IQUII SPORT

THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

EDITION N.36 // OCTOBER 2021

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IQUII SPORT

STRATEGY

We constantly study the market and anticipate its trends designing tailored digital marketing strategies based on your needs, building an omnichannel and integrated communication plan to fuel the fan engagement and finally enhance the value of brand.

IQUII SPORT

IQUII Sport is the Sport Intelligence Unit by IQUII born in August 2017.
We daily assist clubs, associations and players to make the most of their online presence, providing them with the best solutions to win the match also off the pitch to assure the fanbase a 24/7 memorable experience.

TECHNOLOGY

We develop web and mobile Sport Platforms able to revolutionize the whole fan experience, also creating new innovative membership schemes to boost the user profiling and the FRM (fan relationship management), as well as the direct and indirect data monetization activities.

DATA

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

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"The European Football Club" Report is the monthly tool by IQUII Sport to monitor European men's football on social media!

In our #TEFCReport you will find the analysis of 10 countries, 15 leagues and almost 300 clubs, to give you a complete picture about the presence and the performances of the major European football clubs and leagues.

You can share the most interesting charts of this Report using the official hashtag #TEFCReport, and tagging us at @IQUIISport. In addition to #TEFCReport, we produce monthly tools analysing football players, women's football, football sponsors, volleyball and basketball. You can find all the information at the end of this Report.

If you have some special requests, you want to give us some suggestions to improve our work or if you don't find your league in the report and you desire a customised analysis, just drop us an email at sport@iquii.com.

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Countries included in the clubs' analysis

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EUROPE SnapShot / General

10

COUNTRIES

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

288

CLUBS

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

38

BRANDS

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

1.9 B

FANS

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

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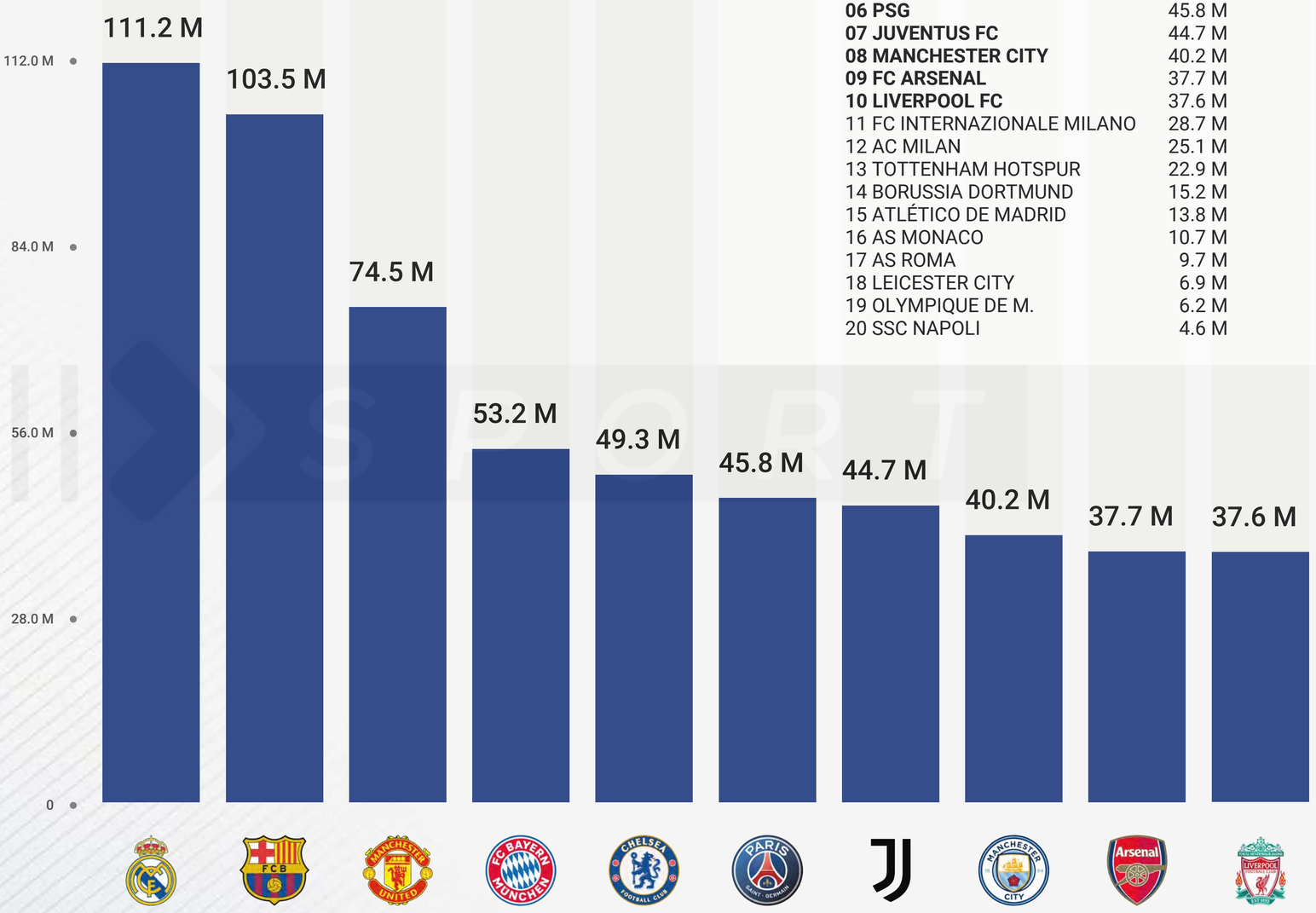
EUROPE Facebook

TOTAL FANBASE

741.4 M

EUROPEAN TOP20

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



CLUBS	FANS
01 REAL MADRID CF	111.2 M
02 FC BARCELONA	103.5 M
03 MANCHESTER UNITED	74.5 M
04 FC BAYERN MÜNCHEN	53.2 M
05 CHELSEA FC	49.3 M
06 PSG	45.8 M
07 JUVENTUS FC	44.7 M
08 MANCHESTER CITY	40.2 M
09 FC ARSENAL	37.7 M
10 LIVERPOOL FC	37.6 M
11 FC INTERNAZIONALE MILANO	28.7 M
12 AC MILAN	25.1 M
13 TOTTENHAM HOTSPUR	22.9 M
14 BORUSSIA DORTMUND	15.2 M
15 ATLÉTICO DE MADRID	13.8 M
16 AS MONACO	10.7 M
17 AS ROMA	9.7 M
18 LEICESTER CITY	6.9 M
19 OLYMPIQUE DE M.	6.2 M
20 SSC NAPOLI	4.6 M

*[updated on October 04, 2021]

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The countries considered are ENG, FRA, GER, ITA and SPA (1°- 2° div.), and POR, RUS, BEL, NED and UKR (1° div.). Where FB Likes not available, we considered Followers.

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EUROPE Twitter

TOTAL FANBASE

234.1 M

EUROPEAN TOP20

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

CLUBS	FANS
01 REAL MADRID CF	38.7 M
02 FC BARCELONA	38.3 M
03 MANCHESTER UNITED	27.6 M
04 LIVERPOOL FC	18.1 M
05 CHELSEA FC	18.1 M
06 FC ARSENAL	18.1 M
07 MANCHESTER CITY	10.7 M
08 PSG	10.5 M
09 JUVENTUS FC	9.5 M
10 AC MILAN	8.0 M
11 TOTTENHAM HOTSPUR	6.4 M
12 FC BAYERN MÜNCHEN	5.7 M
13 ATLÉTICO DE MADRID	5.1 M
14 BORUSSIA DORTMUND	4.0 M
15 OLYMPIQUE DE M.	3.8 M
16 FC EVERTON	2.6 M
17 FC INTERNAZIONALE MILANO	2.5 M
18 AS MONACO	2.3 M
19 LEICESTER CITY	2.2 M
20 OLYMPIQUE LYONNAIS	2.1 M

*[updated on October 04, 2021]

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

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EUROPE Instagram

TOTAL FANBASE

574.4 M

EUROPEAN TOP20

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

CLUBS	FANS
01 REAL MADRID CF	104.4 M
02 FC BARCELONA	101.2 M
03 PSG	51.2 M
04 JUVENTUS FC	51.1 M
05 MANCHESTER UNITED	50.0 M
06 LIVERPOOL FC	33.0 M
07 CHELSEA FC	30.1 M
08 FC BAYERN MÜNCHEN	28.8 M
09 MANCHESTER CITY	27.0 M
10 FC ARSENAL	20.2 M
11 BORUSSIA DORTMUND	14.3 M
12 ATLÉTICO DE MADRID	12.7 M
13 TOTTENHAM HOTSPUR	11.3 M
14 AC MILAN	10.8 M
15 FC INTERNAZIONALE MILANO	7.4 M
16 AFC AJAX AMSTERDAM	6.0 M
17 LEICESTER CITY	5.8 M
18 AS ROMA	4.1 M
19 SSC NAPOLI	2.8 M
20 FC EVERTON	2.5 M

*[updated on October 04, 2021]

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EUROPE YouTube

TOTAL FANBASE

59.3 M

EUROPEAN TOP20

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

CLUBS	FANS
01 FC BARCELONA	12.5 M
02 REAL MADRID CF	6.8 M
03 LIVERPOOL FC	6.1 M
04 PSG	5.8 M
05 MANCHESTER UNITED	5.1 M
06 MANCHESTER CITY	3.6 M
07 JUVENTUS FC	3.5 M
08 CHELSEA FC	3.2 M
09 FC ARSENAL	2.4 M
10 FC BAYERN MÜNCHEN	2.3 M
11 TOTTENHAM HOTSPUR	1.9 M
12 AC MILAN	939.0 K
13 BORUSSIA DORTMUND	917.0 K
14 FC INTERNAZIONALE MILANO	847.0 K
15 AFC AJAX AMSTERDAM	804.0 K
16 FC EVERTON	553.0 K
17 FC ZENIT	546.0 K
18 WOLVERHAMPTON W.	540.0 K
19 AS ROMA	514.0 K
20 OLYMPIQUE DE M.	431.0 K

***[updated on October 04, 2021]**

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

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

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EUROPE TikTok

TOTAL FANBASE

103.2 M

EUROPEAN TOP20

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

CLUBS	FANS
01 PSG	20.2 M
02 FC BARCELONA	11.5 M
03 TOTTENHAM HOTSPUR	8.5 M
04 MANCHESTER UNITED	8.2 M
05 REAL MADRID CF	8.1 M
06 FC BAYERN MÜNCHEN	5.8 M
07 LIVERPOOL FC	5.1 M
08 CHELSEA FC	4.8 M
09 MANCHESTER CITY	4.7 M
10 JUVENTUS FC	4.4 M
11 BORUSSIA DORTMUND	3.8 M
12 ATLÉTICO DE MADRID	3.4 M
13 AFC AJAX AMSTERDAM	3.2 M
14 AC MILAN	2.5 M
15 LEICESTER CITY	2.2 M
16 FC ARSENAL	1.6 M
17 FC SPARTAK MOSKVA	1.6 M
18 FC INTERNAZIONALE MILANO	1.5 M
19 WOLVERHAMPTON W.	1.1 M
20 FC EVERTON	966.2 K

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

*[updated on October 04, 2021]

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EUROPE Social

TOTAL FANBASE

1.6 B

EUROPEAN TOP20

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

CLUBS	FANS
01 REAL MADRID CF	261.2 M
02 FC BARCELONA	255.5 M
03 MANCHESTER UNITED	157.2 M
04 PSG	113.2 M
05 JUVENTUS FC	108.8 M
06 CHELSEA FC	100.8 M
07 LIVERPOOL FC	94.8 M
08 FC BAYERN MÜNCHEN	90.0 M
09 MANCHESTER CITY	81.4 M
10 FC ARSENAL	78.4 M
11 AC MILAN	44.8 M
12 TOTTENHAM HOTSPUR	42.5 M
13 FC INTERNAZIONALE MILANO	39.4 M
14 BORUSSIA DORTMUND	34.3 M
15 ATLÉTICO DE MADRID	31.9 M
16 AS ROMA	16.3 M
17 LEICESTER CITY	15.2 M
18 AS MONACO	14.9 M
19 OLYMPIQUE DE M.	12.4 M
20 AFC AJAX AMSTERDAM	11.6 M

***[updated on October 04, 2021]**

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

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We considered ENG, FRA, GER, ITA and SPA (1°- 2° div.), and POR, RUS, BEL, NED and UKR (1° div.). Where FB Likes not available, we considered Followers. Only TW Local accounts have been considered.

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EUROPE Clubs

CLUBS
20

COUNTRIES
10

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

*[updated on October 04, 2021]

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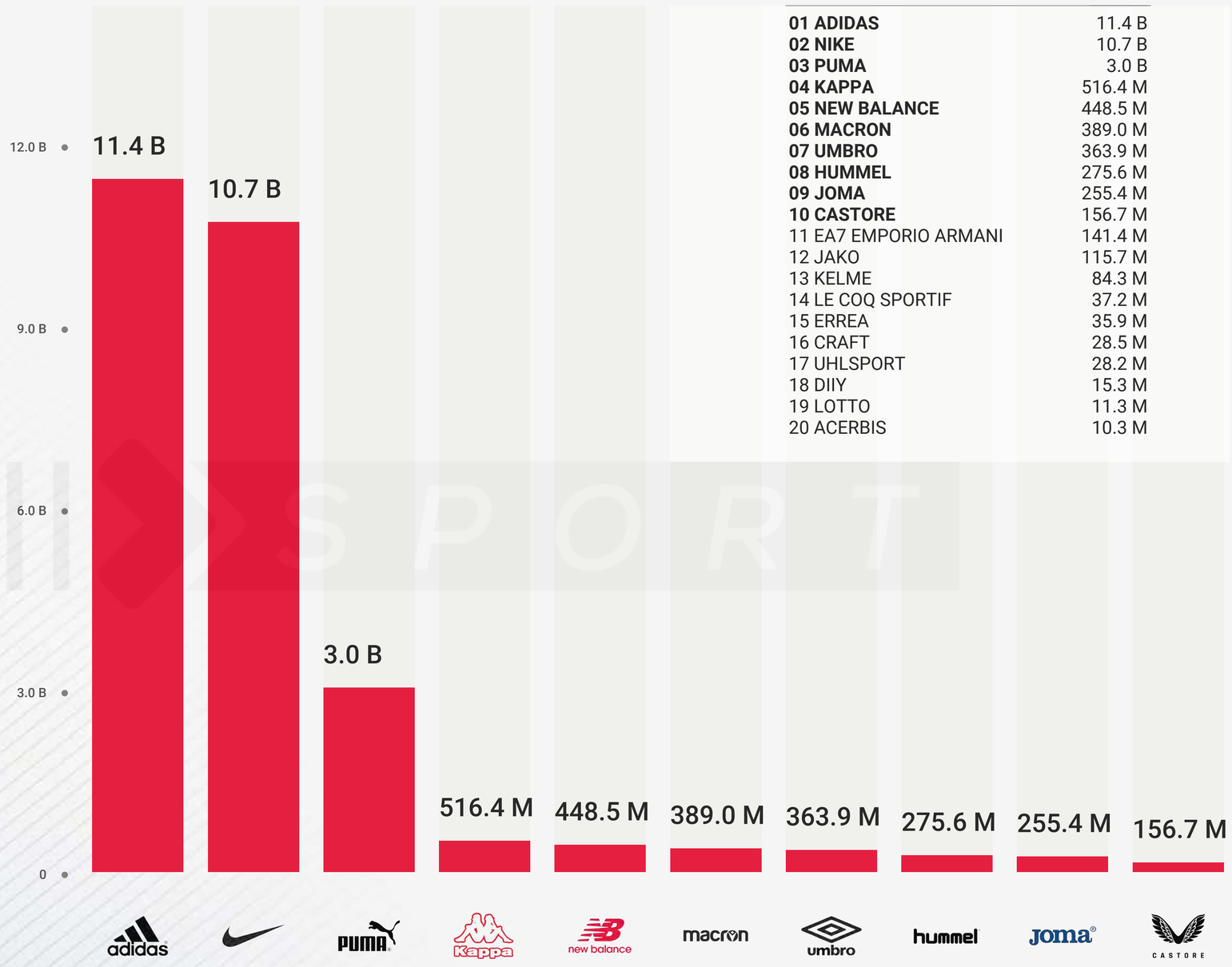
EUROPE Sport Brands

TOTAL FANBASE

28.1 B

EUROPEAN TOP20

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 288 sponsored European football clubs.



BRANDS	FANS
01 ADIDAS	11.4 B
02 NIKE	10.7 B
03 PUMA	3.0 B
04 KAPPA	516.4 M
05 NEW BALANCE	448.5 M
06 MACRON	389.0 M
07 UMBRO	363.9 M
08 HUMMEL	275.6 M
09 JOMA	255.4 M
10 CASTORE	156.7 M
11 EA7 EMPORIO ARMANI	141.4 M
12 JAKO	115.7 M
13 KELME	84.3 M
14 LE COQ SPORTIF	37.2 M
15 ERREA	35.9 M
16 CRAFT	28.5 M
17 UHLSPORT	28.2 M
18 DIIY	15.3 M
19 LOTTO	11.3 M
20 ACERBIS	10.3 M

*[updated on October 04, 2021]

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EUROPE Sport Brands

CLUBS
288

SPORT BRANDS
38

Sport Brands on jerseys coverage in relation to the 288 sponsored European football clubs.

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

SERIE A

SECOND DIVISION — 20 CLUBS

Lega B

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ITALY SnapShot / First Division

20

CLUBS

Total Serie A football clubs analysed.

10

BRANDS

Total Serie A Sport Brands on jerseys analysed.

236.1 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

ITALY Facebook

TOTAL FANBASE

120.2 M

SERIE A TIM

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

CLUBS	FANS
01 JUVENTUS FC	44.7 M
02 FC INTERNAZIONALE MILANO	28.7 M
03 AC MILAN	25.1 M
04 AS ROMA	9.7 M
05 SSC NAPOLI	4.6 M
06 ACF FIORENTINA	2.0 M
07 BOLOGNA FC 1909	1.0 M
08 SS LAZIO	960.8 K
09 TORINO FC	485.2 K
10 ATALANTA BC	456.1 K
11 UDINESE CALCIO	443.5 K
12 CAGLIARI CALCIO	399.3 K
13 GENOA CFC	379.2 K
14 UC SAMPDORIA	357.9 K
15 HELLAS VERONA	290.8 K
16 US SASSUOLO	256.6 K
17 EMPOLI FC	125.1 K
18 US SALERNITANA 1919	88.8 K
19 SPEZIA CALCIO	72.1 K
20 VENEZIA FC	71.7 K

*[updated on October 04, 2021]

Where FB Likes not available, we considered Followers.

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ITALY Twitter

TOTAL FANBASE

28.4 M

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

CLUBS	FANS
01 JUVENTUS FC	9.5 M
02 AC MILAN	8.0 M
03 FC INTERNAZIONALE MILANO	2.5 M
04 AS ROMA	2.0 M
05 SSC NAPOLI	1.8 M
06 ACF FIORENTINA	700.8 K
07 SS LAZIO	581.8 K
08 TORINO FC	432.5 K
09 ATALANTA BC	432.3 K
10 CAGLIARI CALCIO	374.0 K
11 UC SAMPDORIA	368.3 K
12 GENOA CFC	366.7 K
13 UDINESE CALCIO	310.4 K
14 US SASSUOLO	291.3 K
15 HELLAS VERONA	270.5 K
16 BOLOGNA FC 1909	178.2 K
17 EMPOLI FC	153.9 K
18 SPEZIA CALCIO	33.6 K
19 VENEZIA FC	24.9 K
20 US SALERNITANA 1919	19.6 K

*[updated on October 04, 2021]

Local accounts only have been considered.

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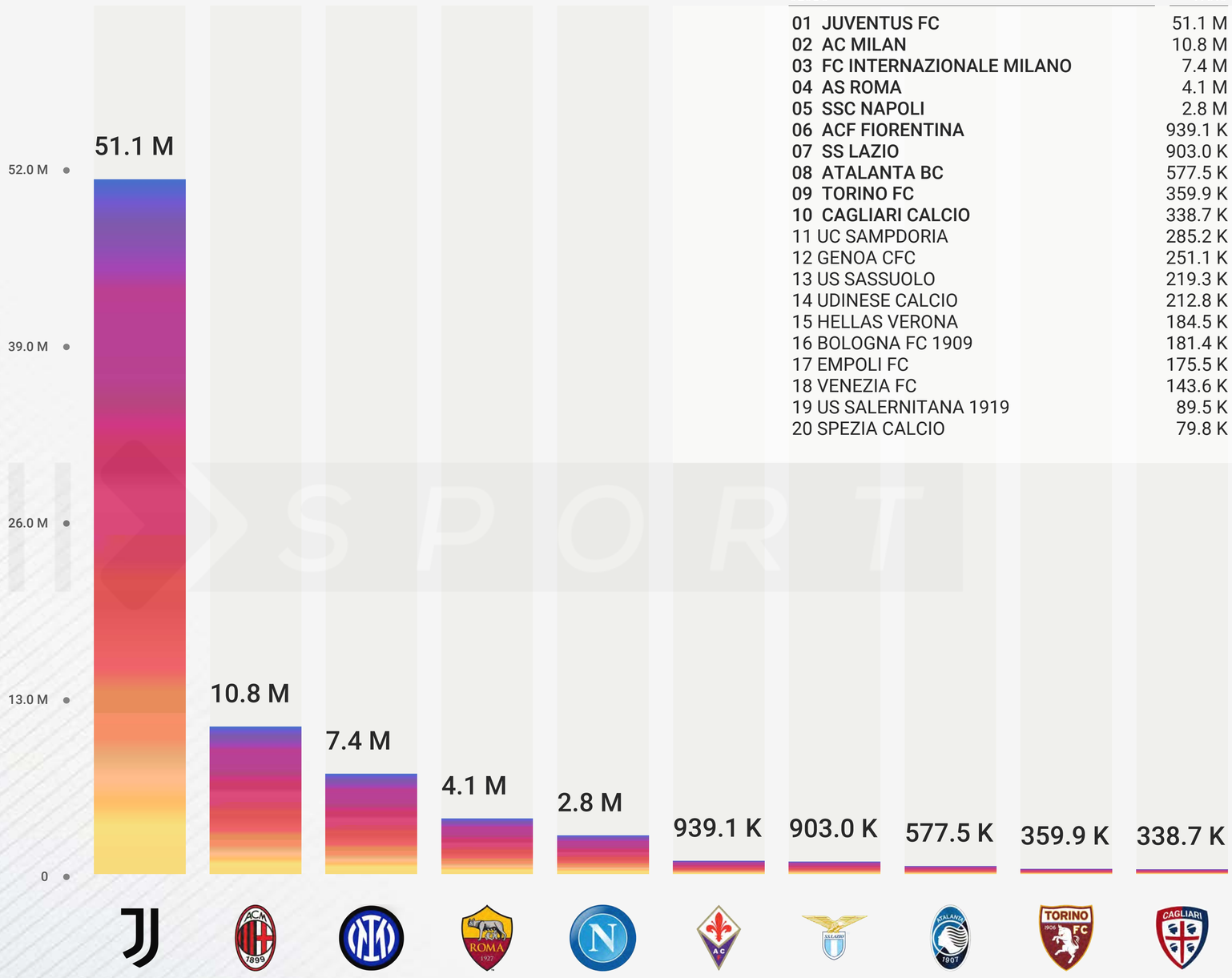
ITALY Instagram

TOTAL FANBASE

81.1 M

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



CLUBS	FANS
01 JUVENTUS FC	51.1 M
02 AC MILAN	10.8 M
03 FC INTERNAZIONALE MILANO	7.4 M
04 AS ROMA	4.1 M
05 SSC NAPOLI	2.8 M
06 ACF FIORENTINA	939.1 K
07 SS LAZIO	903.0 K
08 ATALANTA BC	577.5 K
09 TORINO FC	359.9 K
10 CAGLIARI CALCIO	338.7 K
11 UC SAMPDORIA	285.2 K
12 GENOA CFC	251.1 K
13 US SASSUOLO	219.3 K
14 UDINESE CALCIO	212.8 K
15 HELLAS VERONA	184.5 K
16 BOLOGNA FC 1909	181.4 K
17 EMPOLI FC	175.5 K
18 VENEZIA FC	143.6 K
19 US SALERNITANA 1919	89.5 K
20 SPEZIA CALCIO	79.8 K

*[updated on October 04, 2021]

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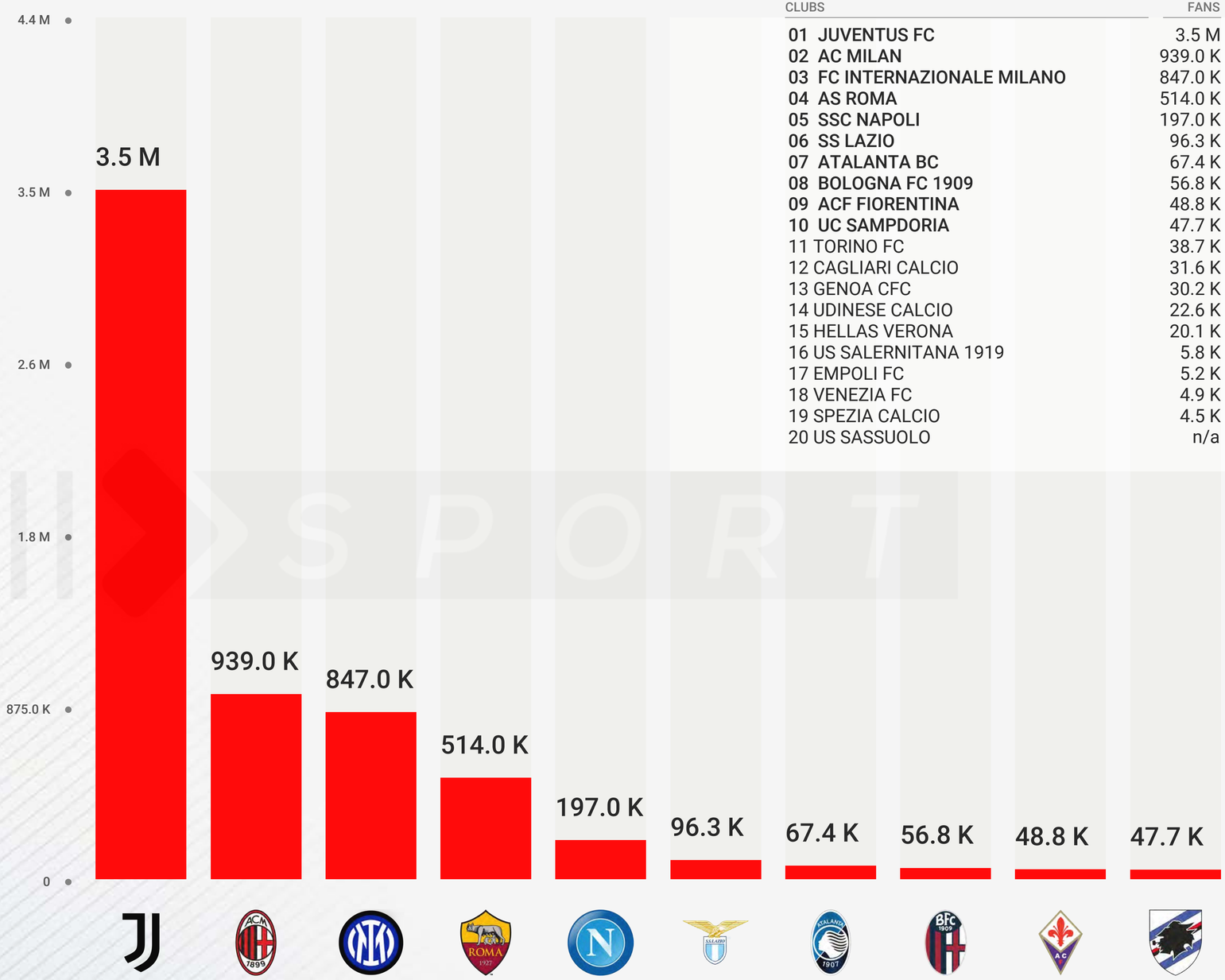
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

6.5 M

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



CLUBS	FANS
01 JUVENTUS FC	3.5 M
02 AC MILAN	939.0 K
03 FC INTERNAZIONALE MILANO	847.0 K
04 AS ROMA	514.0 K
05 SSC NAPOLI	197.0 K
06 SS LAZIO	96.3 K
07 ATALANTA BC	67.4 K
08 BOLOGNA FC 1909	56.8 K
09 ACF FIORENTINA	48.8 K
10 UC SAMPDORIA	47.7 K
11 TORINO FC	38.7 K
12 CAGLIARI CALCIO	31.6 K
13 GENOA CFC	30.2 K
14 UDINESE CALCIO	22.6 K
15 HELLAS VERONA	20.1 K
16 US SALERNITANA 1919	5.8 K
17 EMPOLI FC	5.2 K
18 VENEZIA FC	4.9 K
19 SPEZIA CALCIO	4.5 K
20 US SASSUOLO	n/a

***[updated on October 04, 2021]**

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

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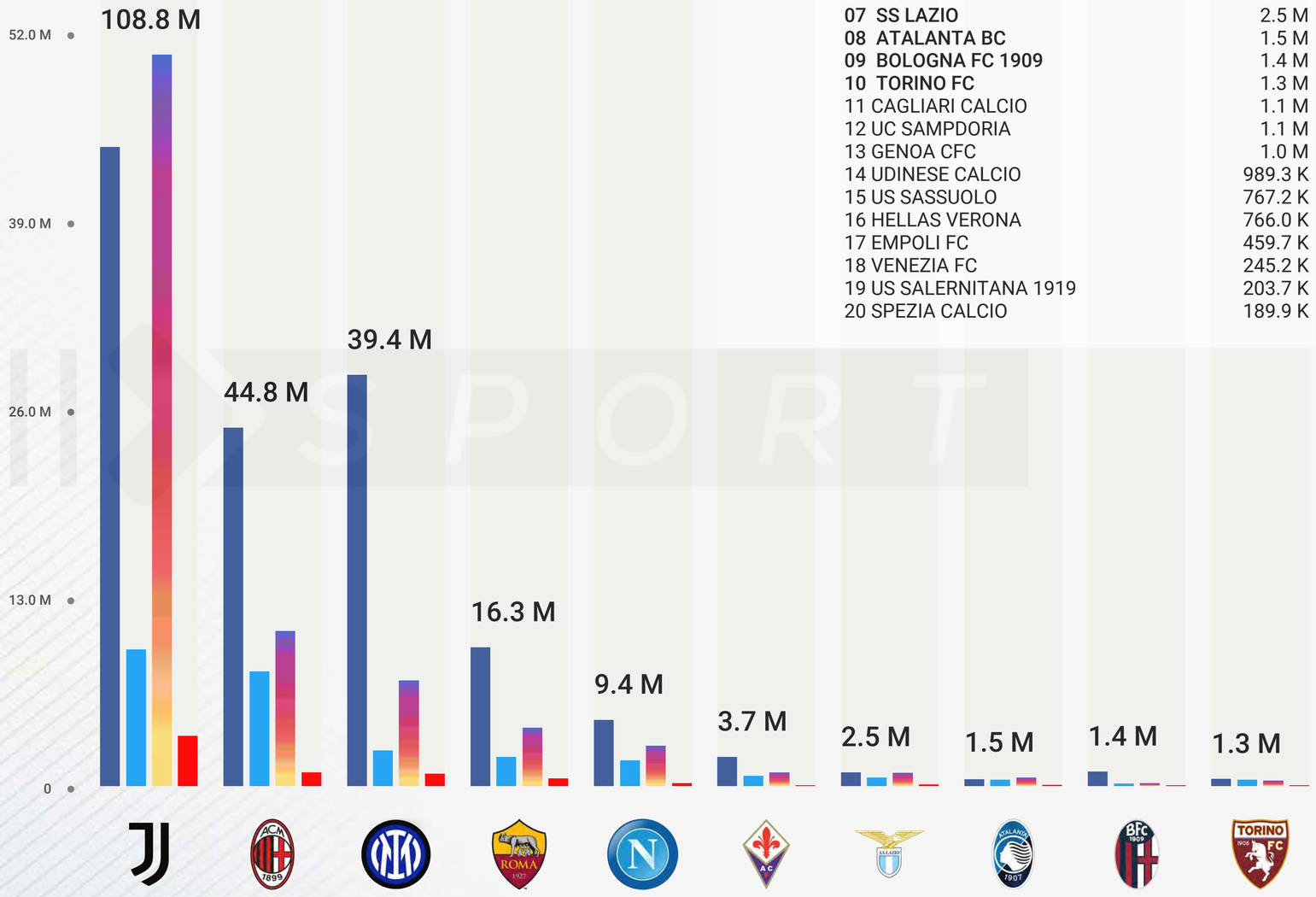
ITALY Social

TOTAL FANBASE

236.1 M

SERIE A TIM

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



CLUBS	FANS	%VAR
01 JUVENTUS FC	108.8 M	+0.09
02 AC MILAN	44.8 M	+1.35
03 FC INTERNAZIONALE MILANO	39.4 M	+0.83
04 AS ROMA	16.3 M	+1.89
05 SSC NAPOLI	9.4 M	+1.02
06 ACF FIORENTINA	3.7 M	+0.71
07 SS LAZIO	2.5 M	+2.22
08 ATALANTA BC	1.5 M	+1.65
09 BOLOGNA FC 1909	1.4 M	+0.72
10 TORINO FC	1.3 M	+1.01
11 CAGLIARI CALCIO	1.1 M	+1.02
12 UC SAMPDORIA	1.1 M	+1.67
13 GENOA CFC	1.0 M	+6.24
14 UDINESE CALCIO	989.3 K	+1.30
15 US SASSUOLO	767.2 K	+0.70
16 HELLAS VERONA	766.0 K	+1.81
17 EMPOLI FC	459.7 K	+1.61
18 VENEZIA FC	245.2 K	+12.43
19 US SALERNITANA 1919	203.7 K	+73.18
20 SPEZIA CALCIO	189.9 K	+6.55

Where FB Likes not available, we considered Followers. TW local accounts only have been considered. Variations refer to the period August 16 - October 04.

*[updated on October 04, 2021]

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

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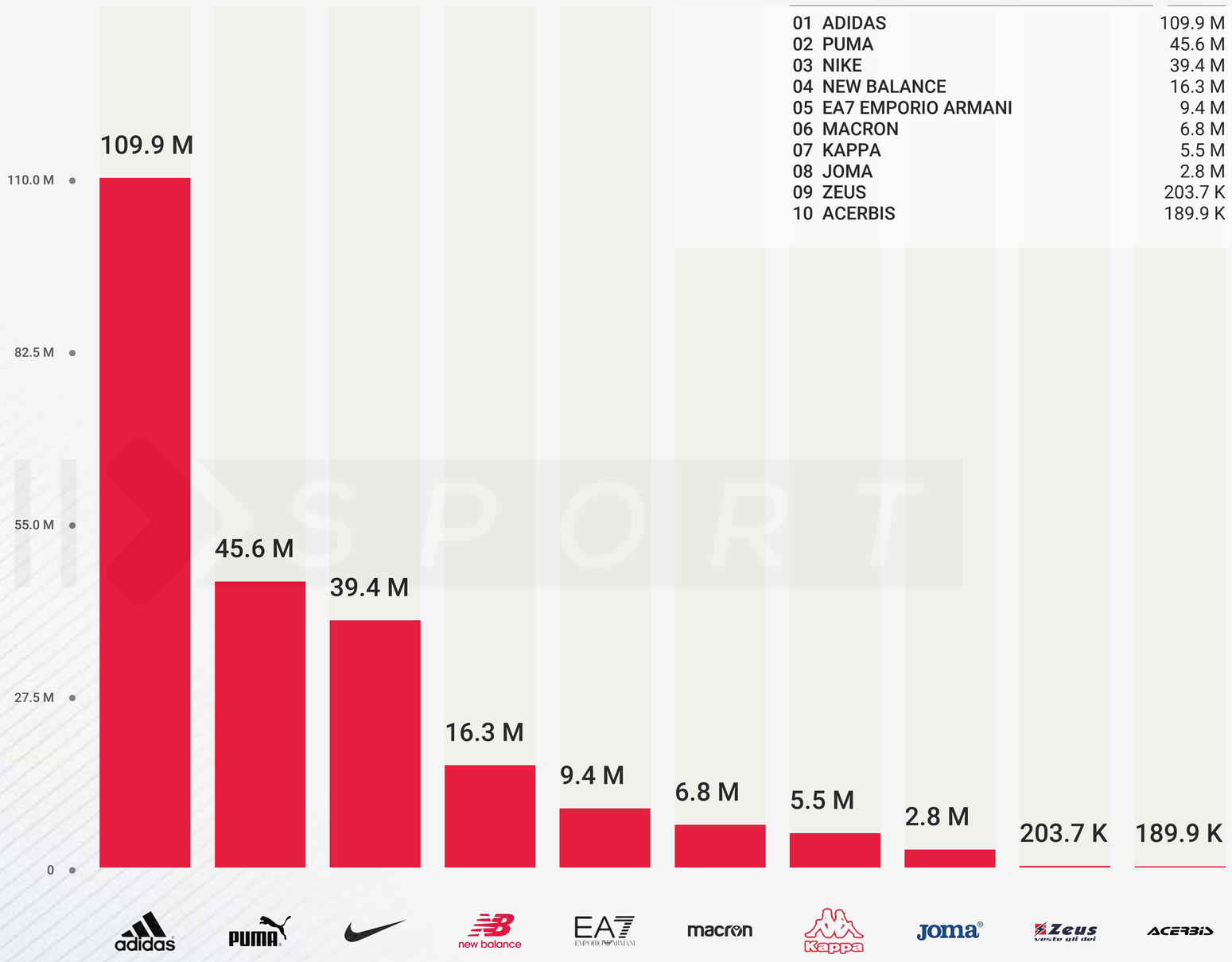
ITALY Brands

TOTAL FANBASE

236.1 M

SERIE A TIM

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



BRANDS	FANS
01 ADIDAS	109.9 M
02 PUMA	45.6 M
03 NIKE	39.4 M
04 NEW BALANCE	16.3 M
05 EA7 EMPORIO ARMANI	9.4 M
06 MACRON	6.8 M
07 KAPPA	5.5 M
08 JOMA	2.8 M
09 ZEUS	203.7 K
10 ACERBIS	189.9 K

*[updated on October 04, 2021]

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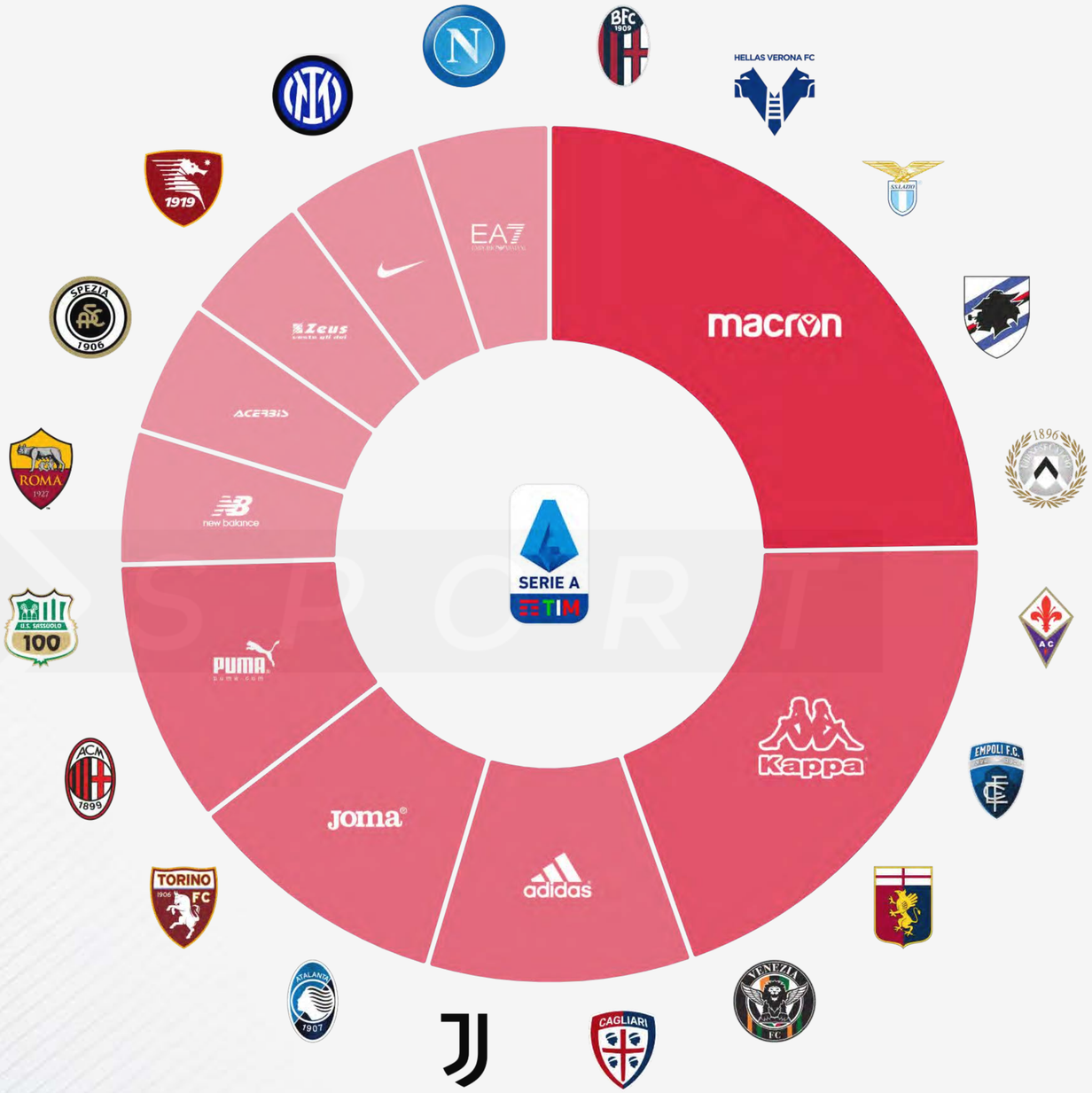
IQUII SPORT

ITALY Brands

CLUBS
20

SPORT BRANDS
10

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



*[updated on October 04, 2021]

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IQUII SPORT

ITALY Snapshot / Second Division

20

CLUBS

Total Lega B football clubs analysed.

13

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.6 M

FANS

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

*[updated on October 04, 2021]

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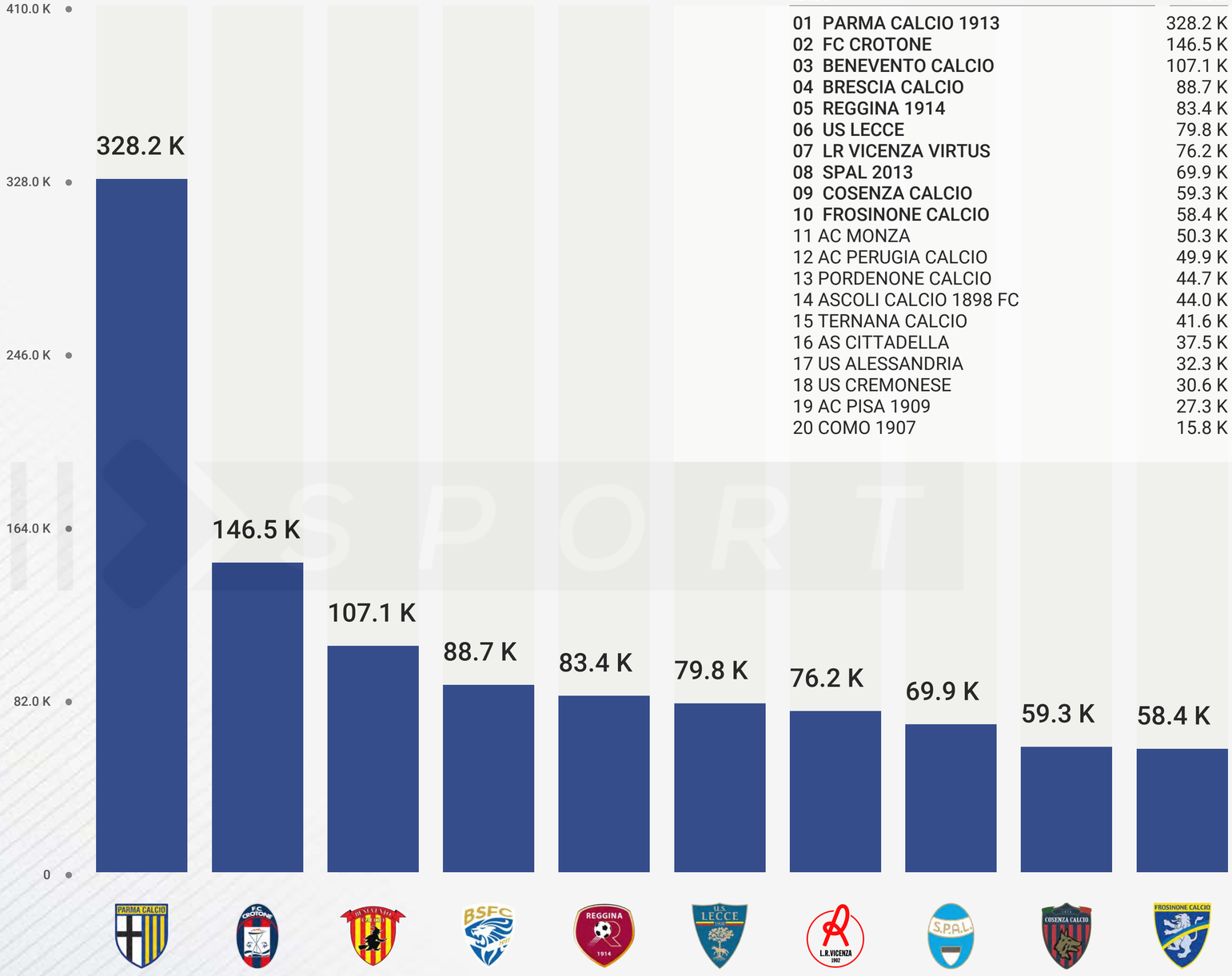
IQUII SPORT

ITALY Facebook

TOTAL FANBASE

1.5 M

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



CLUBS	FANS
01 PARMA CALCIO 1913	328.2 K
02 FC CROTONE	146.5 K
03 BENEVENTO CALCIO	107.1 K
04 BRESCIA CALCIO	88.7 K
05 REGGINA 1914	83.4 K
06 US LECCE	79.8 K
07 LR VICENZA VIRTUS	76.2 K
08 SPAL 2013	69.9 K
09 COSENZA CALCIO	59.3 K
10 FROSINONE CALCIO	58.4 K
11 AC MONZA	50.3 K
12 AC PERUGIA CALCIO	49.9 K
13 PORDENONE CALCIO	44.7 K
14 ASCOLI CALCIO 1898 FC	44.0 K
15 TERNANA CALCIO	41.6 K
16 AS CITTADELLA	37.5 K
17 US ALESSANDRIA	32.3 K
18 US CREMONESE	30.6 K
19 AC PISA 1909	27.3 K
20 COMO 1907	15.8 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

ITALY Twitter

TOTAL FANBASE

387 K

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

CLUBS	FANS
01 PARMA CALCIO 1913	53.0 K
02 FROSINONE CALCIO	46.0 K
03 BRESCIA CALCIO	35.1 K
04 BENEVENTO CALCIO	31.9 K
05 FC CROTONE	28.9 K
06 SPAL 2013	28.4 K
07 AC PERUGIA CALCIO	24.6 K
08 LR VICENZA VIRTUS	17.3 K
09 TERNANA CALCIO	17.3 K
10 AS CITTADELLA	13.8 K
11 US CREMONESE	12.6 K
12 AC PISA 1909	12.1 K
13 ASCOLI CALCIO 1898 FC	11.8 K
14 AC MONZA	11.5 K
15 PORDENONE CALCIO	10.4 K
16 US LECCE	9.5 K
17 REGGINA 1914	8.1 K
18 US ALESSANDRIA	7.7 K
19 COSENZA CALCIO	6.1 K
20 COMO 1907	430

Only TW Local accounts have been considered.

*[updated on October 04, 2021]

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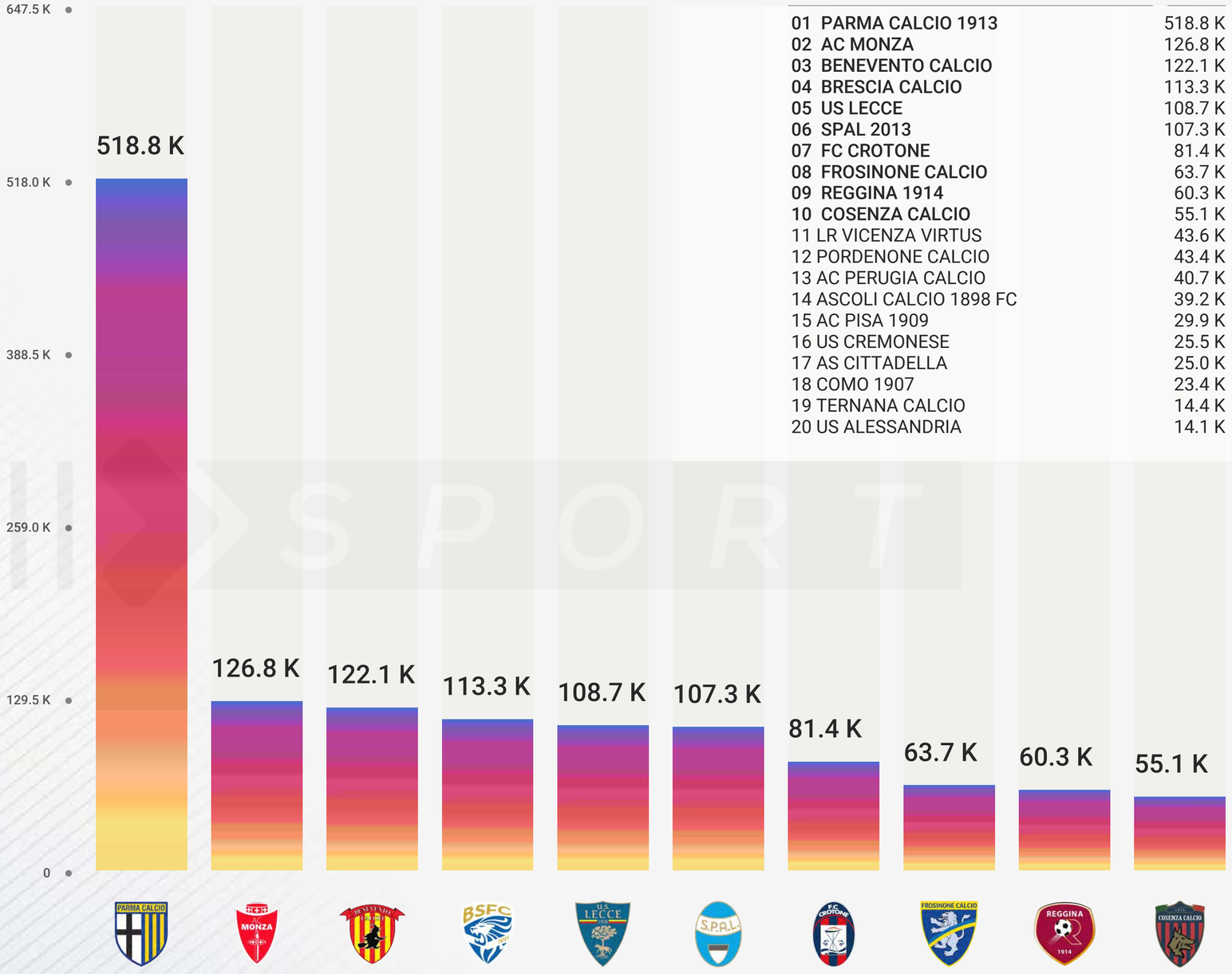
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

1.7 M

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



CLUBS	FANS
01 PARMA CALCIO 1913	518.8 K
02 AC MONZA	126.8 K
03 BENEVENTO CALCIO	122.1 K
04 BRESCIA CALCIO	113.3 K
05 US LECCE	108.7 K
06 SPAL 2013	107.3 K
07 FC CROTONE	81.4 K
08 FROSINONE CALCIO	63.7 K
09 REGGINA 1914	60.3 K
10 COSENZA CALCIO	55.1 K
11 LR VICENZA VIRTUS	43.6 K
12 PORDENONE CALCIO	43.4 K
13 AC PERUGIA CALCIO	40.7 K
14 ASCOLI CALCIO 1898 FC	39.2 K
15 AC PISA 1909	29.9 K
16 US CREMONESE	25.5 K
17 AS CITTADELLA	25.0 K
18 COMO 1907	23.4 K
19 TERNANA CALCIO	14.4 K
20 US ALESSANDRIA	14.1 K

*[updated on October 04, 2021]

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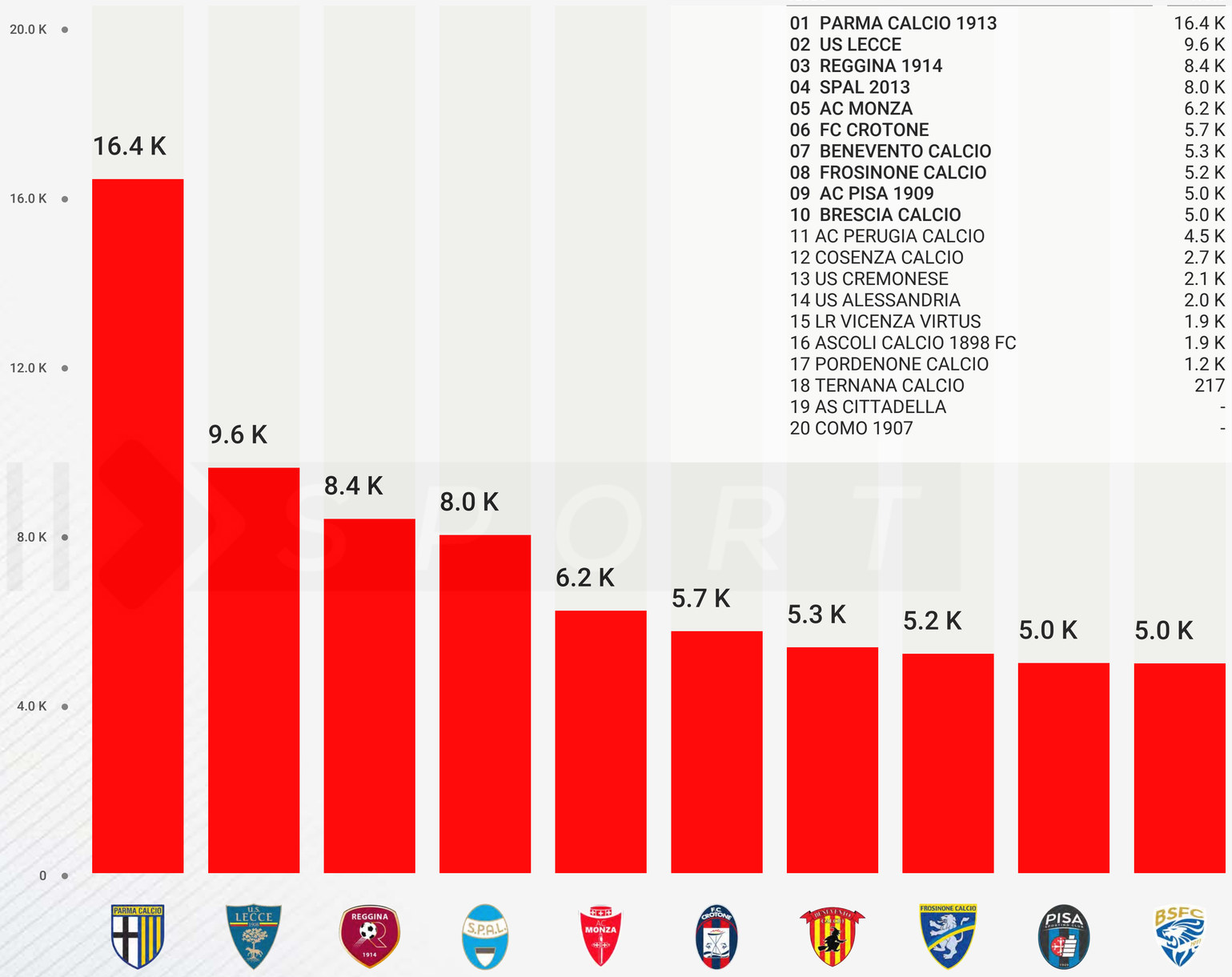
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

91 K

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



CLUBS	FANS
01 PARMA CALCIO 1913	16.4 K
02 US LECCE	9.6 K
03 REGGINA 1914	8.4 K
04 SPAL 2013	8.0 K
05 AC MONZA	6.2 K
06 FC CROTONE	5.7 K
07 BENEVENTO CALCIO	5.3 K
08 FROSINONE CALCIO	5.2 K
09 AC PISA 1909	5.0 K
10 BRESCIA CALCIO	5.0 K
11 AC PERUGIA CALCIO	4.5 K
12 COSENZA CALCIO	2.7 K
13 US CREMONESE	2.1 K
14 US ALESSANDRIA	2.0 K
15 LR VICENZA VIRTUS	1.9 K
16 ASCOLI CALCIO 1898 FC	1.9 K
17 PORDENONE CALCIO	1.2 K
18 TERNANA CALCIO	217
19 AS CITTADELLA	-
20 COMO 1907	-

*[updated on October 04, 2021]

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

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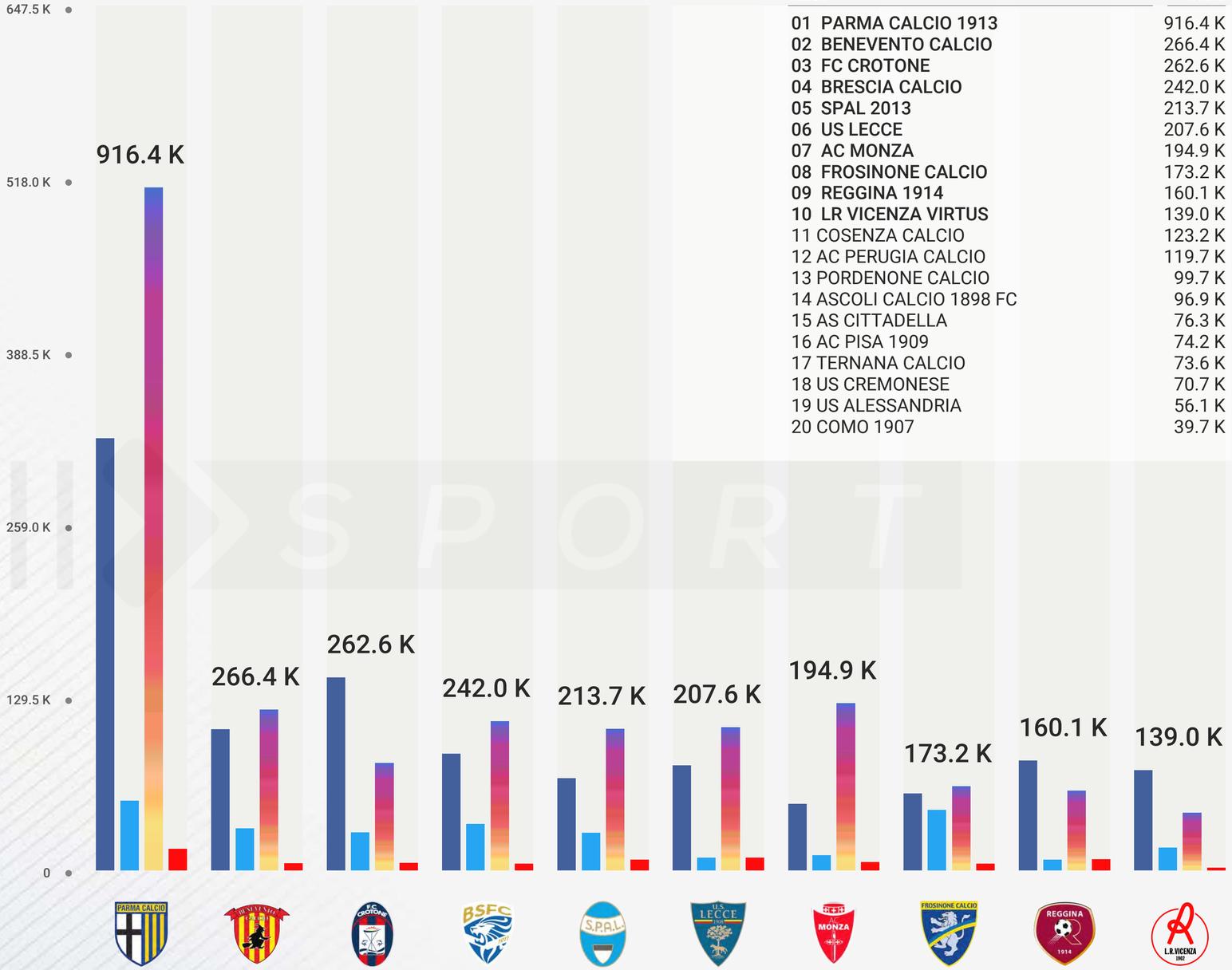
IQUII SPORT

ITALY Social

TOTAL FANBASE

3.6 M

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



CLUBS	FANS
01 PARMA CALCIO 1913	916.4 K
02 BENEVENTO CALCIO	266.4 K
03 FC CROTONE	262.6 K
04 BRESCIA CALCIO	242.0 K
05 SPAL 2013	213.7 K
06 US LECCE	207.6 K
07 AC MONZA	194.9 K
08 FROSINONE CALCIO	173.2 K
09 REGGINA 1914	160.1 K
10 LR VICENZA VIRTUS	139.0 K
11 COSENZA CALCIO	123.2 K
12 AC PERUGIA CALCIO	119.7 K
13 PORDENONE CALCIO	99.7 K
14 ASCOLI CALCIO 1898 FC	96.9 K
15 AS CITTADELLA	76.3 K
16 AC PISA 1909	74.2 K
17 TERNANA CALCIO	73.6 K
18 US CREMONESE	70.7 K
19 US ALESSANDRIA	56.1 K
20 COMO 1907	39.7 K

*[updated on October 04, 2021]

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

Where FB Likes not available, we considered Followers. Only TW Local accounts have been considered.

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IQUII SPORT

ITALY Brands

TOTAL FANBASE

3.6 M

Serie BKT

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

BRANDS	FANS
01 ERREA	916.4 K
02 MACRON	447.4 K
03 ZEUS	435.8 K
04 NIKE	363.3 K
05 LOTTO	333.8 K
06 KAPPA	242.0 K
07 M908	207.6 K
08 LEGEA	162.6 K
09 ADIDAS	130.3 K
10 FG SPORT	119.7 K
11 GIVOVA	99.7 K
12 MIZUNO	76.3 K
13 ACERBIS	70.7 K

*[updated on October 04, 2021]

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IQUII SPORT

ITALY Brands

CLUBS
20

SPORT BRANDS
13

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

*[updated on October 04, 2021]

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IQUII SPORT

Football Competitions included in this overview

ENGLAND

FIRST DIVISION — 20 CLUBS

Premier League

SECOND DIVISION — 24 CLUBS

sky bet CHAMPIONSHIP EFL

CHAMPIONSHIP

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IQUII SPORT

ENGLAND SnapShot / First Division

Premier League

20

CLUBS

Total Premier League football clubs analysed.

9

BRANDS

Total Premier League Sport Brands on jerseys analysed.

625.2 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

292.1 M

Premier League

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

CLUBS	FANS
01 MANCHESTER UNITED	74.5 M
02 CHELSEA FC	49.3 M
03 MANCHESTER CITY	40.2 M
04 FC ARSENAL	37.7 M
05 LIVERPOOL FC	37.6 M
06 TOTTENHAM HOTSPUR	22.9 M
07 LEICESTER CITY	6.9 M
08 FC EVERTON	3.7 M
09 ASTON VILLA FC	3.5 M
10 FC SOUTHAMPTON	3.0 M
11 WEST HAM UNITED	2.6 M
12 NEWCASTLE UNITED	2.3 M
13 WOLVERHAMPTON WANDERERS	2.2 M
14 FC WATFORD	1.3 M
15 CRYSTAL PALACE	1.3 M
16 NORWICH CITY	936.2 K
17 LEEDS UNITED	870.3 K
18 BRIGHTON & HOVE ALBION	529.0 K
19 FC BURNLEY	458.2 K
20 BRENTFORD FC	266.2 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

116.4 M

Premier League

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

CLUBS	FANS
01 MANCHESTER UNITED	27.6 M
02 LIVERPOOL FC	18.1 M
03 CHELSEA FC	18.1 M
04 FC ARSENAL	18.1 M
05 MANCHESTER CITY	10.7 M
06 TOTTENHAM HOTSPUR	6.4 M
07 FC EVERTON	2.6 M
08 LEICESTER CITY	2.2 M
09 WEST HAM UNITED	2.0 M
10 NEWCASTLE UNITED	1.8 M
11 ASTON VILLA FC	1.7 M
12 FC SOUTHAMPTON	1.4 M
13 CRYSTAL PALACE	1.2 M
14 WOLVERHAMPTON WANDERERS	902.8 K
15 LEEDS UNITED	811.7 K
16 FC WATFORD	805.1 K
17 NORWICH CITY	789.7 K
18 FC BURNLEY	606.9 K
19 BRIGHTON & HOVE ALBION	440.7 K
20 BRENTFORD FC	221.8 K

Local accounts only have been considered.

*[updated on October 04, 2021]

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IQUII SPORT

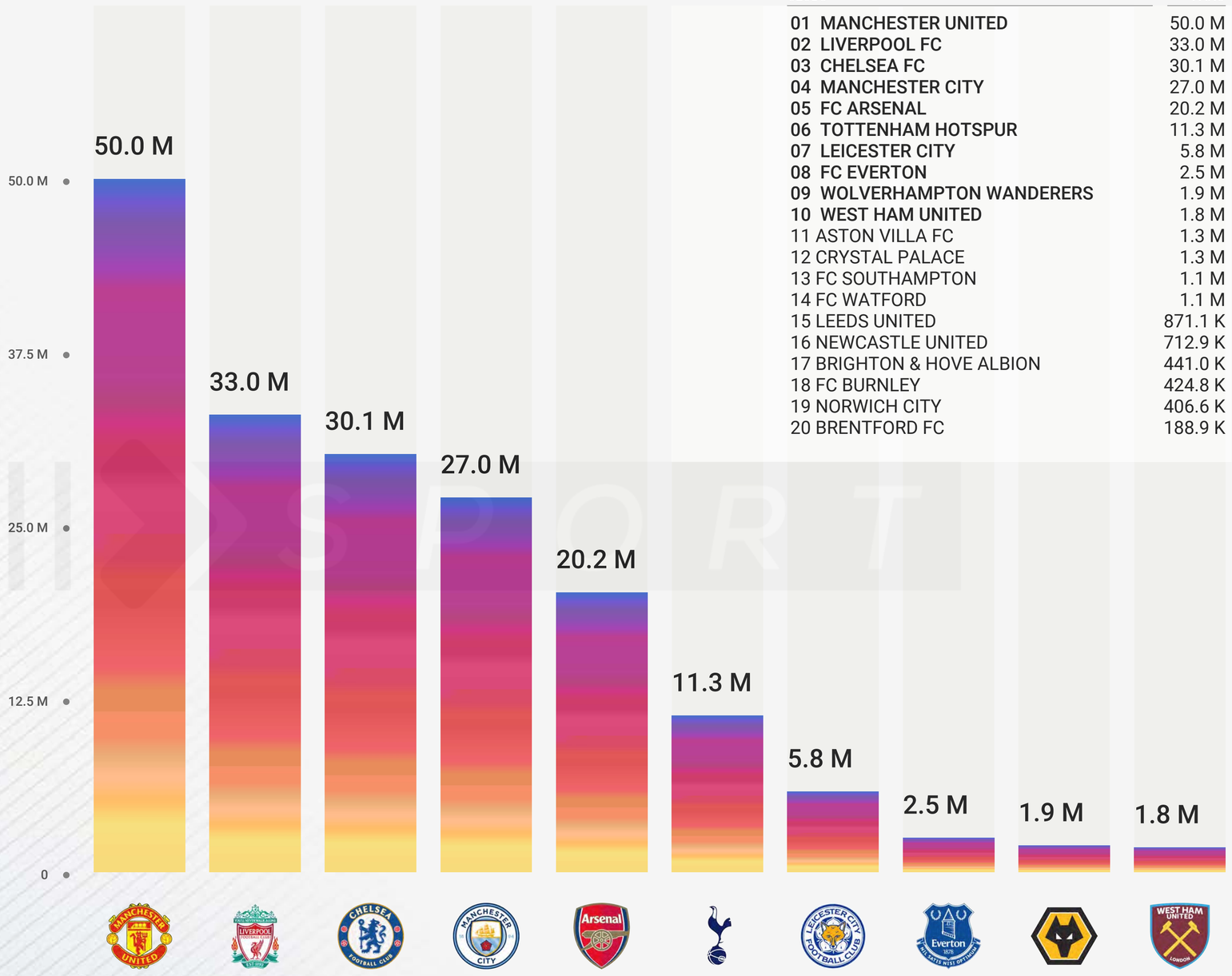
ENGLAND Instagram

TOTAL FANBASE

191.3 M

Premier League

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



CLUBS	FANS
01 MANCHESTER UNITED	50.0 M
02 LIVERPOOL FC	33.0 M
03 CHELSEA FC	30.1 M
04 MANCHESTER CITY	27.0 M
05 FC ARSENAL	20.2 M
06 TOTTENHAM HOTSPUR	11.3 M
07 LEICESTER CITY	5.8 M
08 FC EVERTON	2.5 M
09 WOLVERHAMPTON WANDERERS	1.9 M
10 WEST HAM UNITED	1.8 M
11 ASTON VILLA FC	1.3 M
12 CRYSTAL PALACE	1.3 M
13 FC SOUTHAMPTON	1.1 M
14 FC WATFORD	1.1 M
15 LEEDS UNITED	871.1 K
16 NEWCASTLE UNITED	712.9 K
17 BRIGHTON & HOVE ALBION	441.0 K
18 FC BURNLEY	424.8 K
19 NORWICH CITY	406.6 K
20 BRENTFORD FC	188.9 K

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IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

25.4 M

Premier League

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

CLUBS	FANS
01 LIVERPOOL FC	6.1 M
02 MANCHESTER UNITED	5.1 M
03 MANCHESTER CITY	3.6 M
04 CHELSEA FC	3.2 M
05 FC ARSENAL	2.4 M
06 TOTTENHAM HOTSPUR	1.9 M
07 FC EVERTON	553.0 K
08 WOLVERHAMPTON WANDERERS	540.0 K
09 LEICESTER CITY	402.0 K
10 WEST HAM UNITED	271.0 K
11 LEEDS UNITED	271.0 K
12 ASTON VILLA FC	228.0 K
13 FC SOUTHAMPTON	165.0 K
14 CRYSTAL PALACE	145.0 K
15 NEWCASTLE UNITED	142.0 K
16 FC WATFORD	137.0 K
17 NORWICH CITY	135.0 K
18 FC BURNLEY	76.2 K
19 BRENTFORD FC	57.0 K
20 BRIGHTON & HOVE ALBION	n/a

*[updated on October 04, 2021]

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

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IQUII SPORT

ENGLAND Social

TOTAL FANBASE

625.2 M

Premier League

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

CLUBS	FANS
01 MANCHESTER UNITED	157.2 M
02 CHELSEA FC	100.8 M
03 LIVERPOOL FC	94.8 M
04 MANCHESTER CITY	81.4 M
05 FC ARSENAL	78.4 M
06 TOTTENHAM HOTSPUR	42.5 M
07 LEICESTER CITY	15.2 M
08 FC EVERTON	9.3 M
09 ASTON VILLA FC	6.8 M
10 WEST HAM UNITED	6.7 M
11 FC SOUTHAMPTON	5.7 M
12 WOLVERHAMPTON WANDERERS	5.5 M
13 NEWCASTLE UNITED	4.9 M
14 CRYSTAL PALACE	3.9 M
15 FC WATFORD	3.4 M
16 LEEDS UNITED	2.8 M
17 NORWICH CITY	2.3 M
18 FC BURNLEY	1.6 M
19 BRIGHTON & HOVE ALBION	1.4 M
20 BRENTFORD FC	733.9 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

***[updated on October 04, 2021]**

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IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

625.2 M

Premier League

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

BRANDS	FANS
01 ADIDAS	253.6 M
02 NIKE	239.5 M
03 PUMA	85.3 M
04 HUMMEL	15.0 M
05 CASTORE	10.4 M
06 UMBRO	9.0 M
07 KAPPA	6.8 M
08 KELME	3.4 M
09 JOMA	2.3 M

*[updated on October 04, 2021]

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IQUII SPORT

ENGLAND Brands

CLUBS

20

SPORT BRANDS

9

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

*[updated on October 04, 2021]

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IQUII SPORT

ENGLAND Snapshot / Second Division

24

CLUBS

Total Championship football clubs analysed.

8

BRANDS

Total Championship Sport Brands on jerseys analysed.

26.6 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

ENGLAND Facebook

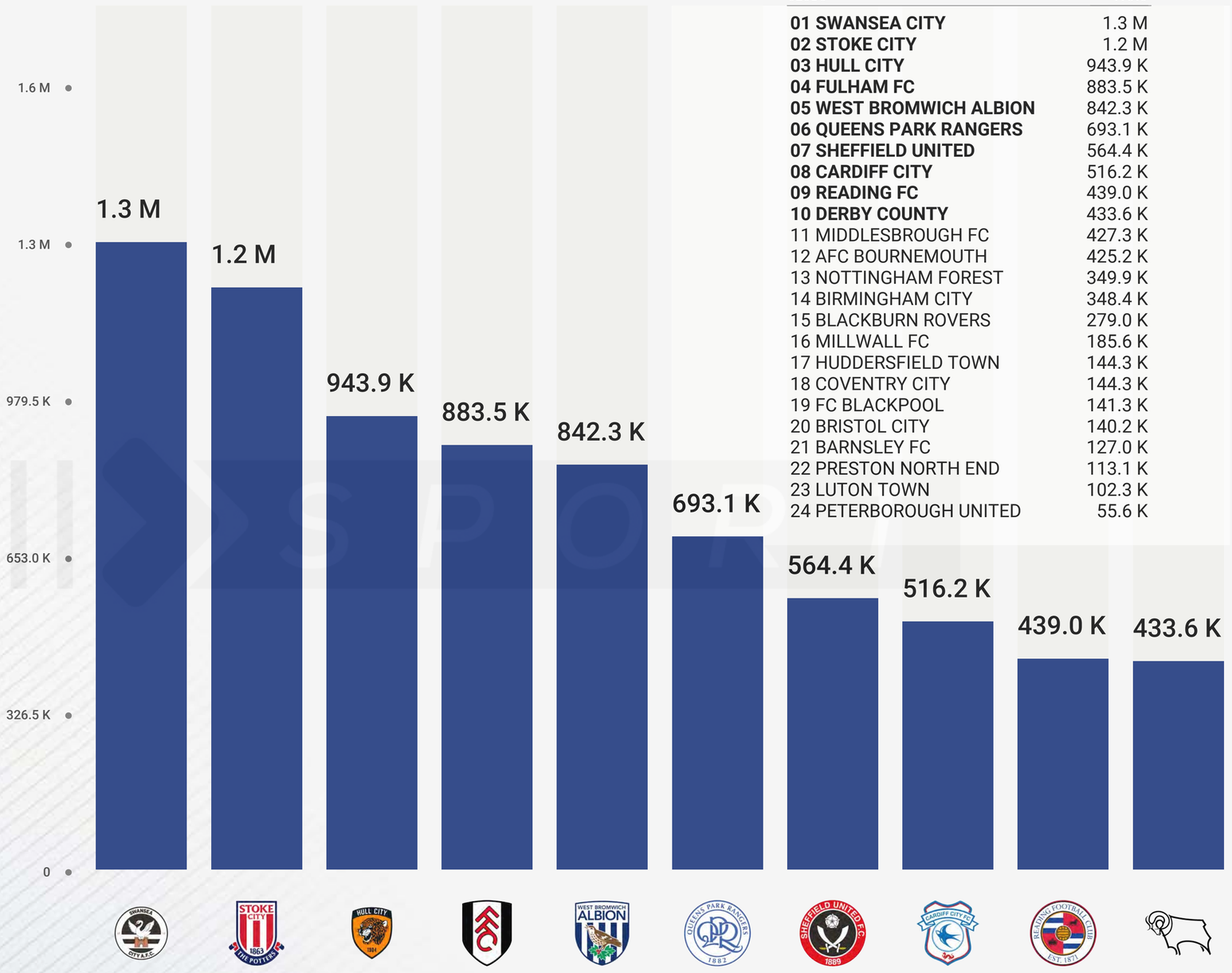
TOTAL FANBASE

10.8 M

sky bet CHAMPIONSHIP

EFL

Ranking of the most followed Championship football clubs on Facebook.



CLUBS	FANS
01 SWANSEA CITY	1.3 M
02 STOKE CITY	1.2 M
03 HULL CITY	943.9 K
04 FULHAM FC	883.5 K
05 WEST BROMWICH ALBION	842.3 K
06 QUEENS PARK RANGERS	693.1 K
07 SHEFFIELD UNITED	564.4 K
08 CARDIFF CITY	516.2 K
09 READING FC	439.0 K
10 DERBY COUNTY	433.6 K
11 MIDDLESBROUGH FC	427.3 K
12 AFC BOURNEMOUTH	425.2 K
13 NOTTINGHAM FOREST	349.9 K
14 BIRMINGHAM CITY	348.4 K
15 BLACKBURN ROVERS	279.0 K
16 MILLWALL FC	185.6 K
17 HUDDERSFIELD TOWN	144.3 K
18 COVENTRY CITY	144.3 K
19 FC BLACKPOOL	141.3 K
20 BRISTOL CITY	140.2 K
21 BARNSLEY FC	127.0 K
22 PRESTON NORTH END	113.1 K
23 LUTON TOWN	102.3 K
24 PETERBOROUGH UNITED	55.6 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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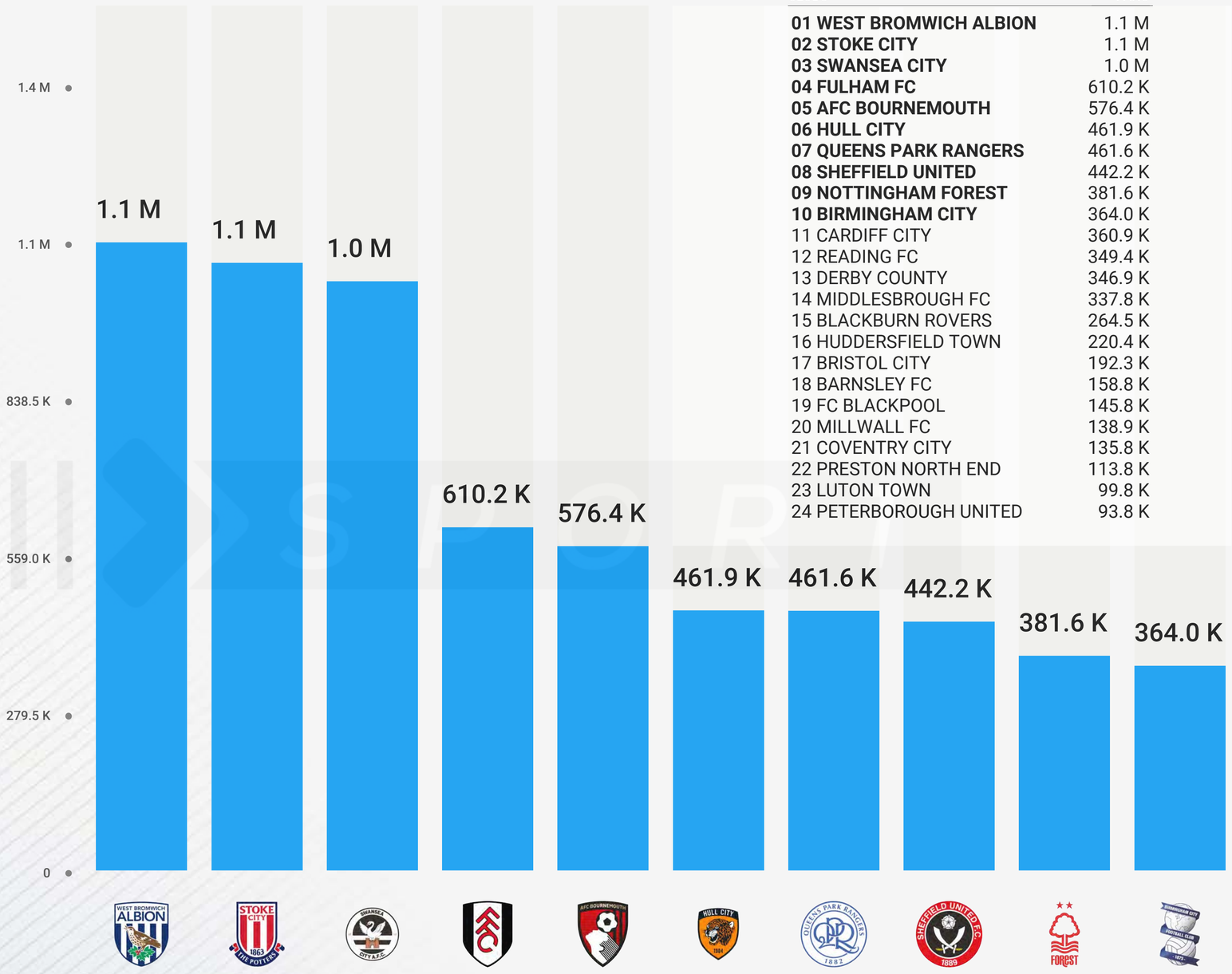
IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

9.5 M

Ranking of the most followed Championship football clubs on Twitter.



CLUBS	FANS
01 WEST BROMWICH ALBION	1.1 M
02 STOKE CITY	1.1 M
03 SWANSEA CITY	1.0 M
04 FULHAM FC	610.2 K
05 AFC BOURNEMOUTH	576.4 K
06 HULL CITY	461.9 K
07 QUEENS PARK RANGERS	461.6 K
08 SHEFFIELD UNITED	442.2 K
09 NOTTINGHAM FOREST	381.6 K
10 BIRMINGHAM CITY	364.0 K
11 CARDIFF CITY	360.9 K
12 READING FC	349.4 K
13 DERBY COUNTY	346.9 K
14 MIDDLESBROUGH FC	337.8 K
15 BLACKBURN ROVERS	264.5 K
16 HUDDERSFIELD TOWN	220.4 K
17 BRISTOL CITY	192.3 K
18 BARNSLEY FC	158.8 K
19 FC BLACKPOOL	145.8 K
20 MILLWALL FC	138.9 K
21 COVENTRY CITY	135.8 K
22 PRESTON NORTH END	113.8 K
23 LUTON TOWN	99.8 K
24 PETERBOROUGH UNITED	93.8 K

Local accounts only have been considered.

*[updated on October 04, 2021]

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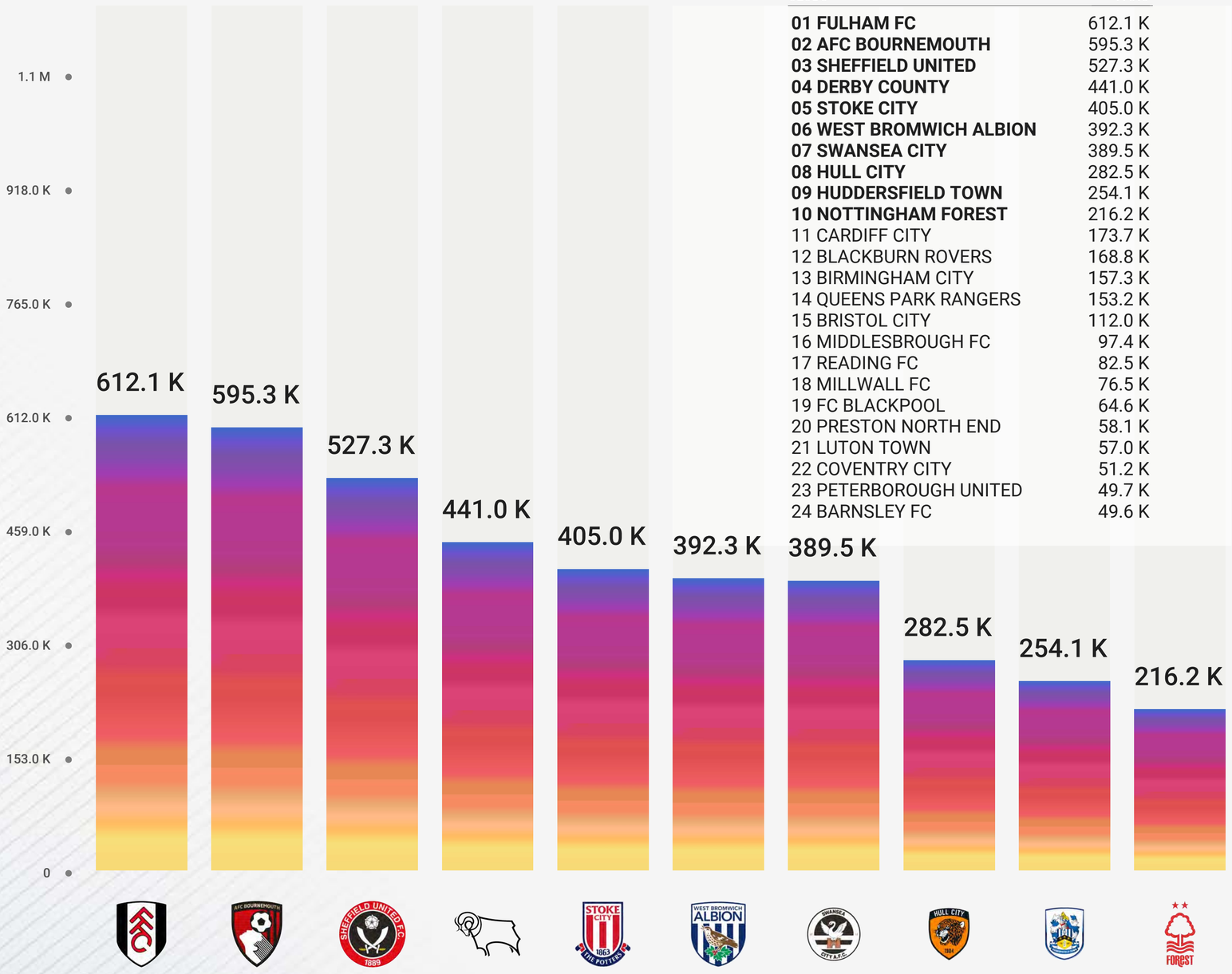
IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

5.5 M

Ranking of the most followed Championship football clubs on Instagram.



CLUBS	FANS
01 FULHAM FC	612.1 K
02 AFC BOURNEMOUTH	595.3 K
03 SHEFFIELD UNITED	527.3 K
04 DERBY COUNTY	441.0 K
05 STOKE CITY	405.0 K
06 WEST BROMWICH ALBION	392.3 K
07 SWANSEA CITY	389.5 K
08 HULL CITY	282.5 K
09 HUDDERSFIELD TOWN	254.1 K
10 NOTTINGHAM FOREST	216.2 K
11 CARDIFF CITY	173.7 K
12 BLACKBURN ROVERS	168.8 K
13 BIRMINGHAM CITY	157.3 K
14 QUEENS PARK RANGERS	153.2 K
15 BRISTOL CITY	112.0 K
16 MIDDLESBROUGH FC	97.4 K
17 READING FC	82.5 K
18 MILLWALL FC	76.5 K
19 FC BLACKPOOL	64.6 K
20 PRESTON NORTH END	58.1 K
21 LUTON TOWN	57.0 K
22 COVENTRY CITY	51.2 K
23 PETERBOROUGH UNITED	49.7 K
24 BARNSLEY FC	49.6 K

*[updated on October 04, 2021]

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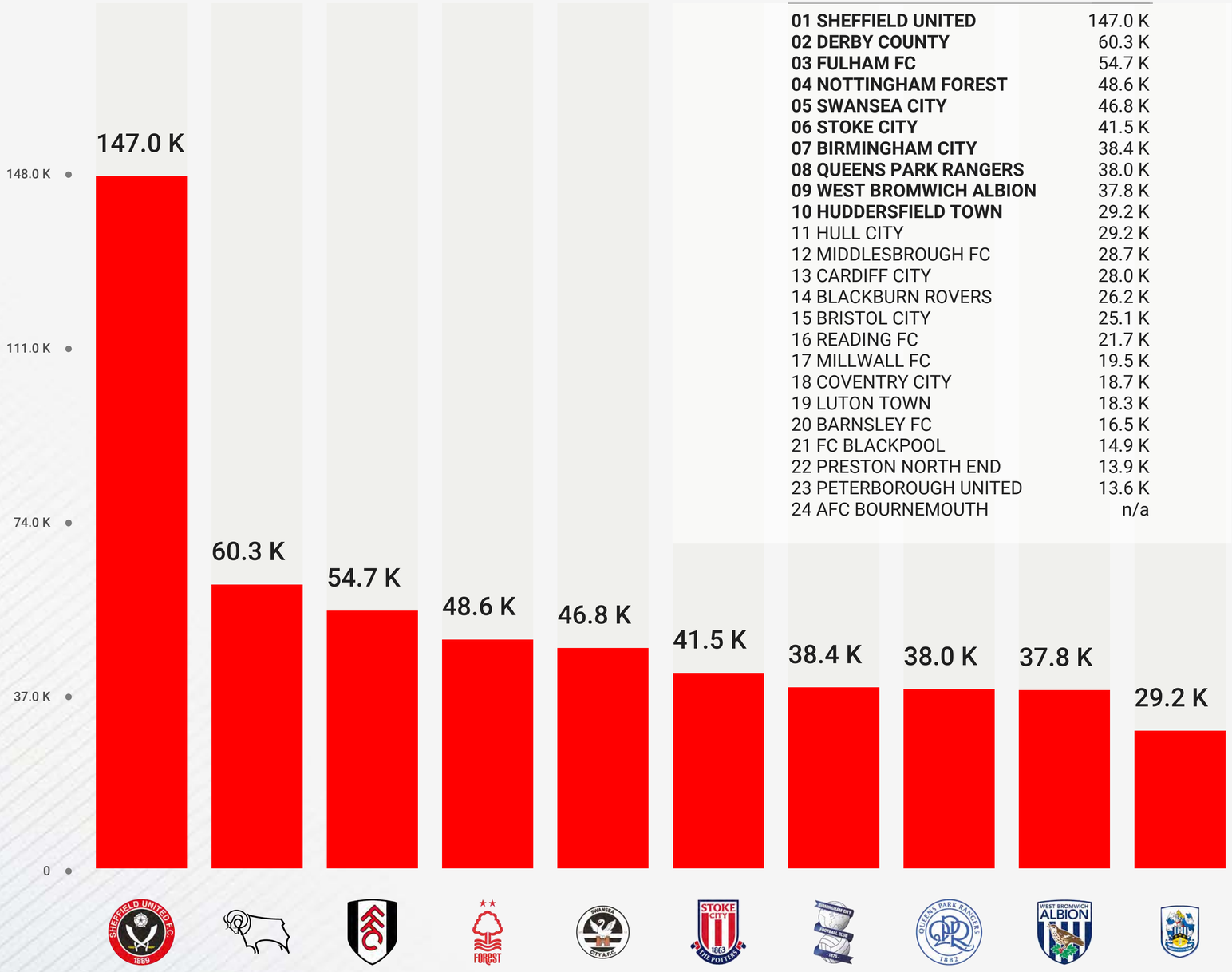
IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

817 K

Ranking of the most followed Championship football clubs on YouTube.



CLUBS	FANS
01 SHEFFIELD UNITED	147.0 K
02 DERBY COUNTY	60.3 K
03 FULHAM FC	54.7 K
04 NOTTINGHAM FOREST	48.6 K
05 SWANSEA CITY	46.8 K
06 STOKE CITY	41.5 K
07 BIRMINGHAM CITY	38.4 K
08 QUEENS PARK RANGERS	38.0 K
09 WEST BROMWICH ALBION	37.8 K
10 HUDDERSFIELD TOWN	29.2 K
11 HULL CITY	29.2 K
12 MIDDLESBROUGH FC	28.7 K
13 CARDIFF CITY	28.0 K
14 BLACKBURN ROVERS	26.2 K
15 BRISTOL CITY	25.1 K
16 READING FC	21.7 K
17 MILLWALL FC	19.5 K
18 COVENTRY CITY	18.7 K
19 LUTON TOWN	18.3 K
20 BARNSLEY FC	16.5 K
21 FC BLACKPOOL	14.9 K
22 PRESTON NORTH END	13.9 K
23 PETERBOROUGH UNITED	13.6 K
24 AFC BOURNEMOUTH	n/a

***[updated on October 04, 2021]**

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

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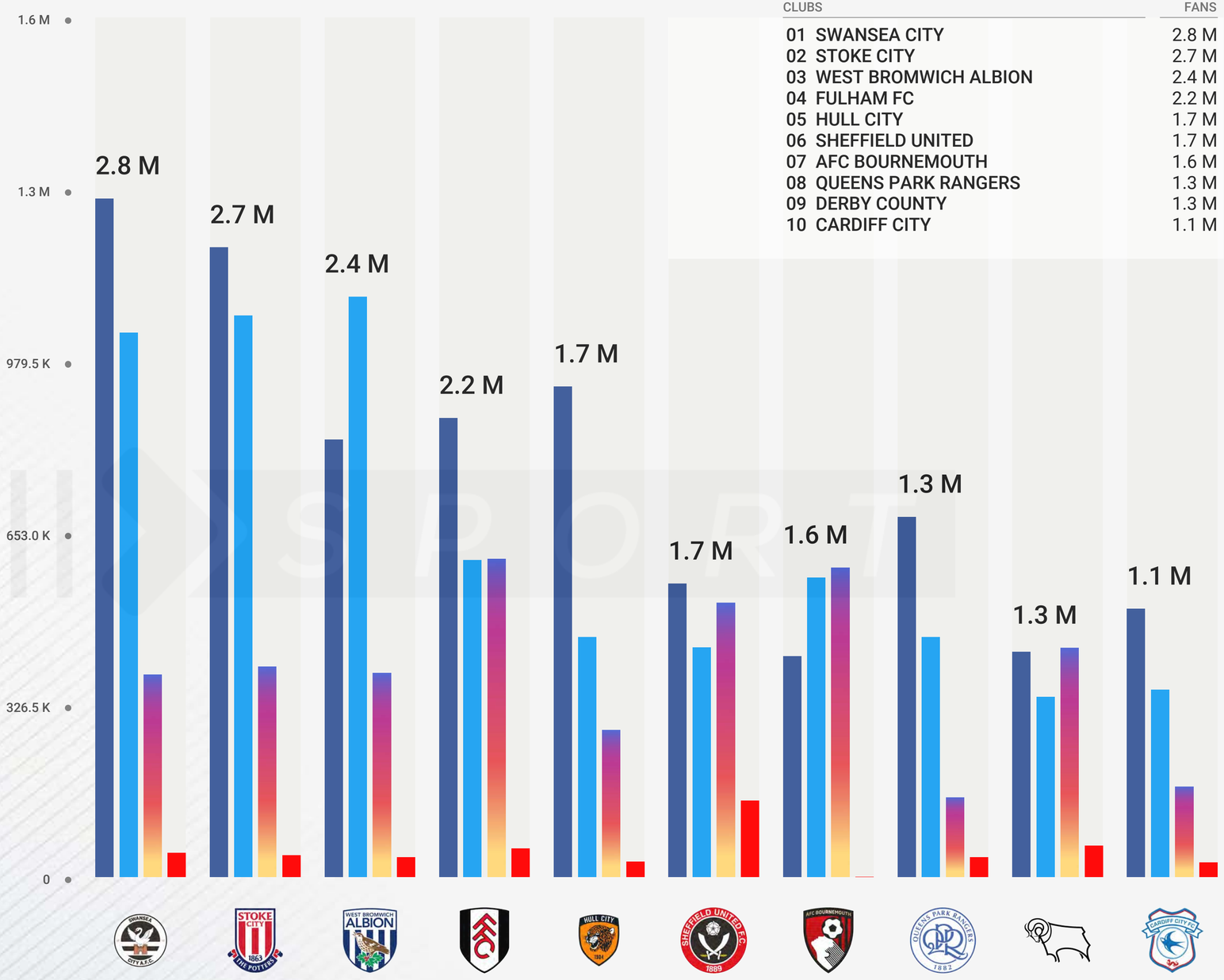
IQUII SPORT

ENGLAND Social (1/2)

TOTAL FANBASE

18.8 M

Ranking of the most followed Championship football clubs (slide 1/2) based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS
01 SWANSEA CITY	2.8 M
02 STOKE CITY	2.7 M
03 WEST BROMWICH ALBION	2.4 M
04 FULHAM FC	2.2 M
05 HULL CITY	1.7 M
06 SHEFFIELD UNITED	1.7 M
07 AFC BOURNEMOUTH	1.6 M
08 QUEENS PARK RANGERS	1.3 M
09 DERBY COUNTY	1.3 M
10 CARDIFF CITY	1.1 M

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

*[updated on October 04, 2021]

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

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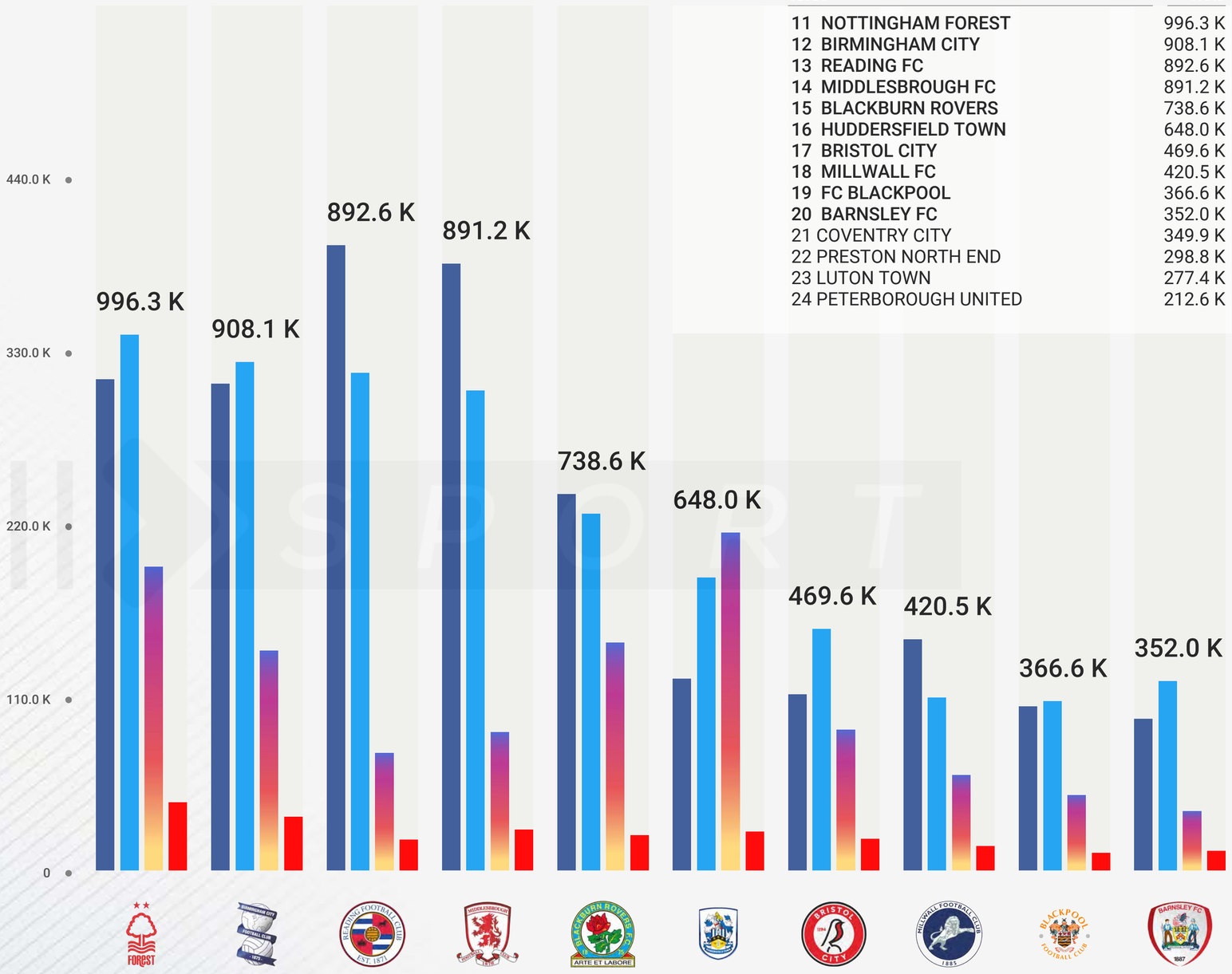
IQUII SPORT

ENGLAND Social (2/2)

TOTAL FANBASE

7.8 M

Ranking of the most followed Championship football clubs (slide 2/2) based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS
11 NOTTINGHAM FOREST	996.3 K
12 BIRMINGHAM CITY	908.1 K
13 READING FC	892.6 K
14 MIDDLESBROUGH FC	891.2 K
15 BLACKBURN ROVERS	738.6 K
16 HUDDERSFIELD TOWN	648.0 K
17 BRISTOL CITY	469.6 K
18 MILLWALL FC	420.5 K
19 FC BLACKPOOL	366.6 K
20 BARNSLEY FC	352.0 K
21 COVENTRY CITY	349.9 K
22 PRESTON NORTH END	298.8 K
23 LUTON TOWN	277.4 K
24 PETERBOROUGH UNITED	212.6 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

*[updated on October 04, 2021]

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IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

26.6 M

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

BRANDS	FANS
01 MACRON	5.8 M
02 UMBRO	5.5 M
03 ADIDAS	4.9 M
04 PUMA	3.3 M
05 JOMA	2.8 M
06 HUMMEL	1.7 M
07 ERREA	1.3 M
08 NIKE	1.2 M

*[updated on October 04, 2021]

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IQUII SPORT

ENGLAND Brands

CLUBS

24

SPORT BRANDS

8

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

*[updated on October 04, 2021]

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IQUII SPORT

Football Competitions included in this overview

FRANCE

FIRST DIVISION — 20 CLUBS

LIGUE 1

SECOND DIVISION — 20 CLUBS

LIGUE 2

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IQUII SPORT

FRANCE SnapShot / First Division

LIGUE 1 Uber Eats

20

CLUBS

Total Ligue1 football clubs analysed.

9

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

164.8 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

73.6 M

LIGUE 1 Uber Eats

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

CLUBS	FANS
01 FC PARIS SAINT-GERMAIN	45.8 M
02 AS MONACO	10.7 M
03 OLYMPIQUE DE MARSEILLE	6.2 M
04 OLYMPIQUE LYONNAIS	4.1 M
05 LOSC LILLE	1.1 M
06 FC GIRONDINS BORDEAUX	1.0 M
07 AS SAINT ÉTIENNE	847.4 K
08 OGC NICE	557.5 K
09 FC NANTES	528.2 K
10 STADE RENNAIS FC	515.6 K
11 RC LENS	409.4 K
12 HSC MONTPELLIER	343.8 K
13 FC LORIENT	259.1 K
14 STADE DE REIMS	226.2 K
15 FC METZ	225.1 K
16 SCO ANGERS	214.2 K
17 RC STRASBOURG ALSACE	165.9 K
18 STADE BRESTOIS 29	148.7 K
19 CLERMONT FOOT 63	108.2 K
20 ES TROYES AC	98.1 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

FRANCE Twitter

TOTAL FANBASE

24.1 M

LIGUE 1 Uber Eats

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

CLUBS	FANS
01 FC PARIS SAINT-GERMAIN	10.5 M
02 OLYMPIQUE DE MARSEILLE	3.8 M
03 AS MONACO	2.3 M
04 OLYMPIQUE LYONNAIS	2.1 M
05 AS SAINT ÉTIENNE	868.5 K
06 LOSC LILLE	862.0 K
07 FC NANTES	593.6 K
08 OGC NICE	502.5 K
09 FC GIRONDINS BORDEAUX	425.7 K
10 HSC MONTPELLIER	389.1 K
11 STADE RENNAIS FC	375.9 K
12 FC LORIENT	290.2 K
13 RC LENS	274.1 K
14 STADE DE REIMS	233.9 K
15 FC METZ	176.3 K
16 RC STRASBOURG ALSACE	154.4 K
17 SCO ANGERS	138.2 K
18 ES TROYES AC	92.5 K
19 STADE BRESTOIS 29	86.2 K
20 CLERMONT FOOT 63	82.9 K

Local accounts only have been considered.

*[updated on October 04, 2021]

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IQUII SPORT

FRANCE Instagram

TOTAL FANBASE

60.3 M

LIGUE 1 Uber Eats

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

CLUBS	FANS
01 FC PARIS SAINT-GERMAIN	51.2 M
02 OLYMPIQUE LYONNAIS	2.1 M
03 OLYMPIQUE DE MARSEILLE	2.0 M
04 AS MONACO	1.7 M
05 LOSC LILLE	578.4 K
06 OGC NICE	416.8 K
07 FC NANTES	390.0 K
08 AS SAINT ÉTIENNE	349.4 K
09 STADE RENNAIS FC	292.5 K
10 HSC MONTPELLIER	222.6 K
11 FC GIRONDINS BORDEAUX	215.7 K
12 FC METZ	133.8 K
13 RC LENS	130.9 K
14 RC STRASBOURG ALSACE	122.8 K
15 SCO ANGERS	81.5 K
16 STADE BRESTOIS 29	73.8 K
17 FC LORIENT	69.0 K
18 ES TROYES AC	66.5 K
19 STADE DE REIMS	66.4 K
20 CLERMONT FOOT 63	51.2 K

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IQUII SPORT

FRANCE YouTube

TOTAL FANBASE

6.9 M

LIGUE 1 Uber Eats

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

CLUBS	FANS
01 FC PARIS SAINT-GERMAIN	5.8 M
02 OLYMPIQUE DE MARSEILLE	431.0 K
03 AS MONACO	160.0 K
04 OLYMPIQUE LYONNAIS	125.0 K
05 OGC NICE	95.1 K
06 AS SAINT ÉTIENNE	63.3 K
07 LOSC LILLE	51.1 K
08 RC LENS	45.9 K
09 FC NANTES	38.8 K
10 FC GIRONDINS BORDEAUX	35.8 K
11 RC STRASBOURG ALSACE	25.6 K
12 HSC MONTPELLIER	16.1 K
13 ES TROYES AC	7.3 K
14 CLERMONT FOOT 63	6.2 K
15 STADE BRESTOIS 29	5.4 K
16 STADE DE REIMS	3.3 K
17 FC LORIENT	828
18 SCO ANGERS	143
19 STADE RENNAIS FC	-
20 FC METZ	-

*[updated on October 04, 2021]

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

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IQUII SPORT

FRANCE Social

TOTAL FANBASE

164.8 M

LIGUE 1 Uber Eats

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

CLUBS	FANS
01 FC PARIS SAINT-GERMAIN	113.2 M
02 AS MONACO	14.9 M
03 OLYMPIQUE DE MARSEILLE	12.4 M
04 OLYMPIQUE LYONNAIS	8.3 M
05 LOSC LILLE	2.6 M
06 AS SAINT ÉTIENNE	2.1 M
07 FC GIRONDINS BORDEAUX	1.7 M
08 OGC NICE	1.6 M
09 FC NANTES	1.6 M
10 STADE RENNAIS FC	1.2 M
11 HSC MONTPELLIER	971.6 K
12 RC LENS	860.3 K
13 FC LORIENT	619.1 K
14 FC METZ	535.2 K
15 STADE DE REIMS	529.8 K
16 RC STRASBOURG ALSACE	468.7 K
17 SCO ANGERS	434.0 K
18 STADE BRESTOIS 29	314.1 K
19 ES TROYES AC	264.5 K
20 CLERMONT FOOT 63	248.4 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

***[updated on October 04, 2021]**

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IQUII SPORT

FRANCE Brands

TOTAL FANBASE

164.8 M

LIGUE 1 Uber Eats

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

BRANDS	FANS
01 NIKE	114.2 M
02 KAPPA	16.5 M
03 PUMA	14.5 M
04 ADIDAS	10.8 M
05 MACRON	3.1 M
06 NEW BALANCE	2.6 M
07 LE COQ SPORTIF	2.4 M
08 UMBRO	529.8 K
09 PATRICK	248.4 K

*[updated on October 04, 2021]

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IQUII SPORT

FRANCE Brands

CLUBS
20

SPORT BRANDS
9

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

*[updated on October 04, 2021]

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IQUII SPORT

FRANCE Snapshot / Second Division

20

CLUBS

Total Ligue 2 football clubs analysed.

10

BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

6.2 M

FANS

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

*[updated on October 04, 2021]

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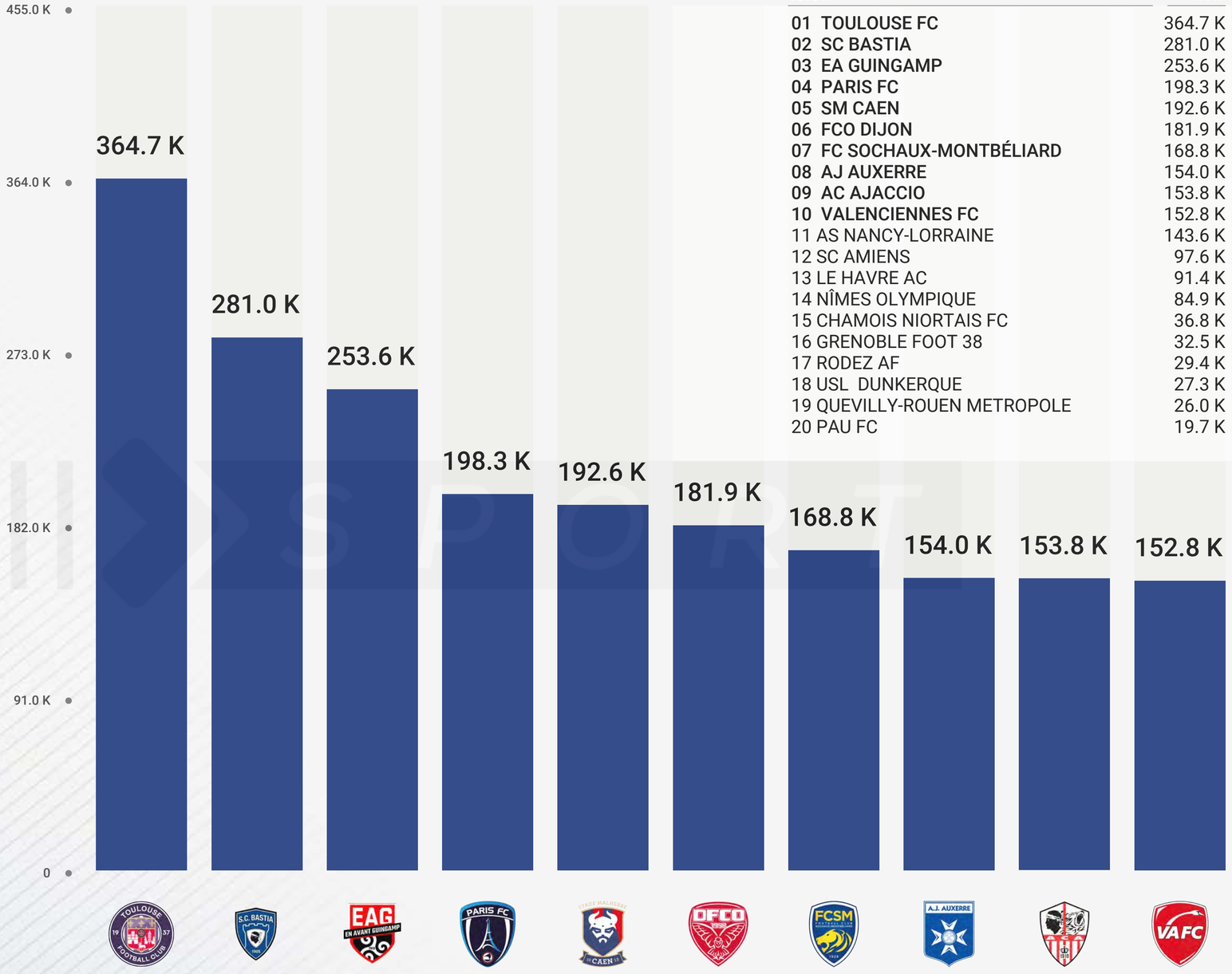
IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

2.7 M

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



CLUBS	FANS
01 TOULOUSE FC	364.7 K
02 SC BASTIA	281.0 K
03 EA GUINGAMP	253.6 K
04 PARIS FC	198.3 K
05 SM CAEN	192.6 K
06 FCO DIJON	181.9 K
07 FC SOCHAUX-MONTBÉLIARD	168.8 K
08 AJ AUXERRE	154.0 K
09 AC AJACCIO	153.8 K
10 VALENCIENNES FC	152.8 K
11 AS NANCY-LORRAINE	143.6 K
12 SC AMIENS	97.6 K
13 LE HAVRE AC	91.4 K
14 NÎMES OLYMPIQUE	84.9 K
15 CHAMOIS NIORTAIS FC	36.8 K
16 GRENOBLE FOOT 38	32.5 K
17 RODEZ AF	29.4 K
18 USL DUNKERQUE	27.3 K
19 QUEVILLY-ROUEN METROPOLE	26.0 K
20 PAU FC	19.7 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

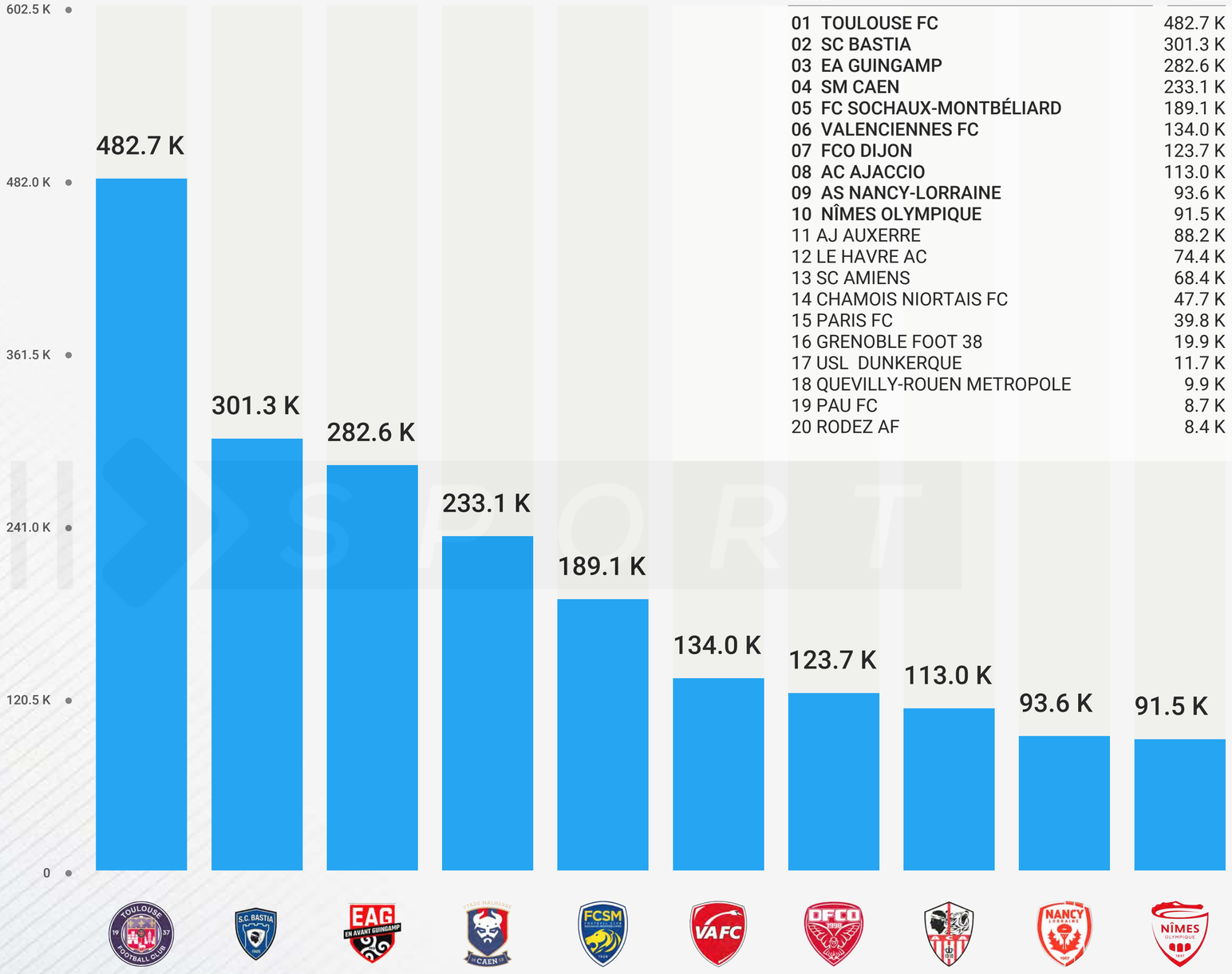
FRANCE Twitter

TOTAL FANBASE

2.4 M

LIGUE 2 BKT

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



CLUBS	FANS
01 TOULOUSE FC	482.7 K
02 SC BASTIA	301.3 K
03 EA GUINGAMP	282.6 K
04 SM CAEN	233.1 K
05 FC SOCHAUX-MONTBÉLIARD	189.1 K
06 VALENCIENNES FC	134.0 K
07 FCO DIJON	123.7 K
08 AC AJACCIO	113.0 K
09 AS NANCY-LORRAINE	93.6 K
10 NÎMES OLYMPIQUE	91.5 K
11 AJ AUXERRE	88.2 K
12 LE HAVRE AC	74.4 K
13 SC AMIENS	68.4 K
14 CHAMOIS NIORTAIS FC	47.7 K
15 PARIS FC	39.8 K
16 GRENOBLE FOOT 38	19.9 K
17 USL DUNKERQUE	11.7 K
18 QUEVILLY-ROUEN METROPOLE	9.9 K
19 PAU FC	8.7 K
20 RODEZ AF	8.4 K

*[updated on October 04, 2021]

Local accounts only have been considered.

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IQUII SPORT

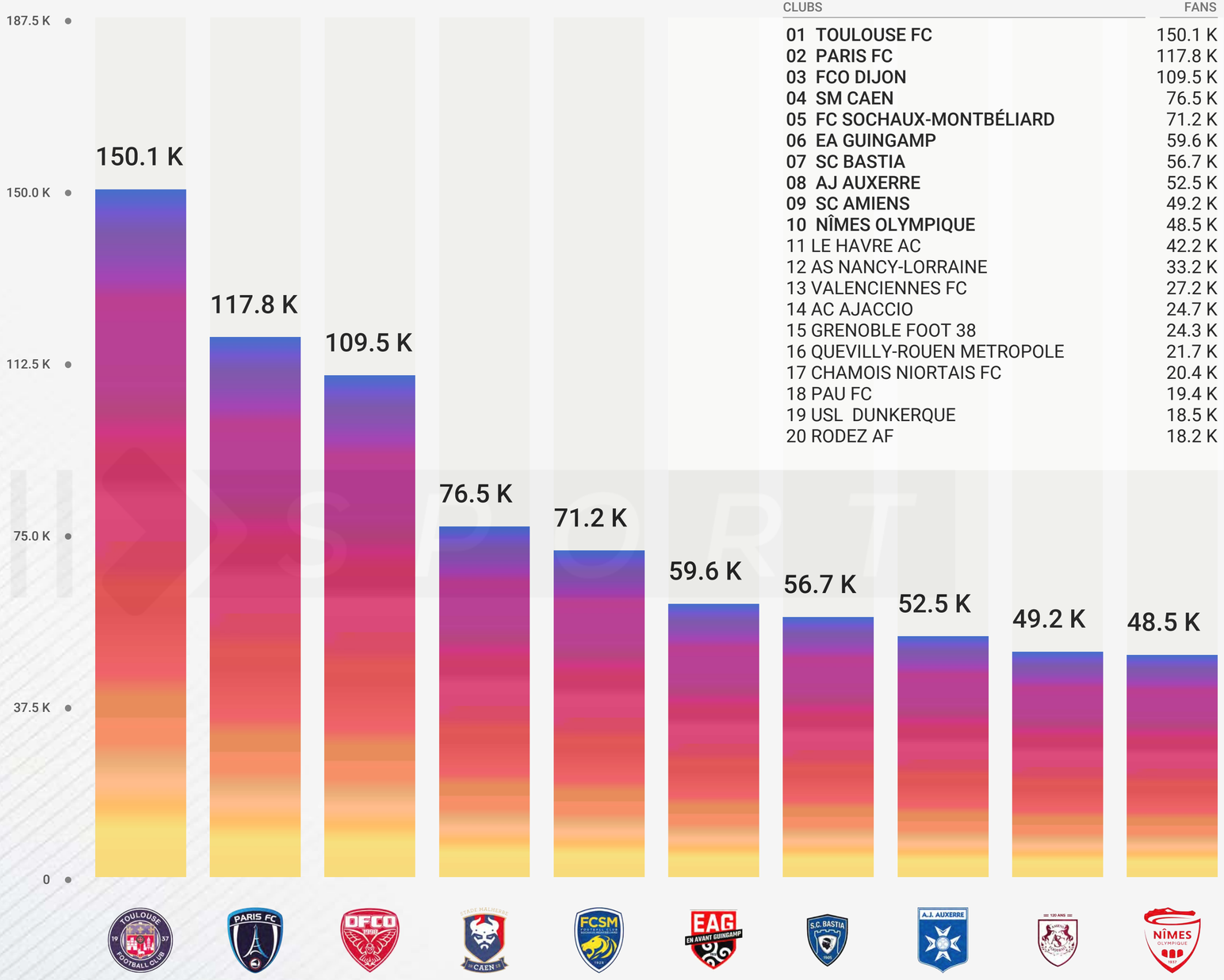
FRANCE Instagram

TOTAL FANBASE

1.0 M

LIGUE 2 BKT

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



CLUBS	FANS
01 TOULOUSE FC	150.1 K
02 PARIS FC	117.8 K
03 FCO DIJON	109.5 K
04 SM CAEN	76.5 K
05 FC SOCHAUX-MONTBÉLIARD	71.2 K
06 EA GUINGAMP	59.6 K
07 SC BASTIA	56.7 K
08 AJ AUXERRE	52.5 K
09 SC AMIENS	49.2 K
10 NÎMES OLYMPIQUE	48.5 K
11 LE HAVRE AC	42.2 K
12 AS NANCY-LORRAINE	33.2 K
13 VALENCIENNES FC	27.2 K
14 AC AJACCIO	24.7 K
15 GRENOBLE FOOT 38	24.3 K
16 QUEVILLY-ROUEN METROPOLE	21.7 K
17 CHAMOIS NIORTAIS FC	20.4 K
18 PAU FC	19.4 K
19 USL DUNKERQUE	18.5 K
20 RODEZ AF	18.2 K

*[updated on October 04, 2021]

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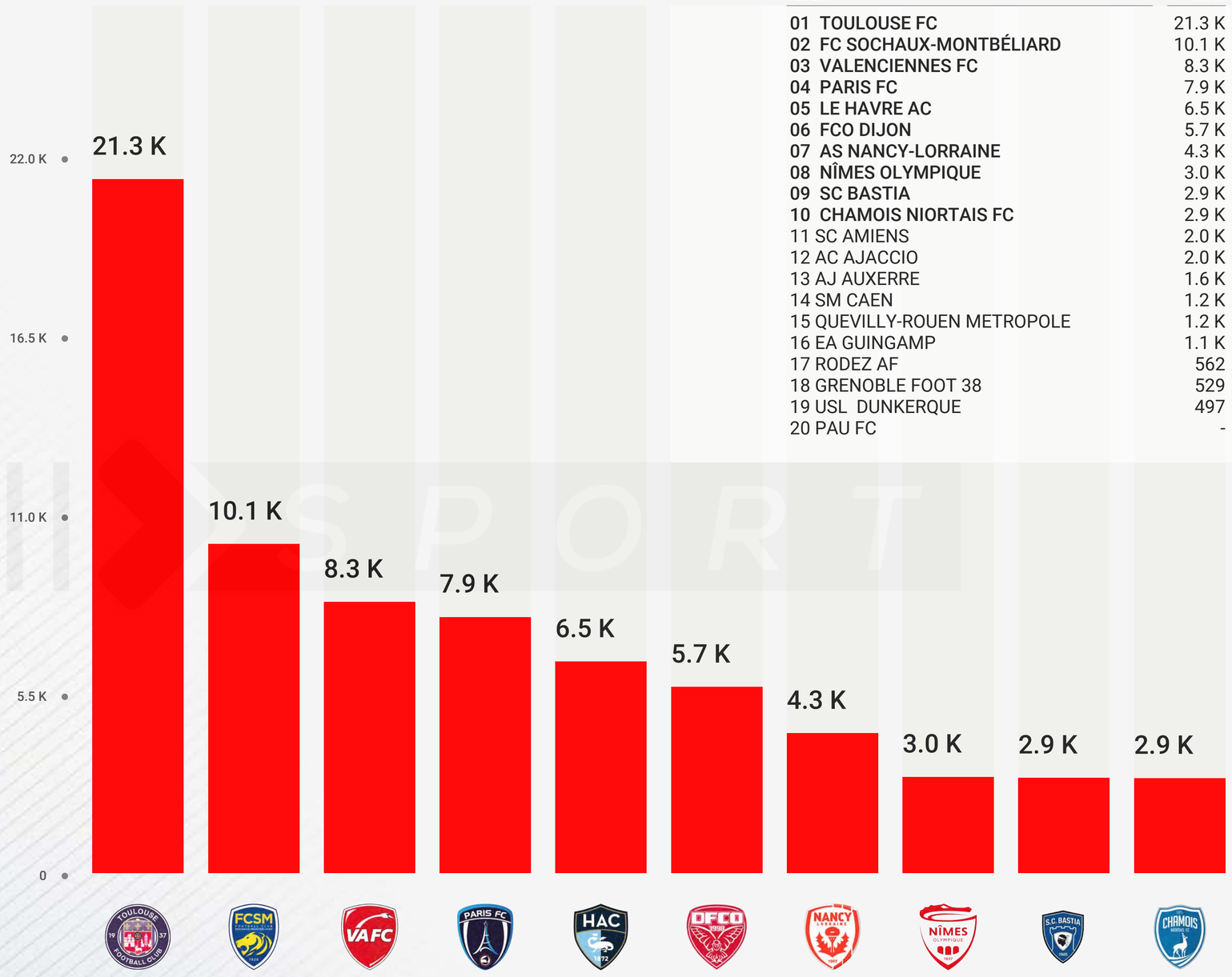
IQUII SPORT

FRANCE YouTube

TOTAL FANBASE

83 K

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



CLUBS	FANS
01 TOULOUSE FC	21.3 K
02 FC SOCHAUX-MONTBÉLIARD	10.1 K
03 VALENCIENNES FC	8.3 K
04 PARIS FC	7.9 K
05 LE HAVRE AC	6.5 K
06 FCO DIJON	5.7 K
07 AS NANCY-LORRAINE	4.3 K
08 NÎMES OLYMPIQUE	3.0 K
09 SC BASTIA	2.9 K
10 CHAMOIS NIORTAIS FC	2.9 K
11 SC AMIENS	2.0 K
12 AC AJACCIO	2.0 K
13 AJ AUXERRE	1.6 K
14 SM CAEN	1.2 K
15 QUEVILLY-ROUEN METROPOLE	1.2 K
16 EA GUINGAMP	1.1 K
17 RODEZ AF	562
18 GRENOBLE FOOT 38	529
19 USL DUNKERQUE	497
20 PAU FC	-

*[updated on October 04, 2021]

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IQUII SPORT

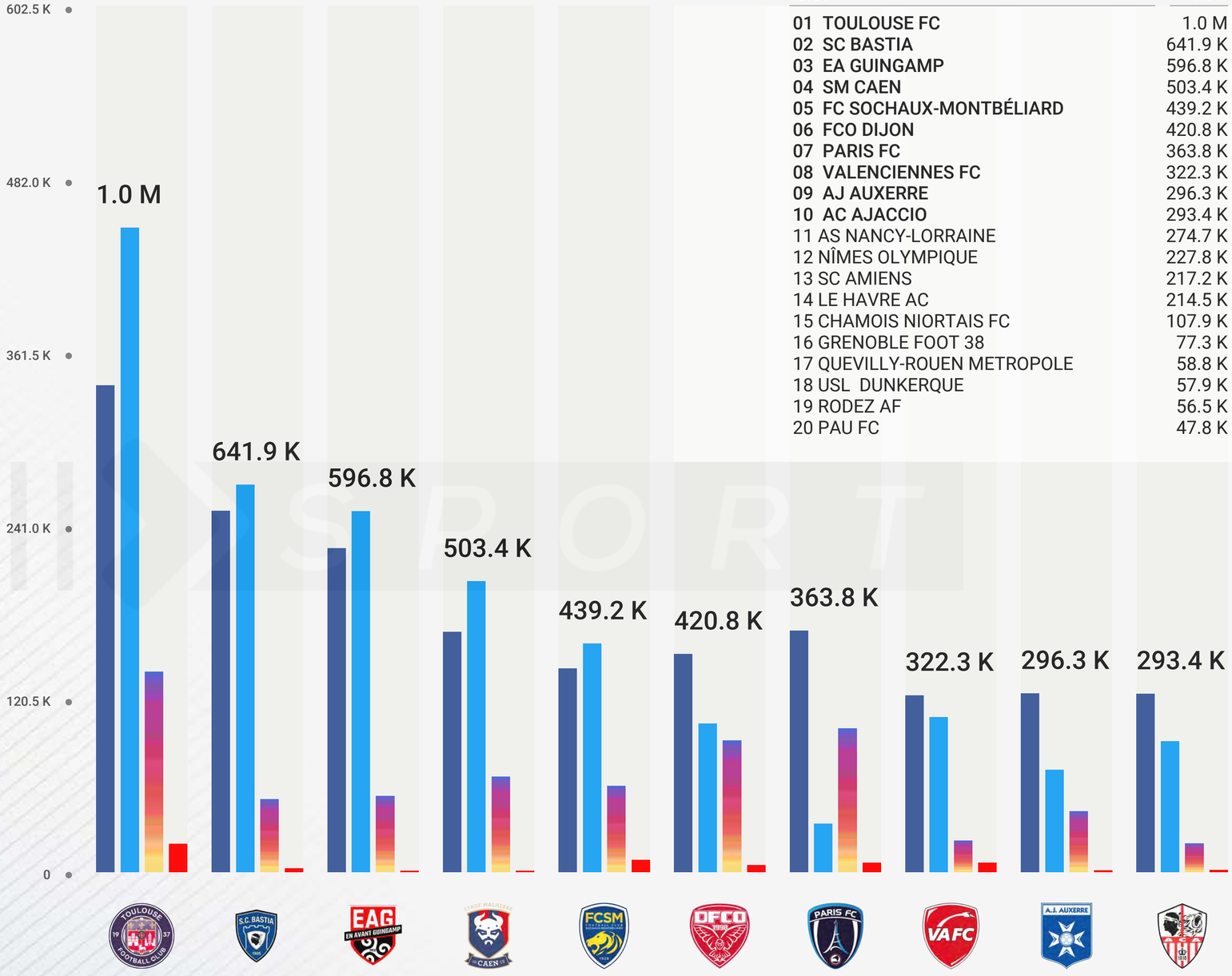
FRANCE Social

TOTAL FANBASE

6.2 M

LIGUE 2 BKT

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



CLUBS	FANS
01 TOULOUSE FC	1.0 M
02 SC BASTIA	641.9 K
03 EA GUINGAMP	596.8 K
04 SM CAEN	503.4 K
05 FC SOCHAUX-MONTBÉLIARD	439.2 K
06 FCO DIJON	420.8 K
07 PARIS FC	363.8 K
08 VALENCIENNES FC	322.3 K
09 AJ AUXERRE	296.3 K
10 AC AJACCIO	293.4 K
11 AS NANCY-LORRAINE	274.7 K
12 NÎMES OLYMPIQUE	227.8 K
13 SC AMIENS	217.2 K
14 LE HAVRE AC	214.5 K
15 CHAMOIS NIORTAIS FC	107.9 K
16 GRENOBLE FOOT 38	77.3 K
17 QUEVILLY-ROUEN METROPOLE	58.8 K
18 USL DUNKERQUE	57.9 K
19 RODEZ AF	56.5 K
20 PAU FC	47.8 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

*[updated on October 04, 2021]

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

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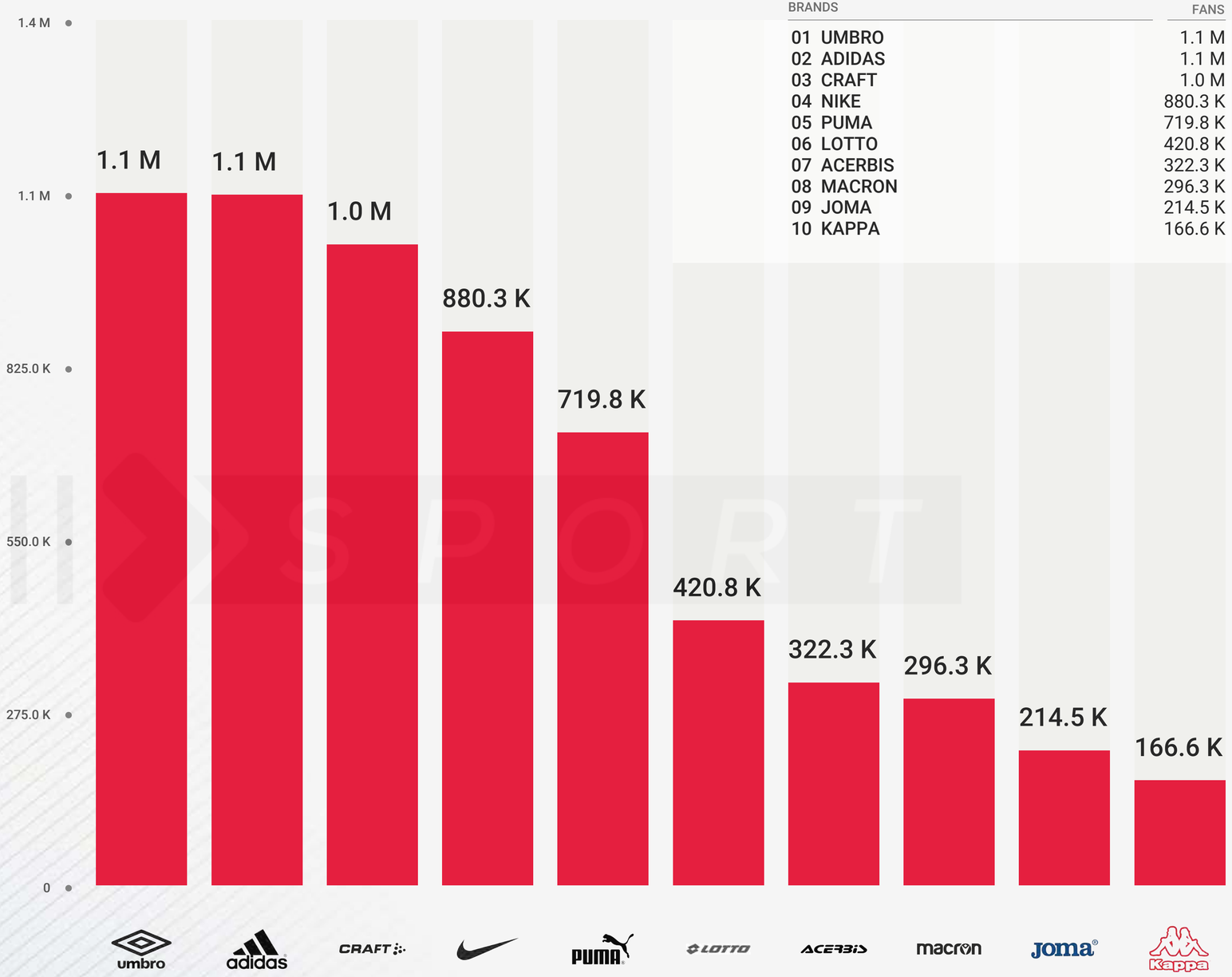
IQUII SPORT

FRANCE Brands

TOTAL FANBASE

6.2 M

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



BRANDS	FANS
01 UMBRO	1.1 M
02 ADIDAS	1.1 M
03 CRAFT	1.0 M
04 NIKE	880.3 K
05 PUMA	719.8 K
06 LOTTO	420.8 K
07 ACERBIS	322.3 K
08 MACRON	296.3 K
09 JOMA	214.5 K
10 KAPPA	166.6 K

*[updated on October 04, 2021]

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IQUII SPORT

FRANCE Brands

CLUBS
20

SPORT BRANDS
10

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

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION — 18 CLUBS

BUNDESLIGA

SECOND DIVISION — 18 CLUBS

BUNDESLIGA

GERMANY

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IQUII SPORT

GERMANY Snapshot / First Division

BUNDESLIGA

18

CLUBS

Total 1.Bundesliga football clubs analysed.

8

BRANDS

Total 1.Bundesliga Sport Brands on jerseys analysed.

146.9 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

78.7 M

BUNDESLIGA

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

CLUBS	FANS
01 FC BAYERN MÜNCHEN	53.2 M
02 BORUSSIA DORTMUND	15.2 M
03 BAYER 04 LEVERKUSEN	2.8 M
04 VFL WOLFSBURG	1.5 M
05 BORUSSIA MÖNCHENGLADBACH	1.2 M
06 EINTRACHT FRANKFURT	904.8 K
07 1.FC KÖLN	769.4 K
08 RASENBALLSPORT LEIPZIG	617.0 K
09 VFB STUTTGART	540.1 K
10 1.FSV MAINZ 05	422.6 K
11 HERTHA BSC	383.7 K
12 TSG 1899 HOFFENHEIM	315.4 K
13 SC FREIBURG	257.0 K
14 FC AUGSBURG	254.8 K
15 1.FC UNION BERLIN	165.6 K
16 VFL BOCHUM	131.3 K
17 ARMINIA BIELEFELD	107.3 K
18 SPVGG GREUTHER FÜRTH	66.2 K

*[updated on October 04, 2021]

Where FB Likes not available, we considered Followers.

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IQUII SPORT

GERMANY Twitter

TOTAL FANBASE

14.4 M

BUNDESLIGA

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

CLUBS	FANS
01 FC BAYERN MÜNCHEN	5.7 M
02 BORUSSIA DORTMUND	4.0 M
03 1.FC KÖLN	639.9 K
04 VFB STUTTGART	527.3 K
05 BORUSSIA MÖNCHENGLADBACH	514.3 K
06 EINTRACHT FRANKFURT	513.8 K
07 BAYER 04 LEVERKUSEN	425.3 K
08 HERTHA BSC	357.2 K
09 VFL WOLFSBURG	286.9 K
10 SC FREIBURG	278.3 K
11 RASENBALLSPORT LEIPZIG	220.1 K
12 TSG 1899 HOFFENHEIM	208.7 K
13 FC AUGSBURG	202.1 K
14 1.FSV MAINZ 05	192.9 K
15 1.FC UNION BERLIN	159.0 K
16 VFL BOCHUM	108.9 K
17 ARMINIA BIELEFELD	90.3 K
18 SPVGG GREUTHER FÜRTH	53.4 K

*[updated on October 04, 2021]

Local accounts only have been considered.

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IQUII SPORT

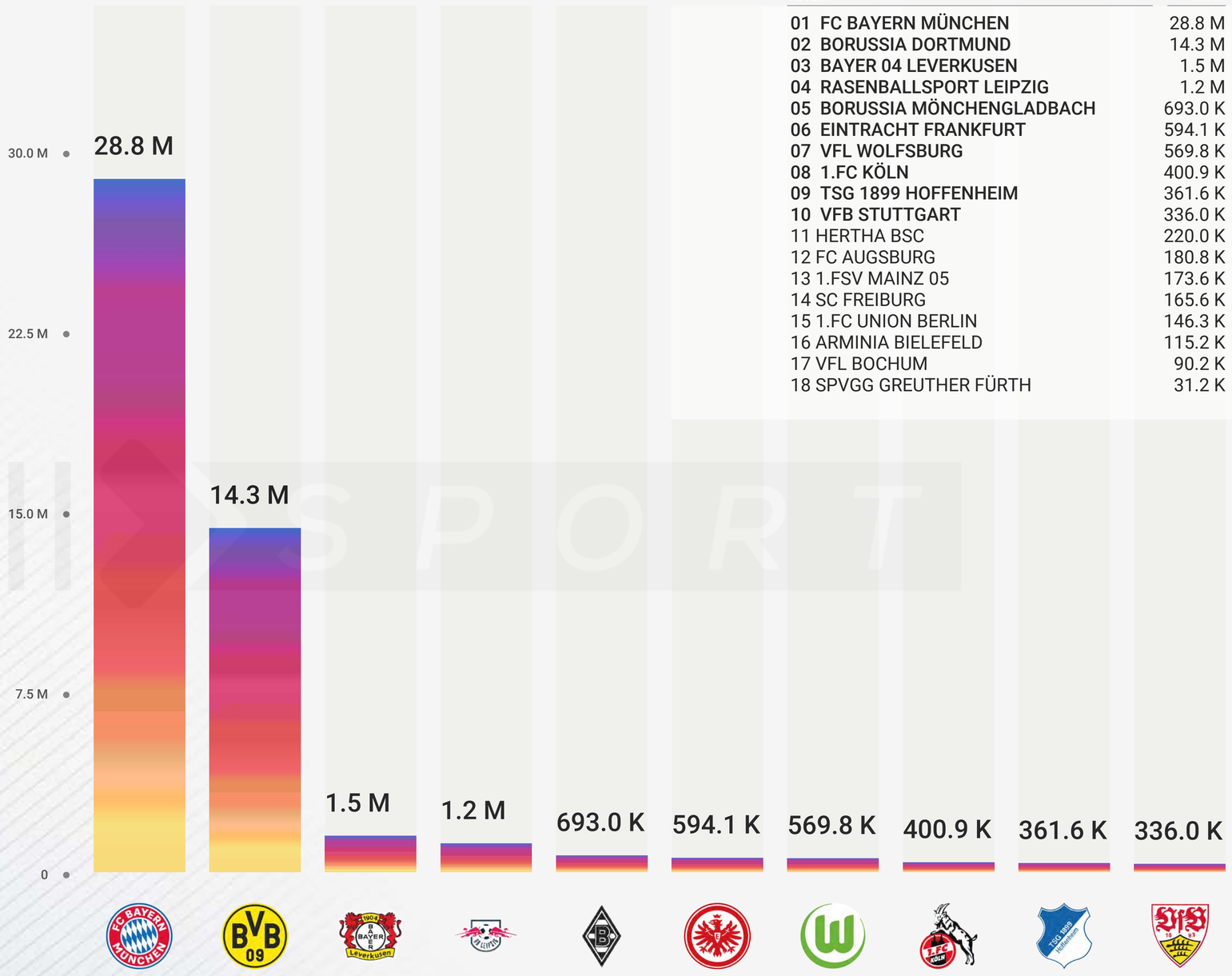
GERMANY Instagram

TOTAL FANBASE

49.9 M

BUNDESLIGA

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



CLUBS	FANS
01 FC BAYERN MÜNCHEN	28.8 M
02 BORUSSIA DORTMUND	14.3 M
03 BAYER 04 LEVERKUSEN	1.5 M
04 RASENBALLSPORT LEIPZIG	1.2 M
05 BORUSSIA MÖNCHENGLADBACH	693.0 K
06 EINTRACHT FRANKFURT	594.1 K
07 VFL WOLFSBURG	569.8 K
08 1.FC KÖLN	400.9 K
09 TSG 1899 HOFFENHEIM	361.6 K
10 VFB STUTTGART	336.0 K
11 HERTHA BSC	220.0 K
12 FC AUGSBURG	180.8 K
13 1.FSV MAINZ 05	173.6 K
14 SC FREIBURG	165.6 K
15 1.FC UNION BERLIN	146.3 K
16 ARMINIA BIELEFELD	115.2 K
17 VFL BOCHUM	90.2 K
18 SPVGG GREUTHER FÜRTH	31.2 K

*[updated on October 04, 2021]

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IQUII SPORT

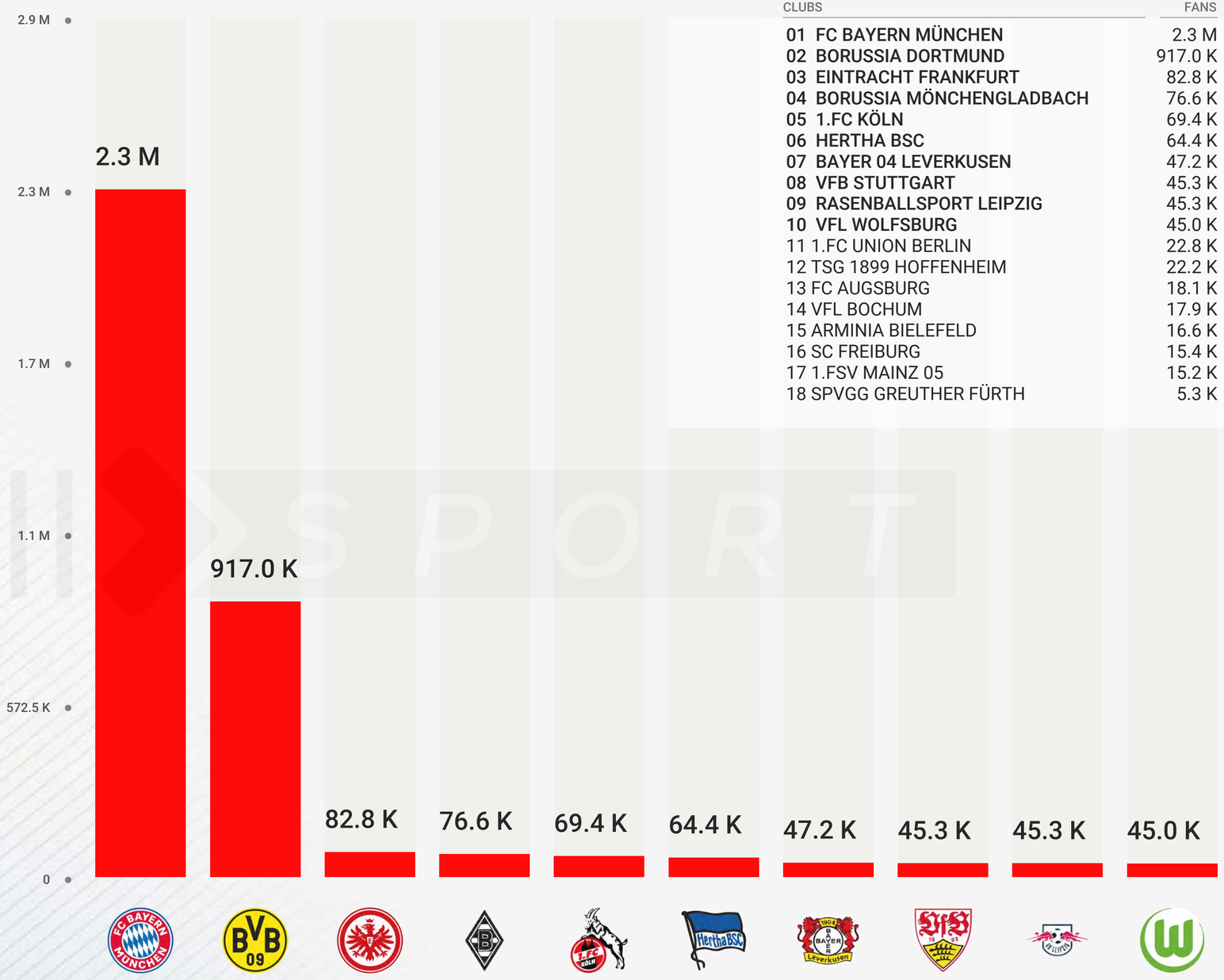
GERMANY YouTube

TOTAL FANBASE

3.8 M

BUNDESLIGA

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



CLUBS	FANS
01 FC BAYERN MÜNCHEN	2.3 M
02 BORUSSIA DORTMUND	917.0 K
03 EINTRACHT FRANKFURT	82.8 K
04 BORUSSIA MÖNCHENGLADBACH	76.6 K
05 1.FC KÖLN	69.4 K
06 HERTHA BSC	64.4 K
07 BAYER 04 LEVERKUSEN	47.2 K
08 VFB STUTTGART	45.3 K
09 RASENBALLSPORT LEIPZIG	45.3 K
10 VFL WOLFSBURG	45.0 K
11 1.FC UNION BERLIN	22.8 K
12 TSG 1899 HOFFENHEIM	22.2 K
13 FC AUGSBURG	18.1 K
14 VFL BOCHUM	17.9 K
15 ARMINIA BIELEFELD	16.6 K
16 SC FREIBURG	15.4 K
17 1.FSV MAINZ 05	15.2 K
18 SPVGG GREUTHER FÜRTH	5.3 K

*[updated on October 04, 2021]

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

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IQUII SPORT

GERMANY Social

TOTAL FANBASE

146.9 M

BUNDESLIGA

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

CLUBS	FANS
01 FC BAYERN MÜNCHEN	90.0 M
02 BORUSSIA DORTMUND	34.3 M
03 BAYER 04 LEVERKUSEN	4.8 M
04 BORUSSIA MÖNCHENGLADBACH	2.5 M
05 VFL WOLFSBURG	2.4 M
06 EINTRACHT FRANKFURT	2.1 M
07 RASENBALLSPORT LEIPZIG	2.1 M
08 1.FC KÖLN	1.9 M
09 VFB STUTTGART	1.4 M
10 HERTHA BSC	1.0 M
11 TSG 1899 HOFFENHEIM	907.9 K
12 1.FSV MAINZ 05	804.3 K
13 SC FREIBURG	716.4 K
14 FC AUGSBURG	655.8 K
15 1.FC UNION BERLIN	493.8 K
16 VFL BOCHUM	348.3 K
17 ARMINIA BIELEFELD	329.4 K
18 SPVGG GREUTHER FÜRTH	156.1 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

***[updated on October 04, 2021]**

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IQUII SPORT

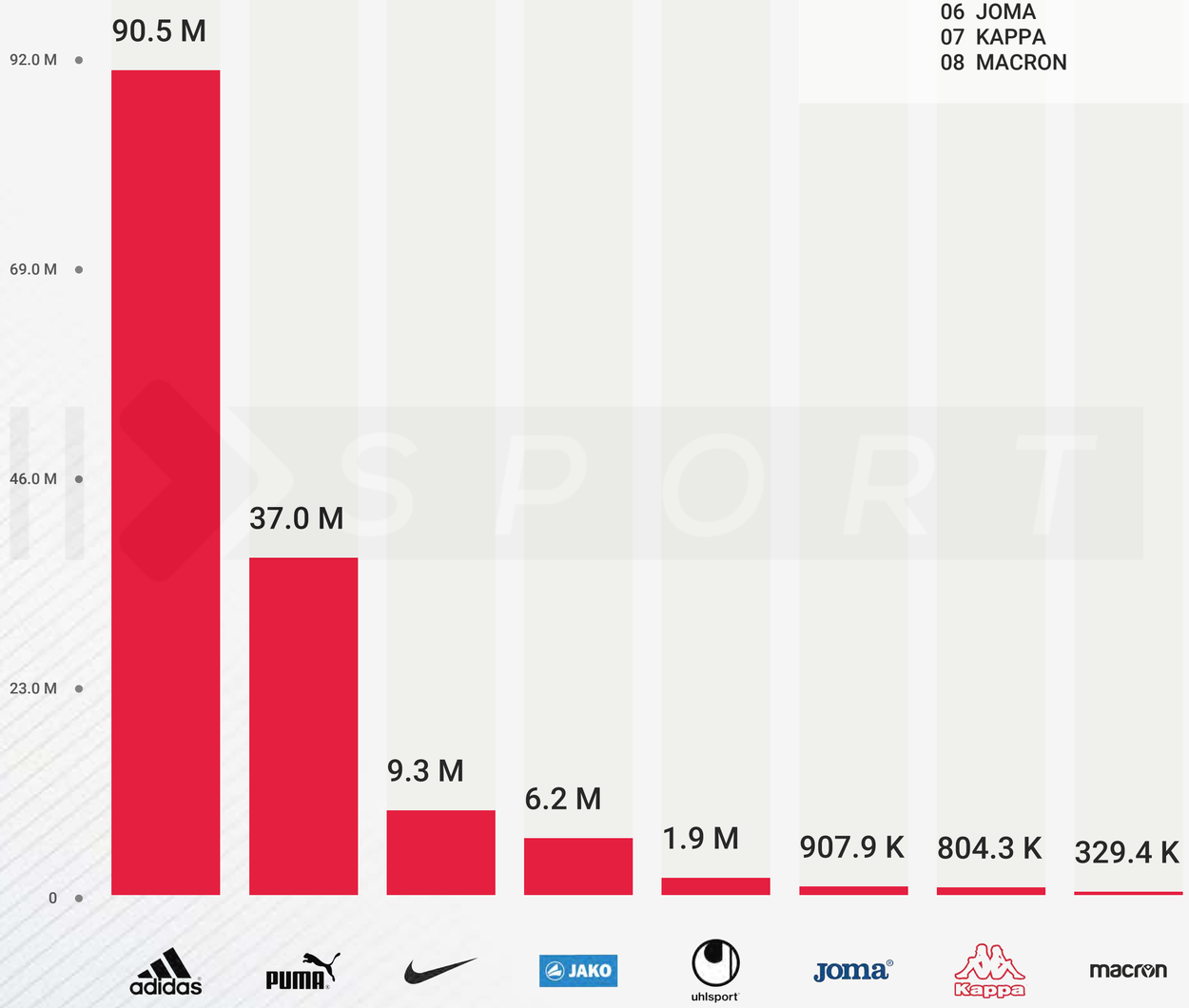
GERMANY Brands

TOTAL FANBASE

146.9 M

BUNDESLIGA

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



BRANDS	FANS
01 ADIDAS	90.5 M
02 PUMA	37.0 M
03 NIKE	9.3 M
04 JAKO	6.2 M
05 UHLSPORT	1.9 M
06 JOMA	907.9 K
07 KAPPA	804.3 K
08 MACRON	329.4 K

*[updated on October 04, 2021]

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IQUII SPORT

GERMANY Brands

CLUBS
18

SPORT BRANDS
8

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

*[updated on October 04, 2021]

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IQUII SPORT

GERMANY Snapshot / Second Division

BUNDESLIGA

18

CLUBS

Total 2.Bundesliga football clubs analysed.

8

BRANDS

Total 2.Bundesliga Sport Brands on jerseys analysed.

14.6 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

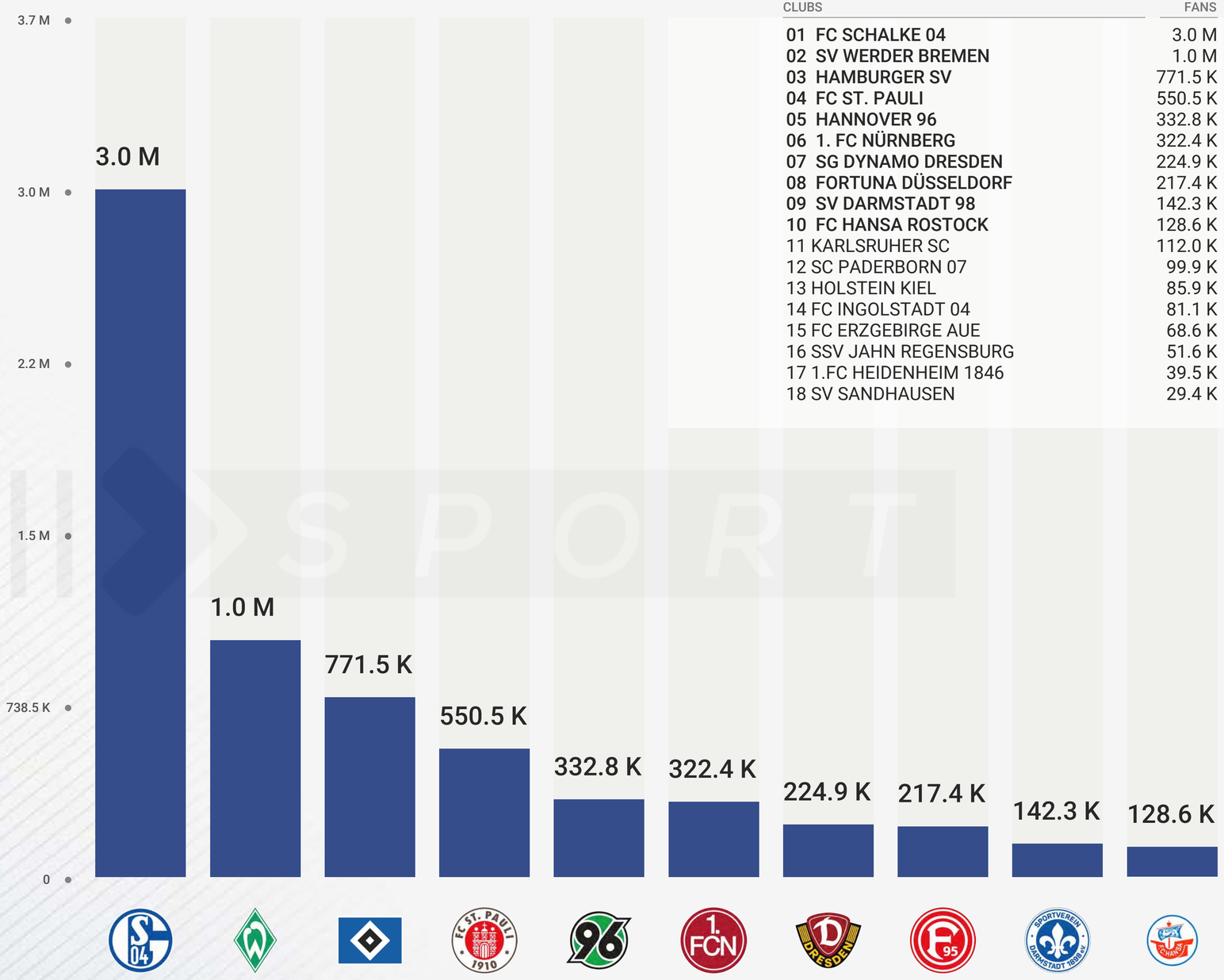
GERMANY Facebook

TOTAL FANBASE

7.2 M

BUNDESLIGA

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



CLUBS	FANS
01 FC SCHALKE 04	3.0 M
02 SV WERDER BREMEN	1.0 M
03 HAMBURGER SV	771.5 K
04 FC ST. PAULI	550.5 K
05 HANNOVER 96	332.8 K
06 1. FC NÜRNBERG	322.4 K
07 SG DYNAMO DRESDEN	224.9 K
08 FORTUNA DÜSSELDORF	217.4 K
09 SV DARMSTADT 98	142.3 K
10 FC HANSA ROSTOCK	128.6 K
11 KARLSRUHER SC	112.0 K
12 SC PADERBORN 07	99.9 K
13 HOLSTEIN KIEL	85.9 K
14 FC INGOLSTADT 04	81.1 K
15 FC ERZGEBIRGE AUE	68.6 K
16 SSV JAHN REGENSBURG	51.6 K
17 1.FC HEIDENHEIM 1846	39.5 K
18 SV SANDHAUSEN	29.4 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

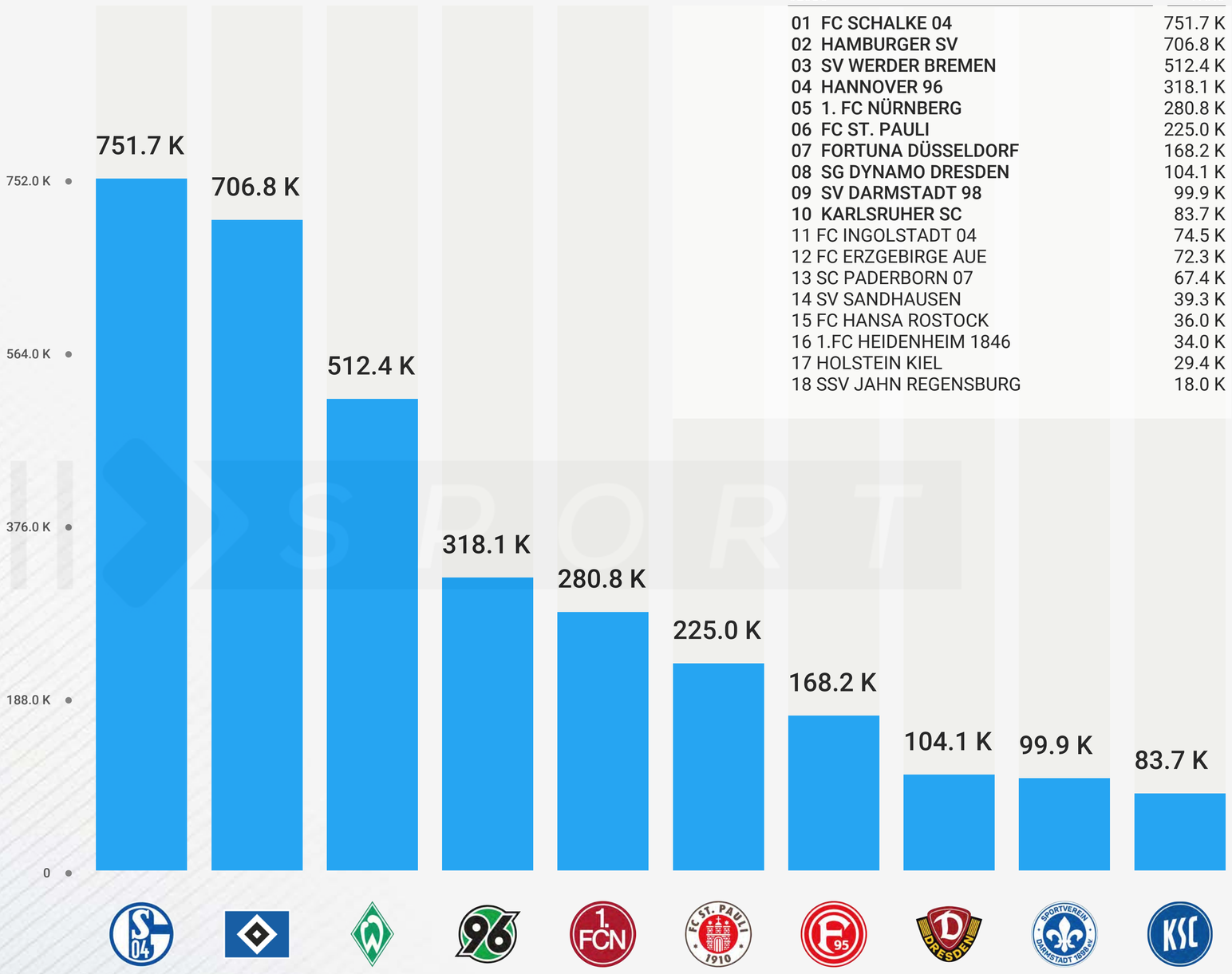
GERMANY Twitter

TOTAL FANBASE

3.6 M

BUNDESLIGA

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



CLUBS	FANS
01 FC SCHALKE 04	751.7 K
02 HAMBURGER SV	706.8 K
03 SV WERDER BREMEN	512.4 K
04 HANNOVER 96	318.1 K
05 1. FC NÜRNBERG	280.8 K
06 FC ST. PAULI	225.0 K
07 FORTUNA DÜSSELDORF	168.2 K
08 SG DYNAMO DRESDEN	104.1 K
09 SV DARMSTADT 98	99.9 K
10 KARLSRUHER SC	83.7 K
11 FC INGOLSTADT 04	74.5 K
12 FC ERZGEBIRGE AUE	72.3 K
13 SC PADERBORN 07	67.4 K
14 SV SANDHAUSEN	39.3 K
15 FC HANSA ROSTOCK	36.0 K
16 1.FC HEIDENHEIM 1846	34.0 K
17 HOLSTEIN KIEL	29.4 K
18 SSV JAHN REGENSBURG	18.0 K

Local accounts only have been considered.

*[updated on October 04, 2021]

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IQUII SPORT

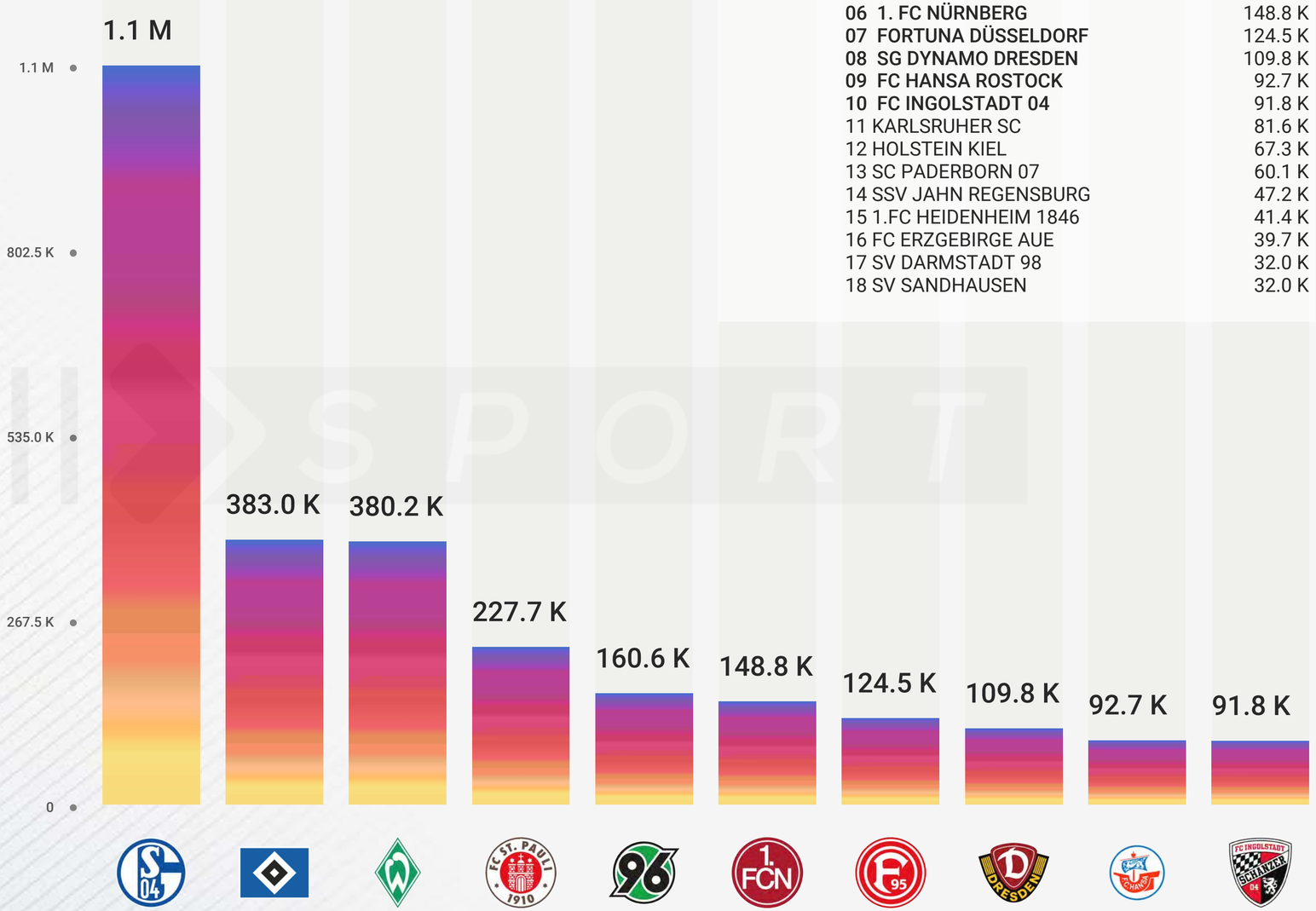
GERMANY Instagram

TOTAL FANBASE

3.2 M

BUNDESLIGA

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



CLUBS	FANS
01 FC SCHALKE 04	1.1 M
02 HAMBURGER SV	383.0 K
03 SV WERDER BREMEN	380.2 K
04 FC ST. PAULI	227.7 K
05 HANNOVER 96	160.6 K
06 1. FC NÜRNBERG	148.8 K
07 FORTUNA DÜSSELDORF	124.5 K
08 SG DYNAMO DRESDEN	109.8 K
09 FC HANSA ROSTOCK	92.7 K
10 FC INGOLSTADT 04	91.8 K
11 KARLSRUHER SC	81.6 K
12 HOLSTEIN KIEL	67.3 K
13 SC PADERBORN 07	60.1 K
14 SSV JAHN REGENSBURG	47.2 K
15 1.FC HEIDENHEIM 1846	41.4 K
16 FC ERZGEBIRGE AUE	39.7 K
17 SV DARMSTADT 98	32.0 K
18 SV SANDHAUSEN	32.0 K

*[updated on October 04, 2021]

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IQUII SPORT

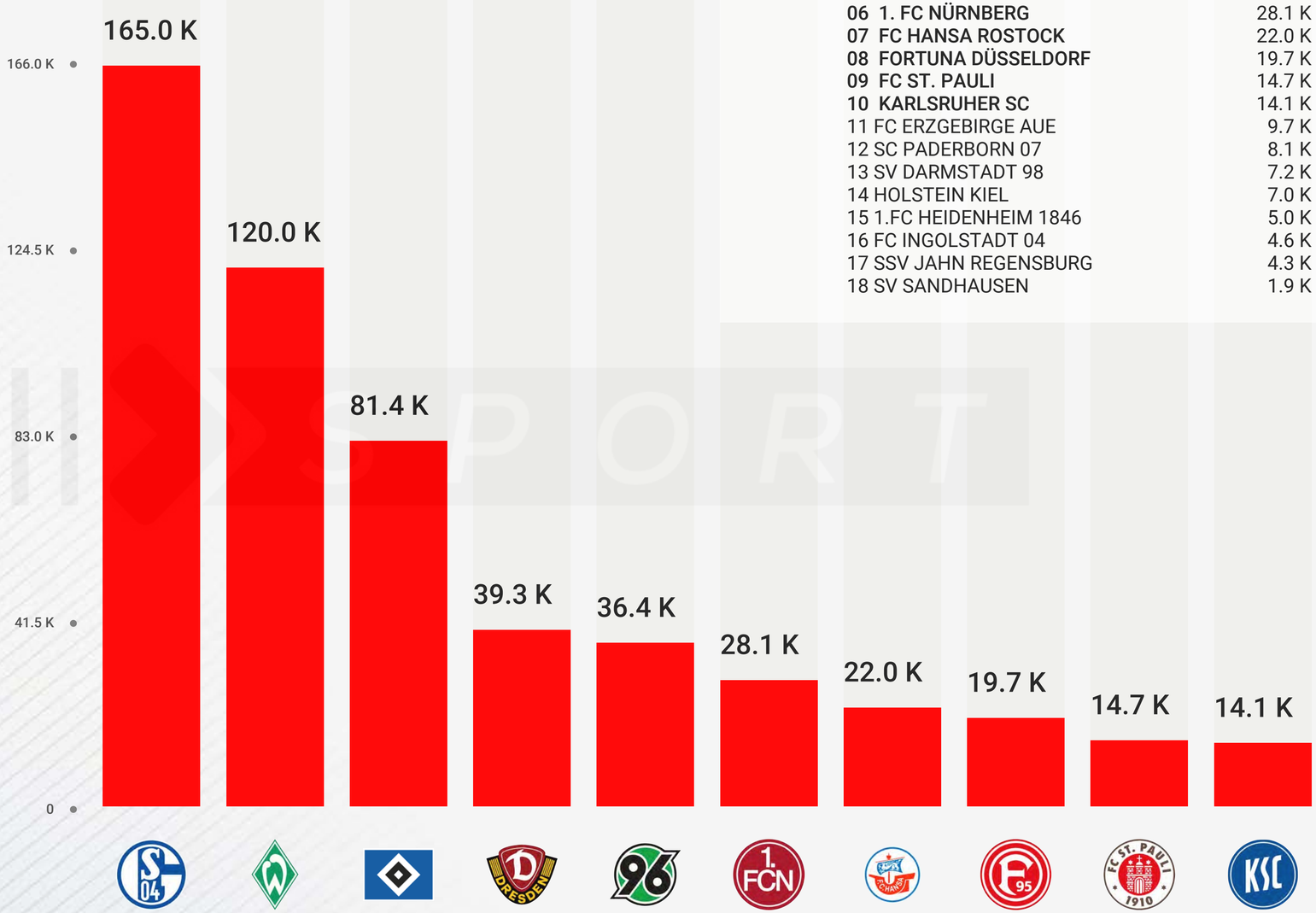
GERMANY YouTube

TOTAL FANBASE

589 K

BUNDESLIGA

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



CLUBS	FANS
01 FC SCHALKE 04	165.0 K
02 SV WERDER BREMEN	120.0 K
03 HAMBURGER SV	81.4 K
04 SG DYNAMO DRESDEN	39.3 K
05 HANNOVER 96	36.4 K
06 1. FC NÜRNBERG	28.1 K
07 FC HANSA ROSTOCK	22.0 K
08 FORTUNA DÜSSELDORF	19.7 K
09 FC ST. PAULI	14.7 K
10 KARLSRUHER SC	14.1 K
11 FC ERZGEBIRGE AUE	9.7 K
12 SC PADERBORN 07	8.1 K
13 SV DARMSTADT 98	7.2 K
14 HOLSTEIN KIEL	7.0 K
15 1.FC HEIDENHEIM 1846	5.0 K
16 FC INGOLSTADT 04	4.6 K
17 SSV JAHN REGENSBURG	4.3 K
18 SV SANDHAUSEN	1.9 K

*[updated on October 04, 2021]

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IQUII SPORT

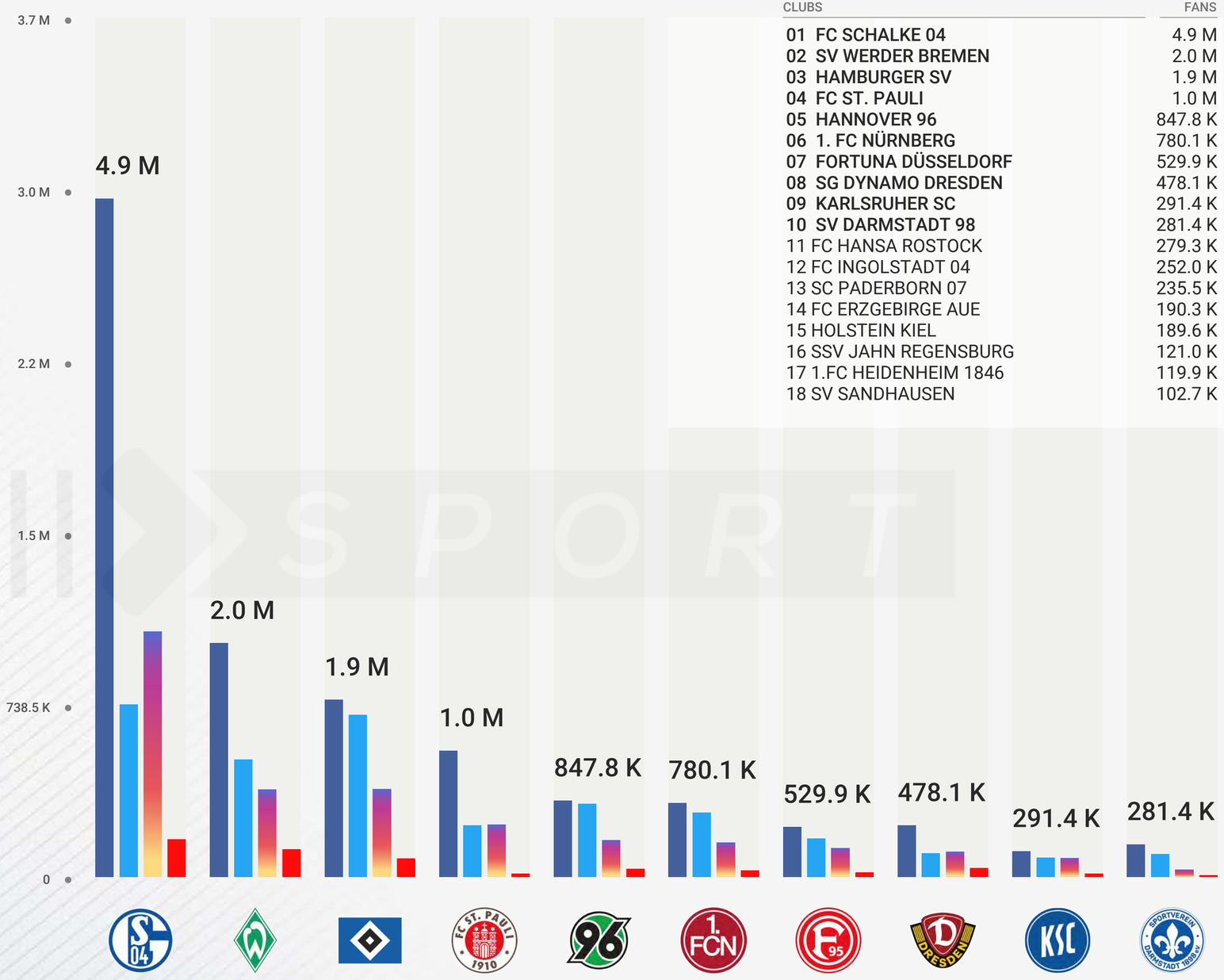
GERMANY Social

TOTAL FANBASE

14.6 M

BUNDESLIGA

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



CLUBS	FANS
01 FC SCHALKE 04	4.9 M
02 SV WERDER BREMEN	2.0 M
03 HAMBURGER SV	1.9 M
04 FC ST. PAULI	1.0 M
05 HANNOVER 96	847.8 K
06 1. FC NÜRNBERG	780.1 K
07 FORTUNA DÜSSELDORF	529.9 K
08 SG DYNAMO DRESDEN	478.1 K
09 KARLSRUHER SC	291.4 K
10 SV DARMSTADT 98	281.4 K
11 FC HANSA ROSTOCK	279.3 K
12 FC INGOLSTADT 04	252.0 K
13 SC PADERBORN 07	235.5 K
14 FC ERZGEBIRGE AUE	190.3 K
15 HOLSTEIN KIEL	189.6 K
16 SSV JAHN REGENSBURG	121.0 K
17 1.FC HEIDENHEIM 1846	119.9 K
18 SV SANDHAUSEN	102.7 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

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

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IQUII SPORT

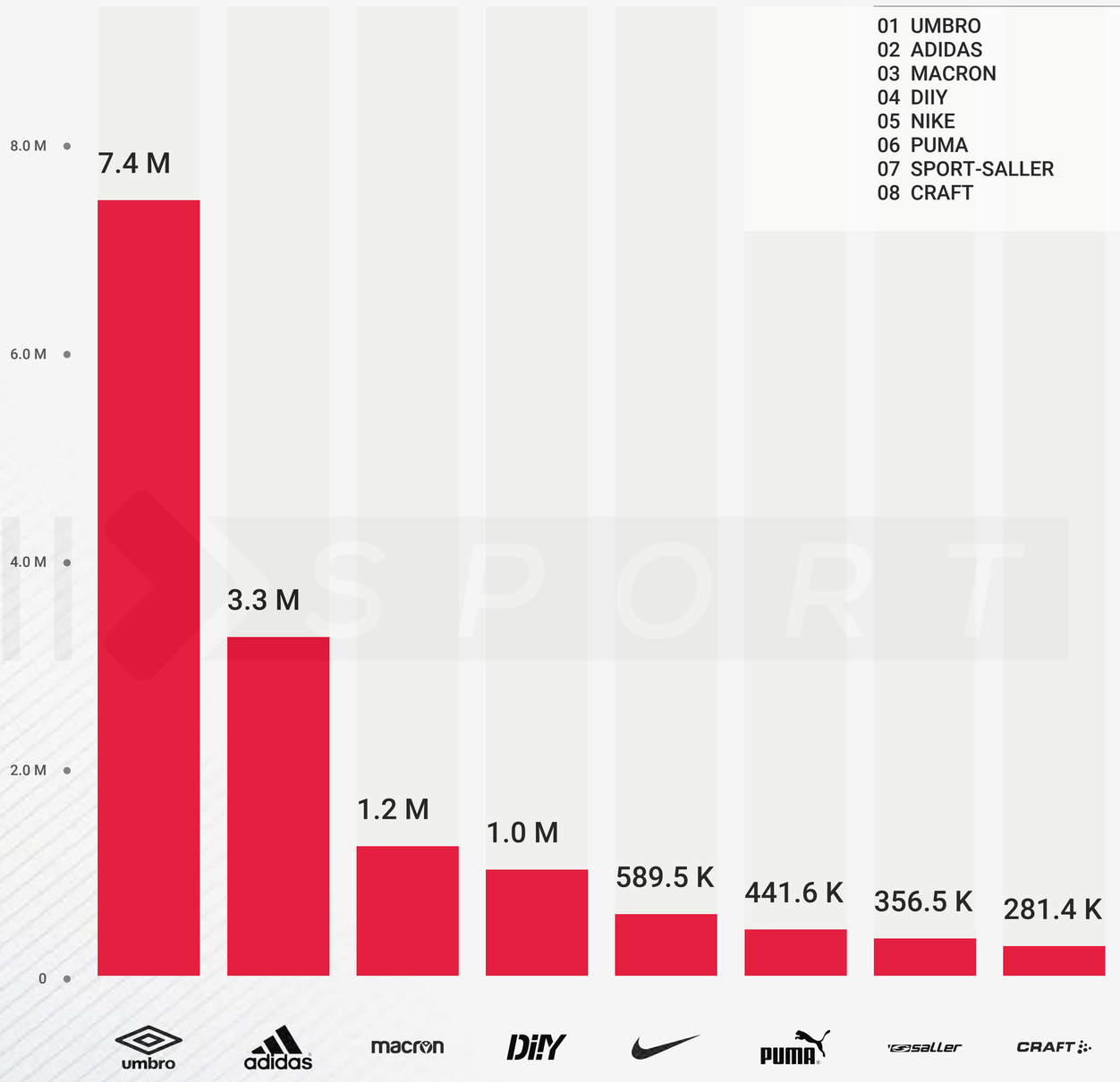
GERMANY Brands

TOTAL FANBASE

14.6 M

BUNDESLIGA

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



BRANDS	FANS
01 UMBRO	7.4 M
02 ADIDAS	3.3 M
03 MACRON	1.2 M
04 DIIY	1.0 M
05 NIKE	589.5 K
06 PUMA	441.6 K
07 SPORT-SALLER	356.5 K
08 CRAFT	281.4 K

*[updated on October 04, 2021]

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IQUII SPORT

GERMANY Brands

CLUBS
18

SPORT BRANDS
8

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

*[updated on October 04, 2021]

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IQUII SPORT

SPAIN Snapshot / First Division

LaLiga Santander

20

CLUBS

Total LaLiga football clubs analysed.

9

BRANDS

Total LaLiga Sport Brands on jerseys analysed.

579.4 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

SPAIN Facebook

TOTAL FANBASE

241.7 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Facebook.

CLUBS	FANS
01 REAL MADRID CF	111.2 M
02 FC BARCELONA	103.5 M
03 ATLÉTICO DE MADRID	13.8 M
04 VALENCIA CF	3.4 M
05 FC SEVILLA	2.0 M
06 REAL BETIS BALOMPIÉ	1.4 M
07 REAL SOCIEDAD	1.2 M
08 ATHLETIC CLUB	1.1 M
09 VILLARREAL CF	1.0 M
10 CELTA DE VIGO	582.5 K
11 RCD ESPANYOL BARCELONA	451.1 K
12 GRANADA CF	410.2 K
13 CA OSASUNA	267.0 K
14 LEVANTE UD	259.9 K
15 ELCHE CF	258.0 K
16 RCD MALLORCA	254.8 K
17 CÁDIZ CF	217.0 K
18 GETAFE CF	192.5 K
19 DEPORTIVO ALAVÉS	150.2 K
20 RAYO VALLECANO DE MADRID	90.2 K

*[updated on October 04, 2021]

Where FB Likes not available, we considered Followers.

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IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

91.1 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Twitter.

CLUBS	FANS
01 REAL MADRID CF	38.7 M
02 FC BARCELONA	38.3 M
03 ATLÉTICO DE MADRID	5.1 M
04 VALENCIA CF	1.3 M
05 FC SEVILLA	1.0 M
06 ATHLETIC CLUB	926.0 K
07 REAL BETIS BALOMPIÉ	863.0 K
08 REAL SOCIEDAD	674.9 K
09 VILLARREAL CF	546.8 K
10 RCD ESPANYOL BARCELONA	485.0 K
11 CELTA DE VIGO	480.2 K
12 RAYO VALLECANO DE MADRID	436.9 K
13 LEVANTE UD	432.0 K
14 GRANADA CF	411.7 K
15 RCD MALLORCA	323.6 K
16 CA OSASUNA	254.6 K
17 ELCHE CF	244.0 K
18 DEPORTIVO ALAVÉS	231.3 K
19 CÁDIZ CF	181.8 K
20 GETAFE CF	147.4 K

*[updated on October 04, 2021]

Local accounts only have been considered.

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IQUII SPORT

SPAIN Instagram

TOTAL FANBASE

225.9 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Instagram.

CLUBS	FANS
01 REAL MADRID CF	104.4 M
02 FC BARCELONA	101.2 M
03 ATLÉTICO DE MADRID	12.7 M
04 FC SEVILLA	1.4 M
05 REAL BETIS BALOMPIÉ	1.1 M
06 VILLARREAL CF	1.0 M
07 VALENCIA CF	1.0 M
08 ATHLETIC CLUB	514.3 K
09 REAL SOCIEDAD	412.2 K
10 CELTA DE VIGO	296.2 K
11 RCD ESPANYOL BARCELONA	290.0 K
12 GRANADA CF	247.7 K
13 LEVANTE UD	209.6 K
14 GETAFE CF	199.0 K
15 CÁDIZ CF	178.4 K
16 RCD MALLORCA	166.6 K
17 ELCHE CF	138.7 K
18 RAYO VALLECANO DE MADRID	137.8 K
19 CA OSASUNA	129.1 K
20 DEPORTIVO ALAVÉS	95.9 K

*[updated on October 04, 2021]

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IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

20.7 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on YouTube.

CLUBS	FANS
01 FC BARCELONA	12.5 M
02 REAL MADRID CF	6.8 M
03 REAL BETIS BALOMPIÉ	412.0 K
04 ATLÉTICO DE MADRID	316.0 K
05 FC SEVILLA	150.0 K
06 VALENCIA CF	108.0 K
07 ATHLETIC CLUB	87.3 K
08 REAL SOCIEDAD	71.6 K
09 CELTA DE VIGO	39.5 K
10 RCD MALLORCA	38.6 K
11 LEVANTE UD	29.8 K
12 CÁDIZ CF	28.2 K
13 RCD ESPANYOL BARCELONA	27.4 K
14 CA OSASUNA	19.6 K
15 RAYO VALLECANO DE MADRID	18.7 K
16 GRANADA CF	16.0 K
17 VILLARREAL CF	15.5 K
18 DEPORTIVO ALAVÉS	12.9 K
19 GETAFE CF	12.6 K
20 ELCHE CF	9.2 K

*[updated on October 04, 2021]

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

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IQUII SPORT

SPAIN Social

TOTAL FANBASE

579.4 M

LaLiga Santander

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

CLUBS	FANS
01 REAL MADRID CF	261.2 M
02 FC BARCELONA	255.5 M
03 ATLÉTICO DE MADRID	31.9 M
04 VALENCIA CF	5.8 M
05 FC SEVILLA	4.6 M
06 REAL BETIS BALOMPIÉ	3.8 M
07 VILLARREAL CF	2.6 M
08 ATHLETIC CLUB	2.6 M
09 REAL SOCIEDAD	2.4 M
10 CELTA DE VIGO	1.4 M
11 RCD ESPANYOL BARCELONA	1.3 M
12 GRANADA CF	1.1 M
13 LEVANTE UD	931.3 K
14 RCD MALLORCA	783.5 K
15 RAYO VALLECANO DE MADRID	683.7 K
16 CA OSASUNA	670.4 K
17 ELCHE CF	649.8 K
18 CÁDIZ CF	605.4 K
19 GETAFE CF	551.6 K
20 DEPORTIVO ALAVÉS	490.3 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

*[updated on October 04, 2021]

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

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IQUII SPORT

SPAIN Brands

TOTAL FANBASE

579.4 M

LaLiga Santander

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

BRANDS	FANS
01 NIKE	294.5 M
02 ADIDAS	263.2 M
03 PUMA	5.8 M
04 MACRON	3.9 M
05 KAPPA	3.8 M
06 JOMA	3.2 M
07 NEW BALANCE	2.6 M
08 KELME	1.7 M
09 UMBRO	683.7 K

*[updated on October 04, 2021]

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IQUII SPORT

SPAIN Brands

CLUBS
20

SPORT BRANDS
9

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

*[updated on October 04, 2021]

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IQUII SPORT

SPAIN Snapshot / Second Division

LaLiga SmartBank

22

CLUBS

Total LaLiga 2 football clubs analysed.

7

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

14.6 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

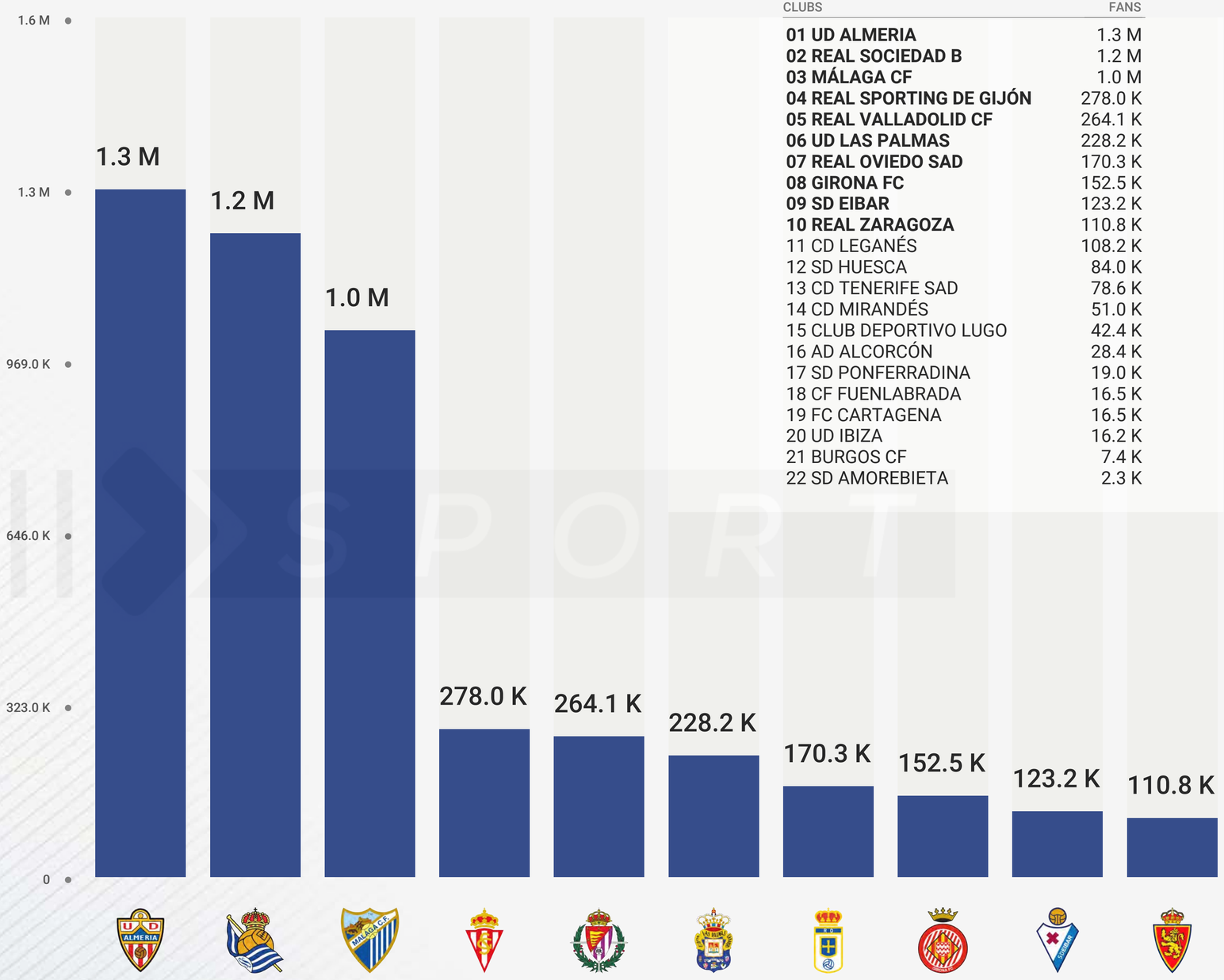
SPAIN Facebook

TOTAL FANBASE

5.3 M

LaLiga SmartBank

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



CLUBS	FANS
01 UD ALMERIA	1.3 M
02 REAL SOCIEDAD B	1.2 M
03 MÁLAGA CF	1.0 M
04 REAL SPORTING DE GIJÓN	278.0 K
05 REAL VALLADOLID CF	264.1 K
06 UD LAS PALMAS	228.2 K
07 REAL OVIEDO SAD	170.3 K
08 GIRONA FC	152.5 K
09 SD EIBAR	123.2 K
10 REAL ZARAGOZA	110.8 K
11 CD LEGANÉS	108.2 K
12 SD HUESCA	84.0 K
13 CD TENERIFE SAD	78.6 K
14 CD MIRANDÉS	51.0 K
15 CLUB DEPORTIVO LUGO	42.4 K
16 AD ALCORCÓN	28.4 K
17 SD PONFERRADINA	19.0 K
18 CF FUENLABRADA	16.5 K
19 FC CARTAGENA	16.5 K
20 UD IBIZA	16.2 K
21 BURGOS CF	7.4 K
22 SD AMOREBIETA	2.3 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

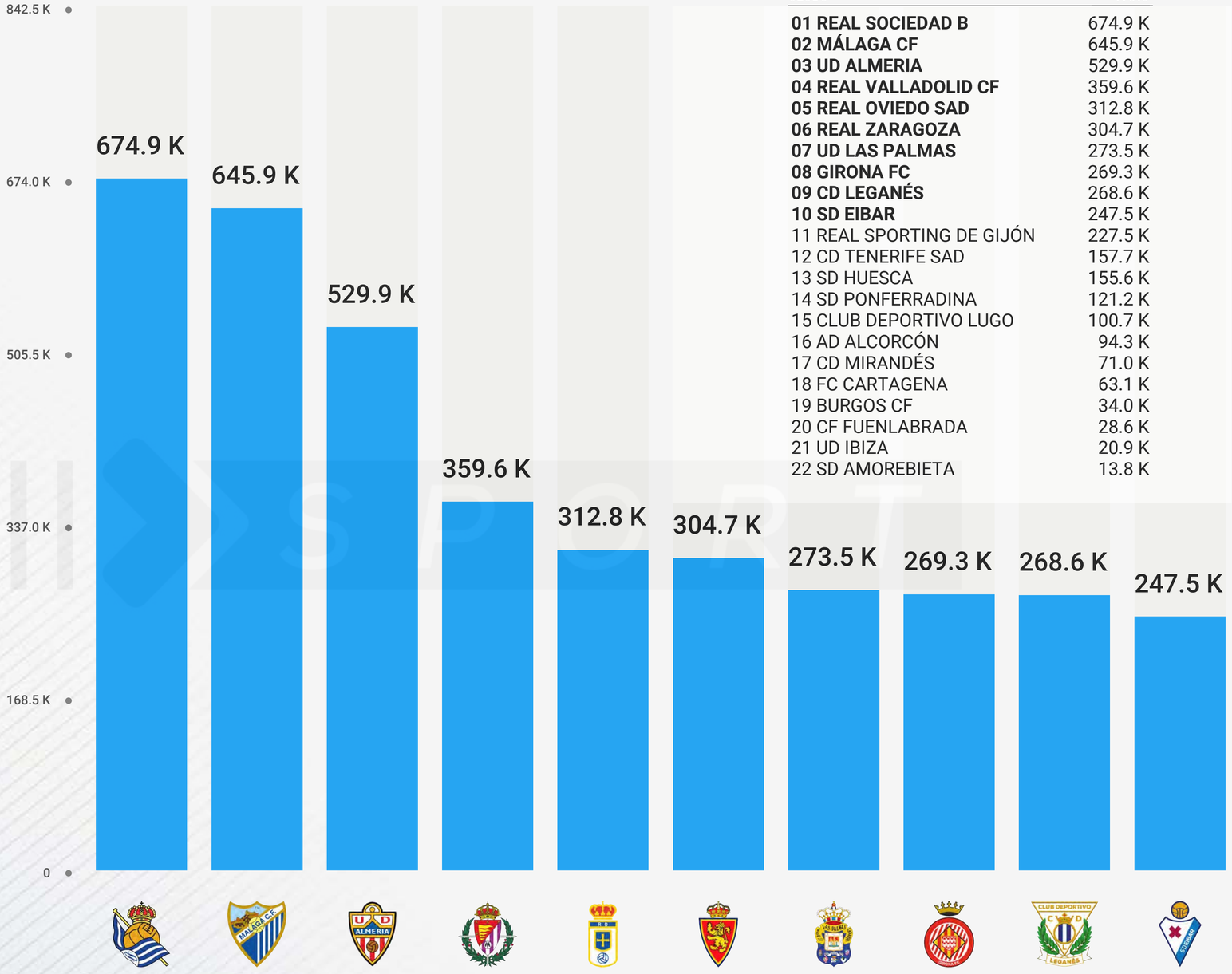
SPAIN Twitter

TOTAL FANBASE

5.0 M

LaLiga SmartBank

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



CLUBS	FANS
01 REAL SOCIEDAD B	674.9 K
02 MÁLAGA CF	645.9 K
03 UD ALMERIA	529.9 K
04 REAL VALLADOLID CF	359.6 K
05 REAL OVIEDO SAD	312.8 K
06 REAL ZARAGOZA	304.7 K
07 UD LAS PALMAS	273.5 K
08 GIRONA FC	269.3 K
09 CD LEGANÉS	268.6 K
10 SD EIBAR	247.5 K
11 REAL SPORTING DE GIJÓN	227.5 K
12 CD TENERIFE SAD	157.7 K
13 SD HUESCA	155.6 K
14 SD PONFERRADINA	121.2 K
15 CLUB DEPORTIVO LUGO	100.7 K
16 AD ALCORCÓN	94.3 K
17 CD MIRANDÉS	71.0 K
18 FC CARTAGENA	63.1 K
19 BURGOS CF	34.0 K
20 CF FUENLABRADA	28.6 K
21 UD IBIZA	20.9 K
22 SD AMOREBIETA	13.8 K

Local accounts only have been considered.

*[updated on October 04, 2021]

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IQUII SPORT

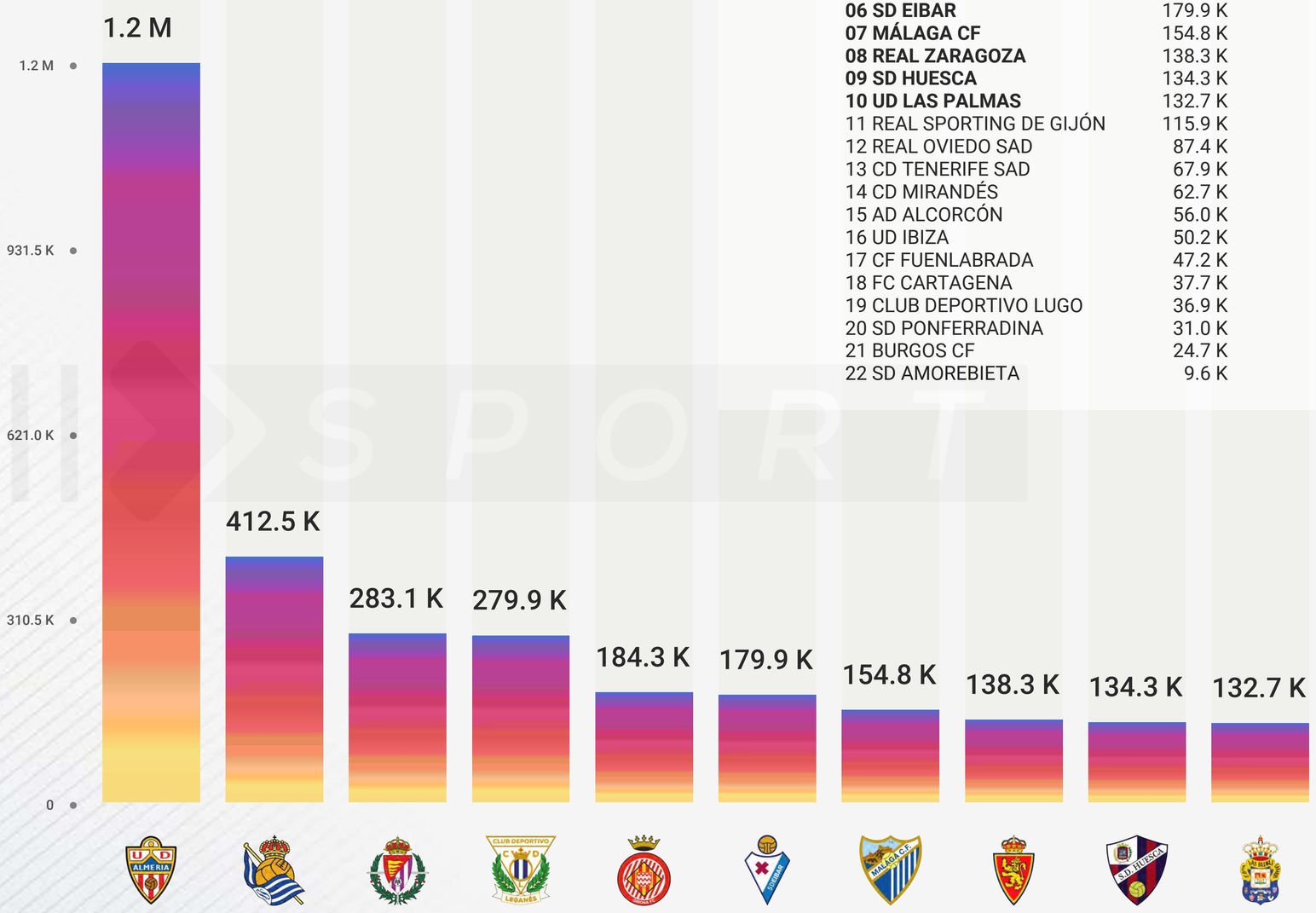
SPAIN Instagram

TOTAL FANBASE

3.8 M

LaLiga SmartBank

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



CLUBS	FANS
01 UD ALMERIA	1.2 M
02 REAL SOCIEDAD B	412.5 K
03 REAL VALLADOLID CF	283.1 K
04 CD LEGANÉS	279.9 K
05 GIRONA FC	184.3 K
06 SD EIBAR	179.9 K
07 MÁLAGA CF	154.8 K
08 REAL ZARAGOZA	138.3 K
09 SD HUESCA	134.3 K
10 UD LAS PALMAS	132.7 K
11 REAL SPORTING DE GIJÓN	115.9 K
12 REAL OVIEDO SAD	87.4 K
13 CD TENERIFE SAD	67.9 K
14 CD MIRANDÉS	62.7 K
15 AD ALCORCÓN	56.0 K
16 UD IBIZA	50.2 K
17 CF FUENLABRADA	47.2 K
18 FC CARTAGENA	37.7 K
19 CLUB DEPORTIVO LUGO	36.9 K
20 SD PONFERRADINA	31.0 K
21 BURGOS CF	24.7 K
22 SD AMOREBIETA	9.6 K

*[updated on October 04, 2021]

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IQUII SPORT

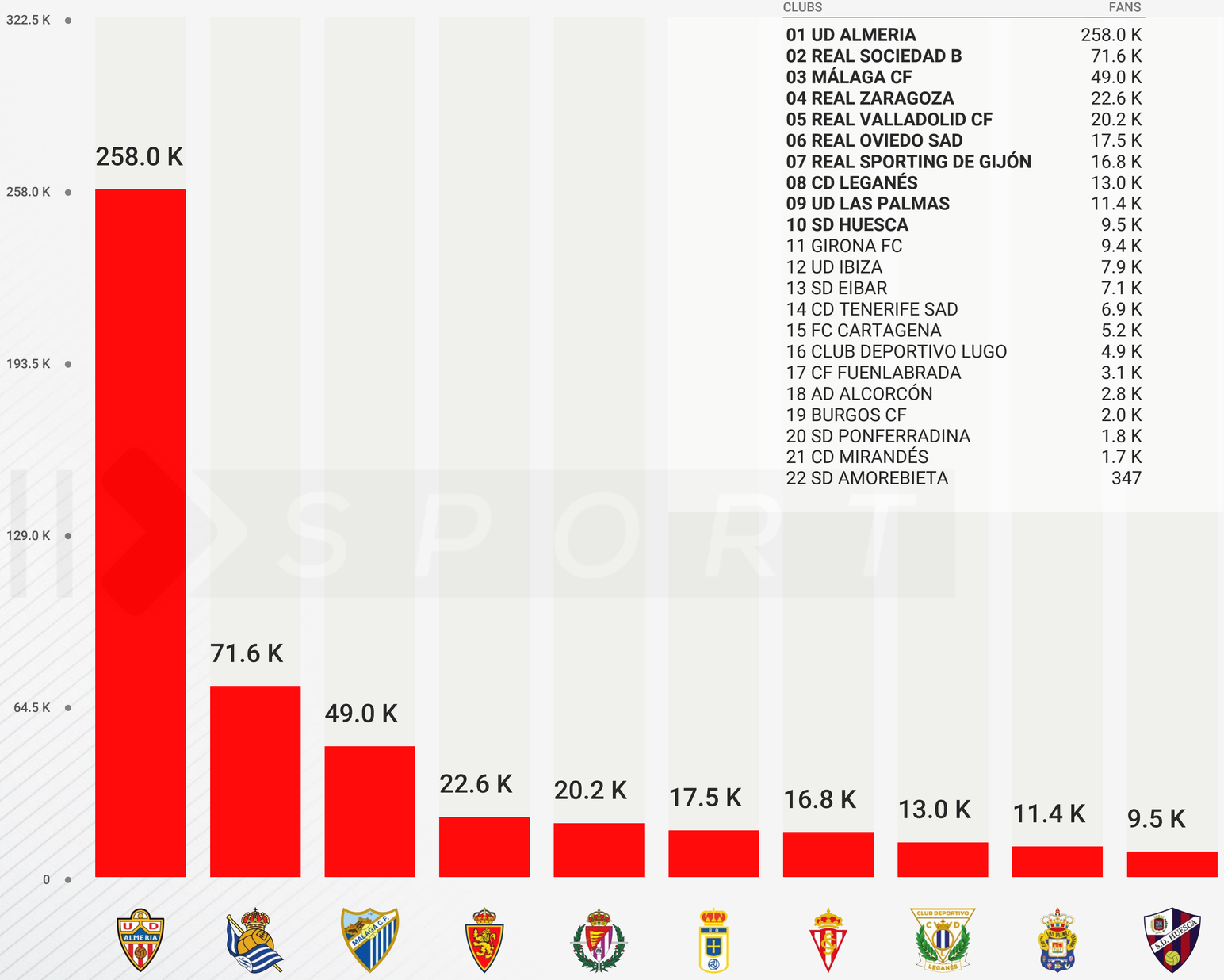
SPAIN YouTube

TOTAL FANBASE

543 K

LaLiga SmartBank

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



CLUBS	FANS
01 UD ALMERIA	258.0 K
02 REAL SOCIEDAD B	71.6 K
03 MÁLAGA CF	49.0 K
04 REAL ZARAGOZA	22.6 K
05 REAL VALLADOLID CF	20.2 K
06 REAL OVIEDO SAD	17.5 K
07 REAL SPORTING DE GIJÓN	16.8 K
08 CD LEGANÉS	13.0 K
09 UD LAS PALMAS	11.4 K
10 SD HUESCA	9.5 K
11 GIRONA FC	9.4 K
12 UD IBIZA	7.9 K
13 SD EIBAR	7.1 K
14 CD TENERIFE SAD	6.9 K
15 FC CARTAGENA	5.2 K
16 CLUB DEPORTIVO LUGO	4.9 K
17 CF FUENLABRADA	3.1 K
18 AD ALCORCÓN	2.8 K
19 BURGOS CF	2.0 K
20 SD PONFERRADINA	1.8 K
21 CD MIRANDÉS	1.7 K
22 SD AMOREBIETA	347

***[updated on October 04, 2021]**

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IQUII SPORT

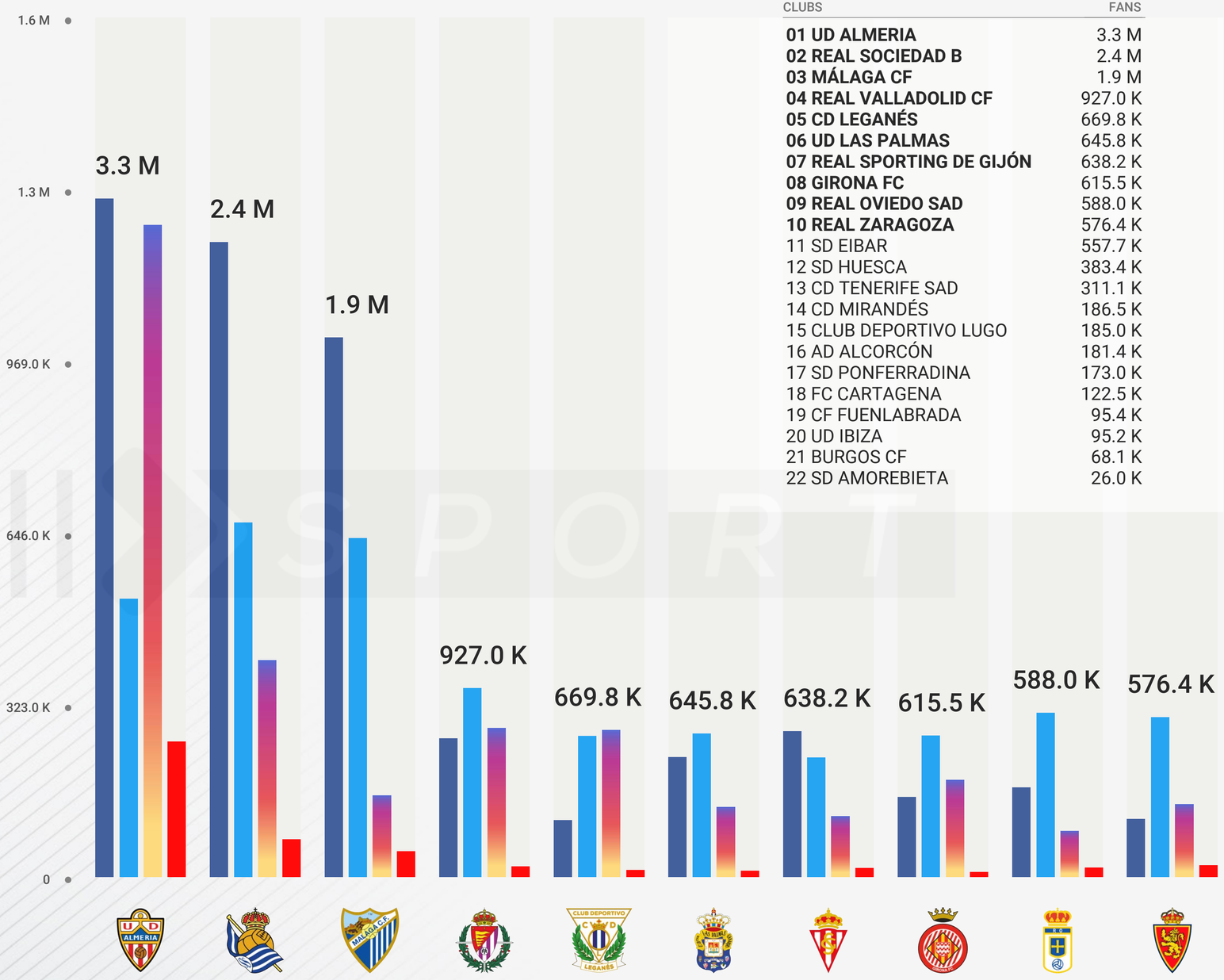
SPAIN Social

TOTAL FANBASE

14.6 M

LaLiga SmartBank

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



CLUBS	FANS
01 UD ALMERIA	3.3 M
02 REAL SOCIEDAD B	2.4 M
03 MÁLAGA CF	1.9 M
04 REAL VALLADOLID CF	927.0 K
05 CD LEGANÉS	669.8 K
06 UD LAS PALMAS	645.8 K
07 REAL SPORTING DE GIJÓN	638.2 K
08 GIRONA FC	615.5 K
09 REAL OVIEDO SAD	588.0 K
10 REAL ZARAGOZA	576.4 K
11 SD EIBAR	557.7 K
12 SD HUESCA	383.4 K
13 CD TENERIFE SAD	311.1 K
14 CD MIRANDÉS	186.5 K
15 CLUB DEPORTIVO LUGO	185.0 K
16 AD ALCORCÓN	181.4 K
17 SD PONFERRADINA	173.0 K
18 FC CARTAGENA	122.5 K
19 CF FUENLABRADA	95.4 K
20 UD IBIZA	95.2 K
21 BURGOS CF	68.1 K
22 SD AMOREBIETA	26.0 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

***[updated on October 04, 2021]**

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

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IQUII SPORT

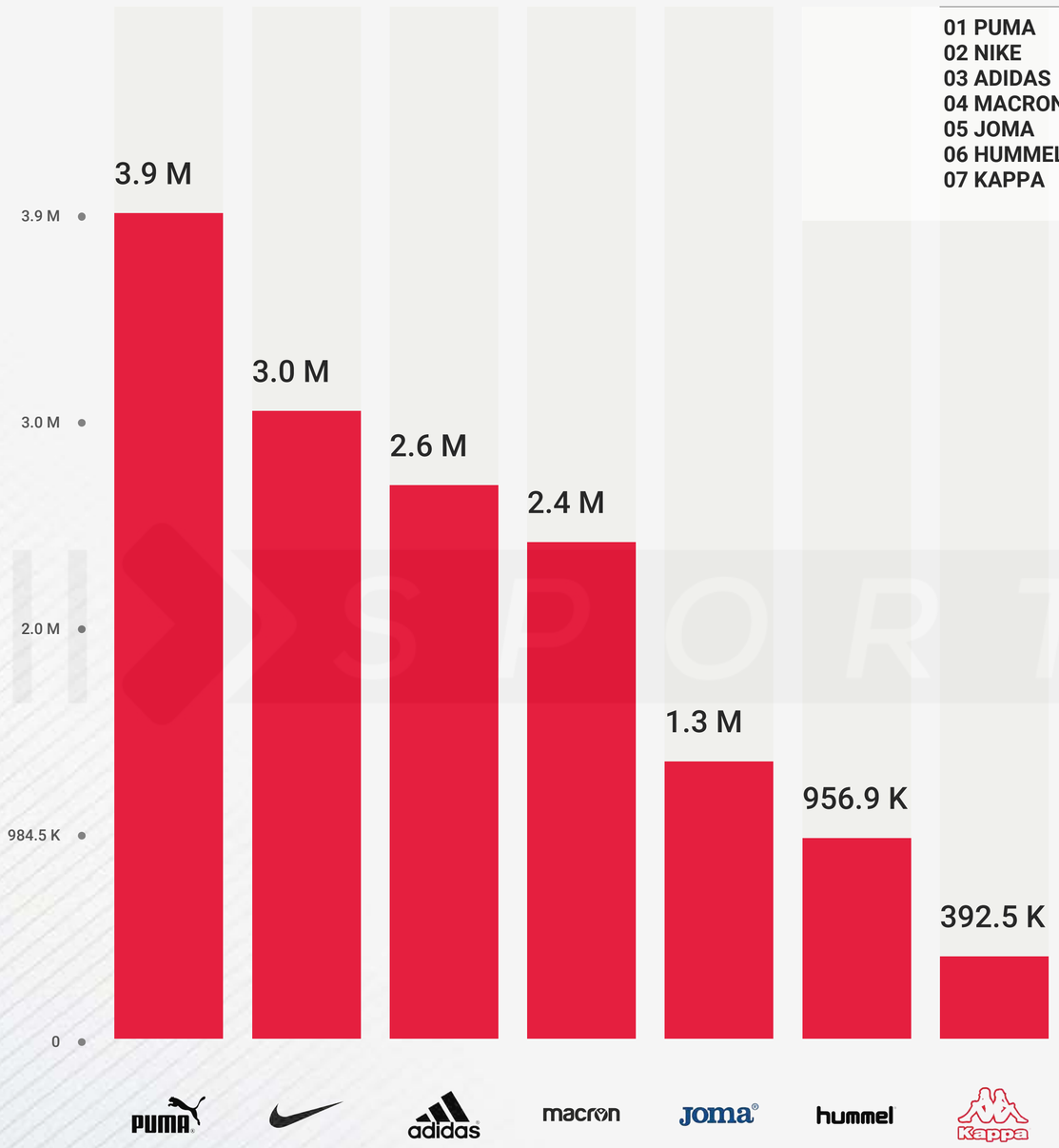
SPAIN Brands

TOTAL FANBASE

14.6 M

LaLiga SmartBank

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



BRANDS	FANS
01 PUMA	3.9 M
02 NIKE	3.0 M
03 ADIDAS	2.6 M
04 MACRON	2.4 M
05 JOMA	1.3 M
06 HUMMEL	956.9 K
07 KAPPA	392.5 K

*[updated on October 04, 2021]

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IQUII SPORT

SPAIN Brands

CLUBS
22

SPORT BRANDS
7

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

*[updated on October 04, 2021]

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IQUII SPORT

PORTUGAL Snapshot / First Division

LIGA PORTUGAL

18

CLUBS

Total Primeira Liga football clubs analysed.

12

BRANDS

Total Primeira Liga Sport Brands on jerseys analysed.

22.1 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

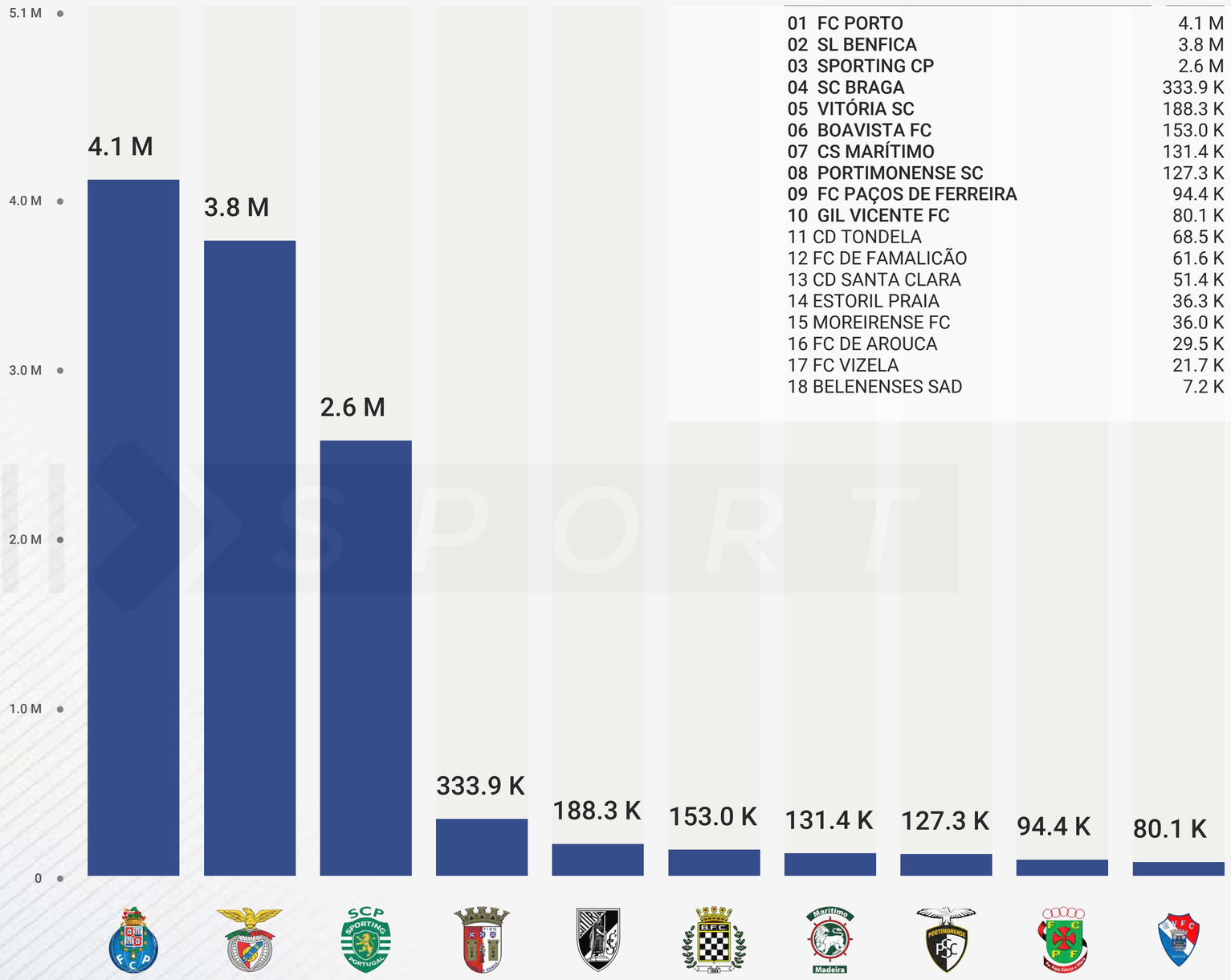
PORTUGAL Facebook

TOTAL FANBASE

11.9 M

LIGA PORTUGAL

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



CLUBS	FANS
01 FC PORTO	4.1 M
02 SL BENFICA	3.8 M
03 SPORTING CP	2.6 M
04 SC BRAGA	333.9 K
05 VITÓRIA SC	188.3 K
06 BOAVISTA FC	153.0 K
07 CS MARÍTIMO	131.4 K
08 PORTIMONENSE SC	127.3 K
09 FC PAÇOS DE FERREIRA	94.4 K
10 GIL VICENTE FC	80.1 K
11 CD TONDELA	68.5 K
12 FC DE FAMALICÃO	61.6 K
13 CD SANTA CLARA	51.4 K
14 ESTORIL PRAIA	36.3 K
15 MOREIRENSE FC	36.0 K
16 FC DE AROUCA	29.5 K
17 FC VIZELA	21.7 K
18 BELENENSES SAD	7.2 K

*[updated on October 04, 2021]

Where FB Likes not available, we considered Followers.

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IQUII SPORT

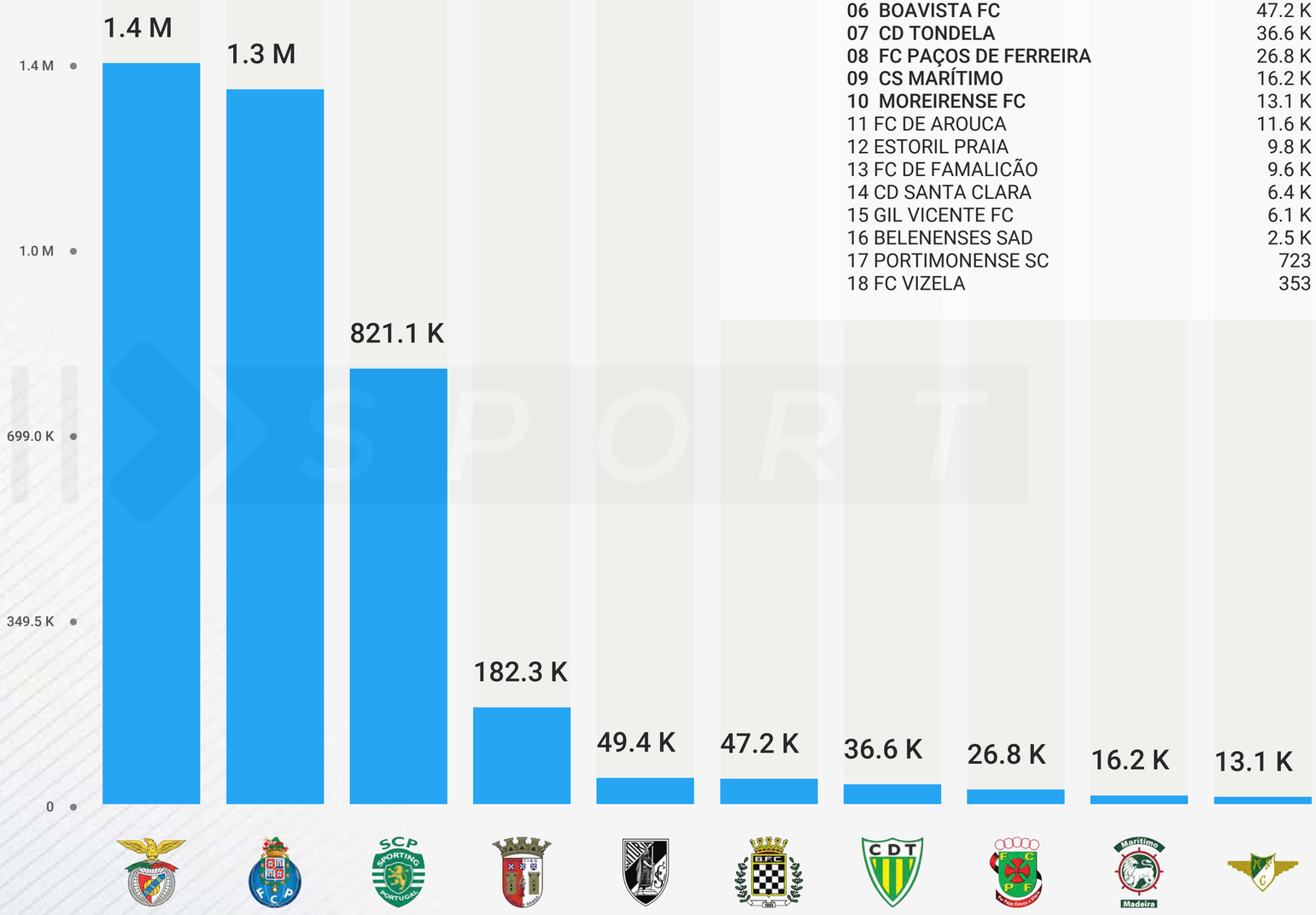
PORTUGAL Twitter

TOTAL FANBASE

4.0 M

LIGA PORTUGAL

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



CLUBS	FANS
01 SL BENFICA	1.4 M
02 FC PORTO	1.3 M
03 SPORTING CP	821.1 K
04 SC BRAGA	182.3 K
05 VITÓRIA SC	49.4 K
06 BOAVISTA FC	47.2 K
07 CD TONDELA	36.6 K
08 FC PAÇOS DE FERREIRA	26.8 K
09 CS MARÍTIMO	16.2 K
10 MOREIRENSE FC	13.1 K
11 FC DE AROUCA	11.6 K
12 ESTORIL PRAIA	9.8 K
13 FC DE FAMALICÃO	9.6 K
14 CD SANTA CLARA	6.4 K
15 GIL VICENTE FC	6.1 K
16 BELENENSES SAD	2.5 K
17 PORTIMONENSE SC	723
18 FC VIZELA	353

*[updated on October 04, 2021]

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IQUII SPORT

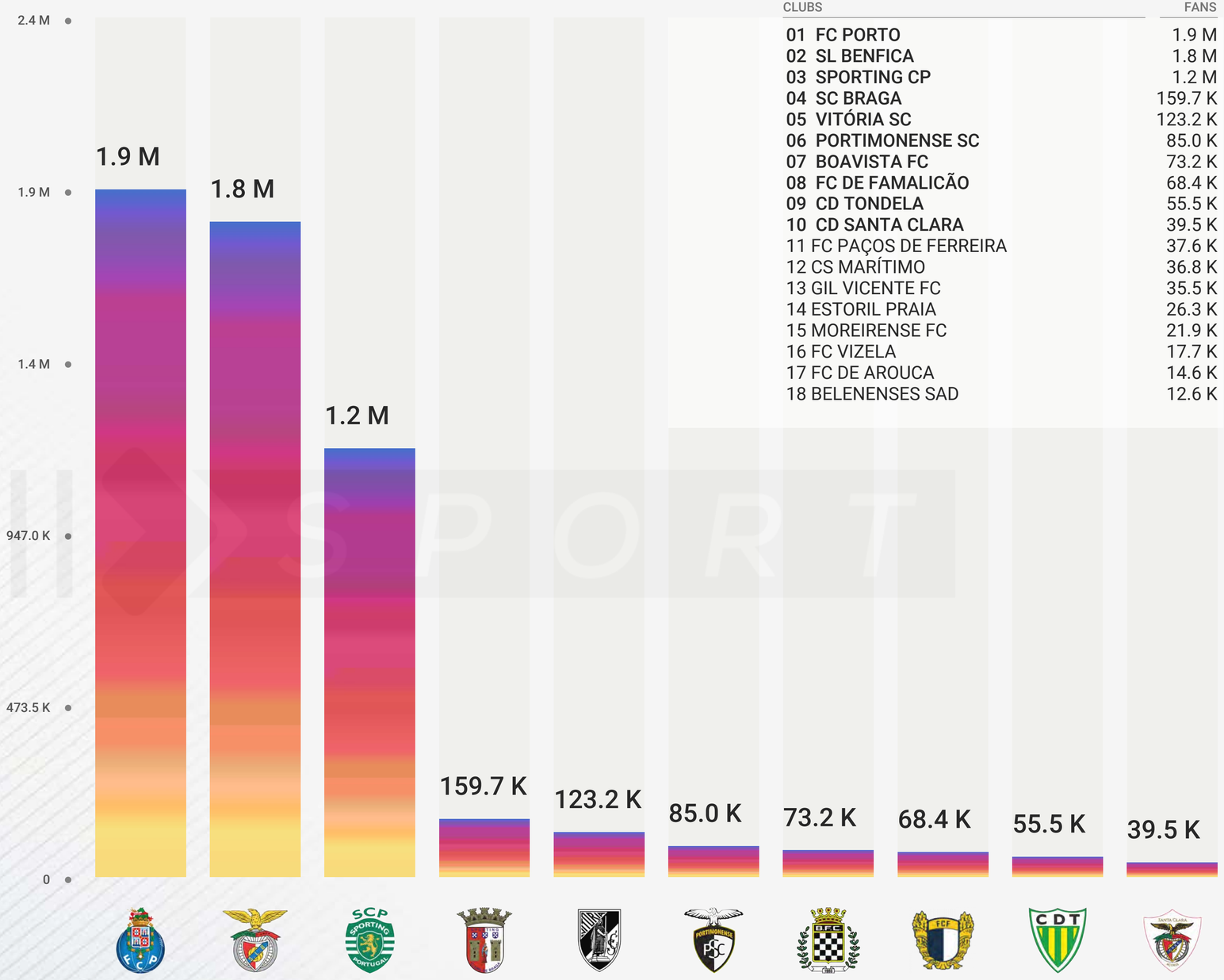
PORTUGAL Instagram

TOTAL FANBASE

5.7 M

LIGA PORTUGAL

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



CLUBS	FANS
01 FC PORTO	1.9 M
02 SL BENFICA	1.8 M
03 SPORTING CP	1.2 M
04 SC BRAGA	159.7 K
05 VITÓRIA SC	123.2 K
06 PORTIMONENSE SC	85.0 K
07 BOAVISTA FC	73.2 K
08 FC DE FAMALICÃO	68.4 K
09 CD TONDELA	55.5 K
10 CD SANTA CLARA	39.5 K
11 FC PAÇOS DE FERREIRA	37.6 K
12 CS MARÍTIMO	36.8 K
13 GIL VICENTE FC	35.5 K
14 ESTORIL PRAIA	26.3 K
15 MOREIRENSE FC	21.9 K
16 FC VIZELA	17.7 K
17 FC DE AROUCA	14.6 K
18 BELENENSES SAD	12.6 K

*[updated on October 04, 2021]

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IQUII SPORT

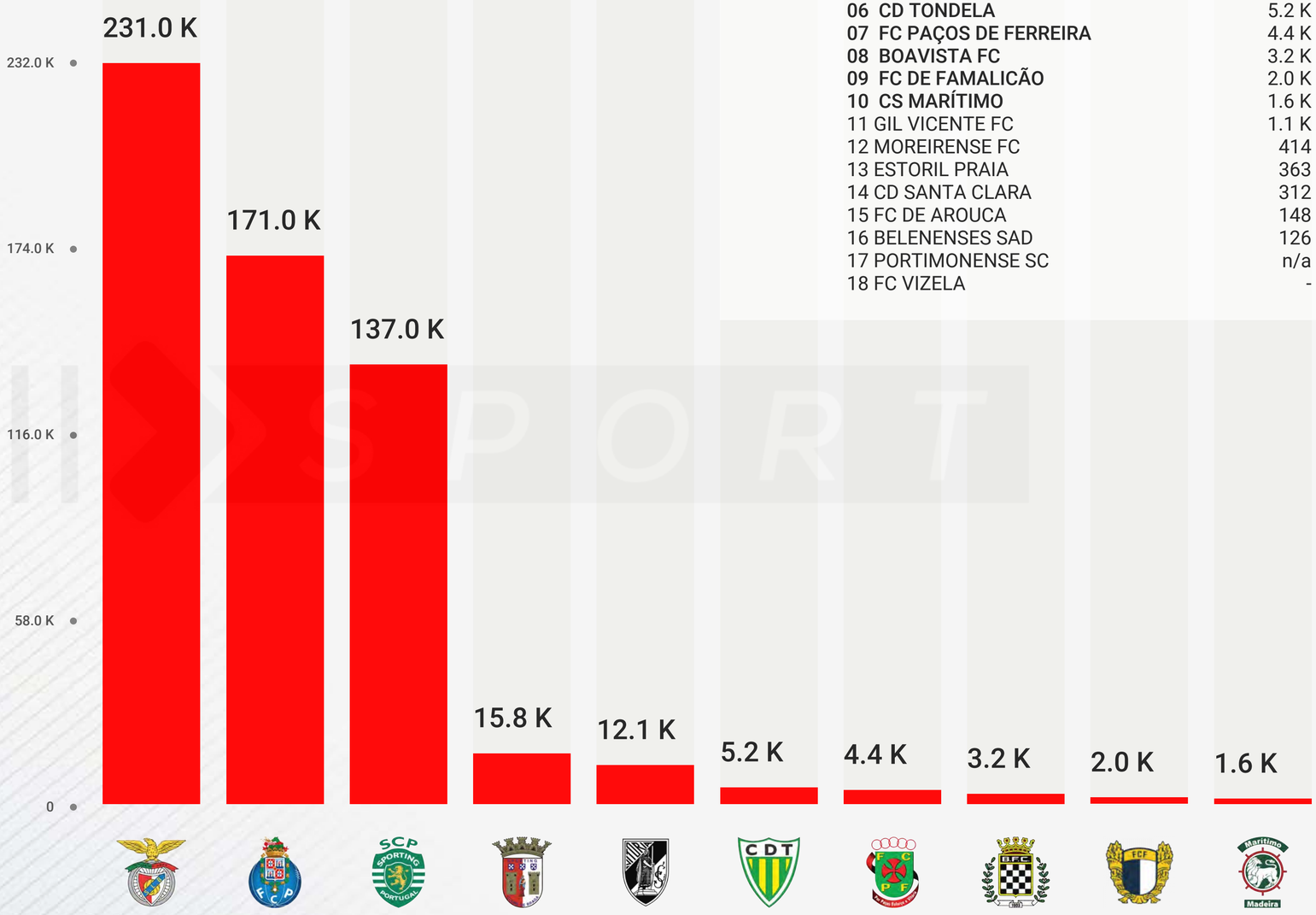
PORTUGAL YouTube

TOTAL FANBASE

586 K

LIGA PORTUGAL

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



CLUBS	FANS
01 SL BENFICA	231.0 K
02 FC PORTO	171.0 K
03 SPORTING CP	137.0 K
04 SC BRAGA	15.8 K
05 VITÓRIA SC	12.1 K
06 CD TONDELA	5.2 K
07 FC PAÇOS DE FERREIRA	4.4 K
08 BOAVISTA FC	3.2 K
09 FC DE FAMALICÃO	2.0 K
10 CS MARÍTIMO	1.6 K
11 GIL VICENTE FC	1.1 K
12 MOREIRENSE FC	414
13 ESTORIL PRAIA	363
14 CD SANTA CLARA	312
15 FC DE AROUCA	148
16 BELENENSES SAD	126
17 PORTIMONENSE SC	n/a
18 FC VIZELA	-

*[updated on October 04, 2021]

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

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IQUII SPORT

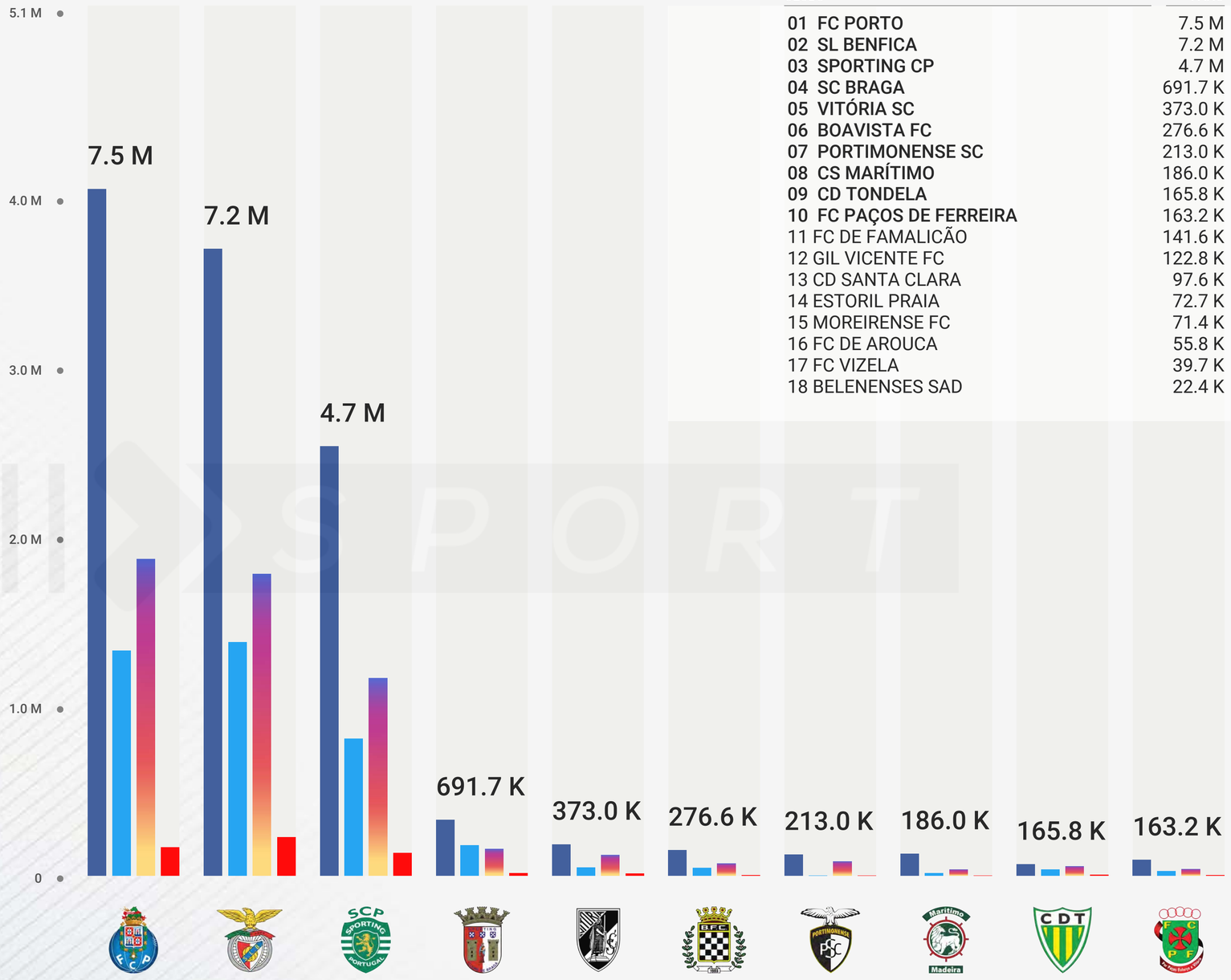
PORTUGAL Social

TOTAL FANBASE

22.1 M

LIGA PORTUGAL

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



CLUBS	FANS
01 FC PORTO	7.5 M
02 SL BENFICA	7.2 M
03 SPORTING CP	4.7 M
04 SC BRAGA	691.7 K
05 VITÓRIA SC	373.0 K
06 BOAVISTA FC	276.6 K
07 PORTIMONENSE SC	213.0 K
08 CS MARÍTIMO	186.0 K
09 CD TONDELA	165.8 K
10 FC PAÇOS DE FERREIRA	163.2 K
11 FC DE FAMALICÃO	141.6 K
12 GIL VICENTE FC	122.8 K
13 CD SANTA CLARA	97.6 K
14 ESTORIL PRAIA	72.7 K
15 MOREIRENSE FC	71.4 K
16 FC DE AROUCA	55.8 K
17 FC VIZELA	39.7 K
18 BELENENSES SAD	22.4 K

*[updated on October 04, 2021]

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

Belenenses, Gil Vicente's s data refer to the number of "followers" (since that "likes" are not available).

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IQUII SPORT

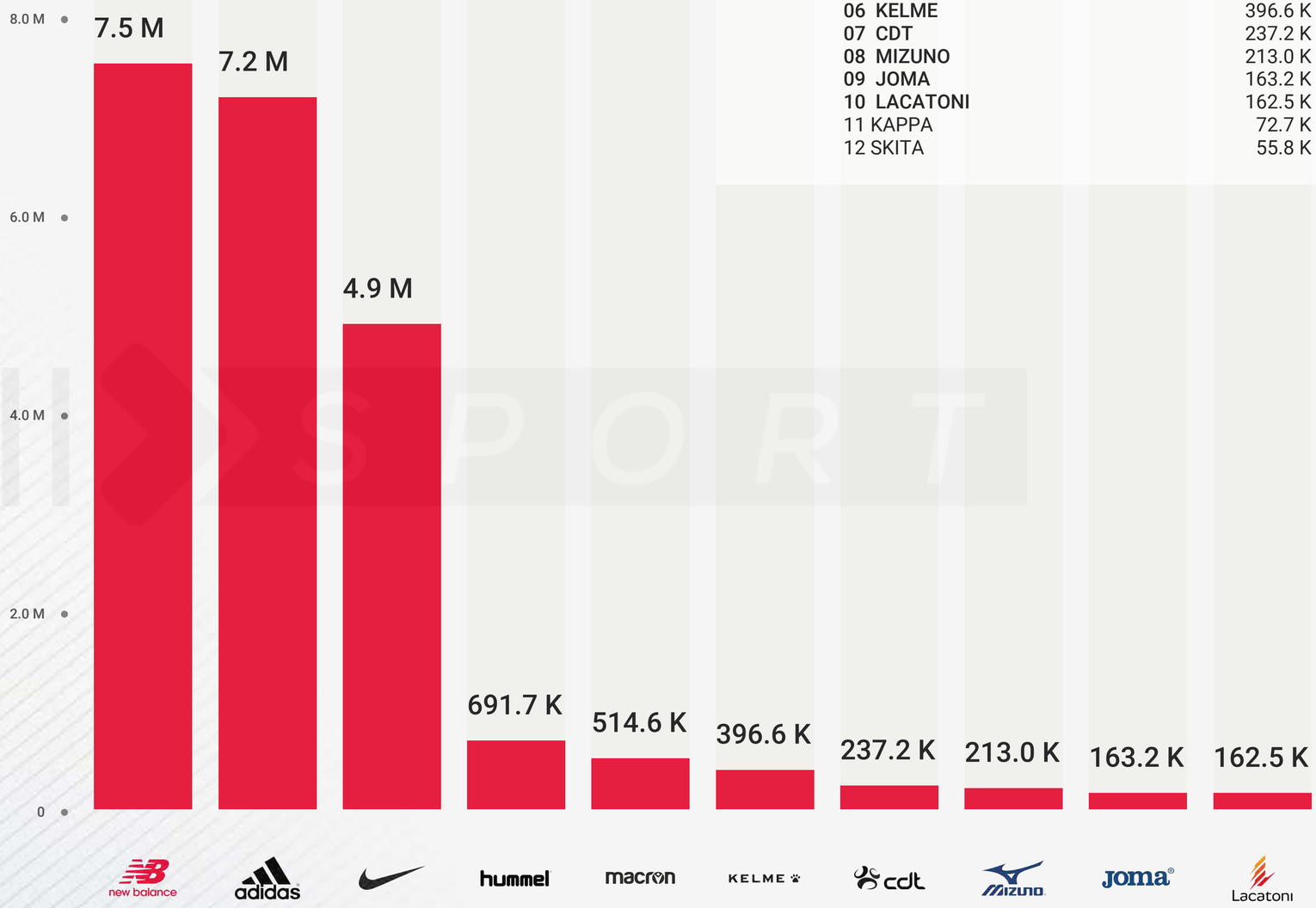
PORTUGAL Brands

TOTAL FANBASE

22.1 M

LIGA PORTUGAL

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



CLUBS	FANS
01 NEW BALANCE	7.5 M
02 ADIDAS	7.2 M
03 NIKE	4.9 M
04 HUMMEL	691.7 K
05 MACRON	514.6 K
06 KELME	396.6 K
07 CDT	237.2 K
08 MIZUNO	213.0 K
09 JOMA	163.2 K
10 LACATONI	162.5 K
11 KAPPA	72.7 K
12 SKITA	55.8 K

*[updated on October 04, 2021]

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IQUII SPORT

PORTUGAL Brands

CLUBS
18

SPORT BRANDS
12

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

*[updated on October 04, 2021]

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

eredivisie

NETHERLANDS

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IQUII SPORT

NETHERLANDS Snapshot / Second Division

18

CLUBS

Total Eredivisie football clubs analysed.

11

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

18.9 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

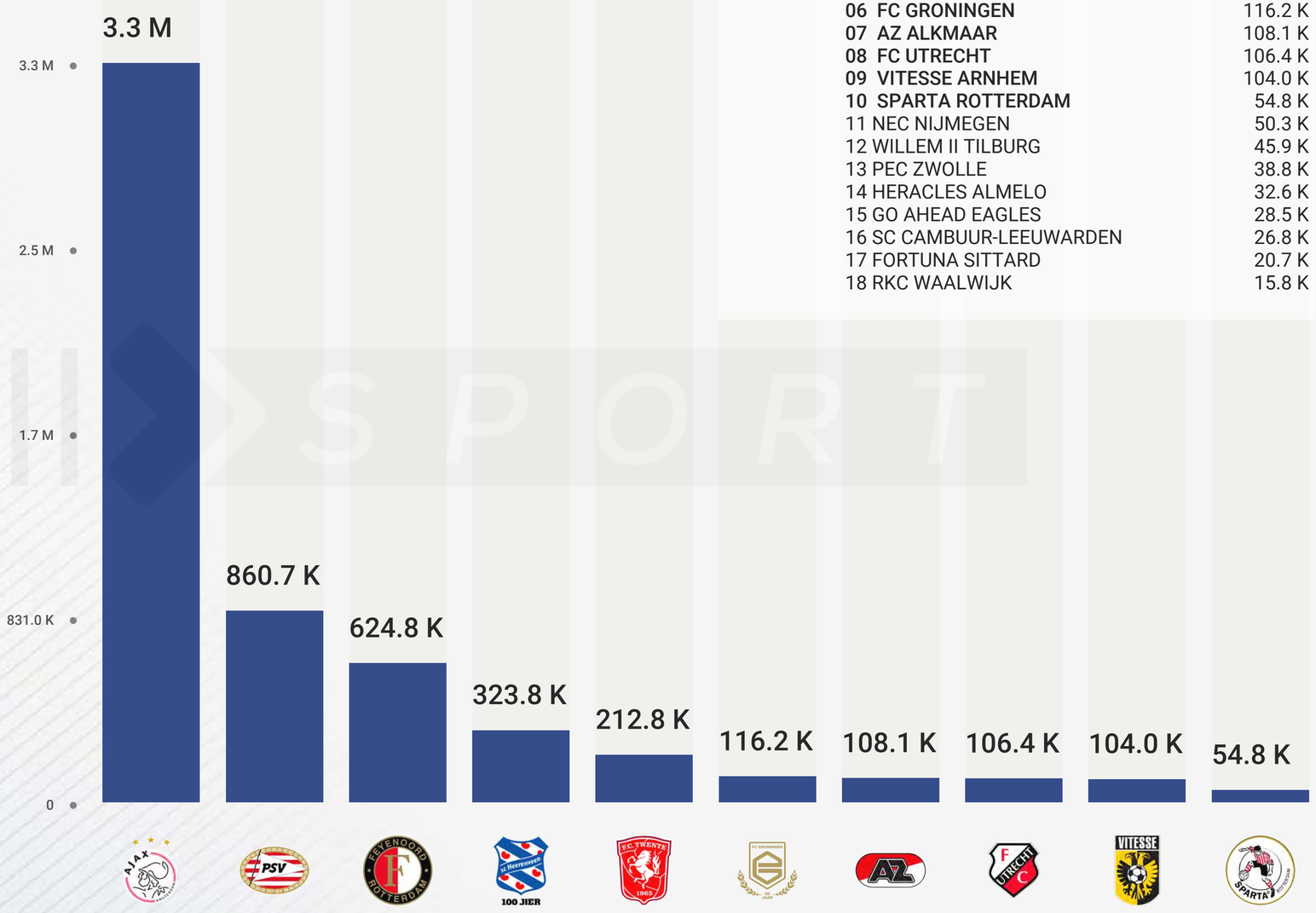
NETHERLANDS Facebook

TOTAL FANBASE

6.1 M

eredivisie 65

Ranking of the most followed Eredivisie football clubs on Facebook.



CLUBS	FANS
01 AFC AJAX AMSTERDAM	3.3 M
02 PSV EINDHOVEN	860.7 K
03 FEYENOORD ROTTERDAM	624.8 K
04 SC HEERENVEEN	323.8 K
05 FC TWENTE ENSCHEDE	212.8 K
06 FC GRONINGEN	116.2 K
07 AZ ALKMAAR	108.1 K
08 FC UTRECHT	106.4 K
09 VITESSE ARNHEM	104.0 K
10 SPARTA ROTTERDAM	54.8 K
11 NEC NIJMEGEN	50.3 K
12 WILLEM II TILBURG	45.9 K
13 PEC ZWOLLE	38.8 K
14 HERACLES ALMELO	32.6 K
15 GO AHEAD EAGLES	28.5 K
16 SC CAMBUUR-LEEUWARDEN	26.8 K
17 FORTUNA SITTARD	20.7 K
18 RKC WAALWIJK	15.8 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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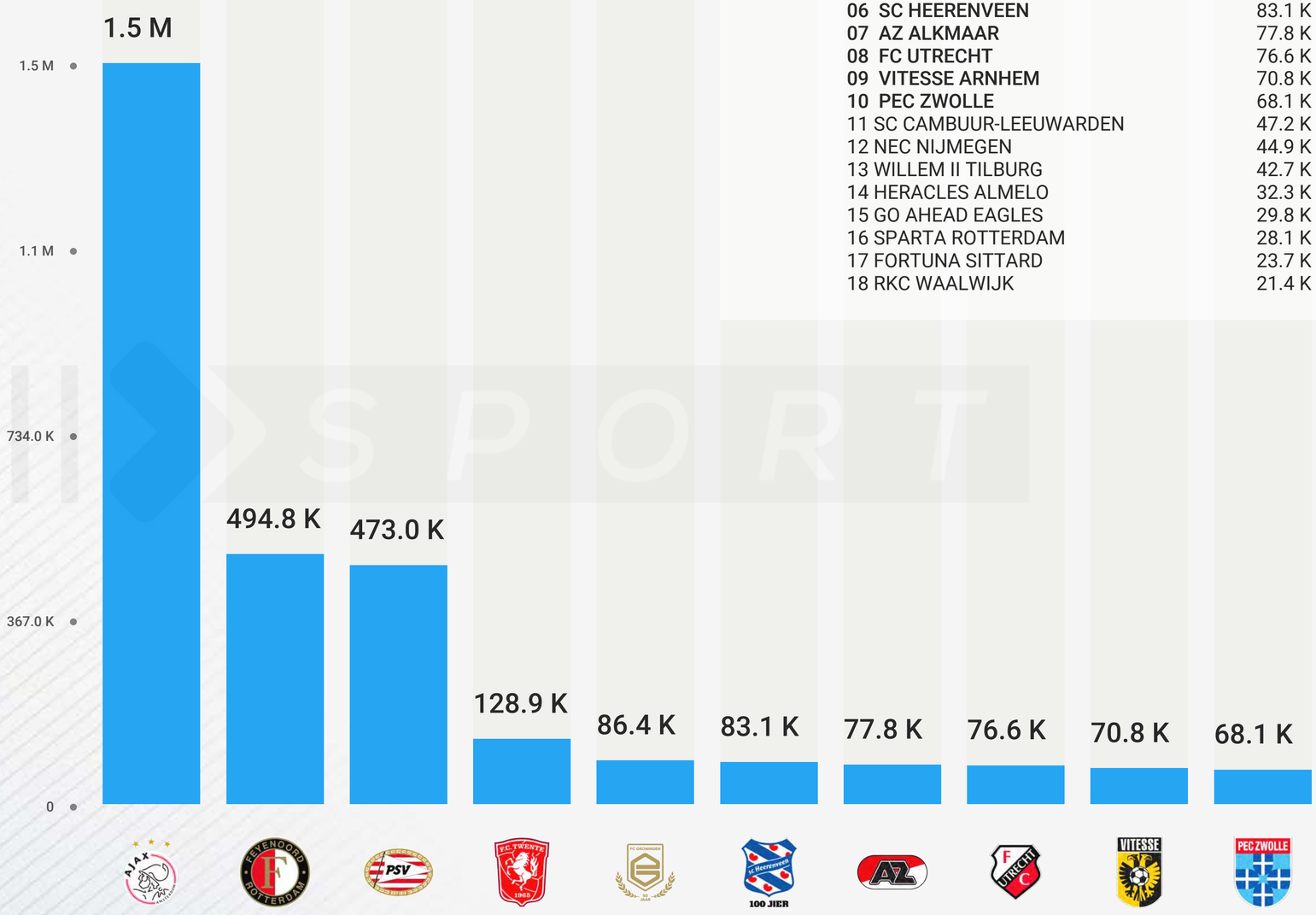
IQUII SPORT

NETHERLANDS Twitter

TOTAL FANBASE

3.3 M

Ranking of the most followed Eredivisie football clubs on Twitter.



CLUBS	FANS
01 AFC AJAX AMSTERDAM	1.5 M
02 FEYENOORD ROTTERDAM	494.8 K
03 PSV EINDHOVEN	473.0 K
04 FC TWENTE ENSCHEDE	128.9 K
05 FC GRONINGEN	86.4 K
06 SC HEERENVEEN	83.1 K
07 AZ ALKMAAR	77.8 K
08 FC UTRECHT	76.6 K
09 VITESSE ARNHEM	70.8 K
10 PEC ZWOLLE	68.1 K
11 SC CAMBUUR-LEEUWARDEN	47.2 K
12 NEC NIJMEGEN	44.9 K
13 WILLEM II TILBURG	42.7 K
14 HERACLES ALMELO	32.3 K
15 GO AHEAD EAGLES	29.8 K
16 SPARTA ROTTERDAM	28.1 K
17 FORTUNA SITTARD	23.7 K
18 RKC WAALWIJK	21.4 K

*[updated on October 04, 2021]

Local accounts only have been considered.

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IQUII SPORT

NETHERLANDS Instagram

TOTAL FANBASE

8.1 M

eredivisie 65

Ranking of the most followed Eredivisie football clubs on Instagram.

CLUBS	FANS
01 AFC AJAX AMSTERDAM	6.0 M
02 PSV EINDHOVEN	528.0 K
03 FEYENOORD ROTTERDAM	506.1 K
04 FC UTRECHT	141.0 K
05 AZ ALKMAAR	135.3 K
06 FC GRONINGEN	112.7 K
07 VITESSE ARNHEM	110.6 K
08 FC TWENTE ENSCHEDE	106.5 K
09 SC HEERENVEEN	65.8 K
10 FORTUNA SITTARD	64.8 K
11 NEC NIJMEGEN	62.6 K
12 WILLEM II TILBURG	58.6 K
13 PEC ZWOLLE	51.6 K
14 SPARTA ROTTERDAM	44.5 K
15 SC CAMBUUR-LEEUWARDEN	35.8 K
16 RKC WAALWIJK	33.5 K
17 GO AHEAD EAGLES	33.0 K
18 HERACLES ALMELO	32.1 K

*[updated on October 04, 2021]

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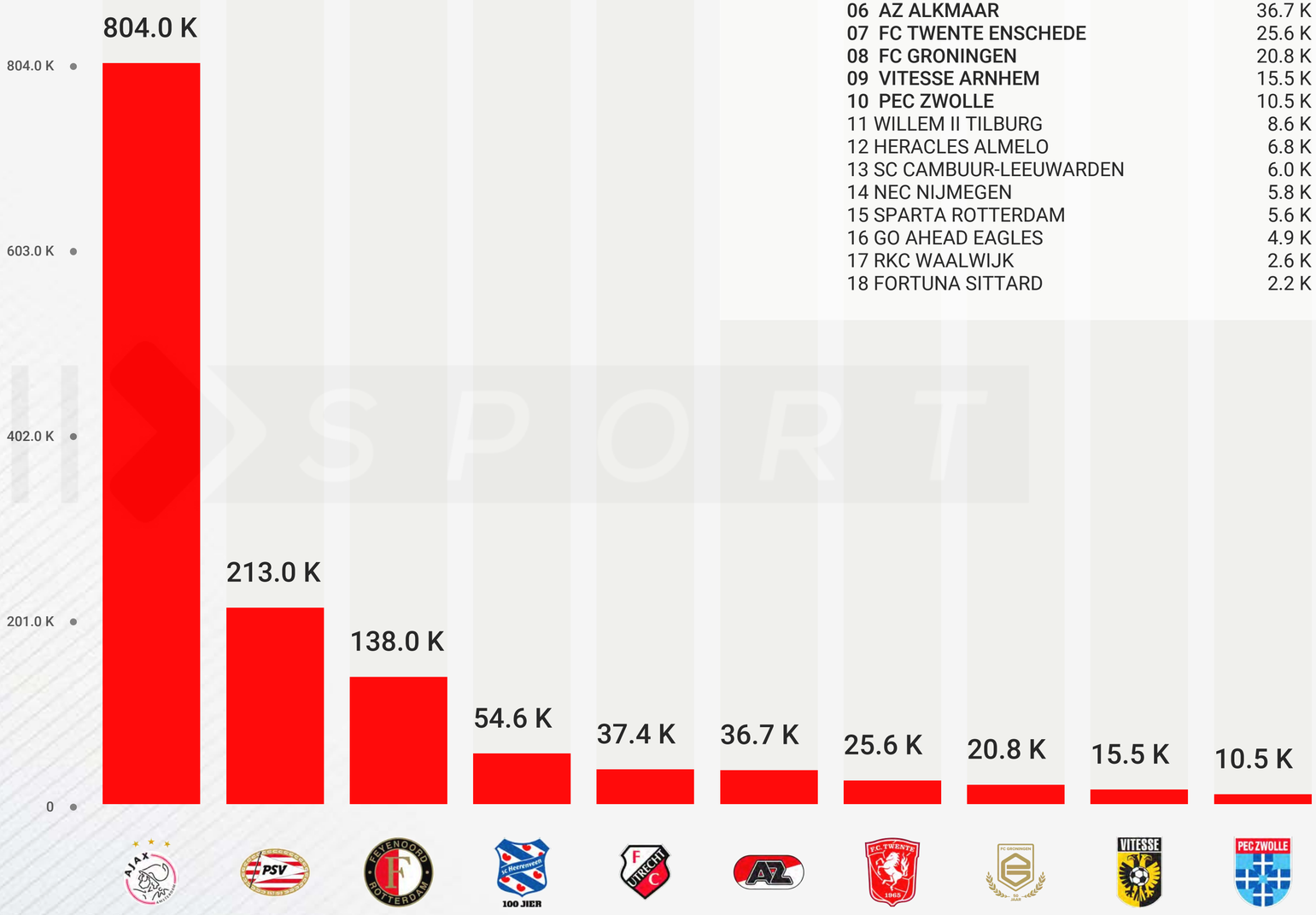
IQUII SPORT

NETHERLANDS YouTube

TOTAL FANBASE

1.4 M

Ranking of the most followed Eredivisie football clubs on YouTube.



CLUBS	FANS
01 AFC AJAX AMSTERDAM	804.0 K
02 PSV EINDHOVEN	213.0 K
03 FEYENOORD ROTTERDAM	138.0 K
04 SC HEERENVEEN	54.6 K
05 FC UTRECHT	37.4 K
06 AZ ALKMAAR	36.7 K
07 FC TWENTE ENSCHEDE	25.6 K
08 FC GRONINGEN	20.8 K
09 VITESSE ARNHEM	15.5 K
10 PEC ZWOLLE	10.5 K
11 WILLEM II TILBURG	8.6 K
12 HERACLES ALMELO	6.8 K
13 SC CAMBUUR-LEEUWARDEN	6.0 K
14 NEC NIJMEGEN	5.8 K
15 SPARTA ROTTERDAM	5.6 K
16 GO AHEAD EAGLES	4.9 K
17 RKC WAALWIJK	2.6 K
18 FORTUNA SITTARD	2.2 K

*[updated on October 04, 2021]

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

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IQUII SPORT

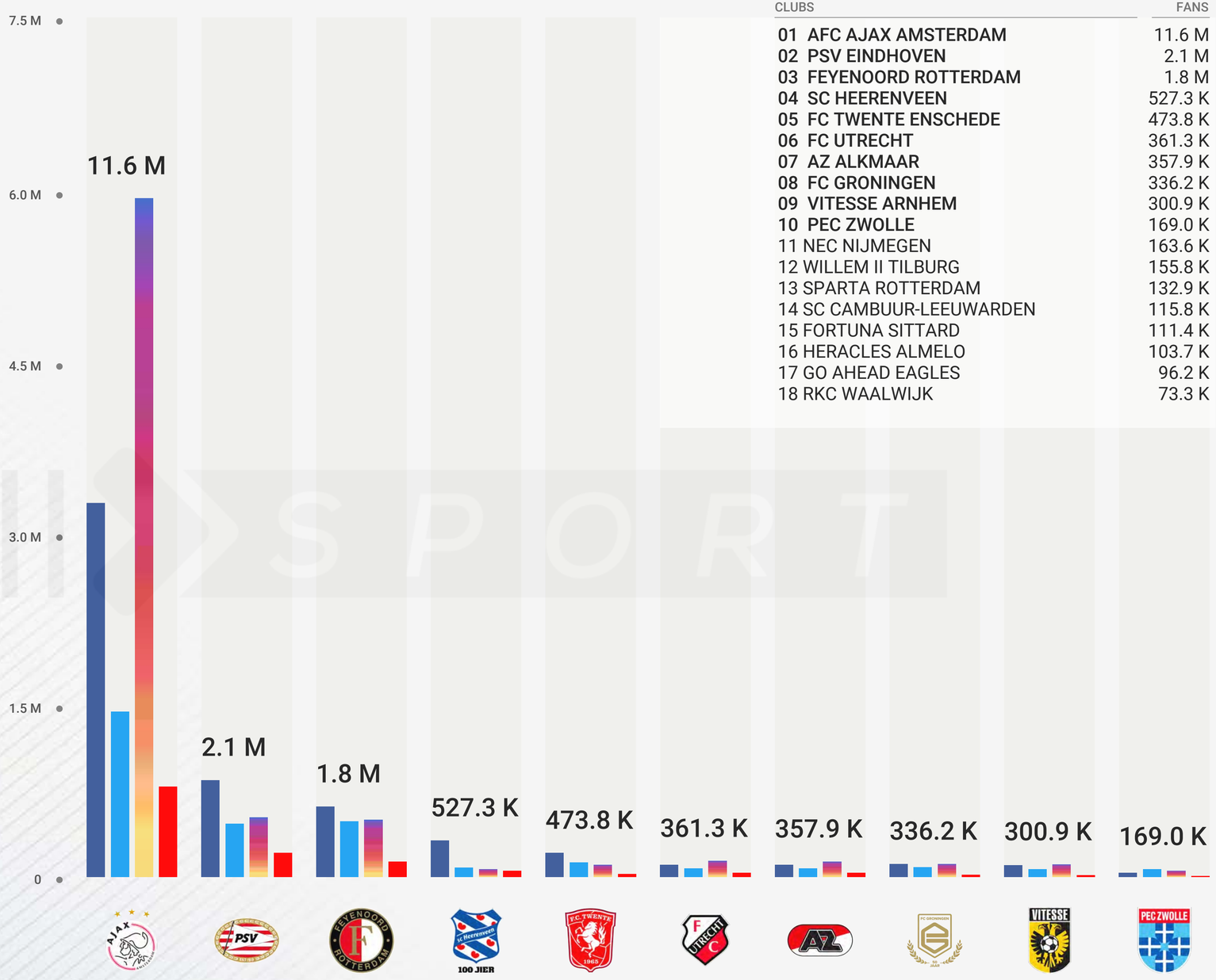
NETHERLANDS Social

TOTAL FANBASE

18.9 M

eredivisie 65

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



CLUBS	FANS
01 AFC AJAX AMSTERDAM	11.6 M
02 PSV EINDHOVEN	2.1 M
03 FEYENOORD ROTTERDAM	1.8 M
04 SC HEERENVEEN	527.3 K
05 FC TWENTE ENSCHEDE	473.8 K
06 FC UTRECHT	361.3 K
07 AZ ALKMAAR	357.9 K
08 FC GRONINGEN	336.2 K
09 VITESSE ARNHEM	300.9 K
10 PEC ZWOLLE	169.0 K
11 NEC NIJMEGEN	163.6 K
12 WILLEM II TILBURG	155.8 K
13 SPARTA ROTTERDAM	132.9 K
14 SC CAMBUUR-LEEUWARDEN	115.8 K
15 FORTUNA SITTARD	111.4 K
16 HERACLES ALMELO	103.7 K
17 GO AHEAD EAGLES	96.2 K
18 RKC WAALWIJK	73.3 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

*[updated on October 04, 2021]

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

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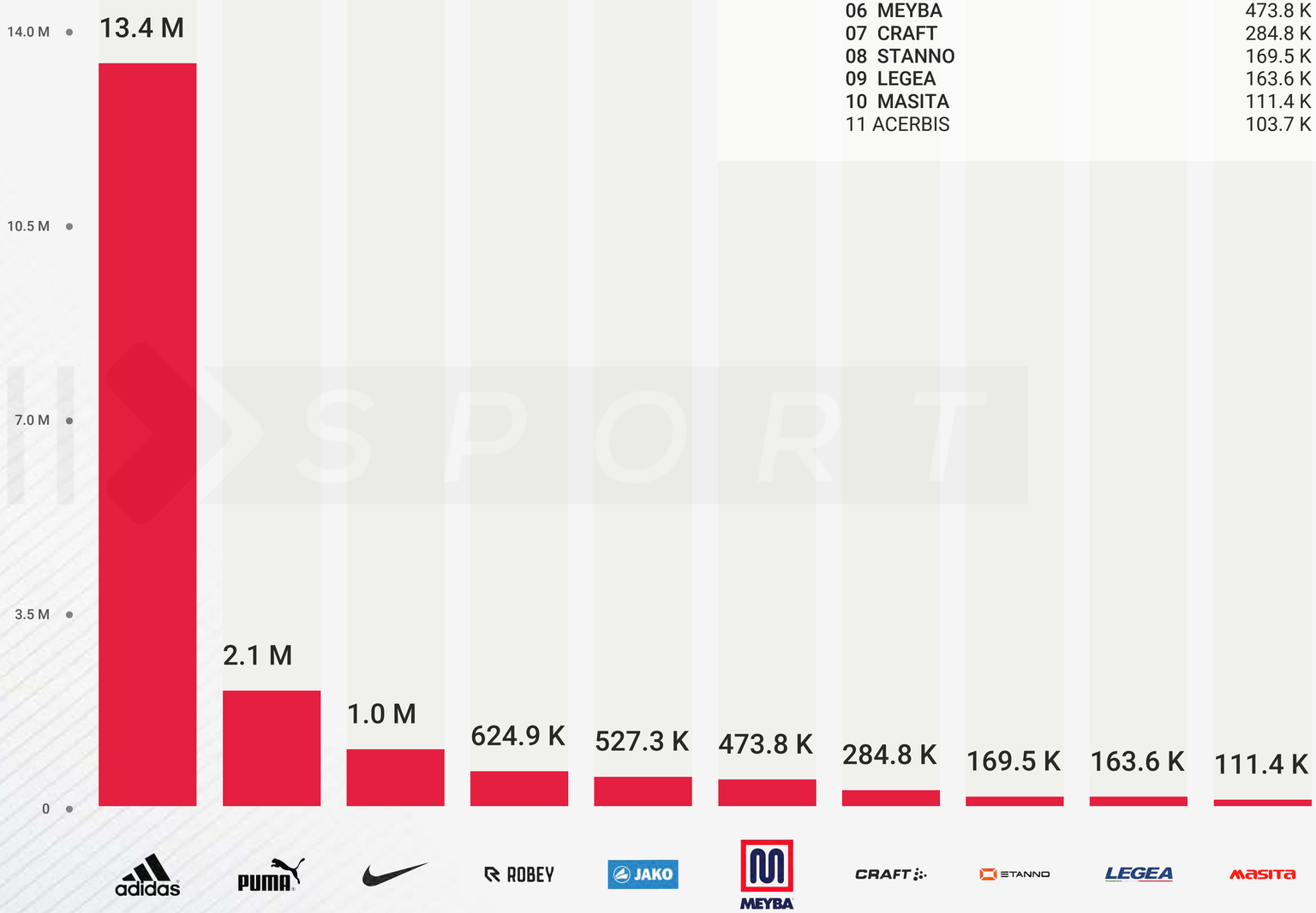
IQUII SPORT

NETHERLANDS Brands

TOTAL FANBASE

18.9 M

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



BRANDS	FANS
01 ADIDAS	13.4 M
02 PUMA	2.1 M
03 NIKE	1.0 M
04 ROBEY	624.9 K
05 JAKO	527.3 K
06 MEYBA	473.8 K
07 CRAFT	284.8 K
08 STANNO	169.5 K
09 LEGEA	163.6 K
10 MASITA	111.4 K
11 ACERBIS	103.7 K

*[updated on October 04, 2021]

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IQUII SPORT

NETHERLANDS Brands

CLUBS
18

SPORT BRANDS
11

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

*[updated on October 04, 2021]

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IQUII SPORT

BELGIUM Snapshot / First Division

Jupiler Pro League

18

CLUBS

Total Pro League football clubs analysed.

13

BRANDS

Total Pro League Sport Brands on jerseys analysed.

5.5 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

BELGIUM Facebook

TOTAL FANBASE

3.0 M

Jupiler Pro League

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

CLUBS	FANS
01 RSC ANDERLECHT	992.8 K
02 CLUB BRUGGE	395.1 K
03 STANDARD DE LIÈGE	329.1 K
04 ROYAL ANTWERP FC	291.7 K
05 KRC GENK	159.7 K
06 KV KORTRIJK	148.2 K
07 KAA GENT	144.2 K
08 KFCO BEERSCHOT WILRIJK	90.2 K
09 SPORTING CHARLEROI	86.6 K
10 KV MECHELEN	60.7 K
11 STVV	58.3 K
12 OUD-HEVERLEE LEUVEN	52.6 K
13 ROYALE UNION SAINT GILLOISE	48.1 K
14 SV ZULTE WAREGEM	43.9 K
15 CERCLE BRUGGE	42.5 K
16 KAS EUPEN	34.5 K
17 KV OOSTENDE	32.4 K
18 RFC SERAING	18.2 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

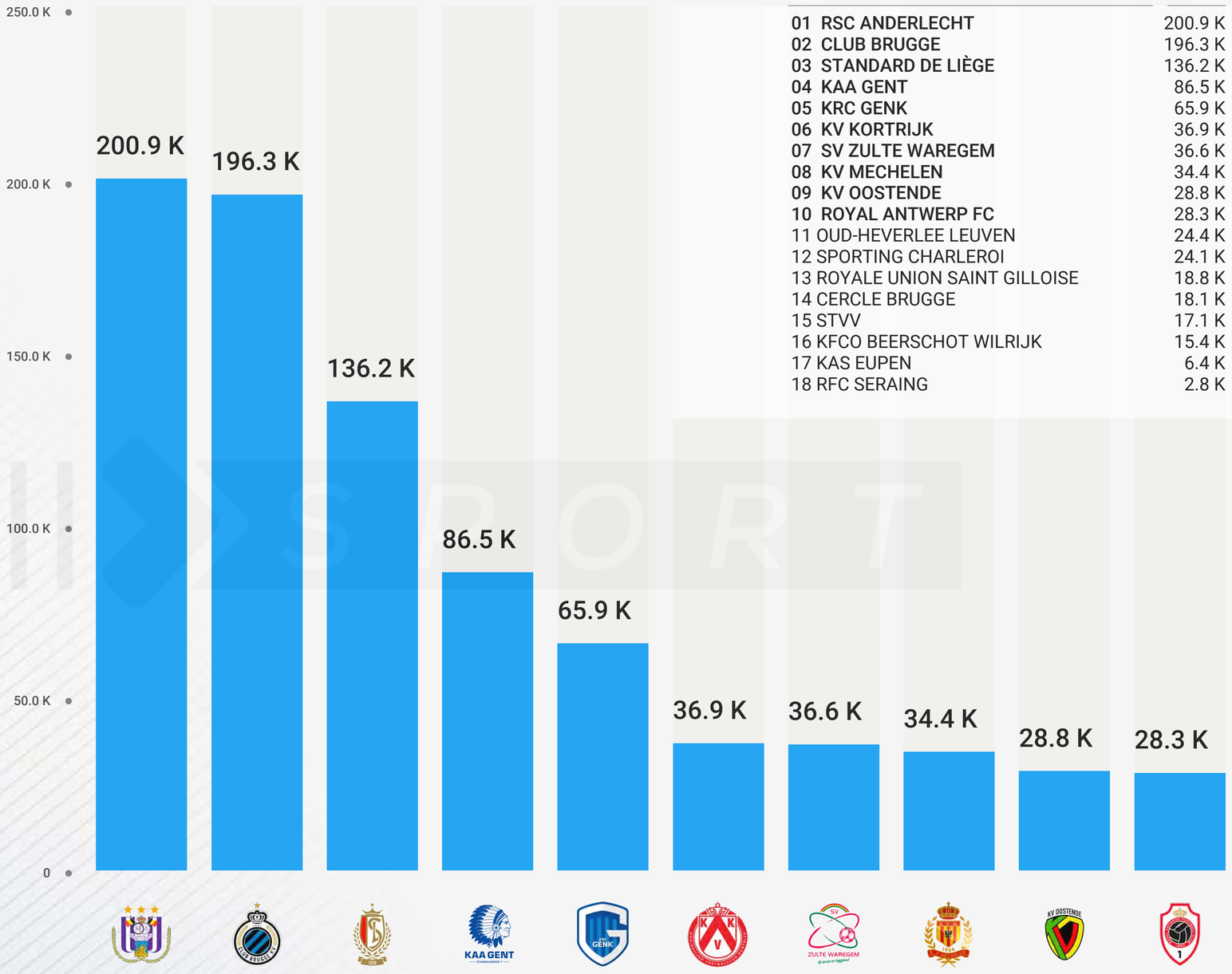
BELGIUM Twitter

TOTAL FANBASE

978 K

Jupiler Pro League

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



CLUBS	FANS
01 RSC ANDERLECHT	200.9 K
02 CLUB BRUGGE	196.3 K
03 STANDARD DE LIÈGE	136.2 K
04 KAA GENT	86.5 K
05 KRC GENK	65.9 K
06 KV KORTRIJK	36.9 K
07 SV ZULTE WAREGEM	36.6 K
08 KV MECHELEN	34.4 K
09 KV OOSTENDE	28.8 K
10 ROYAL ANTWERP FC	28.3 K
11 OUD-HEVERLEE LEUVEN	24.4 K
12 SPORTING CHARLEROI	24.1 K
13 ROYALE UNION SAINT GILLOISE	18.8 K
14 CERCLE BRUGGE	18.1 K
15 STVV	17.1 K
16 KFCO BEERSCHOT WILRIJK	15.4 K
17 KAS EUPEN	6.4 K
18 RFC SERAING	2.8 K

*[updated on October 04, 2021]

Local accounts only have been considered.

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IQUII SPORT

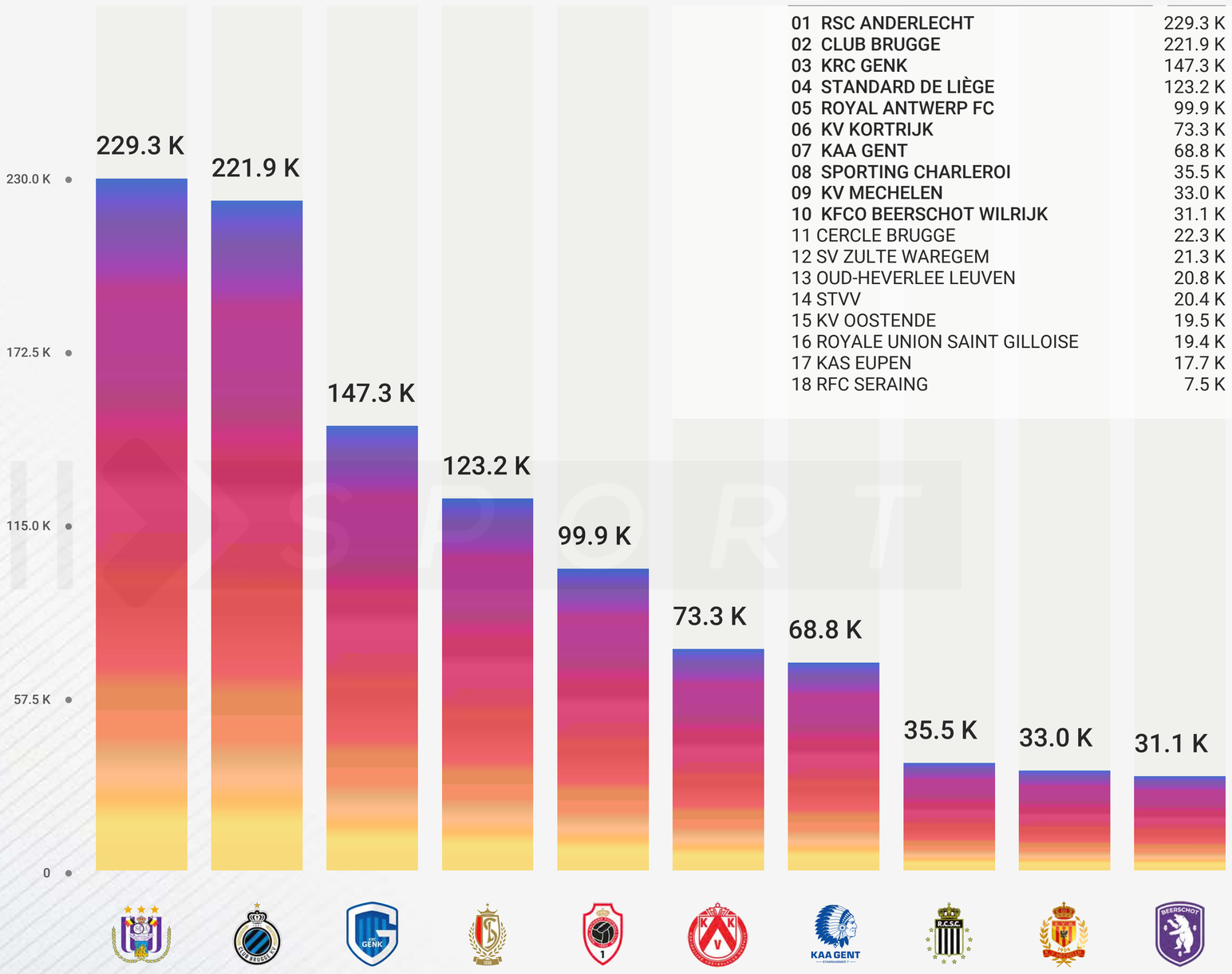
BELGIUM Instagram

TOTAL FANBASE

1.2 M

Jupiler Pro League

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



CLUBS	FANS
01 RSC ANDERLECHT	229.3 K
02 CLUB BRUGGE	221.9 K
03 KRC GENK	147.3 K
04 STANDARD DE LIÈGE	123.2 K
05 ROYAL ANTWERP FC	99.9 K
06 KV KORTRIJK	73.3 K
07 KAA GENT	68.8 K
08 SPORTING CHARLEROI	35.5 K
09 KV MECHELEN	33.0 K
10 KFCO BEERSCHOT WILRIJK	31.1 K
11 CERCLE BRUGGE	22.3 K
12 SV ZULTE WAREGEM	21.3 K
13 OUD-HEVERLEE LEUVEN	20.8 K
14 STVV	20.4 K
15 KV OOSTENDE	19.5 K
16 ROYALE UNION SAINT GILLOISE	19.4 K
17 KAS EUPEN	17.7 K
18 RFC SERAING	7.5 K

*[updated on October 04, 2021]

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IQUII SPORT

BELGIUM YouTube

TOTAL FANBASE

241 K

Jupiler Pro League

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

CLUBS	FANS
01 KRC GENK	46.4 K
02 RSC ANDERLECHT	40.0 K
03 STANDARD DE LIÈGE	36.1 K
04 CLUB BRUGGE	34.5 K
05 KV KORTRIJK	21.5 K
06 KAA GENT	17.3 K
07 OUD-HEVERLEE LEUVEN	10.1 K
08 SPORTING CHARLEROI	8.1 K
09 STVV	7.9 K
10 KV MECHELEN	4.3 K
11 KFCO BEERSCHOT WILRIJK	4.2 K
12 KAS EUPEN	2.3 K
13 KV OOSTENDE	2.2 K
14 SV ZULTE WAREGEM	2.0 K
15 ROYALE UNION SAINT GILLOISE	2.0 K
16 CERCLE BRUGGE	2.0 K
17 RFC SERAING	70
18 ROYAL ANTWERP FC	n/a

*[updated on October 04, 2021]

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

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IQUII SPORT

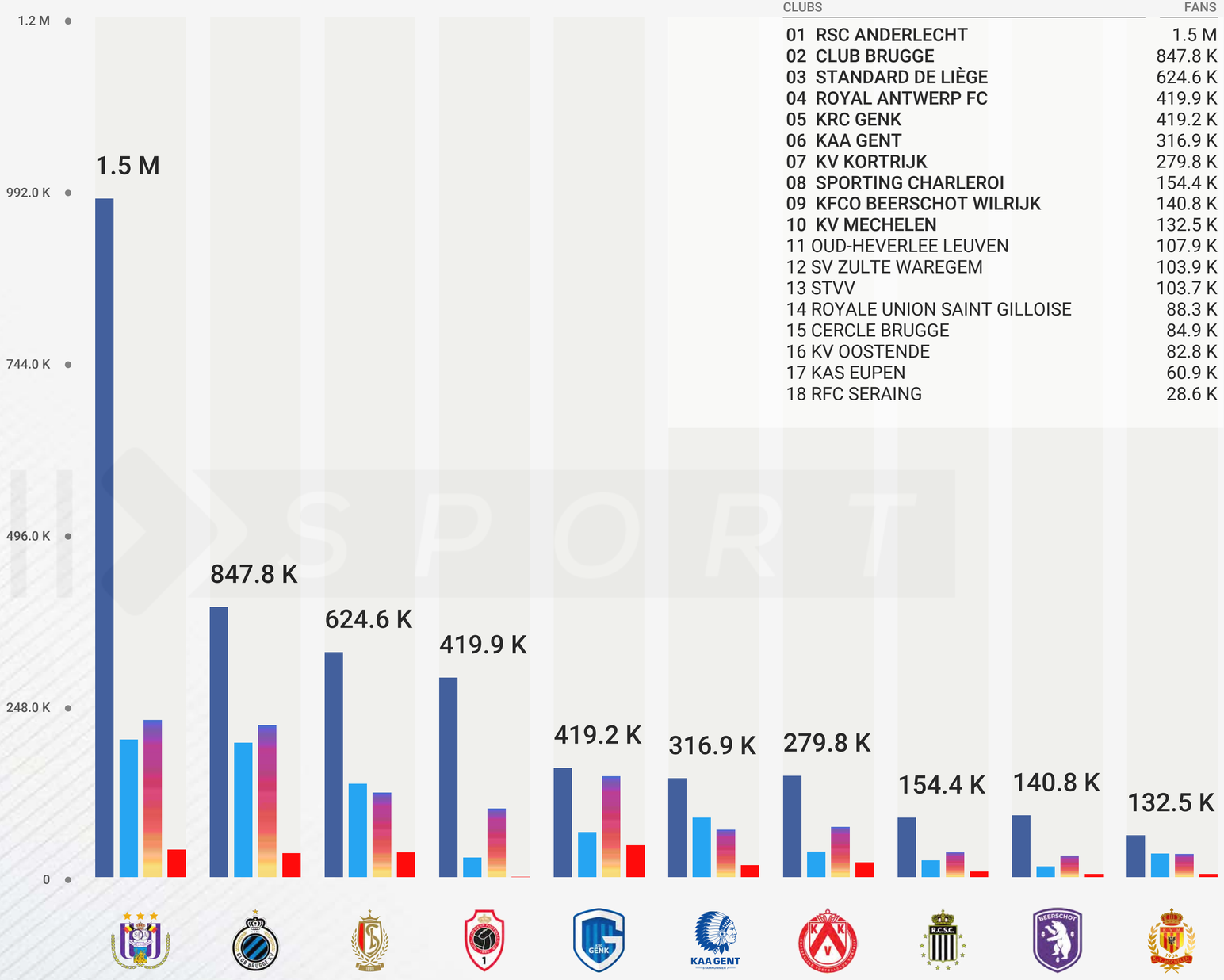
BELGIUM Social

TOTAL FANBASE

5.5 M

Jupiler Pro League

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



CLUBS	FANS
01 RSC ANDERLECHT	1.5 M
02 CLUB BRUGGE	847.8 K
03 STANDARD DE LIÈGE	624.6 K
04 ROYAL ANTWERP FC	419.9 K
05 KRC GENK	419.2 K
06 KAA GENT	316.9 K
07 KV KORTRIJK	279.8 K
08 SPORTING CHARLEROI	154.4 K
09 KFCO BEERSCHOT WILRIJK	140.8 K
10 KV MECHELEN	132.5 K
11 OUD-HEVERLEE LEUVEN	107.9 K
12 SV ZULTE WAREGEM	103.9 K
13 STVV	103.7 K
14 ROYALE UNION SAINT GILLOISE	88.3 K
15 CERCLE BRUGGE	84.9 K
16 KV OOSTENDE	82.8 K
17 KAS EUPEN	60.9 K
18 RFC SERAING	28.6 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

*[updated on October 04, 2021]

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

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IQUII SPORT

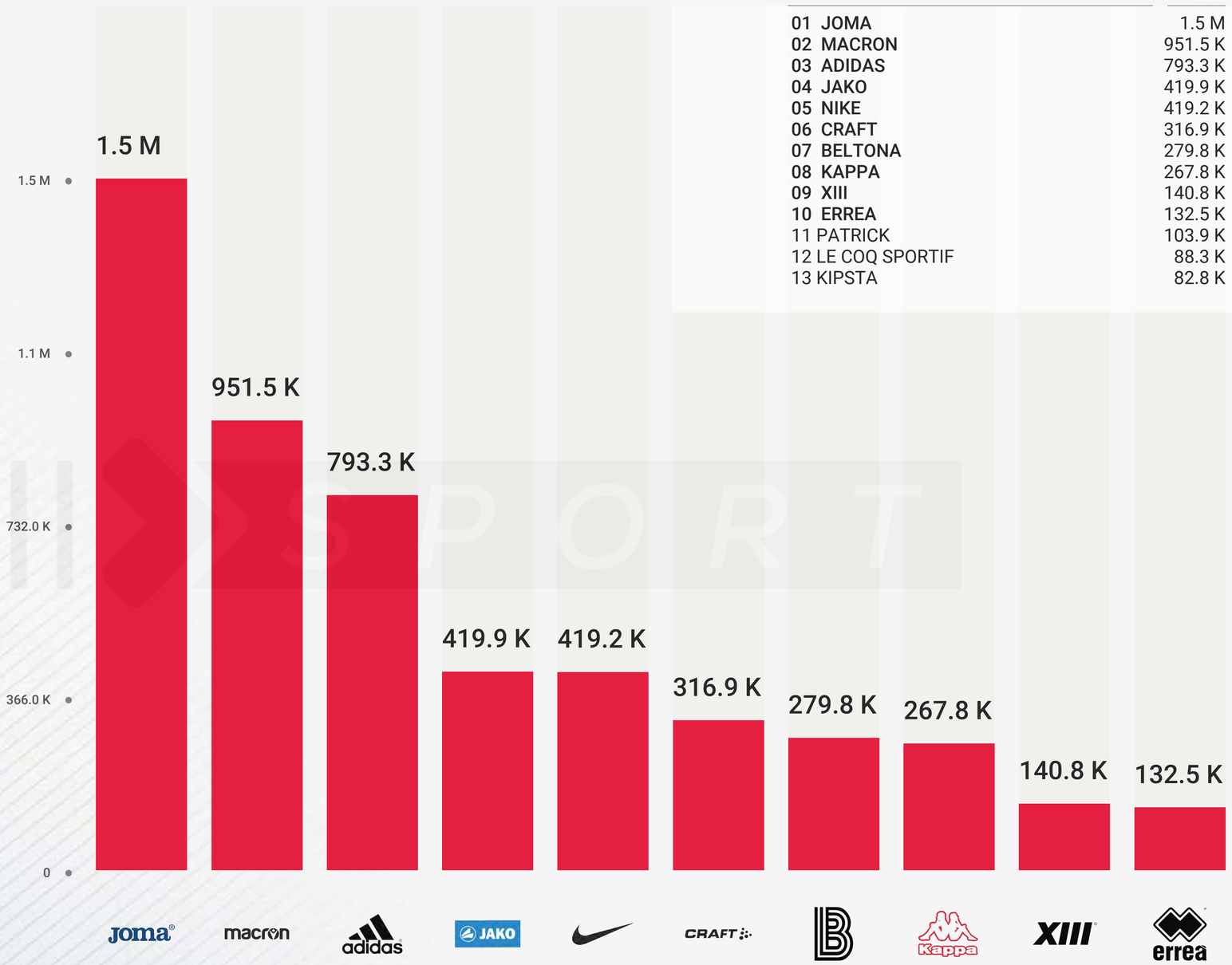
BELGIUM Brands

TOTAL FANBASE

5.5 M

Jupiler Pro League

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



BRANDS	FANS
01 JOMA	1.5 M
02 MACRON	951.5 K
03 ADIDAS	793.3 K
04 JAKO	419.9 K
05 NIKE	419.2 K
06 CRAFT	316.9 K
07 BELTONA	279.8 K
08 KAPPA	267.8 K
09 XIII	140.8 K
10 ERREA	132.5 K
11 PATRICK	103.9 K
12 LE COQ SPORTIF	88.3 K
13 KIPSTA	82.8 K

*[updated on October 04, 2021]

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IQUII SPORT

BELGIUM Brands

CLUBS
18

SPORT BRANDS
13

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

*[updated on October 04, 2021]

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IQUII SPORT

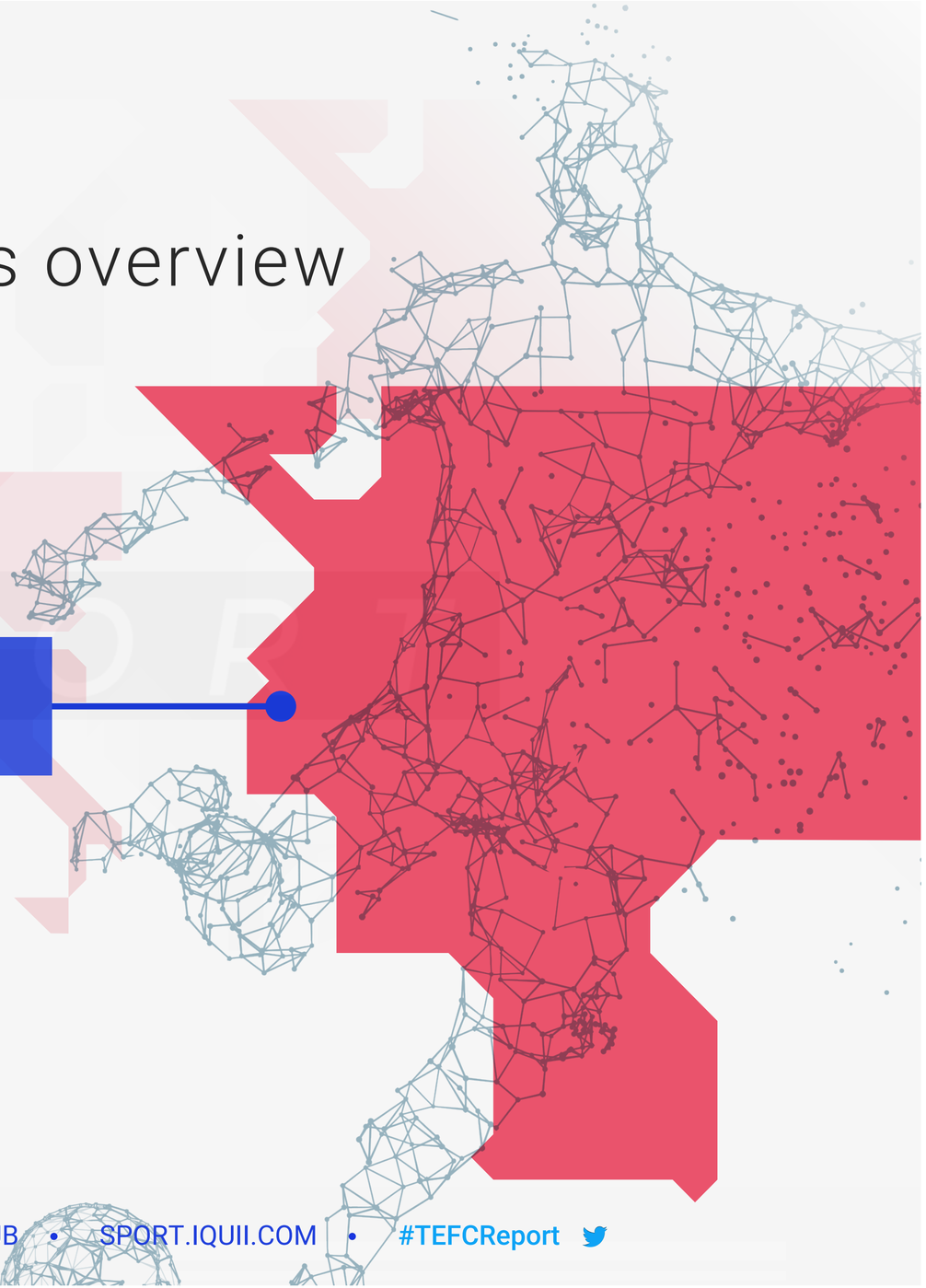
Football Competitions included in this overview

FIRST DIVISION

16 CLUBS

RUSSIAN PREMIER LIGA

RUSSIA



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IQUII SPORT

RUSSIA Snapshot / First Division

RUSSIAN PREMIER LIGA

16

CLUBS

Total Russian Premier Liga football clubs analysed.

6

BRANDS

Total Russian Premier Liga Sport Brands on jerseys analysed.

10.4 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

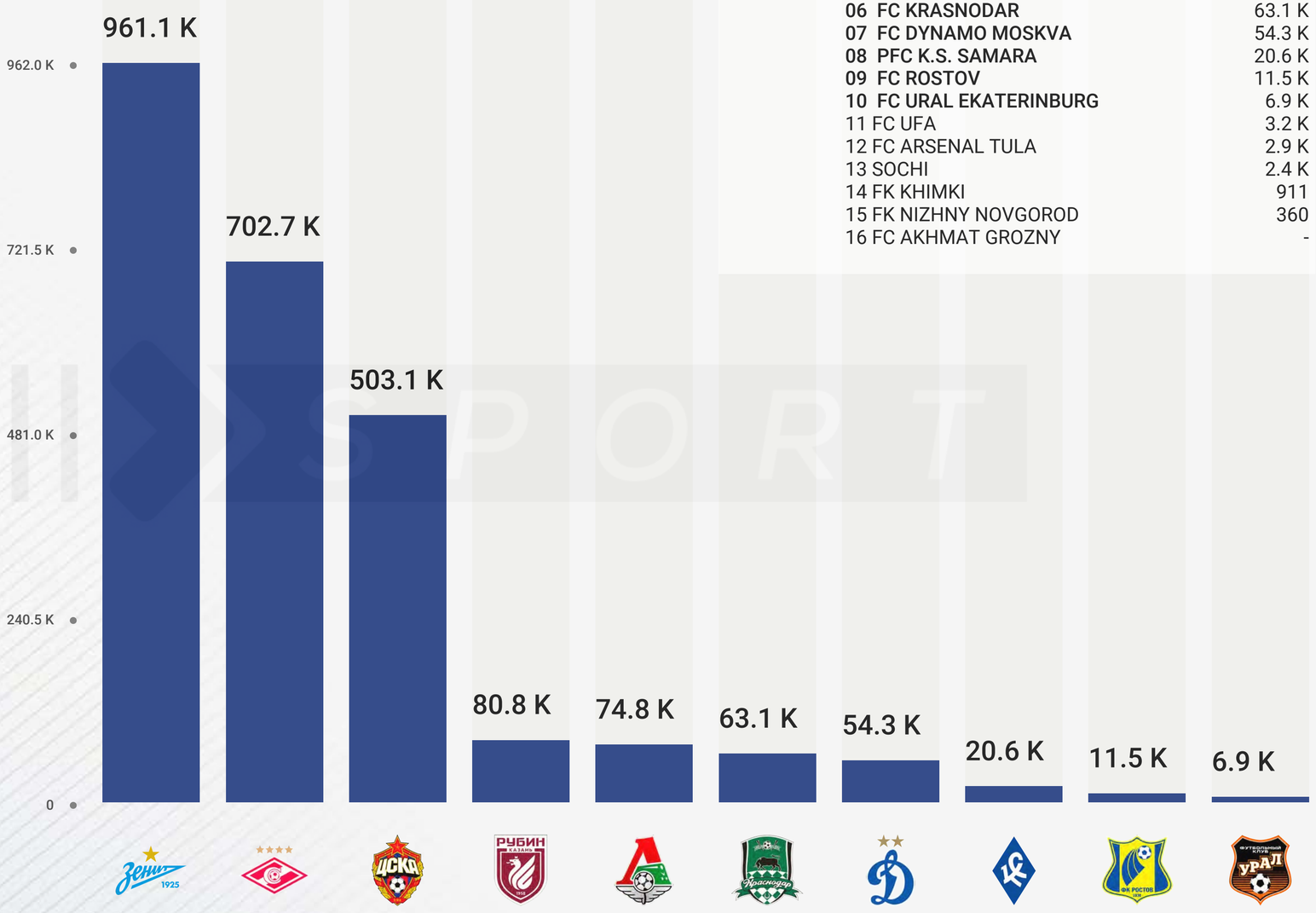
RUSSIA Facebook

TOTAL FANBASE

2.5 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS
01 FC ZENIT	961.1 K
02 FC SPARTAK MOSKVA	702.7 K
03 PFC CSKA MOSKVA	503.1 K
04 FC RUBIN KAZAN	80.8 K
05 FC LOKOMOTIV MOSKVA	74.8 K
06 FC KRASNODAR	63.1 K
07 FC DYNAMO MOSKVA	54.3 K
08 PFC K.S. SAMARA	20.6 K
09 FC ROSTOV	11.5 K
10 FC URAL EKATERINBURG	6.9 K
11 FC UFA	3.2 K
12 FC ARSENAL TULA	2.9 K
13 SOCHI	2.4 K
14 FK KHIMKI	911
15 FK NIZHNY NOVGOROD	360
16 FC AKHMAT GROZNY	-

*[updated on October 04, 2021]

Where FB Likes not available, we considered Followers.

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IQUII SPORT

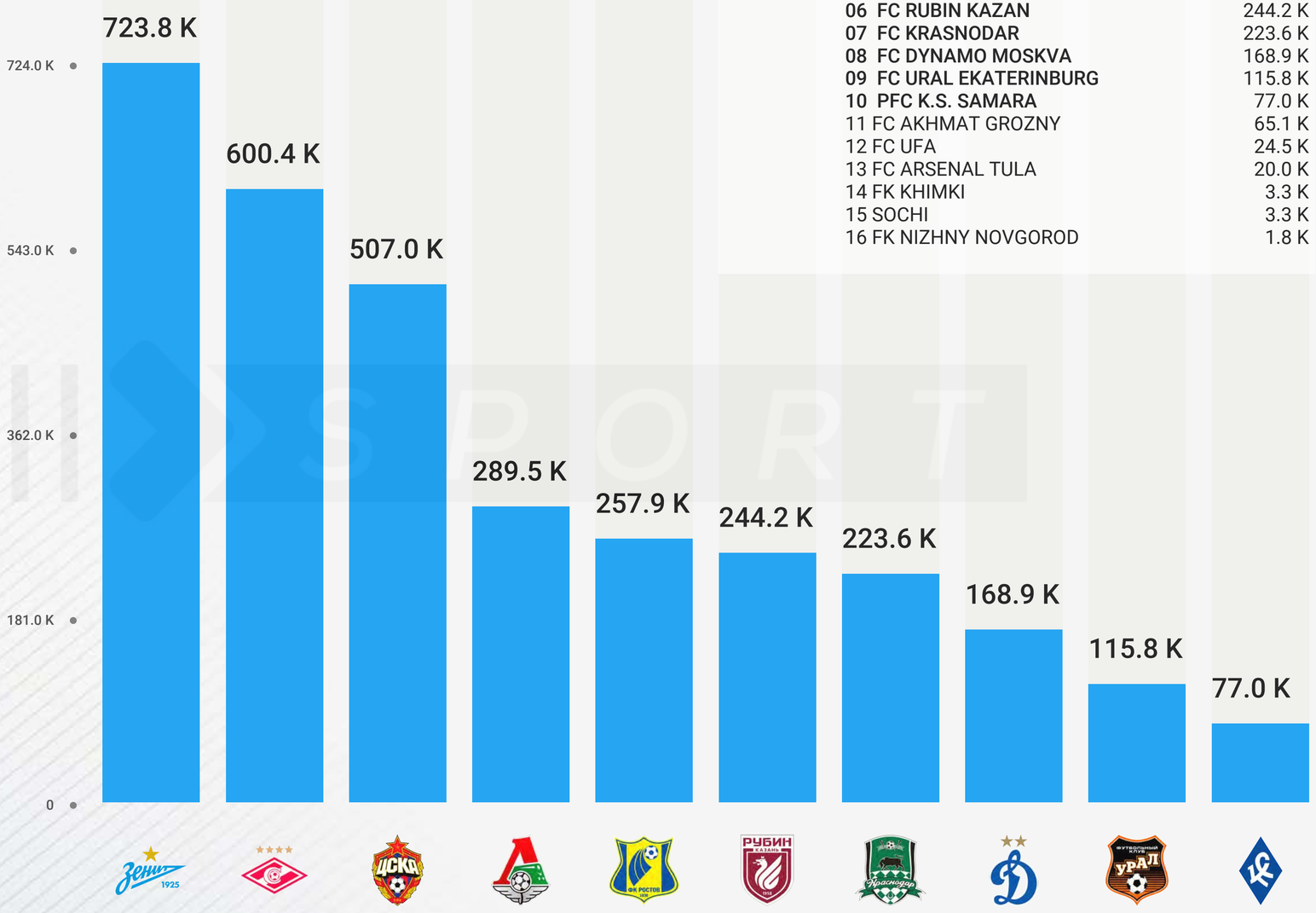
RUSSIA Twitter

TOTAL FANBASE

3.3 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS
01 FC ZENIT	723.8 K
02 FC SPARTAK MOSKVA	600.4 K
03 PFC CSKA MOSKVA	507.0 K
04 FC LOKOMOTIV MOSKVA	289.5 K
05 FC ROSTOV	257.9 K
06 FC RUBIN KAZAN	244.2 K
07 FC KRASNODAR	223.6 K
08 FC DYNAMO MOSKVA	168.9 K
09 FC URAL EKATERINBURG	115.8 K
10 PFC K.S. SAMARA	77.0 K
11 FC AKHMAT GROZNY	65.1 K
12 FC UFA	24.5 K
13 FC ARSENAL TULA	20.0 K
14 FK KHIMKI	3.3 K
15 SOCHI	3.3 K
16 FK NIZHNY NOVGOROD	1.8 K

*[updated on October 04, 2021]

Local accounts only have been considered.

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IQUII SPORT

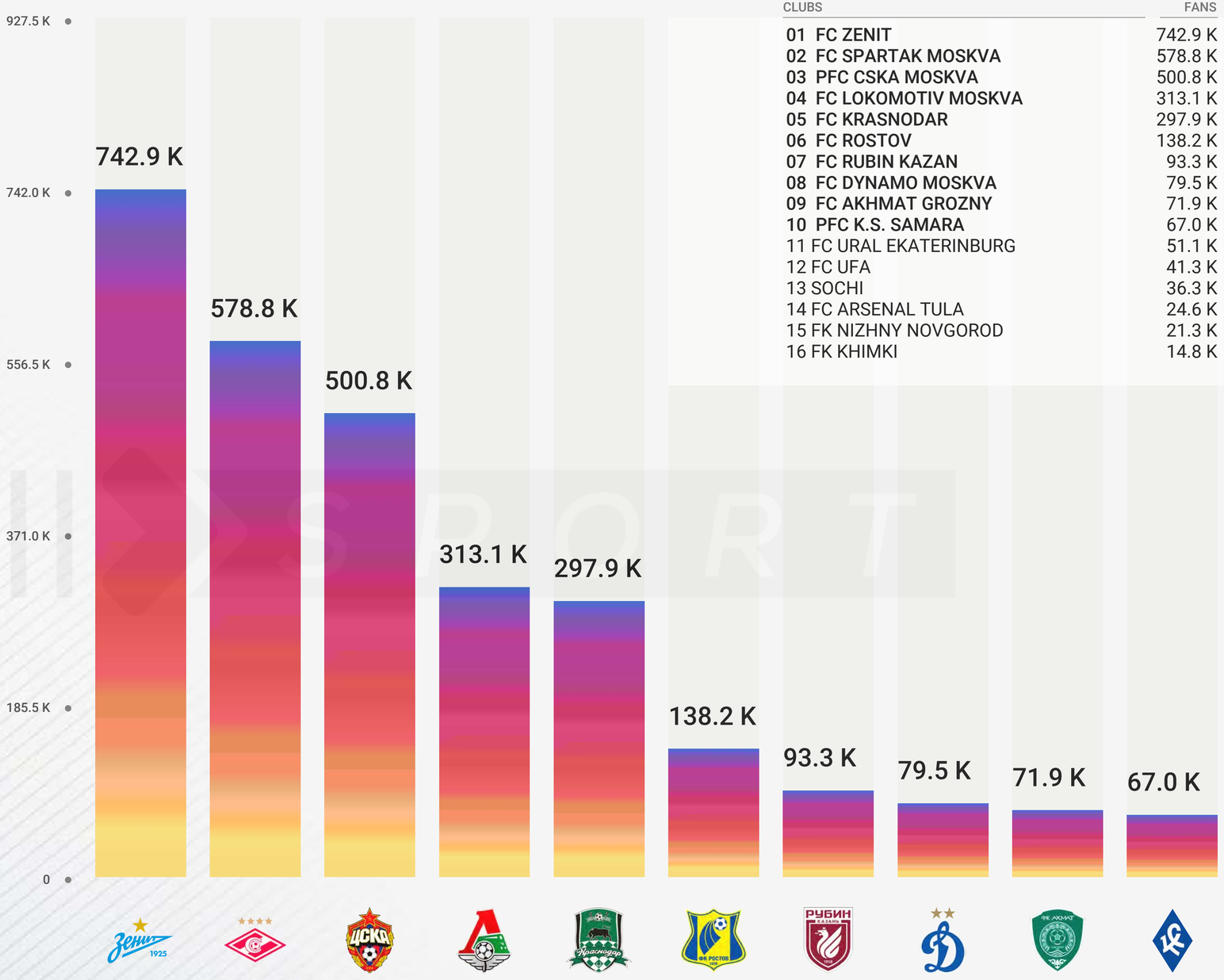
RUSSIA Instagram

TOTAL FANBASE

3.1 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS
01 FC ZENIT	742.9 K
02 FC SPARTAK MOSKVA	578.8 K
03 PFC CSKA MOSKVA	500.8 K
04 FC LOKOMOTIV MOSKVA	313.1 K
05 FC KRASNODAR	297.9 K
06 FC ROSTOV	138.2 K
07 FC RUBIN KAZAN	93.3 K
08 FC DYNAMO MOSKVA	79.5 K
09 FC AKHMAT GROZNY	71.9 K
10 PFC K.S. SAMARA	67.0 K
11 FC URAL EKATERINBURG	51.1 K
12 FC UFA	41.3 K
13 SOCHI	36.3 K
14 FC ARSENAL TULA	24.6 K
15 FK NIZHNY NOVGOROD	21.3 K
16 FK KHIMKI	14.8 K

*[updated on October 04, 2021]

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IQUII SPORT

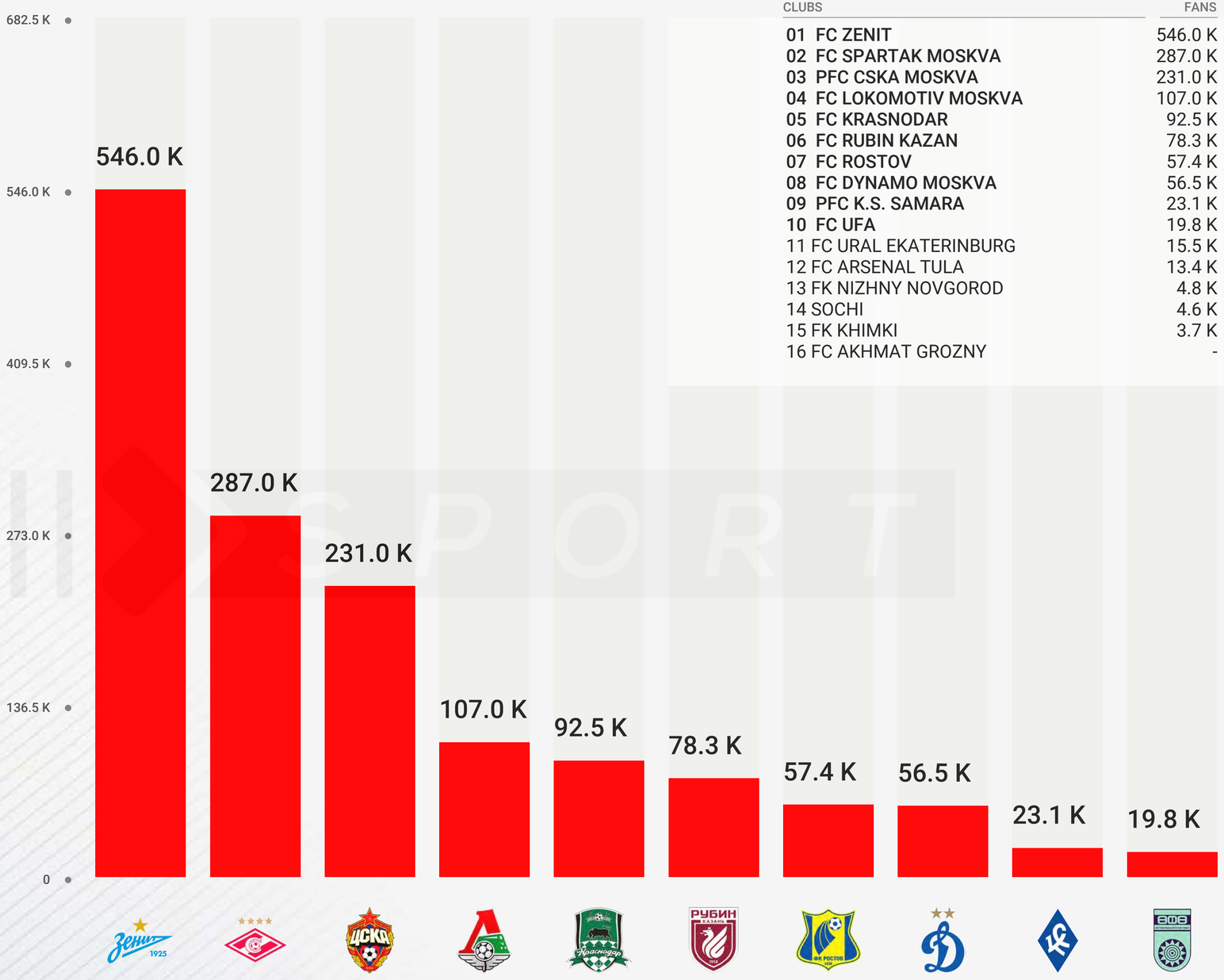
RUSSIA YouTube

TOTAL FANBASE

1.5 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS
01 FC ZENIT	546.0 K
02 FC SPARTAK MOSKVA	287.0 K
03 PFC CSKA MOSKVA	231.0 K
04 FC LOKOMOTIV MOSKVA	107.0 K
05 FC KRASNODAR	92.5 K
06 FC RUBIN KAZAN	78.3 K
07 FC ROSTOV	57.4 K
08 FC DYNAMO MOSKVA	56.5 K
09 PFC K.S. SAMARA	23.1 K
10 FC UFA	19.8 K
11 FC URAL EKATERINBURG	15.5 K
12 FC ARSENAL TULA	13.4 K
13 FK NIZHNY NOVGOROD	4.8 K
14 SOCHI	4.6 K
15 FK KHIMKI	3.7 K
16 FC AKHMAT GROZNY	-

*[updated on October 04, 2021]

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IQUII SPORT

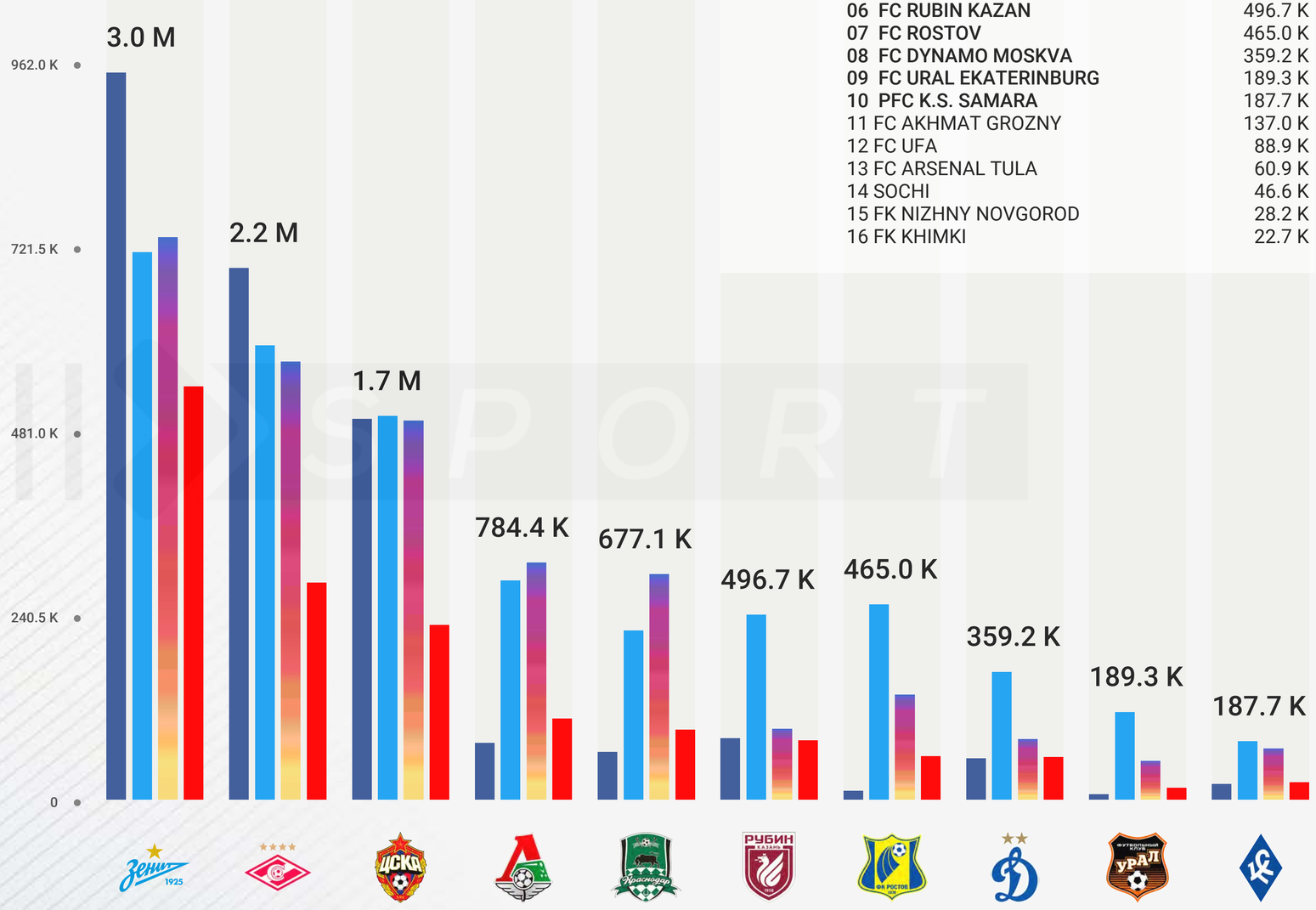
RUSSIA Social

TOTAL FANBASE

10.4 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS
01 FC ZENIT	3.0 M
02 FC SPARTAK MOSKVA	2.2 M
03 PFC CSKA MOSKVA	1.7 M
04 FC LOKOMOTIV MOSKVA	784.4 K
05 FC KRASNODAR	677.1 K
06 FC RUBIN KAZAN	496.7 K
07 FC ROSTOV	465.0 K
08 FC DYNAMO MOSKVA	359.2 K
09 FC URAL EKATERINBURG	189.3 K
10 PFC K.S. SAMARA	187.7 K
11 FC AKHMAT GROZNY	137.0 K
12 FC UFA	88.9 K
13 FC ARSENAL TULA	60.9 K
14 SOCHI	46.6 K
15 FK NIZHNY NOVGOROD	28.2 K
16 FK KHIMKI	22.7 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

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IQUII SPORT

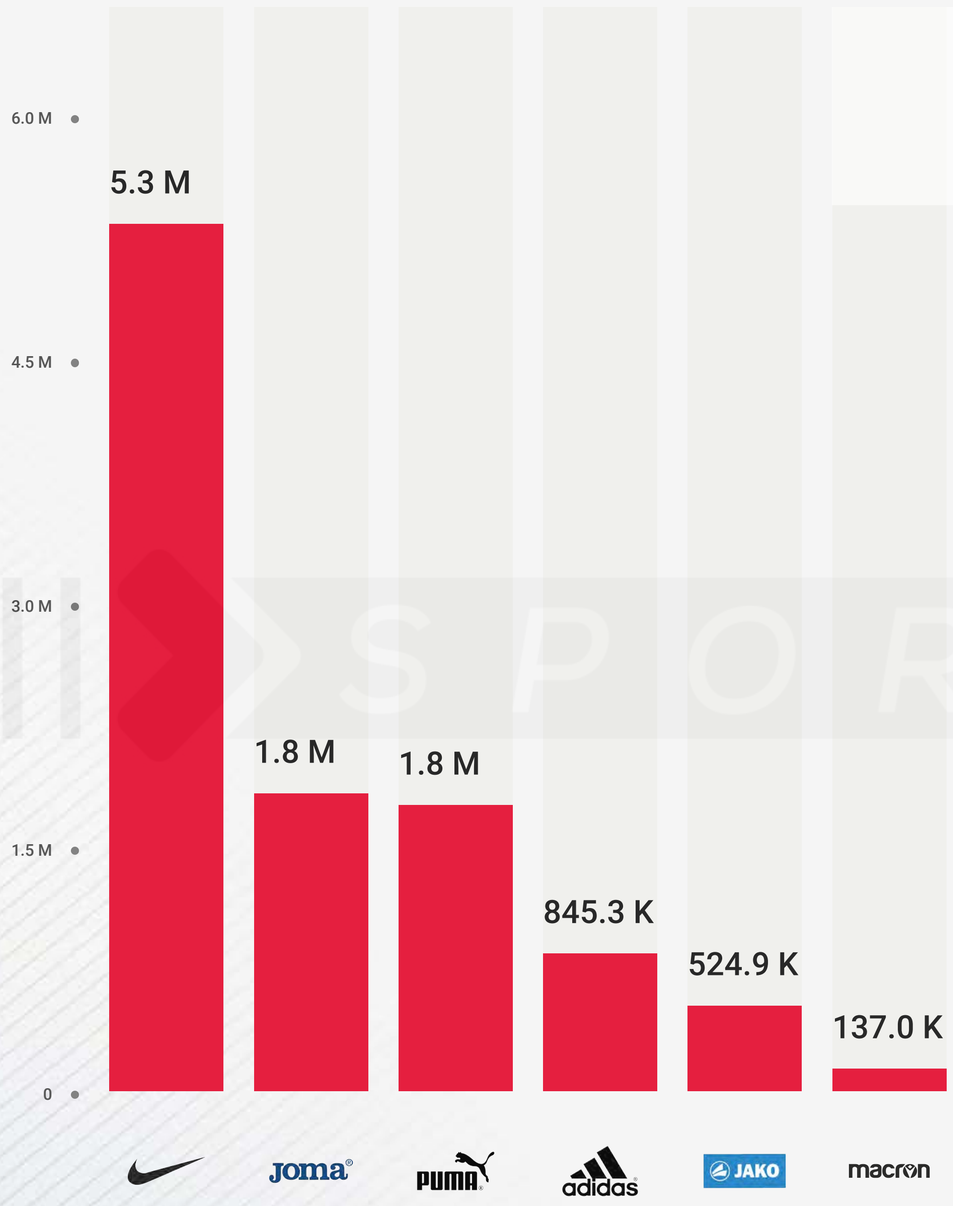
RUSSIA Brands

TOTAL FANBASE

10.4 M

RUSSIAN PREMIER LIGA

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



BRANDS	FANS
01 NIKE	5.3 M
02 JOMA	1.8 M
03 PUMA	1.8 M
04 ADIDAS	845.3 K
05 JAKO	524.9 K
06 MACRON	137.0 K

*[updated on October 04, 2021]

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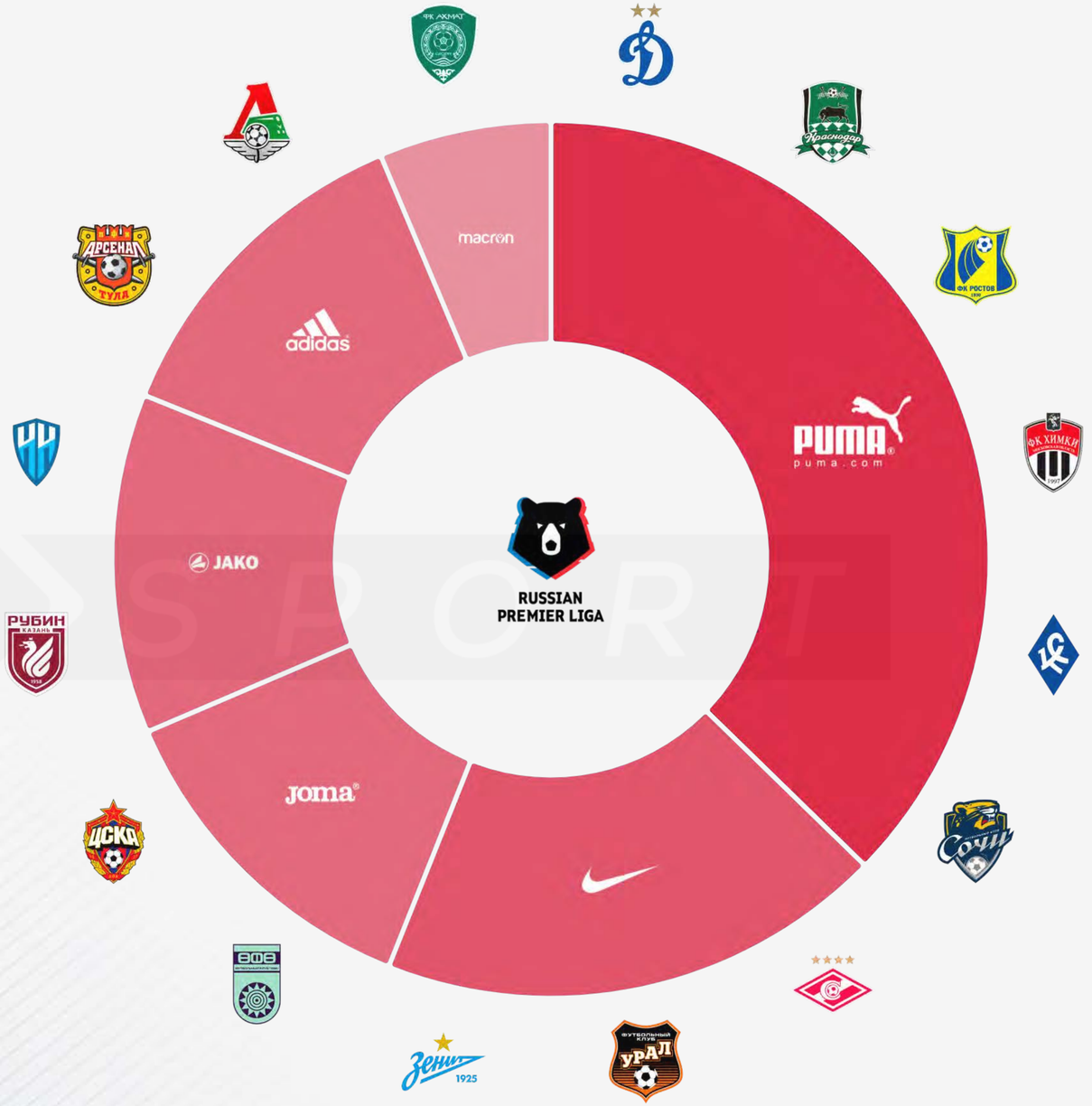
IQUII SPORT

RUSSIA Brands

CLUBS
16

SPORT BRANDS
6



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

*[updated on October 04, 2021]

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IQUII SPORT

Football Competitions included in this overview

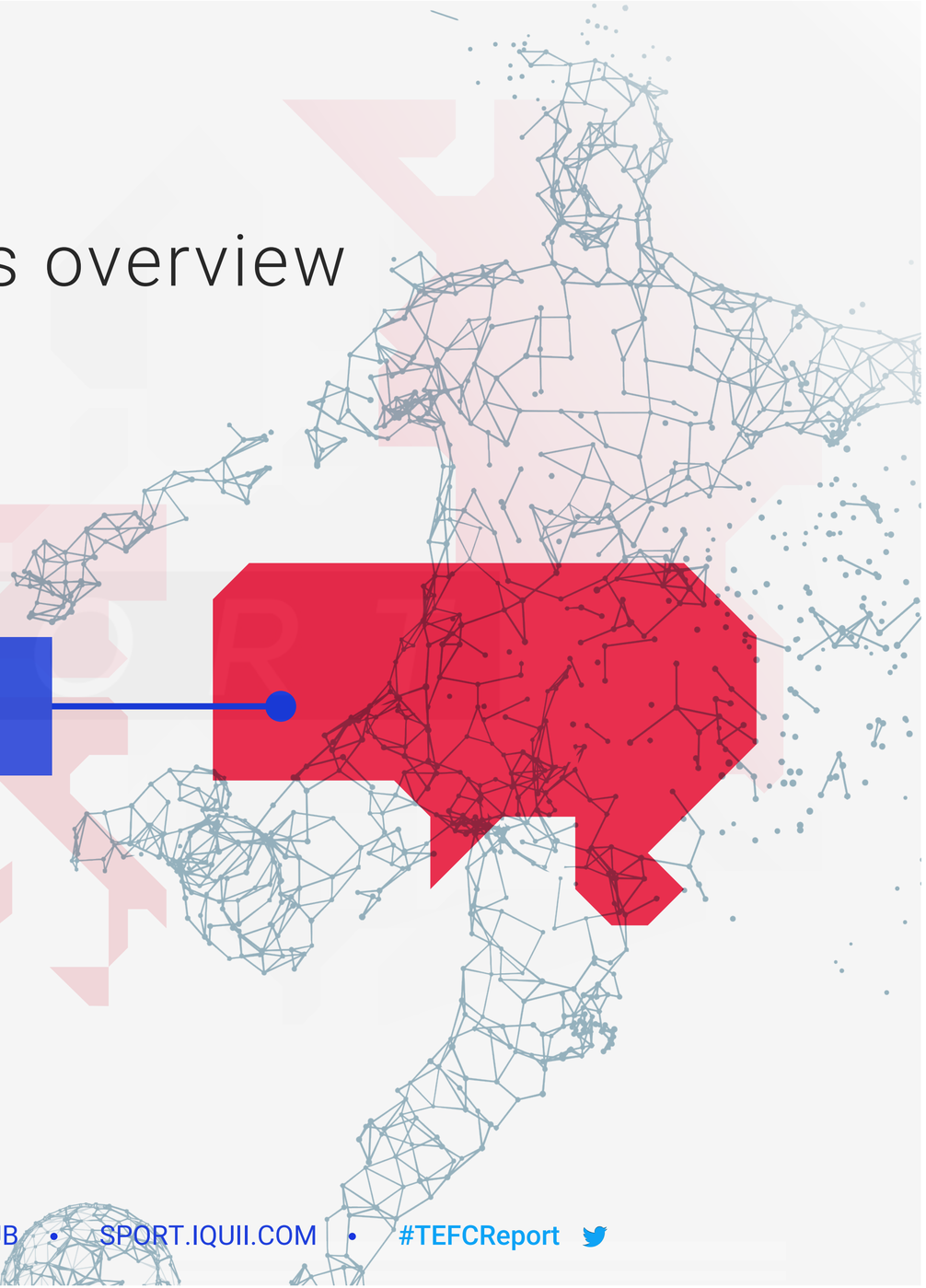
FIRST DIVISION

14 CLUBS

Українська Прем'єр-Ліга

Ukrainian Premier League

UKRAINE



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IQUII SPORT

UKRAINE Snapshot / First Division

Українська Прем'єр-Ліга

16

CLUBS

Total Ukrainian PL football clubs analysed.

7

BRANDS

Total Ukrainian PL Sport Brands on jerseys analysed.

3.5 M

FANS

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

*[updated on October 04, 2021]

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IQUII SPORT

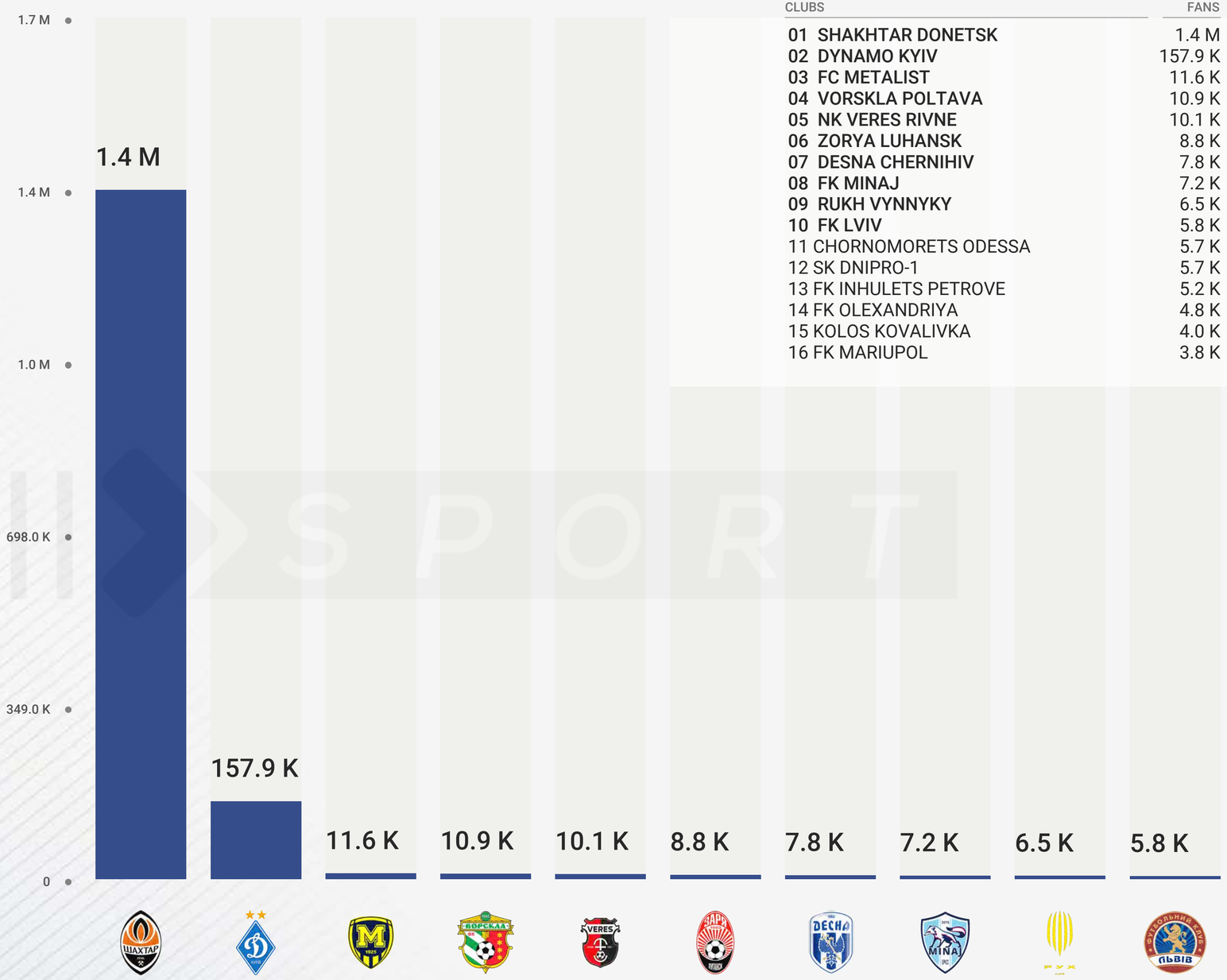
UKRAINE Facebook

TOTAL FANBASE

1.7 M

Українська Прем'єр-Ліга

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



CLUBS	FANS
01 SHAKHTAR DONETSK	1.4 M
02 DYNAMO KYIV	157.9 K
03 FC METALIST	11.6 K
04 VORSKLA POLTAVA	10.9 K
05 NK VERES RIVNE	10.1 K
06 ZORYA LUHANSK	8.8 K
07 DESNA CHERNIHIV	7.8 K
08 FK MINAJ	7.2 K
09 RUKH VYNNYKY	6.5 K
10 FK LVIV	5.8 K
11 CHORNOMORETS ODESSA	5.7 K
12 SK DNIPRO-1	5.7 K
13 FK INHULETS PETROVE	5.2 K
14 FK OLEXANDRIYA	4.8 K
15 KOLOS KOVALIVKA	4.0 K
16 FK MARIUPOL	3.8 K

Where FB Likes not available, we considered Followers.

*[updated on October 04, 2021]

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IQUII SPORT

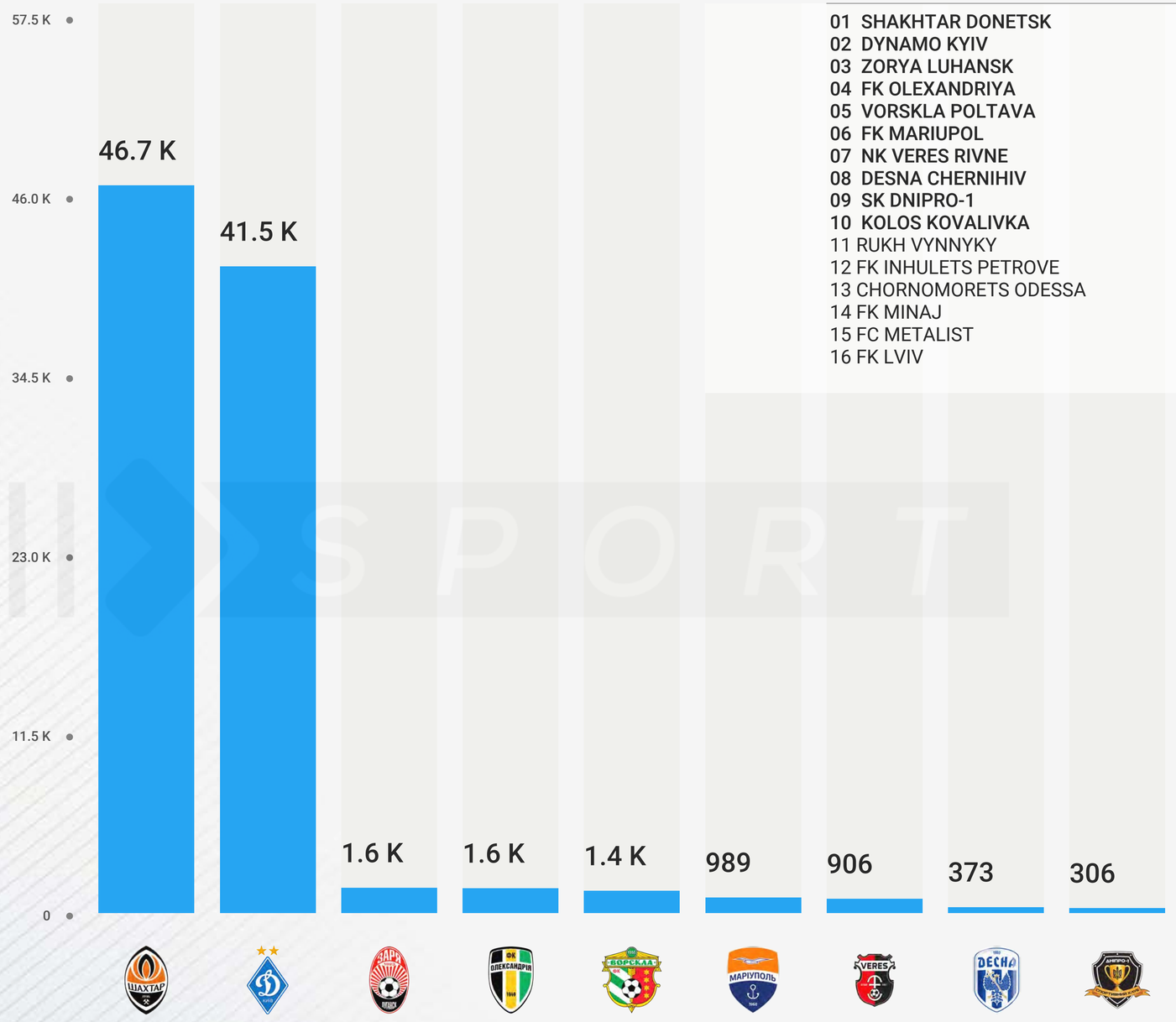
UKRAINE Twitter

TOTAL FANBASE

95 K

Українська Прем'єр-Ліга

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



CLUBS	FANS
01 SHAKHTAR DONETSK	46.7 K
02 DYNAMO KYIV	41.5 K
03 ZORYA LUHANSK	1.6 K
04 FK OLEXANDRIYA	1.6 K
05 VORSKLA POLTAVA	1.4 K
06 FK MARIUPOL	989
07 NK VERES RIVNE	906
08 DESNA CHERNIHIV	373
09 SK DNIPRO-1	306
10 KOLOS KOVALIVKA	-
11 RUKH VYNNYKY	-
12 FK INHULETS PETROVE	-
13 CHORNOMORETS ODESSA	-
14 FK MINAJ	-
15 FC METALIST	-
16 FK LVIV	-

*[updated on October 04, 2021]

Local accounts only have been considered.

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IQUII SPORT

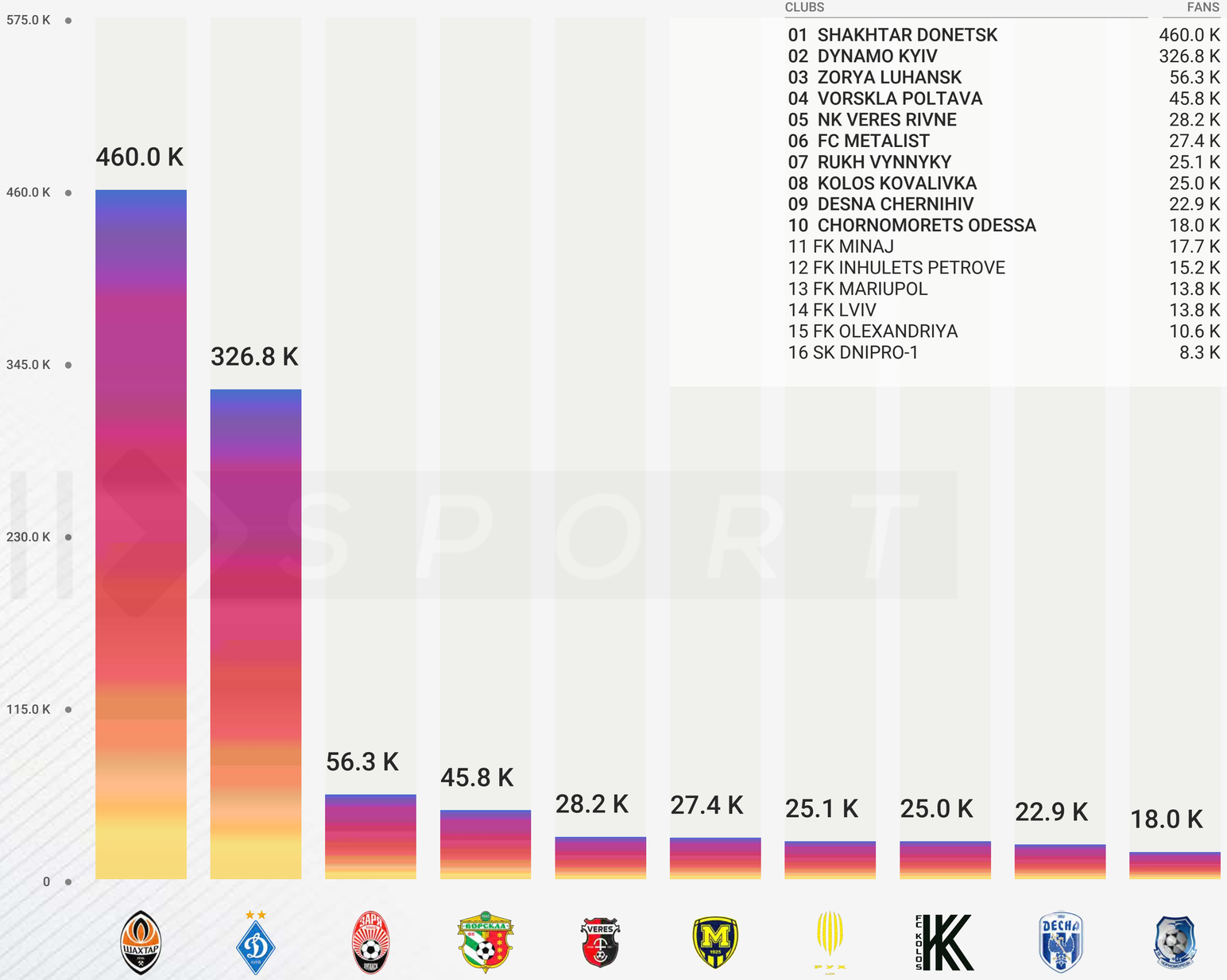
UKRAINE Instagram

TOTAL FANBASE

1.1 M

Українська Прем'єр-Ліга

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



CLUBS	FANS
01 SHAKHTAR DONETSK	460.0 K
02 DYNAMO KYIV	326.8 K
03 ZORYA LUHANSK	56.3 K
04 VORSKLA POLTAVA	45.8 K
05 NK VERES RIVNE	28.2 K
06 FC METALIST	27.4 K
07 RUKH VYNNYKY	25.1 K
08 KOLOS KOVALIVKA	25.0 K
09 DESNA CHERNIHIV	22.9 K
10 CHORNOMORETS ODESSA	18.0 K
11 FK MINAJ	17.7 K
12 FK INHULETS PETROVE	15.2 K
13 FK MARIUPOL	13.8 K
14 FK LVIV	13.8 K
15 FK OLEXANDRIYA	10.6 K
16 SK DNIPRO-1	8.3 K

*[updated on October 04, 2021]

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IQUII SPORT

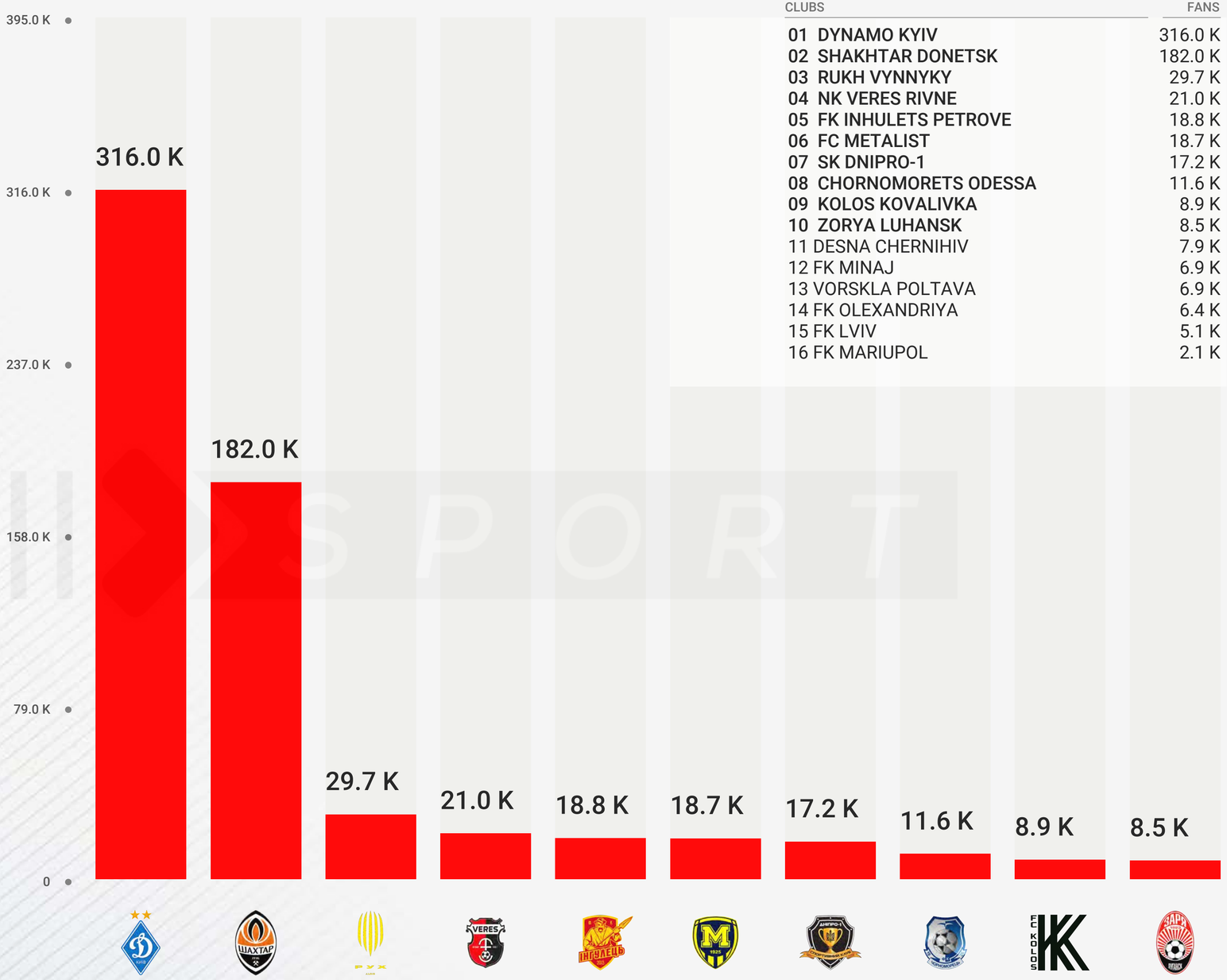
UKRAINE YouTube

TOTAL FANBASE

668 K

Українська Прем'єр-Ліга

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



CLUBS	FANS
01 DYNAMO KYIV	316.0 K
02 SHAKHTAR DONETSK	182.0 K
03 RUKH VYNNYKY	29.7 K
04 NK VERES RIVNE	21.0 K
05 FK INHULETS PETROVE	18.8 K
06 FC METALIST	18.7 K
07 SK DNIPRO-1	17.2 K
08 CHORNOMORETS ODESSA	11.6 K
09 KOLOS KOVALIVKA	8.9 K
10 ZORYA LUHANSK	8.5 K
11 DESNA CHERNIHIV	7.9 K
12 FK MINAJ	6.9 K
13 VORSKLA POLTAVA	6.9 K
14 FK OLEXANDRIYA	6.4 K
15 FK LVIV	5.1 K
16 FK MARIUPOL	2.1 K

*[updated on October 04, 2021]

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

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IQUII SPORT

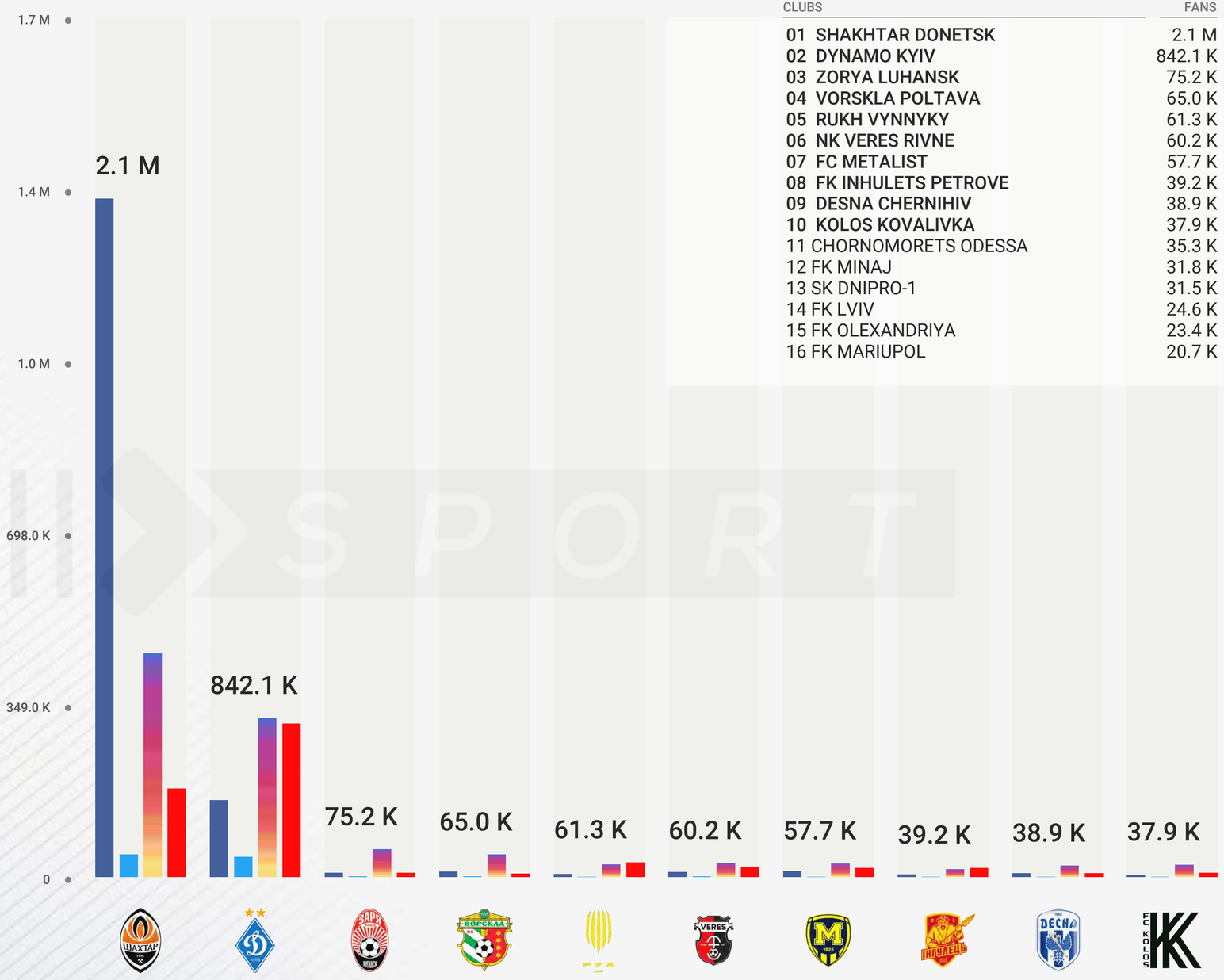
UKRAINE Social

TOTAL FANBASE

3.5 M

Українська Прем'єр-Ліга

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



CLUBS	FANS
01 SHAKHTAR DONETSK	2.1 M
02 DYNAMO KYIV	842.1 K
03 ZORYA LUHANSK	75.2 K
04 VORSKLA POLTAVA	65.0 K
05 RUKH VYNNYKY	61.3 K
06 NK VERES RIVNE	60.2 K
07 FC METALIST	57.7 K
08 FK INHULETS PETROVE	39.2 K
09 DESNA CHERNIHIV	38.9 K
10 KOLOS KOVALIVKA	37.9 K
11 CHORNOMORETS ODESSA	35.3 K
12 FK MINAJ	31.8 K
13 SK DNIPRO-1	31.5 K
14 FK LVIV	24.6 K
15 FK OLEXANDRIYA	23.4 K
16 FK MARIUPOL	20.7 K

Where FB Likes not available, we considered Followers. TW local accounts only have been considered.

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IQUII SPORT

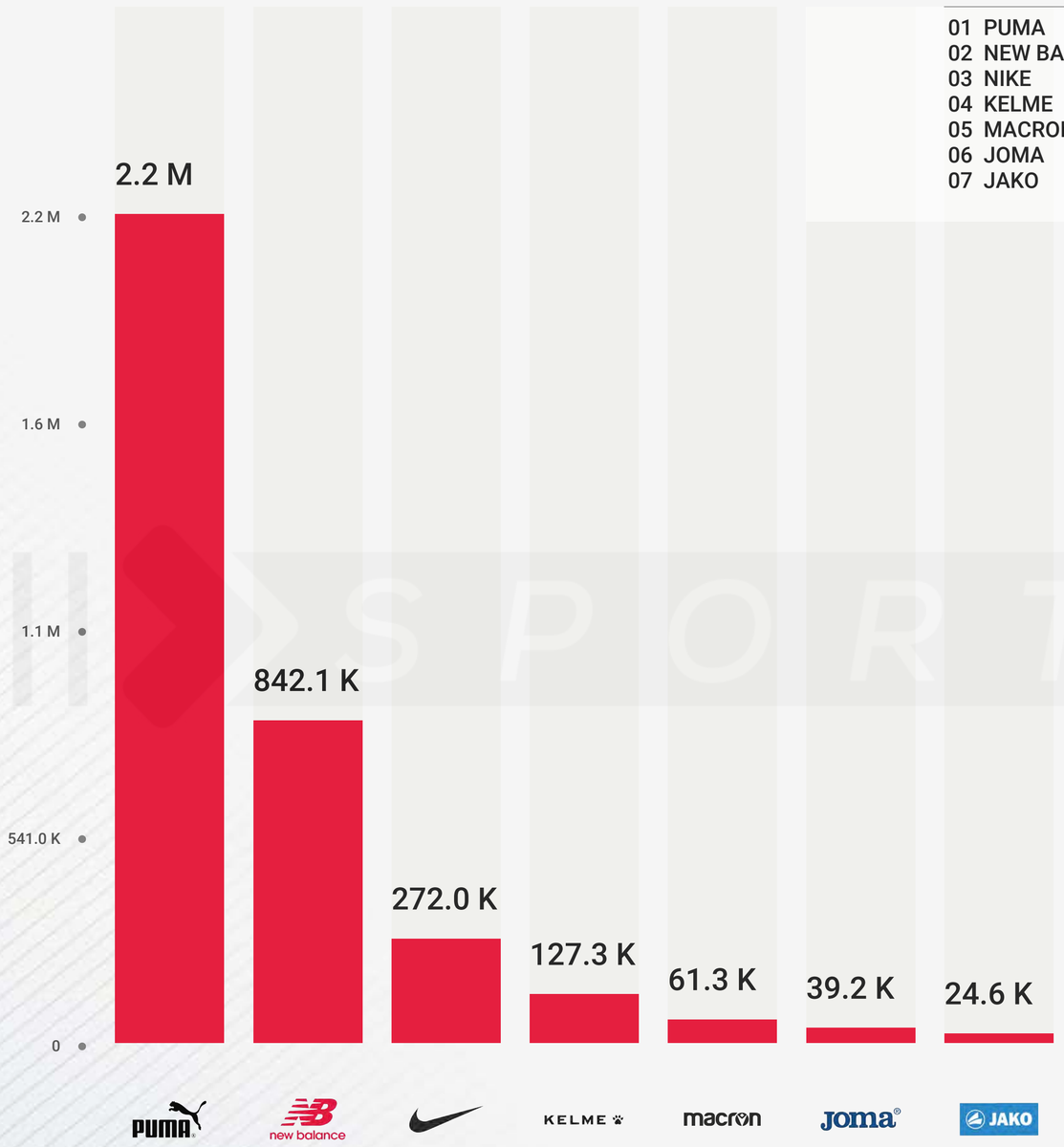
UKRAINE Brands

TOTAL FANBASE

3.5 M

Українська Прем'єр-Ліга

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



BRANDS	FANS
01 PUMA	2.2 M
02 NEW BALANCE	842.1 K
03 NIKE	272.0 K
04 KELME	127.3 K
05 MACRON	61.3 K
06 JOMA	39.2 K
07 JAKO	24.6 K

*[updated on October 04, 2021]

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IQUII SPORT

UKRAINE Brands

CLUBS
16

SPORT BRANDS
7

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

*[updated on October 04, 2021]

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Countries included in the leagues' analysis

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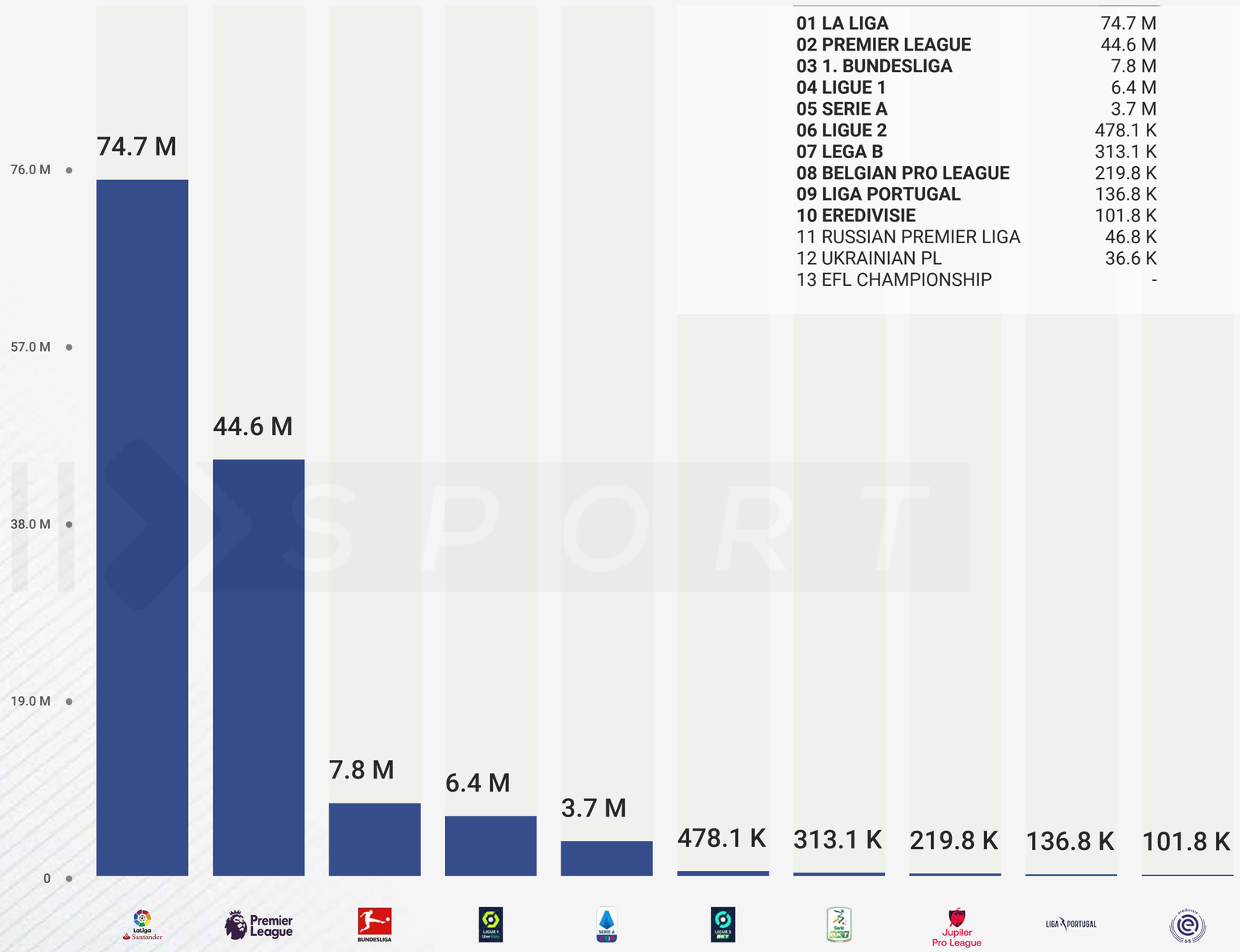
LEAGUES Facebook

TOTAL FANBASE

138.5 M

EUROPEAN TOP20

Ranking of the European Leagues on Facebook.



LEAGUES	FANS
01 LA LIGA	74.7 M
02 PREMIER LEAGUE	44.6 M
03 1. BUNDESLIGA	7.8 M
04 LIGUE 1	6.4 M
05 SERIE A	3.7 M
06 LIGUE 2	478.1 K
07 LEGA B	313.1 K
08 BELGIAN PRO LEAGUE	219.8 K
09 LIGA PORTUGAL	136.8 K
10 EREDIVISIE	101.8 K
11 RUSSIAN PREMIER LIGA	46.8 K
12 UKRAINIAN PL	36.6 K
13 EFL CHAMPIONSHIP	-

***[updated on October 04, 2021]**

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

Where FB Likes not available, we considered Followers.

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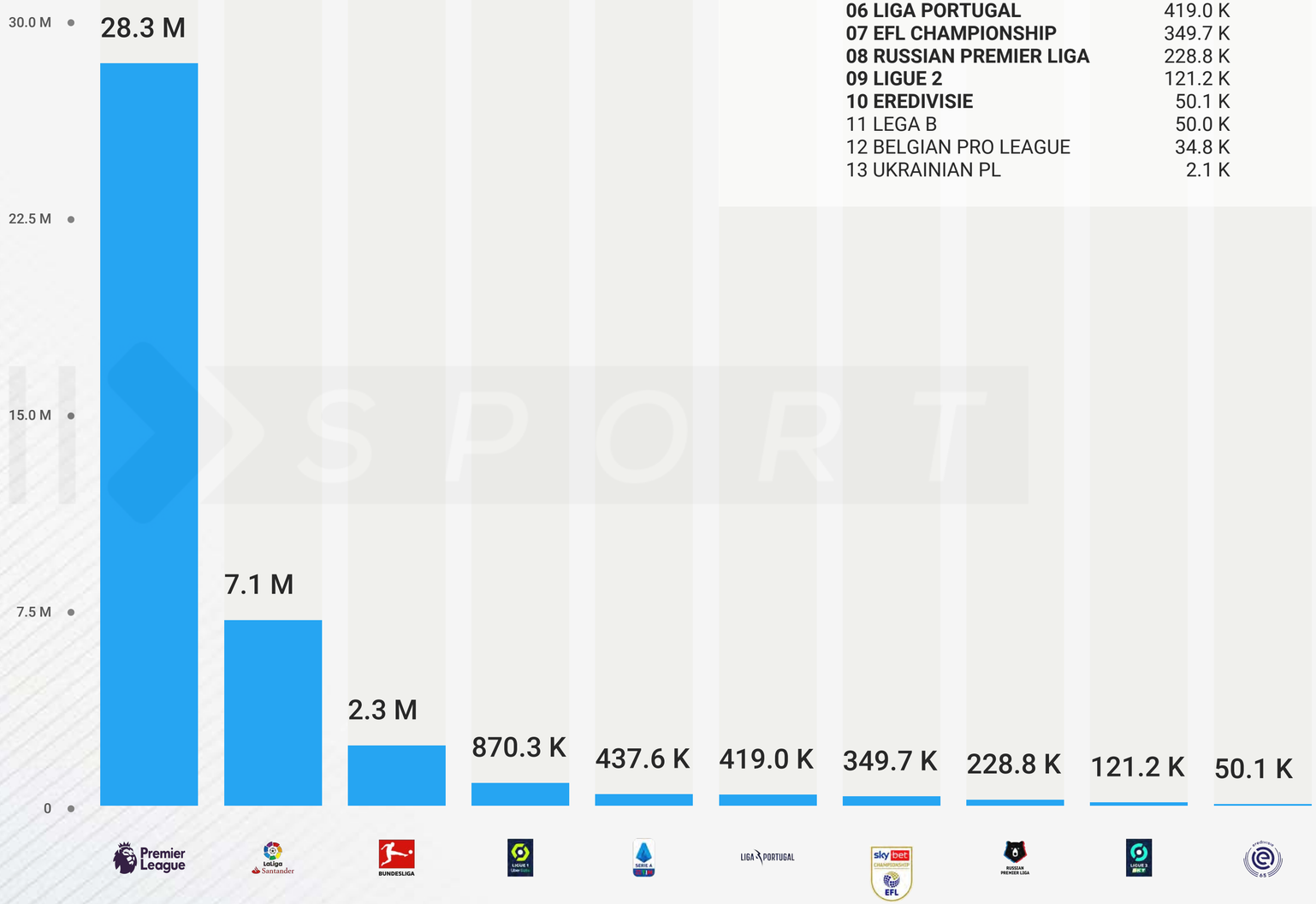
LEAGUES Twitter

TOTAL FANBASE

40.3 M

EUROPEAN TOP20

Ranking of the European Leagues on Twitter.



LEAGUES	FANS
01 PREMIER LEAGUE	28.3 M
02 LA LIGA	7.1 M
03 1. BUNDESLIGA	2.3 M
04 LIGUE 1	870.3 K
05 SERIE A	437.6 K
06 LIGA PORTUGAL	419.0 K
07 EFL CHAMPIONSHIP	349.7 K
08 RUSSIAN PREMIER LIGA	228.8 K
09 LIGUE 2	121.2 K
10 EREDIVISIE	50.1 K
11 LEGA B	50.0 K
12 BELGIAN PRO LEAGUE	34.8 K
13 UKRAINIAN PL	2.1 K

***[updated on October 04, 2021]**

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Local accounts only have been considered.

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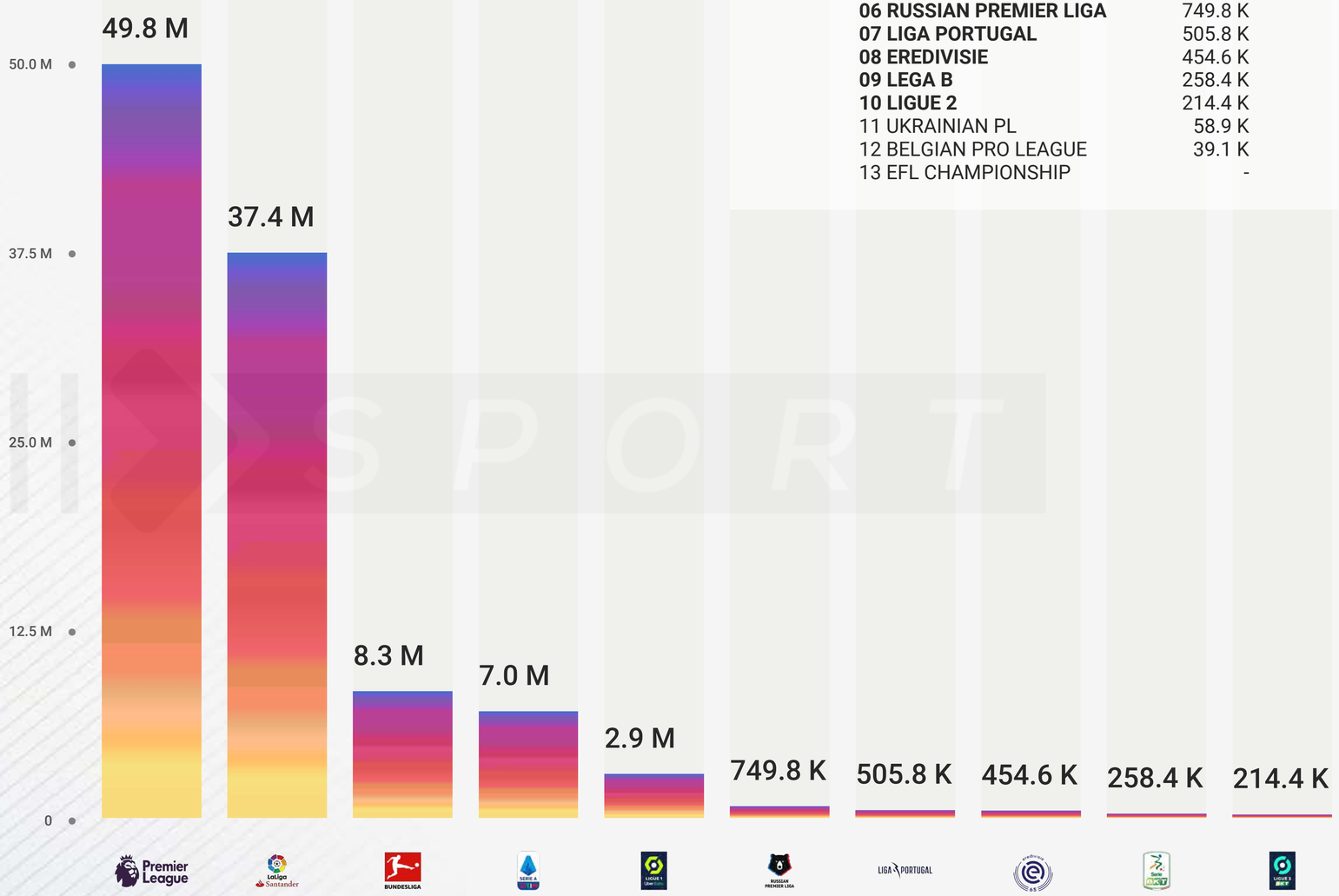
LEAGUES Instagram

TOTAL FANBASE

107.7 M

EUROPEAN TOP20

Ranking of the European Leagues on Instagram.



LEAGUES	FANS
01 PREMIER LEAGUE	49.8 M
02 LA LIGA	37.4 M
03 1. BUNDESLIGA	8.3 M
04 SERIE A	7.0 M
05 LIGUE 1	2.9 M
06 RUSSIAN PREMIER LIGA	749.8 K
07 LIGA PORTUGAL	505.8 K
08 EREDIVISIE	454.6 K
09 LEGA B	258.4 K
10 LIGUE 2	214.4 K
11 UKRAINIAN PL	58.9 K
12 BELGIAN PRO LEAGUE	39.1 K
13 EFL CHAMPIONSHIP	-

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***[updated on October 04, 2021]**

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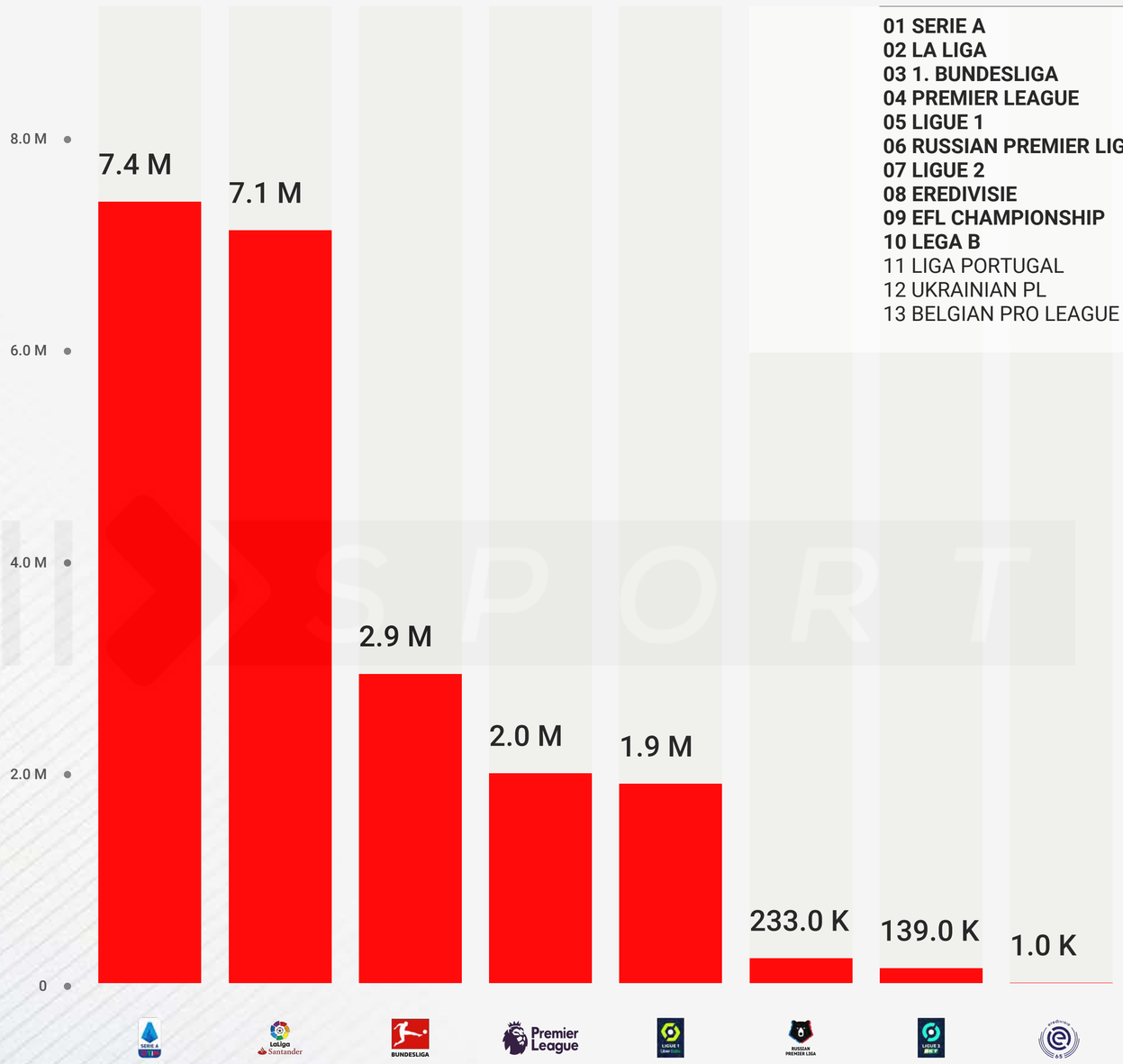
LEAGUES YouTube

TOTAL FANBASE

21.6 M

EUROPEAN TOP20

Ranking of the European Leagues on YouTube.



LEAGUES	FANS
01 SERIE A	7.4 M
02 LA LIGA	7.1 M
03 1. BUNDESLIGA	2.9 M
04 PREMIER LEAGUE	2.0 M
05 LIGUE 1	1.9 M
06 RUSSIAN PREMIER LIGA	233.0 K
07 LIGUE 2	139.0 K
08 EREDIVISIE	1.0 K
09 EFL CHAMPIONSHIP	-
10 LEGA B	n/a
11 LIGA PORTUGAL	n/a
12 UKRAINIAN PL	n/a
13 BELGIAN PRO LEAGUE	-

***[updated on October 04, 2021]**

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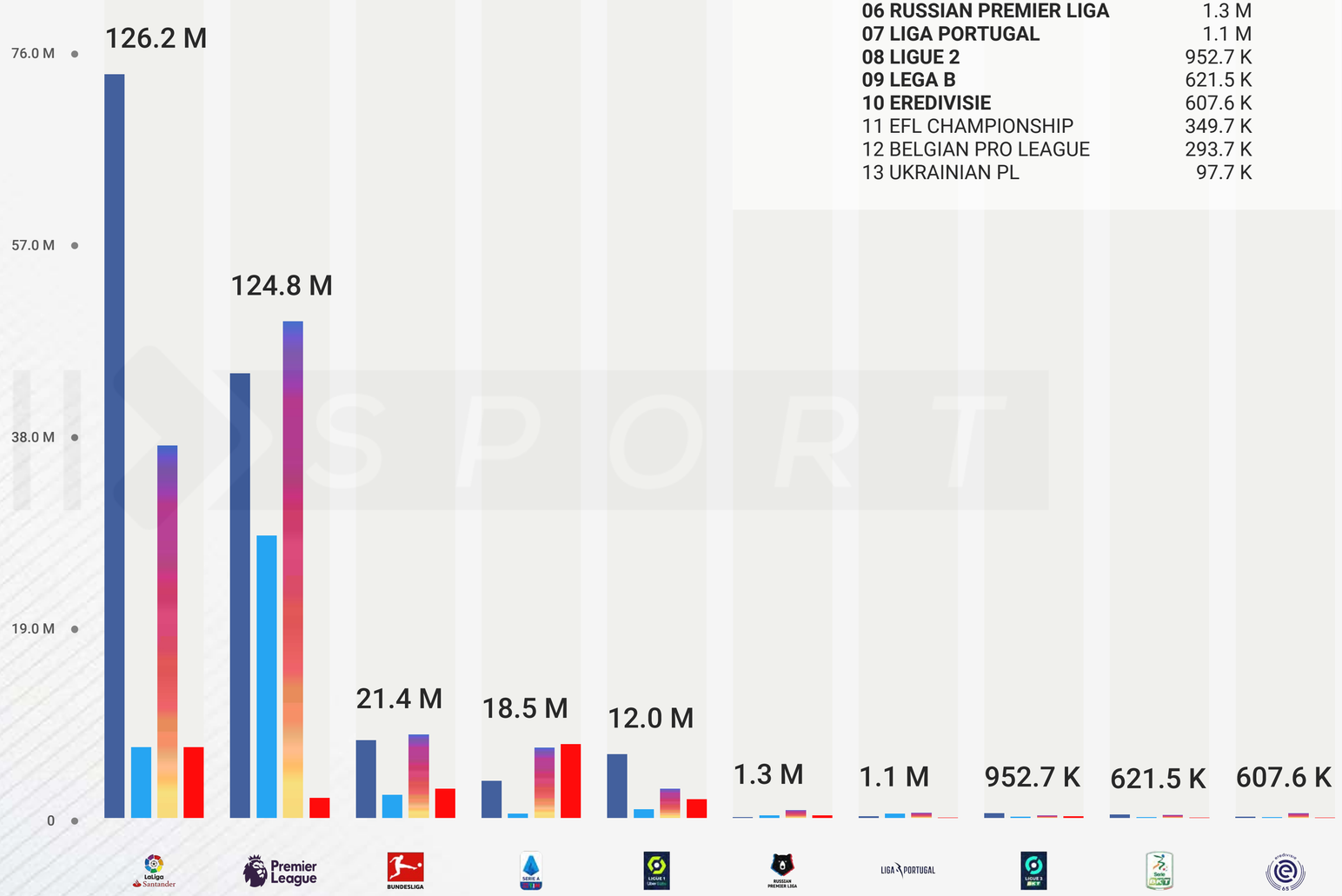
LEAGUES Social

TOTAL FANBASE

308.1 M

EUROPEAN TOP20

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



LEAGUES	FANS
01 LA LIGA	126.2 M
02 PREMIER LEAGUE	124.8 M
03 1. BUNDESLIGA	21.4 M
04 SERIE A	18.5 M
05 LIGUE 1	12.0 M
06 RUSSIAN PREMIER LIGA	1.3 M
07 LIGA PORTUGAL	1.1 M
08 LIGUE 2	952.7 K
09 LEGA B	621.5 K
10 EREDIVISIE	607.6 K
11 EFL CHAMPIONSHIP	349.7 K
12 BELGIAN PRO LEAGUE	293.7 K
13 UKRAINIAN PL	97.7 K

***[updated on October 04, 2021]**

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OUR REPORTS

#TEFCReport

#TWFCReport

#TEFPReport

#TEFSReport

#TBLReport

#TVLReport

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Sport Thinking is the perfect place for all the stakeholders of the field to learn and to be constantly up to date with all the latest news and trends of the Sport Industry.

In our Brand Magazine you can find exclusive analyses, our in-depth commented reports, as well as engaging interviews to the professionals of the field. At the current moment Sport Thinking is in Italian only, but we are working to make it available in other languages.

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PLATFORM

Our end to end platform for integrated event management, live streaming, fan engagement and branded content.

Fanize

Discover our gamification powered loyalty platform

Virtual Media Hub

Discover our OTT platform for exclusive content broadcasting and monetization

EventBuilder

Discover our fully integrated event management platform

SportXP

Discover our Fan Engagement and Membership programs platform

TicketXP

Discover our digital ticket system

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FORWARD THINKING

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

Our story begins in 2011, when Fabio and Mirko Lalli founded IQUII to offer an innovative approach to IT security services. Since the foundation, IQUII has never settled and continued to grow. In 2012, the company focused on the development of new web, mobile and wearable technologies, and integrated Digital Marketing and consultancy services into its offering. That growth never stopped, and in 2016 IQUII becomes part of the Be-TSE holding, a listed group in the Italian stock market and now, with the offices in Rome, Milan and Bolzano, it counts more than 80 professionals on the Italian territory and a consultancy network abroad.

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

We are
Digital Enablers

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IQUII SPORT

36th Issue

Version 1.0 - 14.10.21
[first release]

Methodology and Specs

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The collection of the data has been carried out on October 04, 2021. The report update will be done on a monthly basis.

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