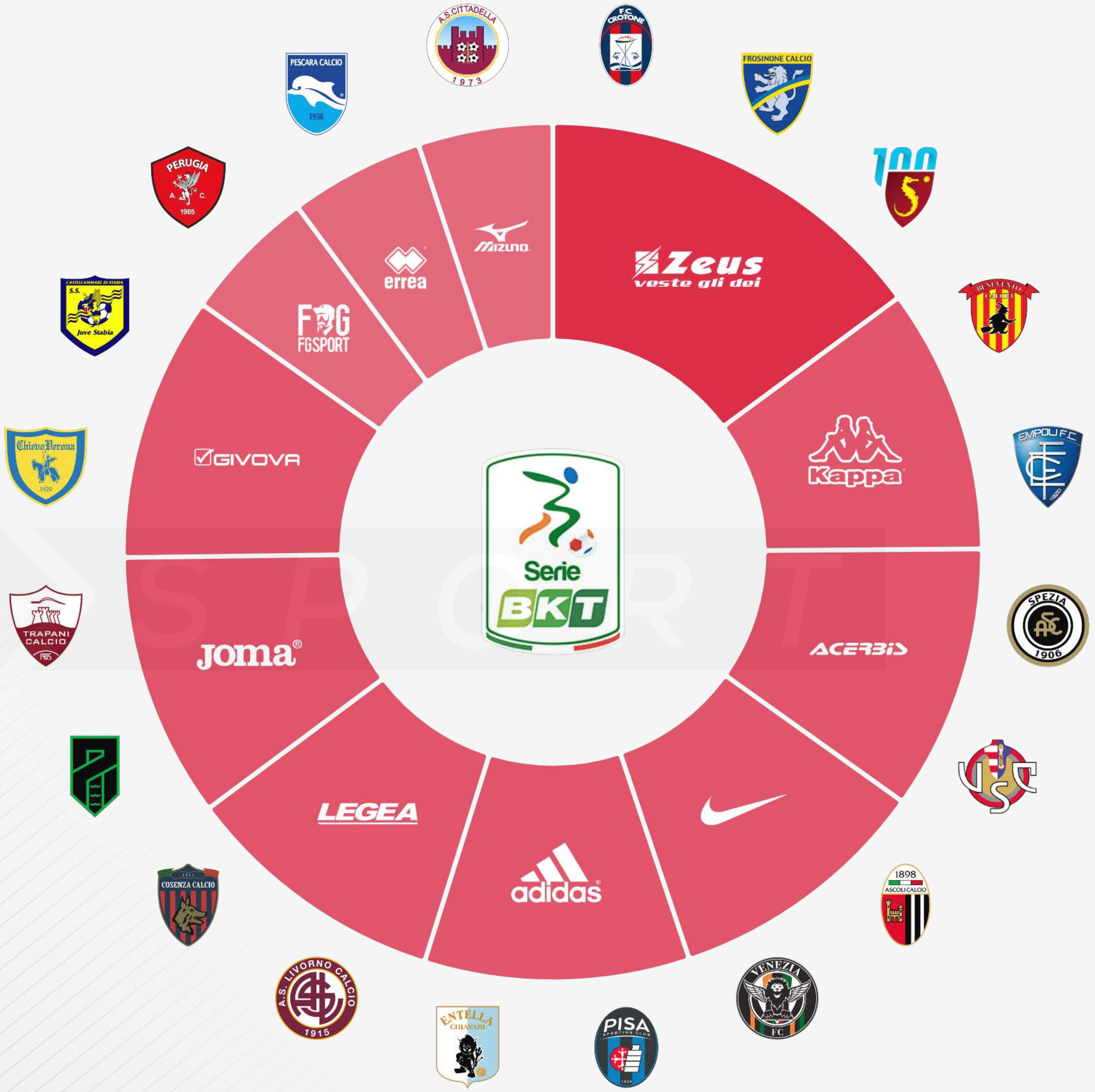
ITALY Brands

CLUBS

20

Sport Brands

11



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

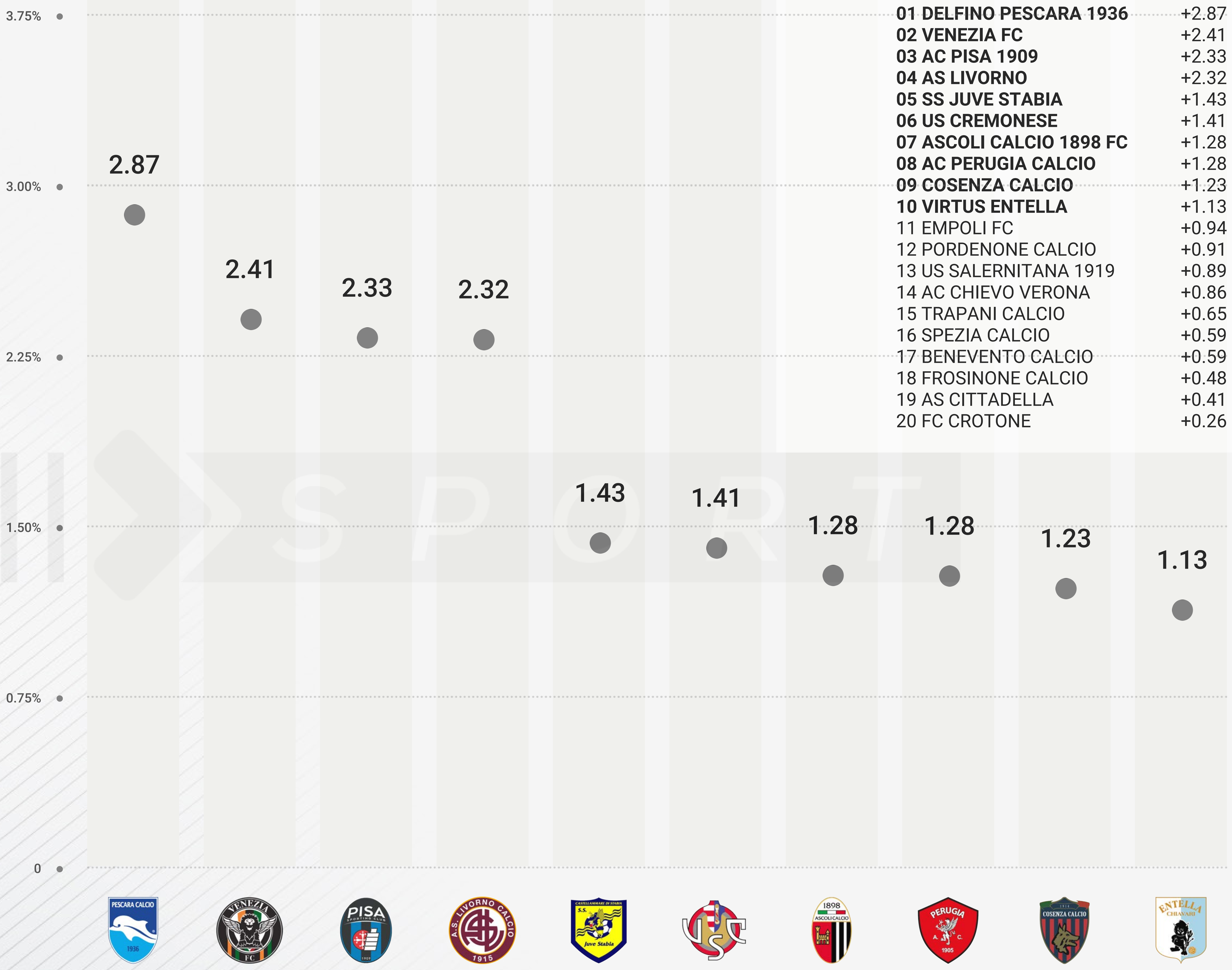
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

ITALY Grown Up

CLUBS	% VAR*
01 DELFINO PESCARA 1936	+2.87
02 VENEZIA FC	+2.41
03 AC PISA 1909	+2.33
04 AS LIVORNO	+2.32
05 SS JUVE STABIA	+1.43
06 US CREMONESE	+1.41
07 ASCOLI CALCIO 1898 FC	+1.28
08 AC PERUGIA CALCIO	+1.28
09 COSENZA CALCIO	+1.23
10 VIRTUS ENTELLA	+1.13
11 EMPOLI FC	+0.94
12 PORDENONE CALCIO	+0.91
13 US SALERNITANA 1919	+0.89
14 AC CHIEVO VERONA	+0.86
15 TRAPANI CALCIO	+0.65
16 SPEZIA CALCIO	+0.59
17 BENEVENTO CALCIO	+0.59
18 FROSINONE CALCIO	+0.48
19 AS CITTADELLA	+0.41
20 FC CROTONE	+0.26



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

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

LAST UPDATE NOV 2019

Football Competitions included in this overview

FIRST DIVISION **18 CLUBS**

LIGA NOS

SECOND DIVISION **18 CLUBS**

LIGAPRO

PORTUGAL

LAST UPDATE NOV 2019

PORTUGAL SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: Primeira Liga and Segunda Liga.

36

CLUBS

Total Primeira Liga and Segunda Liga football clubs analyzed.

16

BRANDS

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

20.2 M

+ 0.46%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

PORTUGAL SnapShot / First Division

LIGA NOS

18

CLUBS

Total Primeira Liga football clubs analyzed.

10

BRANDS

Total Primeira Liga Sport Brands on jerseys analyzed.

19.5 M

+ 0.45%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

IQUII SPORT

PORTUGAL **Facebook**

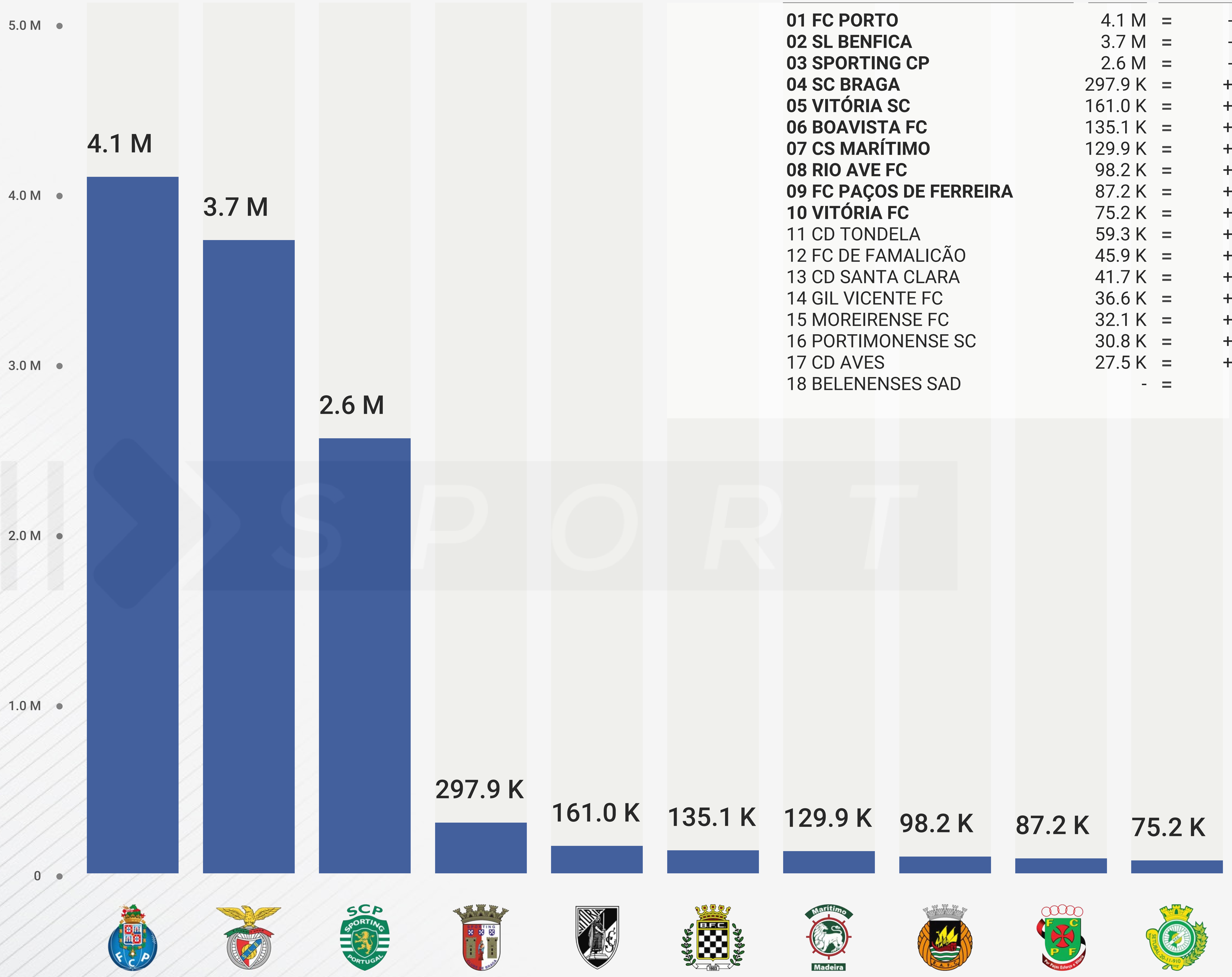
f

TOTAL FANBASE

11.6 M

LIGA NOS

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



CLUBS	FANS		% VAR*
01 FC PORTO	4.1 M	=	-0.07
02 SL BENFICA	3.7 M	=	-0.08
03 SPORTING CP	2.6 M	=	-0.09
04 SC BRAGA	297.9 K	=	+0.16
05 VITÓRIA SC	161.0 K	=	+0.73
06 BOAVISTA FC	135.1 K	=	+0.11
07 CS MARÍTIMO	129.9 K	=	+0.21
08 RIO AVE FC	98.2 K	=	+0.04
09 FC PAÇOS DE FERREIRA	87.2 K	=	+0.08
10 VITÓRIA FC	75.2 K	=	+0.43
11 CD TONDELA	59.3 K	=	+0.33
12 FC DE FAMALICÃO	45.9 K	=	+3.69
13 CD SANTA CLARA	41.7 K	=	+3.73
14 GIL VICENTE FC	36.6 K	=	+0.71
15 MOREIRENSE FC	32.1 K	=	+0.84
16 PORTIMONENSE SC	30.8 K	=	+0.14
17 CD AVES	27.5 K	=	+0.56
18 BELENENSES SAD	-	=	-

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

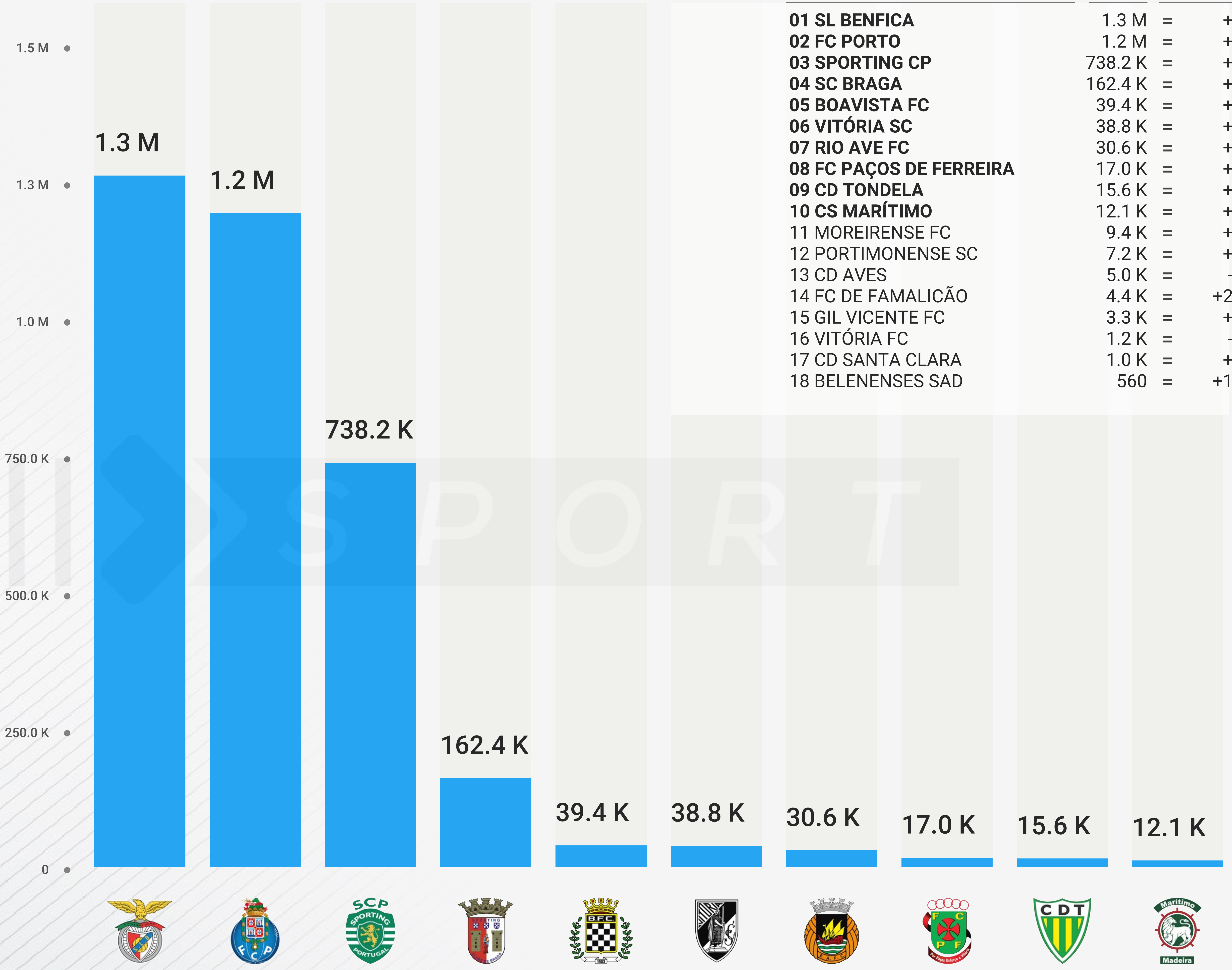
IQUII SPORT

PORTUGAL Twitter

TOTAL FANBASE

3.5 M

LIGA NOS



CLUBS	FANS		% VAR*
01 SL BENFICA	1.3 M	=	+0.36
02 FC PORTO	1.2 M	=	+0.49
03 SPORTING CP	738.2 K	=	+0.37
04 SC BRAGA	162.4 K	=	+0.51
05 BOAVISTA FC	39.4 K	=	+0.39
06 VITÓRIA SC	38.8 K	=	+3.16
07 RIO AVE FC	30.6 K	=	+0.90
08 FC PAÇOS DE FERREIRA	17.0 K	=	+1.23
09 CD TONDELA	15.6 K	=	+1.71
10 CS MARÍTIMO	12.1 K	=	+1.79
11 MOREIRENSE FC	9.4 K	=	+2.61
12 PORTIMONENSE SC	7.2 K	=	+0.94
13 CD AVES	5.0 K	=	-0.14
14 FC DE FAMALICÃO	4.4 K	=	+20.25
15 GIL VICENTE FC	3.3 K	=	+1.87
16 VITÓRIA FC	1.2 K	=	-0.83
17 CD SANTA CLARA	1.0 K	=	+7.06
18 BELENENSES SAD	560	=	+10.67

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

*[from October 15, 2019 to November 15, 2019]

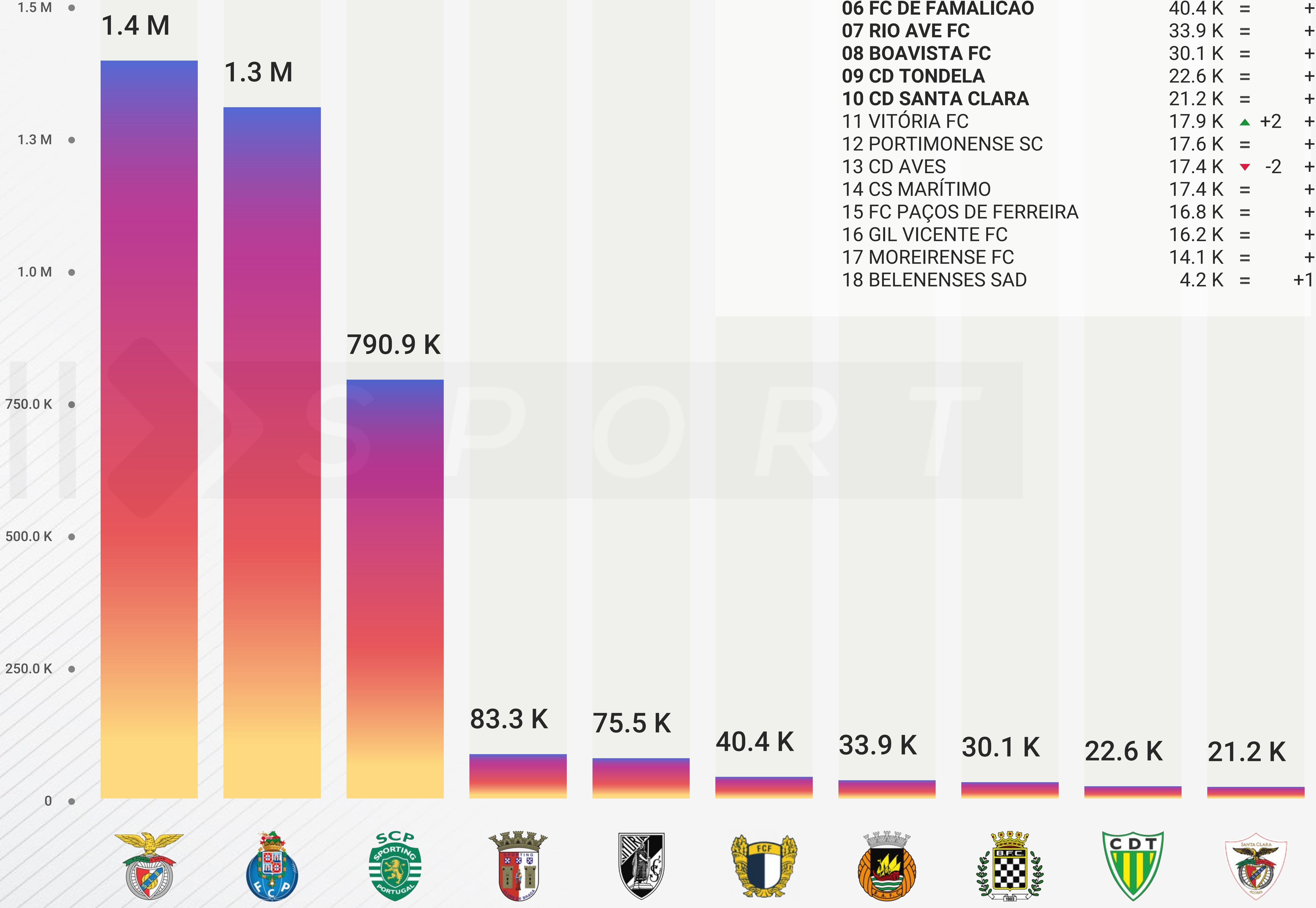
LAST UPDATE NOV 2019

PORTUGAL Instagram

TOTAL FANBASE

3.9 M

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



CLUBS	FANS		% VAR*
01 SL BENFICA	1.4 M	=	+1.47
02 FC PORTO	1.3 M	=	+1.41
03 SPORTING CP	790.9 K	=	+1.51
04 SC BRAGA	83.3 K	=	+3.04
05 VITÓRIA SC	75.5 K	=	+5.80
06 FC DE FAMALICÃO	40.4 K	=	+9.27
07 RIO AVE FC	33.9 K	=	+1.45
08 BOAVISTA FC	30.1 K	=	+2.29
09 CD TONDELA	22.6 K	=	+2.34
10 CD SANTA CLARA	21.2 K	=	+2.15
11 VITÓRIA FC	17.9 K	▲ +2	+3.41
12 PORTIMONENSE SC	17.6 K	=	+1.64
13 CD AVES	17.4 K	▼ -2	+0.79
14 CS MARÍTIMO	17.4 K	=	+2.25
15 FC PAÇOS DE FERREIRA	16.8 K	=	+2.37
16 GIL VICENTE FC	16.2 K	=	+6.67
17 MOREIRENSE FC	14.1 K	=	+3.36
18 BELENENSES SAD	4.2 K	=	+10.97

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

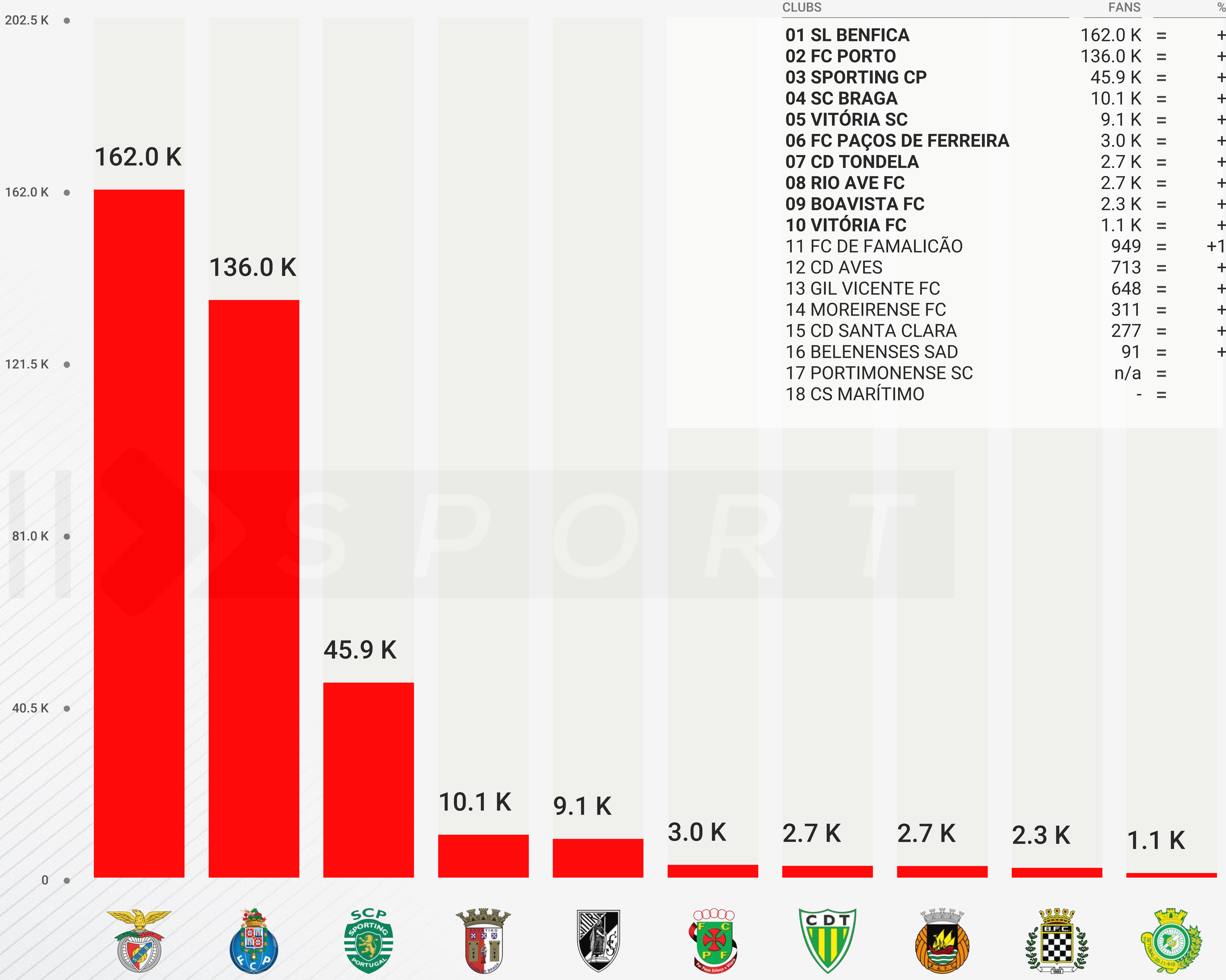
PORTUGAL YouTube

TOTAL FANBASE

378 K

LIGA NOS

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



CLUBS	FANS		% VAR*
01 SL BENFICA	162.0 K	=	+1.89
02 FC PORTO	136.0 K	=	+0.74
03 SPORTING CP	45.9 K	=	+3.15
04 SC BRAGA	10.1 K	=	+1.00
05 VITÓRIA SC	9.1 K	=	+1.56
06 FC PAÇOS DE FERREIRA	3.0 K	=	+1.36
07 CD TONDELA	2.7 K	=	+1.11
08 RIO AVE FC	2.7 K	=	+1.50
09 BOAVISTA FC	2.3 K	=	+0.89
10 VITÓRIA FC	1.1 K	=	+2.91
11 FC DE FAMALICÃO	949	=	+12.31
12 CD AVES	713	=	+1.57
13 GIL VICENTE FC	648	=	+4.68
14 MOREIRENSE FC	311	=	+5.78
15 CD SANTA CLARA	277	=	+2.97
16 BELENENSES SAD	91	=	+4.60
17 PORTIMONENSE SC	n/a	=	n/a
18 CS MARÍTIMO	-	=	-

LAST UPDATE NOV 2019

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

PORTUGAL Social

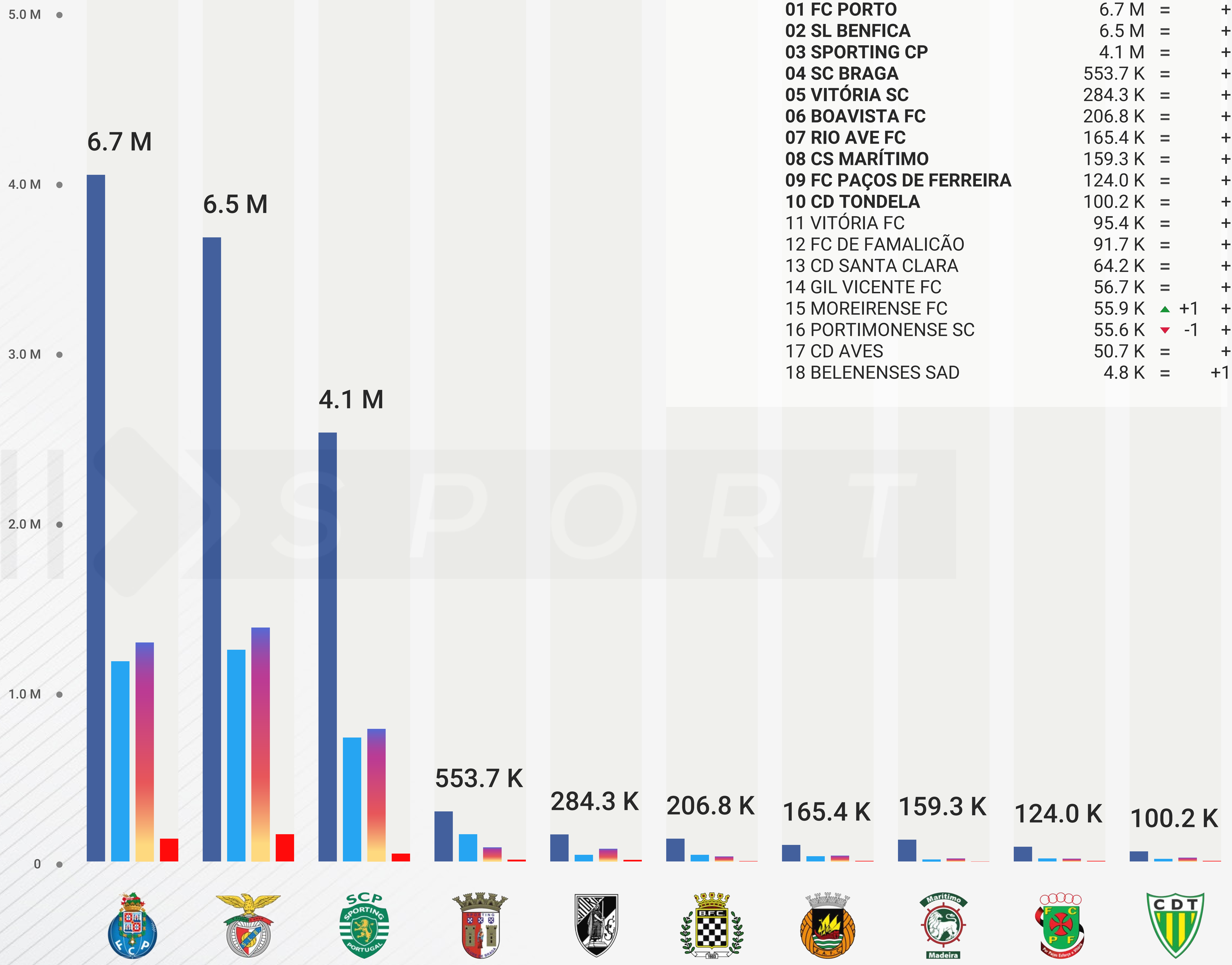
TOTAL FANBASE

19.5 M

LIGA NOS

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

CLUBS	FANS		% VAR*
01 FC PORTO	6.7 M	=	+0.33
02 SL BENFICA	6.5 M	=	+0.38
03 SPORTING CP	4.1 M	=	+0.33
04 SC BRAGA	553.7 K	=	+0.70
05 VITÓRIA SC	284.3 K	=	+2.39
06 BOAVISTA FC	206.8 K	=	+0.49
07 RIO AVE FC	165.4 K	=	+0.51
08 CS MARÍTIMO	159.3 K	=	+0.55
09 FC PAÇOS DE FERREIRA	124.0 K	=	+0.57
10 CD TONDELA	100.2 K	=	+1.01
11 VITÓRIA FC	95.4 K	=	+0.99
12 FC DE FAMALICÃO	91.7 K	=	+6.89
13 CD SANTA CLARA	64.2 K	=	+3.25
14 GIL VICENTE FC	56.7 K	=	+2.45
15 MOREIRENSE FC	55.9 K	▲ +1	+1.79
16 PORTIMONENSE SC	55.6 K	▼ -1	+0.71
17 CD AVES	50.7 K	=	+0.58
18 BELENENSES SAD	4.8 K	=	+10.81



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

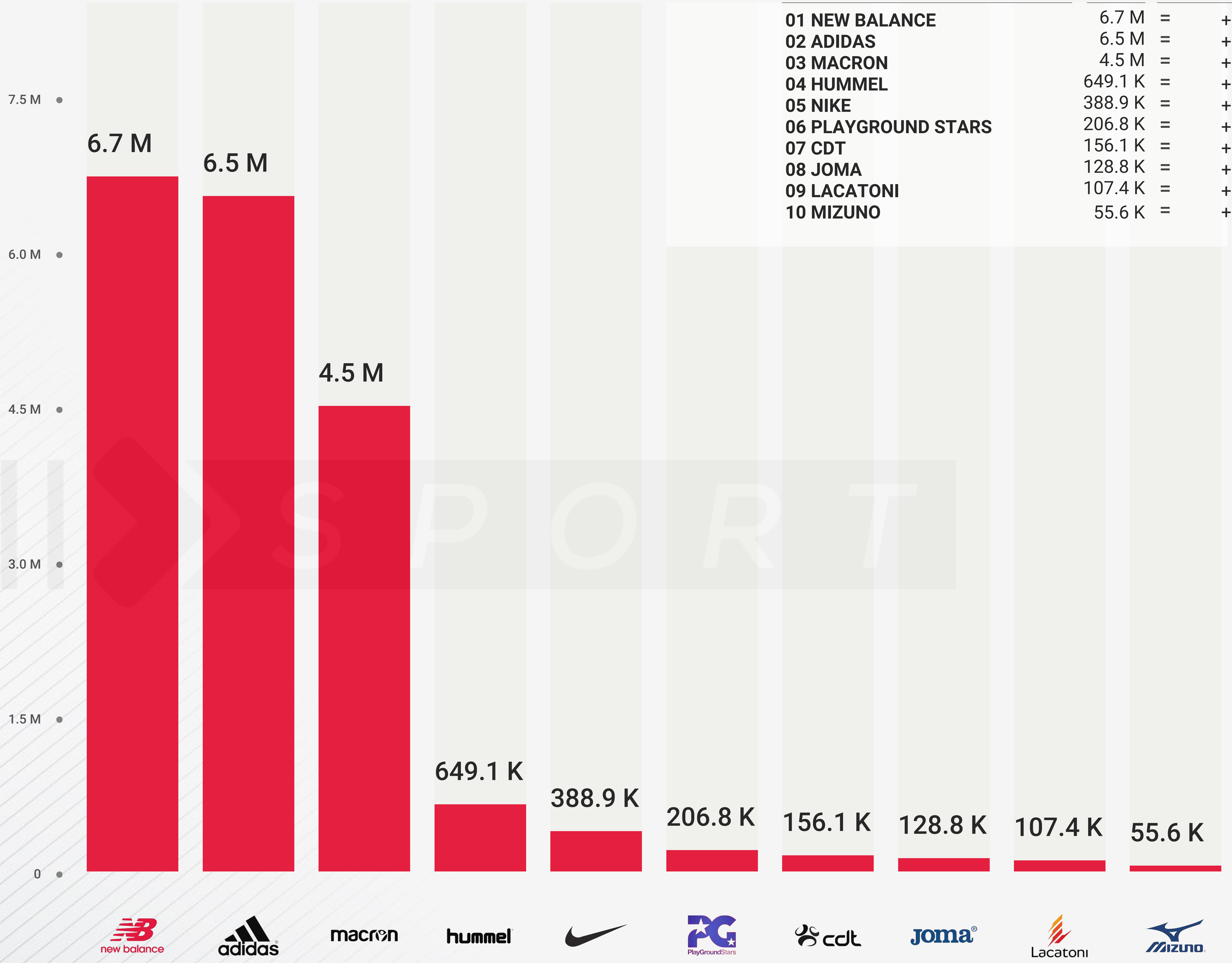
LAST UPDATE NOV 2019

PORTUGAL Brands

TOTAL FANBASE

19.5 M

LIGA NOS



SPONSORS	FANS		% VAR*
01 NEW BALANCE	6.7 M	=	+0.33
02 ADIDAS	6.5 M	=	+0.38
03 MACRON	4.5 M	=	+0.58
04 HUMMEL	649.1 K	=	+0.74
05 NIKE	388.9 K	=	+0.97
06 PLAYGROUND STARS	206.8 K	=	+0.49
07 CDT	156.1 K	=	+1.29
08 JOMA	128.8 K	=	+0.92
09 LACATONI	107.4 K	=	+1.56
10 MIZUNO	55.6 K	=	+0.71

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 October 15, 2019 to November 15, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

LAST UPDATE NOV 2019

IQUII SPORT

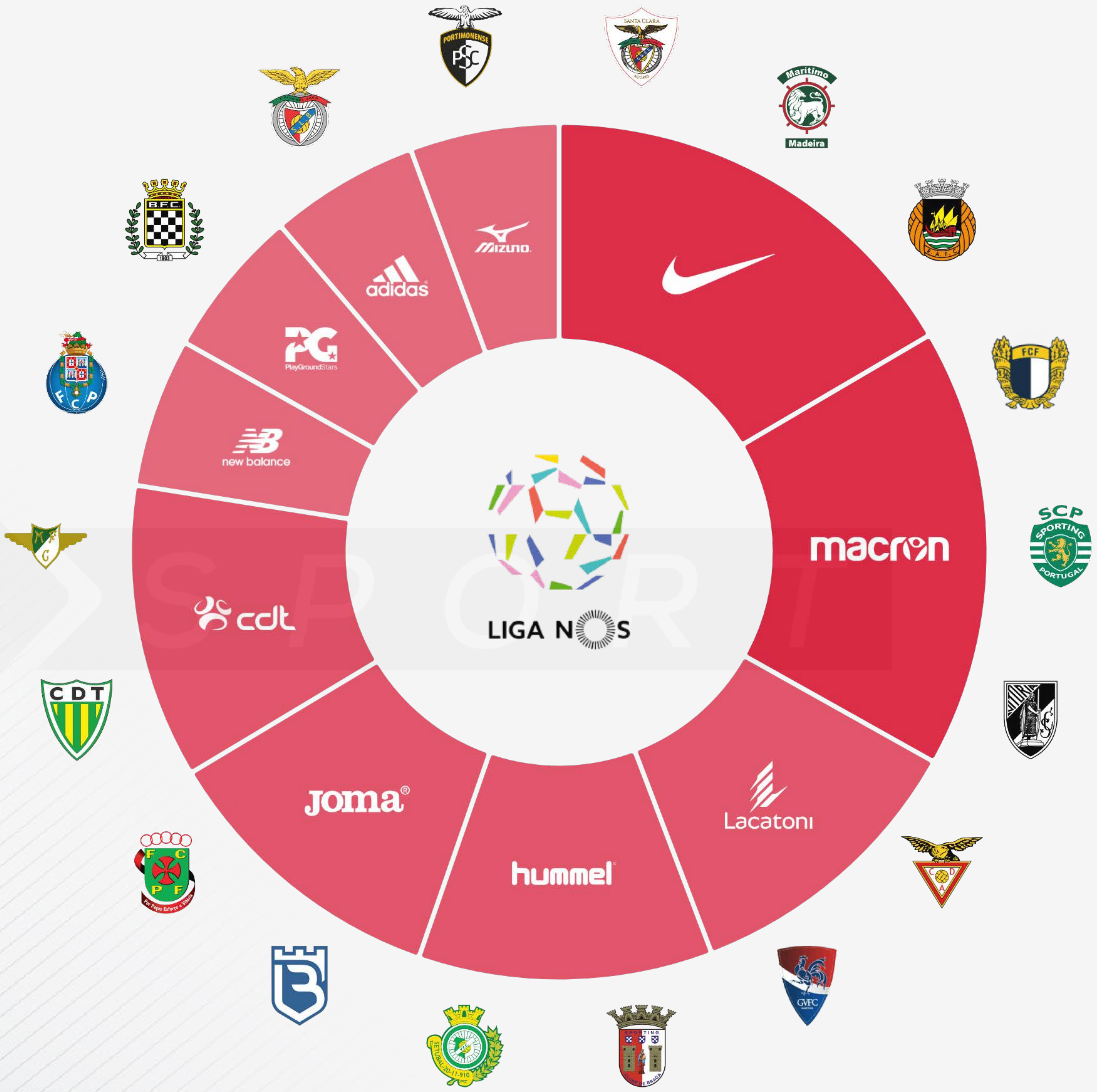
PORTUGAL Brands

CLUBS

18

Sport Brands

10



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

*[from October 15, 2019 to November 15, 2019]

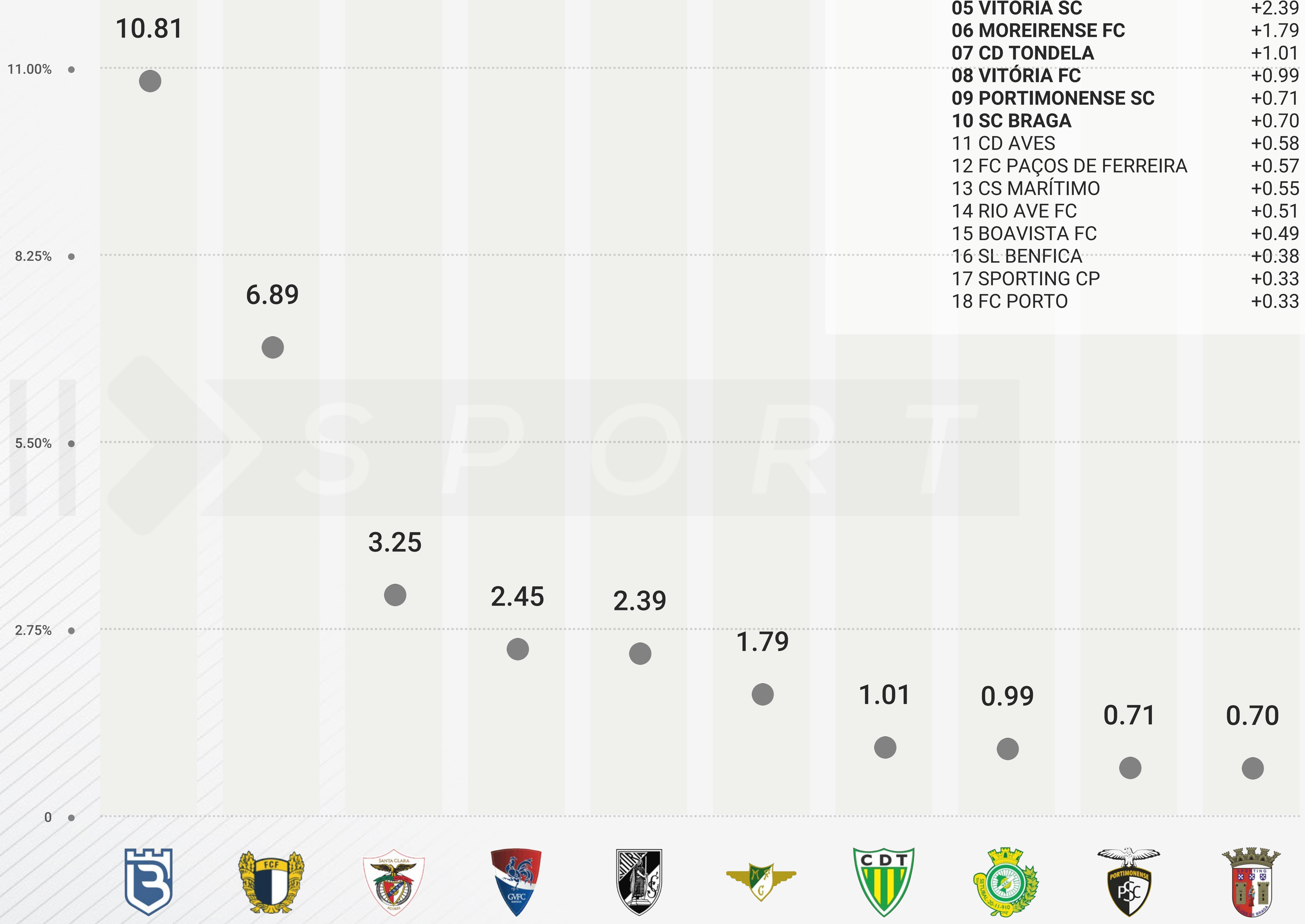
LAST UPDATE NOV 2019

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	+10.81
02 FC DE FAMALICÃO	+6.89
03 CD SANTA CLARA	+3.25
04 GIL VICENTE FC	+2.45
05 VITÓRIA SC	+2.39
06 MOREIRENSE FC	+1.79
07 CD TONDELA	+1.01
08 VITÓRIA FC	+0.99
09 PORTIMONENSE SC	+0.71
10 SC BRAGA	+0.70
11 CD AVES	+0.58
12 FC PAÇOS DE FERREIRA	+0.57
13 CS MARÍTIMO	+0.55
14 RIO AVE FC	+0.51
15 BOAVISTA FC	+0.49
16 SL BENFICA	+0.38
17 SPORTING CP	+0.33
18 FC PORTO	+0.33

LAST UPDATE NOV 2019

*[from October 15, 2019 to November 15, 2019]

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

PORTUGAL SnapShot / Second Division

LIGAPRO

18

CLUBS

Total Segunda Liga football clubs analyzed.

11

BRANDS

Total Segunda Liga Sport Brands on jerseys analyzed.

747 K

+ 0.73%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

IQUII SPORT

PORTUGAL **Facebook**

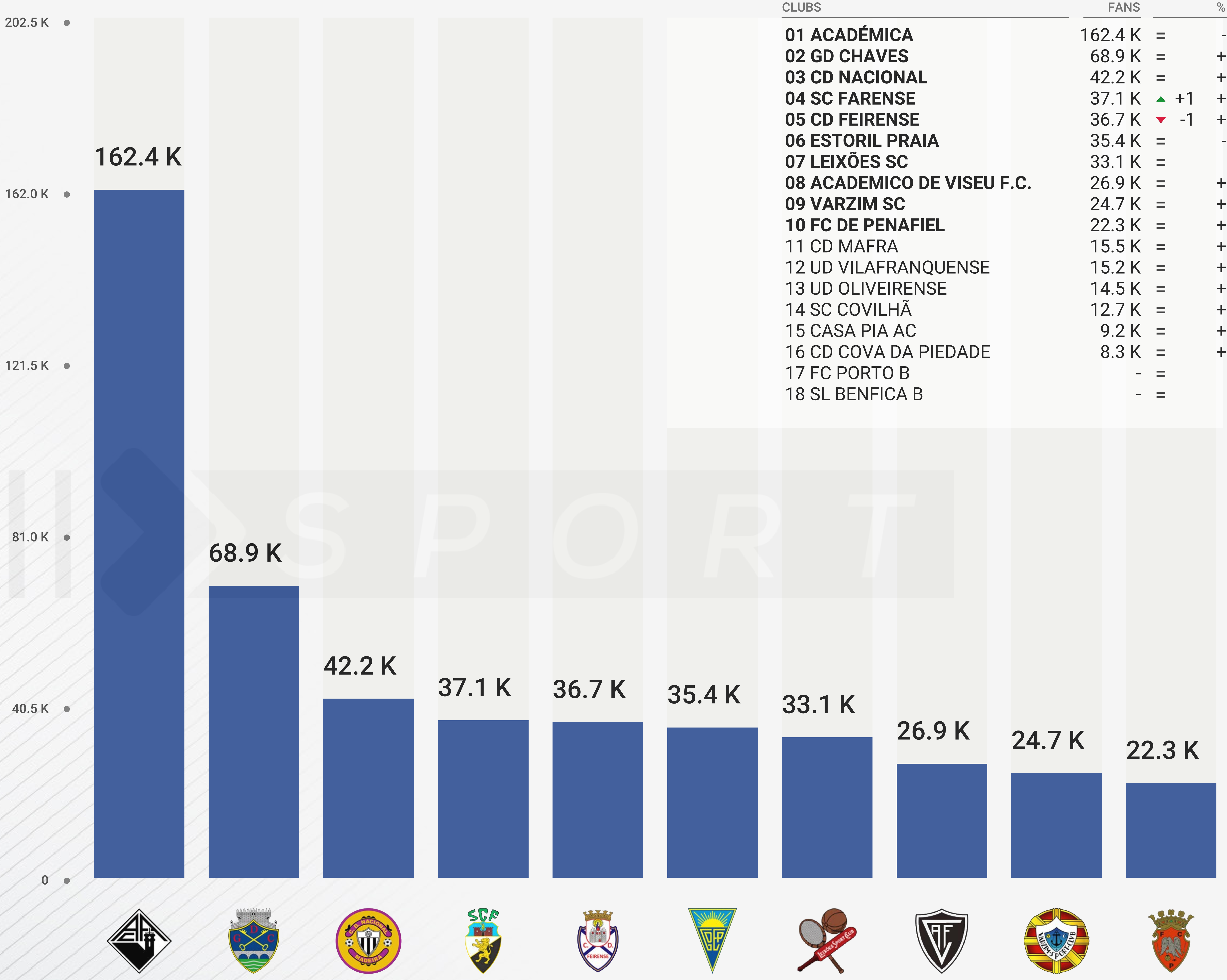
f

TOTAL FANBASE

565 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 ACADÉMICA	162.4 K	=	-0.01
02 GD CHAVES	68.9 K	=	+0.09
03 CD NACIONAL	42.2 K	=	+0.12
04 SC FARENSE	37.1 K	▲ +1	+1.38
05 CD FEIRENSE	36.7 K	▼ -1	+0.19
06 ESTORIL PRAIA	35.4 K	=	-0.13
07 LEIXÕES SC	33.1 K	=	n/a
08 ACADEMICO DE VISEU F.C.	26.9 K	=	+0.58
09 VARZIM SC	24.7 K	=	+1.09
10 FC DE PENAFIEL	22.3 K	=	+0.04
11 CD MAFRA	15.5 K	=	+1.38
12 UD VILAFRANQUENSE	15.2 K	=	+0.46
13 UD OLIVEIRENSE	14.5 K	=	+0.35
14 SC COVILHÃ	12.7 K	=	+1.75
15 CASA PIA AC	9.2 K	=	+1.21
16 CD COVA DA PIEDADE	8.3 K	=	+2.84
17 FC PORTO B	-	=	-
18 SL BENFICA B	-	=	-

*[from October 15, 2019 to November 15, 2019]

The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

LAST UPDATE NOV 2019

IQUII SPORT

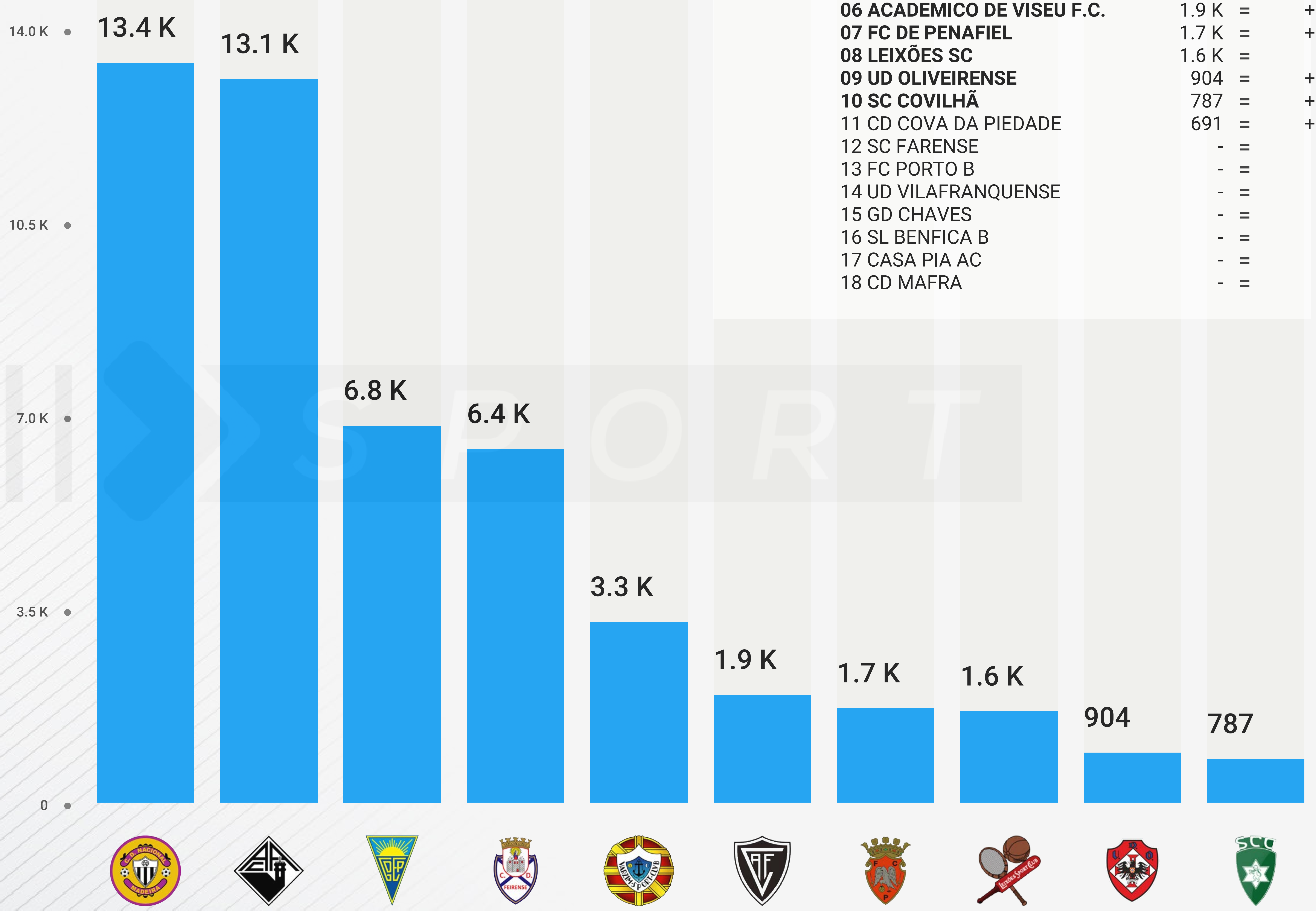
PORTUGAL Twitter

TOTAL FANBASE

51 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 CD NACIONAL	13.4 K	=	+0.81
02 ACADÉMICA	13.1 K	=	+1.58
03 ESTORIL PRAIA	6.8 K	=	+0.95
04 CD FEIRENSE	6.4 K	=	+0.39
05 VARZIM SC	3.3 K	=	+0.40
06 ACADEMICO DE VISEU F.C.	1.9 K	=	+1.62
07 FC DE PENAFIEL	1.7 K	=	+3.33
08 LEIXÕES SC	1.6 K	=	n/a
09 UD OLIVEIRENSE	904	=	+2.26
10 SC COVILHÃ	787	=	+1.16
11 CD COVA DA PIEDADE	691	=	+3.75
12 SC FARENSE	-	=	-
13 FC PORTO B	-	=	-
14 UD VILAFRANQUENSE	-	=	-
15 GD CHAVES	-	=	-
16 SL BENFICA B	-	=	-
17 CASA PIA AC	-	=	-
18 CD MAFRA	-	=	-

*[from October 15, 2019 to November 15, 2019]

The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

LAST UPDATE NOV 2019

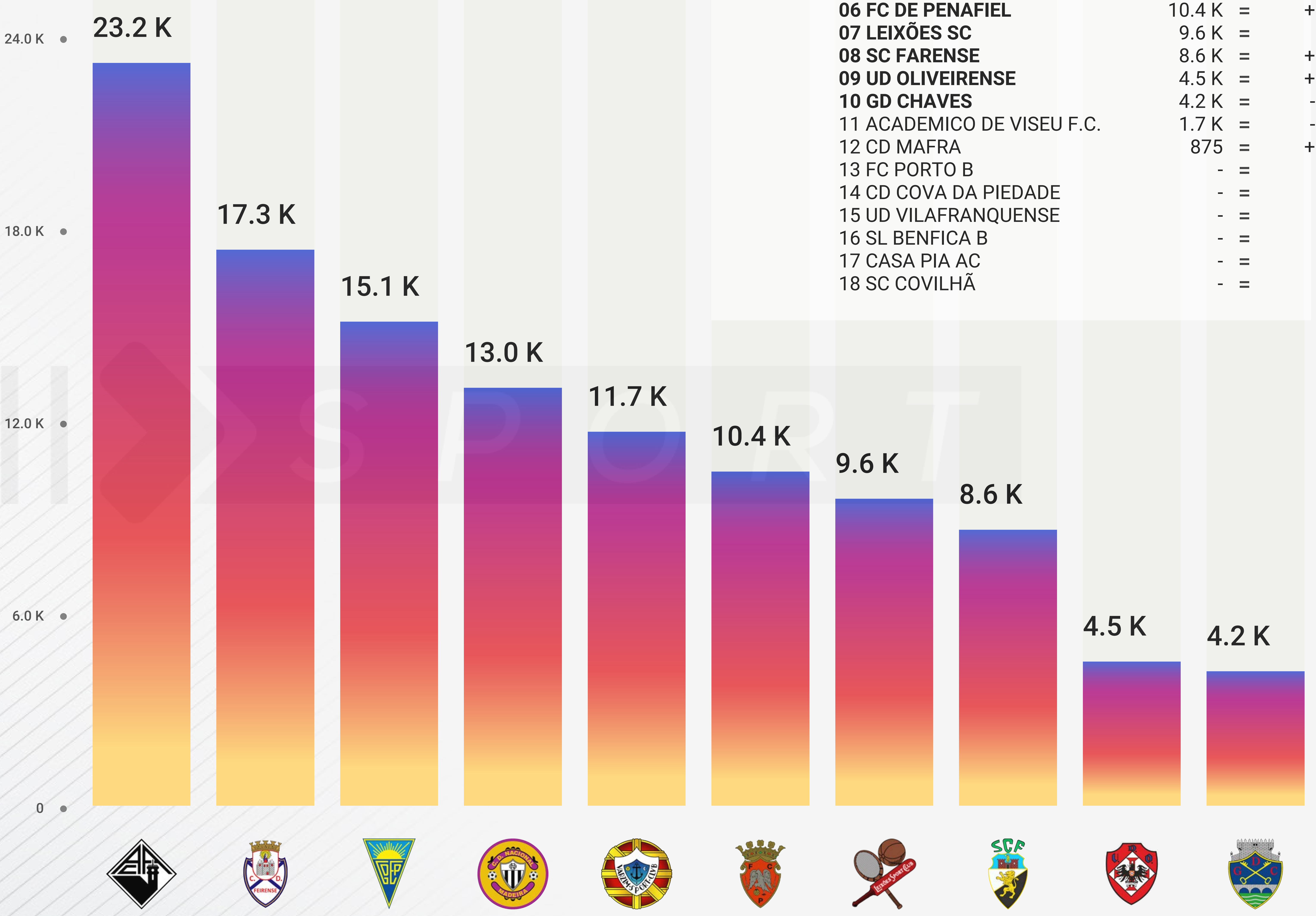
PORTUGAL Instagram

TOTAL FANBASE

120 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 ACADÉMICA	23.2 K	=	+2.83
02 CD FEIRENSE	17.3 K	=	+1.39
03 ESTORIL PRAIA	15.1 K	=	+1.84
04 CD NACIONAL	13.0 K	=	+0.85
05 VARZIM SC	11.7 K	=	+4.08
06 FC DE PENAFIEL	10.4 K	=	+3.93
07 LEIXÕES SC	9.6 K	=	n/a
08 SC FARENSE	8.6 K	=	+6.00
09 UD OLIVEIRENSE	4.5 K	=	+3.96
10 GD CHAVES	4.2 K	=	-0.85
11 ACADEMICO DE VISEU F.C.	1.7 K	=	-0.35
12 CD MAFRA	875	=	+2.94
13 FC PORTO B	-	=	-
14 CD COVA DA PIEDADE	-	=	-
15 UD VILAFRANQUENSE	-	=	-
16 SL BENFICA B	-	=	-
17 CASA PIA AC	-	=	-
18 SC COVILHÃ	-	=	-

*[from October 15, 2019 to November 15, 2019]

The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

LAST UPDATE NOV 2019

IQUII SPORT

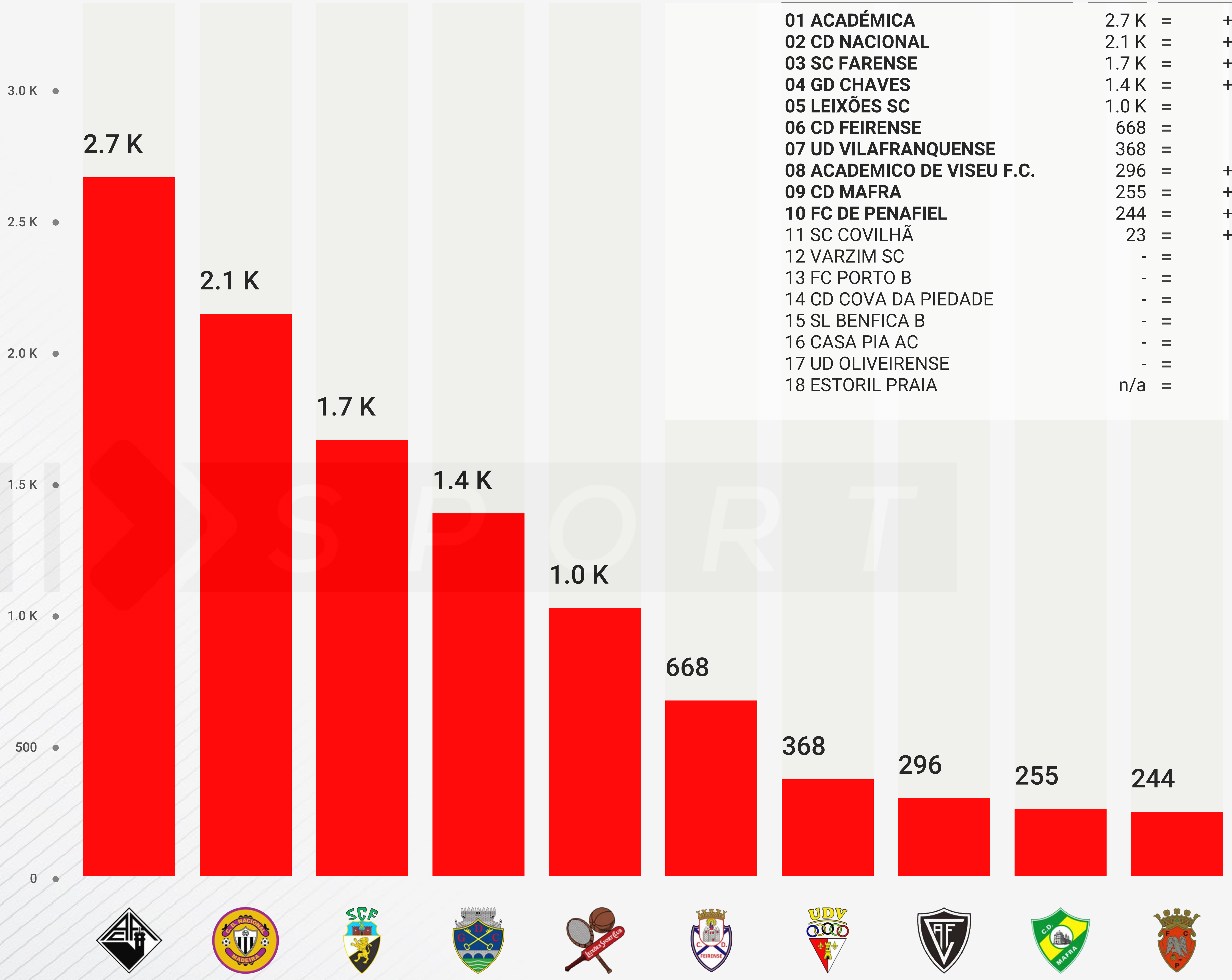
PORTUGAL YouTube

TOTAL FANBASE

11 K

LIGAPRO

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



CLUBS	FANS		% VAR*
01 ACADÉMICA	2.7 K	=	+0.76
02 CD NACIONAL	2.1 K	=	+0.94
03 SC FARENSE	1.7 K	=	+3.11
04 GD CHAVES	1.4 K	=	+2.22
05 LEIXÕES SC	1.0 K	=	n/a
06 CD FEIRENSE	668	=	0.00
07 UD VILAFRANQUENSE	368	=	0.00
08 ACADEMICO DE VISEU F.C.	296	=	+2.42
09 CD MAFRA	255	=	+0.79
10 FC DE PENAFIEL	244	=	+2.95
11 SC COVILHÃ	23	=	+9.52
12 VARZIM SC	-	=	-
13 FC PORTO B	-	=	-
14 CD COVA DA PIEDADE	-	=	-
15 SL BENFICA B	-	=	-
16 CASA PIA AC	-	=	-
17 UD OLIVEIRENSE	-	=	-
18 ESTORIL PRAIA	n/a	=	n/a

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

The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

LAST UPDATE NOV 2019

IQUII SPORT

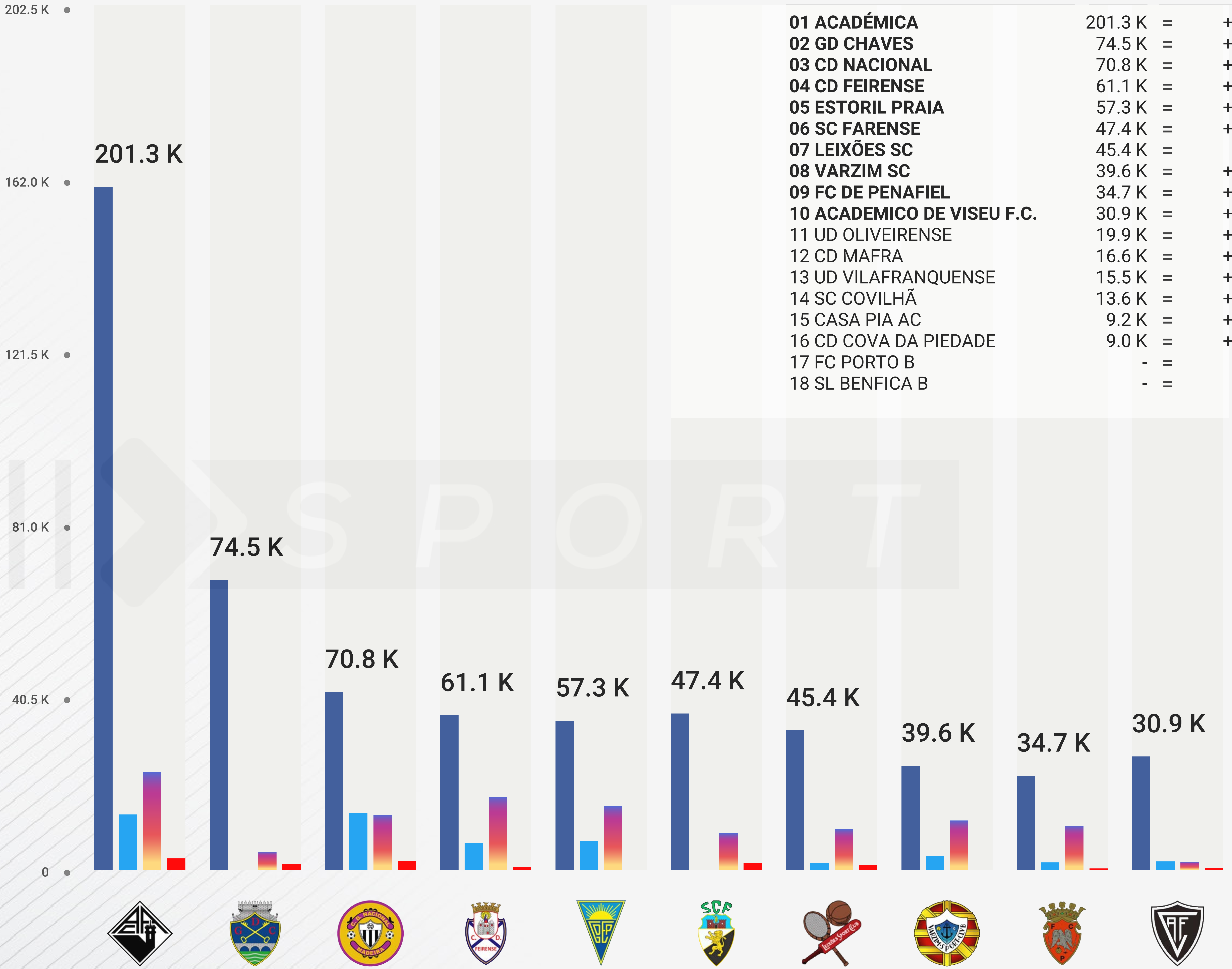
PORTUGAL Social

TOTAL FANBASE

747 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	201.3 K	=	+0.42
02 GD CHAVES	74.5 K	=	+0.07
03 CD NACIONAL	70.8 K	=	+0.41
04 CD FEIRENSE	61.1 K	=	+0.55
05 ESTORIL PRAIA	57.3 K	=	+0.51
06 SC FARENSE	47.4 K	=	+2.25
07 LEIXÕES SC	45.4 K	=	n/a
08 VARZIM SC	39.6 K	=	+1.89
09 FC DE PENAFIEL	34.7 K	=	+1.36
10 ACADEMICO DE VISEU F.C.	30.9 K	=	+0.61
11 UD OLIVEIRENSE	19.9 K	=	+1.23
12 CD MAFRA	16.6 K	=	+1.45
13 UD VILAFRANQUENSE	15.5 K	=	+0.45
14 SC COVILHÃ	13.6 K	=	+1.73
15 CASA PIA AC	9.2 K	=	+1.21
16 CD COVA DA PIEDADE	9.0 K	=	+2.91
17 FC PORTO B	-	=	-
18 SL BENFICA B	-	=	-

LAST UPDATE NOV 2019

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

The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

IQUII SPORT

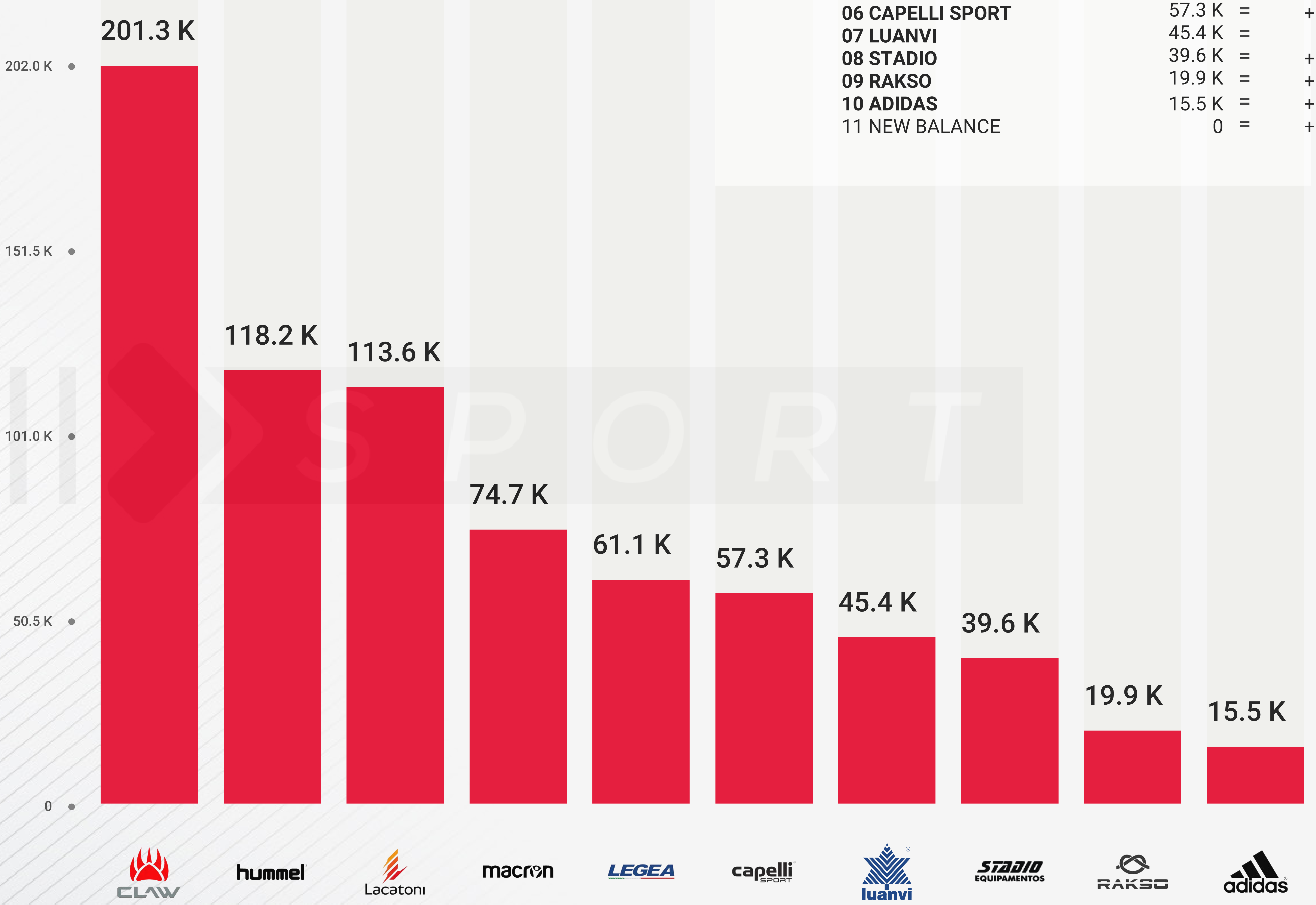
PORTUGAL Brands

TOTAL FANBASE

747 K

LIGAPRO

SPONSORS	FANS		% VAR*
01 CLAW	201.3 K	=	+0.42
02 HUMMEL	118.2 K	=	+1.14
03 LACATONI	113.6 K	=	+0.69
04 MACRON	74.7 K	=	+1.03
05 LEGEA	61.1 K	=	+0.55
06 CAPELLI SPORT	57.3 K	=	+0.51
07 LUANVI	45.4 K	=	n/a
08 STADIO	39.6 K	=	+1.89
09 RAKSO	19.9 K	=	+1.23
10 ADIDAS	15.5 K	=	+0.45
11 NEW BALANCE	0	=	+0.00



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

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

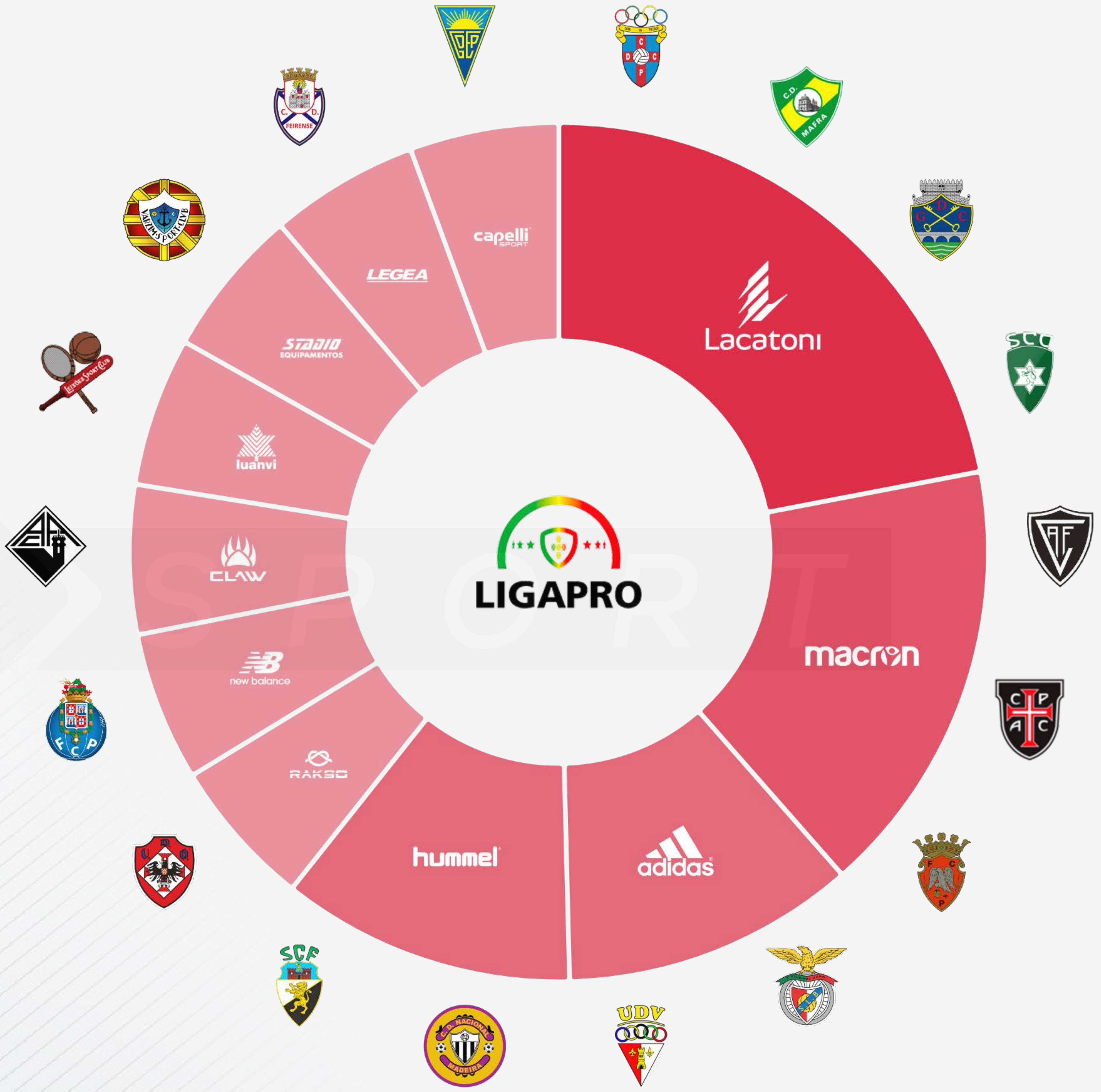
The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

LAST UPDATE NOV 2019

PORTUGAL Brands

CLUBS
18

Sport Brands
11



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

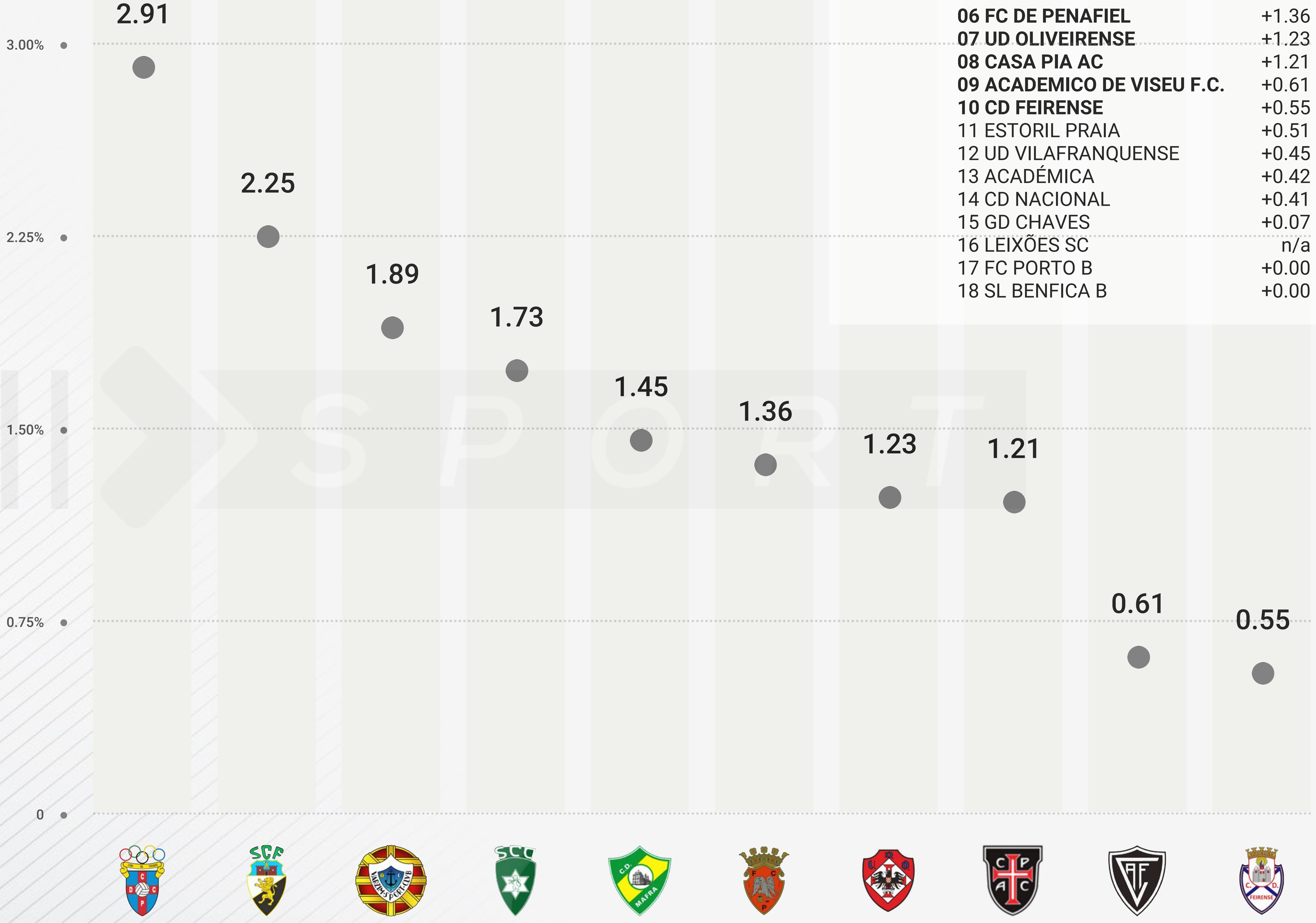
*[from October 15, 2019 to November 15, 2019]

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 COVA DA PIEDADE	+2.91
02 SC FARENSE	+2.25
03 VARZIM SC	+1.89
04 SC COVILHÃ	+1.73
05 CD MAFRA	+1.45
06 FC DE PENAFIEL	+1.36
07 UD OLIVEIRENSE	+1.23
08 CASA PIA AC	+1.21
09 ACADEMICO DE VISEU F.C.	+0.61
10 CD FEIRENSE	+0.55
11 ESTORIL PRAIA	+0.51
12 UD VILAFRANQUENSE	+0.45
13 ACADÉMICA	+0.42
14 CD NACIONAL	+0.41
15 GD CHAVES	+0.07
16 LEIXÕES SC	n/a
17 FC PORTO B	+0.00
18 SL BENFICA B	+0.00

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

LAST UPDATE NOV 2019

The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

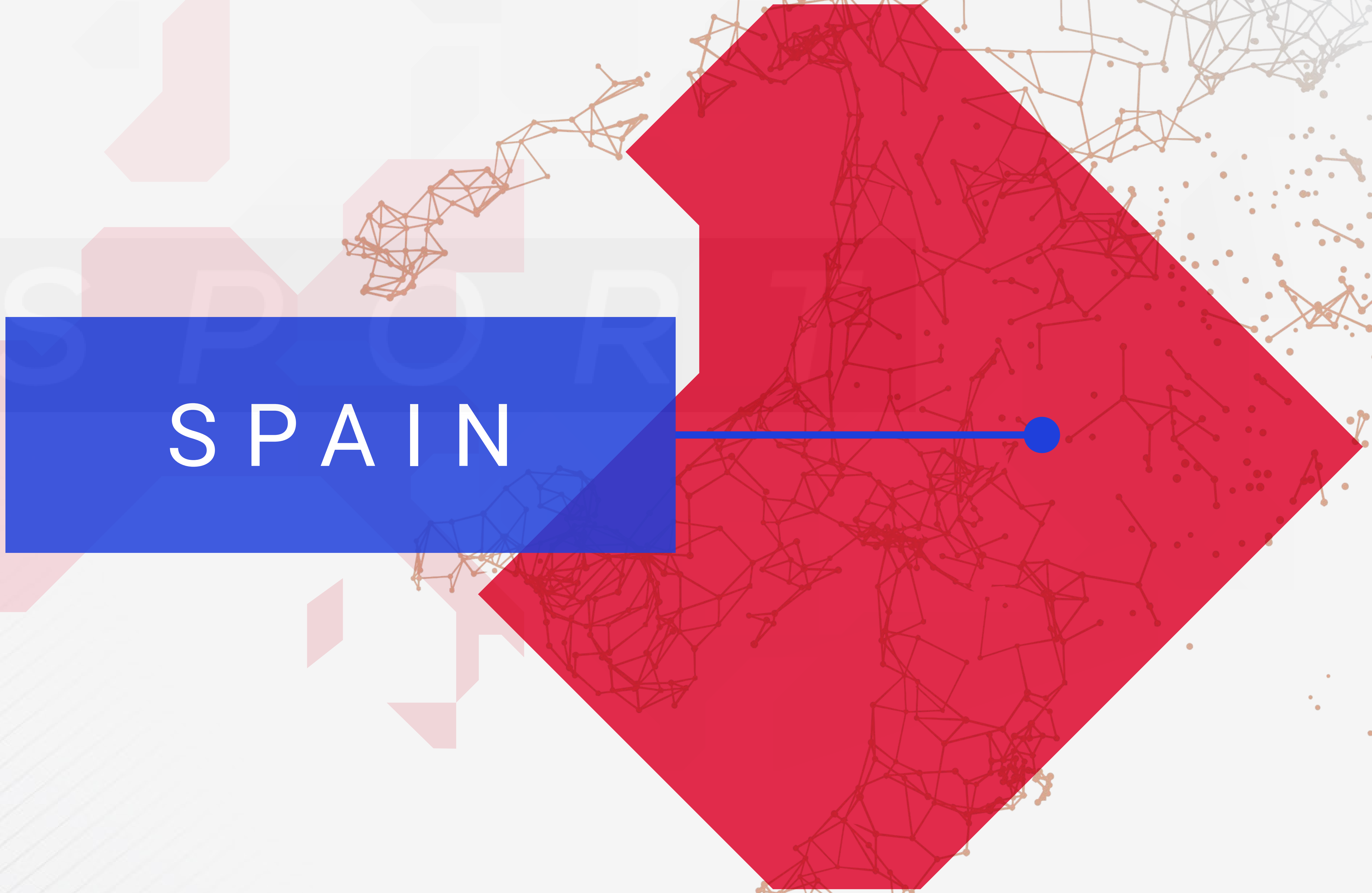
Football Competitions included in this overview

FIRST DIVISION **20 CLUBS**

LaLiga Santander

SECOND DIVISION **22 CLUBS**

LaLiga SmartBank



LAST UPDATE NOV 2019

SPAIN SnapShot / General

2

COMPETITIONS

Total Competitions analyzed: LaLiga and LaLiga 2.

42

CLUBS

Total LaLiga and LaLiga 2 football clubs analyzed.

11

BRANDS

Total LaLiga and LaLiga 2 Sport Brands on jerseys analyzed.

515.2 M

+ 0.61%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

SPAIN SnapShot / First Division

LaLiga Santander

20

CLUBS

Total LaLiga football clubs analyzed.

10

BRANDS

Total LaLiga Sport Brands on jerseys analyzed.

504.8 M

+ 0.60%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

LAST UPDATE NOV 2019

IQUII SPORT

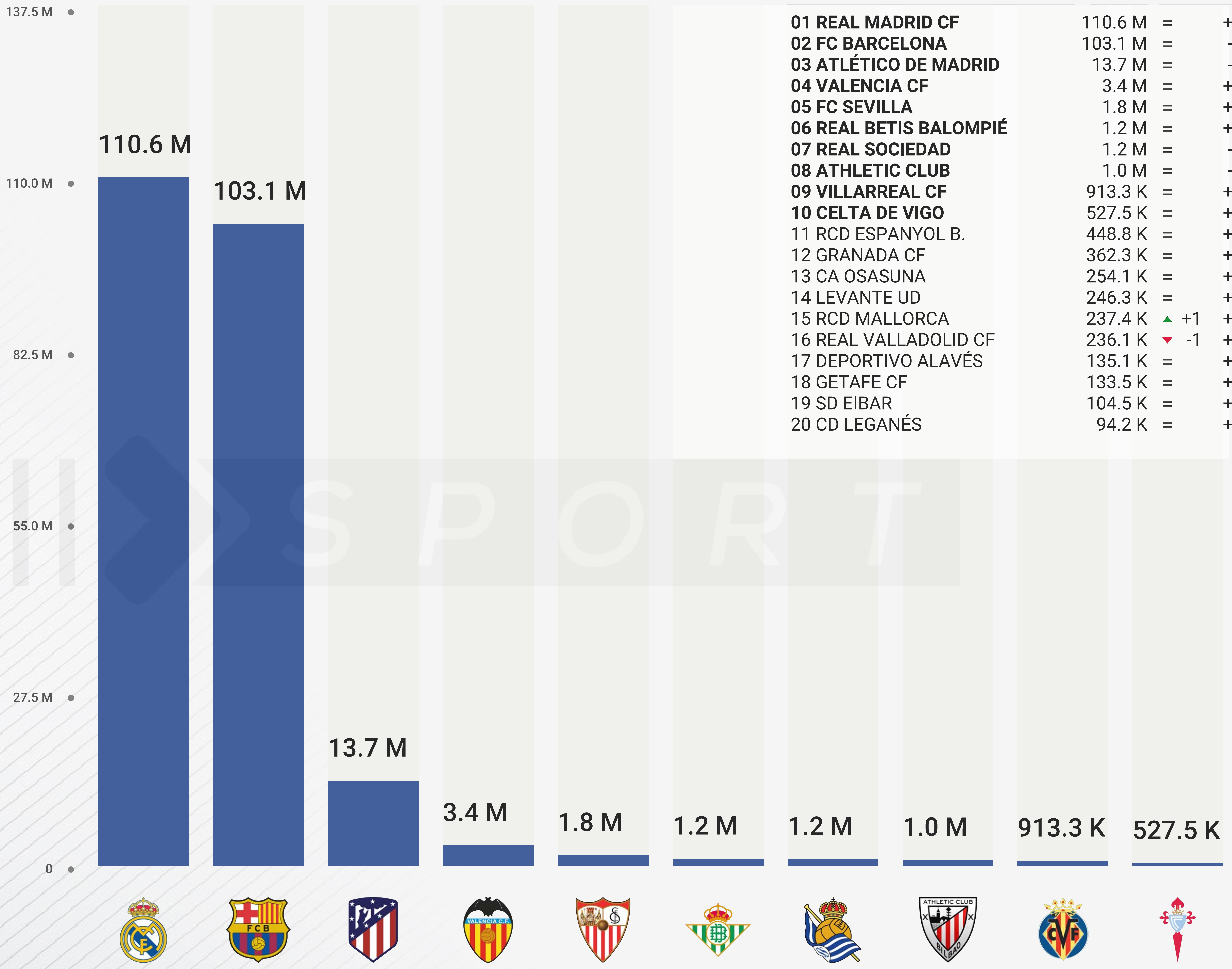
SPAIN Facebook

TOTAL FANBASE

239.8 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	110.6 M	=	+0.04
02 FC BARCELONA	103.1 M	=	-0.05
03 ATLÉTICO DE MADRID	13.7 M	=	-0.12
04 VALENCIA CF	3.4 M	=	+0.23
05 FC SEVILLA	1.8 M	=	+0.43
06 REAL BETIS BALOMPIÉ	1.2 M	=	+0.06
07 REAL SOCIEDAD	1.2 M	=	-0.06
08 ATHLETIC CLUB	1.0 M	=	-0.00
09 VILLARREAL CF	913.3 K	=	+0.02
10 CELTA DE VIGO	527.5 K	=	+0.19
11 RCD ESPANYOL B.	448.8 K	=	+0.22
12 GRANADA CF	362.3 K	=	+0.83
13 CA OSASUNA	254.1 K	=	+0.18
14 LEVANTE UD	246.3 K	=	+1.04
15 RCD MALLORCA	237.4 K	▲ +1	+1.62
16 REAL VALLADOLID CF	236.1 K	▼ -1	+0.48
17 DEPORTIVO ALAVÉS	135.1 K	=	+0.43
18 GETAFE CF	133.5 K	=	+0.79
19 SD EIBAR	104.5 K	=	+1.39
20 CD LEGANÉS	94.2 K	=	+2.12

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

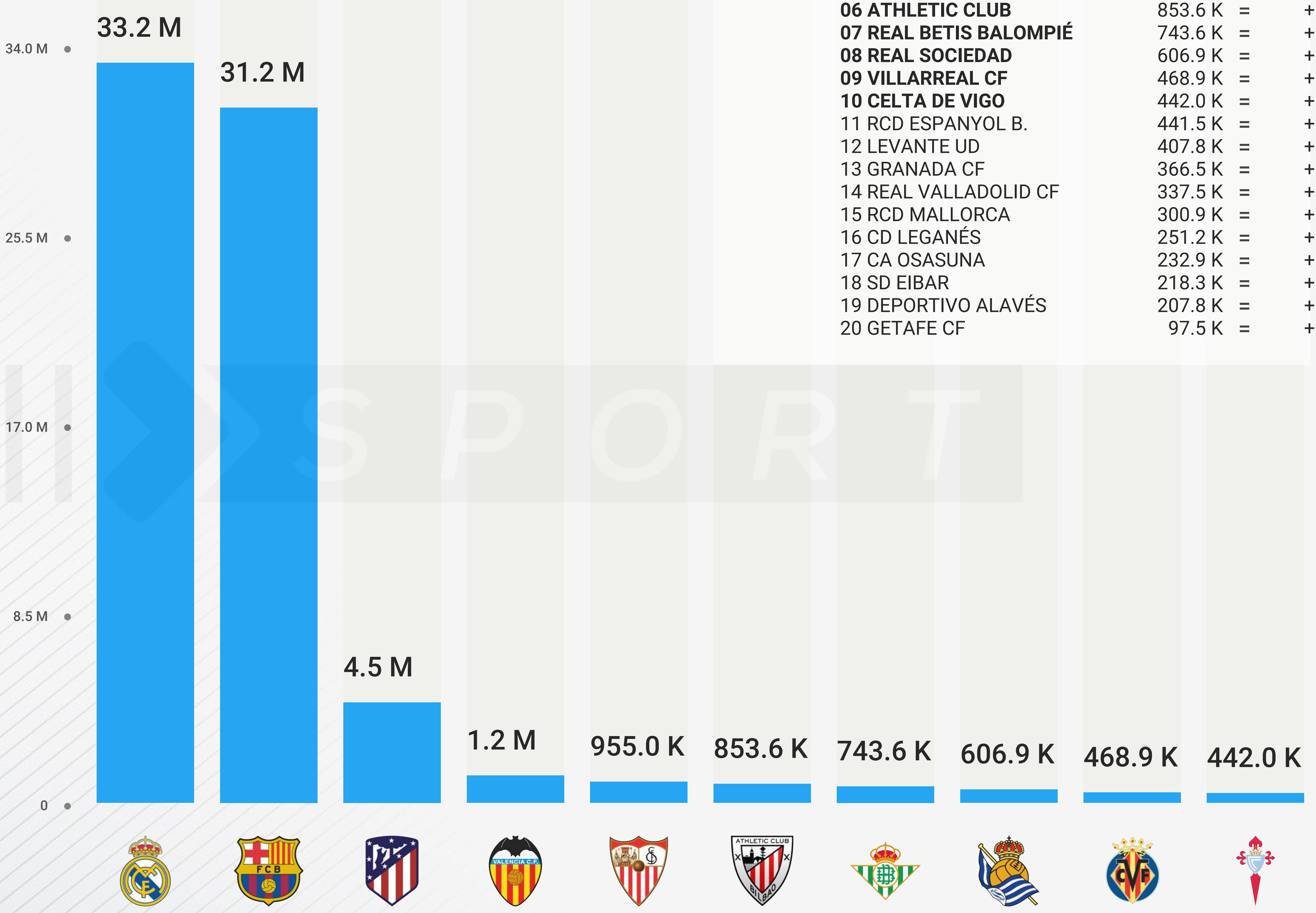
SPAIN Twitter

TOTAL FANBASE

77.2 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	33.2 M	=	+0.57
02 FC BARCELONA	31.2 M	=	+0.64
03 ATLÉTICO DE MADRID	4.5 M	=	+0.32
04 VALENCIA CF	1.2 M	=	+0.24
05 FC SEVILLA	955.0 K	=	+0.16
06 ATHLETIC CLUB	853.6 K	=	+0.20
07 REAL BETIS BALOMPIÉ	743.6 K	=	+0.28
08 REAL SOCIEDAD	606.9 K	=	+0.29
09 VILLARREAL CF	468.9 K	=	+0.23
10 CELTA DE VIGO	442.0 K	=	+0.43
11 RCD ESPANYOL B.	441.5 K	=	+0.55
12 LEVANTE UD	407.8 K	=	+0.32
13 GRANADA CF	366.5 K	=	+0.62
14 REAL VALLADOLID CF	337.5 K	=	+0.37
15 RCD MALLORCA	300.9 K	=	+0.61
16 CD LEGANÉS	251.2 K	=	+0.54
17 CA OSASUNA	232.9 K	=	+0.49
18 SD EIBAR	218.3 K	=	+0.70
19 DEPORTIVO ALAVÉS	207.8 K	=	+0.33
20 GETAFE CF	97.5 K	=	+1.07

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

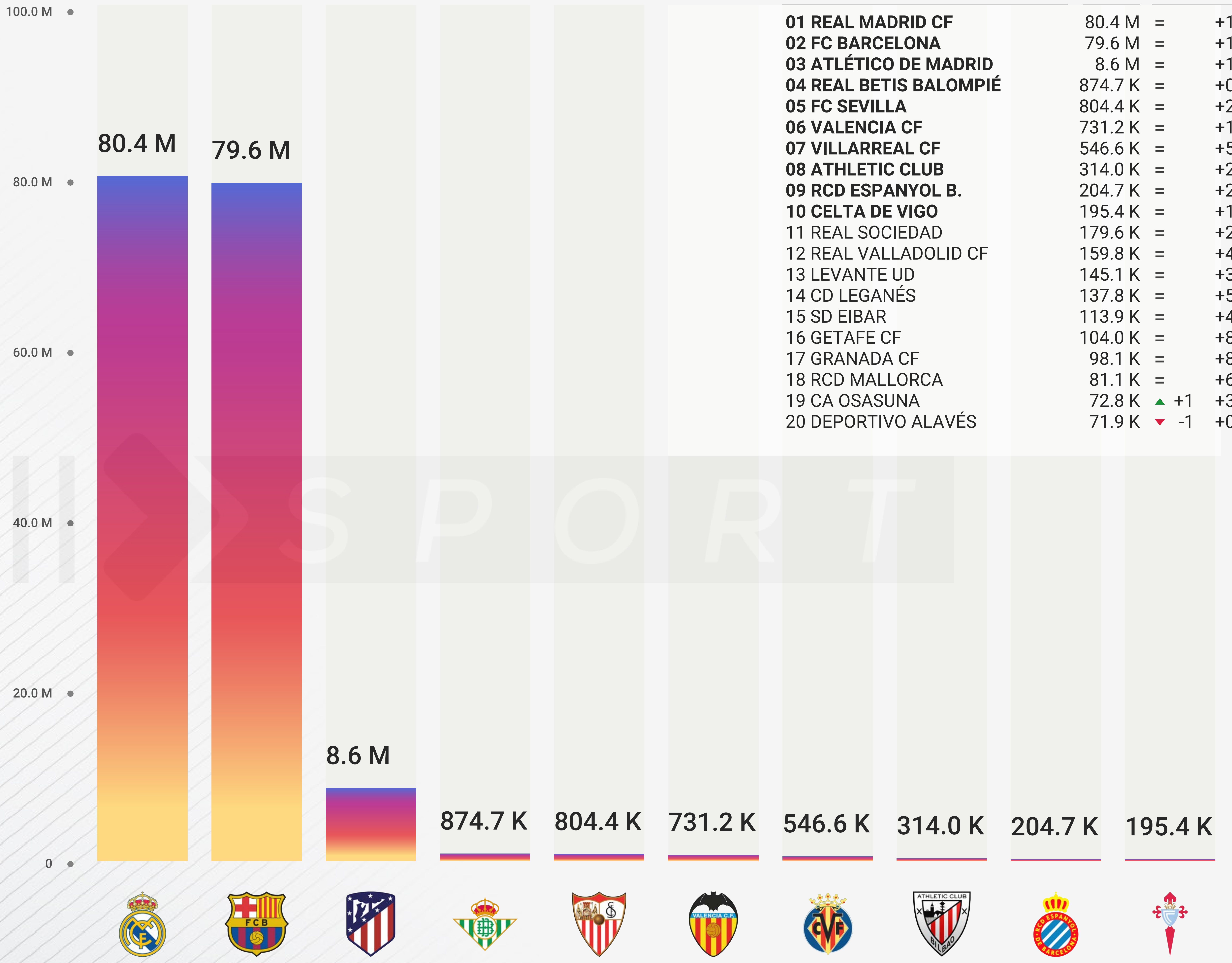
SPAIN Instagram

TOTAL FANBASE

173.4 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	80.4 M	=	+1.14
02 FC BARCELONA	79.6 M	=	+1.50
03 ATLÉTICO DE MADRID	8.6 M	=	+1.67
04 REAL BETIS BALOMPIÉ	874.7 K	=	+0.83
05 FC SEVILLA	804.4 K	=	+2.49
06 VALENCIA CF	731.2 K	=	+1.82
07 VILLARREAL CF	546.6 K	=	+5.68
08 ATHLETIC CLUB	314.0 K	=	+2.17
09 RCD ESPANYOL B.	204.7 K	=	+2.16
10 CELTA DE VIGO	195.4 K	=	+1.54
11 REAL SOCIEDAD	179.6 K	=	+2.98
12 REAL VALLADOLID CF	159.8 K	=	+4.01
13 LEVANTE UD	145.1 K	=	+3.09
14 CD LEGANÉS	137.8 K	=	+5.36
15 SD EIBAR	113.9 K	=	+4.58
16 GETAFE CF	104.0 K	=	+8.62
17 GRANADA CF	98.1 K	=	+8.47
18 RCD MALLORCA	81.1 K	=	+6.80
19 CA OSASUNA	72.8 K	▲ +1	+3.59
20 DEPORTIVO ALAVÉS	71.9 K	▼ -1	+0.58

LAST UPDATE NOV 2019

*[from October 15, 2019 to November 15, 2019]

IQUII SPORT

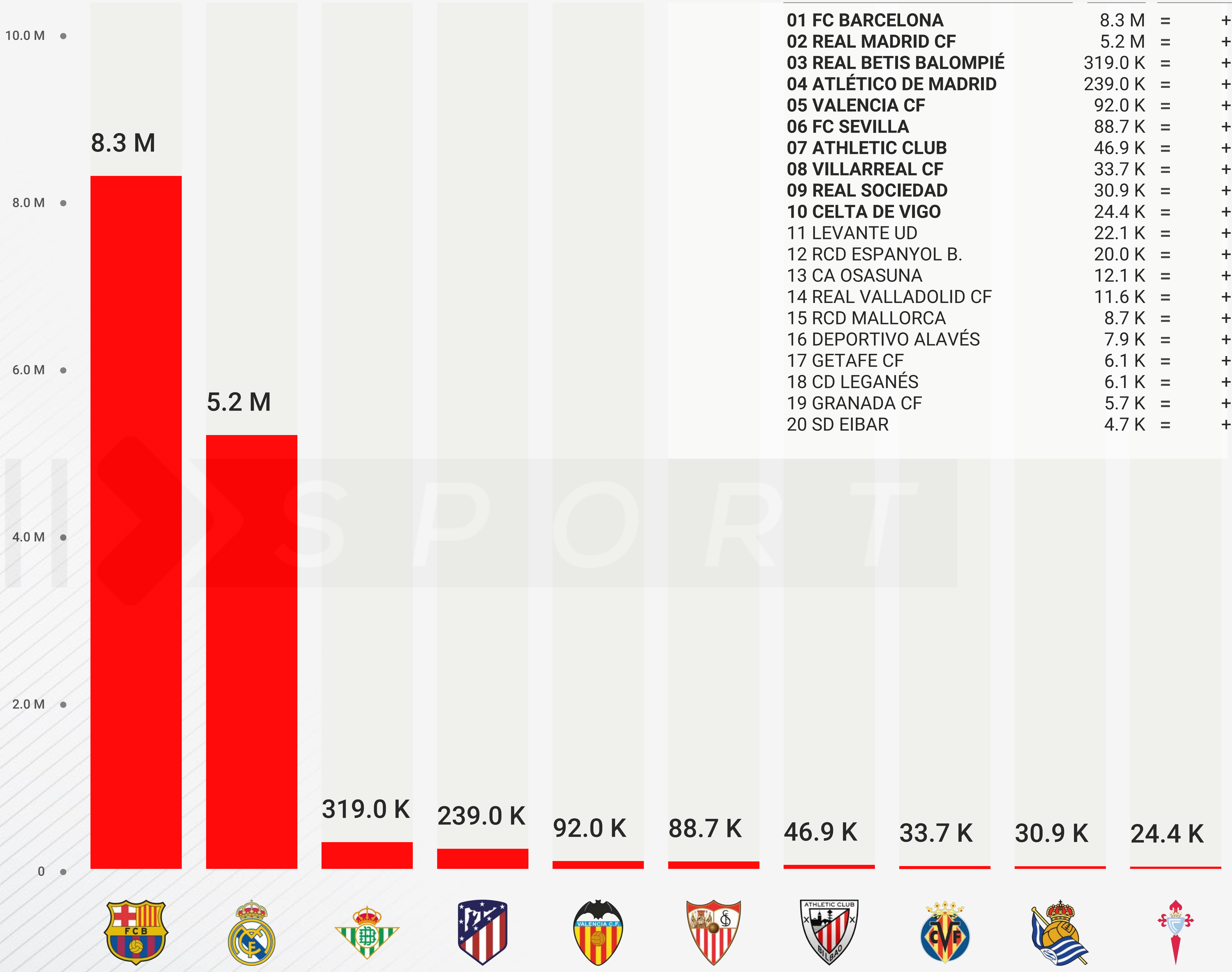
SPAIN YouTube

TOTAL FANBASE

14.5 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	8.3 M	=	+1.97
02 REAL MADRID CF	5.2 M	=	+1.17
03 REAL BETIS BALOMPIÉ	319.0 K	=	+2.24
04 ATLÉTICO DE MADRID	239.0 K	=	+0.84
05 VALENCIA CF	92.0 K	=	+0.77
06 FC SEVILLA	88.7 K	=	+3.50
07 ATHLETIC CLUB	46.9 K	=	+1.30
08 VILLARREAL CF	33.7 K	=	+1.20
09 REAL SOCIEDAD	30.9 K	=	+2.66
10 CELTA DE VIGO	24.4 K	=	+0.83
11 LEVANTE UD	22.1 K	=	+0.91
12 RCD ESPANYOL B.	20.0 K	=	+1.01
13 CA OSASUNA	12.1 K	=	+1.68
14 REAL VALLADOLID CF	11.6 K	=	+2.65
15 RCD MALLORCA	8.7 K	=	+8.45
16 DEPORTIVO ALAVÉS	7.9 K	=	+1.02
17 GETAFE CF	6.1 K	=	+2.52
18 CD LEGANÉS	6.1 K	=	+4.48
19 GRANADA CF	5.7 K	=	+4.63
20 SD EIBAR	4.7 K	=	+2.16

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

LAST UPDATE NOV 2019

IQUII SPORT

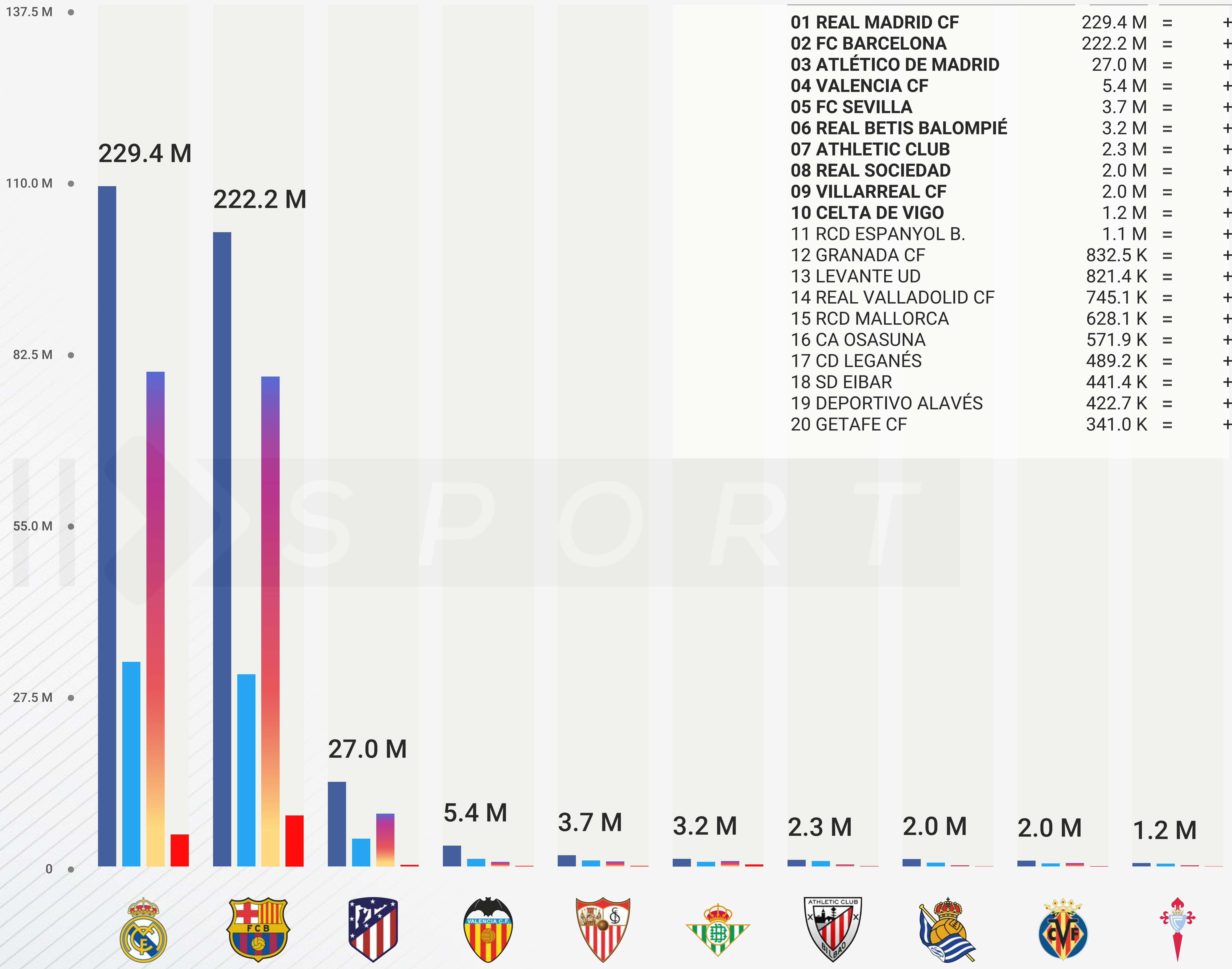
SPAIN Social

TOTAL FANBASE

504.8 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	229.4 M	=	+0.52
02 FC BARCELONA	222.2 M	=	+0.67
03 ATLÉTICO DE MADRID	27.0 M	=	+0.52
04 VALENCIA CF	5.4 M	=	+0.45
05 FC SEVILLA	3.7 M	=	+0.87
06 REAL BETIS BALOMPIÉ	3.2 M	=	+0.54
07 ATHLETIC CLUB	2.3 M	=	+0.40
08 REAL SOCIEDAD	2.0 M	=	+0.35
09 VILLARREAL CF	2.0 M	=	+1.61
10 CELTA DE VIGO	1.2 M	=	+0.51
11 RCD ESPANYOL B.	1.1 M	=	+0.72
12 GRANADA CF	832.5 K	=	+1.61
13 LEVANTE UD	821.4 K	=	+1.03
14 REAL VALLADOLID CF	745.1 K	=	+1.20
15 RCD MALLORCA	628.1 K	=	+1.86
16 CA OSASUNA	571.9 K	=	+0.76
17 CD LEGANÉS	489.2 K	=	+2.21
18 SD EIBAR	441.4 K	=	+1.85
19 DEPORTIVO ALAVÉS	422.7 K	=	+0.42
20 GETAFE CF	341.0 K	=	+3.17

LAST UPDATE NOV 2019

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

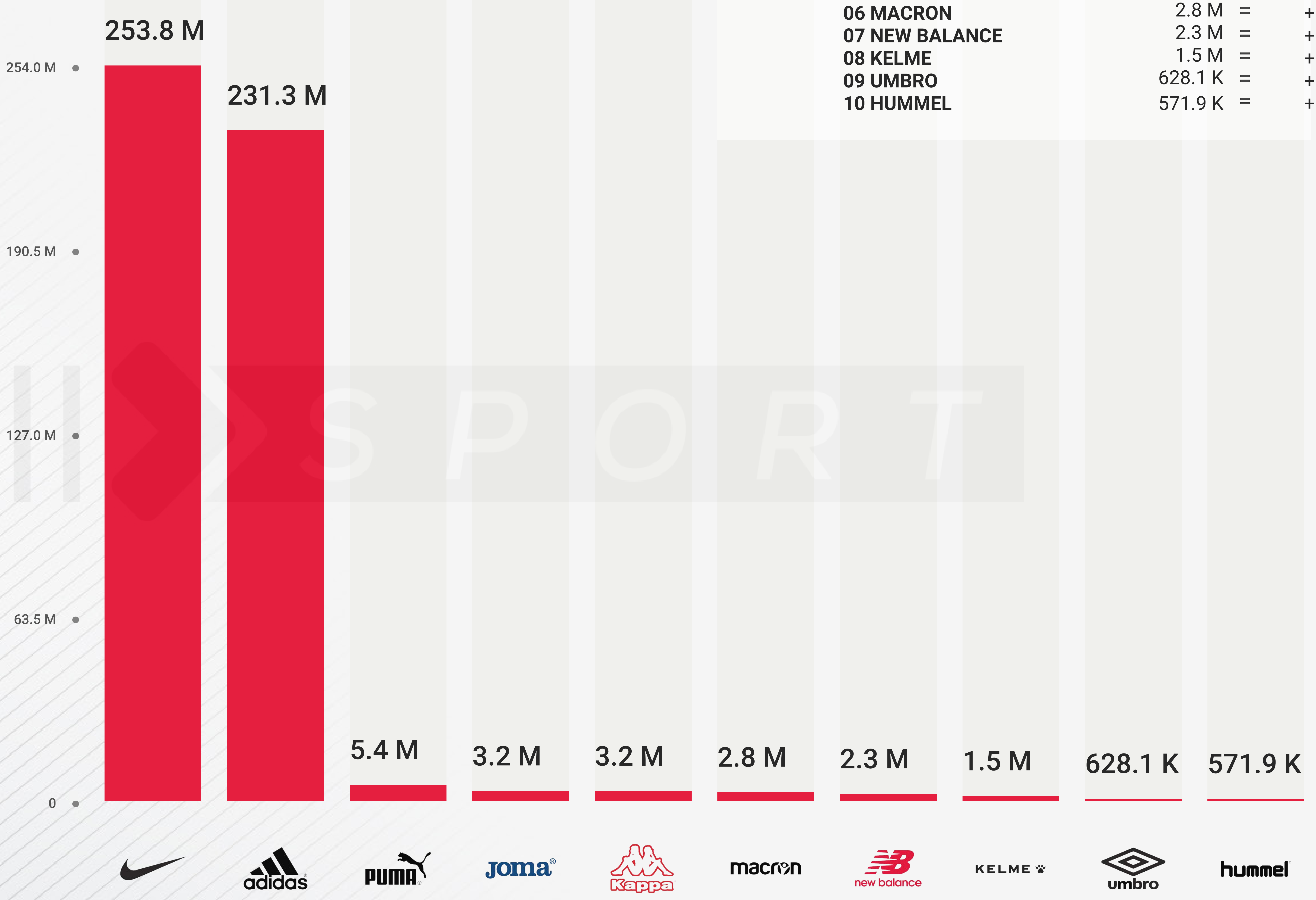
SPAIN Brands

TOTAL FANBASE

504.8 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	253.8 M	=	+0.66
02 ADIDAS	231.3 M	=	+0.52
03 PUMA	5.4 M	=	+0.45
04 JOMA	3.2 M	=	+1.89
05 KAPPA	3.2 M	=	+0.54
06 MACRON	2.8 M	=	+0.55
07 NEW BALANCE	2.3 M	=	+0.40
08 KELME	1.5 M	=	+0.63
09 UMBRO	628.1 K	=	+1.86
10 HUMMEL	571.9 K	=	+0.76

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

LAST UPDATE NOV 2019

IQUII SPORT

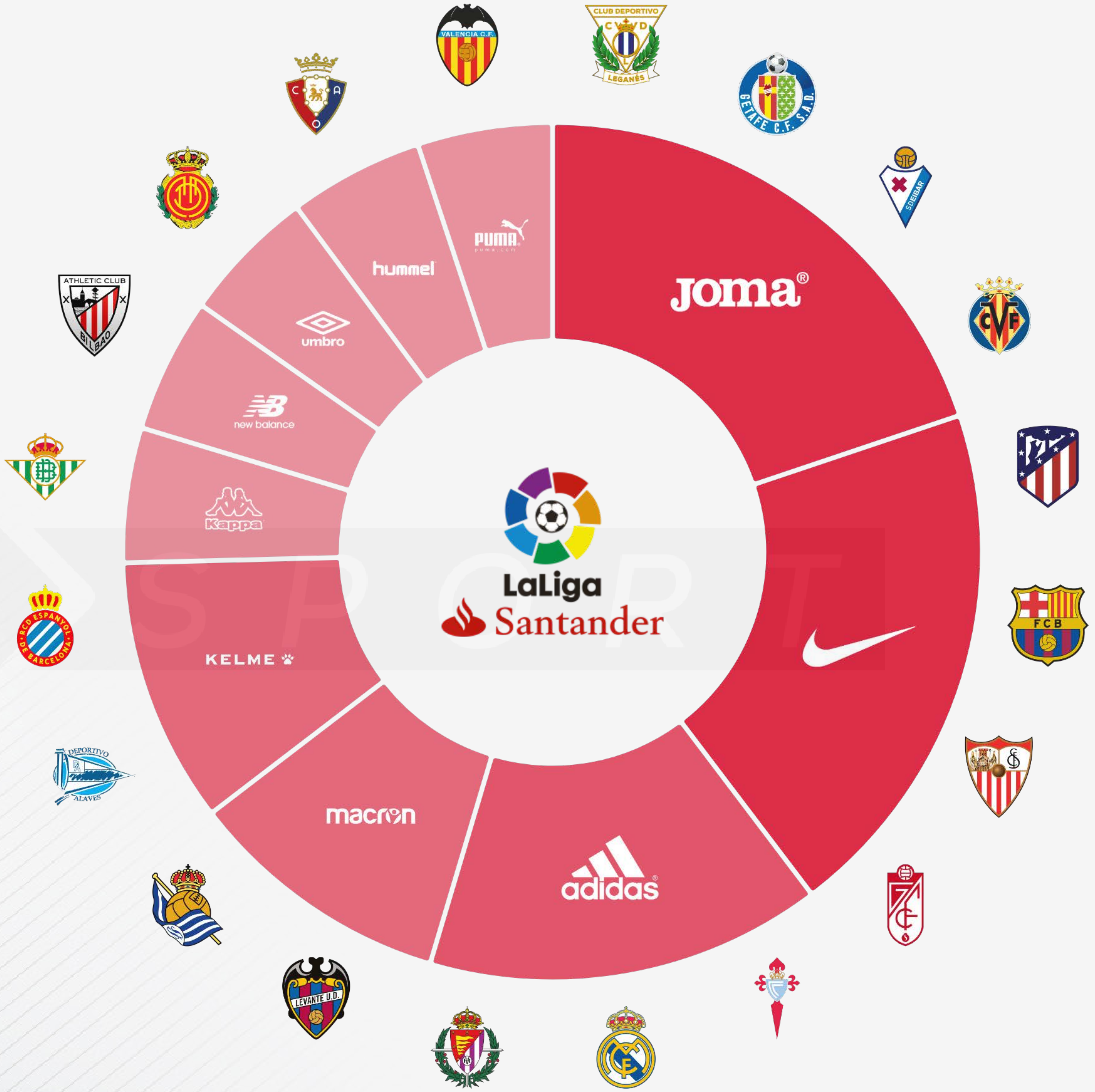
SPAIN Brands

CLUBS

20

Sport Brands

10



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

*[from October 15, 2019 to November 15, 2019]

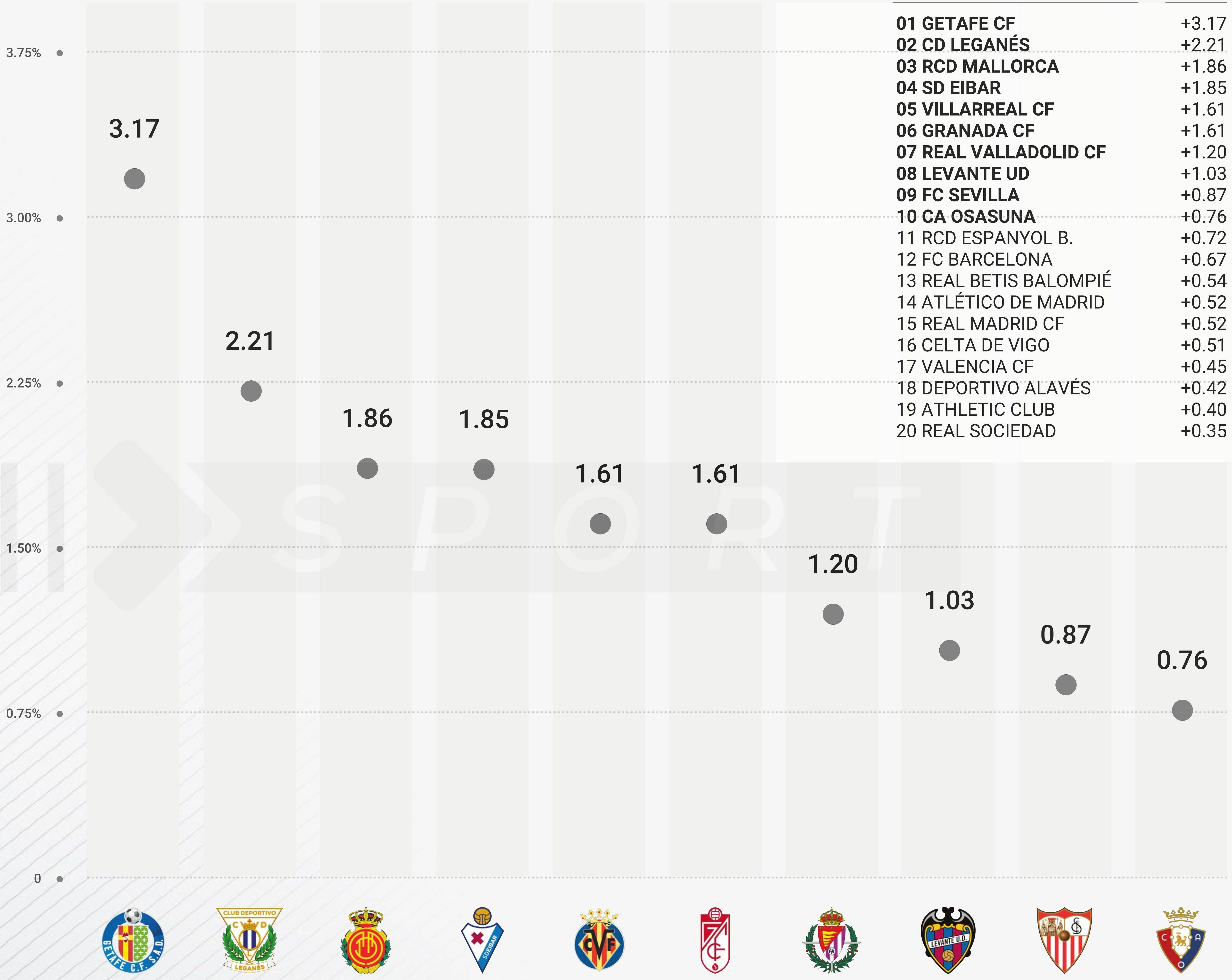
LAST UPDATE NOV 2019

IQUII SPORT

SPAIN Grown Up

LaLiga Santander

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



CLUBS	% VAR*
01 GETAFE CF	+3.17
02 CD LEGANÉS	+2.21
03 RCD MALLORCA	+1.86
04 SD EIBAR	+1.85
05 VILLARREAL CF	+1.61
06 GRANADA CF	+1.61
07 REAL VALLADOLID CF	+1.20
08 LEVANTE UD	+1.03
09 FC SEVILLA	+0.87
10 CA OSASUNA	+0.76
11 RCD ESPANYOL B.	+0.72
12 FC BARCELONA	+0.67
13 REAL BETIS BALOMPIÉ	+0.54
14 ATLÉTICO DE MADRID	+0.52
15 REAL MADRID CF	+0.52
16 CELTA DE VIGO	+0.51
17 VALENCIA CF	+0.45
18 DEPORTIVO ALAVÉS	+0.42
19 ATHLETIC CLUB	+0.40
20 REAL SOCIEDAD	+0.35

LAST UPDATE NOV 2019

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

SPAIN SnapShot / Second Division

LaLiga SmartBank

22

CLUBS

Total LaLiga2 football clubs analyzed.

9

BRANDS

Total LaLiga2 Sport Brands on jerseys analyzed.

10.5 M

+ 0.68%*

FANS

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

*[from October 15, 2019 to November 15, 2019]

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

IQUII SPORT

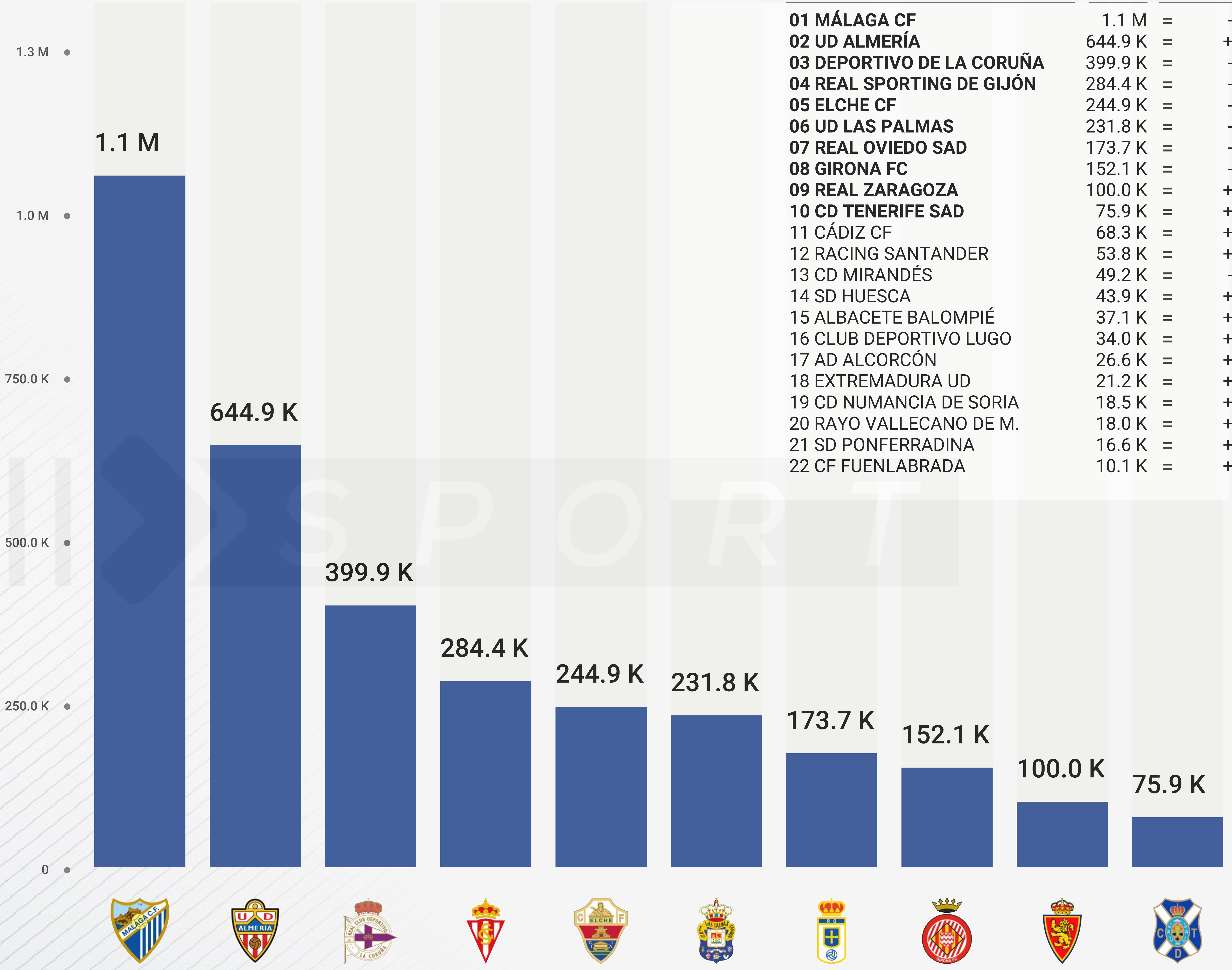
SPAIN Facebook

TOTAL FANBASE

3.8 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.1 M	=	-0.17
02 UD ALMERÍA	644.9 K	=	+0.71
03 DEPORTIVO DE LA CORUÑA	399.9 K	=	-0.08
04 REAL SPORTING DE GIJÓN	284.4 K	=	-0.09
05 ELCHE CF	244.9 K	=	-0.09
06 UD LAS PALMAS	231.8 K	=	-0.09
07 REAL OVIEDO SAD	173.7 K	=	-0.12
08 GIRONA FC	152.1 K	=	-0.20
09 REAL ZARAGOZA	100.0 K	=	+0.24
10 CD TENERIFE SAD	75.9 K	=	+0.08
11 CÁDIZ CF	68.3 K	=	+1.99
12 RACING SANTANDER	53.8 K	=	+0.19
13 CD MIRANDÉS	49.2 K	=	-0.07
14 SD HUESCA	43.9 K	=	+0.49
15 ALBACETE BALOMPIÉ	37.1 K	=	+0.66
16 CLUB DEPORTIVO LUGO	34.0 K	=	+0.16
17 AD ALCORCÓN	26.6 K	=	+0.08
18 EXTREMADURA UD	21.2 K	=	+0.81
19 CD NUMANCIA DE SORIA	18.5 K	=	+0.21
20 RAYO VALLECANO DE M.	18.0 K	=	+2.37
21 SD PONFERRADINA	16.6 K	=	+0.80
22 CF FUENLABRADA	10.1 K	=	+2.55

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

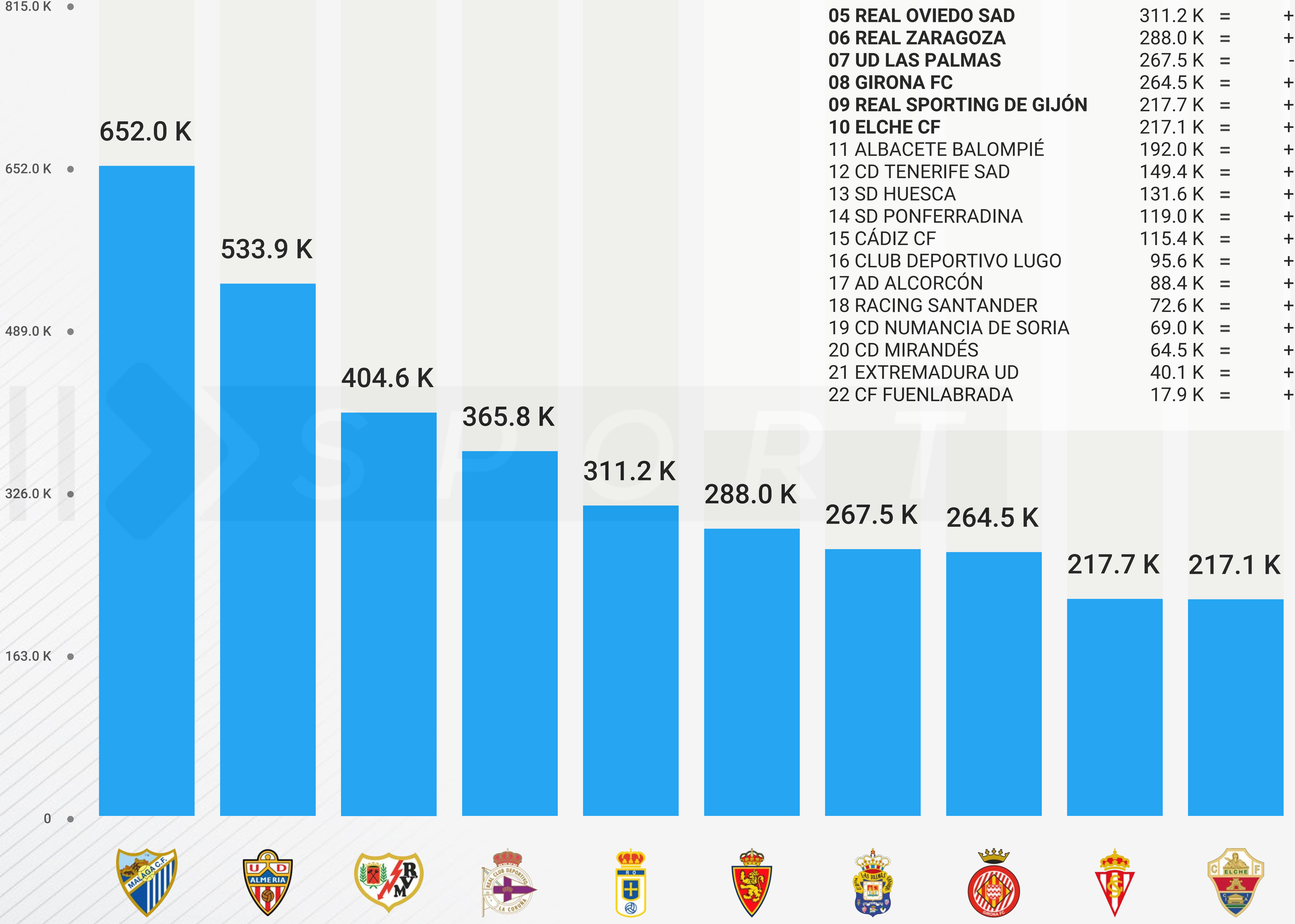
SPAIN Twitter

TOTAL FANBASE

4.7 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 MÁLAGA CF	652.0 K	=	+0.01
02 UD ALMERÍA	533.9 K	=	+1.24
03 RAYO VALLECANO DE M.	404.6 K	=	+0.01
04 DEPORTIVO DE LA CORUÑA	365.8 K	=	+0.25
05 REAL OVIEDO SAD	311.2 K	=	+0.06
06 REAL ZARAGOZA	288.0 K	=	+0.26
07 UD LAS PALMAS	267.5 K	=	-0.12
08 GIRONA FC	264.5 K	=	+0.17
09 REAL SPORTING DE GIJÓN	217.7 K	=	+0.27
10 ELCHE CF	217.1 K	=	+0.12
11 ALBACETE BALOMPIÉ	192.0 K	=	+0.15
12 CD TENERIFE SAD	149.4 K	=	+0.17
13 SD HUESCA	131.6 K	=	+0.51
14 SD PONFERRADINA	119.0 K	=	+0.04
15 CÁDIZ CF	115.4 K	=	+1.29
16 CLUB DEPORTIVO LUGO	95.6 K	=	+0.07
17 AD ALCORCÓN	88.4 K	=	+0.26
18 RACING SANTANDER	72.6 K	=	+0.42
19 CD NUMANCIA DE SORIA	69.0 K	=	+0.23
20 CD MIRANDÉS	64.5 K	=	+0.17
21 EXTREMADURA UD	40.1 K	=	+1.97
22 CF FUENLABRADA	17.9 K	=	+3.39

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

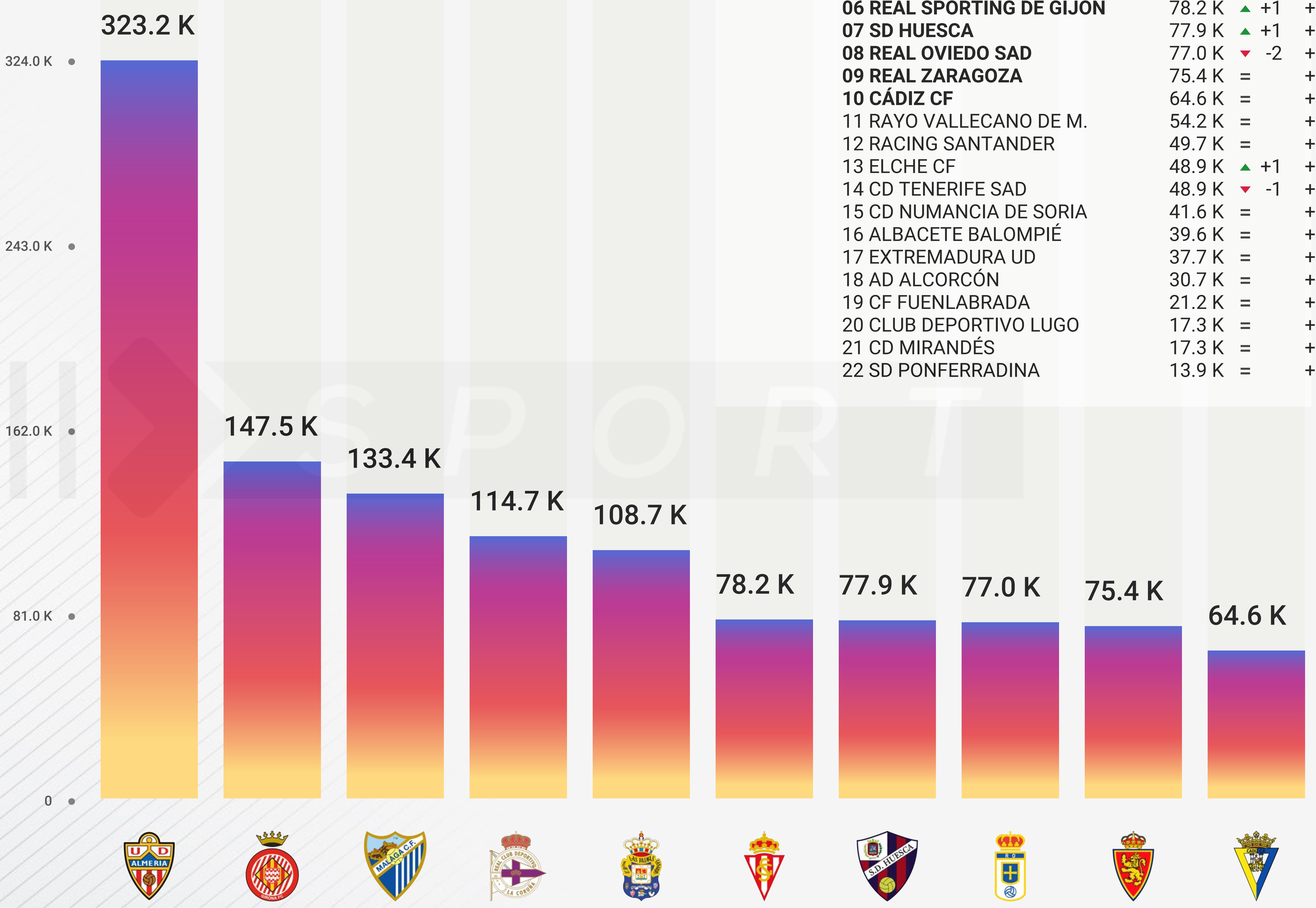
SPAIN **Instagram**

TOTAL FANBASE

1.6 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERÍA	323.2 K	=	+2.99
02 GIRONA FC	147.5 K	=	+0.35
03 MÁLAGA CF	133.4 K	=	+1.08
04 DEPORTIVO DE LA CORUÑA	114.7 K	=	+1.27
05 UD LAS PALMAS	108.7 K	=	+0.86
06 REAL SPORTING DE GIJÓN	78.2 K	▲ +1	+2.52
07 SD HUESCA	77.9 K	▲ +1	+2.56
08 REAL OVIEDO SAD	77.0 K	▼ -2	+0.90
09 REAL ZARAGOZA	75.4 K	=	+3.31
10 CÁDIZ CF	64.6 K	=	+5.35
11 RAYO VALLECANO DE M.	54.2 K	=	+0.31
12 RACING SANTANDER	49.7 K	=	+2.09
13 ELCHE CF	48.9 K	▲ +1	+5.20
14 CD TENERIFE SAD	48.9 K	▼ -1	+1.16
15 CD NUMANCIA DE SORIA	41.6 K	=	+5.67
16 ALBACETE BALOMPIÉ	39.6 K	=	+3.72
17 EXTREMADURA UD	37.7 K	=	+2.82
18 AD ALCORCÓN	30.7 K	=	+3.96
19 CF FUENLABRADA	21.2 K	=	+5.79
20 CLUB DEPORTIVO LUGO	17.3 K	=	+3.16
21 CD MIRANDÉS	17.3 K	=	+5.88
22 SD PONFERRADINA	13.9 K	=	+4.04

*[from October 15, 2019 to November 15, 2019]

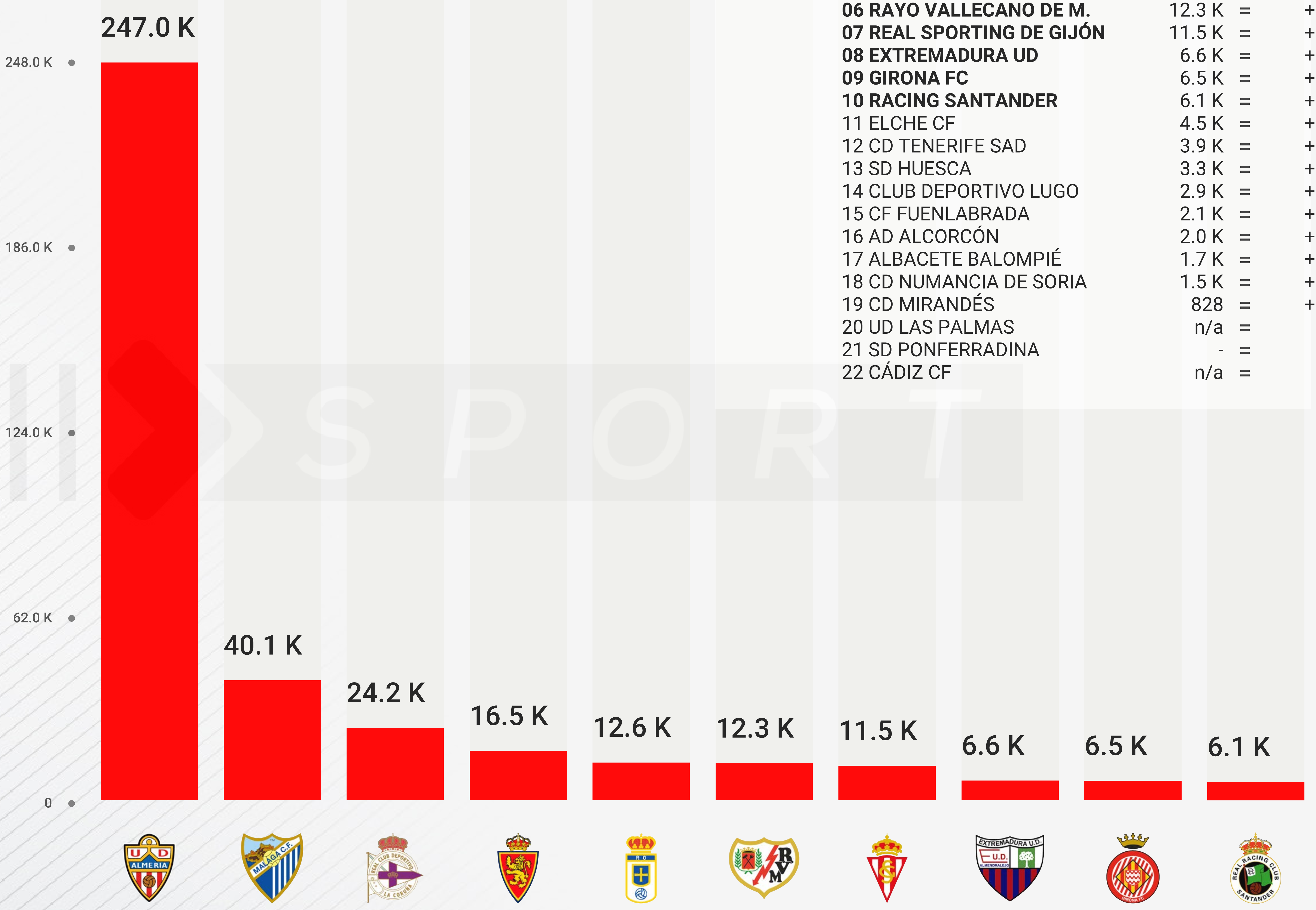
LAST UPDATE NOV 2019

SPAIN YouTube

TOTAL FANBASE

406 K

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



CLUBS	FANS		% VAR*
01 UD ALMERÍA	247.0 K	=	+5.56
02 MÁLAGA CF	40.1 K	=	+0.75
03 DEPORTIVO DE LA CORUÑA	24.2 K	=	+0.41
04 REAL ZARAGOZA	16.5 K	=	+2.48
05 REAL OVIEDO SAD	12.6 K	=	+1.61
06 RAYO VALLECANO DE M.	12.3 K	=	+0.82
07 REAL SPORTING DE GIJÓN	11.5 K	=	+2.68
08 EXTREMADURA UD	6.6 K	=	+1.24
09 GIRONA FC	6.5 K	=	+1.73
10 RACING SANTANDER	6.1 K	=	+1.33
11 ELCHE CF	4.5 K	=	+0.89
12 CD TENERIFE SAD	3.9 K	=	+1.56
13 SD HUESCA	3.3 K	=	+1.52
14 CLUB DEPORTIVO LUGO	2.9 K	=	+1.05
15 CF FUENLABRADA	2.1 K	=	+2.93
16 AD ALCORCÓN	2.0 K	=	+2.59
17 ALBACETE BALOMPIÉ	1.7 K	=	+1.22
18 CD NUMANCIA DE SORIA	1.5 K	=	+1.40
19 CD MIRANDÉS	828	=	+1.85
20 UD LAS PALMAS	n/a	=	n/a
21 SD PONFERRADINA	-	=	-
22 CÁDIZ CF	n/a	=	n/a

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

LAST UPDATE NOV 2019

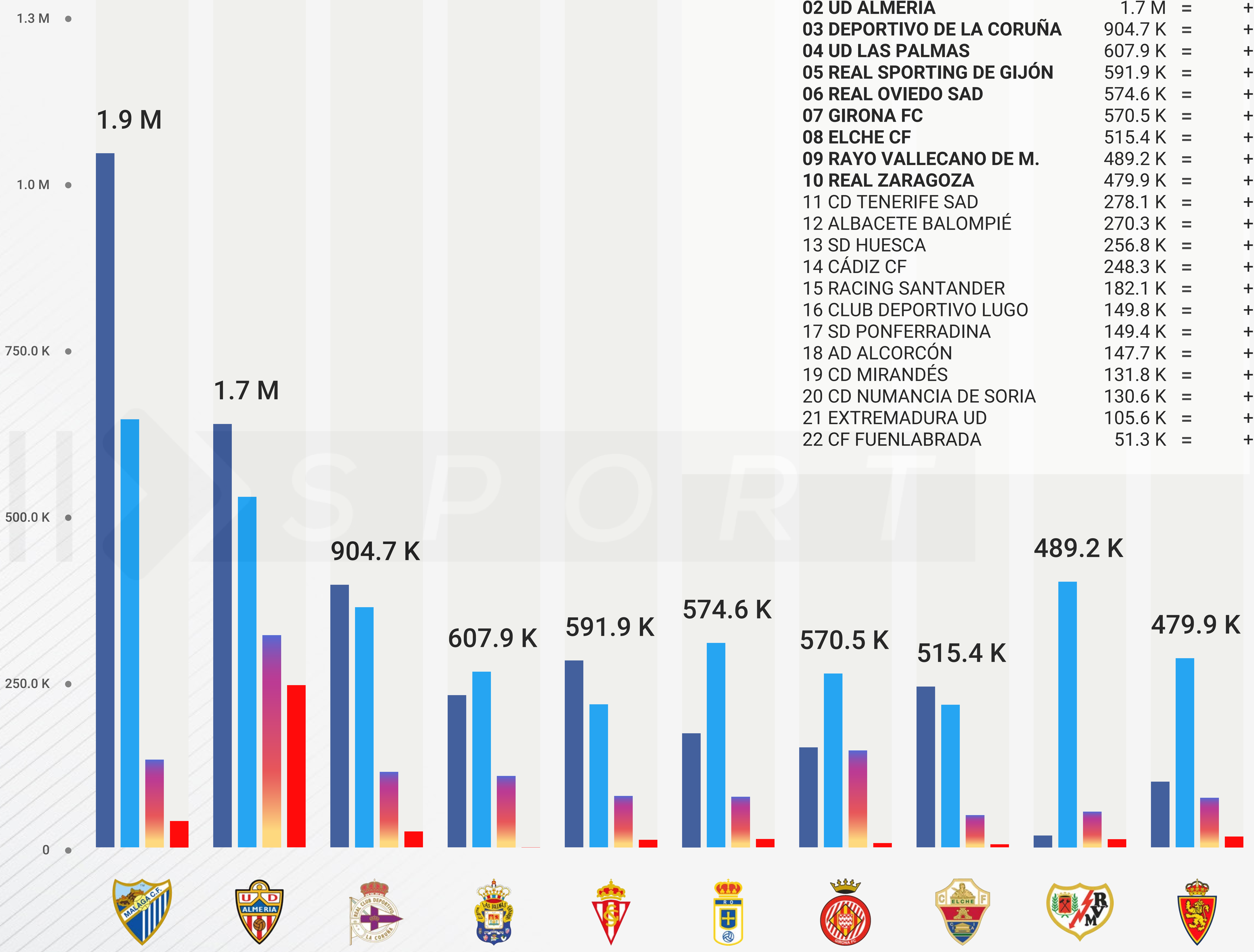
IQUII SPORT

SPAIN Social

TOTAL FANBASE

10.5 M

LaLiga SmartBank



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.9 M	=	-0.00
02 UD ALMERÍA	1.7 M	=	+1.95
03 DEPORTIVO DE LA CORUÑA	904.7 K	=	+0.23
04 UD LAS PALMAS	607.9 K	=	+0.07
05 REAL SPORTING DE GIJÓN	591.9 K	=	+0.43
06 REAL OVIEDO SAD	574.6 K	=	+0.15
07 GIRONA FC	570.5 K	=	+0.13
08 ELCHE CF	515.4 K	=	+0.48
09 RAYO VALLECANO DE M.	489.2 K	=	+0.15
10 REAL ZARAGOZA	479.9 K	=	+0.80
11 CD TENERIFE SAD	278.1 K	=	+0.34
12 ALBACETE BALOMPIÉ	270.3 K	=	+0.73
13 SD HUESCA	256.8 K	=	+1.13
14 CÁDIZ CF	248.3 K	=	+2.51
15 RACING SANTANDER	182.1 K	=	+0.83
16 CLUB DEPORTIVO LUGO	149.8 K	=	+0.46
17 SD PONFERRADINA	149.4 K	=	+0.49
18 AD ALCORCÓN	147.7 K	=	+1.01
19 CD MIRANDÉS	131.8 K	=	+0.80
20 CD NUMANCIA DE SORIA	130.6 K	=	+1.91
21 EXTREMADURA UD	105.6 K	=	+1.99
22 CF FUENLABRADA	51.3 K	=	+4.18

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

LAST UPDATE NOV 2019

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

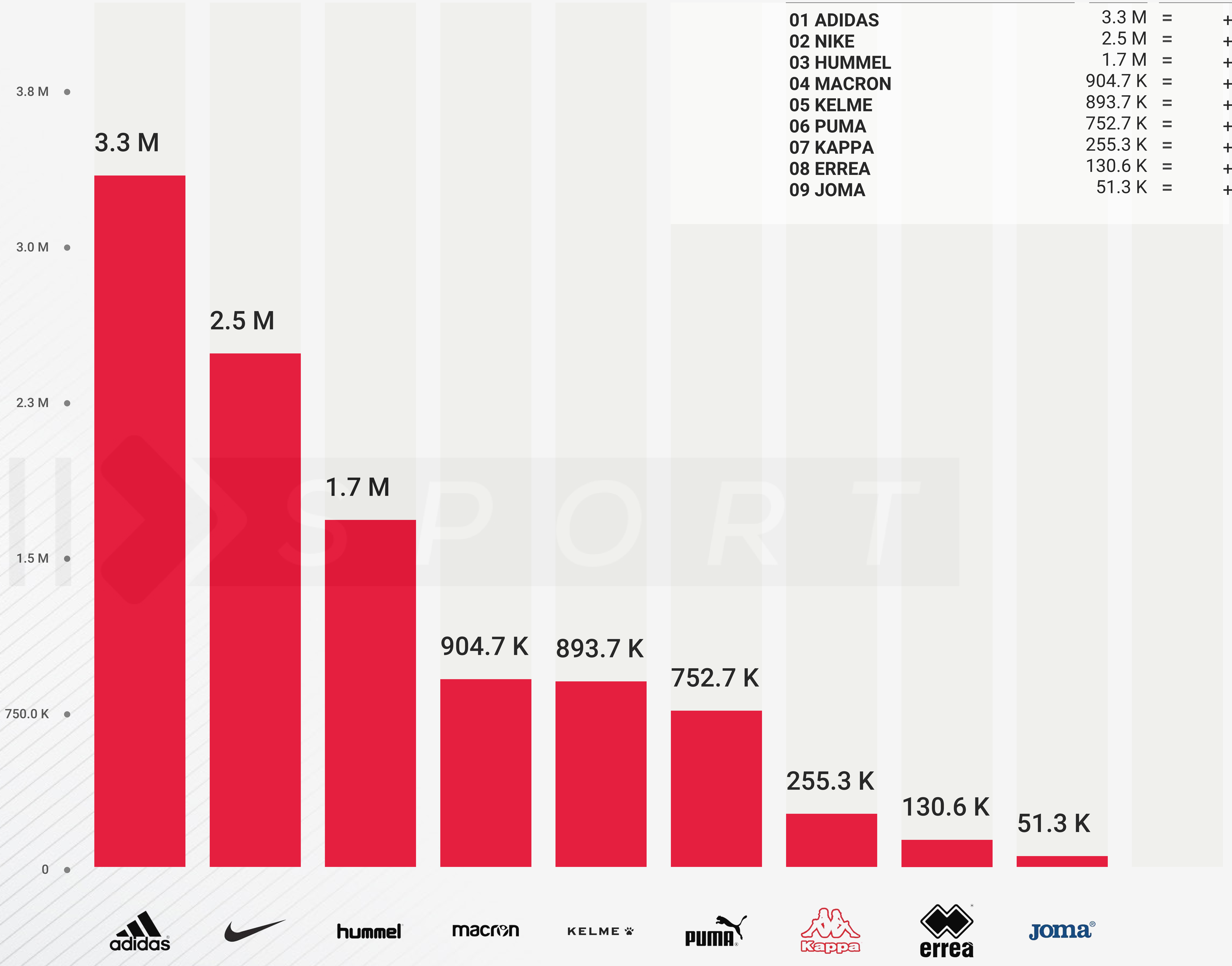
SPAIN Brands

TOTAL FANBASE

10.5 M

LaLiga SmartBank

SPONSORS	FANS		% VAR*
01 ADIDAS	3.3 M	=	+1.40
02 NIKE	2.5 M	=	+0.10
03 HUMMEL	1.7 M	=	+0.35
04 MACRON	904.7 K	=	+0.23
05 KELME	893.7 K	=	+0.57
06 PUMA	752.7 K	=	+0.30
07 KAPPA	255.3 K	=	+1.09
08 ERREA	130.6 K	=	+1.91
09 JOMA	51.3 K	=	+4.18



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 October 15, 2019 to November 15, 2019]
YouTube subscribers' data are rounded, since the social media provides data in this format.

LAST UPDATE NOV 2019

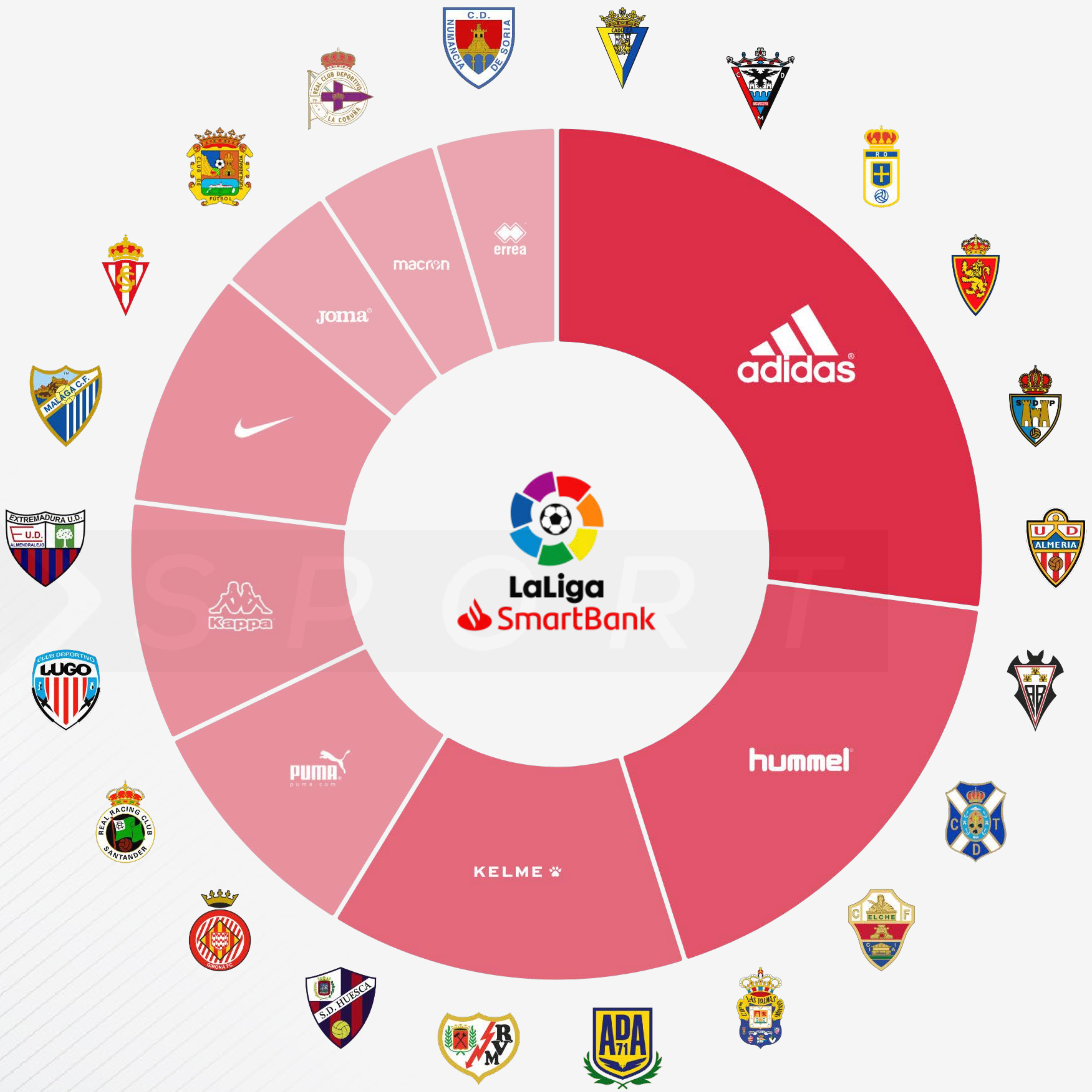
SPAIN Brands

CLUBS

22

Sport Brands

9



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

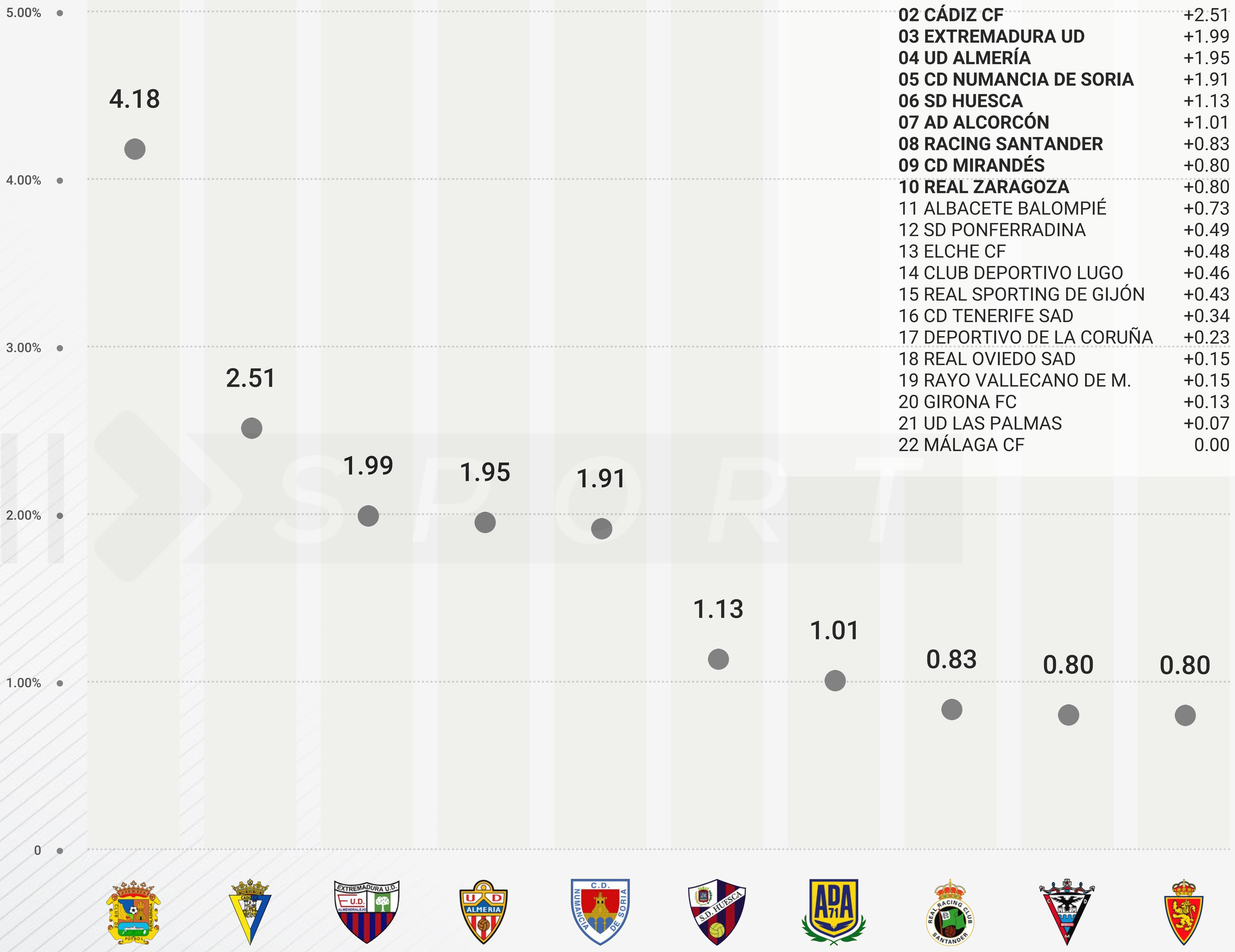
*[from October 15, 2019 to November 15, 2019]

IQUII SPORT

SPAIN Grown Up

LaLiga SmartBank

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



CLUBS	% VAR*
01 CF FUENLABRADA	+4.18
02 CÁDIZ CF	+2.51
03 EXTREMADURA UD	+1.99
04 UD ALMERÍA	+1.95
05 CD NUMANCIA DE SORIA	+1.91
06 SD HUESCA	+1.13
07 AD ALCORCÓN	+1.01
08 RACING SANTANDER	+0.83
09 CD MIRANDÉS	+0.80
10 REAL ZARAGOZA	+0.80
11 ALBACETE BALOMPIÉ	+0.73
12 SD PONFERRADINA	+0.49
13 ELCHE CF	+0.48
14 CLUB DEPORTIVO LUGO	+0.46
15 REAL SPORTING DE GIJÓN	+0.43
16 CD TENERIFE SAD	+0.34
17 DEPORTIVO DE LA CORUÑA	+0.23
18 REAL OVIEDO SAD	+0.15
19 RAYO VALLECANO DE M.	+0.15
20 GIRONA FC	+0.13
21 UD LAS PALMAS	+0.07
22 MÁLAGA CF	0.00

LAST UPDATE NOV 2019

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

EUROPE SnapShot / General YouTube Views

6

COUNTRIES

238

CLUBS

38.0 M

+ 2.95%*

FANS

6.4 B

VIEWS

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

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

Total YouTube Fans of the football clubs analyzed.

Total YouTube Views of the football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

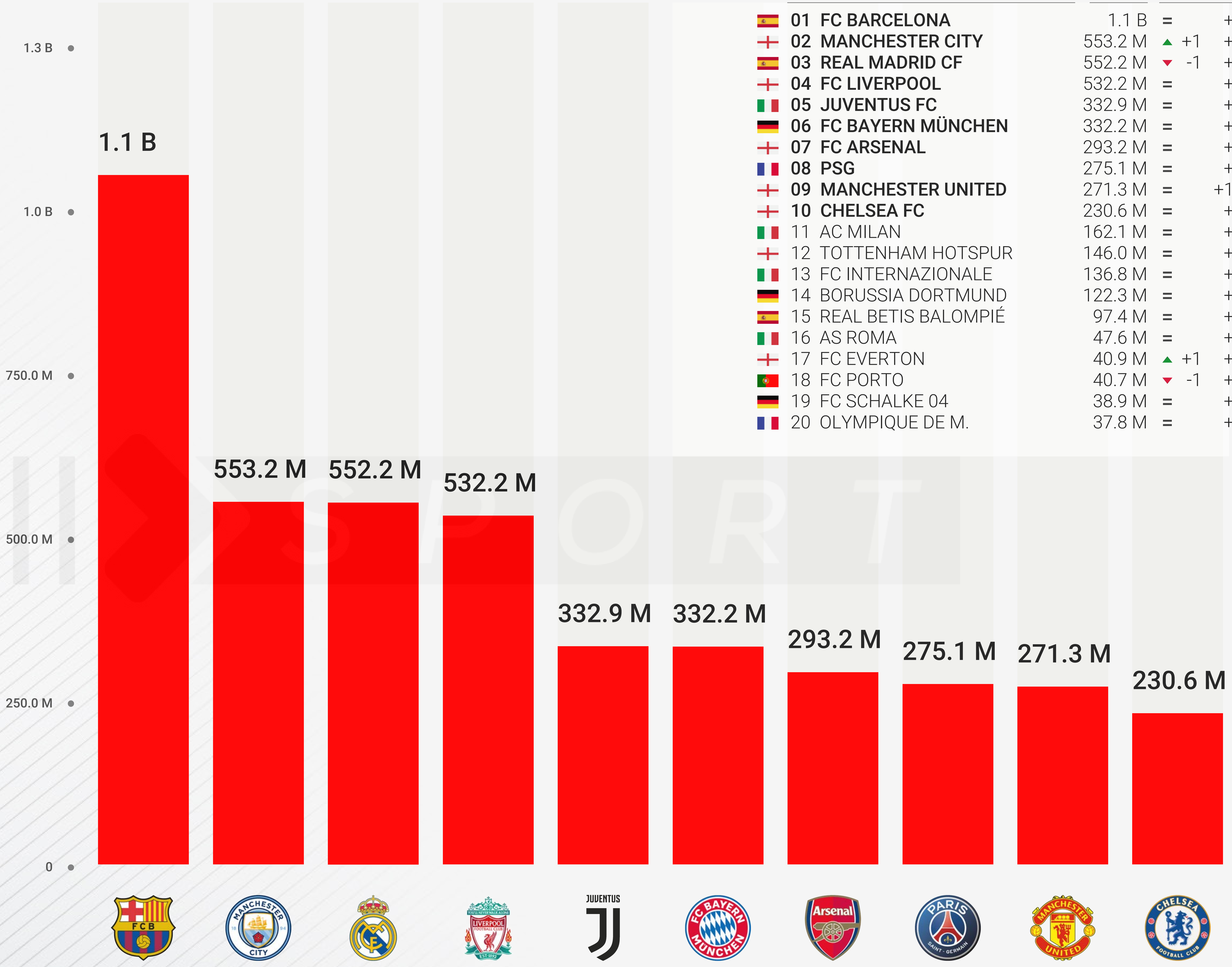
IQUII SPORT

EUROPE YouTube Views

TOTAL VIEWS

6.4 B

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	1.1 B	=	+2.43
02 MANCHESTER CITY	553.2 M	▲ +1	+2.53
03 REAL MADRID CF	552.2 M	▼ -1	+1.18
04 FC LIVERPOOL	532.2 M	=	+8.40
05 JUVENTUS FC	332.9 M	=	+2.06
06 FC BAYERN MÜNCHEN	332.2 M	=	+2.43
07 FC ARSENAL	293.2 M	=	+3.06
08 PSG	275.1 M	=	+2.80
09 MANCHESTER UNITED	271.3 M	=	+10.22
10 CHELSEA FC	230.6 M	=	+6.28
11 AC MILAN	162.1 M	=	+0.68
12 TOTTENHAM HOTSPUR	146.0 M	=	+4.97
13 FC INTERNAZIONALE	136.8 M	=	+3.64
14 BORUSSIA DORTMUND	122.3 M	=	+2.02
15 REAL BETIS BALOMPIÉ	97.4 M	=	+2.62
16 AS ROMA	47.6 M	=	+1.10
17 FC EVERTON	40.9 M	▲ +1	+6.11
18 FC PORTO	40.7 M	▼ -1	+1.08
19 FC SCHALKE 04	38.9 M	=	+2.61
20 OLYMPIQUE DE M.	37.8 M	=	+5.97

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

ENGLAND SnapShot / General YouTube Views

2

COMPETITIONS

Total Competitions analyzed: Premier League and Championship.

44

CLUBS

Total Premier League and Championship football clubs analyzed.

13.1 M

+ 5.33%*

FANS

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

2.5 B

VIEWS

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

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

ENGLAND SnapShot / First Division

Premier League

20

CLUBS

Total Premier League football clubs analyzed.

12.5 M

+ 5.49%*

FANS

Total YouTube Fans of the Premier League football clubs analyzed.

2.3 B

VIEWS

Total YouTube Views of the Premier League football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

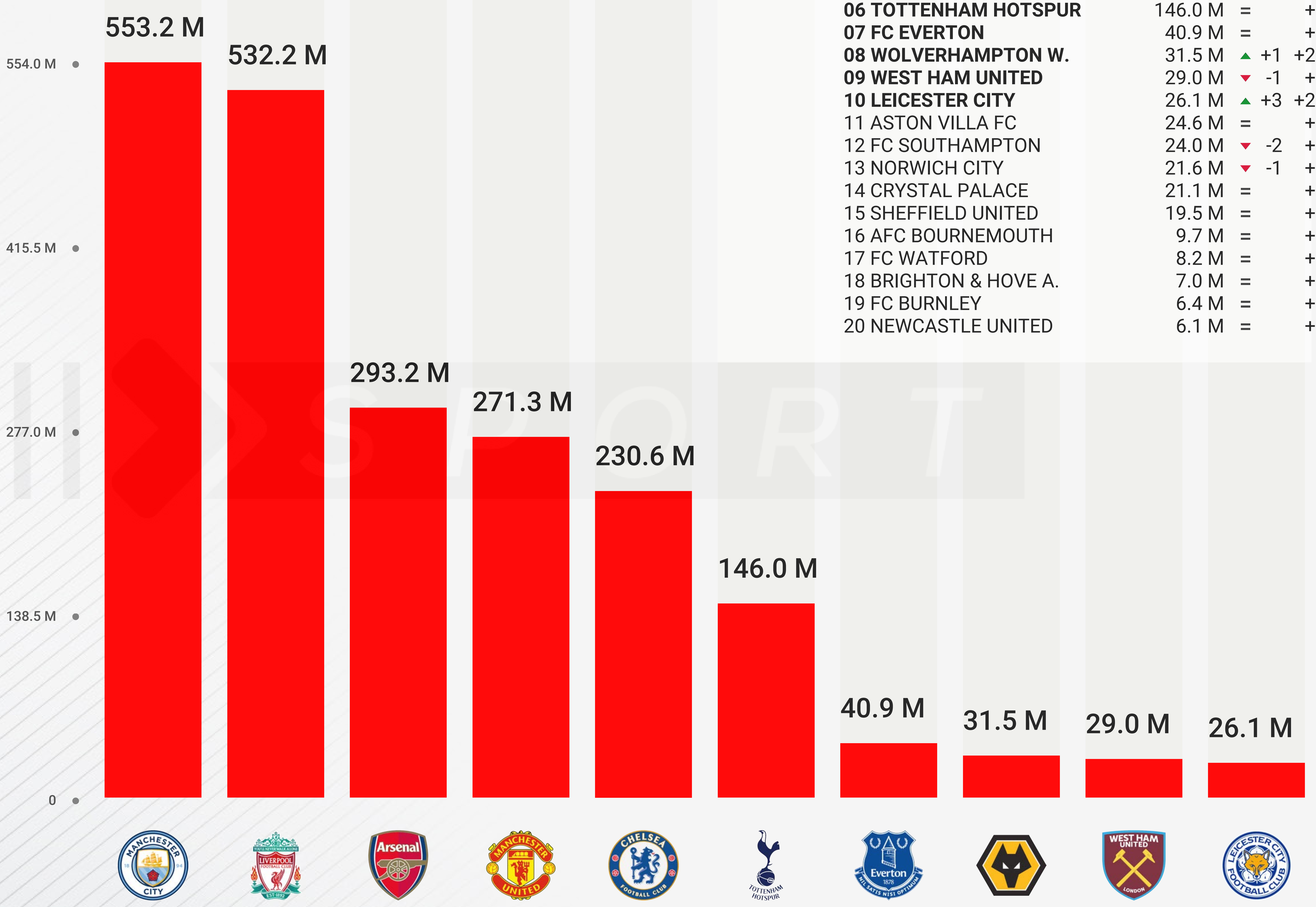
ENGLAND YouTube Views

TOTAL VIEWS

2.3 B

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER CITY	553.2 M	=	+2.53
02 FC LIVERPOOL	532.2 M	=	+8.40
03 FC ARSENAL	293.2 M	=	+3.06
04 MANCHESTER UNITED	271.3 M	=	+10.22
05 CHELSEA FC	230.6 M	=	+6.28
06 TOTTENHAM HOTSPUR	146.0 M	=	+4.97
07 FC EVERTON	40.9 M	=	+6.11
08 WOLVERHAMPTON W.	31.5 M	▲ +1	+27.37
09 WEST HAM UNITED	29.0 M	▼ -1	+1.33
10 LEICESTER CITY	26.1 M	▲ +3	+24.49
11 ASTON VILLA FC	24.6 M	=	+5.66
12 FC SOUTHAMPTON	24.0 M	▼ -2	+1.93
13 NORWICH CITY	21.6 M	▼ -1	+2.97
14 CRYSTAL PALACE	21.1 M	=	+3.23
15 SHEFFIELD UNITED	19.5 M	=	+5.59
16 AFC BOURNEMOUTH	9.7 M	=	+4.80
17 FC WATFORD	8.2 M	=	+9.44
18 BRIGHTON & HOVE A.	7.0 M	=	+1.57
19 FC BURNLEY	6.4 M	=	+3.01
20 NEWCASTLE UNITED	6.1 M	=	+6.55

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

ENGLAND SnapShot / Second Division

Sky BET CHAMPIONSHIP EFL

24

CLUBS

Total Championship football clubs analyzed.

549 K

+ 1.81%*

FANS

Total YouTube Fans of the Championship football clubs analyzed.

226.6 M

VIEWS

Total YouTube Views of the Championship football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

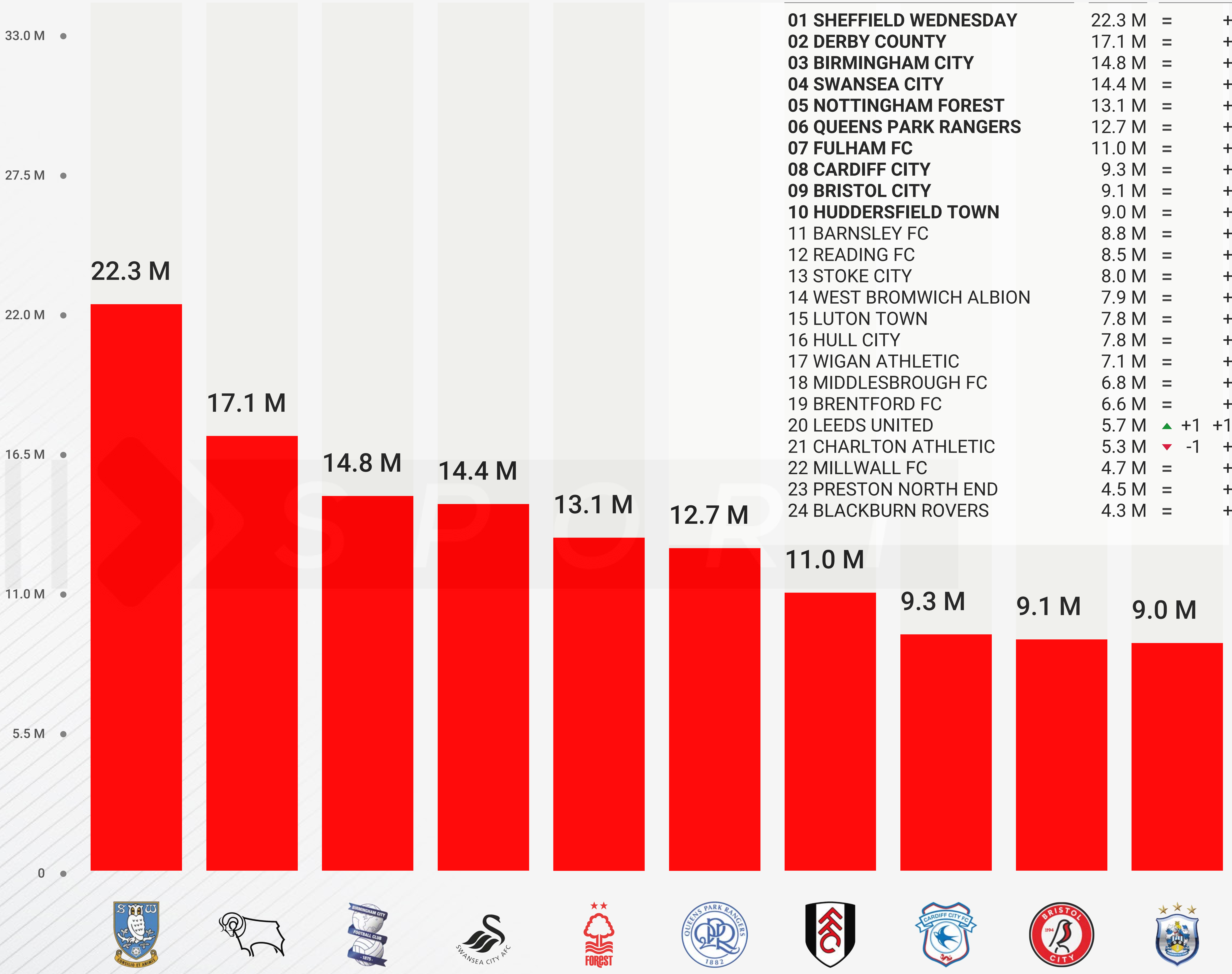
IQUII SPORT

ENGLAND YouTube Views

TOTAL VIEWS

226.6 M

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



CLUBS	FANS		% VAR*
01 SHEFFIELD WEDNESDAY	22.3 M	=	+1.26
02 DERBY COUNTY	17.1 M	=	+1.21
03 BIRMINGHAM CITY	14.8 M	=	+1.18
04 SWANSEA CITY	14.4 M	=	+0.41
05 NOTTINGHAM FOREST	13.1 M	=	+0.93
06 QUEENS PARK RANGERS	12.7 M	=	+0.91
07 FULHAM FC	11.0 M	=	+0.20
08 CARDIFF CITY	9.3 M	=	+0.93
09 BRISTOL CITY	9.1 M	=	+1.59
10 HUDDERSFIELD TOWN	9.0 M	=	+2.48
11 BARNSLEY FC	8.8 M	=	+1.76
12 READING FC	8.5 M	=	+1.04
13 STOKE CITY	8.0 M	=	+2.77
14 WEST BROMWICH ALBION	7.9 M	=	+1.92
15 LUTON TOWN	7.8 M	=	+1.36
16 HULL CITY	7.8 M	=	+2.33
17 WIGAN ATHLETIC	7.1 M	=	+0.48
18 MIDDLESBROUGH FC	6.8 M	=	+1.07
19 BRENTFORD FC	6.6 M	=	+2.69
20 LEEDS UNITED	5.7 M	▲ +1	+14.11
21 CHARLTON ATHLETIC	5.3 M	▼ -1	+0.55
22 MILLWALL FC	4.7 M	=	+1.54
23 PRESTON NORTH END	4.5 M	=	+1.23
24 BLACKBURN ROVERS	4.3 M	=	+1.29

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

FRANCE SnapShot / General YouTube Views

2

COMPETITIONS

Total Competitions analyzed: Ligue 1 and Ligue 2.

40

CLUBS

Total Ligue 1 and Ligue 2 football clubs analyzed.

2.8 M

+ 2.08%*

FANS

Total YouTube Fans of the Ligue 1 and Ligue 2 football clubs analyzed.

435.5 M

VIEWS

Total YouTube Views of the Ligue 1 and Ligue 2 football clubs analyzed.

*[updated on November 15, 2019]

FRANCE SnapShot / First Division YouTube Views

LIGUE 1 Conforama

20

CLUBS

Total Ligue 1 football clubs analyzed.

2.8 M

+ 2.10%*

FANS

Total YouTube Fans of the Ligue 1 football clubs analyzed.

415.1 M

VIEWS

Total YouTube Views of the Ligue 1 football clubs analyzed.

*[updated on November 15, 2019]

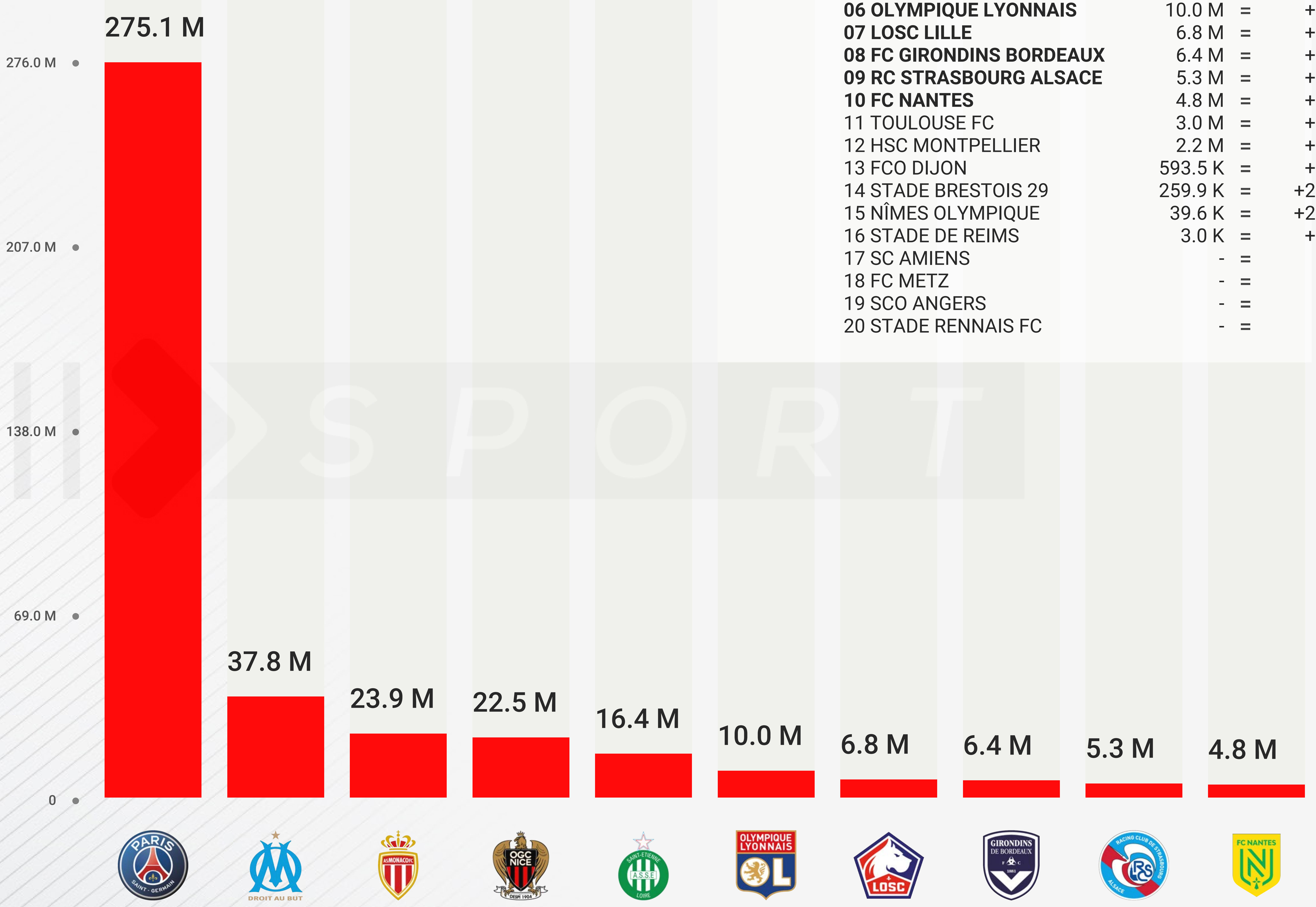
IQUII SPORT

FRANCE YouTube Views

TOTAL VIEWS

415.1 M

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



CLUBS	FANS		% VAR*
01 PSG	275.1 M	=	+2.80
02 OLYMPIQUE DE M.	37.8 M	=	+5.97
03 AS MONACO	23.9 M	=	+0.99
04 OGC NICE	22.5 M	=	+1.05
05 AS SAINT ÉTIENNE	16.4 M	=	+1.79
06 OLYMPIQUE LYONNAIS	10.0 M	=	+4.85
07 LOSC LILLE	6.8 M	=	+0.42
08 FC GIRONDINS BORDEAUX	6.4 M	=	+0.93
09 RC STRASBOURG ALSACE	5.3 M	=	+1.80
10 FC NANTES	4.8 M	=	+5.64
11 TOULOUSE FC	3.0 M	=	+7.08
12 HSC MONTPELLIER	2.2 M	=	+2.97
13 FCO DIJON	593.5 K	=	+3.69
14 STADE BRESTOIS 29	259.9 K	=	+24.09
15 NÎMES OLYMPIQUE	39.6 K	=	+23.80
16 STADE DE REIMS	3.0 K	=	+0.81
17 SC AMIENS	-	=	-
18 FC METZ	-	=	-
19 SCO ANGERS	-	=	-
20 STADE RENNAIS FC	-	=	-

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

FRANCE SnapShot / Second Division YouTube Views

Domino's LIGUE 2

20

CLUBS

Total Ligue 2 football clubs analyzed.

67 K

+ 1.18%*

FANS

Total YouTube Fans of the Ligue 2 football clubs analyzed.

20.4 M

VIEWS

Total YouTube Views of the Ligue 2 football clubs analyzed.

*[updated on November 15, 2019]

IQUII SPORT

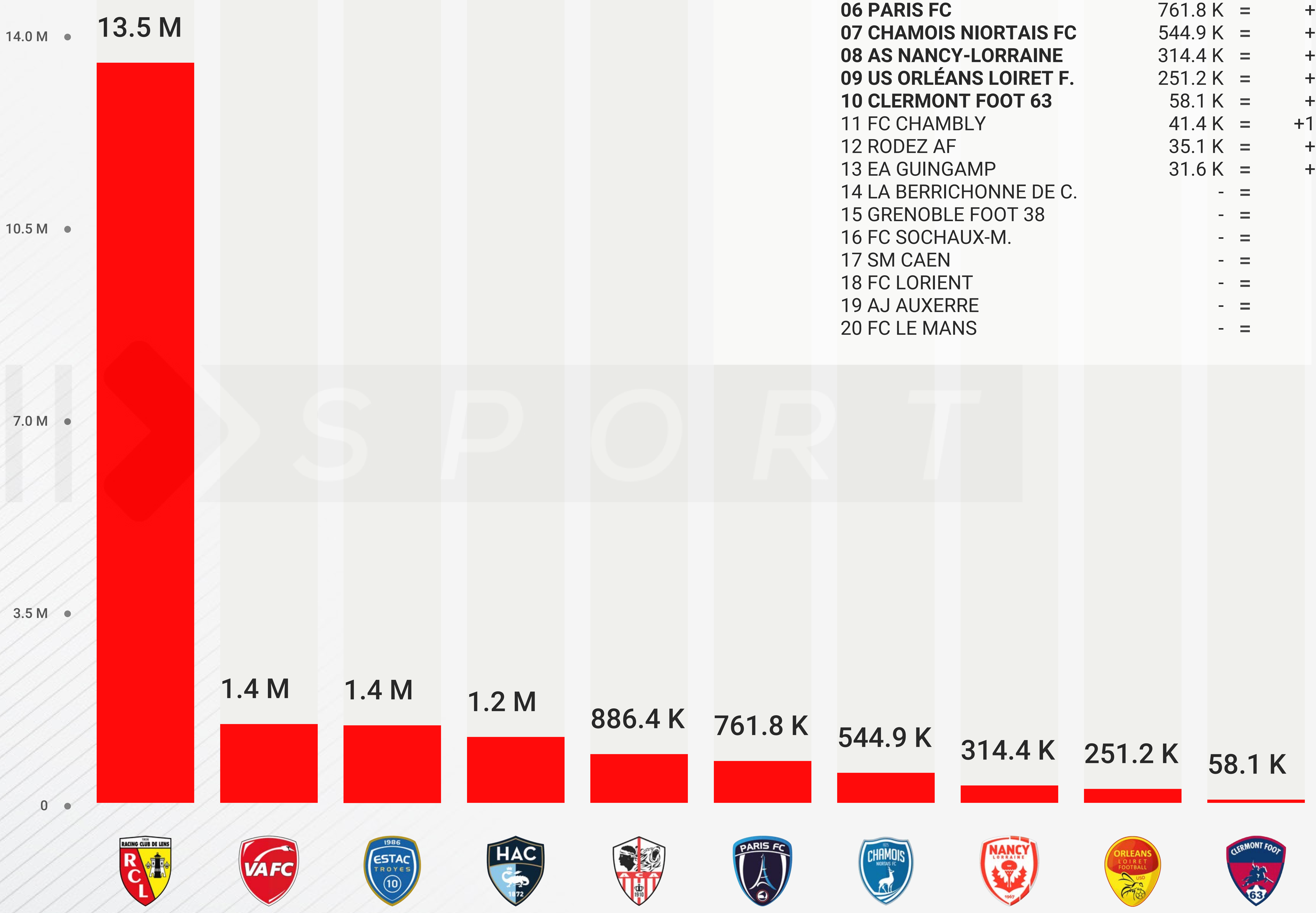
FRANCE YouTube Views

TOTAL VIEWS

20.4 M

Domino's LIGUE 2

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



CLUBS	FANS		% VAR*
01 RC LENS	13.5 M	=	+0.43
02 VALENCIENNES FC	1.4 M	=	+2.28
03 ES TROYES AC	1.4 M	=	+2.14
04 LE HAVRE AC	1.2 M	=	+2.95
05 AC AJACCIO	886.4 K	=	0.00
06 PARIS FC	761.8 K	=	+2.57
07 CHAMOIS NIORTAIS FC	544.9 K	=	+1.73
08 AS NANCY-LORRAINE	314.4 K	=	+2.58
09 US ORLÉANS LOIRET F.	251.2 K	=	+0.72
10 CLERMONT FOOT 63	58.1 K	=	+0.21
11 FC CHAMBLY	41.4 K	=	+14.86
12 RODEZ AF	35.1 K	=	+1.48
13 EA GUINGAMP	31.6 K	=	+0.33
14 LA BERRICHONNE DE C.	-	=	-
15 GRENOBLE FOOT 38	-	=	-
16 FC SOCHAUX-M.	-	=	-
17 SM CAEN	-	=	-
18 FC LORIENT	-	=	-
19 AJ AUXERRE	-	=	-
20 FC LE MANS	-	=	-

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

GERMANY SnapShot / General

2

COMPETITIONS

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

36

CLUBS

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

2.6 M

+ 1.65%*

FANS

Total YouTube Fans of the 1.Bundesliga and 2.Bundesliga football clubs analyzed.

672.4 M

VIEWS

Total YouTube Views of the 1.Bundesliga and 2.Bundesliga football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

GERMANY SnapShot / First Division

BUNDESLIGA

18

CLUBS

Total 1.Bundesliga football clubs analyzed.

2.4 M

+ 1.65%*

FANS

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

605.1 M

VIEWS

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

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

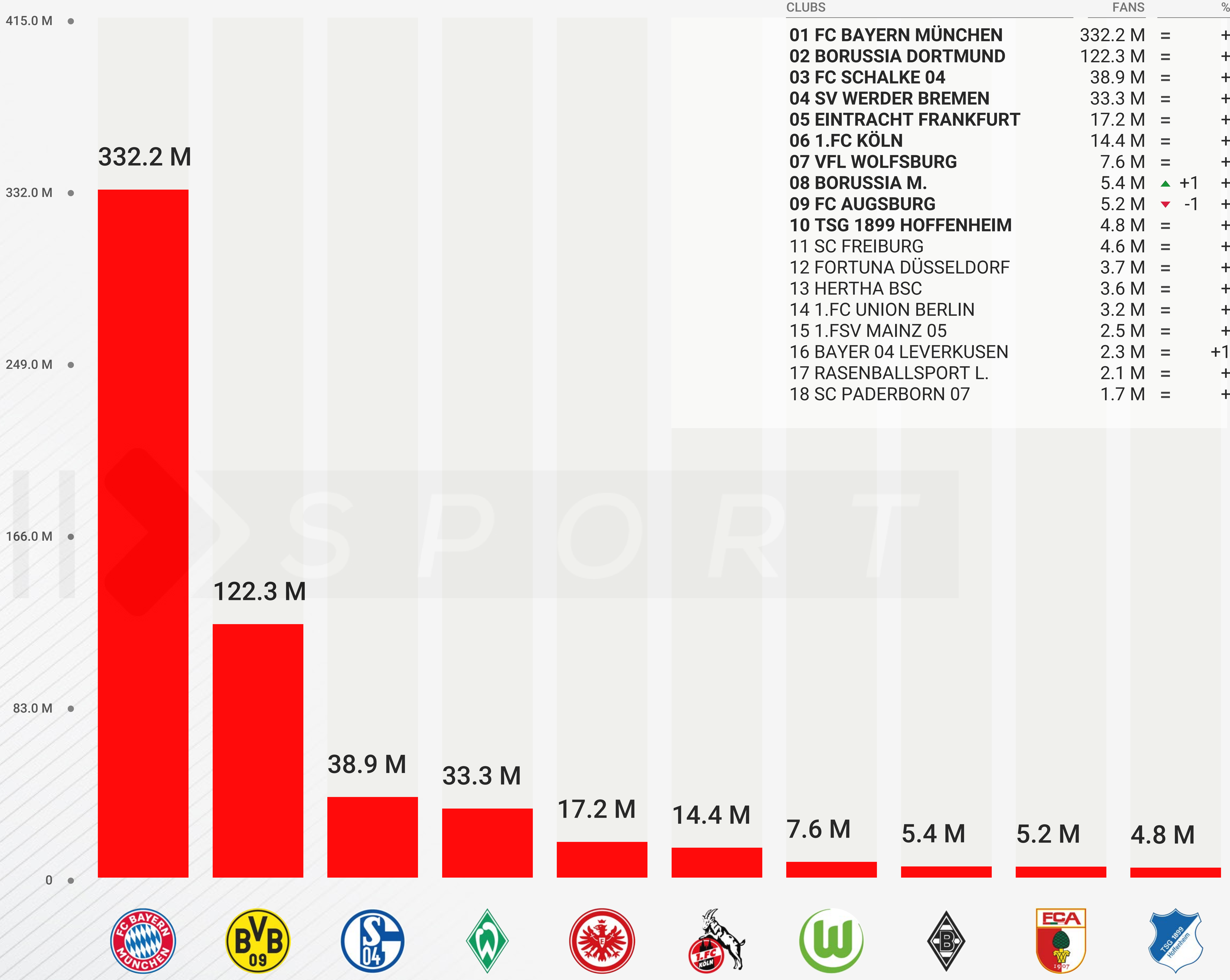
GERMANY YouTube Views

TOTAL VIEWS

605.1 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	332.2 M	=	+2.43
02 BORUSSIA DORTMUND	122.3 M	=	+2.02
03 FC SCHALKE 04	38.9 M	=	+2.61
04 SV WERDER BREMEN	33.3 M	=	+1.29
05 EINTRACHT FRANKFURT	17.2 M	=	+3.93
06 1.FC KÖLN	14.4 M	=	+0.11
07 VFL WOLFSBURG	7.6 M	=	+3.95
08 BORUSSIA M.	5.4 M	▲ +1	+6.00
09 FC AUGSBURG	5.2 M	▼ -1	+1.69
10 TSG 1899 HOFFENHEIM	4.8 M	=	+1.97
11 SC FREIBURG	4.6 M	=	+0.48
12 FORTUNA DÜSSELDORF	3.7 M	=	+5.11
13 HERTHA BSC	3.6 M	=	+6.86
14 1.FC UNION BERLIN	3.2 M	=	+4.40
15 1.FSV MAINZ 05	2.5 M	=	+3.09
16 BAYER 04 LEVERKUSEN	2.3 M	=	+11.09
17 RASENBALLSPORT L.	2.1 M	=	+5.43
18 SC PADERBORN 07	1.7 M	=	+2.91

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

GERMANY SnapShot / Second Division

BUNDESLIGA

18

CLUBS

Total 2.Bundesliga football clubs analyzed.

250 K

+ 1.63%*

FANS

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

67.3 M

VIEWS

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

*[updated on November 15, 2019]

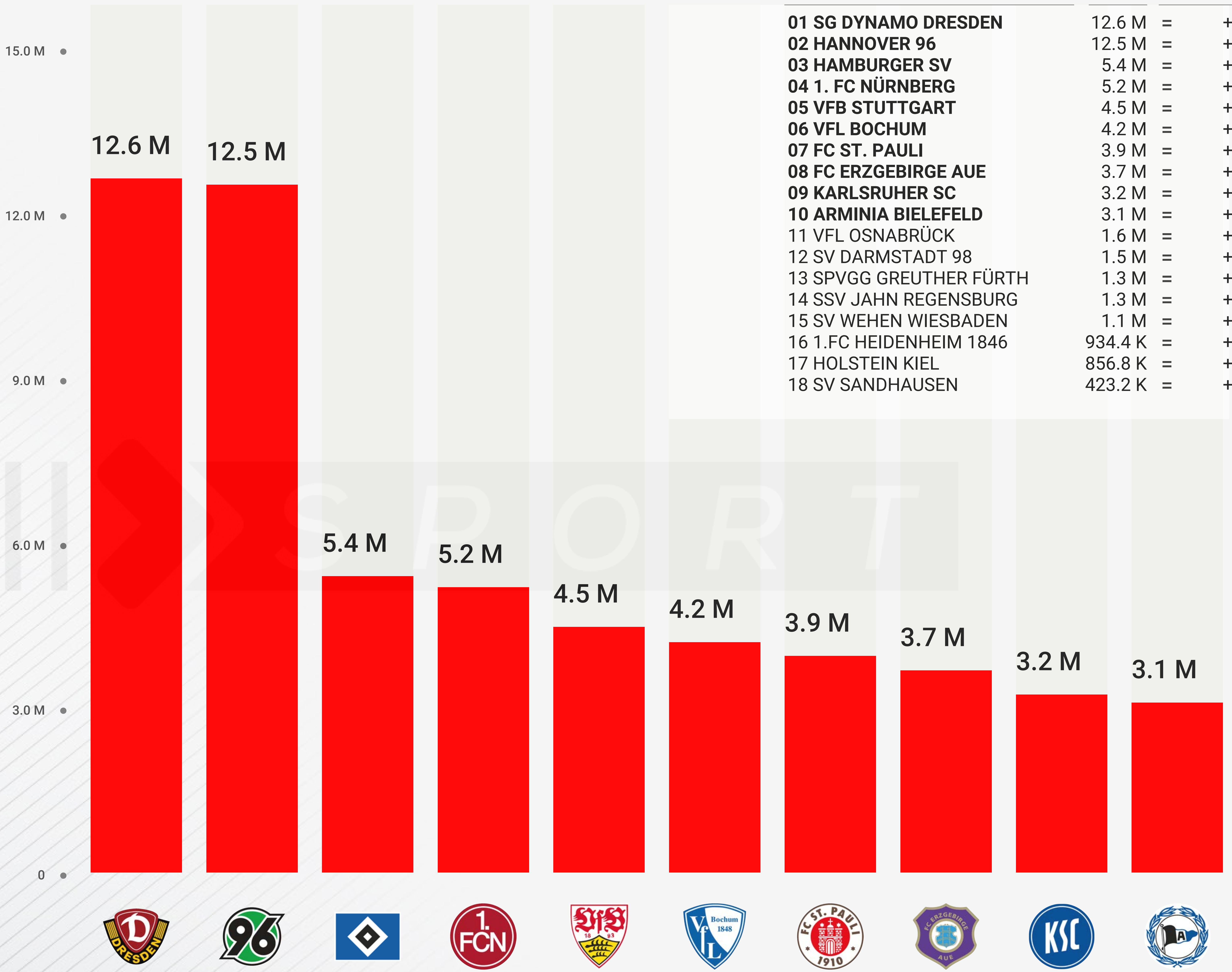
LAST UPDATE NOV 2019

GERMANY YouTube Views

TOTAL VIEWS

67.3 M

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



CLUBS	FANS		% VAR*
01 SG DYNAMO DRESDEN	12.6 M	=	+2.17
02 HANNOVER 96	12.5 M	=	+2.40
03 HAMBURGER SV	5.4 M	=	+5.48
04 1. FC NÜRNBERG	5.2 M	=	+2.53
05 VFB STUTTGART	4.5 M	=	+3.16
06 VFL BOCHUM	4.2 M	=	+1.96
07 FC ST. PAULI	3.9 M	=	+0.69
08 FC ERZGEBIRGE AUE	3.7 M	=	+2.63
09 KARLSRUHER SC	3.2 M	=	+3.44
10 ARMINIA BIELEFELD	3.1 M	=	+2.91
11 VFL OSNABRÜCK	1.6 M	=	+2.87
12 SV DARMSTADT 98	1.5 M	=	+1.61
13 SPVGG GREUTHER FÜRTH	1.3 M	=	+0.47
14 SSV JAHN REGENSBURG	1.3 M	=	+0.95
15 SV WEHEN WIESBADEN	1.1 M	=	+2.54
16 1.FC HEIDENHEIM 1846	934.4 K	=	+1.34
17 HOLSTEIN KIEL	856.8 K	=	+7.95
18 SV SANDHAUSEN	423.2 K	=	+2.11

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

ITALY SnapShot / General YouTube Views

2

COMPETITIONS

Total Competitions analyzed: Serie A and Lega B.

40

CLUBS

Total Serie A and Lega B football clubs analyzed.

4.3 M

+ 1.68%*

FANS

Total YouTube Fans of the Serie A and Lega B football clubs analyzed.

825.8 M

VIEWS

Total YouTube Views of the Serie A and Lega B football clubs analyzed.

*[updated on November 15, 2019]

IQUII SPORT

ITALY SnapShot / First Division YouTube Views

SERIE A TIM

20

CLUBS

Total Serie A football clubs analyzed.

4.2 M

+ 1.65%*

FANS

Total YouTube Fans of the Serie A football clubs analyzed.

803.1 M

VIEWS

Total YouTube Views of the Serie A football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

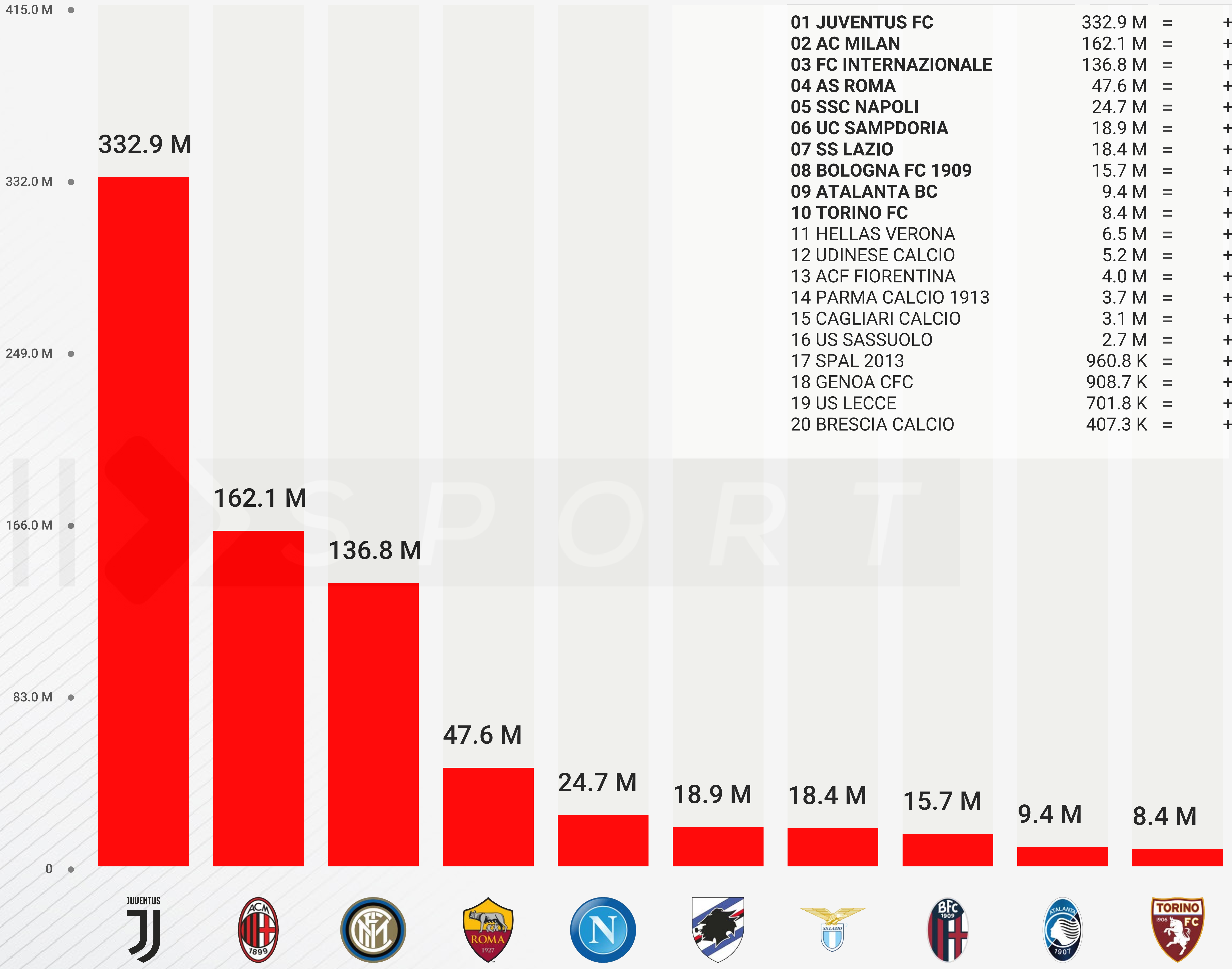
ITALY YouTube Views

TOTAL VIEWS

803.1 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	332.9 M	=	+2.06
02 AC MILAN	162.1 M	=	+0.68
03 FC INTERNAZIONALE	136.8 M	=	+3.64
04 AS ROMA	47.6 M	=	+1.10
05 SSC NAPOLI	24.7 M	=	+3.52
06 UC SAMPDORIA	18.9 M	=	+2.08
07 SS LAZIO	18.4 M	=	+2.68
08 BOLOGNA FC 1909	15.7 M	=	+5.84
09 ATALANTA BC	9.4 M	=	+8.31
10 TORINO FC	8.4 M	=	+1.02
11 HELLAS VERONA	6.5 M	=	+1.51
12 UDINESE CALCIO	5.2 M	=	+2.87
13 ACF FIORENTINA	4.0 M	=	+1.93
14 PARMA CALCIO 1913	3.7 M	=	+1.72
15 CAGLIARI CALCIO	3.1 M	=	+3.54
16 US SASSUOLO	2.7 M	=	+1.29
17 SPAL 2013	960.8 K	=	+1.50
18 GENOA CFC	908.7 K	=	+8.99
19 US LECCE	701.8 K	=	+7.10
20 BRESCIA CALCIO	407.3 K	=	+0.74

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

ITALY SnapShot / Second Division YouTube Views

20

CLUBS

Total Lega B football clubs analyzed.

60 K

+ 4.18%*

FANS

Total YouTube Fans of the Lega B football clubs analyzed.

22.7 M

VIEWS

Total YouTube Views of the Lega B football clubs analyzed.

*[updated on November 15, 2019]

IQUII SPORT

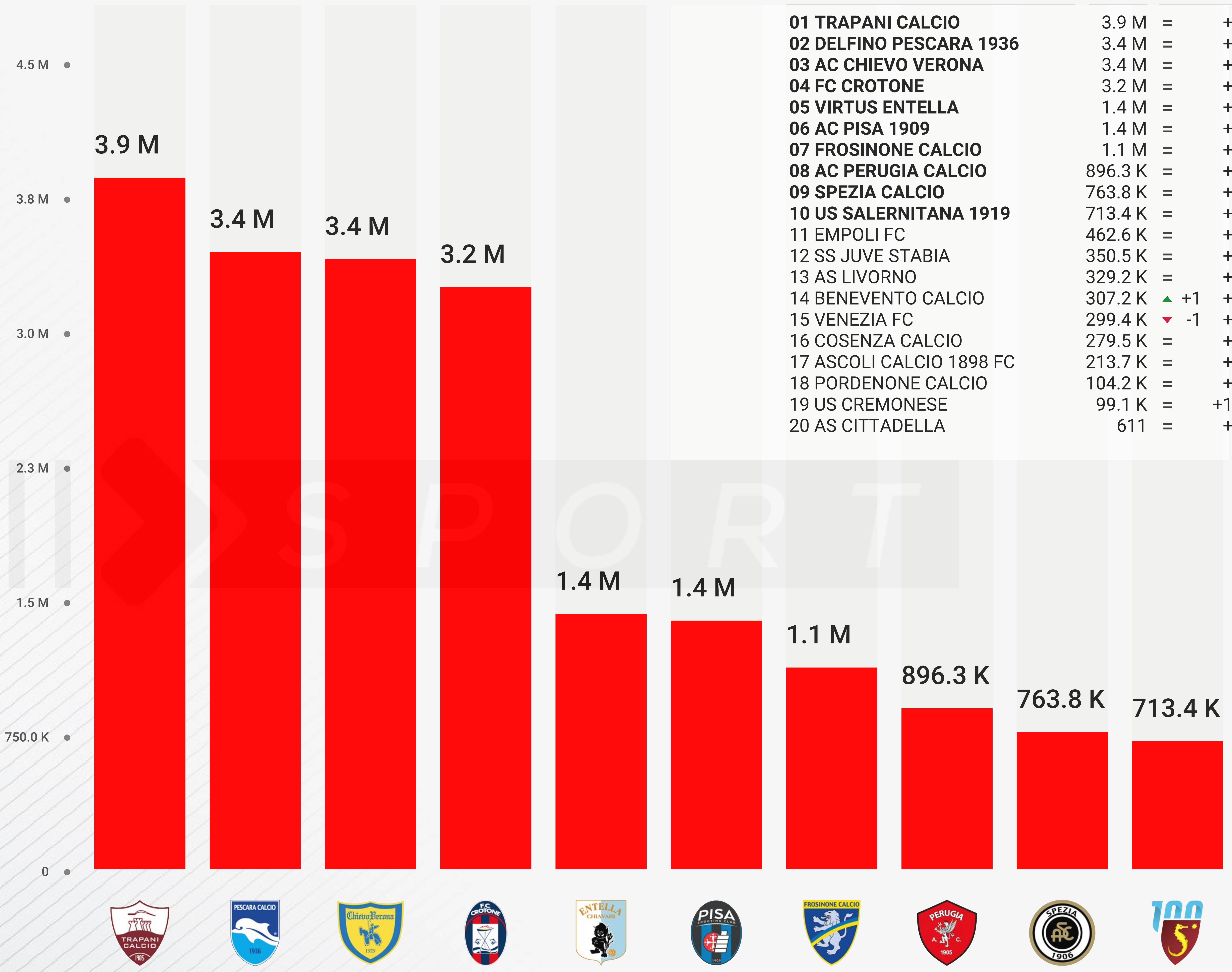
ITALY YouTube Views

TOTAL VIEWS

22.7 M

Serie BKT

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



CLUBS	FANS		% VAR*
01 TRAPANI CALCIO	**3.9 M**	=	+0.70
02 DELFINO PESCARA 1936	**3.4 M**	=	+1.18
03 AC CHIEVO VERONA	**3.4 M**	=	+1.97
04 FC CROTONE	**3.2 M**	=	+0.77
05 VIRTUS ENTELLA	**1.4 M**	=	+0.84
06 AC PISA 1909	**1.4 M**	=	+2.55
07 FROSINONE CALCIO	**1.1 M**	=	+1.17
08 AC PERUGIA CALCIO	**896.3 K**	=	+2.74
09 SPEZIA CALCIO	**763.8 K**	=	+0.87
10 US SALERNITANA 1919	**713.4 K**	=	+2.48
11 EMPOLI FC	462.6 K	=	+2.98
12 SS JUVE STABIA	350.5 K	=	+8.27
13 AS LIVORNO	329.2 K	=	+2.90
14 BENEVENTO CALCIO	307.2 K	▲ +1	+6.68
15 VENEZIA FC	299.4 K	▼ -1	+1.92
16 COSENZA CALCIO	279.5 K	=	+1.91
17 ASCOLI CALCIO 1898 FC	213.7 K	=	+1.89
18 PORDENONE CALCIO	104.2 K	=	+2.61
19 US CREMONESE	99.1 K	=	+16.88
20 AS CITTADELLA	611	=	+0.33

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

PORTUGAL SnapShot / General YouTube Views

2

COMPETITIONS

Total Competitions analyzed: Primeira Liga and Segunda Liga.

36

CLUBS

Total Primeira Liga and Segunda Liga football clubs analyzed.

389 K

+ 1.60%*

FANS

Total YouTube Fans of the Primeira Liga and Segunda Liga football clubs analyzed.

76.5 M

VIEWS

Total YouTube Views of the Primeira Liga and Segunda Liga football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

PORTUGAL SnapShot / First Division YouTube Views

LIGA NOS

18

CLUBS

Total Primeira Liga football clubs analyzed.

378 K

+ 1.61%*

FANS

Total YouTube Fans of the Primeira Liga football clubs analyzed.

72.9 M

VIEWS

Total YouTube Views of the Primeira Liga football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

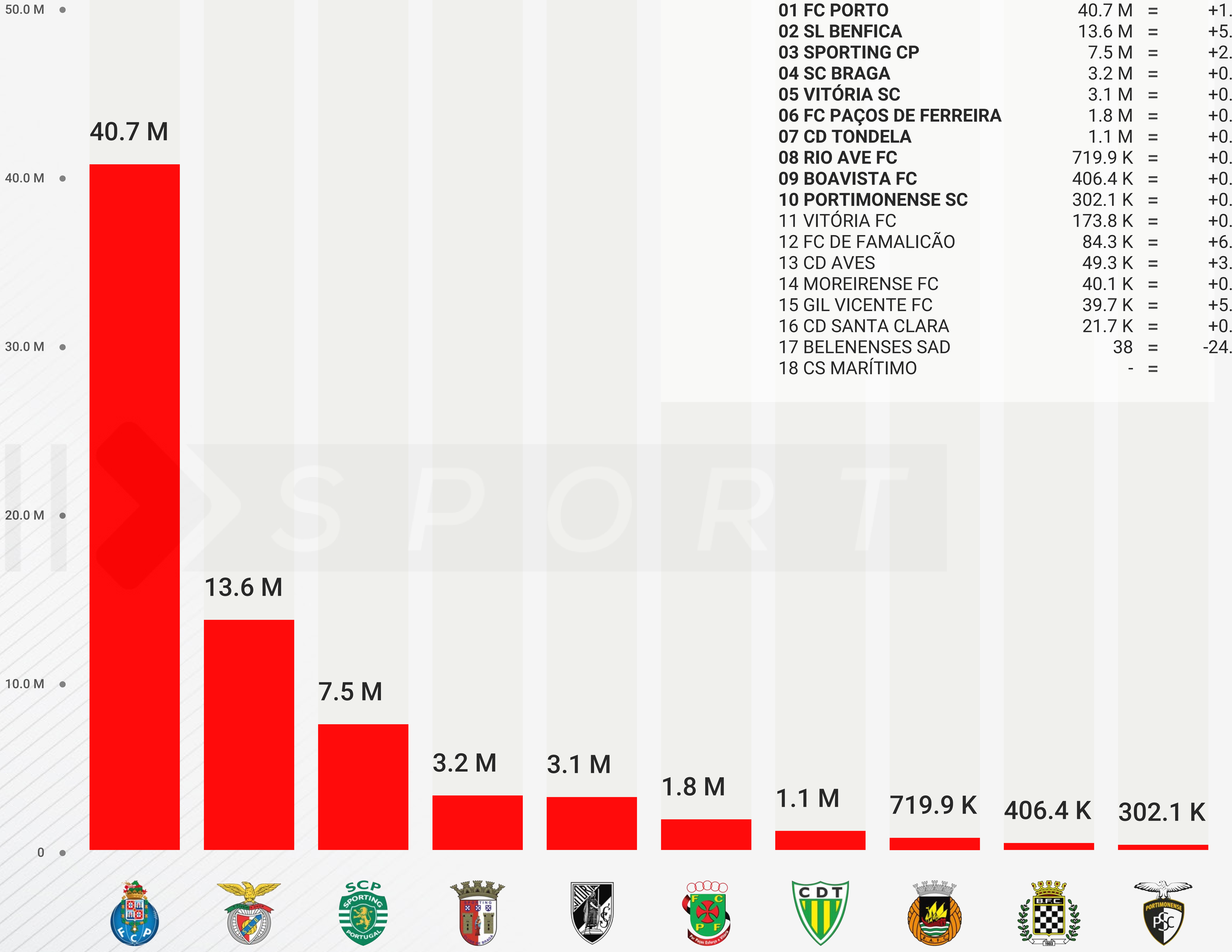
IQUII SPORT

PORTUGAL **YouTube Views**

TOTAL VIEWS

72.9 M

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



CLUBS	FANS		% VAR*
01 FC PORTO	40.7 M	=	+1.08
02 SL BENFICA	13.6 M	=	+5.75
03 SPORTING CP	7.5 M	=	+2.22
04 SC BRAGA	3.2 M	=	+0.47
05 VITÓRIA SC	3.1 M	=	+0.82
06 FC PAÇOS DE FERREIRA	1.8 M	=	+0.29
07 CD TONDELA	1.1 M	=	+0.53
08 RIO AVE FC	719.9 K	=	+0.55
09 BOAVISTA FC	406.4 K	=	+0.63
10 PORTIMONENSE SC	302.1 K	=	+0.29
11 VITÓRIA FC	173.8 K	=	+0.64
12 FC DE FAMALICÃO	84.3 K	=	+6.51
13 CD AVES	49.3 K	=	+3.46
14 MOREIRENSE FC	40.1 K	=	+0.44
15 GIL VICENTE FC	39.7 K	=	+5.49
16 CD SANTA CLARA	21.7 K	=	+0.51
17 BELENENSES SAD	38	=	-24.00
18 CS MARÍTIMO	-	=	-

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

PORTUGAL SnapShot / Second Division YouTube Views

LIGAPRO

18

CLUBS

Total Segunda Liga football clubs analyzed.

11 K

+ 1.30%*

FANS

Total YouTube Fans of the Segunda Liga football clubs analyzed.

3.7 M

VIEWS

Total YouTube Views of the Segunda Liga football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

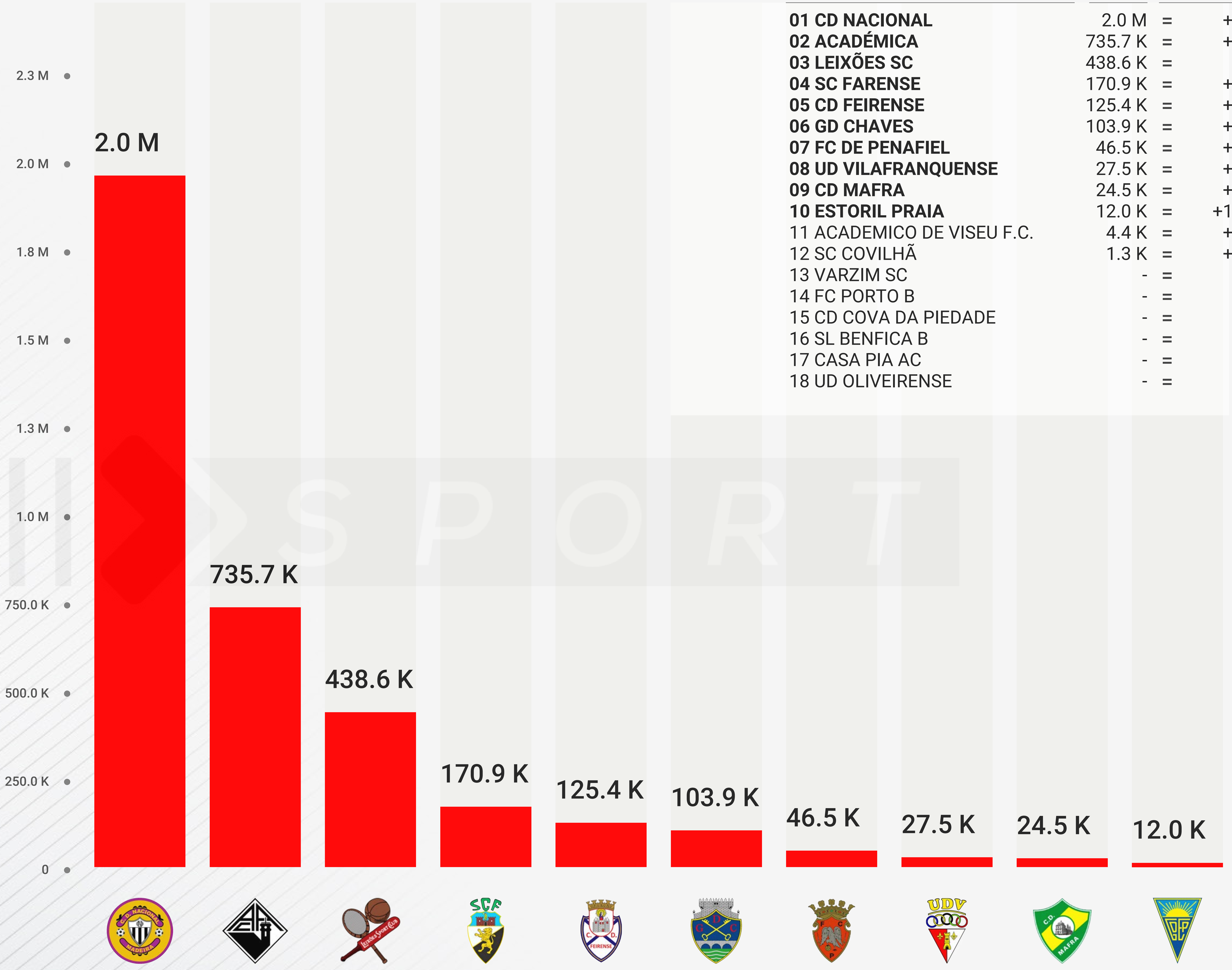
PORTUGAL YouTube Views

TOTAL VIEWS

3.7 M

LIGAPRO

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



CLUBS	FANS		% VAR*
01 CD NACIONAL	2.0 M	=	+0.50
02 ACADÉMICA	735.7 K	=	+0.62
03 LEIXÕES SC	438.6 K	=	n/a
04 SC FARENSE	170.9 K	=	+4.23
05 CD FEIRENSE	125.4 K	=	+0.18
06 GD CHAVES	103.9 K	=	+3.36
07 FC DE PENAFIEL	46.5 K	=	+1.31
08 UD VILAFRANQUENSE	27.5 K	=	+1.02
09 CD MAFRA	24.5 K	=	+0.84
10 ESTORIL PRAIA	12.0 K	=	+15.91
11 ACADEMICO DE VISEU F.C.	4.4 K	=	+5.09
12 SC COVILHÃ	1.3 K	=	+1.83
13 VARZIM SC	-	=	-
14 FC PORTO B	-	=	-
15 CD COVA DA PIEDADE	-	=	-
16 SL BENFICA B	-	=	-
17 CASA PIA AC	-	=	-
18 UD OLIVEIRENSE	-	=	-

*[from October 15, 2019 to November 15, 2019]

The table has changed if compared to V1.0 of the Report, since data concerning Leixões SC have been edited on 20 November 2019.

LAST UPDATE NOV 2019

SPAIN SnapShot / General YouTube Views

2

COMPETITIONS

Total Competitions analyzed: LaLiga and LaLiga 2.

42

CLUBS

Total LaLiga and LaLiga 2 football clubs analyzed.

14.9 M

+ 1.73%*

FANS

Total YouTube Fans of the LaLiga and LaLiga 2 football clubs analyzed.

1.9 B

VIEWS

Total YouTube Views of the LaLiga and LaLiga 2 football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

SPAIN SnapShot / First Division YouTube Views

LaLiga Santander

20

CLUBS

Total LaLiga football clubs analyzed.

14.5 M

+ 1.67%*

FANS

Total YouTube Fans of the LaLiga football clubs analyzed.

1.8 B

VIEWS

Total YouTube Views of the LaLiga football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

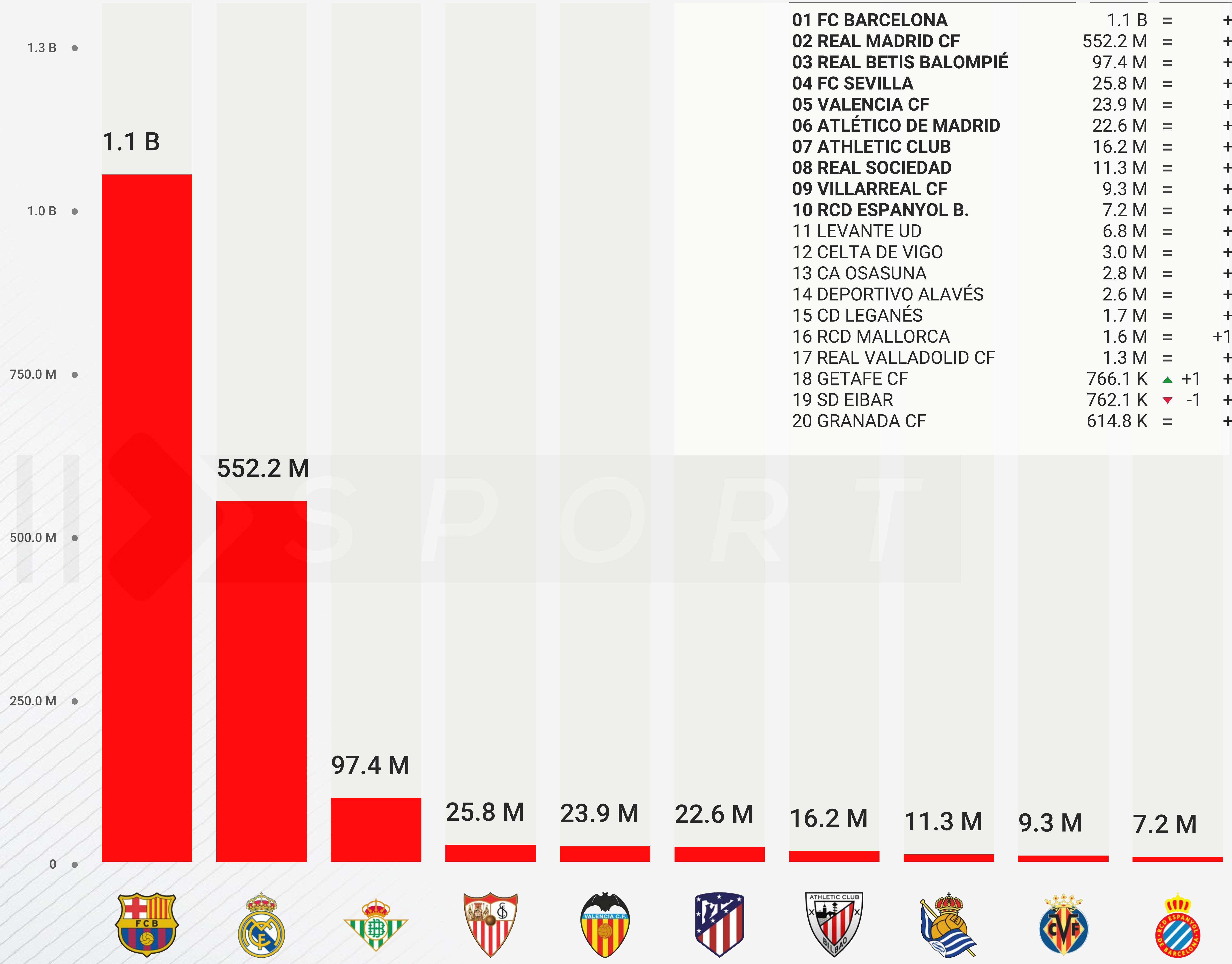
SPAIN YouTube Views

TOTAL VIEWS

1.8 B

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	1.1 B	=	+2.43
02 REAL MADRID CF	552.2 M	=	+1.18
03 REAL BETIS BALOMPIÉ	97.4 M	=	+2.62
04 FC SEVILLA	25.8 M	=	+4.15
05 VALENCIA CF	23.9 M	=	+1.33
06 ATLÉTICO DE MADRID	22.6 M	=	+1.10
07 ATHLETIC CLUB	16.2 M	=	+2.09
08 REAL SOCIEDAD	11.3 M	=	+2.09
09 VILLARREAL CF	9.3 M	=	+1.59
10 RCD ESPANYOL B.	7.2 M	=	+0.97
11 LEVANTE UD	6.8 M	=	+0.61
12 CELTA DE VIGO	3.0 M	=	+1.83
13 CA OSASUNA	2.8 M	=	+3.74
14 DEPORTIVO ALAVÉS	2.6 M	=	+0.95
15 CD LEGANÉS	1.7 M	=	+2.81
16 RCD MALLORCA	1.6 M	=	+11.36
17 REAL VALLADOLID CF	1.3 M	=	+4.22
18 GETAFE CF	766.1 K	▲ +1	+3.90
19 SD EIBAR	762.1 K	▼ -1	+2.53
20 GRANADA CF	614.8 K	=	+6.08

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

SPAIN SnapShot / Second Division YouTube Views

LaLiga SmartBank

22

CLUBS

Total LaLiga2 football clubs analyzed.

406 K

+ 3.84%*

FANS

Total YouTube Fans of the LaLiga2 football clubs analyzed.

50.6 M

VIEWS

Total YouTube Views of the LaLiga2 football clubs analyzed.

*[updated on November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

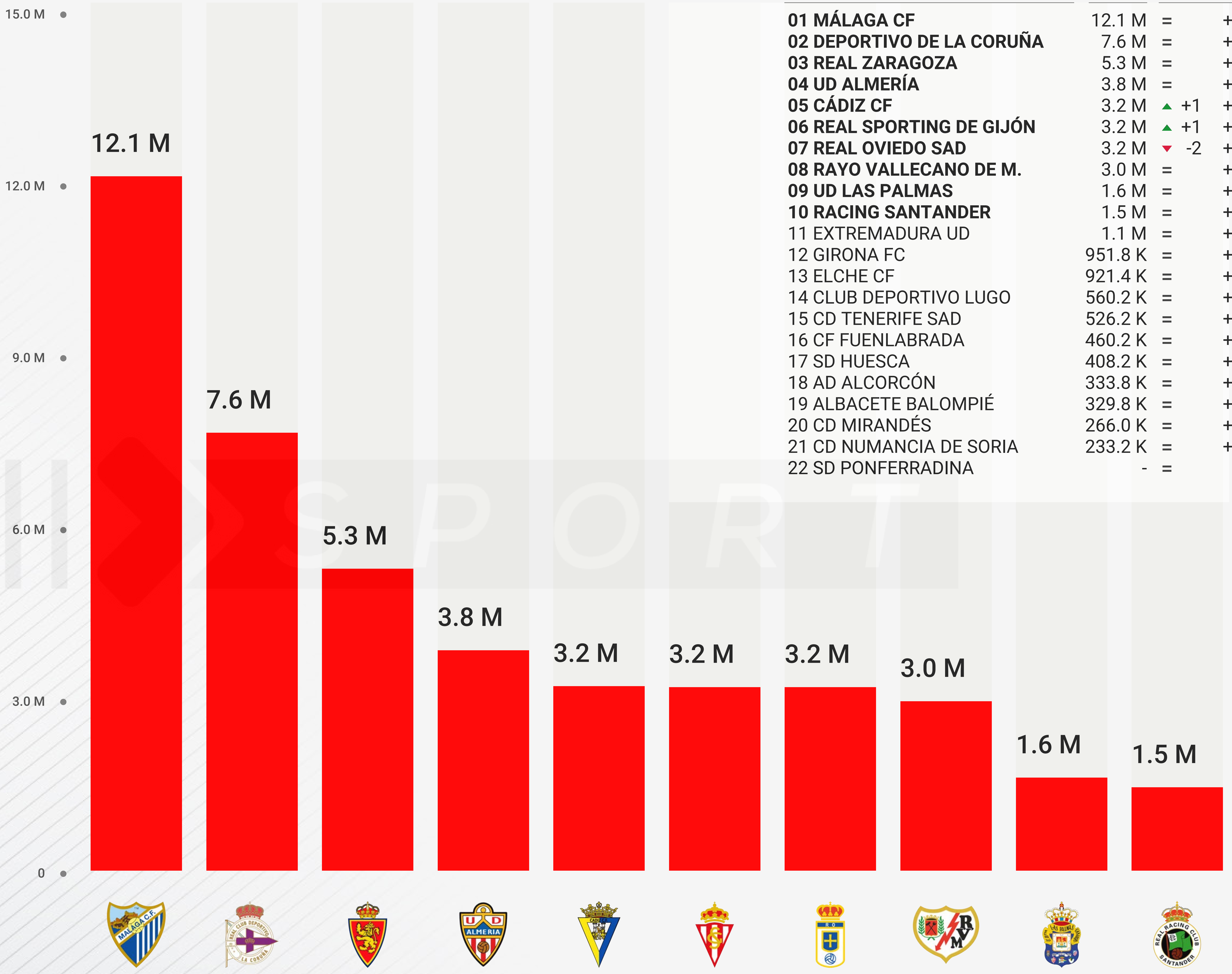
SPAIN YouTube Views

TOTAL VIEWS

50.6 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 MÁLAGA CF	12.1 M	=	+1.31
02 DEPORTIVO DE LA CORUÑA	7.6 M	=	+1.06
03 REAL ZARAGOZA	5.3 M	=	+1.84
04 UD ALMERÍA	3.8 M	=	+1.83
05 CÁDIZ CF	3.2 M	▲ +1	+2.55
06 REAL SPORTING DE GIJÓN	3.2 M	▲ +1	+2.67
07 REAL OVIEDO SAD	3.2 M	▼ -2	+1.65
08 RAYO VALLECANO DE M.	3.0 M	=	+0.67
09 UD LAS PALMAS	1.6 M	=	+3.70
10 RACING SANTANDER	1.5 M	=	+1.02
11 EXTREMADURA UD	1.1 M	=	+1.63
12 GIRONA FC	951.8 K	=	+2.51
13 ELCHE CF	921.4 K	=	+1.06
14 CLUB DEPORTIVO LUGO	560.2 K	=	+1.54
15 CD TENERIFE SAD	526.2 K	=	+3.30
16 CF FUENLABRADA	460.2 K	=	+2.54
17 SD HUESCA	408.2 K	=	+2.54
18 AD ALCORCÓN	333.8 K	=	+1.91
19 ALBACETE BALOMPIÉ	329.8 K	=	+1.16
20 CD MIRANDÉS	266.0 K	=	+1.02
21 CD NUMANCIA DE SORIA	233.2 K	=	+2.27
22 SD PONFERRADINA	-	=	-

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

EUROPE SnapShot / Official Apps*

6

COUNTRIES

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

116

CLUBS

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

85

iOS

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

81

ANDROID

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

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*From October 15, 2019 to November 15, 2019. The Official Apps considered have informative features (e.g. fixtures, news, roster, etc.). Other official apps boasting only VR, games, or stadium services' features have not been considered.

LAST UPDATE NOV 2019

IQUII SPORT

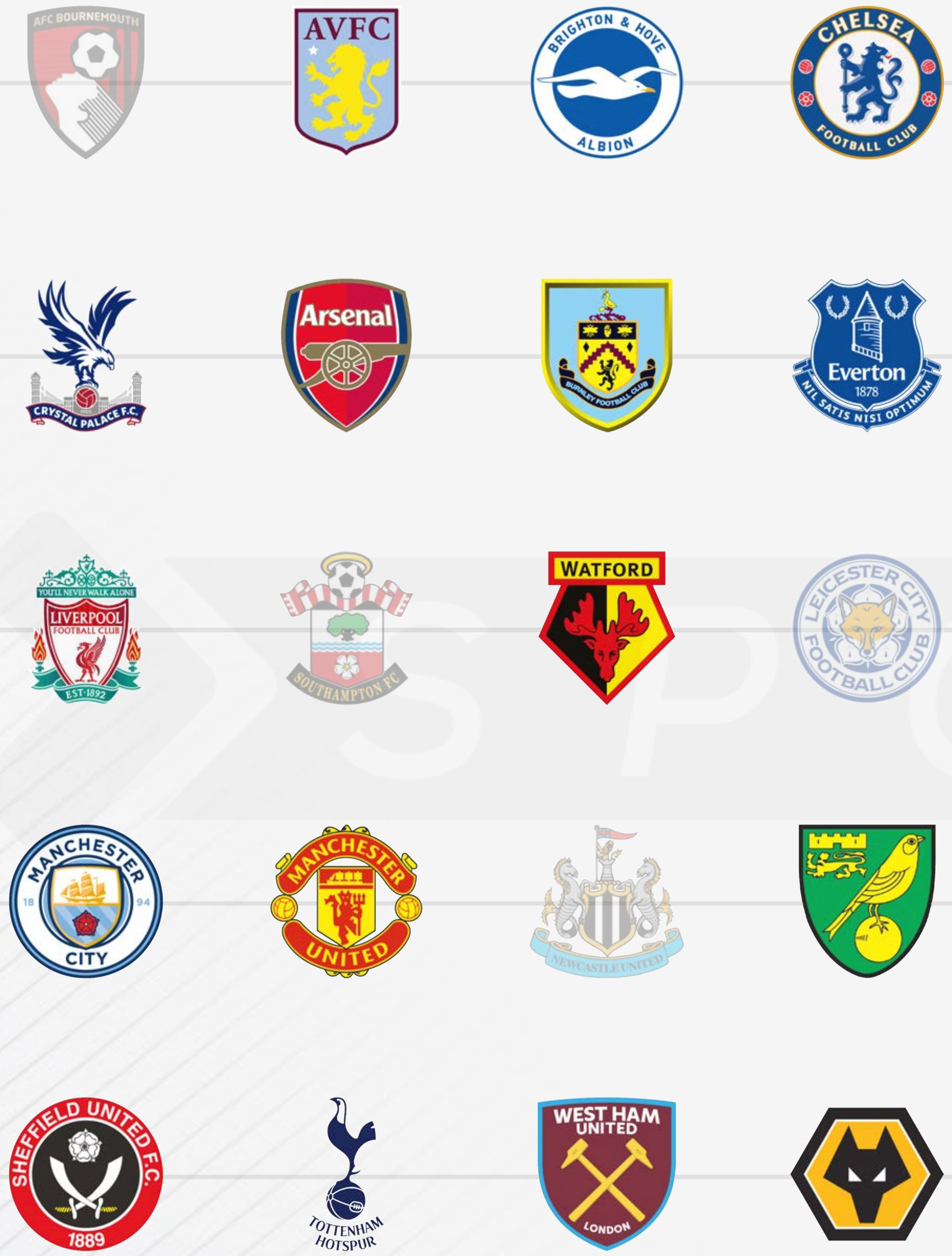
PREMIER LEAGUE

CLUBS
20

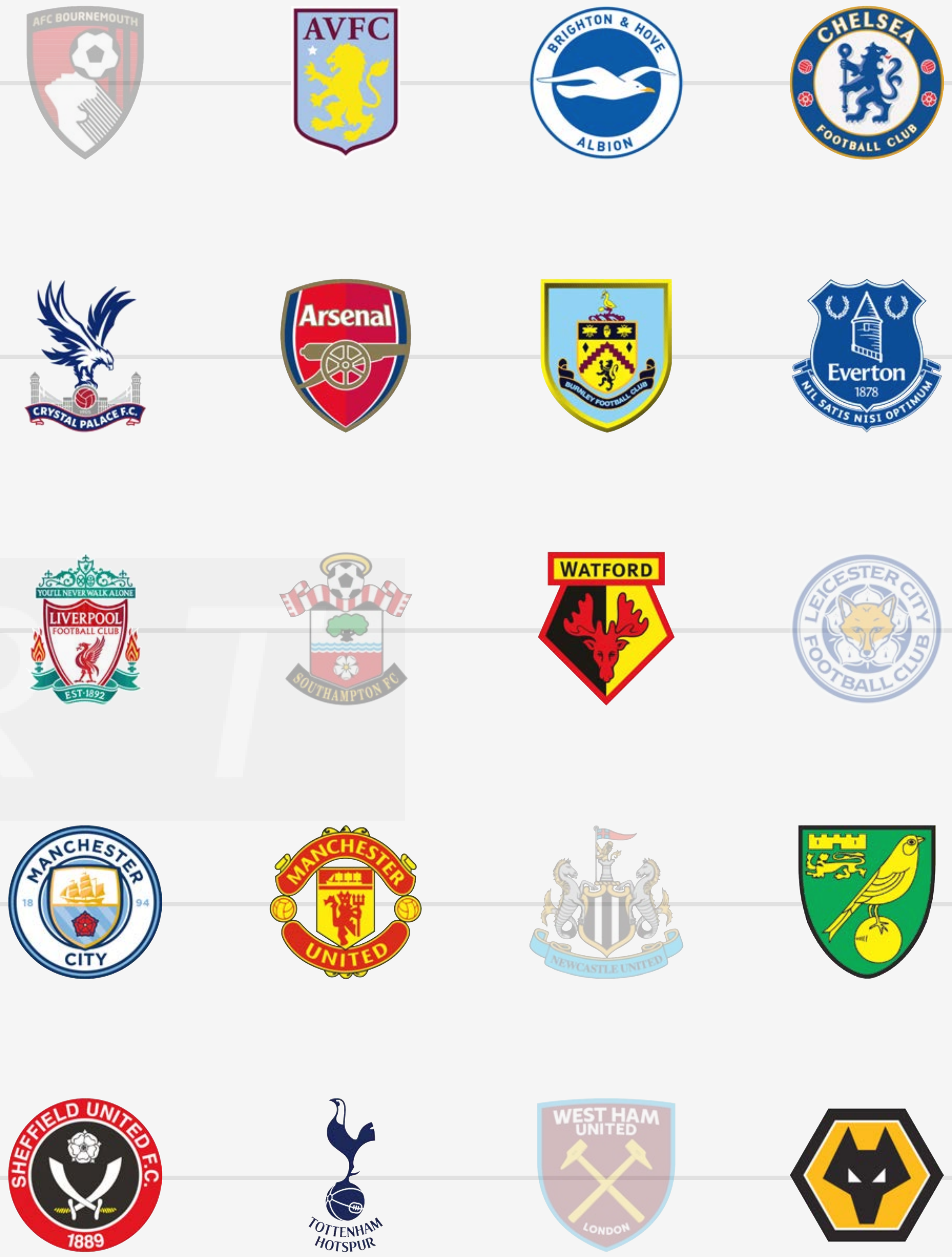
Premier League

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

IOS



ANDROID



16 CLUBS **15**

*[from October 15, 2019 to November 15, 2019]

IQUII SPORT

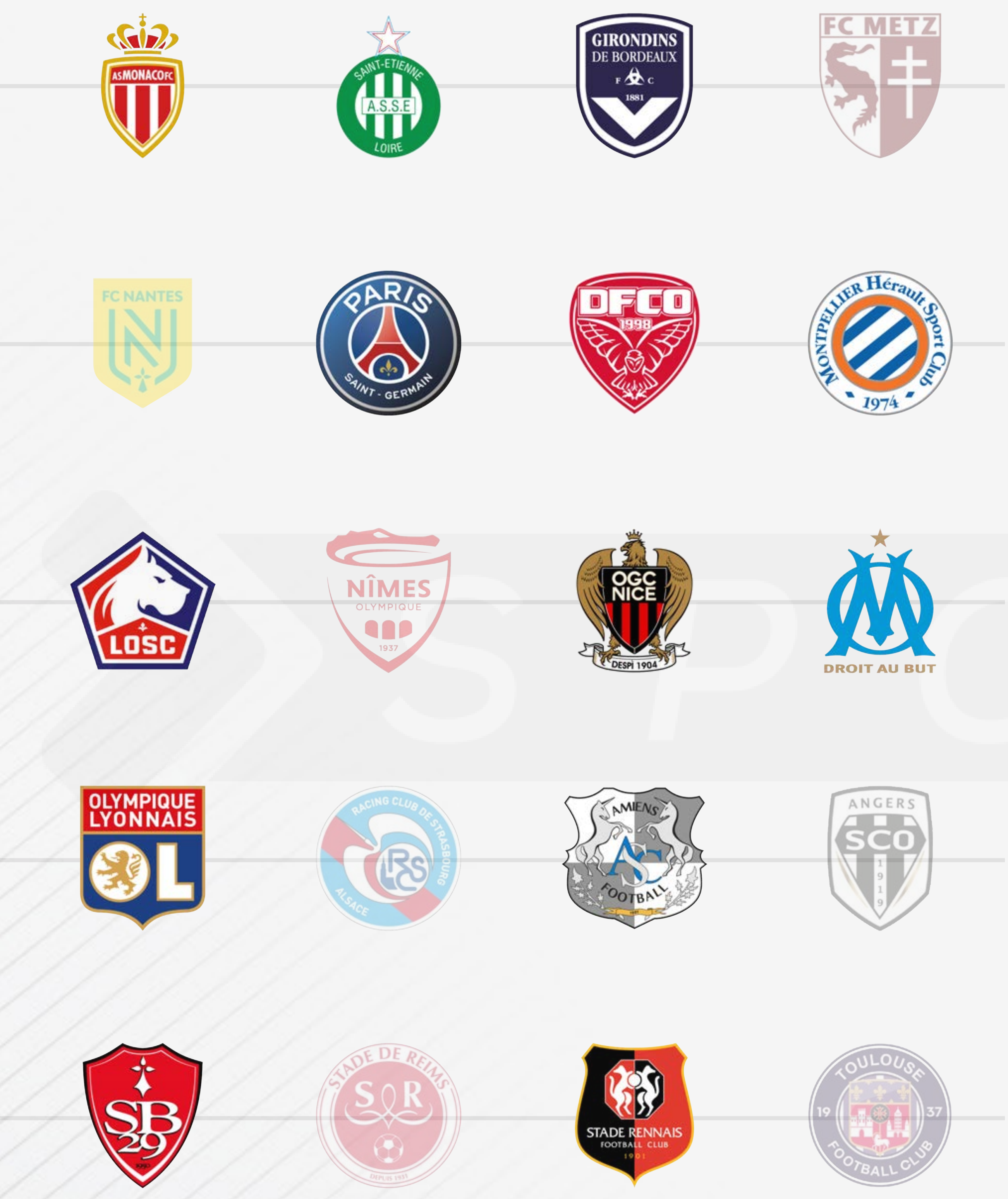
LIGUE 1

CLUBS

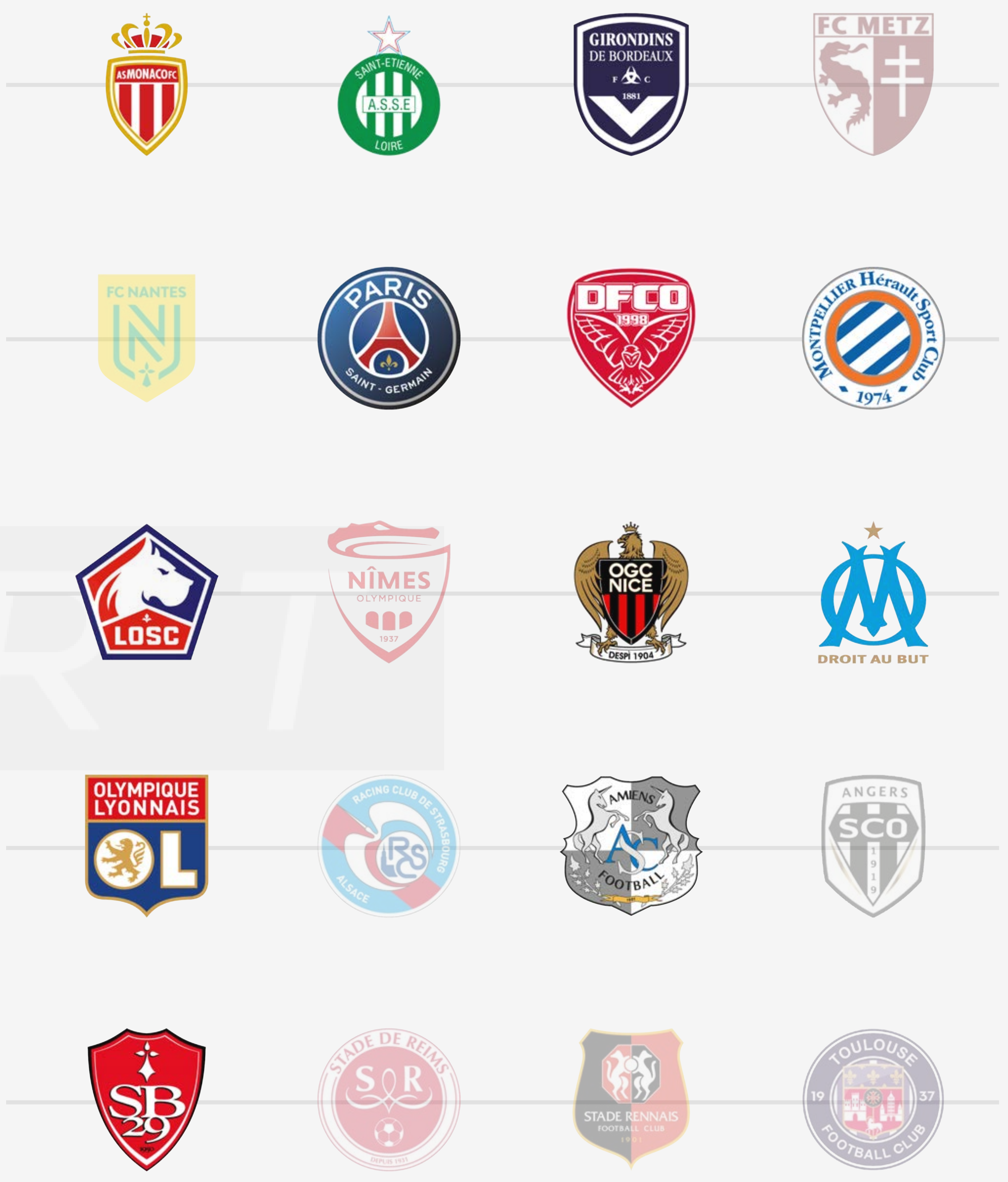
20

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

IOS



ANDROID



13 CLUBS 12

*[from October 15, 2019 to November 15, 2019]

IQUII SPORT

1.BUNDESLIGA

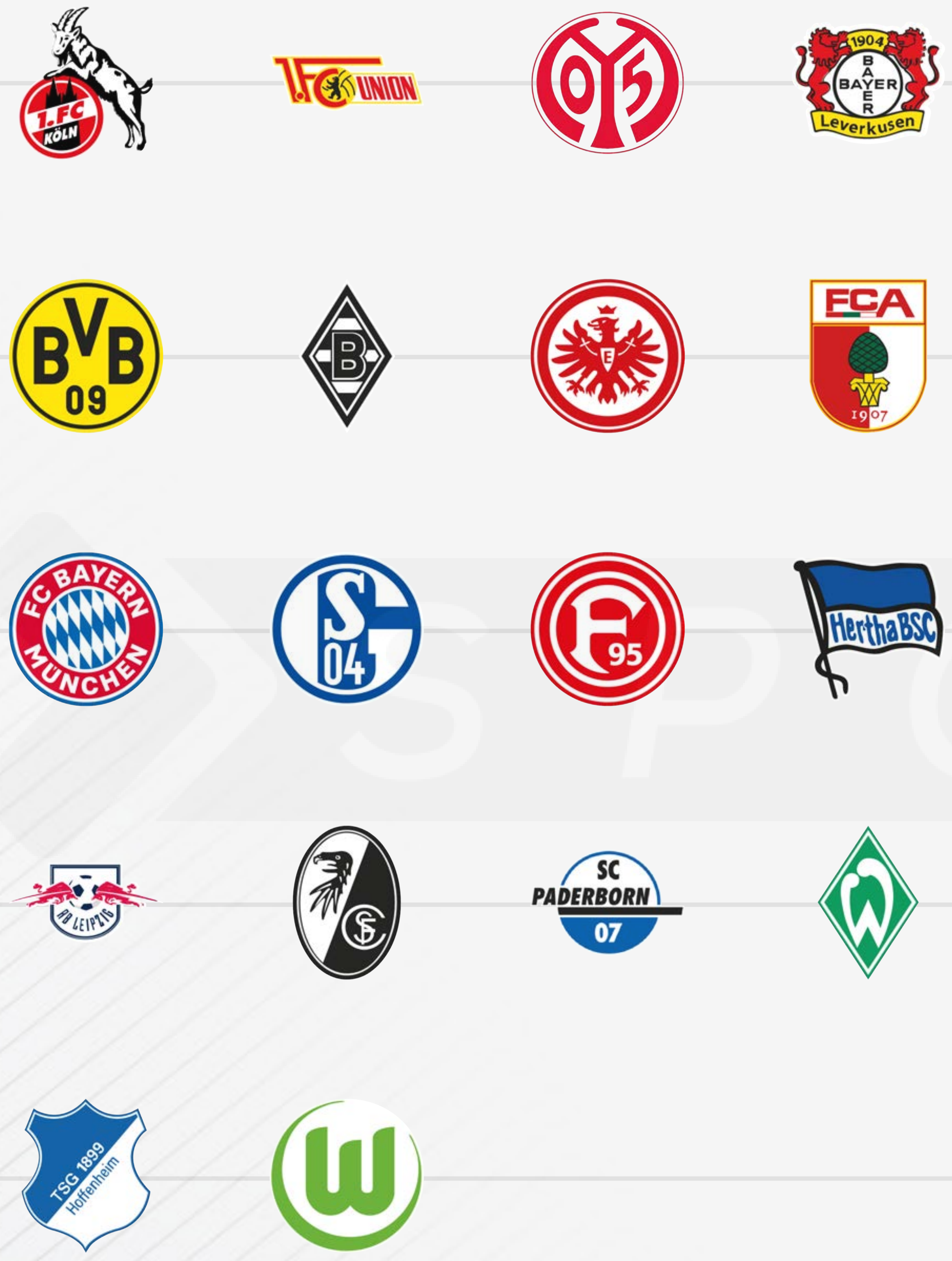
CLUBS

18

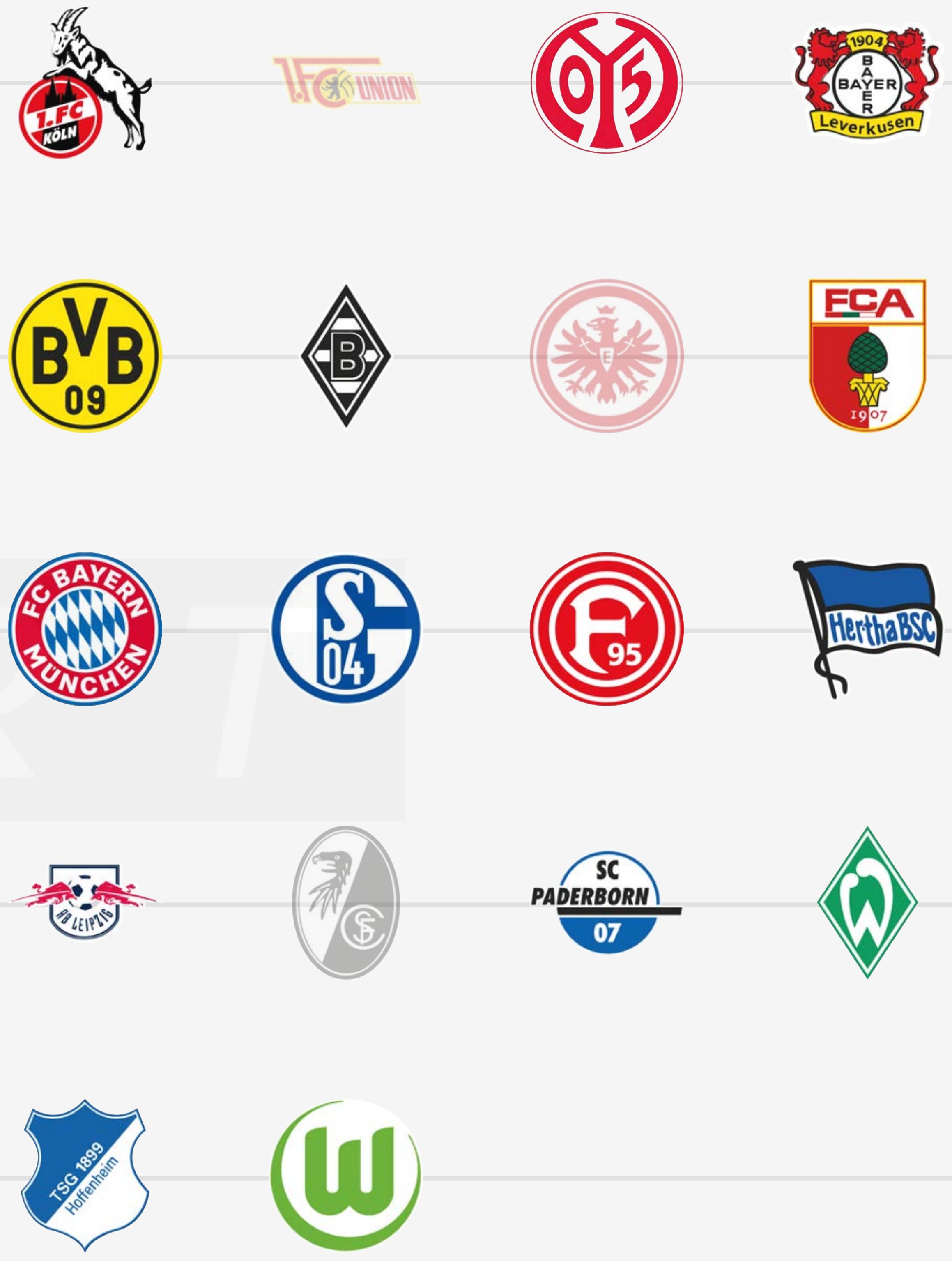
BUNDESLIGA

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

IOS



ANDROID



18 CLUBS 15

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

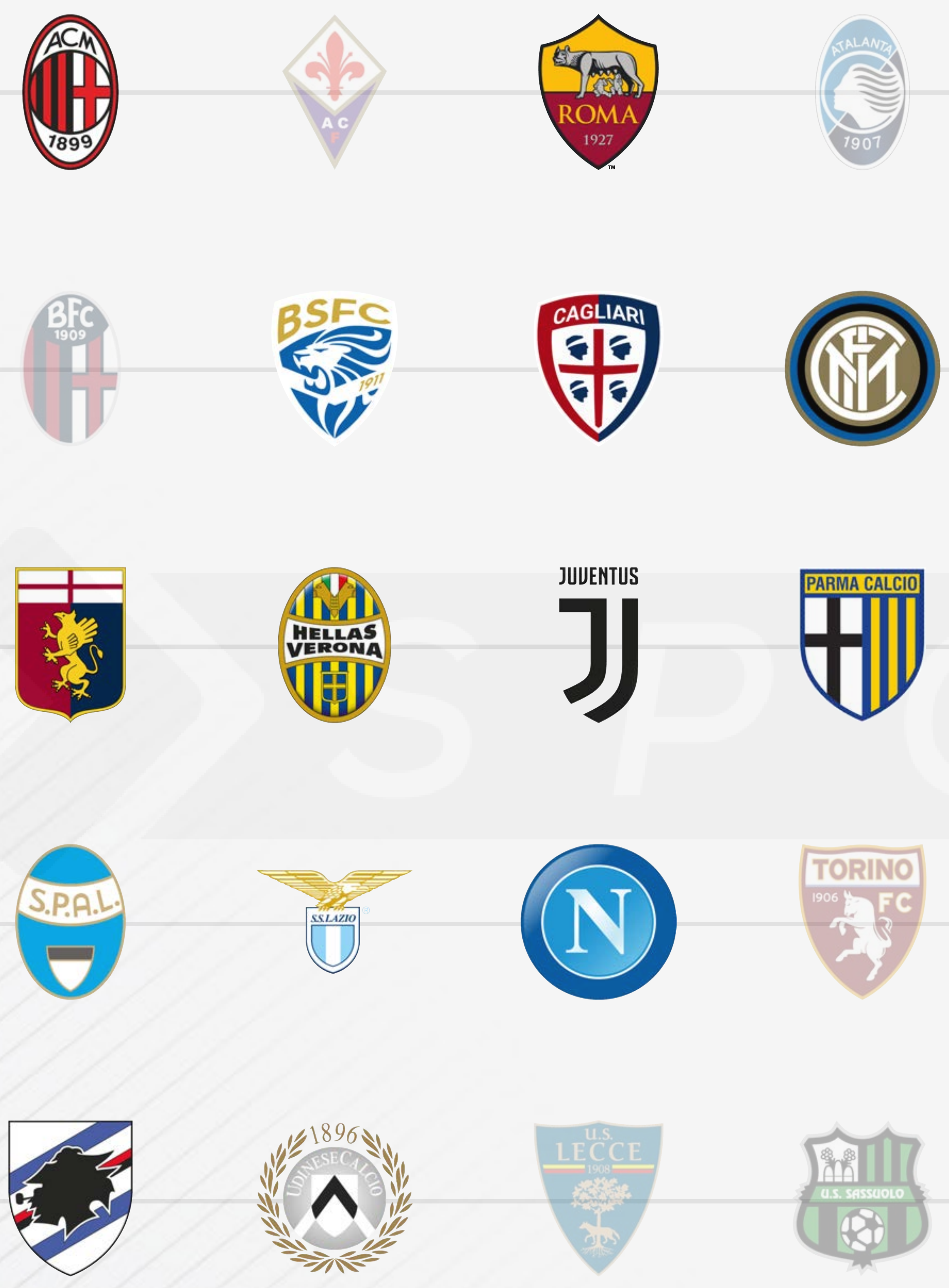
SERIE A

CLUBS
20

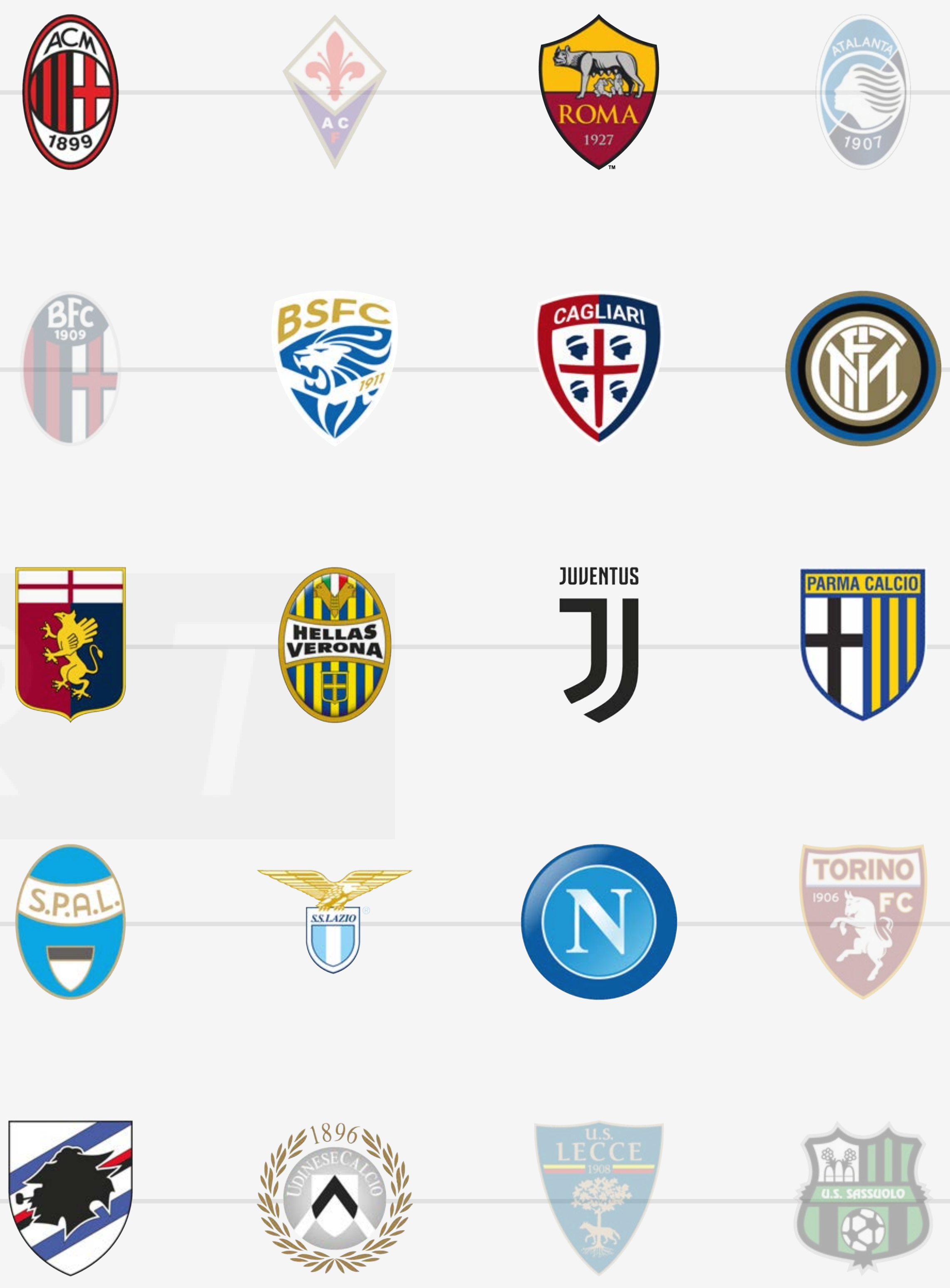
SERIE A TIM

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

IOS



ANDROID



14 CLUBS **14**

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

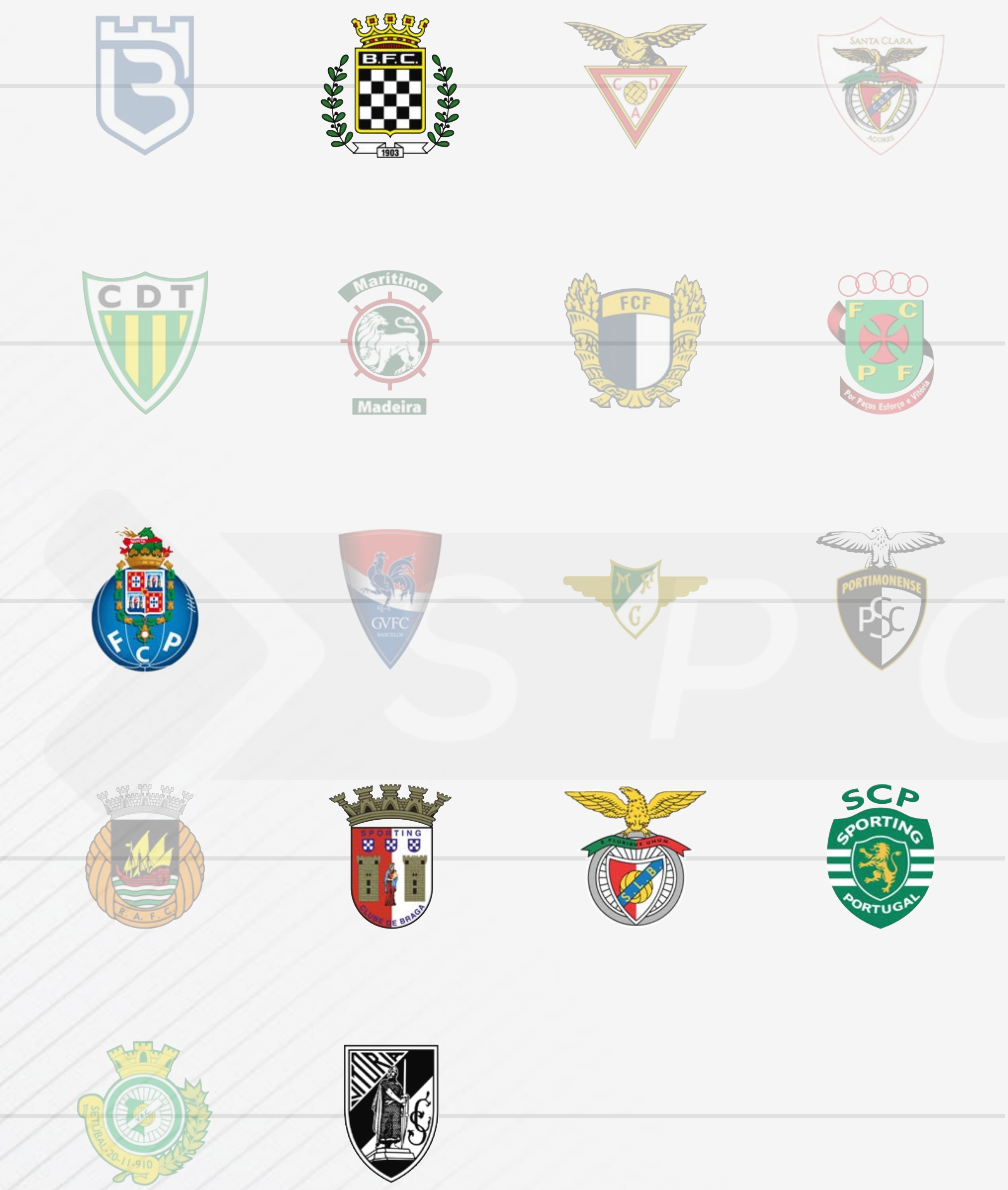
PRIMEIRA LIGA

CLUBS

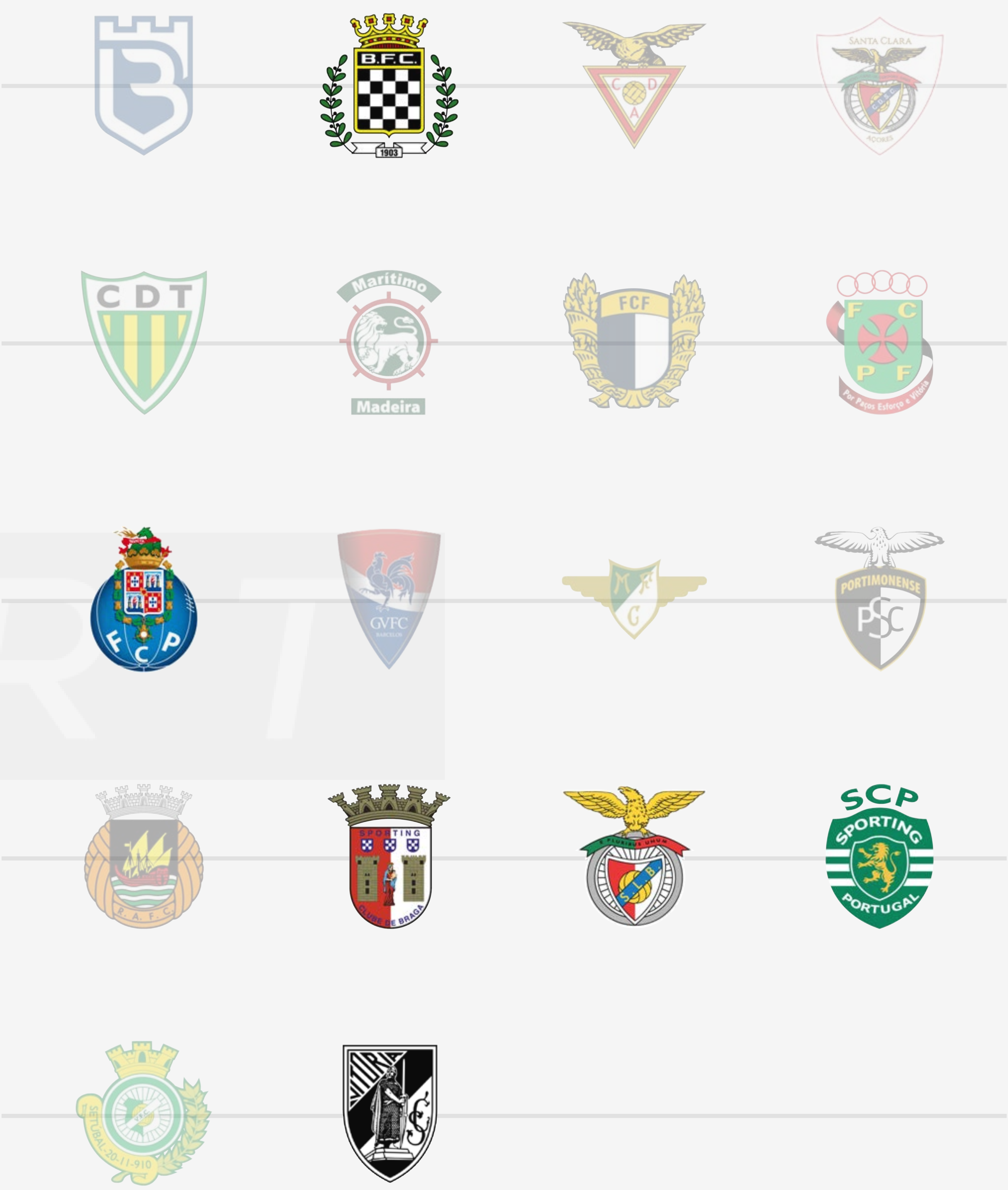
18

LIGA NOS

IOS



ANDROID



6 CLUBS 6

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

*[from October 15, 2019 to November 15, 2019]

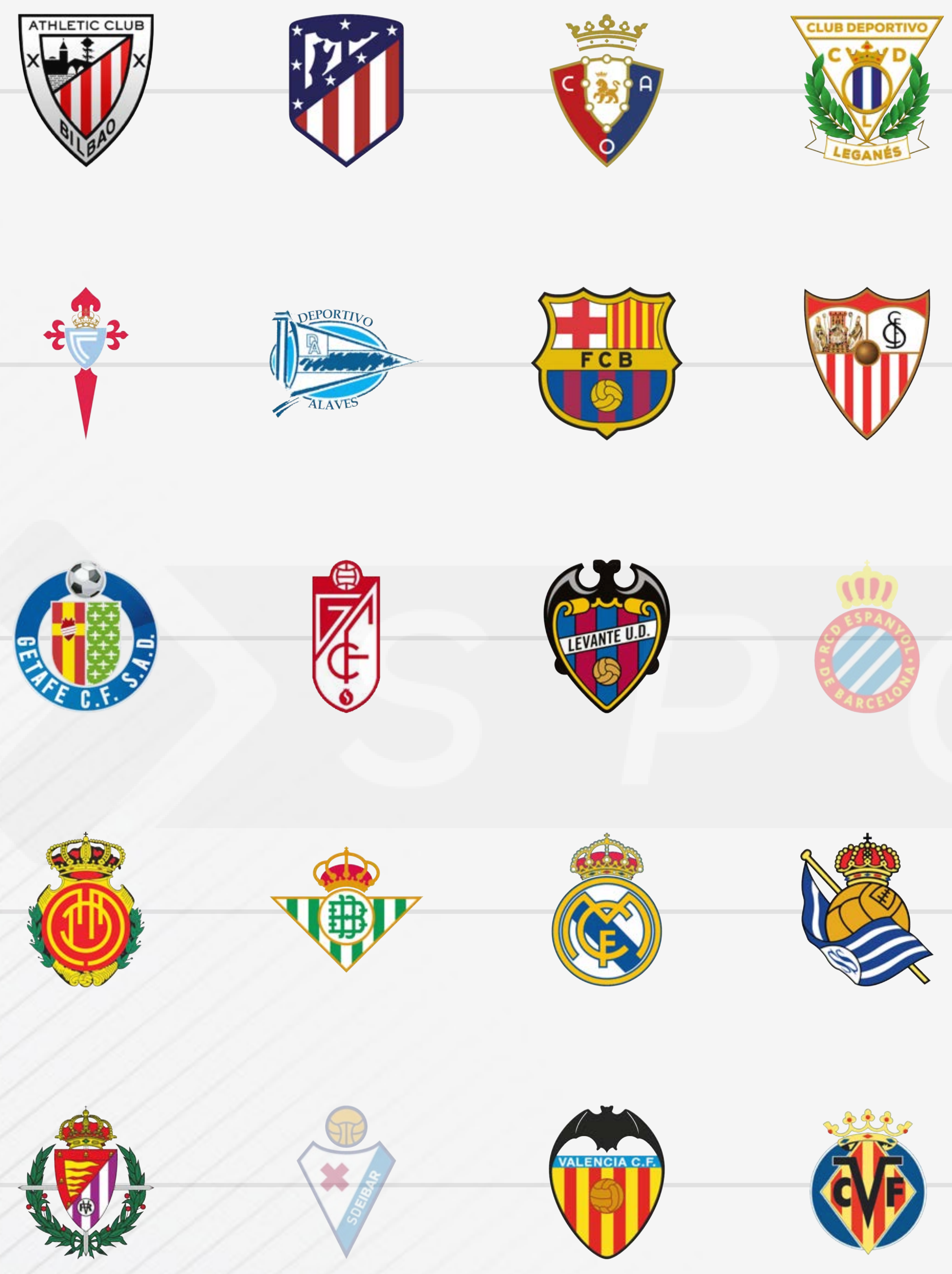
LALIGA

CLUBS

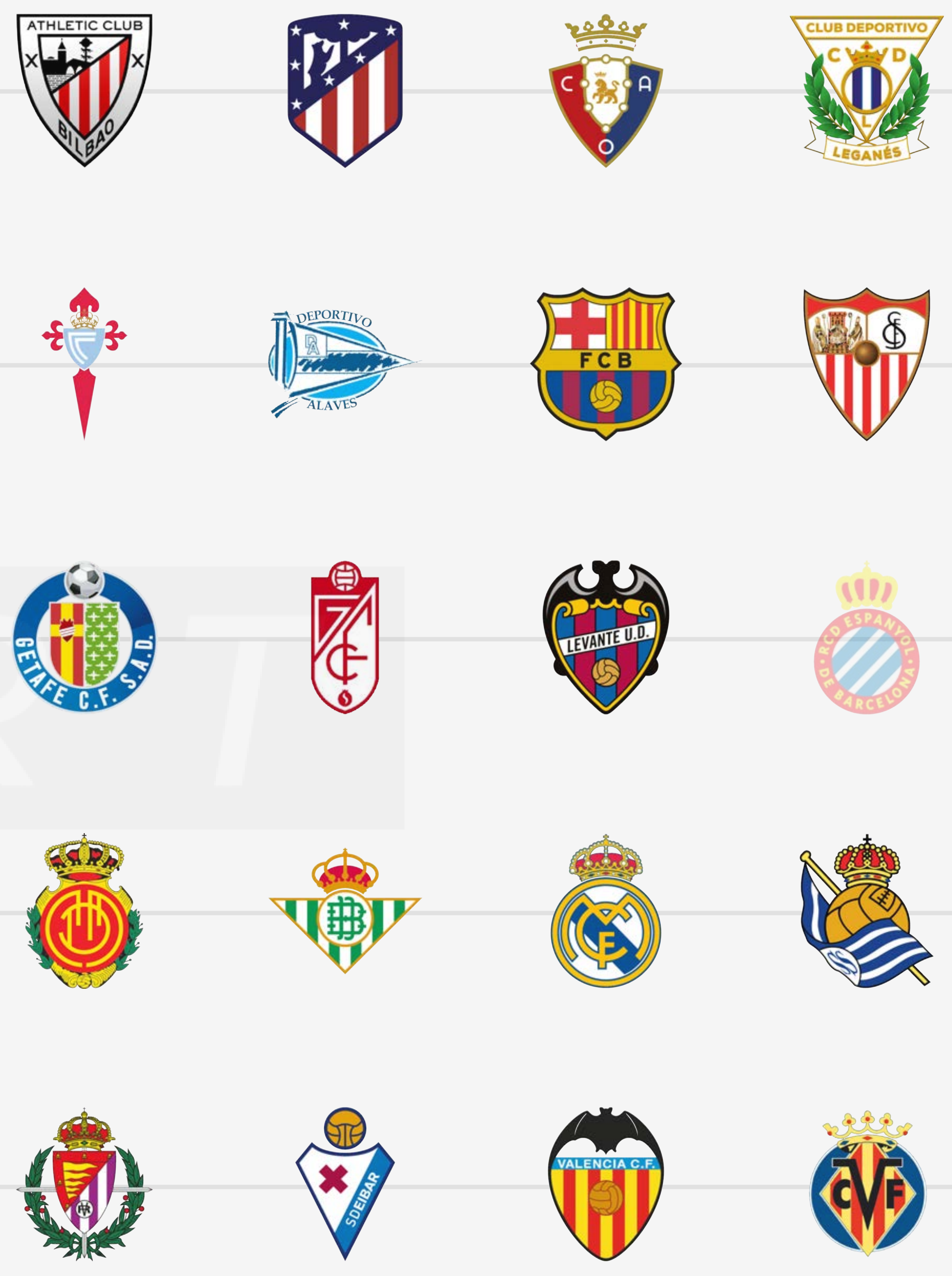
20

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

IOS



ANDROID



18 **CLUBS** 19

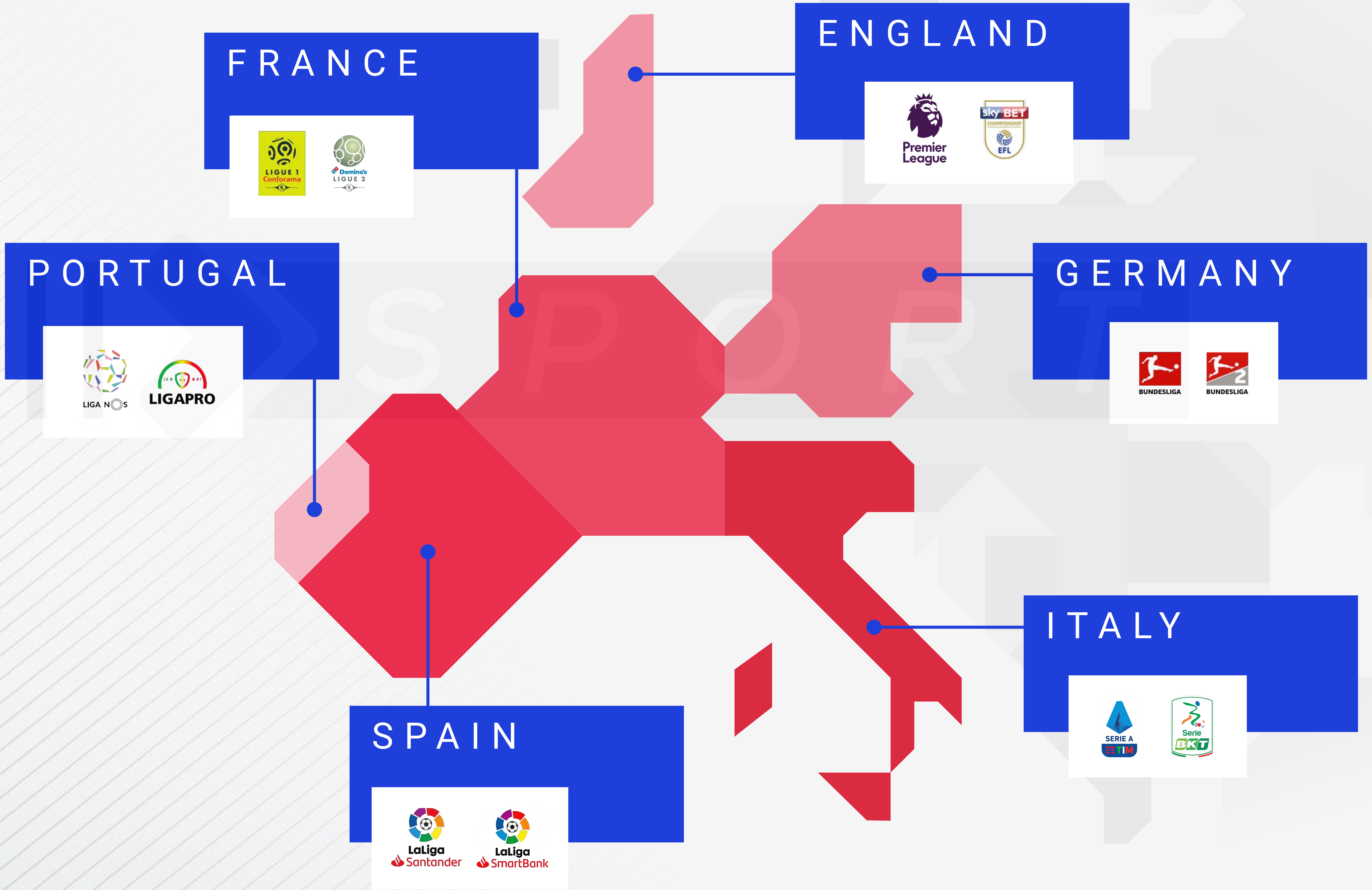
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

Countries included in the leagues' analysis

EUROPE

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



LAST UPDATE NOV 2019

IQUII SPORT

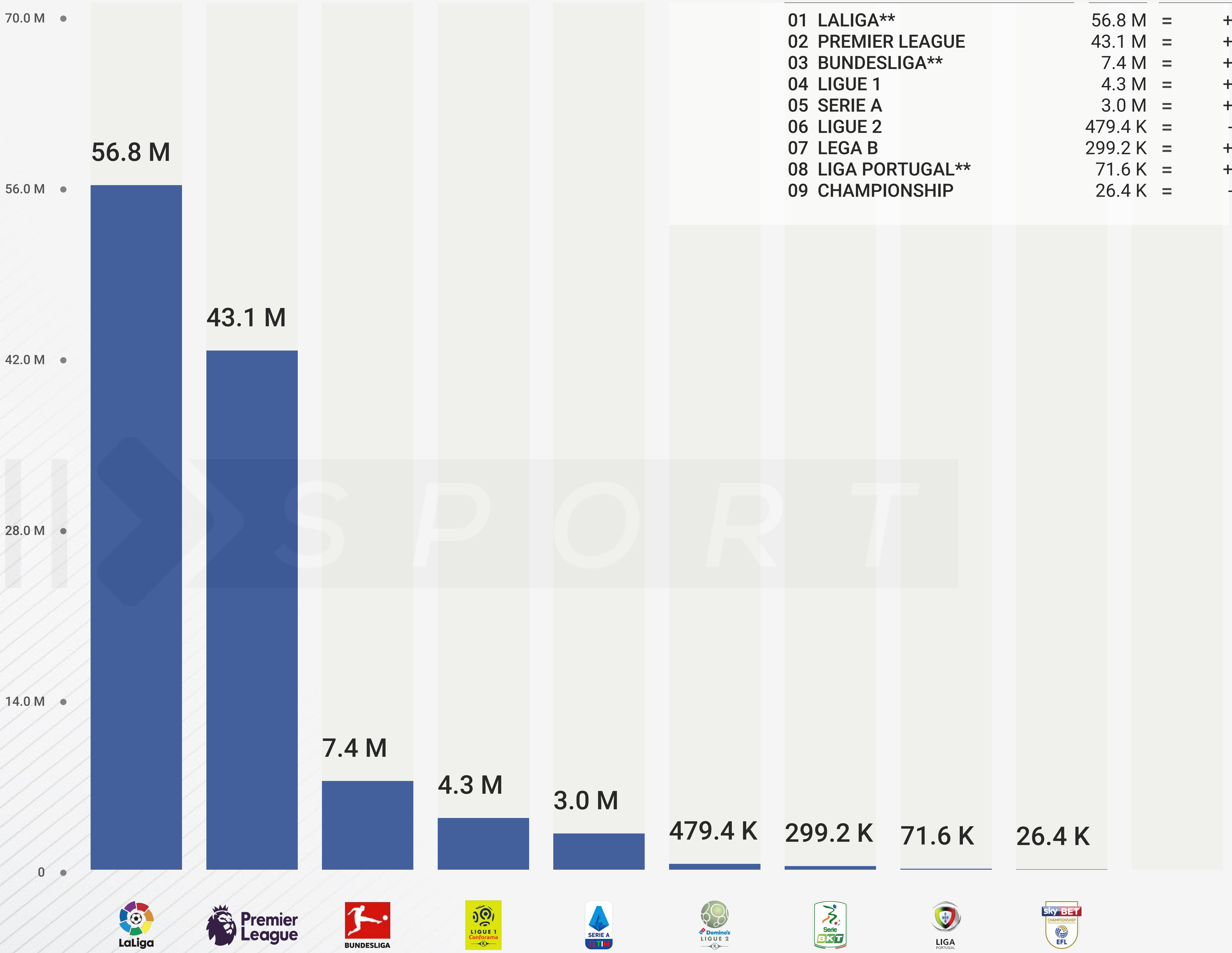
LEAGUES Facebook

TOTAL FANBASE

115.5 M

f

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



LEAGUES	FANS		% VAR*
01 LALIGA**	56.8 M	=	+1.62
02 PREMIER LEAGUE	43.1 M	=	+0.28
03 BUNDESLIGA**	7.4 M	=	+0.15
04 LIGUE 1	4.3 M	=	+1.14
05 SERIE A	3.0 M	=	+0.64
06 LIGUE 2	479.4 K	=	-0.08
07 LEGA B	299.2 K	=	+0.05
08 LIGA PORTUGAL**	71.6 K	=	+2.64
09 CHAMPIONSHIP	26.4 K	=	-0.04

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

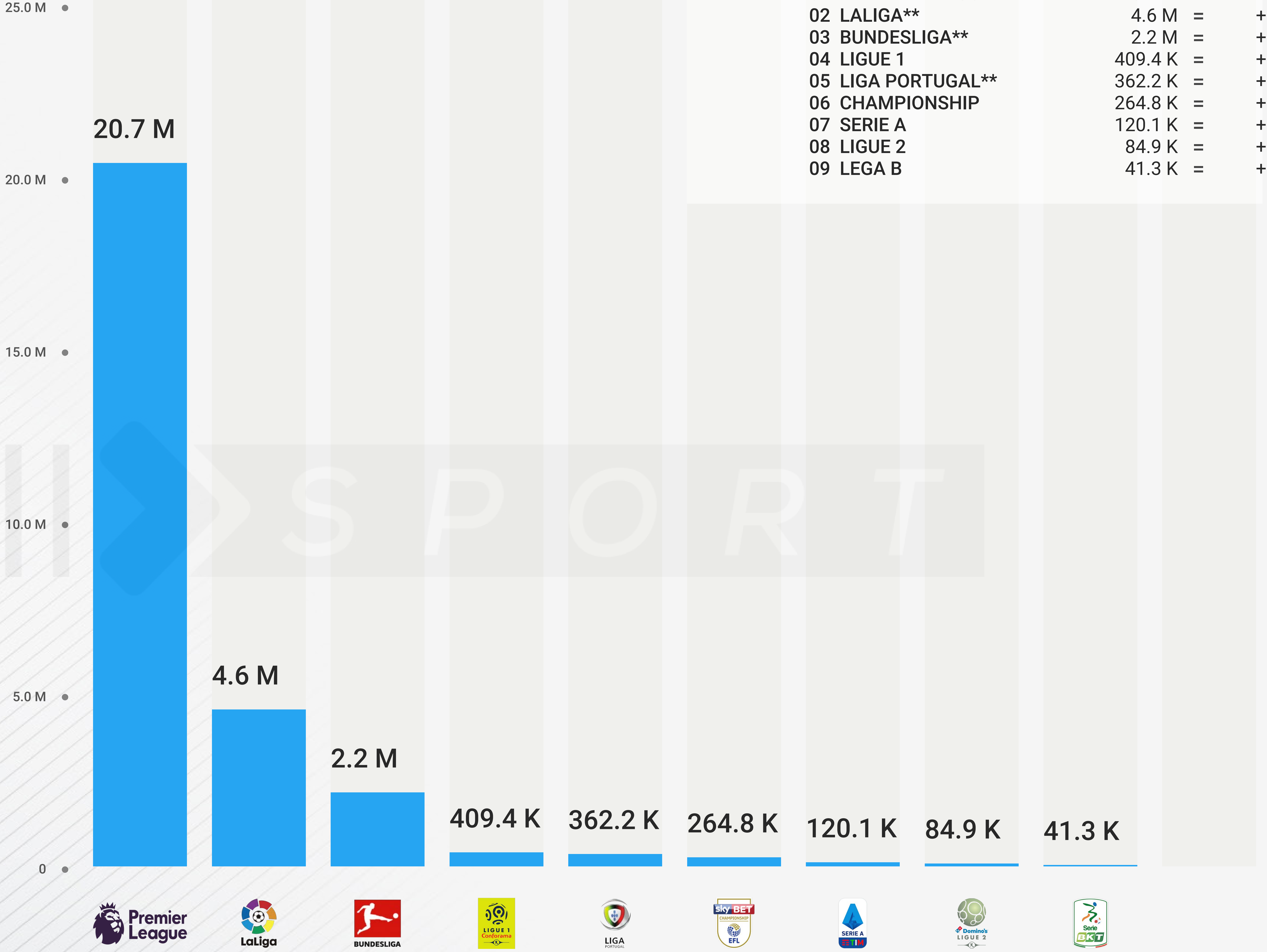
IQUII SPORT

LEAGUES Twitter

TOTAL FANBASE

28.8 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	20.7 M	=	+1.10
02 LALIGA**	4.6 M	=	+1.28
03 BUNDESLIGA**	2.2 M	=	+0.18
04 LIGUE 1	409.4 K	=	+7.30
05 LIGA PORTUGAL**	362.2 K	=	+0.86
06 CHAMPIONSHIP	264.8 K	=	+1.44
07 SERIE A	120.1 K	=	+5.52
08 LIGUE 2	84.9 K	=	+1.85
09 LEGA B	41.3 K	=	+0.94

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

LAST UPDATE NOV 2019

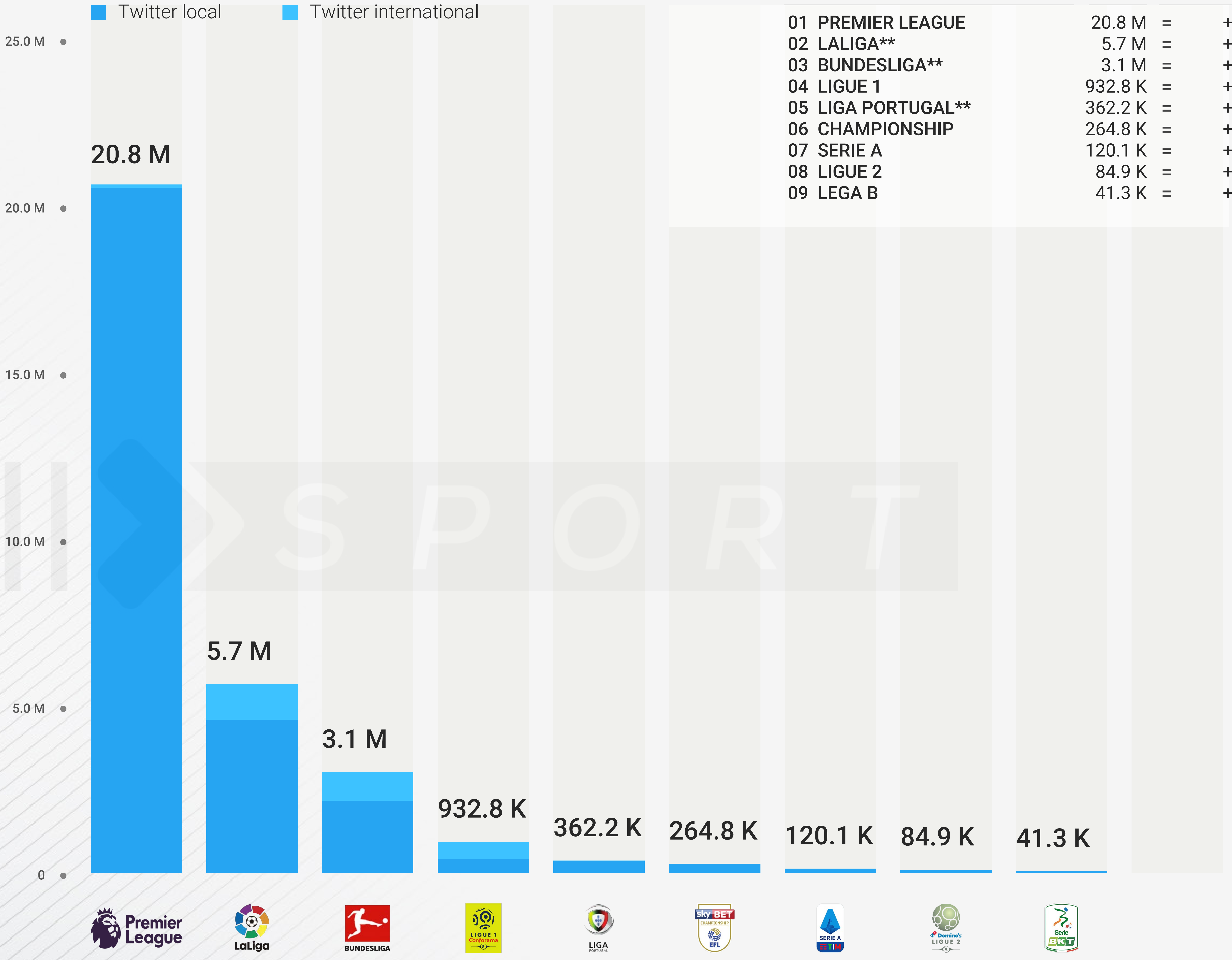
IQUII SPORT

LEAGUES Twitter global

TOTAL FANBASE

31.4 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	20.8 M	=	+1.10
02 LALIGA**	5.7 M	=	+2.05
03 BUNDESLIGA**	3.1 M	=	+0.32
04 LIGUE 1	932.8 K	=	+3.91
05 LIGA PORTUGAL**	362.2 K	=	+0.86
06 CHAMPIONSHIP	264.8 K	=	+1.44
07 SERIE A	120.1 K	=	+5.52
08 LIGUE 2	84.9 K	=	+1.85
09 LEGA B	41.3 K	=	+0.94

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

LAST UPDATE NOV 2019

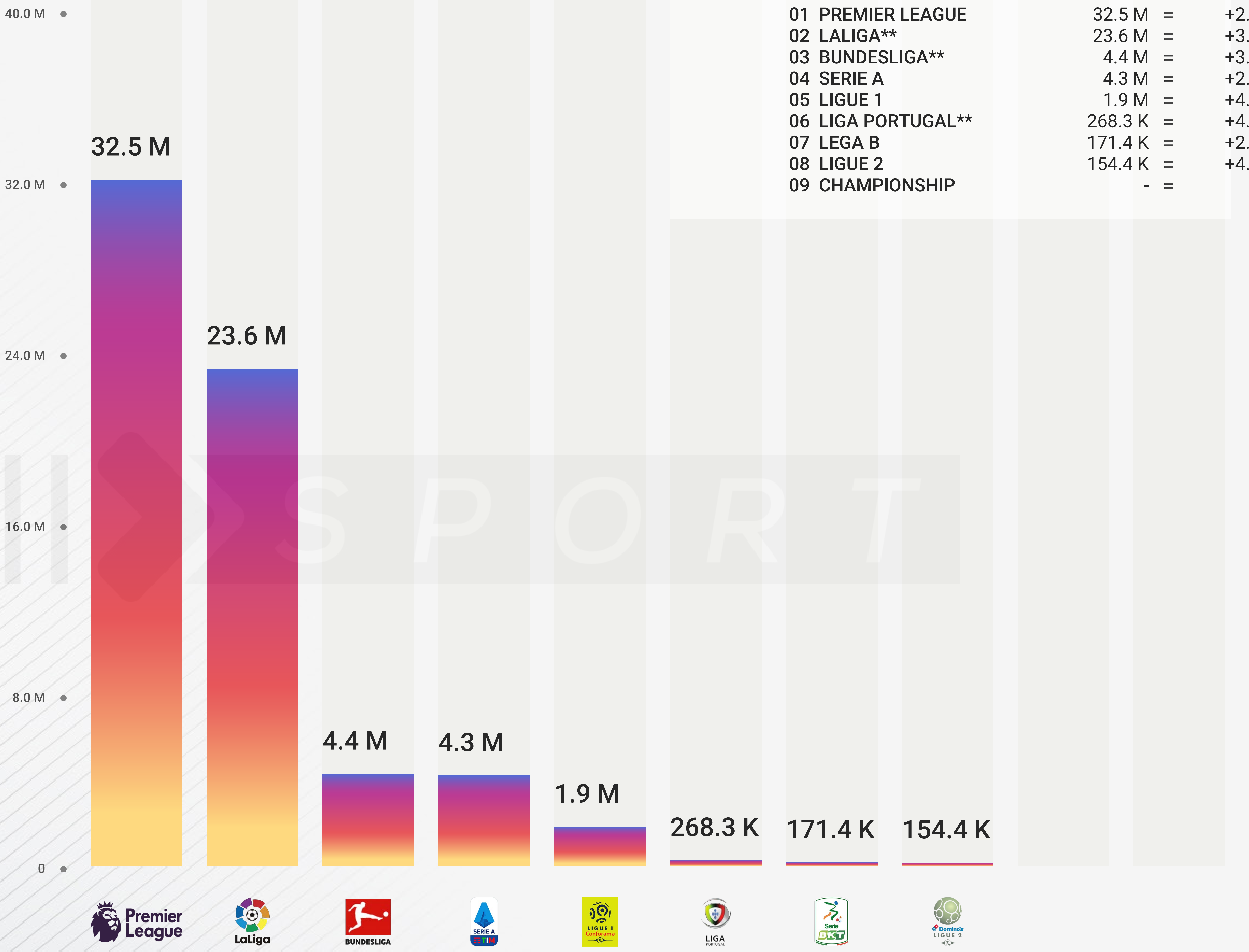
IQUII SPORT

LEAGUES Instagram

TOTAL FANBASE

67.2 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	32.5 M	=	+2.78
02 LALIGA**	23.6 M	=	+3.38
03 BUNDESLIGA**	4.4 M	=	+3.93
04 SERIE A	4.3 M	=	+2.69
05 LIGUE 1	1.9 M	=	+4.05
06 LIGA PORTUGAL**	268.3 K	=	+4.90
07 LEGA B	171.4 K	=	+2.81
08 LIGUE 2	154.4 K	=	+4.23
09 CHAMPIONSHIP	-	=	-

LAST UPDATE NOV 2019

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

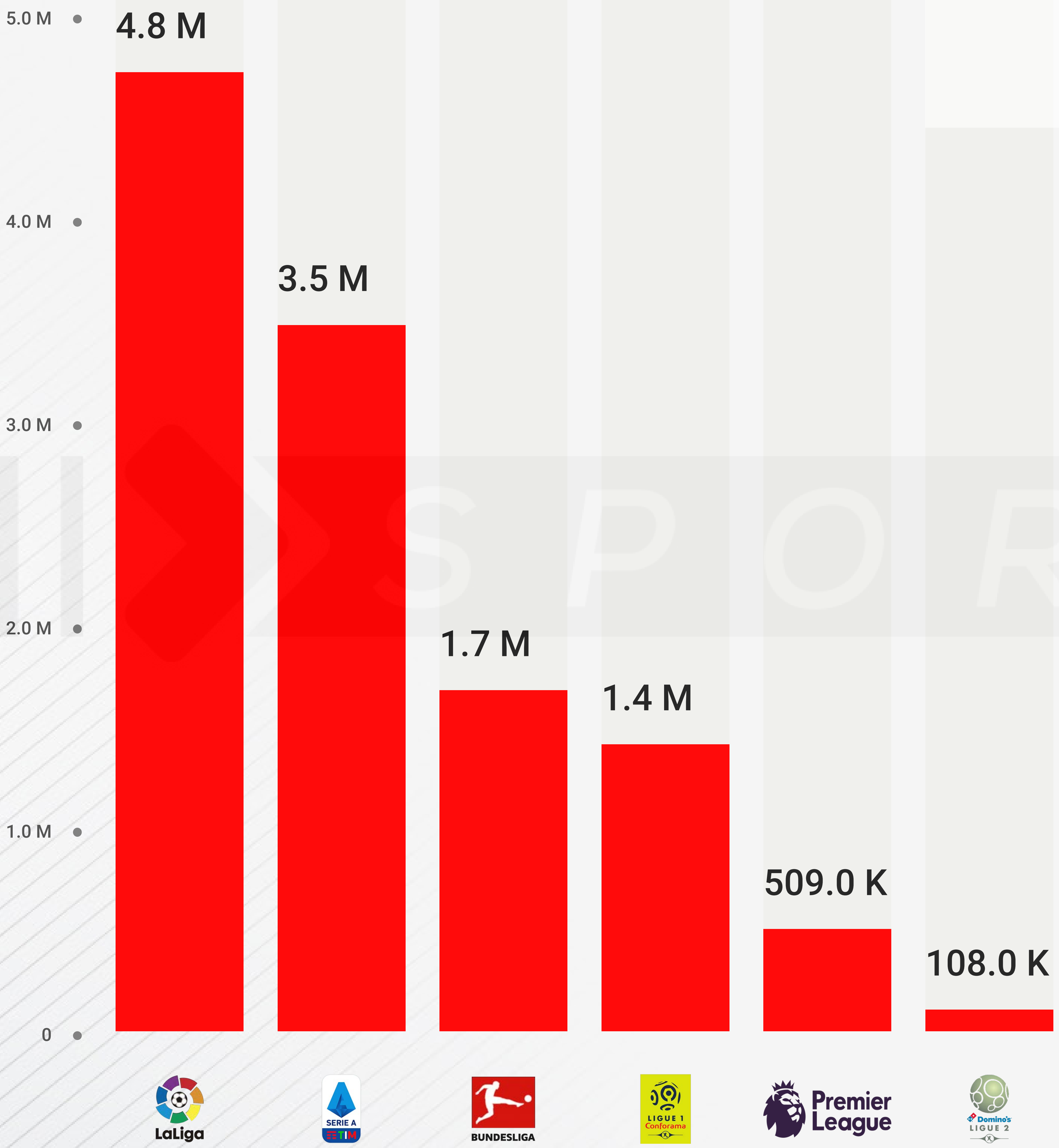
IQUII SPORT

LEAGUES YouTube

TOTAL FANBASE

12.0 M

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



LEAGUES	FANS		% VAR*
01 LALIGA**	4.8 M	=	+2.36
02 SERIE A	3.5 M	=	+5.39
03 BUNDESLIGA**	1.7 M	=	+1.80
04 LIGUE 1	1.4 M	=	+2.14
05 PREMIER LEAGUE	509.0 K	=	+2.83
06 LIGUE 2	108.0 K	=	+1.89
07 CHAMPIONSHIP	-	=	-
08 LEGA B	n/a	=	n/a
09 LIGA PORTUGAL**	n/a	=	n/a

LAST UPDATE NOV 2019

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

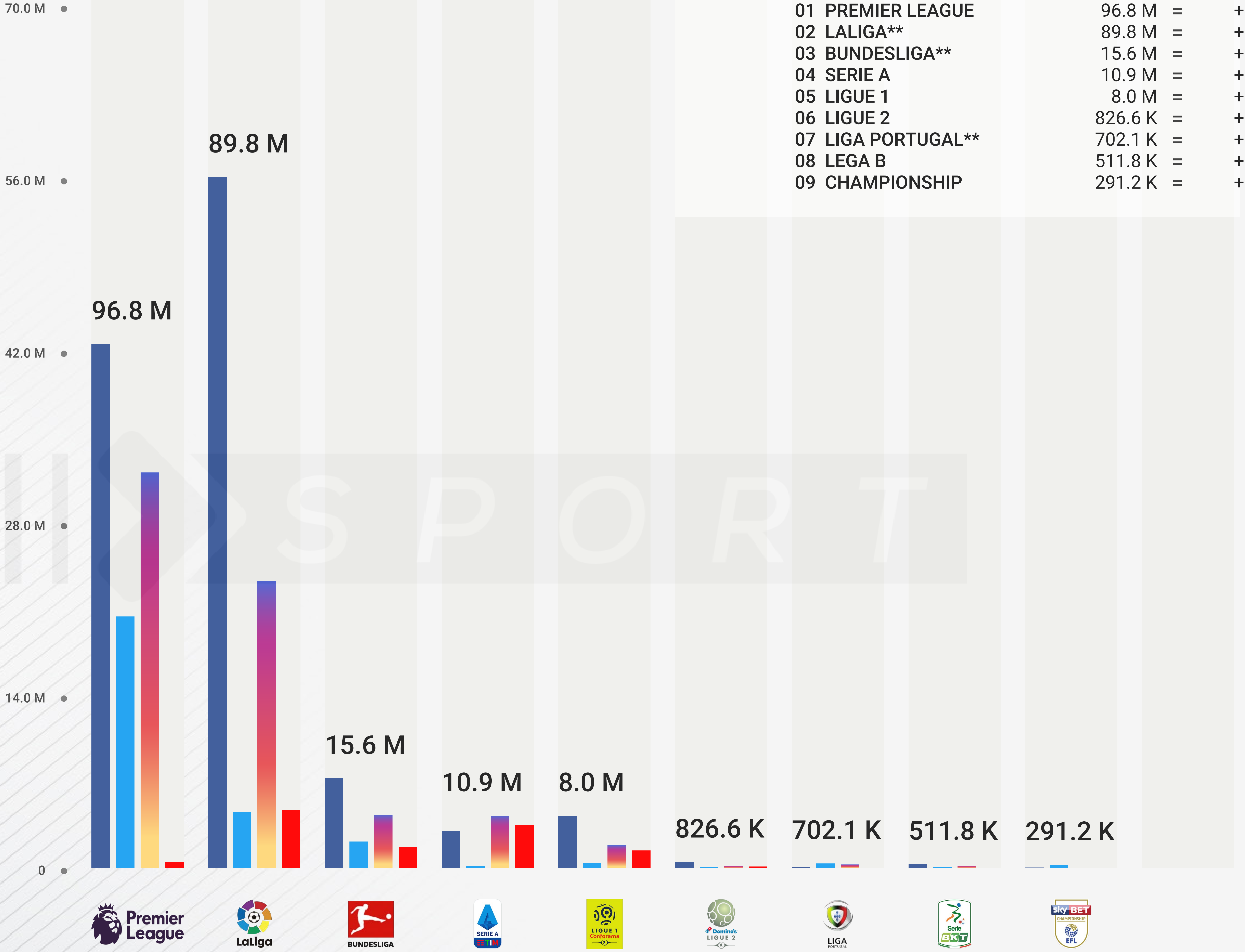
IQUII SPORT

LEAGUES Social

TOTAL FANBASE

223.5 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	96.8 M	=	+1.30
02 LALIGA**	89.8 M	=	+2.10
03 BUNDESLIGA**	15.6 M	=	+1.36
04 SERIE A	10.9 M	=	+2.99
05 LIGUE 1	8.0 M	=	+2.29
06 LIGUE 2	826.6 K	=	+1.15
07 LIGA PORTUGAL**	702.1 K	=	+2.55
08 LEGA B	511.8 K	=	+1.03
09 CHAMPIONSHIP	291.2 K	=	+1.31

LAST UPDATE NOV 2019

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

IQUII SPORT

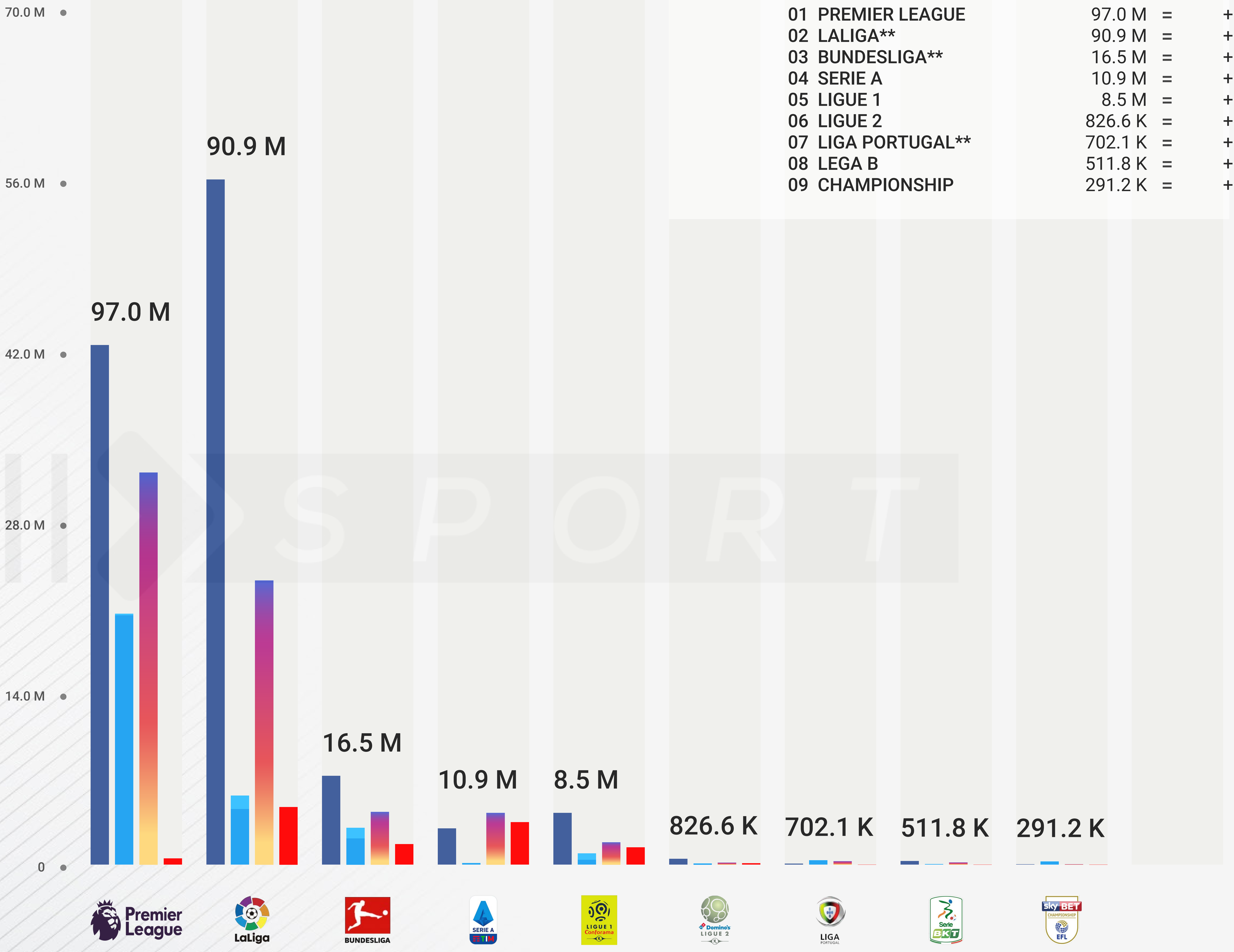
LEAGUES Social

(Twitter global)

TOTAL FANBASE

226.1 M

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



LEAGUES	FANS		% VAR*
01 PREMIER LEAGUE	97.0 M	=	+1.30
02 LALIGA**	90.9 M	=	+2.14
03 BUNDESLIGA**	16.5 M	=	+1.33
04 SERIE A	10.9 M	=	+2.99
05 LIGUE 1	8.5 M	=	+2.23
06 LIGUE 2	826.6 K	=	+1.15
07 LIGA PORTUGAL**	702.1 K	=	+2.55
08 LEGA B	511.8 K	=	+1.03
09 CHAMPIONSHIP	291.2 K	=	+1.31

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*[from October 15, 2019 to November 15, 2019]

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

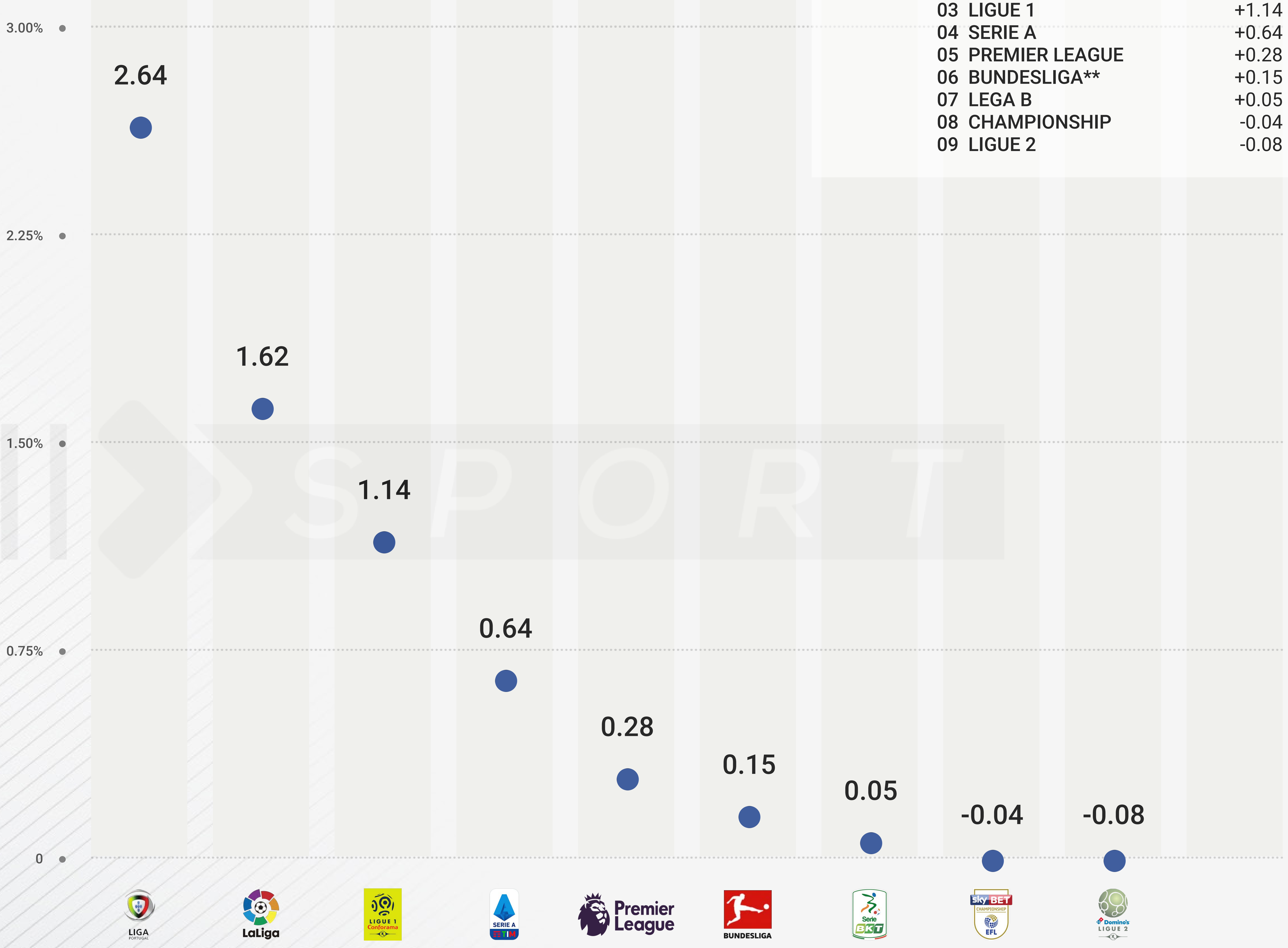
LAST UPDATE NOV 2019

IQUII SPORT

LEAGUES Facebook

EUROPEAN TOP20

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



CLUBS	% VAR*
01 LIGA PORTUGAL**	+2.64
02 LALIGA**	+1.62
03 LIGUE 1	+1.14
04 SERIE A	+0.64
05 PREMIER LEAGUE	+0.28
06 BUNDESLIGA**	+0.15
07 LEGA B	+0.05
08 CHAMPIONSHIP	-0.04
09 LIGUE 2	-0.08

LAST UPDATE NOV 2019

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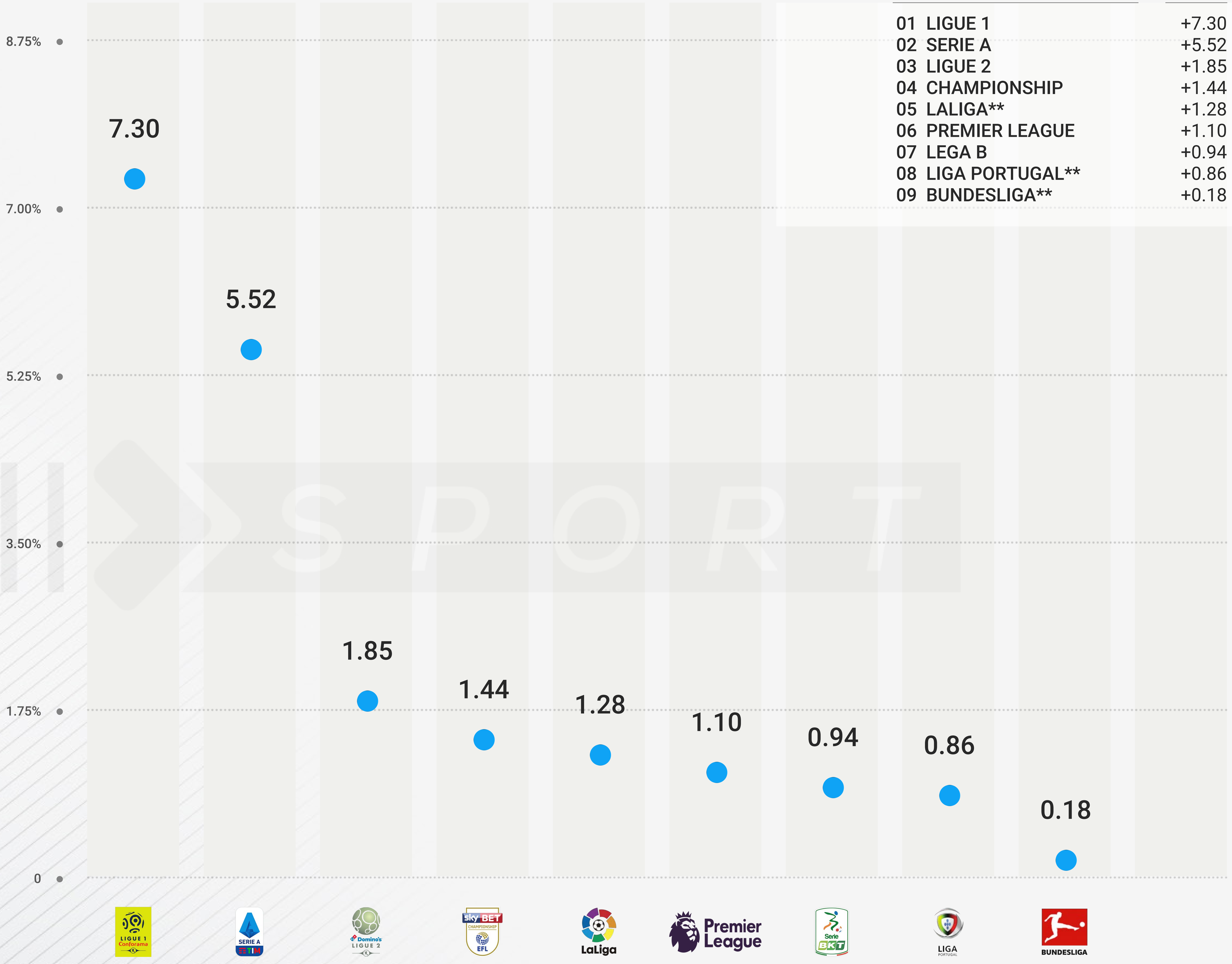
*[from October 15, 2019 to November 15, 2019]
**The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

LEAGUES Twitter

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



CLUBS	% VAR*
01 LIGUE 1	+7.30
02 SERIE A	+5.52
03 LIGUE 2	+1.85
04 CHAMPIONSHIP	+1.44
05 LALIGA**	+1.28
06 PREMIER LEAGUE	+1.10
07 LEGA B	+0.94
08 LIGA PORTUGAL**	+0.86
09 BUNDESLIGA**	+0.18

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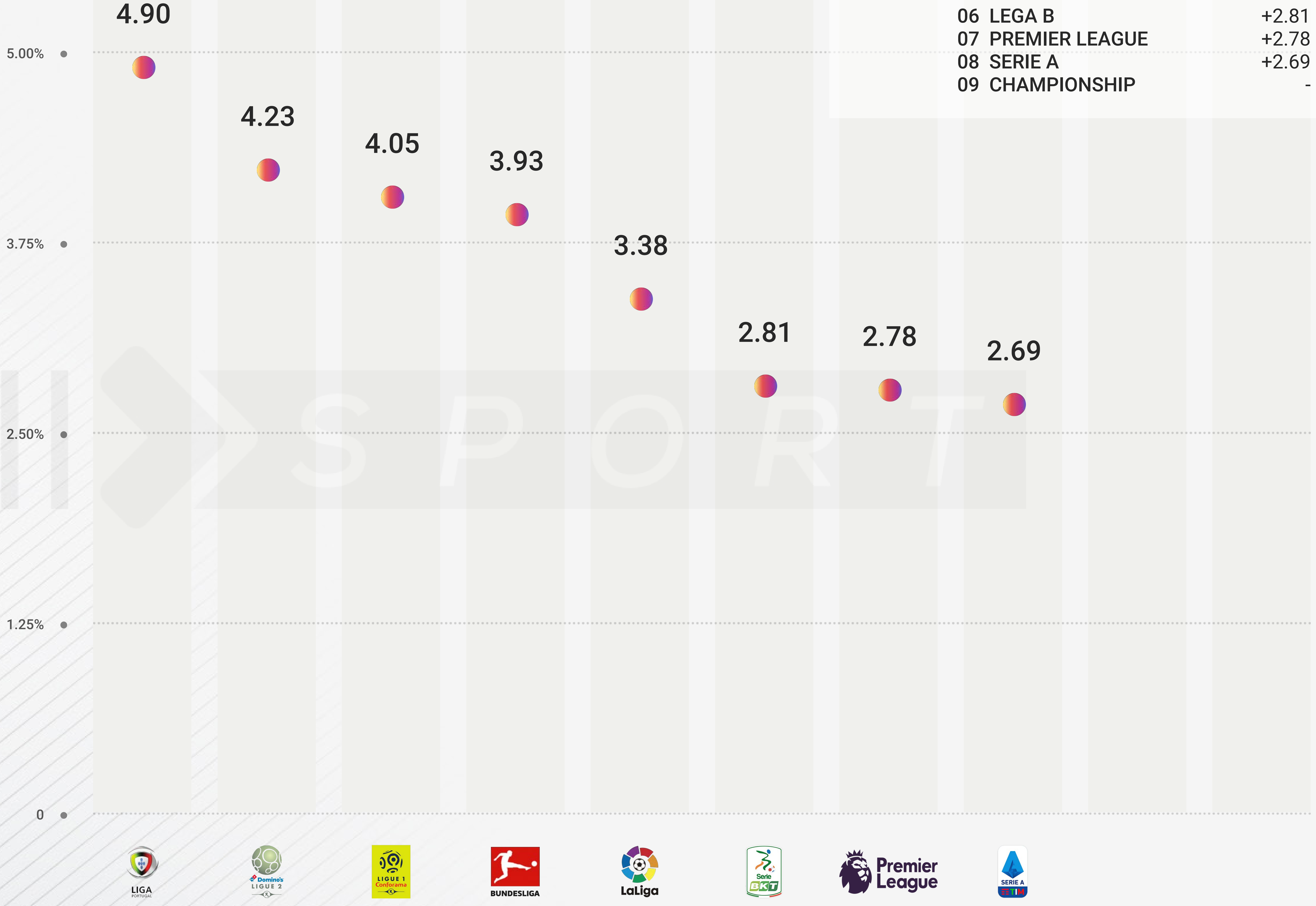
*[from October 15, 2019 to November 15, 2019]
**The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

LEAGUES Instagram

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

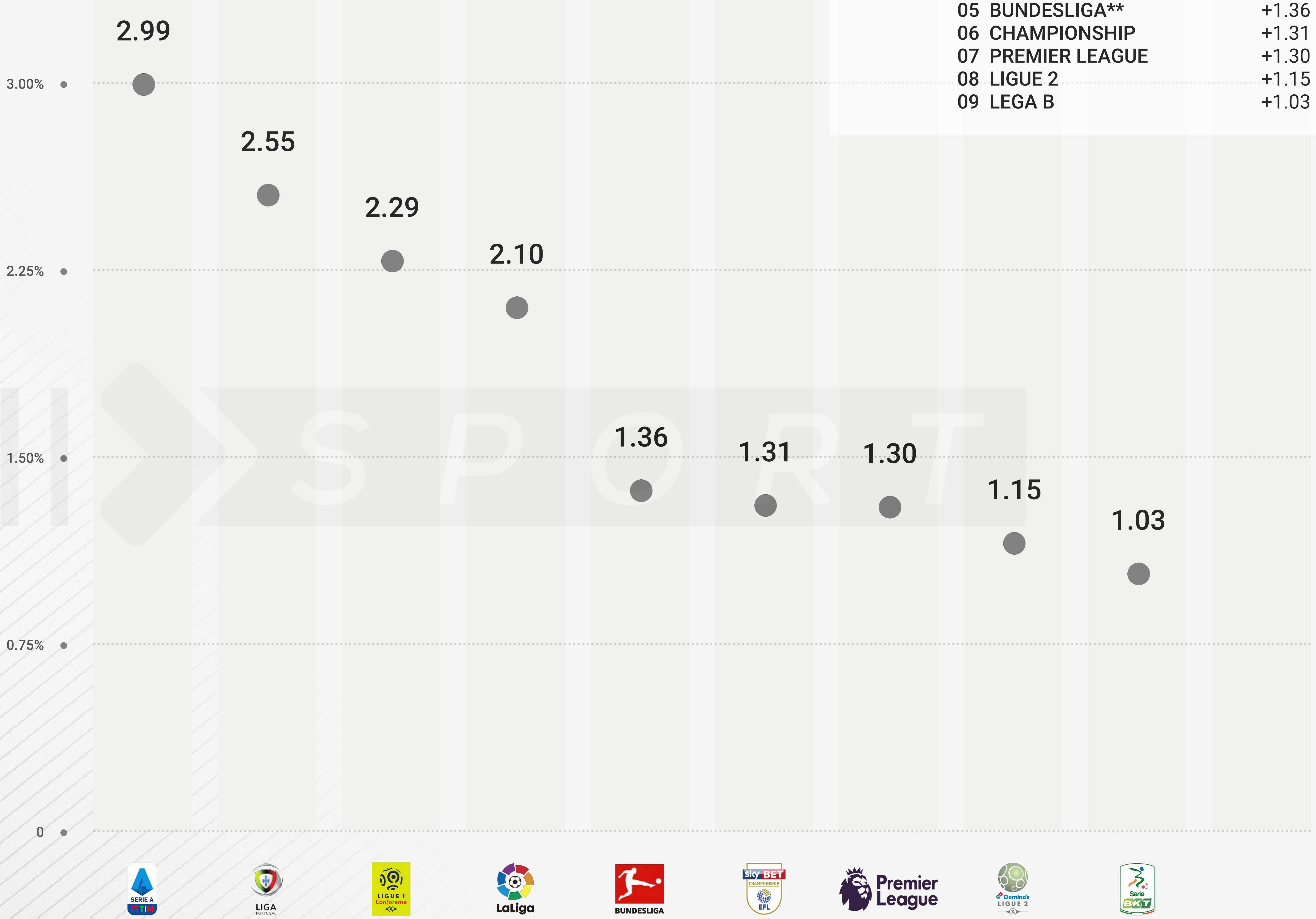


CLUBS	% VAR*
01 LIGA PORTUGAL**	+4.90
02 LIGUE 2	+4.23
03 LIGUE 1	+4.05
04 BUNDESLIGA**	+3.93
05 LALIGA**	+3.38
06 LEGA B	+2.81
07 PREMIER LEAGUE	+2.78
08 SERIE A	+2.69
09 CHAMPIONSHIP	-

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

LEAGUES Social

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

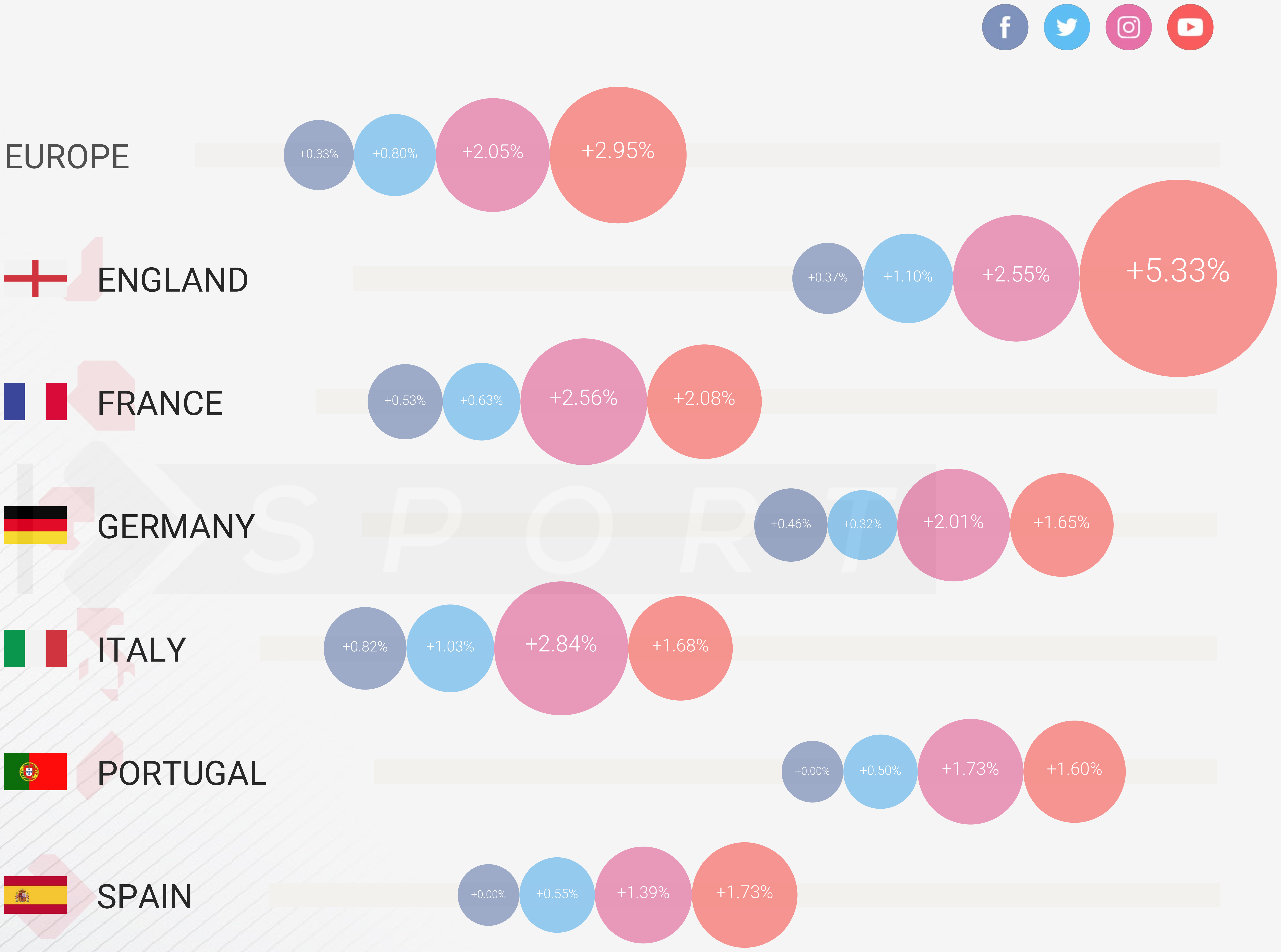


CLUBS	% VAR*
01 SERIE A	+2.99
02 LIGA PORTUGAL**	+2.55
03 LIGUE 1	+2.29
04 LALIGA**	+2.10
05 BUNDESLIGA**	+1.36
06 CHAMPIONSHIP	+1.31
07 PREMIER LEAGUE	+1.30
08 LIGUE 2	+1.15
09 LEGA B	+1.03

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

IQUII SPORT

SOCIAL Grown up



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

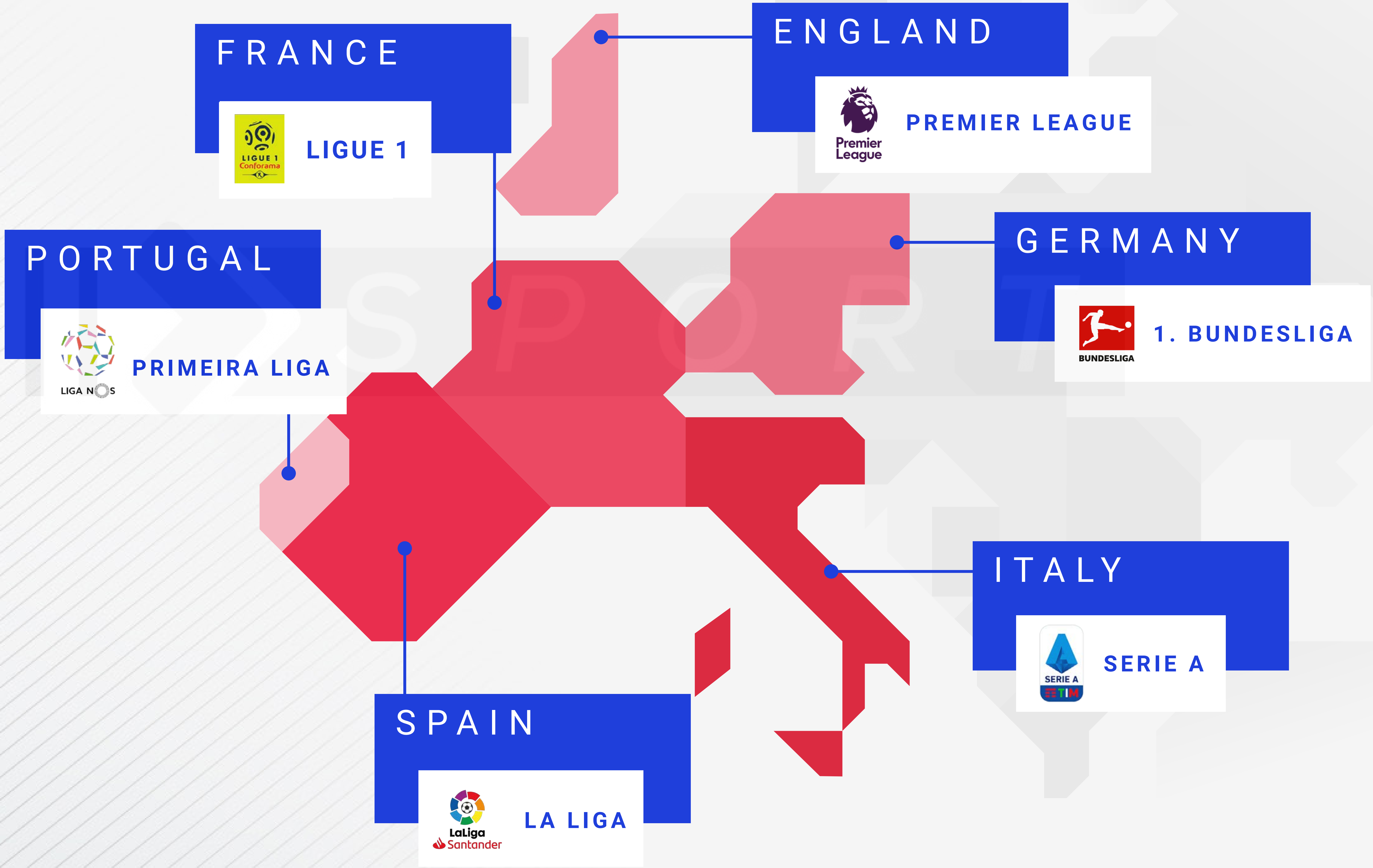
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

Countries included in the players' analysis

EUROPE

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



FRANCE
LIGUE 1

ENGLAND
PREMIER LEAGUE

PORTUGAL
PRIMEIRA LIGA

GERMANY
1. BUNDESLIGA

ITALY
SERIE A

SPAIN
LA LIGA

LAST UPDATE NOV 2019

Overview about the TOP 20 players

IQUII SPORT

PLAYERS Facebook

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

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •		% VAR*
01		CRISTIANO RONALDO	122.0 M	=	-0.08
02		LIONEL MESSI	90.0 M	=	-0.04
03		NEYMAR	60.2 M	=	-0.19
04		JAMES RODRÍGUEZ	32.2 M	=	-0.15
05		MESUT ÖZIL	31.0 M	=	-0.12
06		GARETH BALE	28.1 M	=	-0.16
07		DAVID LUIZ	24.5 M	=	-0.19
08		SERGIO RAMOS	23.4 M	=	-0.11
09		KARIM BENZEMA	22.5 M	=	-0.15
10		MARCELO	19.7 M	=	-0.10
11		GERARD PIQUÉ	18.6 M	=	-0.18
12		LUIS SUÁREZ	18.4 M	=	-0.15
13		MARCO REUS	12.9 M	=	-0.21
14		TONI KROOS	12.3 M	=	-0.10
15		MOHAMED SALAH	12.3 M	=	+0.22
16		SERGIO AGÜERO	10.9 M	=	-0.02
17		PEPE	10.7 M	=	-0.24
18		MARIO GÖTZE	10.0 M	=	-0.24
19		EDEN HAZARD	9.9 M	=	+0.09
20		MARIO BALOTELLI	9.7 M	=	-0.14

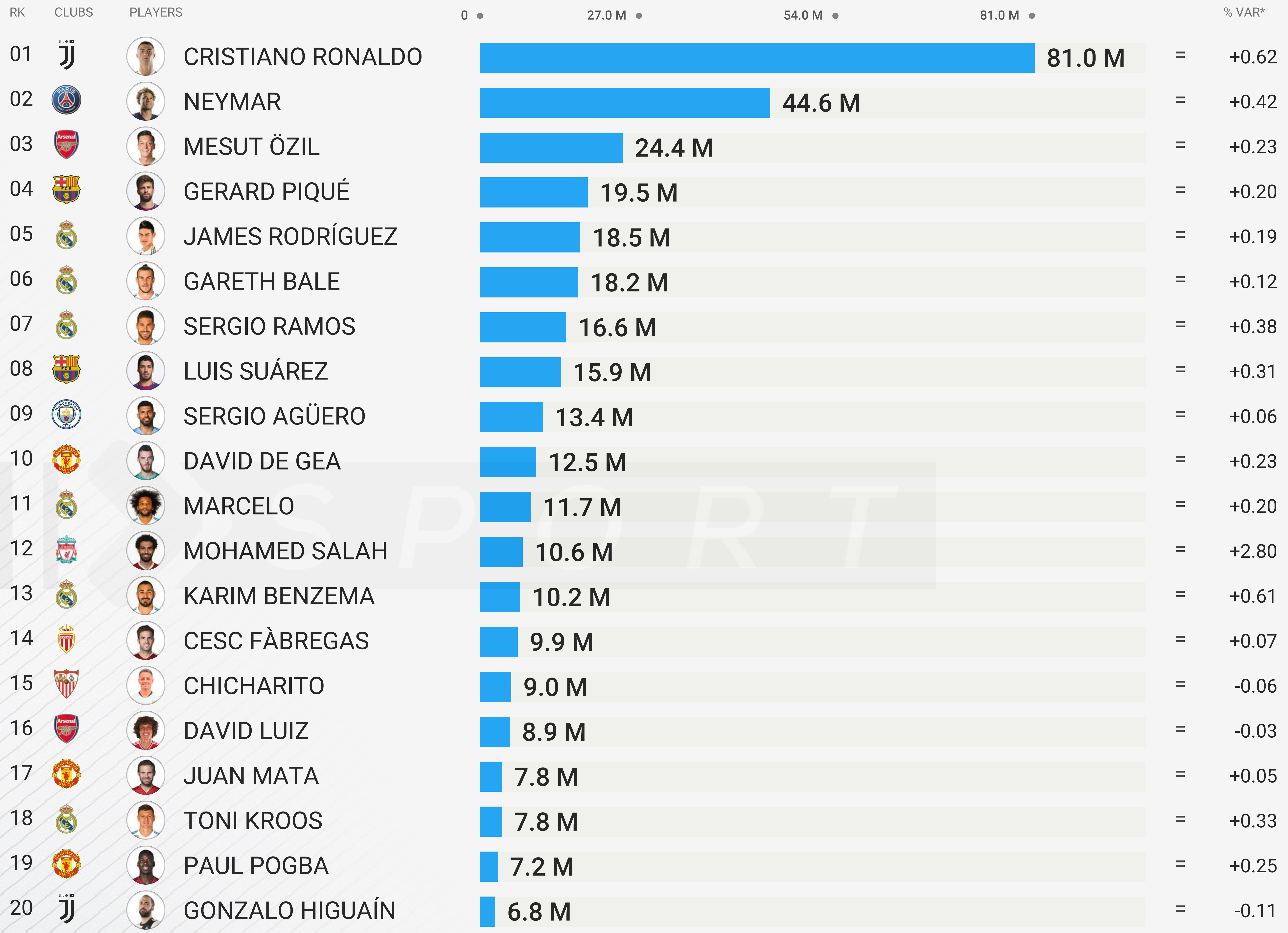
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Twitter

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



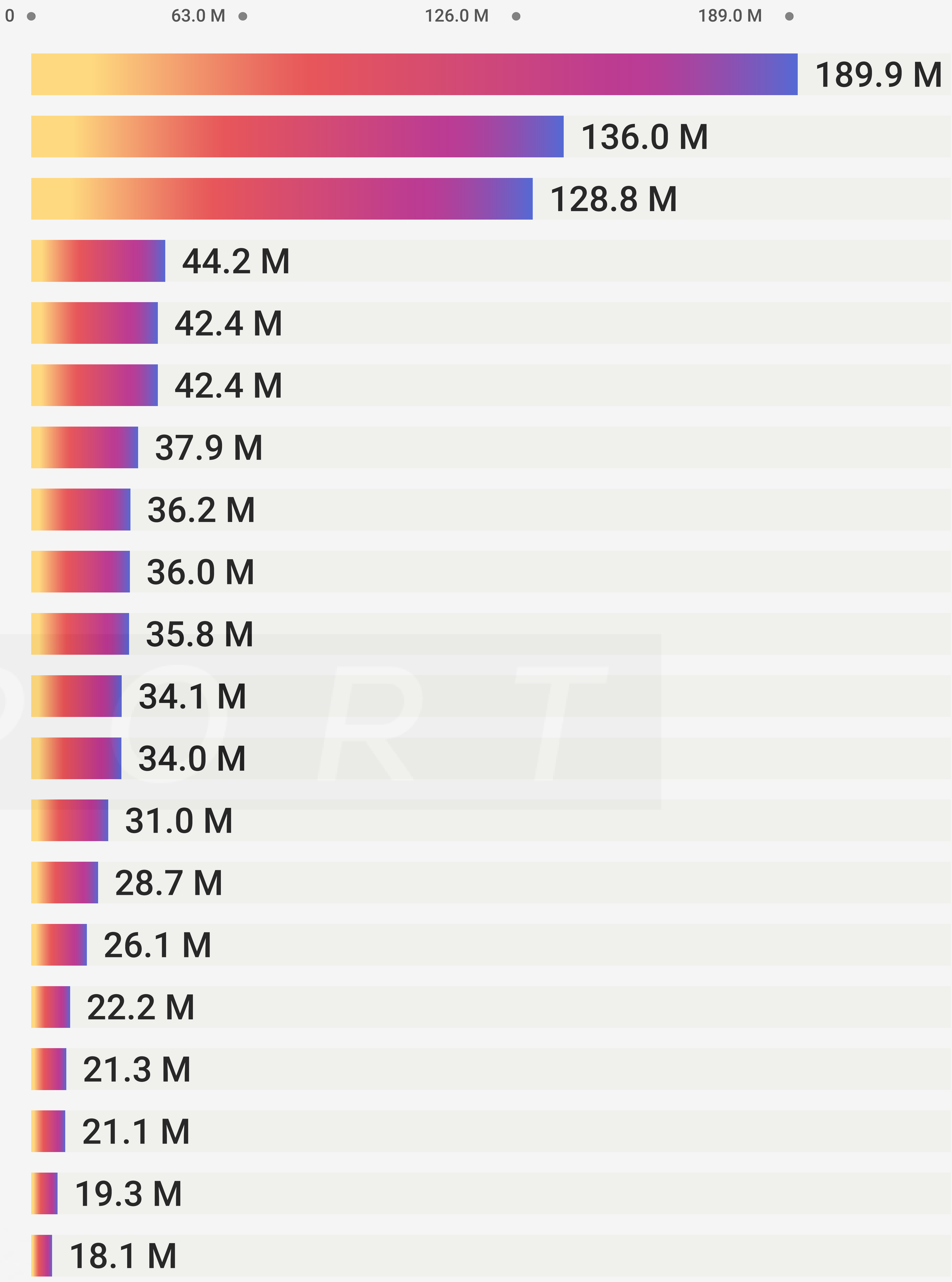
RK	CLUBS	PLAYERS			% VAR*
01		CRISTIANO RONALDO	81.0 M	=	+0.62
02		NEYMAR	44.6 M	=	+0.42
03		MESUT ÖZIL	24.4 M	=	+0.23
04		GERARD PIQUÉ	19.5 M	=	+0.20
05		JAMES RODRÍGUEZ	18.5 M	=	+0.19
06		GARETH BALE	18.2 M	=	+0.12
07		SERGIO RAMOS	16.6 M	=	+0.38
08		LUIS SUÁREZ	15.9 M	=	+0.31
09		SERGIO AGÜERO	13.4 M	=	+0.06
10		DAVID DE GEA	12.5 M	=	+0.23
11		MARCELO	11.7 M	=	+0.20
12		MOHAMED SALAH	10.6 M	=	+2.80
13		KARIM BENZEMA	10.2 M	=	+0.61
14		CESC FÀBREGAS	9.9 M	=	+0.07
15		CHICHARITO	9.0 M	=	-0.06
16		DAVID LUIZ	8.9 M	=	-0.03
17		JUAN MATA	7.8 M	=	+0.05
18		TONI KROOS	7.8 M	=	+0.33
19		PAUL POGBA	7.2 M	=	+0.25
20		GONZALO HIGUAÍN	6.8 M	=	-0.11

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

PLAYERS Instagram

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



RK	CLUBS	PLAYERS			% VAR*
01		CRISTIANO RONALDO	189.9 M	=	+1.96
02		LIONEL MESSI	136.0 M	=	+2.01
03		NEYMAR	128.8 M	=	+1.38
04		JAMES RODRÍGUEZ	44.2 M	=	+0.88
05		GARETH BALE	42.4 M	=	+0.73
06		MARCELO	42.4 M	=	+1.29
07		PAUL POGBA	37.9 M	=	+0.58
08		LUIS SUÁREZ	36.2 M	=	+1.10
09		SERGIO RAMOS	36.0 M	=	+1.26
10		KYLIAN MBAPPÉ	35.8 M	=	+2.00
11		PAULO DYBALA	34.1 M	=	+1.80
12		MOHAMED SALAH	34.0 M	=	+2.34
13		KARIM BENZEMA	31.0 M	=	+1.22
14		ANTOINE GRIEZMANN	28.7 M	=	+0.90
15		EDEN HAZARD	26.1 M	=	+1.31
16		TONI KROOS	22.2 M	=	+0.65
17		PHILIPPE COUTINHO	21.3 M	=	+0.43
18		MESUT ÖZIL	21.1 M	=	+0.30
19		DAVID LUIZ	19.3 M	=	+0.23
20		ISCO	18.1 M	=	+0.33

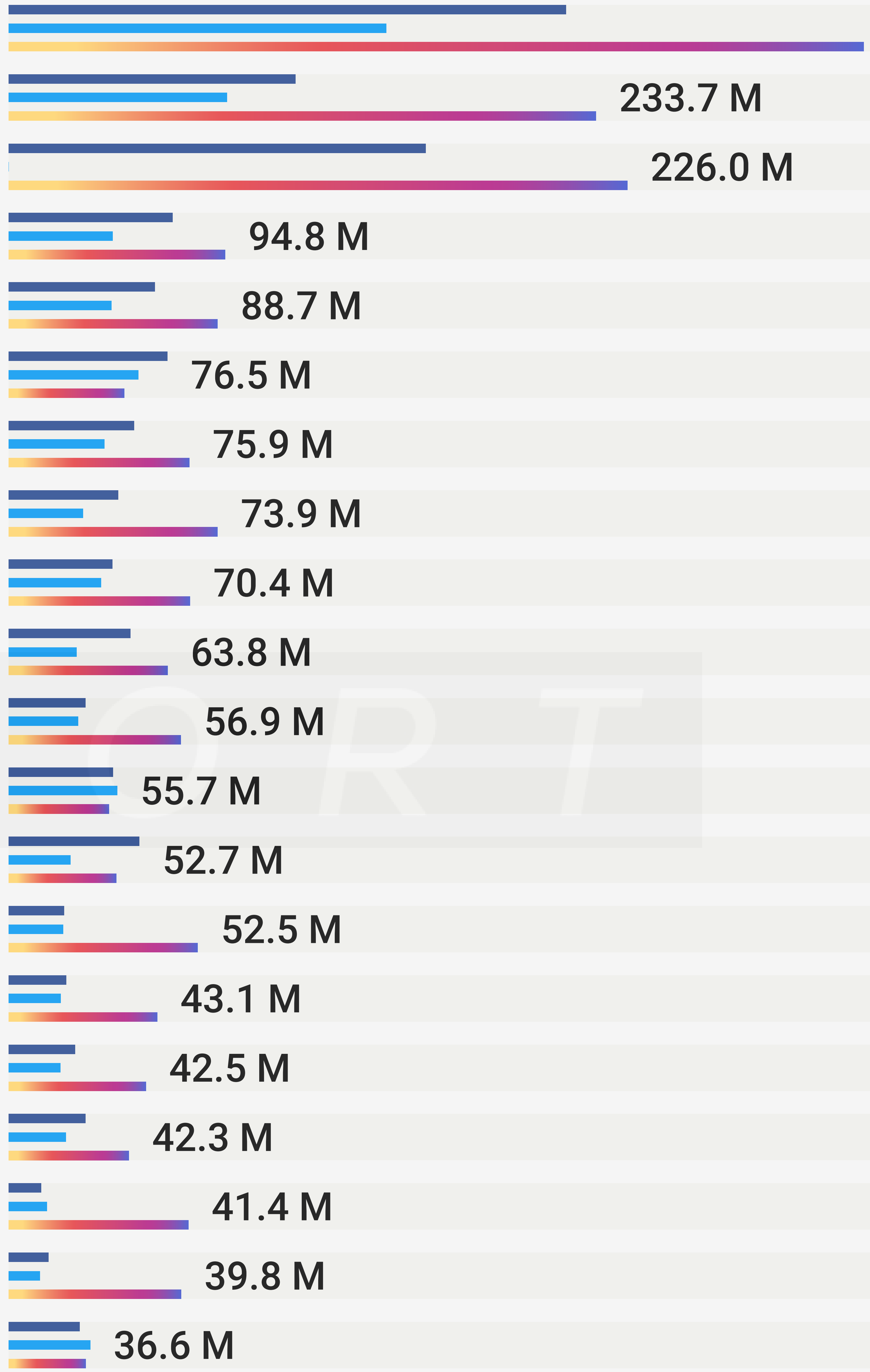
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Social

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



RK	CLUBS	PLAYERS	0 · 63.0 M · 126.0 M · 189.0 M ·		% VAR*
01		CRISTIANO RONALDO	392.9 M	=	+1.04
02		NEYMAR	233.7 M	=	+0.79
03		LIONEL MESSI	226.0 M	=	+1.18
04		JAMES RODRÍGUEZ	94.8 M	=	+0.39
05		GARETH BALE	88.7 M	=	+0.32
06		MESUT ÖZIL	76.5 M	=	+0.11
07		SERGIO RAMOS	75.9 M	=	+0.64
08		MARCELO	73.9 M	=	+0.74
09		LUIS SUÁREZ	70.4 M	=	+0.59
10		KARIM BENZEMA	63.8 M	=	+0.63
11		MOHAMED SALAH	56.9 M	=	+1.96
12		GERARD PIQUÉ	55.7 M	=	+0.08
13		DAVID LUIZ	52.7 M	=	-0.01
14		PAUL POGBA	52.5 M	=	+0.44
15		ANTOINE GRIEZMANN	43.1 M	=	+0.70
16		EDEN HAZARD	42.5 M	=	+0.91
17		TONI KROOS	42.3 M	=	+0.38
18		KYLIAN MBAPPÉ	41.4 M	=	+2.08
19		PAULO DYBALA	39.8 M	=	+1.74
20		SERGIO AGÜERO	36.6 M	=	+0.07

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

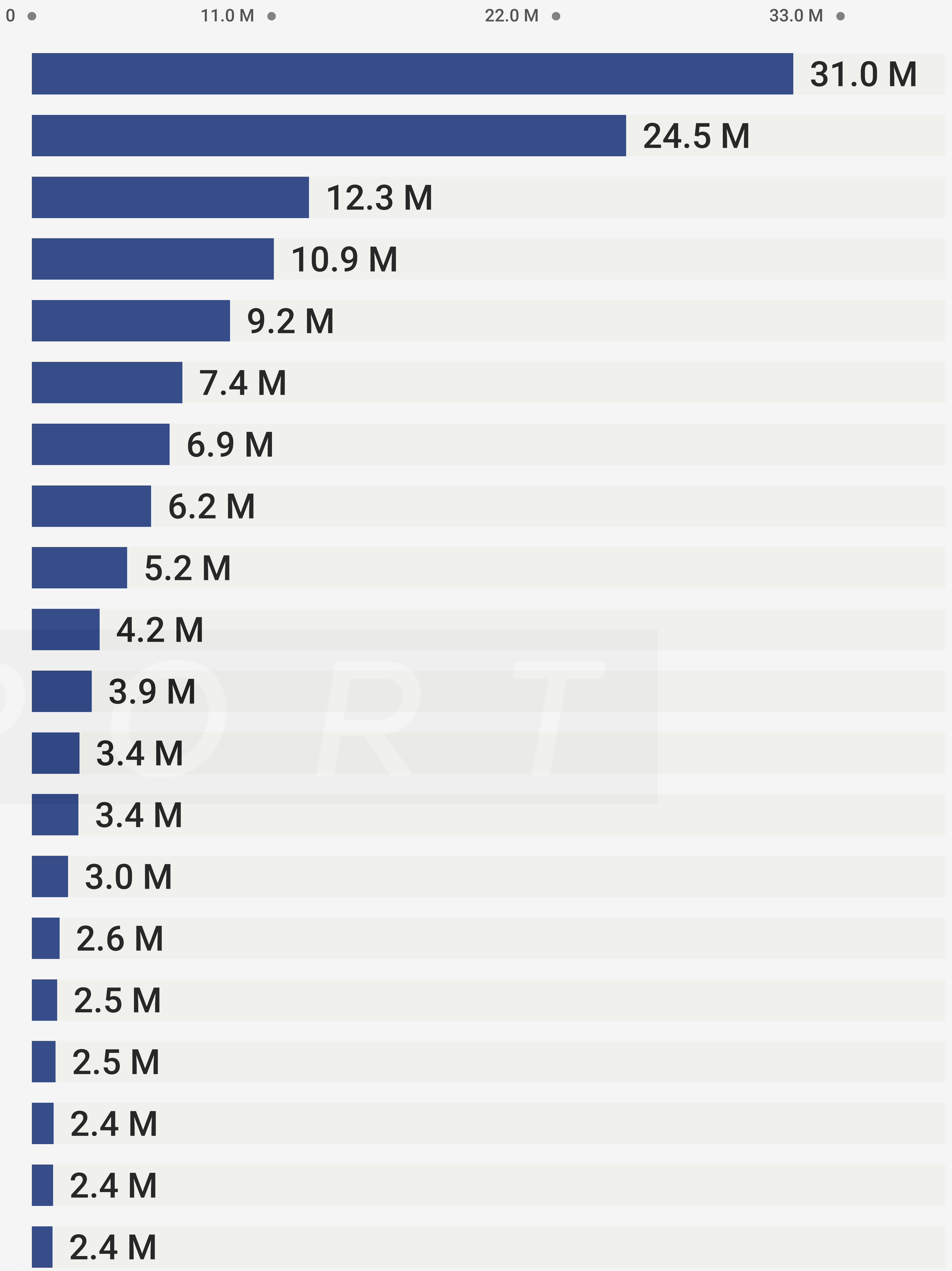
Overview about the **TOP 20** Premier League players

LAST UPDATE
NOV 2019

IQUII SPORT

PLAYERS Facebook

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



RK	CLUBS	PLAYERS			% VAR*
01		MESUT ÖZIL	31.0 M	=	-0.12
02		DAVID LUIZ	24.5 M	=	-0.19
03		MOHAMED SALAH	12.3 M	=	+0.22
04		SERGIO AGÜERO	10.9 M	=	-0.02
05		JUAN MATA	9.2 M	=	-0.21
06		PAUL POGBA	7.4 M	=	-0.08
07		DAVID DE GEA	6.9 M	=	-0.02
08		WILLIAN	6.2 M	=	-0.08
09		PEDRO	5.2 M	=	-0.17
10		THEO WALCOTT	4.2 M	=	-0.22
11		JACK WILSHERE	3.9 M	=	-0.21
12		KEVIN DE BRUYNE	3.4 M	=	+0.26
13		LUCAS MOURA	3.4 M	=	-0.25
14		CÉSAR AZPILICUETA	3.0 M	=	-0.03
15		ILKAY GÜNDOGAN	2.6 M	=	-0.19
16		OXLADE-CHAMBERLAIN	2.5 M	=	+0.15
17		ASHLEY YOUNG	2.5 M	=	-0.10
18		OLIVIER GIROUD	2.4 M	=	-0.13
19		DAVID SILVA	2.4 M	=	-0.22
20		BERNARD	2.4 M	=	-0.20

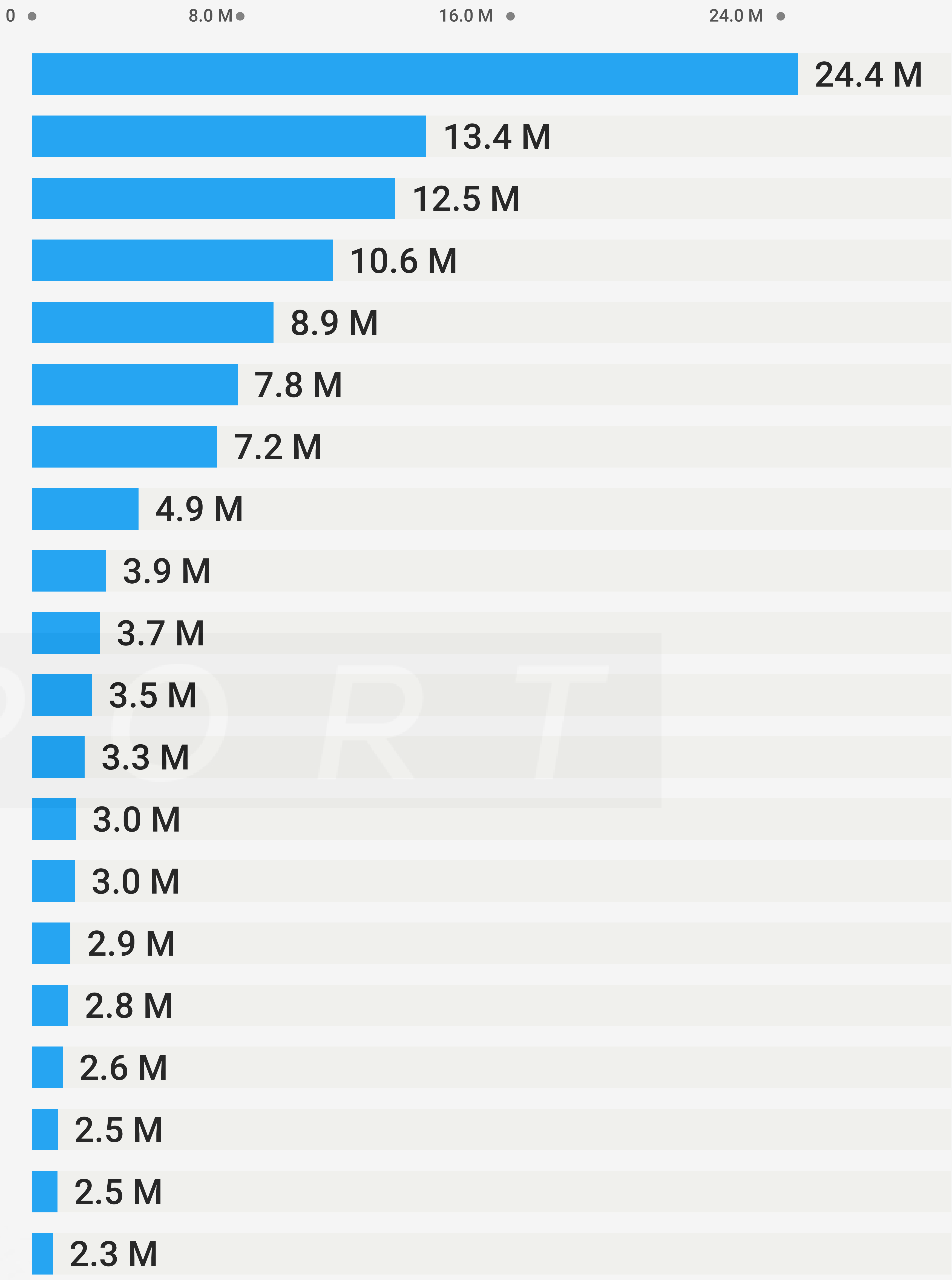
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Twitter

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



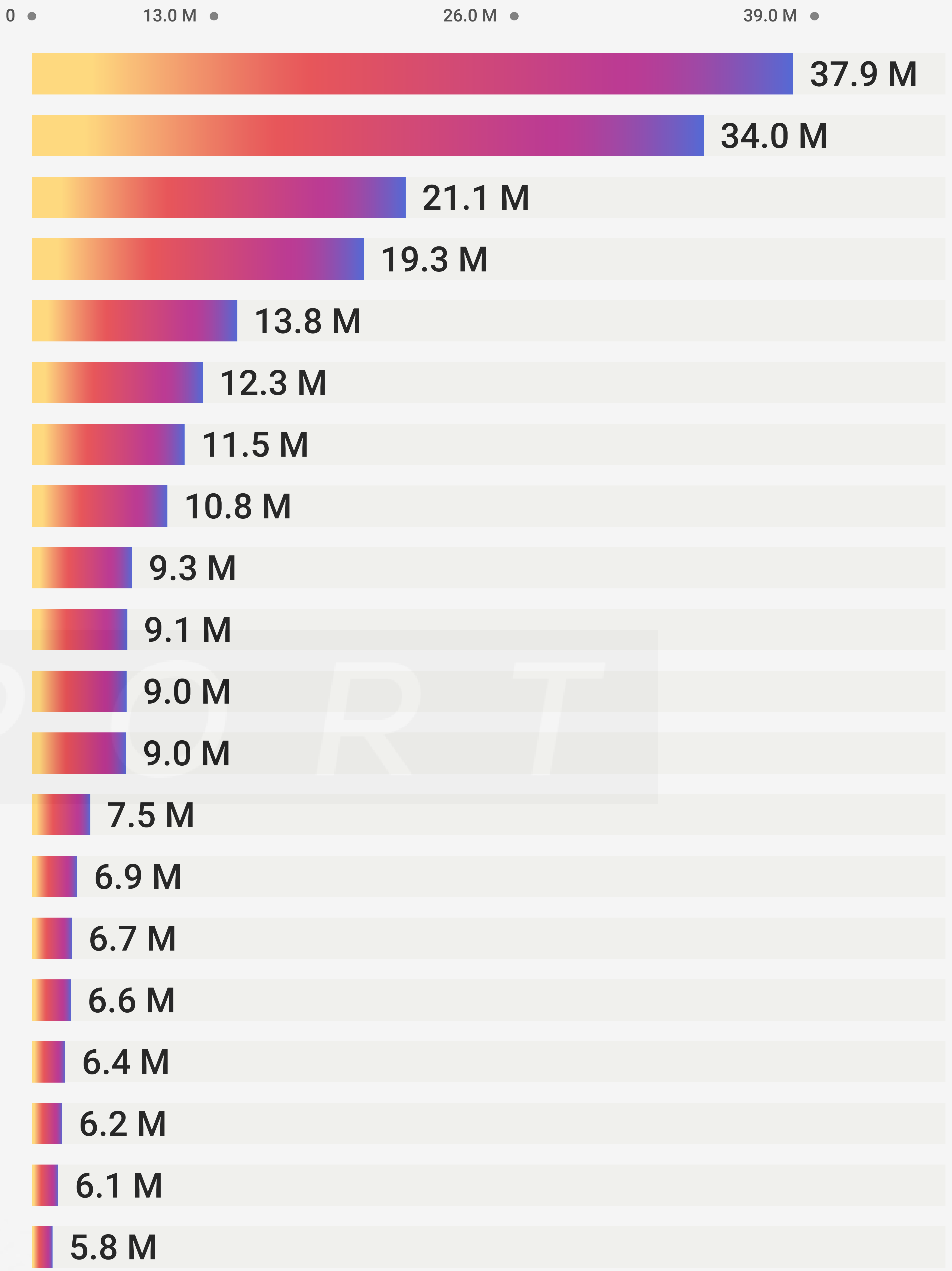
RK	CLUBS	PLAYERS			% VAR*
01		MESUT ÖZIL	24.4 M	=	+0.23
02		SERGIO AGÜERO	13.4 M	=	+0.06
03		DAVID DE GEA	12.5 M	=	+0.23
04		MOHAMED SALAH	10.6 M	=	+2.80
05		DAVID LUIZ	8.9 M	=	-0.03
06		JUAN MATA	7.8 M	=	+0.05
07		PAUL POGBA	7.2 M	=	+0.25
08		PEDRO	4.9 M	=	+0.10
09		DAVID SILVA	3.9 M	=	+0.15
10		JACK WILSHERE	3.7 M	=	+0.03
11		WILLIAN	3.5 M	=	+0.34
12		RAÚL JIMÉNEZ	3.3 M	=	+0.21
13		OXLADE-CHAMBERLAIN	3.0 M	▲ +1	+0.85
14		LUCAS MOURA	3.0 M	▼ -1	-0.06
15		PABLO ZABALETA	2.9 M	=	-0.11
16		HARRY KANE	2.8 M	=	+0.58
17		OLIVIER GIROUD	2.6 M	=	+0.21
18		AHMED ELMOHAMADY	2.5 M	=	+0.65
19		ASHLEY YOUNG	2.5 M	=	+0.46
20		THEO WALCOTT	2.3 M	=	+0.05

*[from October 15, 2019 to November 15, 2019]

IQUII SPORT

PLAYERS Instagram

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



RK	CLUBS	PLAYERS			% VAR*
01	Manchester United	PAUL POGBA	37.9 M	=	+0.58
02	Liverpool	MOHAMED SALAH	34.0 M	=	+2.34
03	Arsenal	MESUT ÖZIL	21.1 M	=	+0.30
04	Arsenal	DAVID LUIZ	19.3 M	=	+0.23
05	Manchester City	GABRIEL JESUS	13.8 M	=	+0.66
06	Manchester City	SERGIO AGÜERO	12.3 M	=	+0.17
07	Liverpool	ROBERTO FIRMINO	11.5 M	=	+1.99
08	Manchester United	DAVID DE GEA	10.8 M	=	+0.34
09	Manchester City	KEVIN DE BRUYNE	9.3 M	=	+1.00
10	Tottenham Hotspur	HARRY KANE	9.1 M	=	+0.31
11	Chelsea	WILLIAN	9.0 M	=	+0.27
12	Arsenal	AUBAMEYANG	9.0 M	=	+0.50
13	Manchester United	MARCUS RASHFORD	7.5 M	=	+2.67
14	Liverpool	VIRGIL VAN DIJK	6.9 M	▲ +2	+6.81
15	Tottenham Hotspur	DELE ALLI	6.7 M	▼ -1	+0.10
16	Manchester United	JESSE LINGARD	6.6 M	▼ -1	+0.01
17	Chelsea	N'GOLO KANTÉ	6.4 M	=	+0.91
18	Manchester City	RAHEEM STERLING	6.2 M	=	+2.92
19	Manchester City	CLAUDIO BRAVO	6.1 M	=	+0.72
20	Liverpool	ALISSON	5.8 M	=	+1.67

*[from October 15, 2019 to November 15, 2019]

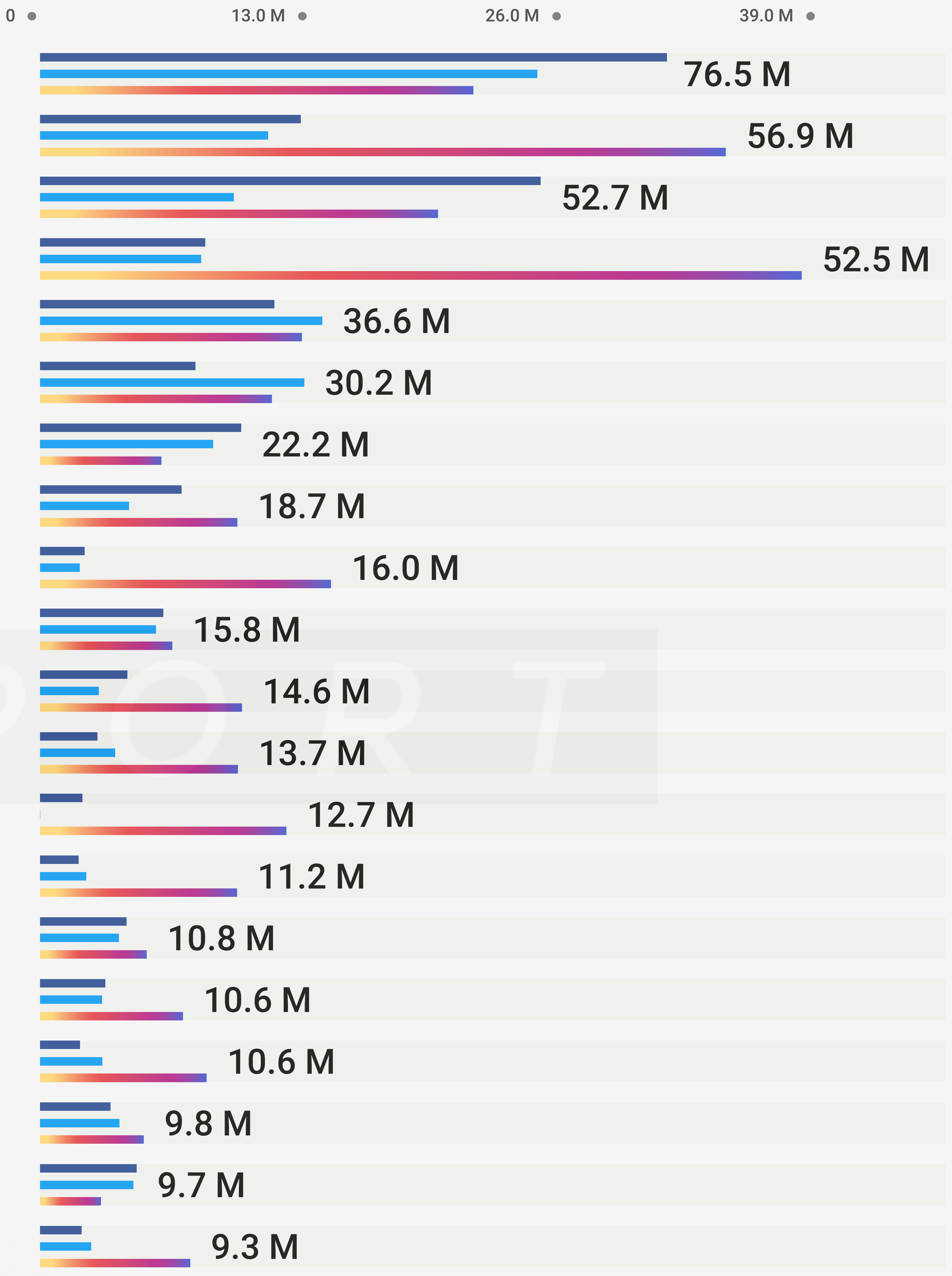
LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS

Premier League

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

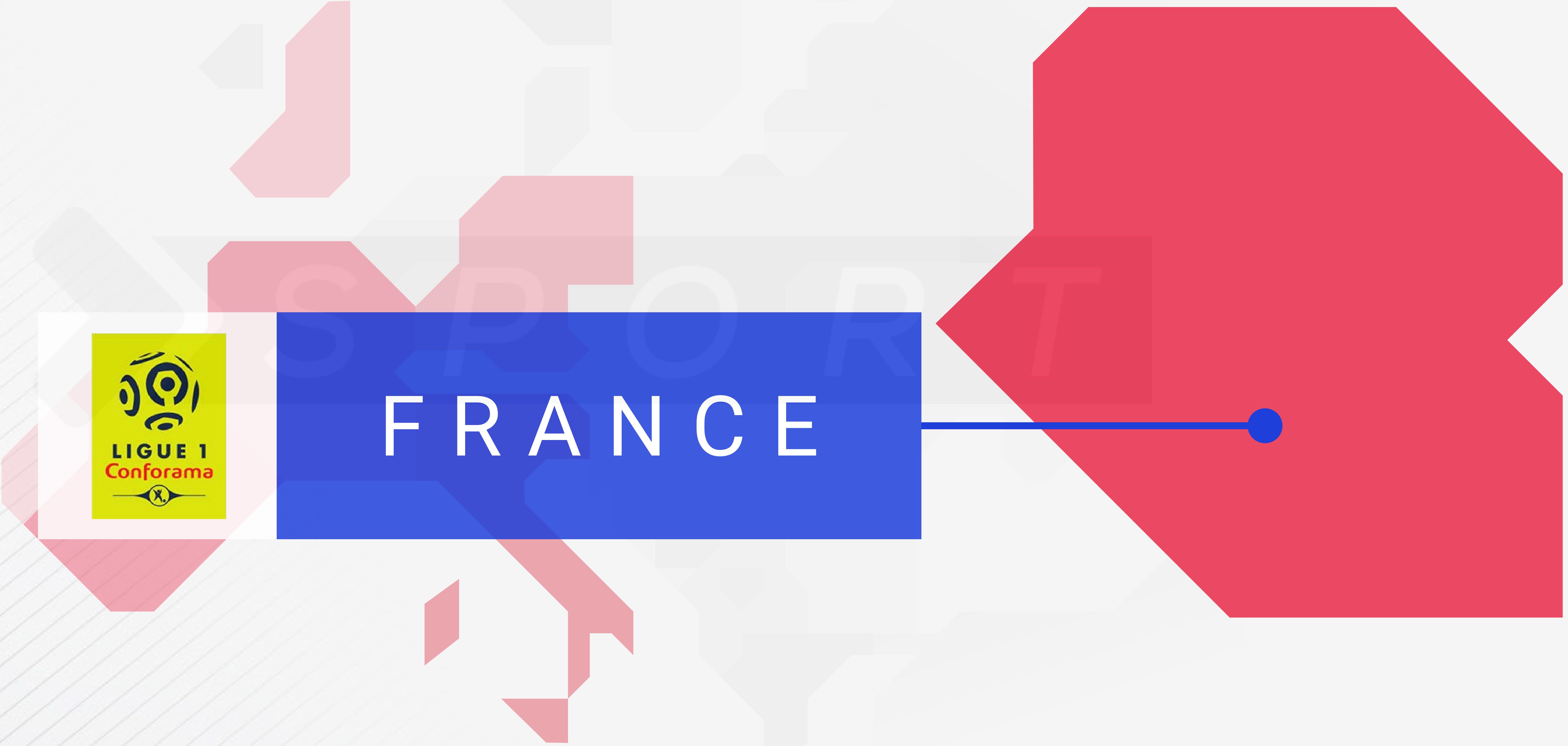


RK	CLUBS	PLAYERS			% VAR*
01		MESUT ÖZIL	76.5 M	=	+0.11
02		MOHAMED SALAH	56.9 M	=	+1.96
03		DAVID LUIZ	52.7 M	=	-0.01
04		PAUL POGBA	52.5 M	=	+0.44
05		SERGIO AGÜERO	36.6 M	=	+0.07
06		DAVID DE GEA	30.2 M	=	+0.21
07		JUAN MATA	22.2 M	=	-0.04
08		WILLIAN	18.7 M	=	+0.17
09		GABRIEL JESUS	16.0 M	=	+0.65
10		PEDRO	15.8 M	=	+0.02
11		KEVIN DE BRUYNE	14.6 M	=	+0.91
12		HARRY KANE	13.7 M	=	+0.41
13		ROBERTO FIRMINO	12.7 M	=	+1.95
14		AUBAMEYANG	11.2 M	=	+0.72
15		LUCAS MOURA	10.8 M	=	-0.22
16		RAHEEM STERLING	10.6 M	=	+2.88
17		MARCUS RASHFORD	10.6 M	=	+3.04
18		OXLADE-CHAMBERLAIN	9.8 M	=	+0.90
19		JACK WILSHERE	9.7 M	=	-0.14
20		JESSE LINGARD	9.3 M	=	+0.40

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

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



FRANCE

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	PARIS	NEYMAR	60.2 M	=	-0.19
02		CESC FÀBREGAS	6.9 M	=	-0.21
03	PARIS	KEYLOR NAVAS	6.3 M	=	-0.19
04	PARIS	EDINSON CAVANI	4.9 M	=	-0.07
05	PARIS	ÁNGEL DI MARÍA	3.4 M	=	+0.13
06	OL	MEMPHIS DEPAY	2.9 M	=	-0.08
07	PARIS	KYLIAN MBAPPÉ	2.2 M	=	+1.35
08	PARIS	MARCO VERRATTI	2.1 M	=	+0.02
09	PARIS	JULIAN DRAXLER	1.9 M	=	-0.16
10		RYAD BOUDEBOUZ	1.8 M	=	-0.33
11		DANTE	1.4 M	=	-0.21
12	PARIS	ANDER HERRERA	1.1 M	=	-0.19
13	OL	RAFAEL	865.8 K	=	-0.20
14		LAURENT KOSCIELNY	811.8 K	=	-0.46
15	PARIS	MARQUINHOS	779.0 K	=	-0.21
16		ISLAM SLIMANI	729.7 K	=	+0.18
17	LOSC	RENATO SANCHES	614.8 K	=	-0.34
18	PARIS	MAURO ICARDI	611.3 K	=	+0.41
19		KEVIN STROOTMAN	606.6 K	=	-0.29
20		YAYA SANOGO	560.0 K	=	-0.24

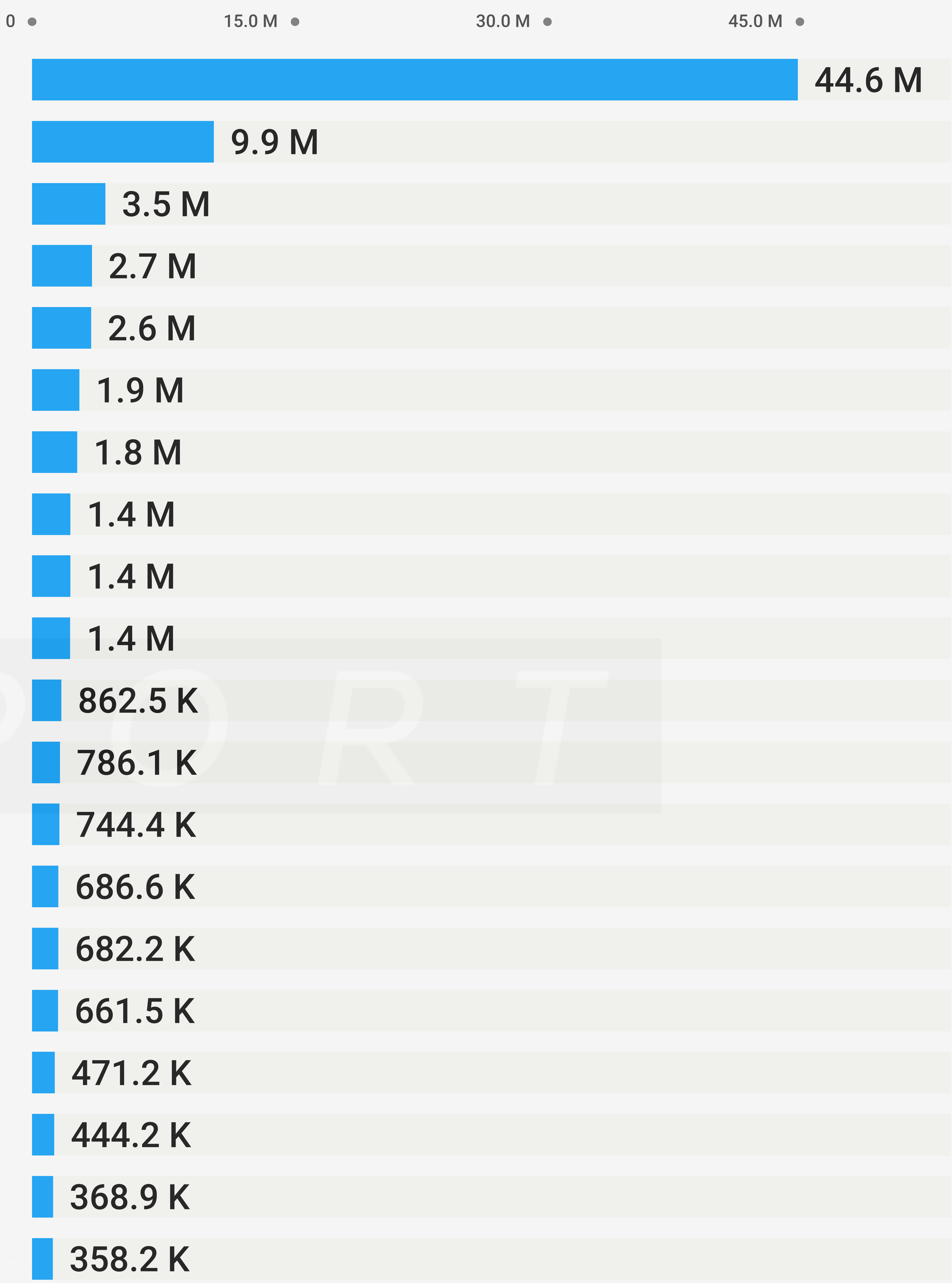
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Twitter

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



RK	CLUBS	PLAYERS			% VAR*
01		NEYMAR	44.6 M	=	+0.42
02		CESC FÀBREGAS	9.9 M	=	+0.07
03		KYLIAN MBAPPÉ	3.5 M	=	+3.44
04		ANDER HERRERA	2.7 M	=	+0.31
05		KEYLOR NAVAS	2.6 M	=	+0.38
06		EDINSON CAVANI	1.9 M	=	+0.25
07		DANTE	1.8 M	=	-0.13
08		ISLAM SLIMANI	1.4 M	=	+0.44
09		MAURO ICARDI	1.4 M	=	+0.08
10		MEMPHIS DEPAY	1.4 M	=	+0.81
11		FLORIAN THAUVIN	862.5 K	=	+0.85
12		LAURENT KOSCIELNY	786.1 K	=	+0.01
13		YOHAN CABAYE	744.4 K	=	-0.17
14		KEVIN STROOTMAN	686.6 K	=	+0.08
15		MATHIEU DEBUCHY	682.2 K	=	-0.22
16		DIMITRI PAYET	661.5 K	=	+0.42
17		DARÍO BENEDETTO	471.2 K	=	+0.28
18		STEVE MANDANDA	444.2 K	=	+0.85
19		CLÉMENT GRENIER	368.9 K	=	-0.15
20		THOMAS MEUNIER	358.2 K	=	+0.79

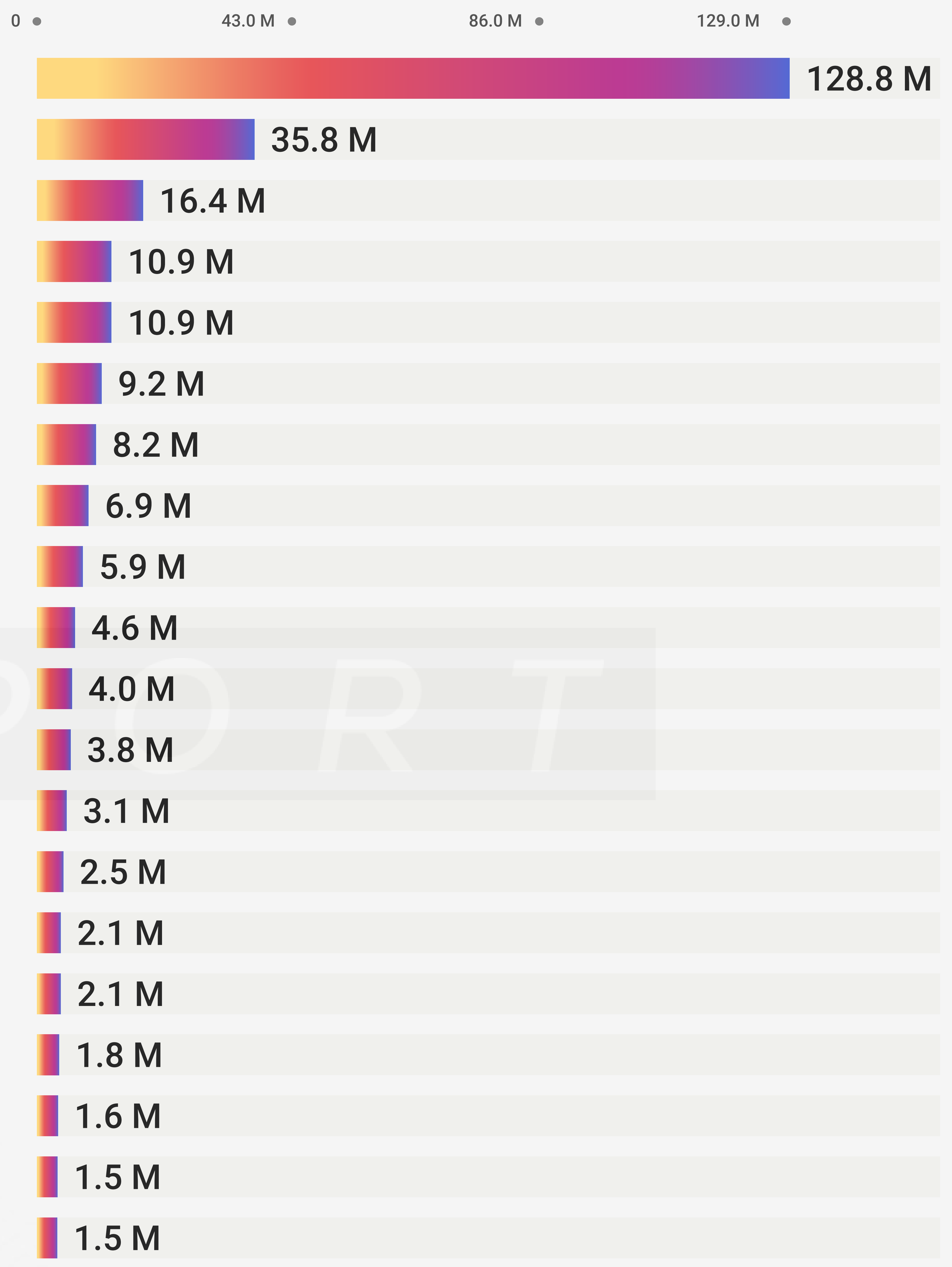
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE
NOV 2019

IQUII SPORT

PLAYERS Instagram

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



RK	CLUBS	PLAYERS			% VAR*
01		NEYMAR	128.8 M	=	+1.38
02		KYLIAN MBAPPÉ	35.8 M	=	+2.00
03		THIAGO SILVA	16.4 M	=	+0.54
04		CESC FÀBREGAS	10.9 M	=	+0.19
05		ÁNGEL DI MARÍA	10.9 M	=	+1.79
06		KEYLOR NAVAS	9.2 M	=	+1.15
07		MEMPHIS DEPAY	8.2 M	=	+2.95
08		EDINSON CAVANI	6.9 M	=	+0.03
09		MAURO ICARDI	5.9 M	=	+4.00
10		MARCO VERRATTI	4.6 M	=	+1.62
11		JULIAN DRAXLER	4.0 M	=	-0.36
12		ANDER HERRERA	3.8 M	=	+0.67
13		MARQUINHOS	3.1 M	=	+0.27
14		PRESNEL KIMPEMBE	2.5 M	=	+1.25
15		RENATO SANCHES	2.1 M	=	-0.03
16		DARÍO BENEDETTO	2.1 M	=	+0.35
17		DIMITRI PAYET	1.8 M	=	+0.22
18		YOUCEF ATAL	1.6 M	=	+3.51
19		LAURENT KOSCIELNY	1.5 M	=	-0.69
20		ADAM OUNAS	1.5 M	=	+0.63

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS

TOP20

RK	CLUBS	PLAYERS	0 • 43.0 M • 86.0 M • 129.0 M •		% VAR*
01	PARIS	NEYMAR	233.7 M	=	+0.79
02	PARIS	KYLIAN MBAPPÉ	41.4 M	=	+2.08
03		CESC FÀBREGAS	27.8 M	=	+0.05
04	PARIS	KEYLOR NAVAS	18.1 M	=	+0.57
05	PARIS	THIAGO SILVA	16.7 M	=	+0.61
06	PARIS	ÁNGEL DI MARÍA	14.3 M	=	+1.39
07	PARIS	EDINSON CAVANI	13.7 M	=	+0.02
08	OL	MEMPHIS DEPAY	12.5 M	=	+1.99
09	PARIS	MAURO ICARDI	7.9 M	=	+3.00
10	PARIS	ANDER HERRERA	7.6 M	=	+0.42
11	PARIS	MARCO VERRATTI	6.9 M	=	+1.06
12	PARIS	JULIAN DRAXLER	5.9 M	=	-0.30
13	PARIS	MARQUINHOS	4.3 M	=	+0.24
14	OGC NICE	DANTE	4.1 M	=	-0.13
15	GIRONDINS	LAURENT KOSCIELNY	3.1 M	=	-0.46
16		ISLAM SLIMANI	3.1 M	=	+1.15
17	PARIS	PRESNEL KIMPEMBE	2.9 M	=	+1.40
18	LOSC	RENATO SANCHES	2.8 M	=	-0.11
19		DARÍO BENEDETTO	2.6 M	=	+0.34
20		DIMITRI PAYET	2.6 M	=	+0.25

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

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

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

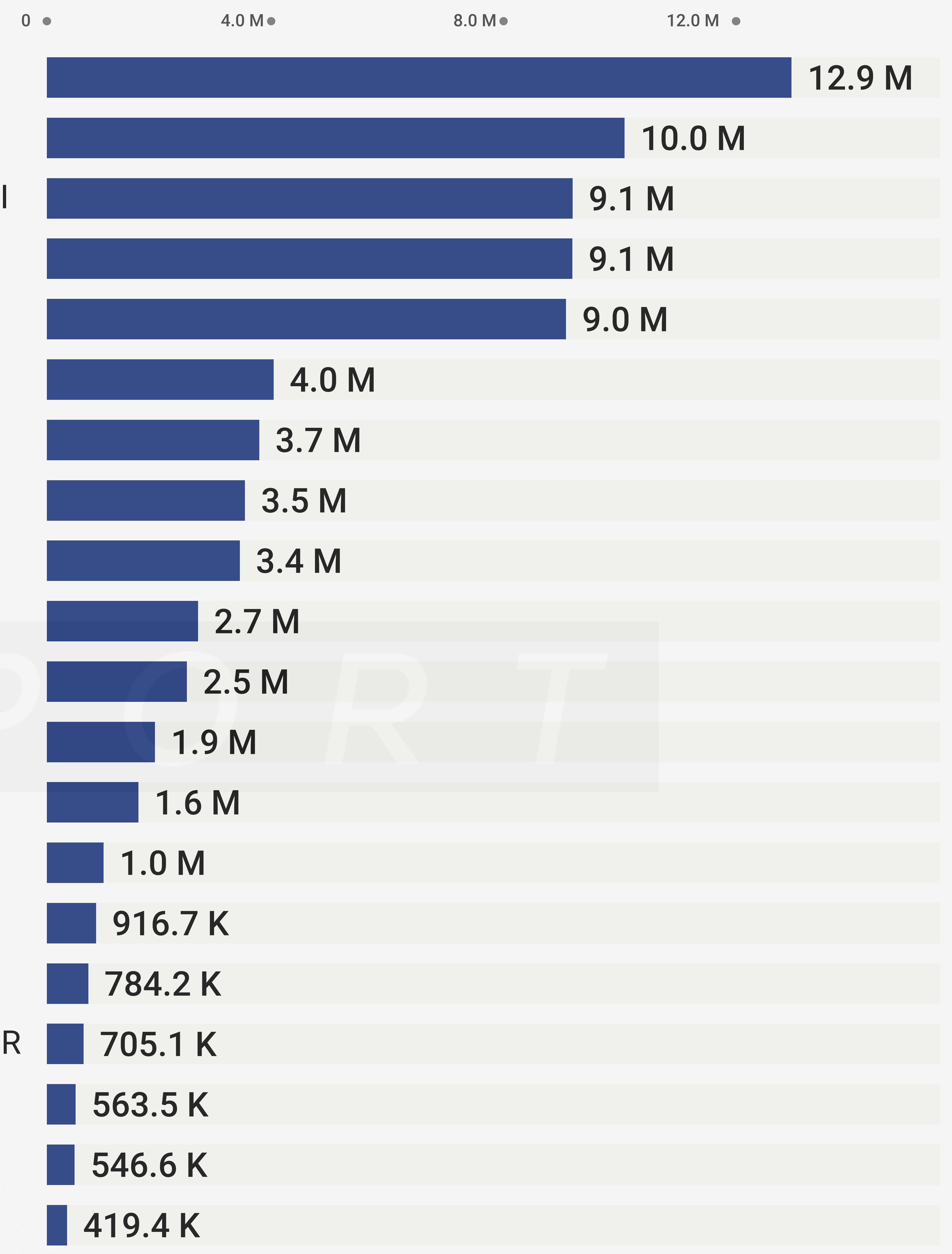
GERMANY

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Facebook

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



RK	CLUBS	PLAYERS			% VAR*
01	BVB 09	MARCO REUS	12.9 M	=	-0.21
02	BVB 09	MARIO GÖTZE	10.0 M	=	-0.24
03	FC BAYERN MÜNCHEN	ROBERT LEWANDOWSKI	9.1 M	▲ +1	-0.11
04	FC BAYERN MÜNCHEN	THOMAS MÜLLER	9.1 M	▼ -1	-0.24
05	FC BAYERN MÜNCHEN	MANUEL NEUER	9.0 M	=	-0.17
06	BVB 09	MATS HUMMELS	4.0 M	=	-0.24
07	FC BAYERN MÜNCHEN	JÉRÔME BOATENG	3.7 M	=	-0.30
08	FC BAYERN MÜNCHEN	DAVID ALABA	3.5 M	=	-0.19
09	FC BAYERN MÜNCHEN	THIAGO	3.4 M	=	-0.24
10	W	NURI SAHIN	2.7 M	=	-0.28
11	FC BAYERN MÜNCHEN	PHILIPPE COUTINHO	2.5 M	=	-0.32
12	FC BAYERN MÜNCHEN	JAVI MARTÍNEZ	1.9 M	=	-0.18
13	BVB 09	LUKASZ PISZCZEK	1.6 M	=	-0.26
14	1.FC UNION	NEVEN SUBOTIC	1.0 M	=	-0.31
15	BVB 09	MARCEL SCHMELZER	916.7 K	=	-0.26
16	BVB 09	AXEL WITSEL	784.2 K	=	-0.09
17	FCA	STEPHAN LICHTSTEINER	705.1 K	=	-0.29
18	FC BAYERN MÜNCHEN	SERGE GNABRY	563.5 K	=	+0.56
19	FC BAYERN MÜNCHEN	JOSHUA KIMMICH	546.6 K	=	+0.19
20	FC BAYERN MÜNCHEN	KINGSLEY COMAN	419.4 K	=	-0.14

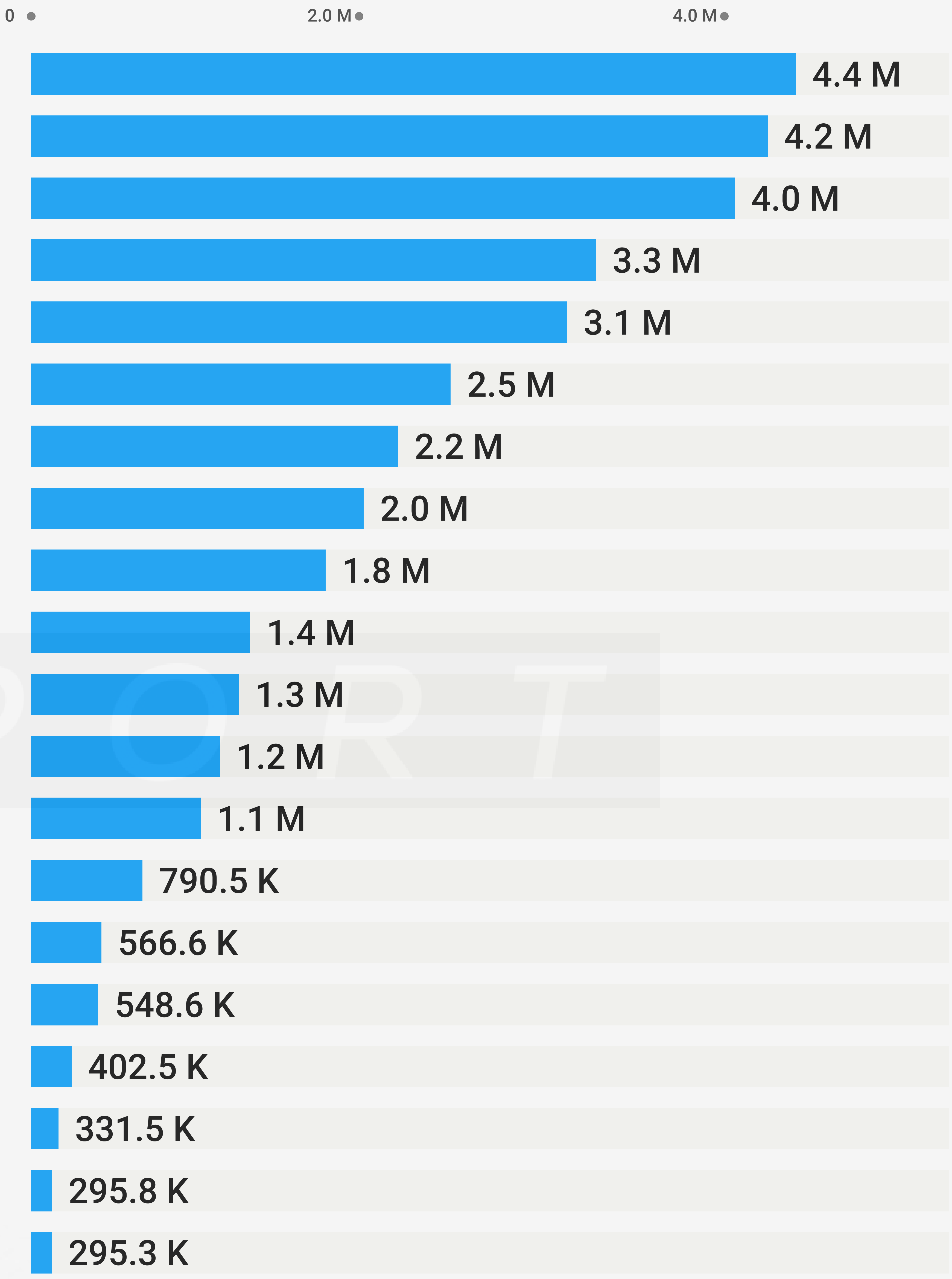
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Twitter

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



RK	CLUBS	PLAYERS			% VAR*
01	BVB 09	MARIO GÖTZE	4.4 M	=	-0.06
02	FC BAYERN MÜNCHEN	THOMAS MÜLLER	4.2 M	=	+0.06
03	FC BAYERN MÜNCHEN	MANUEL NEUER	4.0 M	=	-0.13
04	FC BAYERN MÜNCHEN	THIAGO	3.3 M	=	-0.04
05	BVB 09	MARCO REUS	3.1 M	=	+0.02
06	FC BAYERN MÜNCHEN	JÉRÔME BOATENG	2.5 M	=	-0.02
07	BVB 09	MATS HUMMELS	2.2 M	=	-0.03
08	FC BAYERN MÜNCHEN	PHILIPPE COUTINHO	2.0 M	=	-0.05
09	FC BAYERN MÜNCHEN	DAVID ALABA	1.8 M	=	+0.09
10	FC BAYERN MÜNCHEN	JAVI MARTÍNEZ	1.4 M	=	-0.06
11	W	NURI SAHIN	1.3 M	=	-0.25
12	FC BAYERN MÜNCHEN	ROBERT LEWANDOWSKI	1.2 M	=	+0.74
13	S04	NABIL BENTALEB	1.1 M	=	+0.07
14	W	CLAUDIO PIZARRO	790.5 K	=	-0.05
15	FC BAYERN MÜNCHEN	SERGE GNABRY	566.6 K	=	+1.01
16	BVB 09	AXEL WITSEL	548.6 K	=	+0.77
17	BAYER 04 LEVERKUSEN	CHARLES ARÁNGUIZ	402.5 K	=	+3.01
18	BVB 09	ACHRAF HAKIMI	331.5 K	=	+1.97
19	BAYER 04 LEVERKUSEN	LUCAS ALARIO	295.8 K	▲ +2	+1.11
20	BVB 09	PACO ALCÁCER	295.3 K	=	-0.12

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Instagram

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

RK	CLUBS	PLAYERS	0 • 7.0 M • 14.0 M • 21.0 M •		% VAR*
01	FC BAYERN MÜNCHEN	PHILIPPE COUTINHO	21.3 M	=	+0.43
02	FC BAYERN MÜNCHEN	ROBERT LEWANDOWSKI	15.9 M	=	+1.24
03	FC BAYERN MÜNCHEN	MANUEL NEUER	10.1 M	=	-0.21
04	BVB 09	MARIO GÖTZE	8.6 M	=	-0.29
05	BVB 09	MARCO REUS	7.8 M	=	+0.28
06	FC BAYERN MÜNCHEN	THOMAS MÜLLER	7.1 M	=	+0.43
07	FC BAYERN MÜNCHEN	JÉRÔME BOATENG	6.1 M	=	+0.14
08	FC BAYERN MÜNCHEN	THIAGO	4.7 M	=	+0.15
09	FC BAYERN MÜNCHEN	DAVID ALABA	4.7 M	=	+0.22
10	BVB 09	MATS HUMMELS	2.8 M	=	+0.51
11	BVB 09	ACHRAF HAKIMI	2.4 M	=	+2.65
12	FC BAYERN MÜNCHEN	JOSHUA KIMMICH	2.4 M	=	+1.42
13	BVB 09	JADON SANCHO	2.3 M	=	+5.49
14	FC BAYERN MÜNCHEN	JAVI MARTÍNEZ	1.9 M	▲ +1	+1.10
15		KEVIN TRAPP	1.9 M	▼ -1	+0.63
16		ANDRÉ SILVA	1.7 M	=	-0.10
17	FC BAYERN MÜNCHEN	BENJAMIN PAVARD	1.7 M	▲ +1	+1.06
18	BVB 09	PACO ALCÁCER	1.7 M	▼ -1	-0.43
19	B	RAMY BENSEBAINI	1.5 M	=	+1.61
20	FC BAYERN MÜNCHEN	IVAN PERISIC	1.5 M	=	-0.09

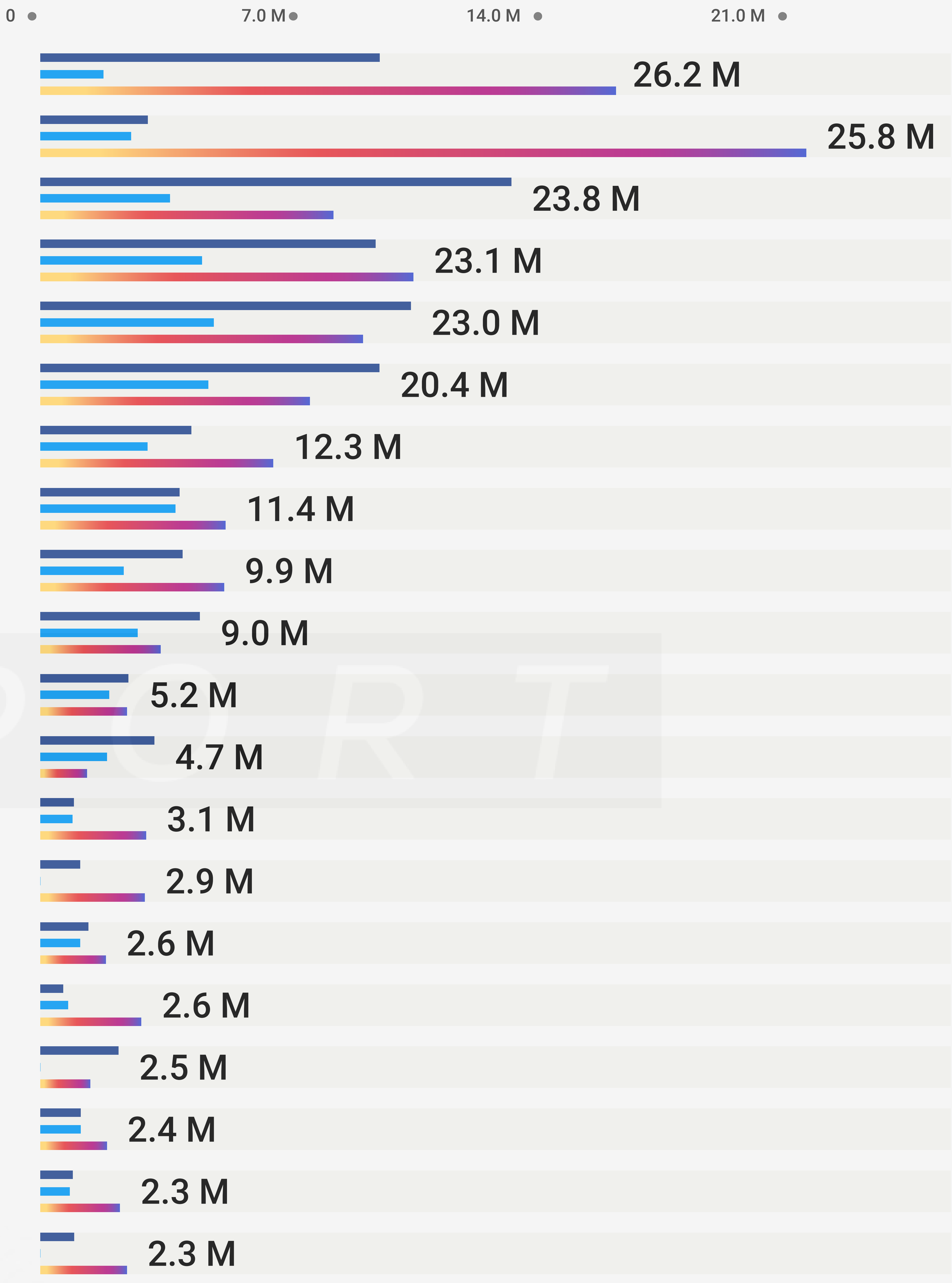
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

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			% VAR*
01	FC BAYERN MÜNCHEN	ROBERT LEWANDOWSKI	26.2 M	=	+0.75
02	FC BAYERN MÜNCHEN	PHILIPPE COUTINHO	25.8 M	=	+0.32
03	BVB 09	MARCO REUS	23.8 M	=	-0.02
04	FC BAYERN MÜNCHEN	MANUEL NEUER	23.1 M	=	-0.18
05	BVB 09	MARIO GÖTZE	23.0 M	=	-0.23
06	FC BAYERN MÜNCHEN	THOMAS MÜLLER	20.4 M	=	+0.05
07	FC BAYERN MÜNCHEN	JÉRÔME BOATENG	12.3 M	=	-0.03
08	FC BAYERN MÜNCHEN	THIAGO	11.4 M	=	-0.02
09	FC BAYERN MÜNCHEN	DAVID ALABA	9.9 M	=	+0.05
10	BVB 09	MATS HUMMELS	9.0 M	=	+0.05
11	FC BAYERN MÜNCHEN	JAVI MARTÍNEZ	5.2 M	=	+0.31
12	W	NURI SAHIN	4.7 M	=	-0.29
13	BVB 09	ACHRAF HAKIMI	3.1 M	=	+2.47
14	FC BAYERN MÜNCHEN	JOSHUA KIMMICH	2.9 M	=	+1.19
15	BVB 09	AXEL WITSEL	2.6 M	=	+1.00
16	BVB 09	JADON SANCHO	2.6 M	▲ +1	+5.30
17	BVB 09	LUKASZ PISZCZEK	2.5 M	▼ -1	+0.04
18	FC BAYERN MÜNCHEN	SERGE GNABRY	2.4 M	=	+2.36
19		ANDRÉ SILVA	2.3 M	=	-0.10
20		KEVIN TRAPP	2.3 M	=	+0.47

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

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

IQUII SPORT

PLAYERS Facebook

TOP20

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

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •		% VAR*
01		CRISTIANO RONALDO	122.0 M	=	-0.08
02		MARIO BALOTELLI	9.7 M	=	-0.14
03		SAMI KHEDIRA	6.5 M	=	-0.24
04		GIANLUIGI BUFFON	5.0 M	=	-0.02
05		JUAN CUADRADO	4.9 M	▲ +1	-0.08
06		ALEXIS SÁNCHEZ	4.9 M	▼ -1	-0.19
07		AARON RAMSEY	4.6 M	=	-0.15
08		PAULO DYBALA	3.8 M	=	+1.30
09		HENRIKH MKHITARYAN	3.2 M	=	-0.26
10		KEVIN-PRINCE BOATENG	3.2 M	=	-0.15
11		ROMELU LUKAKU	2.9 M	=	+0.27
12		GIORGIO CHIELLINI	2.7 M	=	-0.08
13		WOJCIECH SZCZESNY	2.5 M	=	-0.21
14		CHRIS SMALLING	2.1 M	=	-0.20
15		BLAISE MATUIDI	2.1 M	=	-0.09
16		EDIN DZEKO	2.0 M	=	-0.23
17		PEPE REINA	1.9 M	=	-0.21
18		JAVIER PASTORE	1.8 M	=	-0.22
19		LEONARDO BONUCCI	1.7 M	=	-0.14
20		FERNANDO LLORENTE	1.7 M	=	-0.21

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Twitter

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

RK	CLUBS	PLAYERS	0 • 27.0 M • 54.0 M • 81.0 M •		% VAR*
01		CRISTIANO RONALDO	81.0 M	=	+0.62
02		GONZALO HIGUAÍN	6.8 M	=	-0.11
03		JUAN CUADRADO	3.9 M	=	+0.06
04		MARIO BALOTELLI	3.8 M	=	+0.12
05		DAVID OSPINA	3.4 M	=	-0.05
06		GIANLUIGI BUFFON	3.4 M	=	+0.40
07		AARON RAMSEY	3.2 M	=	+0.18
08		BLAISE MATUIDI	3.0 M	=	+0.22
09		ALEXIS SÁNCHEZ	2.9 M	=	+0.41
10		GIORGIO CHIELLINI	2.5 M	=	+0.13
11		FERNANDO LLORENTE	2.0 M	=	-0.12
12		LUCAS LEIVA	1.9 M	=	-0.09
13		PAULO DYBALA	1.9 M	=	+1.49
14		ROMELU LUKAKU	1.8 M	=	+1.13
15		FAOUZI GHOULAM	1.7 M	=	+0.77
16		GARY MEDEL	1.7 M	=	+1.48
17		KEVIN-PRINCE BOATENG	1.7 M	=	-0.08
18		CHRIS SMALLING	1.7 M	=	+0.81
19		LEONARDO BONUCCI	1.6 M	=	+0.45
20		EDIN DZEKO	1.5 M	=	-0.08

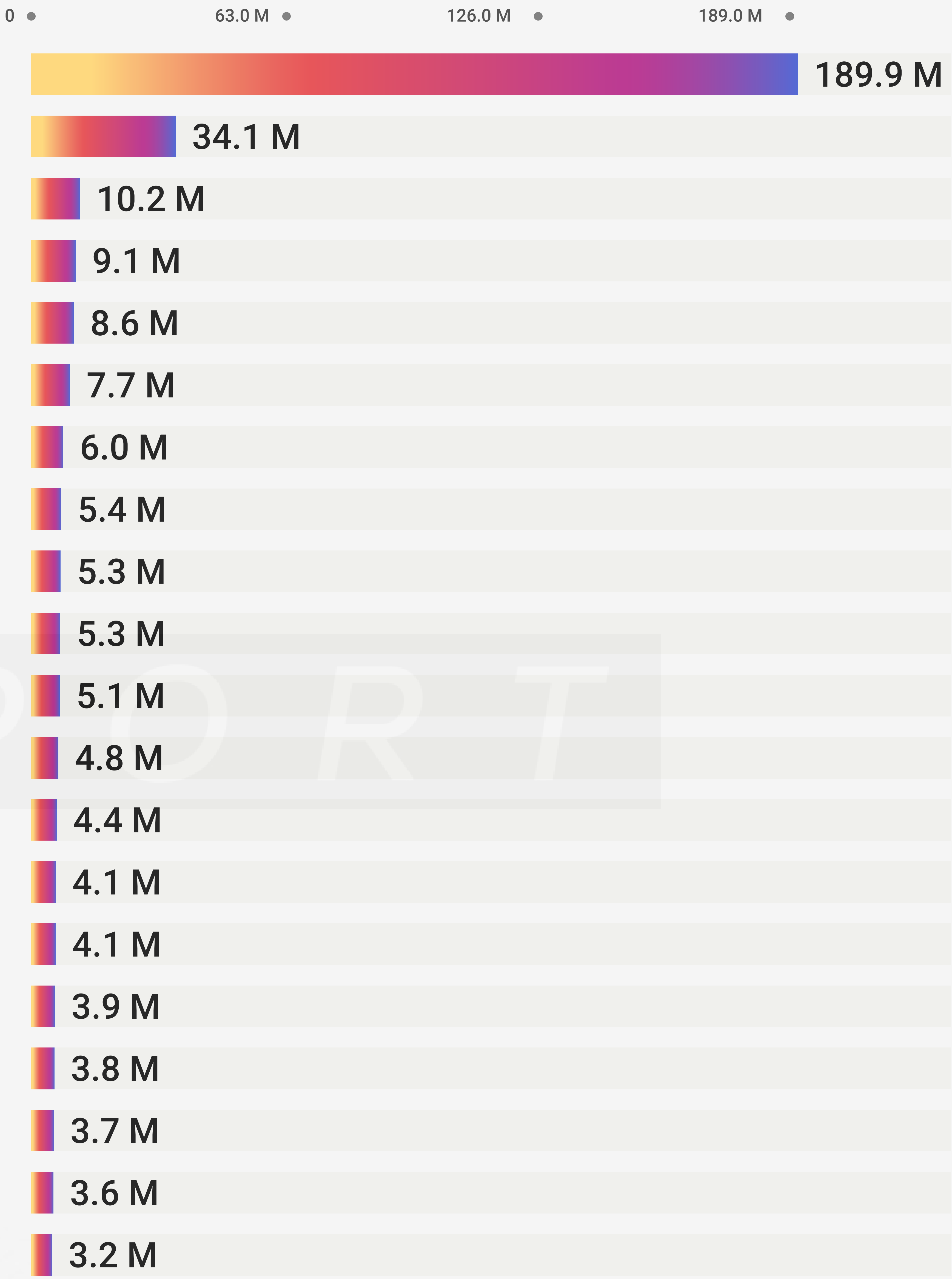
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS Instagram

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



RK	CLUBS	PLAYERS				% VAR*
01	J	CRISTIANO RONALDO	189.9 M	=		+1.96
02	J	PAULO DYBALA	34.1 M	=		+1.80
03	FCIM	ALEXIS SÁNCHEZ	10.2 M	=		+0.21
04	BSFC	MARIO BALOTELLI	9.1 M	=		+1.16
05	J	GIANLUIGI BUFFON	8.6 M	=		+1.52
06	J	JUAN CUADRADO	7.7 M	=		+0.83
07	J	DOUGLAS COSTA	6.0 M	=		+2.46
08	J	SAMI KHEDIRA	5.4 M	=		+0.33
09	J	BLAISE MATUIDI	5.3 M	=		+0.55
10	FCIM	ROMELU LUKAKU	5.3 M	=		+1.53
11		FRANCK RIBÉRY	5.1 M	=		+1.84
12	J	MIRALEM PJANIC	4.8 M	=		+2.04
13	J	MATTHIJS DE LIGT	4.4 M	=		+2.70
14	J	LEONARDO BONUCCI	4.1 M	▲	+1	+1.51
15	J	MARIO MANDZUKIC	4.1 M	▼	-1	-1.44
16	N	DAVID OSPINA	3.9 M	=		+0.06
17	J	AARON RAMSEY	3.8 M	=		+0.89
18	J	GIORGIO CHIELLINI	3.7 M	=		+0.23
19	ACM	LUCAS PAQUETÁ	3.6 M	=		+0.79
20	J	GONZALO HIGUAÍN	3.2 M	=		-0.21

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS

RK	CLUBS	PLAYERS	0 · 63.0 M · 126.0 M · 189.0 M		% VAR*
01	JUVENTUS	CRISTIANO RONALDO	392.9 M	=	+1.04
02	JUVENTUS	PAULO DYBALA	39.8 M	=	+1.74
03	BSFC	MARIO BALOTELLI	22.6 M	=	+0.42
04	FCIM	ALEXIS SÁNCHEZ	18.1 M	=	+0.14
05	JUVENTUS	GIANLUIGI BUFFON	17.0 M	=	+0.84
06	JUVENTUS	JUAN CUADRADO	16.5 M	=	+0.37
07	JUVENTUS	SAMI KHEDIRA	12.4 M	=	+0.06
08	JUVENTUS	AARON RAMSEY	11.6 M	=	+0.28
09	JUVENTUS	BLAISE MATUIDI	10.4 M	=	+0.33
10	JUVENTUS	GONZALO HIGUAÍN	10.0 M	=	-0.14
11	FCIM	ROMELU LUKAKU	10.0 M	=	+1.09
12	JUVENTUS	GIORGIO CHIELLINI	8.8 M	=	+0.11
13	N	DAVID OSPINA	8.0 M	=	+0.00
14		KEVIN-PRINCE BOATENG	7.7 M	=	+0.10
15	ROMA	HENRIKH MKHITARYAN	7.6 M	=	-0.47
16	JUVENTUS	LEONARDO BONUCCI	7.5 M	=	+0.89
17	JUVENTUS	DOUGLAS COSTA	7.3 M	=	+2.16
18		FRANCK RIBÉRY	6.9 M	=	+1.49
19	JUVENTUS	MIRALEM PJANIC	6.3 M	▲ +1	+1.66
20	ROMA	CHRIS SMALLING	6.2 M	▼ -1	+0.36

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

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

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

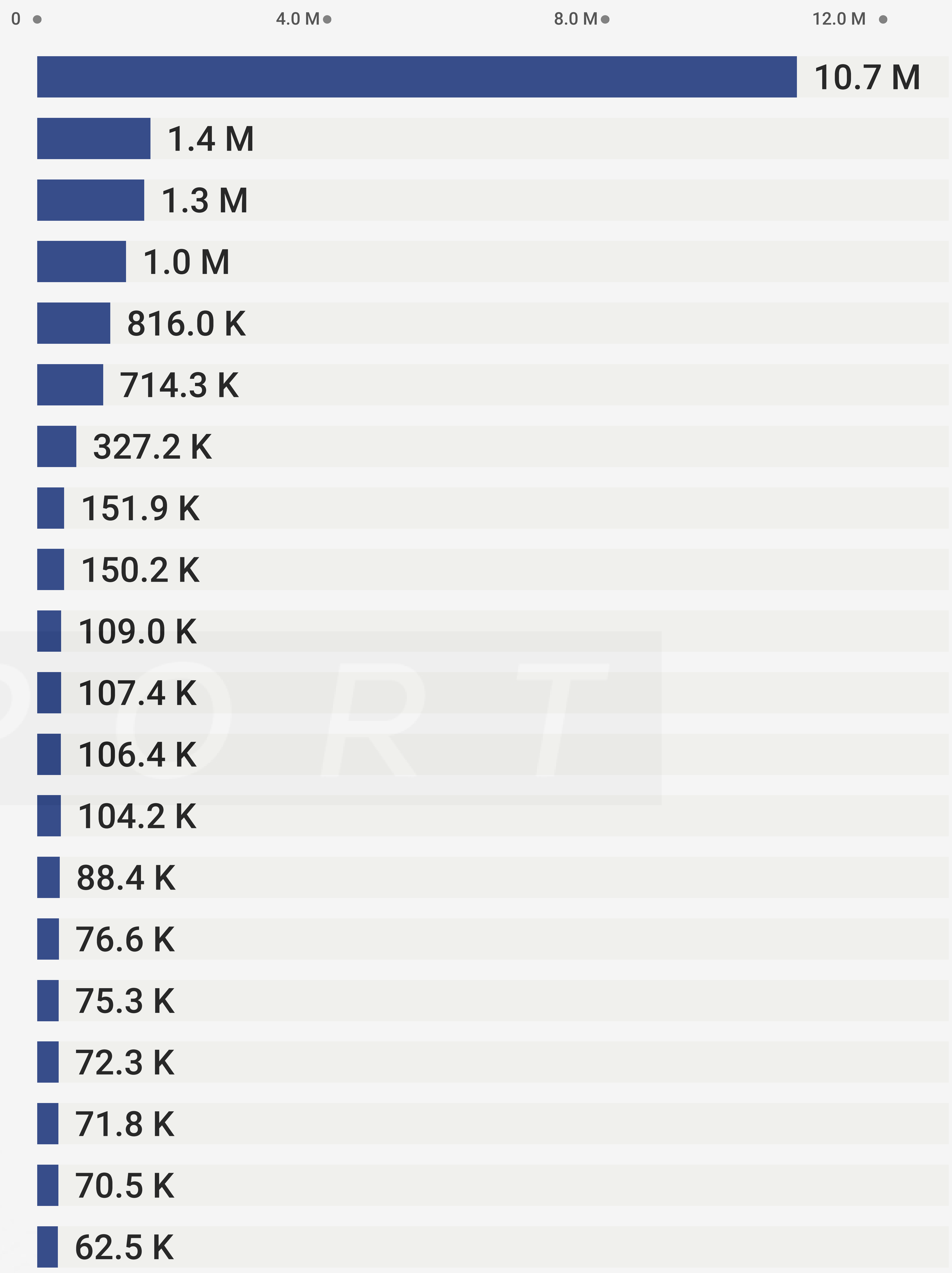
LIGA NOS

PORTUGAL

IQUII SPORT

PLAYERS Facebook

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



RK	CLUBS	PLAYERS			% VAR*
01		PEPE	10.7 M	=	-0.24
02		MALICK EVOUNA	1.4 M	=	-0.09
03		AHMED HASSAN	1.3 M	=	-0.20
04		YANNICK BOLASIE	1.0 M	=	-0.08
05		JACKSON MARTÍNEZ	816.0 K	=	-0.23
06		LUCAS PIAZÓN	714.3 K	=	-0.26
07		KAHRABA	327.2 K	=	+4.37
08		ALEX TELLES	151.9 K	=	-0.03
09		PIZZI	150.2 K	=	+0.07
10		ANDREAS SAMARIS	109.0 K	=	-0.01
11		BRUNO LAMAS	107.4 K	=	-0.24
12		ANDRÉ ALMEIDA	106.4 K	=	+0.20
13		CHANCEL MBEMBA	104.2 K	=	+2.54
14		AGUSTÍN MARCHESÍN	88.4 K	=	+1.45
15		EMILIANO VIVIANO	76.6 K	=	-0.18
16		MATHEUS REIS	75.3 K	=	-0.29
17		RAFA SILVA	72.3 K	=	+0.41
18		BRUNO FERNANDES	71.8 K	=	+0.96
19		NABIL GHILAS	70.5 K	=	-0.31
20		OSAMA RASHID	62.5 K	=	+5.74

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

PLAYERS Twitter

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

RK	CLUBS	PLAYERS	0 • 1.0 M • 2.0 M • 3.0 M •		% VAR*
01		PEPE	3.6 M	=	+0.03
02		JESÉ	2.7 M	=	-0.04
03		KAHRABA	2.2 M	=	+1.48
04		AHMED HASSAN	1.5 M	=	+0.92
05		MALICK EVOUNA	566.4 K	=	+4.98
06		SEBASTIÁN COATES	518.0 K	=	-0.14
07		JESÚS CORONA	503.3 K	=	+0.07
08		LUCAS PIAZÓN	410.1 K	=	-0.24
09		YANNICK BOLASIE	191.0 K	=	-0.04
10		AGUSTÍN MARCHESÍN	190.4 K	=	+1.36
11		MATEUS URIBE	152.3 K	=	+0.49
12		EMILIANO VIVIANO	117.5 K	=	-0.16
13		LUCIANO VIETTO	116.6 K	=	-0.18
14		RICARDO COSTA	114.4 K	=	-0.19
15		ANDRÉ ALMEIDA	105.3 K	=	+0.26
16		JACKSON MARTÍNEZ	95.5 K	=	-0.22
17		ALEJANDRO GRIMALDO	94.3 K	=	+0.31
18		SHUICHI GONDA	82.3 K	=	-0.03
19		CHANCEL MBEMBA	66.8 K	=	-0.11
20		RAFA SILVA	62.5 K	=	-0.07

*[from October 15, 2019 to November 15, 2019]

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	8.3 M	=	+0.15
02		KAHRABA	2.2 M	▲ +1	+0.82
03		MEHDI TAREMI	2.2 M	▲ +1	+0.63
04		JESÉ	2.2 M	▼ -2	-0.34
05		ENZO ZIDANE	1.4 M	=	-0.45
06		AHMED HASSAN	1.2 M	=	-0.13
07		MALICK EVOUNA	935.4 K	=	-0.48
08		ALEX TELLES	880.8 K	=	+0.28
09		JACKSON MARTÍNEZ	704.6 K	=	-0.08
10		MARLOS MORENO	683.7 K	=	+1.82
11		MATEUS URIBE	674.8 K	=	+1.51
12		AGUSTÍN MARCHESÍN	586.4 K	=	+1.86
13		LÉO BONATINI	566.4 K	=	-0.55
14		PIZZI	519.6 K	=	+0.49
15		JESÚS CORONA	515.5 K	=	+0.28
16		ALEJANDRO GRIMALDO	436.1 K	=	+0.27
17		BRUNO FERNANDES	436.0 K	=	+1.85
18		JÚNIOR TAVARES	413.9 K	=	+0.92
19		YANNICK BOLASIE	395.3 K	=	+0.77
20		LUCAS PIAZÓN	357.2 K	=	-0.48

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

IQUII SPORT

PLAYERS

RK	CLUBS	PLAYERS		% VAR*
01		PEPE	22.6 M	= -0.06
02		JESÉ	4.9 M	= -0.17
03		KAHRABA	4.7 M	= +1.37
04		AHMED HASSAN	4.0 M	= +0.24
05		MALICK EVOUNA	2.9 M	= +0.74
06		MEHDI TAREMI	2.2 M	= +0.63
07		YANNICK BOLASIE	1.6 M	= +0.13
08		JACKSON MARTÍNEZ	1.6 M	= -0.16
09		LUCAS PIAZÓN	1.5 M	= -0.31
10		ENZO ZIDANE	1.4 M	= -0.45
11		ALEX TELLES	1.0 M	= +0.24
12		JESÚS CORONA	1.0 M	= +0.18
13		MATEUS URIBE	867 K	= +1.50
14		AGUSTÍN MARCHESÍN	865 K	= +1.70
15		SEBASTIÁN COATES	779 K	= +0.04
16		MARLOS MORENO	692 K	= +1.79
17		PIZZI	670 K	= +0.39
18		LÉO BONATINI	637 K	= -0.55
19		ALEJANDRO GRIMALDO	578 K	= +0.24
20		LUCIANO VIETTO	521 K	= +0.23

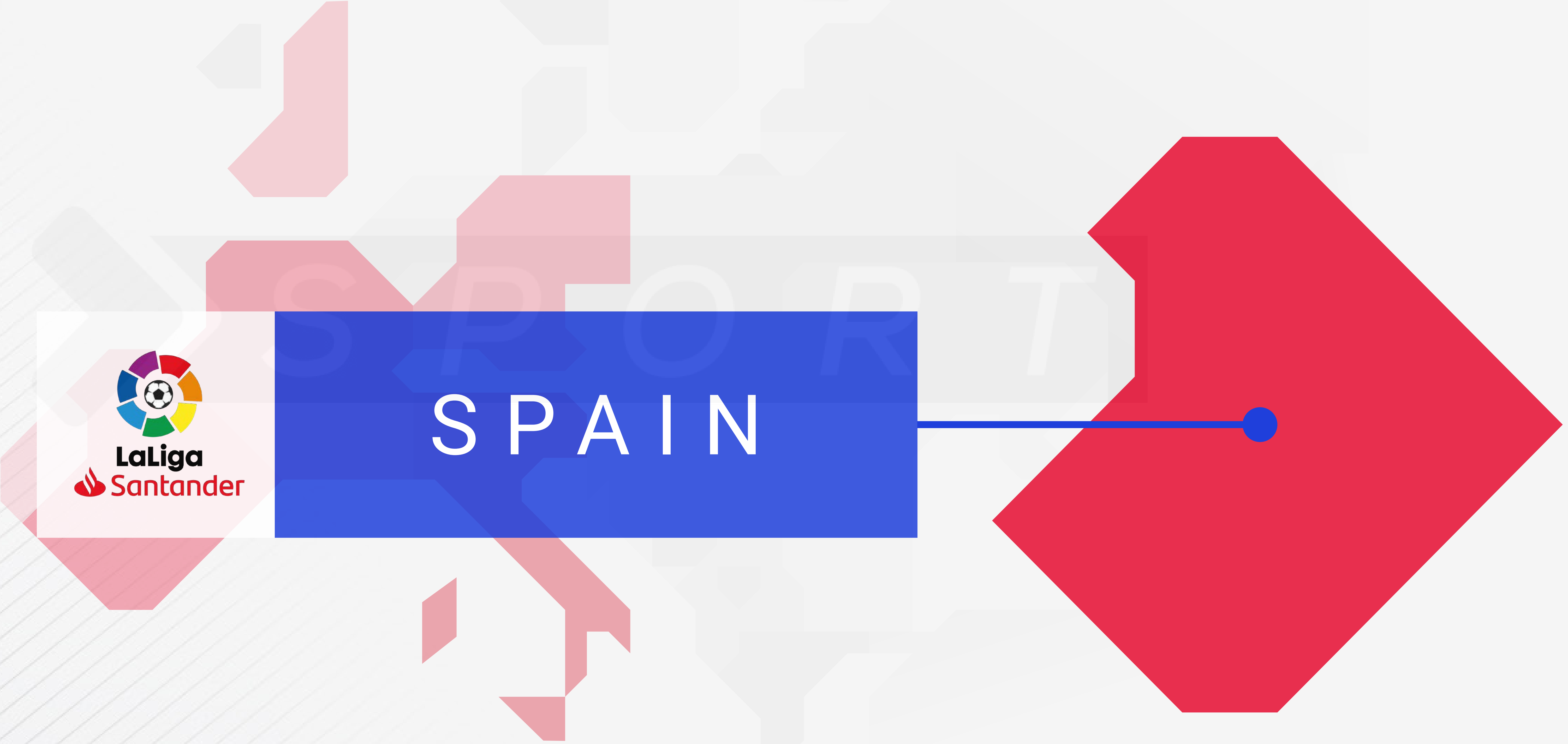
0 • 4.0 M • 8.0 M • 12.0 M •

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

*[from October 15, 2019 to November 15, 2019]

LAST UPDATE NOV 2019

Overview about the **TOP 20** LaLiga players



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	FCB	LIONEL MESSI	90.0 M	=	-0.04
02		JAMES RODRÍGUEZ	32.2 M	=	-0.15
03		GARETH BALE	28.1 M	=	-0.16
04		SERGIO RAMOS	23.4 M	=	-0.11
05		KARIM BENZEMA	22.5 M	=	-0.15
06		MARCELO	19.7 M	=	-0.10
07	FCB	GERARD PIQUÉ	18.6 M	=	-0.18
08	FCB	LUIS SUÁREZ	18.4 M	=	-0.15
09		TONI KROOS	12.3 M	=	-0.10
10		EDEN HAZARD	9.9 M	=	+0.09
11		LUKA MODRIC	8.0 M	=	-0.21
12	FCB	ANTOINE GRIEZMANN	7.9 M	=	+0.09
13		ÁLVARO MORATA	7.3 M	=	-0.22
14		RAPHAËL VARANE	6.8 M	=	-0.23
15		THIBAUT COURTOIS	5.3 M	=	-0.19
16		MARC BARTRA	4.4 M	=	-0.30
17		CASEMIRO	4.3 M	=	-0.01
18	FCB	IVAN RAKITIC	4.0 M	=	-0.22
19	FCB	JORDI ALBA	3.6 M	=	-0.09
20		CRISTIAN TELLO	3.2 M	=	-0.24

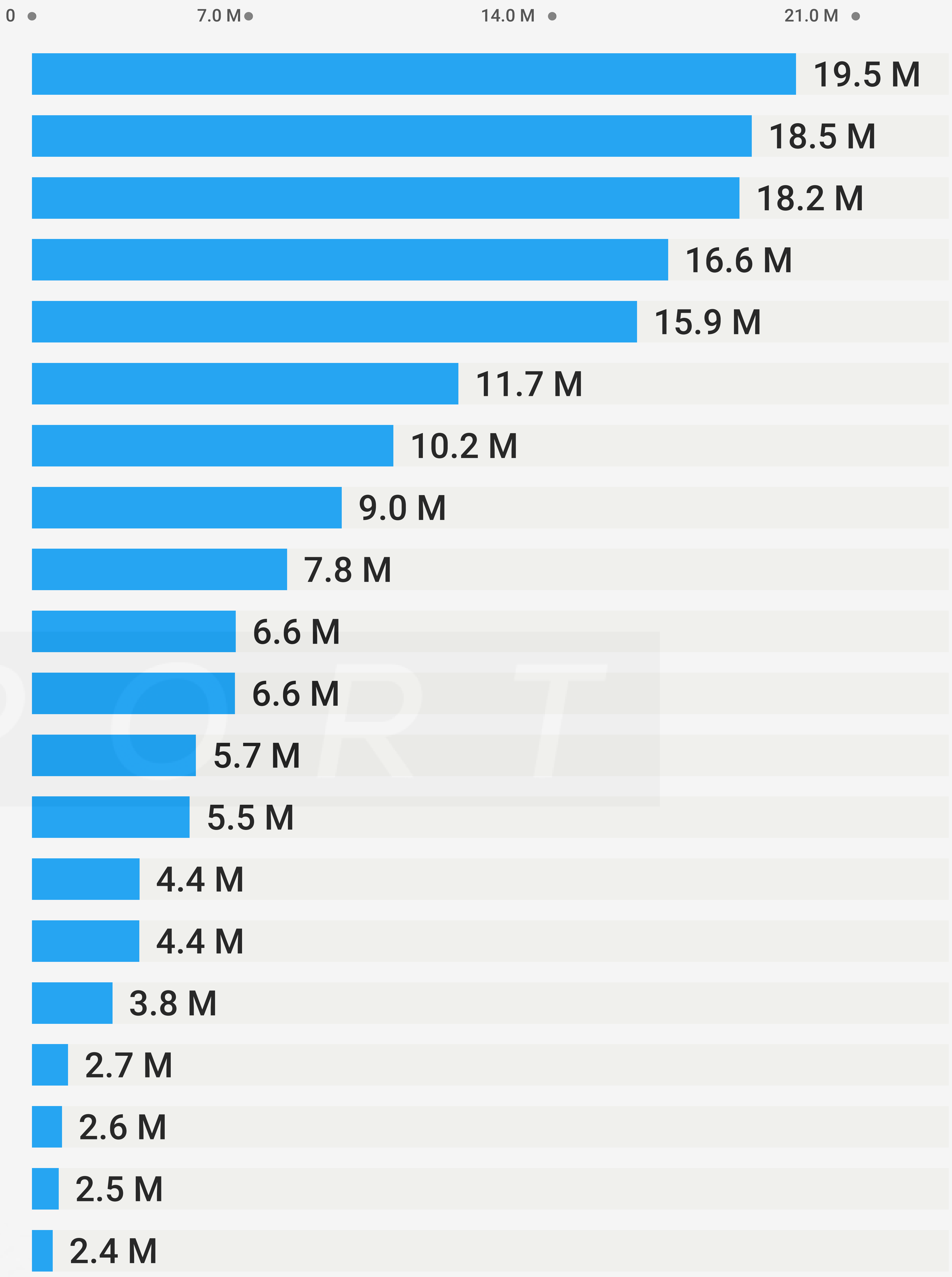
*[from October 15, 2019 to November 15, 2019]

LAST UPDATE
NOV 2019

IQUII SPORT

PLAYERS Twitter

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



RK	CLUBS	PLAYERS			% VAR*
01		GERARD PIQUÉ	19.5 M	=	+0.20
02		JAMES RODRÍGUEZ	18.5 M	=	+0.19
03		GARETH BALE	18.2 M	=	+0.12
04		SERGIO RAMOS	16.6 M	=	+0.38
05		LUIS SUÁREZ	15.9 M	=	+0.31
06		MARCELO	11.7 M	=	+0.20
07		KARIM BENZEMA	10.2 M	=	+0.61
08		CHICHARITO	9.0 M	=	-0.06
09		TONI KROOS	7.8 M	=	+0.33
10		ANTOINE GRIEZMANN	6.6 M	=	+0.54
11		EDEN HAZARD	6.6 M	=	+0.59
12		RAPHAËL VARANE	5.7 M	=	+0.36
13		ISCO	5.5 M	=	-0.04
14		ÁLVARO MORATA	4.4 M	=	-0.03
15		ARTURO VIDAL	4.4 M	=	+1.04
16		DANIEL CARVAJAL	3.8 M	=	+0.33
17		MARC BARTRA	2.7 M	=	-0.04
18		NACHO	2.6 M	=	+0.34
19		SERGI ROBERTO	2.5 M	=	+0.52
20		THIBAUT COURTOIS	2.4 M	=	+0.38

*[from October 15, 2019 to November 15, 2019]

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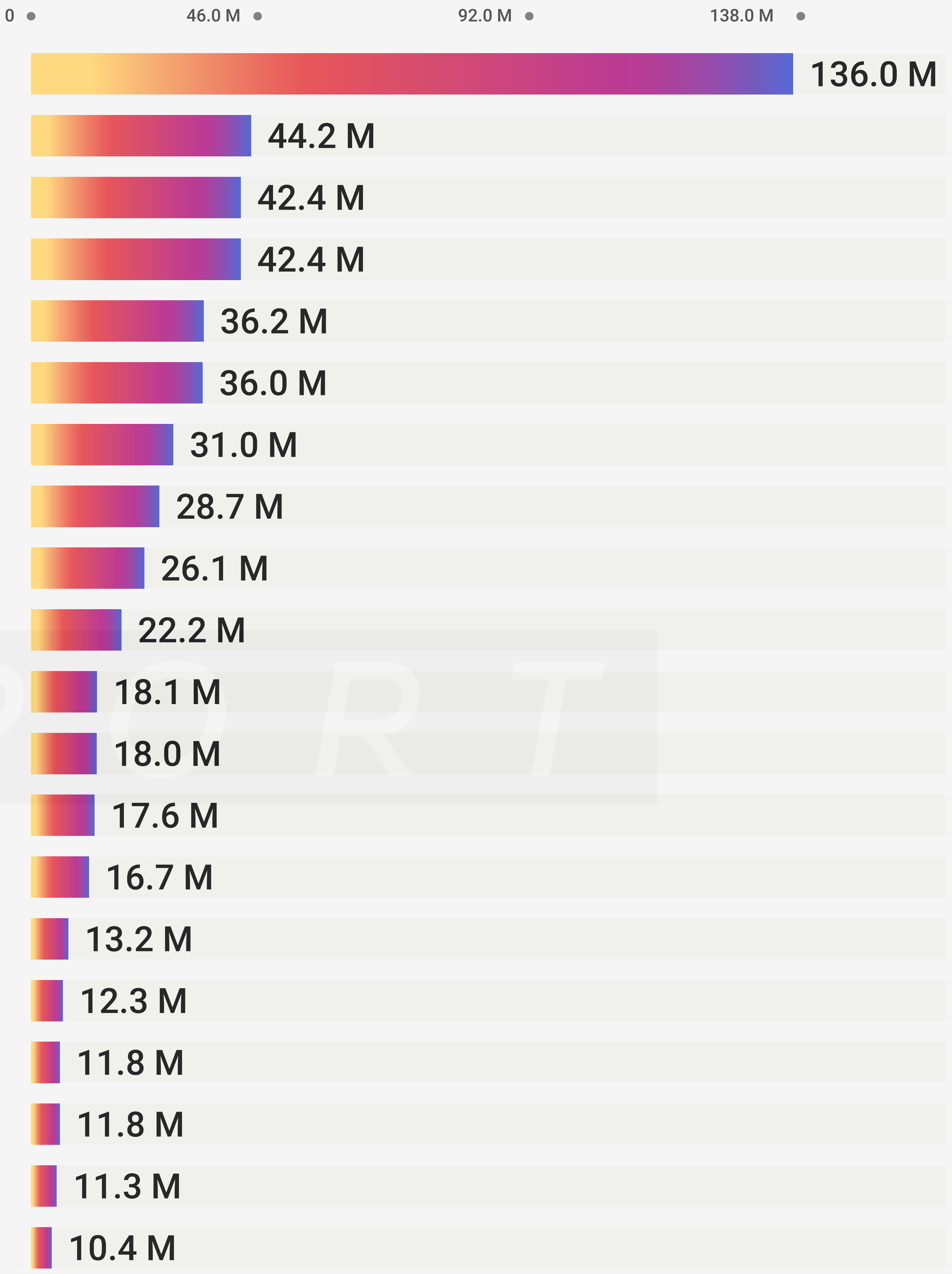
IQUII SPORT

PLAYERS Instagram

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



RK	CLUBS	PLAYERS			% VAR*
01		LIONEL MESSI	136.0 M	=	+2.01
02		JAMES RODRÍGUEZ	44.2 M	=	+0.88
03		GARETH BALE	42.4 M	=	+0.73
04		MARCELO	42.4 M	=	+1.29
05		LUIS SUÁREZ	36.2 M	=	+1.10
06		SERGIO RAMOS	36.0 M	=	+1.26
07		KARIM BENZEMA	31.0 M	=	+1.22
08		ANTOINE GRIEZMANN	28.7 M	=	+0.90
09		EDEN HAZARD	26.1 M	=	+1.31
10		TONI KROOS	22.2 M	=	+0.65
11		ISCO	18.1 M	=	+0.33
12		LUKA MODRIC	18.0 M	=	+0.09
13		GERARD PIQUÉ	17.6 M	=	+0.23
14		IVAN RAKITIC	16.7 M	=	+1.34
15		RAPHAËL VARANE	13.2 M	=	+0.83
16		JORDI ALBA	12.3 M	=	+0.39
17		MARCO ASENSIO	11.8 M	=	+0.05
18		ARTURO VIDAL	11.8 M	=	+1.86
19		CASEMIRO	11.3 M	=	+0.61
20		ÁLVARO MORATA	10.4 M	=	+0.31

*[from October 15, 2019 to November 15, 2019]

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IQUII SPORT

PLAYERS

TOP20

LaLiga Santander

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

RK	CLUBS	PLAYERS	0 • 46.0 M • 92.0 M • 138.0 M •		% VAR*
01		LIONEL MESSI	226.0 M	=	+1.18
02		JAMES RODRÍGUEZ	94.8 M	=	+0.39
03		GARETH BALE	88.7 M	=	+0.32
04		SERGIO RAMOS	75.9 M	=	+0.64
05		MARCELO	73.9 M	=	+0.74
06		LUIS SUÁREZ	70.4 M	=	+0.59
07		KARIM BENZEMA	63.8 M	=	+0.63
08		GERARD PIQUÉ	55.7 M	=	+0.08
09		ANTOINE GRIEZMANN	43.1 M	=	+0.70
10		EDEN HAZARD	42.5 M	=	+0.91
11		TONI KROOS	42.3 M	=	+0.38
12		LUKA MODRIC	27.1 M	=	+0.04
13		ISCO	26.6 M	=	+0.20
14		RAPHAËL VARANE	25.7 M	=	+0.44
15		IVAN RAKITIC	22.4 M	=	+1.08
16		ÁLVARO MORATA	22.1 M	=	+0.07
17		JORDI ALBA	18.3 M	=	+0.29
18		ARTURO VIDAL	18.2 M	=	+1.45
19		CASEMIRO	17.4 M	=	+0.49
20		MARCO ASENSIO	15.4 M	=	+0.17

*[from October 15, 2019 to November 15, 2019]

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25th Edition
UPDATE
April 21, 2020

26th Edition
UPDATE
May 19, 2020

27th Edition
UPDATE
June 19, 2020

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Edition **21**

Version 1.1 - 19.11.19
[first release]

Methodology and Specs

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The collection of the data has been carried out on November 15, 2019. The report update will be done on a monthly basis.

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