

THE BASKETBALL LEAGUE REPORT

A data-driven digital analysis focused on basketball

EDITION N.17 // OCTOBER 2021







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.



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.



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.





"The Basketball League" Report is the monthly tool by IQUII Sport, the Sport Intelligence Unit by IQUII, to monitor the social media performances of European Basketball!

In our #TBLReport we analyse the 18 EuroLeague teams as well as 44 teams in the Italian basketball landscape playing in LBA and LNP Serie A2, studying their digital channels on a monthly basis (Facebook, Twitter, Instagram and YouTube).

You can share the most interesting charts of this Report using the official hashtag #TBLReport, and tagging us at @IQUIISport. In addition to #TBLReport, we produce monthly tools analysing football and volleyball. 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.









Countries included in this overview

TURKISH AIRLINES EUROLEAGUE



10 COUNTRIES 18 CLUBS









EUROPE Snapshot / EuroLeague



18

CLUBS

BRANDS

31.7 M

+ 0.12%*

FANS

Total EuroLeague Basketball Clubs analyzed.

Total EuroLeague sport brands analyzed.

Total Facebook, Twitter, Instagram, YouTube fans of the EuroLeague Basketball Clubs analyzed.



*[from September 21, 2021 to October 19, 2021]





EUROLEAGUE Facebook

TOTAL FANBASE 21.2 M



Ranking of the EuroLeague basketball clubs on Facebook.



4.0 M • 2.3 M 1.2 M

439.3 K 395.9 K 382.2 K 287.6 K 269.3 K 234.1 K 226.8 K







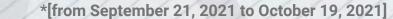












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8.0 M •



















EUROLEAGUE Twitter





Ranking of the EuroLeague basketball clubs on Twitter.





476.0 K

238.0 K







234.1 K



189.9 K





107.7 K 101.6 K 98.9 K



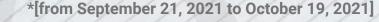


95.8 K



93.4 K





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EUROLEAGUE Instagram



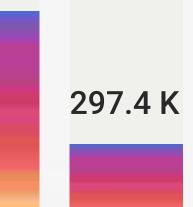
Ranking of the EuroLeague basketball clubs on Instagram.

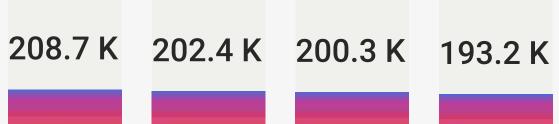
TURKISH AIRLINES

EuroLeague



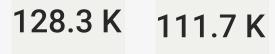


































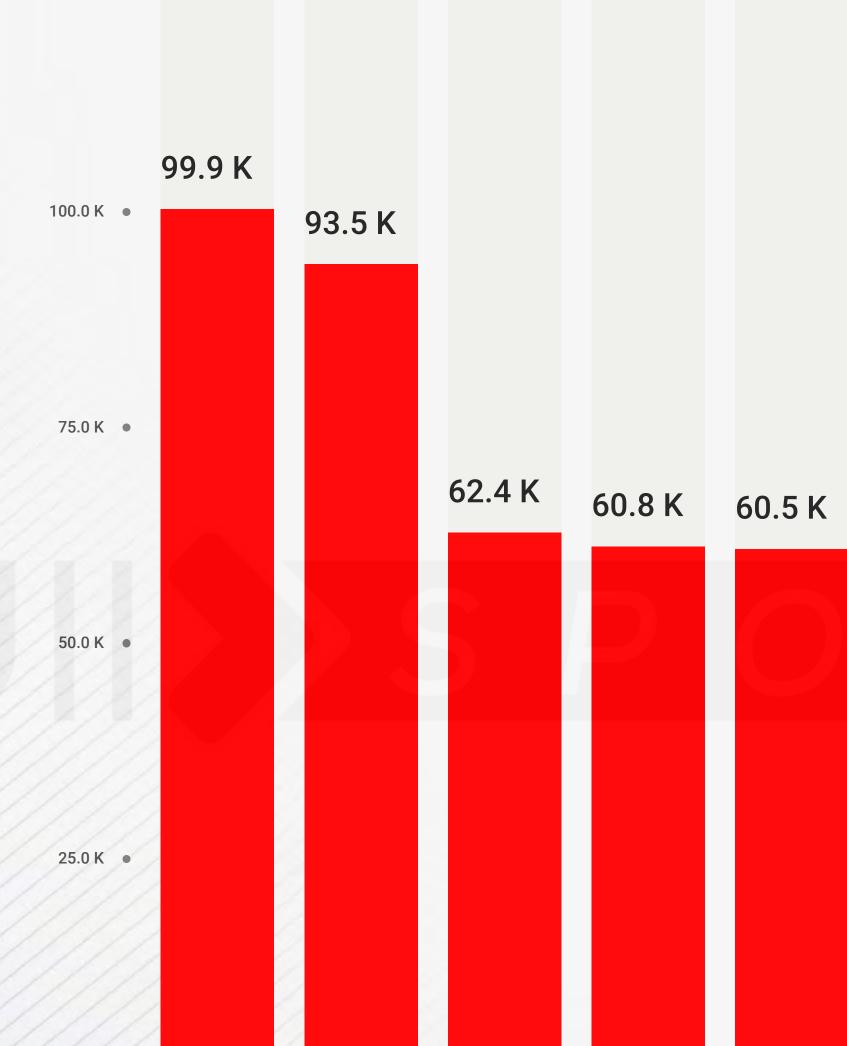
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EUROLEAGUE YouTube



Ranking of the EuroLeague basketball clubs on YouTube.









34.9 K



33.0 K

CLUBS

01 OLYMPIACOS PIRAEUS

04 PANATHINAIKOS ATHENS

06 KK CRVENA ZVEZDA MTS

09 FC BAYERN MUNICH

10 CSKA MOSCOW

14 UNICS KAZAN

15 AS MONACO

05 REAL MADRID BALONCESTO

07 MACCABI PLAYTIKA TEL AVIV

08 ANADOLU EFES SPOR KOLUBU

11 ARMANI EXCHANGE MILANO

12 BASKONIA VITORIA-GASTEIZ

13 LDLC ASVEL VILLEURBANNE

16 ZENIT ST PETERSBURG

17 FENERBAHCE BEKO

18 FC BARCELONA

03 ZALGIRIS KAUNAS

02 ALBA BERLIN



25.7 K



18.8 K



17.2 K

FANS

99.9 K =

93.5 K =

60.5 K =

34.9 K =

33.0 K =

25.7 K =

18.8 K = 17.2 K =

15.7 K =

7.6 K =

4.2 K =

1.9 K =

1.5 K =

506 =

60.8 K ▼ -1

62.4 K • +1 +3.14

% VAR*

+1.94

-0.43

+0.16

+0.33 +0.87

+1.23 +1.58

+1.62

+1.18

+1.29

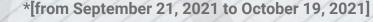
+1.47

+5.75

+2.12

+7.25

+5.42



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EUROLEAGUE Social

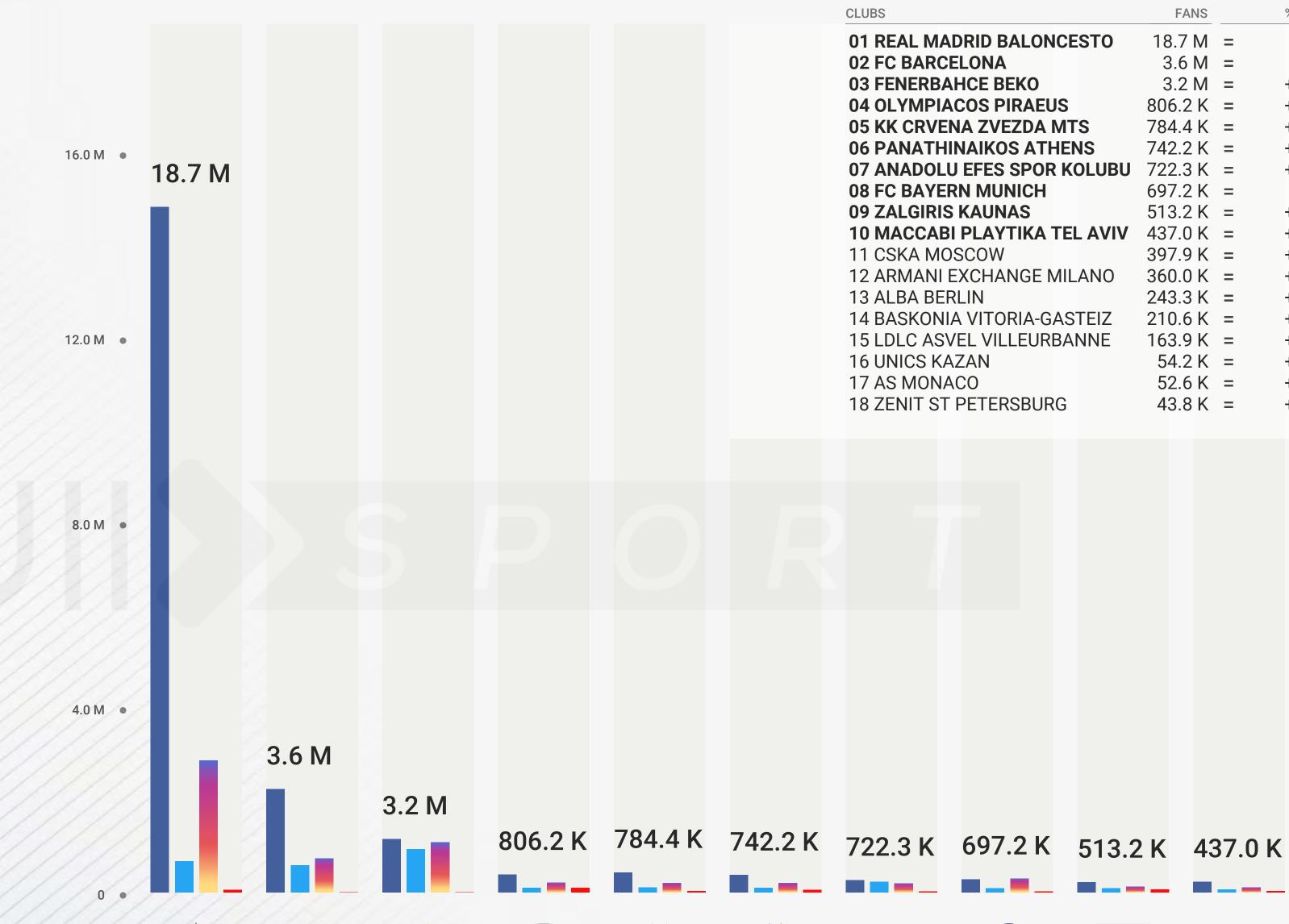


TOTAL FANBASE

31.7 M



Ranking of the EuroLeague basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.























FANS

18.7 M =

3.6 M =

3.2 M =

806.2 K =

784.4 K =

 $742.2 \, \text{K} =$

697.2 K =

513.2 K =

437.0 K =

397.9 K =

360.0 K =

243.3 K =

210.6 K =

163.9 K =

54.2 K =

52.6 K =

43.8 K =

% VAR*

0.00

0.00

+0.24

+0.66

+0.23

+0.37

+0.24

-0.02

+0.61

+0.60

+0.31

+0.56

+0.09

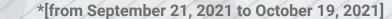
+0.51

+2.42

+2.08

+6.27

+1.38



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EUROLEAGUE Brands

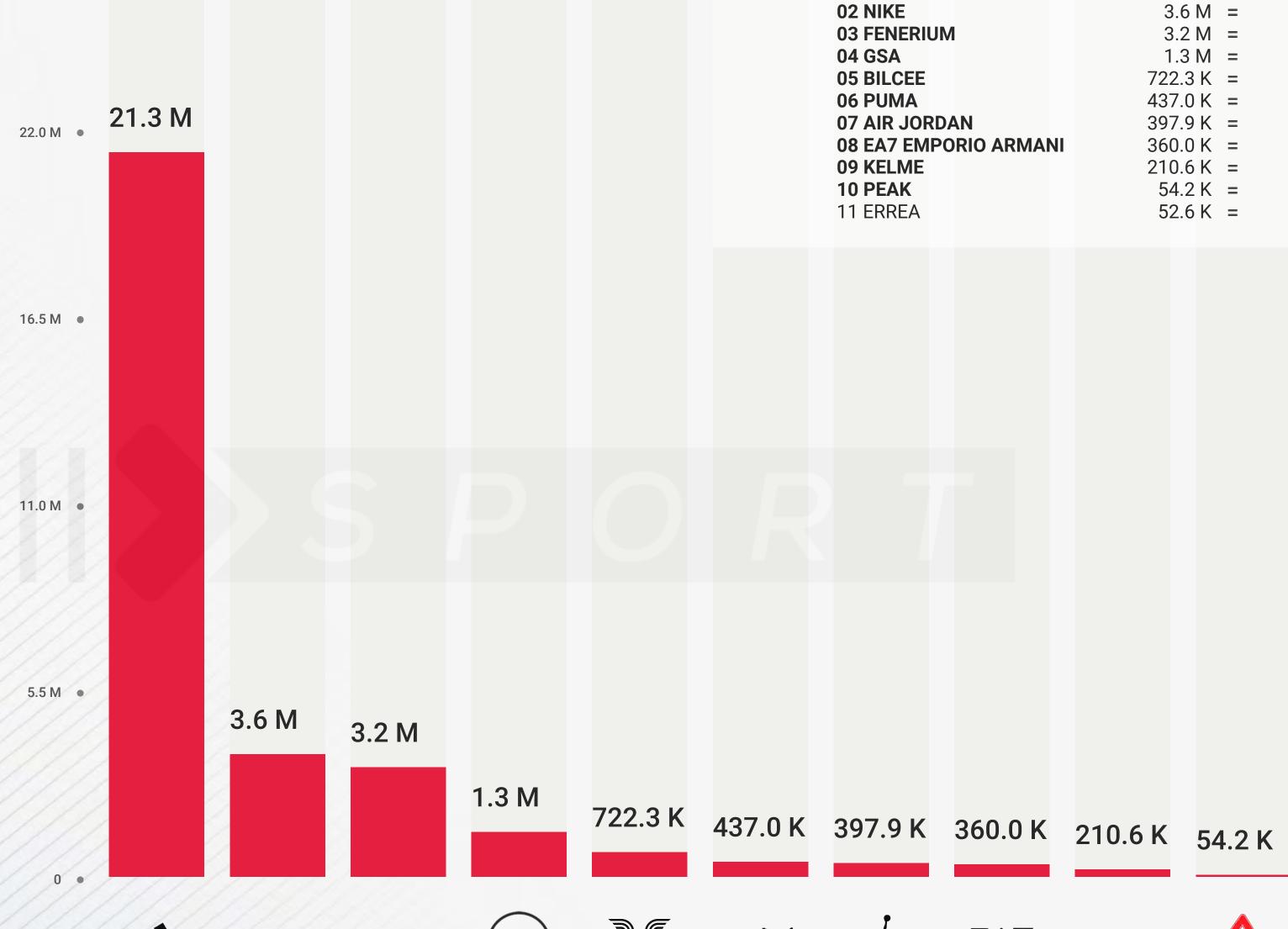


TOTAL FANBASE

31.7 M



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

















CLUBS

01 ADIDAS









FANS

21.3 M =

3.6 M =

3.2 M =

1.3 M =

722.3 K =

437.0 K =

397.9 K =

360.0 K =

210.6 K =

54.2 K =

52.6 K =

% VAR*

+0.04

0.00

+0.24

+0.64

+0.24

+0.60

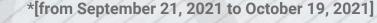
+0.31

+0.56

+0.51

+2.08

+6.27



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EUROLEAGUE Brands

CLUBS

18

SPORT BRANDS

Coverage of the Sport Brands in relation to the 18 sponsored EuroLeague basketball clubs.





*[from September 21, 2021 to October 19, 2021]

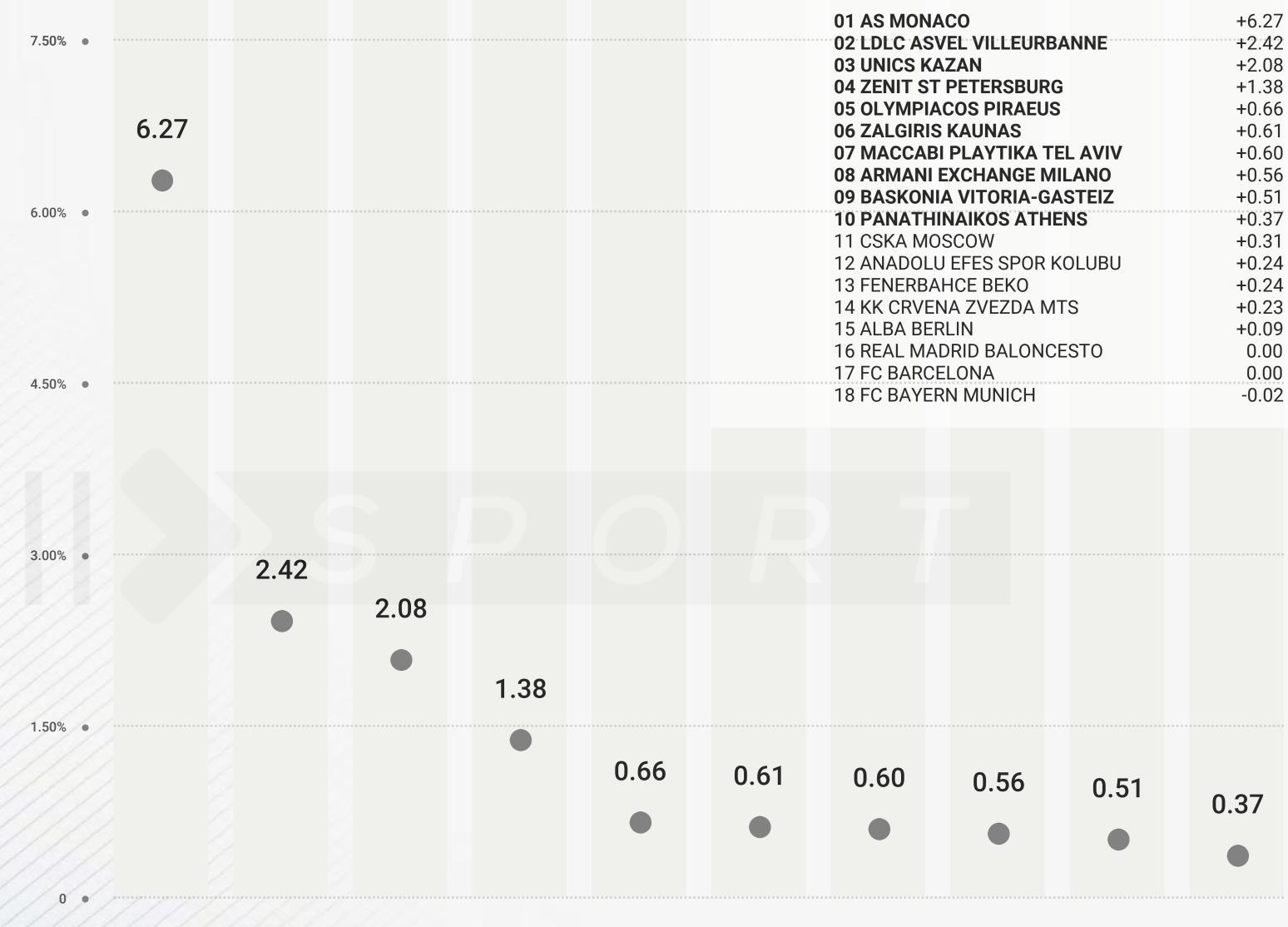




EUROLEAGUE Grown Up



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

















CLUBS









% VAR*



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From this issue onwards, we take into account Facebook "Likes" only. This may cause a possible decrease concerning the %VAR, since we considered "Followers" for certain clubs in the previous issue.







Basketball Competitions included in this overview

FIRST DIVISION

16 CLUBS



LBA SERIE A

SECOND DIVISION

14 CLUBS



LNP SERIE A2 GIRONE VERDE

SECOND DIVISION

14 CLUBS



LNP SERIE A2 GIRONE ROSSO







IQUII SPORT

ITALY SnapShot / LBA Serie A



16 CLUBS

6 **BRANDS**

1.4 M + 0.62%* FANS

Total LBA Serie A Basketball Clubs analyzed.

Total LBA Serie A sport brands analyzed.

Total Facebook, Twitter, Instagram, YouTube fans of the LBA Serie A Basketball Clubs analyzed.



*[from September 21, 2021 to October 19, 2021]





LBA SERIE A Facebook

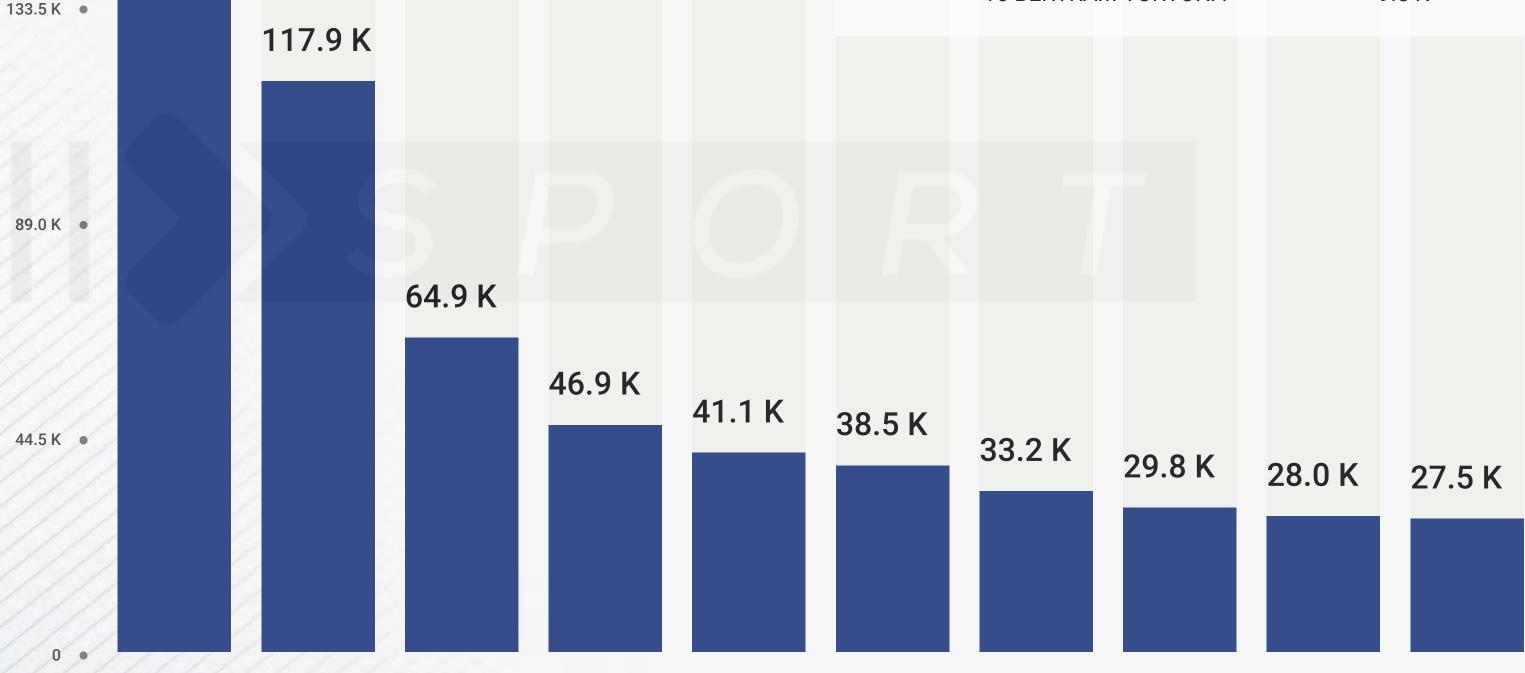
TOTAL FANBASE 716 K



Ranking of the LBA Serie A basketball clubs on Facebook.



CLUBS





















FANS

% VAR*



From this issue onwards, we take into account Facebook "Likes" only. This may cause a possible decrease concerning the %VAR, since we considered "Followers" for certain clubs in the previous issue.





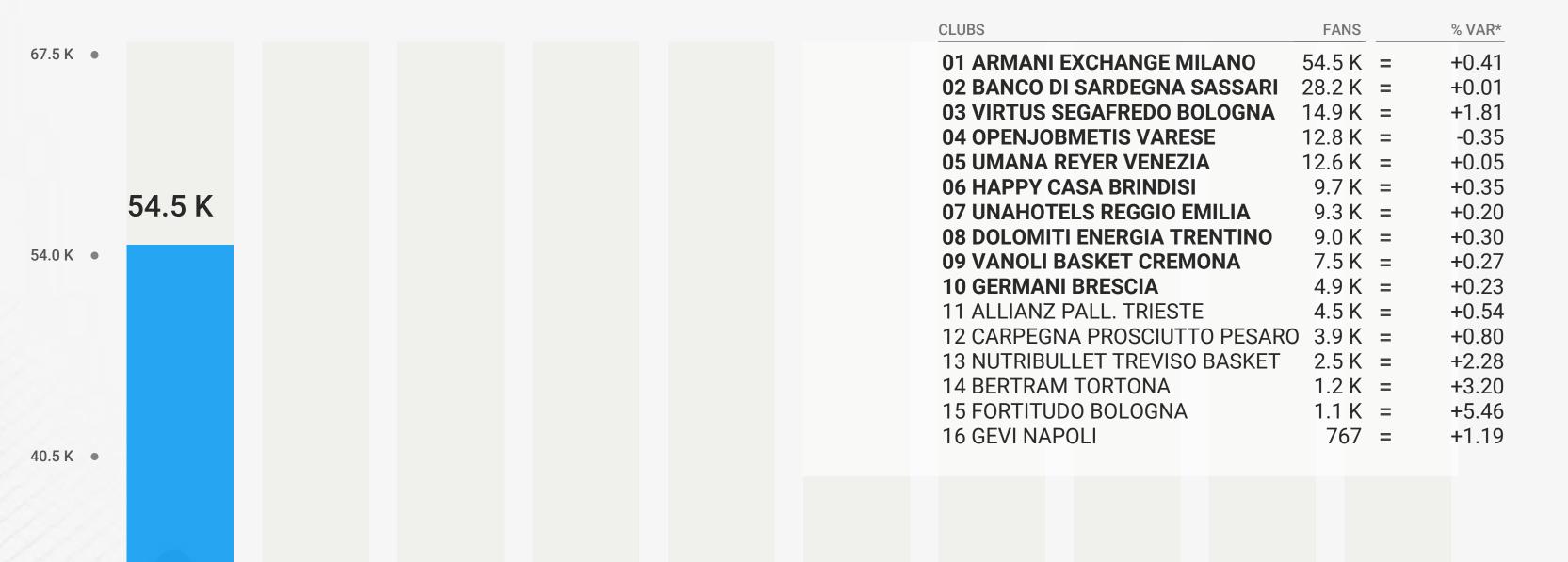


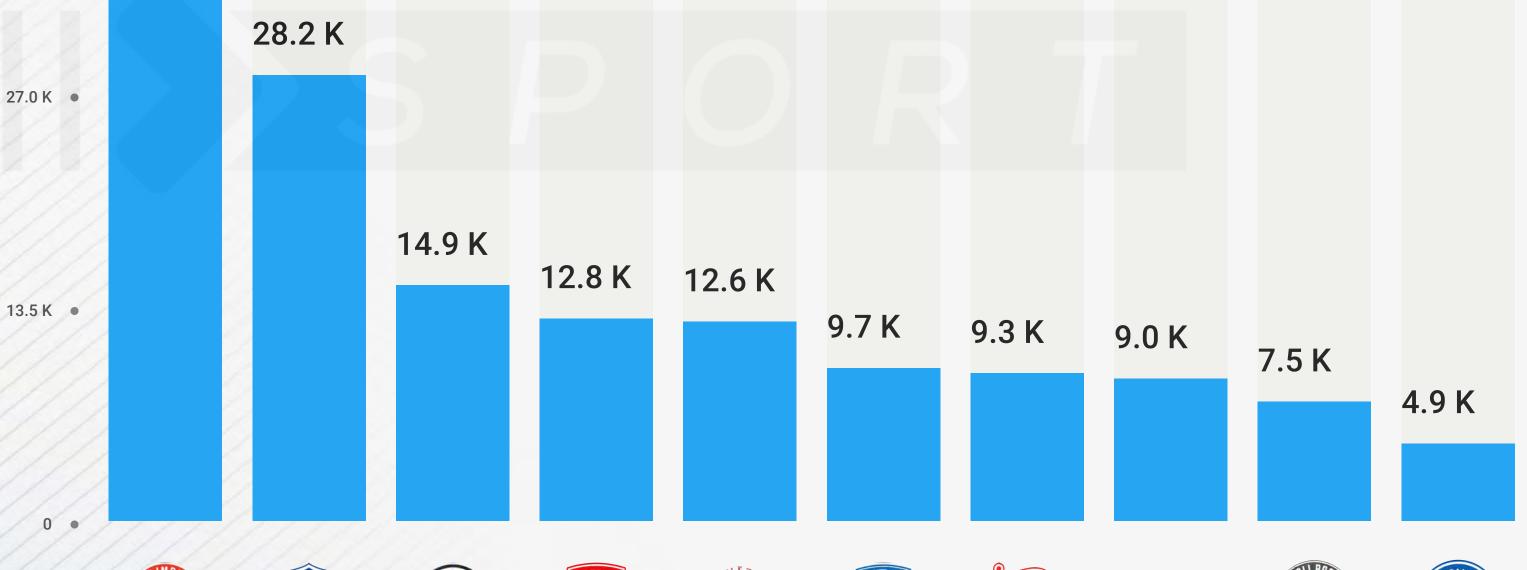
LBA SERIE A Twitter





Ranking of the LBA Serie A basketball clubs on Twitter.















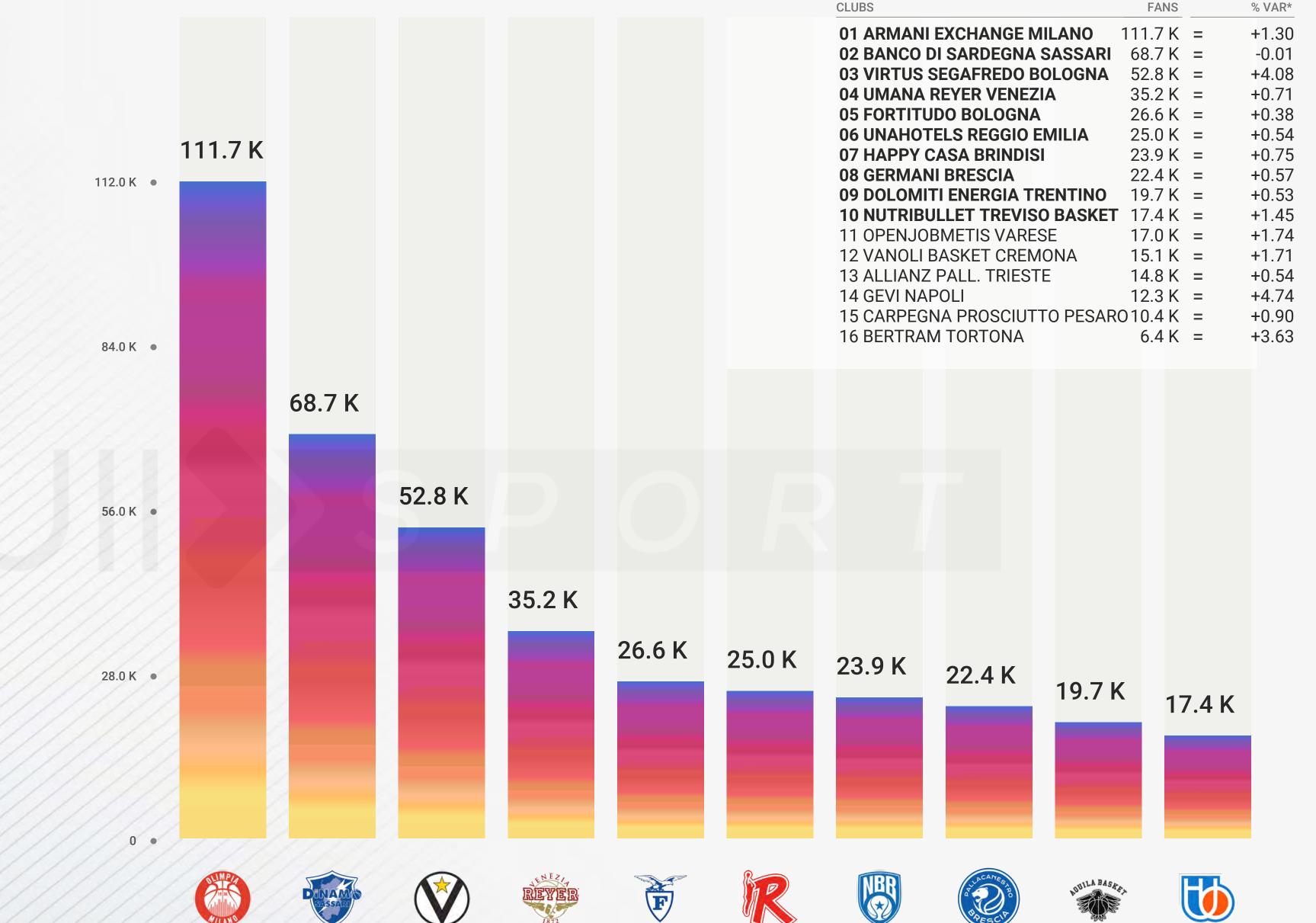




LBA SERIE A Instagram



Ranking of the LBA Serie A basketball clubs on Instagram.







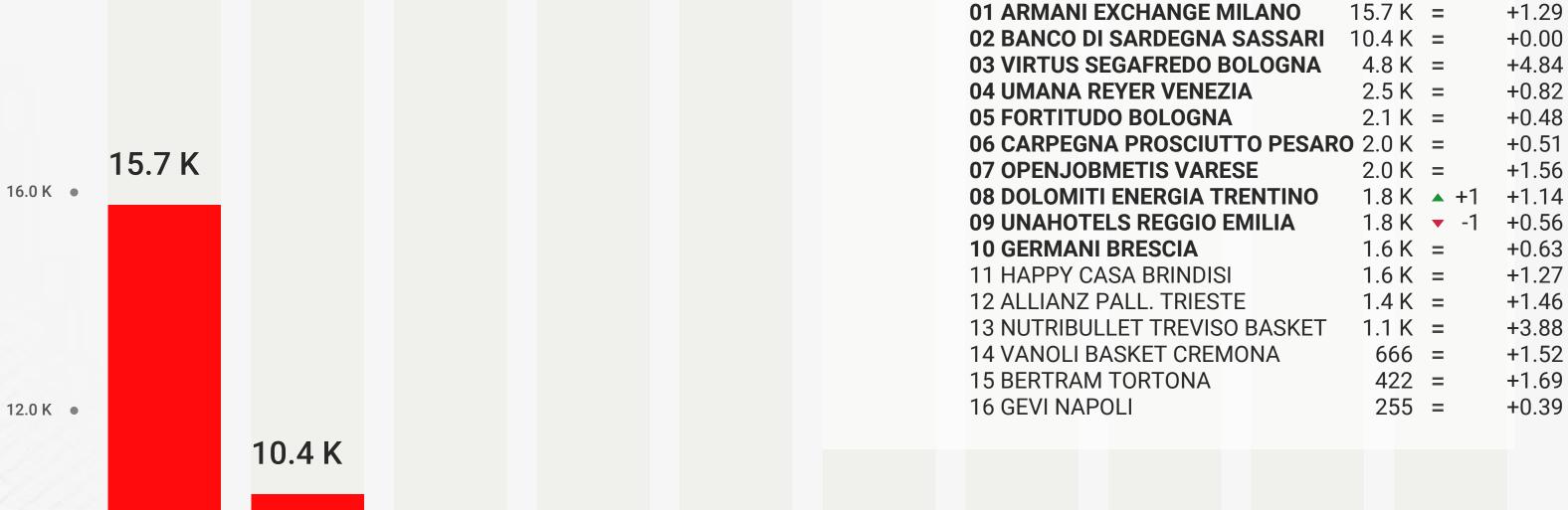




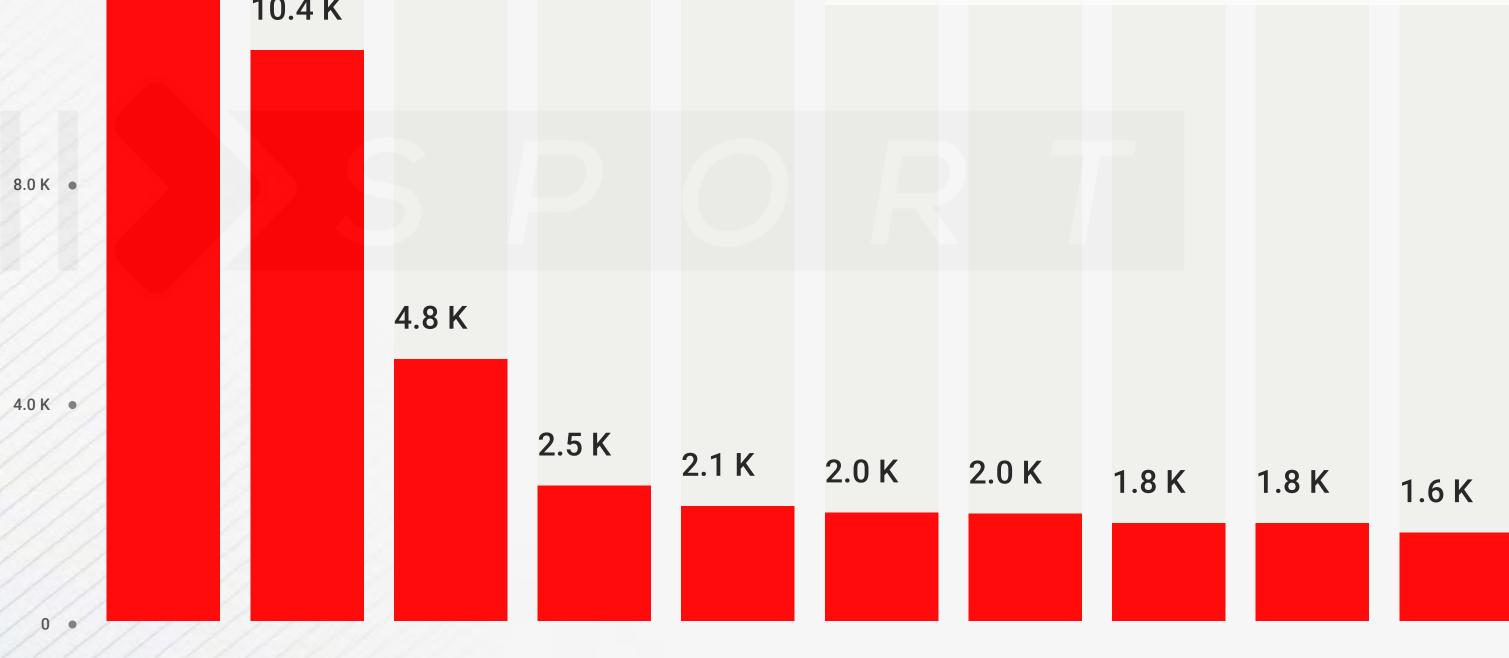
LBA SERIE A YouTube



Ranking of the LBA Serie A basketball clubs on YouTube.



CLUBS

















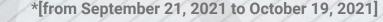






FANS

% VAR*



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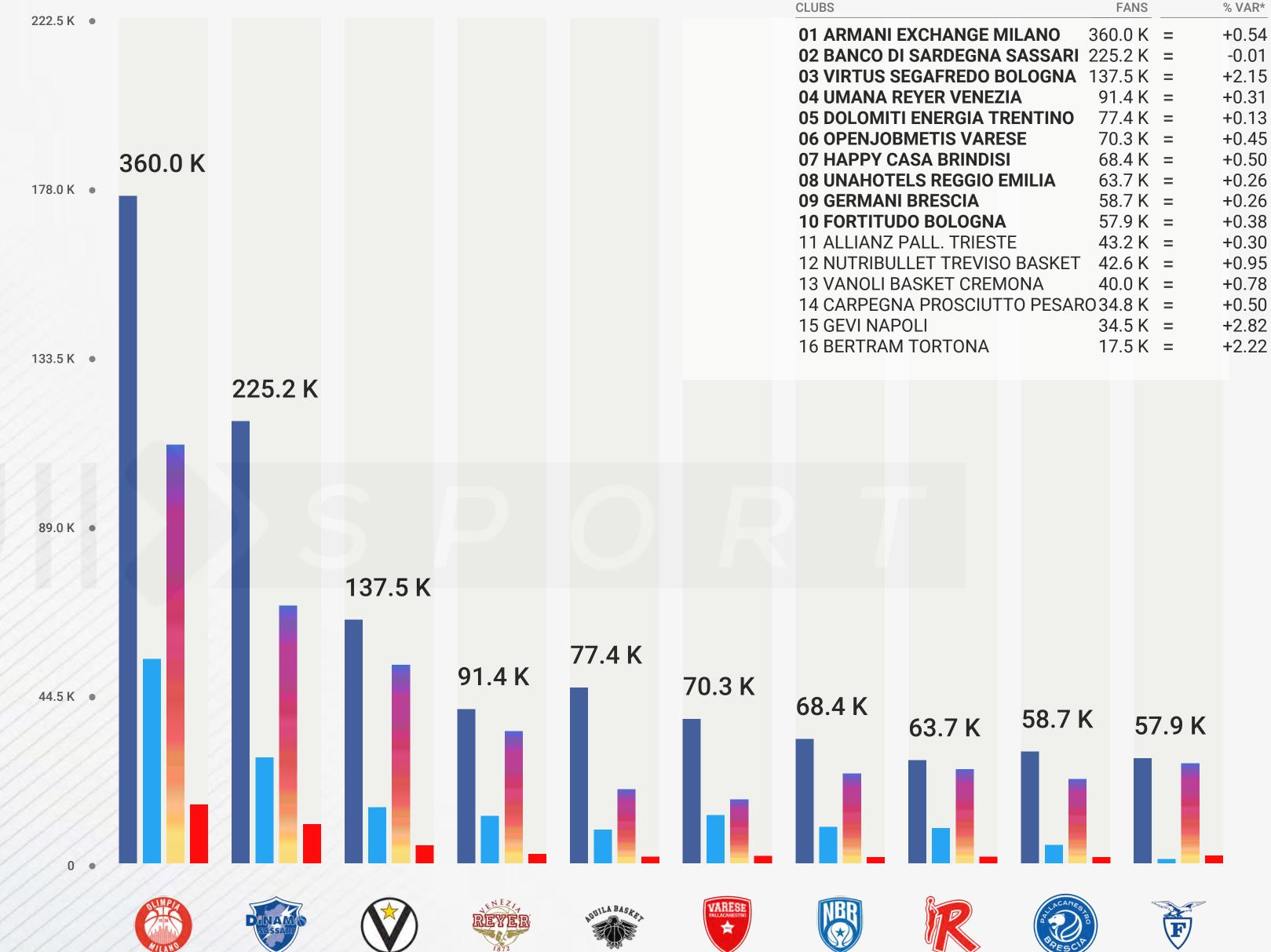


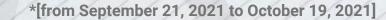
LBA SERIE A Social





Ranking of the LBA Serie A basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

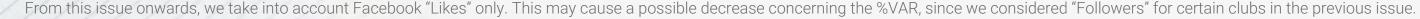




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LBA SERIE A Brands





Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 16 sponsored LBA Serie A basketball clubs.

CLUBS **FANS** 450.0 K 01 EA7 EMPORIO ARMANI 360.0 K = 02 ERREA 284.9 K = 03 MACRON 271.4 K = **04 EYE SPORT** 259.7 K = 05 ADIDAS 169.5 K = 77.4 K = 06 NIKE 360.0 K 360.0 K 284.9 K 271.4 K 259.7 K 270.0 K • 169.5 K 180.0 K 77.4 K 90.0 K EAT macron

*[from September 21, 2021 to October 19, 2021]



% VAR*

+0.54

+0.60

+1.26

+0.36

+0.41

+0.13



LBA SERIE A Brands

CLUBS

16

SPORT BRANDS

Coverage of the Sport Brands in relation to the 16 sponsored LBA Serie A basketball clubs.

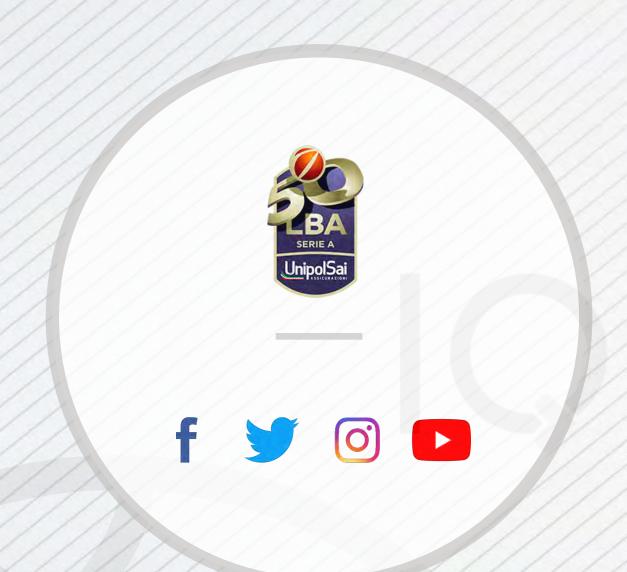




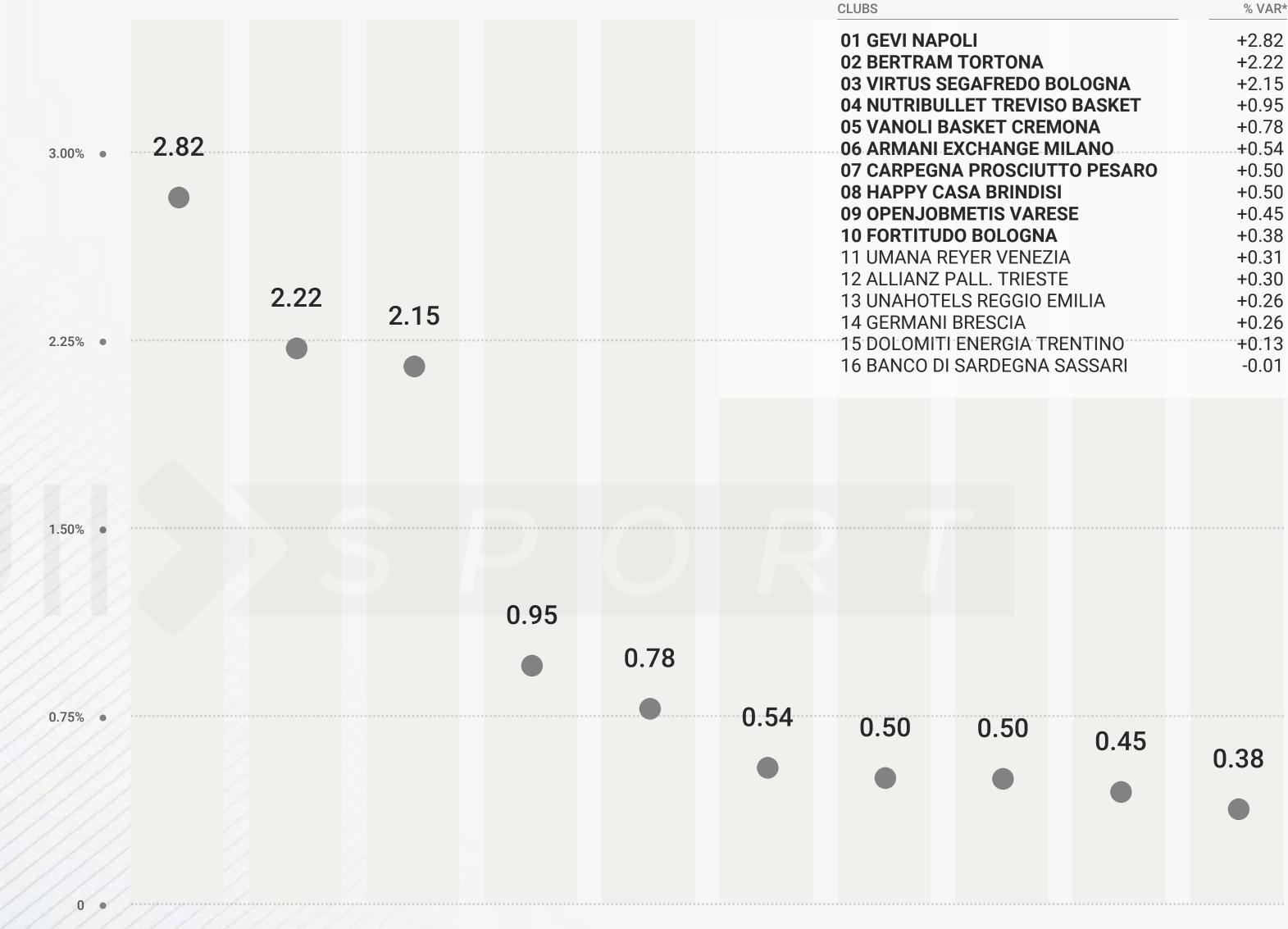
*[from September 21, 2021 to October 19, 2021]



LBA SERIE A Grown Up



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













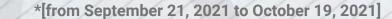












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IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Rosso



14 CLUBS

12 **BRANDS**

241 K + 0.44%* FANS

Total LNP Serie A2 Girone Rosso Basketball Clubs analyzed.

Total LNP Serie A2 Girone Rosso sport brands analyzed.

Total Facebook, Twitter, Instagram, YouTube fans of the LNP Serie A2 Girone Rosso Basketball Clubs analyzed.



*[from September 21, 2021 to October 19, 2021]





LNP SERIE A2 ROSSO Facebook 24.0 K -

TOTAL FANBASE 142 K



Ranking of the LNP Serie A2 Girone Rosso basketball clubs on Facebook.



30.0 K







19.7 K



11.1 K



9.8 K





9.5 K



9.0 K

CLUBS

01 UNIEURO FORLÌ

03 TEZENIS VERONA

07 GIVOVA SCAFATI

11 ORASÌ RAVENNA

02 STELLA AZZURRA ROMA

05 BENACQUISTA A. LATINA

06 CESTISTICA S.SEVERO

09 TOP SECRET FERRARA

12 PALL. A. PASCA NARDO

13 LUX CHIETI BASKET 1974

14 UMANA SAN GIOBBE B. CHIUSI

6.8 K

04 ATLANTE EUROBASKET ROMA

08 RISTOPRO JANUS FABRIANO

10 BENEDETTO XIV TRAMEC CENTO 6.0 K =







6.2 K



6.0 K

FANS

24.2 K =

22.8 K =

19.7 K =

11.1 K =

9.8 K =

9.5 K =

9.0 K =

6.8 K =

6.2 K =

6.0 K =

5.8 K =

4.1 K =

1.5 K =

% VAR*

-0.01

--0.00

+0.02

+0.18

+0.11

+0.21

+0.35

+0.52

+0.23

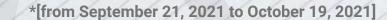
+0.25

+0.27

+1.26

+0.78

+2.93



From this issue onwards, we take into account Facebook "Likes" only. This may cause a possible decrease concerning the %VAR, since we considered "Followers" for certain clubs in the previous issue.



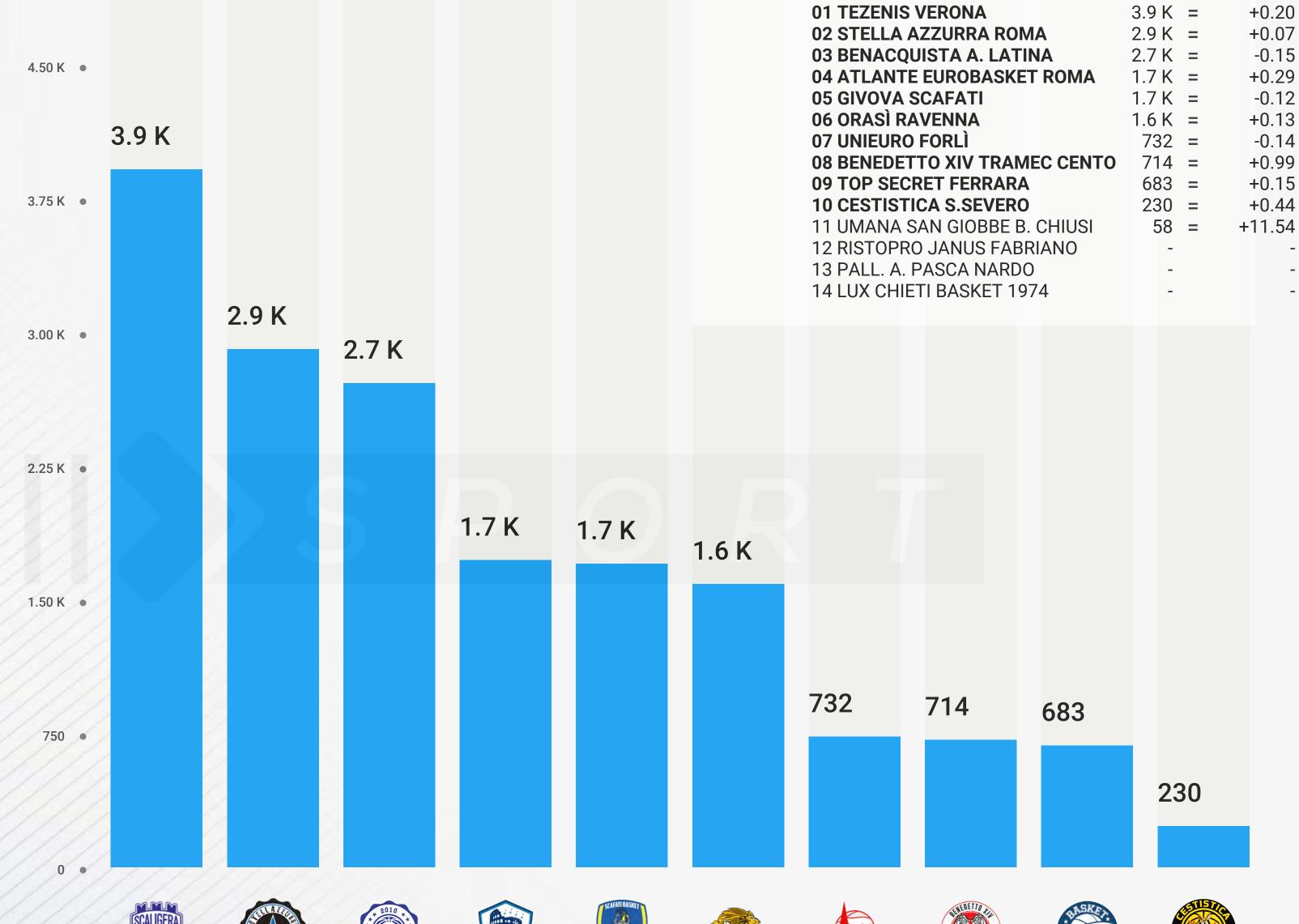




LNP SERIE A2 ROSSO Twitter



Ranking of the LNP Serie A2 Girone Rosso basketball clubs on Twitter.

















CLUBS







FANS

% VAR*

+0.20

+0.07

-0.15

+0.29

-0.12

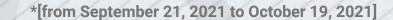
+0.13

-0.14

+0.99

+0.15

+0.44





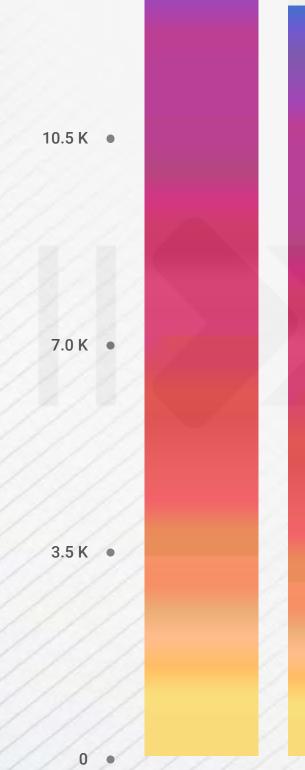


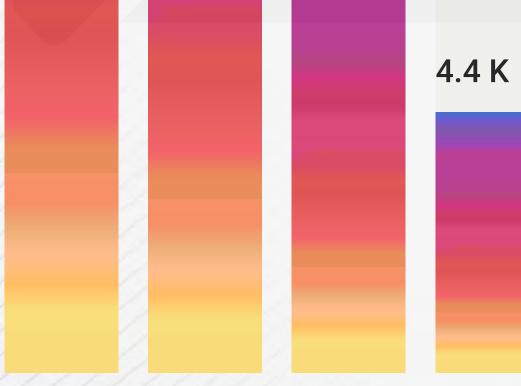






Ranking of the LNP Serie A2 Girone Rosso basketball clubs on Instagram.





7.7 K

12.7 K





4.2 K





4.1 K



3.9 K



3.5 K

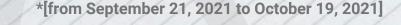


3.5 K





3.4 K



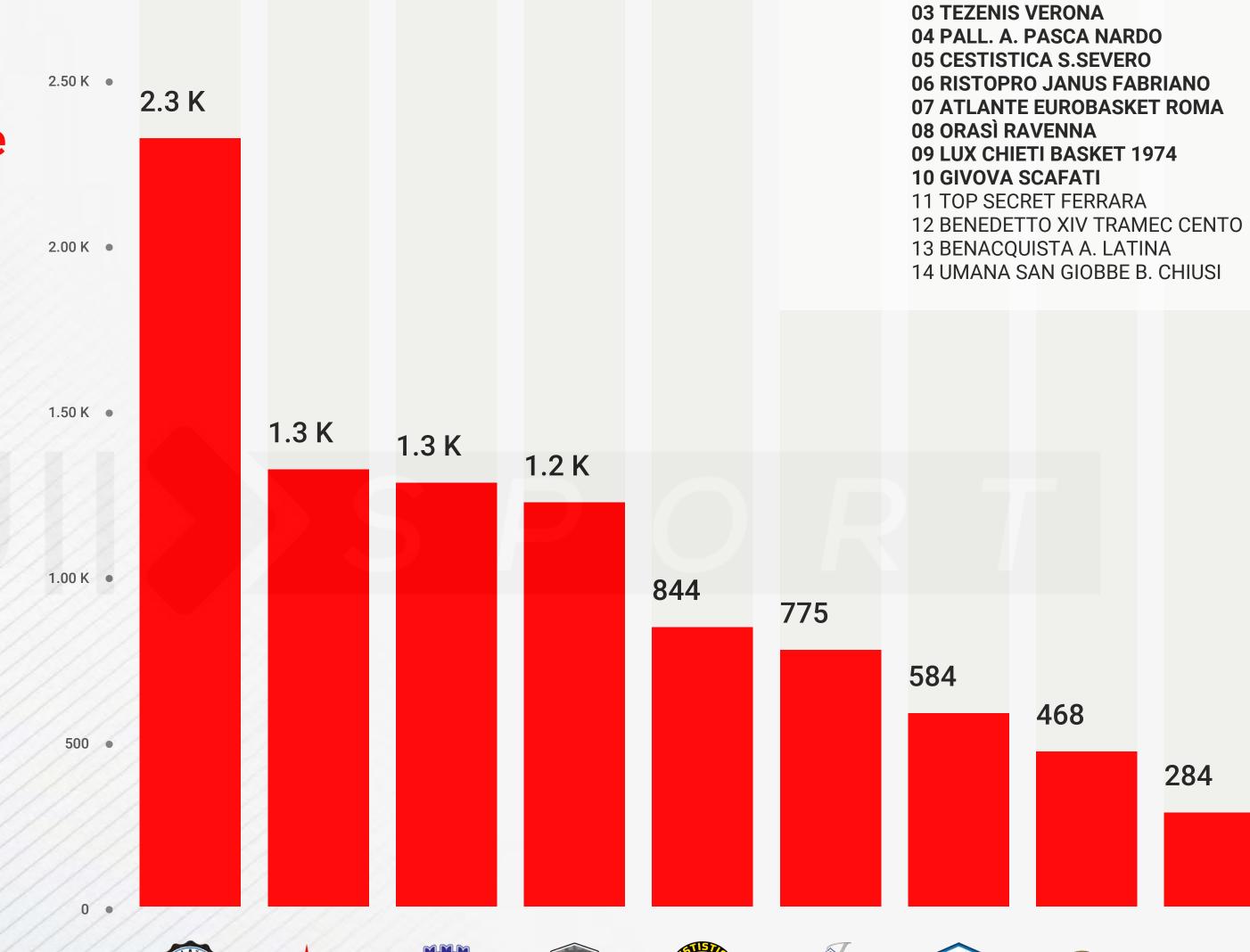


QUII SPORT

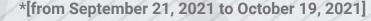
LNP SERIE A2 ROSSO YouTube



Ranking of the LNP Serie A2 Girone Rosso basketball clubs on YouTube.







CLUBS

01 STELLA AZZURRA ROMA

02 UNIEURO FORLÌ

FANS

2.3 K =

1.3 K =

1.3 K =

1.2 K =

844 =

775 =

584 =

468 =

284 =

275 =

169 =

119 =

71 =

37 =

275

% VAR*

+0.00

+0.00

+0.79

+0.00

+0.60 +0.65

+0.34

+0.00

+0.71

+1.48

+1.20

+0.85

+0.00

+0.00

284

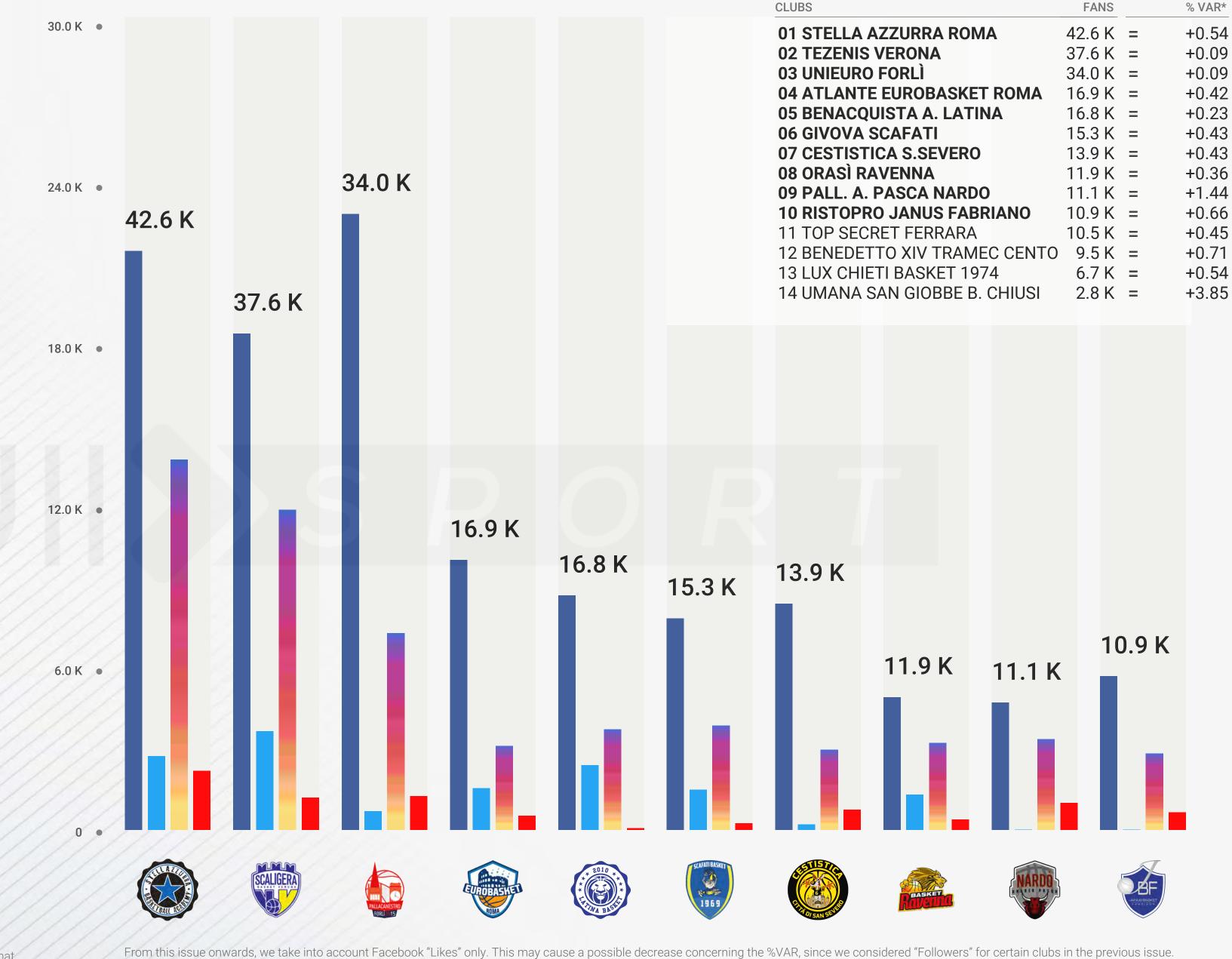


LNP SERIE A2 ROSSO Social





Ranking of the LNP Serie A2 Girone Rosso basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.





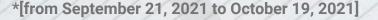
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LNP SERIE A2 ROSSO Brands

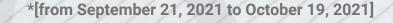
52.5 K ●

(0) TOTAL FANBASE 241 K



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored LNP Serie A2 Girone Rosso basketball clubs.

02 ADIDAS 03 MACRON **04 SPALDING** 05 LUDMA 06 ZEUS 42.6 K **07 GIVOVA 08 EFFESPORT** 42.0 K • 09 ERREA **10 GIEMME SPORT** 37.6 K 11 GEFF 12 DALSPORT 34.0 K 31.5 K • 22.4 K 21.0 K • 16.9 K 16.8 K 15.3 K 13.9 K 13.7 K 10.5 K • macron







CLUBS

01 ATHLETES

FANS

42.6 K =

37.6 K =

34.0 K =

22.4 K =

16.9 K =

16.8 K =

15.3 K =

13.9 K =

13.7 K = 11.1 K =

9.5 K =

6.7 K =

11.1 K

% VAR*

+0.54

+0.09

+0.09

+0.40

+0.42

+0.23

+0.43

+0.43

+1.31

+1.44

+0.71

+0.54



LNP SERIE A2 ROSSO Brands

CLUBS

SPORT BRANDS

12

Coverage of the Sport Brands in relation to the 14 sponsored LNP Serie A2 Girone Rosso basketball clubs.





*[from September 21, 2021 to October 19, 2021]





LNP SERIE A2 ROSSO Grown Up



Ranking of the most grown up LNP Serie A2 Girone Rosso basketball clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

+1.44 02 PALL. A. PASCA NARDO **03 BENEDETTO XIV TRAMEC CENTO** +0.71 +0.66 **04 RISTOPRO JANUS FABRIANO** +0.54 **05 LUX CHIETI BASKET 1974** 3.85 **06 STELLA AZZURRA ROMA** +0.54 **07 TOP SECRET FERRARA** +0.45 4.00% +0.43 **08 CESTISTICA S.SEVERO** +0.43 **09 GIVOVA SCAFATI** 10 ATLANTE EUROBASKET ROMA +0.42 11 ORASÌ RAVENNA +0.36 12 BENACQUISTA A. LATINA +0.23 13 TEZENIS VERONA +0.09 14 UNIEURO FORLÌ +0.09 3.00% 2.00% 1.44 0.71 1.00% 0.66 0.54 0.54 0.45 0.43 0.43 0.42 0 •













CLUBS

01 UMANA SAN GIOBBE B. CHIUSI

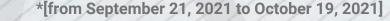






% VAR*

+3.85



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IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Verde



14 CLUBS

9 **BRANDS**

297 K -0.52%* FANS

Total LNP Serie A2 Girone Verde Basketball Clubs analyzed.

Total LNP Serie A2 Girone Verde sport brands analyzed.

Total Facebook, Twitter, Instagram, YouTube fans of the LNP Serie A2 Girone Verde Basketball Clubs analyzed.



*[from September 21, 2021 to October 19, 2021]





LNP SERIE A2 VERDE Facebook

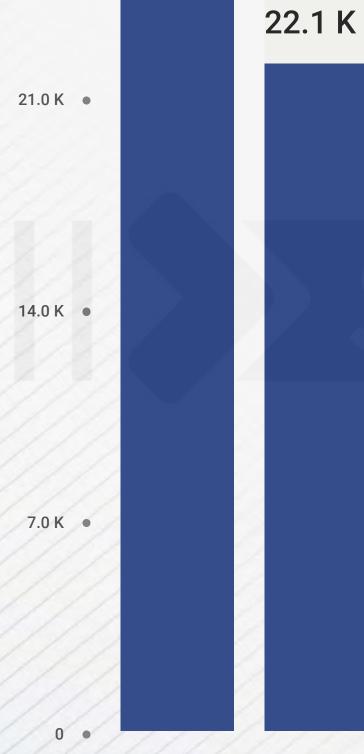
TOTAL FANBASE 157 K



Ranking of the LNP Serie A2 Girone Verde basketball clubs on Facebook.



35.0 K











13.5 K





13.0 K



12.8 K

CLUBS

01 PALLACANESTRO CANTU

05 GIORGIO TESI GROUP PISTOIA

09 GRUPPO MASCIO BLU BASKET

11 AGRIBERTOCCHI ORZINUOVI

12 BAKERY BASKET PIACENZA

13 UCC ASSIGECO PIACENZA

14 NOVIPIÙ JB MONFERRATO

06 APU OLD WILD WEST UDINE

02 ORLANDINA BASKET

04 BONPRIX BIELLA

07 STAFF MANTOVA

10 URANIA MILANO

03 2B CONTROL TRAPANI

08 REALE MUTUA TORINO



8.9 K



6.4 K



6.3 K

FANS

28.5 K =

22.1 K =

14.9 K =

13.0 K =

12.8 K =

8.9 K =

 $6.4 \, \text{K} =$

6.3 K =

5.1 K =

5.0 K =

4.6 K =

2.1 K =

13.9 K ▲ +1

13.5 K ▼ -1

% VAR*

+0.10

-0.49

+0.24

+0.03

-3.55

-2.91

+0.12

-15.80

+0.24

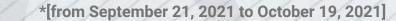
+0.30

+0.39

+0.28

+0.53

+1.33



From this issue onwards, we take into account Facebook "Likes" only. This may cause a possible decrease concerning the %VAR, since we considered "Followers" for certain clubs in the previous issue.

14.9 K

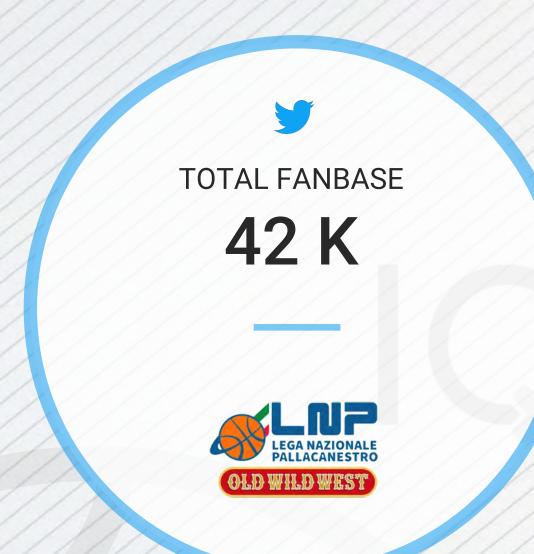
13.9 K



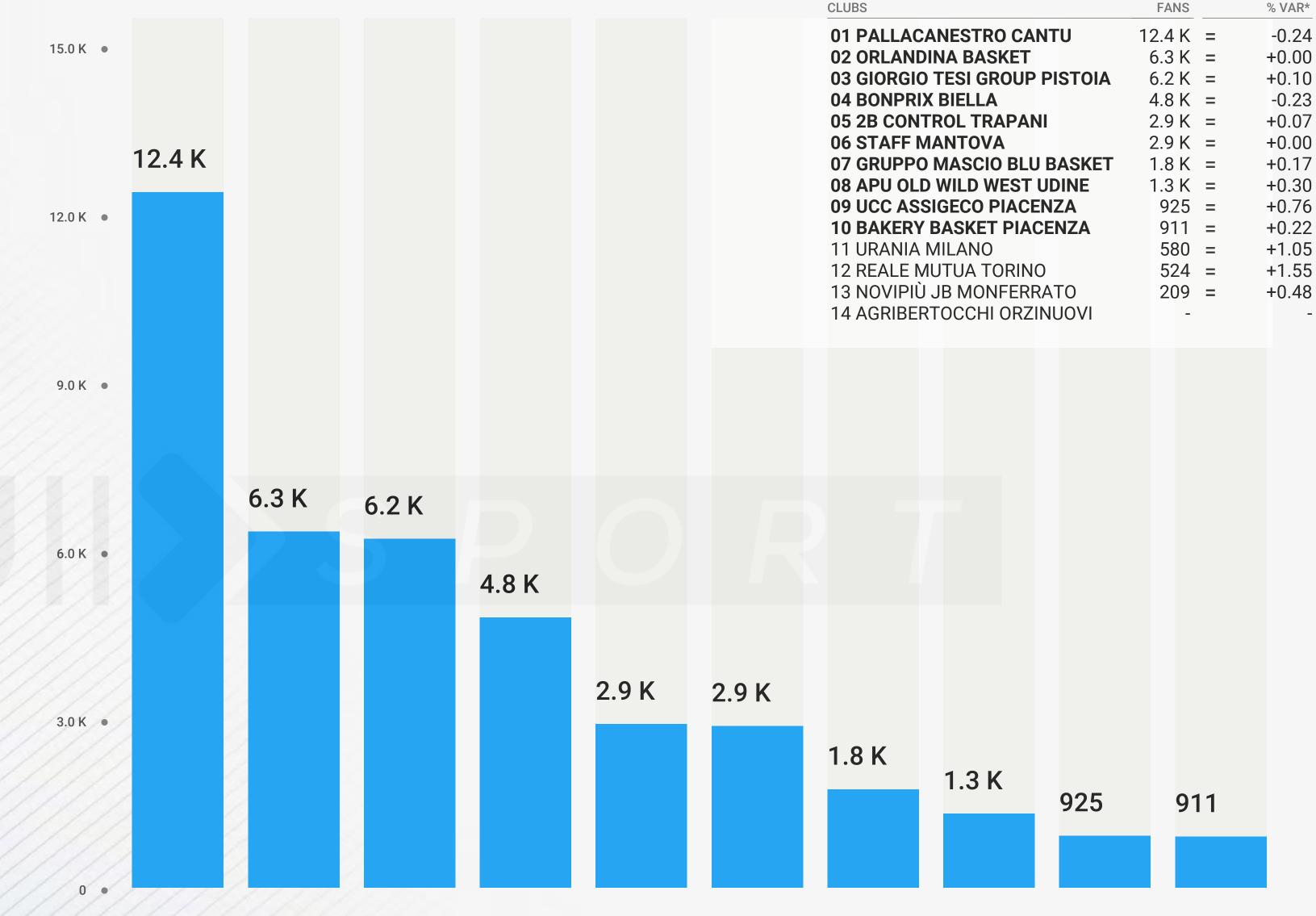




LNP SERIE A2 VERDE Twitter



Ranking of the LNP Serie A2 Girone Verde basketball clubs on Twitter.











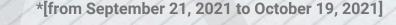
















LNP SERIE A2 VERDE Instagram 16.0 K •



Ranking of the LNP Serie A2 Girone Verde basketball clubs on Instagram.







9.6 K



8.1 K



7.5 K



6.8 K



5.9 K

CLUBS

01 PALLACANESTRO CANTU

03 ORLANDINA BASKET

05 BONPRIX BIELLA

07 STAFF MANTOVA

10 URANIA MILANO

08 REALE MUTUA TORINO

09 2B CONTROL TRAPANI

11 UCC ASSIGECO PIACENZA

12 BAKERY BASKET PIACENZA

13 AGRIBERTOCCHI ORZINUOVI

5.9 K

14 NOVIPIÙ JB MONFERRATO

02 GIORGIO TESI GROUP PISTOIA

04 GRUPPO MASCIO BLU BASKET

06 APU OLD WILD WEST UDINE





5.3 K



4.4 K

FANS

15.9 K =

9.7 K =

9.6 K =

8.1 K =

7.5 K =

6.8 K =

5.9 K =

5.9 K =

5.3 K =

 $4.4 \, \text{K} =$

3.1 K =

2.6 K =

2.6 K =

2.1 K =

% VAR*

+0.65

+0.49

+0.64

+0.10

+0.08

+1.20

+0.97

+3.43

+0.73

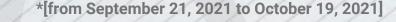
+2.01

+0.45

+1.10

+1.47

+2.19





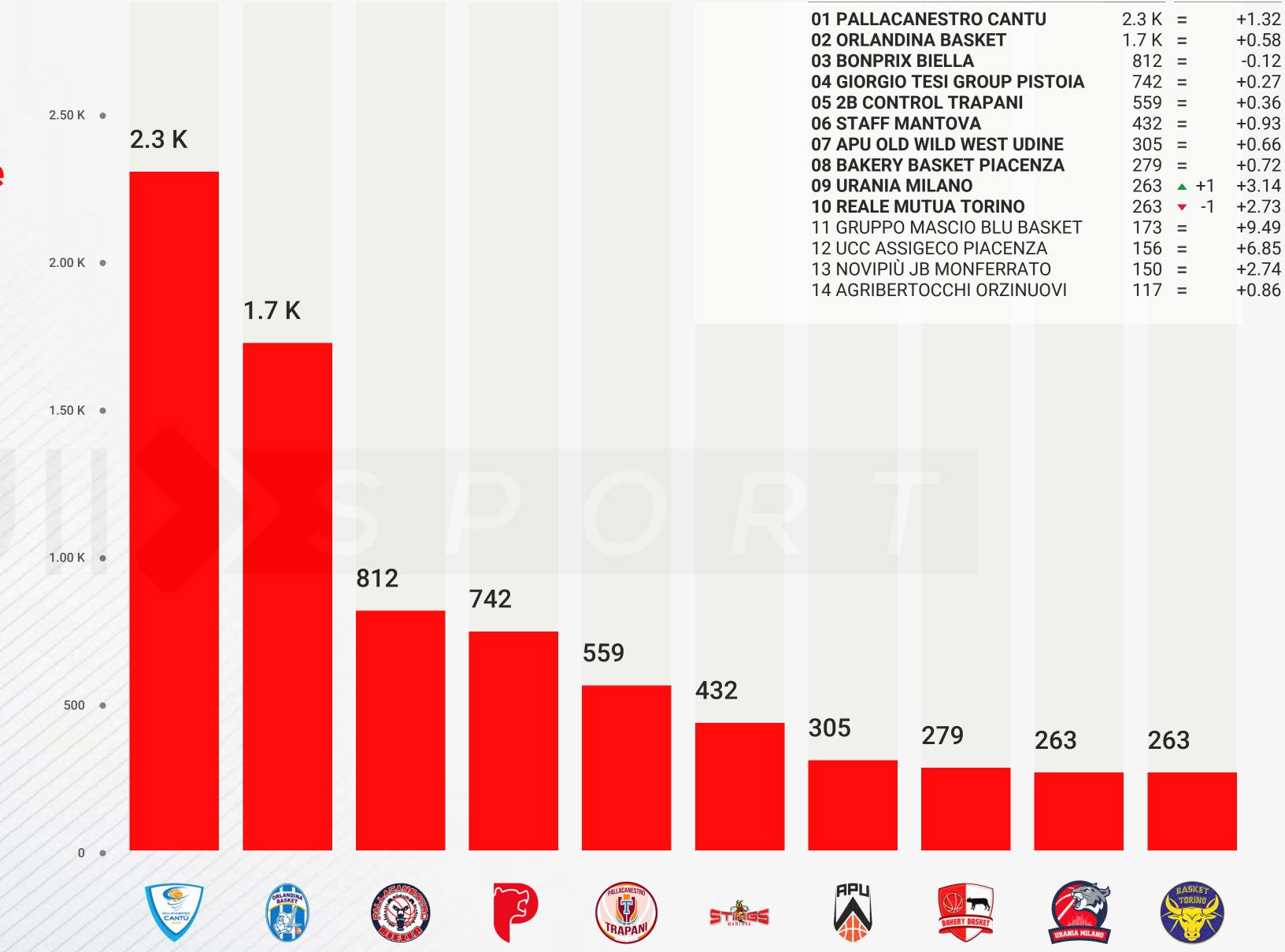




LNP SERIE A2 VERDE YouTube



Ranking of the LNP Serie A2 Girone Verde basketball clubs on YouTube.









CLUBS

FANS

% VAR*





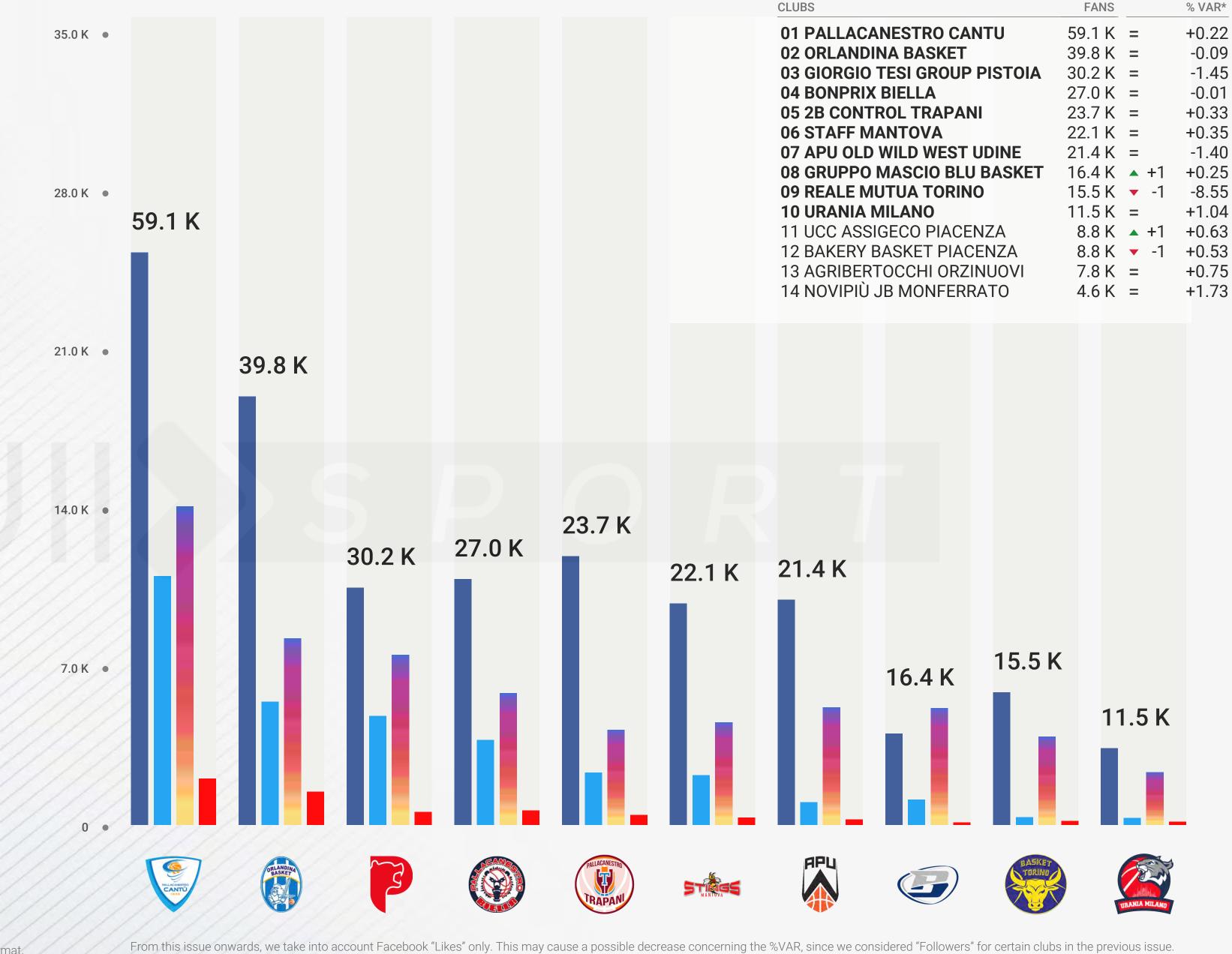


LNP SERIE A2 VERDE Social



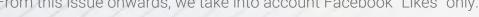


Ranking of the LNP Serie A2 Girone Verde basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.





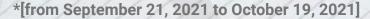
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LNP SERIE A2 VERDE Brands

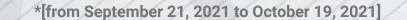
77.5 K ●

(0) TOTAL FANBASE 297 K



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored LNP Serie A2 Girone Verde basketball clubs.

02 EYE SPORT 03 LEGEA 04 JOMA **05 MACRON** 06 NIKE 62.3 K **07 SPALDING 08 ACERBIS** 59.1 K 62.0 K 09 ADIDAS 46.5 K 39.8 K 35.8 K 30.2 K 31.0 K • 21.4 K 20.1 K 16.4 K 15.5 K • 11.5 K SPALDING. adidas **Joma**[®]





CLUBS

01 ERREA

FANS

62.3 K =

59.1 K =

39.8 K =

35.8 K =

30.2 K =

21.4 K =

20.1 K =

16.4 K =

11.5 K =

% VAR*

+0.43

+0.22

-0.09

+0.12

-1.45 -1.40

-6.39

+0.25

+1.04



LNP SERIE A2 VERDE Brands

CLUBS

SPORT BRANDS

Coverage of the Sport Brands in relation to the 14 sponsored LNP Serie A2 Girone Verde basketball clubs.





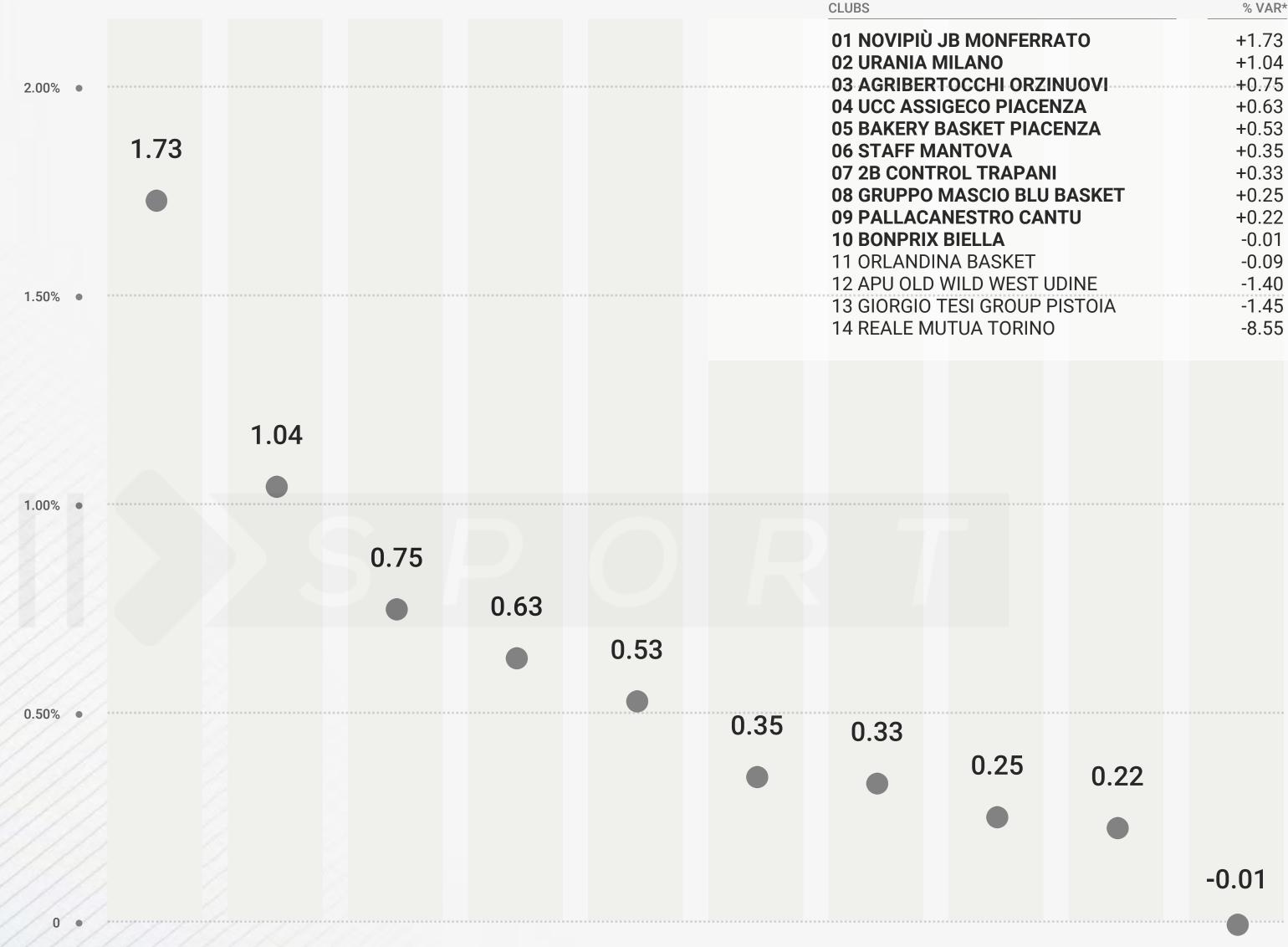
*[from September 21, 2021 to October 19, 2021]



LNP SERIE A2 VERDE Grown Up



Ranking of the most grown up LNP Serie A2 Girone Verde basketball clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.













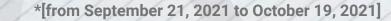












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OUR REPORTS

#TEFCReport



#TEFSReport



#TWFCReport



#TBLReport



#TEFPReport



#TVLReport









Rethinking Sport Business is the Newsletter by Sport Thinking, our Brand Magazine.

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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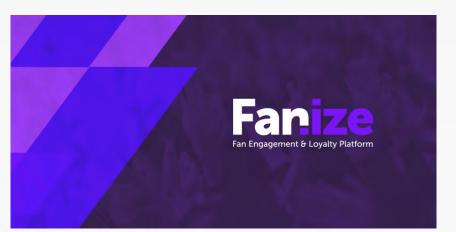
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Discover our digital ticket system















OUR CLIENTS

































IQUII SPORT



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.







17th Issue

Version 1.0 - 21.10.21 [first release]

Methodology and Specs

Data are collected through proprietary tools and concern European Basketball Clubs participating in EuroLeague; Italian Basketball Clubs participating in LBA Serie A, LNP Serie A2 Girone Verde, LNP Serie A2 Girone Rosso. Logos and all rights are reserved to their respective owners.

The collection of the data refers to the period 21 September -19 October 2021. The report update will be done on a monthly basis.

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

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