

THE BASKETBALL LEAGUE REPORT

A data-driven digital analysis focused on basketball

EDITION N.22 // APRIL 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 Basketball League" Report is the monthly tool by IQUII Sport, the Sport Intelligence Unit by IQUII, to monitor the social media performances of European Basketball!

In our #TBLReport we analyse the 18 EuroLeague teams as well as 44 teams in the Italian basketball landscape playing in LBA and LNP Serie A2, studying their digital channels on a monthly basis (Facebook, Twitter, Instagram and YouTube).

You can share the most interesting charts of this Report using the official hashtag #TBLReport, and tagging us at @IQUIISport. In addition to #TBLReport, we produce monthly tools analysing football and volleyball. You can find all the information at the end of this Report.

If you have some special requests, you want to give us some suggestions to improve our work or if you don't find your league in the report and you desire a customised analysis, just drop us an email at sport@iquii.com.









Countries included in this overview

TURKISH AIRLINES EUROLEAGUE



10 COUNTRIES 18 CLUBS









EUROPE Snapshot / EuroLeague



18

CLUBS

BRANDS

32.3 M

+ 0.24%*

FANS

Total EuroLeague Basketball Clubs analyzed.

Total EuroLeague sport brands analyzed.

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



*[from March 21, 2022 to April 15, 2022]





EUROLEAGUE Facebook

TOTAL FANBASE 21.1 M



Ranking of the EuroLeague basketball clubs on Facebook.



4.0 M

2.3 M 1.2 M

437.3 K 395.0 K 380.7 K 285.2 K 267.3 K 233.9 K 228.3 K









CLUBS





FB data refers to Likes, not Followers.



FANS

% VAR*

-0.07

-0.08

-0.09

-0.08

--0.00

-0.03

-0.07

-0.10

+0.05

+0.05

+0.03

-0.36

+0.04

-0.04

-0.04

+1.23

-0.38

-0.38





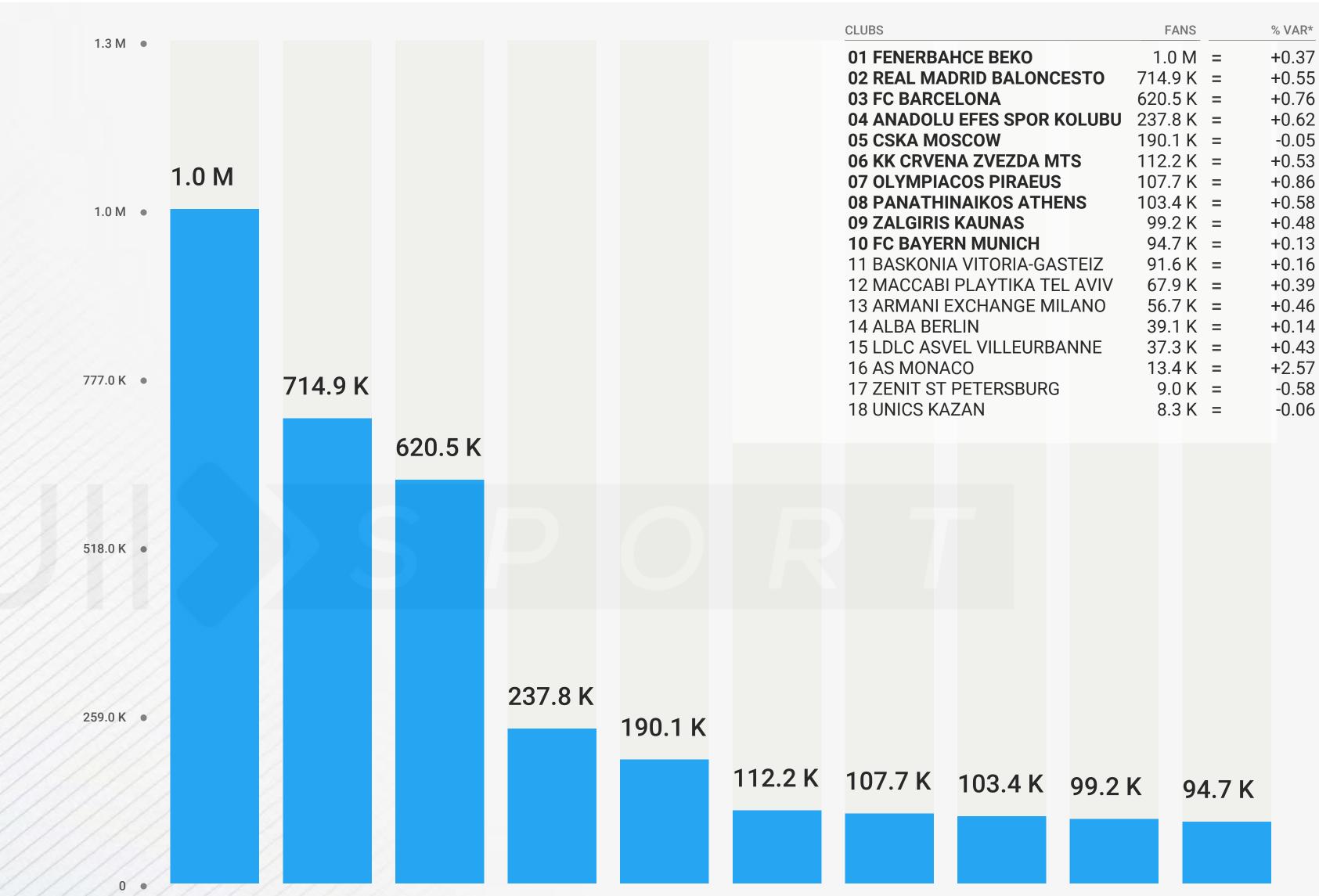


EUROLEAGUE Twitter





Ranking of the EuroLeague basketball clubs on Twitter.













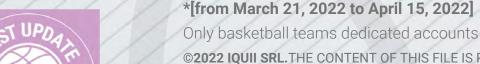
















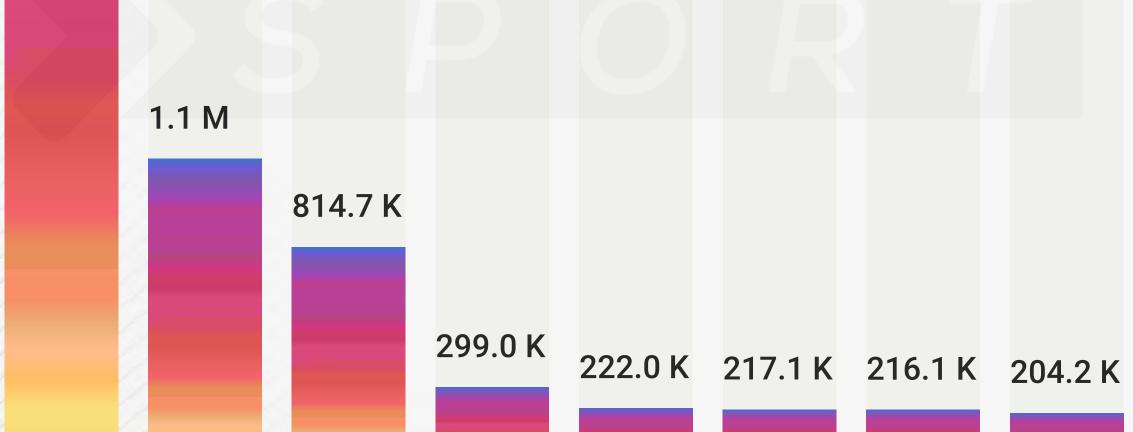
EUROLEAGUE Instagram



Ranking of the EuroLeague basketball clubs on Instagram.

EuroLeague







1.6 M •

791.5 K •



















134.6 K 119.9 K



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

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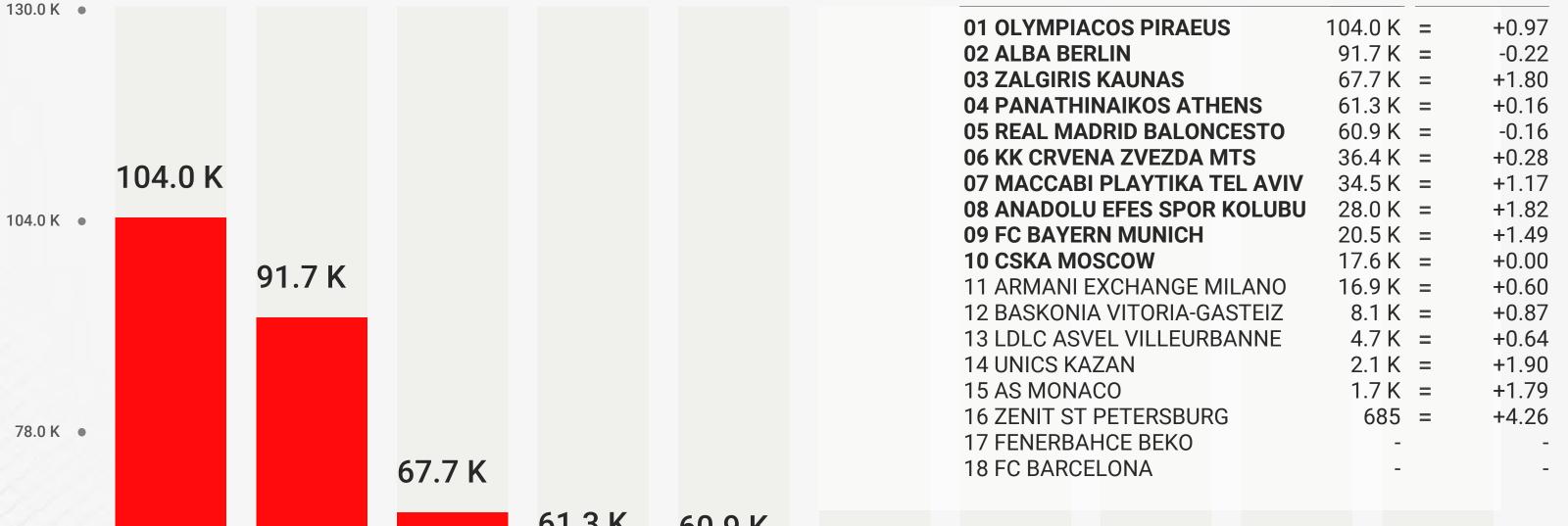




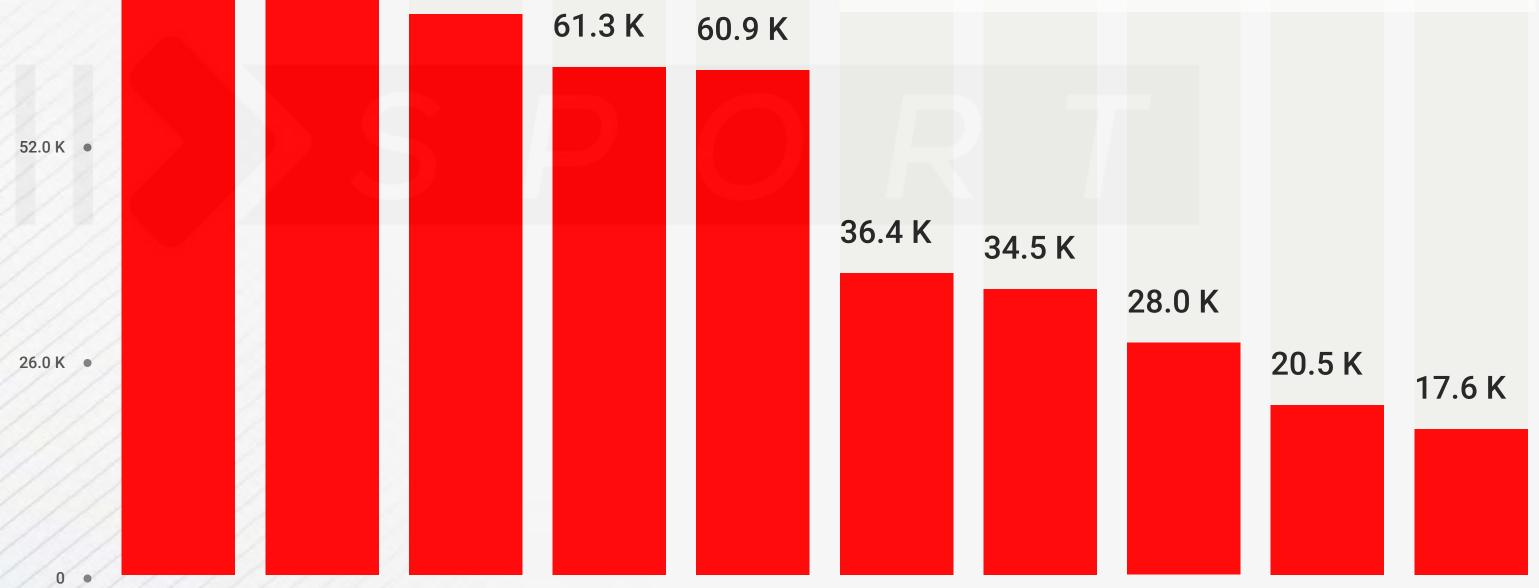
EUROLEAGUE YouTube



Ranking of the EuroLeague basketball clubs on YouTube.



CLUBS























FANS

% VAR*



Only basketball teams dedicated accounts have been considered in the study. ©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.









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



EUROLEAGUE Social



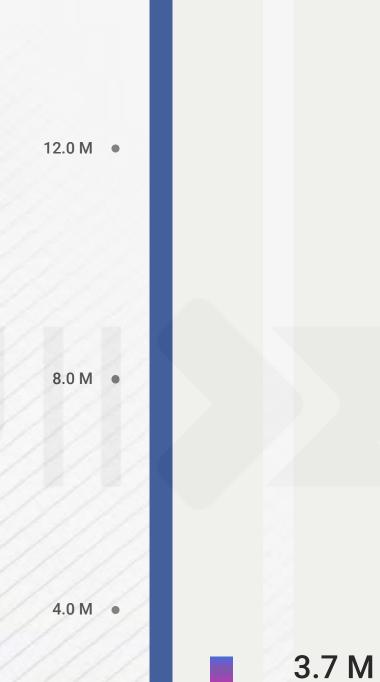
TOTAL FANBASE

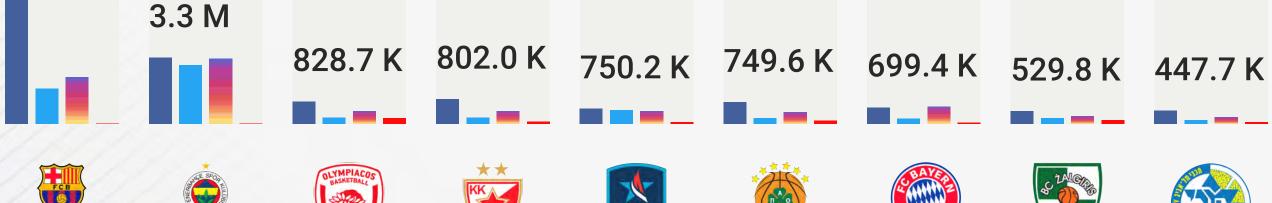
32.3 M



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













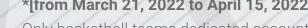


















FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.







EUROLEAGUE Brands



TOTAL FANBASE

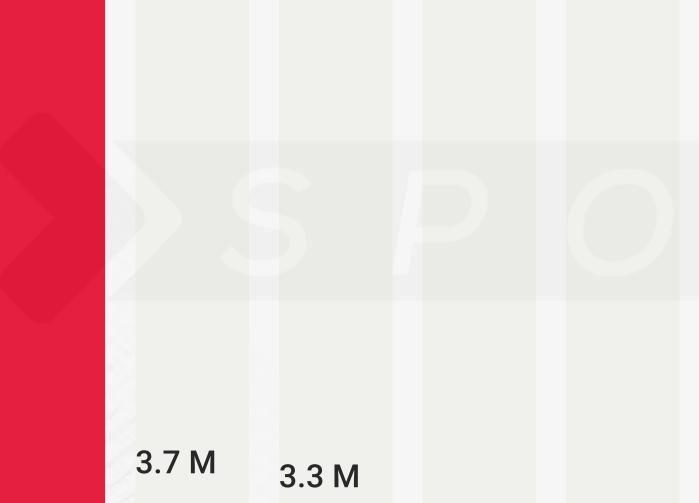
32.3 M



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

22.0 M • 16.5 M • 11.0 M • 5.5 M •











CLUBS

01 ADIDAS

03 FENERIUM

07 AIR JORDAN

08 EA7 EMPORIO ARMANI

02 NIKE

04 GSA

05 BILCEE 06 PUMA

09 KELME

10 ERREA

11 PEAK





FANS

21.6 M =

3.7 M =

3.3 M =

1.4 M =

750.2 K =

447.7 K =

399.4 K =

372.1 K =

217.1 K =

62.2 K =

57.8 K =

% VAR*

+0.21

+0.34

+0.09

+0.47

+0.45

+0.43

-0.20

+0.41

+0.21

+2.65

-0.01



*[from March 21, 2022 to April 15, 2022]



EMPORIO WARMANI



EUROLEAGUE Brands

CLUBS

18

SPORT BRANDS

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





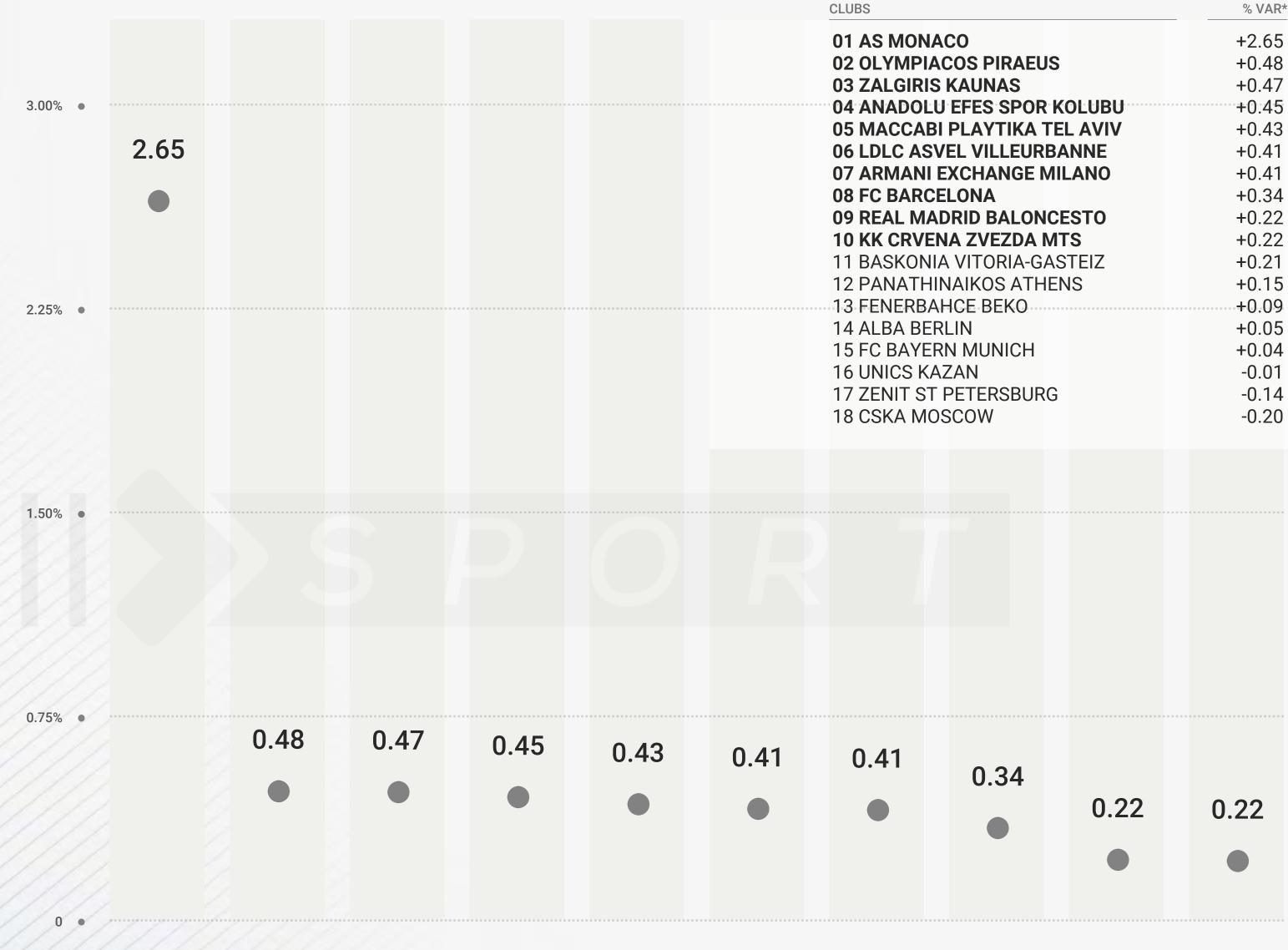
*[from March 21, 2022 to April 15, 2022]



EUROLEAGUE Grown Up



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













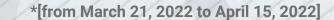












Only basketball teams dedicated accounts have been considered in the study.

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Basketball Competitions included in this overview

FIRST DIVISION

16 CLUBS



LBA SERIE A

SECOND DIVISION

14 CLUBS



LNP SERIE A2 GIRONE VERDE

SECOND DIVISION

14 CLUBS



LNP SERIE A2 GIRONE ROSSO





IQUII SPORT

ITALY SnapShot / LBA Serie A



16

CLUBS

6 **BRANDS**

1.5 M

+ 0.50%*

FANS

Total LBA Serie A Basketball Clubs analyzed.

Total LBA Serie A sport brands analyzed.

Total Facebook, Twitter, Instagram, YouTube fans of the LBA Serie A Basketball Clubs analyzed.



*[from March 21, 2022 to April 15, 2022]





LBA SERIE A Facebook

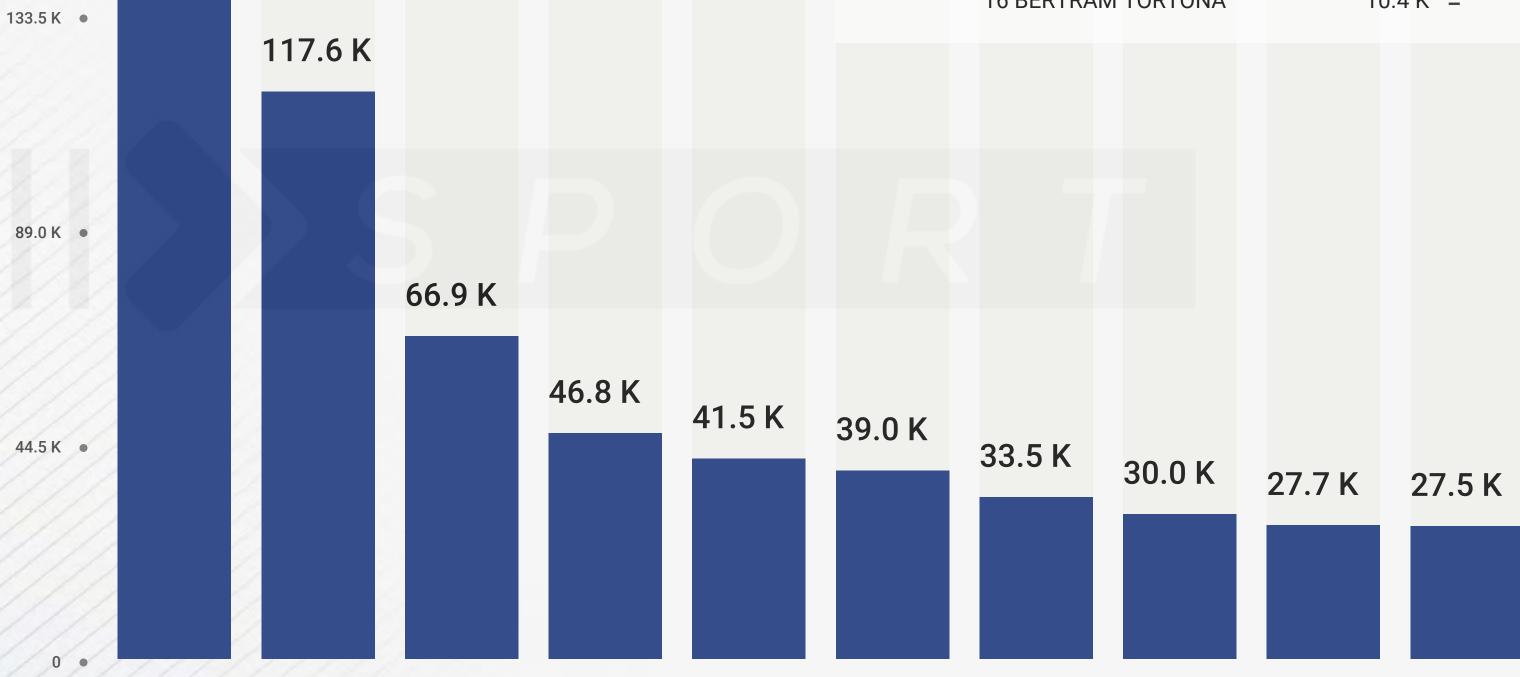
TOTAL FANBASE 722 K



Ranking of the LBA Serie A basketball clubs on Facebook.



CLUBS























FANS

% VAR*





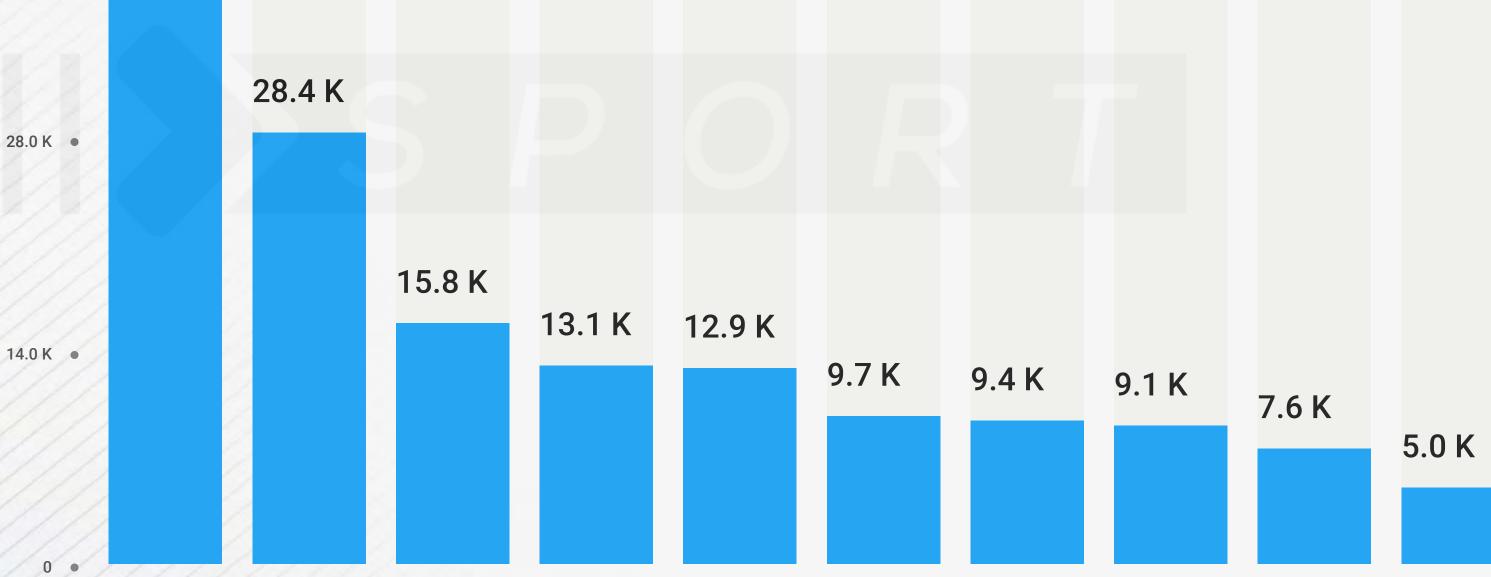
LBA SERIE A Twitter





Ranking of the LBA Serie A basketball clubs on Twitter.



























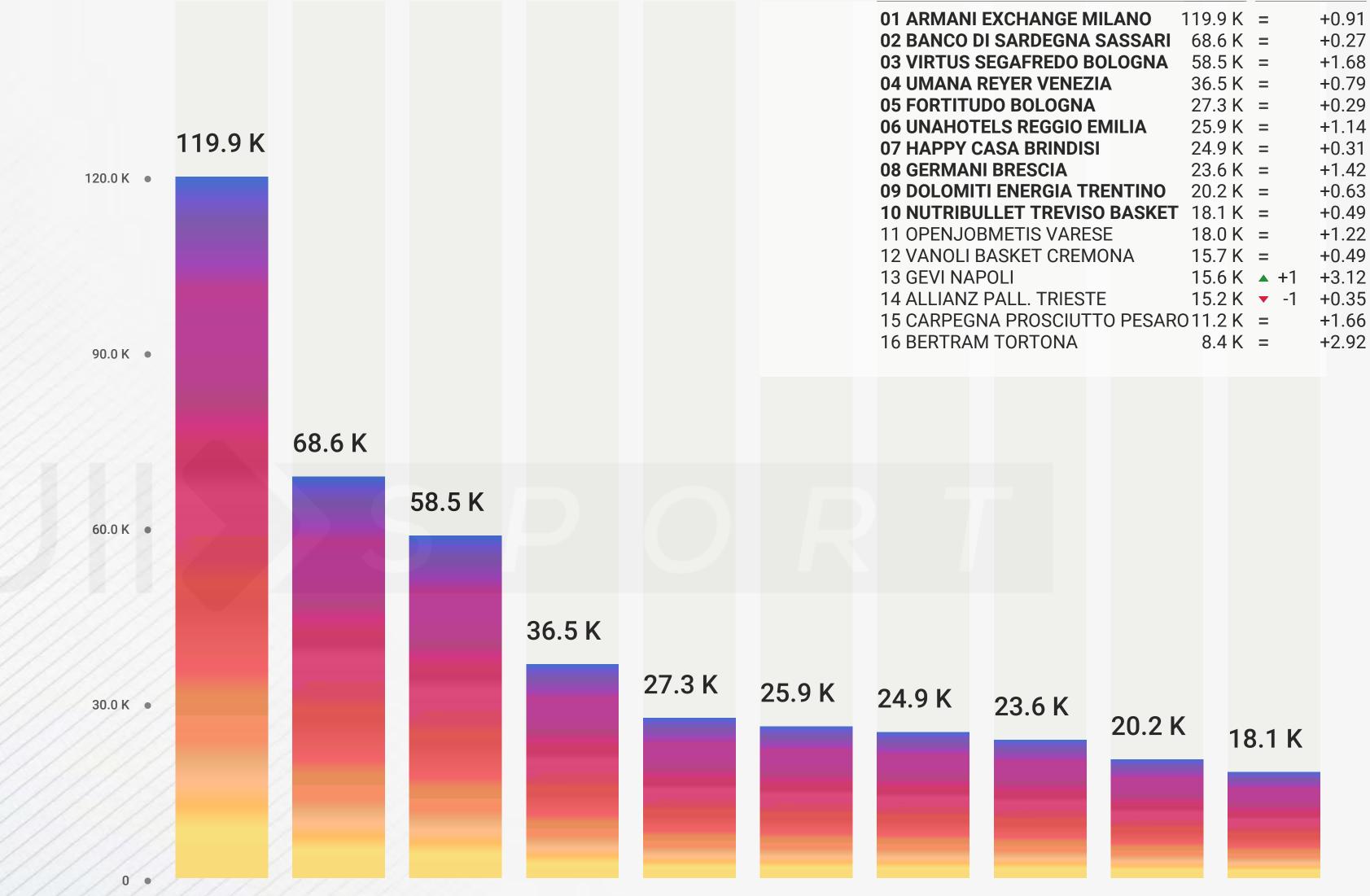




LBA SERIE A Instagram



Ranking of the LBA Serie A basketball clubs on Instagram.















CLUBS



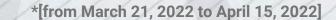






FANS

% VAR*



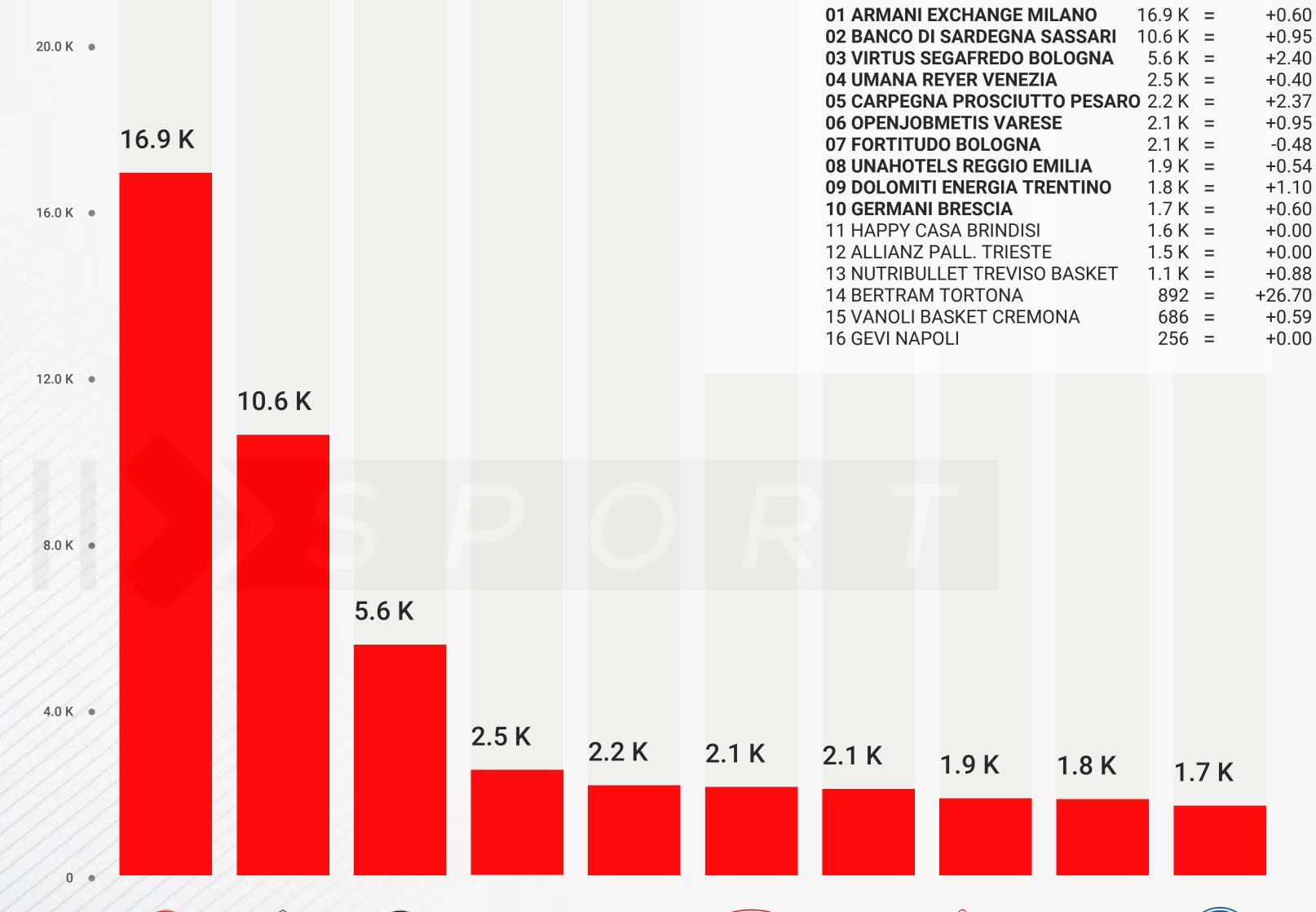




LBA SERIE A YouTube



Ranking of the LBA Serie A basketball clubs on YouTube.

















CLUBS







FANS

% VAR*



*[from March 21, 2022 to April 15, 2022]





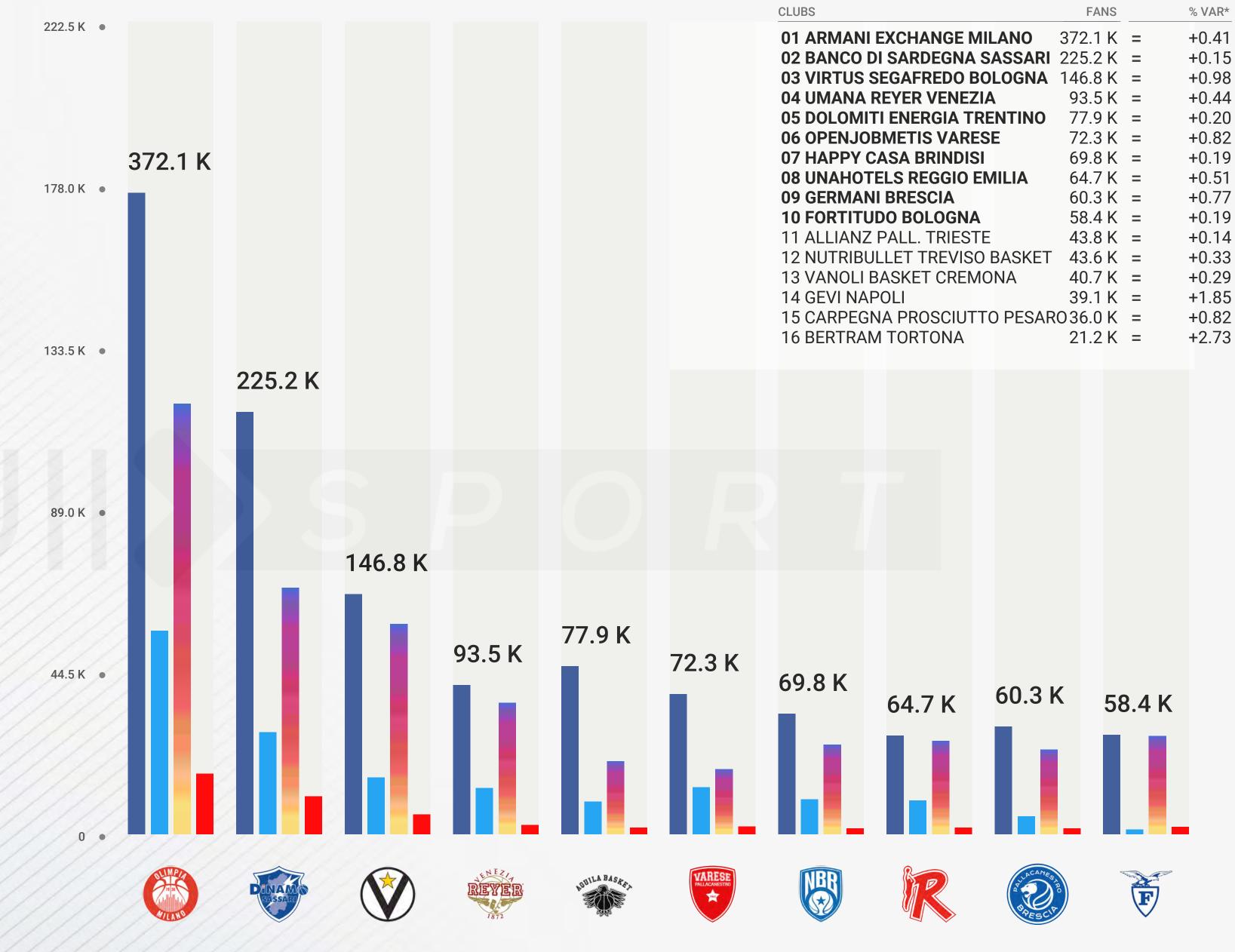
LBA SERIE A Social

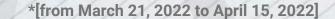


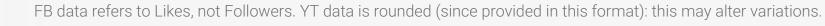
1.5 M



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









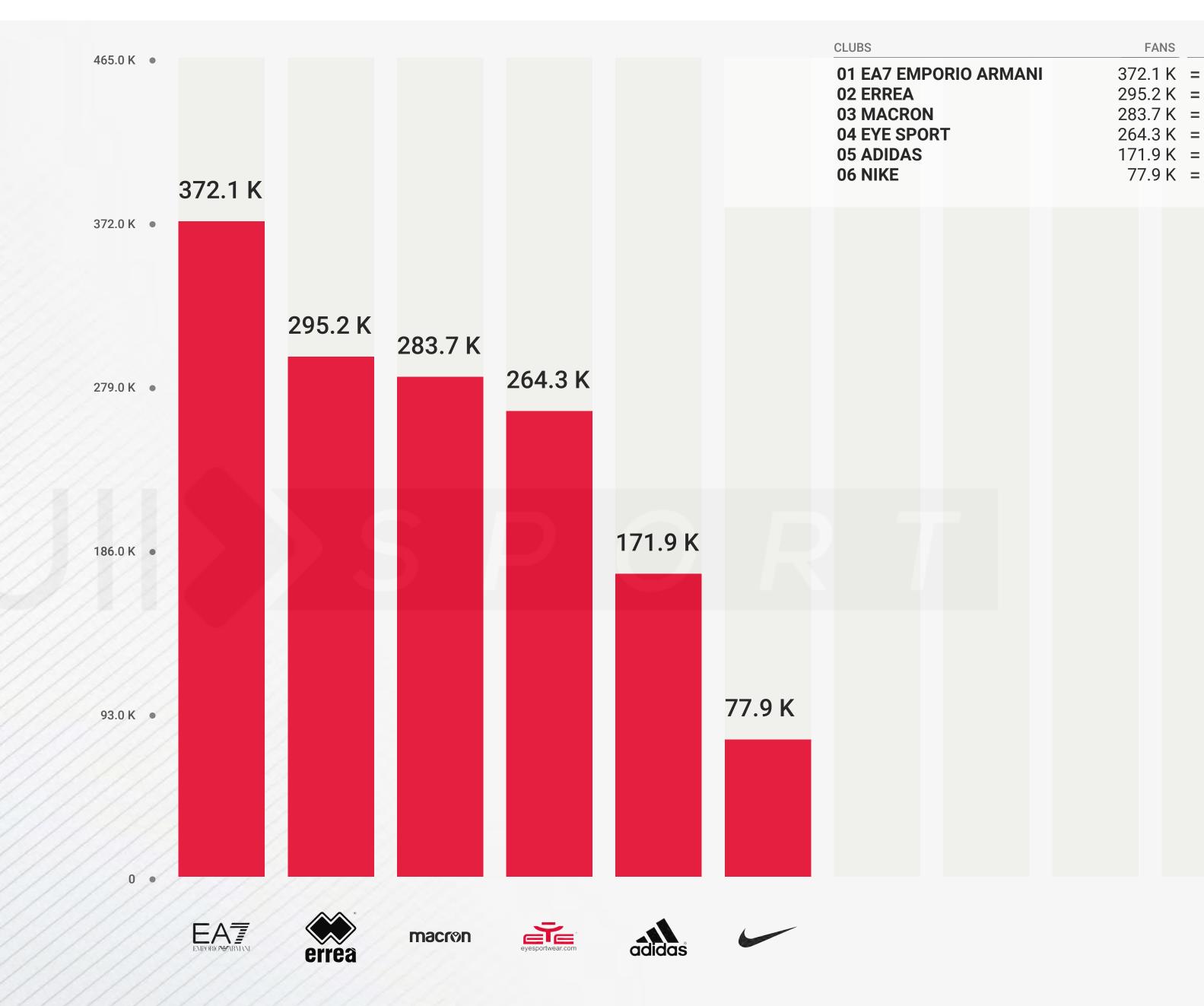


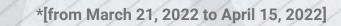
LBA SERIE A Brands





Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 16 sponsored LBA Serie A basketball clubs.









FANS

% VAR*

+0.41

+0.68

+0.83

+0.40

+0.18

+0.20



LBA SERIE A Brands

CLUBS

16

SPORT BRANDS

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

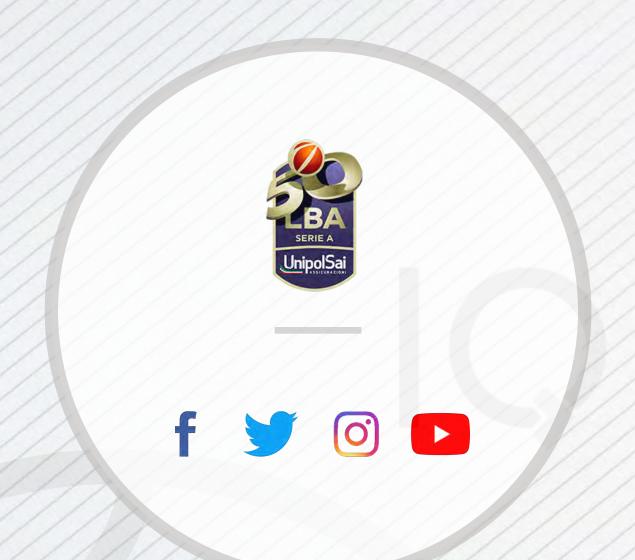




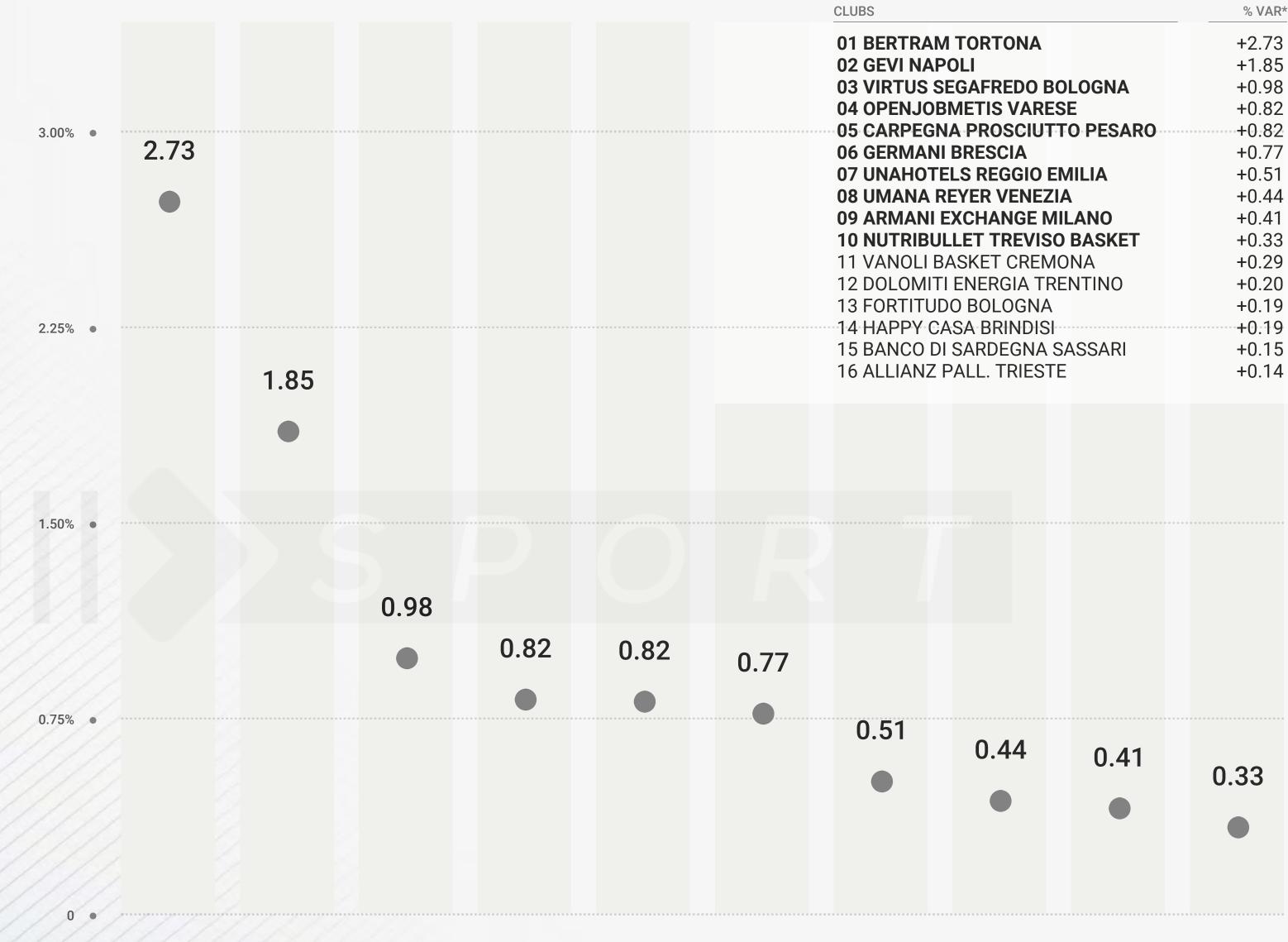
*[from March 21, 2022 to April 15, 2022]



LBA SERIE A Grown Up



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





























ITALY Snapshot / LNP Serie A2 Girone Verde



14 CLUBS

9 **BRANDS**

303 K + 0.51%*

FANS

Total LNP Serie A2 Girone Verde Basketball Clubs analyzed.

Total LNP Serie A2 Girone Verde sport brands analyzed.

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



*[from March 21, 2022 to April 15, 2022]





LNP SERIE A2 VERDE Facebook

TOTAL FANBASE 159 K



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



35.0 K ●



22.0 K



15.1 K



13.9 K



13.6 K 13.3 K





12.8 K

CLUBS

01 PALLACANESTRO CANTU

05 GIORGIO TESI GROUP PISTOIA

09 GRUPPO MASCIO BLU BASKET

11 AGRIBERTOCCHI ORZINUOVI

12 BAKERY BASKET PIACENZA

13 UCC ASSIGECO PIACENZA

14 NOVIPIÙ JB MONFERRATO

06 APU OLD WILD WEST UDINE

02 ORLANDINA BASKET

04 BONPRIX BIELLA

07 STAFF MANTOVA

10 URANIA MILANO

03 2B CONTROL TRAPANI

08 REALE MUTUA TORINO



9.1 K



6.9 K



6.4 K

FANS

28.7 K =

22.0 K =

15.1 K =

13.9 K =

13.6 K =

13.3 K =

12.8 K =

9.1 K =

6.9 K =

 $6.4 \, \text{K} =$

5.2 K =

5.1 K = 4.6 K =

2.3 K =

% VAR*

+0.27

+0.05

+0.24

+0.07

+0.12 +0.40

+0.08

+0.24

+3.07

+0.42

+0.17

+0.21

+0.48

+0.79



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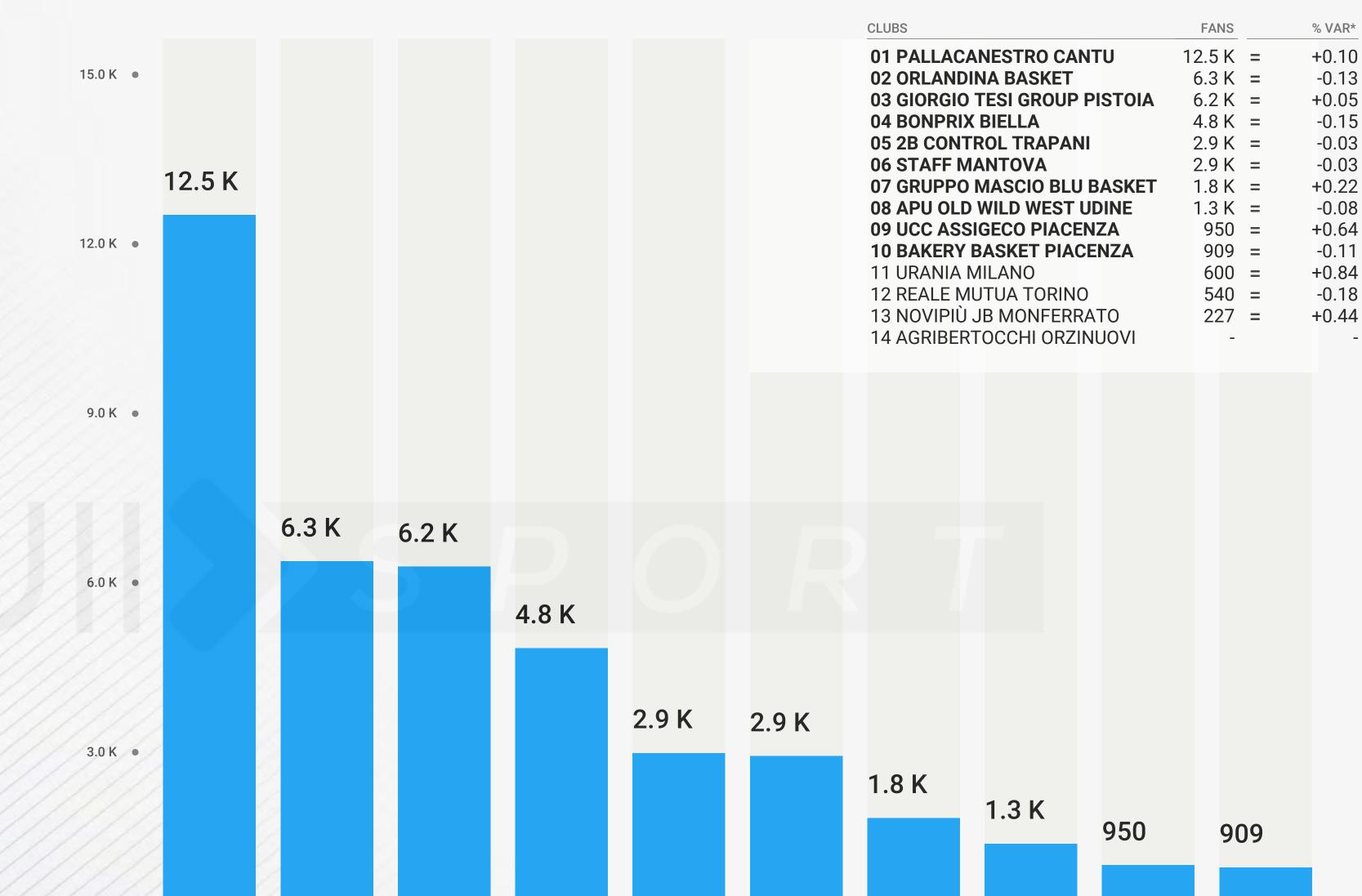
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LNP SERIE A2 VERDE Twitter



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



























LNP SERIE A2 VERDE Instagram 16.0 K.



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



20.0 K





9.8 K



8.4 K



7.7 K



7.5 K



6.6 K

CLUBS

01 PALLACANESTRO CANTU

03 ORLANDINA BASKET

05 BONPRIX BIELLA

08 STAFF MANTOVA

10 URANIA MILANO

02 GIORGIO TESI GROUP PISTOIA

04 GRUPPO MASCIO BLU BASKET

06 APU OLD WILD WEST UDINE

07 REALE MUTUA TORINO

09 2B CONTROL TRAPANI

11 UCC ASSIGECO PIACENZA

12 BAKERY BASKET PIACENZA

13 AGRIBERTOCCHI ORZINUOVI

6.0 K

14 NOVIPIÙ JB MONFERRATO





5.5 K



4.7 K

FANS

16.4 K =

9.8 K =

9.8 K =

8.4 K =

7.7 K =

7.5 K =

6.6 K =

6.0 K =

5.5 K =

4.7 K =

3.3 K =

2.8 K =

2.7 K =

2.5 K =

% VAR*

+0.92

+0.39

+0.34

+1.37

+0.58

+1.70

+1.76

+0.43

+1.34

+1.88

+1.28

+1.19

+0.53

+1.79





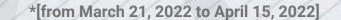
IQUII SPORT

LNP SERIE A2 VERDE YouTube



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









CLUBS

FANS

% VAR*





LNP SERIE A2 VERDE Social





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

CLUBS **FANS 01 PALLACANESTRO CANTU** 59.9 K = 35.0 K ● 39.9 K = **02 ORLANDINA BASKET 03 GIORGIO TESI GROUP PISTOIA** 30.4 K = **04 BONPRIX BIELLA** 27.2 K = **05 2B CONTROL TRAPANI** 24.1 K = **06 APU OLD WILD WEST UDINE** 22.5 K = 22.2 K = **07 STAFF MANTOVA** 17.3 K = **08 GRUPPO MASCIO BLU BASKET 09 REALE MUTUA TORINO** 16.6 K = 28.0 K 12.0 K = **10 URANIA MILANO** 59.9 K 9.1 K = 11 BAKERY BASKET PIACENZA 9.1 K = 12 UCC ASSIGECO PIACENZA 13 AGRIBERTOCCHI ORZINUOVI 8.0 K = 14 NOVIPIÙ JB MONFERRATO 5.2 K = 21.0 K 39.9 K 14.0 K • 24.1 K 27.2 K 30.4 K 22.5 K 22.2 K 16.6 K 17.3 K 7.0 K • 12.0 K







% VAR*

+0.42

+0.09

+0.18

+0.18

+0.46

+0.95

+0.17

+1.93

+0.86

+1.04

+0.52

+0.79

+0.29

+1.28



LNP SERIE A2 VERDE Brands

(0) TOTAL FANBASE 303 K



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored LNP Serie A2 Girone Verde basketball clubs.

03 LEGEA 04 JOMA **05 MACRON** 06 NIKE 63.3 K **07 SPALDING 08 ACERBIS** 64.0 K 59.9 K 09 ADIDAS 48.0 K 39.9 K 36.4 K 30.4 K 32.0 K • 22.5 K 21.8 K 17.3 K 16.0 K SPALDING. **Joma**[®]



CLUBS

01 ERREA

02 EYE SPORT

FANS

63.3 K =

59.9 K =

39.9 K =

36.4 K =

30.4 K =

22.5 K =

21.8 K =

17.3 K =

12.0 K =

% VAR*

+0.38

+0.42

+0.09

+0.26

+0.18

+0.95

+0.96

+1.93

+1.04

12.0 K

adidas



LNP SERIE A2 VERDE Brands

CLUBS

SPORT BRANDS

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





*[from March 21, 2022 to April 15, 2022]





LNP SERIE A2 VERDE Grown Up



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

1.93

1.50%

1.00%

0.50%

0 •



1.28



1.04



0.95



0.86



0.79



0.52

CLUBS

01 GRUPPO MASCIO BLU BASKET

02 NOVIPIÙ JB MONFERRATO

04 APU OLD WILD WEST UDINE

06 UCC ASSIGECO PIACENZA

07 BAKERY BASKET PIACENZA

10 AGRIBERTOCCHI ORZINUOVI

11 GIORGIO TESI GROUP PISTOIA

05 REALE MUTUA TORINO

08 2B CONTROL TRAPANI

09 PALLACANESTRO CANTU

03 URANIA MILANO

12 BONPRIX BIELLA

13 STAFF MANTOVA

14 ORLANDINA BASKET





0.46



0.42



0.29

% VAR*

+1.93

+1.28

+1.04

+0.95 +0.86

+0.79 +0.52

+0.46

+0.42

+0.29 +0.18

+0.18 +0.17

+0.09









IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Rosso



14 CLUBS

12 **BRANDS**

247 K + 0.49%* FANS

Total LNP Serie A2 Girone Rosso Basketball Clubs analyzed.

Total LNP Serie A2 Girone Rosso sport brands analyzed.

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



*[from March 21, 2022 to April 15, 2022]

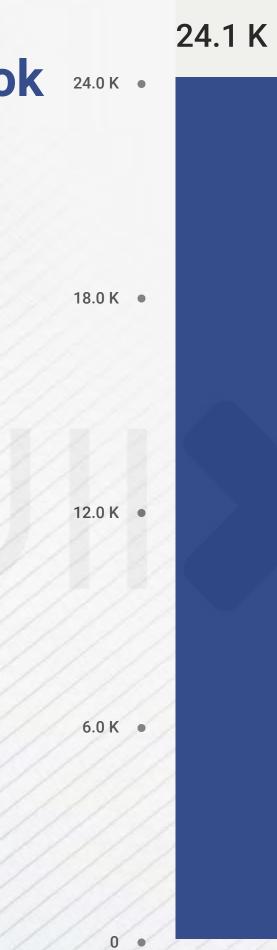




LNP SERIE A2 ROSSO Facebook 24.0 K -

TOTAL FANBASE 144 K

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



30.0 K



23.1 K

19.8 K





11.4 K



9.8 K



9.7 K



9.1 K

CLUBS

01 UNIEURO FORLÌ

03 TEZENIS VERONA

07 GIVOVA SCAFATI

11 ORASÌ RAVENNA

02 STELLA AZZURRA ROMA

05 BENACQUISTA A. LATINA

06 CESTISTICA S.SEVERO

09 TOP SECRET FERRARA

12 PALL. A. PASCA NARDO

13 LUX CHIETI BASKET 1974

14 UMANA SAN GIOBBE B. CHIUSI

6.8 K

04 ATLANTE EUROBASKET ROMA

08 RISTOPRO JANUS FABRIANO

10 BENEDETTO XIV TRAMEC CENTO 6.2 K =





6.3 K



6.2 K

FANS

24.1 K =

23.1 K =

19.8 K =

11.4 K =

9.8 K =

9.7 K =

9.1 K =

6.8 K =

6.3 K =

 $6.1 \, \text{K} =$

5.9 K =

4.3 K =

1.7 K =

% VAR*

+0.04

+0.32

+0.16

+0.27

+0.00

+0.32

+0.58

-0.03

+0.57

+0.29

+0.26

+0.15

+0.30

+0.89

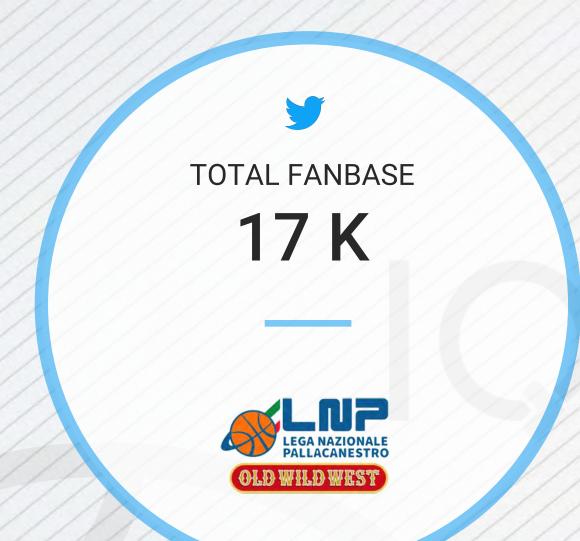




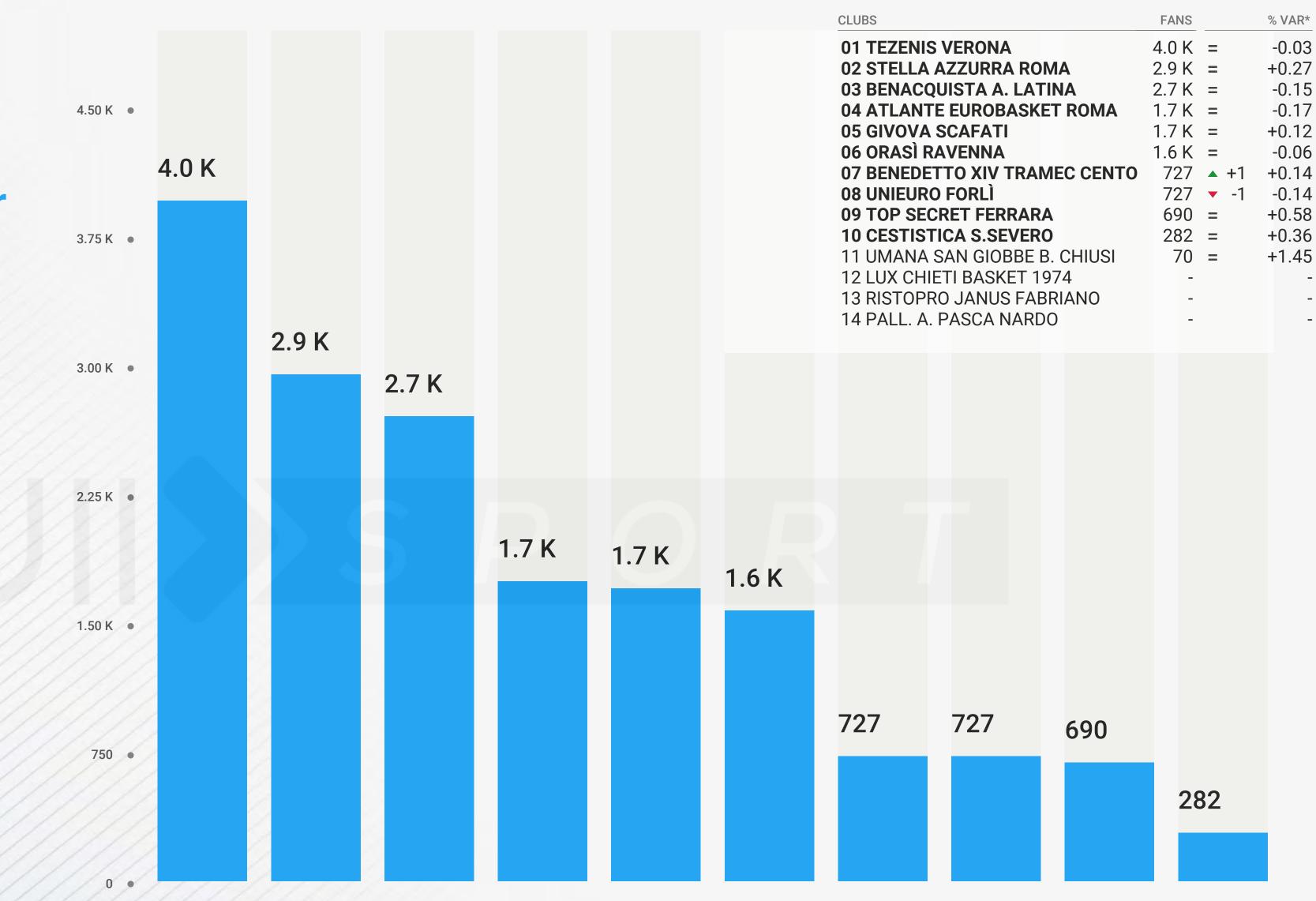




LNP SERIE A2 ROSSO Twitter



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





























LNP SERIE A2 ROSSO Instagram

(0) TOTAL FANBASE 75 K

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







7.7 K



4.7 K



4.3 K



4.3 K



4.1 K

CLUBS

01 STELLA AZZURRA ROMA

05 BENACQUISTA A. LATINA

08 ATLANTE EUROBASKET ROMA

11 RISTOPRO JANUS FABRIANO

14 UMANA SAN GIOBBE B. CHIUSI

13 LUX CHIETI BASKET 1974

12 BENEDETTO XIV TRAMEC CENTO 2.8 K =

06 PALL. A. PASCA NARDO

09 CESTISTICA S.SEVERO 10 TOP SECRET FERRARA

02 TEZENIS VERONA

04 GIVOVA SCAFATI

07 ORASÌ RAVENNA

03 UNIEURO FORLÌ



3.8 K



3.7 K



3.6 K

FANS

15.7 K =

13.0 K =

7.7 K =

4.7 K =

4.3 K =

4.3 K =

4.1 K =

3.8 K =

3.7 K =

3.6 K =

3.5 K =

2.3 K =

1.4 K =

% VAR*

+1.88

+0.62

+0.40

+1.32

+0.49

+0.42

+1.12

+1.07

+1.66

+1.18

+0.31

+1.66

+0.09

+1.63



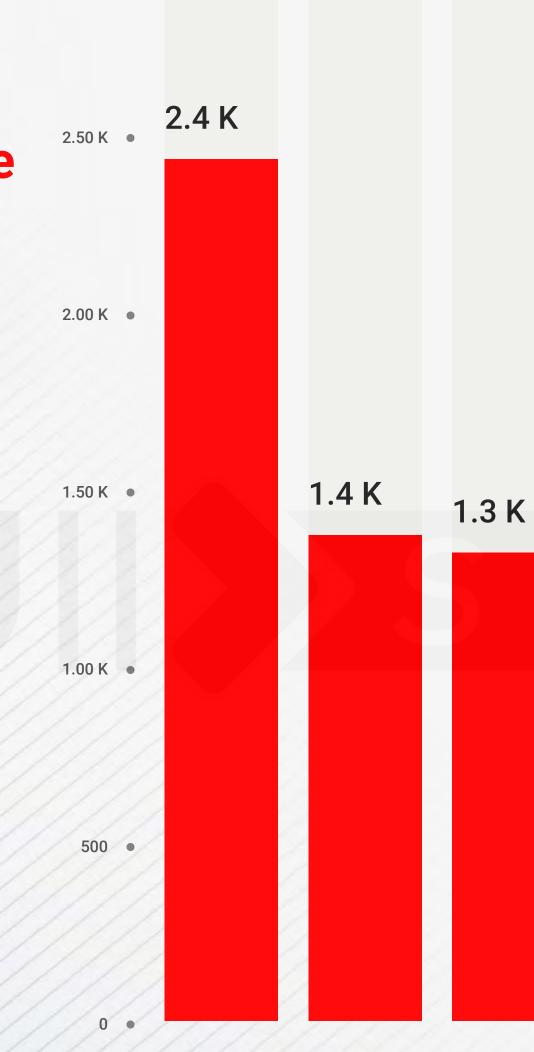


IQUII SPORT

LNP SERIE A2 ROSSO YouTube



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



3.00 K •







1.2 K



866



792



605

CLUBS

01 STELLA AZZURRA ROMA

04 PALL. A. PASCA NARDO

10 LUX CHIETI BASKET 1974

13 BENACQUISTA A. LATINA

11 TOP SECRET FERRARA

06 RISTOPRO JANUS FABRIANO

07 ATLANTE EUROBASKET ROMA

12 BENEDETTO XIV TRAMEC CENTO

14 UMANA SAN GIOBBE B. CHIUSI

05 CESTISTICA S.SEVERO

02 TEZENIS VERONA

03 UNIEURO FORLÌ

08 ORASÌ RAVENNA

09 GIVOVA SCAFATI



486



308



289

FANS

2.4 K =

1.4 K =

1.3 K =

1.2 K =

866 =

792 =

605 =

486 =

308 =

289 =

178 =

158 =

72 =

49 =

% VAR*

+0.83

+3.01

+0.76

+0.00

+0.58 +0.25

+0.83

+1.25

+0.98

+0.35

+0.00

+1.28

+0.00

+2.08







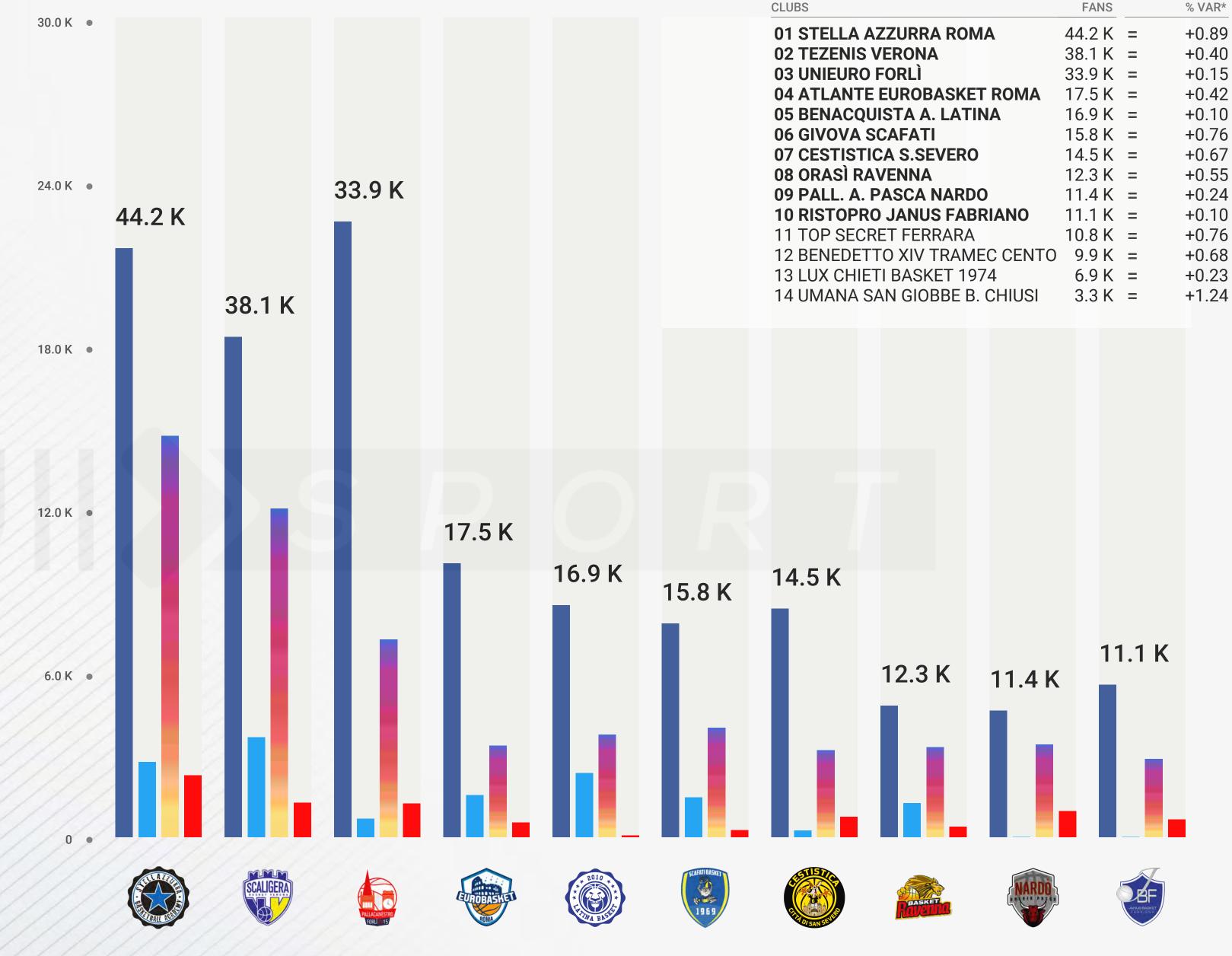


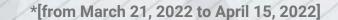
LNP SERIE A2 ROSSO Social

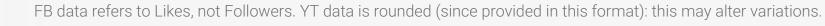




Ranking of the LNP Serie A2 Girone Rosso basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.











LNP SERIE A2 ROSSO Brands

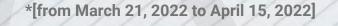
55.0 K ●

(0) TOTAL FANBASE 247 K



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored LNP Serie A2 Girone Rosso basketball clubs.

01 ATHLETES 44.2 K = +0.89 02 ADIDAS 38.1 K = +0.40 03 MACRON +0.15 33.9 K = 04 SPALDING +0.65 23.1 K = 05 LUDMA 17.5 K = +0.42 +0.10 06 ZEUS 16.9 K = 44.2 K **07 GIVOVA** 15.8 K = +0.76 **08 EFFESPORT** 14.5 K = +0.67 44.0 K 09 ERREA $14.4 \, \text{K} =$ +0.36 11.4 K = **10 GIEMME SPORT** +0.24 11 GEFF 9.9 K = +0.68 38.1 K 12 DALSPORT 6.9 K =+0.23 33.9 K 33.0 K 23.1 K 22.0 K 17.5 K 16.9 K 15.8 K 14.5 K 14.4 K 11.4 K 11.0 K **macron**





CLUBS

FANS

% VAR*



LNP SERIE A2 ROSSO Brands

CLUBS

SPORT BRANDS

12

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





*[from March 21, 2022 to April 15, 2022]





LNP SERIE A2 ROSSO Grown Up 1.25% •



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



0.89





0.76



0.68



0.67



CLUBS

01 UMANA SAN GIOBBE B. CHIUSI

05 BENEDETTO XIV TRAMEC CENTO

08 ATLANTE EUROBASKET ROMA

02 STELLA AZZURRA ROMA

03 TOP SECRET FERRARA

06 CESTISTICA S.SEVERO

10 PALL. A. PASCA NARDO

11 LUX CHIETI BASKET 1974

13 BENACQUISTA A. LATINA

14 RISTOPRO JANUS FABRIANO

04 GIVOVA SCAFATI

07 ORASÌ RAVENNA

09 TEZENIS VERONA

12 UNIEURO FORLÌ

0.55





0.40



0.24

% VAR*

+1.24

+0.89

+0.76 +0.76

+0.68

+0.67

+0.55

+0.42

+0.40

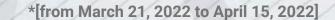
+0.24

+0.23

+0.15

+0.10

+0.10



1.50%

1.00%

0.75%

0.50%

0.25%

0 •

1.24









0.76









0.42



OUR REPORTS

#TEFCReport



#TEFPReport



#TVLReport



#TBLReport









Rethinking Sport Business is the Newsletter by Sport Thinking, our Brand Magazine.

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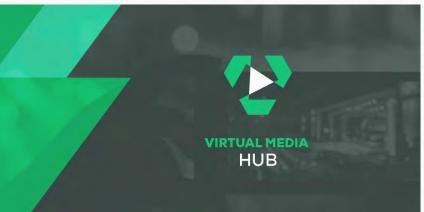
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OUR CLIENTS























IQUII SPORT



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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.







22nd Issue

Version 1.0 - 21.04.22 [first release]

Methodology and Specs

Data are collected through proprietary tools and concern European Basketball Clubs participating in EuroLeague; Italian Basketball Clubs participating in LBA Serie A, LNP Serie A2 Girone Verde, LNP Serie A2 Girone Rosso. Logos and all rights are reserved to their respective owners.

The collection of the data refers to the period 21 March - 15 April 2022. The report update will be done on a monthly basis. The data refers to the Facebook, Twitter, Instagram and YouTube accounts. Logos and all rights are reserved to their respective owners.

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