

THE DIGITAL PARALYMPIC *REPORT*

A social media analysis about the Italian athletes during Tokyo 2020



Foreword

Dear fan,
Welcome to “**The Digital Paralympic**” Report, the first Paralympic study by **IQUII Sport**, the IQUII’s Sport Intelligence Unit.

Despite being delayed by one year, this 16° edition of the Paralympic Games in Tokyo has brought intense emotions to athletes, professionals and fans, being forced this year to enjoy the event from the screen.

Indeed, mobile devices helped to close this gap thanks to the athletes’ social media presence: through their online profiles, they have been able to let fans participate in the event sharing news, stories and emotions.

How much **Tokyo 2020** influenced the online fanbase of the athletes?
This is the question we answered with this report, analysing Italian athletes, their fanbase and online growth during the event, also studying their impact on their sports and federations.

Do not hesitate to share your favourite charts and thoughts on social media, tagging us (@IQUIISport) and using the hashtag **#DigitalParalympicReport**. For any information, you can contact us at sport@iquii.com.



Women Athletes



Ranking of the **TOP 20** most grown up **Italian Women Athletes** on Twitter and Instagram, during the event.

Data refer to the period from 23/08/2021 to 06/09/2021

RK	SPORT	ATHLETE	FANBASE	TOT VAR	% VAR	MEDALS
01		BEATRICE MARIA VIO	1.3M	+109.1K	+9.44%	
02		AMBRA SABATINI	15.7K	+11.1K	+240.79%	
03		VERONICA YOKO PLEBANI	68.8K	+10.2K	+17.36%	
04		GIULIA TERZI	6.8K	+4.0K	+143.67%	
05		MONICA CONTRAFATTO	21.6K	+4.0K	+22.66%	
06		MARTINA CAIRONI	9.5K	+3.8K	+65.26%	
07		CARLOTTA GILLI	7.4K	+3.0.K	+69.89%	
08		VITTORIA BIANCO	3.6K	+1.6K	+79.44%	
09		SARA MORGANTI	2.4K	+1.2K	+102.74%	
10		MONICA BOGGIONI	2.8K	+1.2K	+71.08%	
11		XENIA FRANCESCA PALAZZO	1.8K	+1.0K	+131.57%	
12		GIULIA GHIRETTI	16.4K	+951	+6.14%	
13		ARIANNA TALAMONA	22.1K	+793	+3.72%	
14		ALESSIA BERRA	2.3K	+784	+51.92%	
15		ARJOLA TRIMI	1.2K	+765	+160.38%	
16		ASSUNTA LEGNANTE	3.2K	+635	+25.23%	
17		FRANCESCA PORCELLATO	2.9K	+571	+24.21%	
18		ANNA BARBARO	5.3K	+458	+9.52%	
19		ALESSIA SCORTECHINI	1.7K	+440	+35.71%	
20		GIADA ROSSI	1.6K	+420	+36.94%	



Men Athletes



Ranking of the **TOP 20** most grown up **Italian Men Athletes** on Twitter and Instagram, during the event.

Data refer to the period from 23/08/2021 to 06/09/2021

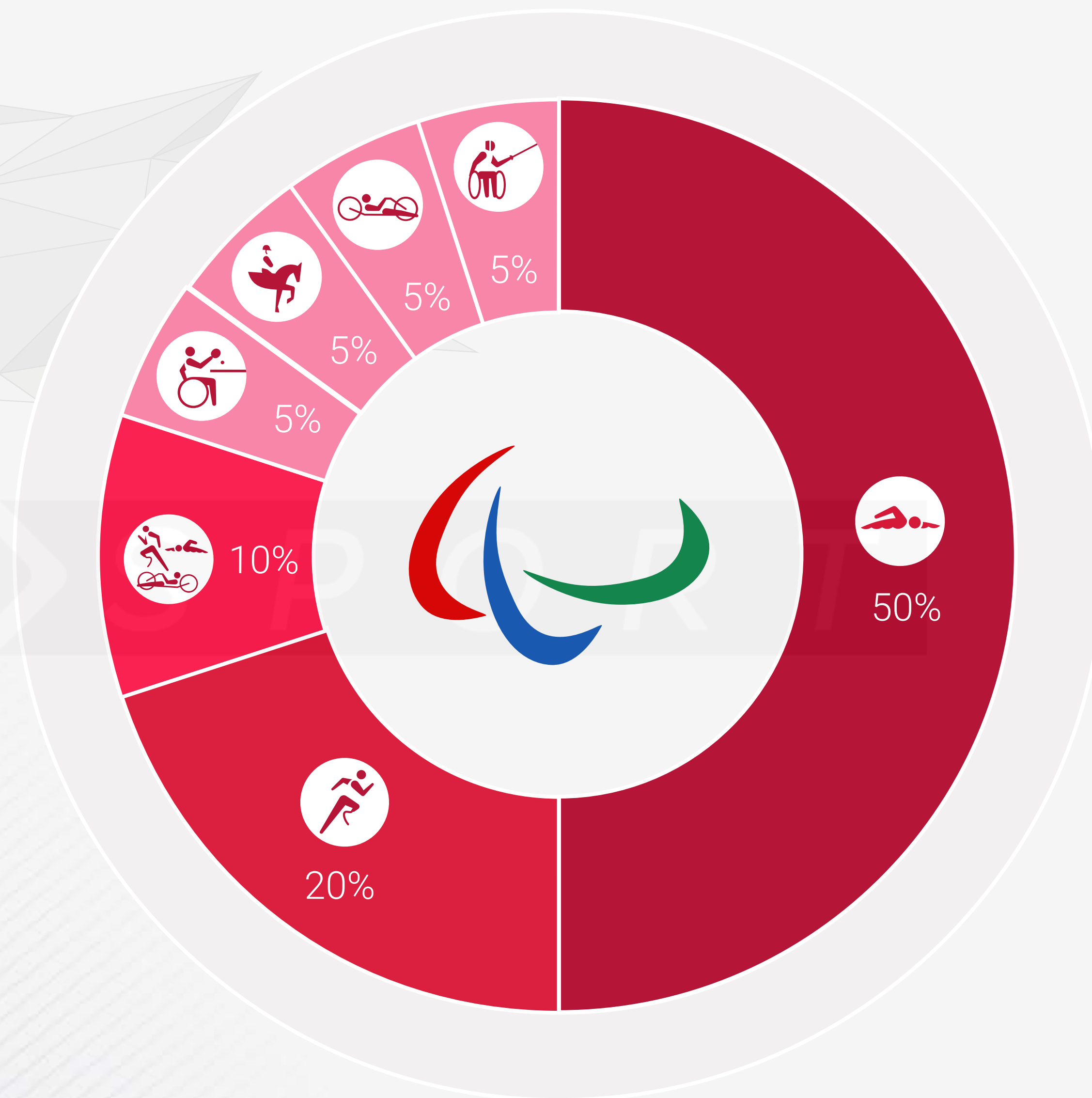
RK	SPORT	ATHLETE	FANBASE	TOT VAR	% VAR	MEDALS
				■ 0 ■ 250 ■ 500 ■ 1K ■ 3K ■ 7K		
01		SIMONE BARLAAM	23.5K	+5.8K	+32.91%	
02		STEFANO RAIMONDI	6.0K	+2.4K	+66.31%	
03		FRANCESCO BOCCIARDO	2.9K	+1.5K	+116.37%	
04		ONEY TAPIA	13.7K	+1.4K	+11.78%	
05		ANTONIO FANTIN	2.8K	+1.2K	+68.39%	
06		FEDERICO MORLACCHI	7.3K	+886	+13.77%	
07		FRANCESCO BETTELLA	2.2K	+670	+45.33%	
08		ANDREA TARLAO	11.7K	+635	+5.73%	
09		EMANUELE LAMBERTINI	8.0K	+627	+8.55%	
10		DONATO TELESCA	10.1K	+619	+6.57%	
11		ALBERTO AMODEO	1.1K	+459	+72.74%	
12		NDIAGA DIENG	1.4K	+425	+42.37%	
13		GIOVANNI ACHENZA	1.4K	+403	+39.82%	
14		ALESSANDRO OSSOLA	4.2K	+400	+10.52%	
15		LUIGI BEGGIATO	621	+380	+157.68%	
16		FEDERICO MANCARELLA	1.9K	+378	+25.49%	
17		EDOARDO GIORDAN	2.1K	+369	+21.45%	
18		LUCA MAZZONE	1.6K	+270	+20.38%	
19		SIMONE CIULLI	8.9K	+259	+3.01%	
20		RICCARDO MENCIAOTTI	984	+254	+34.79%	



Most Growing Sports



The most represented sports in the **TOP 20** most grown **Italian Women Athletes'** [chart](#)



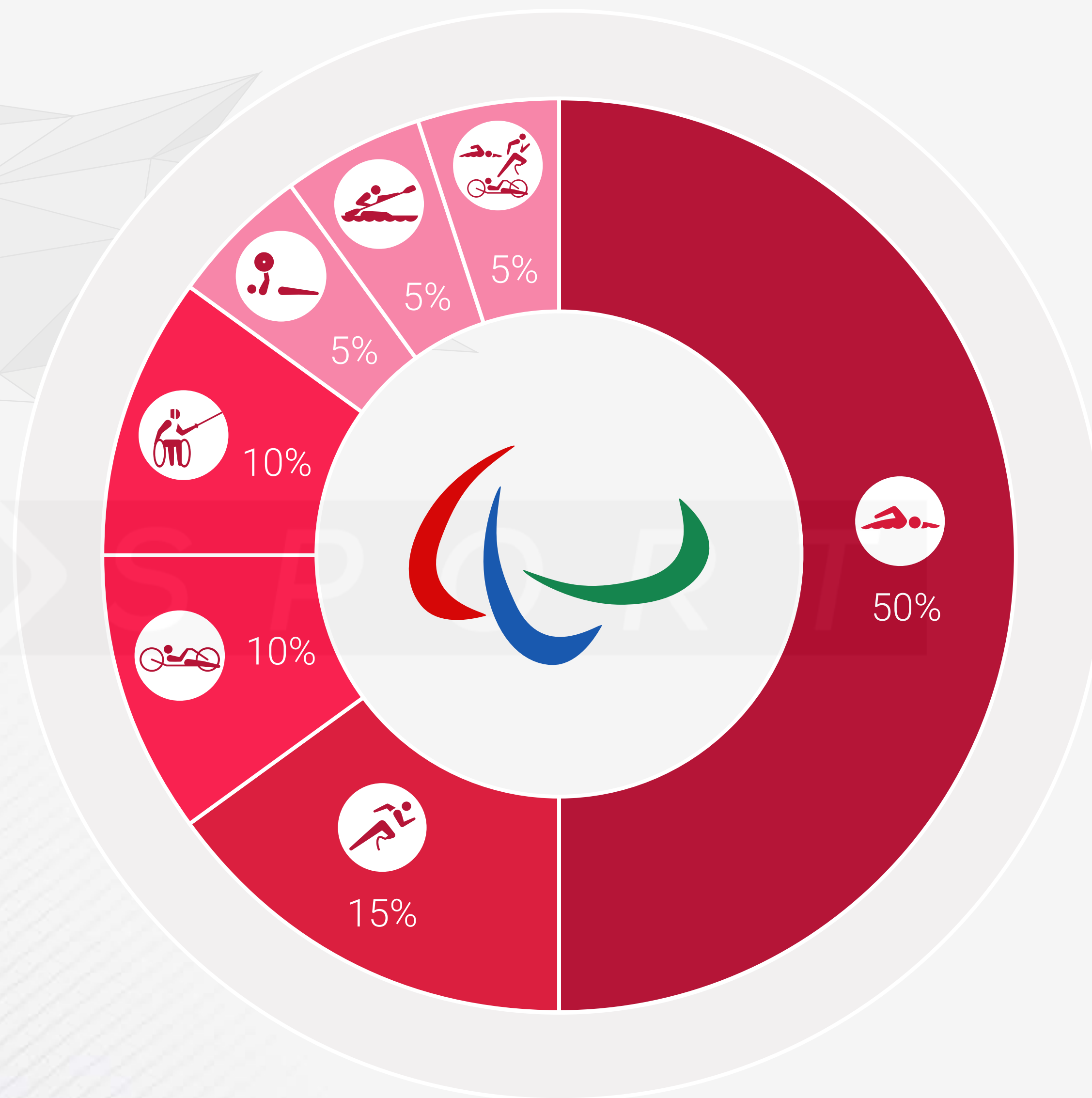
Data refer to the period from 23/08/2021 to 06/09/2021



Most Growing Sports



The most represented sports in the
TOP 20 most grown **Italian Men**
Athletes' [chart](#)



Data refer to the period from 23/08/2021 to 06/09/2021

Sports' Growth



The growth of all the sports played, considering the aggregate social media growth of their athletes

RANKING		SPORT	N. ATHLETES	AGGREGATE GROWTH
01		WHEELCHAIR FENCING	8	+110.8K
02		SWIMMING	29	+27.8K
03		ATHLETICS	11	+22.1K
04		TRIATHLON	5	+11.3K
05		CYCLING	11	+2.2K
06		EQUESTRIAN	4	+1.7K
07		SITTING VOLLEYBALL	12	+1.1K
08		TABLE TENNIS	7	+680
09		POWERLIFTING	1	+619
10		ARCHERY	8	+516
11		CANOE	4	+430
12		JUDO	2	+316
13		ROWING	6	+177
14		SHOOTING	4	+22
15		TAEKWONDO	1	+0

Data refer to the period from 23/08/2021 to 06/09/2021





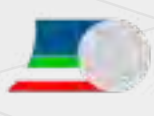

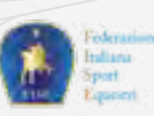











Federations' Growth



The growth of all the Federations involved, considering their own social media profiles

Data refer to the period from 23/08/2021 to 06/09/2021

RANKING	FEDERATION	FANBASE	% VAR	TOT VAR
01	 FEDERAZIONE ITALIANA PALLAVOLO	751.8K	+1.68%	+12.4K
02	 FEDERAZIONE ITALIANA NUOTO PARALIMPICO	24.5K	+6,79%	+1.6K
03	 FEDERAZIONE ITALIANA SCHERMA	151.3K	+0.53%	+798
04	 FEDERAZIONE ITALIANA SPORT PARALIMPICI E SPERIMENTALI	14.5K	+4.60%	+636
05	 FEDERAZIONE CICLISTICA ITALIANA	65.5K	+0.90%	+586
06	 FEDERAZIONE ITALIANA CANOA KAYAK	41.5K	+1.36%	+557
07	 FEDERAZIONE ITALIANA SPORT EQUESTRI	80.6K	+0.63%	+506
08	 FEDERAZIONE ITALIANA TAEKWONDO	81.5K	+0.45%	+366
09	 FEDERAZIONE ITALIANA CANOTTAGGIO	54.8K	+0.61%	+334
10	 FEDERAZIONE ITALIANA TRIATHLON	41.4K	+0.62%	+255
11	 FEDERAZIONE ITALIANA TIRO CON L'ARCO	30.5K	+0.83%	+250
12	 FEDERAZIONE ITALIANA PESISTICA	83.3K	+0.23%	+190
13	 FEDERAZIONE ITALIANA SPORT PARALIMPICI DEGLI INTELLETTIVO RELAZIONALI	22.6K	+0.70%	+156
14	 FEDERAZIONE ITALIANA TENNISTAVOLO	19.4K	+0.42%	+81
15	 FEDERAZIONE SPORT SORDI ITALIA	11.2K	+0.63%	+70
16	 FEDERAZIONE ITALIANA SPORT PARALIMPICI IPOVEDENTI E CIECHI	3.8K	+1.40%	+52
17	 UNIONE ITALIANA TIRO A SEGNO	4.0K	+0.96%	+38

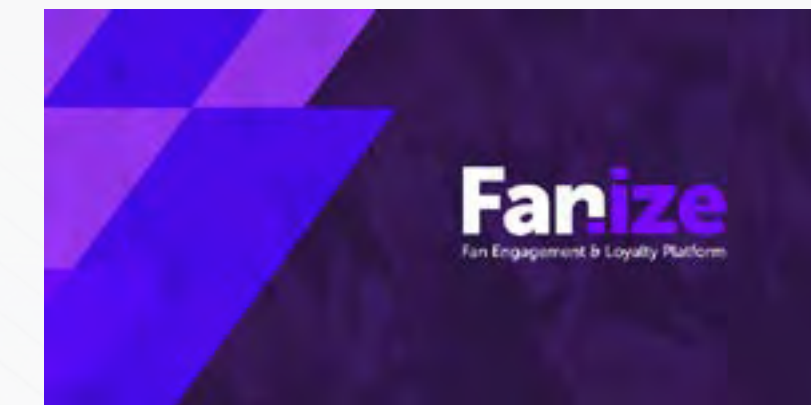


IQUII Sport

IQUII Sport - the IQUII Sport Intelligence Unit - supports the stakeholders of the Sport Industry in their **Digital Transformation** journey.

We offer innovative solutions, aiming to foresee sport trends: through the introduction of a **data driven** approach we provide sports organizations with the digital support needed to create an emotional connection with the fan, maximizing, with our products, the **fan experience, engagement, loyalty** and **data monetization** processes.

Technology, data and strategy: these are the tools that we make available to brands, clubs, federations and athletes in order to support them in their **sport digital innovation** processes and to make the most of the **Sport Industry** opportunities.



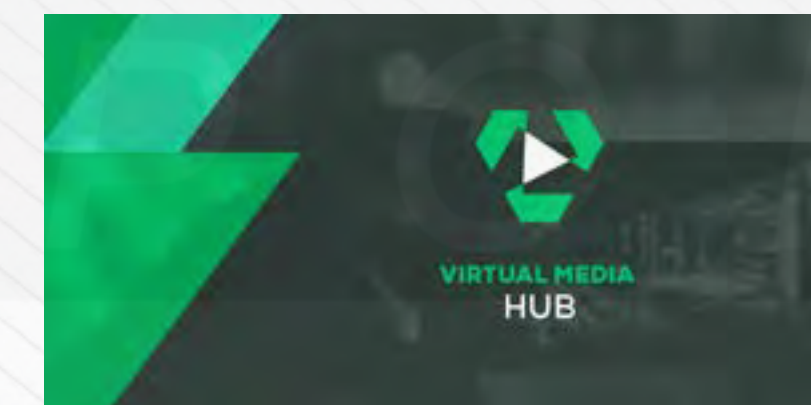
Fanize

Discover our gamification powered loyalty platform



SportXP

Discover our Fan Engagement and Membership programs platform



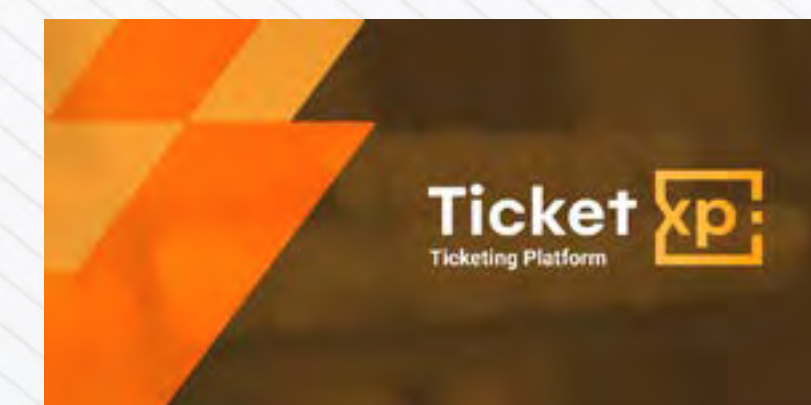
Virtual Media Hub

Discover our OTT platform for exclusive content broadcasting and monetization



EventBuilder

Discover our fully integrated event management platform



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Discover our digital ticket system



OUR REPORTS

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Methodology and Specs

All the data of this report have been collected through tools of our own property and concern Italian federations and athletes competing in the Paralympic Games of Tokyo 2020.

In particular, the athletes data refer to the Twitter and Instagram accounts; the federations data refer to the Facebook, Twitter, Instagram and YouTube accounts.

The collection of the data has been carried out on September 6, 2021. The variation data refer to the period from 23/08/2021 to 6/09/2021.

Although we are committed to provide the best accuracy of the information, there could be some fixes you may want to report us. Please, do not hesitate to contact us in this case.

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