

# THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

EDITION N.39 // FEBRUARY 2022





**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 European Football Club" Report is the monthly tool by IQUII Sport to monitor European football on social media!**

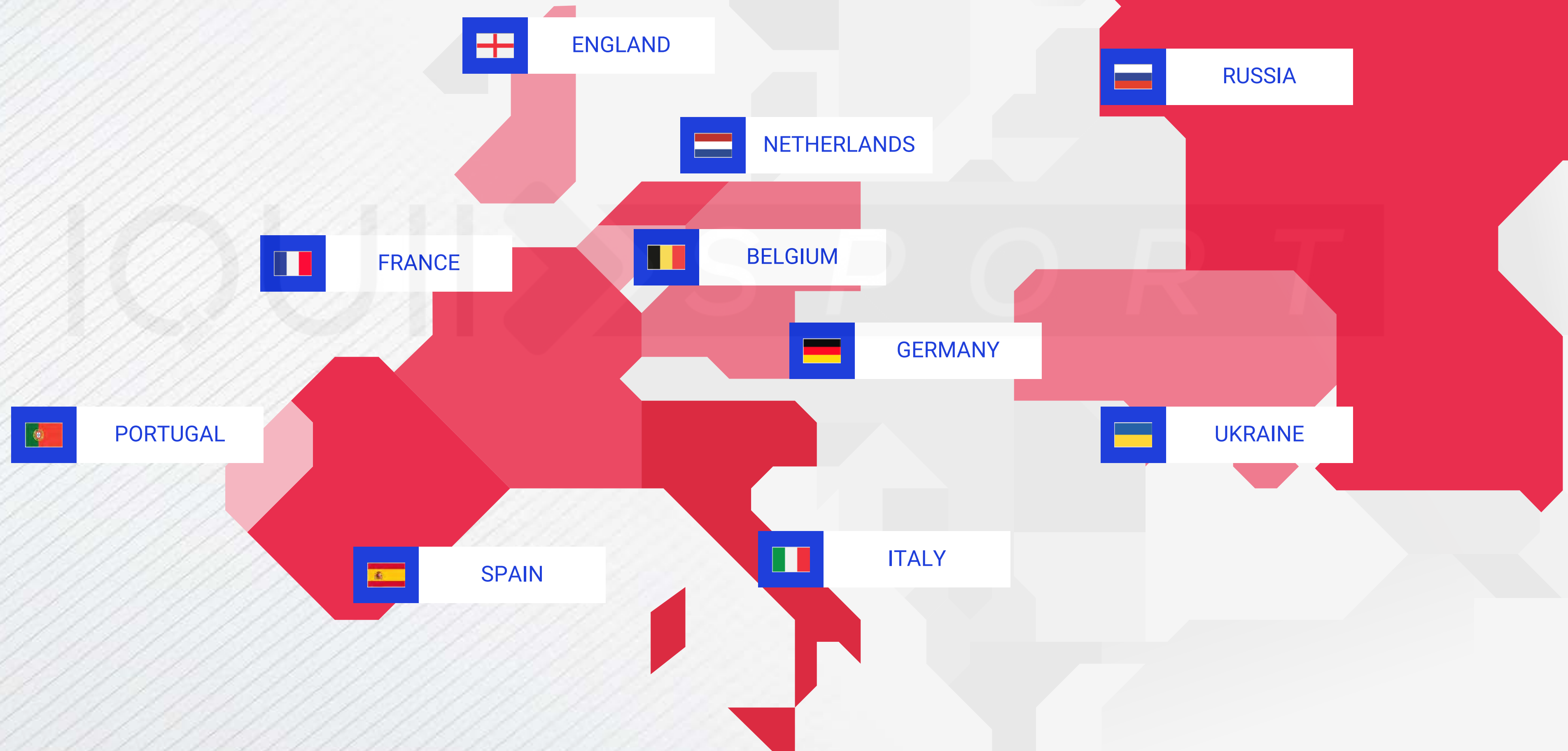
In our #TEFCReport you will find the analysis of 10 countries, 15 leagues and almost 300 clubs, to give you a complete picture about the presence and the performances of the major European football clubs and leagues.

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, 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](mailto: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**

**+ 1.08%\***

**FANS**

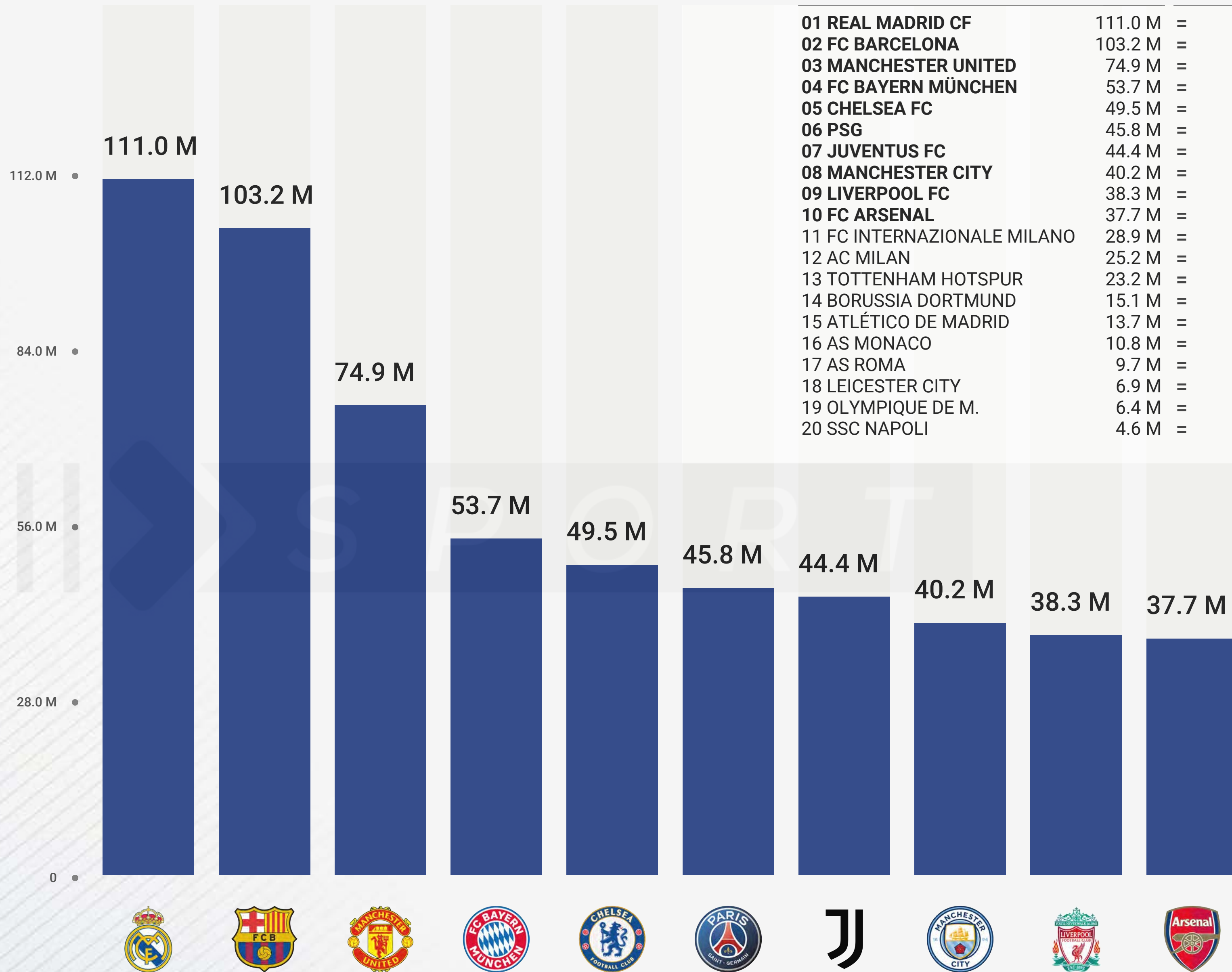
Total Facebook, Twitter,  
Instagram, YouTube Fans of the  
football clubs analysed.

**EUROPE Facebook**

f  
TOTAL FANBASE  
**743.4 M**



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



\*[from January 03, 2022 to February 09, 2022]

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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  
**245.4 M**



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



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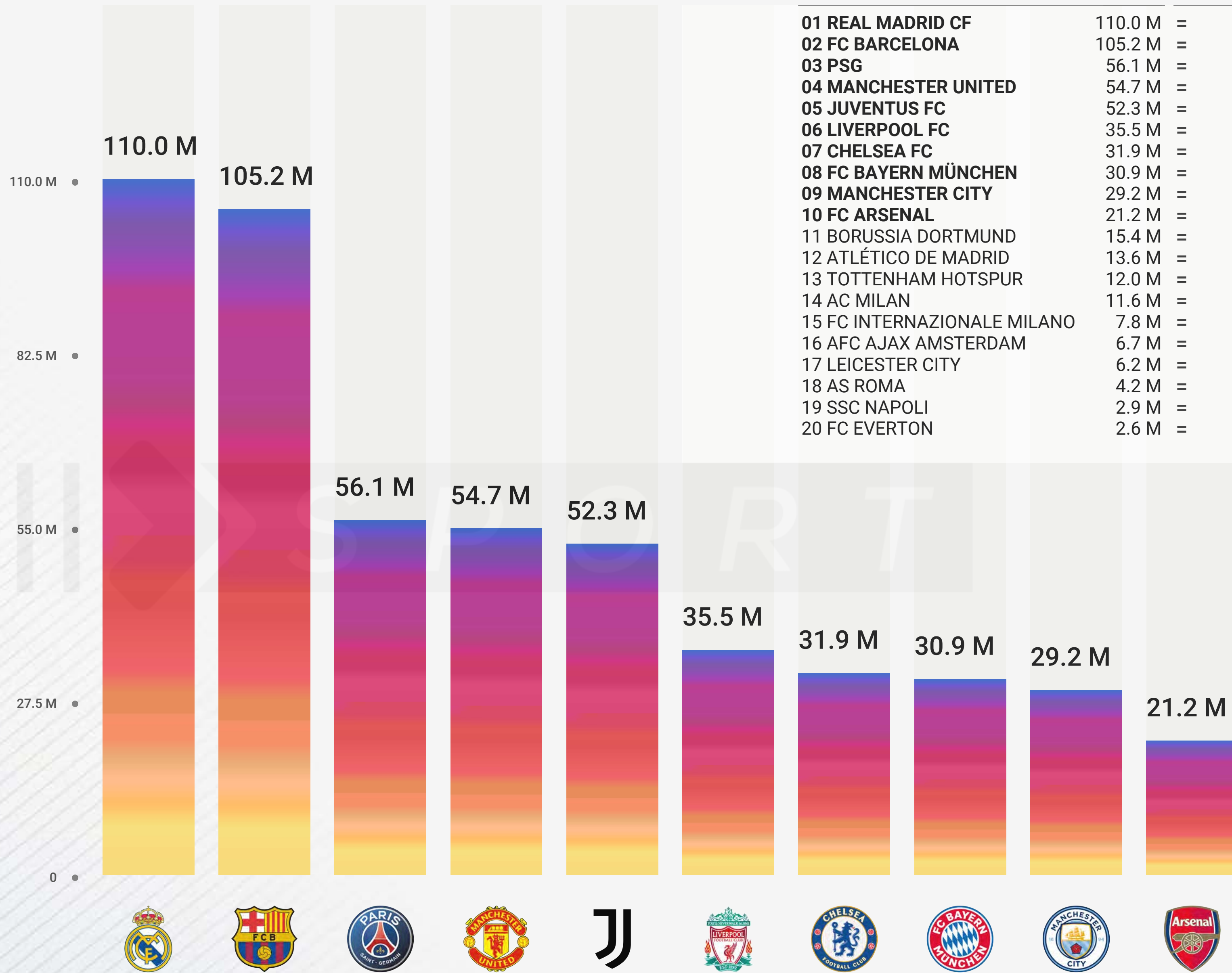


**EUROPE** Instagram

  
 TOTAL FANBASE  
**610.1 M**



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



\*[from January 03, 2022 to February 09, 2022]

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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  
**62.6 M**  


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



\*[from January 03, 2022 to February 09, 2022]

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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.

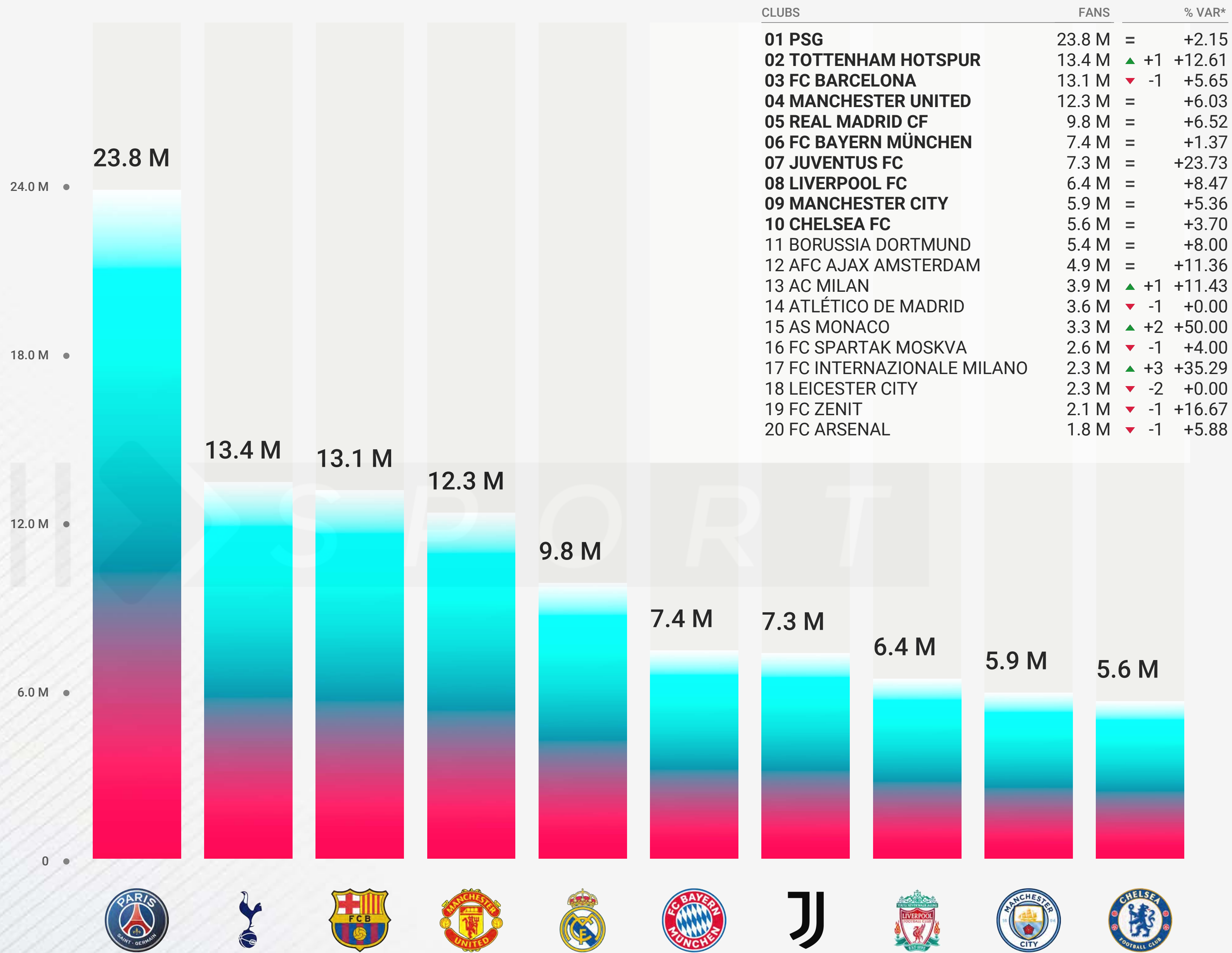


EUROPE TikTok

TOTAL FANBASE  
**137.2 M**



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



\*[from January 03, 2022 to February 09, 2022]

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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



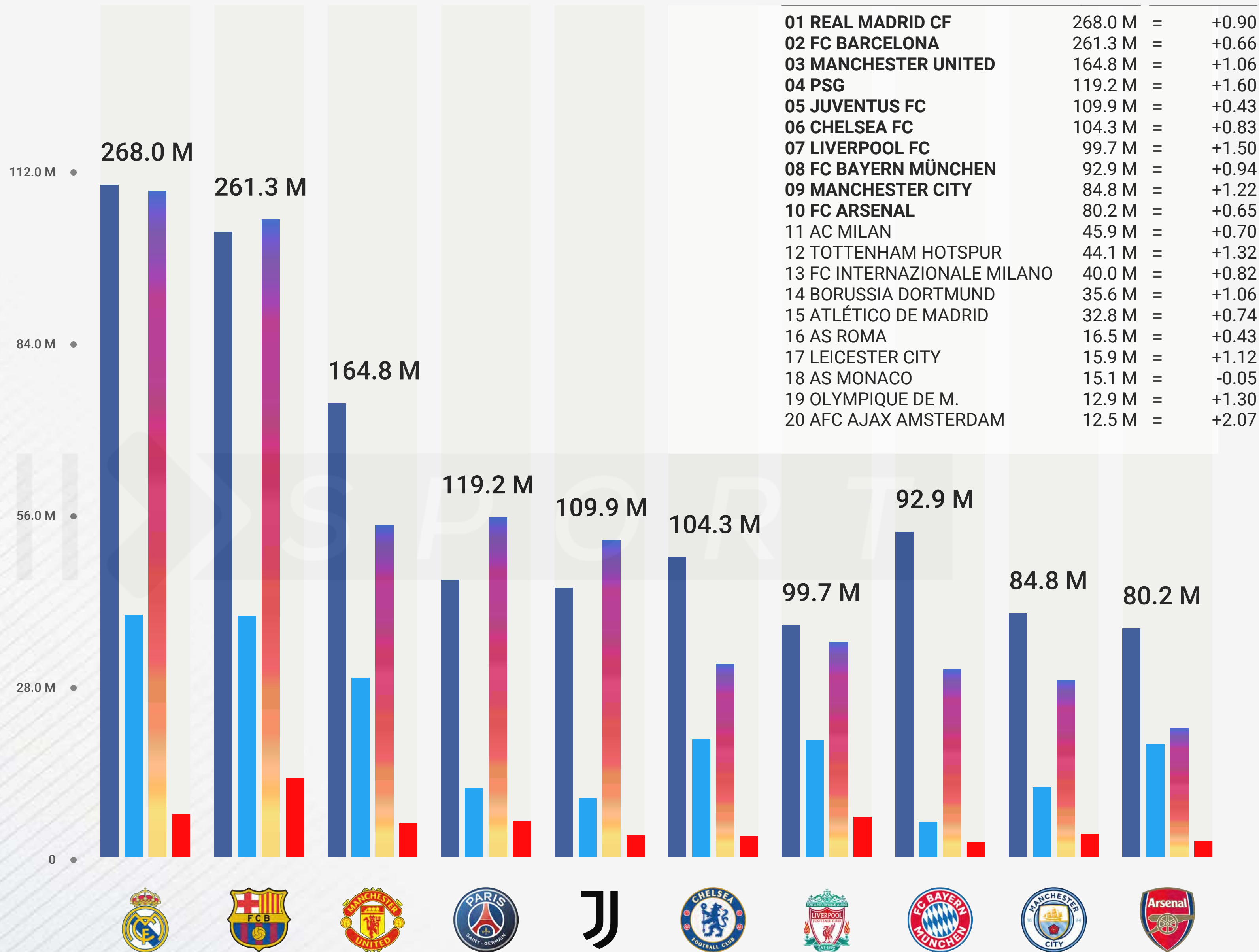



TOTAL FANBASE

## 1.7 B



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



\*[from January 03, 2022 to February 09, 2022]

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.

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EUROPE Clubs



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 January 03, 2022 to February 09, 2022]



**EUROPE Sport Brands**

  
**TOTAL FANBASE**  
**29.1 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 January 03, 2022 to February 09, 2022]





# EUROPE 1 Facebook



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



\*[from January 03, 2022 to February 09, 2022]

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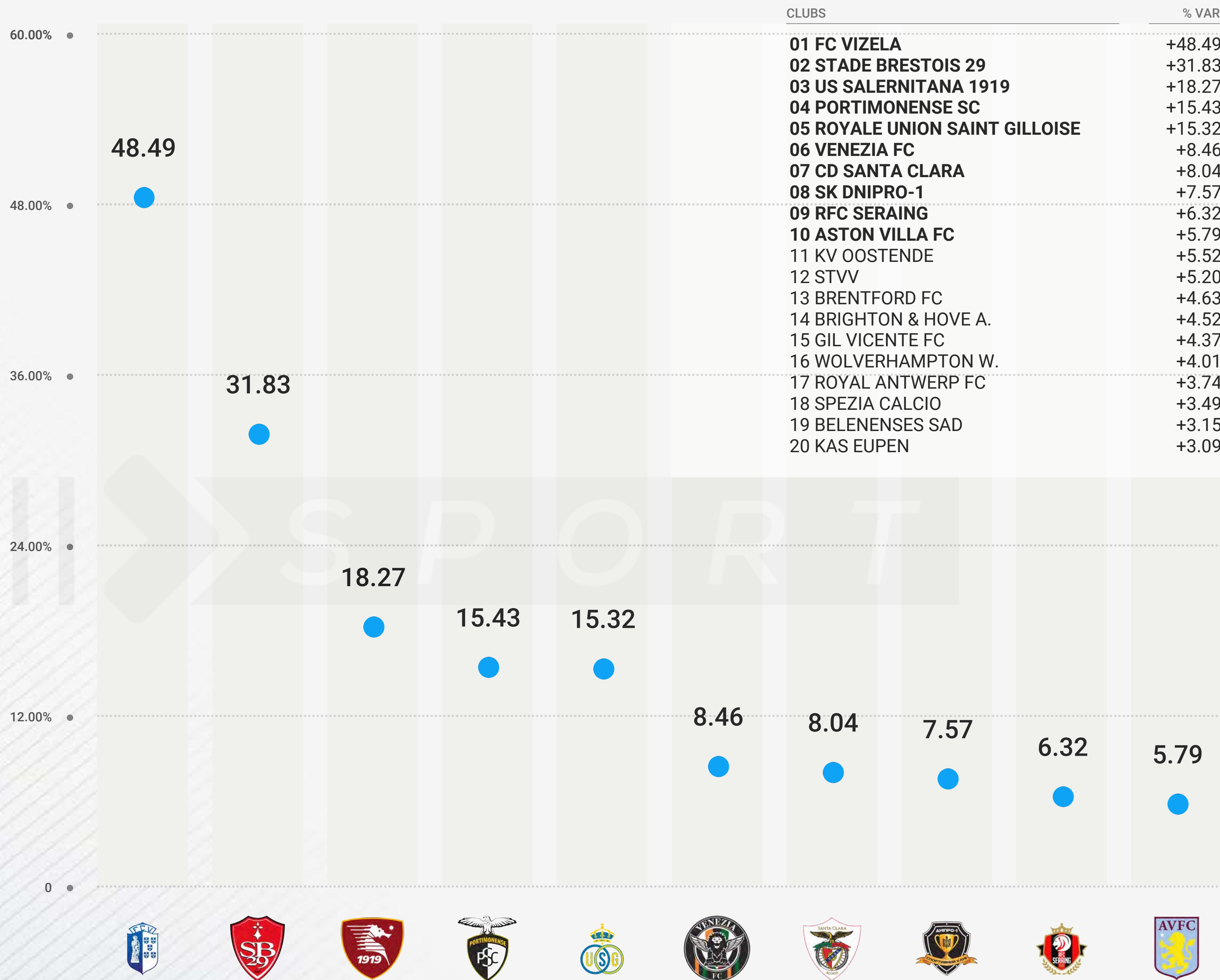
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions). FB data refers to Likes, not Followers.



# EUROPE 1 Twitter



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



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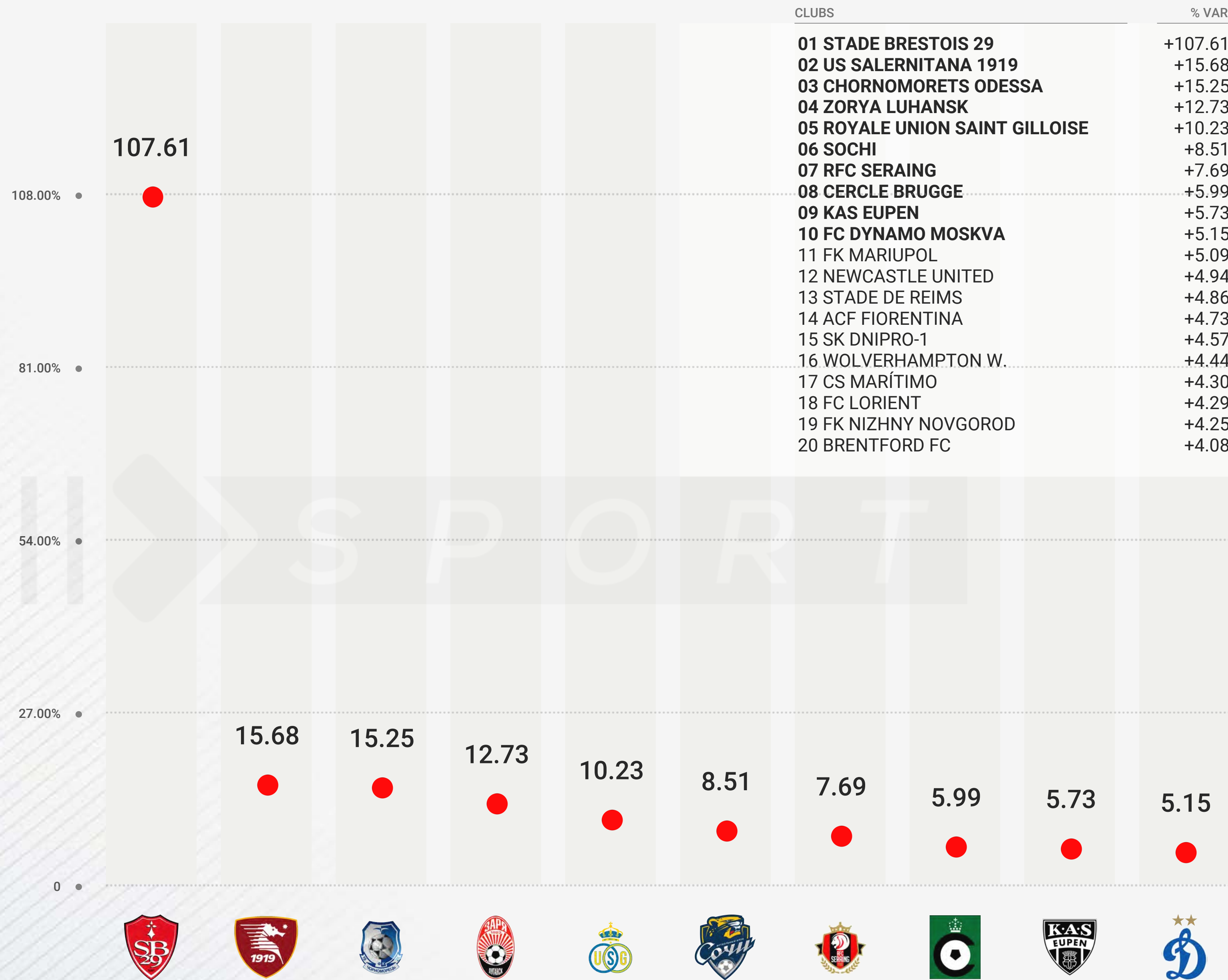
The countries considered are ENG, FRA, GER, ITA, SPA, POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 1 **YouTube**



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). 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 January 03, 2022 to February 09, 2022]

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.

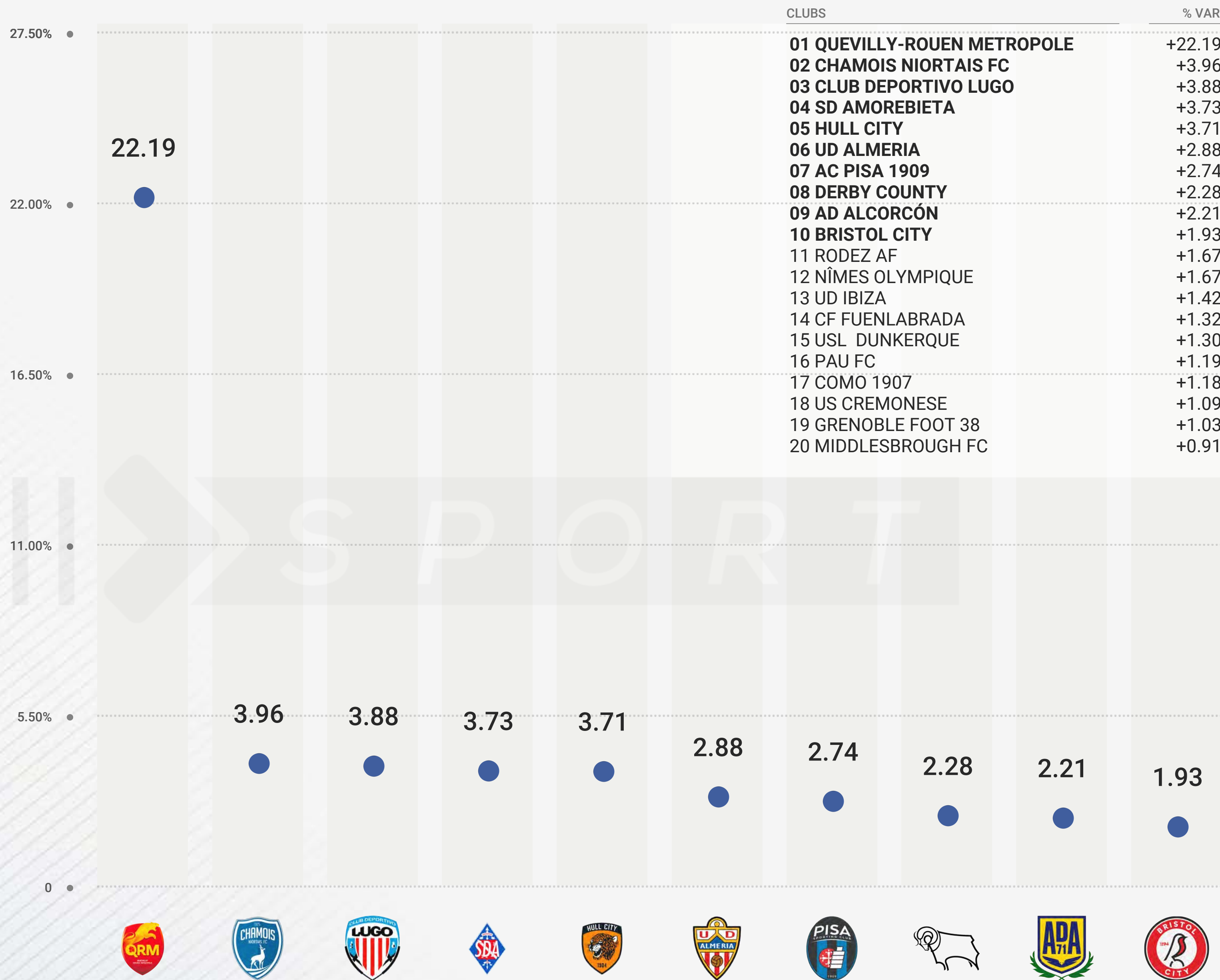
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# EUROPE 2 Facebook



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



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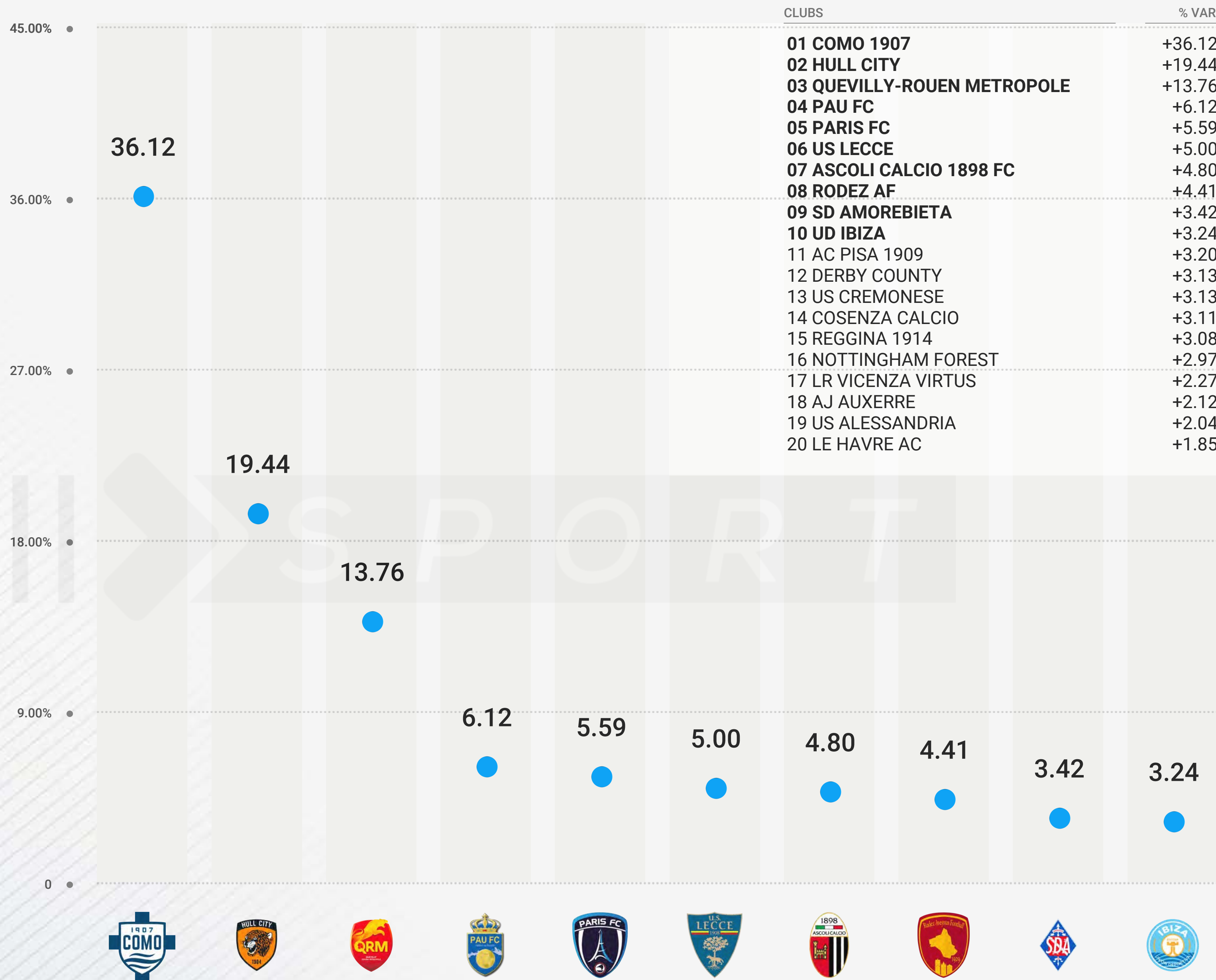
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions). FB data refers to Likes, not Followers.



EUROPE 2 **Twitter**



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



\*[from January 03, 2022 to February 09, 2022]

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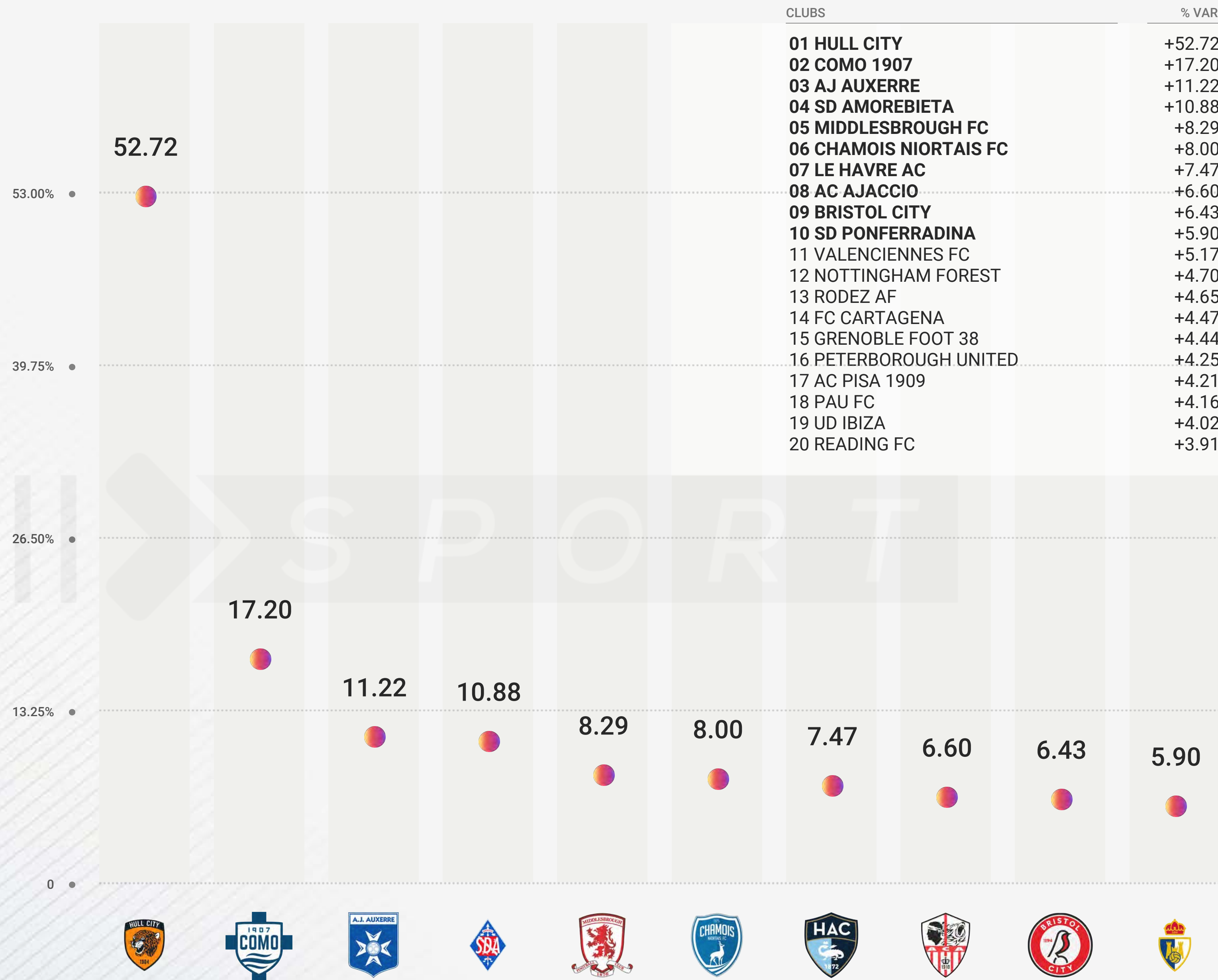
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



**EUROPE 2 Instagram**



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



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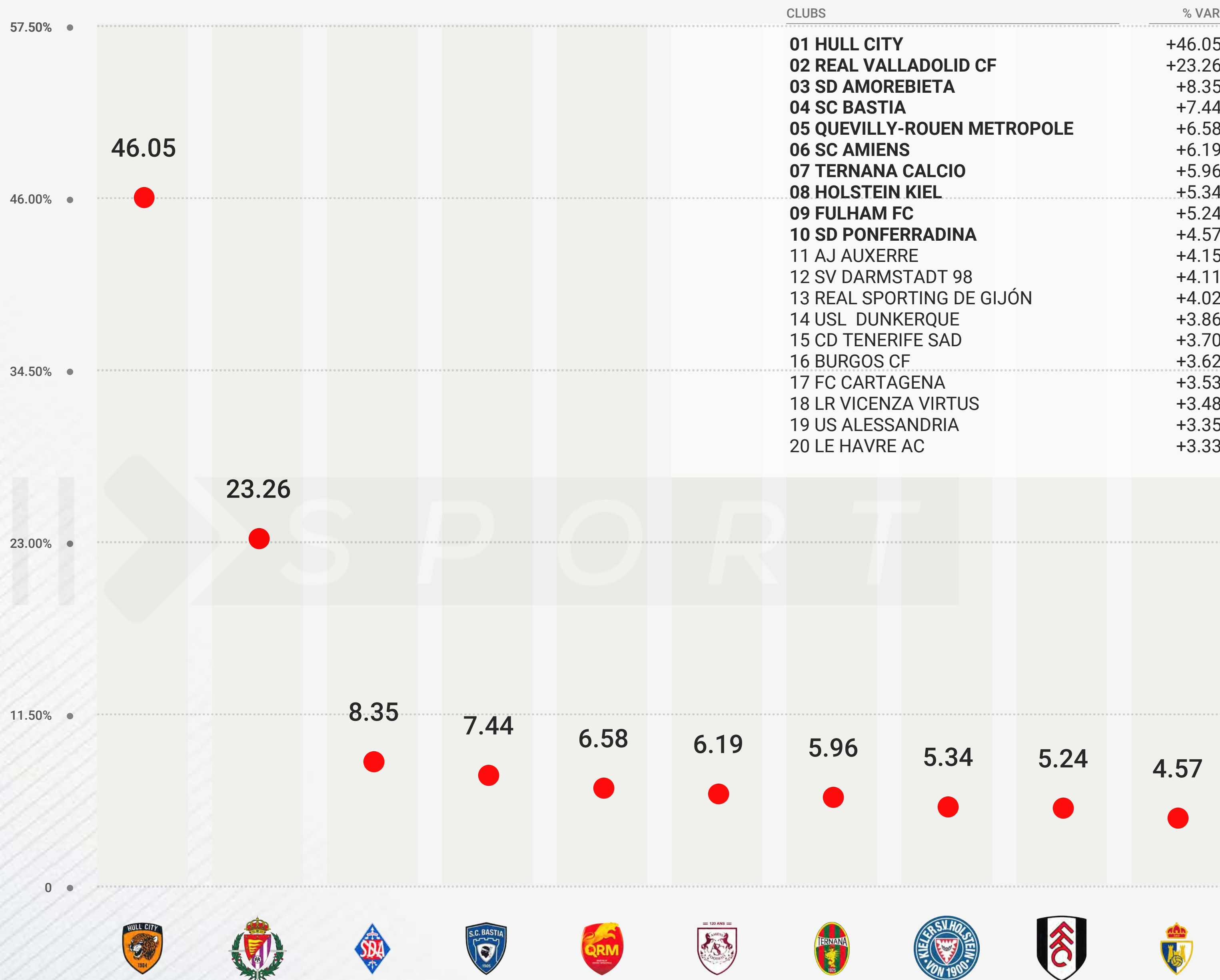
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 **YouTube**



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



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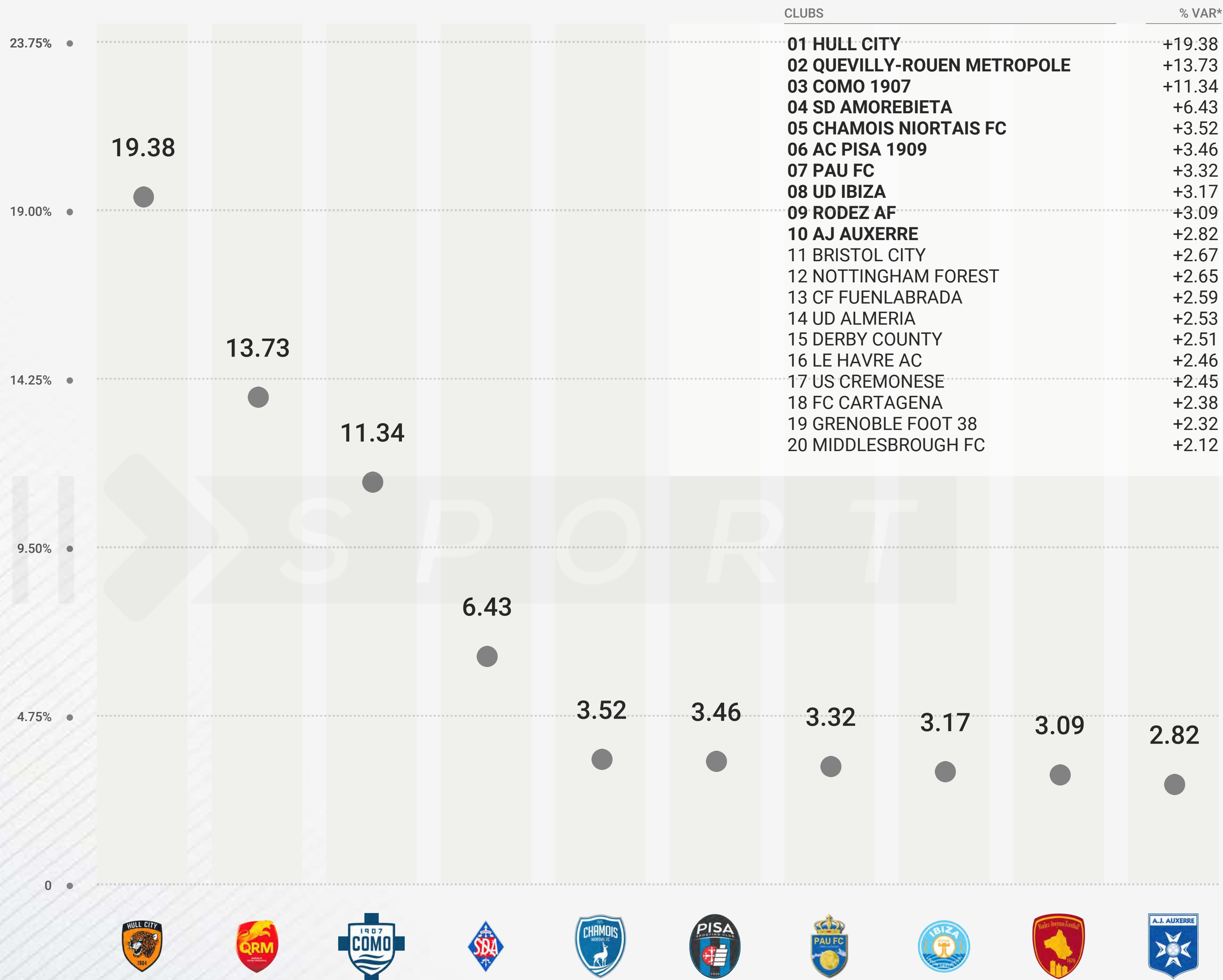
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions). YT data is rounded (since provided in this format): this may alter variations.



# EUROPE 2 Social



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



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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



ENGLAND

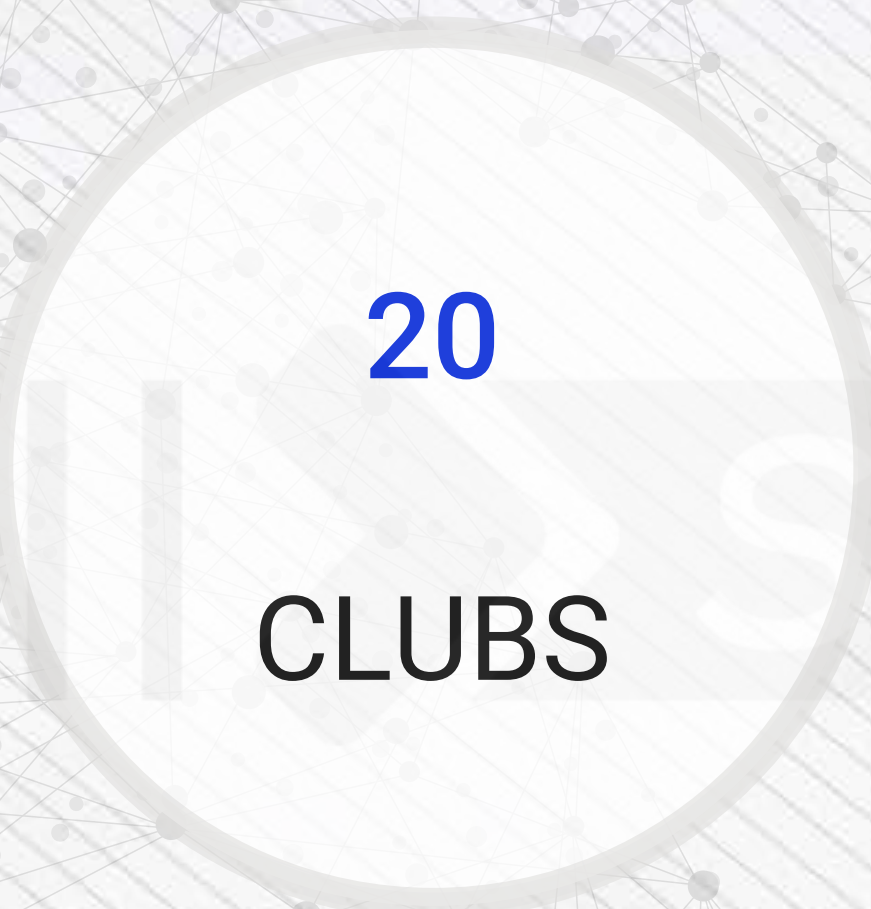
SECOND DIVISION

24 CLUBS

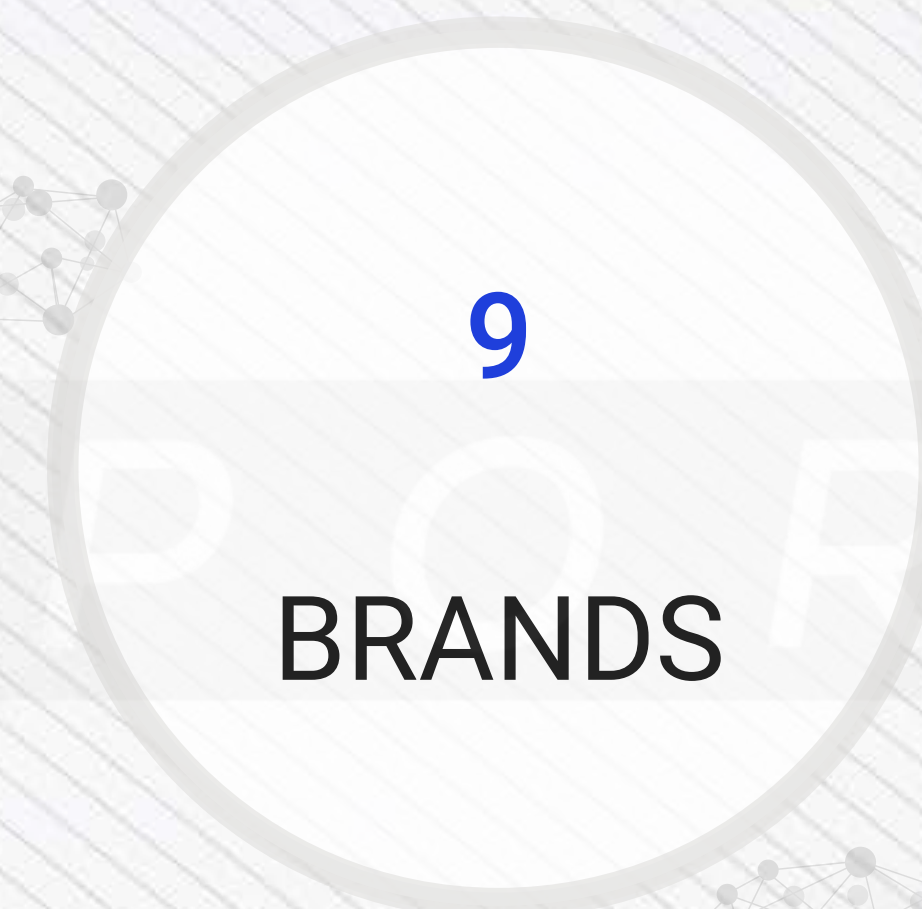


CHAMPIONSHIP

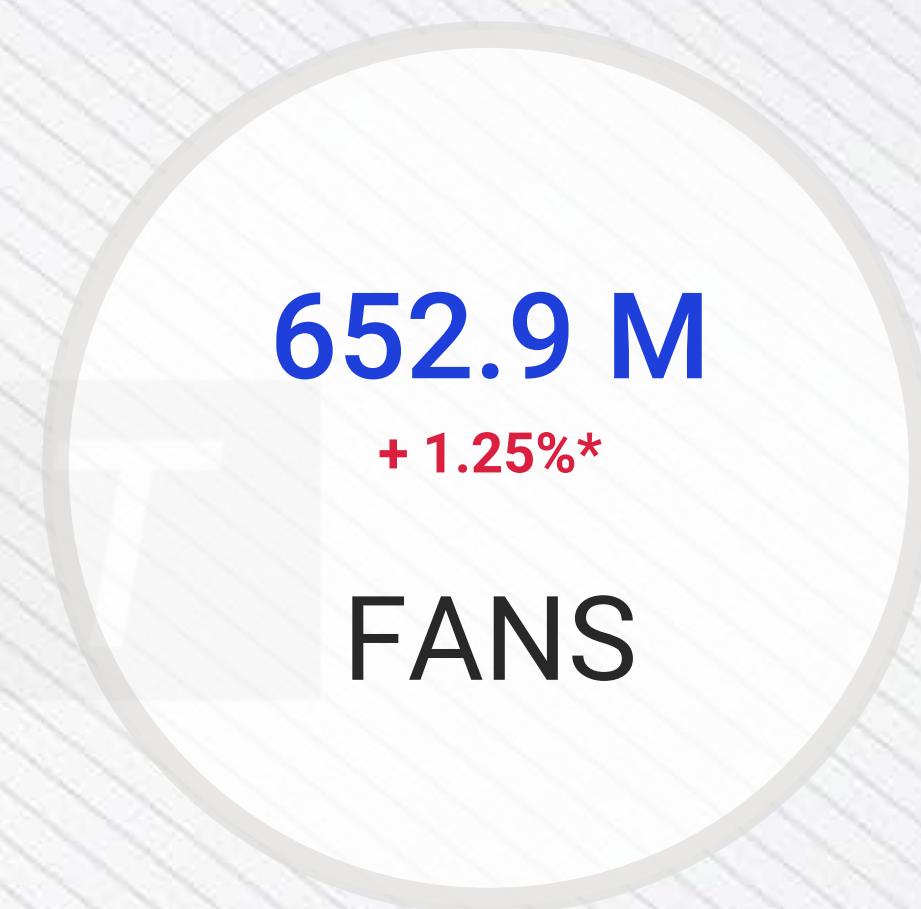
# ENGLAND SnapShot / First Division



Total Premier League football clubs analysed.



Total Premier League Sport Brands on jerseys analysed.



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

\*[from January 03, 2022 to February 09, 2022]

f  
 TOTAL FANBASE  
**294.6 M**

**Premier League**

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



CLUBS	FANS	% VAR*
01 MANCHESTER UNITED	74.9 M =	+0.07
02 CHELSEA FC	49.5 M =	+0.13
03 MANCHESTER CITY	40.2 M =	+0.04
04 LIVERPOOL FC	38.3 M =	+0.45
05 FC ARSENAL	37.7 M =	+0.05
06 TOTTENHAM HOTSPUR	23.2 M =	+0.44
07 LEICESTER CITY	6.9 M =	-0.03
08 FC EVERTON	3.7 M =	+0.43
09 ASTON VILLA FC	3.7 M =	+3.67
10 FC SOUTHAMPTON	3.0 M =	+0.03
11 WEST HAM UNITED	2.7 M =	+0.49
12 NEWCASTLE UNITED	2.5 M =	+1.96
13 WOLVERHAMPTON W.	2.4 M =	+5.03
14 FC WATFORD	1.4 M =	+3.00
15 CRYSTAL PALACE	1.3 M =	+1.21
16 NORWICH CITY	950.4 K =	+0.23
17 LEEDS UNITED	899.4 K =	+0.33
18 BRIGHTON & HOVE A.	557.2 K =	+1.23
19 FC BURNLEY	466.3 K =	+0.76
20 BRENTFORD FC	287.9 K =	+3.71

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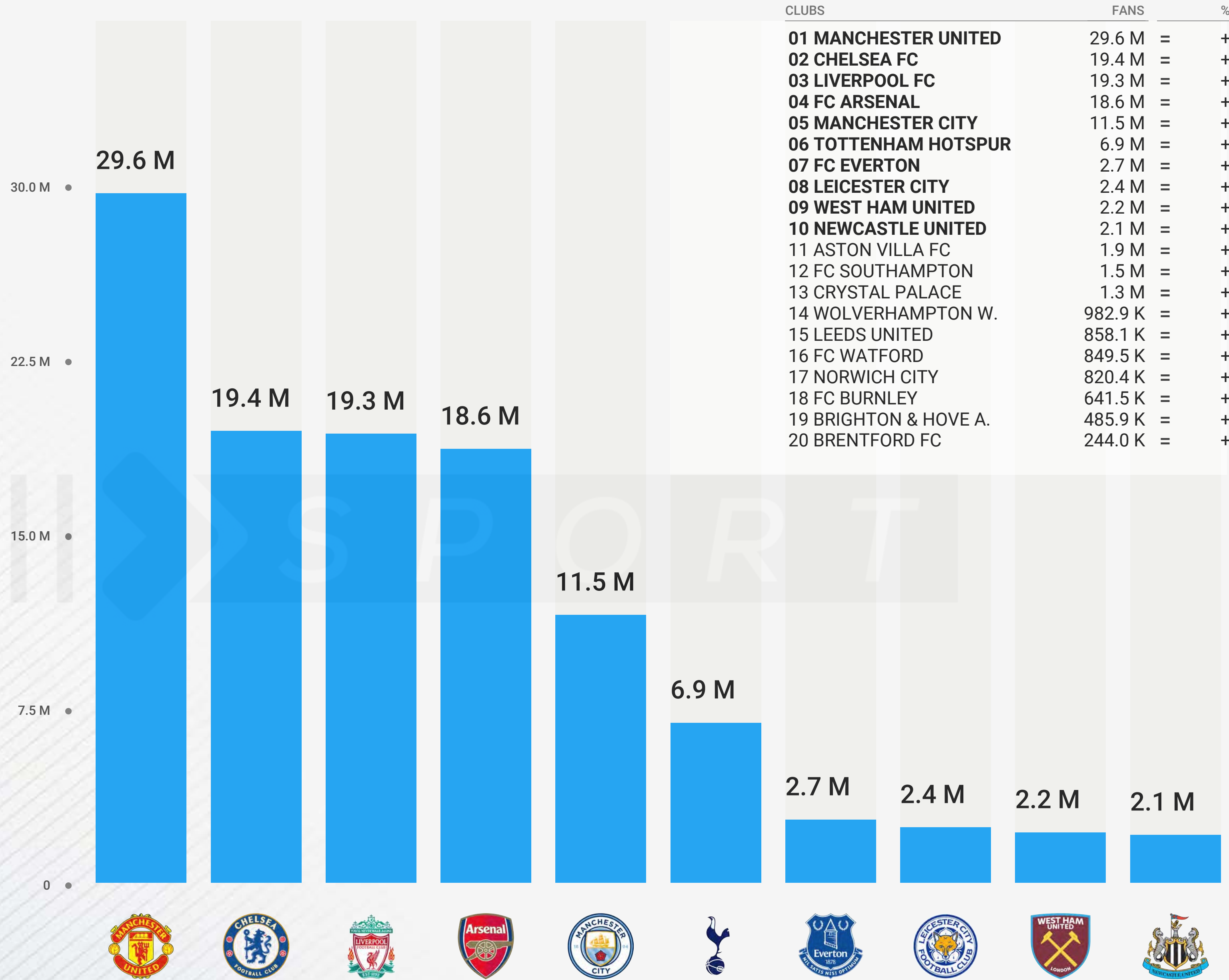
FB data refers to Likes, not Followers.



TOTAL FANBASE  
**124.2 M**



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



CLUBS	FANS	% VAR*
01 MANCHESTER UNITED	29.6 M =	+1.75
02 CHELSEA FC	19.4 M =	+2.25
03 LIVERPOOL FC	19.3 M =	+2.07
04 FC ARSENAL	18.6 M =	+1.10
05 MANCHESTER CITY	11.5 M =	+2.55
06 TOTTENHAM HOTSPUR	6.9 M =	+2.38
07 FC EVERTON	2.7 M =	+2.30
08 LEICESTER CITY	2.4 M =	+2.50
09 WEST HAM UNITED	2.2 M =	+2.03
10 NEWCASTLE UNITED	2.1 M =	+3.06
11 ASTON VILLA FC	1.9 M =	+5.79
12 FC SOUTHAMPTON	1.5 M =	+1.38
13 CRYSTAL PALACE	1.3 M =	+2.63
14 WOLVERHAMPTON W.	982.9 K =	+4.01
15 LEEDS UNITED	858.1 K =	+1.74
16 FC WATFORD	849.5 K =	+2.36
17 NORWICH CITY	820.4 K =	+1.48
18 FC BURNLEY	641.5 K =	+2.51
19 BRIGHTON & HOVE A.	485.9 K =	+4.52
20 BRENTFORD FC	244.0 K =	+4.63



\*[from January 03, 2022 to February 09, 2022]

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**ENGLAND** Instagram

  
 TOTAL FANBASE  
**206.5 M**  


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



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 TOTAL FANBASE  
**27.7 M**  


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



\*[from January 03, 2022 to February 09, 2022]

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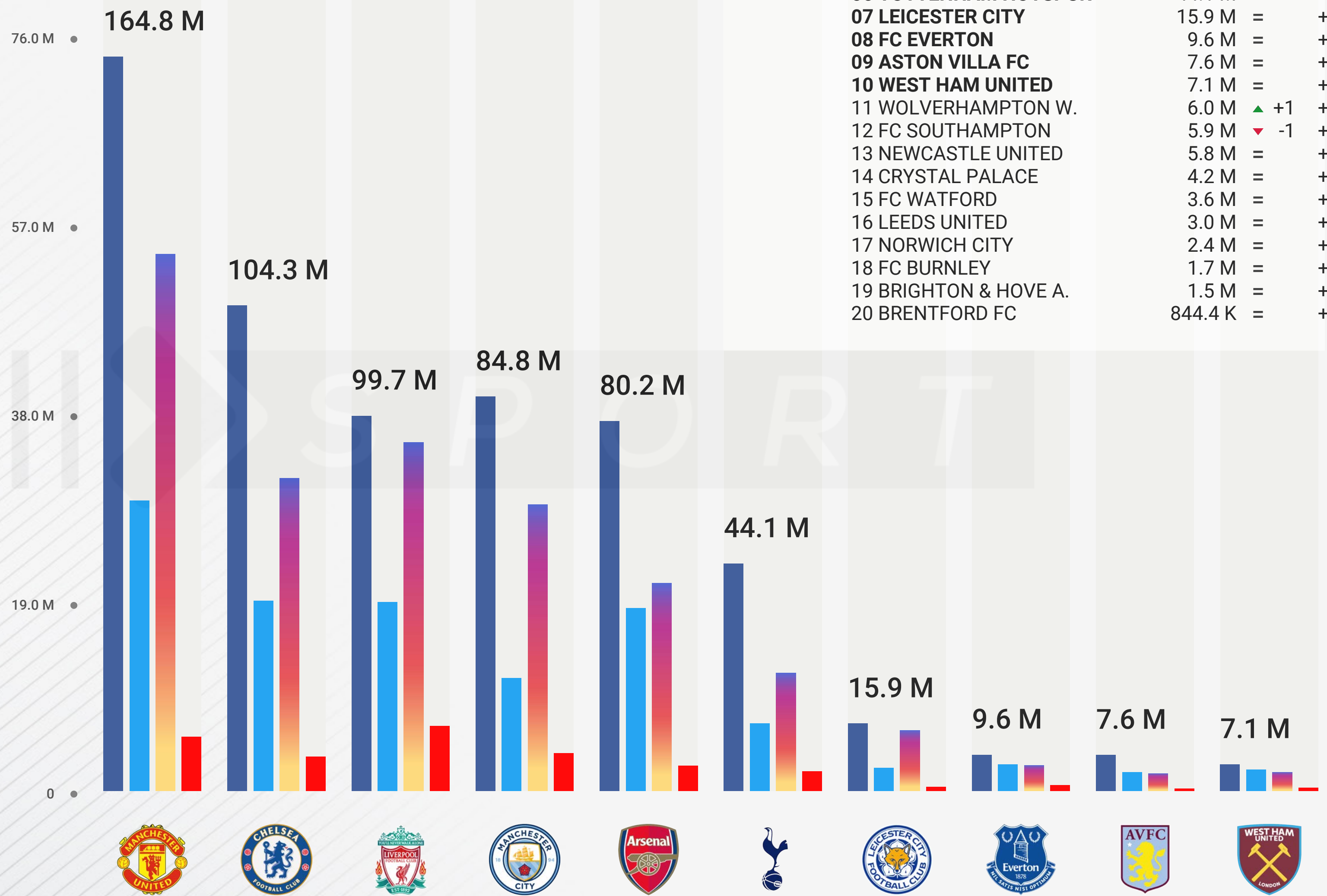





TOTAL FANBASE  
**652.9 M**

 Premier League

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



\*[from January 03, 2022 to February 09, 2022]

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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  
**652.9 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 January 03, 2022 to February 09, 2022]







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



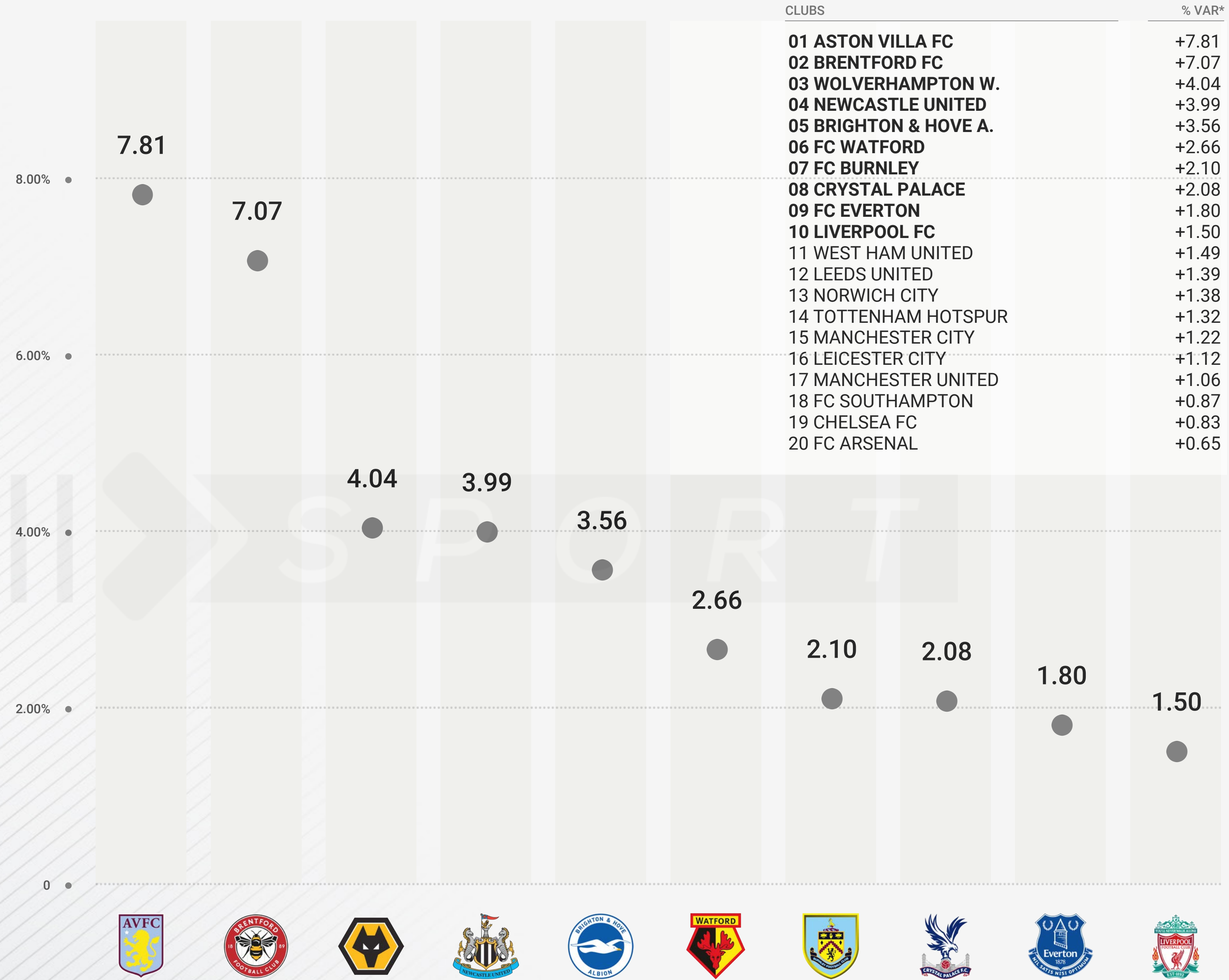
\*[from January 03, 2022 to February 09, 2022]



**ENGLAND Grown Up**



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



\*[from January 03, 2022 to February 09, 2022]

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# ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship football clubs analysed.

8

BRANDS

Total Championship Sport Brands on jerseys analysed.

27.6 M

+ 2.21%\*

FANS

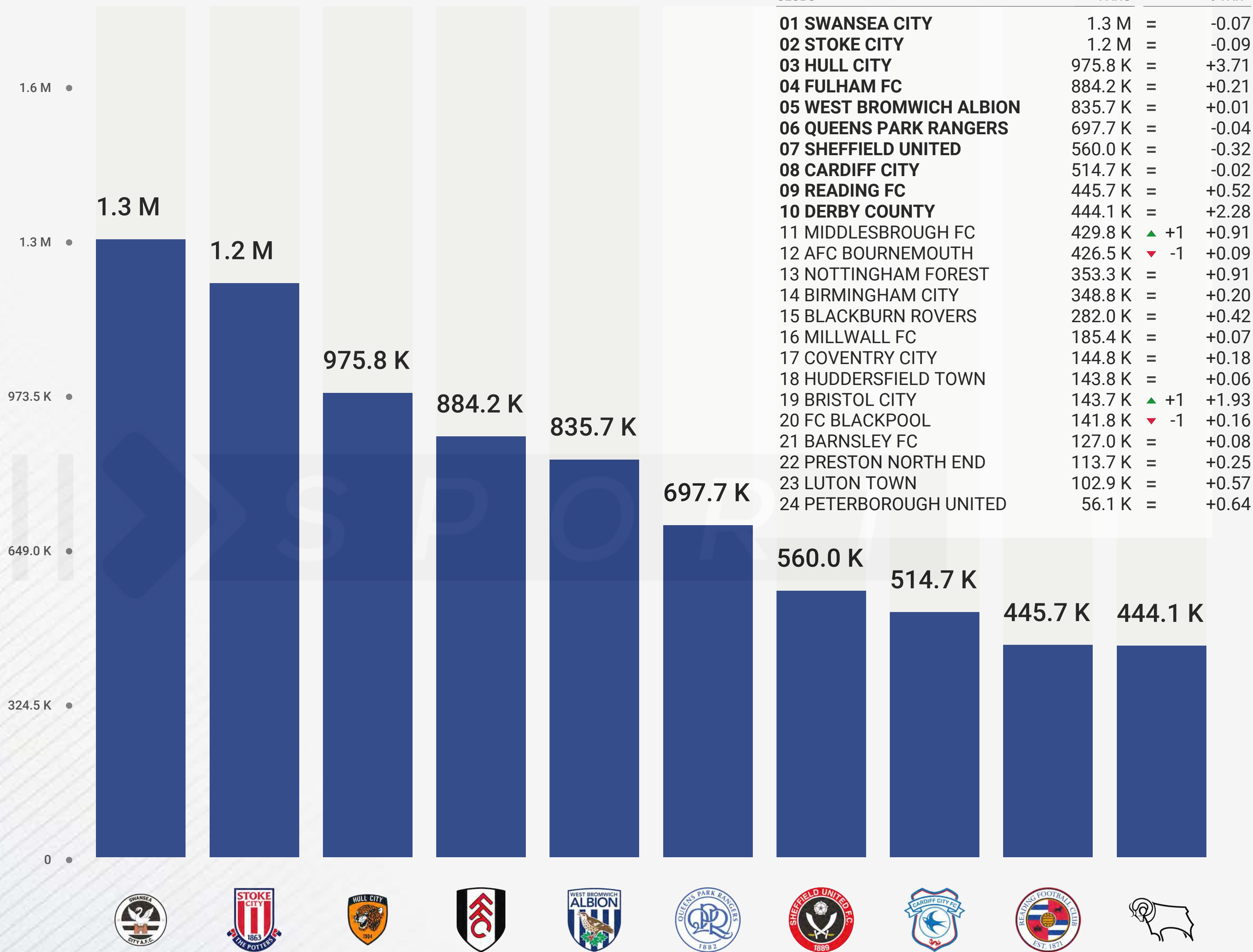
Total Facebook, Twitter, Instagram, YouTube Fans of the Championship football clubs analysed.

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**10.9 M**



Ranking of the most followed Championship football clubs on Facebook.




\*[from January 03, 2022 to February 09, 2022]

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FB data refers to Likes, not Followers.



TOTAL FANBASE  
**9.8 M**



Ranking of the most followed Championship football clubs on Twitter.



\*[from January 03, 2022 to February 09, 2022]

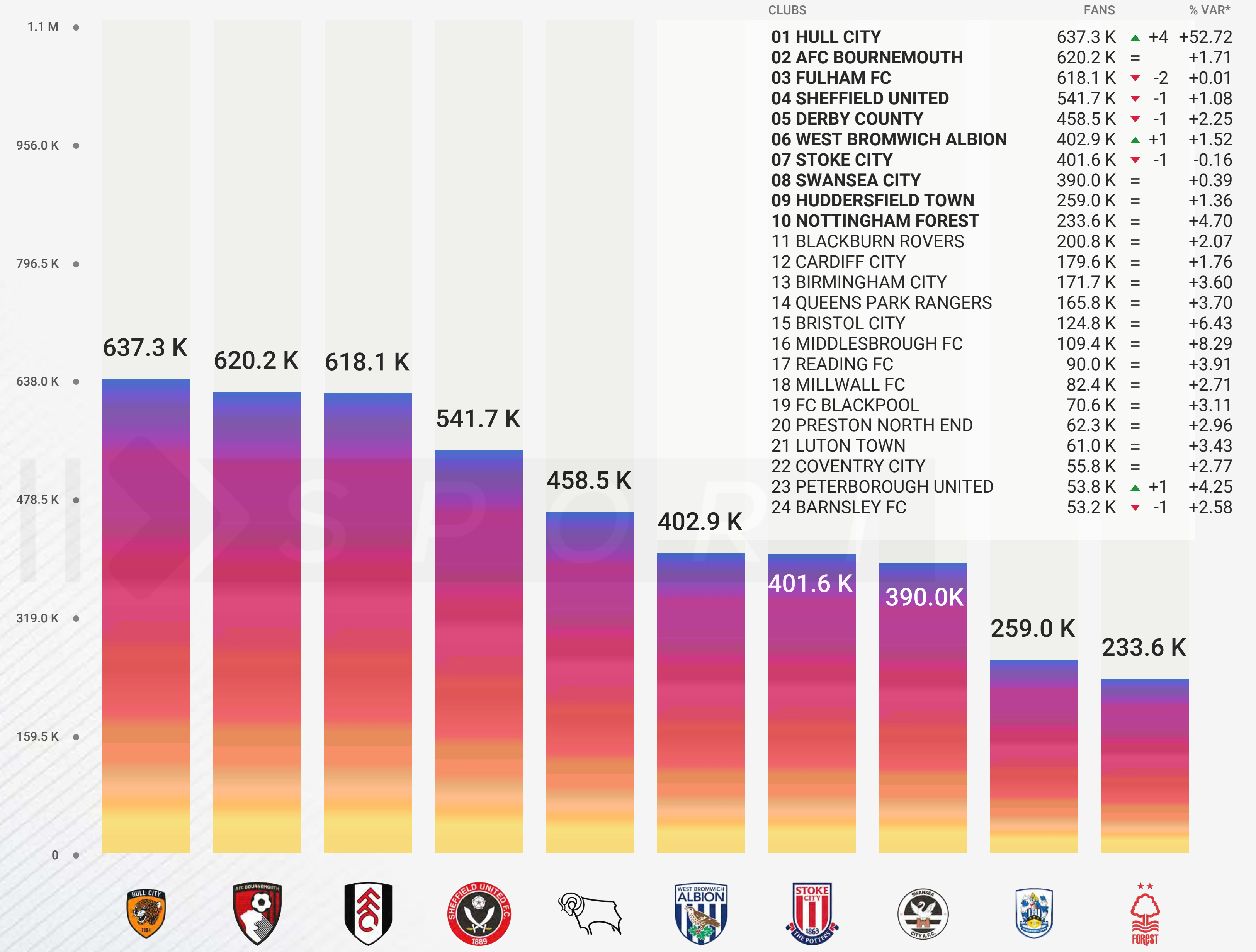
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ENGLAND Instagram

  
 TOTAL FANBASE  
**6.0 M**  


Ranking of the most followed Championship football clubs on Instagram.

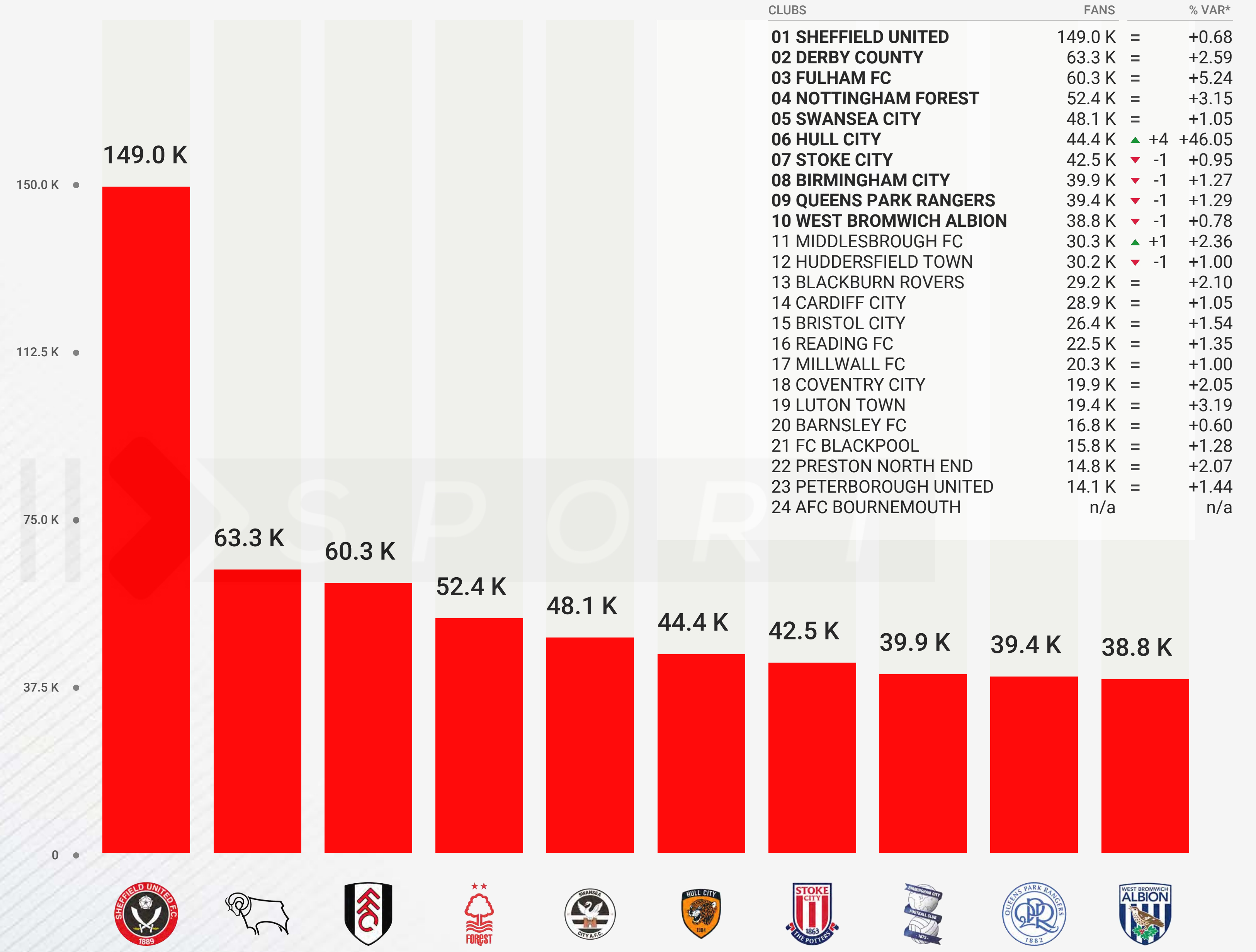


\*[from January 03, 2022 to February 09, 2022]



  
 TOTAL FANBASE  
**867 K**  


Ranking of the most followed Championship football clubs on YouTube.



\*[from January 03, 2022 to February 09, 2022]

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



**ENGLAND Social (1/2)**

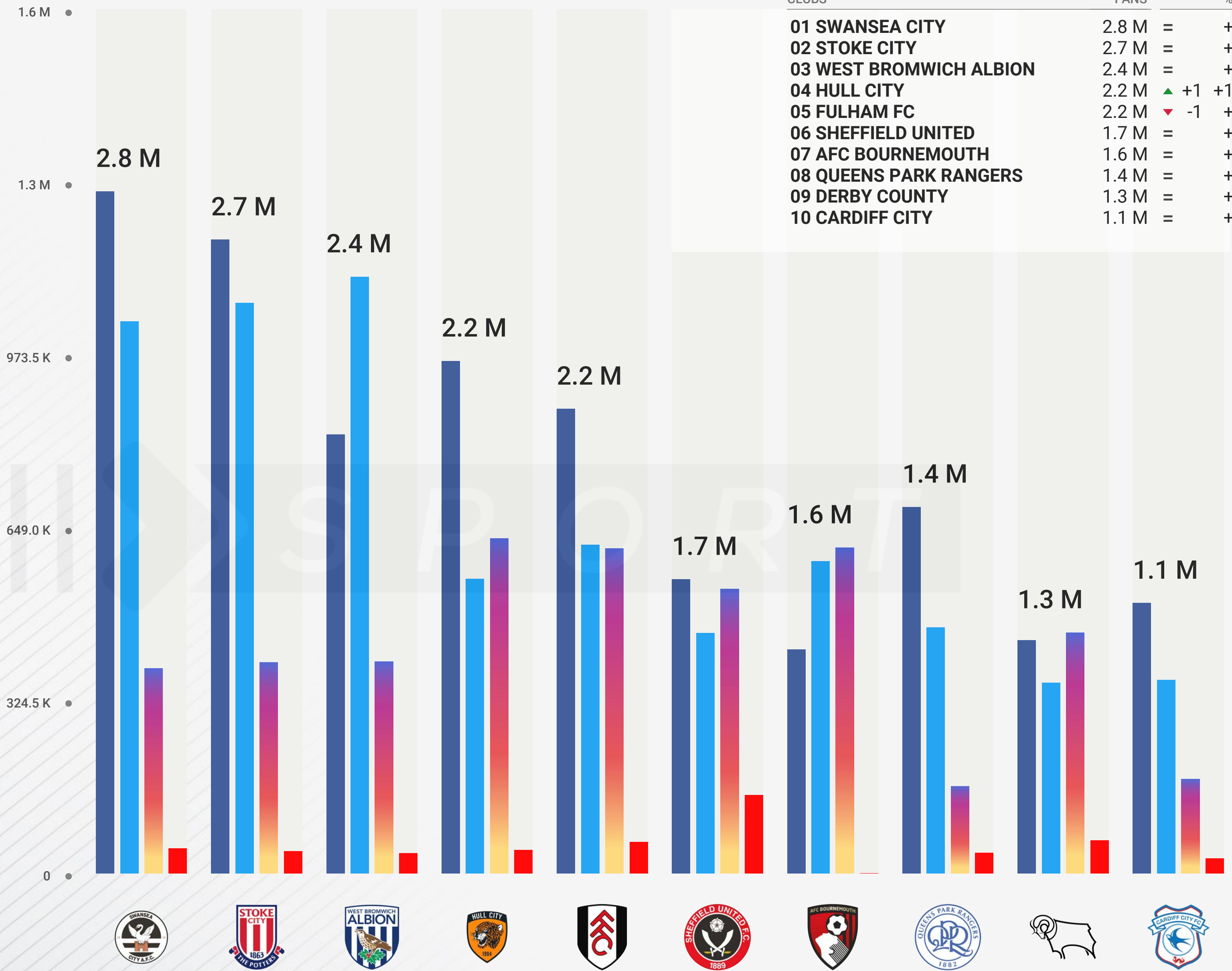





TOTAL FANBASE  
**27.6 M**



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



\*[from January 03, 2022 to February 09, 2022]

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ENGLAND Social (2/2)



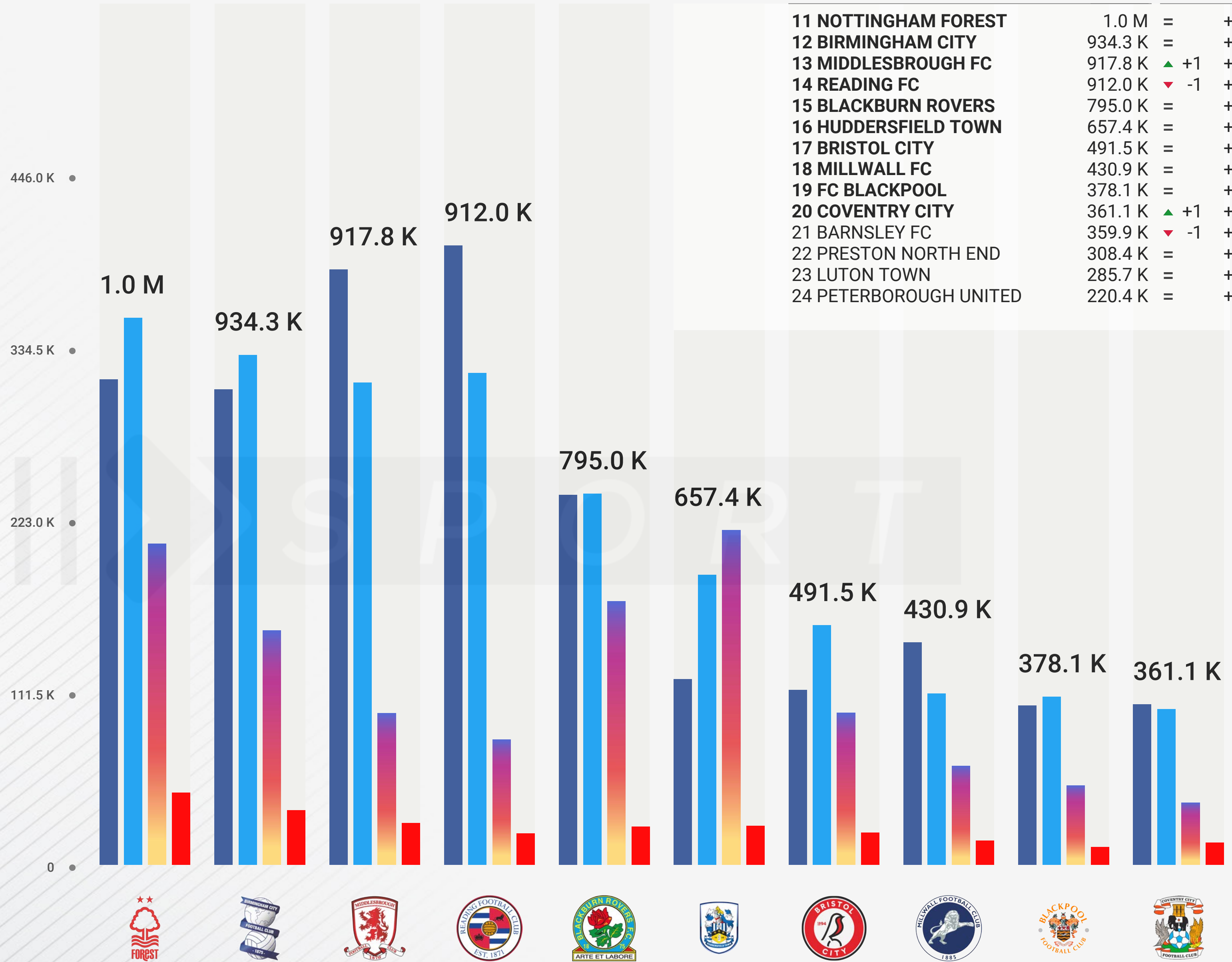



TOTAL FANBASE

# 27.6 M



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



\*[from January 03, 2022 to February 09, 2022]

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**ENGLAND Brands**



TOTAL FANBASE  
**27.6 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 January 03, 2022 to February 09, 2022]

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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 January 03, 2022 to February 09, 2022]

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# 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.

173.4 M

+ 2.07%\*

FANS

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

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**74.8 M**



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



\*[from January 03, 2022 to February 09, 2022]

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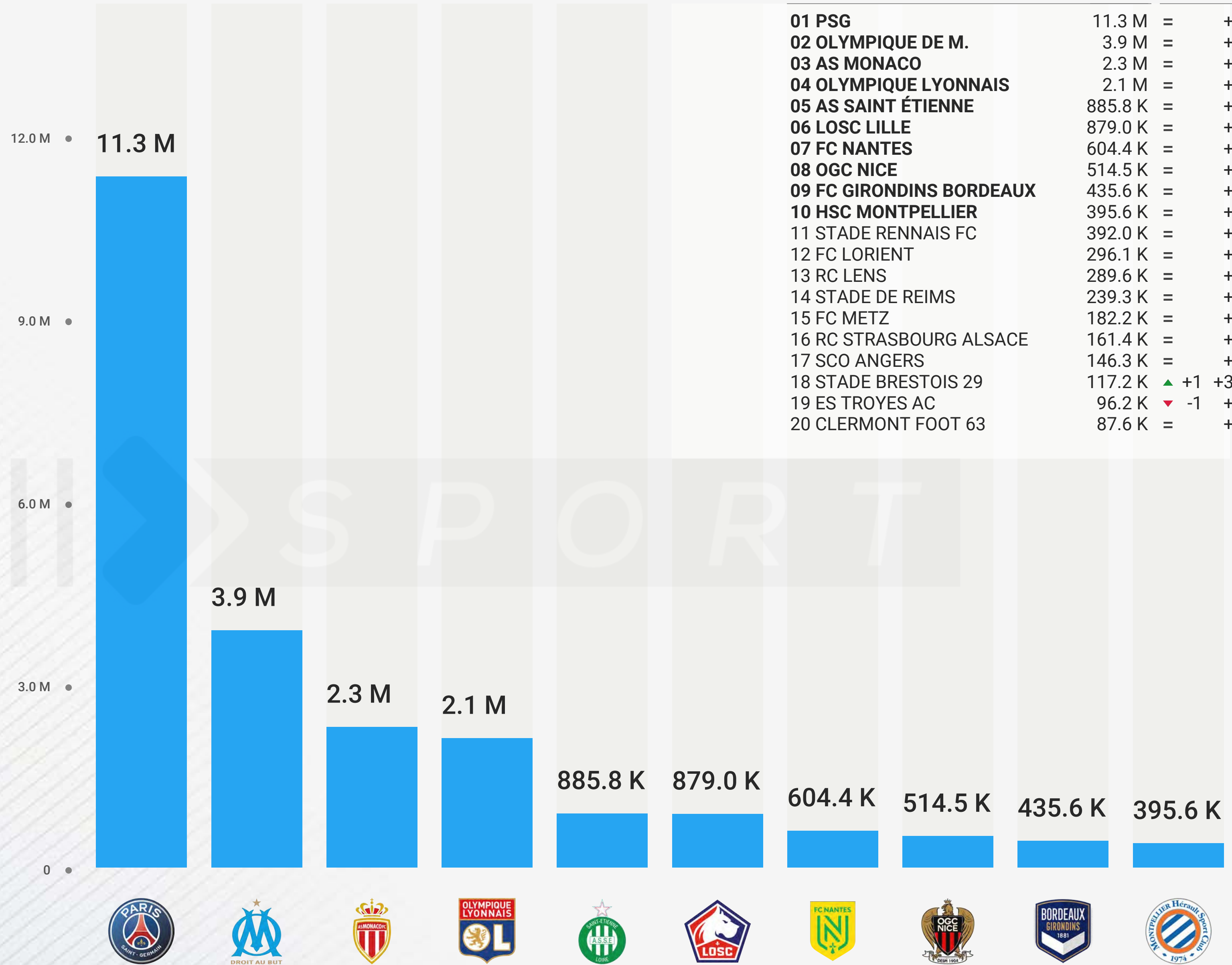
FB data refers to Likes, not Followers.



TOTAL FANBASE  
**25.4 M**



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



\*[from January 03, 2022 to February 09, 2022]

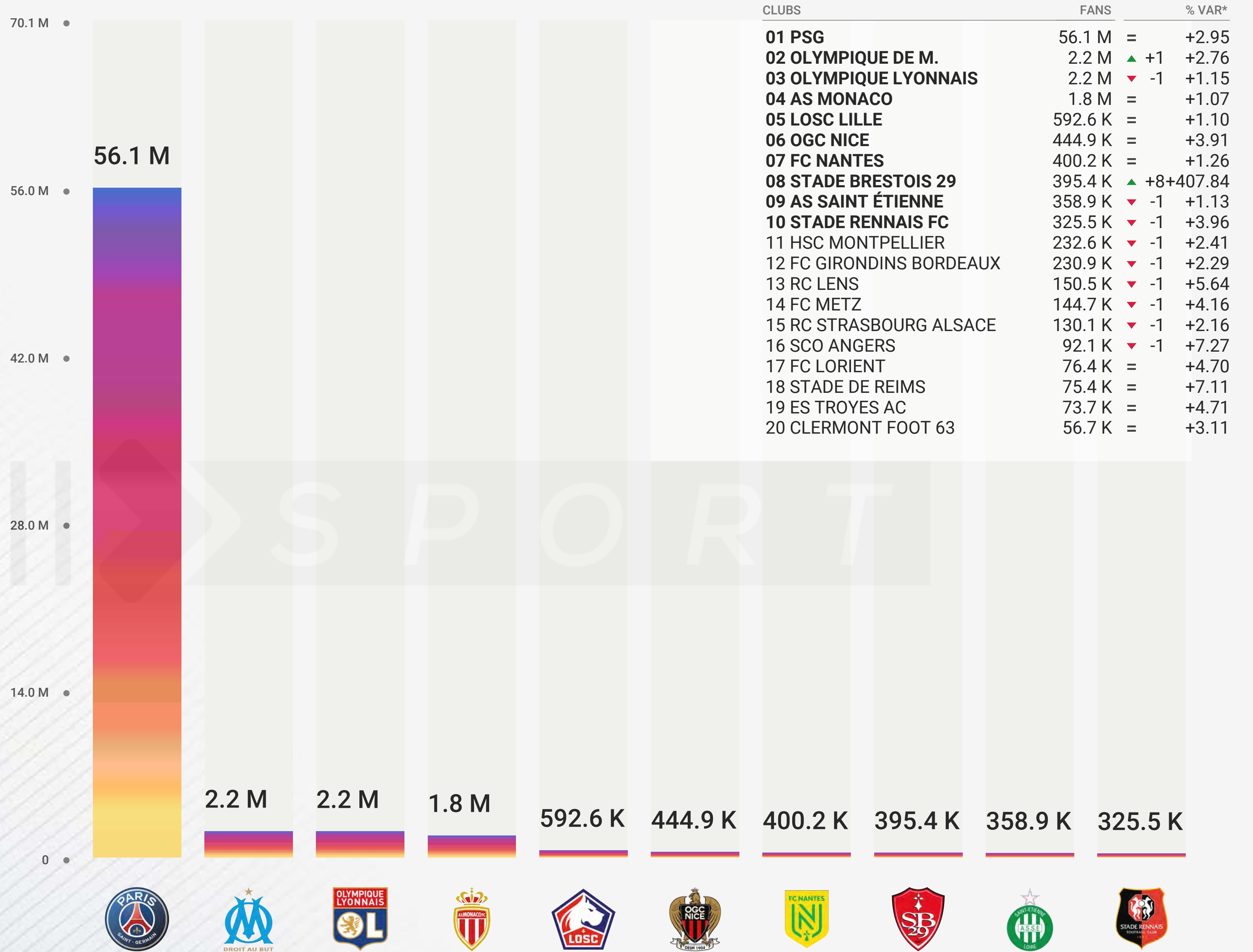
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 TOTAL FANBASE  
**66.0 M**  


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



\*[from January 03, 2022 to February 09, 2022]

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TOTAL FANBASE  
**7.1 M**



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



\*[from January 03, 2022 to February 09, 2022]

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

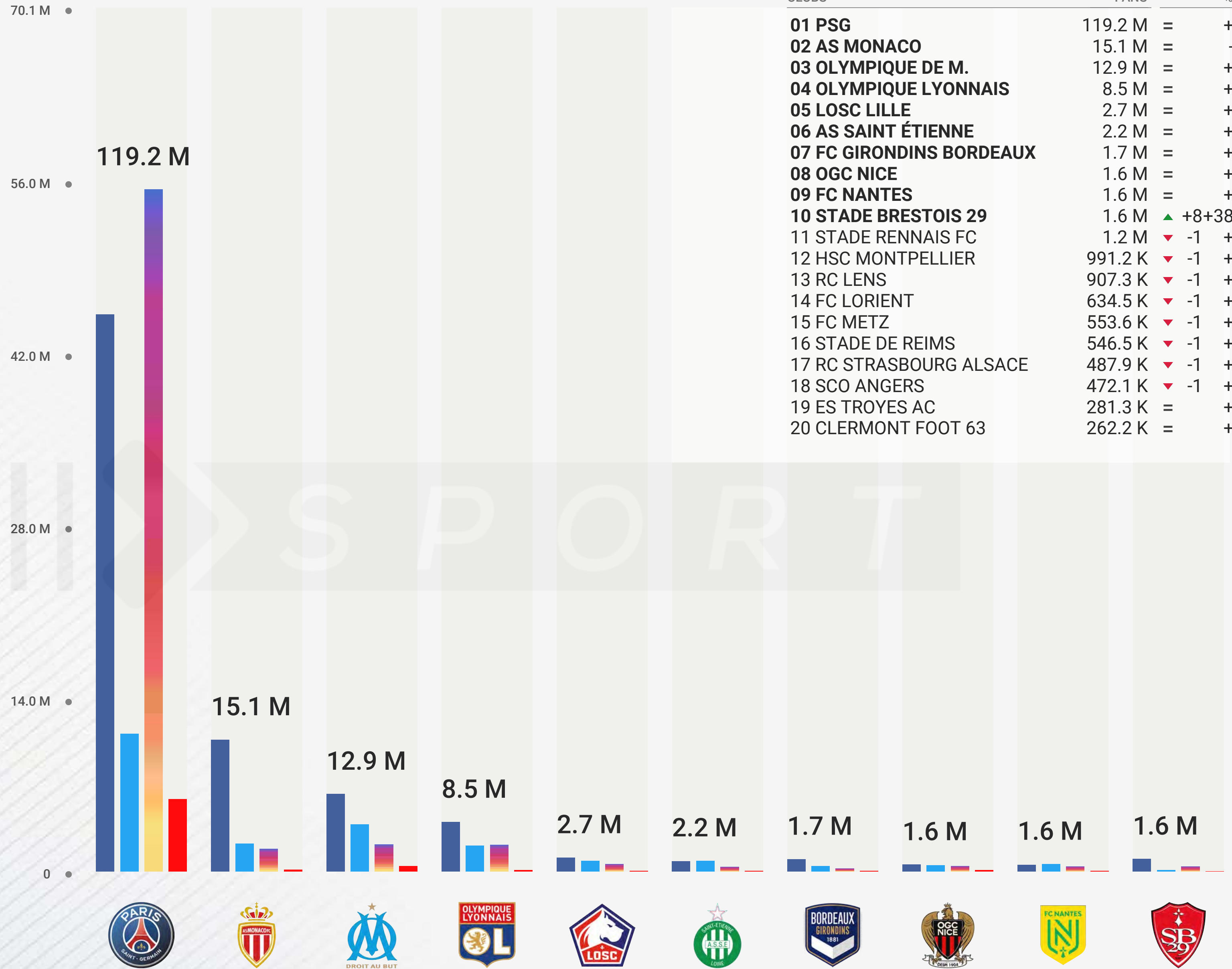




TOTAL FANBASE  
**173.4 M**



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



\*[from January 03, 2022 to February 09, 2022]

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TOTAL FANBASE

**173.4 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 January 03, 2022 to February 09, 2022]





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



\*[from January 03, 2022 to February 09, 2022]

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**FRANCE Grown Up**



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

\*[from January 03, 2022 to February 09, 2022]

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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.

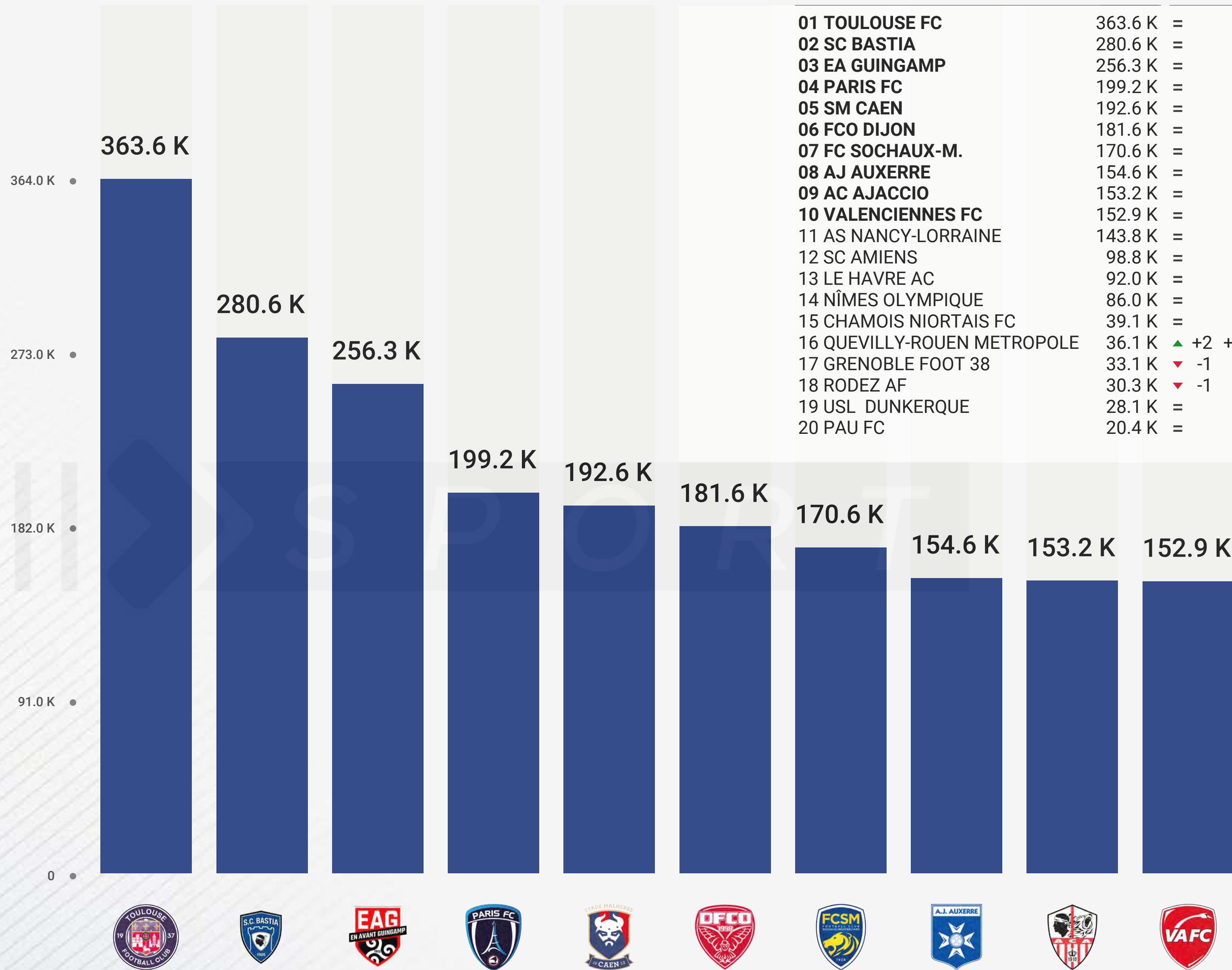
**6.4 M**  
**+ 1.19%\***  
FANS

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

\*[from January 03, 2022 to February 09, 2022]



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



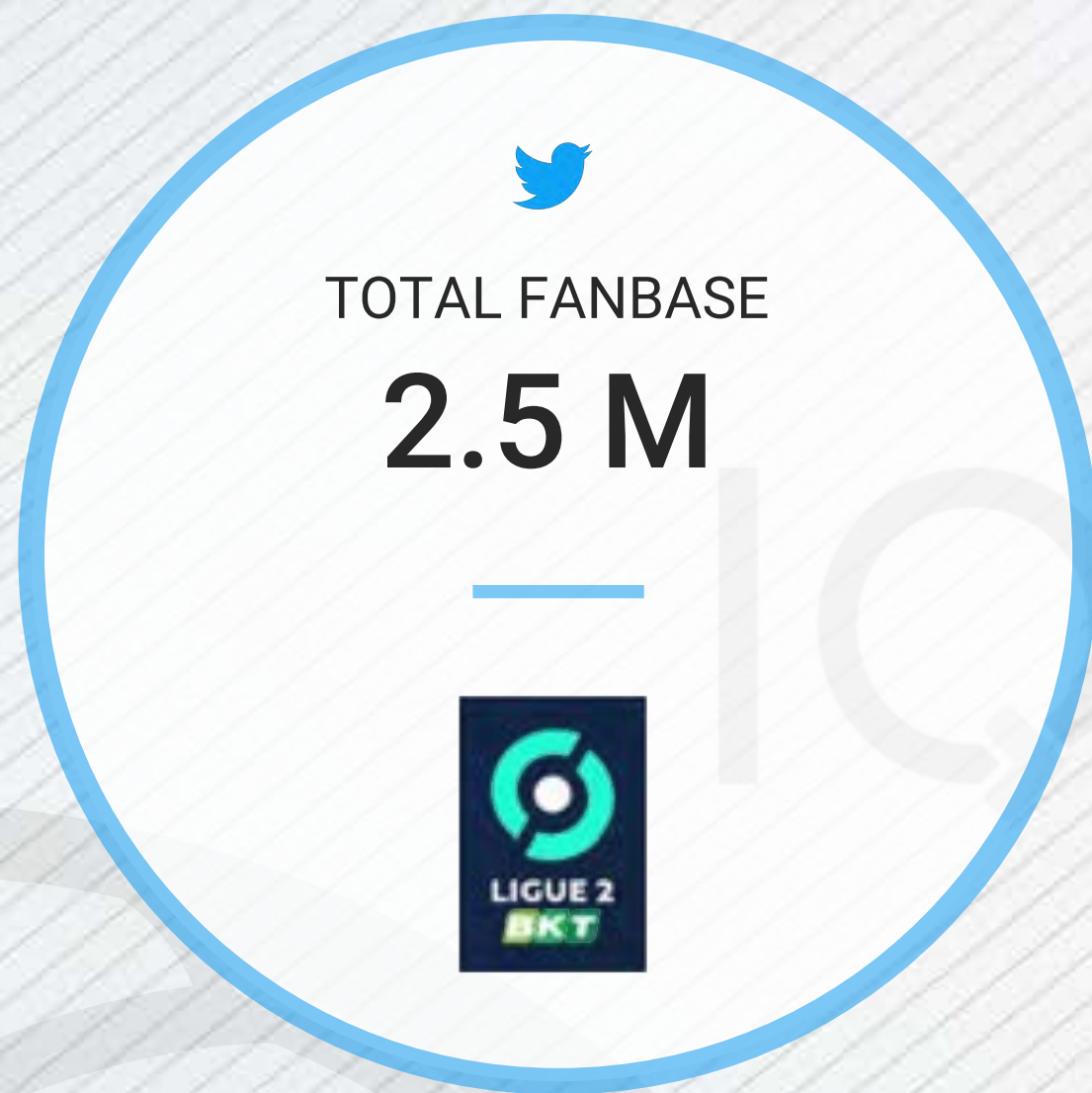
\*[from January 03, 2022 to February 09, 2022]

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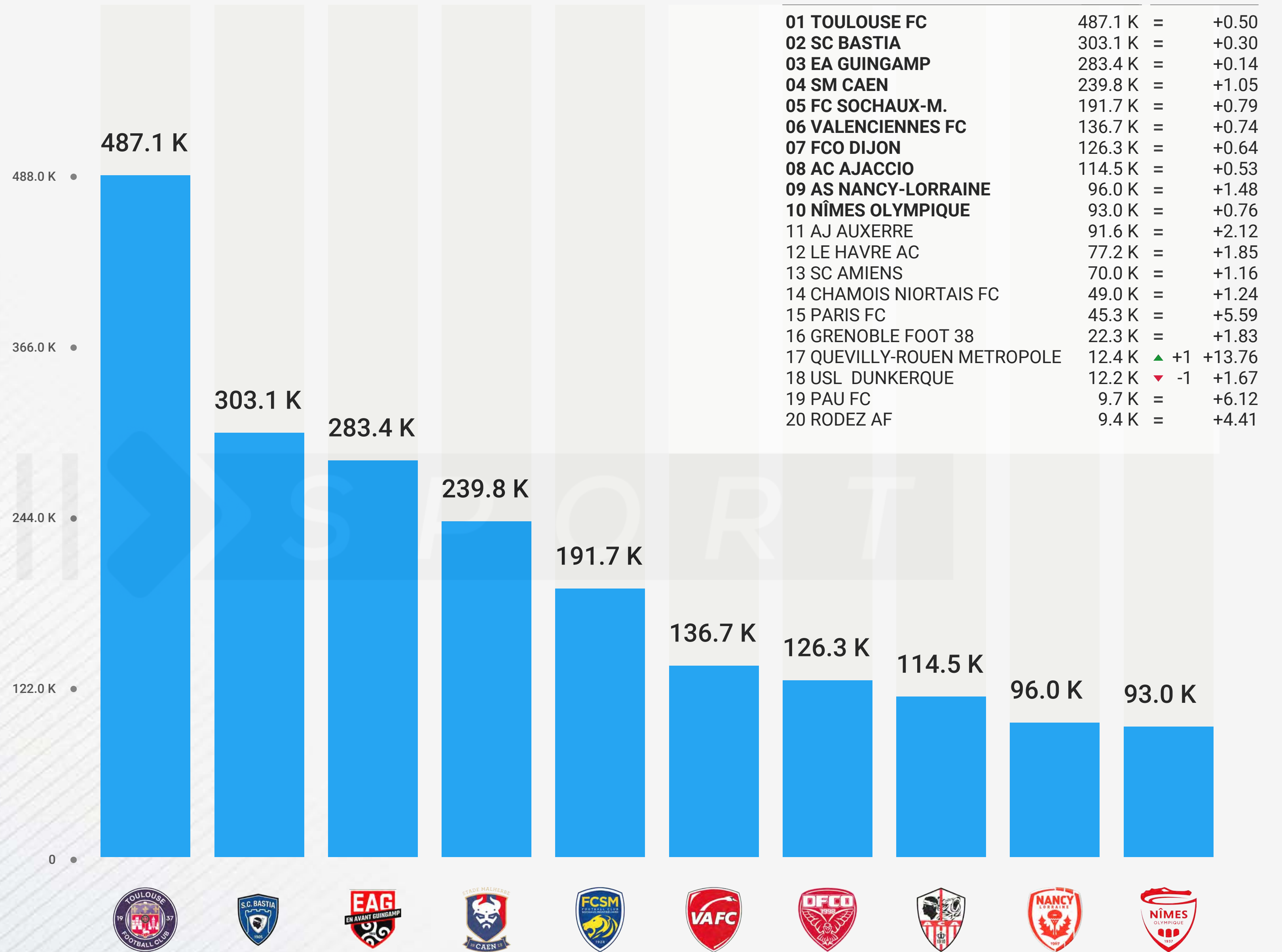
FB data refers to Likes, not Followers.







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



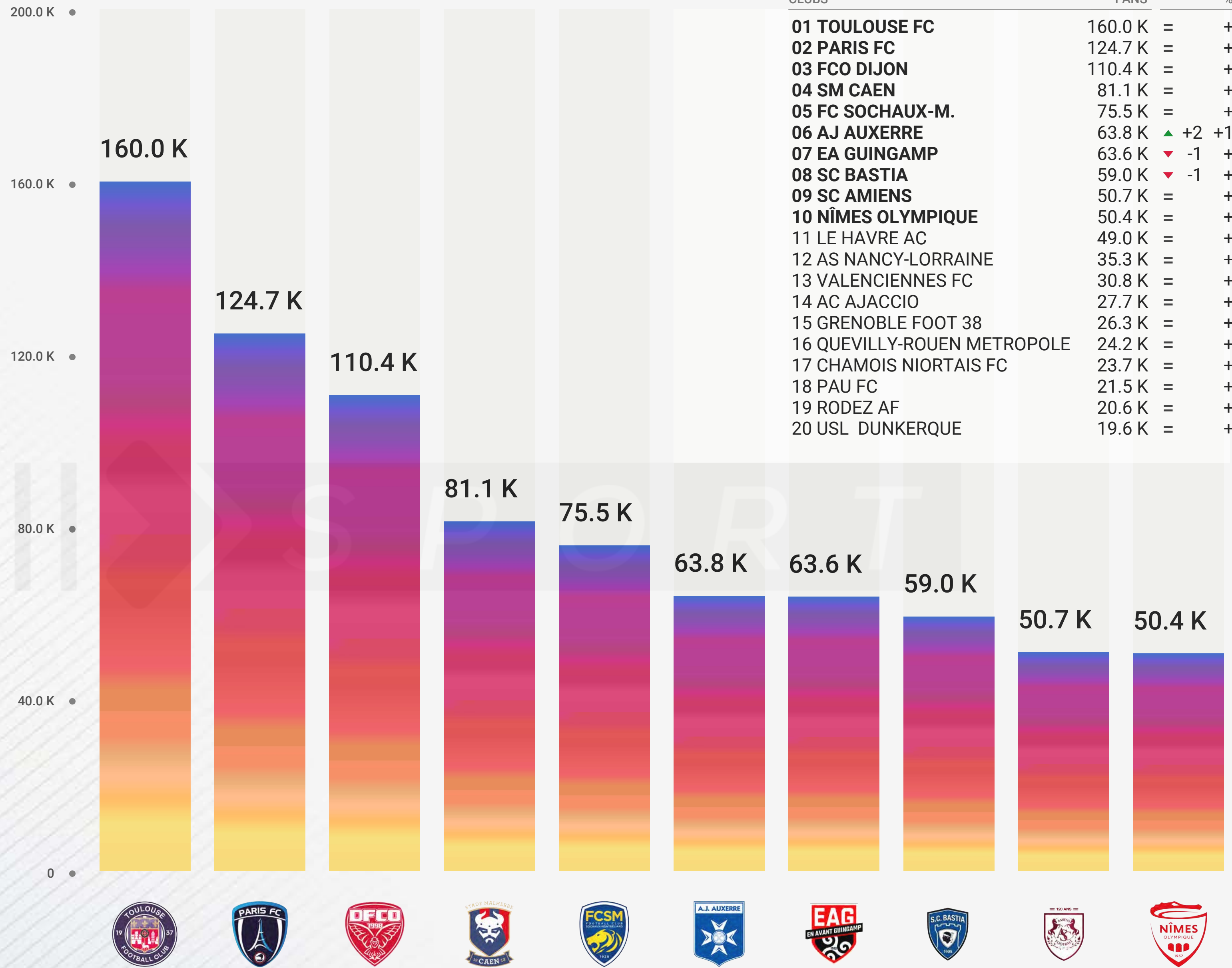
\*[from January 03, 2022 to February 09, 2022]

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 TOTAL FANBASE  
**1.1 M**  


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



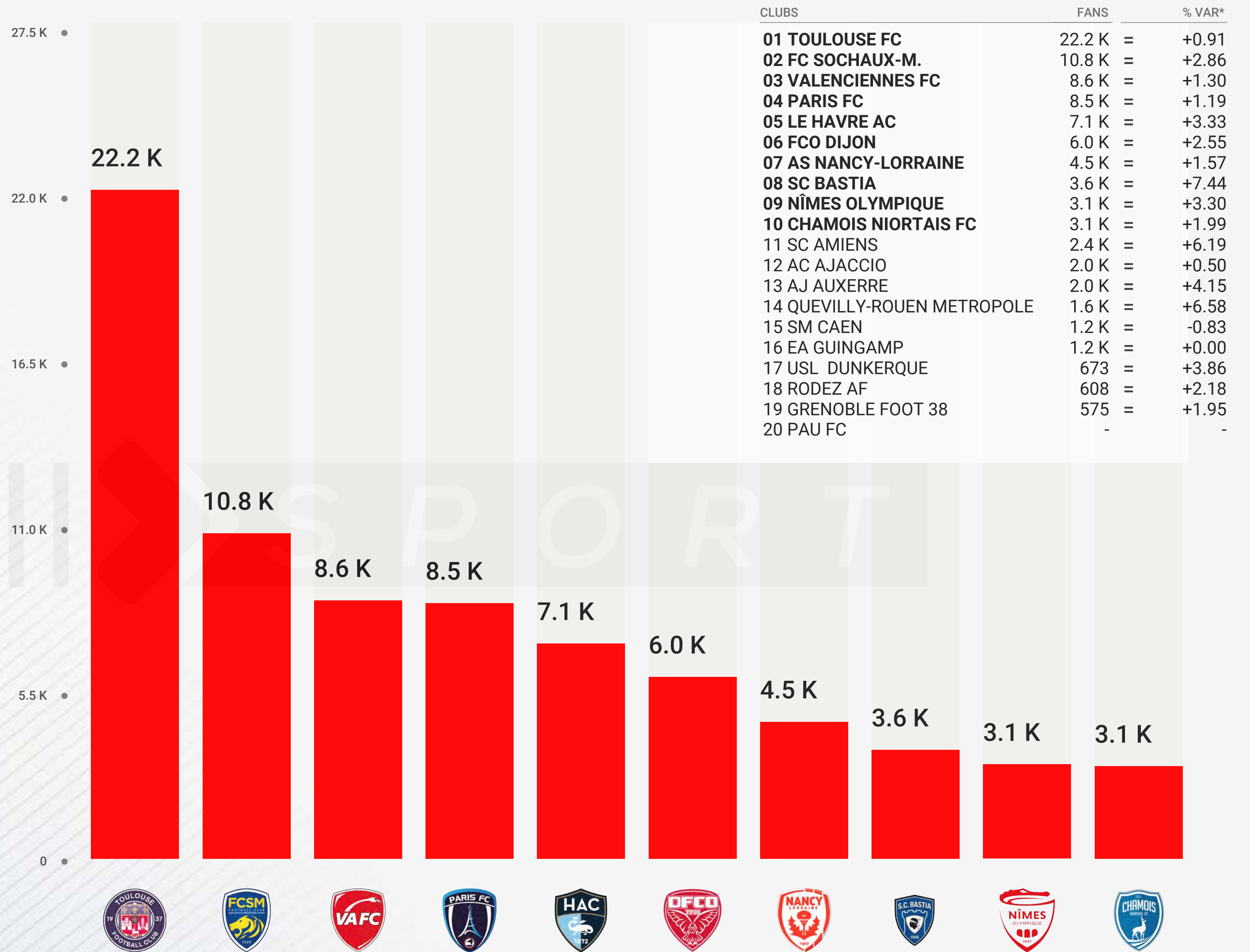
\*[from January 03, 2022 to February 09, 2022]

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



\*[from January 03, 2022 to February 09, 2022]

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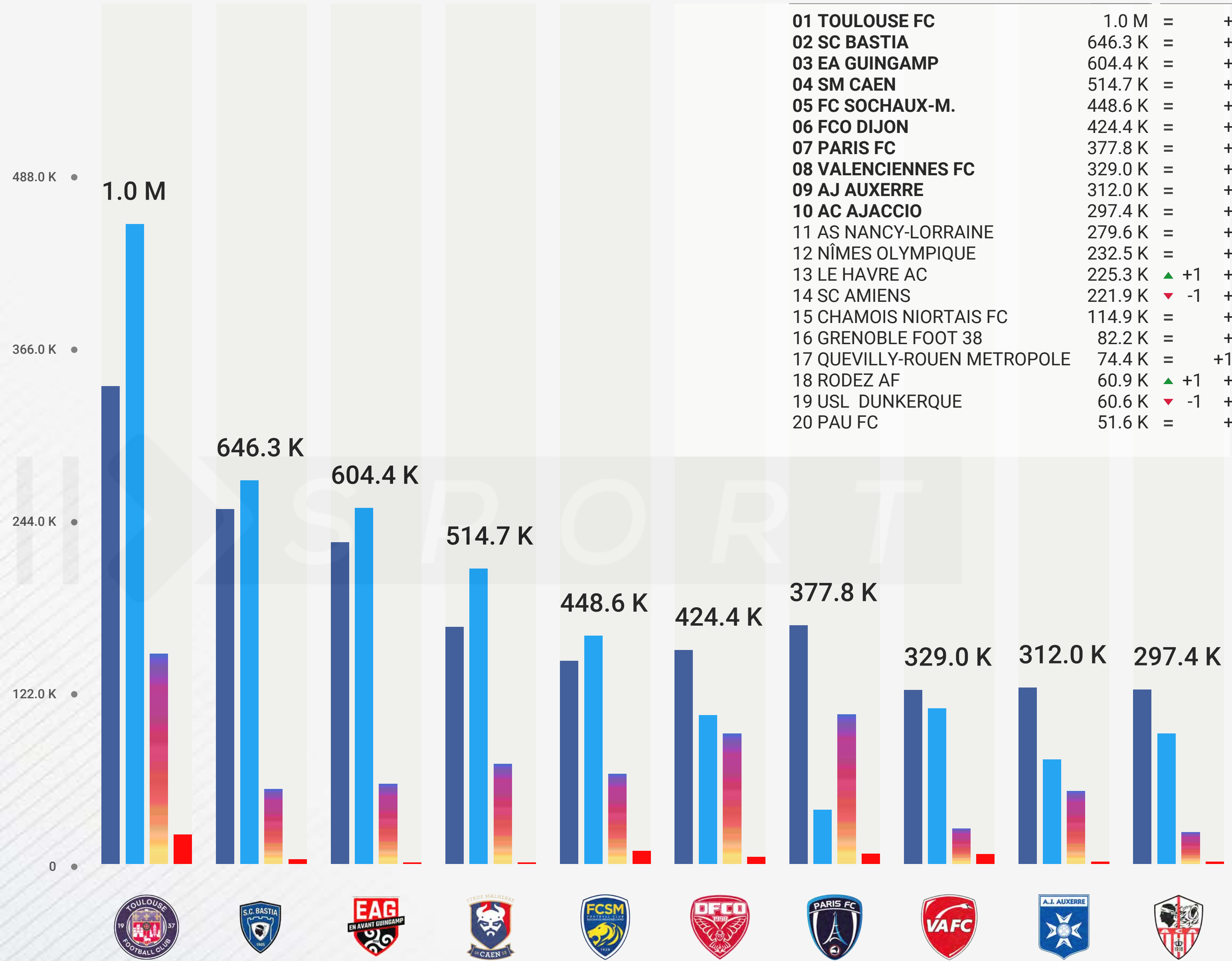



TOTAL FANBASE

# 6.4 M



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



\*[from January 03, 2022 to February 09, 2022]

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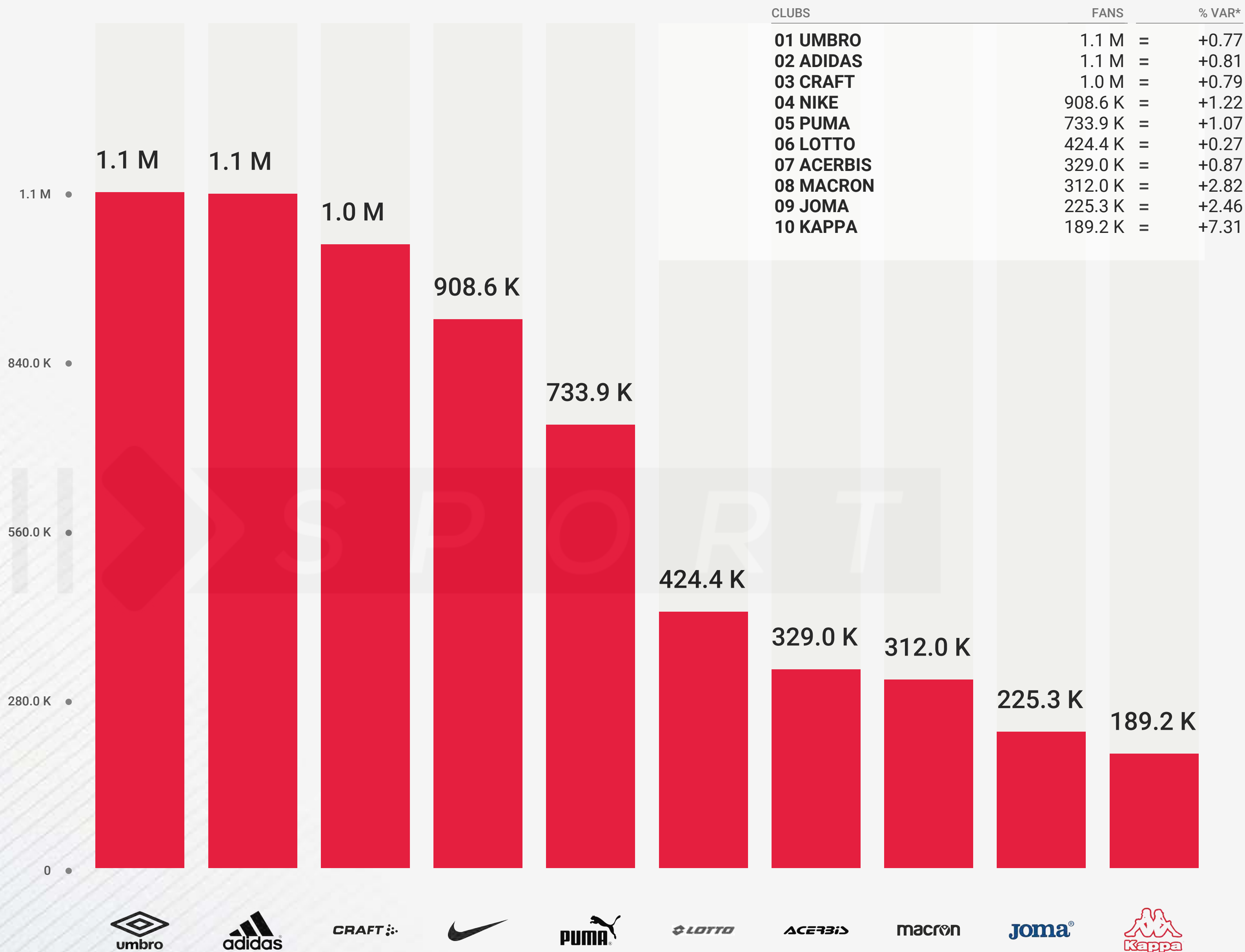
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



**FRANCE Brands**


  
 TOTAL FANBASE  
**6.4 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 January 03, 2022 to February 09, 2022]





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

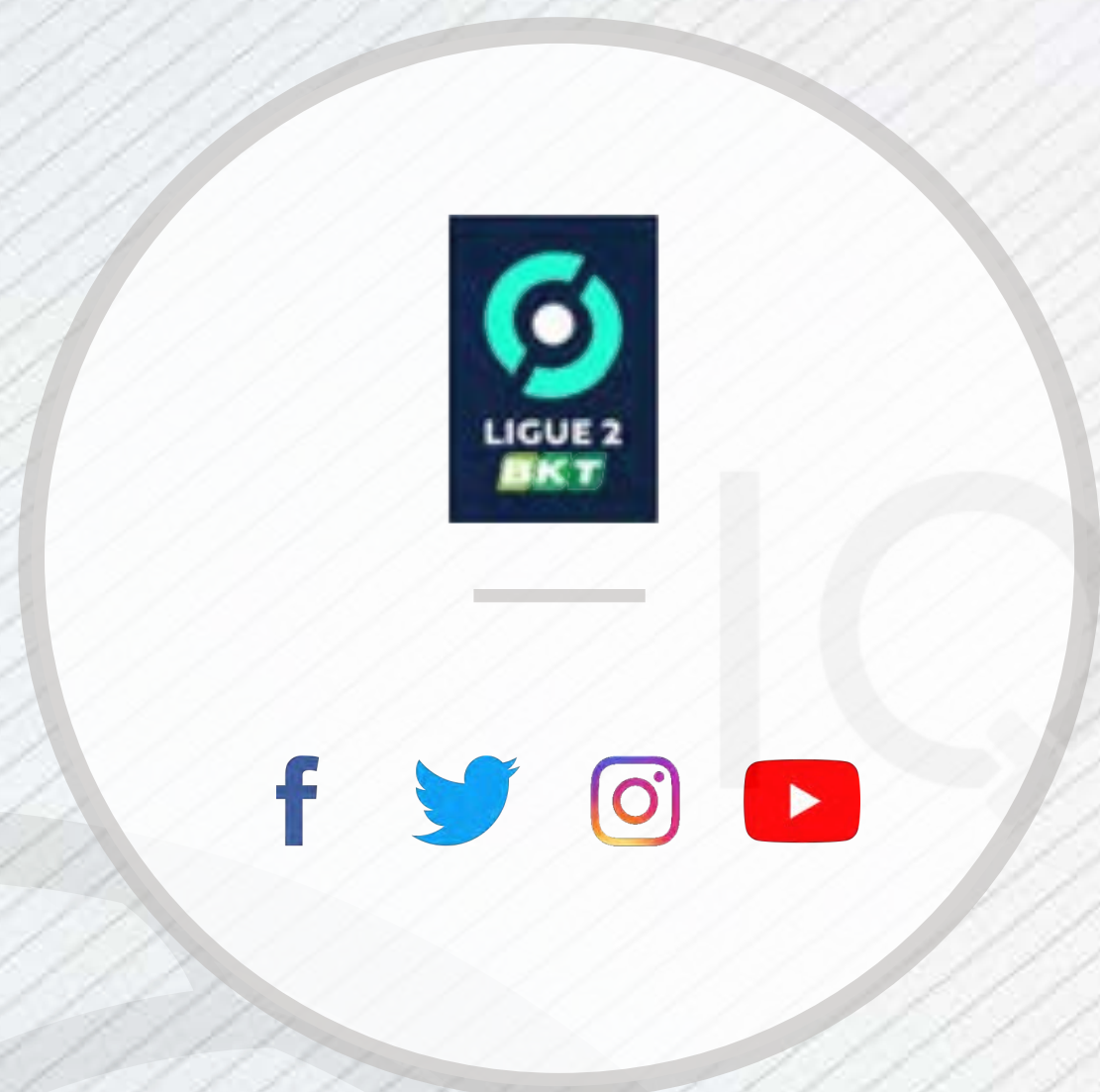


\*[from January 03, 2022 to February 09, 2022]

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**FRANCE Grown Up**



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



\*[from January 03, 2022 to February 09, 2022]

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# Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

 **BUNDESLIGA**

SECOND DIVISION

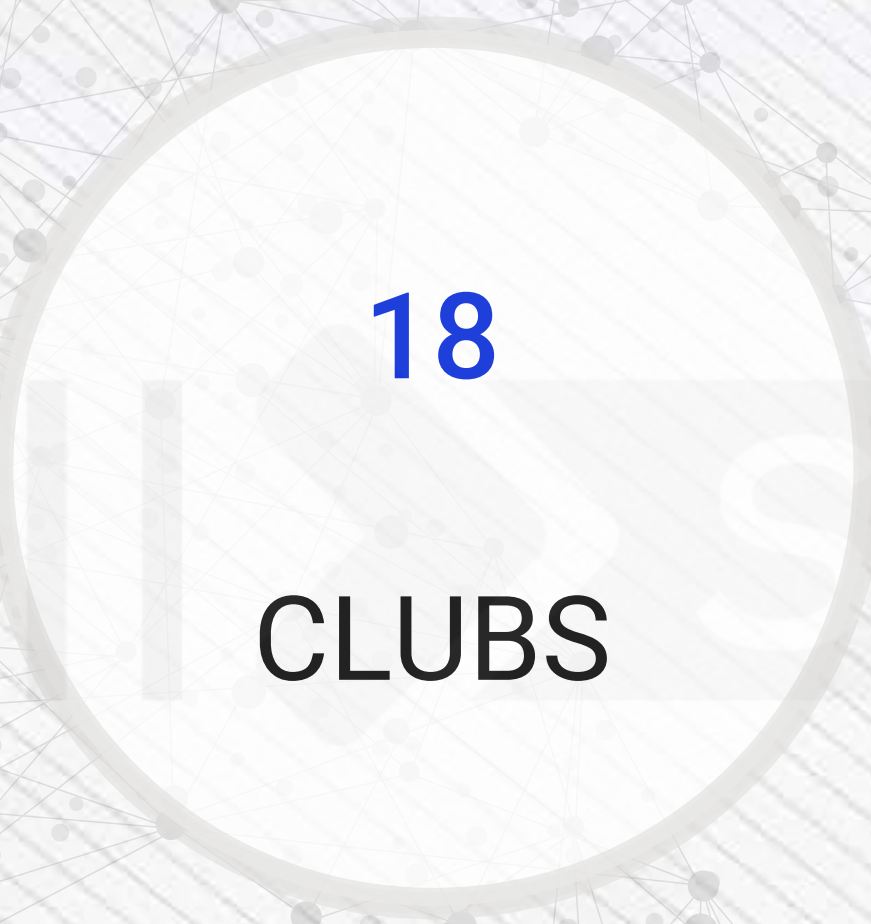
18 CLUBS

 **BUNDESLIGA**

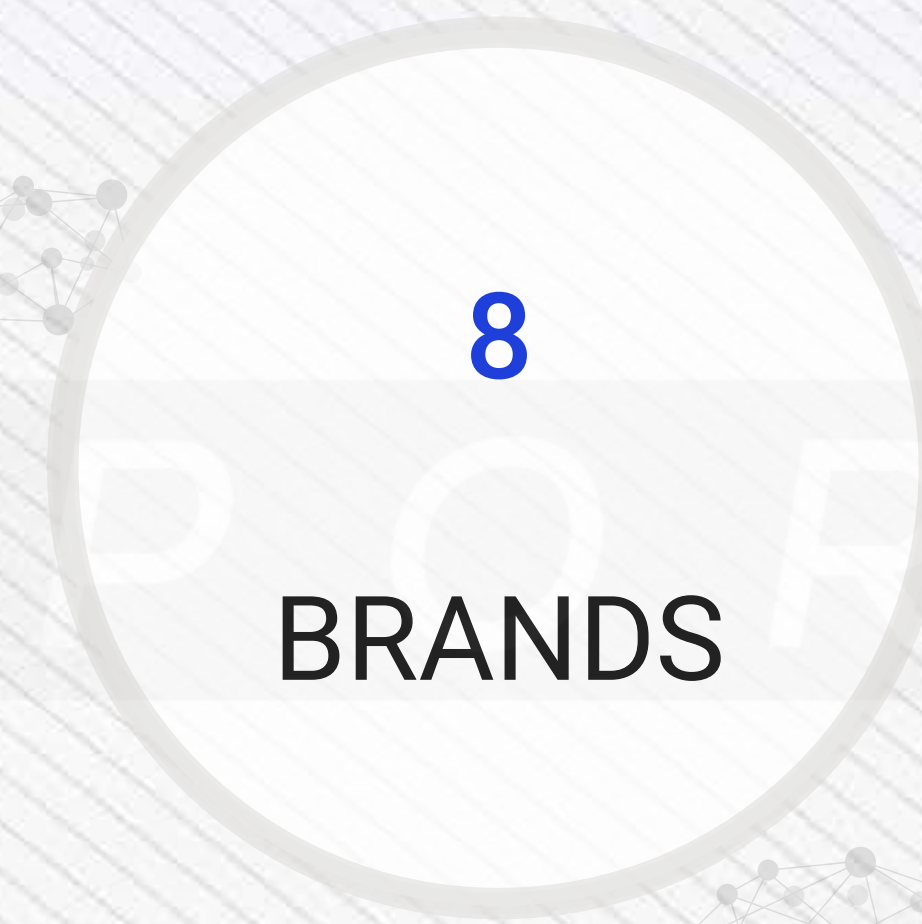
GERMANY



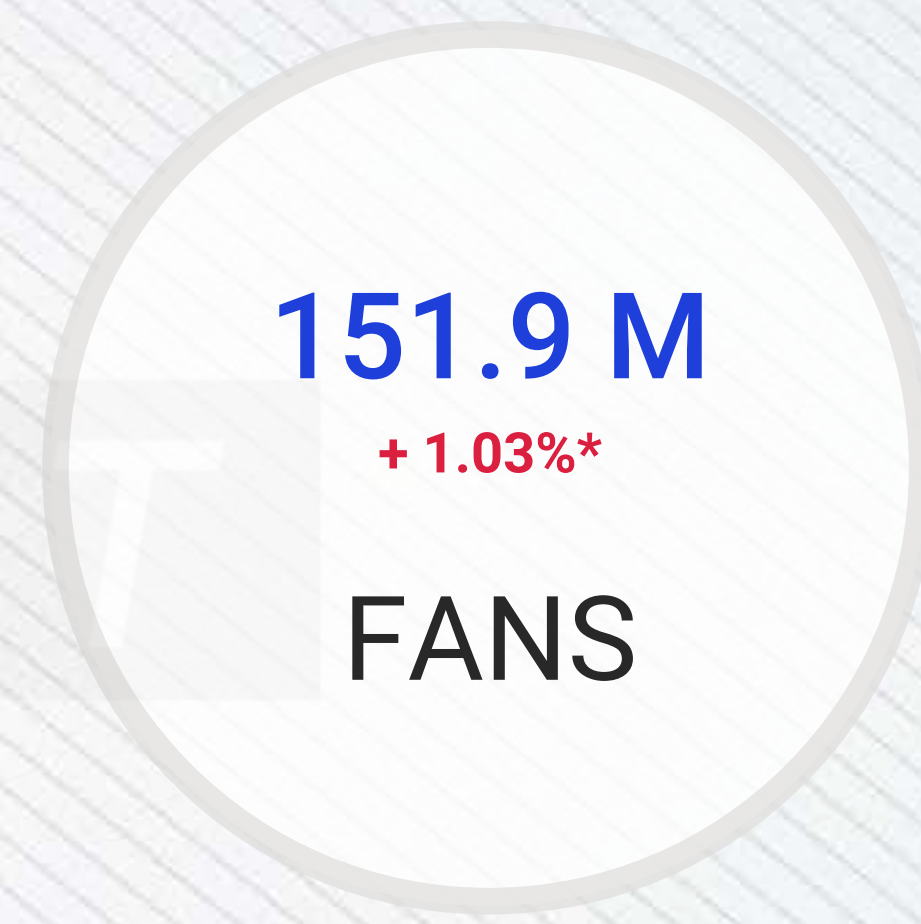
# GERMANY Snapshot / First Division



Total 1.Bundesliga football clubs analysed.



Total 1.Bundesliga Sport Brands on jerseys analysed.



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

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**79.5 M**



BUNDESLIGA

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



\*[from January 03, 2022 to February 09, 2022]

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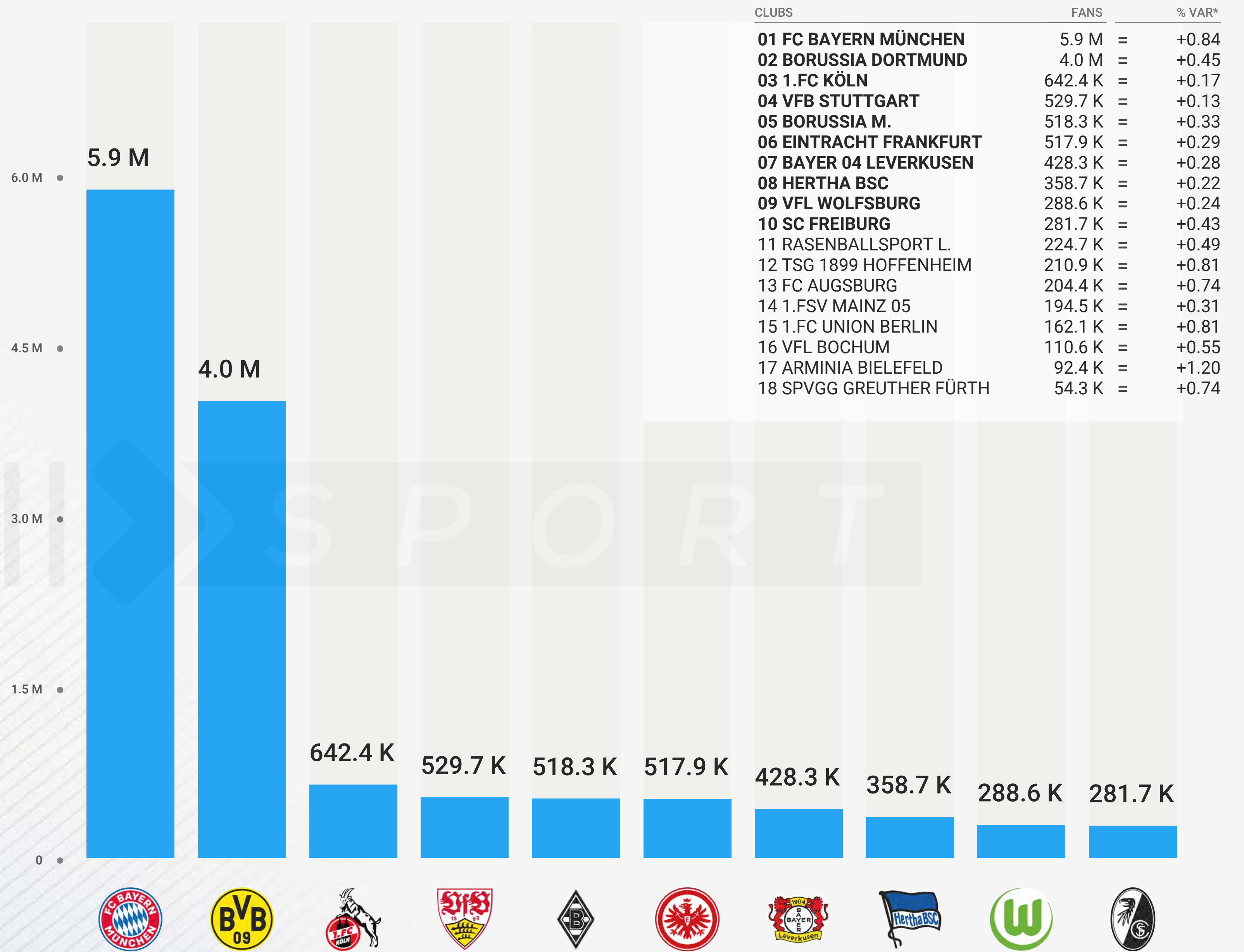


TOTAL FANBASE  
**14.7 M**



BUNDESLIGA

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



\*[from January 03, 2022 to February 09, 2022]

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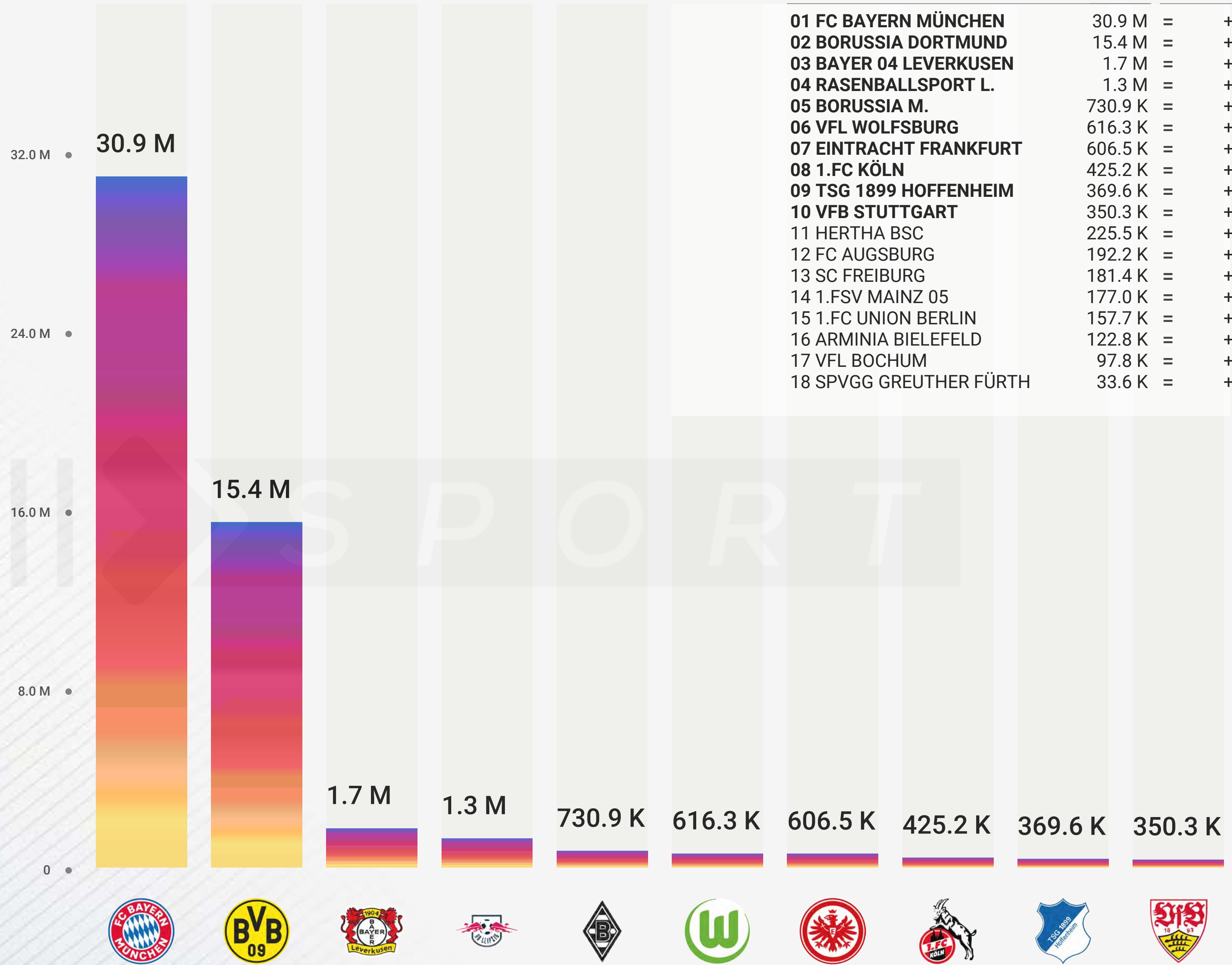


  
 TOTAL FANBASE  
**53.7 M**

---

  
**BUNDESLIGA**

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



CLUBS	FANS	% VAR*
01 FC BAYERN MÜNCHEN	30.9 M =	+2.10
02 BORUSSIA DORTMUND	15.4 M =	+2.29
03 BAYER 04 LEVERKUSEN	1.7 M =	+8.34
04 RASENBALLSPORT L.	1.3 M =	+2.18
05 BORUSSIA M.	730.9 K =	+1.41
06 VFL WOLFSBURG	616.3 K =	+1.52
07 EINTRACHT FRANKFURT	606.5 K =	+0.86
08 1.FC KÖLN	425.2 K =	+1.86
09 TSG 1899 HOFFENHEIM	369.6 K =	+1.40
10 VFB STUTTGART	350.3 K =	+0.99
11 HERTHA BSC	225.5 K =	+0.78
12 FC AUGSBURG	192.2 K =	+3.52
13 SC FREIBURG	181.4 K =	+1.89
14 1.FSV MAINZ 05	177.0 K =	+0.55
15 1.FC UNION BERLIN	157.7 K =	+3.28
16 ARMINIA BIELEFELD	122.8 K =	+2.54
17 VFL BOCHUM	97.8 K =	+2.09
18 SPVGG GREUTHER FÜRTH	33.6 K =	+2.25

\*[from January 03, 2022 to February 09, 2022]



  
TOTAL FANBASE  
**4.0 M**  
  
BUNDESLIGA

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



\*[from January 03, 2022 to February 09, 2022]

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








TOTAL FANBASE  
**151.9 M**

  
BUNDESLIGA

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



\*[from January 03, 2022 to February 09, 2022]

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 **GERMANY Brands**




  
 TOTAL FANBASE  
**151.9 M**  
  
**BUNDESLIGA**

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 January 03, 2022 to February 09, 2022]



 **GERMANY Brands**



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



\*[from January 03, 2022 to February 09, 2022]

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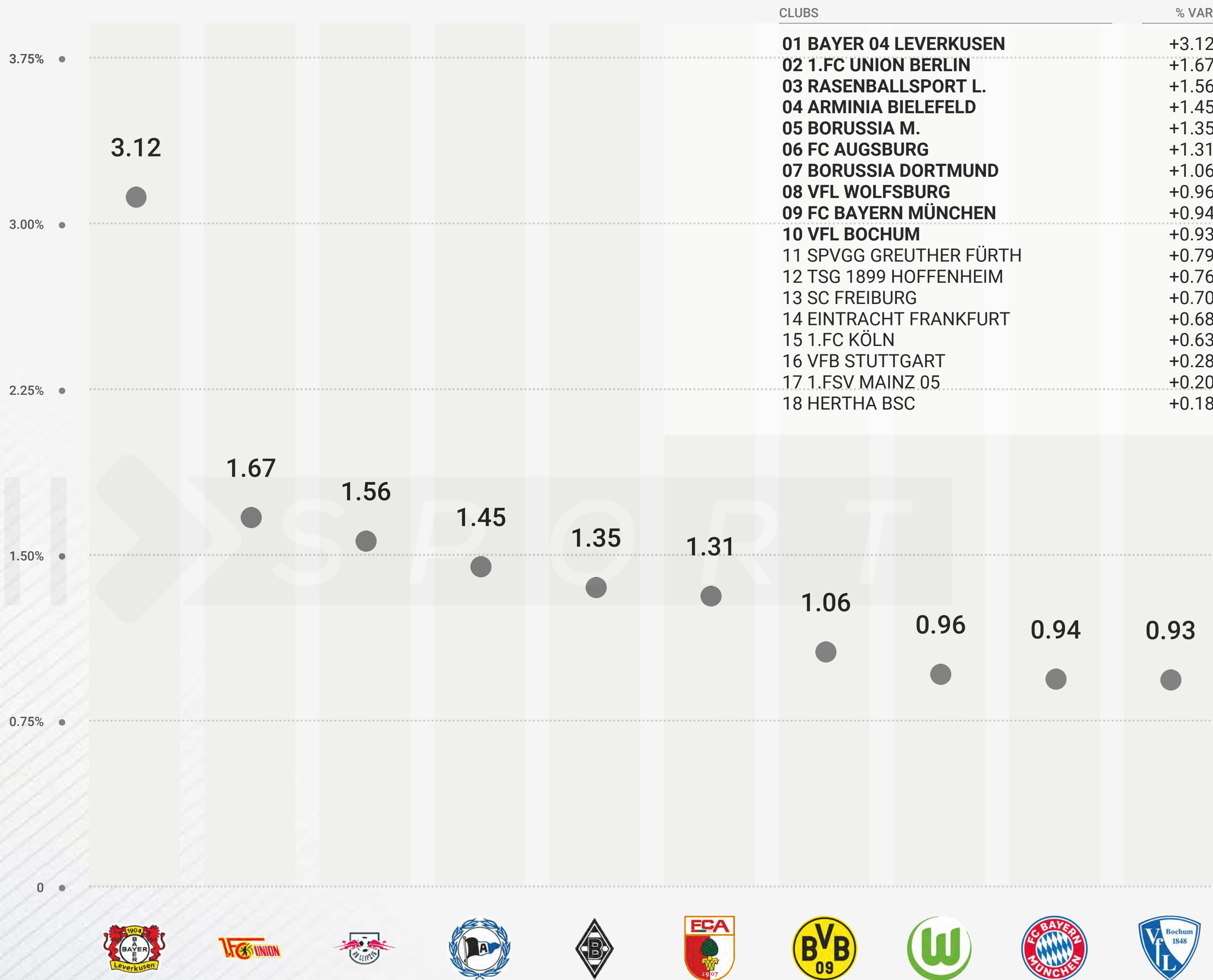




 GERMANY Grown Up



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



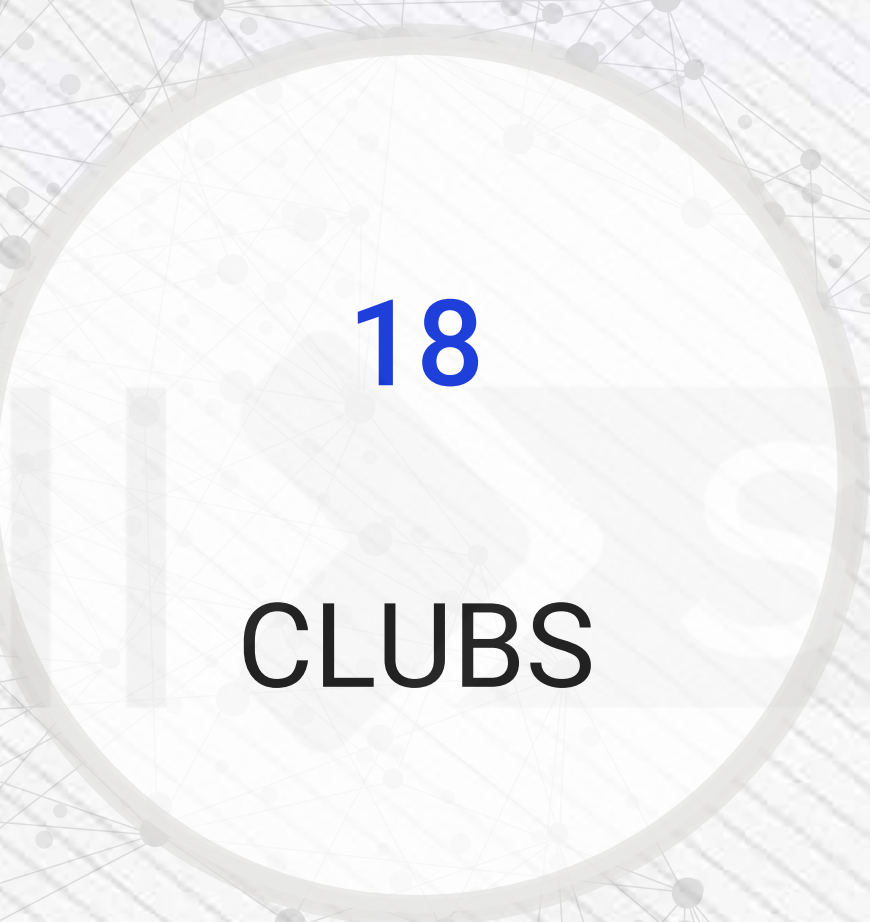
\*[from January 03, 2022 to February 09, 2022]

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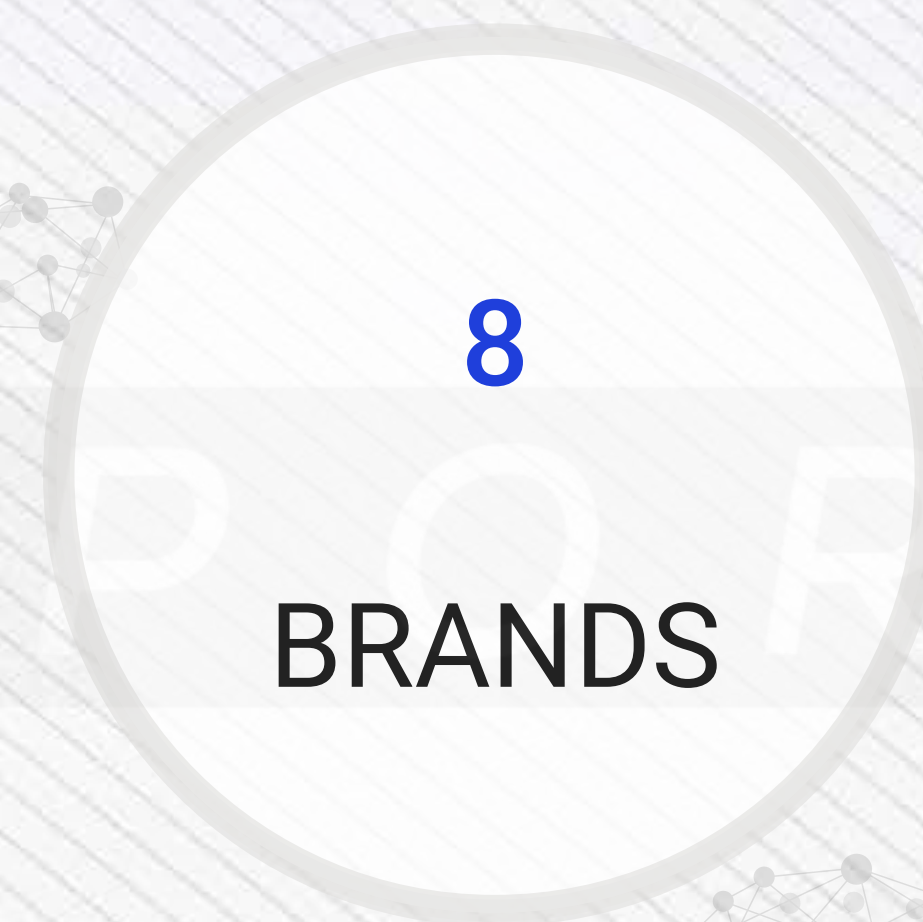
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



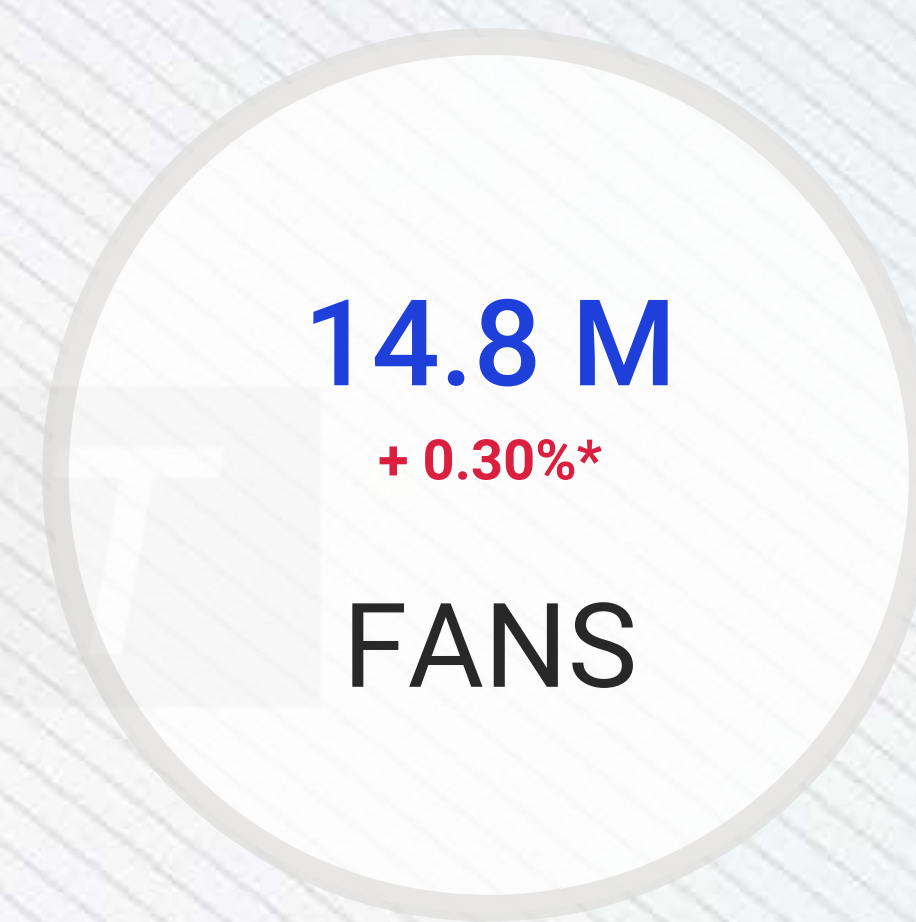
# GERMANY Snapshot / Second Division



Total 2.Bundesliga football clubs analysed.



Total 2.Bundesliga Sport Brands on jerseys analysed.



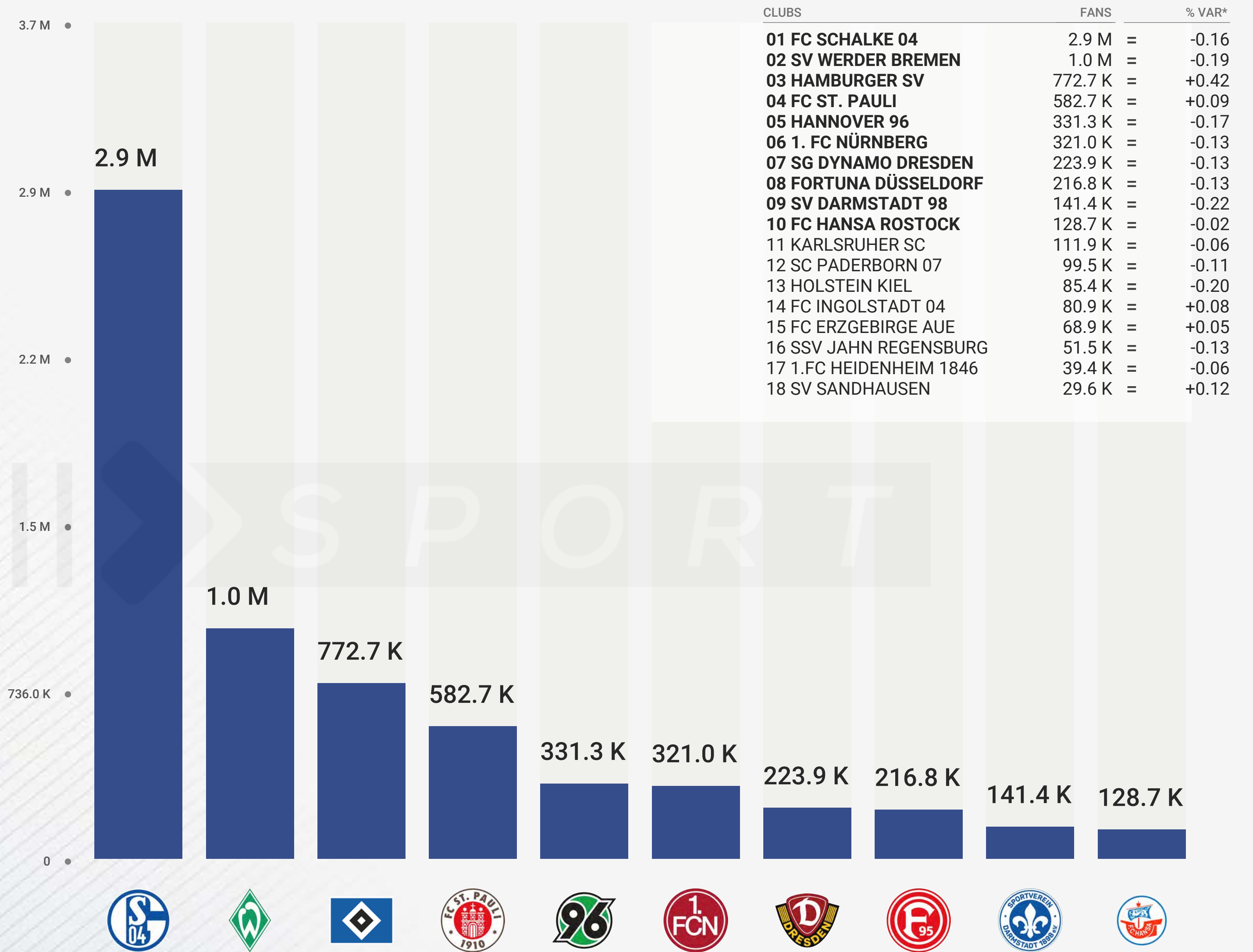
Total Facebook, Twitter, Instagram, YouTube Fans of the 2.Bundesliga football clubs analysed.

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**7.2 M**

  
BUNDESLIGA

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



\*[from January 03, 2022 to February 09, 2022]

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FB data refers to Likes, not Followers.

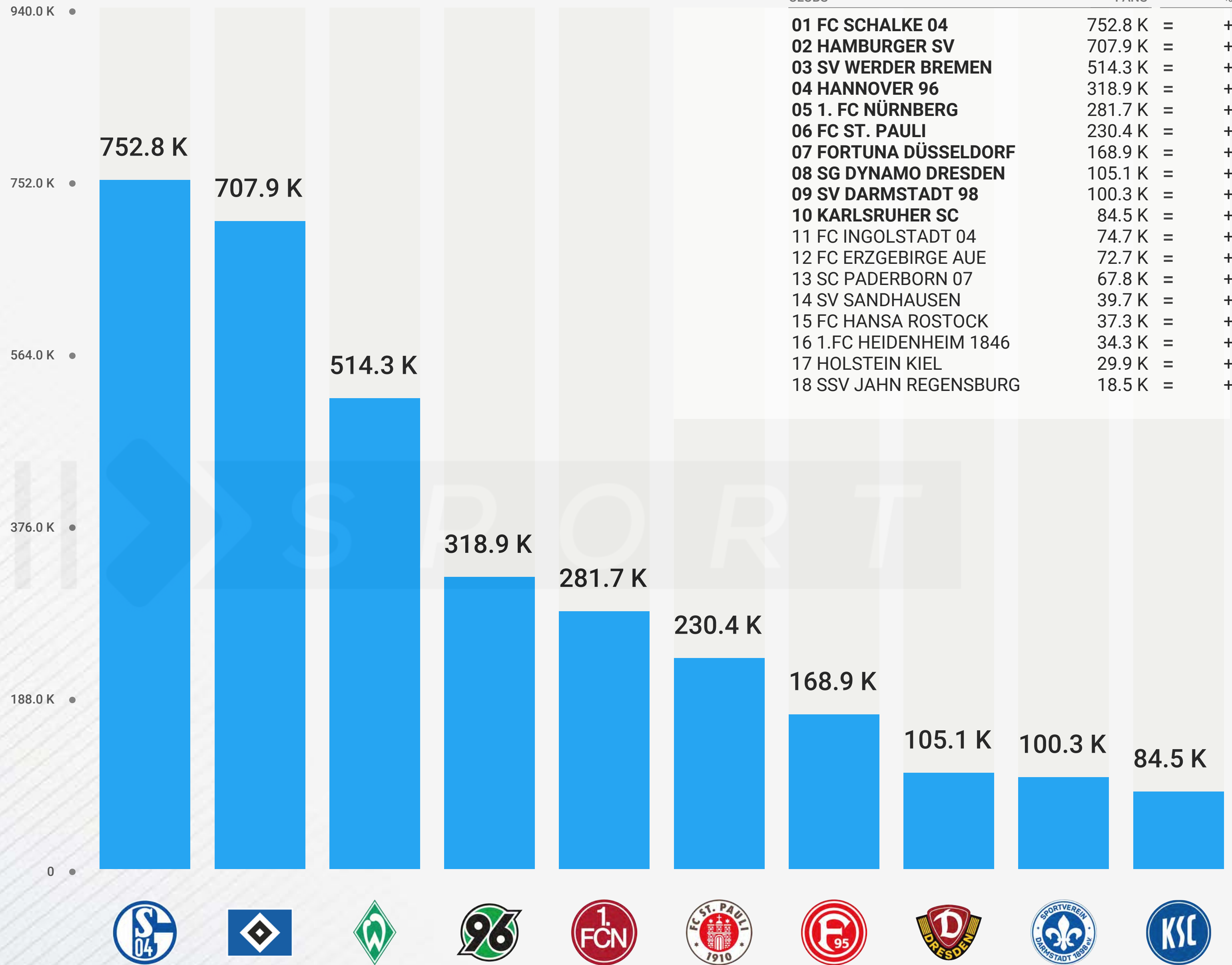


TOTAL FANBASE  
**3.6 M**



**BUNDESLIGA**

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



\*[from January 03, 2022 to February 09, 2022]

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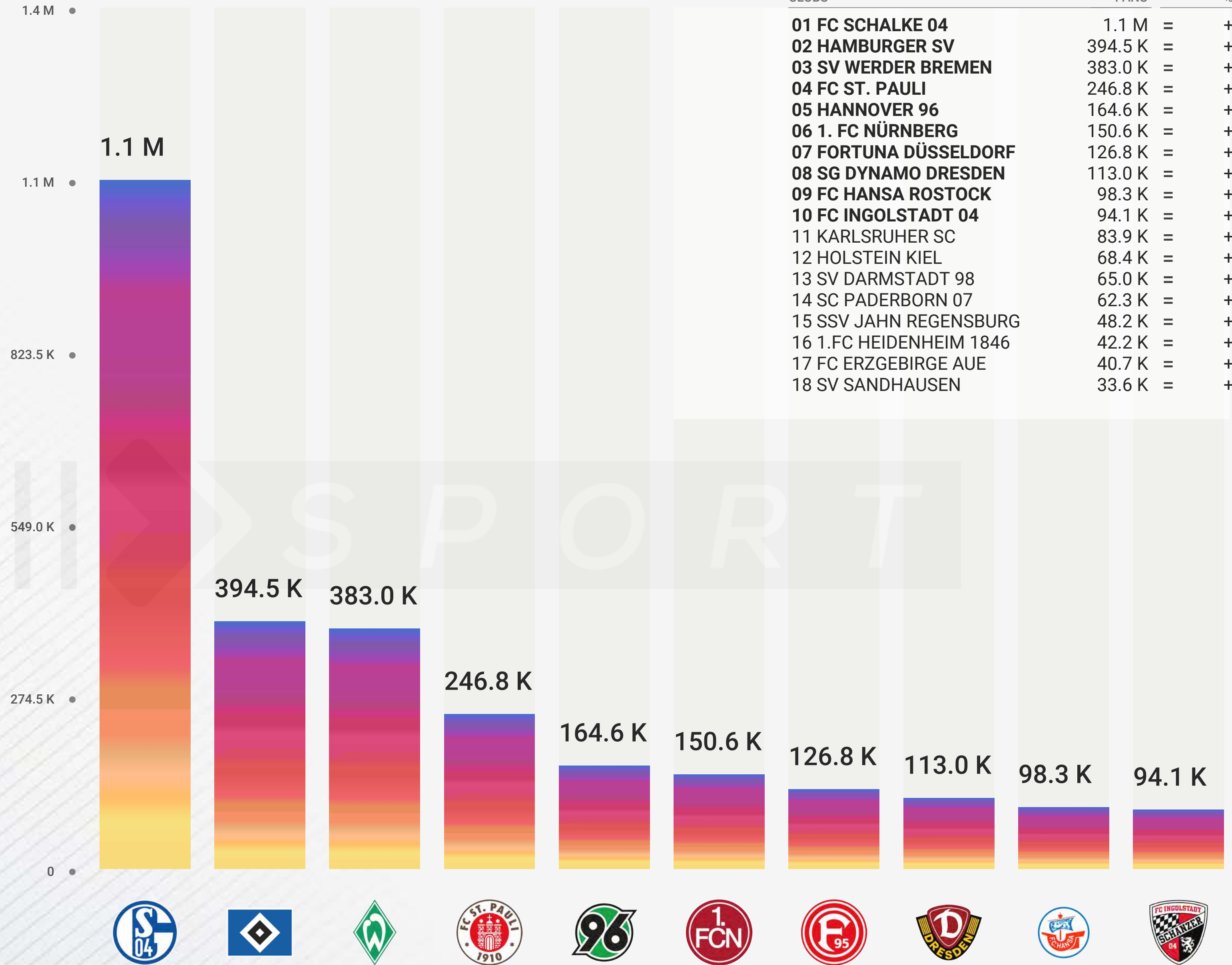


  
 TOTAL FANBASE  
**3.3 M**

---

  
**BUNDESLIGA**

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

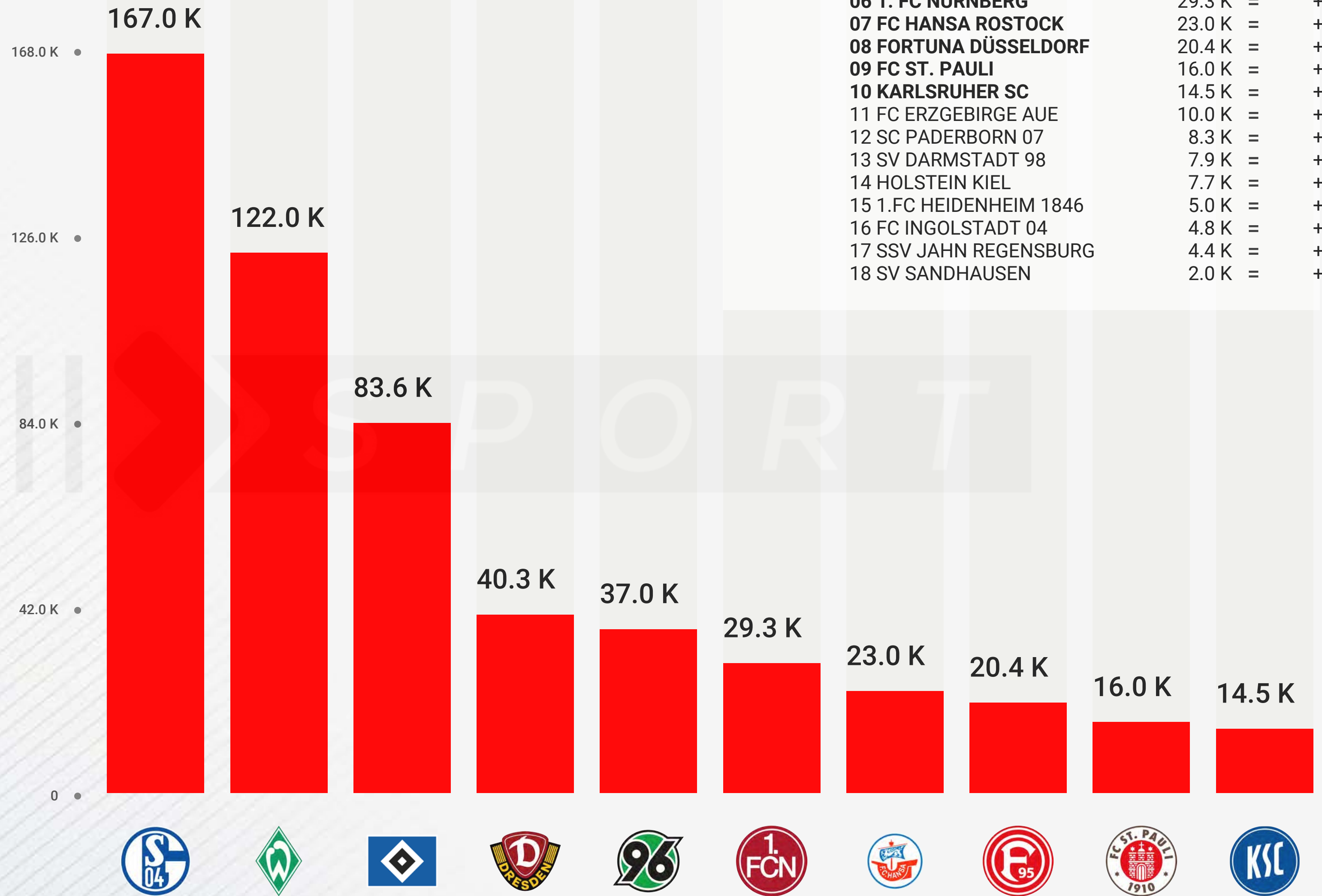


\*[from January 03, 2022 to February 09, 2022]



  
 TOTAL FANBASE  
**603 K**  
  
 BUNDESLIGA

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



\*[from January 03, 2022 to February 09, 2022]

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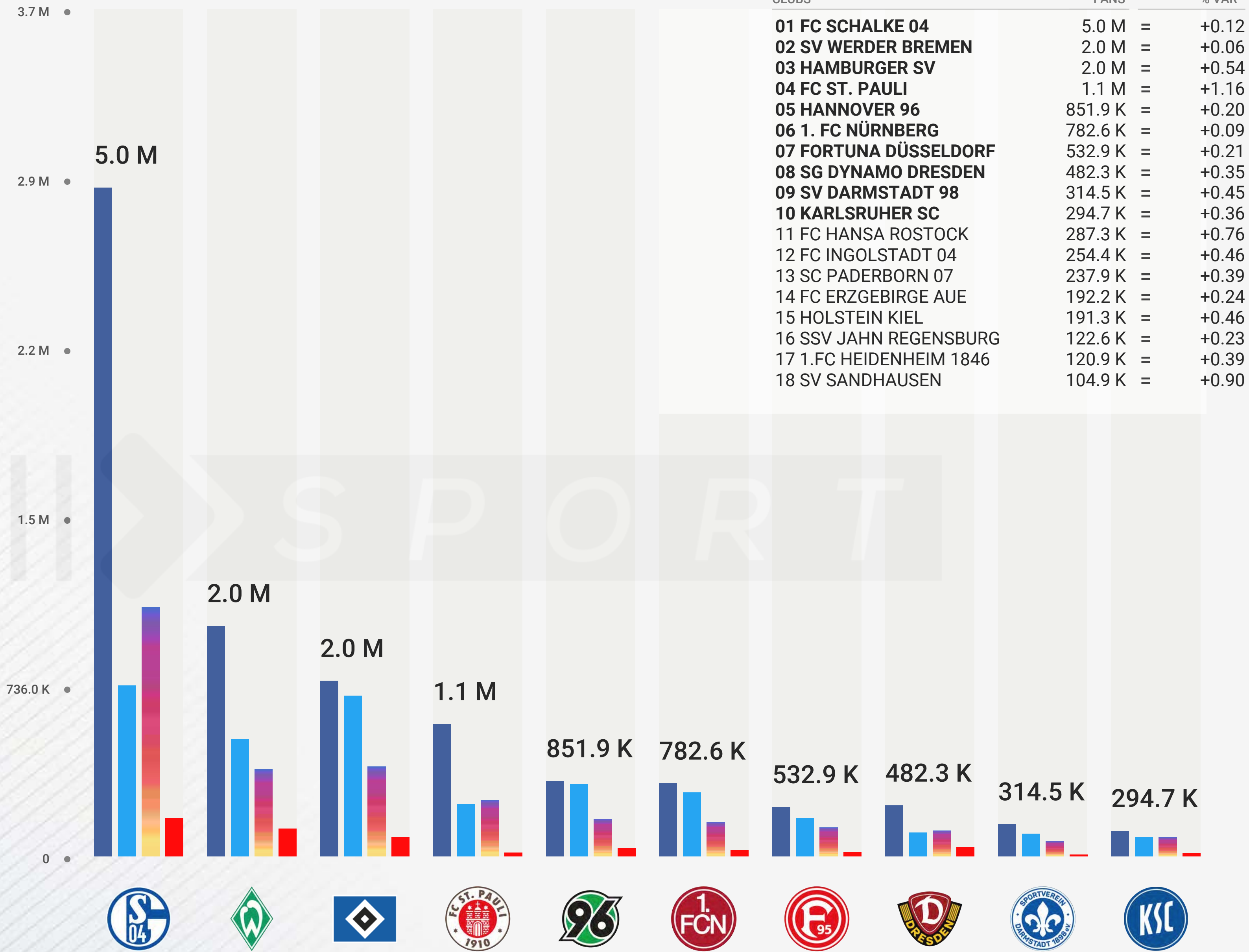





TOTAL FANBASE  
**14.8 M**

  
BUNDESLIGA

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



\*[from January 03, 2022 to February 09, 2022]

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



 **GERMANY Brands**






TOTAL FANBASE  
**14.8 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 January 03, 2022 to February 09, 2022]





 **GERMANY Brands**



Sport Brands on jersey coverage in relation to the 18 sponsored 2. Bundesliga football clubs.



\*[from January 03, 2022 to February 09, 2022]

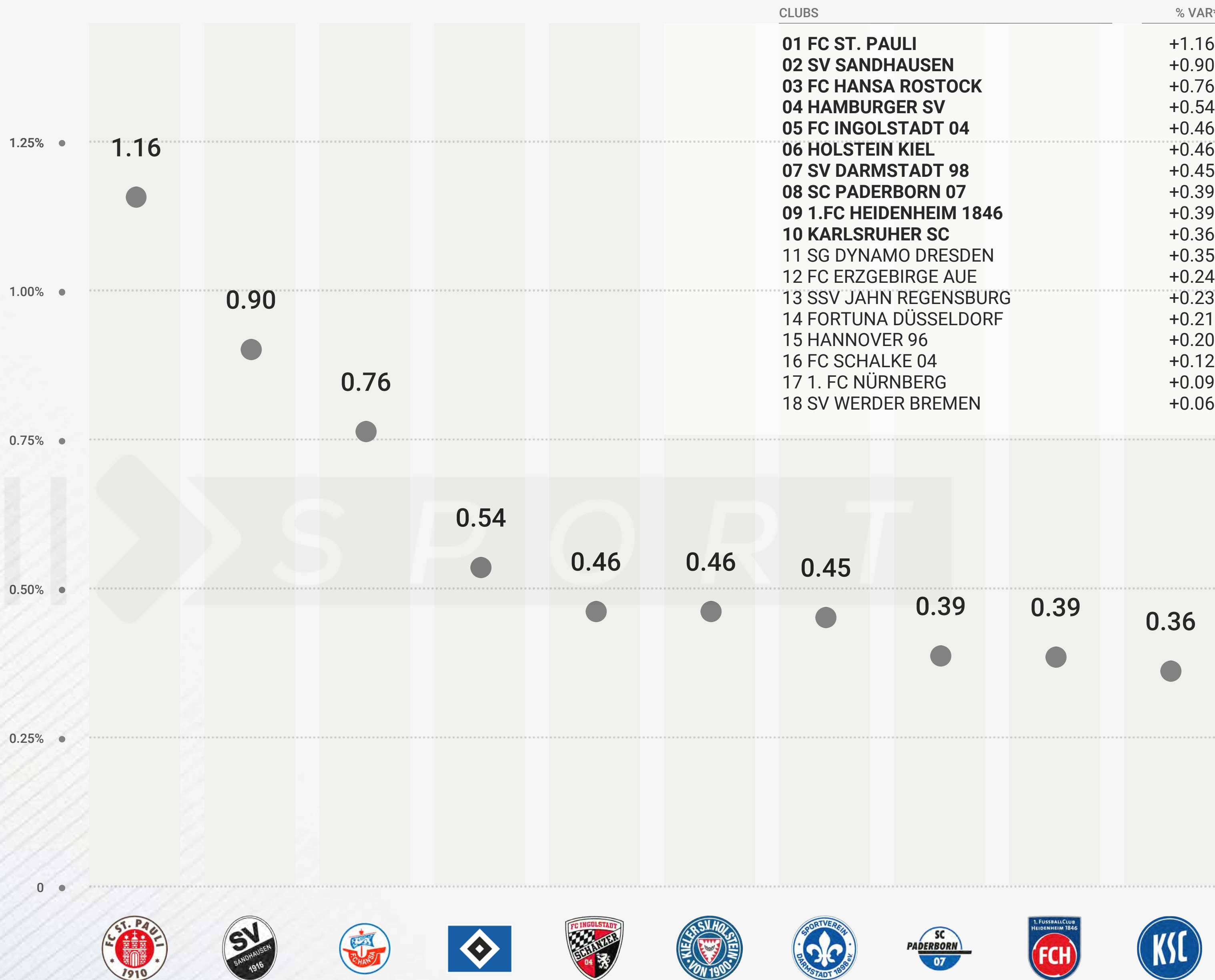
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 **GERMANY Grown Up**



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



\*[from January 03, 2022 to February 09, 2022]

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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.

240.0 M

+ 0.60%\*

FANS

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

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**120.3 M**



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

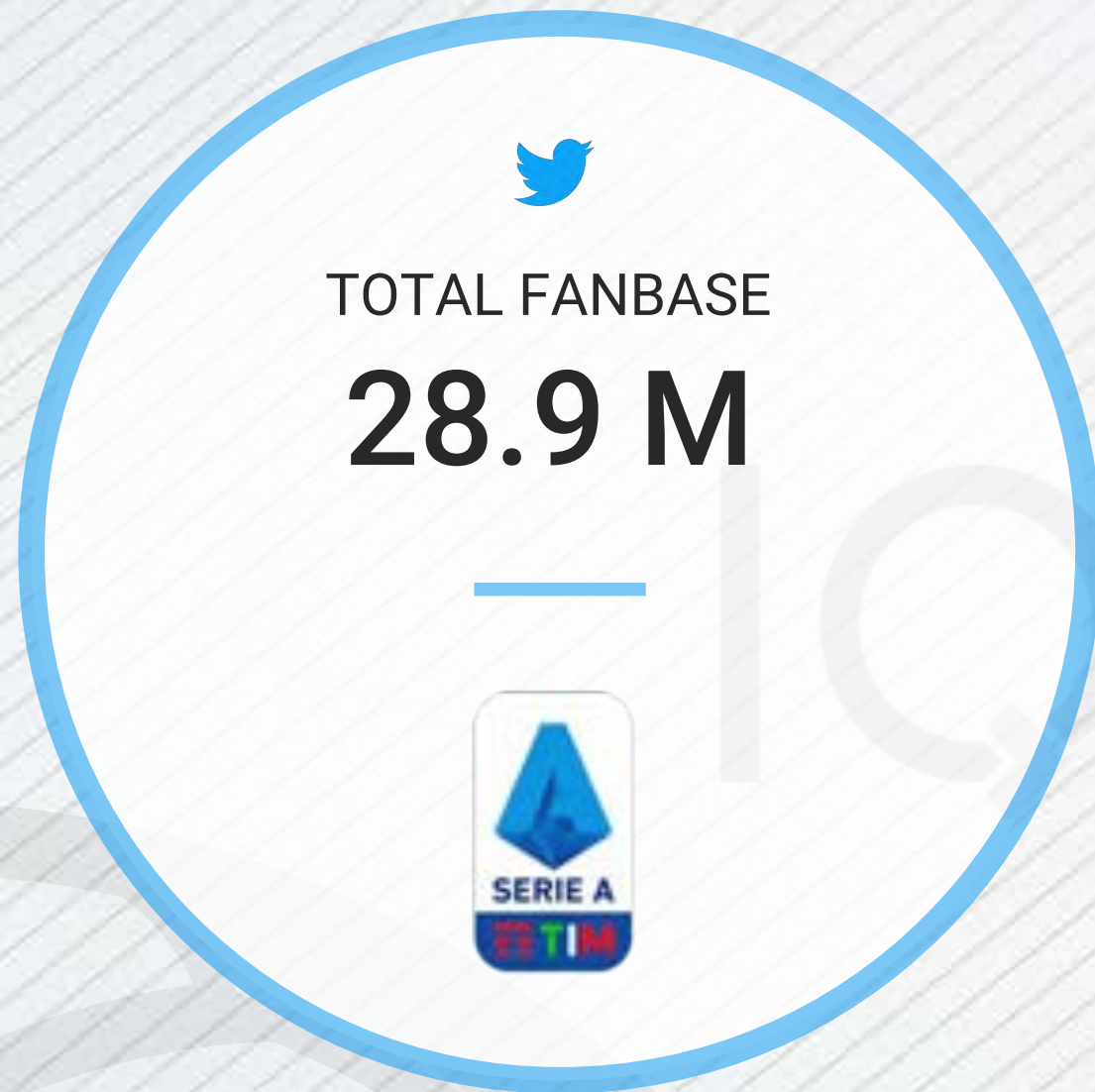


\*[from January 03, 2022 to February 09, 2022]

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FB data refers to Likes, not Followers.





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



\*[from January 03, 2022 to February 09, 2022]

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 TOTAL FANBASE  
**84.1 M**  


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



CLUBS	FANS	% VAR*
01 JUVENTUS FC	52.3 M	= +0.86
02 AC MILAN	11.6 M	= +1.66
03 FC INTERNAZIONALE MILANO	7.8 M	= +2.24
04 AS ROMA	4.2 M	= +1.37
05 SSC NAPOLI	2.9 M	= +1.46
06 ACF FIORENTINA	995.6 K	= +3.04
07 SS LAZIO	942.2 K	= +1.43
08 ATALANTA BC	603.5 K	= +1.14
09 TORINO FC	369.6 K	= +1.09
10 CAGLIARI CALCIO	346.0 K	= +0.87
11 UC SAMPDORIA	302.0 K	= +3.02
12 GENOA CFC	272.4 K	= -0.75
13 UDINESE CALCIO	235.1 K	= +2.98
14 US SASSUOLO	233.6 K	= +3.63
15 HELLAS VERONA	211.1 K	= +3.50
16 BOLOGNA FC 1909	196.9 K	= +2.51
17 EMPOLI FC	184.6 K	= +2.61
18 VENEZIA FC	174.0 K	= +8.54
19 US SALERNITANA 1919	107.7 K	= +13.69
20 SPEZIA CALCIO	85.6 K	= +1.99

\*[from January 03, 2022 to February 09, 2022]



  
 TOTAL FANBASE  
**6.7 M**  


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



\*[from January 03, 2022 to February 09, 2022]

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





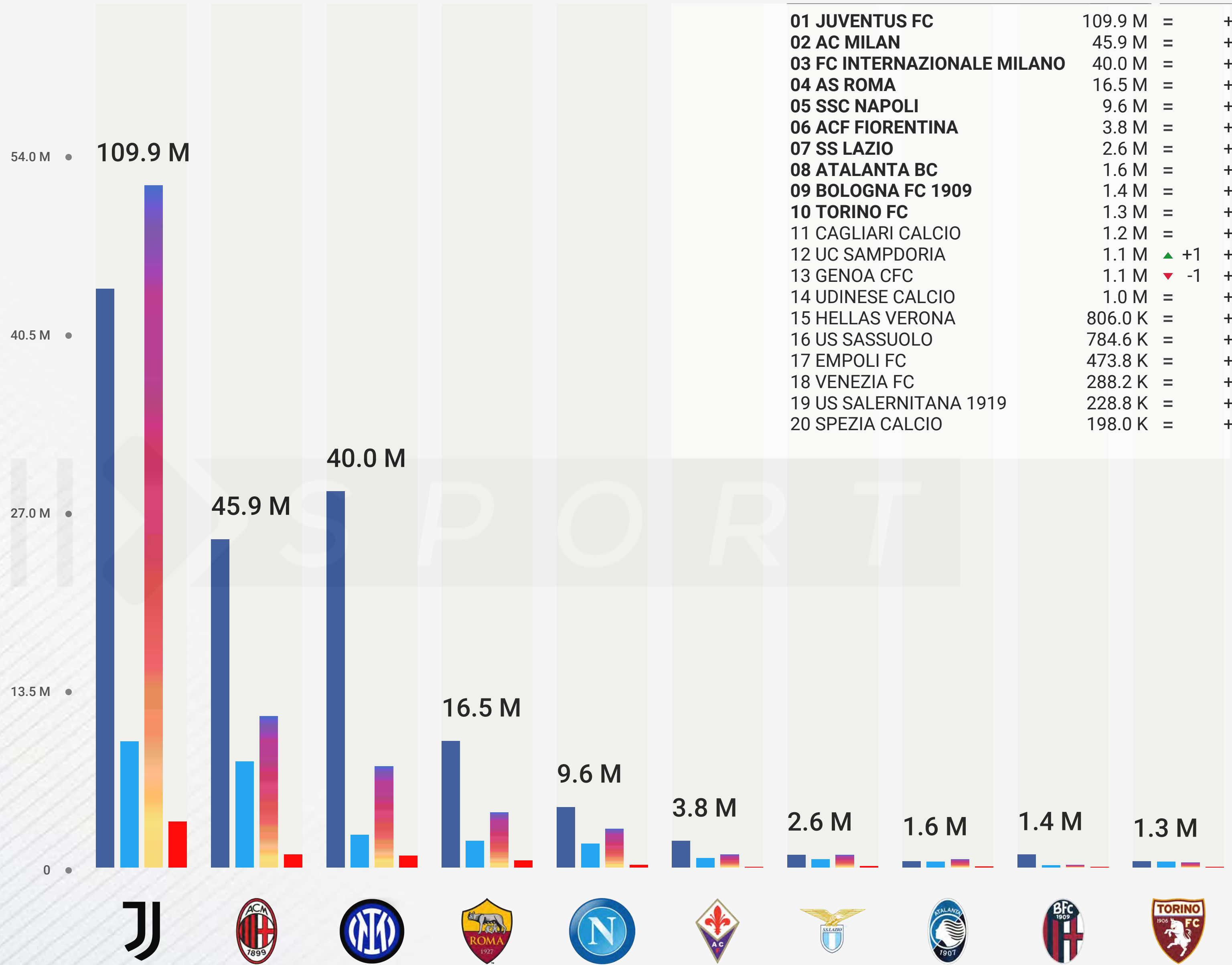





TOTAL FANBASE  
**240.0 M**



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



\*[from January 03, 2022 to February 09, 2022]

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**ITALY Brands**

  
 TOTAL FANBASE  
**240.0 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.

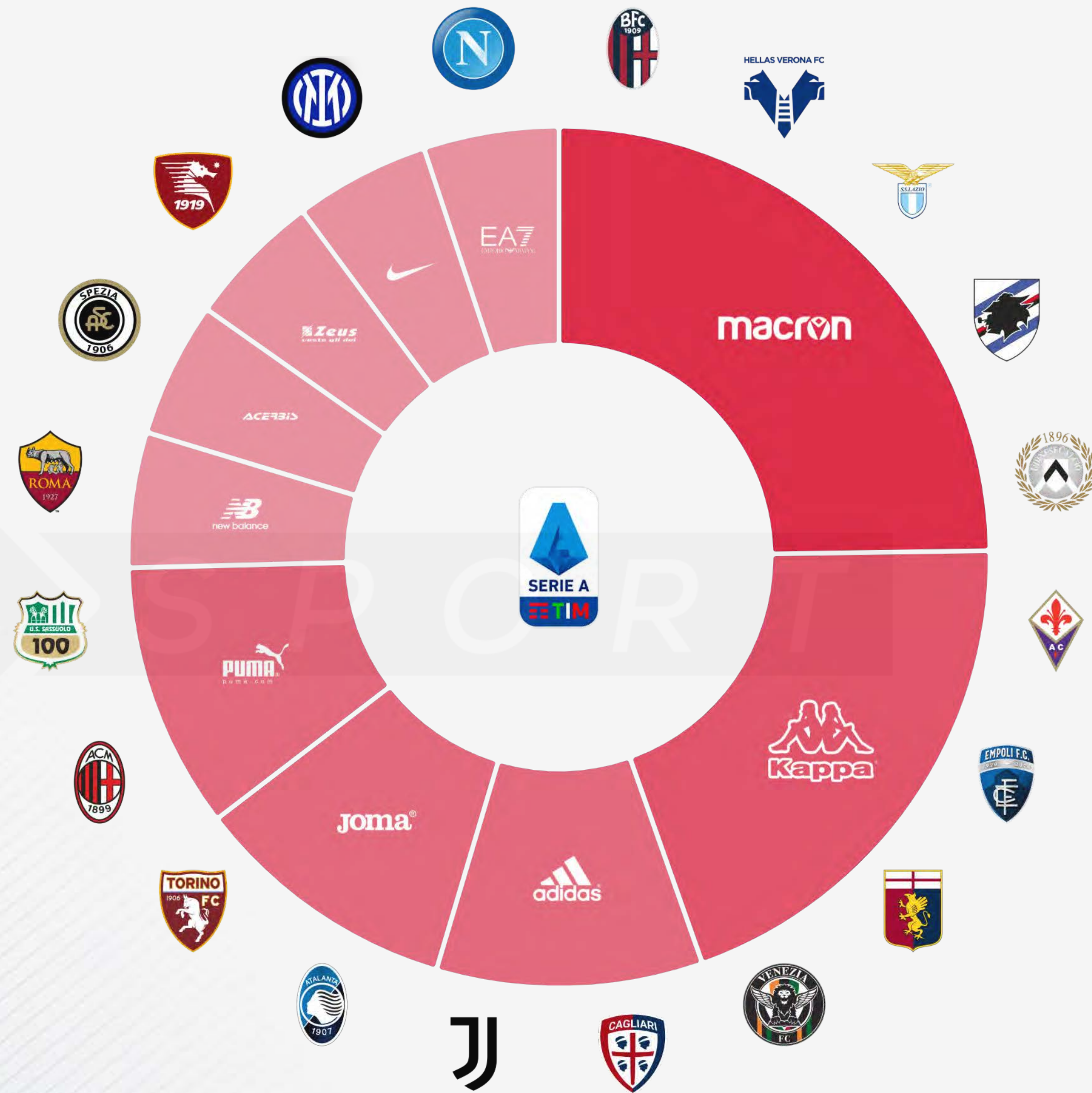


\*[from January 03, 2022 to February 09, 2022]





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

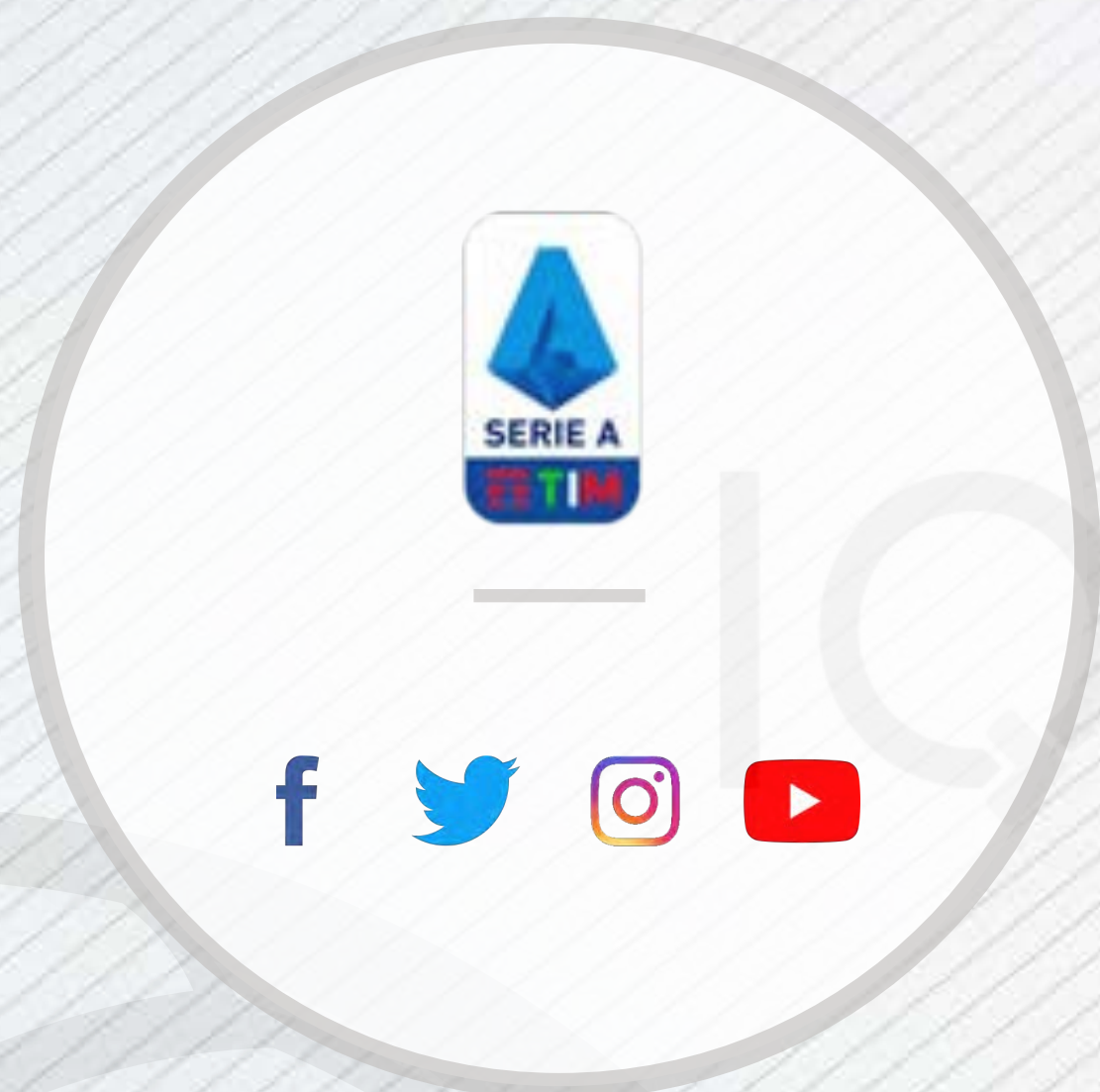


\*[from January 03, 2022 to February 09, 2022]

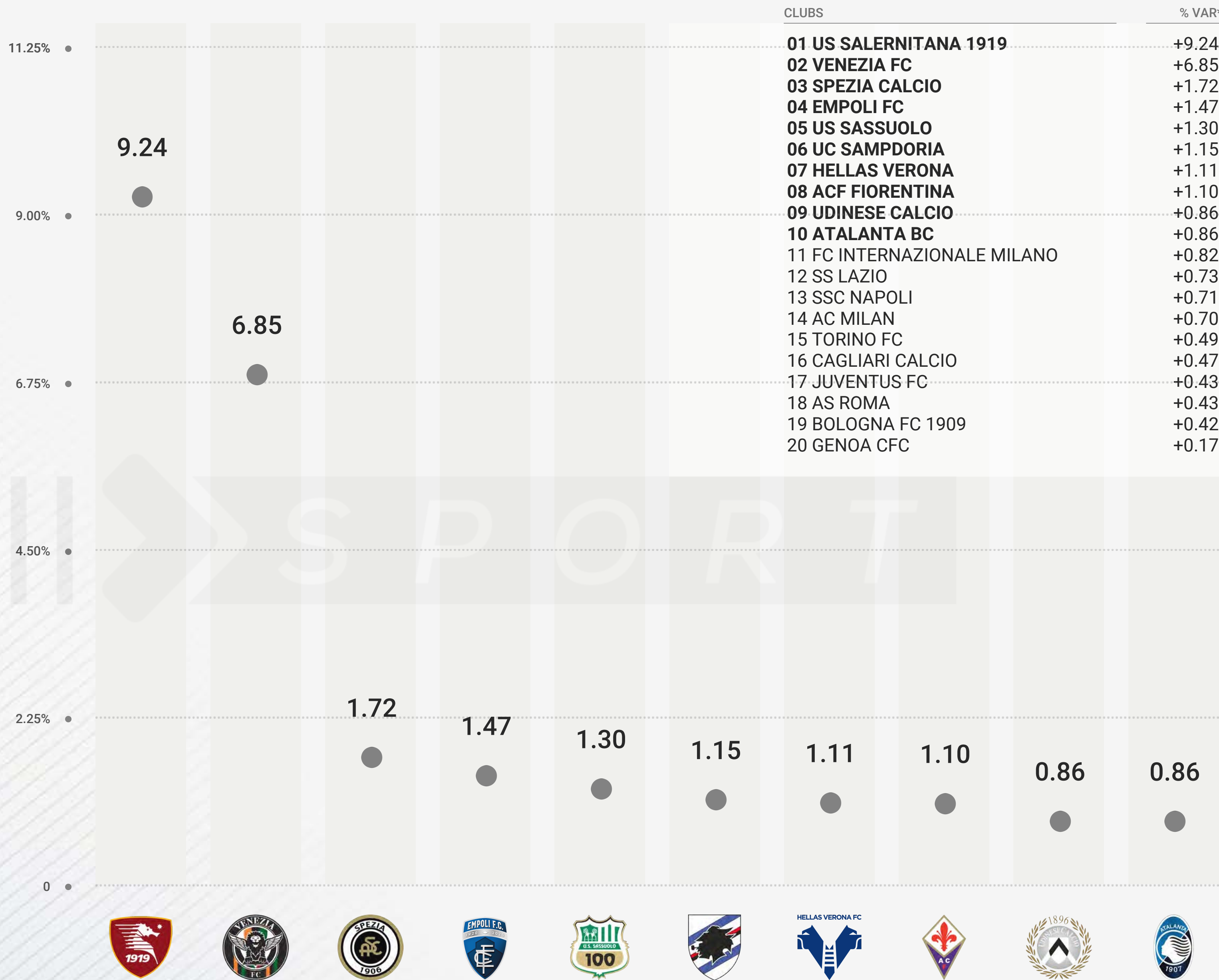
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**ITALY Grown Up**



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



\*[from January 03, 2022 to February 09, 2022]

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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**

**+ 0.81%\***

**FANS**

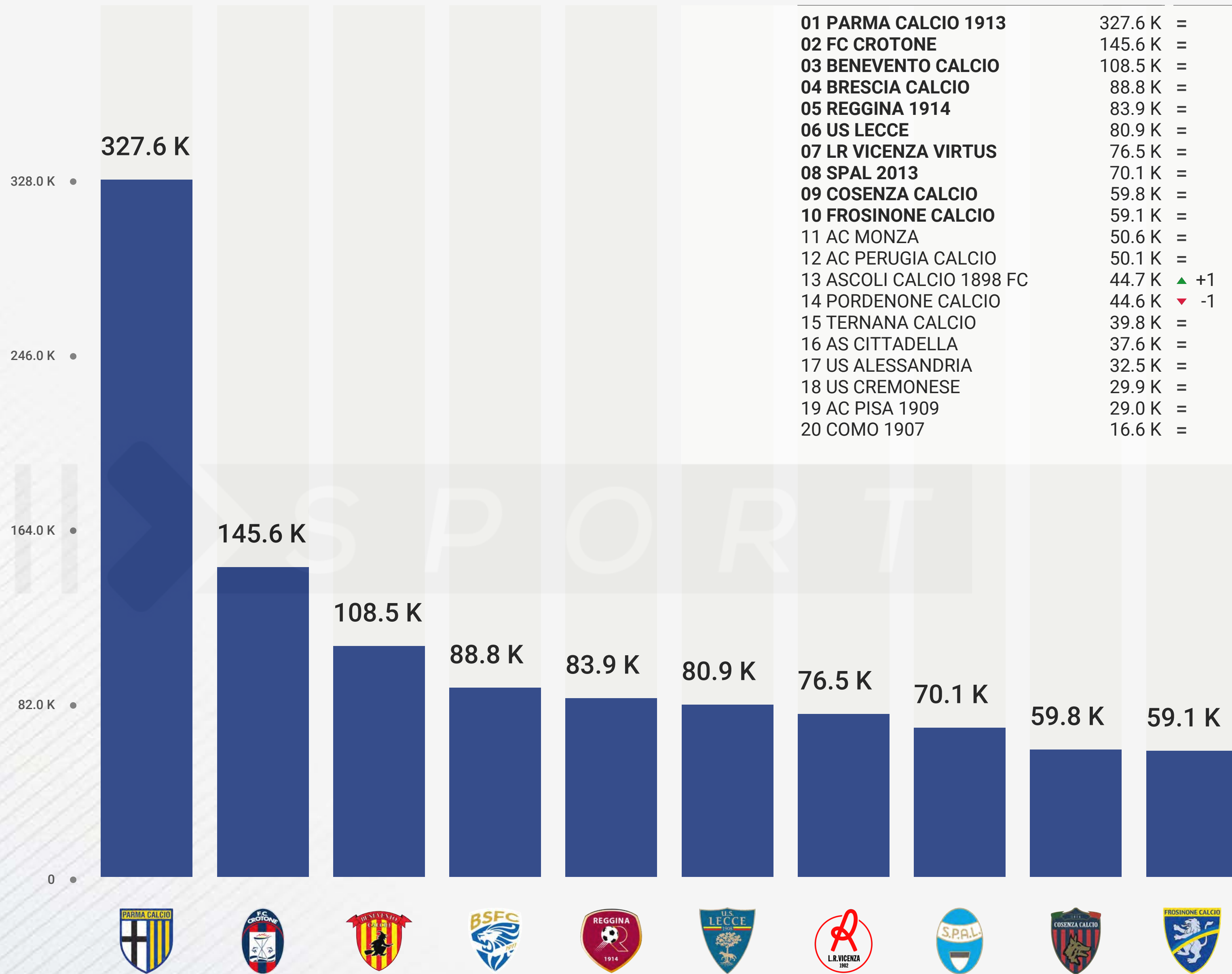
Total Facebook, Twitter, Instagram, YouTube Fans of the Lega B football clubs analysed.

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**1.5 M**



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



\*[from January 03, 2022 to February 09, 2022]

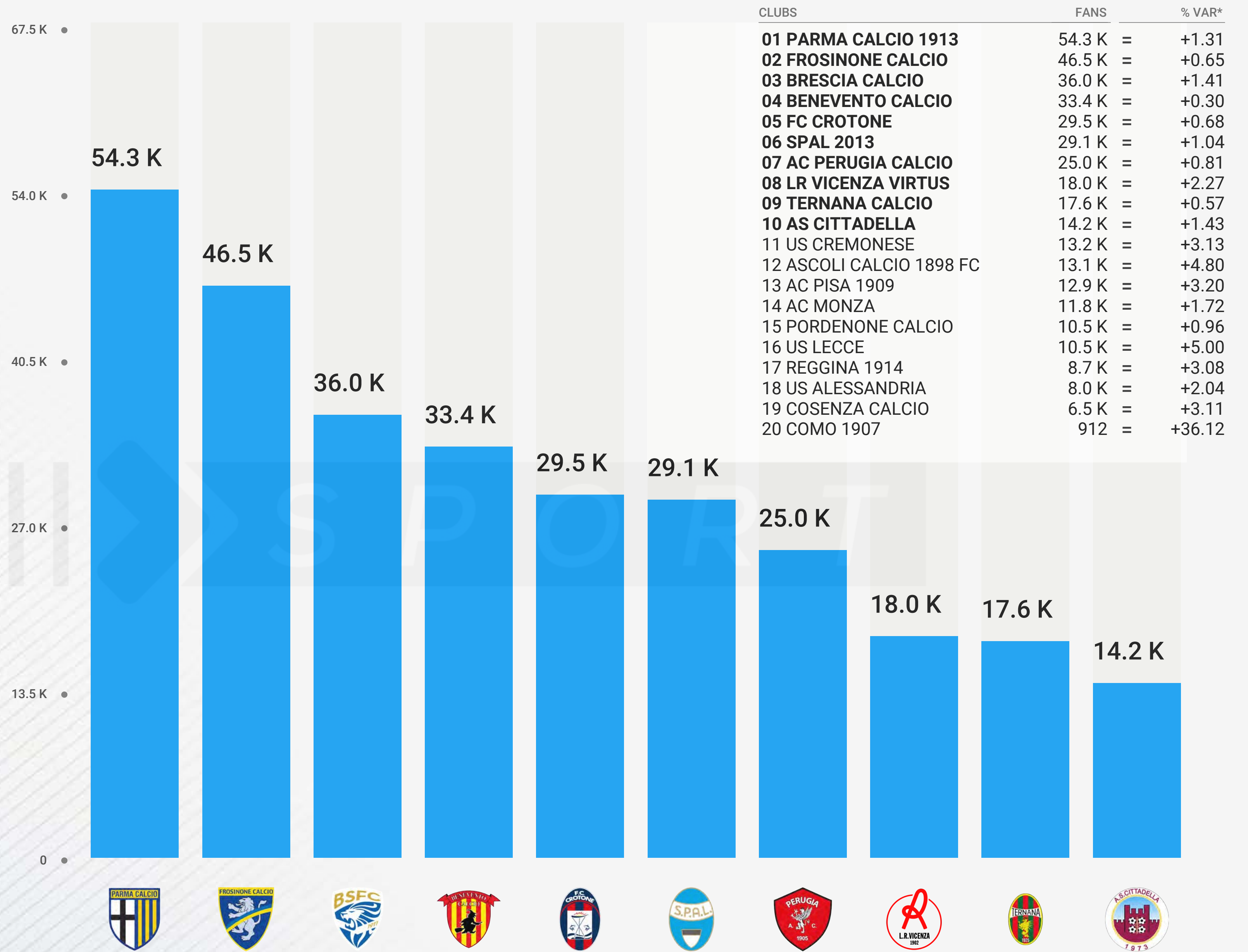
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FB data refers to Likes, not Followers.





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



\*[from January 03, 2022 to February 09, 2022]

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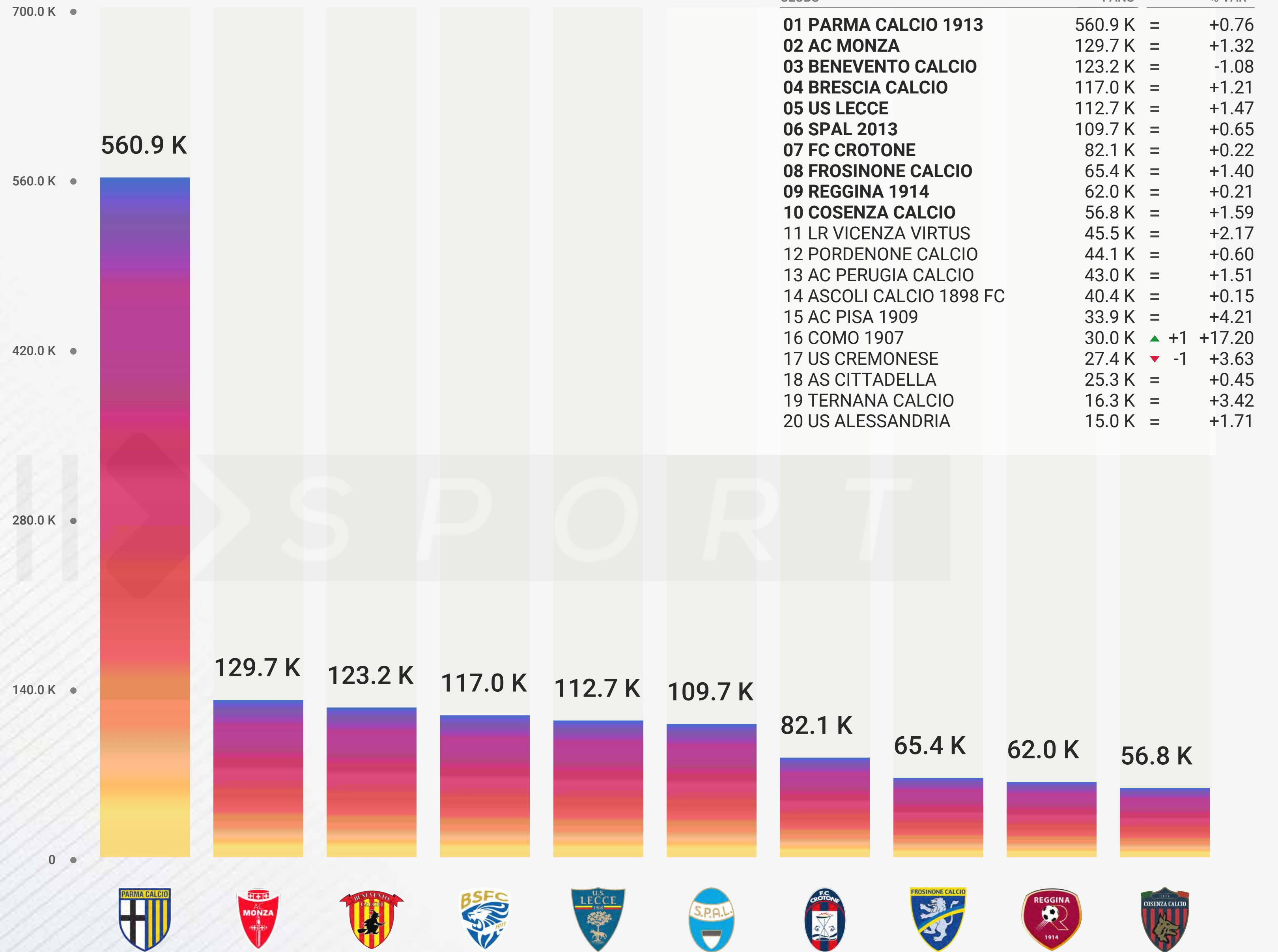


  
 TOTAL FANBASE  
**1.7 M**

---



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



\*[from January 03, 2022 to February 09, 2022]

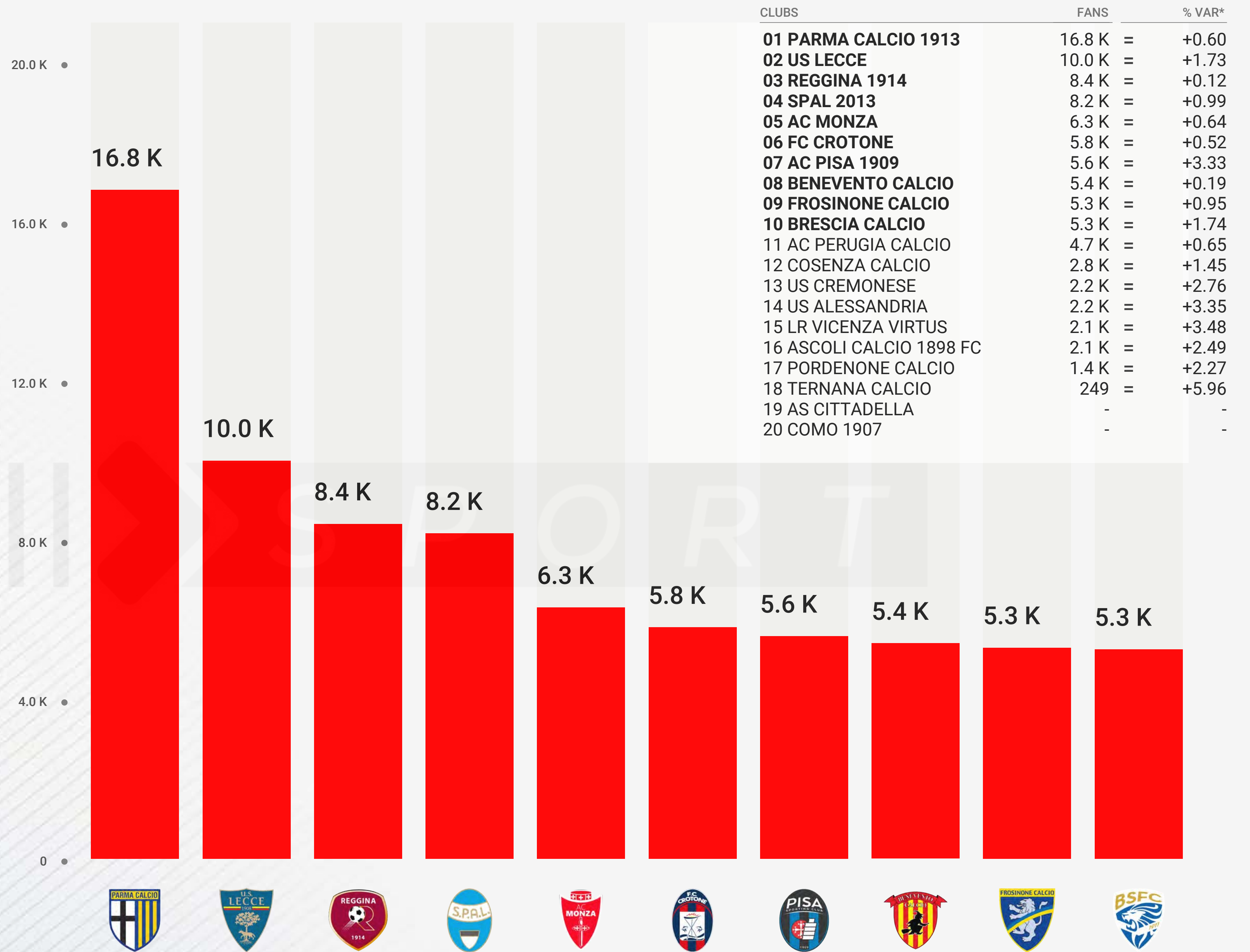
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 TOTAL FANBASE  
**95 K**  


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



\*[from January 03, 2022 to February 09, 2022]

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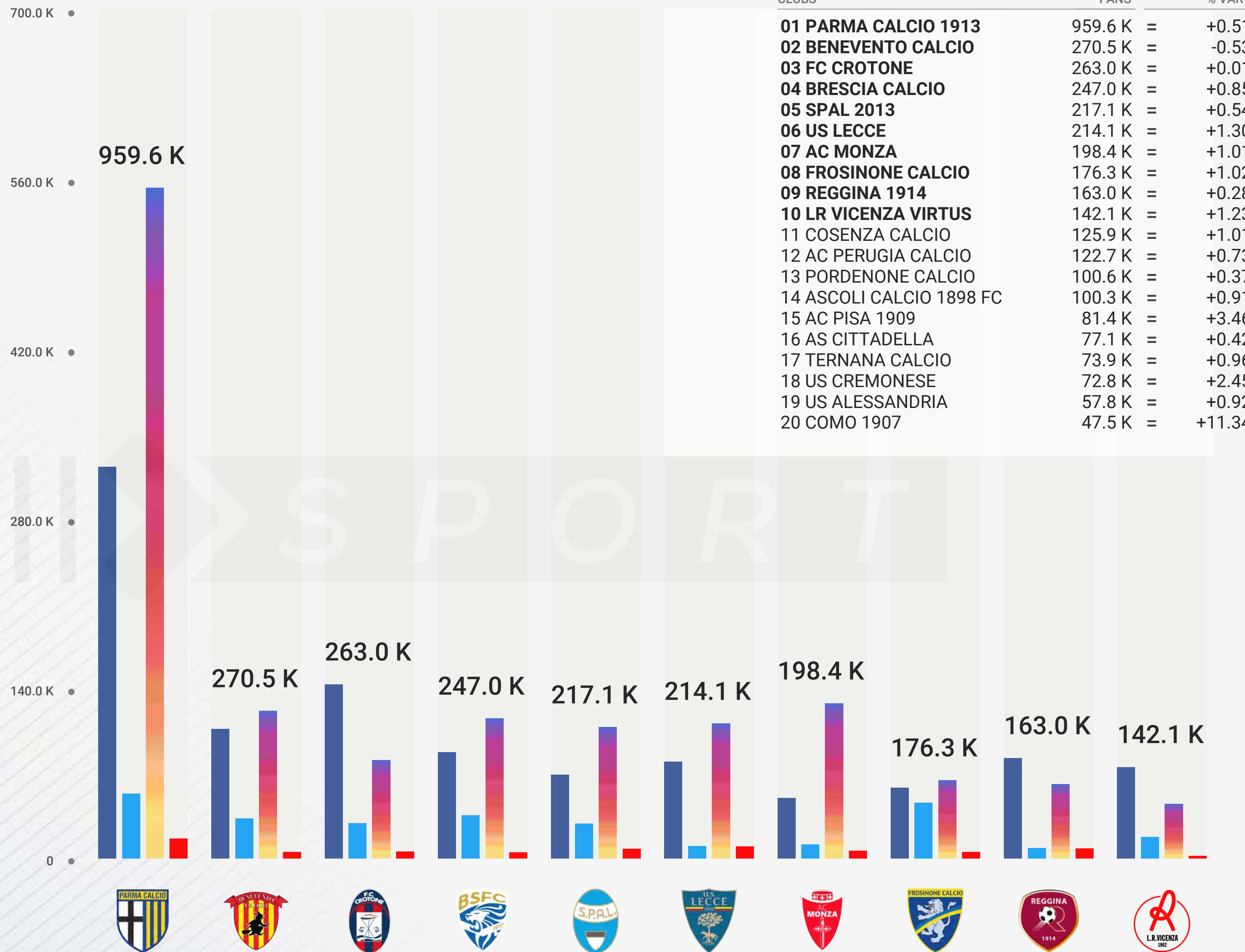


TOTAL FANBASE

**3.7 M**



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



\*[from January 03, 2022 to February 09, 2022]

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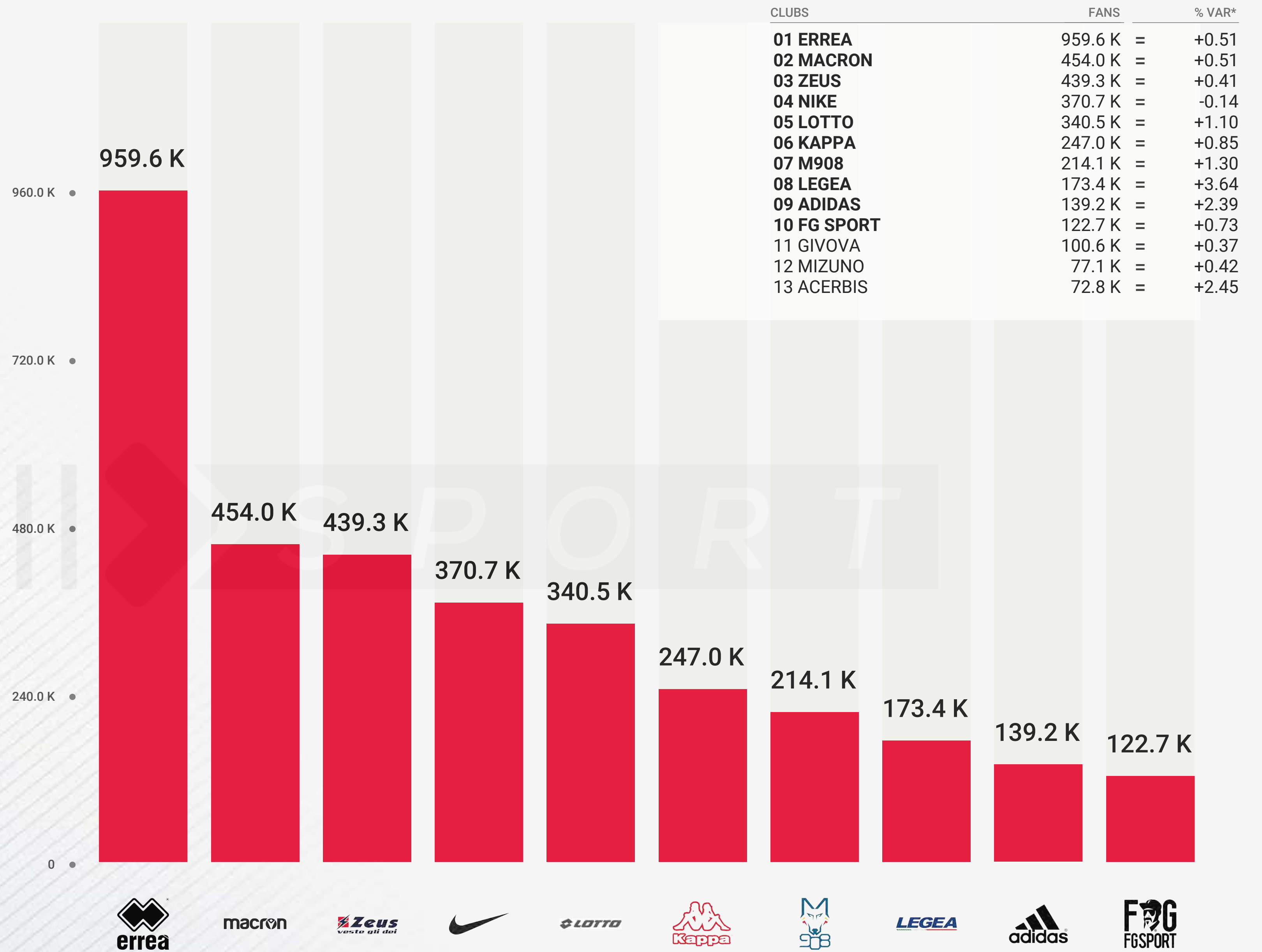
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



**ITALY Brands**

  
 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.



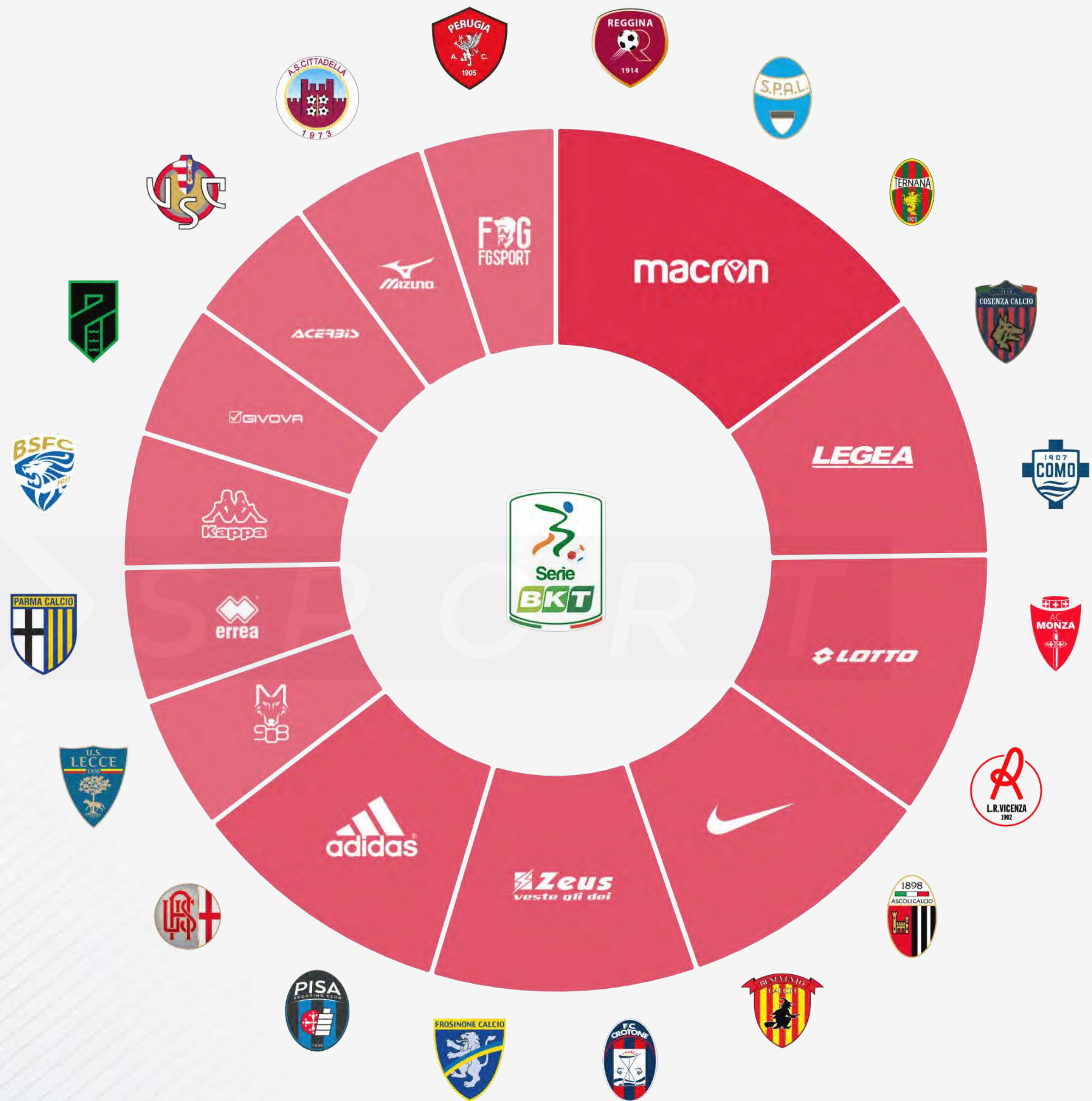
\*[from January 03, 2022 to February 09, 2022]

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



\*[from January 03, 2022 to February 09, 2022]

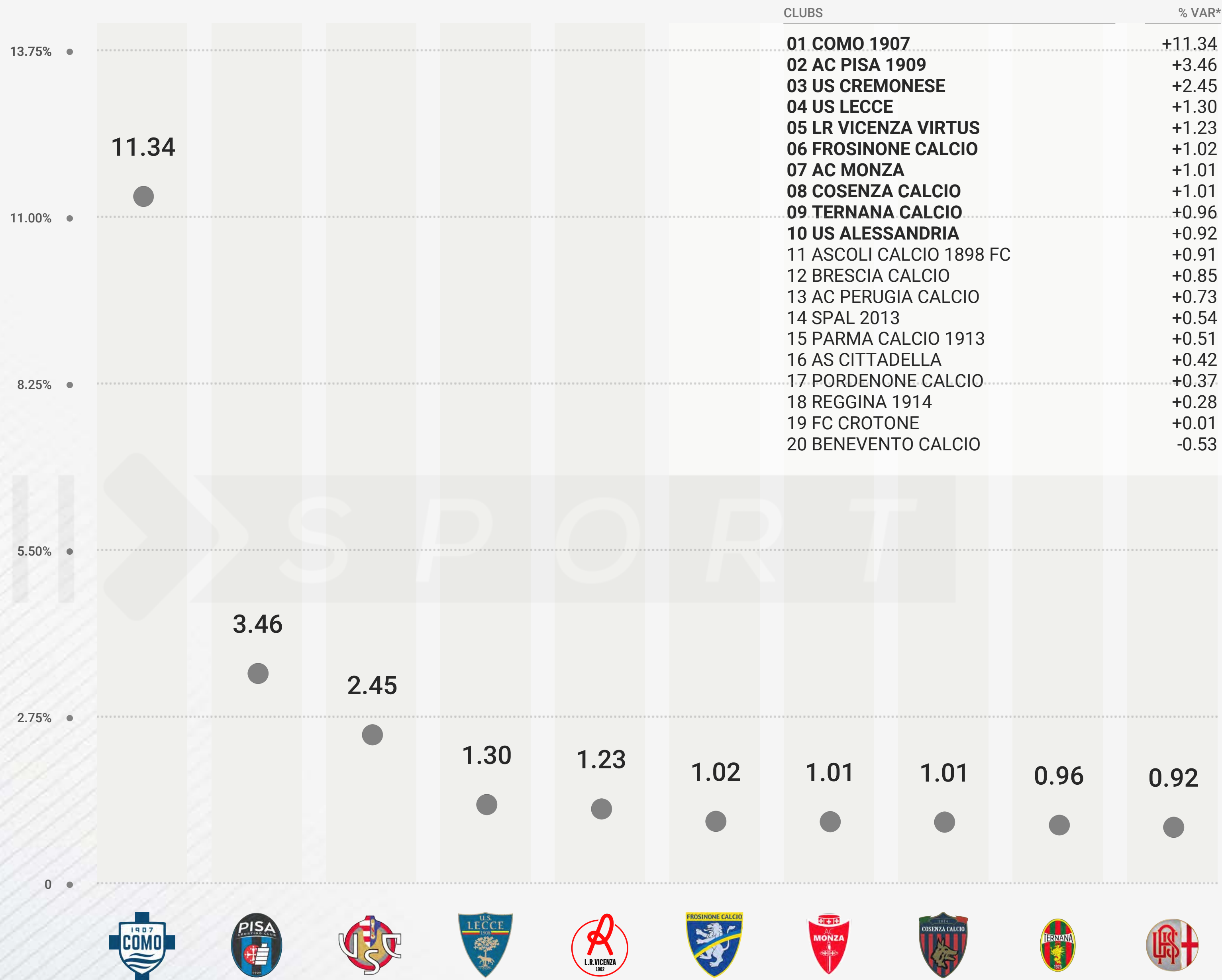
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 **ITALY Grown Up**



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



\*[from January 03, 2022 to February 09, 2022]

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# Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



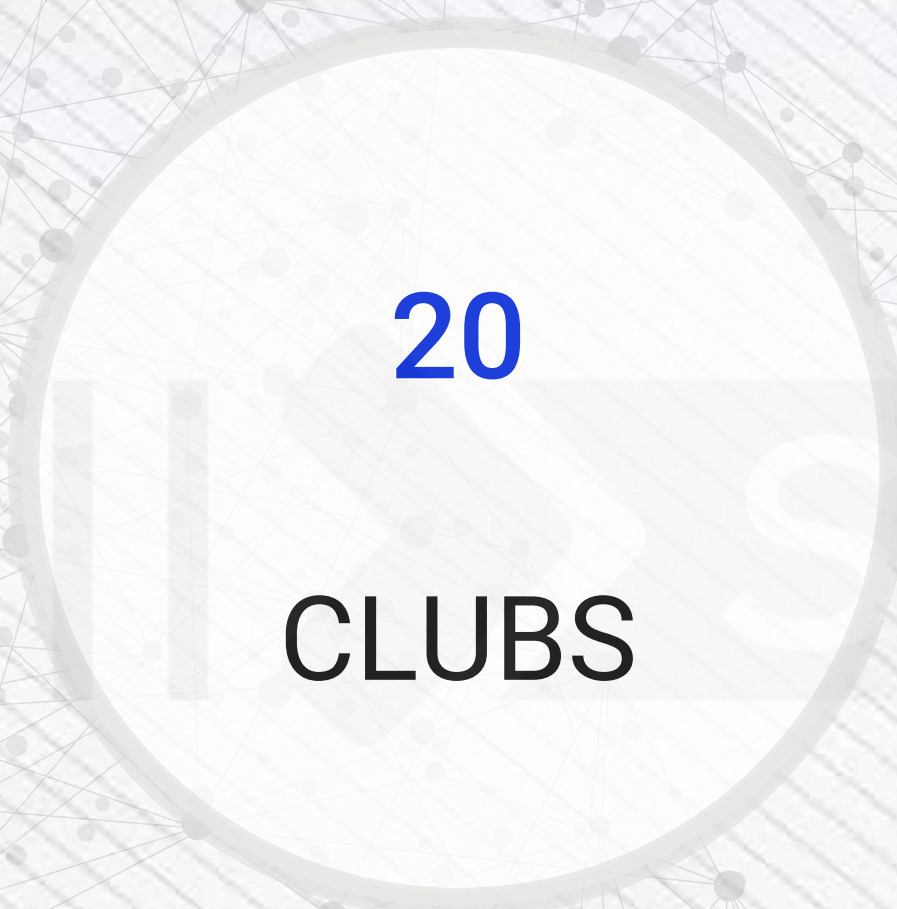
SECOND DIVISION

22 CLUBS

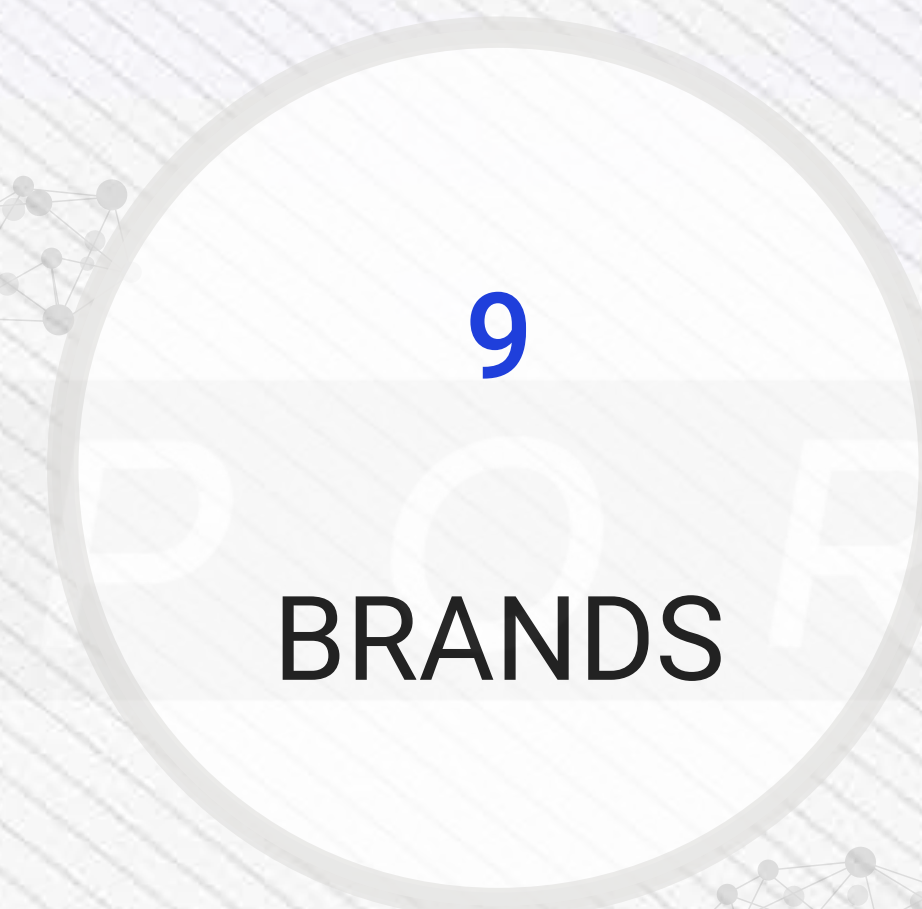


SPAIN

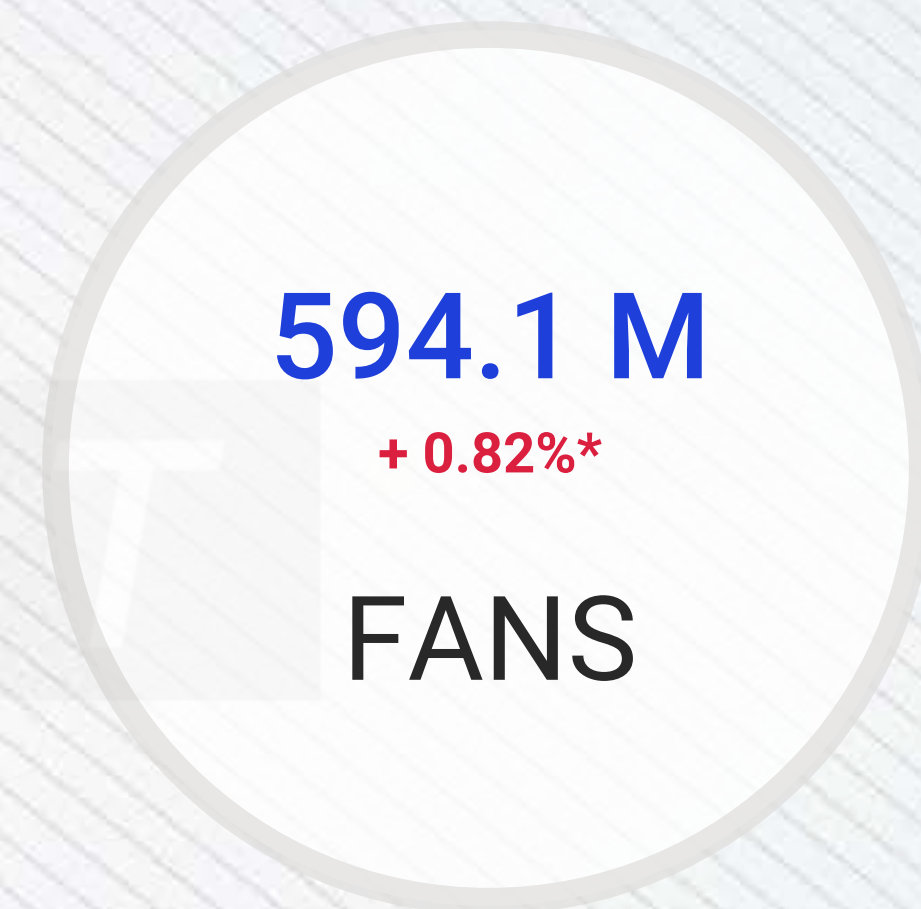
# SPAIN Snapshot / First Division



Total LaLiga football clubs analysed.



Total LaLiga Sport Brands on jerseys analysed.



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

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**241.4 M**



Ranking of the most followed LaLiga football clubs on Facebook.



\*[from January 03, 2022 to February 09, 2022]

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FB data refers to Likes, not Followers.





TOTAL FANBASE  
**94.2 M**



Ranking of the most followed LaLiga football clubs on Twitter.




\*[from January 03, 2022 to February 09, 2022]

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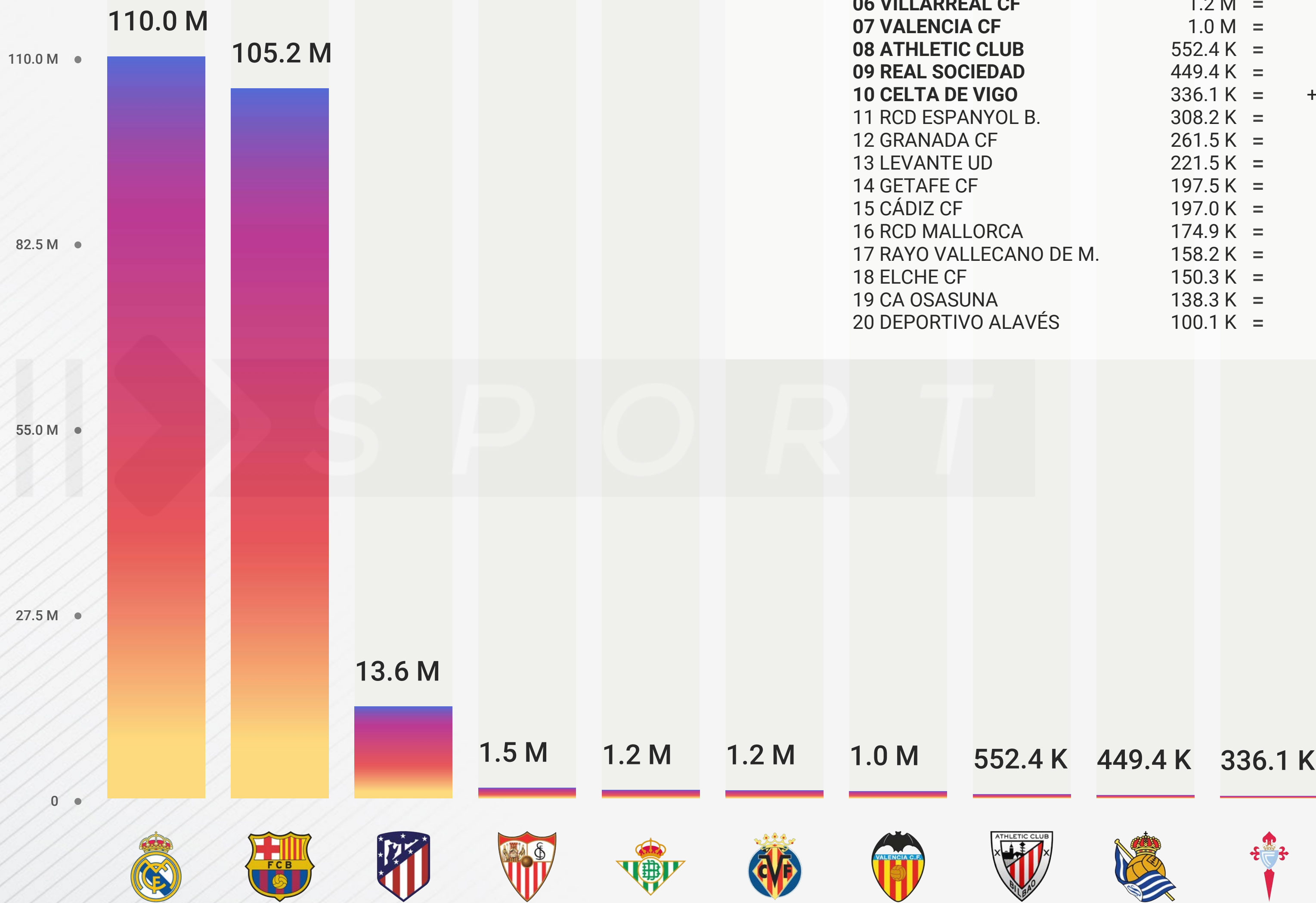


 **SPAIN Instagram**

  
 TOTAL FANBASE  
**237.0 M**



Ranking of the most followed LaLiga football clubs on Instagram.



\*[from January 03, 2022 to February 09, 2022]

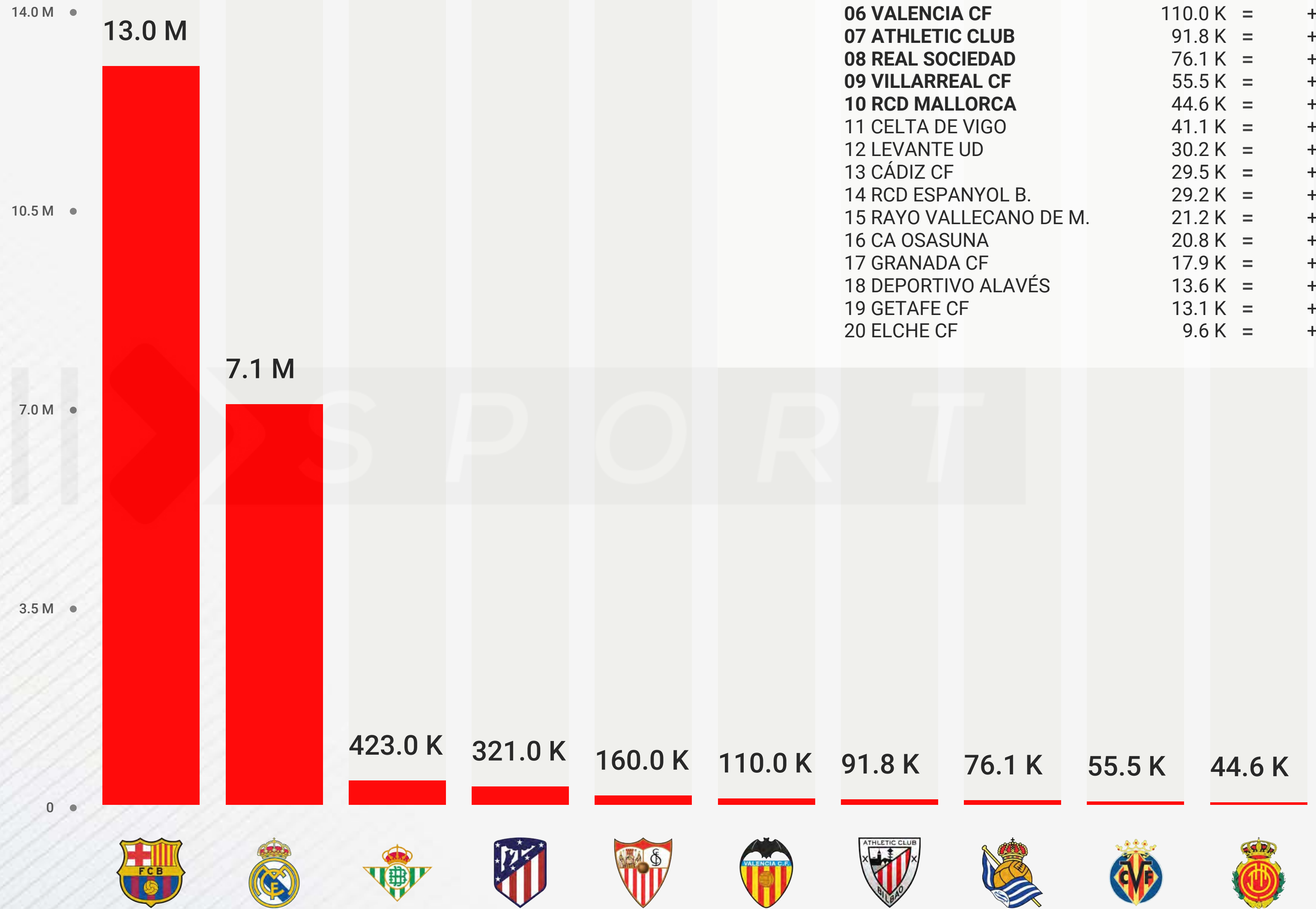
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 TOTAL FANBASE  
**21.6 M**



Ranking of the most followed LaLiga football clubs on YouTube.



\*[from January 03, 2022 to February 09, 2022]

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TOTAL FANBASE  
**594.1 M**



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



\*[from January 03, 2022 to February 09, 2022]

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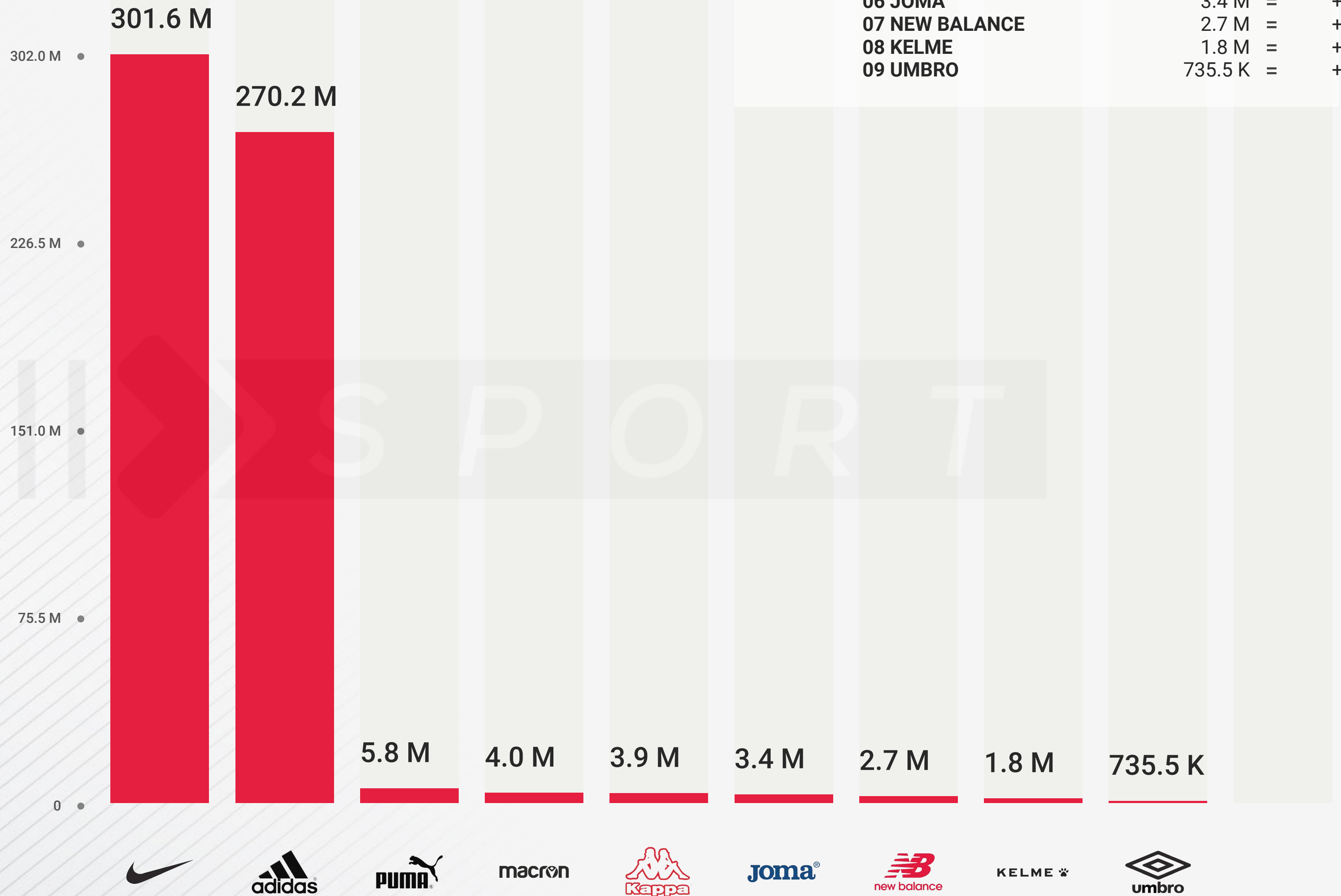
TOTAL FANBASE  
**594.1 M**



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

\*[from January 03, 2022 to February 09, 2022]

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CLUBS	FANS	% VAR*
01 NIKE	301.6 M =	+0.71
02 ADIDAS	270.2 M =	+0.93
03 PUMA	5.8 M =	+0.71
04 MACRON	4.0 M =	+0.98
05 KAPPA	3.9 M =	+1.33
06 JOMA	3.4 M =	+0.92
07 NEW BALANCE	2.7 M =	+1.77
08 KELME	1.8 M =	+0.81
09 UMBRO	735.5 K =	+0.97





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



\*[from January 03, 2022 to February 09, 2022]

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



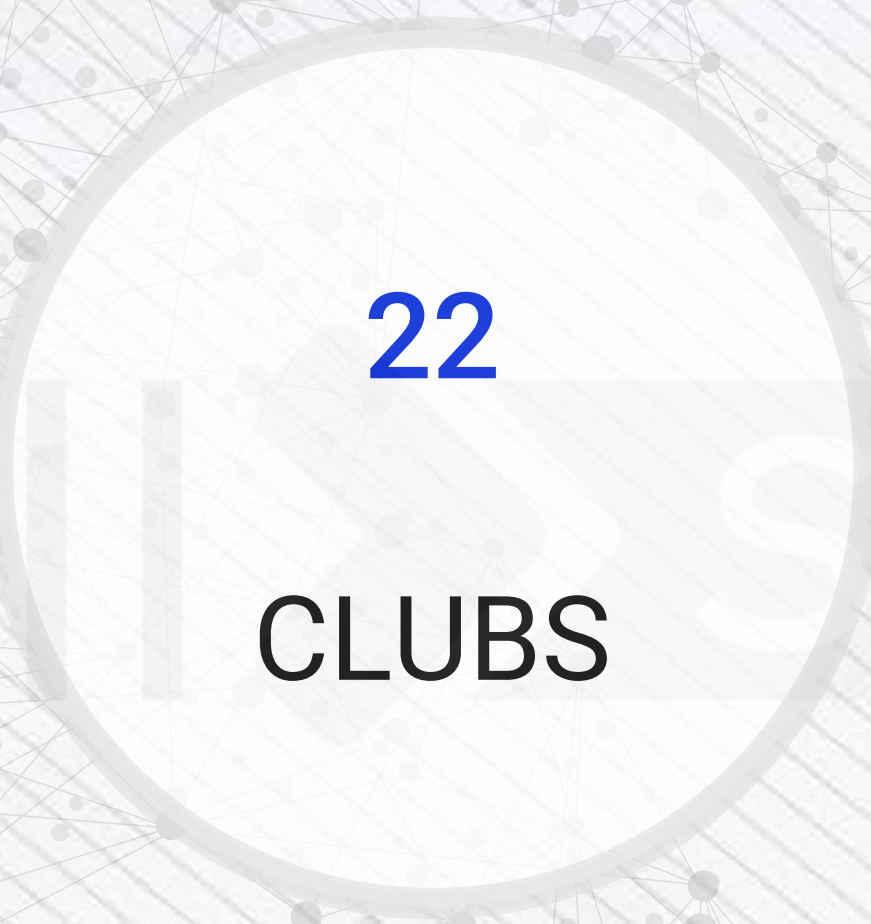
\*[from January 03, 2022 to February 09, 2022]

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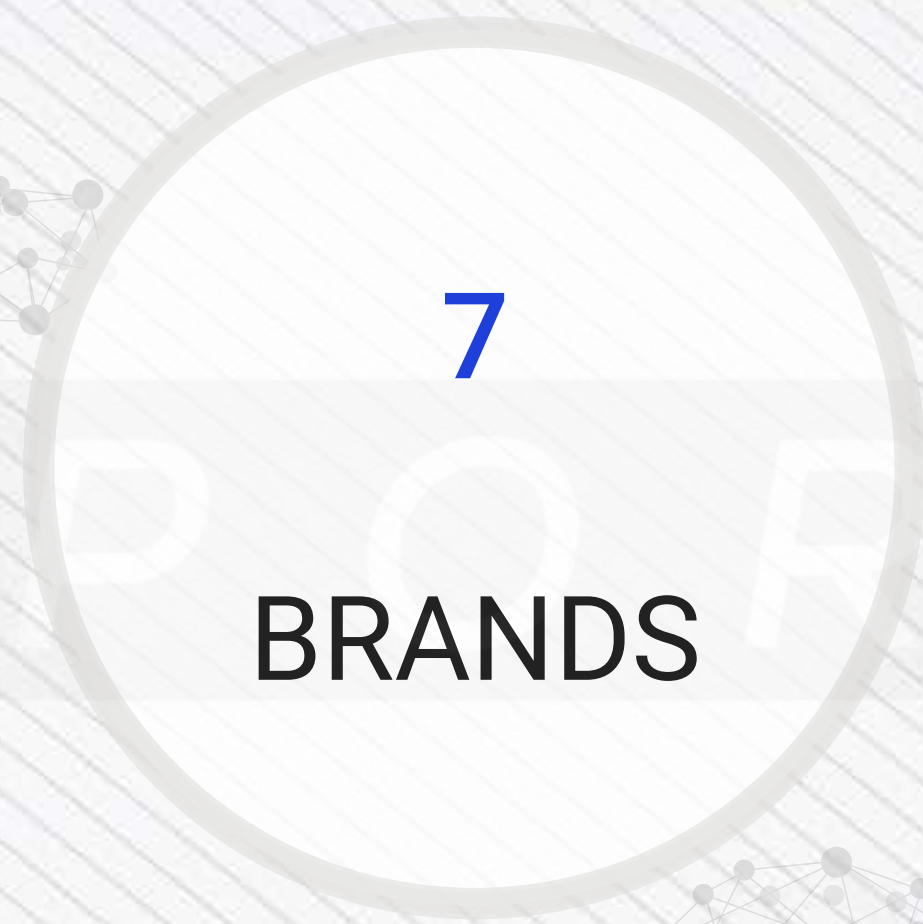
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



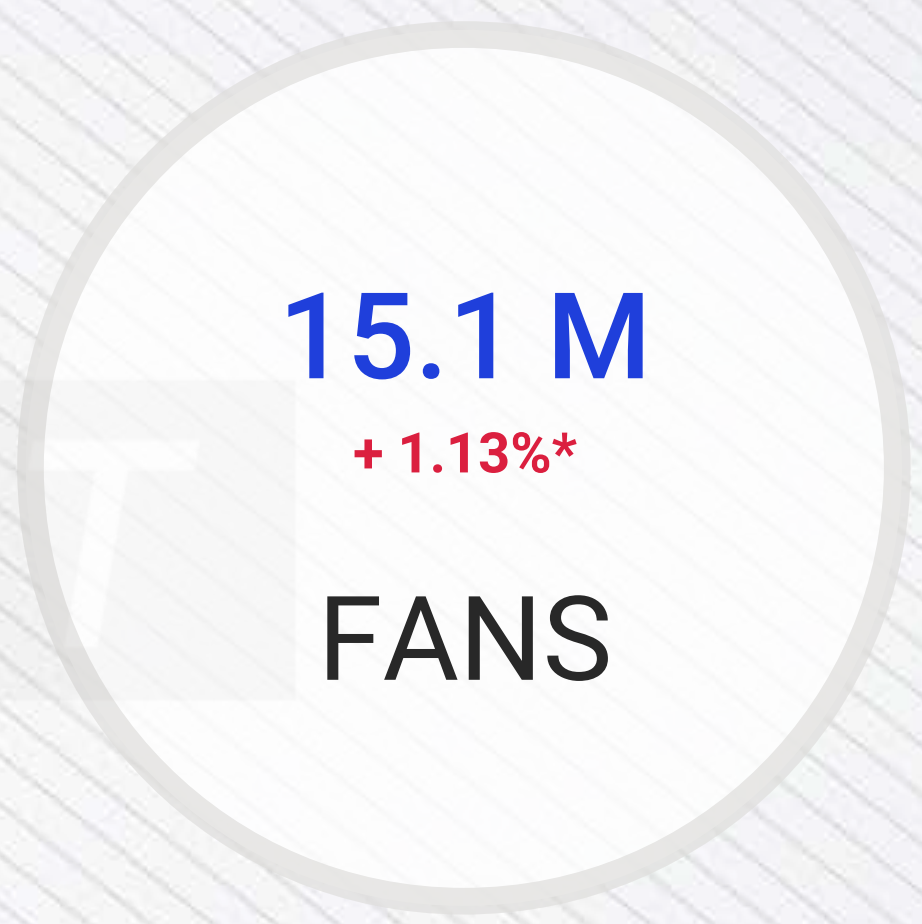
# SPAIN Snapshot / Second Division



Total LaLiga 2 football clubs analysed.



Total LaLiga 2 Sport Brands on jerseys analysed.



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

\*[from January 03, 2022 to February 09, 2022]







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



\*[from January 03, 2022 to February 09, 2022]

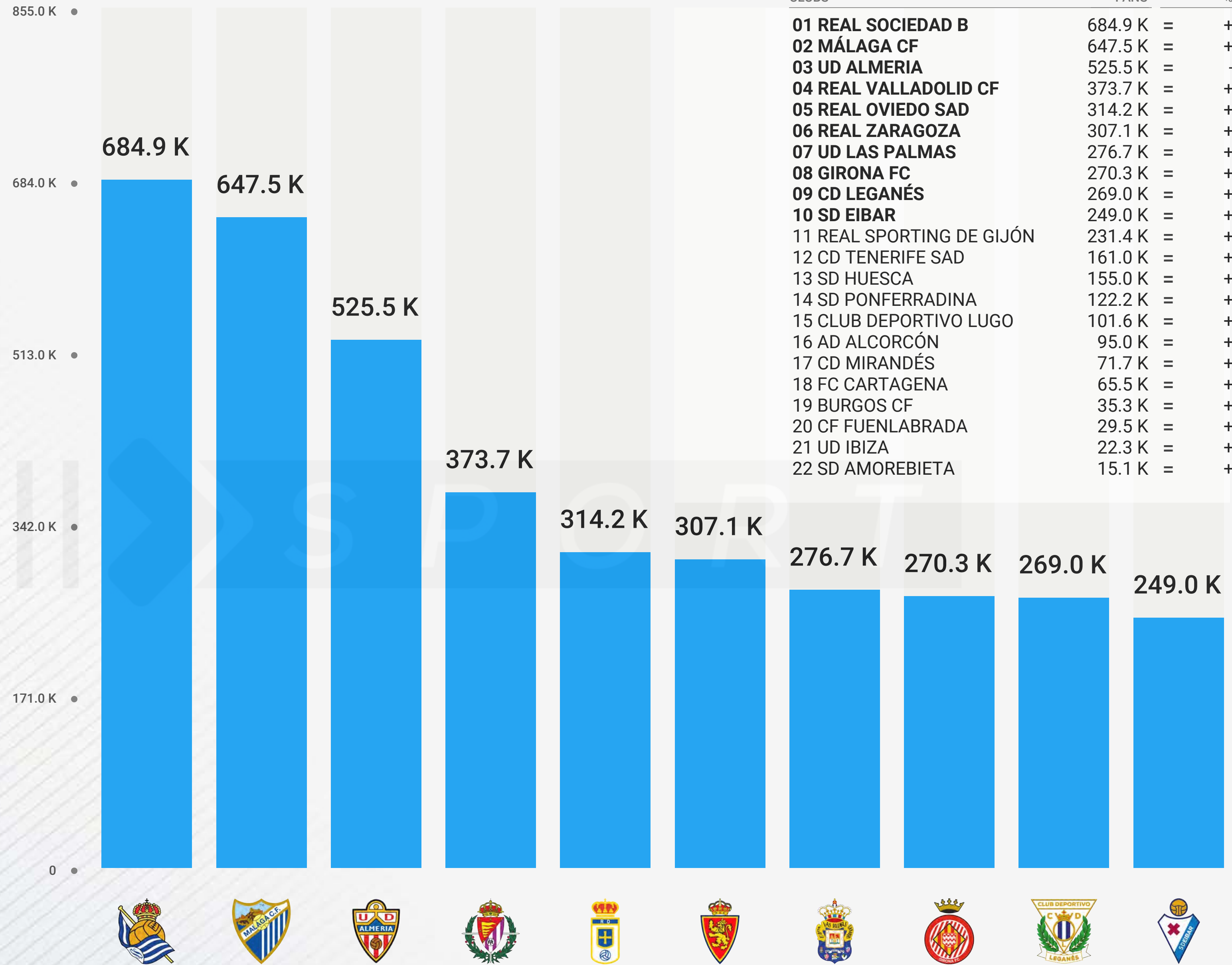
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FB data refers to Likes, not Followers.



  
 TOTAL FANBASE  
**5.0 M**  


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



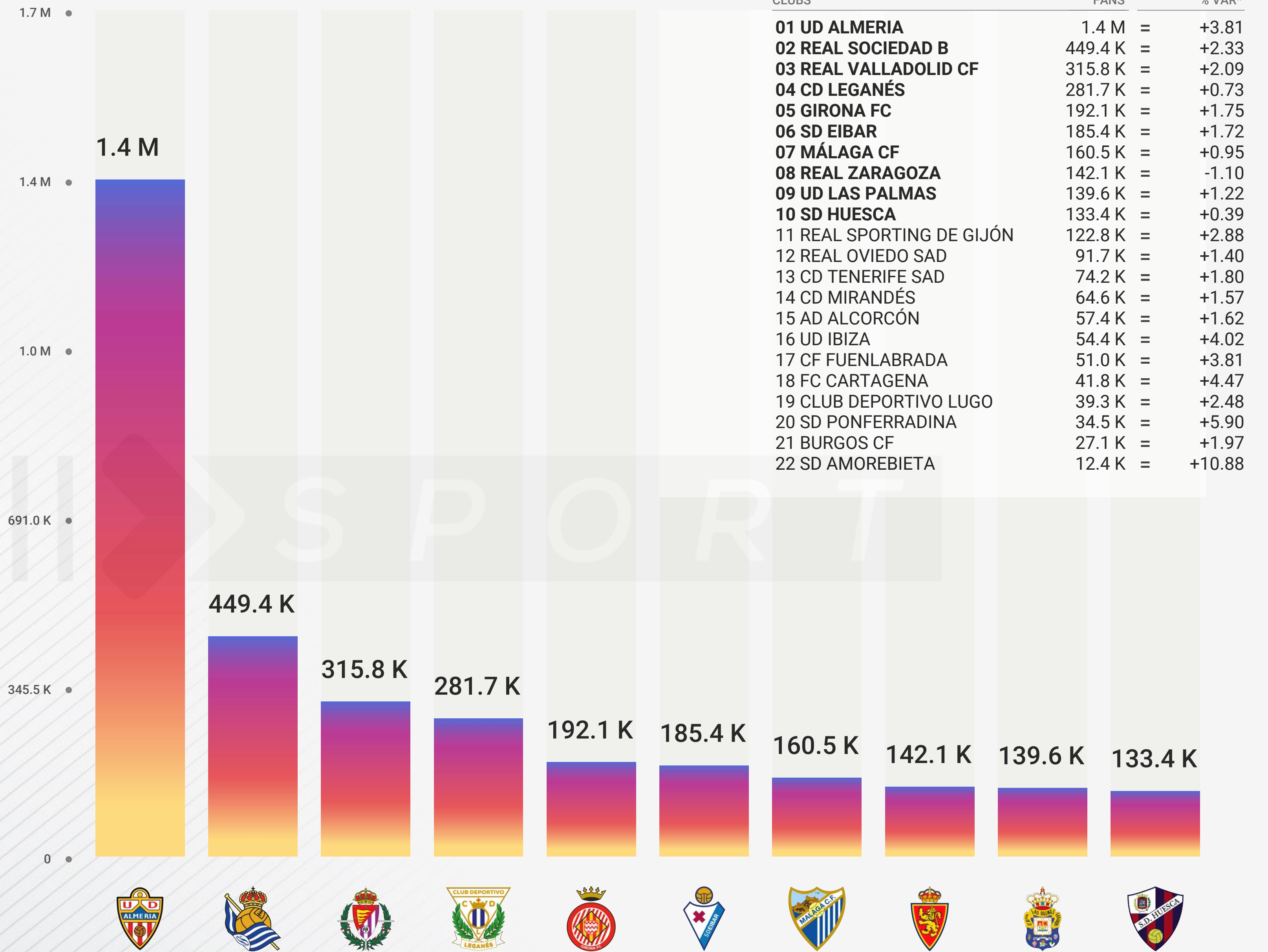
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 TOTAL FANBASE  
**4.1 M**  


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



\*[from January 03, 2022 to February 09, 2022]

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 TOTAL FANBASE  
**565 K**  


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



CLUBS	FANS	% VAR*
01 UD ALMERIA	255.0 K =	-0.39
02 REAL SOCIEDAD B	76.1 K =	+2.01
03 MÁLAGA CF	50.2 K =	+0.60
04 REAL VALLADOLID CF	31.8 K =	+23.26
05 REAL ZARAGOZA	23.5 K =	+0.43
06 REAL OVIEDO SAD	18.4 K =	+1.10
07 REAL SPORTING DE GIJÓN	18.1 K =	+4.02
08 CD LEGANÉS	13.4 K =	+0.75
09 UD LAS PALMAS	12.1 K =	+1.68
10 GIRONA FC	9.7 K =	+1.15
11 SD HUESCA	9.2 K =	-0.32
12 UD IBIZA	8.2 K =	+1.11
13 CD TENERIFE SAD	7.8 K =	+3.70
14 SD EIBAR	7.3 K =	+0.82
15 FC CARTAGENA	5.9 K =	+3.53
16 CLUB DEPORTIVO LUGO	5.2 K =	+2.95
17 CF FUENLABRADA	3.2 K =	+1.60
18 AD ALCORCÓN	2.9 K =	+1.38
19 BURGOS CF	2.3 K =	+3.62
20 SD PONFERRADINA	2.3 K =	+4.57
21 CD MIRANDÉS	1.8 K =	+2.25
22 SD AMOREBIETA	441 =	+8.35

\*[from January 03, 2022 to February 09, 2022]

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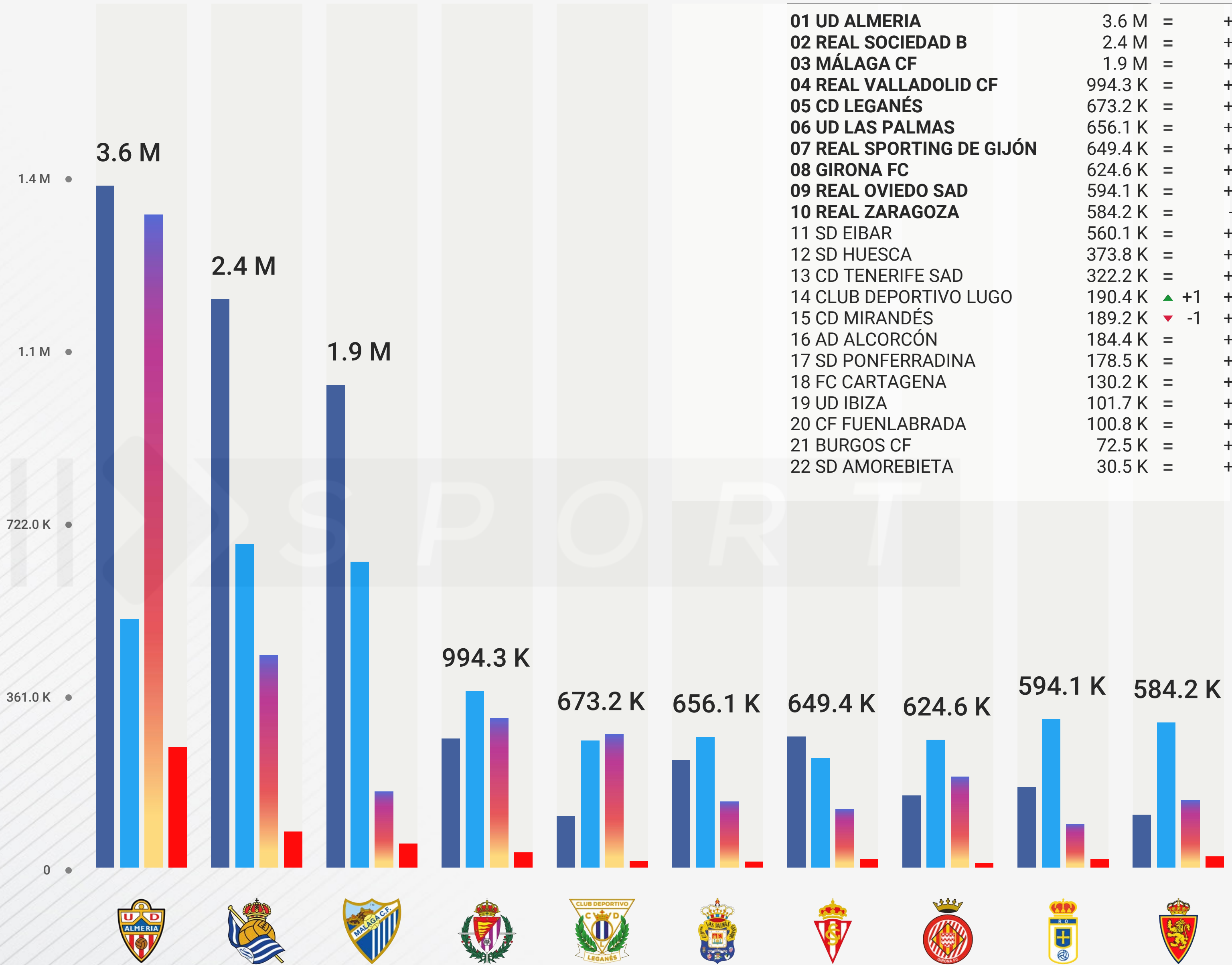



TOTAL FANBASE

# 15.1 M


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



\*[from January 03, 2022 to February 09, 2022]

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 **SPAIN Brands**

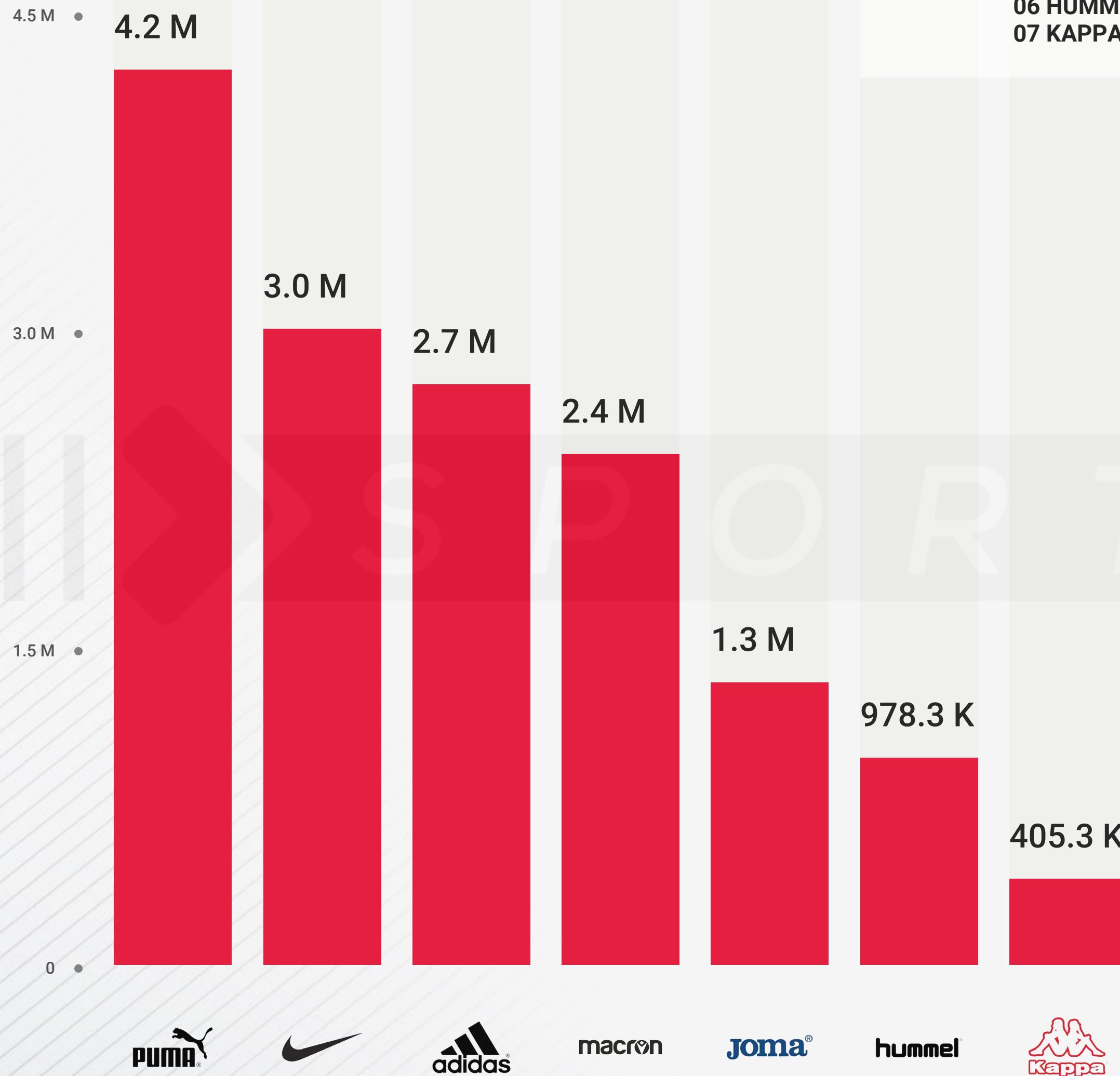


TOTAL FANBASE

**15.1 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.



CLUBS	FANS	% VAR*
01 PUMA	4.2 M =	+2.26
02 NIKE	3.0 M =	+0.36
03 ADIDAS	2.7 M =	+0.99
04 MACRON	2.4 M =	+0.64
05 JOMA	1.3 M =	+0.70
06 HUMMEL	978.3 K =	+0.61
07 KAPPA	405.3 K =	+1.75

\*[from January 03, 2022 to February 09, 2022]

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



\*[from January 03, 2022 to February 09, 2022]

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



\*[from January 03, 2022 to February 09, 2022]

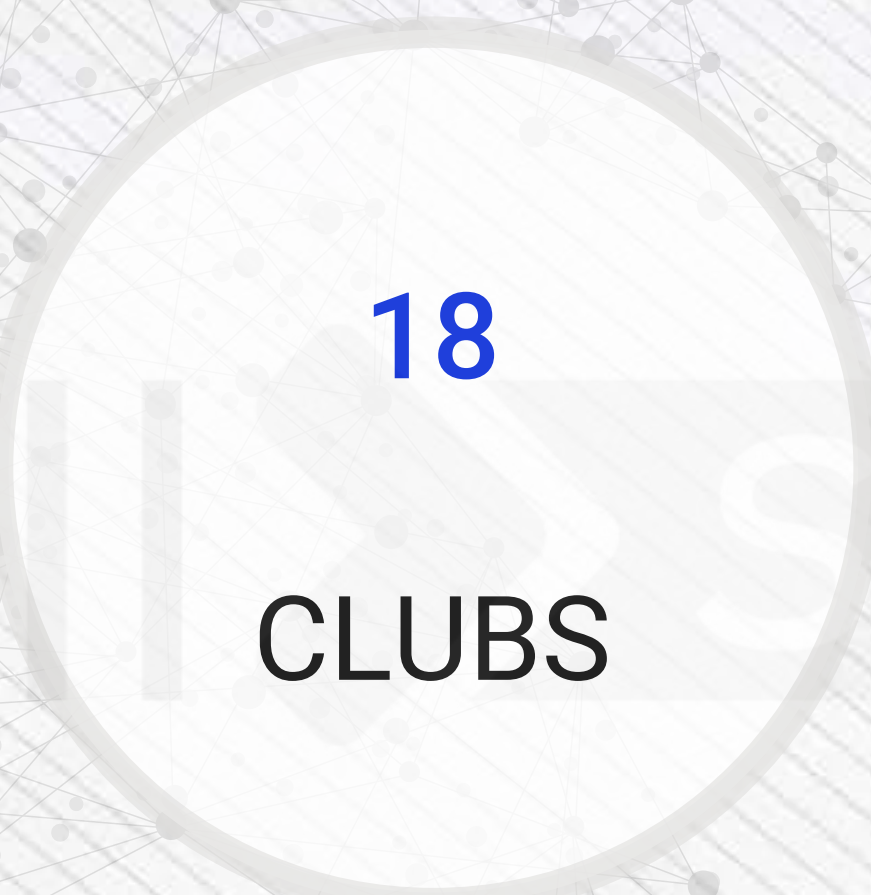
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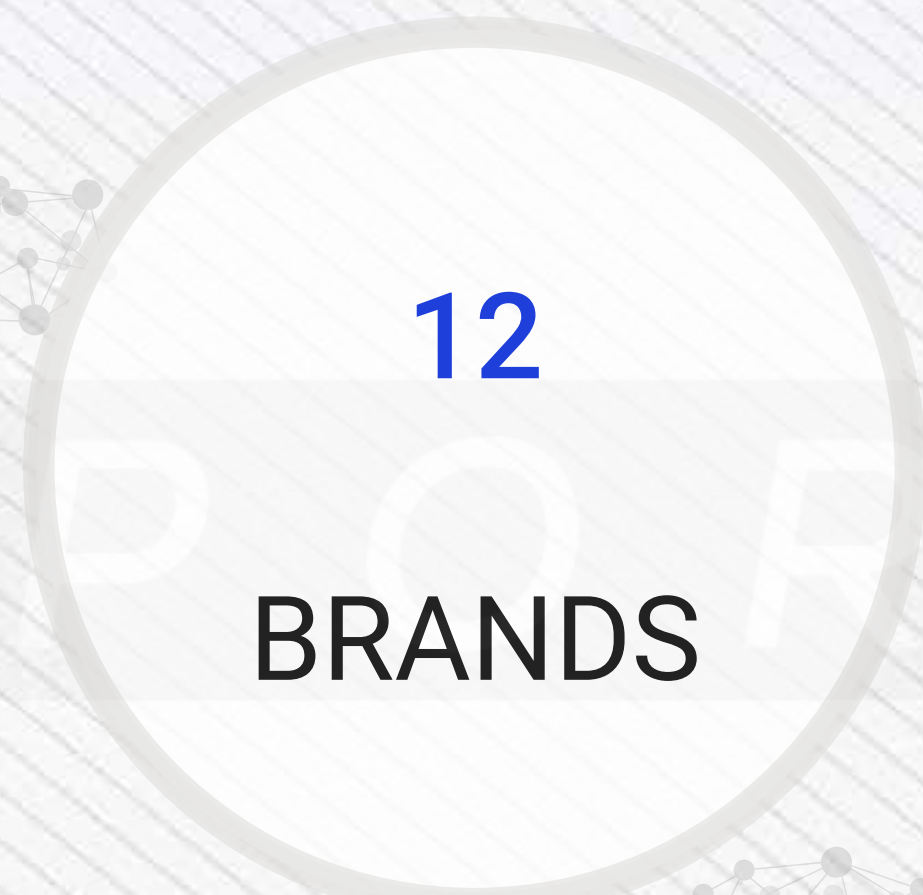




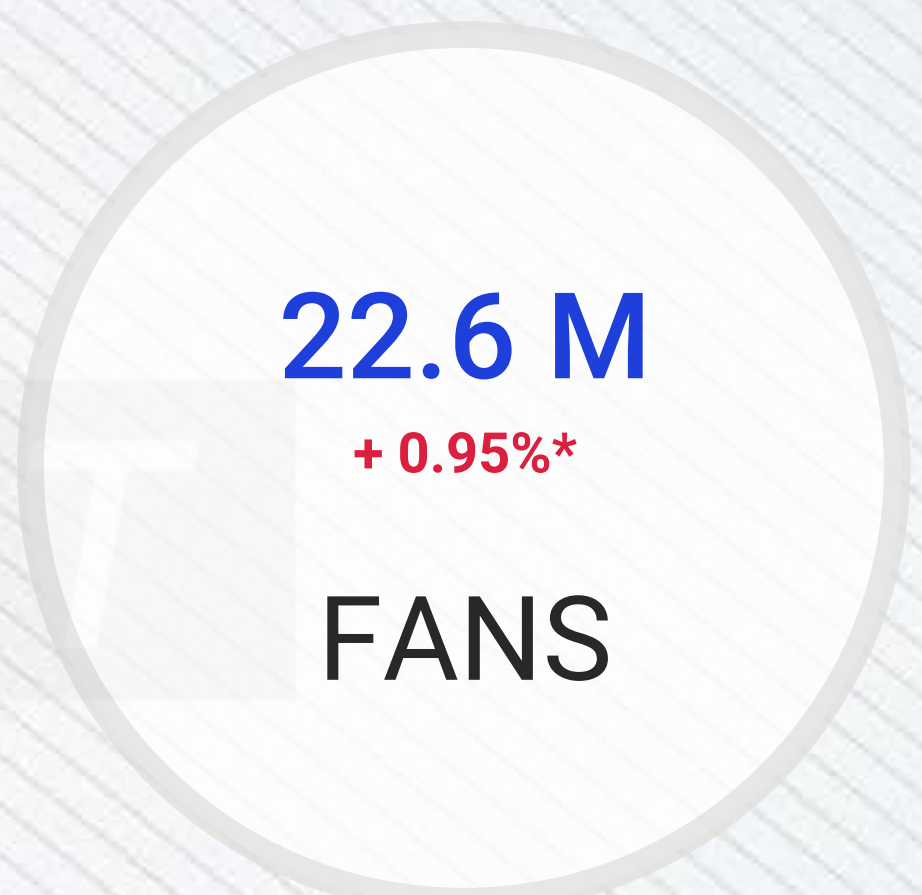
# PORTUGAL Snapshot / First Division



Total Primeira Liga football clubs analysed.



Total Primeira Liga Sport Brands on jerseys analysed.

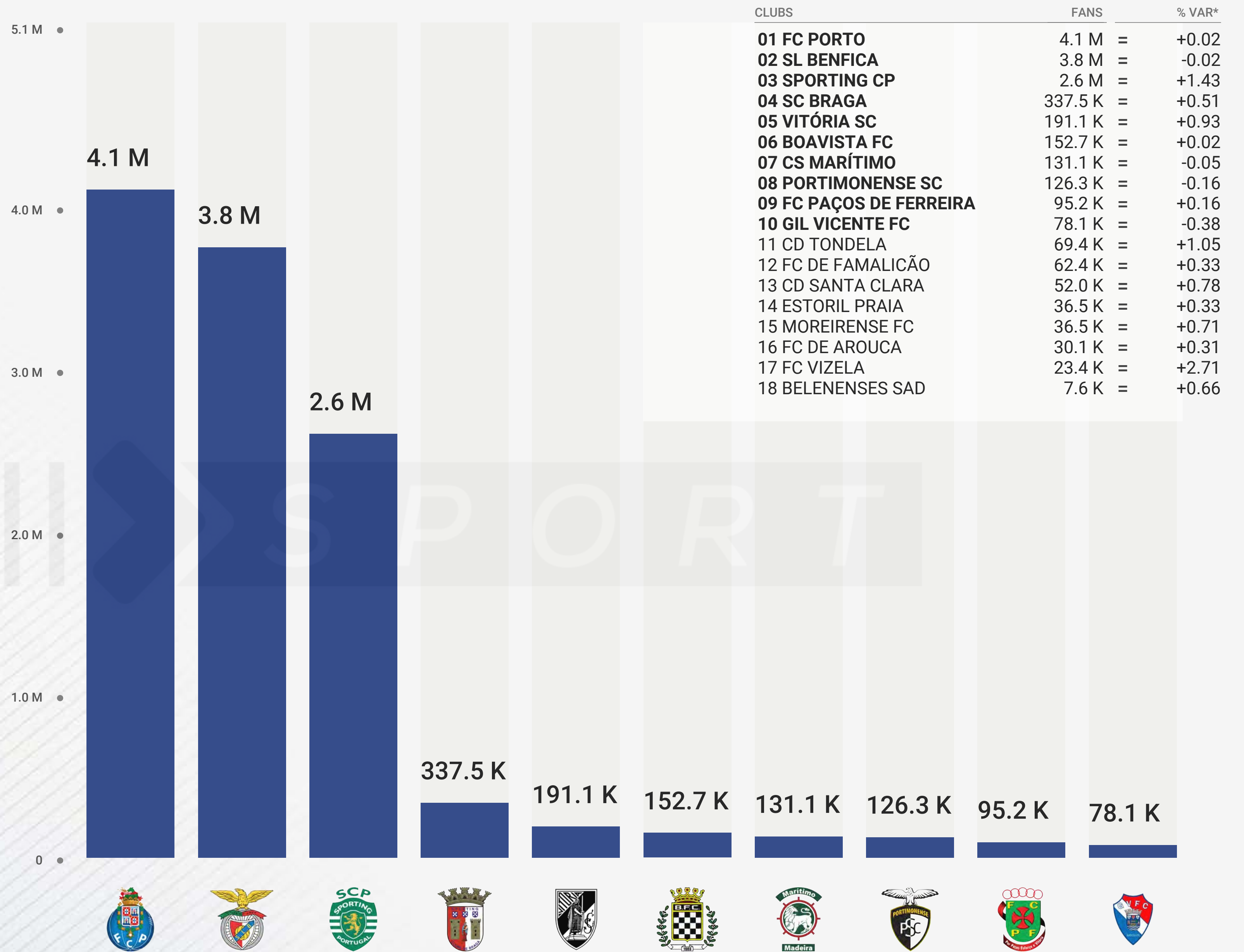


Total Facebook, Twitter, Instagram, YouTube Fans of the Primeira Liga football clubs analysed.

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**11.9 M**  
LIGA PORTUGAL

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



\*[from January 03, 2022 to February 09, 2022]

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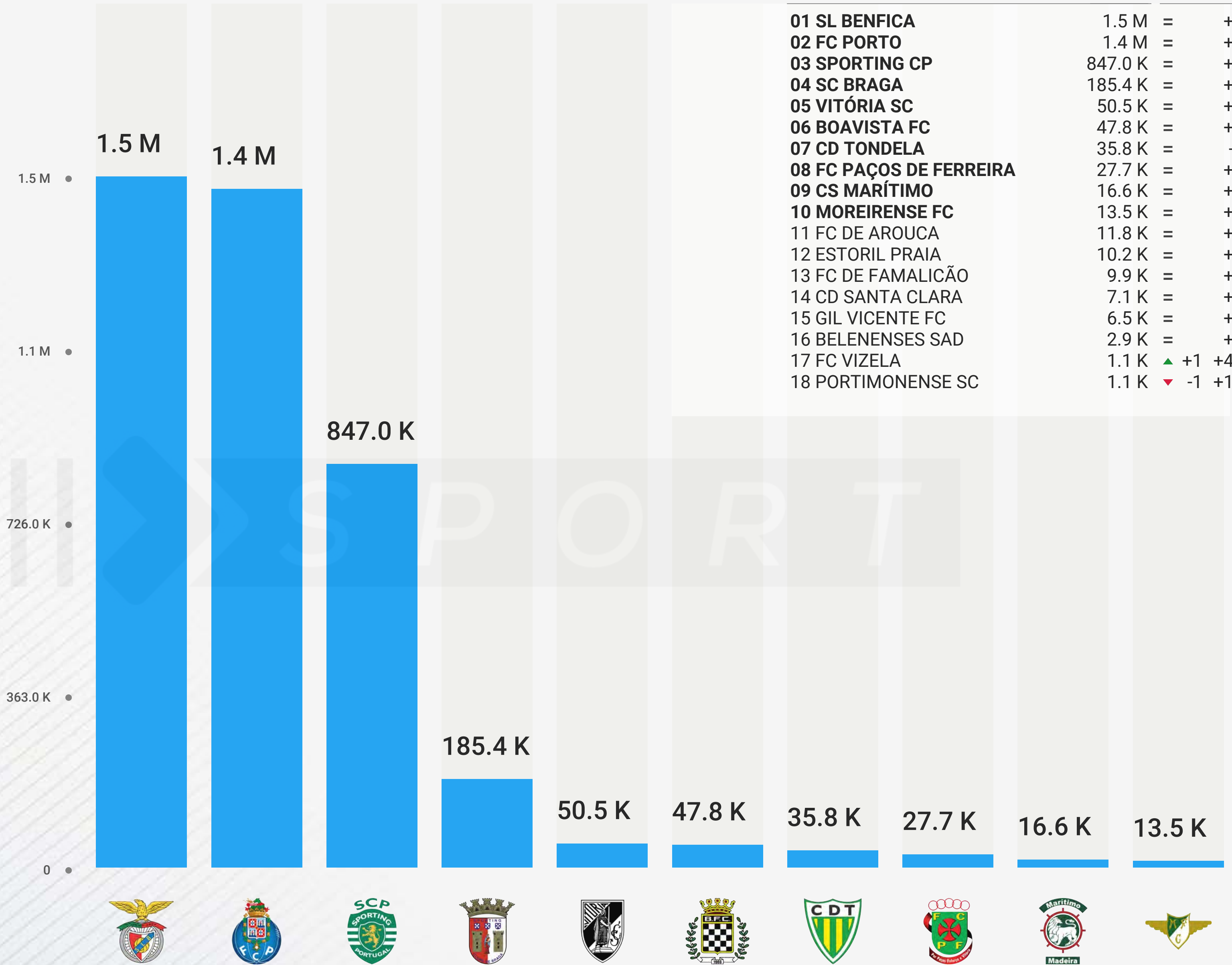
FB data refers to Likes, not Followers.



TOTAL FANBASE  
**4.2 M**

LIGA PORTUGAL

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



CLUBS	FANS	% VAR*
01 SL BENFICA	1.5 M =	+1.68
02 FC PORTO	1.4 M =	+1.14
03 SPORTING CP	847.0 K =	+1.58
04 SC BRAGA	185.4 K =	+0.82
05 VITÓRIA SC	50.5 K =	+1.00
06 BOAVISTA FC	47.8 K =	+0.63
07 CD TONDELA	35.8 K =	-1.38
08 FC PAÇOS DE FERREIRA	27.7 K =	+1.47
09 CS MARÍTIMO	16.6 K =	+1.22
10 MOREIRENSE FC	13.5 K =	+1.50
11 FC DE AROUCA	11.8 K =	+0.85
12 ESTORIL PRAIA	10.2 K =	+2.00
13 FC DE FAMILICÃO	9.9 K =	+1.65
14 CD SANTA CLARA	7.1 K =	+8.04
15 GIL VICENTE FC	6.5 K =	+4.37
16 BELENENSES SAD	2.9 K =	+3.15
17 FC VIZELA	1.1 K ▲ +1	+48.49
18 PORTIMONENSE SC	1.1 K ▼ -1	+15.43

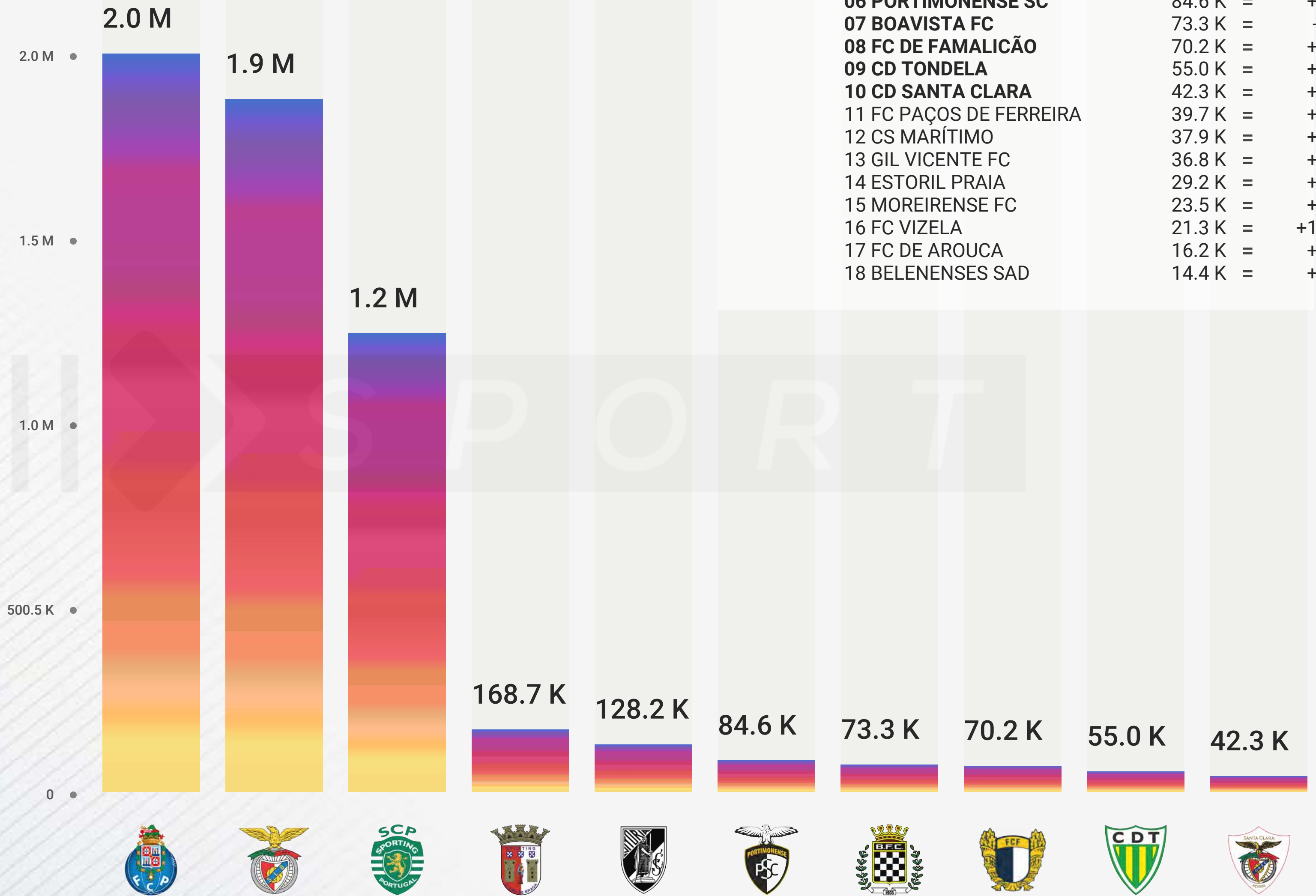
\*[from January 03, 2022 to February 09, 2022]



 **PORTUGAL Instagram**

  
 TOTAL FANBASE  
**6.0 M**  


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



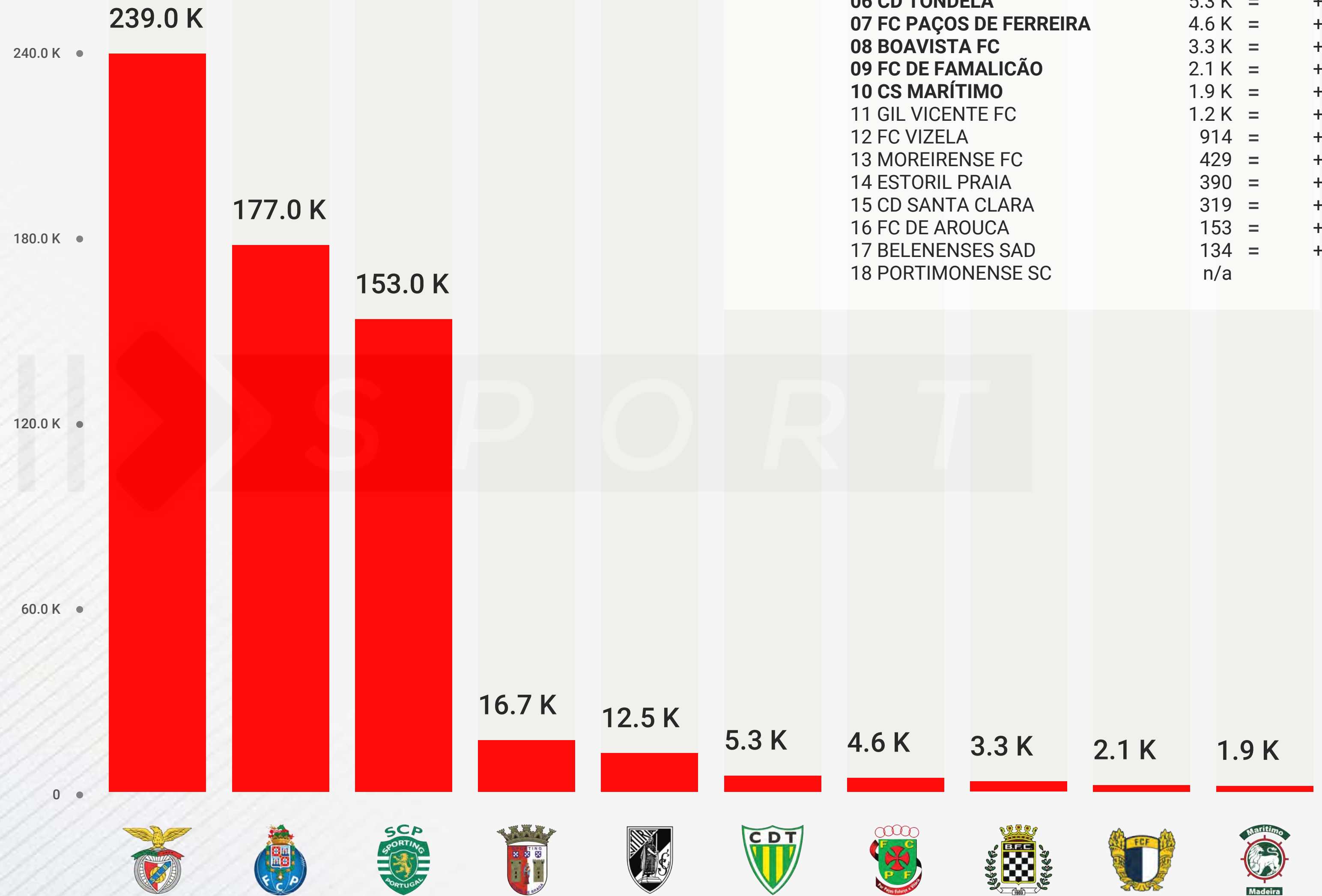
CLUBS	FANS	% VAR*
01 FC PORTO	2.0 M =	+1.78
02 SL BENFICA	1.9 M =	+1.07
03 SPORTING CP	1.2 M =	+2.62
04 SC BRAGA	168.7 K =	+2.45
05 VITÓRIA SC	128.2 K =	+1.63
06 PORTIMONENSE SC	84.6 K =	+0.51
07 BOAVISTA FC	73.3 K =	-0.12
08 FC DE FAMALICÃO	70.2 K =	+1.03
09 CD TONDELA	55.0 K =	+1.09
10 CD SANTA CLARA	42.3 K =	+4.44
11 FC PAÇOS DE FERREIRA	39.7 K =	+2.73
12 CS MARÍTIMO	37.9 K =	+1.40
13 GIL VICENTE FC	36.8 K =	+2.56
14 ESTORIL PRAIA	29.2 K =	+4.34
15 MOREIRENSE FC	23.5 K =	+4.11
16 FC VIZELA	21.3 K =	+10.74
17 FC DE AROUCA	16.2 K =	+4.03
18 BELENENSES SAD	14.4 K =	+1.96

\*[from January 03, 2022 to February 09, 2022]



  
 TOTAL FANBASE  
**619 K**  


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



\*[from January 03, 2022 to February 09, 2022]

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



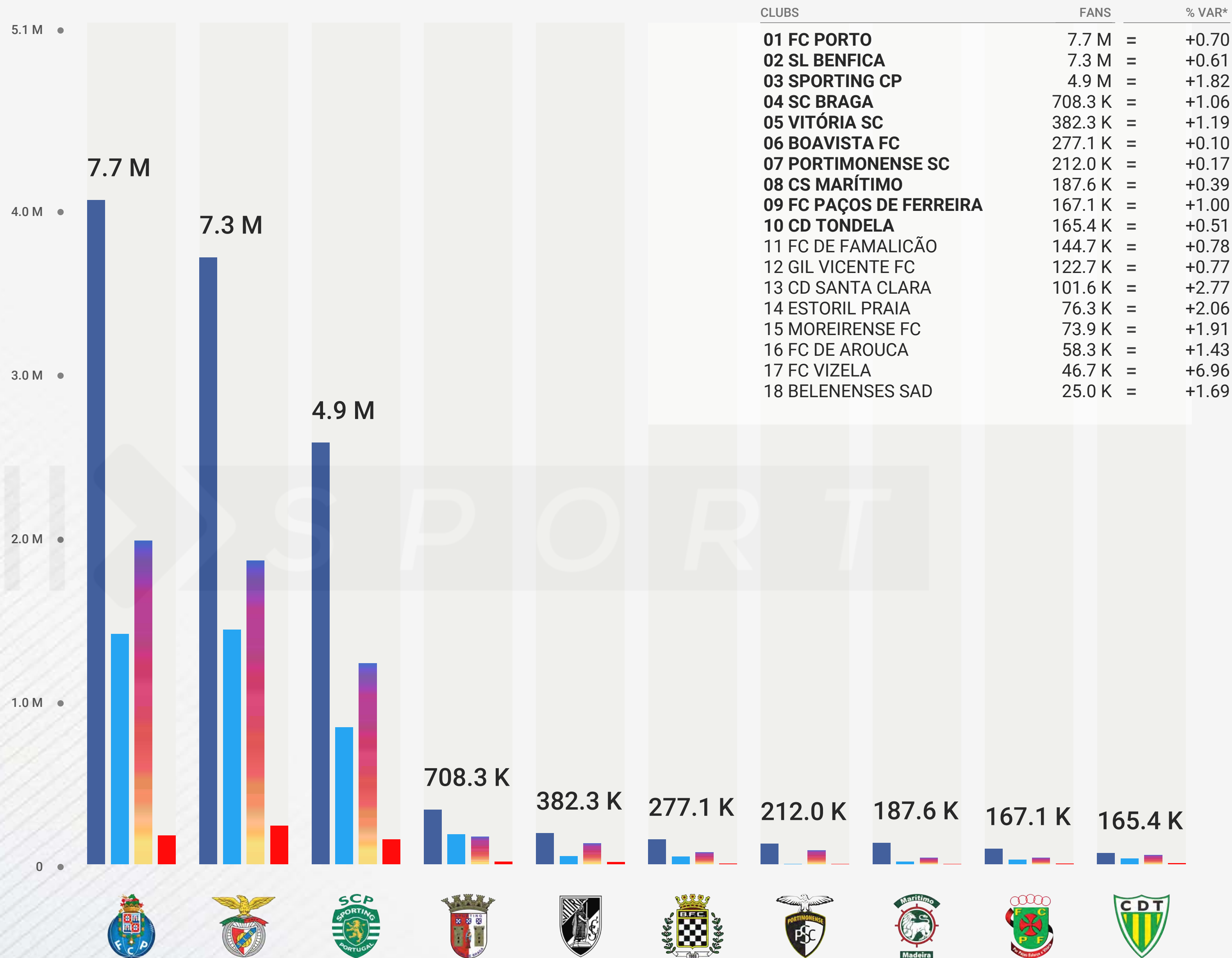





TOTAL FANBASE  
**22.6 M**

LIGA PORTUGAL

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



\*[from January 03, 2022 to February 09, 2022]

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 **PORTUGAL Brands**






TOTAL FANBASE  
**22.6 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 January 03, 2022 to February 09, 2022]





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



\*[from January 03, 2022 to February 09, 2022]

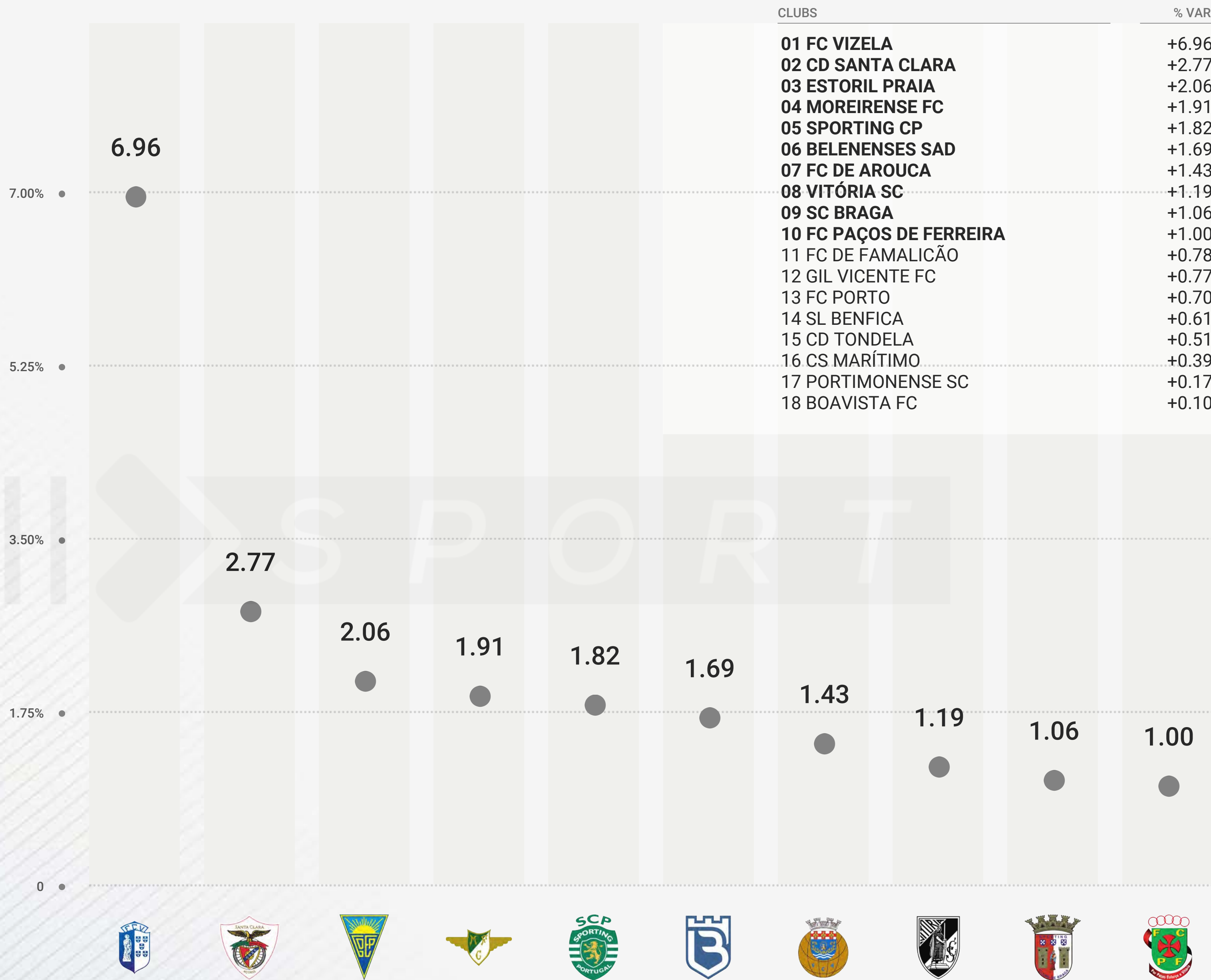




 **PORTUGAL Grown Up**



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



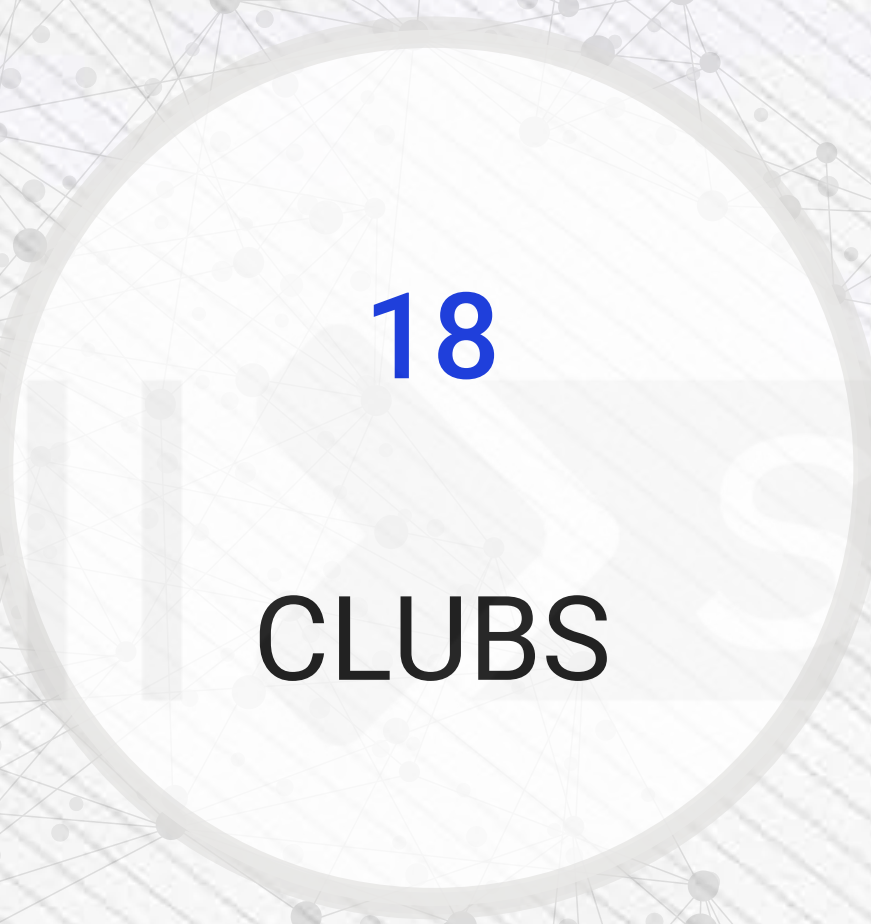
\*[from January 03, 2022 to February 09, 2022]

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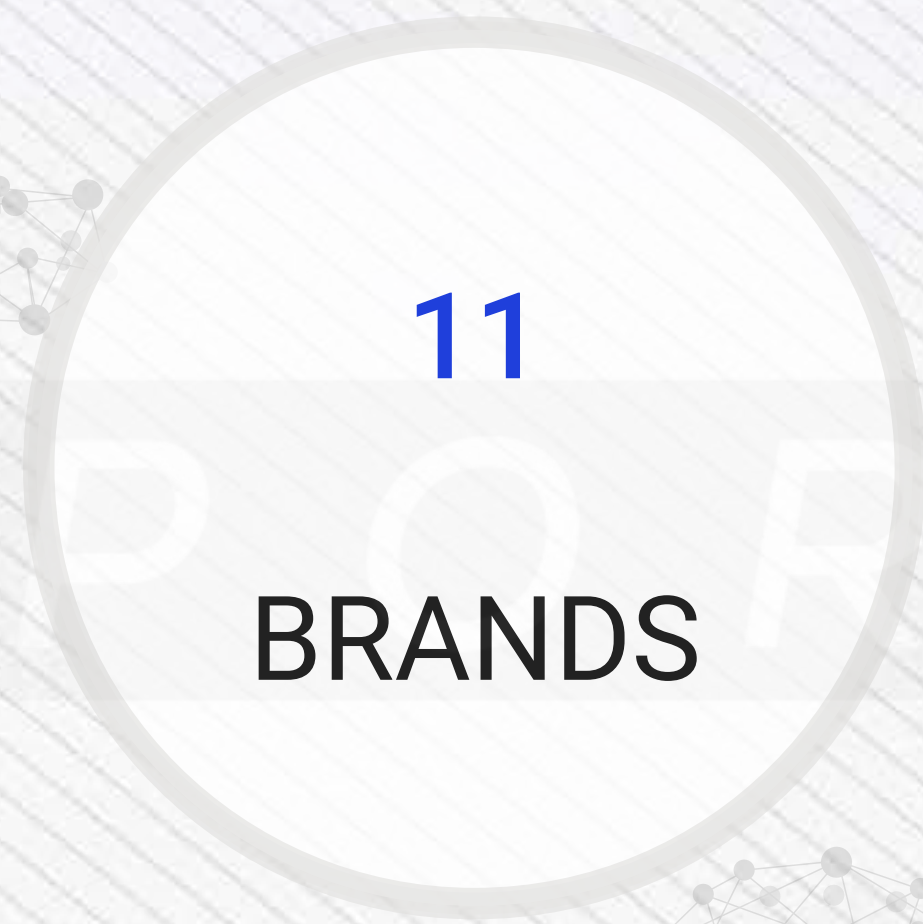
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



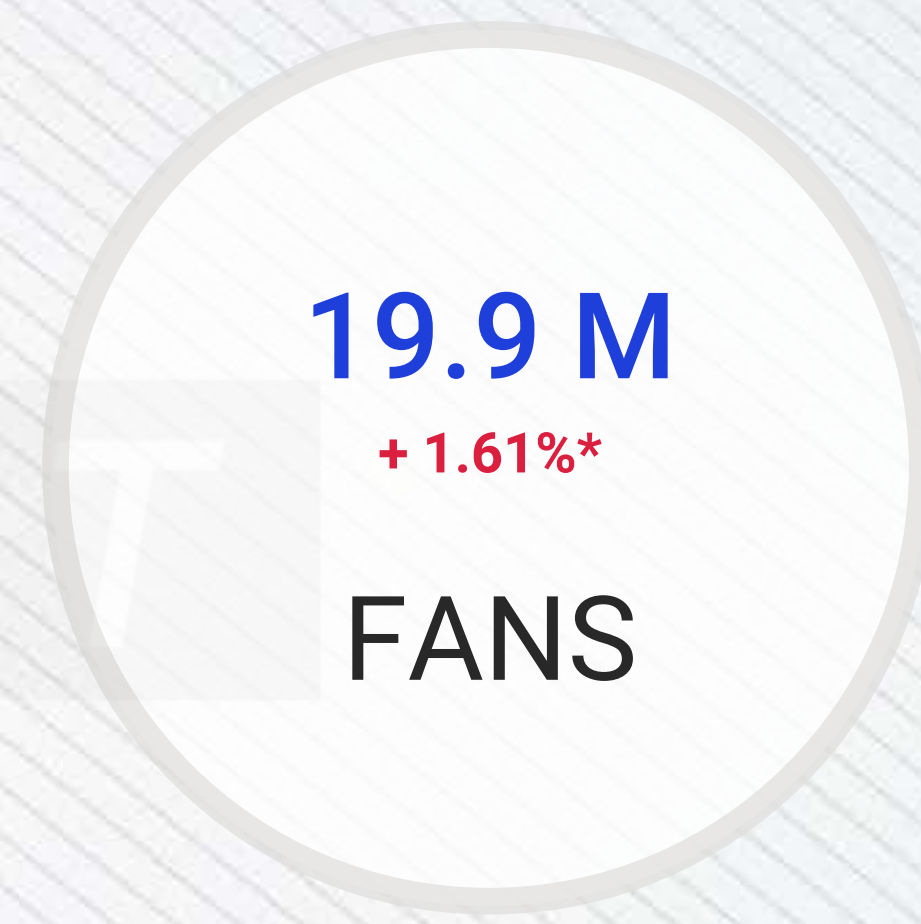
# NETHERLANDS Snapshot / Second Division



Total Eredivisie football clubs analysed.



Total Eredivisie Sport Brands on jerseys analysed.



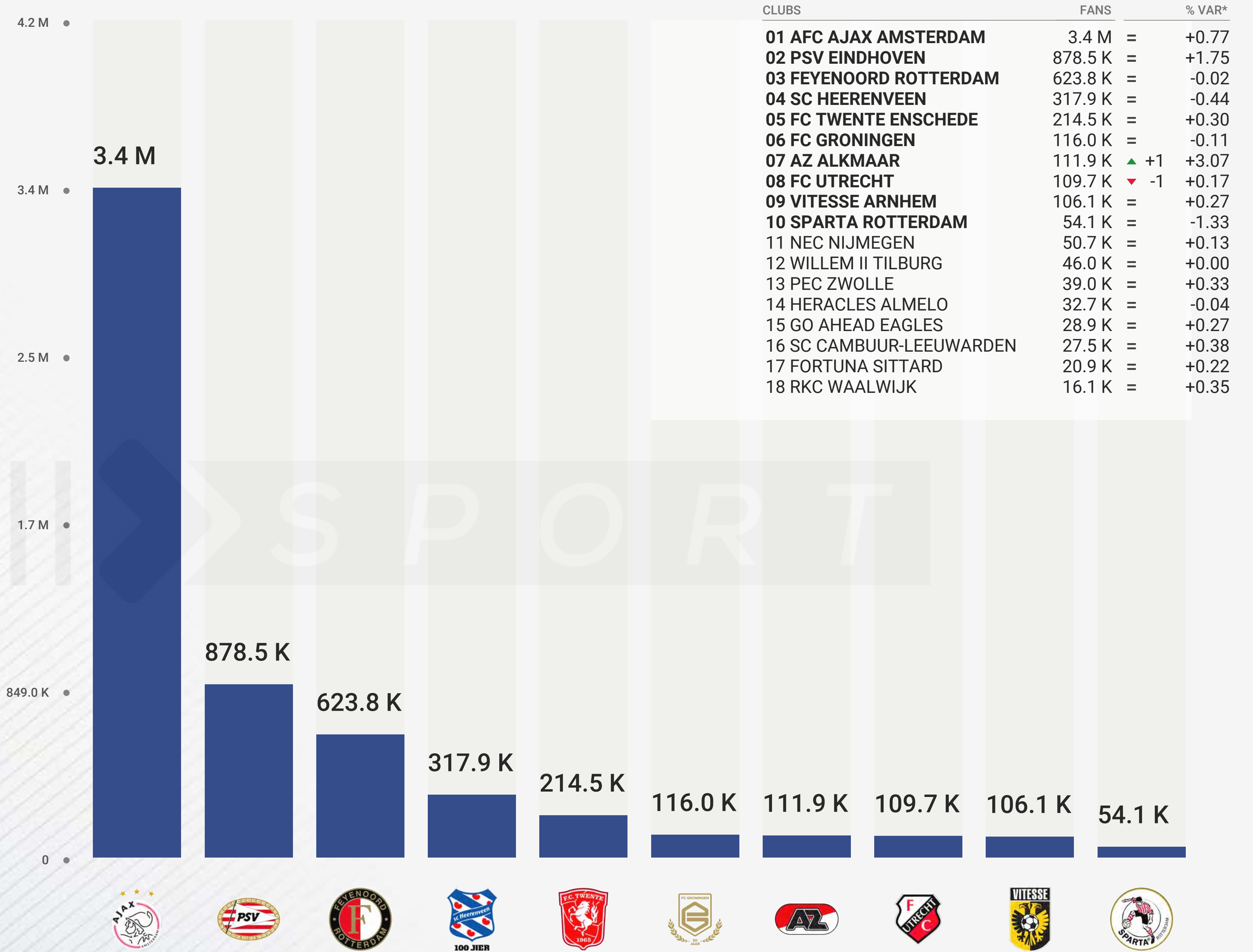
Total Facebook, Twitter, Instagram, YouTube Fans of the Eredivisie football clubs analysed.

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**6.2 M**



Ranking of the most followed Eredivisie football clubs on Facebook.



\*[from January 03, 2022 to February 09, 2022]

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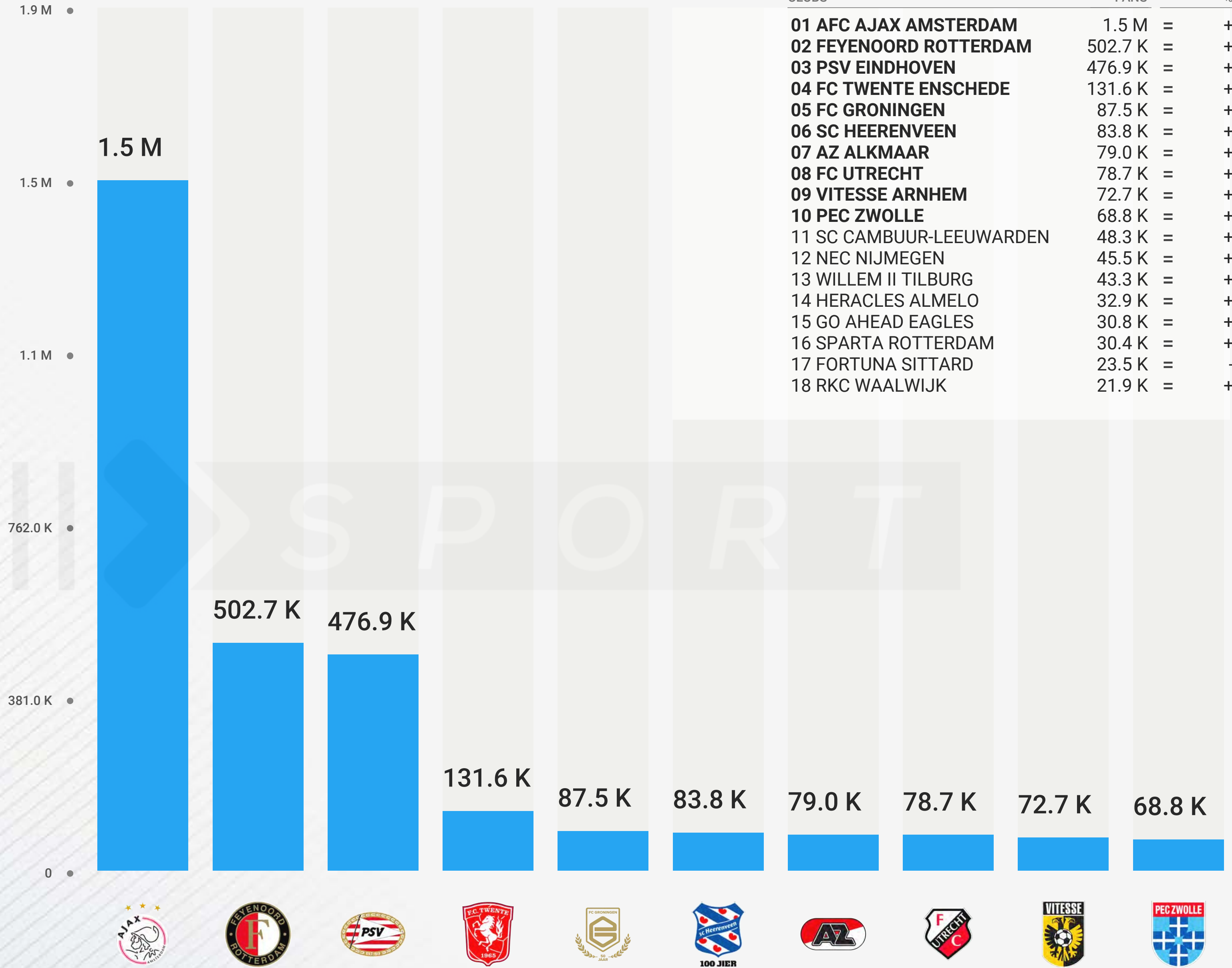
FB data refers to Likes, not Followers.



TOTAL FANBASE  
**3.4 M**



Ranking of the most followed Eredivisie football clubs on Twitter.



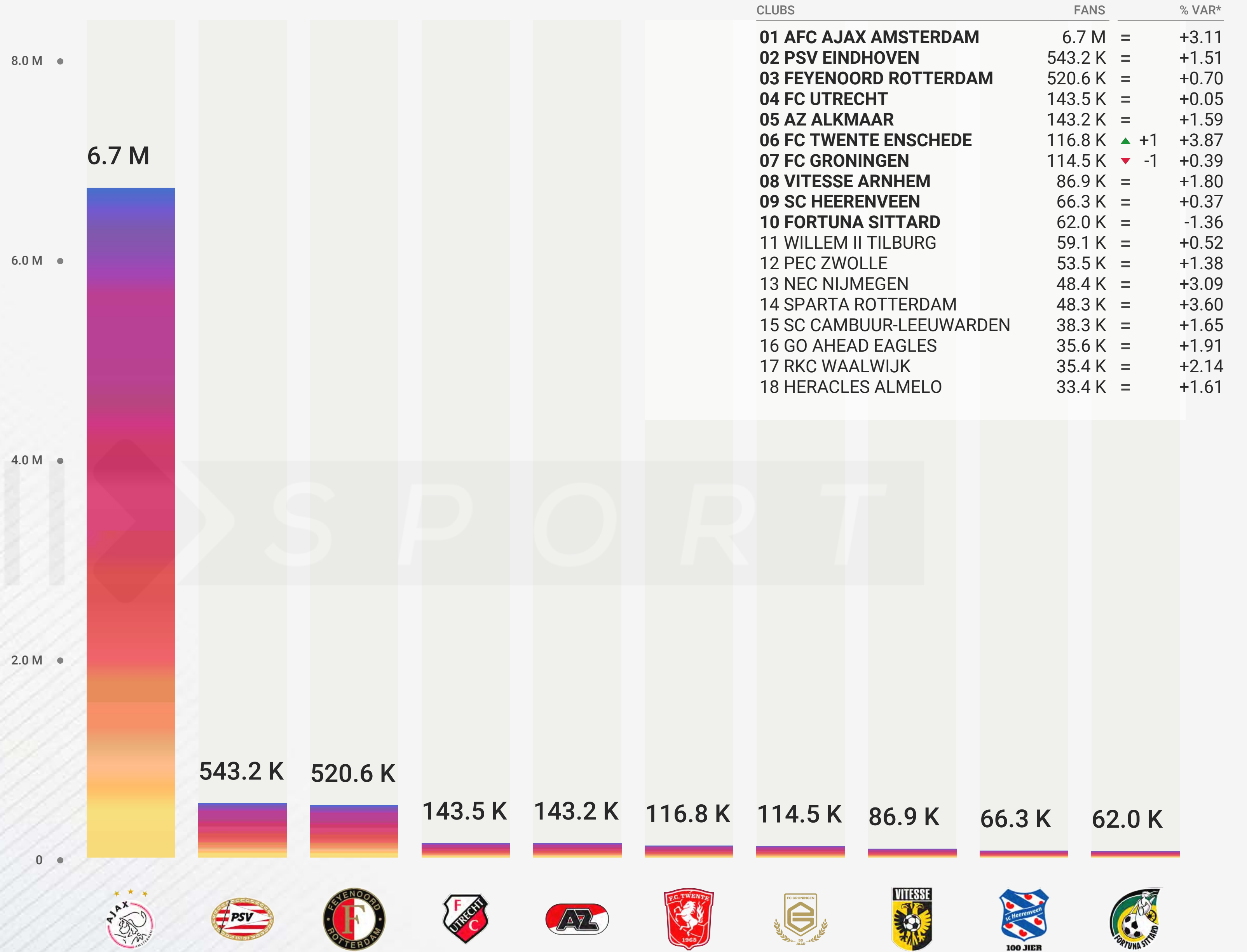
\*[from January 03, 2022 to February 09, 2022]

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 TOTAL FANBASE  
**8.9 M**  


Ranking of the most followed Eredivisie football clubs on Instagram.



\*[from January 03, 2022 to February 09, 2022]

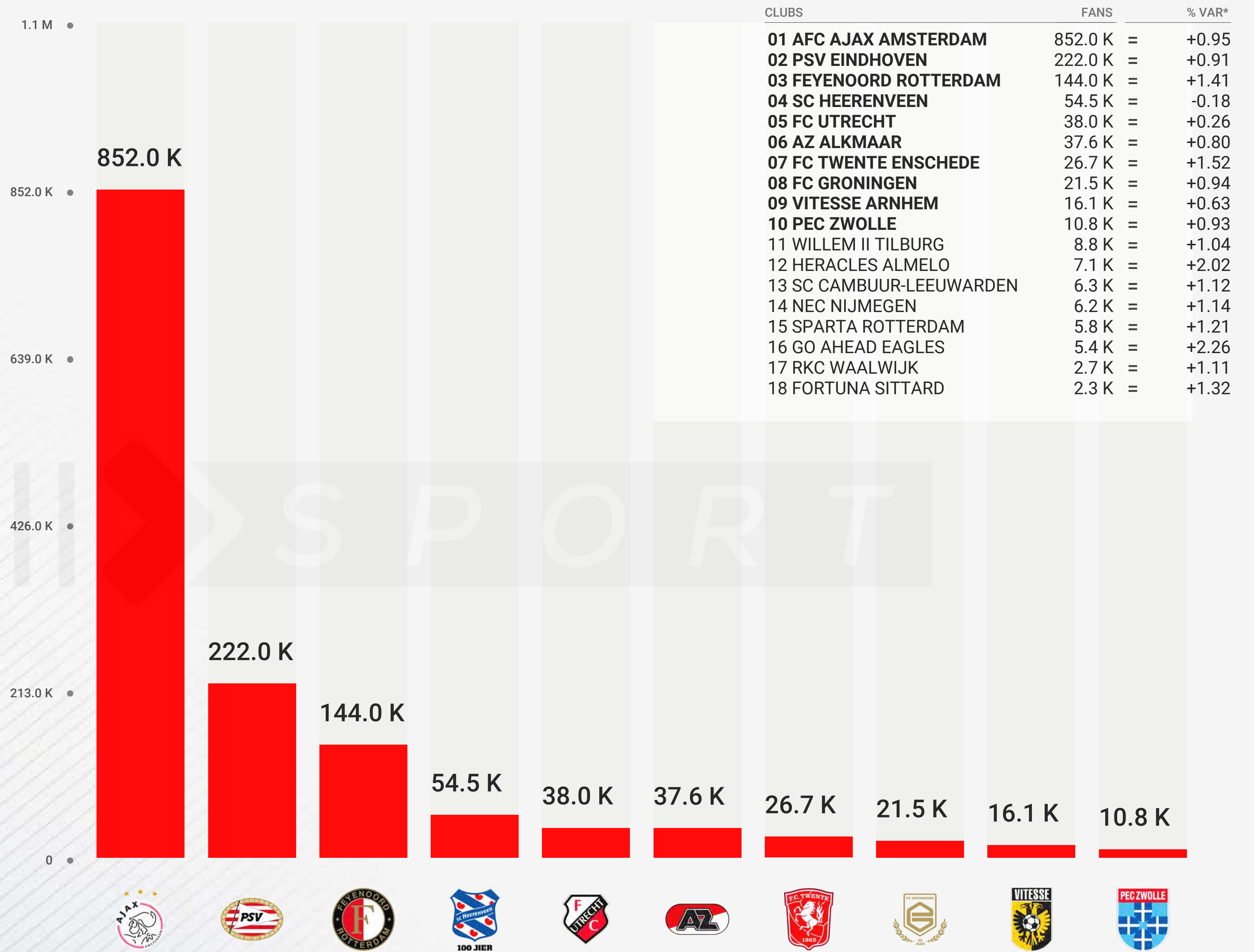
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TOTAL FANBASE  
**1.5 M**



Ranking of the most followed Eredivisie football clubs on YouTube.



\*[from January 03, 2022 to February 09, 2022]

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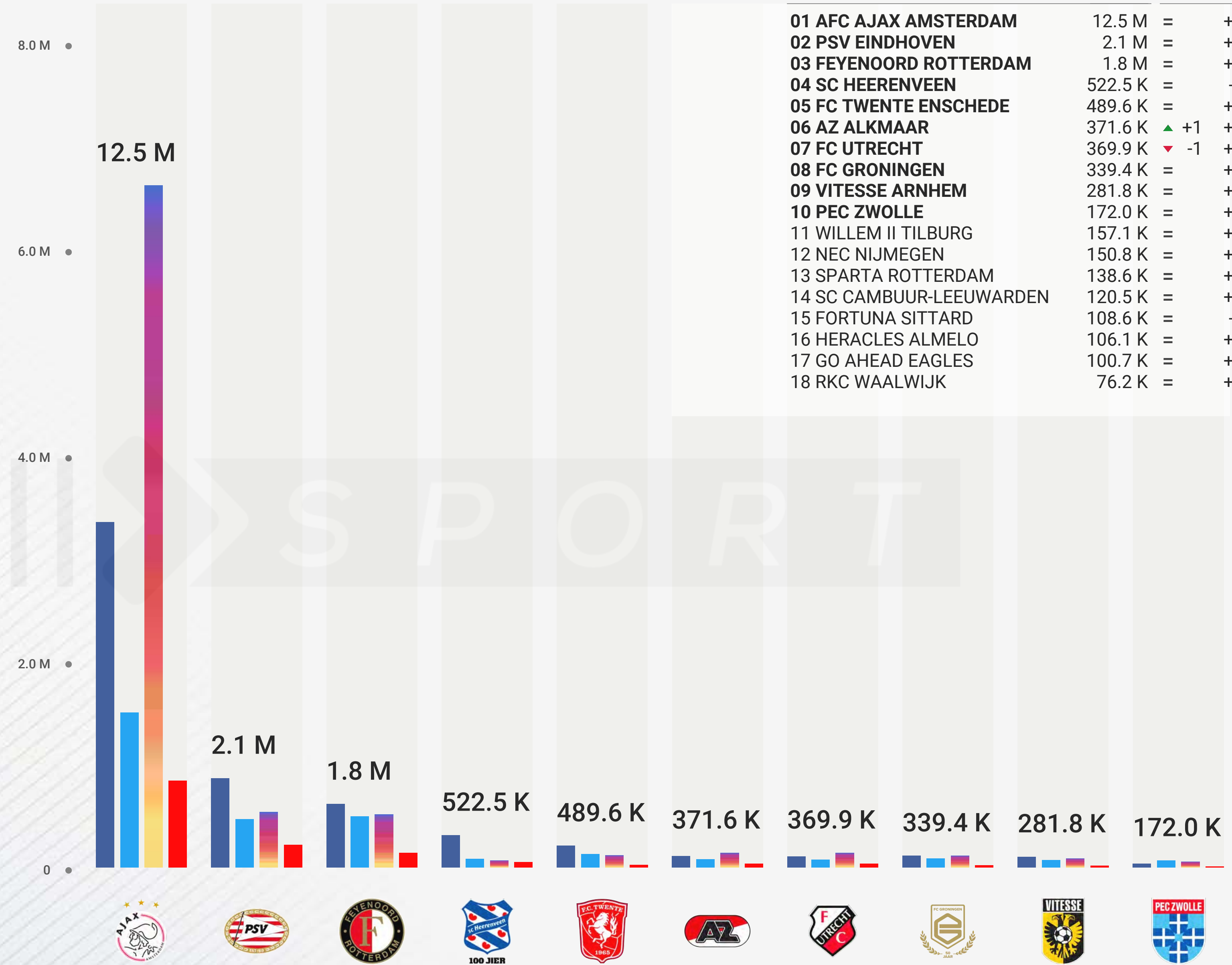





TOTAL FANBASE  
**19.9 M**



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



\*[from January 03, 2022 to February 09, 2022]

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 **NETHERLANDS Brands**

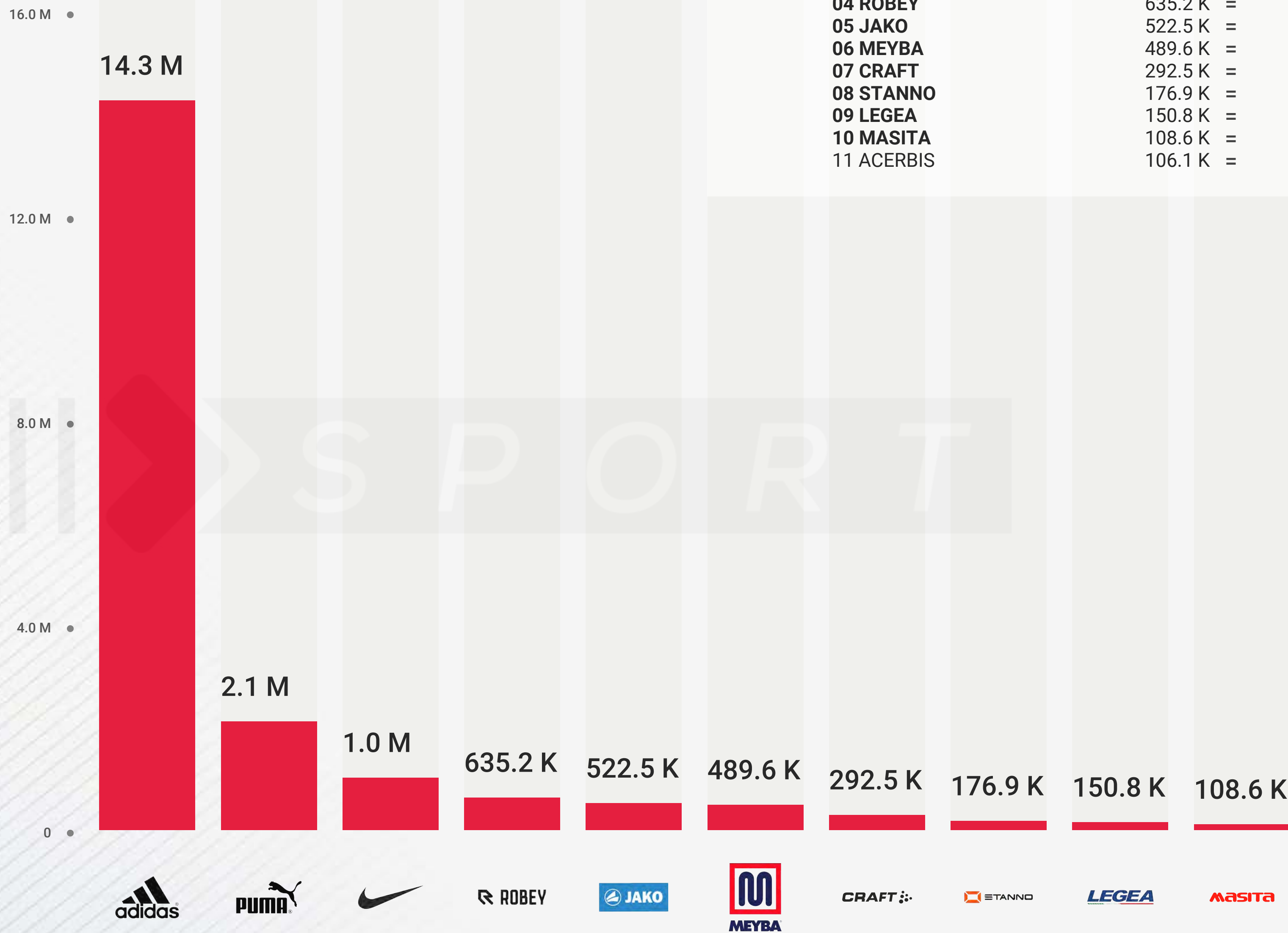


TOTAL FANBASE

**19.9 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 January 03, 2022 to February 09, 2022]

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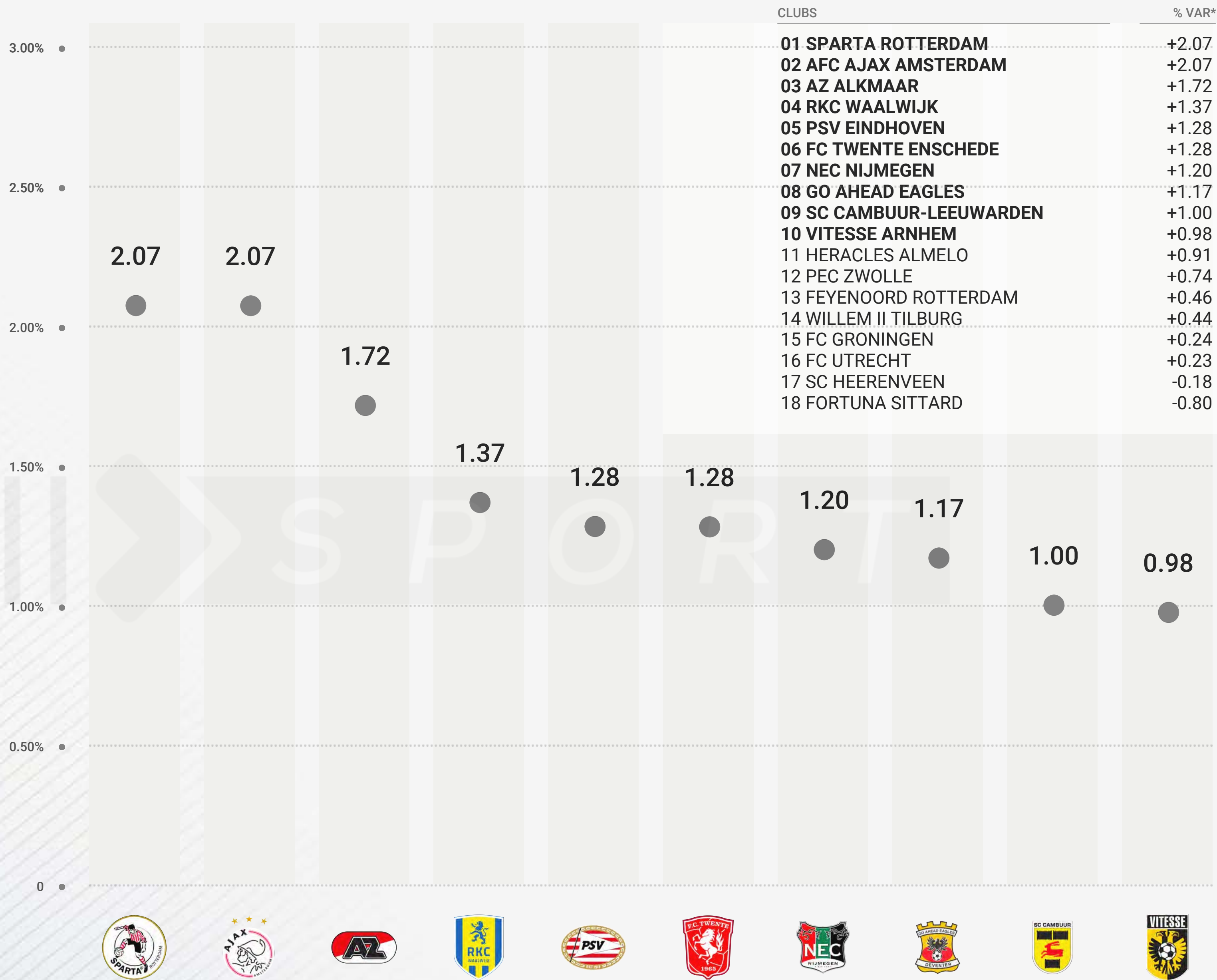








Ranking of the most grown up Eredivisie football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



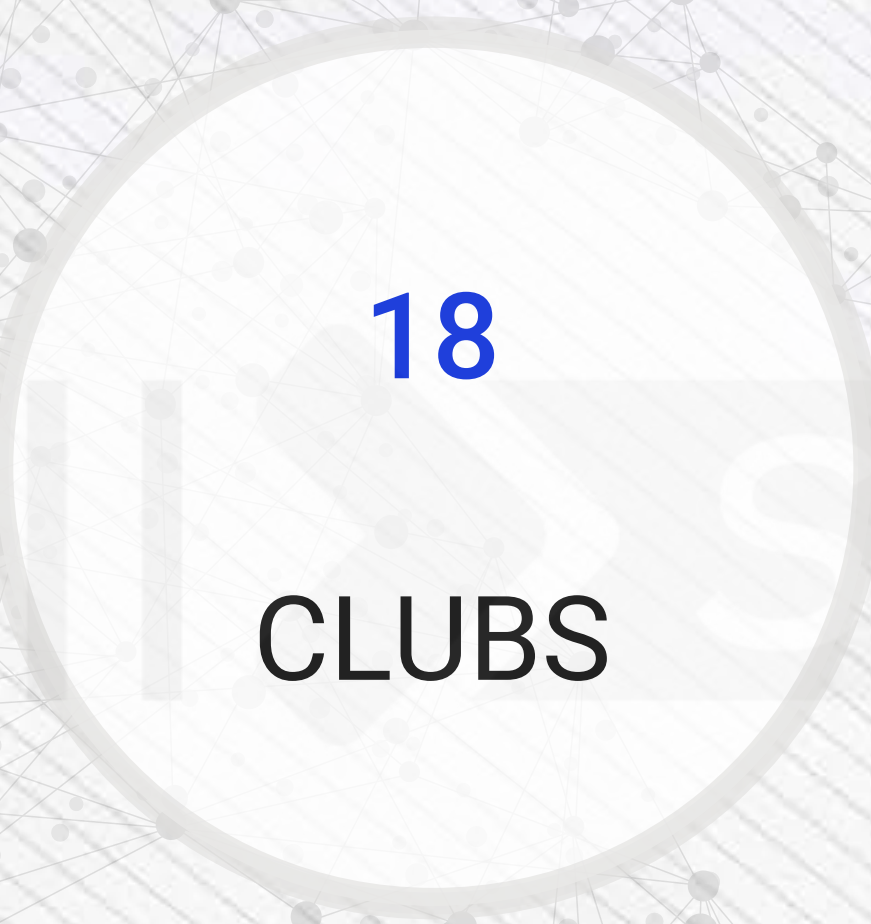
\*[from January 03, 2022 to February 09, 2022]

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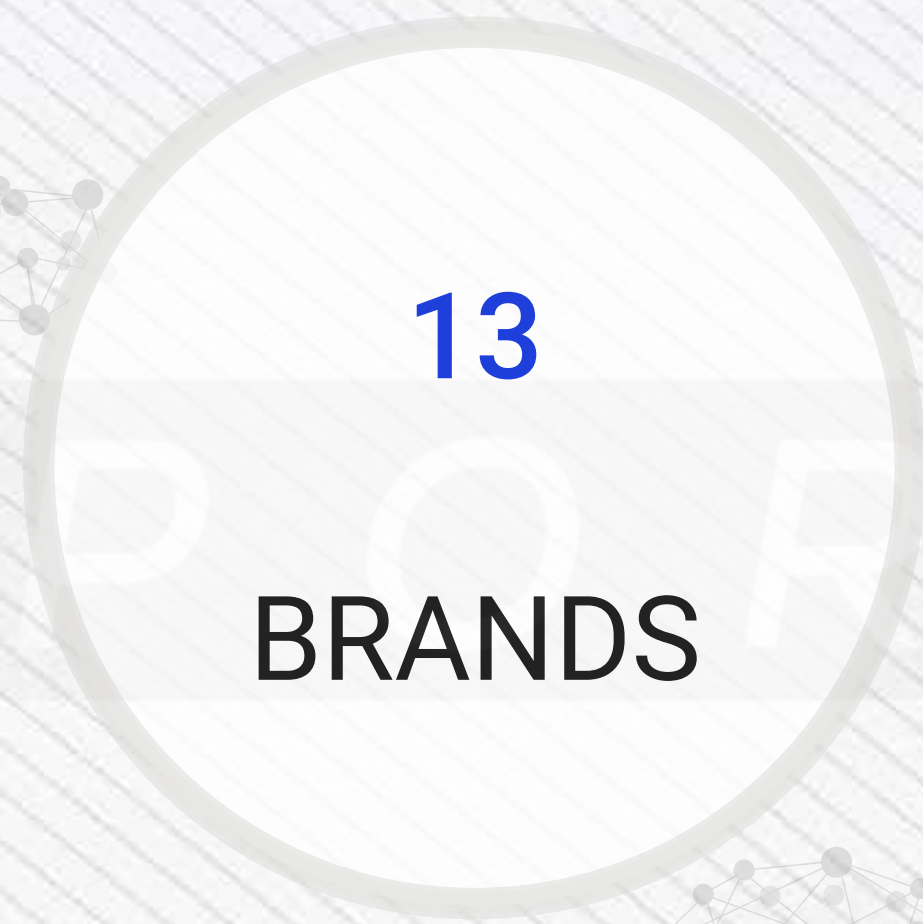
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



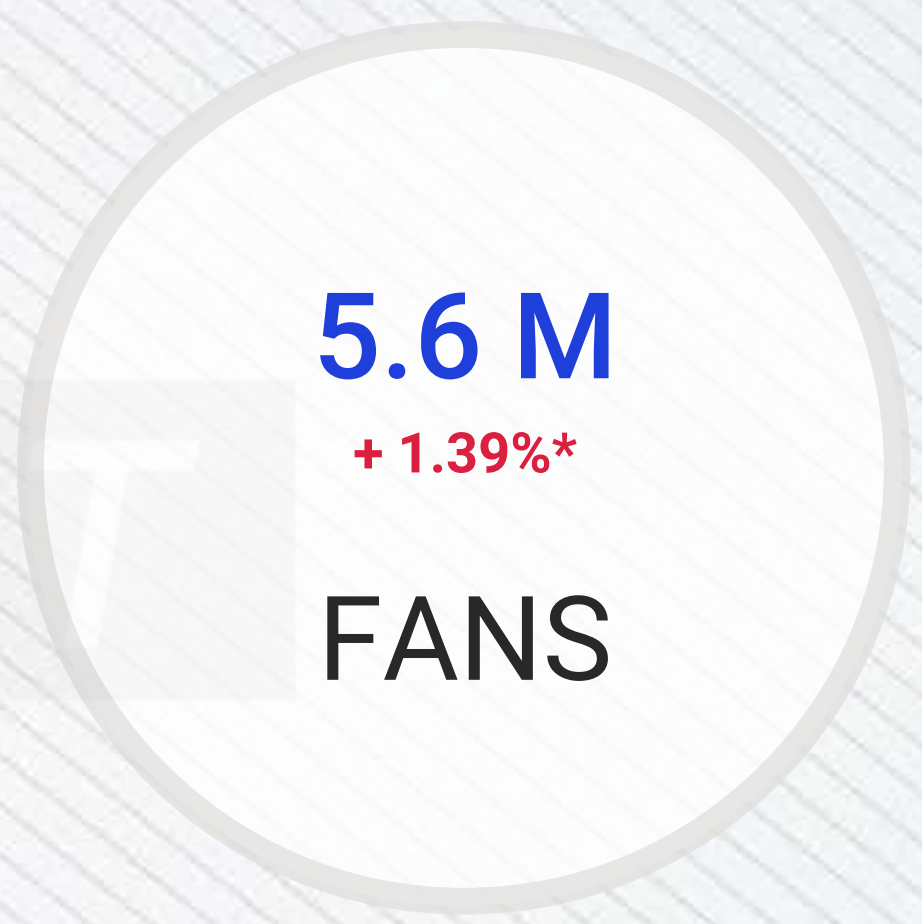
# BELGIUM Snapshot / First Division



Total Pro League football clubs analysed.



Total Pro League Sport Brands on jerseys analysed.



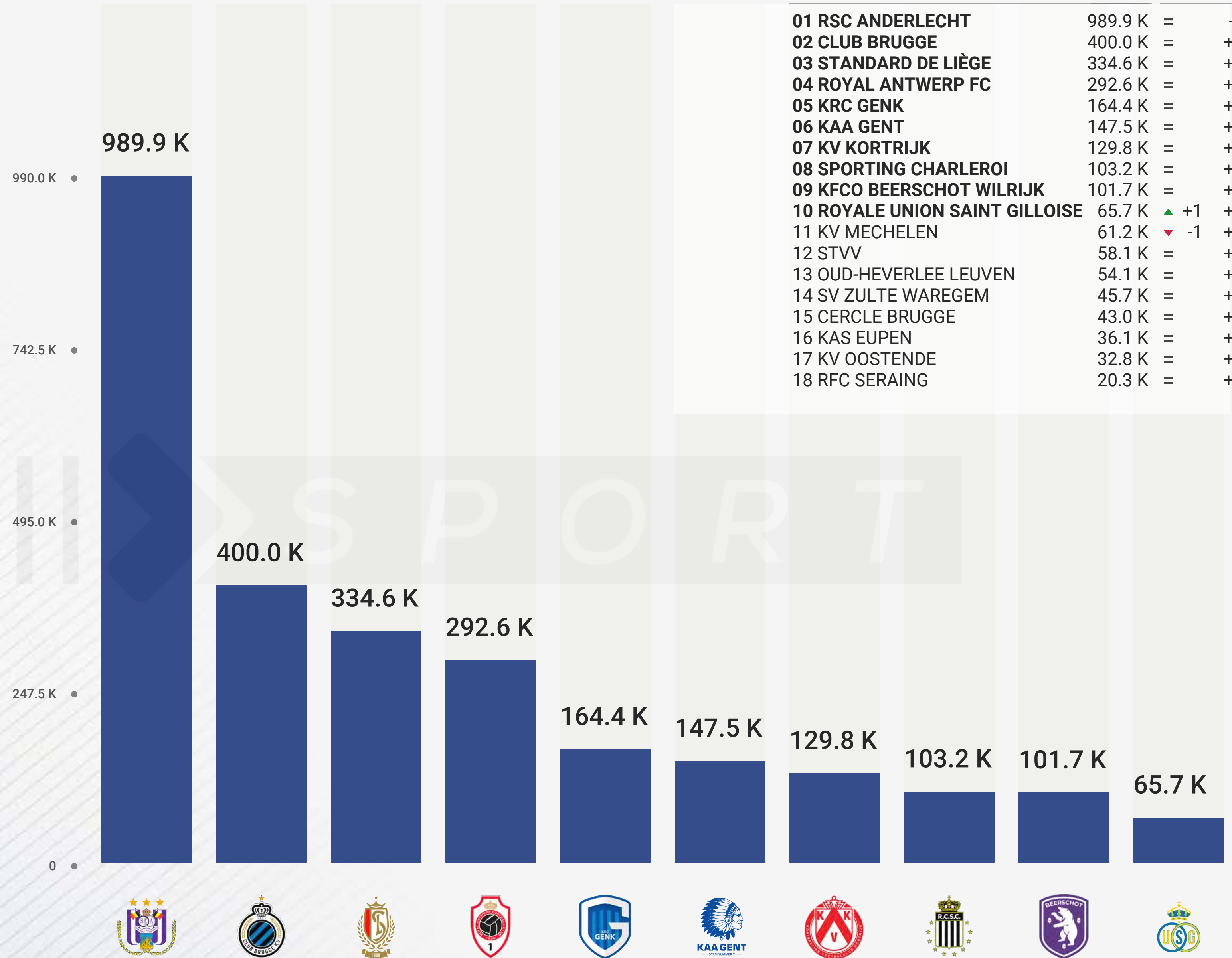
Total Facebook, Twitter, Instagram, YouTube Fans of the Pro League football clubs analysed.

\*[from January 03, 2022 to February 09, 2022]

f  
TOTAL FANBASE  
**3.1 M**

  
**Jupiler Pro League**

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




\*[from January 03, 2022 to February 09, 2022]

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FB data refers to Likes, not Followers.



TOTAL FANBASE  
**1.0 M**

  
Jupiler Pro League


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




\*[from January 03, 2022 to February 09, 2022]

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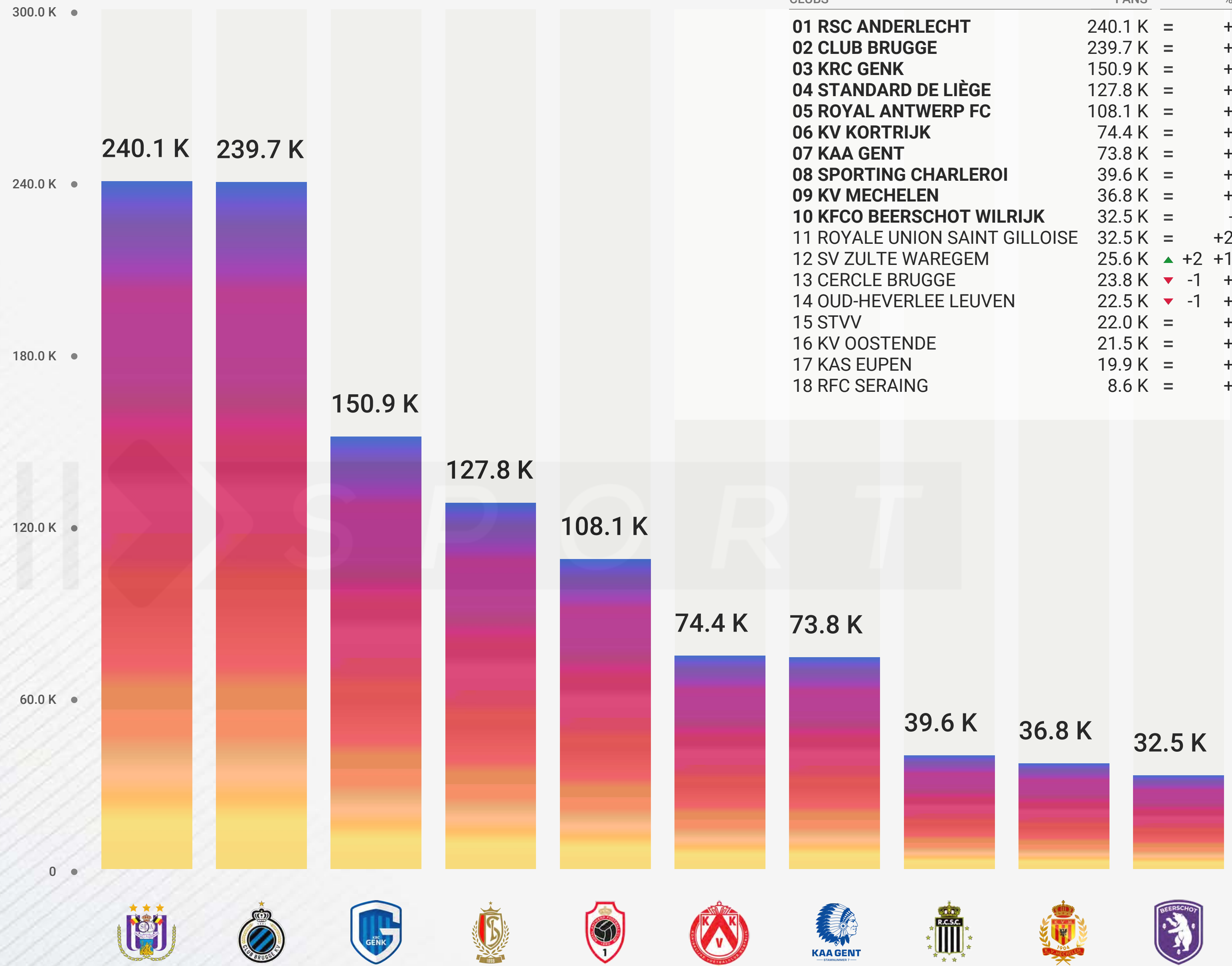


  
 TOTAL FANBASE  
**1.3 M**  


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**Jupiler Pro League**

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



\*[from January 03, 2022 to February 09, 2022]



  
**TOTAL FANBASE**  
**256 K**  
  
**Jupiler Pro League**

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




\*[from January 03, 2022 to February 09, 2022]

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





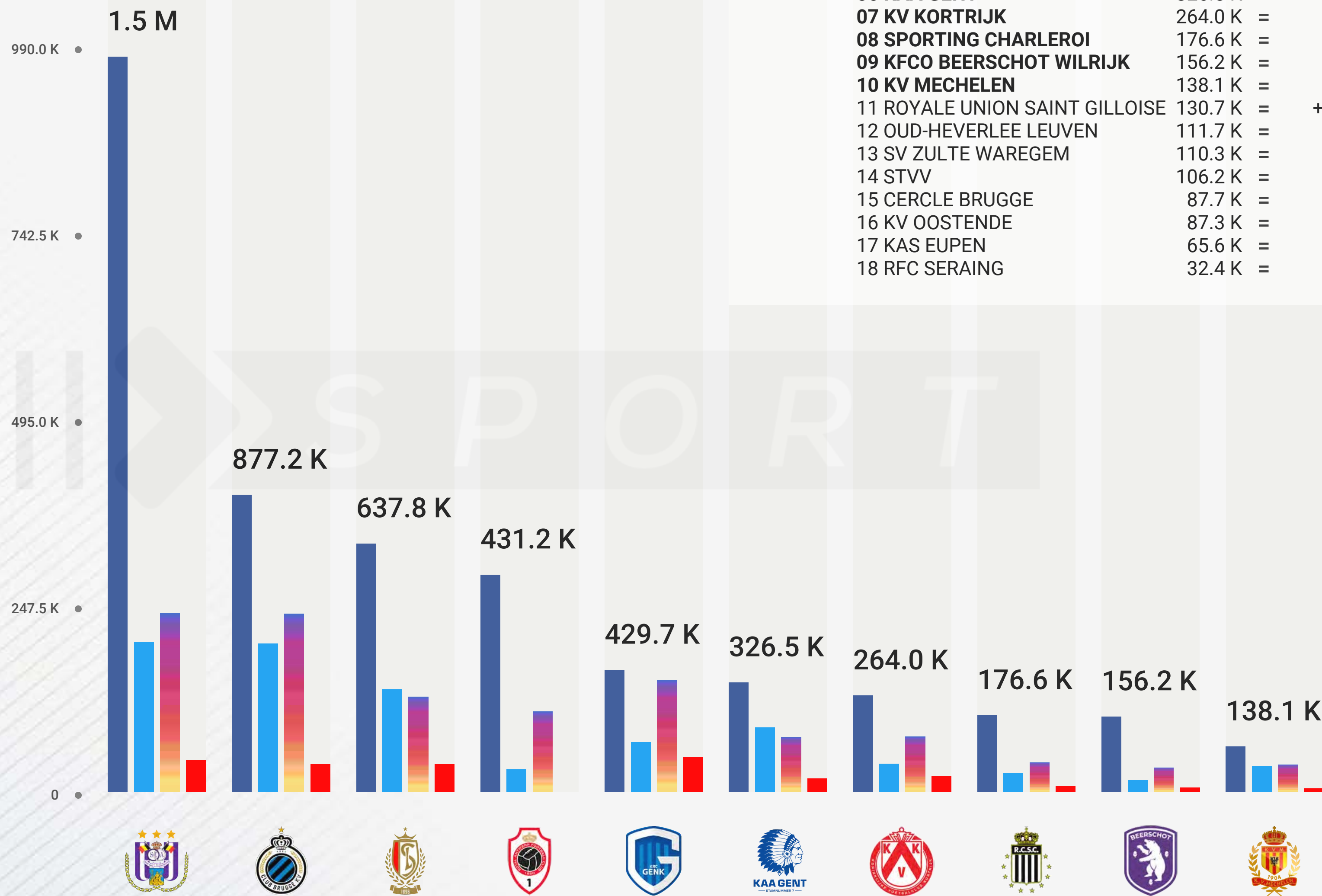



TOTAL FANBASE

# 5.6 M

  
**Jupiler Pro League**

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



\*[from January 03, 2022 to February 09, 2022]

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 BELGIUM Brands




  
 TOTAL FANBASE  
**5.6 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 January 03, 2022 to February 09, 2022]

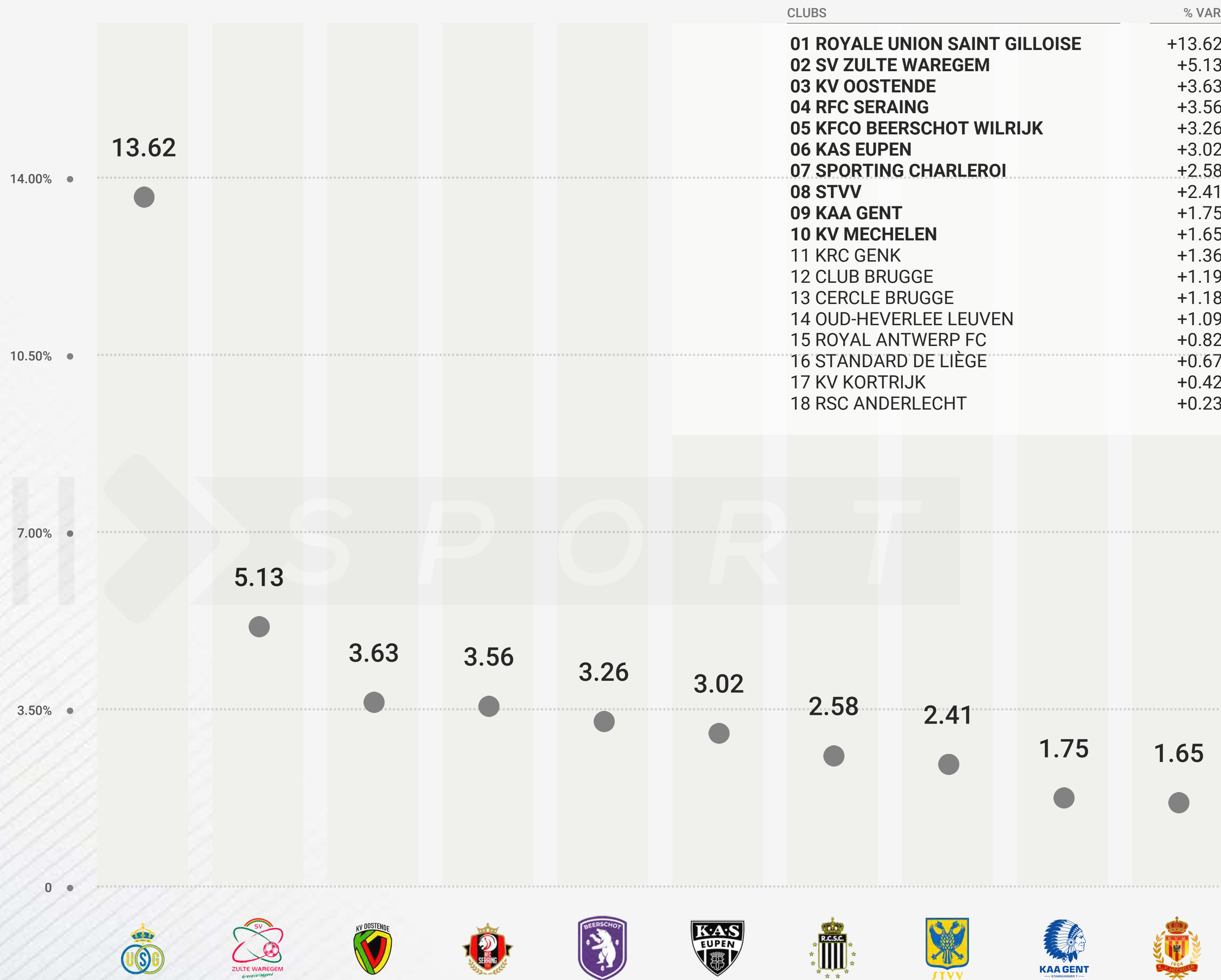




 **BELGIUM Grown Up**



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



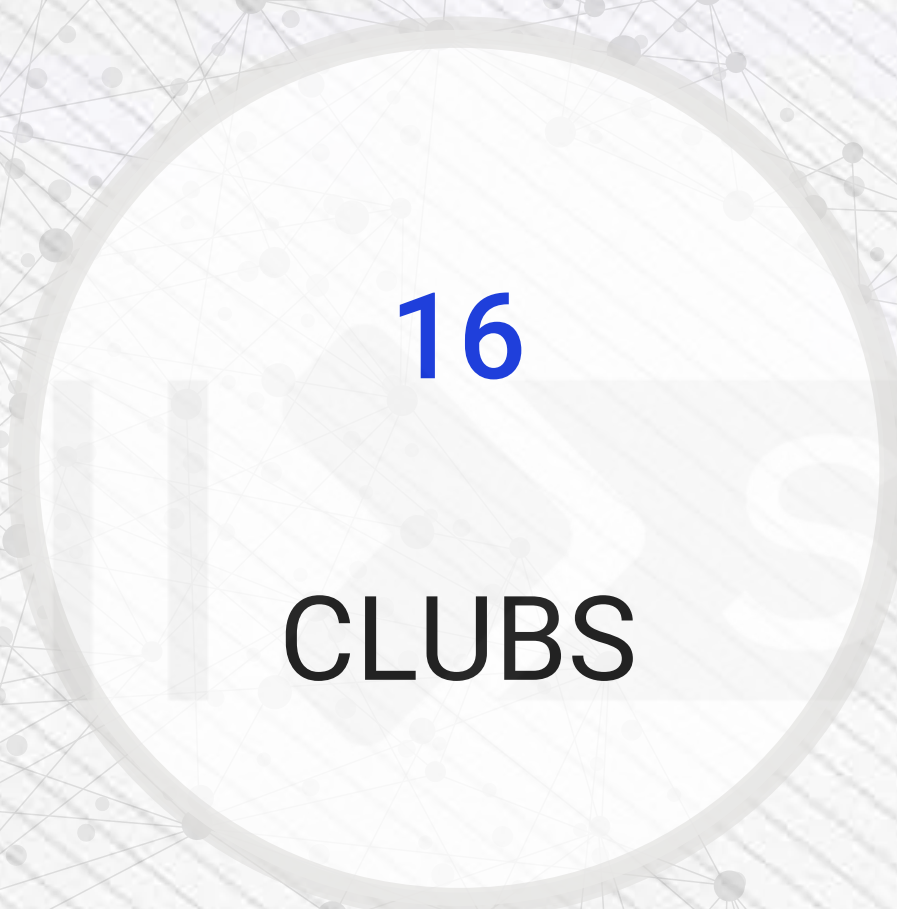
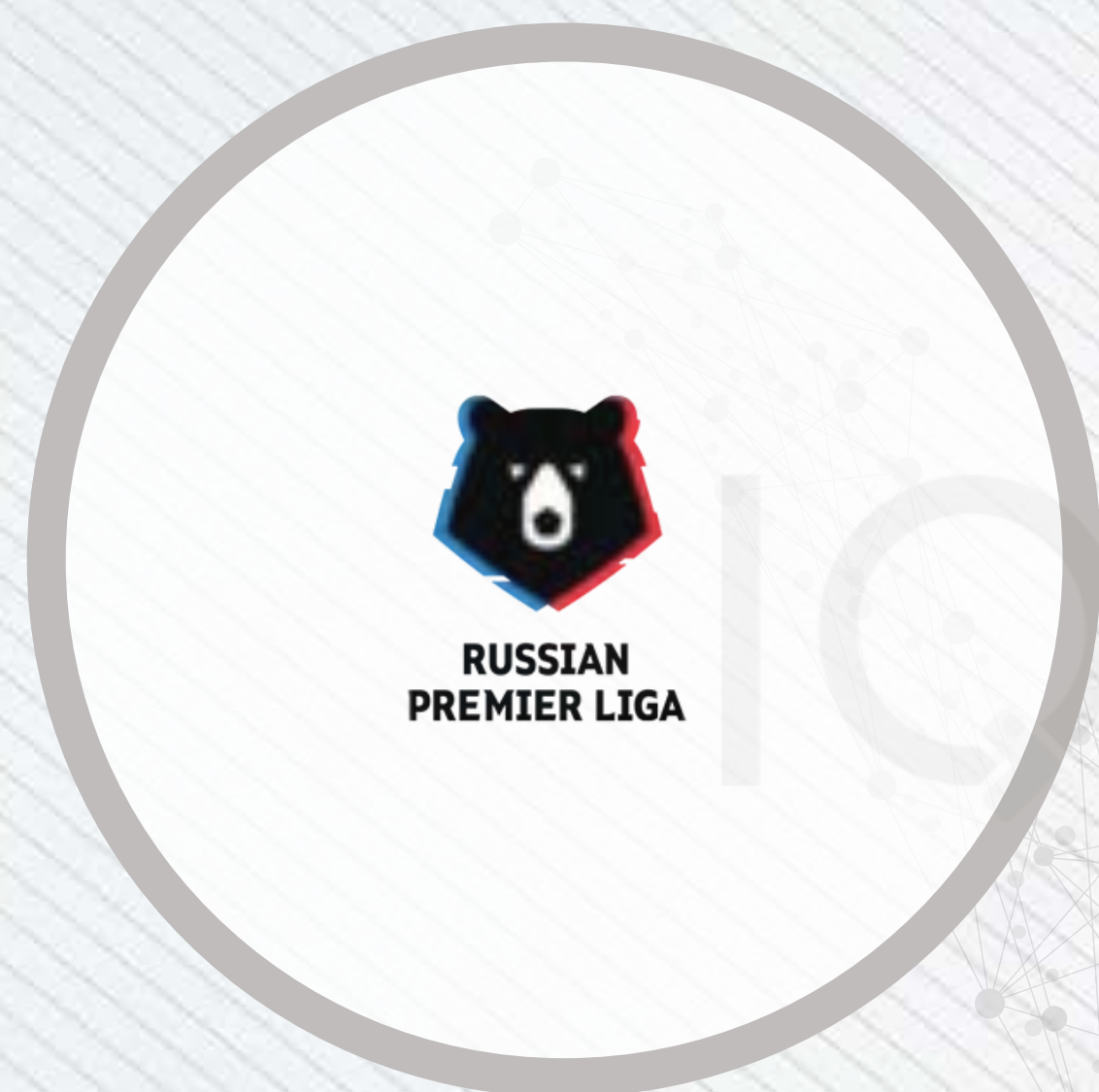
\*[from January 03, 2022 to February 09, 2022]

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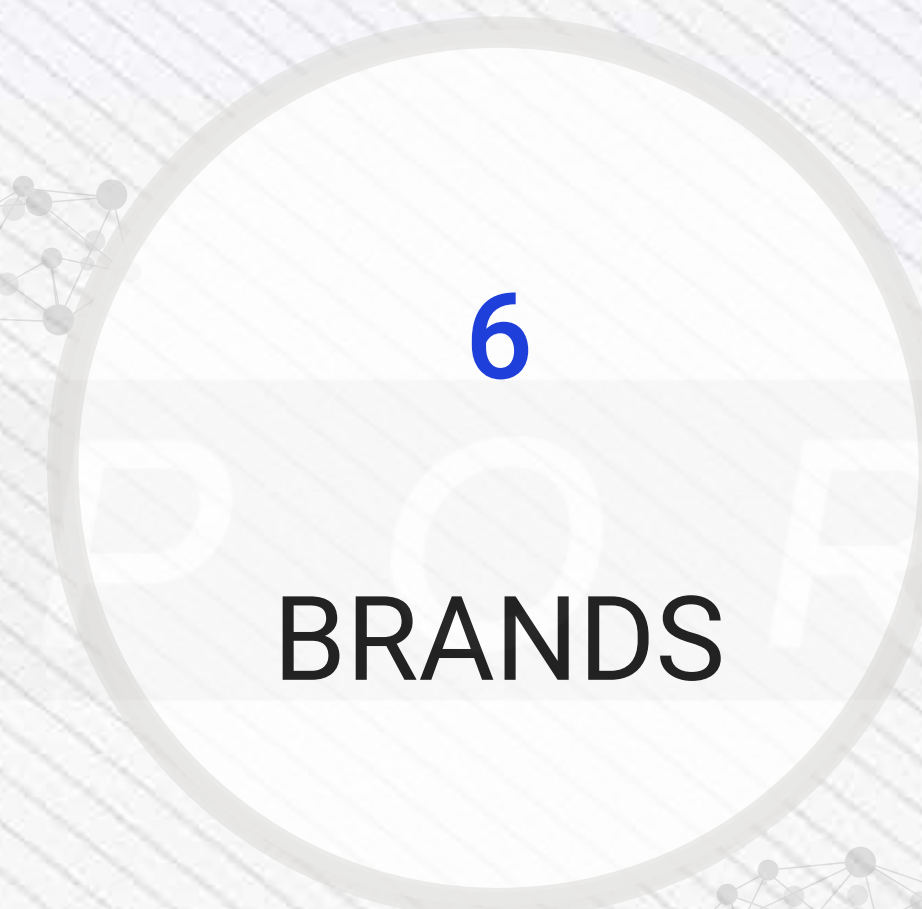
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



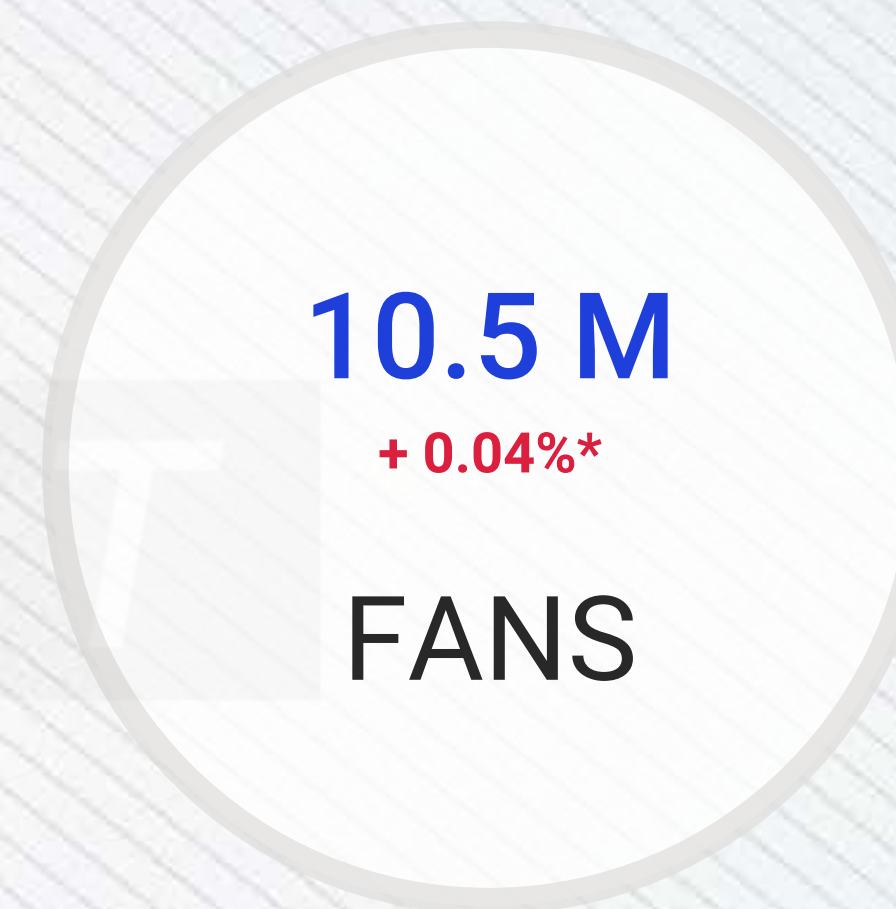
# RUSSIA Snapshot / First Division



Total Russian Premier Liga football clubs analysed.



Total Russian Premier Liga Sport Brands on jerseys analysed.




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

\*[from January 03, 2022 to February 09, 2022]



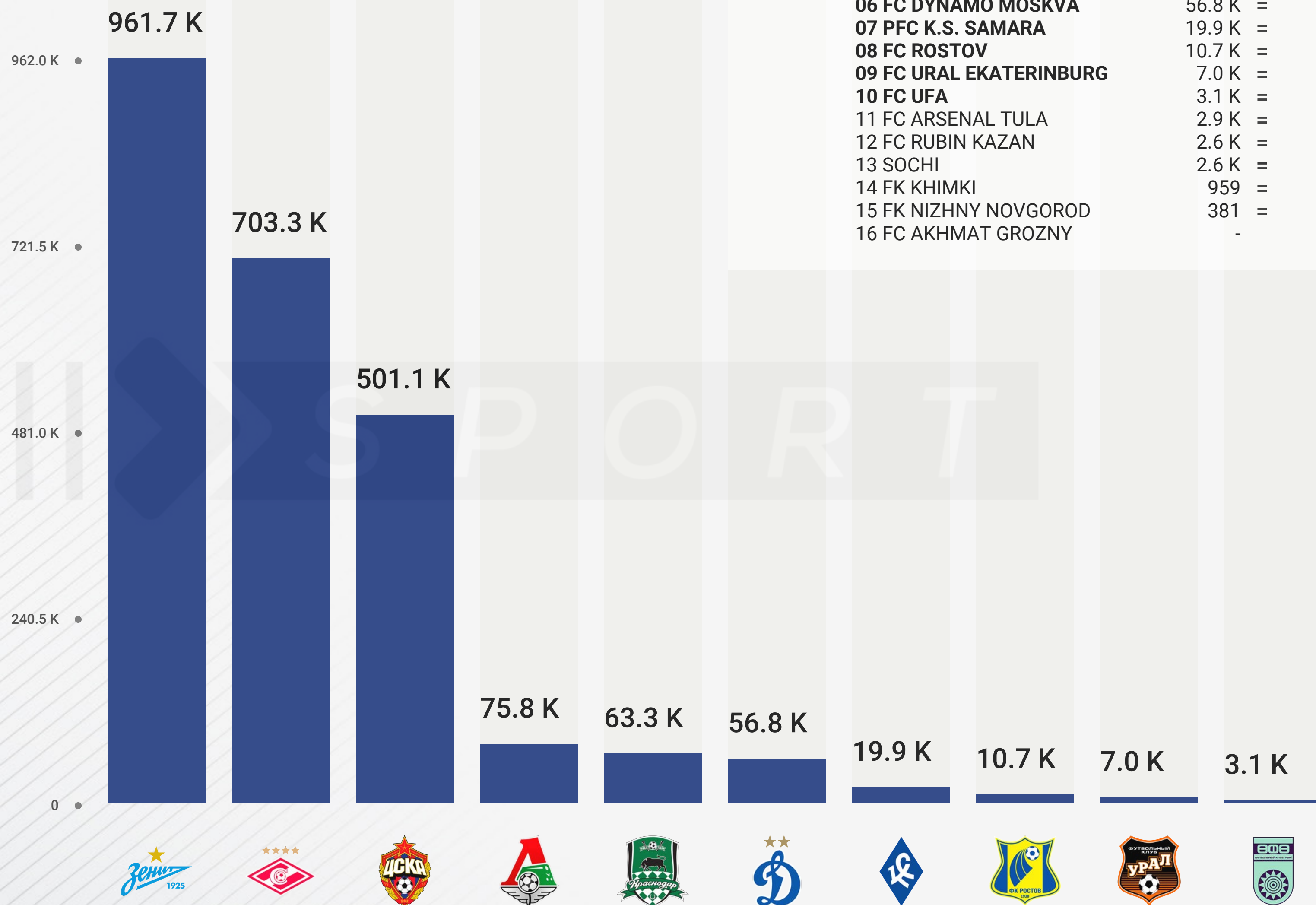
 **RUSSIA Facebook**

f  
TOTAL FANBASE  
**2.4 M**



RUSSIAN  
PREMIER LIGA

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



\*[from January 03, 2022 to February 09, 2022]


\*Rubin Kazan opened a new FB profile (different from the one in the previous issue)

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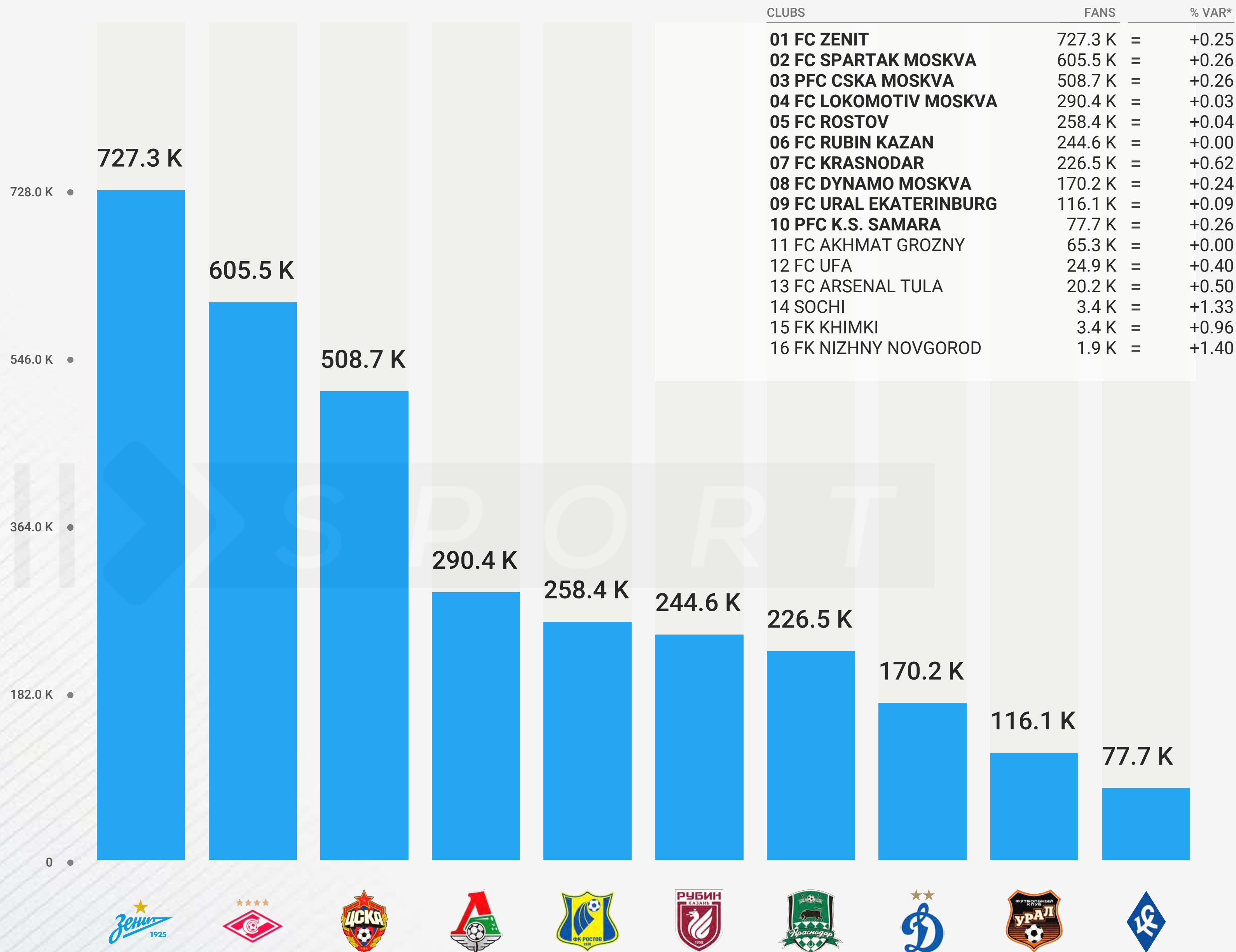
FB data refers to Likes, not Followers.



TOTAL FANBASE  
**3.3 M**

  
RUSSIAN  
PREMIER LIGA

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





\*[from January 03, 2022 to February 09, 2022]

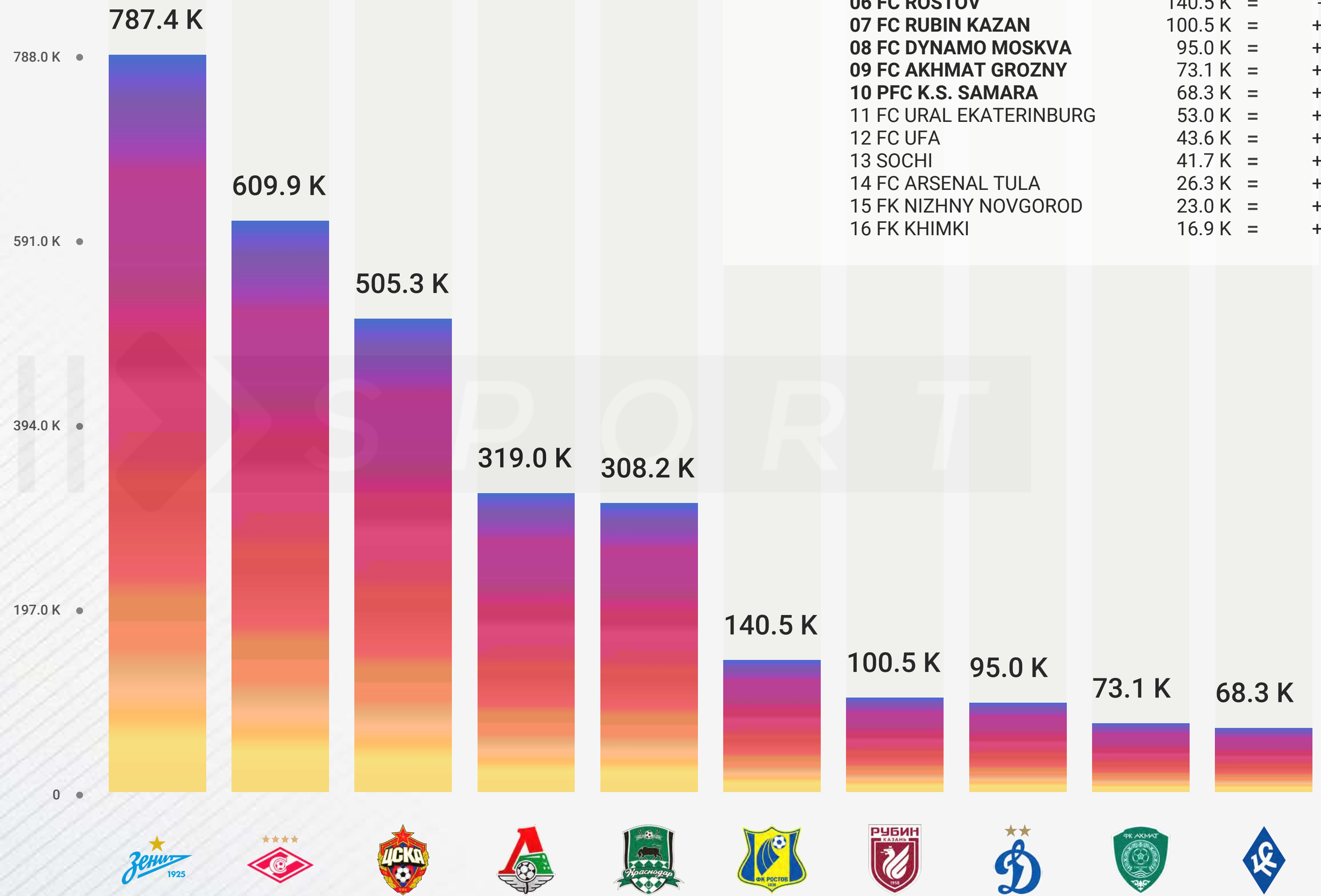
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 **RUSSIA Instagram**

  
 TOTAL FANBASE  
**3.2 M**  
  
 RUSSIAN  
 PREMIER LIGA


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



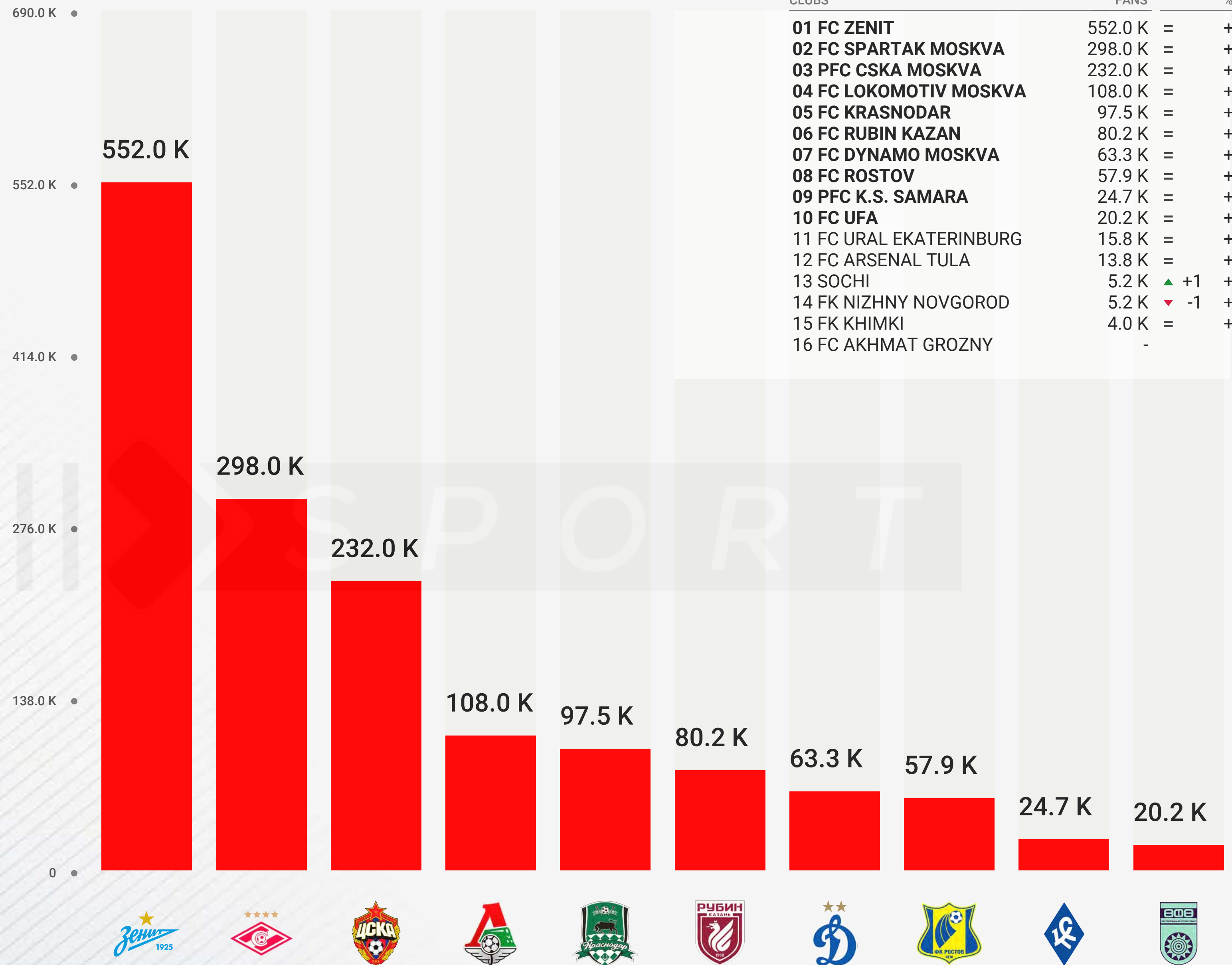
\*[from January 03, 2022 to February 09, 2022]

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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 January 03, 2022 to February 09, 2022]

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







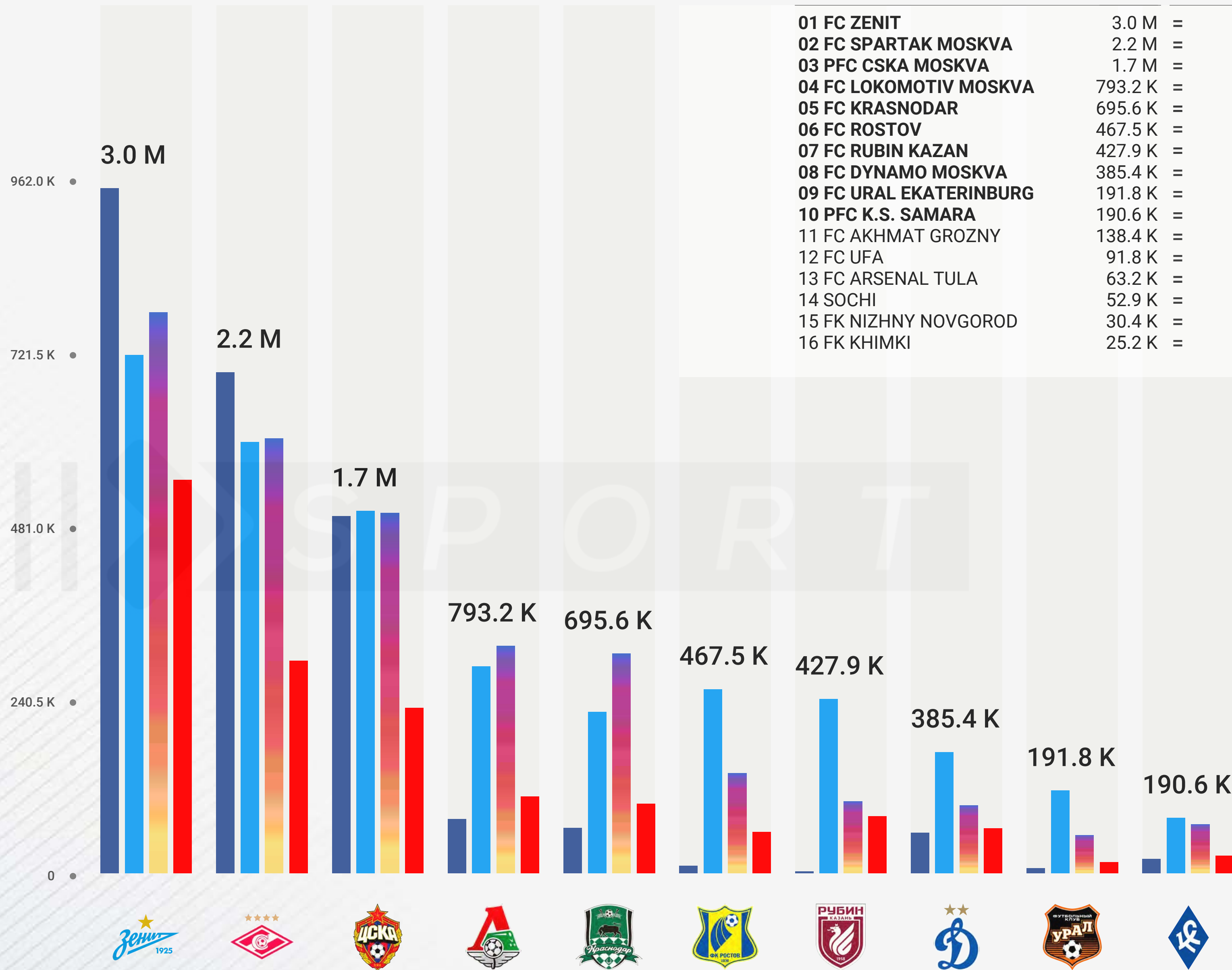



TOTAL FANBASE  
**10.5 M**



RUSSIAN  
PREMIER LIGA

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



\*[from January 03, 2022 to February 09, 2022]

\*Rubin Kazan opened a new FB profile (different from the one in the previous issue)

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 **RUSSIA Brands**

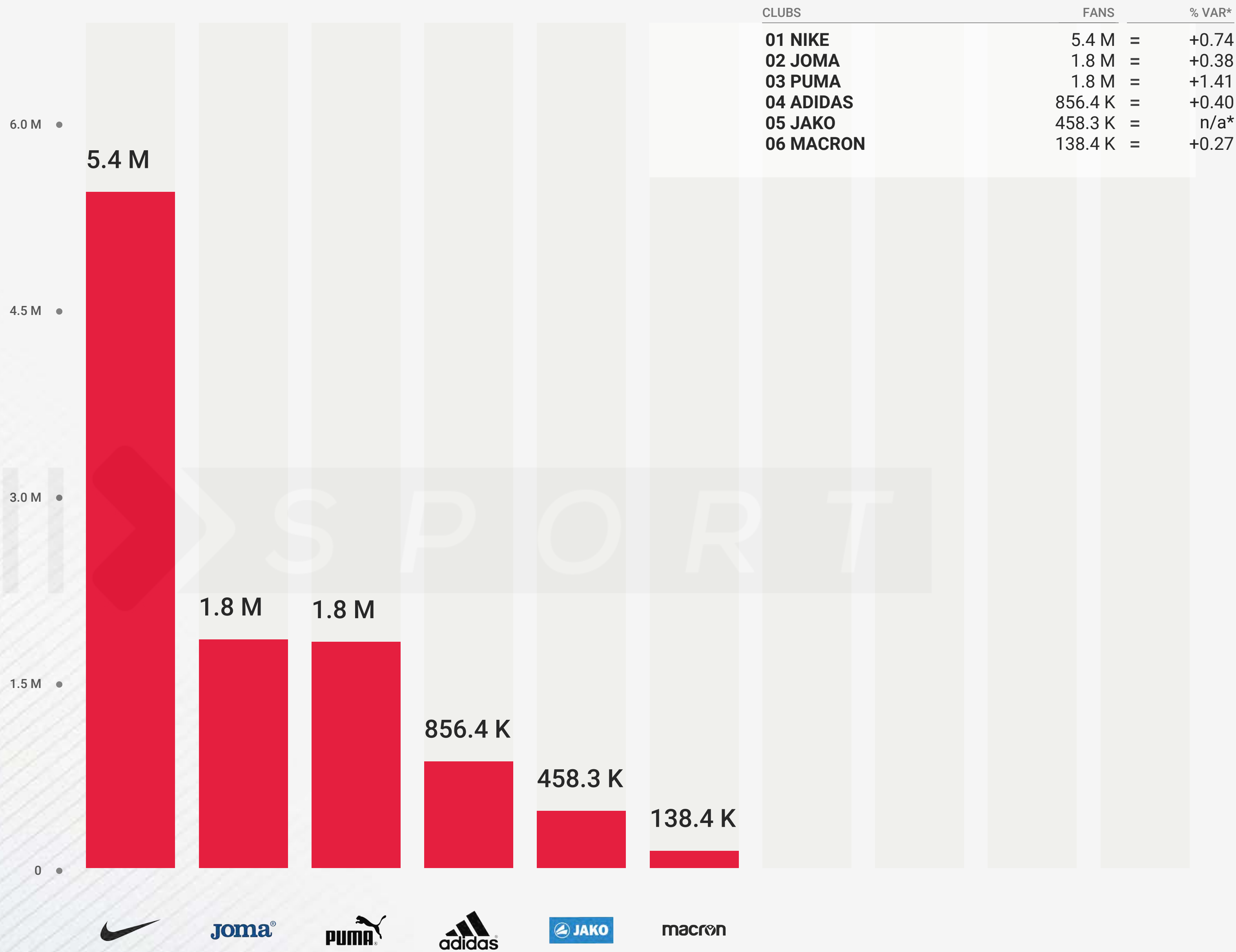





TOTAL FANBASE  
**10.5 M**

  
**RUSSIAN  
PREMIER LIGA**

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 January 03, 2022 to February 09, 2022]

\*Rubin Kazan opened a new FB profile (different from the one in the previous issue)

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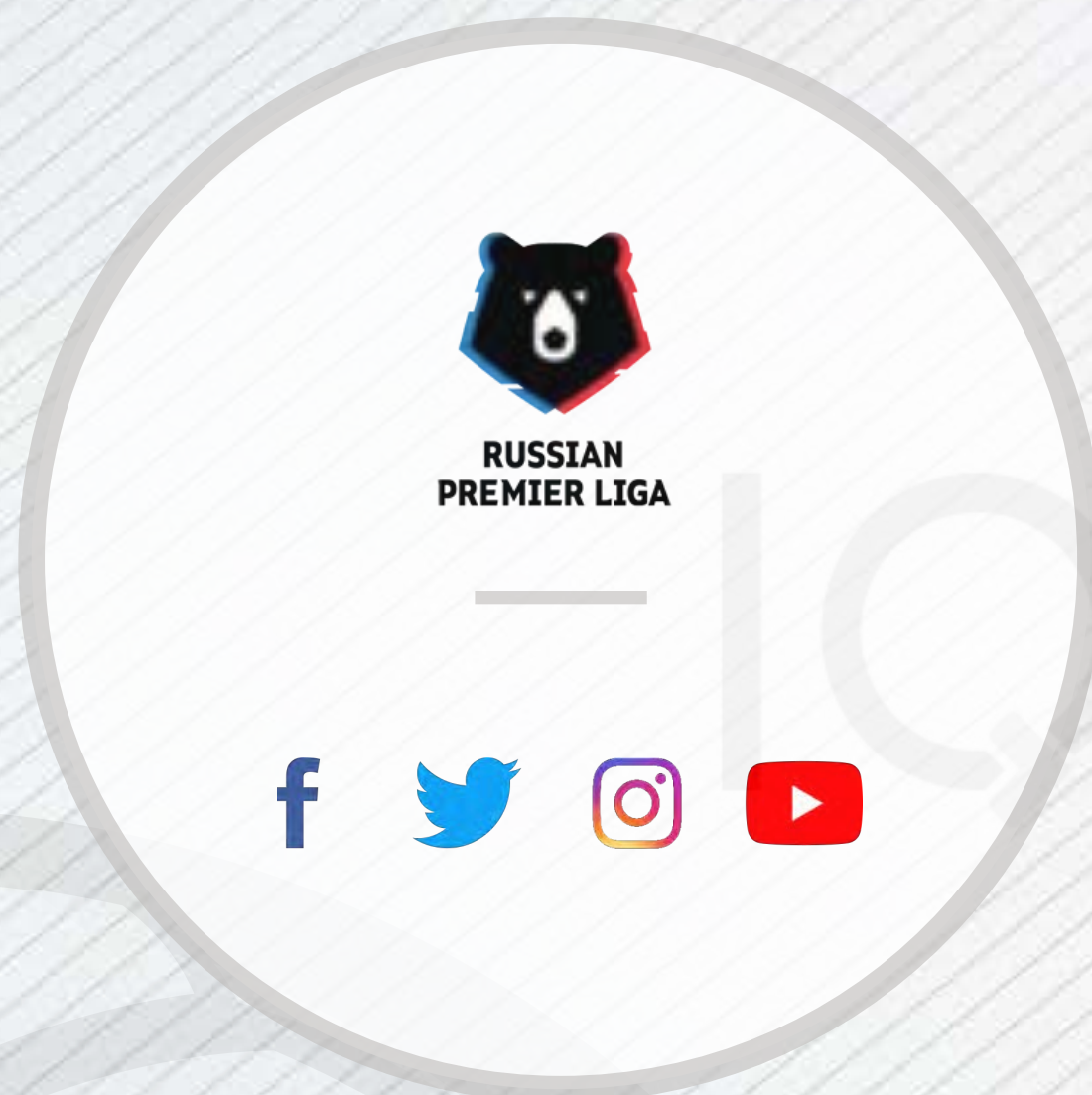
Sport Brands on jersey coverage in relation to the 16 sponsored Russian Premier Liga football clubs.



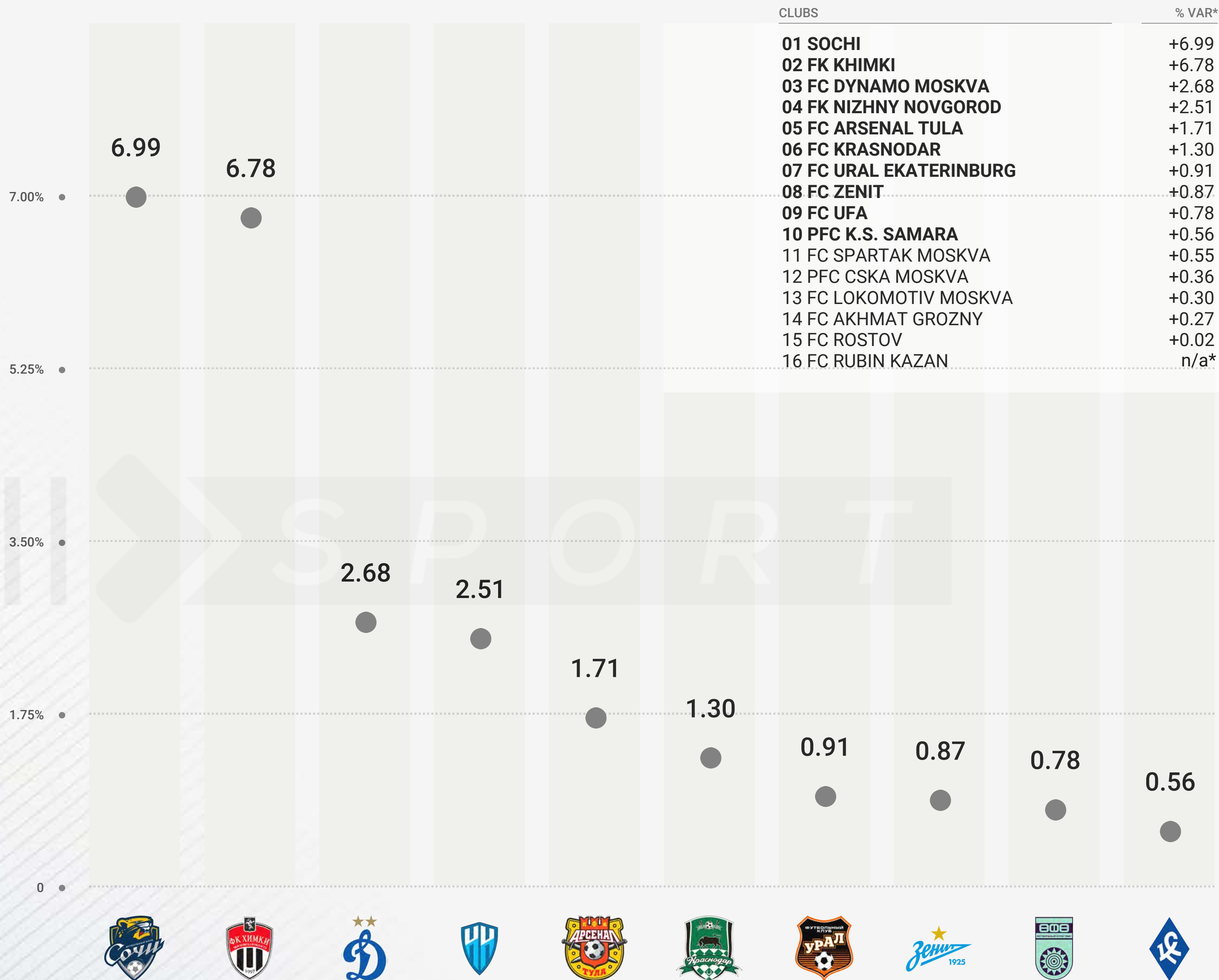
\*[from January 03, 2022 to February 09, 2022]



 **RUSSIA Grown Up**



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



\*[from January 03, 2022 to February 09, 2022]

\*Rubin Kazan opened a new FB profile (different from the one in the previous issue)

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# 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

+ 1.31%\*

FANS

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

\*[from January 03, 2022 to February 09, 2022]

 UKRAINE Facebook

f  
TOTAL FANBASE  
**1.7 M**



Українська Прем'єр-Ліга

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



\*[from January 03, 2022 to February 09, 2022]

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FB data refers to Likes, not Followers.

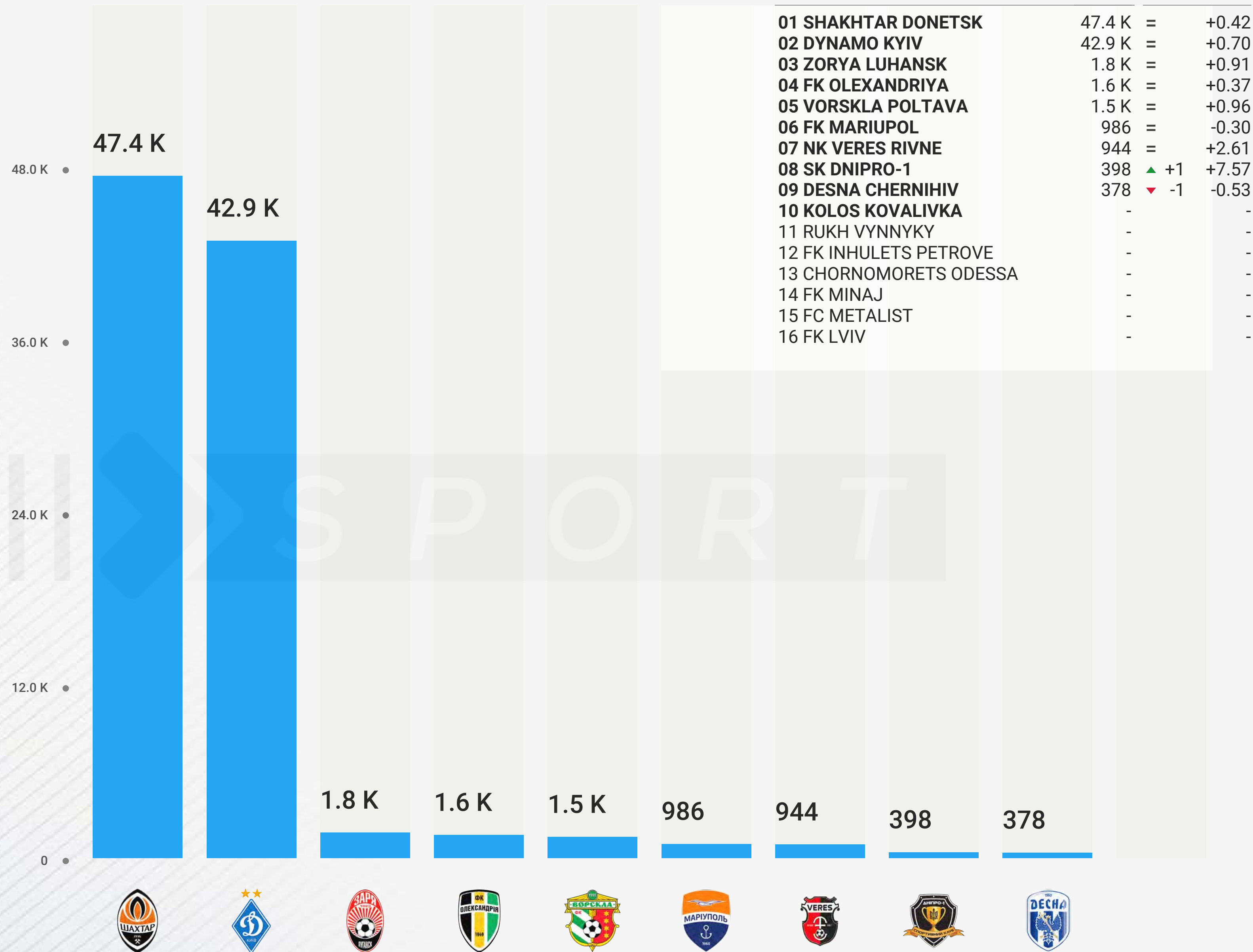


TOTAL FANBASE  
**98 K**



Українська Прем'єр-Ліга

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



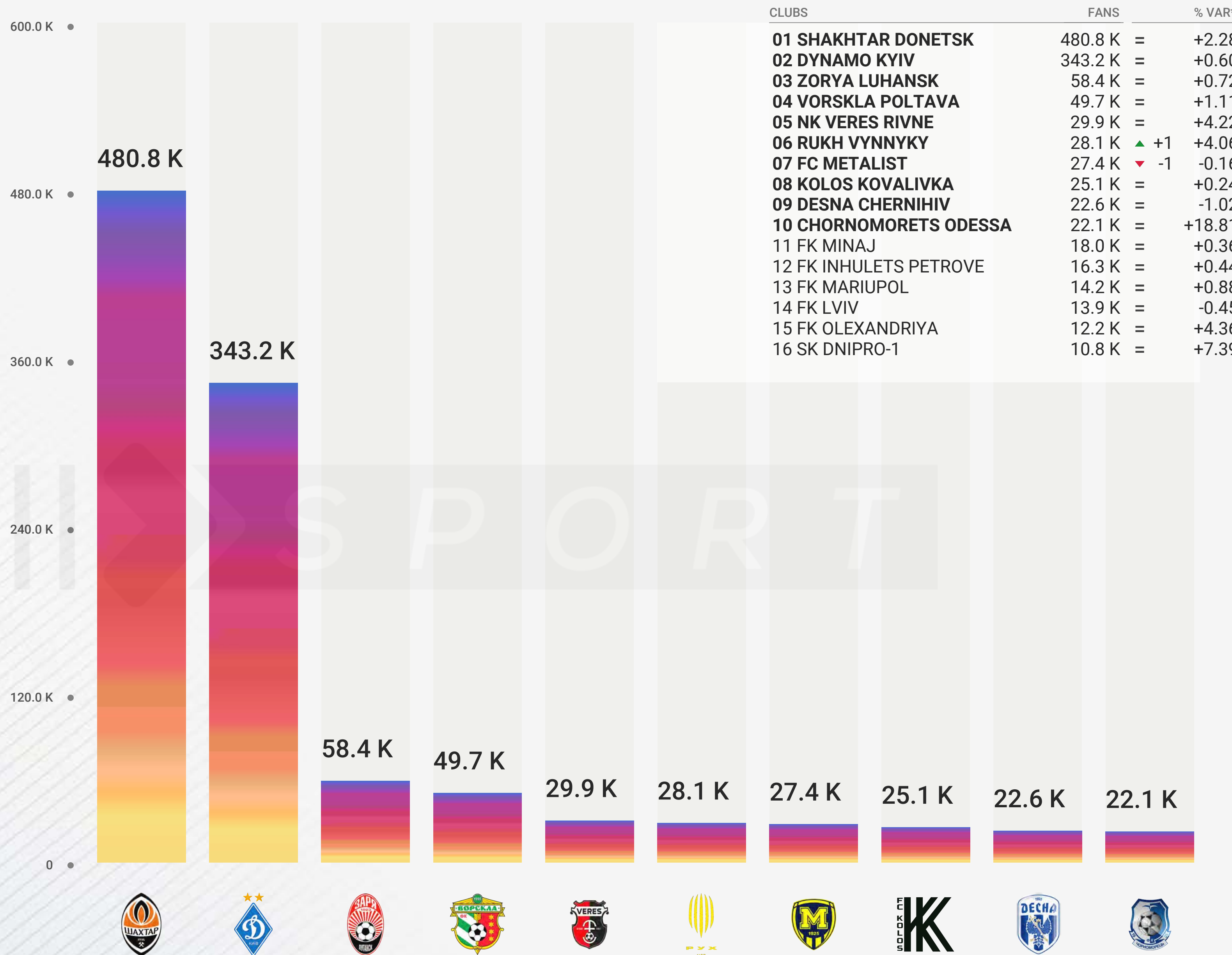
\*[from January 03, 2022 to February 09, 2022]

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 TOTAL FANBASE  
**1.2 M**  
  
 Українська Прем'єр-Ліга

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



\*[from January 03, 2022 to February 09, 2022]



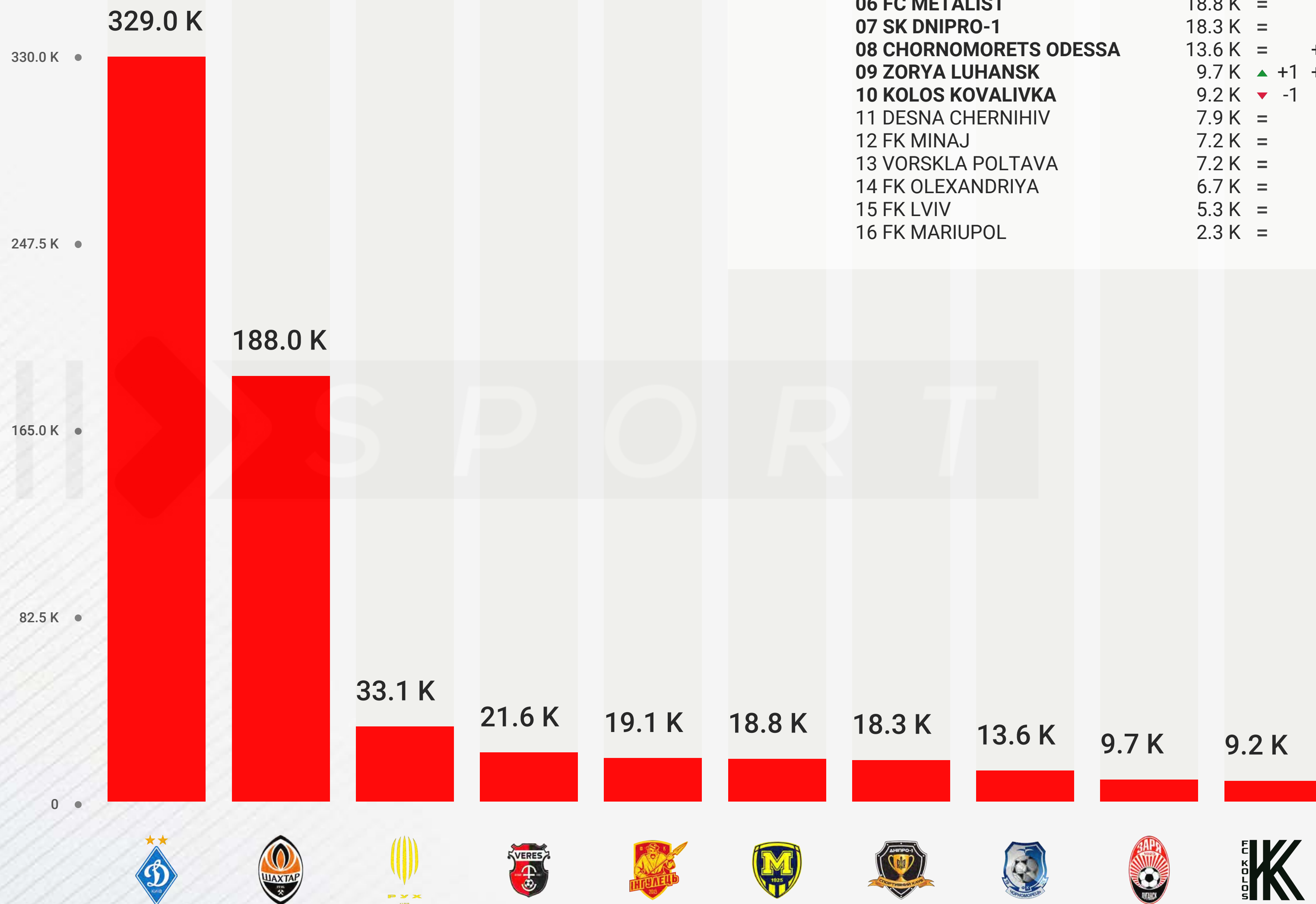


TOTAL FANBASE  
**697 K**



Українська Прем'єр-Ліга

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



\*[from January 03, 2022 to February 09, 2022]

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







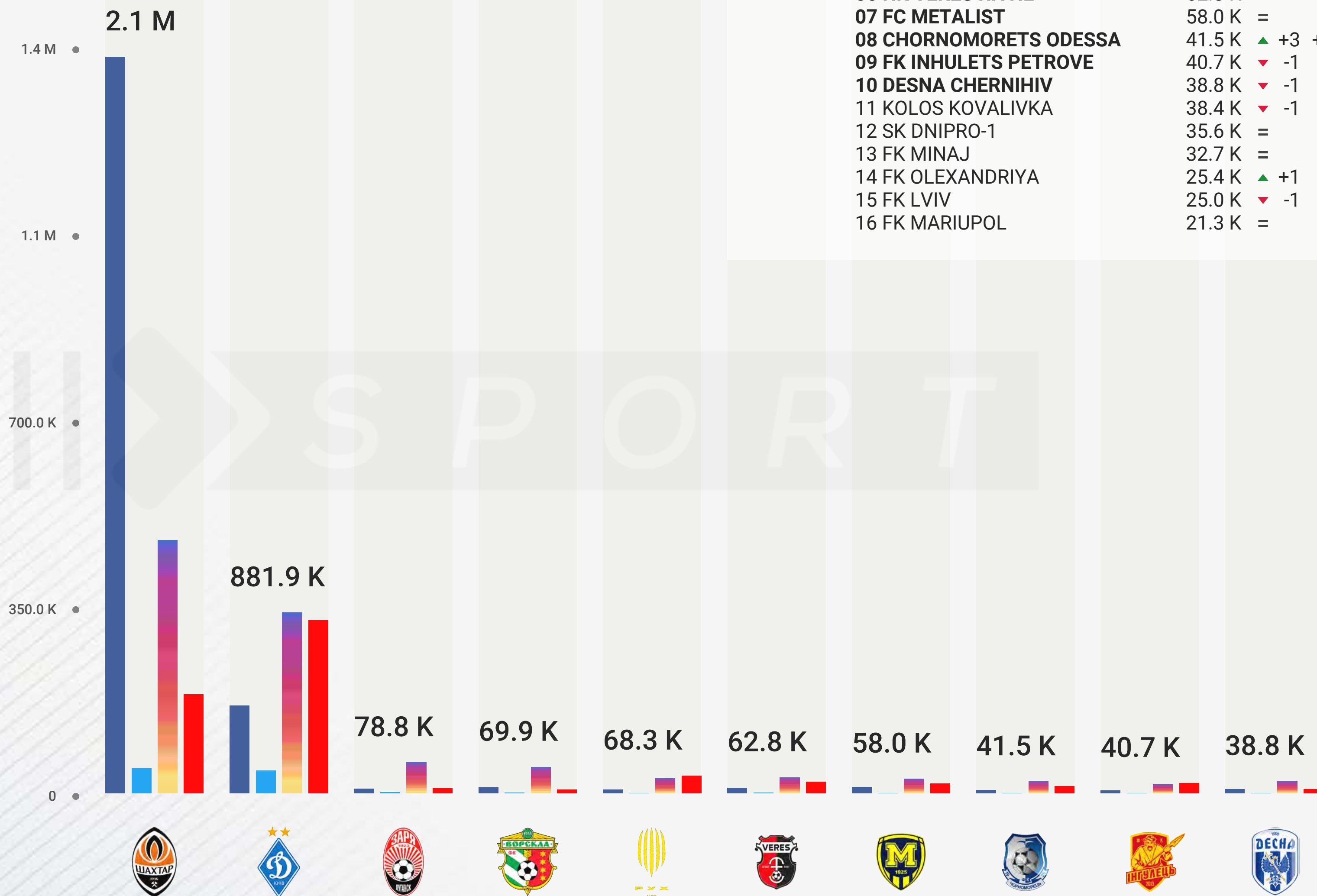

TOTAL FANBASE

# 3.6 M



Українська Прем'єр-Ліга

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



\*[from January 03, 2022 to February 09, 2022]

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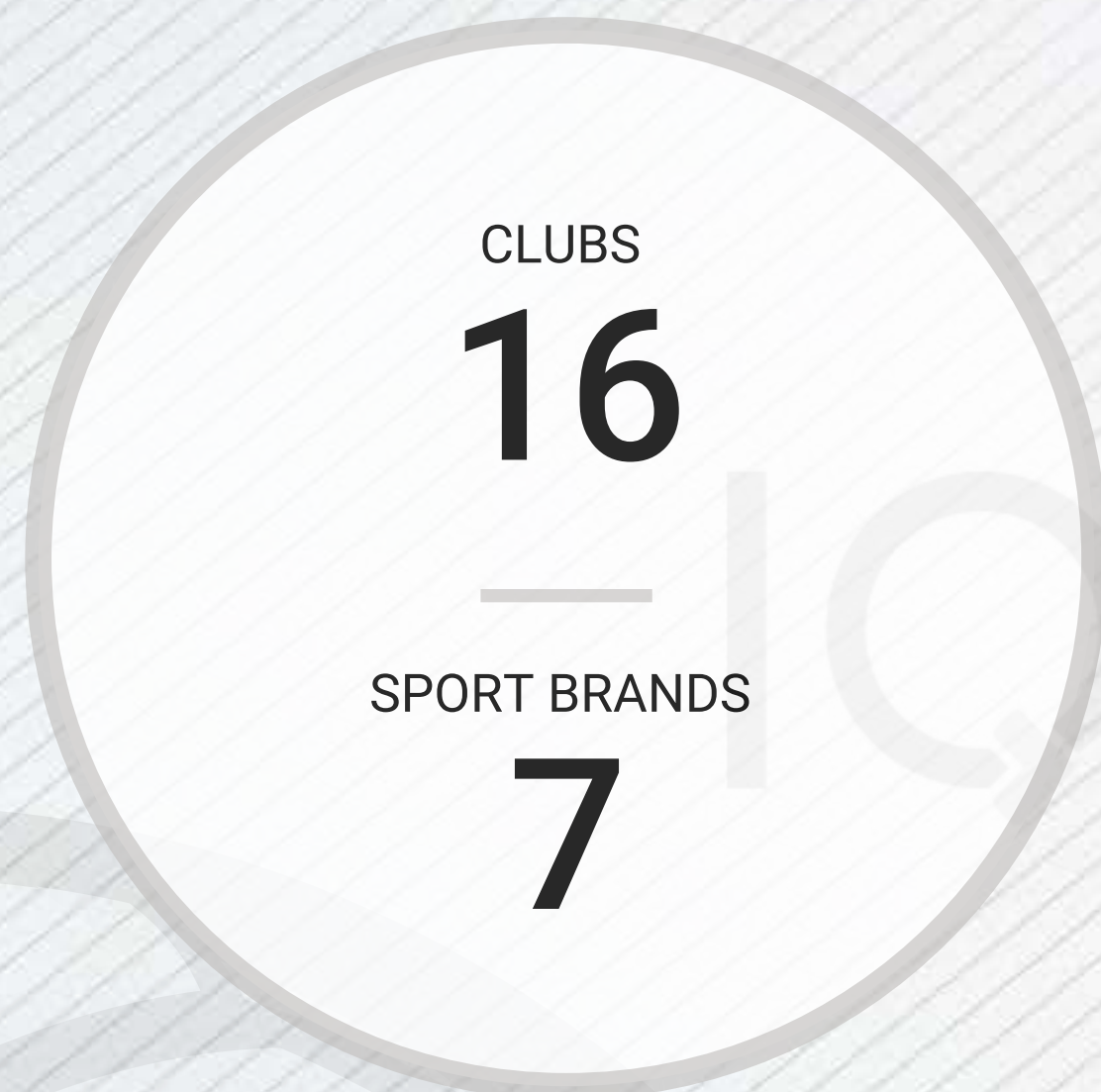
  
 TOTAL FANBASE  
**3.6 M**  
  
 Українська Прем'єр-Ліга

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



\*[from January 03, 2022 to February 09, 2022]





Sport Brands on jersey coverage in relation to the 16 sponsored Ukrainian PL football clubs.



\*[from January 03, 2022 to February 09, 2022]

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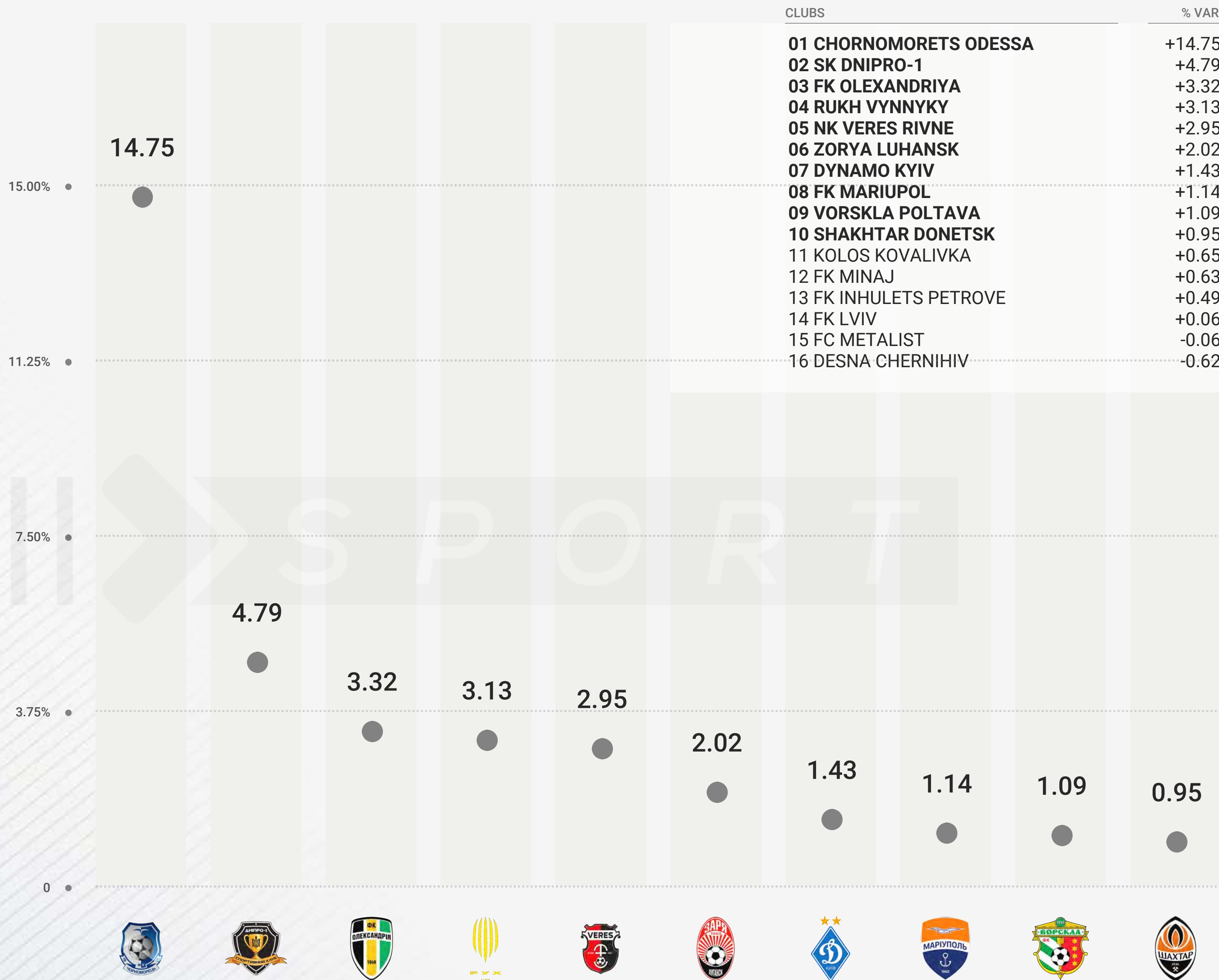
 UKRAINE Grown Up



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

\*[from January 03, 2022 to February 09, 2022]

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

# Countries included in the leagues' analysis



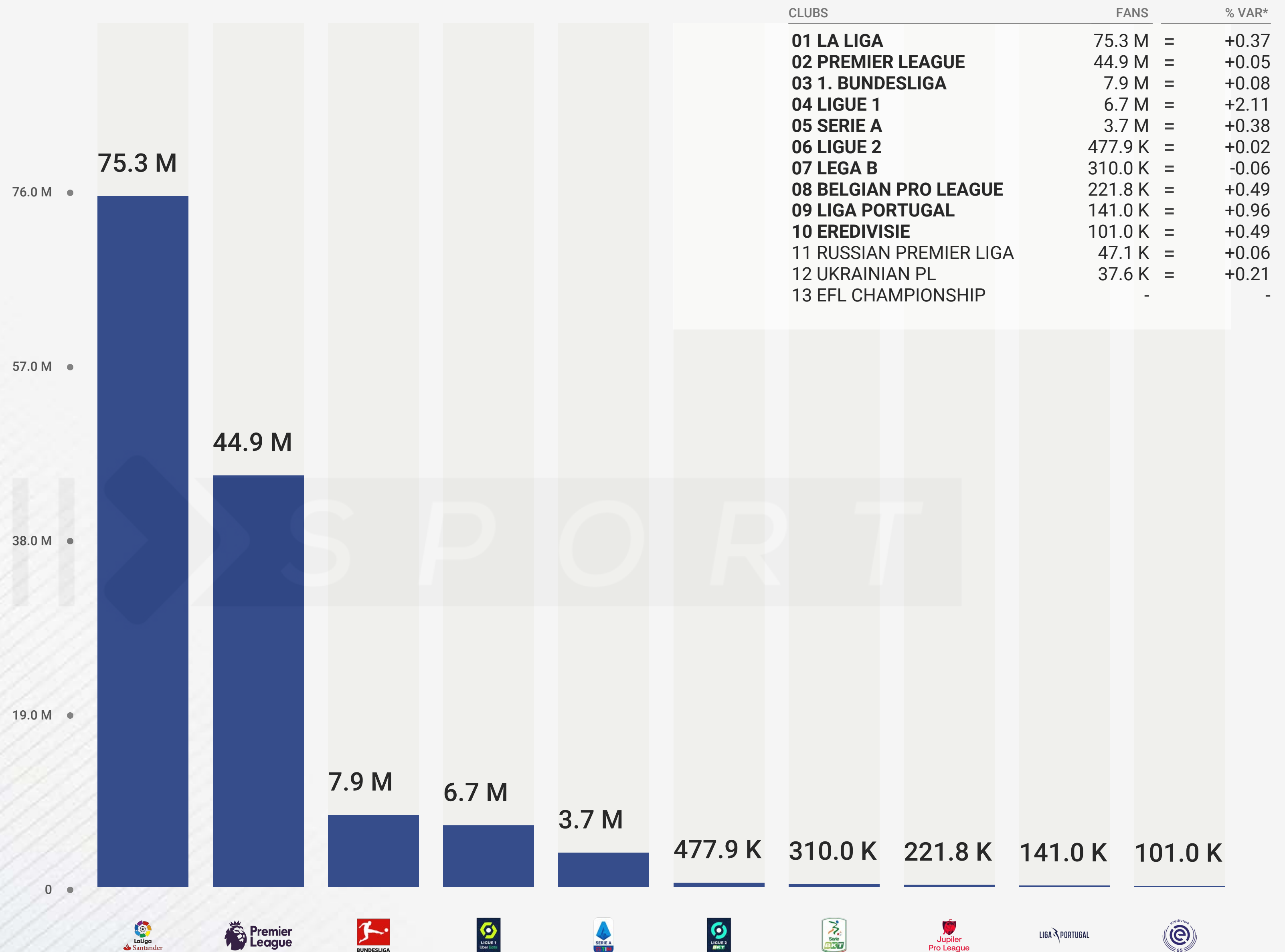
**LEAGUES Facebook**

f  
TOTAL FANBASE  
**139.8 M**



EUROPEAN  
**TOP20**

Ranking of the European Leagues on Facebook.



\*[from January 03, 2022 to February 09, 2022]

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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.



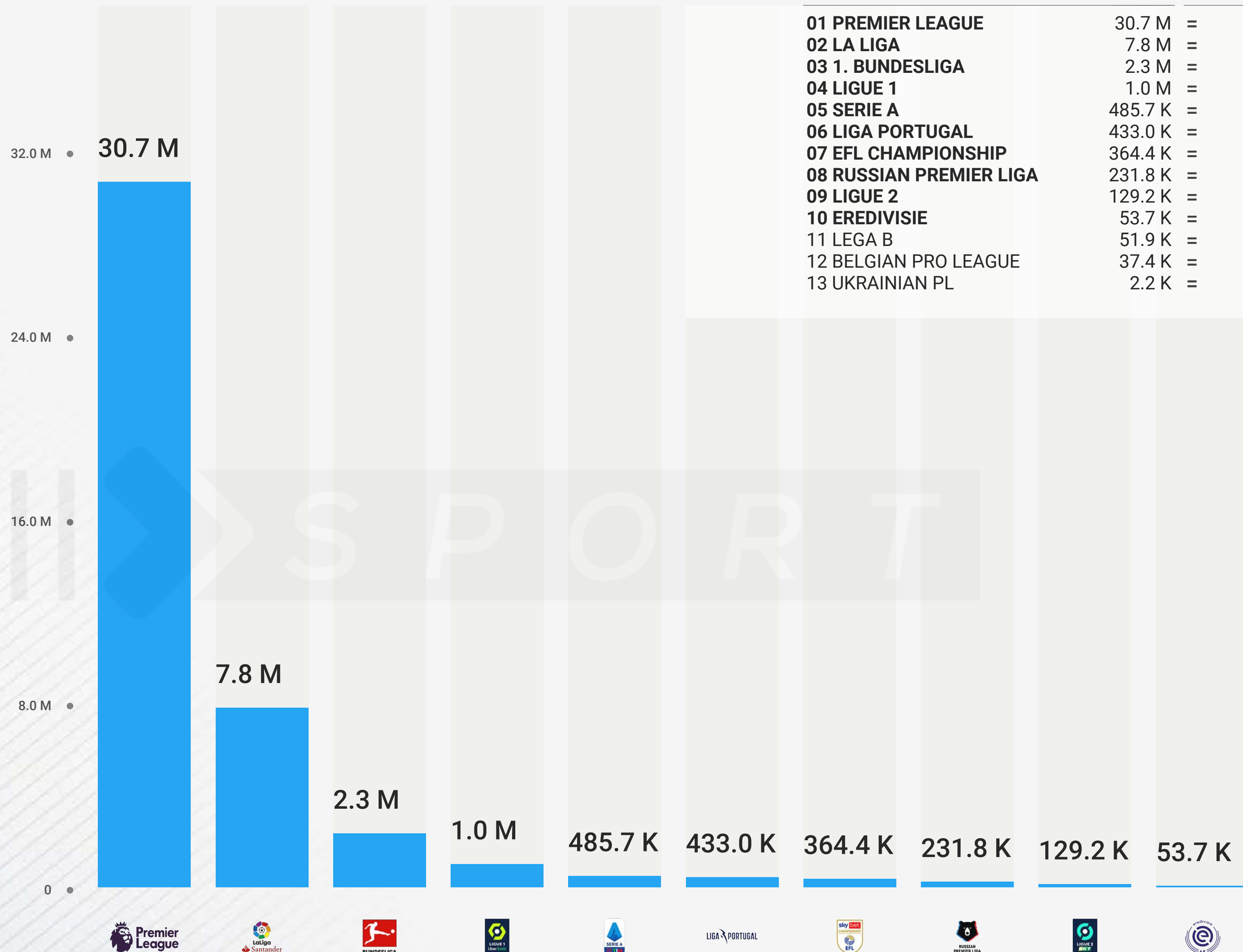
LEAGUES **Twitter**

TOTAL FANBASE  
**43.6 M**



EUROPEAN TOP 20

Ranking of the European Leagues on Twitter.



\*[from January 03, 2022 to February 09, 2022]

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

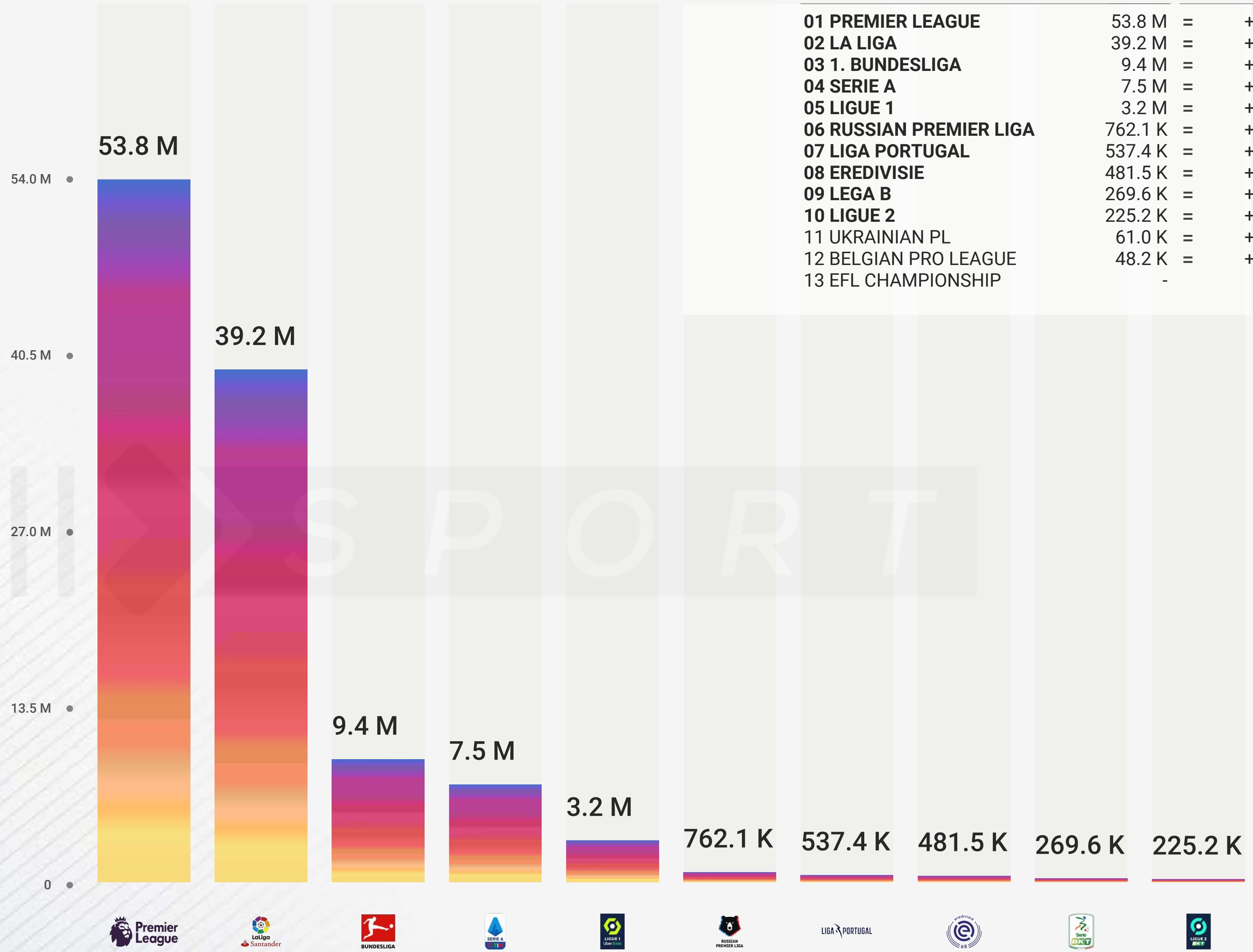




**LEAGUES** Instagram

  
 TOTAL FANBASE  
**115.4 M**  


Ranking of the European Leagues on Instagram.



\*[from January 03, 2022 to February 09, 2022]

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

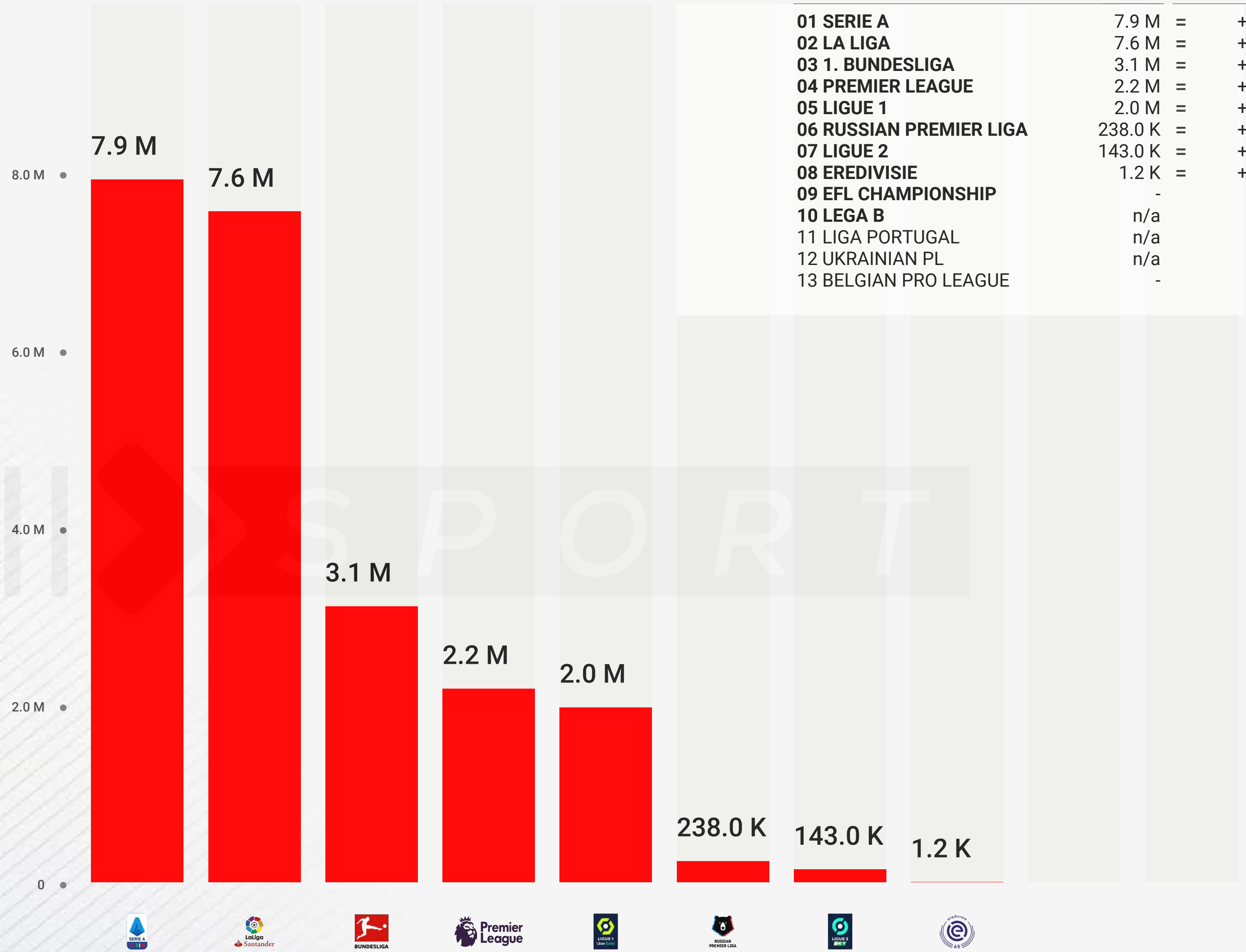


**LEAGUES** YouTube

  
 TOTAL FANBASE  
**23.1 M**

  
 EUROPEAN  
**TOP20**

Ranking of the European Leagues  
 on YouTube.



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# LEAGUES Social

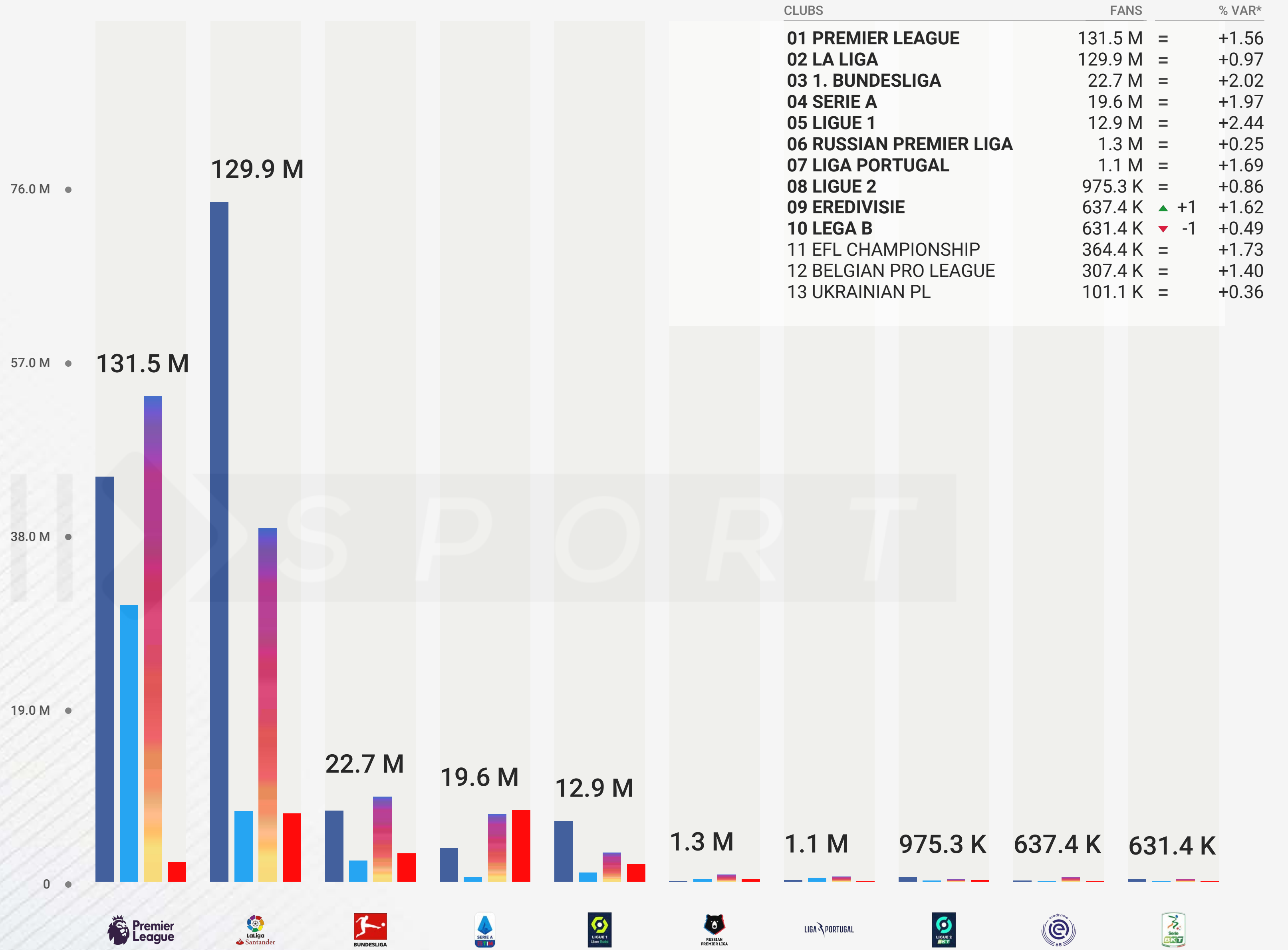





TOTAL FANBASE  
**321.9 M**



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



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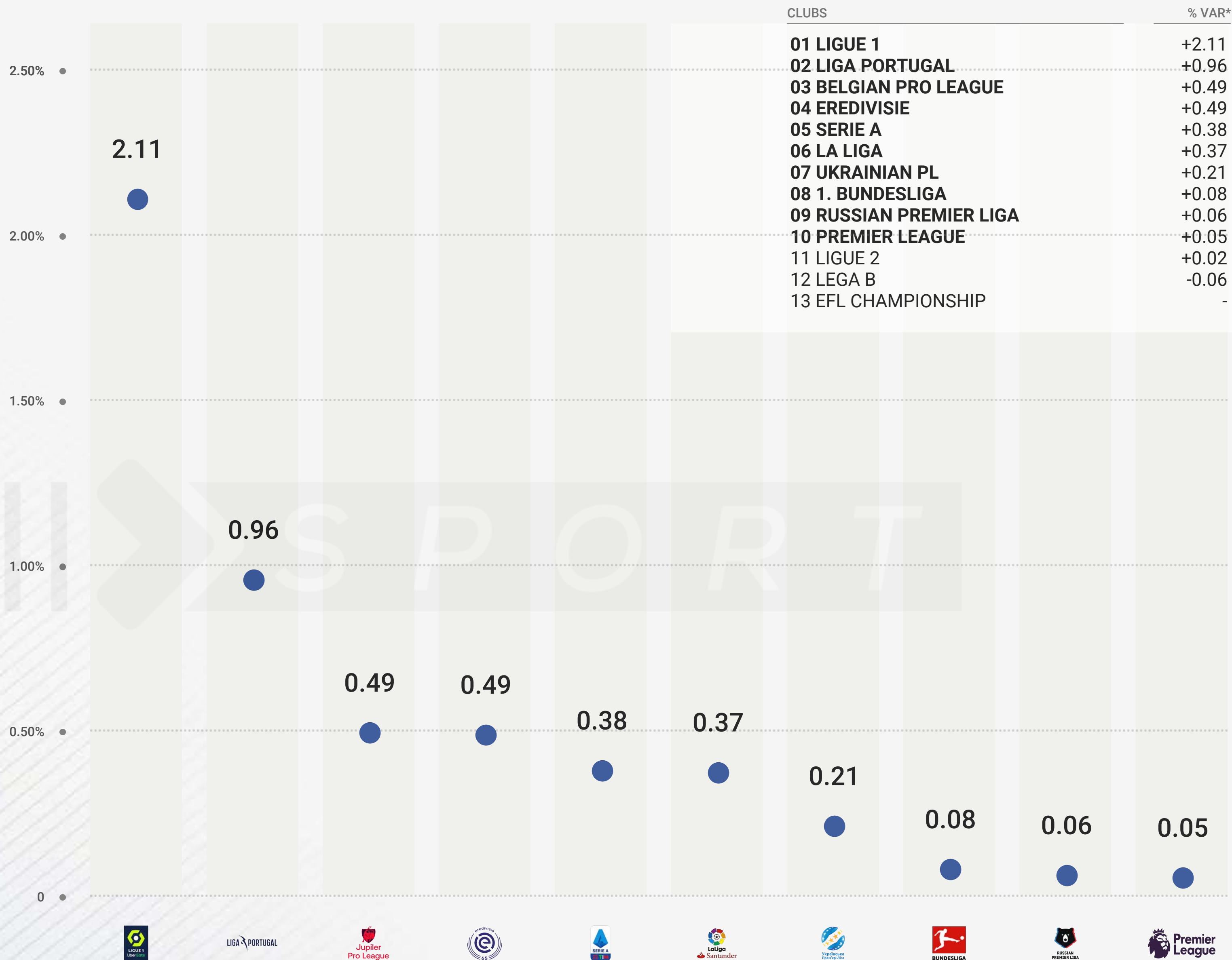
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**LEAGUES Facebook**



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



\*[from January 03, 2022 to February 09, 2022]

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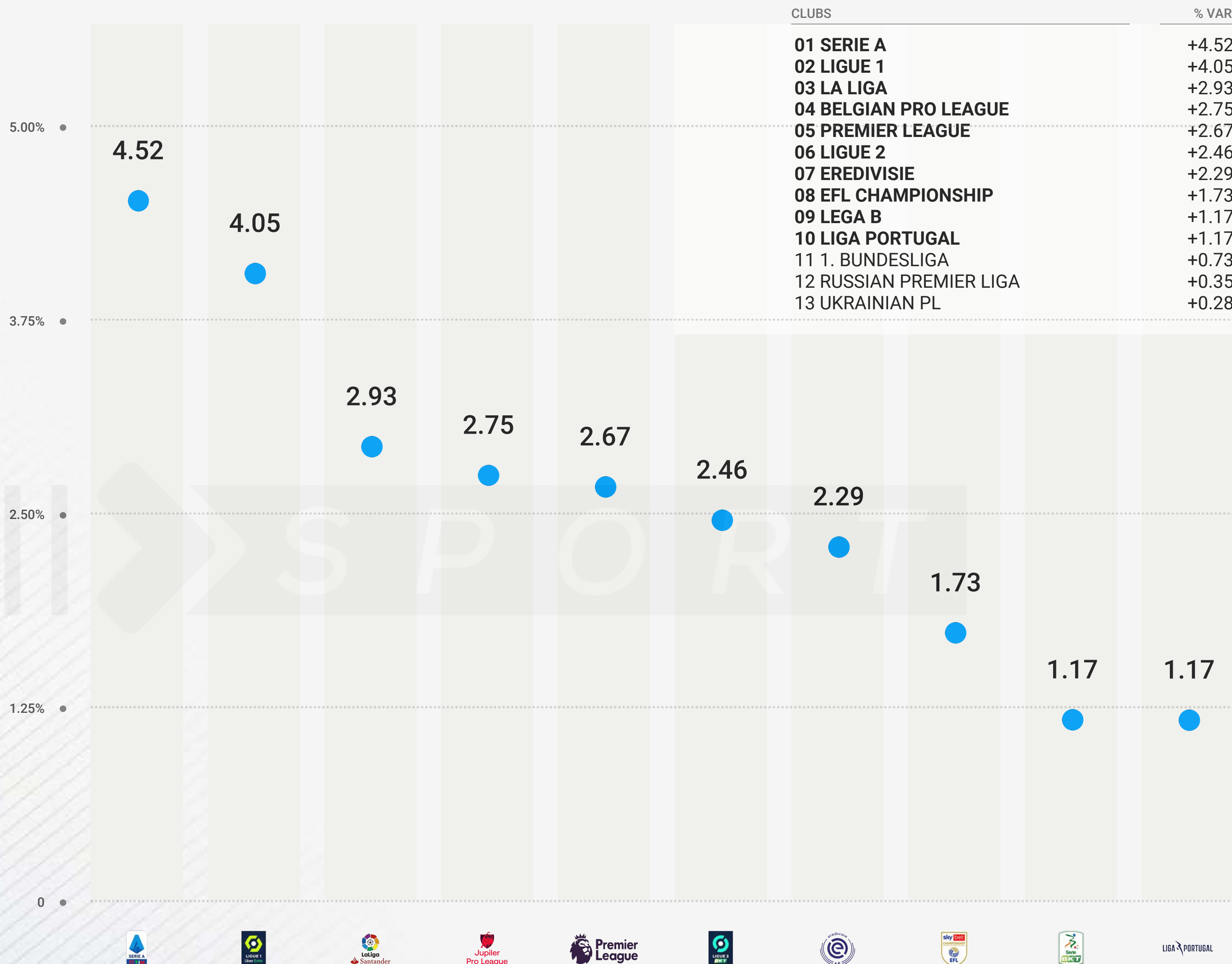
FB data refers to Likes, not Followers. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



**LEAGUES** **Twitter**



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



\*[from January 03, 2022 to February 09, 2022]

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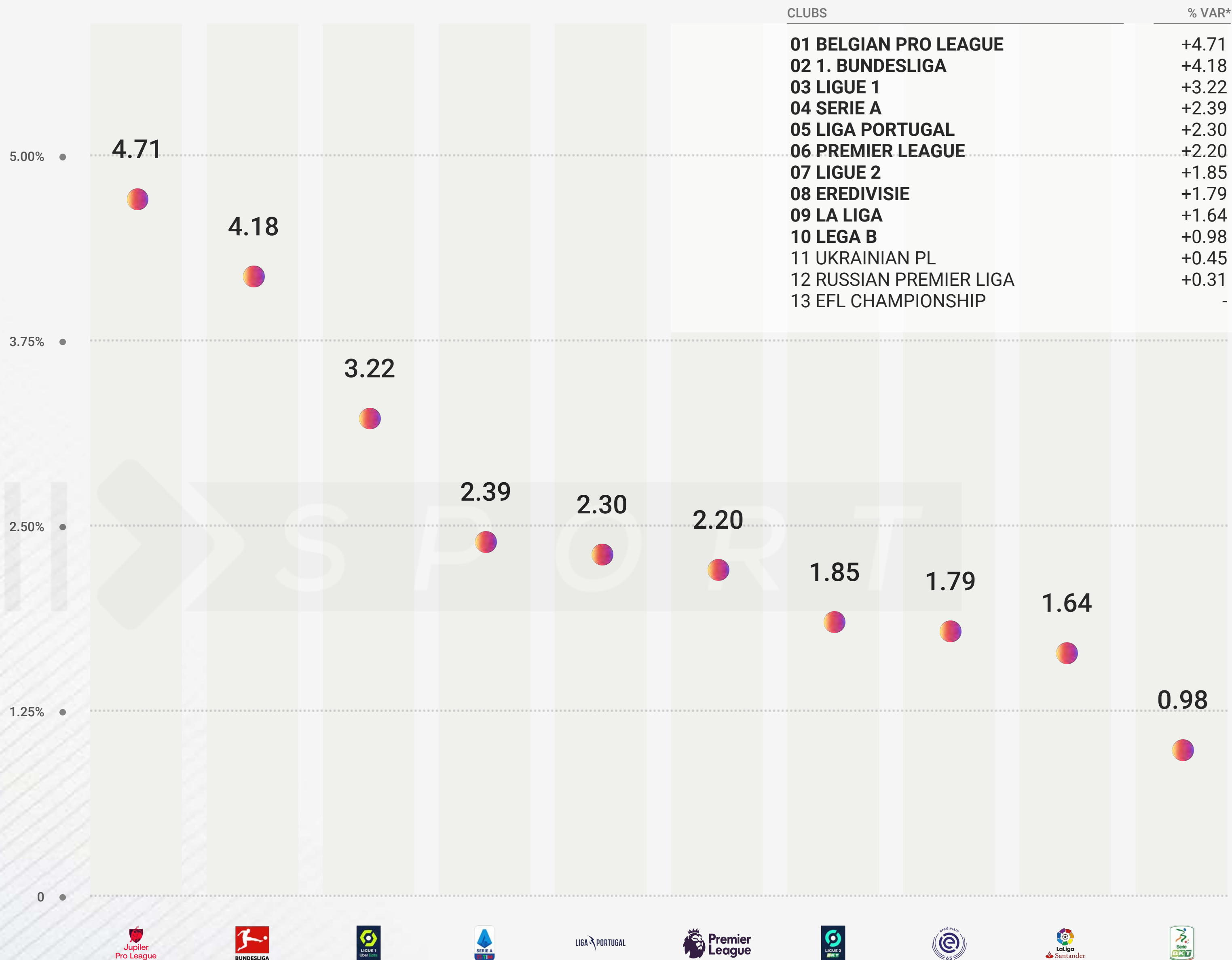
The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



**LEAGUES** Instagram



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



\*[from January 03, 2022 to February 09, 2022]

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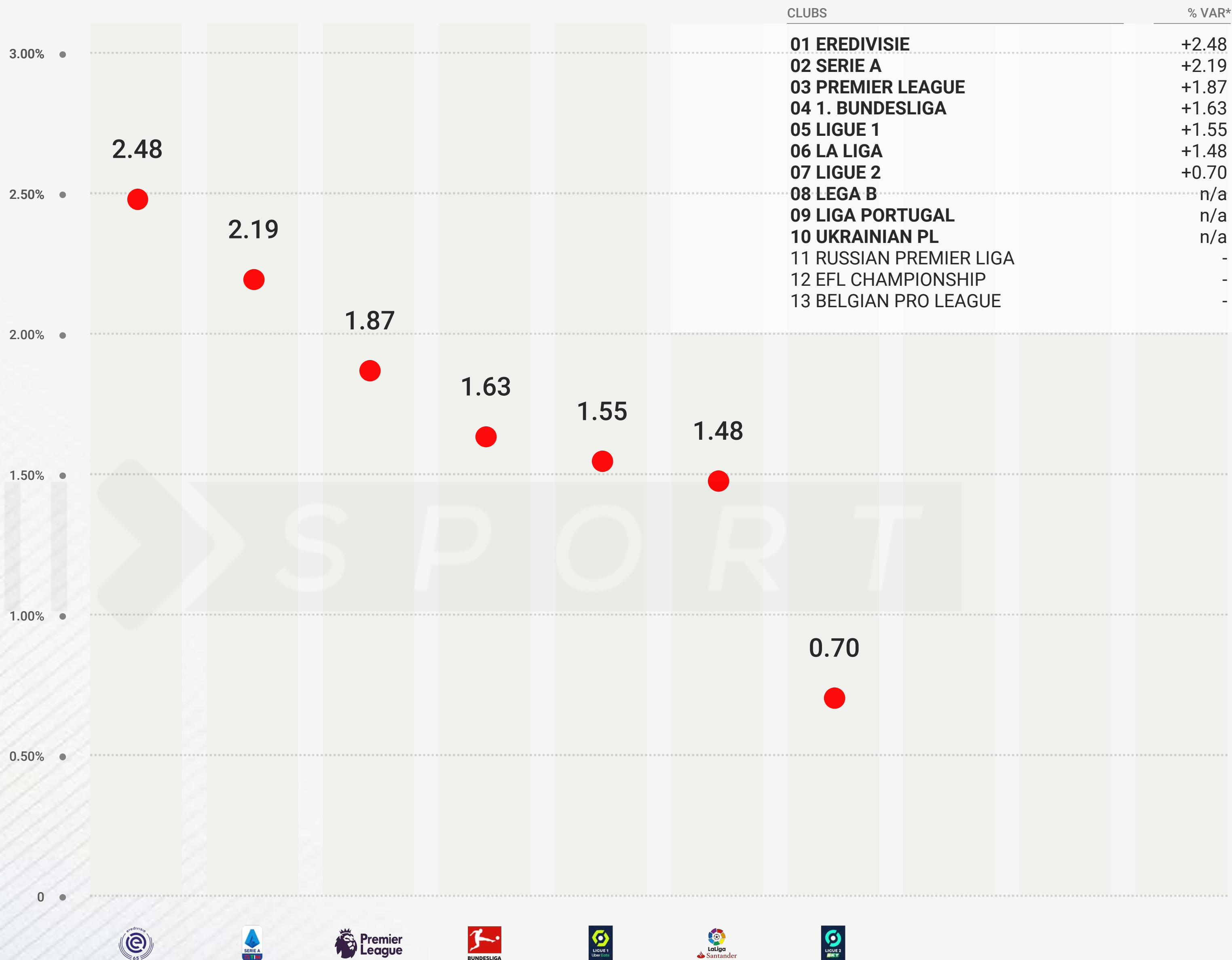
The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



**LEAGUES** YouTube



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



\*[from January 03, 2022 to February 09, 2022]

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# LEAGUES Social



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



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**OUR REPORTS**

**#TEFCReport**



**#TVLReport**



**#TEFPReport**



**#TBLReport**





**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.

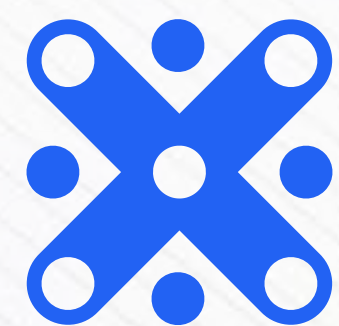
In our Brand Magazine you can find exclusive analyses, our in-depth commented reports, as well as engaging interviews to the professionals of the field. At the current moment Sport Thinking is in Italian only, but we are working to make it available in other languages.

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



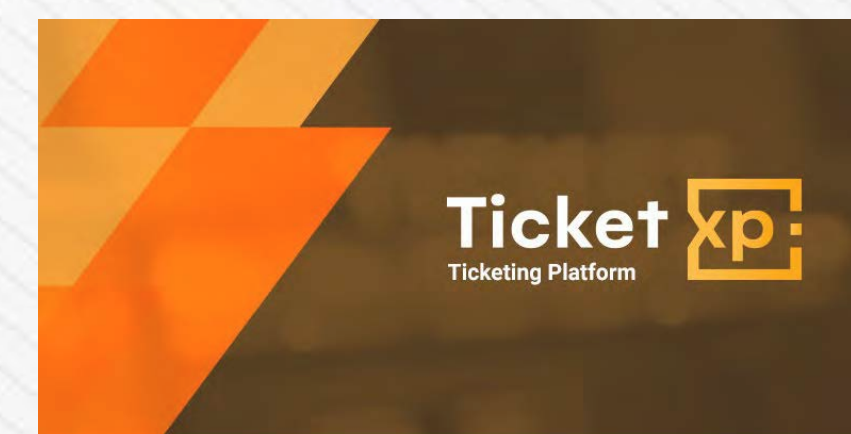
## SportXP

Discover our Fan Engagement and Membership programs platform

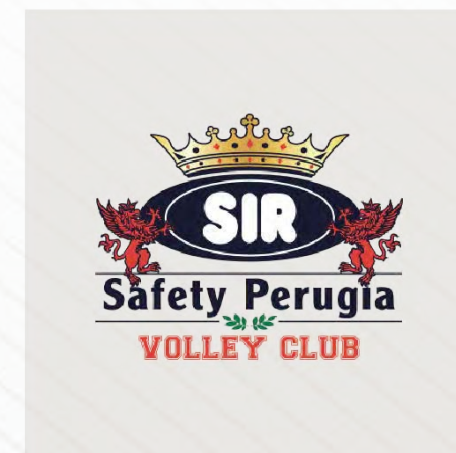
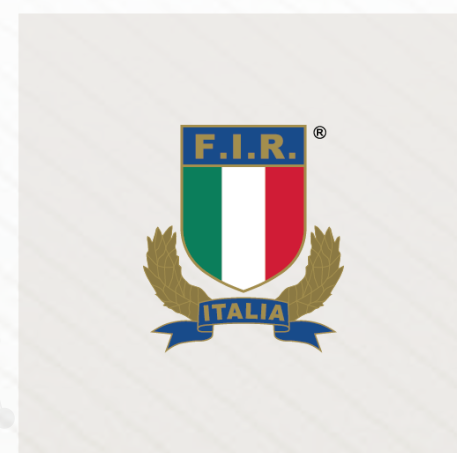
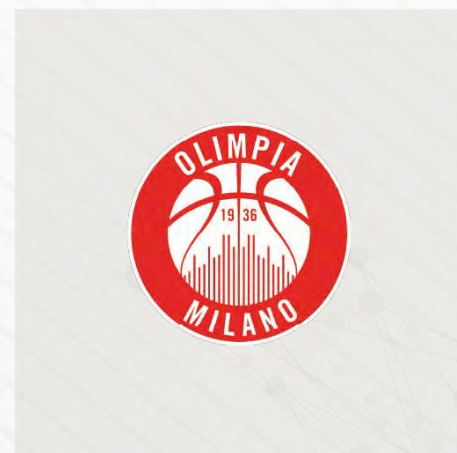


## TicketXP

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.

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**We are  
Digital Enablers**



### 39th Issue

**Version 1.0** - 18.02.22  
[first release]

### 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 divisions). Logos and all rights are reserved to their respective owners.

The data refers to the period from 03 January to 09 February 2022, 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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