

THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

EDITION N.38 // DECEMBER 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 European Football Club" Report is the monthly tool by IQUII Sport to monitor mens European football on social media!

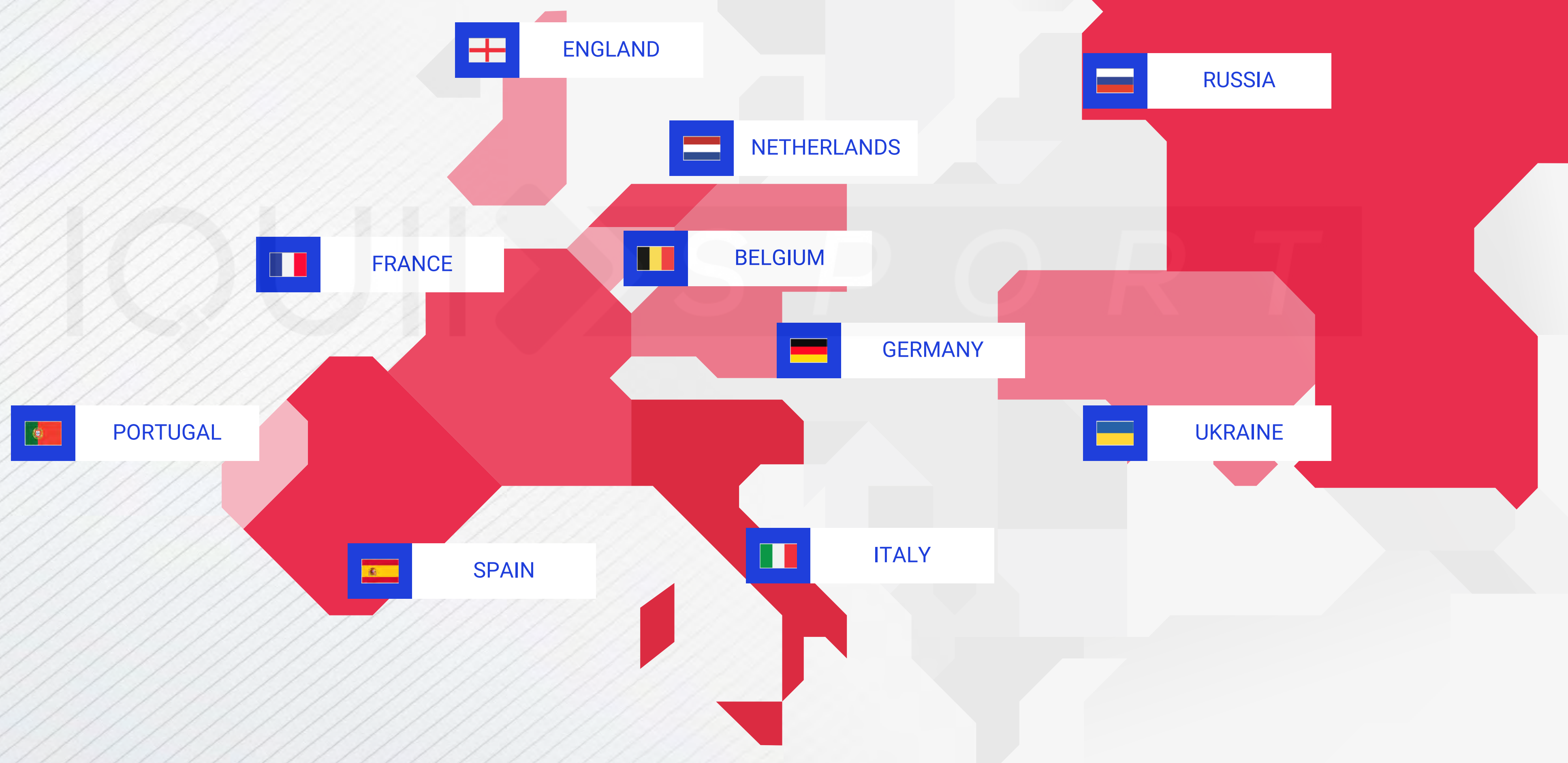
In our #TEFCReport you will find the analysis of 10 countries, 15 leagues and almost 300 clubs, to give you a complete picture about the presence and the performances of the major European football clubs and leagues.

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



Countries included in the clubs' analysis



EUROPE SnapShot / General

10

COUNTRIES

Total Countries analysed:
England, France, Germany, Italy,
Spain, Portugal, Russia, Belgium,
Netherlands and Ukraine.

288

CLUBS

Total football clubs analysed in
England, France, Germany, Italy,
Spain (1st and 2nd divisions) and
in Portugal, Russia, Belgium,
Netherlands and Ukraine (1st
divisions).

38

BRANDS

Total Sport Brands on jerseys
analysed in England, France,
Germany, Italy, Spain (1st and 2nd
divisions) and in Portugal, Russia,
Belgium, Netherlands and Ukraine
(1st divisions).

1.9 B

+ 0.70%*

FANS

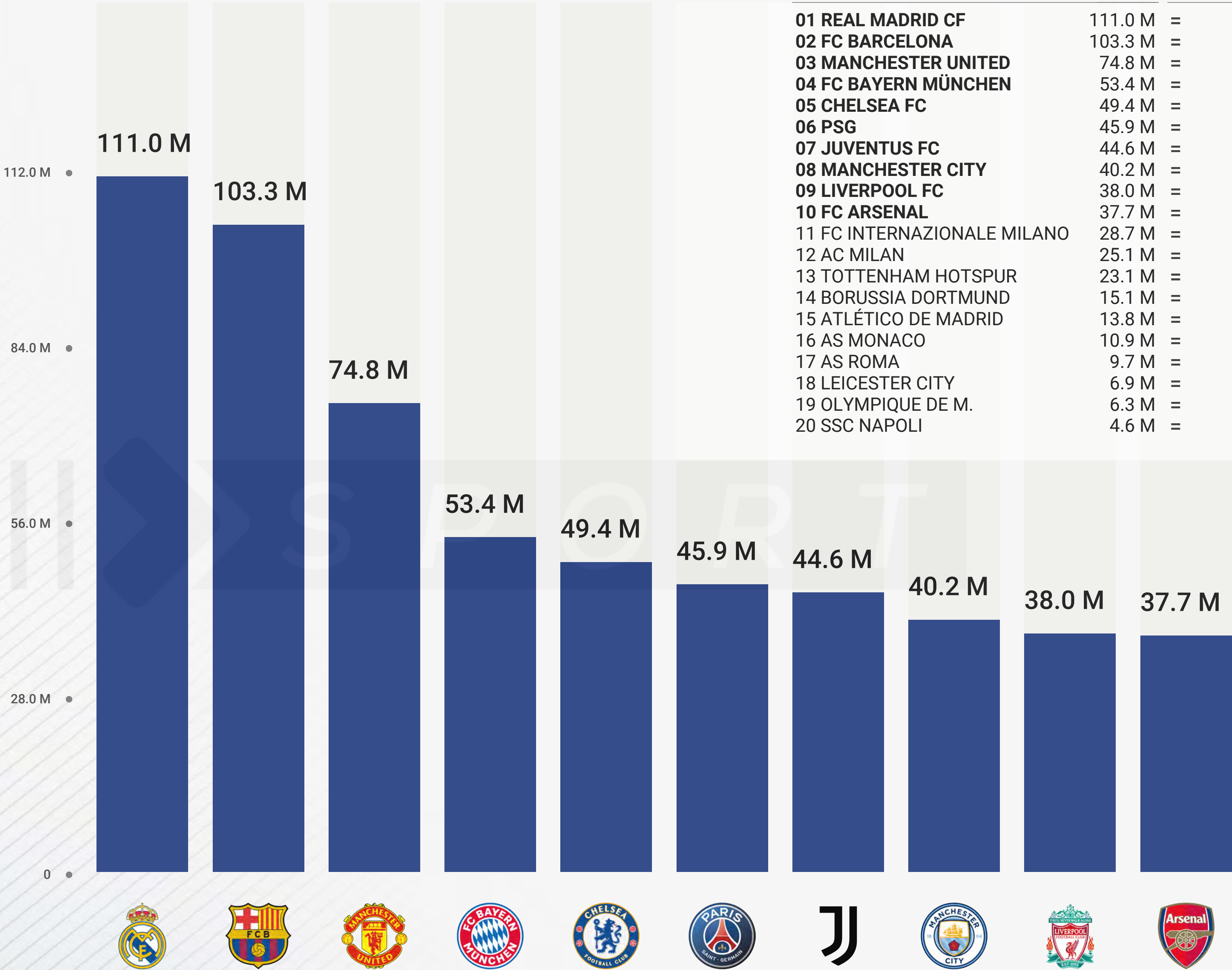
Total Facebook, Twitter,
Instagram, YouTube Fans of the
football clubs analysed.

EUROPE Facebook

f
TOTAL FANBASE
742.6 M



Ranking of the TOP 20 most followed European football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). FB data refers to Likes, not Followers.



EUROPE **Twitter**

TOTAL FANBASE
239.0 M



Ranking of the TOP 20 most followed European football clubs on Twitter.



*[from November 02, 2021 to November 30, 2021]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.).

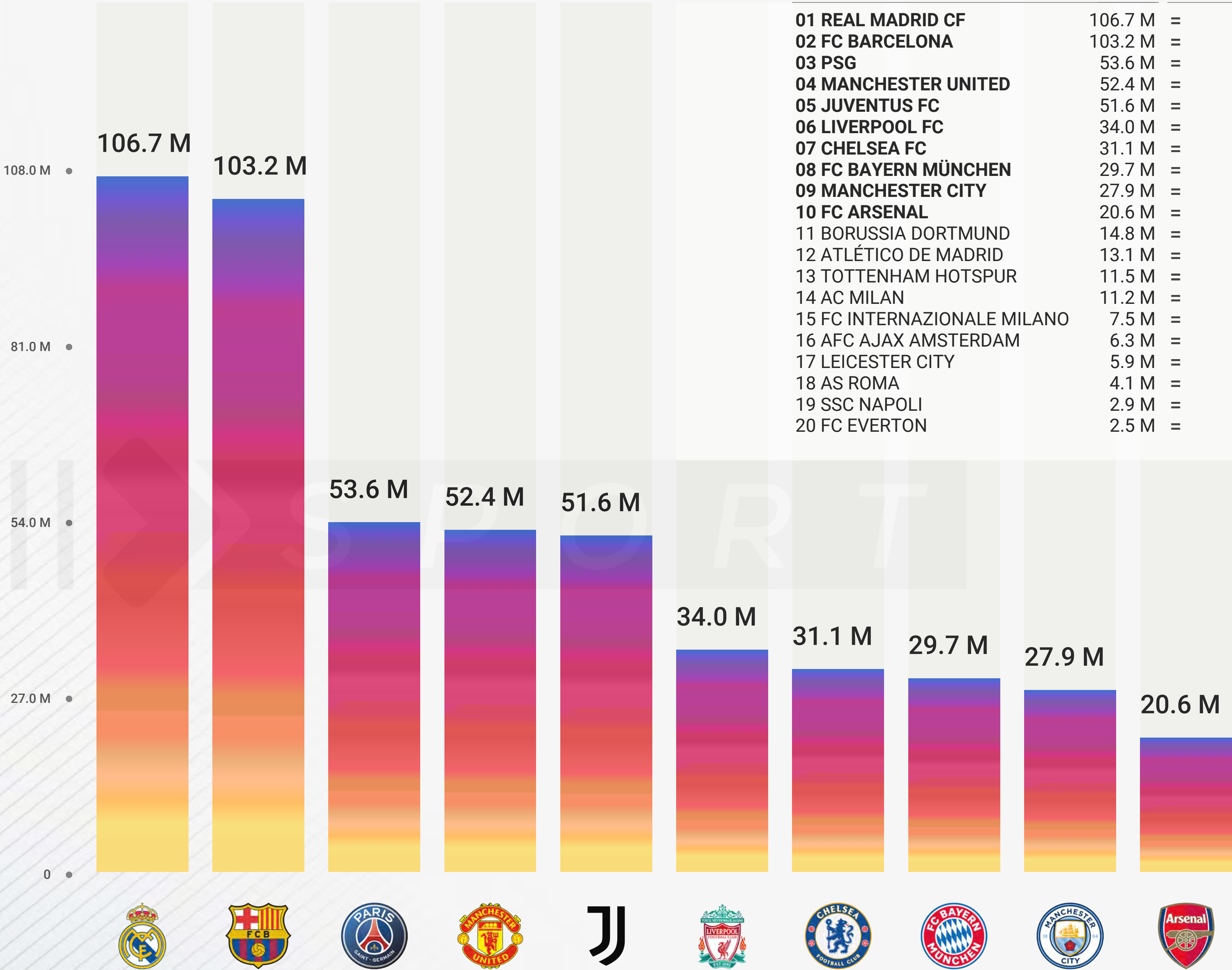


EUROPE Instagram

TOTAL FANBASE
590.6 M



Ranking of the TOP 20 most followed European football clubs on Instagram.



*[from November 02, 2021 to November 30, 2021]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.).



EUROPE YouTube

TOTAL FANBASE

60.8 M



Ranking of the TOP 20 most followed European football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). YT data is rounded (since provided in this format): this may alter variations.



EUROPE TikTok

TOTAL FANBASE
115.9 M



Ranking of the TOP 20
most followed European football
clubs on TikTok (only verified
profiles have been considered).



*[from November 02, 2021 to November 30, 2021]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). TT data is rounded (since provided in this format): this may alter variations.



EUROPE Social



TOTAL FANBASE

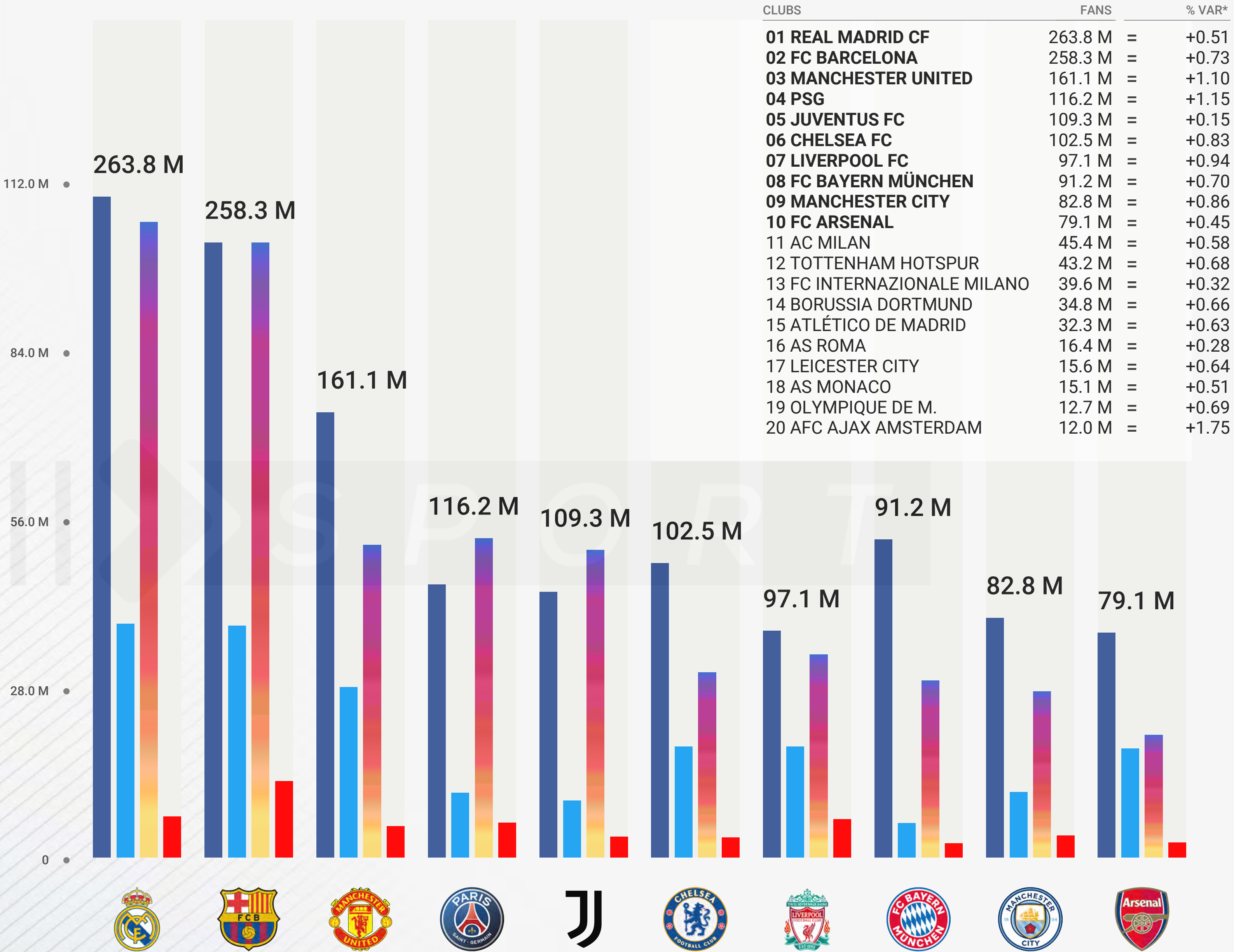
1.6 B



Ranking of the TOP 20 most followed European football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.

EUROPE Clubs

CLUBS
20
—
COUNTRIES
10

Social Media coverage of the countries analysed based on the presence of their related football clubs in the "European TOP 20 most followed teams" chart.

*[from November 02, 2021 to November 30, 2021]

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EUROPE Sport Brands



TOTAL FANBASE

28.5 B



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 288 sponsored European football clubs.



*[from November 02, 2021 to November 30, 2021]



EUROPE Sport Brands

CLUBS
288
—
SPORT BRANDS
38

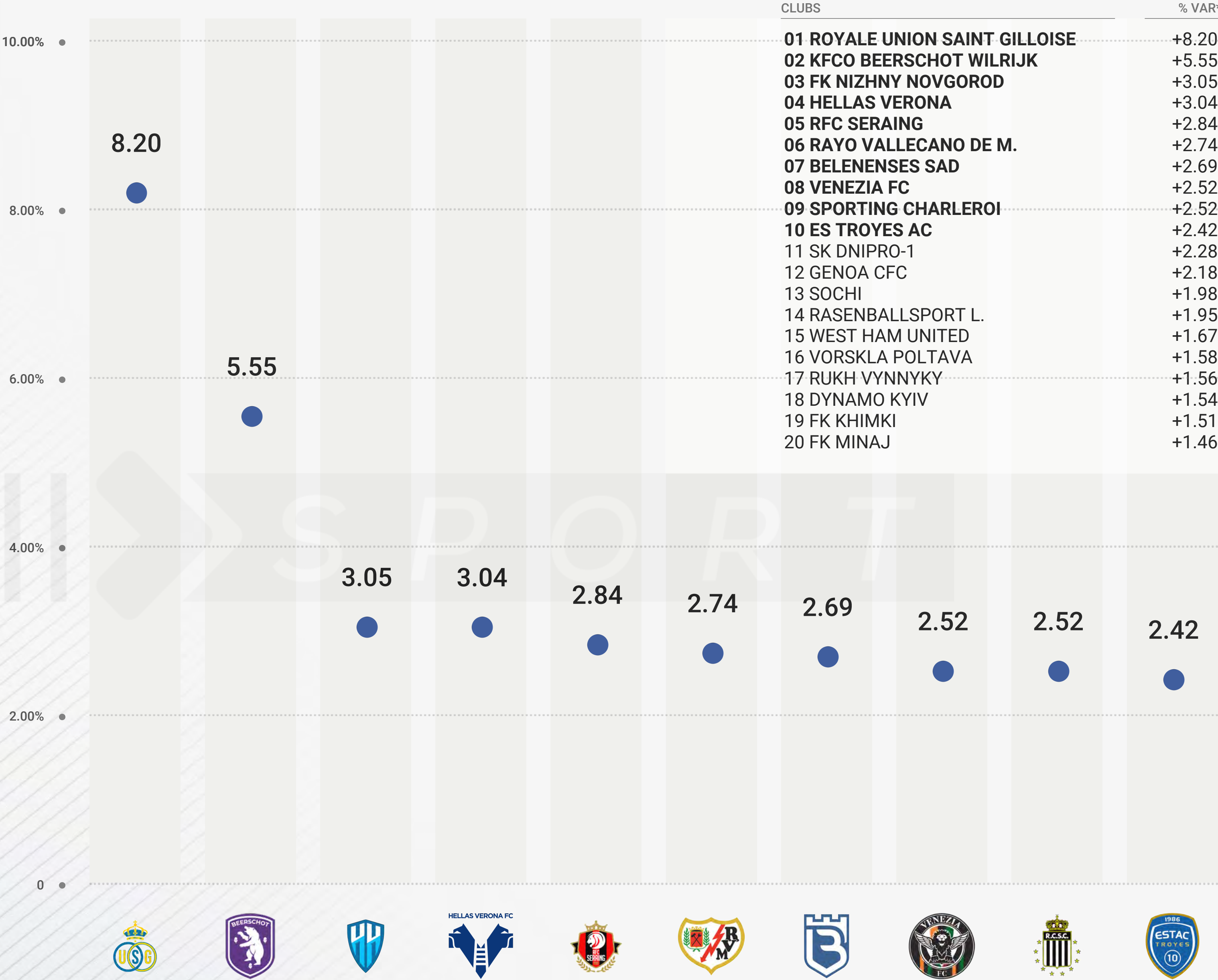
Sport Brands on jerseys coverage
in relation to the 288 sponsored
European football clubs.



EUROPE 1 Facebook



Ranking of the TOP 20 most grown up European football clubs playing in the 1° divisions.



*[from November 02, 2021 to November 30, 2021]

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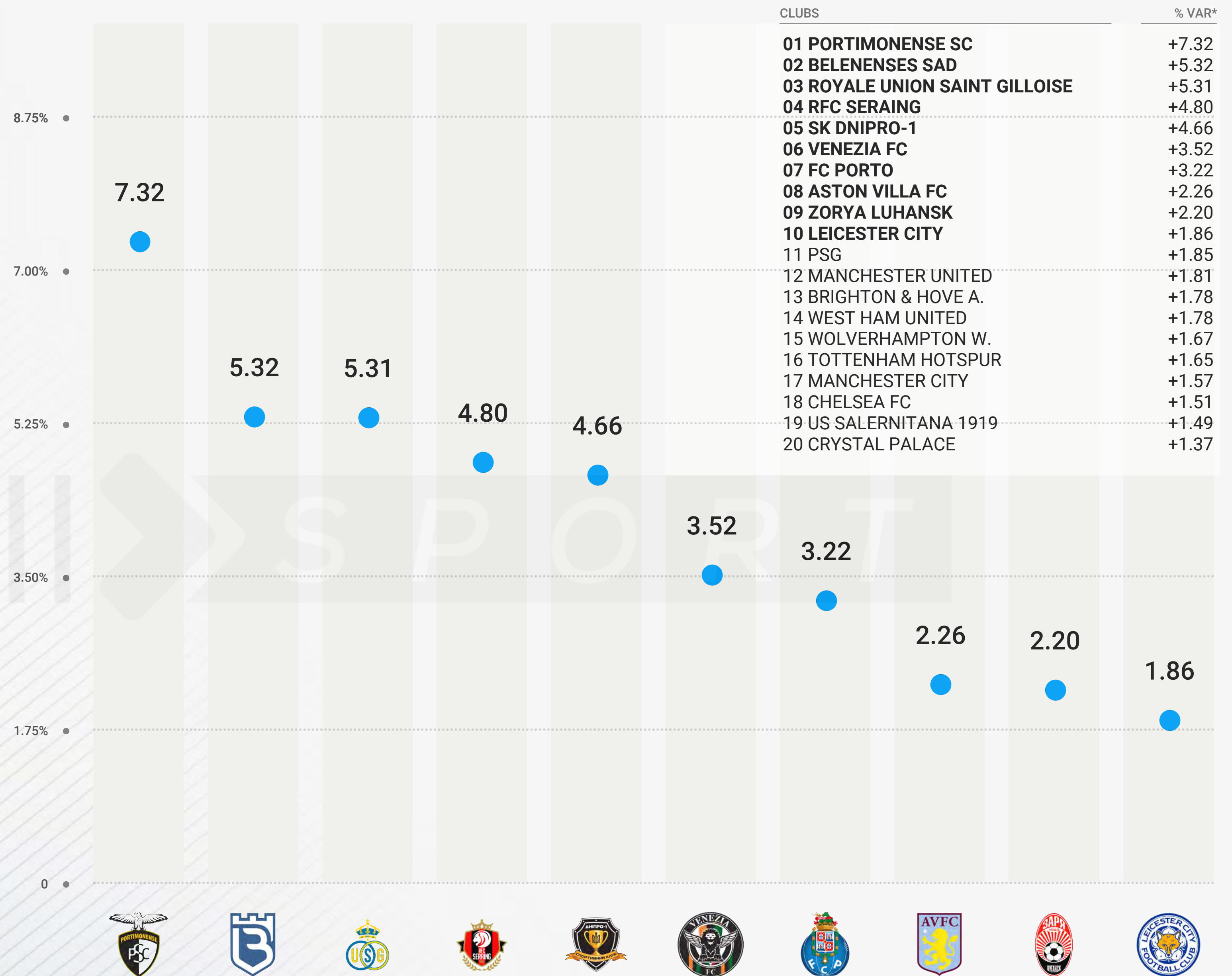
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions). FB data refers to Likes, not Followers.



EUROPE 1 Twitter



Ranking of the TOP 20 most grown up European football clubs playing in the 1° divisions.



*[from November 02, 2021 to November 30, 2021]

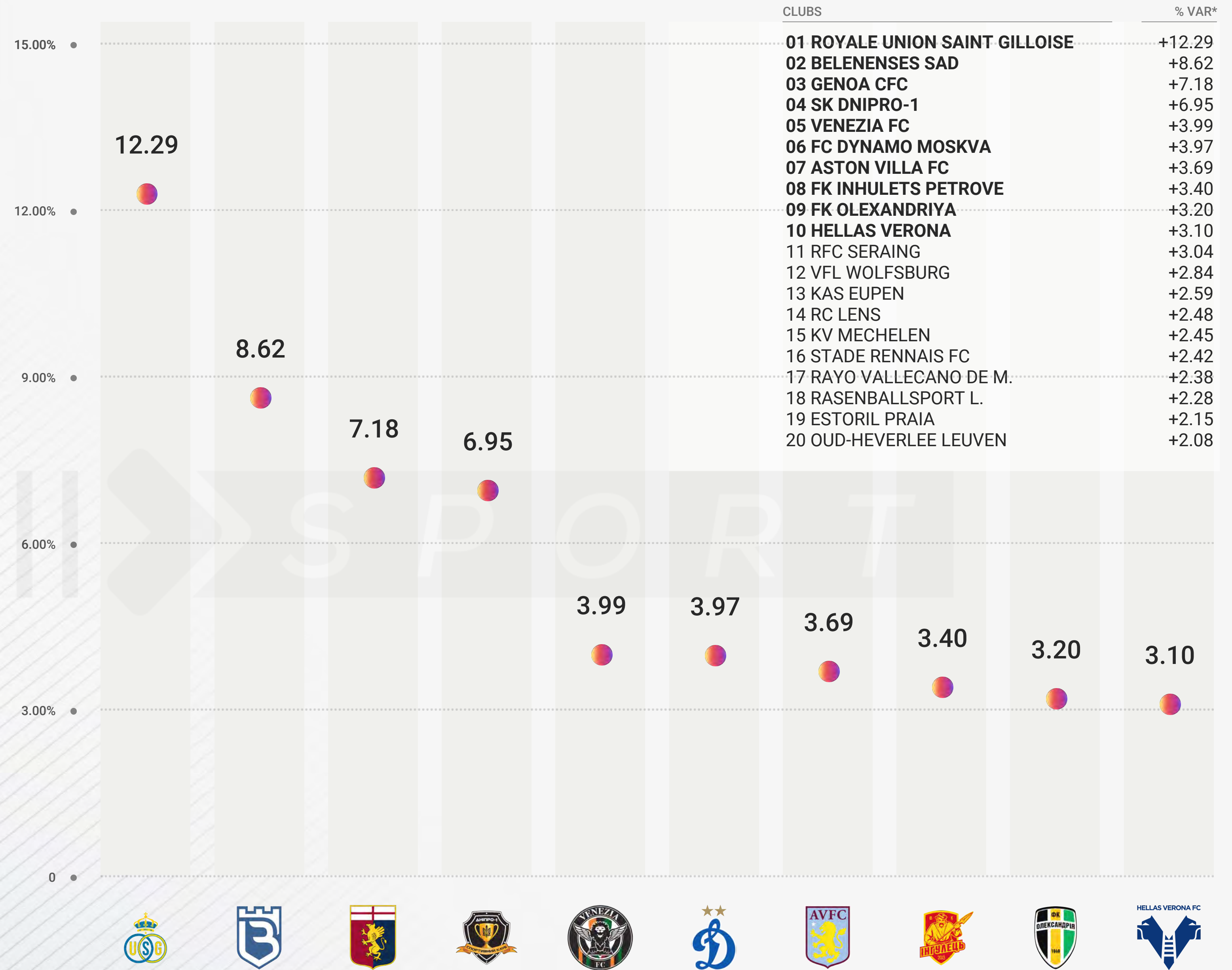
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The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).

EUROPE 1 Instagram



Ranking of the TOP 20 most grown up European football clubs playing in the 1° divisions.



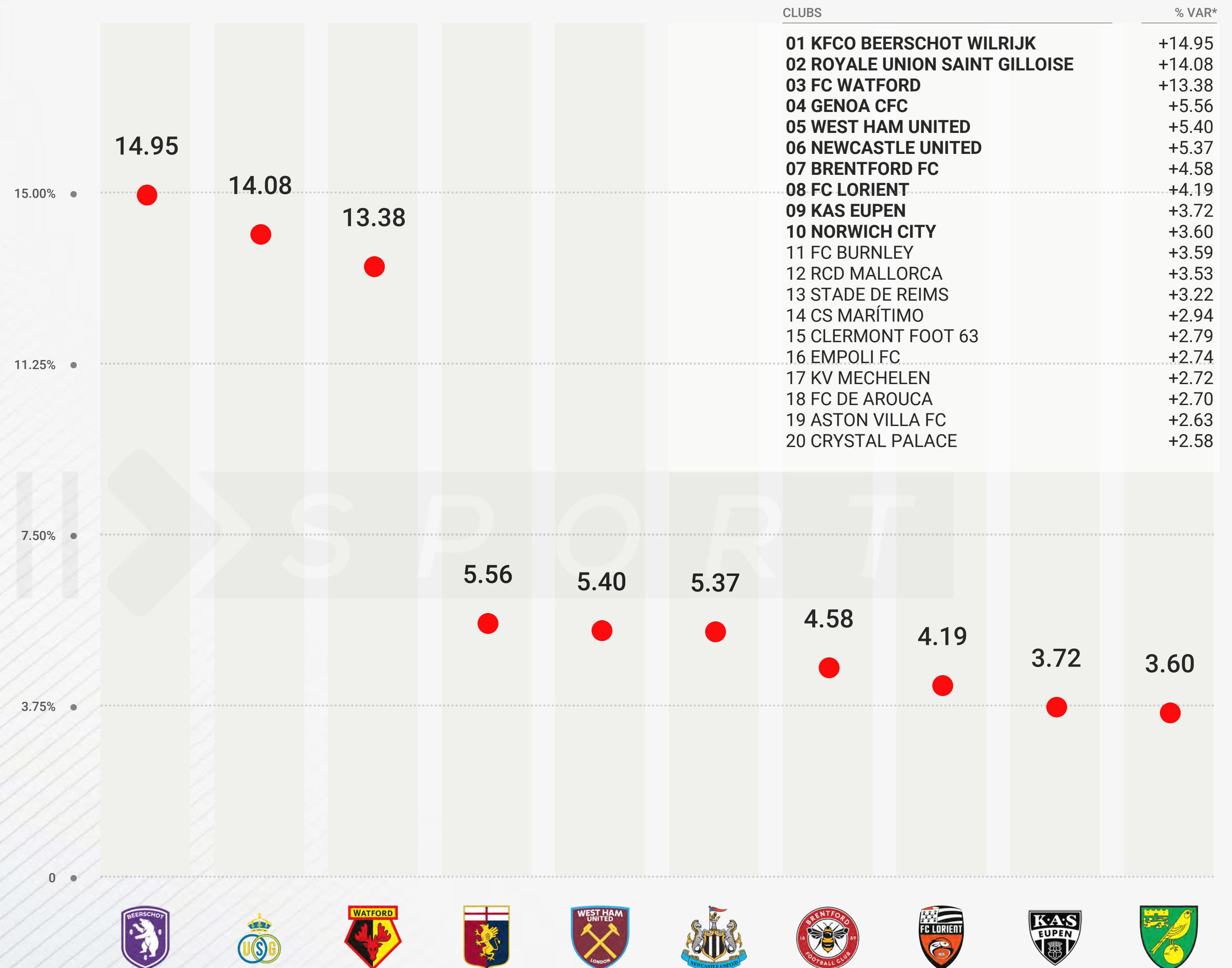
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The countries considered are ENG, FRA, GER, ITA, SPA, POR, RUS, BEL, NED and UKR (1° divisions).



Ranking of the TOP 20 most grown up European football clubs playing in the 1° divisions.



*[from November 02, 2021 to November 30, 2021]

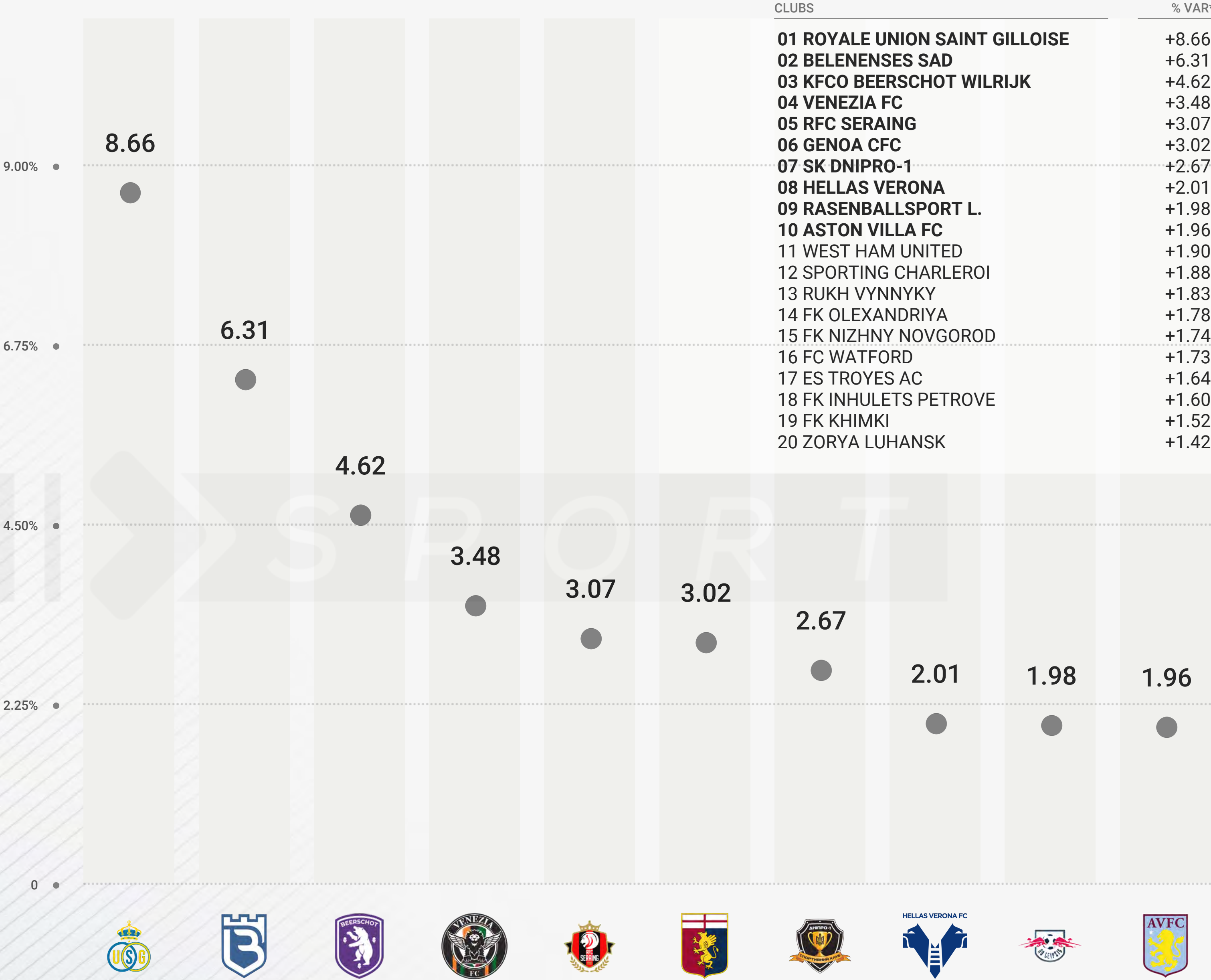
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The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions). YT data is rounded (since provided in this format): this may alter variations.

EUROPE 1 Social



Ranking of the TOP 20 most grown up European football clubs playing in the 1° divisions.



*[from November 02, 2021 to November 30, 2021]

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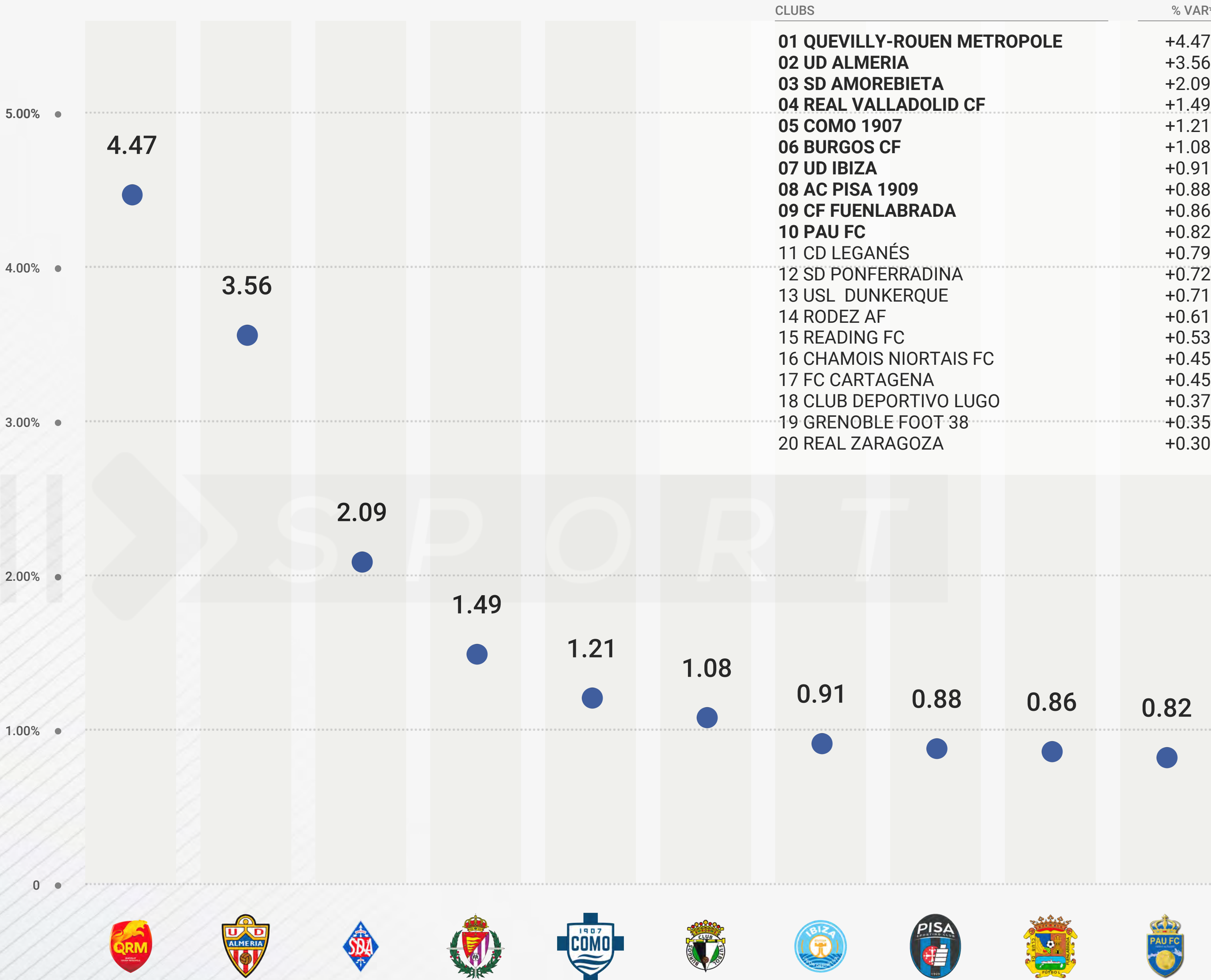
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions). FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



EUROPE 2 Facebook



Ranking of the TOP 20 most grown up European football clubs playing in the 2° divisions.



*[from November 02, 2021 to November 30, 2021]

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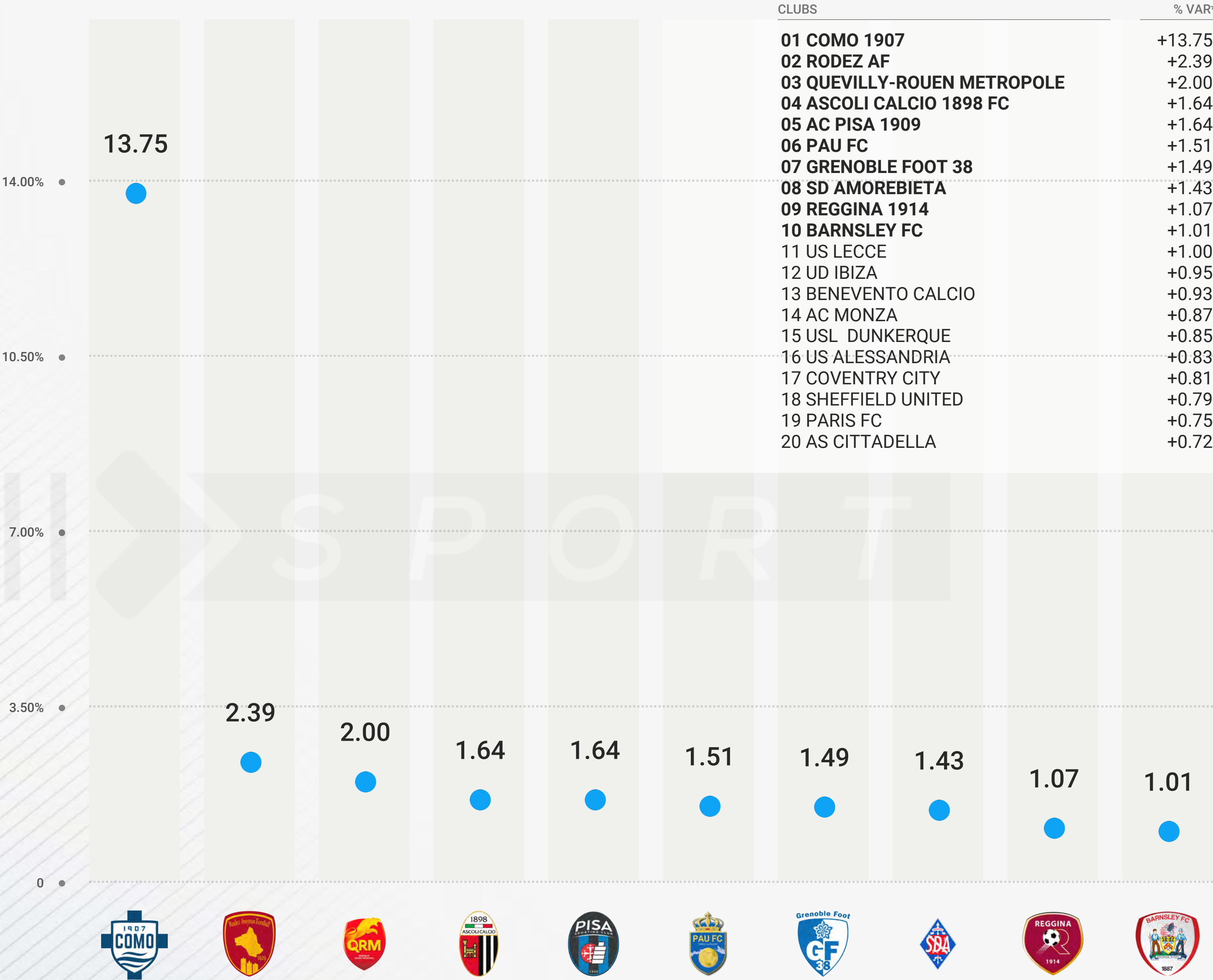
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions). FB data refers to Likes, not Followers.



EUROPE 2 Twitter



Ranking of the TOP 20 most grown up European football clubs playing in the 2° divisions.



*[from November 02, 2021 to November 30, 2021]

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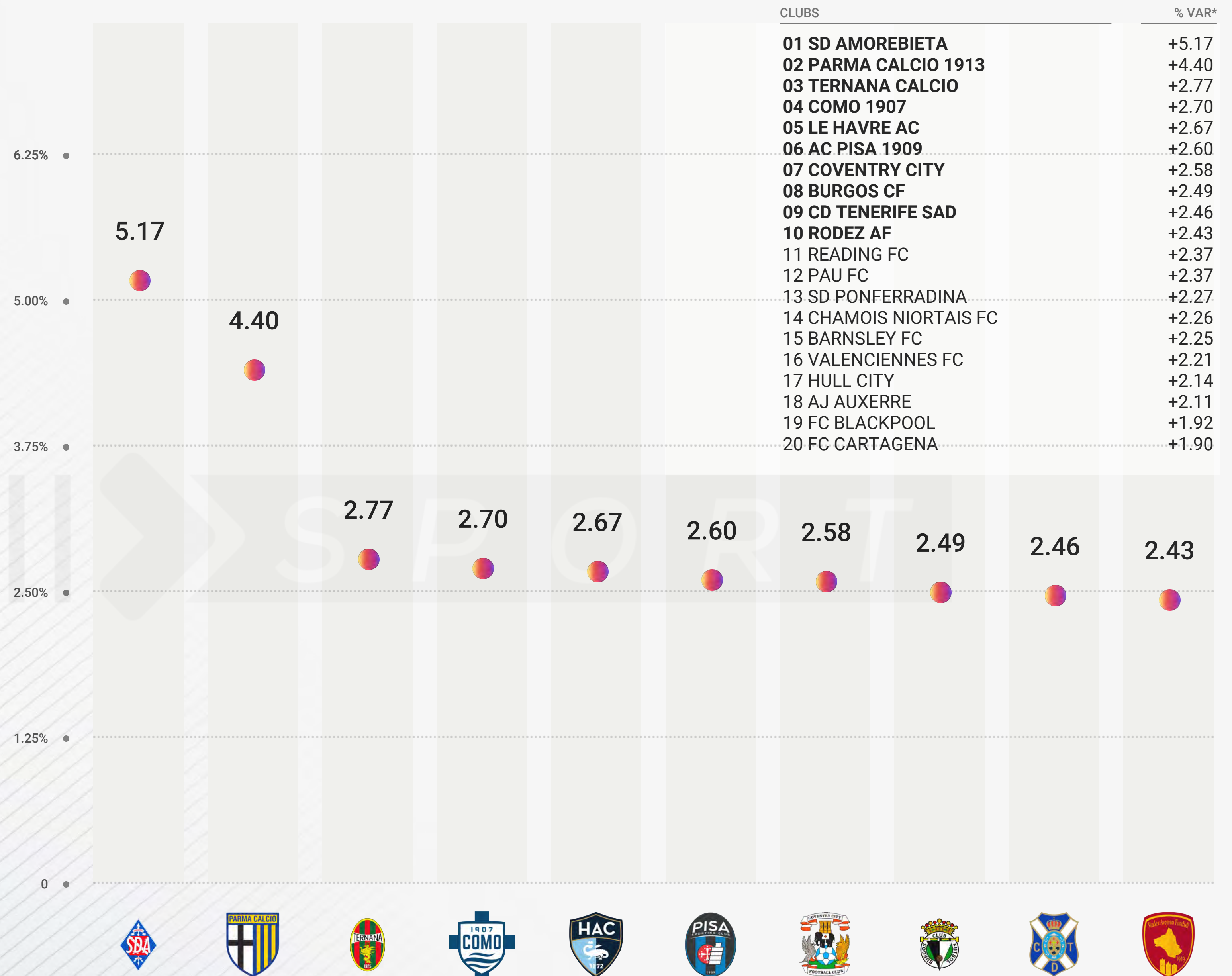
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 Instagram



Ranking of the TOP 20 most grown up European football clubs playing in the 2° divisions.



*[from November 02, 2021 to November 30, 2021]

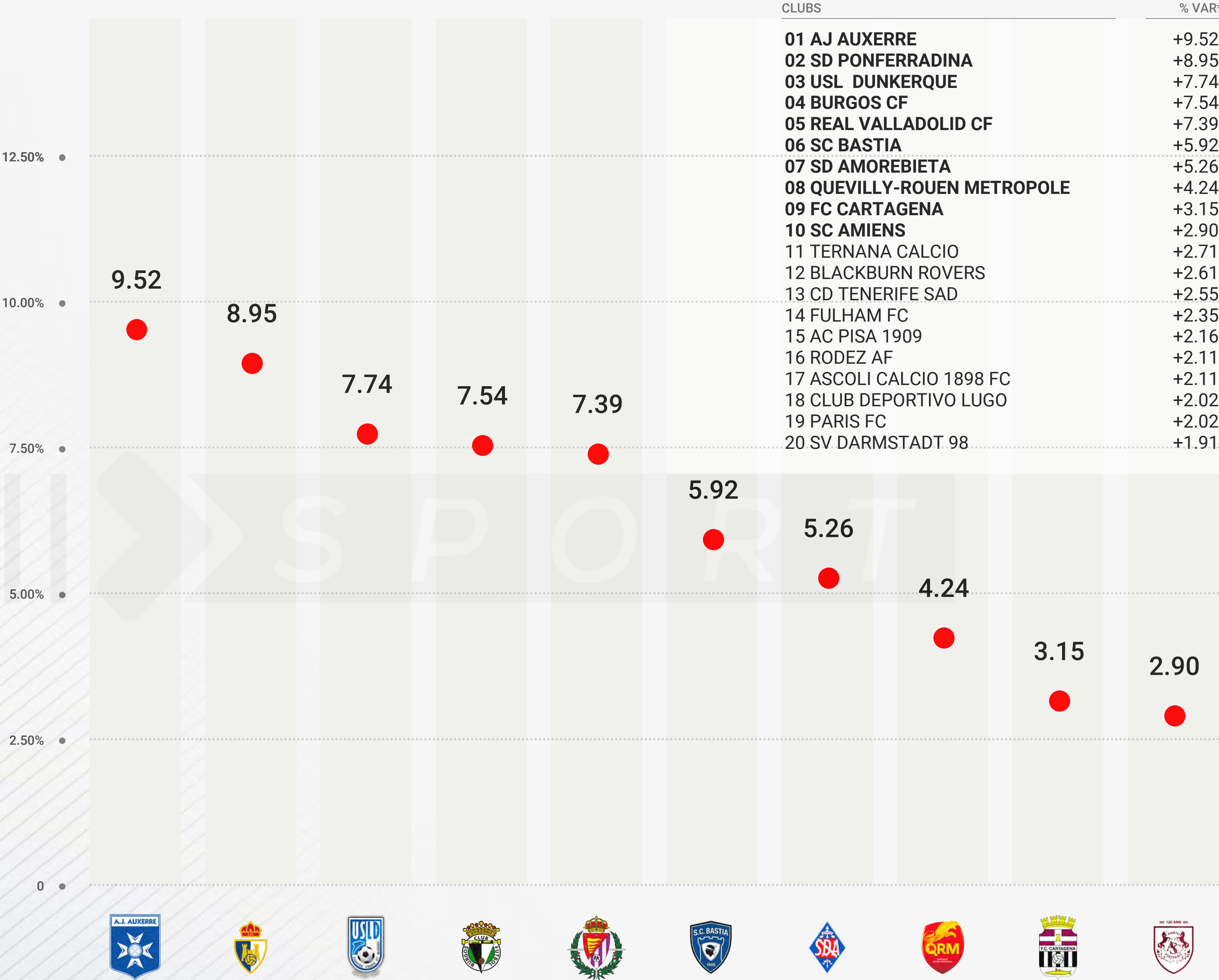
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The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).

EUROPE 2 YouTube



Ranking of the TOP 20 most grown up European football clubs playing in the 2° divisions.



*[from November 02, 2021 to November 30, 2021]

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The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions). YT data is rounded (since provided in this format): this may alter variations.



EUROPE 2 Social



EUROPEAN
TOP20



Ranking of the TOP 20 most grown up European football clubs playing in the 2° divisions.



*[from November 02, 2021 to November 30, 2021]

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The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions). FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SECOND DIVISION

24 CLUBS



CHAMPIONSHIP

ENGLAND

ENGLAND SnapShot / First Division



20

CLUBS

Total Premier League
football clubs analysed.

9

BRANDS

Total Premier League
Sport Brands on jerseys
analysed.

638.0 M

+ 0.88%*

FANS

Total Facebook, Twitter,
Instagram, YouTube Fans of the
Premier League football clubs
analysed.

*[from November 02, 2021 to November 30, 2021]



f

TOTAL FANBASE

293.5 M

Premier League

Ranking of the most followed Premier League football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.





TOTAL FANBASE
119.9 M



Ranking of the most followed
Premier League football clubs on
Twitter.



*[from November 02, 2021 to November 30, 2021]



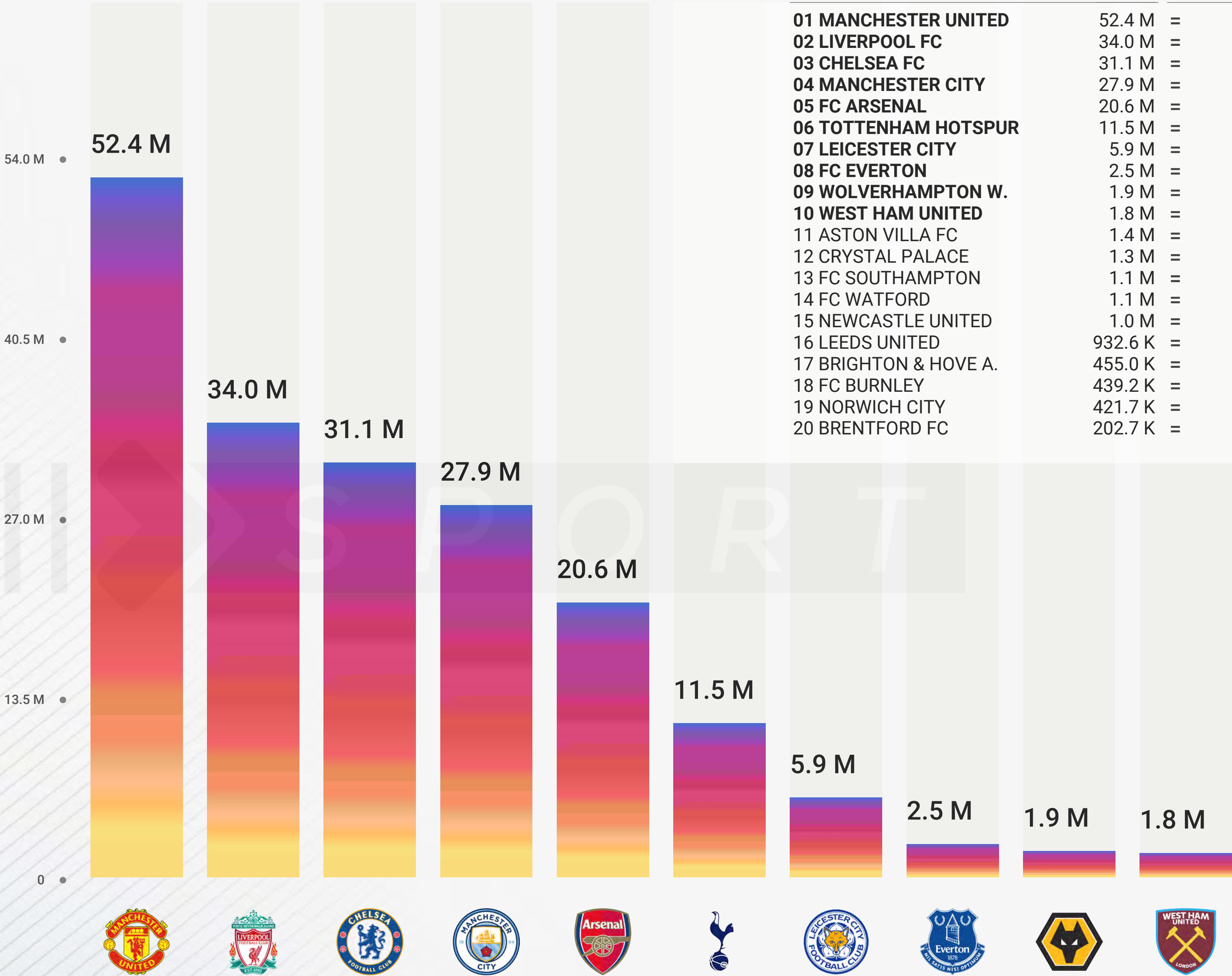


TOTAL FANBASE

198.2 M



Ranking of the most followed Premier League football clubs on Instagram.



*[from November 02, 2021 to November 30, 2021]



TOTAL FANBASE

26.5 M



Ranking of the most followed Premier League football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]





TOTAL FANBASE

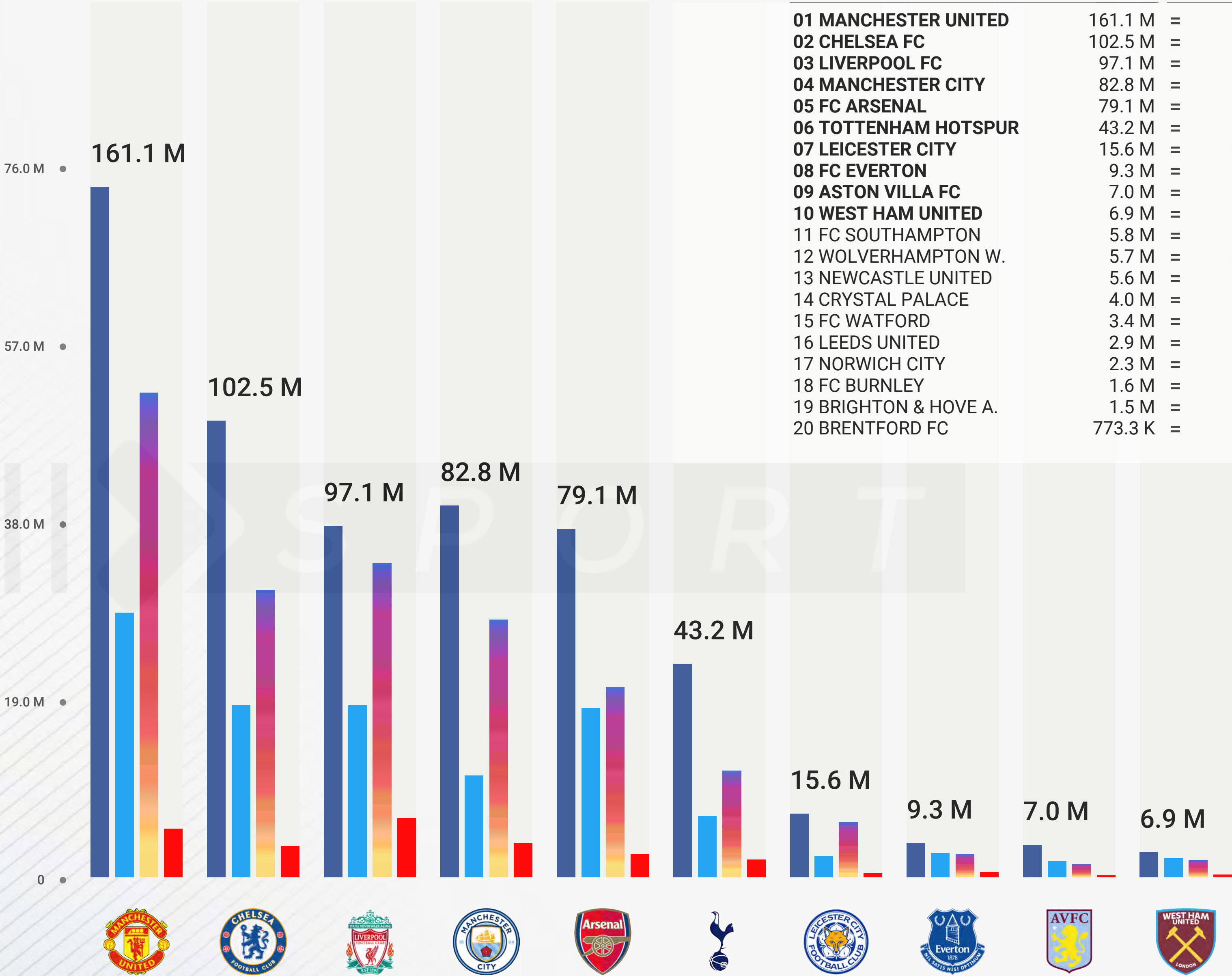
638.0 M



Ranking of the most followed Premier League football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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

ENGLAND Brands



TOTAL FANBASE

638.0 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 20 sponsored Premier League football clubs.



*[from November 02, 2021 to November 30, 2021]

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Sport Brands on jersey coverage in relation to the 20 sponsored Premier League football clubs.



*[from November 02, 2021 to November 30, 2021]

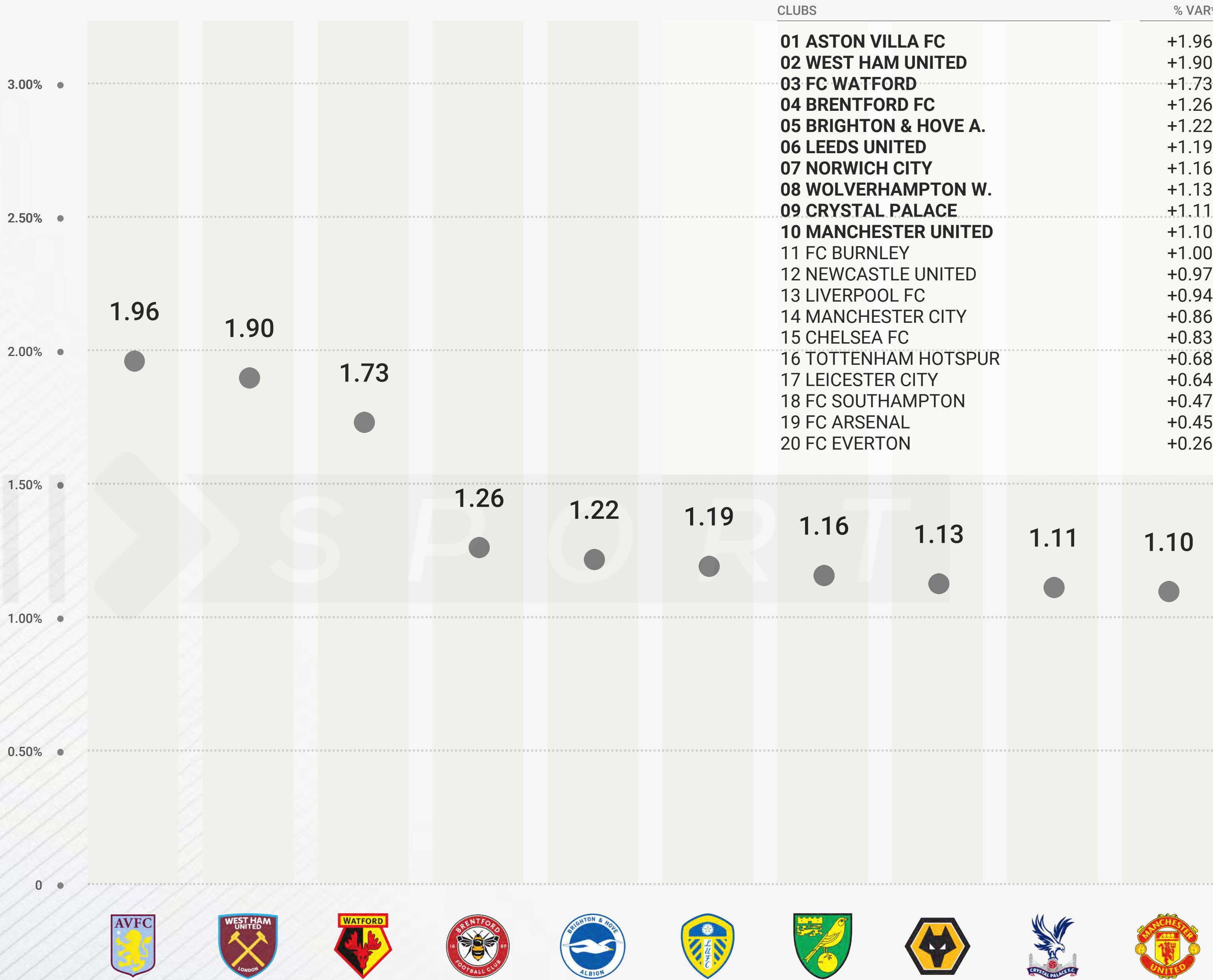
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ENGLAND Grown Up





Ranking of the most grown up Premier League football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship
football clubs analysed.

8

BRANDS

Total Championship
Sport Brands on jerseys
analysed.

26.8 M

+ 0.30%*

FANS

Total Facebook, Twitter,
Instagram, YouTube Fans of the
Championship football clubs
analysed.

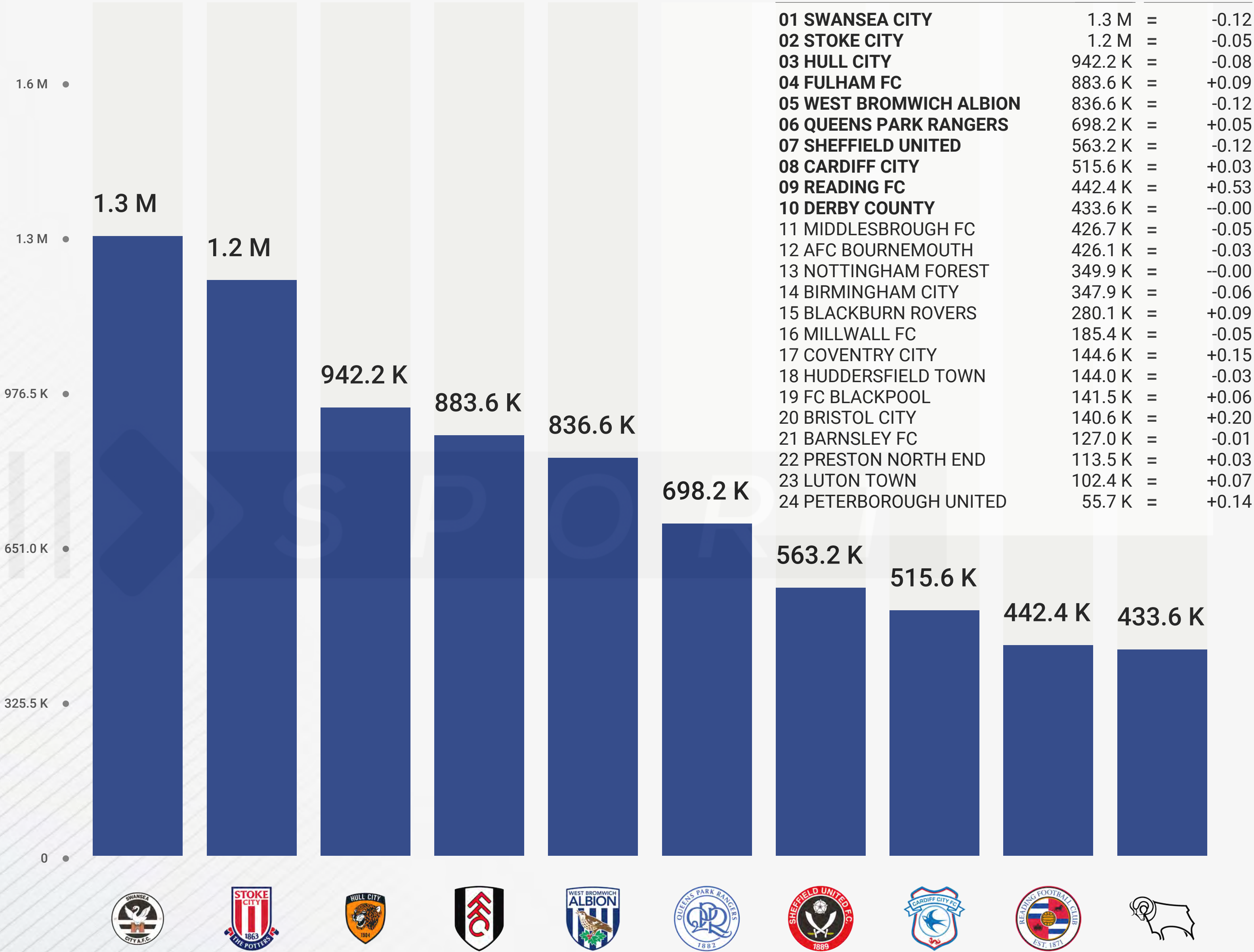
*[from November 02, 2021 to November 30, 2021]

f

TOTAL FANBASE

10.8 M

Ranking of the most followed
Championship football clubs on
Facebook.



*[from November 02, 2021 to November 30, 2021]

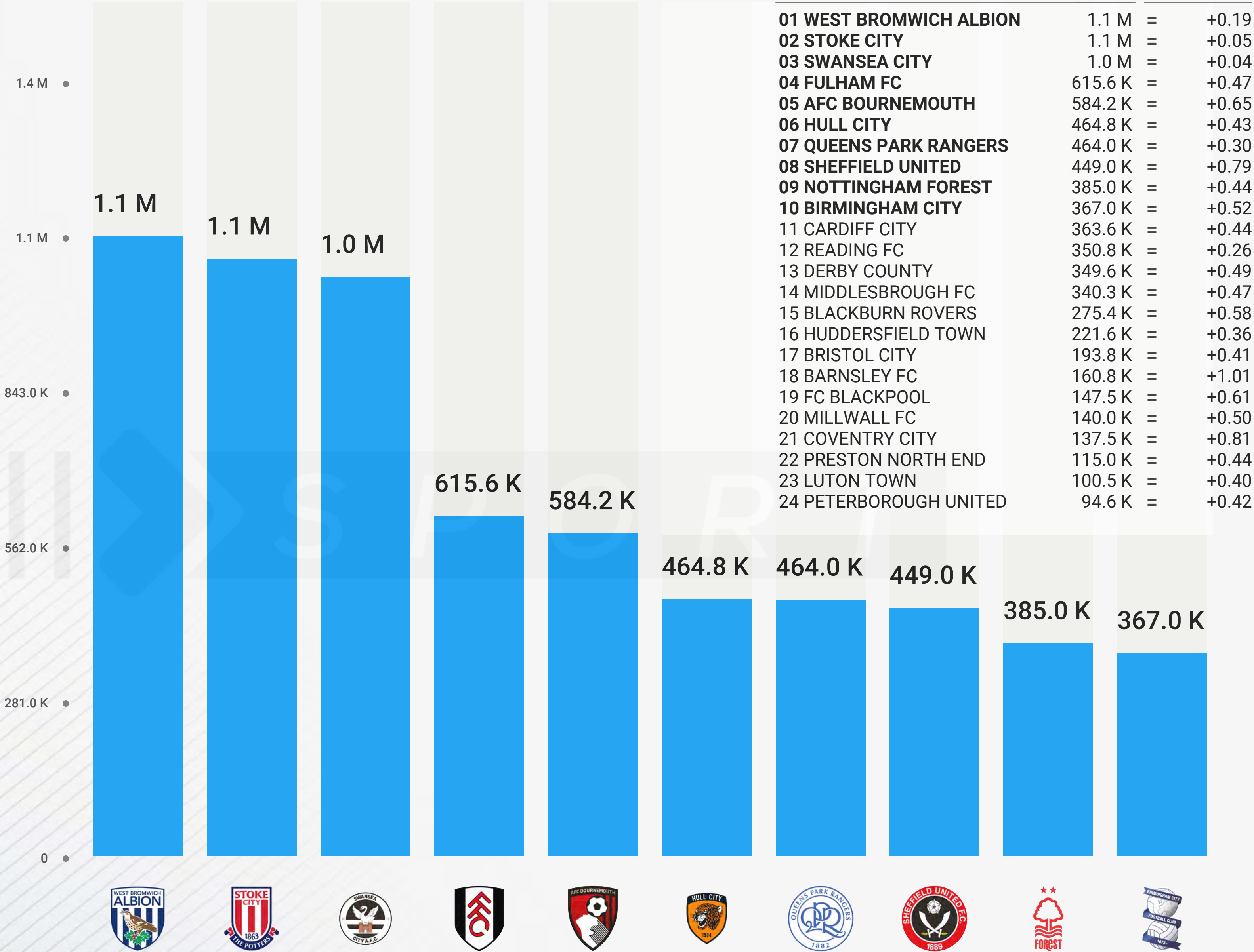


TOTAL FANBASE

9.6 M



Ranking of the most followed
Championship football clubs on
Twitter.



*[from November 02, 2021 to November 30, 2021]



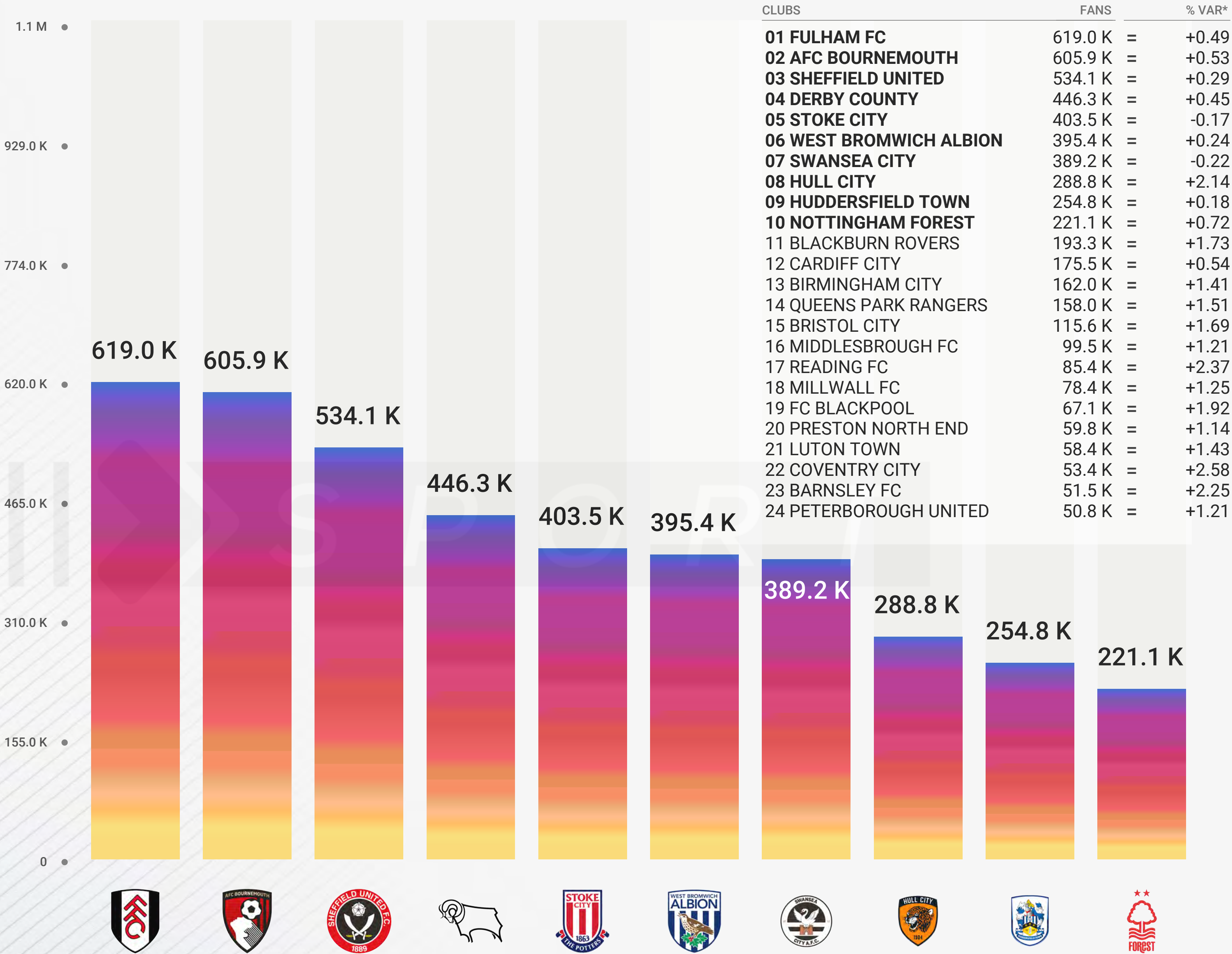


TOTAL FANBASE

5.6 M



Ranking of the most followed
Championship football clubs on
Instagram.

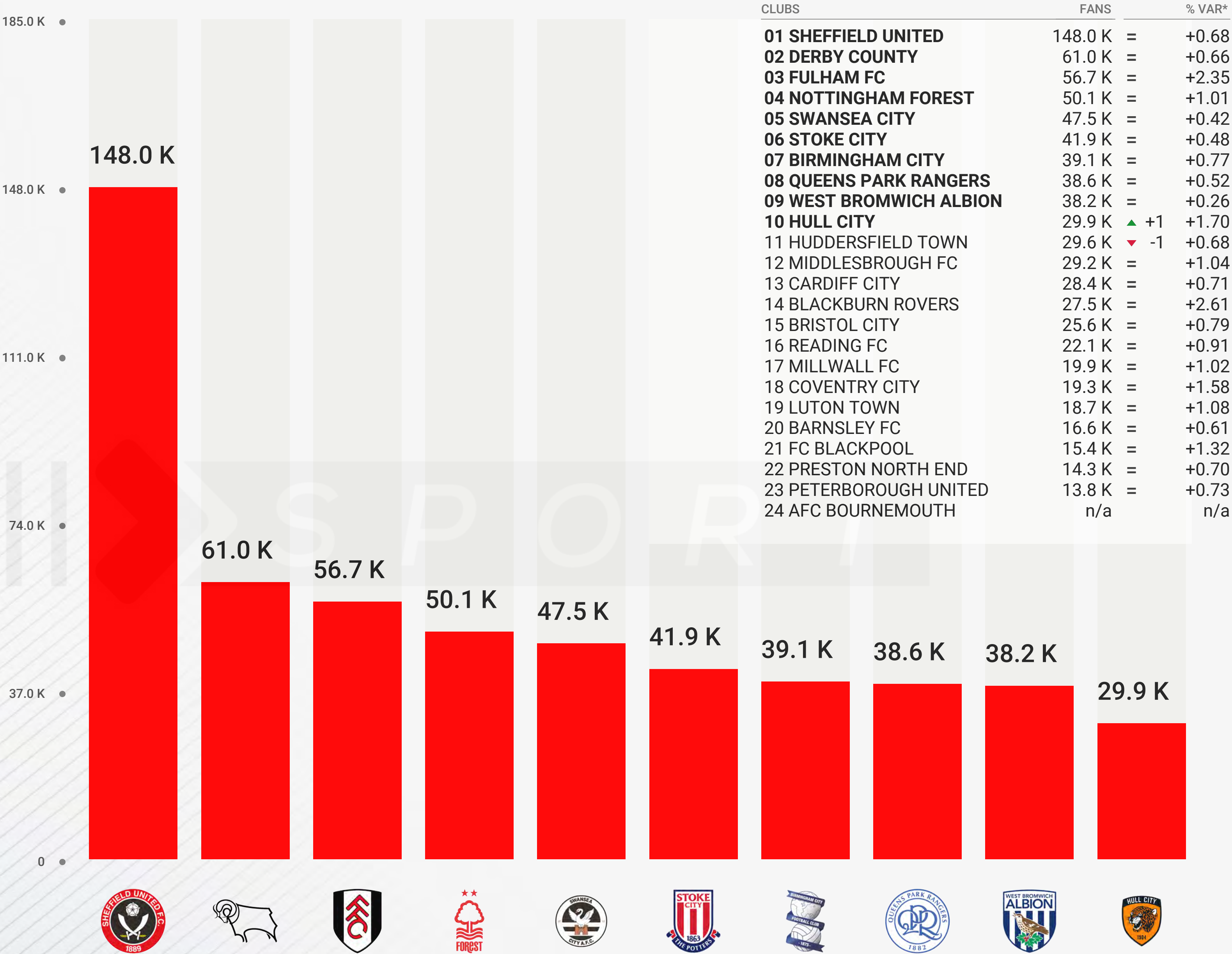


*[from November 02, 2021 to November 30, 2021]

TOTAL FANBASE

831 K

Ranking of the most followed
Championship football clubs on
YouTube.



*[from November 02, 2021 to November 30, 2021]

ENGLAND Social (1/2)



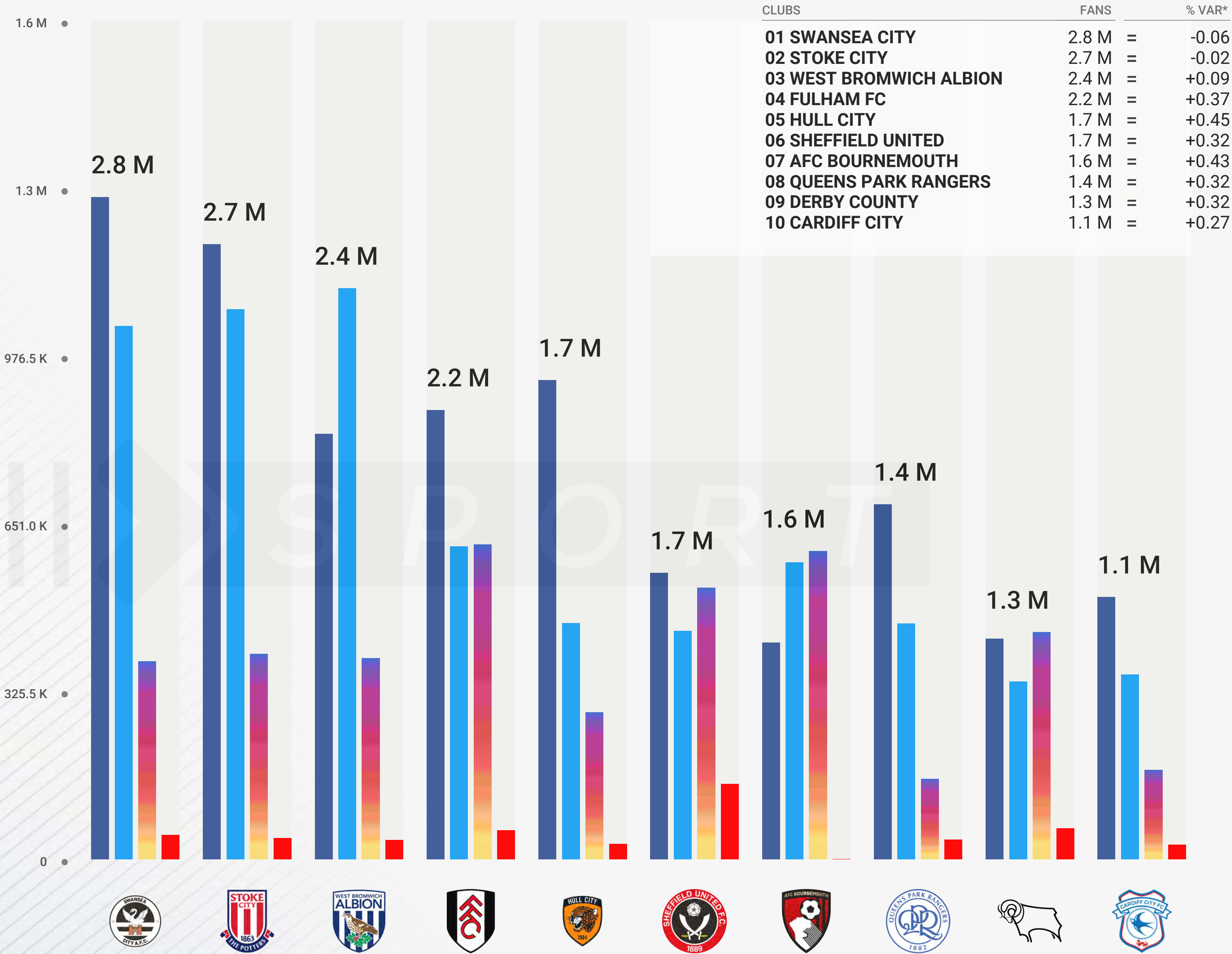
TOTAL FANBASE
26.8 M



Ranking of the most followed Championship football clubs (slide 1/2) based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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

ENGLAND Social (2/2)



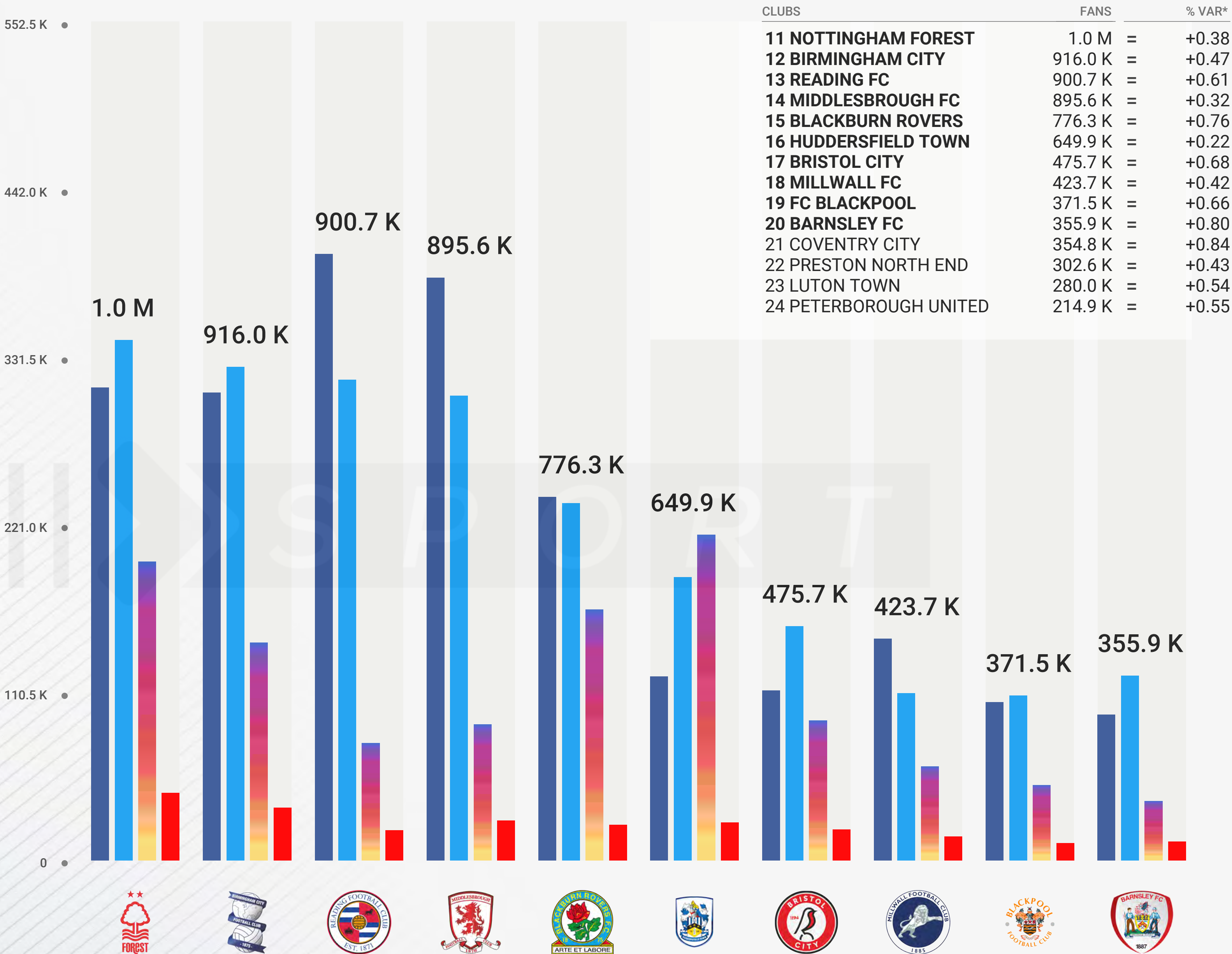
TOTAL FANBASE
26.8 M



Ranking of the most followed
Championship football clubs (slide
2/2) based on the aggregate
Facebook, Twitter, Instagram,
YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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ENGLAND Brands



TOTAL FANBASE
26.8 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 24 sponsored Championship football clubs.



*[from November 02, 2021 to November 30, 2021]



24

8

*[from November 02, 2021 to November 30, 2021]

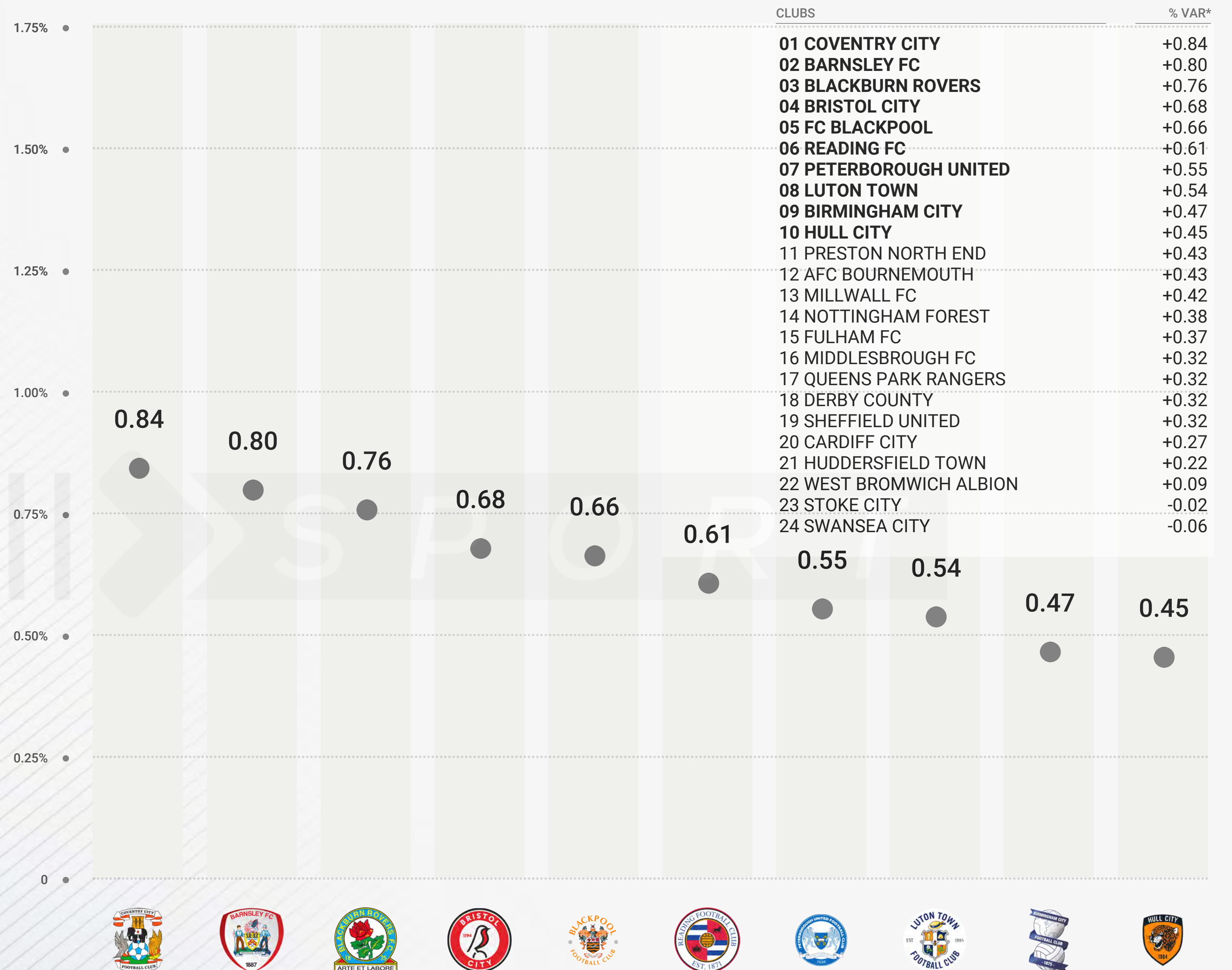
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ENGLAND Grown Up



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



*[from November 02, 2021 to November 30, 2021]

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

Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



LIGUE 1

SECOND DIVISION

20 CLUBS



LIGUE 2

FRANCE

FRANCE SnapShot / First Division



20

CLUBS

Total Ligue1 football clubs analysed.

9

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

168.6 M

+ 0.95%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue1 football clubs analysed.

*[from November 02, 2021 to November 30, 2021]

f

TOTAL FANBASE

74.0 M



Ranking of the most followed Ligue 1 football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]

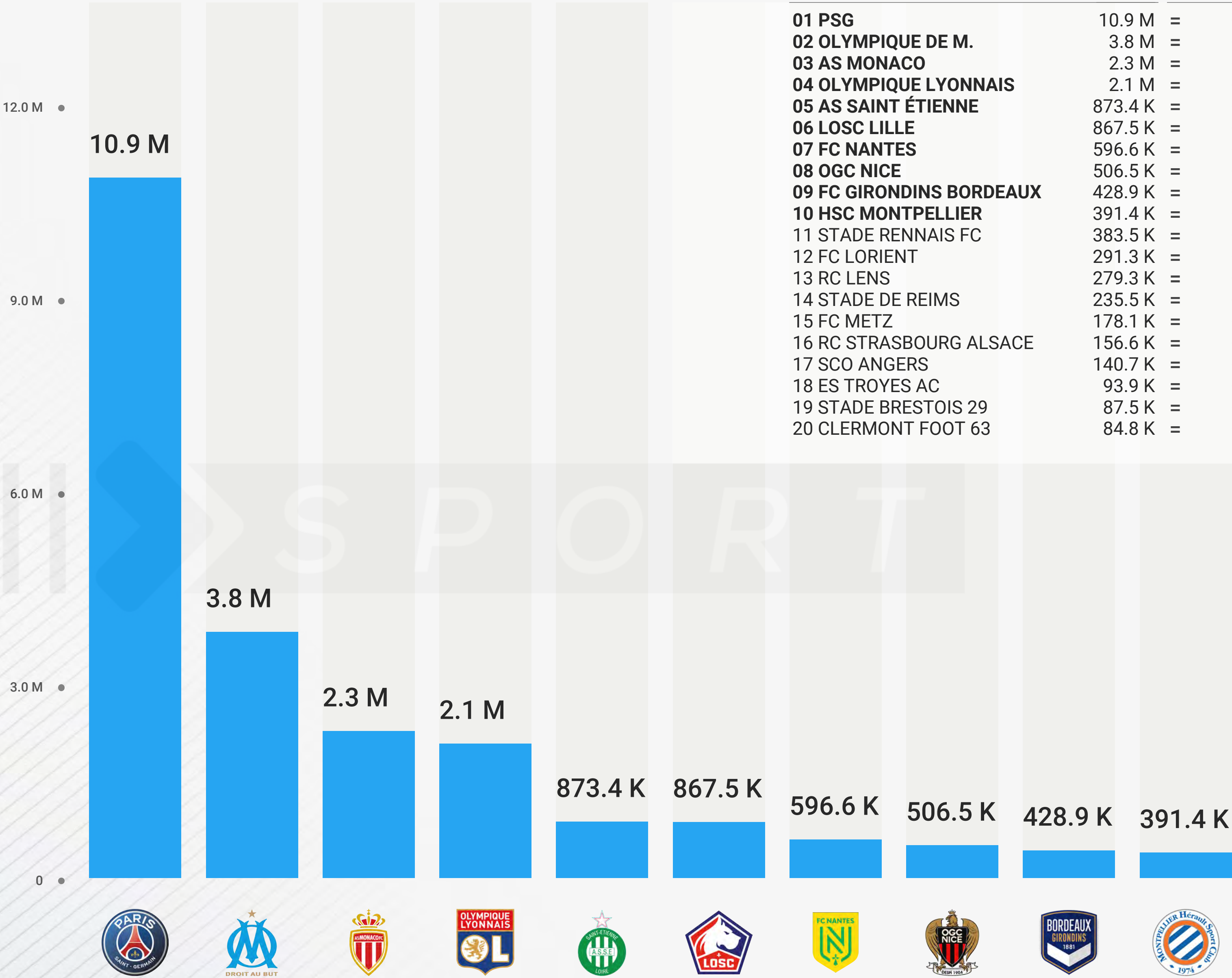


TOTAL FANBASE

24.7 M



Ranking of the most followed Ligue 1 football clubs on Twitter.



*[from November 02, 2021 to November 30, 2021]





TOTAL FANBASE

62.9 M



Ranking of the most followed
Ligue 1 football clubs on Instagram.



*[from November 02, 2021 to November 30, 2021]



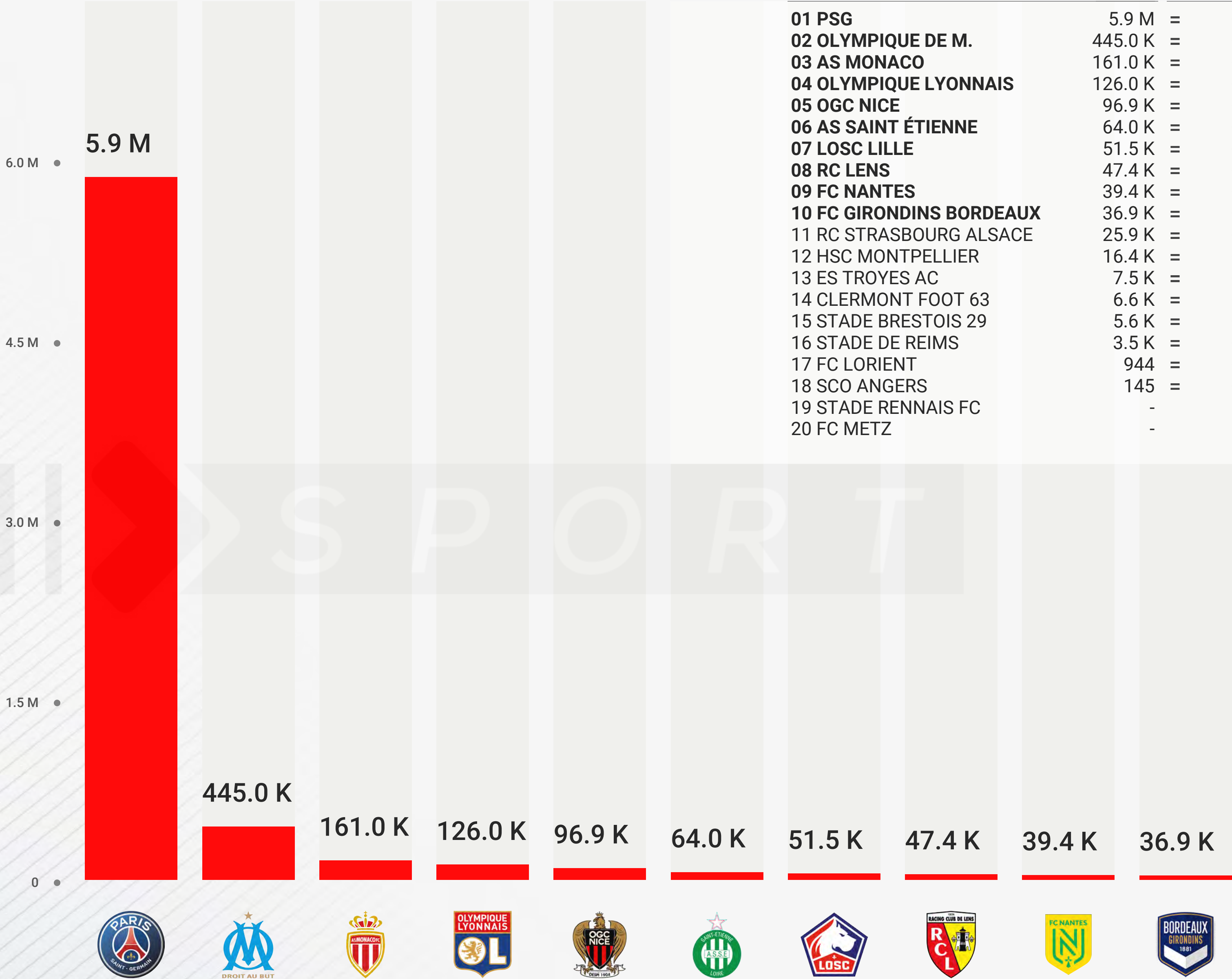


TOTAL FANBASE

7.0 M



Ranking of the most followed Ligue 1 football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]

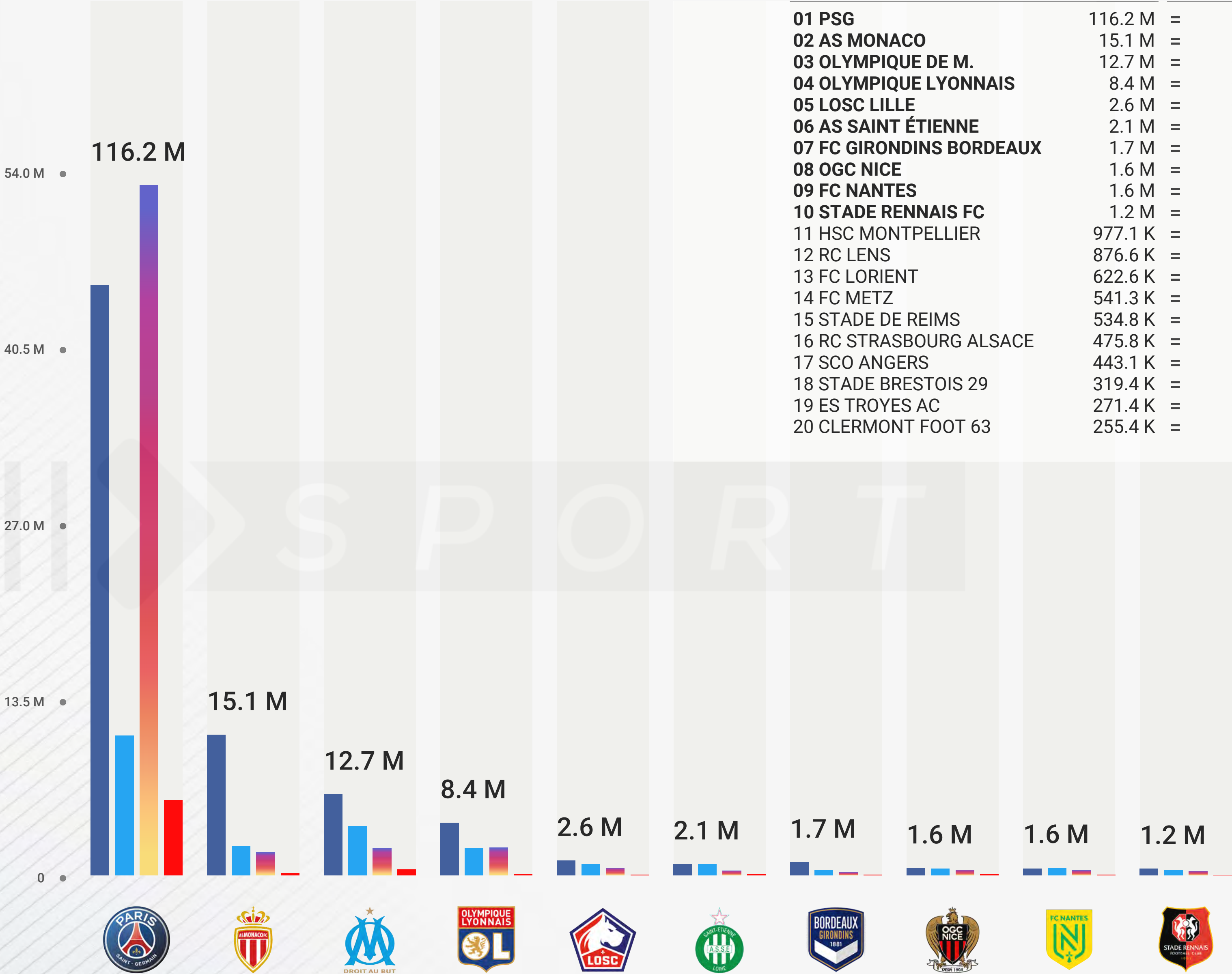




TOTAL FANBASE
168.6 M



Ranking of the most followed Ligue 1 football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE

168.6 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 20 sponsored Ligue 1 football clubs.



*[from November 02, 2021 to November 30, 2021]

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Sport Brands on jersey coverage in relation to the 20 sponsored Ligue 1 football clubs.

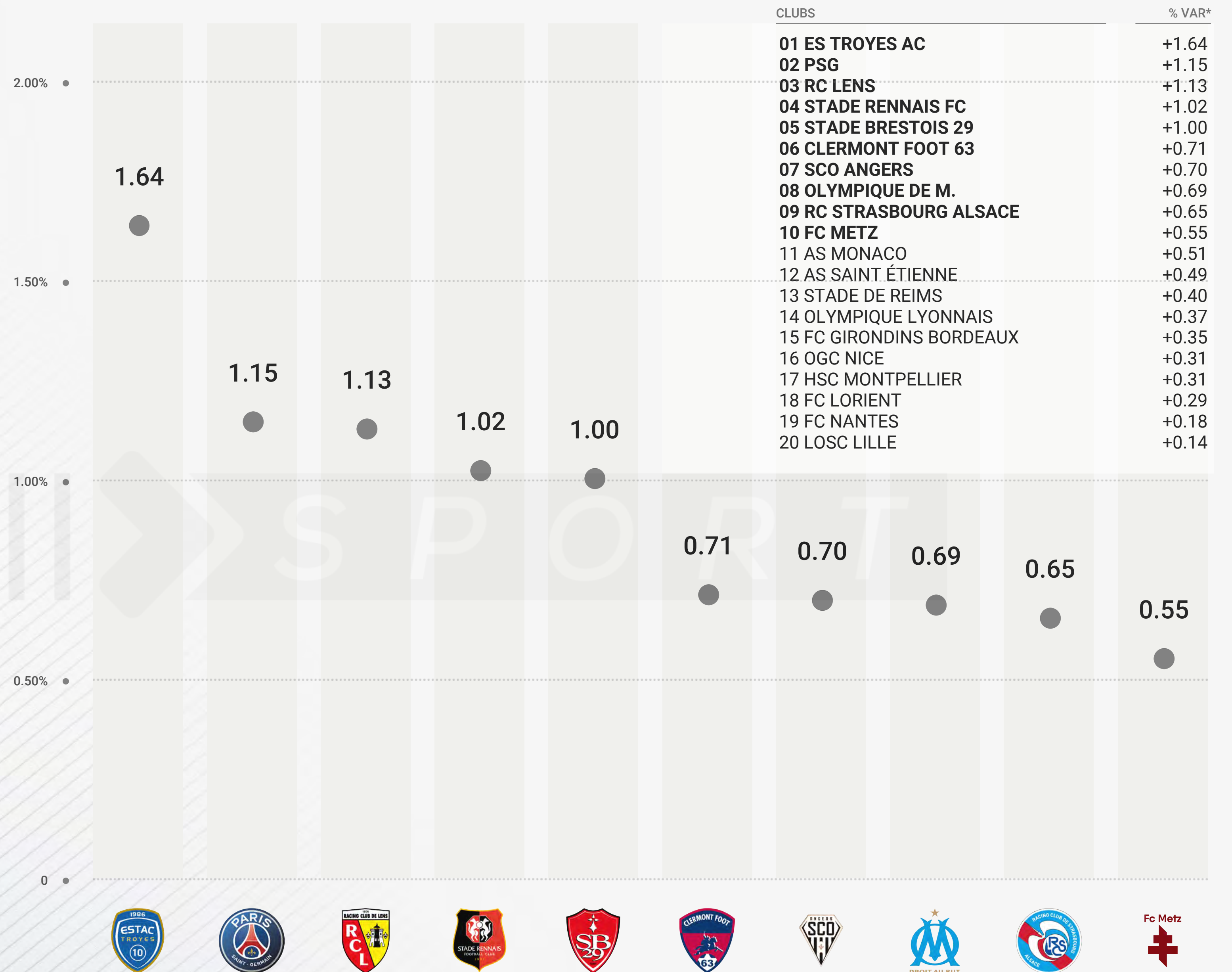


*[from November 02, 2021 to November 30, 2021]

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Ranking of the most grown up
Ligue 1 football clubs based on the
aggregate Facebook, Twitter,
Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

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FRANCE Snapshot / Second Division



20

CLUBS

Total Ligue 2 football clubs analysed.

10

BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

6.3 M

+ 0.39%*

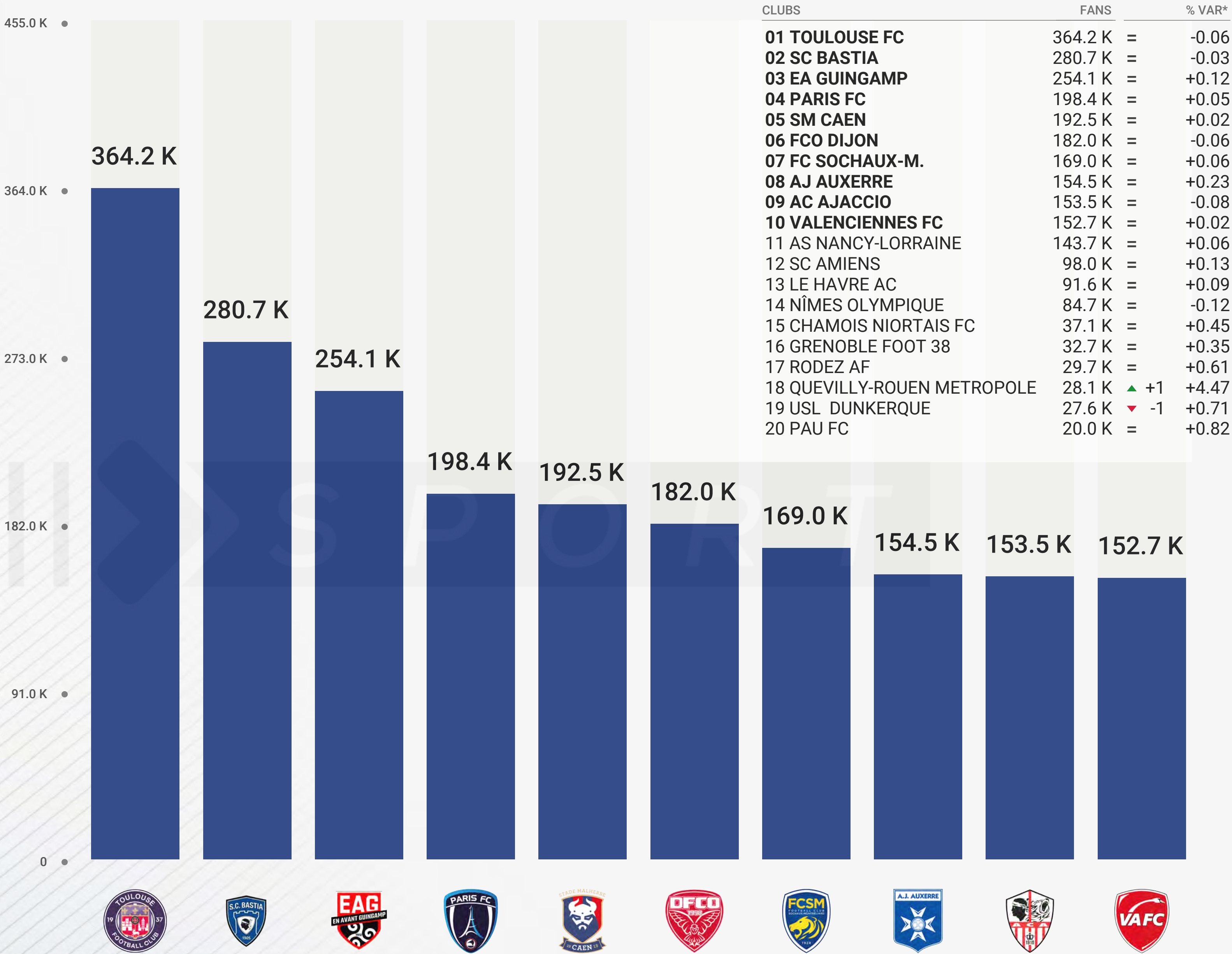
FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue 2 football clubs analysed.

*[from November 02, 2021 to November 30, 2021]



Ranking of the most followed
Ligue 2 football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.



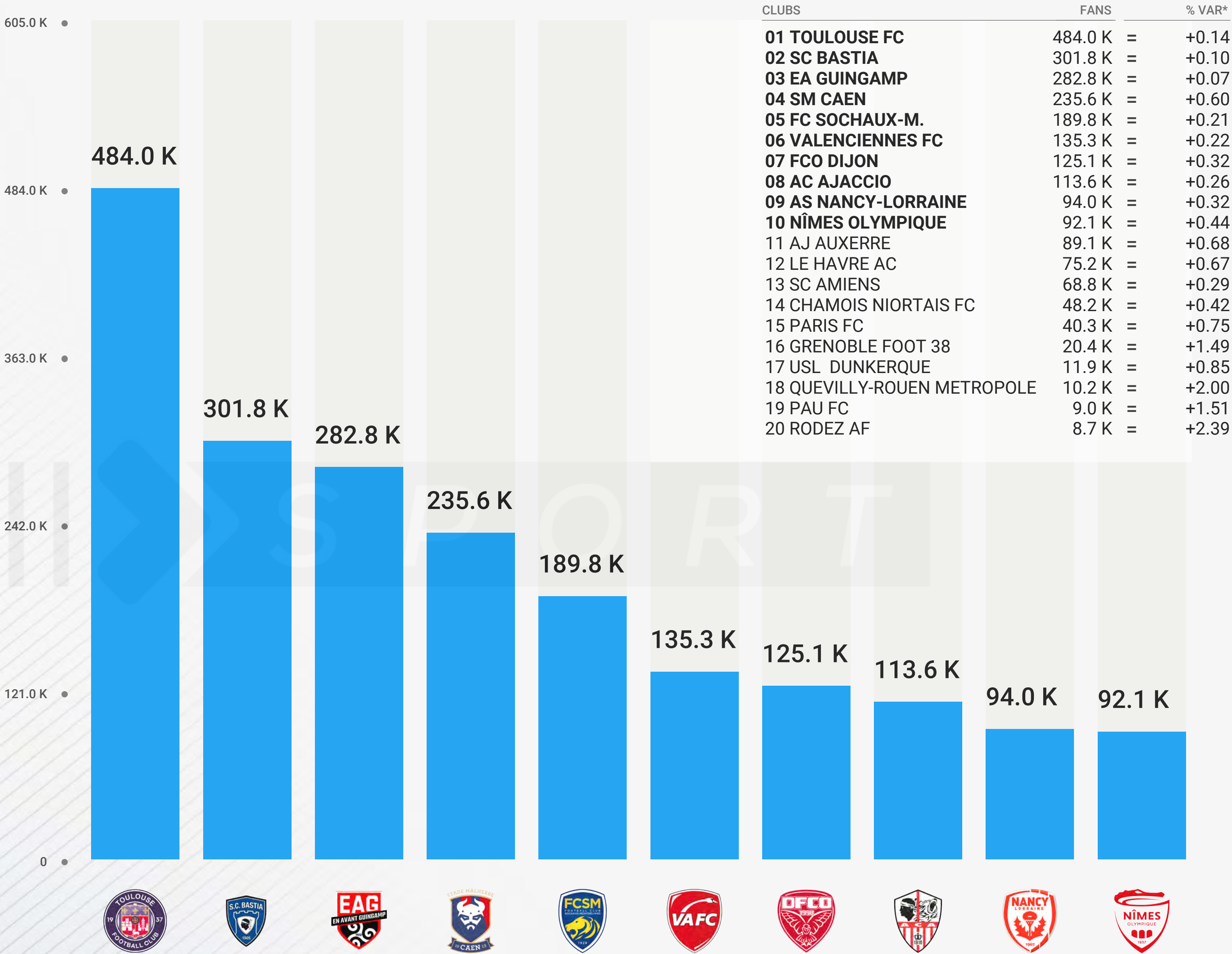


TOTAL FANBASE

2.4 M



Ranking of the most followed
Ligue 2 football clubs on Twitter.



*[from November 02, 2021 to November 30, 2021]



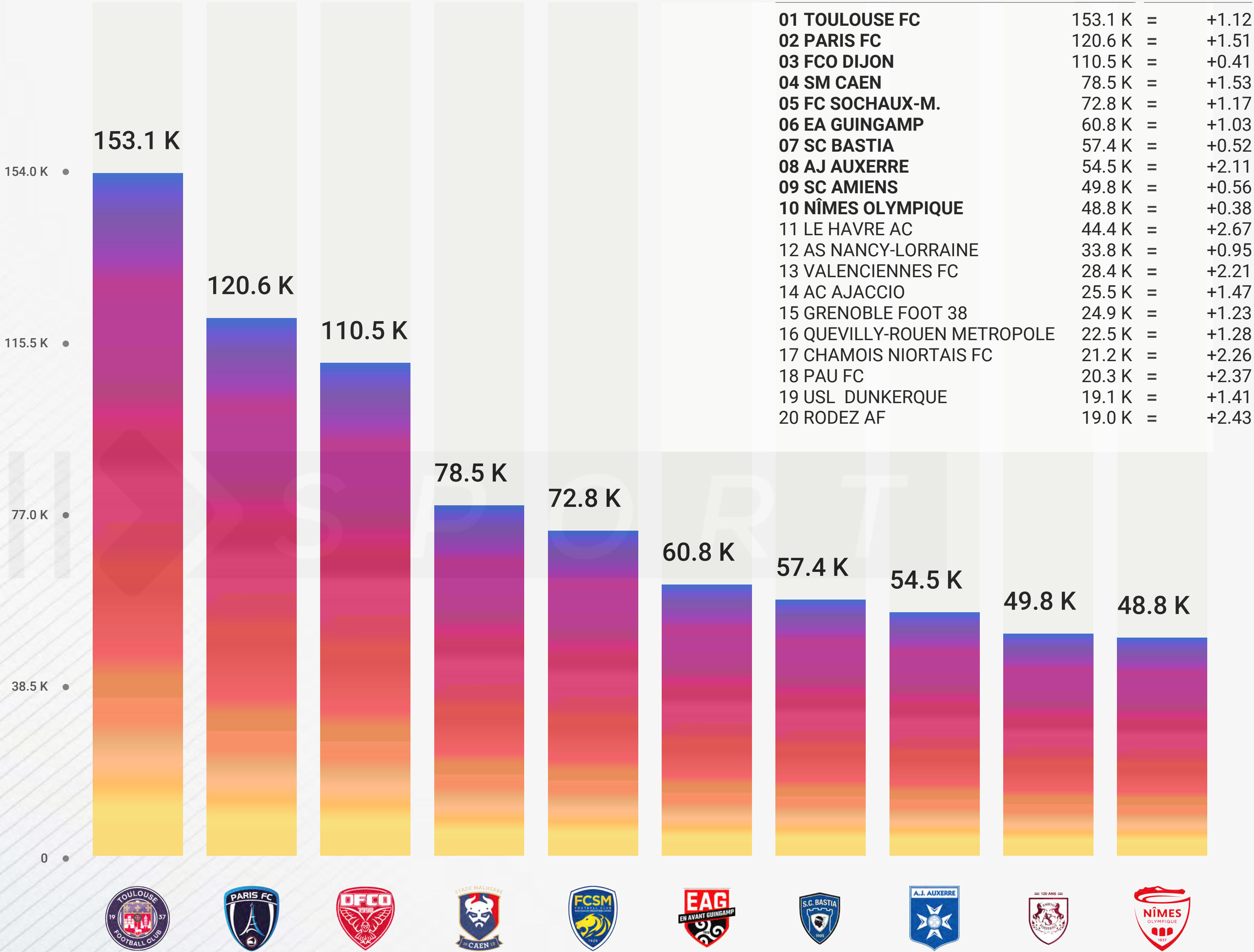


TOTAL FANBASE

1.1 M



Ranking of the most followed
Ligue 2 football clubs on Instagram.



*[from November 02, 2021 to November 30, 2021]

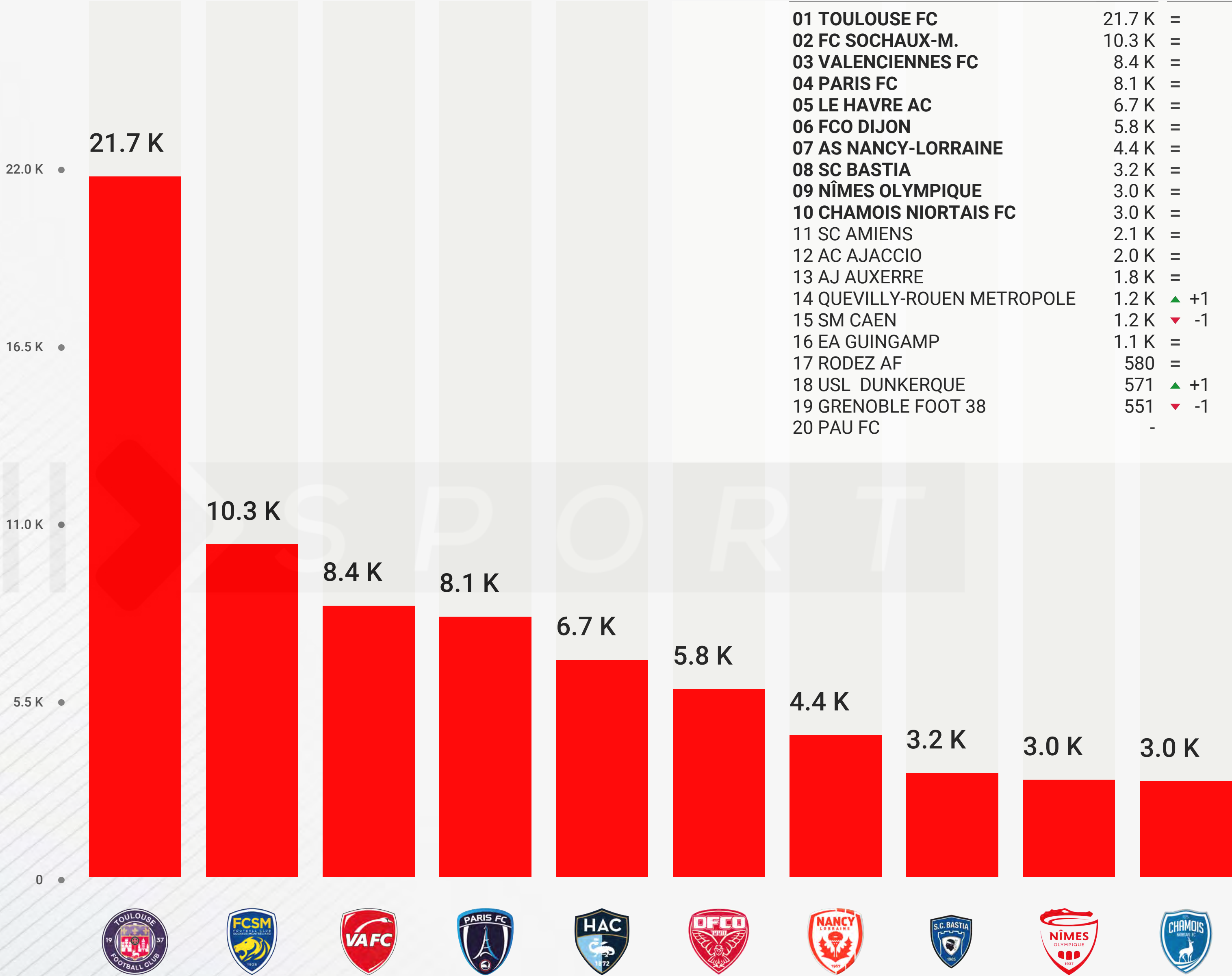


TOTAL FANBASE

86 K



Ranking of the most followed Ligue 2 football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]





TOTAL FANBASE

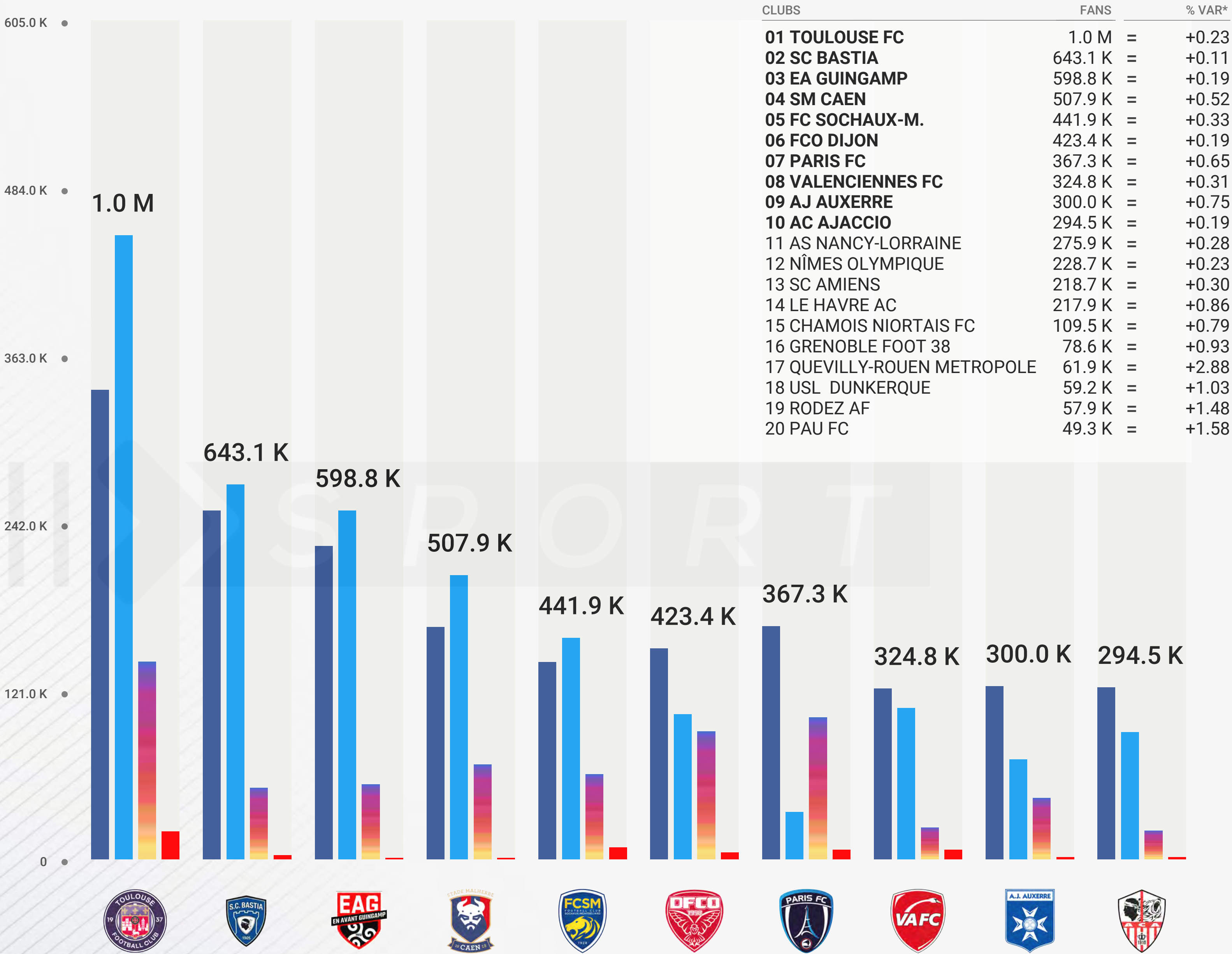
6.3 M



Ranking of the most followed Ligue 2 football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE
6.3 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 20 sponsored Ligue 2 football clubs.



*[from November 02, 2021 to November 30, 2021]

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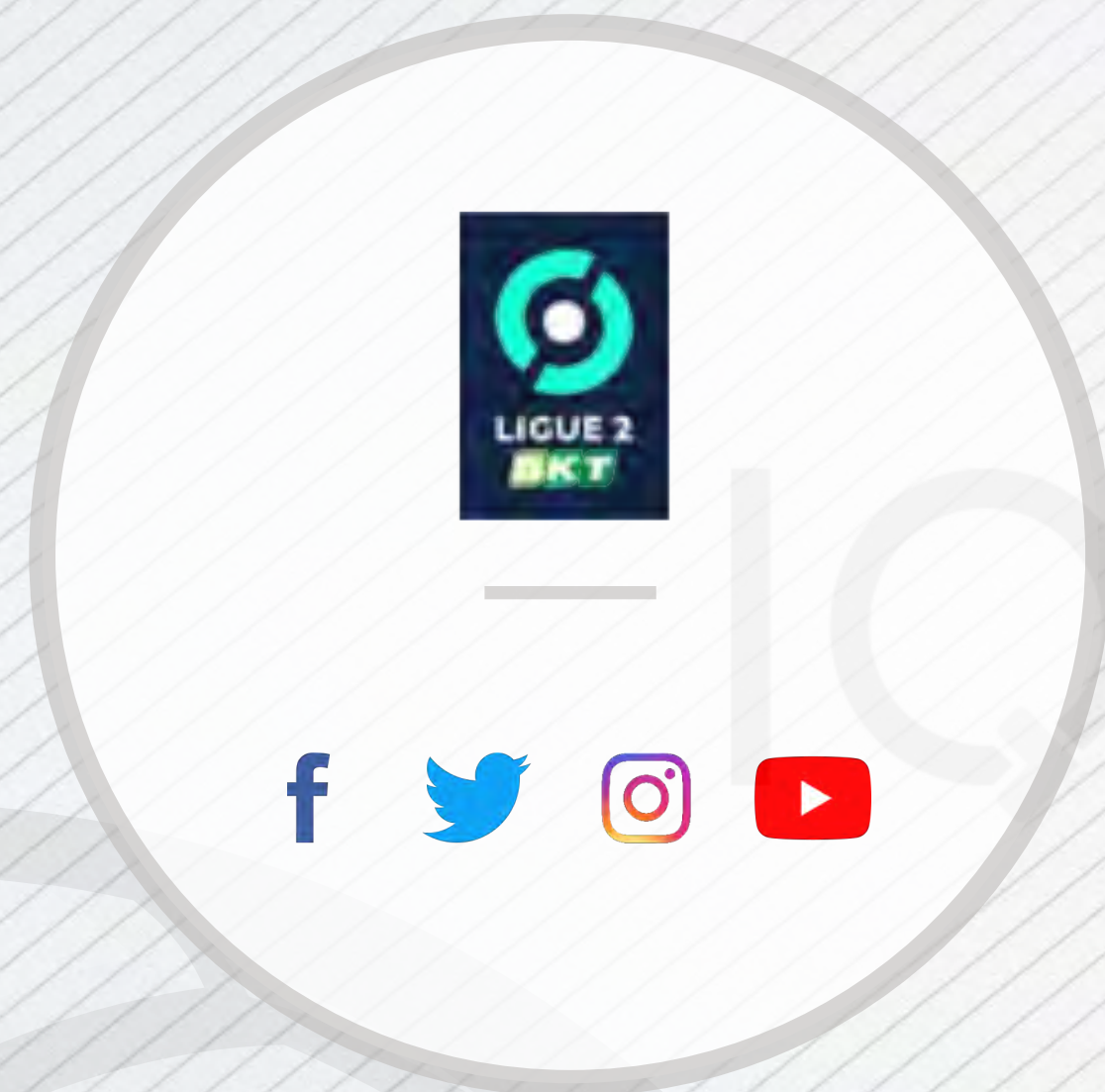
CLUBS
20
—
SPORT BRANDS
10

Sport Brands on jersey coverage in relation to the 20 sponsored Ligue 2 football clubs.



*[from November 02, 2021 to November 30, 2021]

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Ranking of the most grown up
Ligue 2 football clubs based on the
aggregate Facebook, Twitter,
Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

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Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

 **BUNDESLIGA**

SECOND DIVISION

18 CLUBS

 **BUNDESLIGA**

GERMANY

GERMANY Snapshot / First Division



BUNDESLIGA

18

CLUBS

Total 1.Bundesliga
football clubs analysed.

8

BRANDS

Total 1.Bundesliga Sport
Brands on jerseys
analysed.

149.0 M

+ 0.71%*

FANS

Total Facebook, Twitter,
Instagram, YouTube Fans of the
1.Bundesliga football clubs
analysed.

*[from November 02, 2021 to November 30, 2021]

f

TOTAL FANBASE

79.1 M



BUNDESLIGA

Ranking of the most followed
1.Bundesliga football clubs on
Facebook.



*[from November 02, 2021 to November 30, 2021]



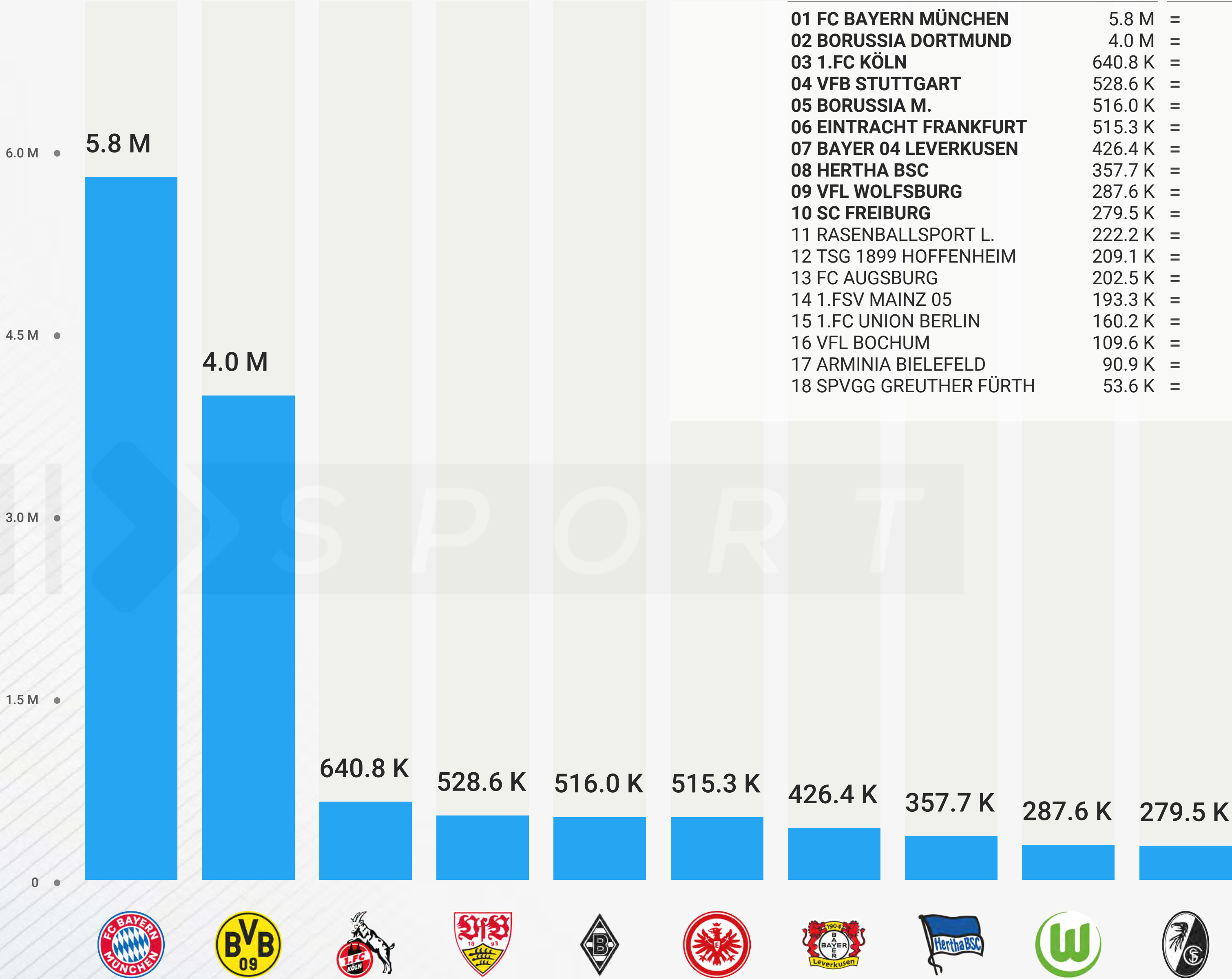
TOTAL FANBASE

14.6 M



BUNDESLIGA

Ranking of the most followed
1.Bundesliga football clubs on
Twitter.



*[from November 02, 2021 to November 30, 2021]



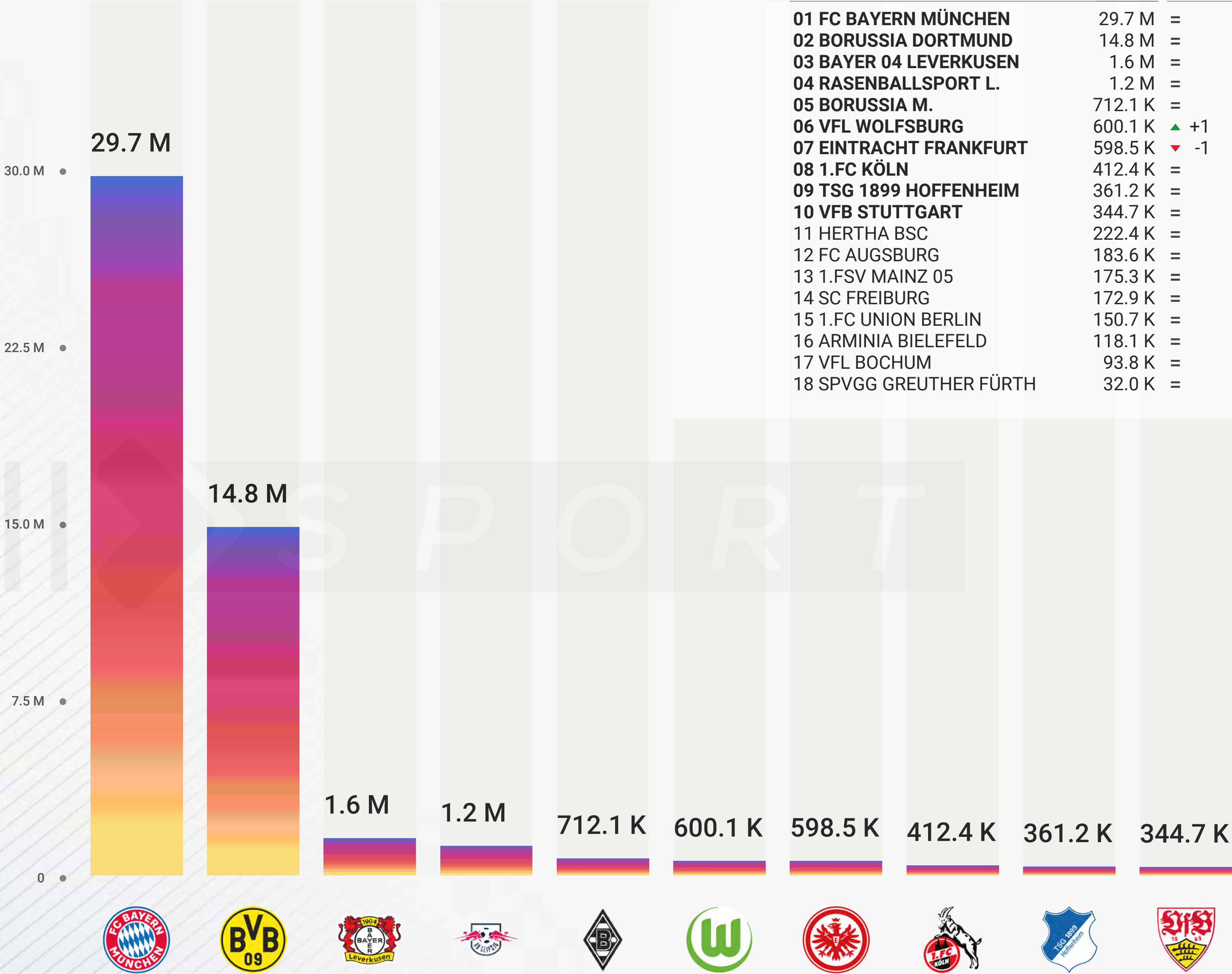
TOTAL FANBASE

51.4 M



BUNDESLIGA

Ranking of the most followed
1.Bundesliga football clubs on
Instagram.



*[from November 02, 2021 to November 30, 2021]



TOTAL FANBASE

3.9 M



BUNDESLIGA

Ranking of the most followed
1.Bundesliga football clubs on
YouTube.



*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE

149.0 M



BUNDESLIGA

Ranking of the most followed
1.Bundesliga football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.



*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE
149.0 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 18 sponsored 1.Bundesliga football clubs.



*[from November 02, 2021 to November 30, 2021]





Sport Brands on jersey coverage in relation to the 18 sponsored 1. Bundesliga football clubs.



*[from November 02, 2021 to November 30, 2021]

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Ranking of the most grown up
1.Bundesliga football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.



*[from November 02, 2021 to November 30, 2021]

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GERMANY Snapshot / Second Division



18

CLUBS

Total 2.Bundesliga
football clubs analysed.

8

BRANDS

Total 2.Bundesliga Sport
Brands on jerseys
analysed.

14.7 M

+ 0.15%*

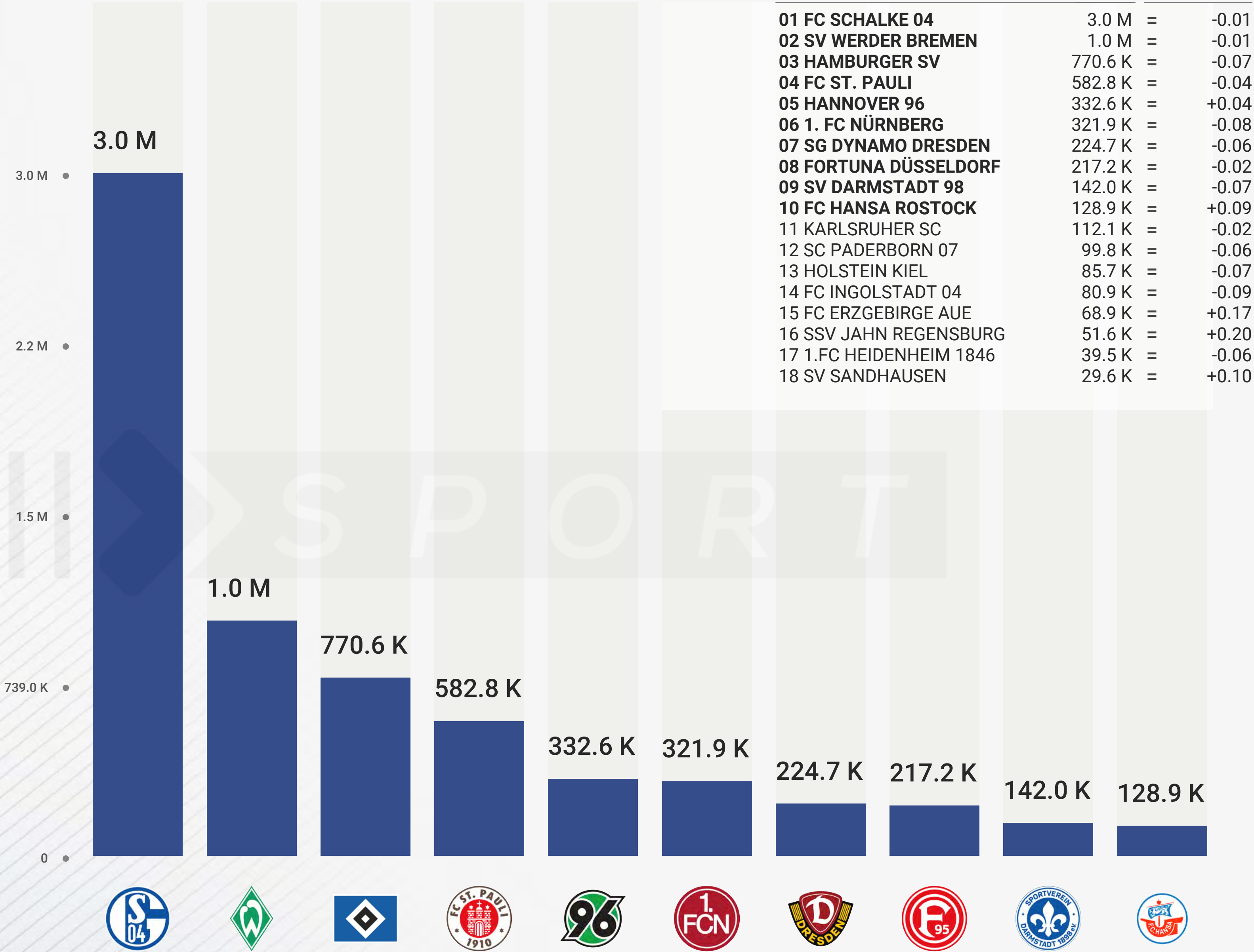
FANS

Total Facebook, Twitter,
Instagram, YouTube Fans of the
2.Bundesliga football clubs
analysed.

*[from November 02, 2021 to November 30, 2021]



Ranking of the most followed
2.Bundesliga football clubs on
Facebook.



*[from November 02, 2021 to November 30, 2021]

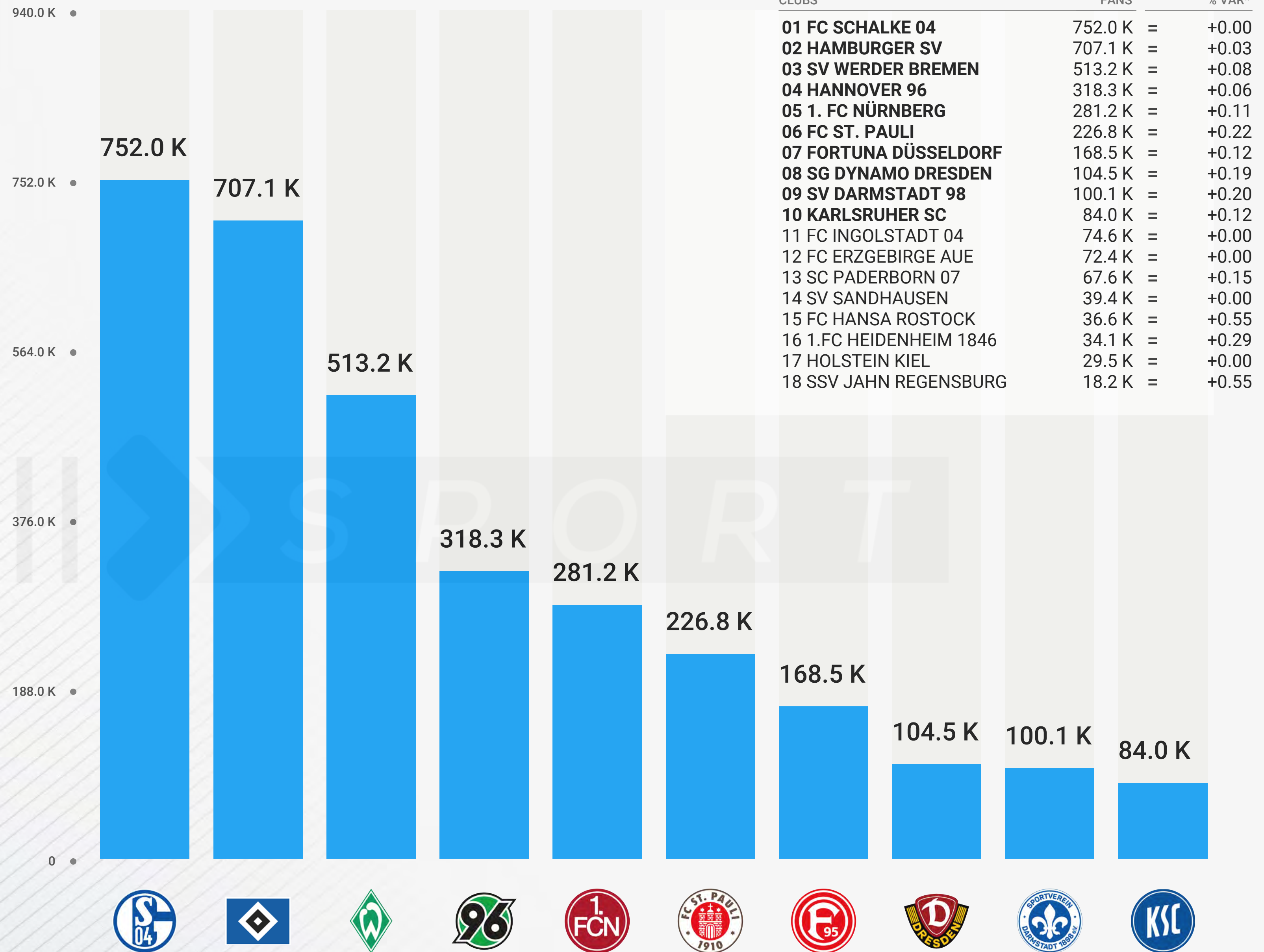
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FB data refers to Likes, not Followers.





Ranking of the most followed
2.Bundesliga football clubs on
Twitter.



*[from November 02, 2021 to November 30, 2021]

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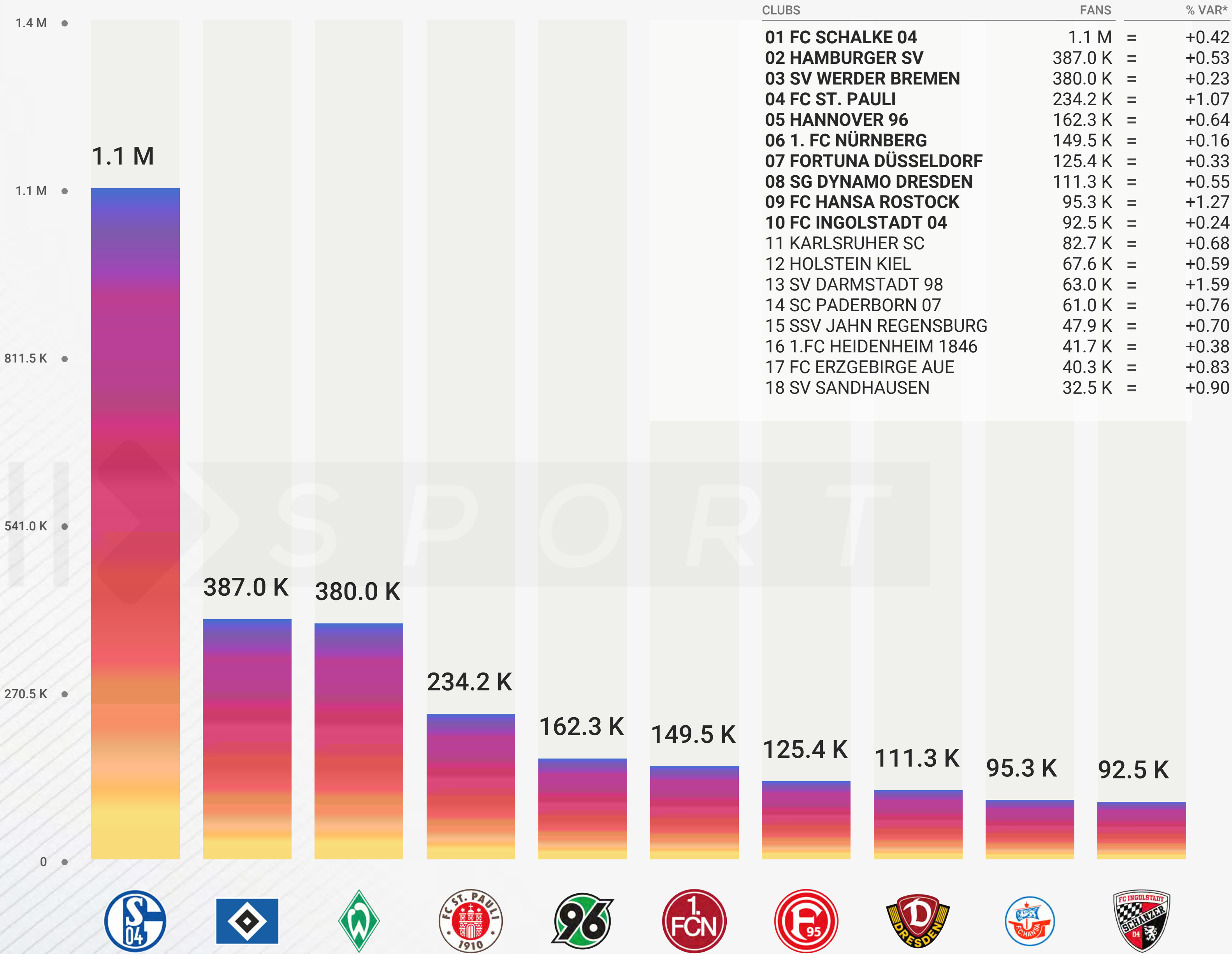
TOTAL FANBASE

3.3 M



BUNDESLIGA

Ranking of the most followed
2.Bundesliga football clubs on
Instagram.



*[from November 02, 2021 to November 30, 2021]



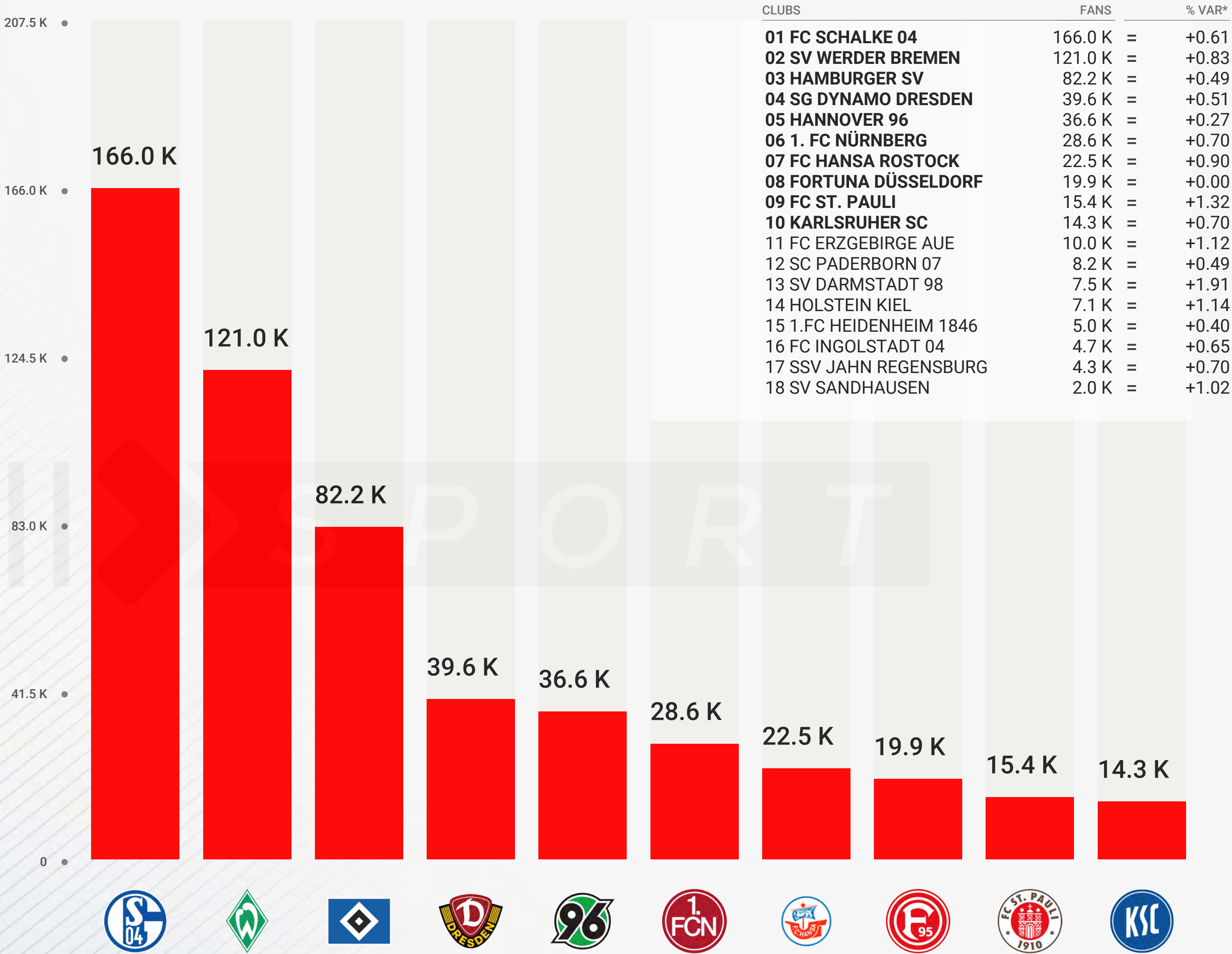
TOTAL FANBASE

595 K



BUNDESLIGA

Ranking of the most followed
2.Bundesliga football clubs on
YouTube.



*[from November 02, 2021 to November 30, 2021]

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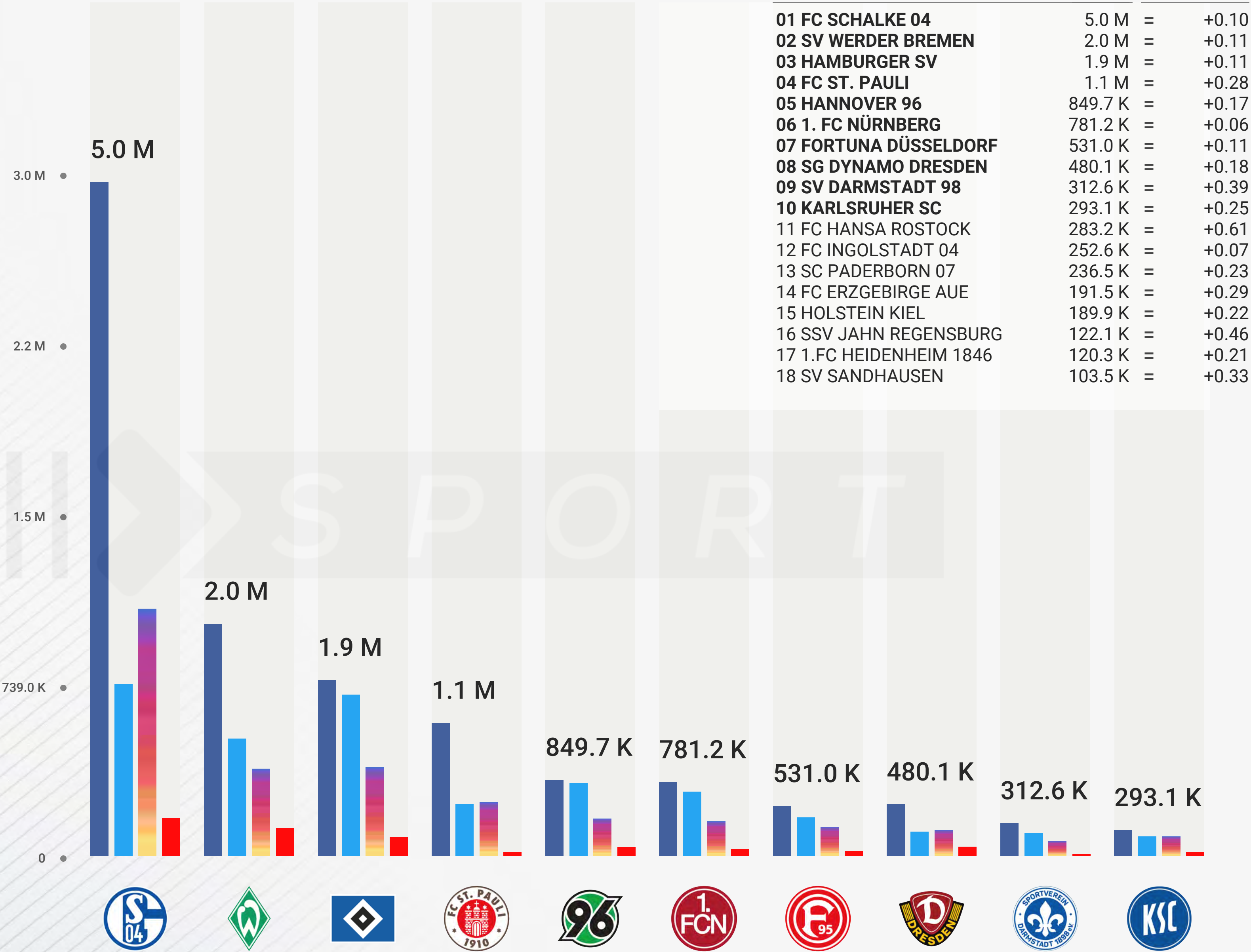
TOTAL FANBASE
14.7 M



Ranking of the most followed
2.Bundesliga football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from November 02, 2021 to November 30, 2021]

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 GERMANY Brands



TOTAL FANBASE

14.7 M



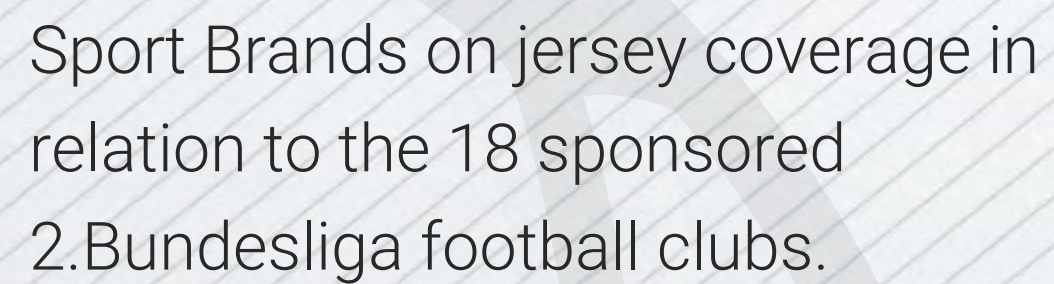
BUNDESLIGA

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 18 sponsored 2.Bundesliga football clubs.



*[from November 02, 2021 to November 30, 2021]



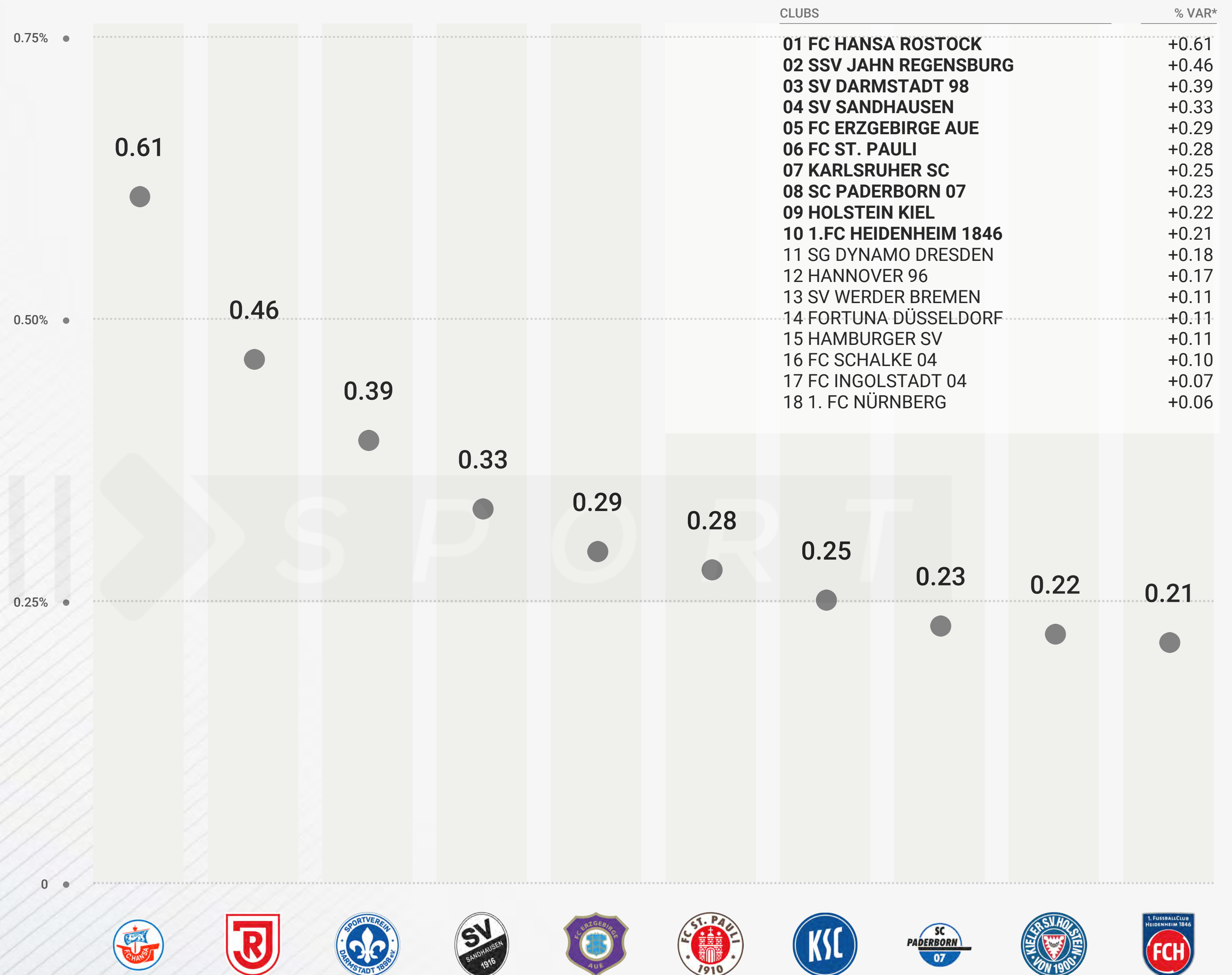


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Ranking of the most grown up
2.Bundesliga football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.



*[from November 02, 2021 to November 30, 2021]

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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SERIE A

SECOND DIVISION

20 CLUBS



Lega B

ITALY

ITALY SnapShot / First Division



20

CLUBS

Total Serie A football clubs analysed.

10

BRANDS

Total Serie A Sport Brands on jerseys analysed.

237.8 M

+ 0.32%*

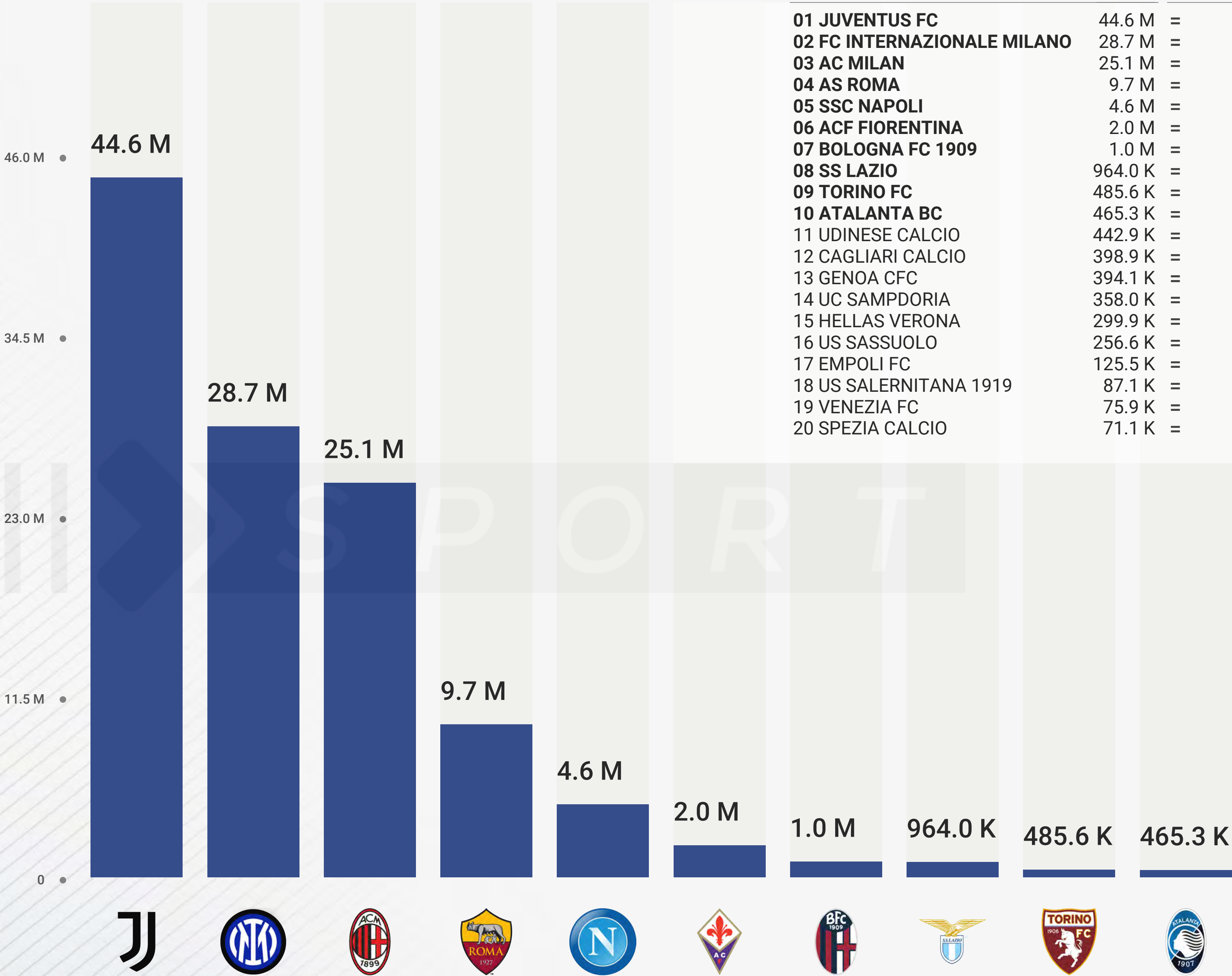
FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Serie A football clubs analysed.

*[from November 02, 2021 to November 30, 2021]



Ranking of the most followed
Serie A football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.





TOTAL FANBASE

28.6 M



Ranking of the most followed Serie A football clubs on Twitter.



*[from November 02, 2021 to November 30, 2021]

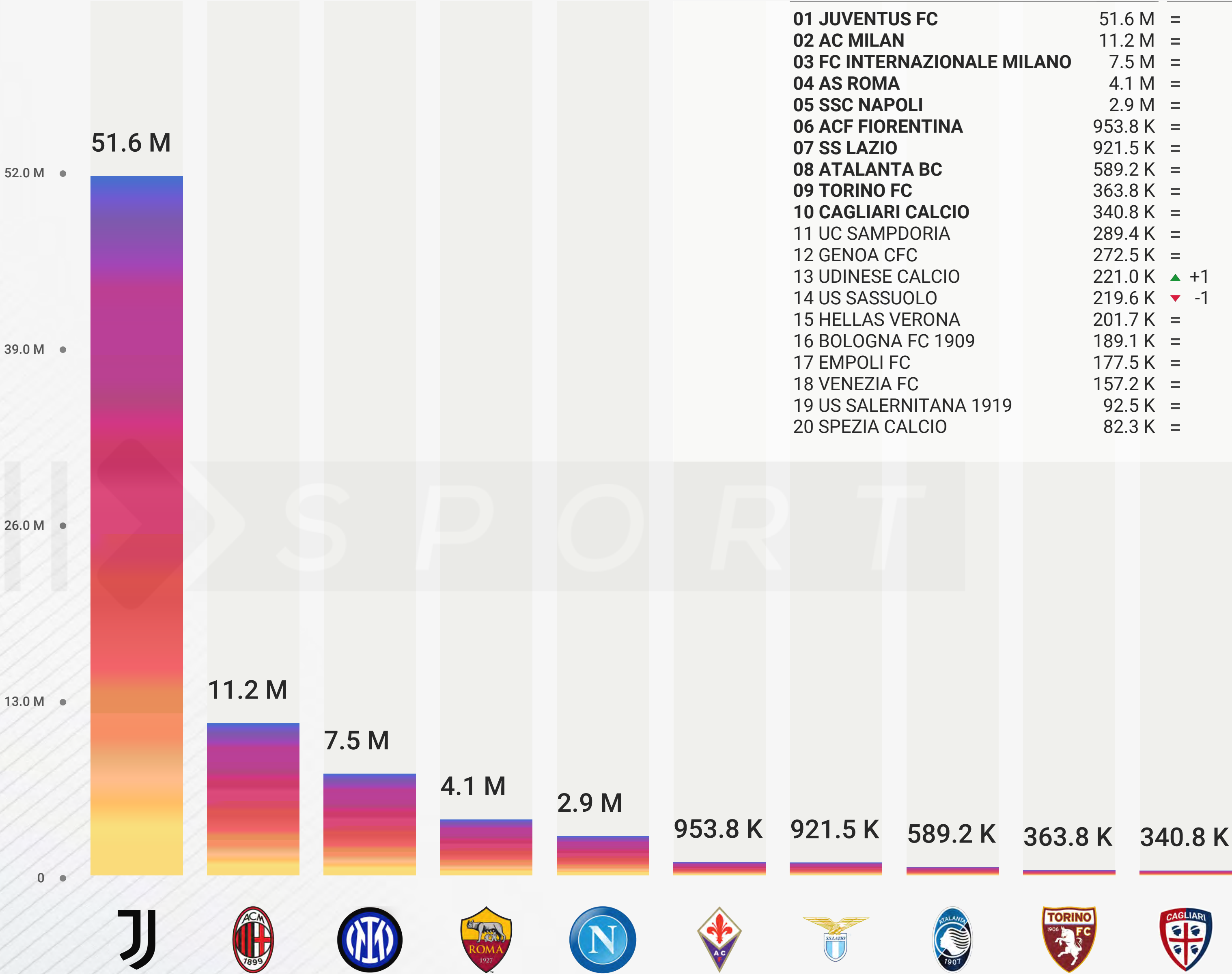


TOTAL FANBASE

82.3 M



Ranking of the most followed Serie A football clubs on Instagram.



*[from November 02, 2021 to November 30, 2021]





TOTAL FANBASE

6.6 M



Ranking of the most followed Serie A football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]



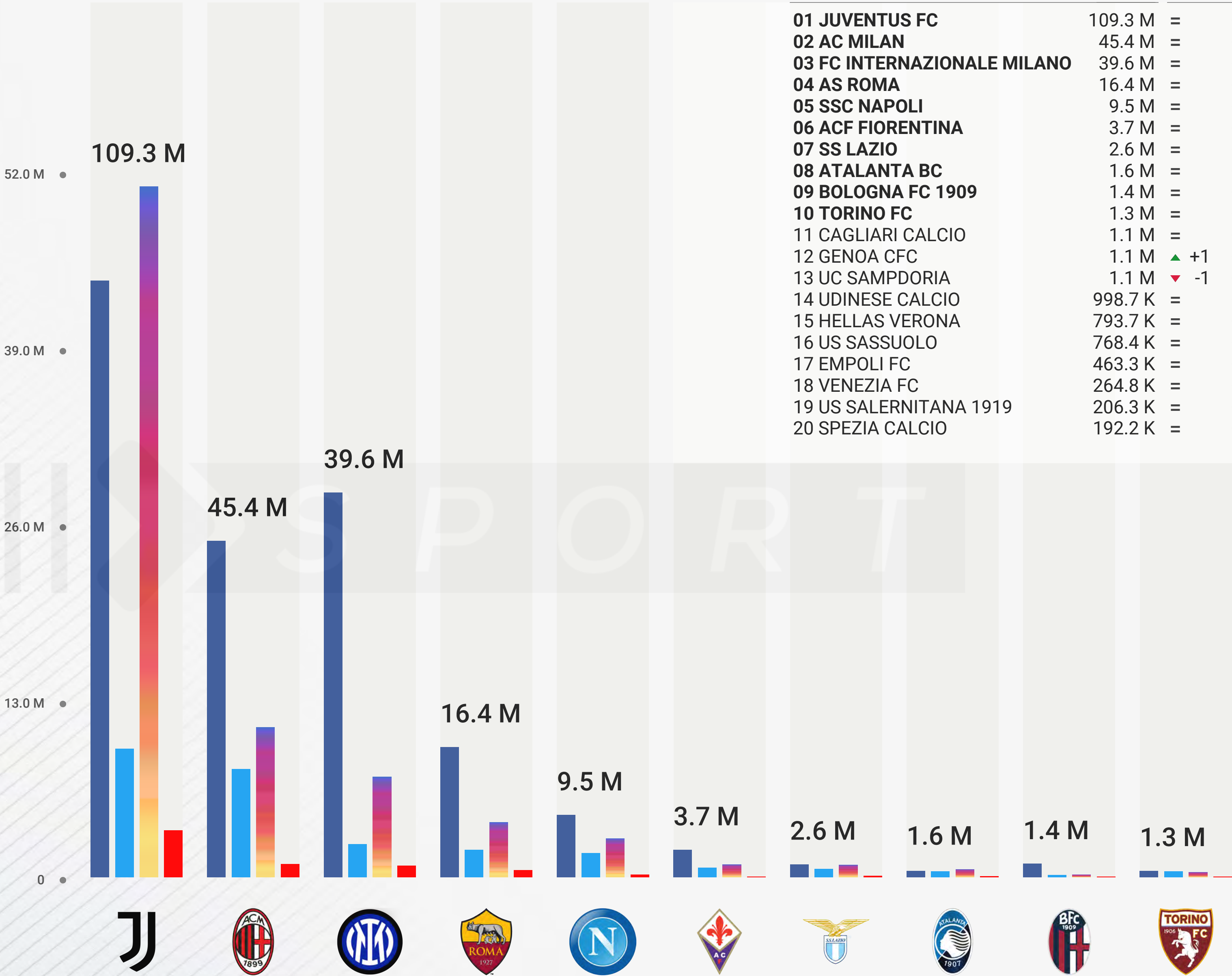


TOTAL FANBASE

237.8 M



Ranking of the most followed Serie A football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE
237.8 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 20 sponsored Serie A football clubs.



*[from November 02, 2021 to November 30, 2021]



CLUBS

20

SPORT BRANDS

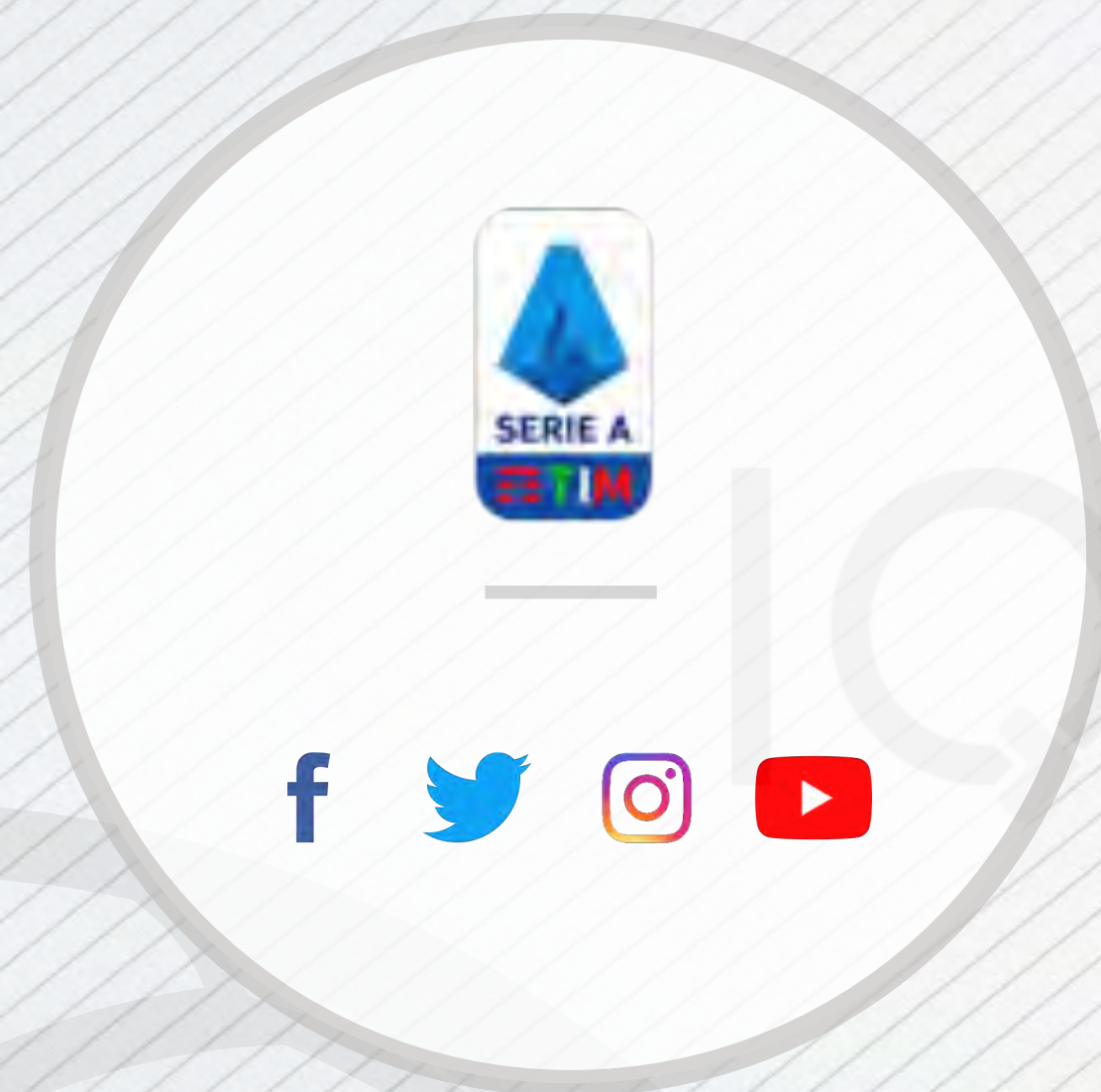
10

Sport Brands on jersey coverage in relation to the 20 sponsored Serie A football clubs.

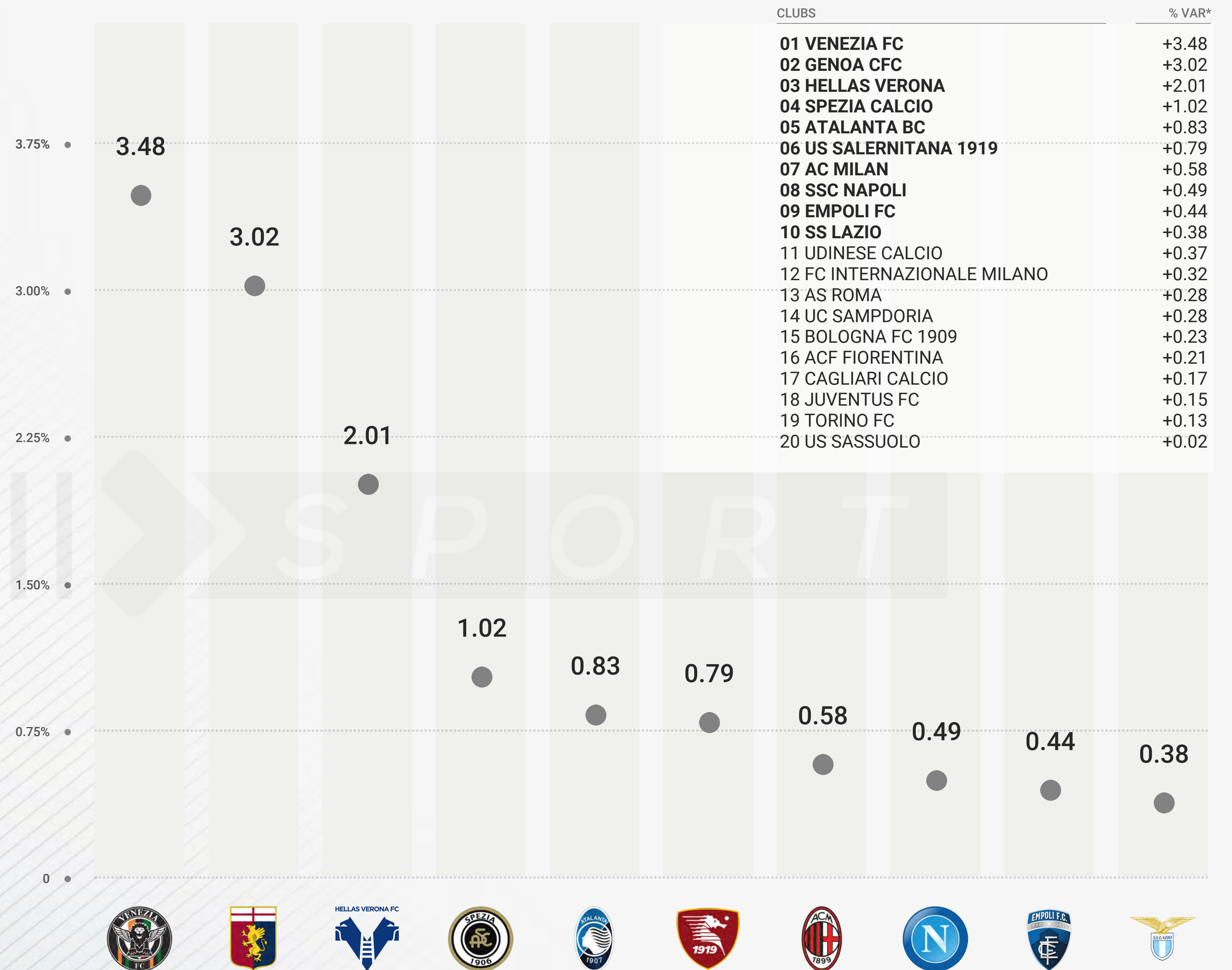


*[from November 02, 2021 to November 30, 2021]

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



*[from November 02, 2021 to November 30, 2021]

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ITALY Snapshot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

13

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.7 M

+ 1.02%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Lega B football clubs analysed.

*[from November 02, 2021 to November 30, 2021]

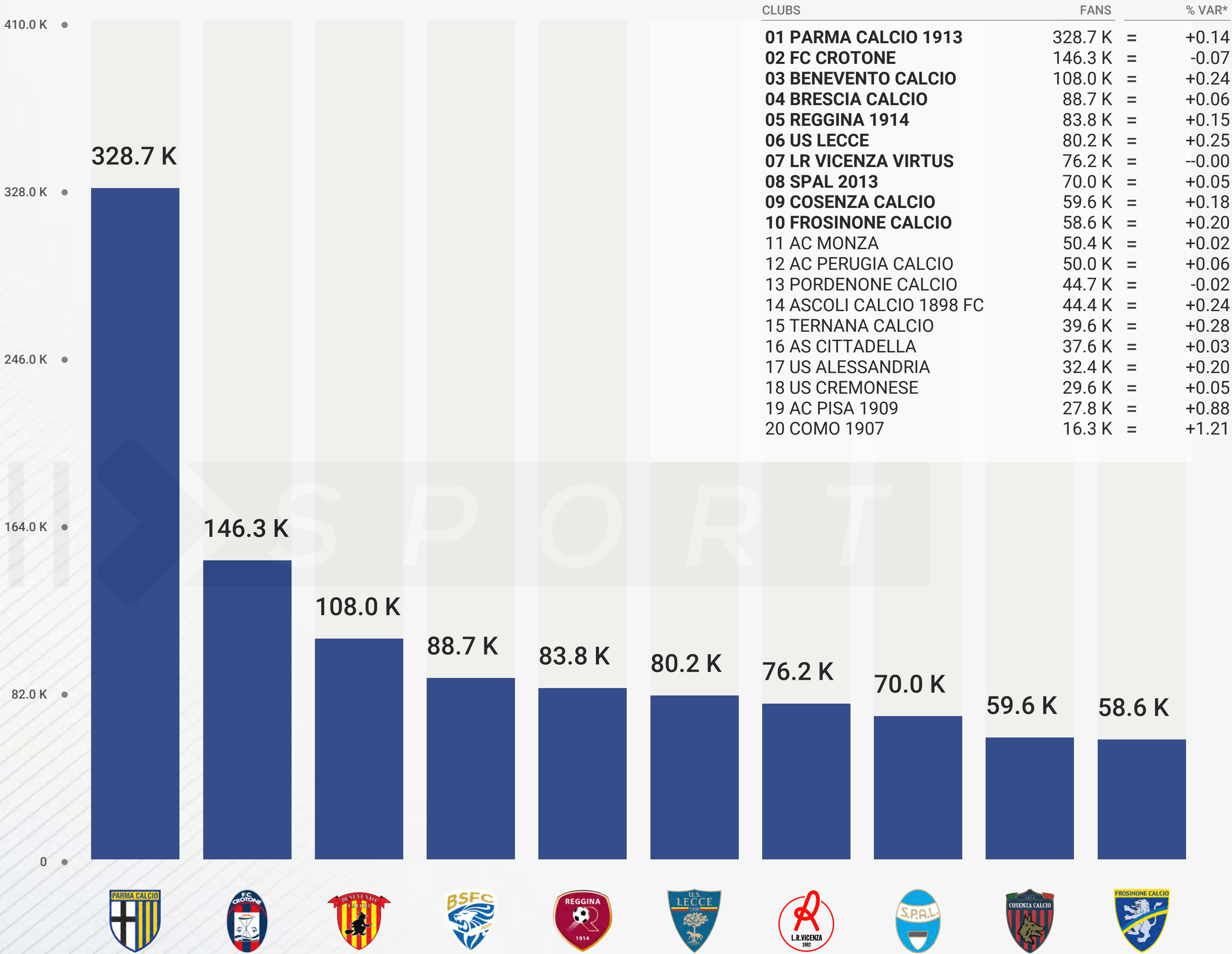
f

TOTAL FANBASE

1.5 M



Ranking of the most followed
Lega B football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]



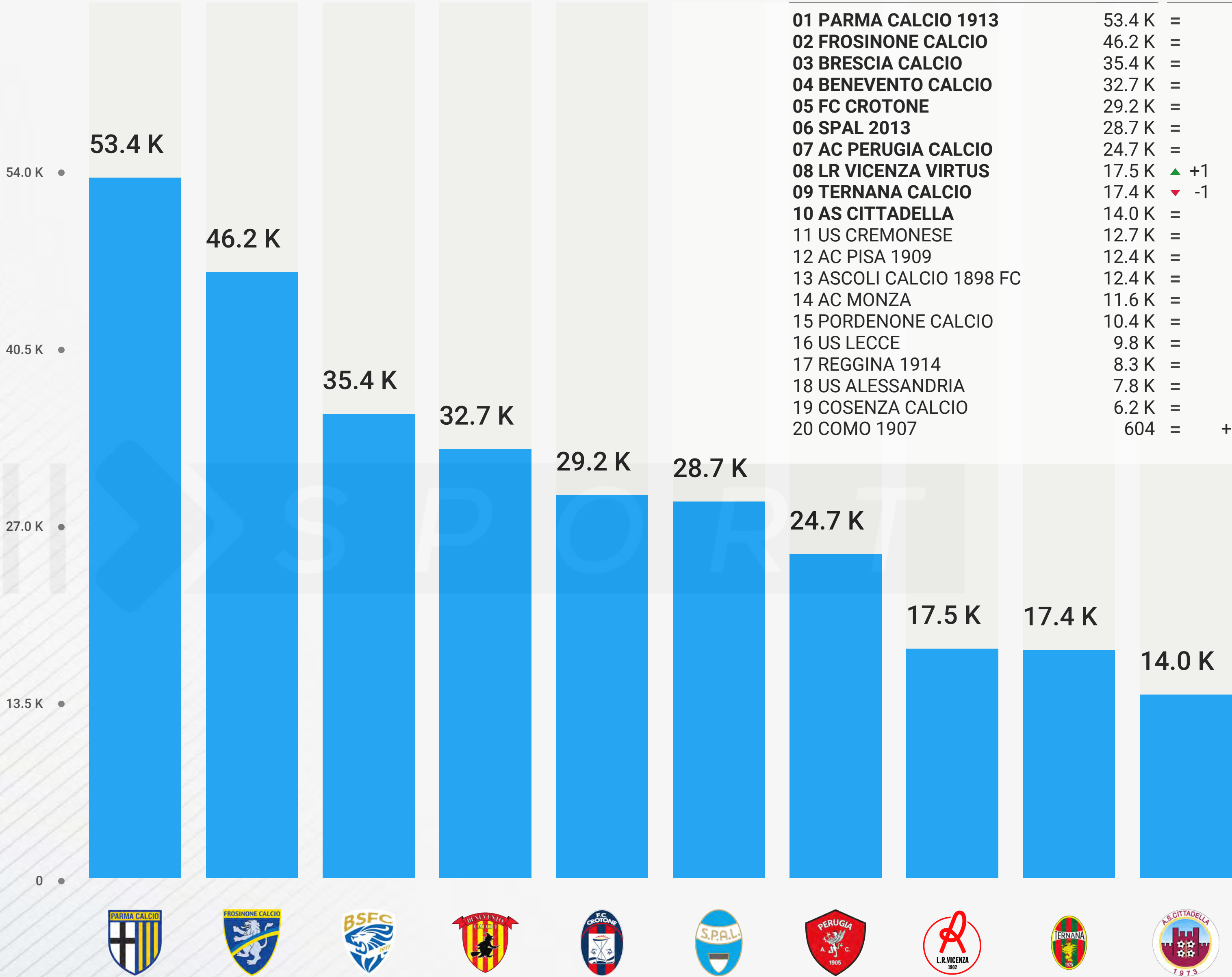


TOTAL FANBASE

391 K



Ranking of the most followed
Lega B football clubs on Twitter.



*[from November 02, 2021 to November 30, 2021]

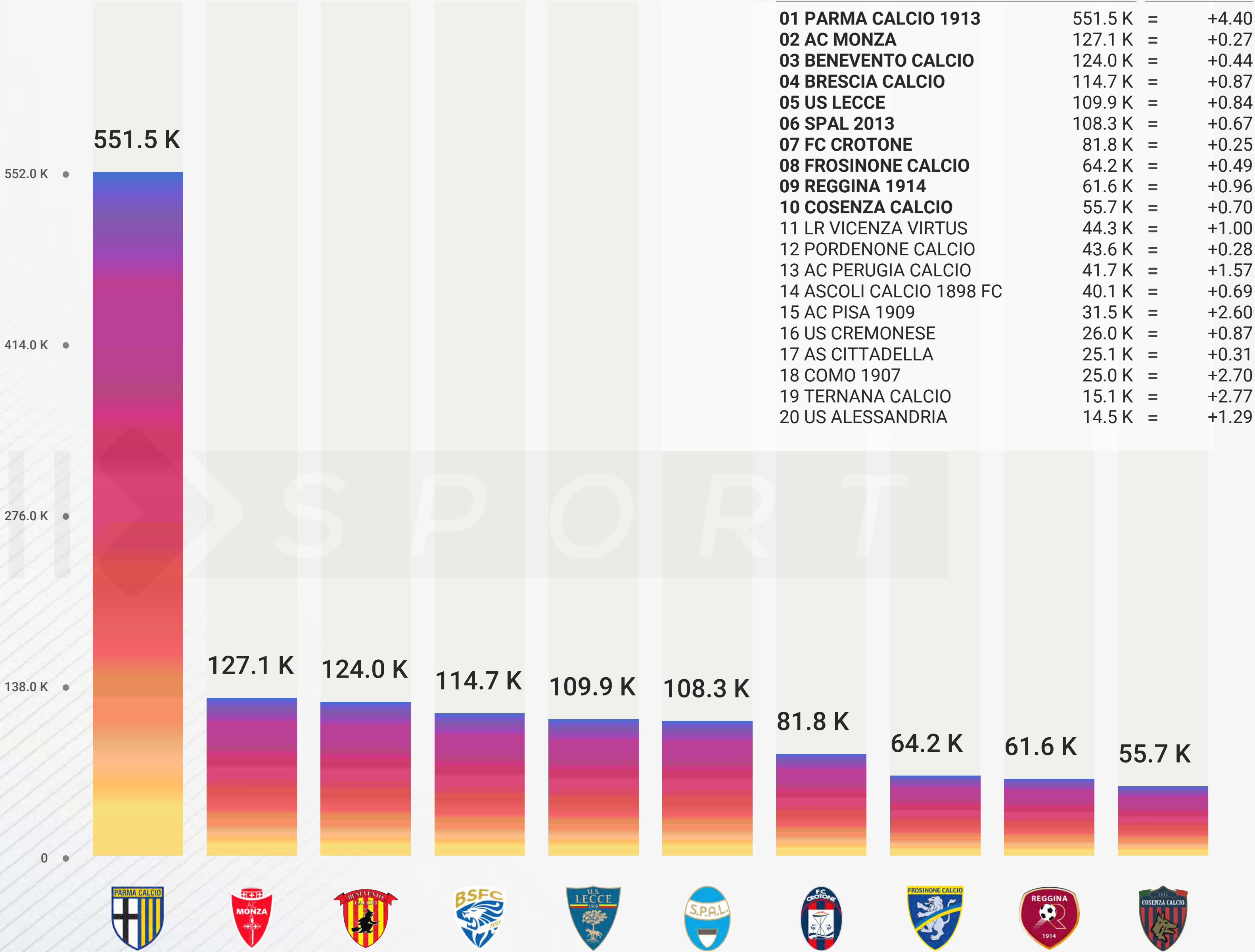


TOTAL FANBASE

1.7 M



Ranking of the most followed Lega B football clubs on Instagram.



*[from November 02, 2021 to November 30, 2021]



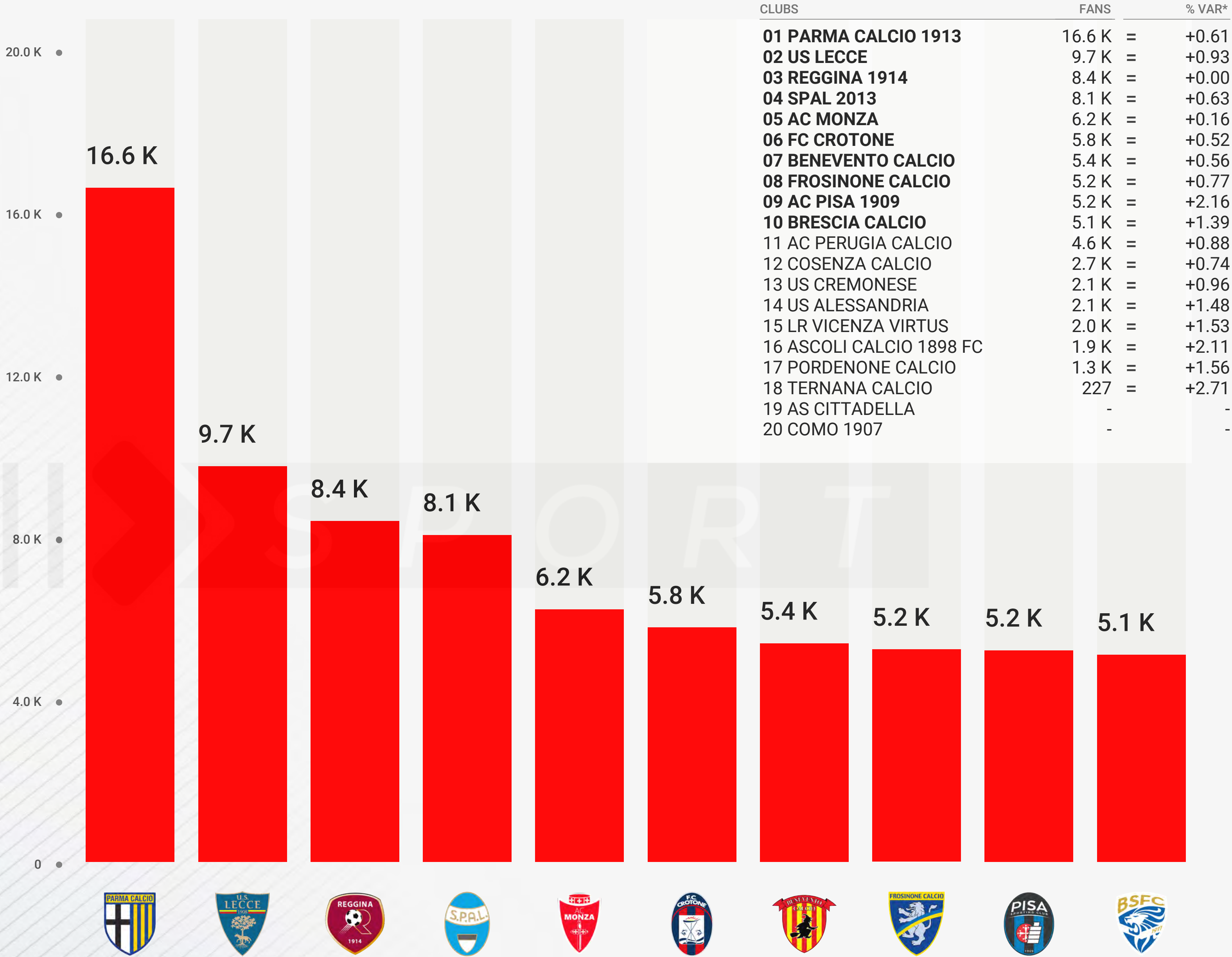


TOTAL FANBASE

93 K



Ranking of the most followed
Lega B football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]

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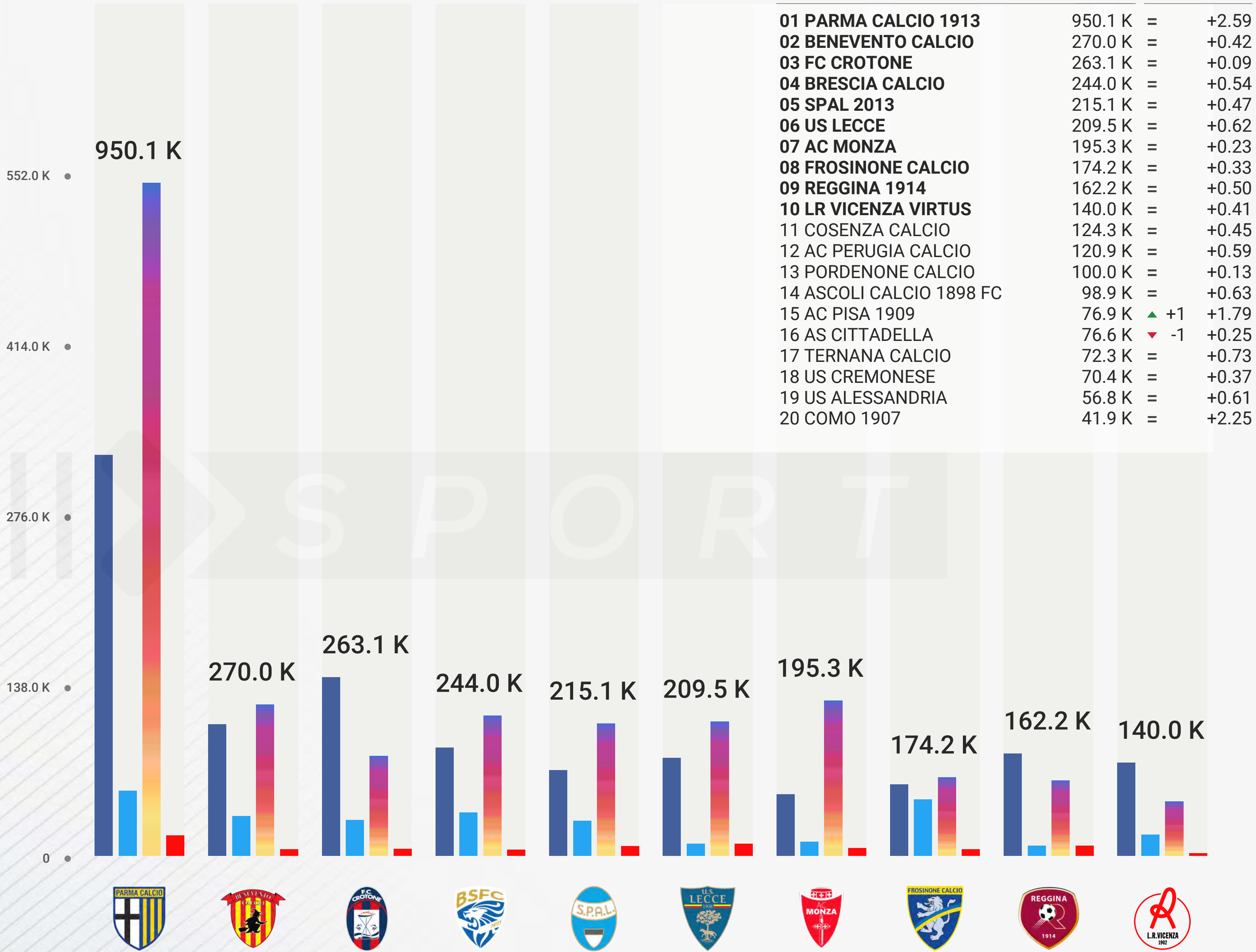




TOTAL FANBASE
3.7 M



Ranking of the most followed Lega B football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	950.1 K	=	+2.59
02 BENEVENTO CALCIO	270.0 K	=	+0.42
03 FC CROTONE	263.1 K	=	+0.09
04 BRESCIA CALCIO	244.0 K	=	+0.54
05 SPAL 2013	215.1 K	=	+0.47
06 US LECCE	209.5 K	=	+0.62
07 AC MONZA	195.3 K	=	+0.23
08 FROSINONE CALCIO	174.2 K	=	+0.33
09 REGGINA 1914	162.2 K	=	+0.50
10 LR VICENZA VIRTUS	140.0 K	=	+0.41
11 COSENZA CALCIO	124.3 K	=	+0.45
12 AC PERUGIA CALCIO	120.9 K	=	+0.59
13 PORDENONE CALCIO	100.0 K	=	+0.13
14 ASCOLI CALCIO 1898 FC	98.9 K	=	+0.63
15 AC PISA 1909	76.9 K	▲ +1	+1.79
16 AS CITTADELLA	76.6 K	▼ -1	+0.25
17 TERNANA CALCIO	72.3 K	=	+0.73
18 US CREMONESE	70.4 K	=	+0.37
19 US ALESSANDRIA	56.8 K	=	+0.61
20 COMO 1907	41.9 K	=	+2.25

*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE
3.7 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 20 sponsored Lega B football clubs.



*[from November 02, 2021 to November 30, 2021]



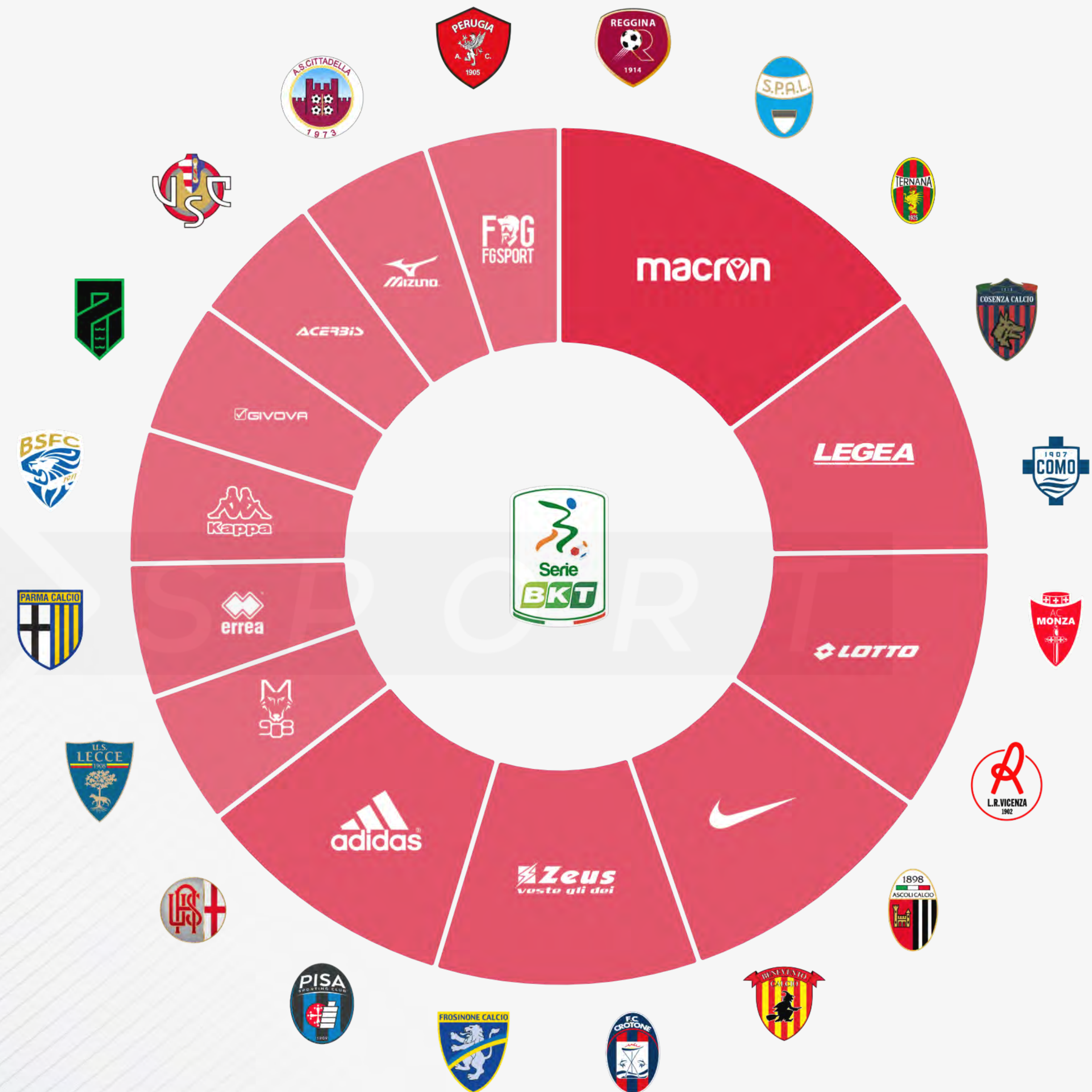
CLUBS

20

SPORT BRANDS

13

Sport Brands on jersey coverage in relation to the 20 sponsored Lega B football clubs.

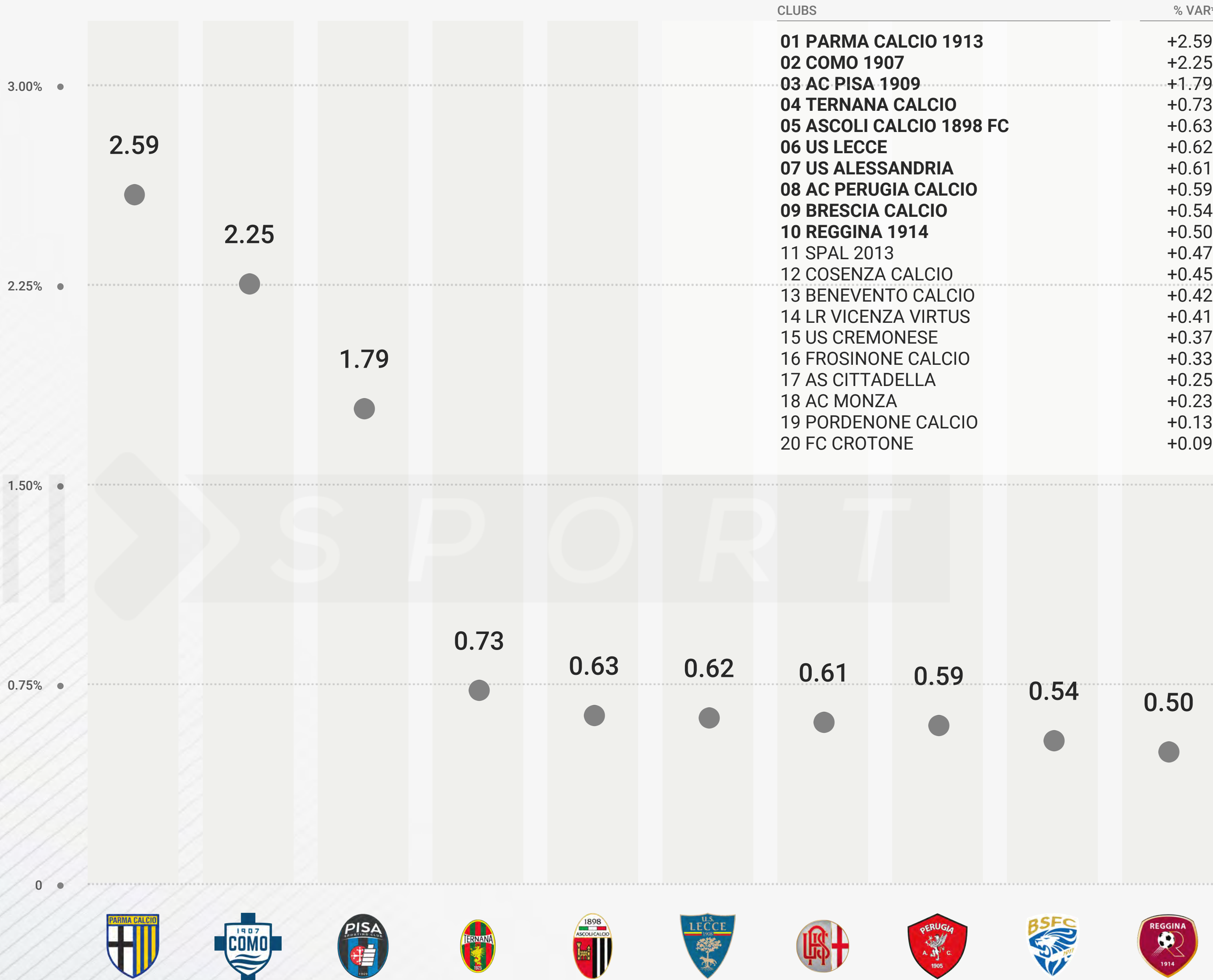


*[from November 02, 2021 to November 30, 2021]

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Ranking of the most grown up Lega B football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SECOND DIVISION

22 CLUBS



SPAIN

SPAIN Snapshot / First Division



20

CLUBS

Total LaLiga football clubs analysed.

9

BRANDS

Total LaLiga Sport Brands on jerseys analysed.

585.6 M

+ 0.61%*

FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the LaLiga football clubs analysed.

*[from November 02, 2021 to November 30, 2021]





Ranking of the most followed
LaLiga football clubs
on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.





TOTAL FANBASE

92.4 M



Ranking of the most followed
LaLiga football clubs
on Twitter.



*[from November 02, 2021 to November 30, 2021]

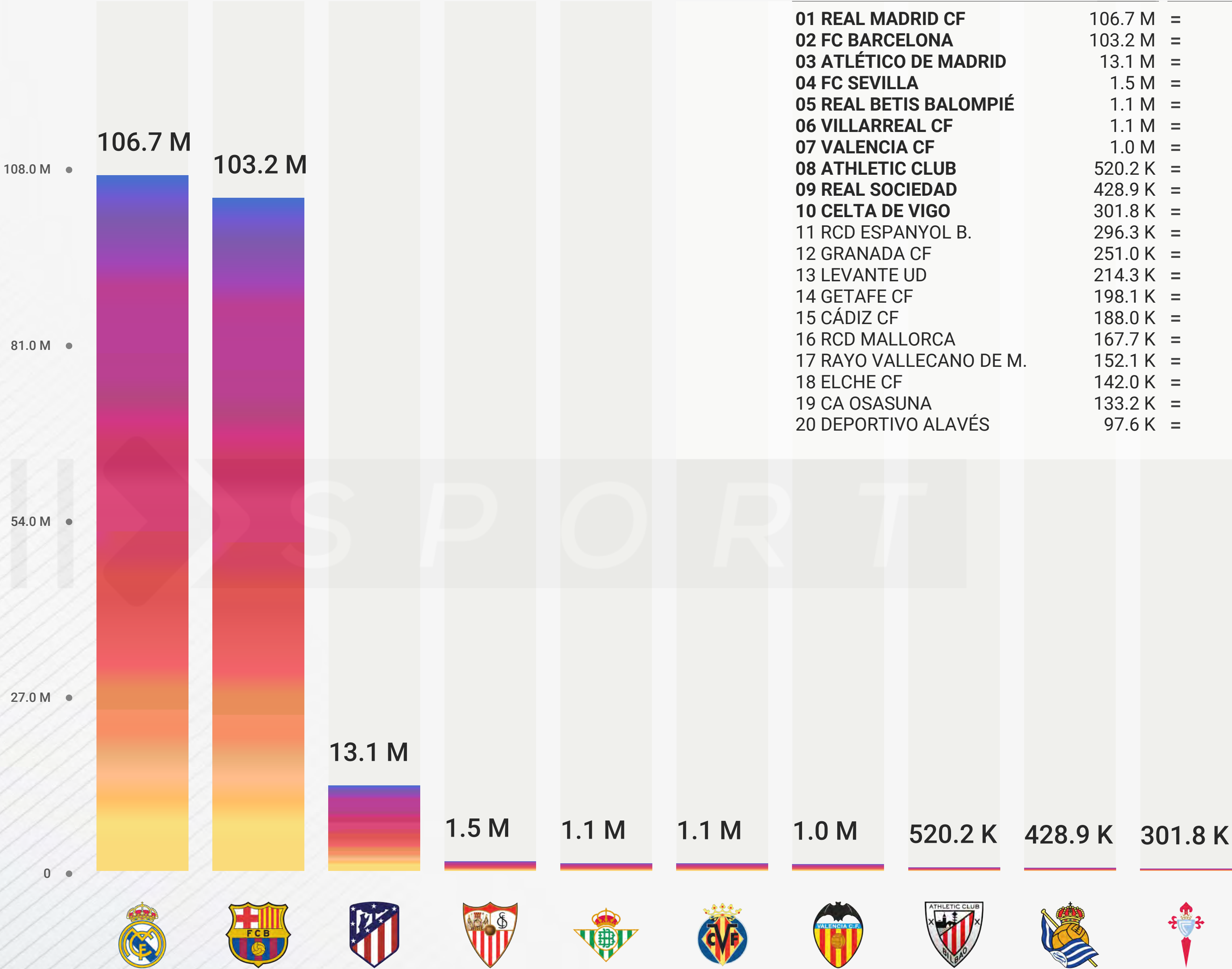


TOTAL FANBASE

230.8 M



Ranking of the most followed
LaLiga football clubs
on Instagram.



*[from November 02, 2021 to November 30, 2021]





TOTAL FANBASE

21.2 M



Ranking of the most followed
LaLiga football clubs
on YouTube.



*[from November 02, 2021 to November 30, 2021]





TOTAL FANBASE
585.6 M



Ranking of the most followed
LaLiga football clubs based on the
aggregate Facebook, Twitter,
Instagram, YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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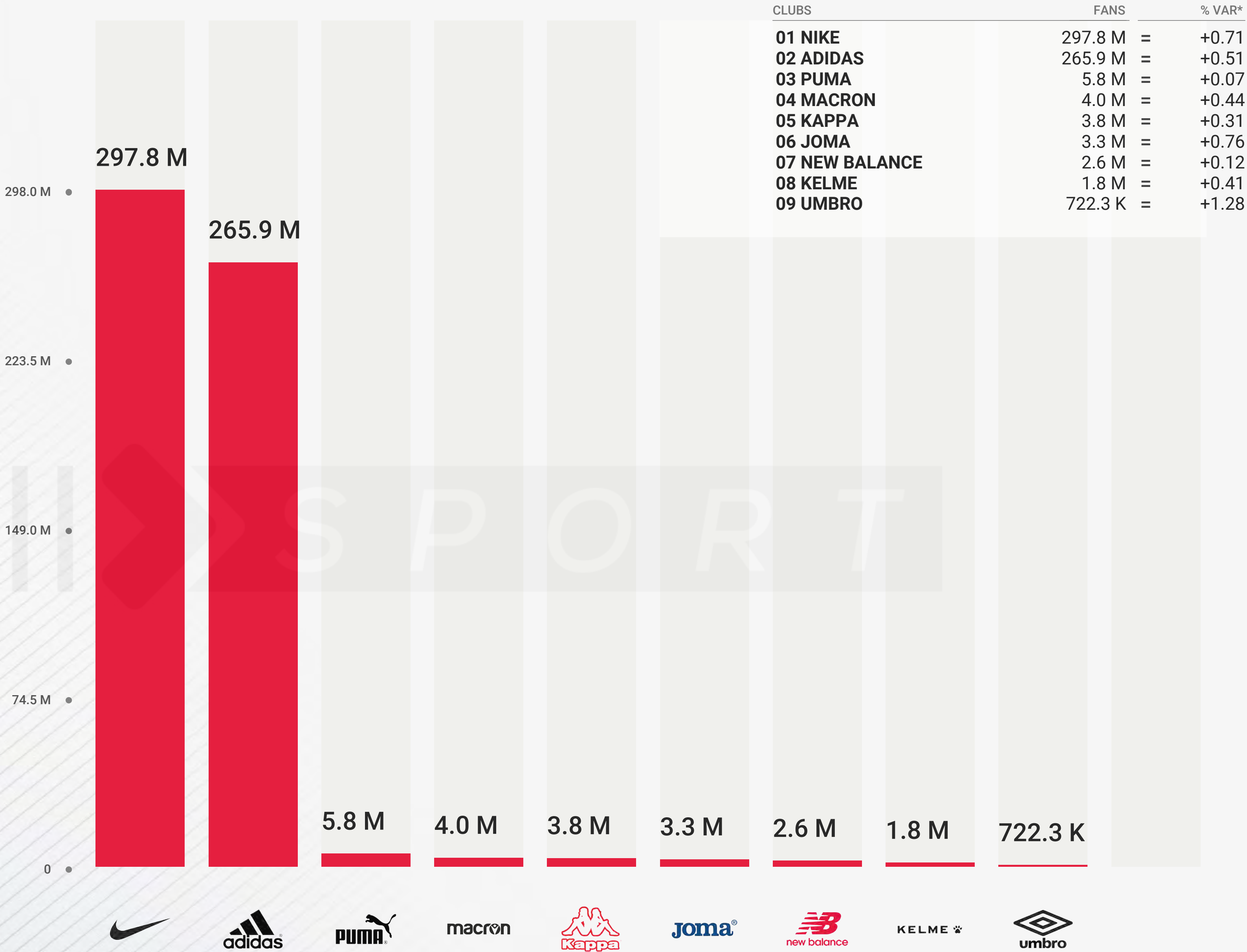


TOTAL FANBASE

585.6 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 20 sponsored LaLiga football clubs.



*[from November 02, 2021 to November 30, 2021]

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Sport Brands on jersey coverage in relation to the 20 sponsored LaLiga football clubs.



*[from November 02, 2021 to November 30, 2021]

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



*[from November 02, 2021 to November 30, 2021]

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SPAIN Snapshot / Second Division



22

CLUBS

Total LaLiga 2 football clubs analysed.

7

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

14.8 M

+ 0.65%*

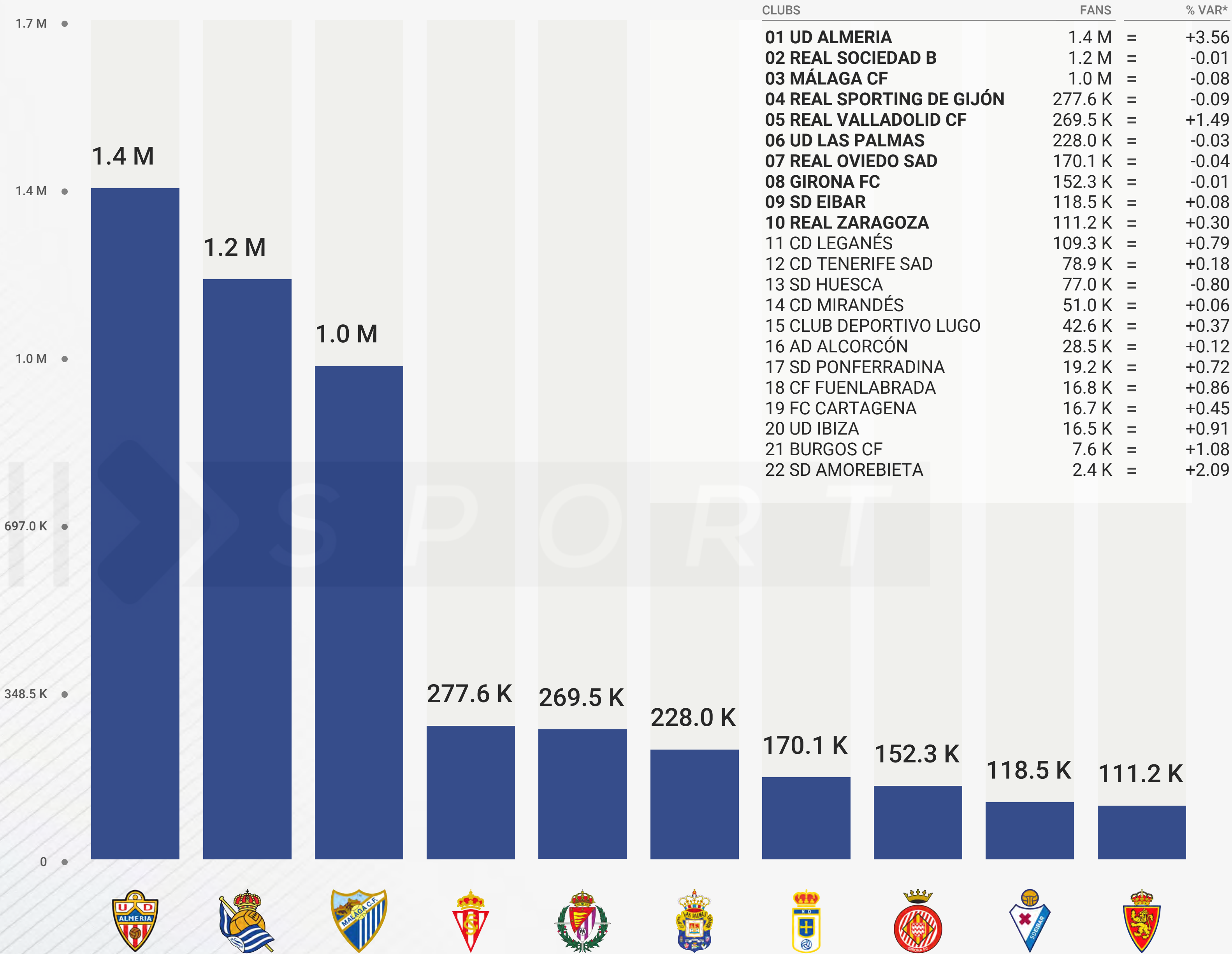
FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the LaLiga 2 football clubs analysed.

*[from November 02, 2021 to November 30, 2021]



Ranking of the most followed
LaLiga 2 football clubs
on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.



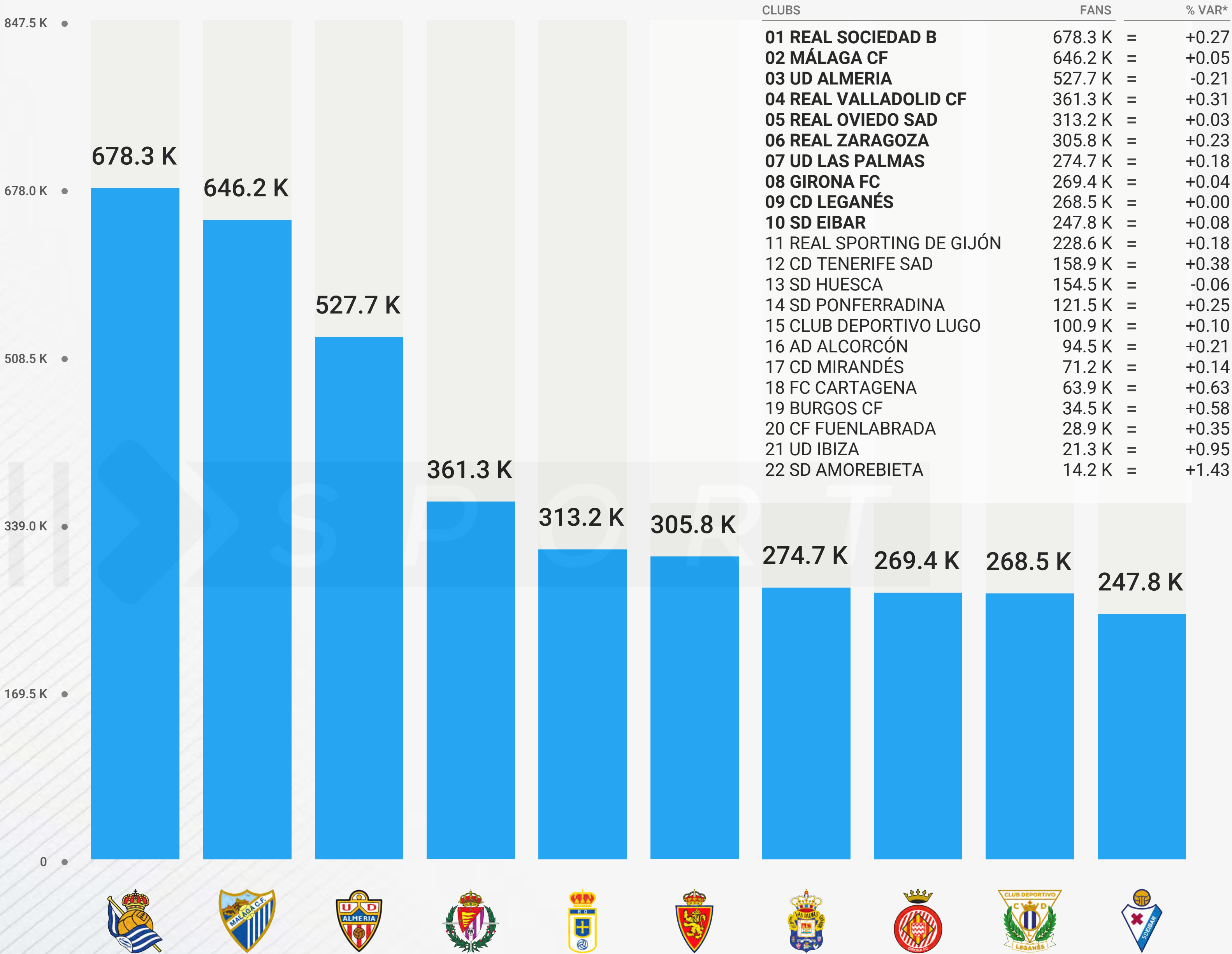


TOTAL FANBASE

5.0 M



Ranking of the most followed
LaLiga 2 football clubs
on Twitter.



*[from November 02, 2021 to November 30, 2021]

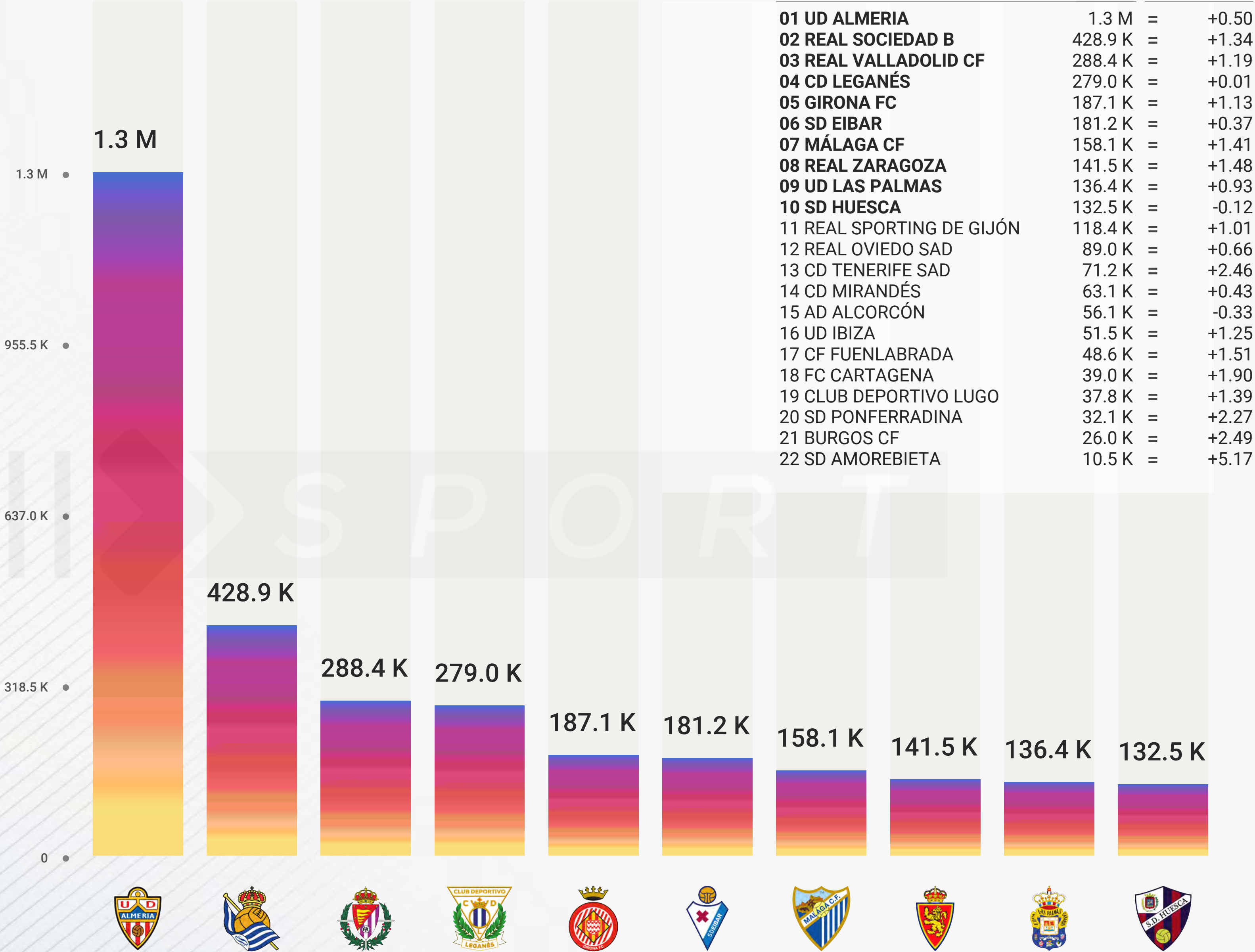


TOTAL FANBASE

3.8 M



Ranking of the most followed
LaLiga 2 football clubs
on Instagram.



*[from November 02, 2021 to November 30, 2021]



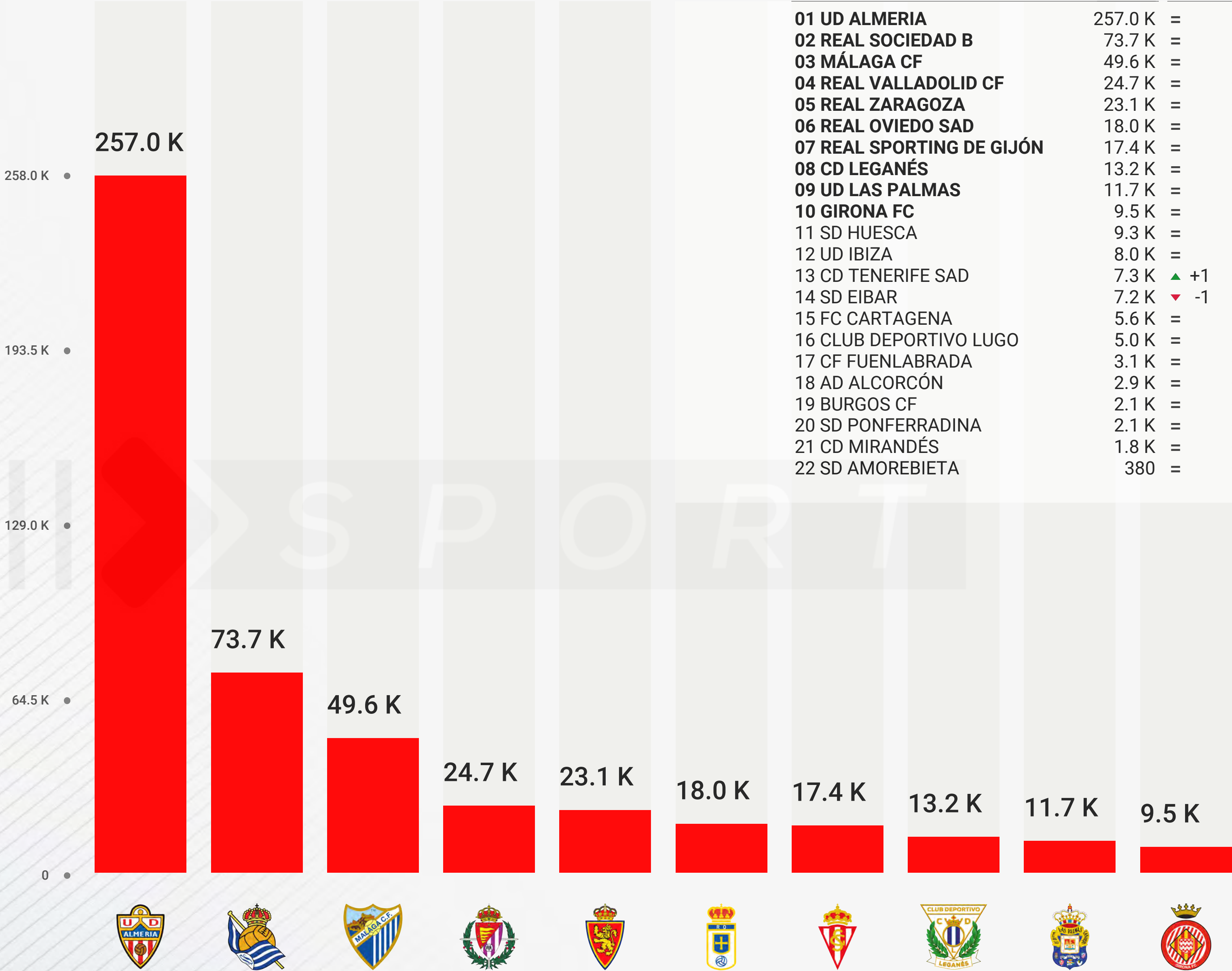


TOTAL FANBASE

553 K



Ranking of the most followed
LaLiga 2 football clubs
on YouTube.



*[from November 02, 2021 to November 30, 2021]





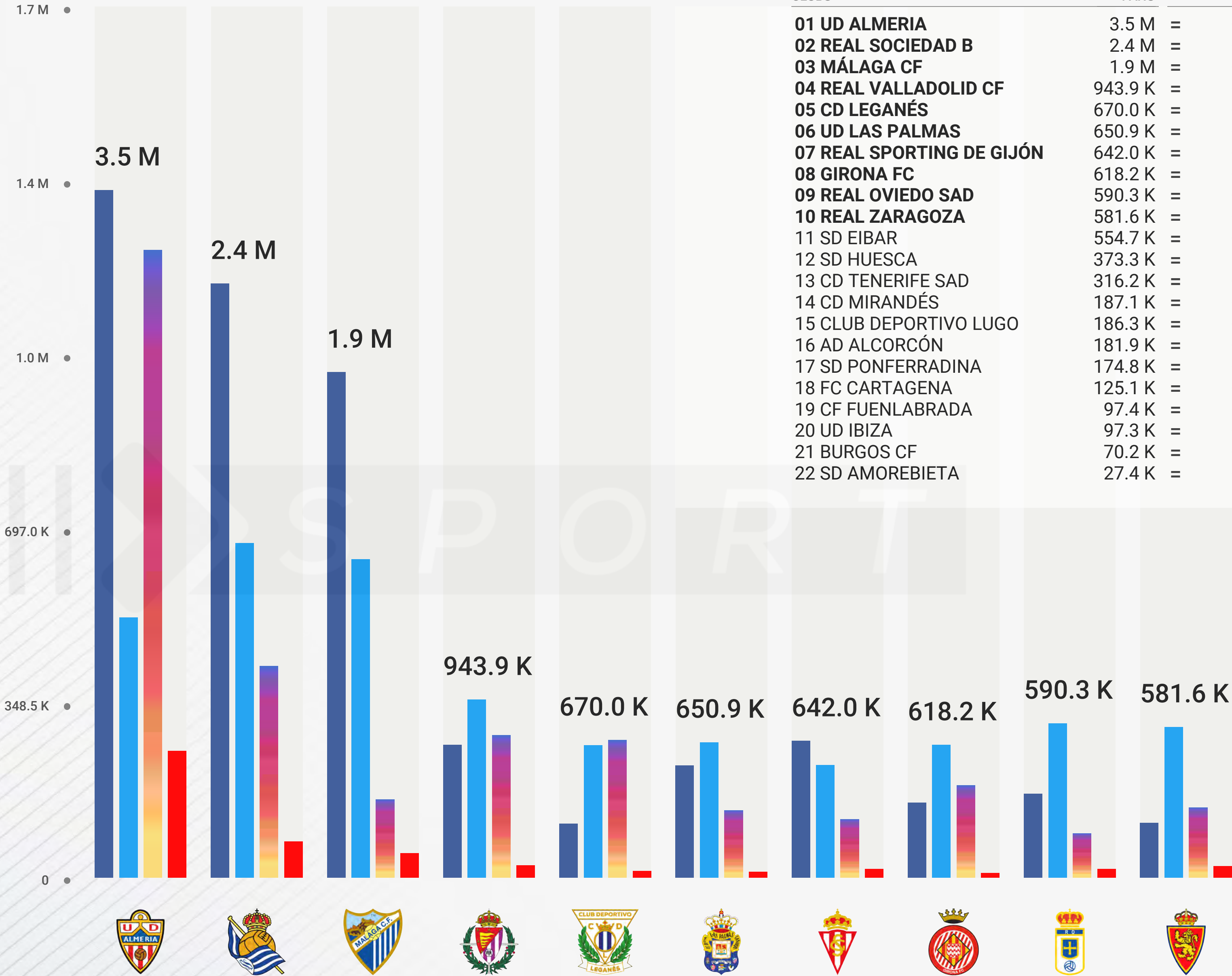
TOTAL FANBASE
14.8 M



Ranking of the most followed
LaLiga 2 football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE
14.8 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 22 sponsored LaLiga 2 football clubs.



*[from November 02, 2021 to November 30, 2021]



CLUBS

22

SPORT BRANDS

7

Sport Brands on jersey coverage in relation to the 22 sponsored LaLiga 2 football clubs.



*[from November 02, 2021 to November 30, 2021]

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Ranking of the most grown up
LaLiga 2 football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.



*[from November 02, 2021 to November 30, 2021]

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PORTUGAL Snapshot / First Division



18

CLUBS

Total Primeira Liga
football clubs analysed.

12

BRANDS

Total Primeira Liga Sport
Brands on jerseys
analysed.

22.3 M

+ 0.53%*

FANS

Total Facebook, Twitter,
Instagram, YouTube Fans of the
Primeira Liga football clubs
analysed.

*[from November 02, 2021 to November 30, 2021]

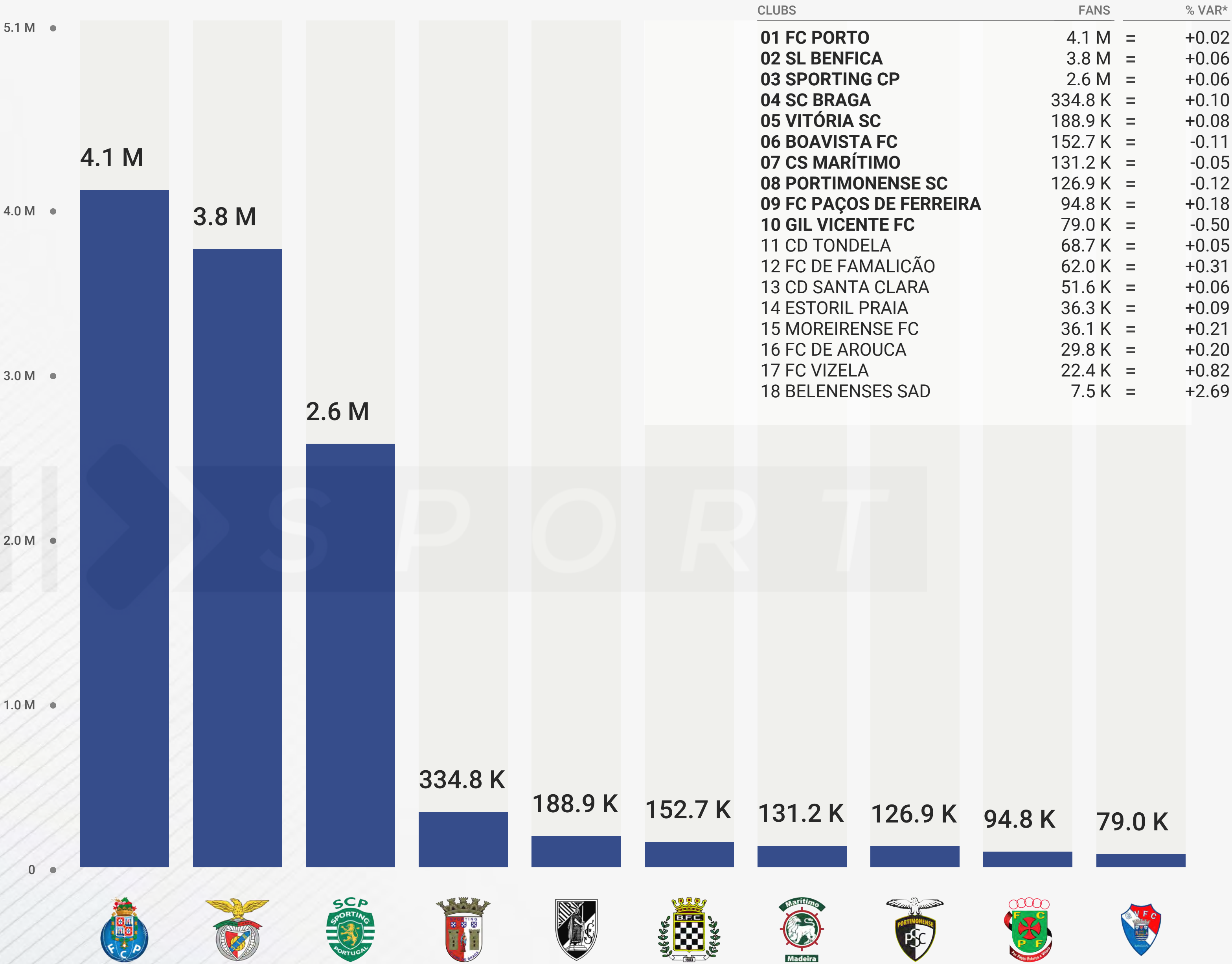
f

TOTAL FANBASE

11.9 M

LIGA PORTUGAL

Ranking of the most followed
Primeira Liga football clubs on
Facebook.



*[from November 02, 2021 to November 30, 2021]

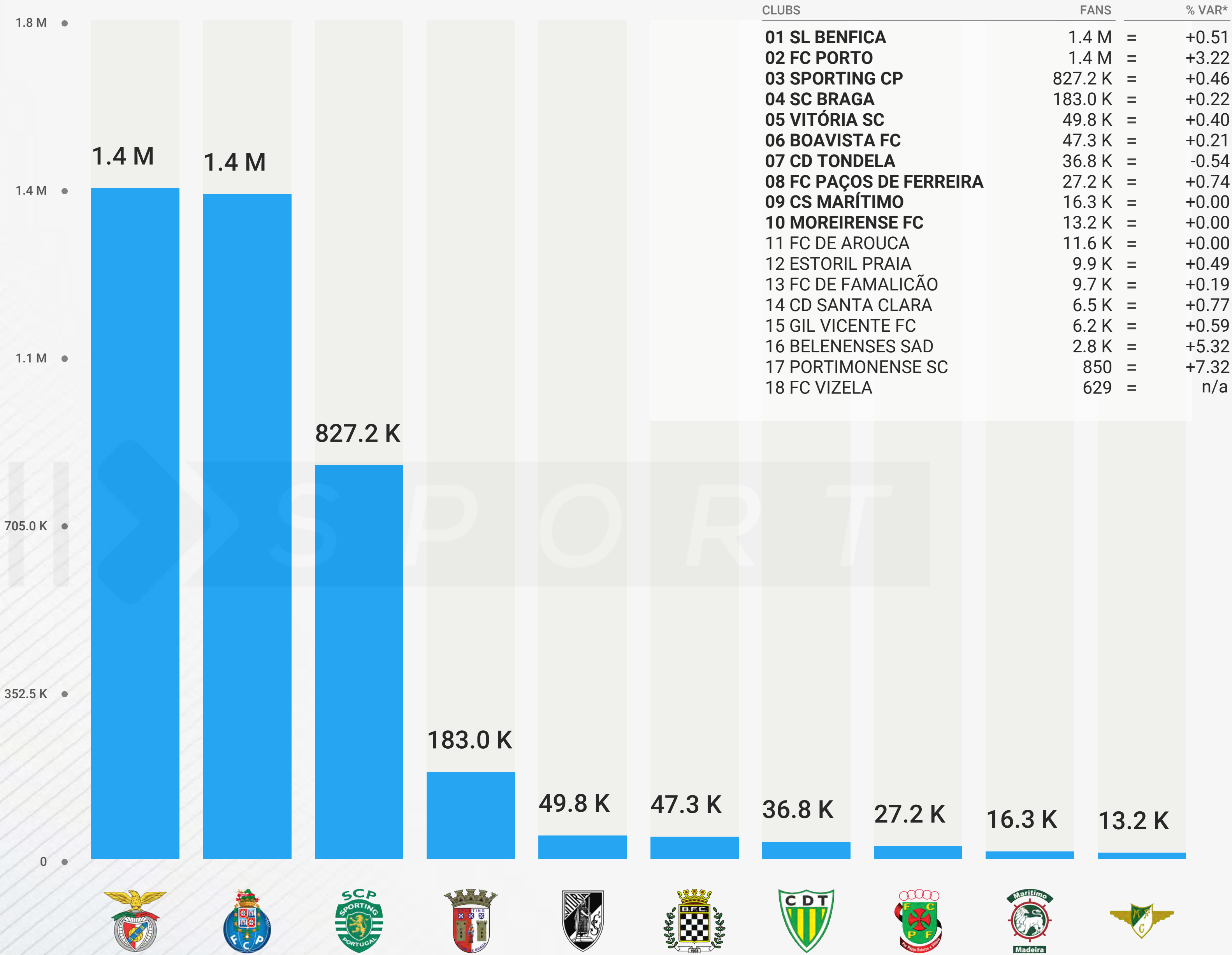


TOTAL FANBASE

4.1 M



Ranking of the most followed
Primeira Liga football clubs on
Twitter.



*[from November 02, 2021 to November 30, 2021]



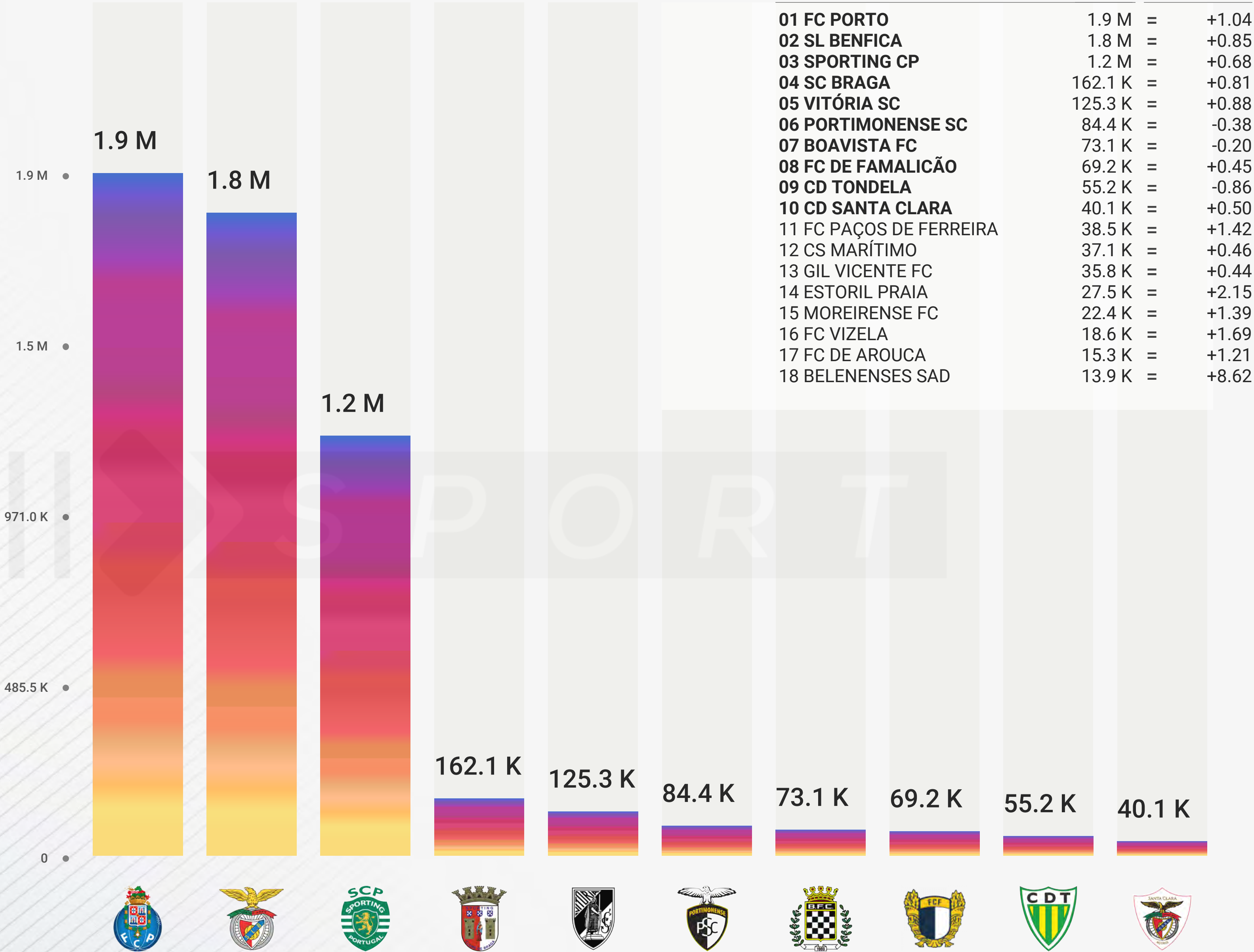


TOTAL FANBASE

5.8 M



Ranking of the most followed
Primeira Liga football clubs on
Instagram.



*[from November 02, 2021 to November 30, 2021]

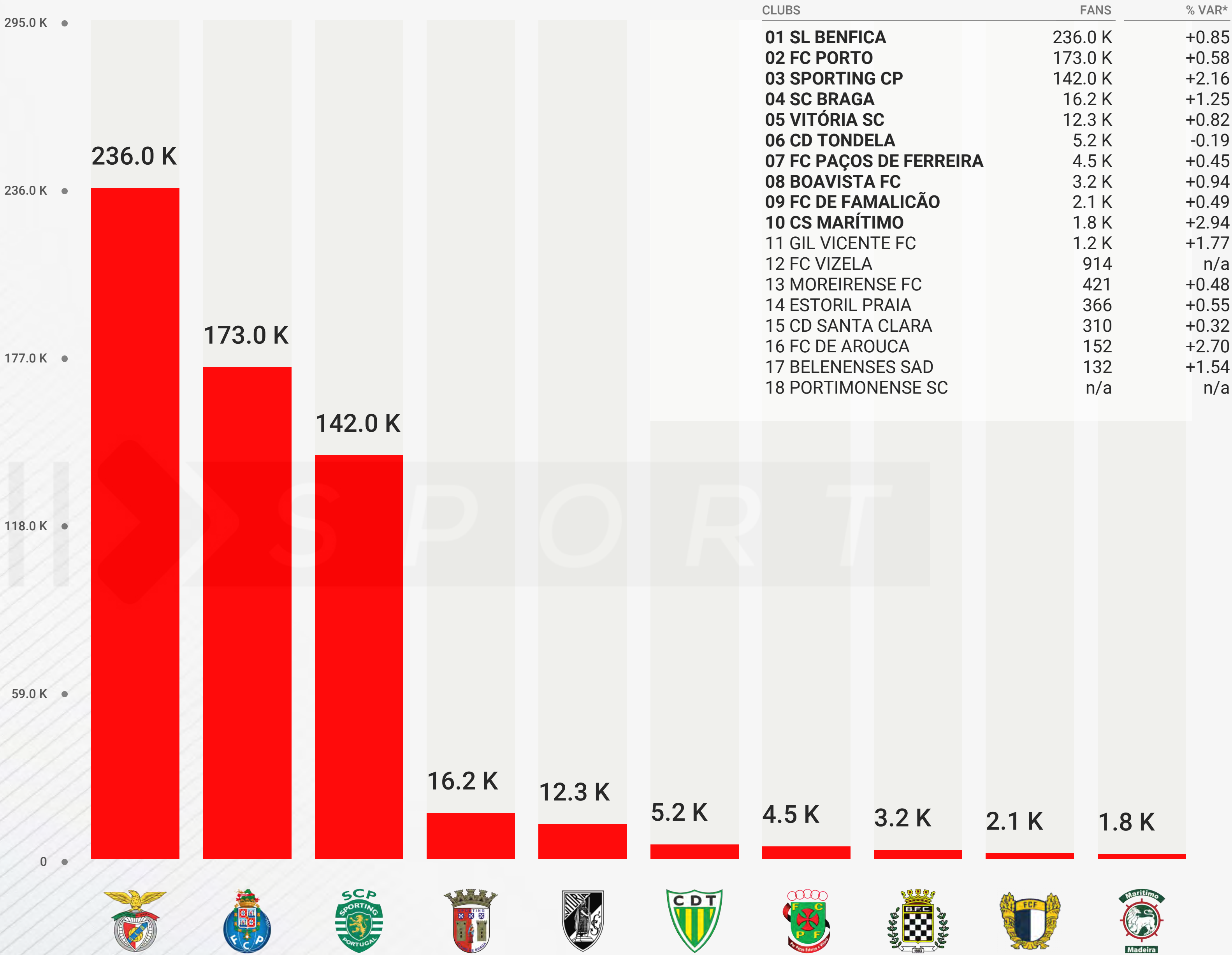


TOTAL FANBASE

600 K



Ranking of the most followed
Primeira Liga football clubs on
YouTube.



*[from November 02, 2021 to November 30, 2021]



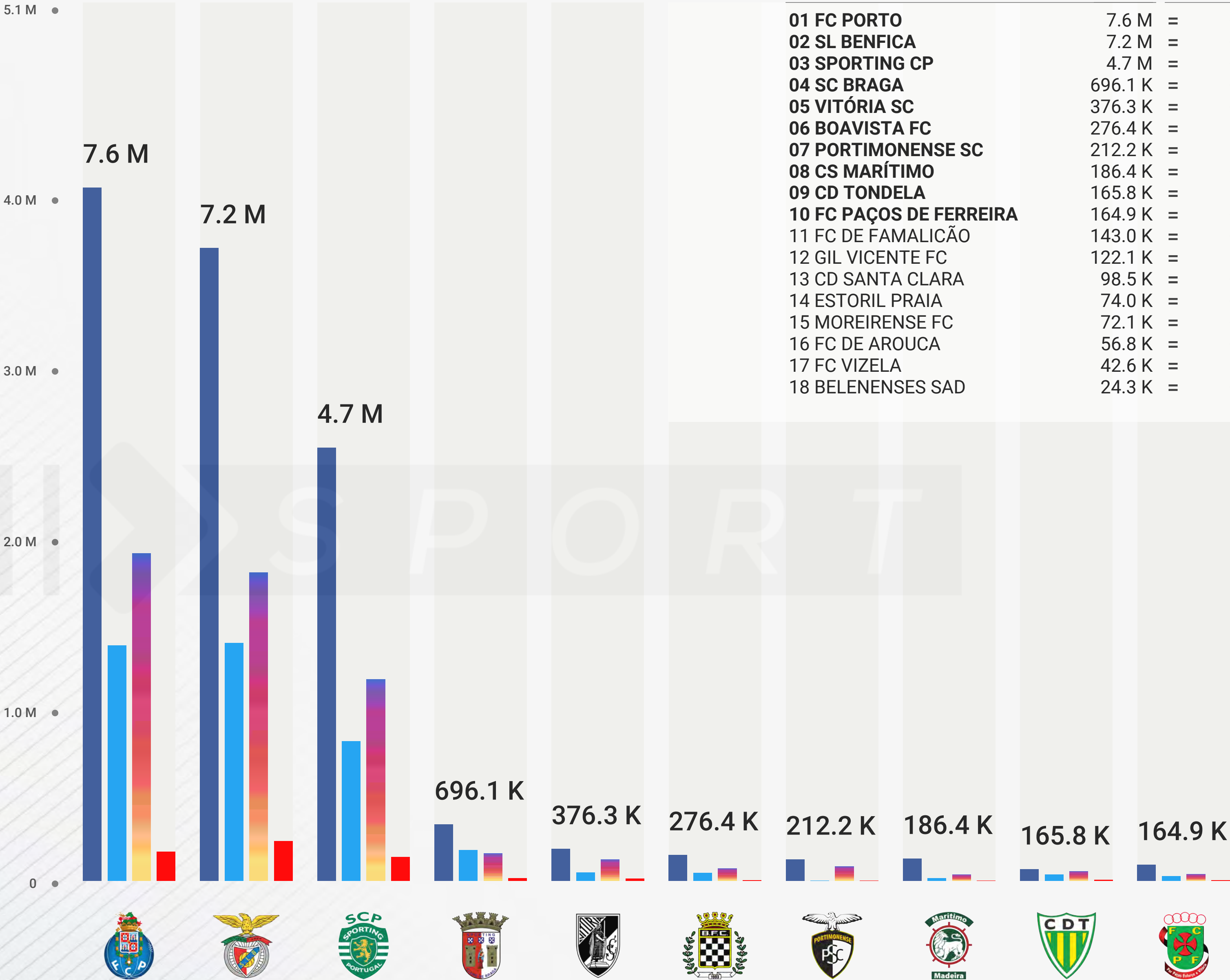
TOTAL FANBASE
22.3 M



Ranking of the most followed
Primeira Liga football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE
22.3 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 18 sponsored Primeira Liga football clubs.



*[from November 02, 2021 to November 30, 2021]

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Sport Brands on jersey coverage in relation to the 18 sponsored Primeira Liga football clubs.



*[from November 02, 2021 to November 30, 2021]

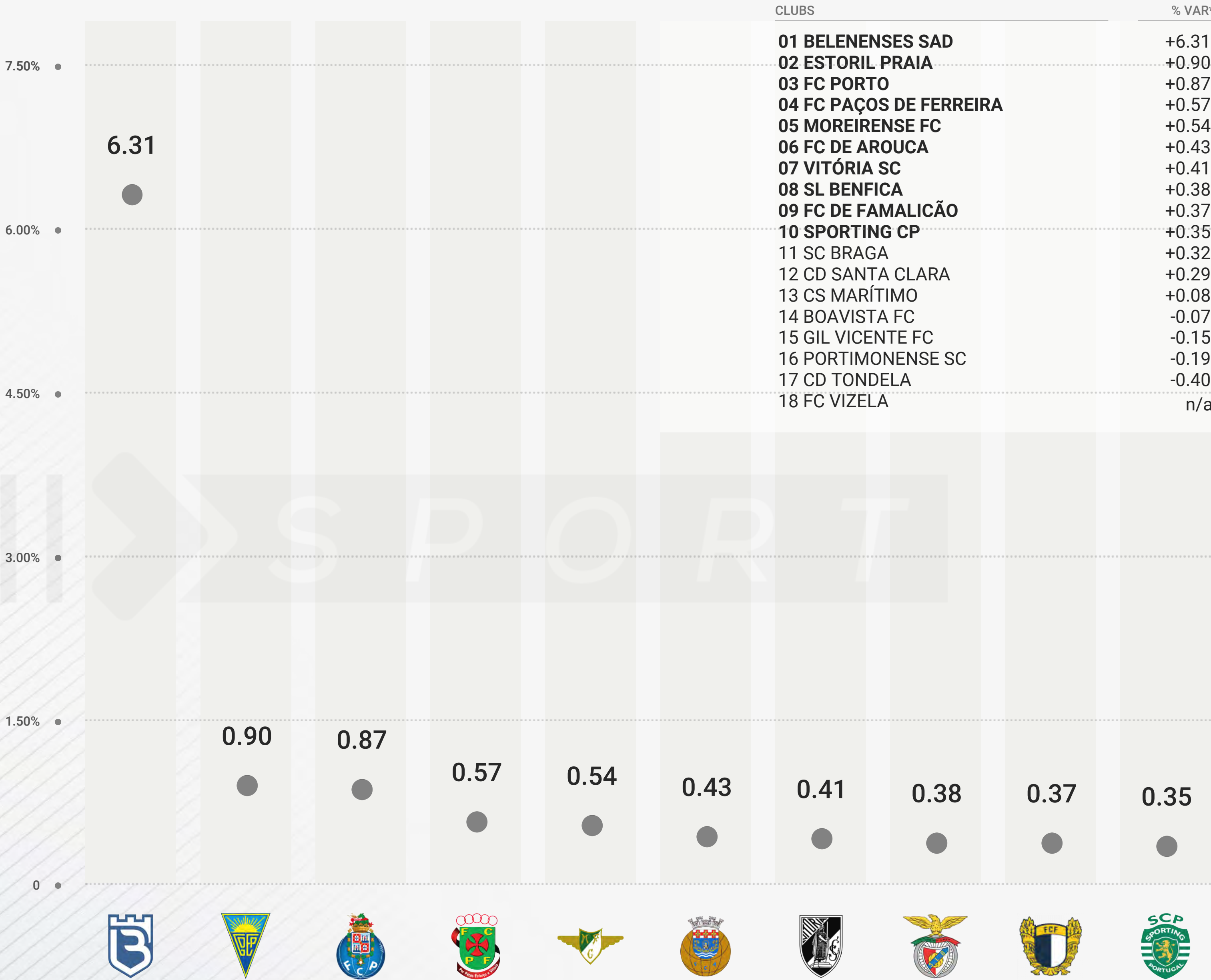
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Ranking of the most grown up
Primeira Liga football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from November 02, 2021 to November 30, 2021]

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NETHERLANDS Snapshot / First Division



18

CLUBS

Total Eredivisie football clubs analysed.

11

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

19.3 M

+ 1.11%*

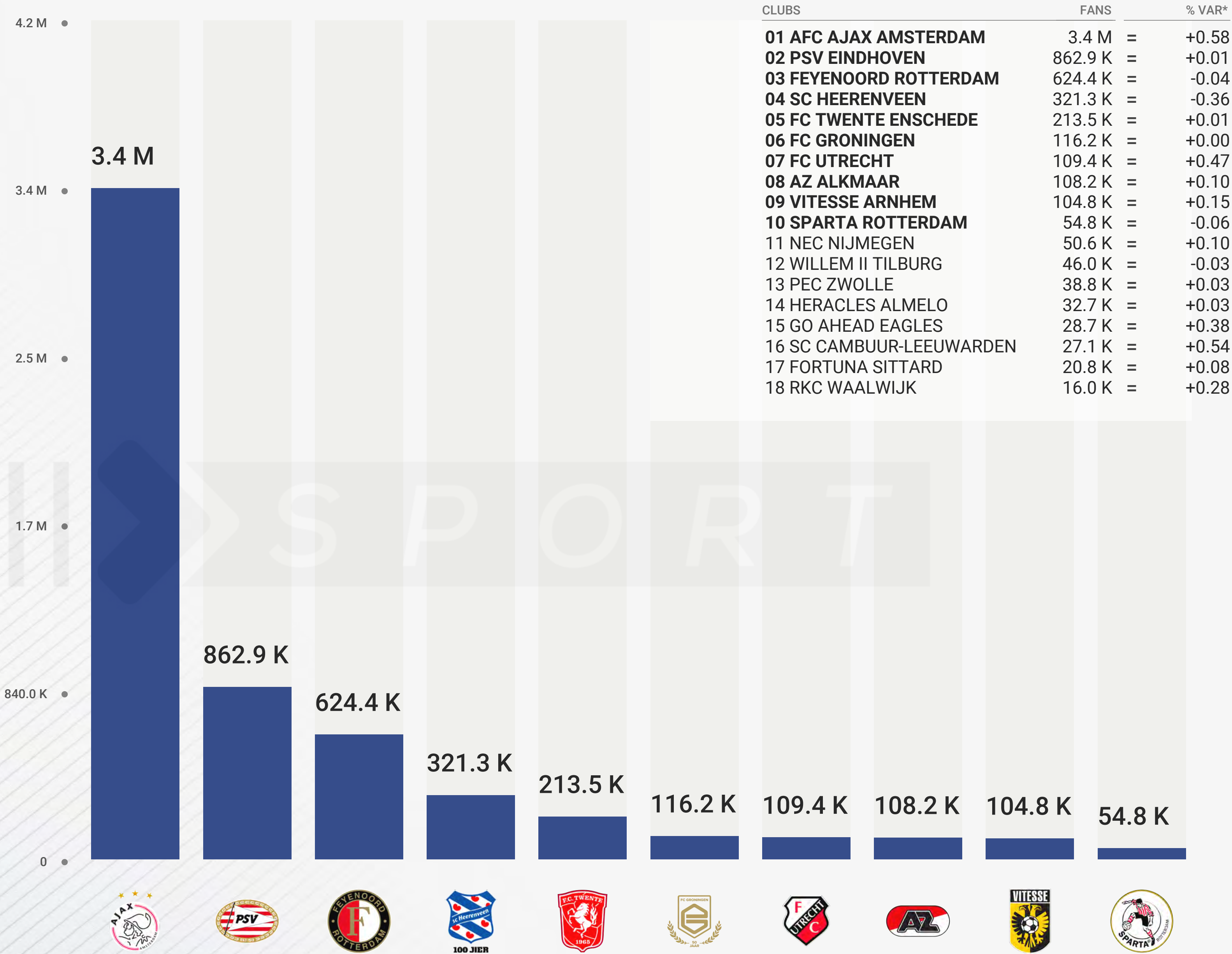
FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Eredivisie football clubs analysed.

*[from November 02, 2021 to November 30, 2021]



Ranking of the most followed
Eredivisie football clubs
on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.

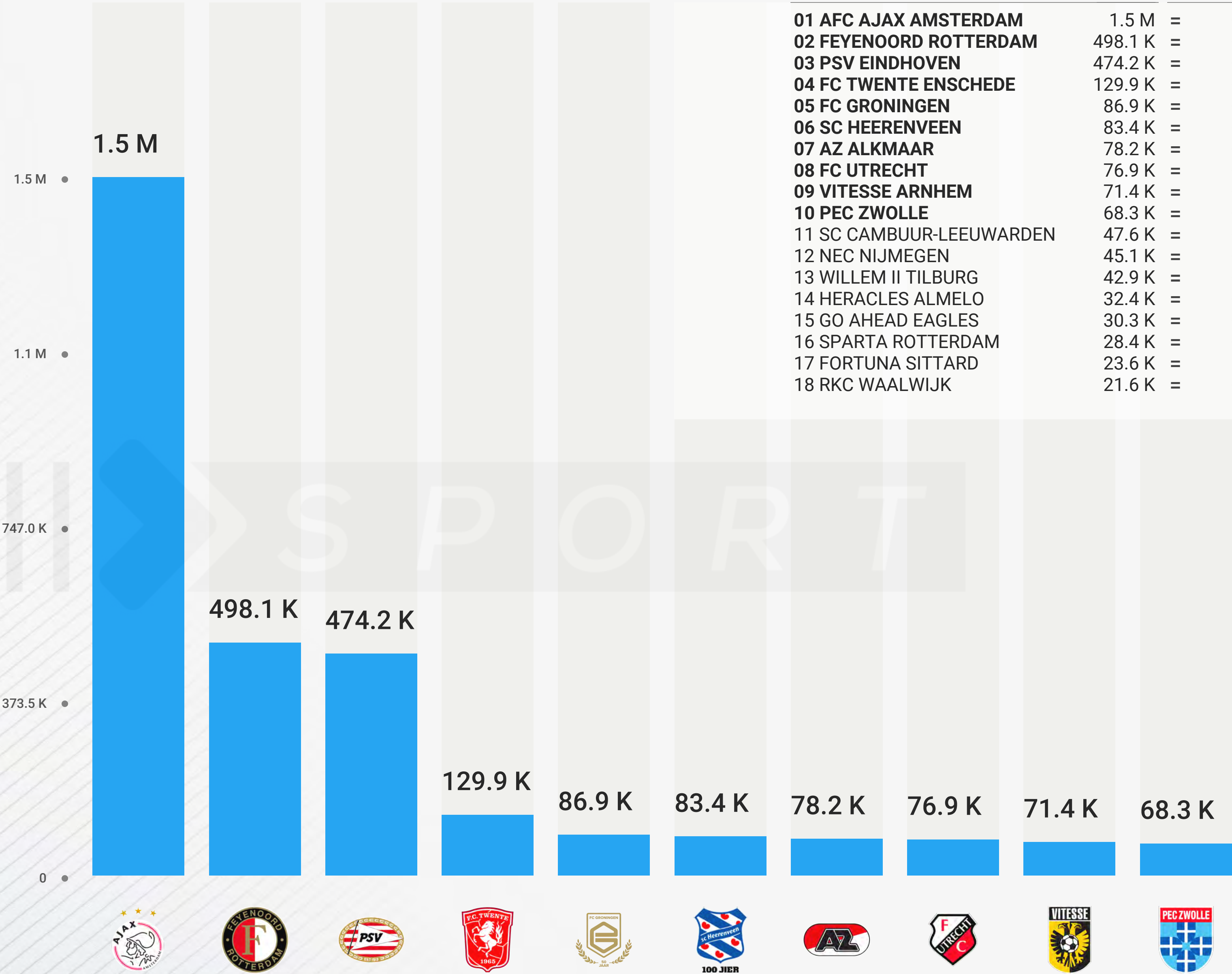


TOTAL FANBASE

3.3 M



Ranking of the most followed
Eredivisie football clubs
on Twitter.



*[from November 02, 2021 to November 30, 2021]

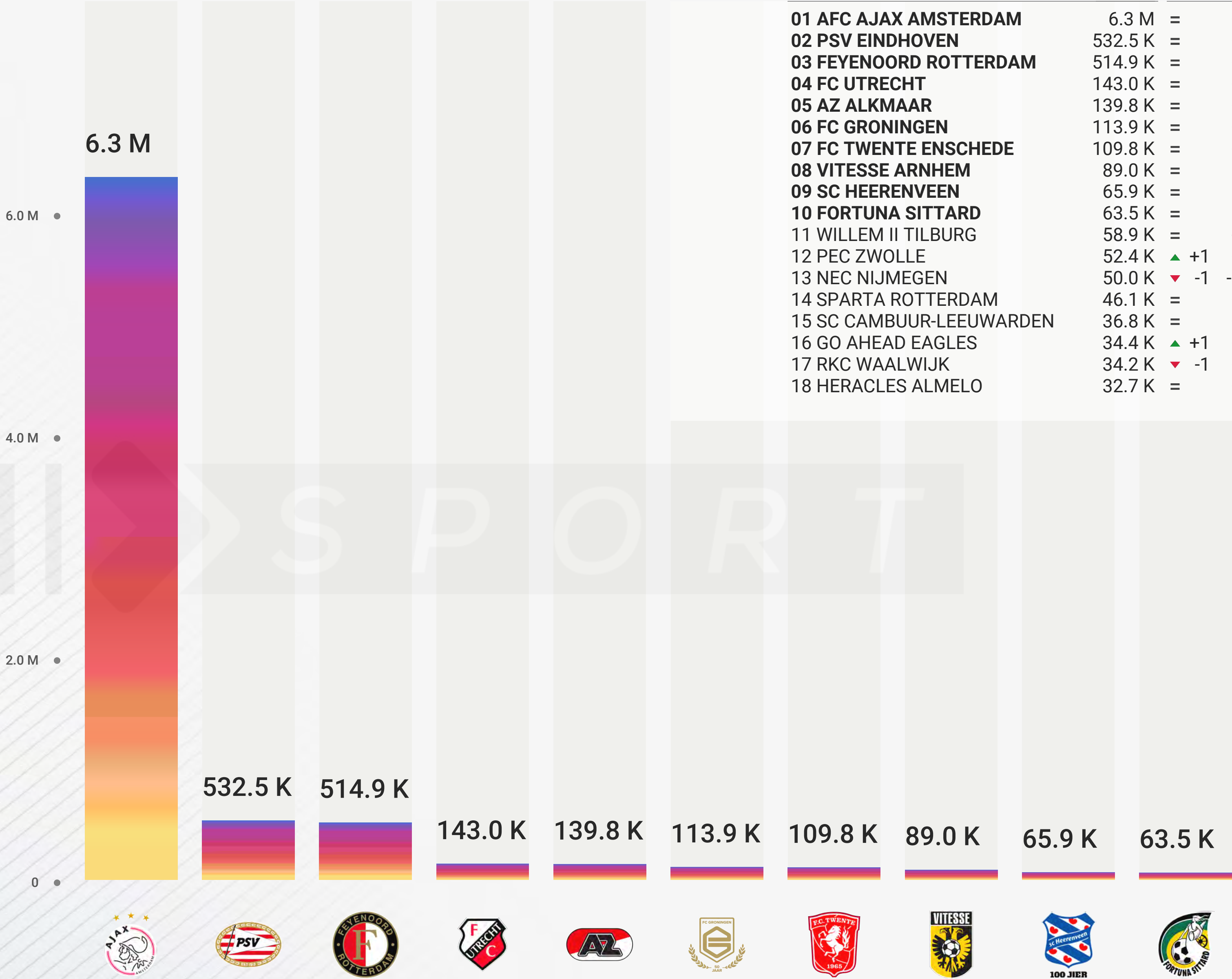


TOTAL FANBASE

8.4 M



Ranking of the most followed
Eredivisie football clubs
on Instagram.



*[from November 02, 2021 to November 30, 2021]

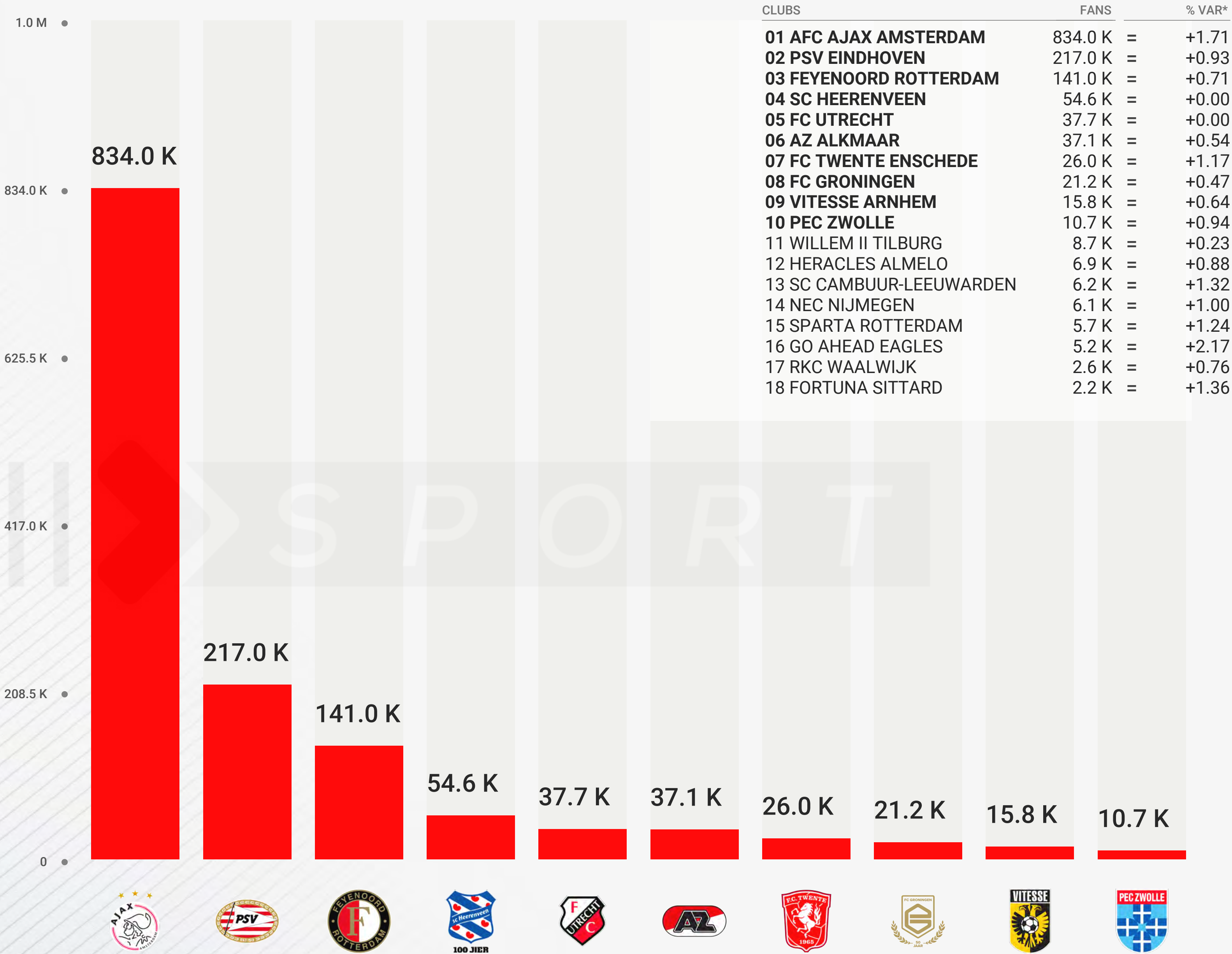


TOTAL FANBASE

1.4 M



Ranking of the most followed
Eredivisie football clubs
on YouTube.



*[from November 02, 2021 to November 30, 2021]



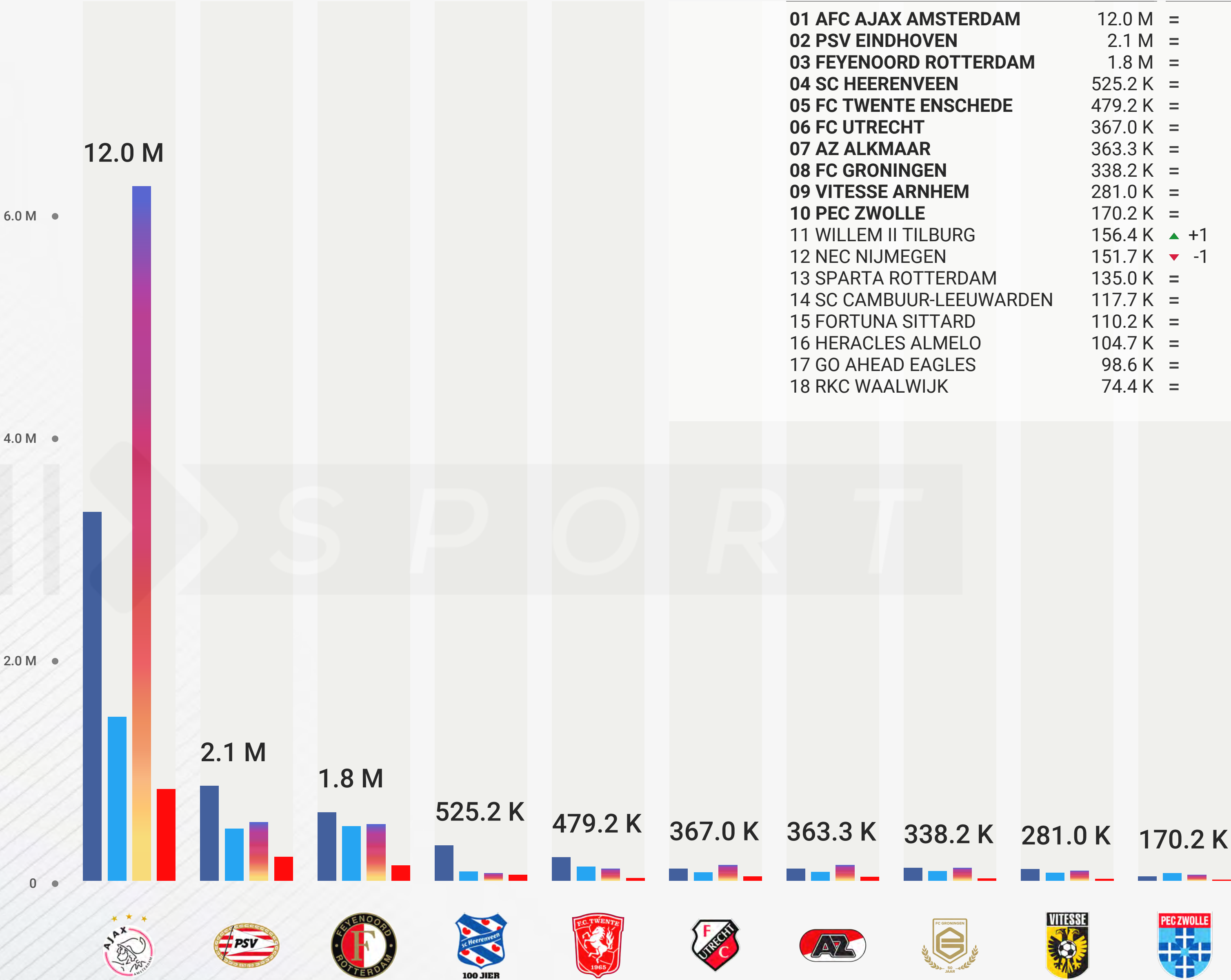
TOTAL FANBASE
19.3 M



Ranking of the most followed
Eredivisie football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from November 02, 2021 to November 30, 2021]

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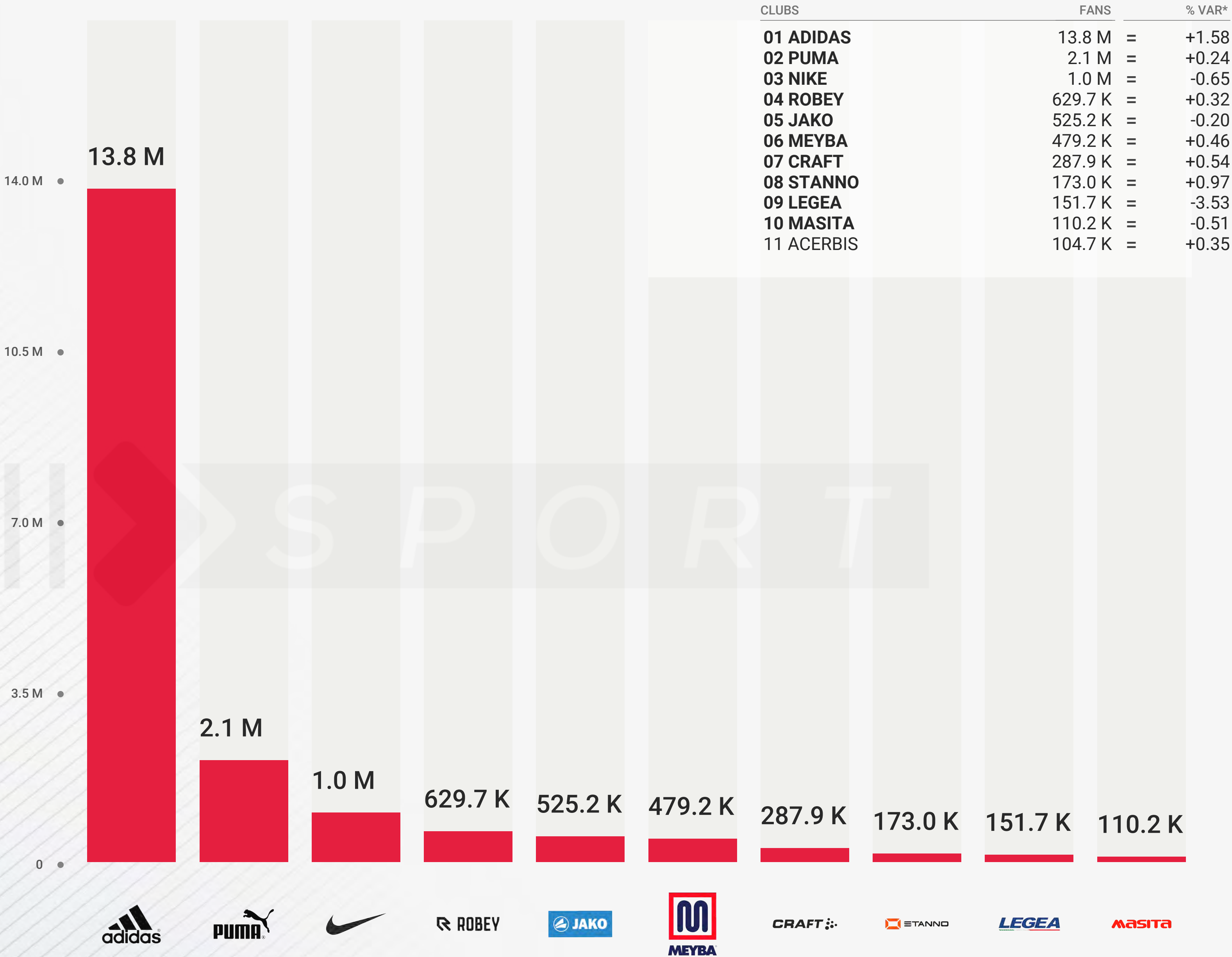
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



TOTAL FANBASE
19.3 M



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



*[from November 02, 2021 to November 30, 2021]

CLUBS

18

SPORT BRANDS

11

Sport Brands on jersey coverage in relation to the 18 sponsored Eredivisie football clubs.

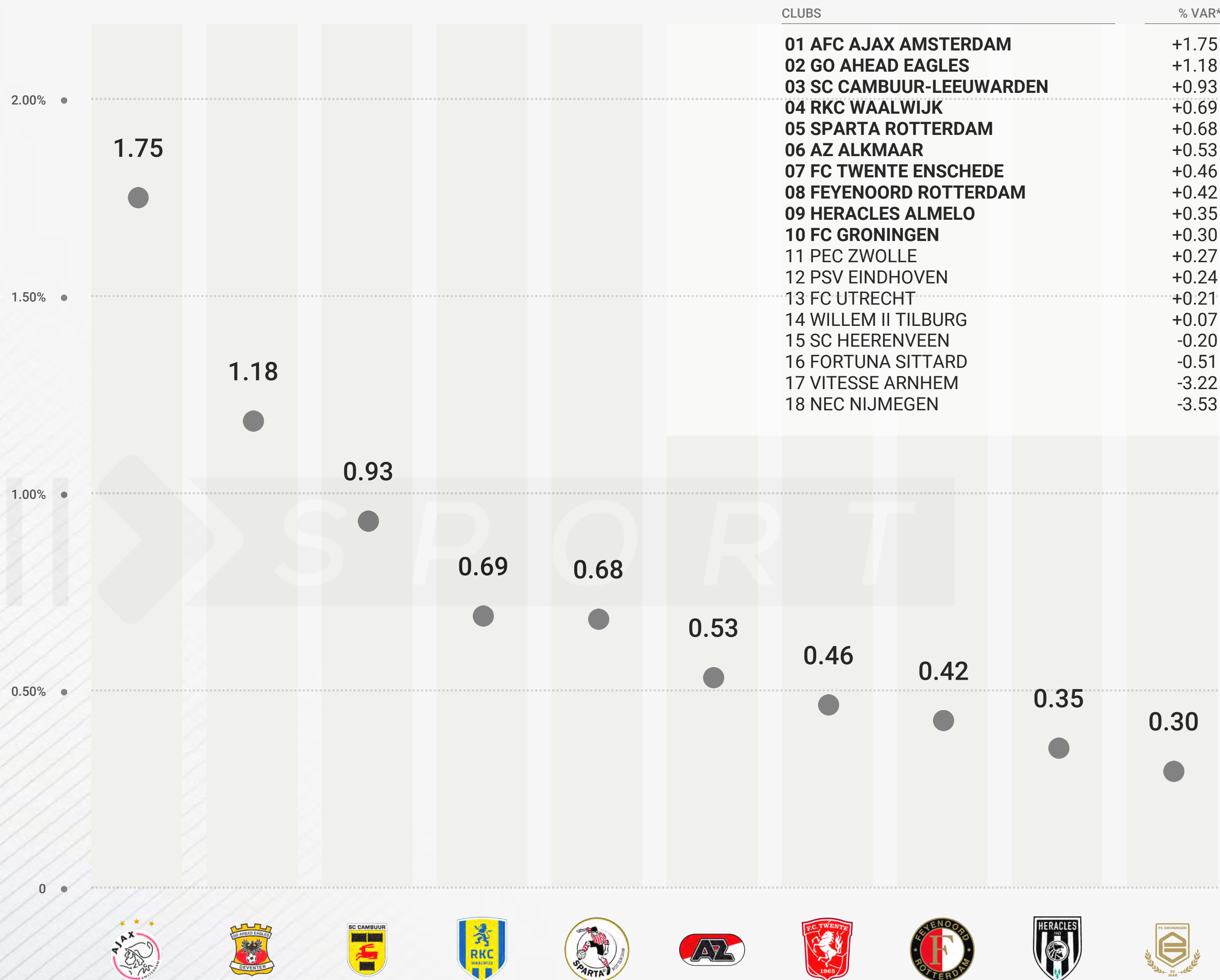


*[from November 02, 2021 to November 30, 2021]

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



*[from November 02, 2021 to November 30, 2021]

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BELGIUM Snapshot / First Division



18

CLUBS

Total Pro League football clubs analysed.

13

BRANDS

Total Pro League Sport Brands on jerseys analysed.

5.5 M

+ 0.68%*

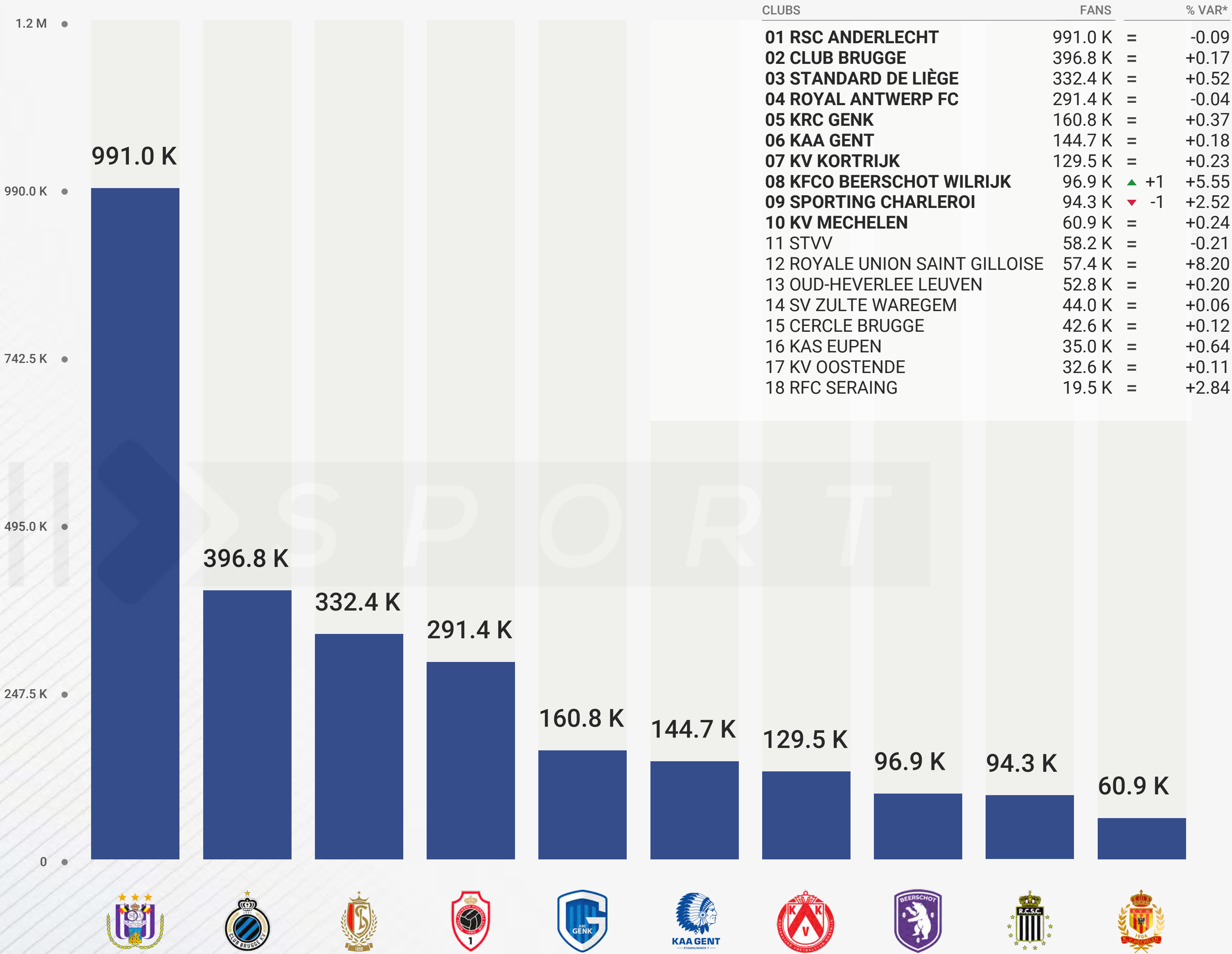
FANS

Total Facebook, Twitter, Instagram, YouTube Fans of the Pro League football clubs analysed.

*[from November 02, 2021 to November 30, 2021]



Ranking of the most followed Pro League football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]

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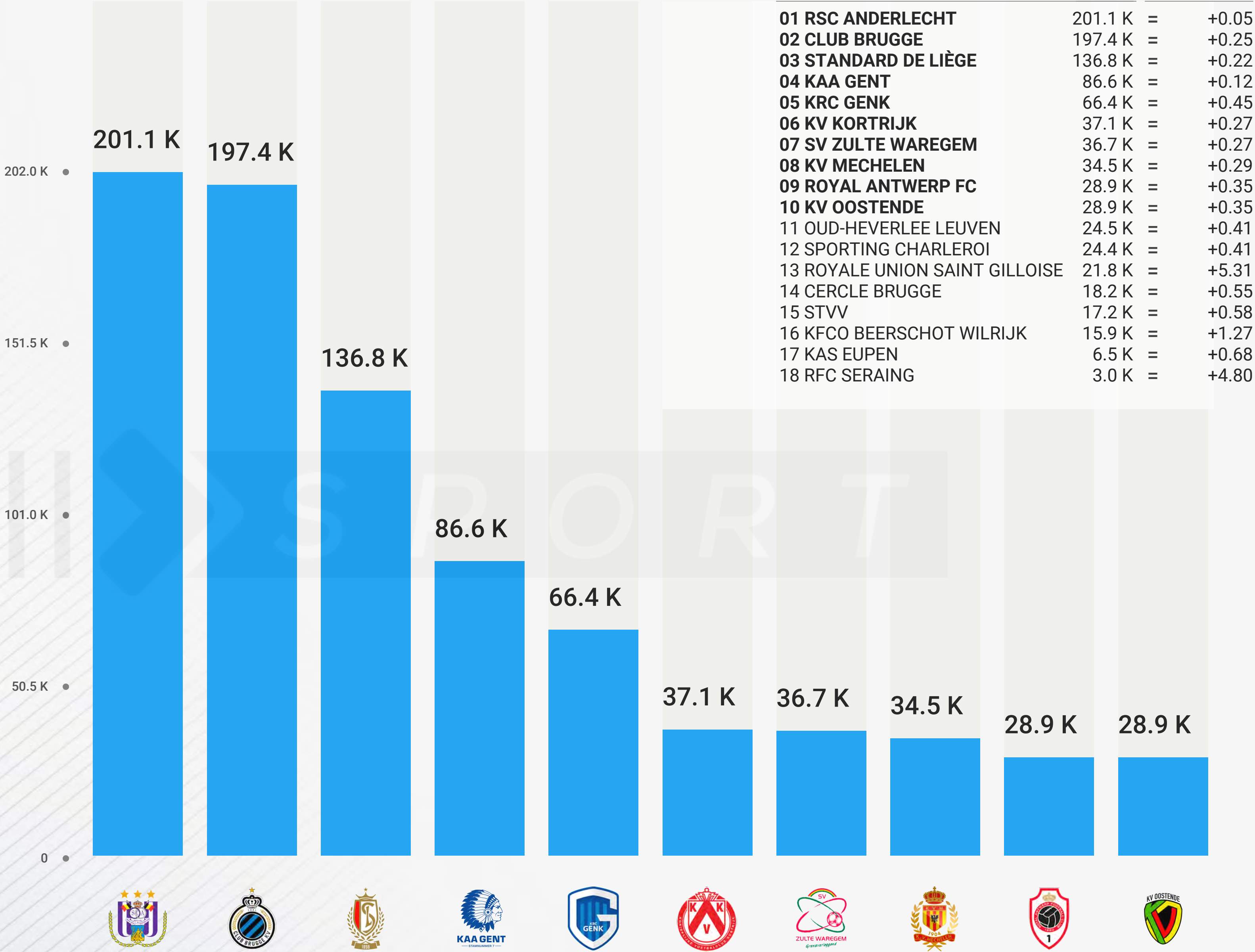
TOTAL FANBASE

986 K



Jupiler Pro League

Ranking of the most followed Pro League football clubs on Twitter.



*[from November 02, 2021 to November 30, 2021]





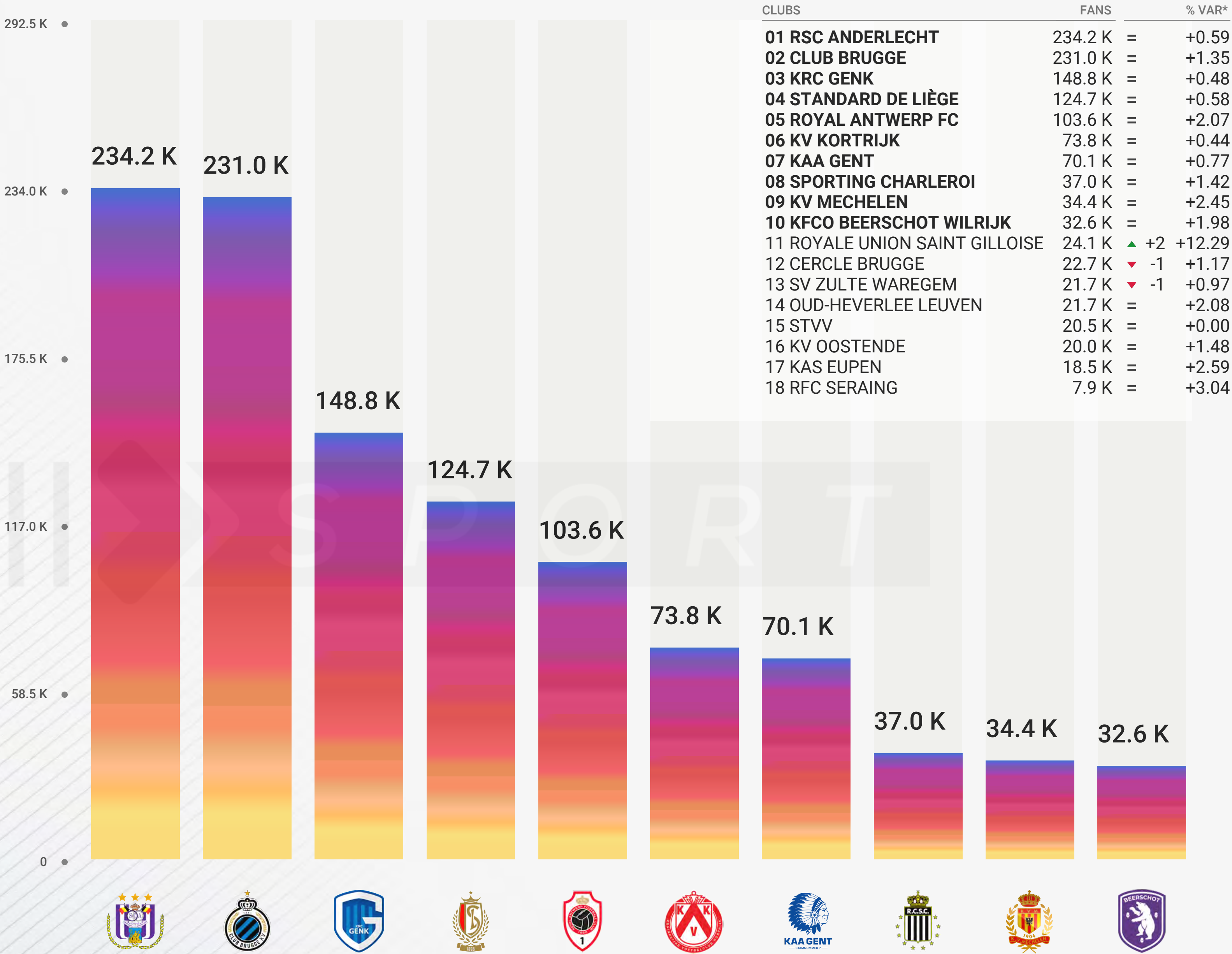
TOTAL FANBASE

1.2 M



Jupiler Pro League

Ranking of the most followed Pro League football clubs on Instagram.



*[from November 02, 2021 to November 30, 2021]





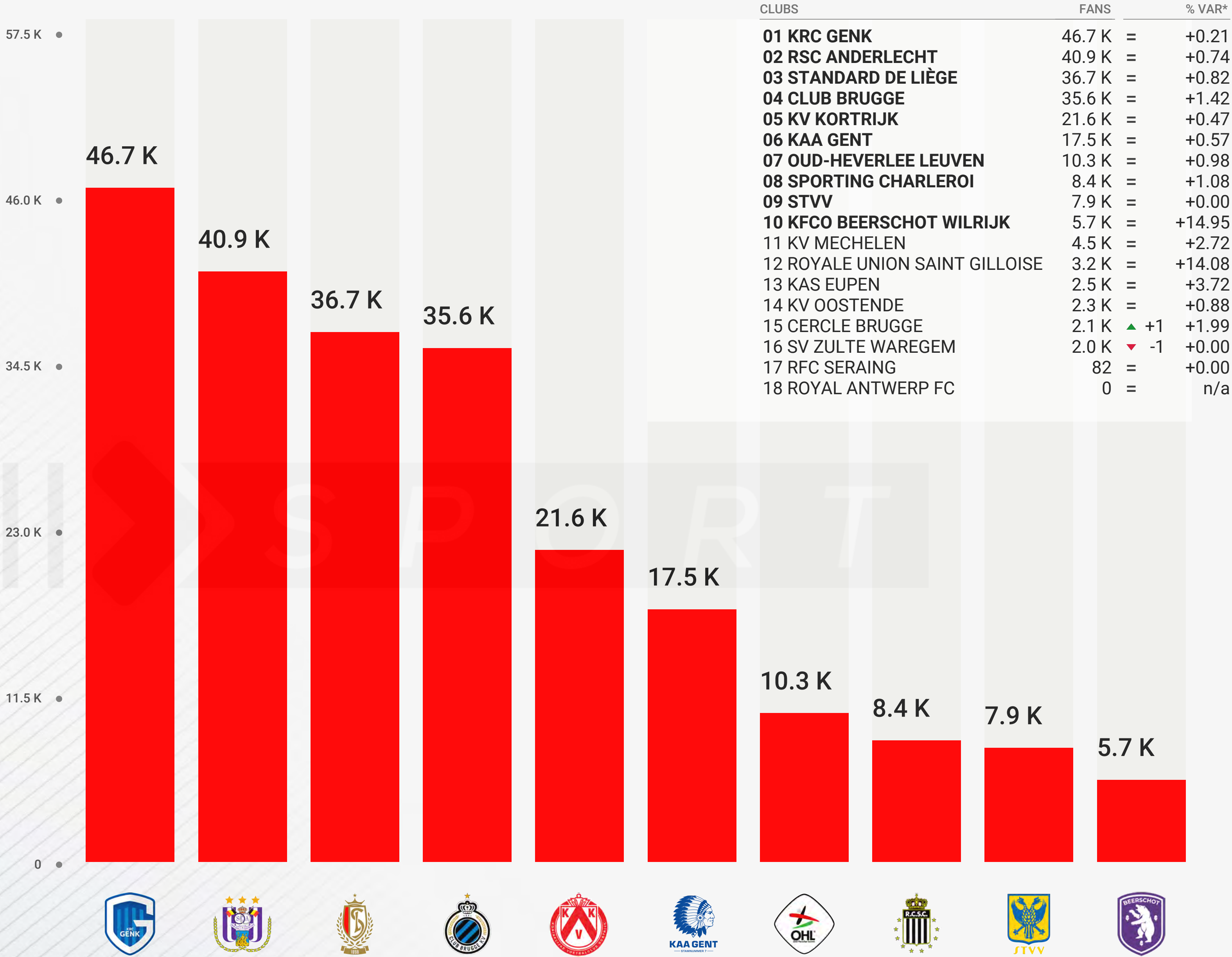
TOTAL FANBASE

248 K



Jupiler Pro League

Ranking of the most followed Pro League football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE

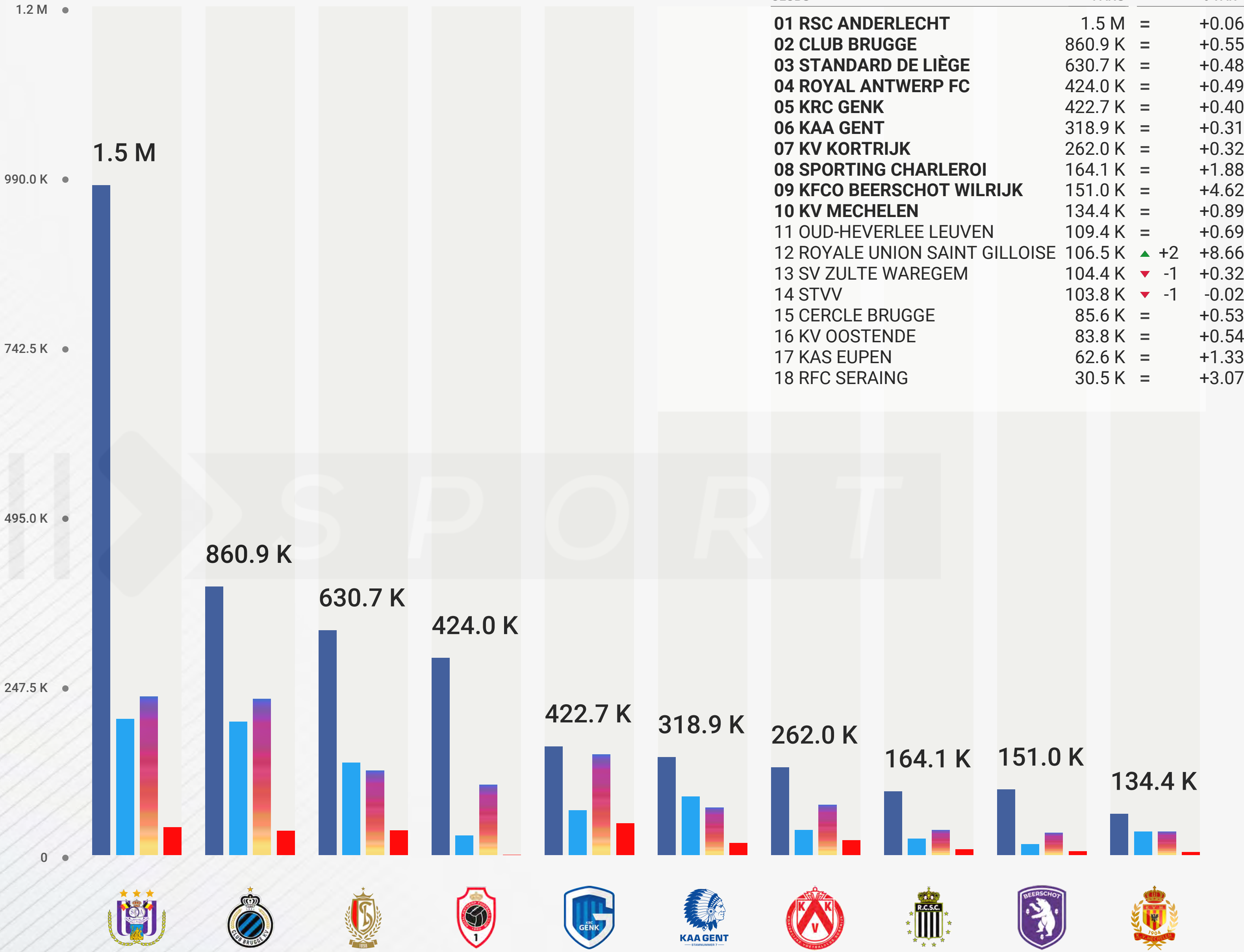
5.5 M



Ranking of the most followed Pro League football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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 BELGIUM Brands



TOTAL FANBASE

5.5 M



Jupiler
Pro League

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 18 sponsored Pro League football clubs.



*[from November 02, 2021 to November 30, 2021]



CLUBS

18

SPORT BRANDS

13

Sport Brands on jersey coverage in relation to the 18 sponsored Pro League football clubs.



*[from November 02, 2021 to November 30, 2021]

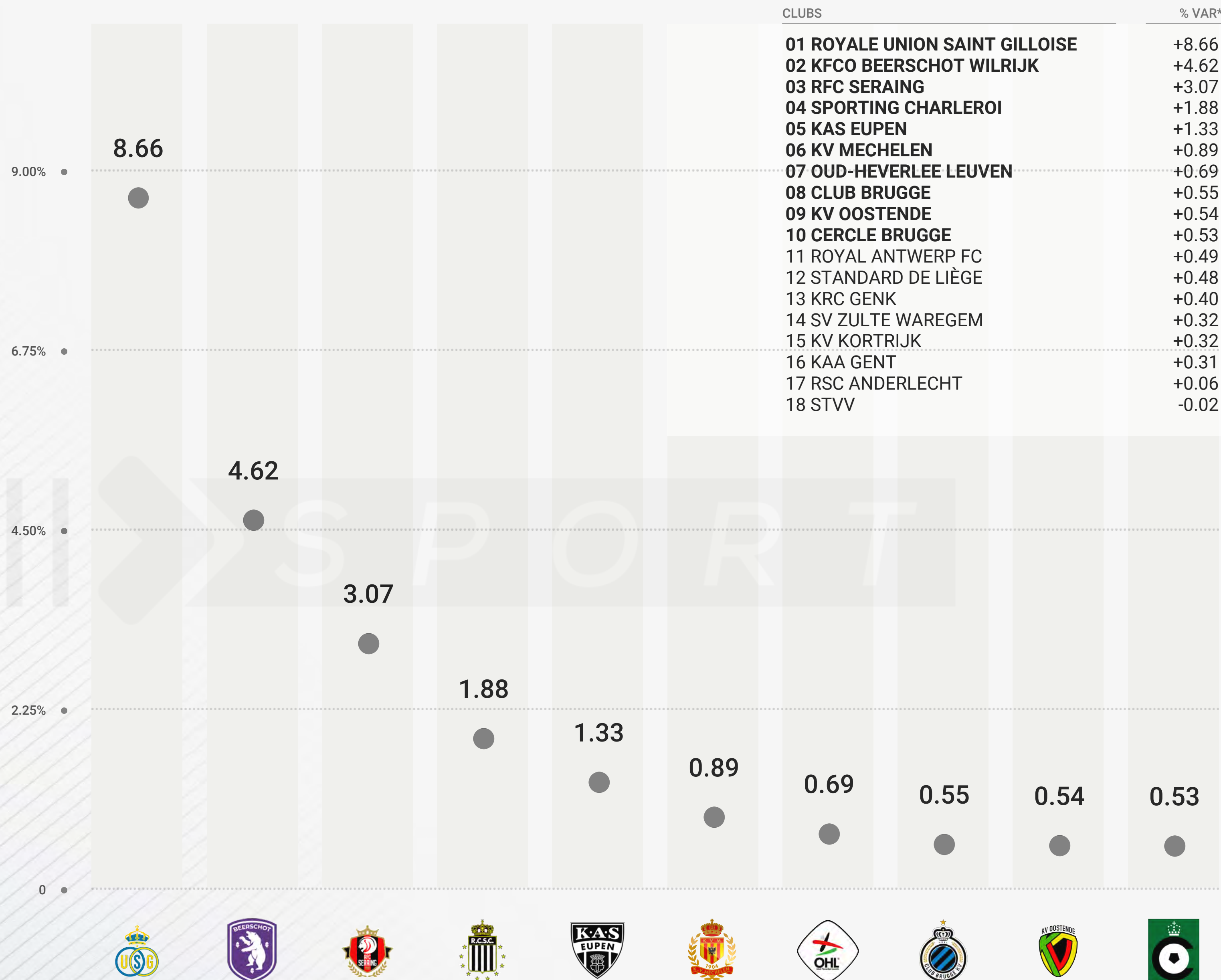
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Ranking of the most grown up
Pro League football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from November 02, 2021 to November 30, 2021]

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RUSSIA Snapshot / First Division



16

CLUBS

Total Russian Premier
Liga football clubs
analysed.

6

BRANDS

Total Russian Premier
Liga Sport Brands on
jerseys analysed.

10.5 M

+ 0.30%*

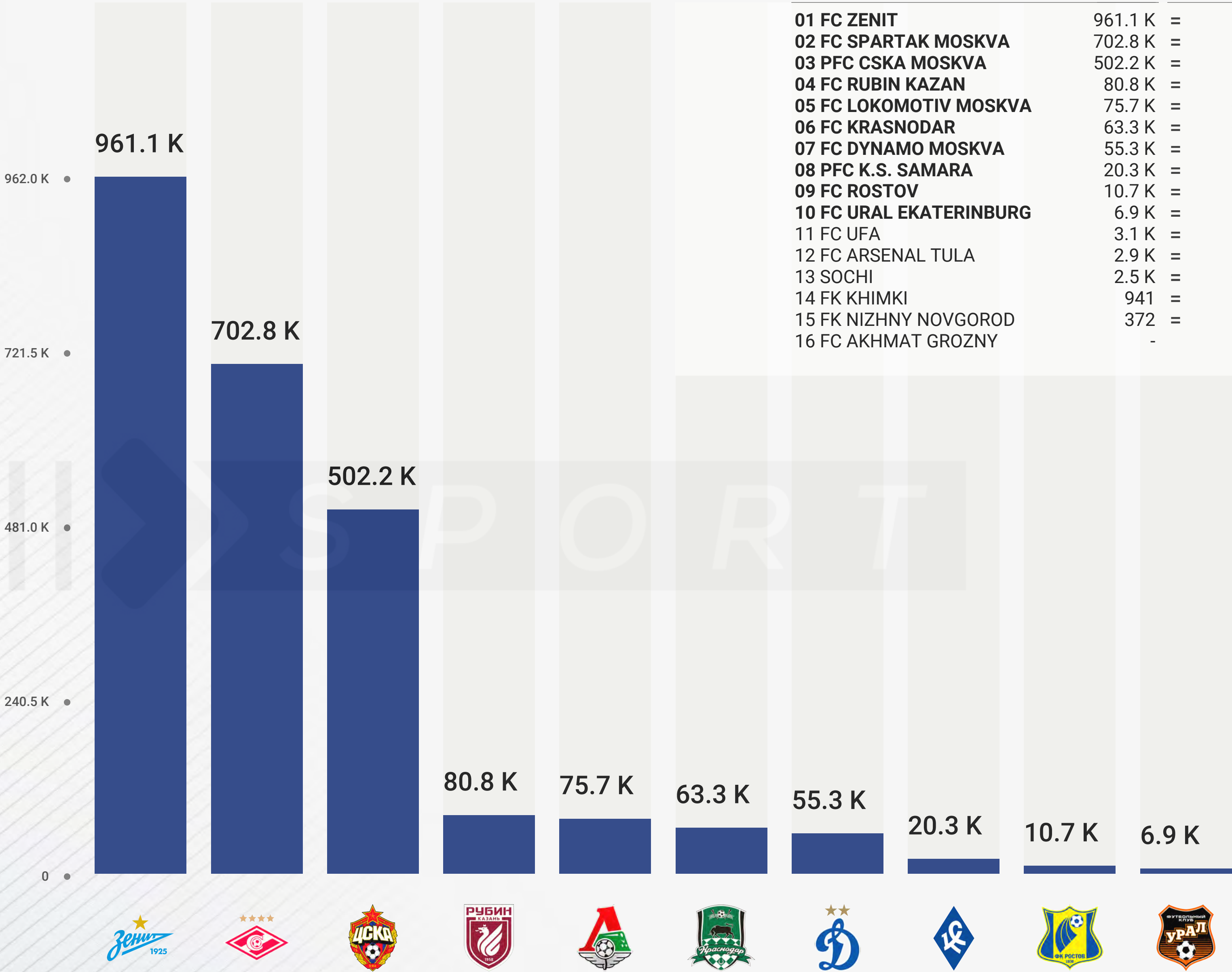
FANS

Total Facebook, Twitter,
Instagram, YouTube Fans of the
Russian Premier Liga football
clubs analysed.

*[from November 02, 2021 to November 30, 2021]



Ranking of the most followed
Russian Premier Liga football clubs
on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.



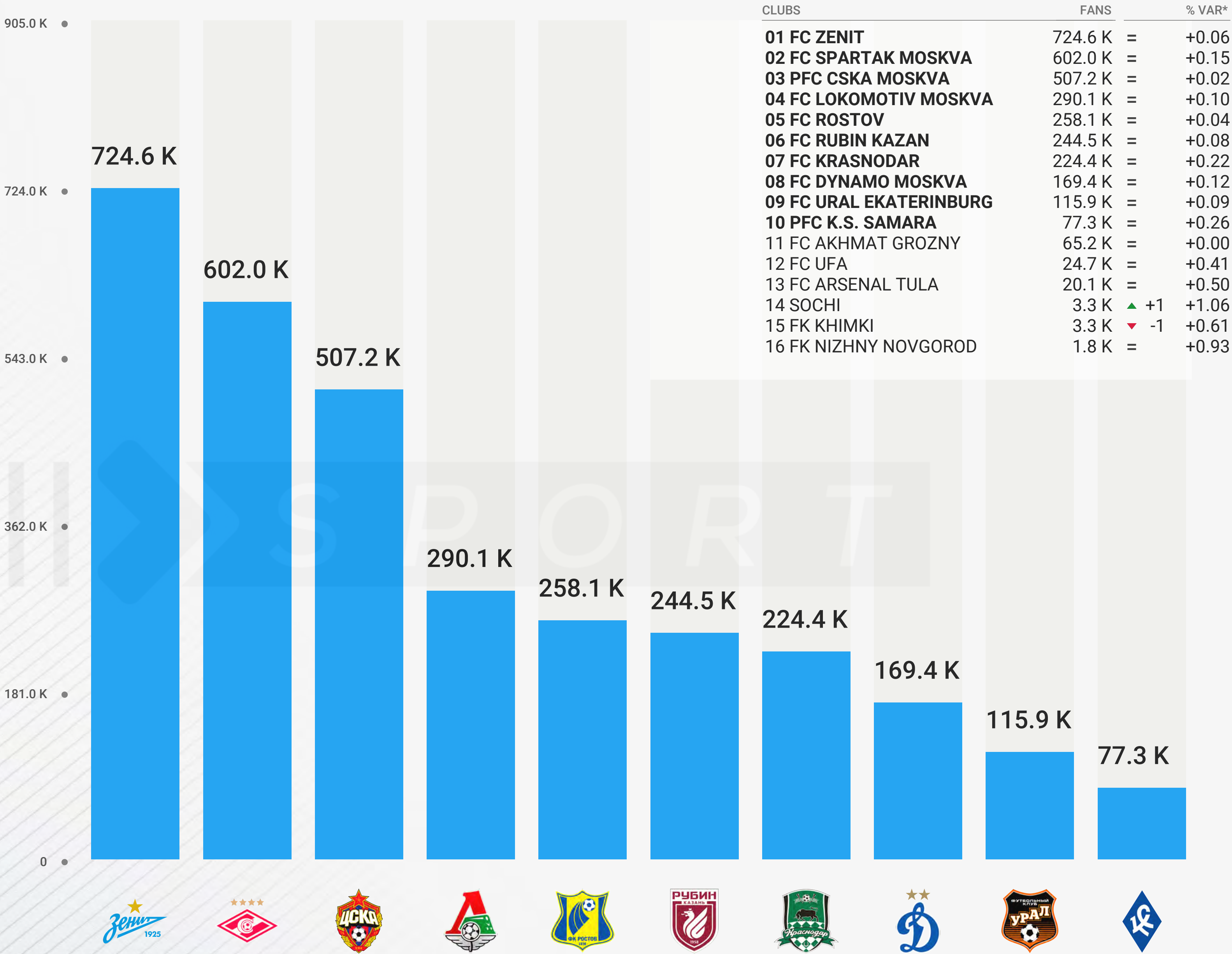
TOTAL FANBASE

3.3 M



RUSSIAN
PREMIER LIGA

Ranking of the most followed
Russian Premier Liga football clubs
on Twitter.



*[from November 02, 2021 to November 30, 2021]



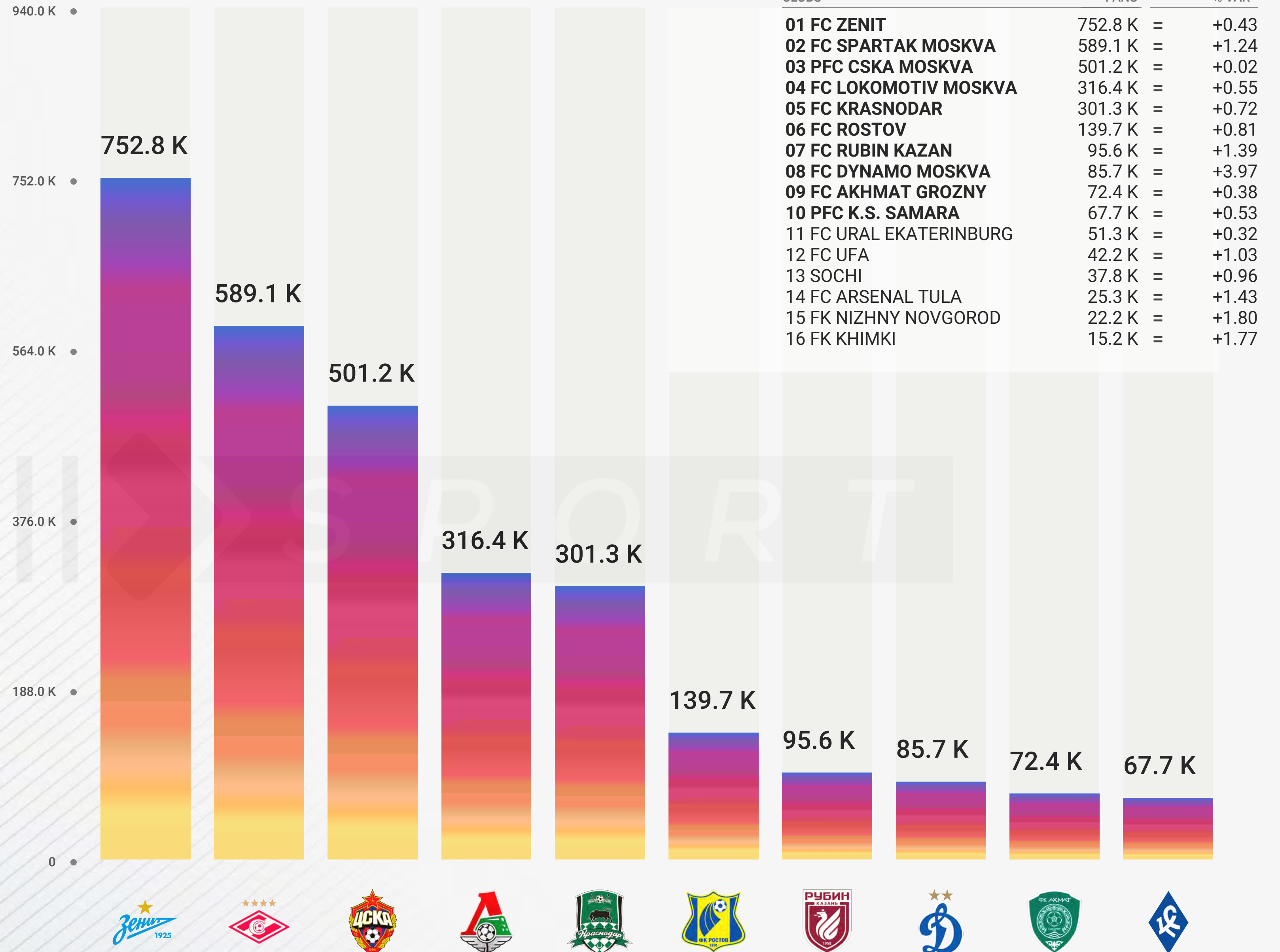
TOTAL FANBASE

3.1 M



RUSSIAN
PREMIER LIGA

Ranking of the most followed
Russian Premier Liga football clubs
on Instagram.



*[from November 02, 2021 to November 30, 2021]

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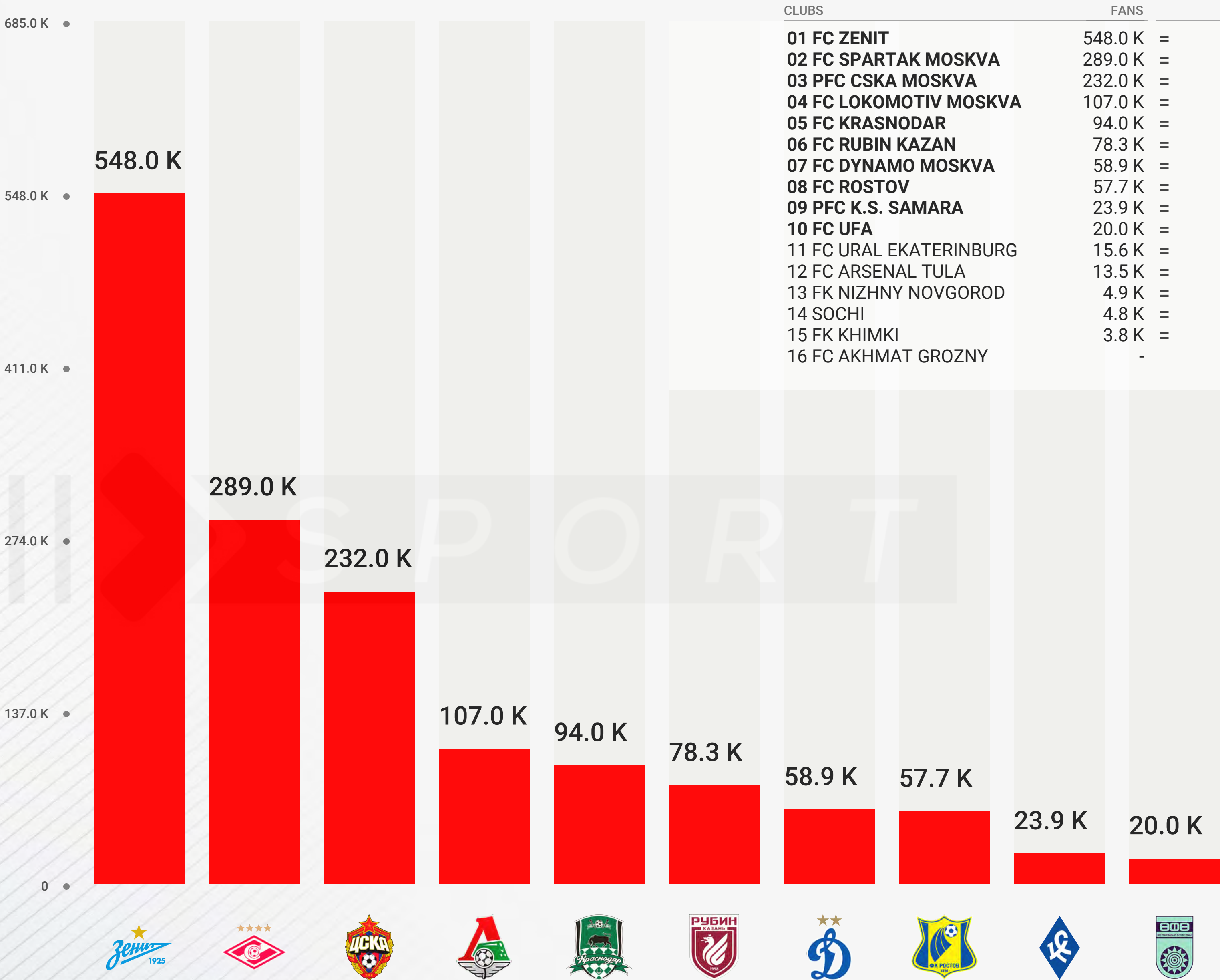
TOTAL FANBASE

1.6 M



RUSSIAN
PREMIER LIGA

Ranking of the most followed
Russian Premier Liga football clubs
on YouTube.



*[from November 02, 2021 to November 30, 2021]

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

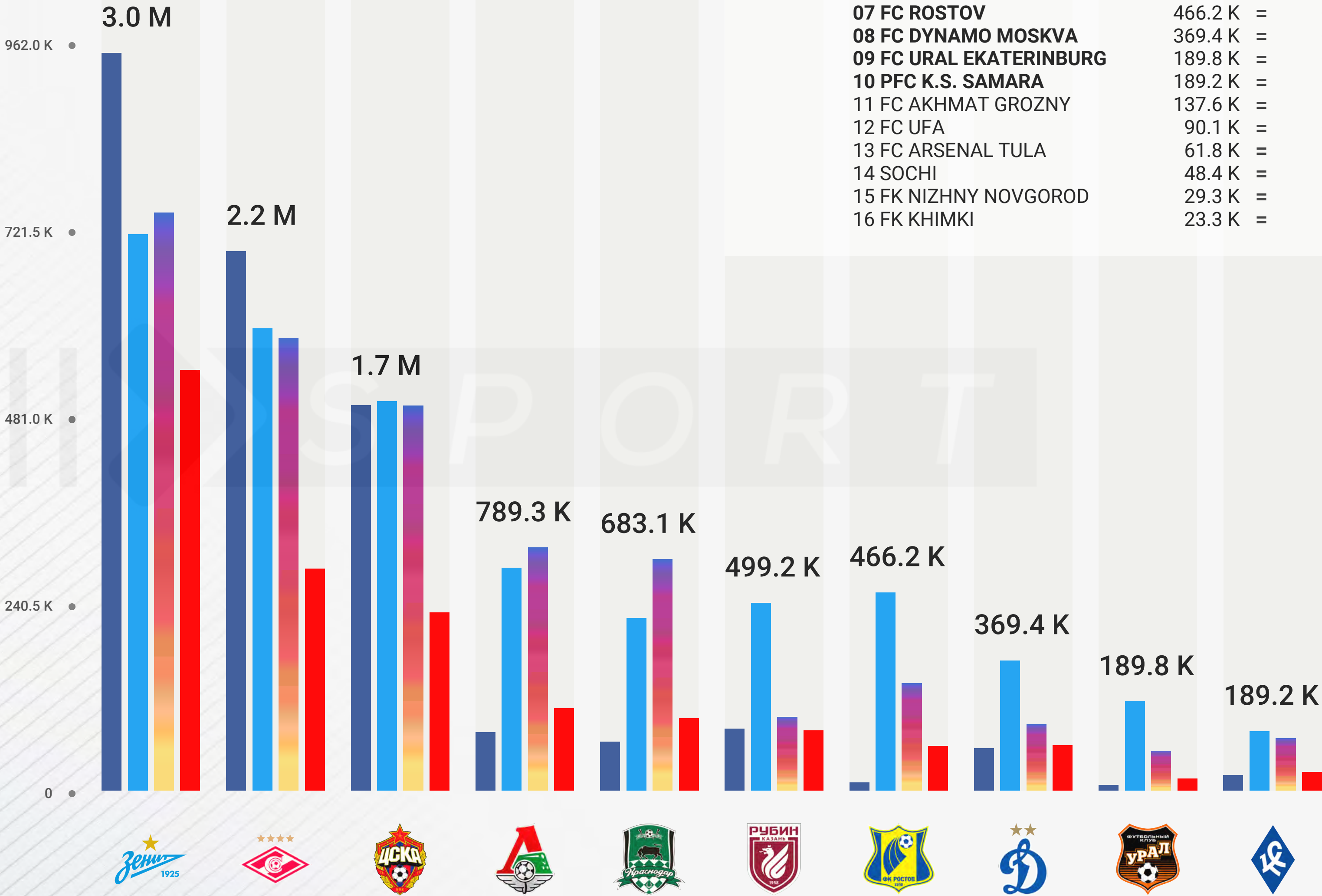




TOTAL FANBASE
10.5 M



Ranking of the most followed
Russian Premier Liga football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.



*[from November 02, 2021 to November 30, 2021]

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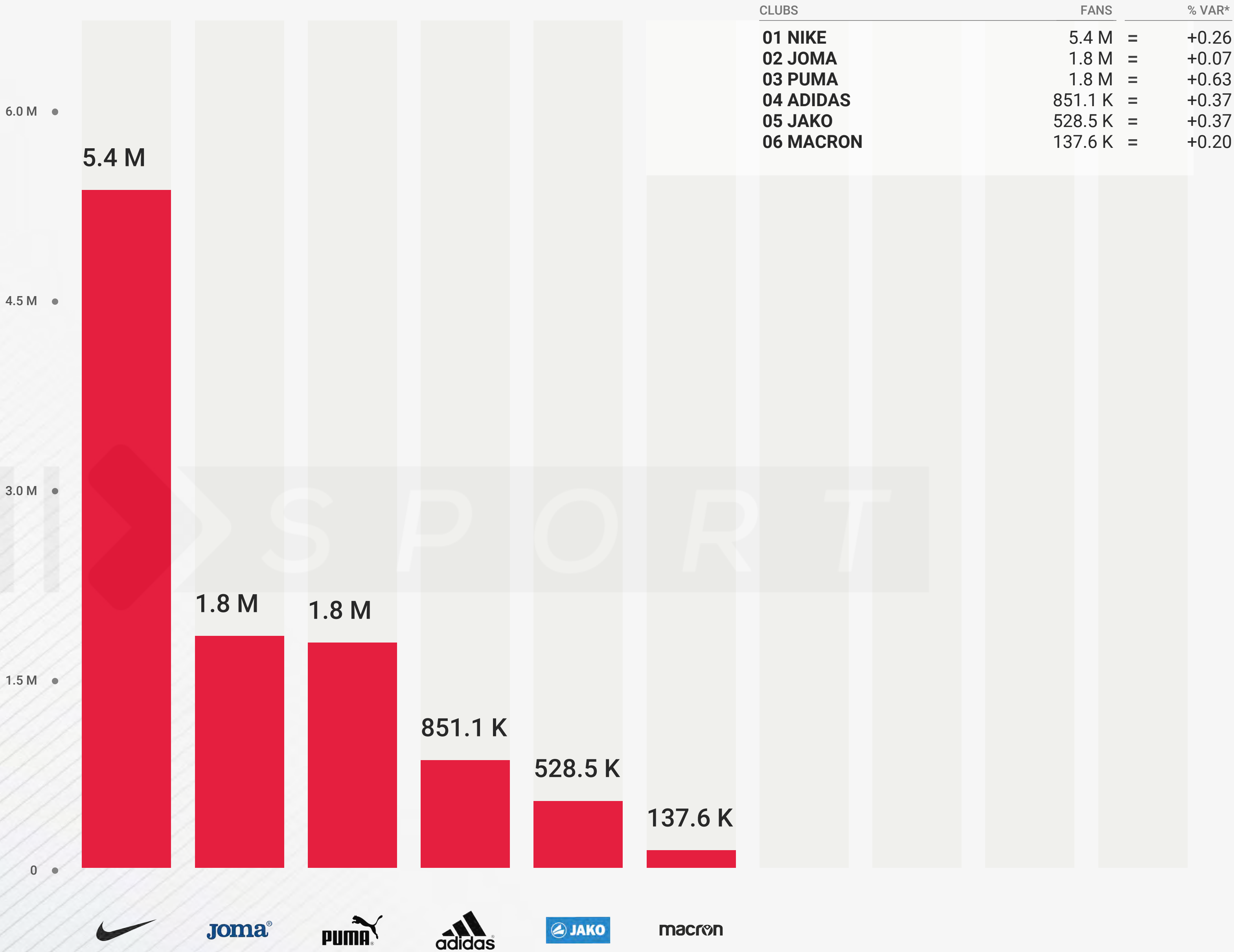
 RUSSIA Brands



TOTAL FANBASE
10.5 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 16 sponsored Russian Premier Liga football clubs.

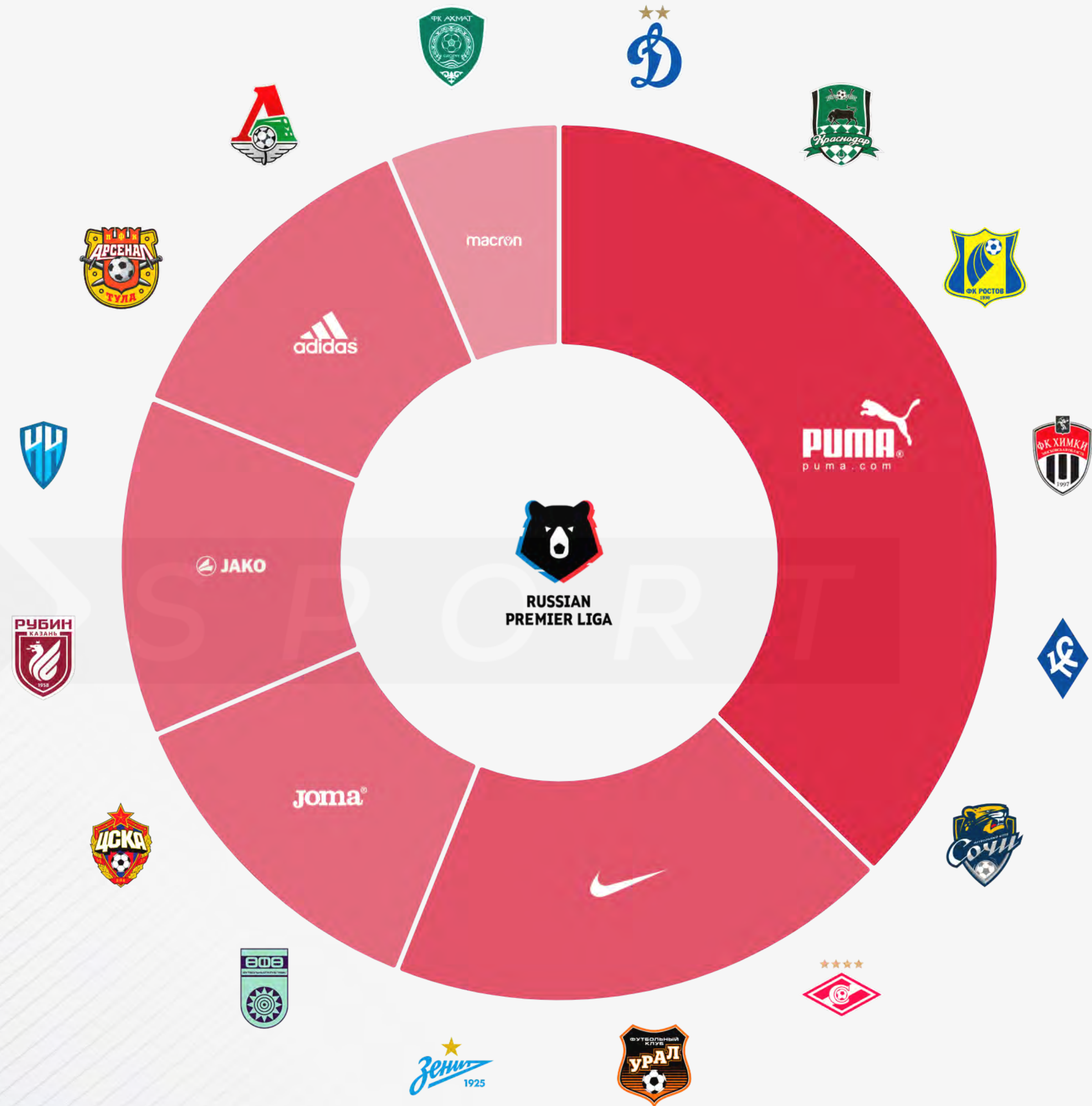


*[from November 02, 2021 to November 30, 2021]





Sport Brands on jersey coverage in relation to the 16 sponsored Russian Premier Liga football clubs.

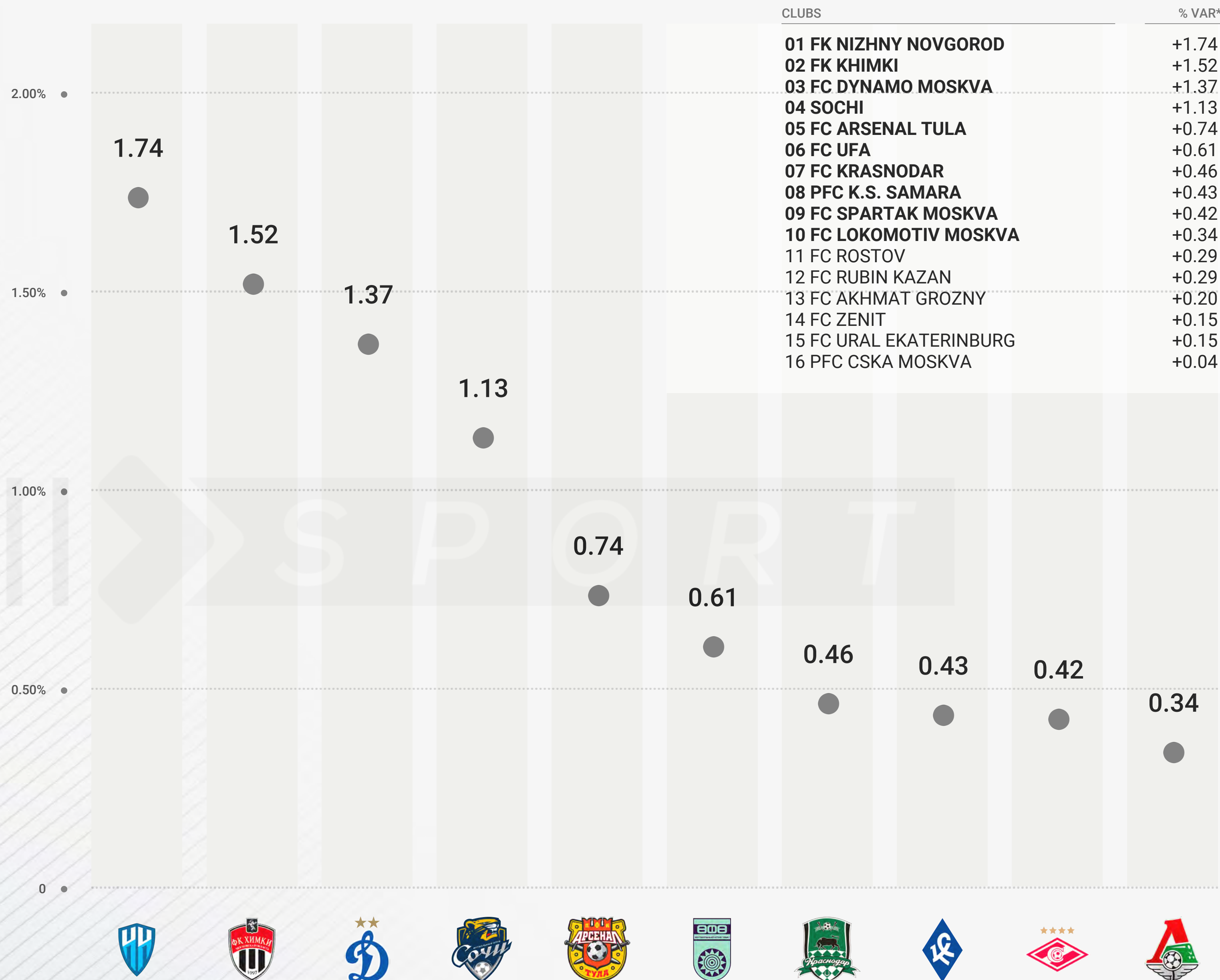


*[from November 02, 2021 to November 30, 2021]

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Ranking of the most grown up Russian Premier Liga football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

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

UKRAINE Snapshot / First Division



16

CLUBS

Total Ukrainian PL
football clubs analysed.

7

BRANDS

Total Ukrainian PL Sport
Brands on jerseys
analysed.

3.6 M

+ 0.59%*

FANS

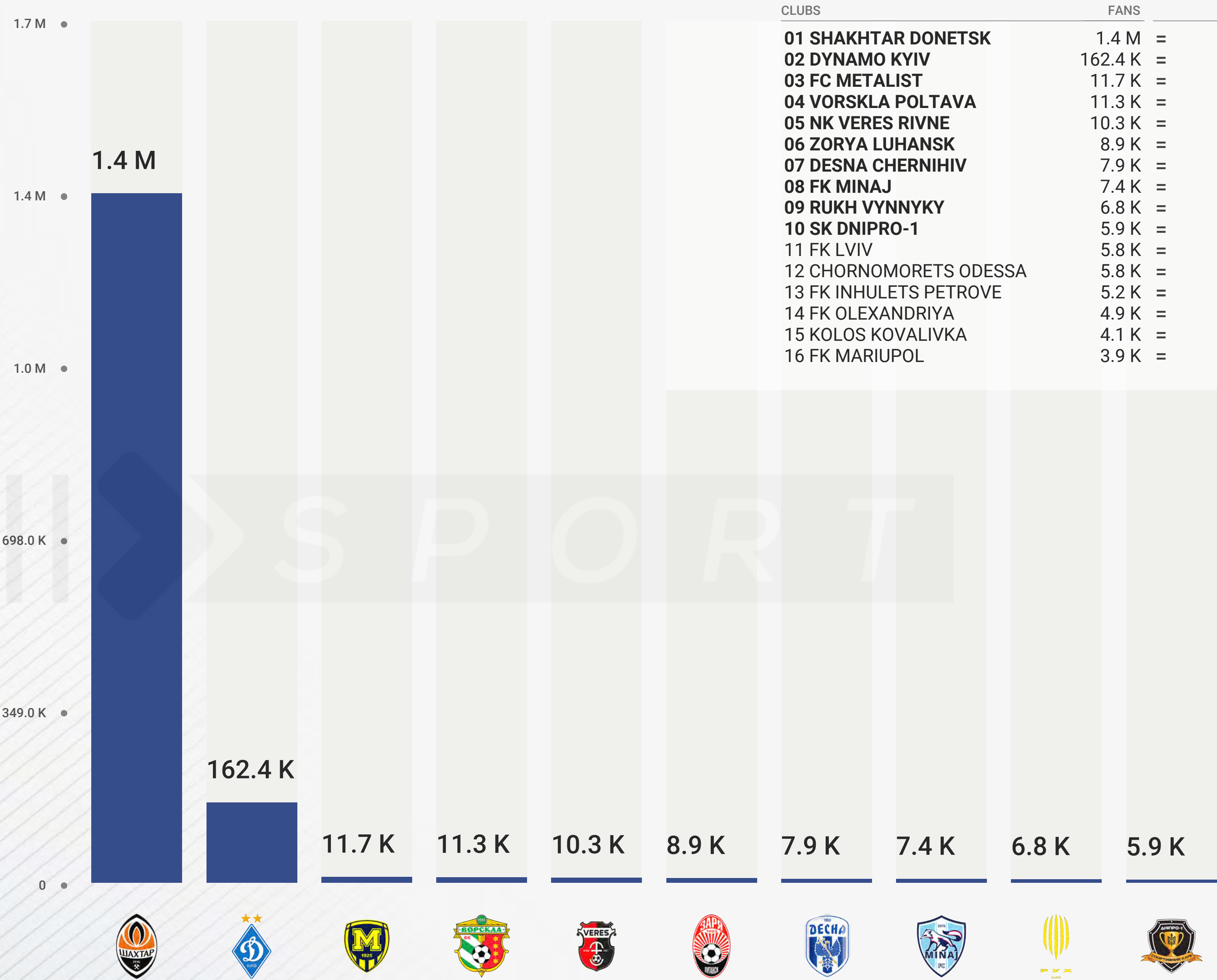
Total Facebook, Twitter,
Instagram, YouTube Fans of the
Ukrainian PL football clubs
analysed.

*[from November 02, 2021 to November 30, 2021]





Ranking of the most followed Ukrainian PL football clubs on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers.



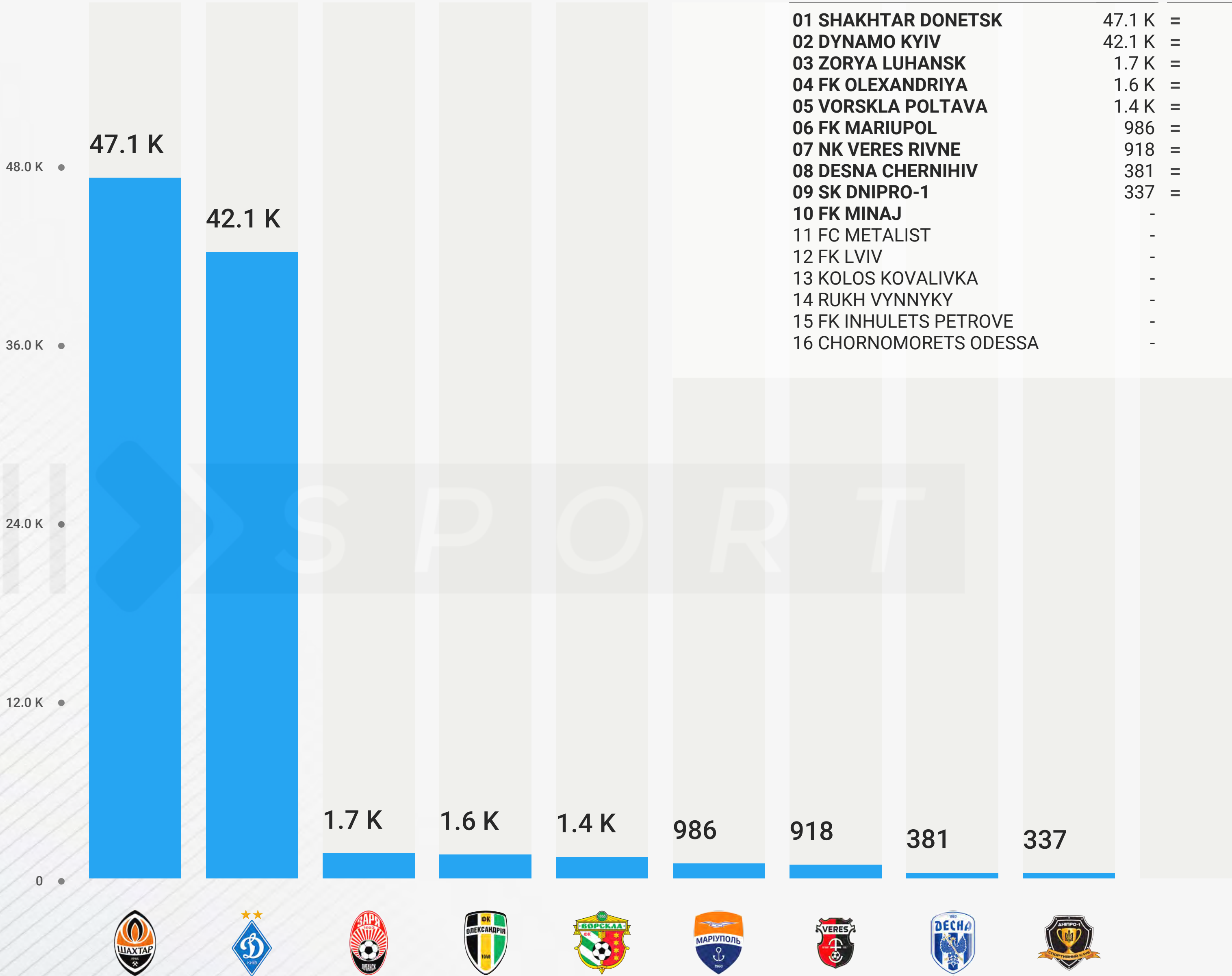
TOTAL FANBASE

97 K



Українська Прем'єр-Ліга

Ranking of the most followed Ukrainian PL football clubs on Twitter.



*[from November 02, 2021 to November 30, 2021]



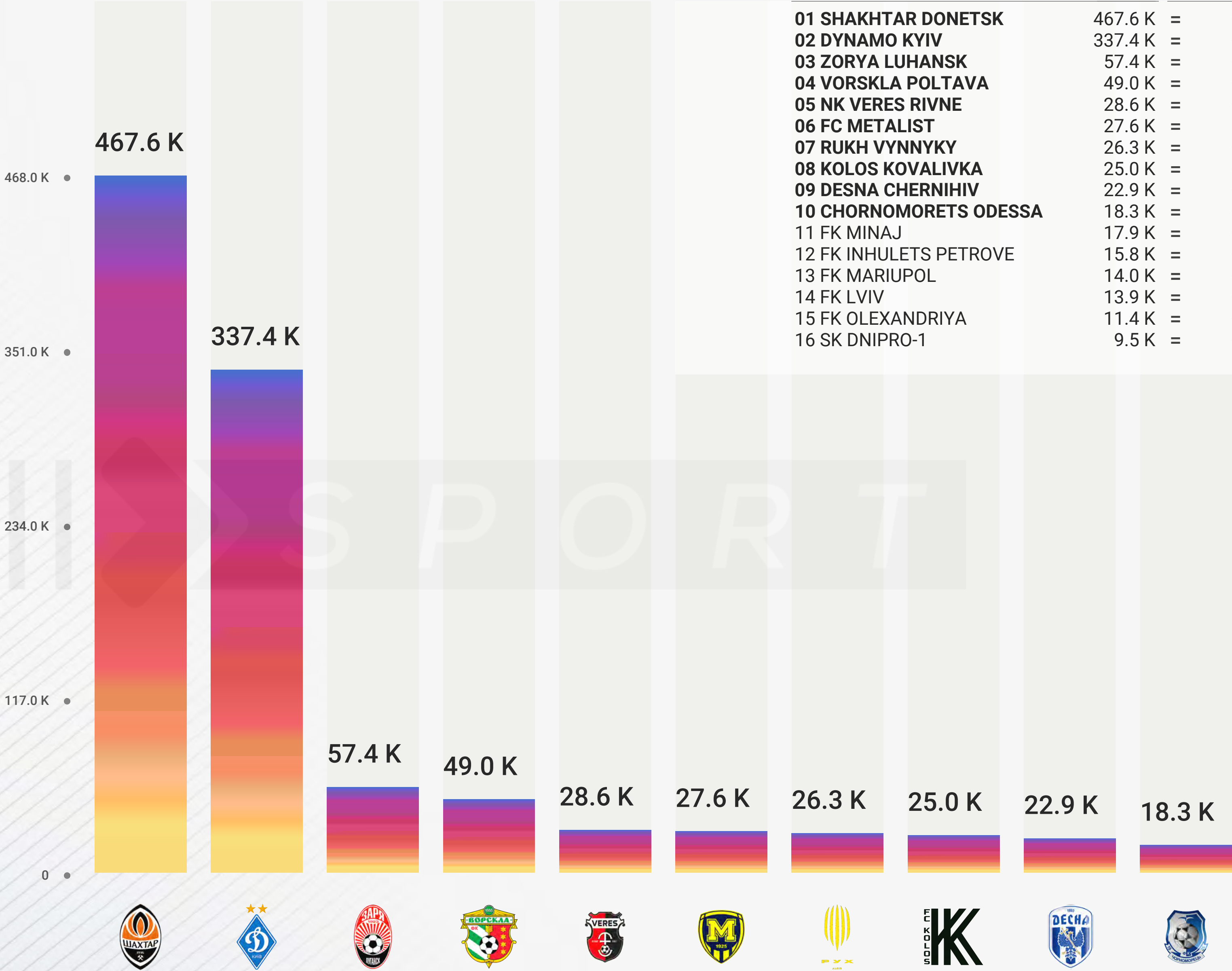


TOTAL FANBASE

1.1 M



Ranking of the most followed Ukrainian PL football clubs on Instagram.



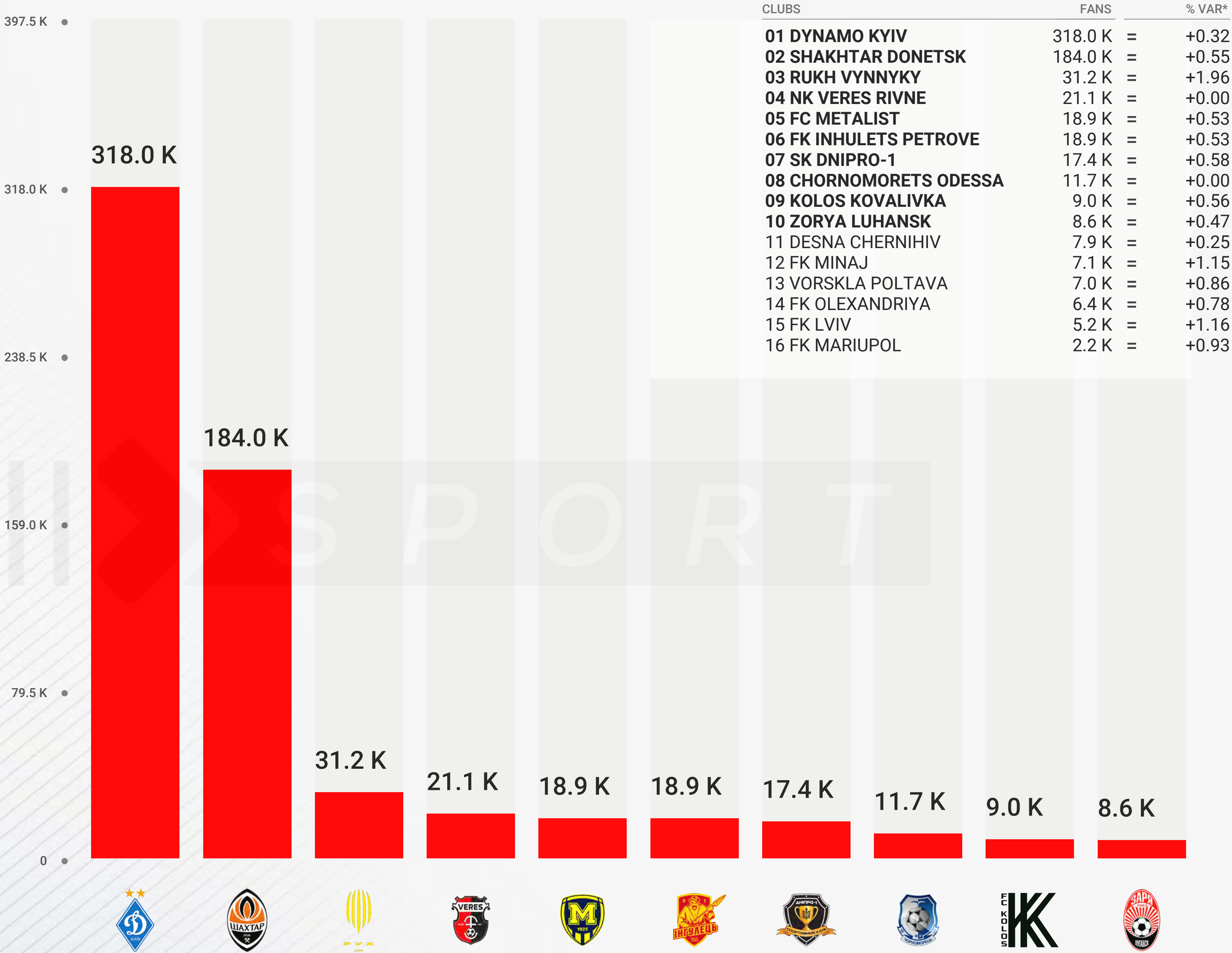
*[from November 02, 2021 to November 30, 2021]

TOTAL FANBASE

675 K

Українська Прем'єр-Ліга

Ranking of the most followed Ukrainian PL football clubs on YouTube.



*[from November 02, 2021 to November 30, 2021]



TOTAL FANBASE

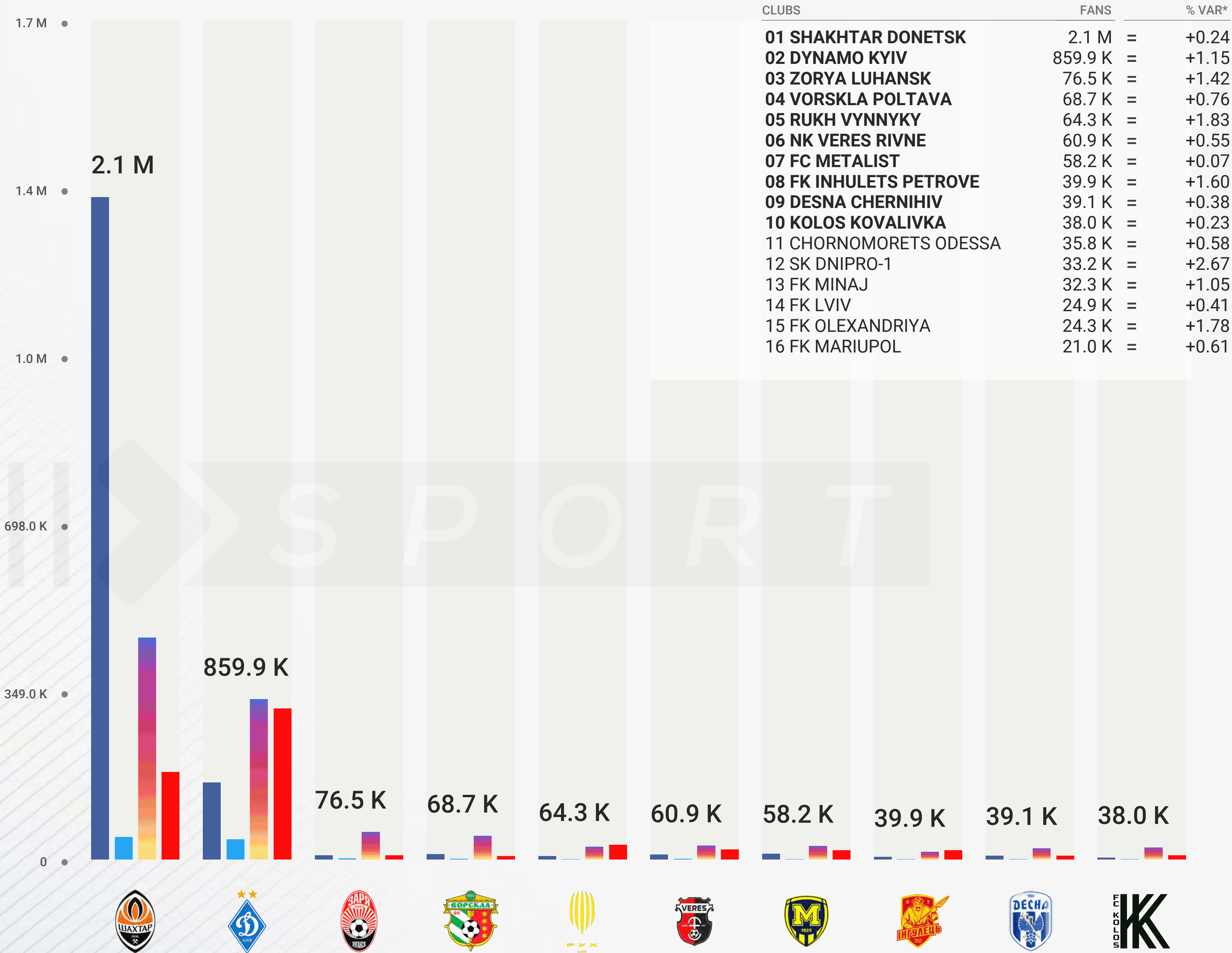
3.6 M



Ranking of the most followed Ukrainian PL football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.

*[from November 02, 2021 to November 30, 2021]

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TOTAL FANBASE

3.6 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored Ukrainian PL football clubs.



*[from November 02, 2021 to November 30, 2021]

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CLUBS

16

SPORT BRANDS

7

Sport Brands on jersey coverage in relation to the 14 sponsored Ukrainian PL football clubs.



*[from November 02, 2021 to November 30, 2021]

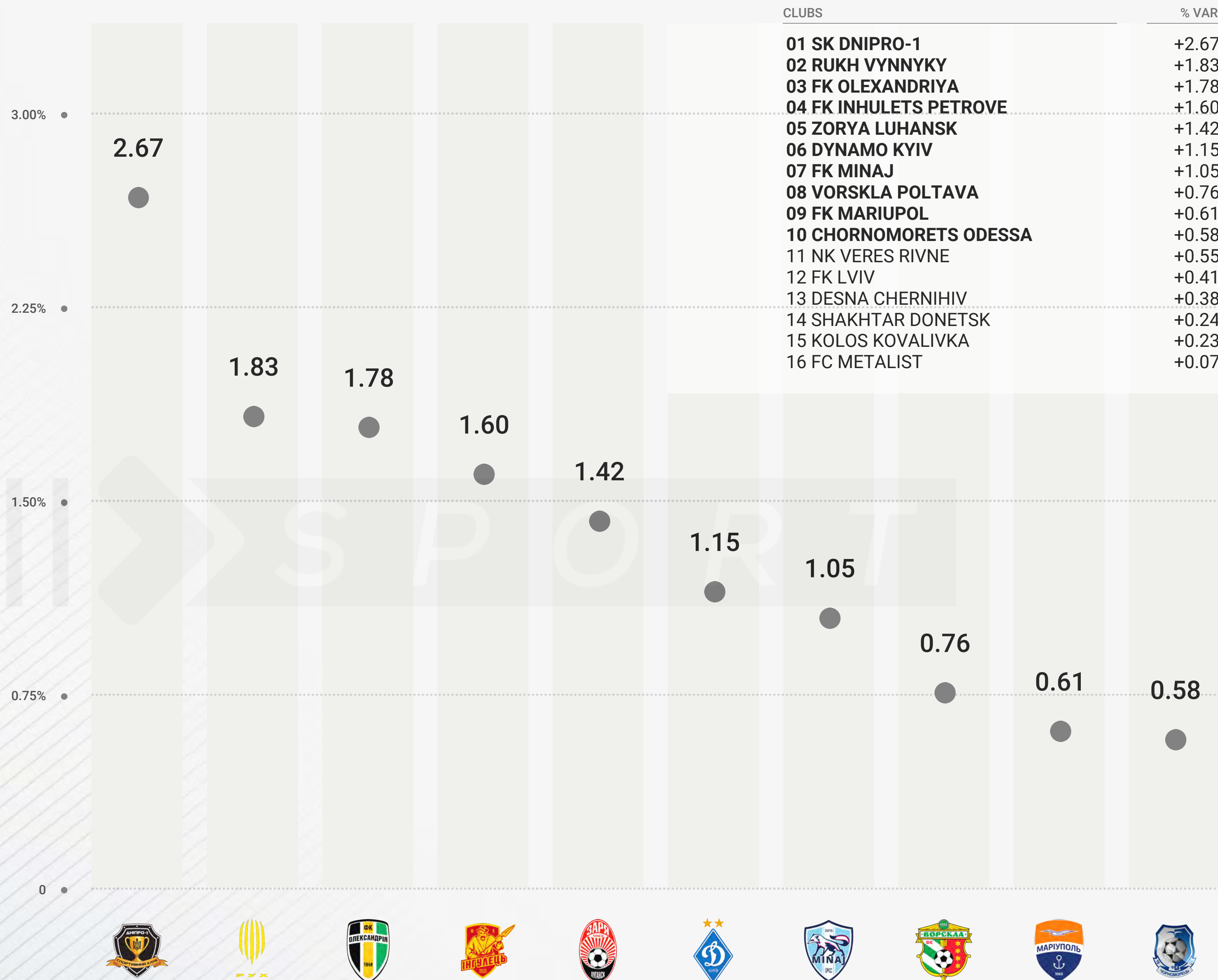
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Ranking of the most grown up
Ukrainian PL football clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from November 02, 2021 to November 30, 2021]

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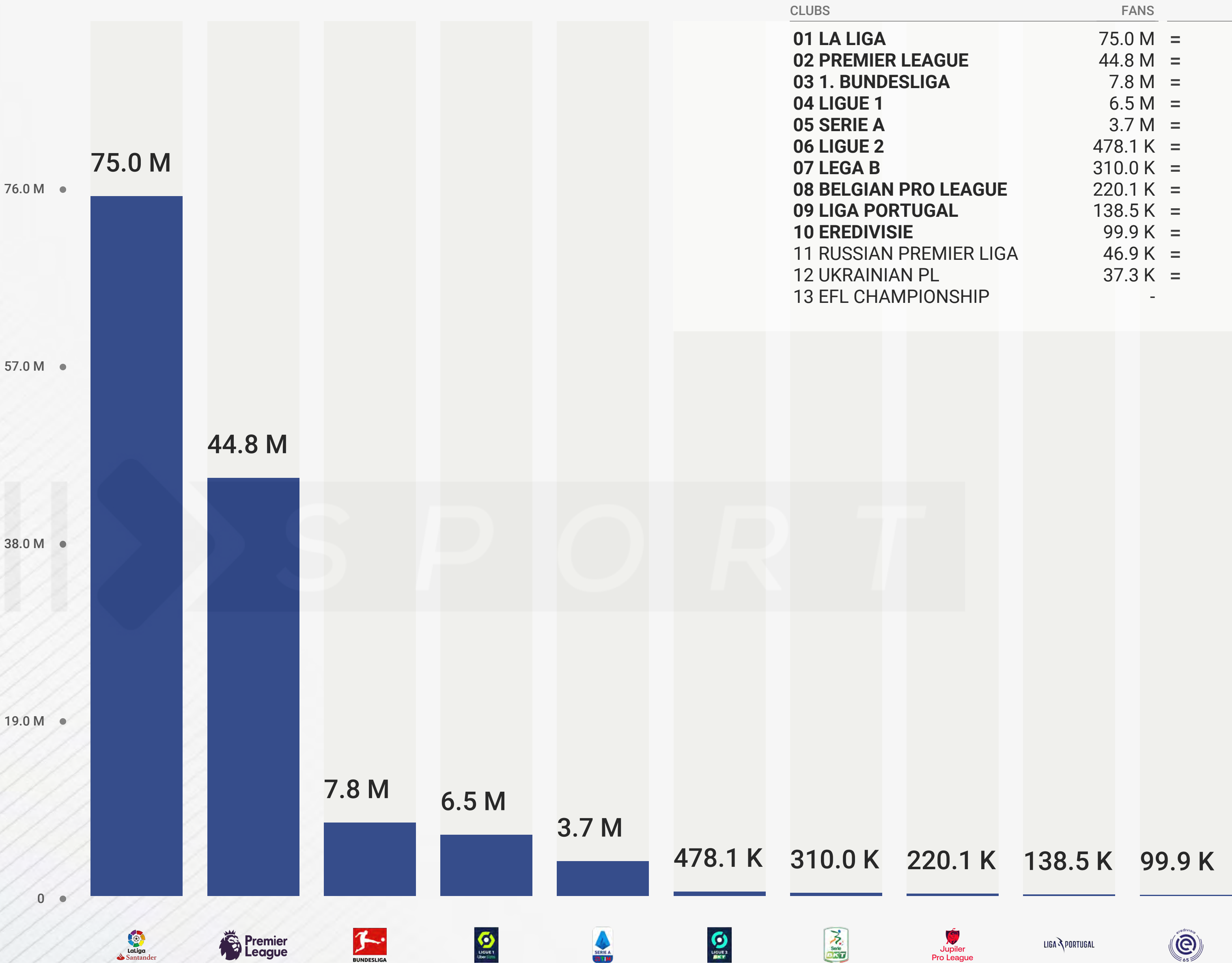
Countries included in the leagues' analysis



LEAGUES Facebook



Ranking of the European Leagues on Facebook.



*[from November 02, 2021 to November 30, 2021]

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FB data refers to Likes, not Followers. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES Twitter

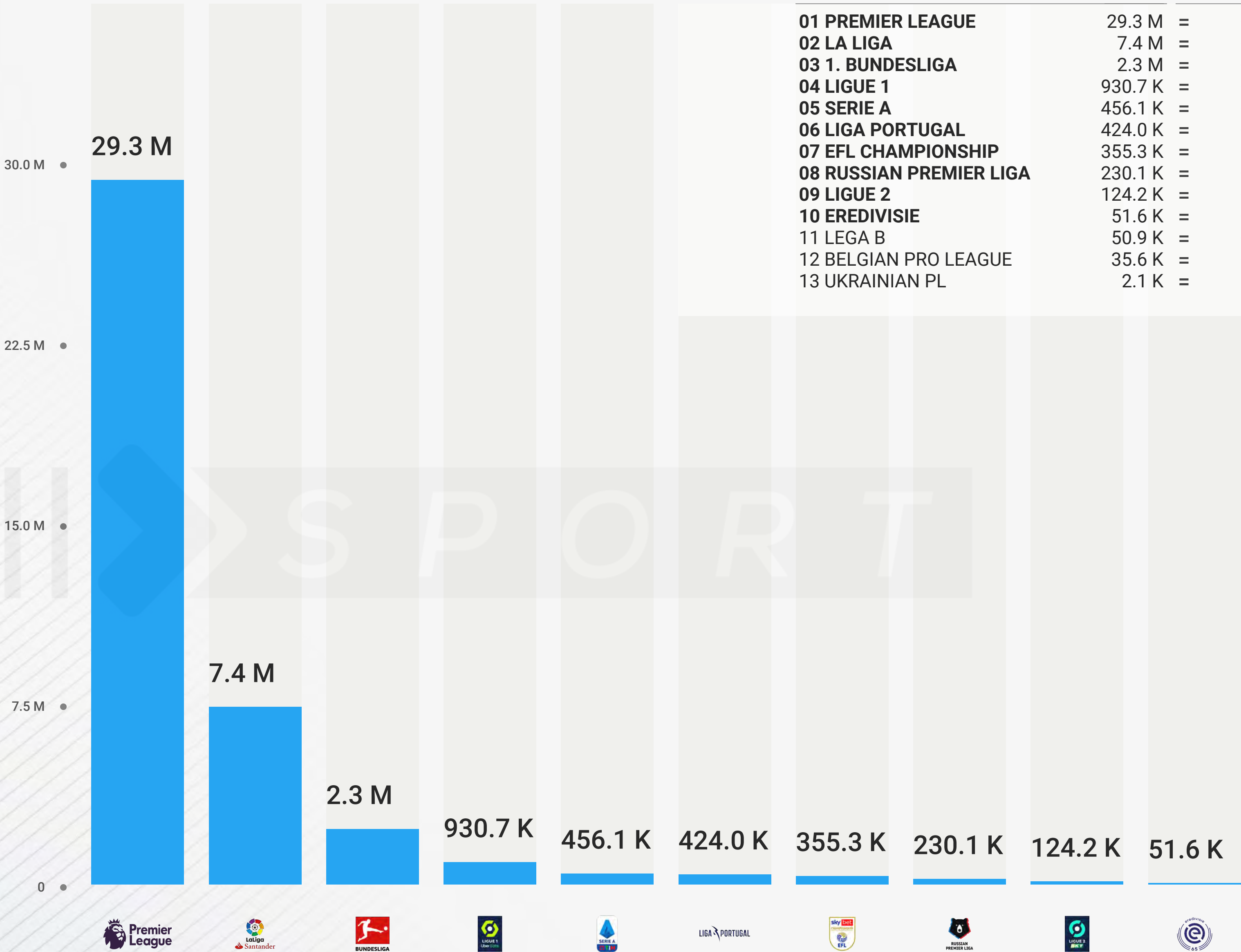


TOTAL FANBASE

41.6 M



Ranking of the European Leagues on Twitter.



*[from November 02, 2021 to November 30, 2021]

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The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES **Instagram**

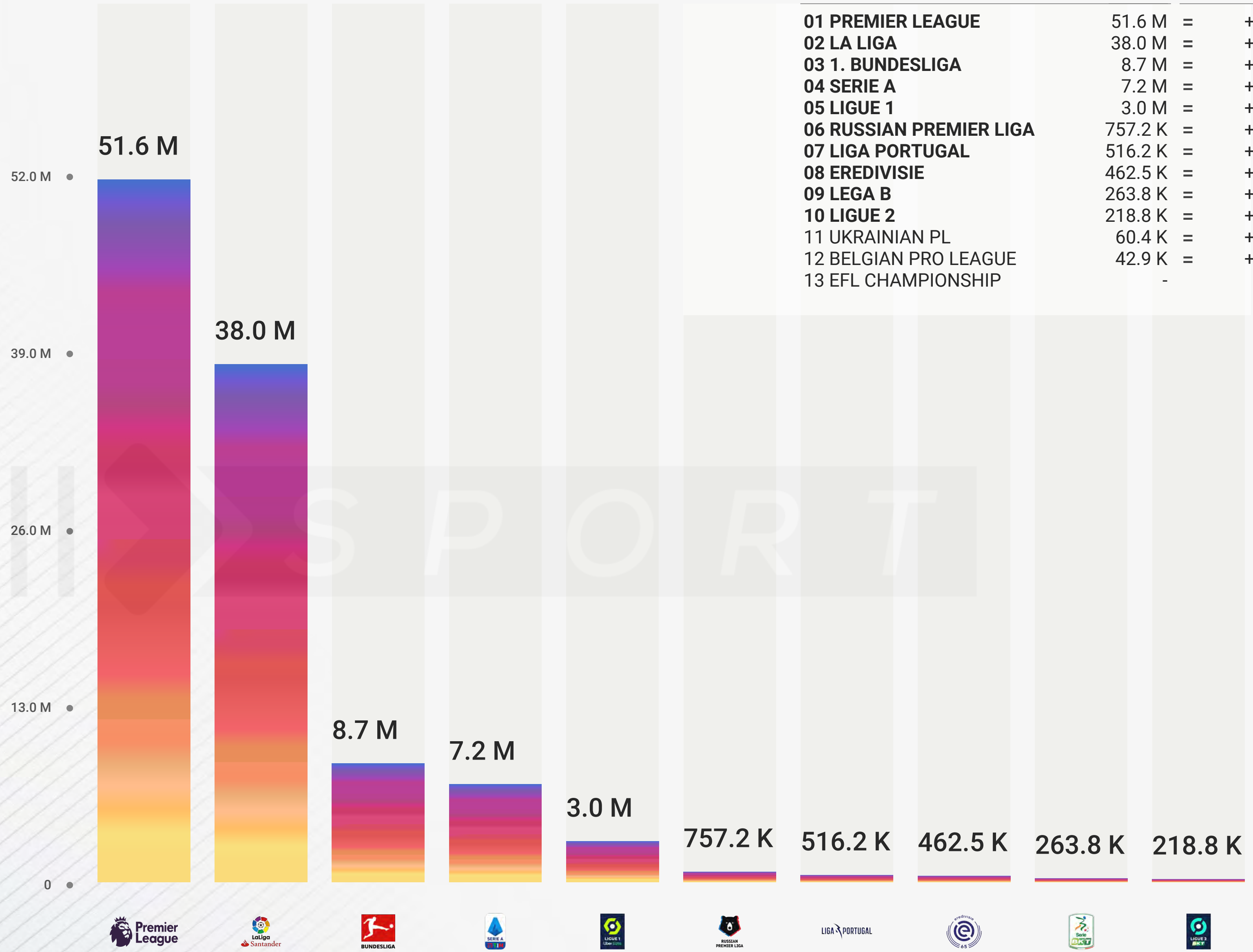


TOTAL FANBASE

110.8 M



Ranking of the European Leagues
on Instagram.



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The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES **YouTube**

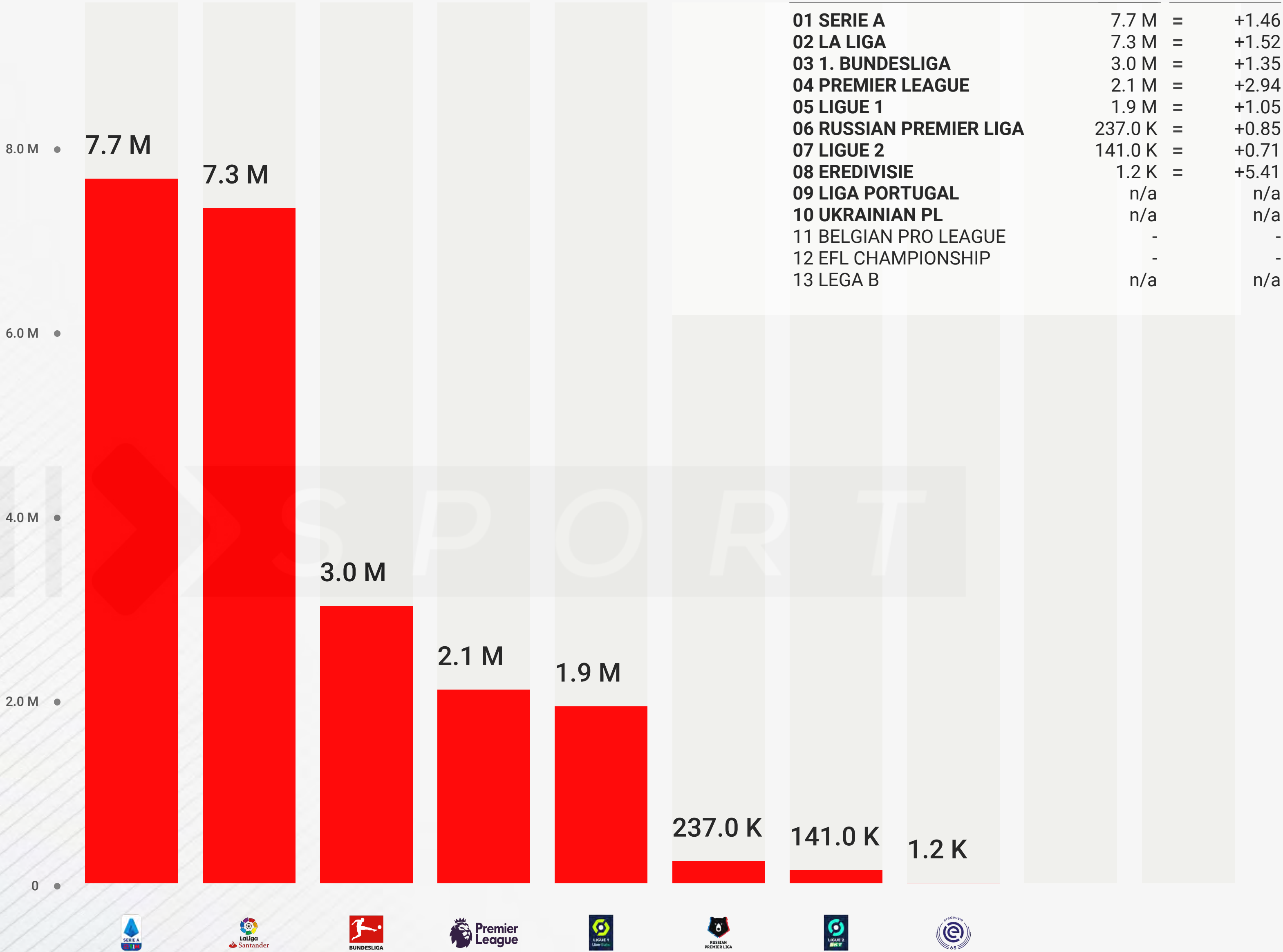


TOTAL FANBASE

22.4 M



Ranking of the European Leagues
on YouTube.



*[from November 02, 2021 to November 30, 2021]

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YT data is rounded (since provided in this format): this may alter variations. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



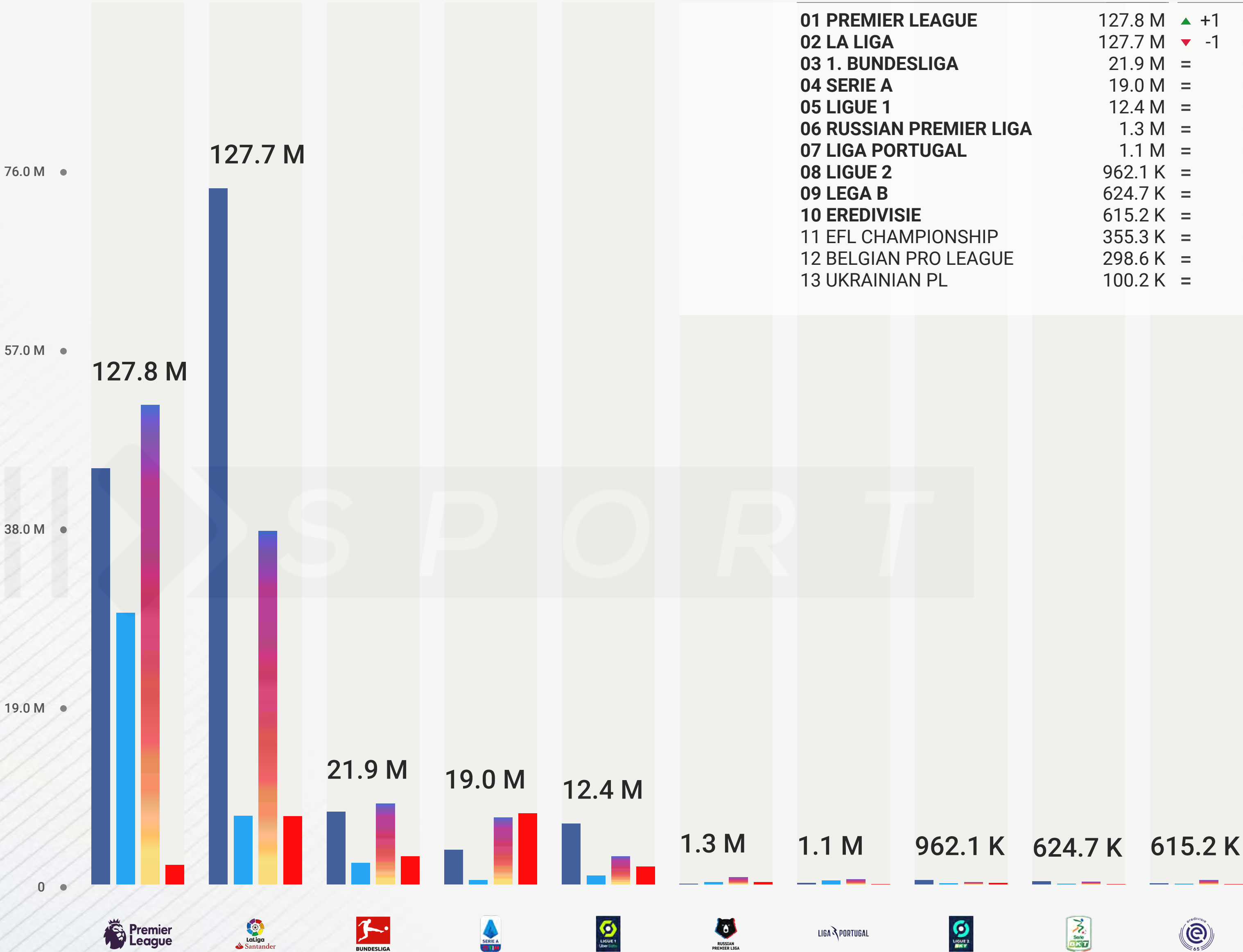
LEAGUES Social



TOTAL FANBASE
314.0 M



Ranking of the European Leagues based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from November 02, 2021 to November 30, 2021]

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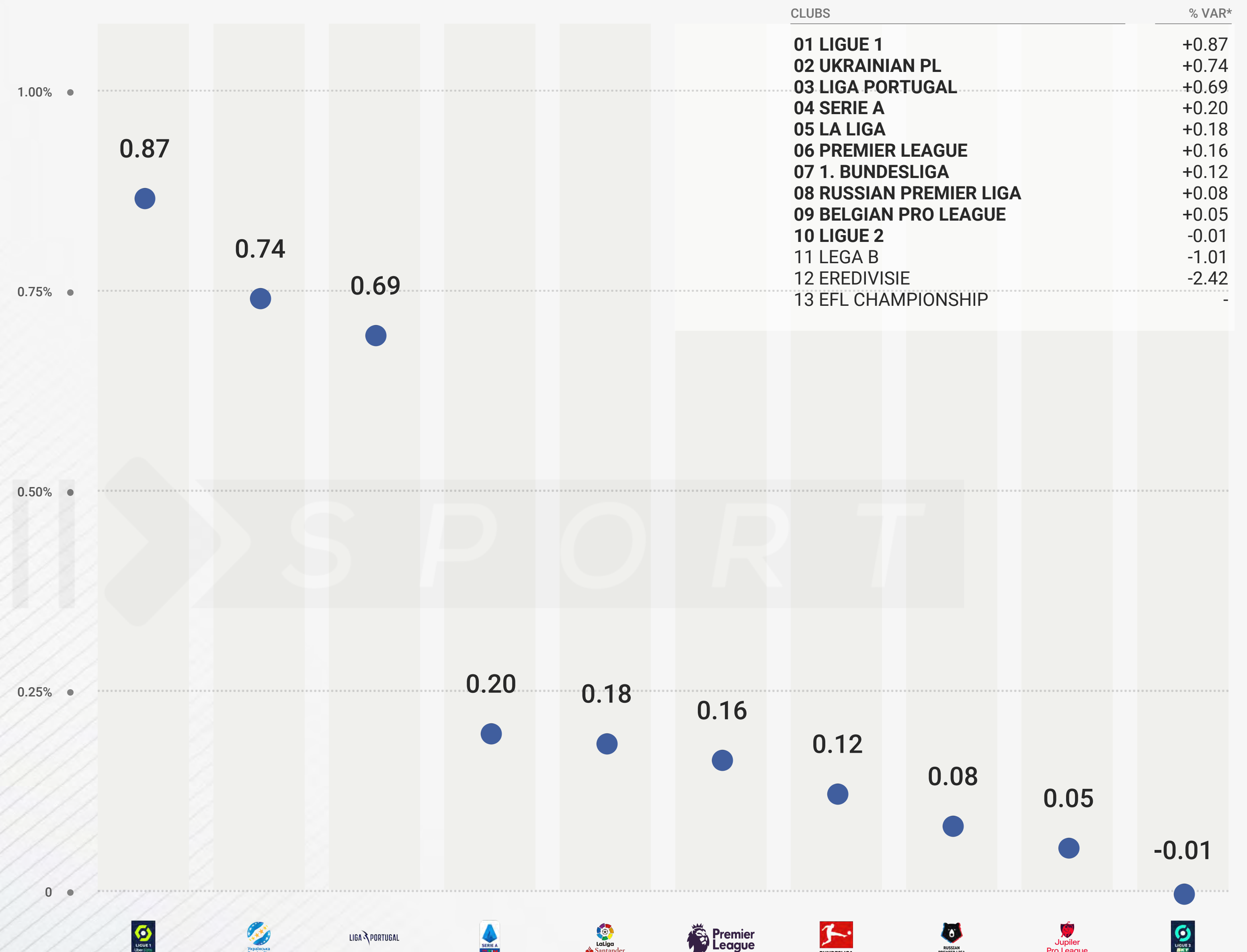
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES Facebook



Ranking of the most grown up European football leagues on Facebook.



*[from November 02, 2021 to November 30, 2021]

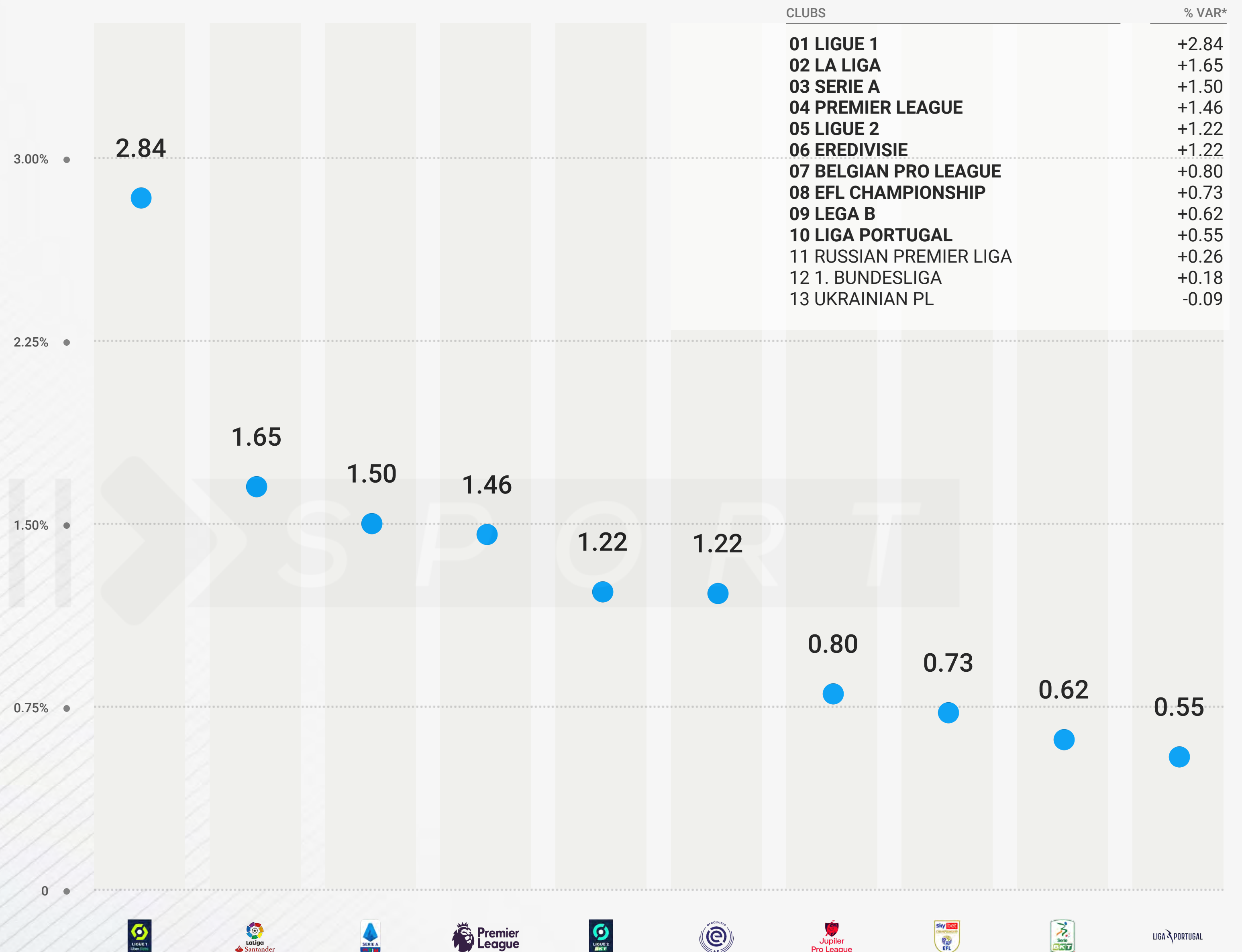
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FB data refers to Likes, not Followers. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

LEAGUES **Twitter**



Ranking of the most grown up
European football leagues
on Twitter.



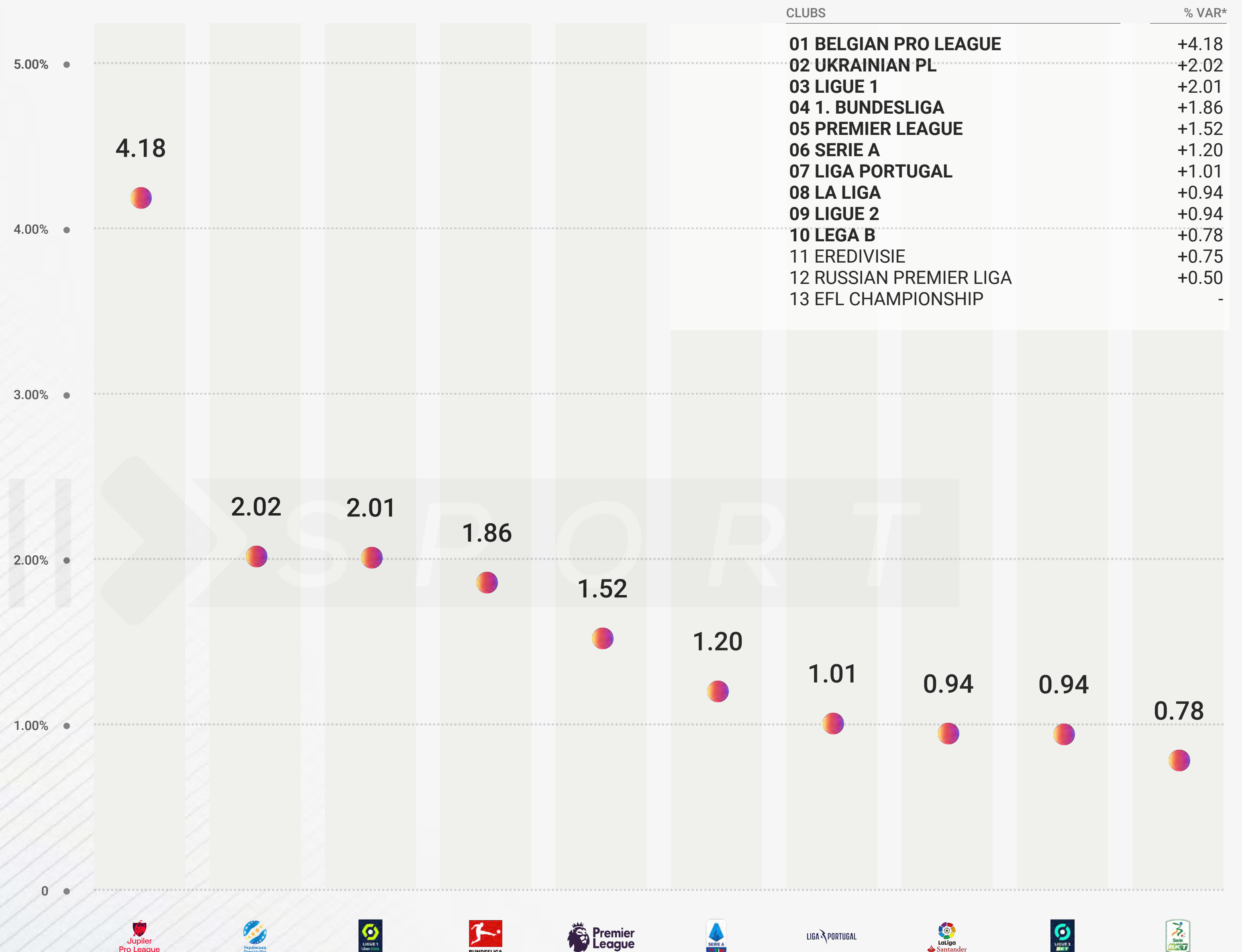
*[from November 02, 2021 to November 30, 2021]

The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

LEAGUES Instagram



Ranking of the most grown up European football leagues on Instagram.



*[from November 02, 2021 to November 30, 2021]

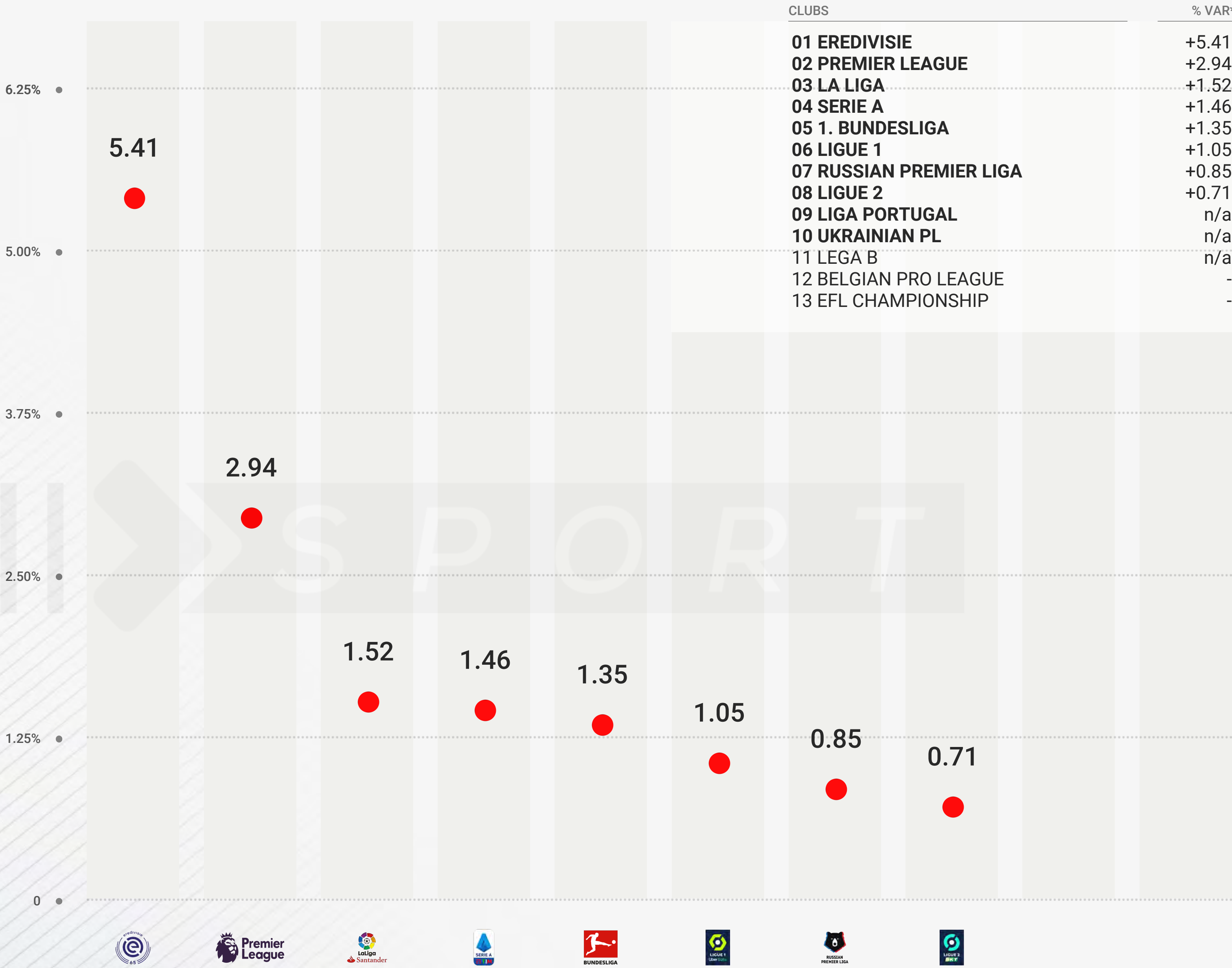
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The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.

LEAGUES YouTube



Ranking of the most grown up European football leagues on YouTube.



*[from November 02, 2021 to November 30, 2021]

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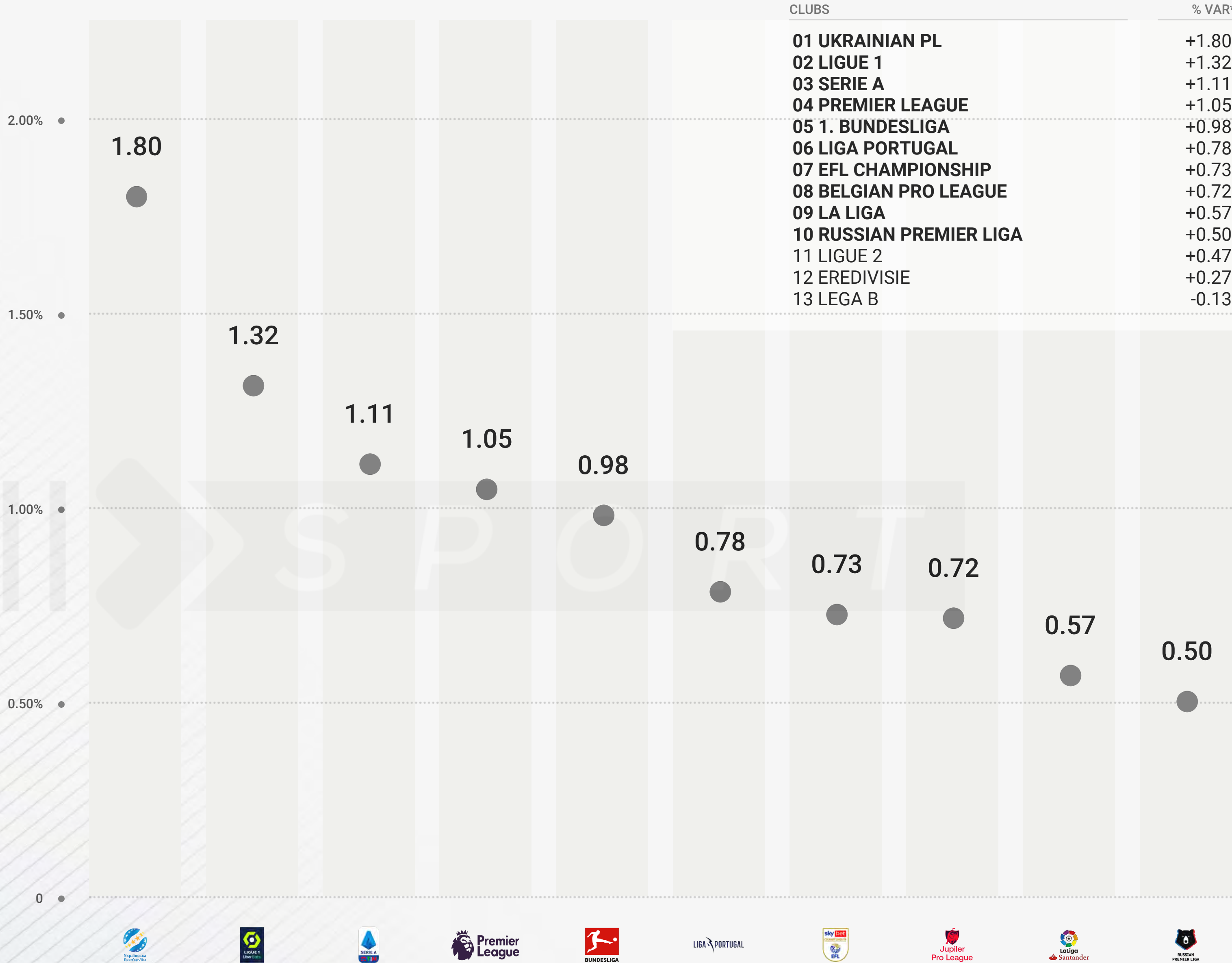
YT data is rounded (since provided in this format): this may alter variations. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES Social



Ranking of the most grown up European football leagues on Facebook, Twitter, Instagram, YouTube.



*[from November 02, 2021 to November 30, 2021]

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OUR REPORTS

#TEFCReport



#TWFCReport



#TEFReport



#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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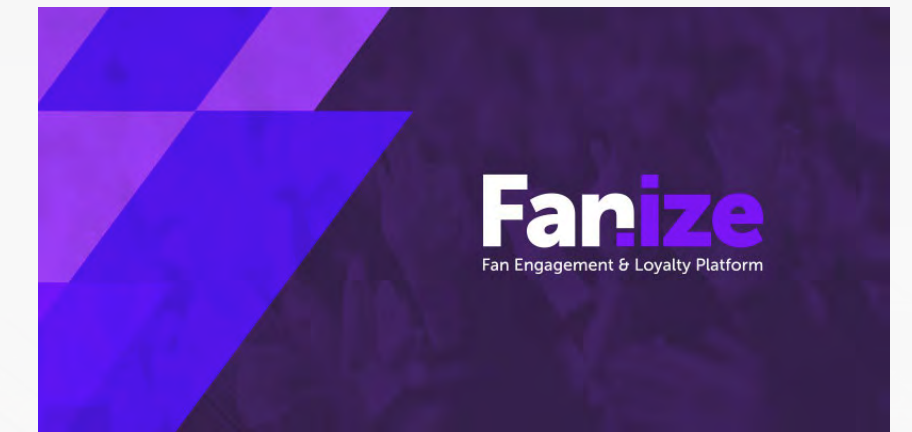


EXPERIENCE PLATFORM

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



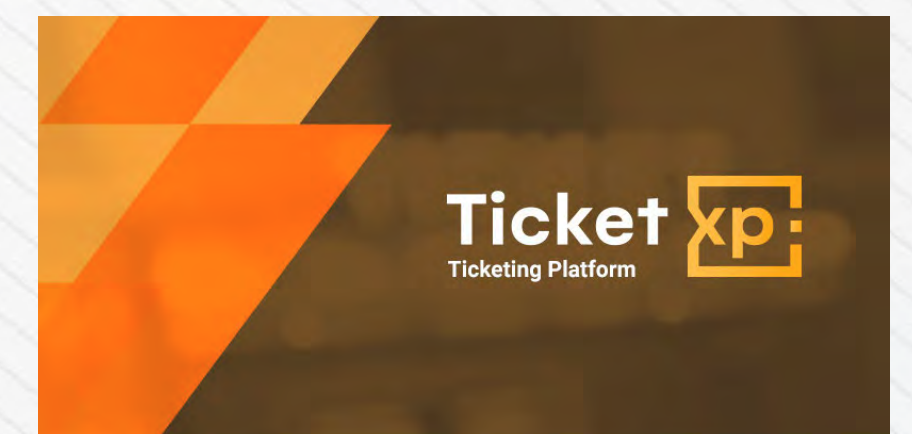
SportXP

Discover our Fan Engagement and Membership programs platform

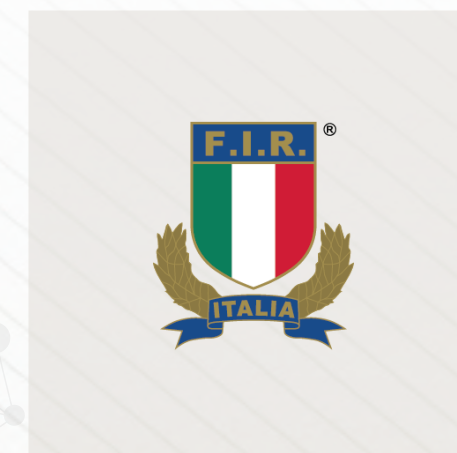
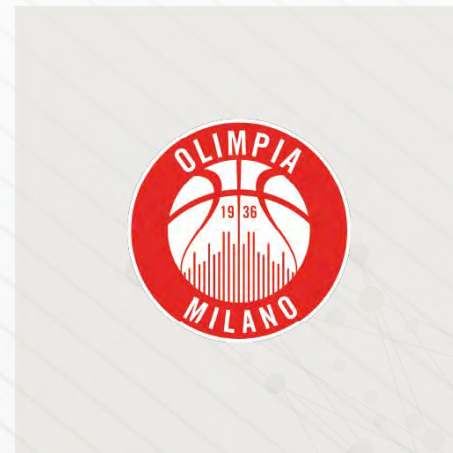


TicketXP

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.

**We are
Digital Enablers**

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.

Methodology and Specs

Data are collected through proprietary tools and concern European football clubs in Italy, England, France, Germany, Spain (1st and 2nd divisions) and Portugal, Netherlands, Belgium, Russia and Ukraine (1st division). Logos and all rights are reserved to their respective owners.

The data refers to the period from 02 November 2021 to 30 November 2021, and refers to the Facebook, Twitter, Instagram, YouTube and TikTok 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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