

# **THE VOLLEYBALL LEAGUE** *REPORT*

A data-driven digital analysis focused on volleyball



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# FORWARD THINKING

We are **Digital Enablers** 

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

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

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



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

# QUI SPORT

#### Summary

**IQUII SPORT** 

FANIZE: THE FAN ENGAGEMENT & LOYALTY PLATFORM SPORTXP: THE SPORT PLATFORM FOR CLUBS PLAYERXP: THE SPORT PLATFORM FOR ATHLETES

Superlega

Serie A1

NEW OFFICIAL APPS

**Sponsor Overview** 

TVL (R)EVOLUTION



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









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#### **SPORT MARKETING & FAN ENGAGEMENT**

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

#### **INNOVATION TECHNOLOGY & SPORT PLATFORMS**

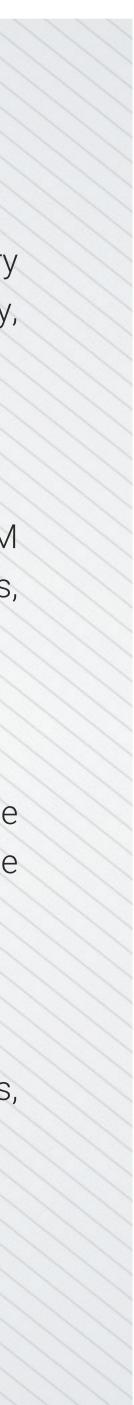
Outlining the relationship between sport and new technologies, deepening CRM and membership platform development studying technologies for clubs, associations and sports events.

#### DATA MONETIZATION

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

#### **INSIGHTS & REPORTS**

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



## QUI SPORT

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

With this in mind, our three reports were born:

- "The European Football Club" Report for football,
- "The Basketball League" Report for basketball and
- "The Volleyball League" Report for volleyball.

These studies deal with the presence of the main stakeholders of the related sports on social media, highlighting variations and overtakes on a monthly basis.

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



#### **OUR CLIENTS**







SBK MOTUL

















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# Fanize

## **ENGAGE FANS MONETIZE THEM**

CONTACT US

OR GO TO FANIZE.IT



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



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



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



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#### FOLLOW US ON **f** CONTACT US INFO@IQUII.COM

**WHO CHOSE US** 



FIR - FEDERAZIONE ITALIANA RUGBY



GIRO D'ITALIA



FROSINONE CALCIO



VIRTUS BOLOGNA











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

### **OUR HUB YOUR STRATEGY**

CONTACT US

OR GO TO SPORTXP.NET



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

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



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RLD CUP FINALS CORTINA 2020



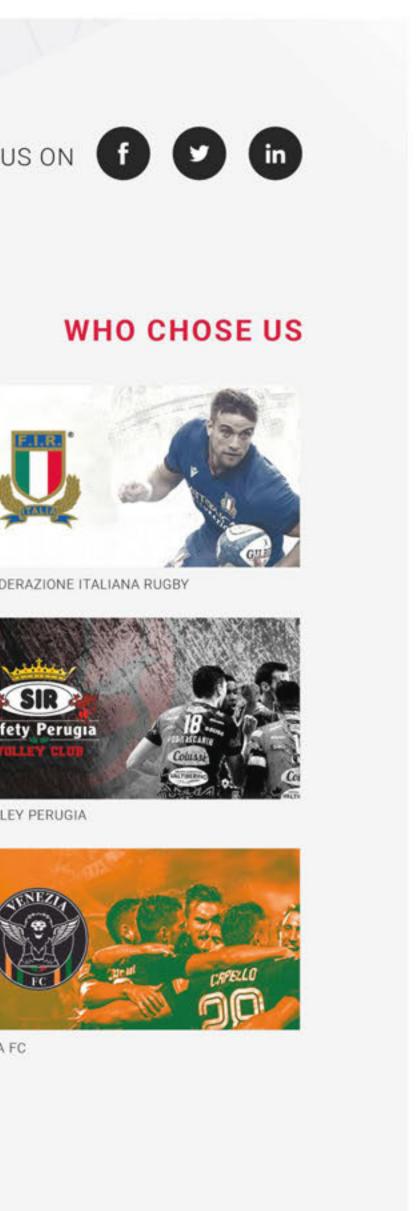
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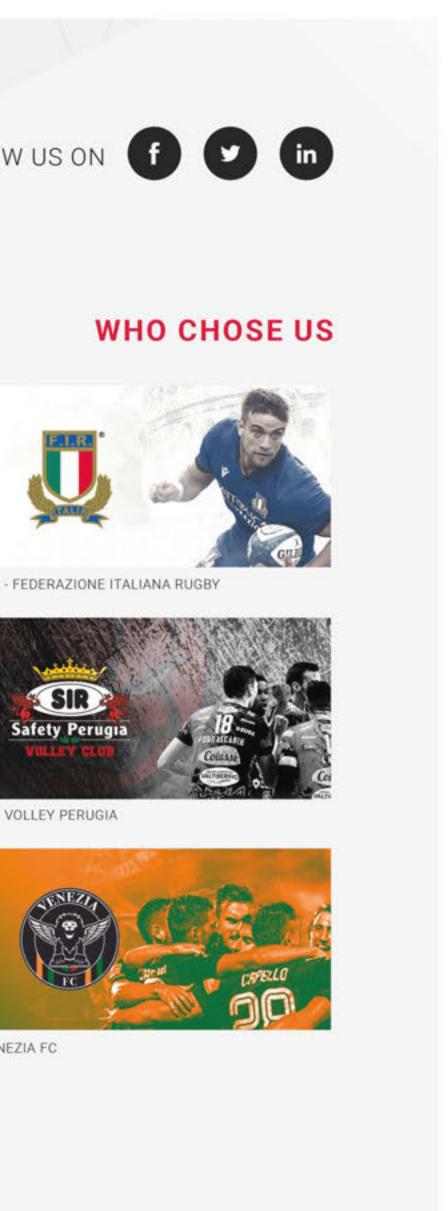


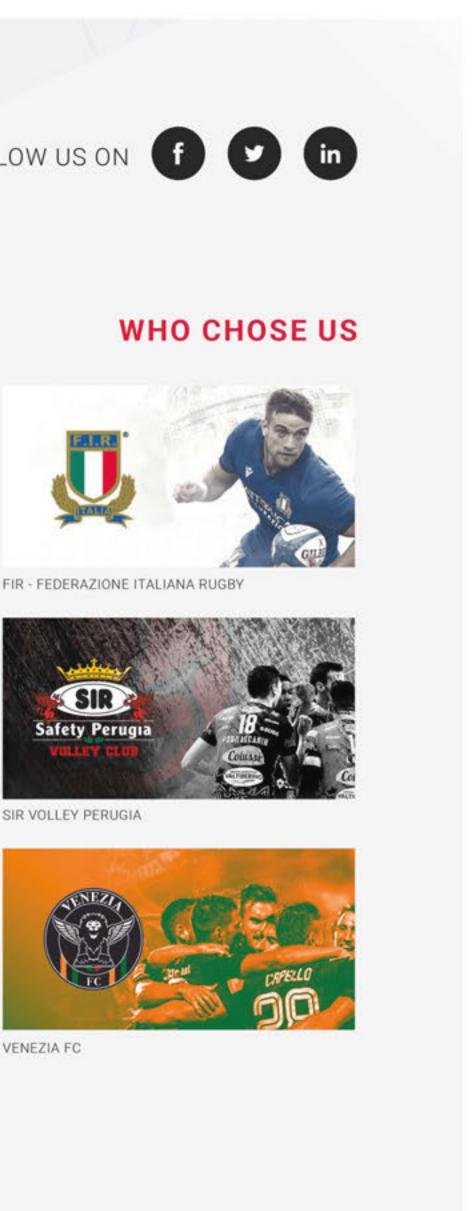
FROSINONE CALCIO

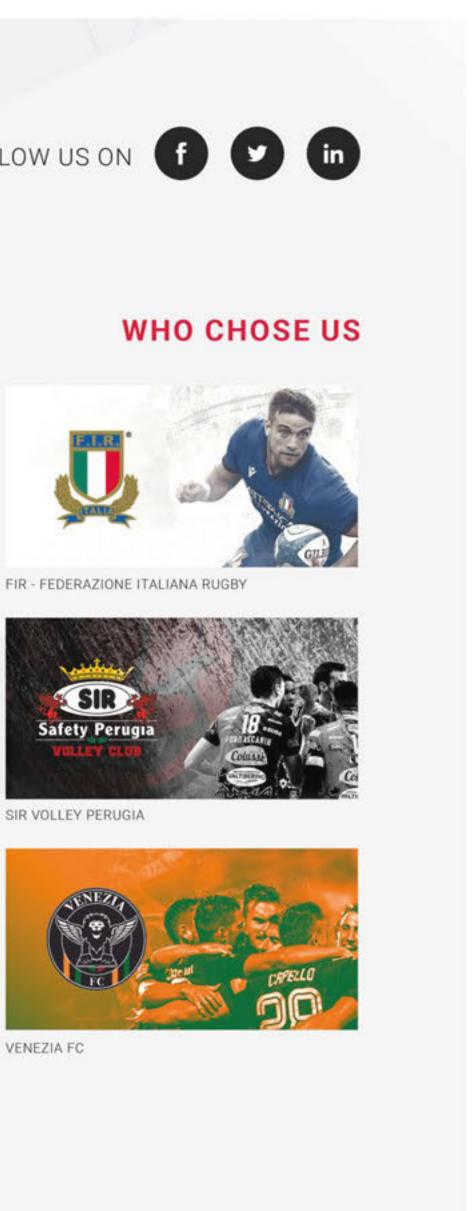


VIRTUS ROMA









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the business world.

### WE ASSIST **YOU SCORE**

CONTACT US

OR GO TO PLAYERXP.IT



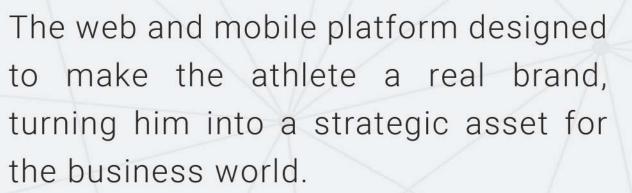
The innovative digital space to get in touch with the fanbase in a new and deeper way, for a closer and more interactive relationship.



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



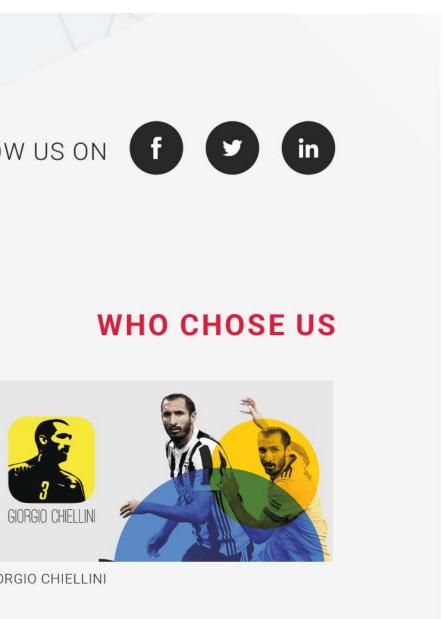
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GIANLUIGI BUFFON





8 / 35

**GIORGIO CHIELLINI** 



LORENZO INSIGNE

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# Volleyball Competitions included in this overview

MEN'S FIRST DIVISION



#### **13 CLUBS**

14 CLUBS

#### SUPERLEGA

WOMEN'S FIRST DIVISION



SERIE A1



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# ITALY

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# ITALY SnapShot / Men's First Division



13

CLUBS

Total Men's First Division volleyball clubs analyzed.



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### BRANDS

1.2 M + 1.51%\* FANS

Total Men's First Division sport brands analyzed.

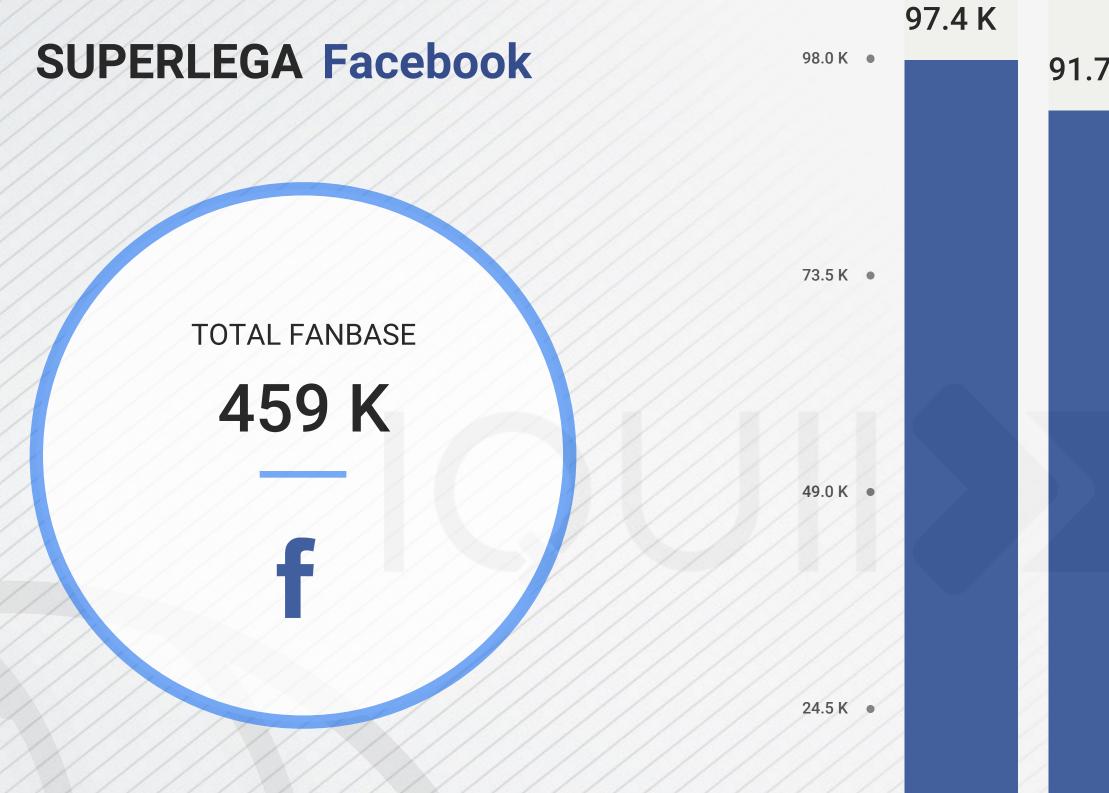
Total Facebook, Twitter, Instagram, YouTube fans of the Men's First Division volleyball clubs analyzed.

\*[from December 25, 2019 to January 27, 2020]

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#### Ranking of the men's Superlega volleyball clubs on Facebook.

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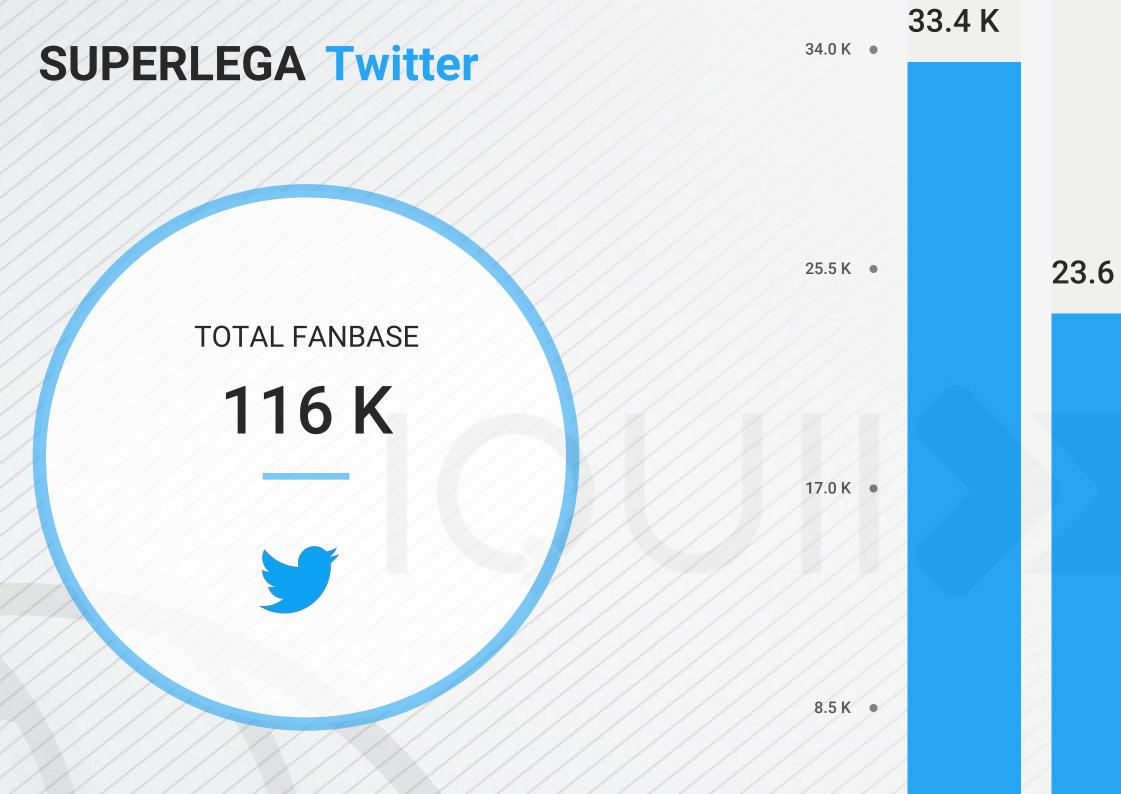
\*[from December 25, 2019 to January 27, 2020]

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					CLUB	S			FANS
91.	.7 K	83.7 K	82.9 K		02 03 04 05 06 07 08 09 10 11 12	LEO SHOES MO SIR SAFETY CO ITAS TRENTING CUCINE LUBE O VERO VOLLEY CALZEDONIA V TONNO CALLIF KIOENE PADO ALLIANZ MILA TOP VOLLEY C CONSAR RAVE GLOBO BANCA GAS SALES PIA	ONAD PERUGIA O CIVITANOVA MONZA VERONA PO CALABRIA VA NO ISTERNA NNA P. DEL FRUSIN	VIBO V.	97.4 K = 91.7 K = 83.7 K = 82.9 K = 19.4 K = 16.0 K = 14.6 K = 12.6 K = 12.5 K = 9.9 K = 7.7 K = 7.6 K = 2.9 K =
				19.4 K	16.0 K	14.6 K	12.6 K	12.5 K	9.9 K
	ty Perugia	trentino volley	V OLLEY LUBE			CALLIPO Stranta volues	PHLHVULD	<b>Fower</b> Milley	<b>Victor</b>
THE	VOLLE	YBALL LEA	GUE REPO	RT • SF	PORT.IQUI	I.COM •	#TVLRepo	ort 🍯	<b>11</b> / 35

% VAR\* +0.25 +0.16 -0.01 +1.15 +0.63 +0.11 +0.32 +1.25 +0.94 +0.76 +0.51 +0.22 +2.09





#### Ranking of the men's Superlega volleyball clubs on Twitter.

0 •





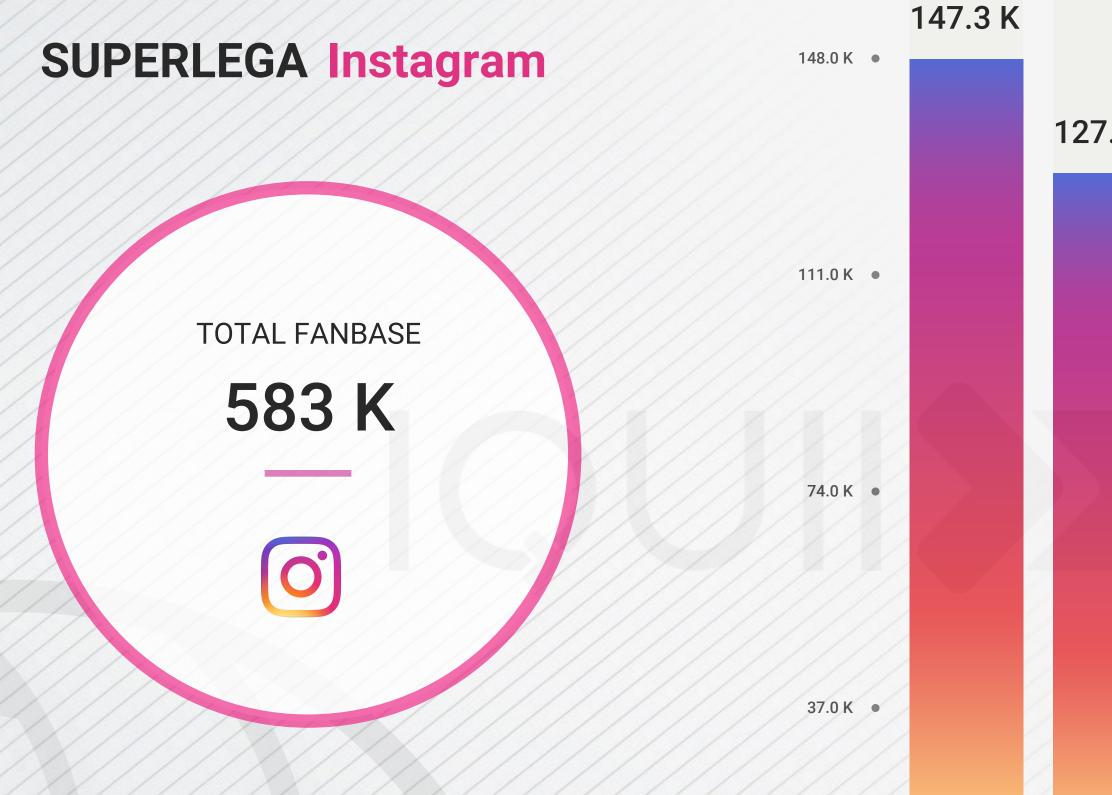
\*[from December 25, 2019 to January 27, 2020]

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				CLUBS	6			FANS
					TAS TRENTIN	O CIVITANOVA		33.4 K = 23.6 K =
				03 I	EO SHOES M	-		19.7 K = 11.6 K =
				05 I	KIOENE PADO FOP VOLLEY C	VA		8.0 K = 5.1 K =
				07 (	CALZEDONIA V VERO VOLLEY	VERONA		4.5 K = 3.8 K =
					ALLIANZ MILA FONNO CALLII	NO PO CALABRIA	VIBO V.	2.7 K = 1.3 K =
					CONSAR RAVE GLOBO BANCA	NNA . P. DEL FRUSII	NATE SORA	1.1 K = 610 =
				13 (	GAS SALES PIA	ACENZA		52 <b>=</b>
23.6 K								
	19.7 K							
		11.6 K						
8			8.0 K					
8			0.0 K					
				5.1 K	4.5 K	3.8 K		
							2.7 K	1.2 1/
8								1.3 K
LUBE	MODENA VOLLEY	SIR	PALLAVOLO	TOP	VE RONA		Fower Volley	CALLIPO
	~	Safety Perugia Volley Club		Change			illii ANO	CALABRIA VOLLET
THE VOLLE			RT • °E	PORT.IQUII	COM	#TVLRep	ort 🛥	<b>12</b> / 35
THE VOLLE								

% VAR\* +0.32 +0.71 +0.85 +0.86 +2.19 +0.10 +0.51 +1.59 +1.64 +0.69 +0.82 -0.16 +8.33





#### Ranking of the men's Superlega volleyball clubs on Instagram.

0 •





\*[from December 25, 2019 to January 27, 2020]

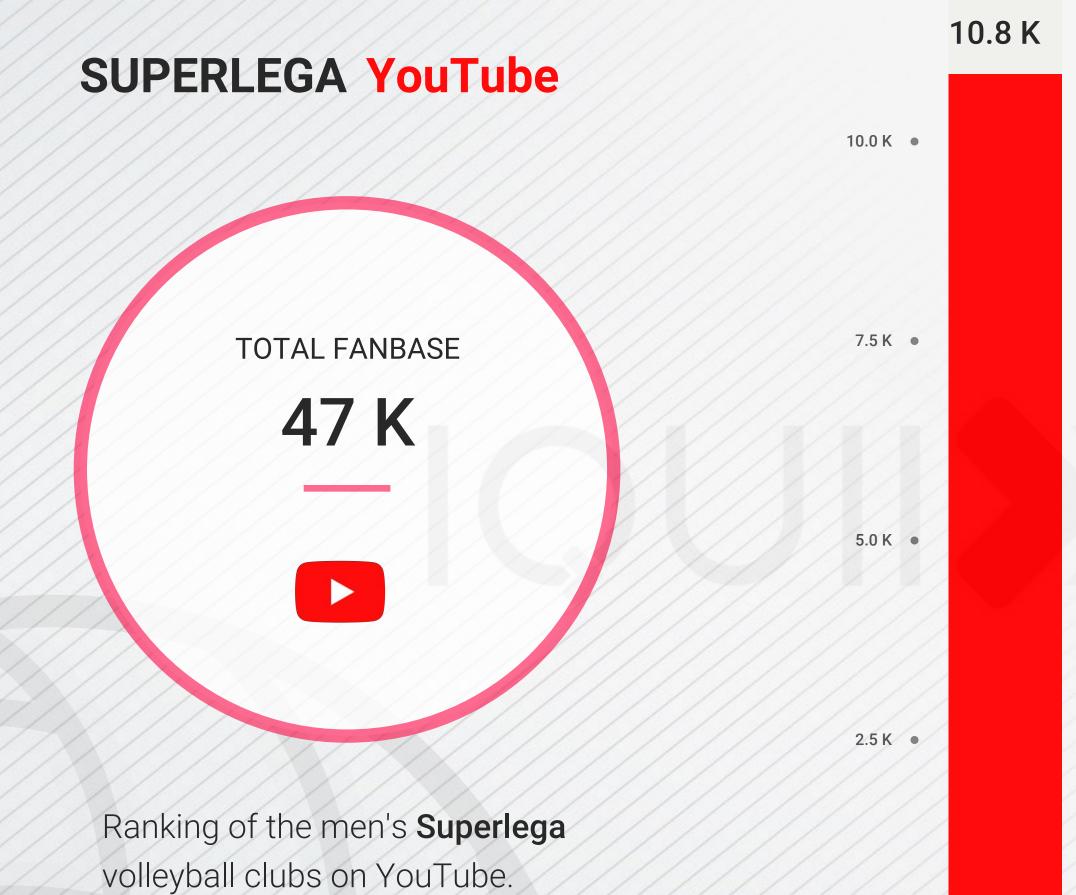
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					CLUB	S			FANS
<	127.8 K	116.8 K			02 03 04 05 06 07 08 09 10 11 12	LEO SHOES MO CUCINE LUBE O ITAS TRENTING SIR SAFETY CO KIOENE PADO VERO VOLLEY CALZEDONIA V ALLIANZ MILA TOP VOLLEY C TONNO CALLIE GAS SALES PIA CONSAR RAVE GLOBO BANCA	CIVITANOVA O DNAD PERUGIA /A MONZA /ERONA /ERONA NO ISTERNA PO CALABRIA CENZA NNA	VIBO V.	147.3 K = 127.8 K = 116.8 K = 88.8 K = 25.6 K = 19.7 K = 17.4 K = 15.8 K = 6.7 K = 5.3 K = 4.0 K = 2.6 K =
			88.8 K						
				25.6 K	19.7 K	17.4 K	15.8 K		
								6.7 K	5.3 K
	<b>UBE</b>	trentino volley	Safety Perugia VOLLEY CLUB	PRILAVOLD				Viewer	TONNO TONNO CALLIPO ALABRIA VOLUE
1	HE VOLLE	YBALL LEA	GUE REPO	RT • SF	PORT.IQUI	I.COM •	#TVLRepo	ort 🍠	<b>13</b> / 35

% VAR\* +3.03 +3.46 +1.95 +1.20 +1.73 +4.97 +0.66 +3.63 +2.25 +0.53 +4.19 +2.30 +0.43



12.5 K •



0 •





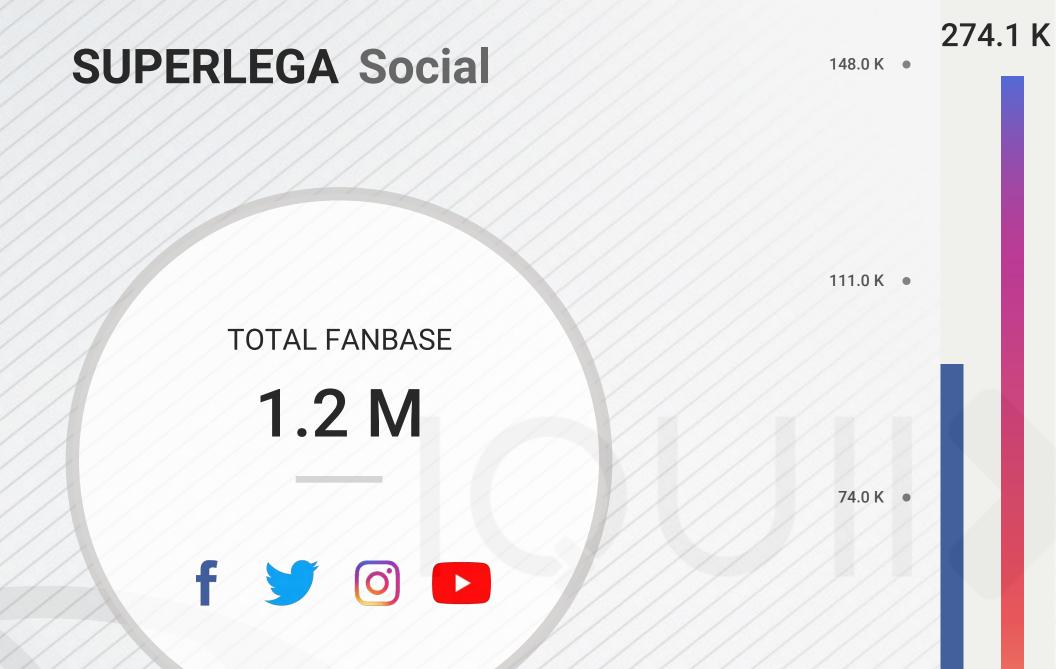
\*[from December 25, 2019 to January 27, 2020]

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			CLUBS		FANS
9.7 K			10 CONSAR RAVE	ODENA ONAD PERUGIA CIVITANOVA VA MONZA VERONA VERONA NO PO CALABRIA VIBO V. ENNA A P. DEL FRUSINATE SORA	10.8 K = 9.7 K = 7.5 K = 7.2 K = 4.8 K = 2.7 K = 1.4 K = 1.1 K = 751 = 318 = 303 = 181 = - =
7	.5 K _	2 V			
	/.	2 K			
		4.8 K			
			2.7 K		
			1.4 K	1.1 K 751	0.1.0
					318
MODENA VOLLEY	Safety Perugia YOLLEY CLUB				ROBURCE STREET
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% VAR\* +0.93 +0.84 +0.81 +0.70 +4.81 +3.10 +0.74 +4.63 +0.94 +1.60 0 +1.69





37.0 K •

0 .

Ranking of the men's Superlega volleyball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.



\*[from December 25, 2019 to January 27, 2020]

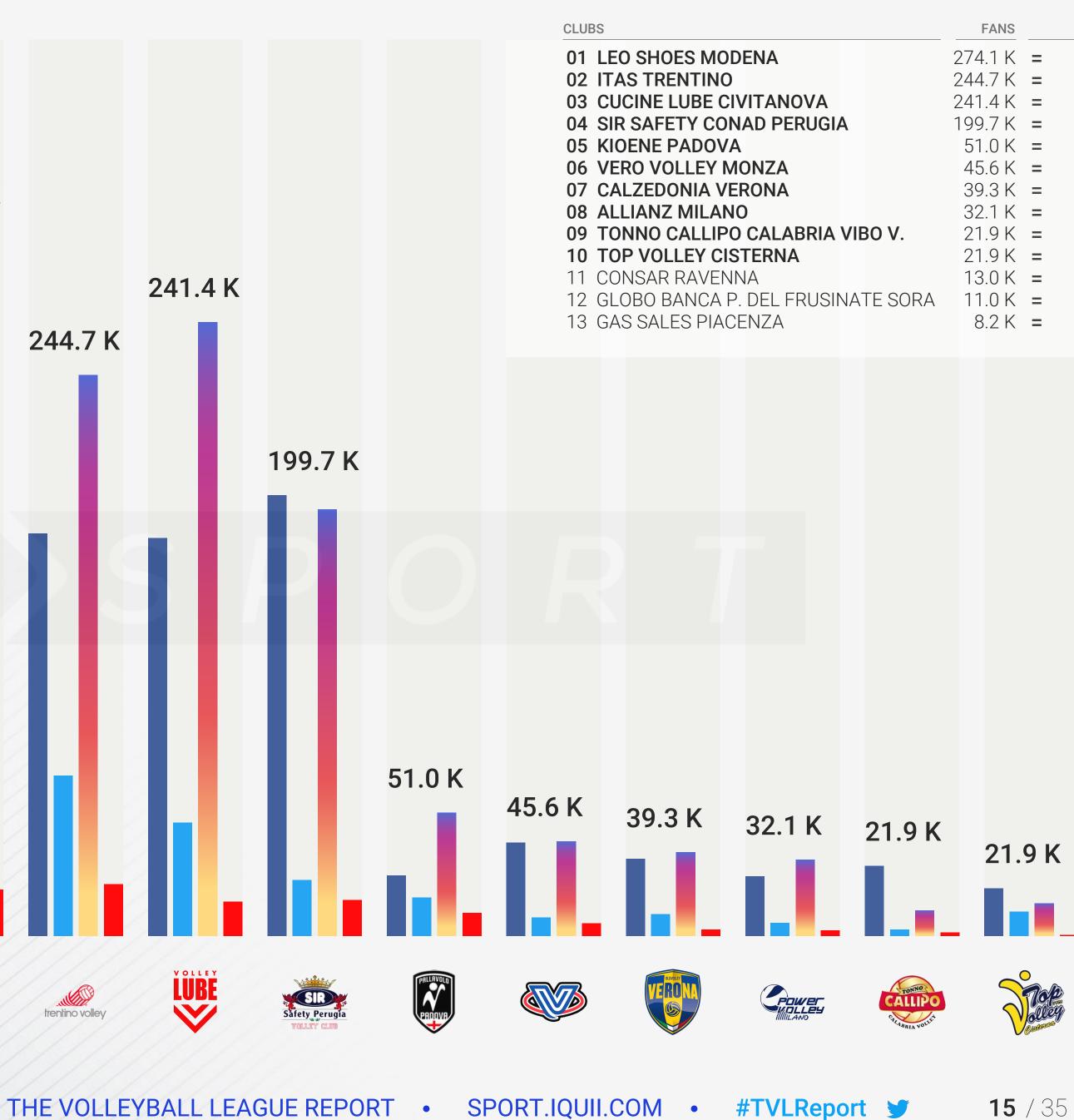
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MODENA VOLLEY

V





% VAR\* +1.79 +1.00 +2.30 +0.68 +1.96 +2.69 +0.42 +2.44 +0.41 +1.07 +1.10 +0.25 +3.47

588.0 K •

588.3 K

# QUI SPORT

#### **SUPERLEGA Brands**



TOTAL FANBASE

1.2 M



441.0 K •

294.0 K •

147.0 K •

0 •

Potential Social Media exposition of the Sport Brands in relation to the total fanbase of the 13 sponsored Superlega volleyball clubs.



\*[from December 25, 2019 to January 27, 2020]

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					SPONSORS	FANS
					01 ERREA 02 JOMA 03 MIKASA 04 SPALDING 05 ADIDAS 06 MACRON 07 ZEUS	588.3 K = 263.3 K = 250.7 K = 45.6 K = 32.1 K = 13.0 K = 11.0 K =
263.3 K	250.7 K					
		45.6 K	32.1 K	13.0 K	11.0 K	
Joma®	MİKASA	SPALDING	adidas	macron	Zeus Veste gli dei	

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% VAR\* +1.34 +2.20 +0.94 +2.69 +2.44 +1.10 +0.25



#### **SUPERLEGA Brands**



CLUBS 13

SPORT BRANDS



Coverage of the Sport Brands in relation to the 13 sponsored Men's First Division volleyball clubs.



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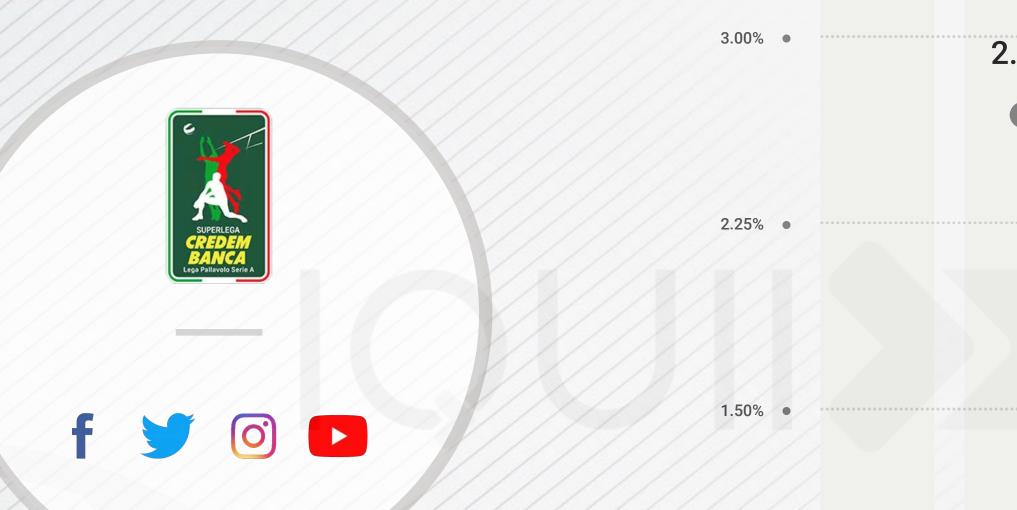




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#### **SUPERLEGA Grown Up**



0.75% •

0 •

3.47

3.75% •

Ranking of the most grown up **Superlega** volleyball clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



\*[from December 25, 2019 to January 27, 2020]

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THE V

					CLUBS			% VAR*
					02 VERO VO 03 ALLIANZ 04 CUCINE L 05 KIOENE F 06 LEO SHO 07 CONSAR 08 TOP VOL 09 ITAS TRE 10 SIR SAFE 11 CALZEDO 12 TONNO C	UBE CIVITAN PADOVA ES MODENA RAVENNA LEY CISTERNA NTINO TY CONAD PE NIA VERONA ALLIPO CALA	ova A RUGIA	+3.47 +2.69 +2.44 +2.30 +1.96 +1.79 +1.10 +1.07 +1.00 +0.68 +0.42 +0.41 0RA +0.25
69								
	2.44	2.30	1.96					
			1.50	1.79				
				•				
					1.10	1.07	1.00	
								0.68
<b>XXX</b>		<b>LUBE</b>	PRILITYOLD	MODENA VOLLEY	RADEUR COBURCE	Victory Courses	trentino volley	Safety Perugia WOLLTY CLUB
VOLLE	EYBALL LEAC	GUE REPOR	T • SP	PORT.IQUII.	COM •	#TVLRepo	rt 🅑	<b>18</b> / 35

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# **ITALY** SnapShot / Women's First Division



14

CLUBS

Total Women's First Division volleyball clubs analyzed.



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## BRANDS

521 K + 1.34%\*

FANS

Total Women's First Division sport brands analyzed.

Total Facebook, Twitter, Instagram, YouTube fans of the Women's First Division volleyball clubs analyzed.

\*[from December 25, 2019 to January 27, 2020]



52.0 K •

## QUI SPORT



**TOTAL FANBASE** 

266 K

52.1 K

39.0 K •

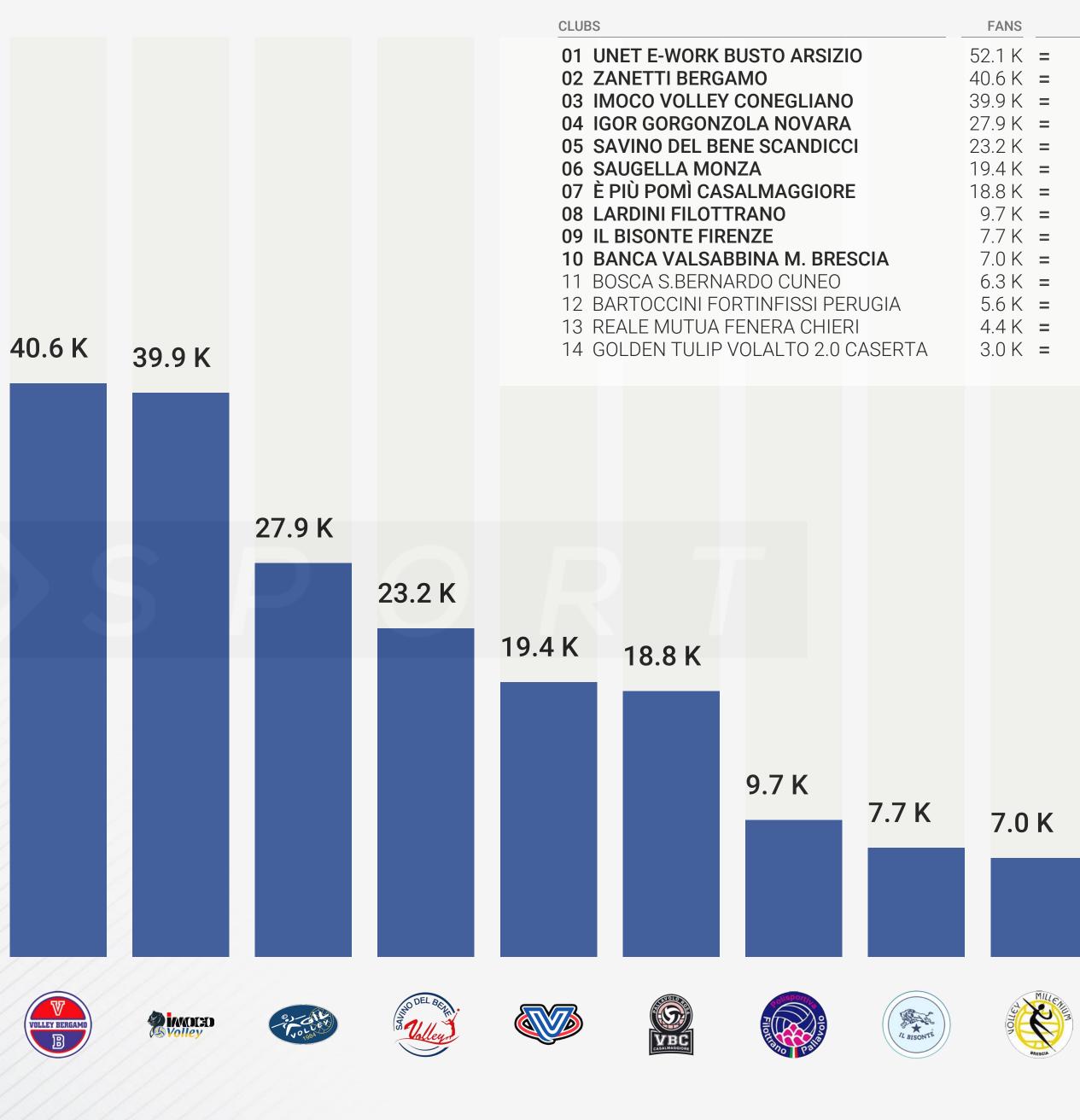
26.0 K •

13.0 K •

Ranking of the women's **Serie A1** volleyball clubs on Facebook.

0 •

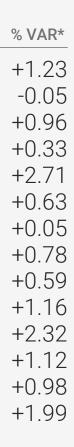




AST UPDA, MAN 2020 \*[from December 25, 2019 to January 27, 2020]

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**TOTAL FANBASE** 

42 K

10.00 K •

8.00 K •

6.00 K •

4.00 K •

#### **SERIE A1 Twitter**

0 •

2.00 K •



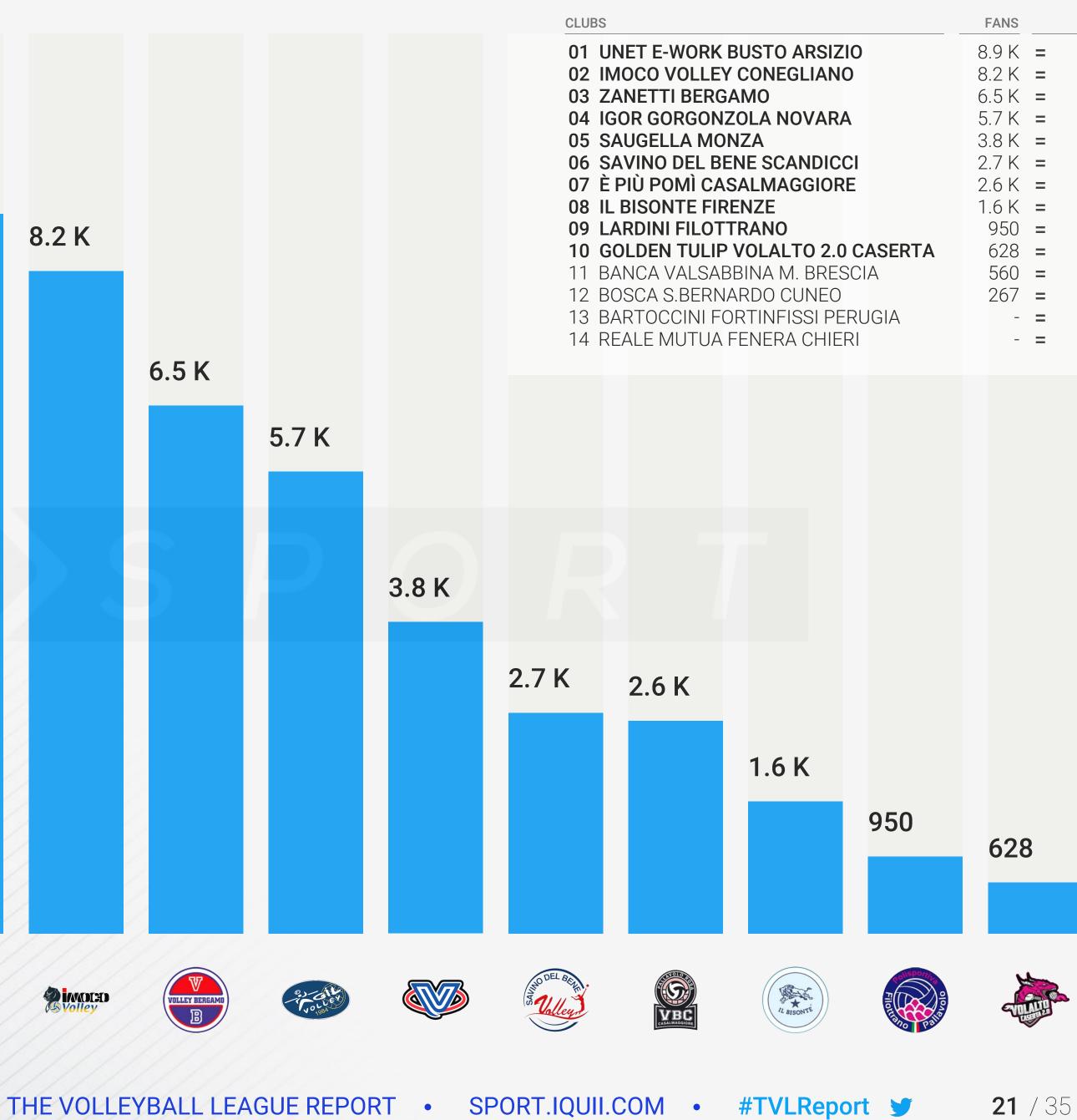


\*[from December 25, 2019 to January 27, 2020]

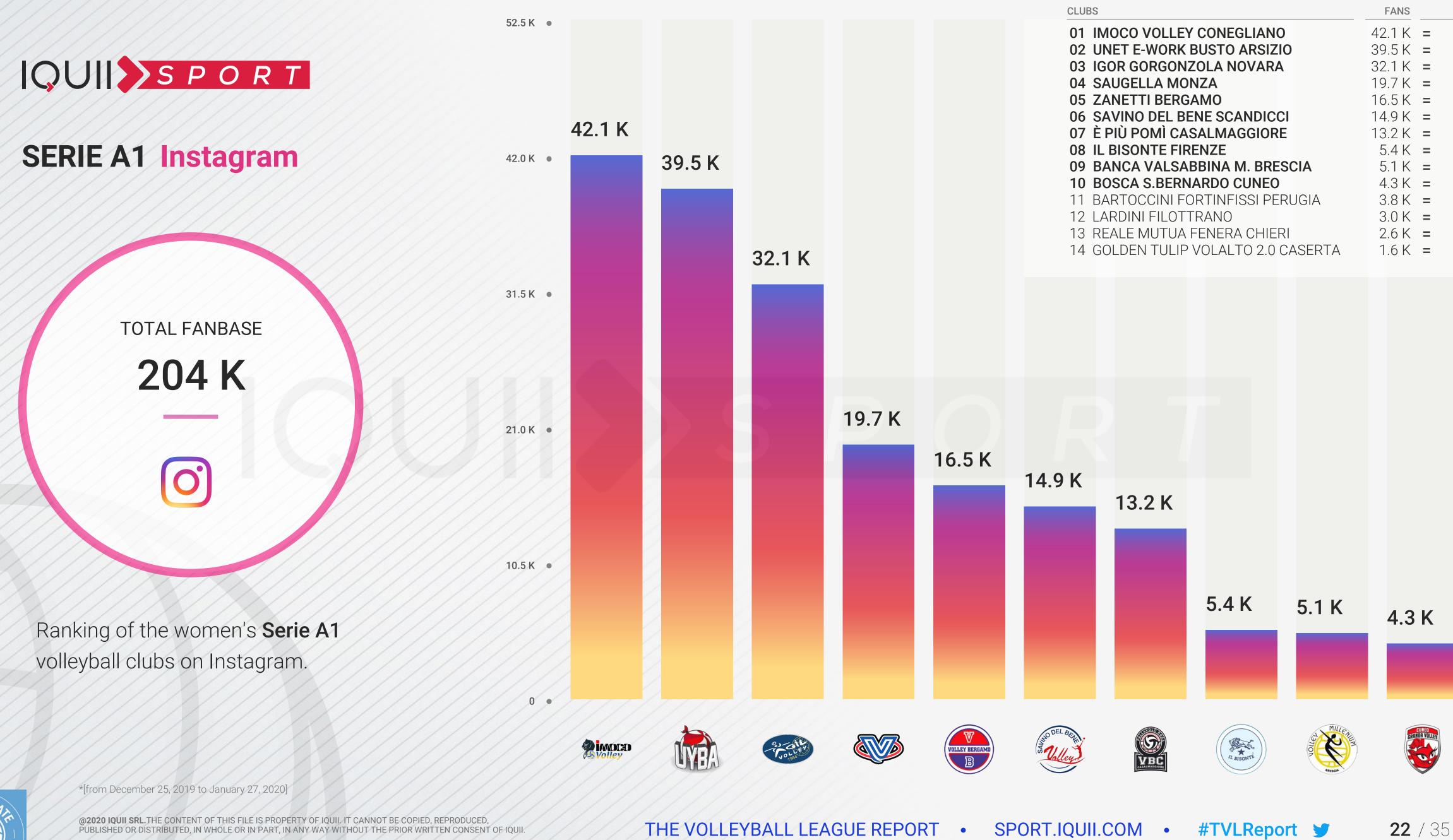
Ranking of the women's Serie A1

volleyball clubs on Twitter.

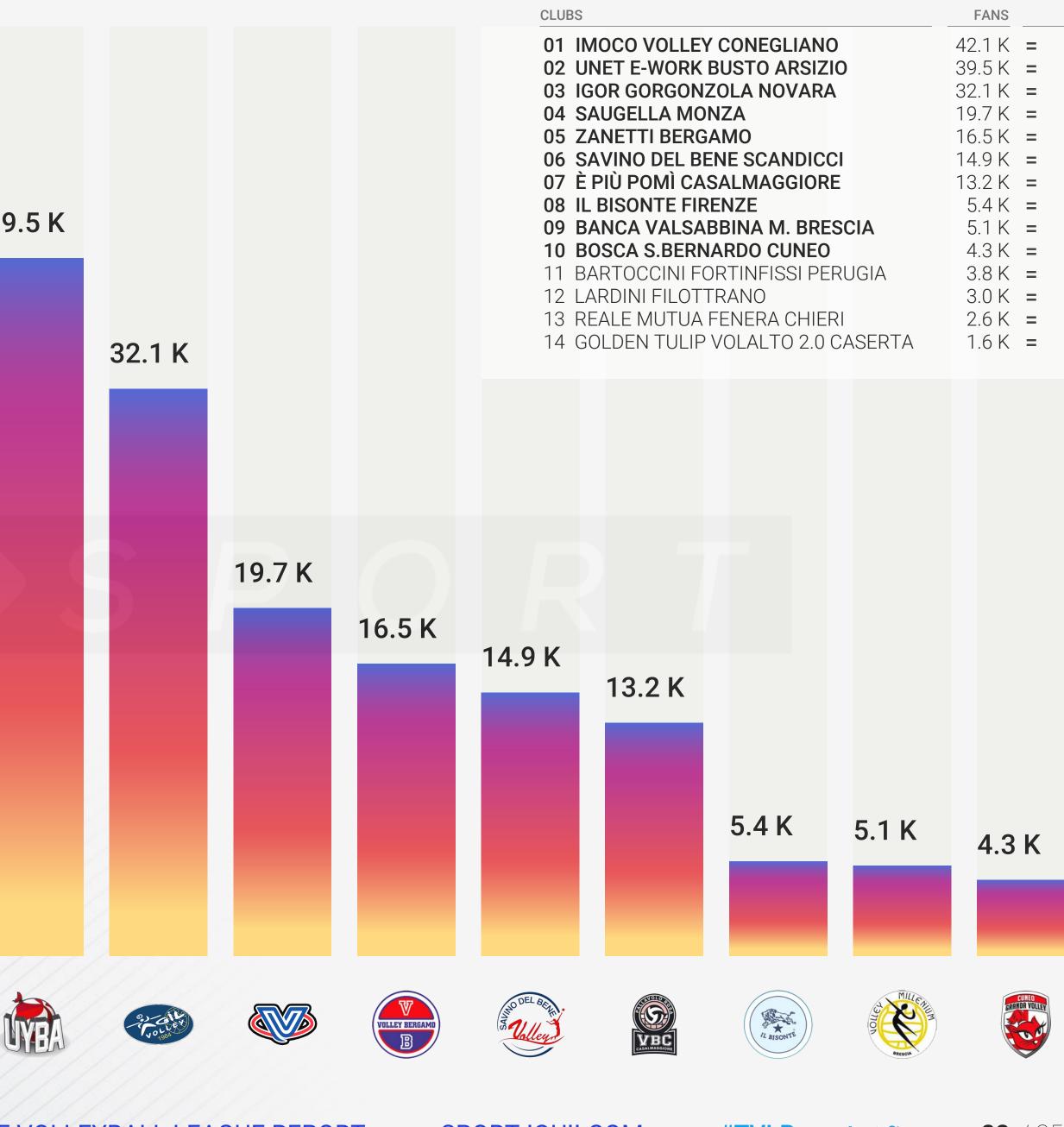
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% VAR\* +0.80 +1.61 +0.42 +1.35 +1.59 +2.99 +0.46 +1.05 +2.15 -0.63 +2.19 +3.89

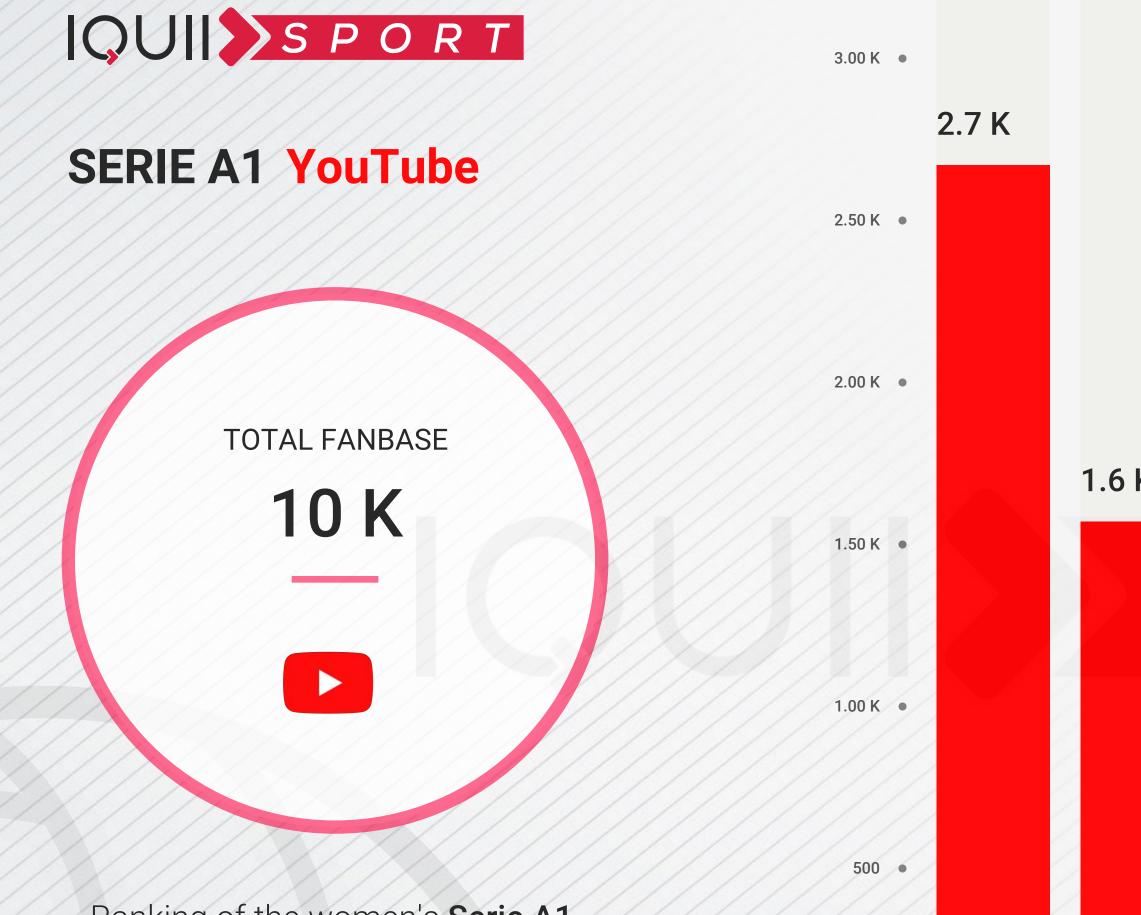






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% VAR\* +2.95 +0.68 +0.92 +4.97 +0.77 +3.20 +0.01 +1.65 +2.31 +2.88 +1.80 +2.33 +2.45 +3.23



Ranking of the women's Serie A1 volleyball clubs on YouTube.

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\*[from December 25, 2019 to January 27, 2020]

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				02 II 03 U 04 R 05 Z 06 S 07 I 08 II 09 E	AUGELLA MO MOCO VOLLE JNET E-WORK EALE MUTUA ANETTI BERG AVINO DEL BI GOR GORGON L BISONTE FIR SOSCA S.BERN E PIÙ POMÌ CA	CONEGLIAN BUSTO ARSIZ FENERA CHIE AMO ENE SCANDIC ZOLA NOVAR RENZE IARDO CUNEO	IO :RI CI A	FANS         2.7 K         1.6 K         1.6 K         1.4 K         1.0 K         850         469<         469         436<         -1         358         321         226
1.6 K	1.4 K			12 B 13 B	ARDINI FILOT SANCA VALSAE SARTOCCINI FO SOLDEN TULIP	BBINA M. BRES DRTINFISSI PE	RUGIA	201 = 69 = 68 = - =
		1.0 K						
			850	469	436	358	321	226
<b>Exercise</b>	<b>EXPER</b>	CHIERI	VOLLEY BERGAMO	O DEL BERK	Contraction of the second seco	IL BISONTE	ERANDO VOLLET	CORAL WARDER
THE VOLLE	YBALL LEA	GUE REPO	RT • SI	PORT.IQUII	.COM •	#TVLRepo	ort 🍯	<b>23</b> / 35

% VAR\* +3.10 +1.30 +2.99 0 +1.43 +8.82 -0.23 +1.70 +2.23 0 +4.69 +1.47 +6.25

52.0 K •





**TOTAL FANBASE** 

521 K

f (O) 

Ranking of the women's Serie A1 volleyball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.



\*[from December 25, 2019 to January 27, 2020]

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101.8 K

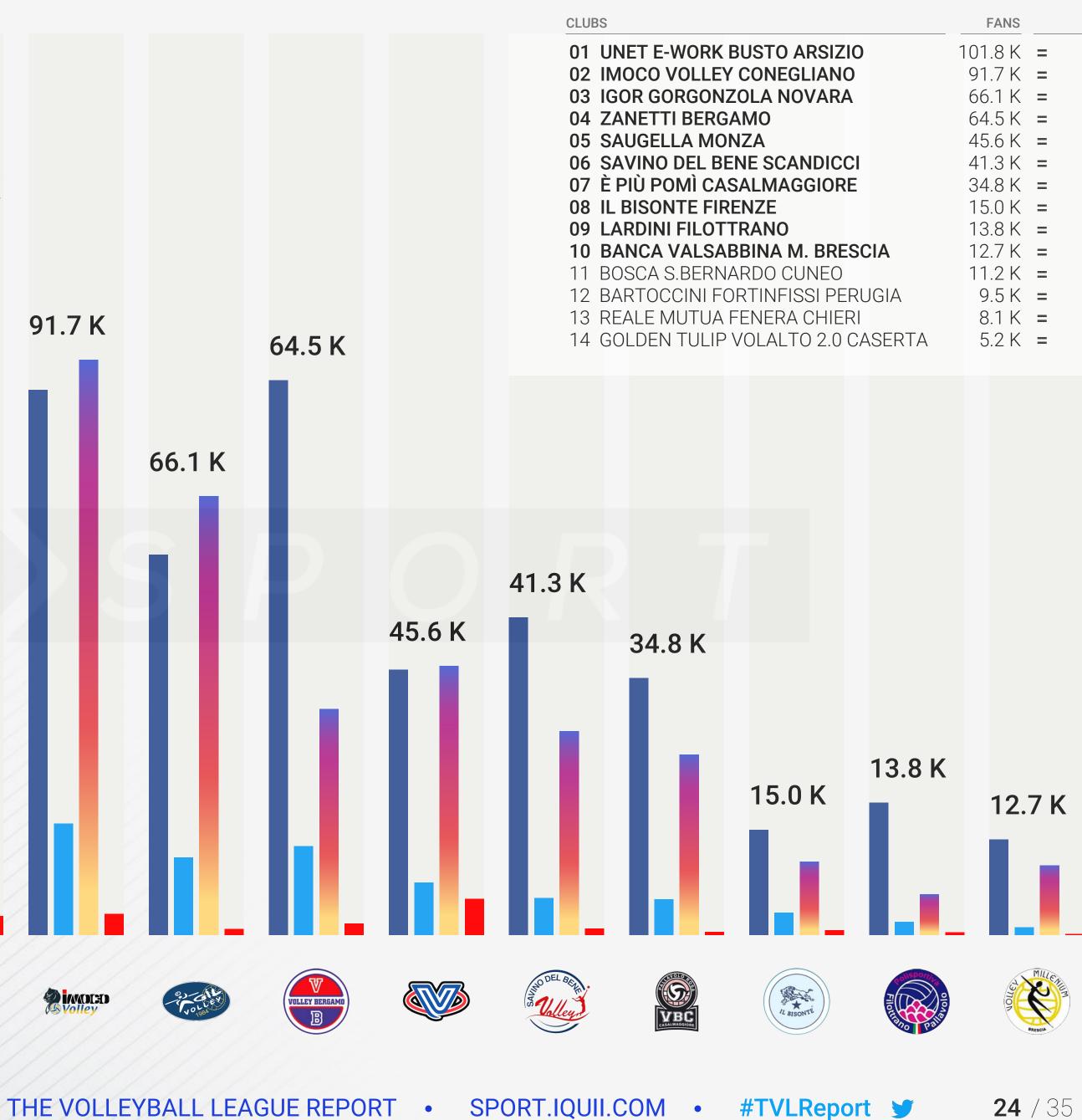
39.0 K •

13.0 K •

0 .

26.0 K





% VAR\* +1.00 +1.93

+0.70 +0.23 +2.69 +2.97 +0.06 +1.04 +1.26 +1.66 +2.57 +1.43 +1.32 +2.03



#### **SERIE A1 Brands**



TOTAL FANBASE

521 K



106.5 K •

142.0 K •

141.6 K

71.0 K •

35.5 K •

0 •

Potential Social Media exposition of the **Sport Brands** in relation to the total fanbase of the 14 sponsored Serie A1 volleyball clubs.

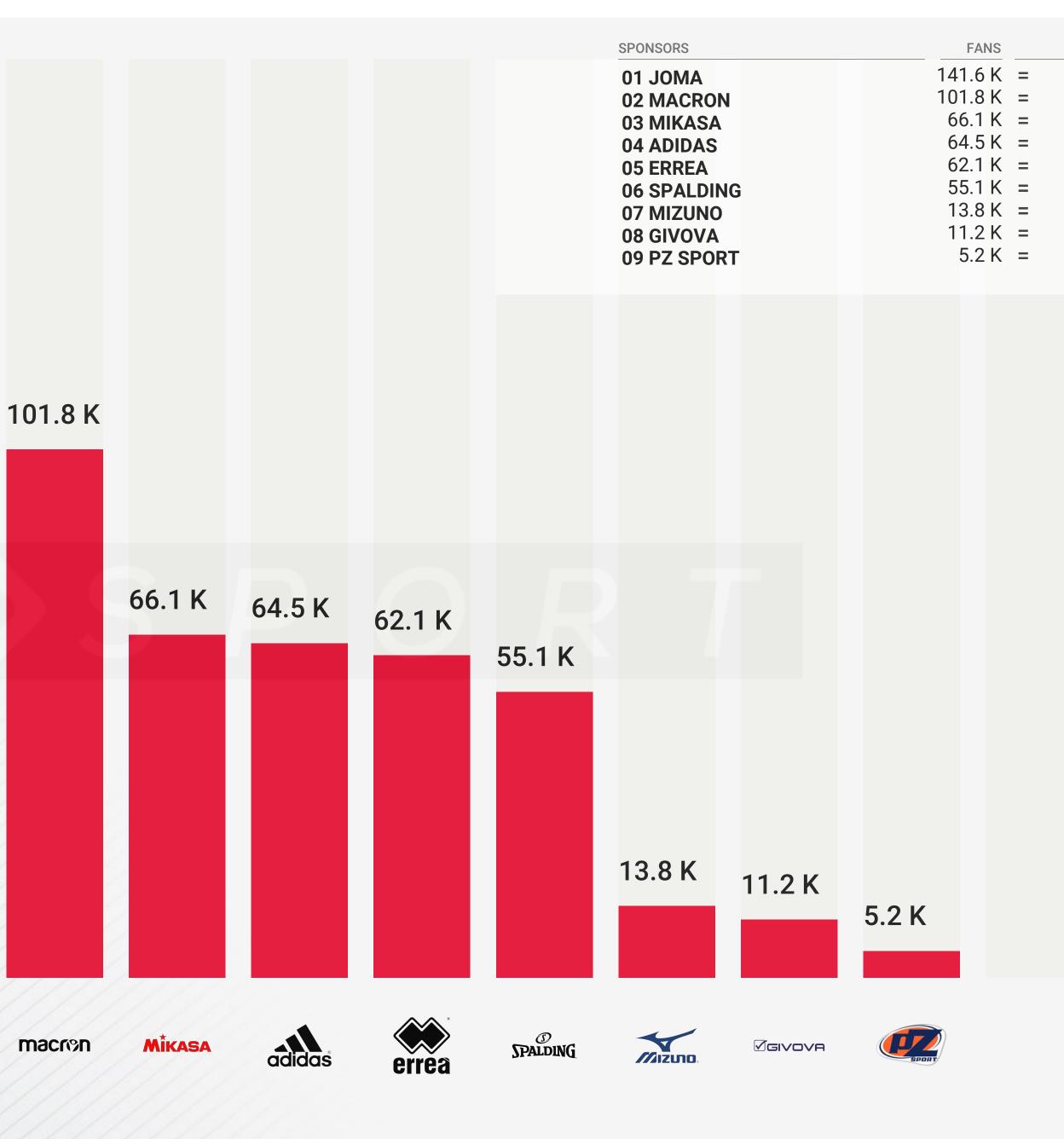


\*[from December 25, 2019 to January 27, 2020]

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Joma®



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% VAR\* +1.37 +1.00 +0.70 +0.23 +2.48 +2.47 +1.26 +2.57 +2.03



#### **SERIE A1 Brands**



CLUBS 14

SPORT BRANDS

9





Coverage of the Sport Brands in relation to the 14 sponsored Women's First Division volleyball clubs.



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#### **SERIE A1 Grown Up**

Lega Pallavolo Serie A Femminile

0

f 🎔

2.25%

3.00% •

2.97

2.

1.50%

0.75% •

0 •



AST UPDAIN AN 2020 \*[from December 25, 2019 to January 27, 2020]

based on the aggregate Facebook,

Ranking of the most grown up

Twitter, Instagram, YouTube

Serie A1 volleyball clubs

fanbases.

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					CLUBS			% VAR*
.69	2.57 a b b c b c b c b c b c b c b c b c b c						+2.97 +2.69 +2.57 <b>TA</b> +2.03 +1.93 +1.66 +1.43 +1.32 +1.26 +1.04 +1.00 +0.70 +0.23 +0.06	
		2.03	1.93	1.66				
					1.43	1.32	1.26	1.04
	ERRADA VULE		<b>Windlad</b> Volley	MILL CALL BRESCIA	MELLITH Plange	CHIERI		IL BISONTE
/OLLEY	BALL LEA	GUE REPOR	T • SP	ORT.IQUII.(	COM •	#TVLRepo	rt 🍠	<b>27</b> / 35

. .

# QUI SPORT

# ITALY SnapShot / Official Apps\*

2

## COMPETITIONS

# **27** CLUBS

Total Leagues analyzed: Superlega and Serie A1.

Total Volleyball Clubs analyzed in Superlega and Serie A1.



NK W

\*[from December 25, 2019 to January 27, 2020]

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iOS

# 8

## ANDROID

Total iOS Official Apps analyzed in Superlega and Serie A1.

Total Android Official Apps analyzed in Superlega and Serie A1.





### **SUPERLEGA**

A HA

CLUBS 13







Overview of the Official Apps of the volleyball clubs playing in Superlega.



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**É** IOS

► ANDROID







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#### **SERIE A1**

A. M

CLUBS 14





A CONTRACTOR





Overview of the Official Apps of the volleyball clubs playing in Serie A1.

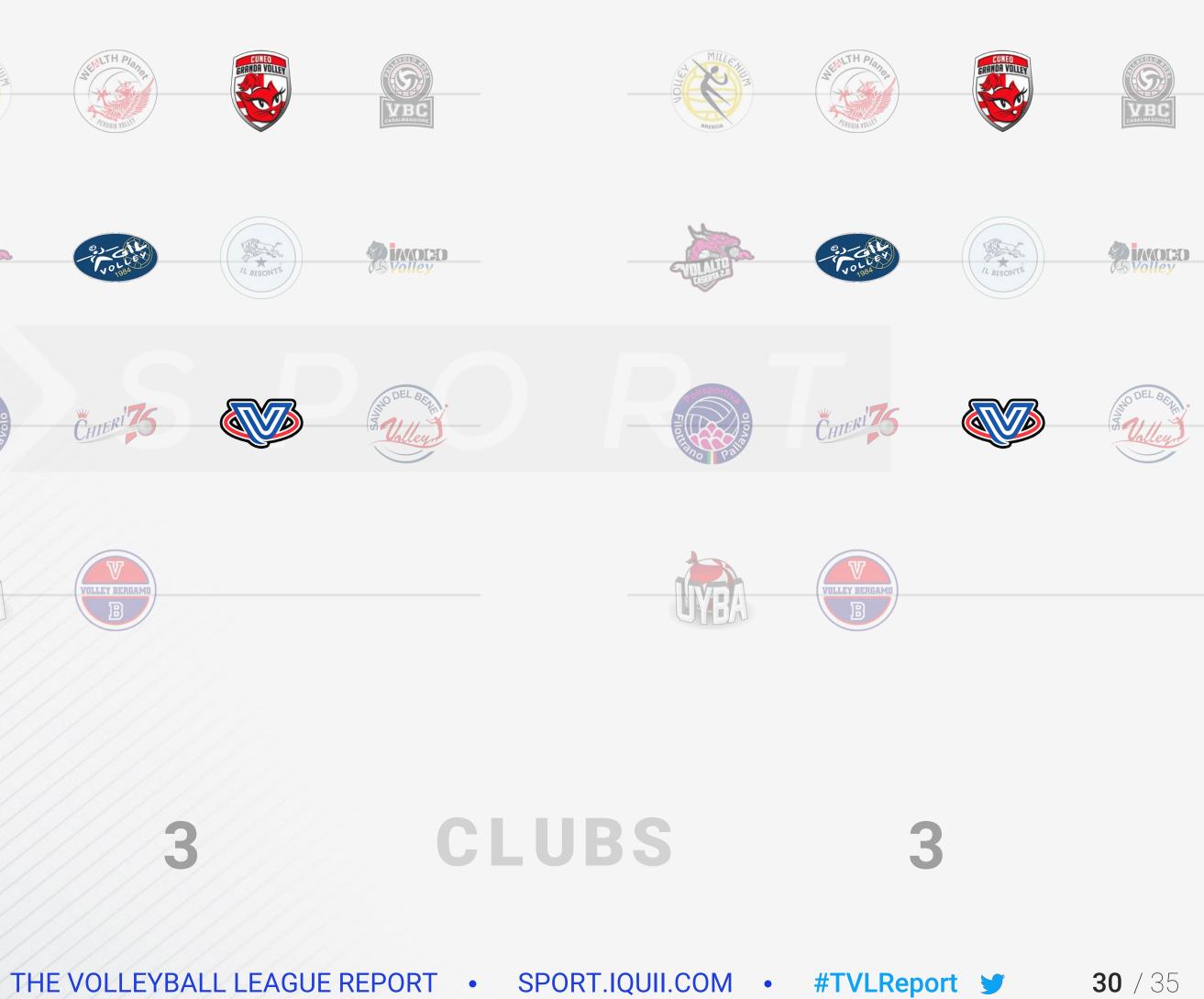


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**É** IOS

► ANDROID





# ITALY SnapShot / Brands' Overview

2

## COMPETITIONS

# 27 CLUBS

Total Competitions analyzed: Men's Superlega and Women's Serie A1.

Total Men's Superlega and Women's Serie A1 volleyball clubs analyzed.



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# 10 BRANDS



# FANS

Total Men's Superlega and Women's Serie A1 sport brands analyzed.

Total Facebook, Twitter, Instagram, YouTube fans of the Men's Superlega and Women's Serie A1 volleyball clubs analyzed.



650.0 K •

650.4 K

# QUI SPORT

### **ITALY Social Brands**

487.5 K •

### TOTAL FANBASE 1.7 M

0

f 🎔

325.0 K •

162.5 K •

0 •

Potential Social Media exposition of the Sport Brands in relation to the total fanbase of the 27 sponsored volleyball clubs analyzed.



\*[from December 25, 2019 to January 27, 2020]

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						SPONSORS			FANS
<						01 ERREA 02 JOMA 03 MIKASA 04 MACRON 05 SPALDIN 06 ADIDAS 07 MIZUNO 08 GIVOVA 09 ZEUS 10 PZ SPOR	G	405 316 114 100 96 13 17	$\begin{array}{c} 0.4 \text{ K} = \\ 5.0 \text{ K} = \\ 5.8 \text{ K} = \\ 4.9 \text{ K} = \\ 0.7 \text{ K} = \\ 5.6 \text{ K} = \\ 3.8 \text{ K} = \\ 1.2 \text{ K} + 1 \\ 1.0 \text{ K} - 1 \\ 5.2 \text{ K} = \\ \end{array}$
	405.0 K								
		316.8 K							
			114.9 K	100.7 K	96.6 K				
	Joma®	Mikasa	Macusu	SPALDING		13.8 K	11.2 K 	11.0 K	5.2 K
Т	HE VOLLE	YBALL LEA	GUE REPOF		adidas PORT.IQUII		#TVLRepo		<b>32</b> / 35

% VAR\* +1.45 +1.91 +0.89 +1.01 +2.57 +0.95 +1.26 +2.57 +0.25 +2.03



#### **ITALY Sport Brands**

CLUBS 27

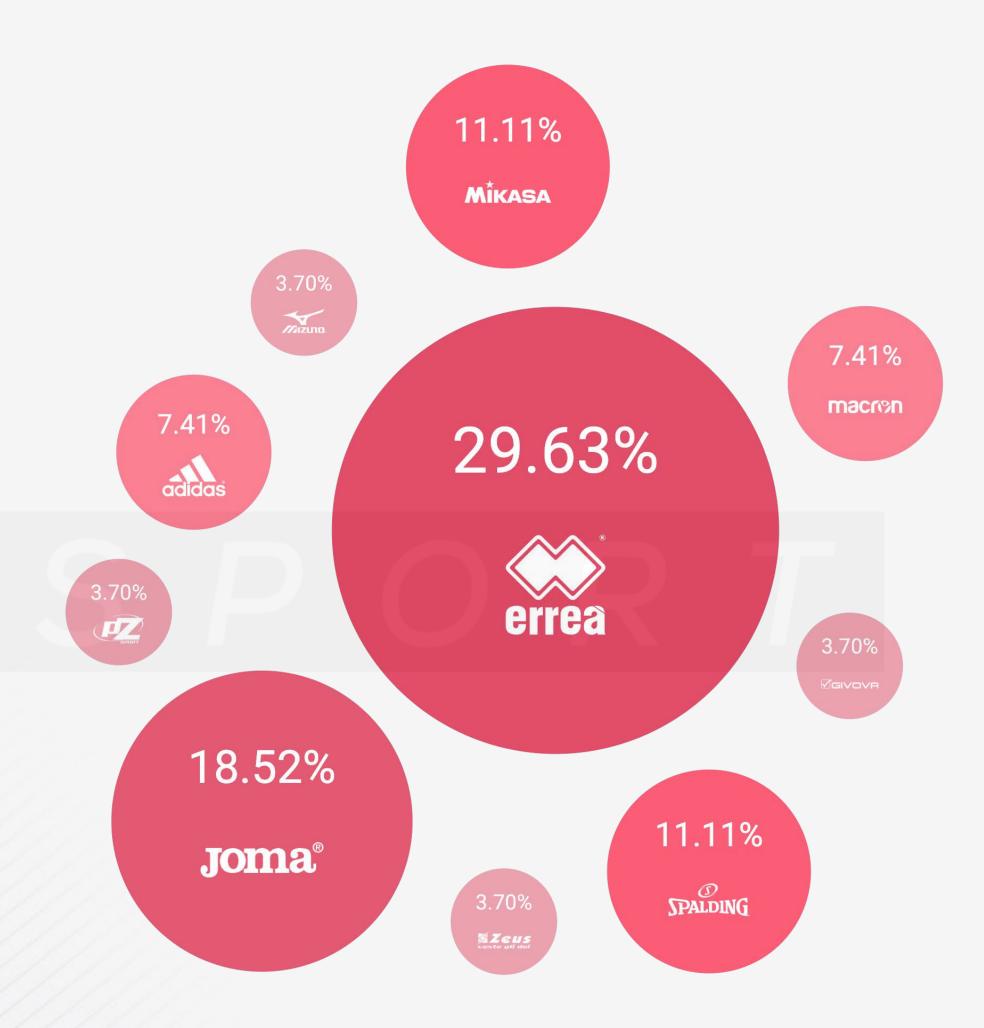
SPORT BRANDS 10

#### Sport Brands coverage in relation to the 27 sponsored volleyball clubs analyzed.



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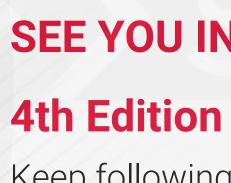


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The Volleyball League (R)evolution





3rd Edition - January 2020 **NEW ENTRY** Italian Volleyball Clubs' Official Apps



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Keep following us to discover it!

2nd Edition - November 2019 UPDATE Updated data and monthly variations

1st Edition - October 2019

Superlega and Serie A1 clubs and brands



Version 1.0 - 30.01.20 [first release]



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#### Edition 3

#### Methodology and Specs

Data are collected through proprietary tools and concern Italian Volleyball Clubs participating in Superlega and Serie A1. Logos and all rights are reserved to their respective owners.

The collection of the data has been carried out on January 27, 2020. The report update will be done on a monthly basis.

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

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