

# THE VOLLEYBALL LEAGUE *REPORT*

A data-driven digital analysis focused on volleyball

EDITION N.09 // OCTOBER 2021







## 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.

**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.**



## 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.



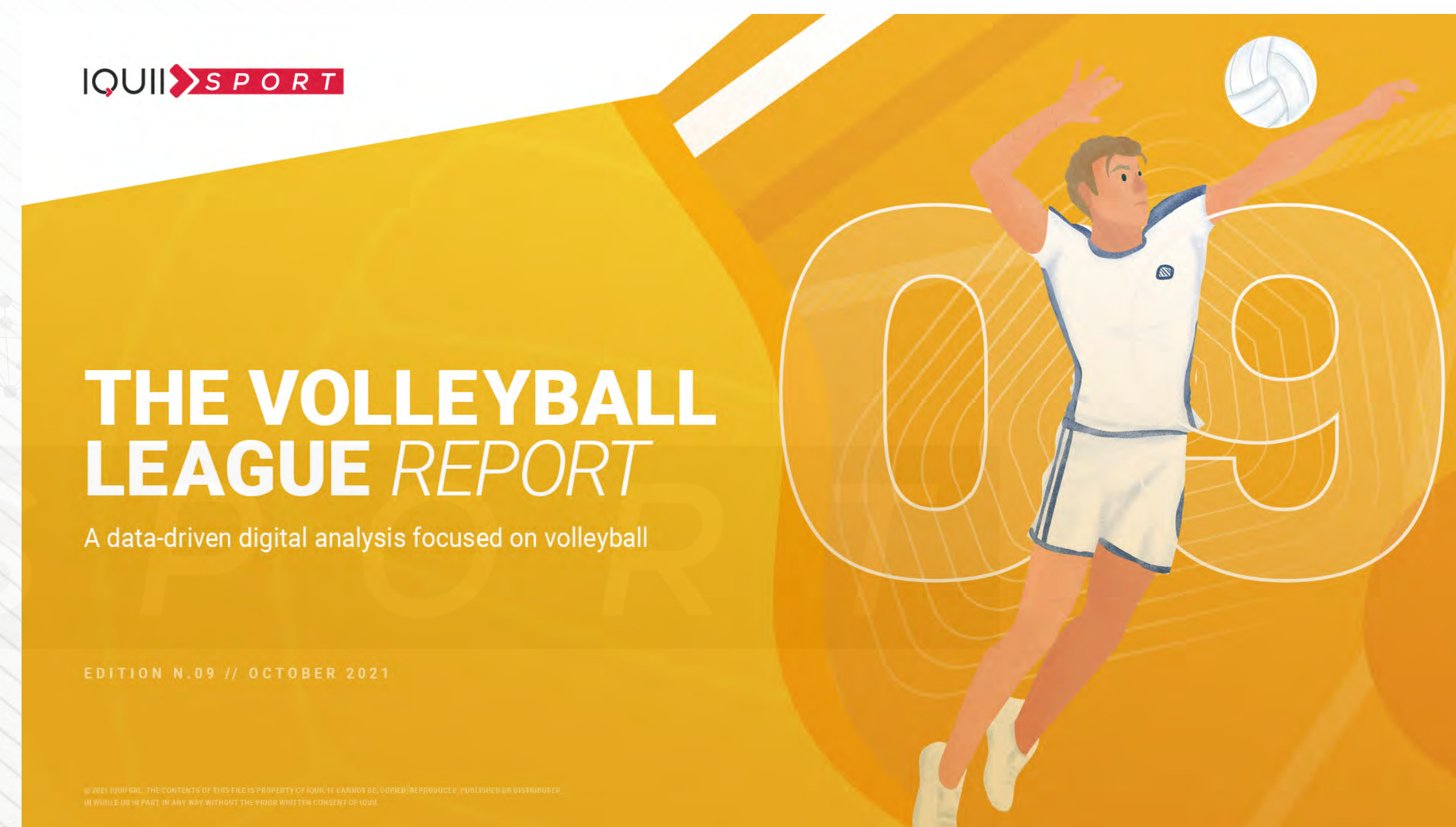


**"The Volleyball League" Report is the monthly tool by IQUII Sport, the Sport Intelligence Unit by IQUII, to monitor the social media performances of Italian Volleyball!**

In our #TVLReport we analyse the 14 teams playing in the Serie A1 and the 13 playing in the Superlega, 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 #TVLReport, and tagging us at @IQUIISport. In addition to #TVLReport, we produce monthly tools analysing football 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](mailto:sport@iquii.com).



*in partnership with*





# Volleyball Competitions included in this overview

WOMEN'S FIRST DIVISION

14 CLUBS



SERIE A1

ITALY



# ITALY SnapShot / Women's First Division



**14**

**CLUBS**

Total women's Serie A1  
volleyball Clubs analyzed.

**9**

**BRANDS**

Total women's Serie A1  
sport brands analyzed.

**598 K**

**+ 3.49%\***

**FANS**

Total Facebook, Twitter,  
Instagram, YouTube fans of the  
women's Serie A1 volleyball  
Clubs analyzed.

\*[from September 27, 2021 to October 25, 2021]



SERIE A1 **Facebook**



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



**\*[from September 27, 2021 to October 25, 2021]**  
Monza: all the social media accounts refer jointly to the men's and women's team.  
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Facebook data refers to "Likes", not "Followers".





SERIE A1 **Twitter**



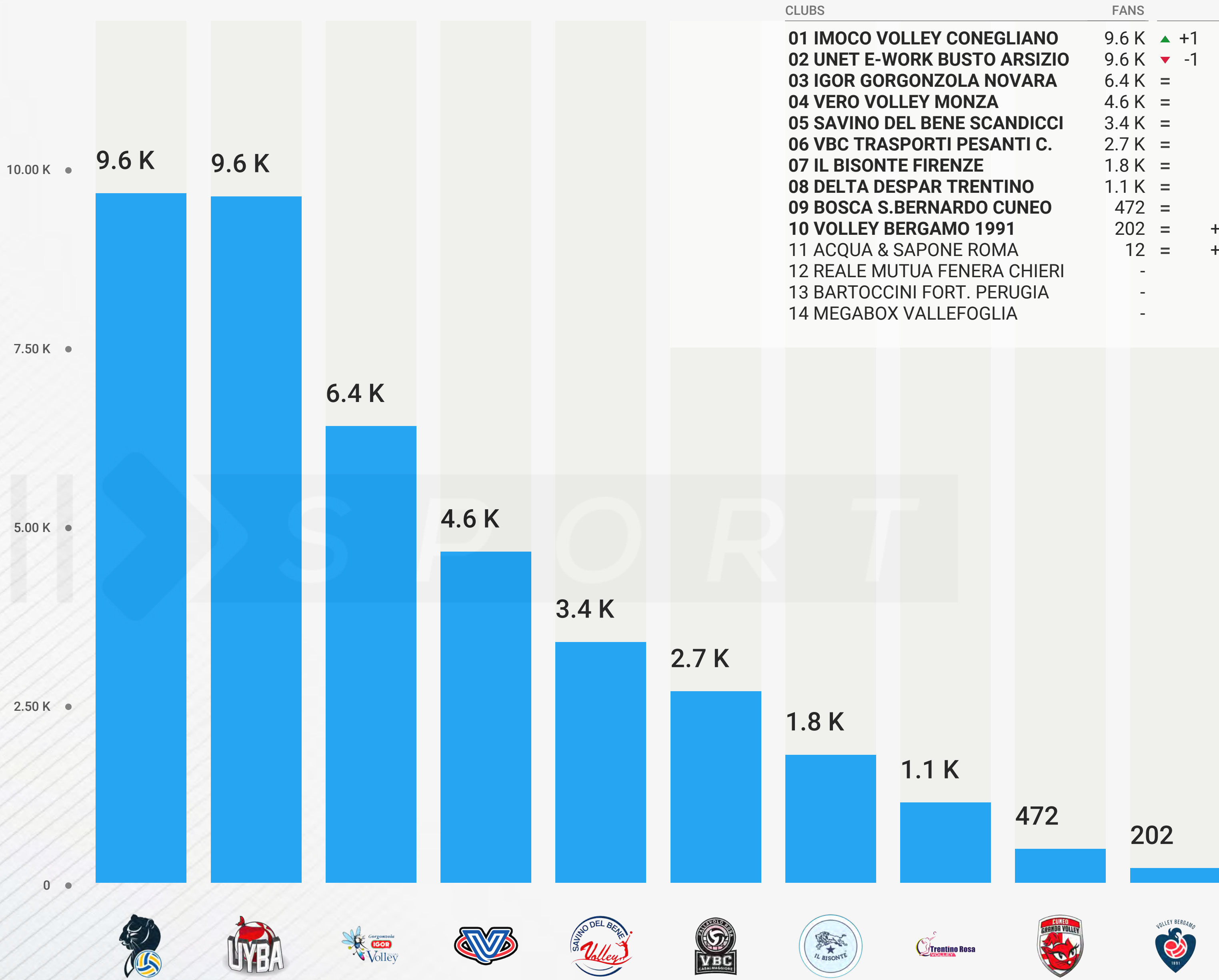
TOTAL FANBASE

**40 K**



Lega Pallavolo  
Serie A Femminile

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



CLUBS	FANS		% VAR*
01 IMOCO VOLLEY CONEGLIANO	9.6 K	▲ +1	+2.12
02 UNET E-WORK BUSTO ARSIZIO	9.6 K	▼ -1	+0.24
03 IGOR GORGONZOLA NOVARA	6.4 K	=	+3.14
04 VERO VOLLEY MONZA	4.6 K	=	+2.89
05 SAVINO DEL BENE SCANDICCI	3.4 K	=	+2.65
06 VBC TRASPORTI PESANTI C.	2.7 K	=	+0.75
07 IL BISONTE FIRENZE	1.8 K	=	+0.62
08 DELTA DESPAR TRENTINO	1.1 K	=	+0.72
09 BOSCA S.BERNARDO CUNEO	472	=	+3.96
10 VOLLEY BERGAMO 1991	202	=	+22.42
11 ACQUA & SAPONE ROMA	12	=	+33.33
12 REALE MUTUA FENERA CHIERI	-		-
13 BARTOCCINI FORT. PERUGIA	-		-
14 MEGABOX VALLEFOGLIA	-		-

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SERIE A1 Instagram



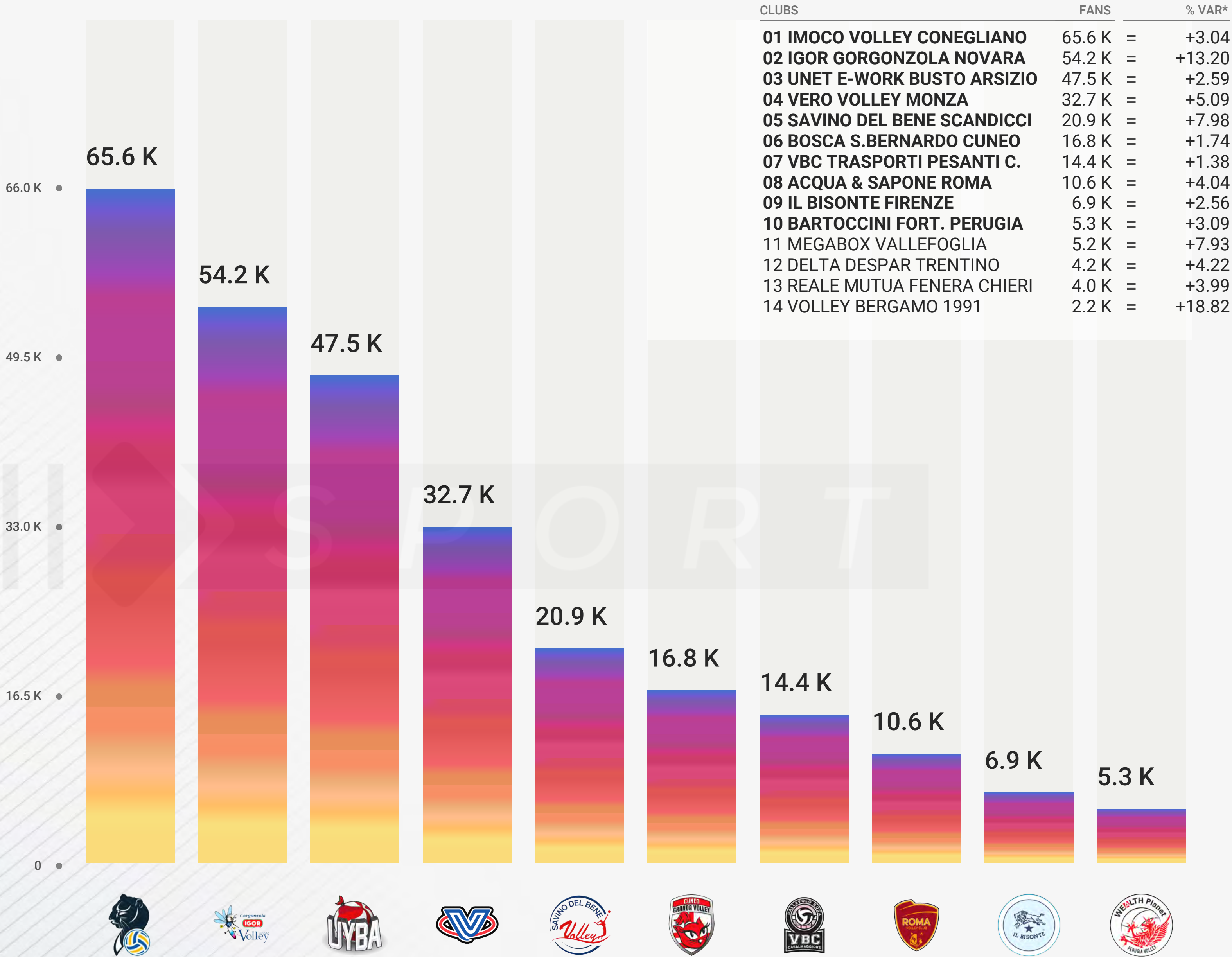
TOTAL FANBASE

291 K



Lega Pallavolo  
Serie A Femminile

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



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SERIE A1 YouTube



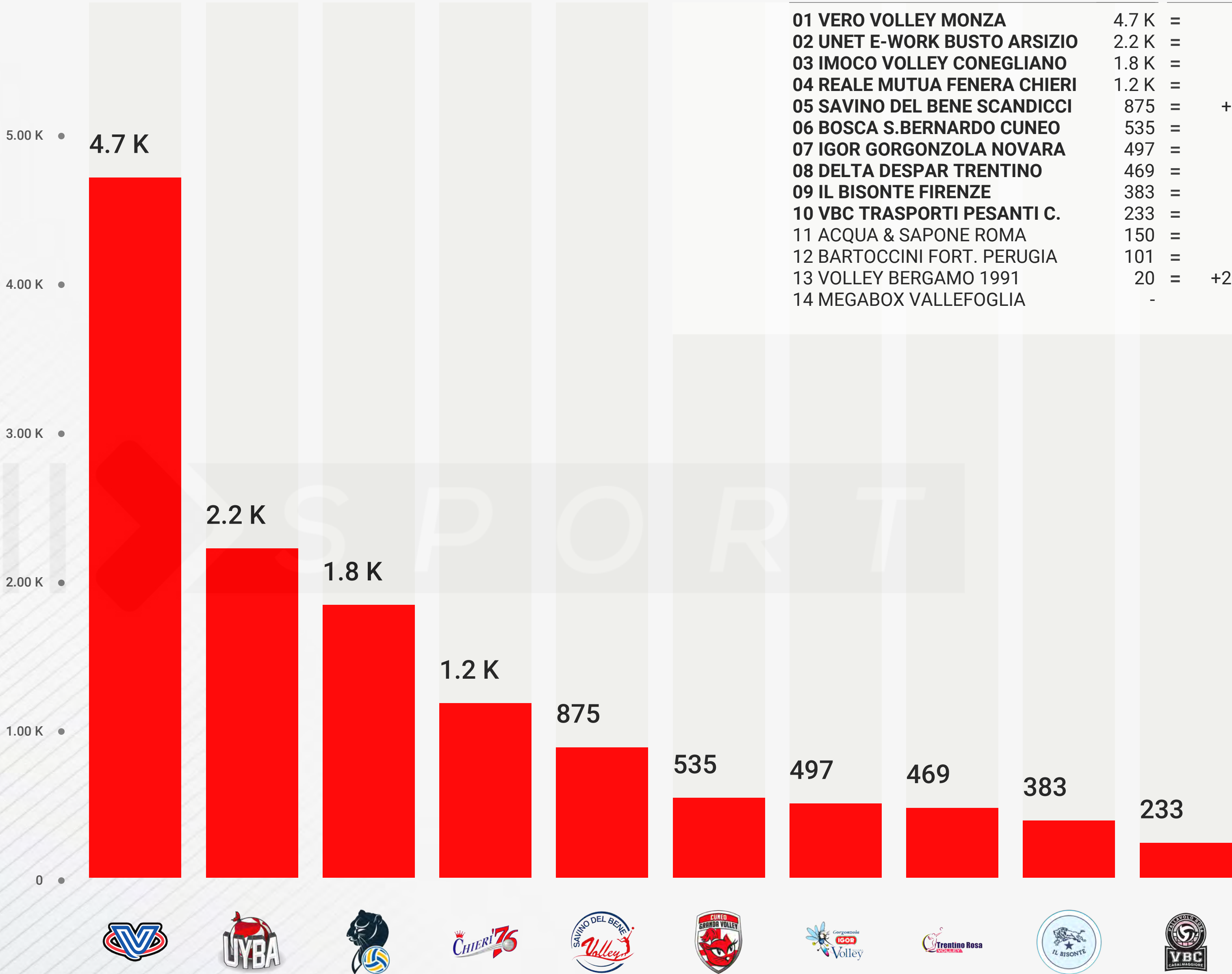
TOTAL FANBASE

13 K



Lega Pallavolo  
Serie A Femminile

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



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





SERIE A1 Social



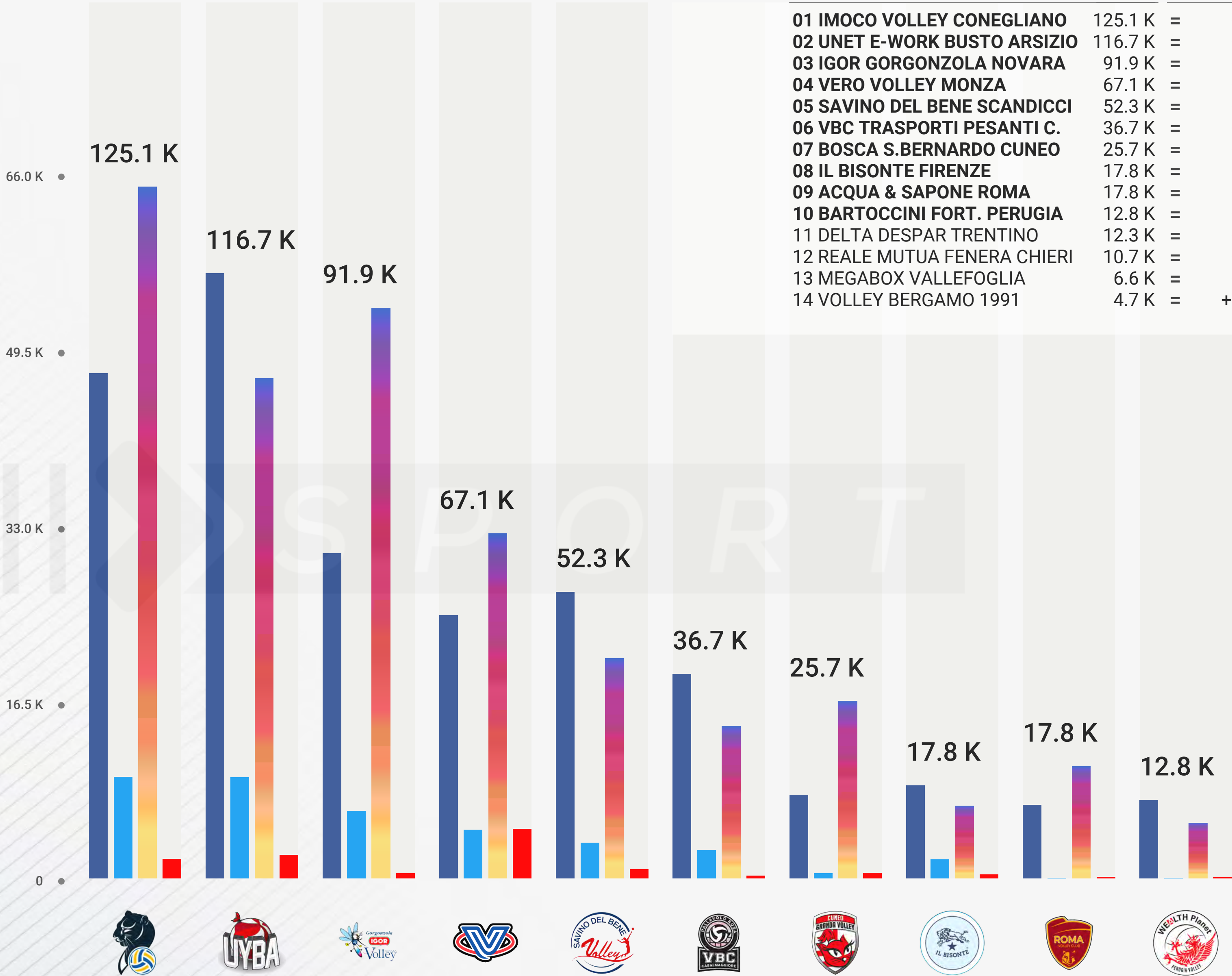
TOTAL FANBASE

598 K



Lega Pallavolo  
Serie A Femminile

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



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SERIE A1 Brands



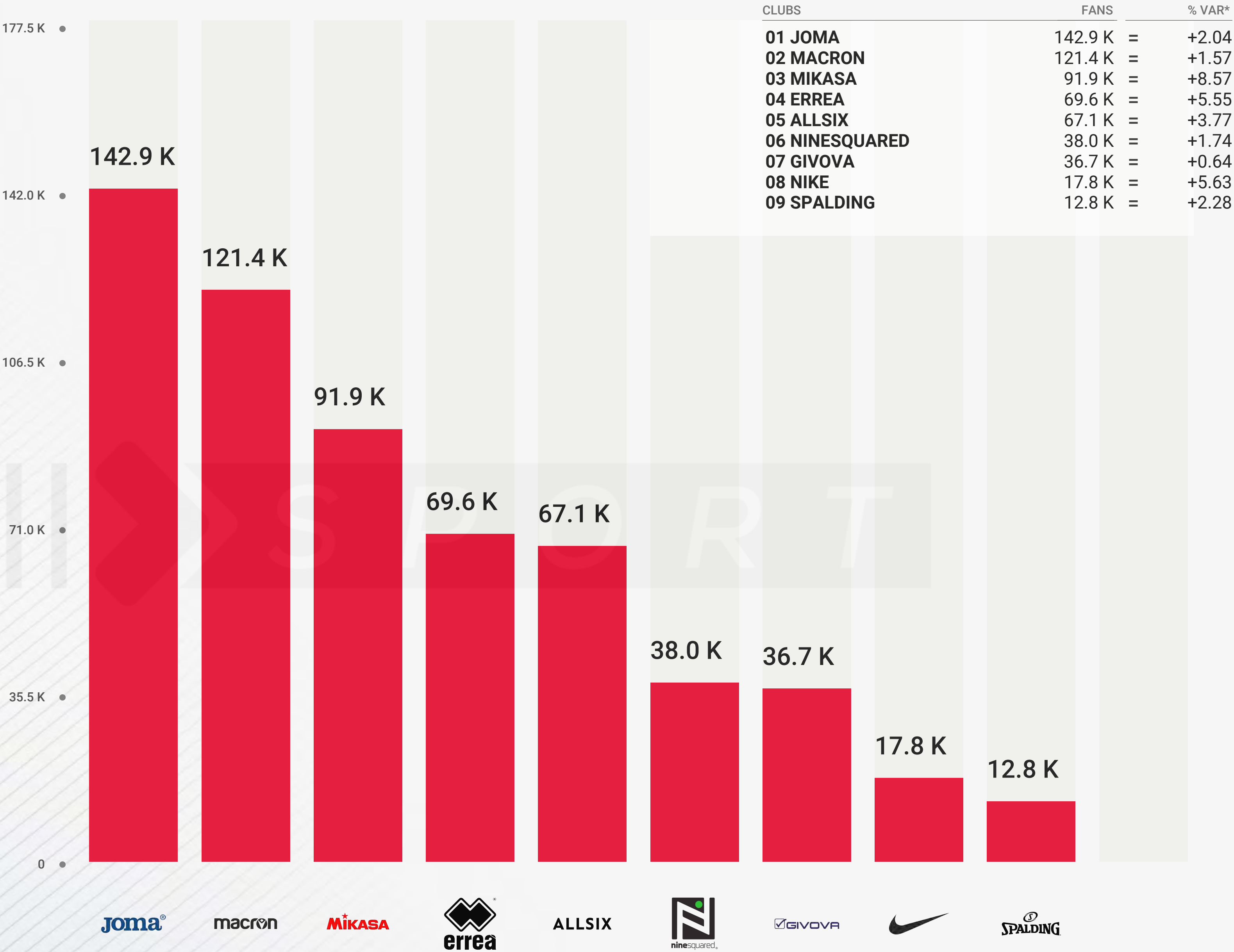
TOTAL FANBASE

598 K



Lega Pallavolo  
Serie A Femminile

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored women's Serie A1 volleyball clubs.



\*[from September 27, 2021 to October 25, 2021]

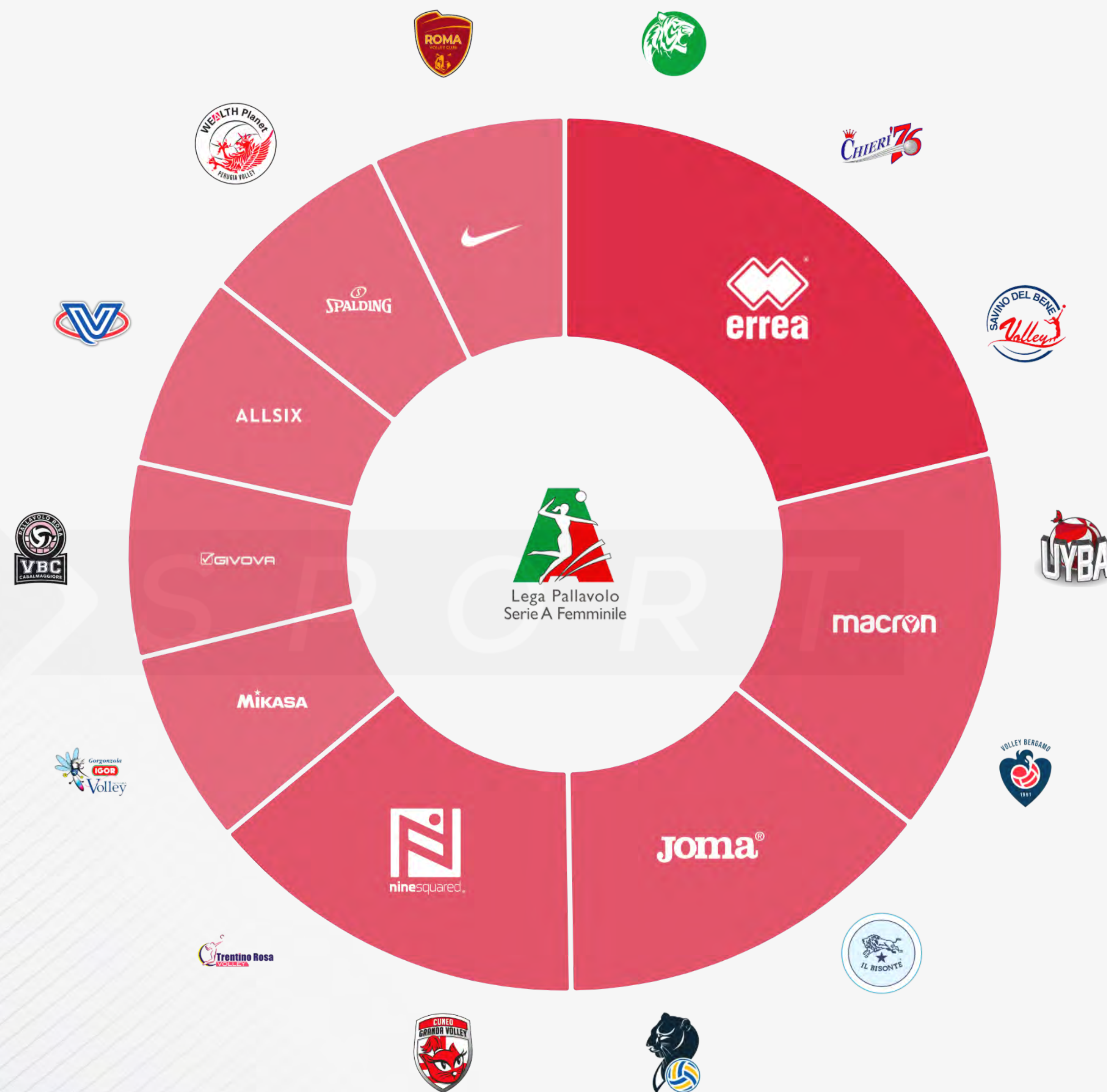
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## SERIE A1 Brands



Coverage of the Sport Brands in relation to the 14 sponsored women's Serie A1 volleyball clubs.



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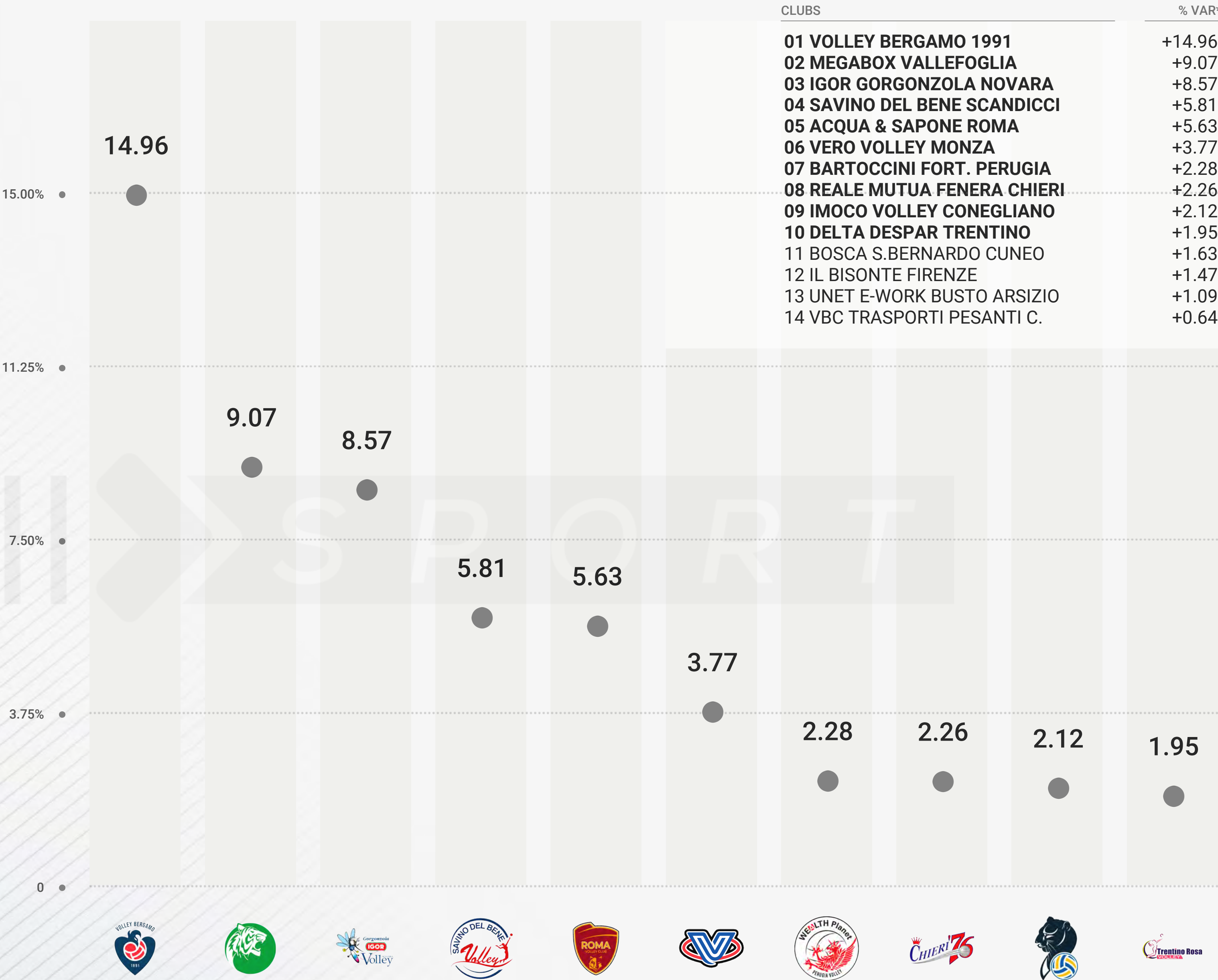
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SERIE A1 Grown Up



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



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# Volleyball Competitions included in this overview

MEN'S FIRST DIVISION

13 CLUBS



SUPERLEGA

ITALY



# ITALY SnapShot / Men's First Division



13

CLUBS

Total men's Superlega  
volleyball Clubs analyzed.

7

BRANDS

Total men's Superlega  
sport brands analyzed.

1.5 M

+ 5.88%\*

FANS

Total Facebook, Twitter,  
Instagram, YouTube fans of the  
men's Superlega volleyball Clubs  
analyzed.

\*[from September 27, 2021 to October 25, 2021]

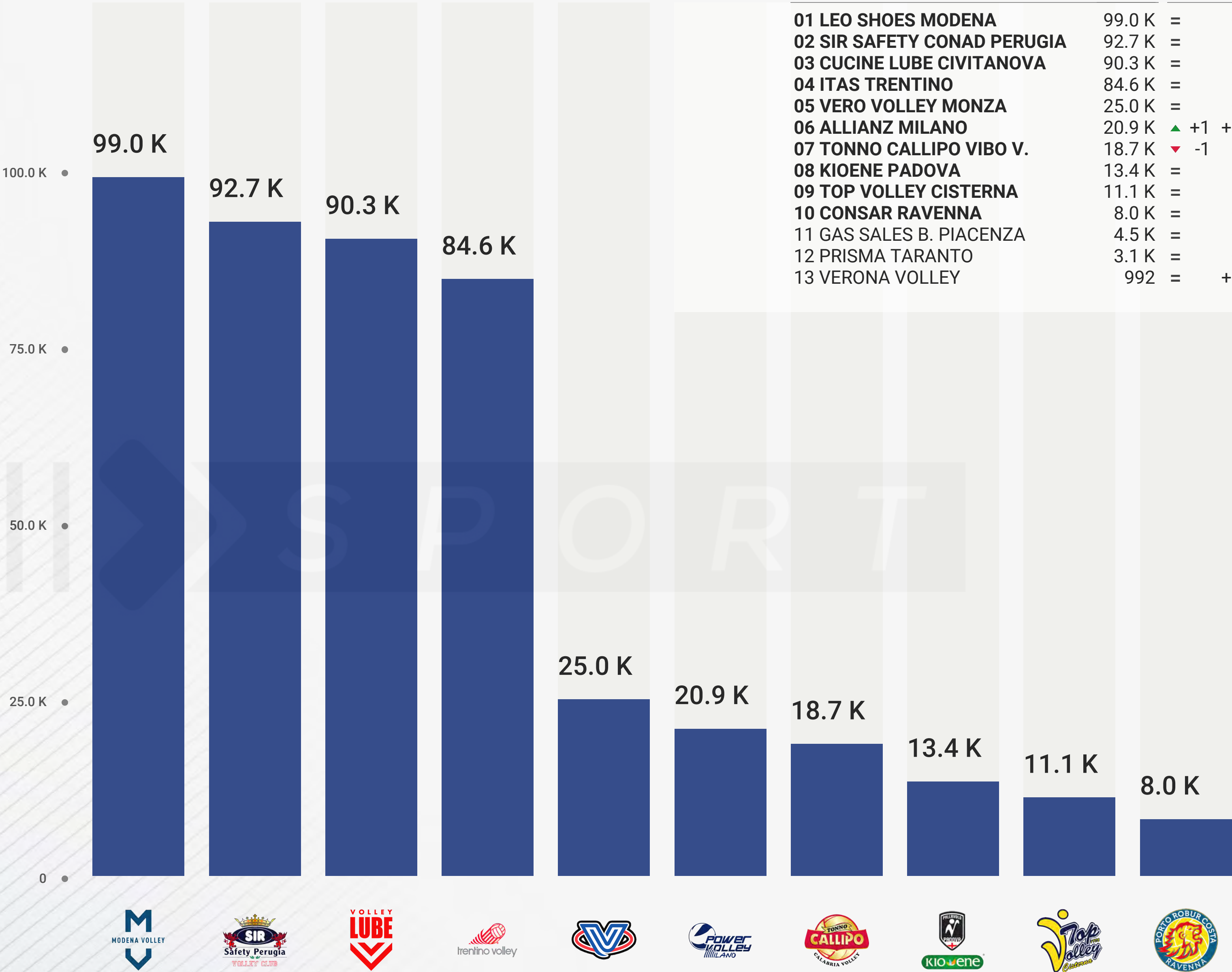


SUPERLEGA Facebook

f  
TOTAL FANBASE  
**472 K**



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



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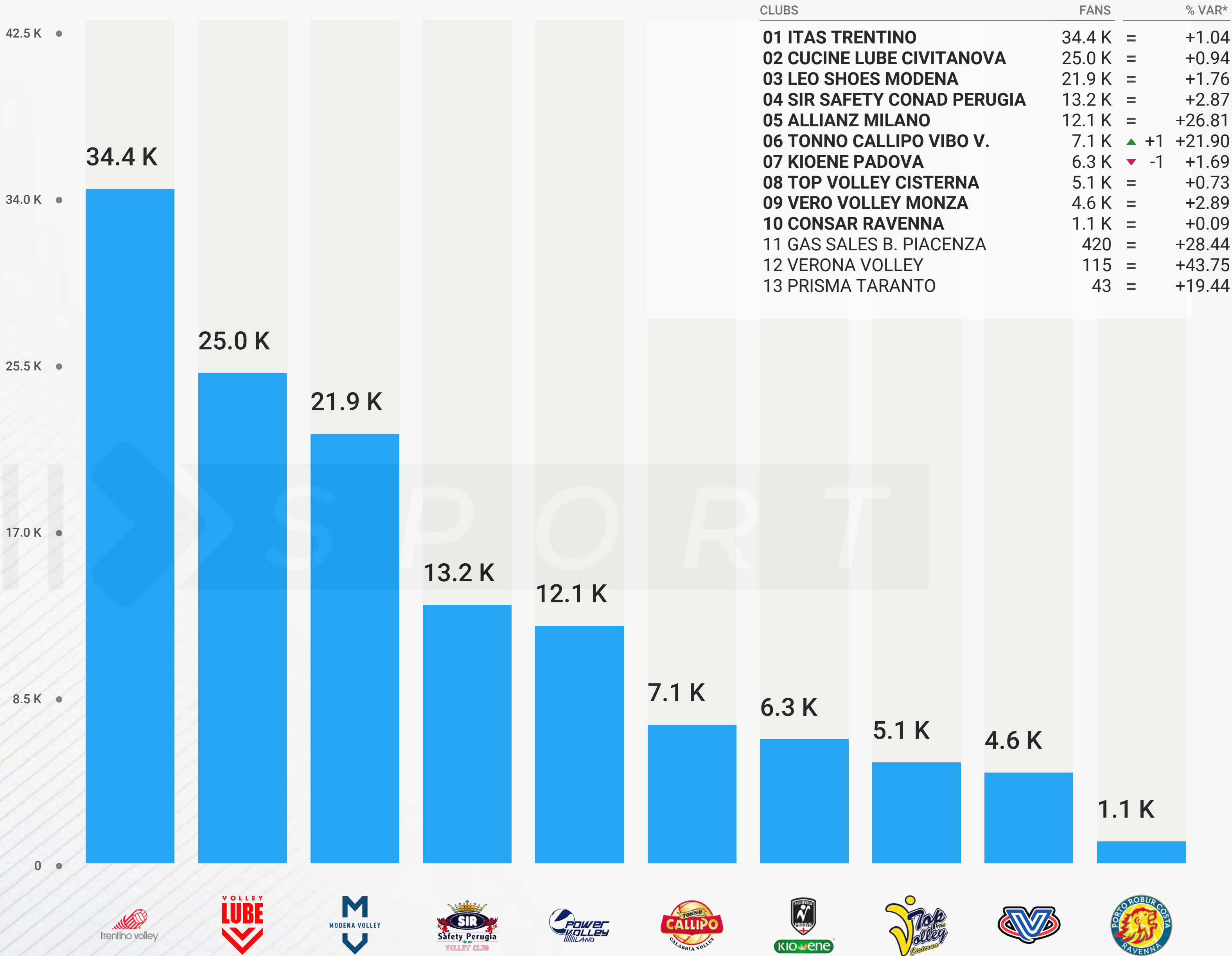
Facebook data refers to "Likes", not "Followers".







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



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SUPERLEGA Instagram

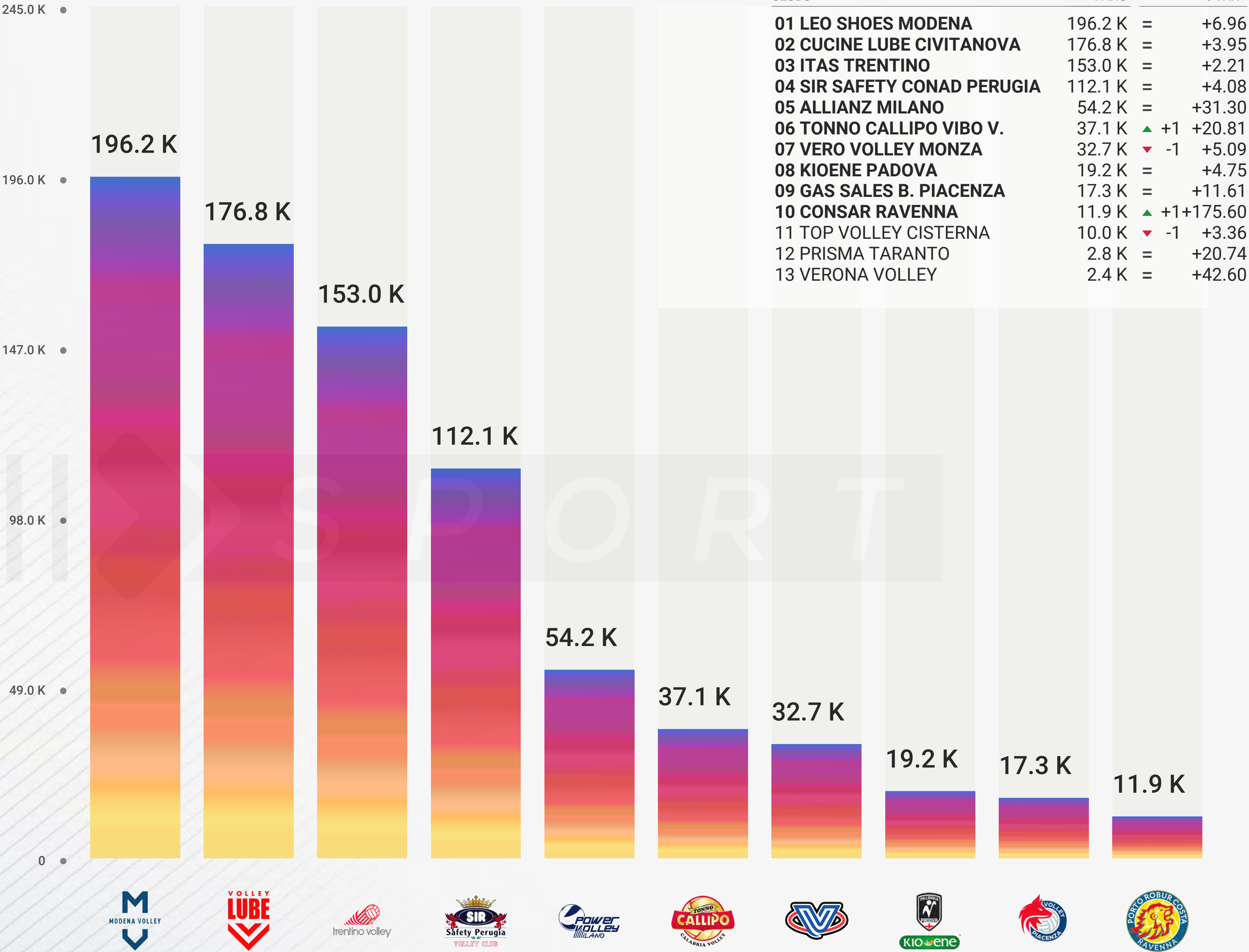


TOTAL FANBASE

826 K



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



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TOTAL FANBASE

68 K



Ranking of the men's Superlega volleyball clubs on YouTube.



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SUPERLEGA Social

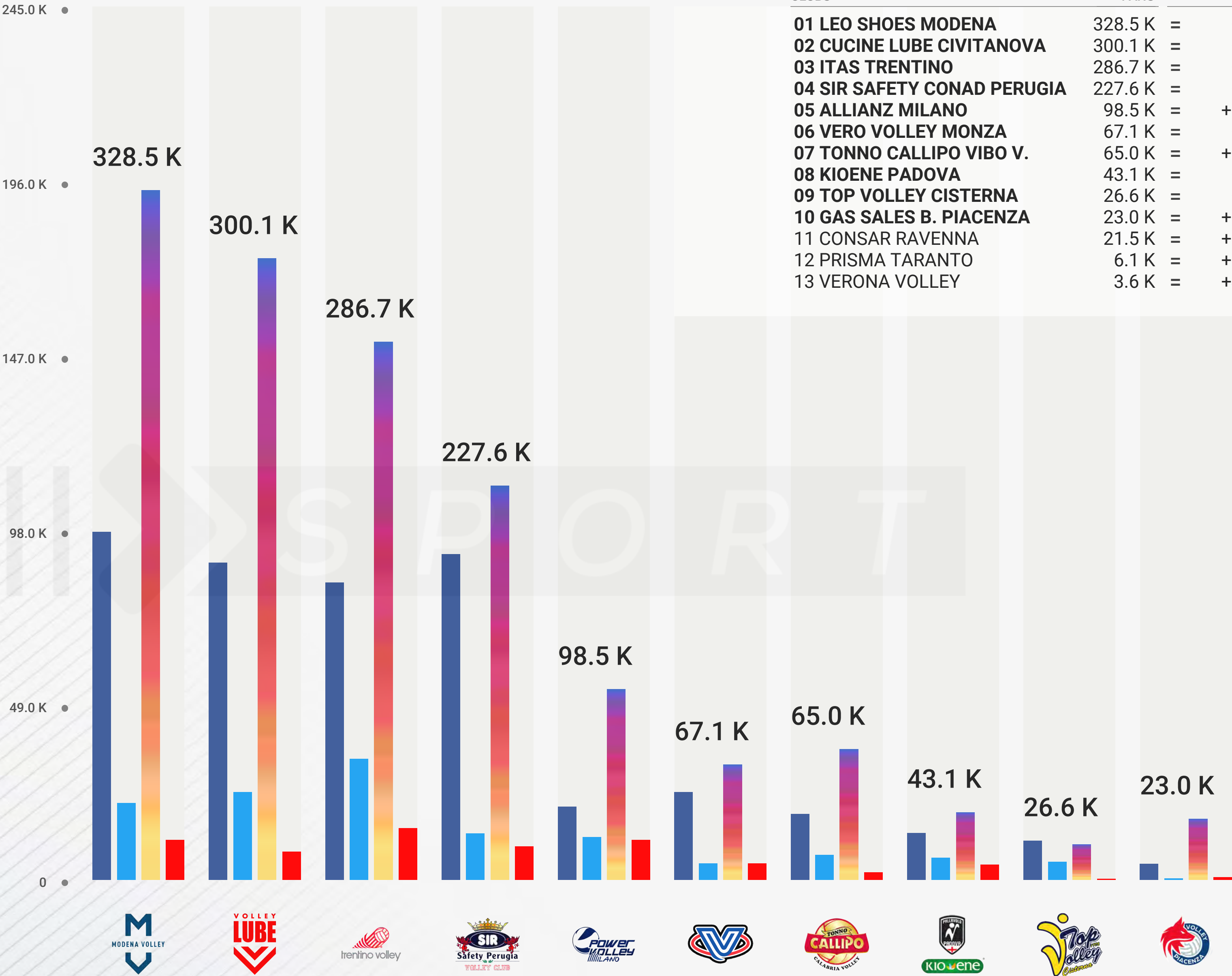


TOTAL FANBASE

1.5 M



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



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SUPERLEGA Brands

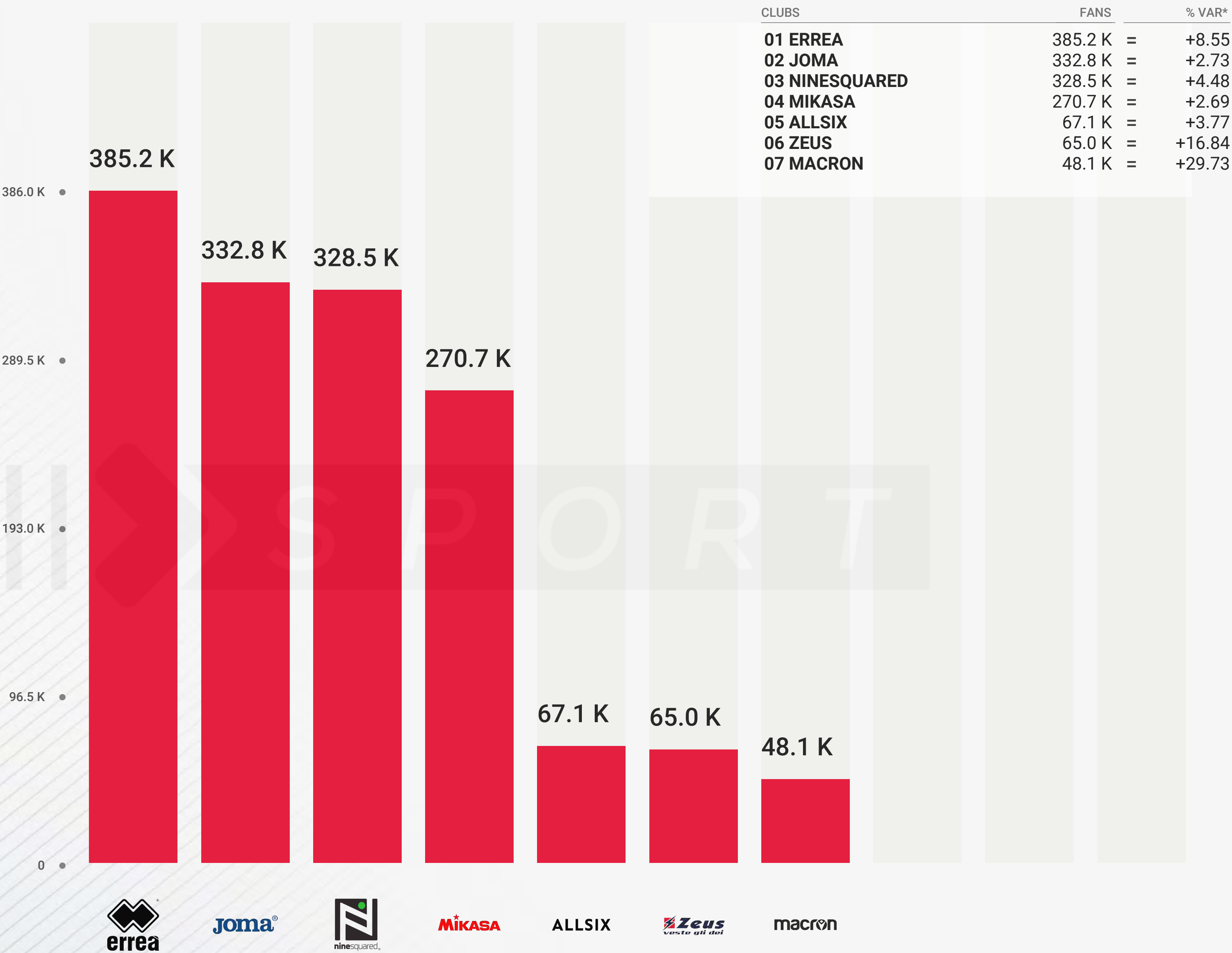


TOTAL FANBASE

1.5 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 13 sponsored men's Superlega volleyball clubs.



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## SUPERLEGA Brands



Coverage of the Sport Brands in relation to the 13 sponsored men's Superlega volleyball clubs.



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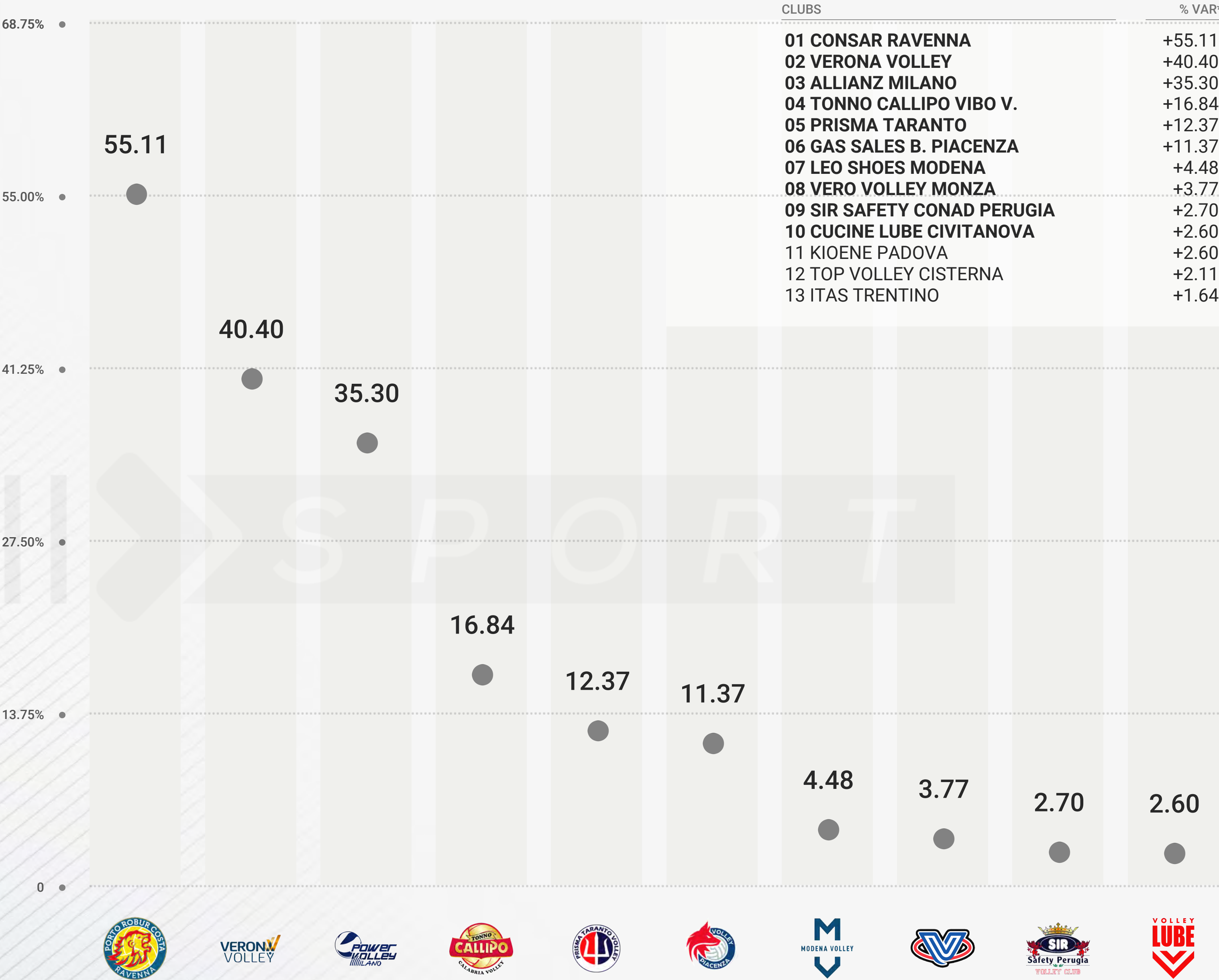




SUPERLEGA Grown Up



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



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OUR REPORTS

#TEFCReport



#TWFCReport



#TEFPReport



#TEFSReport



#TBLReport



#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.

With our Newsletter, you will receive a recap of our publications and much more, as we are preparing new content to make our Newsletter even more engaging and beneficial to all the stakeholders.

What are you waiting for?

**SUBSCRIBE NOW!**







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



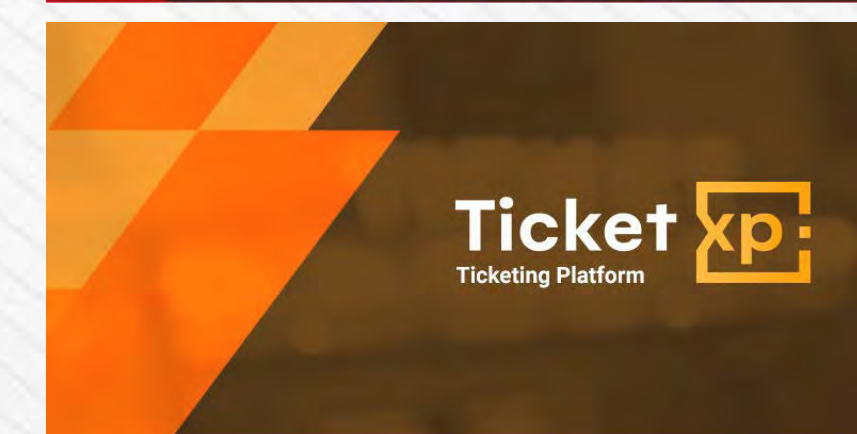
### SportXP

Discover our Fan Engagement and Membership programs platform



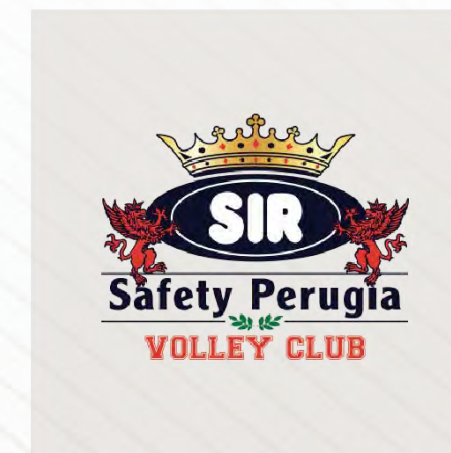
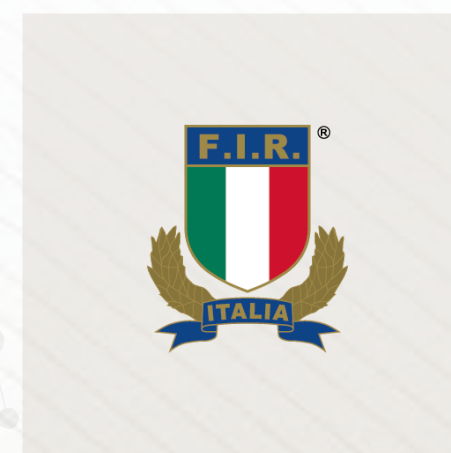
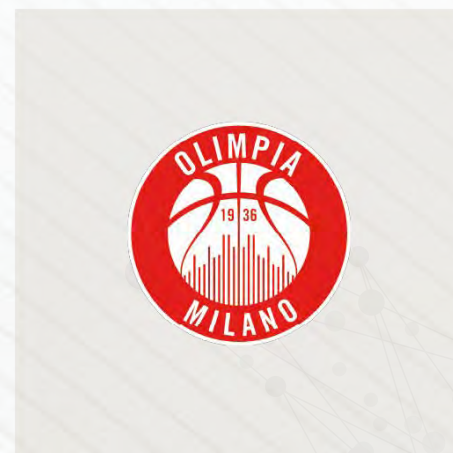
### TicketXP

Discover our digital ticket system





## OUR CLIENTS







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.



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.

Data consider the period from 27 September to 25 October 2021, and refer to the Facebook, Twitter, Instagram and YouTube accounts. Logos and all rights are reserved to their respective owners. The report update will be done on a monthly basis.

Although we are committed to providing accurate and timely information, there can be no guarantee that such information will be accurate at the time of publication or will continue to be in the future.

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