

THE DIGITAL OLYMPIC *REPORT*

A social media analysis about the Italian athletes during Tokyo 2020



Foreword

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

Despite being delayed by one year, this 32° edition of the Olympic 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 participating 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 **#DigitalOlympicReport**. 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.


































RK	SPORT	ATHLETE	FANBASE	TOT VAR	% VAR	MEDALS
01		FEDERICA PELLEGRINI	2.3M	+148.7K	+7.05%	
02		VANESSA FERRARI	312.5K	+92.9K	+42.31%	
03		GAIA SABBATINI	278.6K	+46.7K	+20.11%	
04		PAOLA EGONU	207.4K	+43.3K	+26.42%	
05		MILENA BALDASSARRI	85.0K	+28.4K	+50.26%	
06		CATERINA BOSETTI	107.6K	+25.3K	+30.74%	
07		CAMILA GIORGI	426.8K	+24.2K	+6.00%	
08		ELENA PIETRINI	50.2K	+21.7K	+76.05%	
09		IRMA TESTA	33.1K	+18.1K	+121.36%	
10		LUMINOSA BOGLIOLO	31.7K	+15.8K	+99.03%	
11		ALICE D'AMATO	42.4K	+15.2K	+55.93%	
12		ELENA DI LIDDO	35.5K	+15.1K	+73.67%	
13		SIMONA QUADARELLA	133.7K	+14.9K	+12.54%	
14		DALIA KADDARI	66.1K	+14.4K	+27.81%	
15		ANTONELLA PALMISANO	41.8K	+14.4K	+52.48%	
16		ODETTE GIUFFRIDA	50.4K	+12.3K	+32.11%	
17		REBECCA BORGA	53.7K	+11.1K	+26.11%	
18		ASIA D'AMATO	36.5K	+10.7K	+41.36%	
19		ALESSIA ORRO	81.2K	+10.6K	+14.96%	
20		MARTINA MAGGIO	45.0K	+9.9K	+28.22%	

Data refer to the period from 23/07/2021 to 09/08/2021

 **Men Athletes**

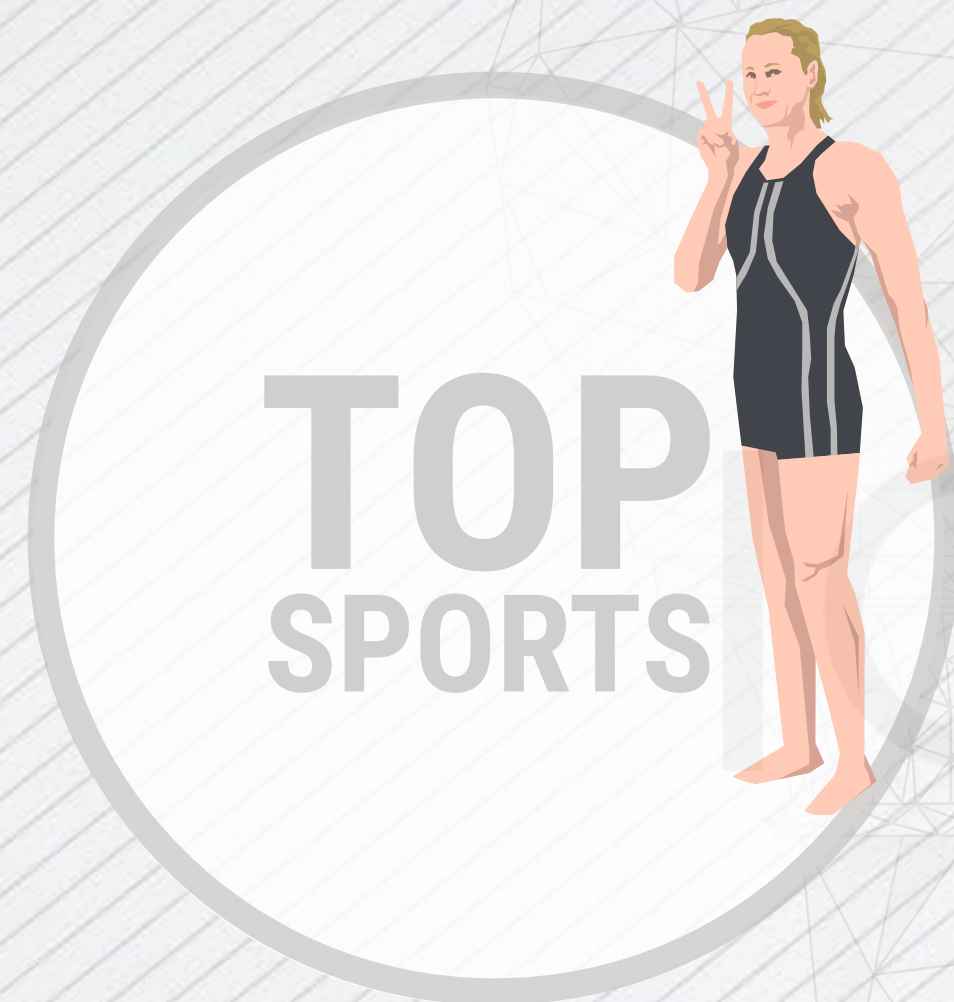


Ranking of the **TOP 20** most grown up **Italian Men Athletes** on Twitter and Instagram, during the event.

RK	SPORT	ATHLETE	FANBASE	TOT VAR	% VAR	MEDALS
01		LAMONT MARCELL JACOBS	651.5K	+561.9K	+627.05%	
02		GIANMARCO TAMBERI	467.2K	+308.8K	+194.97%	
03		FILIPPO TORTU	227.8K	+118.4K	+108.11%	
04		GREGORIO PALTRINIERI	364.5K	+51.0K	+16.27%	
05		IVAN ZAYTSEV	881.7K	+39.9K	+4.74%	
06		OSMANY JUANTORENA	325.5K	+33.6K	+11.51%	
07		ALESSANDRO MICHIELETTO	42.0K	+30.1K	+252.74%	
08		FILIPPO GANNA	232.9K	+25.5K	+12.32%	
09		ESEOSA DESALU	37.7K	+23.7K	+169.09%	
10		VITO DELL'AQUILA	29.1K	+22.5K	+340.20%	
11		LORENZO PATTA	23.3K	+20.7K	+814.86%	
12		NICOLÒ MARTINENGHI	72.1K	+20.6K	+39.95%	
13		LUIGI BUSÀ	88.8K	+16.8K	+23.31%	
14		MIRKO ZANNI	50.4K	+15.6K	+44.70%	
15		SANTO CONDORELLI	39.1K	+15.3K	+64.13%	
16		LORENZO ZAZZERI	26.2K	+14.7K	+127.01%	
17		ALESSANDRO MAZZARA	27.1K	+14.2K	+109.82%	
18		THOMAS CECCON	30.1K	+13.8K	+84.29%	
19		SIMONE GIANNELLI	327.0K	+11.8K	+3.74%	
20		SIMONE FONTECCHIO	29.9K	+10.4K	+53.20%	

Data refer to the period from 23/07/2021 to 09/08/2021

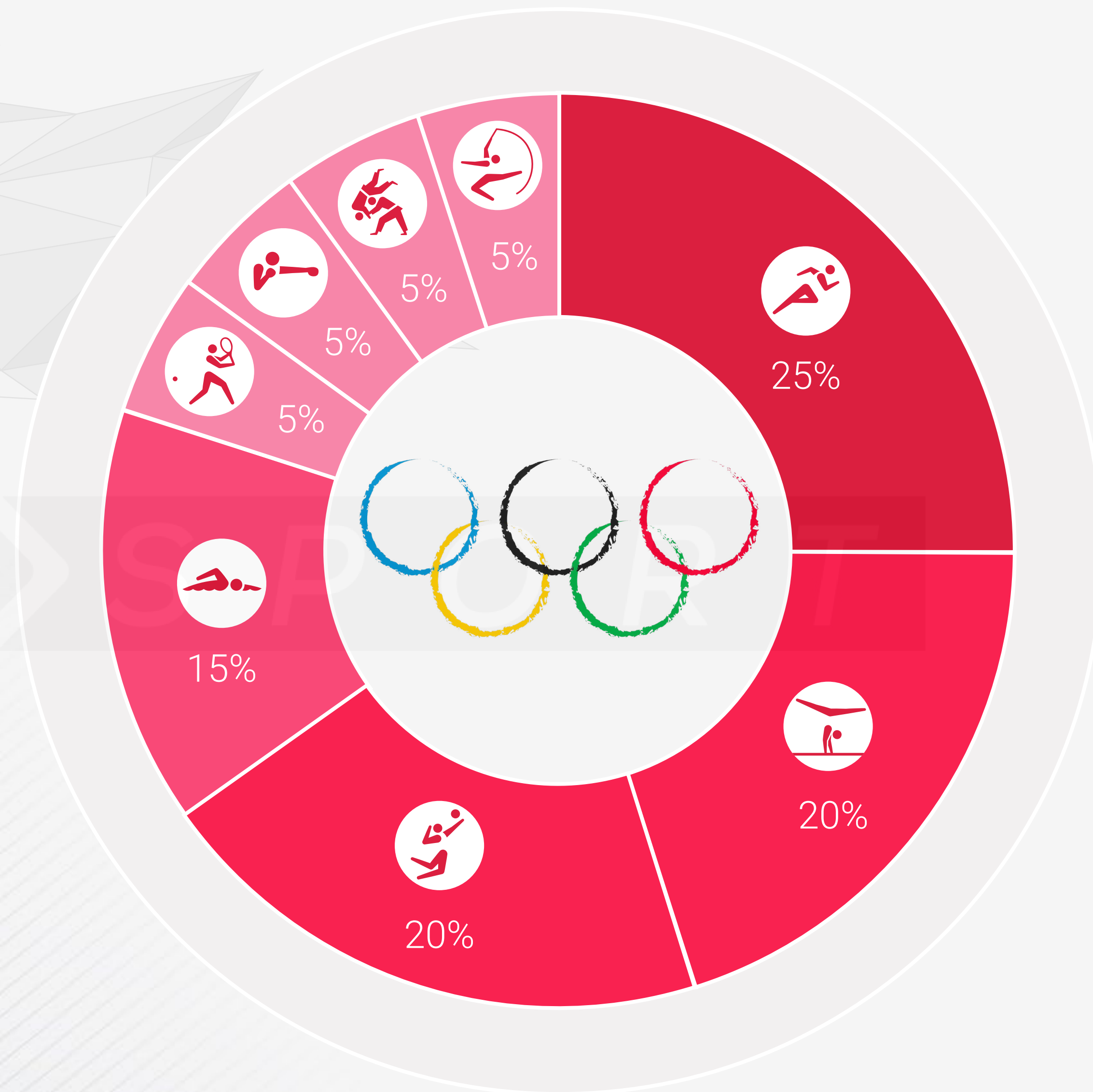
Most Growing Sports



The most represented sports in the **TOP 20** most grown **Italian Women Athletes' chart**

Data refer to the period from 23/07/2021 to 09/08/2021

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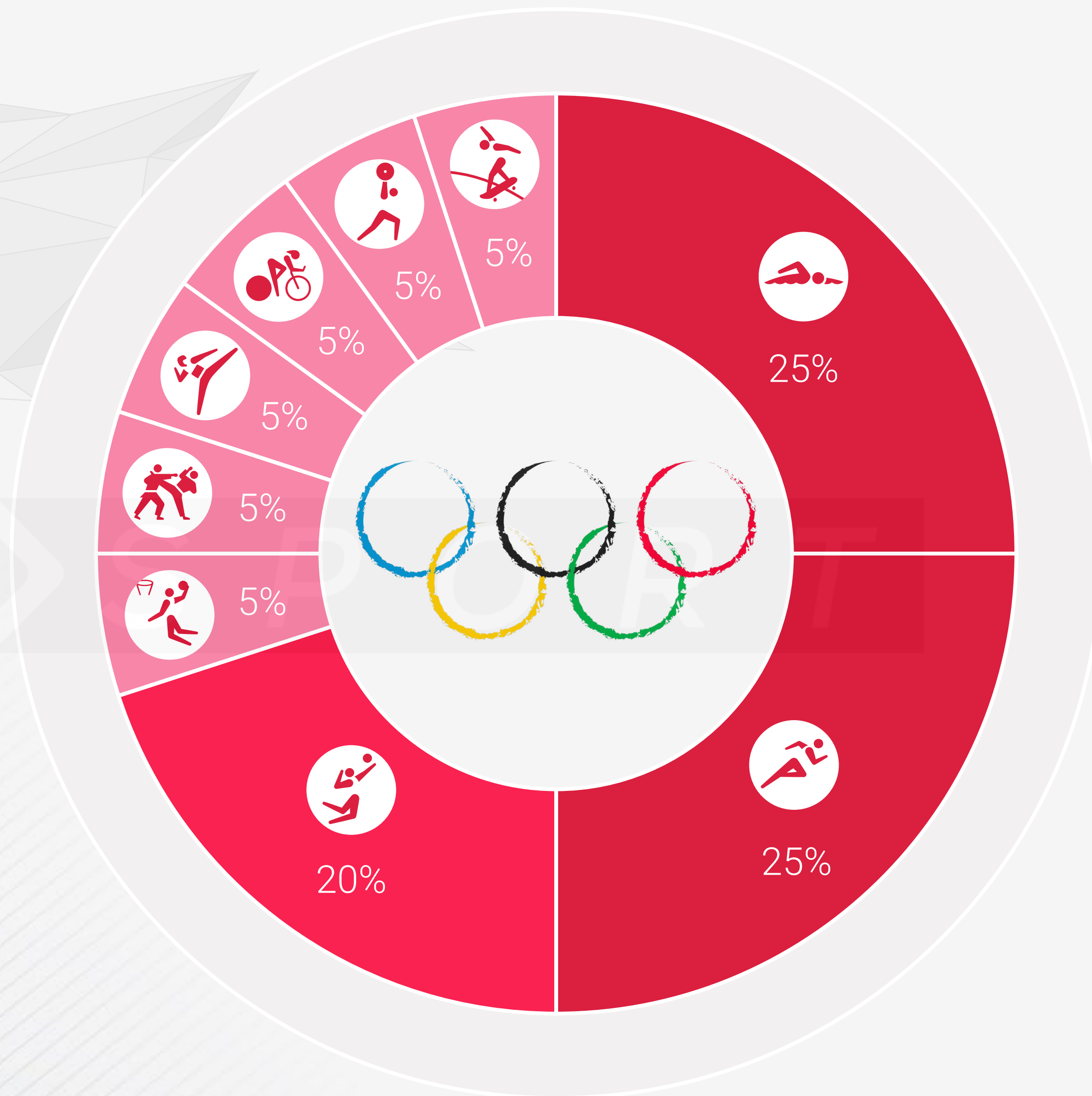
Most Growing Sports



The most represented sports in the **TOP 20** most grown **Italian Men Athletes' chart**

Data refer to the period from 23/07/2021 to 09/08/2021

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Sports' Growth

1/2



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

RANKING	SPORT	N. ATHLETES	AGGREGATE GROWTH
01	 ATHLETICS	76	+1.2M
02	 SWIMMING	35	+363.4K
03	 VOLLEYBALL	24	+282.3K
04	 ARTISTIC GYMNASTICS	7	+139.2K
05	 RHYTHMIC GYMNASTICS	7	+58.2K
06	 FENCING	24	+54.7K
07	 BASKETBALL	12	+52.2K
08	 MARATHON SWIMMING	3	+51.2K
09	 CYCLING TRACK	12	+50.6K
10	 JUDO	8	+33.4K
11	 WEIGHTLIFTING	5	+32.6K
12	 KARATE	5	+30.8K
13	 TENNIS	6	+30.1K
14	 DIVING	6	+25.5K
15	 TAEKWONDO	2	+23.9K
16	 SKATEBOARDING	3	+23.4K
17	 BOXING	4	+21.7K
18	 ROWING	26	+17.4K
19	 BEACH VOLLEY	6	+13.0K
20	 CLIMBING	3	+13.0K

Data refer to the period from 23/07/2021 to 09/08/2021

Sports' Growth

2/2



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

RANKING	SPORT	N. ATHLETES	AGGREGATE GROWTH
21	ARCHERY	4	+10.5K
22	SAILING	9	+9.9K
23	WRESTLING	2	+8.6K
24	SURFING	1	+8.4K
25	ARTISTIC SWIMMING	9	+7.8K
26	WATER POLO	13	+6.9K
27	CYCLING ROAD	9	+6.3K
28	SOFTBALL	15	+6.1K
29	EQUESTRIAN	6	+5.7K
30	3X3 BASKETBALL	4	+4.1K
31	CANOE SPRINT	4	+3.8K
32	SHOOTING	14	+2.7K
33	TRIATHLON	6	+2.5K
34	CYCLING MOUNTAIN BIKE	4	+2.1K
35	PENTATHLON MODERNO	2	+1.5K
36	GOLF	4	+1.0K
37	CYCLING BMX	1	+903
38	CANOE SLALOM	3	+799
39	TABLE TENNIS	1	+116

Data refer to the period from 23/07/2021 to 09/08/2021

Federations' Growth

1/2



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

RANKING	FEDERATION	SPORTS	FANBASE	% VAR	TOT VAR
01	 FEDERAZIONE ITALIANA DI ATLETICA LEGGERA		330.3K	+12.88%	+37.7K
02	 FEDERAZIONE ITALIANA PALLACANESTRO	 	387.5K	+5.10%	+18.8K
03	 FEDERAZIONE GINNASTICA D'ITALIA	 	283.0K	+6.10%	+16.3K
04	 FEDERAZIONE ITALIANA PALLAVOLO	 	745.2K	+1.83%	+13.4K
05	 FEDERAZIONE ITALIANA NUOTO	    	271.2K	+4.80%	+12.4K
06	 FEDERAZIONE ITALIANA PESISTICA		85.4K	+7.00%	+5.6K
07	 FEDERAZIONE ITALIANA JUDO LOTTA KARATE ARTI MARZIALI	  	116.9K	+4.79%	+5.3K
08	 FEDERAZIONE ITALIANA SCHERMA		149.2K	+2.97%	+4.3K
09	 FEDERAZIONE CICLISTICA ITALIANA	   	64.7K	+6.50%	+3.9K
10	 FEDERAZIONE ITALIANA TAEKWONDO		83.7K	+4.65%	+3.7K
11	 FEDERAZIONE ARRAMPICATA SPORTIVA ITALIANA		30.5K	+9.48%	+2.6K
12	 FEDERAZIONE PUGILISTICA ITALIANA		143.2K	+1.83%	+2.6K
13	 FEDERAZIONE ITALIANA SPORT EQUESTRI		85.3K	+2.67%	+2.2K
14	 FEDERAZIONE ITALIANA CANOTTAGGIO		57.0K	+3.76%	+2.1K

Data refer to the period from 23/07/2021 to 09/08/2021



Federations' Growth

2/2



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

RANKING	FEDERATION	SPORTS	FANBASE	% VAR	TOT VAR
15	 FEDERAZIONE TALIANA CANOA KAYAK		43.3K	+3.48%	+1.5K
16	 FEDERAZIONE ITALIANA VELA		69.6K	+2.07%	+1.4K
17	 FEDERAZIONE ITALIANA TENNIS		120.1K	+0.97%	+1.2K
18	 FEDERAZIONE ITALIANA TENNISTAVOLO		20.1K	n/c	>1.0K
19	 FEDERAZIONE ITALIANA TIRO CON L'ARCO		31.6K	n/c	>1.0K
20	 FEDERAZIONE ITALIANA GOLF		68.1K	n/c	>1.0K
21	 FEDERAZIONE ITALIANA TIRO AL VOLO		61.0K	n/c	>1.0K
22	 FEDERAZIONE ITALIANA SPORT ROTELLISTICI		85.5K	n/c	>1.0K
23	 FEDERAZIONE ITALIANA PENTATHLON MODERNO		5.5K	n/c	>1.0K
24	 FEDERAZIONE ITALIANA TRIATHLON		42.6K	n/c	>1.0K
25	 FEDERAZIONE ITALIANA BASEBALL SOFTBALL		37.8K	n/c	>1.0K
26	 UNIONE ITALIANA TIRO A SEGNO		3.9K	n/c	>1.0K
27	 FEDERAZIONE ITALIANA SCI NAUTICO E WAKEBOARD		5.4K	n/c	>1.0K

% variations of the Federations with <1.0K growth have not been calculated

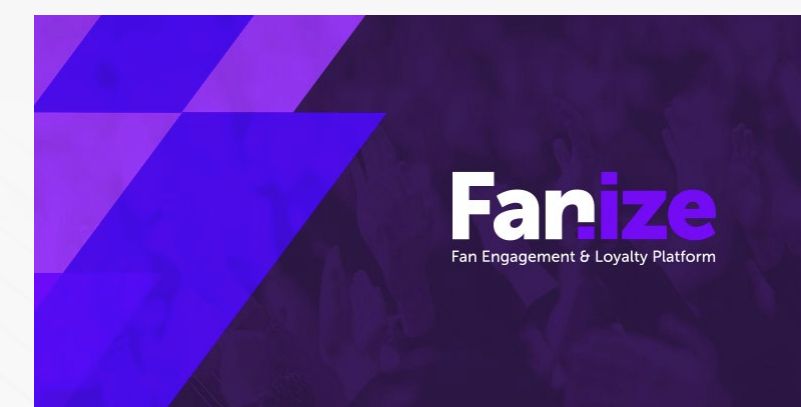
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IQUII Sport

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.



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Discover our gamification powered loyalty platform



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Discover our Fan Engagement and Membership programs platform



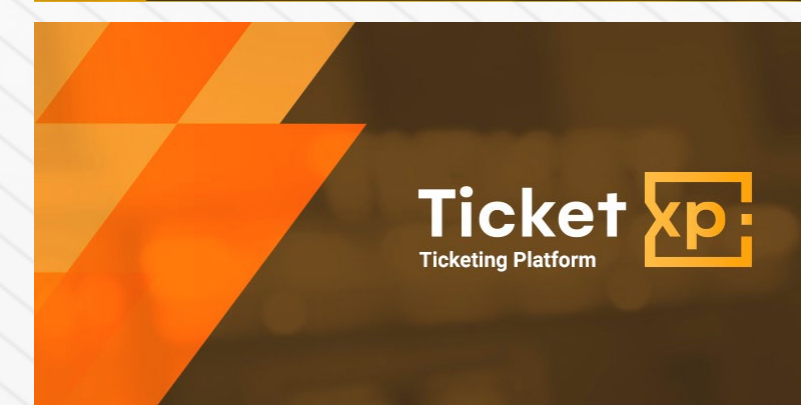
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Methodology and Specs

All the data of this report have been collected through tools of our own property and concern Italian federations and athletes competing in the Olympic 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 August 9, 2021.

The variation data refer to the period from 23/07/2021 to 9/08/2021

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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