IQUII SPORT

THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football



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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.

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"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.



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Countries included in the clubs' analysis



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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).

2.0 B

+ 0.74%*

FANS

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



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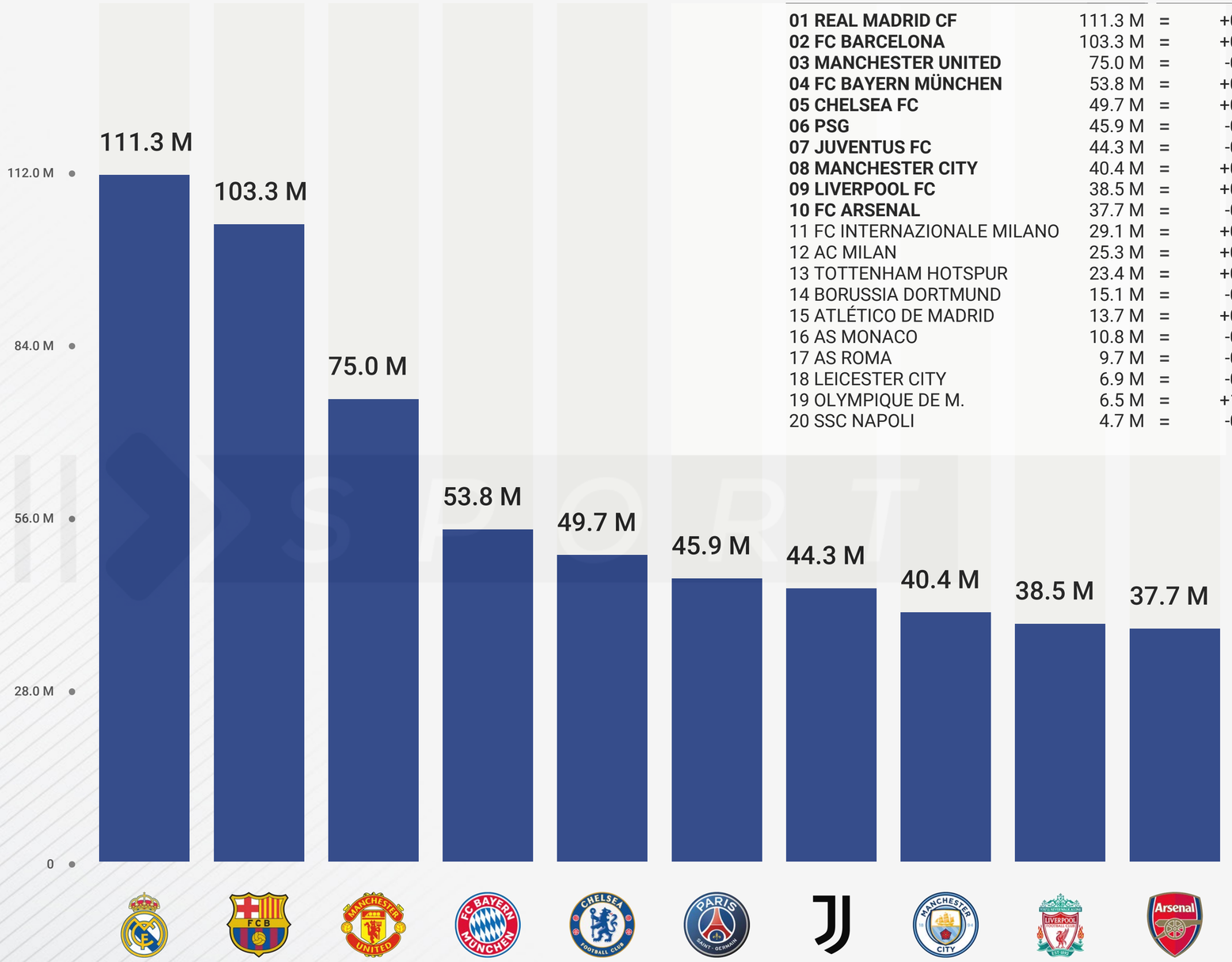
EUROPE Facebook

TOTAL FANBASE

745.0 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	111.3 M	=	+0.12
02 FC BARCELONA	103.3 M	=	+0.10
03 MANCHESTER UNITED	75.0 M	=	-0.01
04 FC BAYERN MÜNCHEN	53.8 M	=	+0.25
05 CHELSEA FC	49.7 M	=	+0.11
06 PSG	45.9 M	=	-0.09
07 JUVENTUS FC	44.3 M	=	-0.15
08 MANCHESTER CITY	40.4 M	=	+0.06
09 LIVERPOOL FC	38.5 M	=	+0.22
10 FC ARSENAL	37.7 M	=	-0.02
11 FC INTERNAZIONALE MILANO	29.1 M	=	+0.53
12 AC MILAN	25.3 M	=	+0.34
13 TOTTENHAM HOTSPUR	23.4 M	=	+0.52
14 BORUSSIA DORTMUND	15.1 M	=	-0.05
15 ATLÉTICO DE MADRID	13.7 M	=	+0.02
16 AS MONACO	10.8 M	=	-0.27
17 AS ROMA	9.7 M	=	-0.03
18 LEICESTER CITY	6.9 M	=	-0.03
19 OLYMPIQUE DE M.	6.5 M	=	+1.02
20 SSC NAPOLI	4.7 M	=	-0.02

*[from March 14, 2022 to April 11, 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.

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EUROPE Twitter

TOTAL FANBASE

252.6 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	41.0 M	▲ +1	+1.31
02 REAL MADRID CF	41.0 M	▼ -1	+1.14
03 MANCHESTER UNITED	30.5 M	=	+1.09
04 CHELSEA FC	20.4 M	=	+1.78
05 LIVERPOOL FC	20.1 M	=	+1.63
06 FC ARSENAL	19.0 M	=	+0.73
07 MANCHESTER CITY	12.0 M	=	+1.72
08 PSG	11.8 M	=	+1.59
09 JUVENTUS FC	9.8 M	=	+0.36
10 AC MILAN	8.2 M	=	+0.64
11 TOTTENHAM HOTSPUR	7.2 M	=	+1.49
12 FC BAYERN MÜNCHEN	6.0 M	=	+0.74
13 ATLÉTICO DE MADRID	5.3 M	=	+0.74
14 BORUSSIA DORTMUND	4.1 M	=	+0.44
15 OLYMPIQUE DE M.	4.0 M	=	+0.72
16 FC EVERTON	2.8 M	=	+0.66
17 FC INTERNAZIONALE MILANO	2.5 M	=	+0.38
18 LEICESTER CITY	2.5 M	=	+1.01
19 AS MONACO	2.3 M	=	+0.07
20 WEST HAM UNITED	2.2 M	=	+1.28

*[from March 14, 2022 to April 11, 2022]

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

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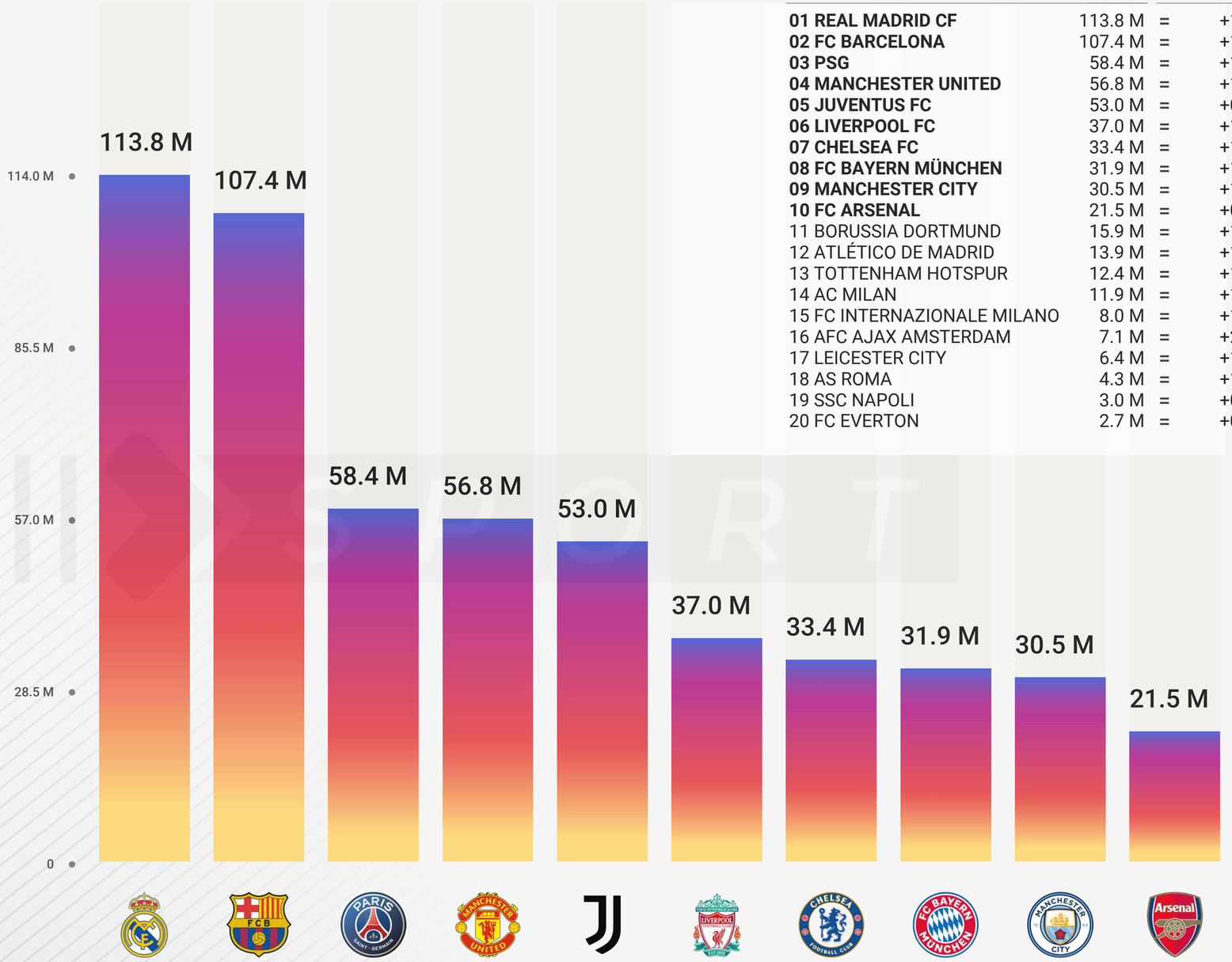
EUROPE Instagram

TOTAL FANBASE

629.3 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	113.8 M	=	+1.45
02 FC BARCELONA	107.4 M	=	+1.10
03 PSG	58.4 M	=	+1.58
04 MANCHESTER UNITED	56.8 M	=	+1.59
05 JUVENTUS FC	53.0 M	=	+0.57
06 LIVERPOOL FC	37.0 M	=	+1.56
07 CHELSEA FC	33.4 M	=	+1.88
08 FC BAYERN MÜNCHEN	31.9 M	=	+1.50
09 MANCHESTER CITY	30.5 M	=	+1.95
10 FC ARSENAL	21.5 M	=	+0.83
11 BORUSSIA DORTMUND	15.9 M	=	+1.07
12 ATLÉTICO DE MADRID	13.9 M	=	+1.36
13 TOTTENHAM HOTSPUR	12.4 M	=	+1.00
14 AC MILAN	11.9 M	=	+1.12
15 FC INTERNAZIONALE MILANO	8.0 M	=	+1.17
16 AFC AJAX AMSTERDAM	7.1 M	=	+2.73
17 LEICESTER CITY	6.4 M	=	+1.31
18 AS ROMA	4.3 M	=	+1.27
19 SSC NAPOLI	3.0 M	=	+0.39
20 FC EVERTON	2.7 M	=	+0.95

*[from March 14, 2022 to April 11, 2022]

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

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EUROPE YouTube

TOTAL FANBASE

64.6 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	13.3 M	=	+1.53
02 REAL MADRID CF	7.4 M	=	+1.94
03 LIVERPOOL FC	6.9 M	=	+1.17
04 PSG	6.1 M	=	+0.33
05 MANCHESTER UNITED	5.8 M	=	+1.22
06 MANCHESTER CITY	4.1 M	=	+1.76
07 CHELSEA FC	3.6 M	=	+1.11
08 JUVENTUS FC	3.6 M	=	+0.00
09 FC ARSENAL	2.7 M	=	+0.76
10 FC BAYERN MÜNCHEN	2.5 M	=	+1.22
11 TOTTENHAM HOTSPUR	2.1 M	=	+2.42
12 AC MILAN	1.0 M	=	+0.97
13 BORUSSIA DORTMUND	1.0 M	=	+0.50
14 FC INTERNAZIONALE MILANO	906.0 K	=	+0.44
15 AFC AJAX AMSTERDAM	876.0 K	=	+1.62
16 WOLVERHAMPTON W.	626.0 K	=	+0.64
17 FC EVERTON	605.0 K	=	+1.34
18 FC ZENIT	553.0 K	=	+0.00
19 AS ROMA	545.0 K	=	+0.93
20 OLYMPIQUE DE M.	479.0 K	=	+2.13

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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.

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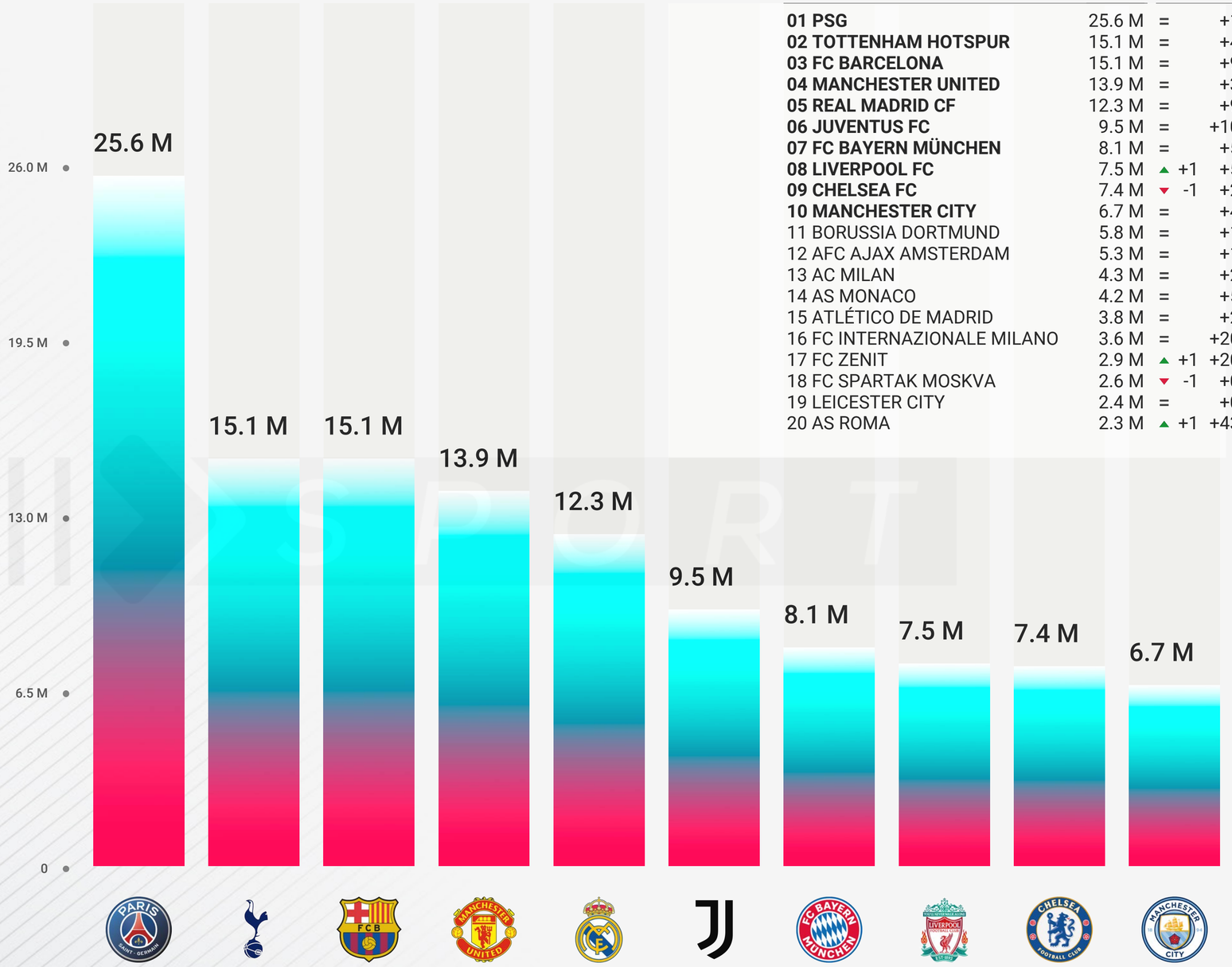
EUROPE TikTok

TOTAL FANBASE

158.4 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 PSG	25.6 M	=	+1.99
02 TOTTENHAM HOTSPUR	15.1 M	=	+4.86
03 FC BARCELONA	15.1 M	=	+9.42
04 MANCHESTER UNITED	13.9 M	=	+3.73
05 REAL MADRID CF	12.3 M	=	+9.82
06 JUVENTUS FC	9.5 M	=	+10.47
07 FC BAYERN MÜNCHEN	8.1 M	=	+5.19
08 LIVERPOOL FC	7.5 M	▲ +1	+5.63
09 CHELSEA FC	7.4 M	▼ -1	+2.78
10 MANCHESTER CITY	6.7 M	=	+4.69
11 BORUSSIA DORTMUND	5.8 M	=	+1.75
12 AFC AJAX AMSTERDAM	5.3 M	=	+1.92
13 AC MILAN	4.3 M	=	+2.38
14 AS MONACO	4.2 M	=	+5.00
15 ATLÉTICO DE MADRID	3.8 M	=	+2.70
16 FC INTERNAZIONALE MILANO	3.6 M	=	+20.00
17 FC ZENIT	2.9 M	▲ +1	+20.83
18 FC SPARTAK MOSKVA	2.6 M	▼ -1	+0.00
19 LEICESTER CITY	2.4 M	=	+0.00
20 AS ROMA	2.3 M	▲ +1	+43.75

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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.

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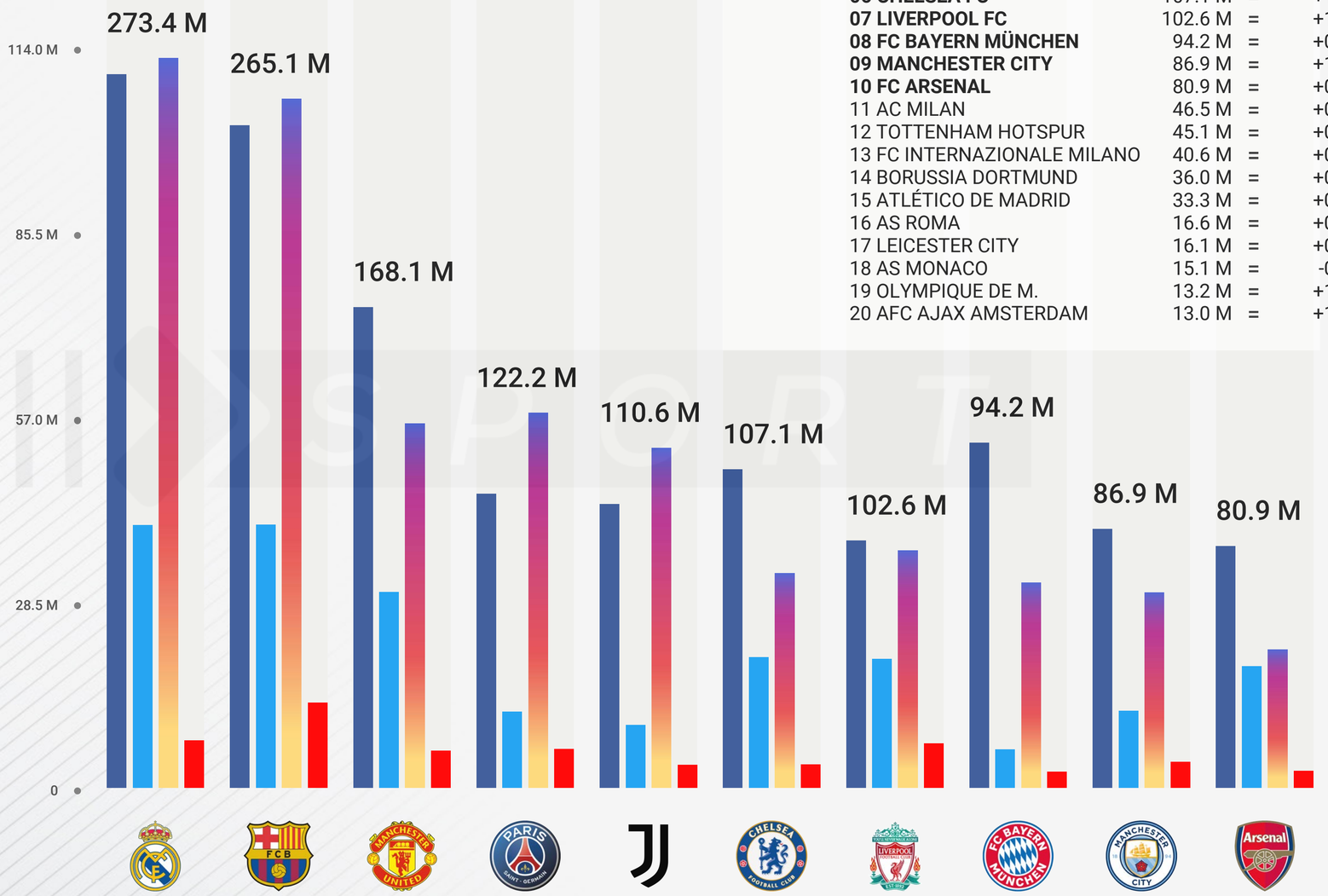
EUROPE Social

TOTAL FANBASE

1.7 B

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	273.4 M	=	+0.87
02 FC BARCELONA	265.1 M	=	+0.76
03 MANCHESTER UNITED	168.1 M	=	+0.77
04 PSG	122.2 M	=	+0.88
05 JUVENTUS FC	110.6 M	=	+0.24
06 CHELSEA FC	107.1 M	=	+1.01
07 LIVERPOOL FC	102.6 M	=	+1.04
08 FC BAYERN MÜNCHEN	94.2 M	=	+0.72
09 MANCHESTER CITY	86.9 M	=	+1.02
10 FC ARSENAL	80.9 M	=	+0.41
11 AC MILAN	46.5 M	=	+0.61
12 TOTTENHAM HOTSPUR	45.1 M	=	+0.89
13 FC INTERNAZIONALE MILANO	40.6 M	=	+0.64
14 BORUSSIA DORTMUND	36.0 M	=	+0.51
15 ATLÉTICO DE MADRID	33.3 M	=	+0.70
16 AS ROMA	16.6 M	=	+0.39
17 LEICESTER CITY	16.1 M	=	+0.68
18 AS MONACO	15.1 M	=	-0.11
19 OLYMPIQUE DE M.	13.2 M	=	+1.04
20 AFC AJAX AMSTERDAM	13.0 M	=	+1.89

*[from March 14, 2022 to April 11, 2022]

YouTube subscribers' data are rounded, since the social media provides data in this format.

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

CLUBS
20

COUNTRIES
10

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



*[from March 14, 2022 to April 11, 2022]

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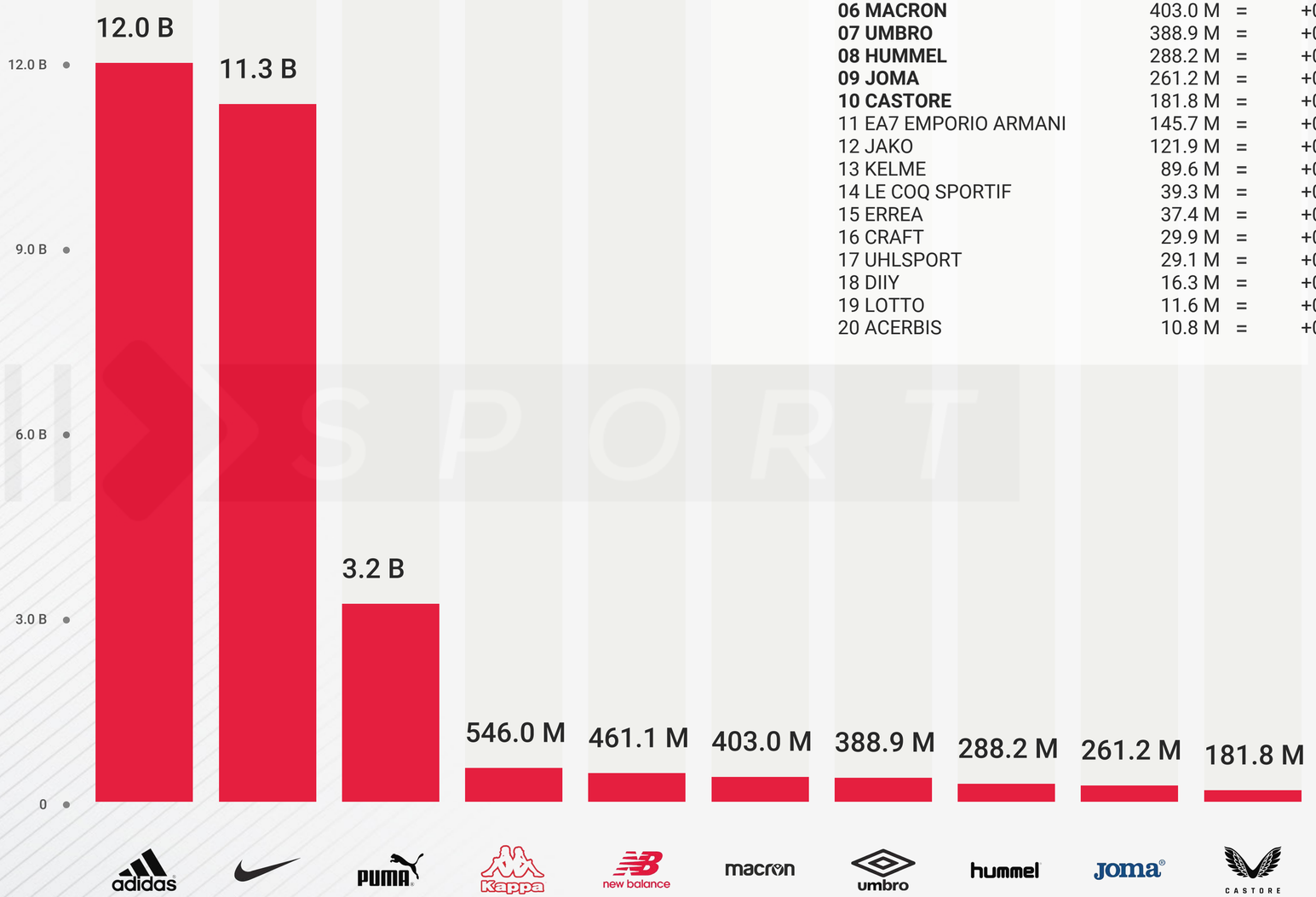
EUROPE Sport Brands

TOTAL FANBASE

29.6 B

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 ADIDAS	12.0 B	=	+0.69
02 NIKE	11.3 B	=	+0.85
03 PUMA	3.2 B	=	+0.80
04 KAPPA	546.0 M	=	+0.35
05 NEW BALANCE	461.1 M	=	+0.34
06 MACRON	403.0 M	=	+0.35
07 UMBRO	388.9 M	=	+0.55
08 HUMMEL	288.2 M	=	+0.46
09 JOMA	261.2 M	=	+0.57
10 CASTORE	181.8 M	=	+0.84
11 EA7 EMPORIO ARMANI	145.7 M	=	+0.22
12 JAKO	121.9 M	=	+0.35
13 KELME	89.6 M	=	+0.41
14 LE COQ SPORTIF	39.3 M	=	+0.62
15 ERREA	37.4 M	=	+0.22
16 CRAFT	29.9 M	=	+0.97
17 UHLSPORT	29.1 M	=	+0.45
18 DIIY	16.3 M	=	+0.36
19 LOTTO	11.6 M	=	+0.33
20 ACERBIS	10.8 M	=	+0.71

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EUROPE Sport Brands

CLUBS
288

SPORT BRANDS
38

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



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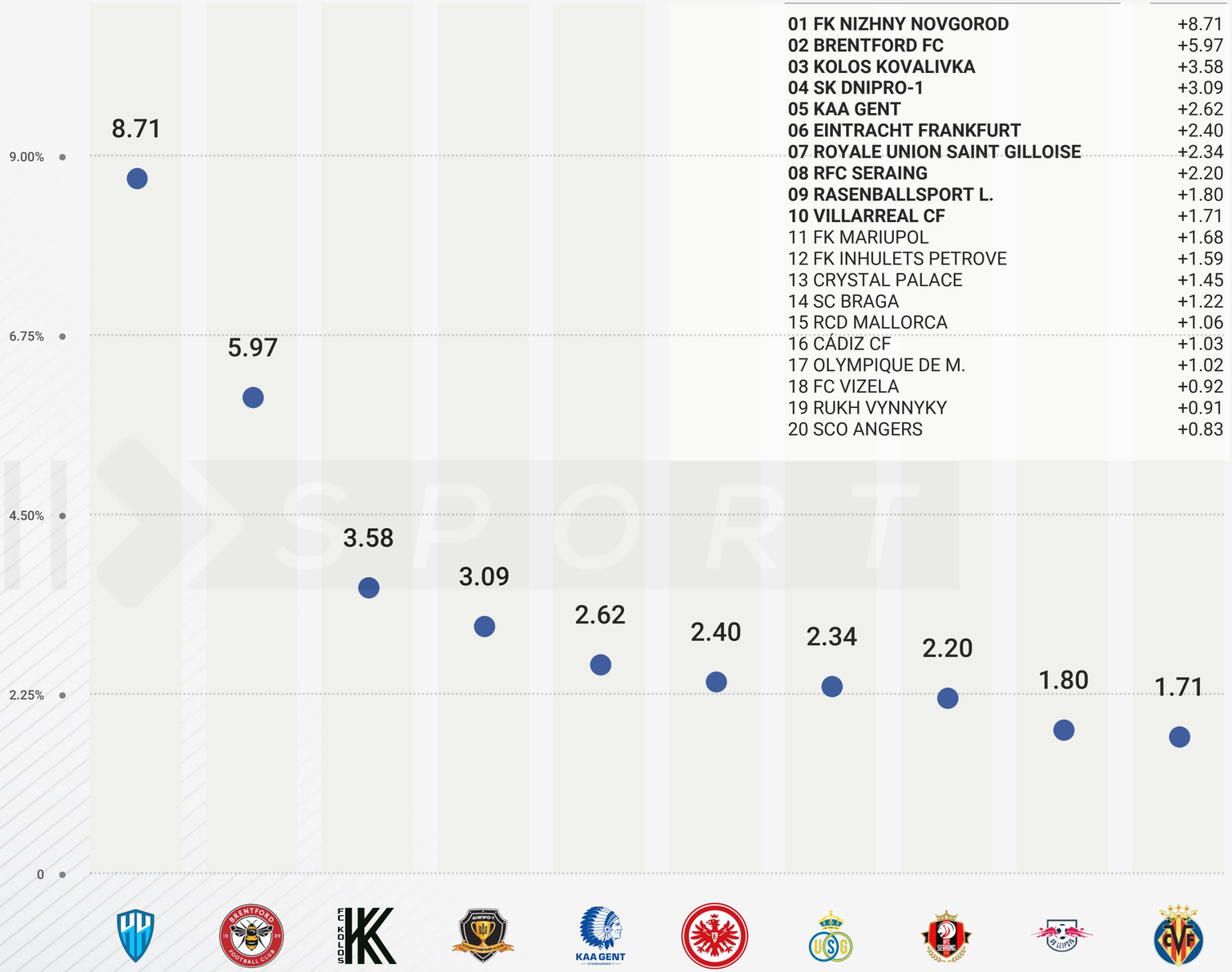
EUROPE 1 Facebook

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



CLUBS	% VAR*
01 FK NIZHNY NOVGOROD	**+8.71**
02 BRENTFORD FC	**+5.97**
03 KOLOS KOVALIVKA	**+3.58**
04 SK DNIPRO-1	**+3.09**
05 KAA GENT	**+2.62**
06 EINTRACHT FRANKFURT	**+2.40**
07 ROYALE UNION SAINT GILLOISE	**+2.34**
08 RFC SERAING	**+2.20**
09 RASENBALLSPORT L.	**+1.80**
10 VILLARREAL CF	**+1.71**
11 FK MARIUPOL	+1.68
12 FK INHULETS PETROVE	+1.59
13 CRYSTAL PALACE	+1.45
14 SC BRAGA	+1.22
15 RCD MALLORCA	+1.06
16 CÁDIZ CF	+1.03
17 OLYMPIQUE DE M.	+1.02
18 FC VIZELA	+0.92
19 RUKH VYNNYKY	+0.91
20 SCO ANGERS	+0.83

*[from March 14, 2022 to April 11, 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.

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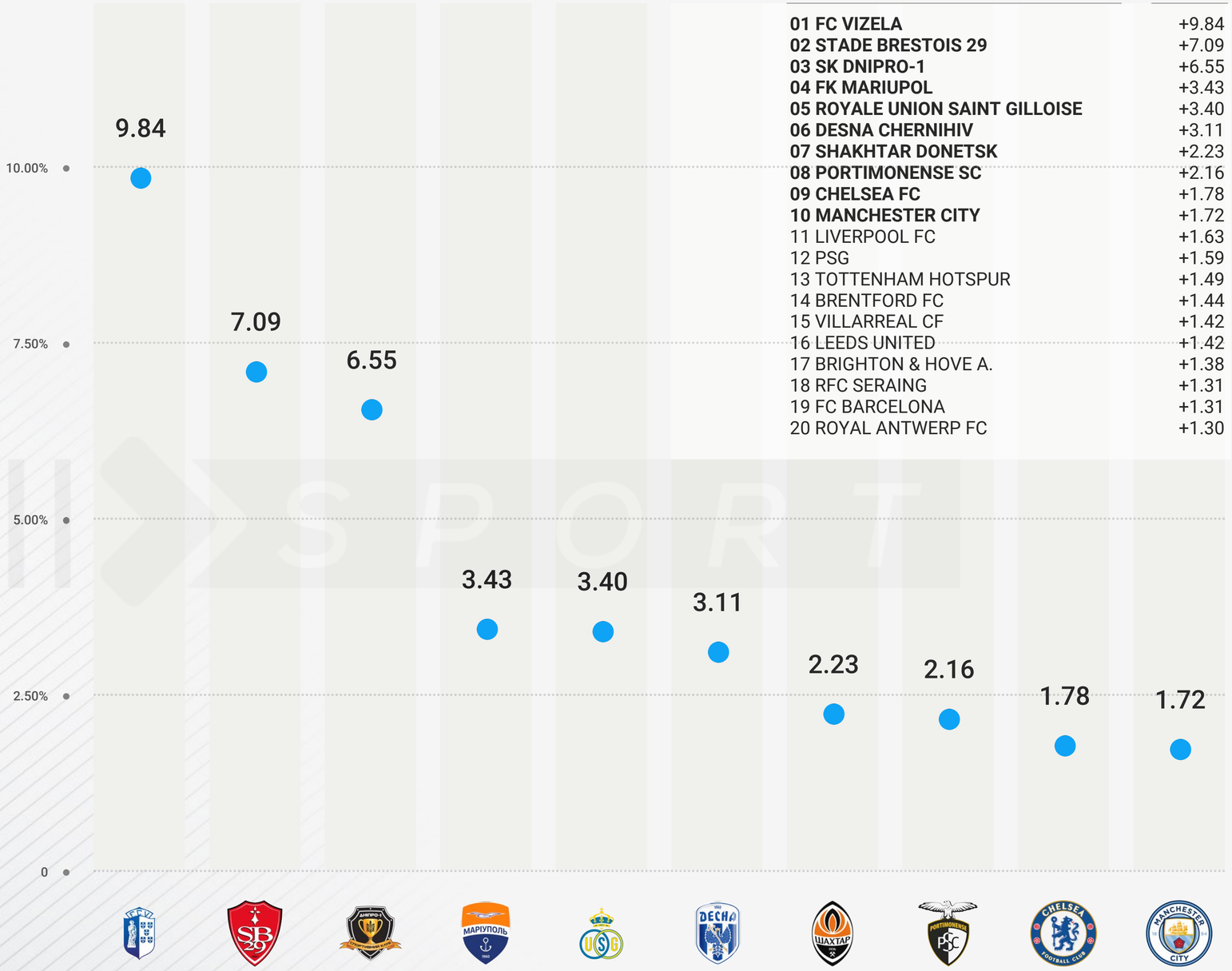
EUROPE 1 Twitter

EUROPEAN TOP20

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



CLUBS	% VAR*
01 FC VIZELA	**+9.84**
02 STADE BRESTOIS 29	**+7.09**
03 SK DNIPRO-1	**+6.55**
04 FK MARIUPOL	**+3.43**
05 ROYALE UNION SAINT GILLOISE	**+3.40**
06 DESNA CHERNIHIV	**+3.11**
07 SHAKHTAR DONETSK	**+2.23**
08 PORTIMONENSE SC	**+2.16**
09 CHELSEA FC	**+1.78**
10 MANCHESTER CITY	**+1.72**
11 LIVERPOOL FC	+1.63
12 PSG	+1.59
13 TOTTENHAM HOTSPUR	+1.49
14 BRENTFORD FC	+1.44
15 VILLARREAL CF	+1.42
16 LEEDS UNITED	+1.42
17 BRIGHTON & HOVE A.	+1.38
18 RFC SERAING	+1.31
19 FC BARCELONA	+1.31
20 ROYAL ANTWERP FC	+1.30

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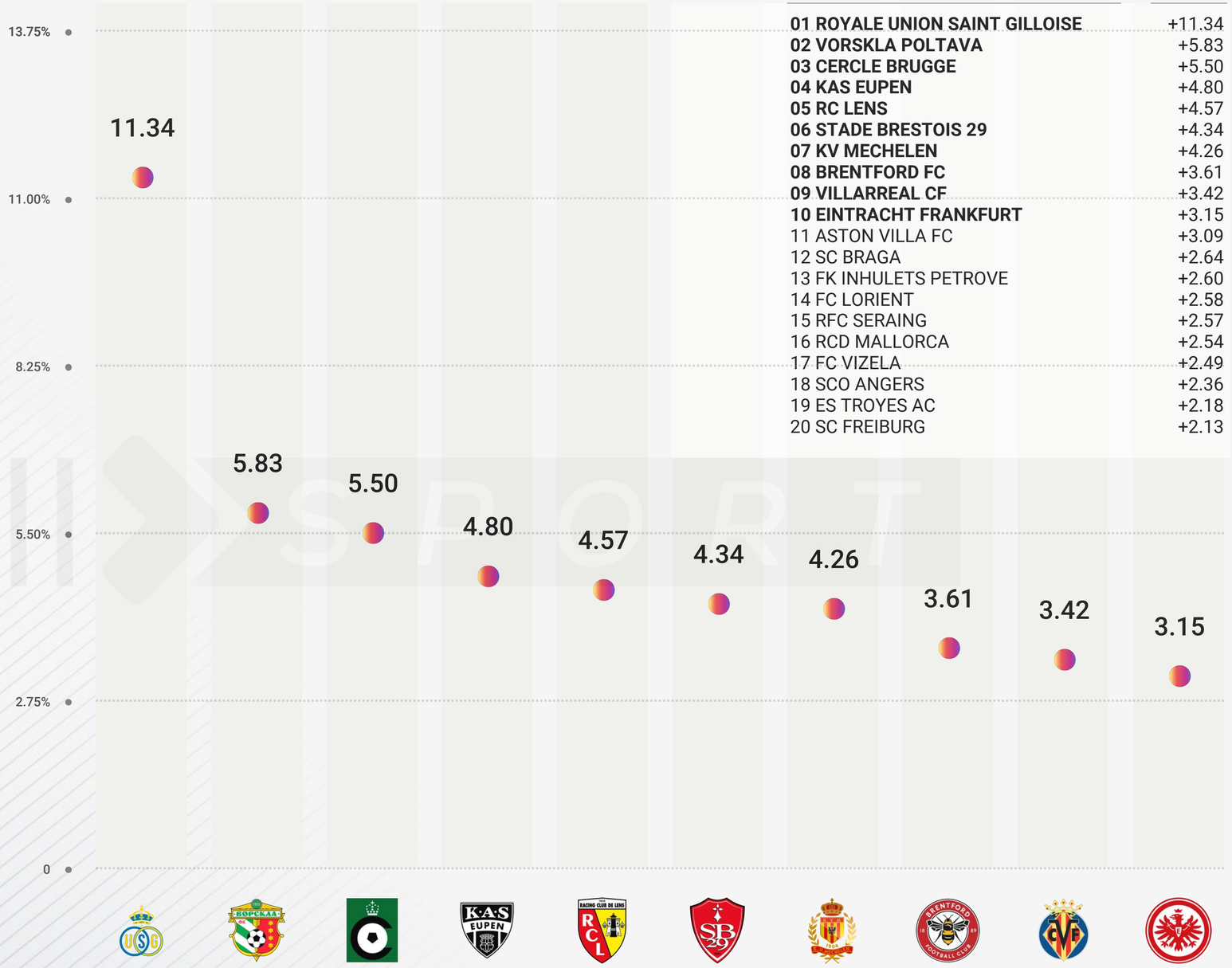
EUROPE 1 Instagram



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



CLUBS	% VAR*
01 ROYALE UNION SAINT GILLOISE	**+11.34**
02 VORSKLA POLTAVA	**+5.83**
03 CERCLE BRUGGE	**+5.50**
04 KAS EUPEN	**+4.80**
05 RC LENS	**+4.57**
06 STADE BRESTOIS 29	**+4.34**
07 KV MECHELEN	**+4.26**
08 BRENTFORD FC	**+3.61**
09 VILLARREAL CF	**+3.42**
10 EINTRACHT FRANKFURT	**+3.15**
11 ASTON VILLA FC	+3.09
12 SC BRAGA	+2.64
13 FK INHULETS PETROVE	+2.60
14 FC LORIENT	+2.58
15 RFC SERAING	+2.57
16 RCD MALLORCA	+2.54
17 FC VIZELA	+2.49
18 SCO ANGERS	+2.36
19 ES TROYES AC	+2.18
20 SC FREIBURG	+2.13

*[from March 14, 2022 to April 11, 2022]

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

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LAST UPDATE APR 2022

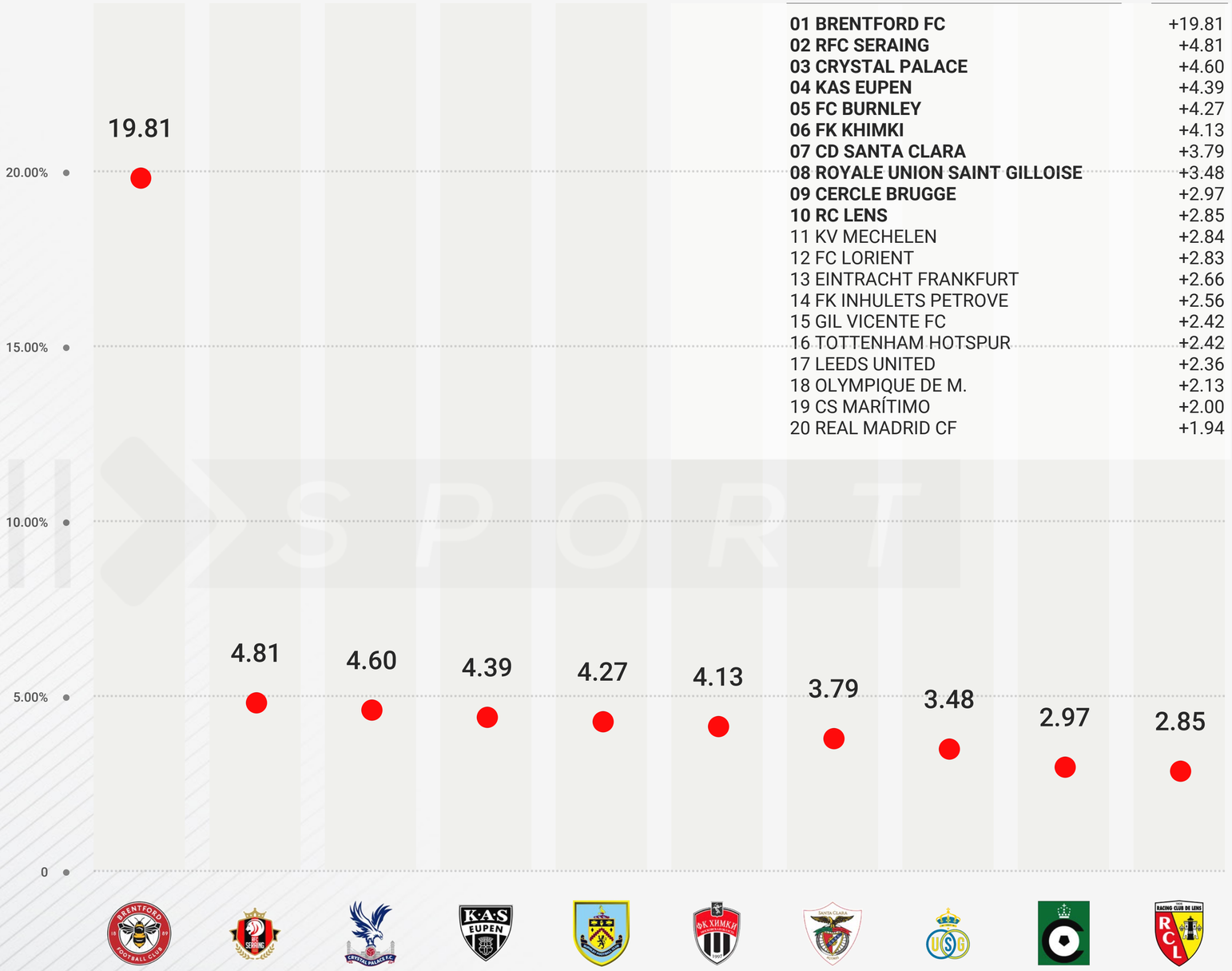
IQUII SPORT

EUROPE 1 YouTube

EUROPEAN TOP20

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

CLUBS	% VAR*
01 BRENTFORD FC	**+19.81**
02 RFC SERAING	**+4.81**
03 CRYSTAL PALACE	**+4.60**
04 KAS EUPEN	**+4.39**
05 FC BURNLEY	**+4.27**
06 FK KHIMKI	**+4.13**
07 CD SANTA CLARA	**+3.79**
08 ROYALE UNION SAINT GILLOISE	**+3.48**
09 CERCLE BRUGGE	**+2.97**
10 RC LENS	**+2.85**
11 KV MECHELEN	+2.84
12 FC LORIENT	+2.83
13 EINTRACHT FRANKFURT	+2.66
14 FK INHULETS PETROVE	+2.56
15 GIL VICENTE FC	+2.42
16 TOTTENHAM HOTSPUR	+2.42
17 LEEDS UNITED	+2.36
18 OLYMPIQUE DE M.	+2.13
19 CS MARÍTIMO	+2.00
20 REAL MADRID CF	+1.94



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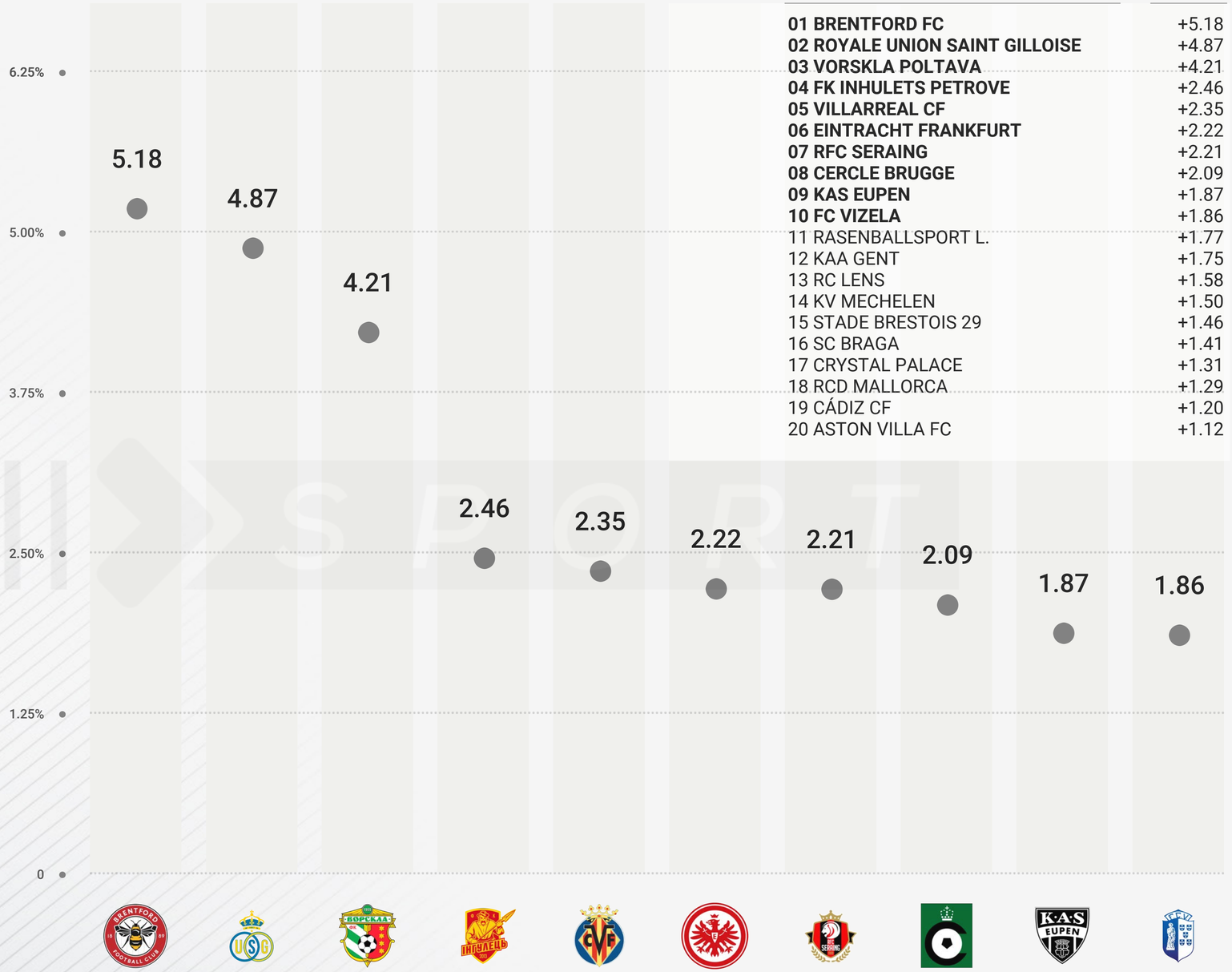
LAST UPDATE APR 2022

IQUII SPORT

EUROPE 1 Social

EUROPEAN TOP20

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



CLUBS	% VAR*
01 BRENTFORD FC	**+5.18**
02 ROYALE UNION SAINT GILLOISE	**+4.87**
03 VORSKLA POLTAVA	**+4.21**
04 FK INHULETS PETROVE	**+2.46**
05 VILLARREAL CF	**+2.35**
06 EINTRACHT FRANKFURT	**+2.22**
07 RFC SERAING	**+2.21**
08 CERCLE BRUGGE	**+2.09**
09 KAS EUPEN	**+1.87**
10 FC VIZELA	**+1.86**
11 RASENBALLSPORT L.	+1.77
12 KAA GENT	+1.75
13 RC LENS	+1.58
14 KV MECHELEN	+1.50
15 STADE BRESTOIS 29	+1.46
16 SC BRAGA	+1.41
17 CRYSTAL PALACE	+1.31
18 RCD MALLORCA	+1.29
19 CÁDIZ CF	+1.20
20 ASTON VILLA FC	+1.12

*[from March 14, 2022 to April 11, 2022]

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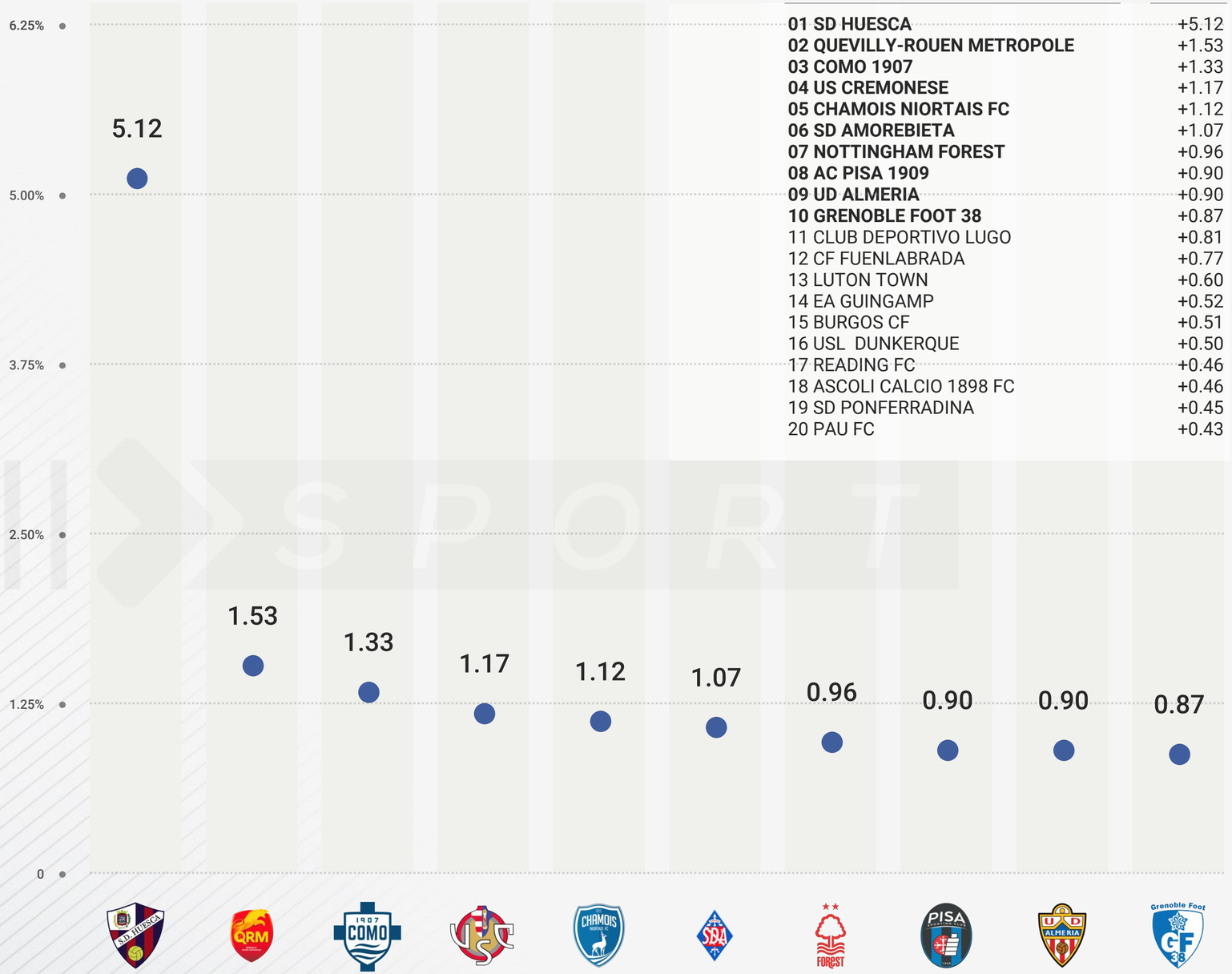
LAST UPDATE APR 2022

IQUII SPORT

EUROPE 2 Facebook

EUROPEAN TOP20

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



CLUBS	% VAR*
01 SD HUESCA	**+5.12**
02 QUEVILLY-ROUEN METROPOLE	**+1.53**
03 COMO 1907	**+1.33**
04 US CREMONESE	**+1.17**
05 CHAMOIS NIORTAIS FC	**+1.12**
06 SD AMOREBIETA	**+1.07**
07 NOTTINGHAM FOREST	**+0.96**
08 AC PISA 1909	**+0.90**
09 UD ALMERIA	**+0.90**
10 GRENOBLE FOOT 38	**+0.87**
11 CLUB DEPORTIVO LUGO	+0.81
12 CF FUENLABRADA	+0.77
13 LUTON TOWN	+0.60
14 EA GUINGAMP	+0.52
15 BURGOS CF	+0.51
16 USL DUNKERQUE	+0.50
17 READING FC	+0.46
18 ASCOLI CALCIO 1898 FC	+0.46
19 SD PONFERRADINA	+0.45
20 PAU FC	+0.43

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IQUII SPORT

EUROPE 2 Twitter

EUROPEAN TOP20

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



CLUBS	% VAR*
01 COMO 1907	**+13.43**
02 ASCOLI CALCIO 1898 FC	**+2.16**
03 NOTTINGHAM FOREST	**+1.83**
04 REGGINA 1914	**+1.37**
05 UD IBIZA	**+1.33**
06 RODEZ AF	**+1.24**
07 TERNANA CALCIO	**+1.13**
08 PARIS FC	**+1.07**
09 FC HANSA ROSTOCK	**+1.06**
10 COVENTRY CITY	**+0.98**
11 US LECCE	+0.93
12 MIDDLESBROUGH FC	+0.90
13 AC MONZA	+0.84
14 COSENZA CALCIO	+0.83
15 USL DUNKERQUE	+0.81
16 SM CAEN	+0.79
17 LUTON TOWN	+0.77
18 FC CARTAGENA	+0.76
19 US CREMONESE	+0.74
20 MILLWALL FC	+0.69

*[from March 14, 2022 to April 11, 2022]

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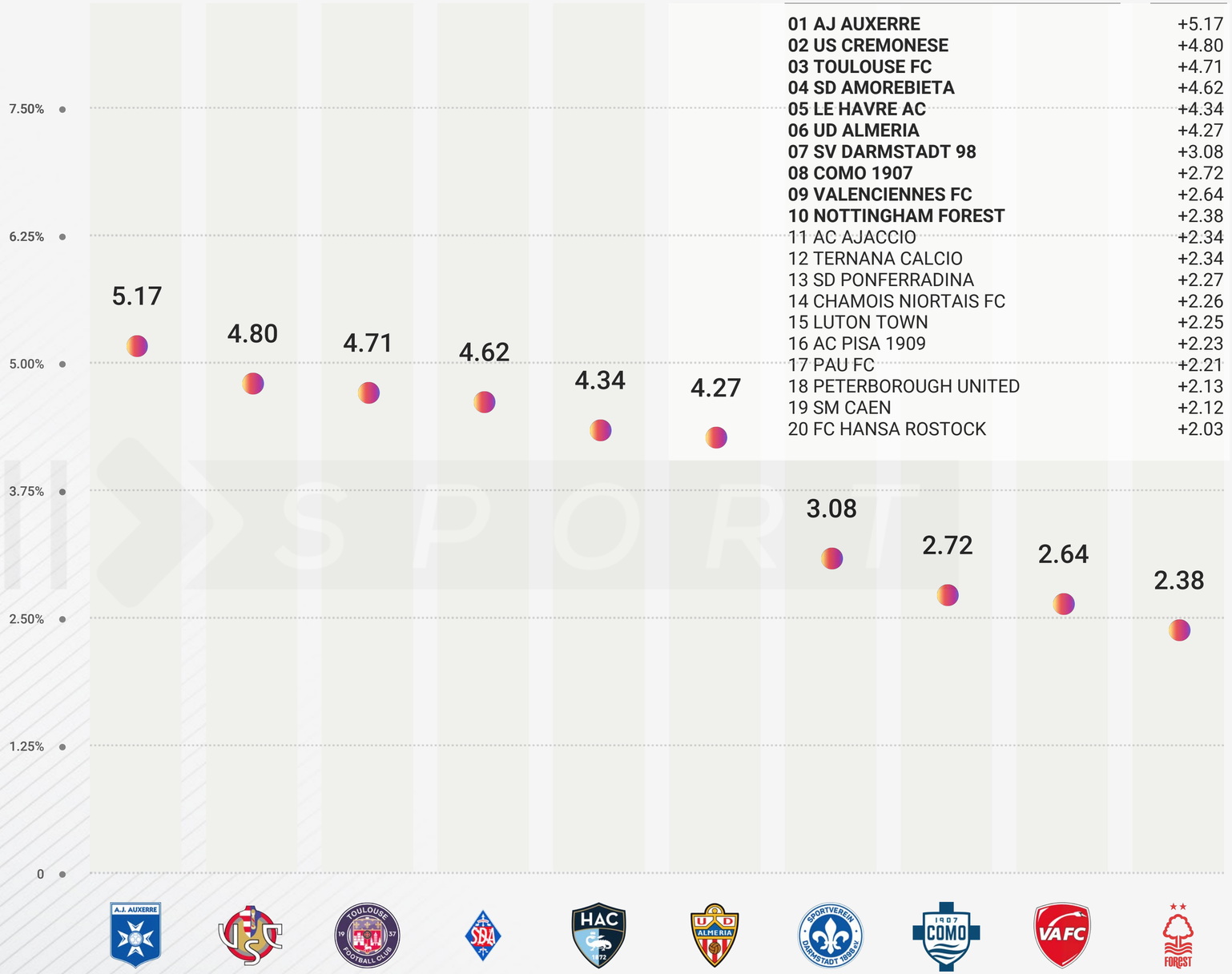
IQUII SPORT

EUROPE 2 Instagram

EUROPEAN TOP20

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



CLUBS	% VAR*
01 AJ AUXERRE	**+5.17**
02 US CREMONESE	**+4.80**
03 TOULOUSE FC	**+4.71**
04 SD AMOREBIETA	**+4.62**
05 LE HAVRE AC	**+4.34**
06 UD ALMERIA	**+4.27**
07 SV DARMSTADT 98	**+3.08**
08 COMO 1907	**+2.72**
09 VALENCIENNES FC	**+2.64**
10 NOTTINGHAM FOREST	**+2.38**
11 AC AJACCIO	+2.34
12 TERNANA CALCIO	+2.34
13 SD PONFERRADINA	+2.27
14 CHAMOIS NIORTAIS FC	+2.26
15 LUTON TOWN	+2.25
16 AC PISA 1909	+2.23
17 PAU FC	+2.21
18 PETERBOROUGH UNITED	+2.13
19 SM CAEN	+2.12
20 FC HANSA ROSTOCK	+2.03

*[from March 14, 2022 to April 11, 2022]

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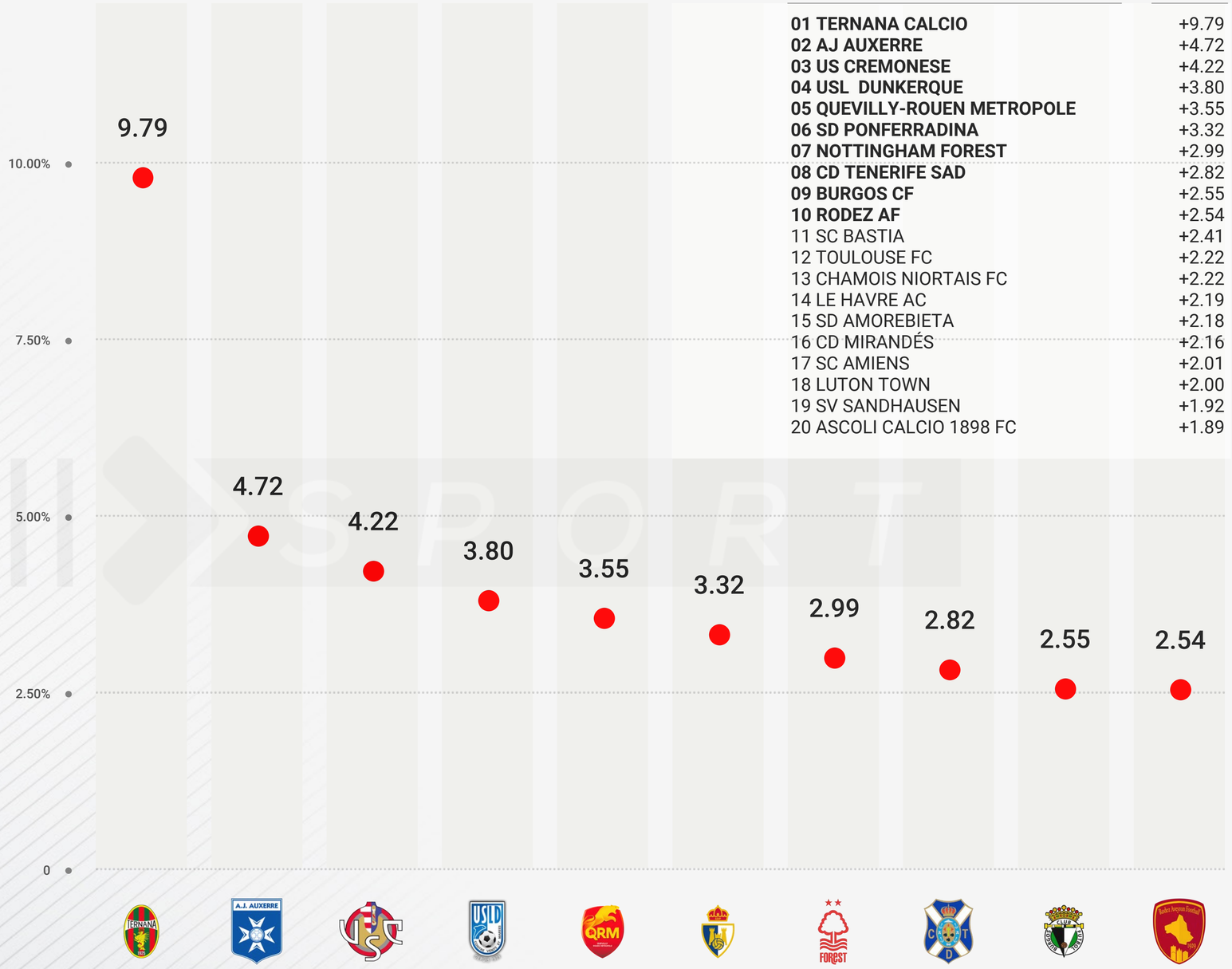
IQUII SPORT

EUROPE 2 YouTube

EUROPEAN TOP20

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

CLUBS	% VAR*
01 TERNANA CALCIO	**+9.79**
02 AJ AUXERRE	**+4.72**
03 US CREMONESE	**+4.22**
04 USL DUNKERQUE	**+3.80**
05 QUEVILLY-ROUEN METROPOLE	**+3.55**
06 SD PONFERRADINA	**+3.32**
07 NOTTINGHAM FOREST	**+2.99**
08 CD TENERIFE SAD	**+2.82**
09 BURGOS CF	**+2.55**
10 RODEZ AF	**+2.54**
11 SC BASTIA	+2.41
12 TOULOUSE FC	+2.22
13 CHAMOIS NIORTAIS FC	+2.22
14 LE HAVRE AC	+2.19
15 SD AMOREBIETA	+2.18
16 CD MIRANDÉS	+2.16
17 SC AMIENS	+2.01
18 LUTON TOWN	+2.00
19 SV SANDHAUSEN	+1.92
20 ASCOLI CALCIO 1898 FC	+1.89



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IQUII SPORT

EUROPE 2 Social

EUROPEAN TOP20

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



CLUBS	% VAR*
01 US CREMONESE	**+2.59**
02 COMO 1907	**+2.48**
03 SD AMOREBIETA	**+2.36**
04 UD ALMERIA	**+1.99**
05 NOTTINGHAM FOREST	**+1.72**
06 SD HUESCA	**+1.41**
07 AJ AUXERRE	**+1.37**
08 LE HAVRE AC	**+1.36**
09 AC PISA 1909	**+1.34**
10 QUEVILLY-ROUEN METROPOLE	**+1.31**
11 UD IBIZA	+1.24
12 PAU FC	+1.19
13 LUTON TOWN	+1.12
14 CHAMOIS NIORTAIS FC	+1.09
15 FC HANSA ROSTOCK	+1.03
16 TERNANA CALCIO	+0.99
17 FC CARTAGENA	+0.98
18 ASCOLI CALCIO 1898 FC	+0.92
19 TOULOUSE FC	+0.91
20 BURGOS CF	+0.91

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

Premier League

SECOND DIVISION — 24 CLUBS

sky BET CHAMPIONSHIP EFL

CHAMPIONSHIP



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ENGLAND SnapShot / First Division



20

CLUBS

Total Premier League football clubs analysed.

9

BRANDS

Total Premier League Sport Brands on jerseys analysed.

667.3 M

+ 0.85%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

295.6 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	75.0 M	=	-0.01
02 CHELSEA FC	49.7 M	=	+0.11
03 MANCHESTER CITY	40.4 M	=	+0.06
04 LIVERPOOL FC	38.5 M	=	+0.22
05 FC ARSENAL	37.7 M	=	-0.02
06 TOTTENHAM HOTSPUR	23.4 M	=	+0.52
07 LEICESTER CITY	6.9 M	=	-0.03
08 FC EVERTON	3.7 M	=	-0.01
09 ASTON VILLA FC	3.7 M	=	+0.05
10 FC SOUTHAMPTON	3.0 M	=	-0.05
11 WEST HAM UNITED	2.7 M	=	+0.34
12 NEWCASTLE UNITED	2.5 M	=	+0.06
13 WOLVERHAMPTON W.	2.4 M	=	+0.65
14 FC WATFORD	1.4 M	=	-0.05
15 CRYSTAL PALACE	1.4 M	=	+1.45
16 NORWICH CITY	953.3 K	=	+0.00
17 LEEDS UNITED	907.4 K	=	+0.32
18 BRIGHTON & HOVE A.	560.2 K	=	+0.32
19 FC BURNLEY	470.4 K	=	+0.23
20 BRENTFORD FC	309.6 K	=	+5.97

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IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

128.6 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	30.5 M	=	+1.09
02 CHELSEA FC	20.4 M	=	+1.78
03 LIVERPOOL FC	20.1 M	=	+1.63
04 FC ARSENAL	19.0 M	=	+0.73
05 MANCHESTER CITY	12.0 M	=	+1.72
06 TOTTENHAM HOTSPUR	7.2 M	=	+1.49
07 FC EVERTON	2.8 M	=	+0.66
08 LEICESTER CITY	2.5 M	=	+1.01
09 WEST HAM UNITED	2.2 M	=	+1.28
10 NEWCASTLE UNITED	2.1 M	=	+1.04
11 ASTON VILLA FC	2.0 M	=	+1.30
12 FC SOUTHAMPTON	1.5 M	=	+0.42
13 CRYSTAL PALACE	1.3 M	=	+0.99
14 WOLVERHAMPTON W.	1.0 M	=	+1.04
15 LEEDS UNITED	887.0 K	=	+1.42
16 FC WATFORD	874.3 K	=	+0.77
17 NORWICH CITY	834.8 K	=	+0.60
18 FC BURNLEY	659.8 K	=	+0.69
19 BRIGHTON & HOVE A.	506.4 K	=	+1.38
20 BRENTFORD FC	253.4 K	=	+1.44

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IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

214.2 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	56.8 M	=	+1.59
02 LIVERPOOL FC	37.0 M	=	+1.56
03 CHELSEA FC	33.4 M	=	+1.88
04 MANCHESTER CITY	30.5 M	=	+1.95
05 FC ARSENAL	21.5 M	=	+0.83
06 TOTTENHAM HOTSPUR	12.4 M	=	+1.00
07 LEICESTER CITY	6.4 M	=	+1.31
08 FC EVERTON	2.7 M	=	+0.95
09 WOLVERHAMPTON W.	2.1 M	=	+1.71
10 WEST HAM UNITED	1.9 M	=	+1.51
11 ASTON VILLA FC	1.9 M	=	+3.09
12 CRYSTAL PALACE	1.4 M	=	+1.08
13 FC SOUTHAMPTON	1.2 M	=	+0.52
14 NEWCASTLE UNITED	1.2 M	=	+0.76
15 FC WATFORD	1.2 M	=	+0.74
16 LEEDS UNITED	991.0 K	=	+1.19
17 BRIGHTON & HOVE A.	503.9 K	=	+1.04
18 FC BURNLEY	472.6 K	=	+1.11
19 NORWICH CITY	455.6 K	=	+0.89
20 BRENTFORD FC	263.3 K	=	+3.61

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IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

28.9 M

Premier League

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



CLUBS	FANS		% VAR*
01 LIVERPOOL FC	6.9 M	=	+1.17
02 MANCHESTER UNITED	5.8 M	=	+1.22
03 MANCHESTER CITY	4.1 M	=	+1.76
04 CHELSEA FC	3.6 M	=	+1.11
05 FC ARSENAL	2.7 M	=	+0.76
06 TOTTENHAM HOTSPUR	2.1 M	=	+2.42
07 WOLVERHAMPTON W.	626.0 K	=	+0.64
08 FC EVERTON	605.0 K	=	+1.34
09 LEICESTER CITY	448.0 K	=	+0.90
10 WEST HAM UNITED	319.0 K	=	+1.27
11 LEEDS UNITED	303.0 K	=	+2.36
12 ASTON VILLA FC	284.0 K	=	+0.71
13 FC SOUTHAMPTON	215.0 K	=	+0.94
14 NEWCASTLE UNITED	193.0 K	=	+1.58
15 CRYSTAL PALACE	182.0 K	▲ +1	+4.60
16 FC WATFORD	177.0 K	▼ -1	+1.72
17 NORWICH CITY	175.0 K	=	+0.57
18 FC BURNLEY	97.7 K	=	+4.27
19 BRENTFORD FC	90.1 K	=	+19.81
20 BRIGHTON & HOVE A.	n/a		n/a

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IQUII SPORT

ENGLAND Social

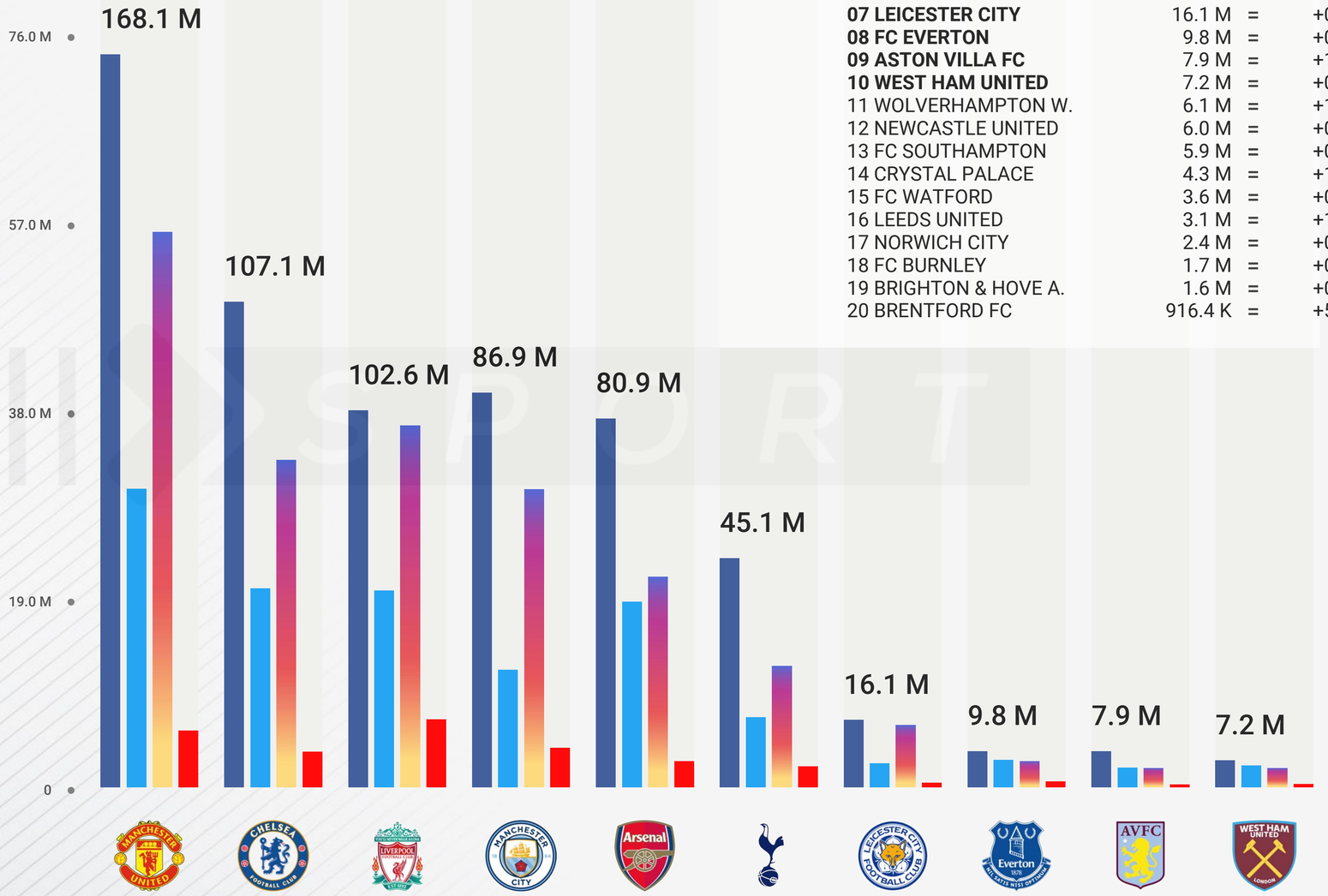
TOTAL FANBASE

667.3 M

Premier League

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	168.1 M	=	+0.77
02 CHELSEA FC	107.1 M	=	+1.01
03 LIVERPOOL FC	102.6 M	=	+1.04
04 MANCHESTER CITY	86.9 M	=	+1.02
05 FC ARSENAL	80.9 M	=	+0.41
06 TOTTENHAM HOTSPUR	45.1 M	=	+0.89
07 LEICESTER CITY	16.1 M	=	+0.68
08 FC EVERTON	9.8 M	=	+0.53
09 ASTON VILLA FC	7.9 M	=	+1.12
10 WEST HAM UNITED	7.2 M	=	+0.98
11 WOLVERHAMPTON W.	6.1 M	=	+1.07
12 NEWCASTLE UNITED	6.0 M	=	+0.60
13 FC SOUTHAMPTON	5.9 M	=	+0.22
14 CRYSTAL PALACE	4.3 M	=	+1.31
15 FC WATFORD	3.6 M	=	+0.49
16 LEEDS UNITED	3.1 M	=	+1.11
17 NORWICH CITY	2.4 M	=	+0.42
18 FC BURNLEY	1.7 M	=	+0.87
19 BRIGHTON & HOVE A.	1.6 M	=	+0.89
20 BRENTFORD FC	916.4 K	=	+5.18

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IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

667.3 M

Premier League

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



CLUBS	FANS		% VAR*
01 ADIDAS	268.2 M	=	+0.66
02 NIKE	256.3 M	=	+1.00
03 PUMA	91.2 M	=	+1.03
04 HUMMEL	15.7 M	=	+0.41
05 CASTORE	12.1 M	=	+0.84
06 UMBRO	9.8 M	=	+1.34
07 KAPPA	7.9 M	=	+1.12
08 KELME	3.6 M	=	+0.49
09 JOMA	2.4 M	=	+0.42

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

ENGLAND Brands

CLUBS

20

SPORT BRANDS

9

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



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

ENGLAND Grown Up

Premier League

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	% VAR*
01 BRENTFORD FC	+5.18
02 CRYSTAL PALACE	+1.31
03 ASTON VILLA FC	+1.12
04 LEEDS UNITED	+1.11
05 WOLVERHAMPTON W.	+1.07
06 LIVERPOOL FC	+1.04
07 MANCHESTER CITY	+1.02
08 CHELSEA FC	+1.01
09 WEST HAM UNITED	+0.98
10 TOTTENHAM HOTSPUR	+0.89
11 BRIGHTON & HOVE A.	+0.89
12 FC BURNLEY	+0.87
13 MANCHESTER UNITED	+0.77
14 LEICESTER CITY	+0.68
15 NEWCASTLE UNITED	+0.60
16 FC EVERTON	+0.53
17 FC WATFORD	+0.49
18 NORWICH CITY	+0.42
19 FC ARSENAL	+0.41
20 FC SOUTHAMPTON	+0.22

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

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ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship football clubs analysed.

8

BRANDS

Total Championship Sport Brands on jerseys analysed.

27.8 M

+ 0.19%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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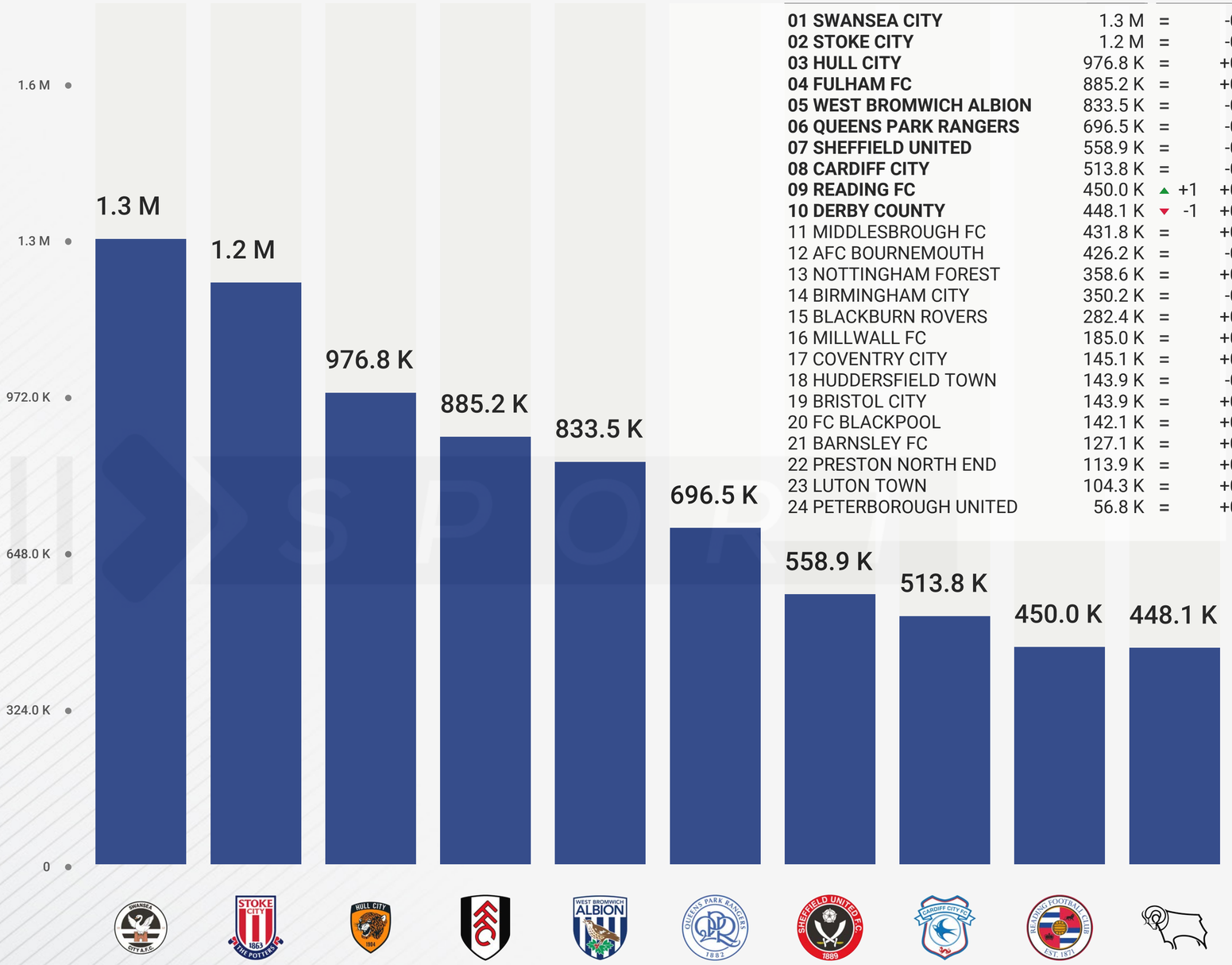
IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

10.9 M

Ranking of the most followed Championship football clubs on Facebook.



CLUBS	FANS		% VAR*
01 SWANSEA CITY	1.3 M	=	-0.11
02 STOKE CITY	1.2 M	=	-0.03
03 HULL CITY	976.8 K	=	+0.01
04 FULHAM FC	885.2 K	=	+0.02
05 WEST BROMWICH ALBION	833.5 K	=	-0.10
06 QUEENS PARK RANGERS	696.5 K	=	-0.08
07 SHEFFIELD UNITED	558.9 K	=	-0.05
08 CARDIFF CITY	513.8 K	=	-0.08
09 READING FC	450.0 K	▲ +1	+0.46
10 DERBY COUNTY	448.1 K	▼ -1	+0.03
11 MIDDLESBROUGH FC	431.8 K	=	+0.18
12 AFC BOURNEMOUTH	426.2 K	=	-0.05
13 NOTTINGHAM FOREST	358.6 K	=	+0.96
14 BIRMINGHAM CITY	350.2 K	=	-0.02
15 BLACKBURN ROVERS	282.4 K	=	+0.02
16 MILLWALL FC	185.0 K	=	+0.03
17 COVENTRY CITY	145.1 K	=	+0.09
18 HUDDERSFIELD TOWN	143.9 K	=	-0.04
19 BRISTOL CITY	143.9 K	=	+0.06
20 FC BLACKPOOL	142.1 K	=	+0.08
21 BARNSLEY FC	127.1 K	=	+0.00
22 PRESTON NORTH END	113.9 K	=	+0.12
23 LUTON TOWN	104.3 K	=	+0.60
24 PETERBOROUGH UNITED	56.8 K	=	+0.28

*[from March 14, 2022 to April 11, 2022]

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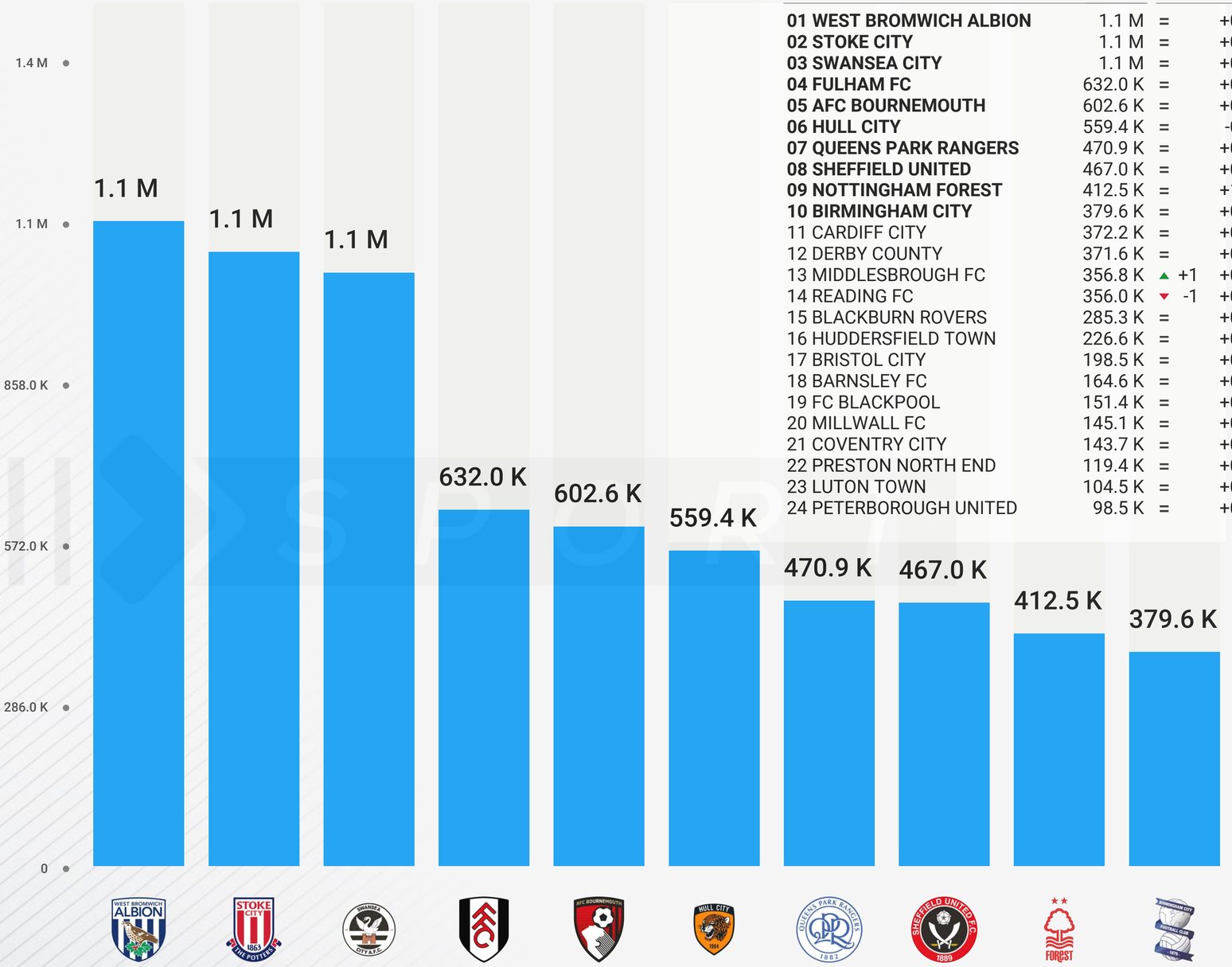
IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

9.9 M

Ranking of the most followed Championship football clubs on Twitter.



CLUBS	FANS		% VAR*
01 WEST BROMWICH ALBION	1.1 M	=	+0.13
02 STOKE CITY	1.1 M	=	+0.10
03 SWANSEA CITY	1.1 M	=	+0.07
04 FULHAM FC	632.0 K	=	+0.19
05 AFC BOURNEMOUTH	602.6 K	=	+0.27
06 HULL CITY	559.4 K	=	-0.41
07 QUEENS PARK RANGERS	470.9 K	=	+0.13
08 SHEFFIELD UNITED	467.0 K	=	+0.67
09 NOTTINGHAM FOREST	412.5 K	=	+1.83
10 BIRMINGHAM CITY	379.6 K	=	+0.48
11 CARDIFF CITY	372.2 K	=	+0.30
12 DERBY COUNTY	371.6 K	=	+0.54
13 MIDDLESBROUGH FC	356.8 K	▲ +1	+0.90
14 READING FC	356.0 K	▼ -1	+0.14
15 BLACKBURN ROVERS	285.3 K	=	+0.11
16 HUDDERSFIELD TOWN	226.6 K	=	+0.22
17 BRISTOL CITY	198.5 K	=	+0.35
18 BARNSLEY FC	164.6 K	=	+0.43
19 FC BLACKPOOL	151.4 K	=	+0.40
20 MILLWALL FC	145.1 K	=	+0.69
21 COVENTRY CITY	143.7 K	=	+0.98
22 PRESTON NORTH END	119.4 K	=	+0.42
23 LUTON TOWN	104.5 K	=	+0.77
24 PETERBOROUGH UNITED	98.5 K	=	+0.51

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

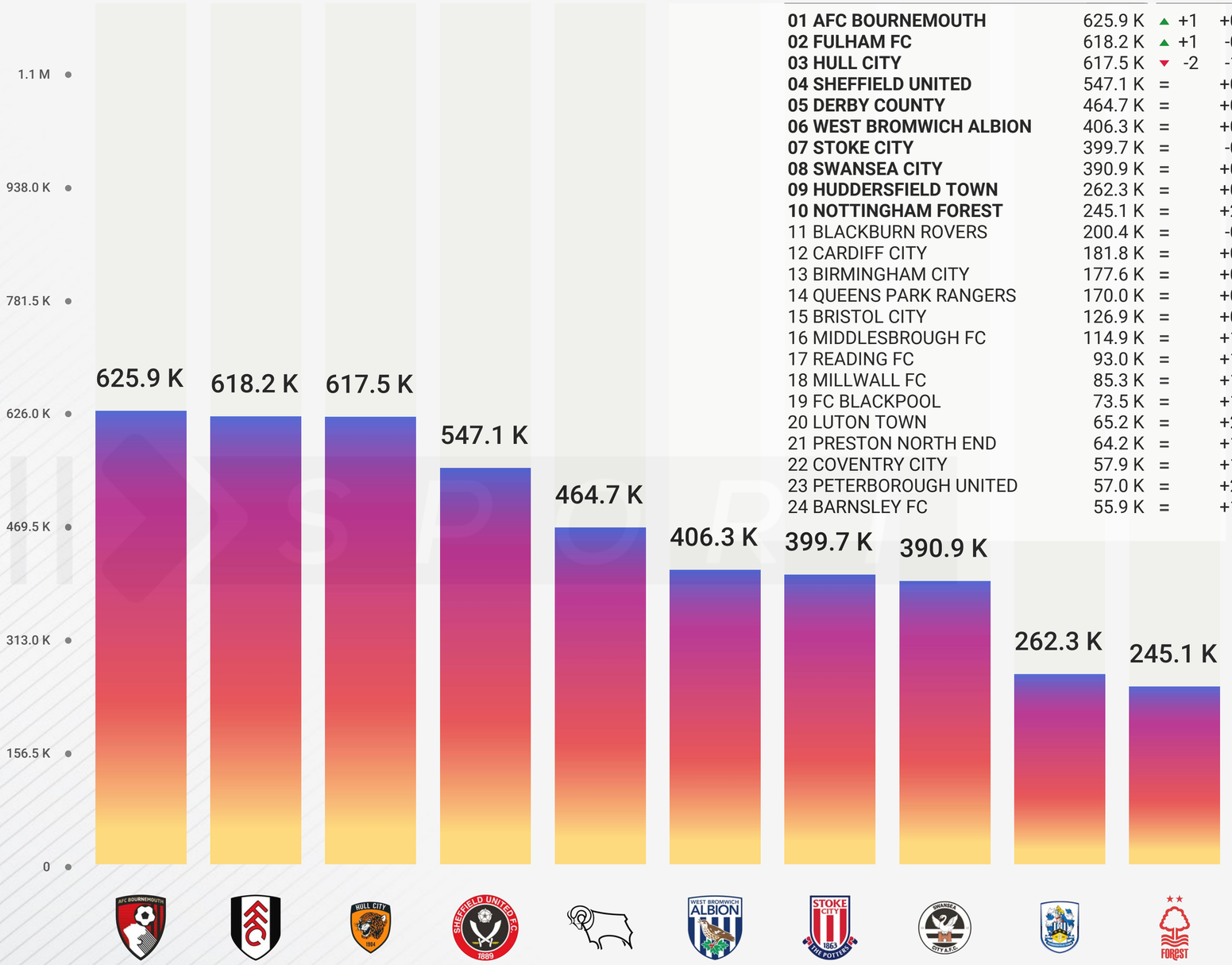
ENGLAND Instagram

TOTAL FANBASE

6.1 M

sky bet CHAMPIONSHIP EFL

Ranking of the most followed Championship football clubs on Instagram.



CLUBS	FANS		% VAR*
01 AFC BOURNEMOUTH	625.9 K	▲ +1	+0.18
02 FULHAM FC	618.2 K	▲ +1	-0.05
03 HULL CITY	617.5 K	▼ -2	-1.93
04 SHEFFIELD UNITED	547.1 K	=	+0.27
05 DERBY COUNTY	464.7 K	=	+0.17
06 WEST BROMWICH ALBION	406.3 K	=	+0.26
07 STOKE CITY	399.7 K	=	-0.24
08 SWANSEA CITY	390.9 K	=	+0.12
09 HUDDERSFIELD TOWN	262.3 K	=	+0.20
10 NOTTINGHAM FOREST	245.1 K	=	+2.38
11 BLACKBURN ROVERS	200.4 K	=	-0.19
12 CARDIFF CITY	181.8 K	=	+0.43
13 BIRMINGHAM CITY	177.6 K	=	+0.91
14 QUEENS PARK RANGERS	170.0 K	=	+0.79
15 BRISTOL CITY	126.9 K	=	+0.54
16 MIDDLESBROUGH FC	114.9 K	=	+1.21
17 READING FC	93.0 K	=	+1.25
18 MILLWALL FC	85.3 K	=	+1.60
19 FC BLACKPOOL	73.5 K	=	+1.55
20 LUTON TOWN	65.2 K	=	+2.25
21 PRESTON NORTH END	64.2 K	=	+1.41
22 COVENTRY CITY	57.9 K	=	+1.13
23 PETERBOROUGH UNITED	57.0 K	=	+2.13
24 BARNSLEY FC	55.9 K	=	+1.89

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

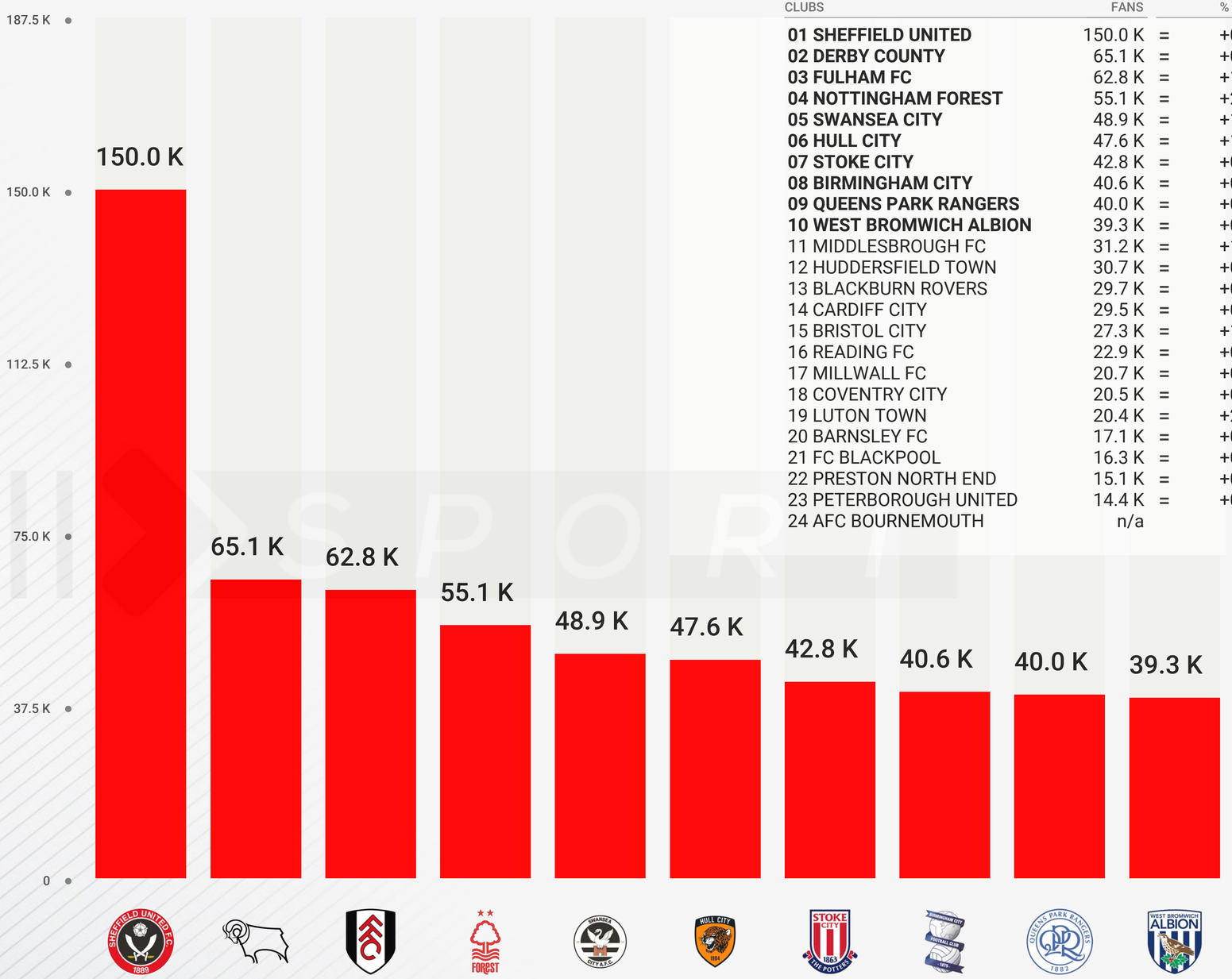
ENGLAND YouTube

TOTAL FANBASE

888 K

sky bet CHAMPIONSHIP EFL

Ranking of the most followed Championship football clubs on YouTube.



CLUBS	FANS		% VAR*
01 SHEFFIELD UNITED	150.0 K	=	+0.00
02 DERBY COUNTY	65.1 K	=	+0.46
03 FULHAM FC	62.8 K	=	+1.45
04 NOTTINGHAM FOREST	55.1 K	=	+2.99
05 SWANSEA CITY	48.9 K	=	+1.03
06 HULL CITY	47.6 K	=	+1.71
07 STOKE CITY	42.8 K	=	+0.23
08 BIRMINGHAM CITY	40.6 K	=	+0.74
09 QUEENS PARK RANGERS	40.0 K	=	+0.50
10 WEST BROMWICH ALBION	39.3 K	=	+0.51
11 MIDDLESBROUGH FC	31.2 K	=	+1.30
12 HUDDERSFIELD TOWN	30.7 K	=	+0.33
13 BLACKBURN ROVERS	29.7 K	=	+0.68
14 CARDIFF CITY	29.5 K	=	+0.68
15 BRISTOL CITY	27.3 K	=	+1.11
16 READING FC	22.9 K	=	+0.88
17 MILLWALL FC	20.7 K	=	+0.49
18 COVENTRY CITY	20.5 K	=	+0.99
19 LUTON TOWN	20.4 K	=	+2.00
20 BARNSLEY FC	17.1 K	=	+0.59
21 FC BLACKPOOL	16.3 K	=	+0.62
22 PRESTON NORTH END	15.1 K	=	+0.67
23 PETERBOROUGH UNITED	14.4 K	=	+0.70
24 AFC BOURNEMOUTH	n/a		n/a

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

ENGLAND Social (1/2)

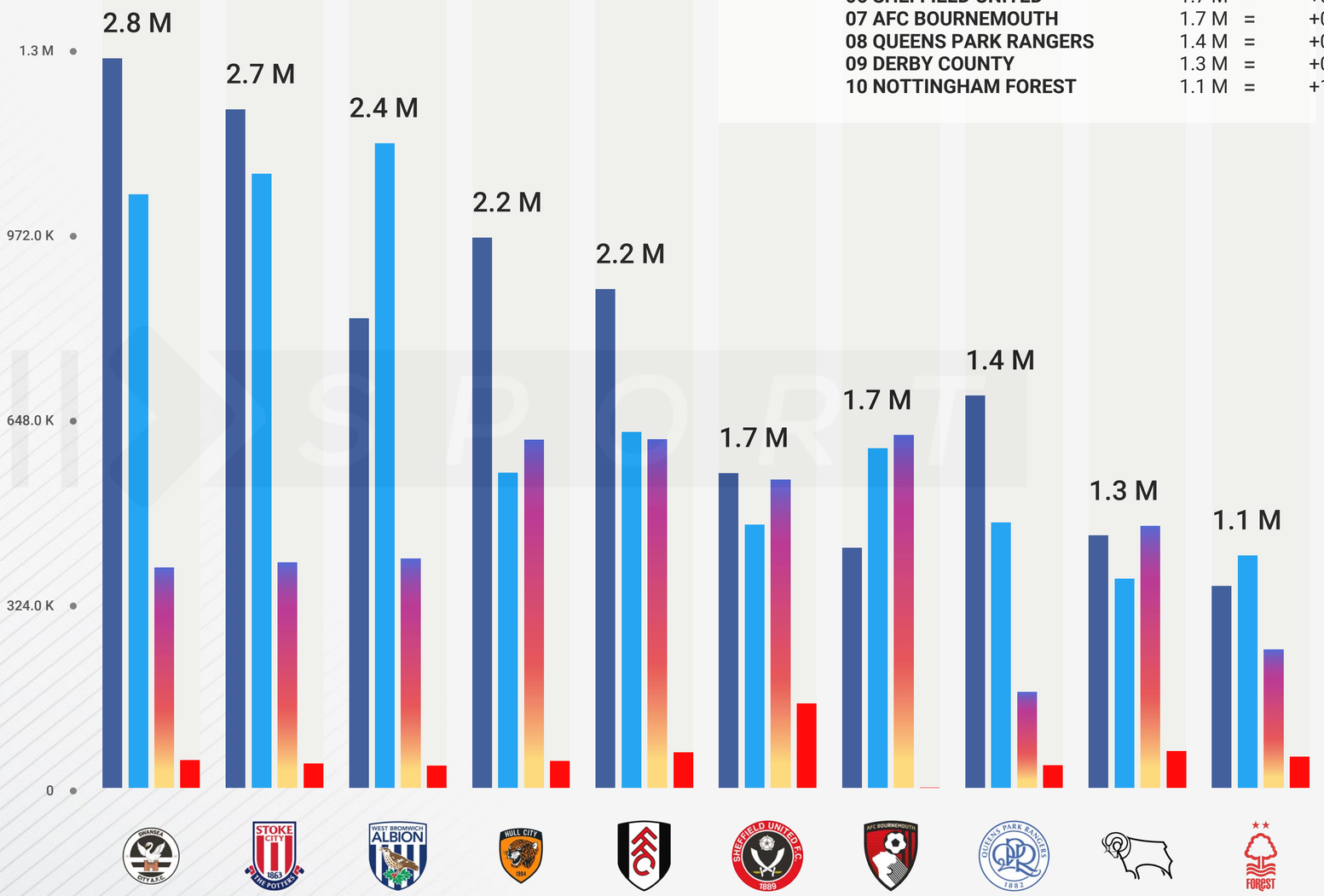
TOTAL FANBASE

27.8 M

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

*[from March 14, 2022 to April 11, 2022]

CLUBS	FANS		% VAR*
01 SWANSEA CITY	2.8 M	=	+0.01
02 STOKE CITY	2.7 M	=	--0.00
03 WEST BROMWICH ALBION	2.4 M	=	+0.08
04 HULL CITY	2.2 M	=	-0.61
05 FULHAM FC	2.2 M	=	+0.09
06 SHEFFIELD UNITED	1.7 M	=	+0.25
07 AFC BOURNEMOUTH	1.7 M	=	+0.15
08 QUEENS PARK RANGERS	1.4 M	=	+0.12
09 DERBY COUNTY	1.3 M	=	+0.24
10 NOTTINGHAM FOREST	1.1 M	=	+1.72



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IQUII SPORT

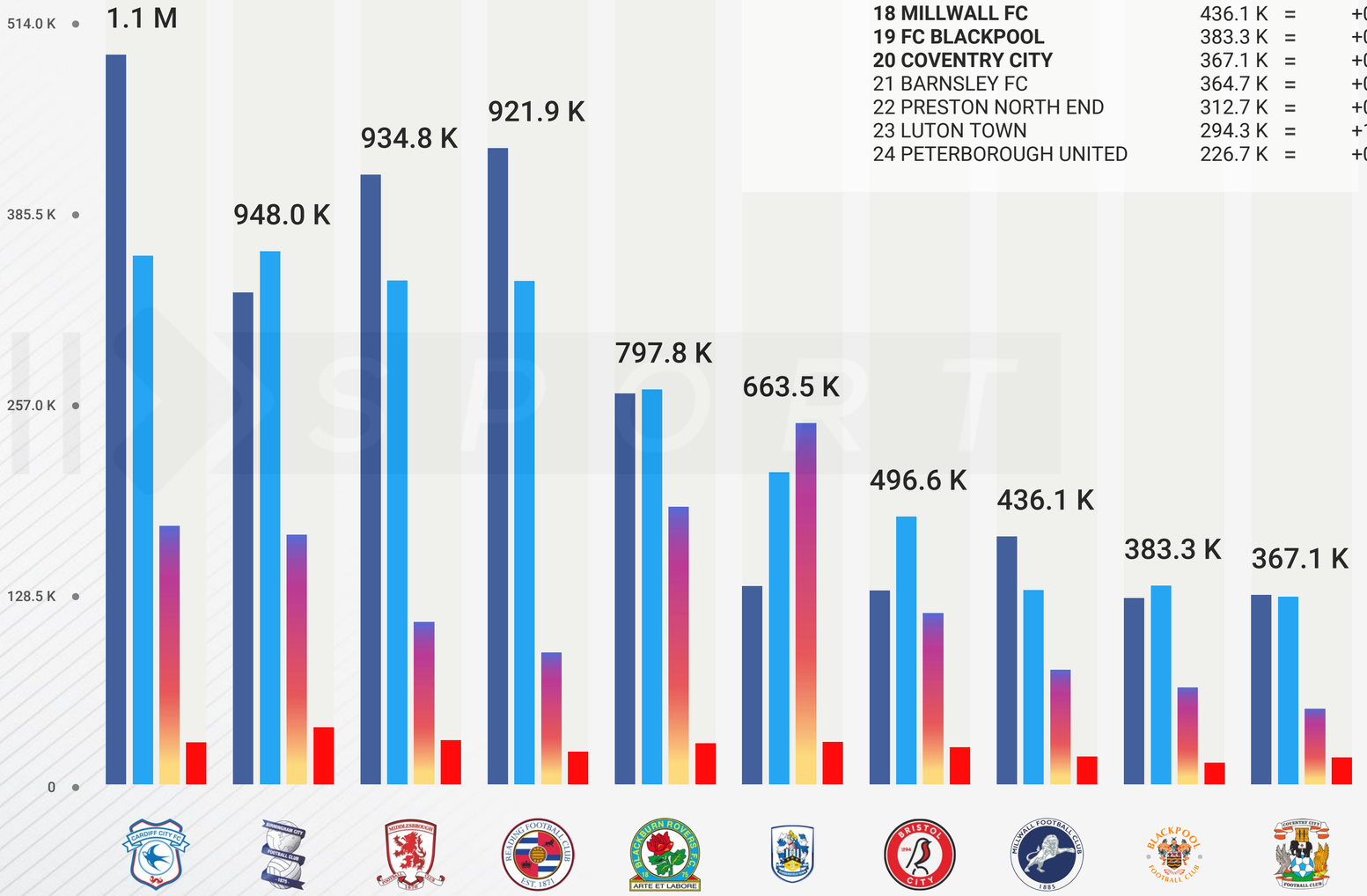
ENGLAND Social (2/2)

TOTAL FANBASE

27.8 M

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
11 CARDIFF CITY	1.1 M	=	+0.15
12 BIRMINGHAM CITY	948.0 K	=	+0.38
13 MIDDLESBROUGH FC	934.8 K	=	+0.62
14 READING FC	921.9 K	=	+0.43
15 BLACKBURN ROVERS	797.8 K	=	+0.02
16 HUDDERSFIELD TOWN	663.5 K	=	+0.16
17 BRISTOL CITY	496.6 K	=	+0.36
18 MILLWALL FC	436.1 K	=	+0.58
19 FC BLACKPOOL	383.3 K	=	+0.51
20 COVENTRY CITY	367.1 K	=	+0.65
21 BARNSLEY FC	364.7 K	=	+0.51
22 PRESTON NORTH END	312.7 K	=	+0.52
23 LUTON TOWN	294.3 K	=	+1.12
24 PETERBOROUGH UNITED	226.7 K	=	+0.87

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IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

27.8 M

sky bet CHAMPIONSHIP EFL

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 UMBRO	6.2 M	=	-0.06
02 MACRON	6.0 M	=	+0.41
03 ADIDAS	5.0 M	=	+0.16
04 PUMA	3.4 M	=	+0.23
05 JOMA	2.8 M	=	+0.01
06 HUMMEL	1.8 M	=	+0.55
07 ERREA	1.4 M	=	+0.12
08 NIKE	1.3 M	=	+0.42

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IQUII SPORT

ENGLAND Brands

CLUBS

24

SPORT BRANDS

8

Sport Brands on jersey coverage in relation to the 24 sponsored Championship football clubs.



*[from March 14, 2022 to April 11, 2022]

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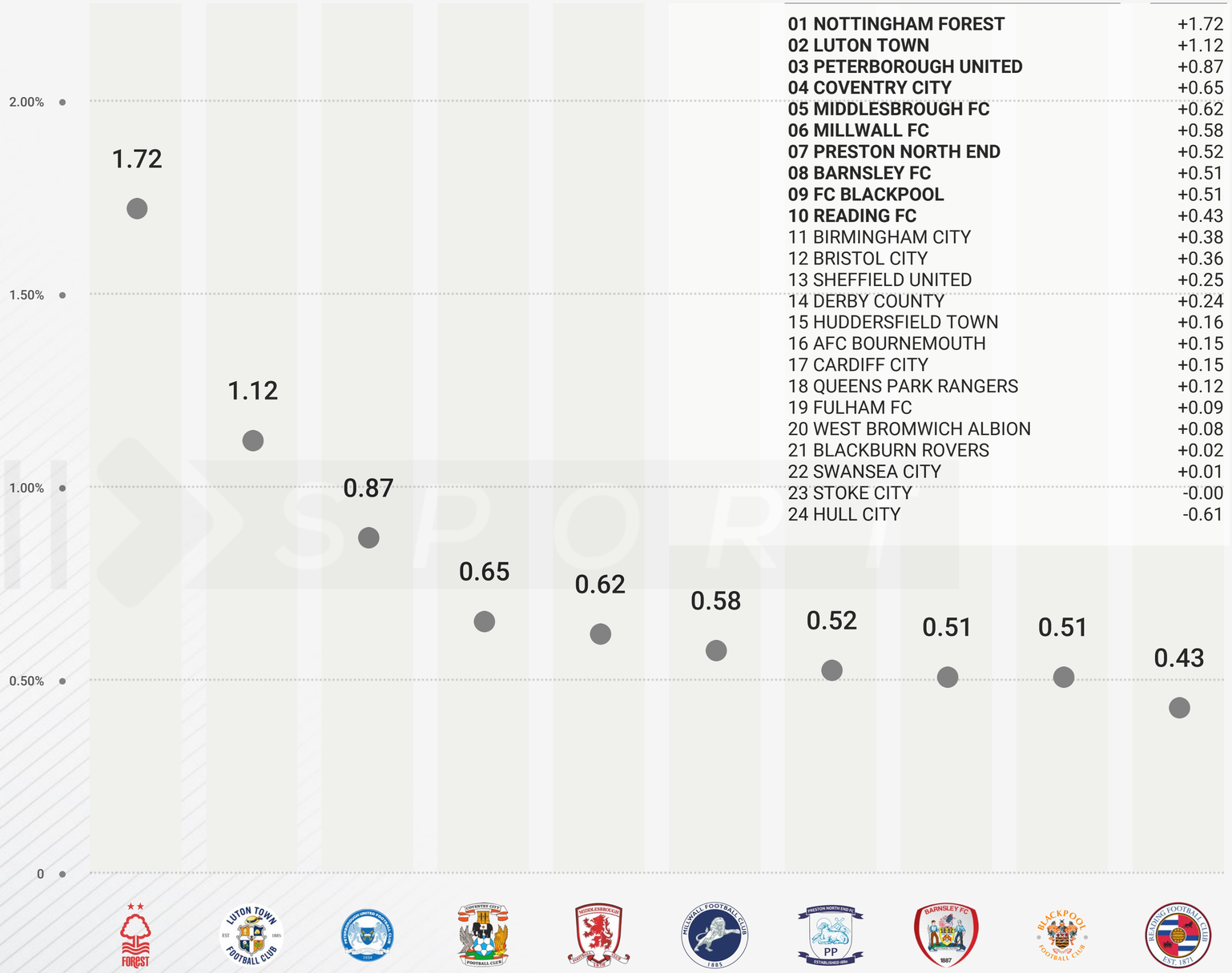
IQUII SPORT

ENGLAND Grown Up

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



CLUBS	% VAR*
01 NOTTINGHAM FOREST	+1.72
02 LUTON TOWN	+1.12
03 PETERBOROUGH UNITED	+0.87
04 COVENTRY CITY	+0.65
05 MIDDLESBROUGH FC	+0.62
06 MILLWALL FC	+0.58
07 PRESTON NORTH END	+0.52
08 BARNSLEY FC	+0.51
09 FC BLACKPOOL	+0.51
10 READING FC	+0.43
11 BIRMINGHAM CITY	+0.38
12 BRISTOL CITY	+0.36
13 SHEFFIELD UNITED	+0.25
14 DERBY COUNTY	+0.24
15 HUDDERSFIELD TOWN	+0.16
16 AFC BOURNEMOUTH	+0.15
17 CARDIFF CITY	+0.15
18 QUEENS PARK RANGERS	+0.12
19 FULHAM FC	+0.09
20 WEST BROMWICH ALBION	+0.08
21 BLACKBURN ROVERS	+0.02
22 SWANSEA CITY	+0.01
23 STOKE CITY	-0.00
24 HULL CITY	-0.61

*[from March 14, 2022 to April 11, 2022]

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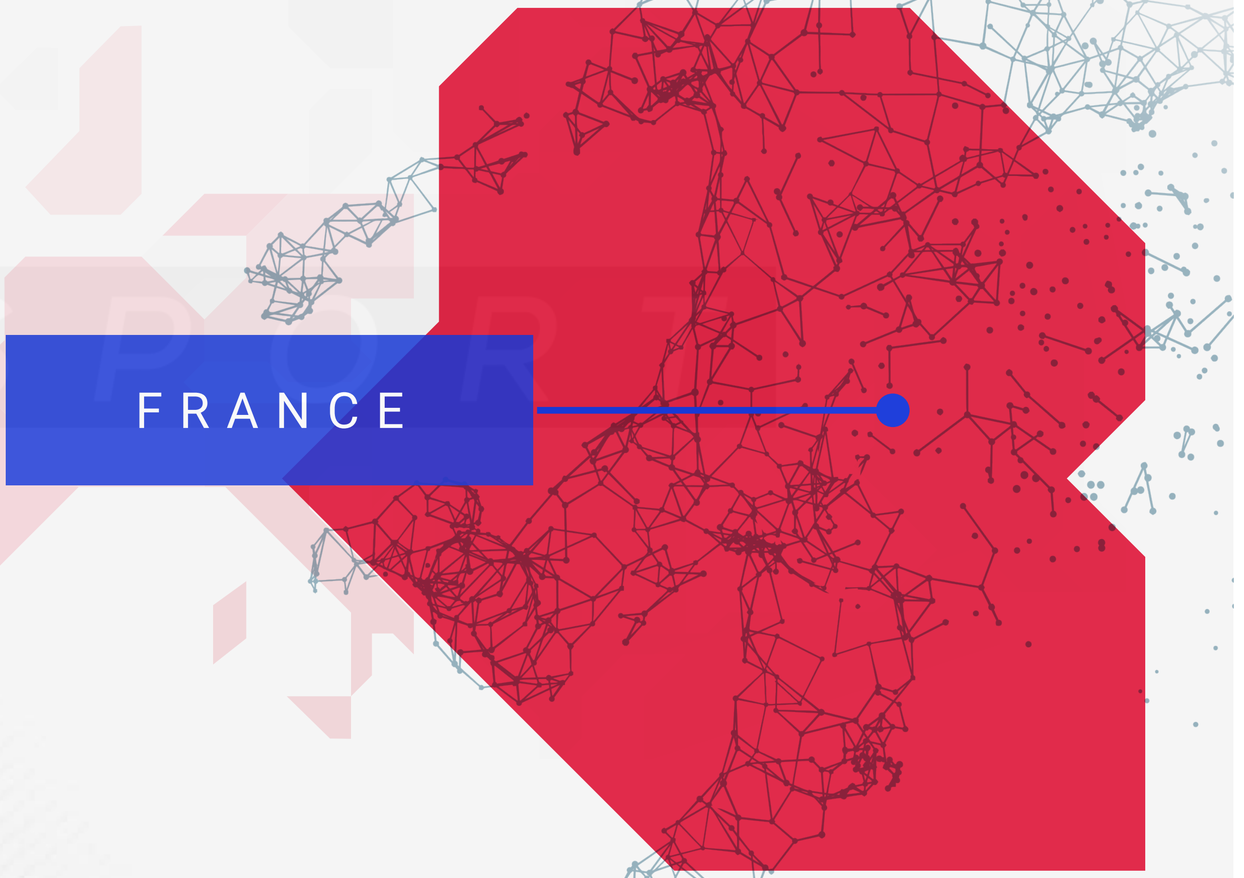
Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LIGUE 1

SECOND DIVISION — 20 CLUBS

LIGUE 2



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FRANCE SnapShot / First Division



20

CLUBS

Total Ligue1 football clubs analysed.

9

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

177.0 M

+ 0.75%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

FRANCE Facebook

TOTAL FANBASE

75.0 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	45.9 M	=	-0.09
02 AS MONACO	10.8 M	=	-0.27
03 OLYMPIQUE DE M.	6.5 M	=	+1.02
04 OLYMPIQUE LYONNAIS	4.1 M	=	-0.08
05 LOSC LILLE	1.1 M	=	-0.02
06 STADE BRESTOIS 29	1.0 M	=	-0.35
07 FC GIRONDINS BORDEAUX	1.0 M	=	-0.07
08 AS SAINT ÉTIENNE	856.8 K	=	+0.06
09 OGC NICE	578.4 K	=	+0.12
10 FC NANTES	534.5 K	=	+0.33
11 STADE RENNAIS FC	523.0 K	=	+0.16
12 RC LENS	421.5 K	=	+0.60
13 HSC MONTPELLIER	348.1 K	=	+0.28
14 FC LORIENT	262.3 K	=	+0.17
15 SCO ANGERS	237.4 K	=	+0.83
16 STADE DE REIMS	228.6 K	=	+0.02
17 FC METZ	228.4 K	=	+0.25
18 RC STRASBOURG ALSACE	171.3 K	=	+0.33
19 CLERMONT FOOT 63	112.3 K	=	+0.75
20 ES TROYES AC	104.9 K	=	+0.50

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

FRANCE Twitter

TOTAL FANBASE

26.1 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	11.8 M	=	+1.59
02 OLYMPIQUE DE M.	4.0 M	=	+0.72
03 AS MONACO	2.3 M	=	+0.07
04 OLYMPIQUE LYONNAIS	2.2 M	=	+0.64
05 AS SAINT ÉTIENNE	898.2 K	=	+0.45
06 LOSC LILLE	885.9 K	=	+0.23
07 FC NANTES	611.3 K	=	+0.33
08 OGC NICE	521.2 K	=	+0.40
09 FC GIRONDINS BORDEAUX	439.7 K	=	+0.34
10 STADE RENNAIS FC	400.0 K	▲ +1	+0.93
11 HSC MONTPELLIER	398.3 K	▼ -1	+0.23
12 FC LORIENT	298.0 K	=	+0.20
13 RC LENS	297.0 K	=	+1.19
14 STADE DE REIMS	241.4 K	=	+0.29
15 FC METZ	185.4 K	=	+0.60
16 RC STRASBOURG ALSACE	165.1 K	=	+1.04
17 SCO ANGERS	149.3 K	=	+0.67
18 STADE BRESTOIS 29	132.9 K	=	+7.09
19 ES TROYES AC	97.7 K	=	+0.62
20 CLERMONT FOOT 63	89.8 K	=	+0.79

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

FRANCE Instagram

TOTAL FANBASE

68.7 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	58.4 M	=	+1.58
02 OLYMPIQUE DE M.	2.3 M	=	+1.45
03 OLYMPIQUE LYONNAIS	2.2 M	=	+0.45
04 AS MONACO	1.8 M	=	+0.46
05 LOSC LILLE	601.8 K	=	+0.68
06 OGC NICE	460.9 K	=	+0.44
07 STADE BRESTOIS 29	438.3 K	=	+4.34
08 FC NANTES	415.8 K	=	+0.68
09 AS SAINT ÉTIENNE	365.3 K	=	+0.49
10 STADE RENNAIS FC	337.8 K	=	+1.70
11 HSC MONTPELLIER	238.5 K	=	+1.23
12 FC GIRONDINS BORDEAUX	235.7 K	=	+0.93
13 RC LENS	161.1 K	=	+4.57
14 FC METZ	149.7 K	=	+0.88
15 RC STRASBOURG ALSACE	134.1 K	=	+1.28
16 SCO ANGERS	96.4 K	=	+2.36
17 FC LORIENT	80.4 K	=	+2.58
18 STADE DE REIMS	79.3 K	=	+1.88
19 ES TROYES AC	77.8 K	=	+2.18
20 CLERMONT FOOT 63	59.9 K	=	+1.75

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

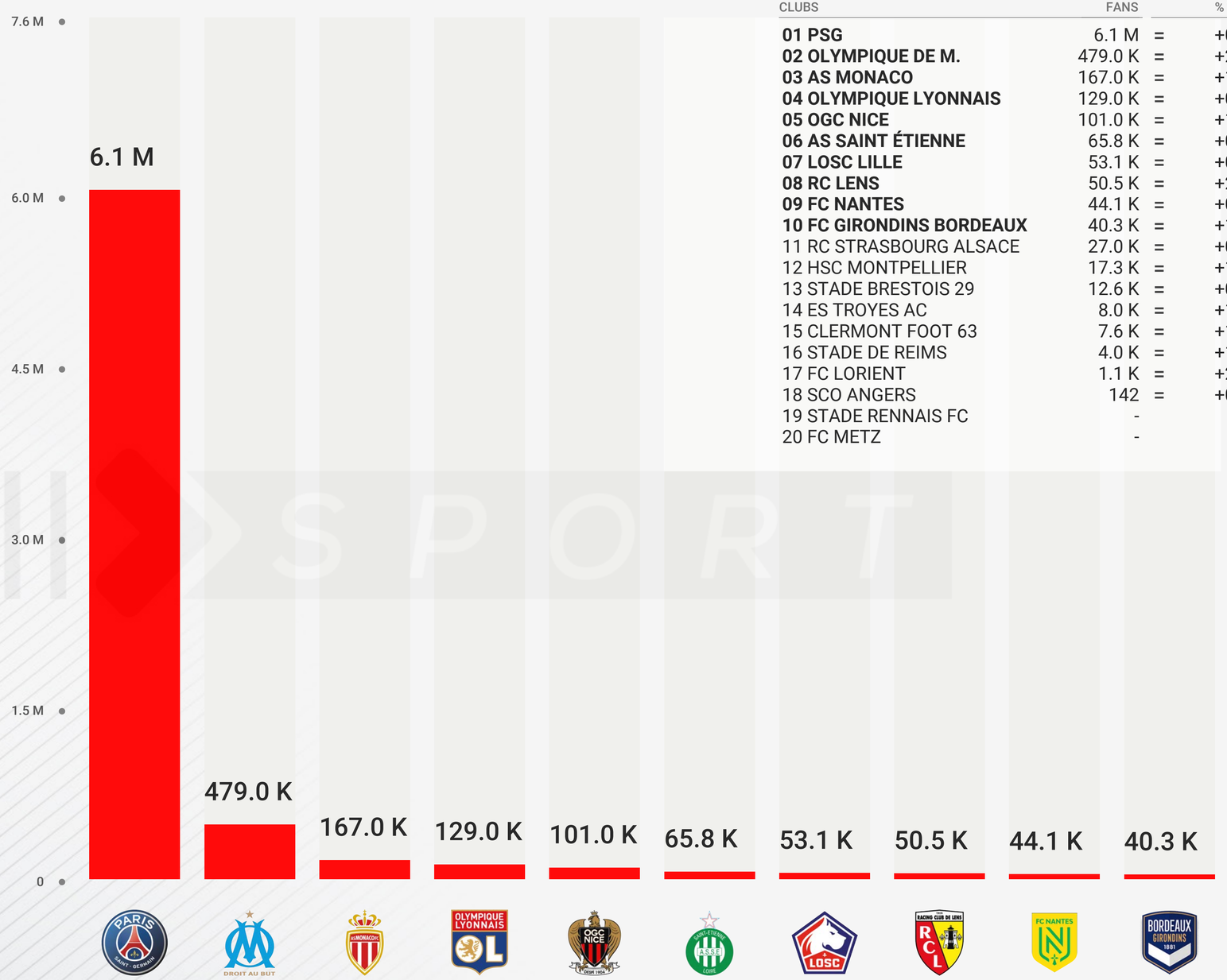
FRANCE YouTube

TOTAL FANBASE

7.3 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	6.1 M	=	+0.33
02 OLYMPIQUE DE M.	479.0 K	=	+2.13
03 AS MONACO	167.0 K	=	+1.83
04 OLYMPIQUE LYONNAIS	129.0 K	=	+0.78
05 OGC NICE	101.0 K	=	+1.00
06 AS SAINT ÉTIENNE	65.8 K	=	+0.30
07 LOSC LILLE	53.1 K	=	+0.38
08 RC LENS	50.5 K	=	+2.85
09 FC NANTES	44.1 K	=	+0.92
10 FC GIRONDINS BORDEAUX	40.3 K	=	+1.00
11 RC STRASBOURG ALSACE	27.0 K	=	+0.75
12 HSC MONTPELLIER	17.3 K	=	+1.17
13 STADE BRESTOIS 29	12.6 K	=	+0.00
14 ES TROYES AC	8.0 K	=	+1.27
15 CLERMONT FOOT 63	7.6 K	=	+1.73
16 STADE DE REIMS	4.0 K	=	+1.27
17 FC LORIENT	1.1 K	=	+2.83
18 SCO ANGERS	142	=	+0.00
19 STADE RENNAIS FC	-		-
20 FC METZ	-		-

*[from March 14, 2022 to April 11, 2022]

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

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IQUII SPORT

FRANCE Social

TOTAL FANBASE

177.0 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	122.2 M	=	+0.88
02 AS MONACO	15.1 M	=	-0.11
03 OLYMPIQUE DE M.	13.2 M	=	+1.04
04 OLYMPIQUE LYONNAIS	8.5 M	=	+0.25
05 LOSC LILLE	2.7 M	=	+0.22
06 AS SAINT ÉTIENNE	2.2 M	=	+0.30
07 FC GIRONDINS BORDEAUX	1.7 M	=	+0.19
08 OGC NICE	1.7 M	=	+0.35
09 STADE BRESTOIS 29	1.6 M	▲ +1	+1.46
10 FC NANTES	1.6 M	▼ -1	+0.43
11 STADE RENNAIS FC	1.3 M	=	+0.81
12 HSC MONTPELLIER	1.0 M	=	+0.50
13 RC LENS	930.2 K	=	+1.58
14 FC LORIENT	641.8 K	=	+0.49
15 FC METZ	563.5 K	=	+0.53
16 STADE DE REIMS	553.3 K	=	+0.41
17 RC STRASBOURG ALSACE	497.5 K	=	+0.84
18 SCO ANGERS	483.3 K	=	+1.08
19 ES TROYES AC	288.3 K	=	+1.01
20 CLERMONT FOOT 63	269.7 K	=	+1.01

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

FRANCE Brands

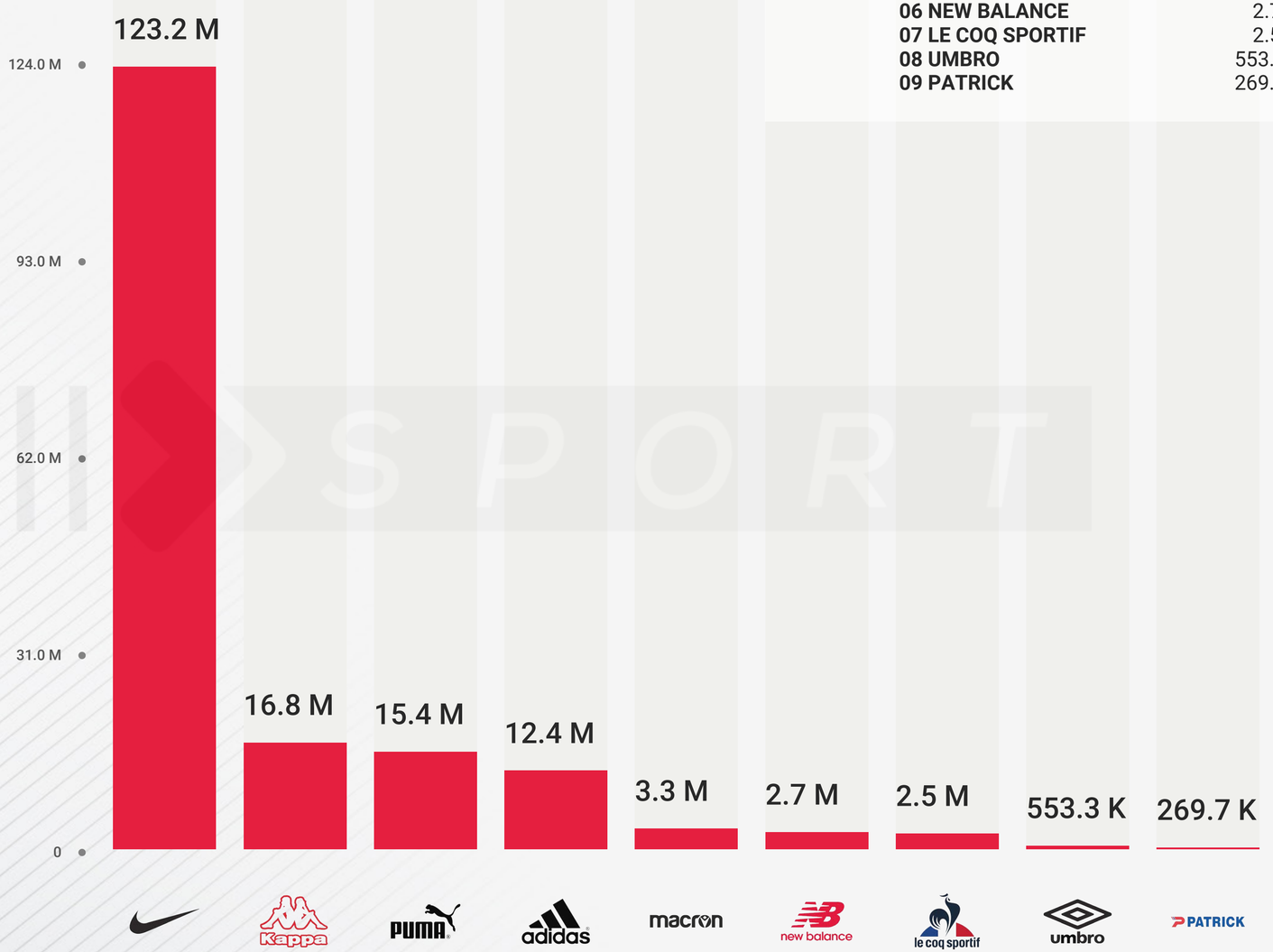
TOTAL FANBASE

177.0 M

LIGUE 1 Uber Eats

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

CLUBS	FANS		% VAR*
01 NIKE	123.2 M	=	+0.88
02 KAPPA	16.8 M	=	-0.03
03 PUMA	15.4 M	=	+1.06
04 ADIDAS	12.4 M	=	+0.42
05 MACRON	3.3 M	=	+0.39
06 NEW BALANCE	2.7 M	=	+0.22
07 LE COQ SPORTIF	2.5 M	=	+0.38
08 UMBRO	553.3 K	=	+0.41
09 PATRICK	269.7 K	=	+1.01



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IQUII SPORT

FRANCE Brands

CLUBS

20

SPORT BRANDS

9

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



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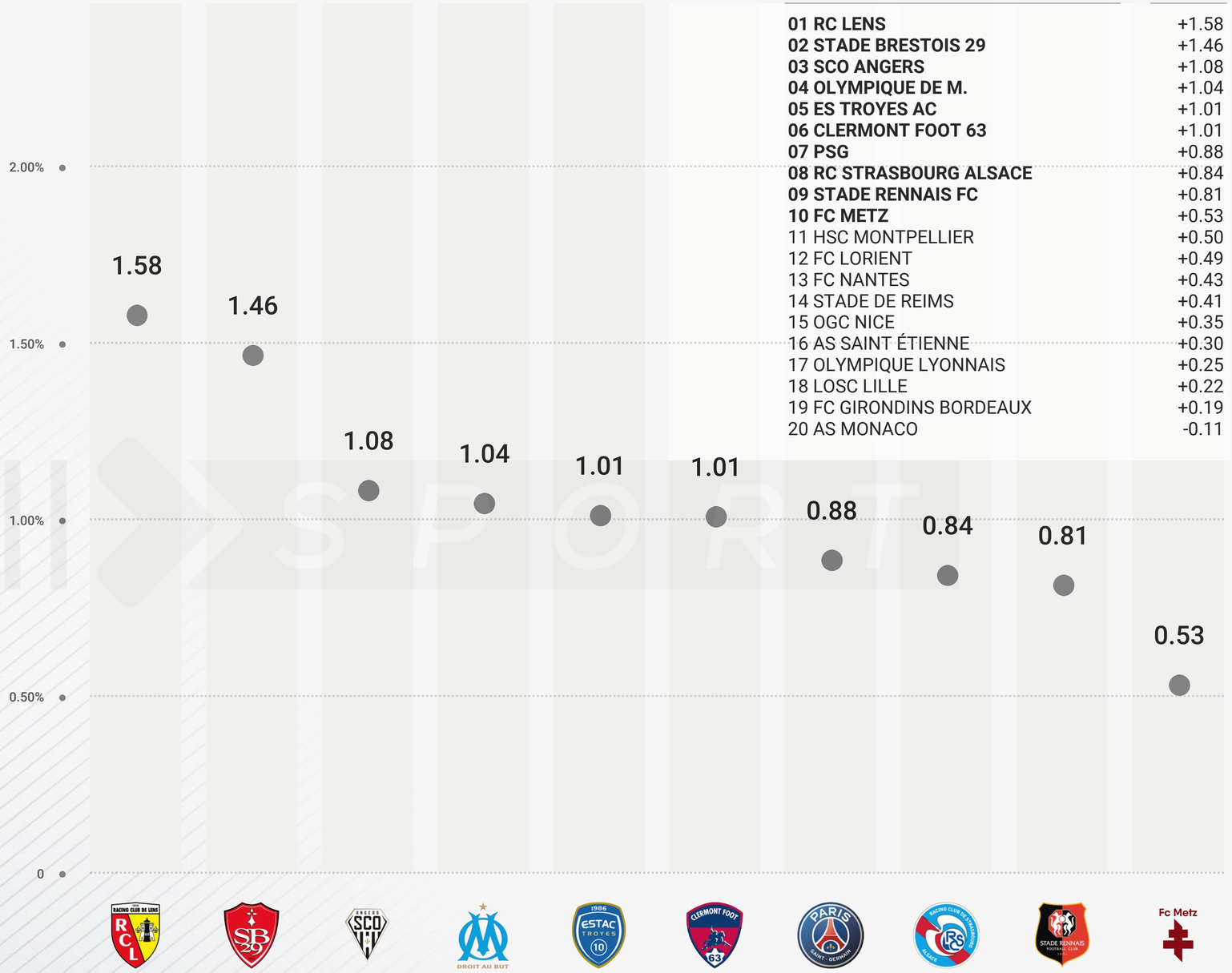
IQUII SPORT

FRANCE Grown Up



CLUBS	% VAR*
01 RC LENS	+1.58
02 STADE BRESTOIS 29	+1.46
03 SCO ANGERS	+1.08
04 OLYMPIQUE DE M.	+1.04
05 ES TROYES AC	+1.01
06 CLERMONT FOOT 63	+1.01
07 PSG	+0.88
08 RC STRASBOURG ALSACE	+0.84
09 STADE RENNAIS FC	+0.81
10 FC METZ	+0.53
11 HSC MONTPELLIER	+0.50
12 FC LORIENT	+0.49
13 FC NANTES	+0.43
14 STADE DE REIMS	+0.41
15 OGC NICE	+0.35
16 AS SAINT ÉTIENNE	+0.30
17 OLYMPIQUE LYONNAIS	+0.25
18 LOSC LILLE	+0.22
19 FC GIRONDINS BORDEAUX	+0.19
20 AS MONACO	-0.11

LIGUE 1 Uber Eats

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

*[from March 14, 2022 to April 11, 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.

6.5 M

+ 0.56%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

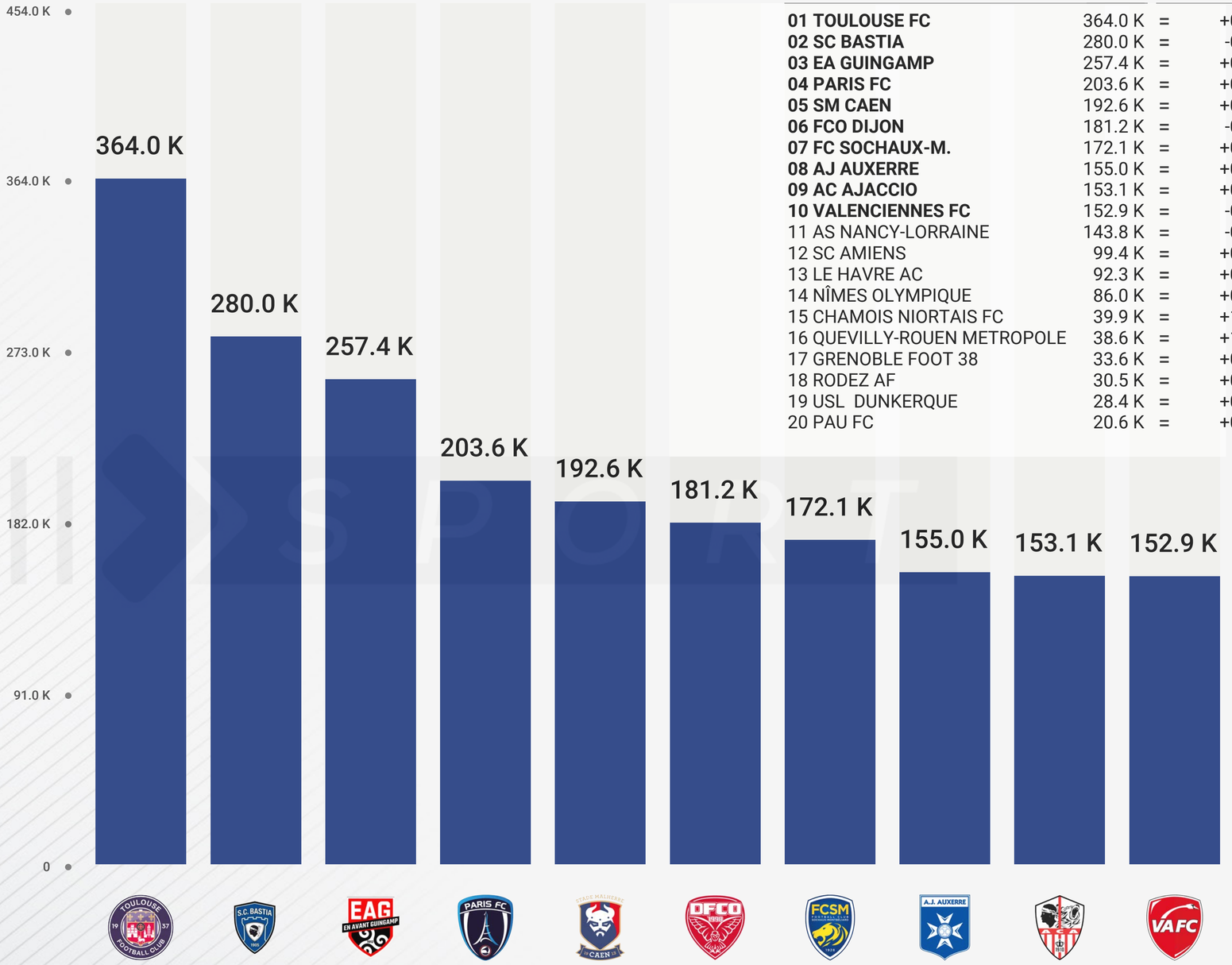
FRANCE Facebook

TOTAL FANBASE

2.7 M

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	364.0 K	=	+0.08
02 SC BASTIA	280.0 K	=	-0.13
03 EA GUINGAMP	257.4 K	=	+0.52
04 PARIS FC	203.6 K	=	+0.18
05 SM CAEN	192.6 K	=	+0.00
06 FCO DIJON	181.2 K	=	-0.08
07 FC SOCHAUX-M.	172.1 K	=	+0.09
08 AJ AUXERRE	155.0 K	=	+0.17
09 AC AJACCIO	153.1 K	=	+0.00
10 VALENCIENNES FC	152.9 K	=	-0.02
11 AS NANCY-LORRAINE	143.8 K	=	-0.02
12 SC AMIENS	99.4 K	=	+0.10
13 LE HAVRE AC	92.3 K	=	+0.23
14 NÎMES OLYMPIQUE	86.0 K	=	+0.05
15 CHAMOIS NIORTAIS FC	39.9 K	=	+1.12
16 QUEVILLY-ROUEN METROPOLE	38.6 K	=	+1.53
17 GRENOBLE FOOT 38	33.6 K	=	+0.87
18 RODEZ AF	30.5 K	=	+0.16
19 USL DUNKERQUE	28.4 K	=	+0.50
20 PAU FC	20.6 K	=	+0.43

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

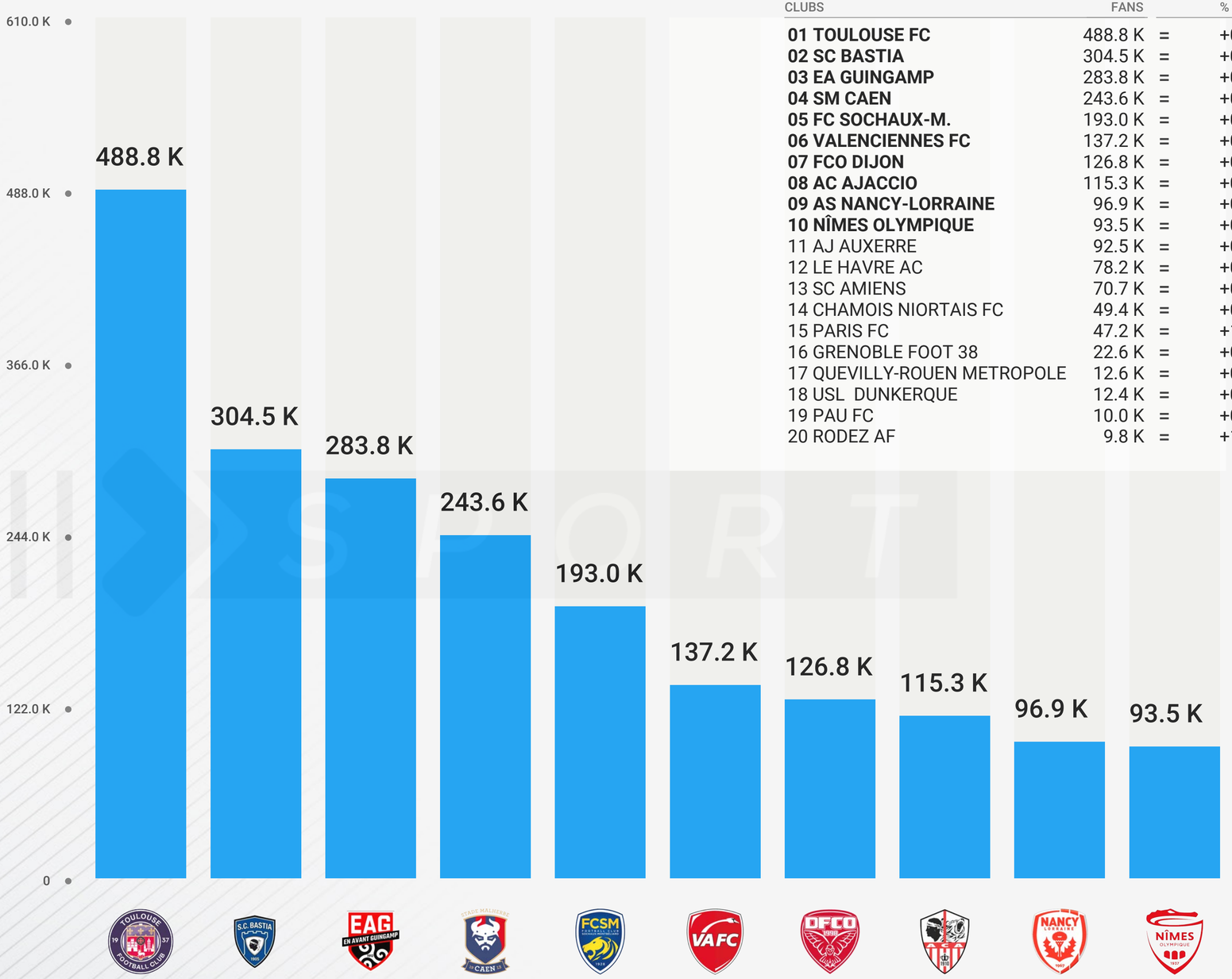
FRANCE Twitter

TOTAL FANBASE

2.5 M

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	488.8 K	=	+0.21
02 SC BASTIA	304.5 K	=	+0.20
03 EA GUINGAMP	283.8 K	=	+0.07
04 SM CAEN	243.6 K	=	+0.79
05 FC SOCHAUX-M.	193.0 K	=	+0.21
06 VALENCIENNES FC	137.2 K	=	+0.15
07 FCO DIJON	126.8 K	=	+0.16
08 AC AJACCIO	115.3 K	=	+0.17
09 AS NANCY-LORRAINE	96.9 K	=	+0.31
10 NÎMES OLYMPIQUE	93.5 K	=	+0.11
11 AJ AUXERRE	92.5 K	=	+0.54
12 LE HAVRE AC	78.2 K	=	+0.64
13 SC AMIENS	70.7 K	=	+0.43
14 CHAMOIS NIORTAIS FC	49.4 K	=	+0.41
15 PARIS FC	47.2 K	=	+1.07
16 GRENOBLE FOOT 38	22.6 K	=	+0.44
17 QUEVILLY-ROUEN METROPOLE	12.6 K	=	+0.00
18 USL DUNKERQUE	12.4 K	=	+0.81
19 PAU FC	10.0 K	=	+0.46
20 RODEZ AF	9.8 K	=	+1.24

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IQUII SPORT

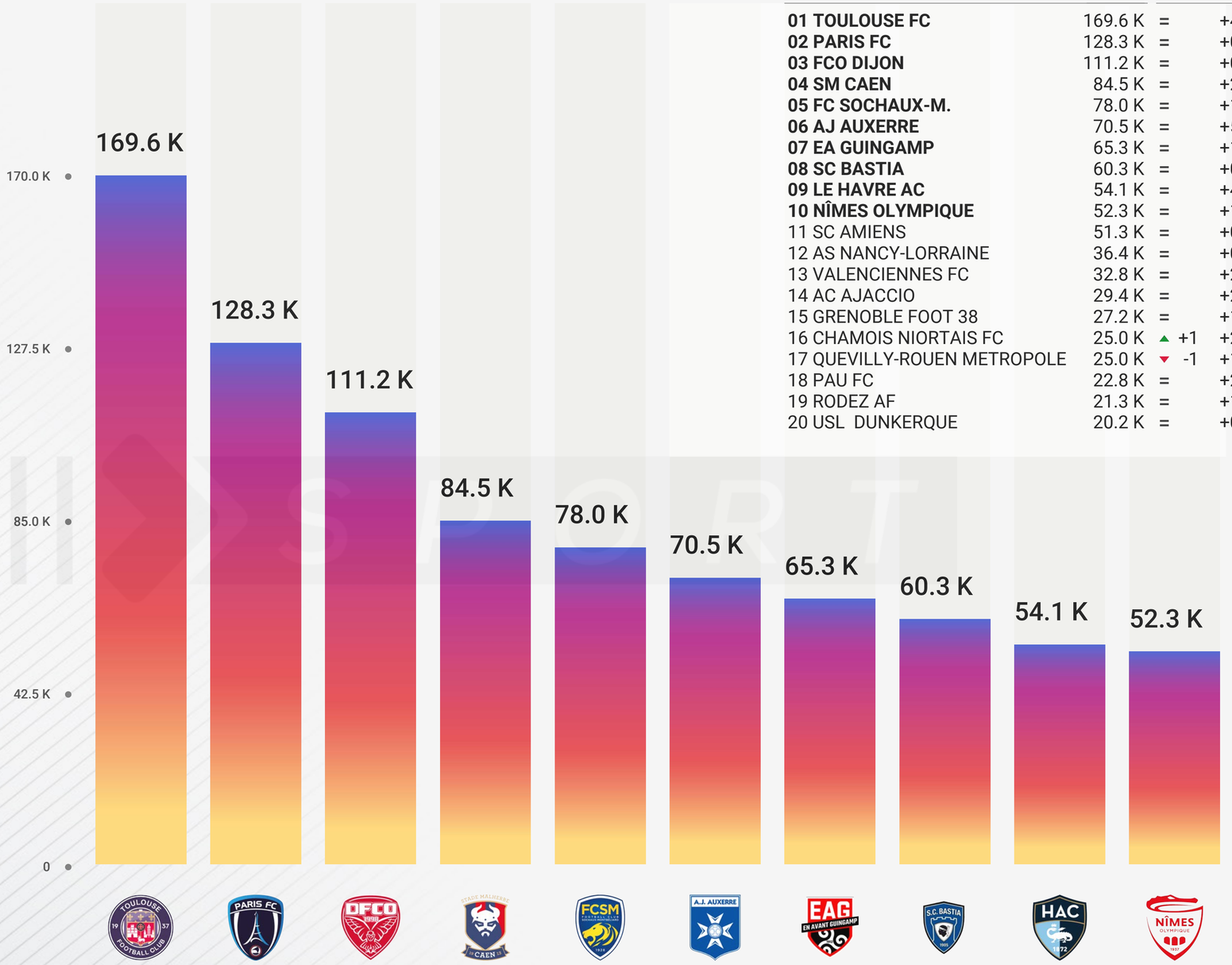
FRANCE Instagram

TOTAL FANBASE

1.2 M

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	169.6 K	=	+4.71
02 PARIS FC	128.3 K	=	+0.74
03 FCO DIJON	111.2 K	=	+0.29
04 SM CAEN	84.5 K	=	+2.12
05 FC SOCHAUX-M.	78.0 K	=	+1.32
06 AJ AUXERRE	70.5 K	=	+5.17
07 EA GUINGAMP	65.3 K	=	+1.13
08 SC BASTIA	60.3 K	=	+0.70
09 LE HAVRE AC	54.1 K	=	+4.34
10 NÎMES OLYMPIQUE	52.3 K	=	+1.63
11 SC AMIENS	51.3 K	=	+0.53
12 AS NANCY-LORRAINE	36.4 K	=	+0.60
13 VALENCIENNES FC	32.8 K	=	+2.64
14 AC AJACCIO	29.4 K	=	+2.34
15 GRENOBLE FOOT 38	27.2 K	=	+1.27
16 CHAMOIS NIORTAIS FC	25.0 K	▲ +1	+2.26
17 QUEVILLY-ROUEN METROPOLE	25.0 K	▼ -1	+1.48
18 PAU FC	22.8 K	=	+2.21
19 RODEZ AF	21.3 K	=	+1.17
20 USL DUNKERQUE	20.2 K	=	+0.84

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IQUII SPORT

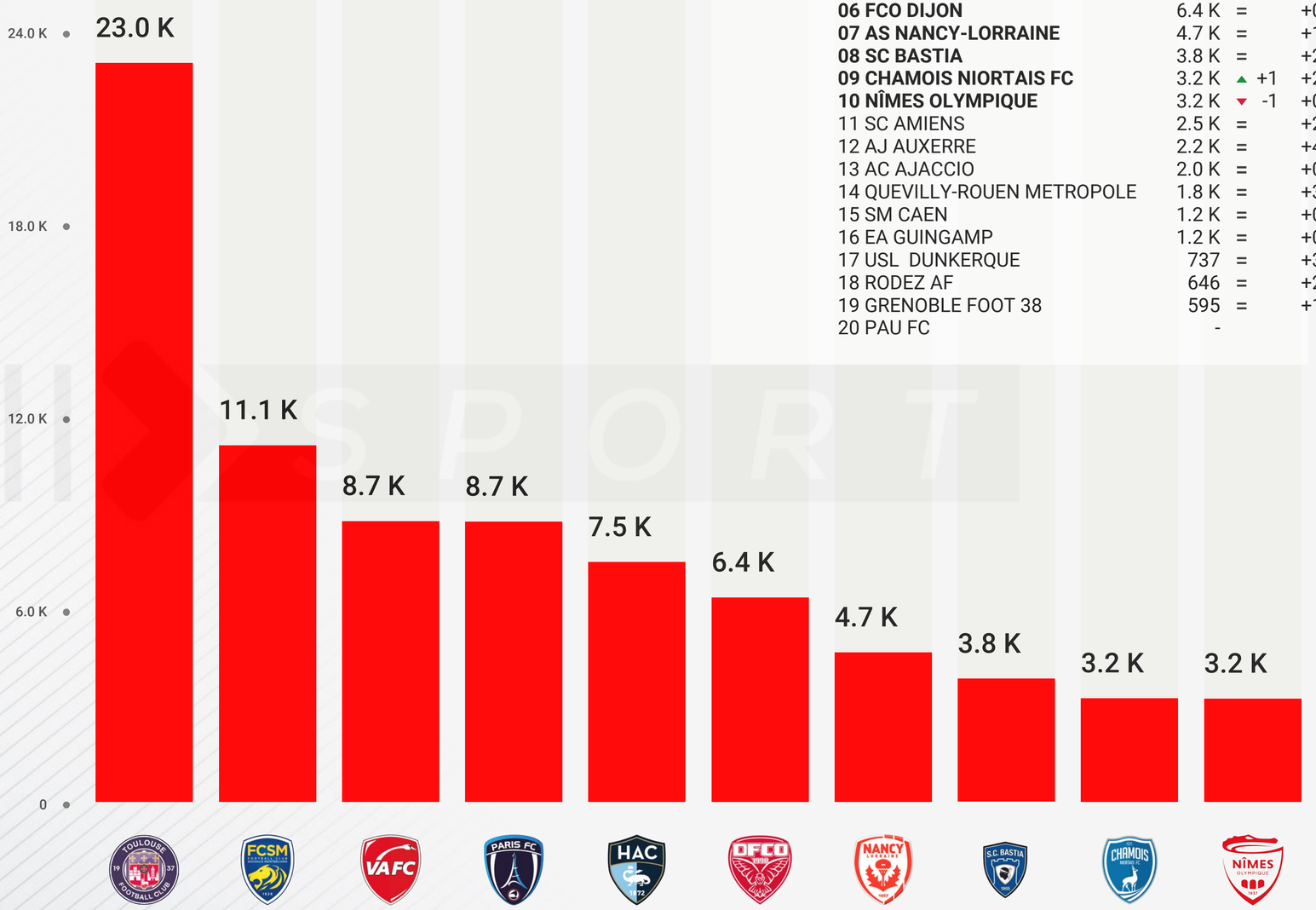
FRANCE YouTube

TOTAL FANBASE

93 K

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	23.0 K	=	+2.22
02 FC SOCHAUX-M.	11.1 K	=	+0.91
03 VALENCIENNES FC	8.7 K	=	+0.81
04 PARIS FC	8.7 K	=	+1.40
05 LE HAVRE AC	7.5 K	=	+2.19
06 FCO DIJON	6.4 K	=	+0.95
07 AS NANCY-LORRAINE	4.7 K	=	+1.09
08 SC BASTIA	3.8 K	=	+2.41
09 CHAMOIS NIORTAIS FC	3.2 K	▲ +1	+2.22
10 NÎMES OLYMPIQUE	3.2 K	▼ -1	+0.94
11 SC AMIENS	2.5 K	=	+2.01
12 AJ AUXERRE	2.2 K	=	+4.72
13 AC AJACCIO	2.0 K	=	+0.00
14 QUEVILLY-ROUEN METROPOLE	1.8 K	=	+3.55
15 SM CAEN	1.2 K	=	+0.00
16 EA GUINGAMP	1.2 K	=	+0.85
17 USL DUNKERQUE	737	=	+3.80
18 RODEZ AF	646	=	+2.54
19 GRENOBLE FOOT 38	595	=	+1.88
20 PAU FC	-		-

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IQUII SPORT

FRANCE Social

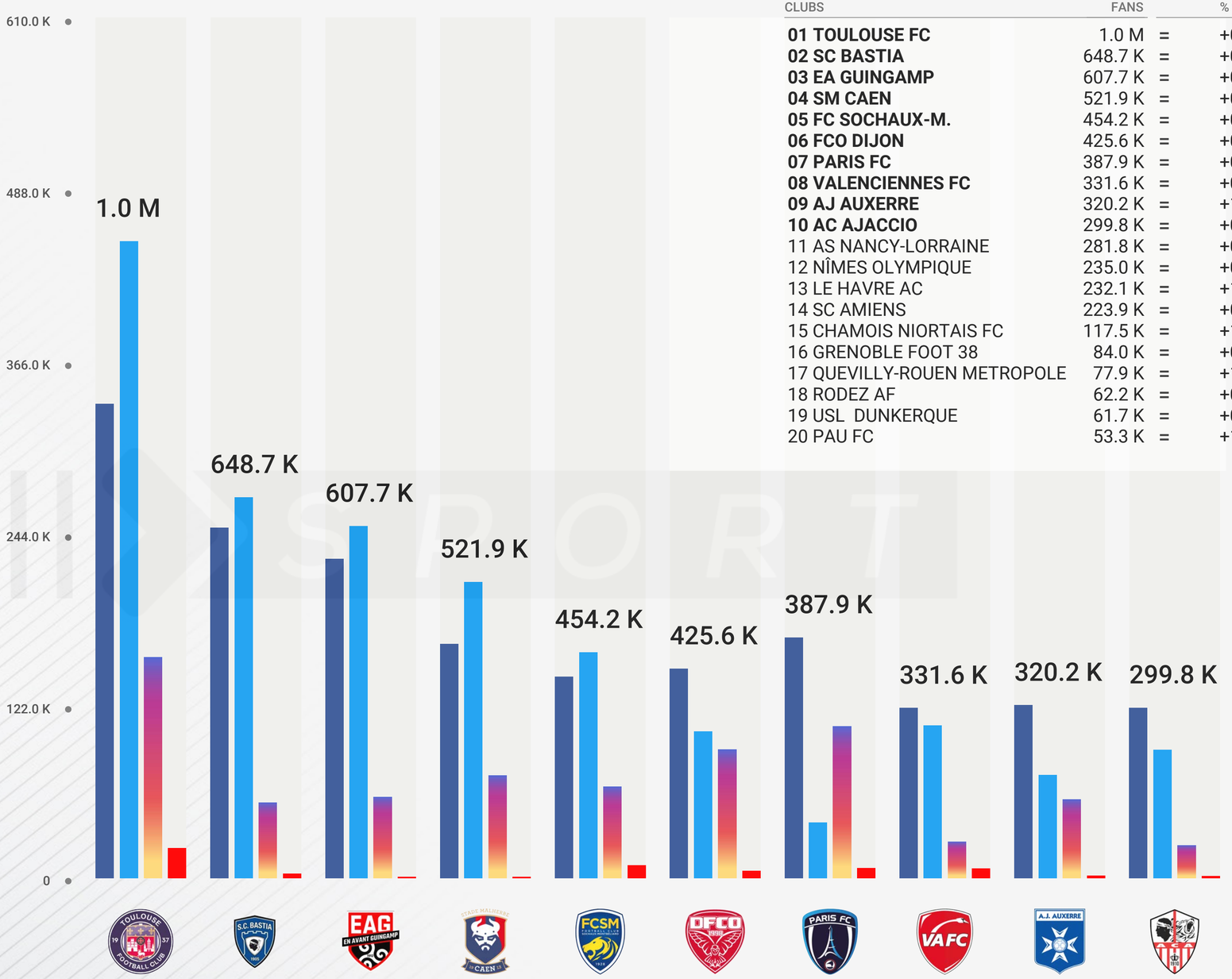
TOTAL FANBASE

6.5 M

LIGUE 2 BKT

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 TOULOUSE FC	1.0 M	=	+0.91
02 SC BASTIA	648.7 K	=	+0.12
03 EA GUINGAMP	607.7 K	=	+0.37
04 SM CAEN	521.9 K	=	+0.71
05 FC SOCHAUX-M.	454.2 K	=	+0.37
06 FCO DIJON	425.6 K	=	+0.10
07 PARIS FC	387.9 K	=	+0.50
08 VALENCIENNES FC	331.6 K	=	+0.33
09 AJ AUXERRE	320.2 K	=	+1.37
10 AC AJACCIO	299.8 K	=	+0.29
11 AS NANCY-LORRAINE	281.8 K	=	+0.19
12 NÎMES OLYMPIQUE	235.0 K	=	+0.43
13 LE HAVRE AC	232.1 K	=	+1.36
14 SC AMIENS	223.9 K	=	+0.32
15 CHAMOIS NIORTAIS FC	117.5 K	=	+1.09
16 GRENOBLE FOOT 38	84.0 K	=	+0.89
17 QUEVILLY-ROUEN METROPOLE	77.9 K	=	+1.31
18 RODEZ AF	62.2 K	=	+0.70
19 USL DUNKERQUE	61.7 K	=	+0.71
20 PAU FC	53.3 K	=	+1.19

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IQUII SPORT

FRANCE Brands

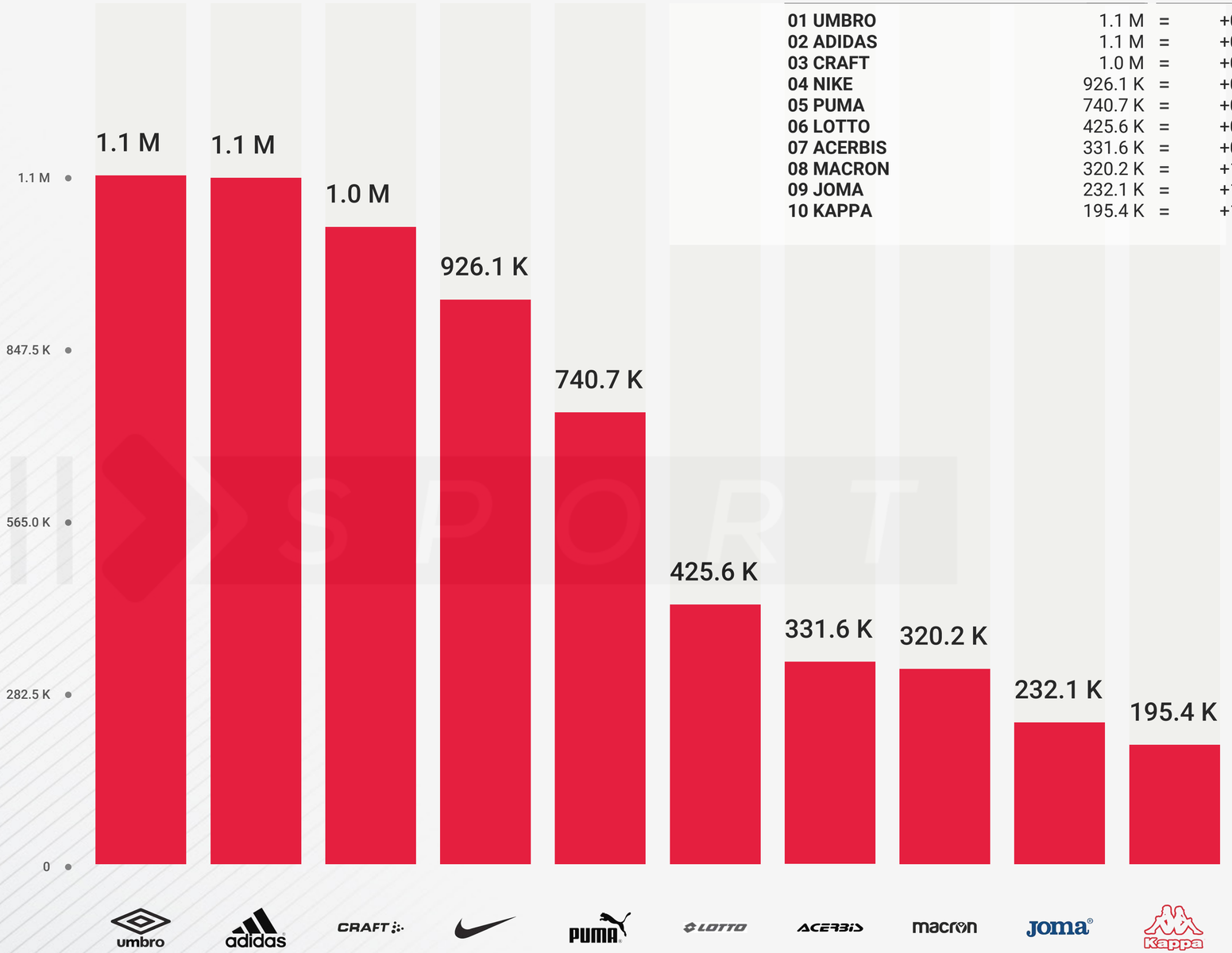
TOTAL FANBASE

6.5 M

LIGUE 2 BKT

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

CLUBS	FANS		% VAR*
01 UMBRO	1.1 M	=	+0.53
02 ADIDAS	1.1 M	=	+0.28
03 CRAFT	1.0 M	=	+0.91
04 NIKE	926.1 K	=	+0.47
05 PUMA	740.7 K	=	+0.31
06 LOTTO	425.6 K	=	+0.10
07 ACERBIS	331.6 K	=	+0.33
08 MACRON	320.2 K	=	+1.37
09 JOMA	232.1 K	=	+1.36
10 KAPPA	195.4 K	=	+1.17



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IQUII SPORT

FRANCE Brands

CLUBS
20

SPORT BRANDS
10

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



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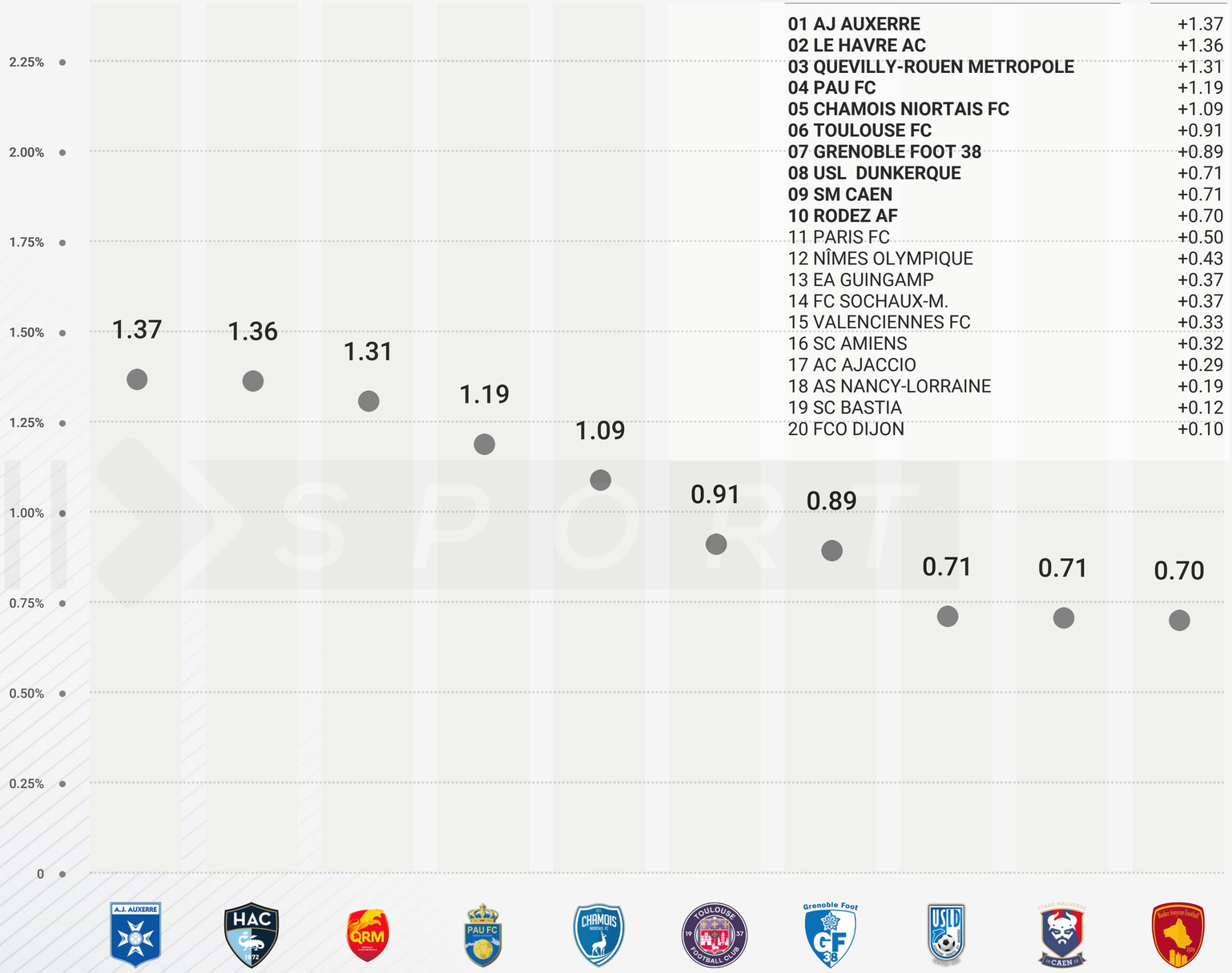
IQUII SPORT

FRANCE Grown Up

LIGUE 2 BKT

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



CLUBS	% VAR*
01 AJ AUXERRE	+1.37
02 LE HAVRE AC	+1.36
03 QUEVILLY-ROUEN METROPOLE	+1.31
04 PAU FC	+1.19
05 CHAMOIS NIORTAIS FC	+1.09
06 TOULOUSE FC	+0.91
07 GRENOBLE FOOT 38	+0.89
08 USL DUNKERQUE	+0.71
09 SM CAEN	+0.71
10 RODEZ AF	+0.70
11 PARIS FC	+0.50
12 NÎMES OLYMPIQUE	+0.43
13 EA GUINGAMP	+0.37
14 FC SOCHAUX-M.	+0.37
15 VALENCIENNES FC	+0.33
16 SC AMIENS	+0.32
17 AC AJACCIO	+0.29
18 AS NANCY-LORRAINE	+0.19
19 SC BASTIA	+0.12
20 FCO DIJON	+0.10

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IQUII SPORT

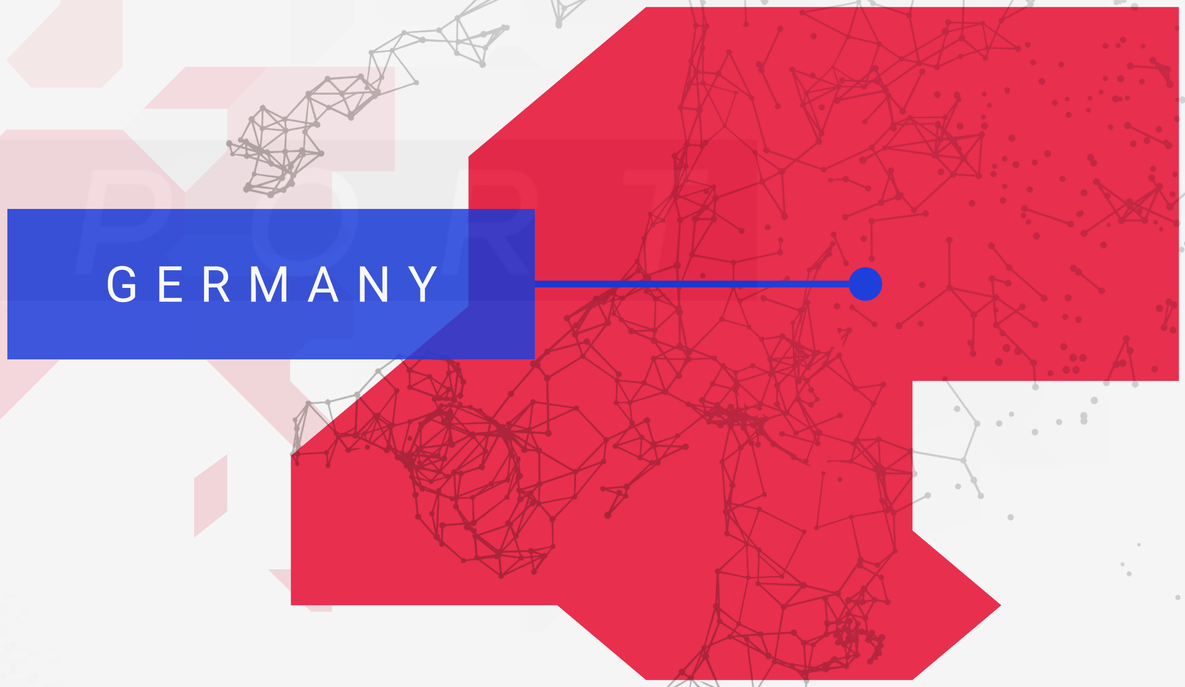
Football Competitions included in this overview

FIRST DIVISION — 18 CLUBS

BUNDESLIGA

SECOND DIVISION — 18 CLUBS

BUNDESLIGA



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IQUII SPORT

GERMANY Snapshot / First Division



18

CLUBS

Total 1.Bundesliga football clubs analysed.

8

BRANDS

Total 1.Bundesliga Sport Brands on jerseys analysed.

154.2 M

+ 0.67%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

79.7 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	53.8 M	=	+0.25
02 BORUSSIA DORTMUND	15.1 M	=	-0.05
03 BAYER 04 LEVERKUSEN	2.8 M	=	+0.01
04 VFL WOLFSBURG	1.6 M	=	+0.53
05 BORUSSIA M.	1.3 M	=	+0.02
06 EINTRACHT FRANKFURT	962.3 K	=	+2.40
07 1.FC KÖLN	780.5 K	=	+0.17
08 RASENBALLSPORT L.	690.4 K	=	+1.80
09 VFB STUTTGART	541.2 K	=	+0.05
10 1.FSV MAINZ 05	421.7 K	=	+0.05
11 HERTHA BSC	380.8 K	=	+0.01
12 TSG 1899 HOFFENHEIM	316.8 K	=	-0.02
13 SC FREIBURG	263.2 K	=	+0.40
14 FC AUGSBURG	257.7 K	=	+0.41
15 1.FC UNION BERLIN	170.8 K	=	+0.56
16 VFL BOCHUM	137.7 K	=	+0.56
17 ARMINIA BIELEFELD	108.3 K	=	+0.12
18 SPVGG GREUTHER FÜRTH	66.7 K	=	+0.24

*[from March 14, 2022 to April 11, 2022]

FB data refers to Likes, not Followers.

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IQUII SPORT

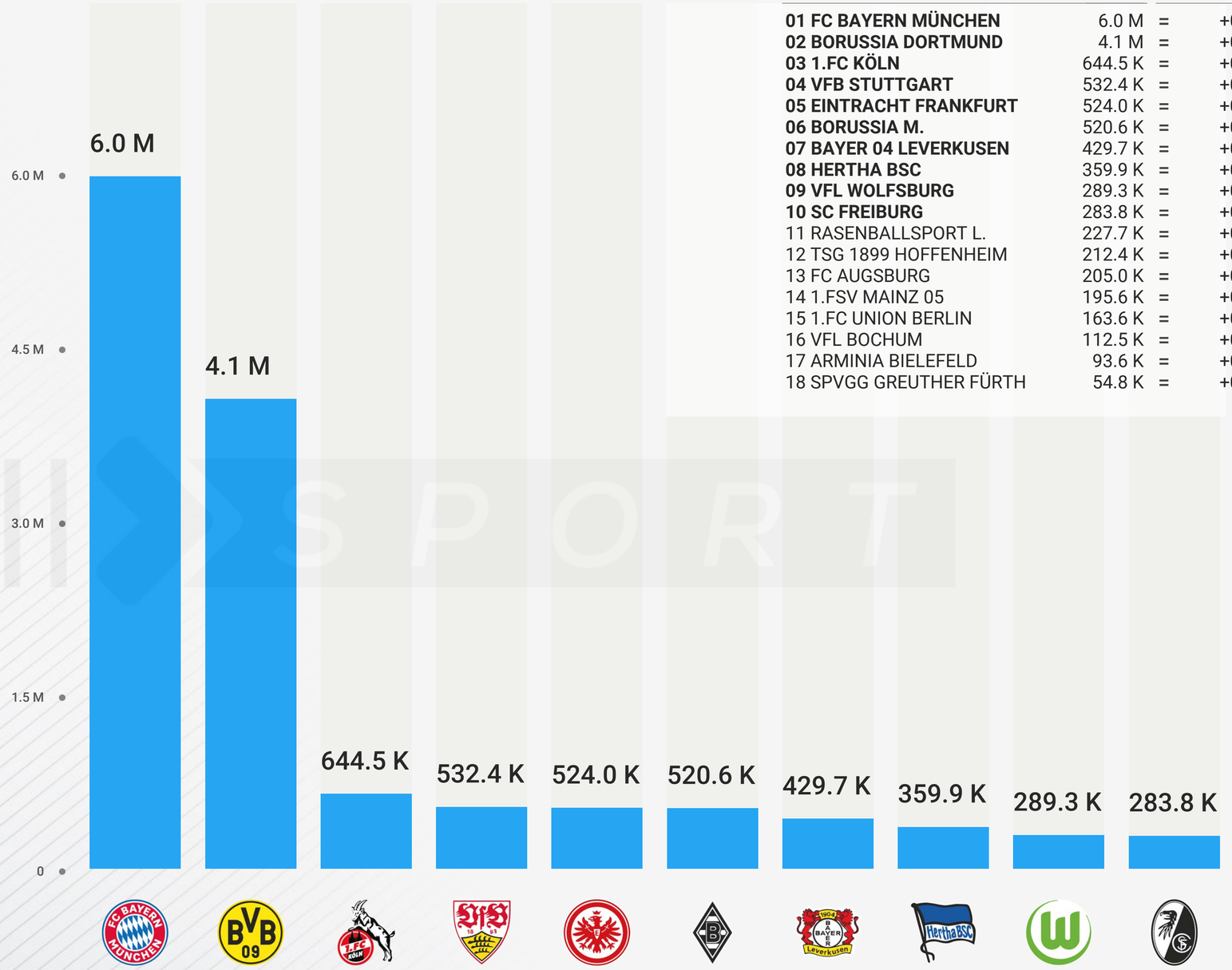
GERMANY Twitter

TOTAL FANBASE

14.9 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	6.0 M	=	+0.74
02 BORUSSIA DORTMUND	4.1 M	=	+0.44
03 1.FC KÖLN	644.5 K	=	+0.12
04 VFB STUTTGART	532.4 K	=	+0.23
05 EINTRACHT FRANKFURT	524.0 K	=	+0.71
06 BORUSSIA M.	520.6 K	=	+0.15
07 BAYER 04 LEVERKUSEN	429.7 K	=	+0.09
08 HERTHA BSC	359.9 K	=	+0.17
09 VFL WOLFSBURG	289.3 K	=	+0.03
10 SC FREIBURG	283.8 K	=	+0.28
11 RASENBALLSPORT L.	227.7 K	=	+0.57
12 TSG 1899 HOFFENHEIM	212.4 K	=	+0.24
13 FC AUGSBURG	205.0 K	=	+0.10
14 1.FSV MAINZ 05	195.6 K	=	+0.20
15 1.FC UNION BERLIN	163.6 K	=	+0.43
16 VFL BOCHUM	112.5 K	=	+0.54
17 ARMINIA BIELEFELD	93.6 K	=	+0.54
18 SPVGG GREUTHER FÜRTH	54.8 K	=	+0.18

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

GERMANY Instagram

TOTAL FANBASE

55.4 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	31.9 M	=	+1.50
02 BORUSSIA DORTMUND	15.9 M	=	+1.07
03 BAYER 04 LEVERKUSEN	1.9 M	=	+1.11
04 RASENBALLSPORT L.	1.3 M	=	+1.97
05 BORUSSIA M.	740.1 K	=	+0.62
06 EINTRACHT FRANKFURT	629.6 K	▲ +1	+3.15
07 VFL WOLFSBURG	628.7 K	▼ -1	+1.04
08 1.FC KÖLN	436.9 K	=	+1.34
09 TSG 1899 HOFFENHEIM	375.3 K	=	+0.73
10 VFB STUTTGART	358.8 K	=	+1.39
11 HERTHA BSC	227.8 K	=	+0.79
12 FC AUGSBURG	194.0 K	=	+0.17
13 SC FREIBURG	189.4 K	=	+2.13
14 1.FSV MAINZ 05	178.6 K	=	+0.48
15 1.FC UNION BERLIN	162.0 K	=	+1.51
16 ARMINIA BIELEFELD	125.5 K	=	+1.01
17 VFL BOCHUM	104.8 K	=	+1.49
18 SPVGG GREUTHER FÜRTH	34.9 K	=	+1.11

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

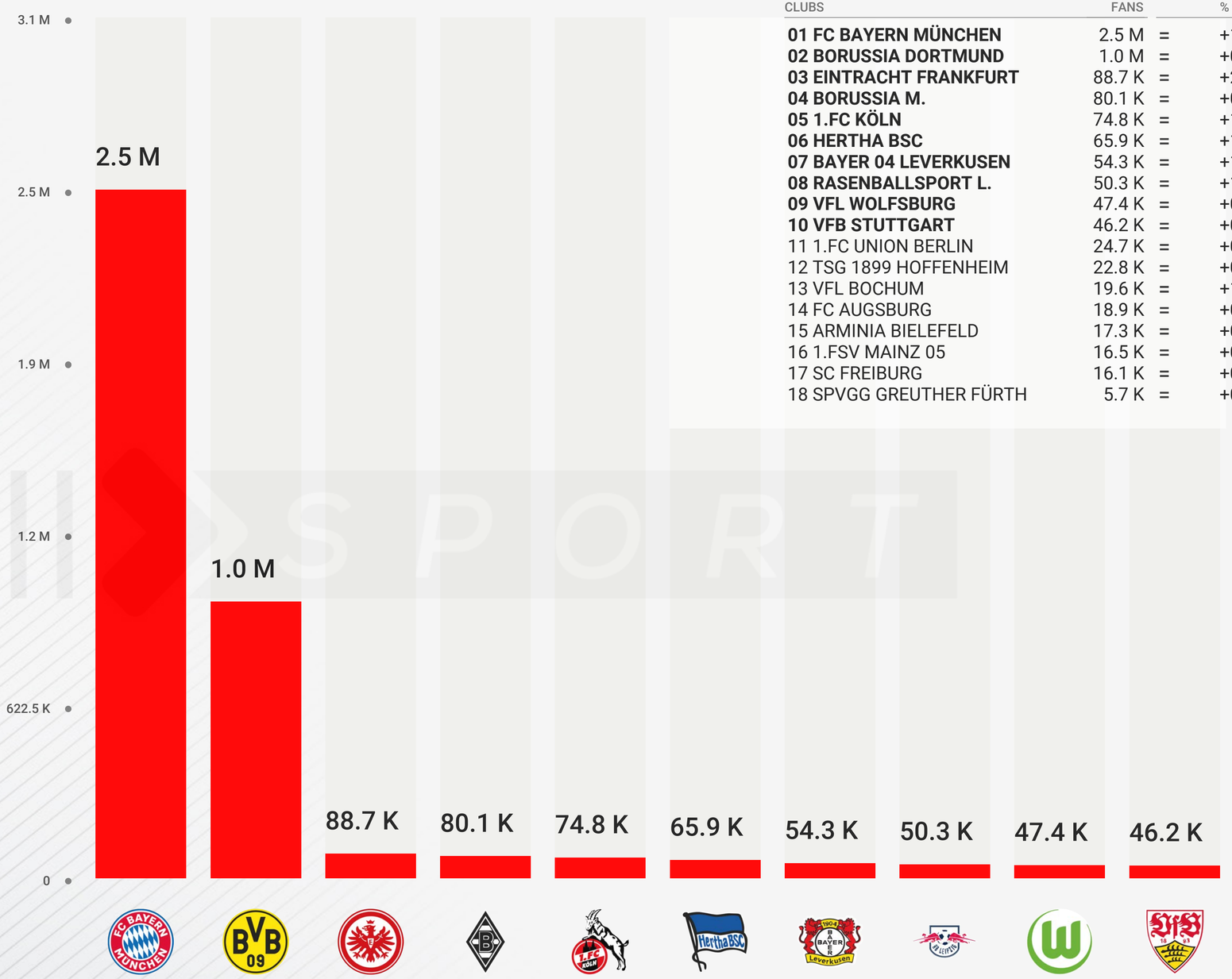
GERMANY YouTube

TOTAL FANBASE

4.1 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	2.5 M	=	+1.22
02 BORUSSIA DORTMUND	1.0 M	=	+0.50
03 EINTRACHT FRANKFURT	88.7 K	=	+2.66
04 BORUSSIA M.	80.1 K	=	+0.50
05 1.FC KÖLN	74.8 K	=	+1.08
06 HERTHA BSC	65.9 K	=	+1.38
07 BAYER 04 LEVERKUSEN	54.3 K	=	+1.12
08 RASENBALLSPORT L.	50.3 K	=	+1.62
09 VFL WOLFSBURG	47.4 K	=	+0.64
10 VFB STUTTGART	46.2 K	=	+0.22
11 1.FC UNION BERLIN	24.7 K	=	+0.82
12 TSG 1899 HOFFENHEIM	22.8 K	=	+0.44
13 VFL BOCHUM	19.6 K	=	+1.55
14 FC AUGSBURG	18.9 K	=	+0.53
15 ARMINIA BIELEFELD	17.3 K	=	+0.58
16 1.FSV MAINZ 05	16.5 K	=	+0.61
17 SC FREIBURG	16.1 K	=	+0.63
18 SPVGG GREUTHER FÜRTH	5.7 K	=	+0.71

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IQUII SPORT

GERMANY Social

TOTAL FANBASE

154.2 M

BUNDESLIGA

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	94.2 M	=	+0.72
02 BORUSSIA DORTMUND	36.0 M	=	+0.51
03 BAYER 04 LEVERKUSEN	5.2 M	=	+0.42
04 BORUSSIA M.	2.6 M	=	+0.23
05 VFL WOLFSBURG	2.5 M	=	+0.60
06 RASENBALLSPORT L.	2.3 M	=	+1.77
07 EINTRACHT FRANKFURT	2.2 M	=	+2.22
08 1.FC KÖLN	1.9 M	=	+0.45
09 VFB STUTTGART	1.5 M	=	+0.44
10 HERTHA BSC	1.0 M	=	+0.32
11 TSG 1899 HOFFENHEIM	927.3 K	=	+0.35
12 1.FSV MAINZ 05	812.4 K	=	+0.19
13 SC FREIBURG	752.4 K	=	+0.79
14 FC AUGSBURG	675.6 K	=	+0.25
15 1.FC UNION BERLIN	521.2 K	=	+0.82
16 VFL BOCHUM	374.6 K	=	+0.86
17 ARMINIA BIELEFELD	344.7 K	=	+0.58
18 SPVGG GREUTHER FÜRTH	162.1 K	=	+0.42

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IQUII SPORT

GERMANY Brands

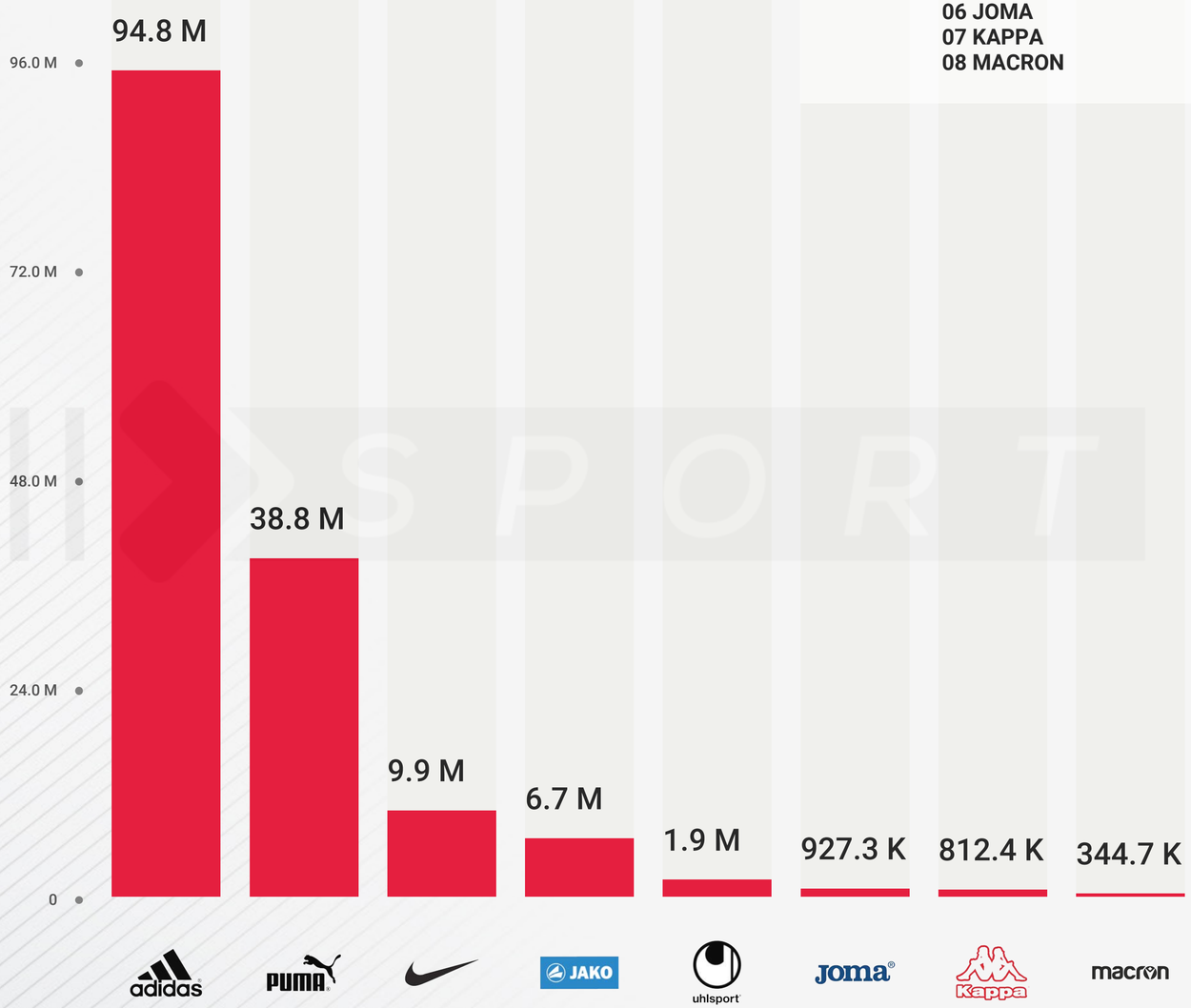
TOTAL FANBASE

154.2 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.

CLUBS	FANS		% VAR*
01 ADIDAS	94.8 M	=	+0.72
02 PUMA	38.8 M	=	+0.49
03 NIKE	9.9 M	=	+1.20
04 JAKO	6.7 M	=	+0.43
05 UHLSPORT	1.9 M	=	+0.45
06 JOMA	927.3 K	=	+0.35
07 KAPPA	812.4 K	=	+0.19
08 MACRON	344.7 K	=	+0.58



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IQUII SPORT

GERMANY Brands

CLUBS
18

SPORT BRANDS
8

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



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

GERMANY Grown Up

BUNDESLIGA

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	% VAR*
01 EINTRACHT FRANKFURT	**+2.22**
02 RASENBALLSPORT L.	**+1.77**
03 VFL BOCHUM	**+0.86**
04 1.FC UNION BERLIN	**+0.82**
05 SC FREIBURG	**+0.79**
06 FC BAYERN MÜNCHEN	**+0.72**
07 VFL WOLFSBURG	**+0.60**
08 ARMINIA BIELEFELD	**+0.58**
09 BORUSSIA DORTMUND	**+0.51**
10 1.FC KÖLN	**+0.45**
11 VFB STUTTGART	+0.44
12 BAYER 04 LEVERKUSEN	+0.42
13 SPVGG GREUTHER FÜRTH	+0.42
14 TSG 1899 HOFFENHEIM	+0.35
15 HERTHA BSC	+0.32
16 FC AUGSBURG	+0.25
17 BORUSSIA M.	+0.23
18 1.FSV MAINZ 05	+0.19

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GERMANY Snapshot / Second Division



18

CLUBS

Total 2.Bundesliga football clubs analysed.

8

BRANDS

Total 2.Bundesliga Sport Brands on jerseys analysed.

14.9 M

+ 0.18%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

7.2 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	2.9 M	=	-0.09
02 SV WERDER BREMEN	1.0 M	=	-0.18
03 HAMBURGER SV	775.2 K	=	-0.01
04 FC ST. PAULI	582.1 K	=	-0.05
05 HANNOVER 96	330.6 K	=	-0.11
06 1. FC NÜRNBERG	320.7 K	=	-0.01
07 SG DYNAMO DRESDEN	223.5 K	=	-0.04
08 FORTUNA DÜSSELDORF	216.5 K	=	-0.05
09 SV DARMSTADT 98	141.1 K	=	-0.04
10 FC HANSA ROSTOCK	129.1 K	=	+0.19
11 KARLSRUHER SC	111.8 K	=	-0.02
12 SC PADERBORN 07	99.2 K	=	-0.13
13 HOLSTEIN KIEL	85.6 K	=	-0.08
14 FC INGOLSTADT 04	80.7 K	=	-0.06
15 FC ERZGEBIRGE AUE	68.9 K	=	-0.03
16 SSV JAHN REGENSBURG	51.5 K	=	-0.16
17 1.FC HEIDENHEIM 1846	39.5 K	=	+0.20
18 SV SANDHAUSEN	29.8 K	=	+0.19

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

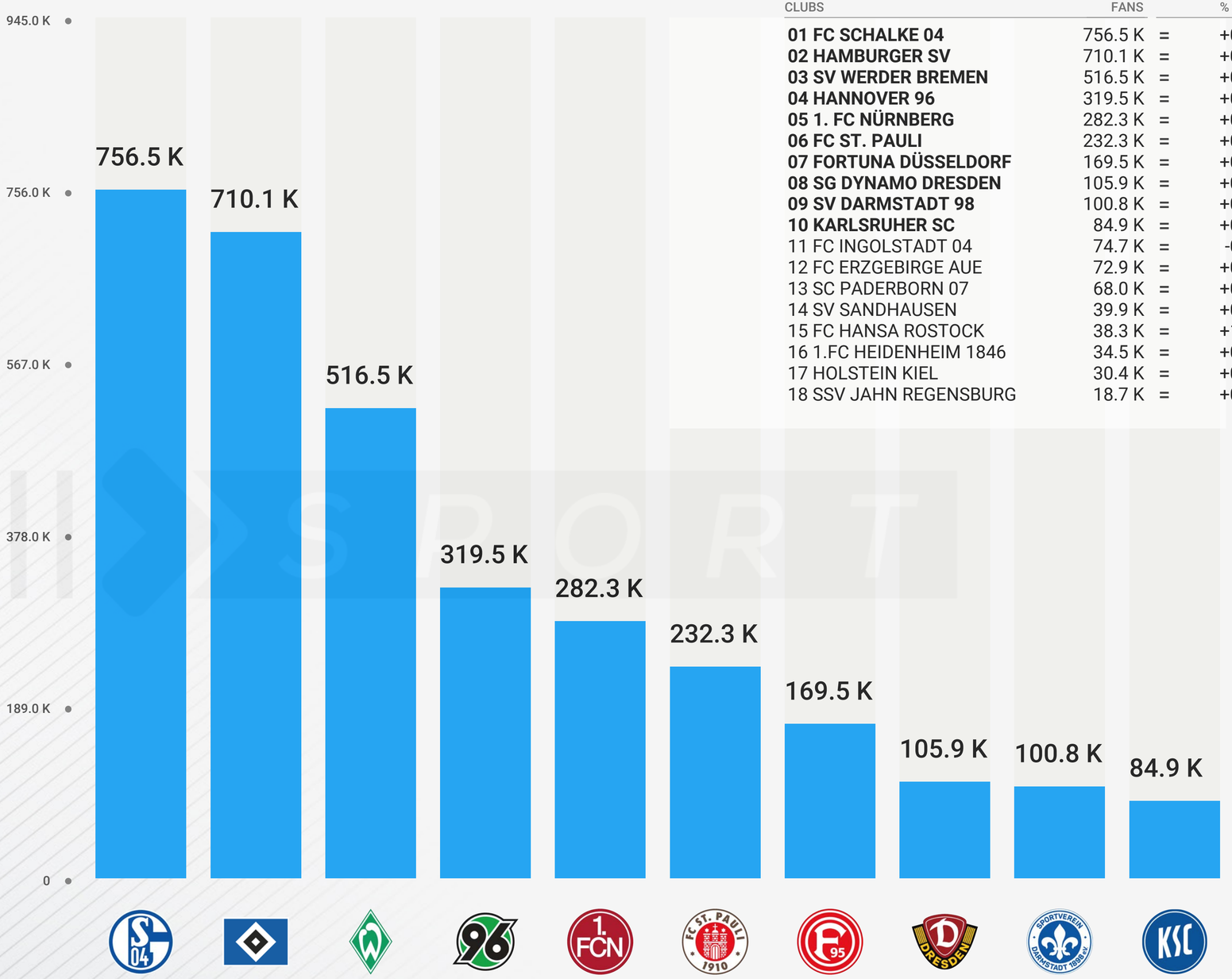
GERMANY Twitter

TOTAL FANBASE

3.7 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	756.5 K	=	+0.13
02 HAMBURGER SV	710.1 K	=	+0.11
03 SV WERDER BREMEN	516.5 K	=	+0.14
04 HANNOVER 96	319.5 K	=	+0.03
05 1. FC NÜRNBERG	282.3 K	=	+0.11
06 FC ST. PAULI	232.3 K	=	+0.39
07 FORTUNA DÜSSELDORF	169.5 K	=	+0.18
08 SG DYNAMO DRESDEN	105.9 K	=	+0.19
09 SV DARMSTADT 98	100.8 K	=	+0.20
10 KARLSRUHER SC	84.9 K	=	+0.12
11 FC INGOLSTADT 04	74.7 K	=	-0.13
12 FC ERZGEBIRGE AUE	72.9 K	=	+0.14
13 SC PADERBORN 07	68.0 K	=	+0.00
14 SV SANDHAUSEN	39.9 K	=	+0.25
15 FC HANSA ROSTOCK	38.3 K	=	+1.06
16 1.FC HEIDENHEIM 1846	34.5 K	=	+0.29
17 HOLSTEIN KIEL	30.4 K	=	+0.33
18 SSV JAHN REGENSBURG	18.7 K	=	+0.54

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IQUII SPORT

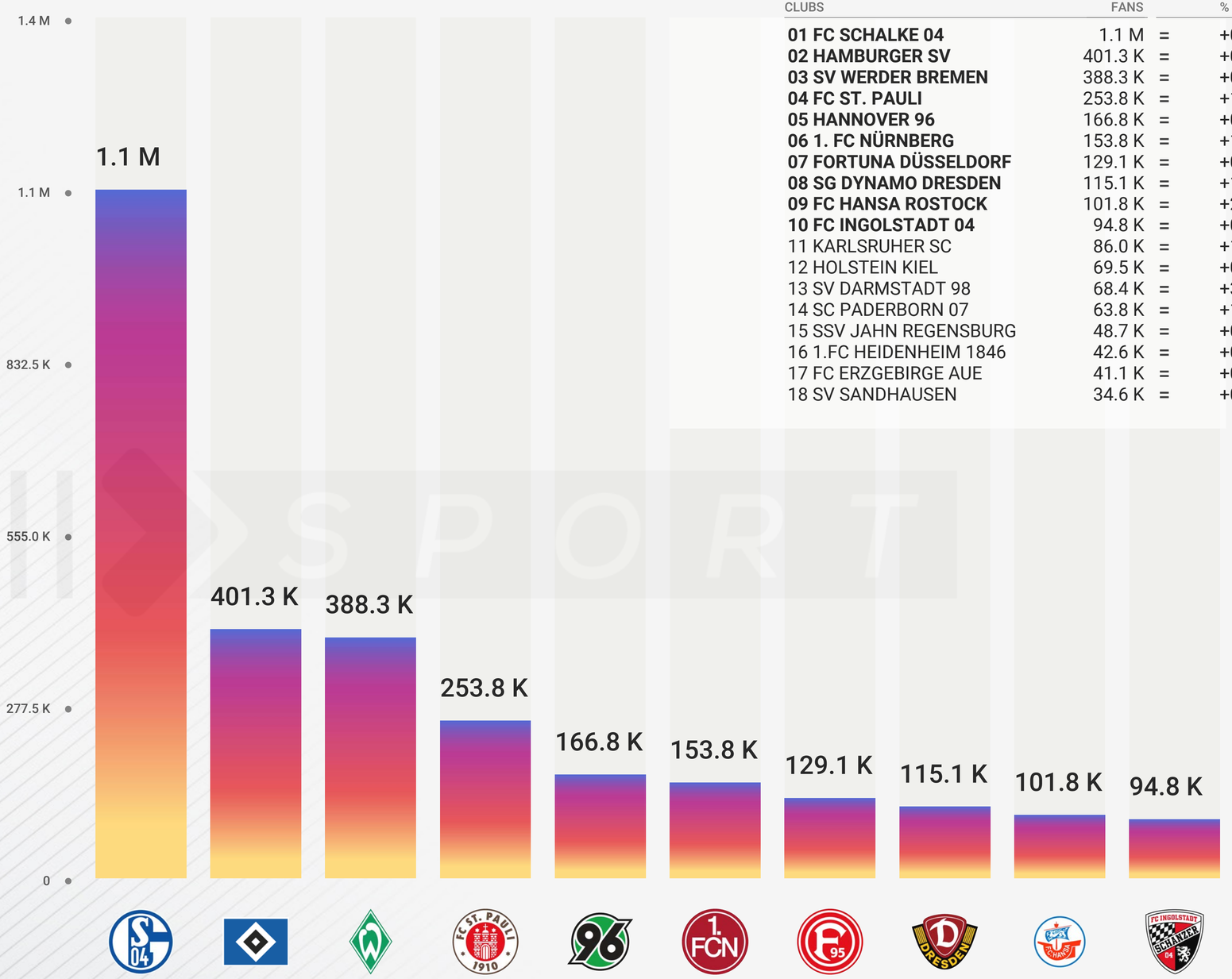
GERMANY Instagram

TOTAL FANBASE

3.4 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	1.1 M	=	+0.50
02 HAMBURGER SV	401.3 K	=	+0.61
03 SV WERDER BREMEN	388.3 K	=	+0.46
04 FC ST. PAULI	253.8 K	=	+1.25
05 HANNOVER 96	166.8 K	=	+0.41
06 1. FC NÜRNBERG	153.8 K	=	+1.16
07 FORTUNA DÜSSELDORF	129.1 K	=	+0.81
08 SG DYNAMO DRESDEN	115.1 K	=	+1.03
09 FC HANSA ROSTOCK	101.8 K	=	+2.03
10 FC INGOLSTADT 04	94.8 K	=	+0.17
11 KARLSRUHER SC	86.0 K	=	+1.01
12 HOLSTEIN KIEL	69.5 K	=	+0.82
13 SV DARMSTADT 98	68.4 K	=	+3.08
14 SC PADERBORN 07	63.8 K	=	+1.01
15 SSV JAHN REGENSBURG	48.7 K	=	+0.48
16 1.FC HEIDENHEIM 1846	42.6 K	=	+0.46
17 FC ERZGEBIRGE AUE	41.1 K	=	+0.43
18 SV SANDHAUSEN	34.6 K	=	+0.70

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IQUII SPORT

GERMANY YouTube

TOTAL FANBASE

609 K

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	169.0 K	=	+0.60
02 SV WERDER BREMEN	122.0 K	=	+0.00
03 HAMBURGER SV	84.6 K	=	+0.48
04 SG DYNAMO DRESDEN	40.6 K	=	+0.25
05 HANNOVER 96	37.2 K	=	+0.00
06 1. FC NÜRNBERG	29.7 K	=	+0.68
07 FC HANSA ROSTOCK	23.6 K	=	+1.29
08 FORTUNA DÜSSELDORF	20.8 K	=	+0.97
09 FC ST. PAULI	16.4 K	=	+0.61
10 KARLSRUHER SC	14.6 K	=	+0.00
11 FC ERZGEBIRGE AUE	10.1 K	=	+0.00
12 SC PADERBORN 07	8.4 K	=	+0.24
13 SV DARMSTADT 98	8.0 K	=	+1.13
14 HOLSTEIN KIEL	7.9 K	=	+1.28
15 1.FC HEIDENHEIM 1846	5.1 K	=	+0.20
16 FC INGOLSTADT 04	4.8 K	=	+0.00
17 SSV JAHN REGENSBURG	4.4 K	=	+0.23
18 SV SANDHAUSEN	2.1 K	=	+1.92

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IQUII SPORT

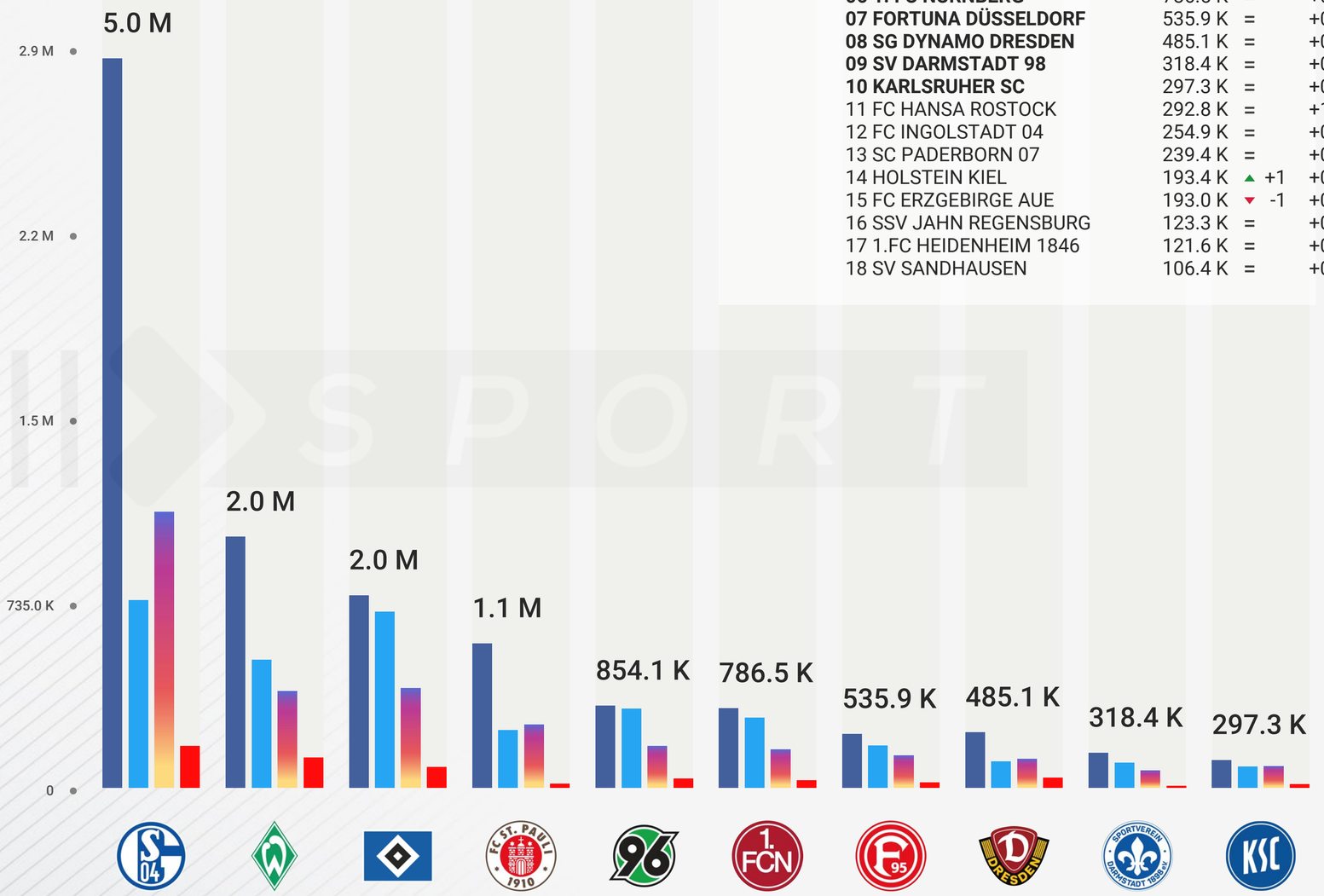
GERMANY Social

TOTAL FANBASE

14.9 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	5.0 M	=	+0.10
02 SV WERDER BREMEN	2.0 M	=	+0.03
03 HAMBURGER SV	2.0 M	=	+0.18
04 FC ST. PAULI	1.1 M	=	+0.36
05 HANNOVER 96	854.1 K	=	+0.05
06 1. FC NÜRNBERG	786.5 K	=	+0.28
07 FORTUNA DÜSSELDORF	535.9 K	=	+0.27
08 SG DYNAMO DRESDEN	485.1 K	=	+0.28
09 SV DARMSTADT 98	318.4 K	=	+0.72
10 KARLSRUHER SC	297.3 K	=	+0.32
11 FC HANSA ROSTOCK	292.8 K	=	+1.03
12 FC INGOLSTADT 04	254.9 K	=	+0.01
13 SC PADERBORN 07	239.4 K	=	+0.22
14 HOLSTEIN KIEL	193.4 K	▲ +1	+0.36
15 FC ERZGEBIRGE AUE	193.0 K	▼ -1	+0.13
16 SSV JAHN REGENSBURG	123.3 K	=	+0.21
17 1.FC HEIDENHEIM 1846	121.6 K	=	+0.32
18 SV SANDHAUSEN	106.4 K	=	+0.41

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

GERMANY Brands

TOTAL FANBASE

14.9 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.

CLUBS	FANS		% VAR*
01 UMBRO	7.5 M	=	+0.09
02 ADIDAS	3.3 M	=	+0.22
03 MACRON	1.3 M	=	+0.14
04 DIIY	1.1 M	=	+0.36
05 NIKE	607.5 K	=	+0.60
06 PUMA	448.3 K	=	+0.16
07 SPORT-SALLER	362.6 K	=	+0.22
08 CRAFT	318.4 K	=	+0.72



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IQUII SPORT

GERMANY Brands

CLUBS

18

SPORT BRANDS

8

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



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

GERMANY Grown Up

2 BUNDESLIGA

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	% VAR*
01 FC HANSA ROSTOCK	+1.03
02 SV DARMSTADT 98	+0.72
03 SV SANDHAUSEN	+0.41
04 HOLSTEIN KIEL	+0.36
05 FC ST. PAULI	+0.36
06 1.FC HEIDENHEIM 1846	+0.32
07 KARLSRUHER SC	+0.32
08 SG DYNAMO DRESDEN	+0.28
09 1. FC NÜRNBERG	+0.28
10 FORTUNA DÜSSELDORF	+0.27
11 SC PADERBORN 07	+0.22
12 SSV JAHN REGENSBURG	+0.21
13 HAMBURGER SV	+0.18
14 FC ERZGEBIRGE AUE	+0.13
15 FC SCHALKE 04	+0.10
16 HANNOVER 96	+0.05
17 SV WERDER BREMEN	+0.03
18 FC INGOLSTADT 04	+0.01

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

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IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

SERIE A

SECOND DIVISION — 20 CLUBS

Lega B



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ITALY SnapShot / First Division



20

CLUBS

Total Serie A football clubs analysed.

10

BRANDS

Total Serie A Sport Brands on jerseys analysed.

242.1 M

+ 0.39%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

ITALY Facebook

TOTAL FANBASE

120.6 M

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	44.3 M	=	-0.15
02 FC INTERNAZIONALE MILANO	29.1 M	=	+0.53
03 AC MILAN	25.3 M	=	+0.34
04 AS ROMA	9.7 M	=	-0.03
05 SSC NAPOLI	4.7 M	=	-0.02
06 ACF FIORENTINA	2.0 M	=	-0.09
07 BOLOGNA FC 1909	995.5 K	=	-0.08
08 SS LAZIO	965.7 K	=	+0.04
09 TORINO FC	486.0 K	=	-0.01
10 ATALANTA BC	474.6 K	=	+0.28
11 UDINESE CALCIO	441.4 K	=	-0.07
12 CAGLIARI CALCIO	399.0 K	=	-0.03
13 GENOA CFC	397.6 K	=	+0.18
14 UC SAMPDORIA	359.0 K	=	-0.03
15 HELLAS VERONA	300.0 K	=	-0.01
16 US SASSUOLO	256.6 K	=	--0.00
17 EMPOLI FC	126.9 K	=	+0.10
18 US SALERNITANA 1919	90.2 K	=	+0.33
19 VENEZIA FC	79.7 K	=	+0.30
20 SPEZIA CALCIO	72.5 K	=	+0.20

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

ITALY Twitter

TOTAL FANBASE

29.2 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	9.8 M	=	+0.36
02 AC MILAN	8.2 M	=	+0.64
03 FC INTERNAZIONALE MILANO	2.5 M	=	+0.38
04 AS ROMA	2.1 M	=	+0.42
05 SSC NAPOLI	1.9 M	=	+0.50
06 ACF FIORENTINA	715.6 K	=	+0.18
07 SS LAZIO	639.7 K	=	+0.19
08 ATALANTA BC	447.9 K	=	+0.22
09 TORINO FC	439.3 K	=	+0.18
10 GENOA CFC	385.7 K	=	+0.78
11 CAGLIARI CALCIO	377.0 K	=	-0.03
12 UC SAMPDORIA	372.8 K	=	+0.00
13 UDINESE CALCIO	314.3 K	=	+0.10
14 US SASSUOLO	296.5 K	=	+0.14
15 HELLAS VERONA	274.7 K	=	+0.07
16 BOLOGNA FC 1909	182.0 K	=	+0.28
17 EMPOLI FC	157.1 K	=	+0.00
18 SPEZIA CALCIO	36.4 K	=	+0.55
19 VENEZIA FC	30.1 K	=	+0.67
20 US SALERNITANA 1919	26.0 K	=	+0.78

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IQUII SPORT

ITALY Instagram

TOTAL FANBASE

85.6 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	53.0 M	=	+0.57
02 AC MILAN	11.9 M	=	+1.12
03 FC INTERNAZIONALE MILANO	8.0 M	=	+1.17
04 AS ROMA	4.3 M	=	+1.27
05 SSC NAPOLI	3.0 M	=	+0.39
06 ACF FIORENTINA	1.0 M	=	+0.37
07 SS LAZIO	957.2 K	=	+0.62
08 ATALANTA BC	613.4 K	=	+0.04
09 TORINO FC	374.0 K	=	+0.24
10 CAGLIARI CALCIO	350.2 K	=	+0.36
11 UC SAMPDORIA	307.9 K	=	+0.47
12 GENOA CFC	286.1 K	=	+1.00
13 US SASSUOLO	244.3 K	=	+1.98
14 UDINESE CALCIO	241.5 K	=	+1.26
15 HELLAS VERONA	217.1 K	=	+0.56
16 BOLOGNA FC 1909	201.9 K	=	+1.48
17 EMPOLI FC	187.4 K	=	+0.43
18 VENEZIA FC	174.8 K	=	-0.02
19 US SALERNITANA 1919	111.6 K	=	+0.59
20 SPEZIA CALCIO	87.7 K	=	+1.55

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IQUII SPORT

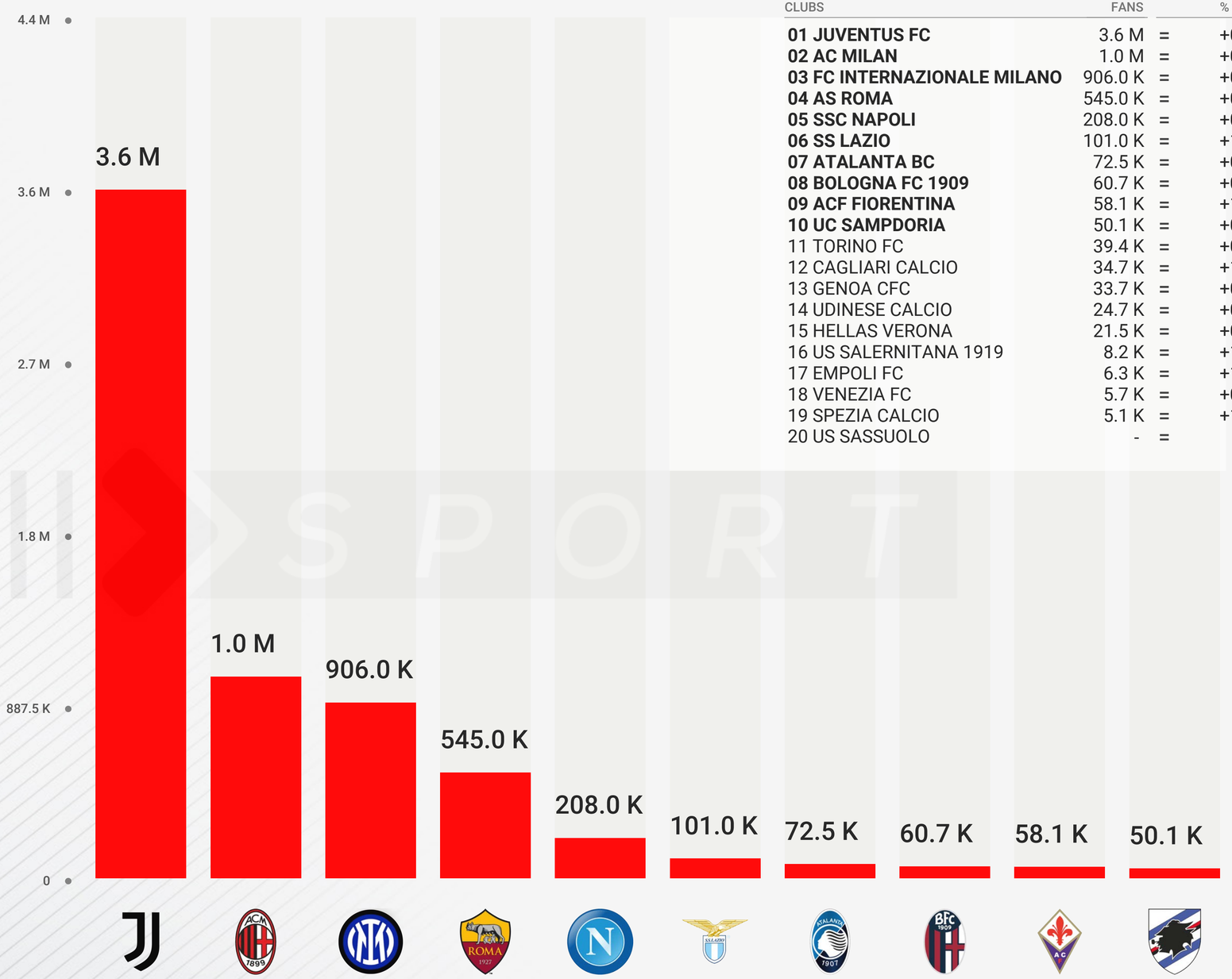
ITALY YouTube

TOTAL FANBASE

6.8 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	3.6 M	=	+0.00
02 AC MILAN	1.0 M	=	+0.97
03 FC INTERNAZIONALE MILANO	906.0 K	=	+0.44
04 AS ROMA	545.0 K	=	+0.93
05 SSC NAPOLI	208.0 K	=	+0.48
06 SS LAZIO	101.0 K	=	+1.00
07 ATALANTA BC	72.5 K	=	+0.55
08 BOLOGNA FC 1909	60.7 K	=	+0.83
09 ACF FIORENTINA	58.1 K	=	+1.57
10 UC SAMPDORIA	50.1 K	=	+0.60
11 TORINO FC	39.4 K	=	+0.00
12 CAGLIARI CALCIO	34.7 K	=	+1.76
13 GENOA CFC	33.7 K	=	+0.90
14 UDINESE CALCIO	24.7 K	=	+0.41
15 HELLAS VERONA	21.5 K	=	+0.47
16 US SALERNITANA 1919	8.2 K	=	+1.73
17 EMPOLI FC	6.3 K	=	+1.12
18 VENEZIA FC	5.7 K	=	+0.18
19 SPEZIA CALCIO	5.1 K	=	+1.39
20 US SASSUOLO	-	=	n/a

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IQUII SPORT

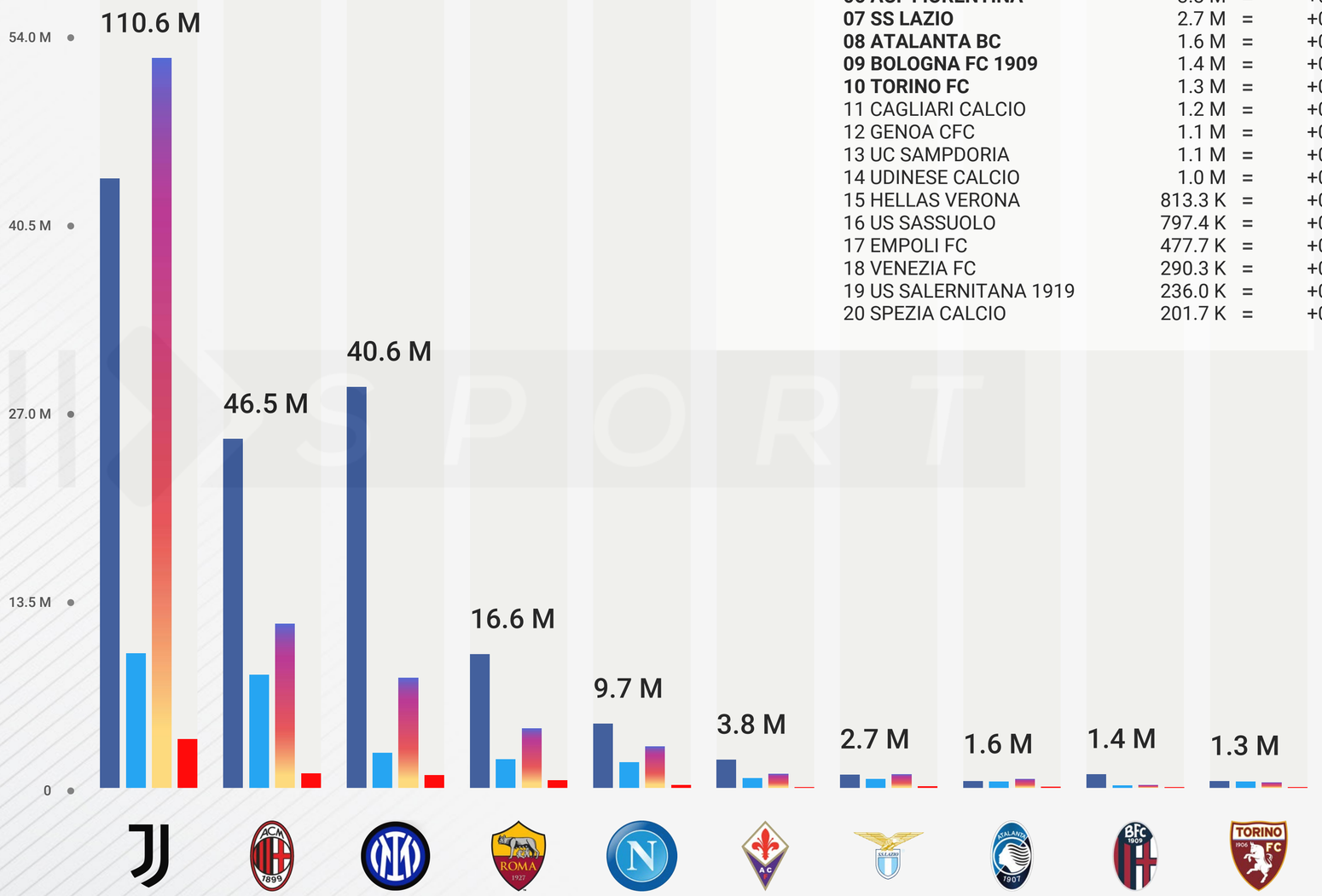
ITALY Social

TOTAL FANBASE

242.1 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	110.6 M	=	+0.24
02 AC MILAN	46.5 M	=	+0.61
03 FC INTERNAZIONALE MILANO	40.6 M	=	+0.64
04 AS ROMA	16.6 M	=	+0.39
05 SSC NAPOLI	9.7 M	=	+0.22
06 ACF FIORENTINA	3.8 M	=	+0.11
07 SS LAZIO	2.7 M	=	+0.32
08 ATALANTA BC	1.6 M	=	+0.19
09 BOLOGNA FC 1909	1.4 M	=	+0.22
10 TORINO FC	1.3 M	=	+0.12
11 CAGLIARI CALCIO	1.2 M	=	+0.14
12 GENOA CFC	1.1 M	=	+0.62
13 UC SAMPDORIA	1.1 M	=	+0.15
14 UDINESE CALCIO	1.0 M	=	+0.30
15 HELLAS VERONA	813.3 K	=	+0.18
16 US SASSUOLO	797.4 K	=	+0.65
17 EMPOLI FC	477.7 K	=	+0.21
18 VENEZIA FC	290.3 K	=	+0.14
19 US SALERNITANA 1919	236.0 K	=	+0.55
20 SPEZIA CALCIO	201.7 K	=	+0.88

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IQUII SPORT

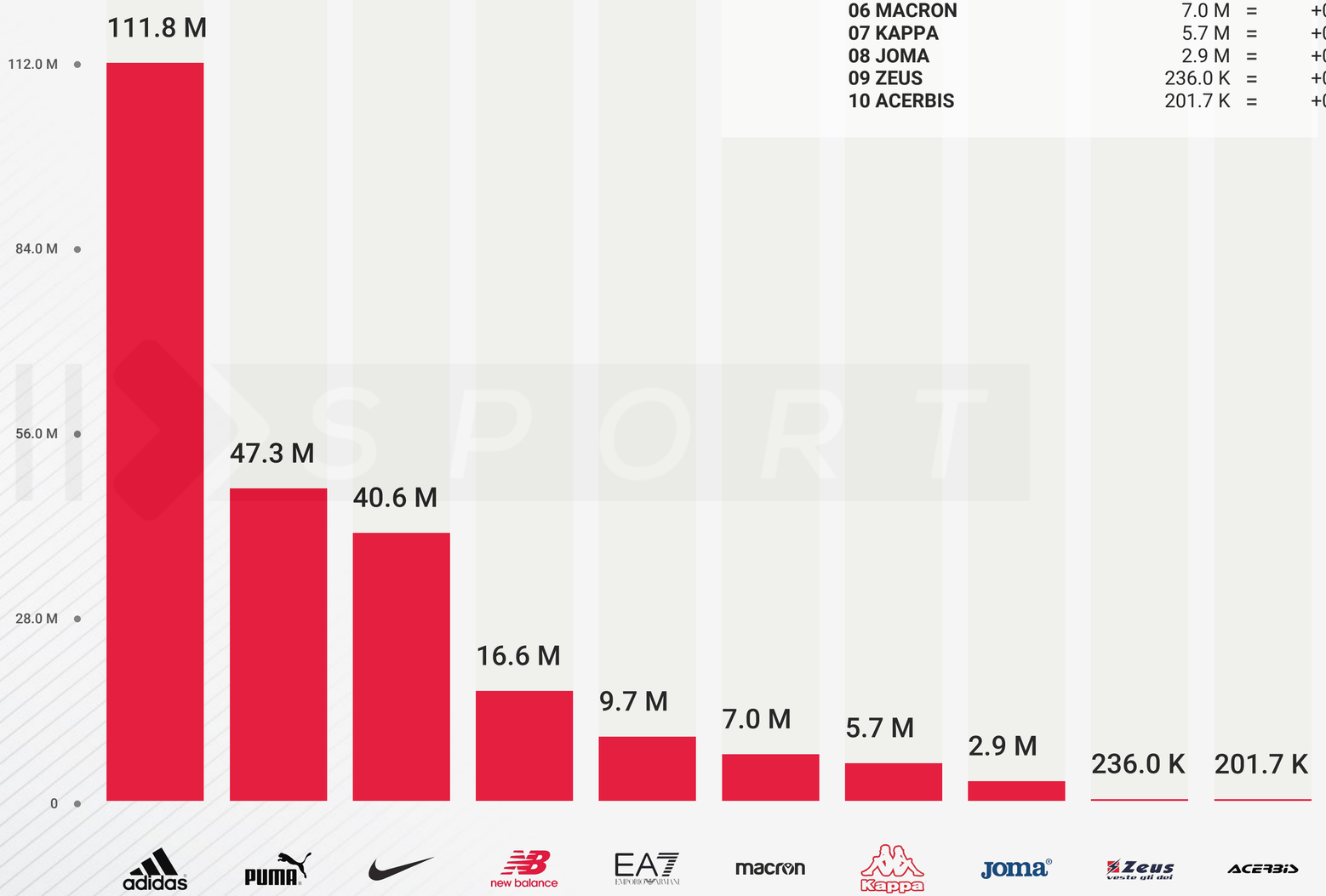
ITALY Brands

TOTAL FANBASE

242.1 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.

CLUBS	FANS		% VAR*
01 ADIDAS	111.8 M	=	+0.24
02 PUMA	47.3 M	=	+0.61
03 NIKE	40.6 M	=	+0.64
04 NEW BALANCE	16.6 M	=	+0.39
05 EA7 EMPORIO ARMANI	9.7 M	=	+0.22
06 MACRON	7.0 M	=	+0.26
07 KAPPA	5.7 M	=	+0.22
08 JOMA	2.9 M	=	+0.16
09 ZEUS	236.0 K	=	+0.55
10 ACERBIS	201.7 K	=	+0.88



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IQUII SPORT

ITALY Brands

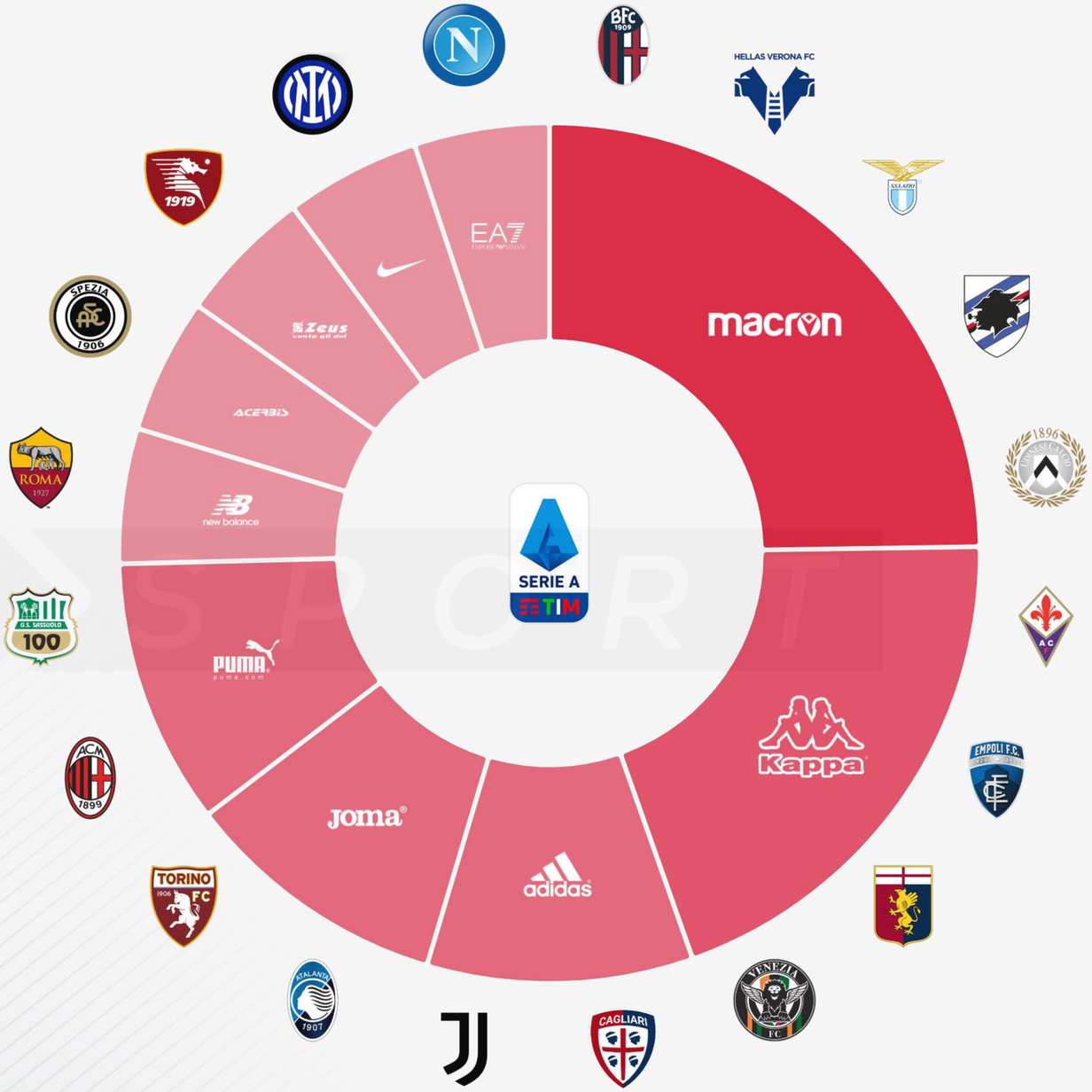
CLUBS

20

SPORT BRANDS

10

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



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IQUII SPORT

ITALY Grown Up

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



CLUBS	% VAR*
01 SPEZIA CALCIO	**+0.88**
02 US SASSUOLO	**+0.65**
03 FC INTERNAZIONALE MILANO	**+0.64**
04 GENOA CFC	**+0.62**
05 AC MILAN	**+0.61**
06 US SALERNITANA 1919	**+0.55**
07 AS ROMA	**+0.39**
08 SS LAZIO	**+0.32**
09 UDINESE CALCIO	**+0.30**
10 JUVENTUS FC	**+0.24**
11 BOLOGNA FC 1909	+0.22
12 SSC NAPOLI	+0.22
13 EMPOLI FC	+0.21
14 ATALANTA BC	+0.19
15 HELLAS VERONA	+0.18
16 UC SAMPDORIA	+0.15
17 CAGLIARI CALCIO	+0.14
18 VENEZIA FC	+0.14
19 TORINO FC	+0.12
20 ACF FIORENTINA	+0.11

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LAST UPDATE APR 2022

ITALY Snapshot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

13

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.8 M

+ 0.43%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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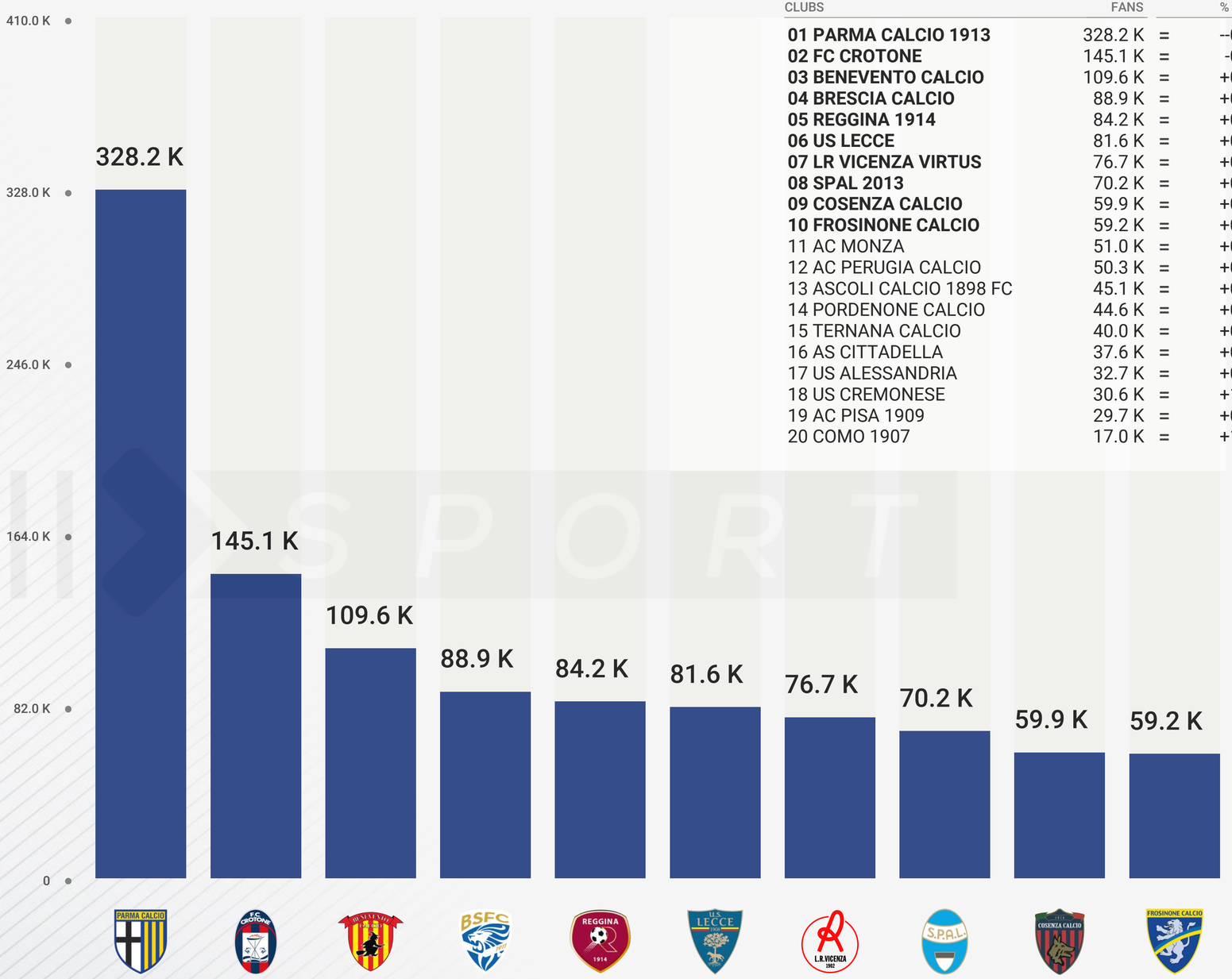
IQUII SPORT

ITALY Facebook

TOTAL FANBASE

1.5 M

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	328.2 K	=	--0.00
02 FC CROTONE	145.1 K	=	-0.14
03 BENEVENTO CALCIO	109.6 K	=	+0.40
04 BRESCIA CALCIO	88.9 K	=	+0.02
05 REGGINA 1914	84.2 K	=	+0.16
06 US LECCE	81.6 K	=	+0.34
07 LR VICENZA VIRTUS	76.7 K	=	+0.09
08 SPAL 2013	70.2 K	=	+0.02
09 COSENZA CALCIO	59.9 K	=	+0.09
10 FROSINONE CALCIO	59.2 K	=	+0.04
11 AC MONZA	51.0 K	=	+0.36
12 AC PERUGIA CALCIO	50.3 K	=	+0.16
13 ASCOLI CALCIO 1898 FC	45.1 K	=	+0.46
14 PORDENONE CALCIO	44.6 K	=	+0.04
15 TERNANA CALCIO	40.0 K	=	+0.31
16 AS CITTADELLA	37.6 K	=	+0.03
17 US ALESSANDRIA	32.7 K	=	+0.17
18 US CREMONESE	30.6 K	=	+1.17
19 AC PISA 1909	29.7 K	=	+0.90
20 COMO 1907	17.0 K	=	+1.33

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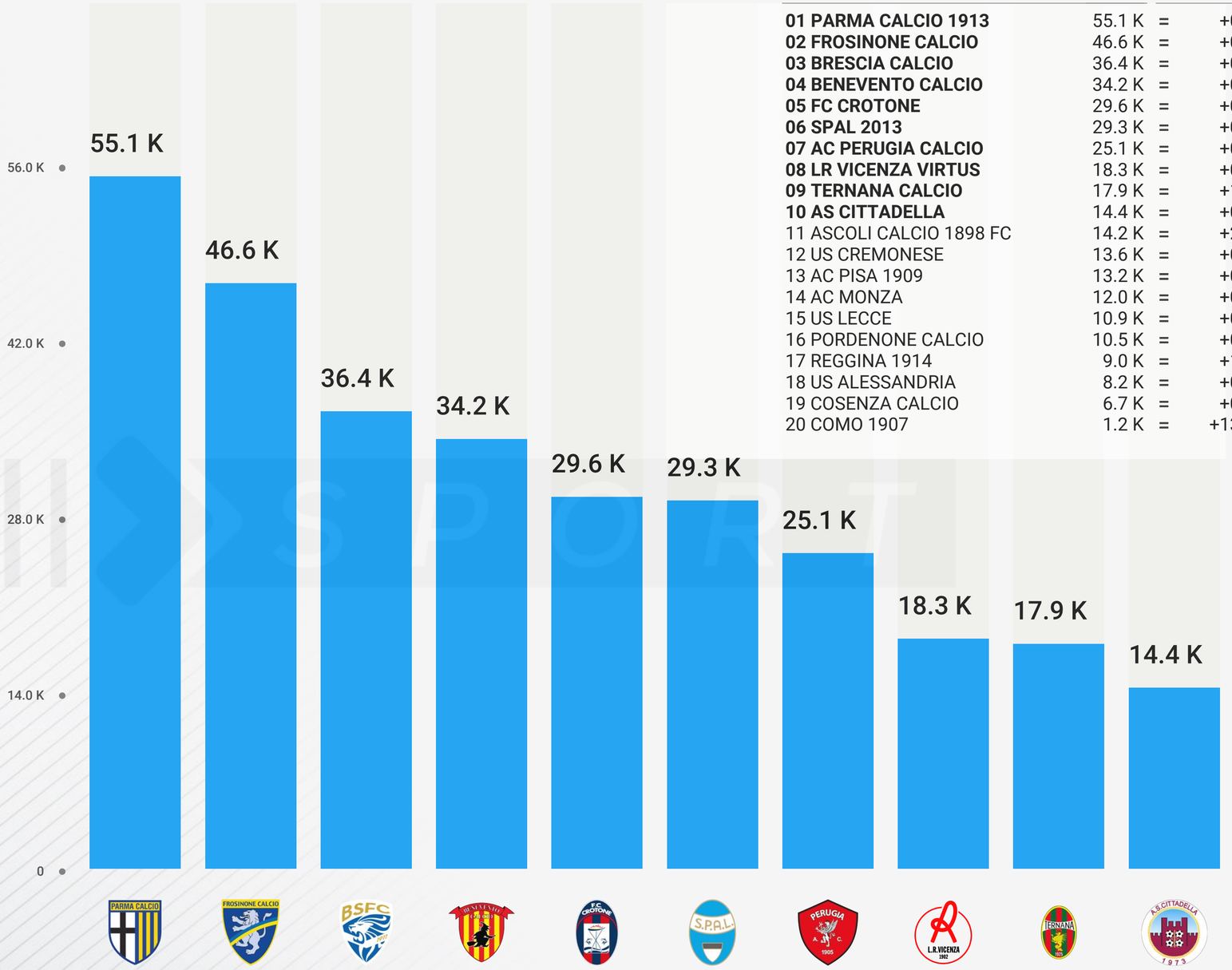
IQUII SPORT

ITALY Twitter

TOTAL FANBASE

406 K

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	55.1 K	=	+0.36
02 FROSINONE CALCIO	46.6 K	=	+0.00
03 BRESCIA CALCIO	36.4 K	=	+0.28
04 BENEVENTO CALCIO	34.2 K	=	+0.59
05 FC CROTONE	29.6 K	=	+0.00
06 SPAL 2013	29.3 K	=	+0.00
07 AC PERUGIA CALCIO	25.1 K	=	+0.00
08 LR VICENZA VIRTUS	18.3 K	=	+0.55
09 TERNANA CALCIO	17.9 K	=	+1.13
10 AS CITTADELLA	14.4 K	=	+0.00
11 ASCOLI CALCIO 1898 FC	14.2 K	=	+2.16
12 US CREMONESE	13.6 K	=	+0.74
13 AC PISA 1909	13.2 K	=	+0.00
14 AC MONZA	12.0 K	=	+0.84
15 US LECCE	10.9 K	=	+0.93
16 PORDENONE CALCIO	10.5 K	=	+0.00
17 REGGINA 1914	9.0 K	=	+1.37
18 US ALESSANDRIA	8.2 K	=	+0.53
19 COSENZA CALCIO	6.7 K	=	+0.83
20 COMO 1907	1.2 K	=	+13.43

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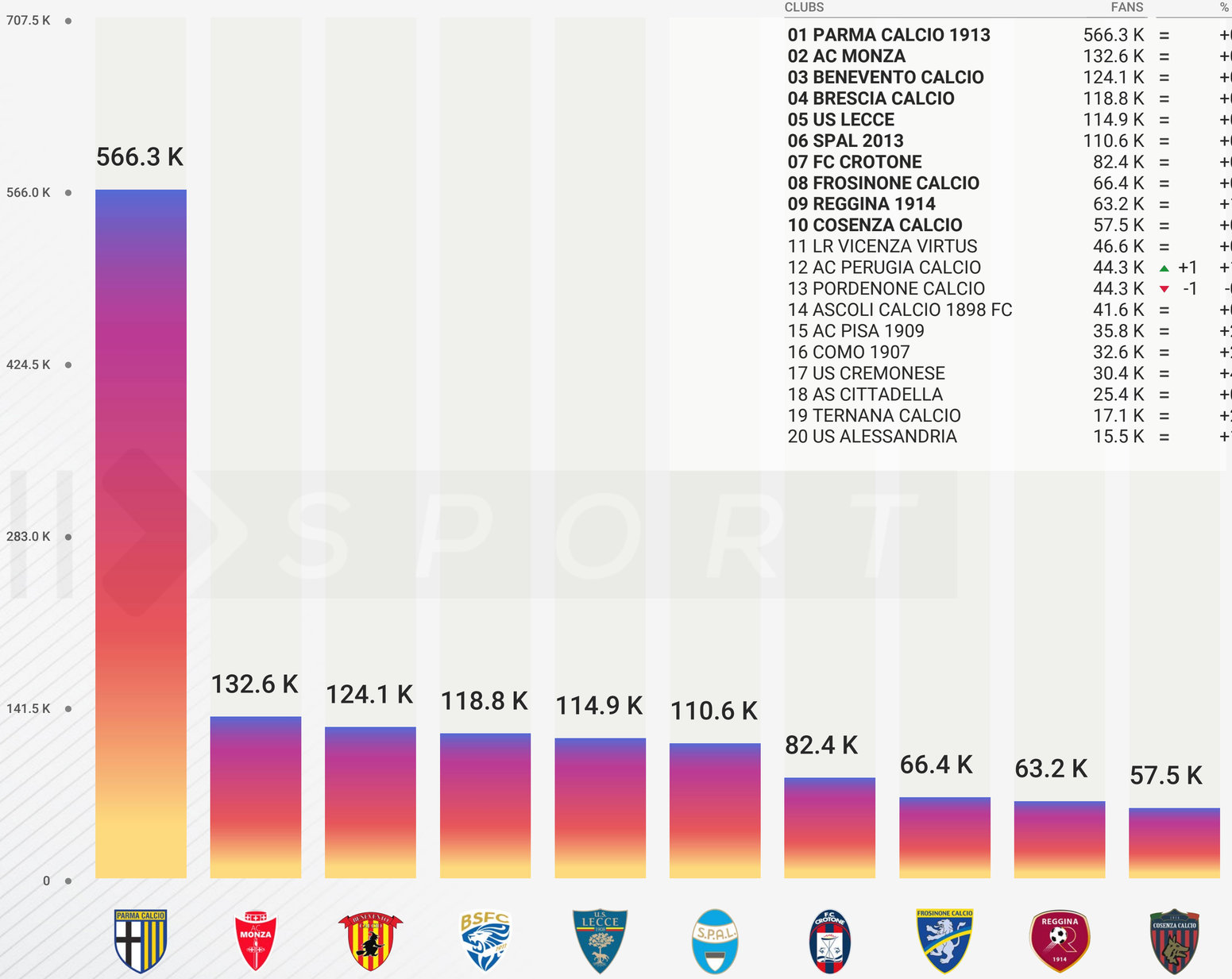
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

1.8 M

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	566.3 K	=	+0.25
02 AC MONZA	132.6 K	=	+0.90
03 BENEVENTO CALCIO	124.1 K	=	+0.50
04 BRESCIA CALCIO	118.8 K	=	+0.43
05 US LECCE	114.9 K	=	+0.85
06 SPAL 2013	110.6 K	=	+0.21
07 FC CROTONE	82.4 K	=	+0.29
08 FROSINONE CALCIO	66.4 K	=	+0.58
09 REGGINA 1914	63.2 K	=	+1.00
10 COSENZA CALCIO	57.5 K	=	+0.29
11 LR VICENZA VIRTUS	46.6 K	=	+0.77
12 AC PERUGIA CALCIO	44.3 K	▲ +1	+1.09
13 PORDENONE CALCIO	44.3 K	▼ -1	-0.04
14 ASCOLI CALCIO 1898 FC	41.6 K	=	+0.96
15 AC PISA 1909	35.8 K	=	+2.23
16 COMO 1907	32.6 K	=	+2.72
17 US CREMONESE	30.4 K	=	+4.80
18 AS CITTADELLA	25.4 K	=	+0.11
19 TERNANA CALCIO	17.1 K	=	+2.34
20 US ALESSANDRIA	15.5 K	=	+1.08

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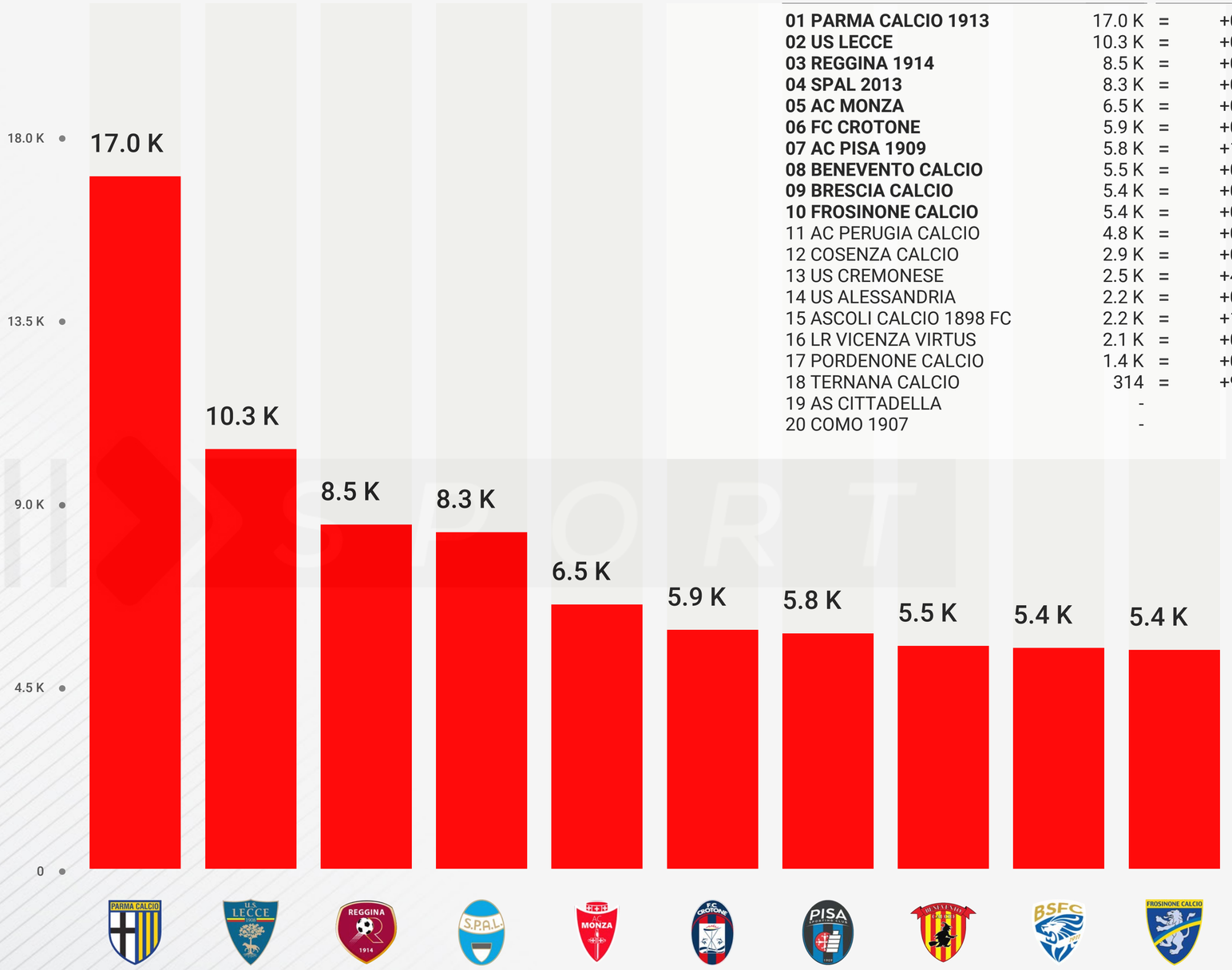
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

97 K

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	17.0 K	=	+0.59
02 US LECCE	10.3 K	=	+0.98
03 REGGINA 1914	8.5 K	=	+0.24
04 SPAL 2013	8.3 K	=	+0.24
05 AC MONZA	6.5 K	=	+0.93
06 FC CROTONE	5.9 K	=	+0.17
07 AC PISA 1909	5.8 K	=	+1.23
08 BENEVENTO CALCIO	5.5 K	=	+0.37
09 BRESCIA CALCIO	5.4 K	=	+0.93
10 FROSINONE CALCIO	5.4 K	=	+0.37
11 AC PERUGIA CALCIO	4.8 K	=	+0.63
12 COSENZA CALCIO	2.9 K	=	+0.70
13 US CREMONESE	2.5 K	=	+4.22
14 US ALESSANDRIA	2.2 K	=	+0.90
15 ASCOLI CALCIO 1898 FC	2.2 K	=	+1.89
16 LR VICENZA VIRTUS	2.1 K	=	+0.94
17 PORDENONE CALCIO	1.4 K	=	+0.72
18 TERNANA CALCIO	314	=	+9.79
19 AS CITTADELLA	-		-
20 COMO 1907	-		-

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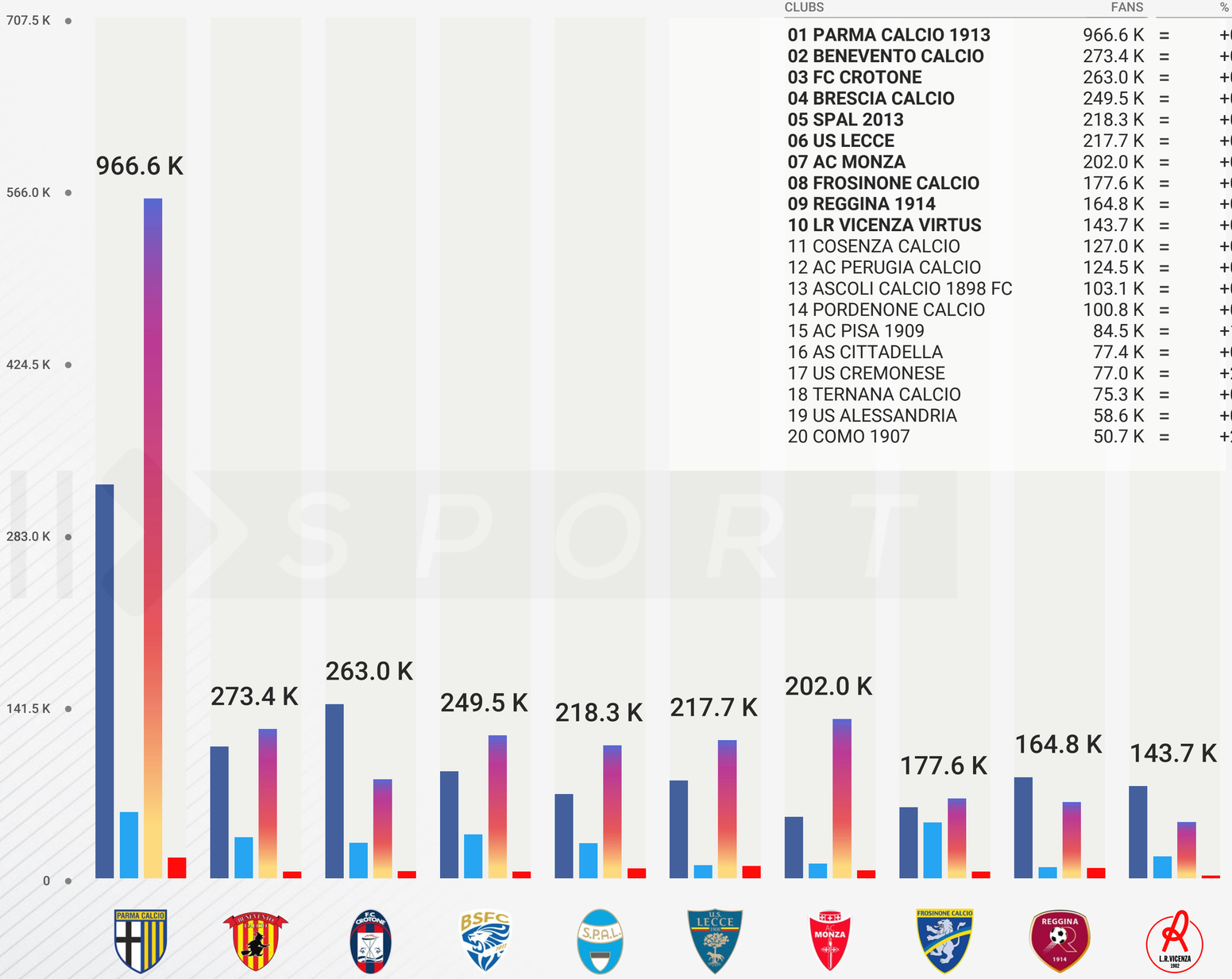
IQUII SPORT

ITALY Social

TOTAL FANBASE

3.8 M

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	966.6 K	=	+0.18
02 BENEVENTO CALCIO	273.4 K	=	+0.47
03 FC CROTONE	263.0 K	=	+0.02
04 BRESCIA CALCIO	249.5 K	=	+0.27
05 SPAL 2013	218.3 K	=	+0.12
06 US LECCE	217.7 K	=	+0.67
07 AC MONZA	202.0 K	=	+0.76
08 FROSINONE CALCIO	177.6 K	=	+0.24
09 REGGINA 1914	164.8 K	=	+0.55
10 LR VICENZA VIRTUS	143.7 K	=	+0.38
11 COSENZA CALCIO	127.0 K	=	+0.24
12 AC PERUGIA CALCIO	124.5 K	=	+0.47
13 ASCOLI CALCIO 1898 FC	103.1 K	=	+0.92
14 PORDENONE CALCIO	100.8 K	=	+0.01
15 AC PISA 1909	84.5 K	=	+1.34
16 AS CITTADELLA	77.4 K	=	+0.05
17 US CREMONESE	77.0 K	=	+2.59
18 TERNANA CALCIO	75.3 K	=	+0.99
19 US ALESSANDRIA	58.6 K	=	+0.49
20 COMO 1907	50.7 K	=	+2.48

*[from March 14, 2022 to April 11, 2022]

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LAST UPDATE APR 2022

IQUII SPORT

ITALY Brands

TOTAL FANBASE

3.8 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.



CLUBS	FANS		% VAR*
01 ERREA	966.6 K	=	+0.18
02 MACRON	458.4 K	=	+0.42
03 ZEUS	440.6 K	=	+0.11
04 NIKE	376.5 K	=	+0.59
05 LOTTO	345.8 K	=	+0.60
06 KAPPA	249.5 K	=	+0.27
07 M908	217.7 K	=	+0.67
08 LEGEA	177.7 K	=	+0.87
09 ADIDAS	143.1 K	=	+0.99
10 FG SPORT	124.5 K	=	+0.47
11 GIVOVA	100.8 K	=	+0.01
12 MIZUNO	77.4 K	=	+0.05
13 ACERBIS	77.0 K	=	+2.59

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IQUII SPORT

ITALY Brands

CLUBS

20

SPORT BRANDS

13

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



*[from March 14, 2022 to April 11, 2022]

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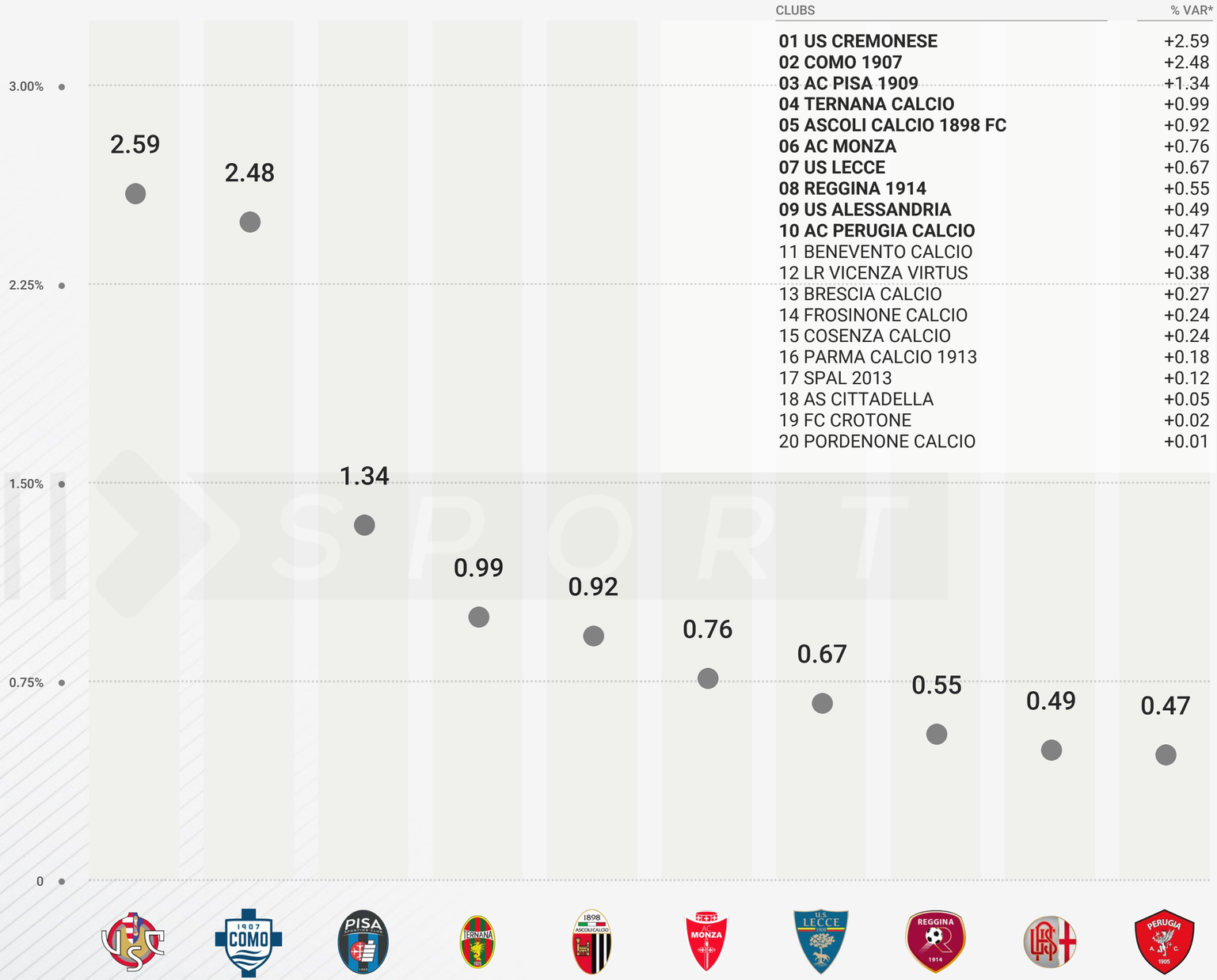
IQUII SPORT

ITALY Grown Up

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



CLUBS	% VAR*
01 US CREMONESE	+2.59
02 COMO 1907	+2.48
03 AC PISA 1909	+1.34
04 TERNANA CALCIO	+0.99
05 ASCOLI CALCIO 1898 FC	+0.92
06 AC MONZA	+0.76
07 US LECCE	+0.67
08 REGGINA 1914	+0.55
09 US ALESSANDRIA	+0.49
10 AC PERUGIA CALCIO	+0.47
11 BENEVENTO CALCIO	+0.47
12 LR VICENZA VIRTUS	+0.38
13 BRESCIA CALCIO	+0.27
14 FROSINONE CALCIO	+0.24
15 COSENZA CALCIO	+0.24
16 PARMA CALCIO 1913	+0.18
17 SPAL 2013	+0.12
18 AS CITTADELLA	+0.05
19 FC CROTONE	+0.02
20 PORDENONE CALCIO	+0.01

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LAST UPDATE APR 2022

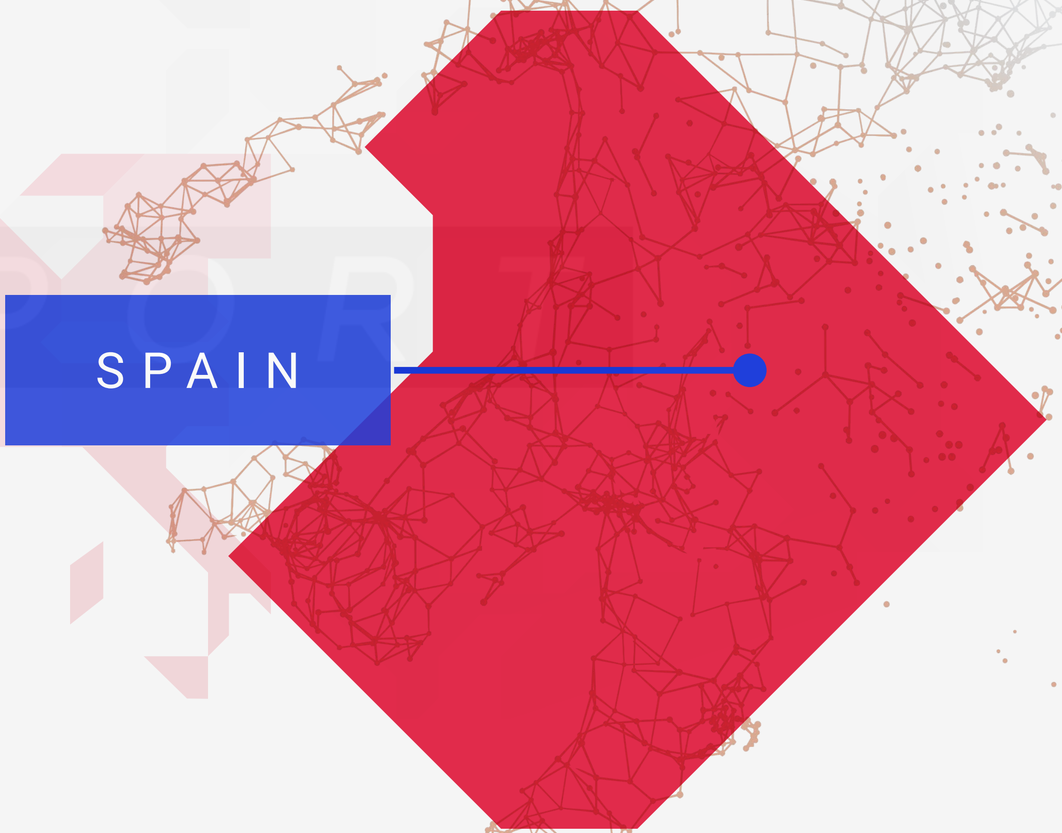
Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LaLiga Santander

SECOND DIVISION — 22 CLUBS

LaLiga SmartBank



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SPAIN Snapshot / First Division



20

CLUBS

Total LaLiga football clubs analysed.

9

BRANDS

Total LaLiga Sport Brands on jerseys analysed.

604.1 M

+ 0.80%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

SPAIN Facebook

TOTAL FANBASE

241.8 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Facebook.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	111.3 M	=	+0.12
02 FC BARCELONA	103.3 M	=	+0.10
03 ATLÉTICO DE MADRID	13.7 M	=	+0.02
04 VALENCIA CF	3.4 M	=	-0.07
05 FC SEVILLA	2.1 M	=	+0.40
06 REAL BETIS BALOMPIÉ	1.4 M	=	+0.08
07 REAL SOCIEDAD	1.2 M	=	-0.06
08 ATHLETIC CLUB	1.1 M	=	-0.05
09 VILLARREAL CF	1.0 M	=	+1.71
10 CELTA DE VIGO	630.2 K	=	+0.40
11 RCD ESPANYOL B.	453.6 K	=	+0.01
12 GRANADA CF	412.6 K	=	+0.02
13 CA OSASUNA	269.2 K	=	+0.10
14 RCD MALLORCA	261.9 K	▲ +2	+1.06
15 LEVANTE UD	261.8 K	=	+0.32
16 ELCHE CF	261.3 K	▼ -2	+0.04
17 CÁDIZ CF	254.6 K	=	+1.03
18 GETAFE CF	191.0 K	=	+0.47
19 DEPORTIVO ALAVÉS	151.9 K	=	+0.01
20 RAYO VALLECANO DE M.	110.0 K	=	+0.06

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IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

96.6 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Twitter.



CLUBS	FANS		% VAR*
01 FC BARCELONA	41.0 M	▲ +1	+1.31
02 REAL MADRID CF	41.0 M	▼ -1	+1.14
03 ATLÉTICO DE MADRID	5.3 M	=	+0.74
04 VALENCIA CF	1.3 M	=	+0.32
05 FC SEVILLA	1.1 M	=	+0.56
06 ATHLETIC CLUB	951.1 K	=	+0.41
07 REAL BETIS BALOMPIÉ	911.3 K	=	+0.81
08 REAL SOCIEDAD	690.0 K	=	+0.28
09 VILLARREAL CF	569.5 K	=	+1.42
10 CELTA DE VIGO	500.5 K	=	+0.52
11 RCD ESPANYOL B.	495.3 K	=	+0.30
12 RAYO VALLECANO DE M.	449.4 K	=	+0.07
13 LEVANTE UD	437.9 K	=	+0.21
14 GRANADA CF	418.3 K	=	+0.24
15 RCD MALLORCA	333.4 K	=	+0.82
16 CA OSASUNA	261.6 K	=	+0.38
17 ELCHE CF	251.6 K	=	+0.36
18 DEPORTIVO ALAVÉS	237.6 K	=	+0.42
19 CÁDIZ CF	194.0 K	=	+1.09
20 GETAFE CF	149.0 K	=	+0.34

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IQUII SPORT

SPAIN Instagram

TOTAL FANBASE

243.6 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Instagram.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	113.8 M	=	+1.45
02 FC BARCELONA	107.4 M	=	+1.10
03 ATLÉTICO DE MADRID	13.9 M	=	+1.36
04 FC SEVILLA	1.6 M	=	+1.55
05 REAL BETIS BALOMPIÉ	1.2 M	=	+1.07
06 VILLARREAL CF	1.2 M	=	+3.42
07 VALENCIA CF	1.1 M	=	+0.44
08 ATHLETIC CLUB	566.6 K	=	+0.71
09 REAL SOCIEDAD	458.0 K	=	+0.78
10 CELTA DE VIGO	342.5 K	=	+0.94
11 RCD ESPANYOL B.	315.2 K	=	+0.86
12 GRANADA CF	265.7 K	=	+0.77
13 LEVANTE UD	228.7 K	=	+1.42
14 CÁDIZ CF	203.1 K	=	+1.60
15 GETAFE CF	199.3 K	=	+0.56
16 RCD MALLORCA	181.8 K	=	+2.54
17 RAYO VALLECANO DE M.	159.3 K	=	-0.21
18 ELCHE CF	155.4 K	=	+1.09
19 CA OSASUNA	142.8 K	=	+1.54
20 DEPORTIVO ALAVÉS	102.6 K	=	+0.61

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IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

22.2 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC BARCELONA	13.3 M	=	+1.53
02 REAL MADRID CF	7.4 M	=	+1.94
03 REAL BETIS BALOMPIÉ	428.0 K	=	+0.23
04 ATLÉTICO DE MADRID	324.0 K	=	+0.62
05 FC SEVILLA	167.0 K	=	+1.83
06 VALENCIA CF	111.0 K	=	+0.00
07 ATHLETIC CLUB	93.6 K	=	+0.54
08 REAL SOCIEDAD	77.8 K	=	+0.65
09 VILLARREAL CF	56.4 K	=	+0.89
10 RCD MALLORCA	45.8 K	=	+1.10
11 CELTA DE VIGO	41.7 K	=	+0.72
12 LEVANTE UD	30.4 K	=	+0.33
13 RCD ESPANYOL B.	30.0 K	=	+1.01
14 CÁDIZ CF	29.9 K	=	+0.67
15 RAYO VALLECANO DE M.	21.4 K	=	+0.00
16 CA OSASUNA	21.2 K	=	+0.95
17 GRANADA CF	18.4 K	=	+1.10
18 DEPORTIVO ALAVÉS	13.8 K	=	+0.73
19 GETAFE CF	13.2 K	=	+0.00
20 ELCHE CF	9.9 K	=	+1.02

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IQUII SPORT

SPAIN Social

TOTAL FANBASE

604.1 M

LaLiga Santander

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	273.4 M	=	+0.87
02 FC BARCELONA	265.1 M	=	+0.76
03 ATLÉTICO DE MADRID	33.3 M	=	+0.70
04 VALENCIA CF	5.9 M	=	+0.11
05 FC SEVILLA	5.0 M	=	+0.85
06 REAL BETIS BALOMPIÉ	3.9 M	=	+0.57
07 VILLARREAL CF	2.9 M	=	+2.35
08 ATHLETIC CLUB	2.7 M	=	+0.29
09 REAL SOCIEDAD	2.4 M	=	+0.22
10 CELTA DE VIGO	1.5 M	=	+0.57
11 RCD ESPANYOL B.	1.3 M	=	+0.35
12 GRANADA CF	1.1 M	=	+0.30
13 LEVANTE UD	958.8 K	=	+0.53
14 RCD MALLORCA	822.9 K	=	+1.29
15 RAYO VALLECANO DE M.	740.1 K	=	+0.00
16 CA OSASUNA	694.7 K	=	+0.53
17 CÁDIZ CF	681.5 K	▲ +1	+1.20
18 ELCHE CF	678.2 K	▼ -1	+0.41
19 GETAFE CF	552.4 K	=	+0.45
20 DEPORTIVO ALAVÉS	505.9 K	=	+0.35

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IQUII SPORT

SPAIN Brands

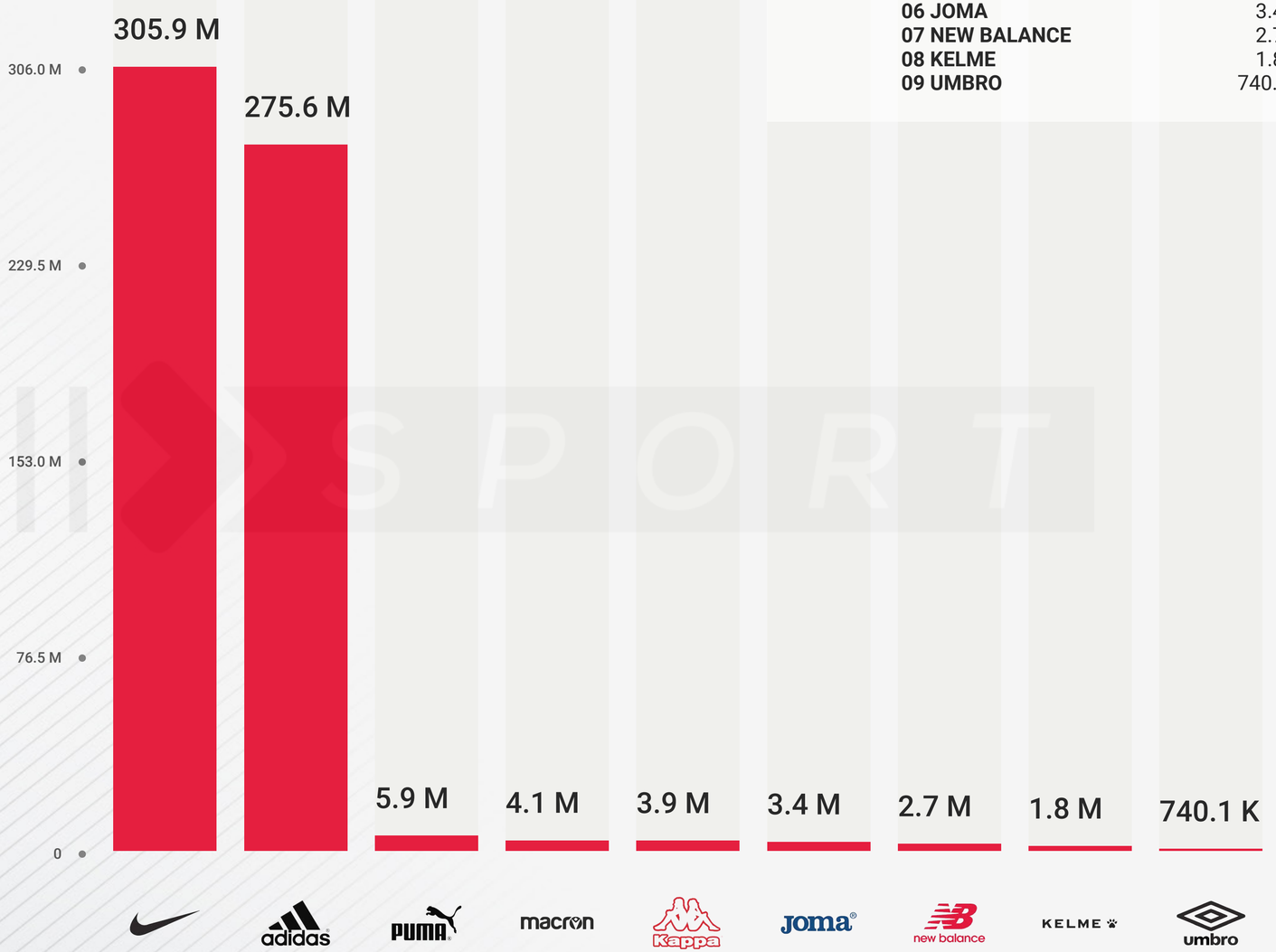
TOTAL FANBASE

604.1 M

LaLiga Santander

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

CLUBS	FANS		% VAR*
01 NIKE	305.9 M	=	+0.76
02 ADIDAS	275.6 M	=	+0.87
03 PUMA	5.9 M	=	+0.11
04 MACRON	4.1 M	=	+0.45
05 KAPPA	3.9 M	=	+0.57
06 JOMA	3.4 M	=	+2.04
07 NEW BALANCE	2.7 M	=	+0.29
08 KELME	1.8 M	=	+0.35
09 UMBRO	740.1 K	=	+0.00



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IQUII SPORT

SPAIN Brands

CLUBS

20

SPORT BRANDS

9

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



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IQUII SPORT

SPAIN Grown Up

LaLiga Santander

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



CLUBS	% VAR*
01 VILLARREAL CF	**+2.35**
02 RCD MALLORCA	**+1.29**
03 CÁDIZ CF	**+1.20**
04 REAL MADRID CF	**+0.87**
05 FC SEVILLA	**+0.85**
06 FC BARCELONA	**+0.76**
07 ATLÉTICO DE MADRID	**+0.70**
08 CELTA DE VIGO	**+0.57**
09 REAL BETIS BALOMPIÉ	**+0.57**
10 LEVANTE UD	**+0.53**
11 CA OSASUNA	+0.53
12 GETAFE CF	+0.45
13 ELCHE CF	+0.41
14 RCD ESPANYOL B.	+0.35
15 DEPORTIVO ALAVÉS	+0.35
16 GRANADA CF	+0.30
17 ATHLETIC CLUB	+0.29
18 REAL SOCIEDAD	+0.22
19 VALENCIA CF	+0.11
20 RAYO VALLECANO DE M.	+0.00

*[from March 14, 2022 to April 11, 2022]

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SPAIN Snapshot / Second Division



22

CLUBS

Total LaLiga 2 football clubs analysed.

7

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

15.4 M

+ 0.76%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

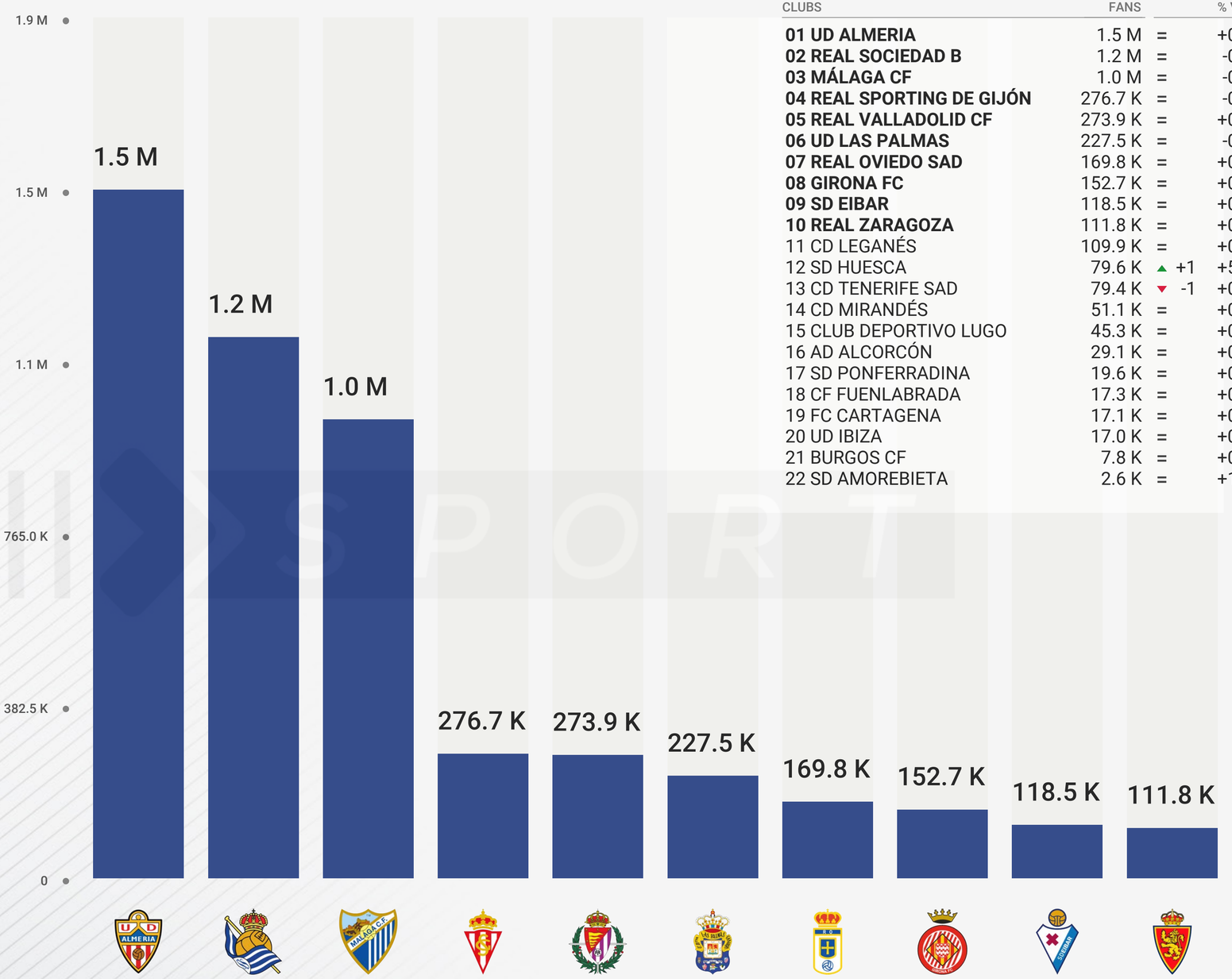
SPAIN Facebook

TOTAL FANBASE

5.6 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERIA	1.5 M	=	+0.90
02 REAL SOCIEDAD B	1.2 M	=	-0.06
03 MÁLAGA CF	1.0 M	=	-0.09
04 REAL SPORTING DE GIJÓN	276.7 K	=	-0.07
05 REAL VALLADOLID CF	273.9 K	=	+0.18
06 UD LAS PALMAS	227.5 K	=	-0.03
07 REAL OVIEDO SAD	169.8 K	=	+0.03
08 GIRONA FC	152.7 K	=	+0.23
09 SD EIBAR	118.5 K	=	+0.01
10 REAL ZARAGOZA	111.8 K	=	+0.16
11 CD LEGANÉS	109.9 K	=	+0.19
12 SD HUESCA	79.6 K	▲ +1	+5.12
13 CD TENERIFE SAD	79.4 K	▼ -1	+0.18
14 CD MIRANDÉS	51.1 K	=	+0.04
15 CLUB DEPORTIVO LUGO	45.3 K	=	+0.81
16 AD ALCORCÓN	29.1 K	=	+0.02
17 SD PONFERRADINA	19.6 K	=	+0.45
18 CF FUENLABRADA	17.3 K	=	+0.77
19 FC CARTAGENA	17.1 K	=	+0.17
20 UD IBIZA	17.0 K	=	+0.34
21 BURGOS CF	7.8 K	=	+0.51
22 SD AMOREBIETA	2.6 K	=	+1.07

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IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

5.0 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 REAL SOCIEDAD B	690.0 K	=	+0.28
02 MÁLAGA CF	648.5 K	=	+0.11
03 UD ALMERIA	522.8 K	=	-0.25
04 REAL VALLADOLID CF	376.7 K	=	+0.32
05 REAL OVIEDO SAD	315.7 K	=	+0.32
06 REAL ZARAGOZA	308.4 K	=	+0.19
07 UD LAS PALMAS	277.8 K	=	+0.22
08 GIRONA FC	270.7 K	=	+0.11
09 CD LEGANÉS	269.2 K	=	+0.00
10 SD EIBAR	249.8 K	=	+0.08
11 REAL SPORTING DE GIJÓN	233.0 K	=	+0.26
12 CD TENERIFE SAD	162.3 K	=	+0.37
13 SD HUESCA	156.2 K	=	+0.58
14 SD PONFERRADINA	122.5 K	=	+0.08
15 CLUB DEPORTIVO LUGO	102.0 K	=	+0.20
16 AD ALCORCÓN	95.3 K	=	+0.11
17 CD MIRANDÉS	72.0 K	=	+0.14
18 FC CARTAGENA	66.5 K	=	+0.76
19 BURGOS CF	35.7 K	=	+0.56
20 CF FUENLABRADA	29.6 K	=	+0.34
21 UD IBIZA	22.8 K	=	+1.33
22 SD AMOREBIETA	15.3 K	=	+0.66

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IQUII SPORT

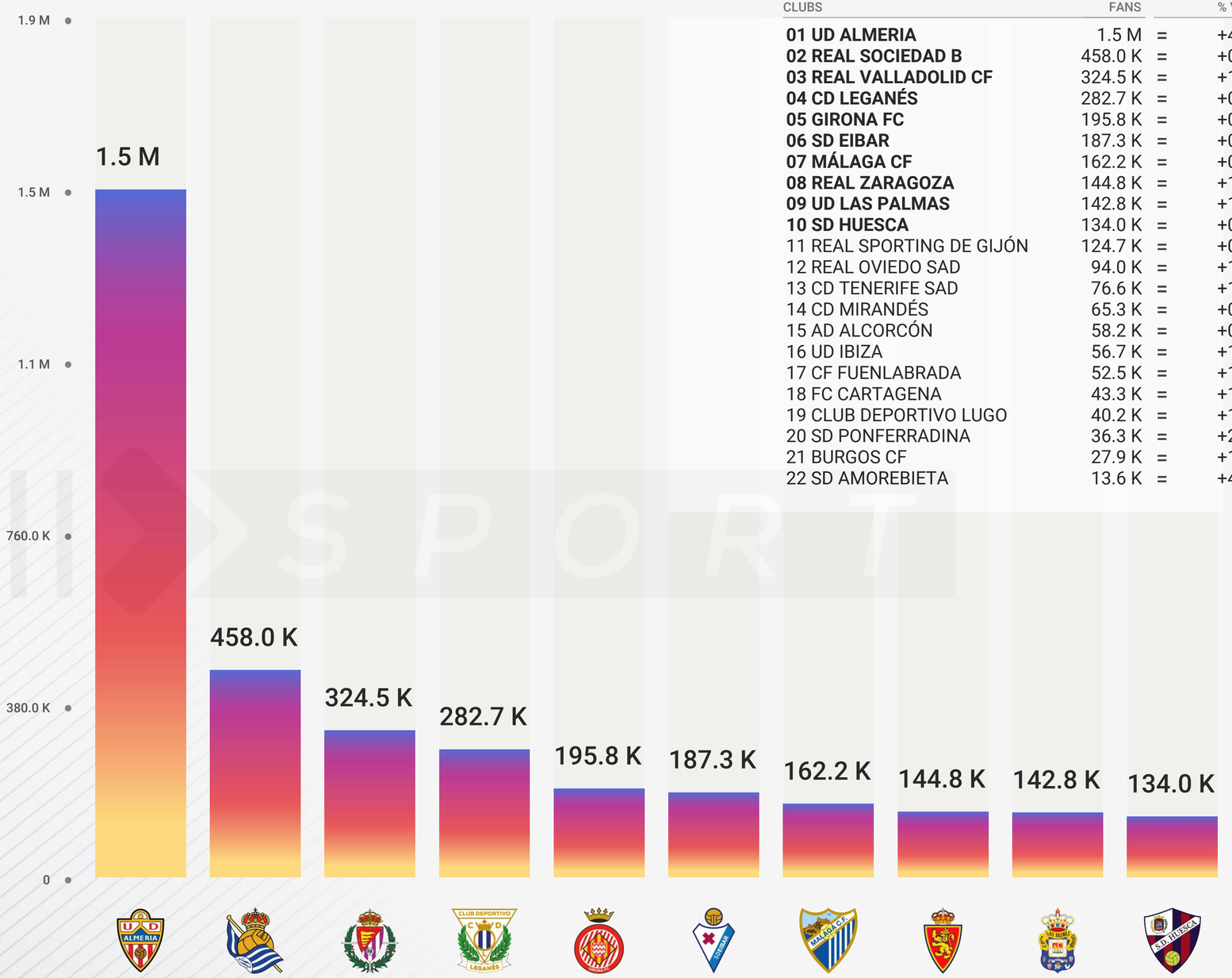
SPAIN Instagram

TOTAL FANBASE

4.2 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERIA	1.5 M	=	+4.27
02 REAL SOCIEDAD B	458.0 K	=	+0.78
03 REAL VALLADOLID CF	324.5 K	=	+1.23
04 CD LEGANÉS	282.7 K	=	+0.17
05 GIRONA FC	195.8 K	=	+0.98
06 SD EIBAR	187.3 K	=	+0.53
07 MÁLAGA CF	162.2 K	=	+0.65
08 REAL ZARAGOZA	144.8 K	=	+1.00
09 UD LAS PALMAS	142.8 K	=	+1.15
10 SD HUESCA	134.0 K	=	+0.34
11 REAL SPORTING DE GIJÓN	124.7 K	=	+0.62
12 REAL OVIEDO SAD	94.0 K	=	+1.39
13 CD TENERIFE SAD	76.6 K	=	+1.30
14 CD MIRANDÉS	65.3 K	=	+0.68
15 AD ALCORCÓN	58.2 K	=	+0.64
16 UD IBIZA	56.7 K	=	+1.49
17 CF FUENLABRADA	52.5 K	=	+1.07
18 FC CARTAGENA	43.3 K	=	+1.54
19 CLUB DEPORTIVO LUGO	40.2 K	=	+1.44
20 SD PONFERRADINA	36.3 K	=	+2.27
21 BURGOS CF	27.9 K	=	+1.32
22 SD AMOREBIETA	13.6 K	=	+4.62

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

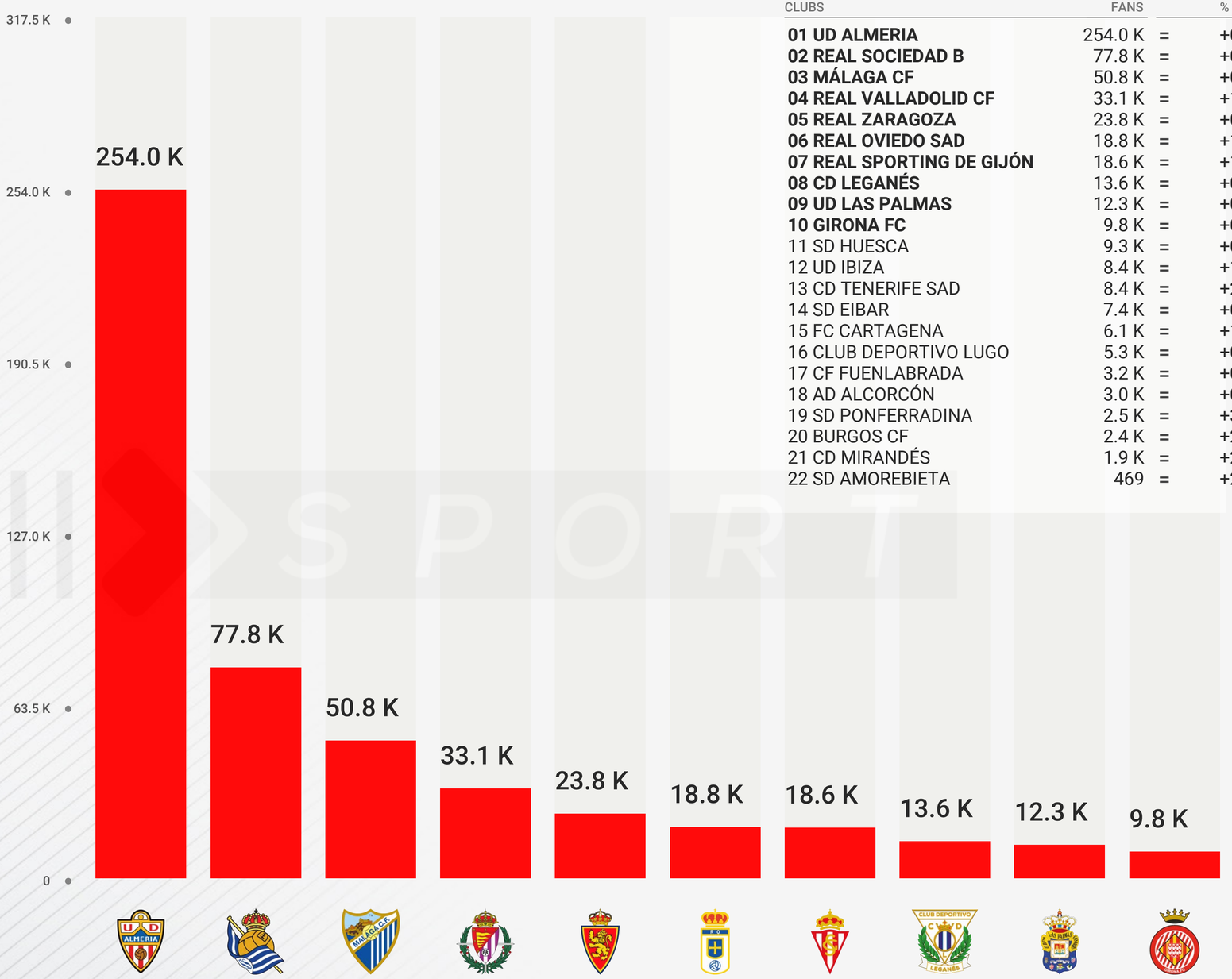
SPAIN YouTube

TOTAL FANBASE

571 K

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERIA	254.0 K	=	+0.00
02 REAL SOCIEDAD B	77.8 K	=	+0.65
03 MÁLAGA CF	50.8 K	=	+0.59
04 REAL VALLADOLID CF	33.1 K	=	+1.22
05 REAL ZARAGOZA	23.8 K	=	+0.42
06 REAL OVIEDO SAD	18.8 K	=	+1.08
07 REAL SPORTING DE GIJÓN	18.6 K	=	+1.09
08 CD LEGANÉS	13.6 K	=	+0.74
09 UD LAS PALMAS	12.3 K	=	+0.82
10 GIRONA FC	9.8 K	=	+0.62
11 SD HUESCA	9.3 K	=	+0.22
12 UD IBIZA	8.4 K	=	+1.20
13 CD TENERIFE SAD	8.4 K	=	+2.82
14 SD EIBAR	7.4 K	=	+0.54
15 FC CARTAGENA	6.1 K	=	+1.67
16 CLUB DEPORTIVO LUGO	5.3 K	=	+0.95
17 CF FUENLABRADA	3.2 K	=	+0.62
18 AD ALCORCÓN	3.0 K	=	+0.34
19 SD PONFERRADINA	2.5 K	=	+3.32
20 BURGOS CF	2.4 K	=	+2.55
21 CD MIRANDÉS	1.9 K	=	+2.16
22 SD AMOREBIETA	469	=	+2.18

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

SPAIN Social

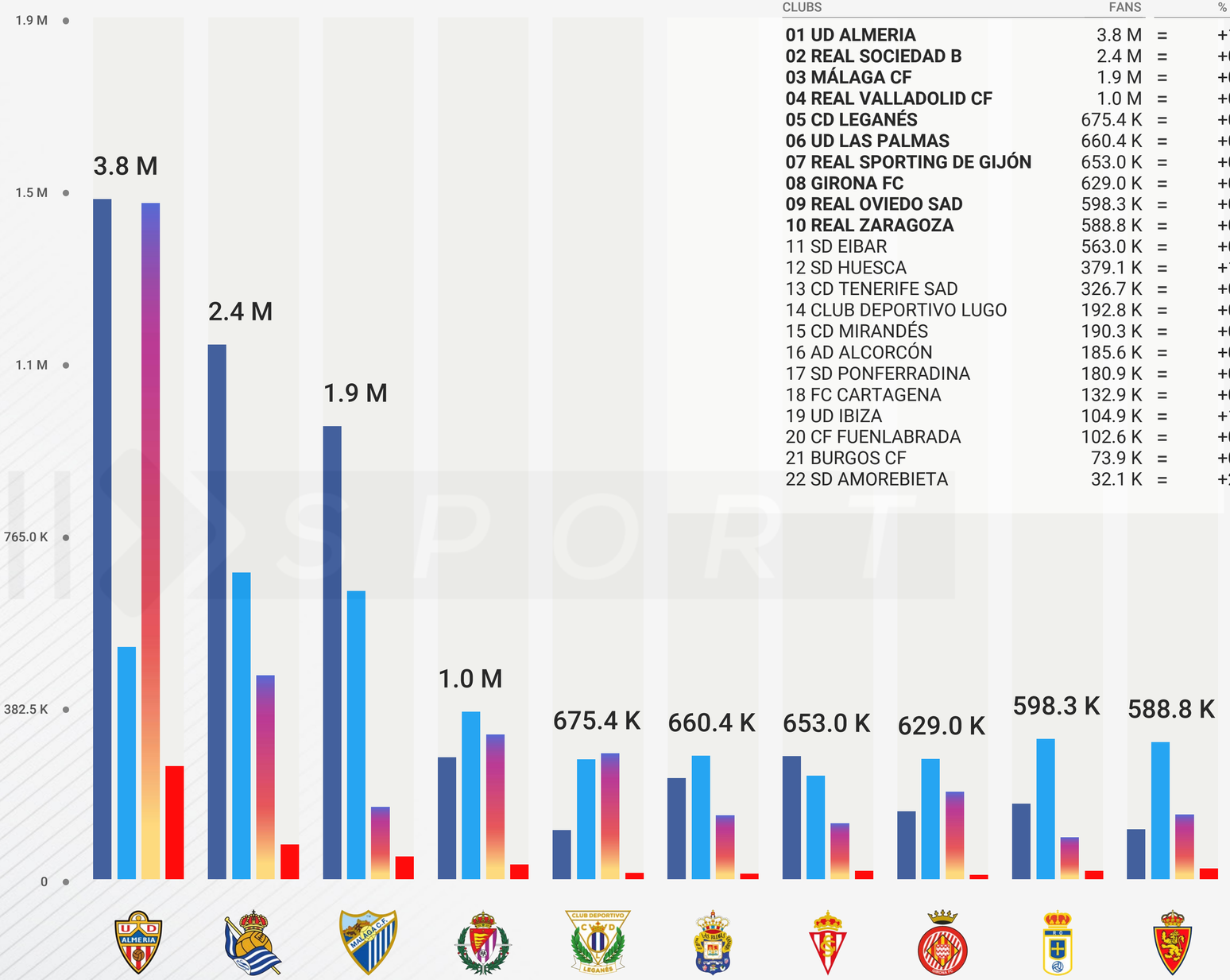
TOTAL FANBASE

15.4 M

LaLiga SmartBank

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 UD ALMERIA	3.8 M	=	+1.99
02 REAL SOCIEDAD B	2.4 M	=	+0.22
03 MÁLAGA CF	1.9 M	=	+0.06
04 REAL VALLADOLID CF	1.0 M	=	+0.60
05 CD LEGANÉS	675.4 K	=	+0.12
06 UD LAS PALMAS	660.4 K	=	+0.35
07 REAL SPORTING DE GIJÓN	653.0 K	=	+0.21
08 GIRONA FC	629.0 K	=	+0.42
09 REAL OVIEDO SAD	598.3 K	=	+0.43
10 REAL ZARAGOZA	588.8 K	=	+0.39
11 SD EIBAR	563.0 K	=	+0.22
12 SD HUESCA	379.1 K	=	+1.41
13 CD TENERIFE SAD	326.7 K	=	+0.60
14 CLUB DEPORTIVO LUGO	192.8 K	=	+0.62
15 CD MIRANDÉS	190.3 K	=	+0.32
16 AD ALCORCÓN	185.6 K	=	+0.26
17 SD PONFERRADINA	180.9 K	=	+0.60
18 FC CARTAGENA	132.9 K	=	+0.98
19 UD IBIZA	104.9 K	=	+1.24
20 CF FUENLABRADA	102.6 K	=	+0.79
21 BURGOS CF	73.9 K	=	+0.91
22 SD AMOREBIETA	32.1 K	=	+2.36

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IQUII SPORT

SPAIN Brands

TOTAL FANBASE

15.4 M

LaLiga SmartBank

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	4.5 M	=	+1.76
02 NIKE	3.0 M	=	+0.30
03 ADIDAS	2.8 M	=	+0.53
04 MACRON	2.4 M	=	+0.22
05 JOMA	1.3 M	=	+0.21
06 HUMMEL	987.1 K	=	+0.43
07 KAPPA	410.5 K	=	+0.59



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

SPAIN Brands

CLUBS

22

SPORT BRANDS

7

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



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

SPAIN Grown Up

LaLiga SmartBank

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	% VAR*
01 SD AMOREBIETA	+2.36
02 UD ALMERIA	+1.99
03 SD HUESCA	+1.41
04 UD IBIZA	+1.24
05 FC CARTAGENA	+0.98
06 BURGOS CF	+0.91
07 CF FUENLABRADA	+0.79
08 CLUB DEPORTIVO LUGO	+0.62
09 REAL VALLADOLID CF	+0.60
10 CD TENERIFE SAD	+0.60
11 SD PONFERRADINA	+0.60
12 REAL OVIEDO SAD	+0.43
13 GIRONA FC	+0.42
14 REAL ZARAGOZA	+0.39
15 UD LAS PALMAS	+0.35
16 CD MIRANDÉS	+0.32
17 AD ALCORCÓN	+0.26
18 SD EIBAR	+0.22
19 REAL SOCIEDAD B	+0.22
20 REAL SPORTING DE GIJÓN	+0.21
21 CD LEGANÉS	+0.12
22 MÁLAGA CF	+0.06

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IQUII SPORT

PORTUGAL Snapshot / First Division



18

CLUBS

Total Primeira Liga football clubs analysed.

12

BRANDS

Total Primeira Liga Sport Brands on jerseys analysed.

22.9 M

+ 0.48%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

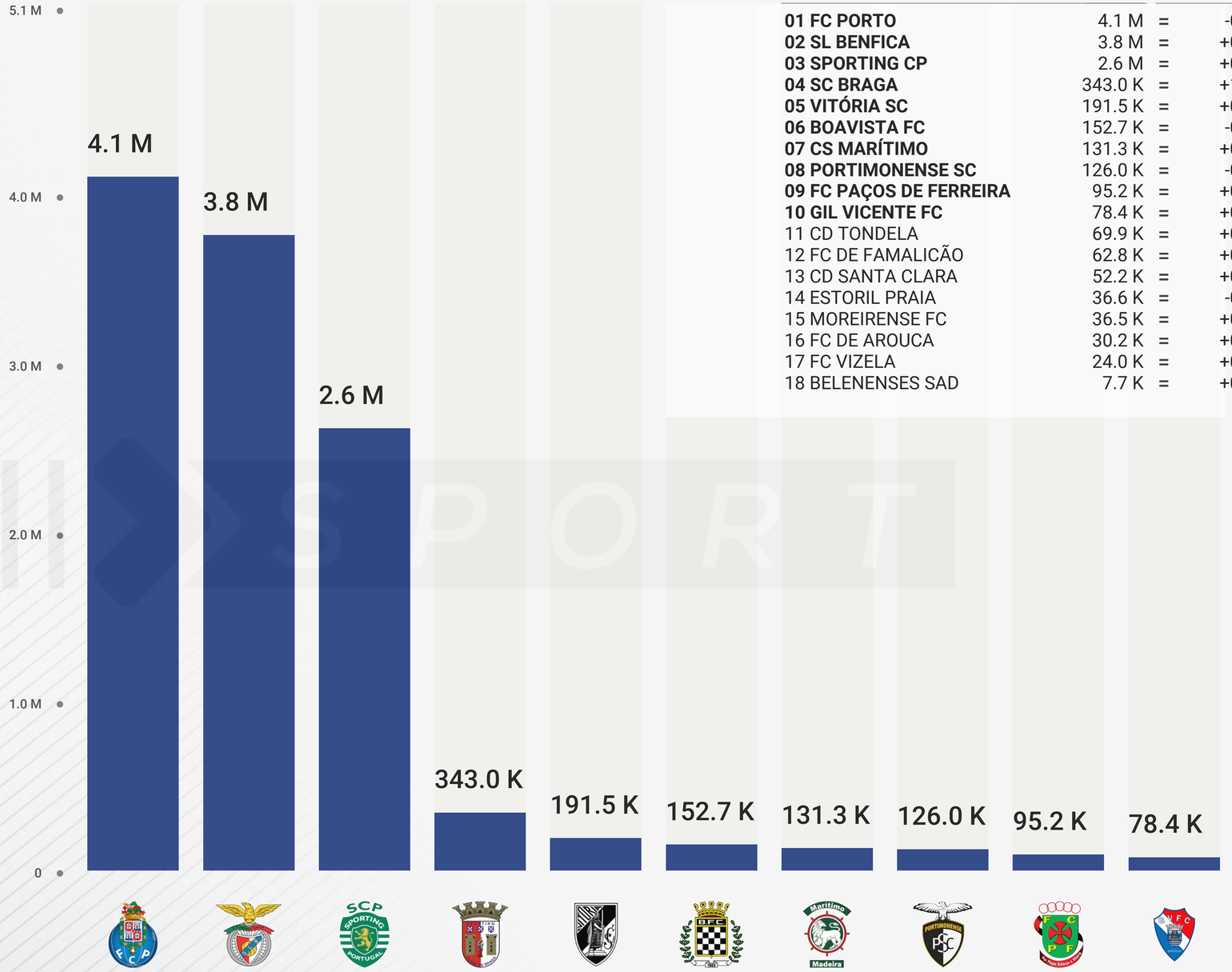
PORTUGAL Facebook

TOTAL FANBASE

11.9 M

LIGA PORTUGAL

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



CLUBS	FANS		% VAR*
01 FC PORTO	4.1 M	=	-0.06
02 SL BENFICA	3.8 M	=	+0.13
03 SPORTING CP	2.6 M	=	+0.04
04 SC BRAGA	343.0 K	=	+1.22
05 VITÓRIA SC	191.5 K	=	+0.10
06 BOAVISTA FC	152.7 K	=	-0.02
07 CS MARÍTIMO	131.3 K	=	+0.04
08 PORTIMONENSE SC	126.0 K	=	-0.11
09 FC PAÇOS DE FERREIRA	95.2 K	=	+0.04
10 GIL VICENTE FC	78.4 K	=	+0.32
11 CD TONDELA	69.9 K	=	+0.54
12 FC DE FAMALICÃO	62.8 K	=	+0.15
13 CD SANTA CLARA	52.2 K	=	+0.08
14 ESTORIL PRAIA	36.6 K	=	-0.01
15 MOREIRENSE FC	36.5 K	=	+0.14
16 FC DE AROUCA	30.2 K	=	+0.00
17 FC VIZELA	24.0 K	=	+0.92
18 BELENENSES SAD	7.7 K	=	+0.42

*[from March 14, 2022 to April 11, 2022]

FB data refers to Likes, not Followers.

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IQUII SPORT

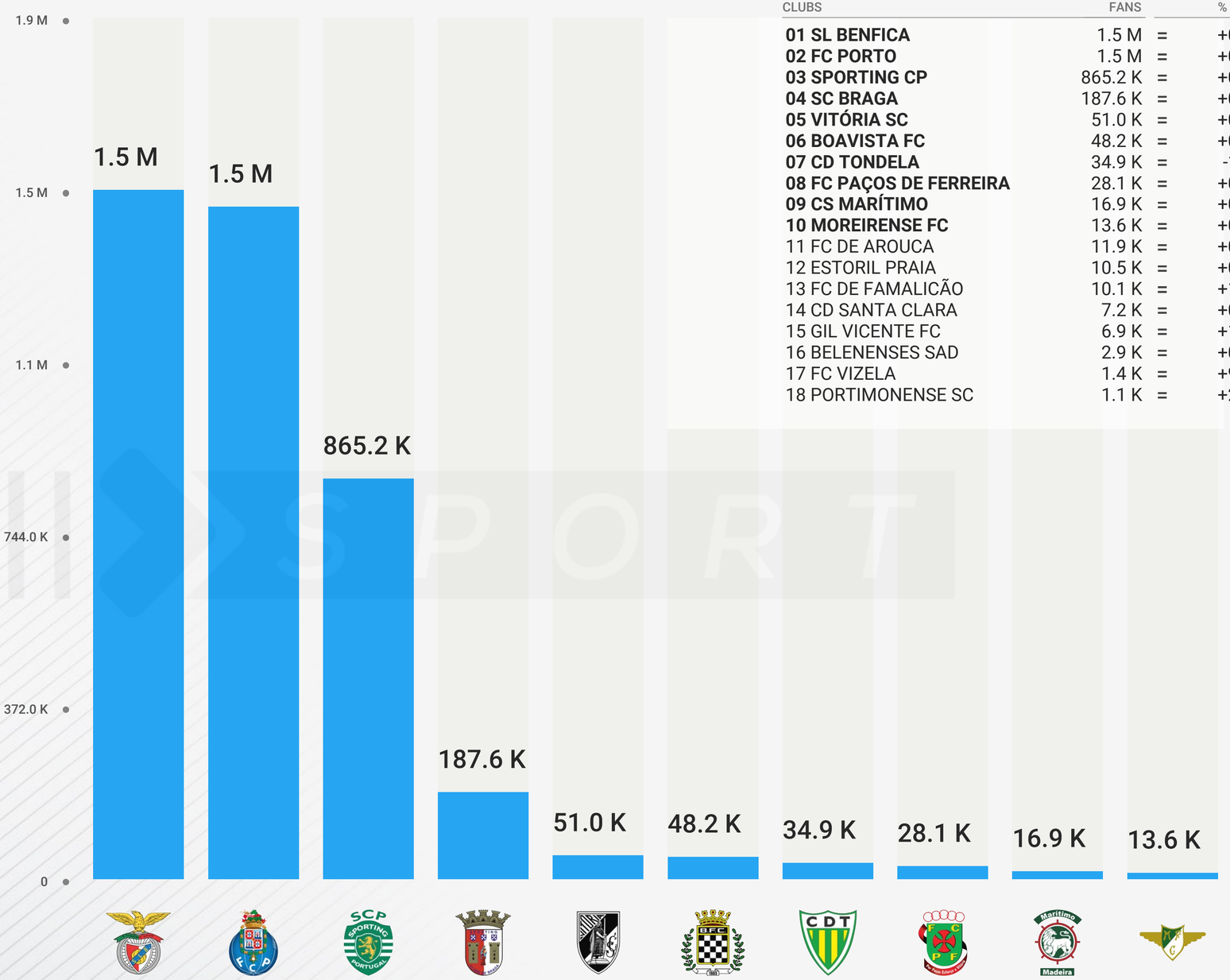
PORTUGAL Twitter

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	=	+0.99
02 FC PORTO	1.5 M	=	+0.57
03 SPORTING CP	865.2 K	=	+0.57
04 SC BRAGA	187.6 K	=	+0.59
05 VITÓRIA SC	51.0 K	=	+0.39
06 BOAVISTA FC	48.2 K	=	+0.21
07 CD TONDELA	34.9 K	=	-1.13
08 FC PAÇOS DE FERREIRA	28.1 K	=	+0.72
09 CS MARÍTIMO	16.9 K	=	+0.60
10 MOREIRENSE FC	13.6 K	=	+0.00
11 FC DE AROUCA	11.9 K	=	+0.00
12 ESTORIL PRAIA	10.5 K	=	+0.96
13 FC DE FAMALICÃO	10.1 K	=	+1.00
14 CD SANTA CLARA	7.2 K	=	+0.36
15 GIL VICENTE FC	6.9 K	=	+1.16
16 BELENENSES SAD	2.9 K	=	+0.20
17 FC VIZELA	1.4 K	=	+9.84
18 PORTIMONENSE SC	1.1 K	=	+2.16

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

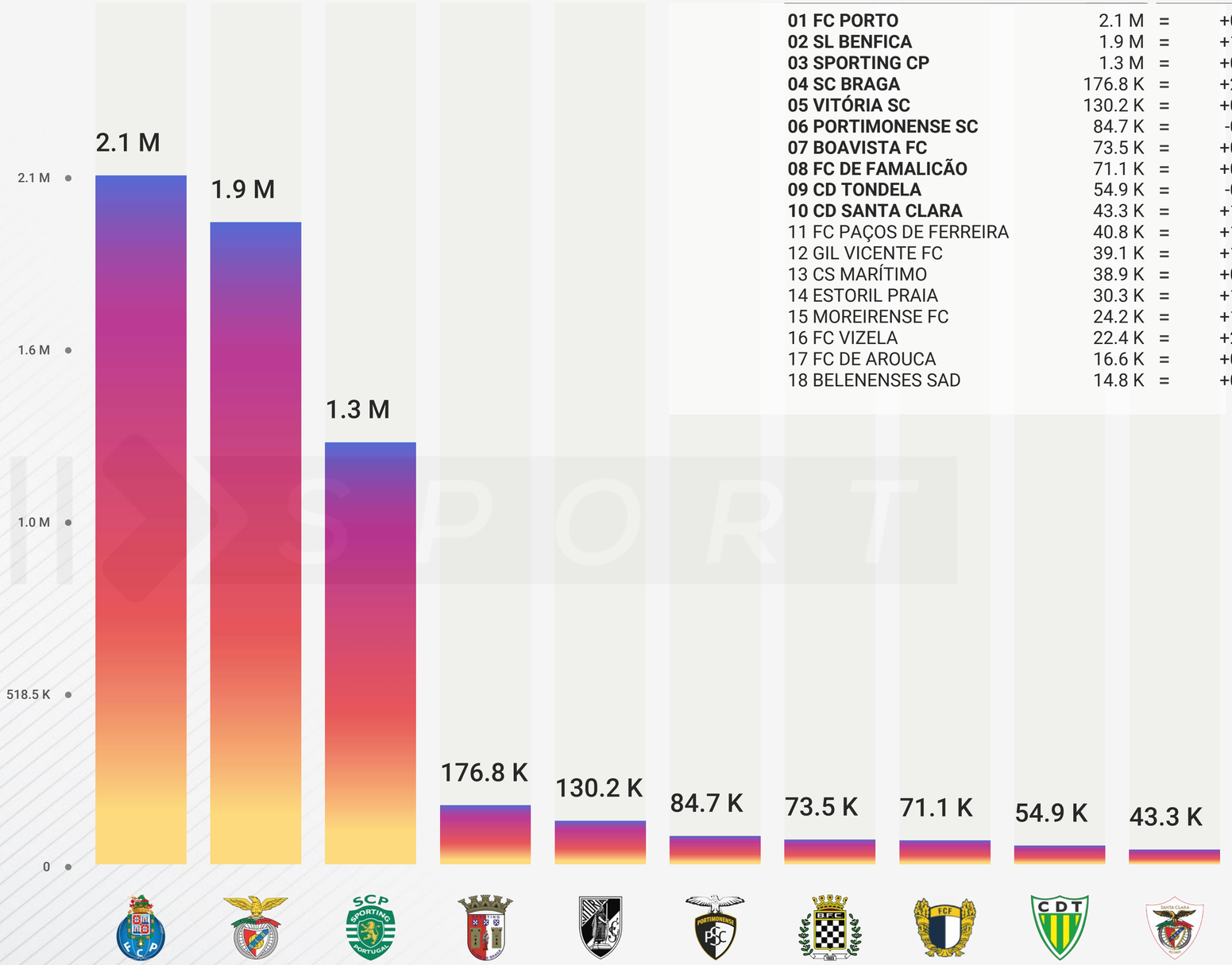
PORTUGAL Instagram

TOTAL FANBASE

6.1 M

LIGA PORTUGAL

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



CLUBS	FANS		% VAR*
01 FC PORTO	2.1 M	=	+0.90
02 SL BENFICA	1.9 M	=	+1.61
03 SPORTING CP	1.3 M	=	+0.71
04 SC BRAGA	176.8 K	=	+2.64
05 VITÓRIA SC	130.2 K	=	+0.87
06 PORTIMONENSE SC	84.7 K	=	-0.17
07 BOAVISTA FC	73.5 K	=	+0.28
08 FC DE FAMALICÃO	71.1 K	=	+0.59
09 CD TONDELA	54.9 K	=	-0.09
10 CD SANTA CLARA	43.3 K	=	+1.34
11 FC PAÇOS DE FERREIRA	40.8 K	=	+1.23
12 GIL VICENTE FC	39.1 K	=	+1.09
13 CS MARÍTIMO	38.9 K	=	+0.71
14 ESTORIL PRAIA	30.3 K	=	+1.44
15 MOREIRENSE FC	24.2 K	=	+1.40
16 FC VIZELA	22.4 K	=	+2.49
17 FC DE AROUCA	16.6 K	=	+0.82
18 BELENENSES SAD	14.8 K	=	+0.83

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IQUII SPORT

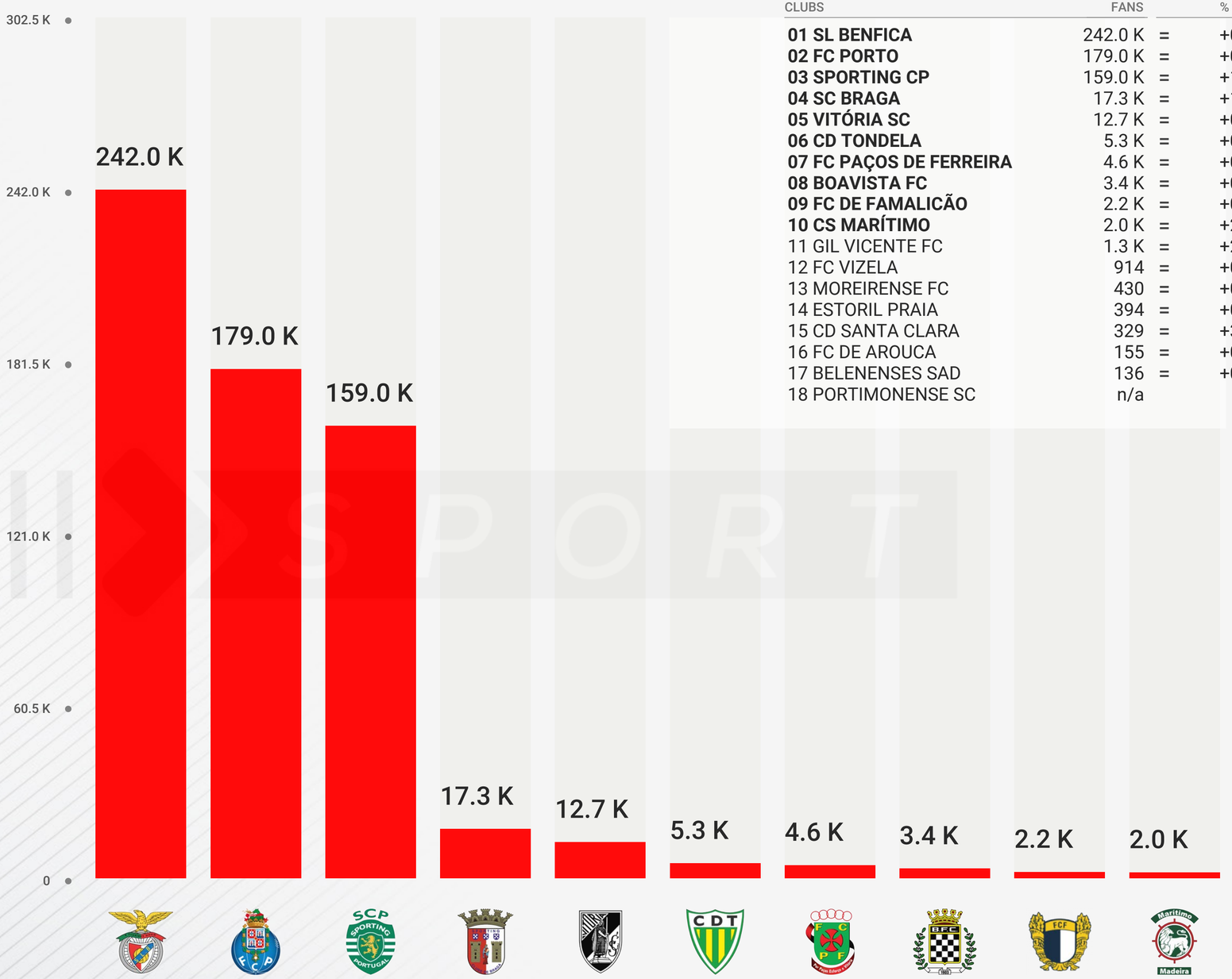
PORTUGAL YouTube

TOTAL FANBASE

631 K

LIGA PORTUGAL

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



CLUBS	FANS		% VAR*
01 SL BENFICA	242.0 K	=	+0.41
02 FC PORTO	179.0 K	=	+0.00
03 SPORTING CP	159.0 K	=	+1.92
04 SC BRAGA	17.3 K	=	+1.76
05 VITÓRIA SC	12.7 K	=	+0.79
06 CD TONDELA	5.3 K	=	+0.00
07 FC PAÇOS DE FERREIRA	4.6 K	=	+0.65
08 BOAVISTA FC	3.4 K	=	+0.89
09 FC DE FAMALICÃO	2.2 K	=	+0.93
10 CS MARÍTIMO	2.0 K	=	+2.00
11 GIL VICENTE FC	1.3 K	=	+2.42
12 FC VIZELA	914	=	+0.00
13 MOREIRENSE FC	430	=	+0.23
14 ESTORIL PRAIA	394	=	+0.25
15 CD SANTA CLARA	329	=	+3.79
16 FC DE AROUCA	155	=	+0.00
17 BELENENSES SAD	136	=	+0.74
18 PORTIMONENSE SC	n/a		n/a

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

PORTUGAL Social

TOTAL FANBASE

22.9 M

LIGA PORTUGAL

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

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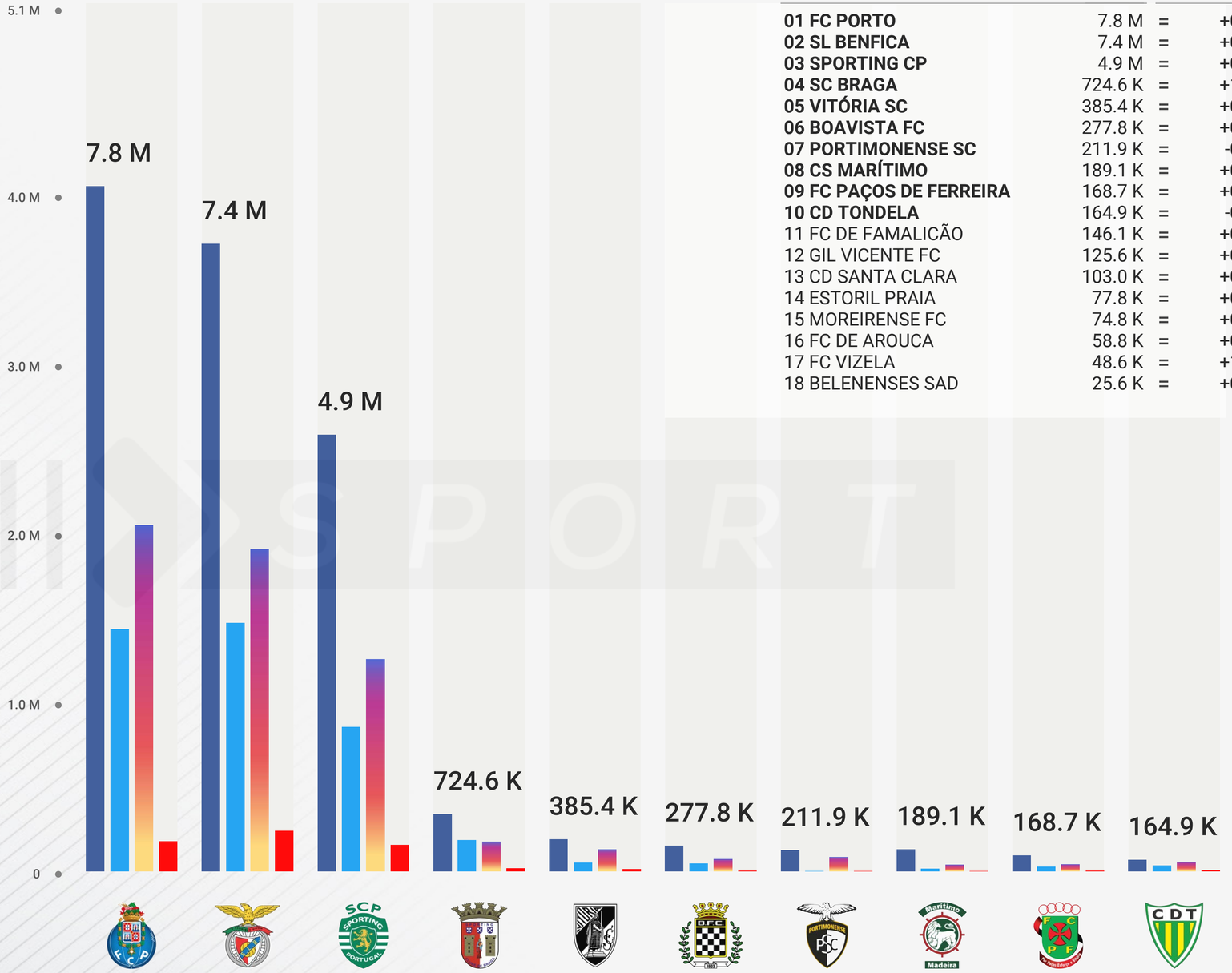

CLUBS	FANS		% VAR*
01 FC PORTO	7.8 M	=	+0.31
02 SL BENFICA	7.4 M	=	+0.70
03 SPORTING CP	4.9 M	=	+0.36
04 SC BRAGA	724.6 K	=	+1.41
05 VITÓRIA SC	385.4 K	=	+0.42
06 BOAVISTA FC	277.8 K	=	+0.11
07 PORTIMONENSE SC	211.9 K	=	-0.12
08 CS MARÍTIMO	189.1 K	=	+0.24
09 FC PAÇOS DE FERREIRA	168.7 K	=	+0.45
10 CD TONDELA	164.9 K	=	-0.05
11 FC DE FAMALICÃO	146.1 K	=	+0.43
12 GIL VICENTE FC	125.6 K	=	+0.63
13 CD SANTA CLARA	103.0 K	=	+0.64
14 ESTORIL PRAIA	77.8 K	=	+0.69
15 MOREIRENSE FC	74.8 K	=	+0.52
16 FC DE AROUCA	58.8 K	=	+0.23
17 FC VIZELA	48.6 K	=	+1.86
18 BELENENSES SAD	25.6 K	=	+0.63

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IQUII SPORT

PORTUGAL Brands

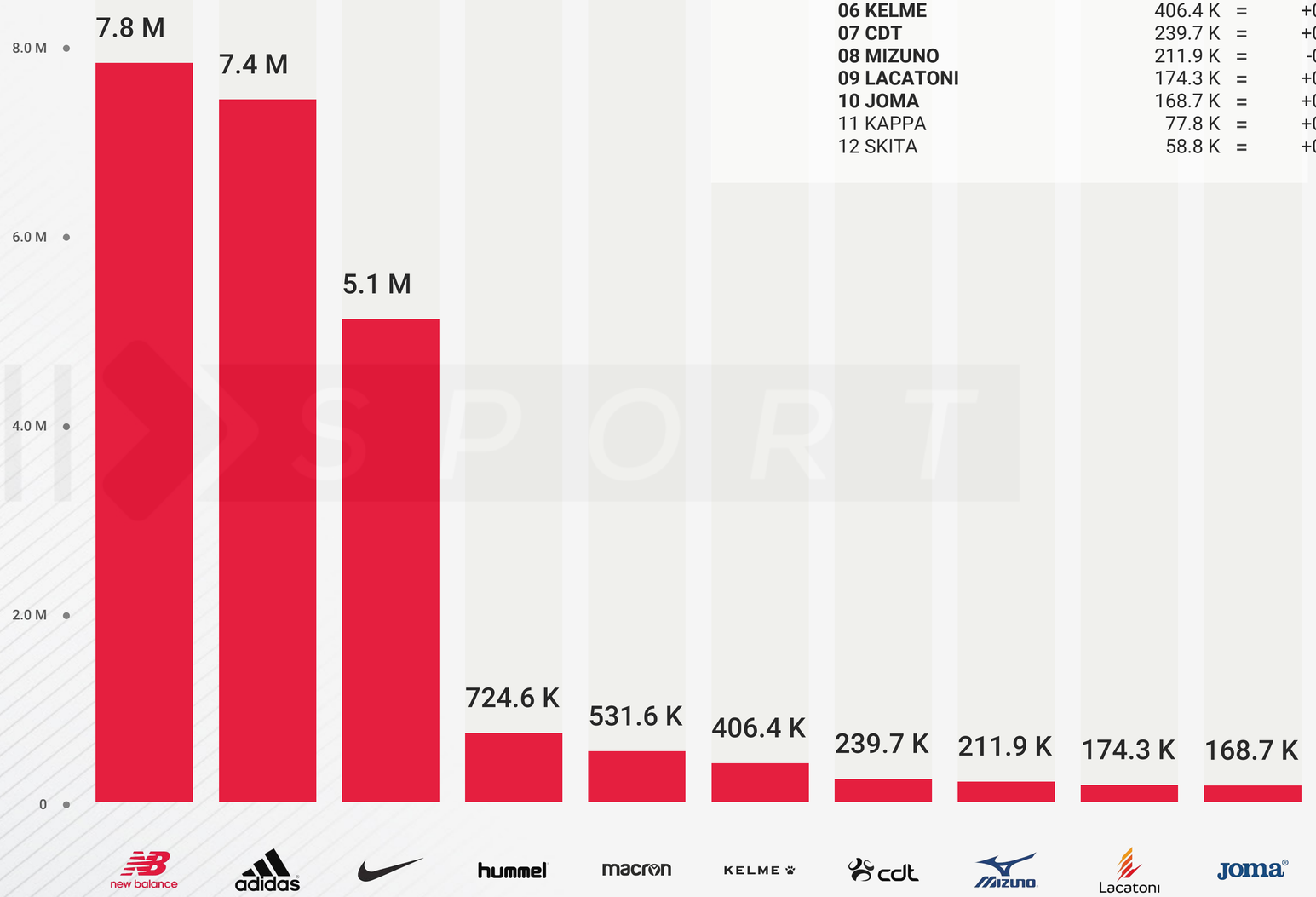
TOTAL FANBASE

22.9 M

LIGA PORTUGAL

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

CLUBS	FANS		% VAR*
01 NEW BALANCE	7.8 M	=	+0.31
02 ADIDAS	7.4 M	=	+0.70
03 NIKE	5.1 M	=	+0.36
04 HUMMEL	724.6 K	=	+1.41
05 MACRON	531.6 K	=	+0.42
06 KELME	406.4 K	=	+0.27
07 CDT	239.7 K	=	+0.13
08 MIZUNO	211.9 K	=	-0.12
09 LACATONI	174.3 K	=	+0.97
10 JOMA	168.7 K	=	+0.45
11 KAPPA	77.8 K	=	+0.69
12 SKITA	58.8 K	=	+0.23



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IQUII SPORT

PORTUGAL Brands

CLUBS
18

SPORT BRANDS
12

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



*[from March 14, 2022 to April 11, 2022]

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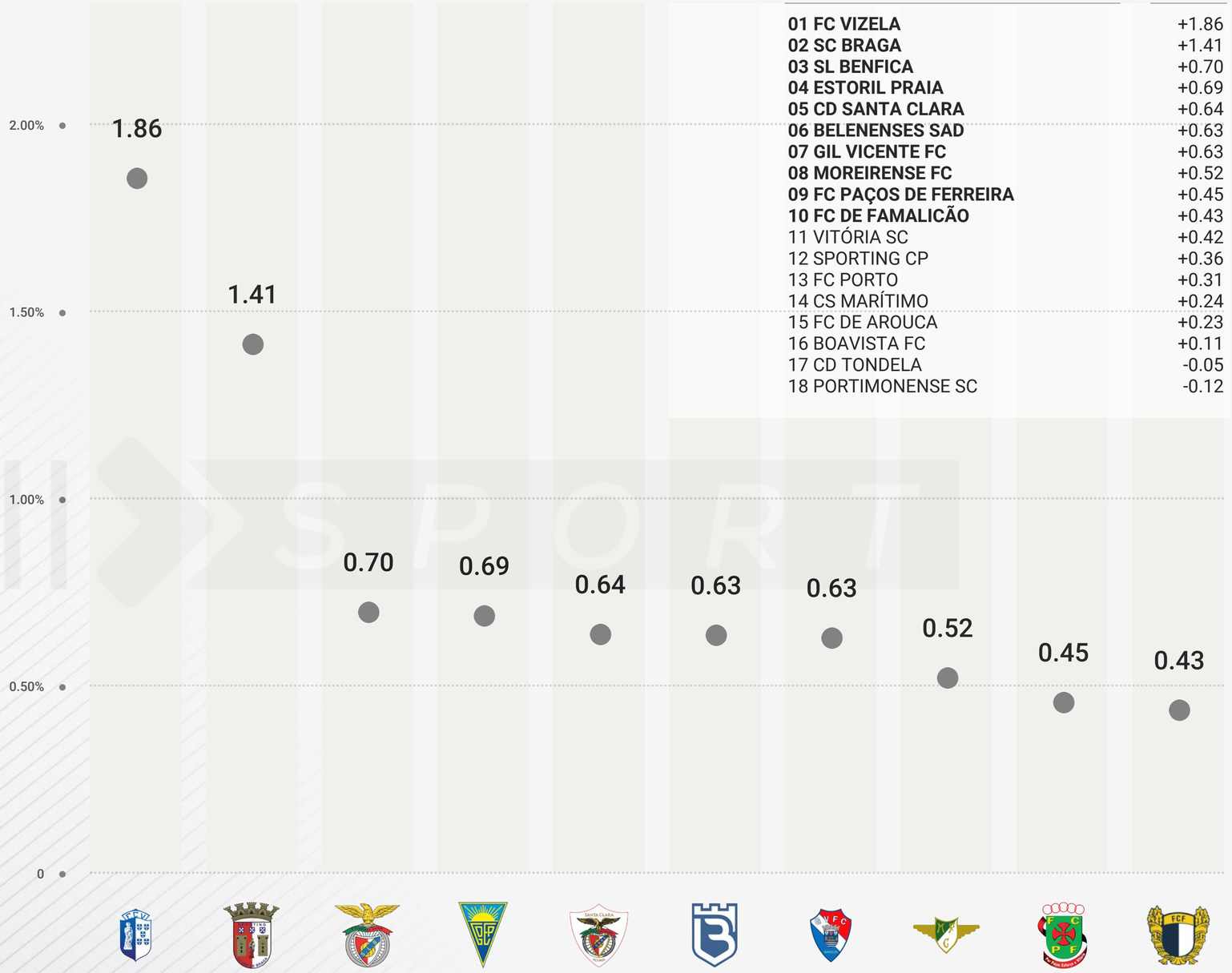
IQUII SPORT

PORTUGAL Grown Up

LIGA PORTUGAL

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	% VAR*
01 FC VIZELA	+1.86
02 SC BRAGA	+1.41
03 SL BENFICA	+0.70
04 ESTORIL PRAIA	+0.69
05 CD SANTA CLARA	+0.64
06 BELENENSES SAD	+0.63
07 GIL VICENTE FC	+0.63
08 MOREIRENSE FC	+0.52
09 FC PAÇOS DE FERREIRA	+0.45
10 FC DE FAMALICÃO	+0.43
11 VITÓRIA SC	+0.42
12 SPORTING CP	+0.36
13 FC PORTO	+0.31
14 CS MARÍTIMO	+0.24
15 FC DE AROUCA	+0.23
16 BOAVISTA FC	+0.11
17 CD TONDELA	-0.05
18 PORTIMONENSE SC	-0.12

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NETHERLANDS Snapshot / First Division



18

CLUBS

Total Eredivisie football clubs analysed.

11

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

20.5 M

+ 1.45%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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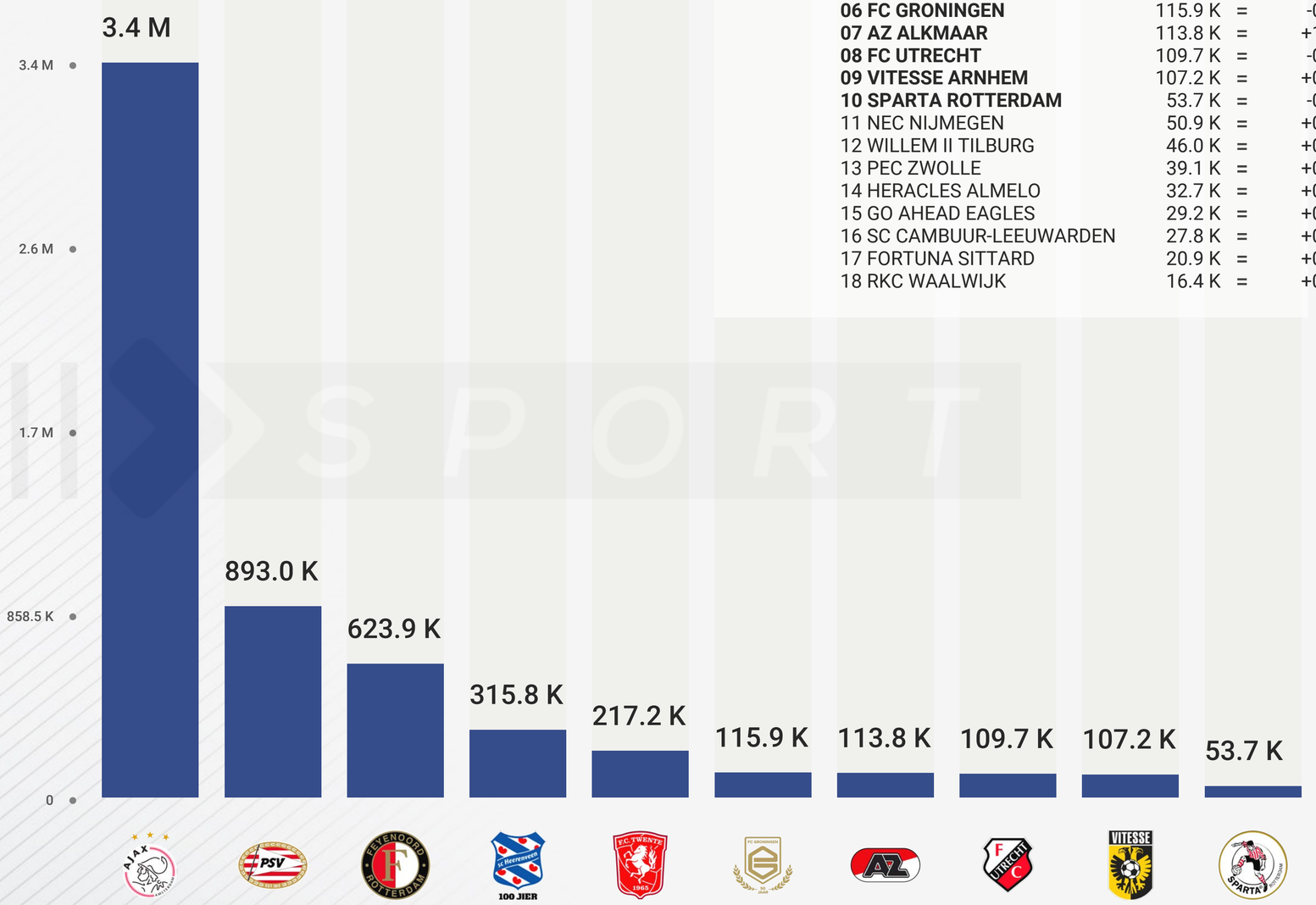
IQUII SPORT

NETHERLANDS Facebook

TOTAL FANBASE

6.2 M

Ranking of the most followed Eredivisie football clubs on Facebook.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	3.4 M	=	+0.57
02 PSV EINDHOVEN	893.0 K	=	+1.55
03 FEYENOORD ROTTERDAM	623.9 K	=	+0.07
04 SC HEERENVEEN	315.8 K	=	-0.36
05 FC TWENTE ENSCHEDE	217.2 K	=	+0.88
06 FC GRONINGEN	115.9 K	=	-0.01
07 AZ ALKMAAR	113.8 K	=	+1.01
08 FC UTRECHT	109.7 K	=	-0.01
09 VITESSE ARNHEM	107.2 K	=	+0.16
10 SPARTA ROTTERDAM	53.7 K	=	-0.18
11 NEC NIJMEGEN	50.9 K	=	+0.10
12 WILLEM II TILBURG	46.0 K	=	+0.05
13 PEC ZWOLLE	39.1 K	=	+0.20
14 HERACLES ALMELO	32.7 K	=	+0.09
15 GO AHEAD EAGLES	29.2 K	=	+0.41
16 SC CAMBUUR-LEEUWARDEN	27.8 K	=	+0.35
17 FORTUNA SITTARD	20.9 K	=	+0.18
18 RKC WAALWIJK	16.4 K	=	+0.66

*[from March 14, 2022 to April 11, 2022]

FB data refers to Likes, not Followers.

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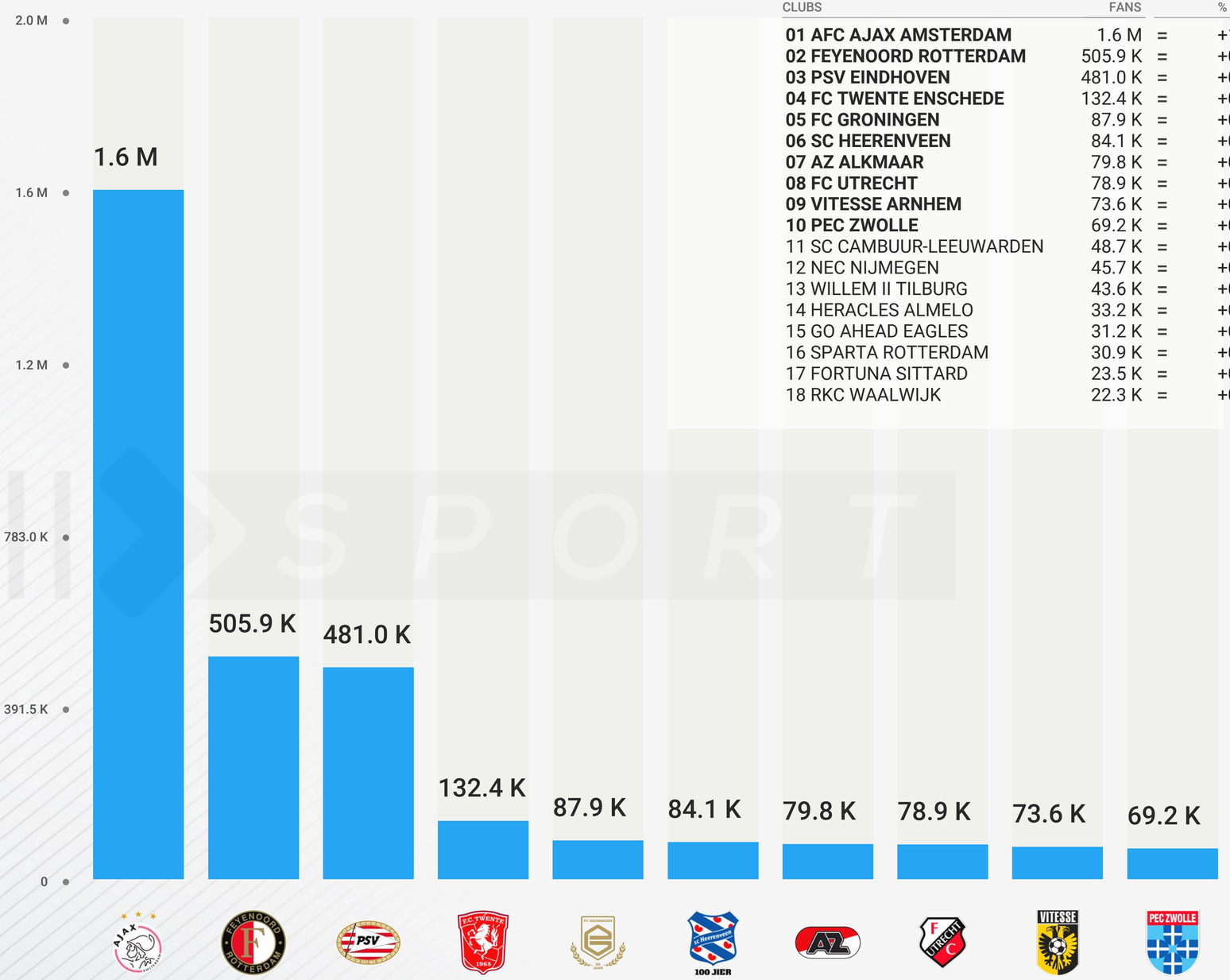
IQUII SPORT

NETHERLANDS Twitter

TOTAL FANBASE

3.4 M

Ranking of the most followed Eredivisie football clubs on Twitter.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	1.6 M	=	+1.19
02 FEYENOORD ROTTERDAM	505.9 K	=	+0.34
03 PSV EINDHOVEN	481.0 K	=	+0.50
04 FC TWENTE ENSCHEDE	132.4 K	=	+0.23
05 FC GRONINGEN	87.9 K	=	+0.23
06 SC HEERENVEEN	84.1 K	=	+0.12
07 AZ ALKMAAR	79.8 K	=	+0.38
08 FC UTRECHT	78.9 K	=	+0.13
09 VITESSE ARNHEM	73.6 K	=	+0.27
10 PEC ZWOLLE	69.2 K	=	+0.14
11 SC CAMBUUR-LEEUWARDEN	48.7 K	=	+0.41
12 NEC NIJMEGEN	45.7 K	=	+0.22
13 WILLEM II TILBURG	43.6 K	=	+0.23
14 HERACLES ALMELO	33.2 K	=	+0.30
15 GO AHEAD EAGLES	31.2 K	=	+0.32
16 SPARTA ROTTERDAM	30.9 K	=	+0.65
17 FORTUNA SITTARD	23.5 K	=	+0.00
18 RKC WAALWIJK	22.3 K	=	+0.90

*[from March 14, 2022 to April 11, 2022]

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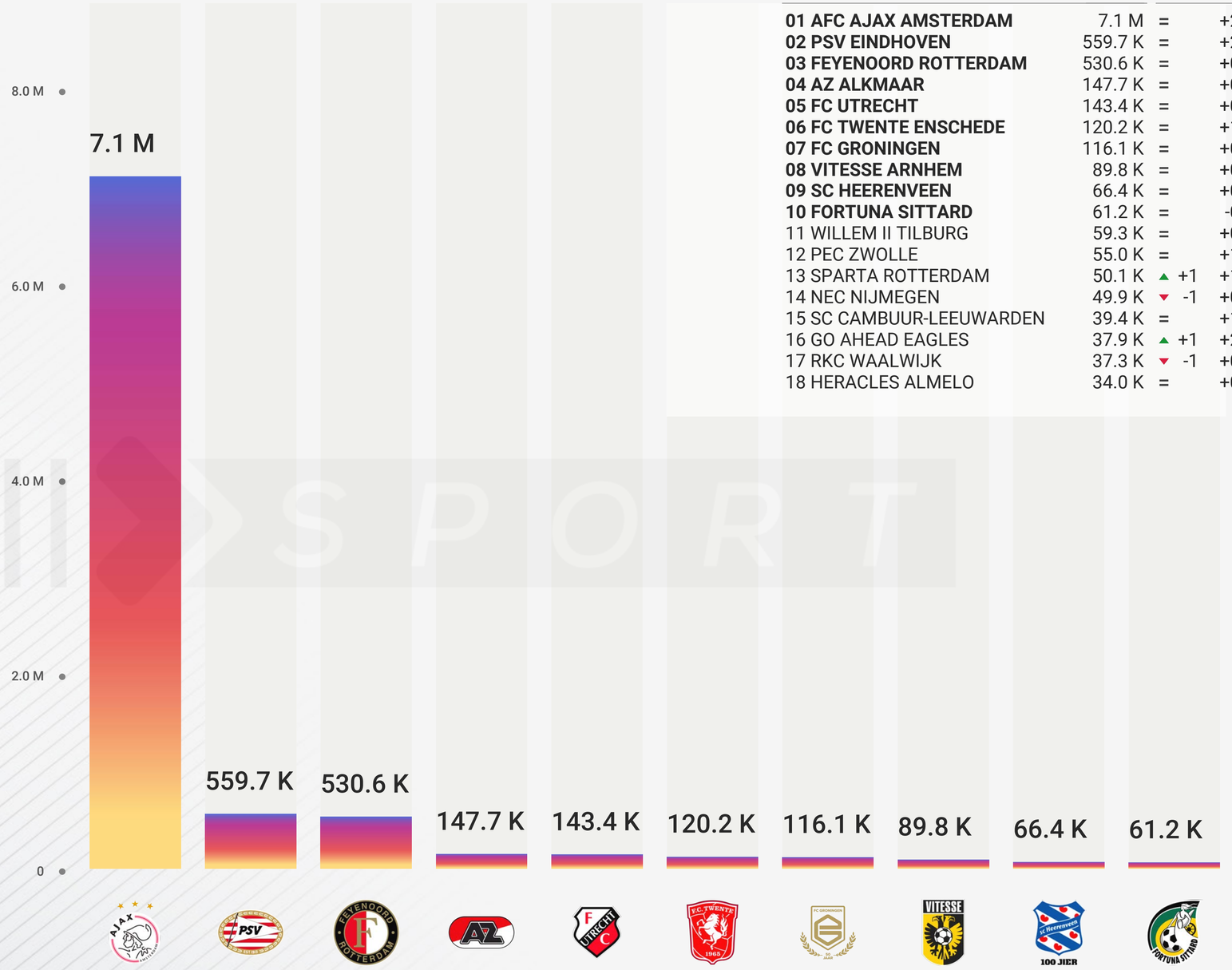
IQUII SPORT

NETHERLANDS Instagram

TOTAL FANBASE

9.3 M

Ranking of the most followed Eredivisie football clubs on Instagram.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	7.1 M	=	+2.73
02 PSV EINDHOVEN	559.7 K	=	+2.17
03 FEYENOORD ROTTERDAM	530.6 K	=	+0.82
04 AZ ALKMAAR	147.7 K	=	+0.97
05 FC UTRECHT	143.4 K	=	+0.09
06 FC TWENTE ENSCHEDE	120.2 K	=	+1.32
07 FC GRONINGEN	116.1 K	=	+0.97
08 VITESSE ARNHEM	89.8 K	=	+0.95
09 SC HEERENVEEN	66.4 K	=	+0.38
10 FORTUNA SITTARD	61.2 K	=	-0.44
11 WILLEM II TILBURG	59.3 K	=	+0.18
12 PEC ZWOLLE	55.0 K	=	+1.24
13 SPARTA ROTTERDAM	50.1 K	▲ +1	+1.52
14 NEC NIJMEGEN	49.9 K	▼ -1	+0.98
15 SC CAMBUUR-LEEUWARDEN	39.4 K	=	+1.20
16 GO AHEAD EAGLES	37.9 K	▲ +1	+2.75
17 RKC WAALWIJK	37.3 K	▼ -1	+0.79
18 HERACLES ALMELO	34.0 K	=	+0.40

*[from March 14, 2022 to April 11, 2022]

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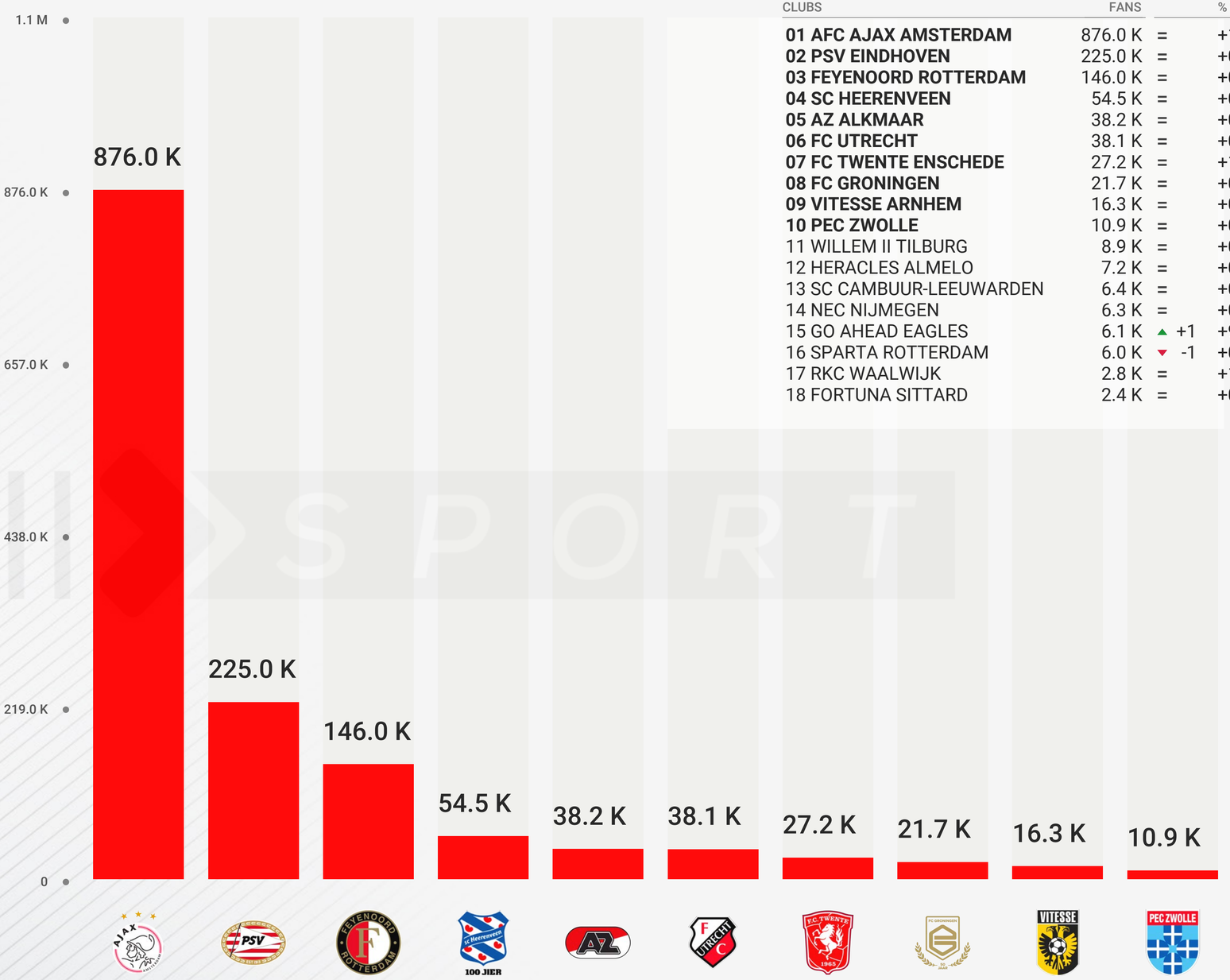
IQUII SPORT

NETHERLANDS YouTube

TOTAL FANBASE

1.5 M

Ranking of the most followed Eredivisie football clubs on YouTube.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	876.0 K	=	+1.62
02 PSV EINDHOVEN	225.0 K	=	+0.90
03 FEYENOORD ROTTERDAM	146.0 K	=	+0.69
04 SC HEERENVEEN	54.5 K	=	+0.00
05 AZ ALKMAAR	38.2 K	=	+0.53
06 FC UTRECHT	38.1 K	=	+0.26
07 FC TWENTE ENSCHEDE	27.2 K	=	+1.12
08 FC GRONINGEN	21.7 K	=	+0.46
09 VITESSE ARNHEM	16.3 K	=	+0.00
10 PEC ZWOLLE	10.9 K	=	+0.00
11 WILLEM II TILBURG	8.9 K	=	+0.34
12 HERACLES ALMELO	7.2 K	=	+0.42
13 SC CAMBUUR-LEEUWARDEN	6.4 K	=	+0.78
14 NEC NIJMEGEN	6.3 K	=	+0.64
15 GO AHEAD EAGLES	6.1 K	▲ +1	+9.66
16 SPARTA ROTTERDAM	6.0 K	▼ -1	+0.84
17 RKC WAALWIJK	2.8 K	=	+1.08
18 FORTUNA SITTARD	2.4 K	=	+0.86

*[from March 14, 2022 to April 11, 2022]

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

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IQUII SPORT

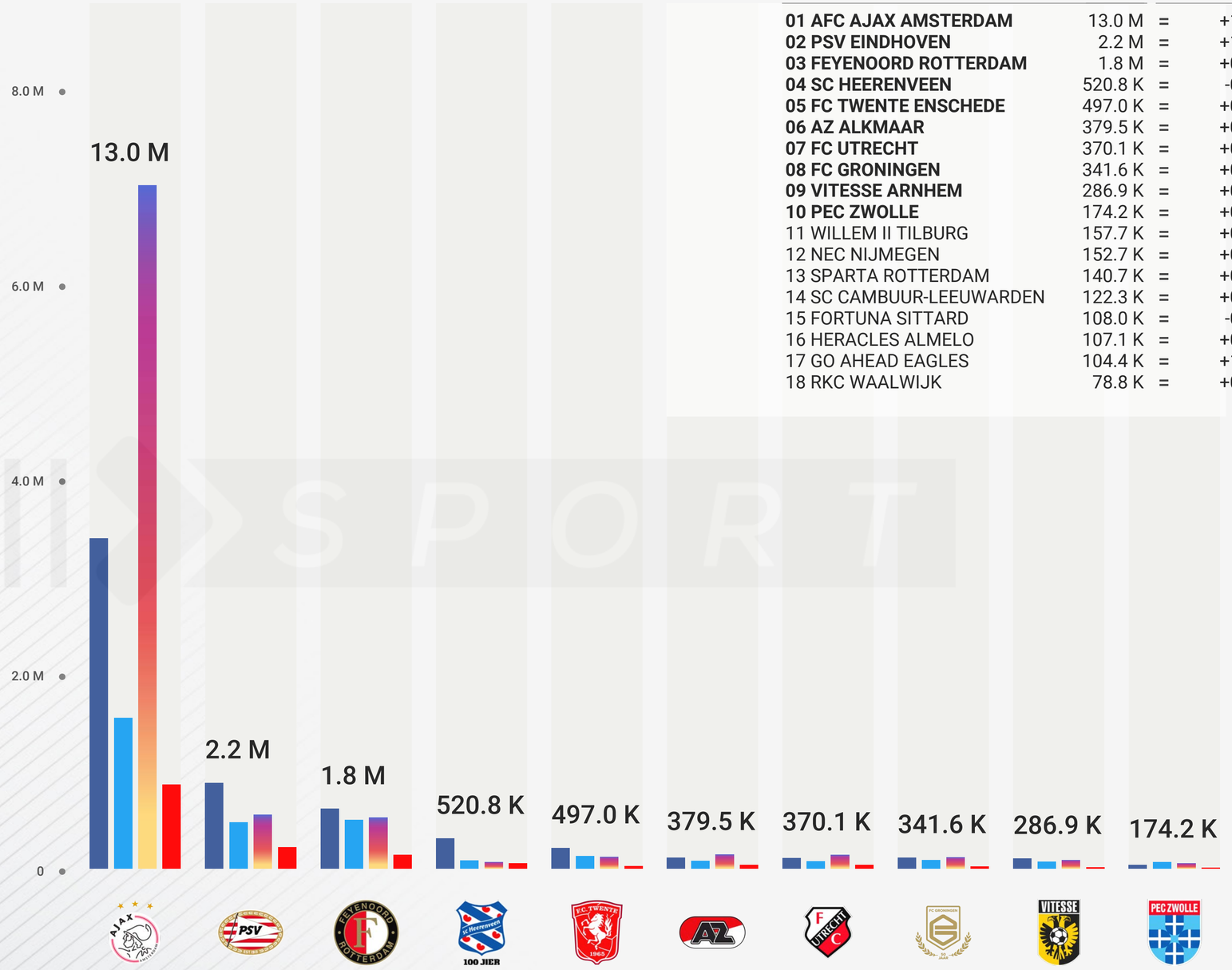
NETHERLANDS Social

TOTAL FANBASE

20.5 M

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	13.0 M	=	+1.89
02 PSV EINDHOVEN	2.2 M	=	+1.40
03 FEYENOORD ROTTERDAM	1.8 M	=	+0.41
04 SC HEERENVEEN	520.8 K	=	-0.15
05 FC TWENTE ENSCHEDE	497.0 K	=	+0.82
06 AZ ALKMAAR	379.5 K	=	+0.81
07 FC UTRECHT	370.1 K	=	+0.09
08 FC GRONINGEN	341.6 K	=	+0.41
09 VITESSE ARNHEM	286.9 K	=	+0.43
10 PEC ZWOLLE	174.2 K	=	+0.49
11 WILLEM II TILBURG	157.7 K	=	+0.16
12 NEC NIJMEGEN	152.7 K	=	+0.44
13 SPARTA ROTTERDAM	140.7 K	=	+0.65
14 SC CAMBUUR-LEEUWARDEN	122.3 K	=	+0.67
15 FORTUNA SITTARD	108.0 K	=	-0.20
16 HERACLES ALMELO	107.1 K	=	+0.28
17 GO AHEAD EAGLES	104.4 K	=	+1.73
18 RKC WAALWIJK	78.8 K	=	+0.80

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IQUII SPORT

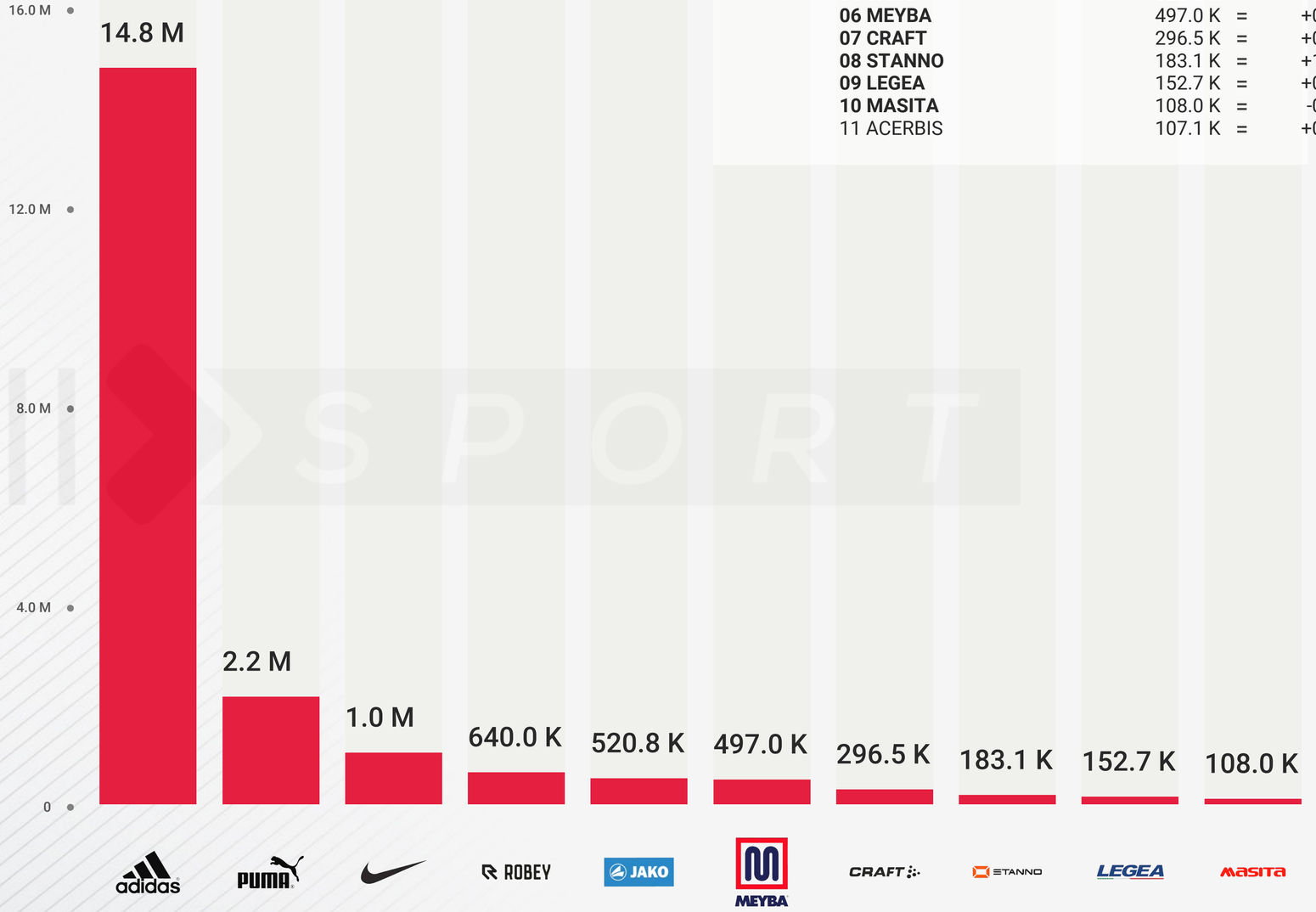
NETHERLANDS Brands

TOTAL FANBASE

20.5 M

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

CLUBS	FANS		% VAR*
01 ADIDAS	14.8 M	=	+1.71
02 PUMA	2.2 M	=	+1.40
03 NIKE	1.0 M	=	+0.45
04 ROBEY	640.0 K	=	+0.40
05 JAKO	520.8 K	=	-0.15
06 MEYBA	497.0 K	=	+0.82
07 CRAFT	296.5 K	=	+0.57
08 STANNO	183.1 K	=	+1.33
09 LEGEA	152.7 K	=	+0.44
10 MASITA	108.0 K	=	-0.20
11 ACERBIS	107.1 K	=	+0.28



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

NETHERLANDS Brands

CLUBS
18

SPORT BRANDS
11

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



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

NETHERLANDS Grown Up



CLUBS	% VAR*
01 AFC AJAX AMSTERDAM	**+1.89**
02 GO AHEAD EAGLES	**+1.73**
03 PSV EINDHOVEN	**+1.40**
04 FC TWENTE ENSCHEDE	**+0.82**
05 AZ ALKMAAR	**+0.81**
06 RKC WAALWIJK	**+0.80**
07 SC CAMBUUR-LEEUWARDEN	**+0.67**
08 SPARTA ROTTERDAM	**+0.65**
09 PEC ZWOLLE	**+0.49**
10 NEC NIJMEGEN	**+0.44**
11 VITESSE ARNHEM	+0.43
12 FEYENOORD ROTTERDAM	+0.41
13 FC GRONINGEN	+0.41
14 HERACLES ALMELO	+0.28
15 WILLEM II TILBURG	+0.16
16 FC UTRECHT	+0.09
17 SC HEERENVEEN	-0.15
18 FORTUNA SITTARD	-0.20

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

*[from March 14, 2022 to April 11, 2022]

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LAST UPDATE APR 2022

BELGIUM Snapshot / First Division



18

CLUBS

Total Pro League football clubs analysed.

13

BRANDS

Total Pro League Sport Brands on jerseys analysed.

5.7 M

+ 0.65%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

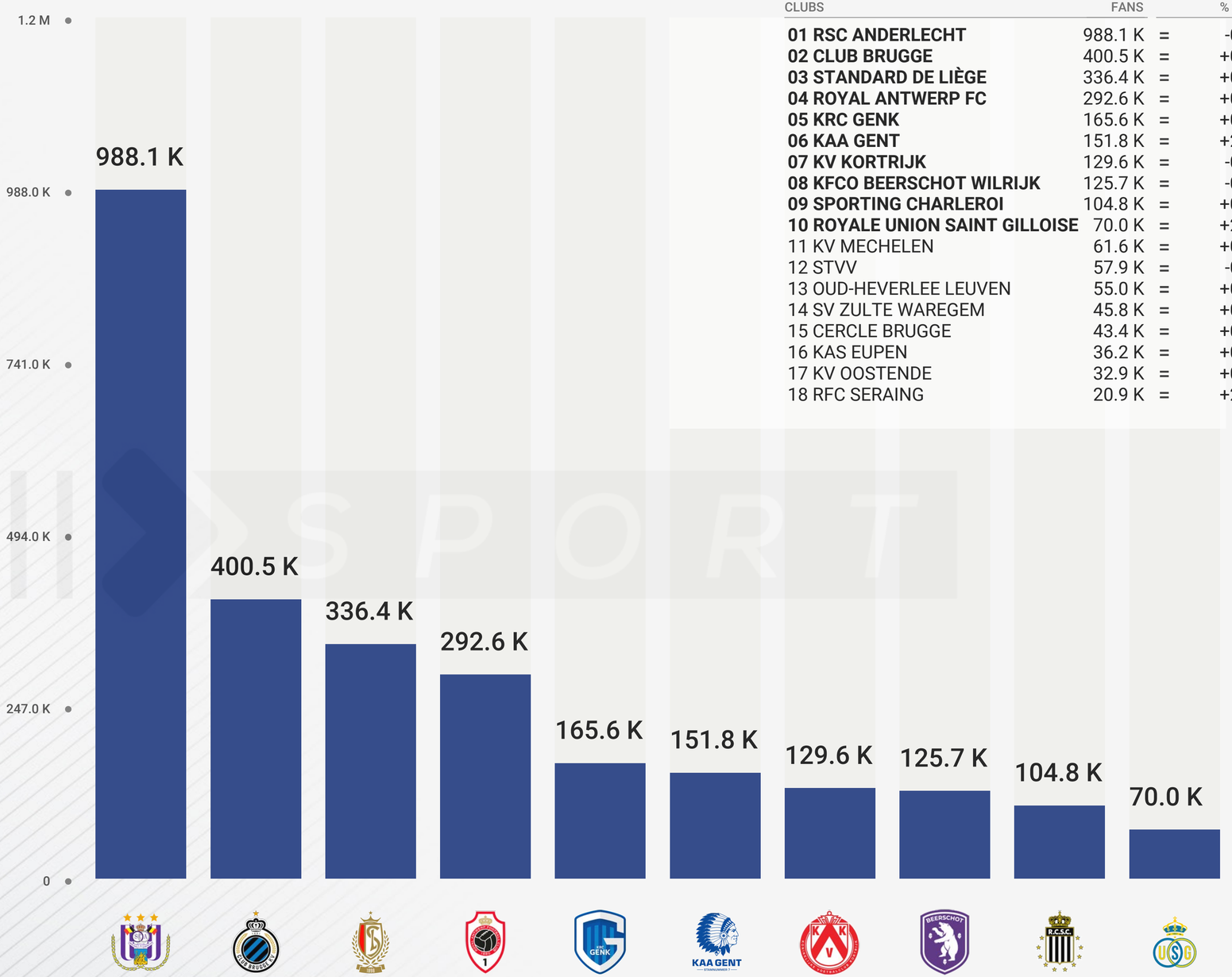
BELGIUM Facebook

TOTAL FANBASE

3.1 M

Jupiler Pro League

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



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	988.1 K	=	-0.06
02 CLUB BRUGGE	400.5 K	=	+0.05
03 STANDARD DE LIÈGE	336.4 K	=	+0.58
04 ROYAL ANTWERP FC	292.6 K	=	+0.04
05 KRC GENK	165.6 K	=	+0.18
06 KAA GENT	151.8 K	=	+2.62
07 KV KORTRIJK	129.6 K	=	-0.06
08 KFCO BEERSCHOT WILRIJK	125.7 K	=	-0.24
09 SPORTING CHARLEROI	104.8 K	=	+0.29
10 ROYALE UNION SAINT GILLOISE	70.0 K	=	+2.34
11 KV MECHELEN	61.6 K	=	+0.13
12 STVV	57.9 K	=	-0.08
13 OUD-HEVERLEE LEUVEN	55.0 K	=	+0.01
14 SV ZULTE WAREGEM	45.8 K	=	+0.10
15 CERCLE BRUGGE	43.4 K	=	+0.81
16 KAS EUPEN	36.2 K	=	+0.21
17 KV OOSTENDE	32.9 K	=	+0.16
18 RFC SERAING	20.9 K	=	+2.20

*[from March 14, 2022 to April 11, 2022]

FB data refers to Likes, not Followers.

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IQUII SPORT

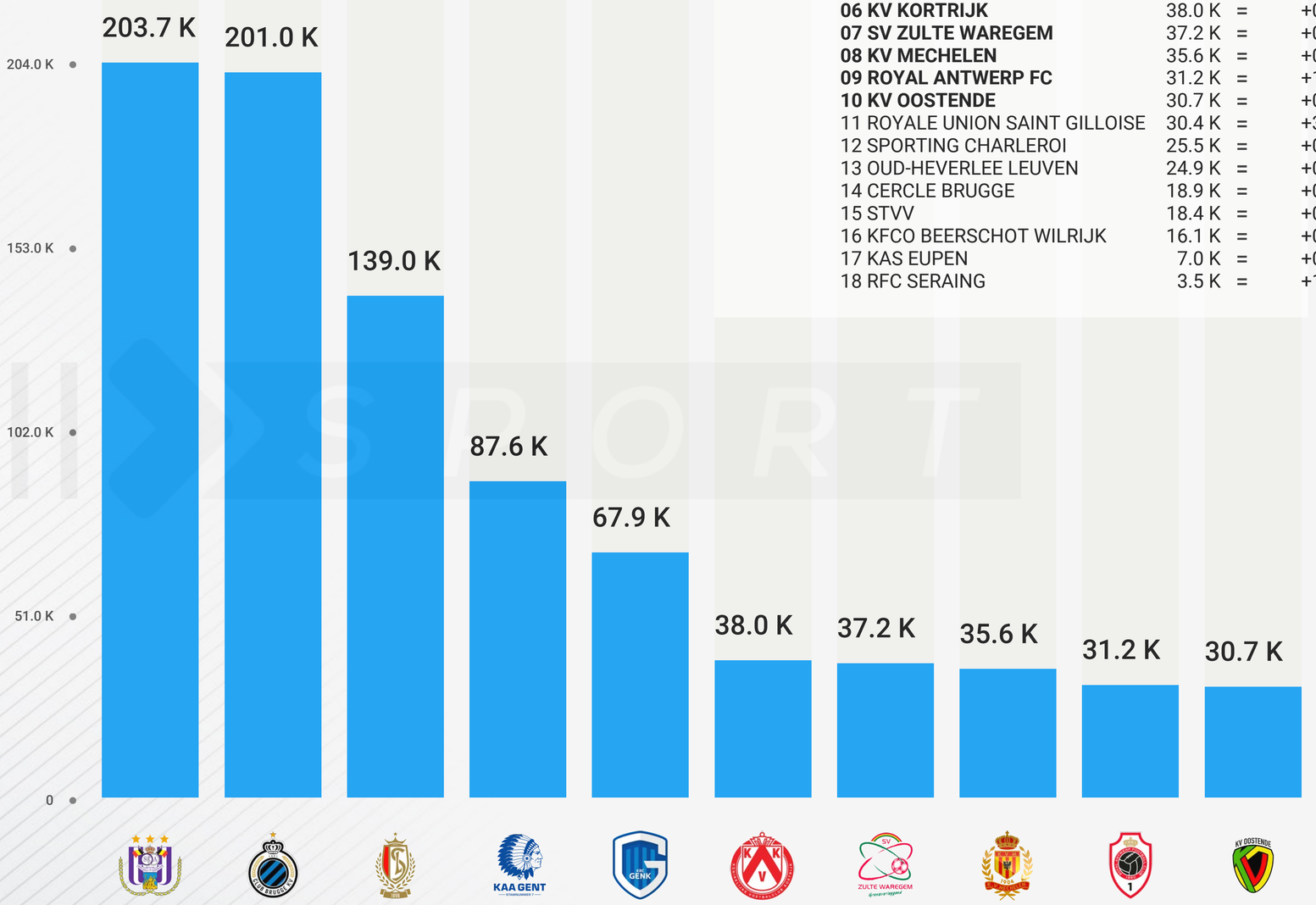
BELGIUM Twitter

TOTAL FANBASE

1.0 M

Jupiler Pro League

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



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	203.7 K	=	+0.39
02 CLUB BRUGGE	201.0 K	=	+0.25
03 STANDARD DE LIÈGE	139.0 K	=	+0.36
04 KAA GENT	87.6 K	=	+0.11
05 KRC GENK	67.9 K	=	+0.59
06 KV KORTRIJK	38.0 K	=	+0.00
07 SV ZULTE WAREGEM	37.2 K	=	+0.00
08 KV MECHELEN	35.6 K	=	+0.28
09 ROYAL ANTWERP FC	31.2 K	=	+1.30
10 KV OOSTENDE	30.7 K	=	+0.00
11 ROYALE UNION SAINT GILLOISE	30.4 K	=	+3.40
12 SPORTING CHARLEROI	25.5 K	=	+0.39
13 OUD-HEVERLEE LEUVEN	24.9 K	=	+0.00
14 CERCLE BRUGGE	18.9 K	=	+0.53
15 STVV	18.4 K	=	+0.00
16 KFCO BEERSCHOT WILRIJK	16.1 K	=	+0.63
17 KAS EUPEN	7.0 K	=	+0.35
18 RFC SERAING	3.5 K	=	+1.31

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

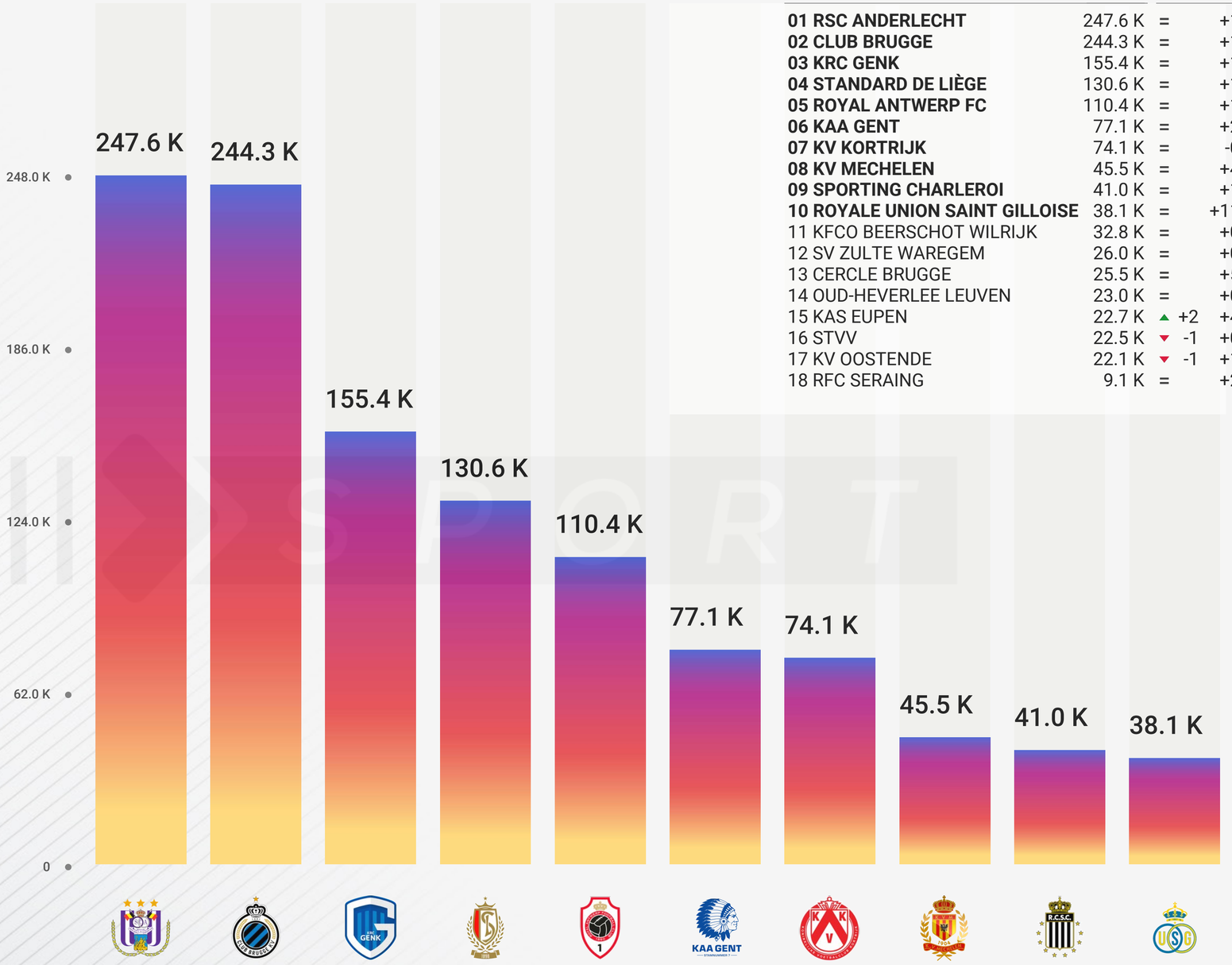
BELGIUM Instagram

TOTAL FANBASE

1.3 M

Jupiler Pro League

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



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	247.6 K	=	+1.48
02 CLUB BRUGGE	244.3 K	=	+1.06
03 KRC GENK	155.4 K	=	+1.31
04 STANDARD DE LIÈGE	130.6 K	=	+1.01
05 ROYAL ANTWERP FC	110.4 K	=	+1.27
06 KAA GENT	77.1 K	=	+2.10
07 KV KORTRIJK	74.1 K	=	-0.04
08 KV MECHELEN	45.5 K	=	+4.26
09 SPORTING CHARLEROI	41.0 K	=	+1.45
10 ROYALE UNION SAINT GILLOISE	38.1 K	=	+11.34
11 KFCO BEERSCHOT WILRIJK	32.8 K	=	+0.47
12 SV ZULTE WAREGEM	26.0 K	=	+0.62
13 CERCLE BRUGGE	25.5 K	=	+5.50
14 OUD-HEVERLEE LEUVEN	23.0 K	=	+0.87
15 KAS EUPEN	22.7 K	▲ +2	+4.80
16 STVV	22.5 K	▼ -1	+0.85
17 KV OOSTENDE	22.1 K	▼ -1	+1.20
18 RFC SERAING	9.1 K	=	+2.57

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

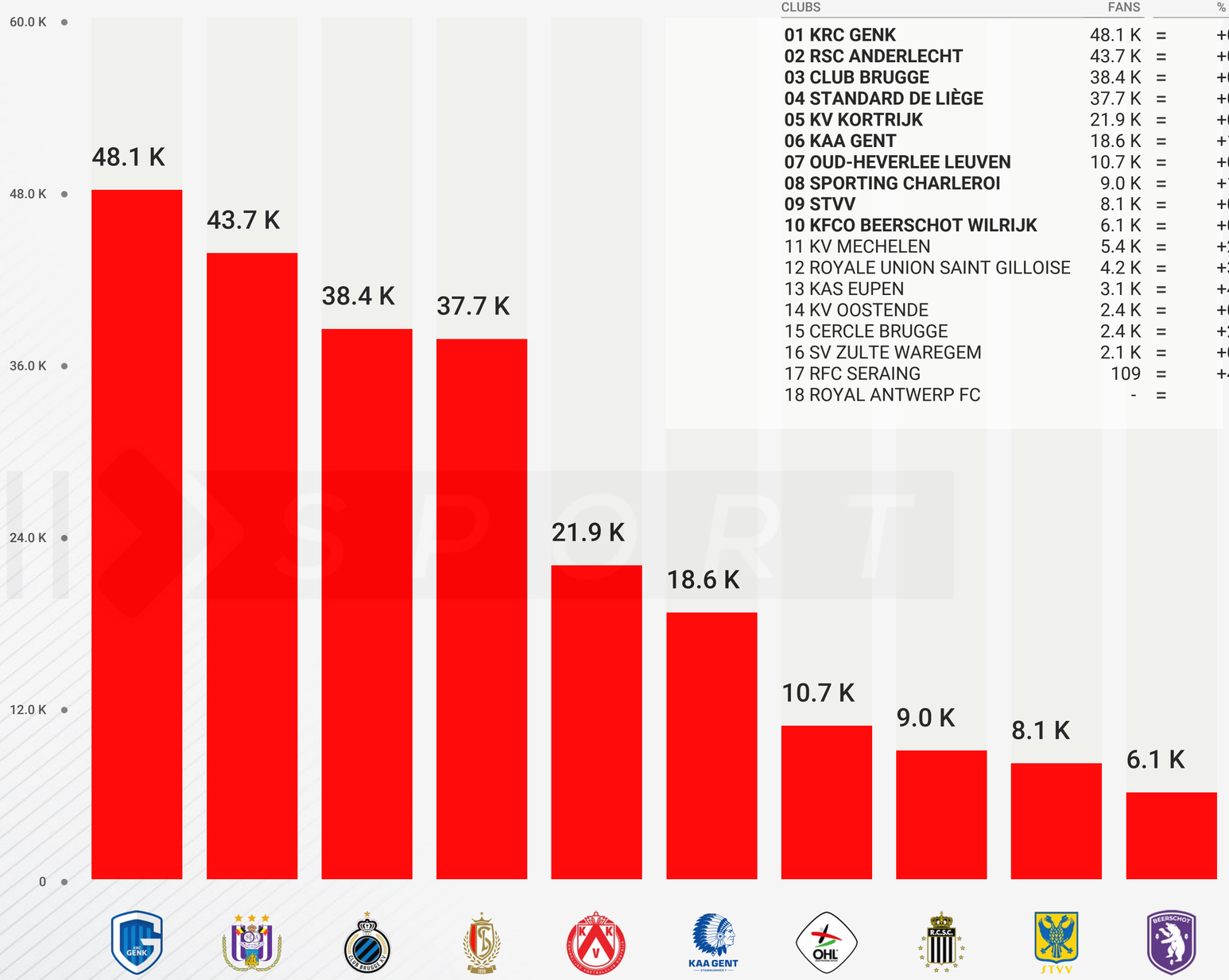
BELGIUM YouTube

TOTAL FANBASE

262 K

Jupiler Pro League

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



CLUBS	FANS		% VAR*
01 KRC GENK	48.1 K	=	+0.63
02 RSC ANDERLECHT	43.7 K	=	+0.92
03 CLUB BRUGGE	38.4 K	=	+0.52
04 STANDARD DE LIÈGE	37.7 K	=	+0.53
05 KV KORTRIJK	21.9 K	=	+0.46
06 KAA GENT	18.6 K	=	+1.09
07 OUD-HEVERLEE LEUVEN	10.7 K	=	+0.00
08 SPORTING CHARLEROI	9.0 K	=	+1.36
09 STVV	8.1 K	=	+0.25
10 KFCO BEERSCHOT WILRIJK	6.1 K	=	+0.50
11 KV MECHELEN	5.4 K	=	+2.84
12 ROYALE UNION SAINT GILLOISE	4.2 K	=	+3.48
13 KAS EUPEN	3.1 K	=	+4.39
14 KV OOSTENDE	2.4 K	=	+0.83
15 CERCLE BRUGGE	2.4 K	=	+2.97
16 SV ZULTE WAREGEM	2.1 K	=	+0.00
17 RFC SERAING	109	=	+4.81
18 ROYAL ANTWERP FC	-	=	n/a

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

BELGIUM Social

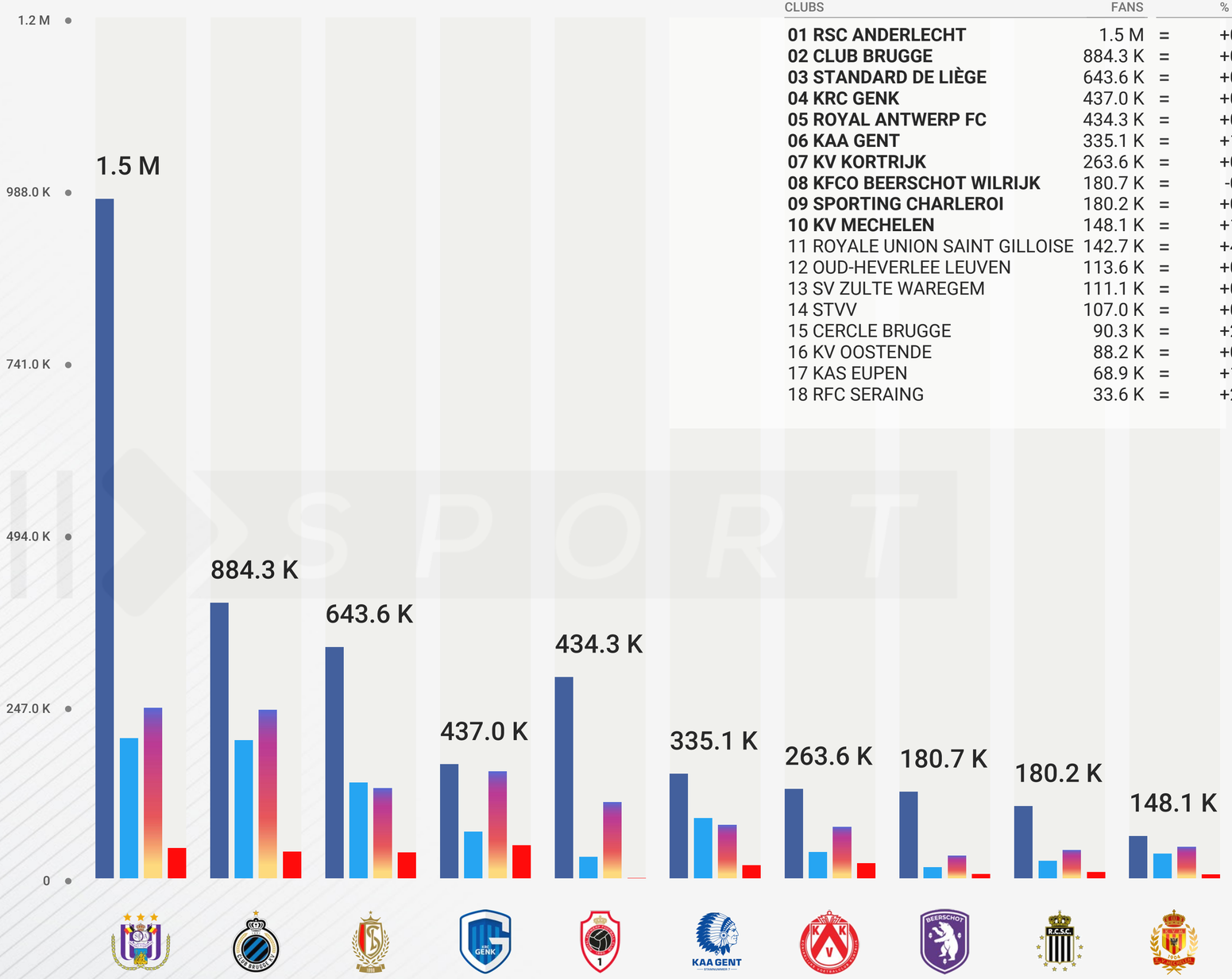
TOTAL FANBASE

5.7 M

Jupiler Pro League

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	1.5 M	=	+0.28
02 CLUB BRUGGE	884.3 K	=	+0.40
03 STANDARD DE LIÈGE	643.6 K	=	+0.62
04 KRC GENK	437.0 K	=	+0.69
05 ROYAL ANTWERP FC	434.3 K	=	+0.44
06 KAA GENT	335.1 K	=	+1.75
07 KV KORTRIJK	263.6 K	=	+0.00
08 KFCO BEERSCHOT WILRIJK	180.7 K	=	-0.01
09 SPORTING CHARLEROI	180.2 K	=	+0.62
10 KV MECHELEN	148.1 K	=	+1.50
11 ROYALE UNION SAINT GILLOISE	142.7 K	=	+4.87
12 OUD-HEVERLEE LEUVEN	113.6 K	=	+0.18
13 SV ZULTE WAREGEM	111.1 K	=	+0.18
14 STVV	107.0 K	=	+0.15
15 CERCLE BRUGGE	90.3 K	=	+2.09
16 KV OOSTENDE	88.2 K	=	+0.38
17 KAS EUPEN	68.9 K	=	+1.87
18 RFC SERAING	33.6 K	=	+2.21

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IQUII SPORT

BELGIUM Brands

TOTAL FANBASE

5.7 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.



CLUBS	FANS		% VAR*
01 JOMA	1.5 M	=	+0.28
02 MACRON	991.2 K	=	+0.37
03 ADIDAS	826.1 K	=	+0.66
04 NIKE	437.0 K	=	+0.69
05 JAKO	434.3 K	=	+0.44
06 CRAFT	335.1 K	=	+1.75
07 KAPPA	304.1 K	=	+1.23
08 BELTONA	263.6 K	=	+0.00
09 XIII	180.7 K	=	-0.01
10 ERREA	148.1 K	=	+1.50
11 LE COQ SPORTIF	142.7 K	=	+4.87
12 PATRICK	111.1 K	=	+0.18
13 KIPSTA	88.2 K	=	+0.38

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

BELGIUM Brands

CLUBS
18

SPORT BRANDS
13

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



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

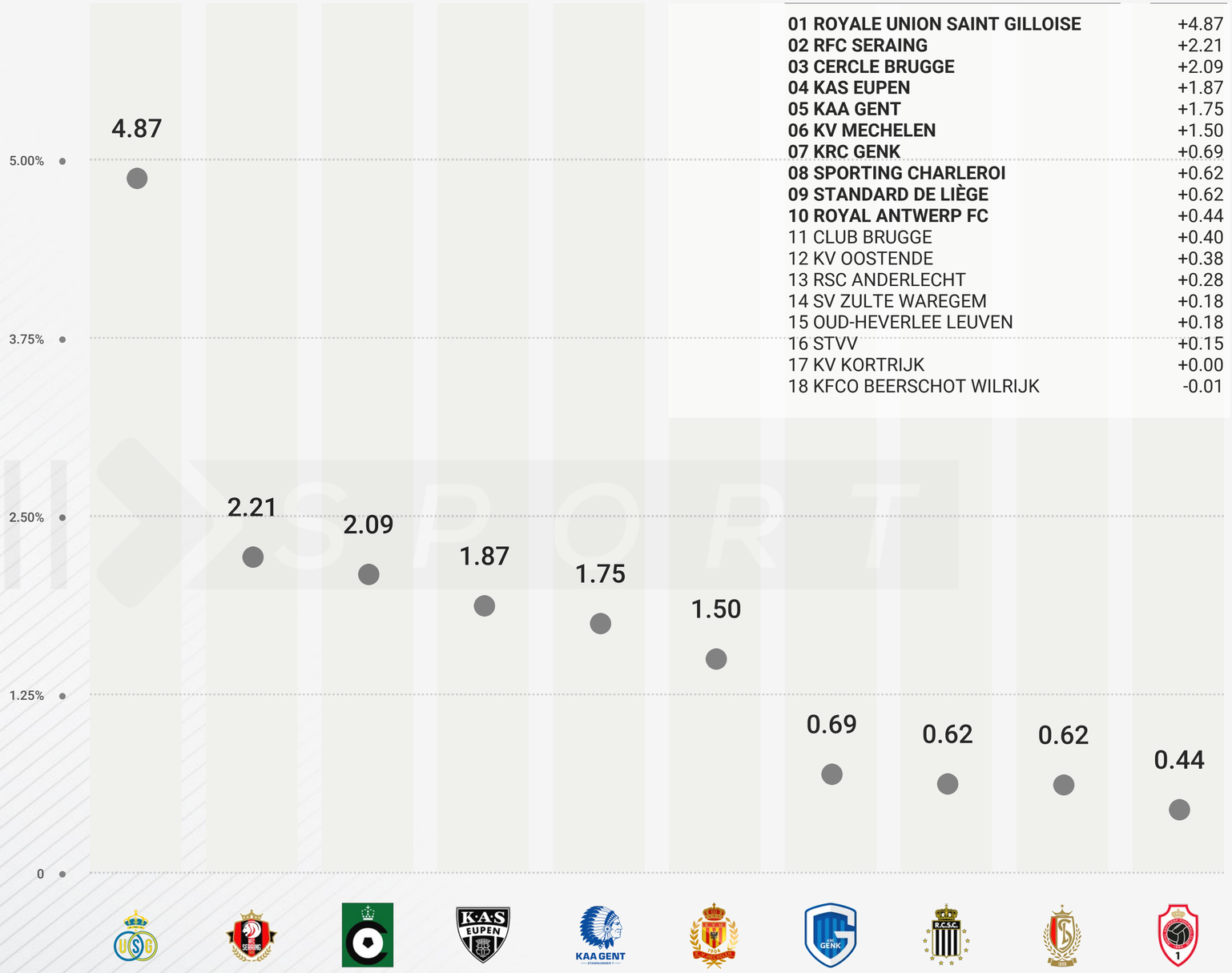
BELGIUM Grown Up

Jupiler Pro League

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

*[from March 14, 2022 to April 11, 2022]

CLUBS	% VAR*
01 ROYALE UNION SAINT GILLOISE	**+4.87**
02 RFC SERAING	**+2.21**
03 CERCLE BRUGGE	**+2.09**
04 KAS EUPEN	**+1.87**
05 KAA GENT	**+1.75**
06 KV MECHELEN	**+1.50**
07 KRC GENK	**+0.69**
08 SPORTING CHARLEROI	**+0.62**
09 STANDARD DE LIÈGE	**+0.62**
10 ROYAL ANTWERP FC	**+0.44**
11 CLUB BRUGGE	+0.40
12 KV OOSTENDE	+0.38
13 RSC ANDERLECHT	+0.28
14 SV ZULTE WAREGEM	+0.18
15 OUD-HEVERLEE LEUVEN	+0.18
16 STVV	+0.15
17 KV KORTRIJK	+0.00
18 KFCO BEERSCHOT WILRIJK	-0.01



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LAST UPDATE APR 2022

UKRAINE Snapshot / First Division



16

CLUBS

Total Ukrainian PL football clubs analysed.

7

BRANDS

Total Ukrainian PL Sport Brands on jerseys analysed.

3.7 M

+ 0.40%*

FANS

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

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

UKRAINE Facebook

TOTAL FANBASE

1.7 M

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	1.4 M	=	-0.07
02 DYNAMO KYIV	174.5 K	=	+0.19
03 FC METALIST	11.7 K	=	-0.14
04 VORSKLA POLTAVA	11.7 K	=	+0.49
05 NK VERES RIVNE	10.4 K	=	+0.10
06 ZORYA LUHANSK	9.1 K	=	+0.01
07 DESNA CHERNIHIV	8.0 K	=	+0.08
08 FK MINAJ	7.6 K	=	+0.58
09 RUKH VYNNYKY	7.3 K	=	+0.91
10 SK DNIPRO-1	6.4 K	=	+3.09
11 FK LVIV	5.9 K	=	+0.07
12 CHORNOMORETS ODESSA	5.8 K	=	-0.10
13 FK INHULETS PETROVE	5.4 K	=	+1.59
14 FK OLEXANDRIYA	4.9 K	=	-0.16
15 KOLOS KOVALIVKA	4.8 K	=	+3.58
16 FK MARIUPOL	4.0 K	=	+1.68

*[from March 14, 2022 to April 11, 2022]

FB data refers to Likes, not Followers.

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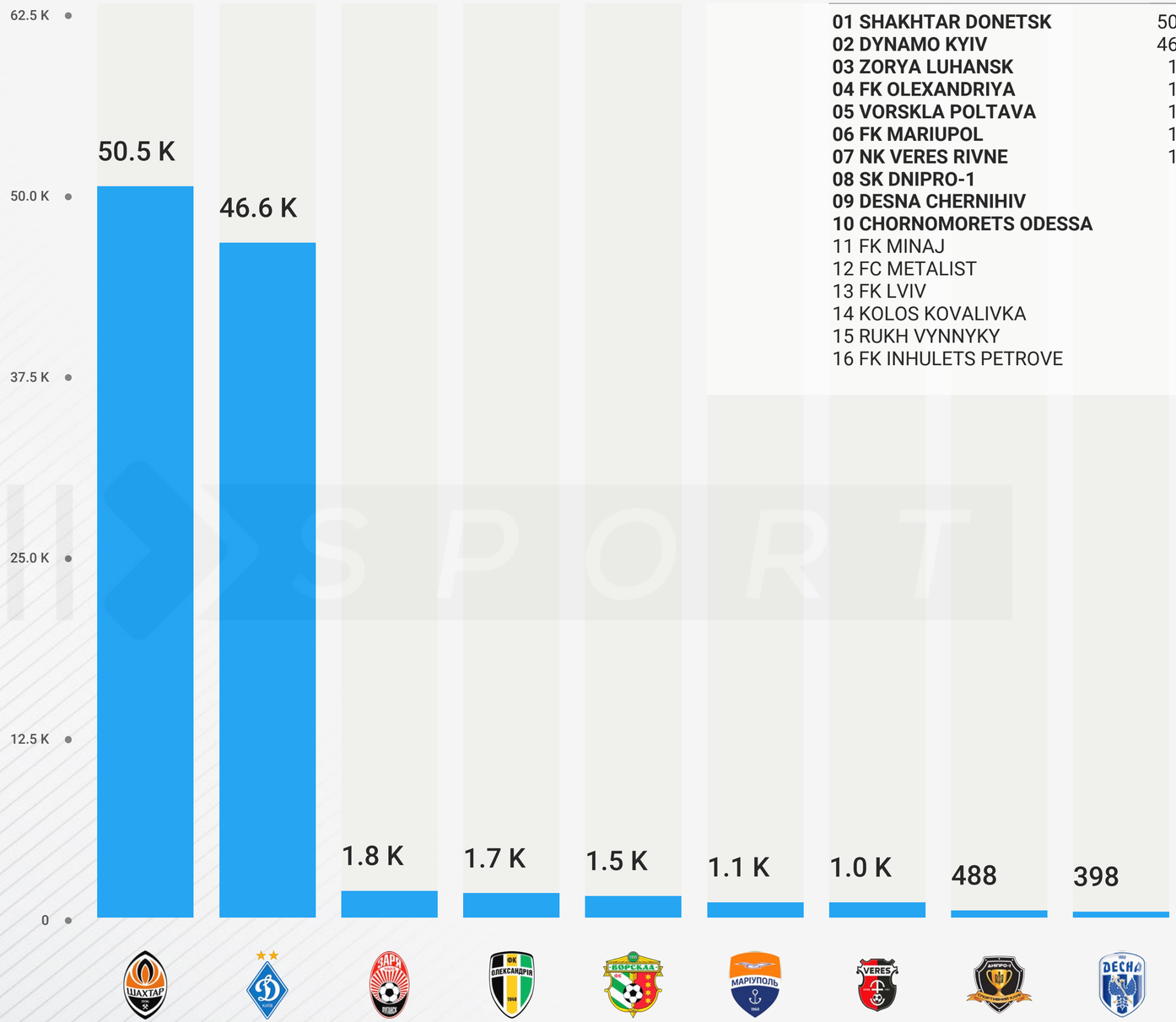
IQUII SPORT

UKRAINE Twitter

TOTAL FANBASE

105 K

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	50.5 K	=	+2.23
02 DYNAMO KYIV	46.6 K	=	+1.08
03 ZORYA LUHANSK	1.8 K	=	+0.71
04 FK OLEXANDRIYA	1.7 K	=	+0.30
05 VORSKLA POLTAVA	1.5 K	=	+0.34
06 FK MARIUPOL	1.1 K	▲ +1	+3.43
07 NK VERES RIVNE	1.0 K	▼ -1	+0.68
08 SK DNIPRO-1	488	=	+6.55
09 DESNA CHERNIHIV	398	=	+3.11
10 CHORNOMORETS ODESSA	-		-
11 FK MINAJ	-		-
12 FC METALIST	-		-
13 FK LVIV	-		-
14 KOLOS KOVALIVKA	-		-
15 RUKH VYNNYKY	-		-
16 FK INHULETS PETROVE	-		-

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

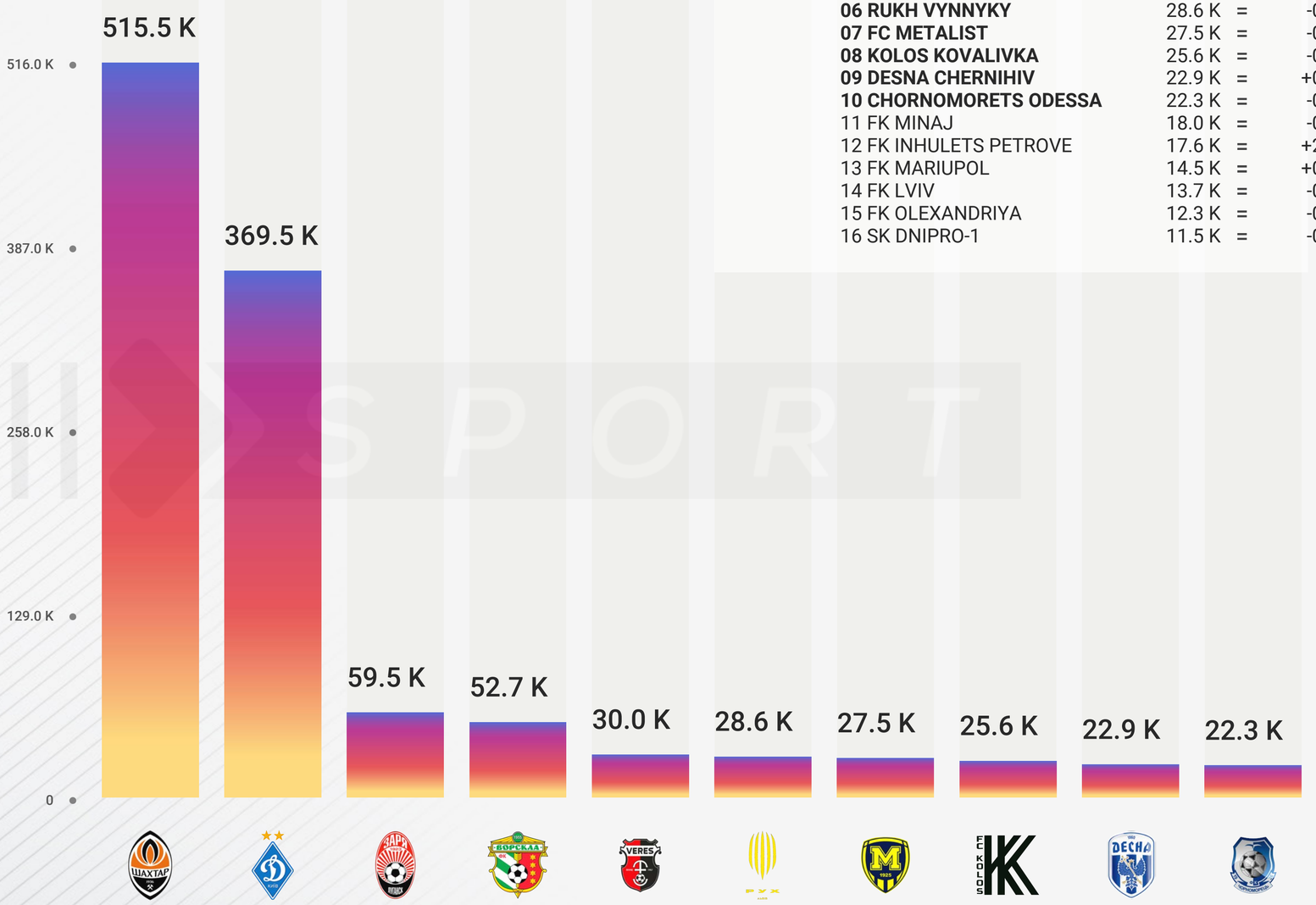
UKRAINE Instagram

TOTAL FANBASE

1.2 M

Українська Прем'єр-Ліга

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	515.5 K	=	+2.01
02 DYNAMO KYIV	369.5 K	=	-0.22
03 ZORYA LUHANSK	59.5 K	=	-0.23
04 VORSKLA POLTAVA	52.7 K	=	+5.83
05 NK VERES RIVNE	30.0 K	=	-0.81
06 RUKH VYNNYKY	28.6 K	=	-0.45
07 FC METALIST	27.5 K	=	-0.17
08 KOLOS KOVALIVKA	25.6 K	=	-0.31
09 DESNA CHERNIHIV	22.9 K	=	+0.12
10 CHORNOMORETS ODESSA	22.3 K	=	-0.58
11 FK MINAJ	18.0 K	=	-0.68
12 FK INHULETS PETROVE	17.6 K	=	+2.60
13 FK MARIUPOL	14.5 K	=	+0.75
14 FK LVIV	13.7 K	=	-0.74
15 FK OLEXANDRIYA	12.3 K	=	-0.66
16 SK DNIPRO-1	11.5 K	=	-0.15

*[from March 14, 2022 to April 11, 2022]

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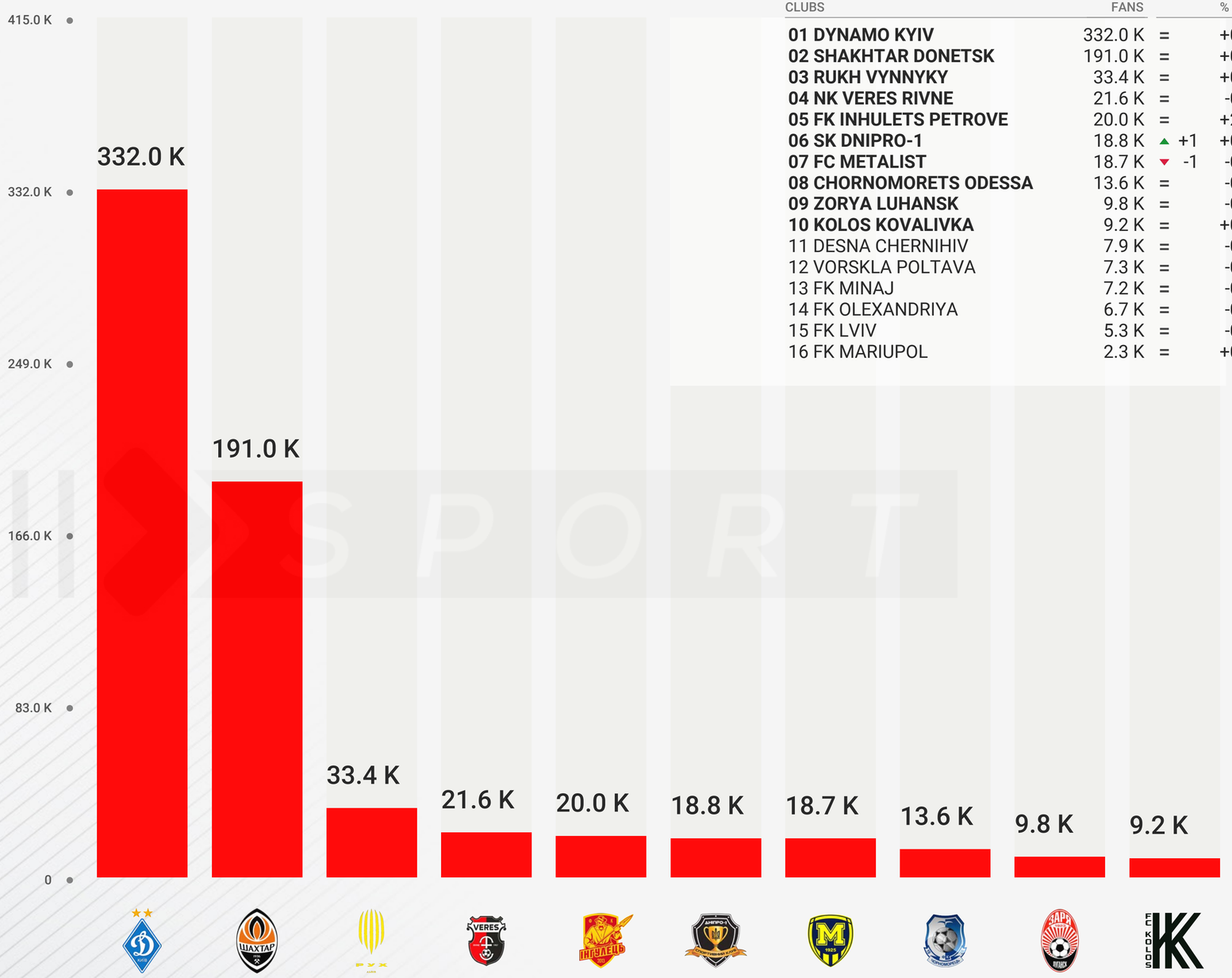
IQUII SPORT

UKRAINE YouTube

TOTAL FANBASE

705 K

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



CLUBS	FANS		% VAR*
01 DYNAMO KYIV	332.0 K	=	+0.00
02 SHAKHTAR DONETSK	191.0 K	=	+0.53
03 RUKH VYNNYKY	33.4 K	=	+0.30
04 NK VERES RIVNE	21.6 K	=	-0.46
05 FK INHULETS PETROVE	20.0 K	=	+2.56
06 SK DNIPRO-1	18.8 K	▲ +1	+0.00
07 FC METALIST	18.7 K	▼ -1	-0.53
08 CHORNOMORETS ODESSA	13.6 K	=	-0.73
09 ZORYA LUHANSK	9.8 K	=	-0.51
10 KOLOS KOVALIVKA	9.2 K	=	+0.22
11 DESNA CHERNIHIV	7.9 K	=	-0.13
12 VORSKLA POLTAVA	7.3 K	=	-0.14
13 FK MINAJ	7.2 K	=	-0.28
14 FK OLEXANDRIYA	6.7 K	=	-0.15
15 FK LVIV	5.3 K	=	-0.19
16 FK MARIUPOL	2.3 K	=	+0.00

*[from March 14, 2022 to April 11, 2022]

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LAST UPDATE APR 2022

IQUII SPORT

UKRAINE Social

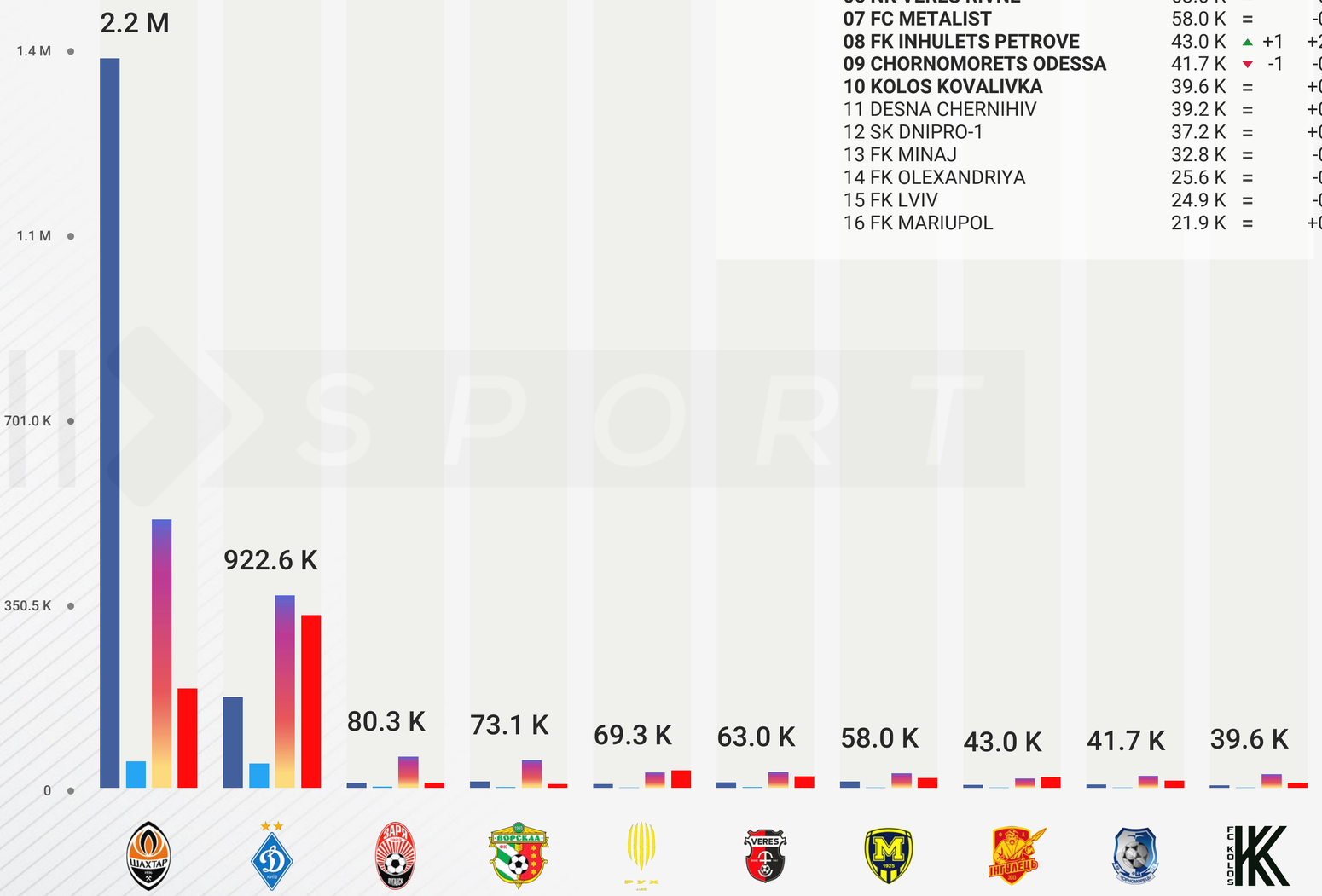
TOTAL FANBASE

3.7 M

Українська Прем'єр-Ліга

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

*[from March 14, 2022 to April 11, 2022]



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	2.2 M	=	+0.53
02 DYNAMO KYIV	922.6 K	=	+0.00
03 ZORYA LUHANSK	80.3 K	=	-0.22
04 VORSKLA POLTAVA	73.1 K	=	+4.21
05 RUKH VYNNYKY	69.3 K	=	+0.05
06 NK VERES RIVNE	63.0 K	=	-0.52
07 FC METALIST	58.0 K	=	-0.28
08 FK INHULETS PETROVE	43.0 K	▲ +1	+2.46
09 CHORNOMORETS ODESSA	41.7 K	▼ -1	-0.56
10 KOLOS KOVALIVKA	39.6 K	=	+0.27
11 DESNA CHERNIHIV	39.2 K	=	+0.09
12 SK DNIPRO-1	37.2 K	=	+0.55
13 FK MINAJ	32.8 K	=	-0.30
14 FK OLEXANDRIYA	25.6 K	=	-0.37
15 FK LVIV	24.9 K	=	-0.43
16 FK MARIUPOL	21.9 K	=	+0.96

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IQUII SPORT

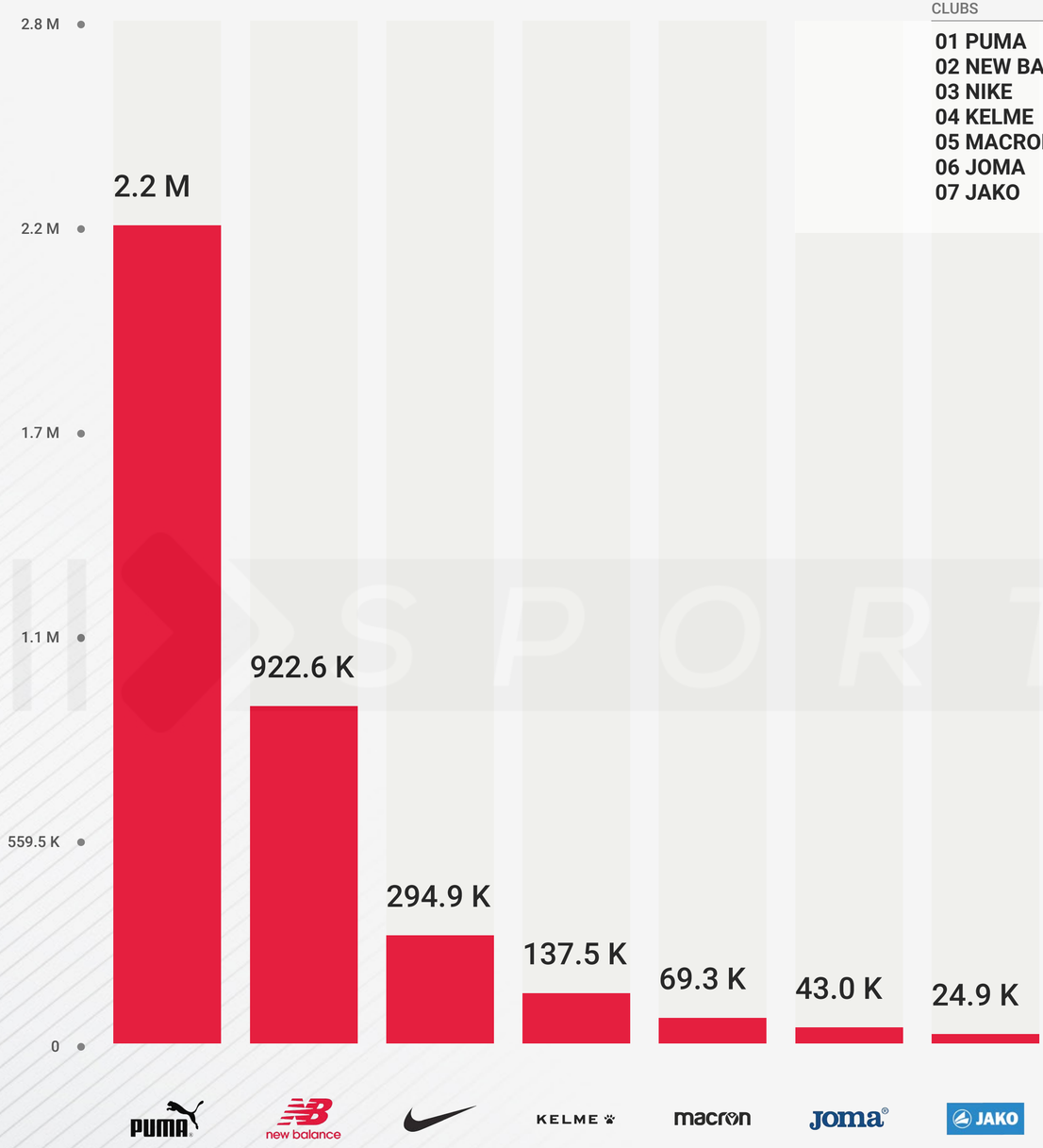
UKRAINE Brands

TOTAL FANBASE

3.7 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.



CLUBS	FANS		% VAR*
01 PUMA	2.2 M	=	+0.51
02 NEW BALANCE	922.6 K	=	+0.00
03 NIKE	294.9 K	=	+1.04
04 KELME	137.5 K	=	-0.48
05 MACRON	69.3 K	=	+0.05
06 JOMA	43.0 K	=	+2.46
07 JAKO	24.9 K	=	-0.43

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

UKRAINE Brands

CLUBS
16

SPORT BRANDS
7

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



*[from March 14, 2022 to April 11, 2022]

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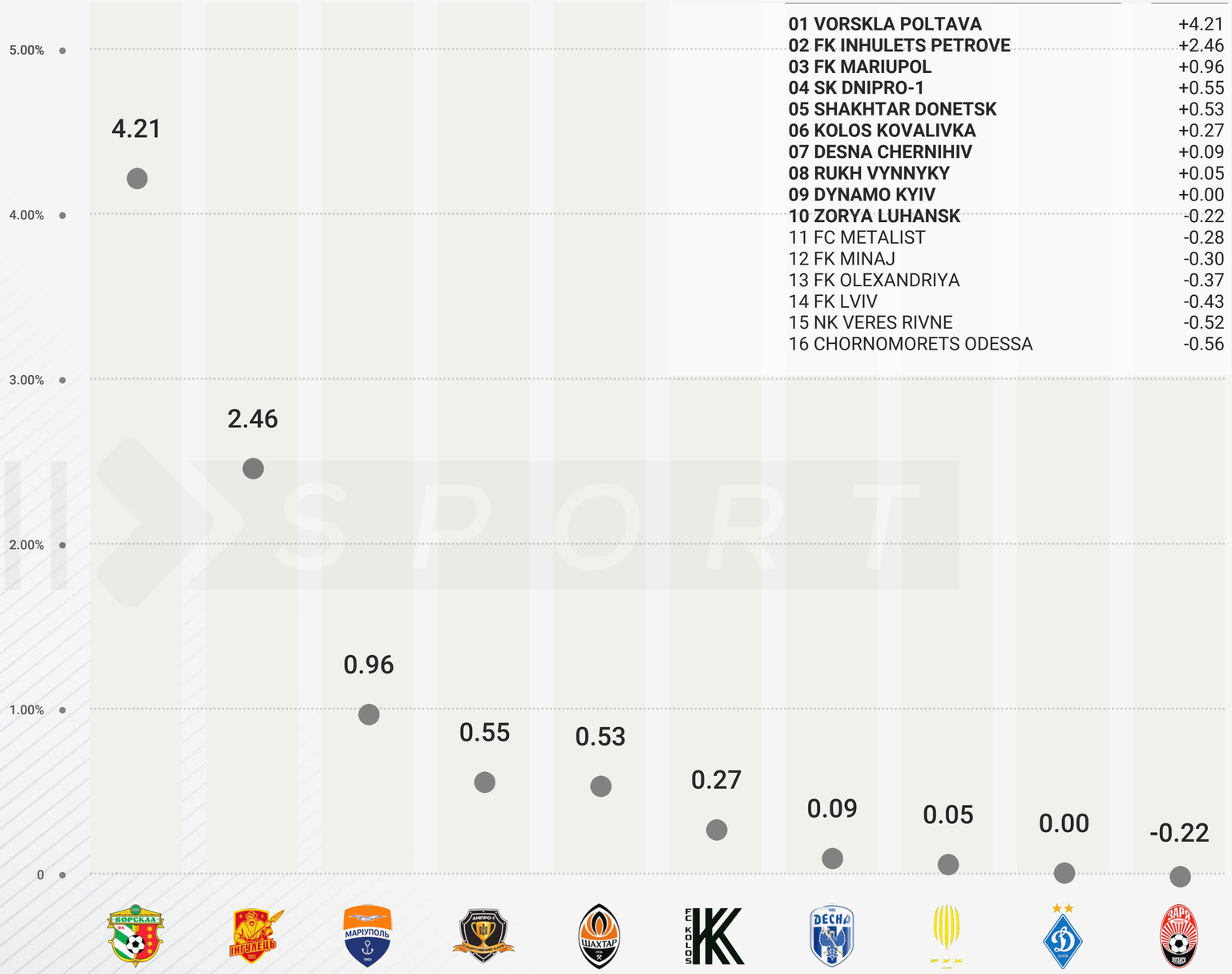
IQUII SPORT

UKRAINE Grown Up

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

*[from March 14, 2022 to April 11, 2022]

CLUBS	% VAR*
01 VORSKLA POLTAVA	+4.21
02 FK INHULETS PETROVE	+2.46
03 FK MARIUPOL	+0.96
04 SK DNIPRO-1	+0.55
05 SHAKHTAR DONETSK	+0.53
06 KOLOS KOVALIVKA	+0.27
07 DESNA CHERNIHIV	+0.09
08 RUKH VYNNYKY	+0.05
09 DYNAMO KYIV	+0.00
10 ZORYA LUHANSK	-0.22
11 FC METALIST	-0.28
12 FK MINAJ	-0.30
13 FK OLEXANDRIYA	-0.37
14 FK LVIV	-0.43
15 NK VERES RIVNE	-0.52
16 CHORNOMORETS ODESSA	-0.56



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LAST UPDATE APR 2022

RUSSIA Snapshot / First Division



16

CLUBS

Total Russian Premier Liga football clubs analysed.

6

BRANDS

Total Russian Premier Liga Sport Brands on jerseys analysed.

10.2 M

n/a**

FANS

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

**Rostov FB and Akhmat IG profiles have been closed, so the total number of followers is not consistent with the previous issue.

*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

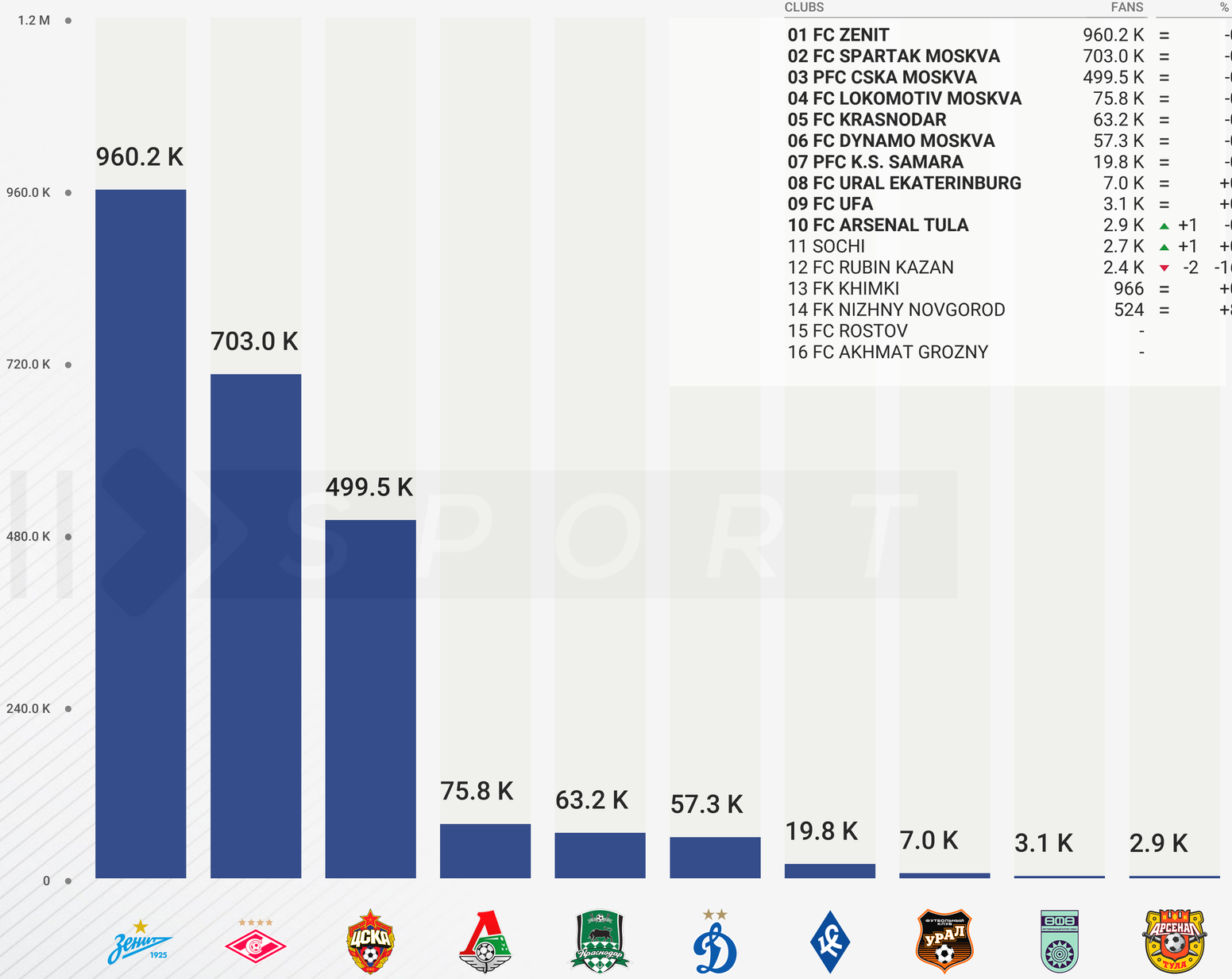
RUSSIA Facebook

TOTAL FANBASE

2.4 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS		% VAR*
01 FC ZENIT	960.2 K	=	-0.12
02 FC SPARTAK MOSKVA	703.0 K	=	-0.14
03 PFC CSKA MOSKVA	499.5 K	=	-0.19
04 FC LOKOMOTIV MOSKVA	75.8 K	=	-0.08
05 FC KRASNODAR	63.2 K	=	-0.24
06 FC DYNAMO MOSKVA	57.3 K	=	-0.01
07 PFC K.S. SAMARA	19.8 K	=	-0.17
08 FC URAL EKATERINBURG	7.0 K	=	+0.09
09 FC UFA	3.1 K	=	+0.00
10 FC ARSENAL TULA	2.9 K	▲ +1	-0.21
11 SOCHI	2.7 K	▲ +1	+0.64
12 FC RUBIN KAZAN	2.4 K	▼ -2	-16.59
13 FK KHIMKI	966	=	+0.00
14 FK NIZHNY NOVGOROD	524	=	+8.71
15 FC ROSTOV	-		-
16 FC AKHMAT GROZNY	-		-

*[from March 14, 2022 to April 11, 2022]

Rostov profile has been closed during the period analysed.

FB data refers to Likes, not Followers.

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IQUII SPORT

RUSSIA Twitter

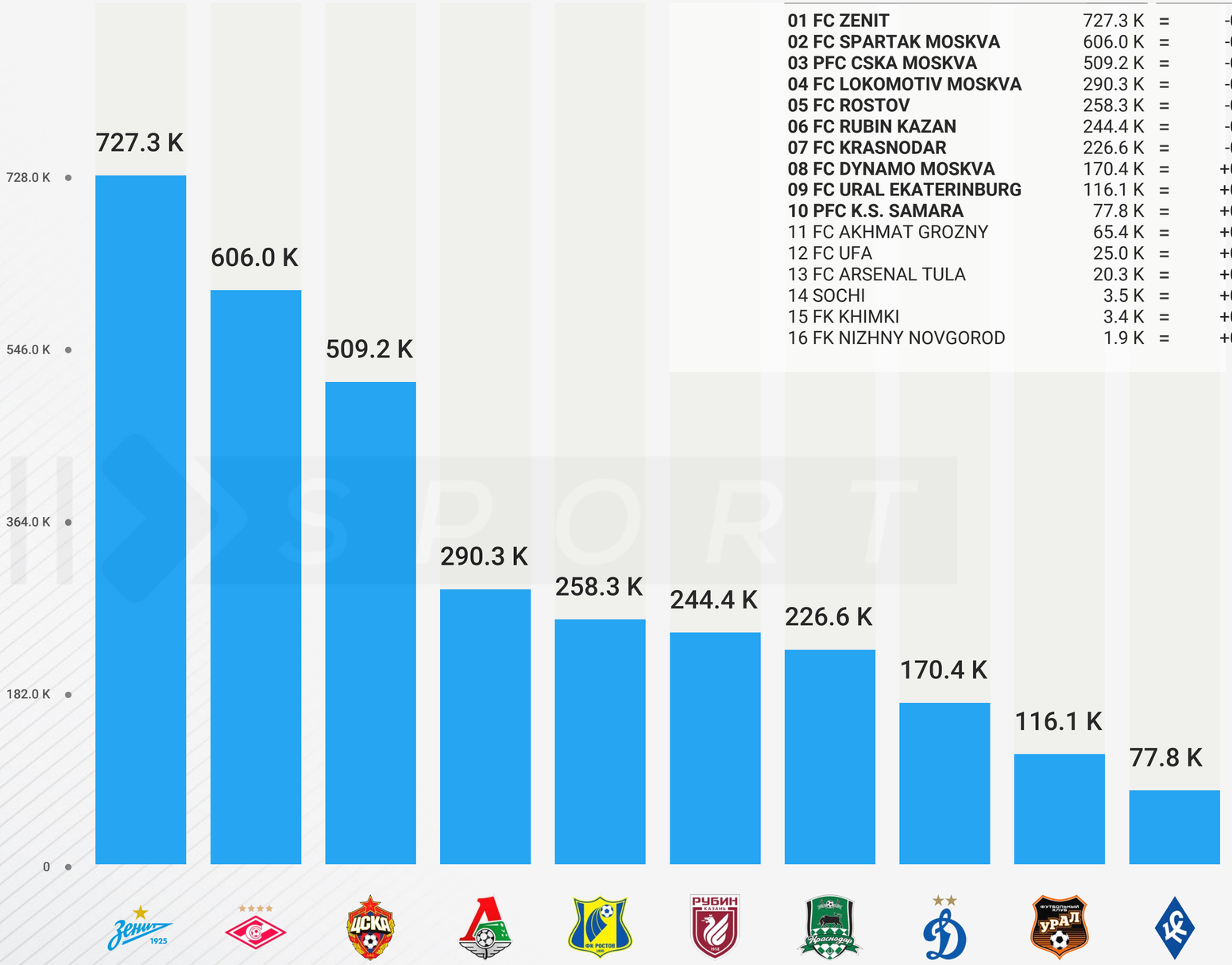
TOTAL FANBASE

3.3 M

RUSSIAN PREMIER LIGA

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

CLUBS	FANS		% VAR*
01 FC ZENIT	727.3 K	=	-0.04
02 FC SPARTAK MOSKVA	606.0 K	=	-0.03
03 PFC CSKA MOSKVA	509.2 K	=	-0.02
04 FC LOKOMOTIV MOSKVA	290.3 K	=	-0.03
05 FC ROSTOV	258.3 K	=	-0.04
06 FC RUBIN KAZAN	244.4 K	=	-0.08
07 FC KRASNODAR	226.6 K	=	-0.04
08 FC DYNAMO MOSKVA	170.4 K	=	+0.00
09 FC URAL EKATERINBURG	116.1 K	=	+0.00
10 PFC K.S. SAMARA	77.8 K	=	+0.00
11 FC AKHMAT GROZNY	65.4 K	=	+0.00
12 FC UFA	25.0 K	=	+0.00
13 FC ARSENAL TULA	20.3 K	=	+0.50
14 SOCHI	3.5 K	=	+0.58
15 FK KHIMKI	3.4 K	=	+0.35
16 FK NIZHNY NOVGOROD	1.9 K	=	+0.00



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IQUII SPORT

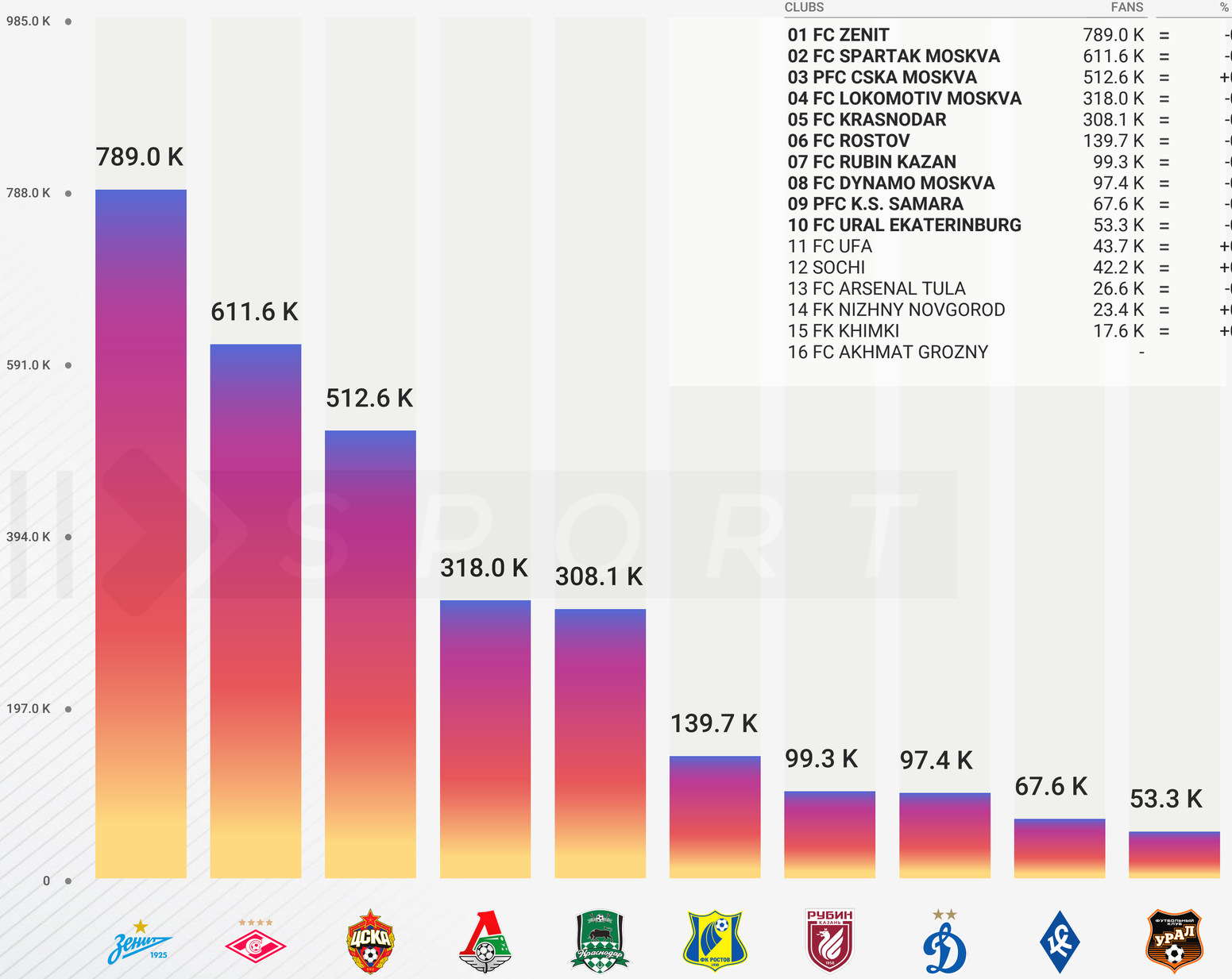
RUSSIA Instagram

TOTAL FANBASE

3.1 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS		% VAR*
01 FC ZENIT	789.0 K	=	-0.36
02 FC SPARTAK MOSKVA	611.6 K	=	-0.18
03 PFC CSKA MOSKVA	512.6 K	=	+0.02
04 FC LOKOMOTIV MOSKVA	318.0 K	=	-0.04
05 FC KRASNODAR	308.1 K	=	-0.14
06 FC ROSTOV	139.7 K	=	-0.16
07 FC RUBIN KAZAN	99.3 K	=	-0.85
08 FC DYNAMO MOSKVA	97.4 K	=	-0.07
09 PFC K.S. SAMARA	67.6 K	=	-0.34
10 FC URAL EKATERINBURG	53.3 K	=	-0.19
11 FC UFA	43.7 K	=	+0.02
12 SOCHI	42.2 K	=	+0.37
13 FC ARSENAL TULA	26.6 K	=	-0.02
14 FK NIZHNY NOVGOROD	23.4 K	=	+0.65
15 FK KHIMKI	17.6 K	=	+0.50
16 FC AKHMAT GROZNY	-		-

*[from March 14, 2022 to April 11, 2022]

Akhmat profile has been closed during the period analysed.

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IQUII SPORT

RUSSIA YouTube

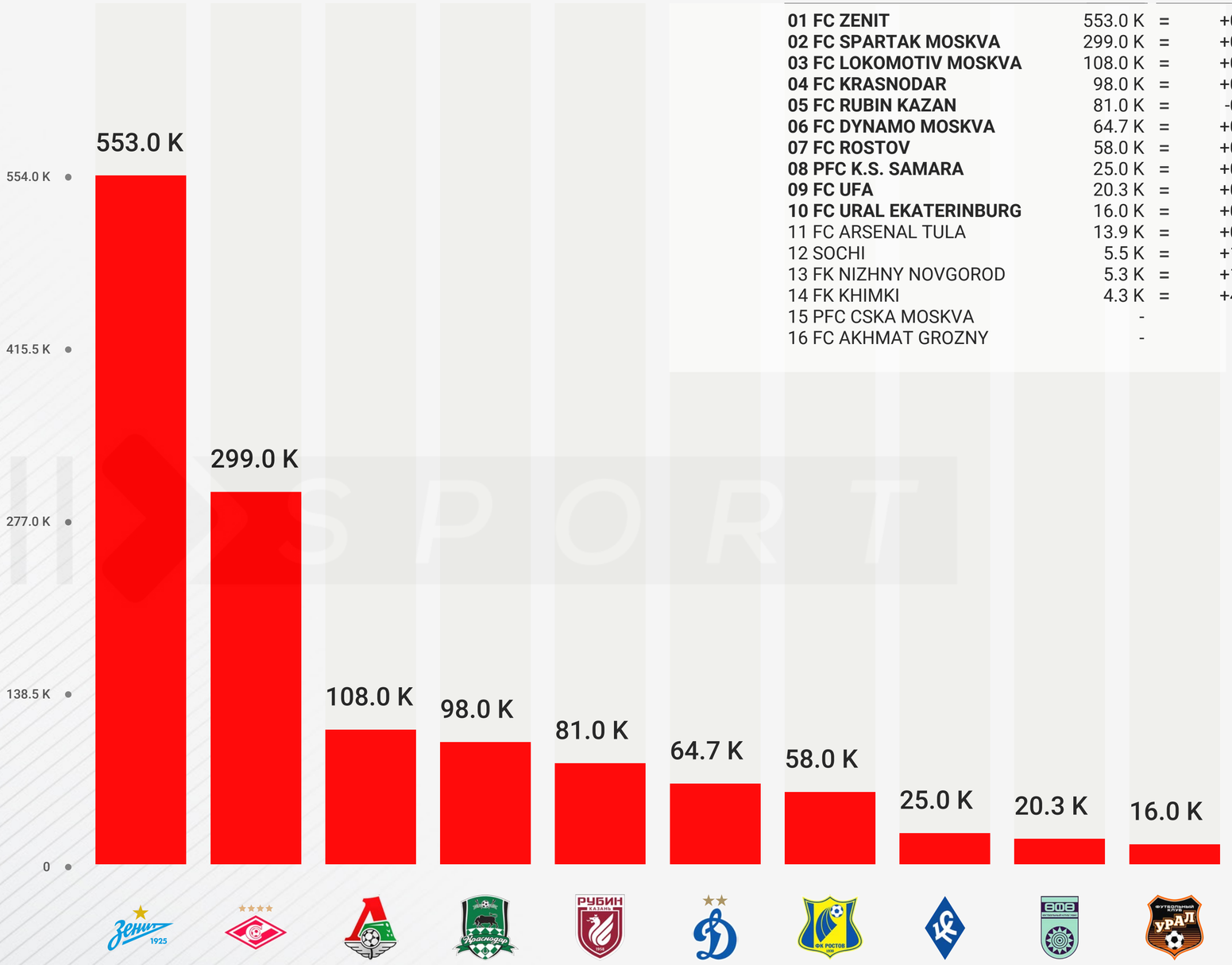
TOTAL FANBASE

1.4 M

RUSSIAN PREMIER LIGA

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

CLUBS	FANS		% VAR*
01 FC ZENIT	553.0 K	=	+0.00
02 FC SPARTAK MOSKVA	299.0 K	=	+0.00
03 FC LOKOMOTIV MOSKVA	108.0 K	=	+0.00
04 FC KRASNODAR	98.0 K	=	+0.10
05 FC RUBIN KAZAN	81.0 K	=	-0.12
06 FC DYNAMO MOSKVA	64.7 K	=	+0.15
07 FC ROSTOV	58.0 K	=	+0.00
08 PFC K.S. SAMARA	25.0 K	=	+0.81
09 FC UFA	20.3 K	=	+0.00
10 FC URAL EKATERINBURG	16.0 K	=	+0.63
11 FC ARSENAL TULA	13.9 K	=	+0.72
12 SOCHI	5.5 K	=	+1.30
13 FK NIZHNY NOVGOROD	5.3 K	=	+1.33
14 FK KHIMKI	4.3 K	=	+4.13
15 PFC CSKA MOSKVA	-		-
16 FC AKHMAT GROZNY	-		-



*[from March 14, 2022 to April 11, 2022]

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IQUII SPORT

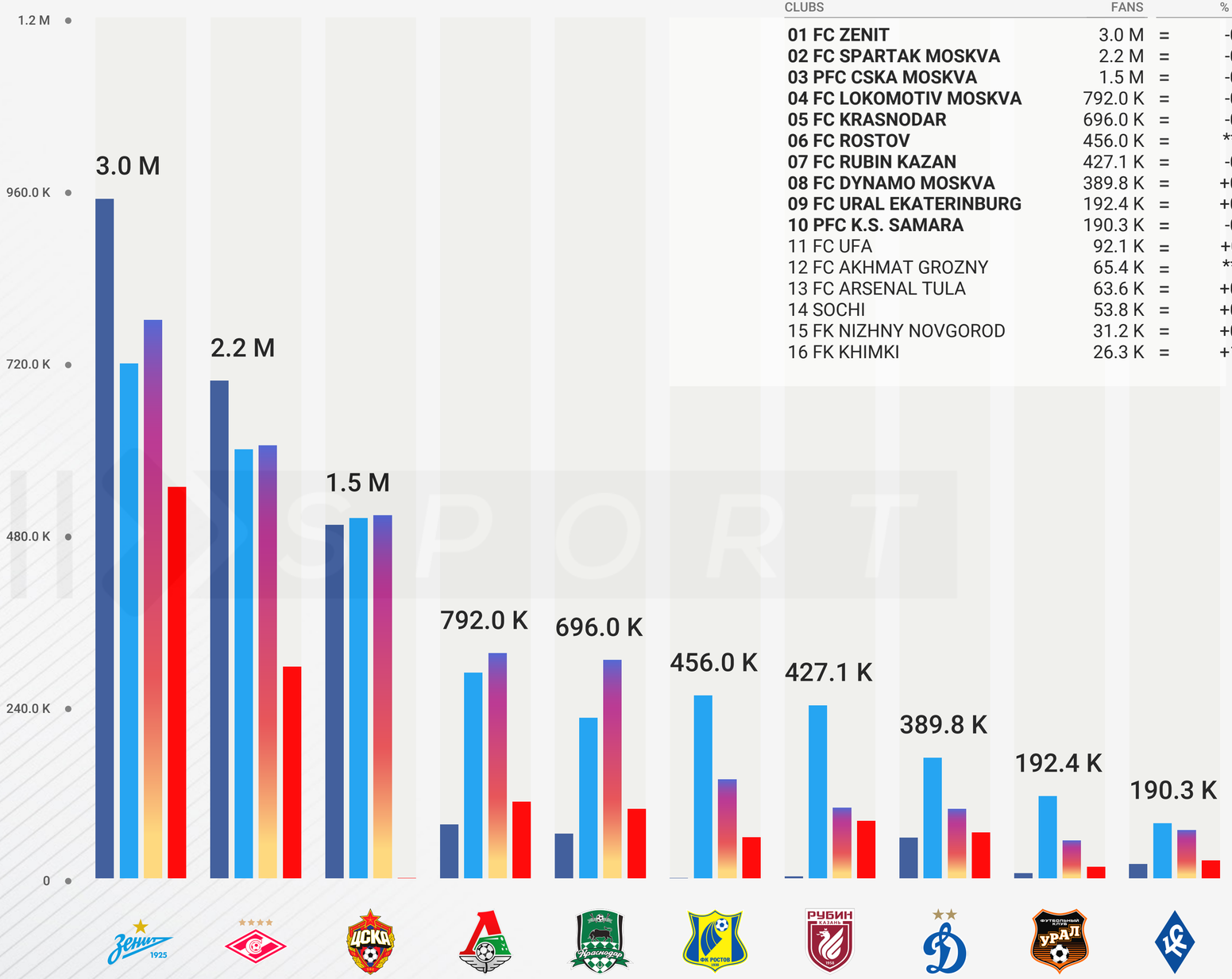
RUSSIA Social

TOTAL FANBASE

10.2 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS		% VAR*
01 FC ZENIT	3.0 M	=	-0.14
02 FC SPARTAK MOSKVA	2.2 M	=	-0.10
03 PFC CSKA MOSKVA	1.5 M	=	-0.06
04 FC LOKOMOTIV MOSKVA	792.0 K	=	-0.04
05 FC KRASNODAR	696.0 K	=	-0.08
06 FC ROSTOV	456.0 K	=	**n/a
07 FC RUBIN KAZAN	427.1 K	=	-0.38
08 FC DYNAMO MOSKVA	389.8 K	=	+0.01
09 FC URAL EKATERINBURG	192.4 K	=	+0.00
10 PFC K.S. SAMARA	190.3 K	=	-0.03
11 FC UFA	92.1 K	=	+0.01
12 FC AKHMAT GROZNY	65.4 K	=	**n/a
13 FC ARSENAL TULA	63.6 K	=	+0.30
14 SOCHI	53.8 K	=	+0.49
15 FK NIZHNY NOVGOROD	31.2 K	=	+0.85
16 FK KHIMKI	26.3 K	=	+1.03

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RUSSIA Brands

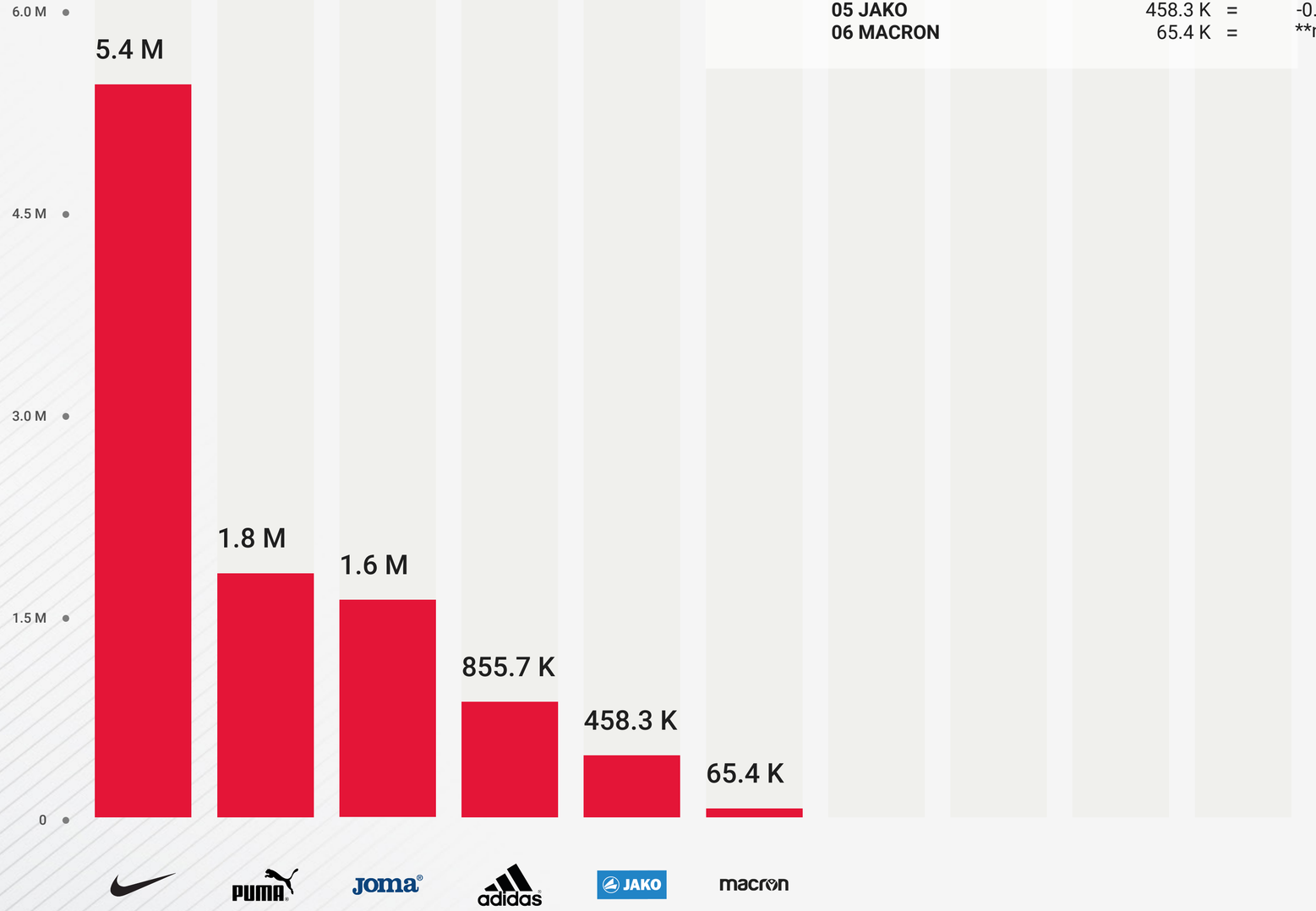
TOTAL FANBASE

10.2 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.

CLUBS	FANS		% VAR*
01 NIKE	5.4 M	=	-0.12
02 PUMA	1.8 M	=	**n/a
03 JOMA	1.6 M	=	-0.06
04 ADIDAS	855.7 K	=	-0.01
05 JAKO	458.3 K	=	-0.30
06 MACRON	65.4 K	=	**n/a



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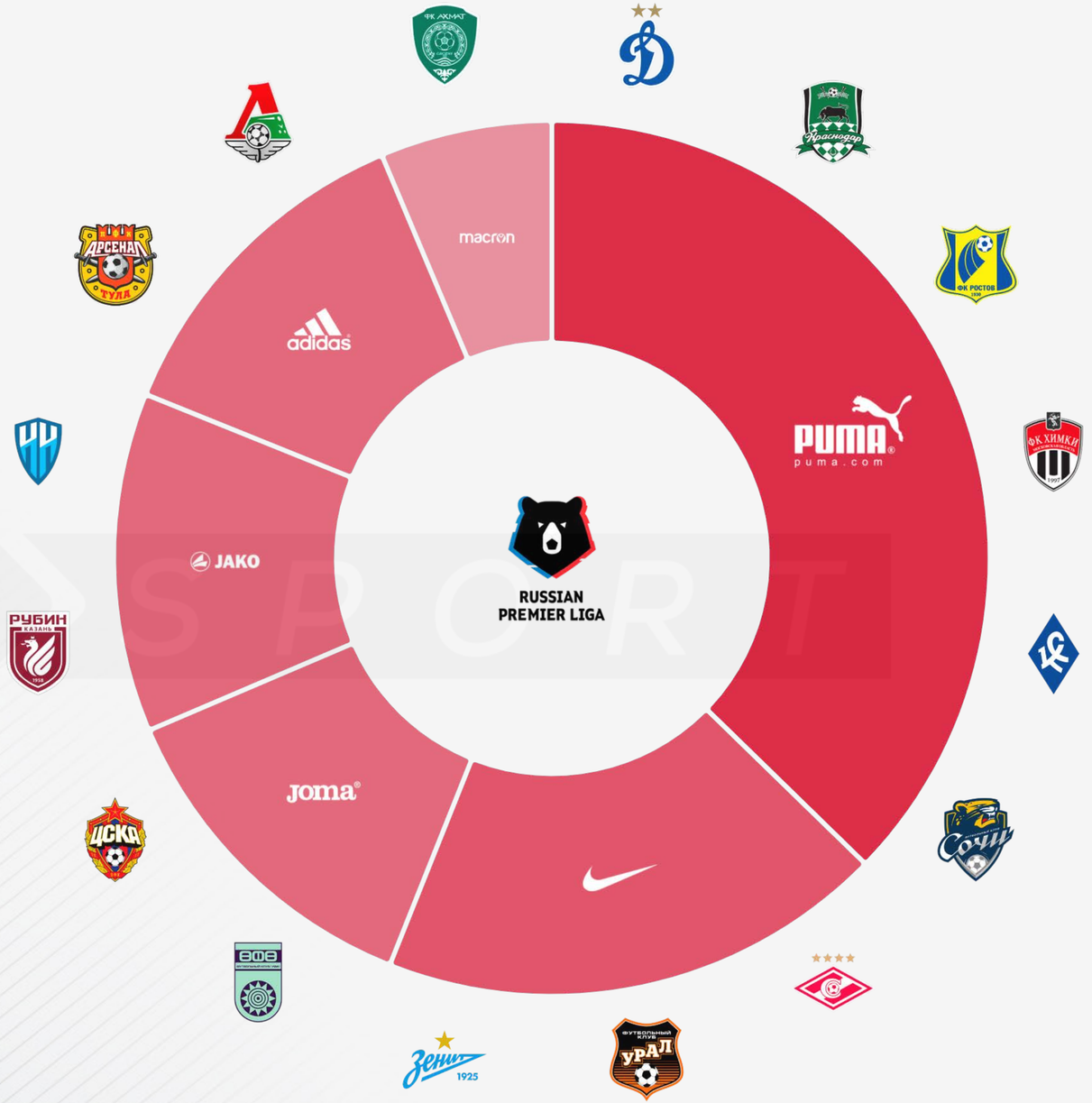
RUSSIA Brands

CLUBS
16

SPORT BRANDS
6

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



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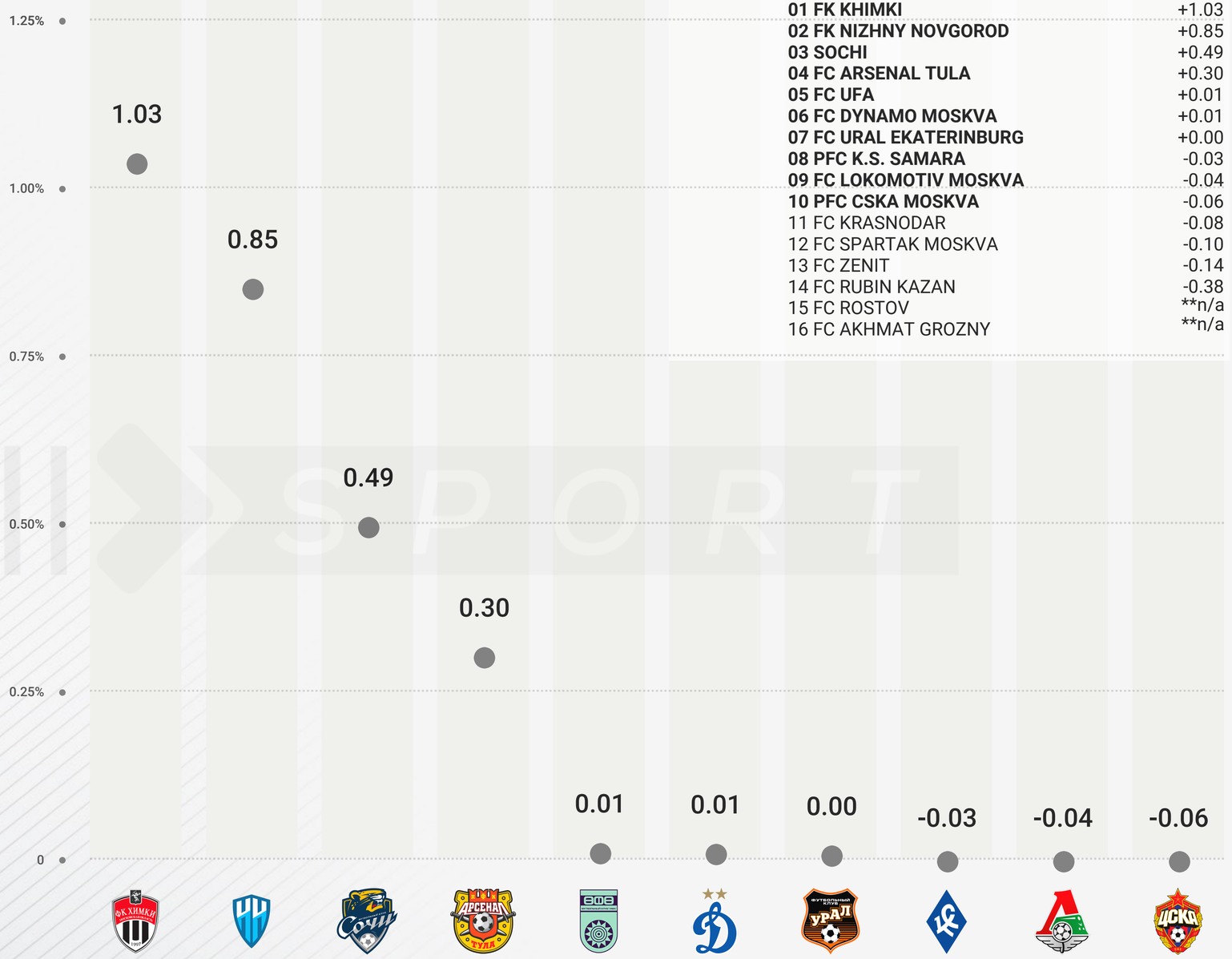
IQUII SPORT

RUSSIA Grown Up

RUSSIAN PREMIER LIGA

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



CLUBS	% VAR*
01 FK KHIMKI	+1.03
02 FK NIZHNY NOVGOROD	+0.85
03 SOCHI	+0.49
04 FC ARSENAL TULA	+0.30
05 FC UFA	+0.01
06 FC DYNAMO MOSKVA	+0.01
07 FC URAL EKATERINBURG	+0.00
08 PFC K.S. SAMARA	-0.03
09 FC LOKOMOTIV MOSKVA	-0.04
10 PFC CSKA MOSKVA	-0.06
11 FC KRASNODAR	-0.08
12 FC SPARTAK MOSKVA	-0.10
13 FC ZENIT	-0.14
14 FC RUBIN KAZAN	-0.38
15 FC ROSTOV	**n/a
16 FC AKHMAT GROZNY	**n/a

*[from March 14, 2022 to April 11, 2022]

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Countries included in the leagues' analysis



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IQUII SPORT

LEAGUES Facebook

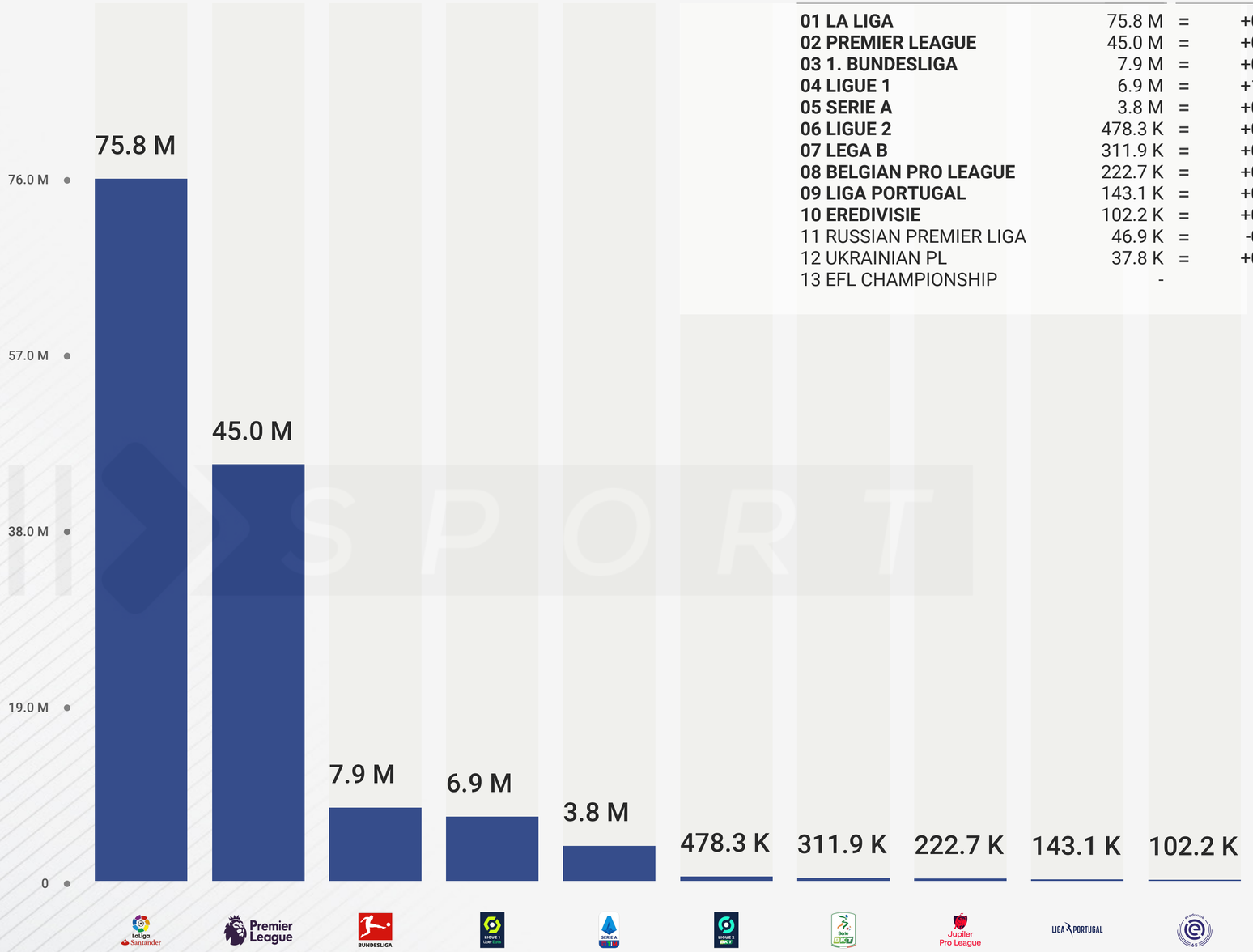
TOTAL FANBASE

140.7 M

EUROPEAN TOP20

Ranking of the European Leagues on Facebook.

CLUBS	FANS		% VAR*
01 LA LIGA	75.8 M	=	+0.34
02 PREMIER LEAGUE	45.0 M	=	+0.09
03 1. BUNDESLIGA	7.9 M	=	+0.17
04 LIGUE 1	6.9 M	=	+1.59
05 SERIE A	3.8 M	=	+0.48
06 LIGUE 2	478.3 K	=	+0.05
07 LEGA B	311.9 K	=	+0.44
08 BELGIAN PRO LEAGUE	222.7 K	=	+0.15
09 LIGA PORTUGAL	143.1 K	=	+0.60
10 EREDIVISIE	102.2 K	=	+0.39
11 RUSSIAN PREMIER LIGA	46.9 K	=	-0.23
12 UKRAINIAN PL	37.8 K	=	+0.08
13 EFL CHAMPIONSHIP	-		-



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IQUII SPORT

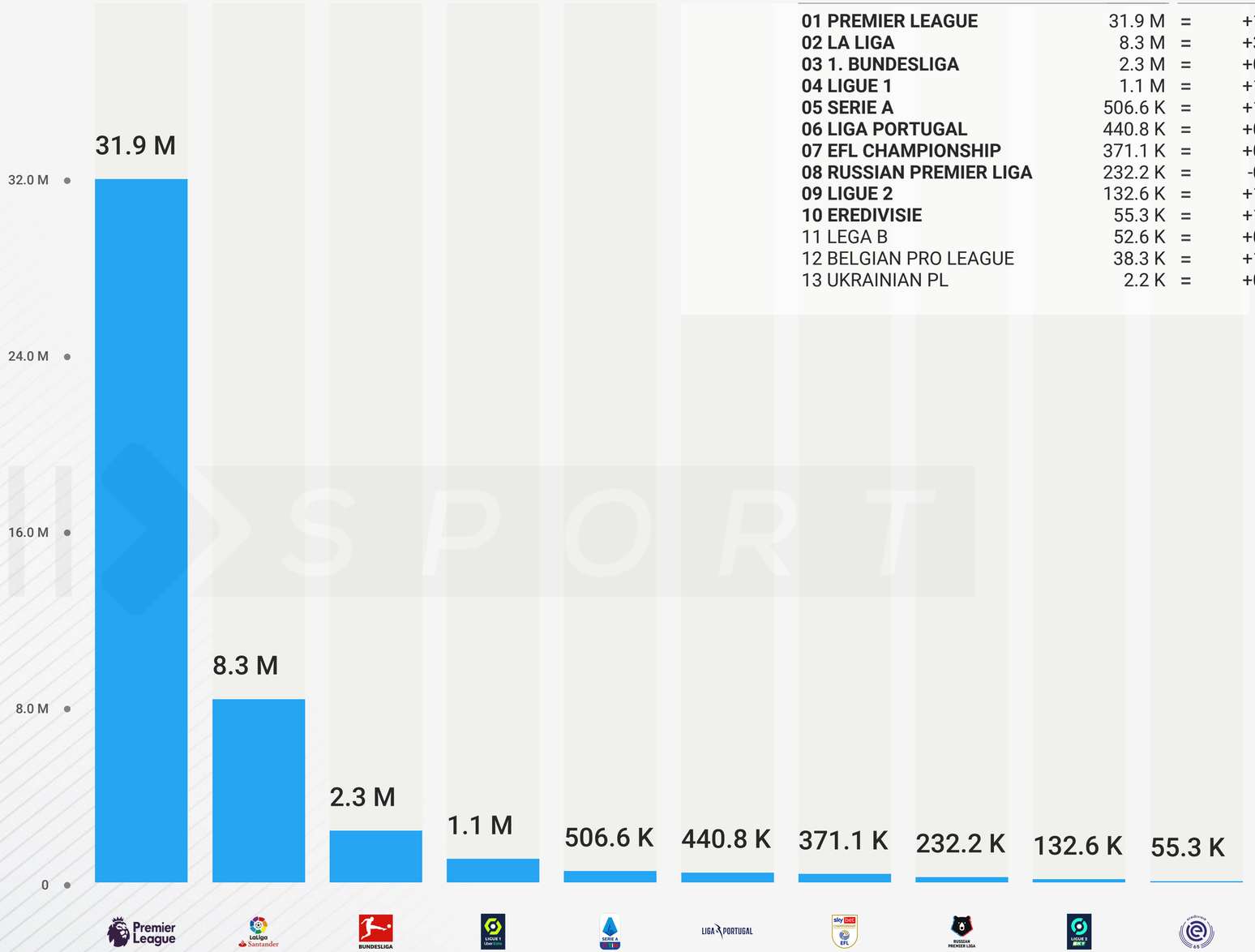
LEAGUES Twitter

TOTAL FANBASE

45.5 M

EUROPEAN TOP20

Ranking of the European Leagues on Twitter.



CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	31.9 M	=	+1.60
02 LA LIGA	8.3 M	=	+3.20
03 1. BUNDESLIGA	2.3 M	=	+0.27
04 LIGUE 1	1.1 M	=	+1.85
05 SERIE A	506.6 K	=	+1.40
06 LIGA PORTUGAL	440.8 K	=	+0.59
07 EFL CHAMPIONSHIP	371.1 K	=	+0.73
08 RUSSIAN PREMIER LIGA	232.2 K	=	-0.04
09 LIGUE 2	132.6 K	=	+1.30
10 EREDIVISIE	55.3 K	=	+1.28
11 LEGA B	52.6 K	=	+0.77
12 BELGIAN PRO LEAGUE	38.3 K	=	+1.06
13 UKRAINIAN PL	2.2 K	=	+0.28

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IQUII SPORT

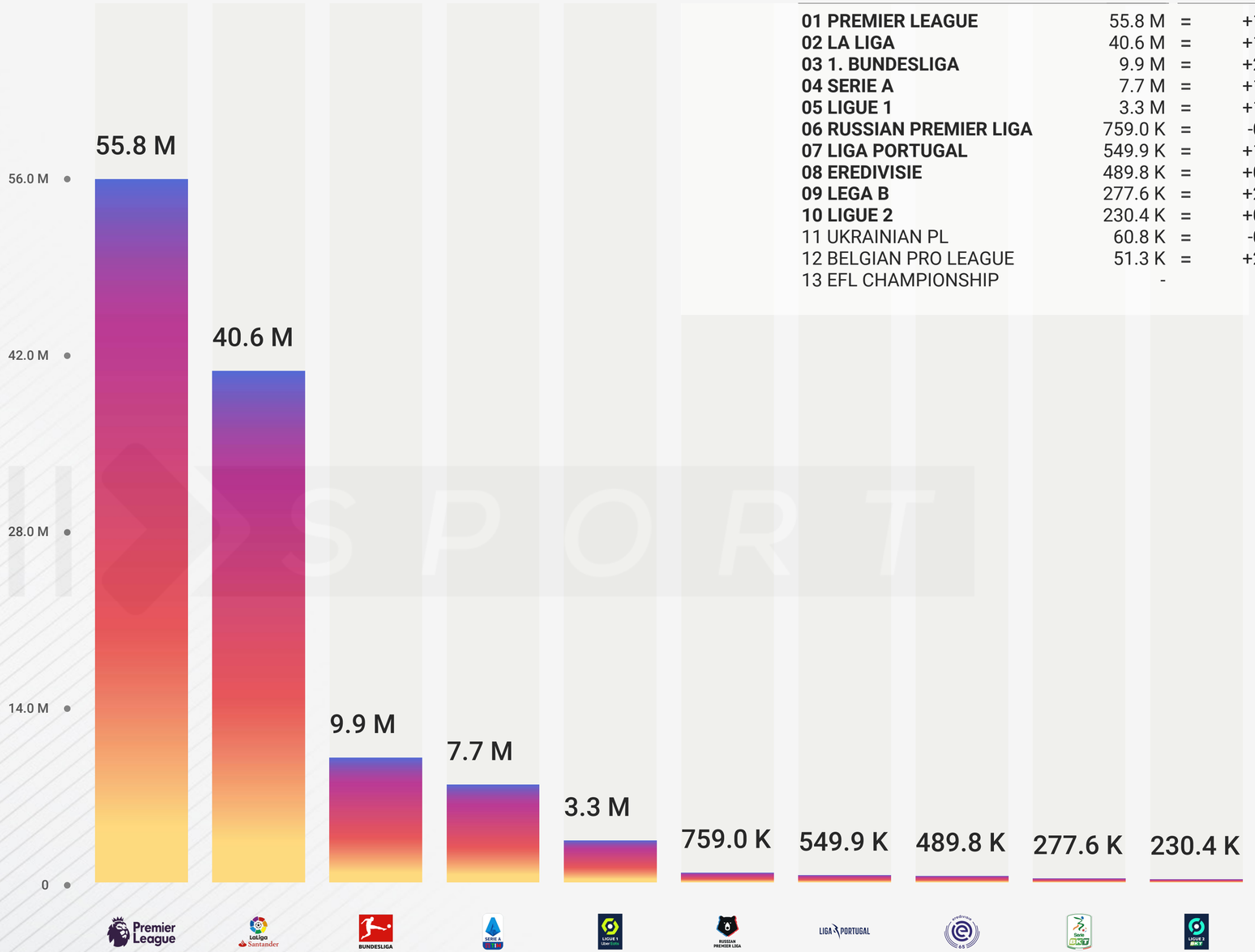
LEAGUES Instagram

TOTAL FANBASE

119.6 M

EUROPEAN TOP20

Ranking of the European Leagues on Instagram.



CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	55.8 M	=	+1.64
02 LA LIGA	40.6 M	=	+1.60
03 1. BUNDESLIGA	9.9 M	=	+2.27
04 SERIE A	7.7 M	=	+1.24
05 LIGUE 1	3.3 M	=	+1.29
06 RUSSIAN PREMIER LIGA	759.0 K	=	-0.21
07 LIGA PORTUGAL	549.9 K	=	+1.04
08 EREDIVISIE	489.8 K	=	+0.60
09 LEGA B	277.6 K	=	+2.07
10 LIGUE 2	230.4 K	=	+0.86
11 UKRAINIAN PL	60.8 K	=	-0.18
12 BELGIAN PRO LEAGUE	51.3 K	=	+2.80
13 EFL CHAMPIONSHIP	-		-

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IQUII SPORT

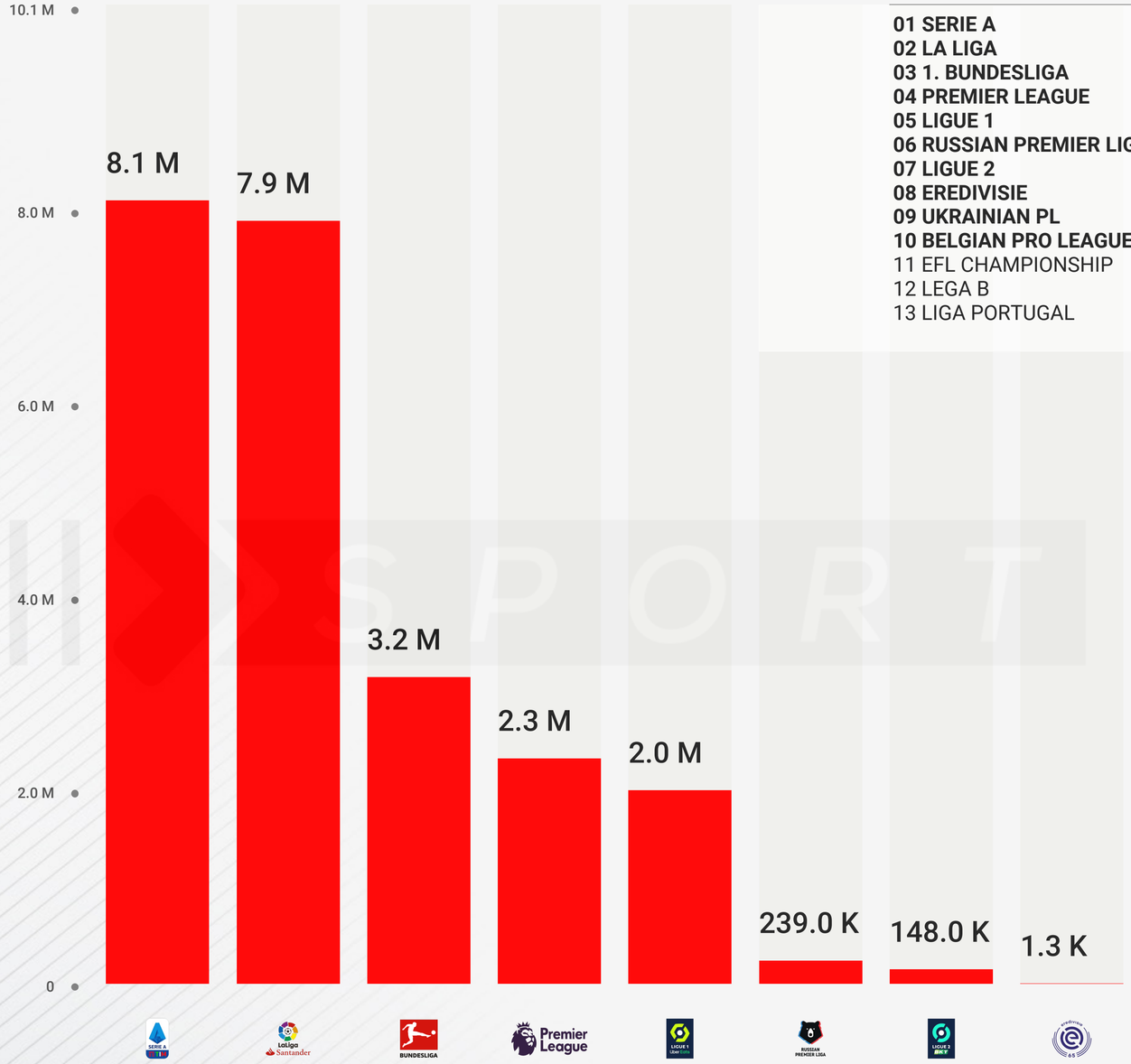
LEAGUES YouTube

TOTAL FANBASE

23.9 M

EUROPEAN TOP20

Ranking of the European Leagues on YouTube.



CLUBS	FANS		% VAR*
01 SERIE A	8.1 M	=	+0.62
02 LA LIGA	7.9 M	=	+2.07
03 1. BUNDESLIGA	3.2 M	=	+0.96
04 PREMIER LEAGUE	2.3 M	=	+3.56
05 LIGUE 1	2.0 M	=	+1.01
06 RUSSIAN PREMIER LIGA	239.0 K	=	+0.42
07 LIGUE 2	148.0 K	=	+0.68
08 EREDIVISIE	1.3 K	=	+3.13
09 UKRAINIAN PL	n/a		n/a
10 BELGIAN PRO LEAGUE	-		-
11 EFL CHAMPIONSHIP	-		-
12 LEGA B	n/a		n/a
13 LIGA PORTUGAL	n/a		n/a

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IQUII SPORT

LEAGUES Social

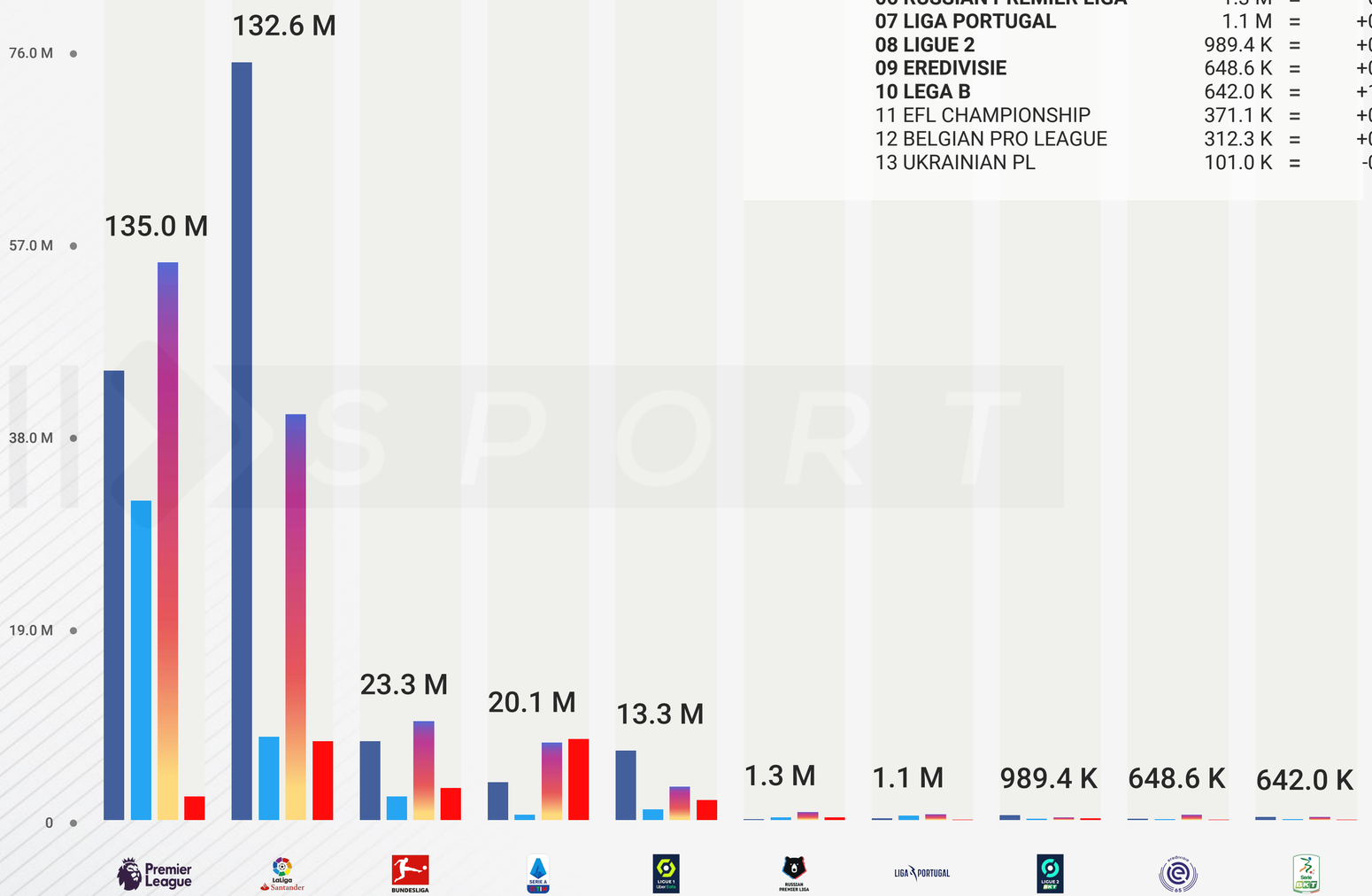
TOTAL FANBASE

329.7 M

EUROPEAN TOP20

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

CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	135.0 M	=	+1.14
02 LA LIGA	132.6 M	=	+1.00
03 1. BUNDESLIGA	23.3 M	=	+1.17
04 SERIE A	20.1 M	=	+0.85
05 LIGUE 1	13.3 M	=	+1.45
06 RUSSIAN PREMIER LIGA	1.3 M	=	-0.06
07 LIGA PORTUGAL	1.1 M	=	+0.81
08 LIGUE 2	989.4 K	=	+0.50
09 EREDIVISIE	648.6 K	=	+0.63
10 LEGA B	642.0 K	=	+1.17
11 EFL CHAMPIONSHIP	371.1 K	=	+0.73
12 BELGIAN PRO LEAGUE	312.3 K	=	+0.69
13 UKRAINIAN PL	101.0 K	=	-0.07



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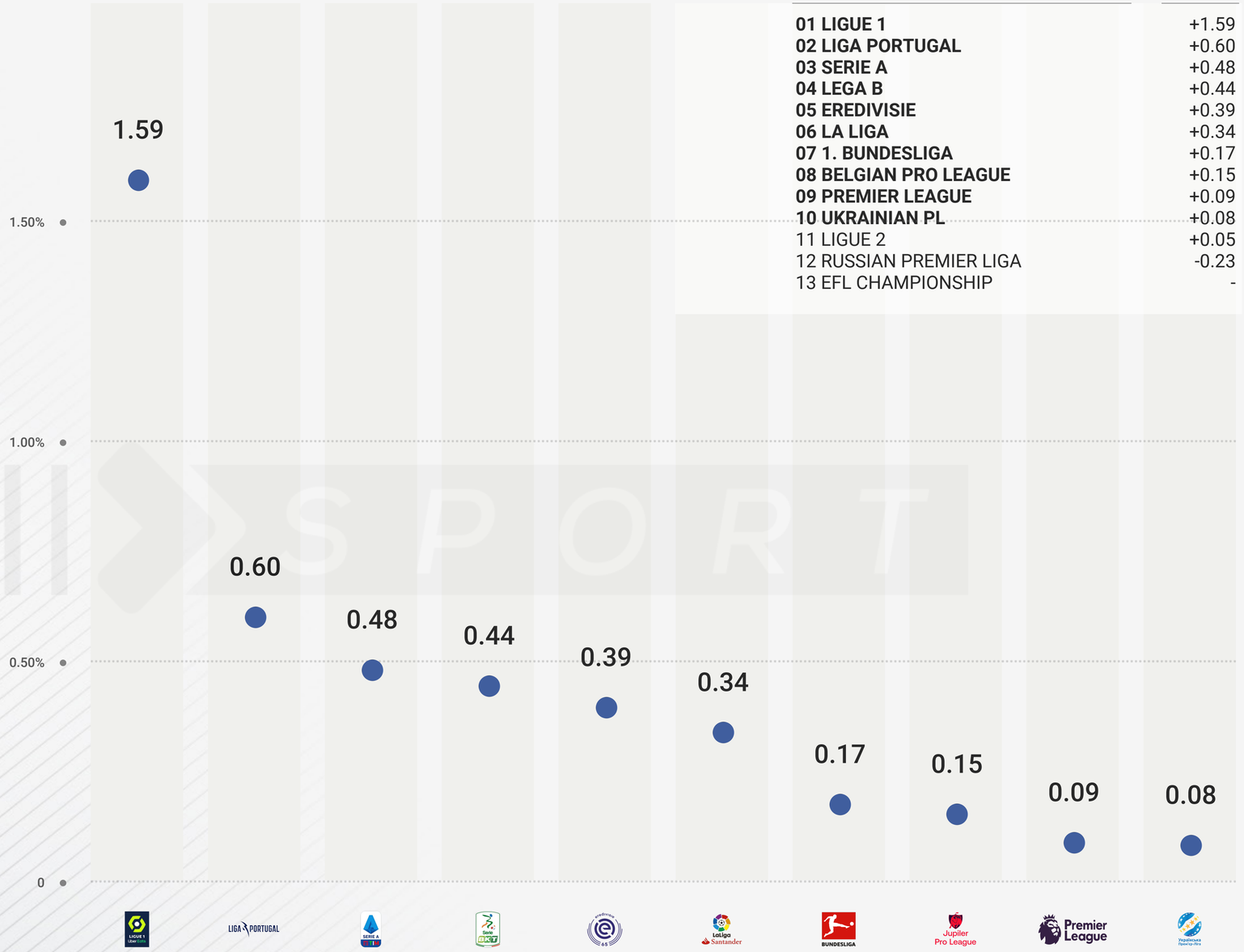
IQUII SPORT

LEAGUES Facebook

EUROPEAN TOP20

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

CLUBS	% VAR*
01 LIGUE 1	**+1.59**
02 LIGA PORTUGAL	**+0.60**
03 SERIE A	**+0.48**
04 LEGA B	**+0.44**
05 EREDIVISIE	**+0.39**
06 LA LIGA	**+0.34**
07 1. BUNDESLIGA	**+0.17**
08 BELGIAN PRO LEAGUE	**+0.15**
09 PREMIER LEAGUE	**+0.09**
10 UKRAINIAN PL	**+0.08**
11 LIGUE 2	+0.05
12 RUSSIAN PREMIER LIGA	-0.23
13 EFL CHAMPIONSHIP	-



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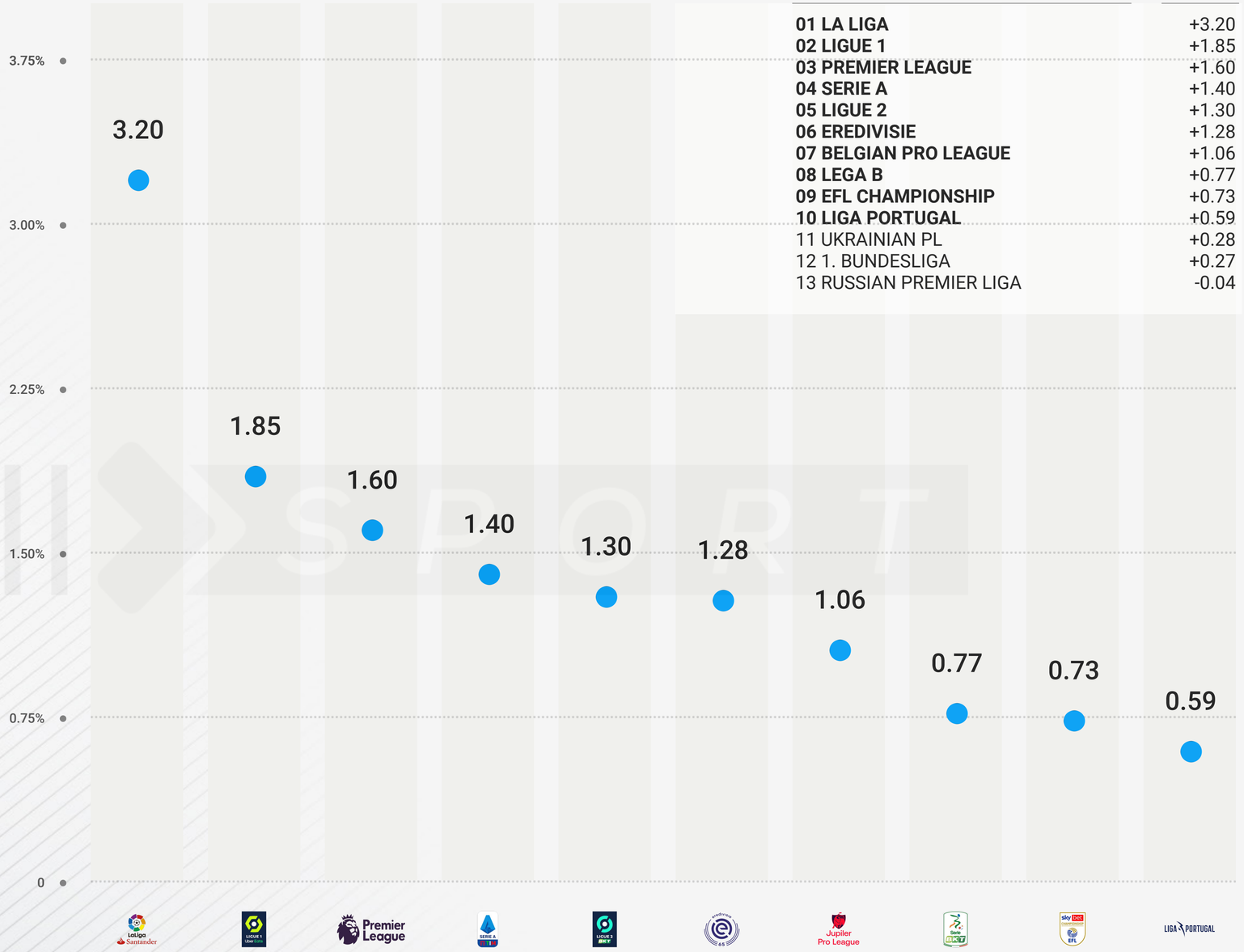
IQUII SPORT

LEAGUES Twitter

EUROPEAN TOP20

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

CLUBS	% VAR*
01 LA LIGA	**+3.20**
02 LIGUE 1	**+1.85**
03 PREMIER LEAGUE	**+1.60**
04 SERIE A	**+1.40**
05 LIGUE 2	**+1.30**
06 EREDIVISIE	**+1.28**
07 BELGIAN PRO LEAGUE	**+1.06**
08 LEGA B	**+0.77**
09 EFL CHAMPIONSHIP	**+0.73**
10 LIGA PORTUGAL	**+0.59**
11 UKRAINIAN PL	+0.28
12 1. BUNDESLIGA	+0.27
13 RUSSIAN PREMIER LIGA	-0.04



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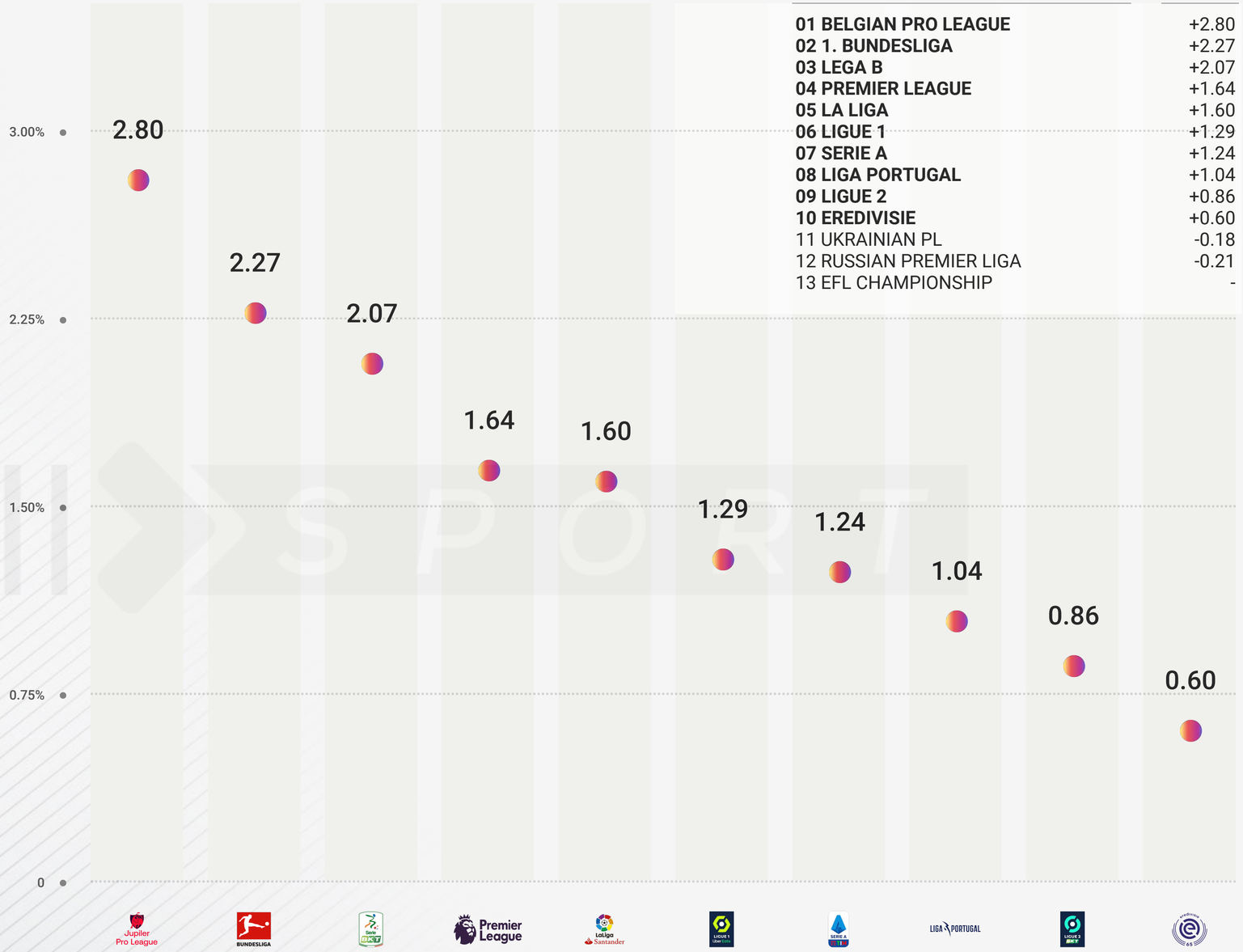
IQUII SPORT

LEAGUES Instagram

EUROPEAN TOP20

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

CLUBS	% VAR*
01 BELGIAN PRO LEAGUE	**+2.80**
02 1. BUNDESLIGA	**+2.27**
03 LEGA B	**+2.07**
04 PREMIER LEAGUE	**+1.64**
05 LA LIGA	**+1.60**
06 LIGUE 1	**+1.29**
07 SERIE A	**+1.24**
08 LIGA PORTUGAL	**+1.04**
09 LIGUE 2	**+0.86**
10 EREDIVISIE	**+0.60**
11 UKRAINIAN PL	-0.18
12 RUSSIAN PREMIER LIGA	-0.21
13 EFL CHAMPIONSHIP	-



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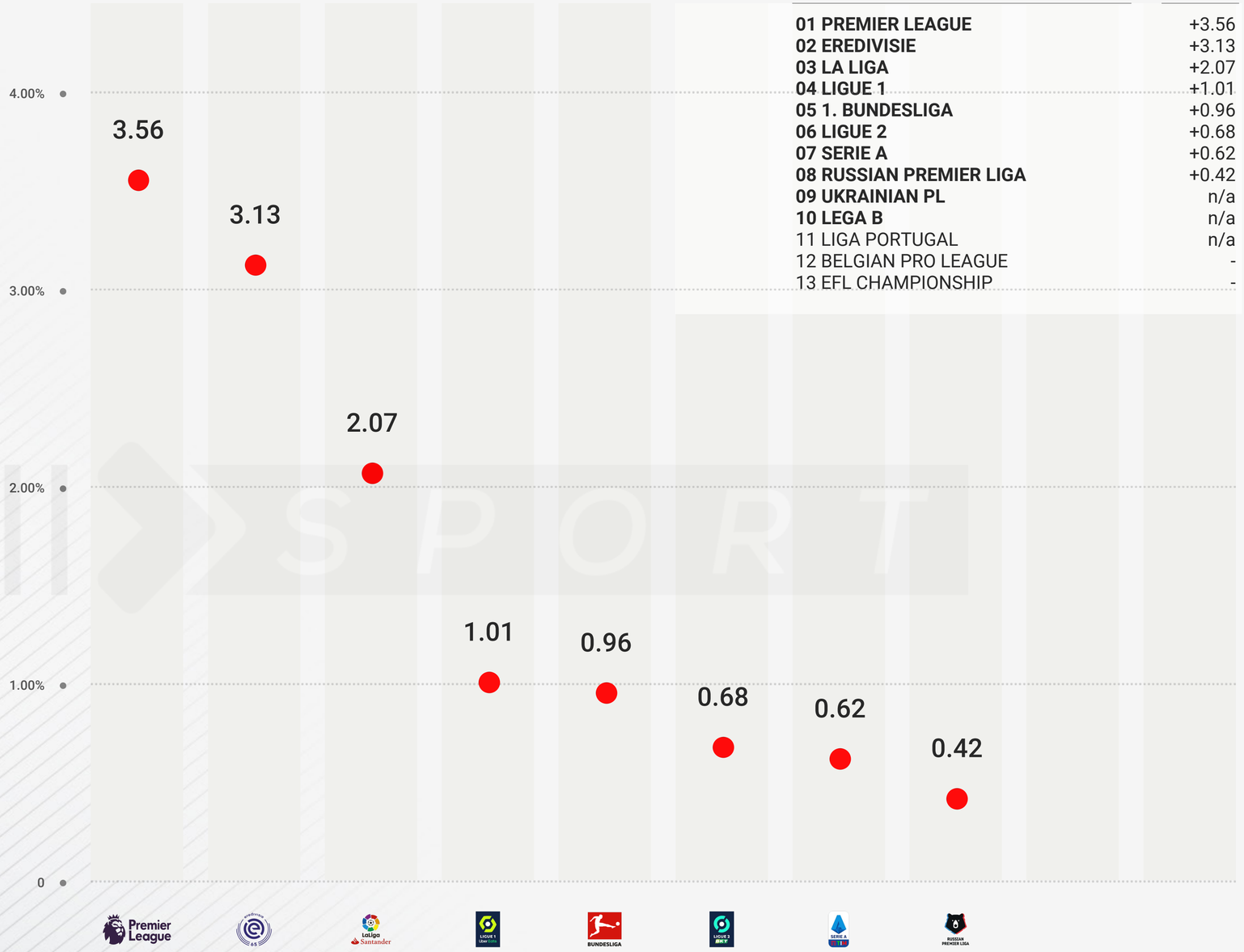
IQUII SPORT

LEAGUES YouTube

EUROPEAN TOP20

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



CLUBS	% VAR*
01 PREMIER LEAGUE	+3.56
02 EREDIVISIE	+3.13
03 LA LIGA	+2.07
04 LIGUE 1	+1.01
05 1. BUNDESLIGA	+0.96
06 LIGUE 2	+0.68
07 SERIE A	+0.62
08 RUSSIAN PREMIER LIGA	+0.42
09 UKRAINIAN PL	n/a
10 LEGA B	n/a
11 LIGA PORTUGAL	n/a
12 BELGIAN PRO LEAGUE	-
13 EFL CHAMPIONSHIP	-

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IQUII SPORT

LEAGUES Social

EUROPEAN TOP20

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



CLUBS	% VAR*
01 LIGUE 1	+1.45
02 1. BUNDESLIGA	+1.17
03 LEGA B	+1.17
04 PREMIER LEAGUE	+1.14
05 LA LIGA	+1.00
06 SERIE A	+0.85
07 LIGA PORTUGAL	+0.81
08 EFL CHAMPIONSHIP	+0.73
09 BELGIAN PRO LEAGUE	+0.69
10 EREDIVISIE	+0.63
11 LIGUE 2	+0.50
12 RUSSIAN PREMIER LIGA	-0.06
13 UKRAINIAN PL	-0.07

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IQUII SPORT

OUR REPORTS

#TEFCReport



#TVLReport



#TEFPReport



#TBLReport



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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.

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IQUII SPORT

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



LAST UPDATE APR 2022

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IQUII SPORT

OUR CLIENTS

























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IQUII SPORT

IQUII

FORWARD THINKING

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.

We are
Digital Enablers



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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, Ukraine and Russia (1st divisions). Logos and all rights are reserved to their respective owners.

The data refers to the period from 14 March to 11 April 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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