

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



**TURKISH
AIRLINES**
EuroLeague

10 COUNTRIES

18 CLUBS



EUROPE Snapshot / EuroLeague



18

CLUBS

Total EuroLeague
Basketball Clubs
analyzed.

11

BRANDS

Total EuroLeague sport
brands analyzed.

31.8 M

+ 0.17%*

FANS

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

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



EUROLEAGUE Facebook



Ranking of the EuroLeague basketball clubs on Facebook.



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

Only basketball teams dedicated accounts have been considered in the study.

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FB data refers to Likes, not Followers.

EUROLEAGUE **Twitter**



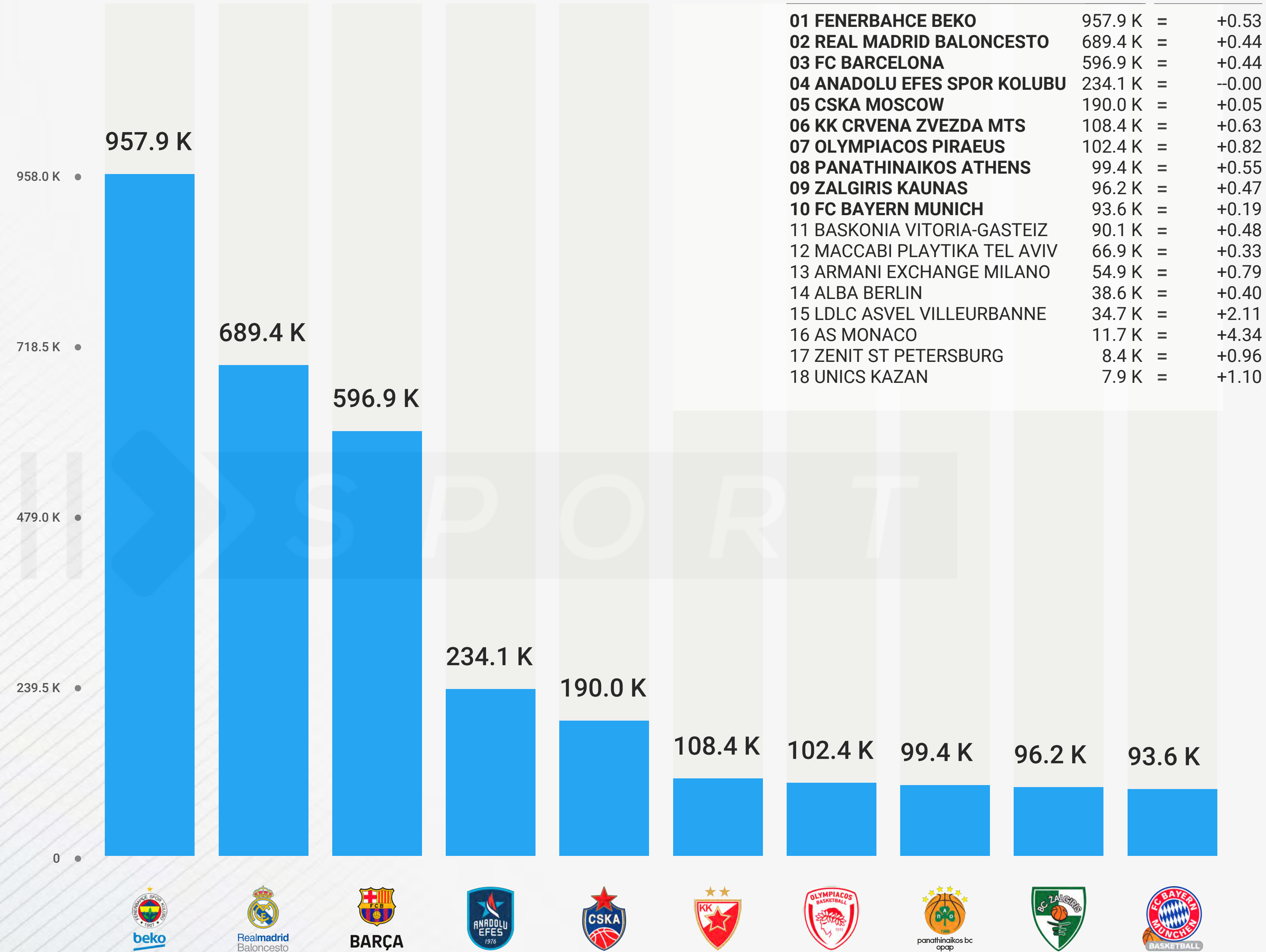
TOTAL FANBASE

3.5 M



TURKISH AIRLINES
EuroLeague

Ranking of the EuroLeague
basketball clubs on Twitter.



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EUROLEAGUE Instagram



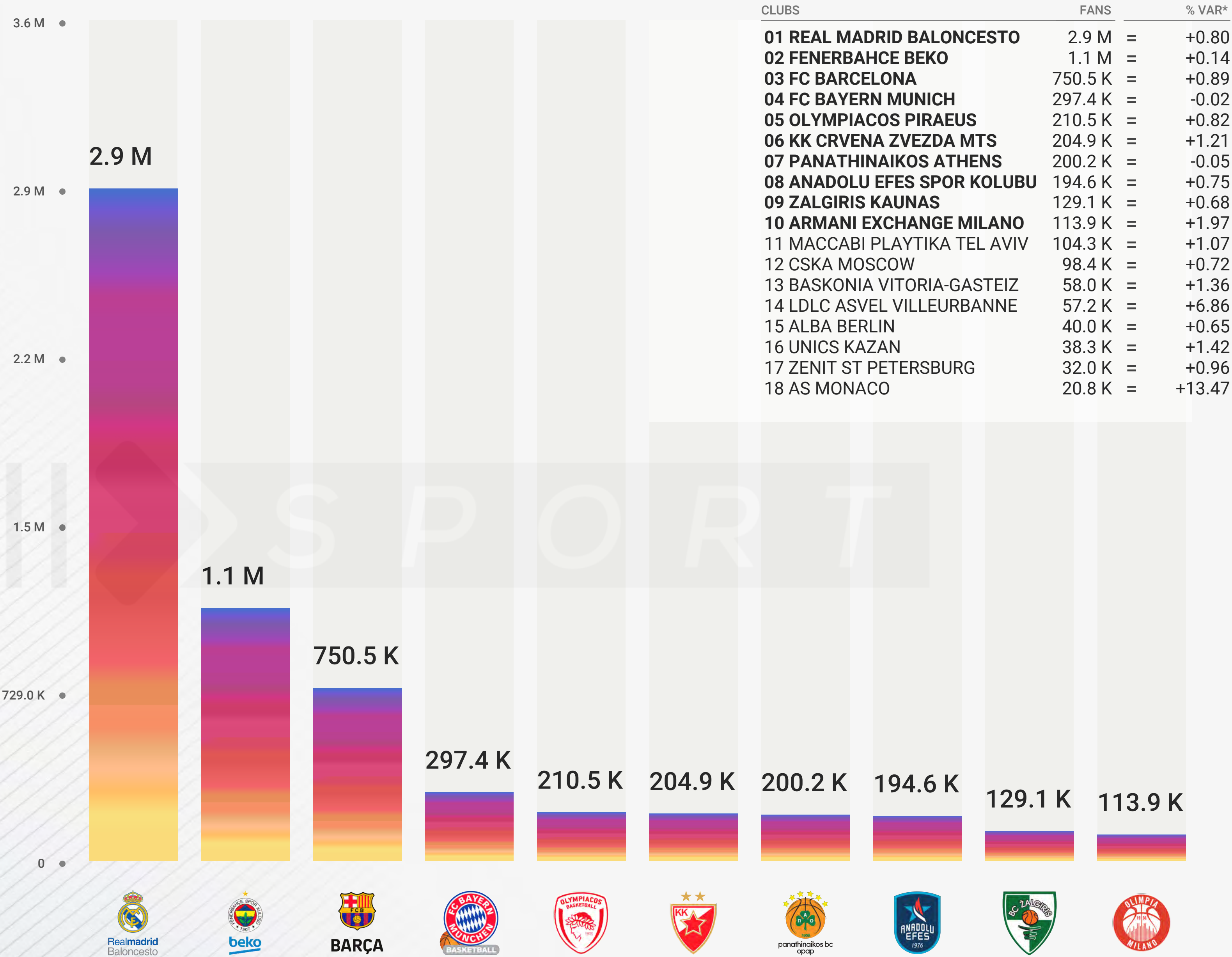
TOTAL FANBASE

6.6 M



TURKISH AIRLINES EuroLeague

Ranking of the EuroLeague basketball clubs on Instagram.

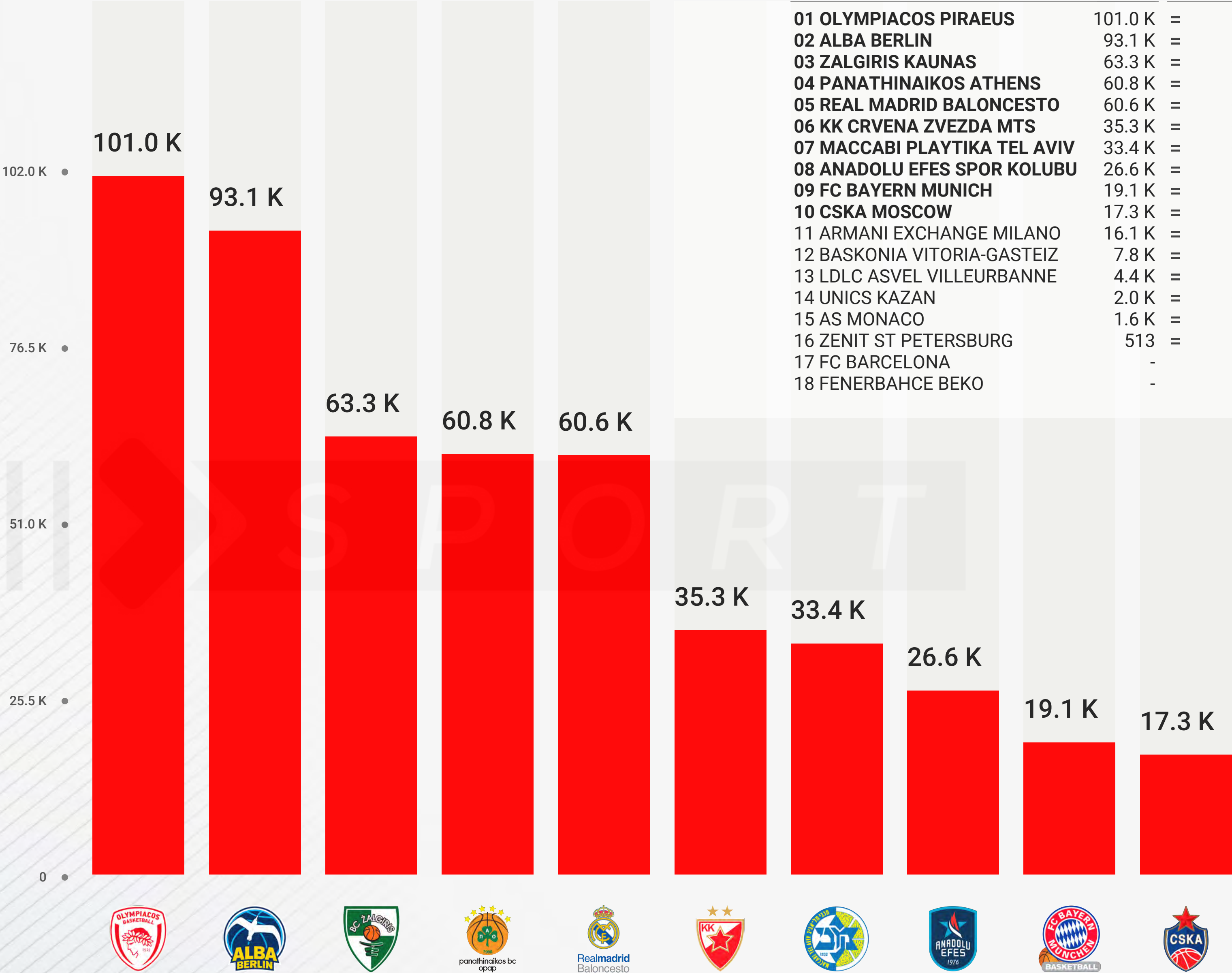


*[from October 19, 2021 to November 16, 2021]
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EUROLEAGUE **YouTube**



Ranking of the EuroLeague
basketball clubs on YouTube.



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

EUROLEAGUE Social

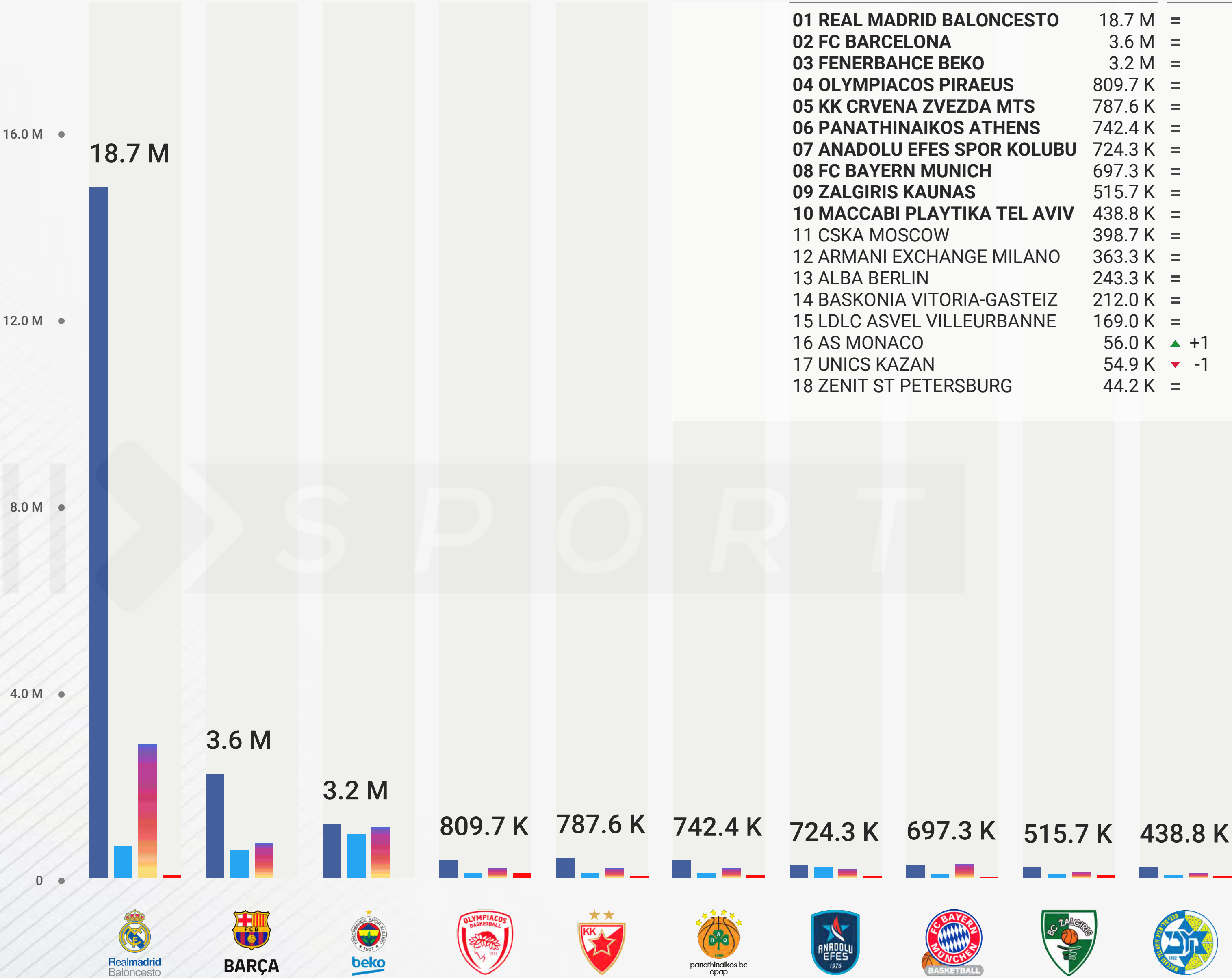


TOTAL FANBASE

31.8 M



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



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EUROLEAGUE Brands

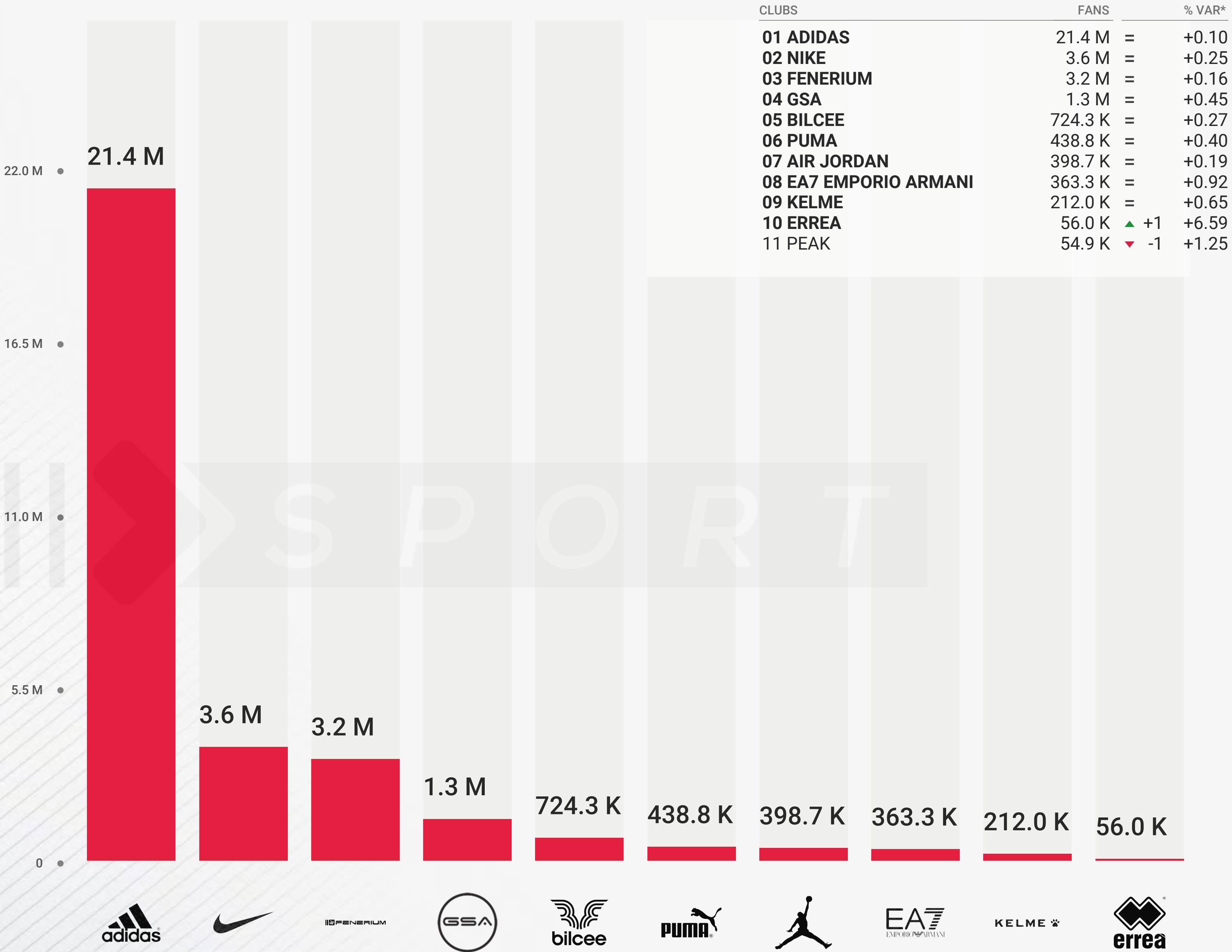


TOTAL FANBASE

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.



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

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EUROLEAGUE Brands

CLUBS

18

SPORT BRANDS

11

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



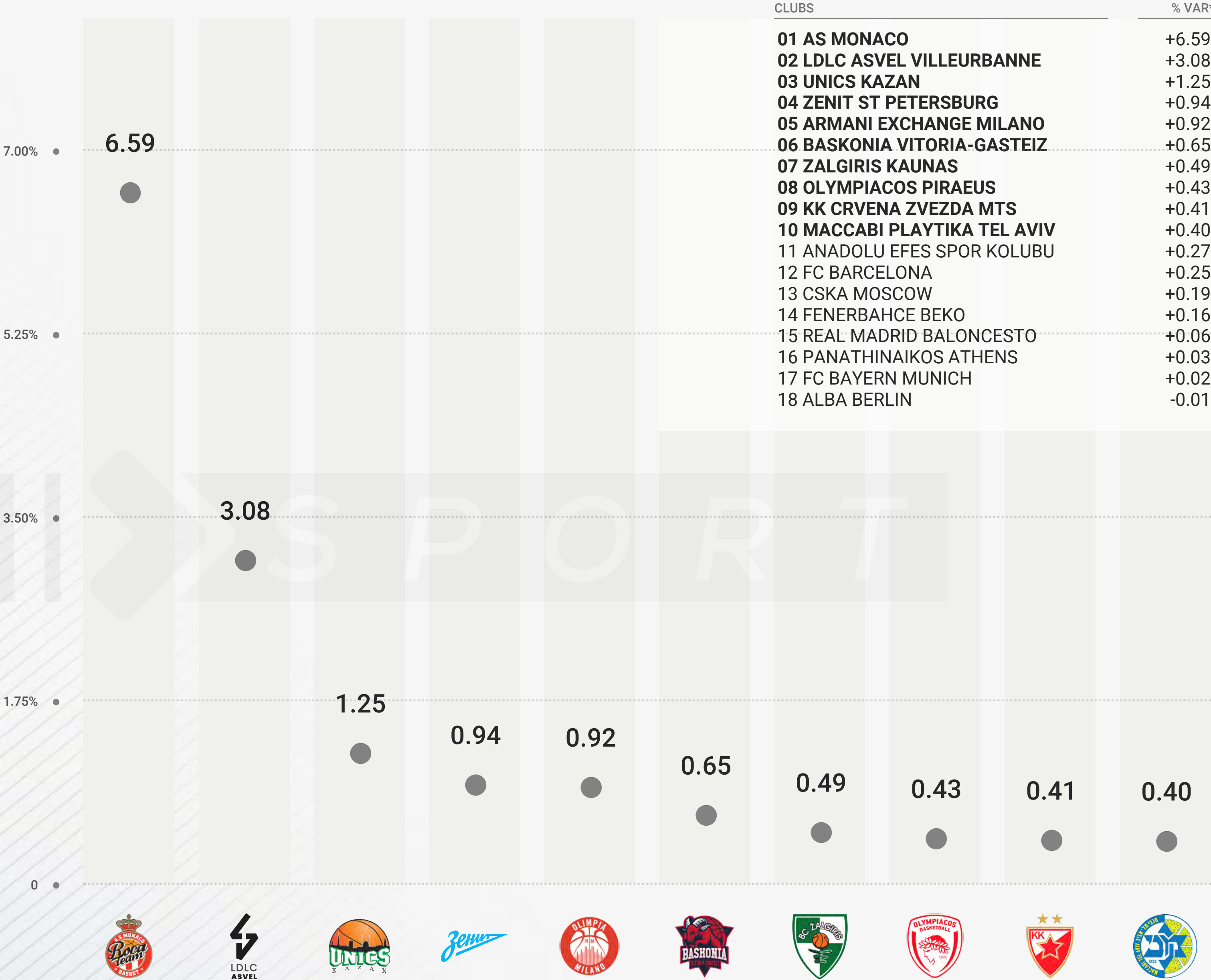
*[from October 19, 2021 to November 16, 2021]

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EUROLEAGUE Grown Up



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



*[from October 19, 2021 to November 16, 2021]
Only basketball teams dedicated accounts have been considered in the study.
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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

ITALY



ITALY SnapShot / LBA Serie A



16

CLUBS

Total LBA Serie A
Basketball Clubs
analyzed.

6

BRANDS

Total LBA Serie A sport
brands analyzed.

1.4 M

+ 0.59%*

FANS

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.



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

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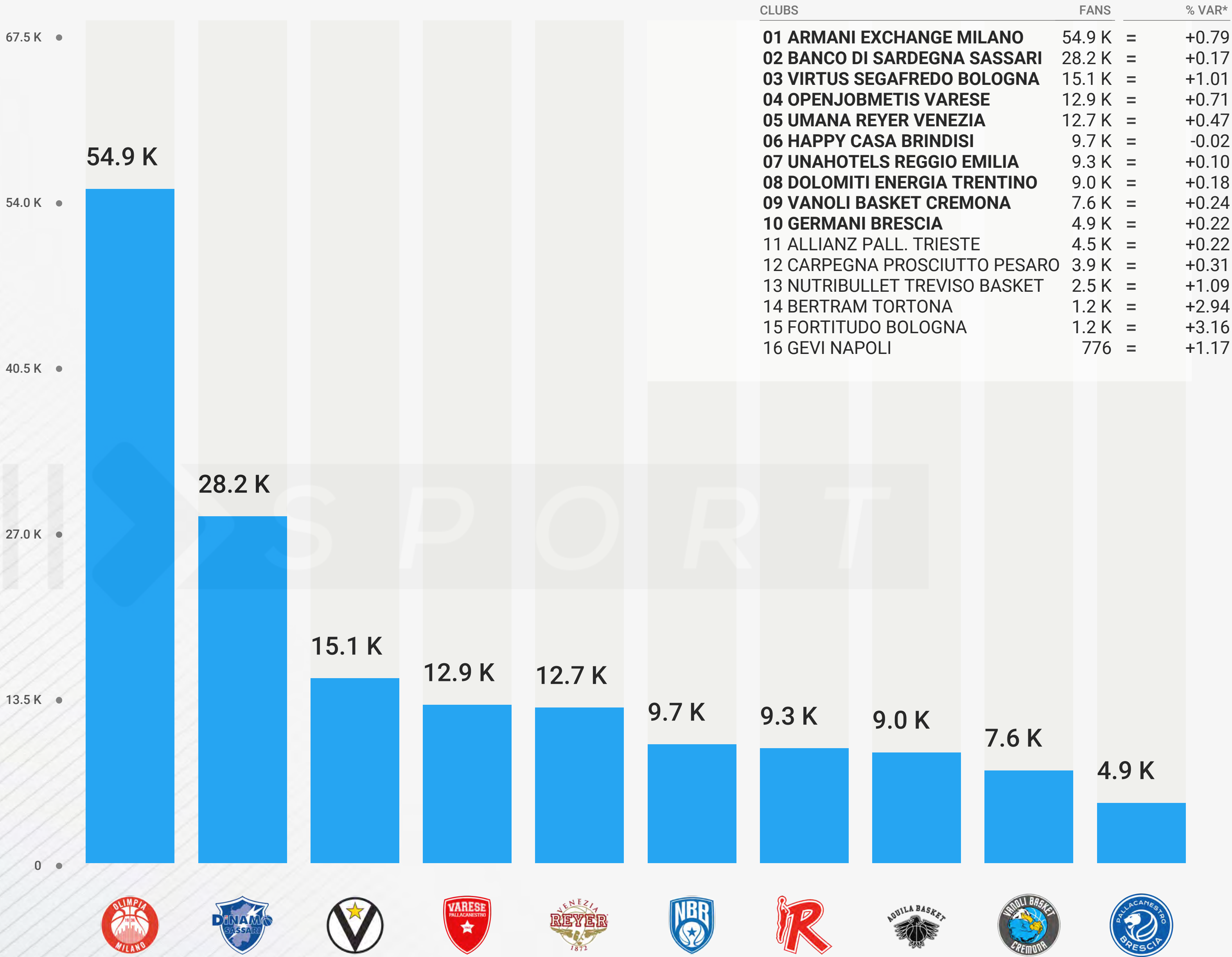
LBA SERIE A Twitter

TOTAL FANBASE

178 K



Ranking of the LBA Serie A basketball clubs on Twitter.



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

LBA SERIE A Instagram

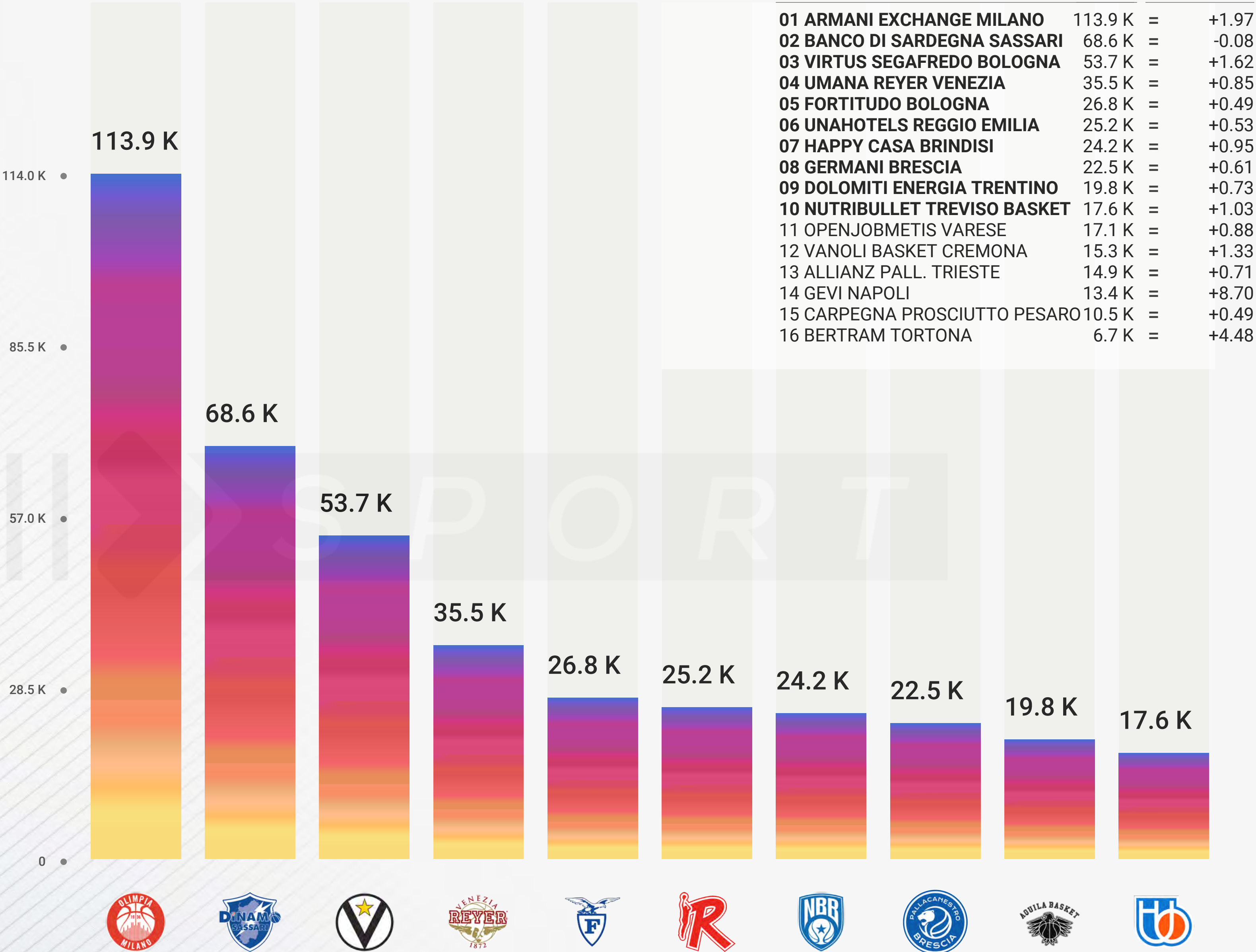


TOTAL FANBASE

486 K



Ranking of the LBA Serie A basketball clubs on Instagram.



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



LBA SERIE A YouTube

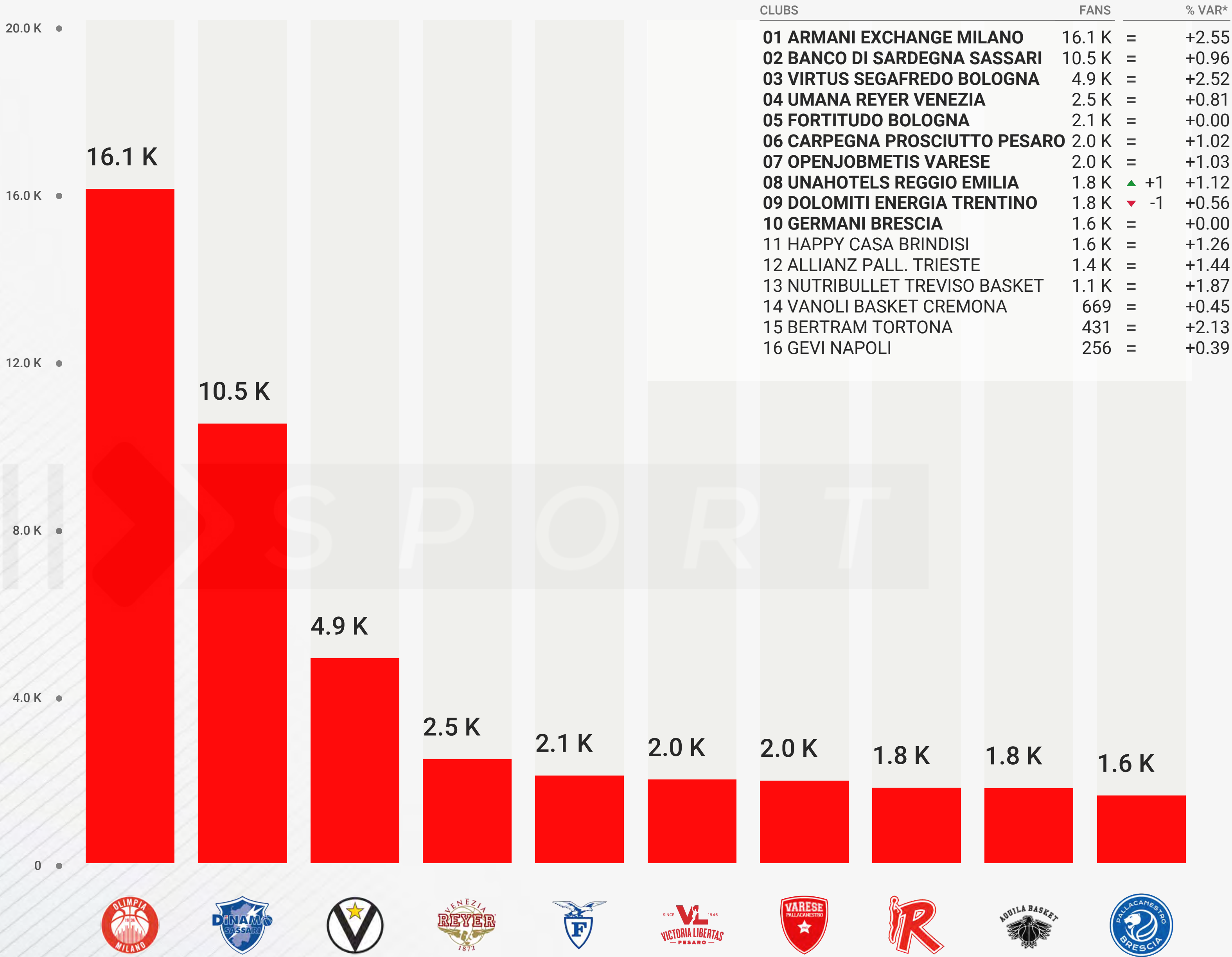


TOTAL FANBASE

51 K



Ranking of the LBA Serie A basketball clubs on YouTube.



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



LBA SERIE A Social

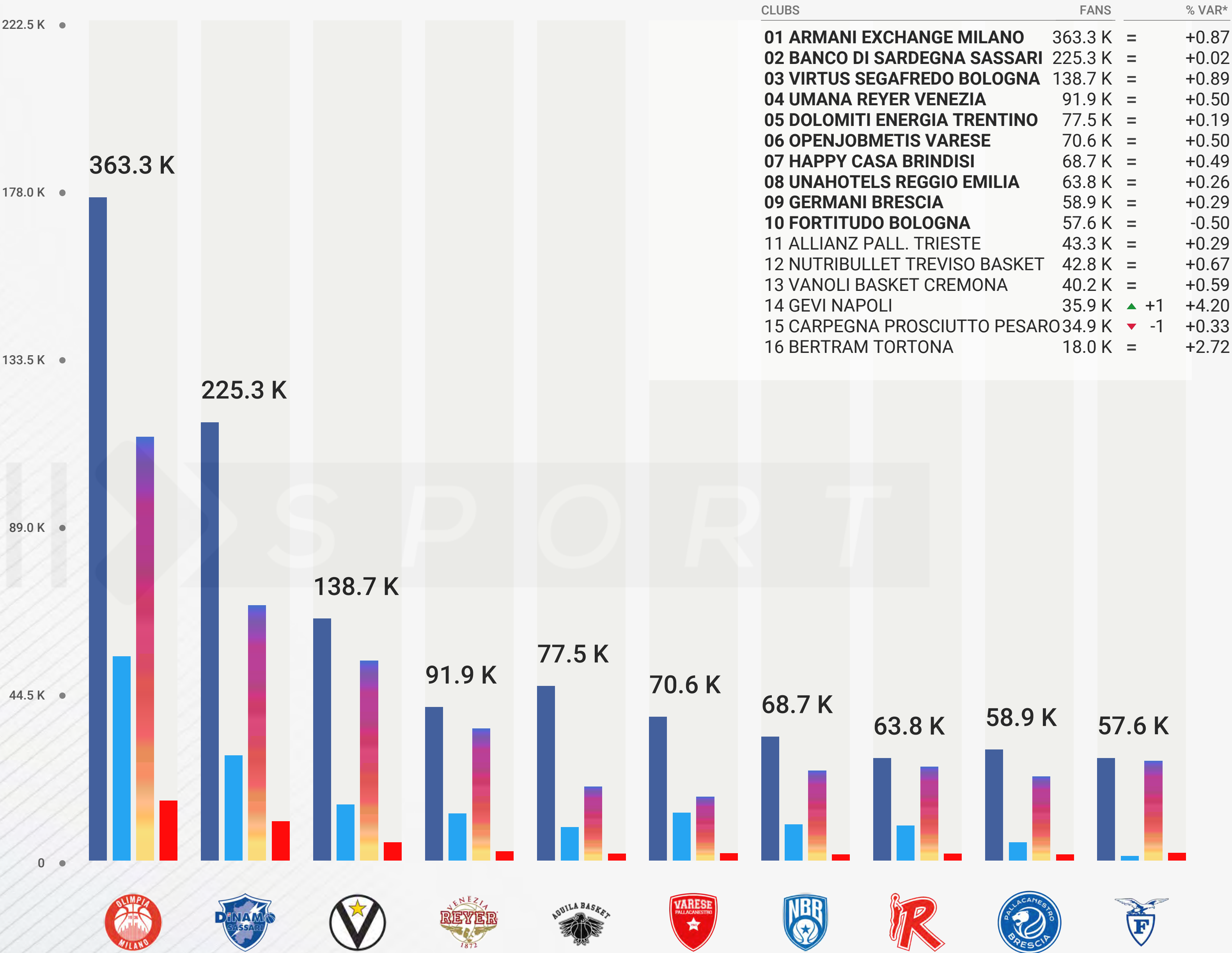


TOTAL FANBASE

1.4 M



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



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

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LBA SERIE A Brands

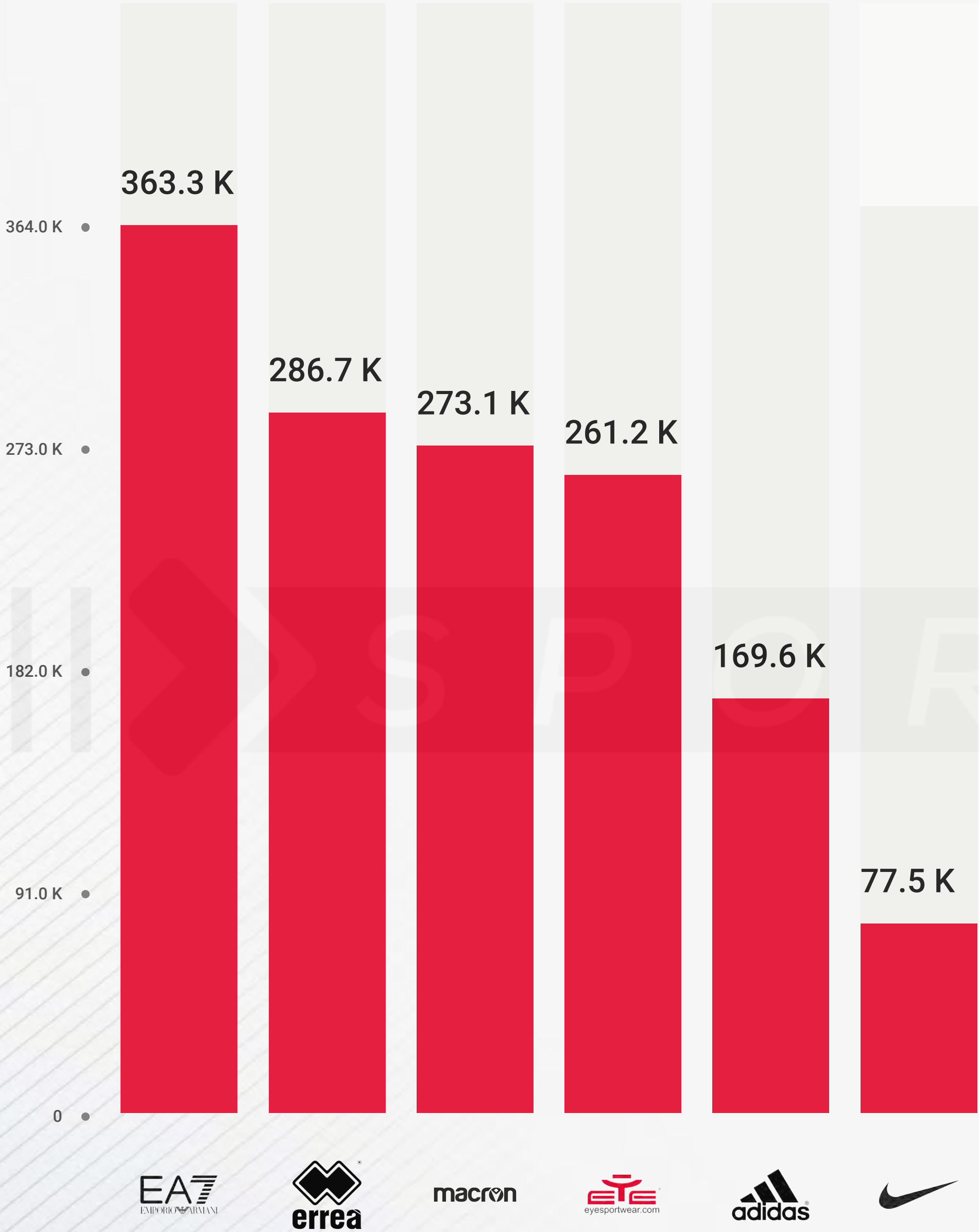


TOTAL FANBASE

1.4 M



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	% VAR*
01 EA7 EMPORIO ARMANI	363.3 K =	+0.87
02 ERREA	286.7 K =	+0.61
03 MACRON	273.1 K =	+0.64
04 EYE SPORT	261.2 K =	+0.57
05 ADIDAS	169.6 K =	+0.10
06 NIKE	77.5 K =	+0.19

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



LBA SERIE A Brands



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



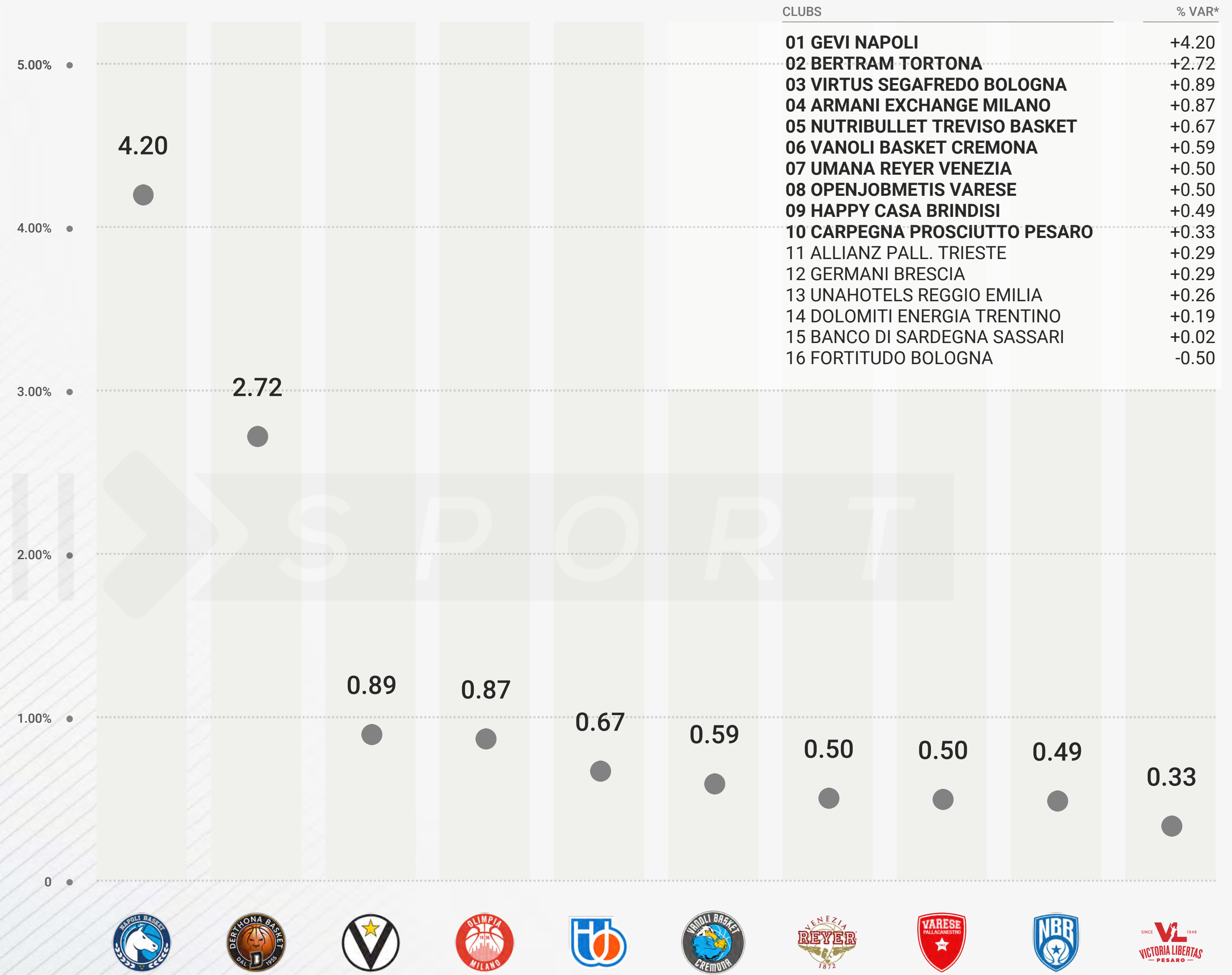
*[from October 19, 2021 to November 16, 2021]

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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.



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

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ITALY Snapshot / LNP Serie A2 Girone Verde



14

CLUBS

Total LNP Serie A2
Girone Verde Basketball
Clubs analyzed.

9

BRANDS

Total LNP Serie A2
Girone Verde sport
brands analyzed.

298 K

+ 0.48%*

FANS

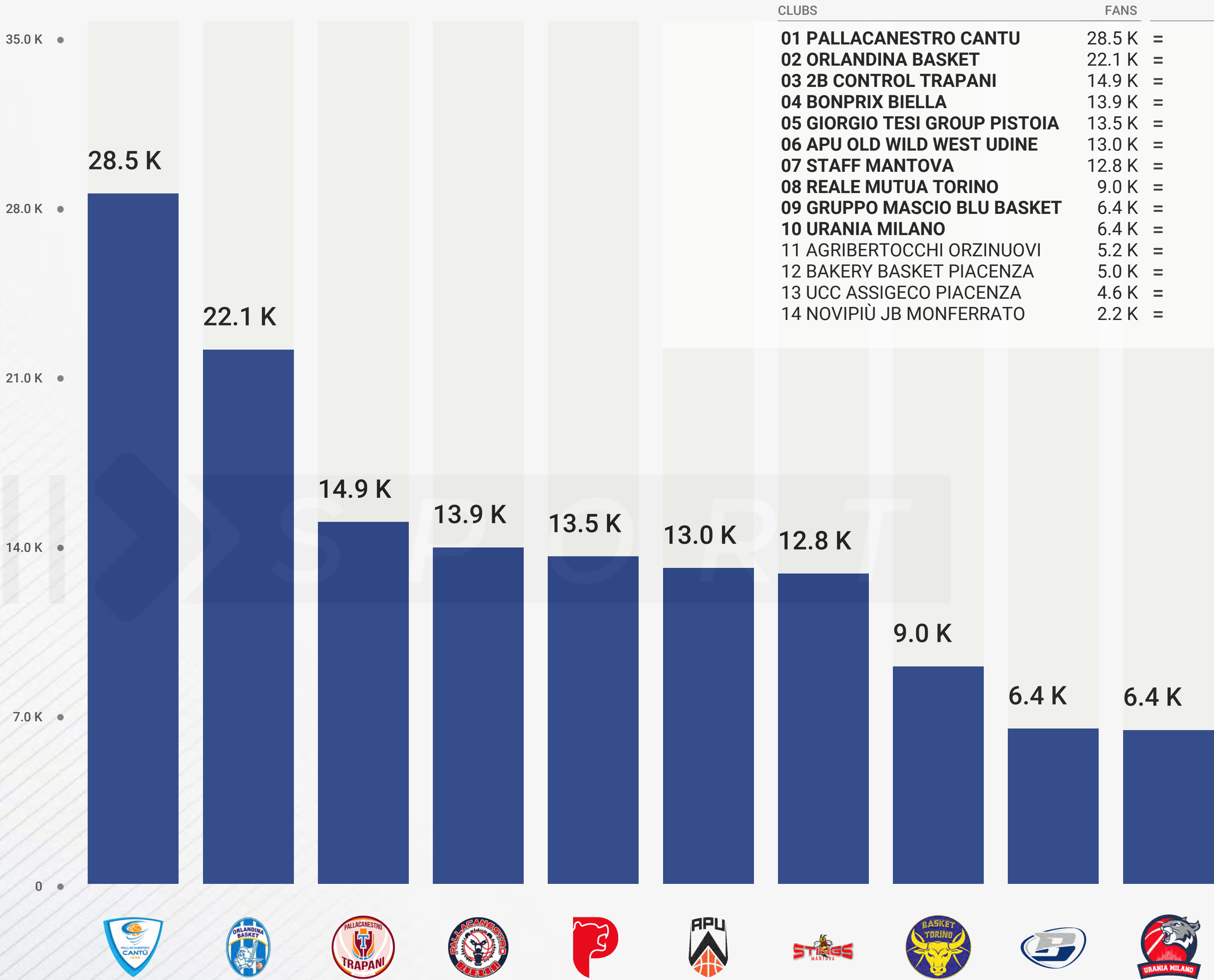
Total Facebook, Twitter,
Instagram, YouTube fans of the
LNP Serie A2 Girone Verde
Basketball Clubs analyzed.

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

LNP SERIE A2 VERDE Facebook



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



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

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LNP SERIE A2 VERDE Twitter



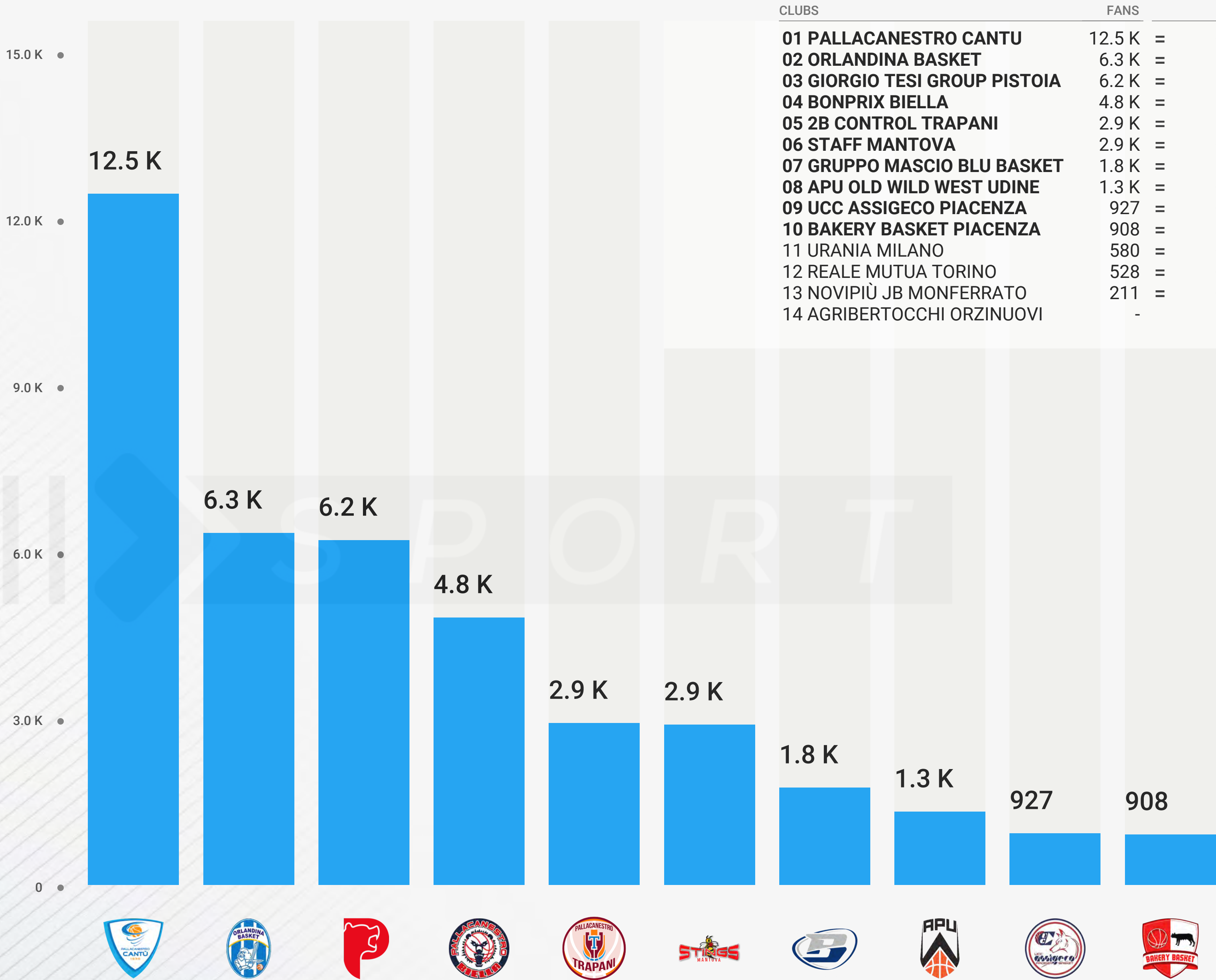
TOTAL FANBASE

42 K



OLD WILD WEST

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



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



LNP SERIE A2 VERDE Instagram



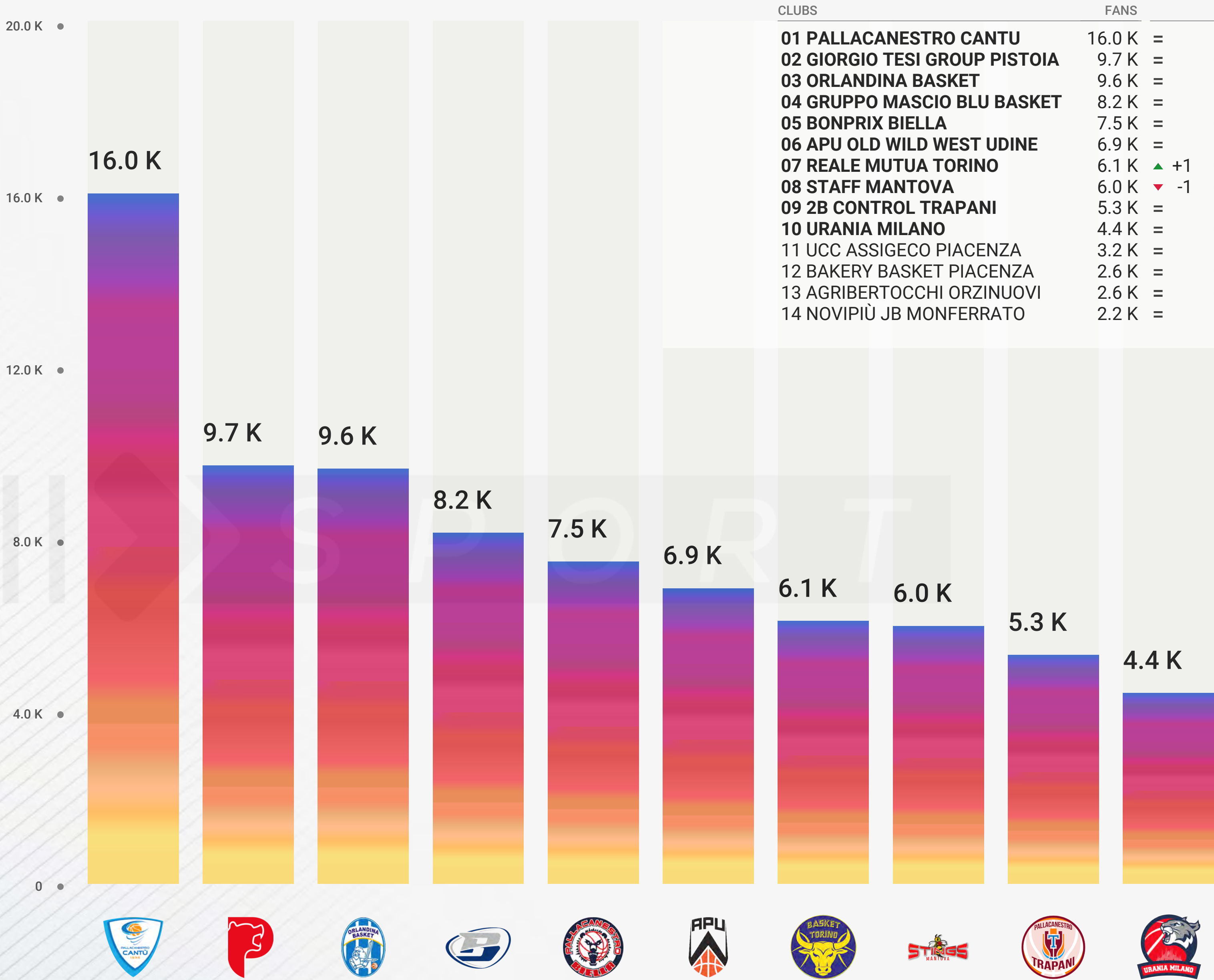
TOTAL FANBASE

90 K



OLD WILD WEST

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



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



LNP SERIE A2 VERDE YouTube

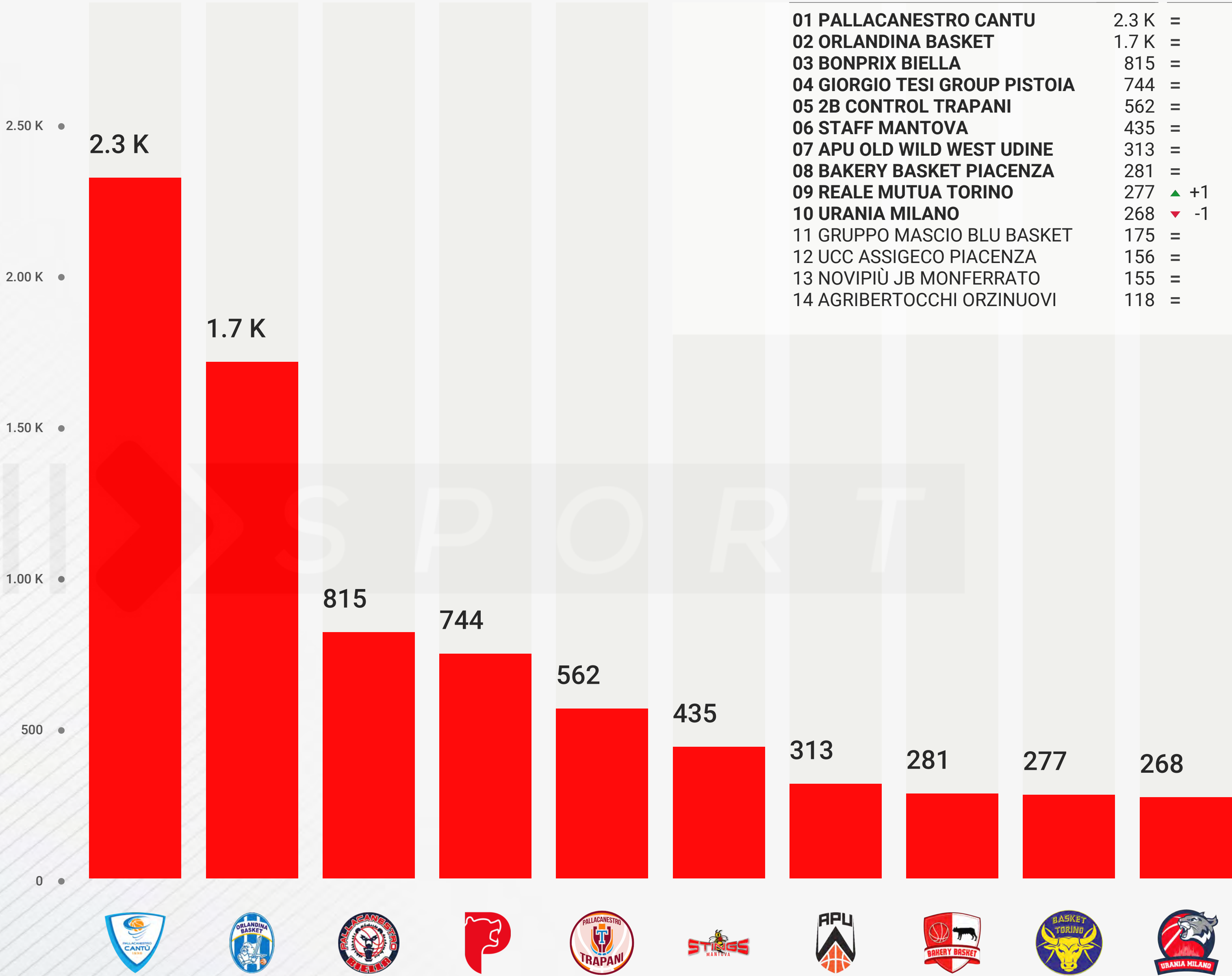


TOTAL FANBASE

8 K



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



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



LNP SERIE A2 VERDE Social

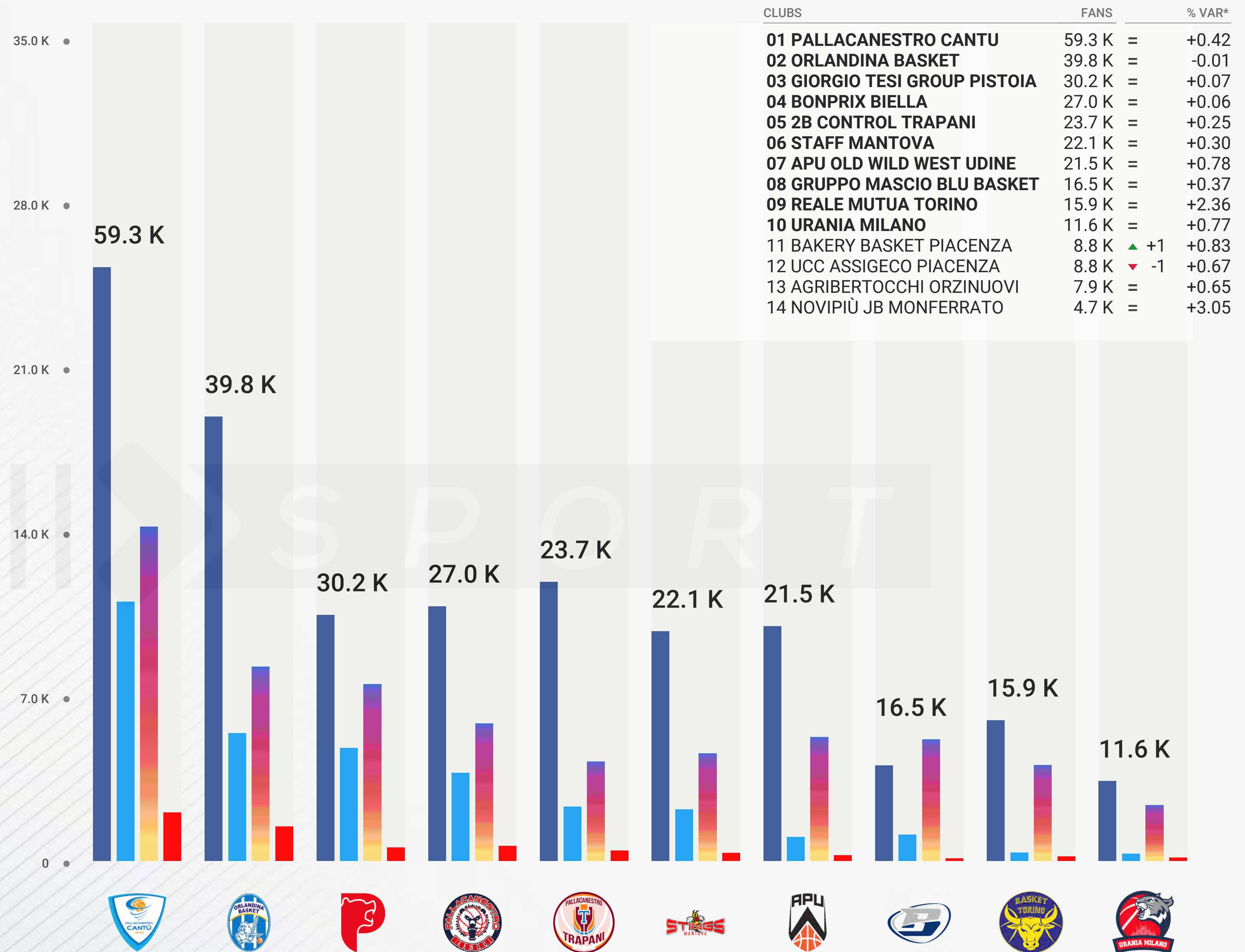


TOTAL FANBASE

298 K



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



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

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LNP SERIE A2 VERDE Brands

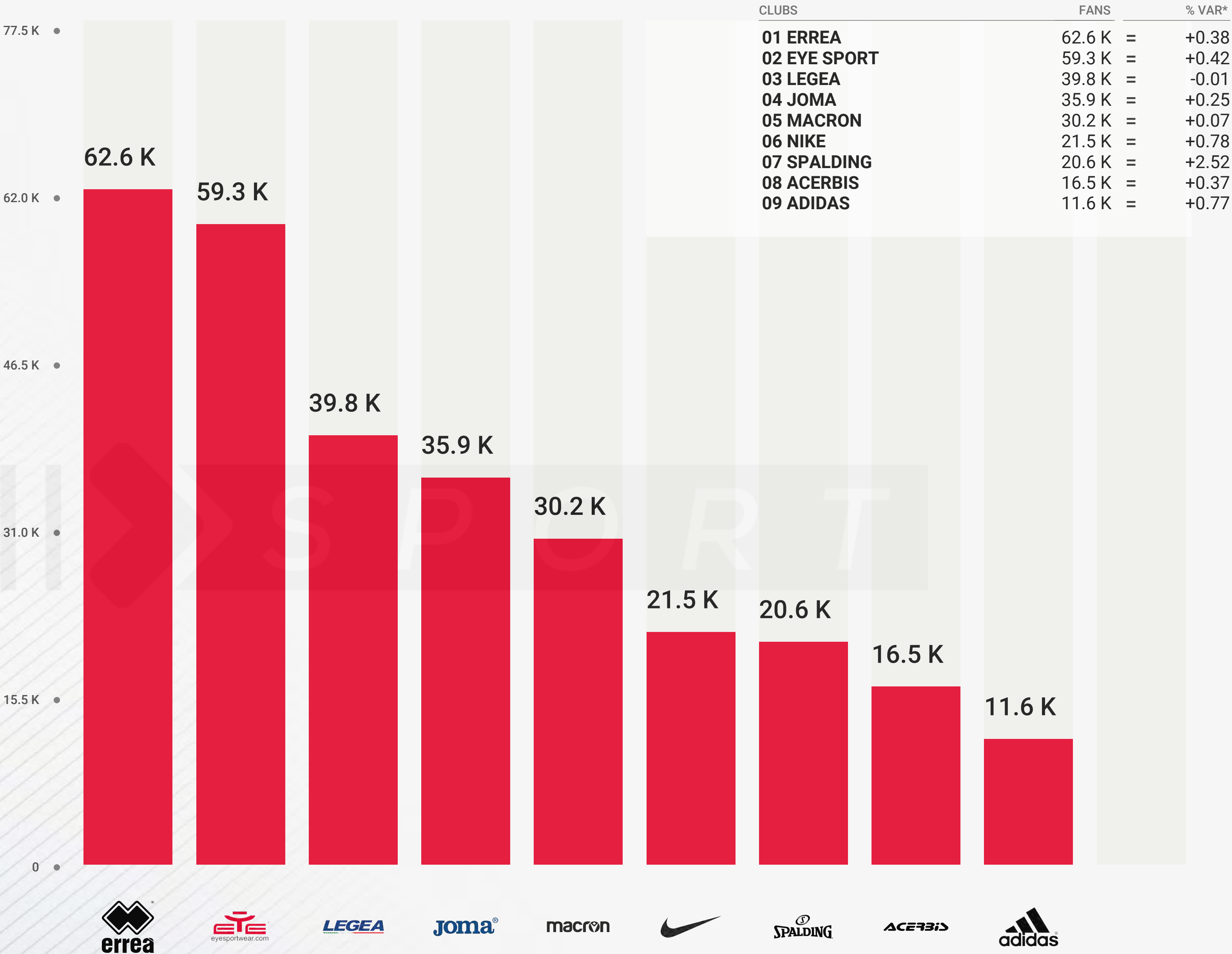


TOTAL FANBASE

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.



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



LNP SERIE A2 VERDE Brands



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



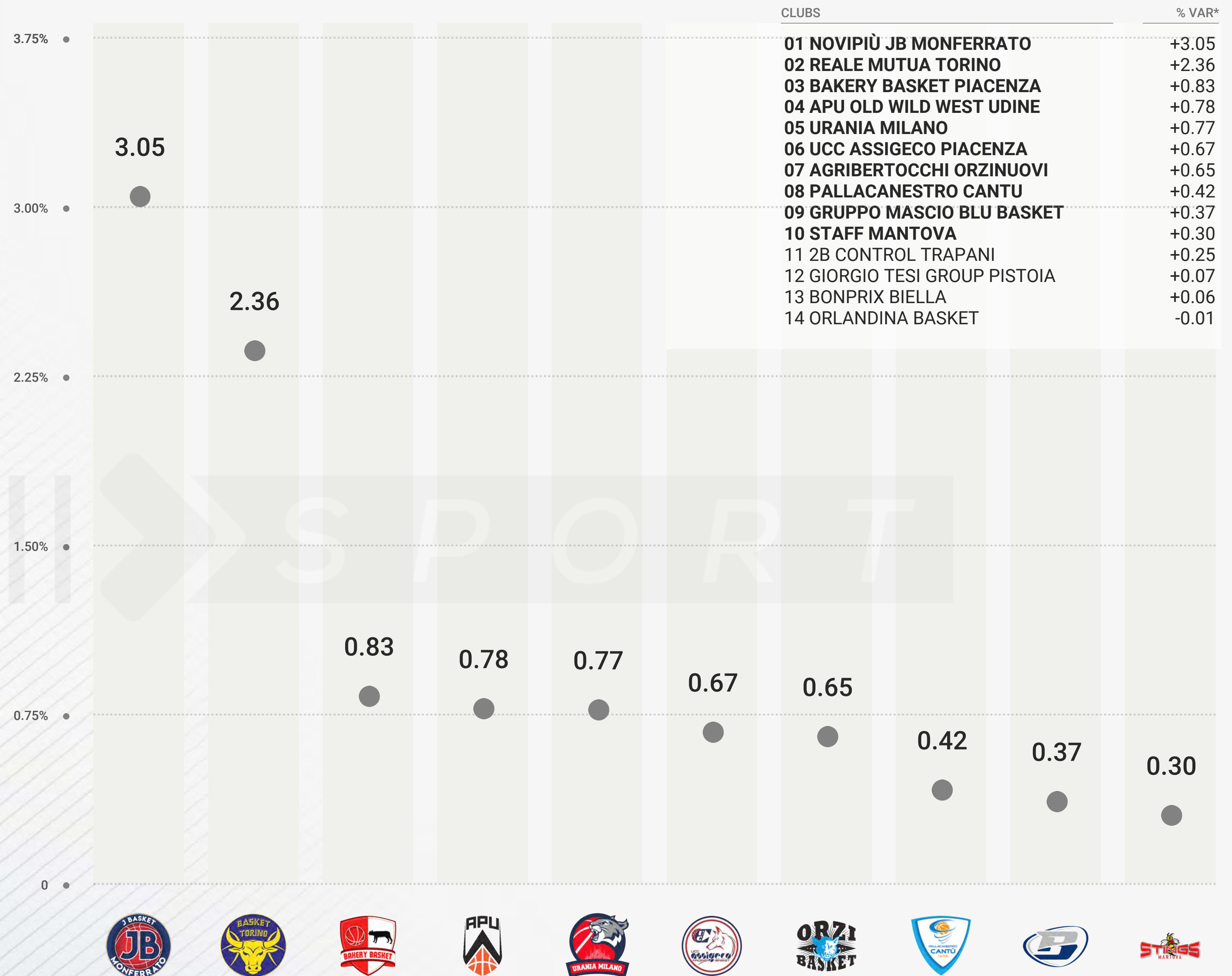
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LNP SERIE A2 VERDE Grown Up



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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ITALY Snapshot / LNP Serie A2 Girone Rosso



14

CLUBS

Total LNP Serie A2
Girone Rosso Basketball
Clubs analyzed.

12

BRANDS

Total LNP Serie A2
Girone Rosso sport
brands analyzed.

242 K

+ 0.45%*

FANS

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



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



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

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LNP SERIE A2 ROSSO Twitter



TOTAL FANBASE

17 K



OLD WILD WEST

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



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



LNP SERIE A2 ROSSO Instagram

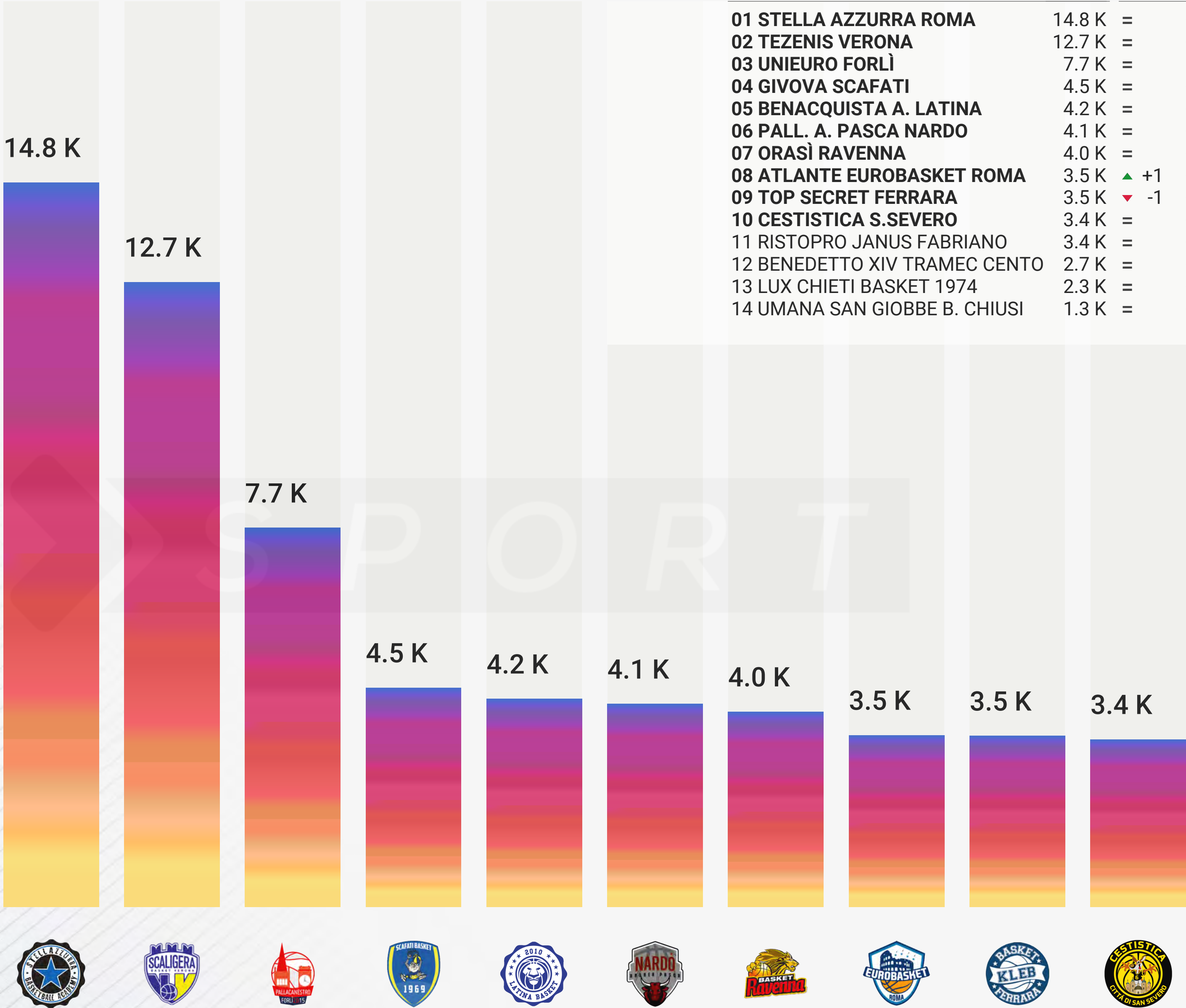


TOTAL FANBASE

72 K



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



CLUBS	FANS		% VAR*
01 STELLA AZZURRA ROMA	14.8 K	=	+1.20
02 TEZENIS VERONA	12.7 K	=	+0.28
03 UNIEURO FORLÌ	7.7 K	=	-0.05
04 GIVOVA SCAFATI	4.5 K	=	+1.32
05 BENACQUISTA A. LATINA	4.2 K	=	+0.69
06 PALL. A. PASCA NARDO	4.1 K	=	+0.61
07 ORASÌ RAVENNA	4.0 K	=	+1.61
08 ATLANTE EUROBASKET ROMA	3.5 K	▲ +1	+0.89
09 TOP SECRET FERRARA	3.5 K	▼ -1	+0.26
10 CESTISTICA S.SEVERO	3.4 K	=	+1.31
11 RISTOPRO JANUS FABRIANO	3.4 K	=	+1.10
12 BENEDETTO XIV TRAMEC CENTO	2.7 K	=	+1.55
13 LUX CHIETI BASKET 1974	2.3 K	=	+1.51
14 UMANA SAN GIOBBE B. CHIUSI	1.3 K	=	+2.45

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



LNP SERIE A2 ROSSO **YouTube**



TOTAL FANBASE

10 K


LEGA NAZIONALE PALLACANESTRO

OLD WILD WEST

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



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

LNP SERIE A2 ROSSO Social

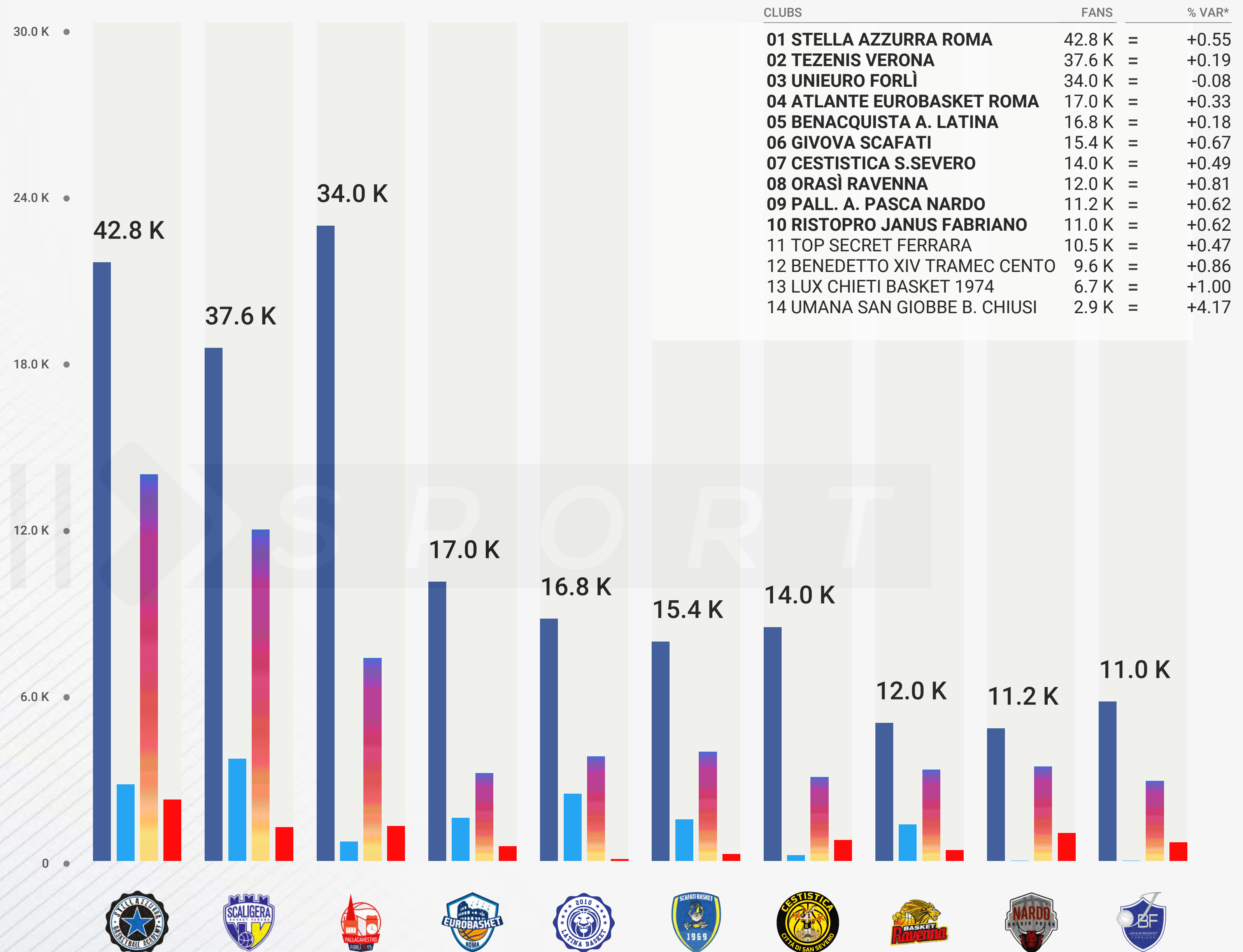


TOTAL FANBASE

242 K



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

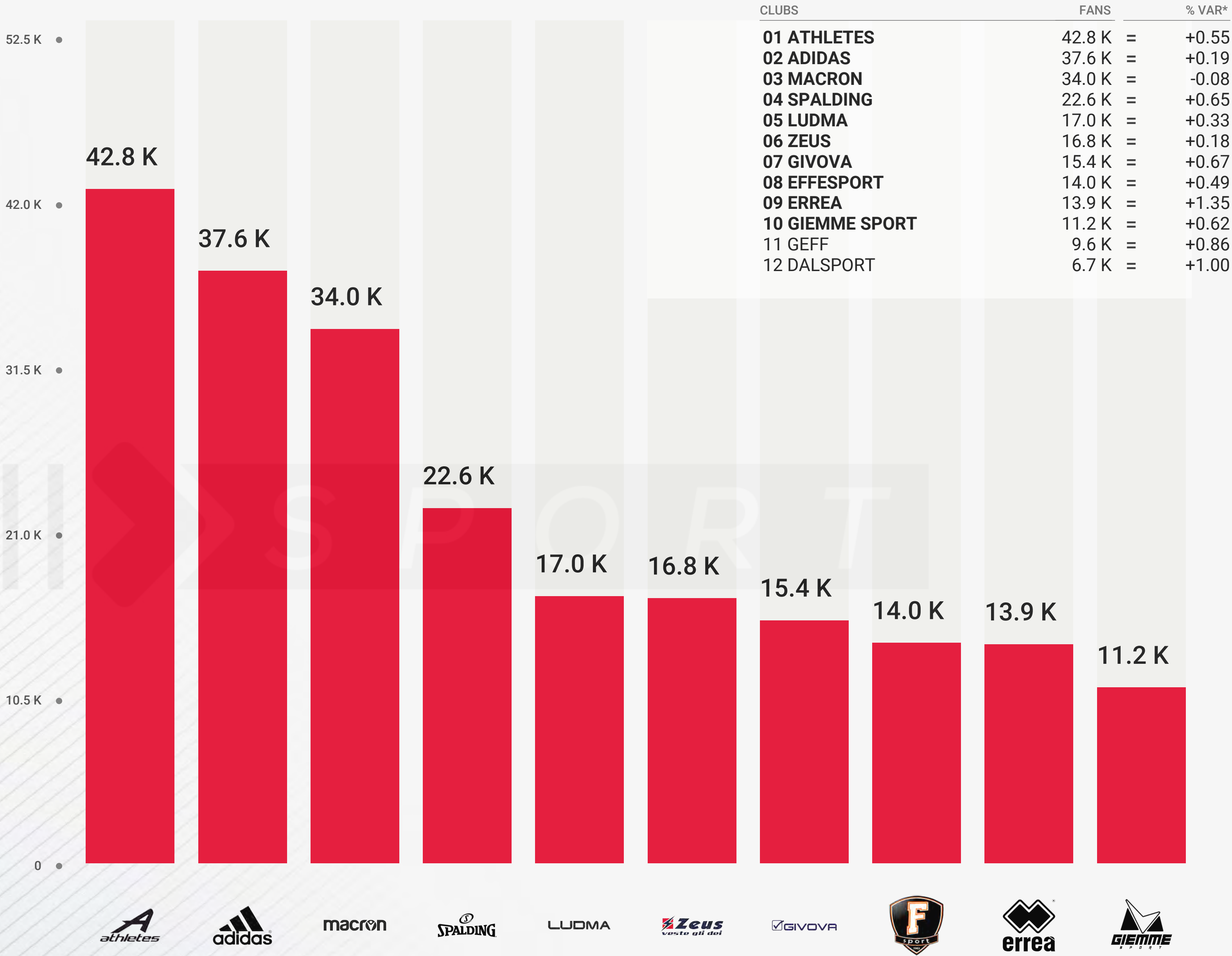


TOTAL FANBASE

242 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.



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LNP SERIE A2 ROSSO Brands

CLUBS

14

SPORT BRANDS

12

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



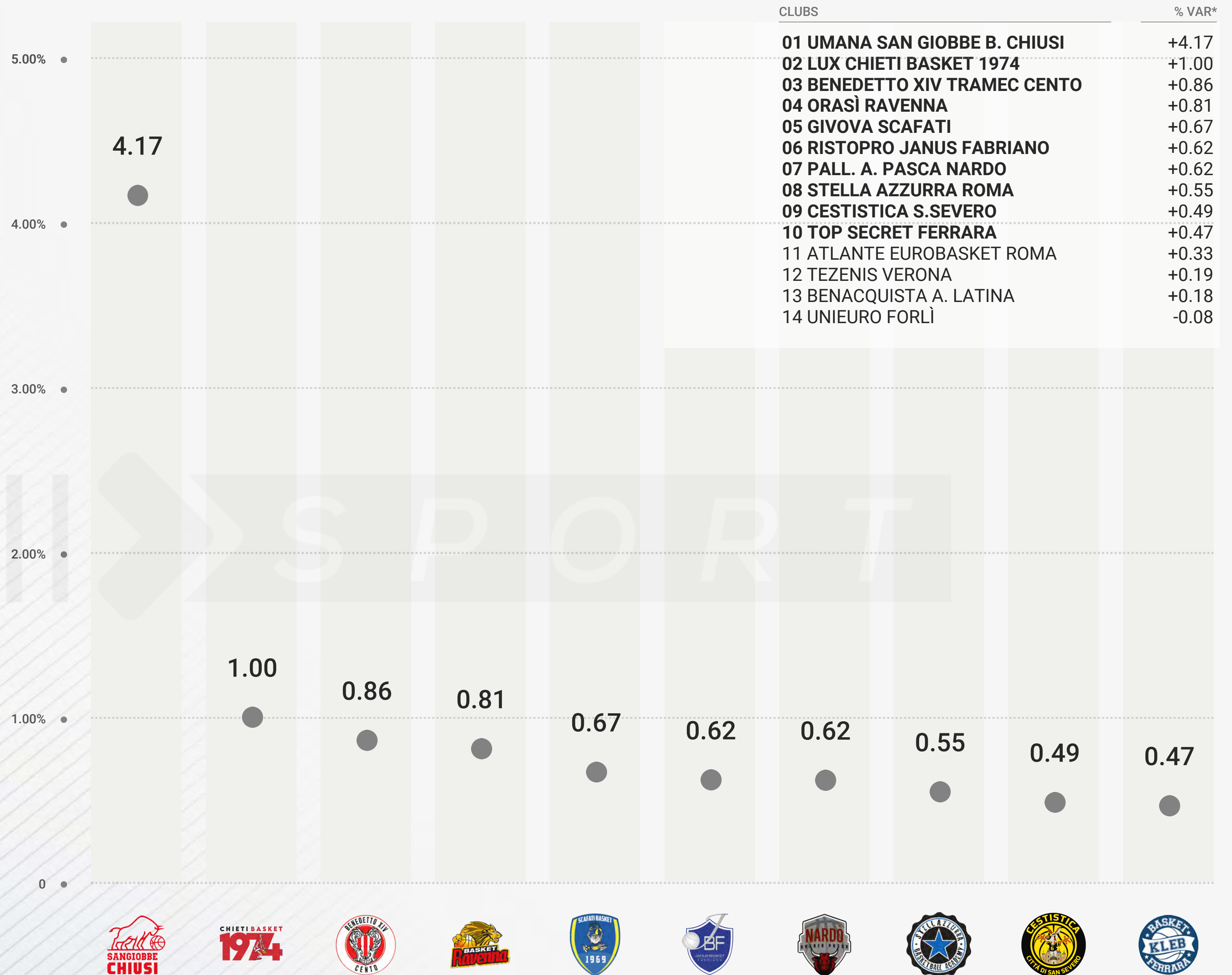
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LNP SERIE A2 ROSSO Grown Up



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



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

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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.

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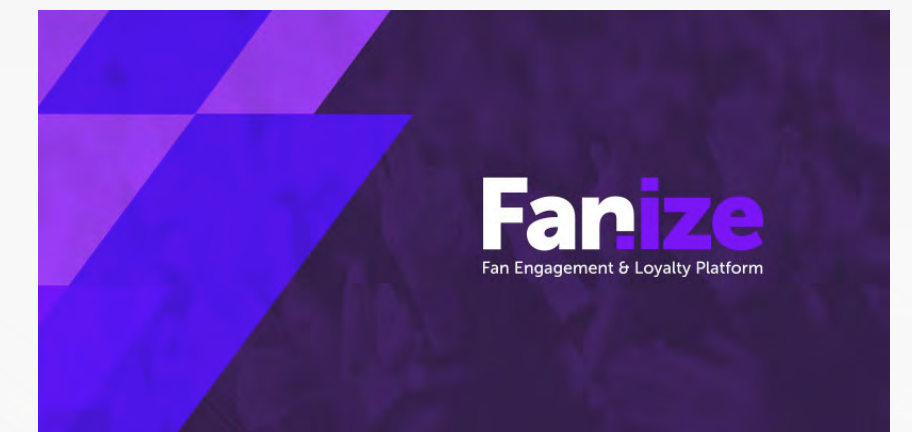


EXPERIENCE PLATFORM

Our end to end platform for integrated event management, live streaming, fan engagement and branded content.

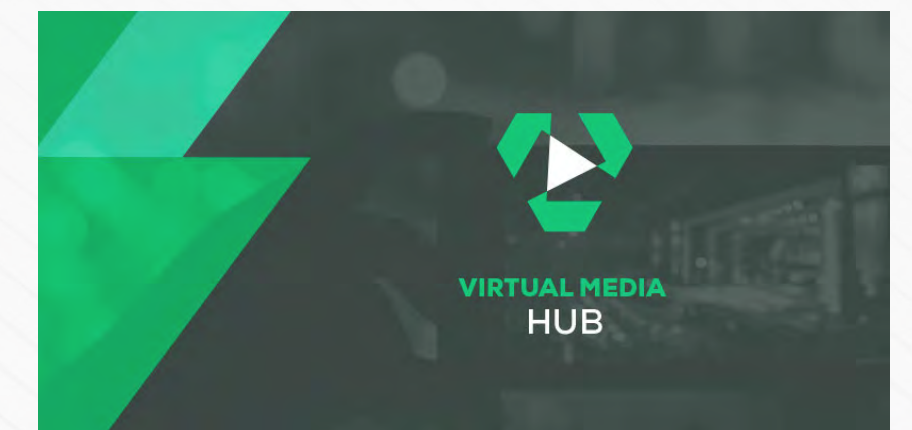
Fanize

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



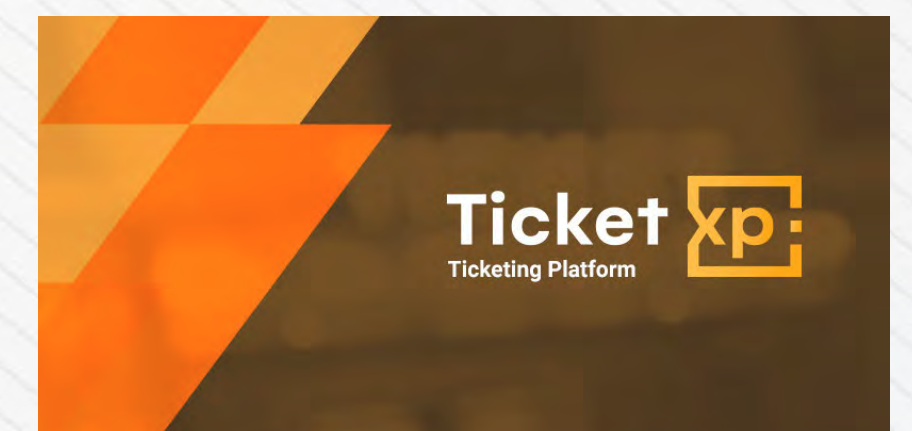
SportXP

Discover our Fan Engagement and Membership programs platform

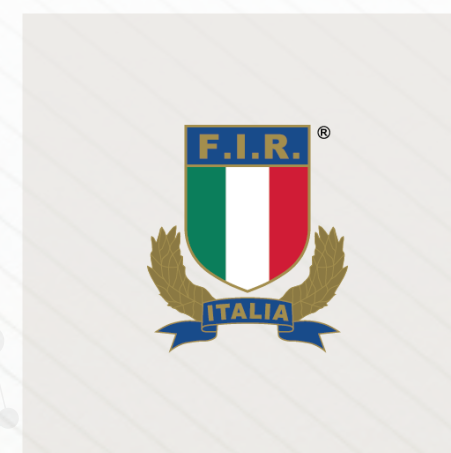


TicketXP

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 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.

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