IQUII SPORT



THE EUROPEAN FOOTBALL CLUB

A Data Driven Analysis focused on Football and Social Media

LAST UPDATE OCT 2018

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IQUII

FORWARD THINKING

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

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

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

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

We are
Digital Enablers

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Summary

IQUII SPORT 4
SPORTXP: THE SPORT PLATFORM FOR CLUBS 6
PLAYERXP: THE SPORT PLATFORM FOR ATHLETES 7

DUGOUT 9

EUROPE 10
EUROPE GROWN UP 21

ENGLAND 31
PREMIER LEAGUE 33
CHAMPIONSHIP 42

FRANCE 51
LIGUE 1 53
LIGUE 2 62

GERMANY 71
1.BUNDESLIGA 73
2.BUNDESLIGA 82

ITALY 91
SERIE A 93
LEGA B 102

PORTUGAL 111
PRIMEIRA LIGA 113
SEGUNDA LIGA 122

SPAIN 131
LALIGA 133
LALIGA2 142

LEAGUES GROWN UP 151

SOCIAL GROWN UP 152

PLAYERS 153
PLAYERS EUROPE 154
PLAYERS PREMIER LEAGUE 159
PLAYERS LIGUE 1 164
NEW PLAYERS 1.BUNDESLIGA 169
NEW PLAYERS SERIE A 174

THE EFC (R)EVOLUTION 179

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IQUII SPORT

In August 2017 has been launched IQUII Sport, 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, and 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 data and analysis, produce report and infographic about Clubs, players, events, eSports platforms at international level.

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Nowadays, the implementation of a strategy needs to be planned with a data-driven approach, according to accurate informations that allow a global comprehension of the context in which it works.

In the light of this, "**The European Football Club**" report is born: a focus dedicated to the presence of Clubs, sponsor brands and main Europe players on social media, emphasising month-over-month variation, approaches and different strategies.

The aim of IQUII Sport is to make and to offer tools that support Clubs, brand and athletes in the acquisition, engagement, loyalty and monetization of their own fanbases.

OUR CLIENTS

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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

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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.

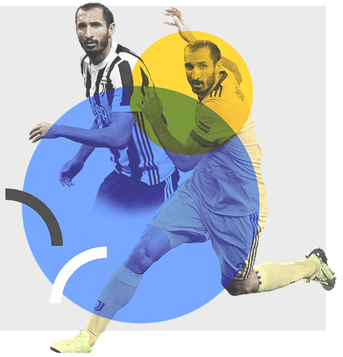
The innovative digital space to get in touch with the fanbase in a new and deeper way, for a closer and more interactive relationship.

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

WHO CHOSE US



GIANLUIGI BUFFON



GIORGIO CHIELLINI

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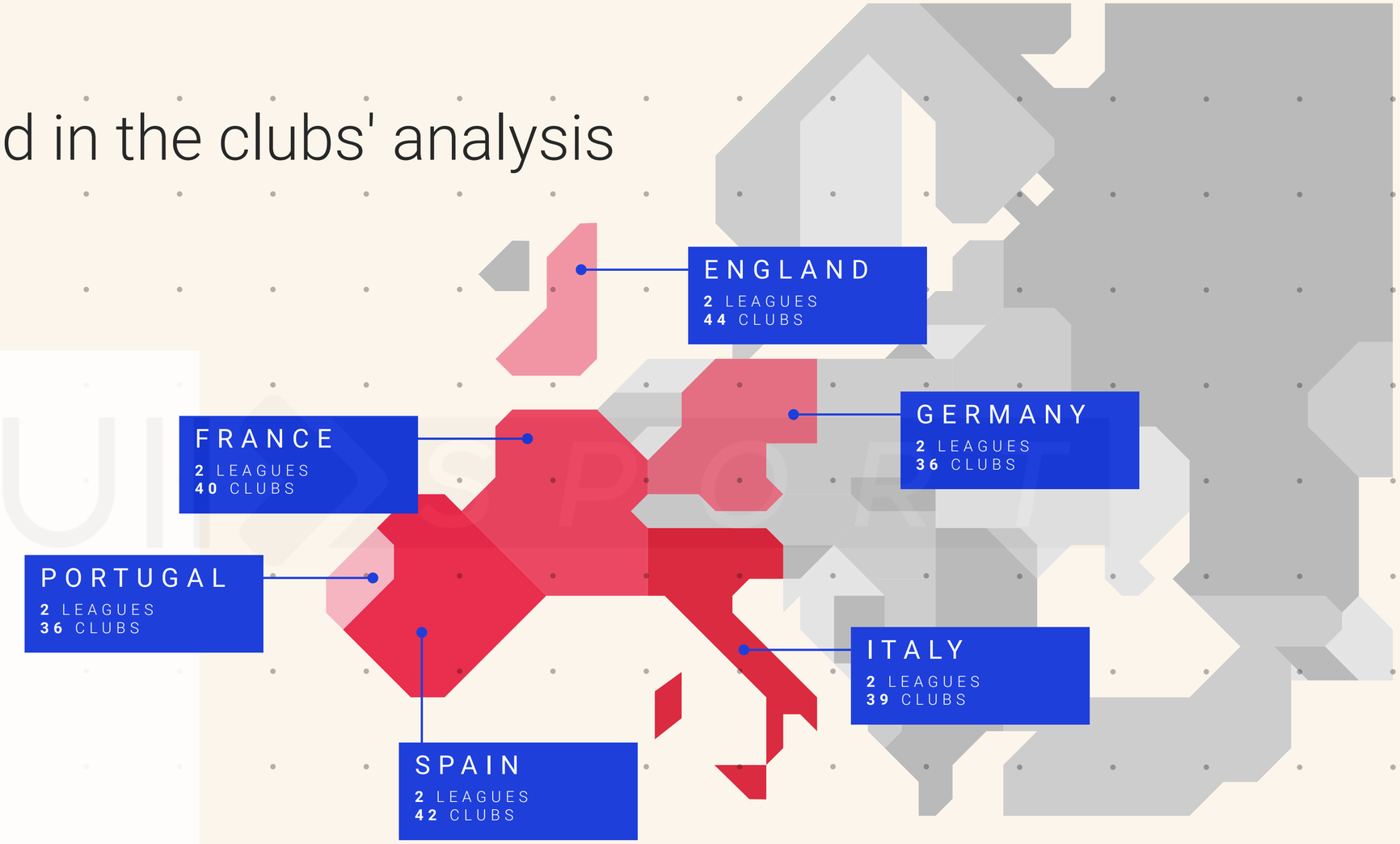
Countries included in the clubs' analysis

EUROPE

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



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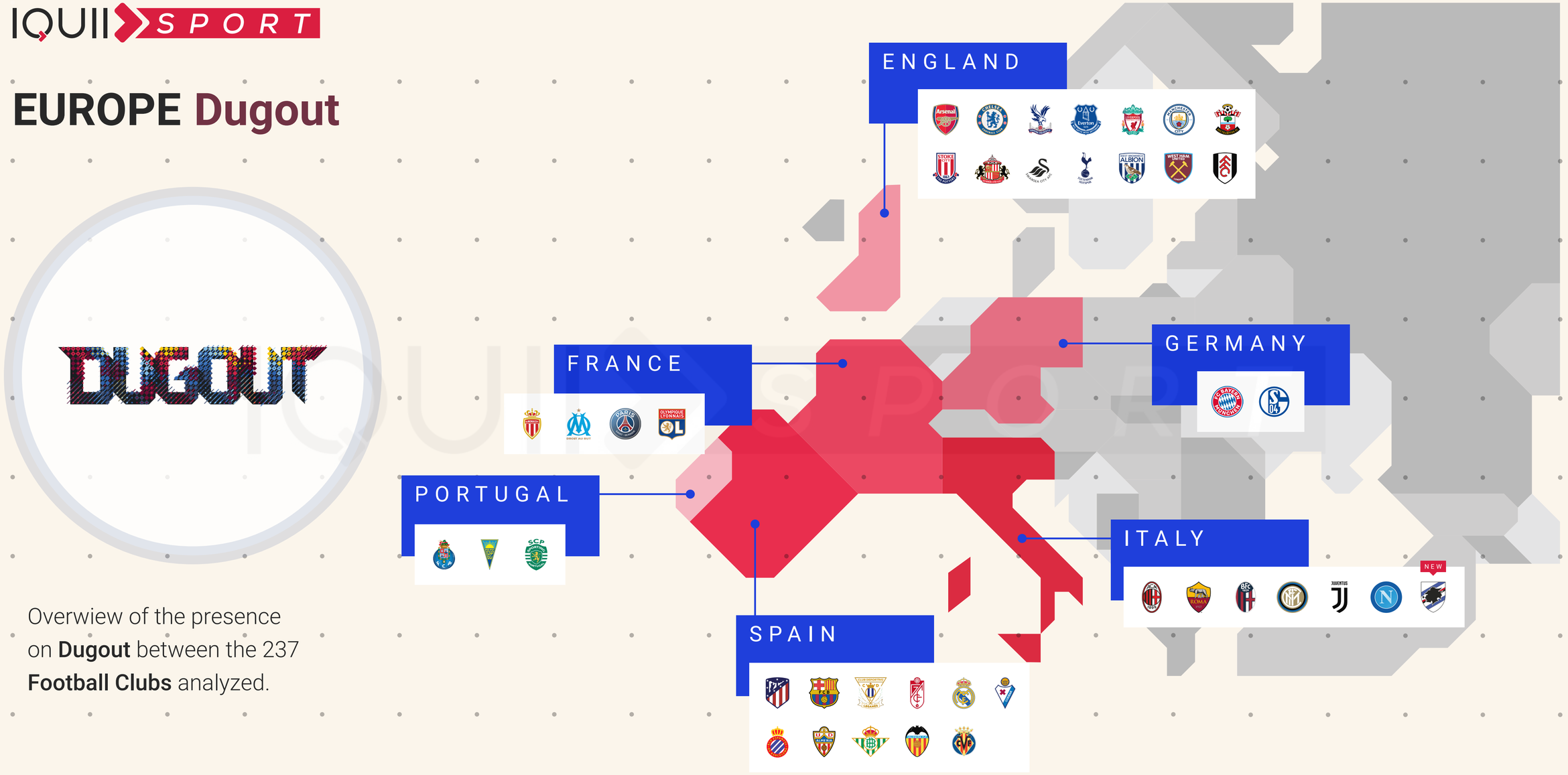
EUROPE Dugout



Overwiew of the presence on **Dugout** between the 237 **Football Clubs** analyzed.

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EUROPE SnapShot / General



6

COUNTRIES

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

237

CLUBS

Total FOOTBALL CLUBS analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga, Championship, Ligue 2, 2.Bundesliga, Lega B e LaLiga2.

39

BRANDS

Total TECH BRANDS on jerseys analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga, Championship, Ligue 2, 2.Bundesliga, Lega B e LaLiga2.

1.3 B

+ 1.03%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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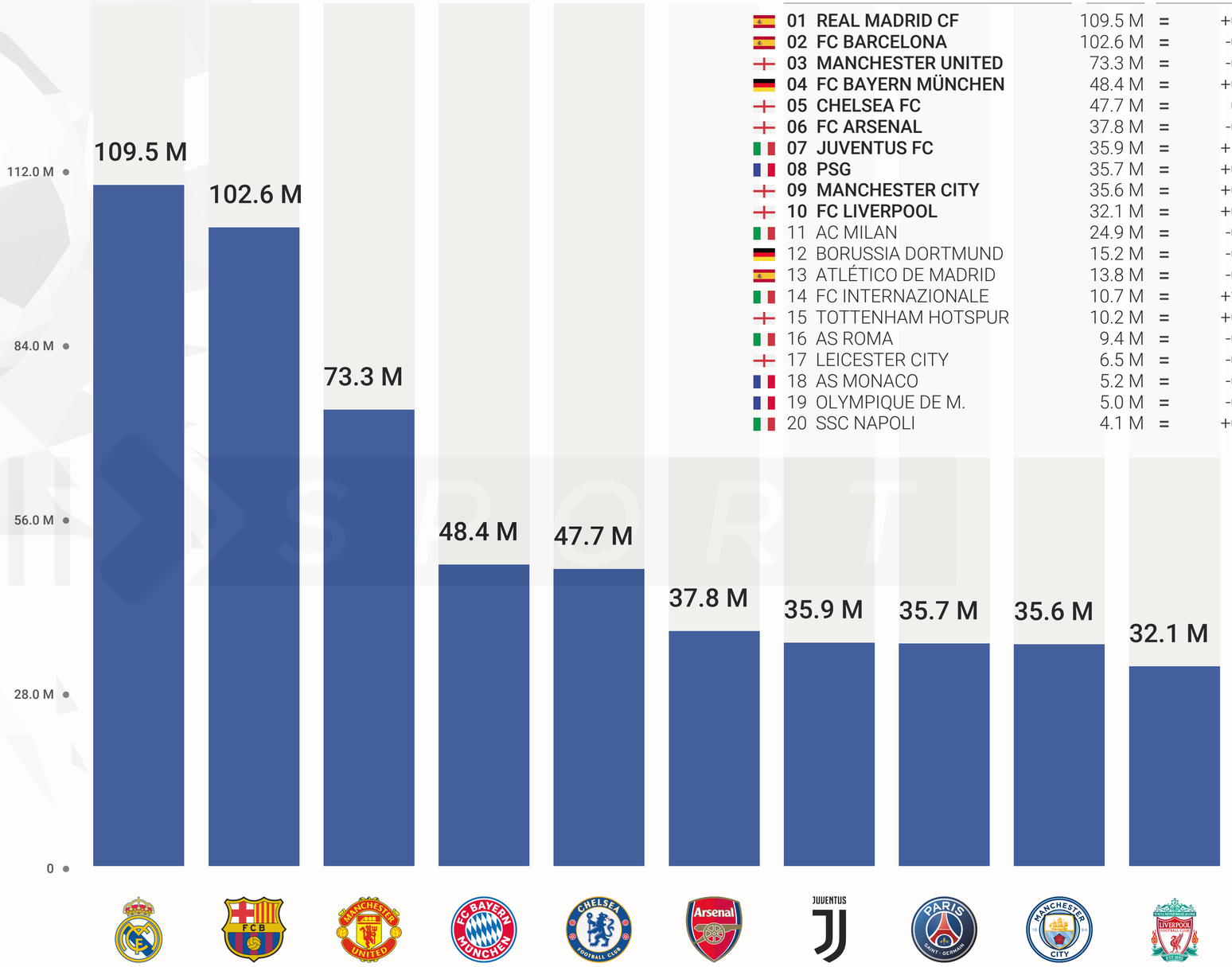
EUROPE Facebook

TOTAL FANBASE

755.1 M

Ranking of the **TOP 20** most followed European Football Clubs on Facebook.



	CLUBS	FANS		% VAR*
01	**REAL MADRID CF**	109.5 M	=	+0.07
02	**FC BARCELONA**	102.6 M	=	-0.07
03	**MANCHESTER UNITED**	73.3 M	=	-0.08
04	**FC BAYERN MÜNCHEN**	48.4 M	=	+0.98
05	**CHELSEA FC**	47.7 M	=	0.00
06	**FC ARSENAL**	37.8 M	=	-0.07
07	**JUVENTUS FC**	35.9 M	=	+1.35
08	**PSG**	35.7 M	=	+0.98
09	**MANCHESTER CITY**	35.6 M	=	+0.94
10	**FC LIVERPOOL**	32.1 M	=	+0.28
11	AC MILAN	24.9 M	=	-0.14
12	BORUSSIA DORTMUND	15.2 M	=	-0.14
13	ATLÉTICO DE MADRID	13.8 M	=	-0.07
14	FC INTERNAZIONALE	10.7 M	=	+2.54
15	TOTTENHAM HOTSPUR	10.2 M	=	+0.28
16	AS ROMA	9.4 M	=	-0.10
17	LEICESTER CITY	6.5 M	=	-0.15
18	AS MONACO	5.2 M	=	-0.21
19	OLYMPIQUE DE M.	5.0 M	=	-0.04
20	SSC NAPOLI	4.1 M	=	+0.26

*[from September 15, 2018 to October 15, 2018]

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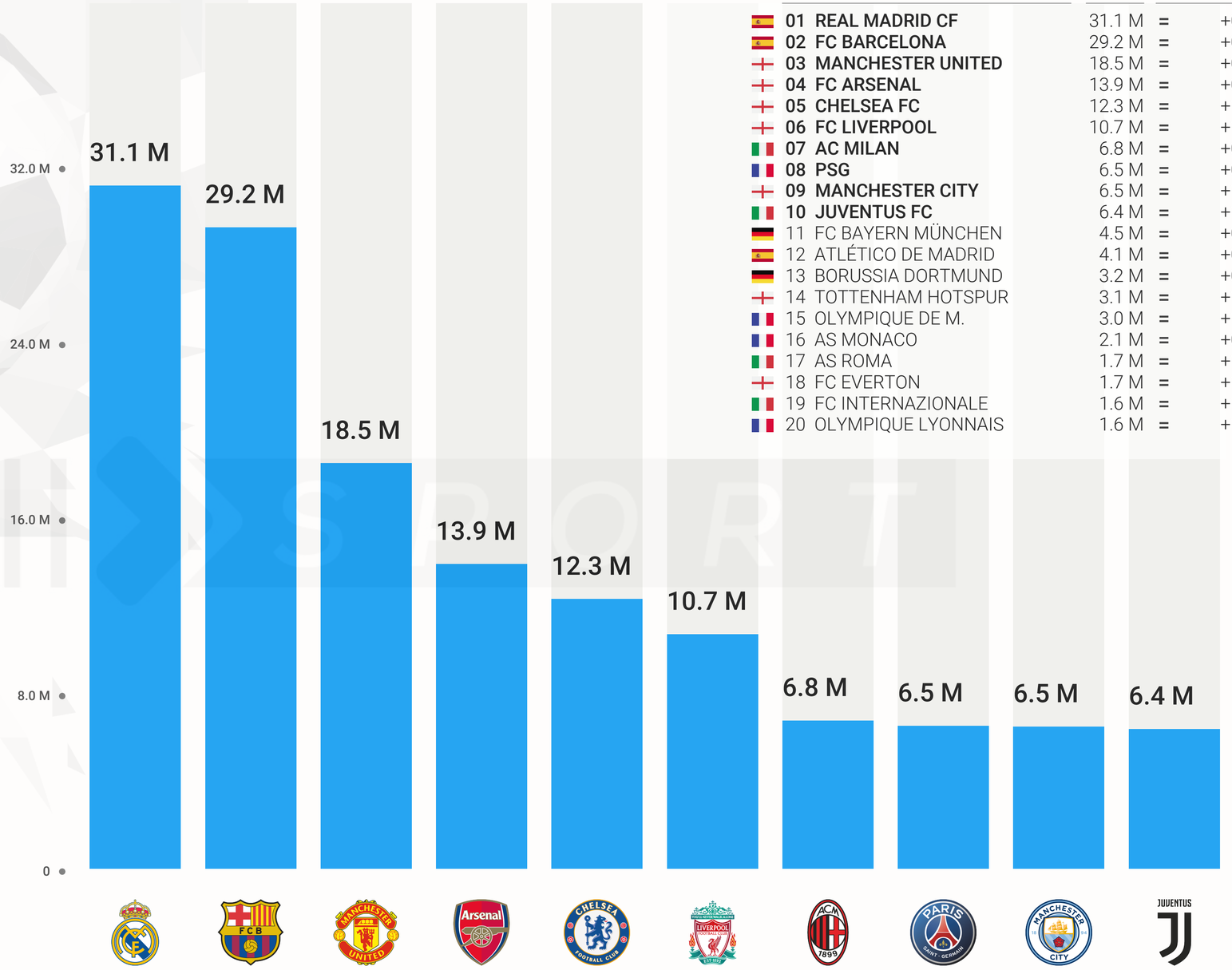
EUROPE Twitter

TOTAL FANBASE

221.3 M

Ranking of the **TOP 20** most followed European Football Clubs on Twitter.



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	31.1 M	=	+0.88
02	FC BARCELONA	29.2 M	=	+0.88
03	MANCHESTER UNITED	18.5 M	=	+0.71
04	FC ARSENAL	13.9 M	=	+0.78
05	CHELSEA FC	12.3 M	=	+1.00
06	FC LIVERPOOL	10.7 M	=	+1.31
07	AC MILAN	6.8 M	=	+0.74
08	PSG	6.5 M	=	+0.99
09	MANCHESTER CITY	6.5 M	=	+1.11
10	JUVENTUS FC	6.4 M	=	+1.19
11	FC BAYERN MÜNCHEN	4.5 M	=	+0.75
12	ATLÉTICO DE MADRID	4.1 M	=	+0.61
13	BORUSSIA DORTMUND	3.2 M	=	+0.75
14	TOTTENHAM HOTSPUR	3.1 M	=	+1.41
15	OLYMPIQUE DE M.	3.0 M	=	+1.17
16	AS MONACO	2.1 M	=	+0.49
17	AS ROMA	1.7 M	=	+1.30
18	FC EVERTON	1.7 M	=	+1.27
19	FC INTERNAZIONALE	1.6 M	=	+1.01
20	OLYMPIQUE LYONNAIS	1.6 M	=	+1.00

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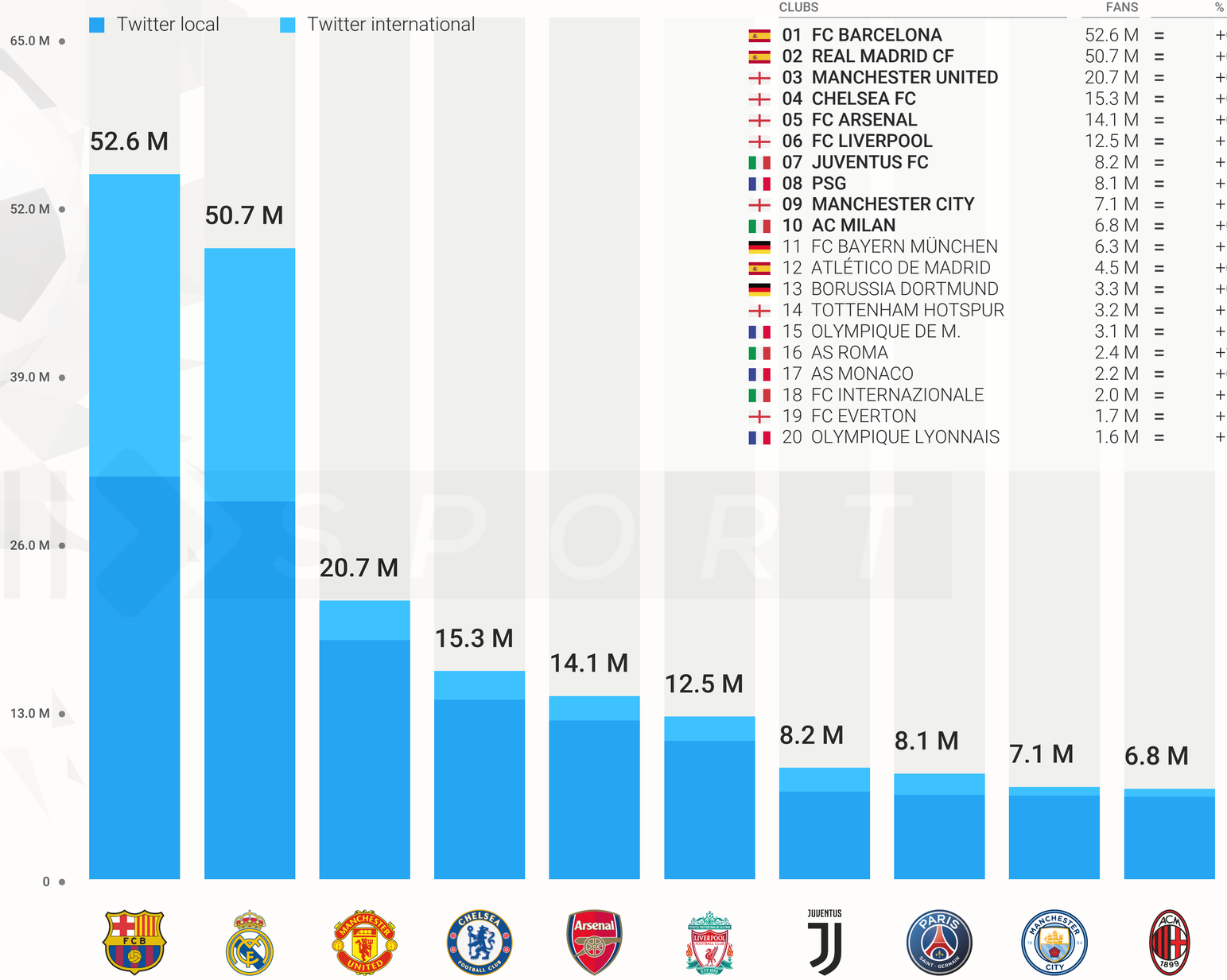
EUROPE Twitter global

TOTAL FANBASE

280.2 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	52.6 M	=	+0.91
02	REAL MADRID CF	50.7 M	=	+0.81
03	MANCHESTER UNITED	20.7 M	=	+0.73
04	CHELSEA FC	15.3 M	=	+0.86
05	FC ARSENAL	14.1 M	=	+0.80
06	FC LIVERPOOL	12.5 M	=	+1.47
07	JUVENTUS FC	8.2 M	=	+1.69
08	PSG	8.1 M	=	+1.17
09	MANCHESTER CITY	7.1 M	=	+1.19
10	AC MILAN	6.8 M	=	+0.73
11	FC BAYERN MÜNCHEN	6.3 M	=	+1.04
12	ATLÉTICO DE MADRID	4.5 M	=	+0.77
13	BORUSSIA DORTMUND	3.3 M	=	+0.88
14	TOTTENHAM HOTSPUR	3.2 M	=	+1.48
15	OLYMPIQUE DE M.	3.1 M	=	+1.26
16	AS ROMA	2.4 M	=	+2.83
17	AS MONACO	2.2 M	=	+0.59
18	FC INTERNAZIONALE	2.0 M	=	+1.33
19	FC EVERTON	1.7 M	=	+1.27
20	OLYMPIQUE LYONNAIS	1.6 M	=	+1.02

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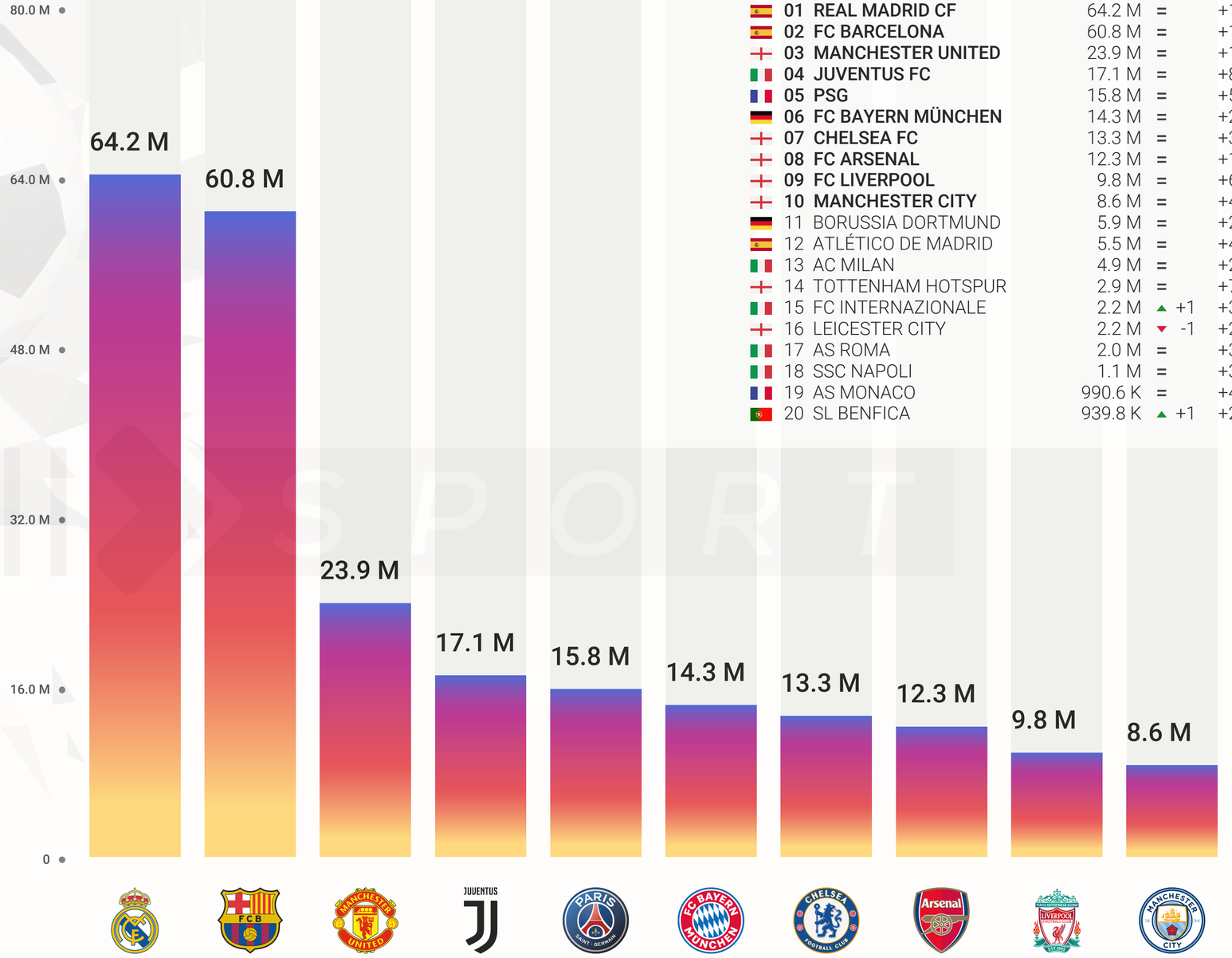
EUROPE Instagram

TOTAL FANBASE

289.1 M

Ranking of the **TOP 20** most followed European Football Clubs on Instagram.



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	64.2 M	=	+1.71
02	FC BARCELONA	60.8 M	=	+1.72
03	MANCHESTER UNITED	23.9 M	=	+1.79
04	JUVENTUS FC	17.1 M	=	+8.55
05	PSG	15.8 M	=	+5.11
06	FC BAYERN MÜNCHEN	14.3 M	=	+2.17
07	CHELSEA FC	13.3 M	=	+3.39
08	FC ARSENAL	12.3 M	=	+1.86
09	FC LIVERPOOL	9.8 M	=	+6.12
10	MANCHESTER CITY	8.6 M	=	+4.99
11	BORUSSIA DORTMUND	5.9 M	=	+2.79
12	ATLÉTICO DE MADRID	5.5 M	=	+4.18
13	AC MILAN	4.9 M	=	+2.70
14	TOTTENHAM HOTSPUR	2.9 M	=	+7.07
15	FC INTERNAZIONALE	2.2 M	▲ +1	+3.85
16	LEICESTER CITY	2.2 M	▼ -1	+2.51
17	AS ROMA	2.0 M	=	+3.92
18	SSC NAPOLI	1.1 M	=	+3.70
19	AS MONACO	990.6 K	=	+4.11
20	SL BENFICA	939.8 K	▲ +1	+2.76

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EUROPE YouTube

TOTAL FANBASE

24.9 M

Ranking of the **TOP 20** most followed European Football Clubs on YouTube.



	CLUBS	FANS		% VAR*
01	**FC BARCELONA**	5.4 M	=	+3.15
02	**REAL MADRID CF**	4.0 M	=	+2.37
03	**JUVENTUS FC**	1.6 M	=	+5.75
04	**FC LIVERPOOL**	1.6 M	=	+4.67
05	**MANCHESTER CITY**	1.5 M	=	+2.43
06	**PSG**	1.5 M	=	+5.79
07	**MANCHESTER UNITED**	1.1 M	=	+3.62
08	**FC ARSENAL**	1.1 M	=	+2.82
09	**FC BAYERN MÜNCHEN**	989.8 K	=	+1.48
10	**CHELSEA FC**	979.0 K	=	+4.10
11	AC MILAN	451.3 K	=	+1.43
12	TOTTENHAM HOTSPUR	365.3 K	=	+6.58
13	BORUSSIA DORTMUND	354.2 K	=	+3.66
14	FC INTERNAZIONALE	348.5 K	=	+4.59
15	AS ROMA	277.9 K	=	+1.23
16	OLYMPIQUE DE M.	200.0 K	=	+5.77
17	REAL BETIS BALOMPIÉ	196.6 K	=	+5.40
18	ATLÉTICO DE MADRID	152.4 K	=	+1.75
19	SSC NAPOLI	116.4 K	=	+1.61
20	FC PORTO	104.9 K	=	+1.40

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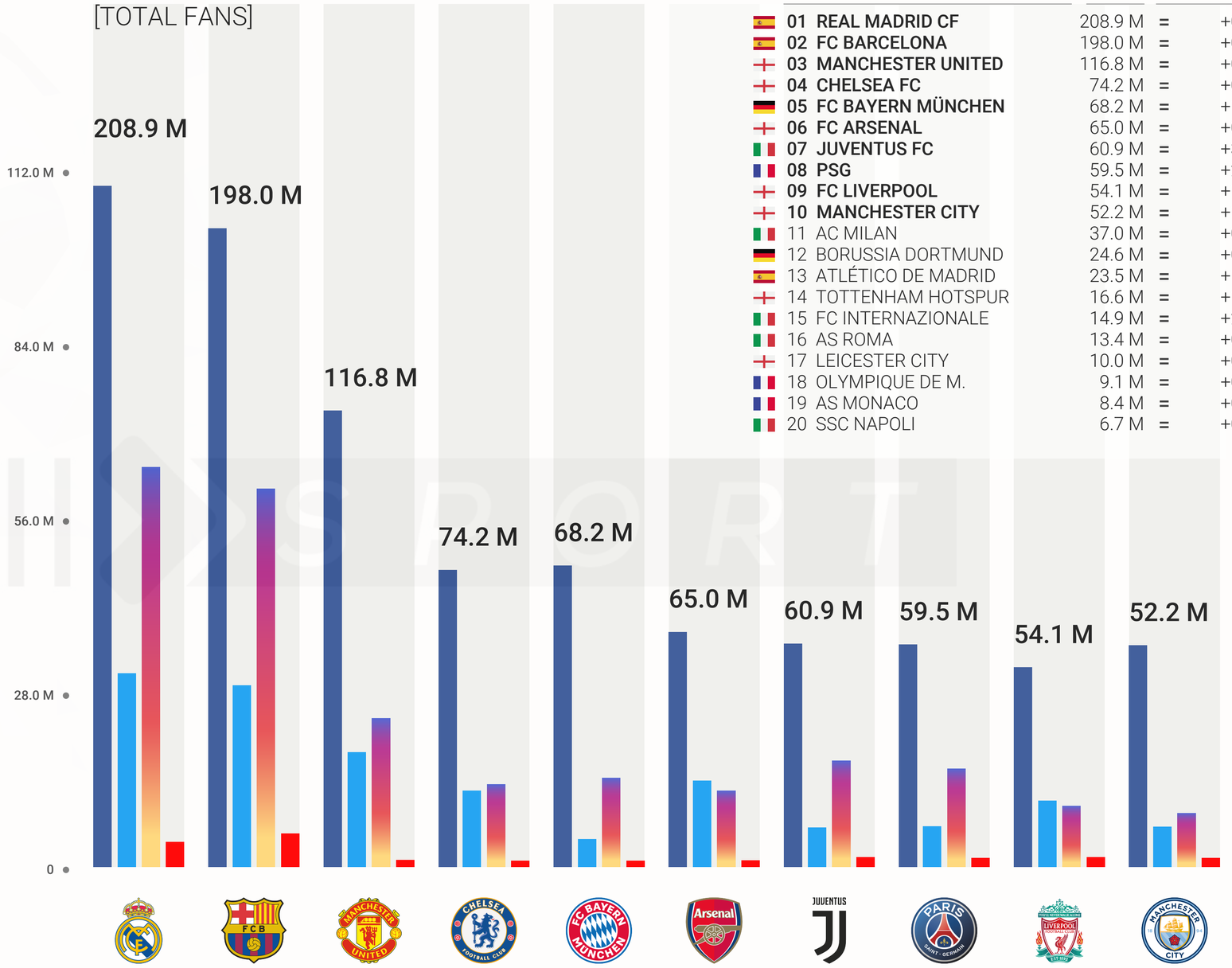
EUROPE Social

TOTAL FANBASE

1.3 B

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

*[from September 15, 2018 to October 15, 2018]



	CLUBS	FANS		% VAR*
01	REAL MADRID CF	208.9 M	=	+0.73
02	FC BARCELONA	198.0 M	=	+0.70
03	MANCHESTER UNITED	116.8 M	=	+0.45
04	CHELSEA FC	74.2 M	=	+0.81
05	FC BAYERN MÜNCHEN	68.2 M	=	+1.22
06	FC ARSENAL	65.0 M	=	+0.52
07	JUVENTUS FC	60.9 M	=	+3.36
08	PSG	59.5 M	=	+2.16
09	FC LIVERPOOL	54.1 M	=	+1.62
10	MANCHESTER CITY	52.2 M	=	+1.65
11	AC MILAN	37.0 M	=	+0.41
12	BORUSSIA DORTMUND	24.6 M	=	+0.71
13	ATLÉTICO DE MADRID	23.5 M	=	+1.03
14	TOTTENHAM HOTSPUR	16.6 M	=	+1.77
15	FC INTERNAZIONALE	14.9 M	=	+2.61
16	AS ROMA	13.4 M	=	+0.68
17	LEICESTER CITY	10.0 M	=	+0.51
18	OLYMPIQUE DE M.	9.1 M	=	+0.82
19	AS MONACO	8.4 M	=	+0.48
20	SSC NAPOLI	6.7 M	=	+0.97

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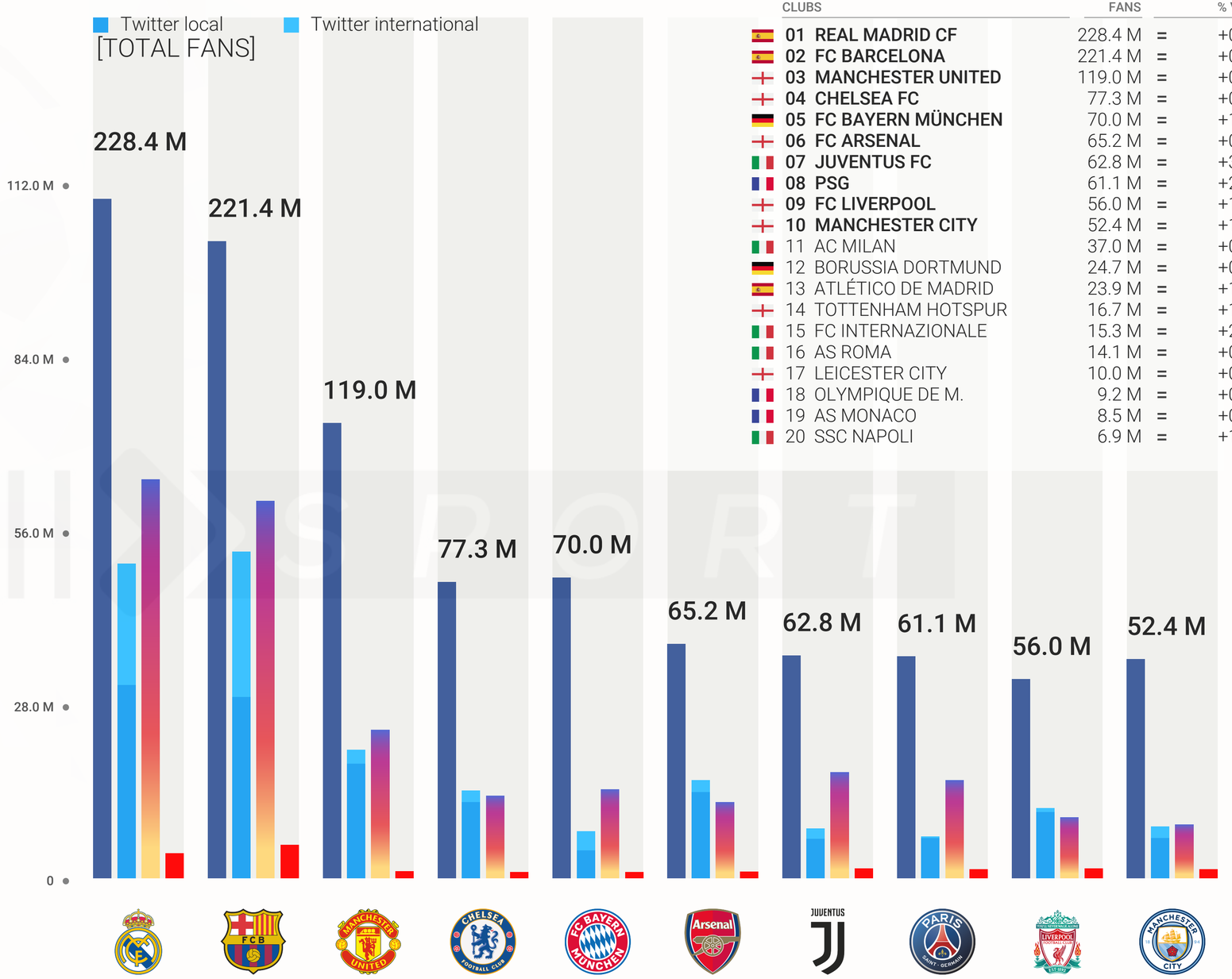
EUROPE Social

(Twitter global)

TOTAL FANBASE

1.3 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	228.4 M	=	+0.73
02	FC BARCELONA	221.4 M	=	+0.73
03	MANCHESTER UNITED	119.0 M	=	+0.46
04	CHELSEA FC	77.3 M	=	+0.77
05	FC BAYERN MÜNCHEN	70.0 M	=	+1.23
06	FC ARSENAL	65.2 M	=	+0.52
07	JUVENTUS FC	62.8 M	=	+3.37
08	PSG	61.1 M	=	+2.15
09	FC LIVERPOOL	56.0 M	=	+1.64
10	MANCHESTER CITY	52.4 M	=	+1.00
11	AC MILAN	37.0 M	=	+0.41
12	BORUSSIA DORTMUND	24.7 M	=	+0.73
13	ATLÉTICO DE MADRID	23.9 M	=	+1.05
14	TOTTENHAM HOTSPUR	16.7 M	=	+1.78
15	FC INTERNAZIONALE	15.3 M	=	+2.62
16	AS ROMA	14.1 M	=	+0.96
17	LEICESTER CITY	10.0 M	=	+0.51
18	OLYMPIQUE DE M.	9.2 M	=	+0.86
19	AS MONACO	8.5 M	=	+0.50
20	SSC NAPOLI	6.9 M	=	+1.00

*[from September 15, 2018 to October 15, 2018]

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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 September 15, 2018 to October 15, 2018]



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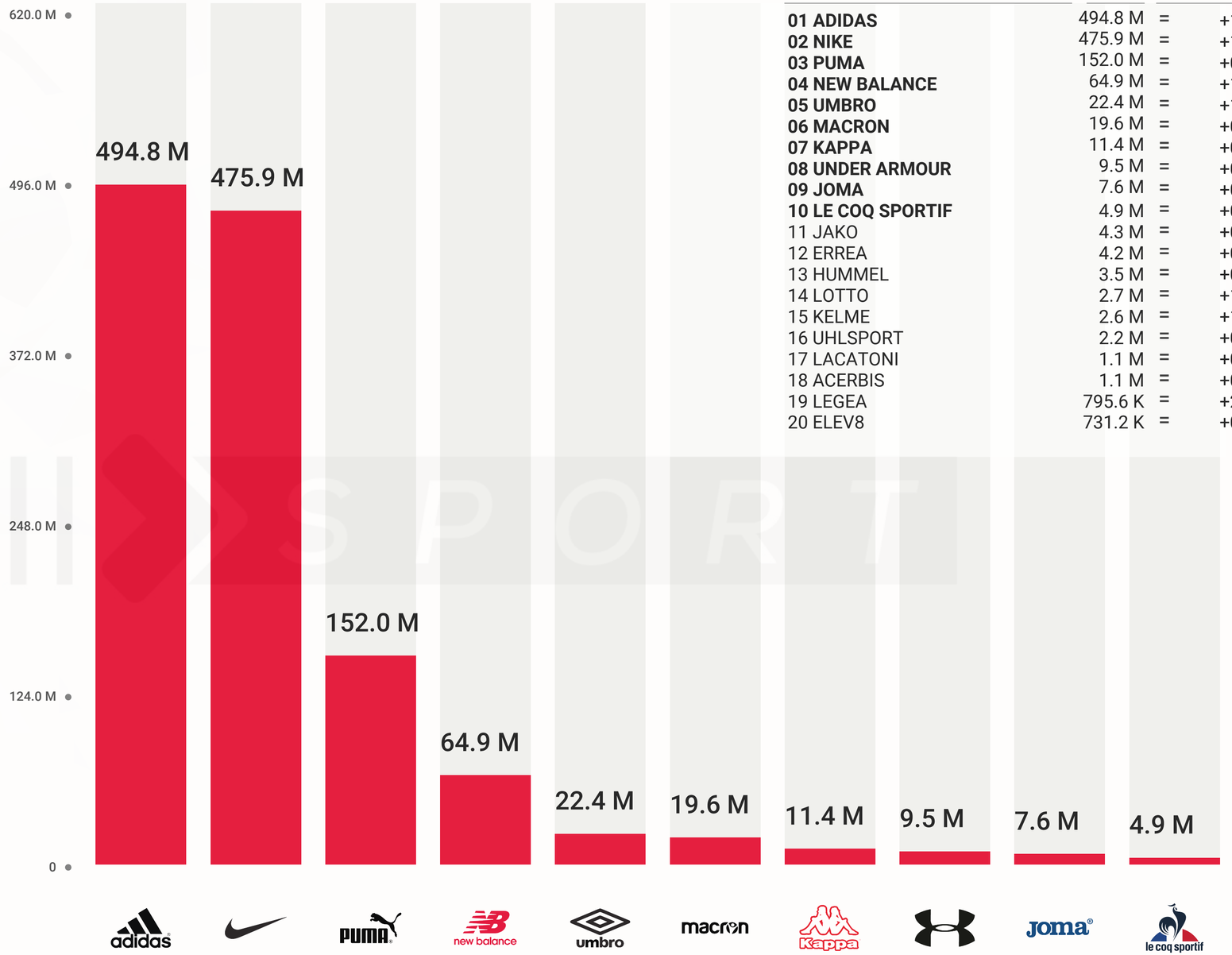
EUROPE Social Brands

TOTAL FANBASE

1.3 B

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 237 sponsored European Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 ADIDAS	494.8 M	=	+1.09
02 NIKE	475.9 M	=	+1.11
03 PUMA	152.0 M	=	+0.57
04 NEW BALANCE	64.9 M	=	+1.45
05 UMBRO	22.4 M	=	+1.05
06 MACRON	19.6 M	=	+0.65
07 KAPPA	11.4 M	=	+0.99
08 UNDER ARMOUR	9.5 M	=	+0.40
09 JOMA	7.6 M	=	+0.76
10 LE COQ SPORTIF	4.9 M	=	+0.46
11 JAKO	4.3 M	=	+0.33
12 ERREA	4.2 M	=	+0.73
13 HUMMEL	3.5 M	=	+0.87
14 LOTTO	2.7 M	=	+1.23
15 KELME	2.6 M	=	+1.26
16 UHLSPORT	2.2 M	=	+0.69
17 LACATONI	1.1 M	=	+0.77
18 ACERBIS	1.1 M	=	+0.47
19 LEGEA	795.6 K	=	+2.24
20 ELEV8	731.2 K	=	+0.37

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EUROPE Tech Brands

CLUBS
237

TECH BRANDS
39

TECH BRANDS on jerseys coverage in relation to the 237 sponsored European Football Clubs.



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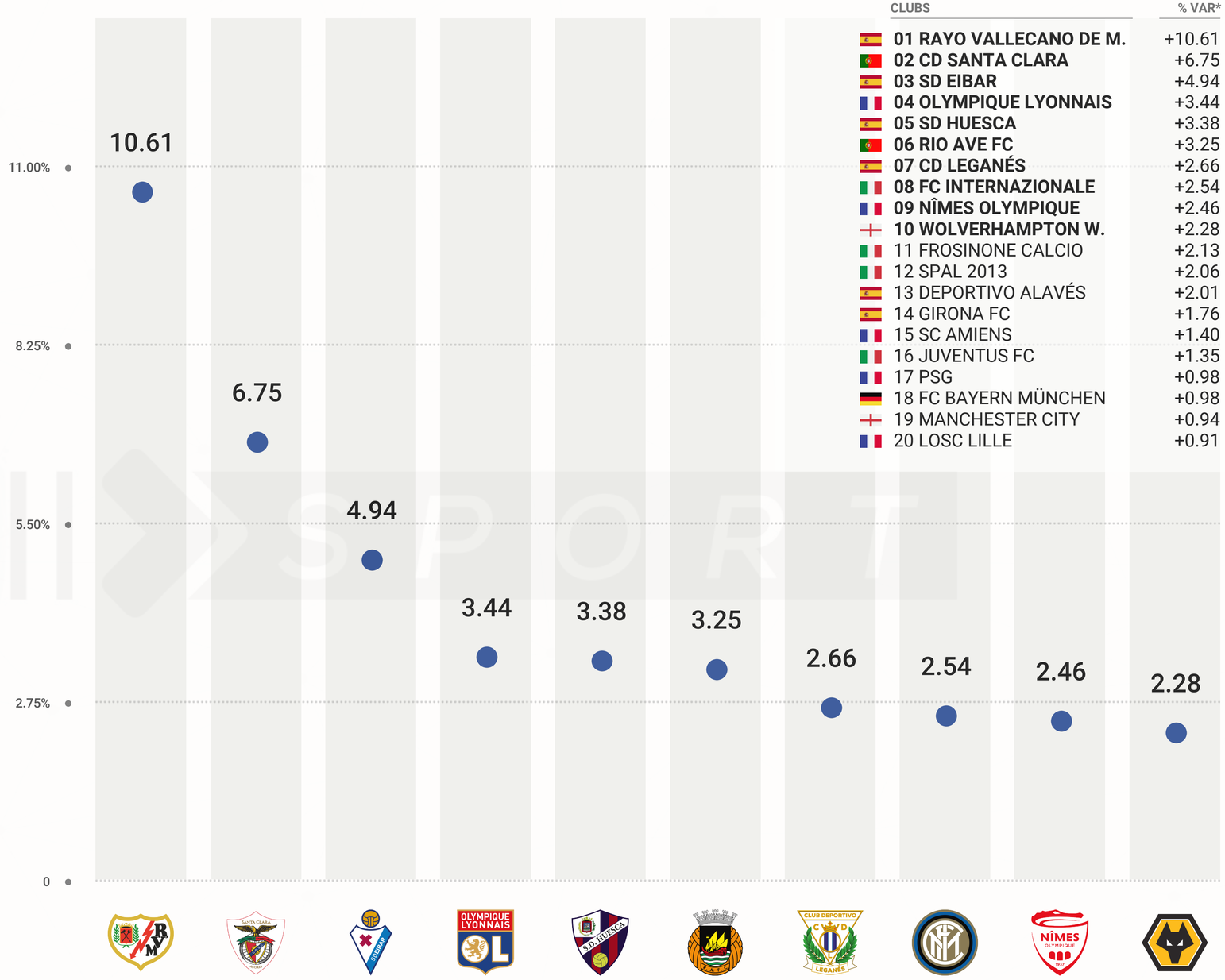
EUROPE 1 Facebook

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



CLUBS	% VAR*
01 RAYO VALLECANO DE M.	+10.61
02 CD SANTA CLARA	+6.75
03 SD EIBAR	+4.94
04 OLYMPIQUE LYONNAIS	+3.44
05 SD HUESCA	+3.38
06 RIO AVE FC	+3.25
07 CD LEGANÉS	+2.66
08 FC INTERNAZIONALE	+2.54
09 NÎMES OLYMPIQUE	+2.46
10 WOLVERHAMPTON W.	+2.28
11 FROSINONE CALCIO	+2.13
12 SPAL 2013	+2.06
13 DEPORTIVO ALAVÉS	+2.01
14 GIRONA FC	+1.76
15 SC AMIENS	+1.40
16 JUVENTUS FC	+1.35
17 PSG	+0.98
18 FC BAYERN MÜNCHEN	+0.98
19 MANCHESTER CITY	+0.94
20 LOSC LILLE	+0.91

*[from September 15, 2018 to October 15, 2018]

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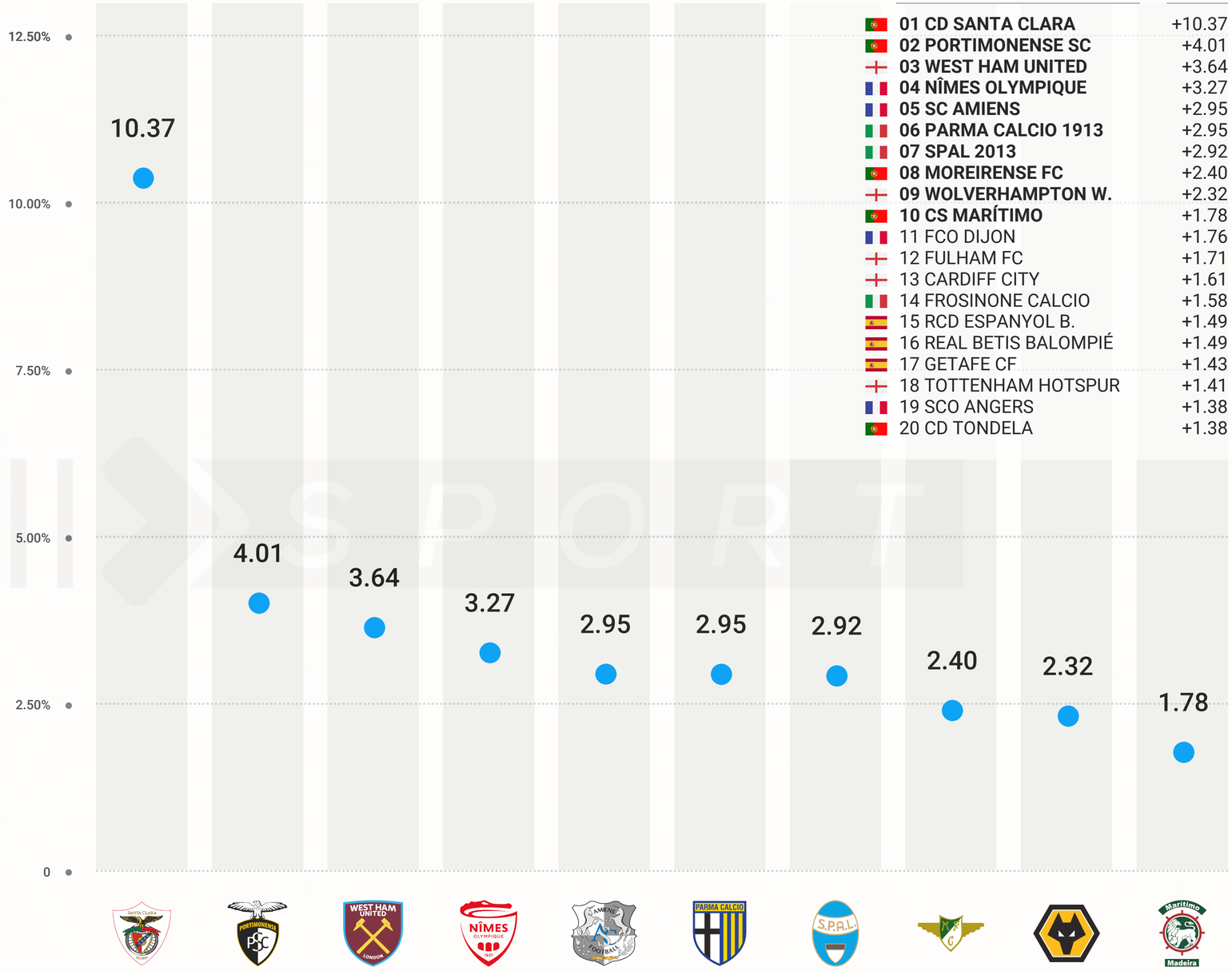
IQUII SPORT

EUROPE 1 Twitter

EUROPEAN TOP20

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

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 CD SANTA CLARA	+10.37
02 PORTIMONENSE SC	+4.01
03 WEST HAM UNITED	+3.64
04 NÎMES OLYMPIQUE	+3.27
05 SC AMIENS	+2.95
06 PARMA CALCIO 1913	+2.95
07 SPAL 2013	+2.92
08 MOREIRENSE FC	+2.40
09 WOLVERHAMPTON W.	+2.32
10 CS MARÍTIMO	+1.78
11 FCO DIJON	+1.76
12 FULHAM FC	+1.71
13 CARDIFF CITY	+1.61
14 FROSINONE CALCIO	+1.58
15 RCD ESPANYOL B.	+1.49
16 REAL BETIS BALOMPIÉ	+1.49
17 GETAFE CF	+1.43
18 TOTTENHAM HOTSPUR	+1.41
19 SCO ANGERS	+1.38
20 CD TONDELA	+1.38

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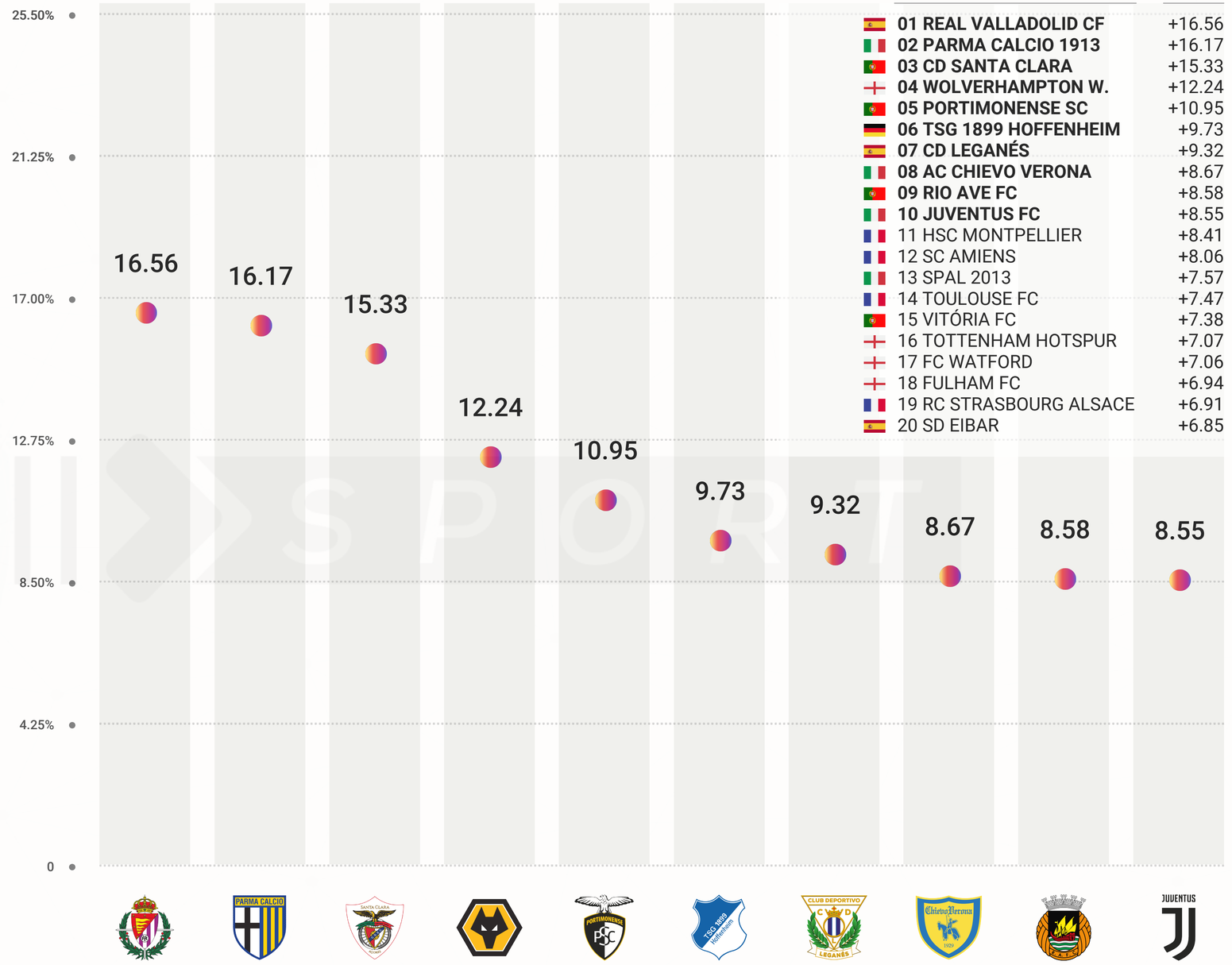
EUROPE 1 Instagram

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

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 REAL VALLADOLID CF	+16.56
02 PARMA CALCIO 1913	+16.17
03 CD SANTA CLARA	+15.33
04 WOLVERHAMPTON W.	+12.24
05 PORTIMONENSE SC	+10.95
06 TSG 1899 HOFFENHEIM	+9.73
07 CD LEGANÉS	+9.32
08 AC CHIEVO VERONA	+8.67
09 RIO AVE FC	+8.58
10 JUVENTUS FC	+8.55
11 HSC MONTPELLIER	+8.41
12 SC AMIENS	+8.06
13 SPAL 2013	+7.57
14 TOULOUSE FC	+7.47
15 VITÓRIA FC	+7.38
16 TOTTENHAM HOTSPUR	+7.07
17 FC WATFORD	+7.06
18 FULHAM FC	+6.94
19 RC STRASBOURG ALSACE	+6.91
20 SD EIBAR	+6.85

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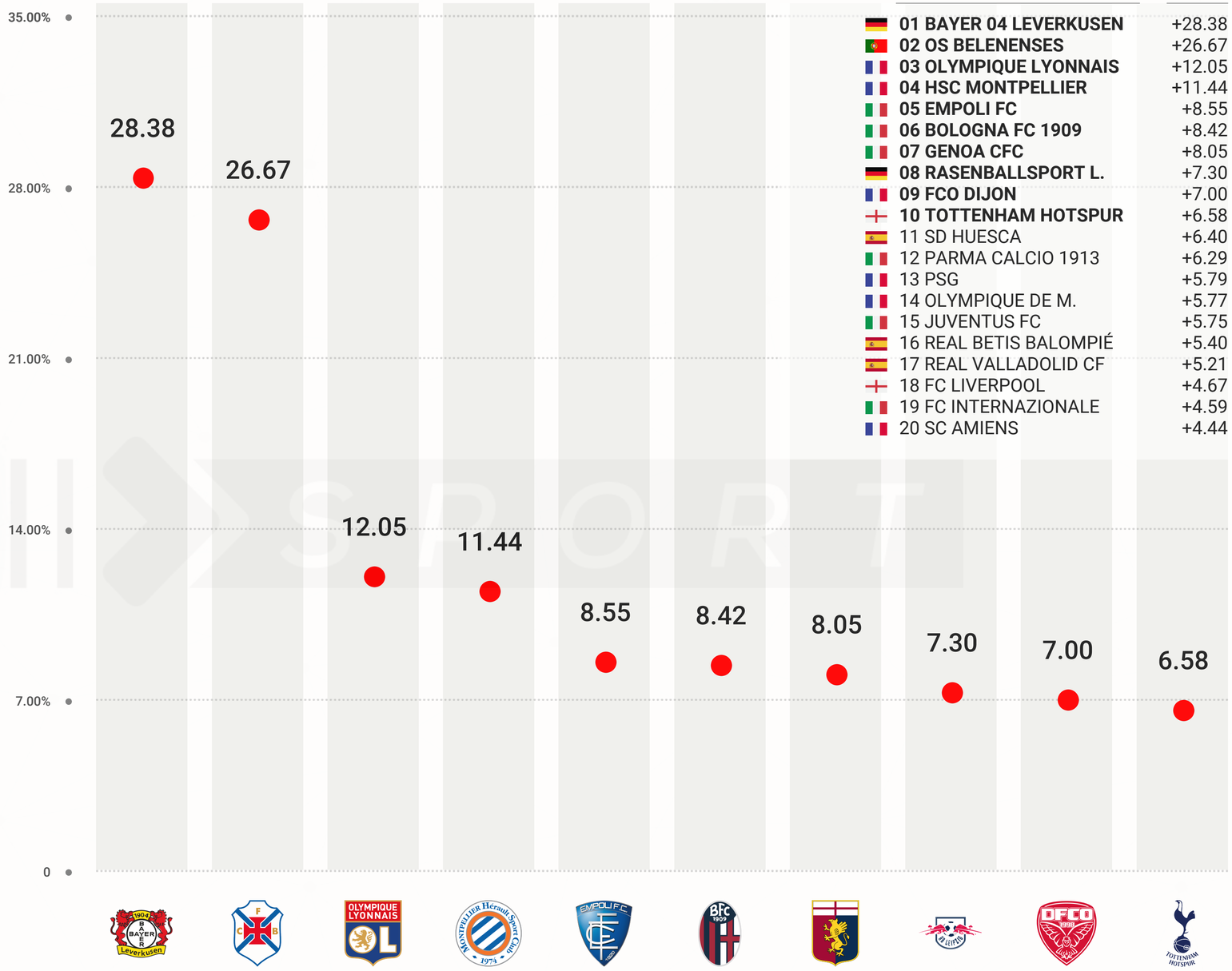
IQUII SPORT

EUROPE 1 YouTube

EUROPEAN TOP20

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



CLUBS	% VAR*
01 BAYER 04 LEVERKUSEN	+28.38
02 OS BELENENSES	+26.67
03 OLYMPIQUE LYONNAIS	+12.05
04 HSC MONTPELLIER	+11.44
05 EMPOLI FC	+8.55
06 BOLOGNA FC 1909	+8.42
07 GENOA CFC	+8.05
08 RASENBALLSPORT L.	+7.30
09 FCO DIJON	+7.00
10 TOTTENHAM HOTSPUR	+6.58
11 SD HUESCA	+6.40
12 PARMA CALCIO 1913	+6.29
13 PSG	+5.79
14 OLYMPIQUE DE M.	+5.77
15 JUVENTUS FC	+5.75
16 REAL BETIS BALOMPIÉ	+5.40
17 REAL VALLADOLID CF	+5.21
18 FC LIVERPOOL	+4.67
19 FC INTERNAZIONALE	+4.59
20 SC AMIENS	+4.44

*[from September 15, 2018 to October 15, 2018]

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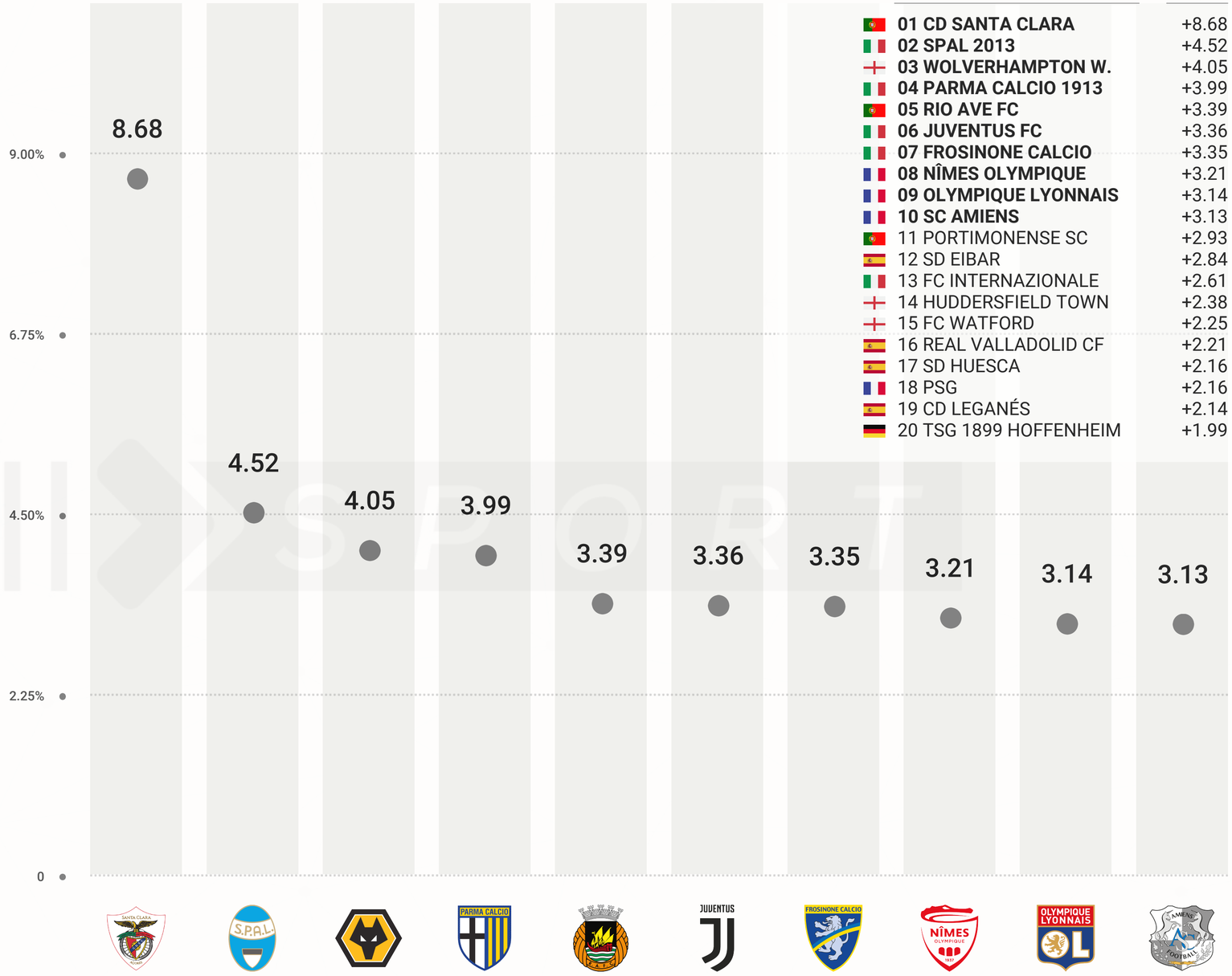
IQUII SPORT

EUROPE 1 Social

EUROPEAN TOP20

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

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 CD SANTA CLARA	+8.68
02 SPAL 2013	+4.52
03 WOLVERHAMPTON W.	+4.05
04 PARMA CALCIO 1913	+3.99
05 RIO AVE FC	+3.39
06 JUVENTUS FC	+3.36
07 FROSINONE CALCIO	+3.35
08 NÎMES OLYMPIQUE	+3.21
09 OLYMPIQUE LYONNAIS	+3.14
10 SC AMIENS	+3.13
11 PORTIMONENSE SC	+2.93
12 SD EIBAR	+2.84
13 FC INTERNAZIONALE	+2.61
14 HUDDERSFIELD TOWN	+2.38
15 FC WATFORD	+2.25
16 REAL VALLADOLID CF	+2.21
17 SD HUESCA	+2.16
18 PSG	+2.16
19 CD LEGANÉS	+2.14
20 TSG 1899 HOFFENHEIM	+1.99

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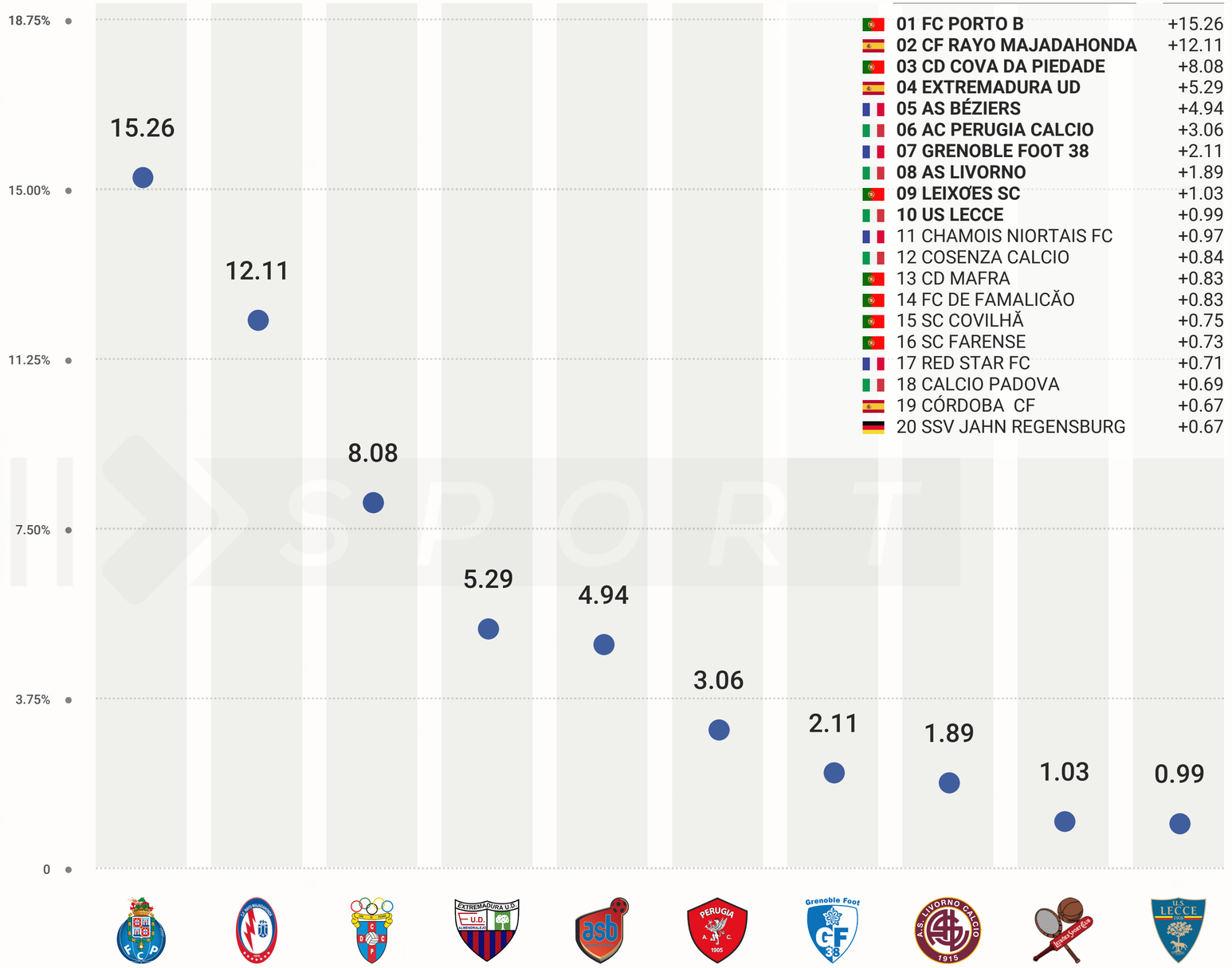
IQUII SPORT

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 PORTO B	+15.26
02 CF RAYO MAJADAHONDA	+12.11
03 CD COVA DA PIEDADE	+8.08
04 EXTREMADURA UD	+5.29
05 AS BÉZIERS	+4.94
06 AC PERUGIA CALCIO	+3.06
07 GRENOBLE FOOT 38	+2.11
08 AS LIVORNO	+1.89
09 LEIXÕES SC	+1.03
10 US LECCE	+0.99
11 CHAMOIS NIORTAIS FC	+0.97
12 COSENZA CALCIO	+0.84
13 CD MAFRA	+0.83
14 FC DE FAMALICÃO	+0.83
15 SC COVILHÃ	+0.75
16 SC FARENSE	+0.73
17 RED STAR FC	+0.71
18 CALCIO PADOVA	+0.69
19 CÓRDOBA CF	+0.67
20 SSV JAHN REGENSBURG	+0.67

*[from September 15, 2018 to October 15, 2018]

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EUROPE 2 Twitter

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

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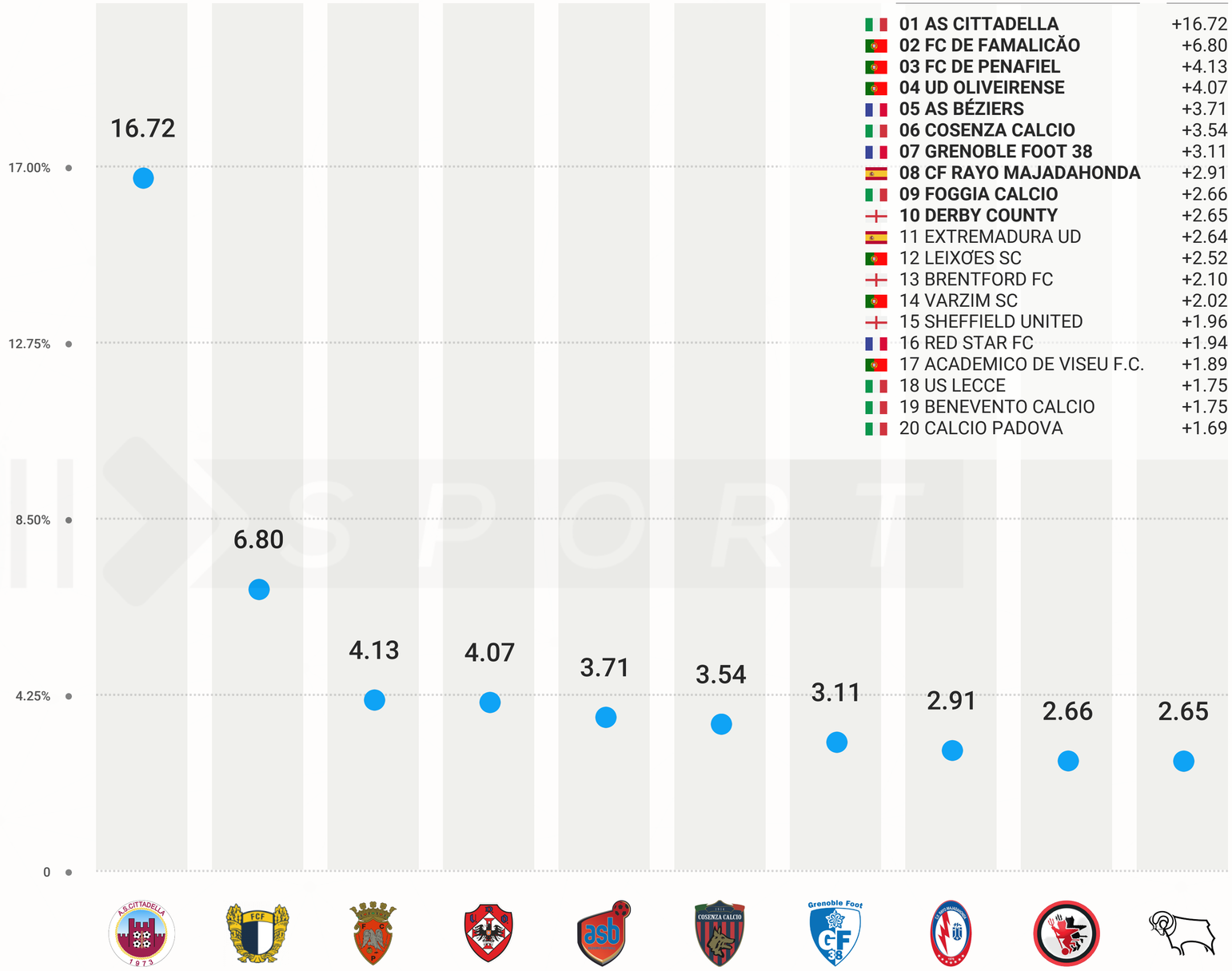

CLUBS	% VAR*
01 AS CITTADELLA	+16.72
02 FC DE FAMALICÃO	+6.80
03 FC DE PENAFIEL	+4.13
04 UD OLIVEIRENSE	+4.07
05 AS BÉZIERS	+3.71
06 COSENZA CALCIO	+3.54
07 GRENOBLE FOOT 38	+3.11
08 CF RAYO MAJADAHONDA	+2.91
09 FOGGIA CALCIO	+2.66
10 DERBY COUNTY	+2.65
11 EXTREMADURA UD	+2.64
12 LEIXÕES SC	+2.52
13 BRENTFORD FC	+2.10
14 VARZIM SC	+2.02
15 SHEFFIELD UNITED	+1.96
16 RED STAR FC	+1.94
17 ACADEMICO DE VISEU F.C.	+1.89
18 US LECCE	+1.75
19 BENEVENTO CALCIO	+1.75
20 CALCIO PADOVA	+1.69

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IQUII SPORT

EUROPE 2 Instagram

EUROPEAN TOP20

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

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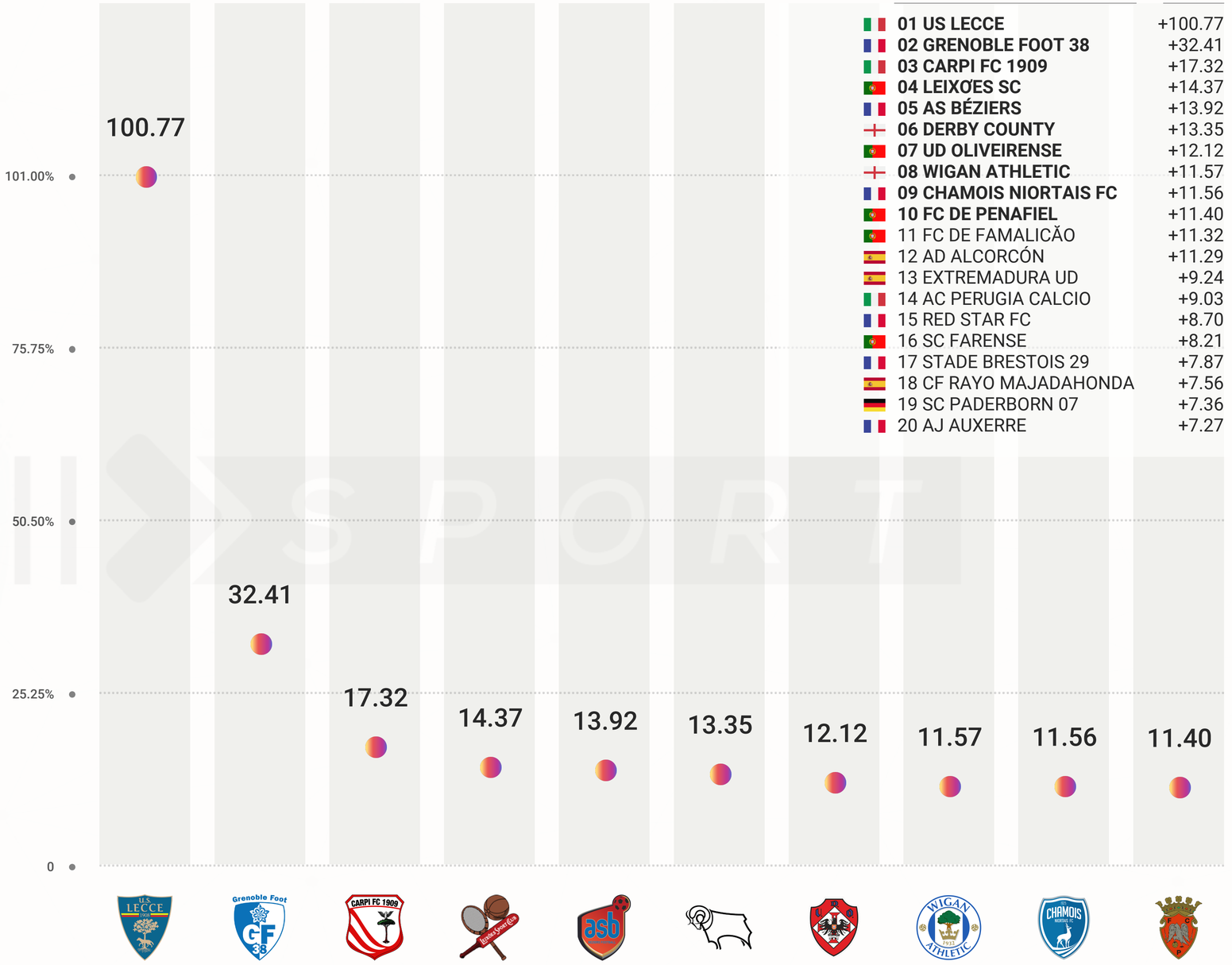

CLUBS	% VAR*
01 US LECCE	+100.77
02 GRENOBLE FOOT 38	+32.41
03 CARPI FC 1909	+17.32
04 LEIXÕES SC	+14.37
05 AS BÉZIERS	+13.92
06 DERBY COUNTY	+13.35
07 UD OLIVEIRENSE	+12.12
08 WIGAN ATHLETIC	+11.57
09 CHAMOIS NIORTAIS FC	+11.56
10 FC DE PENAFIEL	+11.40
11 FC DE FAMALICÃO	+11.32
12 AD ALCORCÓN	+11.29
13 EXTREMADURA UD	+9.24
14 AC PERUGIA CALCIO	+9.03
15 RED STAR FC	+8.70
16 SC FARENSE	+8.21
17 STADE BRESTOIS 29	+7.87
18 CF RAYO MAJADAHONDA	+7.56
19 SC PADERBORN 07	+7.36
20 AJ AUXERRE	+7.27

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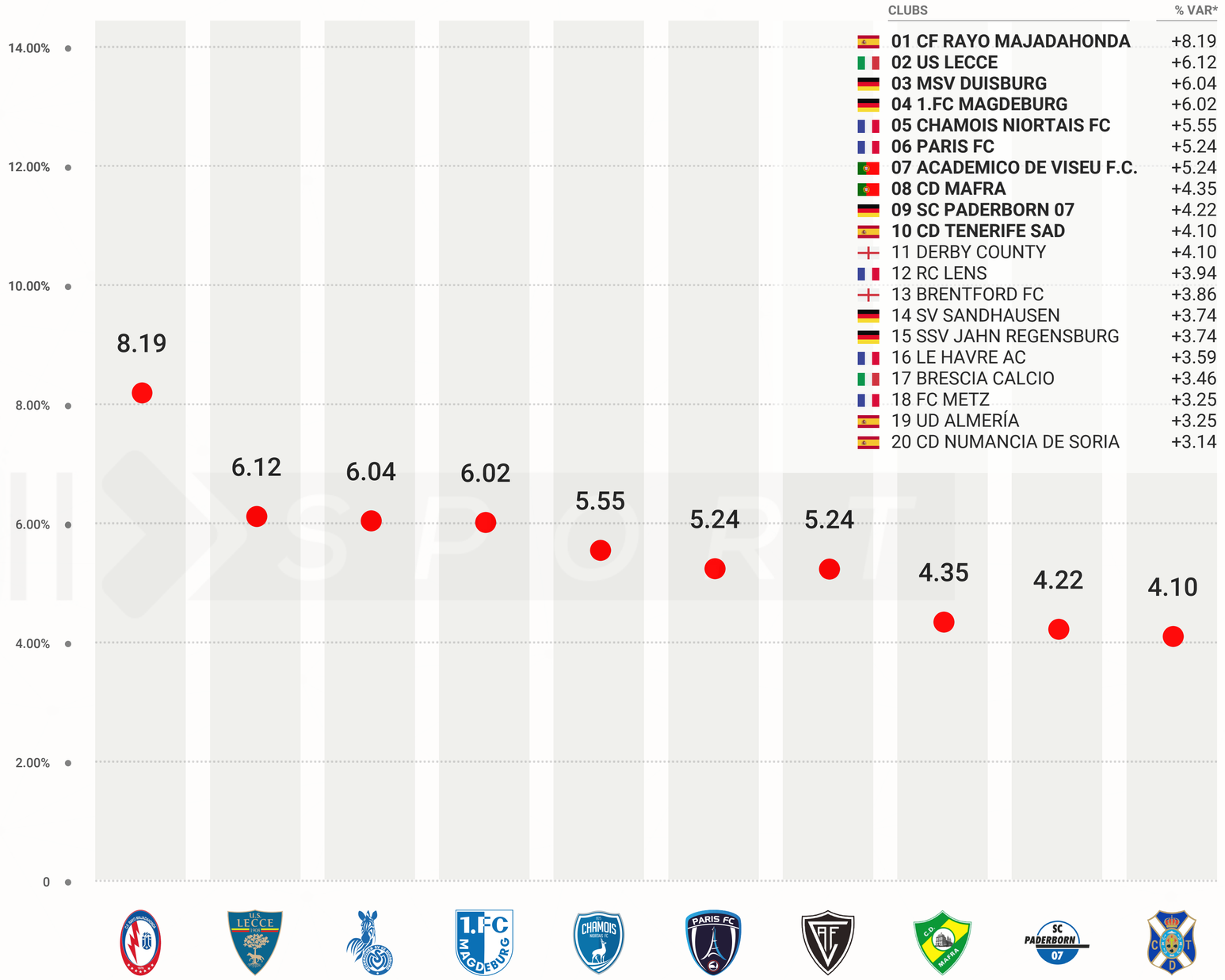
IQUII SPORT

EUROPE 2 YouTube

EUROPEAN TOP20

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



CLUBS	% VAR*
01 CF RAYO MAJADAHONDA	+8.19
02 US LECCE	+6.12
03 MSV DUISBURG	+6.04
04 1.FC MAGDEBURG	+6.02
05 CHAMOIS NIORTAIS FC	+5.55
06 PARIS FC	+5.24
07 ACADEMICO DE VISEU F.C.	+5.24
08 CD MAFRA	+4.35
09 SC PADERBORN 07	+4.22
10 CD TENERIFE SAD	+4.10
11 DERBY COUNTY	+4.10
12 RC LENS	+3.94
13 BRENTFORD FC	+3.86
14 SV SANDHAUSEN	+3.74
15 SSV JAHN REGENSBURG	+3.74
16 LE HAVRE AC	+3.59
17 BRESCIA CALCIO	+3.46
18 FC METZ	+3.25
19 UD ALMERÍA	+3.25
20 CD NUMANCIA DE SORIA	+3.14

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EUROPE 2 Social

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

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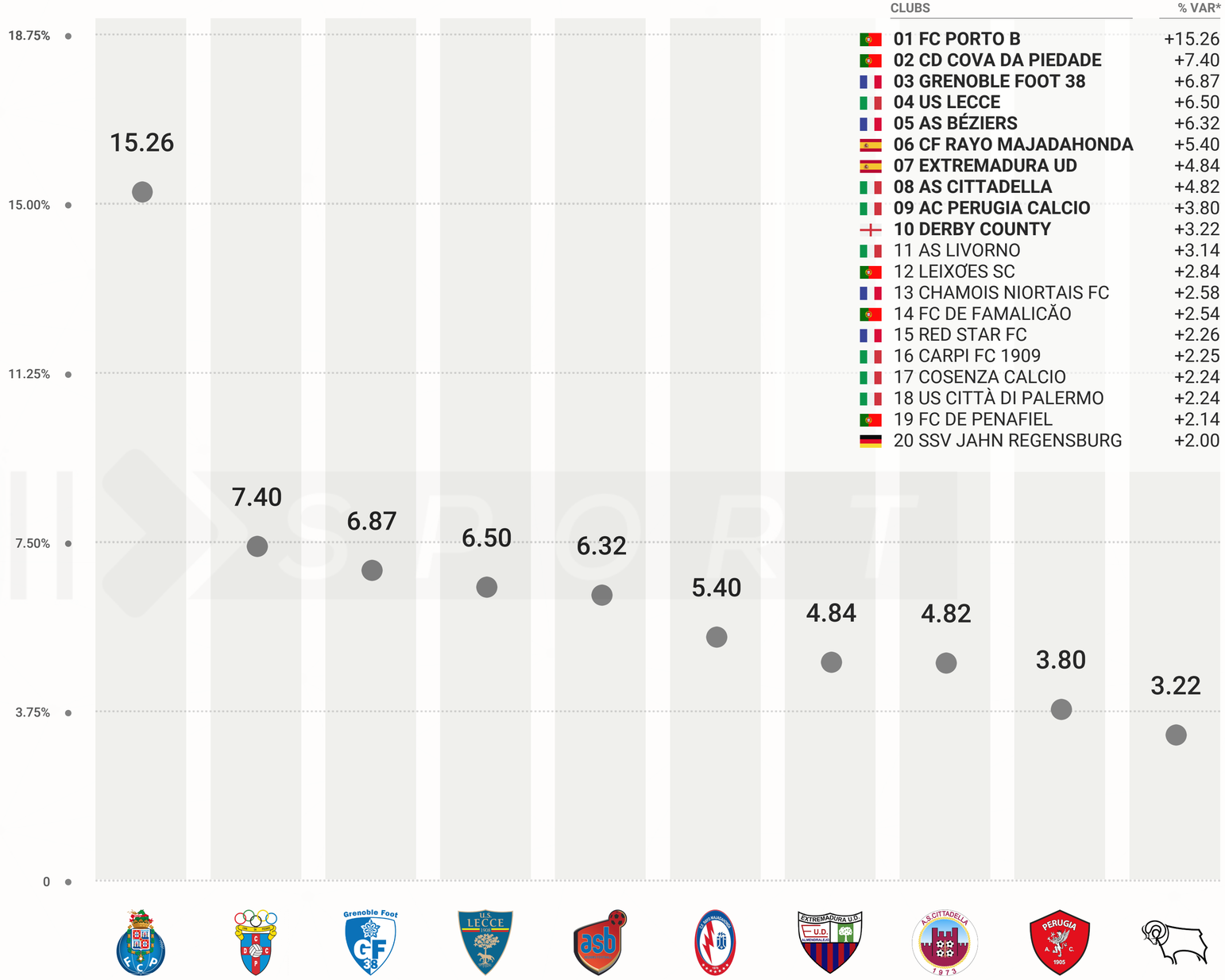

CLUBS	% VAR*
01 FC PORTO B	+15.26
02 CD COVA DA PIEDADE	+7.40
03 GRENOBLE FOOT 38	+6.87
04 US LECCE	+6.50
05 AS BÉZIERS	+6.32
06 CF RAYO MAJADAHONDA	+5.40
07 EXTREMADURA UD	+4.84
08 AS CITTADELLA	+4.82
09 AC PERUGIA CALCIO	+3.80
10 DERBY COUNTY	+3.22
11 AS LIVORNO	+3.14
12 LEIXÕES SC	+2.84
13 CHAMOIS NIORTAIS FC	+2.58
14 FC DE FAMALICÃO	+2.54
15 RED STAR FC	+2.26
16 CARPI FC 1909	+2.25
17 COSENZA CALCIO	+2.24
18 US CITTÀ DI PALERMO	+2.24
19 FC DE PENAFIEL	+2.14
20 SSV JAHN REGENSBURG	+2.00

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IQUII SPORT

Football Leagues included in this overview

FIRST DIVISION **20 CLUBS**

Premier League

SECOND DIVISION **24 CLUBS**

sky BET CHAMPIONSHIP EFL

CHAMPIONSHIP

ENGLAND

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IQUII SPORT



ENGLAND SnapShot / General



2

LEAGUES

Total LEAGUES analyzed: Premier League and Championship.

44

CLUBS

Total Premier League and Championship FOOTBALL CLUBS analyzed.

13

BRANDS

Total Premier League and Championship TECH BRANDS on jerseys analyzed.

441.5 M

+ 0.91%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Premier League and Championship Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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ENGLAND SnapShot / First Division



20

CLUBS

Total Premier League FOOTBALL CLUBS analyzed.

6

BRANDS

Total Premier League TECH BRANDS on jerseys analyzed.

416.8 M

+ 0.93%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Premier League Football Clubs analyzed.

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IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

258.2 M

Premier League

Ranking of the most followed **PREMIER LEAGUE** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	73.3 M	=	-0.08
02 CHELSEA FC	47.7 M	=	+0.00
03 FC ARSENAL	37.8 M	=	-0.07
04 MANCHESTER CITY	35.6 M	=	+0.94
05 FC LIVERPOOL	32.1 M	=	+0.28
06 TOTTENHAM HOTSPUR	10.2 M	=	+0.28
07 LEICESTER CITY	6.5 M	=	-0.15
08 FC EVERTON	3.1 M	=	-0.04
09 FC SOUTHAMPTON	3.1 M	=	-0.23
10 WEST HAM UNITED	2.3 M	=	+0.15
11 NEWCASTLE UNITED	2.2 M	=	+0.04
12 CRYSTAL PALACE	1.1 M	=	-0.01
13 FULHAM FC	838.1 K	=	+0.23
14 CARDIFF CITY	504.9 K	=	+0.12
15 FC WATFORD	413.4 K	=	+0.73
16 FC BURNLEY	408.0 K	=	+0.15
17 WOLVERHAMPTON W.	388.0 K	=	+2.28
18 AFC BOURNEMOUTH	369.2 K	=	+0.30
19 BRIGHTON & HOVE A.	233.0 K	=	+0.59
20 HUDDERSFIELD TOWN	139.1 K	=	+0.60

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IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

74.9 M

Premier League

Ranking of the most followed **PREMIER LEAGUE** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	18.5 M	=	+0.71
02 FC ARSENAL	13.9 M	=	+0.78
03 CHELSEA FC	12.3 M	=	+1.00
04 FC LIVERPOOL	10.7 M	=	+1.31
05 MANCHESTER CITY	6.5 M	=	+1.11
06 TOTTENHAM HOTSPUR	3.1 M	=	+1.41
07 FC EVERTON	1.7 M	=	+1.27
08 WEST HAM UNITED	1.4 M	=	+3.64
09 NEWCASTLE UNITED	1.3 M	=	+1.22
10 LEICESTER CITY	1.2 M	=	+0.47
11 FC SOUTHAMPTON	1.0 M	=	+0.99
12 CRYSTAL PALACE	762.3 K	=	+0.97
13 FC WATFORD	471.2 K	=	+1.12
14 FULHAM FC	460.9 K	=	+1.71
15 AFC BOURNEMOUTH	393.7 K	=	+1.24
16 FC BURNLEY	373.7 K	=	+1.35
17 WOLVERHAMPTON W.	339.2 K	=	+2.32
18 CARDIFF CITY	270.0 K	=	+1.61
19 BRIGHTON & HOVE A.	205.2 K	=	+1.13
20 HUDDERSFIELD TOWN	163.0 K	=	+1.35

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IQUII SPORT

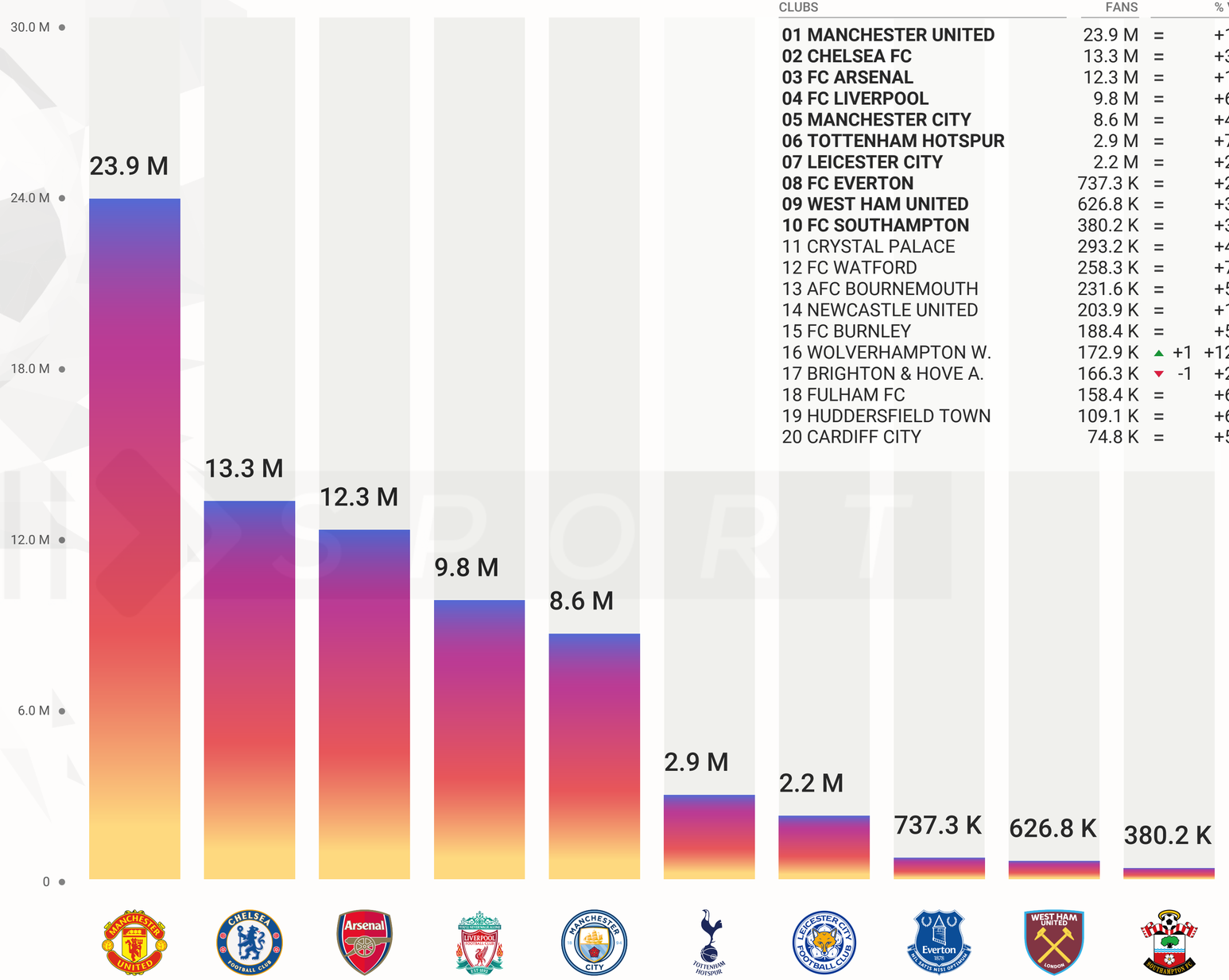
ENGLAND Instagram

TOTAL FANBASE

76.5 M

Premier League

Ranking of the most followed **PREMIER LEAGUE** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	23.9 M	=	+1.79
02 CHELSEA FC	13.3 M	=	+3.39
03 FC ARSENAL	12.3 M	=	+1.86
04 FC LIVERPOOL	9.8 M	=	+6.12
05 MANCHESTER CITY	8.6 M	=	+4.99
06 TOTTENHAM HOTSPUR	2.9 M	=	+7.07
07 LEICESTER CITY	2.2 M	=	+2.51
08 FC EVERTON	737.3 K	=	+2.77
09 WEST HAM UNITED	626.8 K	=	+3.47
10 FC SOUTHAMPTON	380.2 K	=	+3.53
11 CRYSTAL PALACE	293.2 K	=	+4.40
12 FC WATFORD	258.3 K	=	+7.06
13 AFC BOURNEMOUTH	231.6 K	=	+5.71
14 NEWCASTLE UNITED	203.9 K	=	+1.48
15 FC BURNLEY	188.4 K	=	+5.10
16 WOLVERHAMPTON W.	172.9 K	▲ +1	+12.24
17 BRIGHTON & HOVE A.	166.3 K	▼ -1	+2.22
18 FULHAM FC	158.4 K	=	+6.94
19 HUDDERSFIELD TOWN	109.1 K	=	+6.54
20 CARDIFF CITY	74.8 K	=	+5.51

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

7.1 M

Premier League

Ranking of the most followed **PREMIER LEAGUE** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC LIVERPOOL	1.6 M	=	+4.67
02 MANCHESTER CITY	1.5 M	=	+2.43
03 MANCHESTER UNITED	1.1 M	=	+3.62
04 FC ARSENAL	1.1 M	=	+2.82
05 CHELSEA FC	979.0 K	=	+4.10
06 TOTTENHAM HOTSPUR	365.3 K	=	+6.58
07 FC EVERTON	100.8 K	=	+2.50
08 WEST HAM UNITED	94.1 K	=	+3.48
09 LEICESTER CITY	71.6 K	=	+0.40
10 FC SOUTHAMPTON	54.0 K	=	+0.63
11 WOLVERHAMPTON W.	39.4 K	▲ +1	+3.68
12 NEWCASTLE UNITED	39.2 K	▼ -1	+0.63
13 FC WATFORD	19.3 K	=	+1.88
14 CARDIFF CITY	17.2 K	=	+1.29
15 FULHAM FC	16.7 K	=	+1.27
16 AFC BOURNEMOUTH	16.2 K	=	+2.40
17 HUDDERSFIELD TOWN	15.5 K	=	+1.38
18 FC BURNLEY	13.5 K	=	+2.19
19 BRIGHTON & HOVE A.	n/a	=	n/a
20 CRYSTAL PALACE	n/a	=	n/a

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

ENGLAND Social

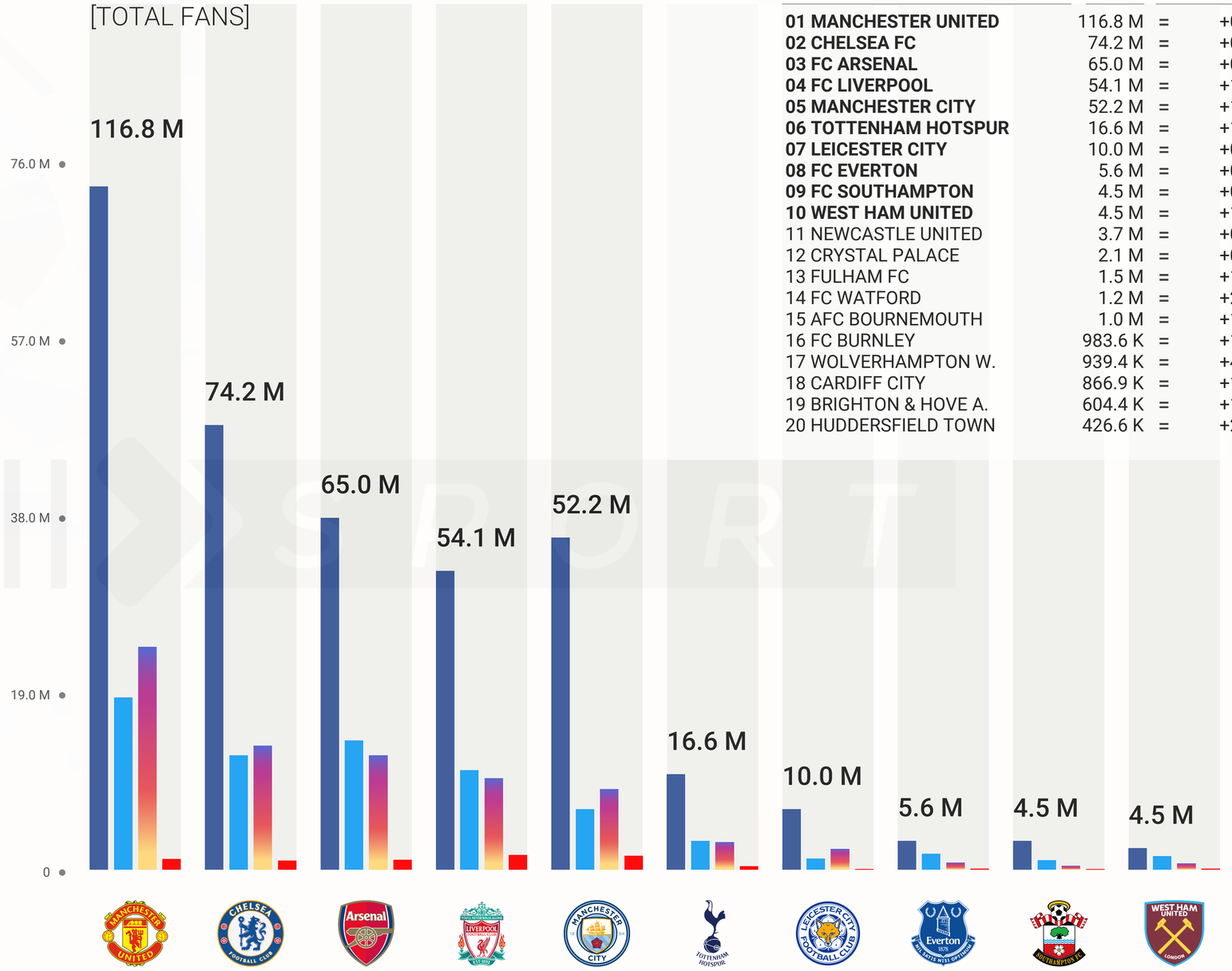
TOTAL FANBASE

416.8 M

Premier League

Ranking of the most followed **PREMIER LEAGUE** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	116.8 M	=	+0.45
02 CHELSEA FC	74.2 M	=	+0.81
03 FC ARSENAL	65.0 M	=	+0.52
04 FC LIVERPOOL	54.1 M	=	+1.62
05 MANCHESTER CITY	52.2 M	=	+1.65
06 TOTTENHAM HOTSPUR	16.6 M	=	+1.77
07 LEICESTER CITY	10.0 M	=	+0.51
08 FC EVERTON	5.6 M	=	+0.76
09 FC SOUTHAMPTON	4.5 M	=	+0.35
10 WEST HAM UNITED	4.5 M	=	+1.78
11 NEWCASTLE UNITED	3.7 M	=	+0.54
12 CRYSTAL PALACE	2.1 M	=	+0.92
13 FULHAM FC	1.5 M	=	+1.39
14 FC WATFORD	1.2 M	=	+2.25
15 AFC BOURNEMOUTH	1.0 M	=	+1.90
16 FC BURNLEY	983.6 K	=	+1.55
17 WOLVERHAMPTON W.	939.4 K	=	+4.05
18 CARDIFF CITY	866.9 K	=	+1.05
19 BRIGHTON & HOVE A.	604.4 K	=	+1.22
20 HUDDERSFIELD TOWN	426.6 K	=	+2.38

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IQUII SPORT

ENGLAND Brands

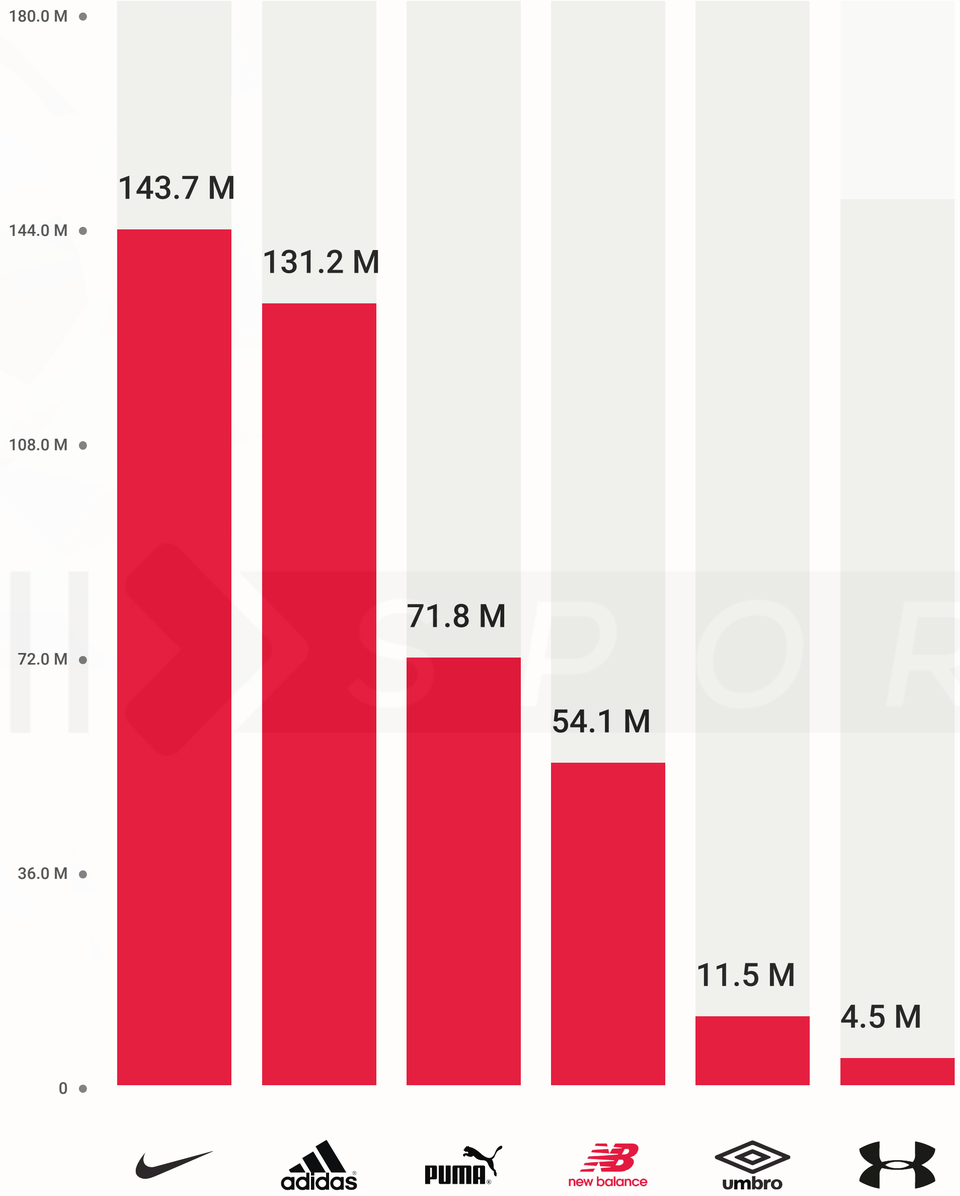
TOTAL FANBASE

416.8 M

Premier League

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 20 sponsored PREMIER LEAGUE Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 NIKE	143.7 M	=	+1.22
02 ADIDAS	131.2 M	=	+0.51
03 PUMA	71.8 M	=	+0.55
04 NEW BALANCE	54.1 M	=	+1.62
05 UMBRO	11.5 M	=	+1.31
06 UNDER ARMOUR	4.5 M	=	+0.35

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IQUII SPORT

ENGLAND Brands

CLUBS
20

TECH BRANDS
6

TECH BRANDS on jersey coverage in relation to the 20 sponsored **PREMIER LEAGUE** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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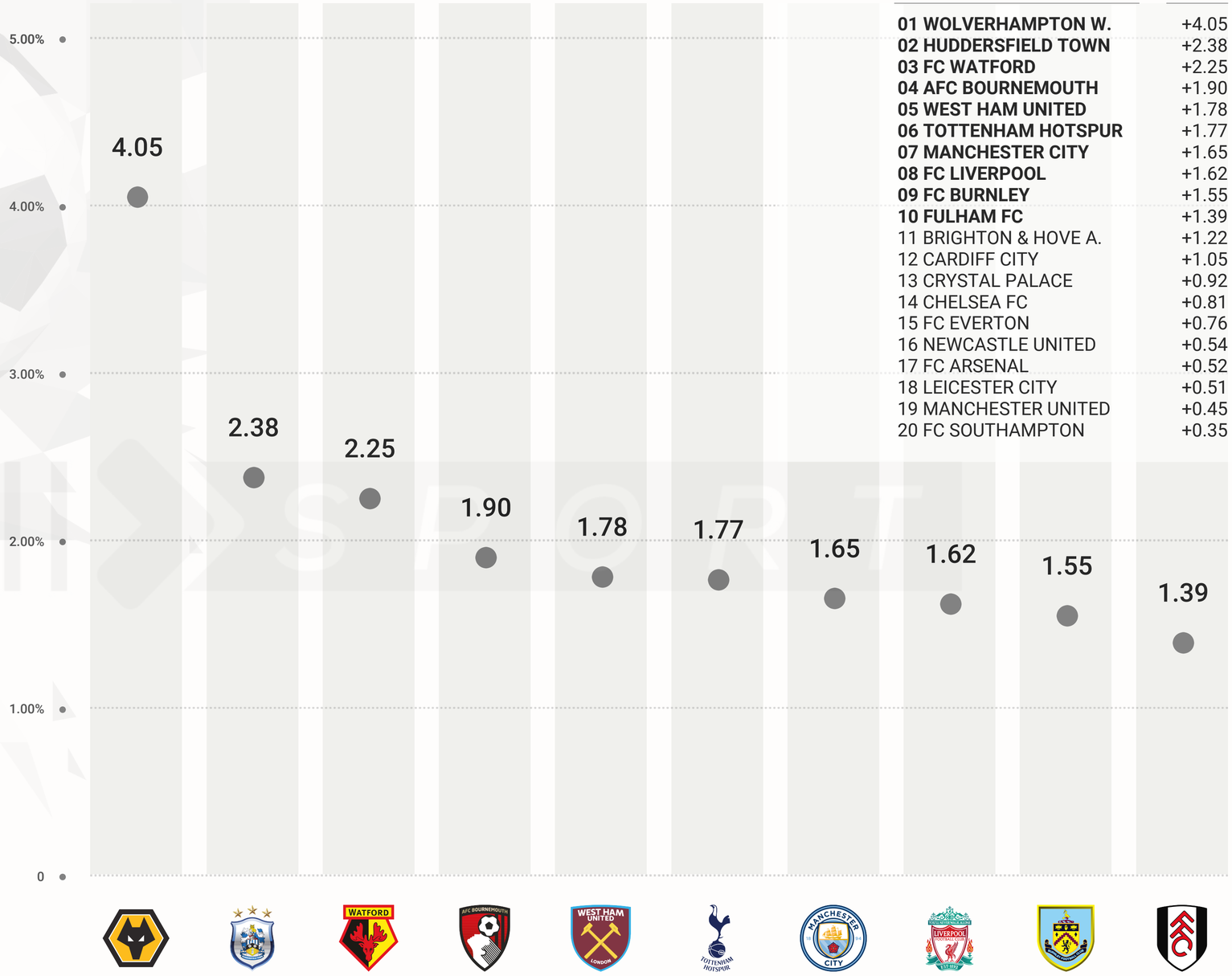
IQUII SPORT

ENGLAND Grown Up

Premier League

Ranking of the most grown up **PREMIER LEAGUE** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 WOLVERHAMPTON W.	**+4.05**
02 HUDDERSFIELD TOWN	**+2.38**
03 FC WATFORD	**+2.25**
04 AFC BOURNEMOUTH	**+1.90**
05 WEST HAM UNITED	**+1.78**
06 TOTTENHAM HOTSPUR	**+1.77**
07 MANCHESTER CITY	**+1.65**
08 FC LIVERPOOL	**+1.62**
09 FC BURNLEY	**+1.55**
10 FULHAM FC	**+1.39**
11 BRIGHTON & HOVE A.	+1.22
12 CARDIFF CITY	+1.05
13 CRYSTAL PALACE	+0.92
14 CHELSEA FC	+0.81
15 FC EVERTON	+0.76
16 NEWCASTLE UNITED	+0.54
17 FC ARSENAL	+0.52
18 LEICESTER CITY	+0.51
19 MANCHESTER UNITED	+0.45
20 FC SOUTHAMPTON	+0.35

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ENGLAND SnapShot / Second Division



24

CLUBS

Total Championship FOOTBALL CLUBS analyzed.

12

BRANDS

Total Championship TECH BRANDS on jerseys analyzed.

24.7 M

+ 0.64%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Championship Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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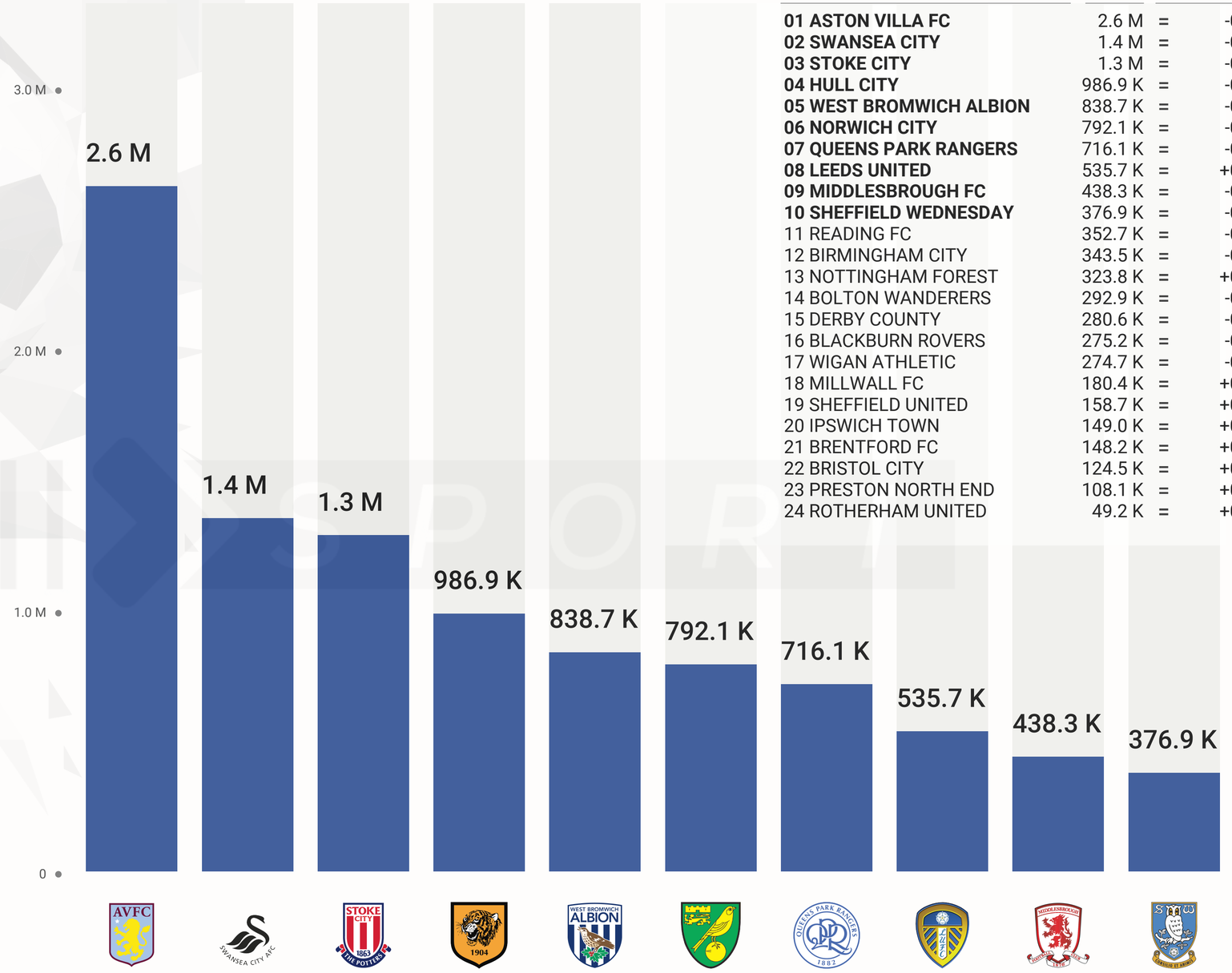
IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

13.0 M

Ranking of the most followed **CHAMPIONSHIP** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 ASTON VILLA FC	2.6 M	=	-0.14
02 SWANSEA CITY	1.4 M	=	-0.17
03 STOKE CITY	1.3 M	=	-0.17
04 HULL CITY	986.9 K	=	-0.10
05 WEST BROMWICH ALBION	838.7 K	=	-0.17
06 NORWICH CITY	792.1 K	=	-0.19
07 QUEENS PARK RANGERS	716.1 K	=	-0.14
08 LEEDS UNITED	535.7 K	=	+0.30
09 MIDDLESBROUGH FC	438.3 K	=	-0.06
10 SHEFFIELD WEDNESDAY	376.9 K	=	-0.20
11 READING FC	352.7 K	=	-0.15
12 BIRMINGHAM CITY	343.5 K	=	-0.03
13 NOTTINGHAM FOREST	323.8 K	=	+0.12
14 BOLTON WANDERERS	292.9 K	=	-0.05
15 DERBY COUNTY	280.6 K	=	-0.01
16 BLACKBURN ROVERS	275.2 K	=	-0.05
17 WIGAN ATHLETIC	274.7 K	=	-0.07
18 MILLWALL FC	180.4 K	=	+0.07
19 SHEFFIELD UNITED	158.7 K	=	+0.14
20 IPSWICH TOWN	149.0 K	=	+0.00
21 BRENTFORD FC	148.2 K	=	+0.13
22 BRISTOL CITY	124.5 K	=	+0.03
23 PRESTON NORTH END	108.1 K	=	+0.00
24 ROTHERHAM UNITED	49.2 K	=	+0.22

*[from September 15, 2018 to October 15, 2018]

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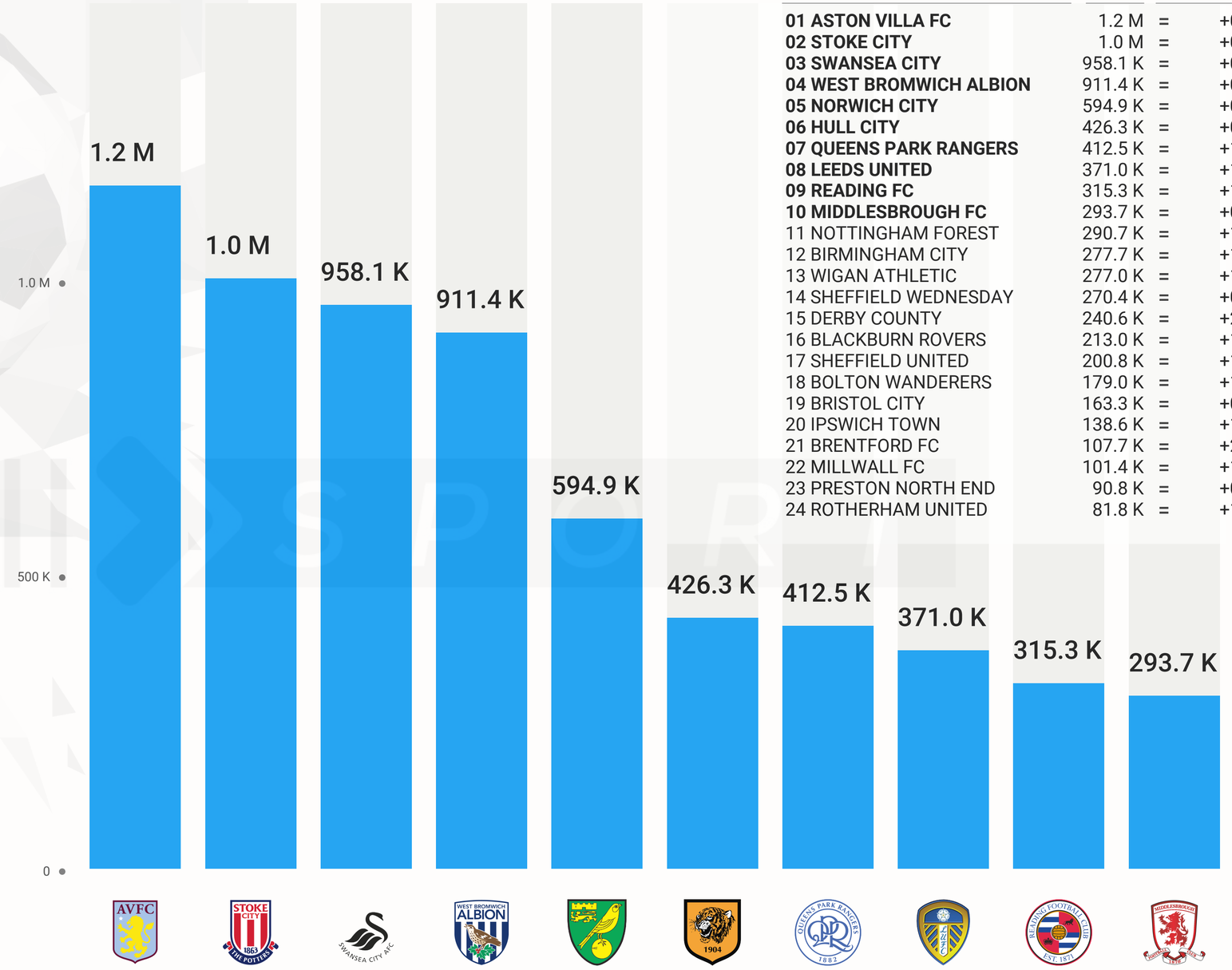
IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

9.1 M

Ranking of the most followed **CHAMPIONSHIP** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 ASTON VILLA FC	1.2 M	=	+0.78
02 STOKE CITY	1.0 M	=	+0.89
03 SWANSEA CITY	958.1 K	=	+0.85
04 WEST BROMWICH ALBION	911.4 K	=	+0.88
05 NORWICH CITY	594.9 K	=	+0.86
06 HULL CITY	426.3 K	=	+0.68
07 QUEENS PARK RANGERS	412.5 K	=	+1.10
08 LEEDS UNITED	371.0 K	=	+1.19
09 READING FC	315.3 K	=	+1.30
10 MIDDLESBROUGH FC	293.7 K	=	+0.85
11 NOTTINGHAM FOREST	290.7 K	=	+1.31
12 BIRMINGHAM CITY	277.7 K	=	+1.17
13 WIGAN ATHLETIC	277.0 K	=	+1.22
14 SHEFFIELD WEDNESDAY	270.4 K	=	+0.76
15 DERBY COUNTY	240.6 K	=	+2.65
16 BLACKBURN ROVERS	213.0 K	=	+1.17
17 SHEFFIELD UNITED	200.8 K	=	+1.96
18 BOLTON WANDERERS	179.0 K	=	+1.43
19 BRISTOL CITY	163.3 K	=	+0.14
20 IPSWICH TOWN	138.6 K	=	+1.31
21 BRENTFORD FC	107.7 K	=	+2.10
22 MILLWALL FC	101.4 K	=	+1.16
23 PRESTON NORTH END	90.8 K	=	+0.70
24 ROTHERHAM UNITED	81.8 K	=	+1.65

*[from September 15, 2018 to October 15, 2018]

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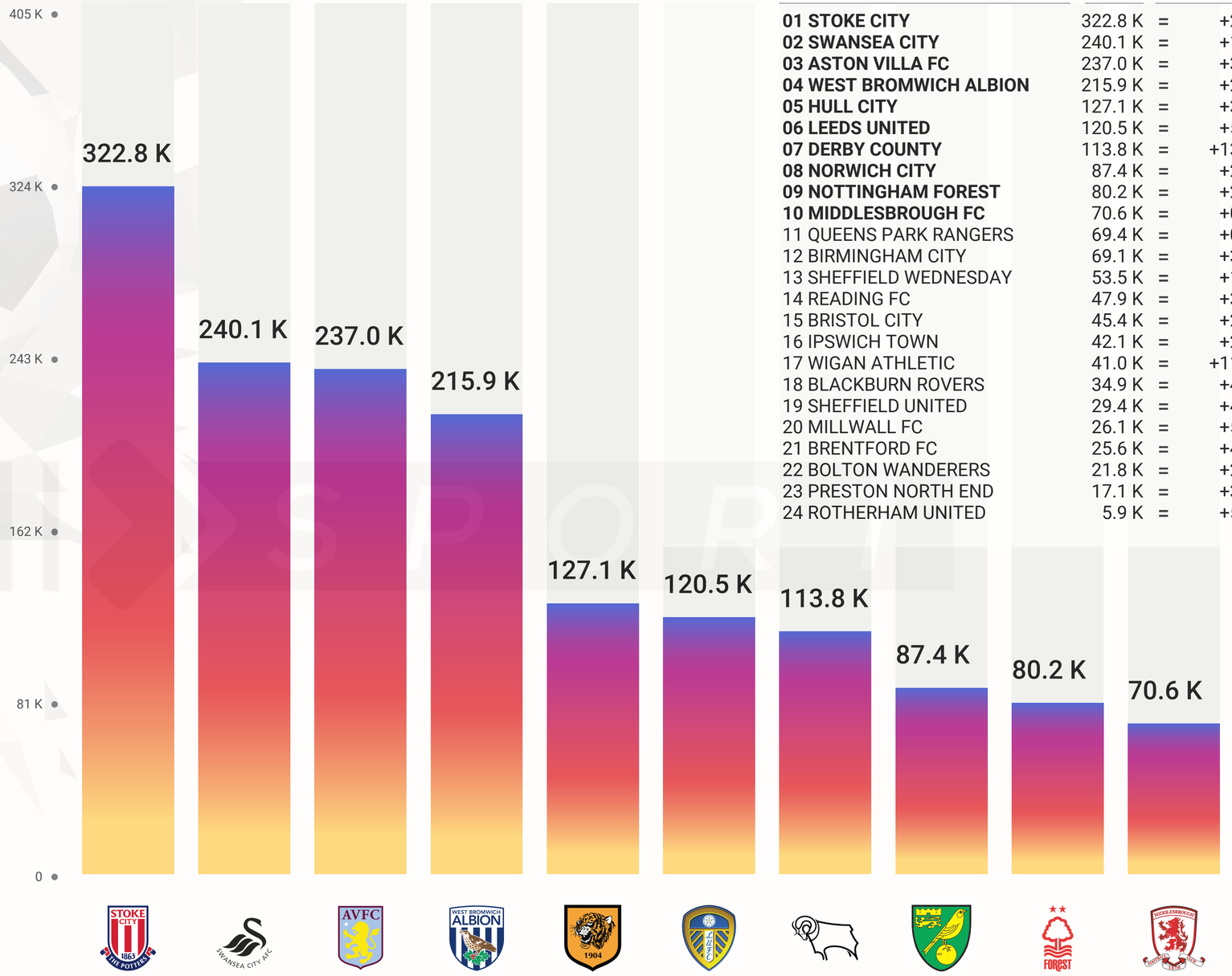
IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

2.1 M

Ranking of the most followed **CHAMPIONSHIP** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 STOKE CITY	322.8 K	=	+2.45
02 SWANSEA CITY	240.1 K	=	+1.33
03 ASTON VILLA FC	237.0 K	=	+3.34
04 WEST BROMWICH ALBION	215.9 K	=	+2.75
05 HULL CITY	127.1 K	=	+3.49
06 LEEDS UNITED	120.5 K	=	+5.36
07 DERBY COUNTY	113.8 K	=	+13.35
08 NORWICH CITY	87.4 K	=	+2.58
09 NOTTINGHAM FOREST	80.2 K	=	+2.34
10 MIDDLESBROUGH FC	70.6 K	=	+0.23
11 QUEENS PARK RANGERS	69.4 K	=	+0.85
12 BIRMINGHAM CITY	69.1 K	=	+3.43
13 SHEFFIELD WEDNESDAY	53.5 K	=	+1.67
14 READING FC	47.9 K	=	+3.42
15 BRISTOL CITY	45.4 K	=	+2.07
16 IPSWICH TOWN	42.1 K	=	+2.71
17 WIGAN ATHLETIC	41.0 K	=	+11.57
18 BLACKBURN ROVERS	34.9 K	=	+4.46
19 SHEFFIELD UNITED	29.4 K	=	+4.90
20 MILLWALL FC	26.1 K	=	+5.21
21 BRENTFORD FC	25.6 K	=	+4.05
22 BOLTON WANDERERS	21.8 K	=	+2.73
23 PRESTON NORTH END	17.1 K	=	+3.98
24 ROTHERHAM UNITED	5.9 K	=	+5.99

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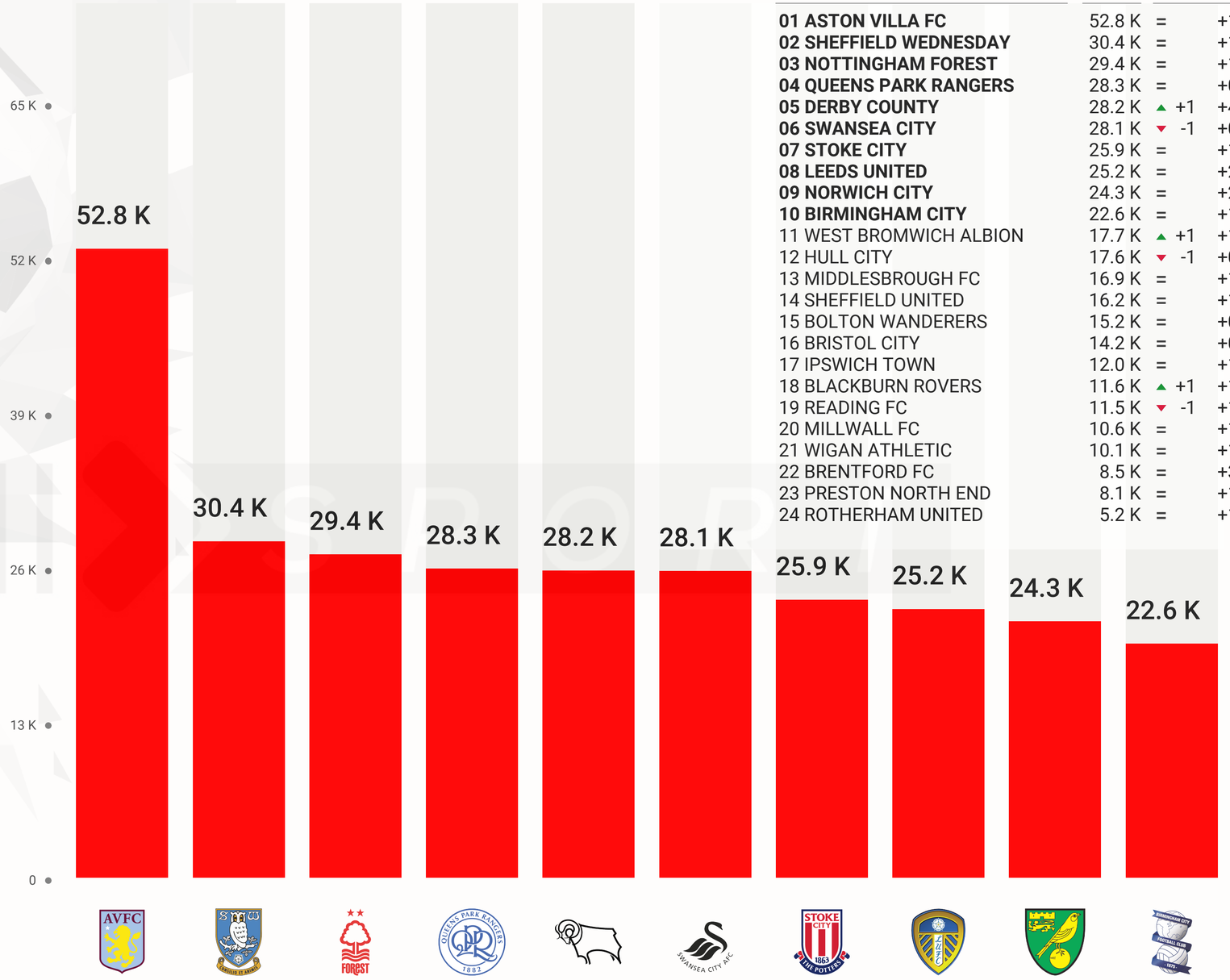
IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

471 K

Ranking of the most followed **CHAMPIONSHIP** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 ASTON VILLA FC	52.8 K	=	+1.54
02 SHEFFIELD WEDNESDAY	30.4 K	=	+1.73
03 NOTTINGHAM FOREST	29.4 K	=	+1.68
04 QUEENS PARK RANGERS	28.3 K	=	+0.48
05 DERBY COUNTY	28.2 K	▲ +1	+4.10
06 SWANSEA CITY	28.1 K	▼ -1	+0.83
07 STOKE CITY	25.9 K	=	+1.95
08 LEEDS UNITED	25.2 K	=	+2.66
09 NORWICH CITY	24.3 K	=	+2.03
10 BIRMINGHAM CITY	22.6 K	=	+1.68
11 WEST BROMWICH ALBION	17.7 K	▲ +1	+1.77
12 HULL CITY	17.6 K	▼ -1	+0.86
13 MIDDLESBROUGH FC	16.9 K	=	+1.36
14 SHEFFIELD UNITED	16.2 K	=	+1.58
15 BOLTON WANDERERS	15.2 K	=	+0.71
16 BRISTOL CITY	14.2 K	=	+0.59
17 IPSWICH TOWN	12.0 K	=	+1.25
18 BLACKBURN ROVERS	11.6 K	▲ +1	+1.95
19 READING FC	11.5 K	▼ -1	+1.03
20 MILLWALL FC	10.6 K	=	+1.76
21 WIGAN ATHLETIC	10.1 K	=	+1.87
22 BRENTFORD FC	8.5 K	=	+3.86
23 PRESTON NORTH END	8.1 K	=	+1.70
24 ROTHERHAM UNITED	5.2 K	=	+1.63

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

ENGLAND Social

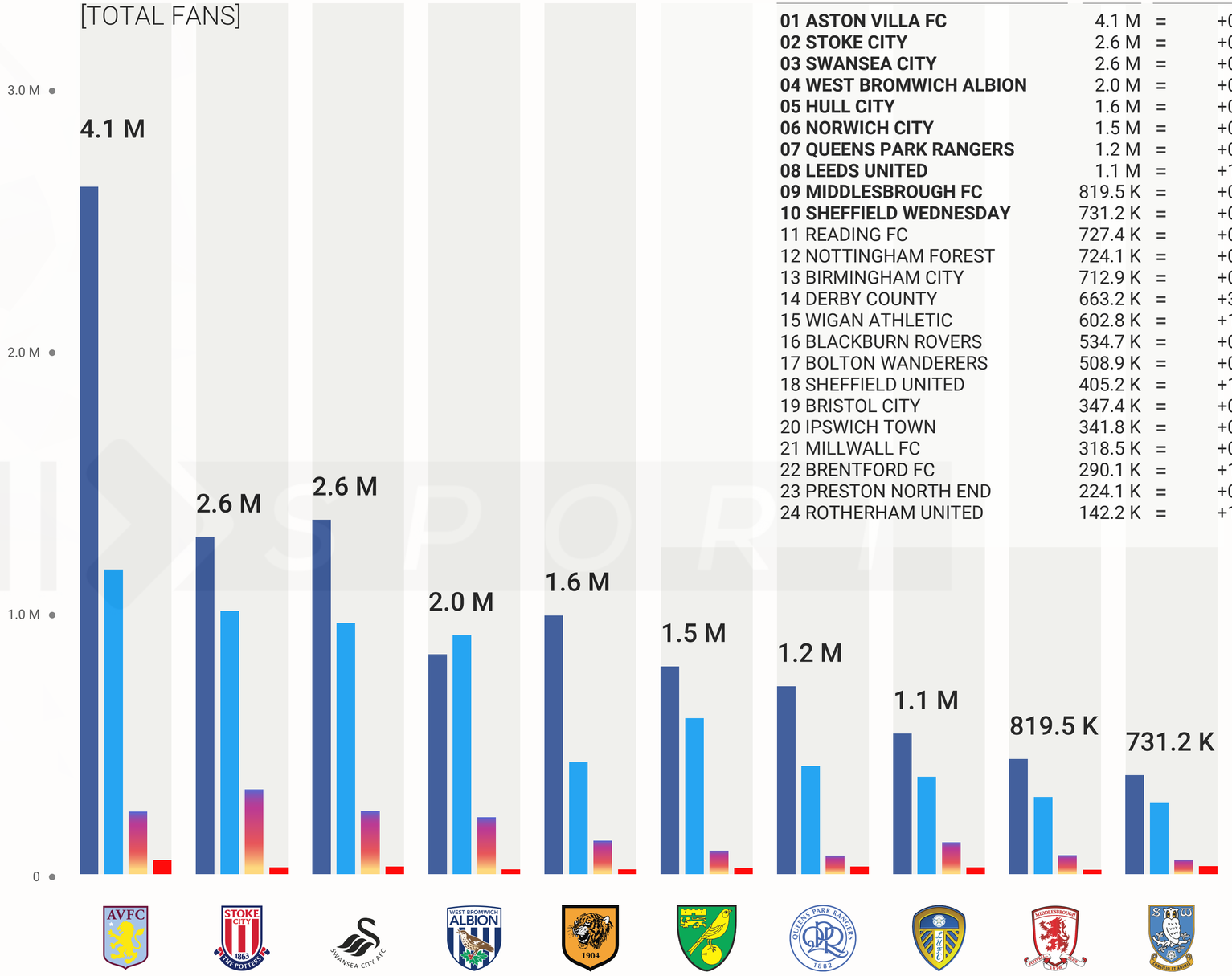
TOTAL FANBASE

24.7 M

Ranking of the most followed **CHAMPIONSHIP** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]

[TOTAL FANS]



CLUBS	FANS		% VAR*
01 ASTON VILLA FC	4.1 M	=	+0.34
02 STOKE CITY	2.6 M	=	+0.57
03 SWANSEA CITY	2.6 M	=	+0.36
04 WEST BROMWICH ALBION	2.0 M	=	+0.64
05 HULL CITY	1.6 M	=	+0.41
06 NORWICH CITY	1.5 M	=	+0.42
07 QUEENS PARK RANGERS	1.2 M	=	+0.35
08 LEEDS UNITED	1.1 M	=	+1.23
09 MIDDLESBROUGH FC	819.5 K	=	+0.32
10 SHEFFIELD WEDNESDAY	731.2 K	=	+0.37
11 READING FC	727.4 K	=	+0.72
12 NOTTINGHAM FOREST	724.1 K	=	+0.90
13 BIRMINGHAM CITY	712.9 K	=	+0.81
14 DERBY COUNTY	663.2 K	=	+3.22
15 WIGAN ATHLETIC	602.8 K	=	+1.27
16 BLACKBURN ROVERS	534.7 K	=	+0.76
17 BOLTON WANDERERS	508.9 K	=	+0.60
18 SHEFFIELD UNITED	405.2 K	=	+1.43
19 BRISTOL CITY	347.4 K	=	+0.37
20 IPSWICH TOWN	341.8 K	=	+0.90
21 MILLWALL FC	318.5 K	=	+0.88
22 BRENTFORD FC	290.1 K	=	+1.30
23 PRESTON NORTH END	224.1 K	=	+0.64
24 ROTHERHAM UNITED	142.2 K	=	+1.32

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ENGLAND Brands

TOTAL FANBASE

24.7 M

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 24 sponsored CHAMPIONSHIP Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 MACRON	4.2 M	=	+0.65
02 UNDER ARMOUR	4.1 M	=	+0.34
03 PUMA	3.5 M	=	+0.80
04 UMBRO	2.8 M	=	+1.14
05 ERREA	2.7 M	=	+0.39
06 JOMA	2.6 M	=	+0.36
07 ADIDAS	1.7 M	=	+1.05
08 KAPPA	1.1 M	=	+1.23
09 HUMMEL	819.5 K	=	+0.32
10 ELEV8	731.2 K	=	+0.37
11 BRISTOL SPORT	347.4 K	=	+0.37
12 NIKE	224.1 K	=	+0.64

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IQUII SPORT

ENGLAND Brands

CLUBS
24

TECH BRANDS
12

TECH BRANDS on jersey coverage in relation to the 24 sponsored **CHAMPIONSHIP** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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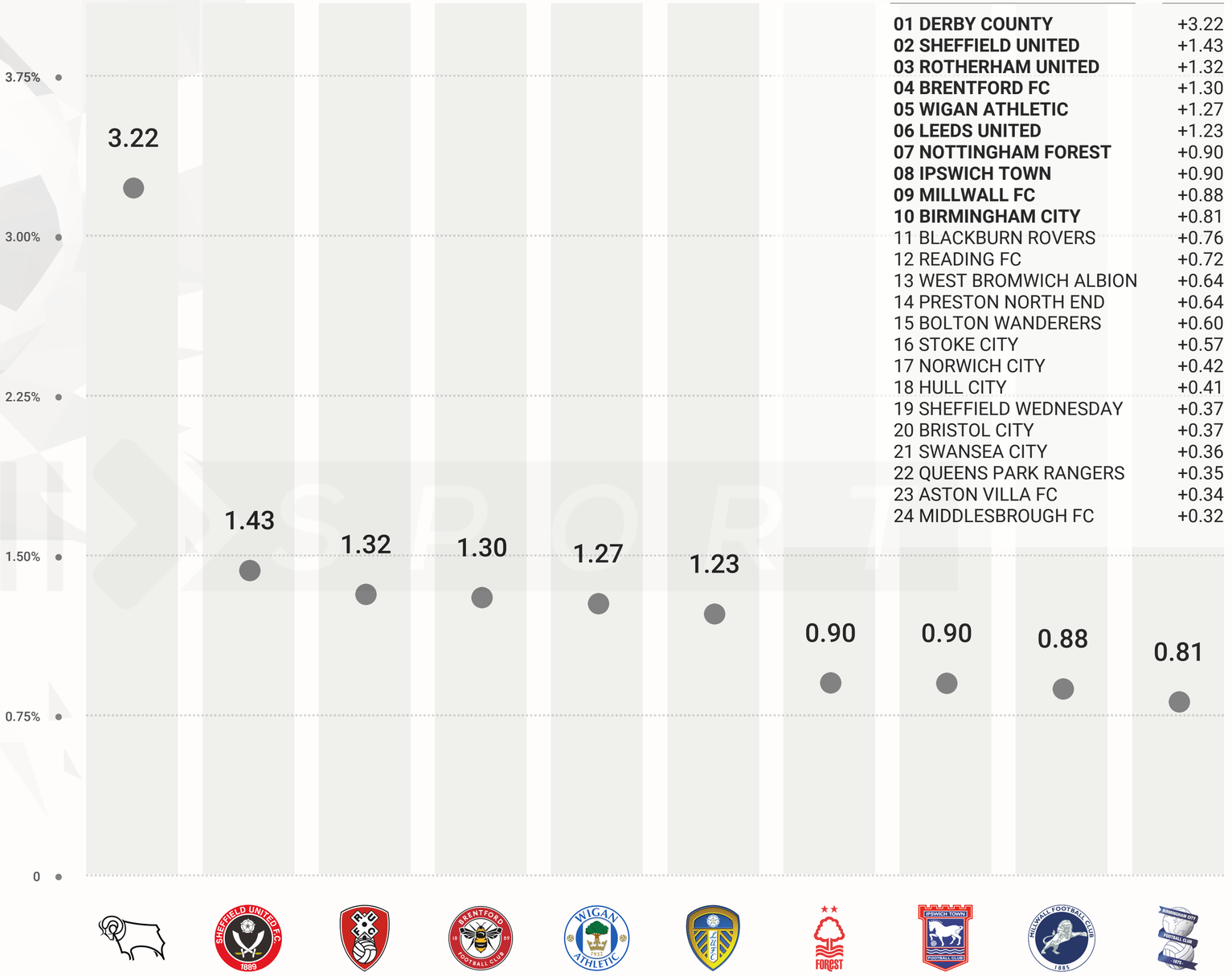
IQUII SPORT

ENGLAND Grown Up

Ranking of the most grown up **CHAMPIONSHIP** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 DERBY COUNTY	+3.22
02 SHEFFIELD UNITED	+1.43
03 ROTHERHAM UNITED	+1.32
04 BRENTFORD FC	+1.30
05 WIGAN ATHLETIC	+1.27
06 LEEDS UNITED	+1.23
07 NOTTINGHAM FOREST	+0.90
08 IPSWICH TOWN	+0.90
09 MILLWALL FC	+0.88
10 BIRMINGHAM CITY	+0.81
11 BLACKBURN ROVERS	+0.76
12 READING FC	+0.72
13 WEST BROMWICH ALBION	+0.64
14 PRESTON NORTH END	+0.64
15 BOLTON WANDERERS	+0.60
16 STOKE CITY	+0.57
17 NORWICH CITY	+0.42
18 HULL CITY	+0.41
19 SHEFFIELD WEDNESDAY	+0.37
20 BRISTOL CITY	+0.37
21 SWANSEA CITY	+0.36
22 QUEENS PARK RANGERS	+0.35
23 ASTON VILLA FC	+0.34
24 MIDDLESBROUGH FC	+0.32

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Football Leagues included in this overview



FRANCE

FIRST DIVISION — 20 CLUBS

LIGUE 1

SECOND DIVISION — 20 CLUBS

LIGUE 2

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FRANCE SnapShot / General



2

LEAGUES

Total LEAGUES analyzed: Ligue 1 and Ligue 2.

40

CLUBS

Total Ligue 1 and Ligue 2 FOOTBALL CLUBS analyzed.

14

BRANDS

Total Ligue 1 and Ligue 2 TECH BRANDS on jerseys analyzed.

98.5 M

+ 1.75%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Ligue 1 and Ligue 2 Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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FRANCE SnapShot / First Division



LIGUE 1

20

CLUBS

Total Ligue 1 FOOTBALL CLUBS analyzed.

12

BRANDS

Total Ligue 1 TECH BRANDS on jerseys analyzed.

94.2 M

+ 1.79%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Ligue 1 Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

54.9 M

LIGUE 1

Ranking of the most followed **LIGUE 1** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 PSG	35.7 M	=	+0.98
02 AS MONACO	5.2 M	=	-0.21
03 OLYMPIQUE DE M.	5.0 M	=	-0.04
04 OLYMPIQUE LYONNAIS	3.2 M	=	+3.44
05 FC GIRONDINS BORDEAUX	1.0 M	=	-0.14
06 LOSC LILLE	820.5 K	▲ +1	+0.91
07 AS SAINT ÉTIENNE	815.9 K	▼ -1	+0.06
08 OGC NICE	450.3 K	=	+0.07
09 STADE RENNAIS FC	436.6 K	=	+0.21
10 TOULOUSE FC	362.0 K	=	+0.24
11 FC NANTES	356.4 K	=	+0.08
12 HSC MONTPELLIER	296.2 K	=	+0.12
13 EA GUINGAMP	229.0 K	=	+0.02
14 STADE DE REIMS	200.5 K	=	+0.21
15 SCO ANGERS	171.9 K	=	-0.06
16 SM CAEN	168.0 K	=	+0.25
17 FCO DIJON	135.8 K	=	+0.20
18 RC STRASBOURG ALSACE	112.8 K	=	+0.62
19 SC AMIENS	74.7 K	=	+1.40
20 NÎMES OLYMPIQUE	67.3 K	=	+2.46

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

FRANCE Twitter

TOTAL FANBASE

18.0 M

LIGUE 1

Ranking of the most followed **LIGUE 1** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 PSG	6.5 M	=	+0.99
02 OLYMPIQUE DE M.	3.0 M	=	+1.17
03 AS MONACO	2.1 M	=	+0.49
04 OLYMPIQUE LYONNAIS	1.6 M	=	+1.00
05 AS SAINT ÉTIENNE	737.6 K	=	+0.77
06 LOSC LILLE	661.6 K	=	+0.78
07 FC NANTES	501.1 K	=	+0.71
08 TOULOUSE FC	455.5 K	=	+1.10
09 OGC NICE	410.5 K	=	+1.04
10 FC GIRONDINS BORDEAUX	351.6 K	=	+1.10
11 HSC MONTPELLIER	332.8 K	=	+1.12
12 STADE RENNAIS FC	314.3 K	=	+0.56
13 EA GUINGAMP	259.2 K	=	+0.86
14 SM CAEN	200.5 K	=	+0.94
15 STADE DE REIMS	196.0 K	=	+0.87
16 RC STRASBOURG ALSACE	116.7 K	=	+0.87
17 SCO ANGERS	100.4 K	=	+1.38
18 FCO DIJON	91.3 K	=	+1.76
19 NÎMES OLYMPIQUE	62.8 K	=	+3.27
20 SC AMIENS	45.0 K	=	+2.95

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

FRANCE Instagram

TOTAL FANBASE

19.4 M

LIGUE 1

Ranking of the most followed **LIGUE 1** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 PSG	15.8 M	=	+5.11
02 AS MONACO	990.6 K	=	+4.11
03 OLYMPIQUE DE M.	877.3 K	=	+3.71
04 OLYMPIQUE LYONNAIS	711.7 K	=	+6.41
05 OGC NICE	149.7 K	=	+3.89
06 AS SAINT ÉTIENNE	138.4 K	=	+5.35
07 LOSC LILLE	106.2 K	=	+5.20
08 FC NANTES	100.6 K	=	+3.48
09 FC GIRONDINS BORDEAUX	82.9 K	=	+4.12
10 STADE RENNAIS FC	75.9 K	=	+3.71
11 TOULOUSE FC	66.6 K	=	+7.47
12 HSC MONTPELLIER	64.0 K	=	+8.41
13 RC STRASBOURG ALSACE	45.8 K	=	+6.91
14 SM CAEN	42.8 K	=	+5.10
15 SCO ANGERS	36.2 K	=	+1.94
16 EA GUINGAMP	31.1 K	=	+4.28
17 FCO DIJON	30.4 K	=	+5.68
18 SC AMIENS	29.6 K	=	+8.06
19 STADE DE REIMS	23.7 K	=	+4.92
20 NÎMES OLYMPIQUE	21.3 K	=	+5.54

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

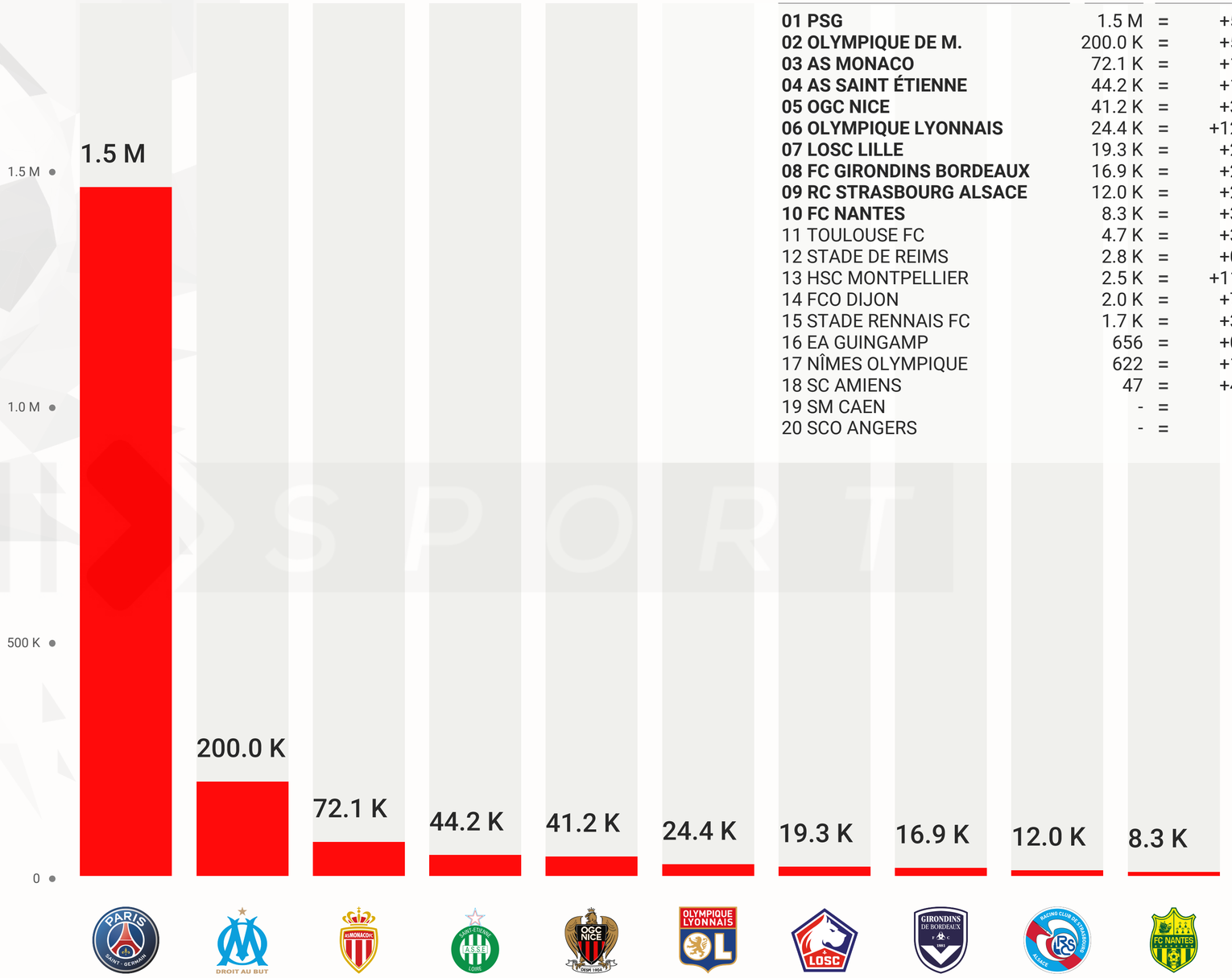
FRANCE YouTube

TOTAL FANBASE

1.9 M

LIGUE 1

Ranking of the most followed **LIGUE 1** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 PSG	1.5 M	=	+5.79
02 OLYMPIQUE DE M.	200.0 K	=	+5.77
03 AS MONACO	72.1 K	=	+1.63
04 AS SAINT ÉTIENNE	44.2 K	=	+1.84
05 OGC NICE	41.2 K	=	+3.61
06 OLYMPIQUE LYONNAIS	24.4 K	=	+12.05
07 LOSC LILLE	19.3 K	=	+2.11
08 FC GIRONDINS BORDEAUX	16.9 K	=	+2.07
09 RC STRASBOURG ALSACE	12.0 K	=	+2.61
10 FC NANTES	8.3 K	=	+3.55
11 TOULOUSE FC	4.7 K	=	+3.25
12 STADE DE REIMS	2.8 K	=	+0.84
13 HSC MONTPELLIER	2.5 K	=	+11.44
14 FCO DIJON	2.0 K	=	+7.00
15 STADE RENNAIS FC	1.7 K	=	+3.68
16 EA GUINGAMP	656	=	+0.92
17 NÎMES OLYMPIQUE	622	=	+1.30
18 SC AMIENS	47	=	+4.44
19 SM CAEN	-	=	-
20 SCO ANGERS	-	=	-

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

FRANCE Social

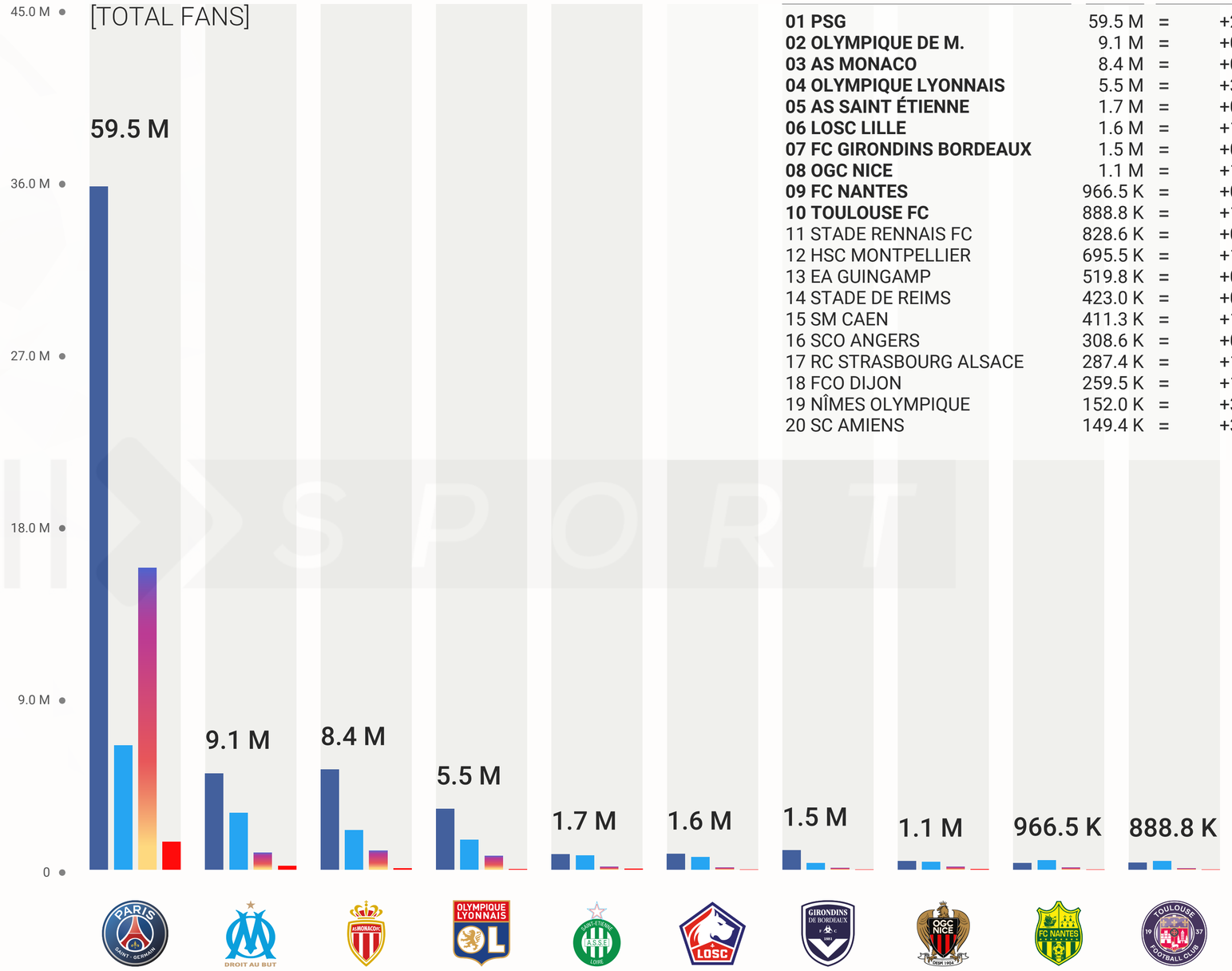
TOTAL FANBASE

94.2 M

LIGUE 1

Ranking of the most followed **LIGUE 1** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 PSG	59.5 M	=	+2.16
02 OLYMPIQUE DE M.	9.1 M	=	+0.82
03 AS MONACO	8.4 M	=	+0.48
04 OLYMPIQUE LYONNAIS	5.5 M	=	+3.14
05 AS SAINT ÉTIENNE	1.7 M	=	+0.81
06 LOSC LILLE	1.6 M	=	+1.14
07 FC GIRONDINS BORDEAUX	1.5 M	=	+0.41
08 OGC NICE	1.1 M	=	+1.11
09 FC NANTES	966.5 K	=	+0.78
10 TOULOUSE FC	888.8 K	=	+1.21
11 STADE RENNAIS FC	828.6 K	=	+0.66
12 HSC MONTPELLIER	695.5 K	=	+1.35
13 EA GUINGAMP	519.8 K	=	+0.69
14 STADE DE REIMS	423.0 K	=	+0.77
15 SM CAEN	411.3 K	=	+1.07
16 SCO ANGERS	308.6 K	=	+0.64
17 RC STRASBOURG ALSACE	287.4 K	=	+1.76
18 FCO DIJON	259.5 K	=	+1.42
19 NÎMES OLYMPIQUE	152.0 K	=	+3.21
20 SC AMIENS	149.4 K	=	+3.13

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FRANCE Brands

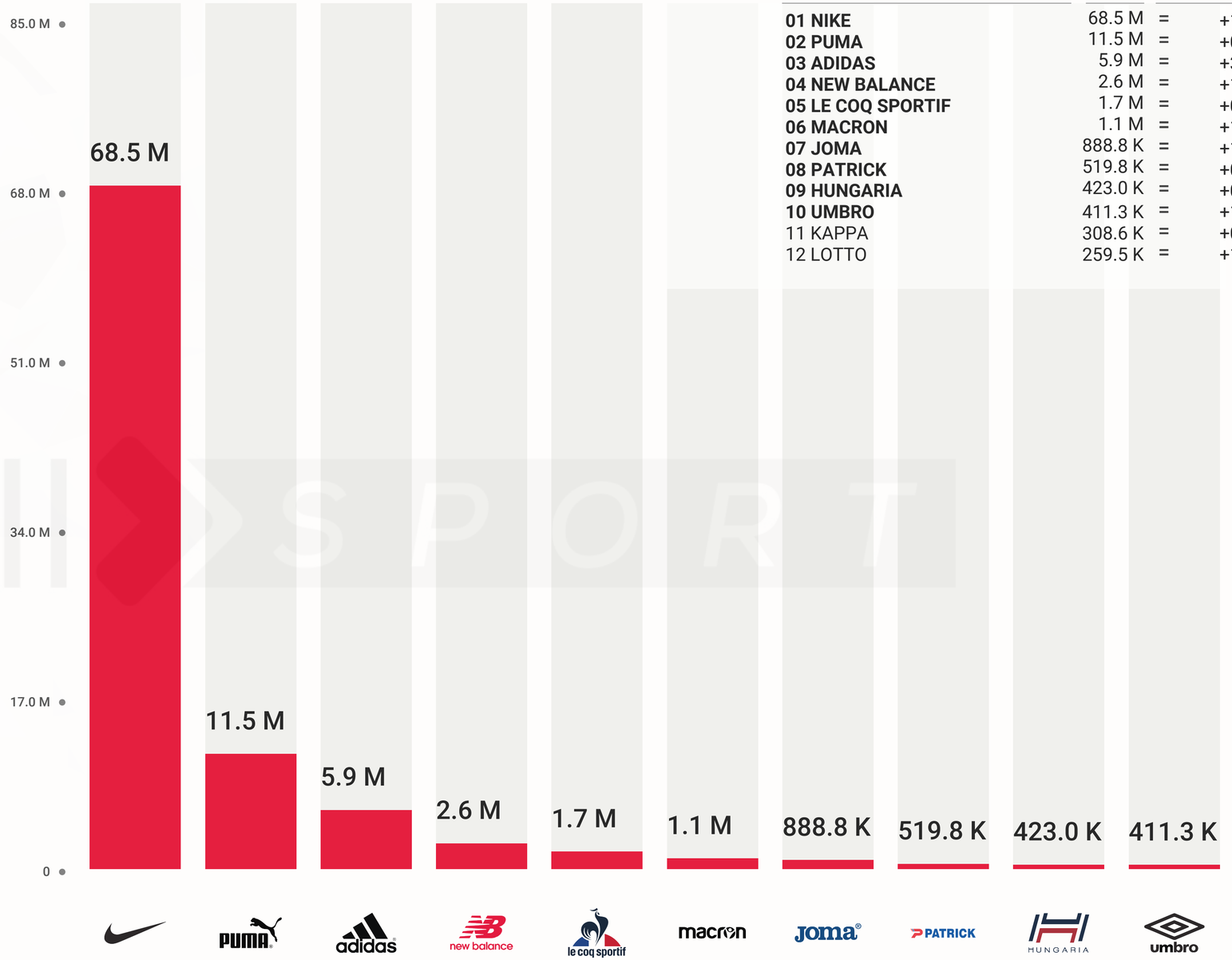
TOTAL FANBASE

94.2 M

LIGUE 1

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 20 sponsored LIGUE 1 Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 NIKE	68.5 M	=	+1.94
02 PUMA	11.5 M	=	+0.79
03 ADIDAS	5.9 M	=	+3.07
04 NEW BALANCE	2.6 M	=	+1.01
05 LE COQ SPORTIF	1.7 M	=	+0.81
06 MACRON	1.1 M	=	+1.11
07 JOMA	888.8 K	=	+1.21
08 PATRICK	519.8 K	=	+0.69
09 HUNGARIA	423.0 K	=	+0.77
10 UMBRO	411.3 K	=	+1.07
11 KAPPA	308.6 K	=	+0.64
12 LOTTO	259.5 K	=	+1.42

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IQUII SPORT

FRANCE Brands

CLUBS
20

TECH BRANDS
12

TECH BRANDS on jersey coverage in relation to the 20 sponsored **LIGUE 1** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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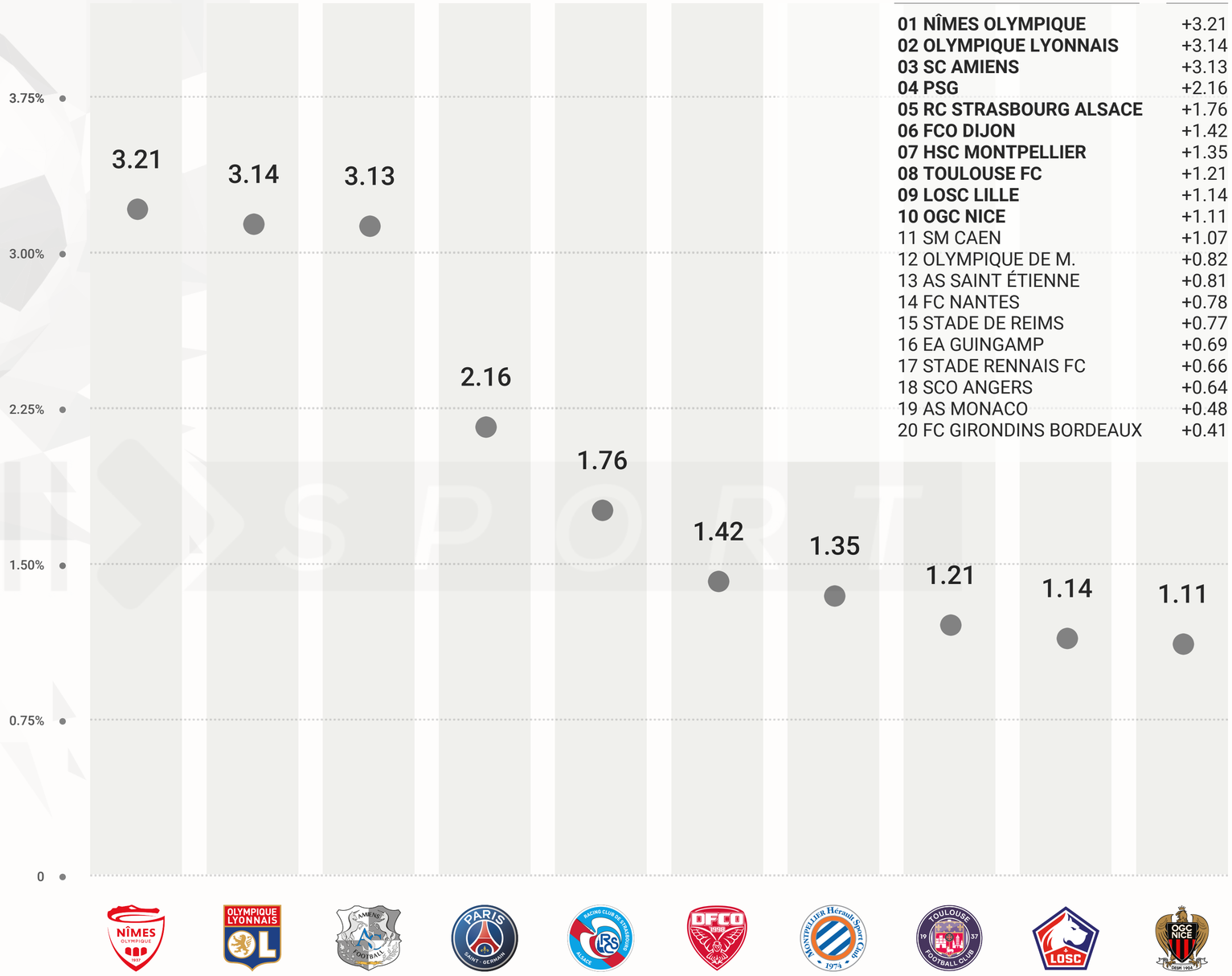
IQUII SPORT

FRANCE Grown Up

LIGUE 1

Ranking of the most grown up **LIGUE 1** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 NÎMES OLYMPIQUE	**+3.21**
02 OLYMPIQUE LYONNAIS	**+3.14**
03 SC AMIENS	**+3.13**
04 PSG	**+2.16**
05 RC STRASBOURG ALSACE	**+1.76**
06 FCO DIJON	**+1.42**
07 HSC MONTPELLIER	**+1.35**
08 TOULOUSE FC	**+1.21**
09 LOSC LILLE	**+1.14**
10 OGC NICE	**+1.11**
11 SM CAEN	+1.07
12 OLYMPIQUE DE M.	+0.82
13 AS SAINT ÉTIENNE	+0.81
14 FC NANTES	+0.78
15 STADE DE REIMS	+0.77
16 EA GUINGAMP	+0.69
17 STADE RENNAIS FC	+0.66
18 SCO ANGERS	+0.64
19 AS MONACO	+0.48
20 FC GIRONDINS BORDEAUX	+0.41

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FRANCE SnapShot / Second Division



LIGUE 2

20

CLUBS

Total Ligue 2 FOOTBALL CLUBS analyzed.

10

BRANDS

Total Ligue 2 TECH BRANDS on jerseys analyzed.

4.3 M

+ 0.89%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Ligue 2 Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

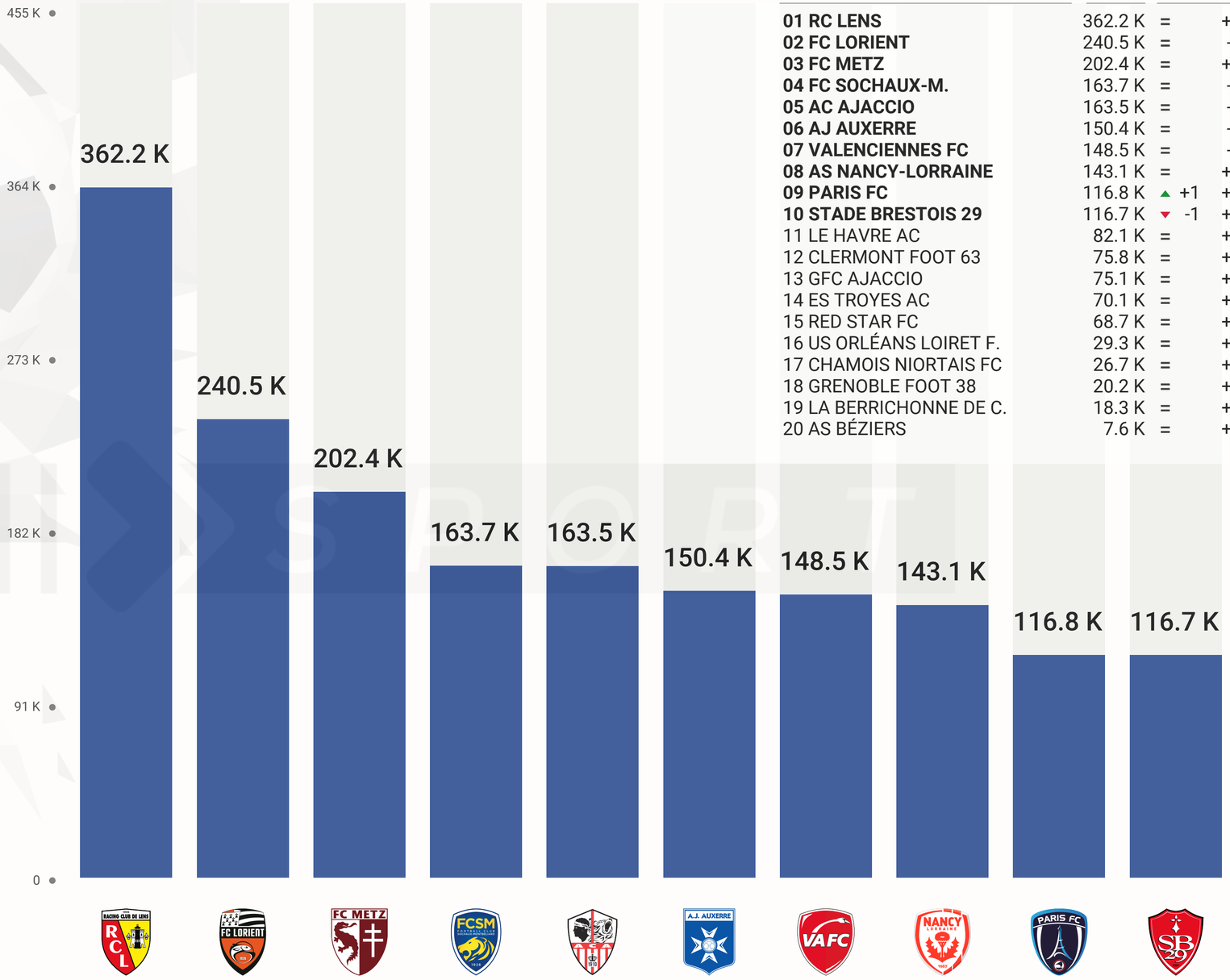
FRANCE Facebook

TOTAL FANBASE

2.3 M

LIGUE 2

Ranking of the most followed **LIGUE 2** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 RC LENS	362.2 K	=	+0.37
02 FC LORIENT	240.5 K	=	-0.06
03 FC METZ	202.4 K	=	+0.09
04 FC SOCHAUX-M.	163.7 K	=	-0.04
05 AC AJACCIO	163.5 K	=	-0.13
06 AJ AUXERRE	150.4 K	=	-0.06
07 VALENCIENNES FC	148.5 K	=	-0.04
08 AS NANCY-LORRAINE	143.1 K	=	+0.24
09 PARIS FC	116.8 K	▲ +1	+0.56
10 STADE BRESTOIS 29	116.7 K	▼ -1	+0.14
11 LE HAVRE AC	82.1 K	=	+0.20
12 CLERMONT FOOT 63	75.8 K	=	+0.15
13 GFC AJACCIO	75.1 K	=	+0.04
14 ES TROYES AC	70.1 K	=	+0.21
15 RED STAR FC	68.7 K	=	+0.71
16 US ORLÉANS LOIRET F.	29.3 K	=	+0.45
17 CHAMOIS NIORTAIS FC	26.7 K	=	+0.97
18 GRENOBLE FOOT 38	20.2 K	=	+2.11
19 LA BERRICHONNE DE C.	18.3 K	=	+0.54
20 AS BÉZIERS	7.6 K	=	+4.94

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

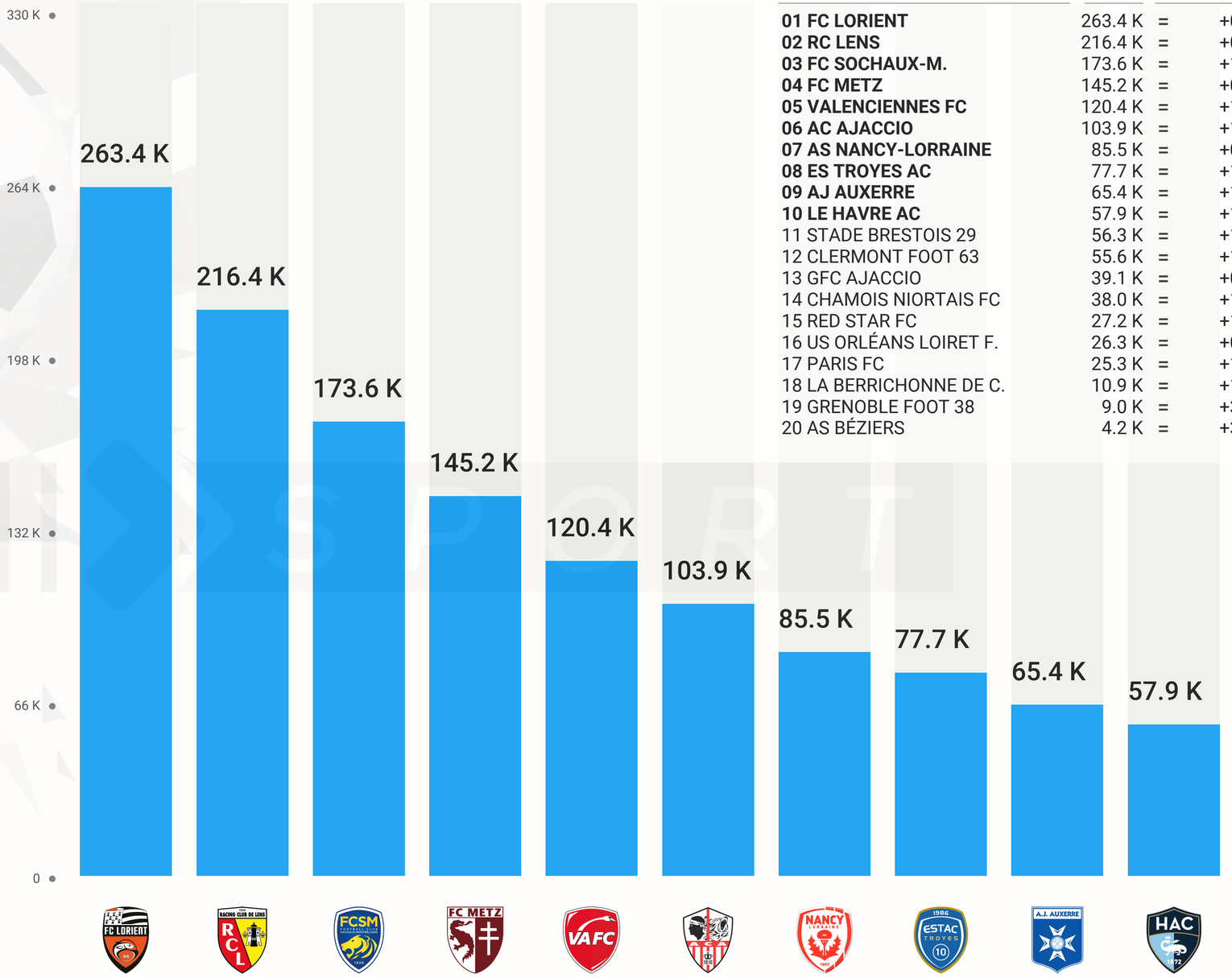
FRANCE Twitter

TOTAL FANBASE

1.6 M

LIGUE 2

Ranking of the most followed **LIGUE 2** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 FC LORIENT	263.4 K	=	+0.55
02 RC LENS	216.4 K	=	+0.88
03 FC SOCHAUX-M.	173.6 K	=	+1.03
04 FC METZ	145.2 K	=	+0.73
05 VALENCIENNES FC	120.4 K	=	+1.06
06 AC AJACCIO	103.9 K	=	+1.15
07 AS NANCY-LORRAINE	85.5 K	=	+0.76
08 ES TROYES AC	77.7 K	=	+1.26
09 AJ AUXERRE	65.4 K	=	+1.34
10 LE HAVRE AC	57.9 K	=	+1.36
11 STADE BRESTOIS 29	56.3 K	=	+1.36
12 CLERMONT FOOT 63	55.6 K	=	+1.41
13 GFC AJACCIO	39.1 K	=	+0.70
14 CHAMOIS NIORTAIS FC	38.0 K	=	+1.17
15 RED STAR FC	27.2 K	=	+1.94
16 US ORLÉANS LOIRET F.	26.3 K	=	+0.90
17 PARIS FC	25.3 K	=	+1.31
18 LA BERRICHONNE DE C.	10.9 K	=	+1.56
19 GRENOBLE FOOT 38	9.0 K	=	+3.11
20 AS BÉZIERS	4.2 K	=	+3.71

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

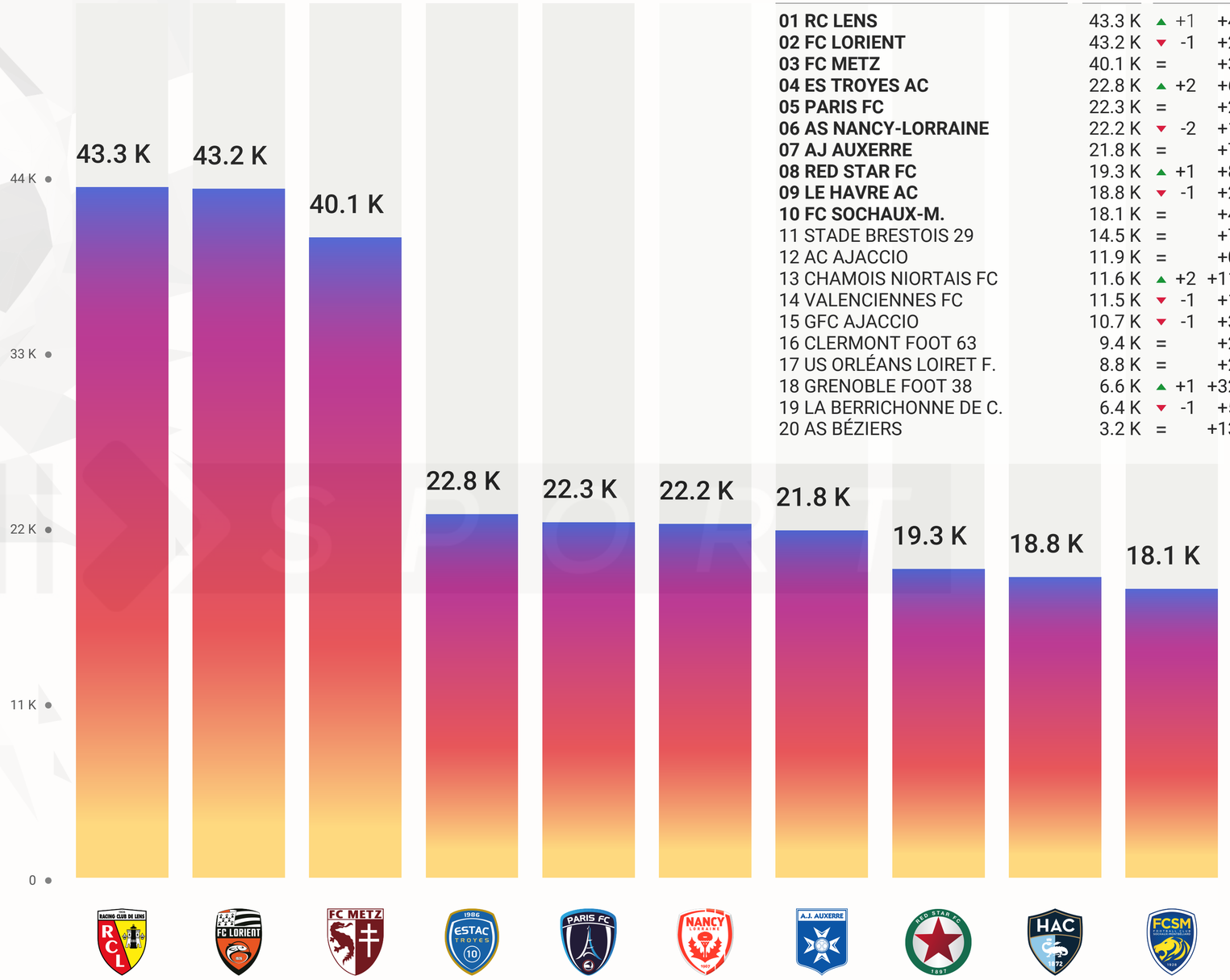
FRANCE Instagram

TOTAL FANBASE

366 K

LIGUE 2

Ranking of the most followed **LIGUE 2** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 RC LENS	43.3 K	▲ +1	+4.56
02 FC LORIENT	43.2 K	▼ -1	+2.35
03 FC METZ	40.1 K	=	+3.69
04 ES TROYES AC	22.8 K	▲ +2	+6.14
05 PARIS FC	22.3 K	=	+2.23
06 AS NANCY-LORRAINE	22.2 K	▼ -2	+1.26
07 AJ AUXERRE	21.8 K	=	+7.27
08 RED STAR FC	19.3 K	▲ +1	+8.70
09 LE HAVRE AC	18.8 K	▼ -1	+2.20
10 FC SOCHAUX-M.	18.1 K	=	+4.87
11 STADE BRESTOIS 29	14.5 K	=	+7.87
12 AC AJACCIO	11.9 K	=	+0.88
13 CHAMOIS NIORTAIS FC	11.6 K	▲ +2	+11.56
14 VALENCIENNES FC	11.5 K	▼ -1	+1.21
15 GFC AJACCIO	10.7 K	▼ -1	+3.45
16 CLERMONT FOOT 63	9.4 K	=	+2.81
17 US ORLÉANS LOIRET F.	8.8 K	=	+2.60
18 GRENOBLE FOOT 38	6.6 K	▲ +1	+32.41
19 LA BERRICHONNE DE C.	6.4 K	▼ -1	+5.29
20 AS BÉZIERS	3.2 K	=	+13.92

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

FRANCE YouTube

TOTAL FANBASE

50 K

LIGUE 2

Ranking of the most followed **LIGUE 2** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 RC LENS	32.5 K	=	+3.94
02 VALENCIENNES FC	4.9 K	=	+0.70
03 ES TROYES AC	3.1 K	=	+2.00
04 LE HAVRE AC	2.5 K	=	+3.59
05 AS NANCY-LORRAINE	2.1 K	=	+1.17
06 AC AJACCIO	1.9 K	=	+0.42
07 US ORLÉANS LOIRET F.	1.0 K	=	+1.91
08 CHAMOIS NIORTAIS FC	894	=	+5.55
09 CLERMONT FOOT 63	309	=	+1.98
10 PARIS FC	241	▲ +1	+5.24
11 AS BÉZIERS	240	▼ -1	+2.56
12 FC METZ	159	=	+3.25
13 STADE BRESTOIS 29	151	=	+2.03
14 FC SOCHAUX-M.	-	=	-
15 FC LORIENT	-	=	-
16 RED STAR FC	-	=	-
17 GFC AJACCIO	-	=	-
18 AJ AUXERRE	-	=	-
19 GRENOBLE FOOT 38	-	=	-
20 LA BERRICHONNE DE C.	-	=	-

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

FRANCE Social

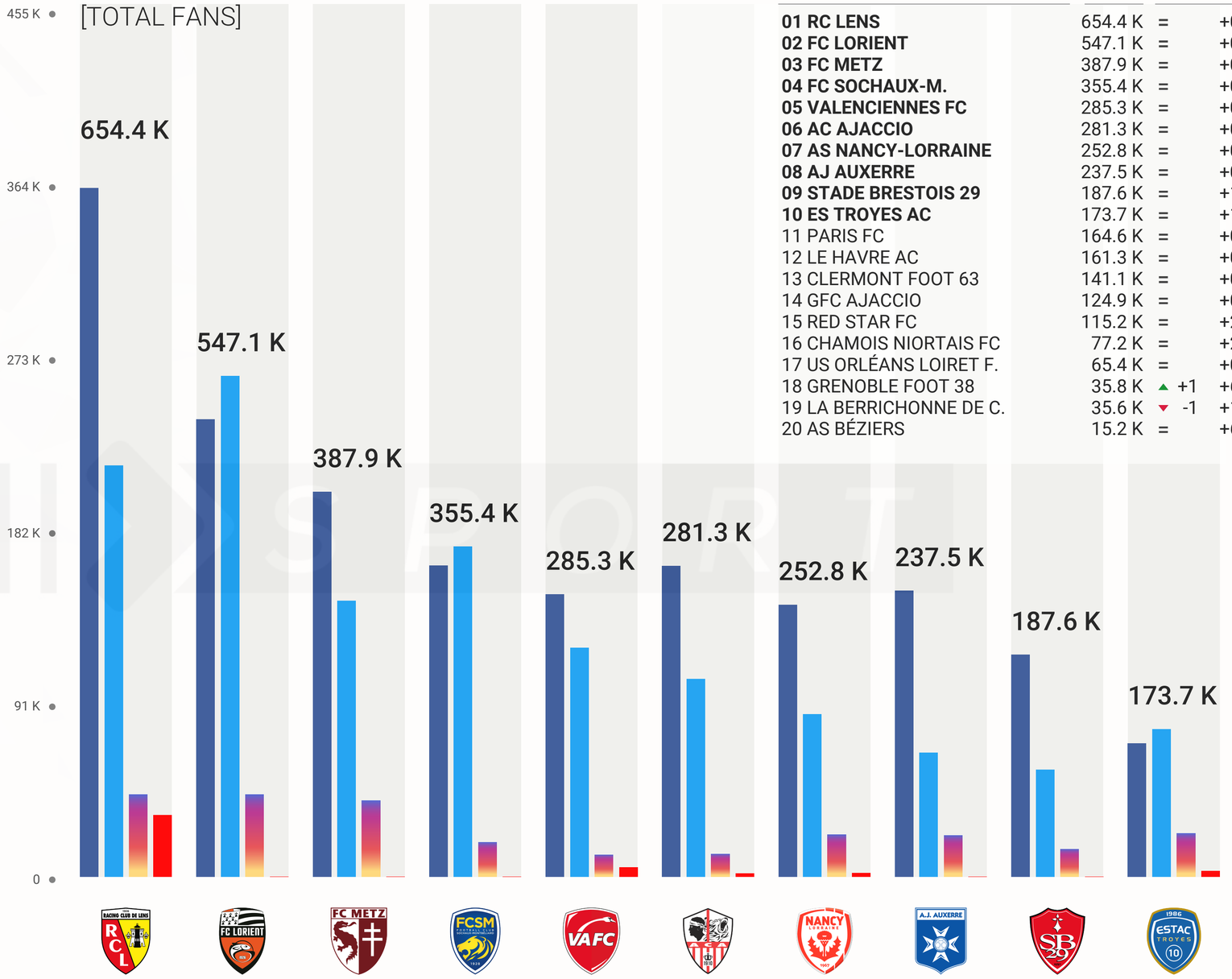
TOTAL FANBASE

4.3 M

LIGUE 2

Ranking of the most followed **LIGUE 2** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 RC LENS	654.4 K	=	+0.98
02 FC LORIENT	547.1 K	=	+0.42
03 FC METZ	387.9 K	=	+0.69
04 FC SOCHAUX-M.	355.4 K	=	+0.72
05 VALENCIENNES FC	285.3 K	=	+0.49
06 AC AJACCIO	281.3 K	=	+0.39
07 AS NANCY-LORRAINE	252.8 K	=	+0.51
08 AJ AUXERRE	237.5 K	=	+0.96
09 STADE BRESTOIS 29	187.6 K	=	+1.07
10 ES TROYES AC	173.7 K	=	+1.46
11 PARIS FC	164.6 K	=	+0.91
12 LE HAVRE AC	161.3 K	=	+0.89
13 CLERMONT FOOT 63	141.1 K	=	+0.82
14 GFC AJACCIO	124.9 K	=	+0.53
15 RED STAR FC	115.2 K	=	+2.26
16 CHAMOIS NIORTAIS FC	77.2 K	=	+2.58
17 US ORLÉANS LOIRET F.	65.4 K	=	+0.94
18 GRENOBLE FOOT 38	35.8 K	▲ +1	+6.87
19 LA BERRICHONNE DE C.	35.6 K	▼ -1	+1.67
20 AS BÉZIERS	15.2 K	=	+6.32

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IQUII SPORT

FRANCE Brands

TOTAL FANBASE

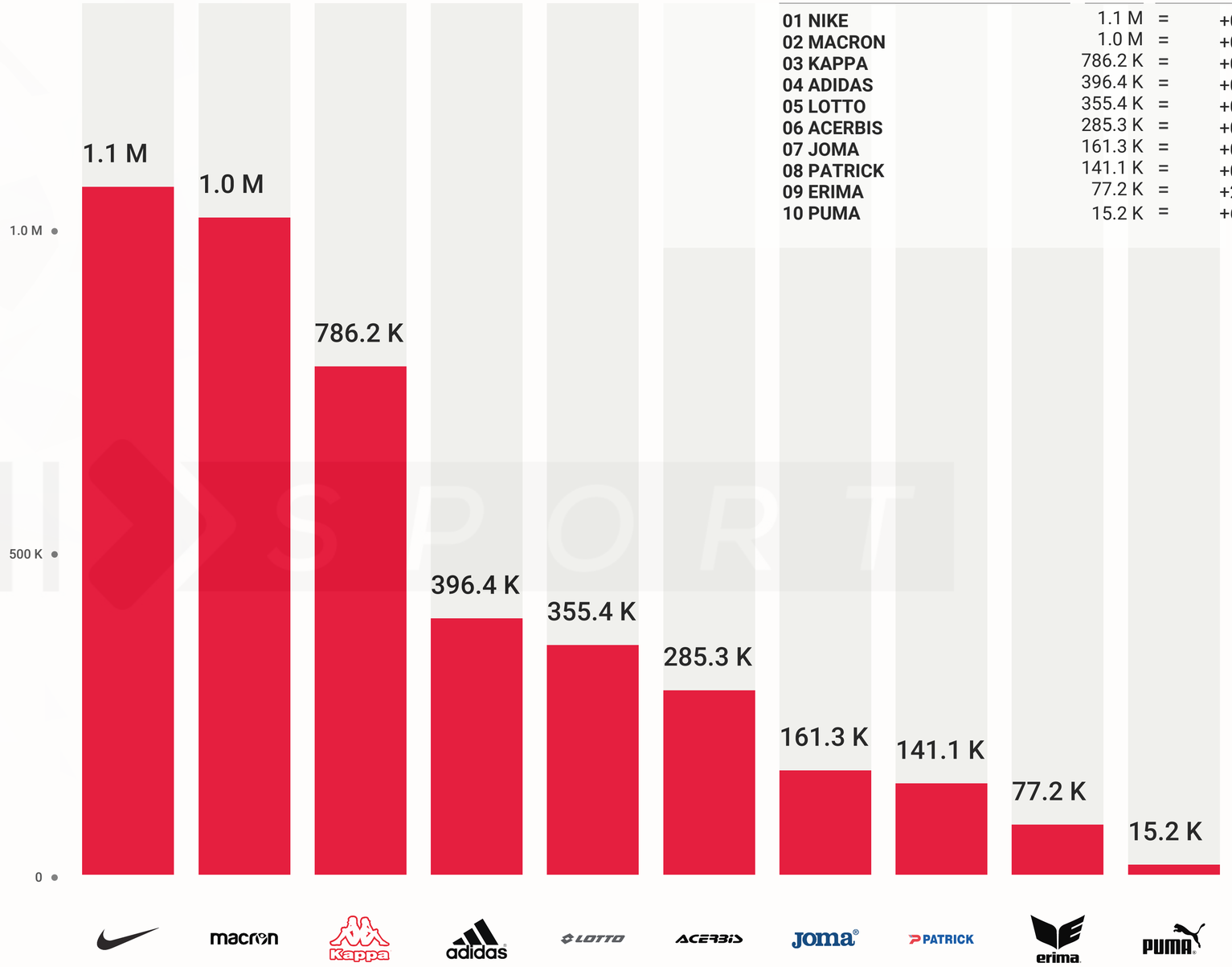
4.3 M

LIGUE 2

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 20 sponsored LIGUE 2 Football Clubs.

*[from September 15, 2018 to October 15, 2018]

SPONSORS	FANS		% VAR*
01 NIKE	1.1 M	=	+0.98
02 MACRON	1.0 M	=	+0.92
03 KAPPA	786.2 K	=	+0.69
04 ADIDAS	396.4 K	=	+0.93
05 LOTTO	355.4 K	=	+0.72
06 ACERBIS	285.3 K	=	+0.49
07 JOMA	161.3 K	=	+0.89
08 PATRICK	141.1 K	=	+0.82
09 ERIMA	77.2 K	=	+2.58
10 PUMA	15.2 K	=	+6.32



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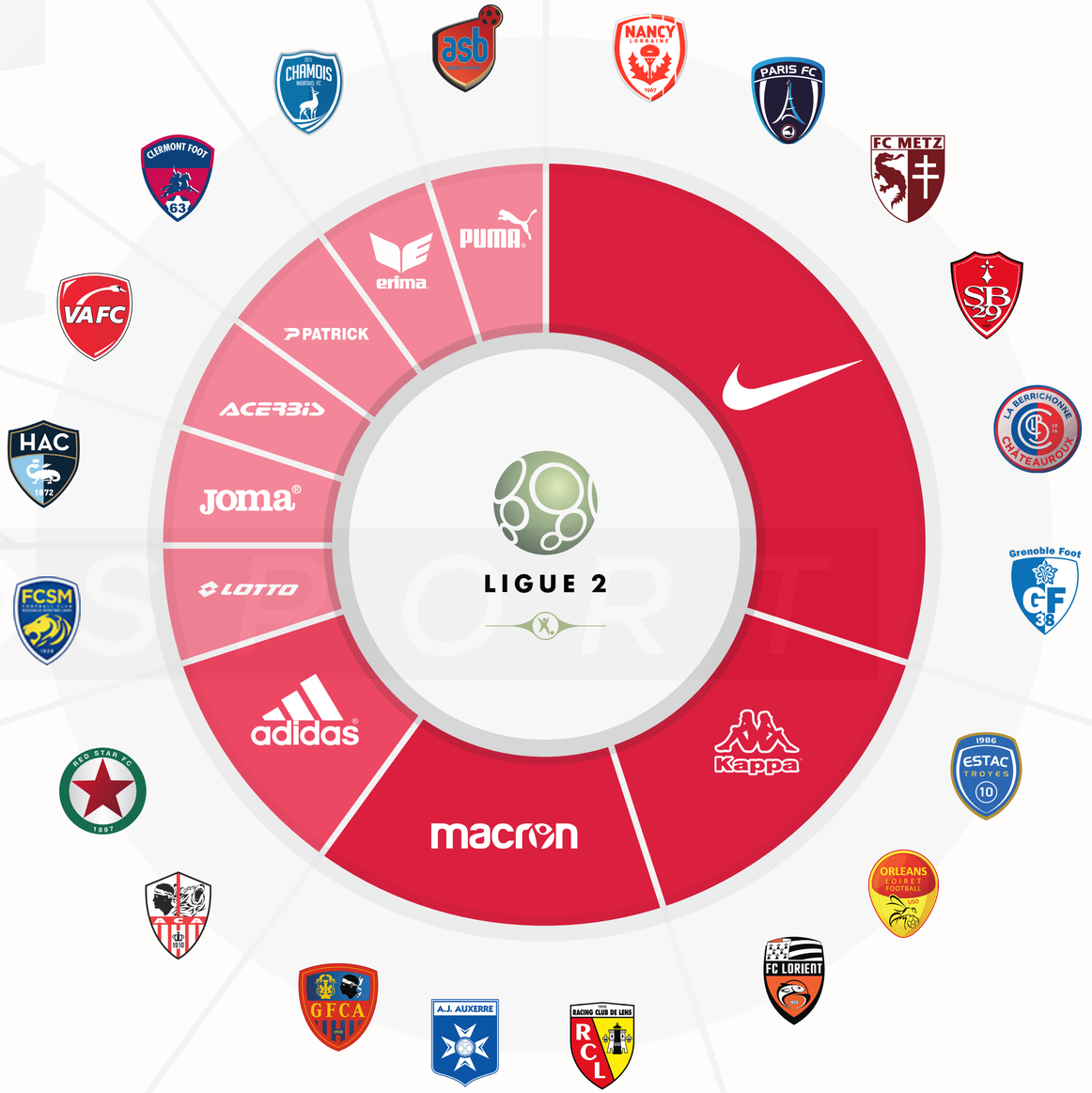
IQUII SPORT

FRANCE Brands

CLUBS
20

TECH BRANDS
10

TECH BRANDS on jersey coverage in relation to the 20 sponsored **LIGUE 2** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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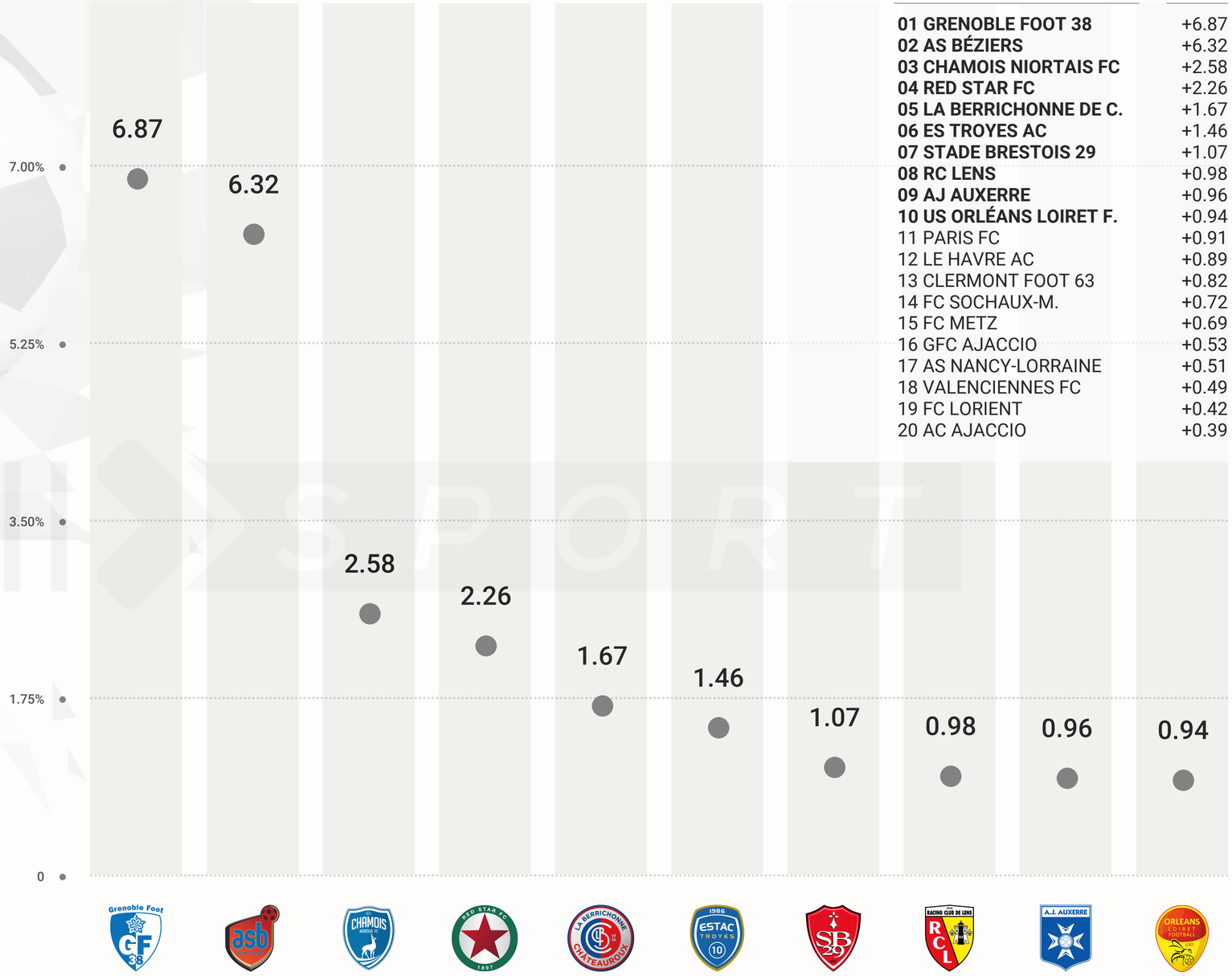
IQUII SPORT

FRANCE Grown Up

LIGUE 2

Ranking of the most grown up **LIGUE 2** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 GRENOBLE FOOT 38	+6.87
02 AS BÉZIERS	+6.32
03 CHAMOIS NIORTAIS FC	+2.58
04 RED STAR FC	+2.26
05 LA BERRICHONNE DE C.	+1.67
06 ES TROYES AC	+1.46
07 STADE BRESTOIS 29	+1.07
08 RC LENS	+0.98
09 AJ AUXERRE	+0.96
10 US ORLÉANS LOIRET F.	+0.94
11 PARIS FC	+0.91
12 LE HAVRE AC	+0.89
13 CLERMONT FOOT 63	+0.82
14 FC SOCHAUX-M.	+0.72
15 FC METZ	+0.69
16 GFC AJACCIO	+0.53
17 AS NANCY-LORRAINE	+0.51
18 VALENCIENNES FC	+0.49
19 FC LORIENT	+0.42
20 AC AJACCIO	+0.39

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IQUII SPORT

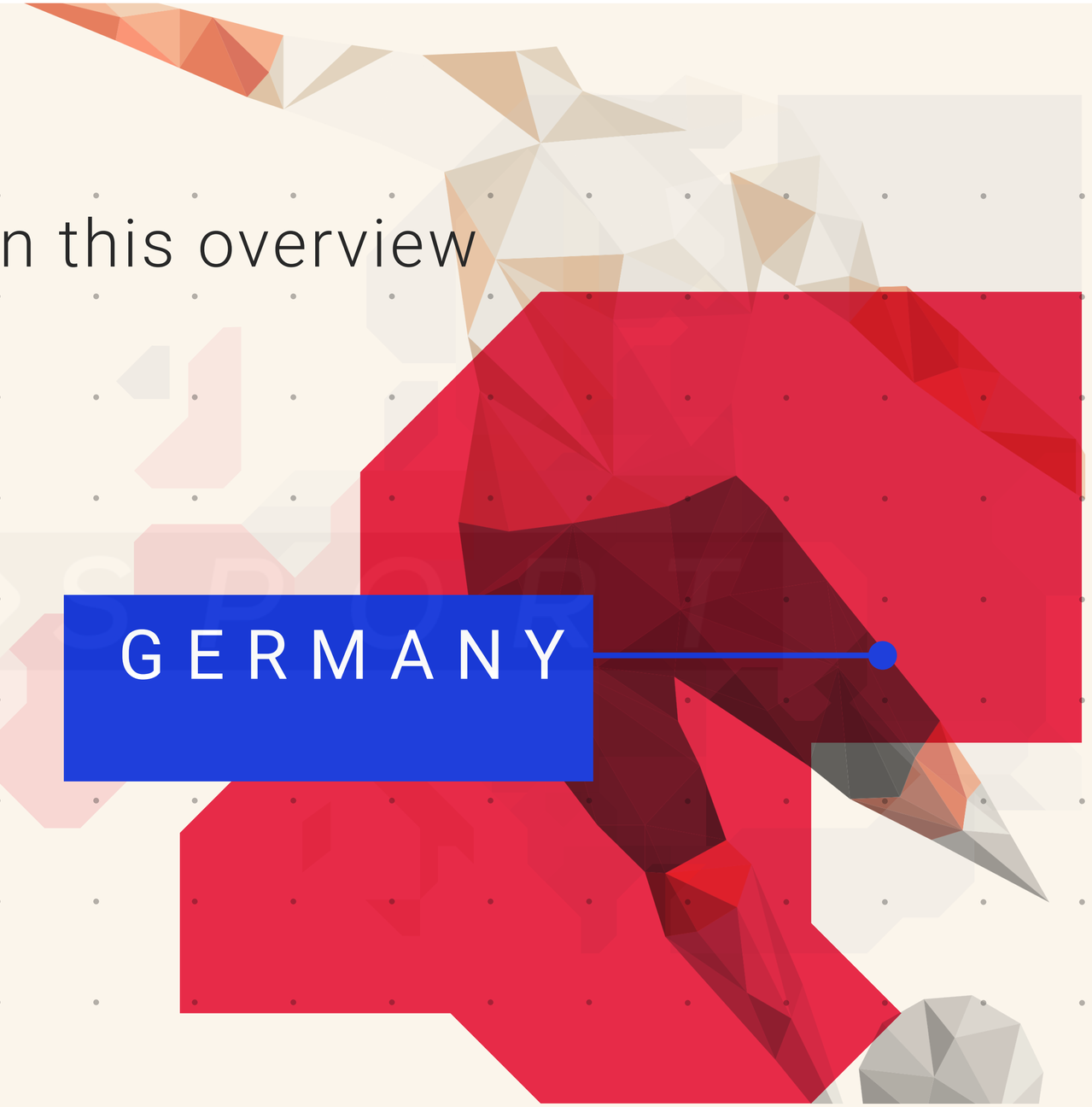
Football Leagues included in this overview

FIRST DIVISION **18 CLUBS**

BUNDESLIGA

SECOND DIVISION **18 CLUBS**

BUNDESLIGA



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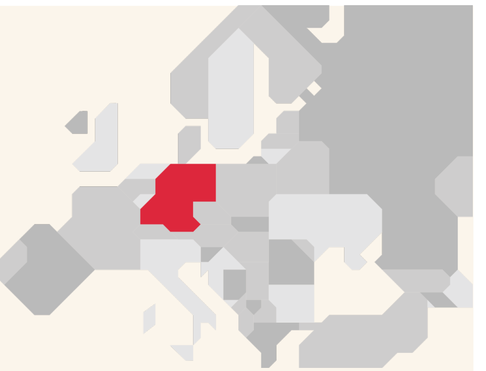

GERMANY SnapShot / General

2	36	14	121.4 M
			+ 0.99%*
LEAGUES	CLUBS	BRANDS	FANS
Total LEAGUES analyzed: 1.Bundesliga and 2.Bundesliga.	Total 1.Bundesliga and 2.Bundesliga FOOTBALL CLUBS analyzed.	Total 1.Bundesliga and 2.Bundesliga TECH BRANDS on jerseys analyzed.	Total Facebook, Twitter, Instagram, YouTube FANS of the 1.Bundesliga and 2.Bundesliga Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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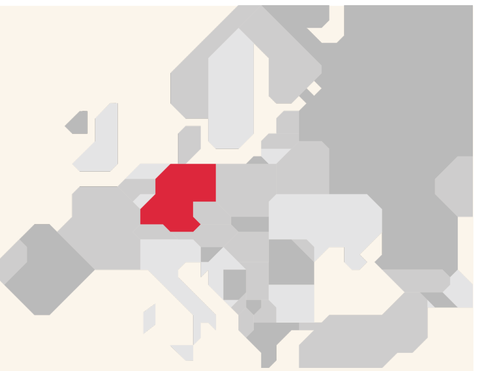

GERMANY SnapShot / First Division

BUNDESLIGA

18

CLUBS

Total 1.Bundesliga FOOTBALL CLUBS analyzed.

8

BRANDS

Total 1.Bundesliga TECH BRANDS on jerseys analyzed.

114.3 M

+ 1.01%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the 1.Bundesliga Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

76.3 M

BUNDESLIGA

Ranking of the most followed **1.BUNDESLIGA** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	48.4 M	=	+0.98
02 BORUSSIA DORTMUND	15.2 M	=	-0.14
03 FC SCHALKE 04	2.9 M	=	-0.22
04 BAYER 04 LEVERKUSEN	2.7 M	=	-0.20
05 VFL WOLFSBURG	1.2 M	=	+0.39
06 SV WERDER BREMEN	992.9 K	=	+0.01
07 BORUSSIA M.	976.9 K	=	+0.08
08 EINTRACHT FRANKFURT	637.7 K	=	+0.10
09 VFB STUTTGART	546.9 K	=	-0.03
10 1.FSV MAINZ 05	436.6 K	=	-0.12
11 RASENBALLSPORT L.	371.0 K	=	+0.05
12 HERTHA BSC	362.4 K	=	+0.43
13 HANNOVER 96	346.3 K	=	-0.07
14 1. FC NÜRNBERG	331.3 K	=	+0.00
15 TSG 1899 HOFFENHEIM	277.7 K	=	+0.00
16 FC AUGSBURG	246.4 K	=	+0.09
17 SC FREIBURG	239.8 K	=	+0.09
18 FORTUNA DÜSSELDORF	211.7 K	=	+0.13

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

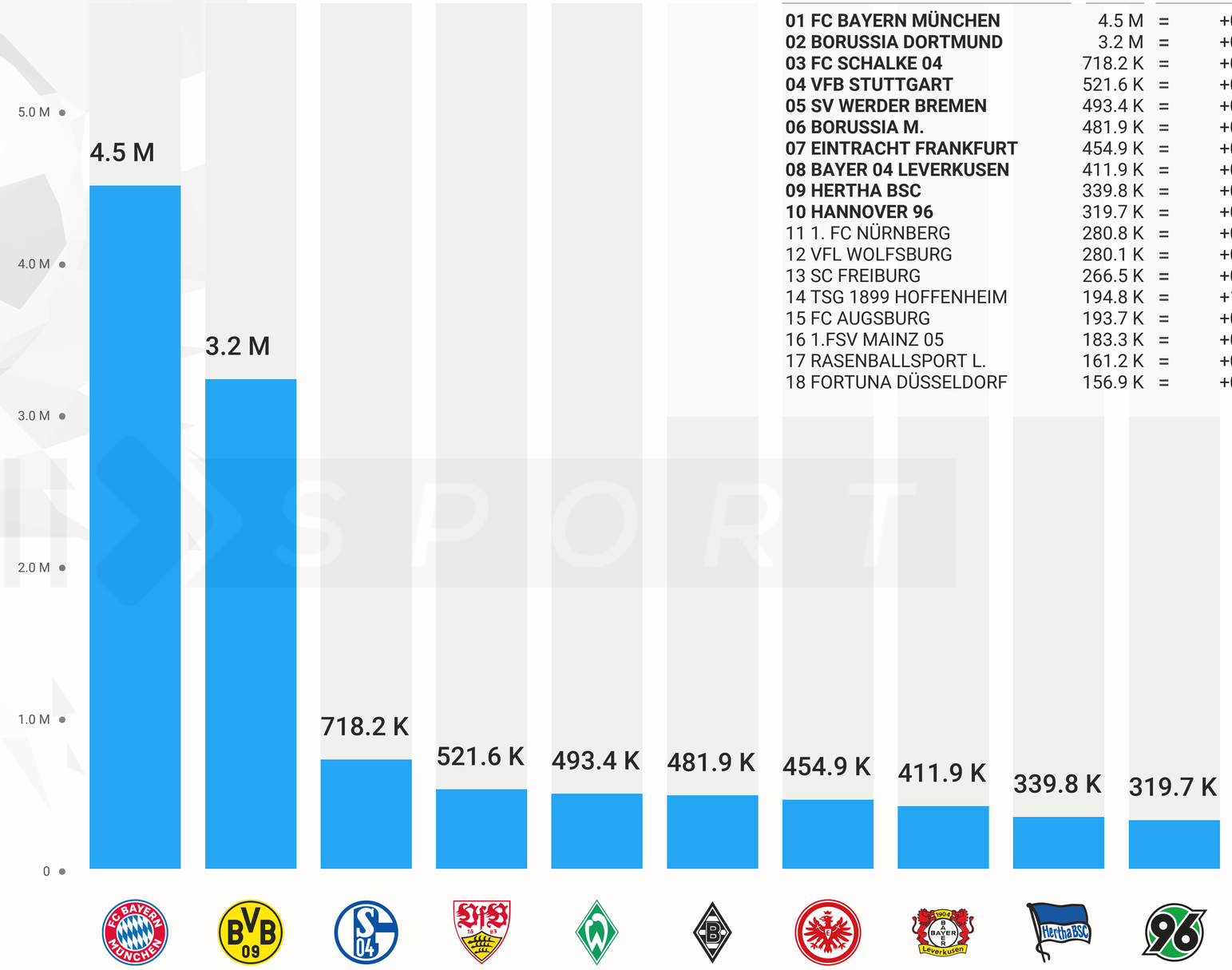
GERMANY Twitter

TOTAL FANBASE

13.2 M

BUNDESLIGA

Ranking of the most followed **1.BUNDESLIGA** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	4.5 M	=	+0.75
02 BORUSSIA DORTMUND	3.2 M	=	+0.75
03 FC SCHALKE 04	718.2 K	=	+0.58
04 VFB STUTTGART	521.6 K	=	+0.47
05 SV WERDER BREMEN	493.4 K	=	+0.64
06 BORUSSIA M.	481.9 K	=	+0.51
07 EINTRACHT FRANKFURT	454.9 K	=	+0.47
08 BAYER 04 LEVERKUSEN	411.9 K	=	+0.42
09 HERTHA BSC	339.8 K	=	+0.59
10 HANNOVER 96	319.7 K	=	+0.56
11 1. FC NÜRNBERG	280.8 K	=	+0.57
12 VFL WOLFSBURG	280.1 K	=	+0.58
13 SC FREIBURG	266.5 K	=	+0.44
14 TSG 1899 HOFFENHEIM	194.8 K	=	+1.04
15 FC AUGSBURG	193.7 K	=	+0.56
16 1.FSV MAINZ 05	183.3 K	=	+0.62
17 RASENBALLSPORT L.	161.2 K	=	+0.37
18 FORTUNA DÜSSELDORF	156.9 K	=	+0.46

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

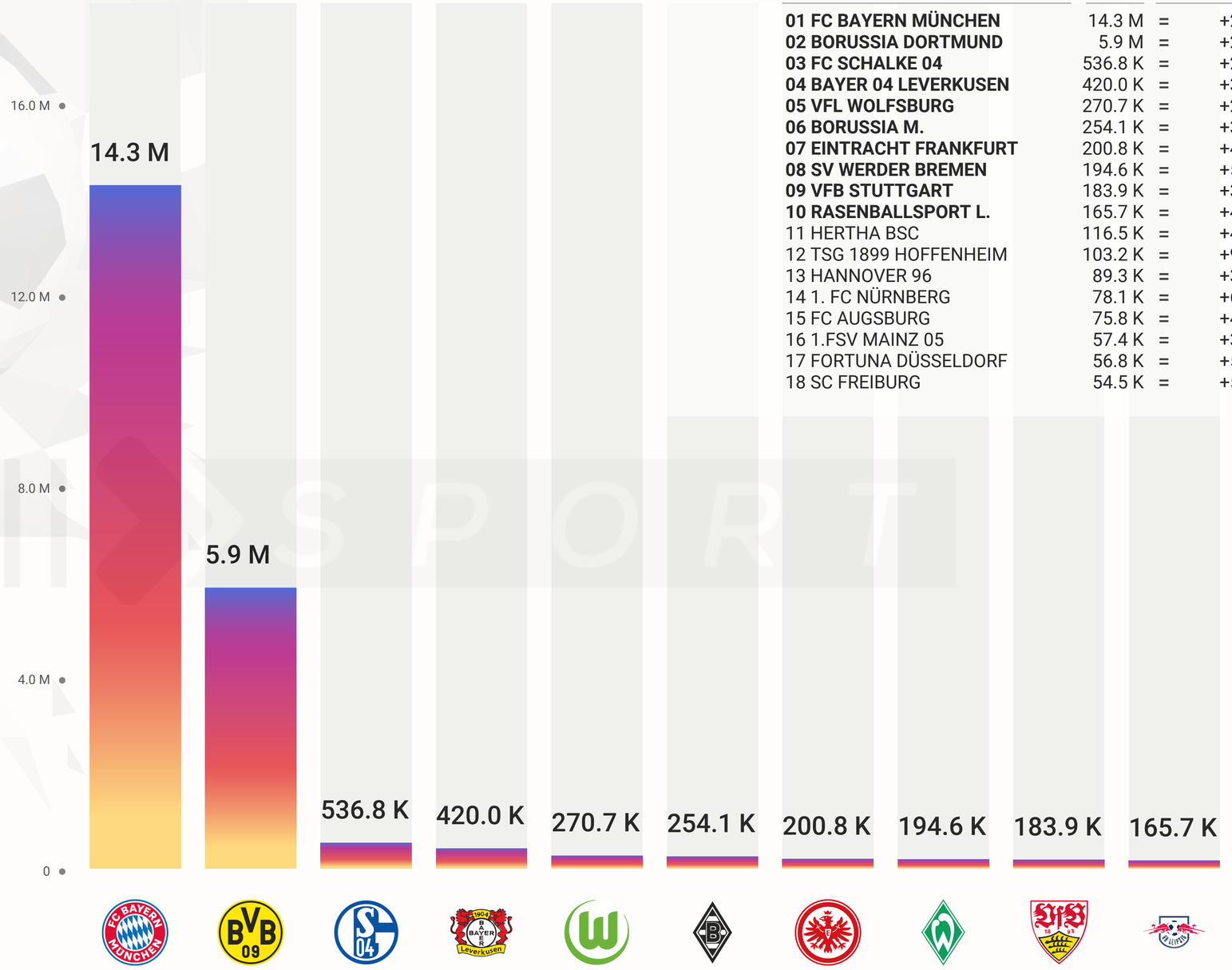
GERMANY Instagram

TOTAL FANBASE

23.0 M

BUNDESLIGA

Ranking of the most followed **1.BUNDESLIGA** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	14.3 M	=	+2.17
02 BORUSSIA DORTMUND	5.9 M	=	+2.79
03 FC SCHALKE 04	536.8 K	=	+2.97
04 BAYER 04 LEVERKUSEN	420.0 K	=	+3.02
05 VFL WOLFSBURG	270.7 K	=	+2.21
06 BORUSSIA M.	254.1 K	=	+3.91
07 EINTRACHT FRANKFURT	200.8 K	=	+4.89
08 SV WERDER BREMEN	194.6 K	=	+5.49
09 VFB STUTTGART	183.9 K	=	+3.06
10 RASENBALLSPORT L.	165.7 K	=	+4.69
11 HERTHA BSC	116.5 K	=	+4.50
12 TSG 1899 HOFFENHEIM	103.2 K	=	+9.73
13 HANNOVER 96	89.3 K	=	+3.56
14 1. FC NÜRNBERG	78.1 K	=	+6.81
15 FC AUGSBURG	75.8 K	=	+4.16
16 1.FSV MAINZ 05	57.4 K	=	+3.87
17 FORTUNA DÜSSELDORF	56.8 K	=	+5.61
18 SC FREIBURG	54.5 K	=	+5.53

*[from September 15, 2018 to October 15, 2018]

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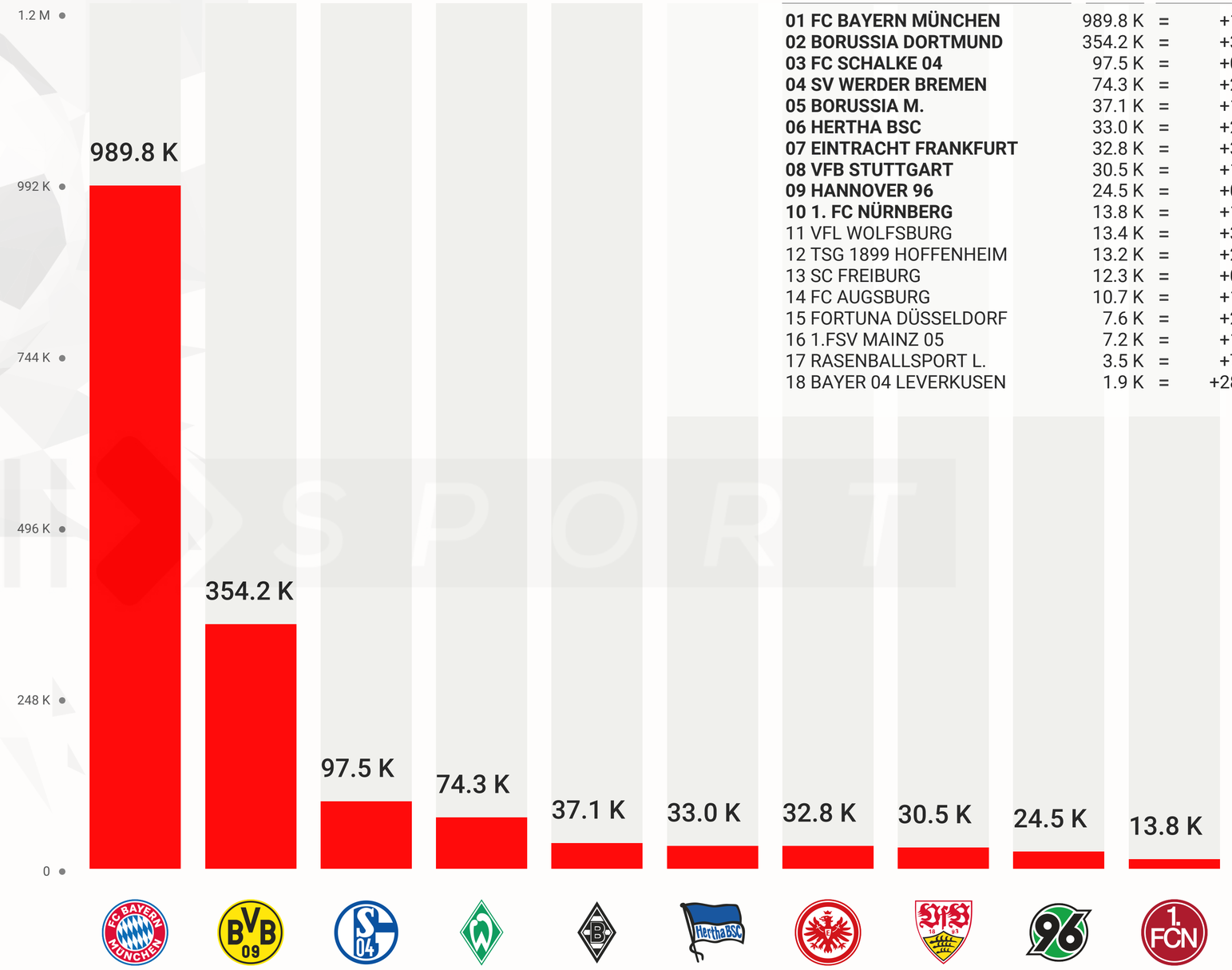
GERMANY YouTube

TOTAL FANBASE

1.8 M

BUNDESLIGA

Ranking of the most followed **1.BUNDESLIGA** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	989.8 K	=	+1.48
02 BORUSSIA DORTMUND	354.2 K	=	+3.66
03 FC SCHALKE 04	97.5 K	=	+0.97
04 SV WERDER BREMEN	74.3 K	=	+2.49
05 BORUSSIA M.	37.1 K	=	+1.48
06 HERTHA BSC	33.0 K	=	+2.44
07 EINTRACHT FRANKFURT	32.8 K	=	+3.68
08 VFB STUTTGART	30.5 K	=	+1.13
09 HANNOVER 96	24.5 K	=	+0.81
10 1. FC NÜRNBERG	13.8 K	=	+1.86
11 VFL WOLFSBURG	13.4 K	=	+3.19
12 TSG 1899 HOFFENHEIM	13.2 K	=	+2.79
13 SC FREIBURG	12.3 K	=	+0.85
14 FC AUGSBURG	10.7 K	=	+1.33
15 FORTUNA DÜSSELDORF	7.6 K	=	+2.66
16 1.FSV MAINZ 05	7.2 K	=	+1.54
17 RASENBALLSPORT L.	3.5 K	=	+7.30
18 BAYER 04 LEVERKUSEN	1.9 K	=	+28.38

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

GERMANY Social

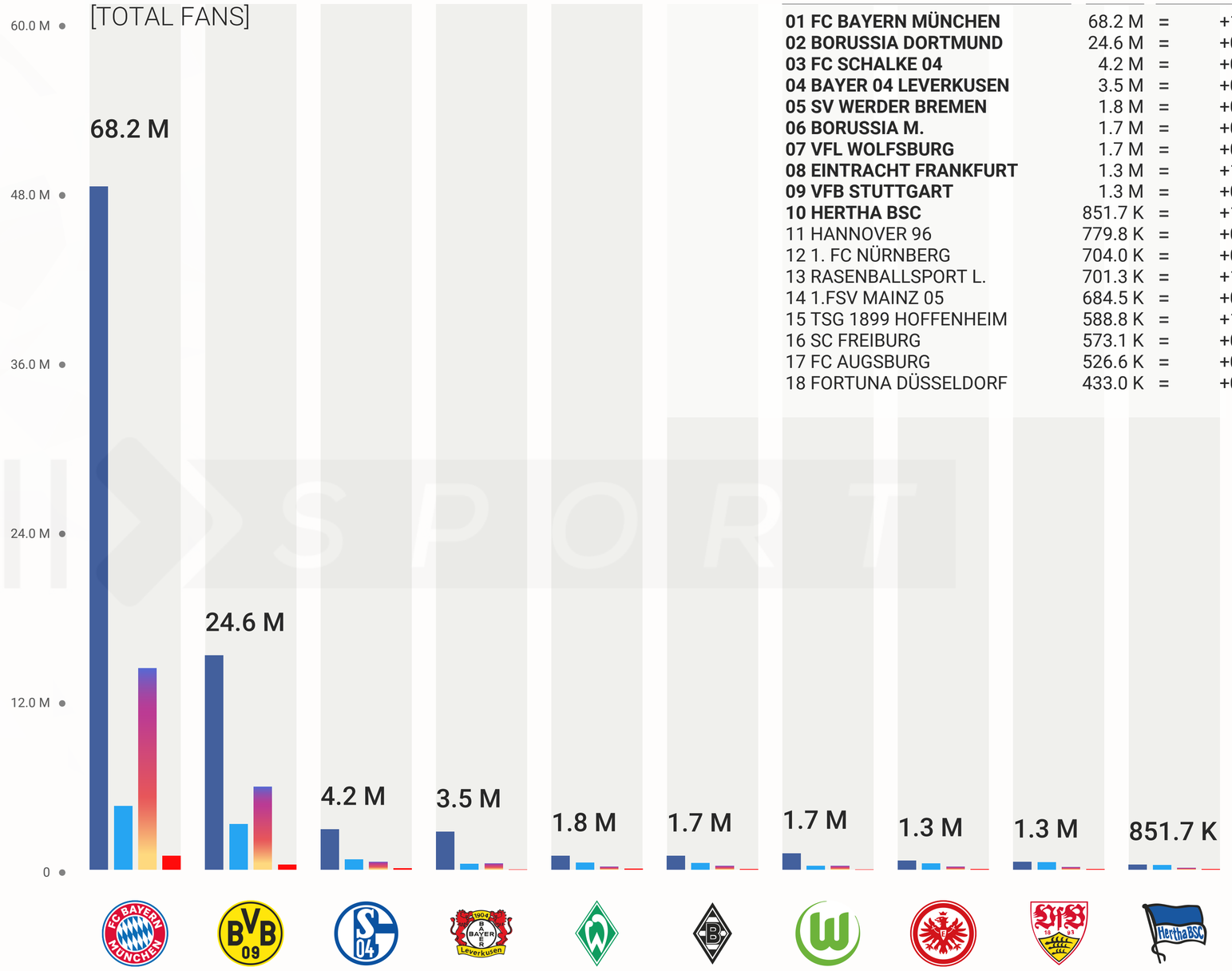
TOTAL FANBASE

114.3 M

BUNDESLIGA

Ranking of the most followed **1.BUNDESLIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	68.2 M	=	+1.22
02 BORUSSIA DORTMUND	24.6 M	=	+0.71
03 FC SCHALKE 04	4.2 M	=	+0.34
04 BAYER 04 LEVERKUSEN	3.5 M	=	+0.26
05 SV WERDER BREMEN	1.8 M	=	+0.87
06 BORUSSIA M.	1.7 M	=	+0.77
07 VFL WOLFSBURG	1.7 M	=	+0.72
08 EINTRACHT FRANKFURT	1.3 M	=	+1.02
09 VFB STUTTGART	1.3 M	=	+0.63
10 HERTHA BSC	851.7 K	=	+1.11
11 HANNOVER 96	779.8 K	=	+0.62
12 1. FC NÜRNBERG	704.0 K	=	+0.98
13 RASENBALLSPORT L.	701.3 K	=	+1.22
14 1.FSV MAINZ 05	684.5 K	=	+0.42
15 TSG 1899 HOFFENHEIM	588.8 K	=	+1.99
16 SC FREIBURG	573.1 K	=	+0.76
17 FC AUGSBURG	526.6 K	=	+0.86
18 FORTUNA DÜSSELDORF	433.0 K	=	+0.98

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GERMANY Brands

TOTAL FANBASE

114.3 M

BUNDESLIGA

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 18 sponsored 1.BUNDESLIGA Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 ADIDAS	68.2 M	=	+1.22
02 PUMA	27.7 M	=	+0.71
03 UMBRO	6.7 M	=	+0.55
04 NIKE	5.1 M	=	+0.94
05 JAKO	4.3 M	=	+0.33
06 LOTTO	1.3 M	=	+1.14
07 HUMMEL	573.1 K	=	+0.76
08 UHLSPORT	433.0 K	=	+0.98

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IQUII SPORT

GERMANY Brands

CLUBS
18

TECH BRANDS
8

TECH BRANDS on jersey coverage in relation to the 18 sponsored **1.BUNDESLIGA** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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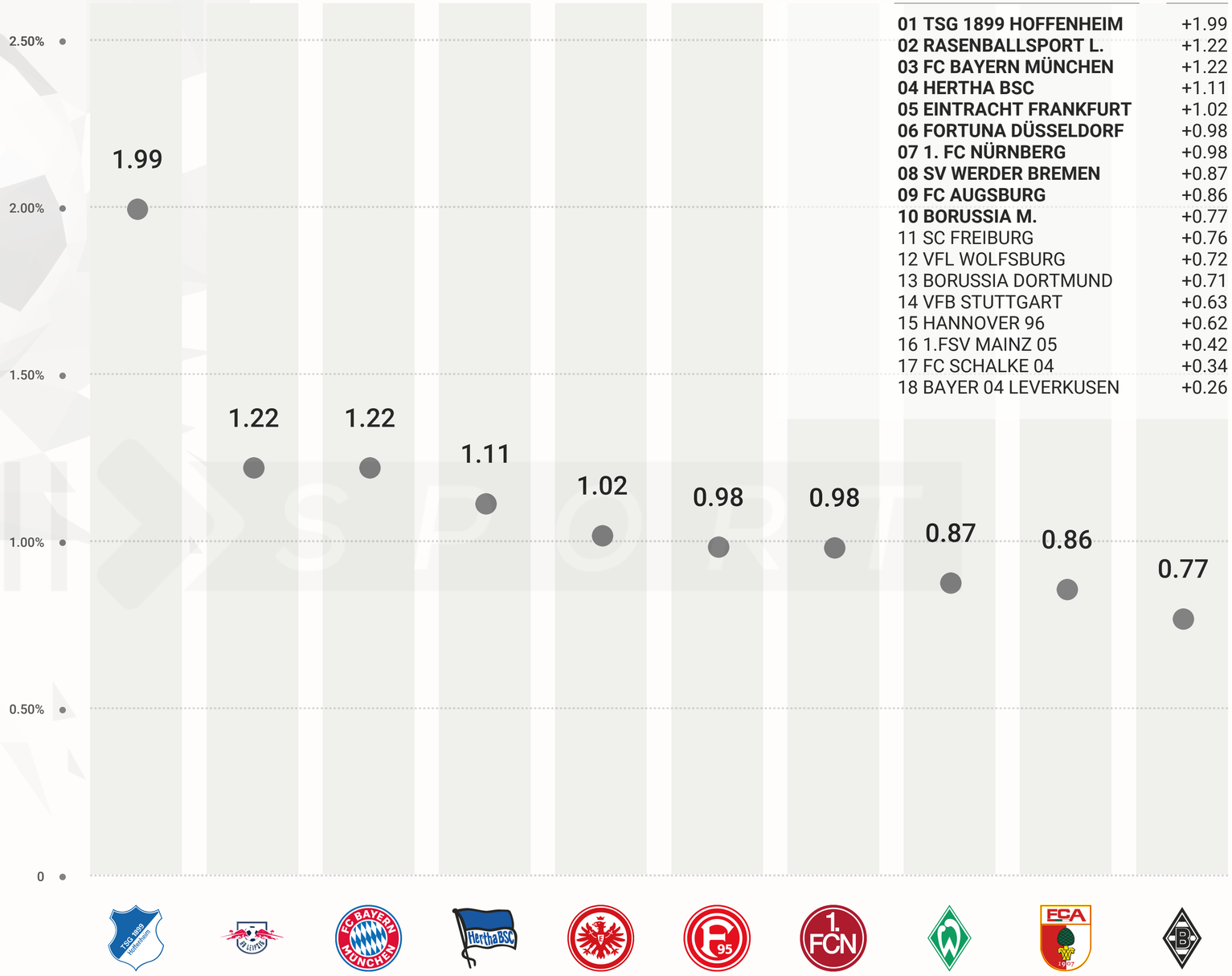
IQUII SPORT

GERMANY Grown Up

BUNDESLIGA

Ranking of the most grown up **1.BUNDESLIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 TSG 1899 HOFFENHEIM	+1.99
02 RASENBALLSPORT L.	+1.22
03 FC BAYERN MÜNCHEN	+1.22
04 HERTHA BSC	+1.11
05 EINTRACHT FRANKFURT	+1.02
06 FORTUNA DÜSSELDORF	+0.98
07 1. FC NÜRNBERG	+0.98
08 SV WERDER BREMEN	+0.87
09 FC AUGSBURG	+0.86
10 BORUSSIA M.	+0.77
11 SC FREIBURG	+0.76
12 VFL WOLFSBURG	+0.72
13 BORUSSIA DORTMUND	+0.71
14 VFB STUTTGART	+0.63
15 HANNOVER 96	+0.62
16 1.FSV MAINZ 05	+0.42
17 FC SCHALKE 04	+0.34
18 BAYER 04 LEVERKUSEN	+0.26

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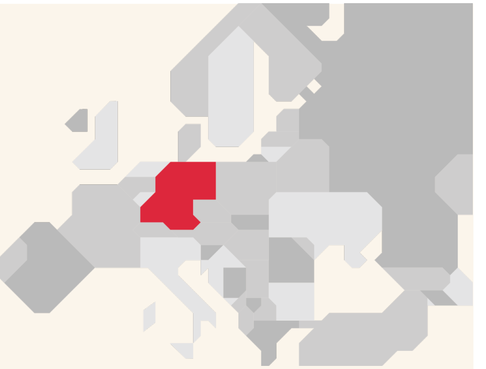
GERMANY SnapShot / Second Division



BUNDESLIGA

18

CLUBS

Total 2.Bundesliga FOOTBALL CLUBS analyzed.

11

BRANDS

Total 2.Bundesliga TECH BRANDS on jerseys analyzed.

7.2 M

+ 0.70%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the 2.Bundesliga Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

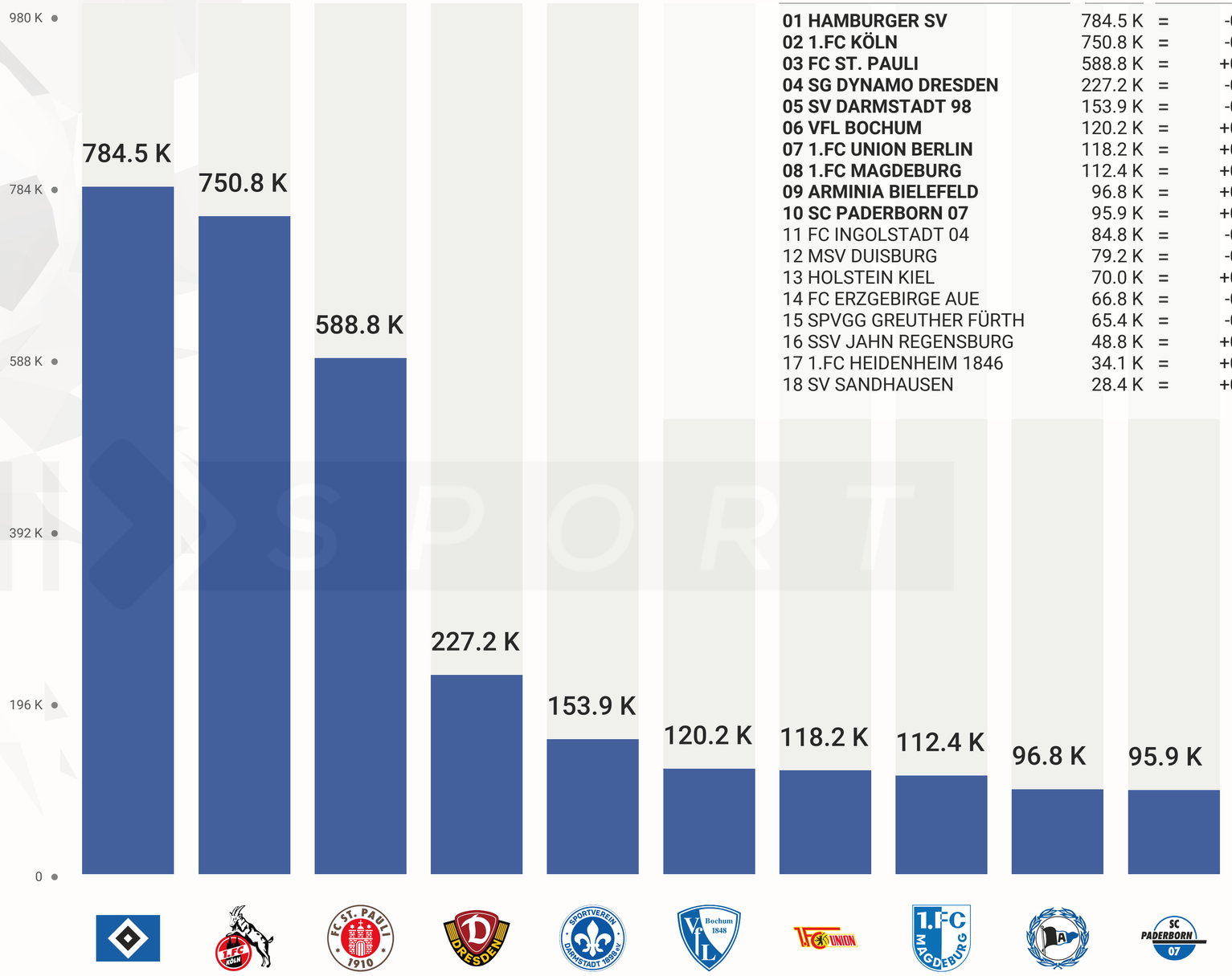
GERMANY Facebook

TOTAL FANBASE

3.5 M

BUNDESLIGA

Ranking of the most followed **2.BUNDESLIGA** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	784.5 K	=	-0.11
02 1.FC KÖLN	750.8 K	=	-0.07
03 FC ST. PAULI	588.8 K	=	+0.11
04 SG DYNAMO DRESDEN	227.2 K	=	-0.01
05 SV DARMSTADT 98	153.9 K	=	-0.22
06 VFL BOCHUM	120.2 K	=	+0.08
07 1.FC UNION BERLIN	118.2 K	=	+0.33
08 1.FC MAGDEBURG	112.4 K	=	+0.22
09 ARMINIA BIELEFELD	96.8 K	=	+0.14
10 SC PADERBORN 07	95.9 K	=	+0.00
11 FC INGOLSTADT 04	84.8 K	=	-0.16
12 MSV DUISBURG	79.2 K	=	-0.03
13 HOLSTEIN KIEL	70.0 K	=	+0.15
14 FC ERZGEBIRGE AUE	66.8 K	=	-0.01
15 SPVGG GREUTHER FÜRTH	65.4 K	=	-0.02
16 SSV JAHN REGENSBURG	48.8 K	=	+0.67
17 1.FC HEIDENHEIM 1846	34.1 K	=	+0.15
18 SV SANDHAUSEN	28.4 K	=	+0.00

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

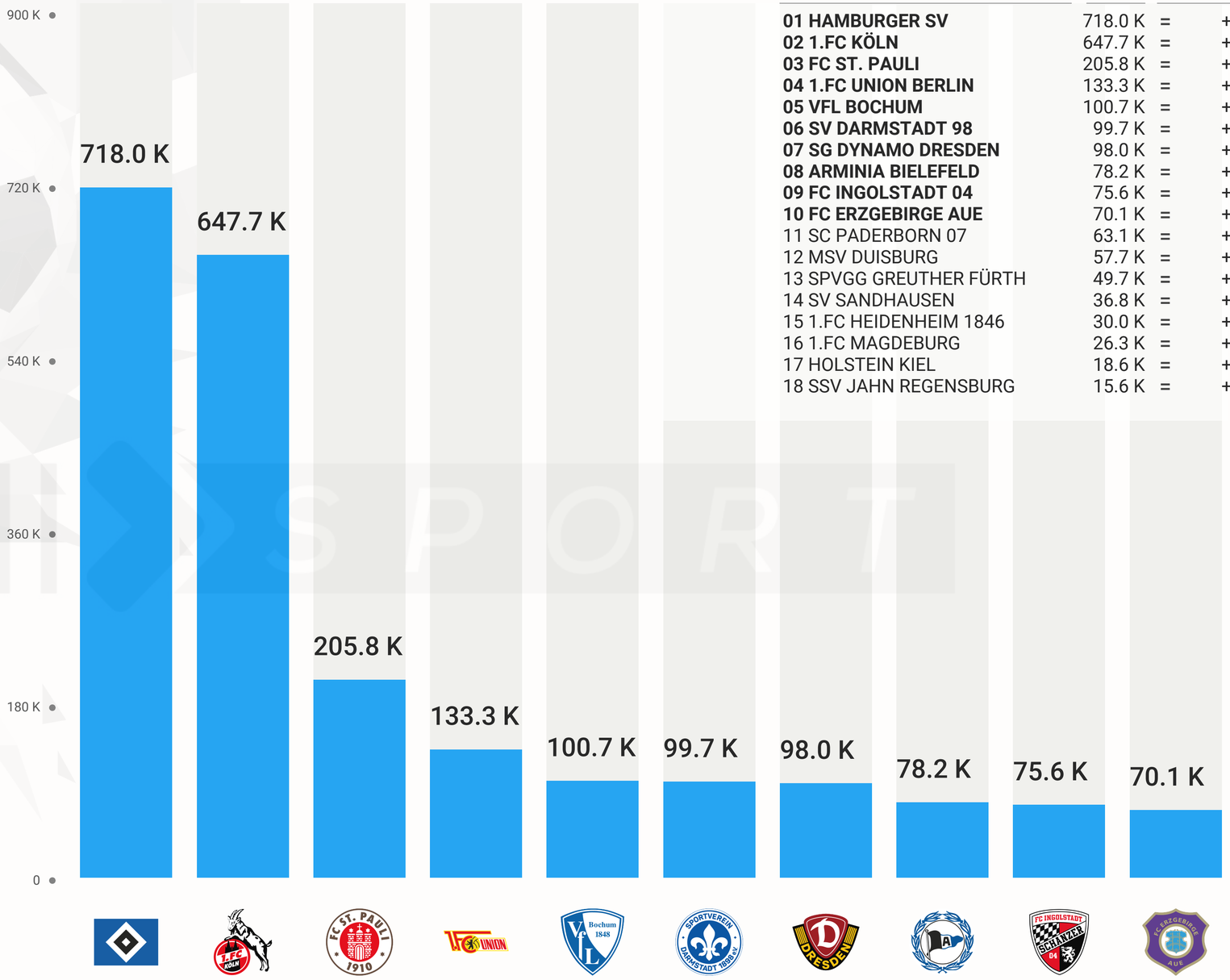
GERMANY Twitter

TOTAL FANBASE

2.5 M

BUNDESLIGA

Ranking of the most followed **2.BUNDESLIGA** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	718.0 K	=	+0.38
02 1.FC KÖLN	647.7 K	=	+0.26
03 FC ST. PAULI	205.8 K	=	+0.61
04 1.FC UNION BERLIN	133.3 K	=	+0.32
05 VFL BOCHUM	100.7 K	=	+0.58
06 SV DARMSTADT 98	99.7 K	=	+0.33
07 SG DYNAMO DRESDEN	98.0 K	=	+0.46
08 ARMINIA BIELEFELD	78.2 K	=	+0.49
09 FC INGOLSTADT 04	75.6 K	=	+0.37
10 FC ERZGEBIRGE AUE	70.1 K	=	+0.40
11 SC PADERBORN 07	63.1 K	=	+0.32
12 MSV DUISBURG	57.7 K	=	+0.34
13 SPVGG GREUTHER FÜRTH	49.7 K	=	+1.06
14 SV SANDHAUSEN	36.8 K	=	+0.67
15 1.FC HEIDENHEIM 1846	30.0 K	=	+0.85
16 1.FC MAGDEBURG	26.3 K	=	+1.11
17 HOLSTEIN KIEL	18.6 K	=	+1.08
18 SSV JAHN REGENSBURG	15.6 K	=	+1.19

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

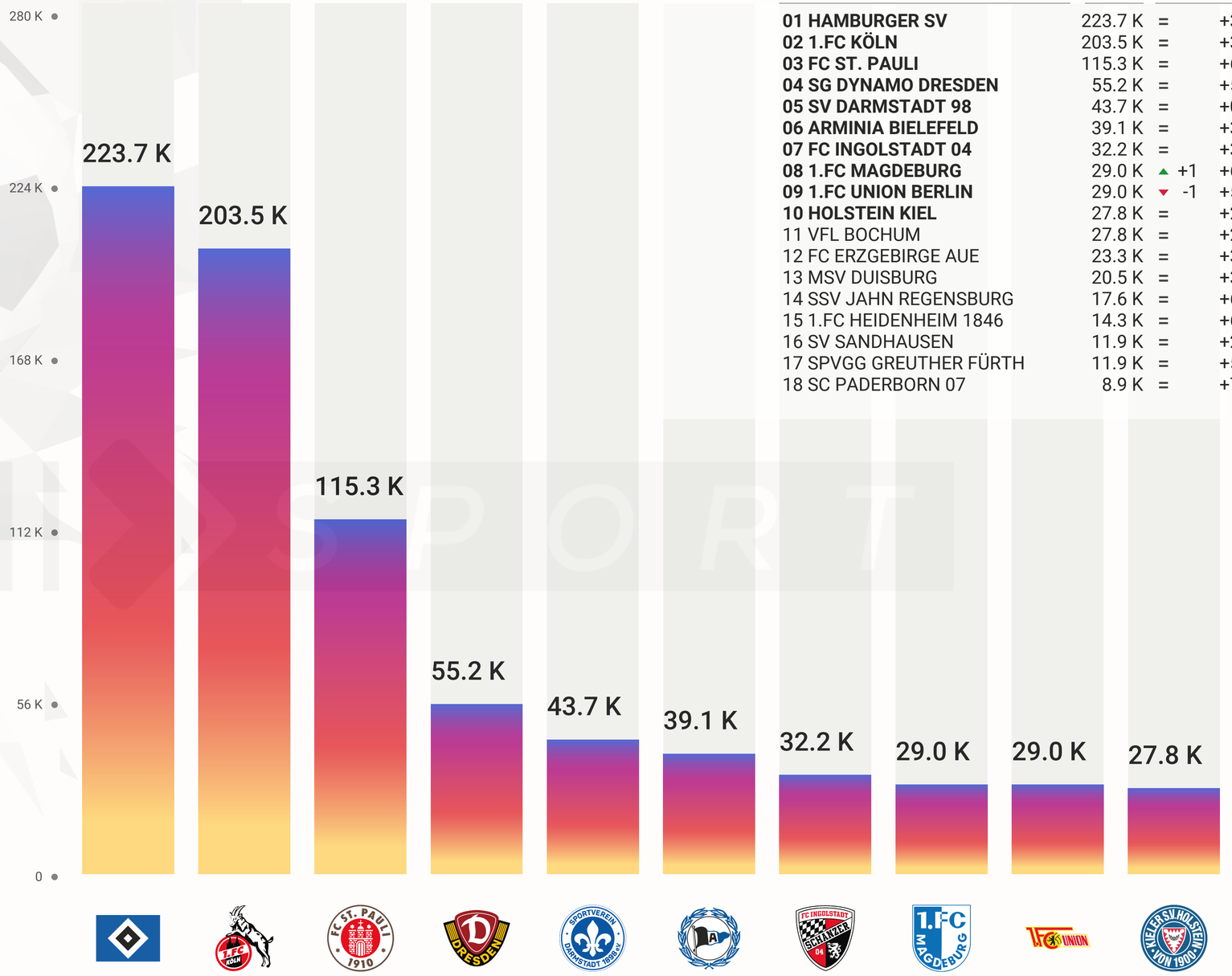
GERMANY Instagram

TOTAL FANBASE

935 K

BUNDESLIGA

Ranking of the most followed **2.BUNDESLIGA** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	223.7 K	=	+3.54
02 1.FC KÖLN	203.5 K	=	+3.22
03 FC ST. PAULI	115.3 K	=	+6.04
04 SG DYNAMO DRESDEN	55.2 K	=	+5.56
05 SV DARMSTADT 98	43.7 K	=	+0.91
06 ARMINIA BIELEFELD	39.1 K	=	+3.59
07 FC INGOLSTADT 04	32.2 K	=	+3.06
08 1.FC MAGDEBURG	29.0 K	▲ +1	+6.63
09 1.FC UNION BERLIN	29.0 K	▼ -1	+5.78
10 HOLSTEIN KIEL	27.8 K	=	+2.65
11 VFL BOCHUM	27.8 K	=	+2.96
12 FC ERZGEBIRGE AUE	23.3 K	=	+3.48
13 MSV DUISBURG	20.5 K	=	+3.88
14 SSV JAHN REGENSBURG	17.6 K	=	+6.34
15 1.FC HEIDENHEIM 1846	14.3 K	=	+6.95
16 SV SANDHAUSEN	11.9 K	=	+2.00
17 SPVGG GREUTHER FÜRTH	11.9 K	=	+5.81
18 SC PADERBORN 07	8.9 K	=	+7.36

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

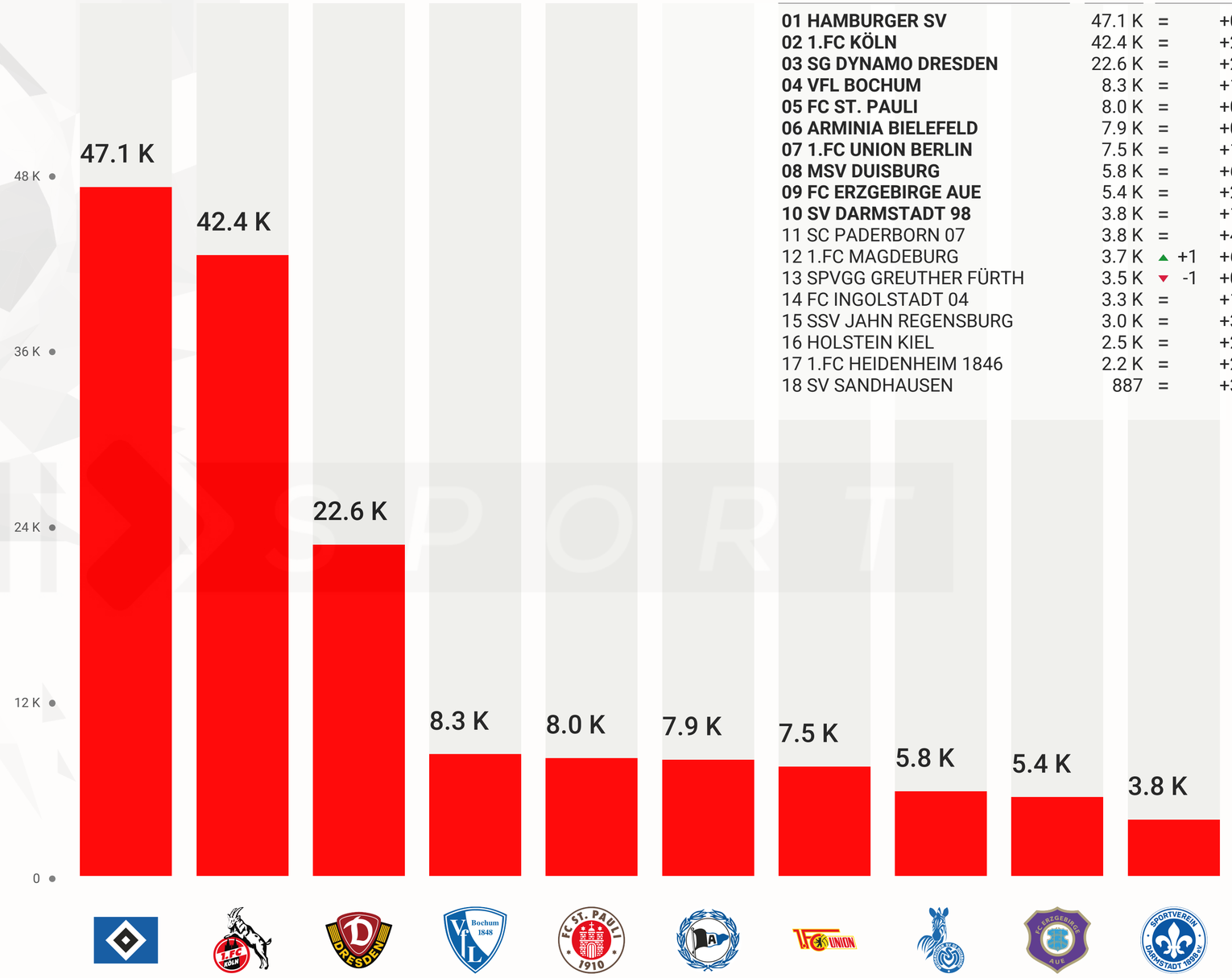
GERMANY YouTube

TOTAL FANBASE

182 K

BUNDESLIGA

Ranking of the most followed **2.BUNDESLIGA** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 HAMBURGER SV	47.1 K	=	+0.89
02 1.FC KÖLN	42.4 K	=	+2.62
03 SG DYNAMO DRESDEN	22.6 K	=	+2.36
04 VFL BOCHUM	8.3 K	=	+1.80
05 FC ST. PAULI	8.0 K	=	+0.60
06 ARMINIA BIELEFELD	7.9 K	=	+0.97
07 1.FC UNION BERLIN	7.5 K	=	+1.54
08 MSV DUISBURG	5.8 K	=	+6.04
09 FC ERZGEBIRGE AUE	5.4 K	=	+2.01
10 SV DARMSTADT 98	3.8 K	=	+1.53
11 SC PADERBORN 07	3.8 K	=	+4.22
12 1.FC MAGDEBURG	3.7 K	▲ +1	+6.02
13 SPVGG GREUTHER FÜRTH	3.5 K	▼ -1	+0.20
14 FC INGOLSTADT 04	3.3 K	=	+1.30
15 SSV JAHN REGENSBURG	3.0 K	=	+3.74
16 HOLSTEIN KIEL	2.5 K	=	+2.57
17 1.FC HEIDENHEIM 1846	2.2 K	=	+2.52
18 SV SANDHAUSEN	887	=	+3.74

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

GERMANY Social

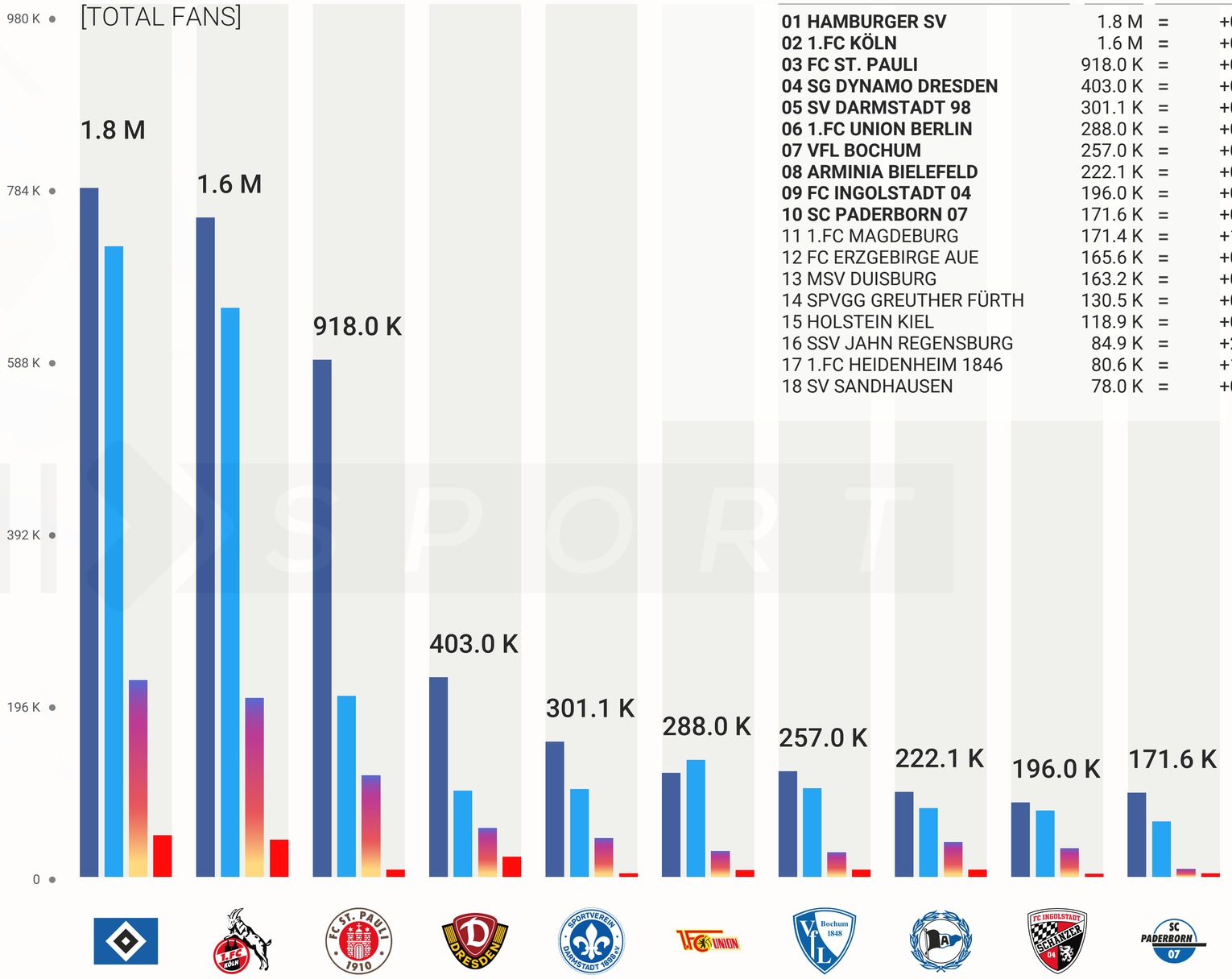
TOTAL FANBASE

7.2 M

BUNDESLIGA

Ranking of the most followed **2.BUNDESLIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 HAMBURGER SV	1.8 M	=	+0.56
02 1.FC KÖLN	1.6 M	=	+0.52
03 FC ST. PAULI	918.0 K	=	+0.93
04 SG DYNAMO DRESDEN	403.0 K	=	+0.96
05 SV DARMSTADT 98	301.1 K	=	+0.15
06 1.FC UNION BERLIN	288.0 K	=	+0.88
07 VFL BOCHUM	257.0 K	=	+0.64
08 ARMINIA BIELEFELD	222.1 K	=	+0.88
09 FC INGOLSTADT 04	196.0 K	=	+0.59
10 SC PADERBORN 07	171.6 K	=	+0.56
11 1.FC MAGDEBURG	171.4 K	=	+1.51
12 FC ERZGEBIRGE AUE	165.6 K	=	+0.70
13 MSV DUISBURG	163.2 K	=	+0.78
14 SPVGG GREUTHER FÜRTH	130.5 K	=	+0.90
15 HOLSTEIN KIEL	118.9 K	=	+0.92
16 SSV JAHN REGENSBURG	84.9 K	=	+2.00
17 1.FC HEIDENHEIM 1846	80.6 K	=	+1.62
18 SV SANDHAUSEN	78.0 K	=	+0.66

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IQUII SPORT

GERMANY Brands

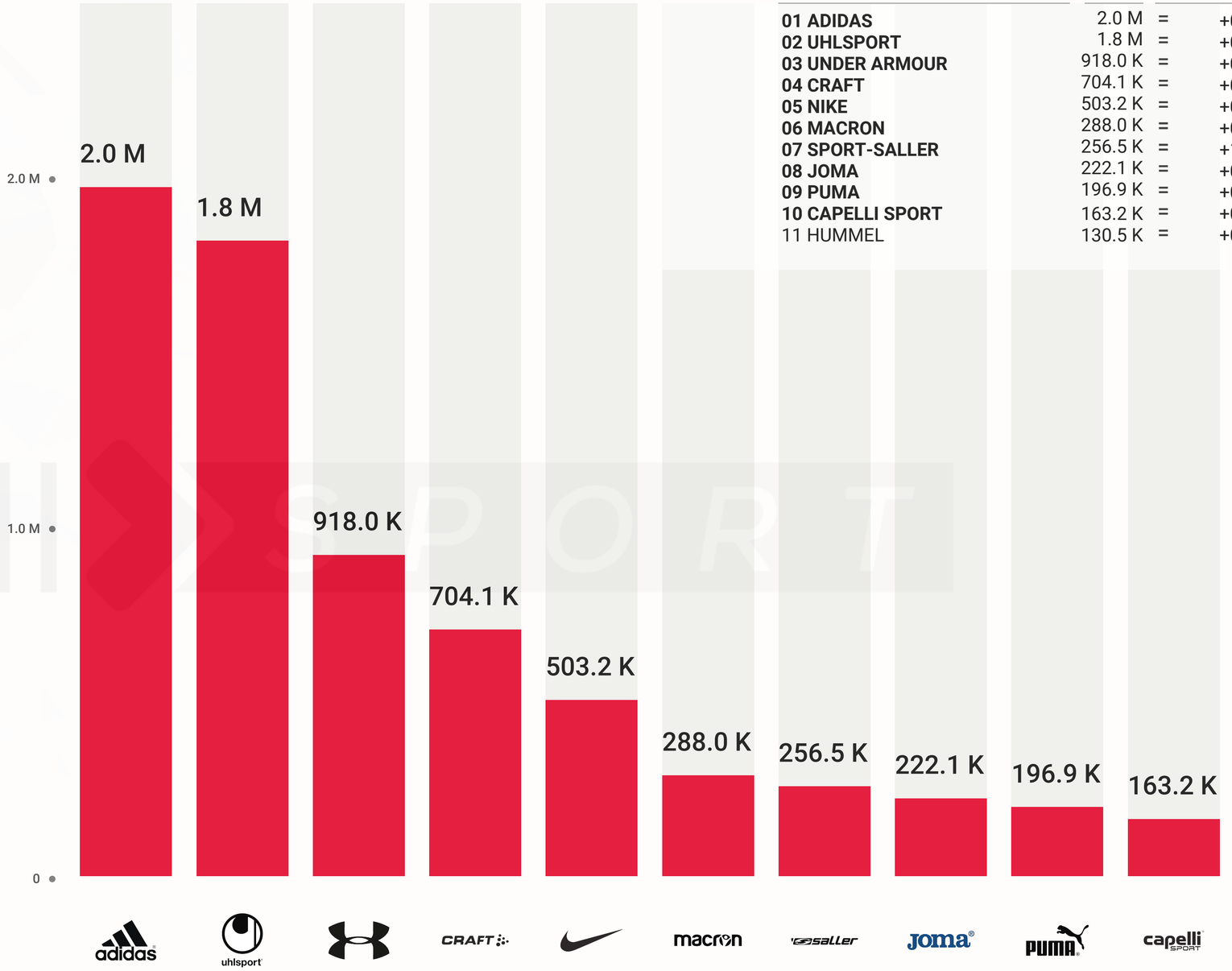
TOTAL FANBASE

7.2 M

BUNDESLIGA

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 18 sponsored 2.BUNDESLIGA Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 ADIDAS	2.0 M	=	+0.56
02 UHLSPORT	1.8 M	=	+0.62
03 UNDER ARMOUR	918.0 K	=	+0.93
04 CRAFT	704.1 K	=	+0.61
05 NIKE	503.2 K	=	+0.82
06 MACRON	288.0 K	=	+0.88
07 SPORT-SALLER	256.5 K	=	+1.03
08 JOMA	222.1 K	=	+0.88
09 PUMA	196.9 K	=	+0.82
10 CAPELLI SPORT	163.2 K	=	+0.78
11 HUMMEL	130.5 K	=	+0.90

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IQUII SPORT

GERMANY Brands

CLUBS
18

TECH BRANDS
11

TECH BRANDS on jersey coverage in relation to the 18 sponsored **2.BUNDESLIGA** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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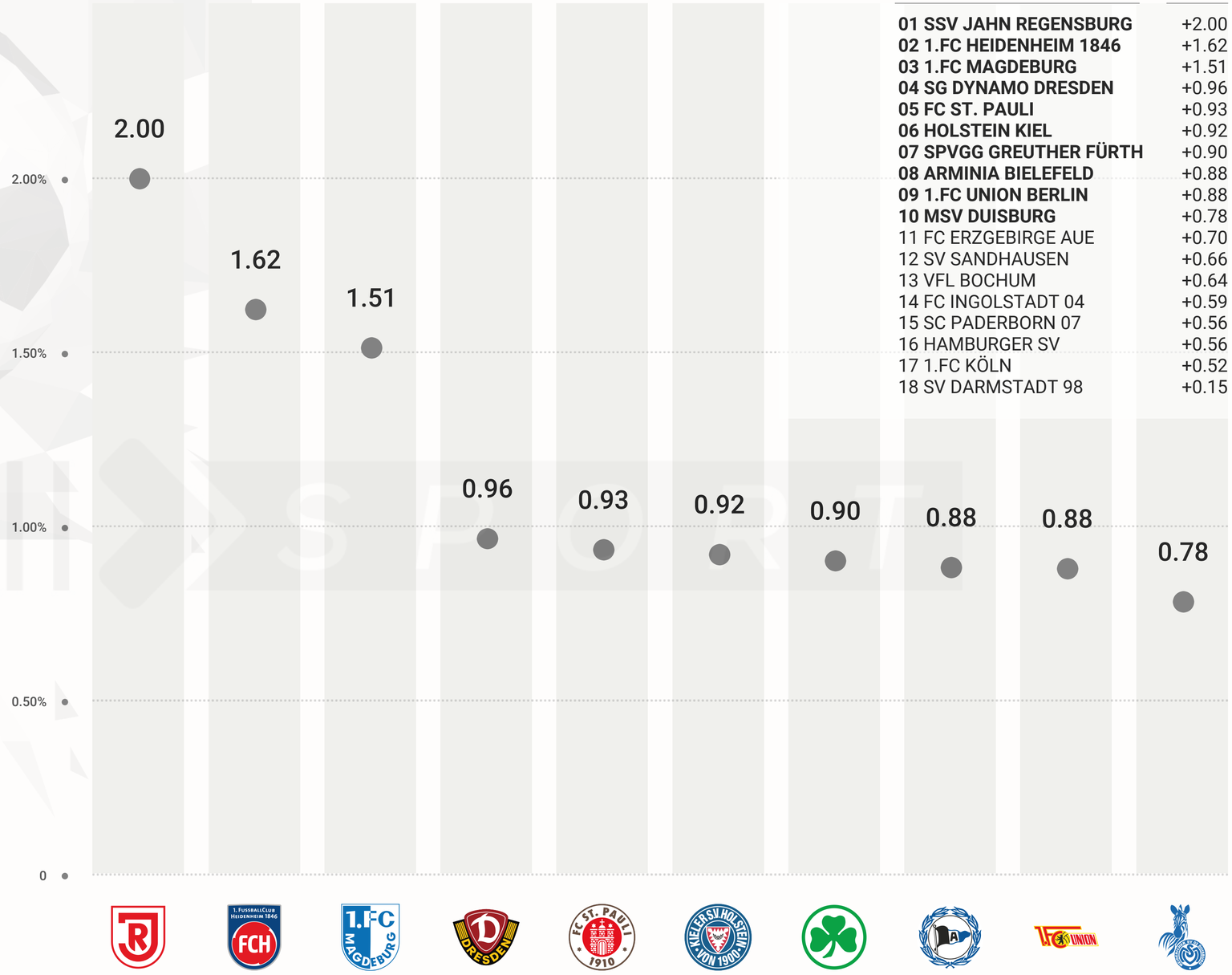
IQUII SPORT

GERMANY Grown Up

BUNDESLIGA

Ranking of the most grown up **2.BUNDESLIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 SSV JAHN REGENSBURG	**+2.00**
02 1.FC HEIDENHEIM 1846	**+1.62**
03 1.FC MAGDEBURG	**+1.51**
04 SG DYNAMO DRESDEN	**+0.96**
05 FC ST. PAULI	**+0.93**
06 HOLSTEIN KIEL	**+0.92**
07 SPVGG GREUTHER FÜRTH	**+0.90**
08 ARMINIA BIELEFELD	**+0.88**
09 1.FC UNION BERLIN	**+0.88**
10 MSV DUISBURG	**+0.78**
11 FC ERZGEBIRGE AUE	+0.70
12 SV SANDHAUSEN	+0.66
13 VFL BOCHUM	+0.64
14 FC INGOLSTADT 04	+0.59
15 SC PADERBORN 07	+0.56
16 HAMBURGER SV	+0.56
17 1.FC KÖLN	+0.52
18 SV DARMSTADT 98	+0.15

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Football Leagues included in this overview

FIRST DIVISION — 20 CLUBS

SERIE A

SECOND DIVISION — 19 CLUBS

Lega B



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ITALY SnapShot / General



2

LEAGUES

Total LEAGUES analyzed: Serie A and Lega B.

39

CLUBS

Total Serie A and Lega B FOOTBALL CLUBS analyzed.

17

BRANDS

Total Serie A and Lega B TECH BRANDS on jerseys analyzed.

149.0 M

+ 1.93%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Serie A and Lega B Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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ITALY SnapShot / First Division



20

CLUBS

Total Serie A FOOTBALL CLUBS analyzed.

11

BRANDS

Total Serie A TECH BRANDS on jerseys analyzed.

146.0 M

+ 1.94%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Serie A Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

ITALY Facebook

TOTAL FANBASE

92.1 M

Ranking of the most followed **SERIE A** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	35.9 M	=	+1.35
02 AC MILAN	24.9 M	=	-0.14
03 FC INTERNAZIONALE	10.7 M	=	+2.54
04 AS ROMA	9.4 M	=	-0.10
05 SSC NAPOLI	4.1 M	=	+0.26
06 ACF FIORENTINA	2.1 M	=	-0.16
07 BOLOGNA FC 1909	1.0 M	=	+0.47
08 SS LAZIO	816.7 K	=	+0.11
09 TORINO FC	467.6 K	=	+0.12
10 UDINESE CALCIO	459.2 K	=	-0.02
11 CAGLIARI CALCIO	349.4 K	=	+0.07
12 UC SAMPDORIA	340.0 K	=	+0.10
13 GENOA CFC	336.2 K	=	+0.14
14 PARMA CALCIO 1913	283.1 K	=	+0.58
15 US SASSUOLO	258.5 K	=	+0.51
16 ATALANTA BC	232.4 K	=	+0.28
17 AC CHIEVO VERONA	126.6 K	=	+0.24
18 EMPOLI FC	111.3 K	=	+0.49
19 SPAL 2013	53.8 K	=	+2.06
20 FROSINONE CALCIO	51.1 K	=	+2.13

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

ITALY Twitter

TOTAL FANBASE

21.8 M

Ranking of the most followed **SERIE A** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 AC MILAN	6.8 M	=	+0.74
02 JUVENTUS FC	6.4 M	=	+1.19
03 AS ROMA	1.7 M	=	+1.30
04 FC INTERNAZIONALE	1.6 M	=	+1.01
05 SSC NAPOLI	1.4 M	=	+0.86
06 ACF FIORENTINA	629.6 K	=	+0.71
07 SS LAZIO	520.5 K	=	+0.43
08 TORINO FC	382.6 K	=	+0.67
09 CAGLIARI CALCIO	342.8 K	=	+0.40
10 UC SAMPDORIA	332.7 K	=	+0.76
11 GENOA CFC	308.1 K	=	+1.01
12 UDINESE CALCIO	279.8 K	=	+0.74
13 ATALANTA BC	273.4 K	=	+0.77
14 US SASSUOLO	255.5 K	=	+0.75
15 AC CHIEVO VERONA	253.5 K	=	+0.67
16 BOLOGNA FC 1909	149.8 K	=	+0.79
17 EMPOLI FC	140.5 K	=	+0.55
18 FROSINONE CALCIO	37.4 K	=	+1.58
19 PARMA CALCIO 1913	22.4 K	=	+2.95
20 SPAL 2013	15.3 K	=	+2.92

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

ITALY Instagram

TOTAL FANBASE

29.2 M

SERIE A TIM

Ranking of the most followed **SERIE A** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	17.1 M	=	+8.55
02 AC MILAN	4.9 M	=	+2.70
03 FC INTERNAZIONALE	2.2 M	=	+3.85
04 AS ROMA	2.0 M	=	+3.92
05 SSC NAPOLI	1.1 M	=	+3.70
06 ACF FIORENTINA	363.3 K	=	+1.91
07 SS LAZIO	308.4 K	=	+2.60
08 TORINO FC	149.2 K	=	+2.11
09 CAGLIARI CALCIO	147.5 K	=	+2.72
10 GENOA CFC	123.4 K	▲ +1	+6.67
11 UC SAMPDORIA	122.0 K	▼ -1	+2.82
12 ATALANTA BC	113.0 K	=	+1.52
13 US SASSUOLO	100.5 K	=	+6.23
14 PARMA CALCIO 1913	92.4 K	▲ +1	+16.17
15 UDINESE CALCIO	90.1 K	▼ -1	+2.01
16 BOLOGNA FC 1909	75.0 K	=	+1.84
17 SPAL 2013	57.0 K	=	+7.57
18 AC CHIEVO VERONA	52.5 K	=	+8.67
19 EMPOLI FC	50.6 K	=	+6.17
20 FROSINONE CALCIO	40.6 K	=	+6.68

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

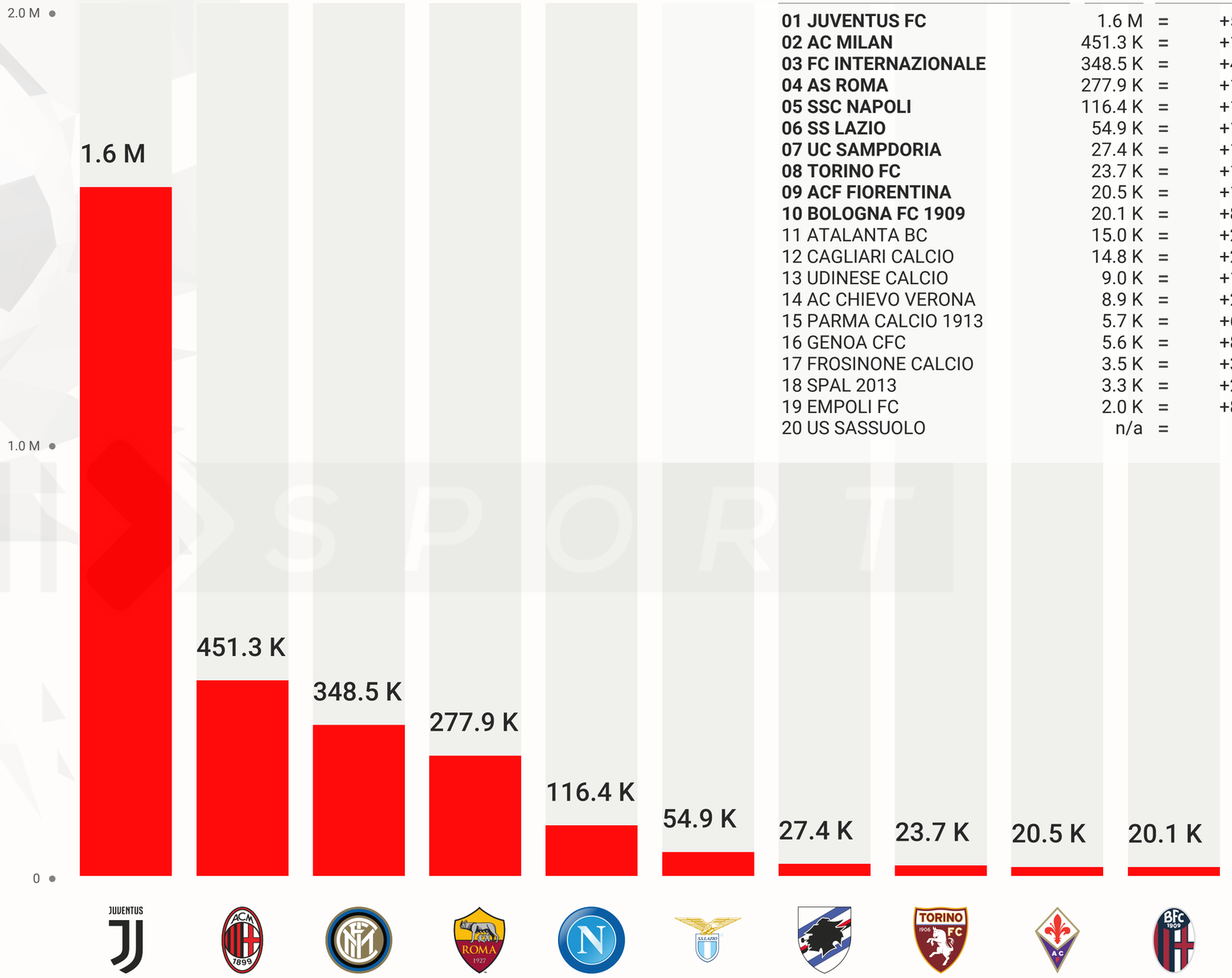
ITALY YouTube

TOTAL FANBASE

3.0 M

SERIE A TIM

Ranking of the most followed **SERIE A** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 JUVENTUS FC	1.6 M	=	+5.75
02 AC MILAN	451.3 K	=	+1.43
03 FC INTERNAZIONALE	348.5 K	=	+4.59
04 AS ROMA	277.9 K	=	+1.23
05 SSC NAPOLI	116.4 K	=	+1.61
06 SS LAZIO	54.9 K	=	+1.38
07 UC SAMPDORIA	27.4 K	=	+1.80
08 TORINO FC	23.7 K	=	+1.20
09 ACF FIORENTINA	20.5 K	=	+1.49
10 BOLOGNA FC 1909	20.1 K	=	+8.42
11 ATALANTA BC	15.0 K	=	+2.26
12 CAGLIARI CALCIO	14.8 K	=	+2.58
13 UDINESE CALCIO	9.0 K	=	+1.93
14 AC CHIEVO VERONA	8.9 K	=	+2.95
15 PARMA CALCIO 1913	5.7 K	=	+6.29
16 GENOA CFC	5.6 K	=	+8.05
17 FROSINONE CALCIO	3.5 K	=	+3.19
18 SPAL 2013	3.3 K	=	+2.01
19 EMPOLI FC	2.0 K	=	+8.55
20 US SASSUOLO	n/a	=	n/a

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

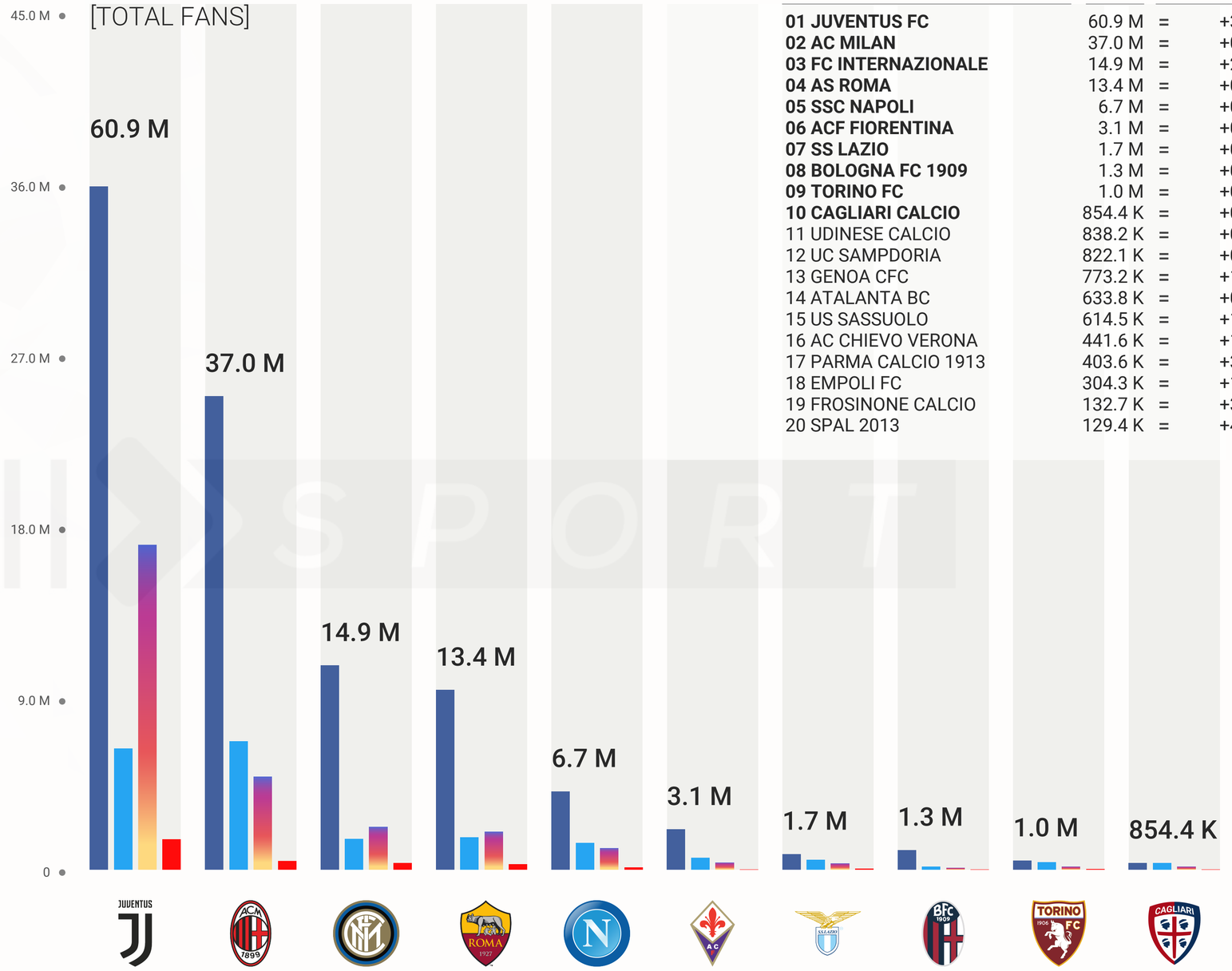
ITALY Social

TOTAL FANBASE

146.0 M

Ranking of the most followed **SERIE A** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 JUVENTUS FC	60.9 M	=	+3.36
02 AC MILAN	37.0 M	=	+0.41
03 FC INTERNAZIONALE	14.9 M	=	+2.61
04 AS ROMA	13.4 M	=	+0.68
05 SSC NAPOLI	6.7 M	=	+0.97
06 ACF FIORENTINA	3.1 M	=	+0.26
07 SS LAZIO	1.7 M	=	+0.69
08 BOLOGNA FC 1909	1.3 M	=	+0.70
09 TORINO FC	1.0 M	=	+0.64
10 CAGLIARI CALCIO	854.4 K	=	+0.70
11 UDINESE CALCIO	838.2 K	=	+0.47
12 UC SAMPDORIA	822.1 K	=	+0.82
13 GENOA CFC	773.2 K	=	+1.53
14 ATALANTA BC	633.8 K	=	+0.76
15 US SASSUOLO	614.5 K	=	+1.51
16 AC CHIEVO VERONA	441.6 K	=	+1.48
17 PARMA CALCIO 1913	403.6 K	=	+3.99
18 EMPOLI FC	304.3 K	=	+1.47
19 FROSINONE CALCIO	132.7 K	=	+3.35
20 SPAL 2013	129.4 K	=	+4.52

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IQUII SPORT

ITALY Brands

TOTAL FANBASE

146.0 M

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 20 sponsored SERIE A Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 ADIDAS	60.9 M	=	+3.36
02 PUMA	37.0 M	=	+0.41
03 NIKE	28.3 M	=	+1.69
04 KAPPA	8.7 M	=	+0.98
05 MACRON	4.8 M	=	+0.76
06 LE COQ SPORTIF	3.1 M	=	+0.26
07 JOMA	1.5 M	=	+0.79
08 LOTTO	773.2 K	=	+1.53
09 GIVOVA	441.6 K	=	+1.48
10 ERREA	403.6 K	=	+3.99
11 ZEUS	132.7 K	=	+3.35

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IQUII SPORT

ITALY Brands

CLUBS
20

TECH BRANDS
11

TECH BRANDS on jersey coverage in relation to the 20 sponsored **SERIE A** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

ITALY Grown Up

Ranking of the most grown up **SERIE A** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 SPAL 2013	**+4.52**
02 PARMA CALCIO 1913	**+3.99**
03 JUVENTUS FC	**+3.36**
04 FROSINONE CALCIO	**+3.35**
05 FC INTERNAZIONALE	**+2.61**
06 GENOA CFC	**+1.53**
07 US SASSUOLO	**+1.51**
08 AC CHIEVO VERONA	**+1.48**
09 EMPOLI FC	**+1.47**
10 SSC NAPOLI	**+0.97**
11 UC SAMPDORIA	+0.82
12 ATALANTA BC	+0.76
13 BOLOGNA FC 1909	+0.70
14 CAGLIARI CALCIO	+0.70
15 SS LAZIO	+0.69
16 AS ROMA	+0.68
17 TORINO FC	+0.64
18 UDINESE CALCIO	+0.47
19 AC MILAN	+0.41
20 ACF FIORENTINA	+0.26

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ITALY SnapShot / Second Division



19

CLUBS

Total Lega B FOOTBALL CLUBS analyzed.

12

BRANDS

Total Lega B TECH BRANDS on jerseys analyzed.

2.9 M

+ 1.48%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Lega B Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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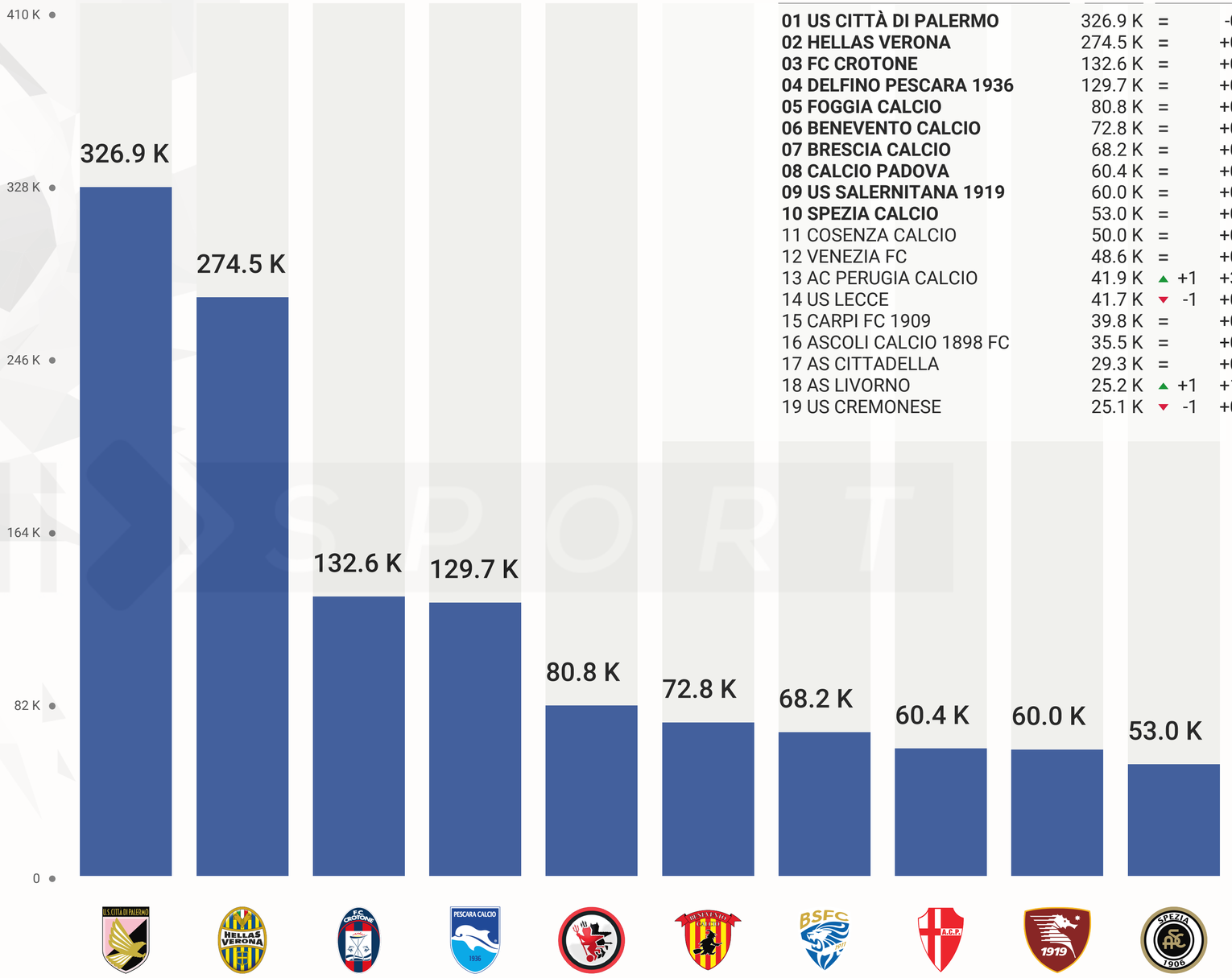
IQUII SPORT

ITALY Facebook

TOTAL FANBASE

1.6 M

Ranking of the most followed **LEGA B** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 US CITTÀ DI PALERMO	326.9 K	=	-0.04
02 HELLAS VERONA	274.5 K	=	+0.15
03 FC CROTONE	132.6 K	=	+0.04
04 DELFINO PESCARA 1936	129.7 K	=	+0.04
05 FOGGIA CALCIO	80.8 K	=	+0.31
06 BENEVENTO CALCIO	72.8 K	=	+0.40
07 BRESCIA CALCIO	68.2 K	=	+0.06
08 CALCIO PADOVA	60.4 K	=	+0.69
09 US SALERNITANA 1919	60.0 K	=	+0.58
10 SPEZIA CALCIO	53.0 K	=	+0.06
11 COSENZA CALCIO	50.0 K	=	+0.84
12 VENEZIA FC	48.6 K	=	+0.20
13 AC PERUGIA CALCIO	41.9 K	▲ +1	+3.06
14 US LECCE	41.7 K	▼ -1	+0.99
15 CARPI FC 1909	39.8 K	=	+0.28
16 ASCOLI CALCIO 1898 FC	35.5 K	=	+0.39
17 AS CITTADELLA	29.3 K	=	+0.53
18 AS LIVORNO	25.2 K	▲ +1	+1.89
19 US CREMONESE	25.1 K	▼ -1	+0.44

*[from September 15, 2018 to October 15, 2018]

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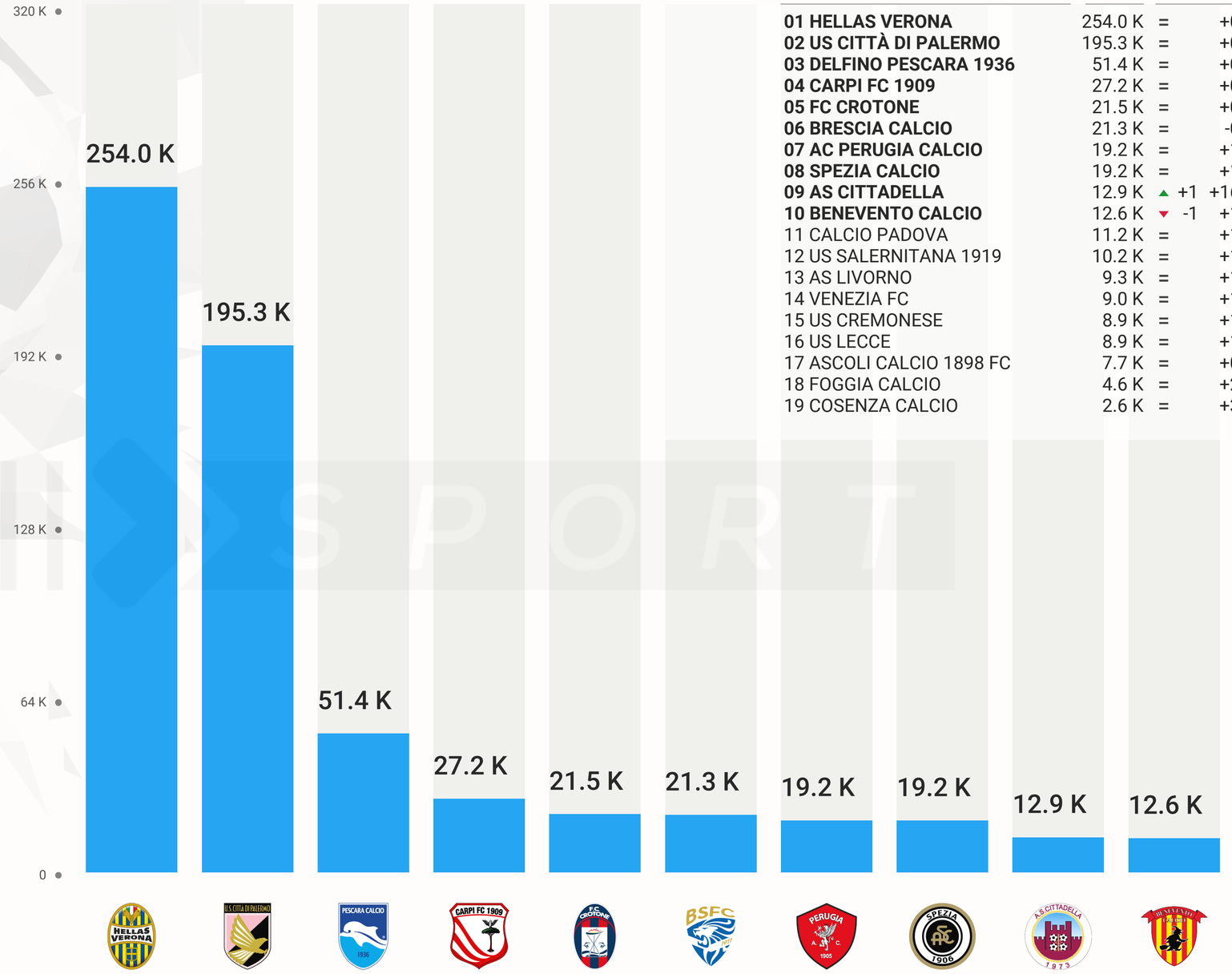
IQUII SPORT

ITALY Twitter

TOTAL FANBASE

707 K

Ranking of the most followed **LEGA B** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 HELLAS VERONA	254.0 K	=	+0.72
02 US CITTÀ DI PALERMO	195.3 K	=	+0.37
03 DELFINO PESCARA 1936	51.4 K	=	+0.54
04 CARPI FC 1909	27.2 K	=	+0.77
05 FC CROTONE	21.5 K	=	+0.65
06 BRESCIA CALCIO	21.3 K	=	-0.07
07 AC PERUGIA CALCIO	19.2 K	=	+1.12
08 SPEZIA CALCIO	19.2 K	=	+1.27
09 AS CITTADELLA	12.9 K	▲ +1	+16.72
10 BENEVENTO CALCIO	12.6 K	▼ -1	+1.75
11 CALCIO PADOVA	11.2 K	=	+1.69
12 US SALERNITANA 1919	10.2 K	=	+1.52
13 AS LIVORNO	9.3 K	=	+1.67
14 VENEZIA FC	9.0 K	=	+1.43
15 US CREMONESE	8.9 K	=	+1.39
16 US LECCE	8.9 K	=	+1.75
17 ASCOLI CALCIO 1898 FC	7.7 K	=	+0.86
18 FOGGIA CALCIO	4.6 K	=	+2.66
19 COSENZA CALCIO	2.6 K	=	+3.54

*[from September 15, 2018 to October 15, 2018]

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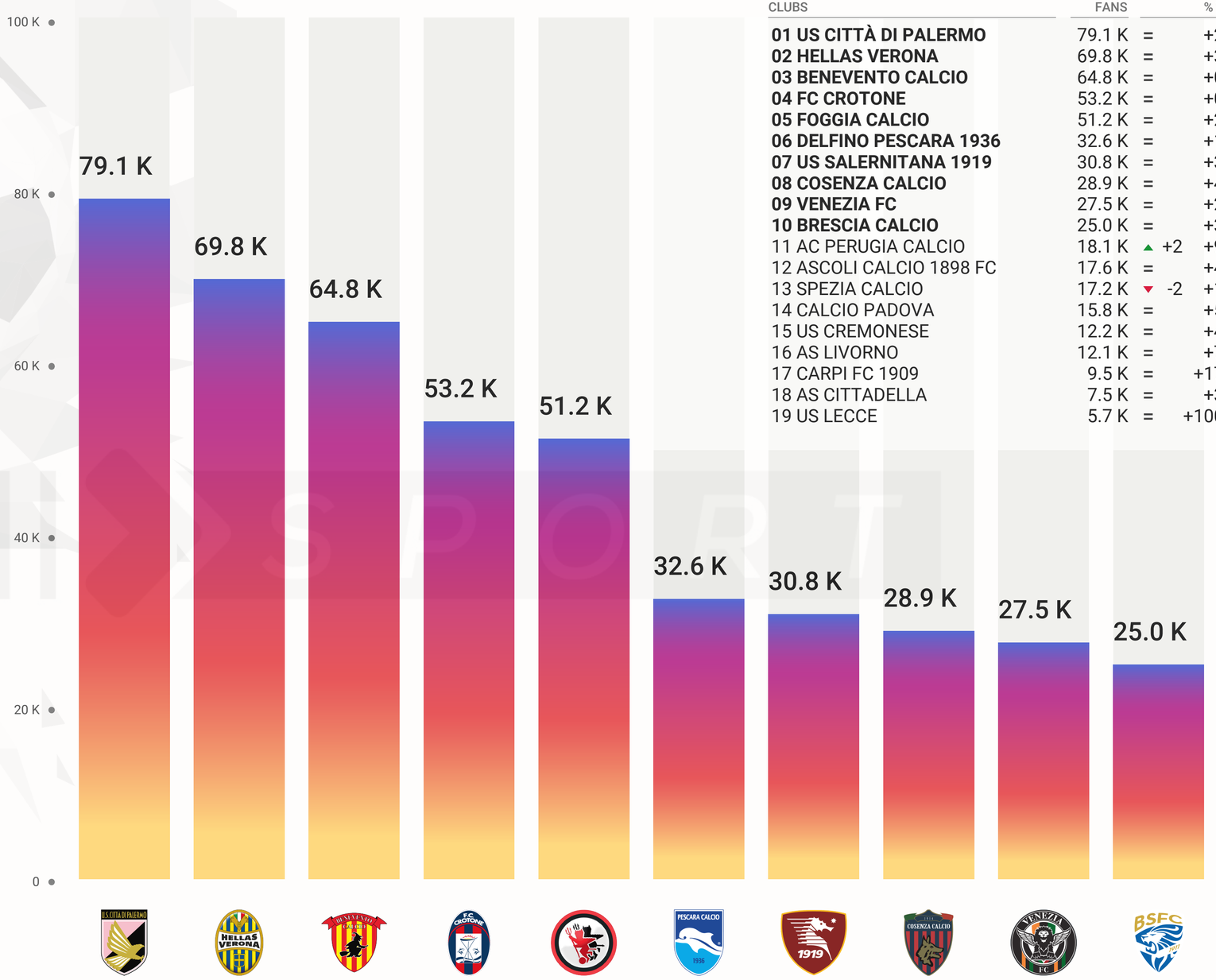
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

579 K

Ranking of the most followed **LEGA B** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 US CITTÀ DI PALERMO	79.1 K	=	+2.11
02 HELLAS VERONA	69.8 K	=	+3.28
03 BENEVENTO CALCIO	64.8 K	=	+0.20
04 FC CROTONE	53.2 K	=	+0.84
05 FOGGIA CALCIO	51.2 K	=	+2.21
06 DELFINO PESCARA 1936	32.6 K	=	+1.26
07 US SALERNITANA 1919	30.8 K	=	+3.62
08 COSENZA CALCIO	28.9 K	=	+4.64
09 VENEZIA FC	27.5 K	=	+2.13
10 BRESCIA CALCIO	25.0 K	=	+3.69
11 AC PERUGIA CALCIO	18.1 K	▲ +2	+9.03
12 ASCOLI CALCIO 1898 FC	17.6 K	=	+4.73
13 SPEZIA CALCIO	17.2 K	▼ -2	+1.61
14 CALCIO PADOVA	15.8 K	=	+5.16
15 US CREMONESE	12.2 K	=	+4.82
16 AS LIVORNO	12.1 K	=	+7.25
17 CARPI FC 1909	9.5 K	=	+17.32
18 AS CITTADELLA	7.5 K	=	+3.92
19 US LECCE	5.7 K	=	+100.77

*[from September 15, 2018 to October 15, 2018]

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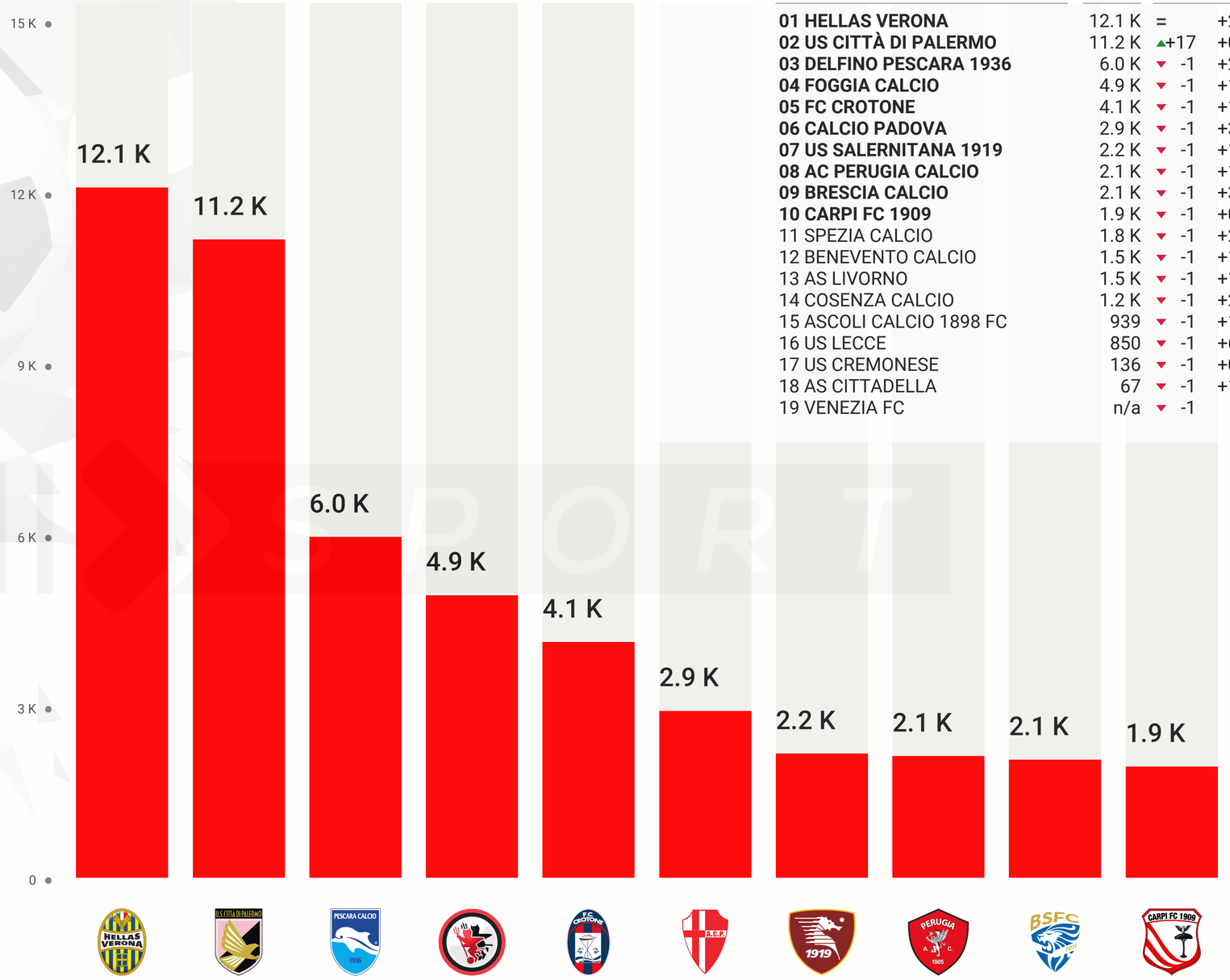
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

58 K

Ranking of the most followed **LEGA B** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 HELLAS VERONA	12.1 K	=	+2.47
02 US CITTÀ DI PALERMO	11.2 K	▲+17	+0.63**
03 DELFINO PESCARA 1936	6.0 K	▼ -1	+2.99
04 FOGGIA CALCIO	4.9 K	▼ -1	+1.69
05 FC CROTONE	4.1 K	▼ -1	+1.03
06 CALCIO PADOVA	2.9 K	▼ -1	+3.00
07 US SALERNITANA 1919	2.2 K	▼ -1	+1.12
08 AC PERUGIA CALCIO	2.1 K	▼ -1	+1.05
09 BRESCIA CALCIO	2.1 K	▼ -1	+3.46
10 CARPI FC 1909	1.9 K	▼ -1	+0.36
11 SPEZIA CALCIO	1.8 K	▼ -1	+2.34
12 BENEVENTO CALCIO	1.5 K	▼ -1	+1.32
13 AS LIVORNO	1.5 K	▼ -1	+1.72
14 COSENZA CALCIO	1.2 K	▼ -1	+2.09
15 ASCOLI CALCIO 1898 FC	939	▼ -1	+1.51
16 US LECCE	850	▼ -1	+6.12
17 US CREMONESE	136	▼ -1	+0.00
18 AS CITTADELLA	67	▼ -1	+1.52
19 VENEZIA FC	n/a	▼ -1	n/a

*[from September 15, 2018 to October 15, 2018]

**Data were not available in the last Report's update

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IQUII SPORT

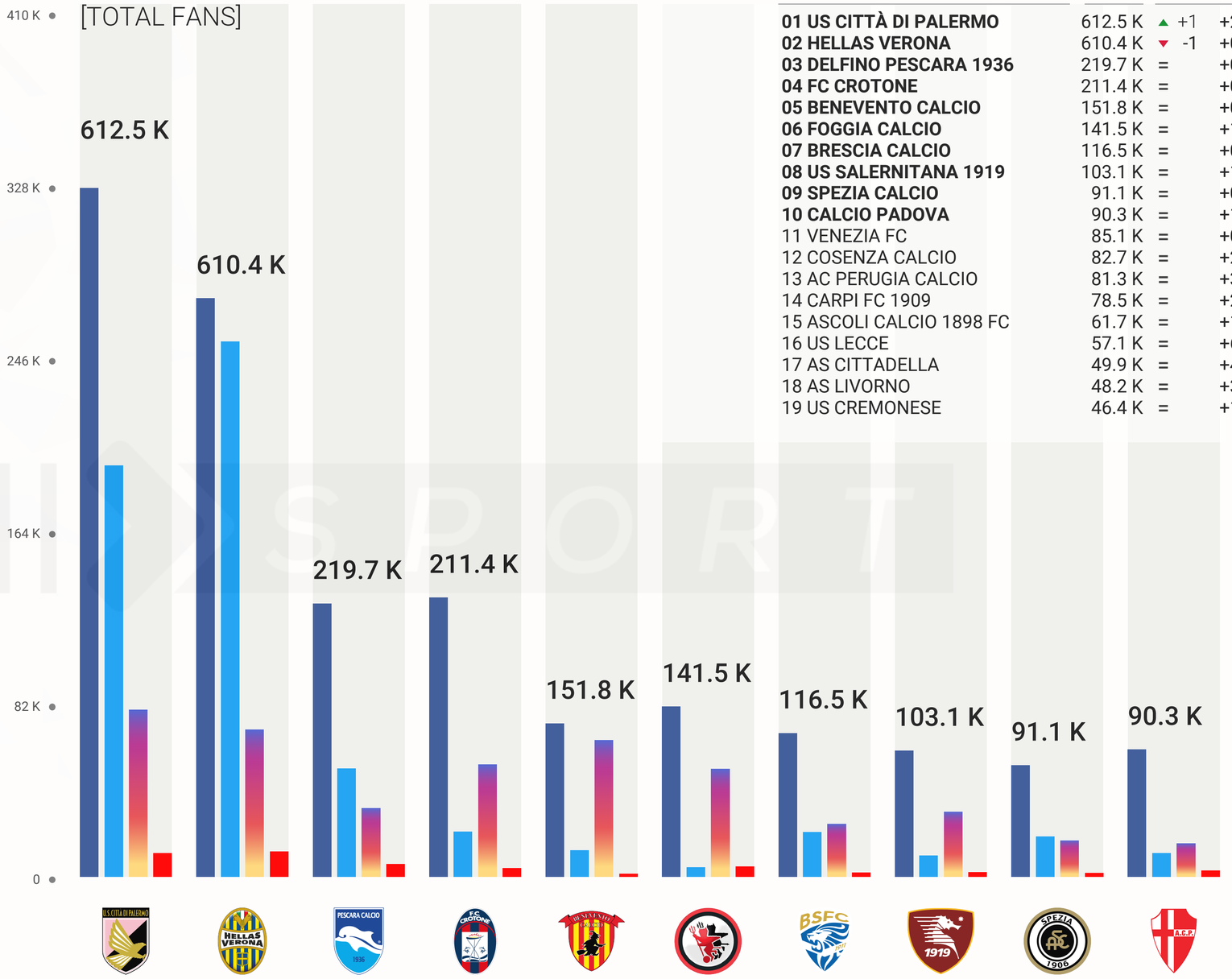
ITALY Social

TOTAL FANBASE

2.9 M

Ranking of the most followed **LEGA B** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 US CITTÀ DI PALERMO	612.5 K	▲ +1	+2.24
02 HELLAS VERONA	610.4 K	▼ -1	+0.78
03 DELFINO PESCARA 1936	219.7 K	=	+0.41
04 FC CROTONE	211.4 K	=	+0.32
05 BENEVENTO CALCIO	151.8 K	=	+0.44
06 FOGGIA CALCIO	141.5 K	=	+1.12
07 BRESCIA CALCIO	116.5 K	=	+0.85
08 US SALERNITANA 1919	103.1 K	=	+1.58
09 SPEZIA CALCIO	91.1 K	=	+0.65
10 CALCIO PADOVA	90.3 K	=	+1.64
11 VENEZIA FC	85.1 K	=	+0.95
12 COSENZA CALCIO	82.7 K	=	+2.24
13 AC PERUGIA CALCIO	81.3 K	=	+3.80
14 CARPI FC 1909	78.5 K	=	+2.25
15 ASCOLI CALCIO 1898 FC	61.7 K	=	+1.67
16 US LECCE	57.1 K	=	+6.50
17 AS CITTADELLA	49.9 K	=	+4.82
18 AS LIVORNO	48.2 K	=	+3.14
19 US CREMONESE	46.4 K	=	+1.74

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IQUII SPORT

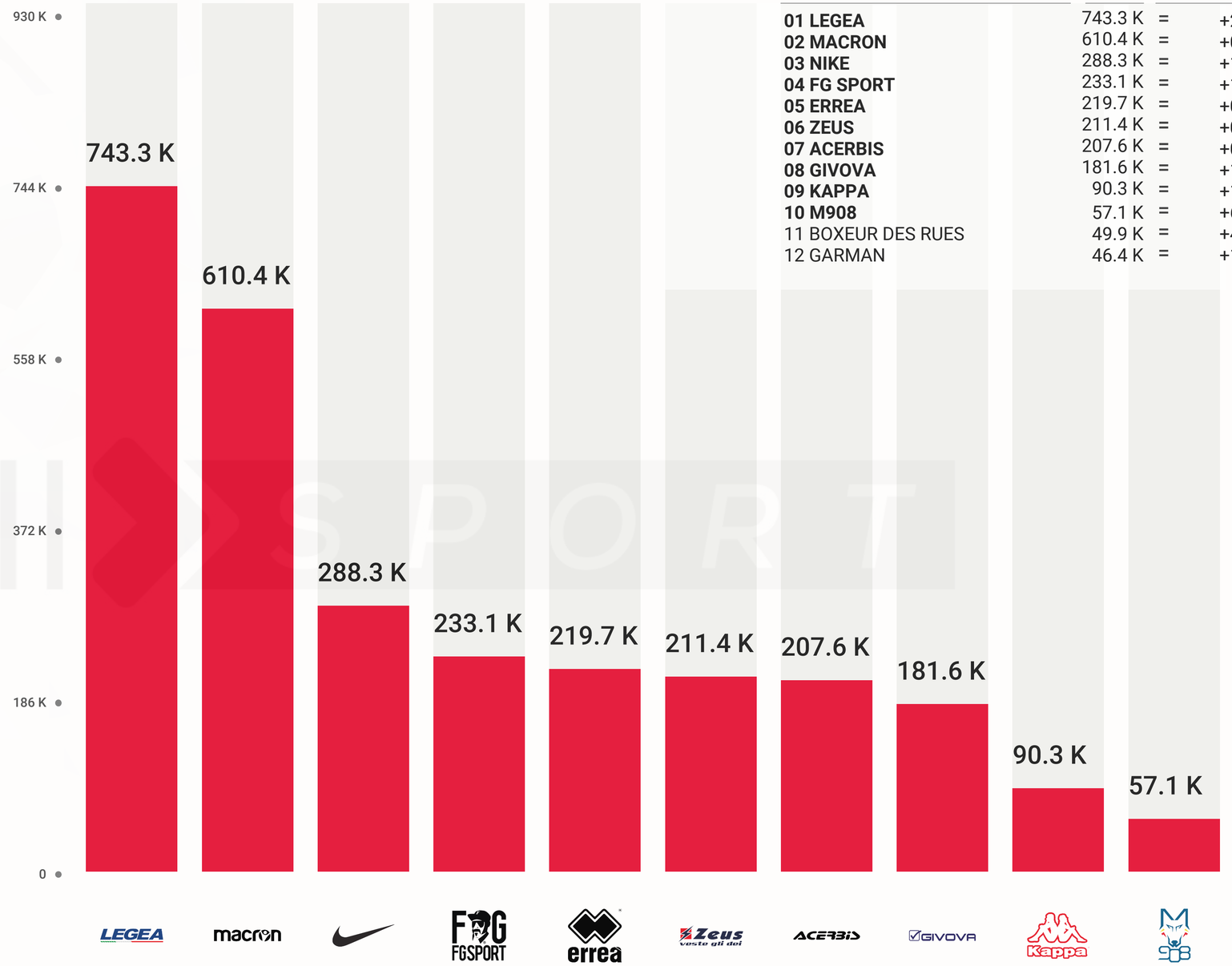
ITALY Brands

TOTAL FANBASE

2.9 M

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 19 sponsored LEGA B Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 LEGEA	743.3 K	=	+2.29
02 MACRON	610.4 K	=	+0.78
03 NIKE	288.3 K	=	+1.18
04 FG SPORT	233.1 K	=	+1.58
05 ERREA	219.7 K	=	+0.41
06 ZEUS	211.4 K	=	+0.32
07 ACERBIS	207.6 K	=	+0.76
08 GIVOVA	181.6 K	=	+1.87
09 KAPPA	90.3 K	=	+1.64
10 M908	57.1 K	=	+6.50
11 BOXEUR DES RUES	49.9 K	=	+4.82
12 GARMAN	46.4 K	=	+1.74

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IQUII SPORT

ITALY Brands

CLUBS
19

TECH BRANDS
12

TECH BRANDS on jersey coverage in relation to the 19 sponsored **LEGA B** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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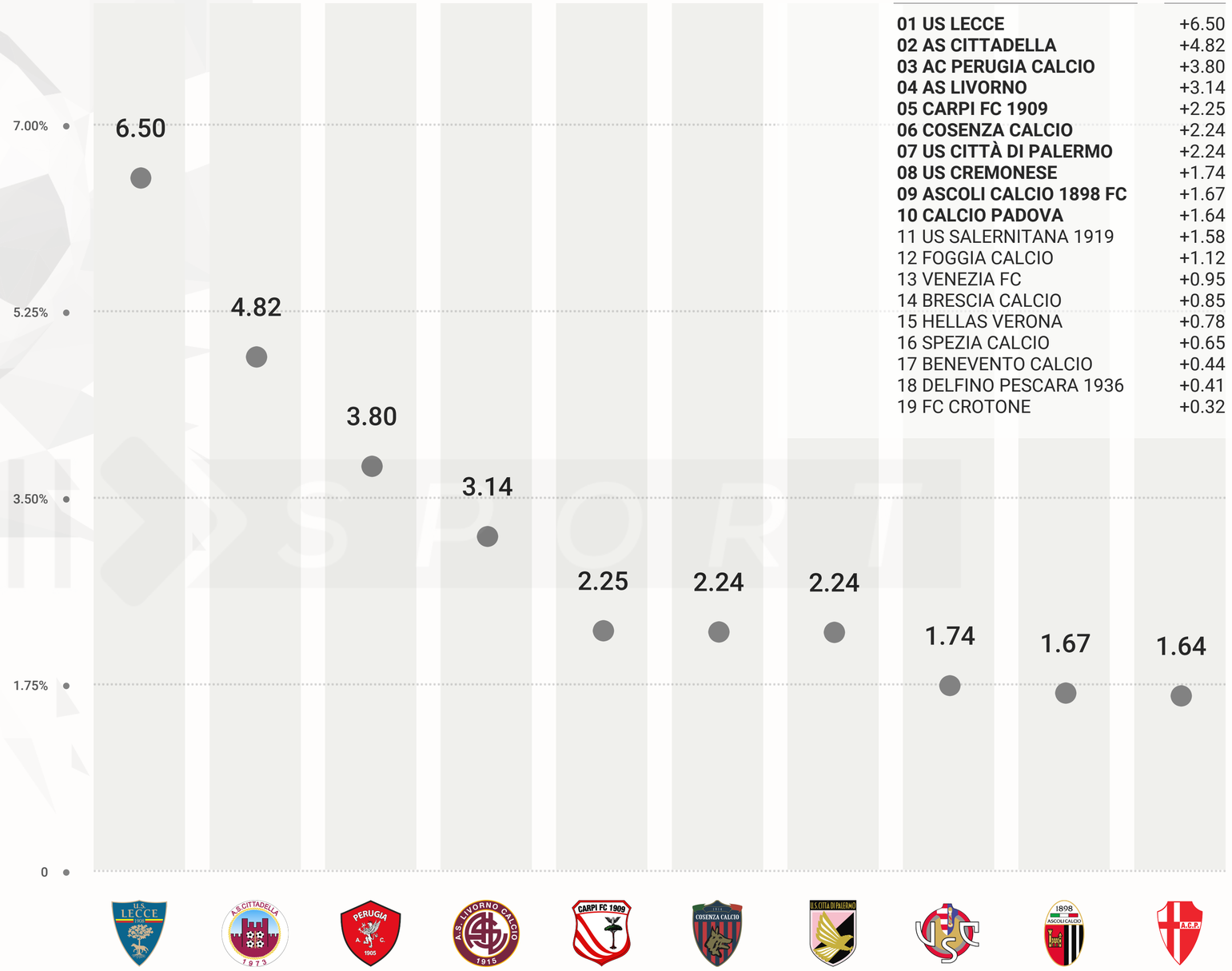
IQUII SPORT

ITALY Grown Up

Ranking of the most grown up **LEGA B** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 US LECCE	**+6.50**
02 AS CITTADELLA	**+4.82**
03 AC PERUGIA CALCIO	**+3.80**
04 AS LIVORNO	**+3.14**
05 CARPI FC 1909	**+2.25**
06 COSENZA CALCIO	**+2.24**
07 US CITTÀ DI PALERMO	**+2.24**
08 US CREMONESE	**+1.74**
09 ASCOLI CALCIO 1898 FC	**+1.67**
10 CALCIO PADOVA	**+1.64**
11 US SALERNITANA 1919	+1.58
12 FOGGIA CALCIO	+1.12
13 VENEZIA FC	+0.95
14 BRESCIA CALCIO	+0.85
15 HELLAS VERONA	+0.78
16 SPEZIA CALCIO	+0.65
17 BENEVENTO CALCIO	+0.44
18 DELFINO PESCARA 1936	+0.41
19 FC CROTONE	+0.32

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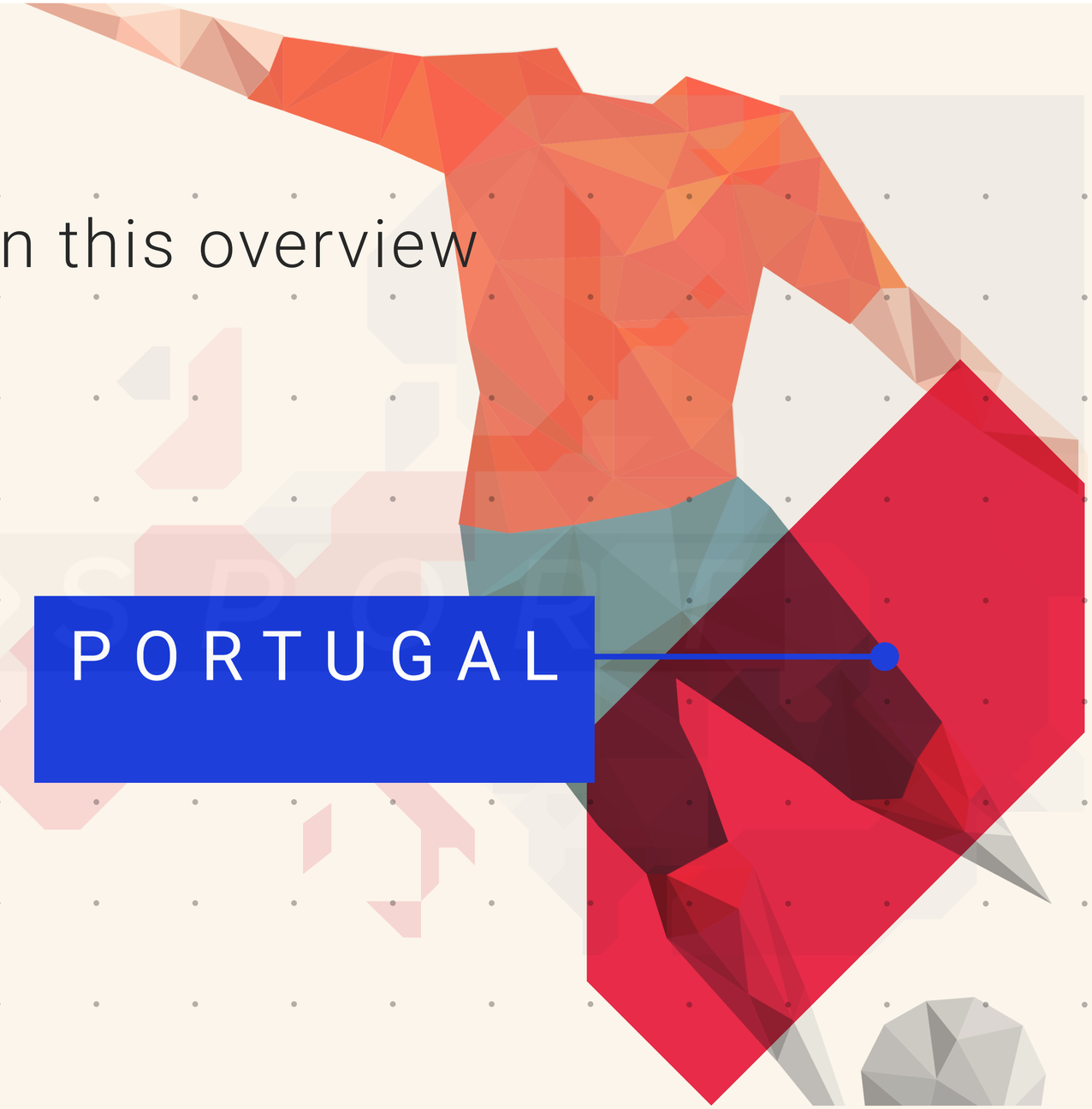
IQUII SPORT

Football Leagues included in this overview



PORTUGAL

FIRST DIVISION — 18 CLUBS

LIGA NOS

SECOND DIVISION — 18 CLUBS

LEDMAN LIGAPRO

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PORTUGAL SnapShot / General

2

LEAGUES

Total LEAGUES analyzed: Primeira Liga and Segunda Liga.

36

CLUBS

Total Primeira Liga and Segunda Liga FOOTBALL CLUBS analyzed.

15

BRANDS

Total Primeira Liga and Segunda Liga TECH BRANDS on jerseys analyzed.

18.3 M

+ 0.57%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Primeira Liga and Segunda Liga Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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PORTUGAL SnapShot / First Division



LIGA NOS

18

CLUBS

Total Primeira Liga FOOTBALL CLUBS analyzed.

10

BRANDS

Total Primeira Liga TECH BRANDS on jerseys analyzed.

17.7 M

+ 0.55%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Primeira Liga Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

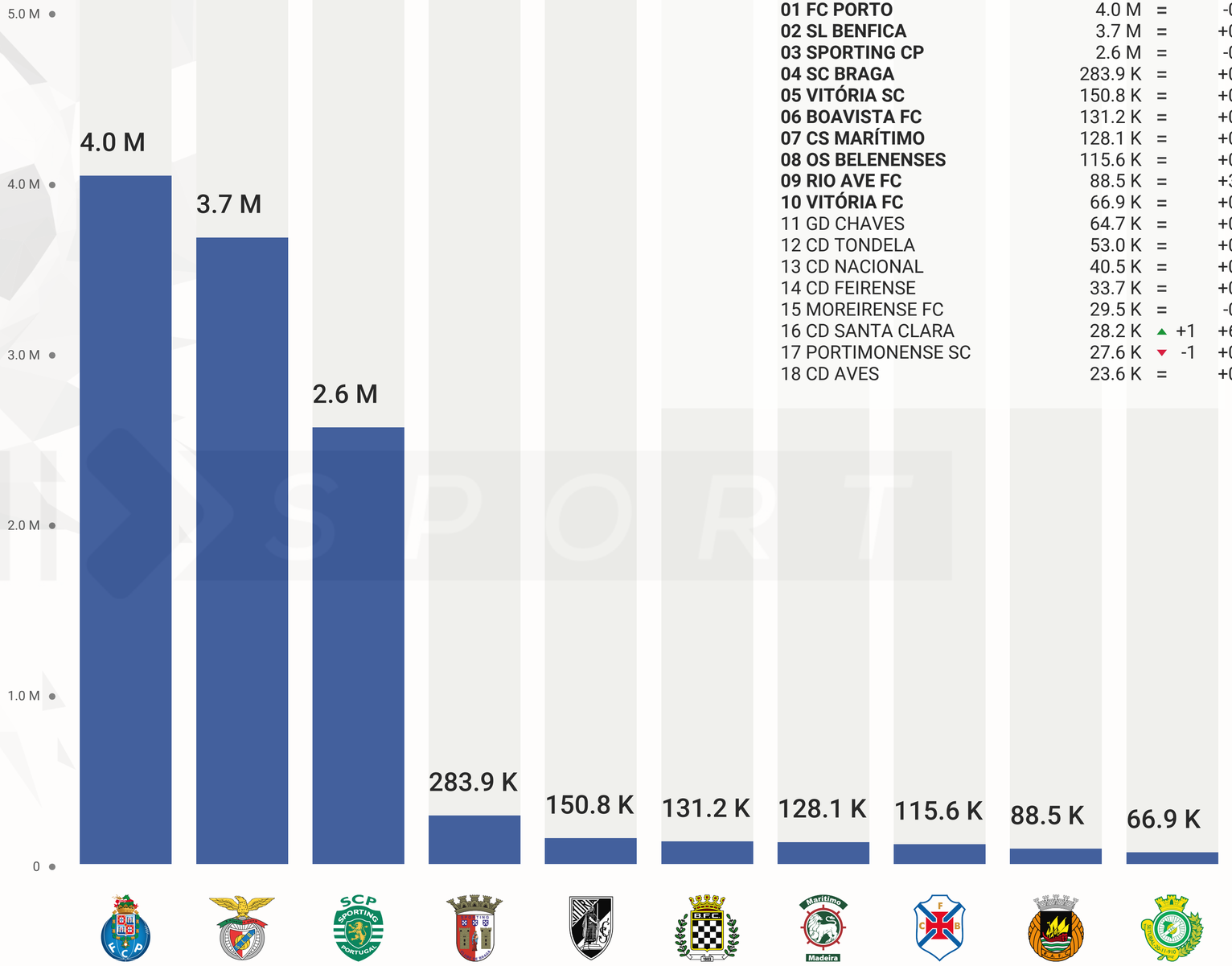
PORTUGAL Facebook

TOTAL FANBASE

11.5 M

LIGA NOS

Ranking of the most followed **PRIMEIRA LIGA** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 FC PORTO	4.0 M	=	-0.10
02 SL BENFICA	3.7 M	=	+0.05
03 SPORTING CP	2.6 M	=	-0.11
04 SC BRAGA	283.9 K	=	+0.11
05 VITÓRIA SC	150.8 K	=	+0.30
06 BOAVISTA FC	131.2 K	=	+0.13
07 CS MARÍTIMO	128.1 K	=	+0.03
08 OS BELENENSES	115.6 K	=	+0.26
09 RIO AVE FC	88.5 K	=	+3.25
10 VITÓRIA FC	66.9 K	=	+0.17
11 GD CHAVES	64.7 K	=	+0.54
12 CD TONDELA	53.0 K	=	+0.25
13 CD NACIONAL	40.5 K	=	+0.21
14 CD FEIRENSE	33.7 K	=	+0.70
15 MOREIRENSE FC	29.5 K	=	-0.07
16 CD SANTA CLARA	28.2 K	▲ +1	+6.75
17 PORTIMONENSE SC	27.6 K	▼ -1	+0.00
18 CD AVES	23.6 K	=	+0.69

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

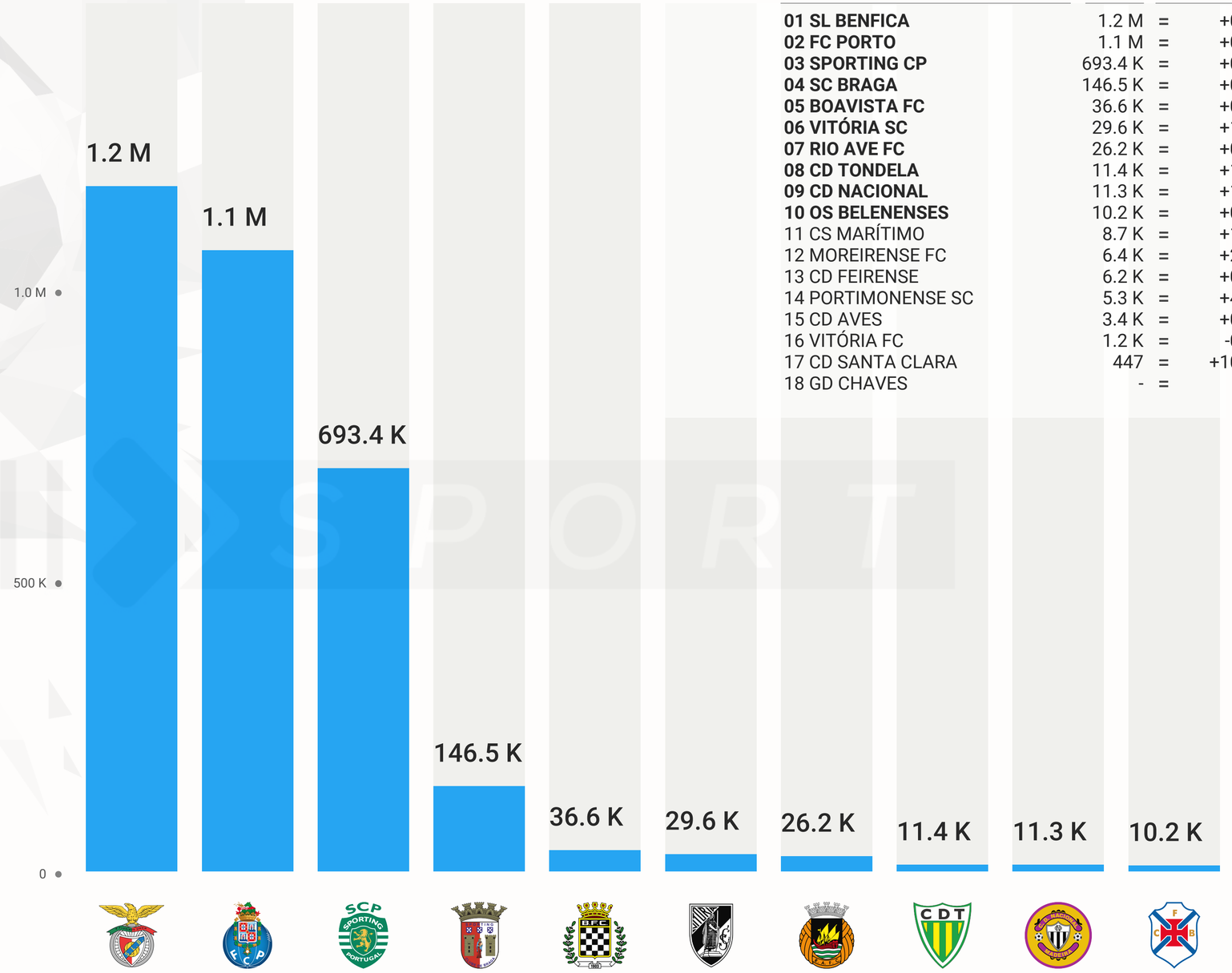
PORTUGAL Twitter

TOTAL FANBASE

3.2 M

LIGA NOS

Ranking of the most followed **PRIMEIRA LIGA** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 SL BENFICA	1.2 M	=	+0.71
02 FC PORTO	1.1 M	=	+0.69
03 SPORTING CP	693.4 K	=	+0.65
04 SC BRAGA	146.5 K	=	+0.71
05 BOAVISTA FC	36.6 K	=	+0.47
06 VITÓRIA SC	29.6 K	=	+1.08
07 RIO AVE FC	26.2 K	=	+0.78
08 CD TONDELA	11.4 K	=	+1.38
09 CD NACIONAL	11.3 K	=	+1.20
10 OS BELENENSES	10.2 K	=	+0.86
11 CS MARÍTIMO	8.7 K	=	+1.78
12 MOREIRENSE FC	6.4 K	=	+2.40
13 CD FEIRENSE	6.2 K	=	+0.15
14 PORTIMONENSE SC	5.3 K	=	+4.01
15 CD AVES	3.4 K	=	+0.12
16 VITÓRIA FC	1.2 K	=	-0.93
17 CD SANTA CLARA	447	=	+10.37
18 GD CHAVES	-	=	-

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

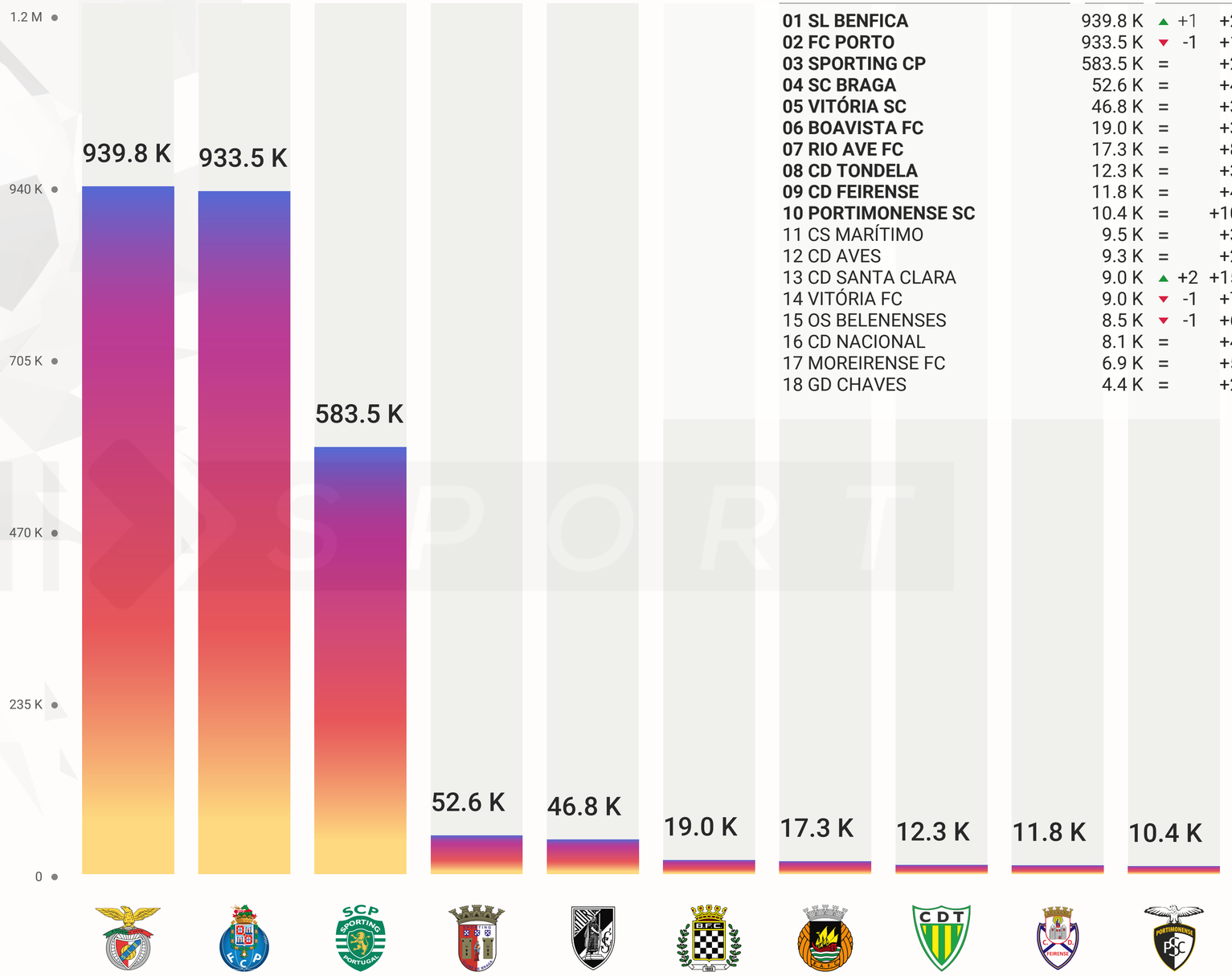
PORTUGAL Instagram

TOTAL FANBASE

2.7 M

LIGA NOS

Ranking of the most followed **PRIMEIRA LIGA** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 SL BENFICA	939.8 K	▲ +1	+2.76
02 FC PORTO	933.5 K	▼ -1	+1.98
03 SPORTING CP	583.5 K	=	+2.14
04 SC BRAGA	52.6 K	=	+4.35
05 VITÓRIA SC	46.8 K	=	+3.82
06 BOAVISTA FC	19.0 K	=	+3.43
07 RIO AVE FC	17.3 K	=	+8.58
08 CD TONDELA	12.3 K	=	+3.33
09 CD FEIRENSE	11.8 K	=	+4.71
10 PORTIMONENSE SC	10.4 K	=	+10.95
11 CS MARÍTIMO	9.5 K	=	+3.85
12 CD AVES	9.3 K	=	+2.42
13 CD SANTA CLARA	9.0 K	▲ +2	+15.33
14 VITÓRIA FC	9.0 K	▼ -1	+7.38
15 OS BELENENSES	8.5 K	▼ -1	+6.20
16 CD NACIONAL	8.1 K	=	+4.26
17 MOREIRENSE FC	6.9 K	=	+5.24
18 GD CHAVES	4.4 K	=	+2.20

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

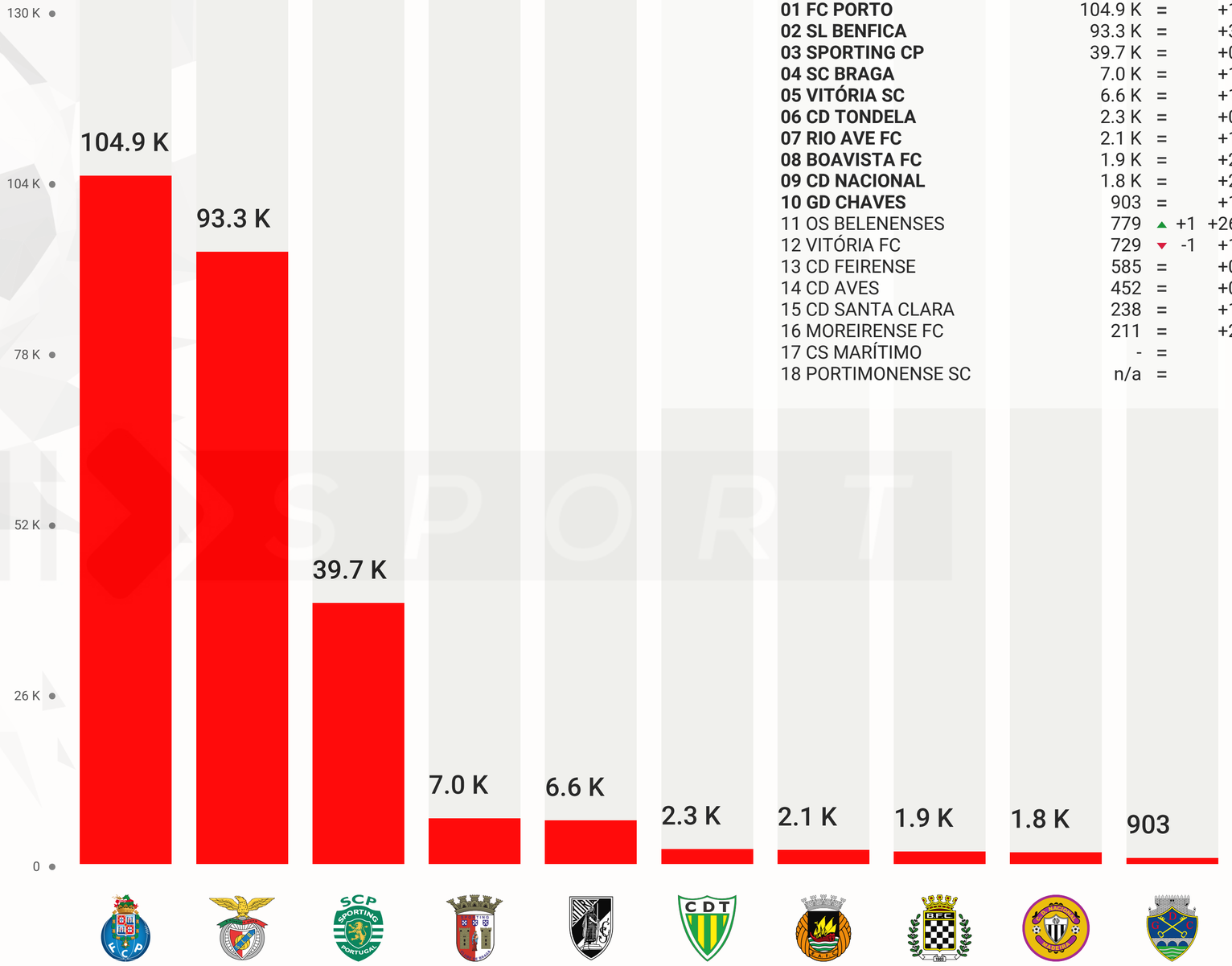
PORTUGAL YouTube

TOTAL FANBASE

263 K

LIGA NOS

Ranking of the most followed **PRIMEIRA LIGA** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC PORTO	104.9 K	=	+1.40
02 SL BENFICA	93.3 K	=	+3.63
03 SPORTING CP	39.7 K	=	+0.61
04 SC BRAGA	7.0 K	=	+1.65
05 VITÓRIA SC	6.6 K	=	+1.75
06 CD TONDELA	2.3 K	=	+0.58
07 RIO AVE FC	2.1 K	=	+1.64
08 BOAVISTA FC	1.9 K	=	+2.63
09 CD NACIONAL	1.8 K	=	+2.02
10 GD CHAVES	903	=	+1.92
11 OS BELENENSES	779	▲ +1	+26.67
12 VITÓRIA FC	729	▼ -1	+1.67
13 CD FEIRENSE	585	=	+0.52
14 CD AVES	452	=	+0.67
15 CD SANTA CLARA	238	=	+1.71
16 MOREIRENSE FC	211	=	+2.93
17 CS MARÍTIMO	-	=	-
18 PORTIMONENSE SC	n/a	=	n/a

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PORTUGAL Social

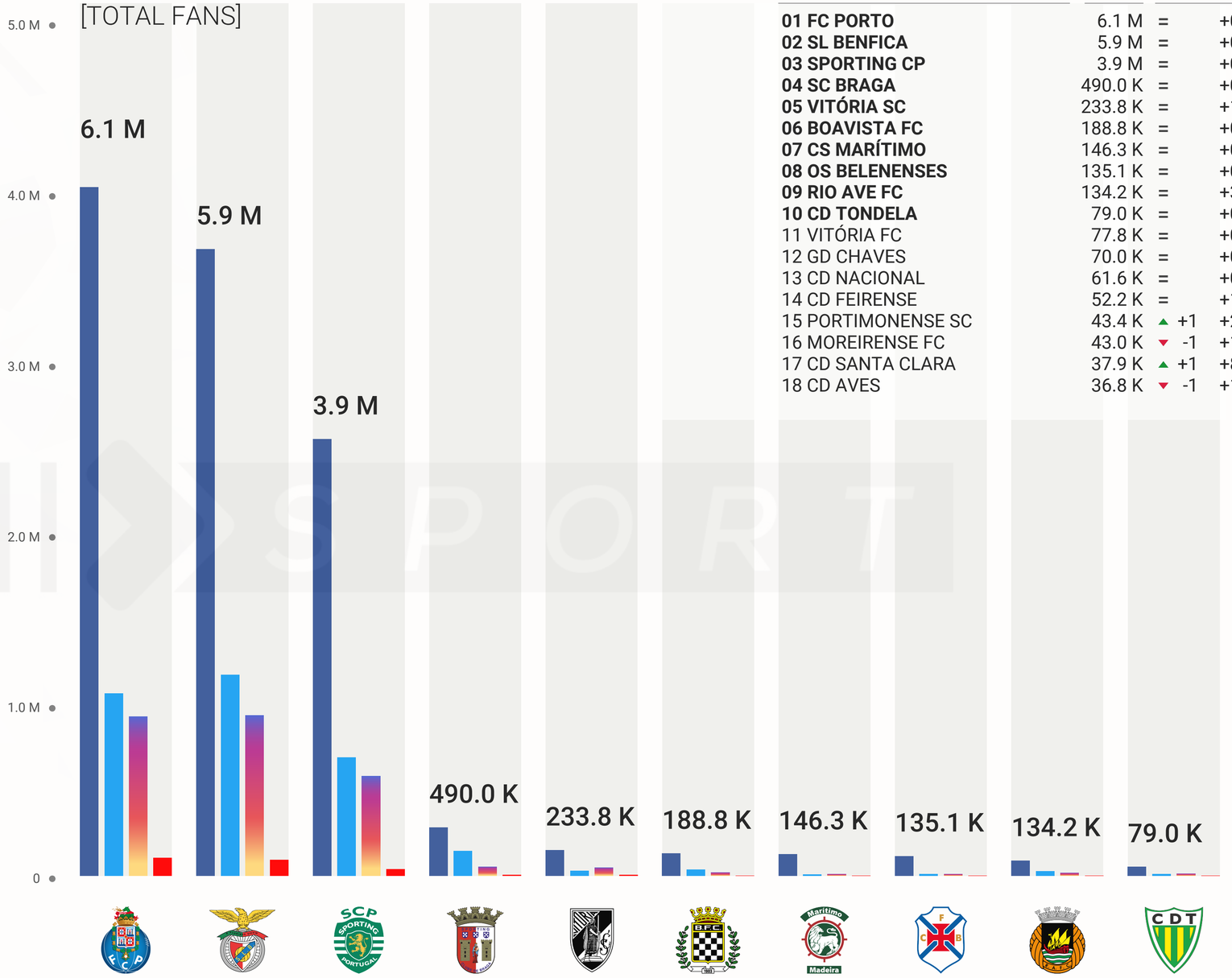
TOTAL FANBASE

17.7 M

LIGA NOS

Ranking of the most followed **PRIMEIRA LIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 FC PORTO	6.1 M	=	+0.37
02 SL BENFICA	5.9 M	=	+0.66
03 SPORTING CP	3.9 M	=	+0.37
04 SC BRAGA	490.0 K	=	+0.75
05 VITÓRIA SC	233.8 K	=	+1.13
06 BOAVISTA FC	188.8 K	=	+0.55
07 CS MARÍTIMO	146.3 K	=	+0.37
08 OS BELENENSES	135.1 K	=	+0.78
09 RIO AVE FC	134.2 K	=	+3.39
10 CD TONDELA	79.0 K	=	+0.89
11 VITÓRIA FC	77.8 K	=	+0.95
12 GD CHAVES	70.0 K	=	+0.66
13 CD NACIONAL	61.6 K	=	+0.96
14 CD FEIRENSE	52.2 K	=	+1.50
15 PORTIMONENSE SC	43.4 K	▲ +1	+2.93
16 MOREIRENSE FC	43.0 K	▼ -1	+1.13
17 CD SANTA CLARA	37.9 K	▲ +1	+8.68
18 CD AVES	36.8 K	▼ -1	+1.07

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PORTUGAL Brands

TOTAL FANBASE

17.7 M

LIGA NOS

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 18 sponsored PRIMEIRA LIGA Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 NEW BALANCE	6.1 M	=	+0.37
02 ADIDAS	5.9 M	=	+0.66
03 MACRON	4.1 M	=	+0.41
04 LACATONI	785.5 K	=	+0.71
05 NIKE	318.4 K	=	+2.57
06 HUMMEL	139.4 K	=	+0.95
07 JOMA	135.1 K	=	+0.78
08 CDT	122.0 K	=	+0.97
09 LEGEA	52.2 K	=	+1.50
10 MIZUNO	43.4 K	=	+2.93

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IQUII SPORT

PORTUGAL Brands

CLUBS
18

TECH BRANDS
10

TECH BRANDS on jersey coverage in relation to the 18 sponsored **PRIMEIRA LIGA** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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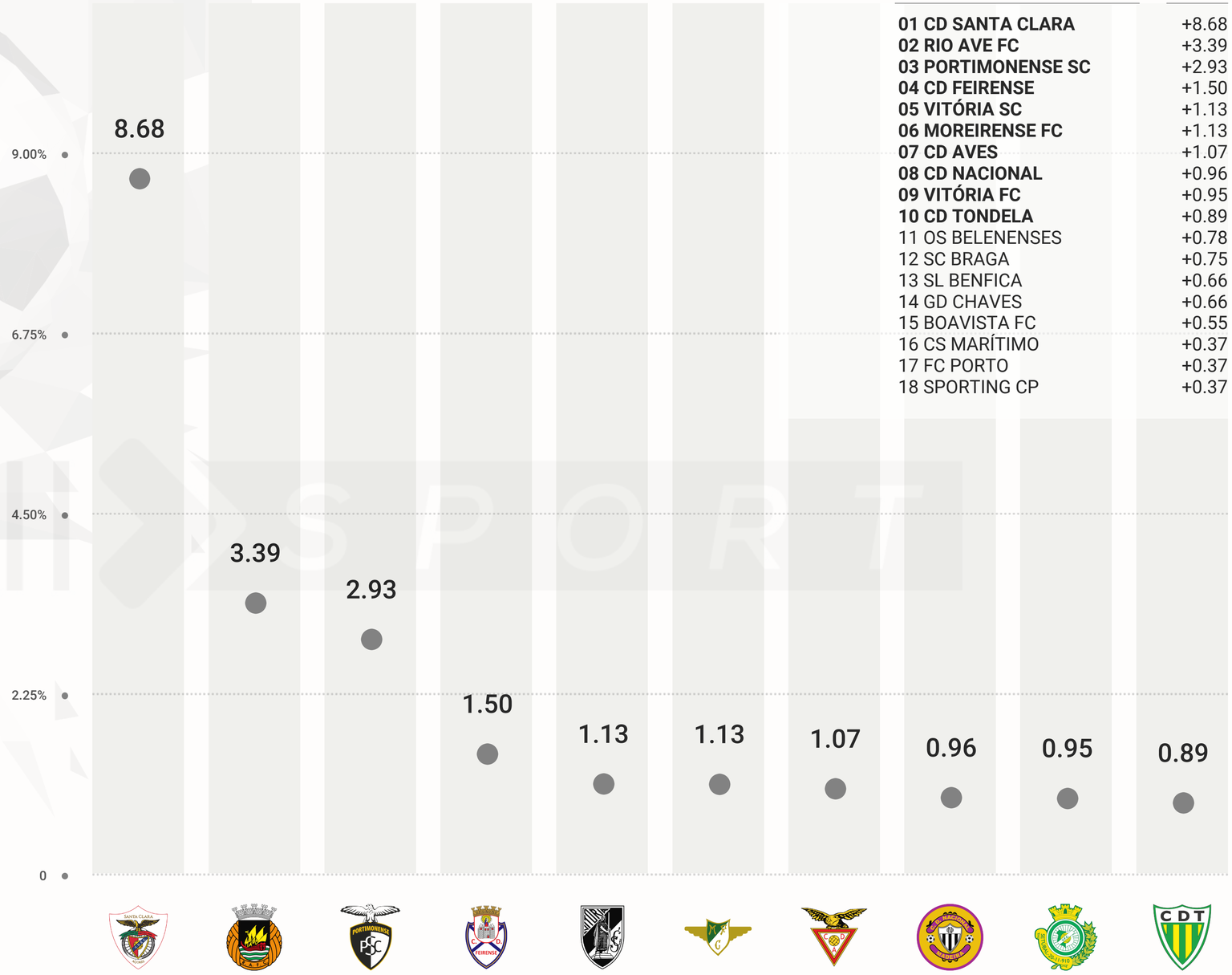
IQUII SPORT

PORTUGAL Grown Up

LIGA NOS

Ranking of the most grown up **PRIMEIRA LIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 CD SANTA CLARA	**+8.68**
02 RIO AVE FC	**+3.39**
03 PORTIMONENSE SC	**+2.93**
04 CD FEIRENSE	**+1.50**
05 VITÓRIA SC	**+1.13**
06 MOREIRENSE FC	**+1.13**
07 CD AVES	**+1.07**
08 CD NACIONAL	**+0.96**
09 VITÓRIA FC	**+0.95**
10 CD TONDELA	**+0.89**
11 OS BELENENSES	+0.78
12 SC BRAGA	+0.75
13 SL BENFICA	+0.66
14 GD CHAVES	+0.66
15 BOAVISTA FC	+0.55
16 CS MARÍTIMO	+0.37
17 FC PORTO	+0.37
18 SPORTING CP	+0.37

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PORTUGAL SnapShot / Second Division



18

CLUBS

Total Segunda Liga FOOTBALL CLUBS analyzed.

10

BRANDS

Total Segunda Liga TECH BRANDS on jerseys analyzed.

595 K

+ 1.13%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the Segunda Liga Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

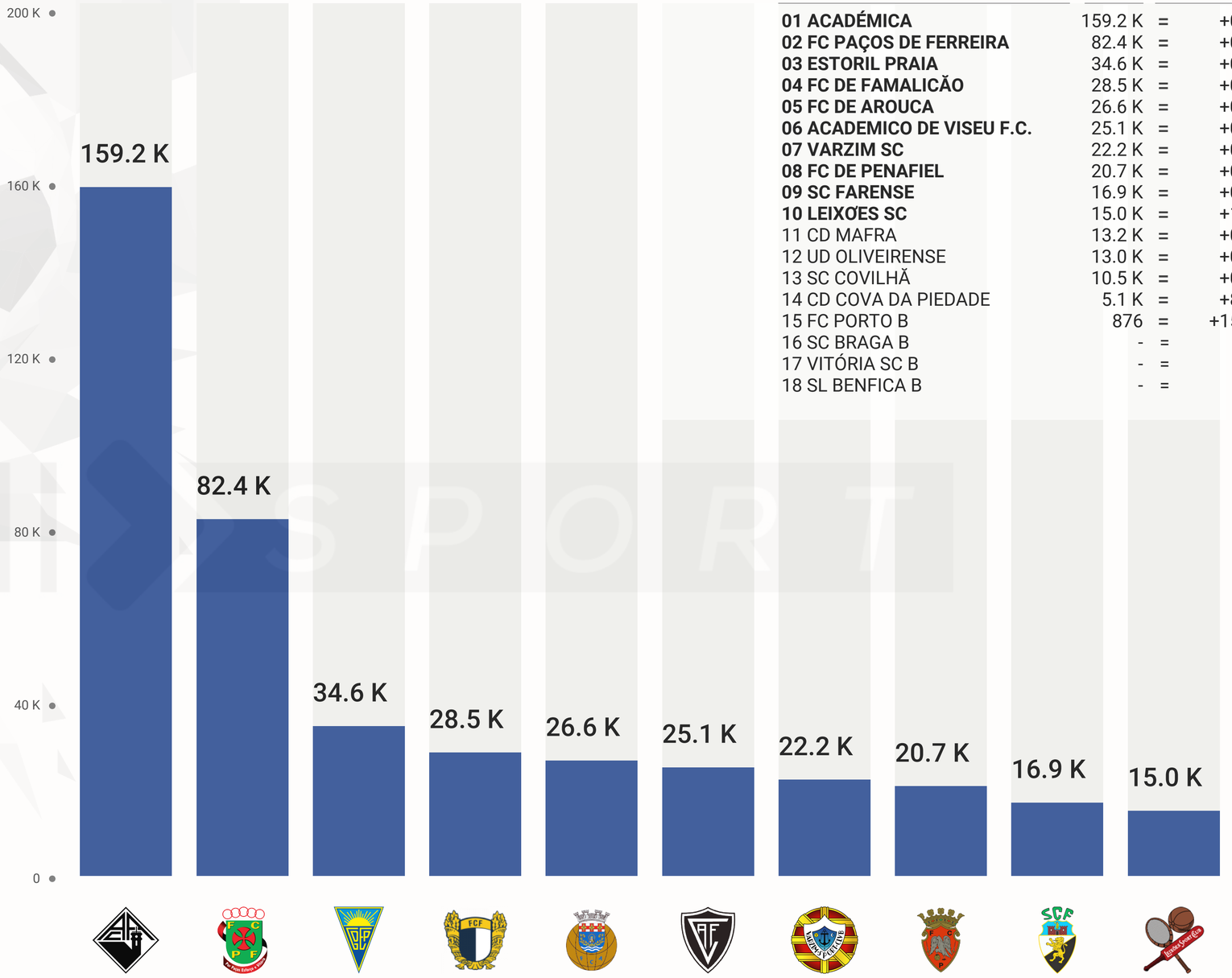
PORTUGAL Facebook

TOTAL FANBASE

474 K

LEDMAN LIGAPRO

Ranking of the most followed **SEGUNDA LIGA** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 ACADÉMICA	159.2 K	=	+0.13
02 FC PAÇOS DE FERREIRA	82.4 K	=	+0.11
03 ESTORIL PRAIA	34.6 K	=	+0.62
04 FC DE FAMALICÃO	28.5 K	=	+0.83
05 FC DE AROUCA	26.6 K	=	+0.15
06 ACADEMICO DE VISEU F.C.	25.1 K	=	+0.37
07 VARZIM SC	22.2 K	=	+0.59
08 FC DE PENAFIEL	20.7 K	=	+0.39
09 SC FARENSE	16.9 K	=	+0.73
10 LEIXÕES SC	15.0 K	=	+1.03
11 CD MAFRA	13.2 K	=	+0.83
12 UD OLIVEIRENSE	13.0 K	=	+0.66
13 SC COVILHÃ	10.5 K	=	+0.75
14 CD COVA DA PIEDADE	5.1 K	=	+8.08
15 FC PORTO B	876	=	+15.26
16 SC BRAGA B	-	=	-
17 VITÓRIA SC B	-	=	-
18 SL BENFICA B	-	=	-

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

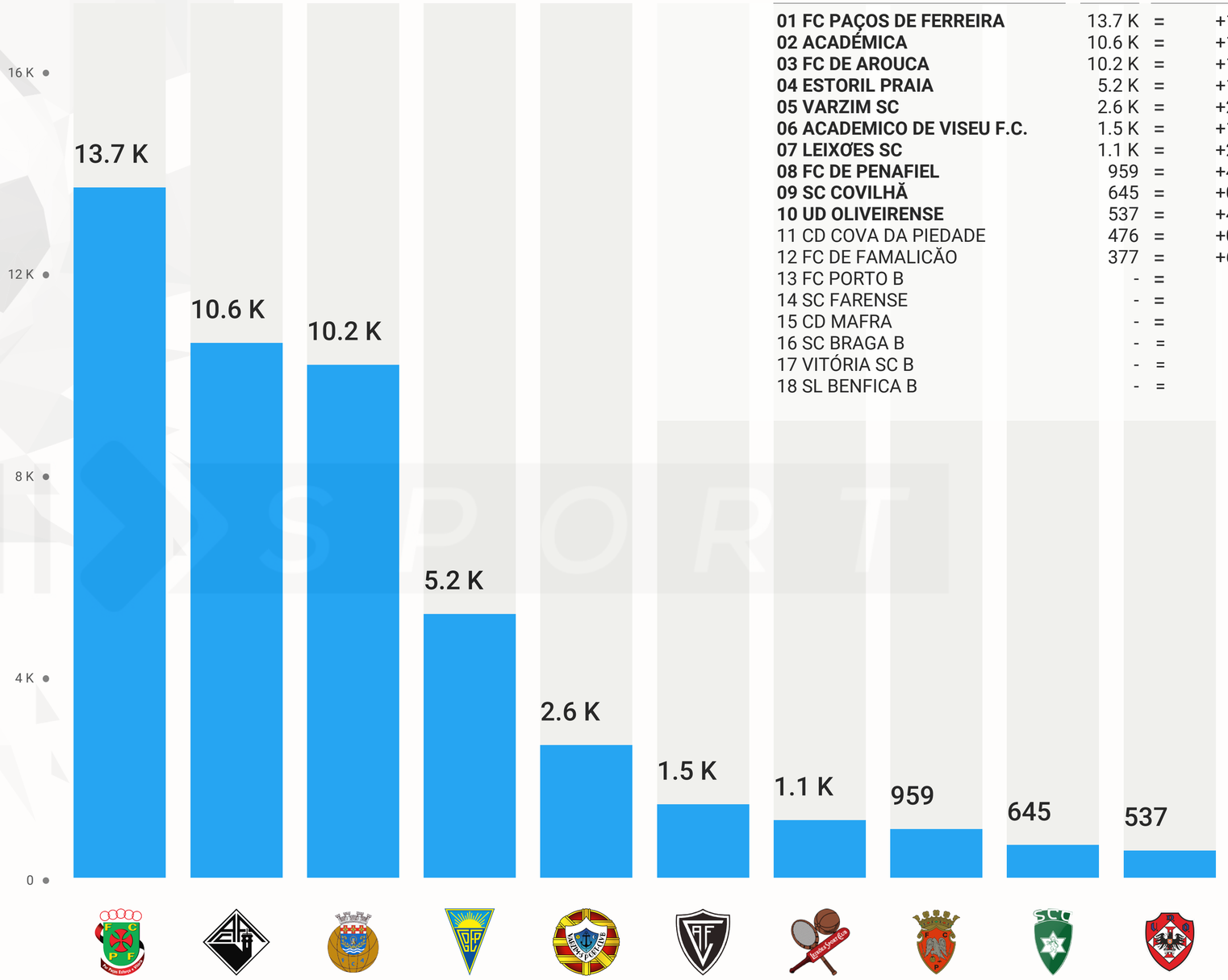
PORTUGAL Twitter

TOTAL FANBASE

48 K

LEDMAN LIGAPRO

Ranking of the most followed **SEGUNDA LIGA** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 FC PAÇOS DE FERREIRA	13.7 K	=	+1.67
02 ACADÉMICA	10.6 K	=	+1.25
03 FC DE AROUCA	10.2 K	=	+1.11
04 ESTORIL PRAIA	5.2 K	=	+1.67
05 VARZIM SC	2.6 K	=	+2.02
06 ACADEMICO DE VISEU F.C.	1.5 K	=	+1.89
07 LEIXÕES SC	1.1 K	=	+2.52
08 FC DE PENAFIEL	959	=	+4.13
09 SC COVILHÃ	645	=	+0.78
10 UD OLIVEIRENSE	537	=	+4.07
11 CD COVA DA PIEDADE	476	=	+0.63
12 FC DE FAMALICÃO	377	=	+6.80
13 FC PORTO B	-	=	-
14 SC FARENSE	-	=	-
15 CD MAFRA	-	=	-
16 SC BRAGA B	-	=	-
17 VITÓRIA SC B	-	=	-
18 SL BENFICA B	-	=	-

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IQUII SPORT

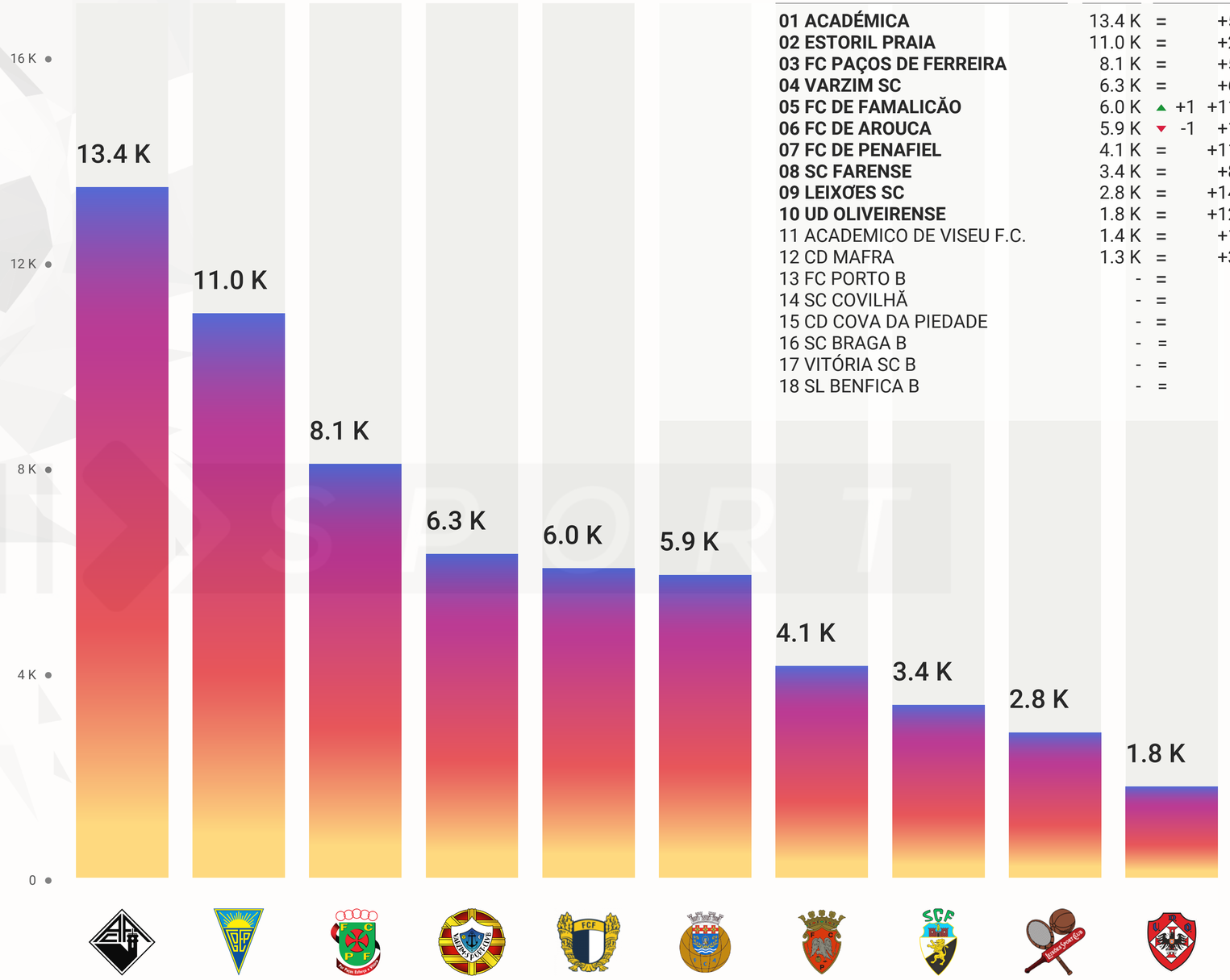
PORTUGAL Instagram

TOTAL FANBASE

65 K

LEDMAN LIGAPRO

Ranking of the most followed **SEGUNDA LIGA** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 ACADÉMICA	13.4 K	=	+5.07
02 ESTORIL PRAIA	11.0 K	=	+2.32
03 FC PAÇOS DE FERREIRA	8.1 K	=	+5.71
04 VARZIM SC	6.3 K	=	+6.31
05 FC DE FAMALICÃO	6.0 K	▲ +1	+11.32
06 FC DE AROUCA	5.9 K	▼ -1	+1.43
07 FC DE PENAFIEL	4.1 K	=	+11.40
08 SC FARENSE	3.4 K	=	+8.21
09 LEIXÕES SC	2.8 K	=	+14.37
10 UD OLIVEIRENSE	1.8 K	=	+12.12
11 ACADEMICO DE VISEU F.C.	1.4 K	=	+1.87
12 CD MAFRA	1.3 K	=	+3.00
13 FC PORTO B	-	=	-
14 SC COVILHÃ	-	=	-
15 CD COVA DA PIEDADE	-	=	-
16 SC BRAGA B	-	=	-
17 VITÓRIA SC B	-	=	-
18 SL BENFICA B	-	=	-

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

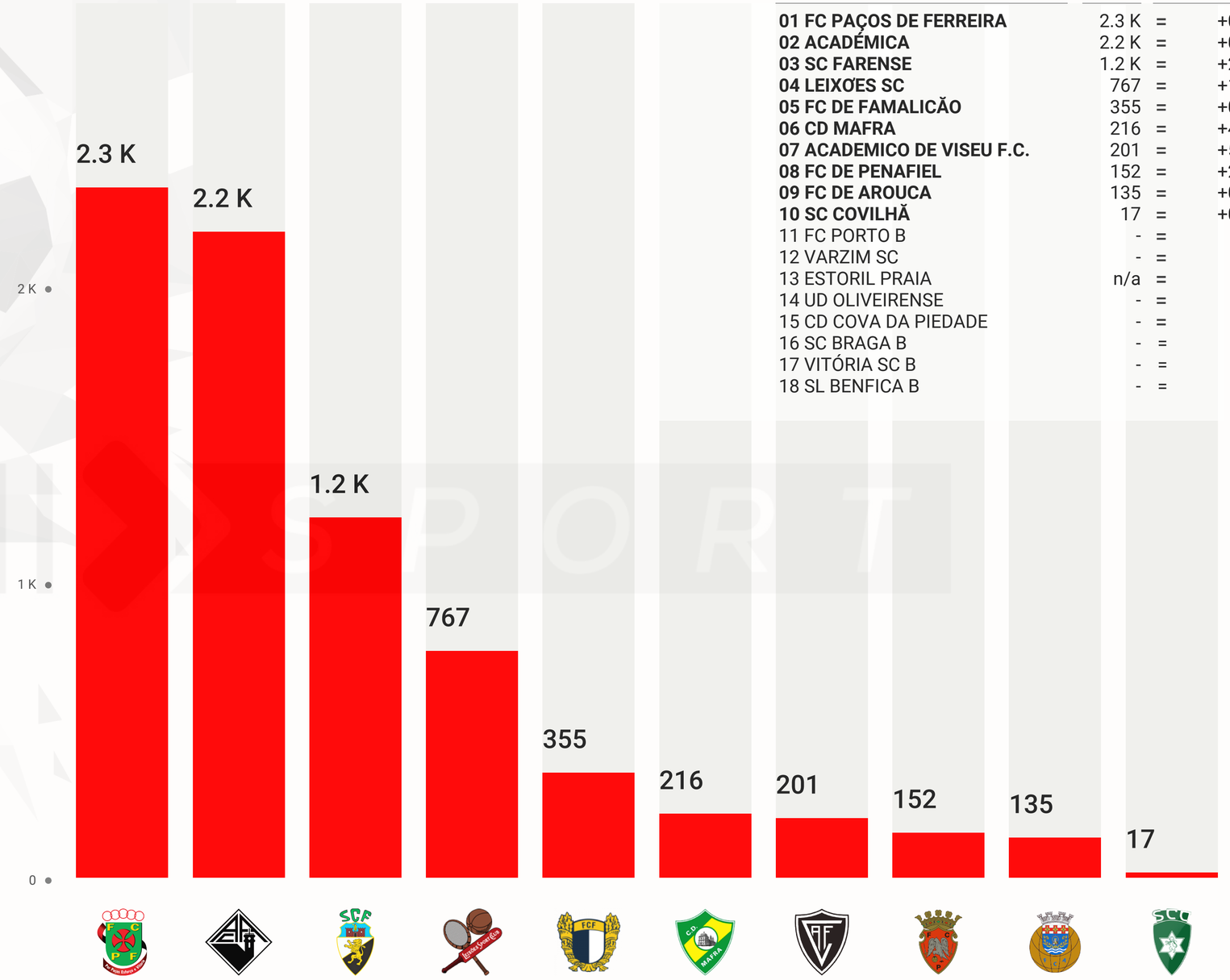
PORTUGAL YouTube

TOTAL FANBASE

8 K

LEDMAN LIGAPRO

Ranking of the most followed **SEGUNDA LIGA** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC PAÇOS DE FERREIRA	2.3 K	=	+0.99
02 ACADÉMICA	2.2 K	=	+0.28
03 SC FARENSE	1.2 K	=	+2.61
04 LEIXÕES SC	767	=	+1.19
05 FC DE FAMALICÃO	355	=	+0.57
06 CD MAFRA	216	=	+4.35
07 ACADEMICO DE VISEU F.C.	201	=	+5.24
08 FC DE PENAFIEL	152	=	+2.70
09 FC DE AROUCA	135	=	+0.75
10 SC COVILHÃ	17	=	+0.00
11 FC PORTO B	-	=	-
12 VARZIM SC	-	=	-
13 ESTORIL PRAIA	n/a	=	n/a
14 UD OLIVEIRENSE	-	=	-
15 CD COVA DA PIEDADE	-	=	-
16 SC BRAGA B	-	=	-
17 VITÓRIA SC B	-	=	-
18 SL BENFICA B	-	=	-

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PORTUGAL Social

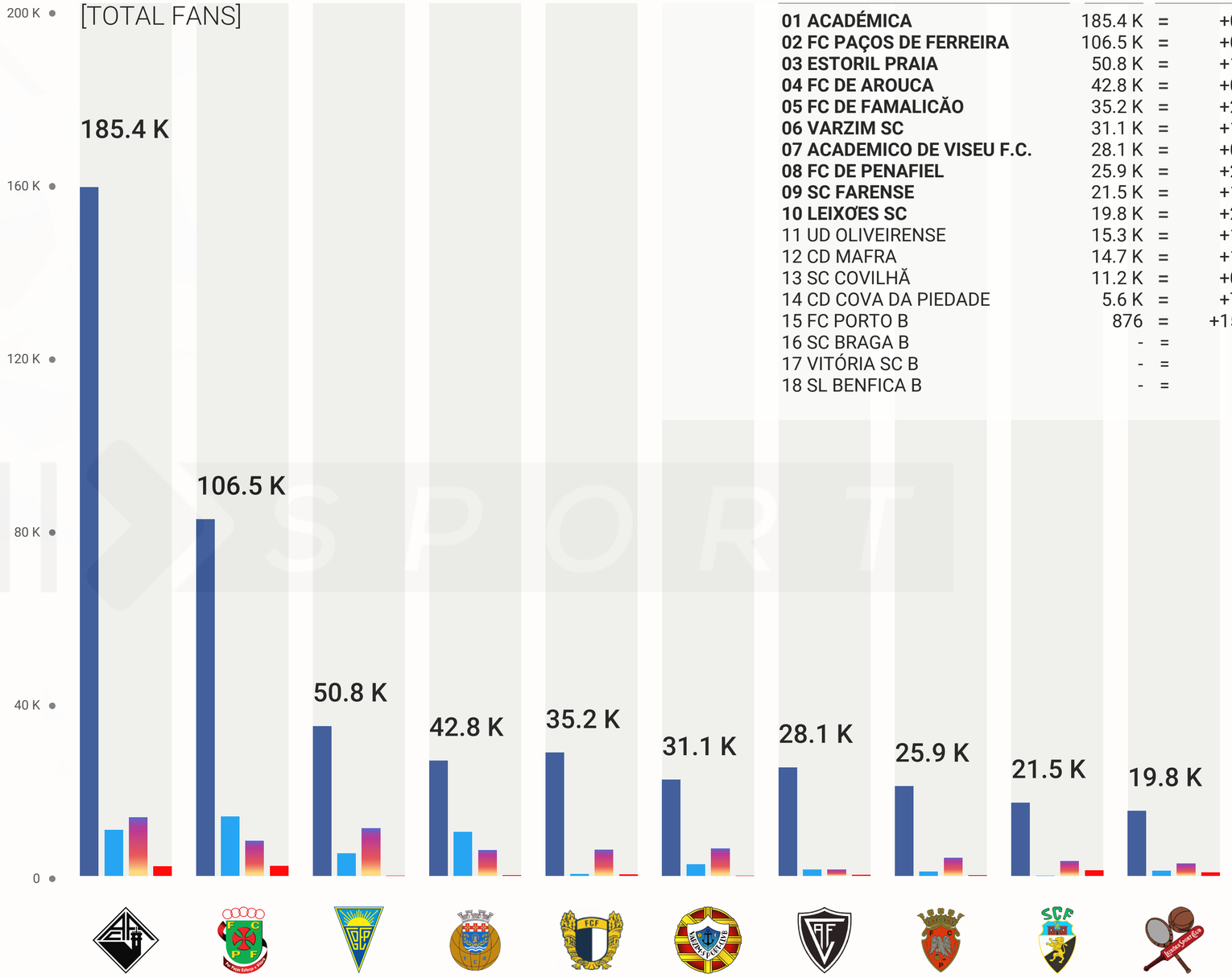
TOTAL FANBASE

595 K

LEDMAN LIGAPRO

Ranking of the most followed **SEGUNDA LIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 ACADÉMICA	185.4 K	=	+0.54
02 FC PAÇOS DE FERREIRA	106.5 K	=	+0.73
03 ESTORIL PRAIA	50.8 K	=	+1.09
04 FC DE AROUCA	42.8 K	=	+0.56
05 FC DE FAMALICÃO	35.2 K	=	+2.54
06 VARZIM SC	31.1 K	=	+1.82
07 ACADEMICO DE VISEU F.C.	28.1 K	=	+0.56
08 FC DE PENAFIEL	25.9 K	=	+2.14
09 SC FARENSE	21.5 K	=	+1.94
10 LEIXÕES SC	19.8 K	=	+2.84
11 UD OLIVEIRENSE	15.3 K	=	+1.98
12 CD MAFRA	14.7 K	=	+1.07
13 SC COVILHÃ	11.2 K	=	+0.75
14 CD COVA DA PIEDADE	5.6 K	=	+7.40
15 FC PORTO B	876	=	+15.26
16 SC BRAGA B	-	=	-
17 VITÓRIA SC B	-	=	-
18 SL BENFICA B	-	=	-

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PORTUGAL Brands

TOTAL FANBASE

595 K

LEDMAN LIGAPRO

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 18 sponsored SEGUNDA LIGA Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 LACATONI	358.6 K	=	+0.92
02 MACRON	54.1 K	=	+1.31
03 NIKE	50.8 K	=	+1.09
04 SKITA	42.8 K	=	+0.56
05 STADIO	31.1 K	=	+1.82
06 PATRICK	21.5 K	=	+1.94
07 LUANVI	19.8 K	=	+2.84
08 RAKSO	15.3 K	=	+1.98
09 NEW BALANCE	876	=	+15.26
10 ADIDAS	-		-

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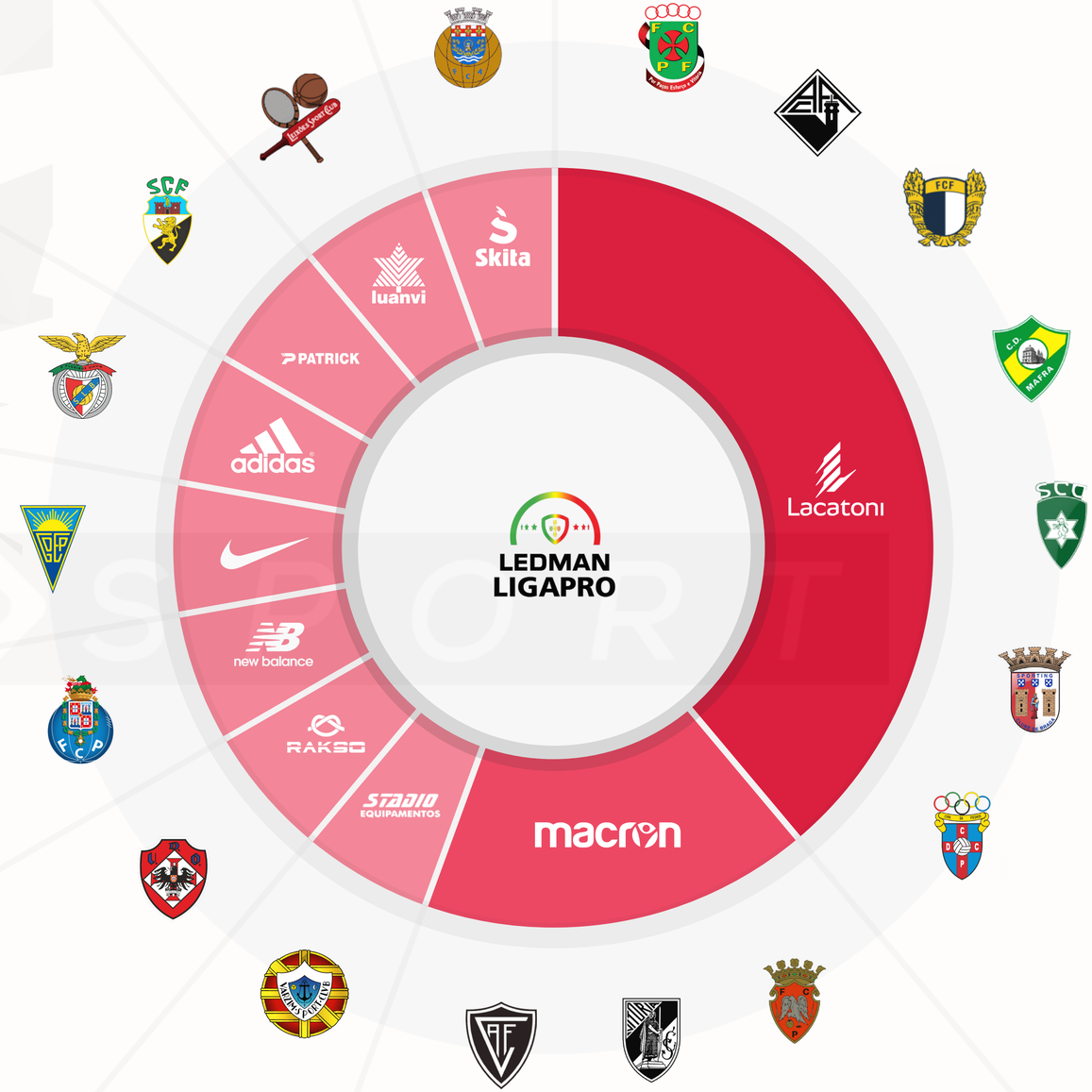
IQUII SPORT

PORTUGAL Brands

CLUBS
18

TECH BRANDS
10

TECH BRANDS on jersey coverage in relation to the 18 sponsored **SEGUNDA LIGA** Football Clubs.



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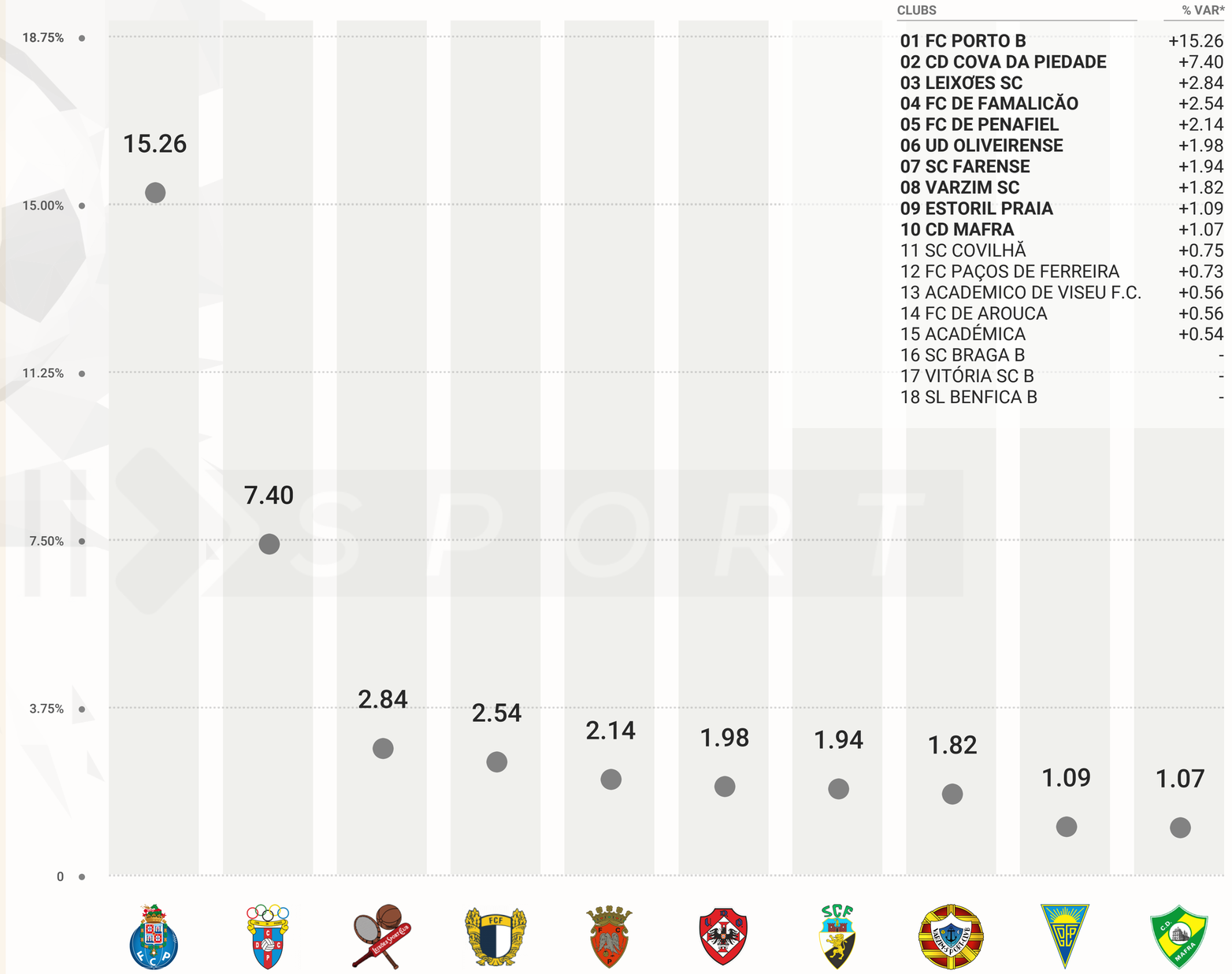
IQUII SPORT

PORTUGAL Grown Up

LEDMAN LIGAPRO

Ranking of the most grown up **SEGUNDA LIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 FC PORTO B	+15.26
02 CD COVA DA PIEDADE	+7.40
03 LEIXÕES SC	+2.84
04 FC DE FAMALICÃO	+2.54
05 FC DE PENAFIEL	+2.14
06 UD OLIVEIRENSE	+1.98
07 SC FARENSE	+1.94
08 VARZIM SC	+1.82
09 ESTORIL PRAIA	+1.09
10 CD MAFRA	+1.07
11 SC COVILHÃ	+0.75
12 FC PAÇOS DE FERREIRA	+0.73
13 ACADEMICO DE VISEU F.C.	+0.56
14 FC DE AROUCA	+0.56
15 ACADÉMICA	+0.54
16 SC BRAGA B	-
17 VITÓRIA SC B	-
18 SL BENFICA B	-

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IQUII SPORT

Football Leagues included in this overview

FIRST DIVISION — 20 CLUBS

LaLiga Santander

SECOND DIVISION — 22 CLUBS

LaLiga 1|2|3



SPAIN

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SPAIN SnapShot / General



2	42	12	461.7 M
			+ 0.74%*
LEAGUES	CLUBS	BRANDS	FANS
Total LEAGUES analyzed: LaLiga and LaLiga 2.	Total LaLiga and LaLiga 2 FOOTBALL CLUBS analyzed.	Total LaLiga and LaLiga 2 TECH BRANDS on jerseys analyzed.	Total Facebook, Twitter, Instagram, YouTube FANS of the LaLiga and LaLiga 2 Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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SPAIN SnapShot / First Division



LaLiga Santander

20

CLUBS

Total LaLiga FOOTBALL CLUBS analyzed.

9

BRANDS

Total LaLiga TECH BRANDS on jerseys analyzed.

452.3 M

+ 0.74%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the LaLiga Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

SPAIN Facebook

TOTAL FANBASE

237.0 M

LaLiga Santander

Ranking of the most followed **LALIGA** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	109.5 M	=	+0.07
02 FC BARCELONA	102.6 M	=	-0.07
03 ATLÉTICO DE MADRID	13.8 M	=	-0.07
04 VALENCIA CF	3.3 M	=	-0.11
05 FC SEVILLA	1.7 M	=	+0.25
06 REAL SOCIEDAD	1.2 M	=	+0.05
07 REAL BETIS BALOMPIÉ	1.0 M	▲ +1	+0.40
08 ATHLETIC CLUB	1.0 M	▼ -1	+0.12
09 VILLARREAL CF	894.4 K	=	-0.09
10 CELTA DE VIGO	504.3 K	=	+0.09
11 RCD ESPANYOL B.	430.9 K	=	+0.45
12 LEVANTE UD	227.0 K	=	+0.16
13 REAL VALLADOLID CF	217.6 K	=	+0.53
14 GIRONA FC	134.7 K	=	+1.76
15 DEPORTIVO ALAVÉS	124.1 K	=	+2.01
16 GETAFE CF	116.8 K	=	+0.69
17 SD EIBAR	91.4 K	=	+4.94
18 CD LEGANÉS	75.0 K	=	+2.66
19 SD HUESCA	32.4 K	=	+3.38
20 RAYO VALLECANO DE M.	3.0 K	=	+0.26

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

71.9 M

LaLiga Santander

Ranking of the most followed **LALIGA** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	31.1 M	=	+0.88
02 FC BARCELONA	29.2 M	=	+0.88
03 ATLÉTICO DE MADRID	4.1 M	=	+0.61
04 VALENCIA CF	1.1 M	=	+0.87
05 FC SEVILLA	920.5 K	=	+0.48
06 ATHLETIC CLUB	806.4 K	=	+0.78
07 REAL BETIS BALOMPIÉ	618.6 K	=	+1.49
08 REAL SOCIEDAD	575.3 K	=	+0.81
09 VILLARREAL CF	446.6 K	=	+0.62
10 CELTA DE VIGO	405.4 K	=	+0.75
11 RAYO VALLECANO DE M.	391.6 K	=	+0.69
12 LEVANTE UD	388.0 K	=	+0.46
13 RCD ESPANYOL B.	377.6 K	=	+1.49
14 REAL VALLADOLID CF	310.0 K	=	+0.96
15 GIRONA FC	249.5 K	=	+0.77
16 CD LEGANÉS	239.4 K	=	+0.29
17 SD EIBAR	195.8 K	=	+0.89
18 DEPORTIVO ALAVÉS	192.1 K	=	+0.80
19 SD HUESCA	117.6 K	=	+0.87
20 GETAFE CF	78.4 K	=	+1.43

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

SPAIN Instagram

TOTAL FANBASE

133.3 M

LaLiga Santander

Ranking of the most followed **LALIGA** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	64.2 M	=	+1.71
02 FC BARCELONA	60.8 M	=	+1.72
03 ATLÉTICO DE MADRID	5.5 M	=	+4.18
04 REAL BETIS BALOMPIÉ	534.9 K	=	+2.77
05 VALENCIA CF	504.9 K	=	+2.47
06 FC SEVILLA	478.0 K	=	+3.03
07 ATHLETIC CLUB	211.7 K	=	+2.84
08 VILLARREAL CF	165.4 K	=	+5.09
09 CELTA DE VIGO	138.7 K	=	+1.14
10 REAL SOCIEDAD	120.9 K	=	+3.17
11 GIRONA FC	109.0 K	=	+4.67
12 RCD ESPANYOL B.	103.6 K	=	+3.27
13 LEVANTE UD	83.3 K	=	+3.63
14 CD LEGANÉS	61.0 K	▲ +1	+9.32
15 REAL VALLADOLID CF	59.1 K	▲ +1	+16.56
16 DEPORTIVO ALAVÉS	58.1 K	▼ -2	+3.45
17 SD EIBAR	54.0 K	=	+6.85
18 SD HUESCA	40.8 K	=	+4.89
19 RAYO VALLECANO DE M.	39.5 K	▲ +1	+5.63
20 GETAFE CF	39.4 K	▼ -1	+3.63

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

10.1 M

LaLiga Santander

Ranking of the most followed **LALIGA** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC BARCELONA	5.4 M	=	+3.15
02 REAL MADRID CF	4.0 M	=	+2.37
03 REAL BETIS BALOMPIÉ	196.6 K	=	+5.40
04 ATLÉTICO DE MADRID	152.4 K	=	+1.75
05 VALENCIA CF	69.5 K	=	+1.58
06 FC SEVILLA	50.7 K	=	+4.34
07 ATHLETIC CLUB	34.1 K	=	+1.72
08 VILLARREAL CF	28.3 K	=	+1.94
09 REAL SOCIEDAD	20.3 K	=	+2.51
10 CELTA DE VIGO	16.6 K	=	+2.40
11 LEVANTE UD	15.9 K	=	+4.16
12 RCD ESPANYOL B.	13.4 K	=	+3.09
13 RAYO VALLECANO DE M.	10.2 K	=	+2.68
14 DEPORTIVO ALAVÉS	6.5 K	=	+1.79
15 REAL VALLADOLID CF	6.3 K	=	+5.21
16 CD LEGANÉS	4.5 K	=	+2.50
17 GIRONA FC	4.5 K	=	+2.08
18 GETAFE CF	4.4 K	=	+1.43
19 SD EIBAR	3.5 K	=	+1.15
20 SD HUESCA	1.5 K	=	+6.40

*[from September 15, 2018 to October 15, 2018]

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SPAIN Social

TOTAL FANBASE

452.3 M

LaLiga Santander

Ranking of the most followed **LALIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]

[TOTAL FANS]



CLUBS	FANS		% VAR*
01 REAL MADRID CF	208.9 M	=	+0.73
02 FC BARCELONA	198.0 M	=	+0.70
03 ATLÉTICO DE MADRID	23.5 M	=	+1.03
04 VALENCIA CF	5.0 M	=	+0.39
05 FC SEVILLA	3.2 M	=	+0.79
06 REAL BETIS BALOMPIÉ	2.4 M	=	+1.60
07 ATHLETIC CLUB	2.1 M	=	+0.67
08 REAL SOCIEDAD	1.9 M	=	+0.50
09 VILLARREAL CF	1.5 M	=	+0.69
10 CELTA DE VIGO	1.1 M	=	+0.52
11 RCD ESPANYOL B.	925.5 K	=	+1.22
12 LEVANTE UD	714.1 K	=	+0.80
13 REAL VALLADOLID CF	593.0 K	=	+2.21
14 GIRONA FC	497.8 K	=	+1.88
15 RAYO VALLECANO DE M.	444.4 K	=	+1.15
16 DEPORTIVO ALAVÉS	380.9 K	=	+1.61
17 CD LEGANÉS	379.9 K	=	+2.14
18 SD EIBAR	344.7 K	=	+2.84
19 GETAFE CF	239.0 K	=	+1.42
20 SD HUESCA	192.2 K	=	+2.16

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SPAIN Brands

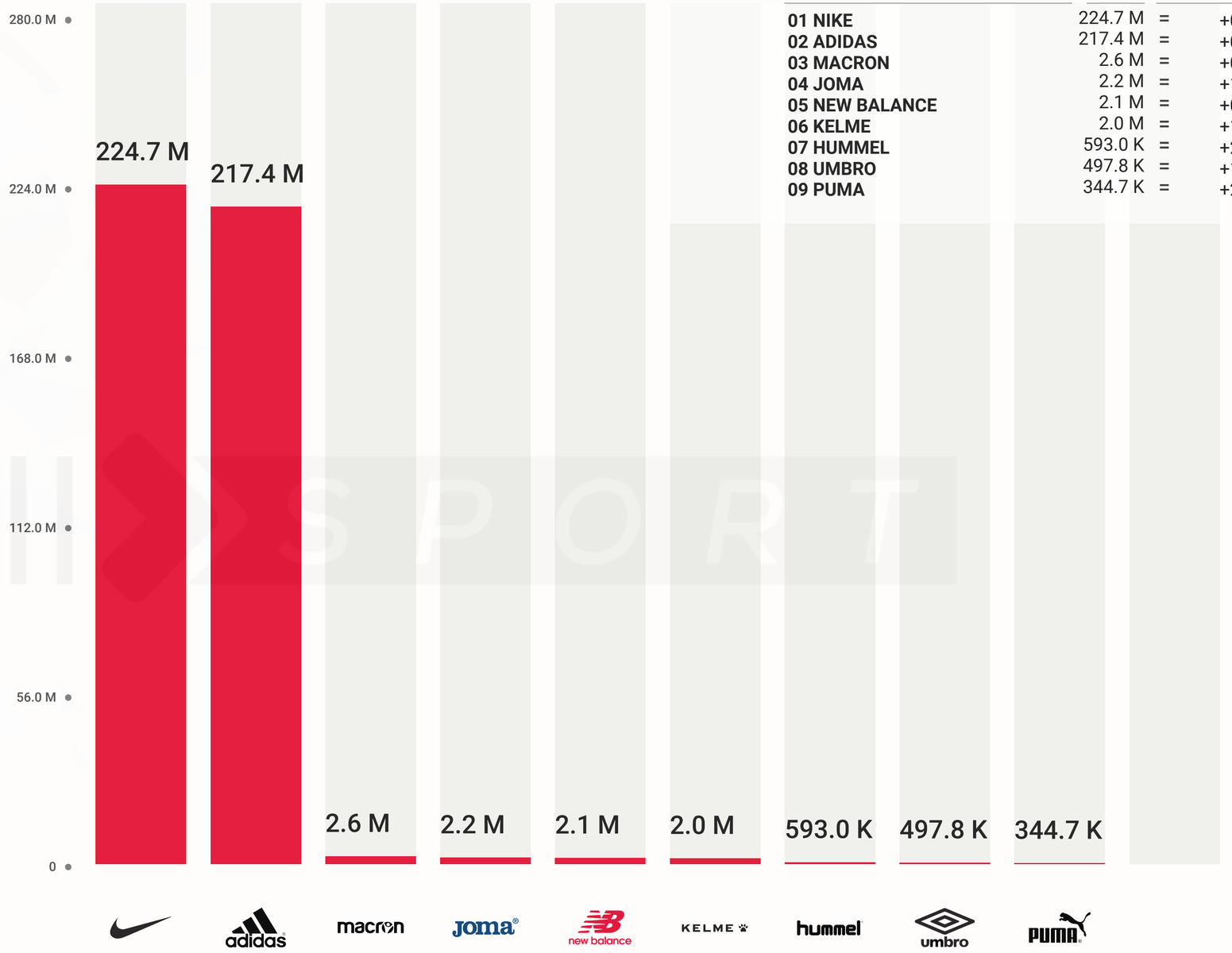
TOTAL FANBASE

452.3 M

LaLiga Santander

Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 20 sponsored LALIGA Football Clubs.

*[from September 15, 2018 to October 15, 2018]



SPONSORS	FANS		% VAR*
01 NIKE	224.7 M	=	+0.74
02 ADIDAS	217.4 M	=	+0.73
03 MACRON	2.6 M	=	+0.58
04 JOMA	2.2 M	=	+1.02
05 NEW BALANCE	2.1 M	=	+0.67
06 KELME	2.0 M	=	+1.44
07 HUMMEL	593.0 K	=	+2.21
08 UMBRO	497.8 K	=	+1.88
09 PUMA	344.7 K	=	+2.84

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IQUII SPORT

SPAIN Brands

CLUBS
20

TECH BRANDS
9

TECH BRANDS on jersey coverage in relation to the 20 sponsored **LALIGA** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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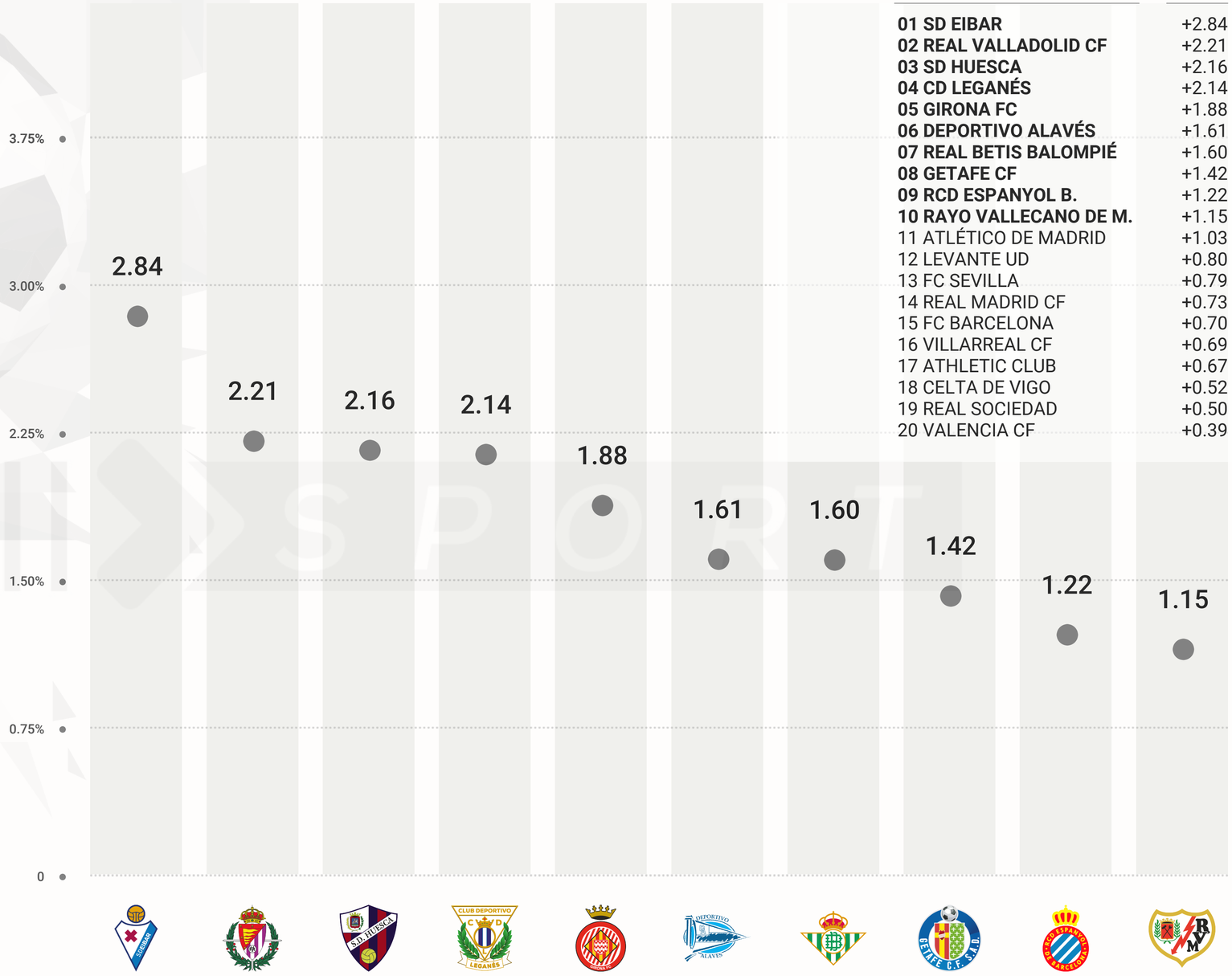
IQUII SPORT

SPAIN Grown Up

LaLiga Santander

Ranking of the most grown up **LALIGA** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 SD EIBAR	**+2.84**
02 REAL VALLADOLID CF	**+2.21**
03 SD HUESCA	**+2.16**
04 CD LEGANÉS	**+2.14**
05 GIRONA FC	**+1.88**
06 DEPORTIVO ALAVÉS	**+1.61**
07 REAL BETIS BALOMPIÉ	**+1.60**
08 GETAFE CF	**+1.42**
09 RCD ESPANYOL B.	**+1.22**
10 RAYO VALLECANO DE M.	**+1.15**
11 ATLÉTICO DE MADRID	+1.03
12 LEVANTE UD	+0.80
13 FC SEVILLA	+0.79
14 REAL MADRID CF	+0.73
15 FC BARCELONA	+0.70
16 VILLARREAL CF	+0.69
17 ATHLETIC CLUB	+0.67
18 CELTA DE VIGO	+0.52
19 REAL SOCIEDAD	+0.50
20 VALENCIA CF	+0.39

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SPAIN SnapShot / Second Division



22

CLUBS

Total LaLiga2 FOOTBALL CLUBS analyzed.

9

BRANDS

Total LaLiga2 TECH BRANDS on jerseys analyzed.

9.4 M

+ 0.51%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the LaLiga2 Football Clubs analyzed.

*[from September 15, 2018 to October 15, 2018]

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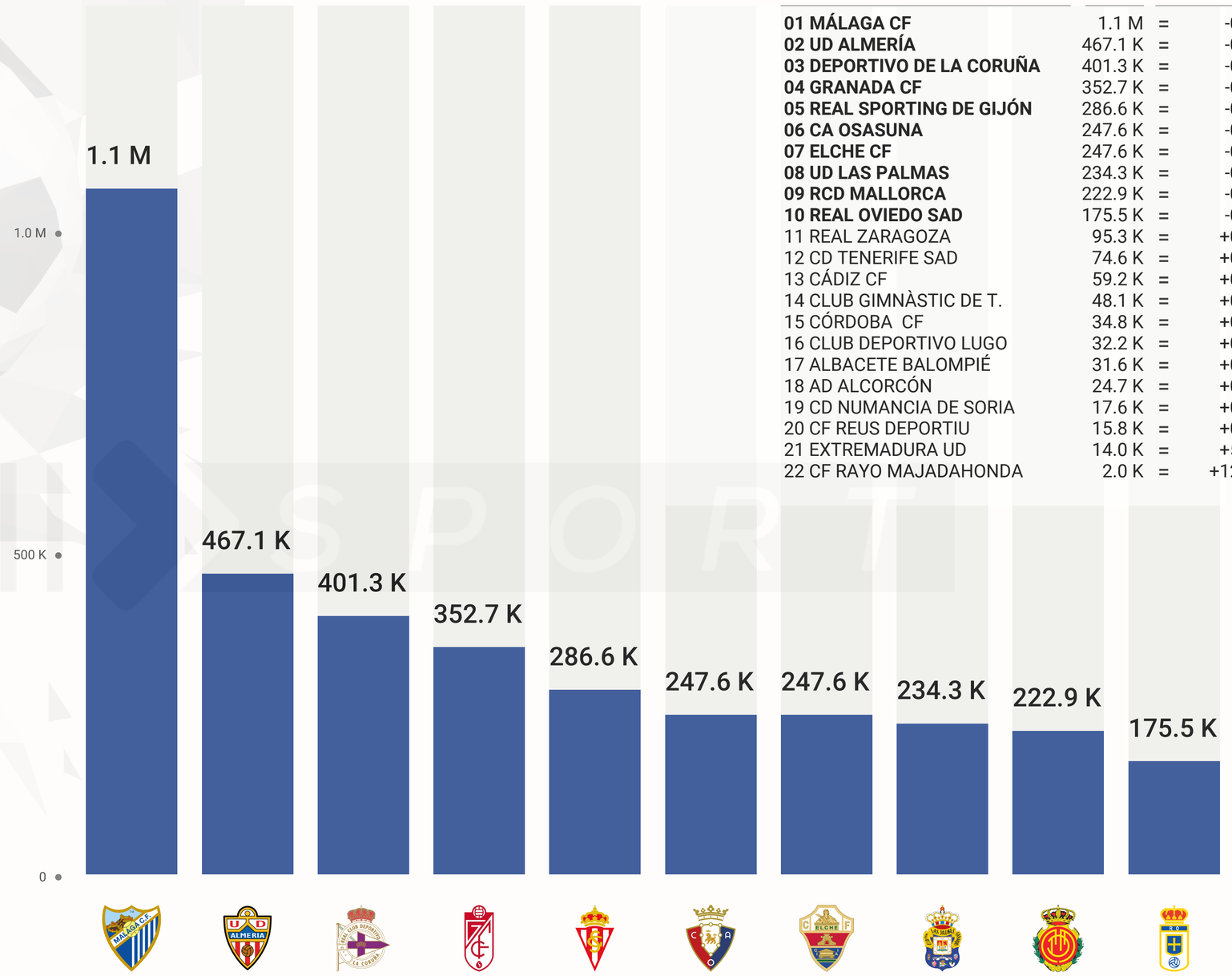
SPAIN Facebook

TOTAL FANBASE

4.2 M

LaLiga 1|2|3

Ranking of the most followed **LALIGA 2** Football Clubs on Facebook.



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.1 M	=	-0.03
02 UD ALMERÍA	467.1 K	=	-0.15
03 DEPORTIVO DE LA CORUÑA	401.3 K	=	-0.21
04 GRANADA CF	352.7 K	=	-0.14
05 REAL SPORTING DE GIJÓN	286.6 K	=	-0.04
06 CA OSASUNA	247.6 K	=	-0.10
07 ELCHE CF	247.6 K	=	-0.07
08 UD LAS PALMAS	234.3 K	=	-0.05
09 RCD MALLORCA	222.9 K	=	-0.05
10 REAL OVIEDO SAD	175.5 K	=	-0.04
11 REAL ZARAGOZA	95.3 K	=	+0.35
12 CD TENERIFE SAD	74.6 K	=	+0.13
13 CÁDIZ CF	59.2 K	=	+0.13
14 CLUB GIMNÀSTIC DE T.	48.1 K	=	+0.10
15 CÓRDOBA CF	34.8 K	=	+0.67
16 CLUB DEPORTIVO LUGO	32.2 K	=	+0.48
17 ALBACETE BALOMPIÉ	31.6 K	=	+0.51
18 AD ALCORCÓN	24.7 K	=	+0.59
19 CD NUMANCIA DE SORIA	17.6 K	=	+0.66
20 CF REUS DEPORTIU	15.8 K	=	+0.21
21 EXTREMADURA UD	14.0 K	=	+5.29
22 CF RAYO MAJADAHONDA	2.0 K	=	+12.11

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

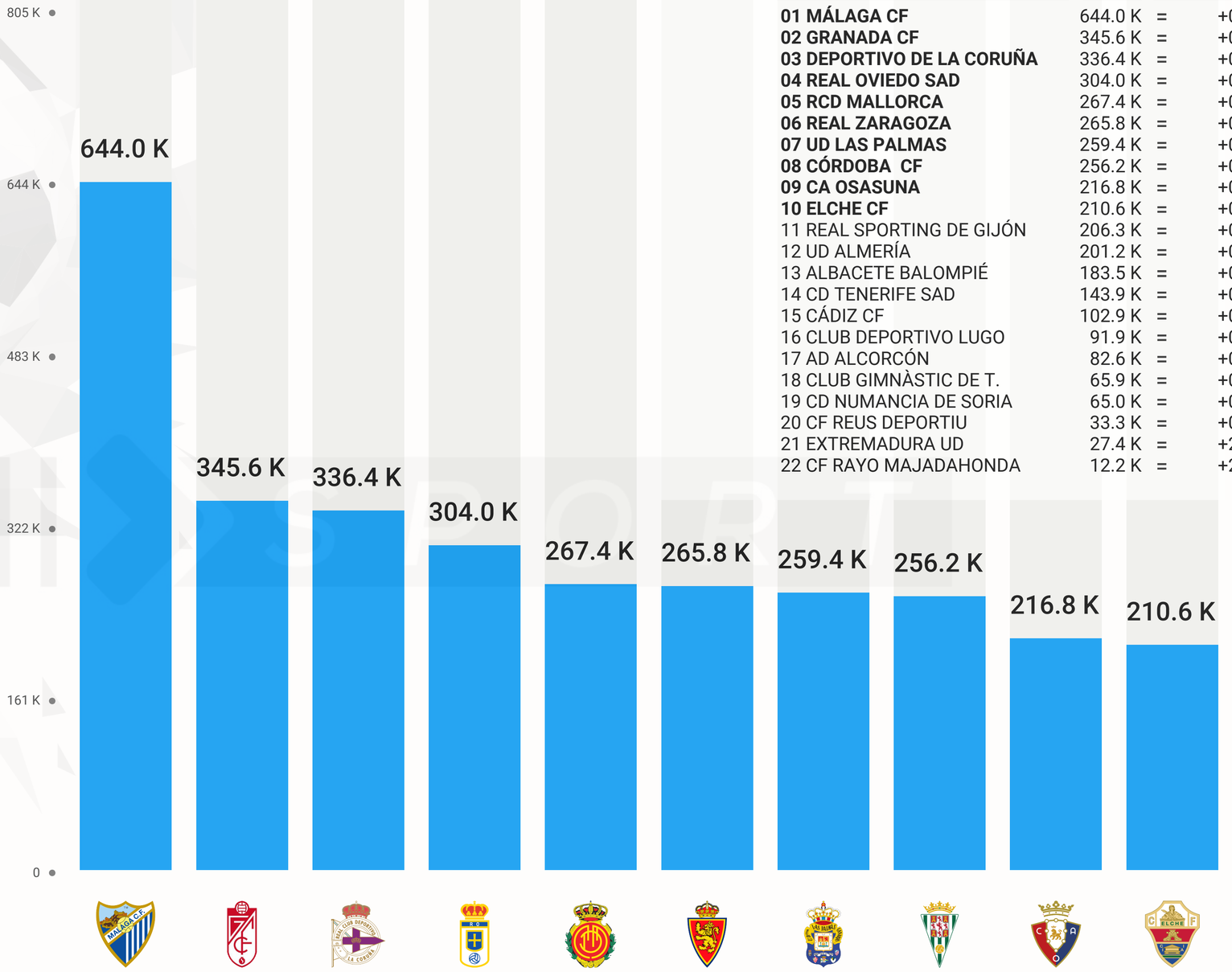
SPAIN Twitter

TOTAL FANBASE

4.3 M

LaLiga 1|2|3

Ranking of the most followed **LALIGA 2** Football Clubs on Twitter.



CLUBS	FANS		% VAR*
01 MÁLAGA CF	644.0 K	=	+0.58
02 GRANADA CF	345.6 K	=	+0.64
03 DEPORTIVO DE LA CORUÑA	336.4 K	=	+0.98
04 REAL OVIEDO SAD	304.0 K	=	+0.47
05 RCD MALLORCA	267.4 K	=	+0.47
06 REAL ZARAGOZA	265.8 K	=	+0.64
07 UD LAS PALMAS	259.4 K	=	+0.63
08 CÓRDOBA CF	256.2 K	=	+0.41
09 CA OSASUNA	216.8 K	=	+0.48
10 ELCHE CF	210.6 K	=	+0.50
11 REAL SPORTING DE GIJÓN	206.3 K	=	+0.82
12 UD ALMERÍA	201.2 K	=	+0.56
13 ALBACETE BALOMPIÉ	183.5 K	=	+0.35
14 CD TENERIFE SAD	143.9 K	=	+0.44
15 CÁDIZ CF	102.9 K	=	+0.53
16 CLUB DEPORTIVO LUGO	91.9 K	=	+0.54
17 AD ALCORCÓN	82.6 K	=	+0.66
18 CLUB GIMNÀSTIC DE T.	65.9 K	=	+0.43
19 CD NUMANCIA DE SORIA	65.0 K	=	+0.82
20 CF REUS DEPORTIU	33.3 K	=	+0.80
21 EXTREMADURA UD	27.4 K	=	+2.64
22 CF RAYO MAJADAHONDA	12.2 K	=	+2.91

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

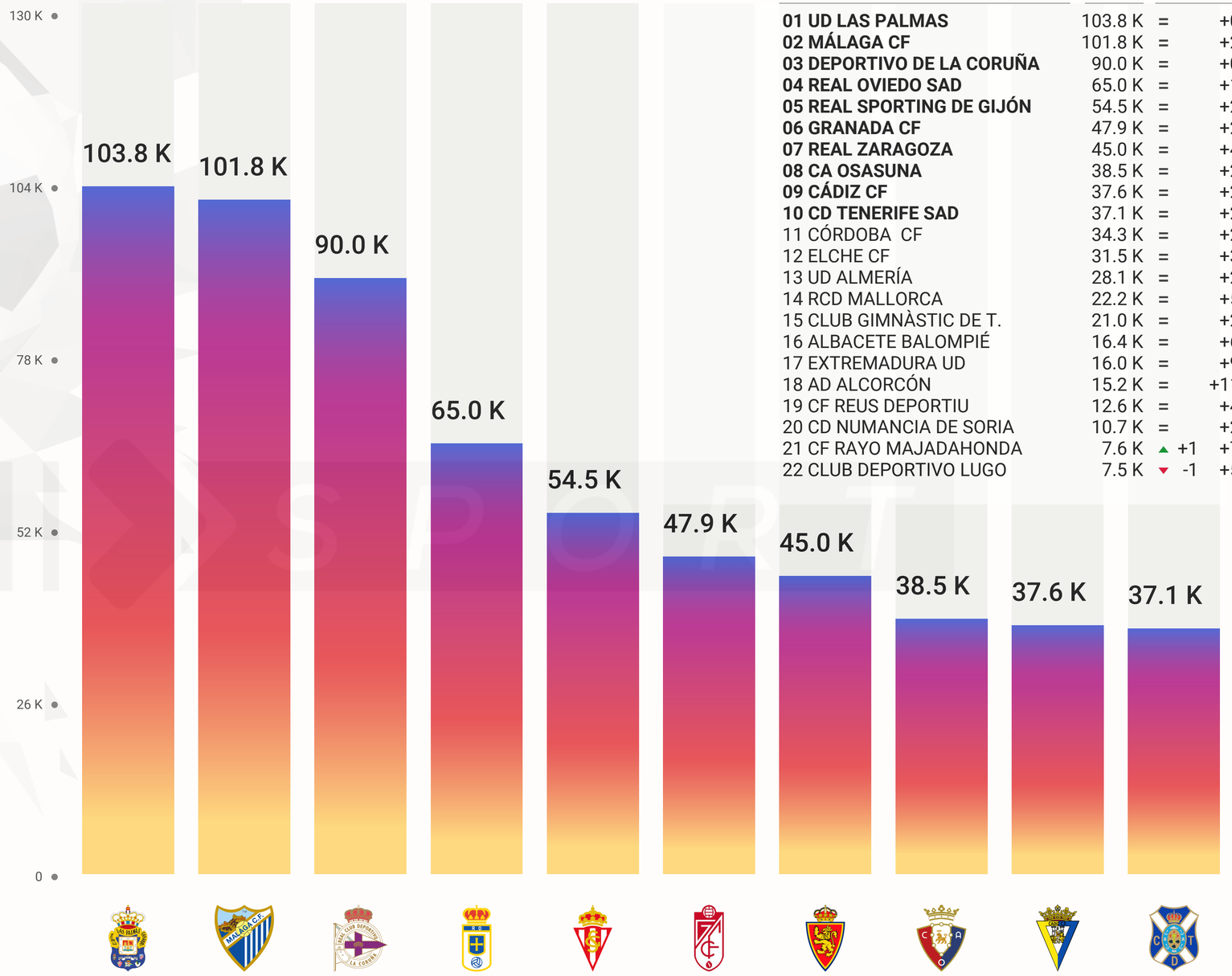
SPAIN Instagram

TOTAL FANBASE

844 K

LaLiga 1|2|3

Ranking of the most followed **LALIGA 2** Football Clubs on Instagram.



CLUBS	FANS		% VAR*
01 UD LAS PALMAS	103.8 K	=	+0.52
02 MÁLAGA CF	101.8 K	=	+2.23
03 DEPORTIVO DE LA CORUÑA	90.0 K	=	+0.90
04 REAL OVIEDO SAD	65.0 K	=	+1.10
05 REAL SPORTING DE GIJÓN	54.5 K	=	+2.39
06 GRANADA CF	47.9 K	=	+2.19
07 REAL ZARAGOZA	45.0 K	=	+4.11
08 CA OSASUNA	38.5 K	=	+2.41
09 CÁDIZ CF	37.6 K	=	+2.62
10 CD TENERIFE SAD	37.1 K	=	+2.11
11 CÓRDOBA CF	34.3 K	=	+2.19
12 ELCHE CF	31.5 K	=	+3.06
13 UD ALMERÍA	28.1 K	=	+2.75
14 RCD MALLORCA	22.2 K	=	+5.43
15 CLUB GIMNÀSTIC DE T.	21.0 K	=	+2.47
16 ALBACETE BALOMPIÉ	16.4 K	=	+6.90
17 EXTREMADURA UD	16.0 K	=	+9.24
18 AD ALCORCÓN	15.2 K	=	+11.29
19 CF REUS DEPORTIU	12.6 K	=	+4.11
20 CD NUMANCIA DE SORIA	10.7 K	=	+2.10
21 CF RAYO MAJADAHONDA	7.6 K	▲ +1	+7.56
22 CLUB DEPORTIVO LUGO	7.5 K	▼ -1	+5.96

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

126 K

LaLiga 1|2|3

Ranking of the most followed **LALIGA 2** Football Clubs on YouTube.



CLUBS	FANS		% VAR*
01 MÁLAGA CF	32.8 K	=	+2.02
02 DEPORTIVO DE LA CORUÑA	19.9 K	=	+1.02
03 REAL ZARAGOZA	10.7 K	=	+1.92
04 REAL OVIEDO SAD	9.5 K	=	+1.52
05 REAL SPORTING DE GIJÓN	8.6 K	=	+0.60
06 UD LAS PALMAS	6.3 K	=	+1.28
07 CA OSASUNA	5.7 K	=	+1.29
08 CÓRDOBA CF	5.2 K	=	+1.46
09 EXTREMADURA UD	4.4 K	=	+2.03
10 ELCHE CF	3.7 K	=	+1.50
11 RCD MALLORCA	3.5 K	=	+2.52
12 GRANADA CF	3.3 K	=	+2.44
13 CD TENERIFE SAD	2.4 K	=	+4.10
14 CLUB DEPORTIVO LUGO	2.1 K	=	+1.52
15 CLUB GIMNÀSTIC DE T.	1.9 K	=	+2.22
16 UD ALMERÍA	1.3 K	▲ +1	+3.25
17 ALBACETE BALOMPIÉ	1.3 K	▼ -1	+0.00
18 AD ALCORCÓN	1.3 K	=	+2.80
19 CD NUMANCIA DE SORIA	853	=	+3.14
20 CF RAYO MAJADAHONDA	845	=	+8.19
21 CF REUS DEPORTIU	510	=	+2.20
22 CÁDIZ CF	n/a	=	n/a

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

SPAIN Social

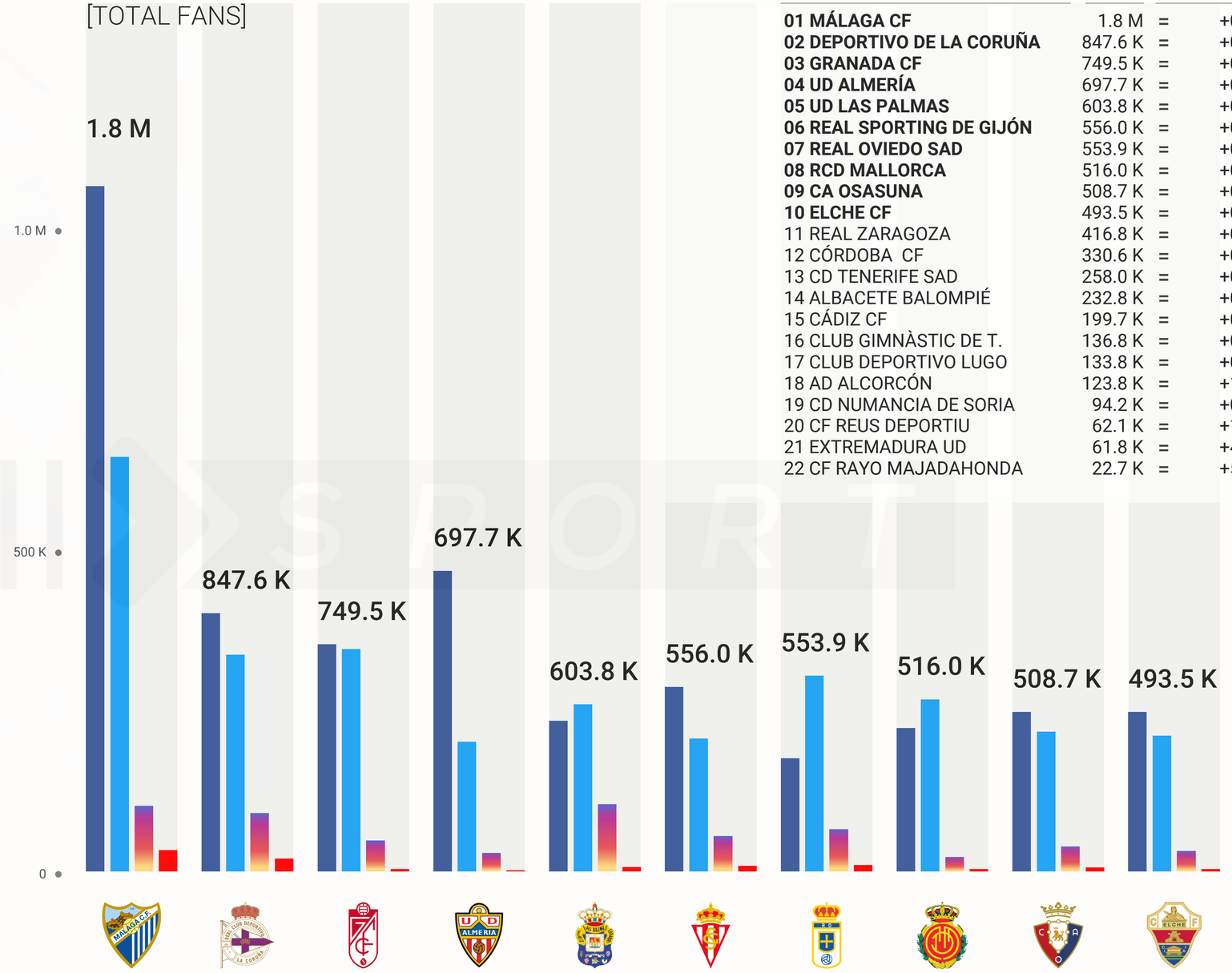
TOTAL FANBASE

9.4 M

LaLiga 1|2|3

Ranking of the most followed **LALIGA 2** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	FANS		% VAR*
01 MÁLAGA CF	1.8 M	=	+0.34
02 DEPORTIVO DE LA CORUÑA	847.6 K	=	+0.41
03 GRANADA CF	749.5 K	=	+0.38
04 UD ALMERÍA	697.7 K	=	+0.17
05 UD LAS PALMAS	603.8 K	=	+0.36
06 REAL SPORTING DE GIJÓN	556.0 K	=	+0.52
07 REAL OVIEDO SAD	553.9 K	=	+0.40
08 RCD MALLORCA	516.0 K	=	+0.47
09 CA OSASUNA	508.7 K	=	+0.35
10 ELCHE CF	493.5 K	=	+0.38
11 REAL ZARAGOZA	416.8 K	=	+0.97
12 CÓRDOBA CF	330.6 K	=	+0.63
13 CD TENERIFE SAD	258.0 K	=	+0.62
14 ALBACETE BALOMPIÉ	232.8 K	=	+0.81
15 CÁDIZ CF	199.7 K	=	+0.80
16 CLUB GIMNÀSTIC DE T.	136.8 K	=	+0.64
17 CLUB DEPORTIVO LUGO	133.8 K	=	+0.83
18 AD ALCORCÓN	123.8 K	=	+1.86
19 CD NUMANCIA DE SORIA	94.2 K	=	+0.96
20 CF REUS DEPORTIU	62.1 K	=	+1.31
21 EXTREMADURA UD	61.8 K	=	+4.84
22 CF RAYO MAJADAHONDA	22.7 K	=	+5.40

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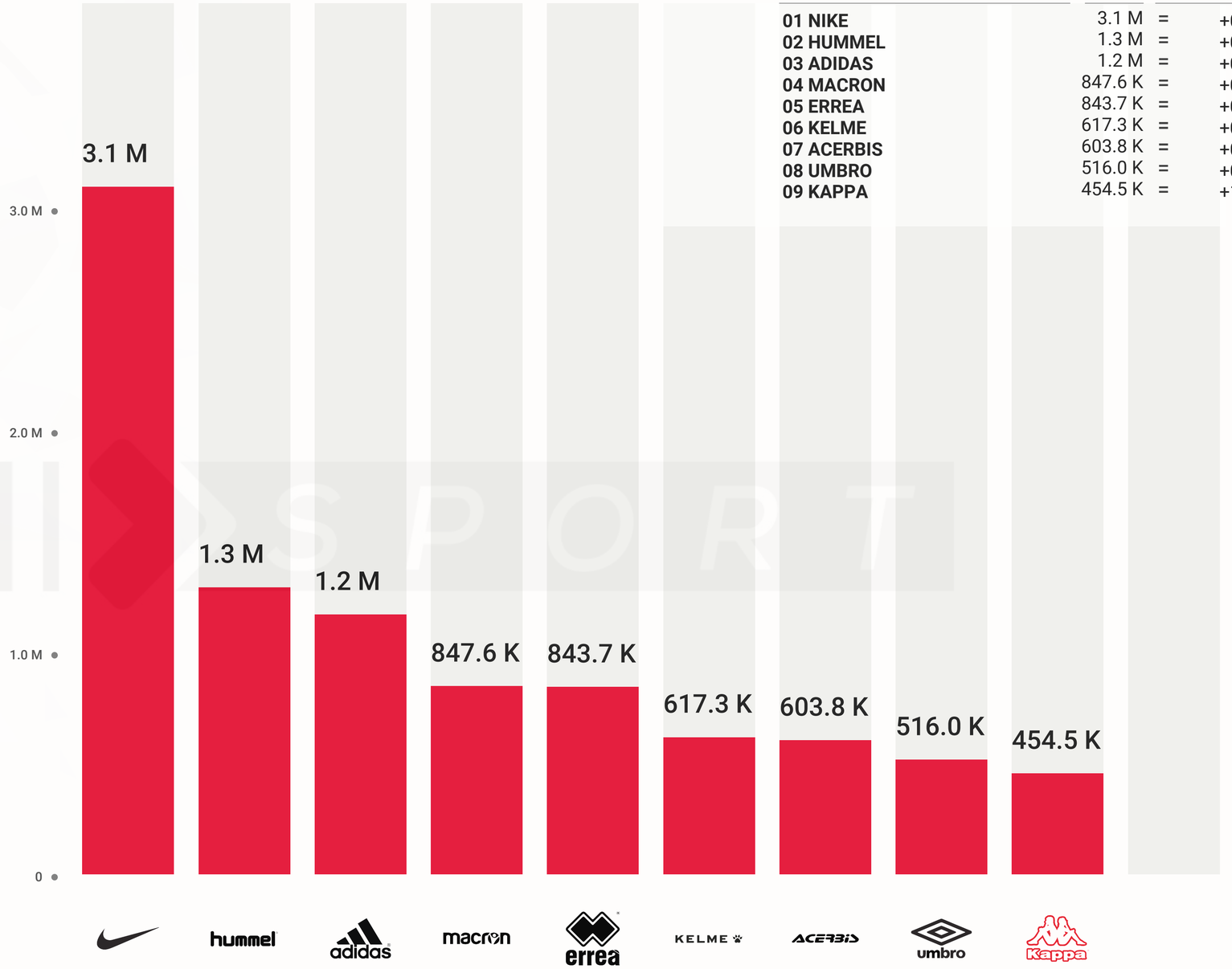
SPAIN Brands

TOTAL FANBASE

9.4 M

SPONSORS	FANS		% VAR*
01 NIKE	3.1 M	=	+0.33
02 HUMMEL	1.3 M	=	+0.65
03 ADIDAS	1.2 M	=	+0.67
04 MACRON	847.6 K	=	+0.41
05 ERREA	843.7 K	=	+0.44
06 KELME	617.3 K	=	+0.67
07 ACERBIS	603.8 K	=	+0.36
08 UMBRO	516.0 K	=	+0.47
09 KAPPA	454.5 K	=	+1.28



Potential Social Media exposition of the **TECH BRANDS** on jerseys in relation to the total fanbase of the 22 sponsored LALIGA 2 Football Clubs.

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

SPAIN Brands

CLUBS
22

TECH BRANDS
9

TECH BRANDS on jersey coverage in relation to the 22 sponsored **LALIGA 2** Football Clubs.



*[from September 15, 2018 to October 15, 2018]

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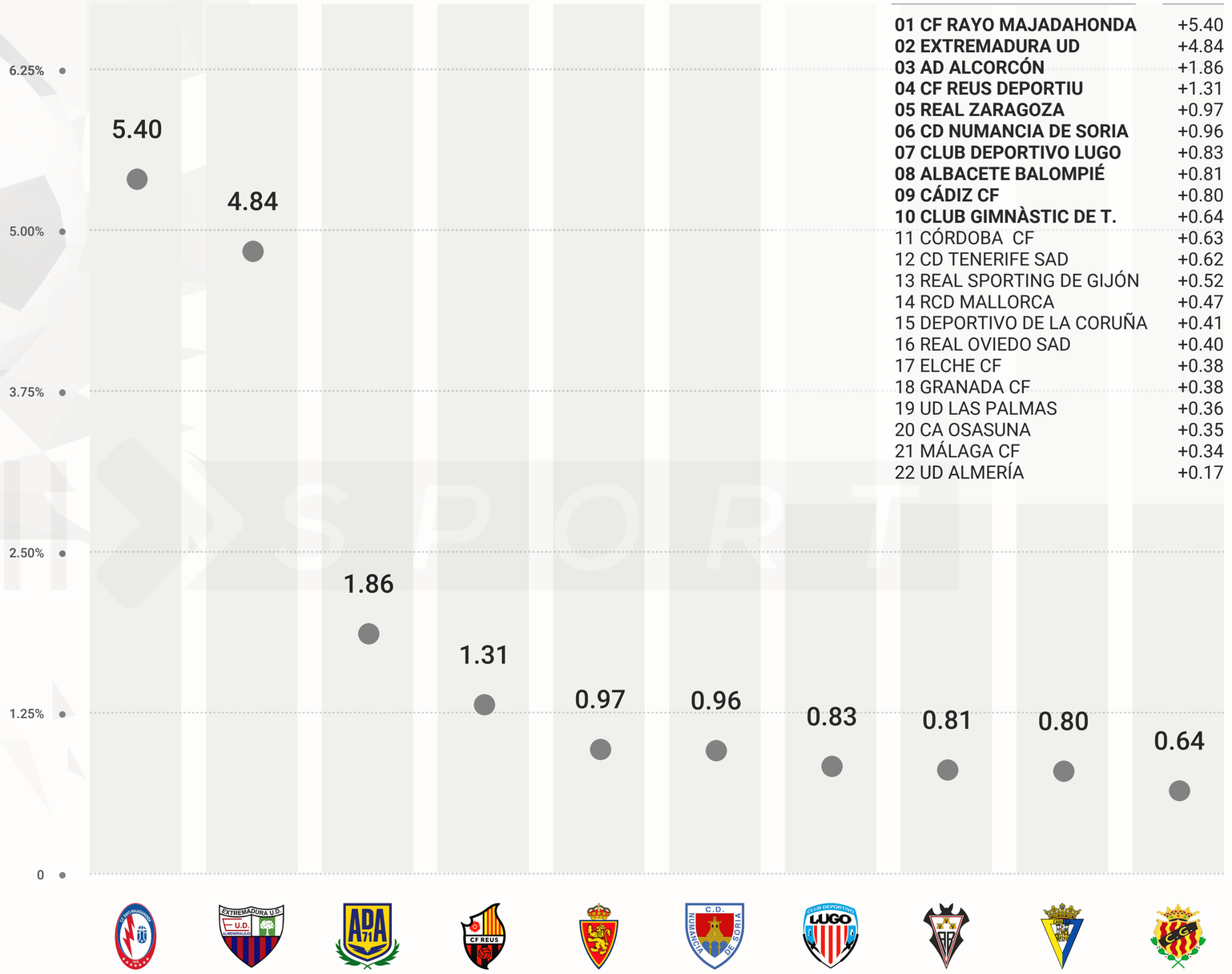
IQUII SPORT

SPAIN Grown Up

LaLiga 1|2|3

Ranking of the most grown up **LALIGA 2** Football Clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from September 15, 2018 to October 15, 2018]



CLUBS	% VAR*
01 CF RAYO MAJADAHONDA	+5.40
02 EXTREMADURA UD	+4.84
03 AD ALCORCÓN	+1.86
04 CF REUS DEPORTIU	+1.31
05 REAL ZARAGOZA	+0.97
06 CD NUMANCIA DE SORIA	+0.96
07 CLUB DEPORTIVO LUGO	+0.83
08 ALBACETE BALOMPIÉ	+0.81
09 CÁDIZ CF	+0.80
10 CLUB GIMNÀSTIC DE T.	+0.64
11 CÓRDOBA CF	+0.63
12 CD TENERIFE SAD	+0.62
13 REAL SPORTING DE GIJÓN	+0.52
14 RCD MALLORCA	+0.47
15 DEPORTIVO DE LA CORUÑA	+0.41
16 REAL OVIEDO SAD	+0.40
17 ELCHE CF	+0.38
18 GRANADA CF	+0.38
19 UD LAS PALMAS	+0.36
20 CA OSASUNA	+0.35
21 MÁLAGA CF	+0.34
22 UD ALMERÍA	+0.17

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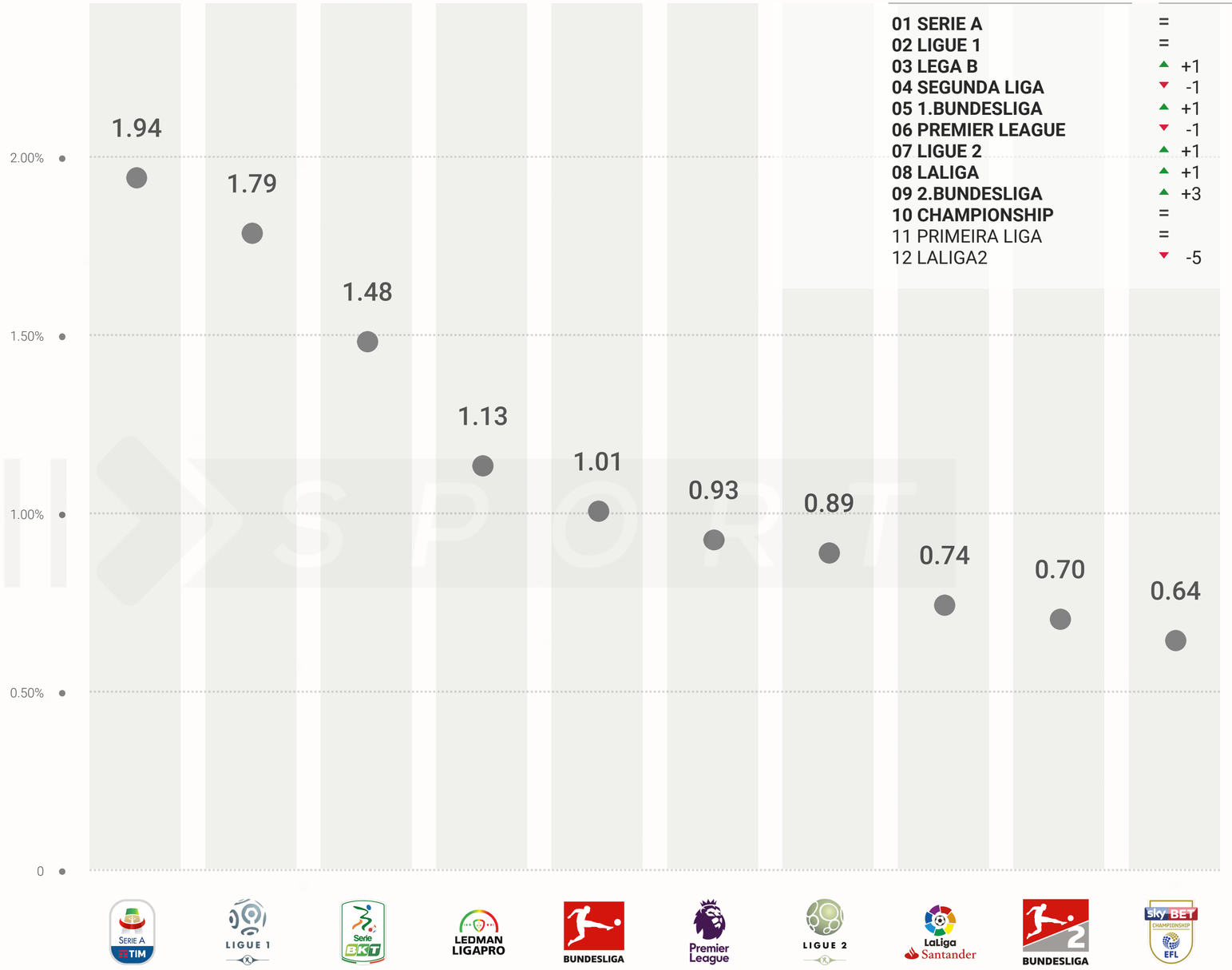
LEAGUES Grown up



Growth performance of the **12** **European Leagues** analyzed.



LEAGUES		% VAR*
01 SERIE A	=	+1.94
02 LIGUE 1	=	+1.79
03 LEGA B	▲ +1	+1.48
04 SEGUNDA LIGA	▼ -1	+1.13
05 1.BUNDESLIGA	▲ +1	+1.01
06 PREMIER LEAGUE	▼ -1	+0.93
07 LIGUE 2	▲ +1	+0.89
08 LALIGA	▲ +1	+0.74
09 2.BUNDESLIGA	▲ +3	+0.70
10 CHAMPIONSHIP	=	+0.64
11 PRIMEIRA LIGA	=	+0.55
12 LALIGA2	▼ -5	+0.51

*[from September 15, 2018 to October 15, 2018]

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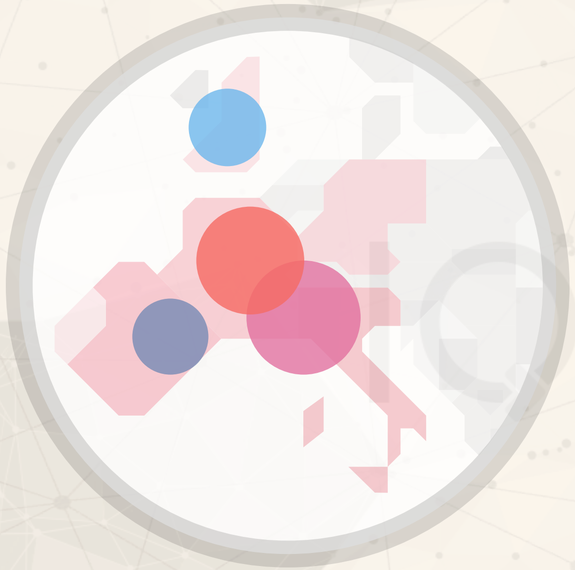
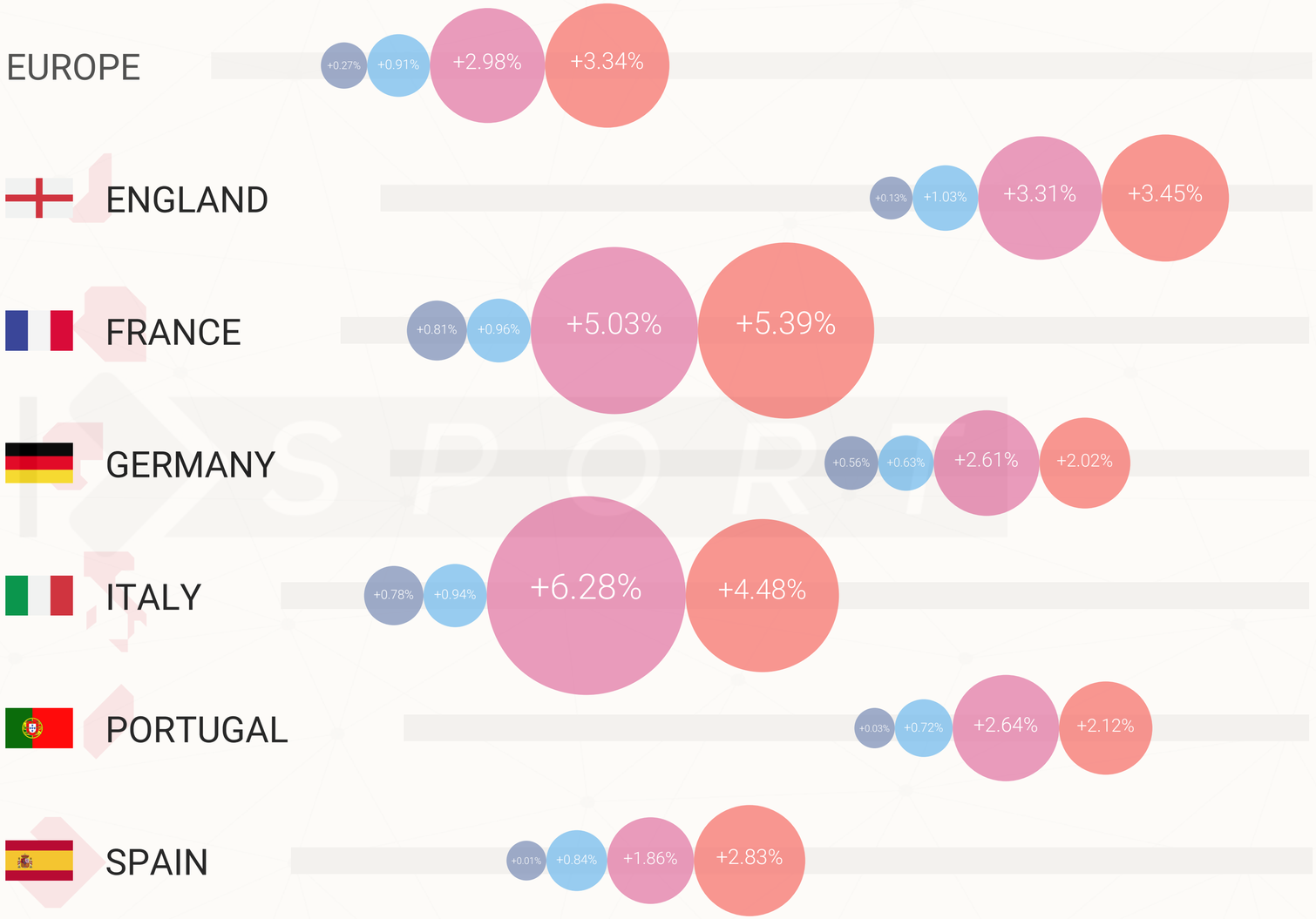
SOCIAL Grown up



Social Media Fanbase Growth
related to Clubs playing in the 6 countries analyzed from September, 15, to October, 15.



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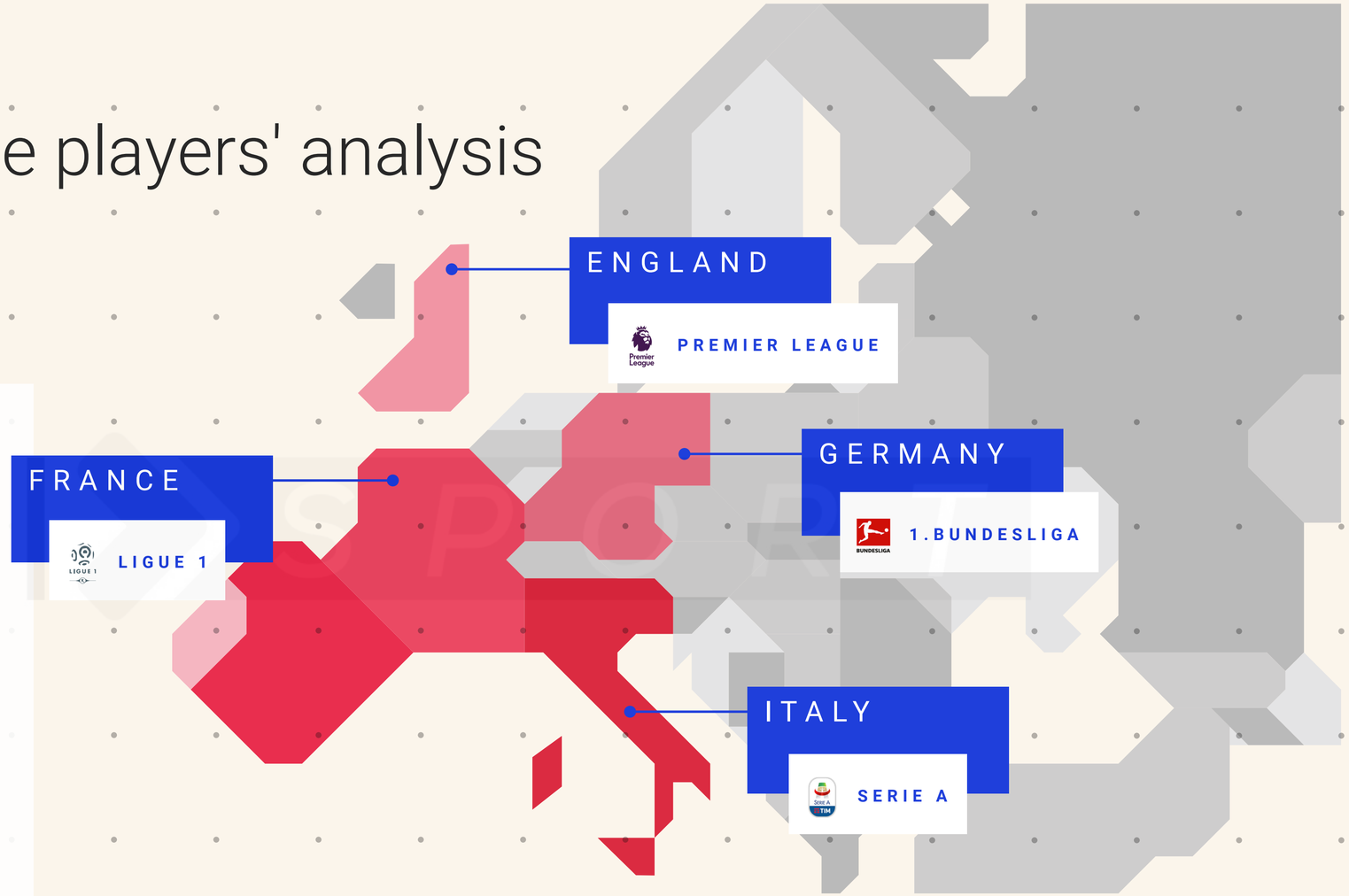
IQUII SPORT

Countries included in the players' analysis



EUROPE

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

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Overview about the **TOP 20** European players



EUROPEAN TOP20

EUROPE

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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •		% VAR*
01		CRISTIANO RONALDO	122.6 M	=	-0.08
02		LIONEL MESSI	89.9 M	=	-0.04
03		NEYMAR	60.8 M	=	-0.12
04		JAMES RODRÍGUEZ	32.8 M	=	-0.18
05		MESUT ÖZIL	31.4 M	=	-0.09
06		GARETH BALE	28.6 M	=	-0.11
07		DAVID LUIZ	25.2 M	=	-0.13
08		IKER CASILLAS	25.1 M	=	-0.18
09		SERGIO RAMOS	23.6 M	=	-0.08
10		KARIM BENZEMA	22.9 M	=	-0.19
11		MARCELO	19.8 M	=	-0.08
12		GERARD PIQUÉ	18.9 M	=	-0.18
13		LUIS SUÁREZ	18.8 M	=	-0.22
14		MARCO REUS	13.2 M	=	-0.24
15		FALCAO	12.8 M	=	-0.17
16		TONI KROOS	12.4 M	=	-0.10
17		SERGIO AGÜERO	11.0 M	=	-0.13
18		MOHAMED SALAH	10.9 M	=	+0.68
19		MARIO GÖTZE	10.3 M	=	-0.23
20		MARIO BALOTELLI	10.0 M	=	-0.21

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 25.0 M • 50.0 M • 75.0 M •		% VAR*
01		CRISTIANO RONALDO	75.4 M	=	+1.31
02		NEYMAR	41.3 M	=	+1.06
03		MESUT ÖZIL	23.5 M	=	+0.74
04		GERARD PIQUÉ	18.9 M	=	+0.90
05		JAMES RODRÍGUEZ	17.8 M	=	+1.00
06		GARETH BALE	17.5 M	=	+1.13
07		FALCAO	17.0 M	=	+0.44
08		SERGIO RAMOS	15.5 M	=	+1.20
09		LUIS SUÁREZ	15.1 M	=	+0.90
10		SERGIO AGÜERO	13.2 M	=	+0.62
11		DAVID DE GEA	11.7 M	=	+1.13
12		MARCELO	11.1 M	=	+1.12
13		CESC FÀBREGAS	9.8 M	=	+0.99
14		CHICHARITO	9.0 M	=	+0.49
15		KARIM BENZEMA	8.8 M	=	+1.24
16		DAVID LUIZ	8.8 M	=	+0.59
17		DANI ALVES	8.7 M	=	+0.84
18		IKER CASILLAS	8.5 M	=	+0.44
19		JUAN MATA	7.7 M	=	+0.74
20		TONI KROOS	7.3 M	=	+0.77

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 48.0 M • 96.0 M • 144.0 M •		% VAR*
01		CRISTIANO RONALDO	143.4 M	=	+1.49
02		NEYMAR	103.6 M	=	+1.46
03		LIONEL MESSI	99.4 M	=	+1.58
04		JAMES RODRÍGUEZ	40.2 M	=	+0.76
05		GARETH BALE	36.9 M	=	+2.43
06		MARCELO	32.7 M	=	+2.26
07		LUIS SUÁREZ	30.1 M	=	+1.43
08		PAUL POGBA	29.1 M	=	+2.10
09		SERGIO RAMOS	27.7 M	=	+2.36
10		KARIM BENZEMA	24.9 M	=	+0.77
11		PAULO DYBALA	22.4 M	=	+3.93
12		ANTOINE GRIEZMANN	21.9 M	=	+2.04
13		DANI ALVES	20.6 M	=	+2.27
14		MOHAMED SALAH	20.1 M	=	+1.64
15		KYLIAN MBAPPÉ	20.1 M	▲ +3	+10.12
16		TONI KROOS	19.5 M	▼ -1	+0.85
17		PHILIPPE COUTINHO	19.0 M	▼ -1	+1.69
18		DAVID LUIZ	18.4 M	▼ -1	-0.08
19		MESUT ÖZIL	18.0 M	=	+0.63
20		EDEN HAZARD	16.8 M	▲ +1	+4.55

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS Social



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

RK	CLUBS	PLAYERS	0 • 48.0 M • 96.0 M • 144.0 M •		% VAR*
01		CRISTIANO RONALDO	341.4 M [TOTAL FANS]	=	+0.88
02		NEYMAR	205.7 M	=	+0.91
03		LIONEL MESSI	189.3 M	=	+0.80
04		JAMES RODRÍGUEZ	90.8 M	=	+0.47
05		GARETH BALE	83.0 M	=	+1.27
06		MESUT ÖZIL	72.9 M	=	+0.35
07		SERGIO RAMOS	66.8 M	=	+1.22
08		LUIS SUÁREZ	64.1 M	=	+0.82
09		MARCELO	63.5 M	=	+1.32
10		KARIM BENZEMA	56.6 M	=	+0.45
11		GERARD PIQUÉ	54.5 M	=	+0.27
12		DAVID LUIZ	52.3 M	=	+0.01
13		IKER CASILLAS	46.8 M	=	+0.04
14		PAUL POGBA	42.3 M	=	+1.80
15		FALCAO	40.8 M	=	+0.36
16		TONI KROOS	39.2 M	=	+0.53
17		MOHAMED SALAH	38.3 M	=	+1.67
18		DANI ALVES	37.5 M	=	+1.42
19		ANTOINE GRIEZMANN	35.3 M	=	+1.52
20		SERGIO AGÜERO	34.6 M	=	+0.32

*[from September 15, 2018 to October 15, 2018]

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



Premier League

ENGLAND

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IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 11.0 M • 22.0 M • 33.0 M •		% VAR*
01		MESUT ÖZIL	31.4 M	=	-0.09
02		DAVID LUIZ	25.2 M	=	-0.13
03		SERGIO AGÜERO	11.0 M	=	-0.13
04		MOHAMED SALAH	10.9 M	=	+0.68
05		JUAN MATA	9.4 M	=	-0.23
06		EDEN HAZARD	9.2 M	=	+0.49
07		ÁLVARO MORATA	7.5 M	=	-0.10
08		PAUL POGBA	7.3 M	=	+0.15
09		CESC FÀBREGAS	7.1 M	=	-0.28
10		DAVID DE GEA	6.8 M	=	-0.01
11		WILLIAN	6.2 M	=	+0.02
12		PEDRO	5.4 M	=	-0.25
13		PETR CECH	5.1 M	=	-0.20
14		ALEXIS SÁNCHEZ	5.0 M	=	-0.12
15		ANDRÉ SCHÜRRLE	4.7 M	=	-0.27
16		AARON RAMSEY	4.6 M	=	-0.22
17		MAROUANE FELLAINI	4.3 M	=	-0.17
18		THEO WALCOTT	4.3 M	=	-0.23
19		JACK WILSHERE	4.0 M	=	-0.24
20		LUCAS MOURA	3.4 M	=	-0.22

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS Twitter



Premier League

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

RK	CLUBS	PLAYERS	0 • 8.0 M • 16.0 M • 24.0 M •		% VAR*
01		MESUT ÖZIL	23.5 M	=	+0.74
02		SERGIO AGÜERO	13.2 M	=	+0.62
03		DAVID DE GEA	11.7 M	=	+1.13
04		CESC FÀBREGAS	9.8 M	=	+0.99
05		CHICHARITO	9.0 M	=	+0.49
06		DAVID LUIZ	8.8 M	=	+0.59
07		JUAN MATA	7.7 M	=	+0.74
08		MOHAMED SALAH	7.3 M	=	+3.31
09		PAUL POGBA	5.9 M	=	+2.42
10		EDEN HAZARD	5.7 M	=	+1.90
11		PEDRO	4.7 M	=	+0.96
12		ÁLVARO MORATA	4.3 M	=	+1.01
13		DAVID SILVA	3.8 M	=	+0.84
14		JACK WILSHERE	3.7 M	=	+0.33
15		MOHAMED ELNENY	3.4 M	=	+2.23
16		WILLIAN	3.3 M	=	+1.15
17		RAÚL JIMÉNEZ	3.1 M	=	+0.67
18		AARON RAMSEY	3.1 M	=	+0.93
19		VINCENT KOMPANY	2.9 M	▲ +1	+0.92
20		LUCAS MOURA	2.9 M	▼ -1	+0.77

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 10.0 M • 20.0 M • 30.0 M		% VAR*
01		PAUL POGBA	29.1 M	=	+2.10
02		MOHAMED SALAH	20.1 M	=	+1.64
03		DAVID LUIZ	18.4 M	=	-0.08
04		MESUT ÖZIL	18.0 M	=	+0.63
05		EDEN HAZARD	16.8 M	=	+4.55
06		GABRIEL JESUS	10.8 M	=	+1.44
07		SERGIO AGÜERO	10.4 M	=	+0.40
08		CESC FÀBREGAS	10.3 M	=	+0.07
09		DAVID DE GEA	10.2 M	=	+0.22
10		ÁLVARO MORATA	9.6 M	▲ +1	+0.66
11		ALEXIS SÁNCHEZ	9.6 M	▼ -1	+0.08
12		WILLIAN	7.6 M	▲ +2	+3.74
13		AUBAMEYANG	7.6 M	▼ -1	+1.58
14		KEVIN DE BRUYNE	7.4 M	▼ -1	+0.18
15		ROBERTO FIRMINO	7.2 M	=	+5.62
16		HARRY KANE	7.0 M	=	+2.34
17		CLAUDIO BRAVO	5.7 M	=	+0.09
18		MARCUS RASHFORD	5.7 M	=	+0.50
19		DELE ALLI	5.5 M	▲ +1	+1.90
20		PEDRO	5.5 M	▼ -1	-0.05

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS



TOP20

Premier League

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

*[from September 15, 2018 to October 15, 2018]

RK	CLUBS	PLAYERS	0 • 11.0 M • 22.0 M • 33.0 M •		% VAR*
01		MESUT ÖZIL	72.9 M [TOTAL FANS]	=	+0.35
02		DAVID LUIZ	52.3 M	=	+0.01
03		PAUL POGBA	42.3 M	=	+1.80
04		MOHAMED SALAH	38.3 M	=	+1.67
05		SERGIO AGÜERO	34.6 M	=	+0.32
06		EDEN HAZARD	31.7 M	=	+2.86
07		DAVID DE GEA	28.7 M	=	+0.53
08		CESC FÀBREGAS	27.1 M	=	+0.31
09		JUAN MATA	22.1 M	=	+0.09
10		ÁLVARO MORATA	21.5 M	=	+0.46
11		ALEXIS SÁNCHEZ	17.4 M	=	+0.12
12		WILLIAN	17.2 M	=	+1.86
13		PEDRO	15.6 M	=	+0.18
14		CHICHARITO	14.2 M	=	+0.04
15		GABRIEL JESUS	12.7 M	=	+1.33
16		KEVIN DE BRUYNE	12.3 M	=	+0.46
17		HARRY KANE	11.0 M	=	+1.86
18		AARON RAMSEY	10.8 M	=	+0.25
19		LUCAS MOURA	10.2 M	=	+0.32
20		JACK WILSHERE	9.9 M	=	-0.15

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



LIGUE 1

FRANCE

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IQUII SPORT

PLAYERS Facebook



LIGUE 1

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

RK	CLUBS	PLAYERS			% VAR*
01		NEYMAR	60.8 M	=	-0.12
02		FALCAO	12.8 M	=	-0.17
03		MARIO BALOTELLI	10.0 M	=	-0.21
04		DANI ALVES	8.3 M	=	-0.05
05		GIANLUIGI BUFFON	5.0 M	=	-0.11
06		EDINSON CAVANI	4.9 M	=	+0.06
07		ÁNGEL DI MARÍA	3.4 M	=	0.00
08		GANSO	3.3 M	=	-0.04
09		MEMPHIS DEPAY	2.9 M	=	-0.13
10		MARCO VERRATTI	2.1 M	=	-0.27
11		JULIAN DRAXLER	1.9 M	=	-0.20
12		KYLIAN MBAPPÉ	1.5 M	=	+5.93
13		DANTE	1.4 M	=	-0.16
14		NEVEN SUBOTIC	1.1 M	=	-0.26
15		RAFAEL	887.0 K	=	-0.23
16		MARQUINHOS	755.3 K	=	-0.15
17		KEVIN STROOTMAN	622.9 K	=	-0.22
18		YAYA SANOGO	575.4 K	=	-0.20
19		STEVAN JOVETIC	557.7 K	=	-0.24
20		NACER CHADLI	474.0 K	=	-0.16

0 · 20.0 M · 40.0 M · 60.0 M ·

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 14.0 M • 28.0 M • 42.0 M •		% VAR*
01		NEYMAR	41.3 M	=	+1.06
02		FALCAO	17.0 M	=	+0.44
03		DANI ALVES	8.7 M	=	+0.84
04		MARIO BALOTELLI	3.8 M	=	+0.54
05		GIANLUIGI BUFFON	3.3 M	=	+0.83
06		JESÉ	2.7 M	=	+0.68
07		KYLIAN MBAPPÉ	2.1 M	=	+4.87
08		DANTE	1.8 M	=	+0.52
09		EDINSON CAVANI	1.7 M	=	+1.63
10		GANSO	1.7 M	=	+0.76
11		LUIZ GUSTAVO	1.5 M	=	+0.45
12		MEMPHIS DEPAY	1.3 M	=	+0.25
13		FLORIAN THAUVIN	768.8 K	=	+1.40
14		MATHIEU DEBUCHY	696.1 K	=	+0.27
15		KEVIN STROOTMAN	682.5 K	=	+0.86
16		DIMITRI PAYET	638.8 K	=	+1.06
17		RÉMY CABELLA	493.6 K	=	+0.34
18		LASSANA DIARRA	433.9 K	▲ +1	+2.45
19		STEVE MANDANDA	430.9 K	▼ -1	+1.03
20		CLÉMENT GRENIER	372.6 K	=	+0.46

*[from September 15, 2018 to October 15, 2018]

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IQUII SPORT

PLAYERS Instagram



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

RK	CLUBS	PLAYERS	0 • 35.0 M • 70.0 M • 105.0 M •		% VAR*
01		NEYMAR	103.6 M	=	+1.46
02		DANI ALVES	20.6 M	=	+2.27
03		KYLIAN MBAPPÉ	20.1 M	=	+10.12
04		THIAGO SILVA	14.5 M	=	+0.78
05		FALCAO	11.1 M	=	+0.87
06		MARIO BALOTELLI	7.8 M	=	+0.14
07		ÁNGEL DI MARÍA	7.7 M	=	+1.55
08		GIANLUIGI BUFFON	6.7 M	=	-0.19
09		EDINSON CAVANI	5.7 M	=	+1.44
10		MEMPHIS DEPAY	4.5 M	=	+3.21
11		MARCO VERRATTI	4.2 M	=	+0.65
12		JULIAN DRAXLER	3.7 M	=	+1.28
13		MARQUINHOS	2.7 M	=	+1.25
14		JESÉ	2.3 M	=	-0.45
15		PRESNEL KIMPEMBE	2.2 M	=	+4.86
16		DIMITRI PAYET	2.0 M	=	-0.16
17		LAYVIN KURZAWA	1.4 M	=	-0.41
18		GANSO	1.3 M	=	+0.97
19		ADRIEN RABIOT	1.3 M	=	+2.19
20		M'BAYE NIANG	1.0 M	=	-1.53

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IQUII SPORT

PLAYERS



TOP20

LIGUE 1

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

RK	CLUBS	PLAYERS	0 • 35.0 M • 70.0 M • 105.0 M •		% VAR*
01		NEYMAR	205.7 M [TOTAL FANS]	=	+0.91
02		FALCAO	40.8 M	=	+0.36
03		DANI ALVES	37.5 M	=	+1.42
04		KYLIAN MBAPPÉ	23.7 M	=	+9.36
05		MARIO BALOTELLI	21.6 M	=	+0.05
06		GIANLUIGI BUFFON	15.1 M	=	+0.06
07		THIAGO SILVA	14.7 M	=	+0.78
08		EDINSON CAVANI	12.3 M	=	+0.91
09		ÁNGEL DI MARÍA	11.1 M	=	+1.07
10		MEMPHIS DEPAY	8.7 M	=	+1.64
11		MARCO VERRATTI	6.6 M	=	+0.33
12		GANSO	6.2 M	=	+0.38
13		JULIAN DRAXLER	5.7 M	=	+0.77
14		JESÉ	4.9 M	=	+0.16
15		DANTE	4.2 M	=	+0.10
16		MARQUINHOS	3.7 M	=	+0.94
17		DIMITRI PAYET	2.7 M	=	+3.05
18		PRESNEL KIMPEMBE	2.4 M	=	+4.86
19		KEVIN STROOTMAN	1.9 M	=	+0.50
20		FLORIAN THAUVIN	1.9 M	▲ +1	+1.74

*[from September 15, 2018 to October 15, 2018]

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NEW

IQUII SPORT

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



BUNDESLIGA

GERMANY

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NEW

IQUII SPORT

PLAYERS Facebook



BUNDESLIGA

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

RK	CLUBS	PLAYERS	
01		JAMES RODRÍGUEZ	32.8 M
02		MARCO REUS	13.2 M
03		MARIO GÖTZE	10.3 M
04		THOMAS MÜLLER	9.4 M
05		ROBERT LEWANDOWSKI	9.2 M
06		MANUEL NEUER	9.2 M
07		MATS HUMMELS	4.1 M
08		JÉRÔME BOATENG	3.9 M
09		DAVID ALABA	3.6 M
10		THIAGO	3.5 M
11		MARIO GÓMEZ	2.9 M
12		SHINJI KAGAWA	2.9 M
13		NURI SAHIN	2.8 M
14		JAKUB BLASZCZYKOWSKI	2.4 M
15		JAVI MARTÍNEZ	2.0 M
16		MARCO FABIÁN	1.8 M
17		LUKASZ PISZCZEK	1.7 M
18		HOLGER BADSTUBER	1.5 M
19		FRANCK RIBÉRY	1.5 M
20		RAFINHA	1.0 M

0 • 11.0 M • 22.0 M • 33.0 M •

*[from September 15, 2018 to October 15, 2018]

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NEW

IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS		
01			JAMES RODRÍGUEZ	17.8 M
02			MARIO GÖTZE	4.3 M
03			THOMAS MÜLLER	4.1 M
04			MANUEL NEUER	4.1 M
05			THIAGO	3.3 M
06			MARCO REUS	3.0 M
07			JÉRÔME BOATENG	2.5 M
08			MARCO FABIÁN	2.1 M
09			MATS HUMMELS	2.1 M
10			DAVID ALABA	1.8 M
11			SHINJI KAGAWA	1.6 M
12			JAVI MARTÍNEZ	1.4 M
13			NURI SAHIN	1.4 M
14			RAFINHA	1.3 M
15			ROBERT LEWANDOWSKI	1.1 M
16			NABIL BENTALEB	1.0 M
17			HOLGER BADSTUBER	879.5 K
18			CLAUDIO PIZARRO	782.0 K
19			SERGE GNABRY	507.0 K
20			AXEL WITSEL	488.8 K

0 • 6.0 M • 12.0 M • 18.0 M •

*[from September 15, 2018 to October 15, 2018]

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NEW

IQUII SPORT

PLAYERS Instagram



BUNDESLIGA

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

RK	CLUBS	PLAYERS	0 · 14.0 M · 28.0 M · 42.0 M ·
01		JAMES RODRÍGUEZ	40.2 M
02		ROBERT LEWANDOWSKI	13.7 M
03		MANUEL NEUER	10.5 M
04		MARIO GÖTZE	8.7 M
05		MARCO REUS	7.0 M
06		THOMAS MÜLLER	6.3 M
07		JÉRÔME BOATENG	6.0 M
08		THIAGO	4.5 M
09		DAVID ALABA	4.5 M
10		FRANCK RIBÉRY	3.8 M
11		MATS HUMMELS	2.5 M
12		JOSHUA KIMMICH	2.0 M
13		RENATO SANCHES	1.9 M
14		ACHRAF HAKIMI	1.8 M
15		KEVIN TRAPP	1.8 M
16		JAVI MARTÍNEZ	1.7 M
17		BENJAMIN PAVARD	1.6 M
18		PACO ALCÁCER	1.5 M
19		SHINJI KAGAWA	1.4 M
20		RAFINHA	1.2 M

*[from September 15, 2018 to October 15, 2018]

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NEW

IQUII SPORT

PLAYERS



BUNDESLIGA

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

*[from September 15, 2018 to October 15, 2018]

RK	CLUBS	PLAYERS	
01		JAMES RODRÍGUEZ	90.8 M [TOTAL FANS]
02		ROBERT LEWANDOWSKI	24.1 M
03		MANUEL NEUER	23.7 M
04		MARIO GÖTZE	23.3 M
05		MARCO REUS	23.2 M
06		THOMAS MÜLLER	19.8 M
07		JÉRÔME BOATENG	12.3 M
08		THIAGO	11.3 M
09		DAVID ALABA	9.8 M
10		MATS HUMMELS	8.8 M
11		SHINJI KAGAWA	5.9 M
12		FRANCK RIBÉRY	5.4 M
13		JAVI MARTÍNEZ	5.1 M
14		NURI SAHIN	4.9 M
15		MARCO FABIÁN	4.9 M
16		MARIO GÓMEZ	3.9 M
17		RAFINHA	3.5 M
18		HOLGER BADSTUBER	3.1 M
19		JAKUB BLASZCZYKOWSKI	3.1 M
20		RENATO SANCHES	2.7 M

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NEW

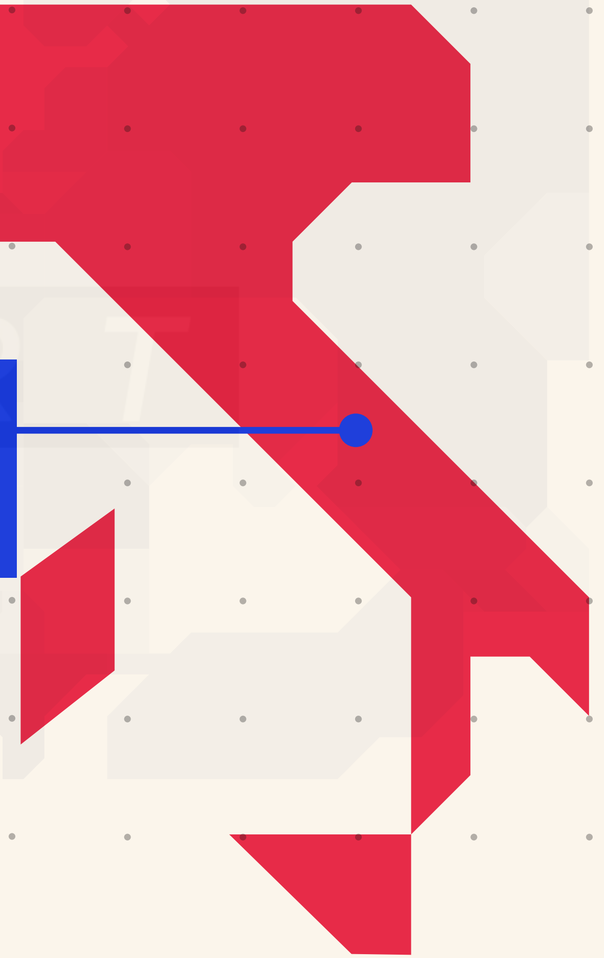
IQUII SPORT

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



SERIE A TIM

ITALY



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NEW

IQUII SPORT

PLAYERS Facebook



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

RK	CLUBS	PLAYERS	0 • 41.0 M • 82.0 M • 123.0 M •
01		CRISTIANO RONALDO	122.6 M
02		SAMI KHEDIRA	6.7 M
03		STEPHAN EL SHAARAWY	5.6 M
04		JUAN CUADRADO	4.9 M
05		PAULO DYBALA	3.4 M
06		KEVIN-PRINCE BOATENG	3.3 M
07		GIORGIO CHIELLINI	2.7 M
08		WOJCIECH SZCZESNY	2.6 M
09		BLAISE MATUIDI	2.1 M
10		EDIN DZEKO	2.0 M
11		PEPE REINA	2.0 M
12		JAVIER PASTORE	1.9 M
13		LEONARDO BONUCCI	1.8 M
14		JOEL CAMPBELL	1.5 M
15		GERVINHO	1.4 M
16		ALEN HALILOVIC	1.4 M
17		HAKAN CALHANOGLU	1.2 M
18		RICCARDO MONTOLIVO	1.1 M
19		ARKADIUSZ MILIK	1.1 M
20		ALESSANDRO FLORENZI	997.6 K

*[from September 15, 2018 to October 15, 2018]

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NEW

IQUII SPORT

PLAYERS Twitter



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

RK	CLUBS	PLAYERS	0 • 25.0 M • 50.0 M • 75.0 M •
01		CRISTIANO RONALDO	75.4 M
02		GONZALO HIGUAÍN	6.9 M
03		JUAN CUADRADO	3.8 M
04		DAVID OSPINA	3.3 M
05		BLAISE MATUIDI	2.7 M
06		GIORGIO CHIELLINI	2.4 M
07		LUCAS LEIVA	1.9 M
08		KEVIN-PRINCE BOATENG	1.6 M
09		LEONARDO BONUCCI	1.6 M
10		EDIN DZEKO	1.5 M
11		FAOUZI GHOULAM	1.5 M
12		STEPHAN EL SHAARAWY	1.5 M
13		PAULO DYBALA	1.5 M
14		MAURO ICARDI	1.3 M
15		PEPE REINA	1.3 M
16		FELIPE CAICEDO	1.1 M
17		JAVIER PASTORE	1.1 M
18		MARIO MANDZUKIC	1.0 M
19		RICCARDO MONTOLIVO	925.1 K
20		ANDREA BARZAGLI	901.2 K

*[from September 15, 2018 to October 15, 2018]

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NEW

IQUII SPORT

PLAYERS Instagram



TOP20

SERIE A TIM

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

RK	CLUBS	PLAYERS	0 • 48.0 M • 96.0 M • 144.0 M •
01		CRISTIANO RONALDO	143.4 M
02		PAULO DYBALA	22.4 M
03		JUAN CUADRADO	6.7 M
04		SAMI KHEDIRA	5.0 M
05		DOUGLAS COSTA	4.9 M
06		BLAISE MATUIDI	4.3 M
07		MAURO ICARDI	3.9 M
08		STEPHAN EL SHAARAWY	3.7 M
09		MARIO MANDZUKIC	3.7 M
10		DAVID OSPINA	3.6 M
11		LEONARDO BONUCCI	3.1 M
12		GONZALO HIGUAÍN	3.0 M
13		MIRALEM PJANIC	2.9 M
14		GIORGIO CHIELLINI	2.8 M
15		MEDHI BENATIA	2.7 M
16		EMRE CAN	2.3 M
17		HAKAN CALHANOGLU	1.9 M
18		KEVIN-PRINCE BOATENG	1.9 M
19		ALEJANDRO GÓMEZ	1.8 M
20		WOJCIECH SZCZESNY	1.8 M

*[from September 15, 2018 to October 15, 2018]

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NEW

IQUII SPORT

PLAYERS



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

*[from September 15, 2018 to October 15, 2018]

RK	CLUBS	PLAYERS	0 • 48.0 M • 96.0 M • 144.0 M •
01		CRISTIANO RONALDO	341.4 M [TOTAL FANS]
02		PAULO DYBALA	27.3 M
03		JUAN CUADRADO	15.5 M
04		SAMI KHEDIRA	12.0 M
05		STEPHAN EL SHAARAWY	10.8 M
06		GONZALO HIGUAÍN	9.9 M
07		BLAISE MATUIDI	9.1 M
08		GIORGIO CHIELLINI	8.0 M
09		DAVID OSPINA	7.6 M
10		KEVIN-PRINCE BOATENG	6.8 M
11		LEONARDO BONUCCI	6.4 M
12		DOUGLAS COSTA	6.1 M
13		MAURO ICARDI	5.8 M
14		WOJCIECH SZCZESNY	5.2 M
15		EDIN DZEKO	4.9 M
16		MARIO MANDZUKIC	4.8 M
17		MEDHI BENATIA	4.4 M
18		MIRALEM PJANIC	4.3 M
19		JAVIER PASTORE	3.9 M
20		PEPE REINA	3.4 M

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The European Football Club

(R)evolution



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12th Edition

Keep following us to discover it!

11th Edition - October 2018

NEW ENTRY

TOP 20 1.Bundesliga Players
TOP 20 Serie A Players

10th Edition - September 2018

NEW ENTRY

TOP 20 Premier League Players
TOP 20 Ligue 1 Players

9th Edition - June 2018

NEW ENTRY

Players grown up

8th Edition - May 2018

NEW ENTRY

Segunda Liga

7th Edition - April 2018

NEW ENTRY

Twitter Global
Primeira Liga

6th Edition - March 2018

NEW ENTRY

YouTube data

5th Edition - February 2018

NEW ENTRY

Transfer window effect on social media
Dugout data

4th Edition - December 2017

NEW ENTRY

Social Media growth

3rd Edition - November 2017

NEW ENTRY

TOP 20 European Players

2nd Edition - October 2017

NEW ENTRY

Second Divisions of the main 5 European Leagues

1st Edition - September 2017

First Divisions of the main 5 European Leagues

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Version **11.0**

V. 11.0 - 18.10.18
[first release]

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The collection of the data has been carried out on October 15, 2018. The report update will be done on a monthly basis.

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