

THE EUROPEAN FOOTBALL CLUB REPORT

A data-driven digital analysis focused on football







We are **Digital Enablers**

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

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

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

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





Summary

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



SPORT MARKETING & FAN ENGAGEMENT

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



INNOVATION TECHNOLOGY & SPORT PLATFORMS

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



DATA MONETIZATION

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



INSIGHTS & REPORTS

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





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

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

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

OUR CLIENTS





































Fanize

IQUII SPORT

ENGAGE FANS MONETIZE THEM

CONTACT US

OR GO TO FANIZE.IT



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



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



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

WHO CHOSE US



FIR - FEDERAZIONE ITALIANA RUGBY



FROSINONE CALCIO













OUR HUB YOUR STRATEGY

CONTACT US

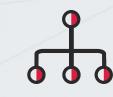
OR GO TO **SPORTXP.NET**



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



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



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

WHO CHOSE US



FROSINONE CALCIO



VENEZIA FC



SKI WORLD CUP FINALS CORTINA 2020











WE ASSIST YOU SCORE

CONTACT US

OR GO TO PLAYERXP.IT



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



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



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

WHO CHOSE US



GIANLUIGI BUFFON



GIORGIO CHIELLINI



LORENZO INSIGNE



Countries included in the clubs' analysis

EUROPE

ENGLAND

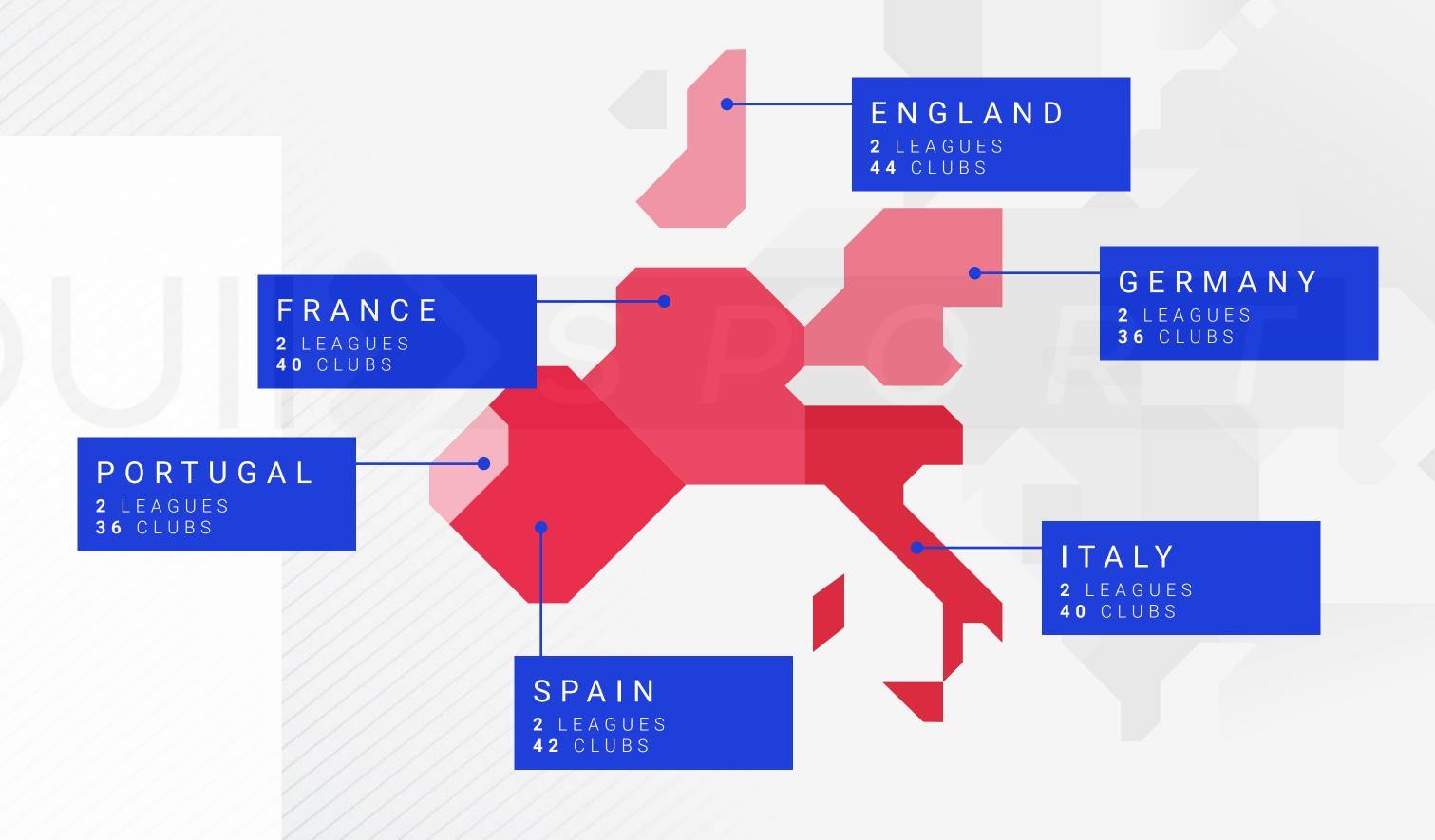
FRANCE

GERMANY

ITALY

PORTUGAL

SPAIN



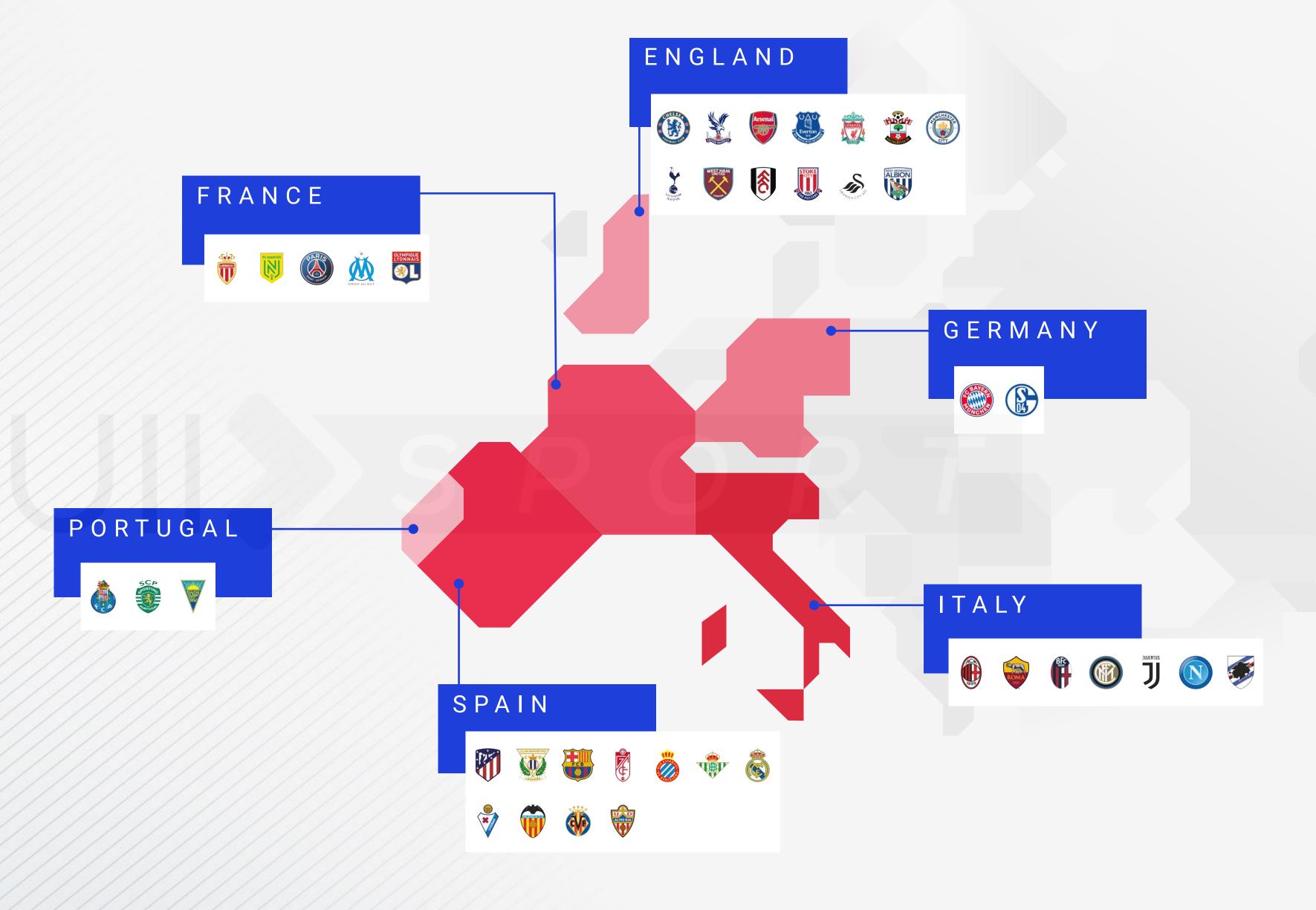




EUROPE Dugout



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







EUROPE SnapShot / General



COUNTRIES

238

CLUBS

37

BRANDS

1.5 B + 1.07%*

FANS

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

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

Total Tech Brands on jerseys analyzed in Premier League, Ligue 1, 1.Bundesliga, Serie A, Primeira Liga, LaLiga, Championship, Ligue Liga, and LaLiga2.

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

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



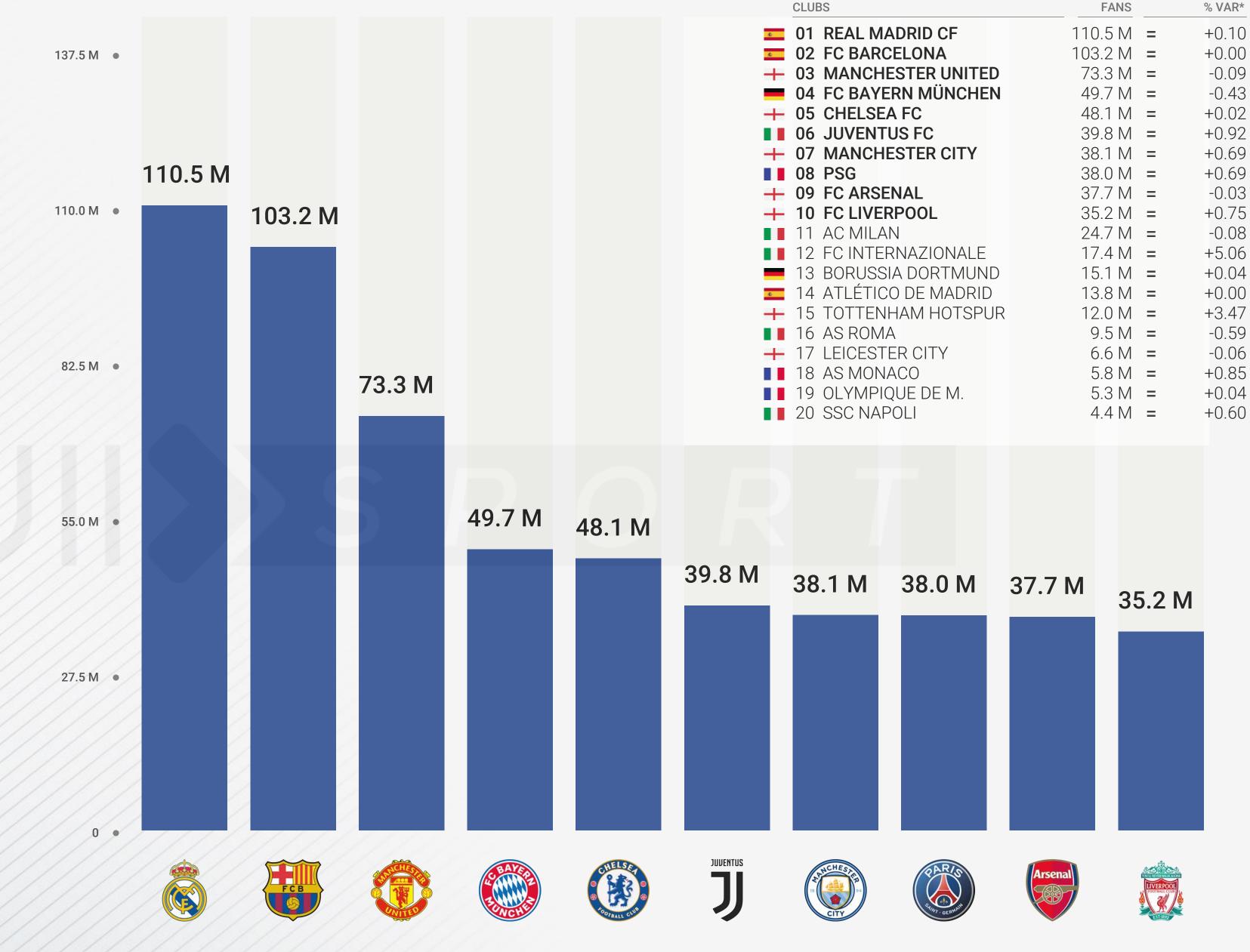


EUROPE Facebook

TOTAL FANBASE

783.6 M

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







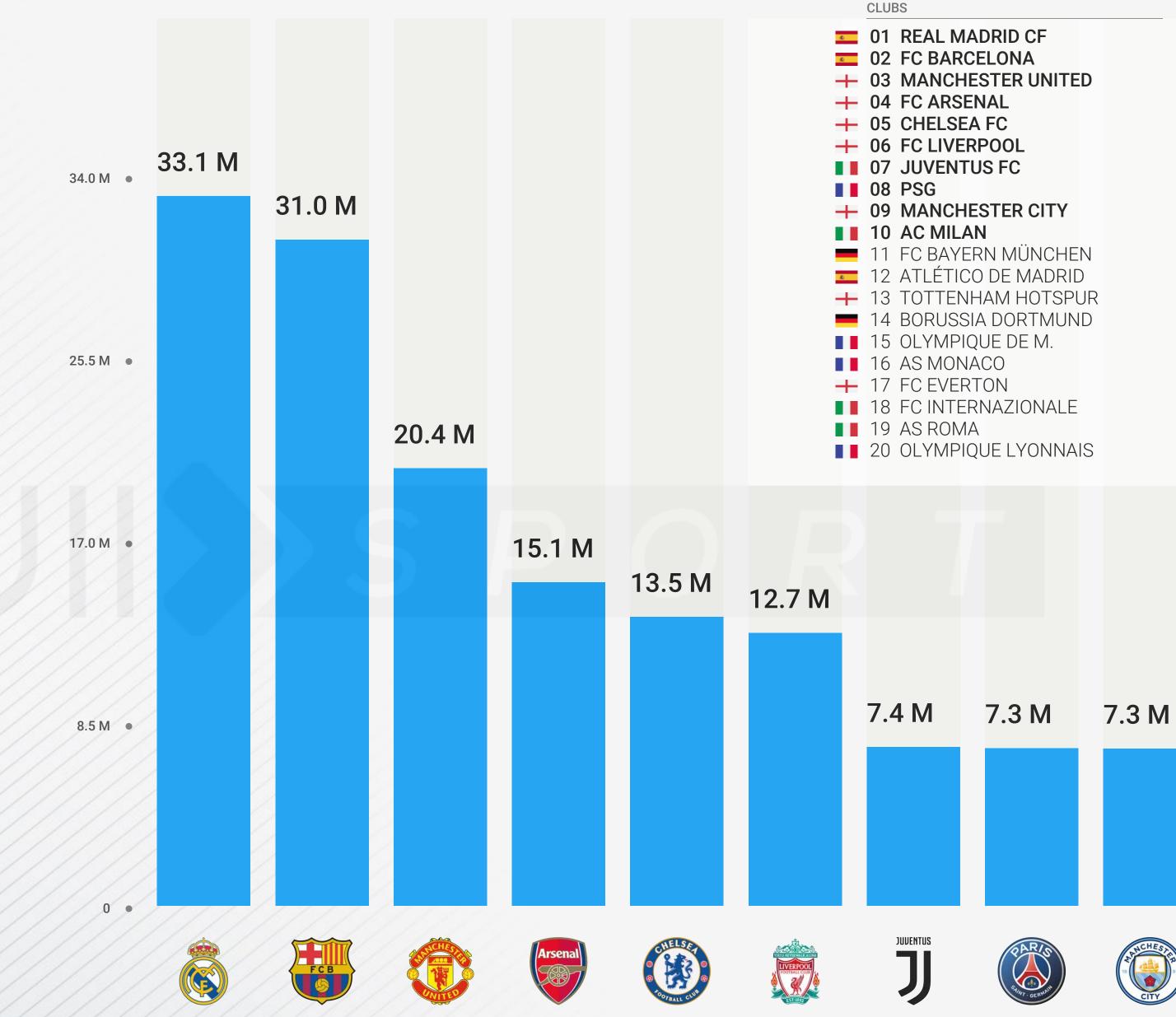
EUROPE Twitter

TOTAL FANBASE

241.3 M



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









7.1 M

FANS

33.1 M =

31.0 M =

20.4 M =

15.1 M =

13.5 M =

12.7 M =

 $7.4 \, \text{M} =$

7.3 M =

7.3 M =

7.1 M =

4.7 M =

4.5 M = 3.8 M =

 $3.4 \, M =$

3.2 M =

2.1 M =

1.9 M =

1.9 M =

1.8 M =

1.7 M =

% VAR*

+0.43

+0.86

+1.15

+1.06

+1.14 +2.10

+2.08

+1.36

+1.25

+0.51

+0.48

+0.59

+1.98

+0.58

+0.65

+0.22

+0.88

+4.38

+0.65

+0.70

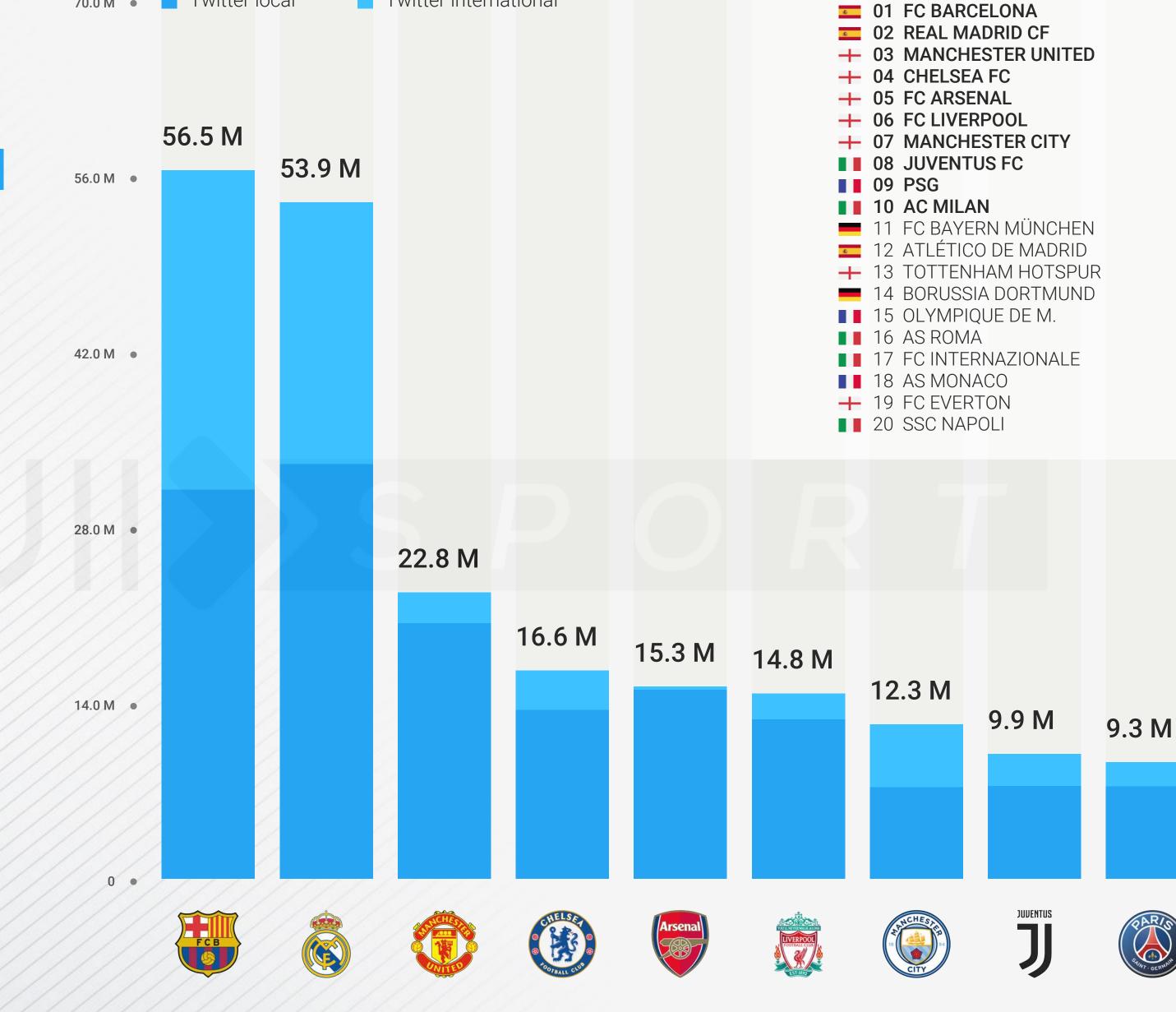
EUROPE Twitter global

TOTAL FANBASE

310.8 M



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



Twitter international



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

Twitter local

CLUBS

7.2 M

FANS

56.5 M =

53.9 M =

22.8 M =

16.6 M =

15.3 M =

14.8 M =

12.3 M =

9.9 M =

9.3 M = 7.2 M =

6.9 M =

5.1 M =

4.0 M =

3.6 M =

 $3.4 \, M =$

2.8 M =

 $2.4 \, M =$

2.3 M =

1.9 M =

1.8 M =

% VAR*

+0.99

+0.46

+1.11

+0.97

+1.06

+2.46

+1.07

+2.30

+1.45

+0.54

+0.85

+0.70

+2.03

+1.39

+0.80

+1.97

+4.51

+0.27

+0.88

+1.80

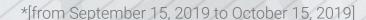
EUROPE Instagram

TOTAL FANBASE 415.6 M

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







EUROPE YouTube

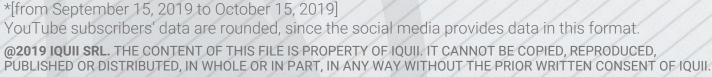
TOTAL FANBASE 37.0 M

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



CLUBS



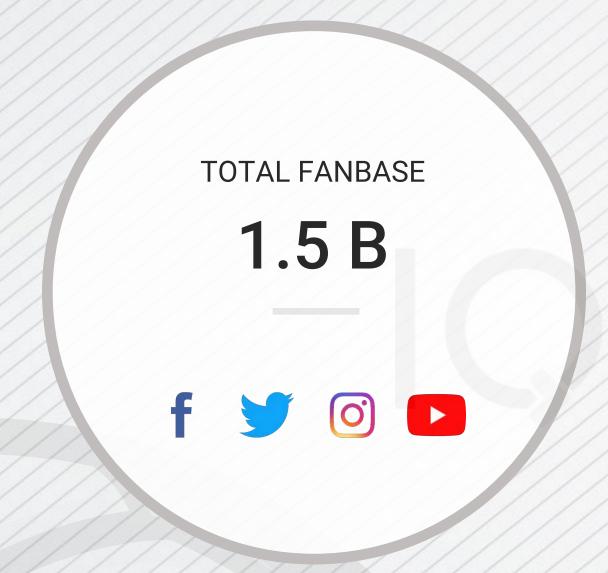


FANS

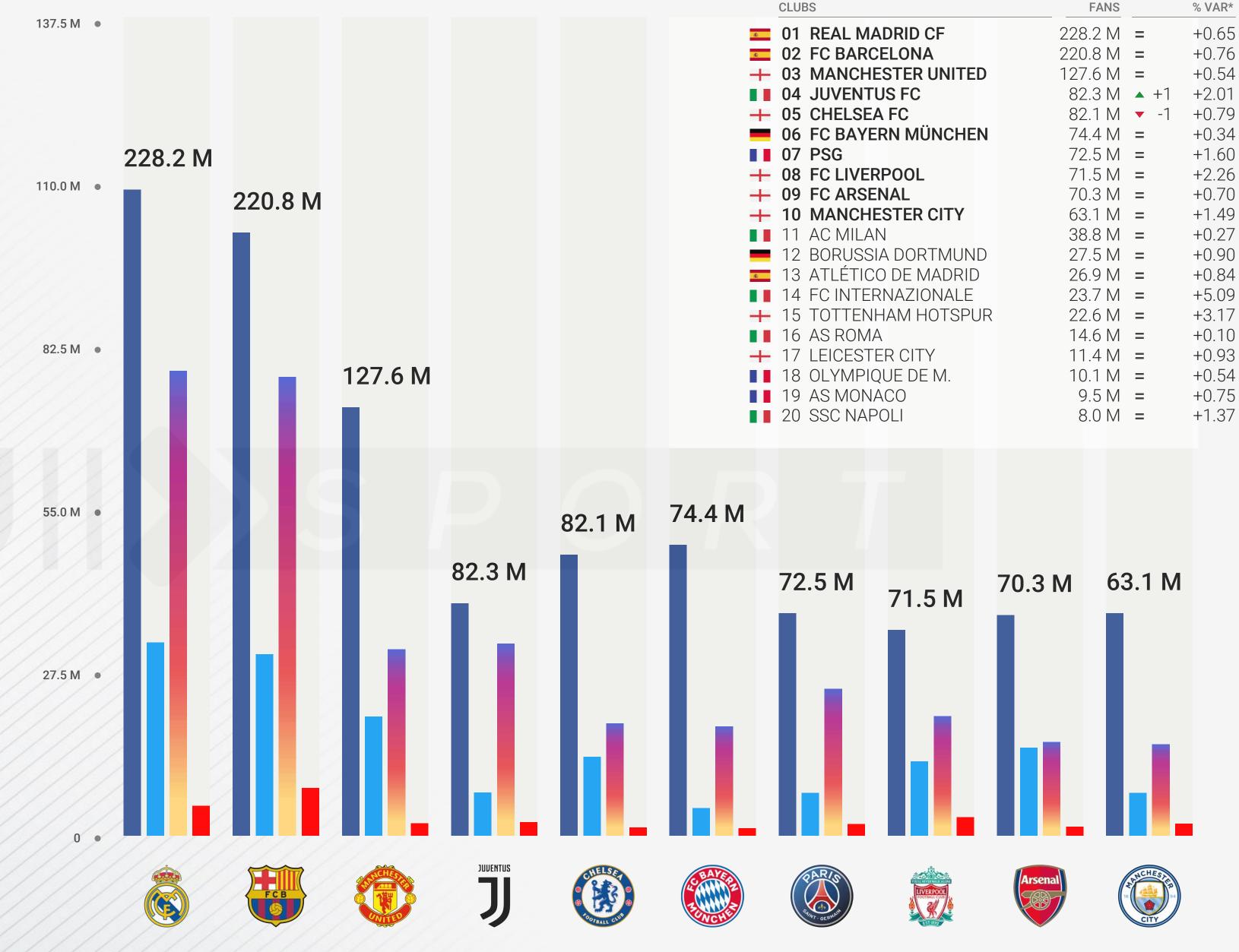
% VAR*



EUROPE Social



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





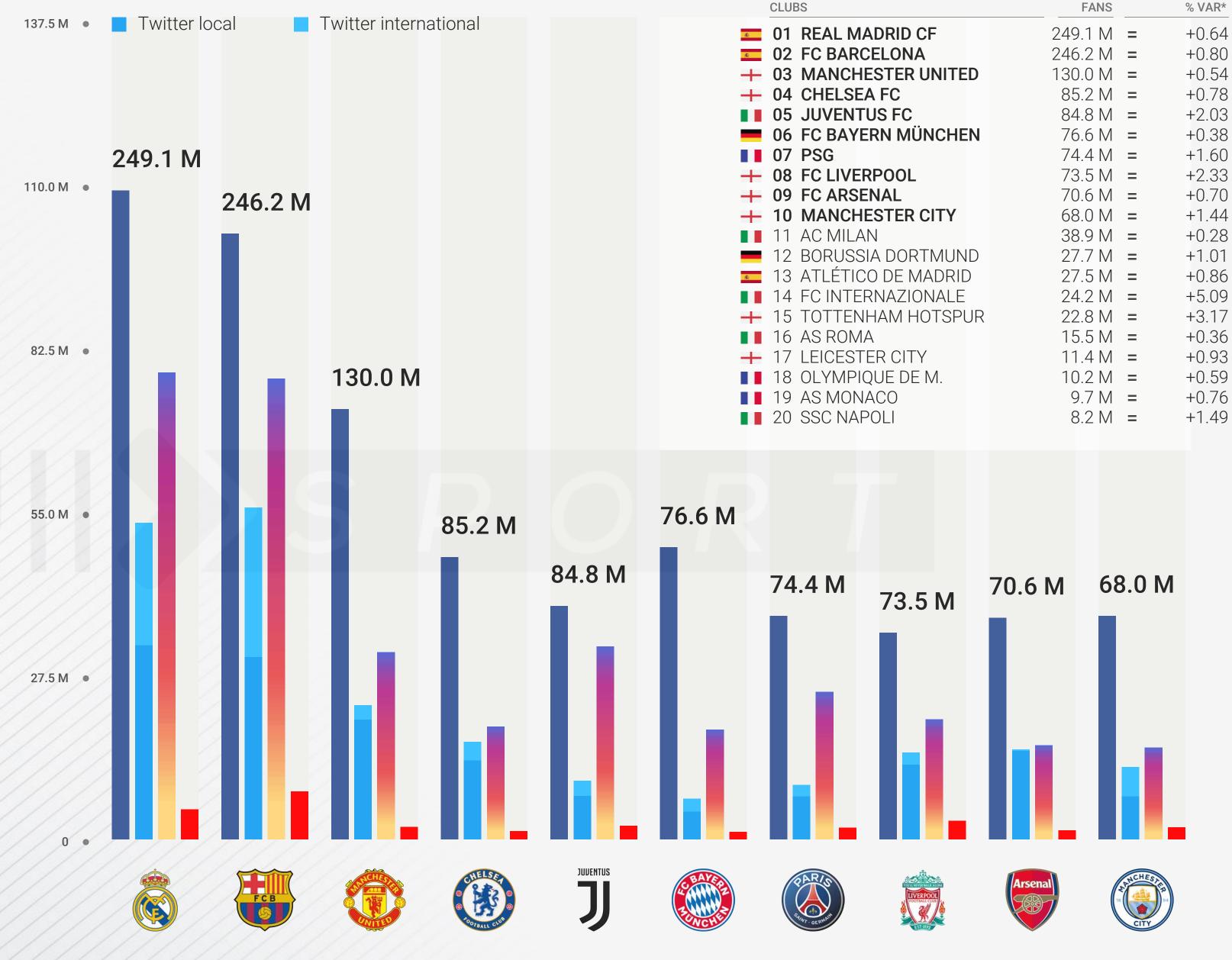


EUROPE Social

(Twitter global)



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







EUROPE Clubs

CLUBS 20

COUNTRIES

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, 2019 to October 15, 2019]

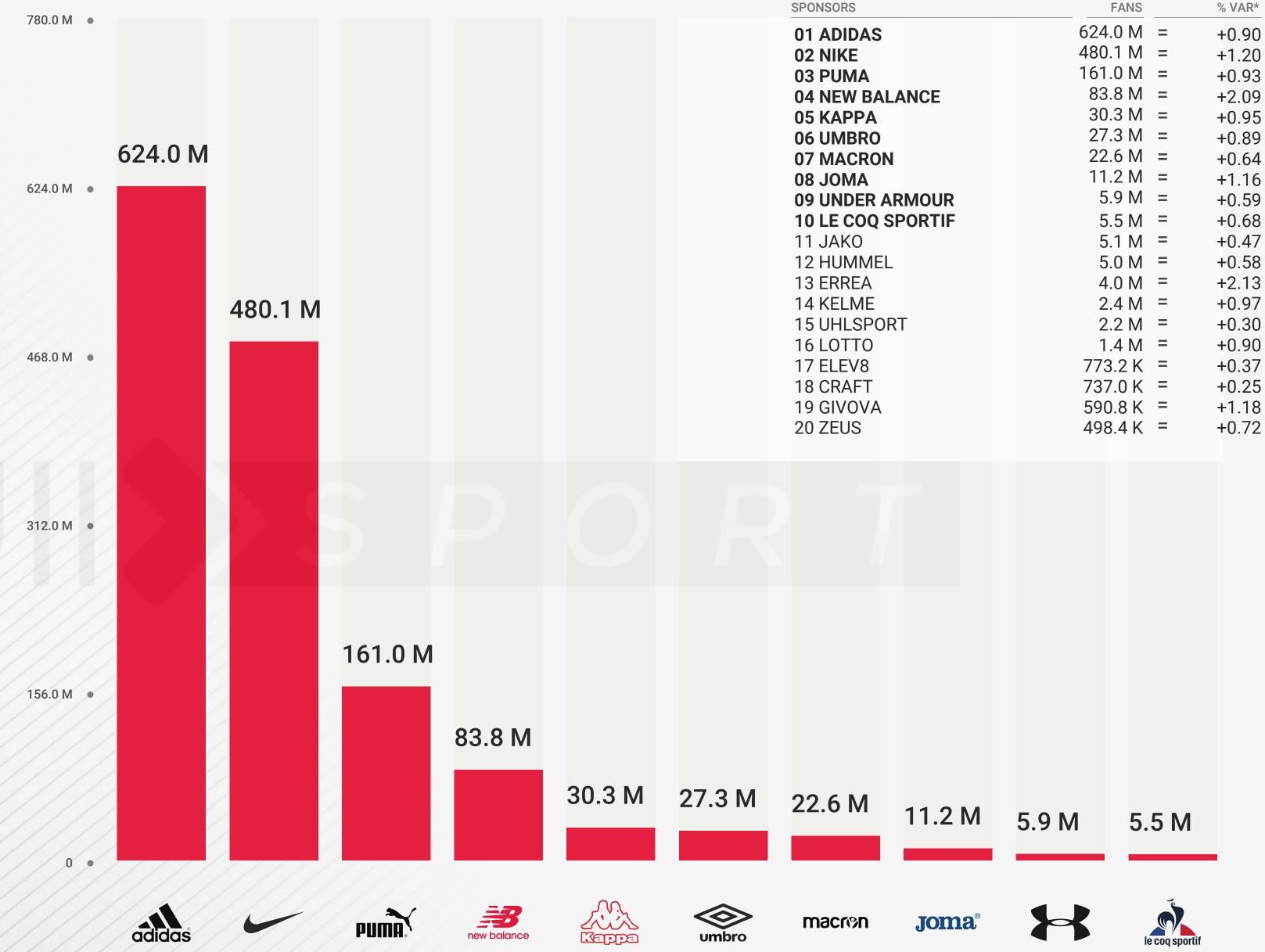


EUROPE Social Brands

TOTAL FANBASE 1.5 B 0 •

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

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







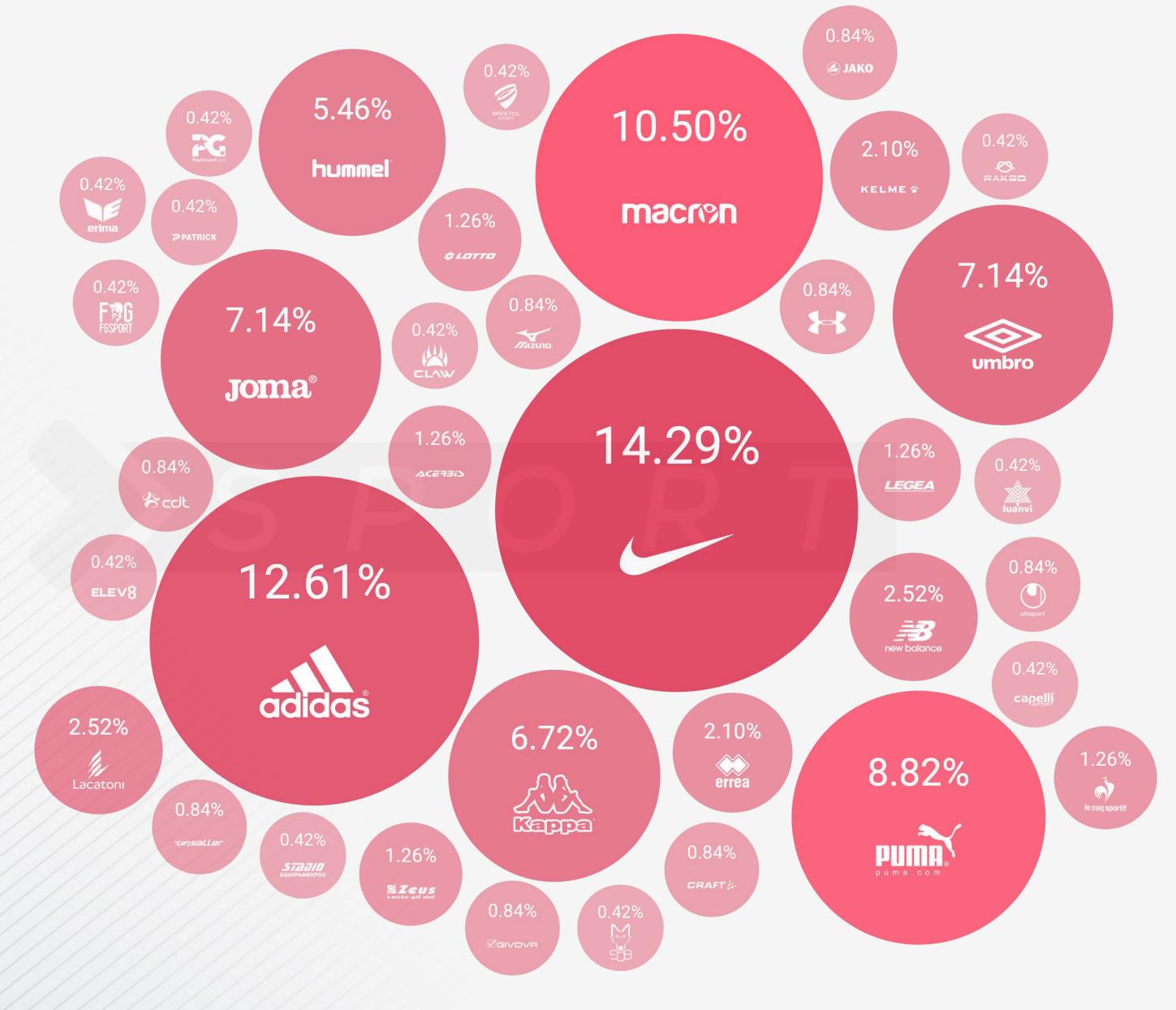
EUROPE Tech Brands

CLUBS 238

Tech Brands

37

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

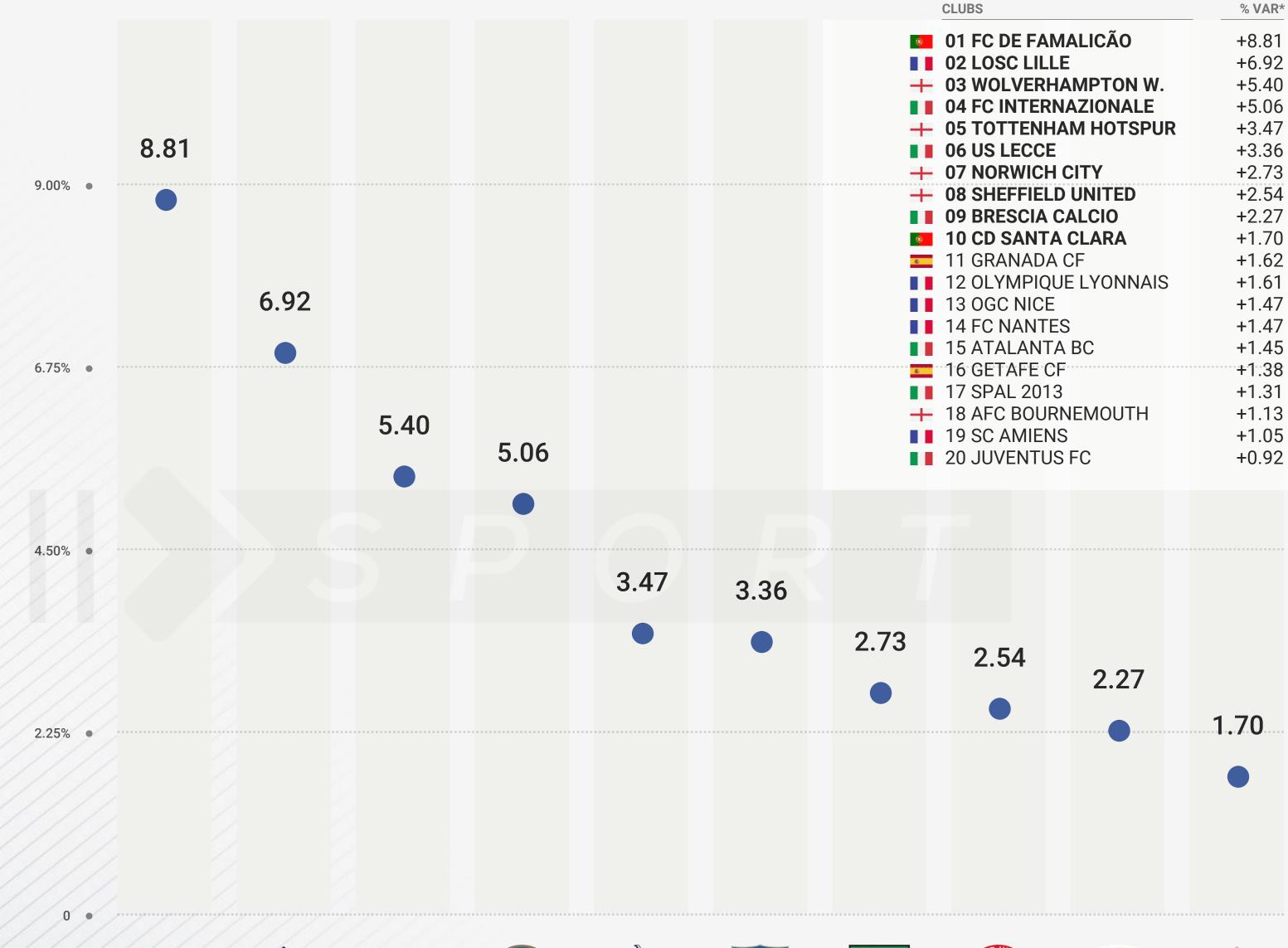






EUROPE 1 Facebook

























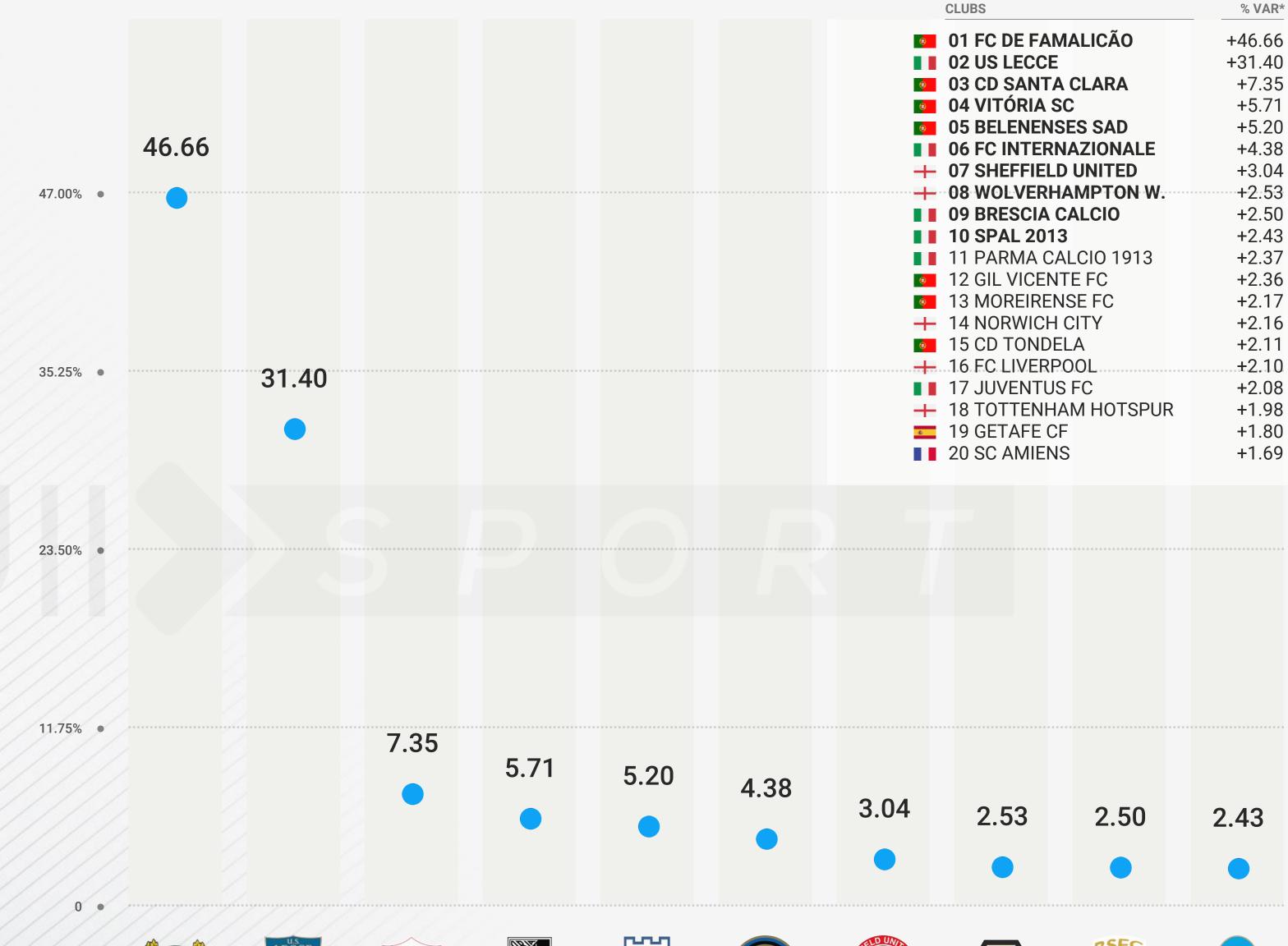






EUROPE 1 Twitter

























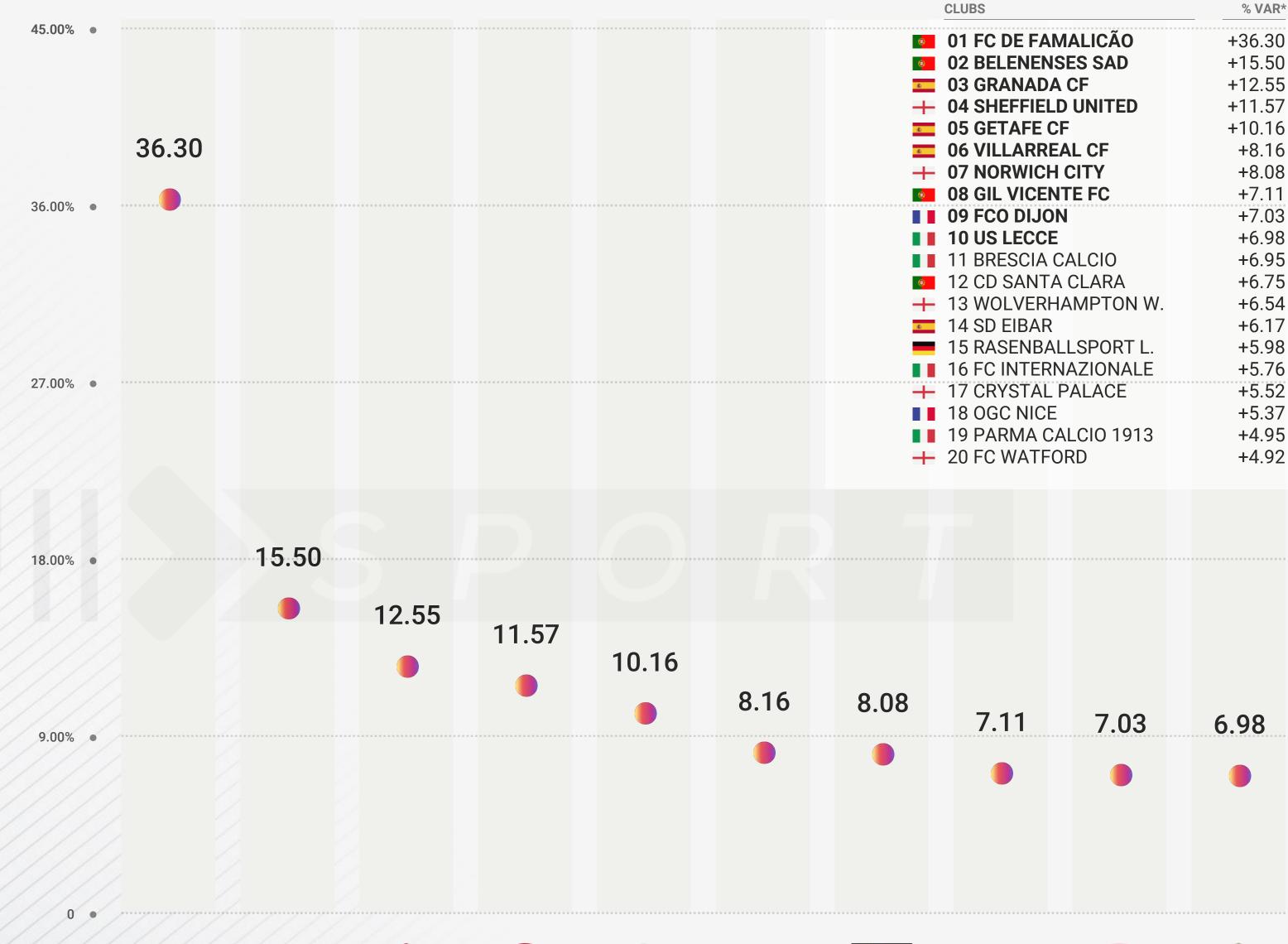






EUROPE 1 Instagram



















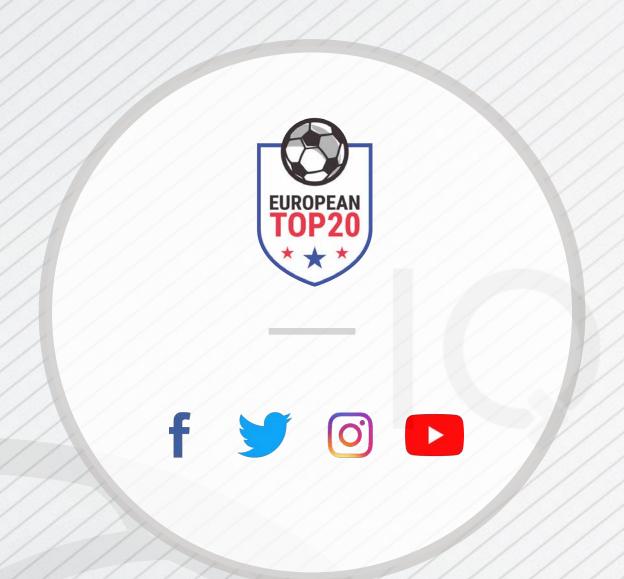


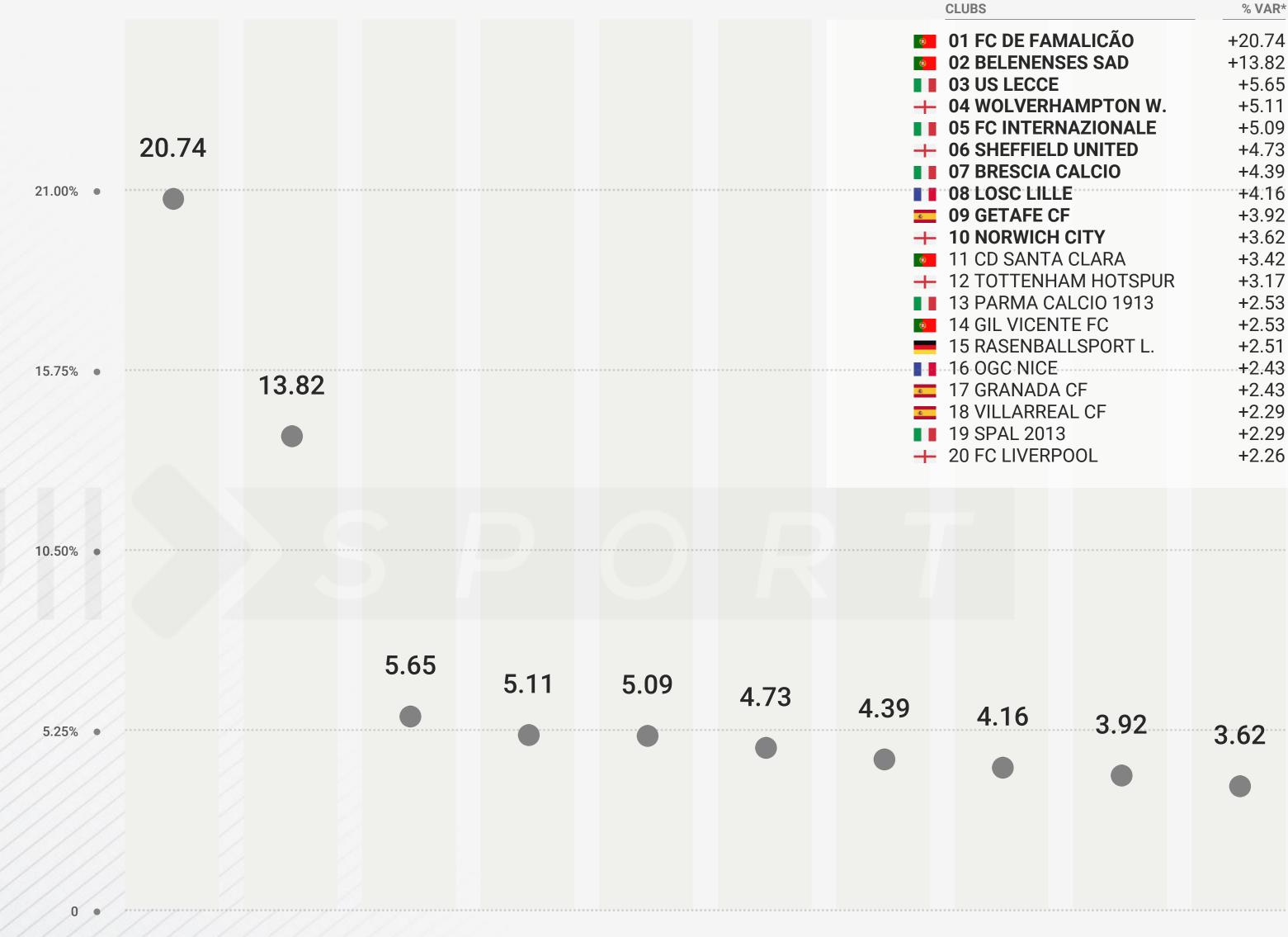






EUROPE 1 Social

























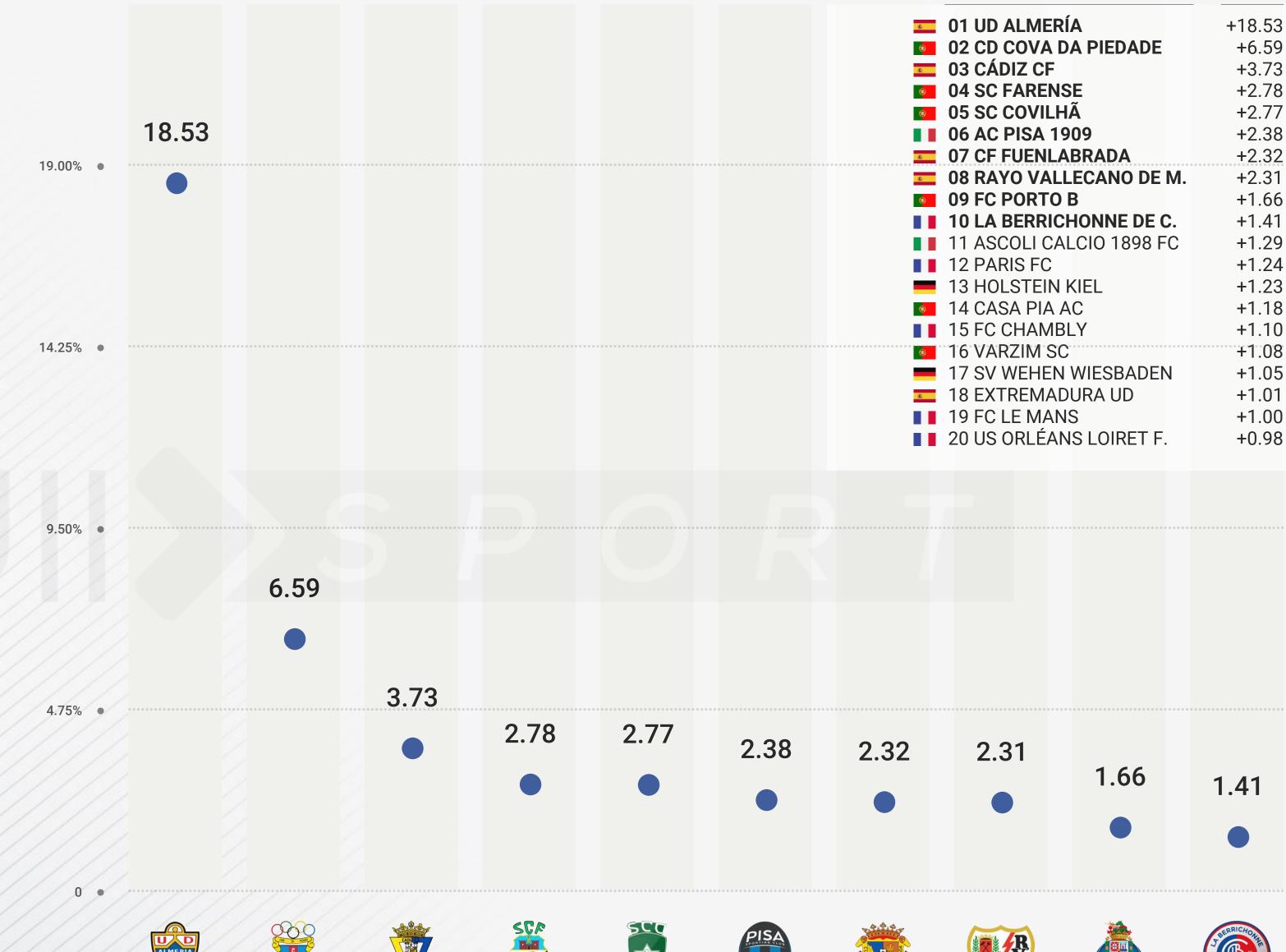




EUROPE 2 Facebook



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

















CLUBS





% VAR*





EUROPE 2 Twitter



























EUROPE 2 Instagram



















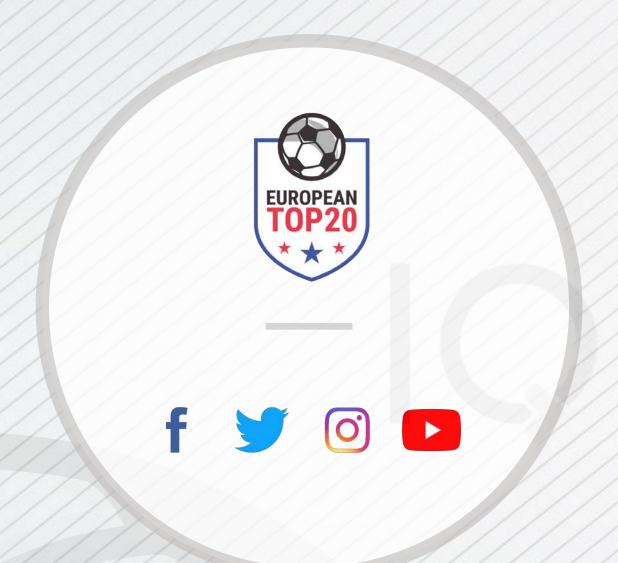








EUROPE 2 Social





























Football Leagues included in this overview

FIRST DIVISION

20 CLUBS

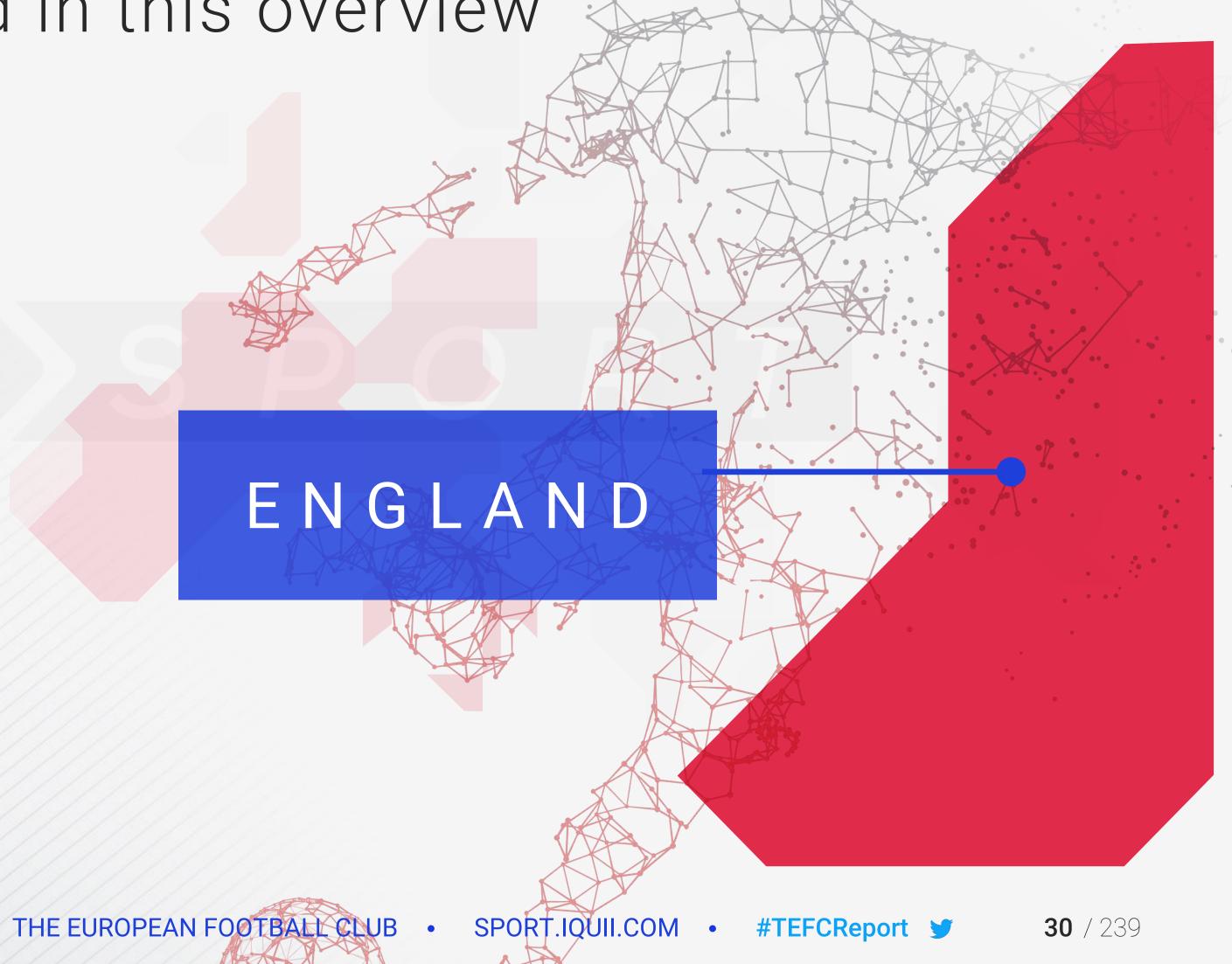


SECOND DIVISION

24 CLUBS



CHAMPIONSHIP









- ENGLAND SnapShot / General

LEAGUES

44

CLUBS

13

BRANDS

510.3 M

+ 1.14%*

FANS

Total Leagues analyzed: Premier League and Championship.

Total Premier League and Championship football clubs analyzed.

Total Premier League and Championship Tech Brands on jerseys analyzed.

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



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



- ENGLAND SnapShot / First Division



20 CLUBS

BRANDS

486.7 M + 1.17%* FANS

Total Premier League football clubs analyzed.

Total Premier League Tech Brands on jerseys analyzed.

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





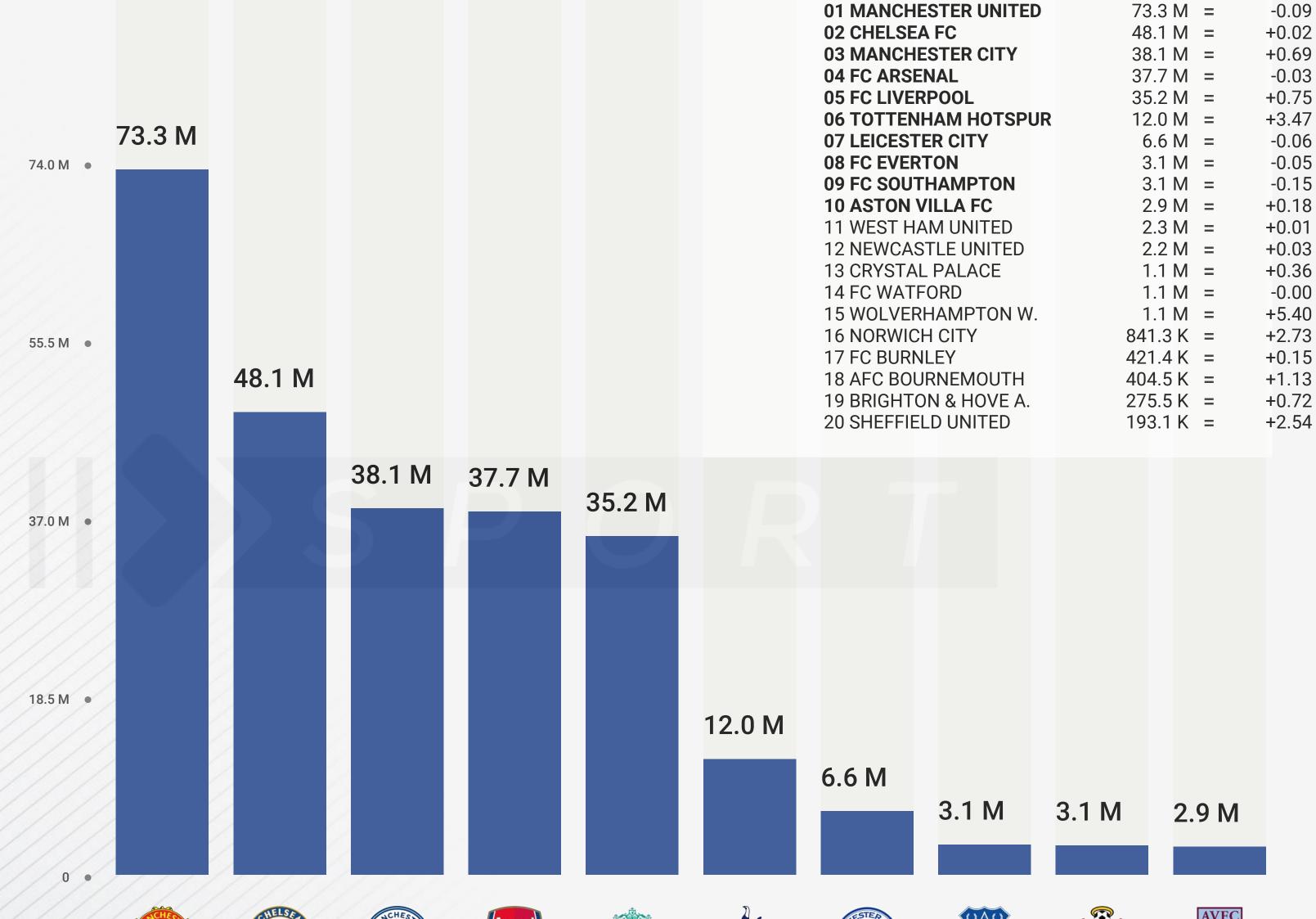


TOTAL FANBASE

270.1 M



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

















CLUBS







FANS

% VAR*









85.6 M



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











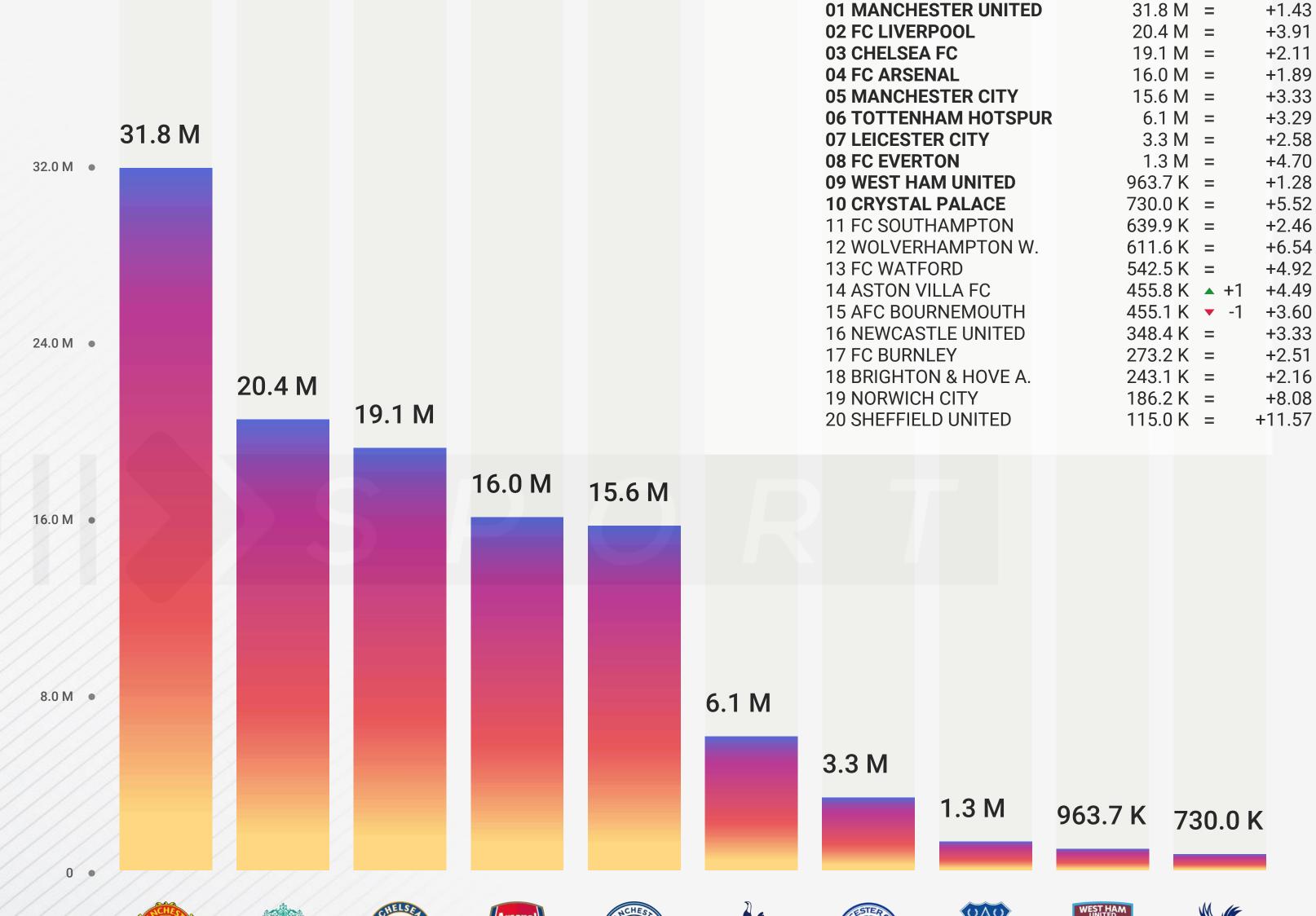
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TOTAL FANBASE

119.2 M



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

















CLUBS







FANS

% VAR*







TOTAL FANBASE 11.9 M **Premier**

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















CLUBS









FANS

% VAR*





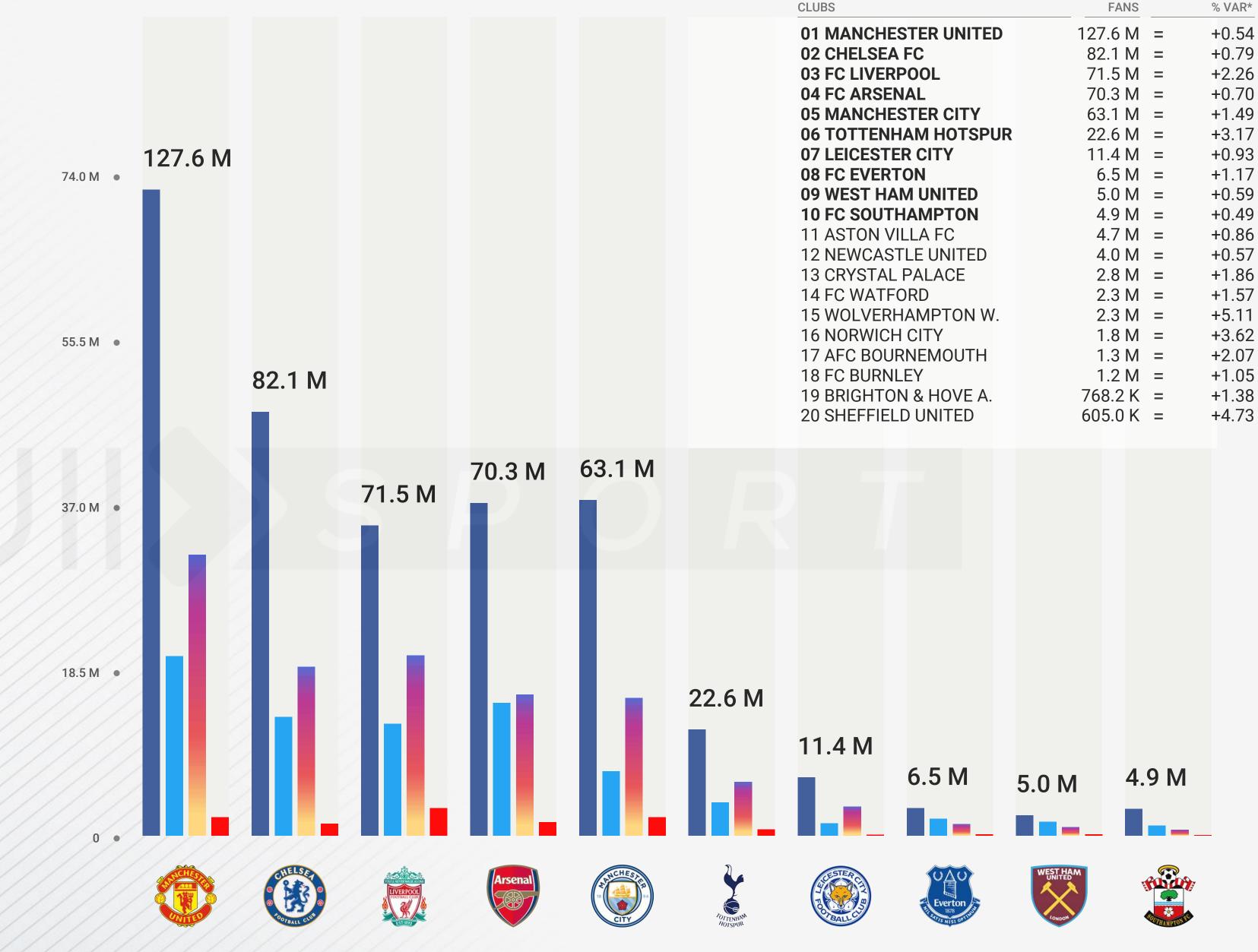




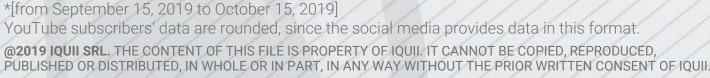
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Ranking of the most followed Premier League football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.











0

TOTAL FANBASE

486.7 M



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

SPONSORS FANS % VAR* 267.5 M 214.6 M = 01 ADIDAS +0.68 105.4 M = 02 NIKE +1.30 71.5 M = **03 NEW BALANCE** +2.26 69.9 M = 04 PUMA +1.46 14.0 M = 05 UMBRO +1.04 4.9 M = +0.49 **06 UNDER ARMOUR** 214.6 M 4.7 M = 07 KAPPA +0.86 1.8 M = **08 ERREA** +3.62 214.0 M 160.5 M • 105.4 M 107.0 M • 71.5 M 69.9 M 53.5 M • 14.0 M 4.9 M 4.7 M 1.8 M







CLUBS

20

Tech Brands

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



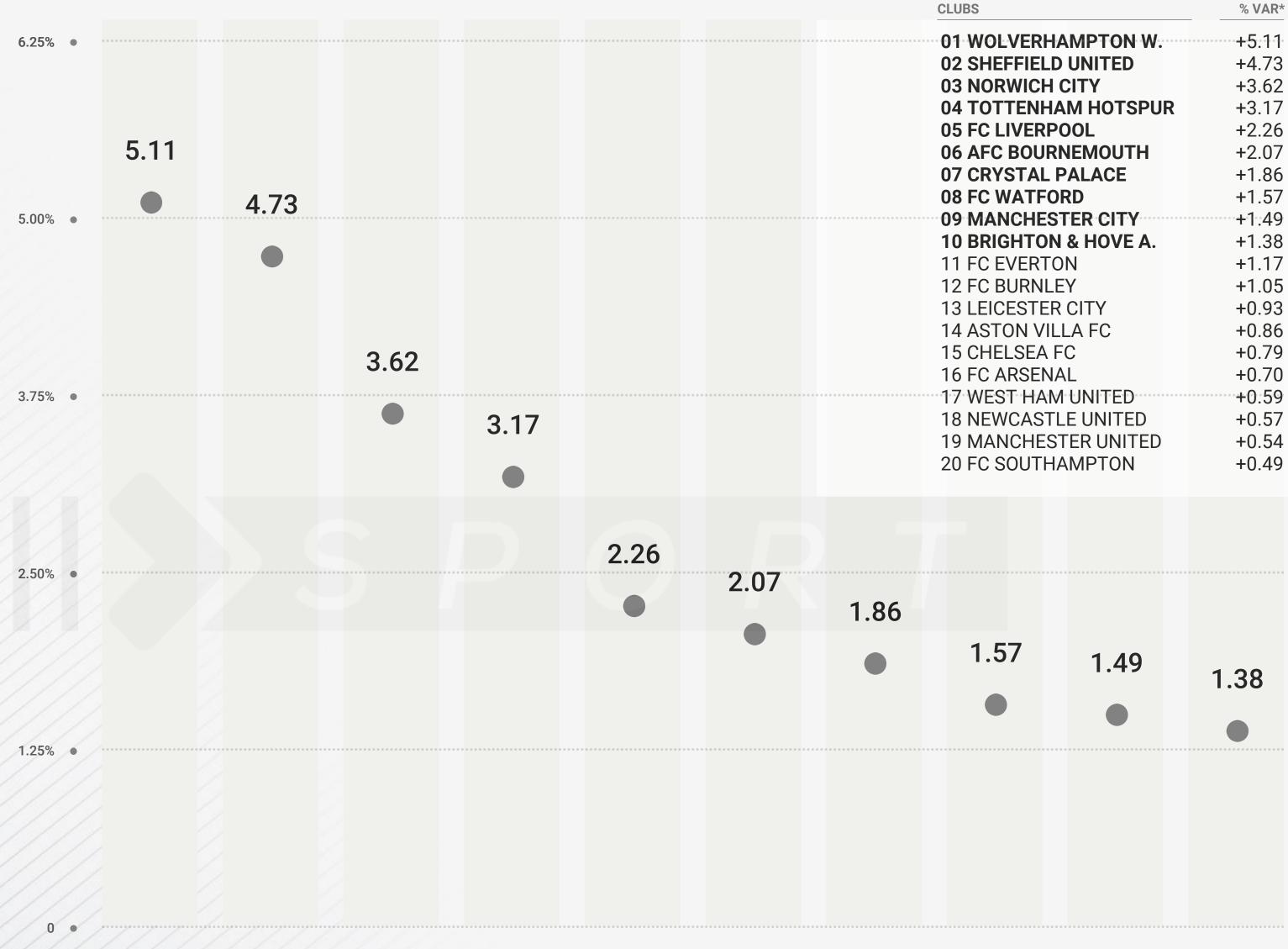








Ranking of the most grown up Premier League football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



























- ENGLAND SnapShot / Second Division



24 CLUBS

BRANDS

23.6 M + 0.51%* FANS

Total Championship football clubs analyzed.

Total Championship Tech Brands on jerseys analyzed.

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

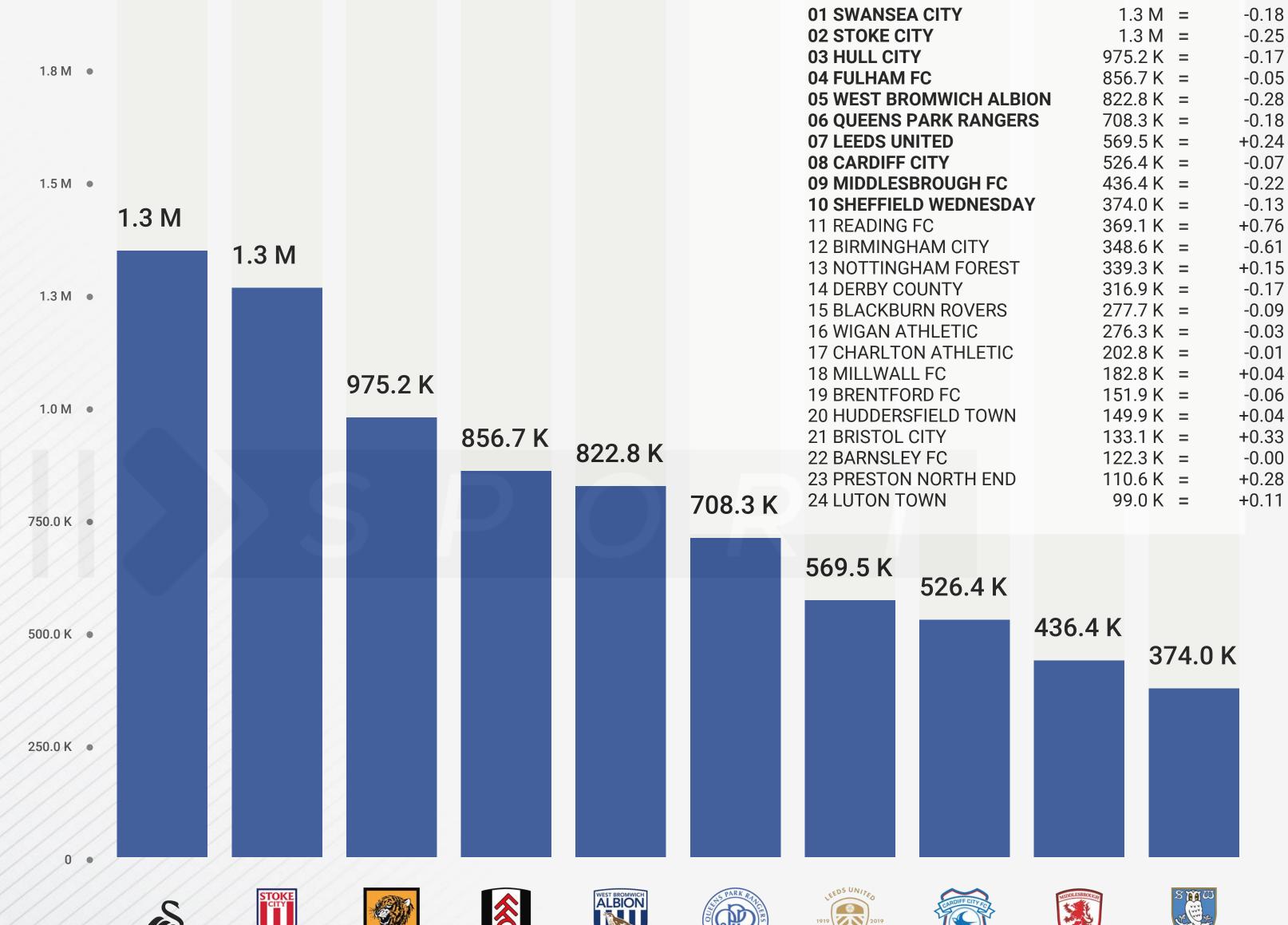








Ranking of the most followed Championship football clubs on Facebook.





















FANS

% VAR*



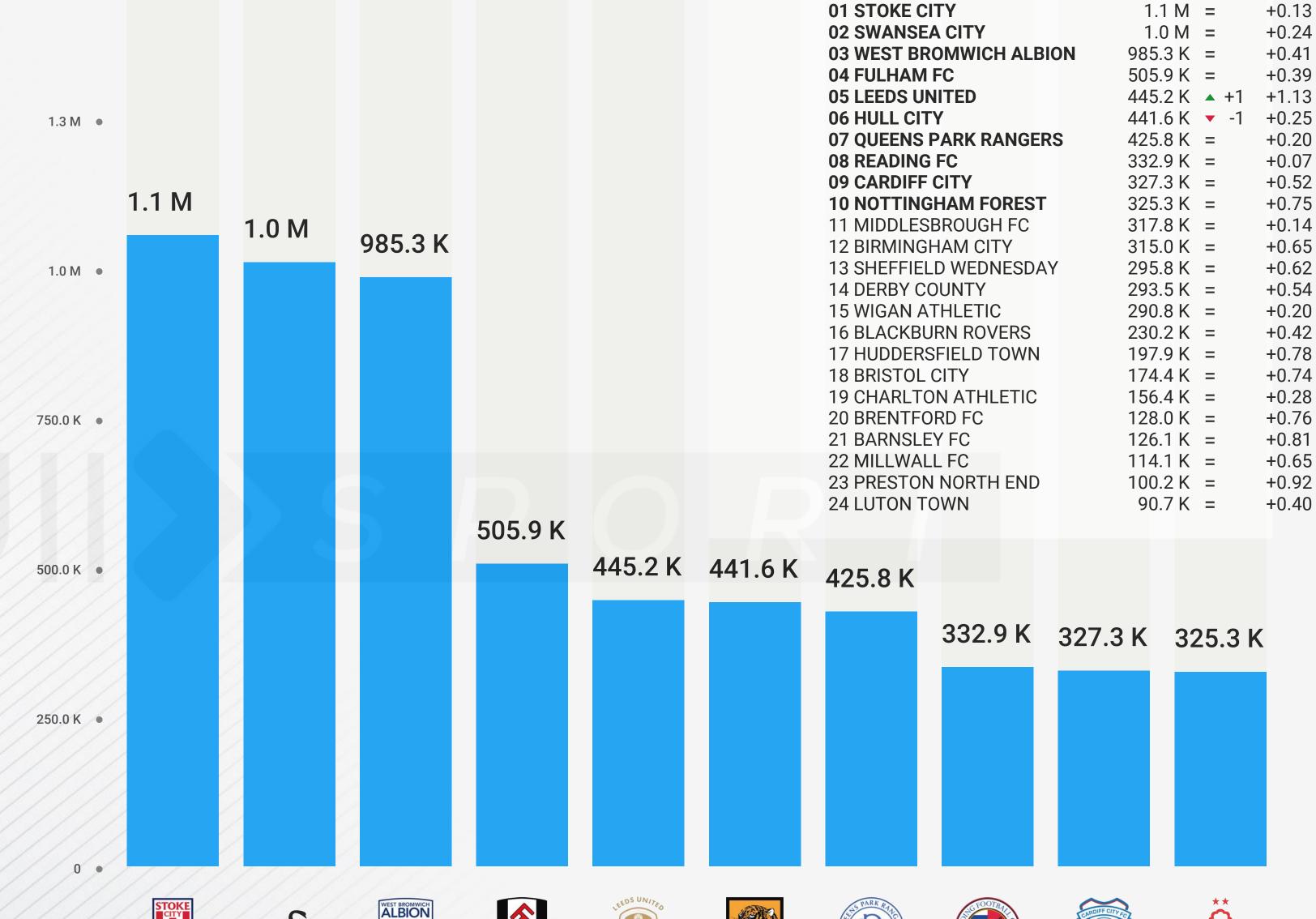
CLUBS







Ranking of the most followed Championship football clubs on Twitter.













CLUBS







FANS

% VAR*

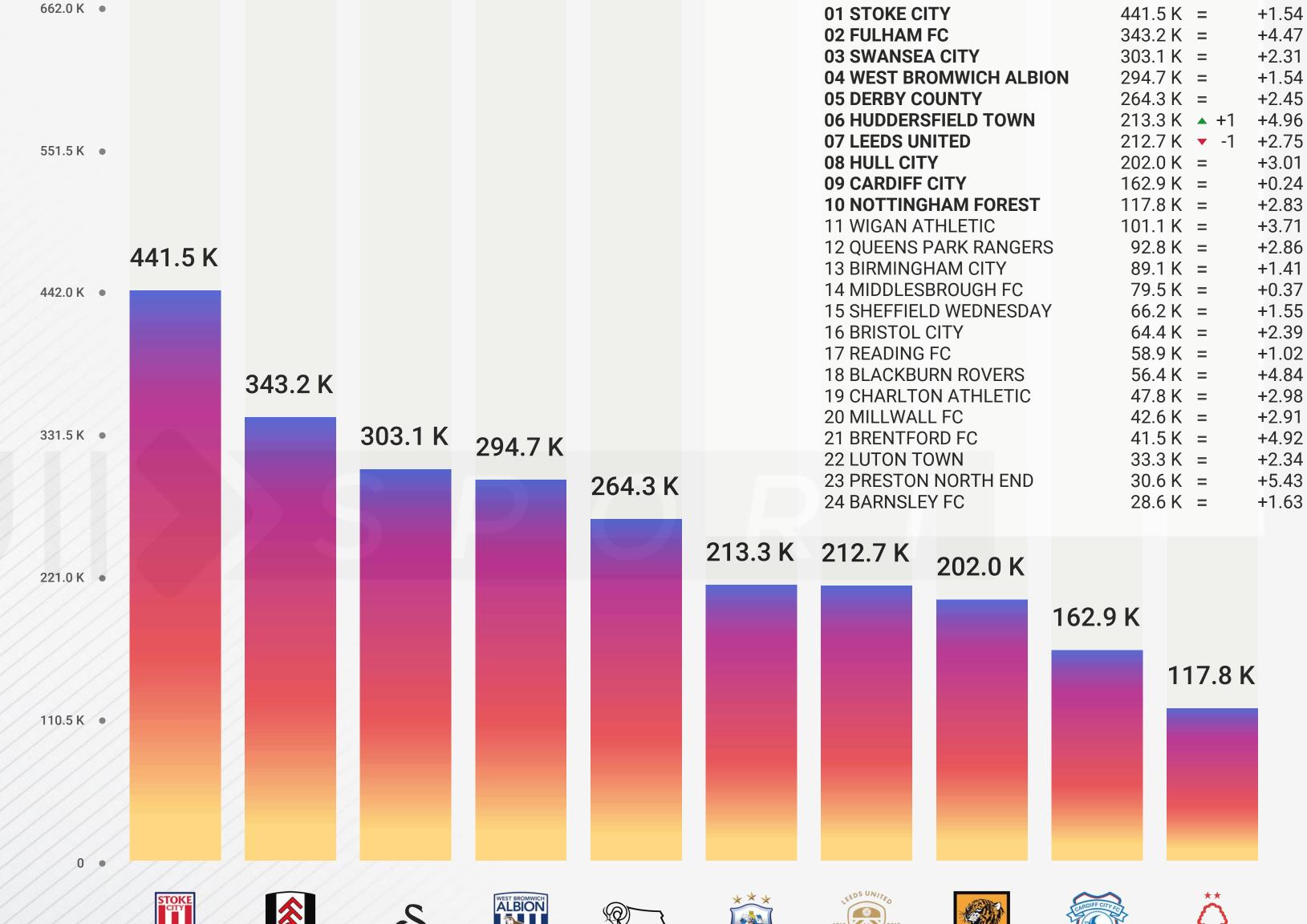








Ranking of the most followed Championship football clubs on Instagram.

















CLUBS







FANS

% VAR*



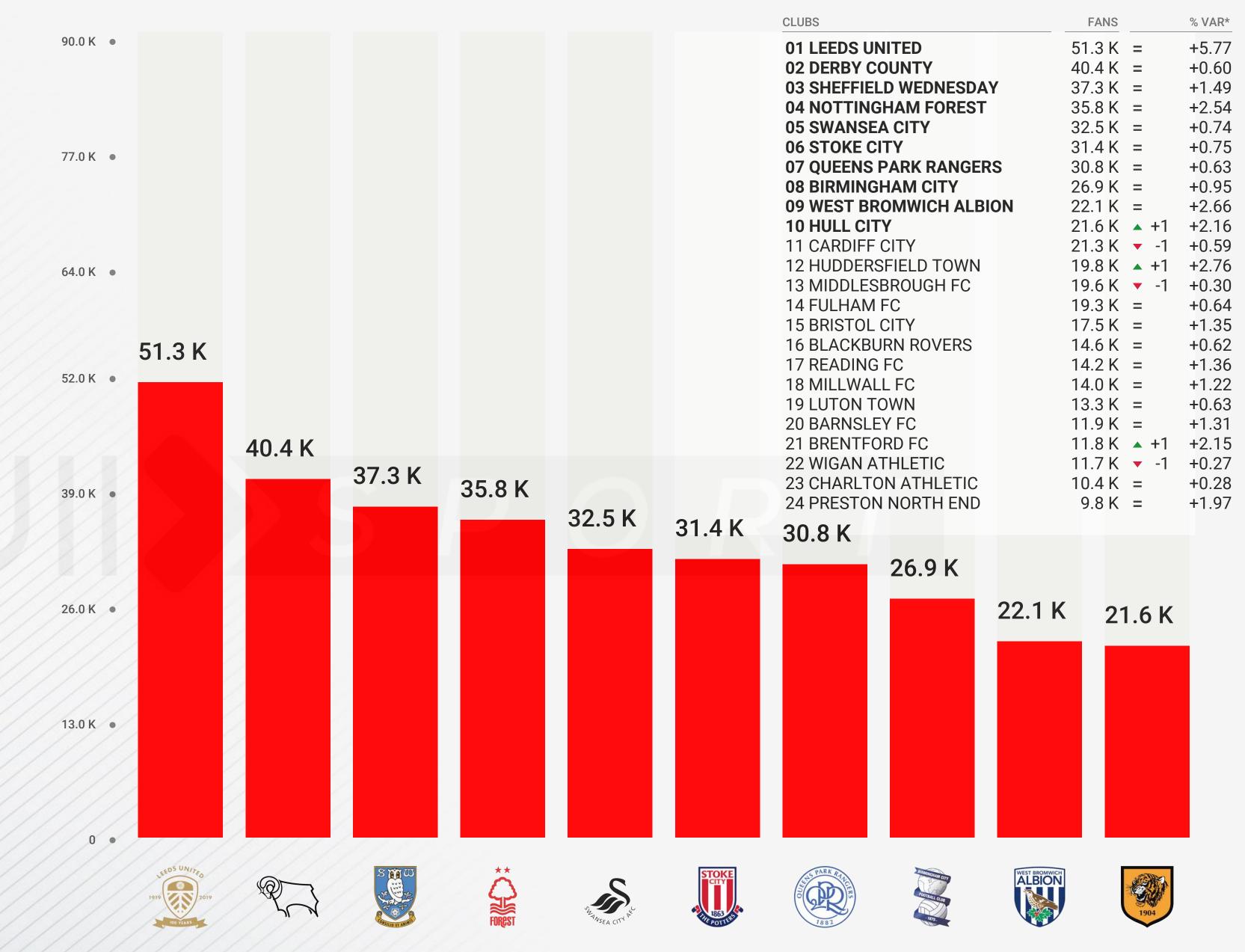




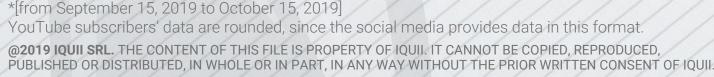
ENGLAND YouTube



Ranking of the most followed Championship football clubs on YouTube.







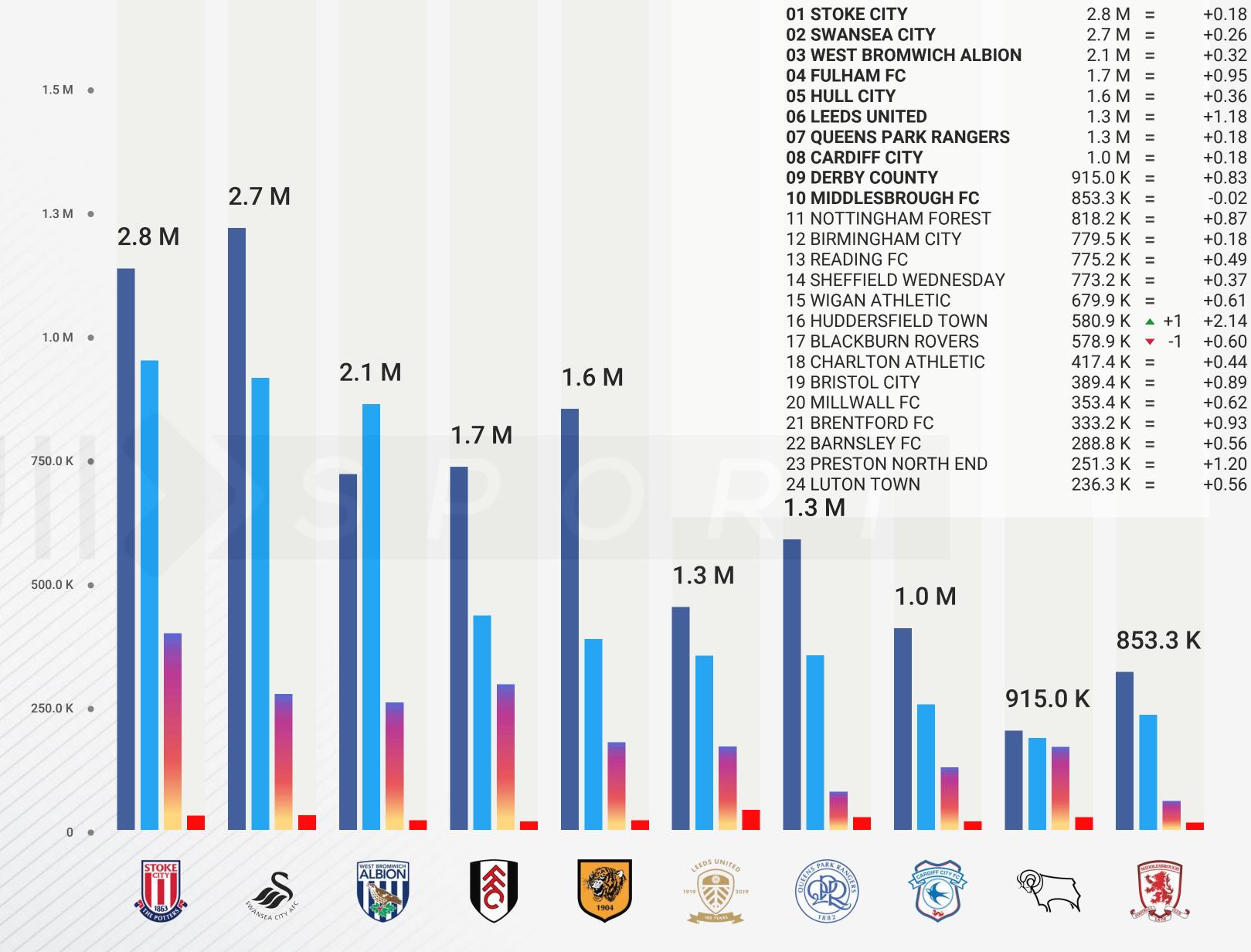








Ranking of the most followed Championship football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.





CLUBS

FANS

% VAR*

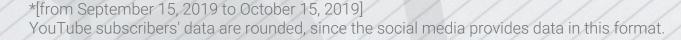






Potential Social Media exposition of the **Tech Brands** on jerseys in relation to the total fanbase of the 24 sponsored Championship football clubs.

4.7 M 07 HUMMEL 08 ERREA **09 ELEV8 10 BRISTOL SPORT** 11 NIKE 4.0 M 4.0 M • 3.5 M 3.3 M 3.0 M • 2.7 M 2.0 M • 1.3 M 1.3 M 1.3 M 1.0 M • **Joma**[®] macron hummel





SPONSORS

01 MACRON

02 UMBRO

03 ADIDAS

04 PUMA

05 JOMA

06 KAPPA

389.4 K

FANS

4.7 M =

4.0 M =

3.5 M =

3.3 M =

2.7 M =

1.3 M =

773.2 K =

389.4 K =

251.3 K =

773.2 K

ELEV8

1.3 M ▲ +1

1.3 M ▼ -1

% VAR*

+0.38

+0.80

+0.56

+0.42

+0.26

+1.18

+0.13

+0.18

+0.37

+0.89

+1.20

IQUII SPORT



CLUBS

24

Tech Brands

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



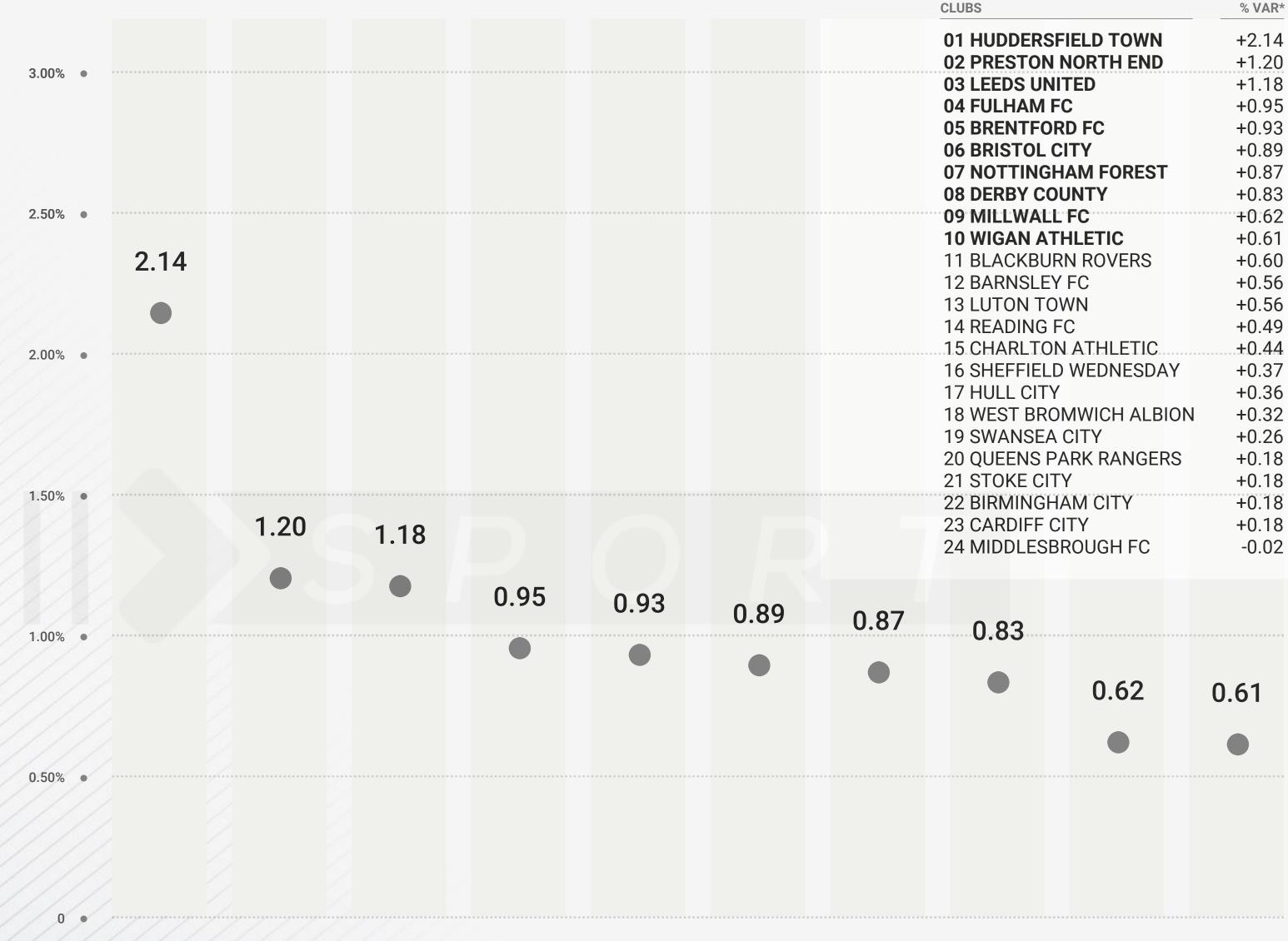








Ranking of the most grown up Championship football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



























Football Leagues included in this overview

FIRST DIVISION

20 CLUBS



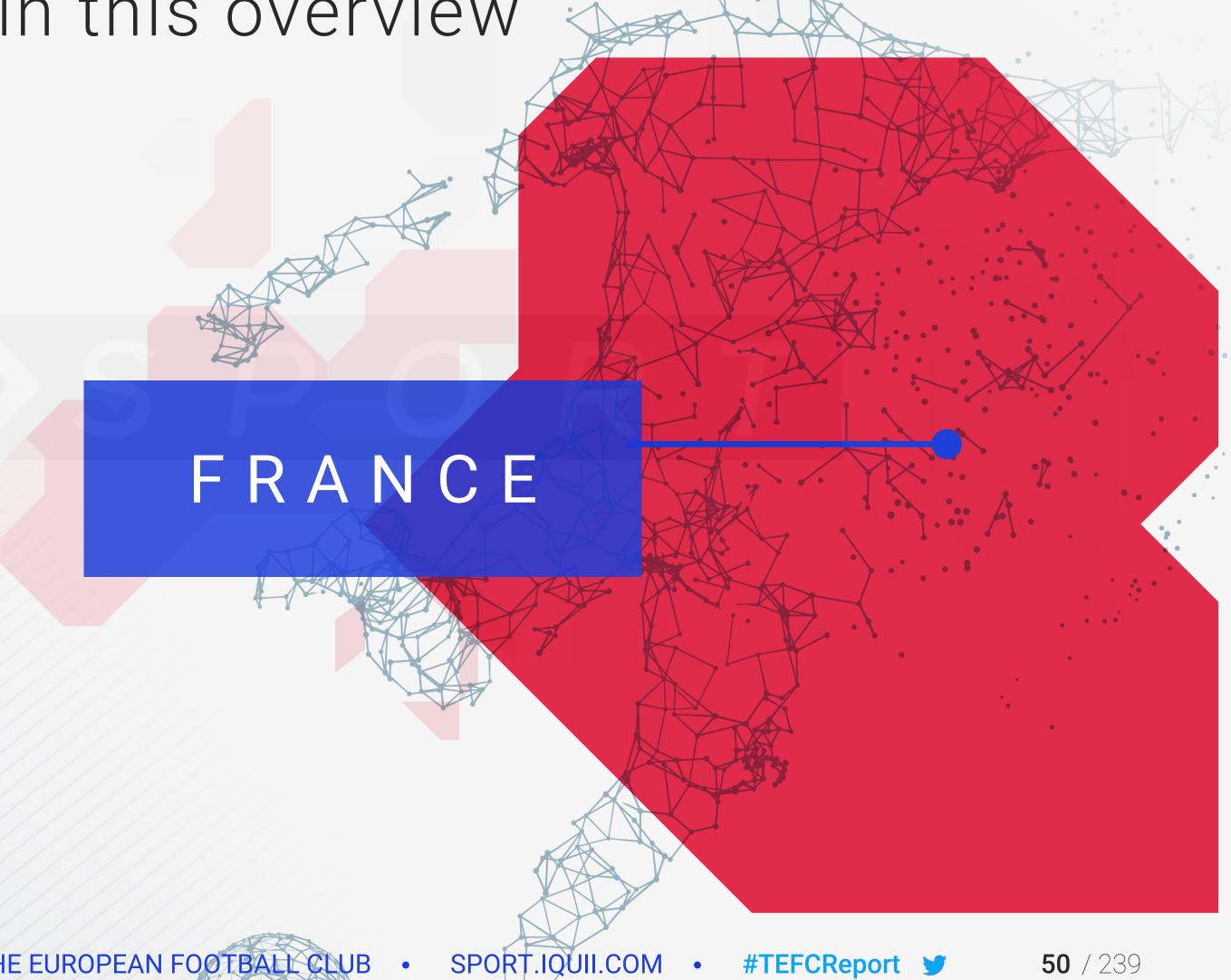
LIGUE 1

SECOND DIVISION

20 CLUBS



LIGUE 2









FRANCE SnapShot / General

LEAGUES

40

CLUBS

13

BRANDS

117.2 M

+ 1.38%*

FANS

Total Leagues analyzed: Ligue 1 and Ligue 2.

Total Ligue 1 and Ligue 2 football clubs analyzed.

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

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







FRANCE SnapShot / First Division



20 CLUBS

Total Ligue 1 football clubs analyzed.

10

BRANDS

Total Ligue 1 Tech Brands

on jerseys analyzed.

112.2 M + 1.41%*

FANS

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

YouTube subscribers' data are rounded, since the social media provides data in this format. @2019 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.



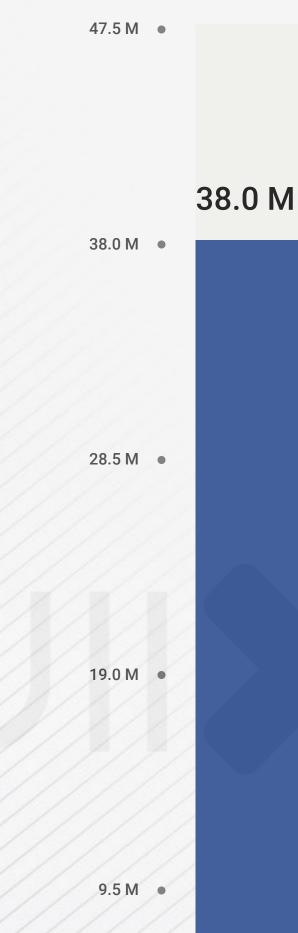


TOTAL FANBASE

58.9 M

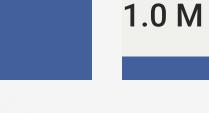


Ranking of the most followed Ligue 1 football clubs on Facebook.















CLUBS

01 PSG

02 AS MONACO

06 LOSC LILLE

08 OGC NICE

14 FC METZ

09 FC NANTES

11 TOULOUSE FC

15 SCO ANGERS

16 FCO DIJON

19 SC AMIENS

03 OLYMPIQUE DE M.

07 AS SAINT ÉTIENNE

10 STADE RENNAIS FC

12 HSC MONTPELLIER

17 RC STRASBOURG ALSACE

18 STADE BRESTOIS 29

20 NÎMES OLYMPIQUE

13 STADE DE REIMS

04 OLYMPIQUE LYONNAIS

05 FC GIRONDINS BORDEAUX









FANS

38.0 M =

5.8 M =

5.3 M =

3.5 M =

1.0 M =

993.9 K =

850.4 K =

500.5 K =

368.0 K =

319.2 K =

216.2 K =

209.9 K =

188.9 K =

157.2 K =

140.4 K =

128.3 K =

87.6 K =

77.1 K =

489.3 K ▲ +1

486.5 K ▼ -1

% VAR*

+0.69

+0.85

+0.04

+1.61

-0.10

+6.92

+0.19

+1.47

+1.47

+0.16

-0.02

+0.29

+0.47

+0.12

+0.31

+0.90

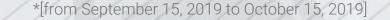
+0.35

+0.48

+1.05

+0.42





993.9 K 850.4 K 500.5 K 489.3 K 486.5 K





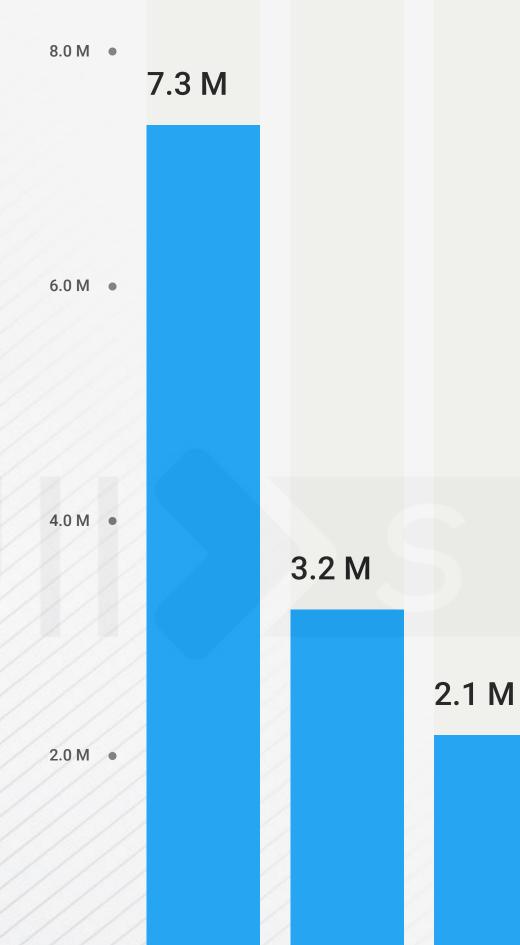
TOTAL FANBASE

19.4 M



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











1.7 M



800.8 K 722.1 K





CLUBS

01 PSG

02 OLYMPIQUE DE M.

05 AS SAINT ÉTIENNE

11 HSC MONTPELLIER

12 STADE RENNAIS FC

18 NÎMES OLYMPIQUE

19 STADE BRESTOIS 29

13 STADE DE REIMS

04 OLYMPIQUE LYONNAIS

10 FC GIRONDINS BORDEAUX

15 RC STRASBOURG ALSACE

03 AS MONACO

06 LOSC LILLE

07 FC NANTES

09 OGC NICE

14 FC METZ

16 SCO ANGERS

17 FCO DIJON

20 SC AMIENS

08 TOULOUSE FC





555.6 K 471.1 K 453.4 K 385.1 K



FANS

7.3 M =

3.2 M =

2.1 M =

1.7 M =

800.8 K =

722.1 K =

555.6 K =

471.1 K =

453.4 K =

385.1 K =

359.4 K =

331.4 K =

212.5 K =

154.1 K =

136.0 K =

116.1 K =

107.4 K =

77.8 K =

66.4 K =

57.6 K =

% VAR*

+1.36

+0.65

+0.22 +0.70

+0.64

+0.57

+0.52

+0.24

+0.83

+0.68

+0.50

+0.30

+0.69

+0.33

+0.69

+0.98

+0.80

+0.94

+1.11

+1.69



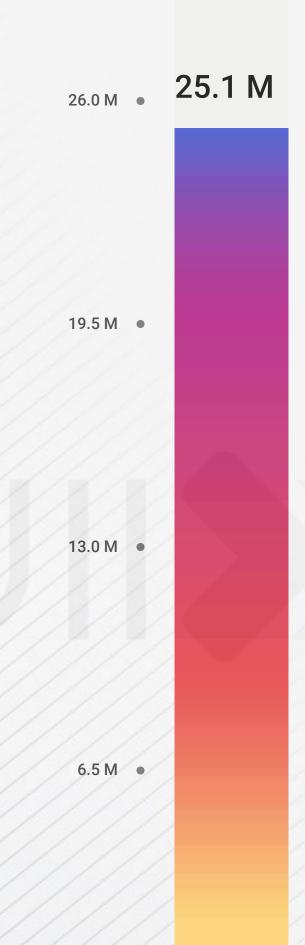




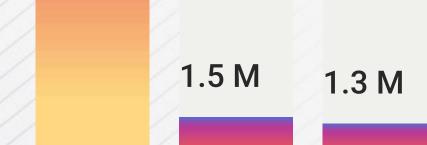
(0) TOTAL FANBASE 31.2 M



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











1.3 M









CLUBS

01 PSG

02 AS MONACO

05 FC NANTES

07 LOSC LILLE

06 OGC NICE

03 OLYMPIQUE DE M.

08 AS SAINT ÉTIENNE

09 STADE RENNAIS FC

10 HSC MONTPELLIER

12 TOULOUSE FC

14 FC METZ

15 FCO DIJON

17 SC AMIENS

16 SCO ANGERS

18 STADE DE REIMS

19 NÎMES OLYMPIQUE

20 STADE BRESTOIS 29

11 FC GIRONDINS BORDEAUX

13 RC STRASBOURG ALSACE

04 OLYMPIQUE LYONNAIS



337.8 K 291.6 K 267.5 K 234.6 K 146.4 K 142.7 K







FANS

25.1 M =

1.5 M =

1.3 M =

1.3 M = 337.8 K =

291.6 K =

267.5 K =

234.6 K =

146.4 K = 142.7 K =

128.5 K =

100.3 K =

91.2 K =

65.4 K =

58.3 K =

56.2 K =

42.4 K =

39.3 K =

36.1 K =

35.5 K =

% VAR*

+3.04

+1.08

+2.08 +2.68

+1.27 +5.37

+4.50

+2.95

+3.42

+3.87

+2.97

+2.85

+1.21

+3.43 +7.03

+3.67

+1.61 +3.90

+2.05

+4.51

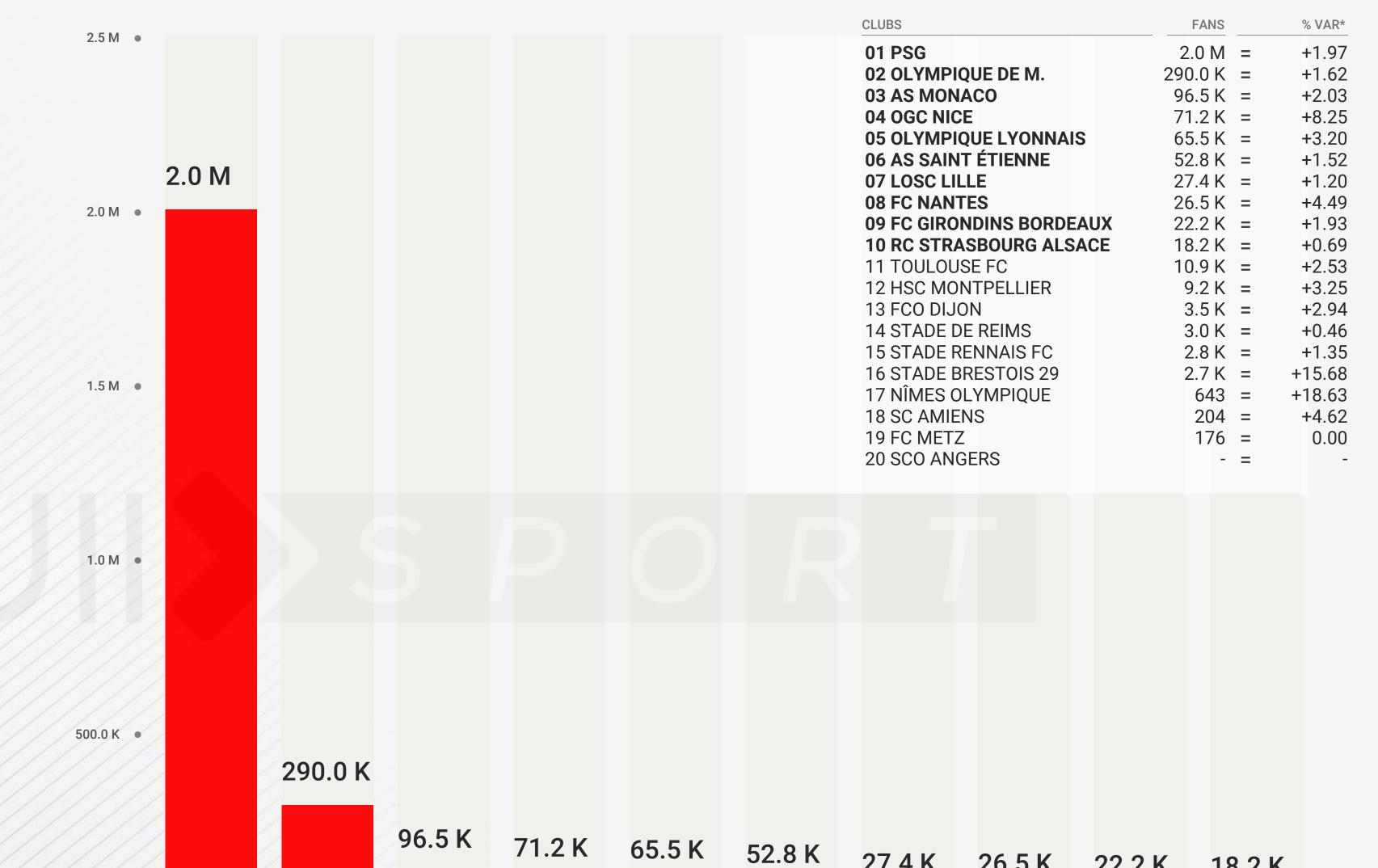






TOTAL FANBASE 2.7 M 200 LIGUE 1 Conforama **X**.

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

















27.4 K 26.5 K



22.2 K







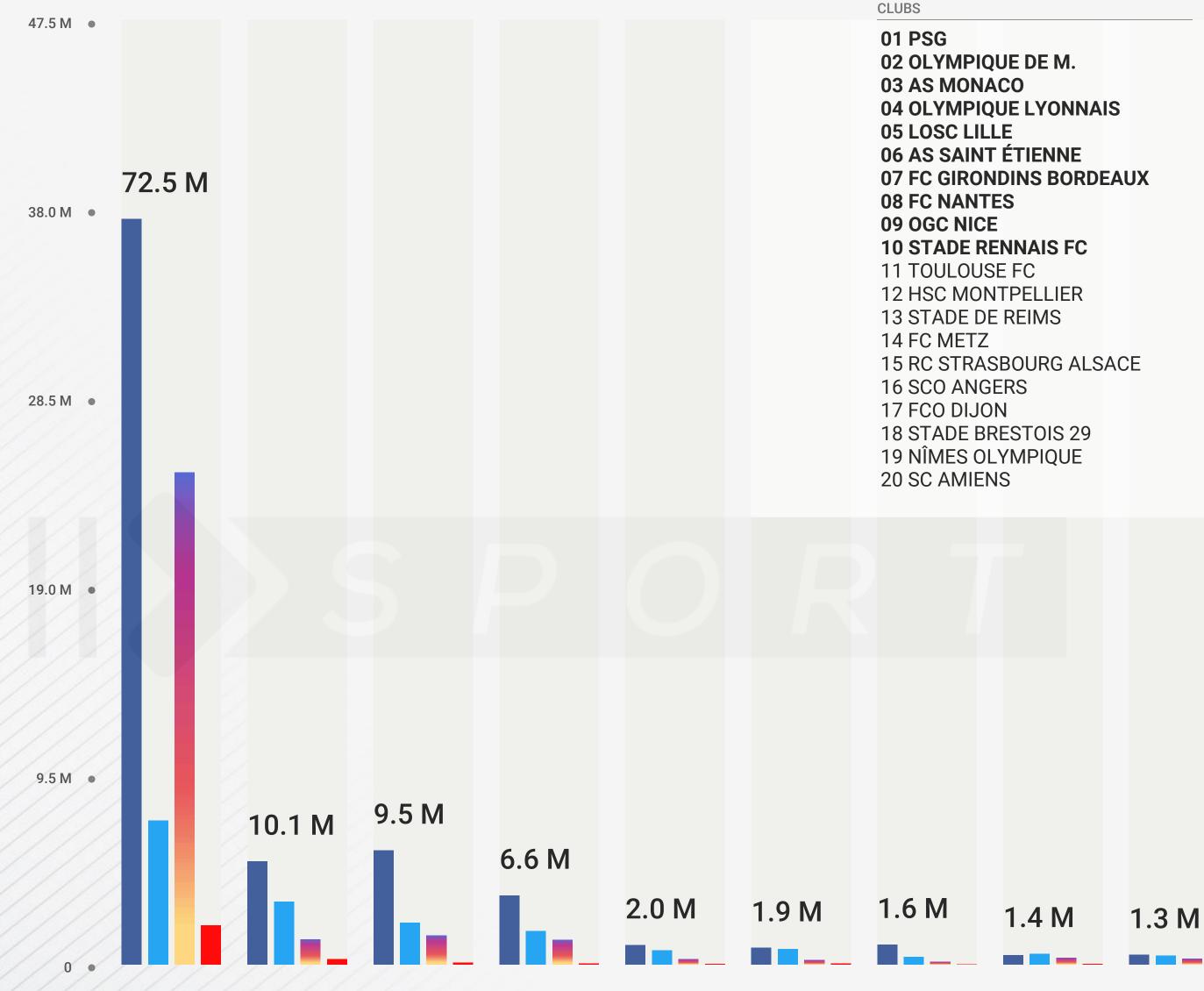


TOTAL FANBASE 112.2 M

(O)



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





















967.1 K

FANS

72.5 M =

10.1 M =

9.5 M =

6.6 M =

2.0 M =

1.9 M =

1.6 M =

1.4 M =

1.3 M =

967.1 K =

950.3 K =

830.4 K =

471.0 K =

429.6 K =

385.9 K =

361.2 K =

326.4 K =

233.0 K =

191.7 K =

187.8 K =

% VAR*

+1.60

+0.54

+0.75

+1.59

+4.16

+0.74

+0.37

+1.10

+2.43

+0.69

+0.43 +1.01

+0.84

+0.69 +0.69

+1.03

+1.93

+1.41

+0.99

+1.38







TOTAL FANBASE

0

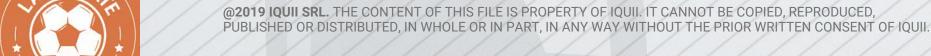
112.2 M



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

74.0 M = 01 NIKE +1.58 13.0 M = 02 PUMA +0.55 9.9 M = +0.77 03 KAPPA 6.9 M =04 ADIDAS +1.54 3.4 M = **05 NEW BALANCE** +2.88 1.9 M = +0.74 **06 LE COQ SPORTIF** 74.0 M 1.3 M = +2.43 07 MACRON 950.3 K = **08 JOMA** +0.43 74.0 M • 471.0 K = 09 UMBRO +0.84 10 LOTTO 326.4 K = +1.93 55.5 M • 37.0 M 18.5 M • 13.0 M 9.9 M 6.9 M 3.4 M 1.9 M 1.3 M 950.3 K 471.0 K 326.4 K **Joma**[®] **macusu** \$LOTTO

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





SPONSORS



FANS

% VAR*





CLUBS

20

Tech Brands

10

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



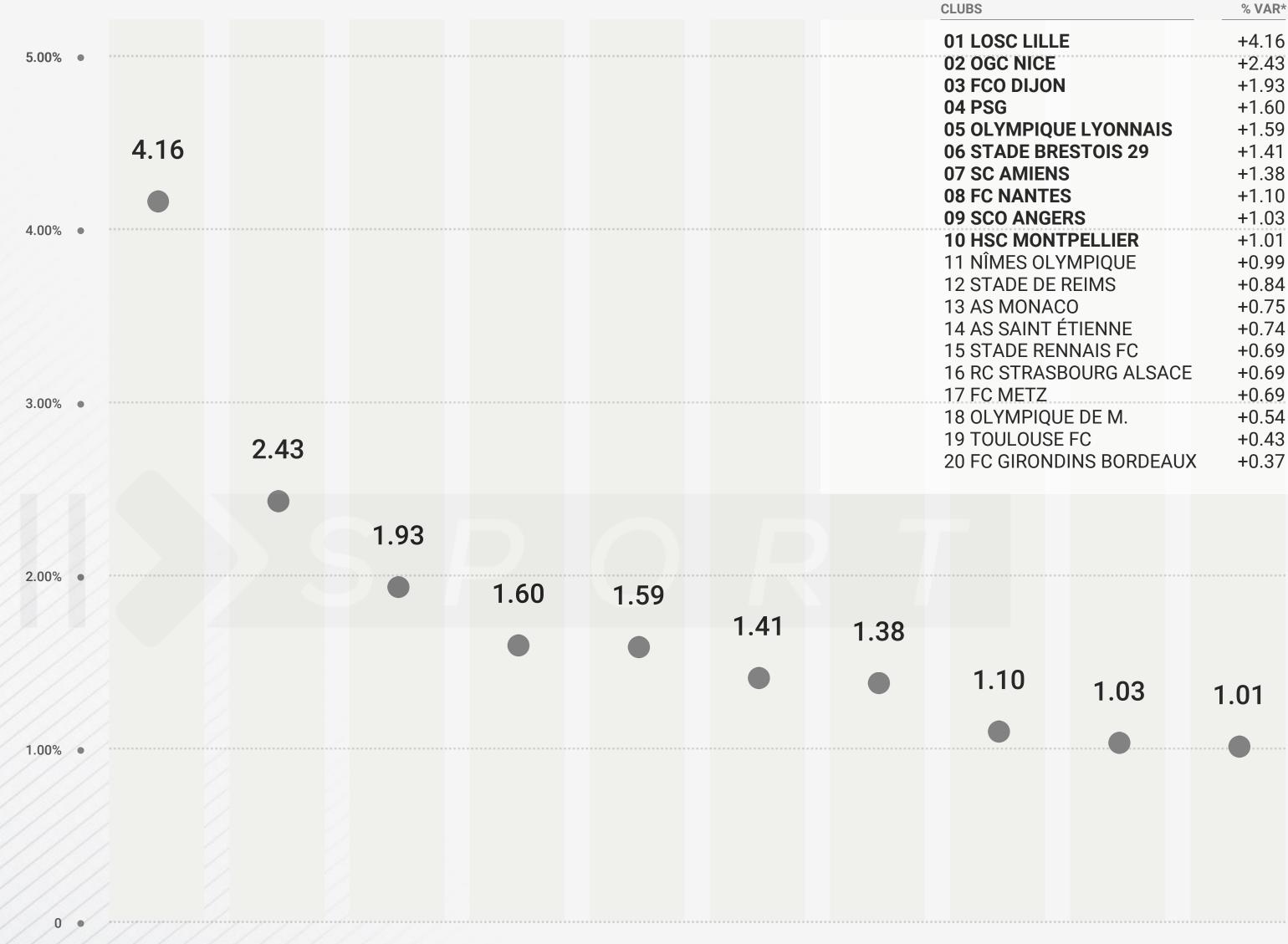








Ranking of the most grown up Ligue 1 football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.





























FRANCE SnapShot / Second Division



20 CLUBS

BRANDS

5.0 M + 0.62%* FANS

Total Ligue 2 football clubs analyzed.

Total Ligue 2 Tech Brands on jerseys analyzed.

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

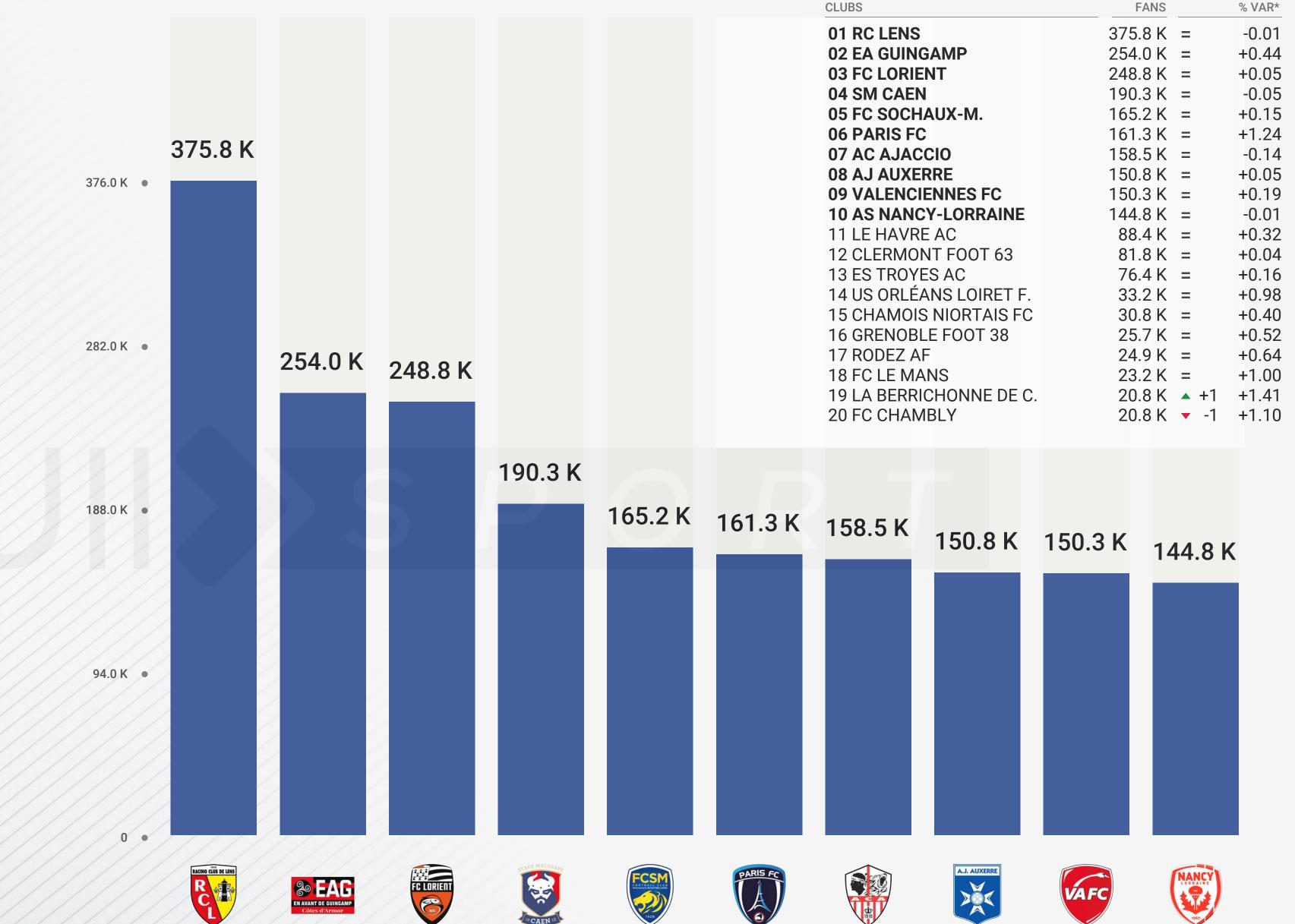




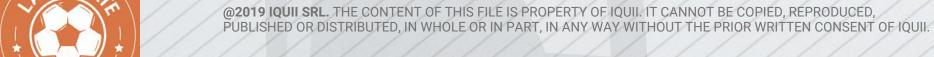




Ranking of the most followed Ligue 2 football clubs on Facebook.









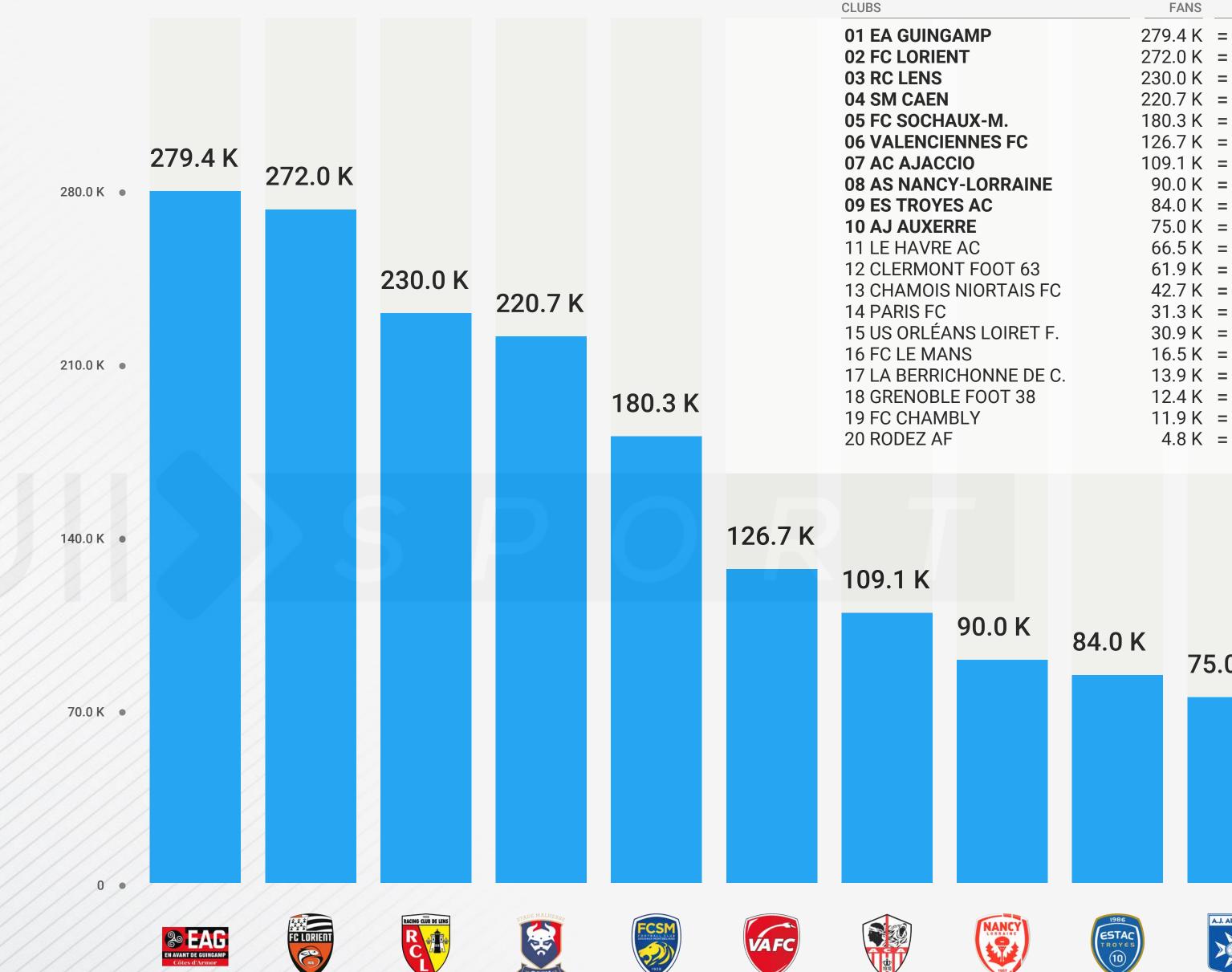






Ranking of the most followed Ligue 2 football clubs on Twitter.

X.













75.0 K

FANS

4.8 K =

% VAR*

+0.26

+0.22

+0.34

+0.49

+0.32 +0.25

+0.21

+0.18

+0.30

+0.73

+0.55

+0.46

+0.35

+1.74

+1.08

+1.55

+1.35

+1.11

+4.92

+3.67

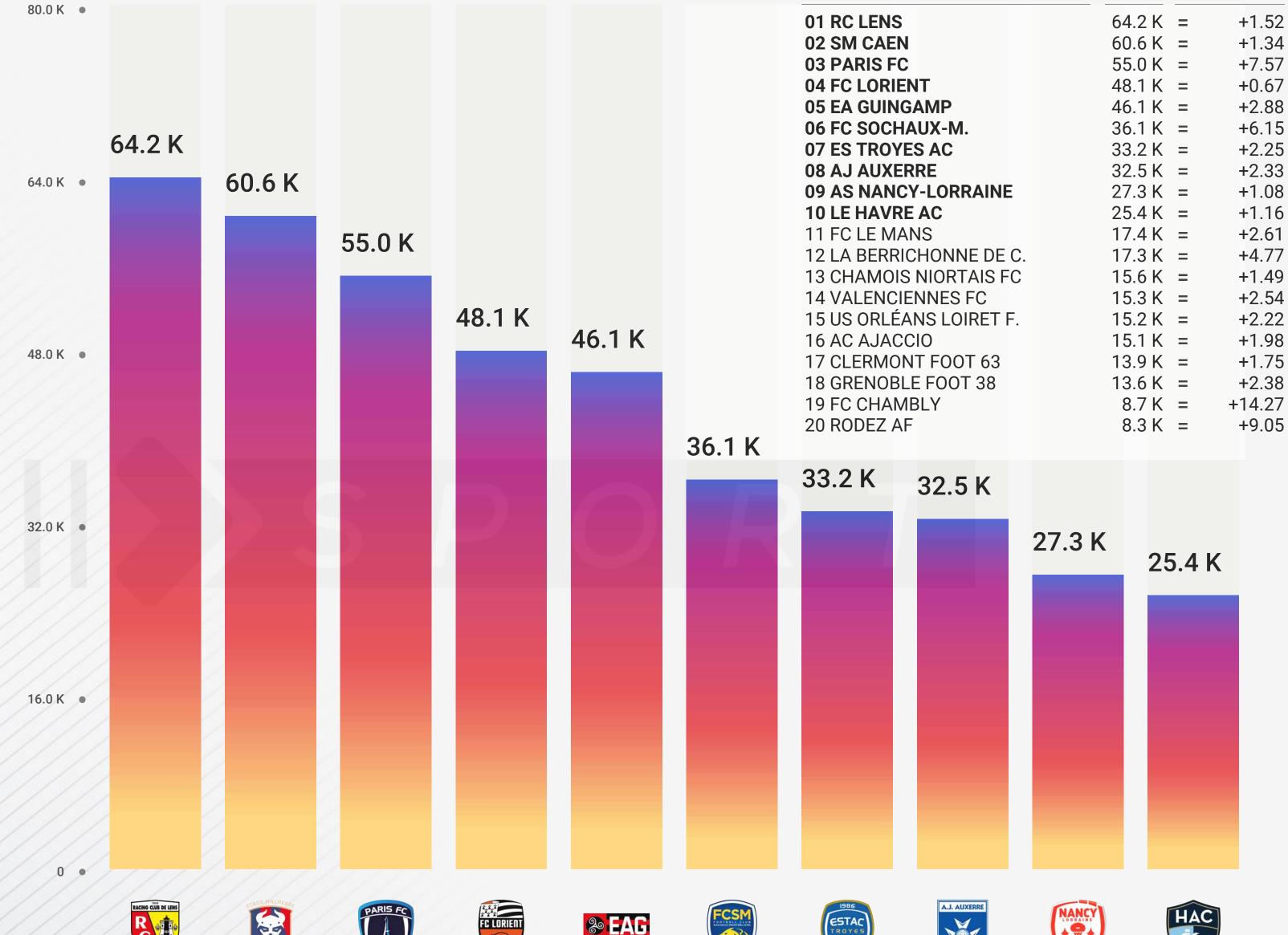








Ranking of the most followed Ligue 2 football clubs on Instagram.

















CLUBS







FANS

% VAR*









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







4.5 K



4.4 K



4.3 K



2.9 K



2.0 K

CLUBS

01 RC LENS

04 PARIS FC

02 VALENCIENNES FC

06 AS NANCY-LORRAINE

07 CHAMOIS NIORTAIS FC

09 US ORLÉANS LOIRET F.

12 CLERMONT FOOT 63

14 GRENOBLE FOOT 38

16 FC SOCHAUX-M.

15 LA BERRICHONNE DE C.

03 ES TROYES AC

05 LE HAVRE AC

08 AC AJACCIO

10 EA GUINGAMP

11 FC CHAMBLY

13 RODEZ AF

17 SM CAEN

18 FC LORIENT

19 AJ AUXERRE 20 FC LE MANS



1.9 K





1.2 K



904

FANS

37.4 K =

5.6 K =

4.5 K =

2.9 K =

1.2 K =

904 =

525 =

394 =

368 =

4.3 K ▼ -1

1.9 K ▼ -1

4.4 K ▲ +1 +7.39

% VAR*

+0.41

+1.97

+1.48

+2.99

+2.21

+2.31

0.00

+0.08

+2.03 +8.47

+0.51

+2.79

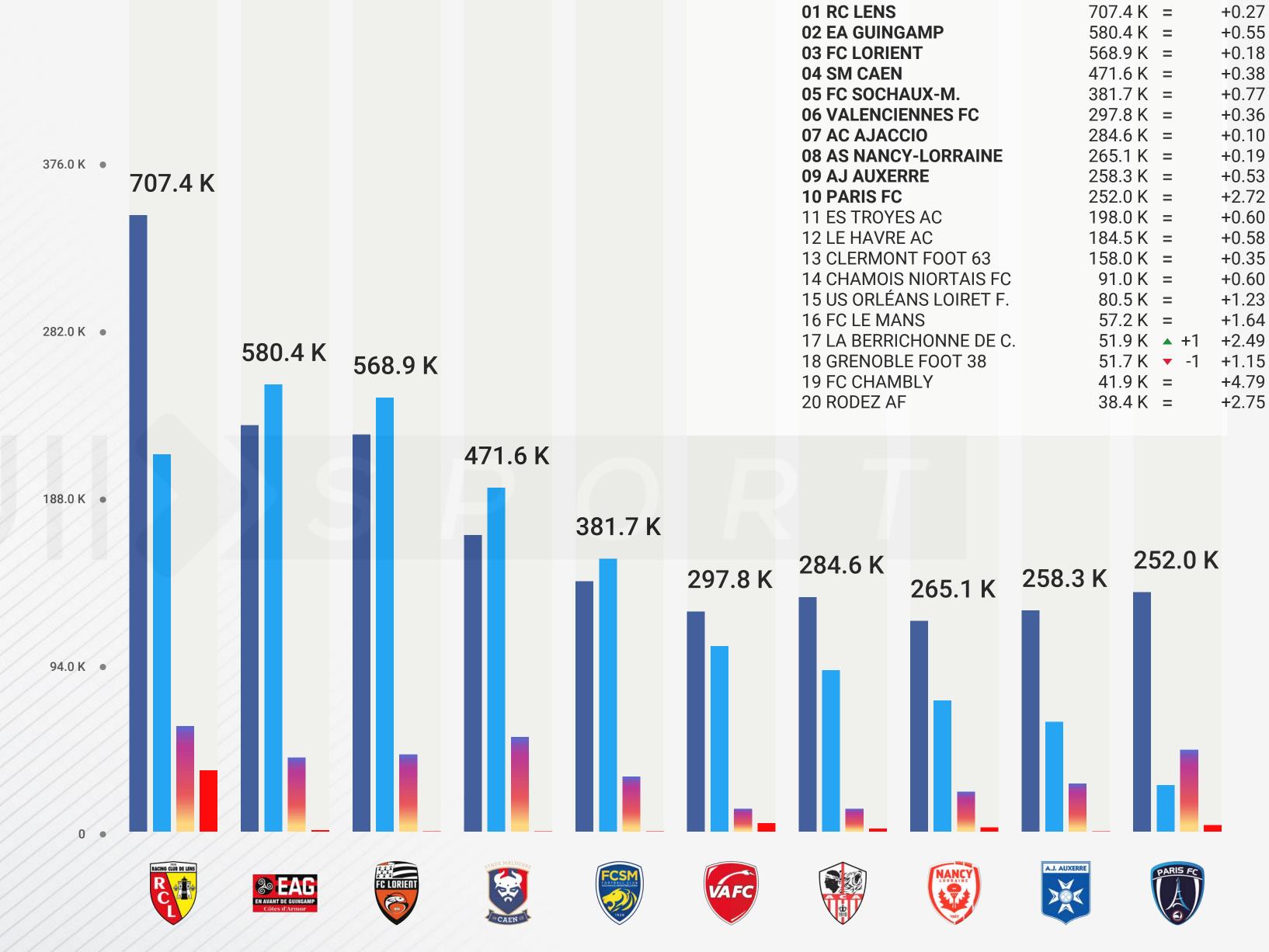




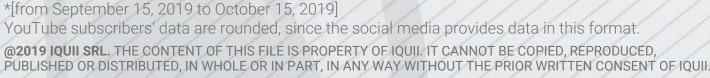




Ranking of the most followed Ligue 2 football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.









CLUBS

FANS

% VAR*

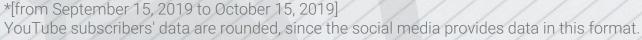






Potential Social Media exposition of the **Tech Brands** on jerseys in relation to the total fanbase of the 20 sponsored Ligue 2 football clubs.

706.6 K = 03 KAPPA +0.42 620.8 K = 1.3 M • 04 NIKE +1.48 381.7 K = 05 LOTTO +0.77 323.0 K = +0.41 **06 ADIDAS** 1.1 M 297.8 K = **07 ACERBIS** +0.36 198.0 K = **08 LE COQ SPORTIF** +0.60 184.5 K = +0.58 09 JOMA 158.0 K = **10 PATRICK** +0.35 965.7 K 11 ERIMA 91.0 K = +0.60 1.0 M • 706.6 K 750.0 K • 620.8 K 500.0 K • 381.7 K 323.0 K 297.8 K 198.0 K 184.5 K 250.0 K • 158.0 K **Joma**[®] macron **PATRICK**





SPONSORS

01 UMBRO

02 MACRON

FANS

1.1 M =

965.7 K =

% VAR*

+0.63

+0.34





CLUBS

20

Tech Brands

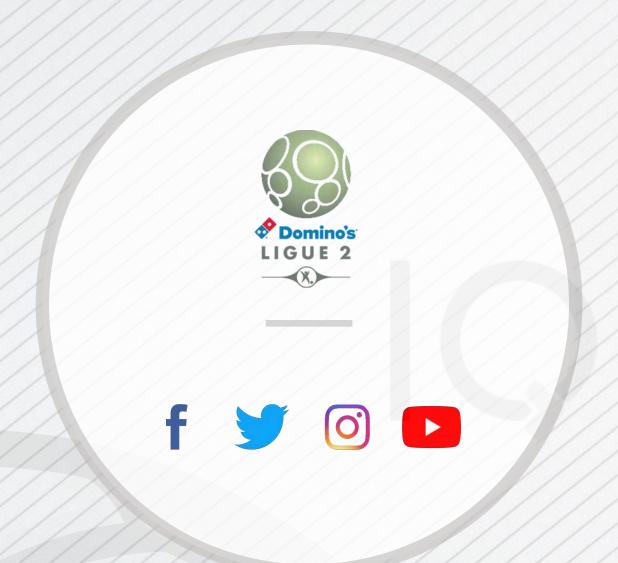
Tech Brands on jersey coverage in relation to the 20 sponsored Ligue 2 football clubs.











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



















CLUBS





% VAR*





Football Leagues included in this overview

FIRST DIVISION

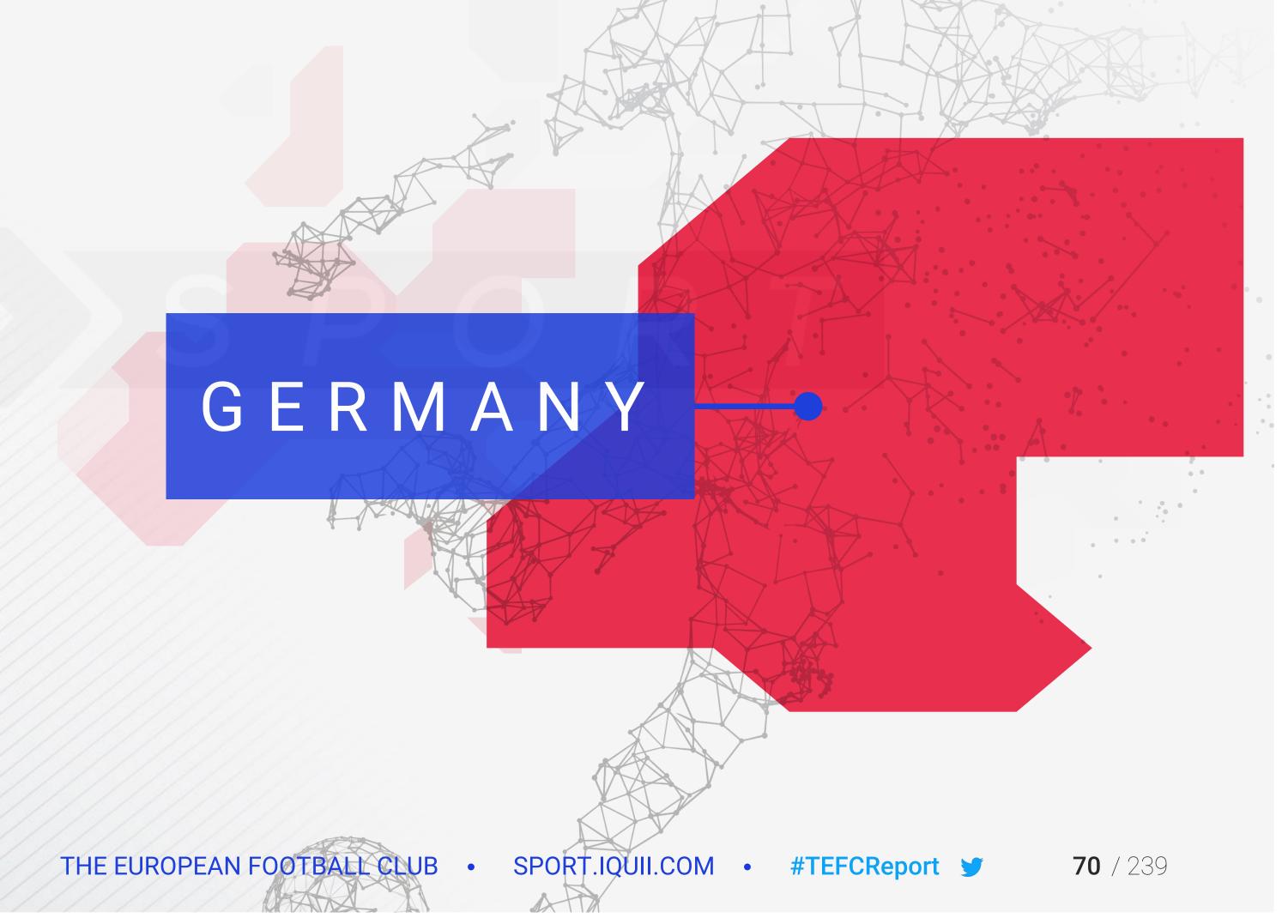
18 CLUBS



SECOND DIVISION

18 CLUBS











GERMANY SnapShot / General

LEAGUES

36

CLUBS

13

BRANDS

132.9 M

+ 0.53%*

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.







GERMANY SnapShot / First Division



18 CLUBS

BRANDS

124.8 M + 0.54%* **FANS**

Total 1.Bundesliga football clubs analyzed.

Total 1.Bundesliga Tech Brands on jerseys analyzed.

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





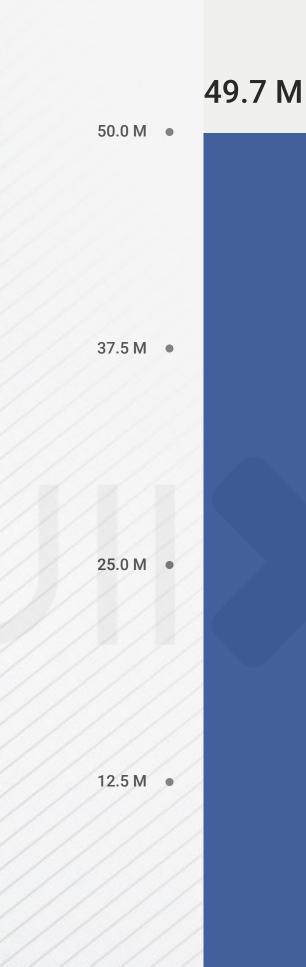


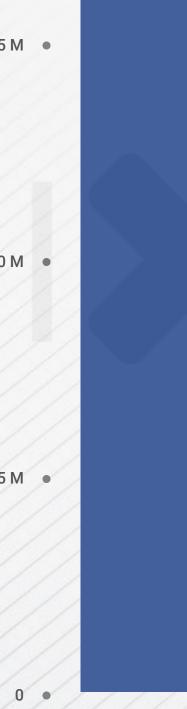
TOTAL FANBASE

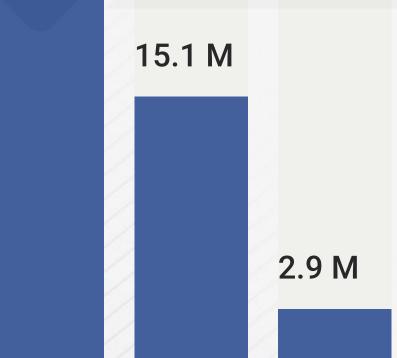
77.6 M

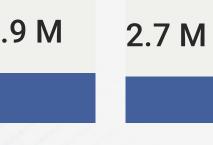


Ranking of the most followed 1.Bundesliga football clubs on Facebook.













1.2 M







1.0 M

CLUBS

01 FC BAYERN MÜNCHEN

02 BORUSSIA DORTMUND

04 BAYER 04 LEVERKUSEN

03 FC SCHALKE 04

05 VFL WOLFSBURG

10 1.FSV MAINZ 05

12 HERTHA BSC

14 FC AUGSBURG

15 SC FREIBURG

07 SV WERDER BREMEN

11 RASENBALLSPORT L.

13 TSG 1899 HOFFENHEIM

16 FORTUNA DÜSSELDORF

17 1.FC UNION BERLIN

18 SC PADERBORN 07

09 EINTRACHT FRANKFURT

06 BORUSSIA M.

08 1.FC KÖLN





764.7 K 713.1 K 434.5 K



FANS

49.7 M =

15.1 M =

2.9 M =

2.7 M =

1.2 M =

1.1 M =

1.0 M =

764.7 K =

713.1 K =

434.5 K =

395.9 K =

362.6 K =

296.7 K =

249.5 K =

244.3 K =

217.1 K =

144.0 K =

99.8 K =

% VAR*

-0.43

+0.04

+0.52

-0.03

-0.16 +0.47

-0.04

-0.05

+0.87

-0.24

+0.65

-0.03

+0.39

-0.08

+0.43

+0.01

+0.41

+0.21





1.1 M







GERMANY Twitter

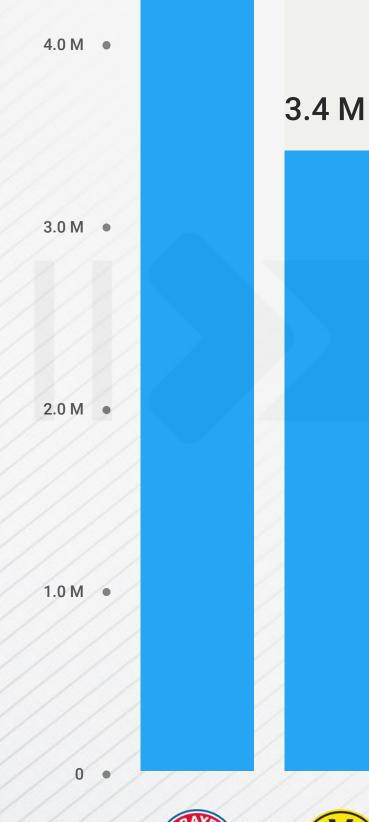


13.4 M



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

















CLUBS

01 FC BAYERN MÜNCHEN

02 BORUSSIA DORTMUND

05 SV WERDER BREMEN

07 EINTRACHT FRANKFURT

08 BAYER 04 LEVERKUSEN

12 TSG 1899 HOFFENHEIM

03 FC SCHALKE 04

04 1.FC KÖLN

06 BORUSSIA M.

09 HERTHA BSC

11 SC FREIBURG

13 FC AUGSBURG

14 1.FSV MAINZ 05

15 RASENBALLSPORT L.

17 1.FC UNION BERLIN

18 SC PADERBORN 07

16 FORTUNA DÜSSELDORF

10 VFL WOLFSBURG



503.2 K 492.4 K 484.0 K 415.3 K 345.1 K 283.1 K







FANS

4.7 M =

3.4 M =

732.2 K =

645.4 K =

503.2 K =

492.4 K =

484.0 K =

415.3 K =

345.1 K =

283.1 K =

270.9 K =

202.0 K =

197.4 K =

187.1 K =

170.7 K =

162.7 K =

142.7 K =

65.3 K =

% VAR*

+0.48

+0.58

+0.25

+0.01

+0.29 +0.30

+0.28

+0.10

+0.04

+0.12

+0.23

+0.15

+0.06

+0.08

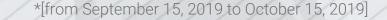
+0.74

+0.22

+0.51

+0.26







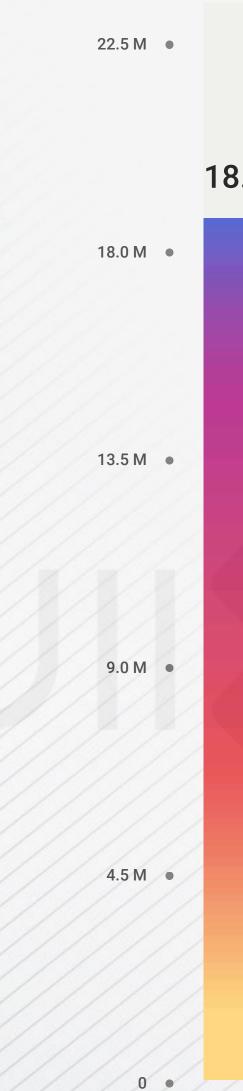


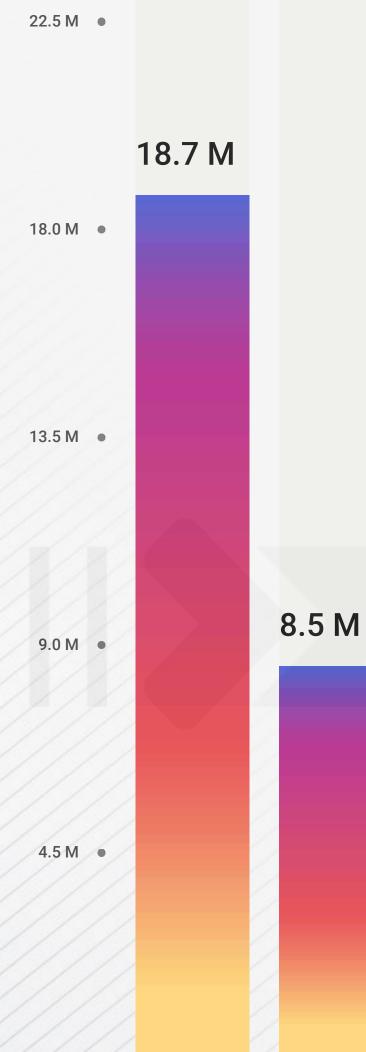
GERMANY Instagram



BUNDESLIGA

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















750.3 K 647.1 K 418.7 K 401.9 K 375.4 K 300.8 K 290.4 K 282.6 K



CLUBS

01 FC BAYERN MÜNCHEN

02 BORUSSIA DORTMUND

04 BAYER 04 LEVERKUSEN

05 EINTRACHT FRANKFURT

03 FC SCHALKE 04

06 BORUSSIA M.

10 1.FC KÖLN

12 HERTHA BSC 13 FC AUGSBURG

15 SC FREIBURG

14 1.FSV MAINZ 05

07 VFL WOLFSBURG

08 RASENBALLSPORT L.

09 SV WERDER BREMEN

11 TSG 1899 HOFFENHEIM

16 FORTUNA DÜSSELDORF

17 1.FC UNION BERLIN

18 SC PADERBORN 07









FANS

18.7 M =

8.5 M =

750.3 K =

647.1 K =

418.7 K =

401.9 K =

375.4 K =

282.6 K =

209.2 K =

141.6 K =

104.4 K =

98.0 K =

94.5 K =

90.4 K =

75.1 K =

29.4 K =

290.4 K ▼ -1

300.8 K ▲ +1 +5.98

% VAR*

+2.31

+2.57

+2.46

+3.51

+1.74

+3.93

+2.86

+2.17

+1.68

+4.63

+1.19

+3.08

+4.90

+4.19

+1.87

+1.87

+4.89



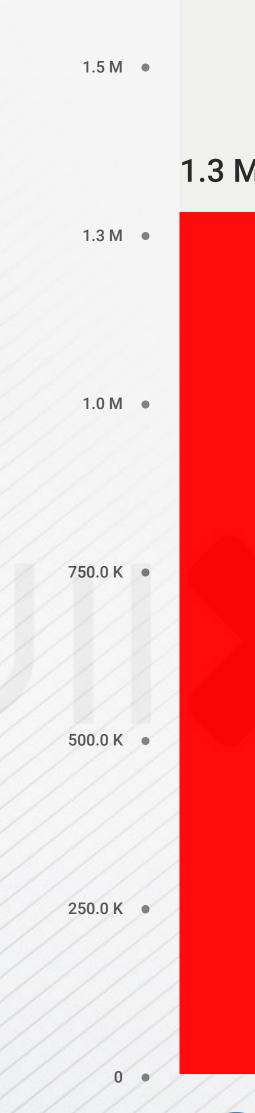








Ranking of the most followed 1.Bundesliga football clubs on YouTube.







124.0 K



95.9 K



54.9 K



53.3 K



CLUBS

01 FC BAYERN MÜNCHEN

02 BORUSSIA DORTMUND

04 SV WERDER BREMEN

05 EINTRACHT FRANKFURT

03 FC SCHALKE 04

06 1.FC KÖLN

07 BORUSSIA M.

08 HERTHA BSC

12 FC AUGSBURG

14 SC FREIBURG

09 VFL WOLFSBURG

10 RASENBALLSPORT L.

11 TSG 1899 HOFFENHEIM

13 FORTUNA DÜSSELDORF

15 BAYER 04 LEVERKUSEN

16 1.FC UNION BERLIN

18 SC PADERBORN 07

17 1.FSV MAINZ 05



46.6 K 38.7 K





32.9 K

FANS

1.3 M =

506.0 K =

124.0 K =

95.9 K =

54.9 K =

53.3 K =

46.6 K =

38.7 K =

32.9 K =

19.1 K =

16.6 K =

15.5 K =

13.1 K =

13.0 K =

12.8 K ▲ +1

12.2 K ▼ -1

 $9.5 \, \text{K} =$

6.4 K =

% VAR*

+1.93

+1.68

+1.08 +1.34

+1.80

+0.24

+1.49

+0.91 +0.93

+5.36

+1.16

-0.24

+0.85

+0.67

+7.74

+1.85

+0.84

+1.86



19.1 K









GERMANY Social



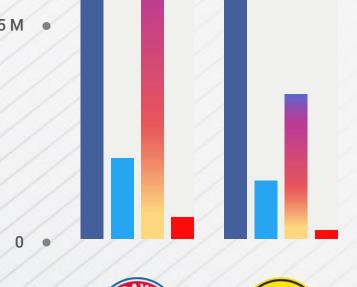
Ranking of the most followed 1.Bundesliga football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

BUNDESLIGA





CLUBS



27.5 M





3.7 M



2.0 M



1.9 M



1.9 M







1.7 M



887.9 K

FANS

% VAR*



4.5 M

1.7 M





TOTAL FANBASE

0

124.8 M



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

92.5 M • 74.4 M = 01 ADIDAS +0.34 29.5 M = 02 PUMA +0.92 6.4 M =03 UMBRO +0.70 5.9 M = 04 NIKE +0.88 3.7 M = 05 JAKO +0.61 2.2 M = +0.30 **06 UHLSPORT** 74.4 M 729.1 K = **07 LOTTO** +0.52 724.5 K = **08 JOMA** +1.53 74.0 M • 622.7 K = 09 HUMMEL +0.90 374.0 K = 10 MACRON +0.79 11 SPORT-SALLER 200.9 K = +0.94 55.5 M • 37.0 M 29.5 M 18.5 M • 6.4 M 5.9 M 3.7 M 2.2 M 729.1 K 724.5 K 622.7 K 374.0 K **Joma**[®] macron \$LOTTO



SPONSORS

FANS





CLUBS

18

Tech Brands

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





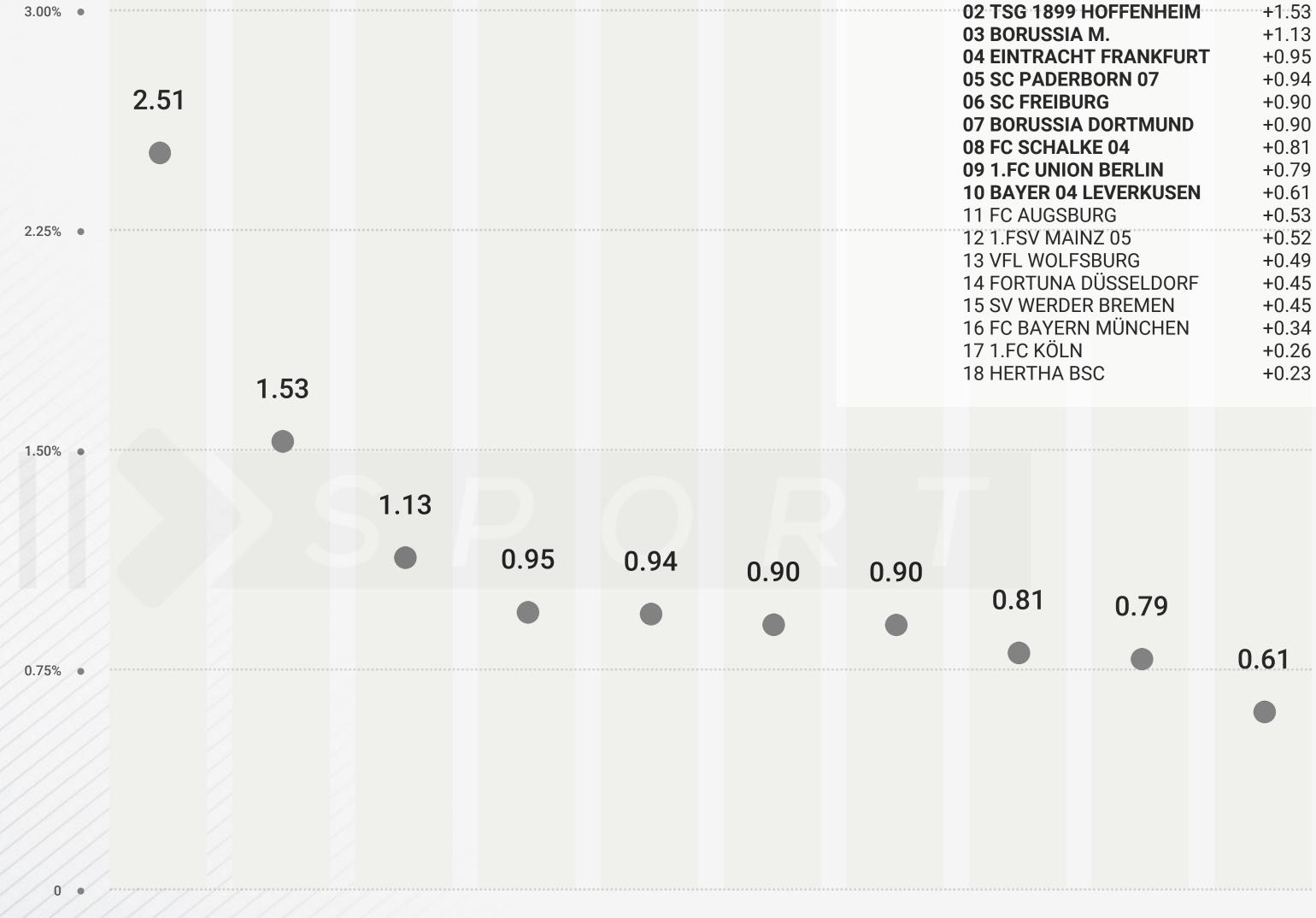
*[from September 15, 2019 to October 15, 2019]







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



















CLUBS

01 RASENBALLSPORT L.





% VAR*

+2.51







GERMANY SnapShot / Second Division



18 CLUBS

BRANDS

8.1 M + 0.37%* FANS

Total 2.Bundesliga football clubs analyzed.

Total 2.Bundesliga Tech Brands on jerseys analyzed.

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



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



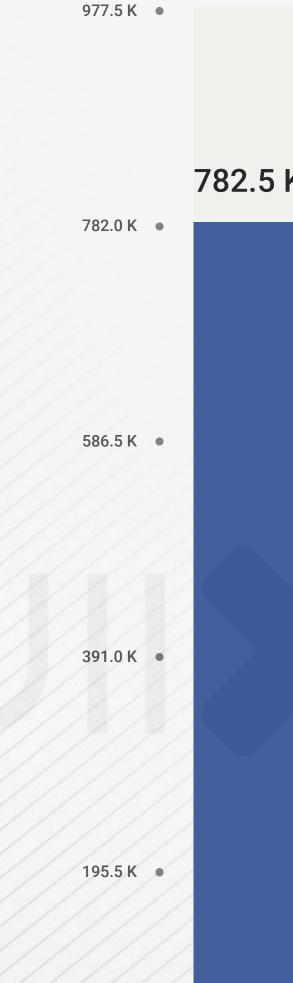


TOTAL FANBASE

3.7 M



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















226.2 K



149.7 K

CLUBS

01 HAMBURGER SV

03 VFB STUTTGART

05 1. FC NÜRNBERG

07 SV DARMSTADT 98

09 KARLSRUHER SC

14 VFL OSNABRÜCK

17 SV SANDHAUSEN

10 ARMINIA BIELEFELD

12 FC ERZGEBIRGE AUE

13 SPVGG GREUTHER FÜRTH

15 SSV JAHN REGENSBURG

16 1.FC HEIDENHEIM 1846

18 SV WEHEN WIESBADEN

06 SG DYNAMO DRESDEN

04 HANNOVER 96

08 VFL BOCHUM

11 HOLSTEIN KIEL

02 FC ST. PAULI





122.2 K 113.5 K 97.2 K



FANS

782.5 K =

589.9 K =

545.7 K =

342.3 K =

331.3 K =

226.2 K =

149.7 K =

122.2 K =

113.5 K =

97.2 K =

76.3 K =

67.7 K =

64.8 K =

58.5 K =

50.5 K =

36.6 K =

29.0 K =

16.9 K =

% VAR*

-0.17

+0.40

-0.10

-0.15

-0.11 -0.09

-0.24

-0.06

-0.09

+0.08

+1.23

+0.23

-0.12

+0.19

+0.09

-0.06

-0.01

+1.05

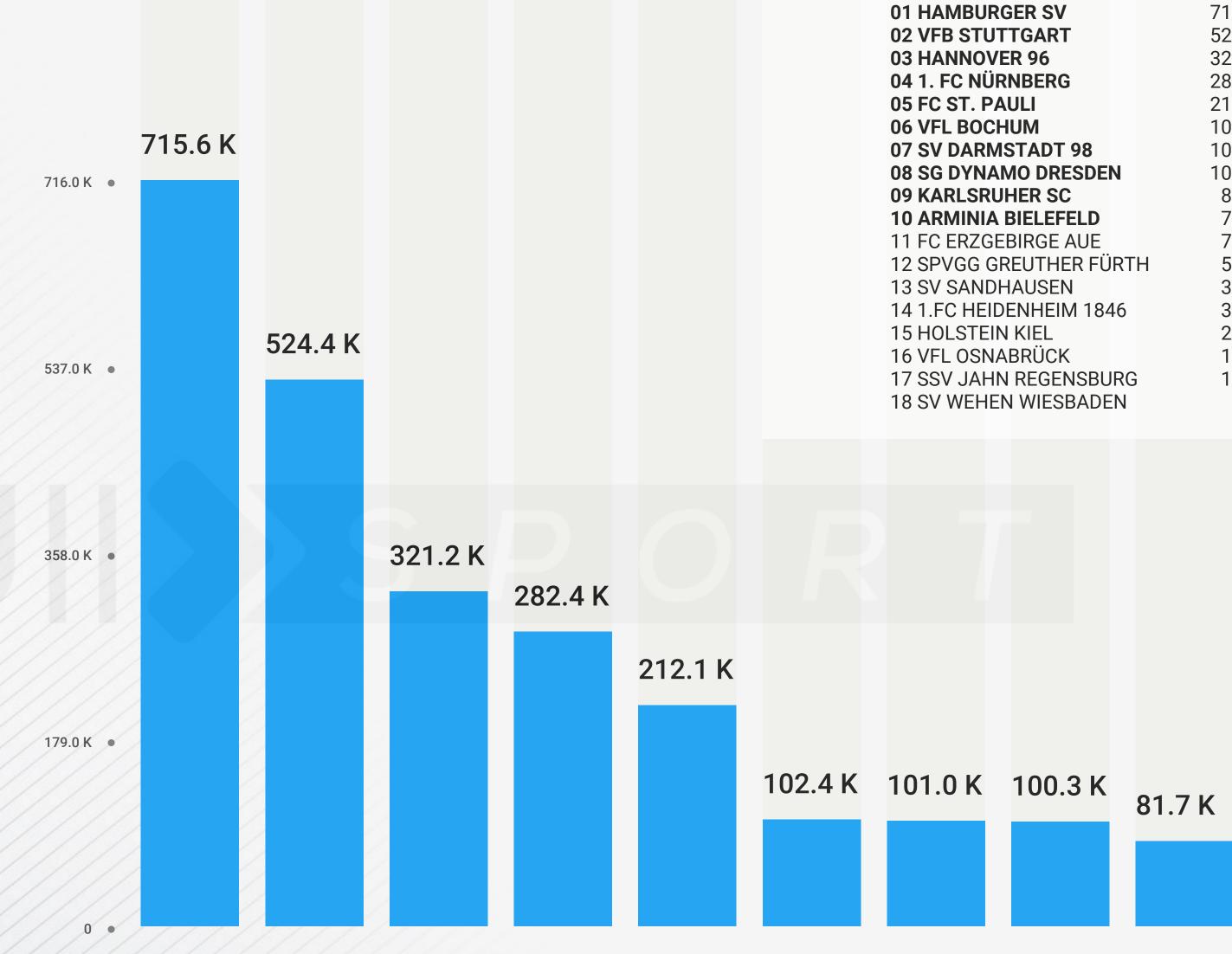








Ranking of the most followed 2.Bundesliga football clubs on Twitter.

















CLUBS







79.6 K

FANS

715.6 K =

524.4 K =

321.2 K =

282.4 K =

212.1 K =

102.4 K =

101.0 K =

100.3 K =

81.7 K =

79.6 K =

71.3 K =

50.2 K =

38.2 K =

31.7 K =

20.9 K =

18.4 K =

16.5 K =

3.7 K =

% VAR*

+0.01

-0.01

+0.02

+0.04

+0.62 +0.08

+0.06

+0.18

+0.03

+0.17

+0.08

+0.02

+0.10

+0.07

+0.37

+0.50

+0.15

+1.55

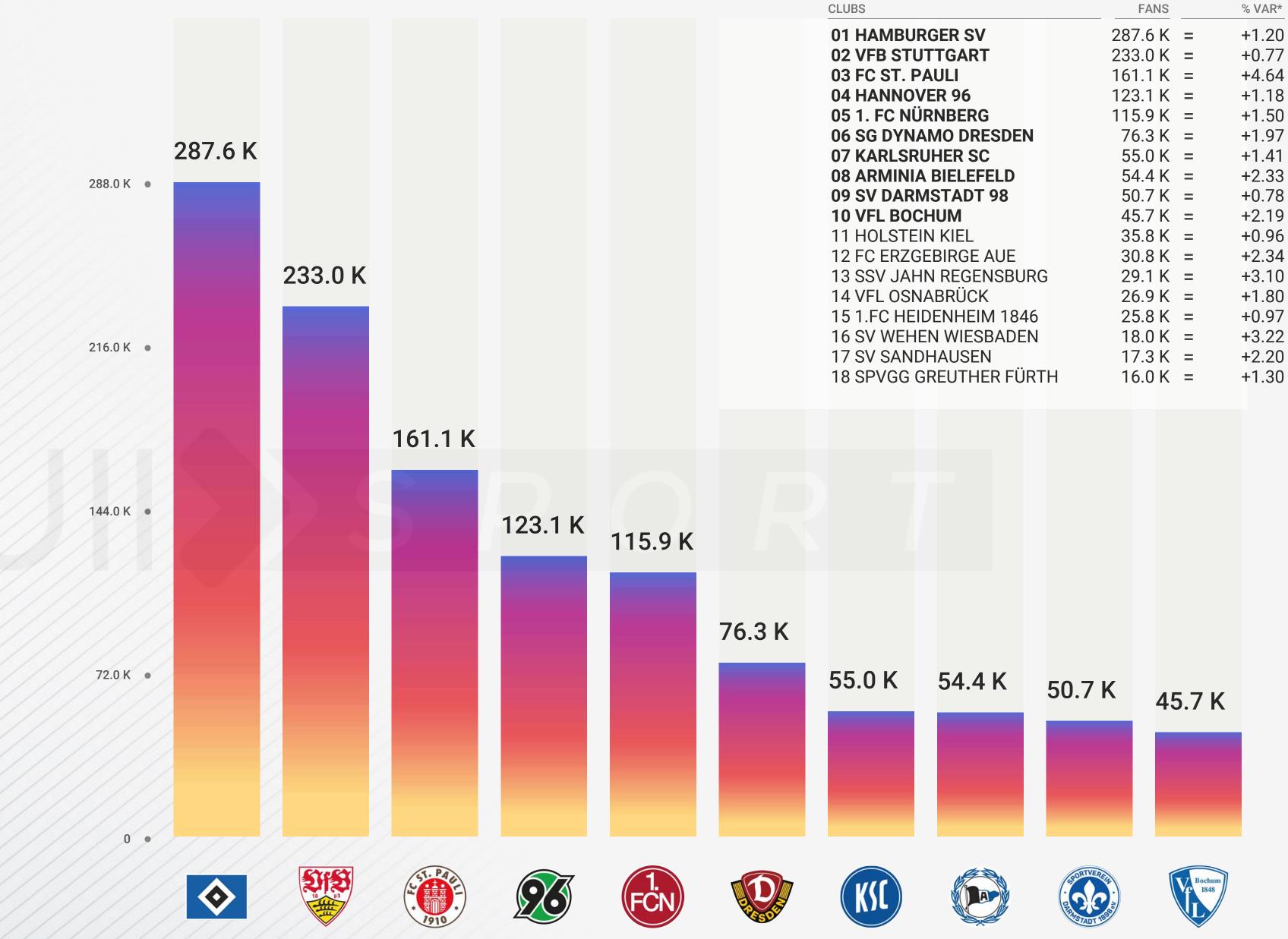




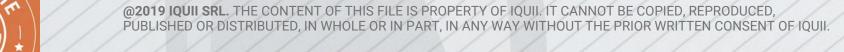




Ranking of the most followed 2.Bundesliga football clubs on Instagram.













TOTAL FANBASE 246 K **BUNDESLIGA**

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

















CLUBS







FANS

% VAR*

+2.18

+0.43

+0.49

+1.05

+0.58 +1.31

+1.50

+1.40

+0.70

+2.24

+0.97

+0.84

+0.94

+1.66

+0.31

+0.70

+4.66

+1.94

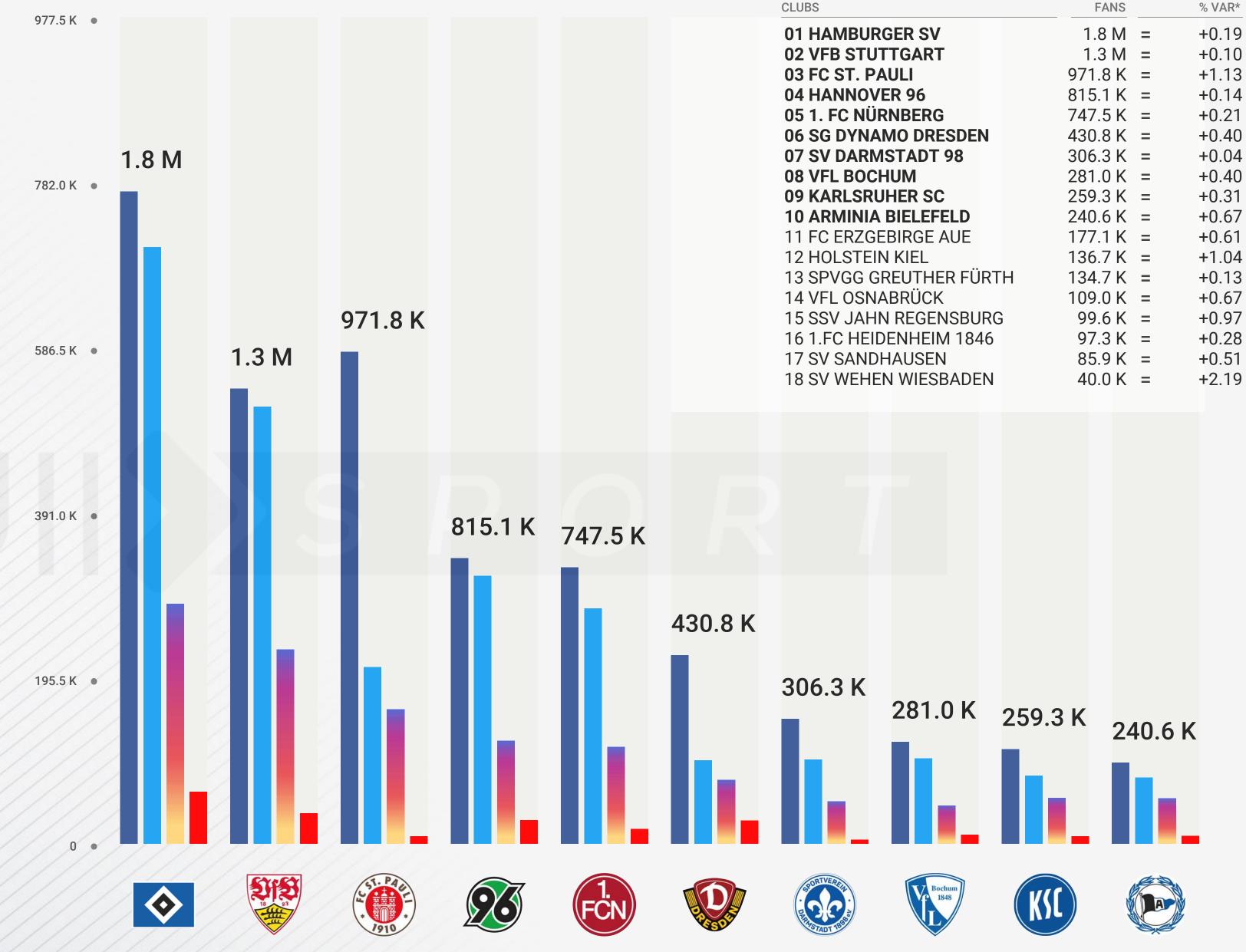




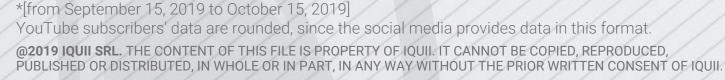




Ranking of the most followed 2.Bundesliga football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.









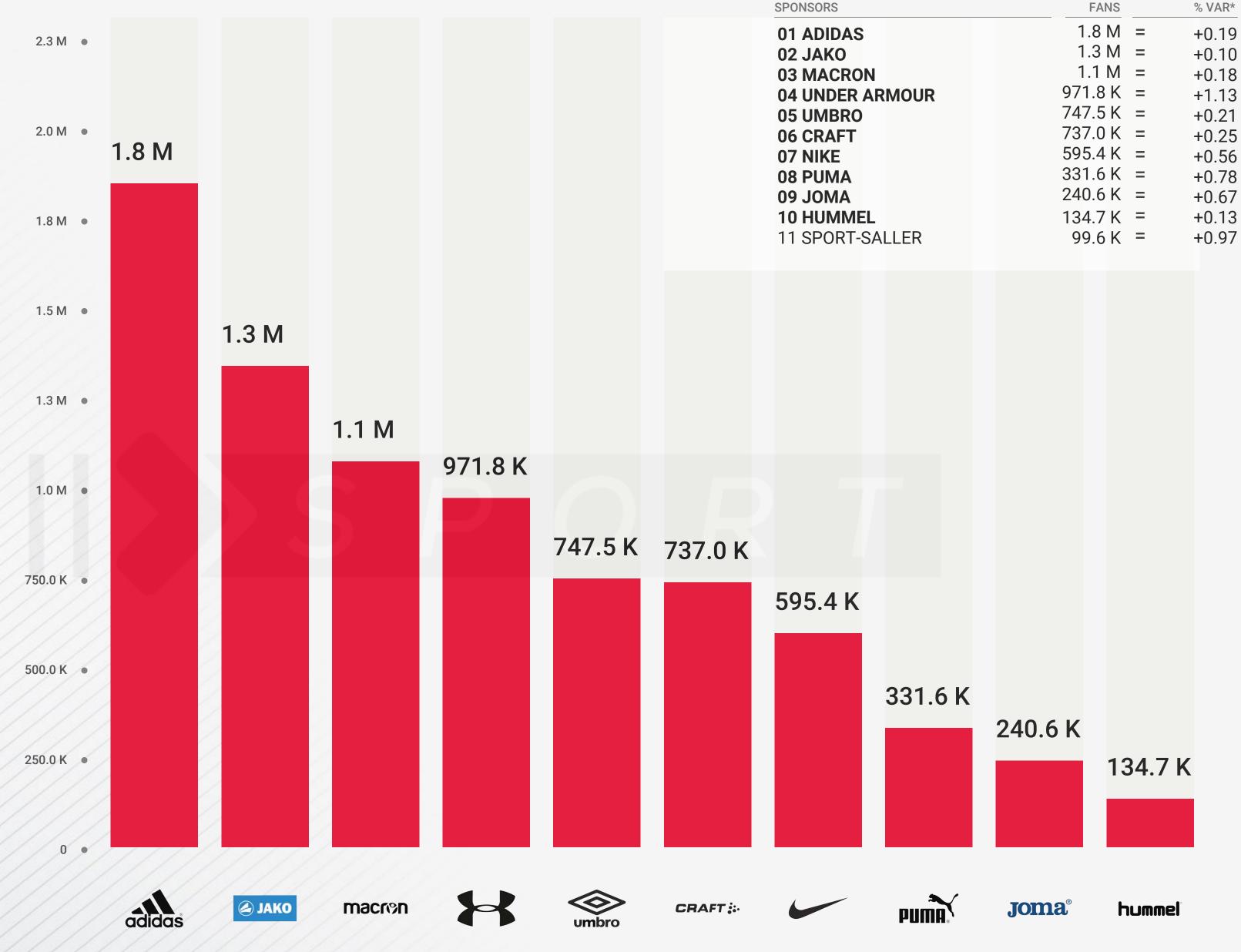




Potential Social Media exposition of the **Tech Brands** on jerseys in relation to the total fanbase of the 18 sponsored 2.Bundesliga football clubs.

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

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CLUBS

18

Tech Brands

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





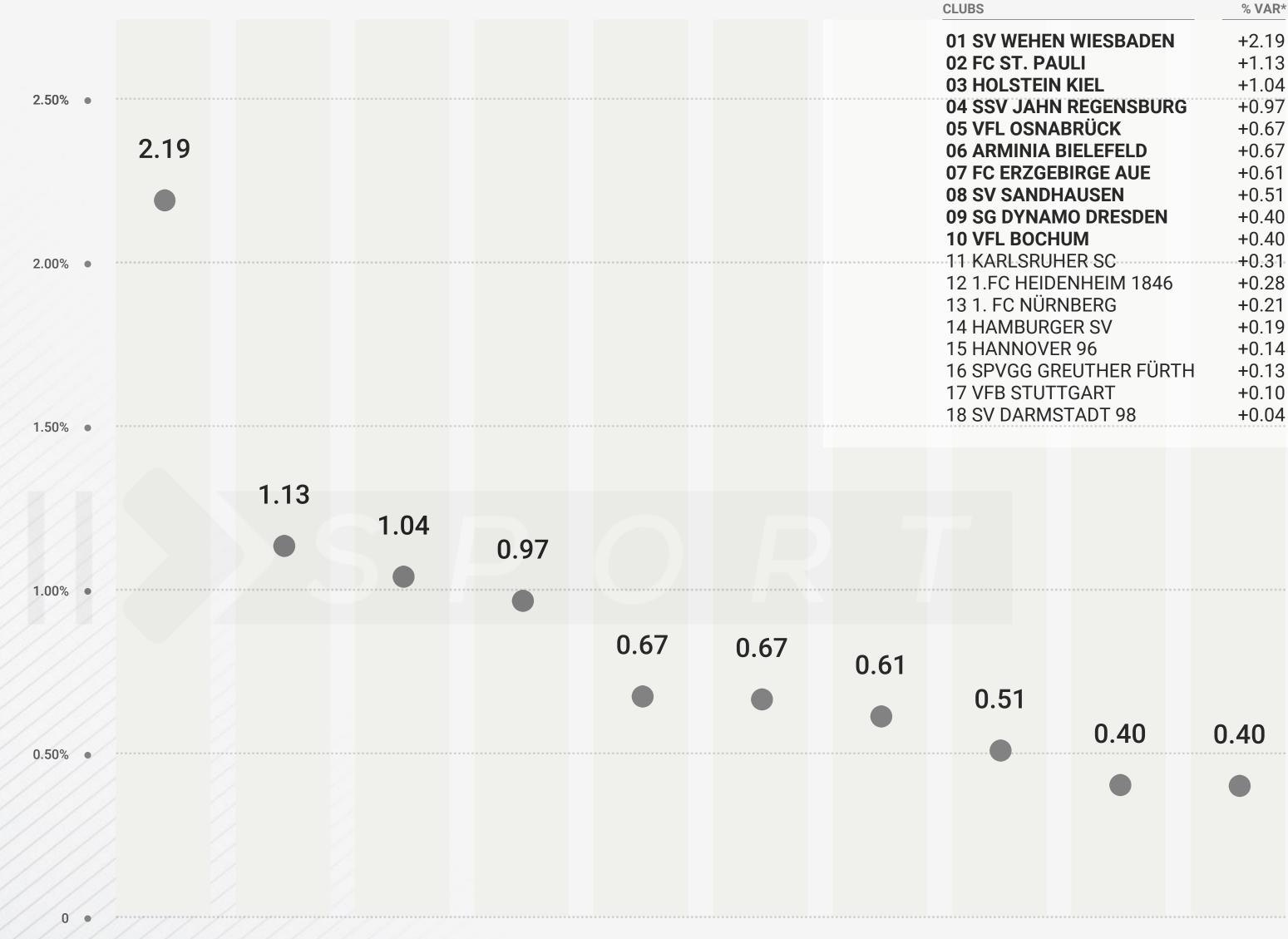
*[from September 15, 2019 to October 15, 2019]







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

























Football Leagues included in this overview

FIRST DIVISION

20 CLUBS



SERIE A

SECOND DIVISION

20 CLUBS



Lega B











LEAGUES

40

CLUBS

15

BRANDS

184.8 M

+ 1.73%*

FANS

Total Leagues analyzed: Serie A and Lega B.

Total Serie A and Lega B football clubs analyzed.

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

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



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









20 CLUBS

9 **BRANDS**

181.9 M + 1.74%*

FANS

Total Serie A football clubs analyzed.

Total Serie A Tech Brands on jerseys analyzed.

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



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



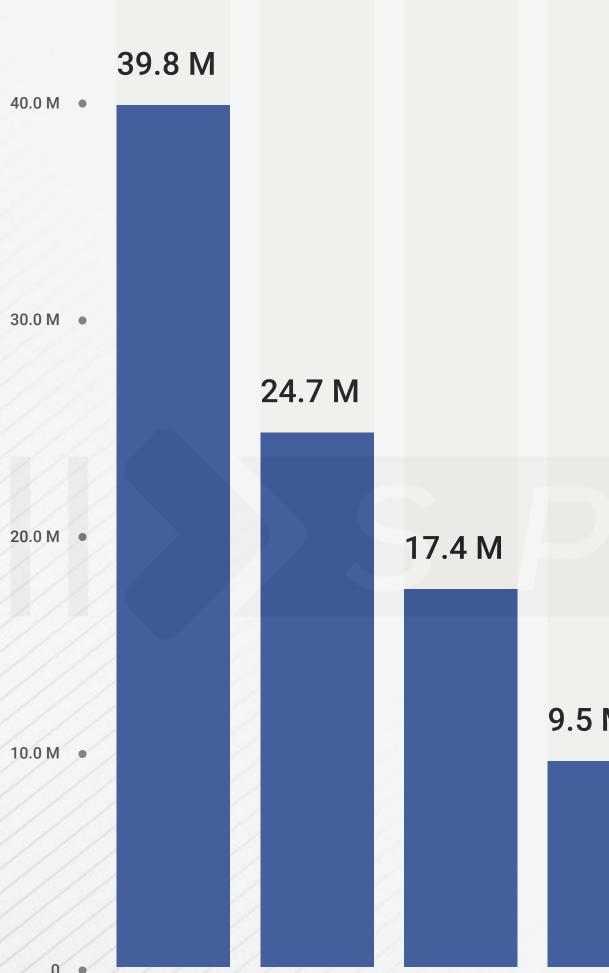


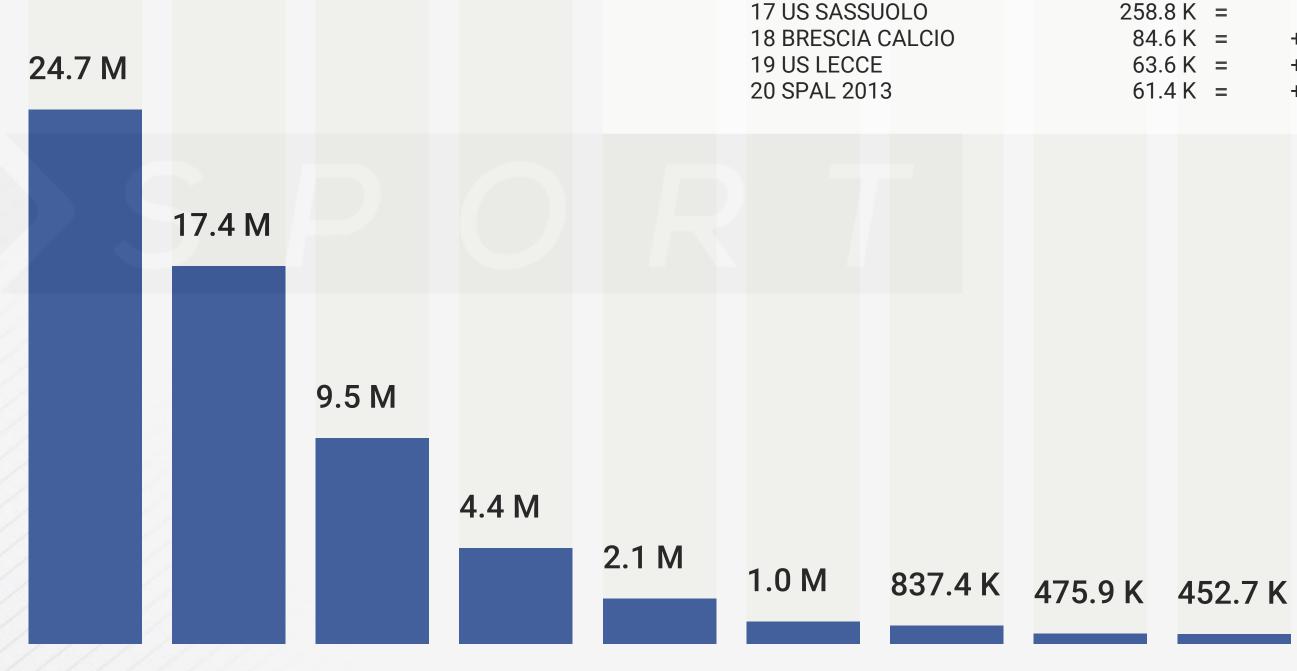
TOTAL FANBASE 103.0 M



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



















CLUBS

01 JUVENTUS FC

03 FC INTERNAZIONALE

02 AC MILAN

04 AS ROMA

08 SS LAZIO

09 TORINO FC

13 GENOA CFC

05 SSC NAPOLI

06 ACF FIORENTINA

10 UDINESE CALCIO 11 CAGLIARI CALCIO

12 UC SAMPDORIA

15 HELLAS VERONA

16 ATALANTA BC

14 PARMA CALCIO 1913

07 BOLOGNA FC 1909







FANS

39.8 M =

24.7 M =

17.4 M =

9.5 M =

4.4 M =

2.1 M =

1.0 M =

837.4 K =

475.9 K =

452.7 K =

362.9 K =

346.4 K =

345.8 K =

294.2 K =

274.0 K =

267.4 K =

258.8 K =

84.6 K =

63.6 K =

61.4 K =

% VAR*

+0.92

-0.08

+5.06 -0.59

+0.60 -0.15

-0.07

+0.17

+0.11

-0.19

+0.30

+0.03

-0.03

+0.59

+0.12

+1.45

-0.13

+2.27

+3.36

+1.31





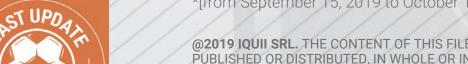






Ranking of the most followed Serie A football clubs on Twitter.







% VAR*

+2.08

+0.51

+4.38

+0.65

+1.21

+0.57

+0.09

+0.48 +0.28

+0.33

+0.36

+1.15

+0.34

+0.47

+0.18

+0.72

+2.37

+2.50

+2.43

+31.40





(0) TOTAL FANBASE 51.0 M



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







SE SE

FANS

32.8 M =

6.5 M =

3.8 M =

2.9 M =

1.8 M =

598.7 K =

467.0 K =

249.6 K =

233.6 K =

221.6 K =

210.5 K =

208.3 K =

165.0 K =

162.6 K =

122.9 K =

113.3 K =

99.7 K =

90.4 K =

82.9 K =

76.3 K =

% VAR*

+3.37

+1.35

+5.76 +2.01

+3.45

+3.58

+2.59

+4.95

+3.39

+1.93

+0.25

+3.84

+0.70

+1.56

+3.87

+1.76

+6.95

+2.95

+2.43

+6.98







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



CLUBS



FANS

% VAR*

+0.74

+3.78 +0.54

+0.70

+0.72

+3.50

+1.28 +0.85

+7.64

+3.11

+1.88

+2.10

+3.39

+2.29

+1.87

+8.74

+0.75

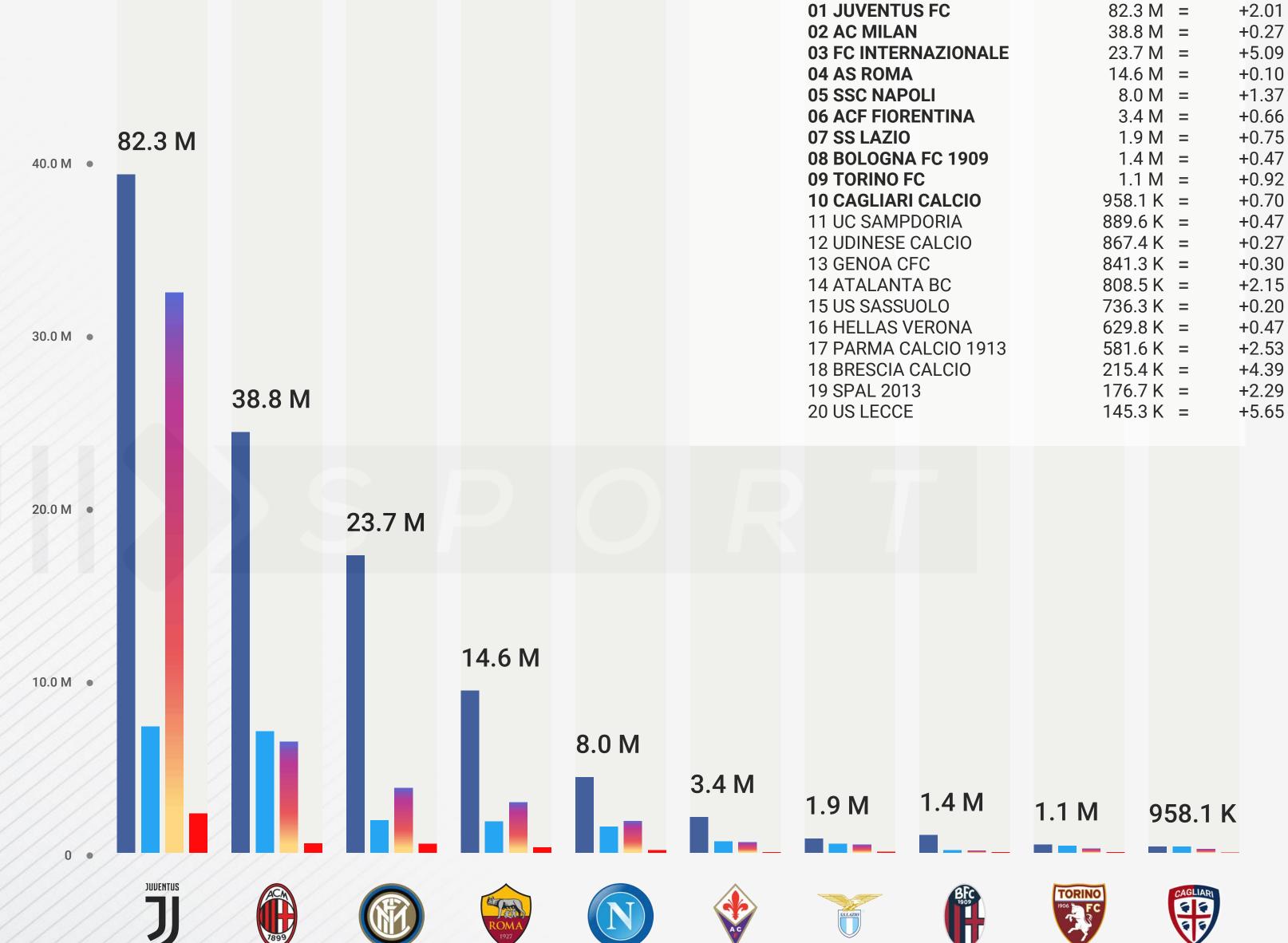
n/a







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



CLUBS







FANS



102.5 M •





SERIE A

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

5.9 M = **05 MACRON** $3.4 \, \text{M} =$ **06 LE COQ SPORTIF** 82.3 M 2.8 M = 07 JOMA 581.6 K = **08 ERREA** 82.0 M 145.3 K = 09 M908 61.5 M • 38.8 M 38.3 M 41.0 M 20.5 M 9.8 M 5.9 M 3.4 M 2.8 M 581.6 K 145.3 K **Joma**[®] macron

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

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SPONSORS

01 ADIDAS

02 PUMA

03 NIKE

04 KAPPA

FANS

82.3 M =

38.8 M =

38.3 M =

9.8 M =

% VAR*

+2.01

+0.27

+3.13

+1.25

+0.62

+0.66

+1.12

+2.53

+5.65



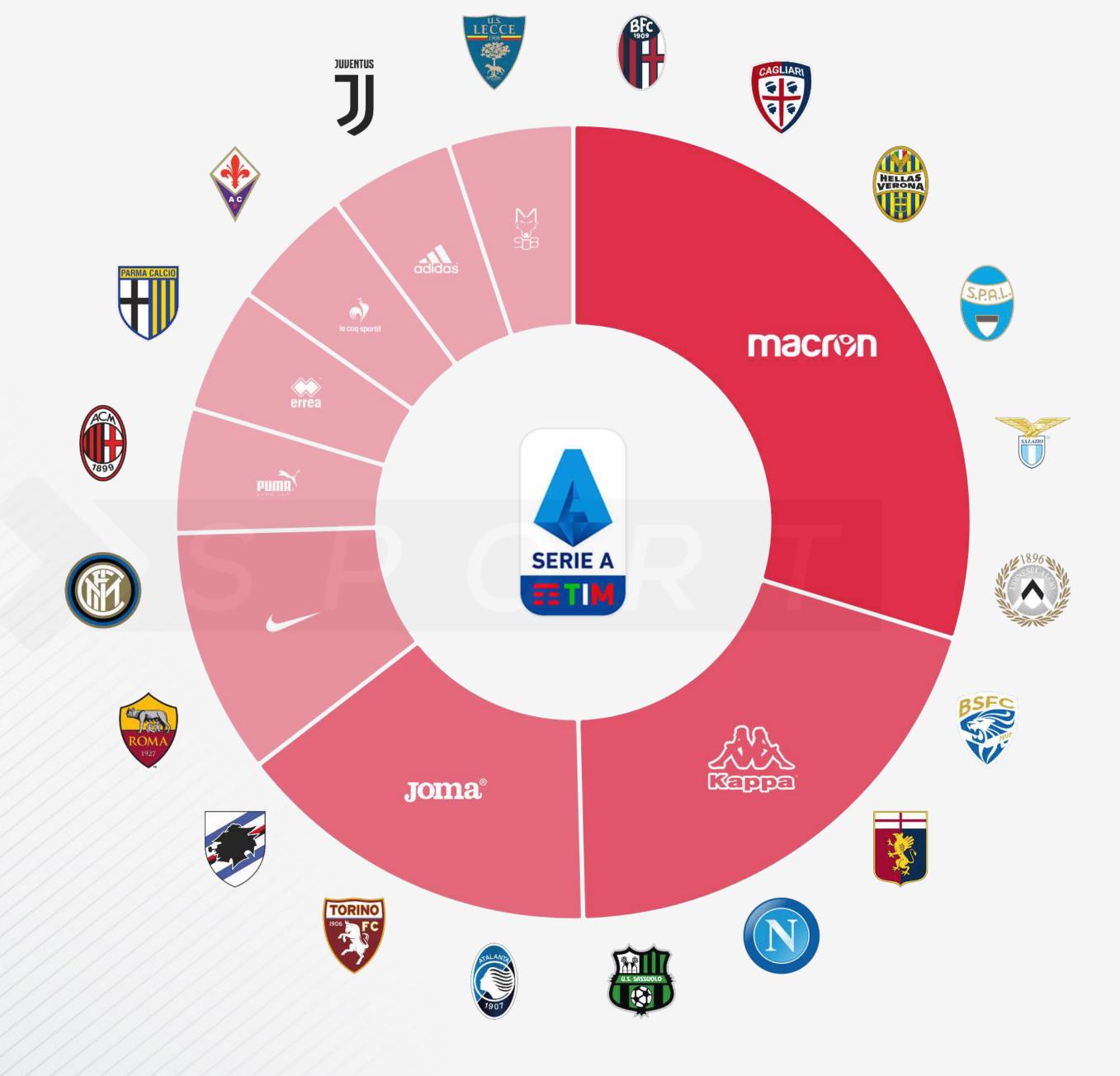


CLUBS

20

Tech Brands

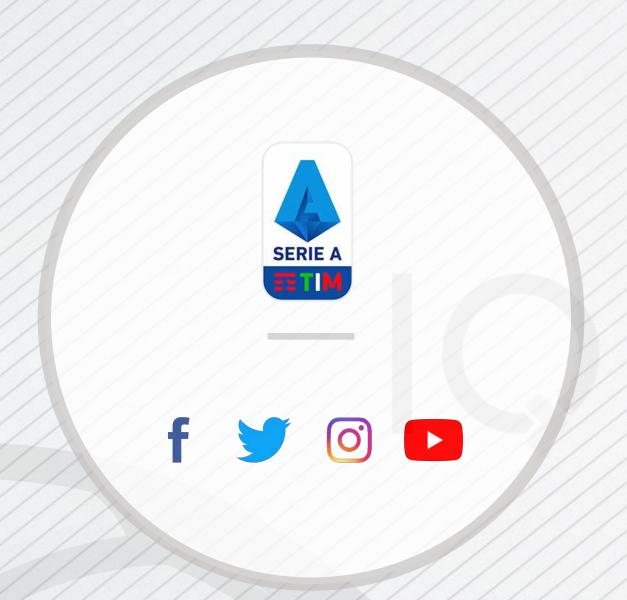
Tech Brands on jersey coverage in relation to the 20 sponsored Serie A football clubs.











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

































20 CLUBS

BRANDS

2.9 M + 1.00%*

FANS

Total Lega B football clubs analyzed.

Total Lega B Tech Brands on jerseys analyzed.

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



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



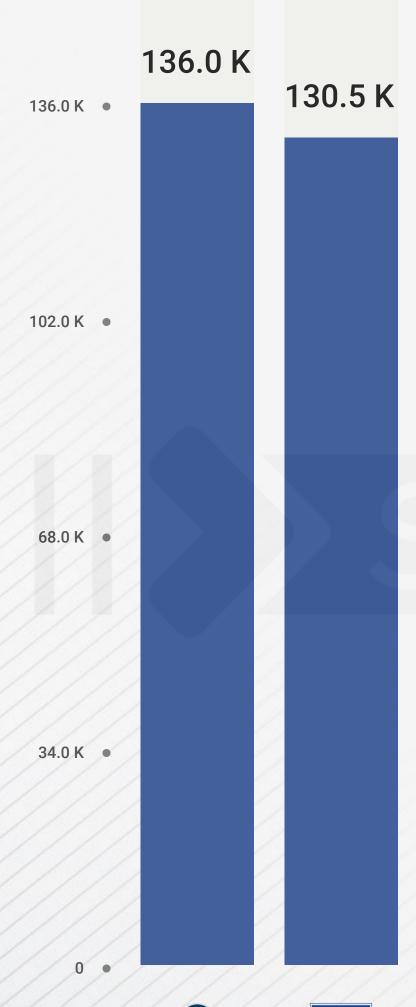


TOTAL FANBASE 1.3 M



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









128.2 K

120.5 K





97.4 K



75.5 K



CLUBS

01 FC CROTONE

04 EMPOLI FC

02 DELFINO PESCARA 1936

03 AC CHIEVO VERONA

06 BENEVENTO CALCIO

08 FROSINONE CALCIO

12 AC PERUGIA CALCIO

13 PORDENONE CALCIO

14 ASCOLI CALCIO 1898 FC

09 COSENZA CALCIO

10 SPEZIA CALCIO

15 SS JUVE STABIA

16 AS CITTADELLA

18 AS LIVORNO

17 VIRTUS ENTELLA

19 US CREMONESE

20 AC PISA 1909

63.4 K

11 VENEZIA FC

07 US SALERNITANA 1919

05 TRAPANI CALCIO





54.9 K



54.3 K



FANS

136.0 K =

130.5 K =

128.2 K =

120.5 K =

97.4 K =

75.5 K =

63.4 K =

54.9 K =

51.9 K =

45.0 K =

41.3 K =

39.2 K =

37.8 K =

34.3 K =

30.5 K =

28.7 K =

27.2 K =

21.5 K =

54.1 K

54.3 K ▲ +1

54.1 K ▼ -1

% VAR*

+0.48

+0.00

-0.15

+0.06

+0.34

+0.27

+0.43

+0.07

+0.51

-0.02

+0.16 +0.22

+0.35

+1.29

+0.29

+0.16

+0.27

+0.86

+0.48

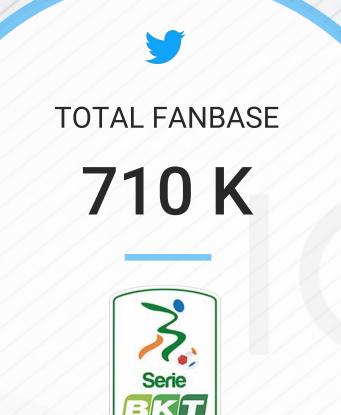
+2.38



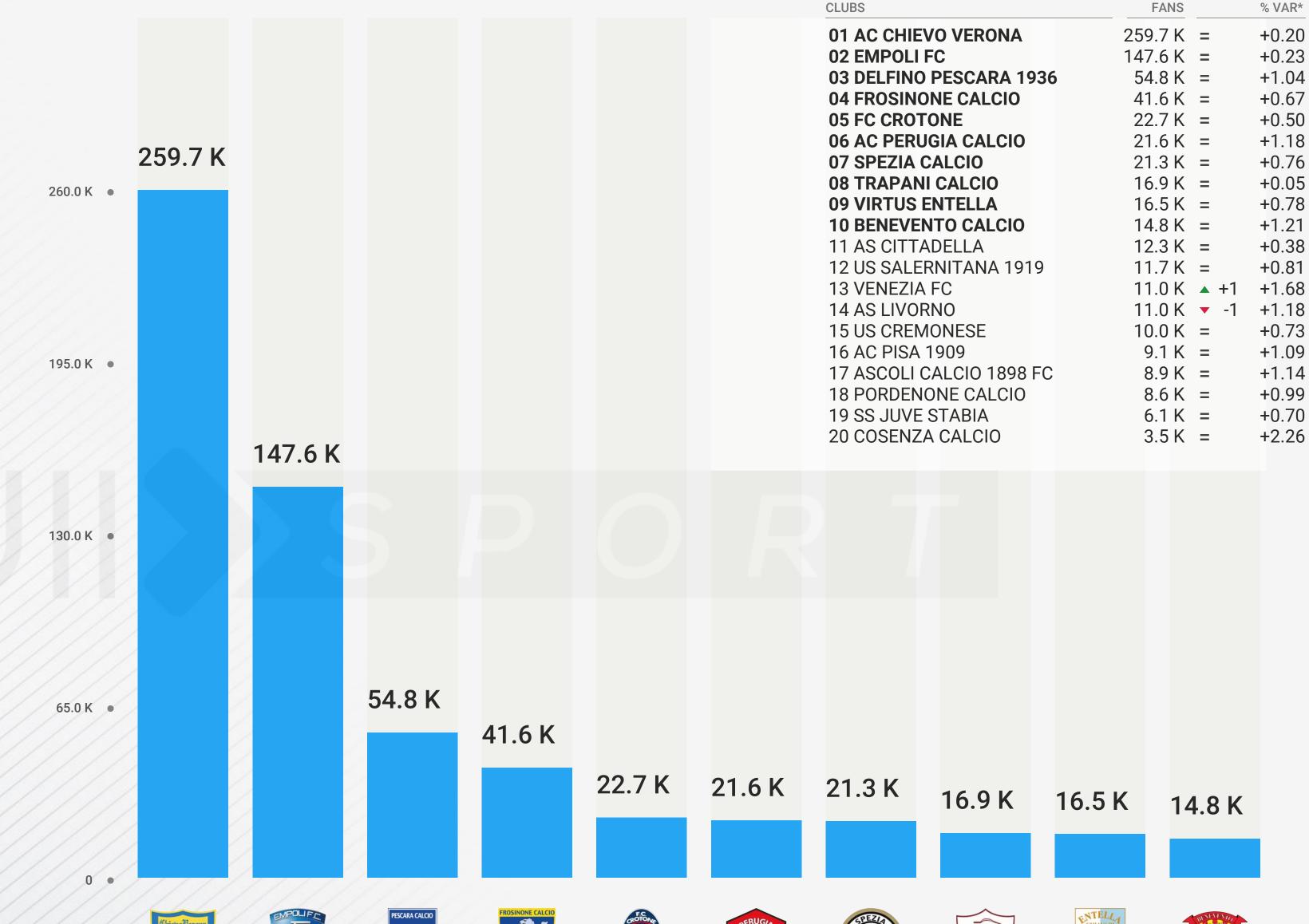


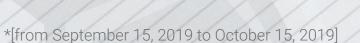






Ranking of the most followed Lega B football clubs on Twitter.





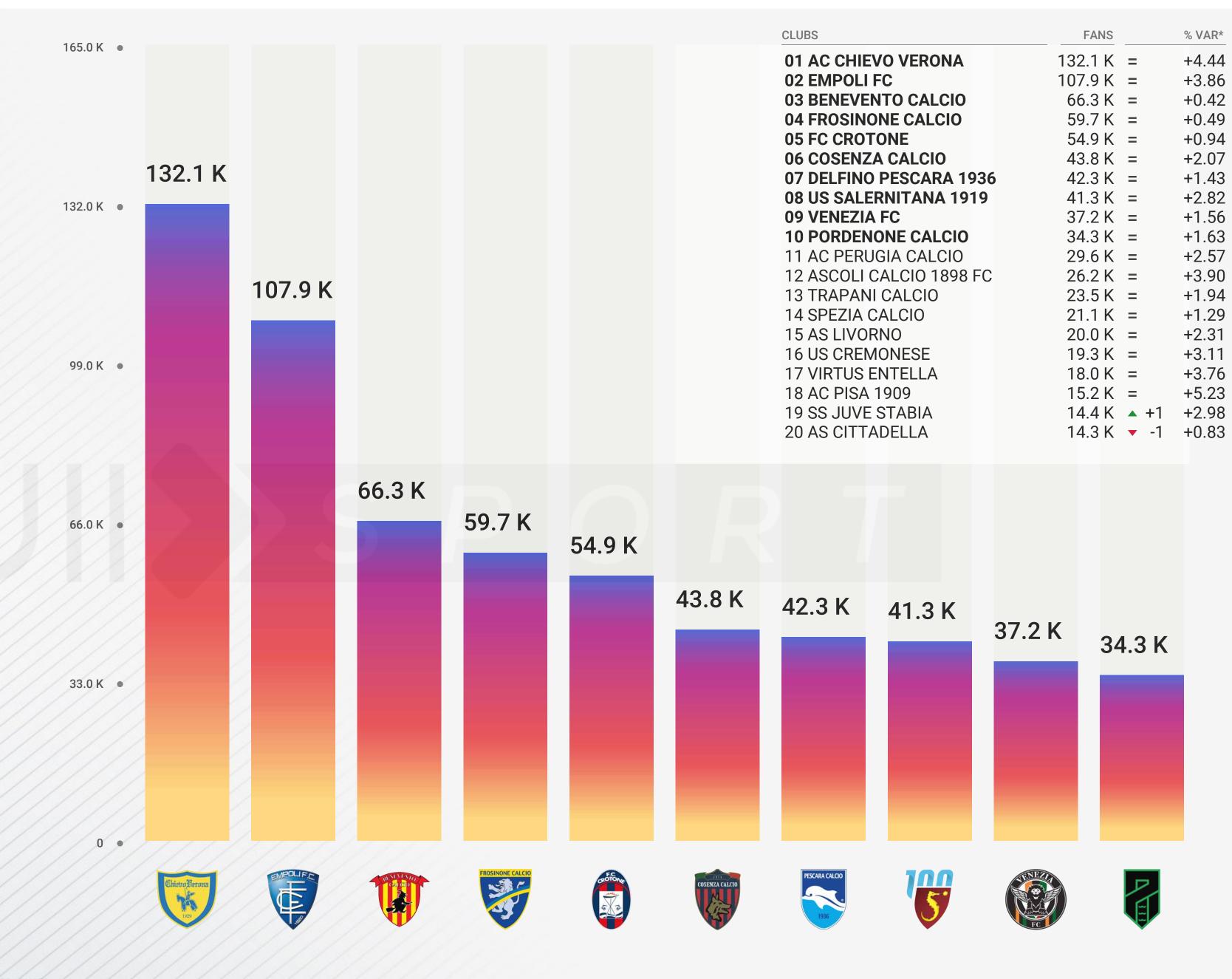








Ranking of the most followed Lega B football clubs on Instagram.



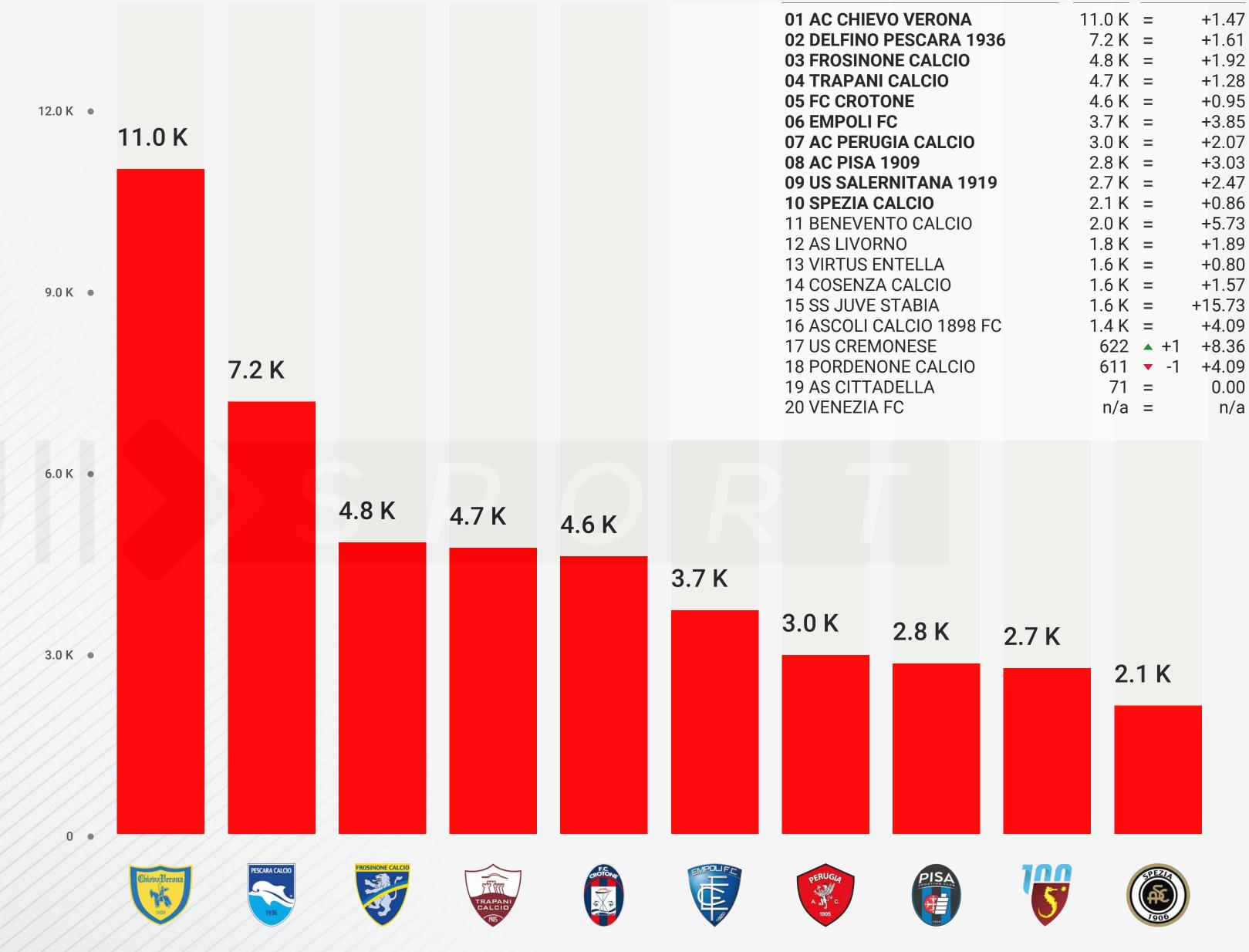








Ranking of the most followed Lega B football clubs on YouTube.



CLUBS



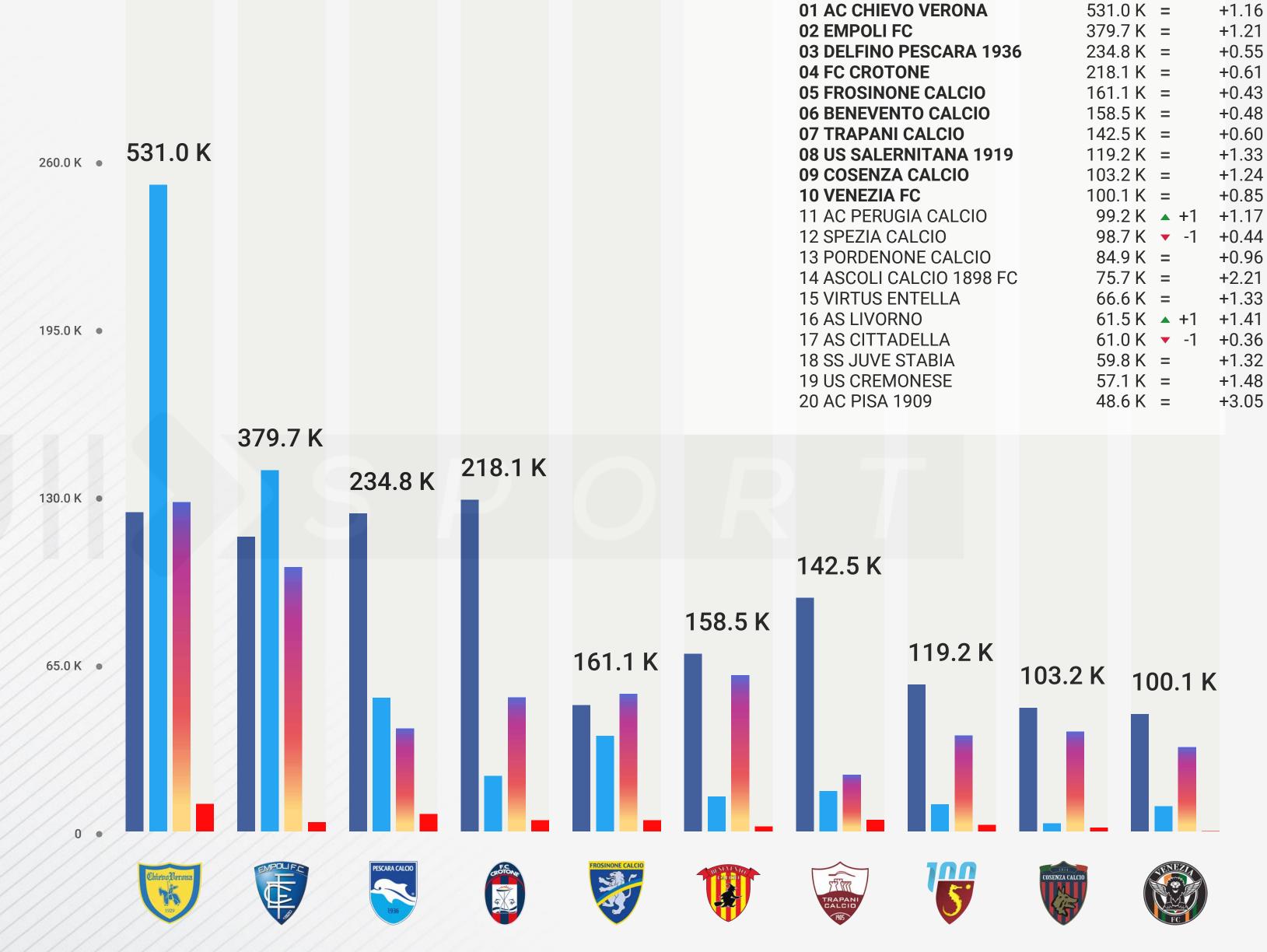
FANS







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





CLUBS

FANS

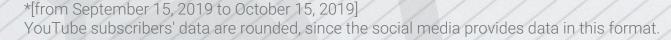






Potential Social Media exposition of the **Tech Brands** on jerseys in relation to the total fanbase of the 20 sponsored Lega B football clubs.

737.5 K ● 590.8 K = 01 GIVOVA +1.18 538.3 K = 02 KAPPA +1.00 498.4 K = +0.72 03 ZEUS 234.8 K = **04 ERREA** +0.55 227.4 K = 05 JOMA +0.73 175.8 K = +1.43 06 NIKE 590.8 K 164.7 K = 07 LEGEA +1.31 155.7 K = **08 ACERBIS** +0.82 590.0 K 115.2 K = +2.05 09 ADIDAS 538.3 K 99.2 K = 10 FG SPORT +1.17 11 MIZUNO 61.0 K = +0.36 498.4 K 442.5 K • 295.0 K 234.8 K 227.4 K 175.8 K 164.7 K 155.7 K 115.2 K 147.5 K • 99.2 K Zeus veste gli dei **Joma**[®] **GIVOVE**





SPONSORS

FANS





CLUBS

20

Tech Brands

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



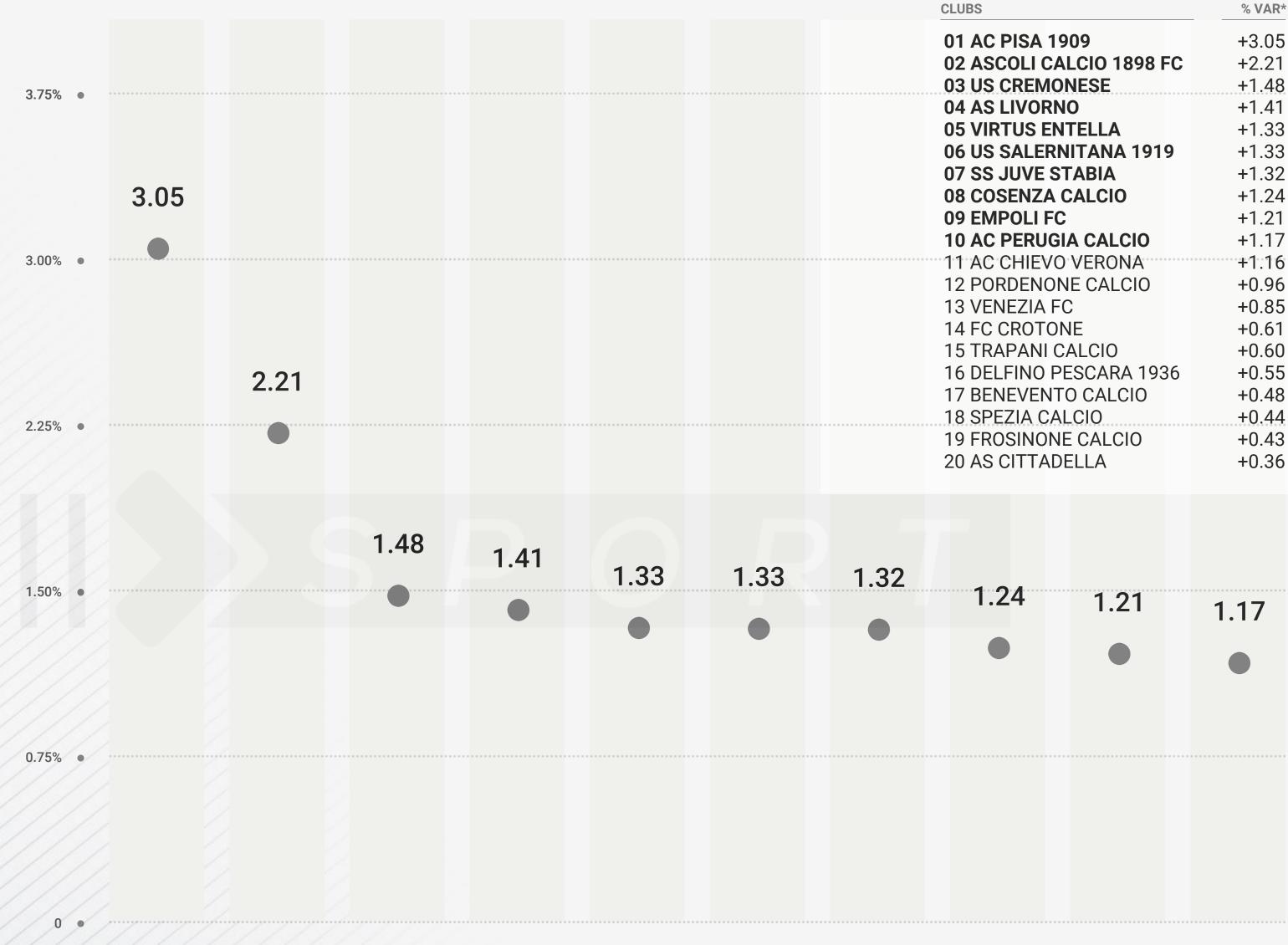








Ranking of the most grown up Lega B football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

























Football Leagues included in this overview

FIRST DIVISION

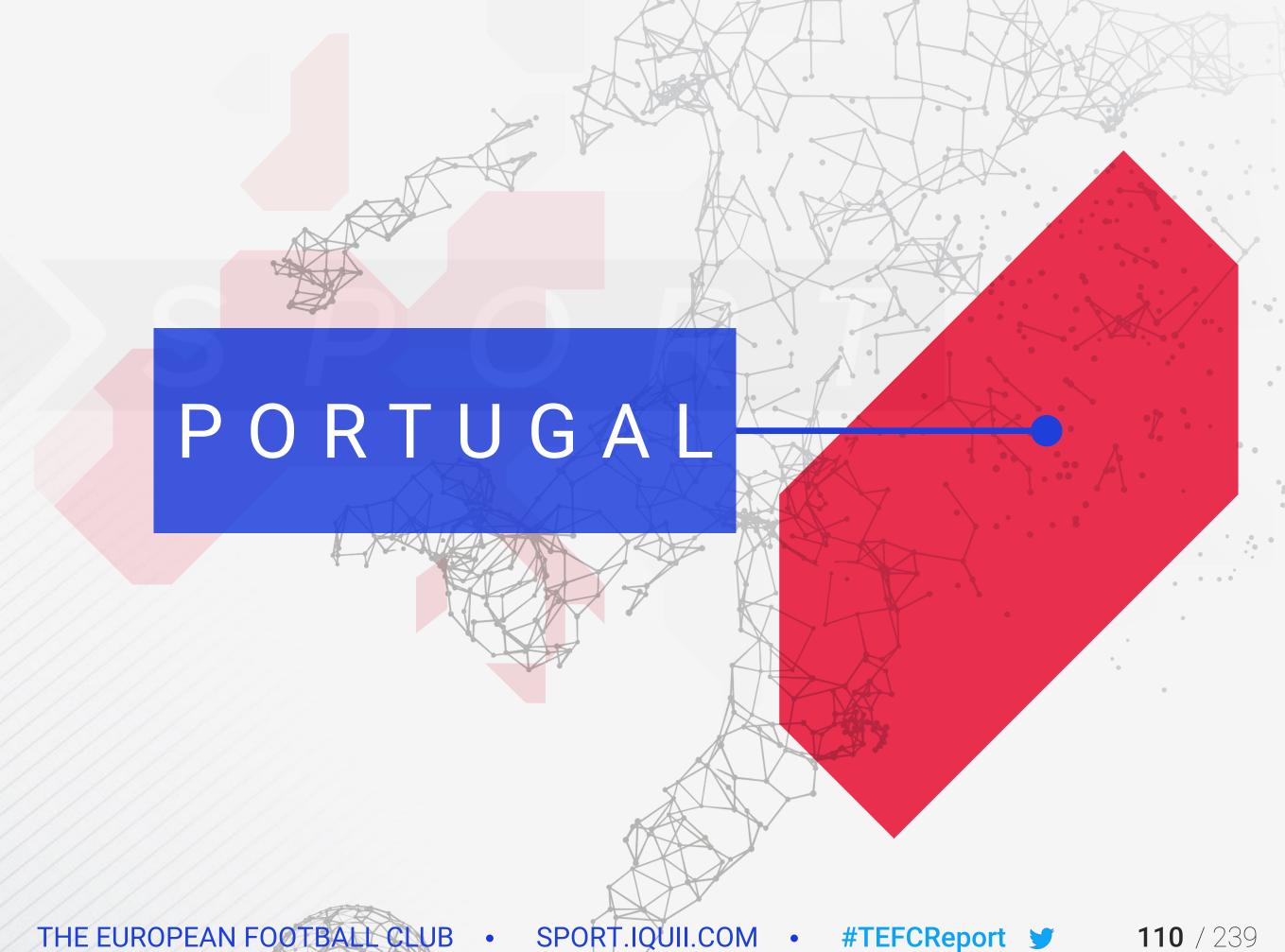
18 CLUBS



SECOND DIVISION

18 CLUBS











PORTUGAL SnapShot / General

LEAGUES

36

CLUBS

16

BRANDS

20.1 M

+ 0.51%*

FANS

Total Leagues analyzed: Primeira Liga and Segunda Liga.

Total Primeira Liga and Segunda Liga football clubs analyzed.

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

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





PORTUGAL SnapShot / First Division



18 CLUBS

10 BRANDS 19.4 M + 0.50%* FANS

Total Primeira Liga football clubs analyzed.

Total Primeira Liga Tech Brands on jerseys analyzed.

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





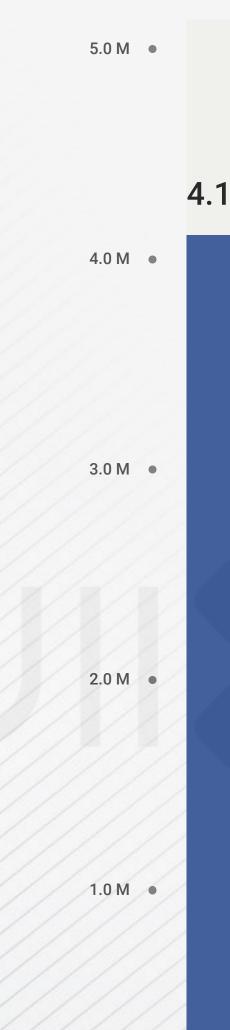


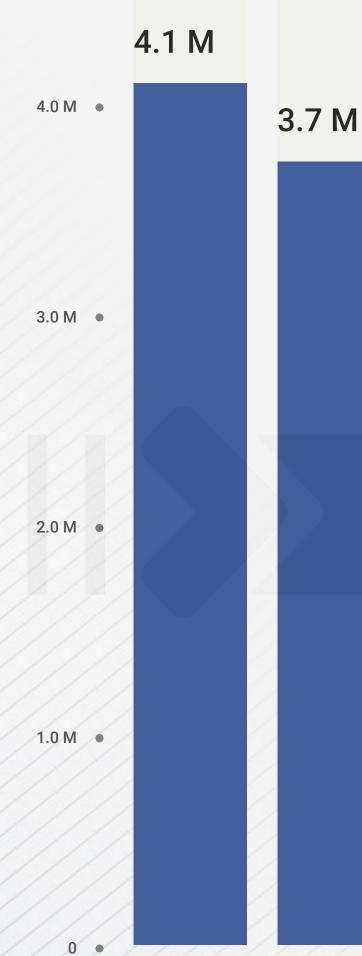
PORTUGAL Facebook

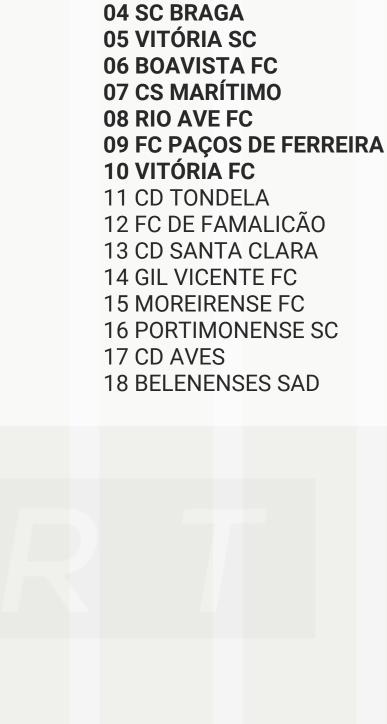
TOTAL FANBASE 11.6 M



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





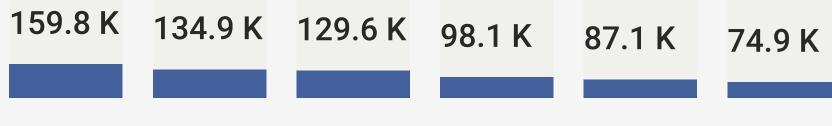


CLUBS

01 FC PORTO

02 SL BENFICA

03 SPORTING CP





FANS

4.1 M =

3.7 M =

2.6 M =

297.5 K =

159.8 K =

134.9 K =

129.6 K =

98.1 K =

87.1 K =

74.9 K =

59.1 K =

44.3 K =

40.2 K =

36.3 K =

31.8 K =

30.8 K =

27.3 K =

% VAR*

-0.12

-0.08

-0.05

+0.16

+0.37 +0.10

+0.06

+0.01 +0.05

+0.82

+0.51

+8.81

+1.70

+0.74

+0.34

+0.37

+0.54









297.5 K















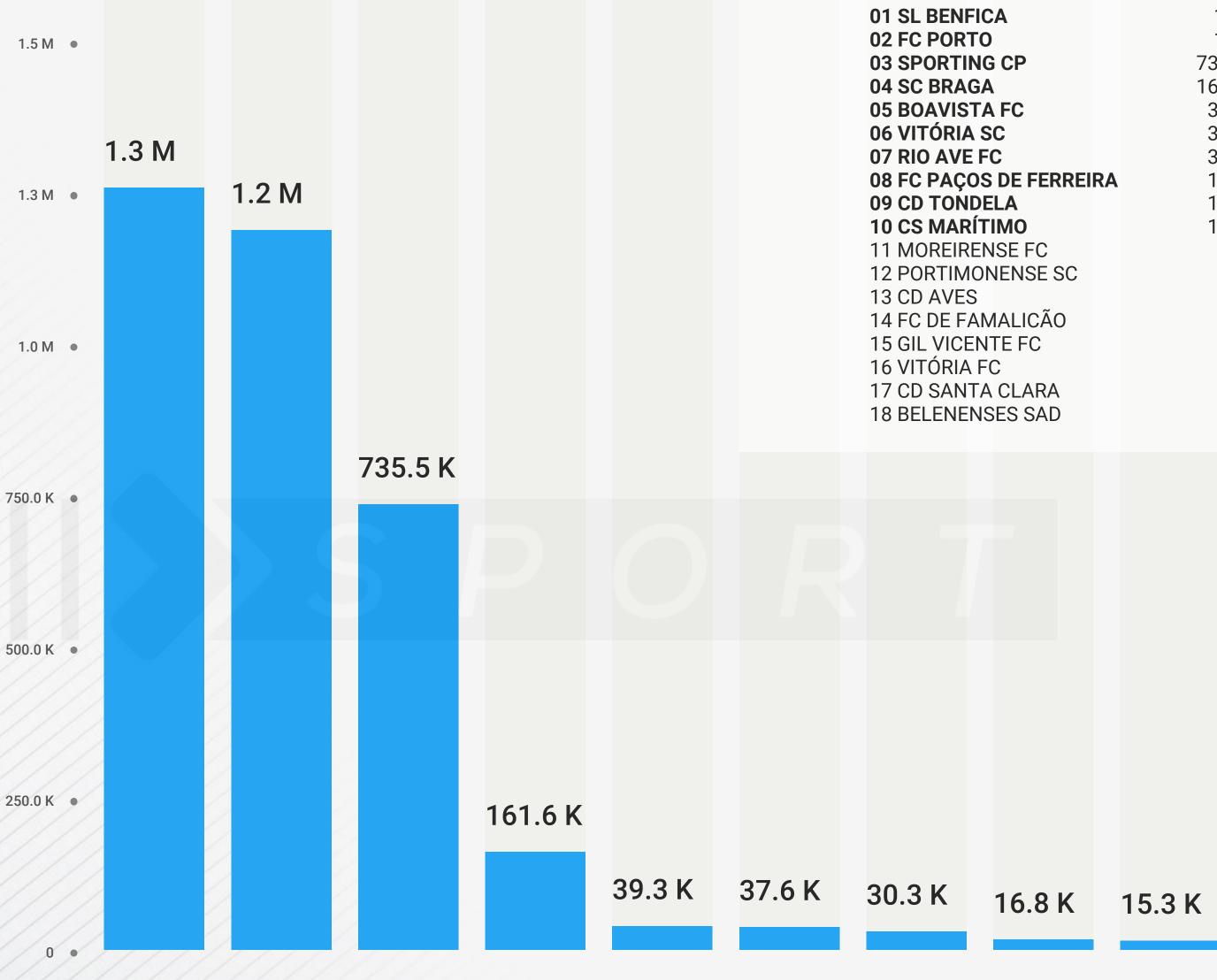
2.6 M







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

















CLUBS







11.9 K

FANS

1.3 M =

1.2 M =

735.5 K =

161.6 K =

39.3 K =

37.6 K =

30.3 K =

16.8 K =

15.3 K =

11.9 K =

9.2 K =

7.1 K = 5.0 K =

1.2 K =

978 =

506 =

3.7 K • +1 +46.66

3.3 K ▼ -1 +2.36

% VAR*

+0.38

+0.53

+0.46

+0.82

+0.35

+5.71

+0.92

+1.15

+2.11

+1.28

+2.17

+1.24

+0.62

-0.49

+7.35

+5.20



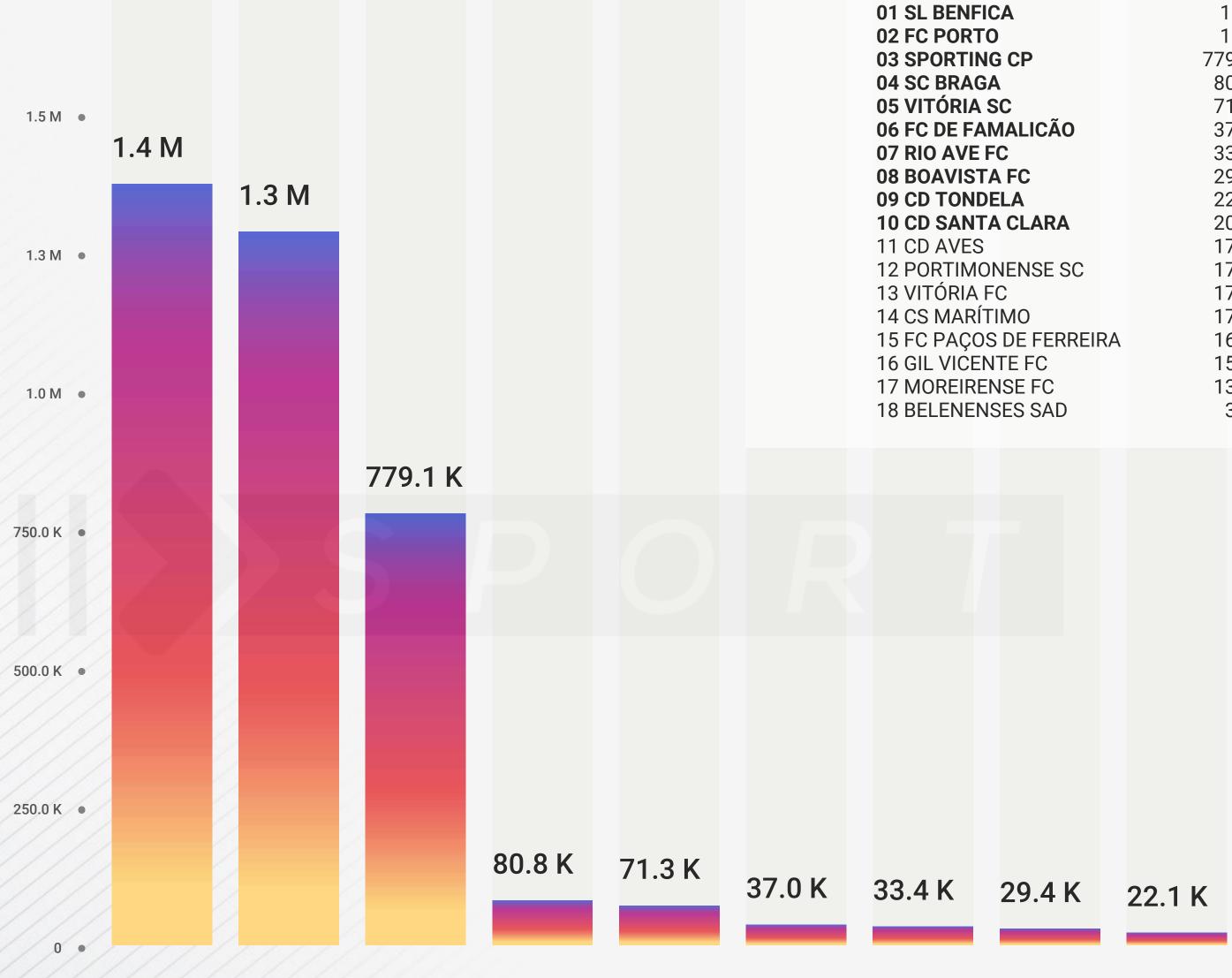




PORTUGAL Instagram



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















CLUBS







20.8 K

FANS

1.4 M =

1.3 M =

779.1 K =

80.8 K =

71.3 K =

22.1 K =

20.8 K =

17.3 K =

17.3 K =

17.3 K =

17.0 K =

16.4 K =

15.2 K =

13.6 K =

3.8 K =

33.4 K ▼ -1

37.0 K ▲ +2 +36.30

29.4 K ▼ -1 +2.54

% VAR*

+1.67

+1.54

+1.48 +2.72

+3.84

+3.24

+3.19

+6.75

+1.12

+2.43

+3.11

+3.31

+2.23

+7.11

+3.00

+15.50

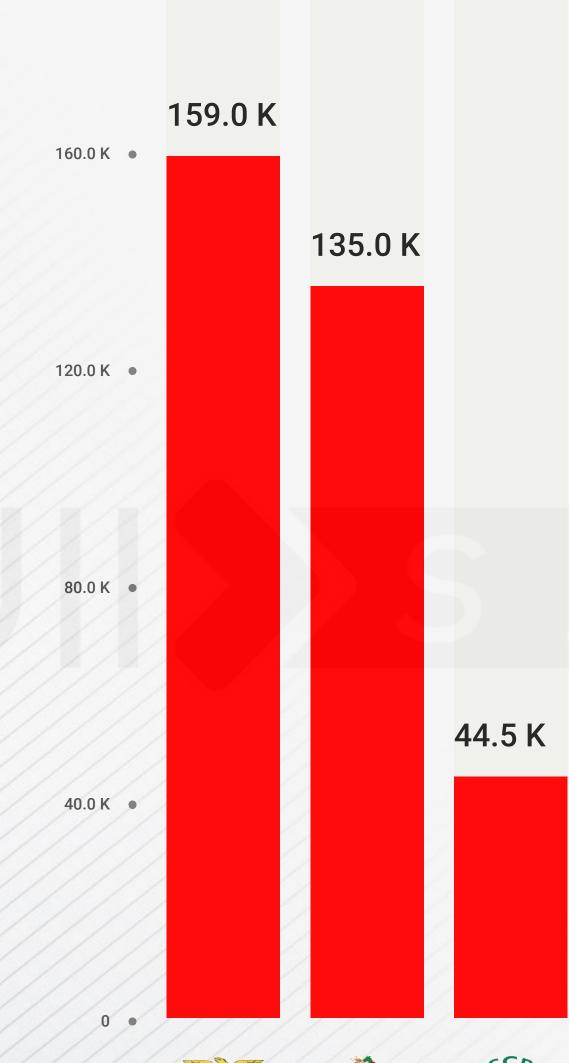


IQUII SPORT



TOTAL FANBASE 372 K LIGA N

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











10.0 K



9.0 K



3.0 K



2.7 K



2.7 K



2.3 K



1.0 K

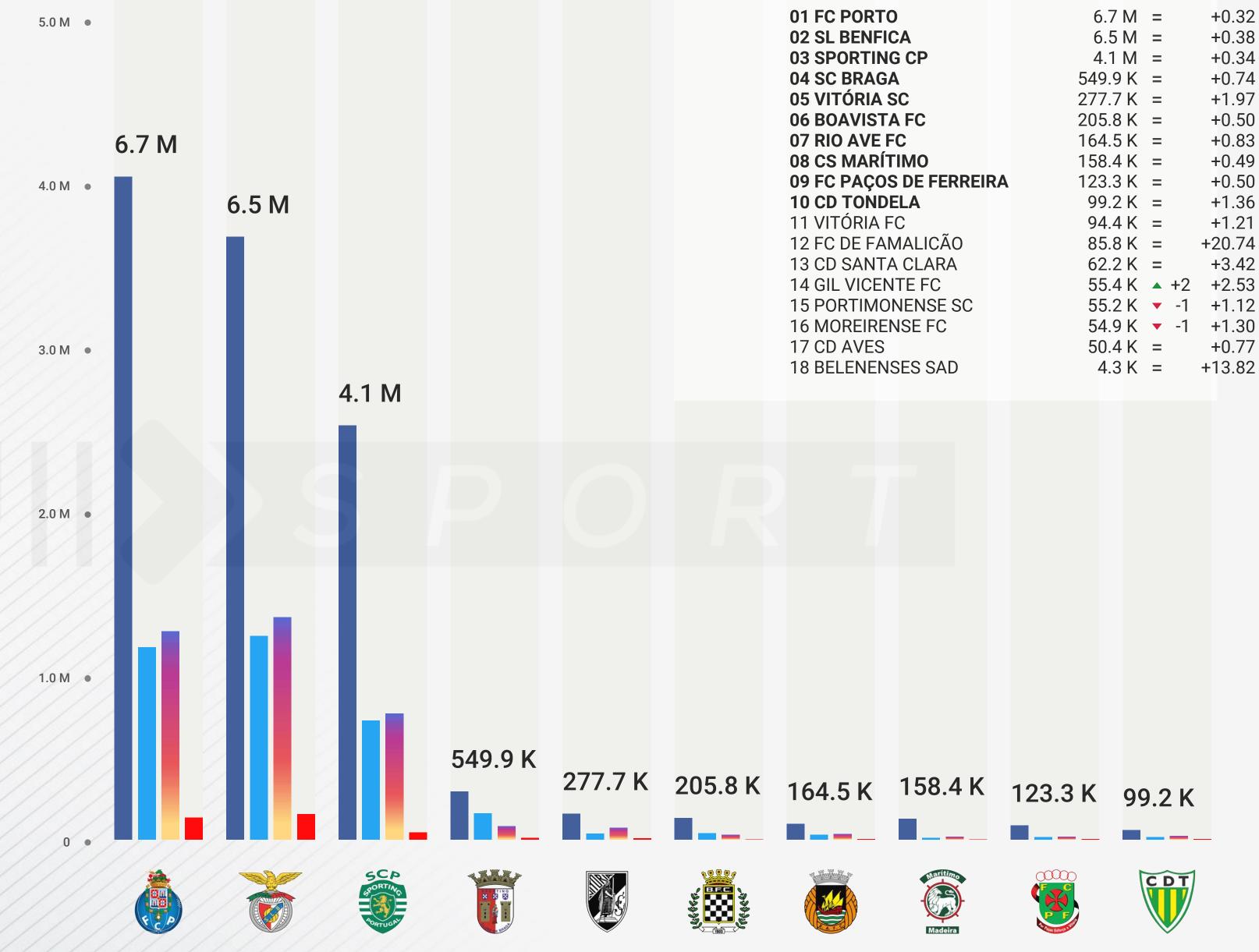






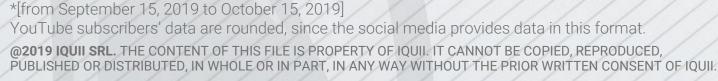


Ranking of the most followed Primeira Liga football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS





FANS

% VAR*



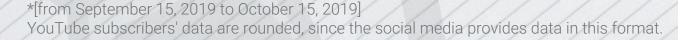


7.5 M •



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

6.7 M 154.1 K = **07 CDT** 6.5 M 127.7 K = **08 JOMA** 105.7 K = 09 LACATONI 55.2 K = 10 MIZUNO 6.0 M 4.5 M 4.5 M • 3.0 M • 1.5 M • 644.3 K 385.1 K 205.8 K 154.1 K 127.7 K 105.7 K 55.2 K





Joma[®]

Lacatoni

SPONSORS

02 ADIDAS

03 MACRON

04 HUMMEL

05 NIKE

01 NEW BALANCE

06 PLAYGROUND STARS

FANS

6.7 M =

6.5 M =

4.5 M =

644.3 K =

385.1 K =

205.8 K =

% VAR*

+0.32

+0.38

+0.76

+0.81

+1.10

+0.50

+1.34

+0.91

+1.68

+1.12

macron





CLUBS

18

Tech Brands

10

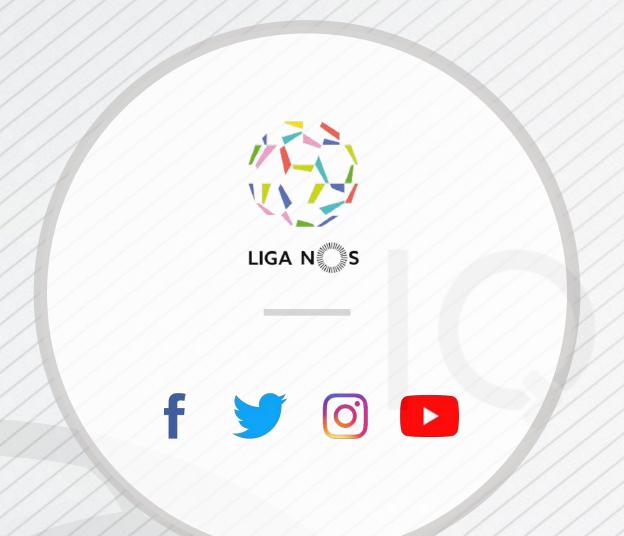
Tech Brands on jersey coverage in relation to the 18 sponsored Primeira Liga football clubs.











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



















CLUBS





0.83

% VAR*

+20.74

+13.82

+3.42

+2.53

+1.97

+1.36

+1.30

+1.21

+1.12

+0.83 +0.77

+0.74

+0.50 +0.50

+0.49

+0.38

+0.34

+0.32







PORTUGAL SnapShot / Second Division



18 CLUBS

BRANDS

727 K + 0.95%* FANS

Total Segunda Liga football clubs analyzed.

Total Segunda Liga Tech Brands on jerseys analyzed.

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



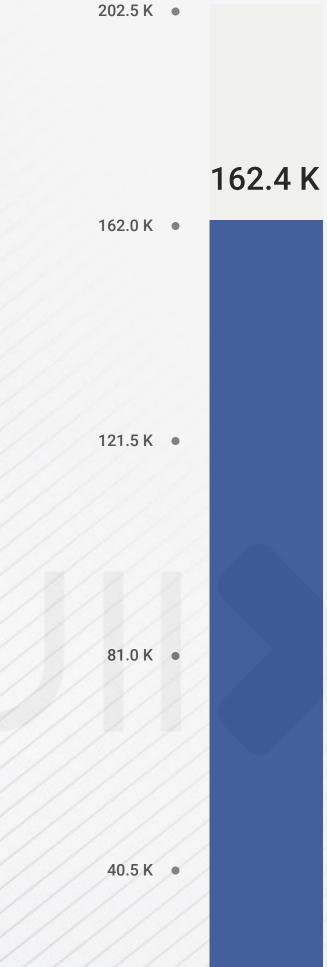




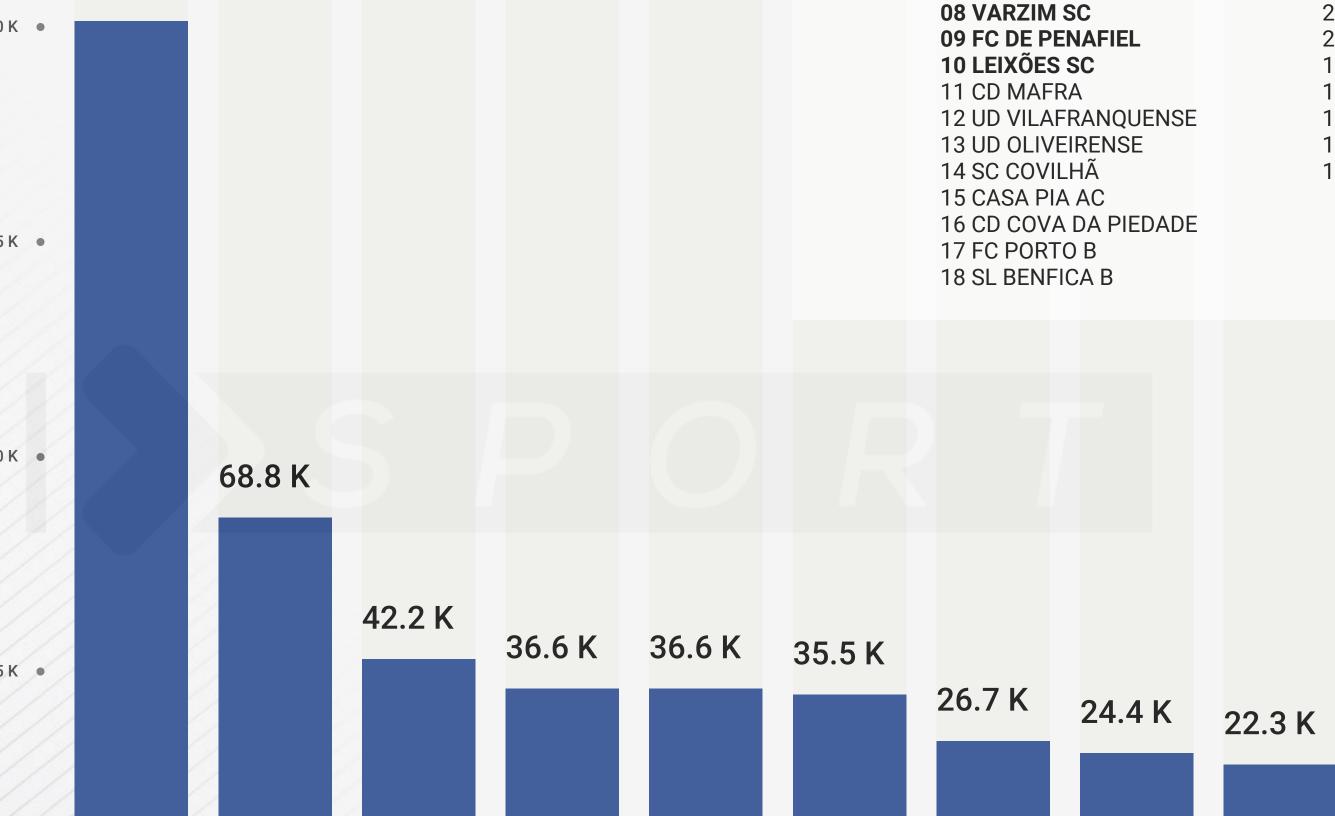
TOTAL FANBASE 551 K



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



















CLUBS

01 ACADÉMICA

02 GD CHAVES

03 CD NACIONAL

04 CD FEIRENSE 05 SC FARENSE

06 ESTORIL PRAIA

07 ACADEMICO DE VISEU F.C.









19.2 K

FANS

162.4 K =

68.8 K =

42.2 K =

36.6 K =

36.6 K =

35.5 K =

26.7 K =

24.4 K =

22.3 K =

19.2 K =

15.3 K =

15.1 K = 14.4 K =

12.5 K =

9.1 K =

8.1 K =

1.8 K =

% VAR*

-0.01

+0.12

+0.50

+0.49

+2.78

-0.19

+0.22

+1.08

+0.58

+0.88

+0.58

+0.32

+0.51

+2.77

+1.18

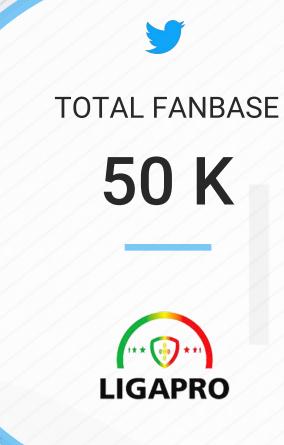
+6.59

+1.66

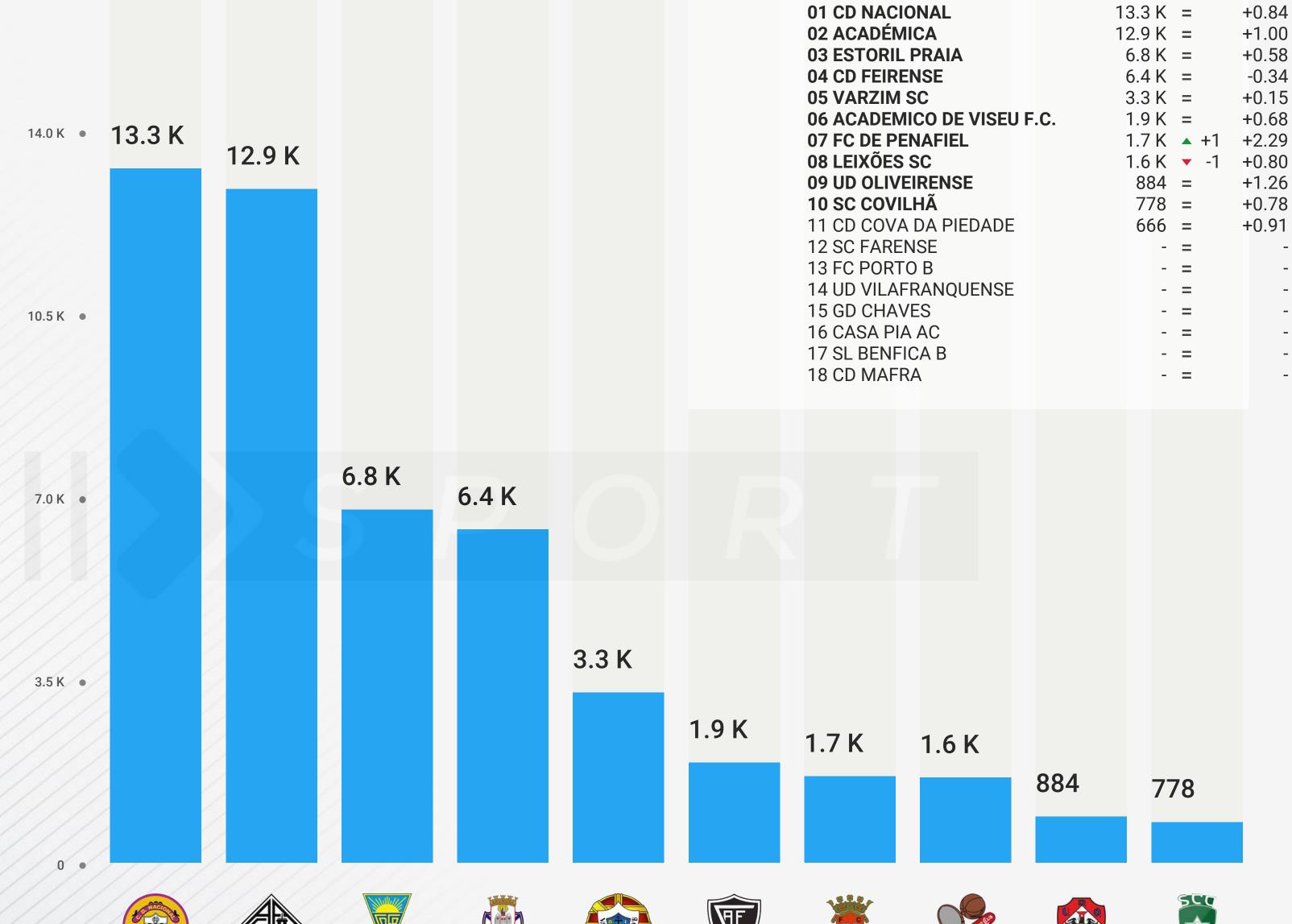








Ranking of the most followed Segunda Liga football clubs on Twitter.

















CLUBS









FANS

% VAR*

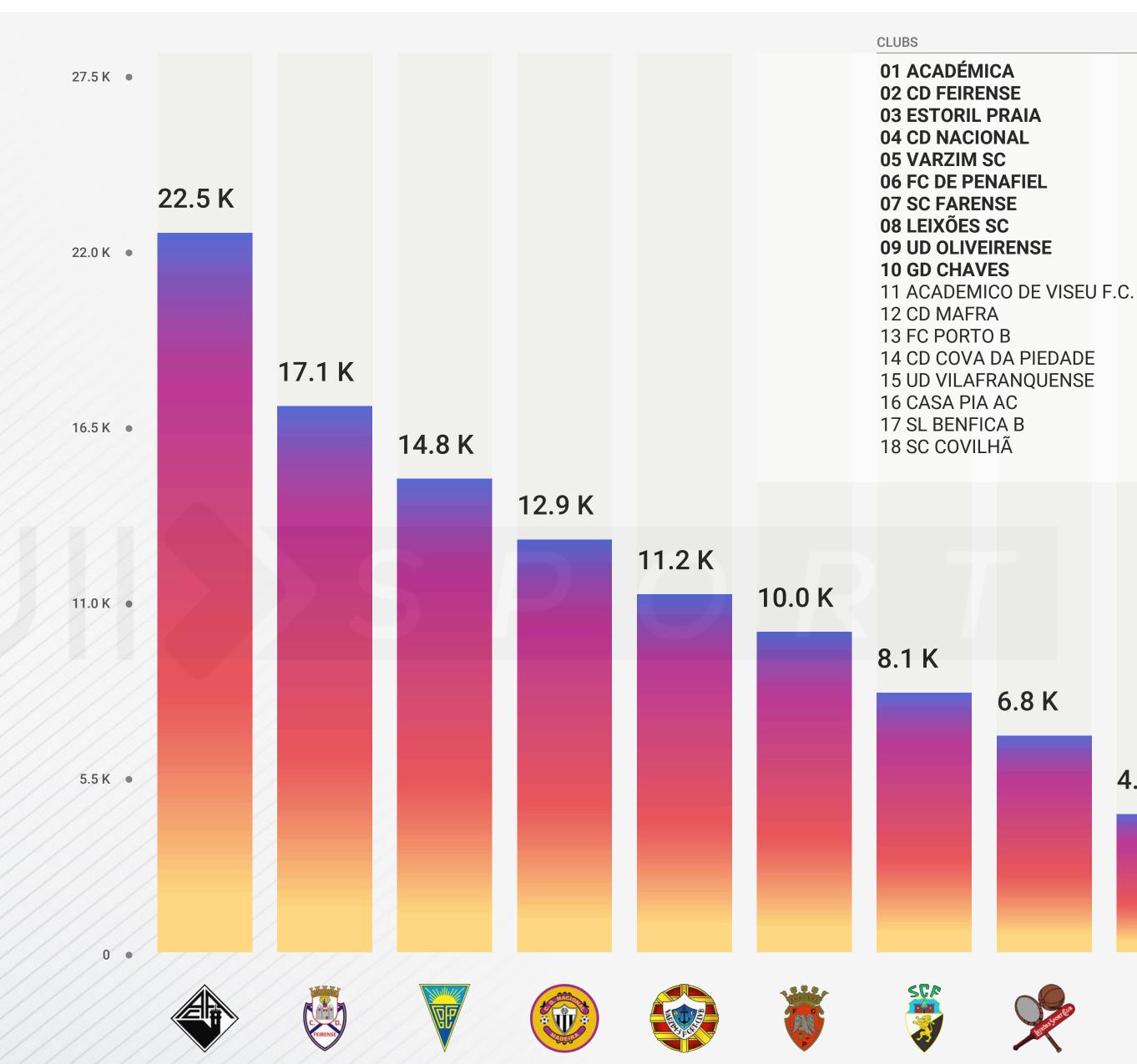




PORTUGAL Instagram



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







4.2 K

4.3 K

FANS

22.5 K =

17.1 K =

14.8 K =

12.9 K =

11.2 K =

10.0 K =

8.1 K =

6.8 K =

1.7 K =

1.7 K =

4.3 K ▲ +1

4.2 K ▼ -1

% VAR*

+3.50

+1.73

+1.36

+2.34

+2.85 +5.65

+4.67

+4.12

+4.70

-0.78

+0.46

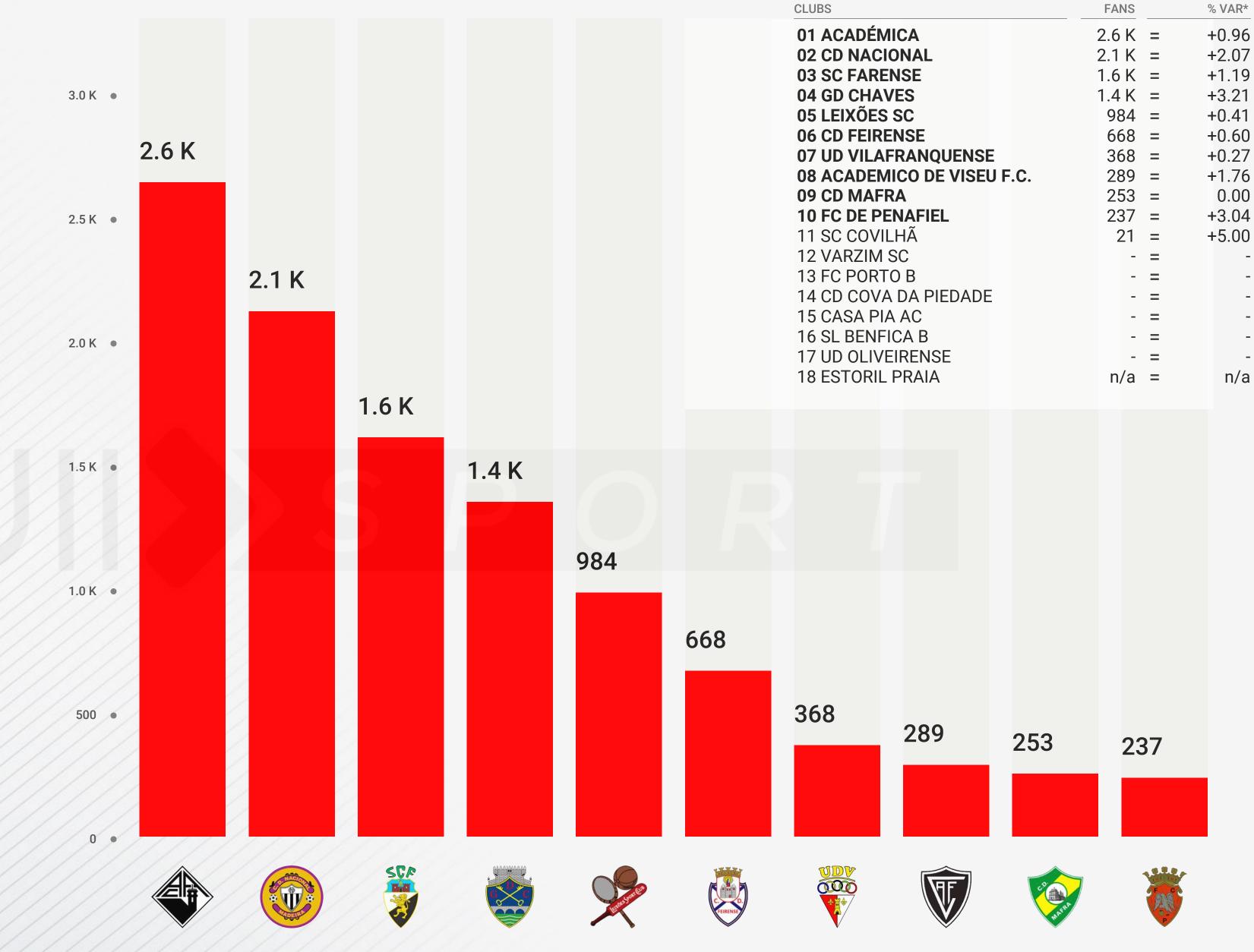
+0.72



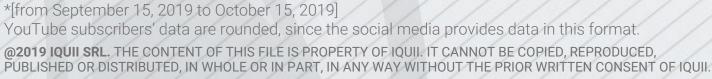




Ranking of the most followed Segunda Liga football clubs on YouTube.







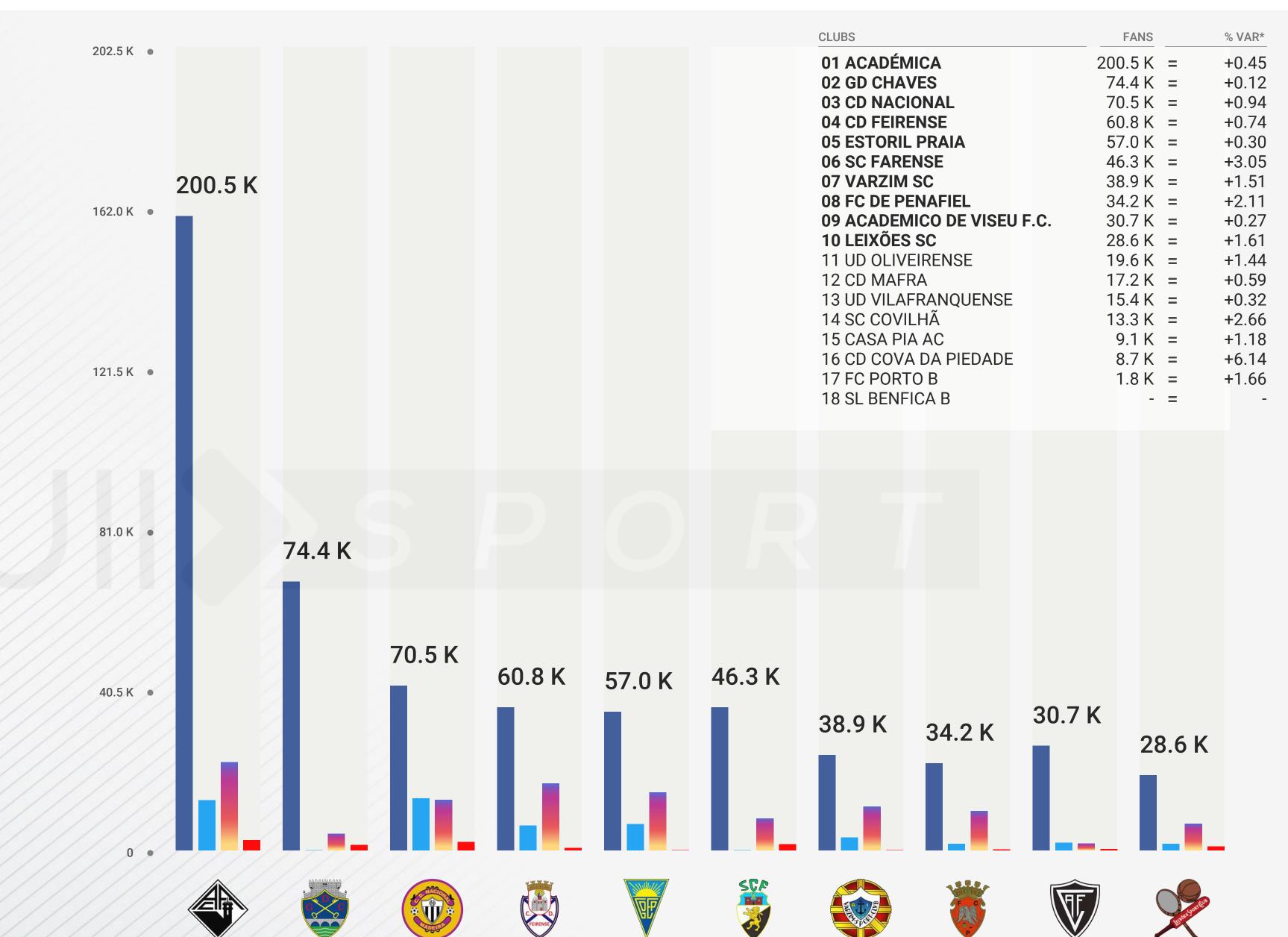








Ranking of the most followed Segunda Liga football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.









250.0 K



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

116.9 K = 02 HUMMEL +1.77 113.7 K = **03 LACATONI** +0.92 74.0 K = **04 MACRON** +1.23 60.8 K = +0.74 05 LEGEA 57.0 K = +0.30 **06 CAPELLI SPORT** 200.5 K 38.9 K = 07 STADIO +1.51 28.6 K = **08 LUANVI** +1.61 200.0 K 19.6 K = +1.44 09 RAKSO 10 ADIDAS 15.4 K = +0.32 11 NEW BALANCE 1.8 K = +1.66 150.0 K 116.9 K 113.7 K 100.0 K • 74.0 K 60.8 K 57.0 K 38.9 K 50.0 K 28.6 K 19.6 K 15.4 K STADIO EQUIPAMENTOS capelli macron humme Lacatoni ELAW

SPONSORS

01 CLAW



FANS

200.5 K =

% VAR*

+0.45



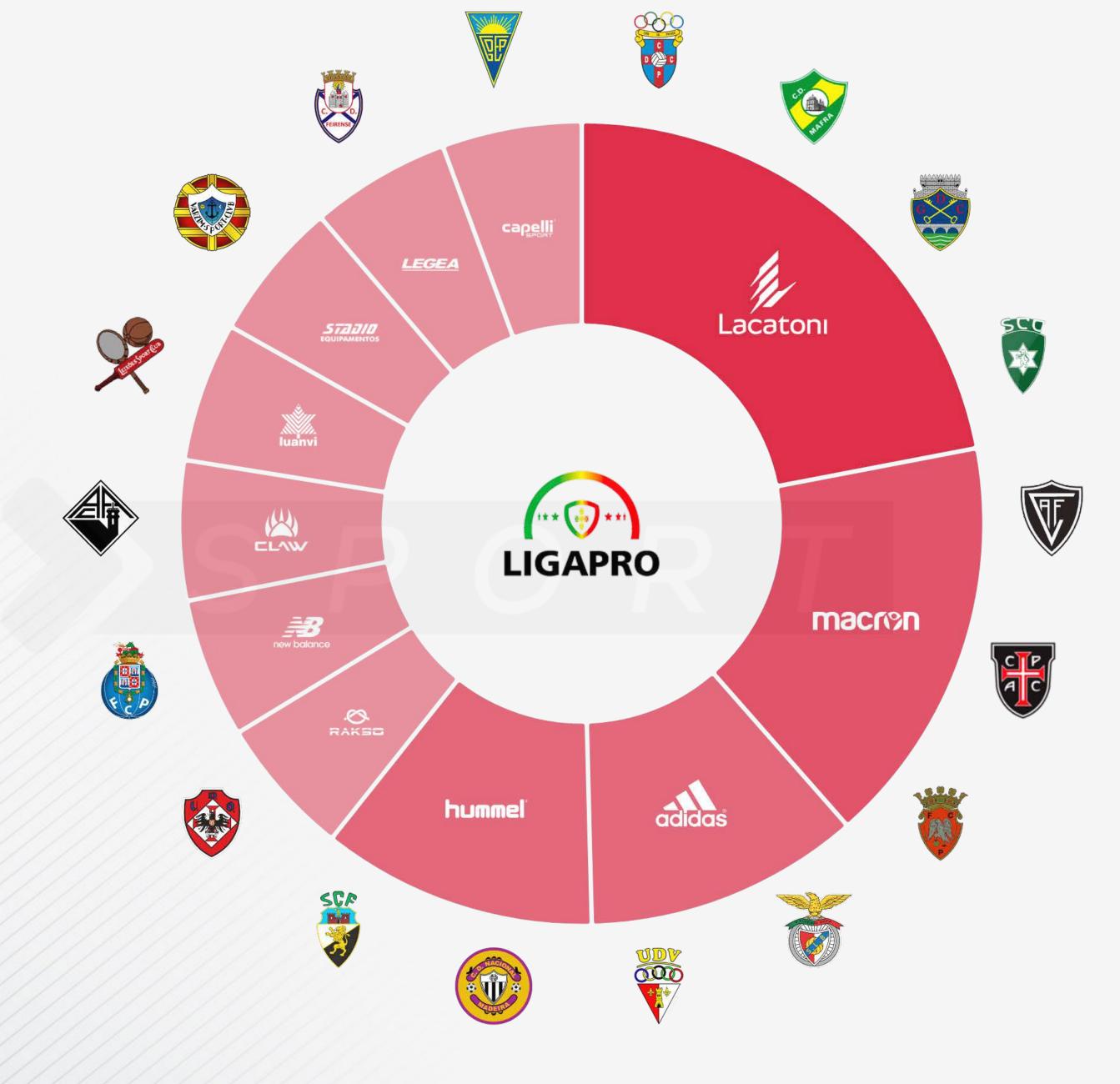


CLUBS

18

Tech Brands

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



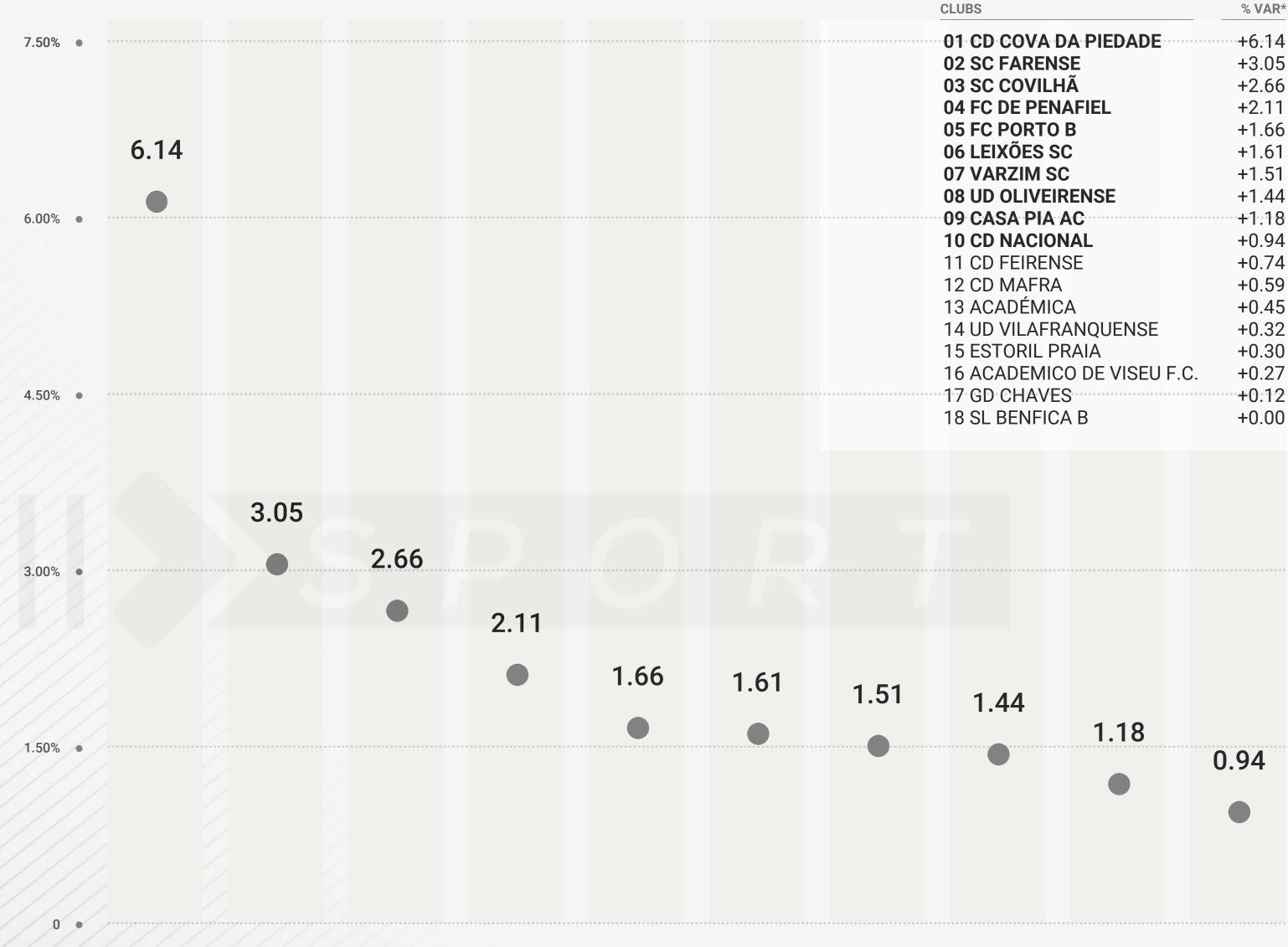








Ranking of the most grown up Segunda Liga football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



























Football Leagues included in this overview

FIRST DIVISION

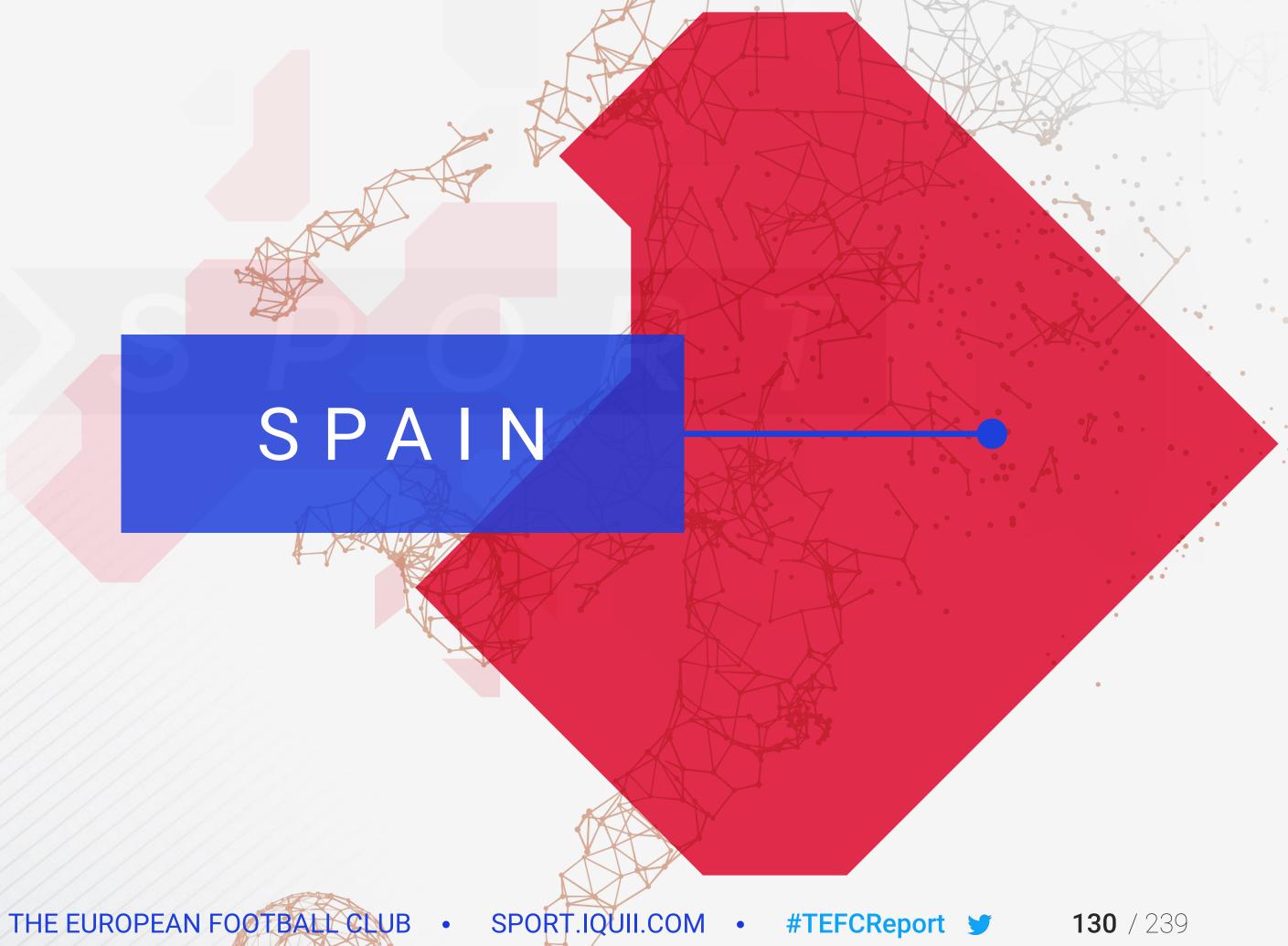
20 CLUBS



SECOND DIVISION

22 CLUBS











SPAIN SnapShot / General

LEAGUES

42

CLUBS

BRANDS

512.1 M

+ 0.84%*

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.







SPAIN SnapShot / First Division



20

CLUBS

10

BRANDS

501.8 M

+ 0.73%*

FANS

Total LaLiga football clubs analyzed.

Total LaLiga Tech Brands on jerseys analyzed.

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





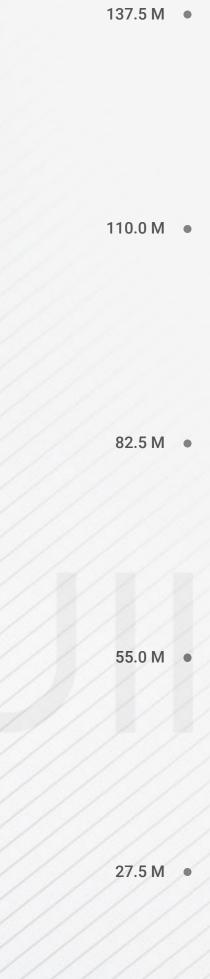


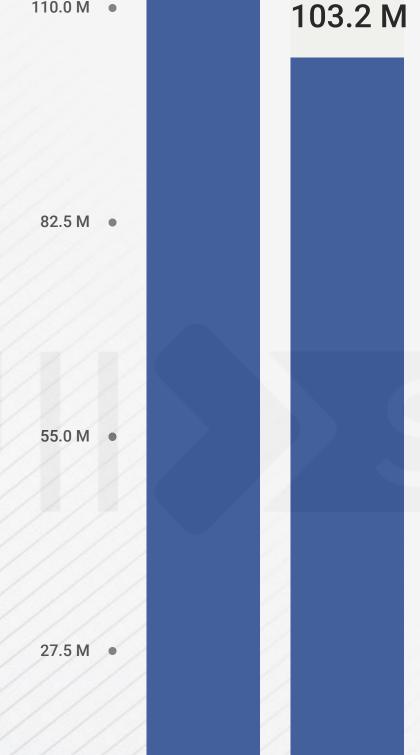
TOTAL FANBASE

239.8 M

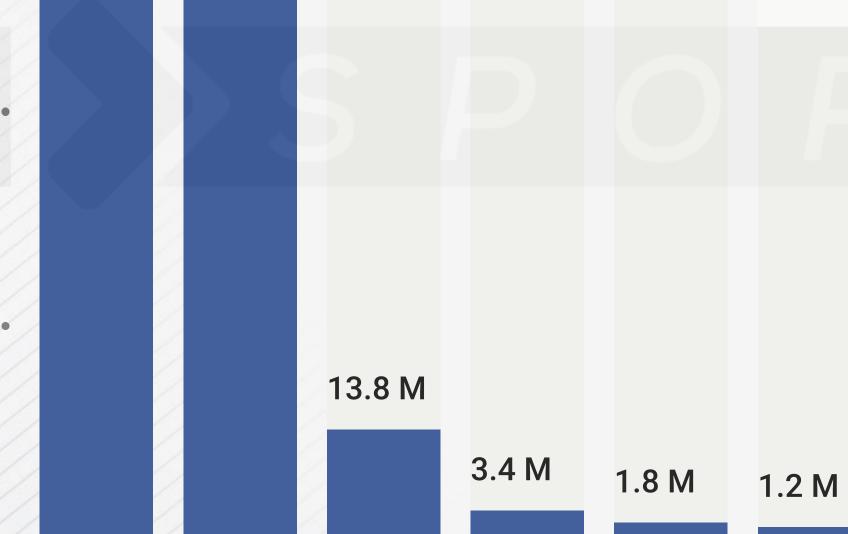


Ranking of the most followed LaLiga football clubs on Facebook.





110.5 M













1.2 M

CLUBS

01 REAL MADRID CF

03 ATLÉTICO DE MADRID

06 REAL BETIS BALOMPIÉ

02 FC BARCELONA

04 VALENCIA CF

07 REAL SOCIEDAD

08 ATHLETIC CLUB

09 VILLARREAL CF

10 CELTA DE VIGO

12 GRANADA CF

13 CA OSASUNA 14 LEVANTE UD

16 RCD MALLORCA

18 GETAFE CF

20 CD LEGANÉS

19 SD EIBAR

11 RCD ESPANYOL B.

15 REAL VALLADOLID CF

17 DEPORTIVO ALAVÉS

05 FC SEVILLA



1.0 M





913.1 K 526.5 K

FANS

110.5 M =

103.2 M =

13.8 M =

3.4 M =

1.8 M =

1.2 M =

1.2 M =

1.0 M =

913.1 K = 526.5 K =

447.8 K =

359.3 K =

253.7 K =

243.8 K =

235.0 K =

233.6 K =

134.5 K =

132.4 K =

103.0 K =

92.2 K =

% VAR*

+0.10

+0.00

+0.00

-0.17

+0.81

+0.01

-0.08

+0.01

+0.22

-0.05

+0.15

+1.62

+0.66

+0.54

+0.50

+0.51

+0.38

+1.38

-1.99

+0.63







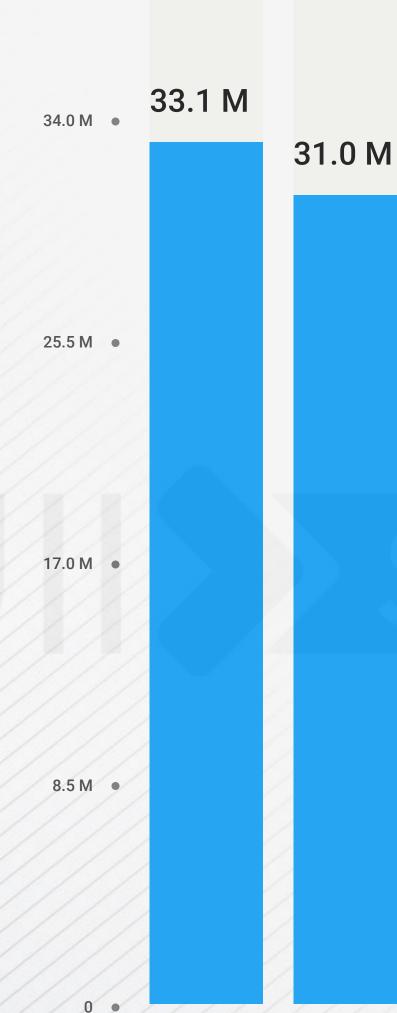
TOTAL FANBASE

76.7 M



Ranking of the most followed LaLiga football clubs on Twitter.















CLUBS

01 REAL MADRID CF

03 ATLÉTICO DE MADRID

07 REAL BETIS BALOMPIÉ

02 FC BARCELONA

04 VALENCIA CF

06 ATHLETIC CLUB

08 REAL SOCIEDAD

09 VILLARREAL CF

10 CELTA DE VIGO

12 LEVANTE UD

13 GRANADA CF

16 CD LEGANÉS

17 CA OSASUNA

18 SD EIBAR

20 GETAFE CF

15 RCD MALLORCA

11 RCD ESPANYOL B.

14 REAL VALLADOLID CF

19 DEPORTIVO ALAVÉS

05 FC SEVILLA



953.4 K 851.9 K 741.5 K 605.1 K 467.8 K 440.1 K







FANS

33.1 M =

31.0 M =

4.5 M =

1.2 M = 953.4 K =

851.9 K =

741.5 K =

605.1 K =

467.8 K = 440.1 K =

439.0 K =

406.6 K =

364.2 K =

336.3 K =

299.0 K =

249.9 K =

231.8 K =

216.8 K =

207.1 K =

96.4 K =

% VAR*

+0.43

+0.86

+0.59 +0.46

+0.76

+0.42

+0.66

+0.42

+0.37

+0.65

+0.71

+0.42

+0.91

+0.56 +0.67

+0.33

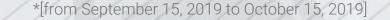
+0.64

+0.66

+0.41

+1.80









(0)

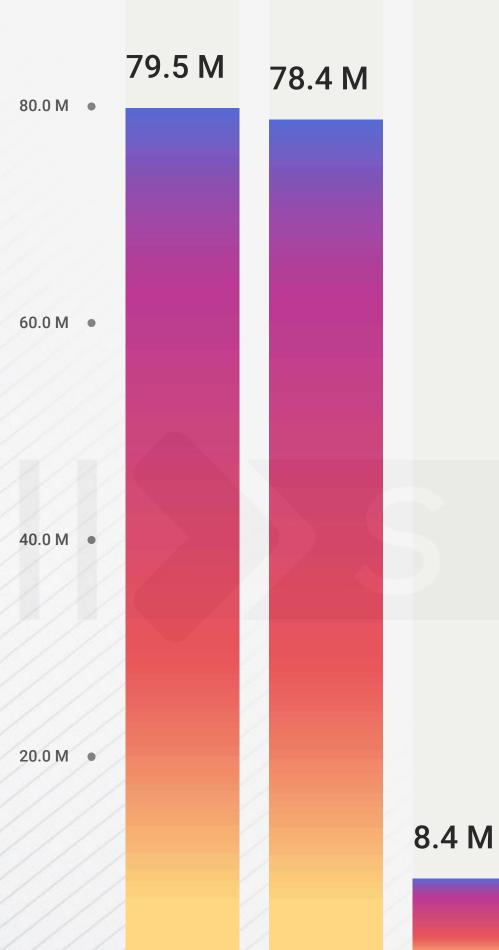
TOTAL FANBASE

171.0 M



Ranking of the most followed LaLiga football clubs on Instagram.

















CLUBS

01 REAL MADRID CF

03 ATLÉTICO DE MADRID

04 REAL BETIS BALOMPIÉ

02 FC BARCELONA

05 FC SEVILLA

06 VALENCIA CF

07 VILLARREAL CF

08 ATHLETIC CLUB

10 CELTA DE VIGO

11 REAL SOCIEDAD

13 LEVANTE UD

14 CD LEGANÉS

15 SD EIBAR

16 GETAFE CF

17 GRANADA CF

20 CA OSASUNA

18 RCD MALLORCA

19 DEPORTIVO ALAVÉS

09 RCD ESPANYOL B.

12 REAL VALLADOLID CF









FANS

79.5 M =

78.4 M =

867.5 K =

784.9 K =

718.1 K =

517.2 K =

307.4 K =

200.3 K =

192.4 K =

174.4 K =

153.6 K =

140.8 K =

130.7 K =

108.9 K =

95.8 K =

90.4 K =

75.9 K =

71.5 K =

70.3 K =

8.4 M =

% VAR*

+1.49

+1.62

+2.39

+1.32

+3.21 +1.78

+8.16

+4.28

+2.11

+1.46

+2.93

+3.89

+2.61

+4.03

+6.17

+10.16

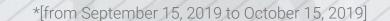
+12.55

+3.77

+0.48

+4.08



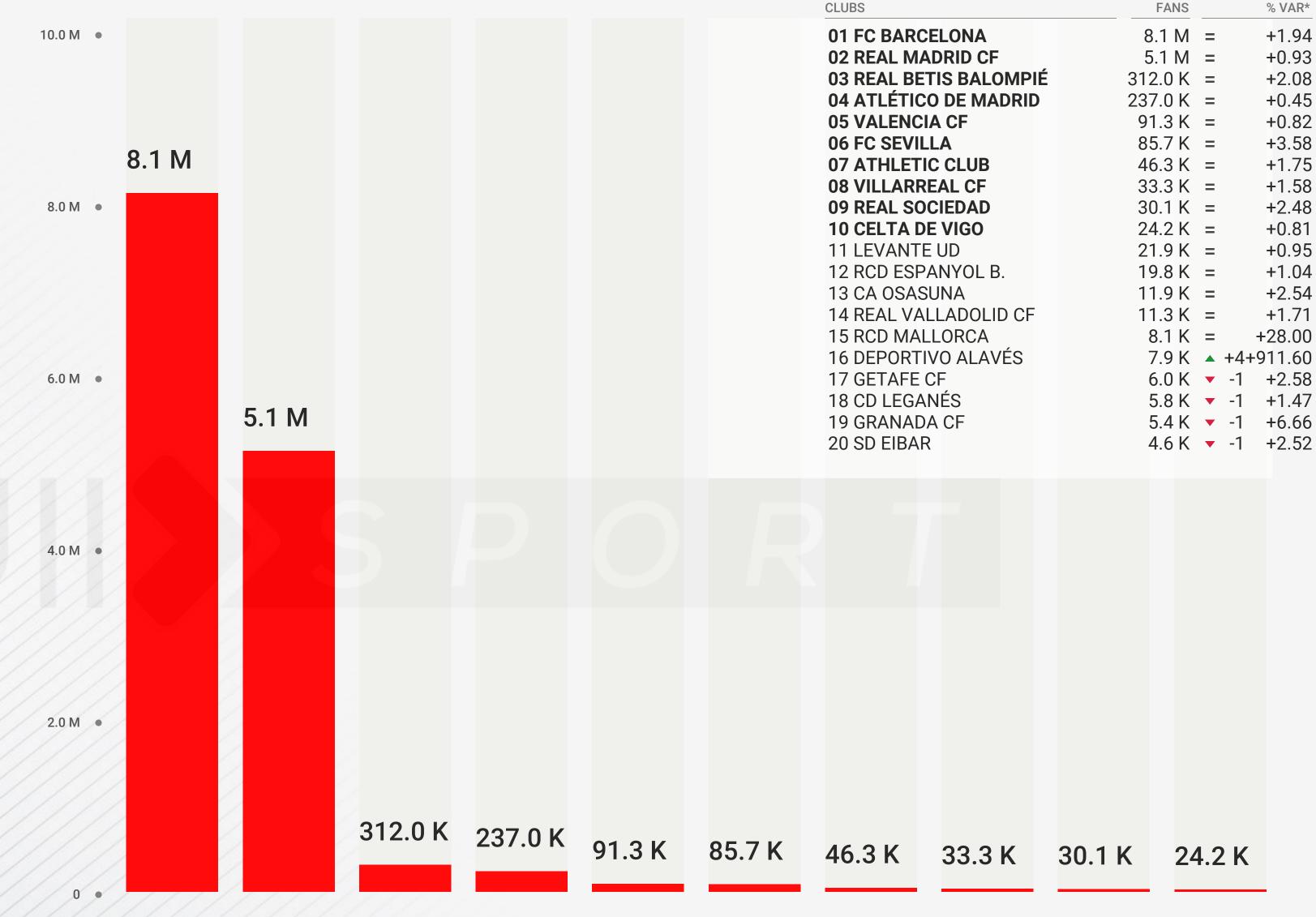






TOTAL FANBASE 14.2 M LaLiga **♦** Santander

Ranking of the most followed LaLiga football clubs on YouTube.



























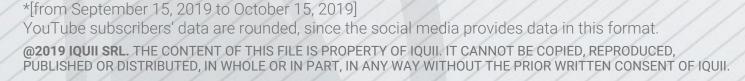




Ranking of the most followed LaLiga football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.









315.0 M •



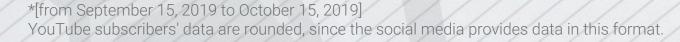


501.8 M



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

01 NIKE 02 ADIDAS **03 PUMA** 04 JOMA 05 KAPPA **06 MACRON** 252.1 M **07 NEW BALANCE** 08 KELME 252.0 M 09 UMBRO 230.1 M 10 HUMMEL 189.0 M 126.0 M • 63.0 M 5.4 M 3.2 M 3.2 M 2.8 M 2.2 M 1.5 M 616.6 K 567.6 K





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Joma[®]

macr/%n

KELME *

SPONSORS

hummel

FANS

252.1 M =

230.1 M =

5.4 M =

2.8 M =

2.2 M =

1.5 M =

616.6 K =

567.6 K =

3.2 M ▲ +1

3.2 M ▼ -1

% VAR*

+0.79

+0.65

+0.24

+2.19

+0.72

+0.50

+0.76

+1.11

+1.26

+1.10





CLUBS

20

Tech Brands

10

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











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





























SPAIN SnapShot / Second Division



22

CLUBS

9

BRANDS

10.4 M

+ 6.56%*

FANS

Total LaLiga2 football clubs analyzed.

Total LaLiga2 Tech Brands on jerseys analyzed.

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







TOTAL FANBASE 3.8 M LaLiga **♦** SmartBank

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







75.8 K

FANS

% VAR*

-0.13

-0.20

-0.04

-0.03

-0.11

-0.14

-0.25

+0.47

+0.08

+3.73

+0.29

-0.07

+0.78

+0.66

+0.37

+0.26

+1.01

+0.48

+2.31

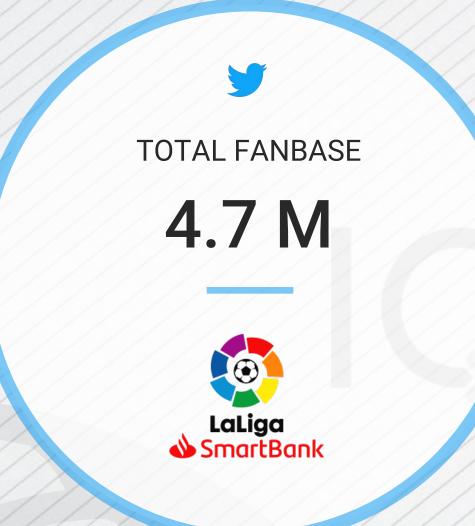
+0.86

+2.32

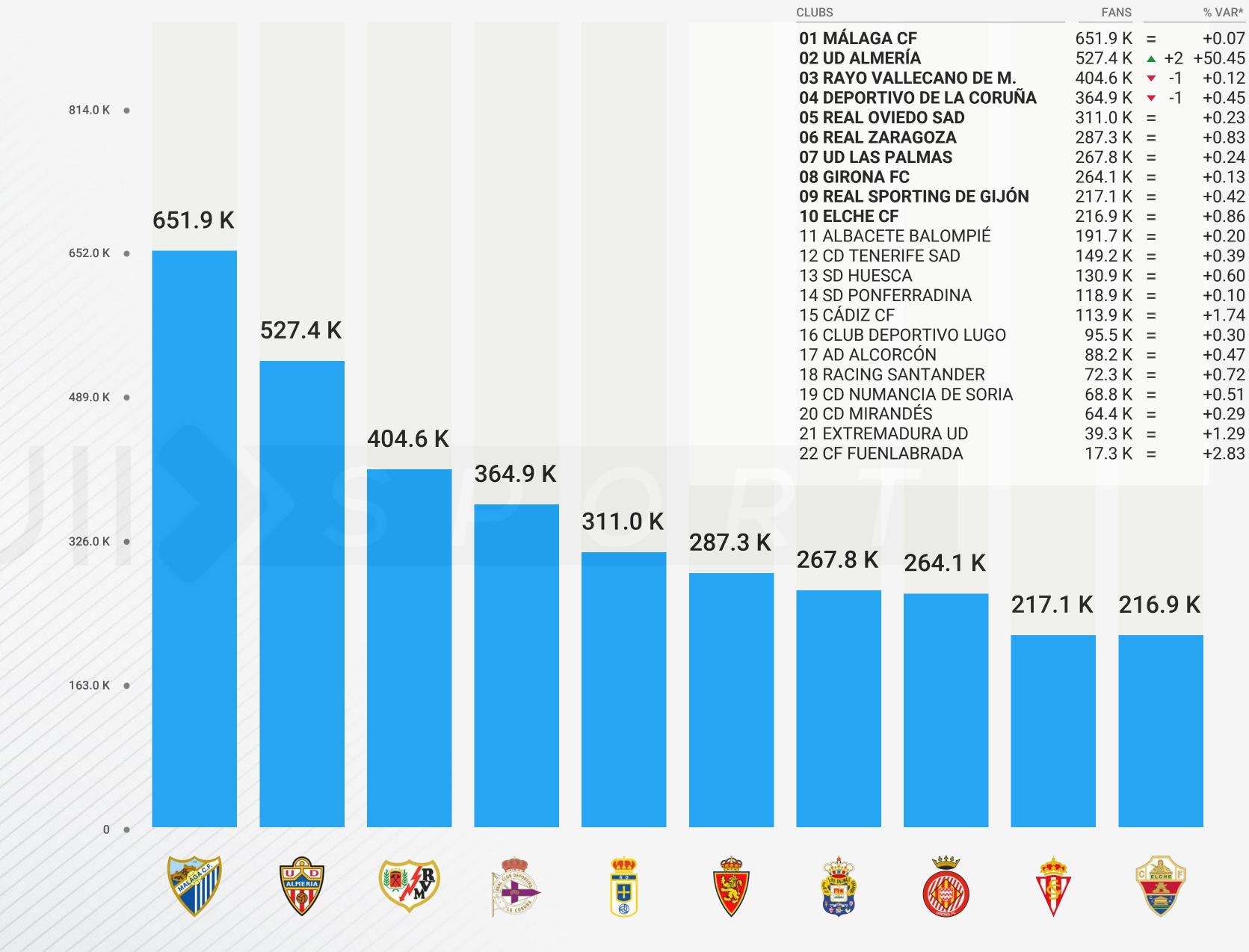
+18.53







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



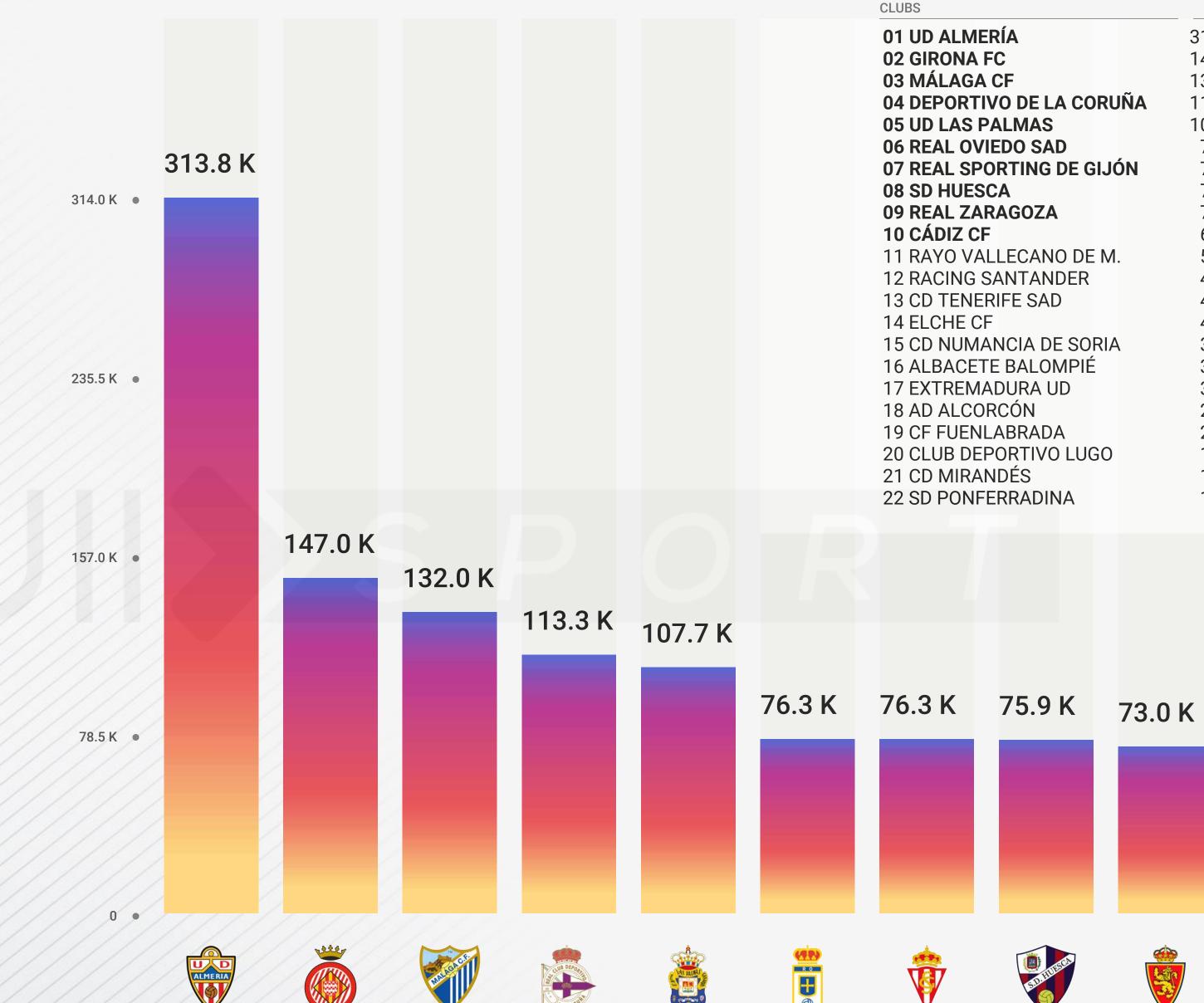








Ranking of the most followed LaLiga 2 football clubs on Instagram.









61.4 K

FANS

313.8 K =

147.0 K =

132.0 K =

113.3 K = 107.7 K =

76.3 K =

76.3 K =

75.9 K =

73.0 K =

61.4 K =

54.0 K =

46.5 K =

36.7 K =

29.5 K =

20.0 K =

16.8 K =

16.3 K =

13.3 K =

48.7 K ▲ +1

48.4 K ▼ -1

39.4 K ▲ +1

38.2 K ▼ -1

% VAR*

+0.25

+2.84

+1.02

+0.64

+0.97

+2.28

+2.79

+3.53

+5.35

+1.11

+3.21

+1.71

+4.69

+7.28

+2.72

+2.59

+3.34

+7.05

+3.62

+5.76

+4.83

+107.25

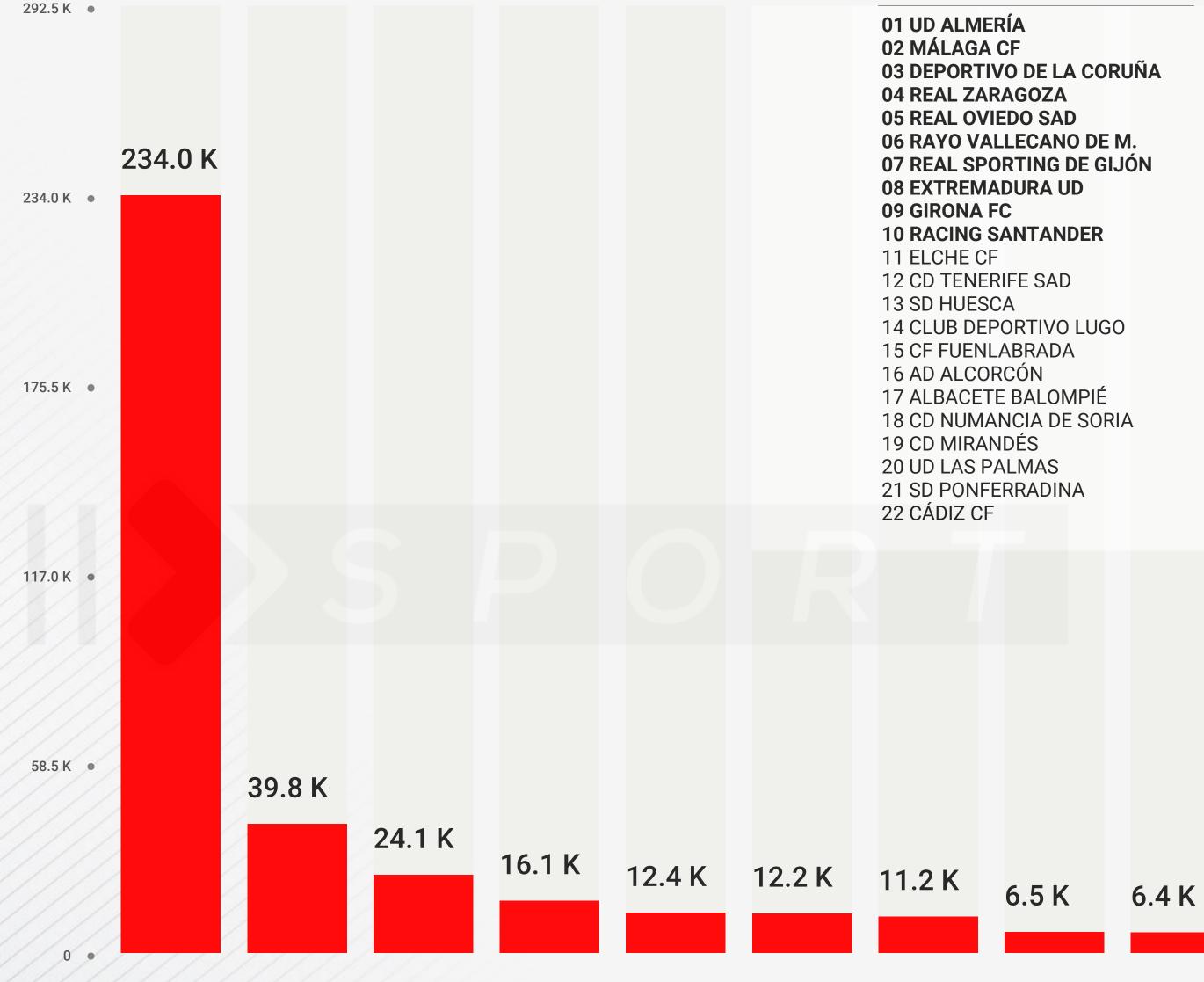




TOTAL FANBASE 391 K LaLiga

♦ SmartBank

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















CLUBS







6.0 K

FANS

234.0 K =

39.8 K =

24.1 K =

16.1 K =

12.4 K =

12.2 K =

11.2 K =

6.0 K =

4.5 K =

3.9 K =

3.3 K =

2.9 K =

2.1 K =

1.9 K =

1.6 K =

1.4 K =

813 =

n/a =

n/a =

- =

6.4 K ▼ -1

6.5 K ▲ +1 +3.50

% VAR*

+1.42

+0.72

+4.67

+0.84

+0.89

+2.22

+1.11

+1.42

+1.35

+2.69

+1.76

+1.46

+3.02

+3.26

+1.93

+2.44

+1.12

n/a

n/a

+181.41

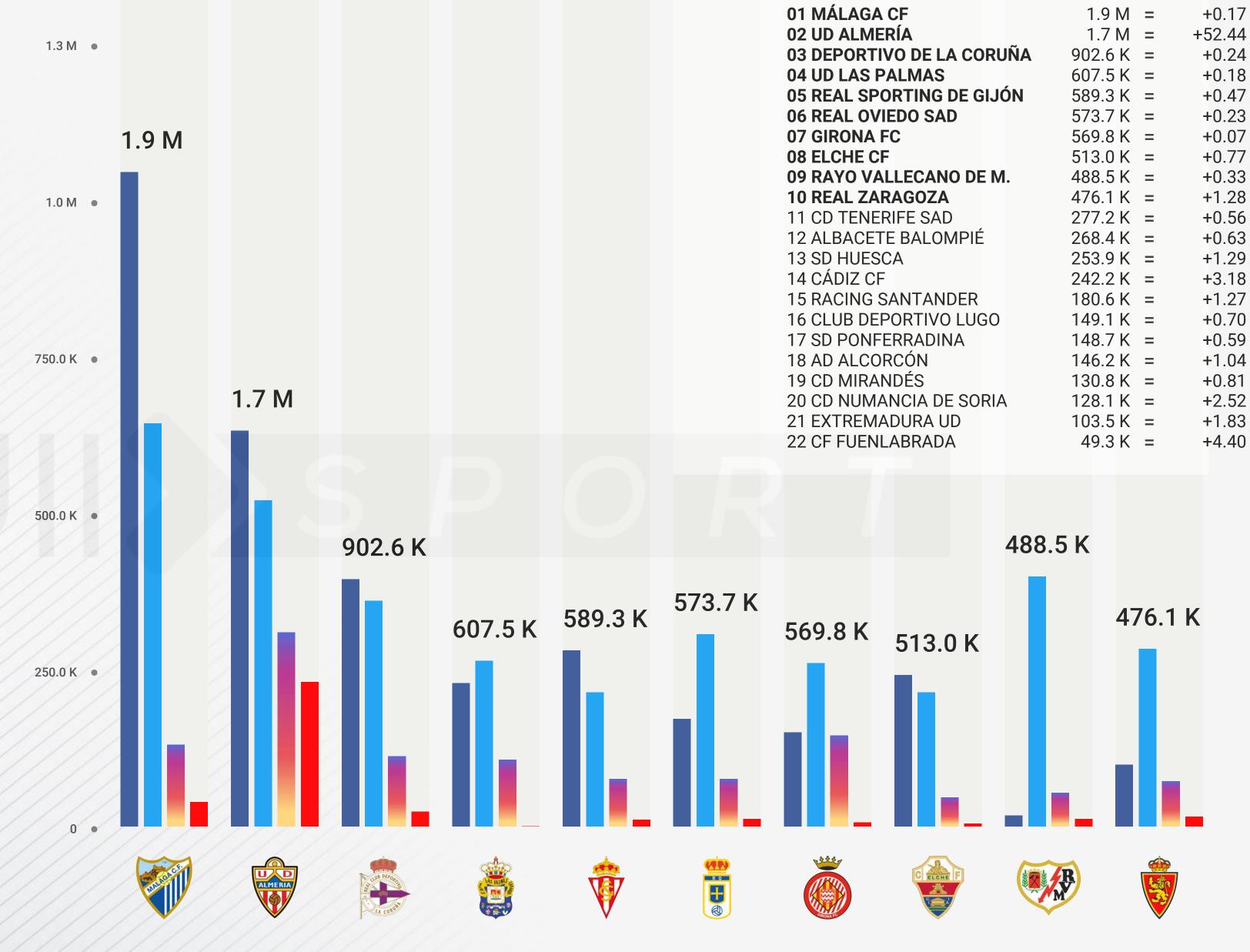








Ranking of the most followed LaLiga 2 football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.





CLUBS

FANS

% VAR*



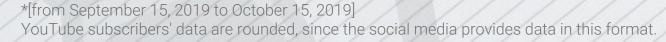




LaLiga SmartBank

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

3.3 M =+22.65 01 ADIDAS 2.5 M =02 NIKE +0.24 1.7 M = +0.50 03 HUMMEL 902.6 K = 3.8 M • **04 MACRON** +0.24 888.6 K = 05 KELME +0.72 750.4 K = 06 PUMA +0.36 3.3 M 252.6 K = 07 KAPPA +1.16 128.1 K = **08 ERREA** +2.52 49.3 K = 09 JOMA +4.40 3.0 M • 2.5 M 2.3 M • 1.7 M 1.5 M • 902.6 K 888.6 K 750.4 K 750.0 K 252.6 K 128.1 K 49.3 K **Joma**[®]





SPONSORS

FANS

% VAR*





CLUBS

22

Tech Brands

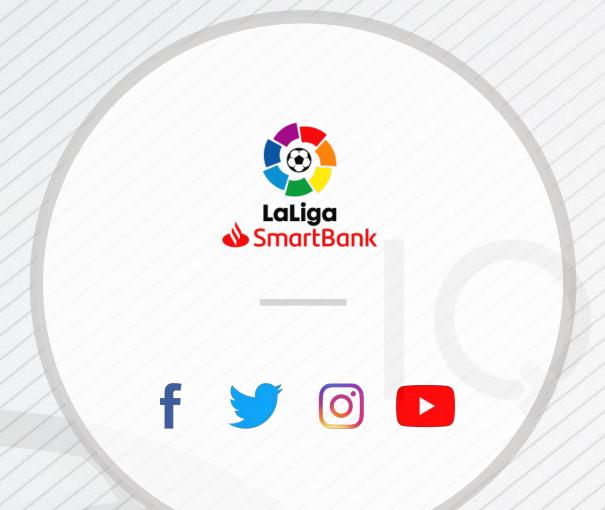
Tech Brands on jersey coverage in relation to the 22 sponsored LaLiga 2 football clubs.











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























EUROPE SnapShot / General YouTube Views



COUNTRIES

238

CLUBS

37.0 M

+ 3.35%*

FANS

6.2 B

VIEWS

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

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

Total YouTube Fans of the football clubs analyzed.

Total YouTube Views of the football clubs analyzed.

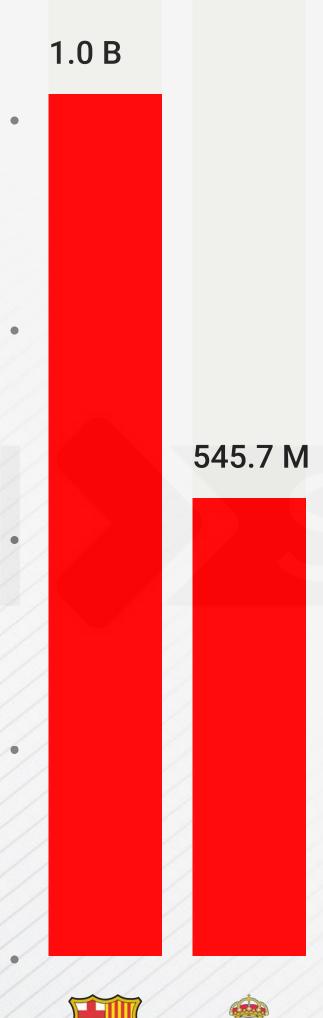


EUROPE YouTube Views

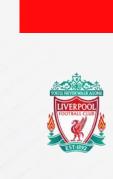
TOTAL VIEWS 6.2 B

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













326.2 M 324.4 M





CLUBS

08 PSG

O1 FC BARCELONA

O4 FC LIVERPOOL

■ 05 JUVENTUS FC

→ 07 FC ARSENAL

+ 10 CHELSEA FC

11 AC MILAN

16 AS ROMA

17 FC PORTO

+ 18 FC EVERTON

19 FC SCHALKE 04

■■ 20 OLYMPIQUE DE M.

02 REAL MADRID CF

+ 03 MANCHESTER CITY

06 FC BAYERN MÜNCHEN

→ 09 MANCHESTER UNITED

+ 12 TOTTENHAM HOTSPUR

13 FC INTERNAZIONALE

14 BORUSSIA DORTMUND

■ 15 REAL BETIS BALOMPIÉ





284.5 M 267.6 M 246.1 M



FANS*

1.0 B

545.7 M

539.5 M

491.0 M

326.2 M 324.4 M

284.5 M

267.6 M

246.1 M

217.0 M

161.0 M 139.1 M

132.0 M

119.9 M

95.0 M

47.1 M

40.2 M

38.5 M

37.9 M

35.6 M



217.0 M





- ENGLAND SnapShot / General YouTube Views

LEAGUES

CLUBS

12.4 M

+ 5.50%*

FANS

2.4 B

VIEWS

Total Leagues analyzed: Premier League and Championship.

Total Premier League and Championship football clubs analyzed.

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

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





+ ENGLAND SnapShot / First Division YouTube Views



20 CLUBS

11.9 M + 5.68%* FANS

2.2 B **VIEWS**

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

Total YouTube Views of the Premier League football clubs analyzed.

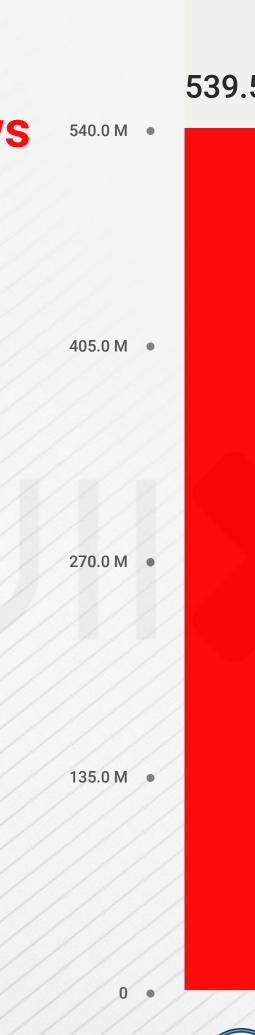




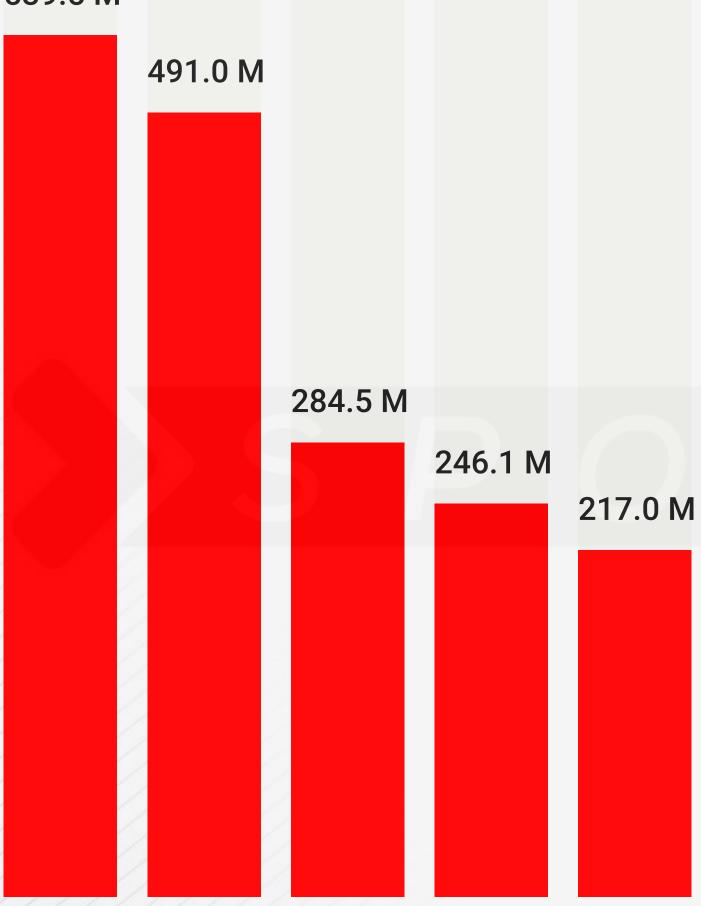


TOTAL VIEWS 2.2 B **Premier**

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













139.1 M



38.5 M

CLUBS

01 MANCHESTER CITY

04 MANCHESTER UNITED

06 TOTTENHAM HOTSPUR

09 WOLVERHAMPTON W.

08 WEST HAM UNITED

10 FC SOUTHAMPTON

11 ASTON VILLA FC

12 NORWICH CITY

13 LEICESTER CITY

17 FC WATFORD

19 FC BURNLEY

14 CRYSTAL PALACE

15 SHEFFIELD UNITED

16 AFC BOURNEMOUTH

18 BRIGHTON & HOVE A.

20 NEWCASTLE UNITED

02 FC LIVERPOOL

03 FC ARSENAL

05 CHELSEA FC

07 FC EVERTON



28.6 M



24.8 M

FANS*

539.5 M

491.0 M

284.5 M

246.1 M 217.0 M

139.1 M

38.5 M

28.6 M

24.8 M

23.6 M

23.3 M

21.0 M 20.9 M

20.5 M

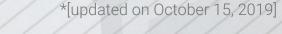
18.4 M 9.2 M

> 7.5 M 6.9 M

> 6.2 M 5.7 M



23.6 M







+ ENGLAND SnapShot / Second Division YouTube Views



24

CLUBS

539 K

+ 1.64%*

FANS

223.1 M

VIEWS

Total Championship football clubs analyzed. Total YouTube Fans of the Championship football clubs analyzed.

Total YouTube Views of the Championship football clubs analyzed.



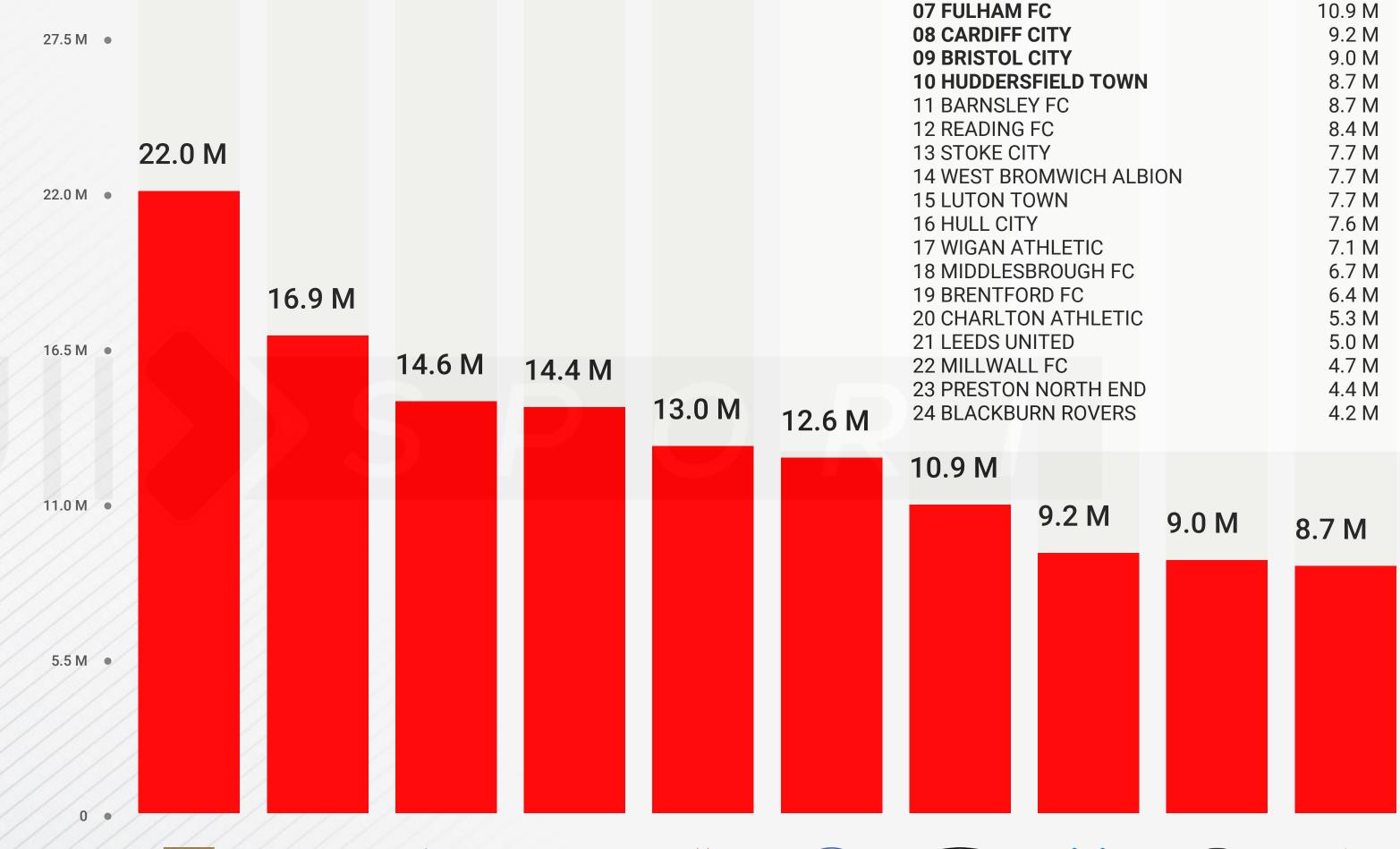


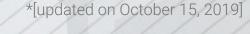
ENGLAND YouTube Views

33.0 M •



Ranking of the Championship football clubs considering the YouTube views.





CLUBS

01 SHEFFIELD WEDNESDAY

05 NOTTINGHAM FOREST

06 QUEENS PARK RANGERS

02 DERBY COUNTY

04 SWANSEA CITY

03 BIRMINGHAM CITY

FANS*

22.0 M

16.9 M

14.6 M

14.4 M

13.0 M

12.6 M



FRANCE SnapShot / General YouTube Views

LEAGUES

40

CLUBS

2.8 M

+ 2.13%*

FANS

424.1 M

VIEWS

Total Leagues analyzed: Ligue 1 and Ligue 2.

Total Ligue 1 and Ligue 2 football clubs analyzed.

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

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





FRANCE SnapShot / First Division YouTube Views



20

CLUBS

2.7 M

+ 2.14%*

FANS

403.8 M

VIEWS

Total Ligue 1 football clubs analyzed.

Total YouTube Fans of the Ligue 1 football clubs analyzed.

Total YouTube Views of the Ligue 1 football clubs analyzed.







TOTAL VIEWS 403.8 M

00

LIGUE 1 Conforama **X**.

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







23.7 M



22.3 M



16.1 M



9.6 M



6.7 M

CLUBS

01 PSG

02 OLYMPIQUE DE M.

05 AS SAINT ÉTIENNE

06 OLYMPIQUE LYONNAIS

08 FC GIRONDINS BORDEAUX

09 RC STRASBOURG ALSACE

03 AS MONACO

04 OGC NICE

07 LOSC LILLE

10 FC NANTES

13 FCO DIJON

18 FC METZ

19 SC AMIENS

20 SCO ANGERS

11 TOULOUSE FC

12 HSC MONTPELLIER

14 STADE RENNAIS FC

17 NÎMES OLYMPIQUE

16 STADE DE REIMS

15 STADE BRESTOIS 29



6.3 M



5.2 M

FANS*

267.6 M

35.6 M

23.7 M

22.3 M

16.1 M

9.6 M

6.7 M

6.3 M

5.2 M

4.6 M

2.8 M

2.1 M

572.4 K

258.8 K

209.4 K

39.5 K

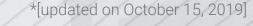
32.0 K

11.9 K

3.5 K



4.6 M







FRANCE SnapShot / Second Division YouTube Views



20 CLUBS

66 K + 1.43%* FANS

20.3 M **VIEWS**

Total Ligue 2 football clubs analyzed.

Total YouTube Fans of the Ligue 2 football clubs analyzed.

Total YouTube Views of the Ligue 2 football clubs analyzed.



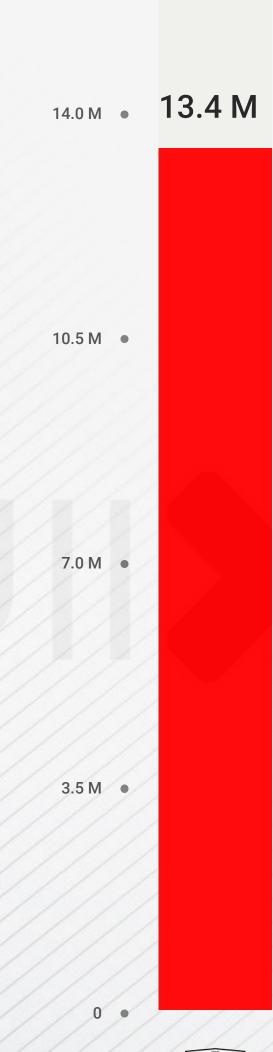




TOTAL VIEWS 20.3 M

> **Domino's** LIGUE 2 X.

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





1.4 M





1.2 M







886.4 K 742.7 K 535.6 K 306.5 K 249.4 K 58.0 K

CLUBS

01 RC LENS

02 VALENCIENNES FC

07 CHAMOIS NIORTAIS FC

08 AS NANCY-LORRAINE

09 US ORLÉANS LOIRET F.

10 CLERMONT FOOT 63

15 GRENOBLE FOOT 38

16 LA BERRICHONNE DE C.

11 FC SOCHAUX-M.

12 FC CHAMBLY

14 EA GUINGAMP

13 RODEZ AF

17 SM CAEN

18 FC LORIENT

19 AJ AUXERRE

20 FC LE MANS

03 ES TROYES AC

04 LE HAVRE AC

05 AC AJACCIO

06 PARIS FC





FANS*

13.4 M

1.4 M

1.4 M 1.2 M

886.4 K

742.7 K

535.6 K

306.5 K

249.4 K

58.0 K

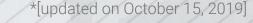
36.1 K

36.1 K

34.5 K

31.5 K





1.4 M





GERMANY SnapShot / General YouTube Views

LEAGUES

36

CLUBS

2.6 M

+ 1.70%*

FANS

656.5 M

VIEWS

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

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

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

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





GERMANY SnapShot / First Division YouTube Views



18

CLUBS

2.4 M + 1.75%*

FANS

590.9 M

VIEWS

Total 1.Bundesliga football clubs analyzed.

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

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



CLUBS 405.0 M 01 FC BAYERN MÜNCHEN

IQUII SPORT



TOTAL VIEWS 590.9 M



Ranking of the

1.Bundesliga football clubs considering the YouTube views.













16.6 M



14.4 M



7.3 M



5.1 M



5.1 M

FANS*

02 BORUSSIA DORTMUND

04 SV WERDER BREMEN

05 EINTRACHT FRANKFURT

10 TSG 1899 HOFFENHEIM

12 FORTUNA DÜSSELDORF

16 BAYER 04 LEVERKUSEN

17 RASENBALLSPORT L.

18 SC PADERBORN 07

14 1.FC UNION BERLIN

15 1.FSV MAINZ 05

03 FC SCHALKE 04

07 VFL WOLFSBURG

08 FC AUGSBURG

09 BORUSSIA M.

11 SC FREIBURG

13 HERTHA BSC

06 1.FC KÖLN

324.4 M

119.9 M

37.9 M

32.9 M

16.6 M

14.4 M

7.3 M

5.1 M

5.1 M

4.7 M

4.6 M

3.5 M

3.4 M

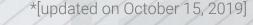
3.1 M 2.4 M

2.1 M

2.0 M 1.6 M



4.7 M







GERMANY SnapShot / Second Division YouTube Views



18

CLUBS

246 K

+ 1.22%*

FANS

65.6 M

VIEWS

Total 2.Bundesliga football clubs analyzed.

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

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





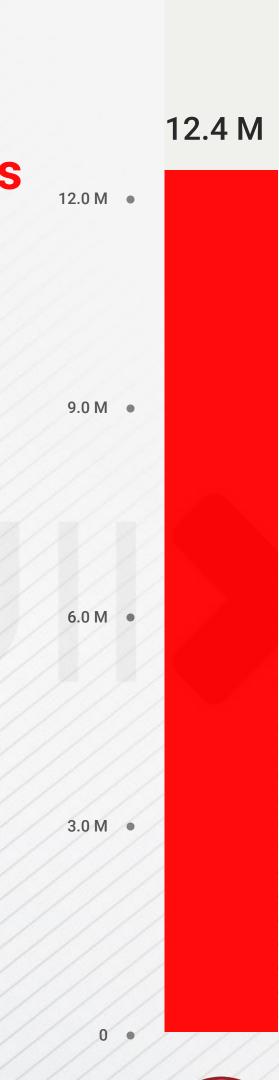


GERMANY YouTube Views



Ranking of the

2.Bundesliga football clubs considering the YouTube views.



15.0 M •



12.2 M



5.1 M



5.1 M



4.3 M



4.1 M



3.9 M

CLUBS

01 SG DYNAMO DRESDEN

02 HANNOVER 96

03 HAMBURGER SV

04 1. FC NÜRNBERG

05 VFB STUTTGART

09 KARLSRUHER SC

11 VFL OSNABRÜCK

17 HOLSTEIN KIEL

18 SV SANDHAUSEN

12 SV DARMSTADT 98

13 SPVGG GREUTHER FÜRTH

14 SSV JAHN REGENSBURG

15 SV WEHEN WIESBADEN 16 1.FC HEIDENHEIM 1846

08 FC ERZGEBIRGE AUE

10 ARMINIA BIELEFELD

06 VFL BOCHUM

07 FC ST. PAULI





3.6 M



3.1 M

FANS*

12.4 M

12.2 M

5.1 M

5.1 M

4.3 M 4.1 M

3.9 M

3.6 M

3.1 M

3.0 M

1.5 M

1.5 M

1.3 M 1.2 M

1.0 M

922.0 K

793.7 K

414.4 K



3.0 M



ITALY SnapShot / General YouTube Views



LEAGUES

40

CLUBS

4.2 M

+ 1.71%*

FANS

808.2 M

VIEWS

Total Leagues analyzed: Serie A and Lega B.

Total Serie A and Lega B football clubs analyzed.

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

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



ITALY SnapShot / First Division YouTube Views





20

CLUBS

4.1 M + 1.70%*

FANS

785.9 M

VIEWS

Total Serie A football clubs analyzed.

Total YouTube Fans of the Serie A football clubs analyzed.

Total YouTube Views of the Serie A football clubs analyzed.



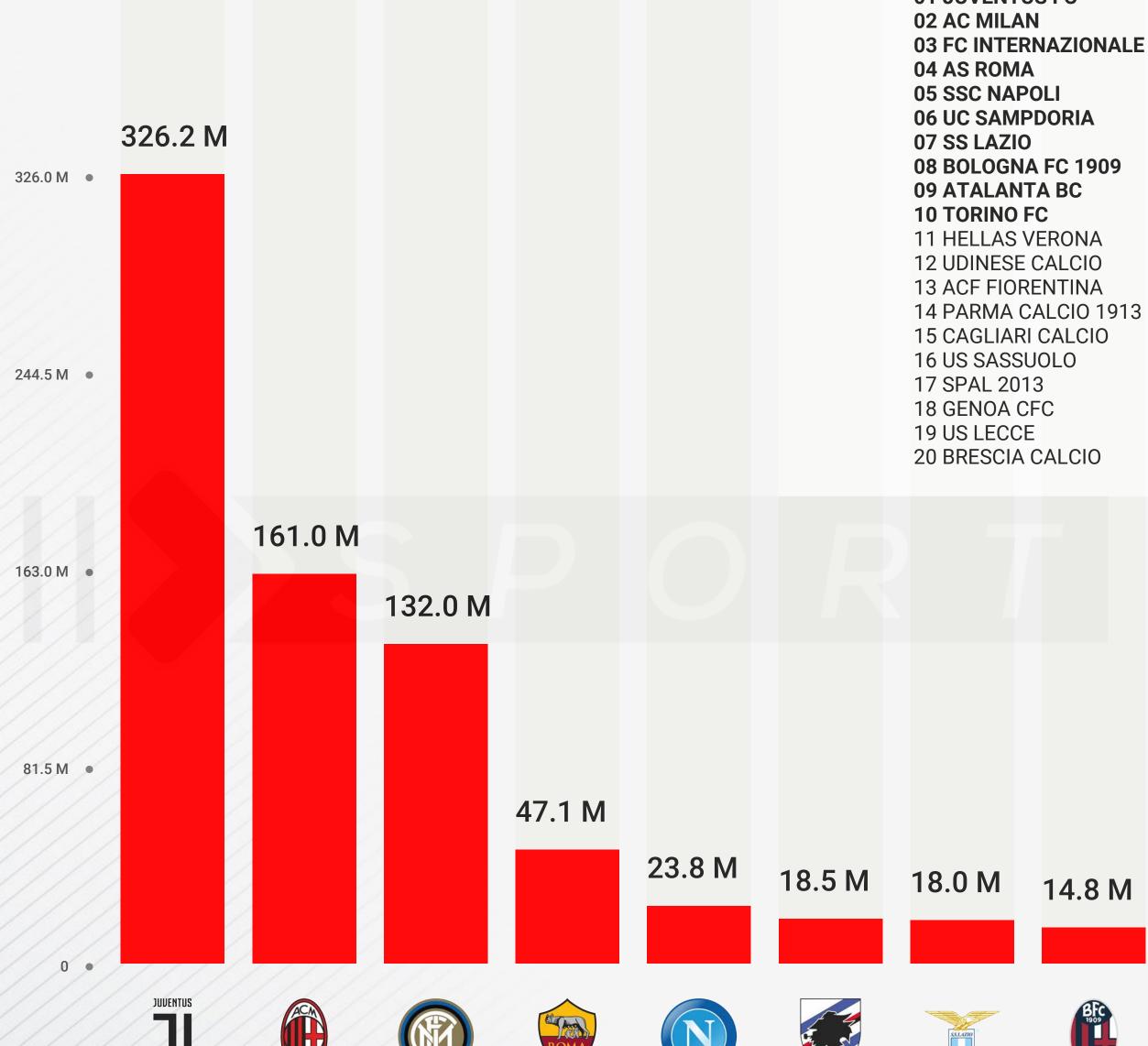
CLUBS 407.5 M • 01 JUVENTUS FC

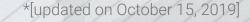




TOTAL VIEWS 785.9 M SERIE A

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











8.6 M

8.3 M

FANS*

326.2 M

161.0 M

132.0 M 47.1 M

23.8 M

18.5 M

18.0 M

14.8 M

8.6 M

8.3 M

6.4 M

5.0 M 3.9 M

3.6 M

3.0 M

2.7 M

946.6 K

833.8 K

655.2 K

404.3 K







20

CLUBS

58 K

+ 2.38%*

FANS

22.3 M

VIEWS

Total Lega B football clubs analyzed.

Total YouTube Fans of the Lega B football clubs analyzed.

Total YouTube Views of the Lega B football clubs analyzed.









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





*[updated on October 15, 2019]

FANS*

3.8 M

3.4 M

3.3 M

3.2 M

1.4 M

1.4 M

1.1 M

872.4 K

757.2 K

696.1 K

449.2 K

323.7 K

319.9 K

293.8 K

288.0 K

274.2 K 209.7 K

101.5 K

84.7 K

609



PORTUGAL SnapShot / General YouTube Views

LEAGUES

36

CLUBS

382 K

+ 0.52%*

FANS

74.9 M

VIEWS

Total Leagues analyzed: Primeira Liga and Segunda Liga.

Total Primeira Liga and Segunda Liga football clubs analyzed.

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

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





PORTUGAL SnapShot / First Division YouTube Views



18

CLUBS

372 K

+ 0.49%*

FANS

71.5 M

VIEWS

Total Primeira Liga football clubs analyzed.

Total YouTube Fans of the Primeira Liga football clubs analyzed.

Total YouTube Views of the Primeira Liga football clubs analyzed.







TOTAL VIEWS 71.5 M



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

40.2 M 30.0 M 20.0 M 10.0 M

50.0 M





7.3 M



3.2 M



3.1 M



1.8 M



CLUBS

01 FC PORTO

02 SL BENFICA

04 SC BRAGA **05 VITÓRIA SC**

03 SPORTING CP

07 CD TONDELA

09 BOAVISTA FC

10 PORTIMONENSE SC

12 FC DE FAMALICÃO

14 MOREIRENSE FC

15 GIL VICENTE FC

16 CD SANTA CLARA

17 BELENENSES SAD

18 CS MARÍTIMO

08 RIO AVE FC

11 VITÓRIA FC

13 CD AVES

06 FC PAÇOS DE FERREIRA



1.1 M





715.9 K 403.9 K 301.2 K



FANS*

40.2 M 12.9 M

> 7.3 M 3.2 M

> 3.1 M

1.8 M

1.1 M

715.9 K 403.9 K

301.2 K

172.7 K

79.1 K 47.6 K

39.9 K 37.6 K

21.6 K

50





PORTUGAL SnapShot / Second Division YouTube Views



18 CLUBS

11 K + 1.45%* FANS

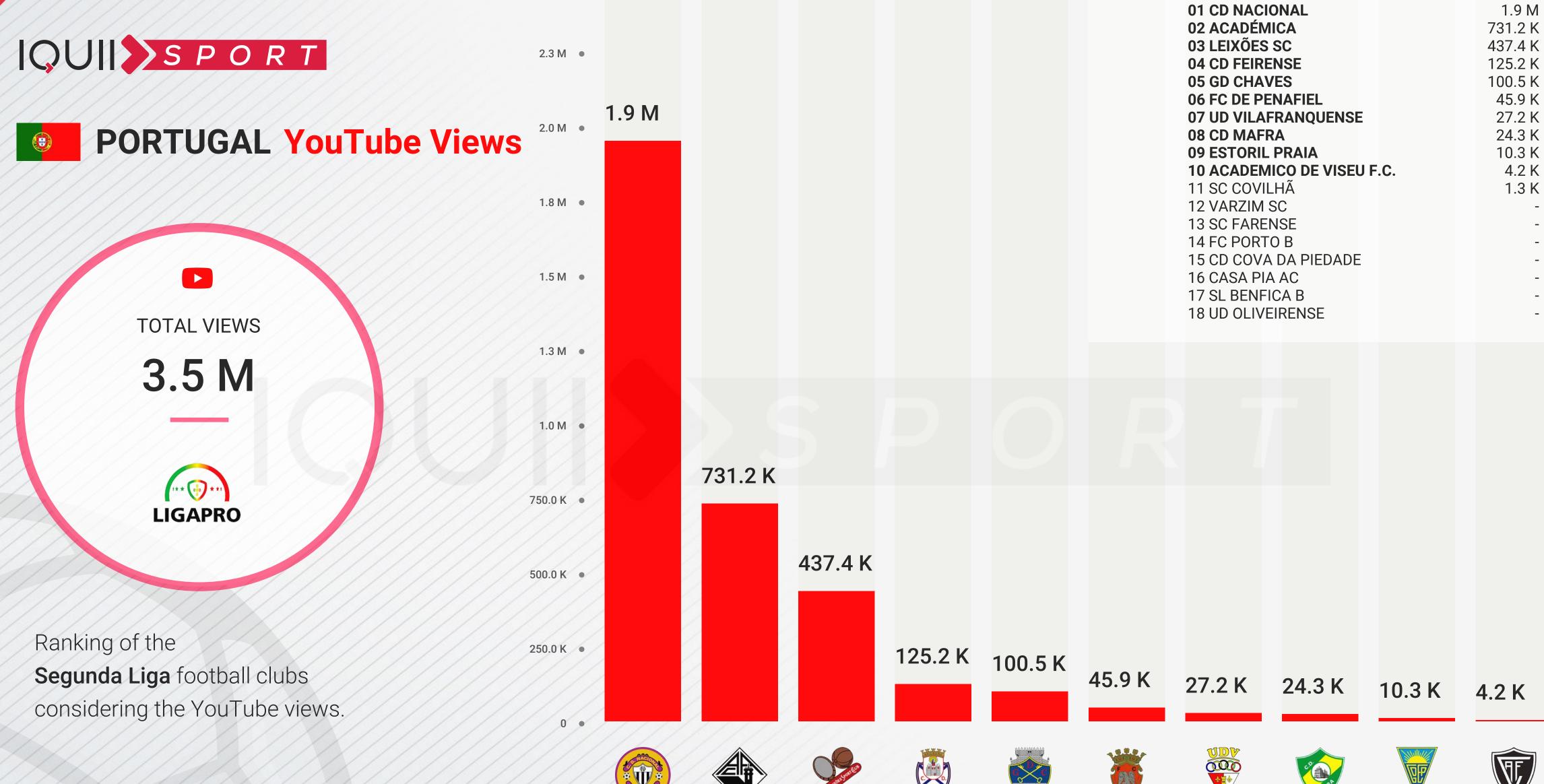
3.5 M **VIEWS**

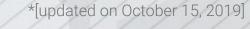
Total Segunda Liga football clubs analyzed.

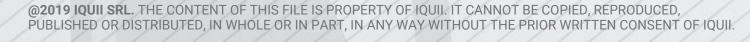
Total YouTube Fans of the Segunda Liga football clubs analyzed.

Total YouTube Views of the Segunda Liga football clubs analyzed.









CLUBS

FANS*



SPAIN SnapShot / General YouTube Views

LEAGUES

42

CLUBS

14.6 M

+ 2.67%*

FANS

1.9 B

VIEWS

Total Leagues analyzed: LaLiga and LaLiga 2.

Total LaLiga and LaLiga 2 football clubs analyzed.

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

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





SPAIN SnapShot / First Division YouTube Views



20 CLUBS

14.2 M + 1.62%* FANS

1.8 B **VIEWS**

Total LaLiga football clubs analyzed.

Total YouTube Fans of the LaLiga football clubs analyzed.

Total YouTube Views of the LaLiga football clubs analyzed.



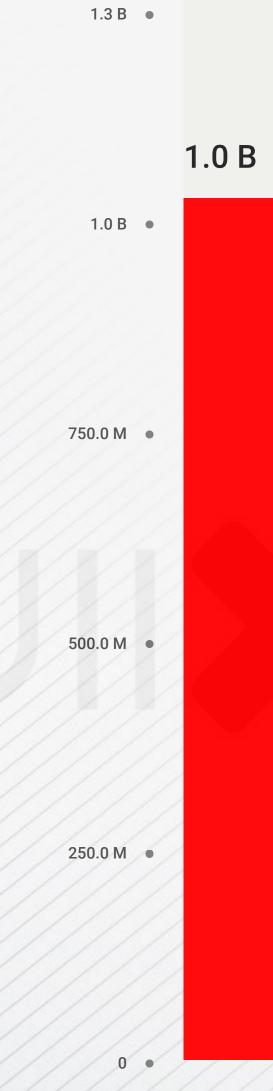




SPAIN YouTube Views

TOTAL VIEWS 1.8 B LaLiga **♦** Santander

Ranking of the LaLiga football clubs considering the YouTube views.





545.7 M



95.0 M



24.8 M





23.6 M 22.4 M 15.9 M



CLUBS

01 FC BARCELONA

04 FC SEVILLA

05 VALENCIA CF

07 ATHLETIC CLUB

08 REAL SOCIEDAD 09 VILLARREAL CF

11 LEVANTE UD

12 CELTA DE VIGO

13 CA OSASUNA

15 CD LEGANÉS

18 SD EIBAR

19 GETAFE CF

20 GRANADA CF

16 RCD MALLORCA

10 RCD ESPANYOL B.

14 DEPORTIVO ALAVÉS

17 REAL VALLADOLID CF

02 REAL MADRID CF

03 REAL BETIS BALOMPIÉ

06 ATLÉTICO DE MADRID





11.0 M 9.2 M



FANS*

1.0 B

545.7 M

95.0 M

24.8 M

23.6 M

22.4 M

15.9 M

11.0 M

9.2 M

7.2 M 6.7 M

3.0 M 2.7 M

2.6 M

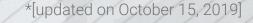
1.7 M

1.4 M 1.2 M

743.3 K

737.4 K 579.5 K





7.2 M



SPAIN SnapShot / Second Division YouTube Views



22

CLUBS

391 K +64.69%*

FANS

49.8 M

VIEWS

Total LaLiga2 football clubs analyzed.

Total YouTube Fans of the LaLiga2 football clubs analyzed.

Total YouTube Views of the LaLiga2 football clubs analyzed.







SPAIN YouTube Views



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









3.8 M



3.2 M



3.1 M



3.1 M

CLUBS

01 MÁLAGA CF

04 UD ALMERÍA

06 CÁDIZ CF

12 GIRONA FC

17 SD HUESCA

18 AD ALCORCÓN

20 CD MIRANDÉS

13 ELCHE CF

03 REAL ZARAGOZA

05 REAL OVIEDO SAD

09 UD LAS PALMAS

02 DEPORTIVO DE LA CORUÑA

07 REAL SPORTING DE GIJÓN

08 RAYO VALLECANO DE M.

10 RACING SANTANDER

14 CLUB DEPORTIVO LUGO

11 EXTREMADURA UD

15 CD TENERIFE SAD

16 CF FUENLABRADA

19 ALBACETE BALOMPIÉ

22 SD PONFERRADINA

21 CD NUMANCIA DE SORIA

2.9 M







1.6 M

FANS*

12.0 M

7.6 M

5.2 M

3.8 M

3.2 M

3.1 M

3.1 M

2.9 M

1.6 M 1.4 M

1.1 M

928.5 K

911.6 K 551.8 K

509.3 K

448.9 K

398.0 K

327.6 K

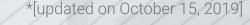
326.0 K

263.3 K

228.0 K



1.4 M





EUROPE SnapShot / Official Apps*



COUNTRIES

116

CLUBS

84

iOS

81

ANDROID

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

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

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

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



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



10S

▶ ANDROID



CLUBS 20



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























































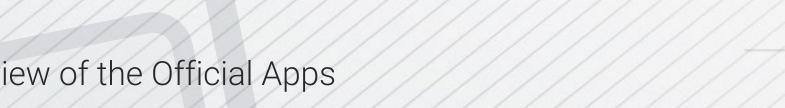






























*[from September 15, 2019 to October 15, 2019]





▶ ANDROID



CLUBS



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























































































ANDROID



1.BUNDESLIGA

CLUBS

18



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

















































































ANDROID



CLUBS



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



















































































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



4 10S

ANDROID



CLUBS 18



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















































































10S

▶ ANDROID



CLUBS



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





















































































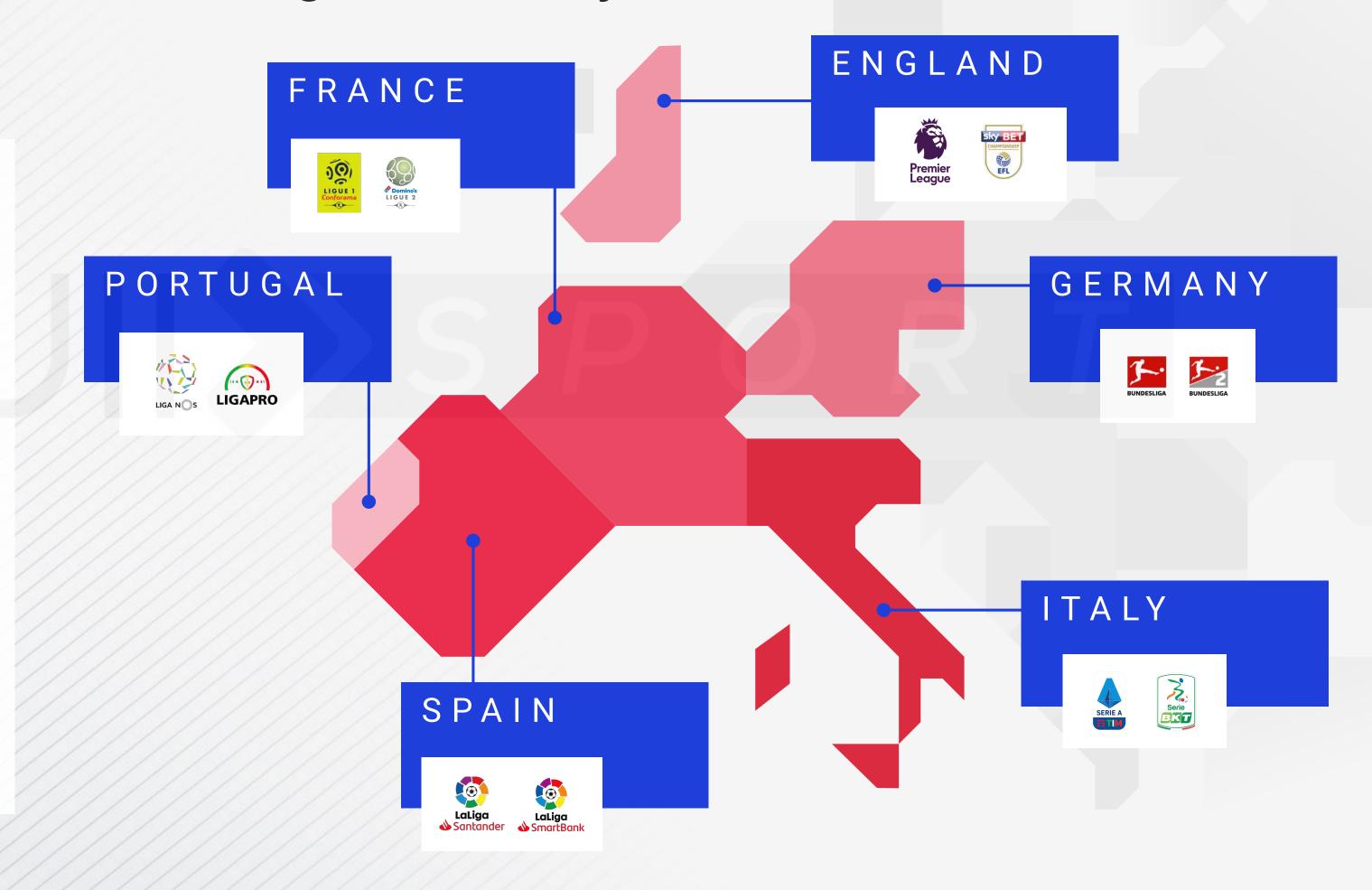
*[from September 15, 2019 to October 15, 2019]



Countries included in the leagues' analysis

EUROPE

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



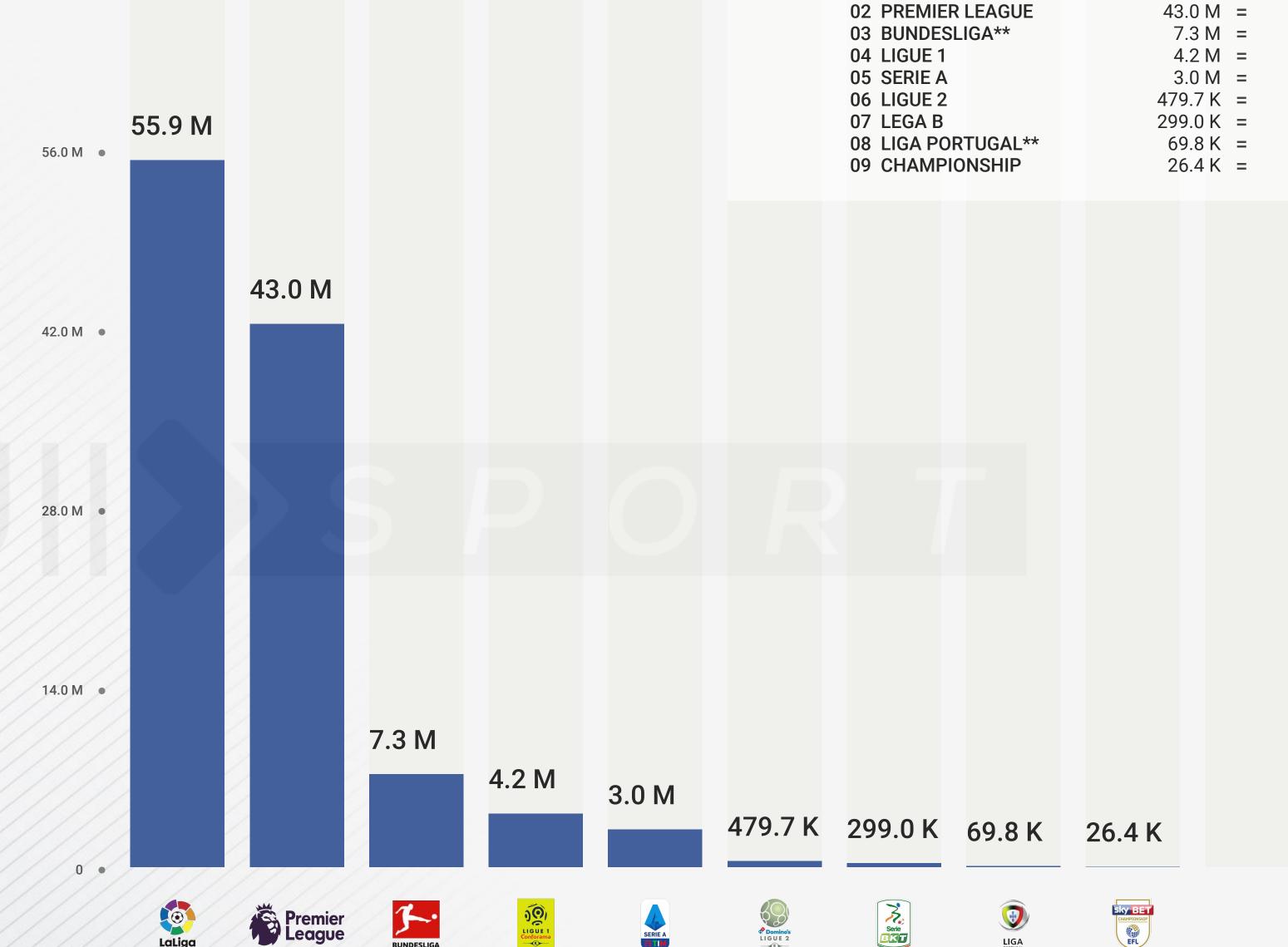




LEAGUES Facebook

TOTAL FANBASE 114.4 M

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







LEAGUES

01 LALIGA**

190 / 239

FANS

55.9 M =

% VAR*

+0.57

+0.16

+0.20

+5.51

+0.84

-0.06

+0.09

+3.44

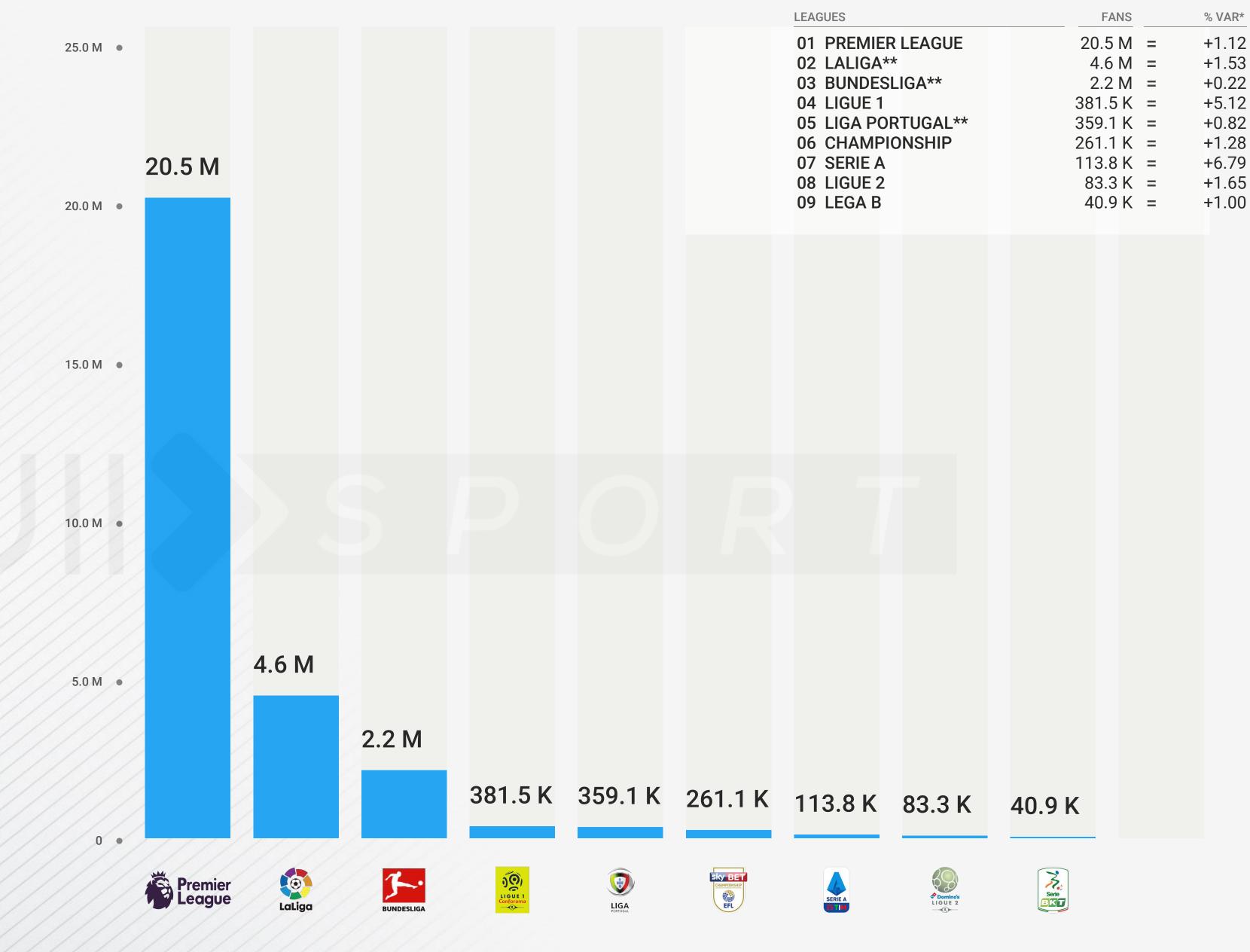
+0.12



LEAGUES Twitter

TOTAL FANBASE 28.4 M

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









LEAGUES Twitter global

Twitter local Twitter international 25.0 M • 02 LALIGA** 04 LIGUE 1 07 SERIE A 20.6 M 08 LIGUE 2

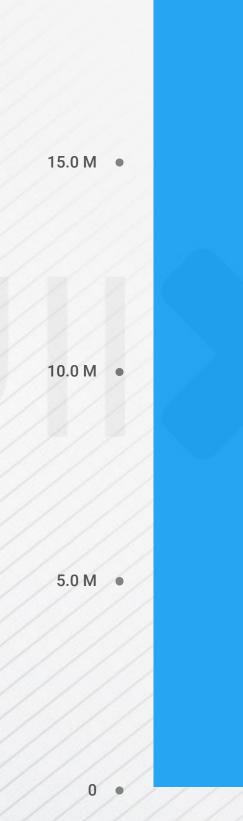
LEAGUES FANS % VAR* 01 PREMIER LEAGUE 20.6 M = +1.13 5.6 M = +2.55 03 BUNDESLIGA** 3.0 M = +0.37 +4.66 878.4 K = 05 LIGA PORTUGAL** +0.82 359.1 K = +1.28 06 CHAMPIONSHIP 261.1 K = 113.8 K = +6.79 83.3 K = +1.65 09 LEGA B 40.9 K = +1.00

TOTAL FANBASE

31.0 M



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



5.6 M 3.0 M 878.4 K















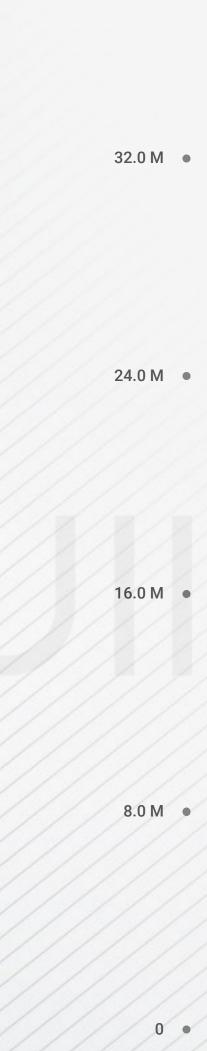




LEAGUES Instagram



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

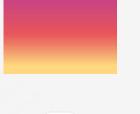






22.8 M







1.8 M







255.8 K 166.7 K 148.1 K

LEAGUES

02 LALIGA**

04 SERIE A

05 LIGUE 1

07 LEGA B

08 LIGUE 2

01 PREMIER LEAGUE

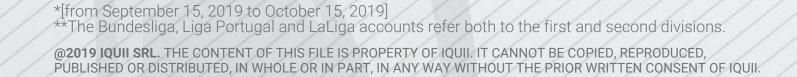
06 LIGA PORTUGAL**

09 CHAMPIONSHIP

03 BUNDESLIGA**









FANS

31.7 M =

22.8 M =

1.8 M =

255.8 K =

166.7 K =

148.1 K =

4.2 M ▼ -1

4.2 M ▲ +1 +3.88

% VAR*

+3.13

+3.49

+3.17

+3.93

+6.48

+3.74

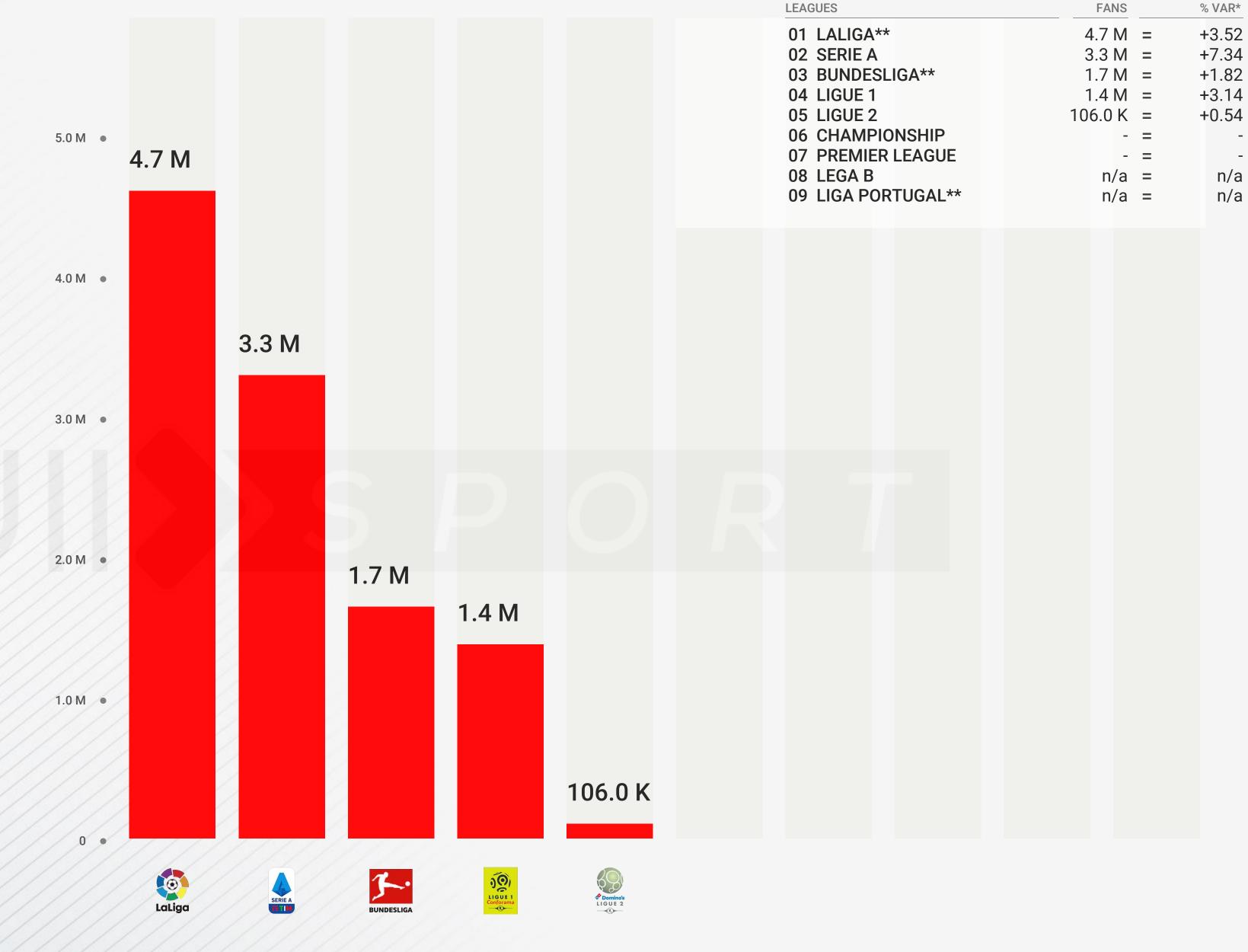
+3.86



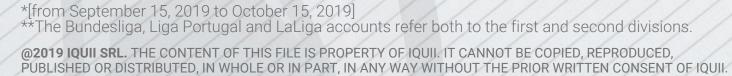
LEAGUES YouTube



Ranking of the European Leagues on YouTube.





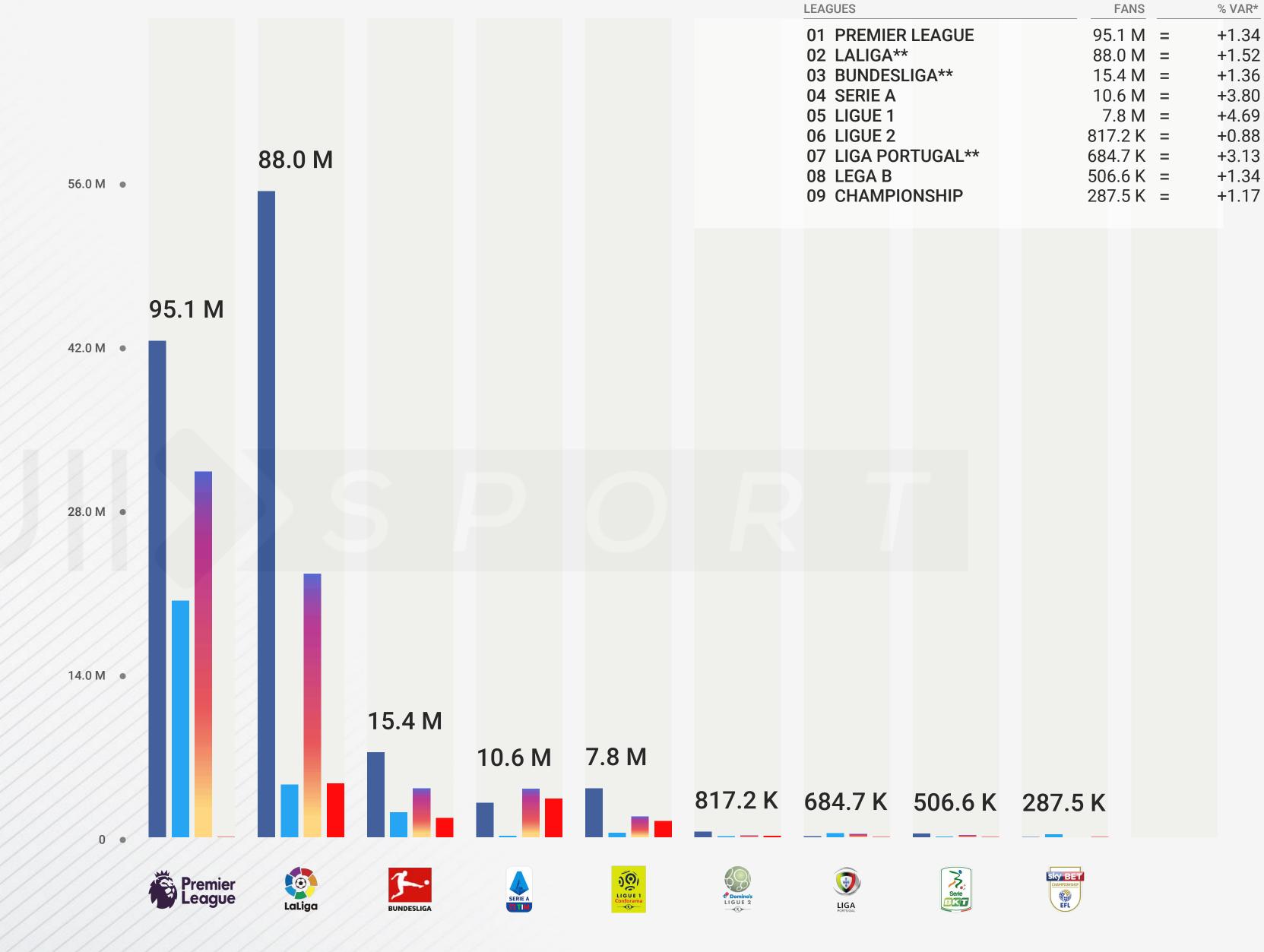




LEAGUES Social



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







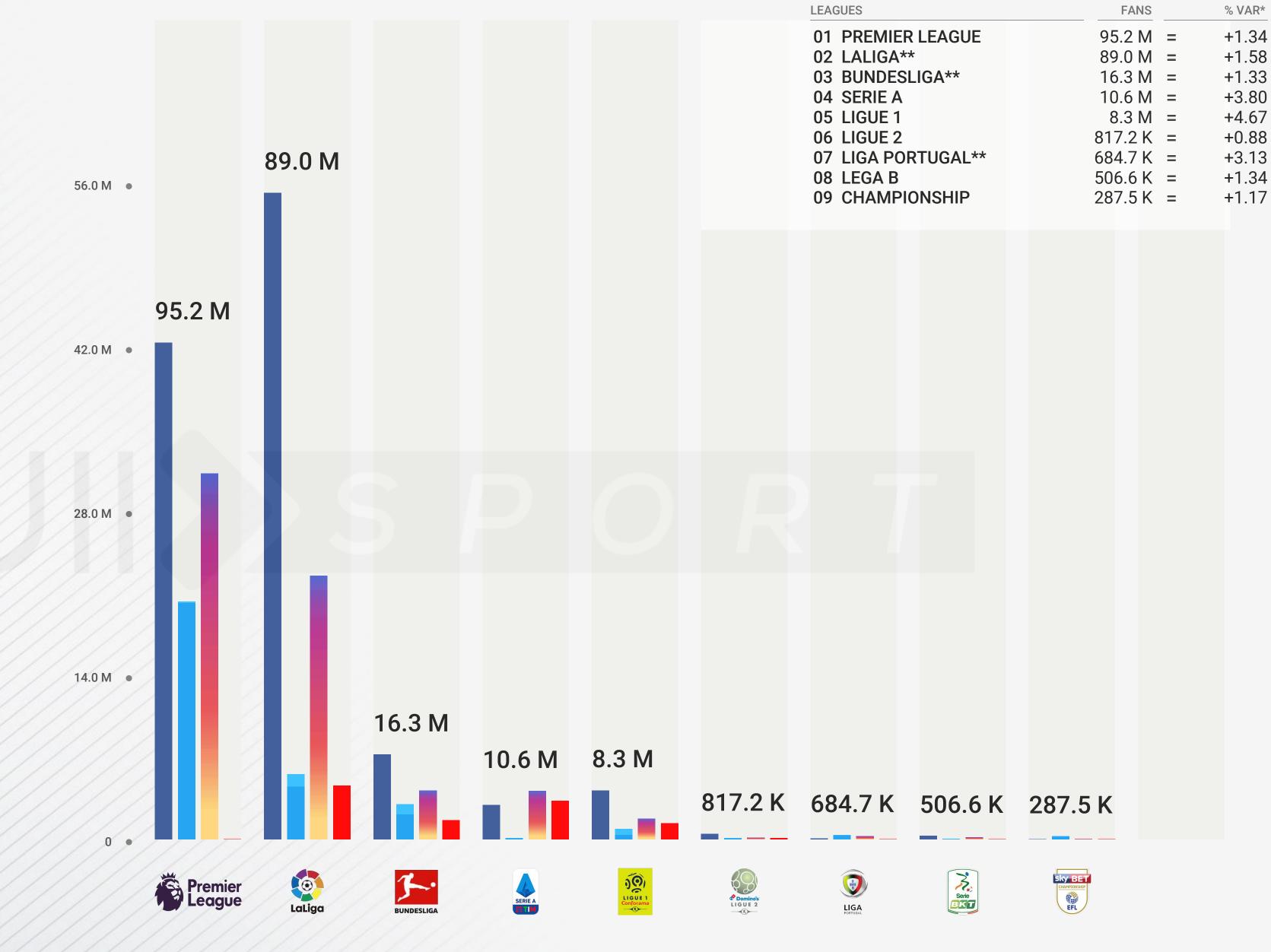


LEAGUES Social

(Twitter global)

TOTAL FANBASE 221.7 M 0 **•**

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





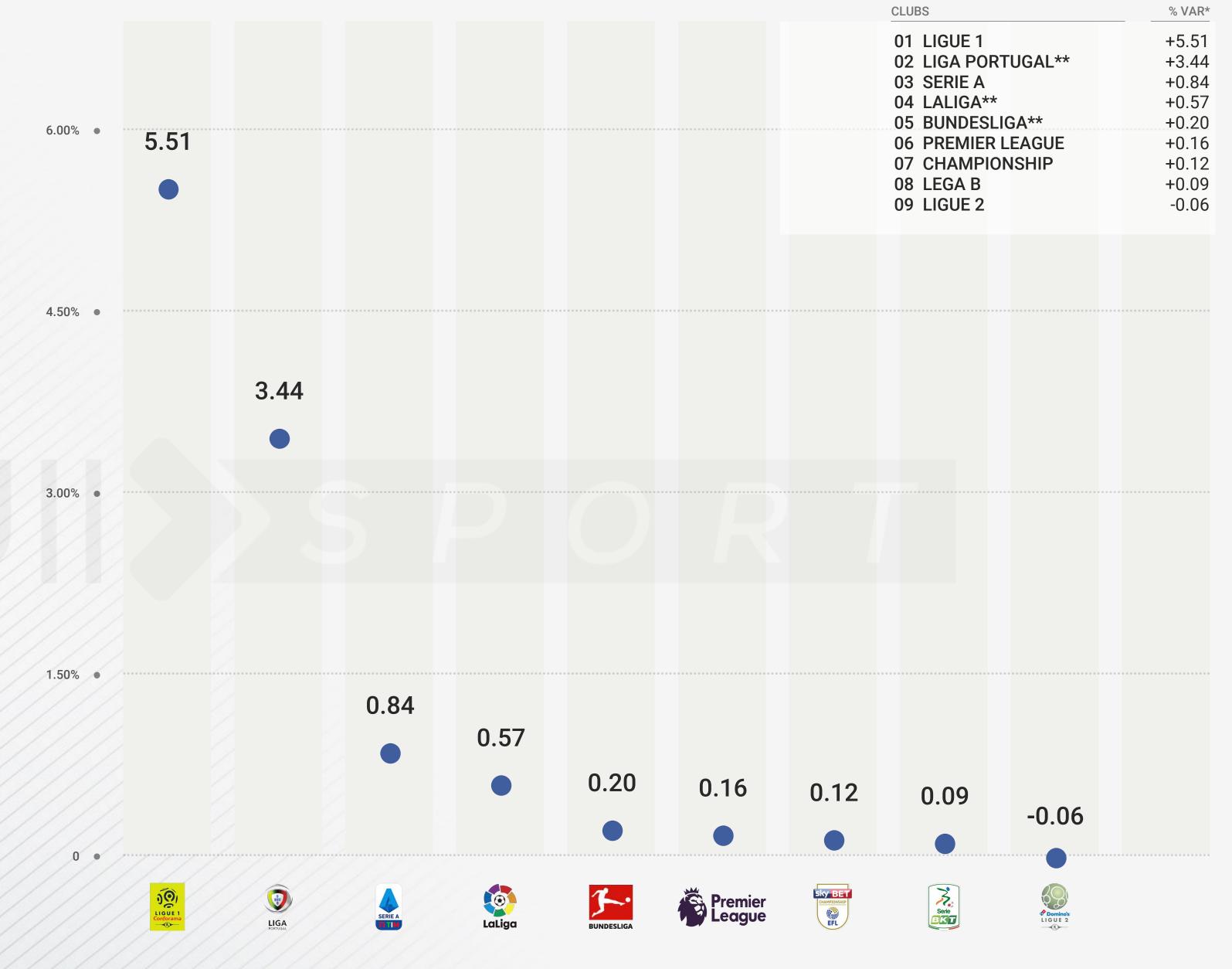




LEAGUES Facebook



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









LEAGUES Twitter



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



















CLUBS





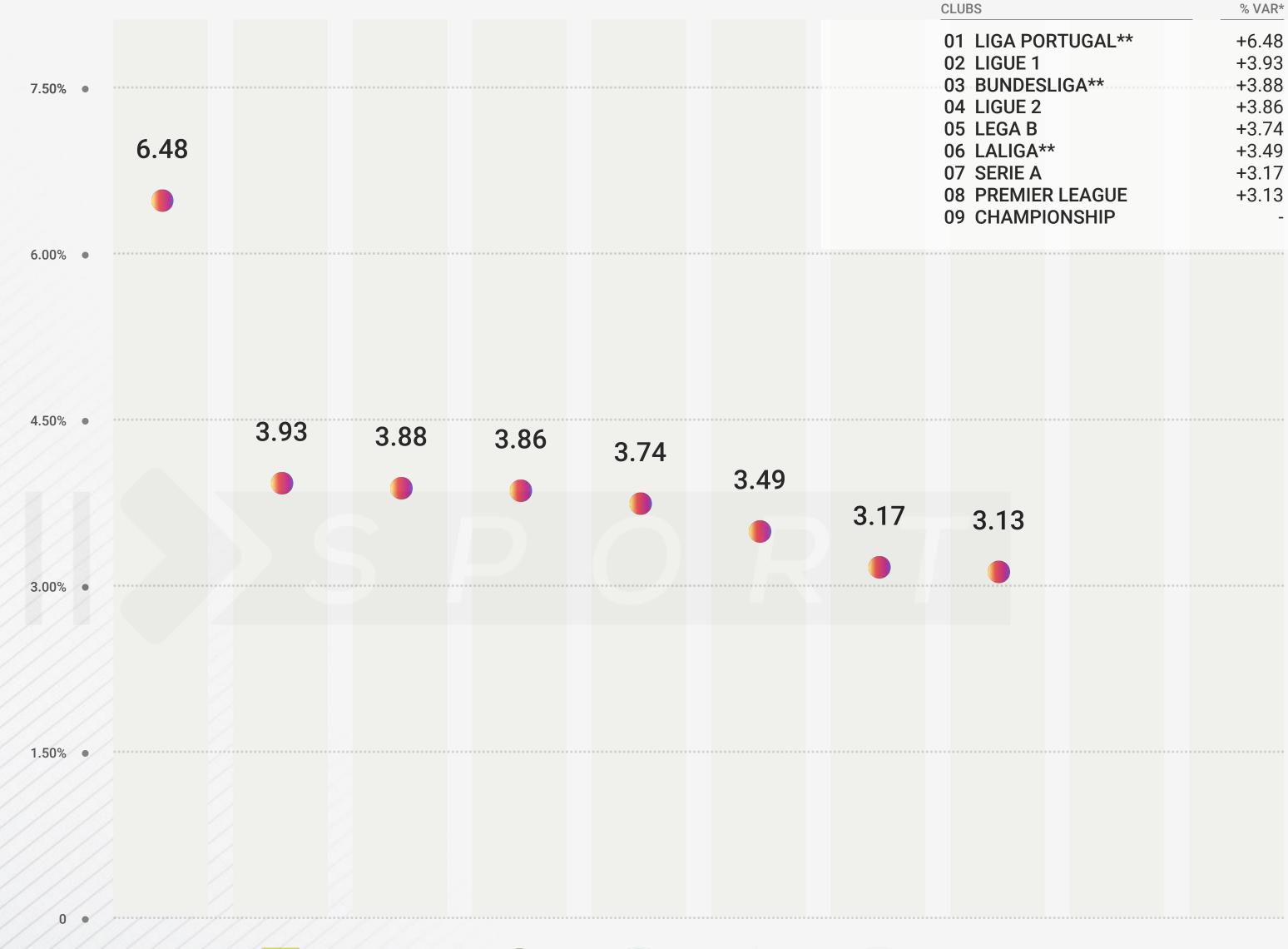
% VAR*



LEAGUES Instagram



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















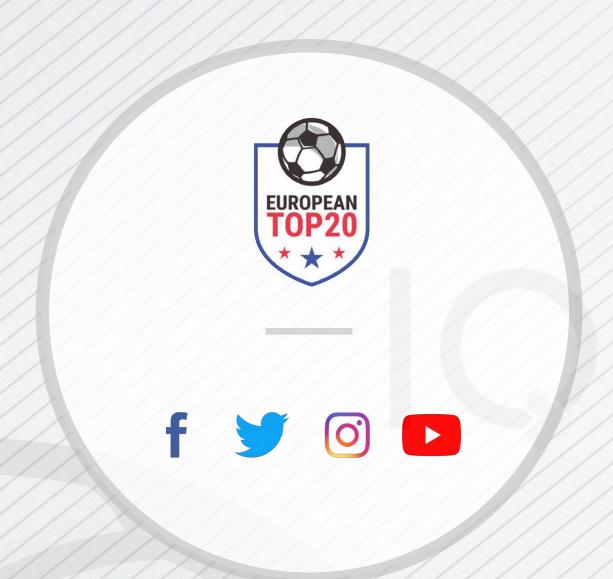




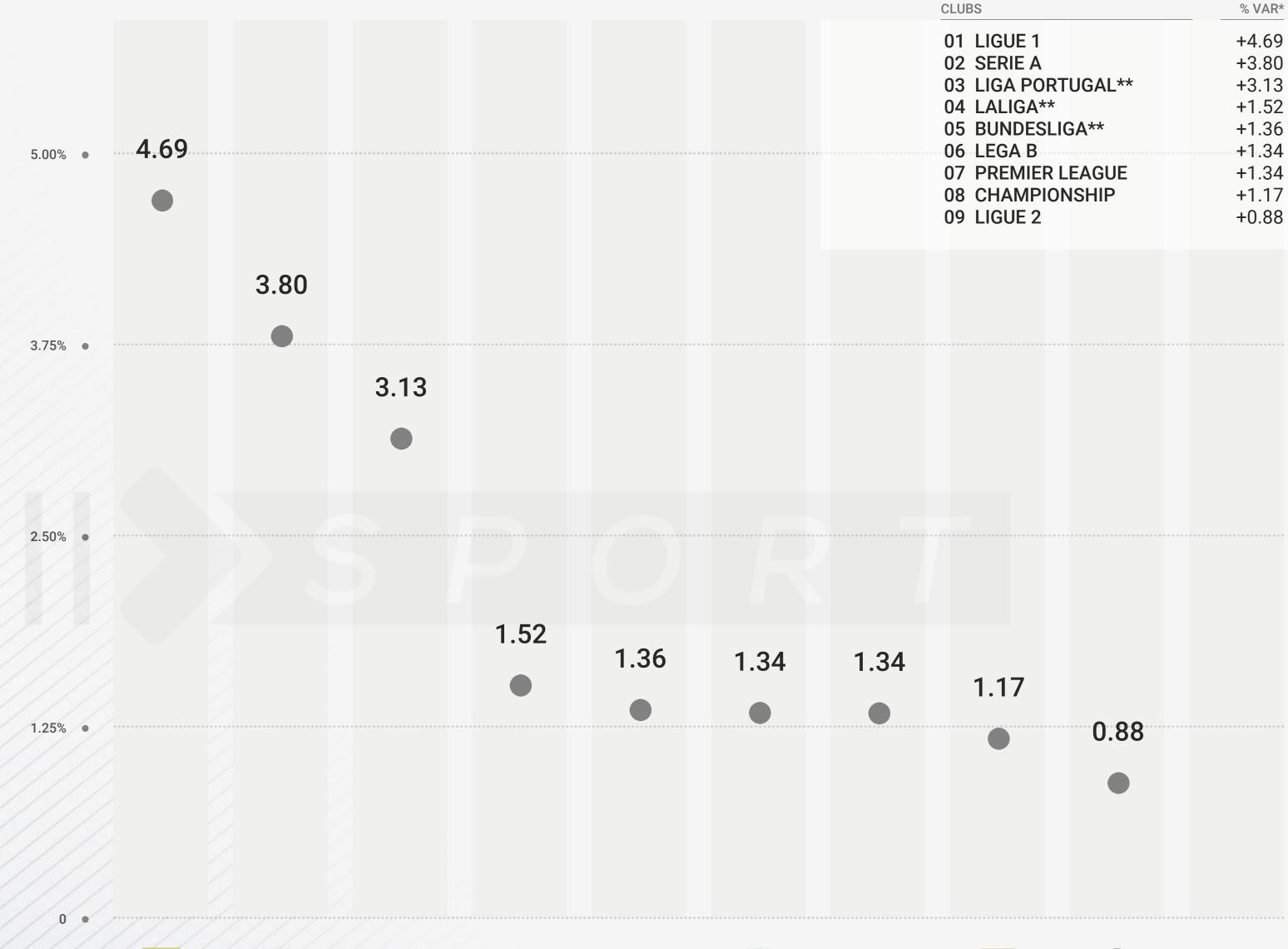




LEAGUES Social



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



























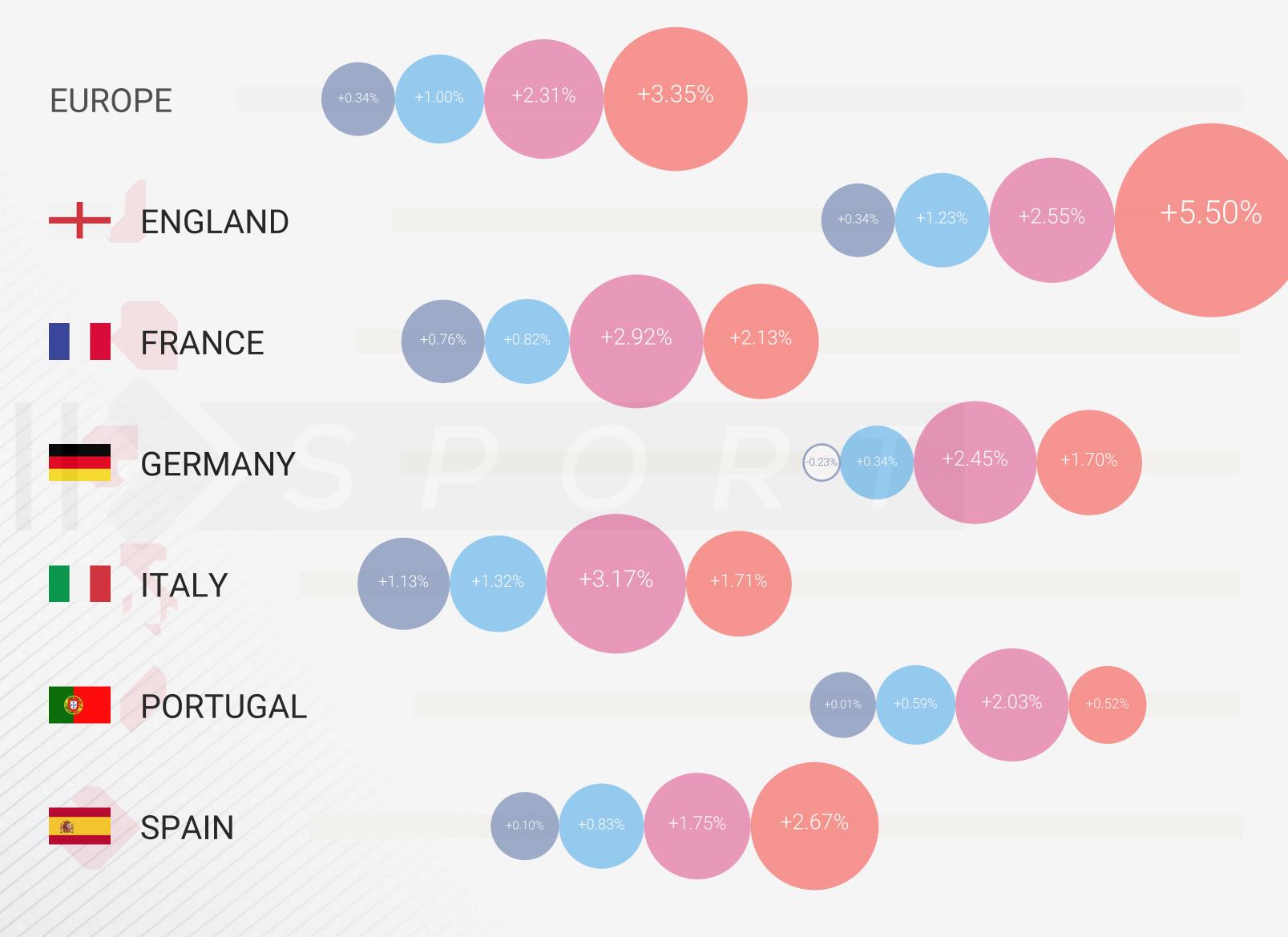


f 9 0 0

SOCIAL Grown up



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



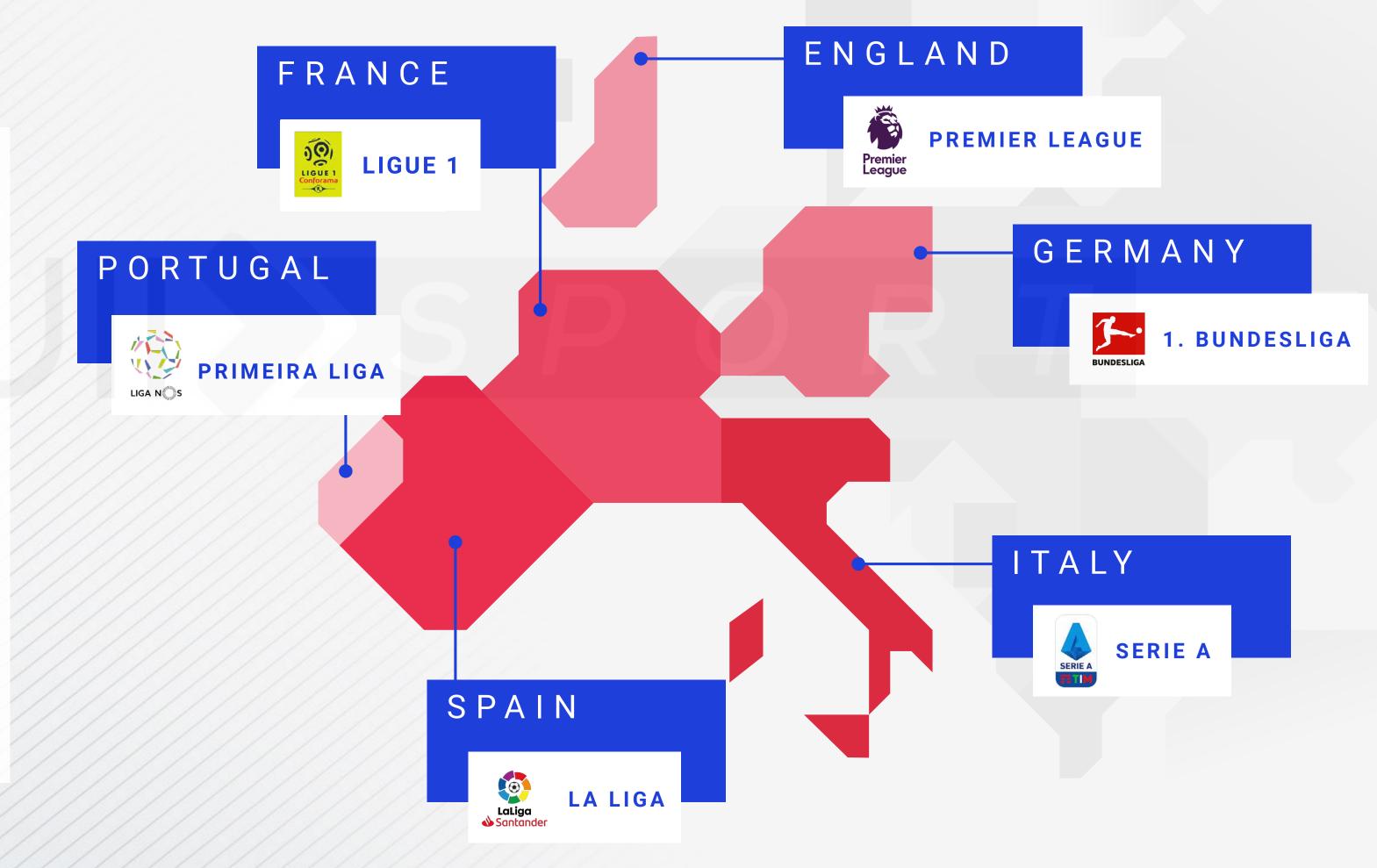




Countries included in the players' analysis

EUROPE

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





IQUII SPORT



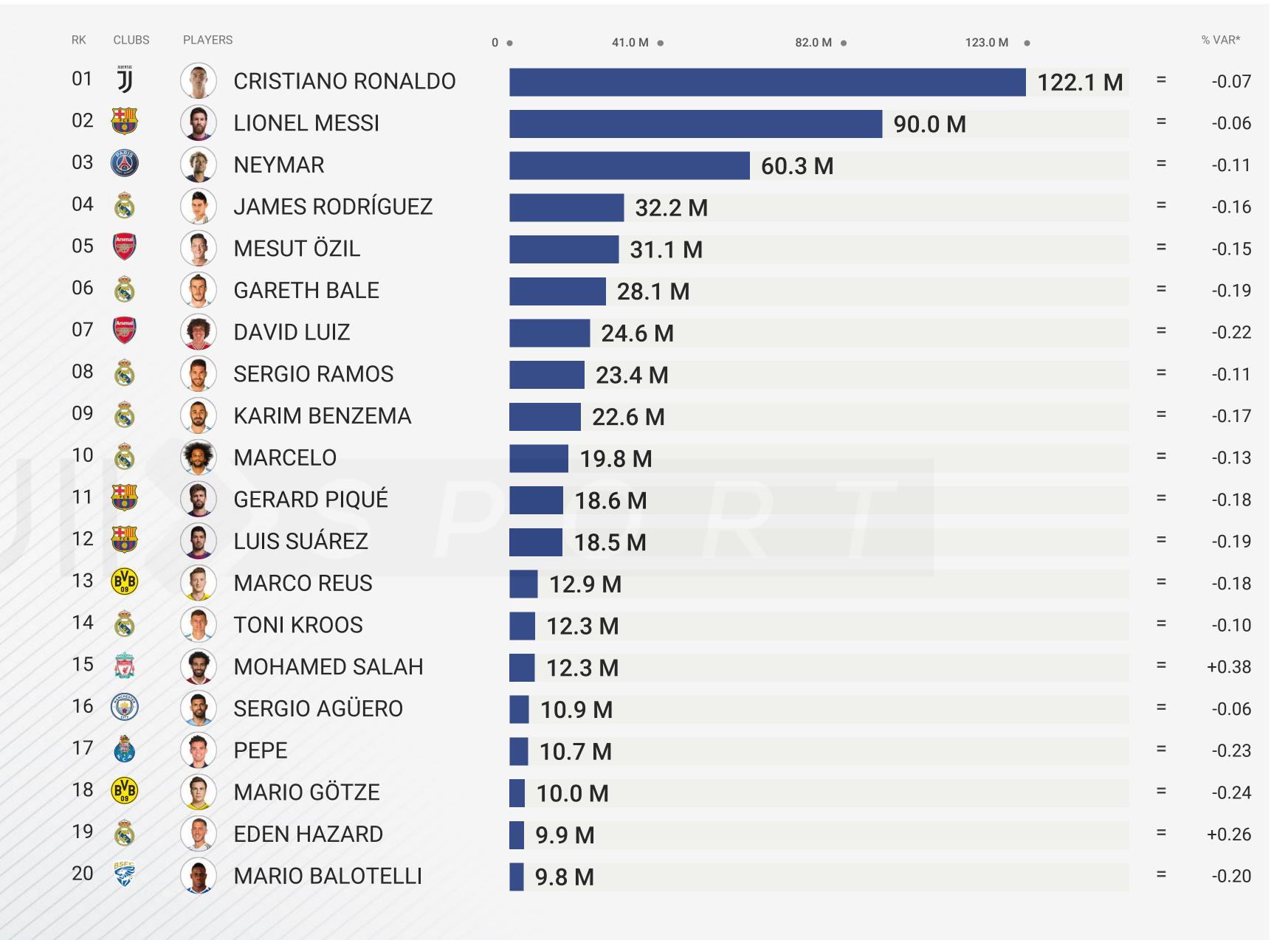




PLAYERS Facebook



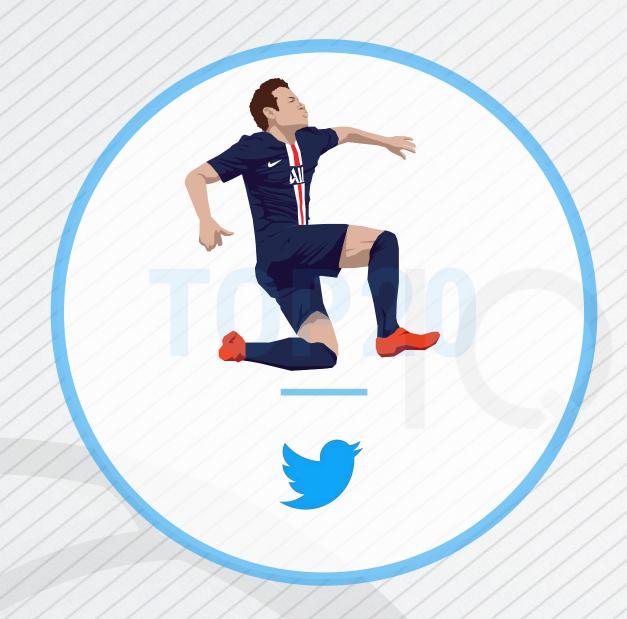
Ranking of the TOP 20 most followed Football Players on Facebook, playing in Europe.



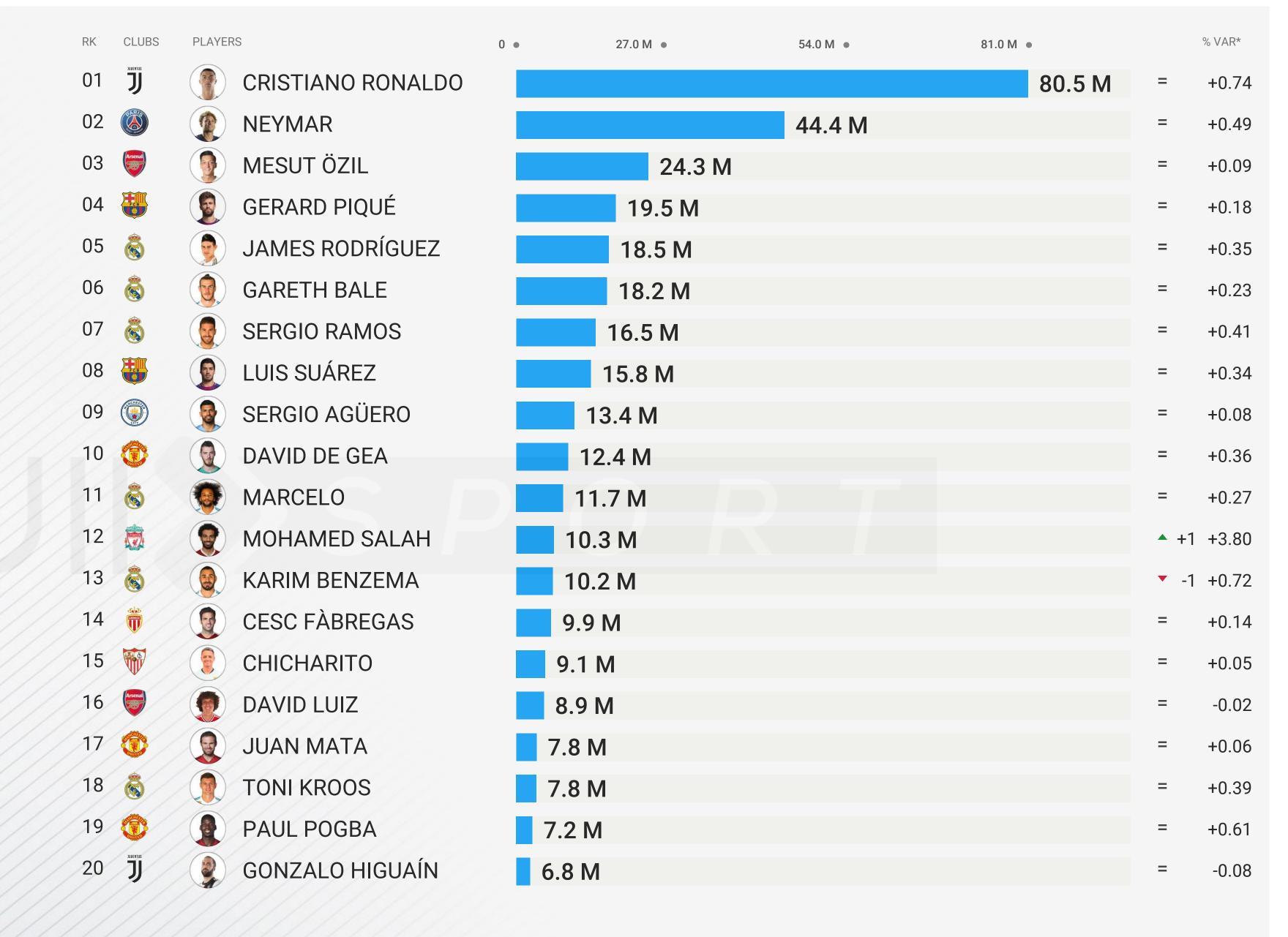




PLAYERS Twitter



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



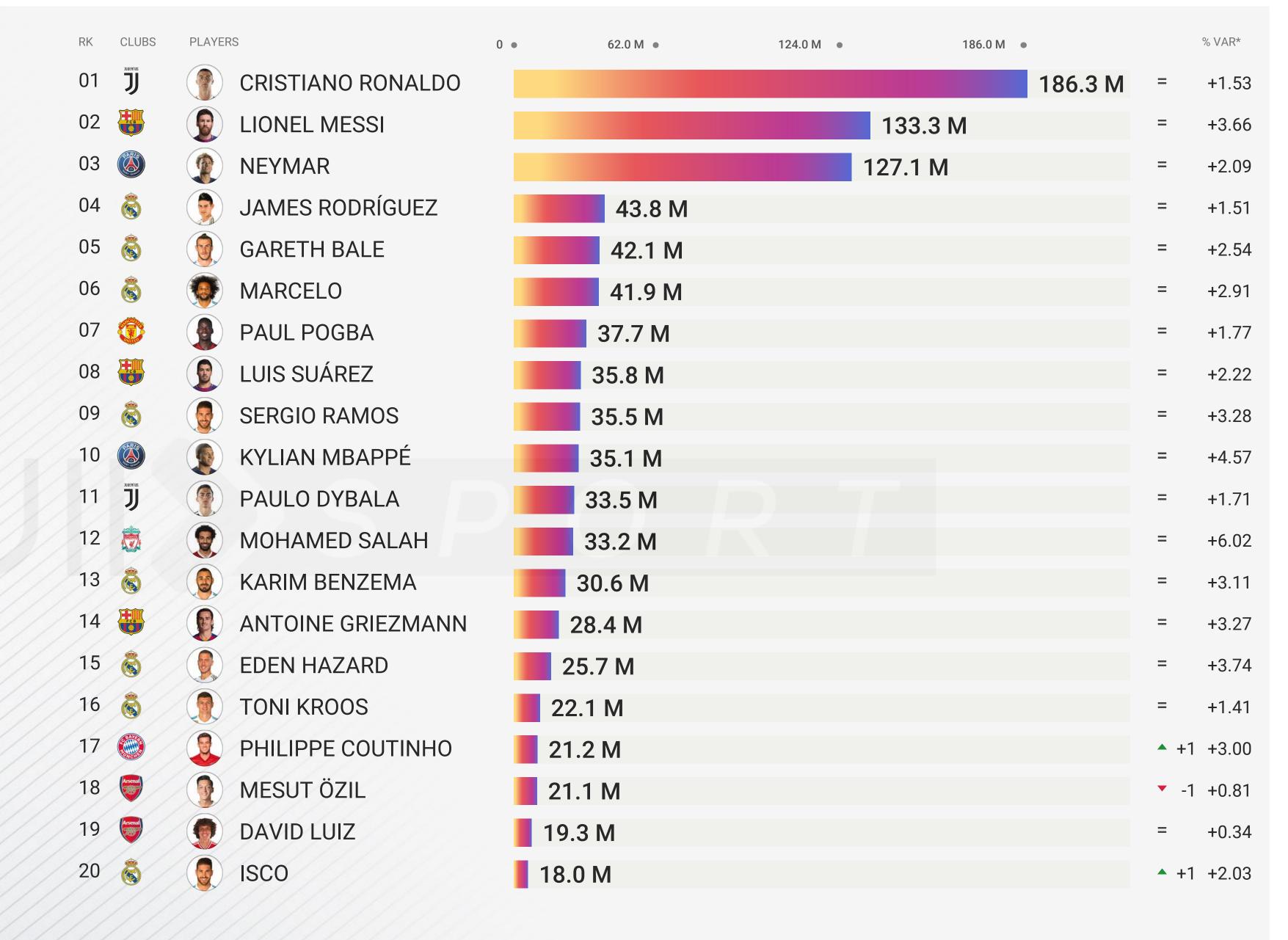




PLAYERS Instagram



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



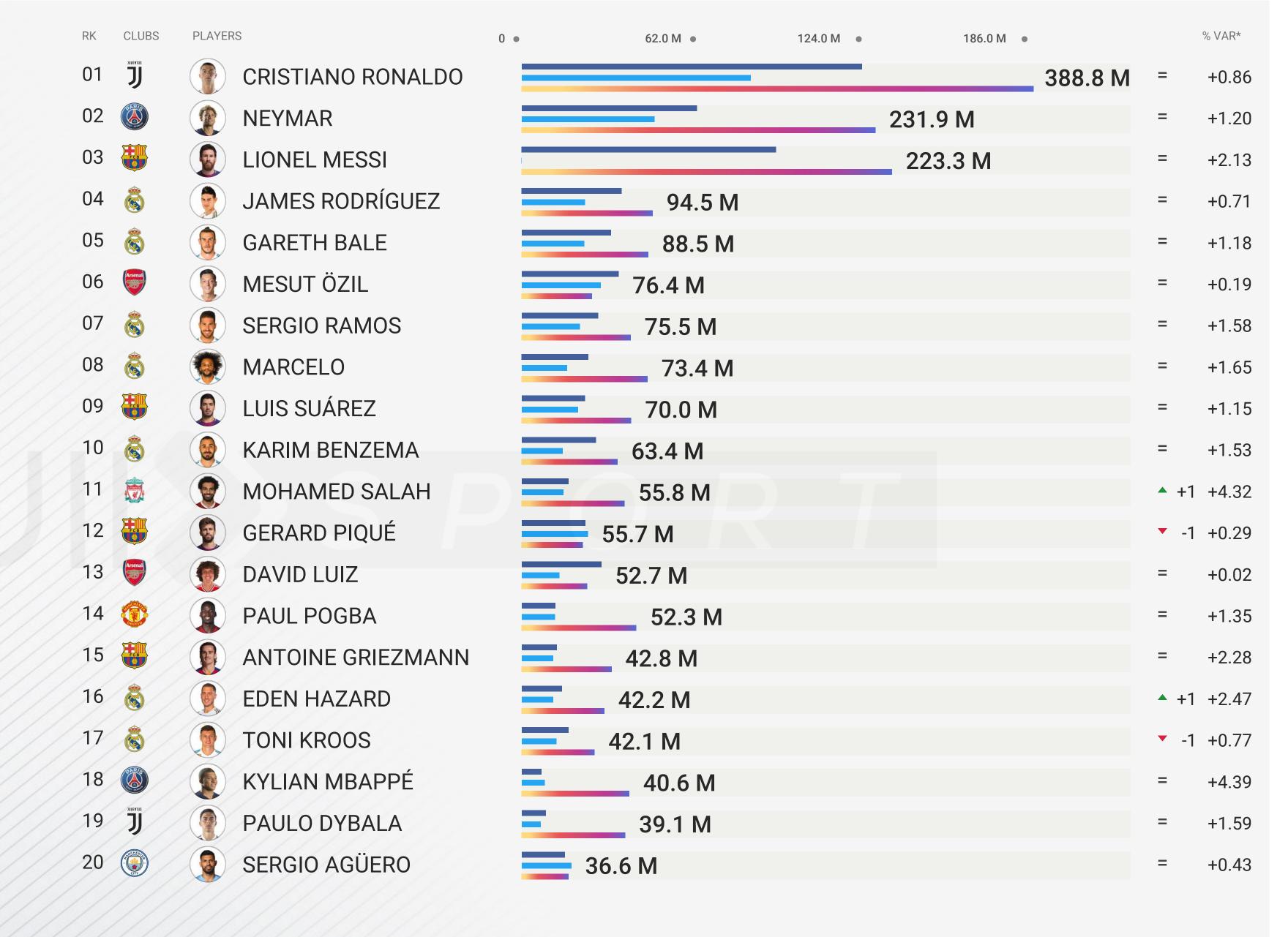




PLAYERS Social



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





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

IQUII SPORT

Overview about the TOP 20 Premier League players



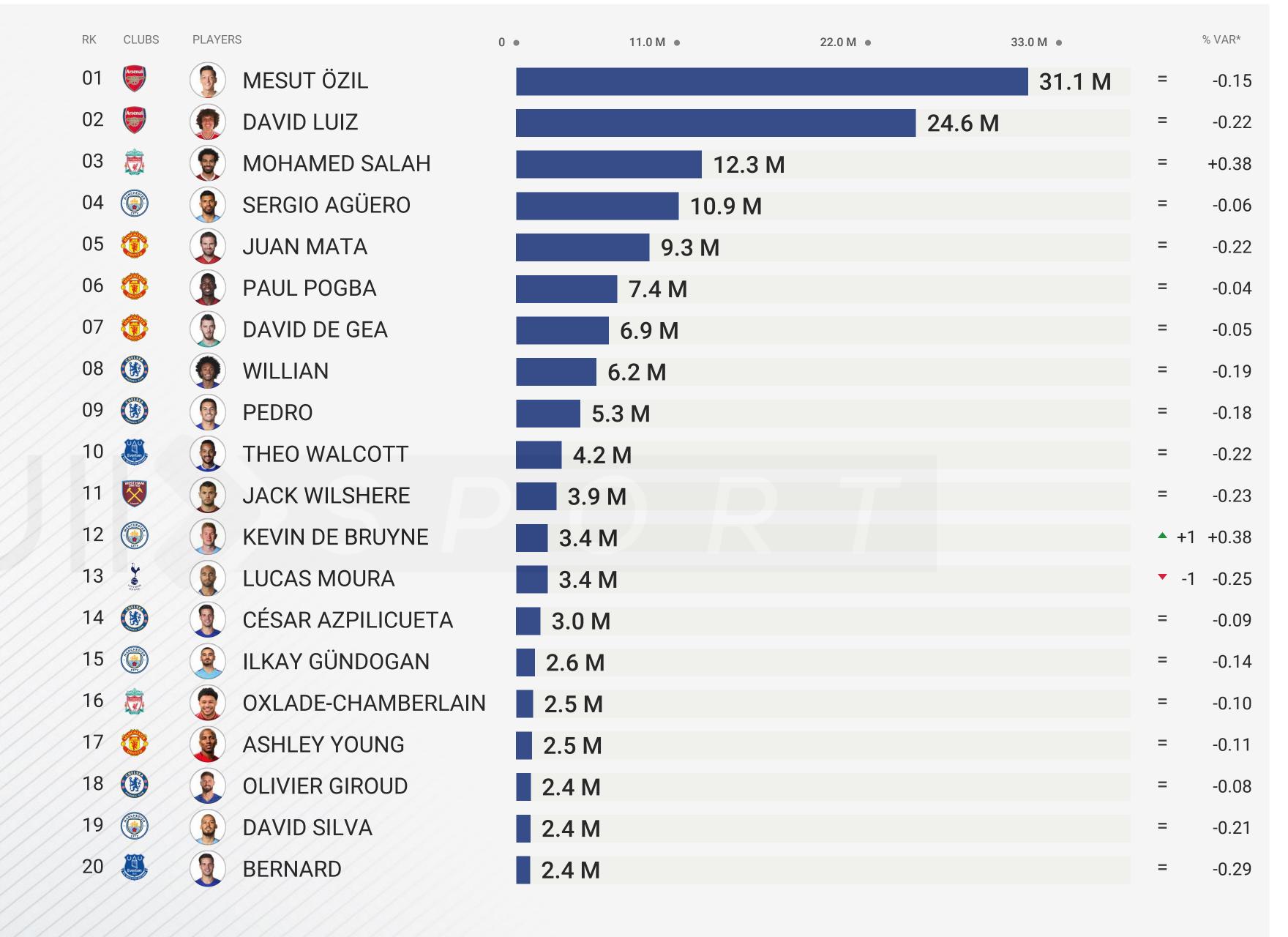




PLAYERS Facebook



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



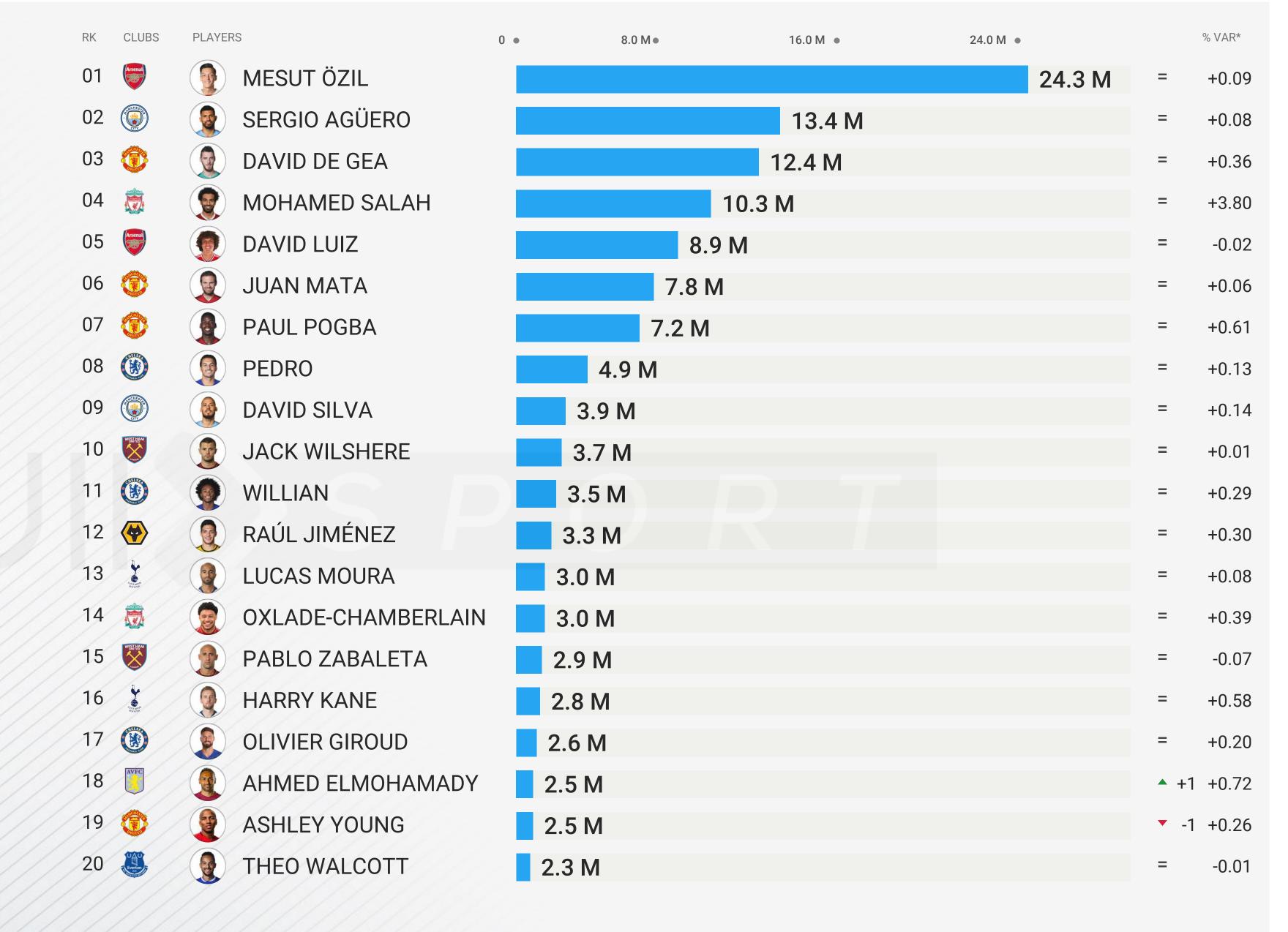




PLAYERS Twitter



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



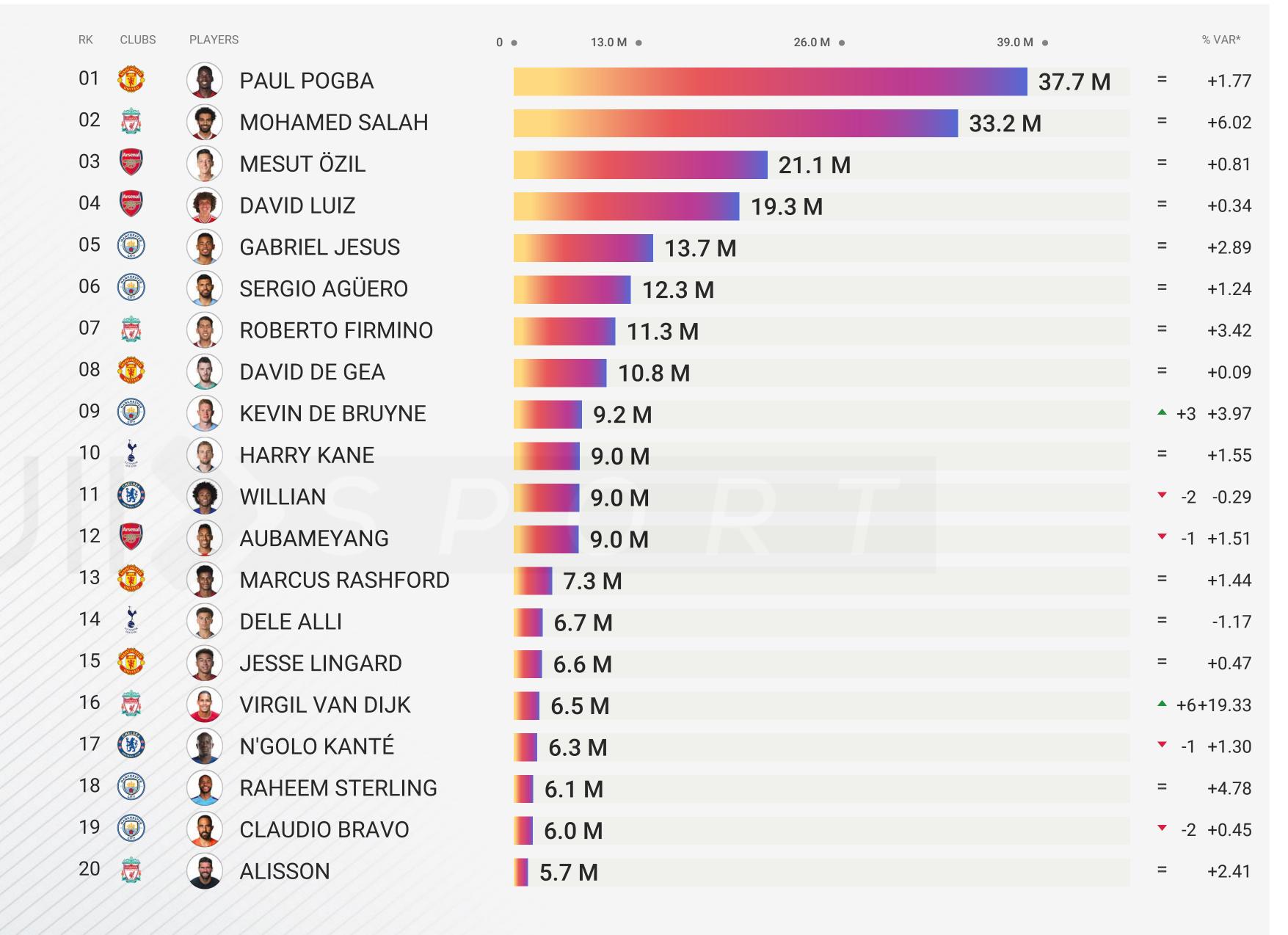




PLAYERS Instagram



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



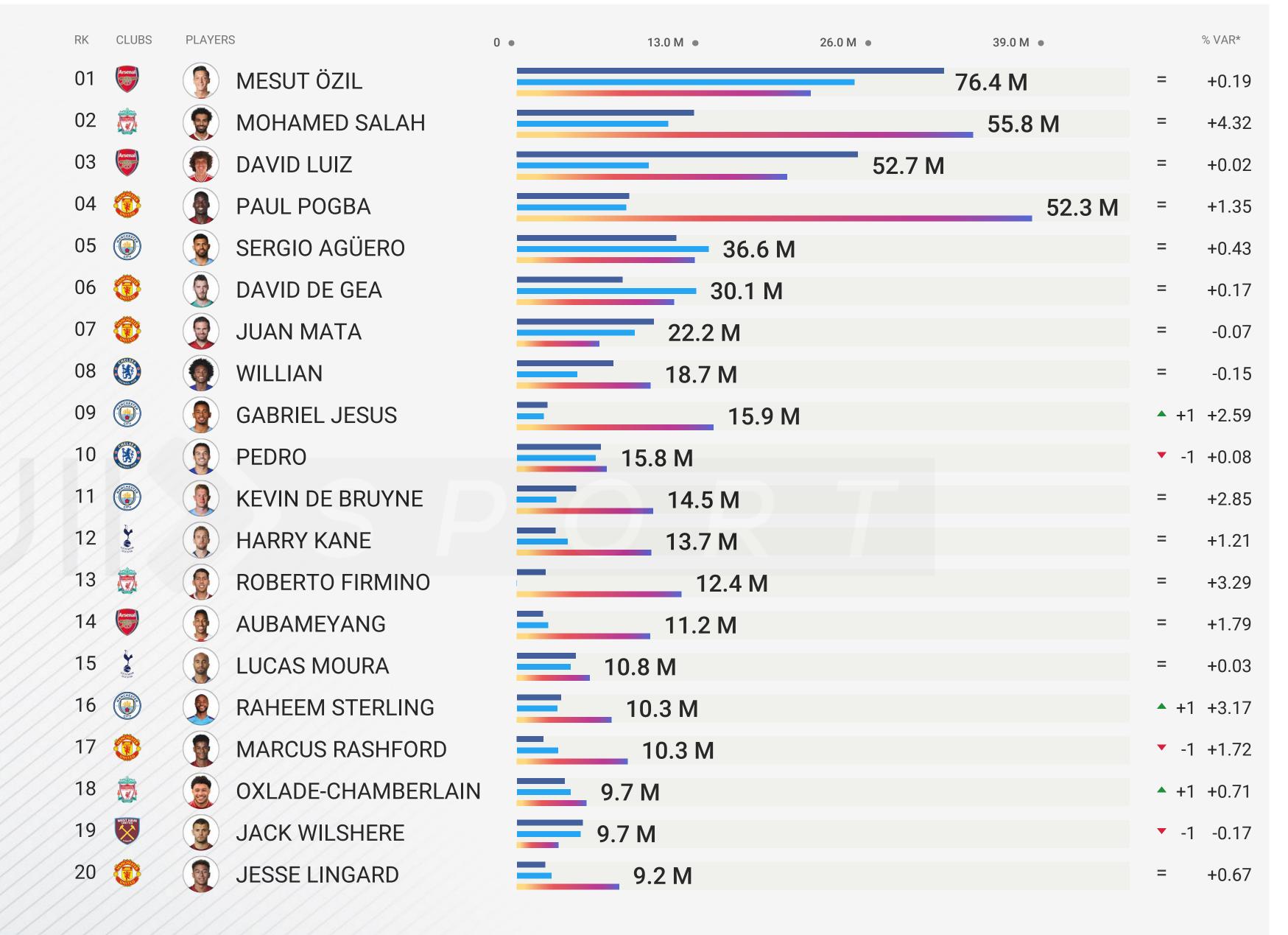








Ranking of the TOP 20 most followed Premier League Football Players based on the aggregate Facebook, Twitter, Instagram fanbases.





IQUII SPORT

Overview about the TOP 20 Ligue 1 players



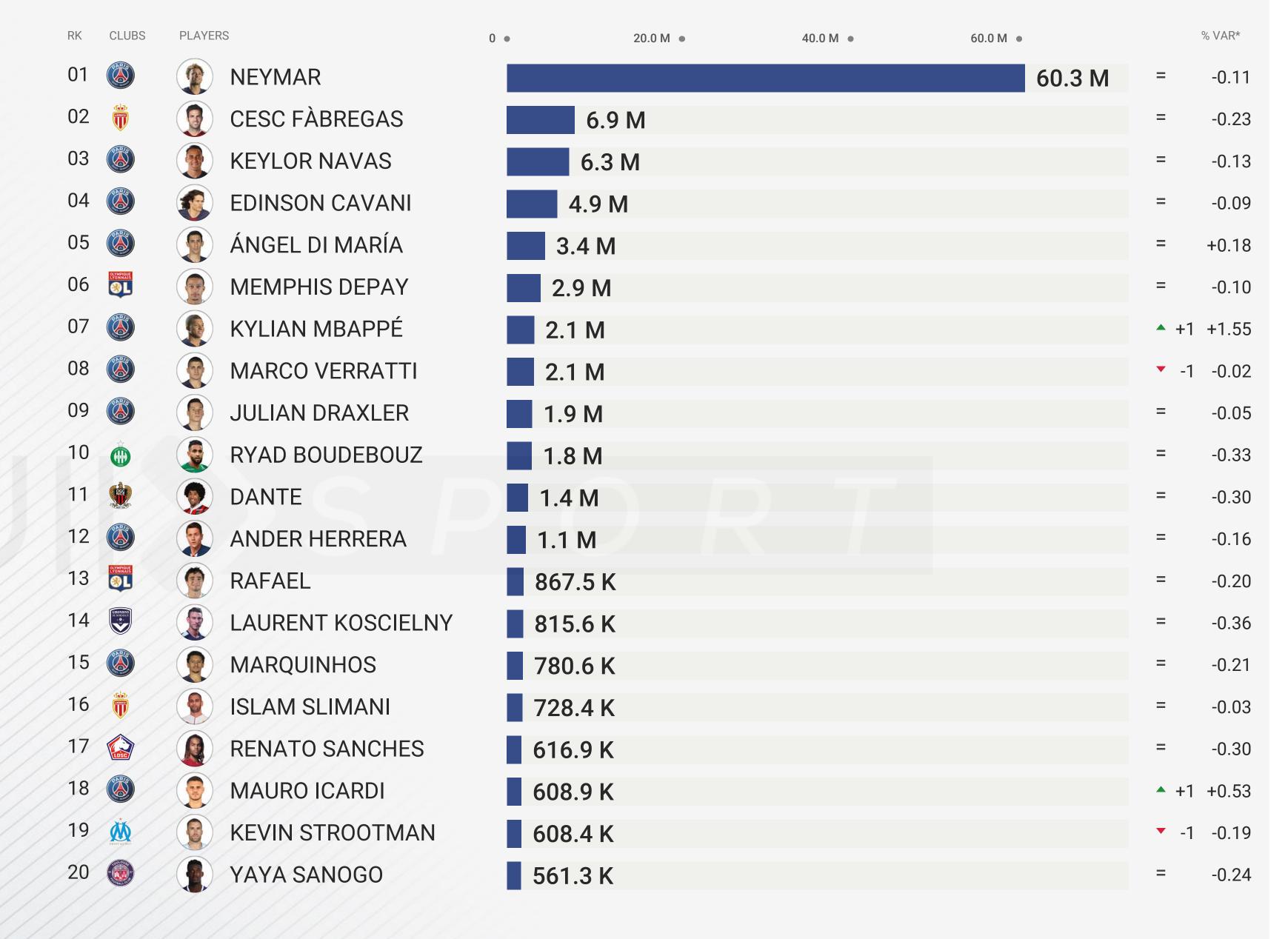




PLAYERS Facebook



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



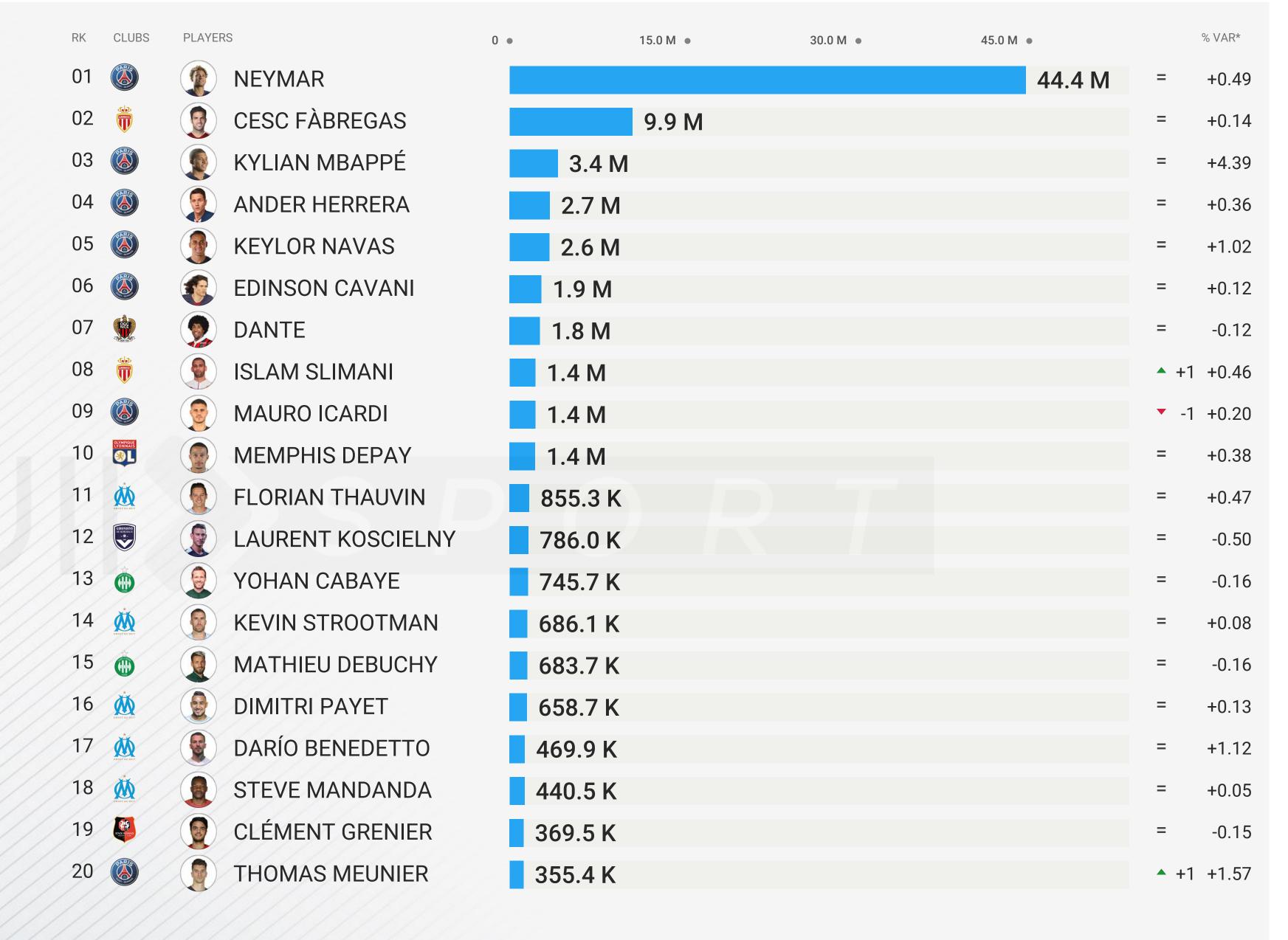




PLAYERS Twitter



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



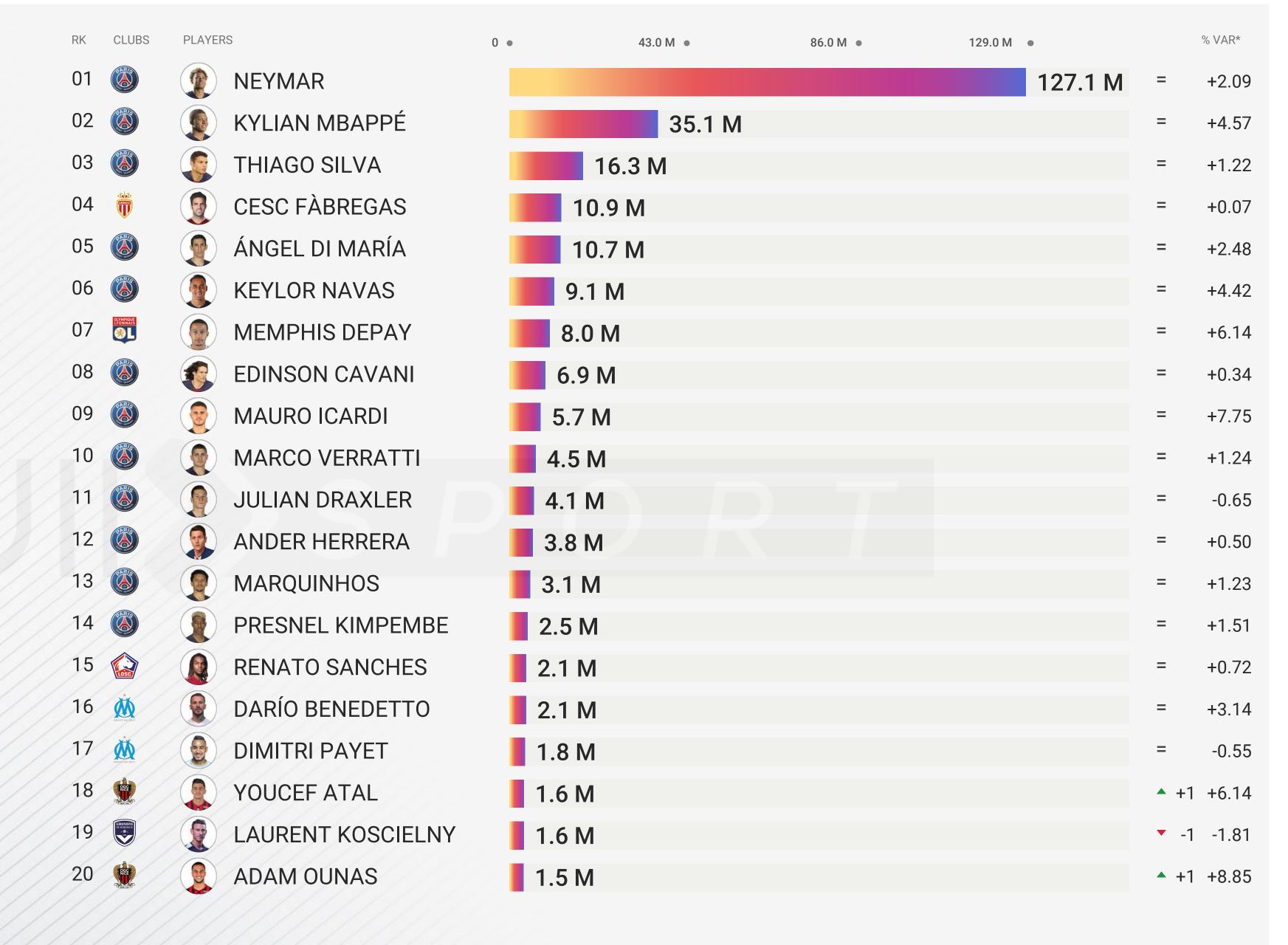




PLAYERS Instagram



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















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





IQUII SPORT

Overview about the TOP 20 1. Bundesliga players



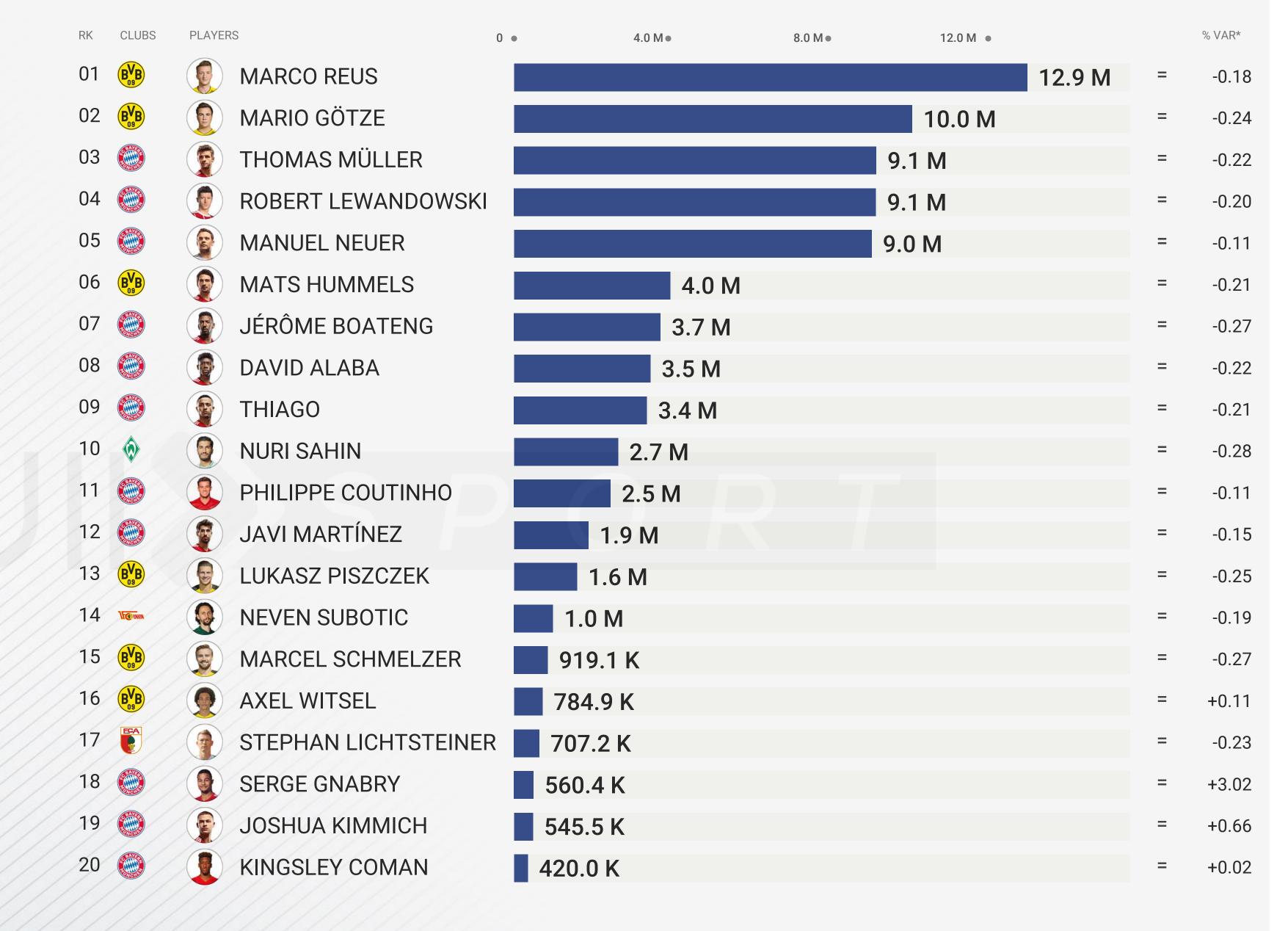




PLAYERS Facebook



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



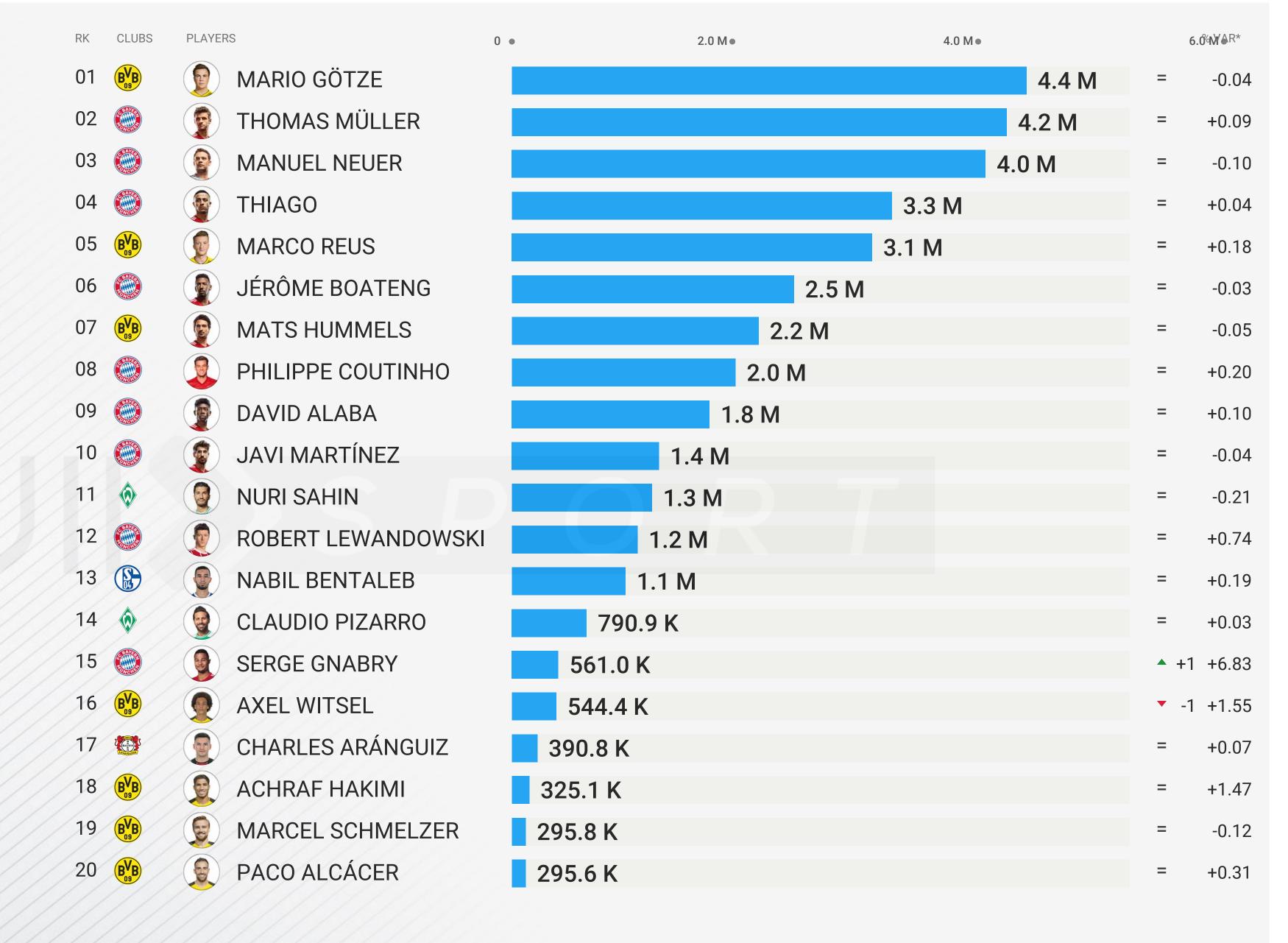




PLAYERS Twitter



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





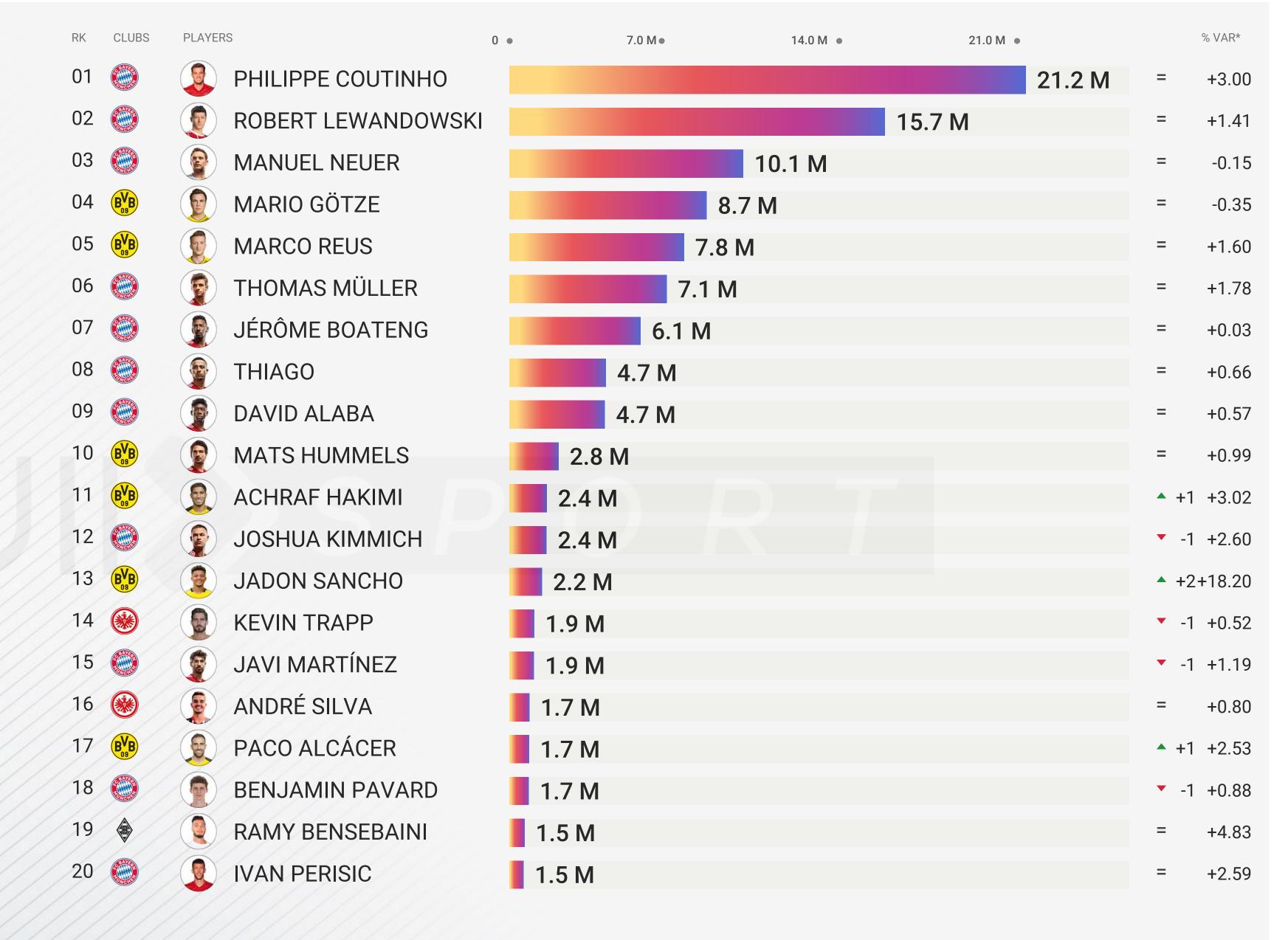
*[from September 15, 2019 to October 15, 2019]



PLAYERS Instagram



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







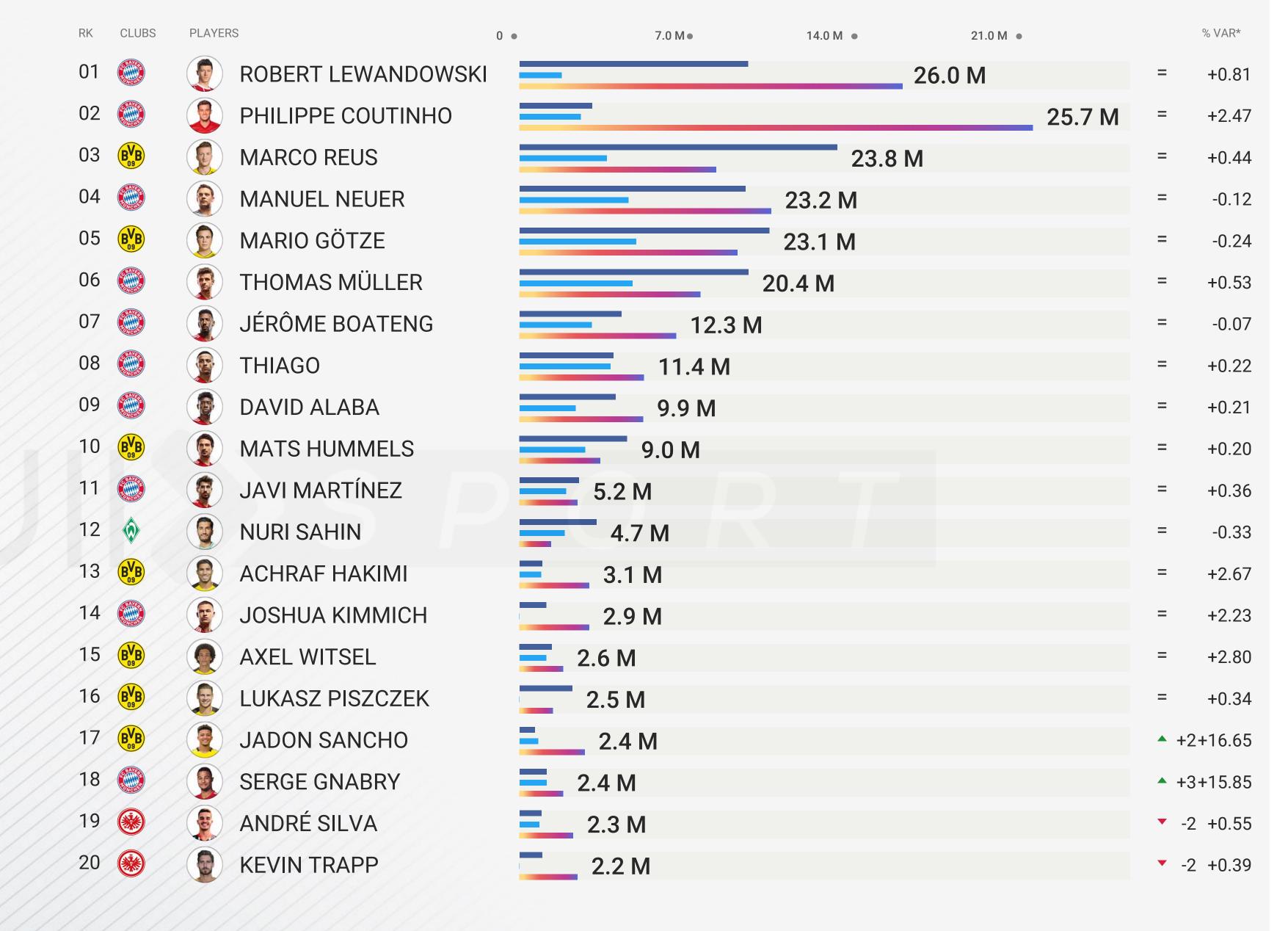








Ranking of the TOP 20 most followed 1.Bundesliga Football Players based on the aggregate Facebook, Twitter, Instagram fanbases.





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

IQUII SPORT

Overview about the TOP 20 Serie A players







PLAYERS Facebook



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

IVIX	CLUDS	FLATL	10) •	41.0 M ●	82.0 M ●	123.0 M	•		/0 VAIN
01	JUVENTUS		CRISTIANO RONALDO					122.1 M	=	-0.07
02	BSFC		MARIO BALOTELLI	9.8 M					=	-0.20
03	JULENTUS		SAMI KHEDIRA	6.5 M					=	-0.22
04	JULENTUS		GIANLUIGI BUFFON	5.0 M					=	-0.06
05			ALEXIS SÁNCHEZ	4.9 M					=	-0.17
06	JUVERTUS		JUAN CUADRADO	4.9 M					=	-0.12
07	JUVERTUS		AARON RAMSEY	4.6 M					=	-0.12
08	JULENTUS		PAULO DYBALA	3.8 M					=	+0.77
09	ROMA		HENRIKH MKHITARYAN	3.2 M					=	-0.22
10	•		KEVIN-PRINCE BOATENG	3.2 M					=	-0.23
11			ROMELU LUKAKU	2.9 M					=	+0.06
12	J		GIORGIO CHIELLINI	2.7 M					=	-0.08
13	JUVERTUS		WOJCIECH SZCZESNY	2.5 M					=	-0.21
14	ROMA 102		CHRIS SMALLING	2.1 M					=	-0.19
15	J		BLAISE MATUIDI	2.1 M					=	+0.04
16	ROMA 1923		EDIN DZEKO	2.0 M					=	-0.20
17			PEPE REINA	1.9 M					=	-0.21
18	ROMA		JAVIER PASTORE	1.8 M					=	-0.21
19	JULENTUS		LEONARDO BONUCCI	1.8 M					=	-0.14
20	N		FERNANDO LLORENTE	1.7 M					=	-0.25

41.0 M •

82.0 M •

123.0 M •



PLAYERS



PLAYERS Twitter



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

KK	CLUBS	PLAYER	15	0 •	27.0 M	•	54.0 M ●	81.0 M	•		% VAR^
01	JULENTUS		CRISTIANO RONALDO						80.5 M	=	+0.74
02	JUVENTUS		GONZALO HIGUAÍN		6.8 M					=	-0.08
03	JULENTIUS		JUAN CUADRADO		3.9 M					=	+0.13
04	BSFC		MARIO BALOTELLI		3.8 M					=	-0.25
05	N		DAVID OSPINA		3.4 M					=	+0.03
06	JUVENTUS		GIANLUIGI BUFFON		3.4 M					=	+0.38
07	JUVERTUS		AARON RAMSEY		3.2 M					=	+0.22
08	JUDENTUS		BLAISE MATUIDI		3.0 M					=	+0.31
09			ALEXIS SÁNCHEZ		2.9 M					=	+0.11
10	JUDENTUS		GIORGIO CHIELLINI		2.5 M					=	+0.15
11	N		FERNANDO LLORENTE		2.0 M					=	-0.03
12			LUCAS LEIVA		1.9 M					=	-0.10
13	JULENTUS		PAULO DYBALA		1.8 M					=	+1.14
14			ROMELU LUKAKU		1.8 M					=	+1.39
15	N		FAOUZI GHOULAM		1.7 M					=	+0.98
16			GARY MEDEL		1.7 M					=	+0.02
17	•		KEVIN-PRINCE BOATENO	6	1.7 M					=	-0.07
18	ROMA 1922		CHRIS SMALLING		1.6 M					=	+0.54
19	JUVENTUS		LEONARDO BONUCCI		1.6 M					=	+0.34
20	ROMA		EDIN DZEKO		1.5 M					=	-0.05

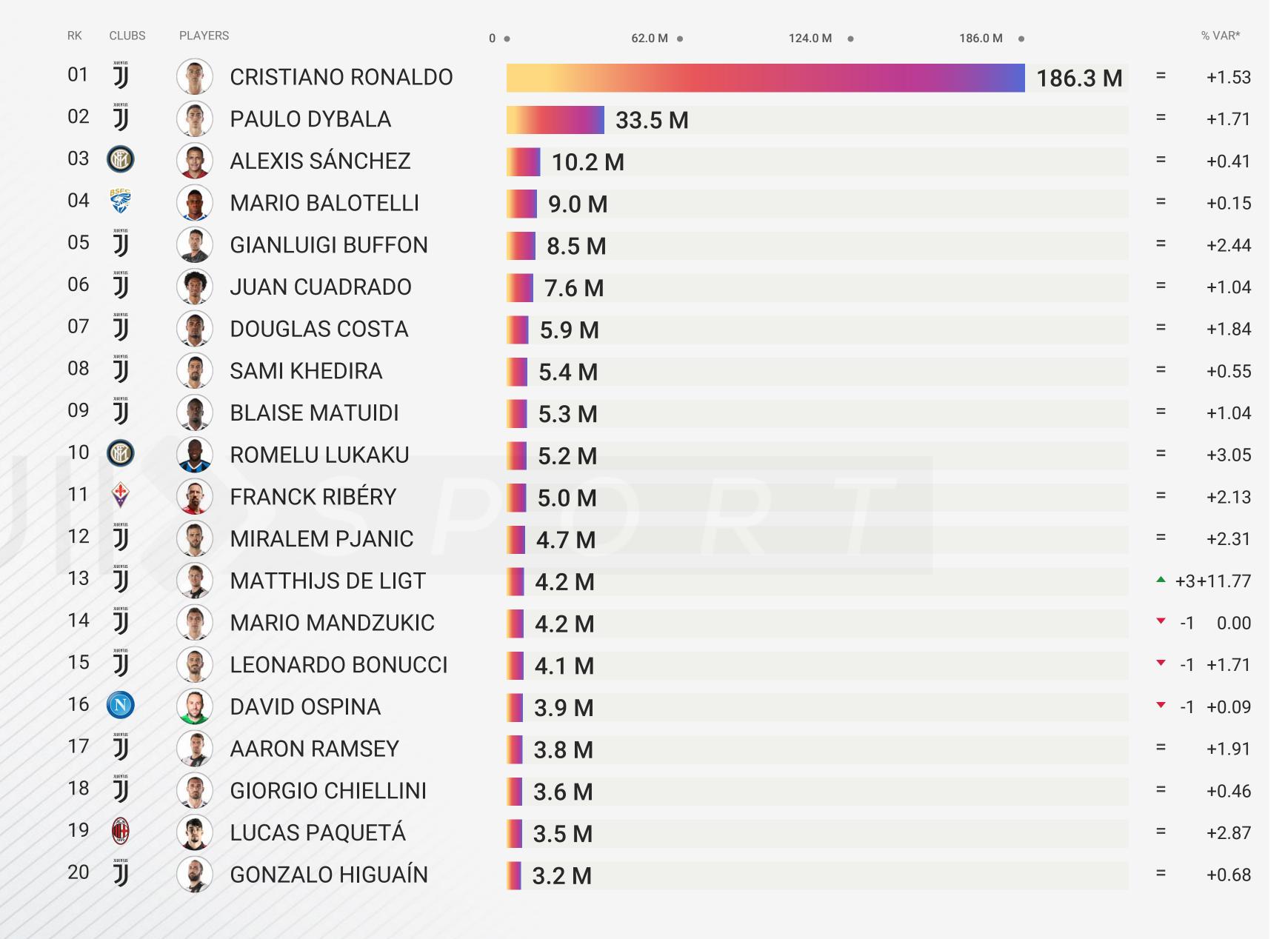




PLAYERS Instagram



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















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





IQUII SPORT

Overview about the TOP 20 Primeira Liga players



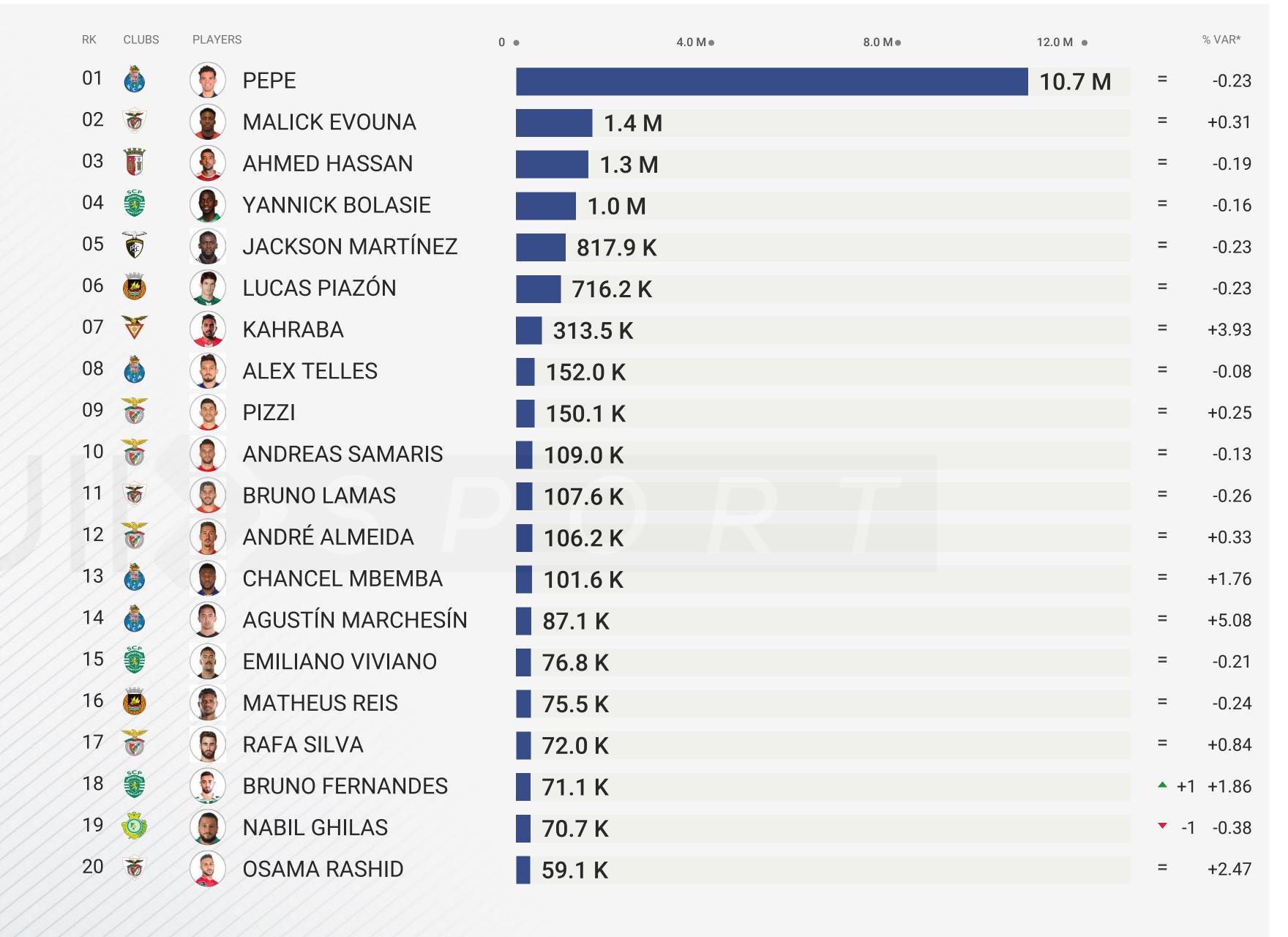




PLAYERS Facebook



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







PLAYERS Twitter



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



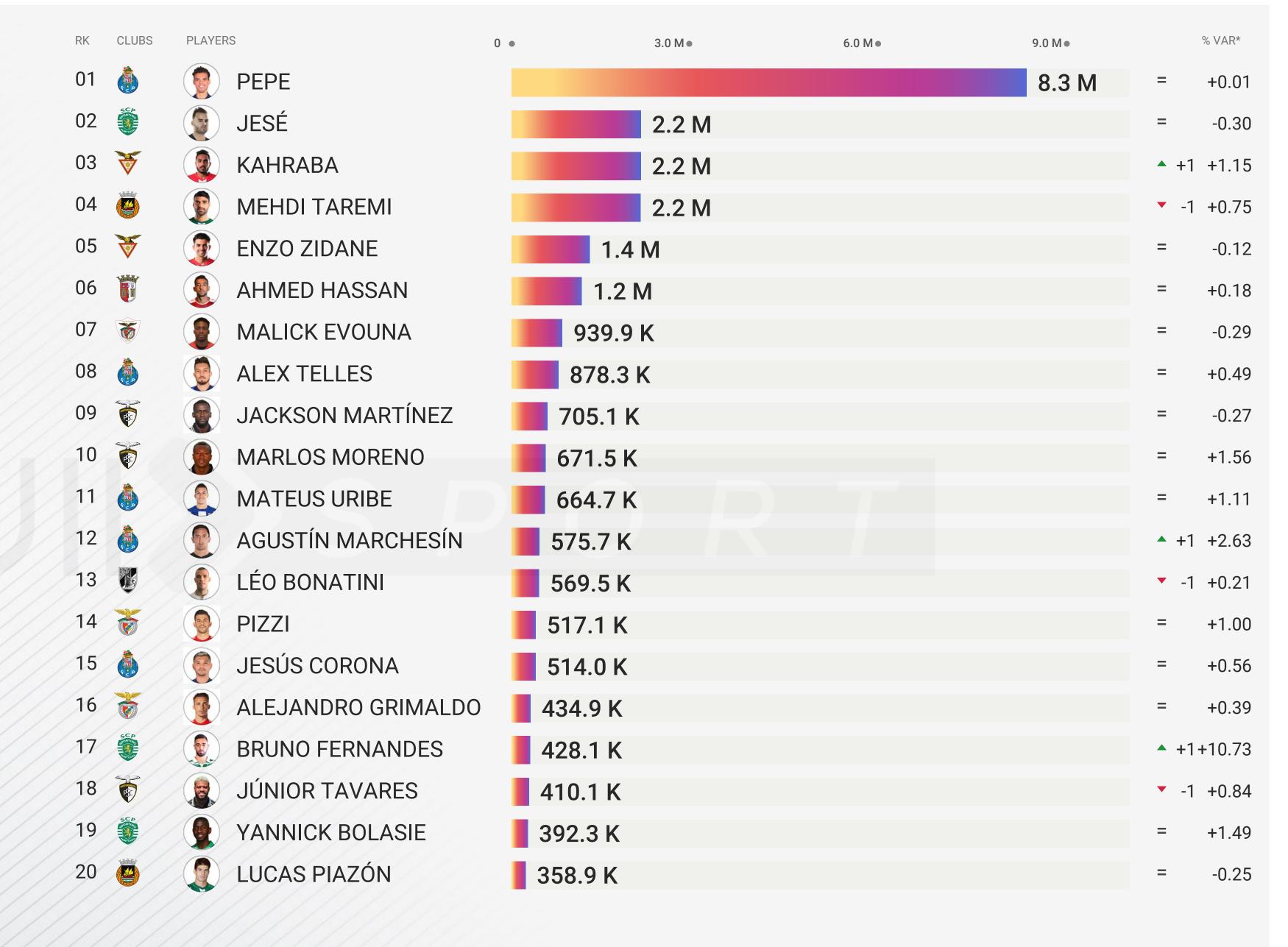




PLAYERS Instagram



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







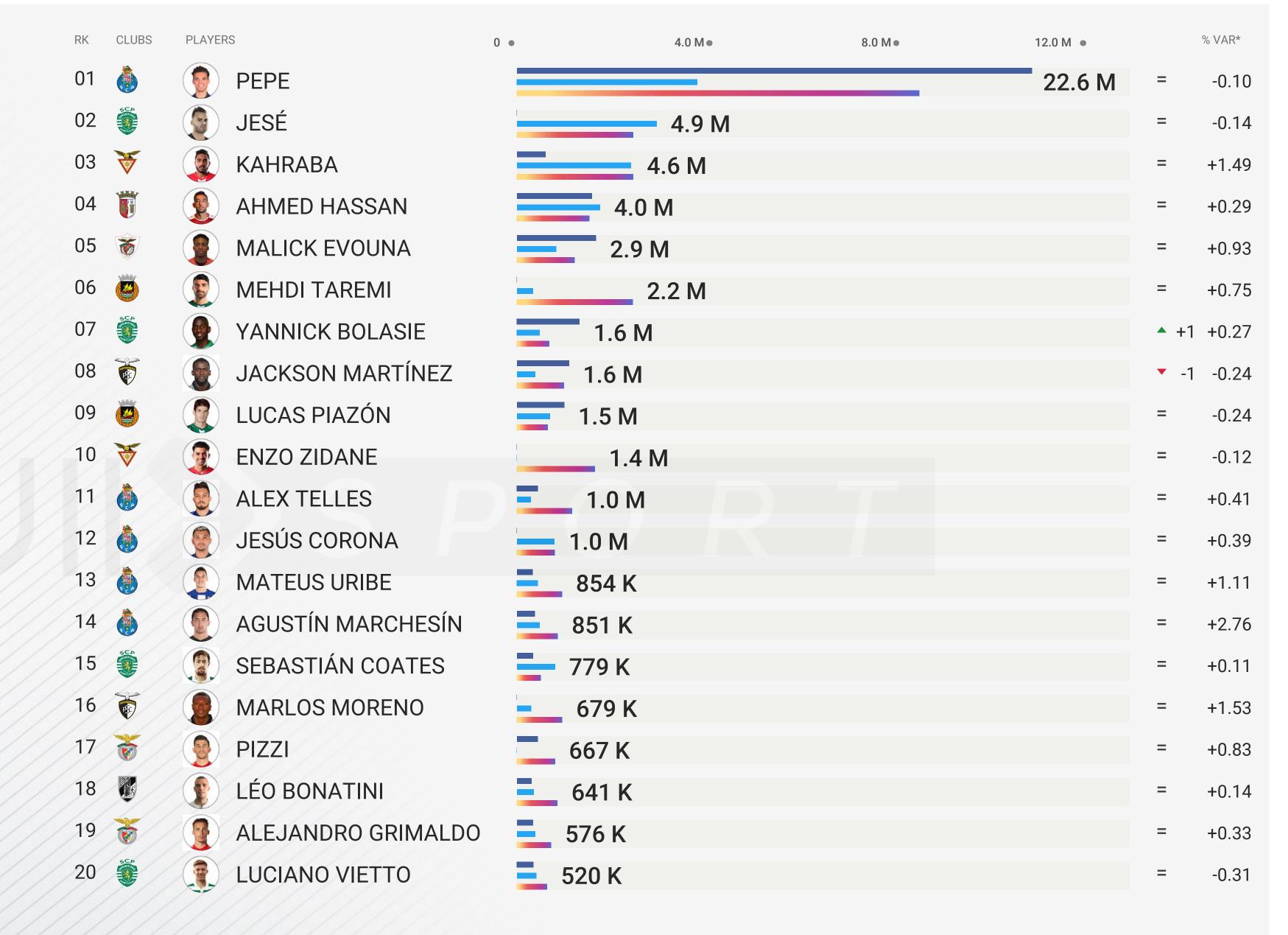








Ranking of the TOP 20 most followed Primeira Liga Football Players based on the aggregate Facebook, Twitter, Instagram fanbases.





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

IQUII SPORT

Overview about the TOP 20 LaLiga players



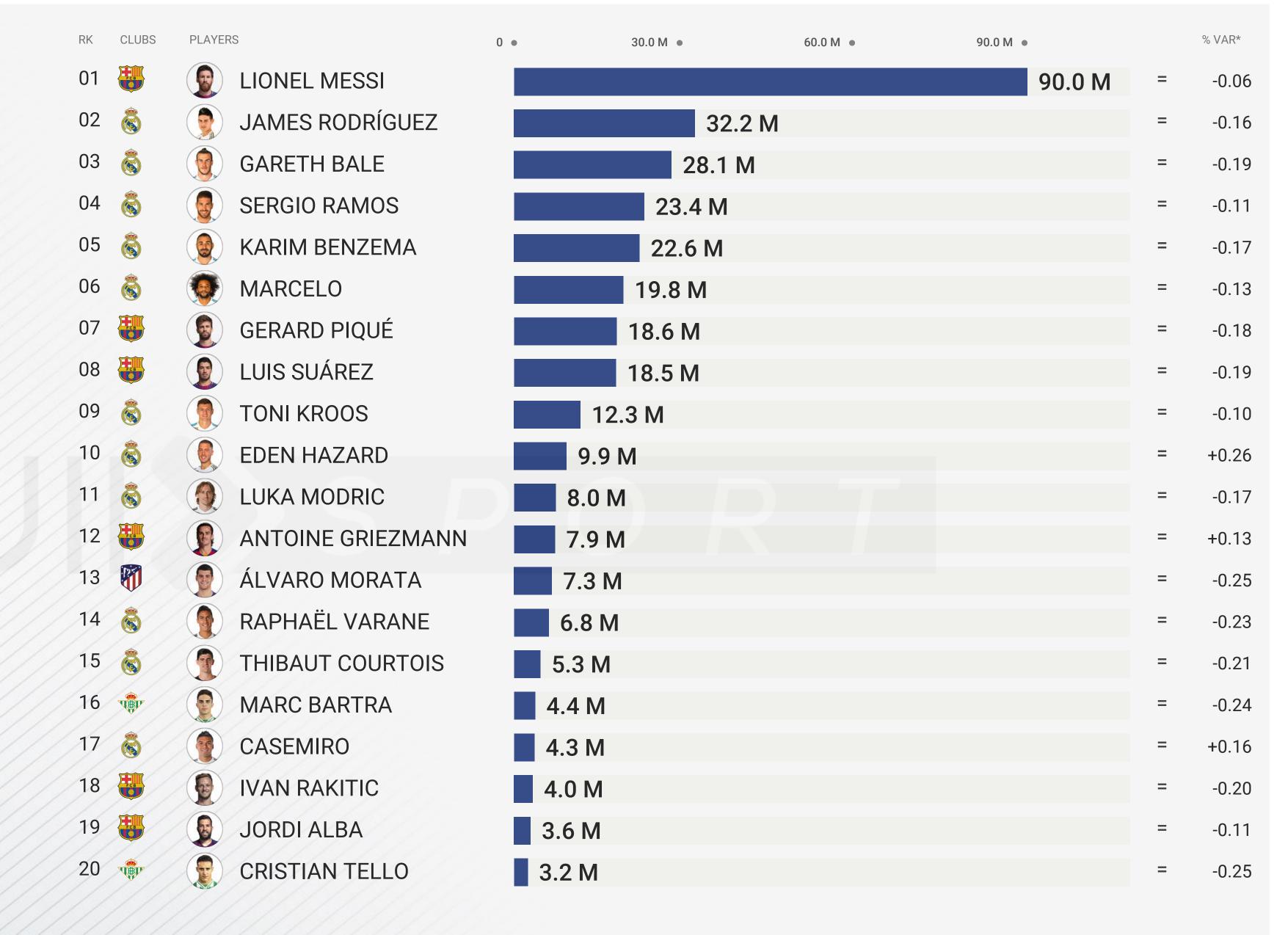




PLAYERS Facebook



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



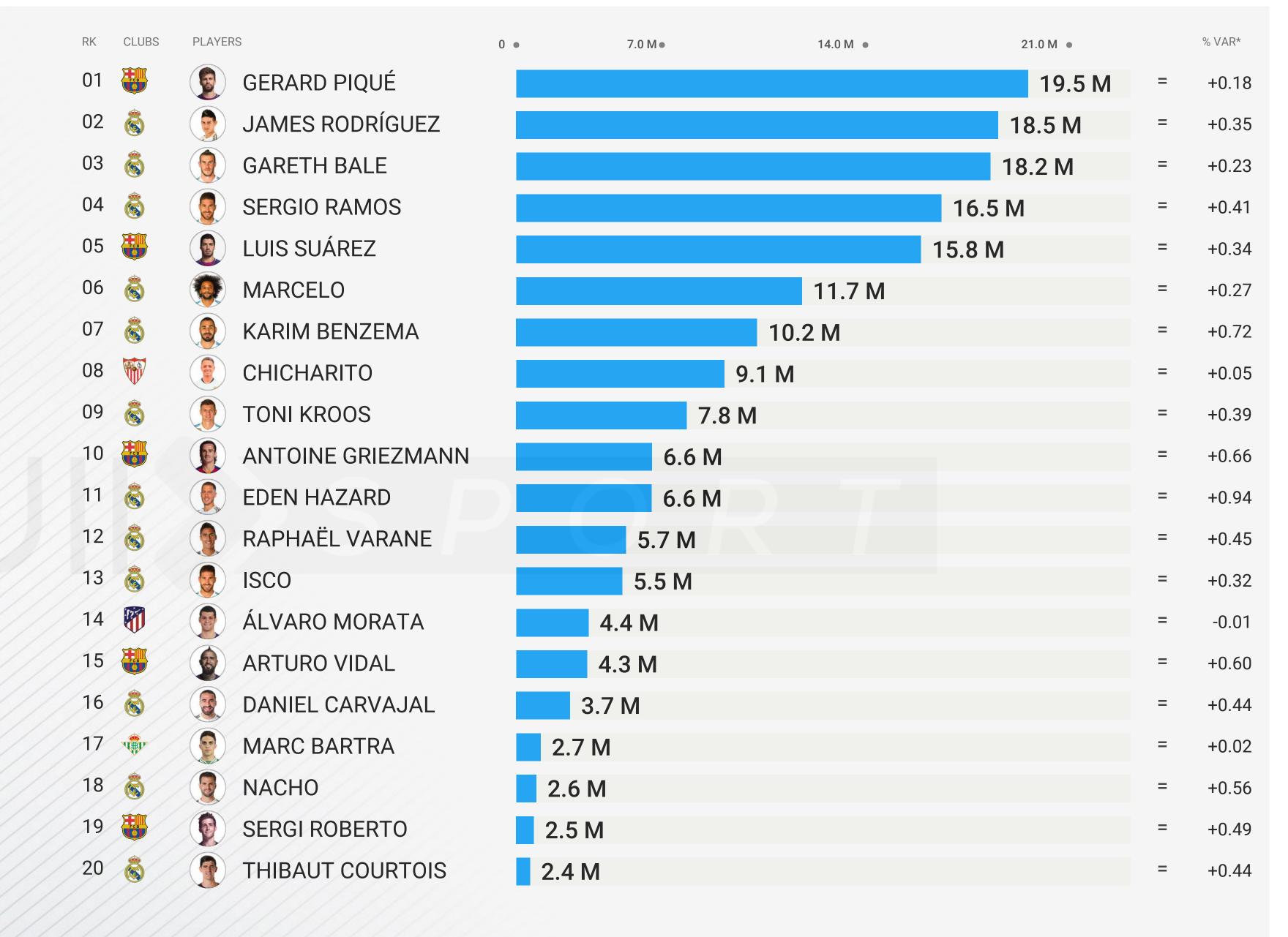




PLAYERS Twitter



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



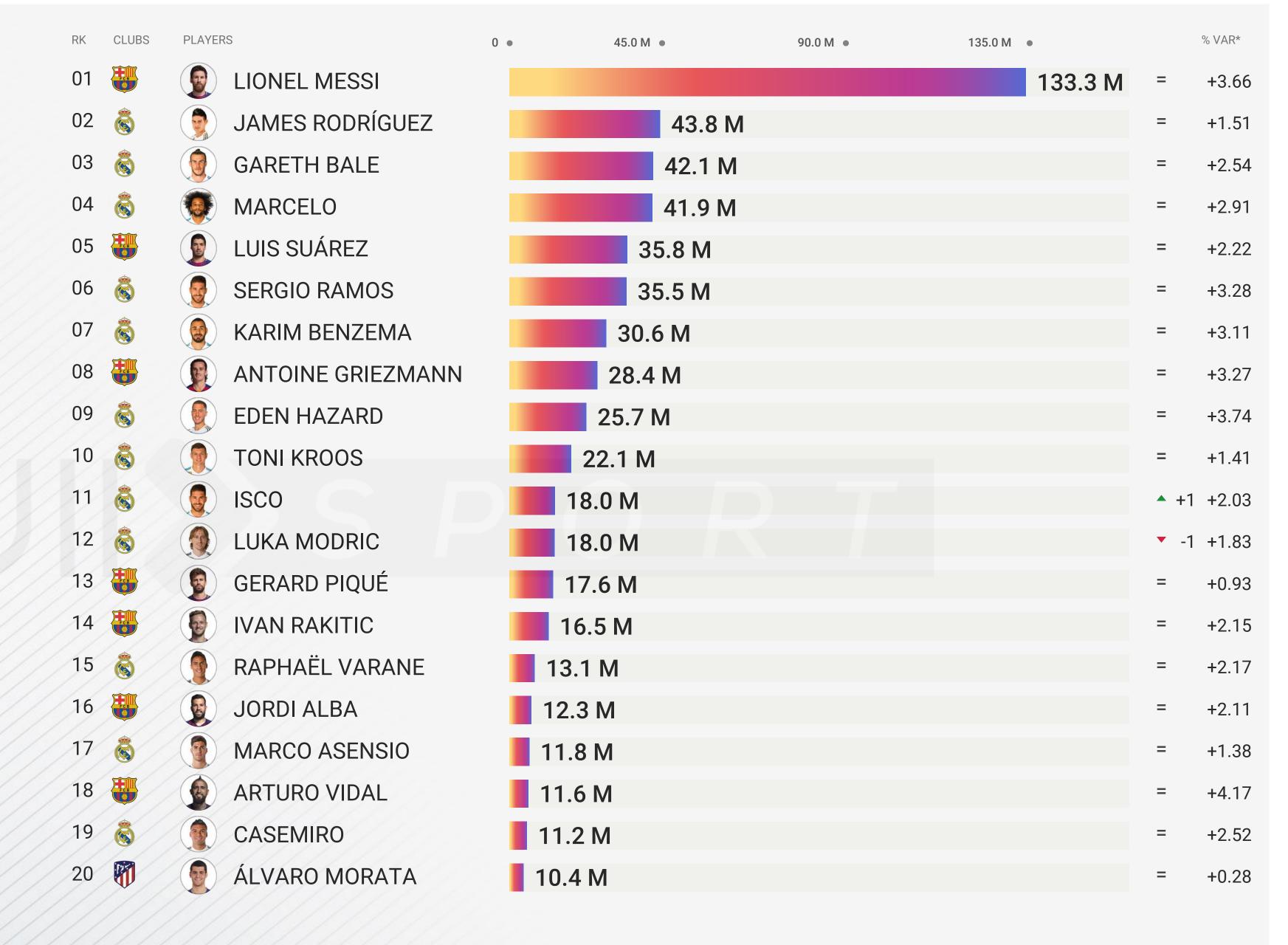




PLAYERS Instagram



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















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





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



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UPDATE

June 19, 2020





Edition 20

Version 1.0 - 18.10.19 [first release]

Methodology and Specs

Data are collected through proprietary tools and concern European football clubs participating in the first and second national divisions in England, France, Germany, Italy, Portugal and Spain. Logos and all rights are reserved to their respective owners.

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

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

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