

THE BASKETBALL LEAGUE REPORT

A data-driven digital analysis focused on basketball

EDITION N.18 // NOVEMBER 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

31.8 M

+ 0.17%*

FANS

Total EuroLeague Basketball Clubs analyzed.

Total EuroLeague sport brands analyzed.

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



*[from October 19, 2021 to November 16, 2021]





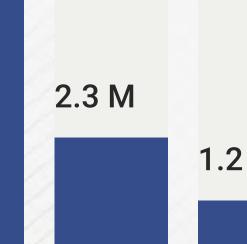
EUROLEAGUE Facebook

TOTAL FANBASE 21.2 M



Ranking of the EuroLeague basketball clubs on Facebook.





8.0 M

4.0 M •















FB data refers to Likes, not Followers.







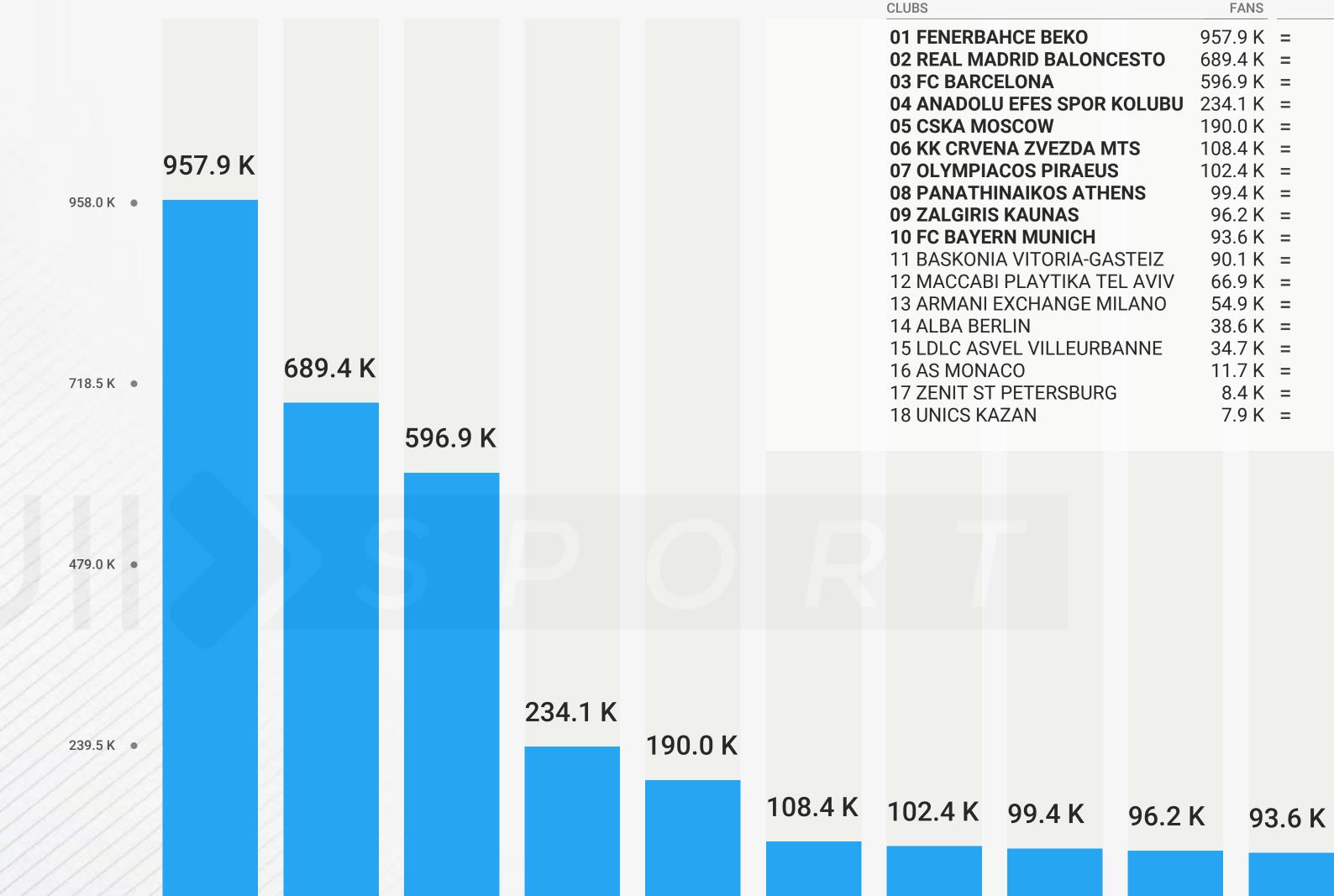


EUROLEAGUE Twitter





Ranking of the EuroLeague basketball clubs on Twitter.























FANS

957.9 K =

689.4 K =

596.9 K =

190.0 K =

108.4 K =

102.4 K =

99.4 K =

96.2 K = 93.6 K =

90.1 K =

66.9 K =

54.9 K =

38.6 K =

34.7 K =

11.7 K =

8.4 K =

7.9 K =

% VAR*

+0.53

+0.44

+0.44

--0.00

+0.05

+0.63

+0.82

+0.55

+0.47

+0.19

+0.48 +0.33

+0.79

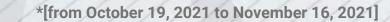
+0.40

+2.11

+4.34

+0.96

+1.10



Only basketball teams dedicated accounts have been considered in the study. ©2021 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.



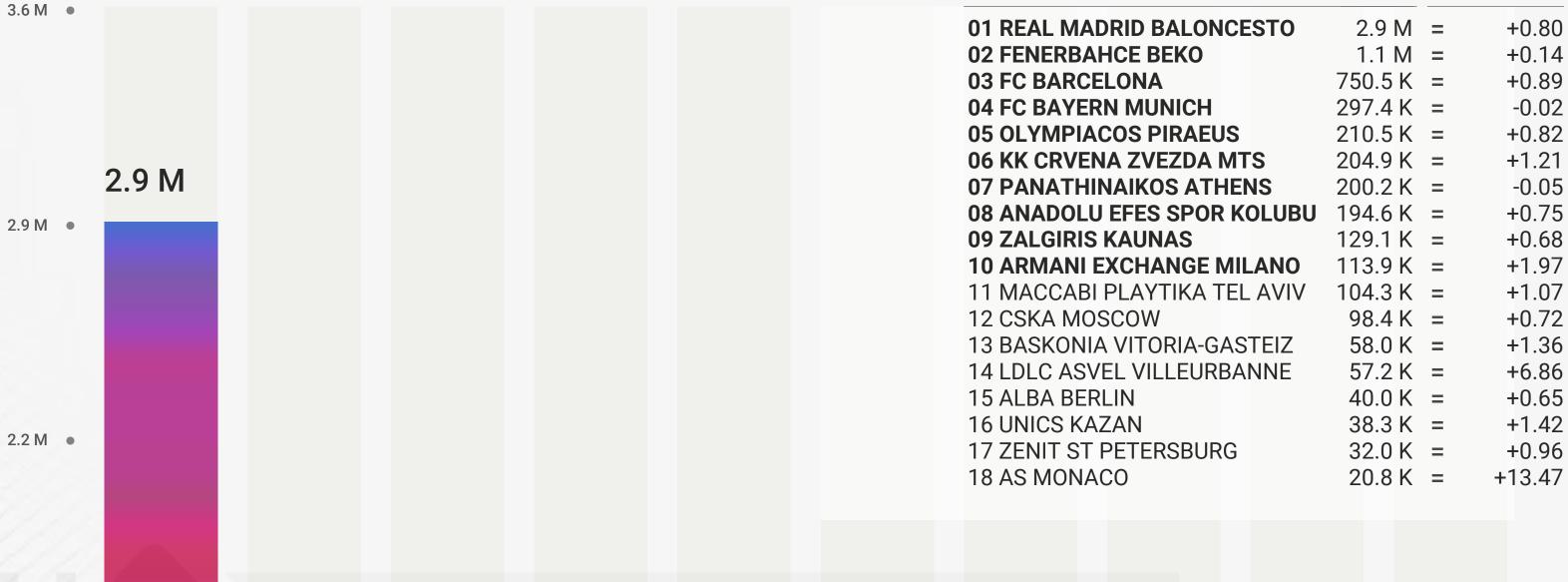


EUROLEAGUE Instagram

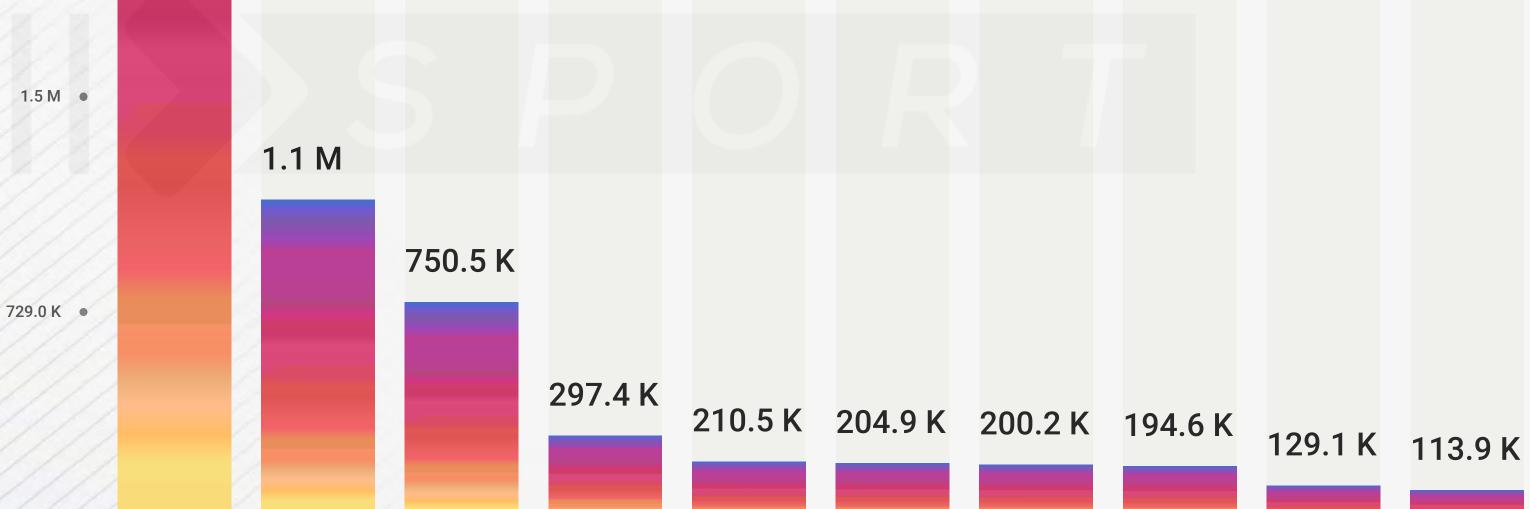


Ranking of the EuroLeague basketball clubs on Instagram.

EuroLeague



CLUBS





















FANS

% VAR*



BARÇA





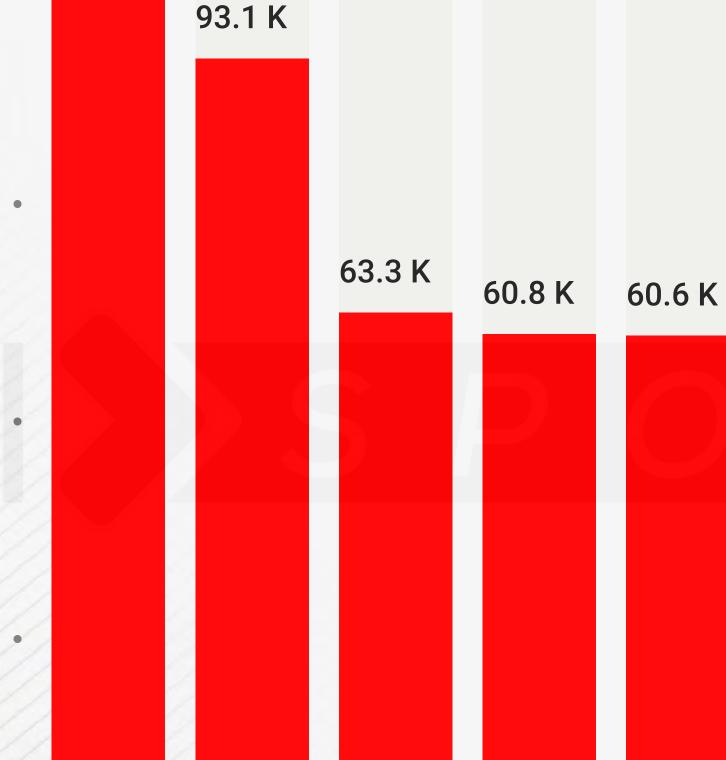
EUROLEAGUE YouTube



Ranking of the EuroLeague basketball clubs on YouTube.

















35.3 K



33.4 K

CLUBS

01 OLYMPIACOS PIRAEUS

04 PANATHINAIKOS ATHENS

06 KK CRVENA ZVEZDA MTS

09 FC BAYERN MUNICH

10 CSKA MOSCOW

14 UNICS KAZAN

17 FC BARCELONA

18 FENERBAHCE BEKO

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

03 ZALGIRIS KAUNAS

02 ALBA BERLIN



26.6 K



19.1 K



17.3 K

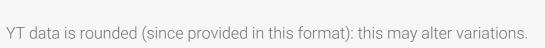


Only basketball teams dedicated accounts have been considered in the study. ©2021 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.









FANS

101.0 K =

93.1 K =

63.3 K =

60.8 K =

60.6 K =

35.3 K =

33.4 K =

26.6 K =

19.1 K =

17.3 K =

16.1 K =

7.8 K =

4.4 K =

2.0 K =

1.6 K =

513 =

% VAR*

+1.10

-0.43

+1.44

+0.00

+0.17

+1.15

+1.21 +3.50

+1.60

+0.58 +2.55

+2.76

+3.55

+1.04

+4.73

+1.38



EUROLEAGUE Social



TOTAL FANBASE

31.8 M



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







3.6 M











809.7 K 787.6 K 742.4 K 724.3 K 697.3 K 515.7 K 438.8 K











FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



3.2 M



EUROLEAGUE Brands

(0)

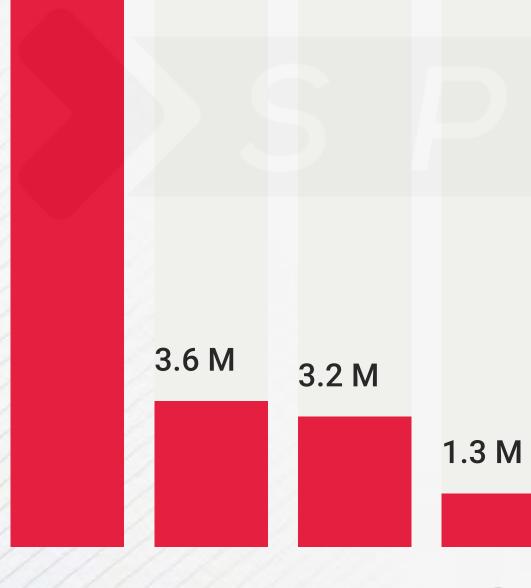
TOTAL FANBASE

31.8 M



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

21.4 M 16.5 M • 11.0 M • 5.5 M •











CLUBS

01 ADIDAS

03 FENERIUM

07 AIR JORDAN

08 EA7 EMPORIO ARMANI

02 NIKE

04 GSA

05 BILCEE 06 PUMA

09 KELME

10 ERREA

11 PEAK





KELME 🛣



FANS

21.4 M =

3.6 M =

3.2 M =

1.3 M =

724.3 K =

438.8 K =

398.7 K =

363.3 K =

212.0 K =

56.0 K ▲ +1 +6.59

54.9 K ▼ -1 +1.25

% VAR*

+0.10

+0.25

+0.16

+0.45

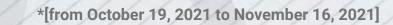
+0.27

+0.40

+0.19

+0.92

+0.65



724.3 K 438.8 K 398.7 K 363.3 K 212.0 K 56.0 K





EUROLEAGUE Brands

CLUBS

18

SPORT BRANDS

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





*[from October 19, 2021 to November 16, 2021]

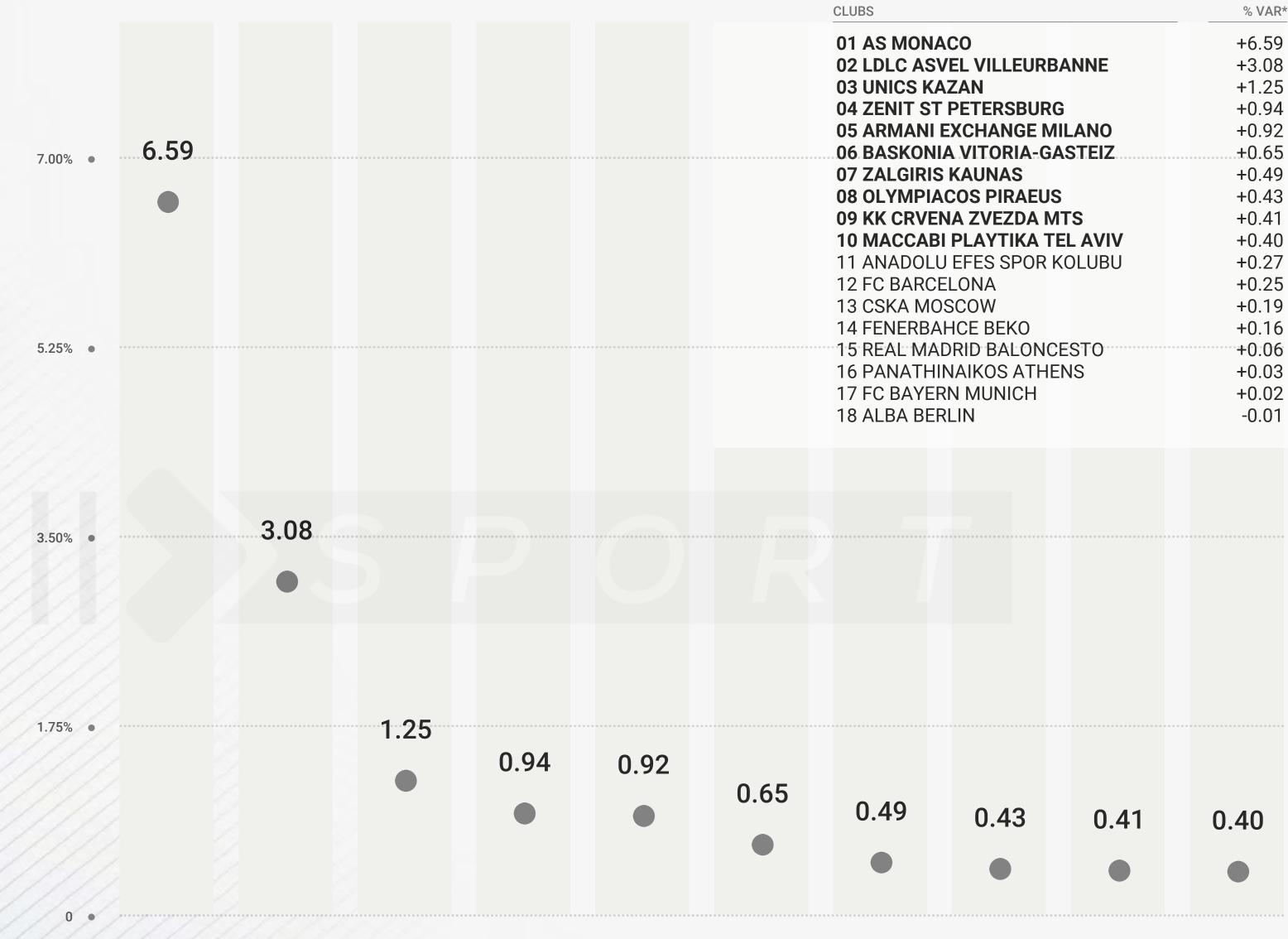




EUROLEAGUE Grown Up



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













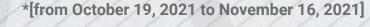












FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.





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 + 0.59%* 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 October 19, 2021 to November 16, 2021]





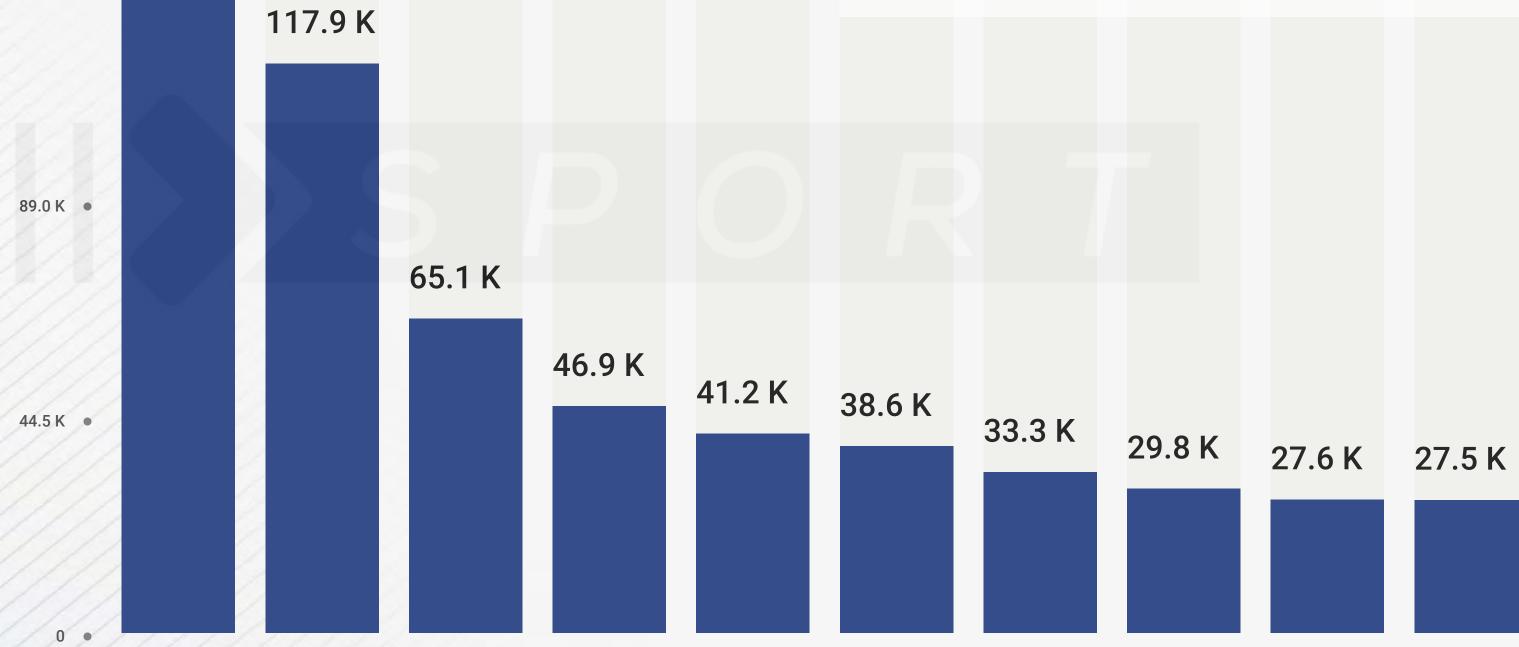
LBA SERIE A Facebook



Ranking of the LBA Serie A basketball clubs on Facebook.



CLUBS





















FANS

% VAR*



*[from October 19, 2021 to November 16, 2021]

FB data refers to Likes, not Followers.



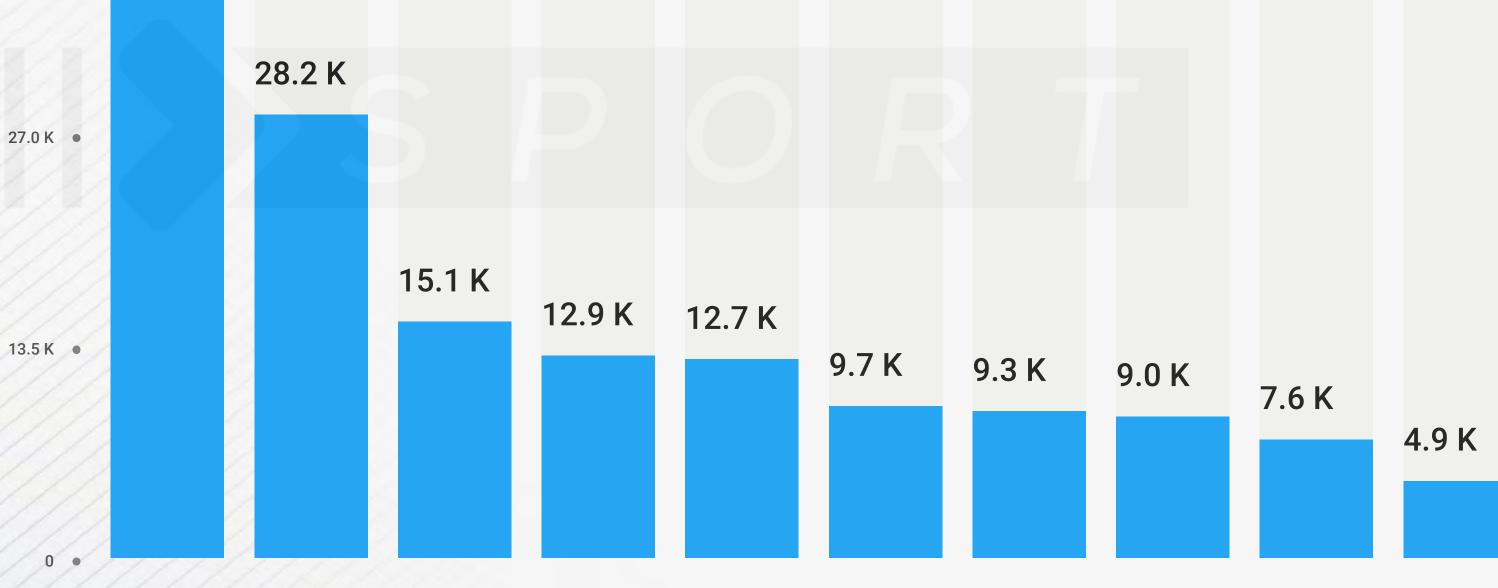
LBA SERIE A Twitter

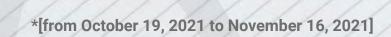




Ranking of the LBA Serie A basketball clubs on Twitter.







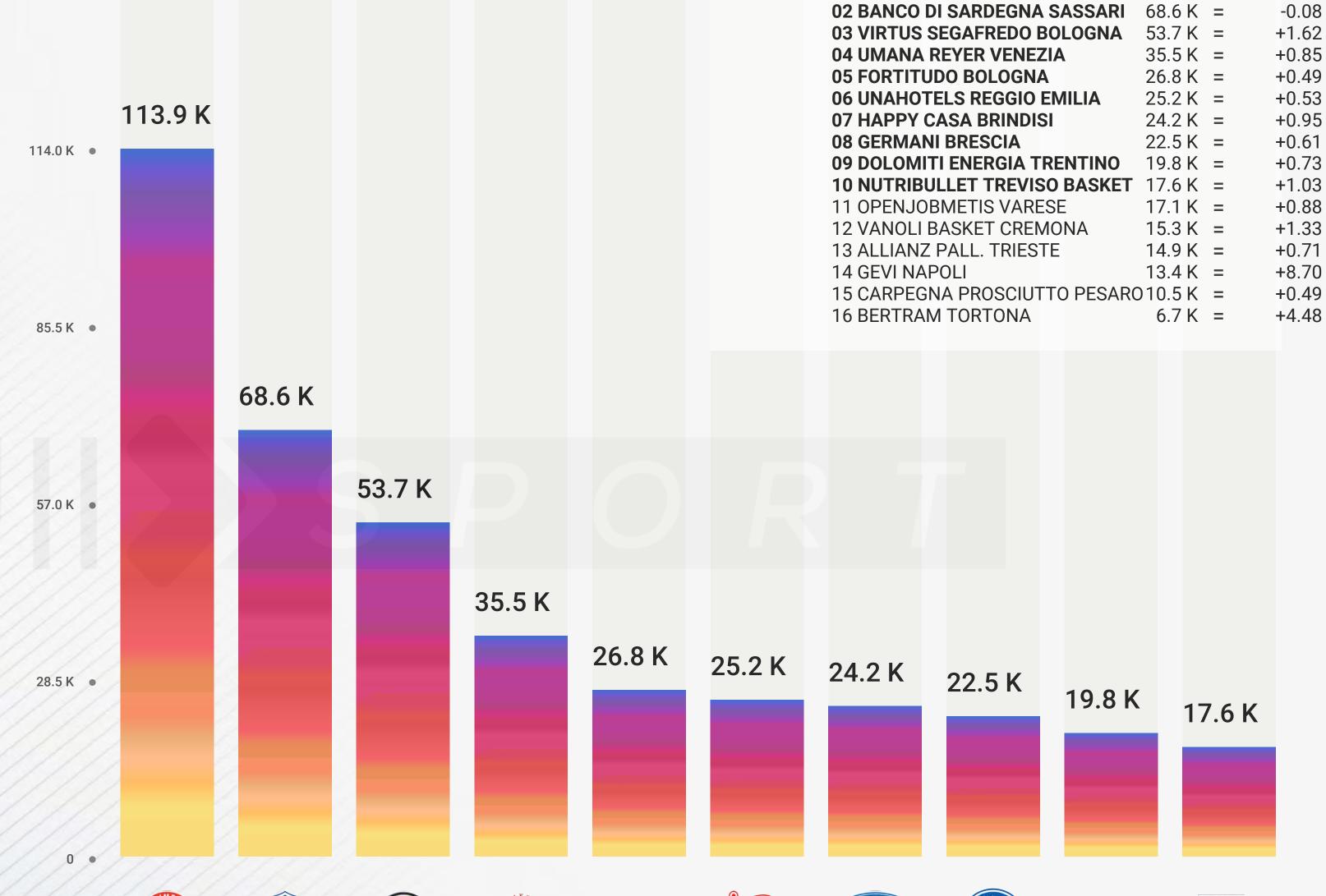




LBA SERIE A Instagram



Ranking of the LBA Serie A basketball clubs on Instagram.















CLUBS

01 ARMANI EXCHANGE MILANO







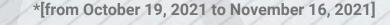
FANS

113.9 K =

% VAR*

+1.97

-0.08







LBA SERIE A YouTube



Ranking of the LBA Serie A basketball clubs on YouTube.





4.0 K





2.5 K



2.1 K





2.0 K



2.0 K



1.8 K

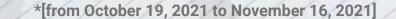




1.8 K



1.6 K



4.9 K





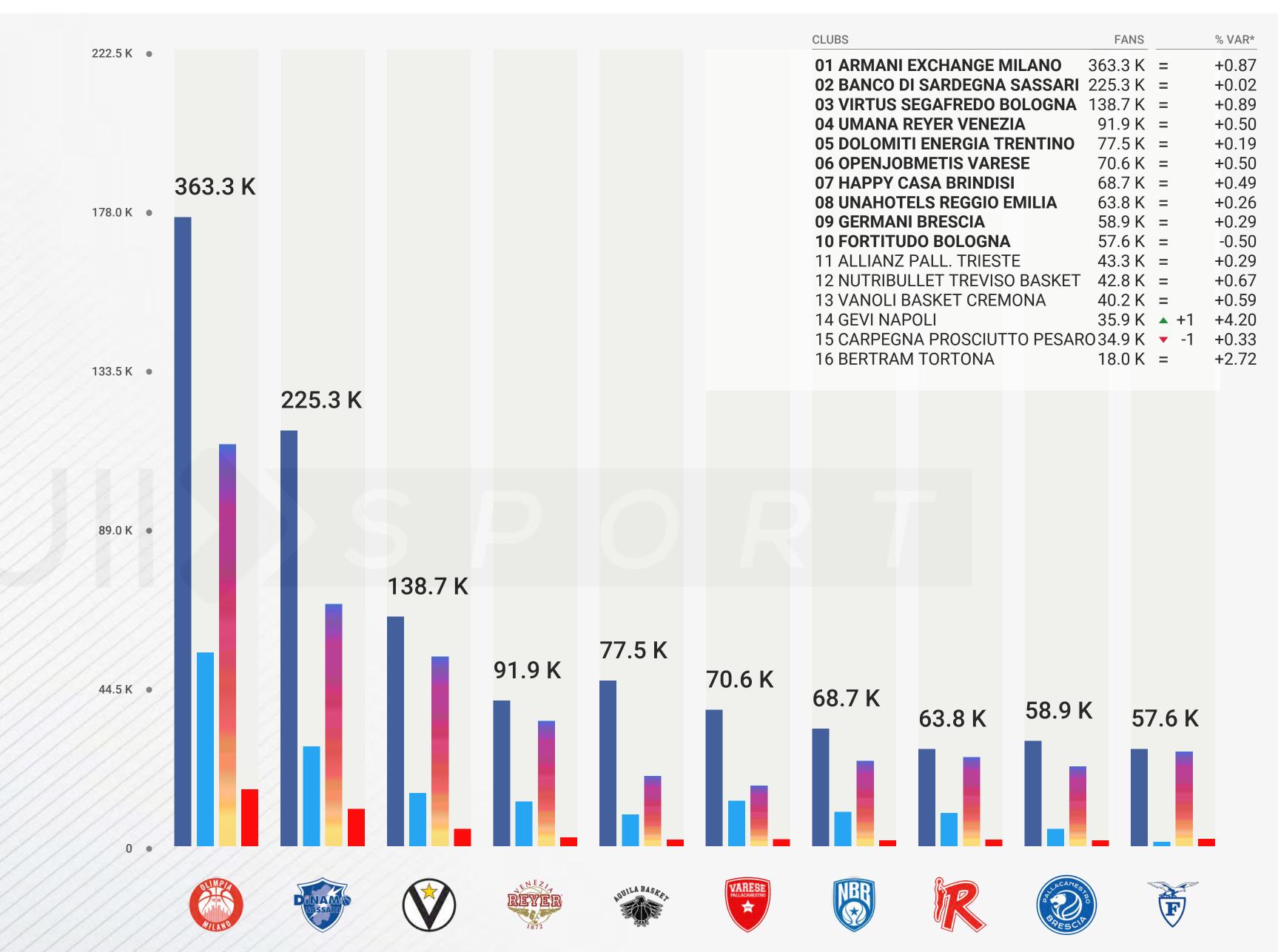


LBA SERIE A Social





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











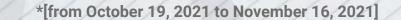
LBA SERIE A Brands





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.

01 EA7 EMPORIO ARMANI 363.3 K = 02 ERREA 286.7 K = 03 MACRON 273.1 K = **04 EYE SPORT** 261.2 K = 05 ADIDAS 169.6 K = 06 NIKE 363.3 K 364.0 K 286.7 K 273.1 K 261.2 K 273.0 K 169.6 K 182.0 K • 77.5 K 91.0 K EAT macron





CLUBS

FANS

77.5 K =

% VAR*

+0.87

+0.61

+0.64

+0.57

+0.10

+0.19



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 October 19, 2021 to November 16, 2021]

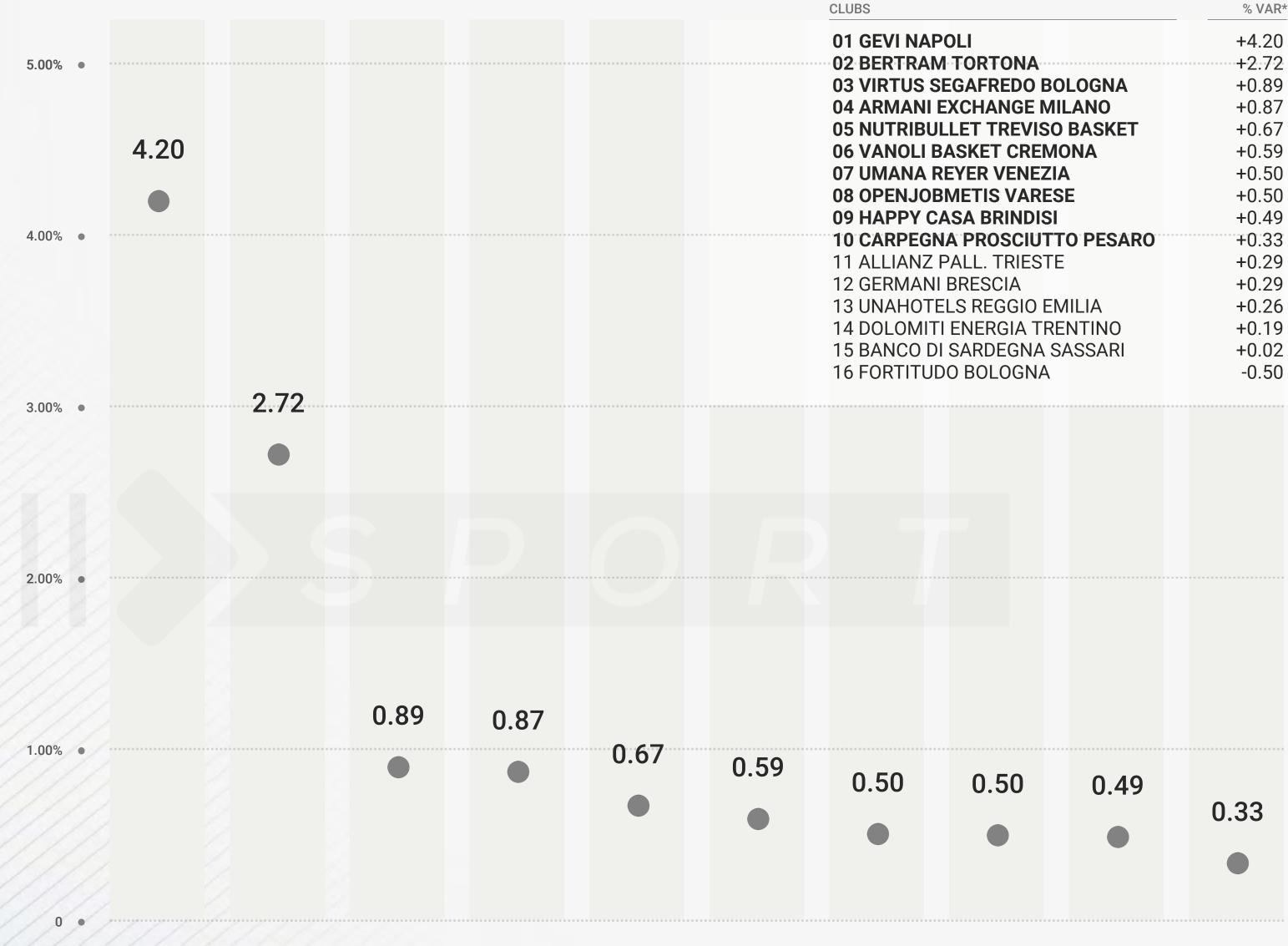




LBA SERIE A Grown Up



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













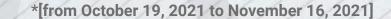
















IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Verde



14 CLUBS

9 **BRANDS**

298 K + 0.48%*

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 October 19, 2021 to November 16, 2021]





LNP SERIE A2 VERDE Facebook

TOTAL FANBASE 158 K



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



35.0 K



22.1 K



14.9 K



13.9 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



9.0 K



6.4 K



6.4 K

FANS

28.5 K =

22.1 K =

14.9 K =

13.9 K =

13.5 K =

13.0 K =

12.8 K =

9.0 K =

 $6.4 \, \text{K} =$

 $6.4 \, \text{K} =$

5.2 K =

5.0 K = 4.6 K =

2.2 K =

% VAR*

-0.03

-0.07

+0.07

-0.06

-0.05 +0.45

-0.01

+1.47 +0.74

+0.17

+0.54

+0.50

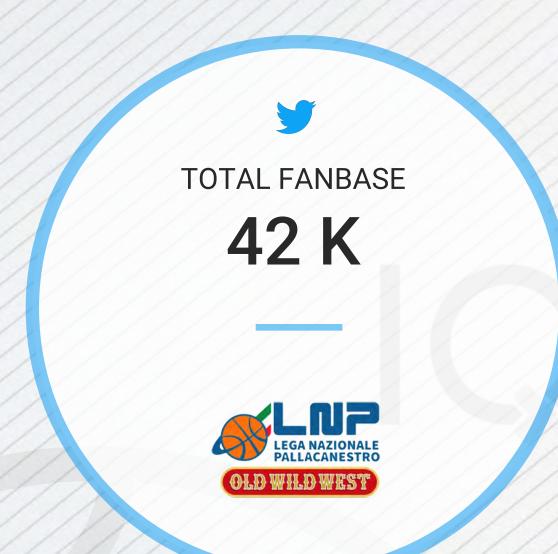
+0.37

+1.73

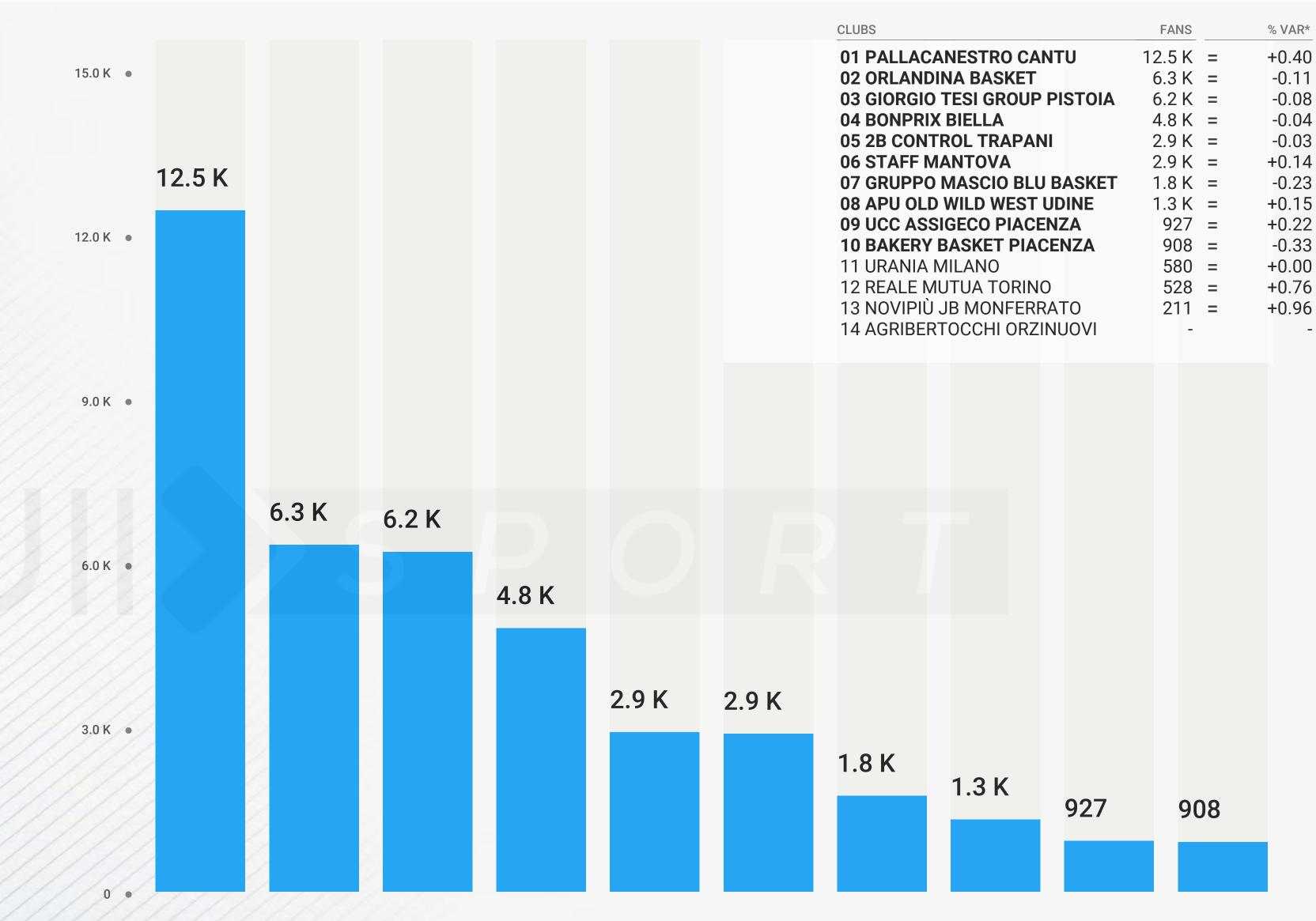




LNP SERIE A2 VERDE Twitter



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.



20.0 K





9.6 K



8.2 K



7.5 K



6.9 K



6.1 K

CLUBS

01 PALLACANESTRO CANTU

03 ORLANDINA BASKET

05 BONPRIX BIELLA

08 STAFF MANTOVA

10 URANIA MILANO

02 GIORGIO TESI GROUP PISTOIA

04 GRUPPO MASCIO BLU BASKET

06 APU OLD WILD WEST UDINE

07 REALE MUTUA TORINO

09 2B CONTROL TRAPANI

11 UCC ASSIGECO PIACENZA

12 BAKERY BASKET PIACENZA

13 AGRIBERTOCCHI ORZINUOVI

6.0 K

14 NOVIPIÙ JB MONFERRATO





5.3 K



4.4 K

FANS

16.0 K =

9.7 K =

9.6 K =

8.2 K =

7.5 K =

6.9 K =

5.3 K =

 $4.4 \, \text{K} =$

3.2 K =

2.6 K =

2.6 K =

2.2 K =

6.0 K ▼ -1

6.1 K • +1 +3.72

% VAR*

+1.17

+0.31

+0.32

+0.18

+0.32

+1.43

+1.03

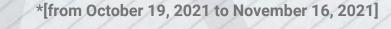
+0.87

+1.68

+1.28 +1.90

+0.86

+4.58





IQUII SPORT

LNP SERIE A2 VERDE YouTube



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







CLUBS

FANS

% VAR*



YT data is rounded (since provided in this format): this may alter variations.



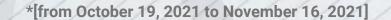
LNP SERIE A2 VERDE Social





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

01 PALLACANESTRO CANTU 59.3 K = +0.42 35.0 K 39.8 K = **02 ORLANDINA BASKET 03 GIORGIO TESI GROUP PISTOIA** 30.2 K = +0.07 **04 BONPRIX BIELLA** 27.0 K = +0.06 **05 2B CONTROL TRAPANI** 23.7 K = +0.2522.1 K = +0.30 **06 STAFF MANTOVA** 21.5 K = +0.78 **07 APU OLD WILD WEST UDINE** 16.5 K = **08 GRUPPO MASCIO BLU BASKET** +0.37 09 REALE MUTUA TORINO 15.9 K = +2.36 28.0 K 11.6 K = **10 URANIA MILANO** +0.77 59.3 K 8.8 K 🔺 +1 11 BAKERY BASKET PIACENZA +0.83 12 UCC ASSIGECO PIACENZA 8.8 K ▼ -1 +0.67 13 AGRIBERTOCCHI ORZINUOVI 7.9 K = +0.65 14 NOVIPIÙ JB MONFERRATO 4.7 K =+3.05 21.0 K 39.8 K 14.0 K • 23.7 K 27.0 K 30.2 K 21.5 K 22.1 K 15.9 K 7.0 K • 16.5 K 11.6 K





CLUBS

FANS

% VAR*

-0.01





LNP SERIE A2 VERDE Brands

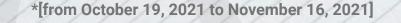
77.5 K ●

(0) TOTAL FANBASE 298 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.

01 ERREA 62.6 K = +0.38 **02 EYE SPORT** 59.3 K = +0.42 39.8 K = -0.01 03 LEGEA 04 JOMA 35.9 K = +0.25 **05 MACRON** 30.2 K = +0.07 21.5 K = +0.78 06 NIKE 62.6 K **07 SPALDING** 20.6 K = +2.52 16.5 K = **08 ACERBIS** +0.37 59.3 K 62.0 K • 09 ADIDAS 11.6 K = +0.77 46.5 K ● 39.8 K 35.9 K 30.2 K 31.0 K • 21.5 K 20.6 K 16.5 K 15.5 K • 11.6 K SPALDING. adidas **Joma**[®]







CLUBS

FANS

% VAR*



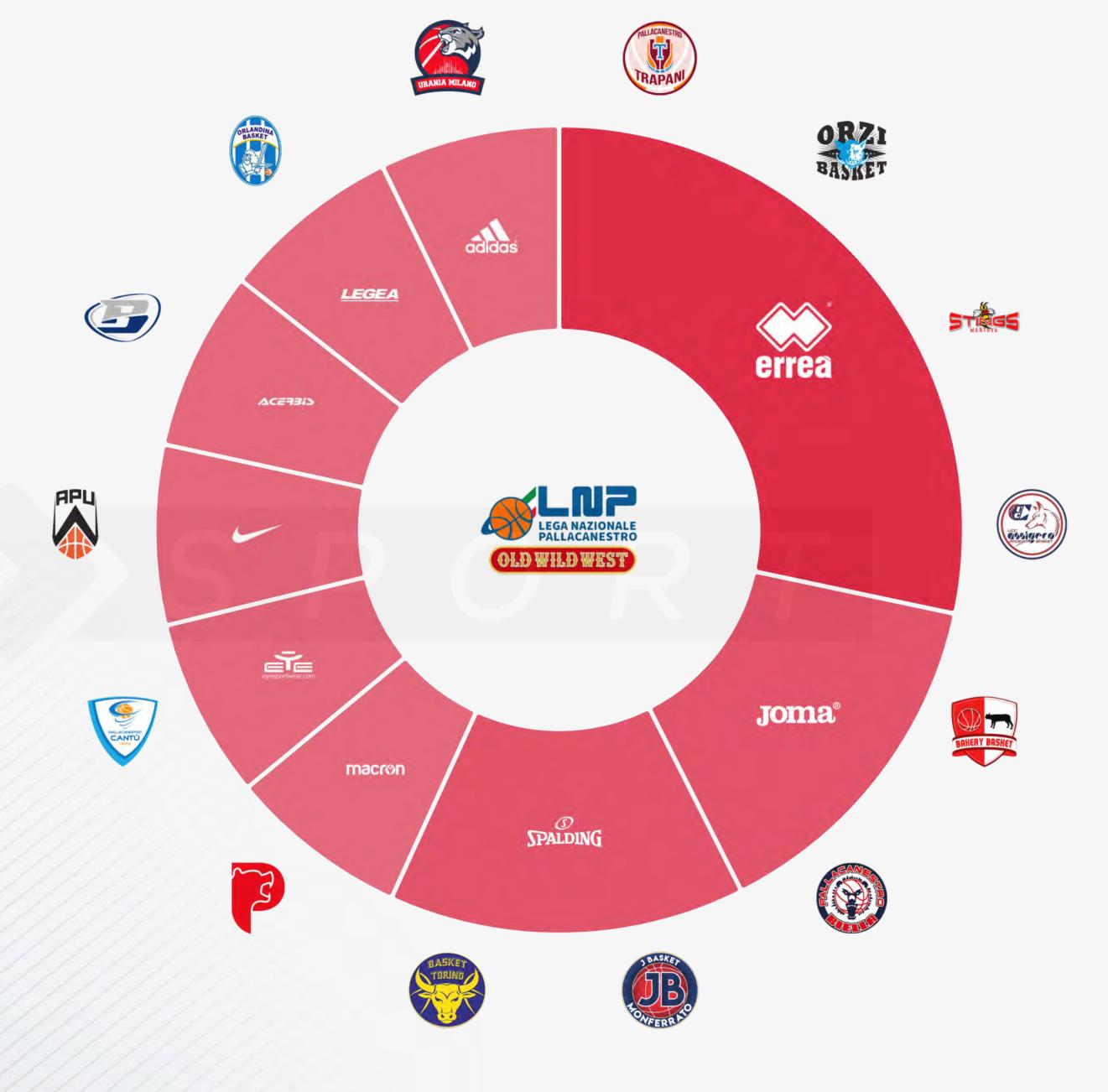


LNP SERIE A2 VERDE Brands

CLUBS

SPORT BRANDS

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





*[from October 19, 2021 to November 16, 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.

01 NOVIPIÙ JB MONFERRATO 3.75% +3.05 **02 REALE MUTUA TORINO** +2.36 **03 BAKERY BASKET PIACENZA** +0.83 **04 APU OLD WILD WEST UDINE** +0.78 +0.77 **05 URANIA MILANO** 3.05 **06 UCC ASSIGECO PIACENZA** +0.67 **07 AGRIBERTOCCHI ORZINUOVI** +0.65 +0.42 **08 PALLACANESTRO CANTU** +0.37 09 GRUPPO MASCIO BLU BASKET +0.30 **10 STAFF MANTOVA** 11 2B CONTROL TRAPANI +0.25 12 GIORGIO TESI GROUP PISTOIA +0.07 13 BONPRIX BIELLA 2.36 +0.06 14 ORLANDINA BASKET -0.01 2.25% 1.50% 0.83 0.78 0.77 0.67 0.65 0.75% 0.42 0.37 0.30 0 •













CLUBS







% VAR*







IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Rosso



14 CLUBS

12 **BRANDS**

242 K + 0.45%* 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 October 19, 2021 to November 16, 2021]





LNP SERIE A2 ROSSO Facebook 24.0 K -

TOTAL FANBASE 143 K

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



30.0 K







22.8 K

19.7 K





11.2 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 6.1 K =





6.2 K



6.1 K

FANS

24.2 K =

22.8 K =

19.7 K =

11.2 K =

9.8 K =

9.5 K =

9.0 K =

6.8 K =

6.2 K =

6.0 K =

5.8 K =

4.2 K =

1.6 K =

% VAR*

-0.09

+0.14

+0.09

+0.19

+0.00

+0.18

+0.35

+0.34

+0.54

+0.60

+0.55

+0.76

+0.77

+5.43



*[from October 19, 2021 to November 16, 2021]

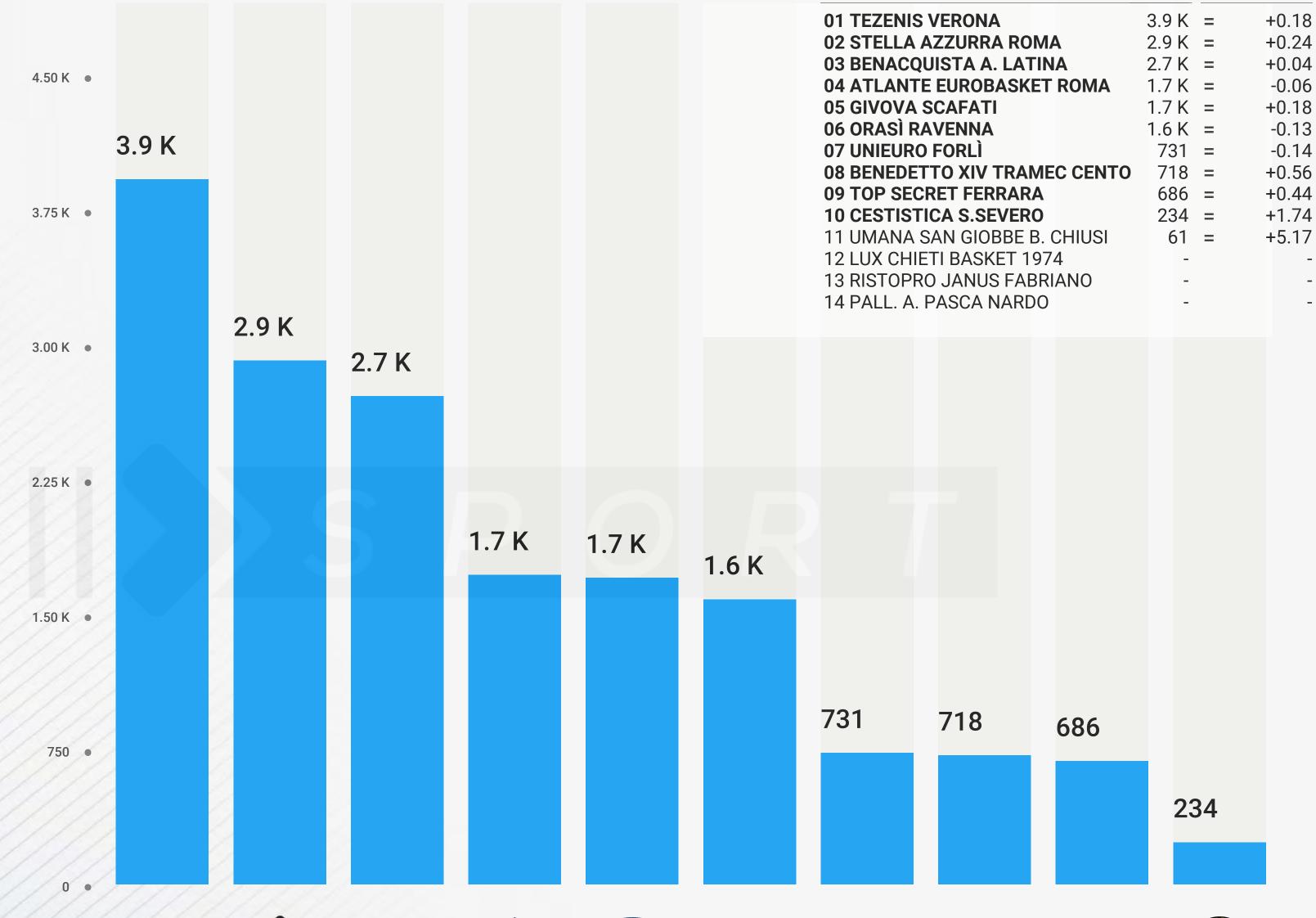
FB data refers to Likes, not Followers.



LNP SERIE A2 ROSSO Twitter



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

















CLUBS

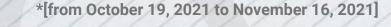






FANS

% VAR*







LNP SERIE A2 ROSSO Instagram



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

OLD WILD WEST



17.5 K ●



12.7 K



7.7 K



4.5 K



4.2 K



4.1 K



CLUBS

01 STELLA AZZURRA ROMA

05 BENACQUISTA A. LATINA

08 ATLANTE EUROBASKET ROMA

11 RISTOPRO JANUS FABRIANO

14 UMANA SAN GIOBBE B. CHIUSI

12 BENEDETTO XIV TRAMEC CENTO 2.7 K =

06 PALL. A. PASCA NARDO

09 TOP SECRET FERRARA

10 CESTISTICA S.SEVERO

13 LUX CHIETI BASKET 1974

02 TEZENIS VERONA

04 GIVOVA SCAFATI

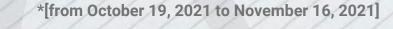
07 ORASÌ RAVENNA

03 UNIEURO FORLÌ

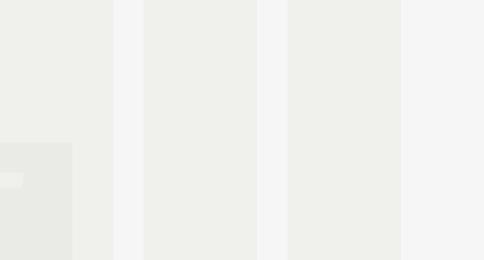












FANS

14.8 K =

12.7 K =

7.7 K =

4.5 K =

4.2 K =

4.1 K =

4.0 K =

 $3.4 \, \text{K} =$

 $3.4 \, \text{K} =$

2.3 K =

1.3 K =

3.5 K ▲ +1

3.5 K ▼ -1

% VAR*

+1.20

+0.28

-0.05

+1.32

+0.69 +0.61

+1.61

+0.26

+1.31

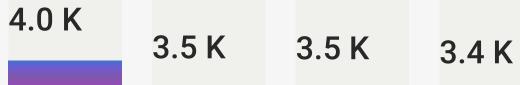
+1.10

+1.55

+1.51

+2.45

+0.89



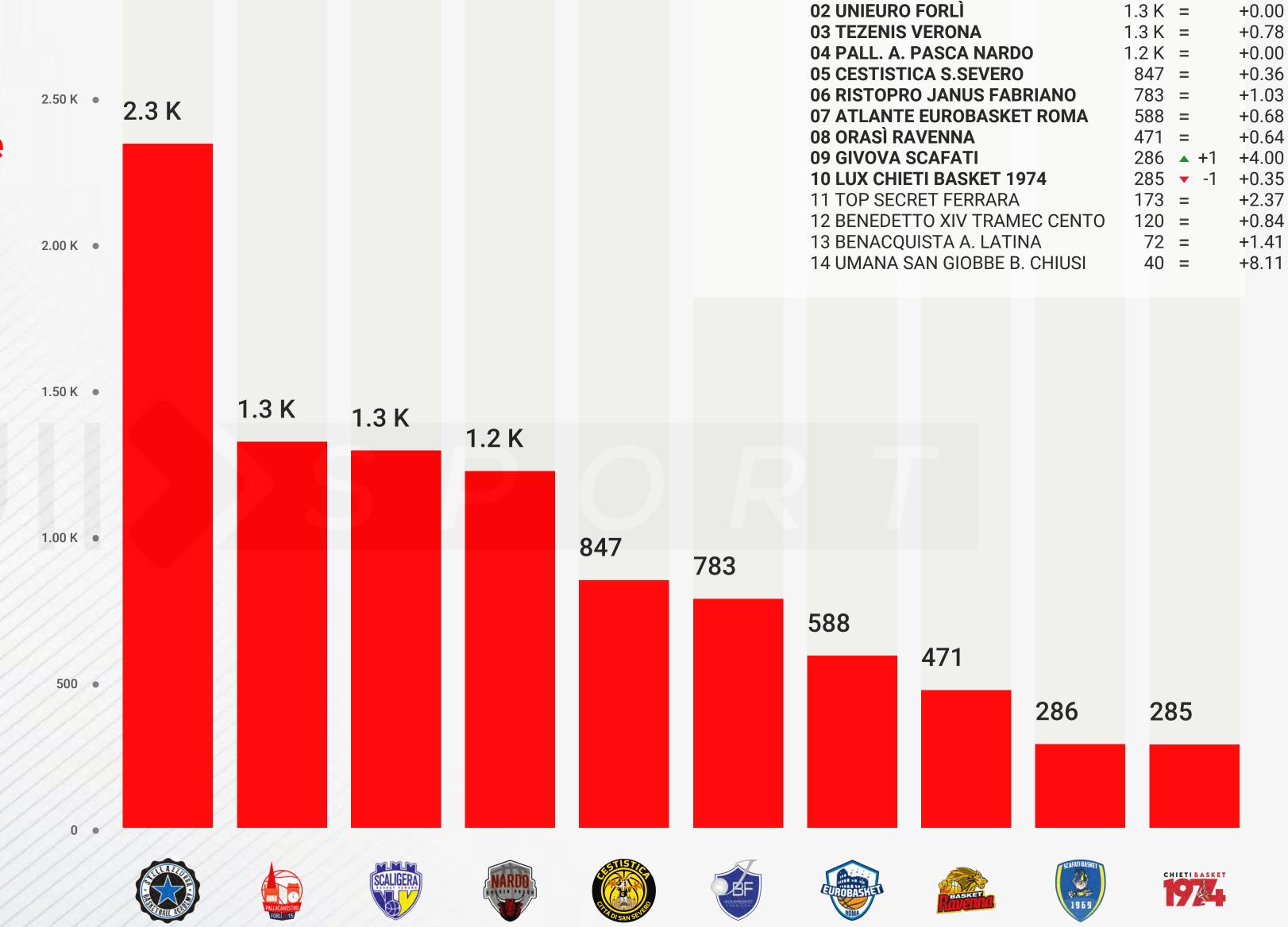


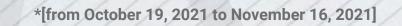
QUII SPORT

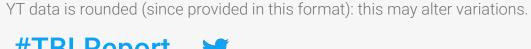
LNP SERIE A2 ROSSO YouTube



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







CLUBS

01 STELLA AZZURRA ROMA

FANS

2.3 K =

% VAR*

+0.86

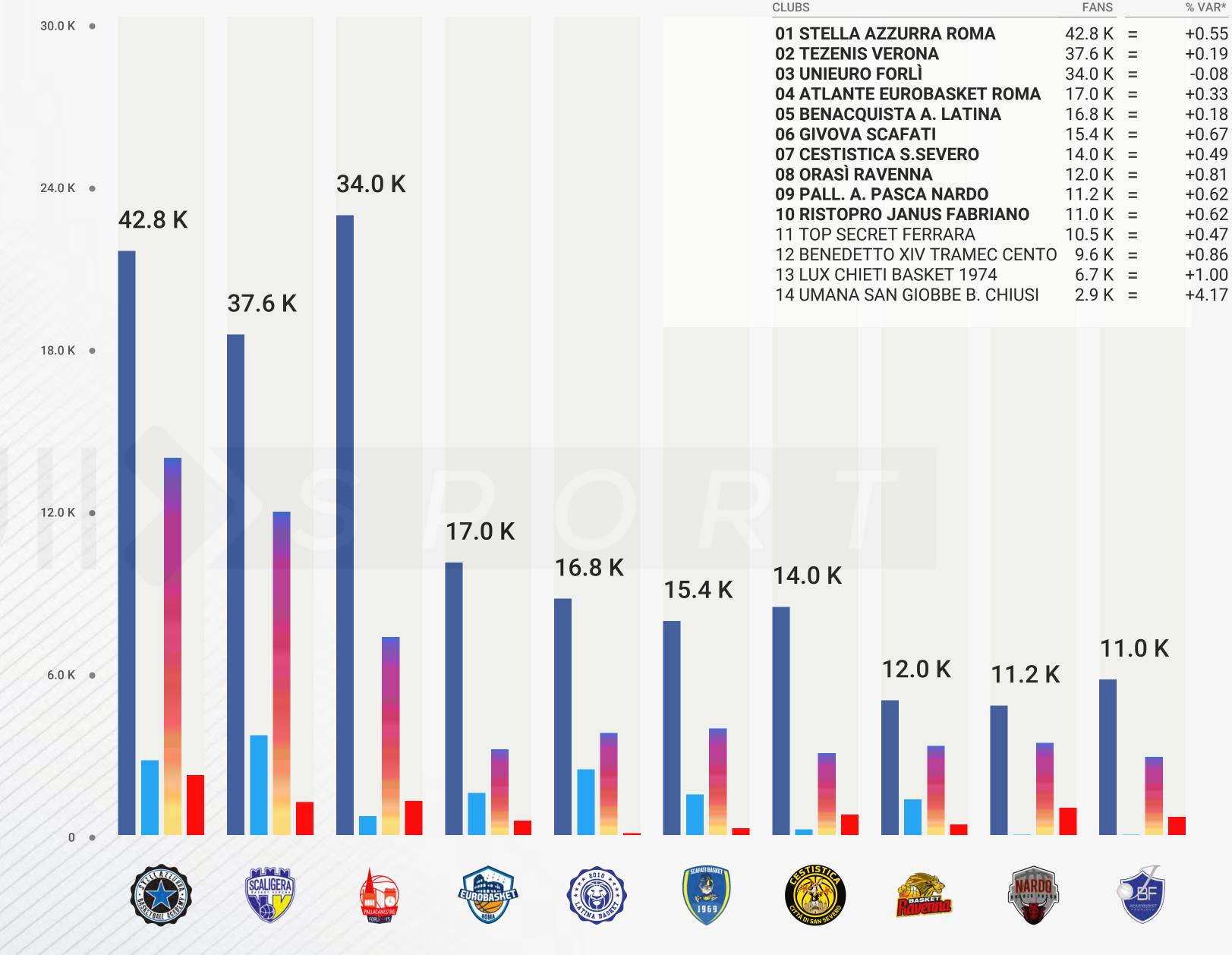


LNP SERIE A2 ROSSO Social





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







THE BASKETBALL LEAGUE •





LNP SERIE A2 ROSSO Brands





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.

01 ATHLETES 42.8 K = +0.55 52.5 K ● 02 ADIDAS 37.6 K = +0.19 03 MACRON 34.0 K = -0.08 04 SPALDING 22.6 K = +0.65 05 LUDMA 17.0 K = +0.33 +0.18 06 ZEUS 16.8 K = 42.8 K **07 GIVOVA** 15.4 K = +0.67 **08 EFFESPORT** 14.0 K = +0.49 +1.35 09 ERREA 13.9 K = 42.0 K • 11.2 K = **10 GIEMME SPORT** +0.62 37.6 K 11 GEFF 9.6 K = +0.86 12 DALSPORT 6.7 K =+1.00 34.0 K 31.5 K • 22.6 K 21.0 K • 17.0 K 16.8 K 15.4 K 14.0 K 13.9 K 11.2 K 10.5 K • **macron**

*[from October 19, 2021 to November 16, 2021]



CLUBS

FANS

% VAR*



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 October 19, 2021 to November 16, 2021]



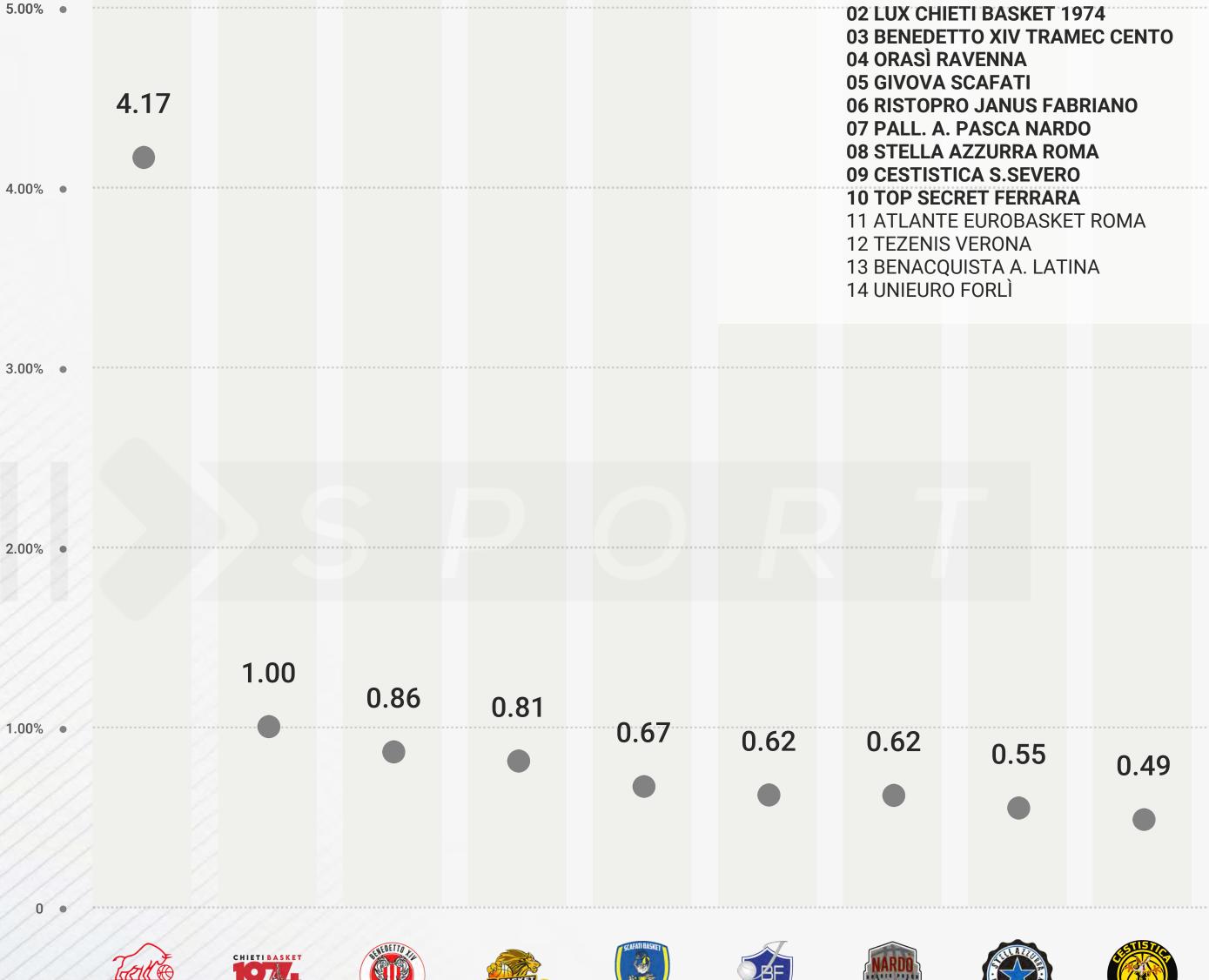


LNP SERIE A2 ROSSO Grown Up



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

1.00% 0 •















CLUBS

01 UMANA SAN GIOBBE B. CHIUSI







0.47

% VAR*

+4.17

+1.00

+0.86

+0.81 +0.67

+0.62

+0.62

+0.55

+0.49

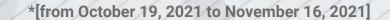
+0.47

+0.33

+0.19

+0.18

-0.08









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.

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

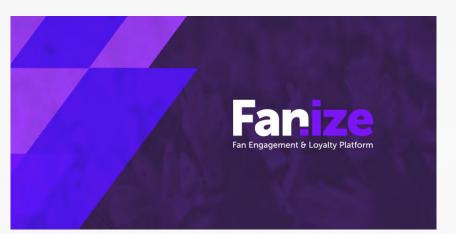
Discover our fully integrated event management platform

SportXP

Discover our Fan Engagement and Membership programs platform

TicketXP

Discover our digital ticket system















OUR CLIENTS

































IQUII 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.





18th Issue

Version 1.0 - 18.11.21 [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 19 October - 16 November 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.

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.

Texts and designs are made by the IQUII team.

The IQUII name and logo are registered trademarks of IQUII©2021 IQUII s.r.l. All rights reserved.



