

THE BASKETBALL LEAGUE REPORT

A data-driven digital analysis focused on basketball

EDITION N. 23 // JUNE 2022







IQUII Sport is the Sport Intelligence Unit by IQUII born in August 2017.

We daily assist clubs, associations and players to make the most of their online presence, providing them with the best solutions to win the match also off the pitch to assure the fanbase a 24/7 memorable experience.



STRATEGY

We constantly study the market and anticipate its trends designing tailored digital marketing strategies based on your needs, building an omnichannel and integrated communication plan to fuel the fan engagement and finally enhance the value of brand.



TECHNOLOGY

We develop web and mobile Sport Platforms able to revolutionize the whole fan experience, also creating new innovative membership schemes to boost the user profiling and the FRM (fan relationship management), as well as the direct and indirect data monetization activities.



DATA

We analyse the Sport Industry with a strong data-driven approach, producing studies, infographics and monthly reports arounds competitions and major events to fully understand the modern digital dynamics of the business of sport, useful for all the stakeholders of the field.



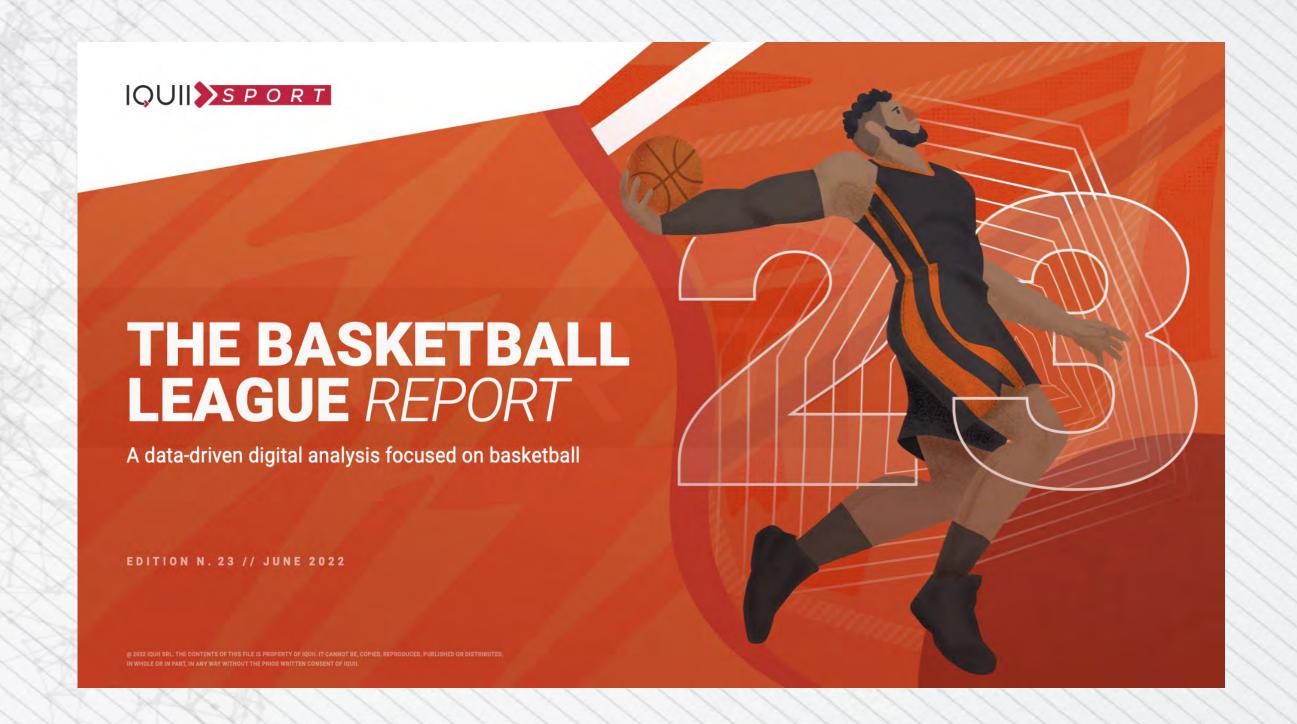


"The Basketball League" Report is the monthly tool by IQUII Sport, the Sport Intelligence Unit by IQUII, to monitor the social media performances of European Basketball!

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

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

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









Countries included in this overview

TURKISH AIRLINES EUROLEAGUE



10 COUNTRIES 18 CLUBS







EUROPE Snapshot / EuroLeague



18

CLUBS

BRANDS

32.9 M

+ 1.76%*

FANS

Total EuroLeague Basketball Clubs analyzed.

Total EuroLeague sport brands analyzed.

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



*[from April 15, 2022 to June 20, 2022]





EUROLEAGUE Facebook

TOTAL FANBASE 21.1 M



Ranking of the EuroLeague basketball clubs on Facebook.



2.3 M 1.2 M

8.0 M •

4.0 M















*[from April 15, 2022 to June 20, 2022]

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

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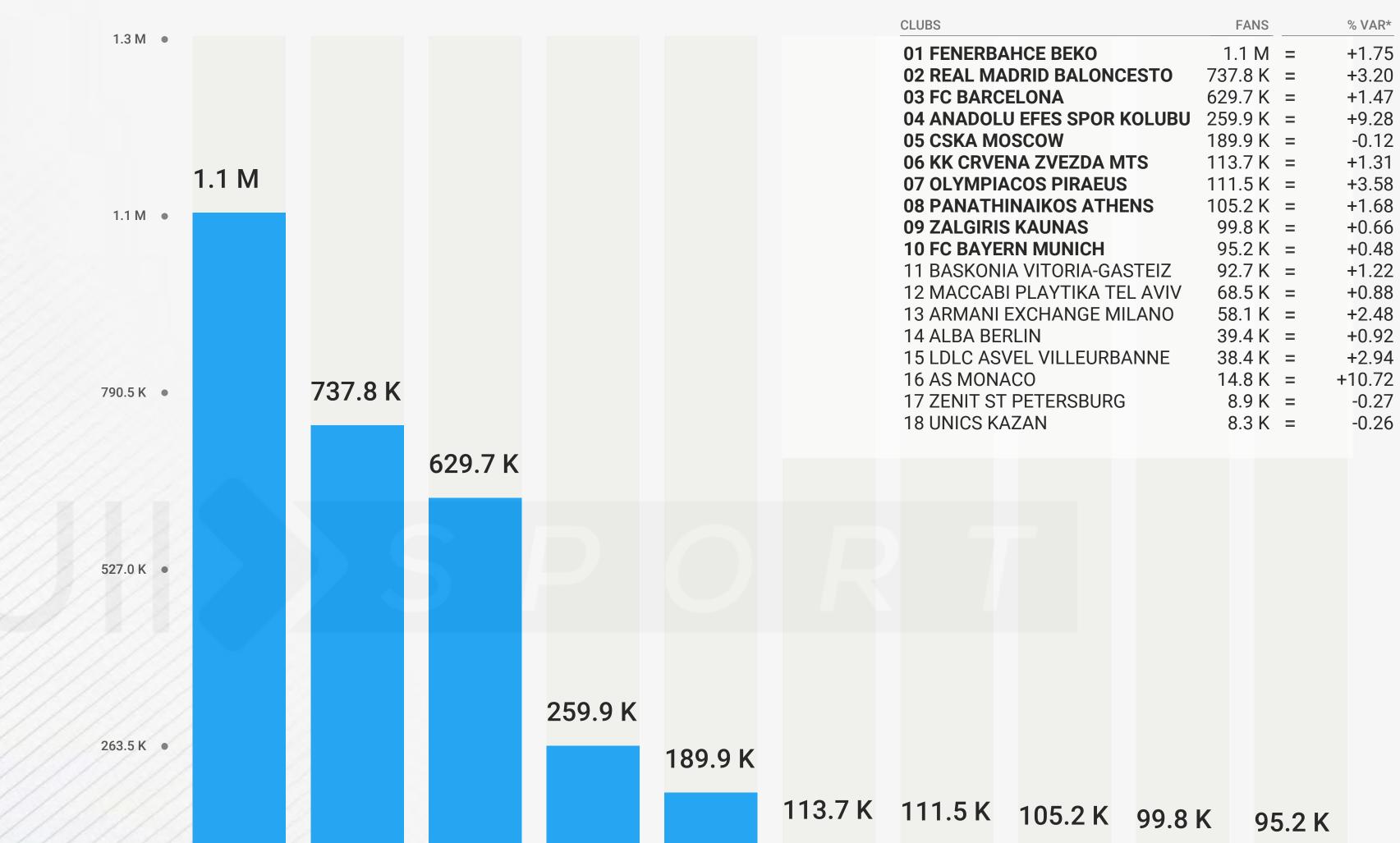


EUROLEAGUE Twitter

TOTAL FANBASE 3.7 M



Ranking of the EuroLeague basketball clubs on Twitter.

























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EUROLEAGUE Instagram



Ranking of the EuroLeague basketball clubs on Instagram.

TURKISH AIRLINES

EuroLeague





878.0 K



832.6 K







299.7 K 270.3 K 233.2 K 221.5 K 206.0 K

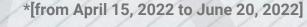






135.0 K 127.4 K





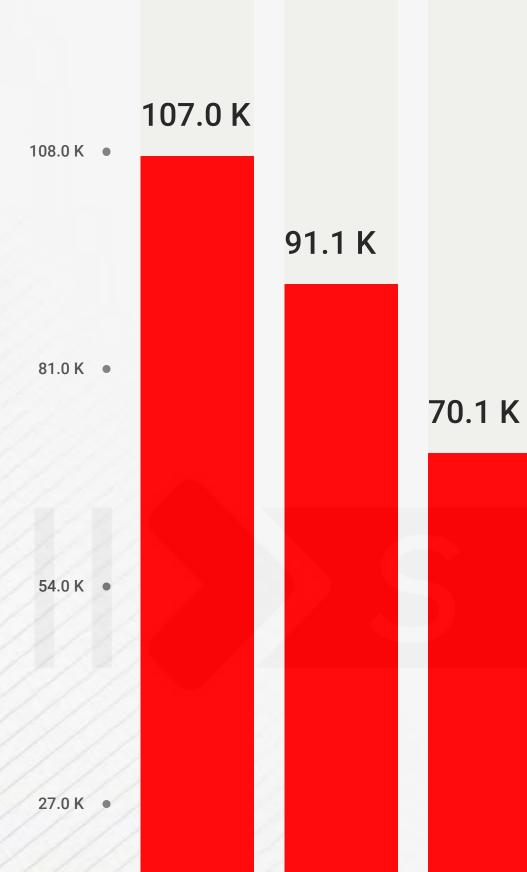


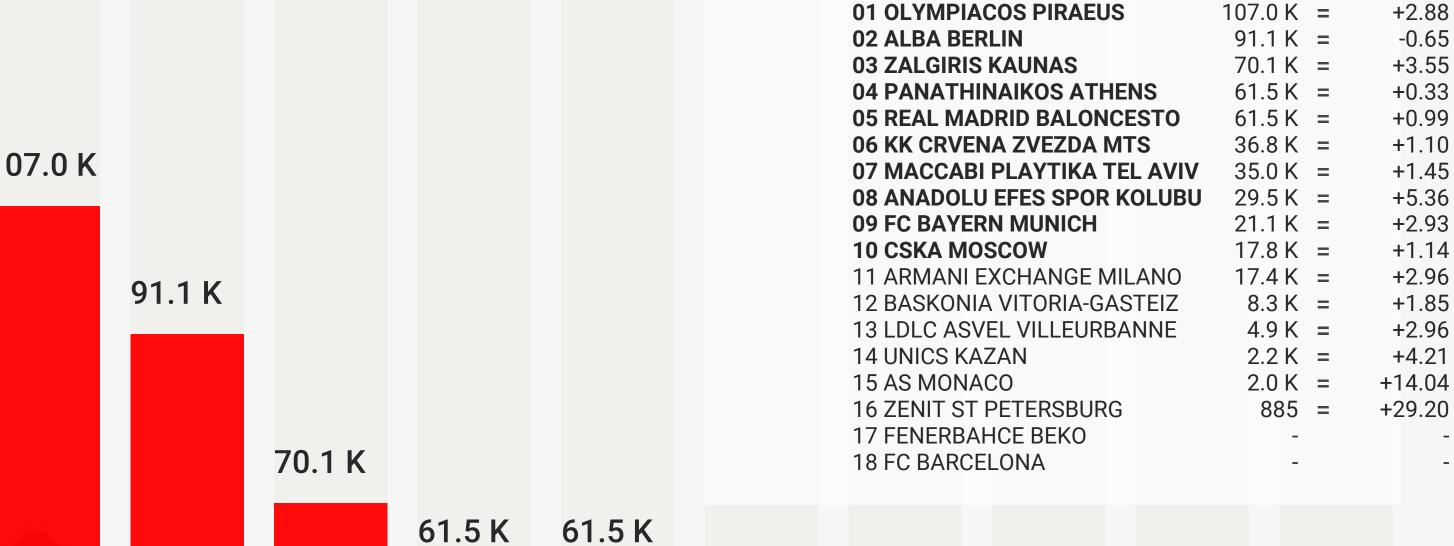


EUROLEAGUE YouTube

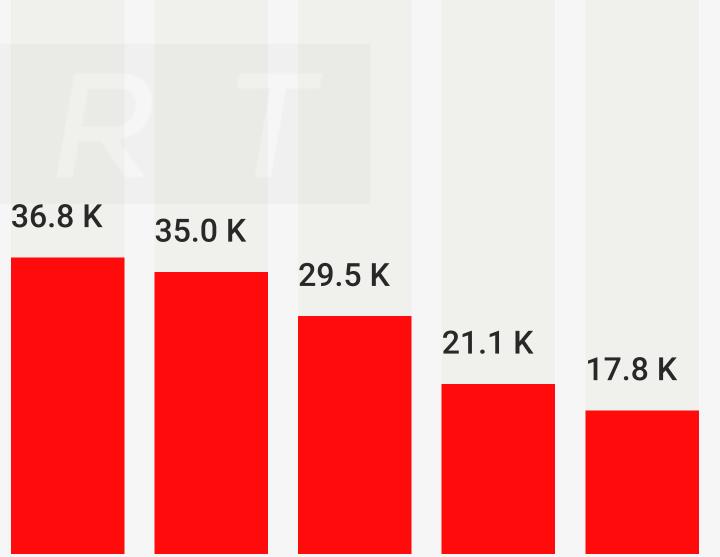
TOTAL FANBASE 567 K TURKISH AIRLINES EuroLeague

Ranking of the EuroLeague basketball clubs on YouTube.





CLUBS























FANS

% VAR*



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



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



EUROLEAGUE Social





TOTAL FANBASE

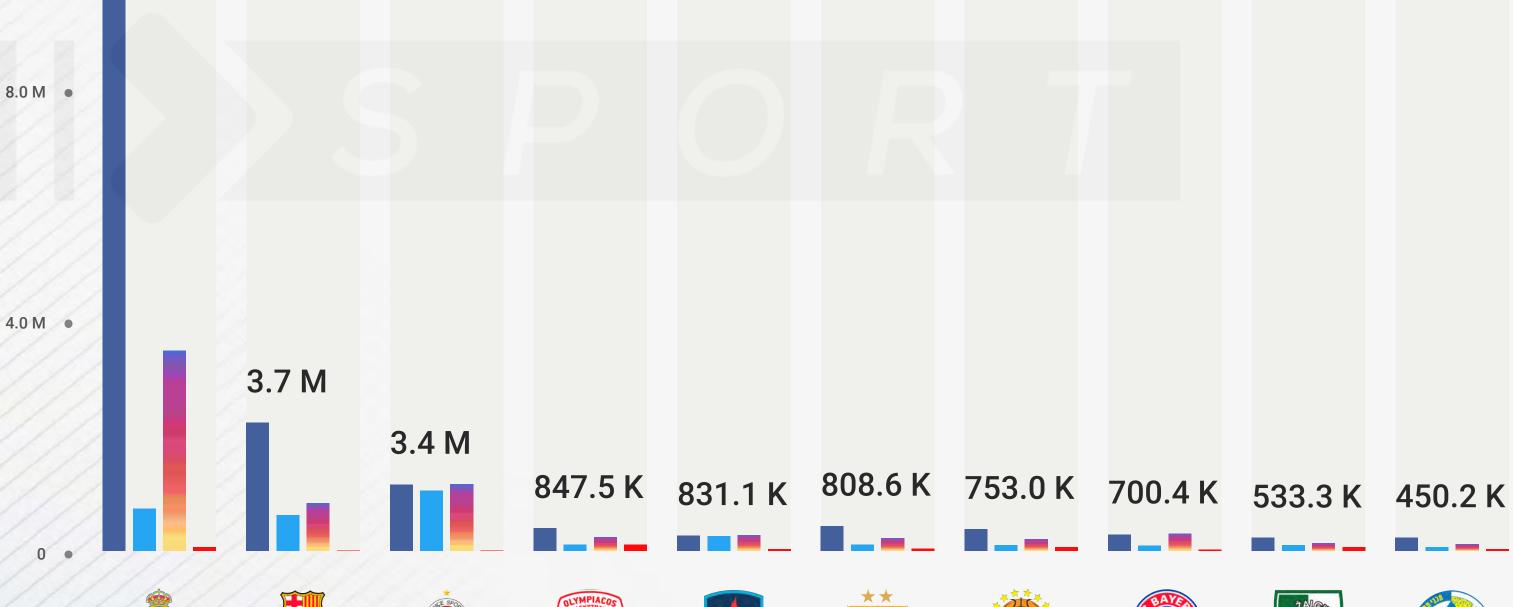
32.9 M



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



CLUBS



















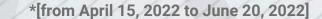




FANS

% VAR*





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EUROLEAGUE Brands

(0)

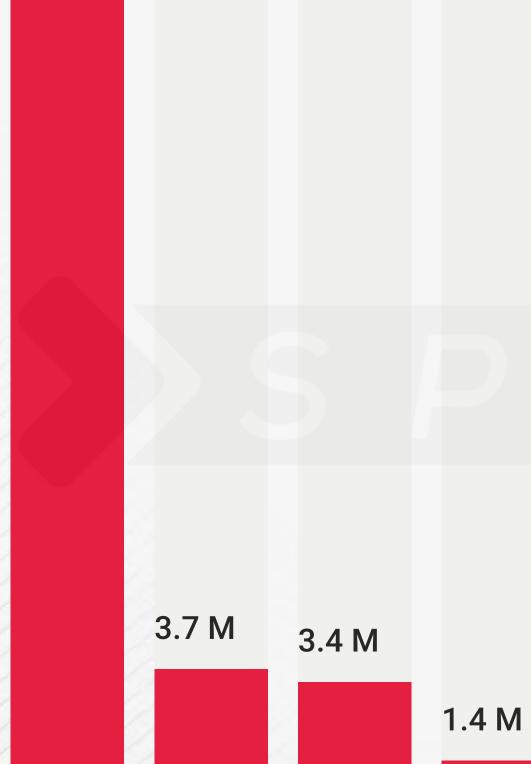
TOTAL FANBASE

32.9 M



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

22.0 M 22.0 M 16.5 M • 11.0 M 5.5 M •











CLUBS

01 ADIDAS

03 FENERIUM

07 AIR JORDAN

08 EA7 EMPORIO ARMANI

02 NIKE

04 GSA

05 BILCEE 06 PUMA

09 KELME

10 ERREA

11 PEAK





KELME 🛣



FANS

22.0 M =

3.7 M =

3.4 M =

1.4 M =

831.1 K =

450.2 K =

398.5 K =

382.9 K =

219.5 K =

67.9 K =

57.8 K =

% VAR*

+1.73

+0.58

+1.48

+1.64

+0.55

-0.22

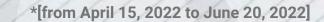
+2.90

+1.11

+9.21

-0.11

+10.78







EUROLEAGUE Brands

CLUBS

18

SPORT BRANDS

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





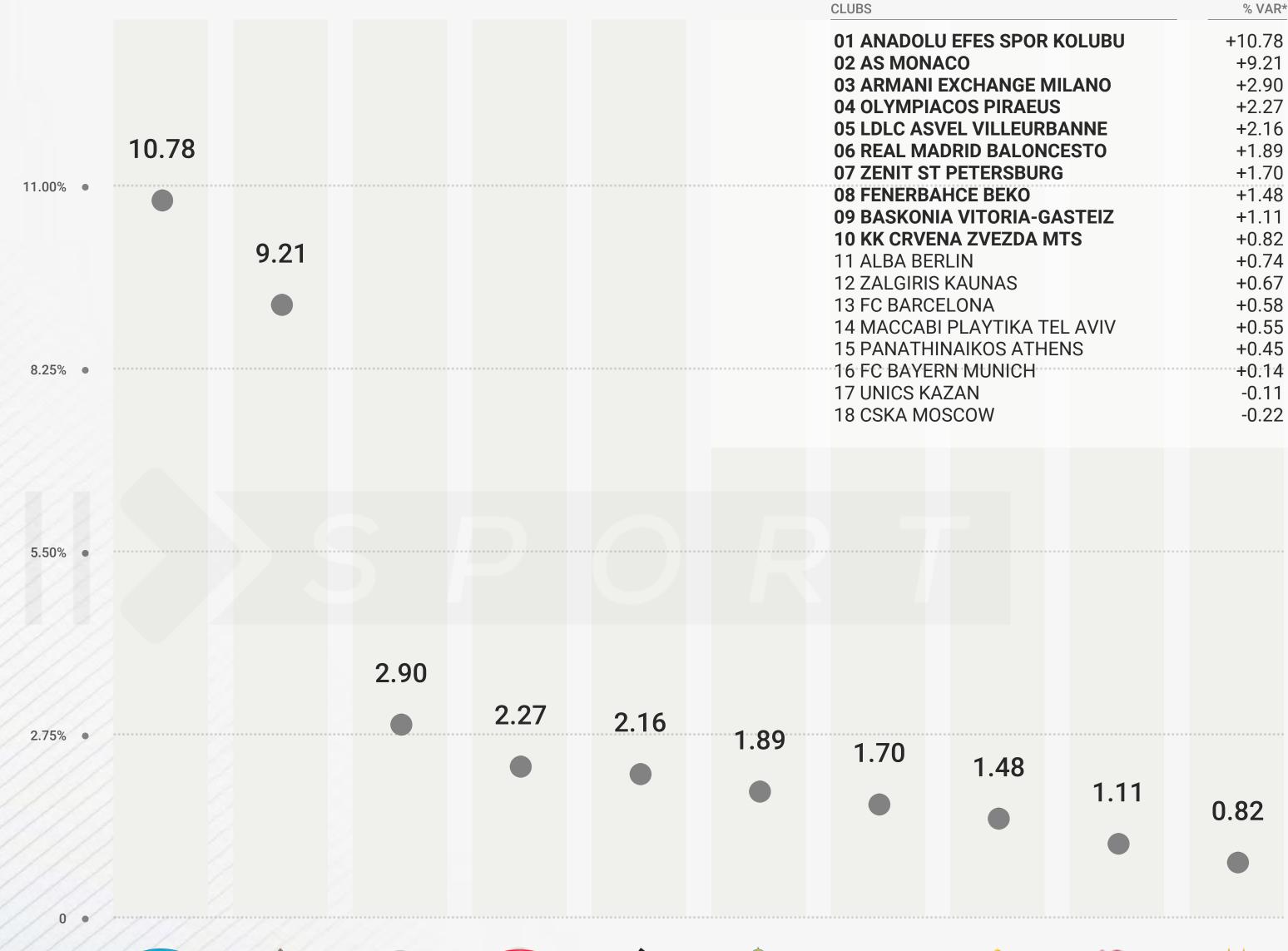
*[from April 15, 2022 to June 20, 2022]



EUROLEAGUE Grown Up



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















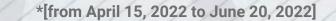












Only basketball teams dedicated accounts have been considered in the study.

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Basketball Competitions included in this overview

FIRST DIVISION

16 CLUBS



LBA SERIE A

SECOND DIVISION

14 CLUBS



LNP SERIE A2 GIRONE VERDE

SECOND DIVISION

14 CLUBS



LNP SERIE A2 GIRONE ROSSO





IQUII SPORT

ITALY SnapShot / LBA Serie A



16 CLUBS

6 **BRANDS**

1.5 M + 2.19%* FANS

Total LBA Serie A Basketball Clubs analyzed.

Total LBA Serie A sport brands analyzed.

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



*[from April 15, 2022 to June 20, 2022]



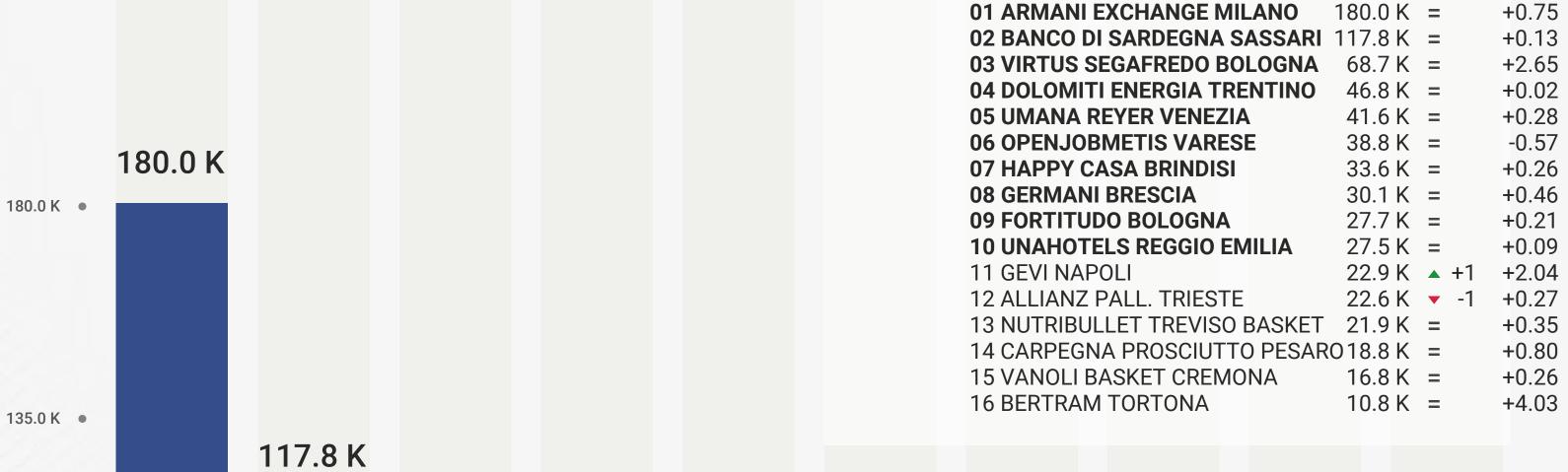


LBA SERIE A Facebook

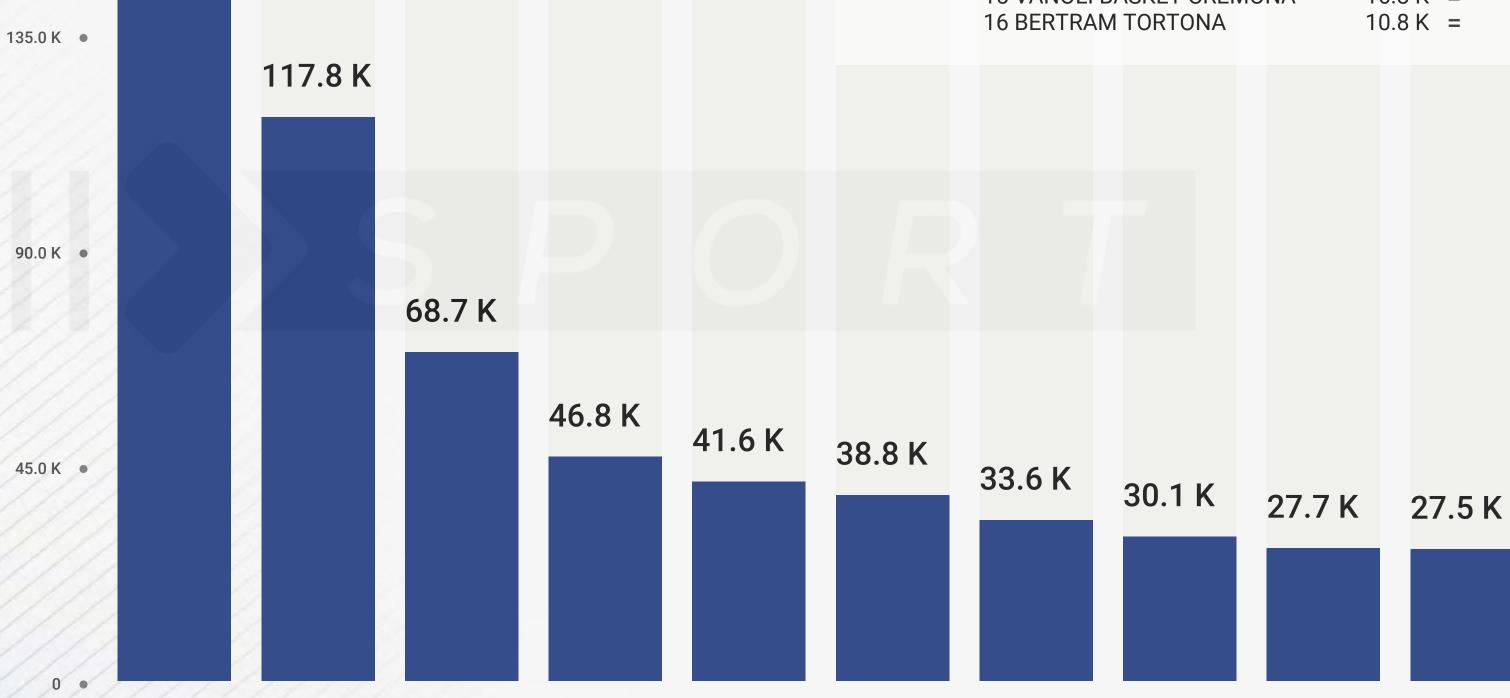
TOTAL FANBASE 726 K



Ranking of the LBA Serie A basketball clubs on Facebook.



CLUBS















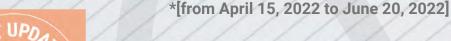






FANS

% VAR*



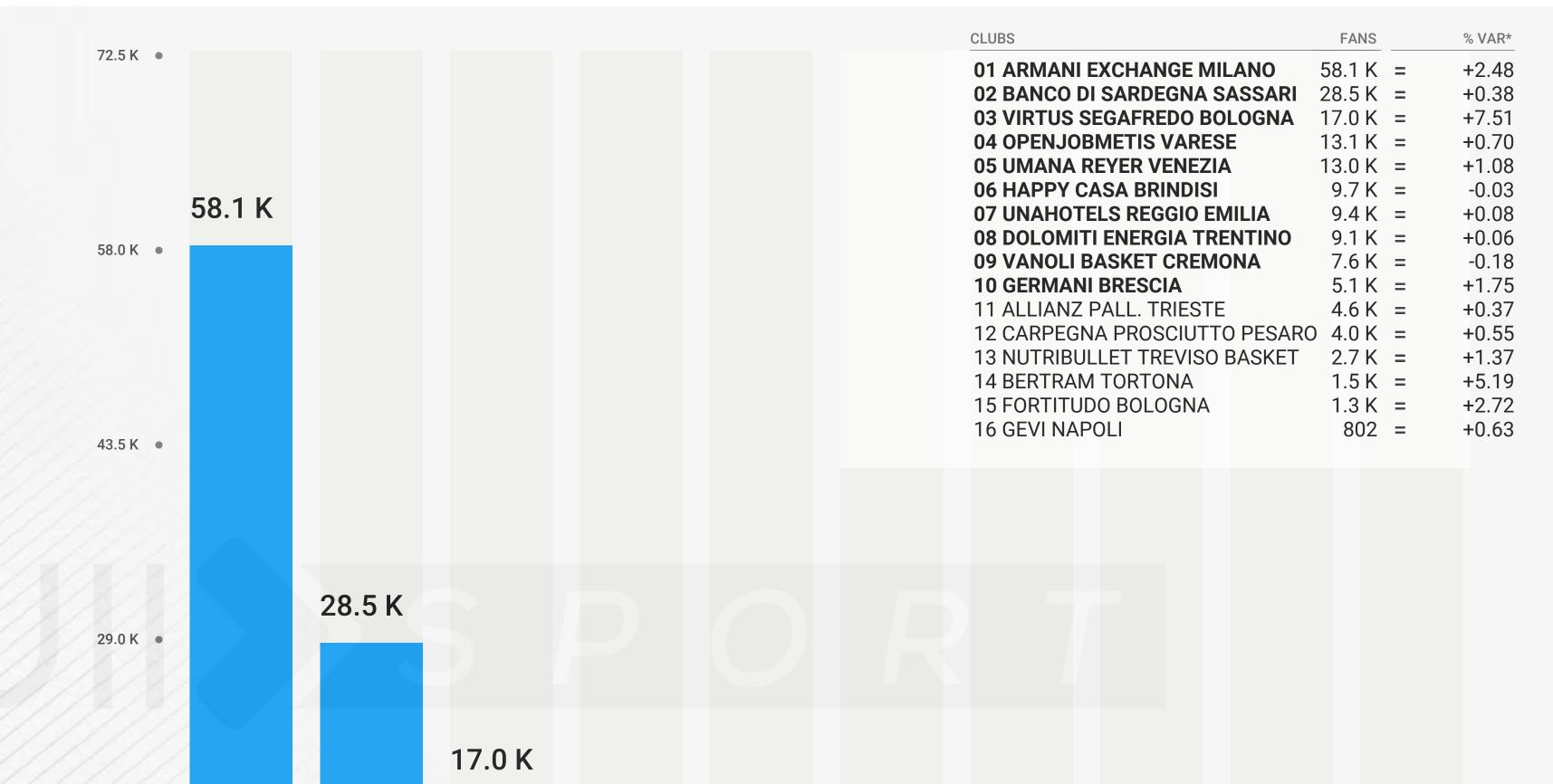


LBA SERIE A Twitter





Ranking of the LBA Serie A basketball clubs on Twitter.





14.5 K







13.1 K



13.0 K



9.7 K



9.4 K



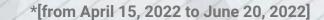
9.1 K



7.6 K



5.1 K



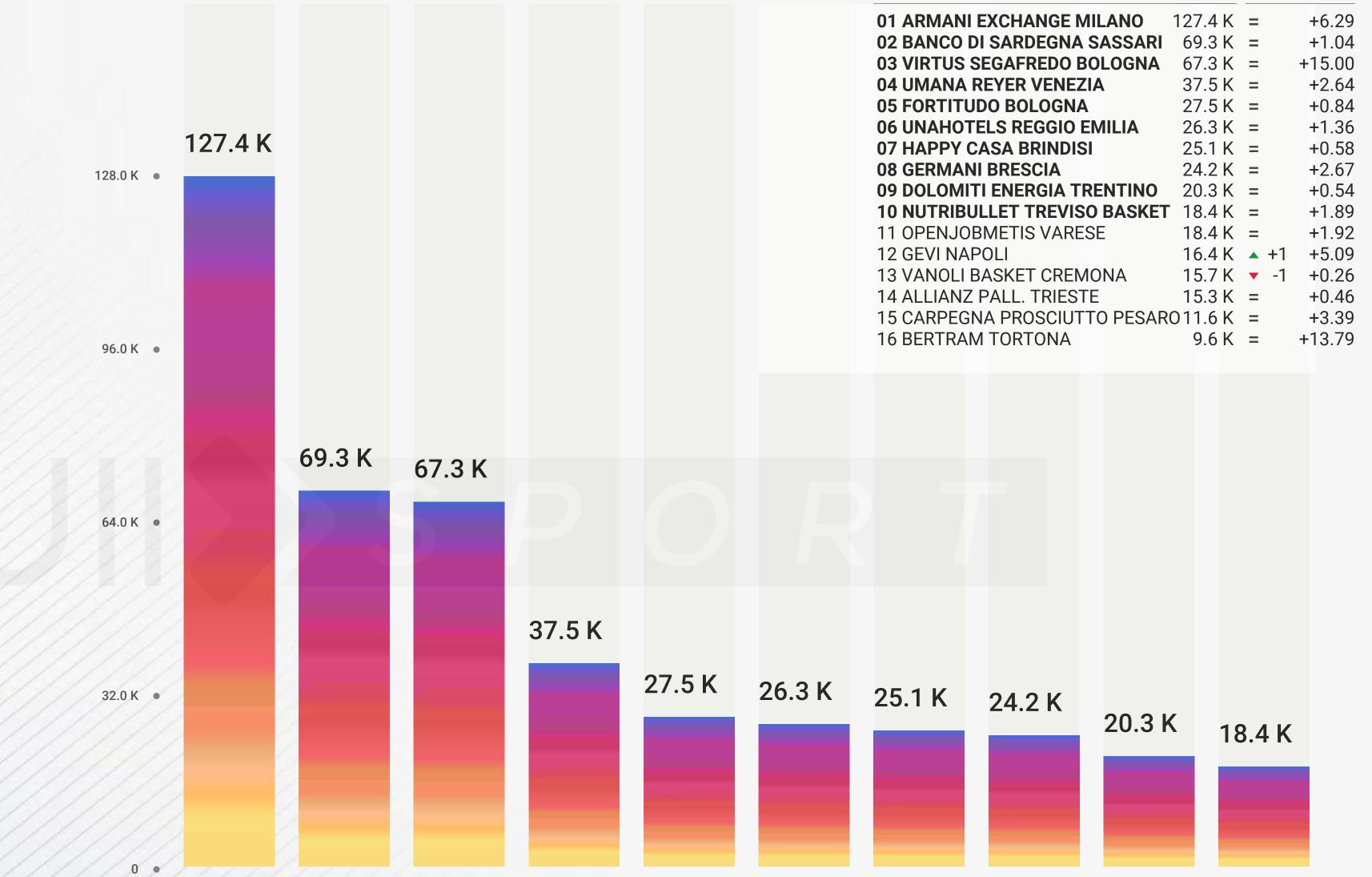




LBA SERIE A Instagram



Ranking of the LBA Serie A basketball clubs on Instagram.

















CLUBS







FANS

% VAR*



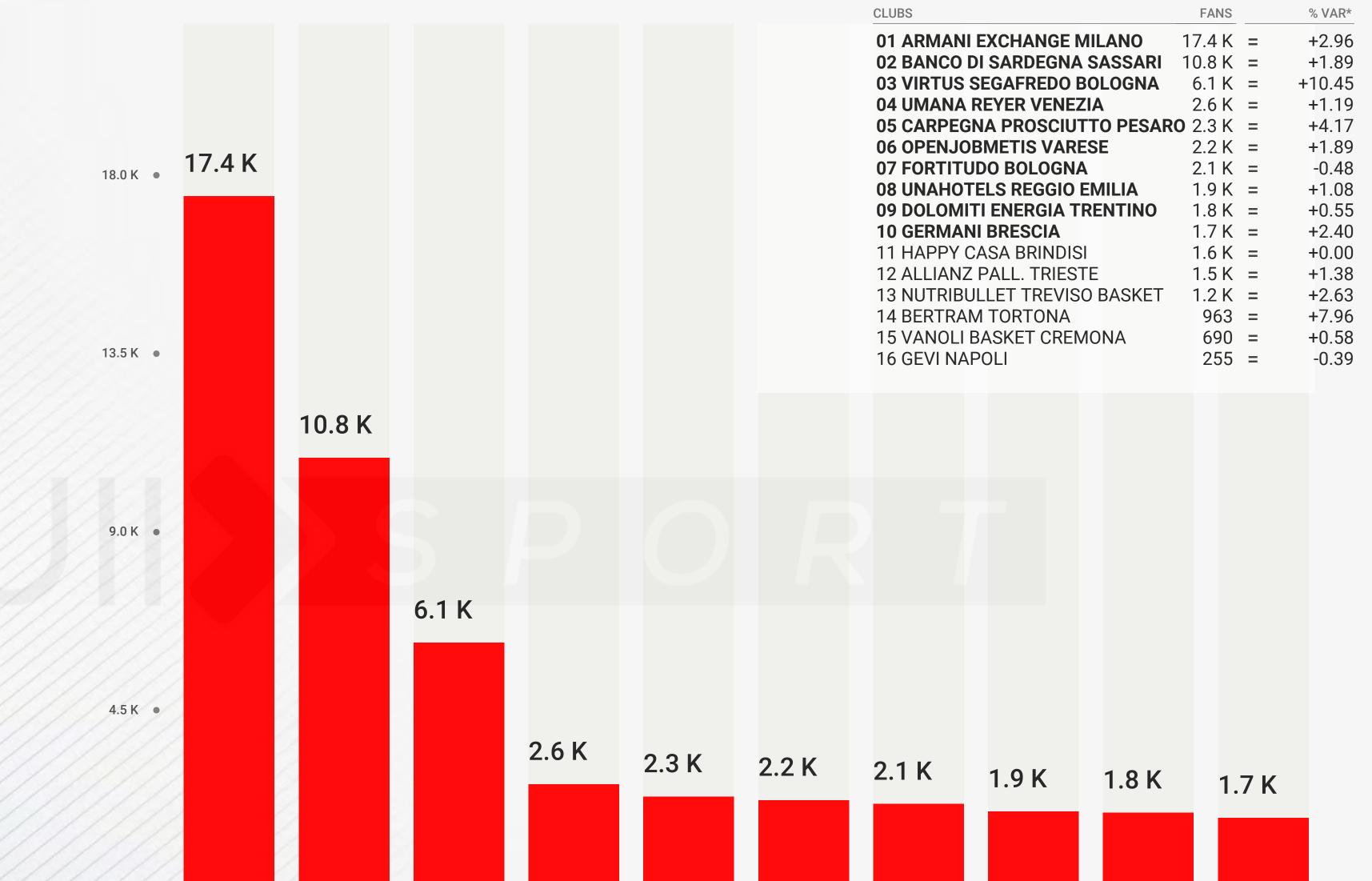




LBA SERIE A YouTube



Ranking of the LBA Serie A basketball clubs on YouTube.

























*[from April 15, 2022 to June 20, 2022]







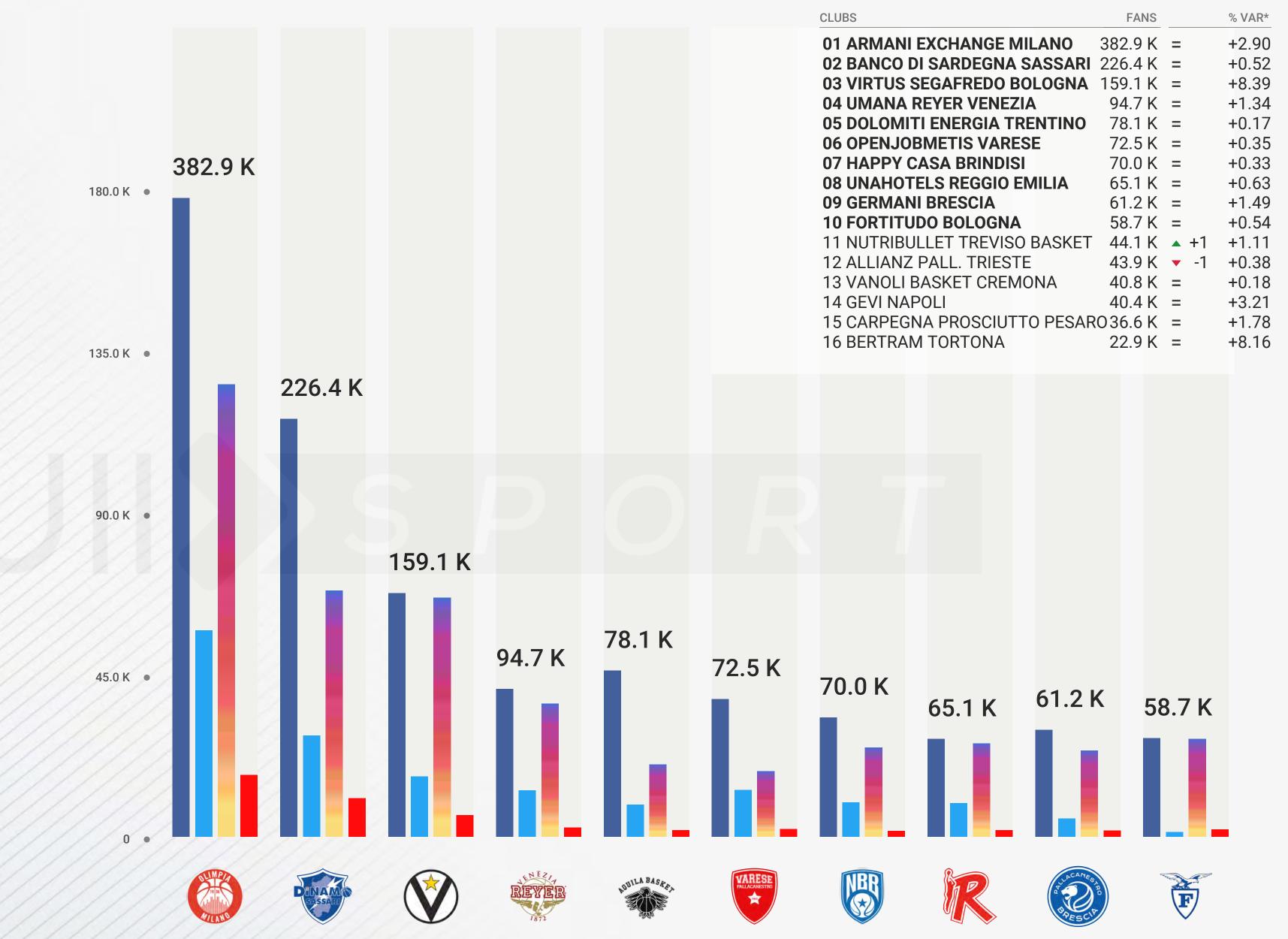
LBA SERIE A Social

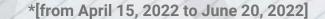


1.5 M



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









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LBA SERIE A Brands



1.5 M



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

477.5 K ● 382.9 K 382.0 K 300.3 K 296.7 K 266.8 K 286.5 K 172.6 K 191.0 K • 78.1 K 95.5 K •











CLUBS

02 ERREA

03 MACRON

05 ADIDAS

06 NIKE

04 EYE SPORT

01 EA7 EMPORIO ARMANI

FANS

382.9 K =

300.3 K =

296.7 K =

266.8 K =

172.6 K =

78.1 K =

% VAR*

+2.90

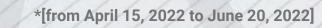
+1.72

+4.58

+0.92

+0.41

+0.17





macron





LBA SERIE A Brands

CLUBS

16

SPORT BRANDS

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





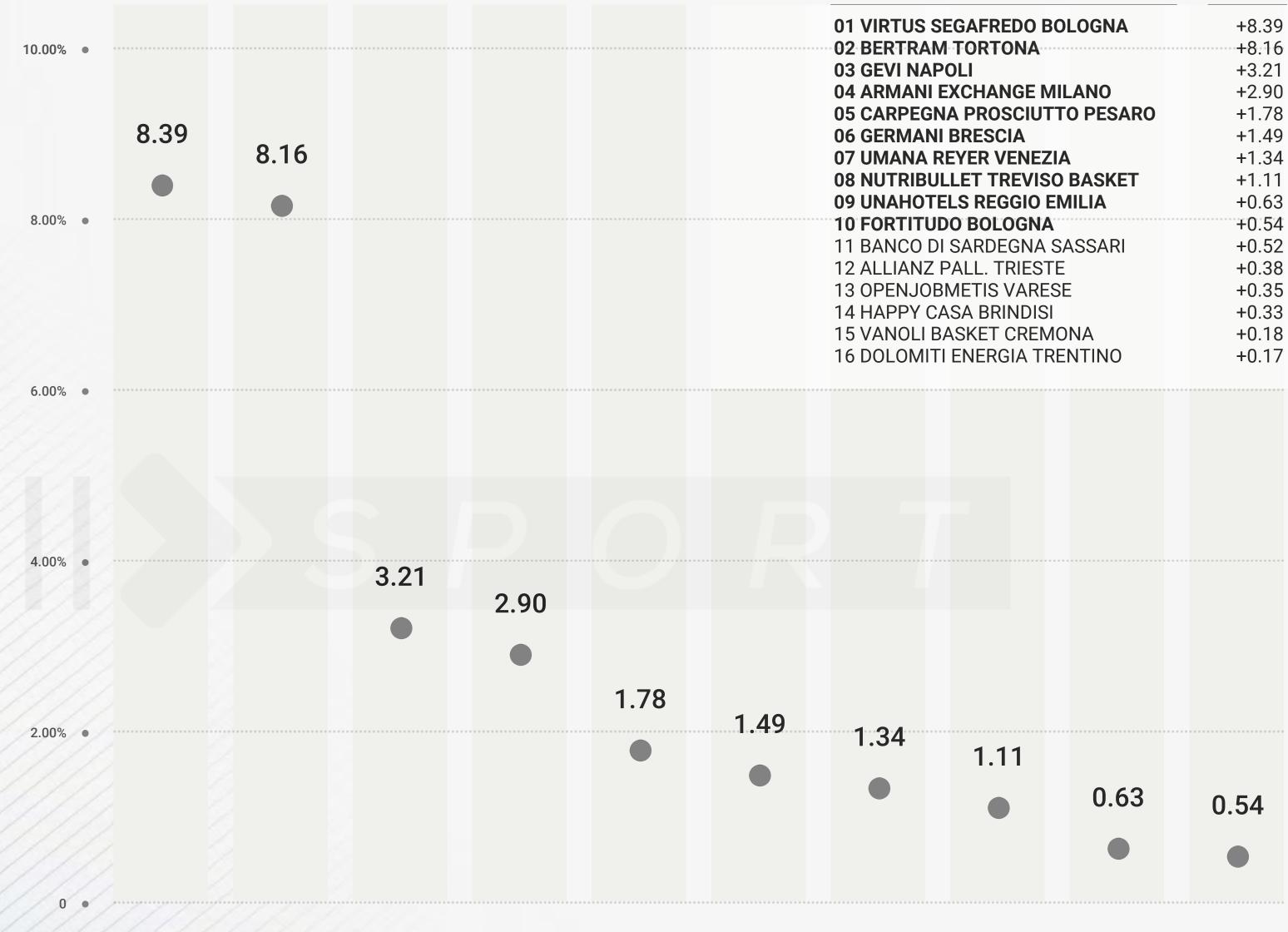




LBA SERIE A Grown Up



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

















CLUBS







% VAR*







IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Verde



14 CLUBS

9 **BRANDS**

305 K + 0.41%* FANS

Total LNP Serie A2 Girone Verde Basketball Clubs analyzed.

Total LNP Serie A2 Girone Verde sport brands analyzed.

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



*[from April 15, 2022 to June 20, 2022]





LNP SERIE A2 VERDE Facebook

TOTAL FANBASE 160 K

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









15.1 K



14.0 K



13.7 K





13.7 K



12.9 K

CLUBS

01 PALLACANESTRO CANTU

05 GIORGIO TESI GROUP PISTOIA

09 GRUPPO MASCIO BLU BASKET

11 AGRIBERTOCCHI ORZINUOVI

12 BAKERY BASKET PIACENZA

13 UCC ASSIGECO PIACENZA

14 NOVIPIÙ JB MONFERRATO

06 APU OLD WILD WEST UDINE

02 ORLANDINA BASKET

04 BONPRIX BIELLA

07 STAFF MANTOVA

10 URANIA MILANO

03 2B CONTROL TRAPANI

08 REALE MUTUA TORINO



9.3 K



6.9 K



6.5 K

FANS

29.0 K =

22.0 K =

15.1 K =

14.0 K =

13.7 K =

13.7 K =

12.9 K =

9.3 K =

6.9 K =

 $6.5 \, \text{K} =$

5.2 K =

5.2 K =

4.7 K =

2.4 K =

% VAR*

+1.07

+0.04

+0.32

+0.17

+0.72 +3.15

+0.39

+1.35

+0.69

+0.50

+0.33

+0.64

+1.86

+2.34



*[from April 15, 2022 to June 20, 2022]

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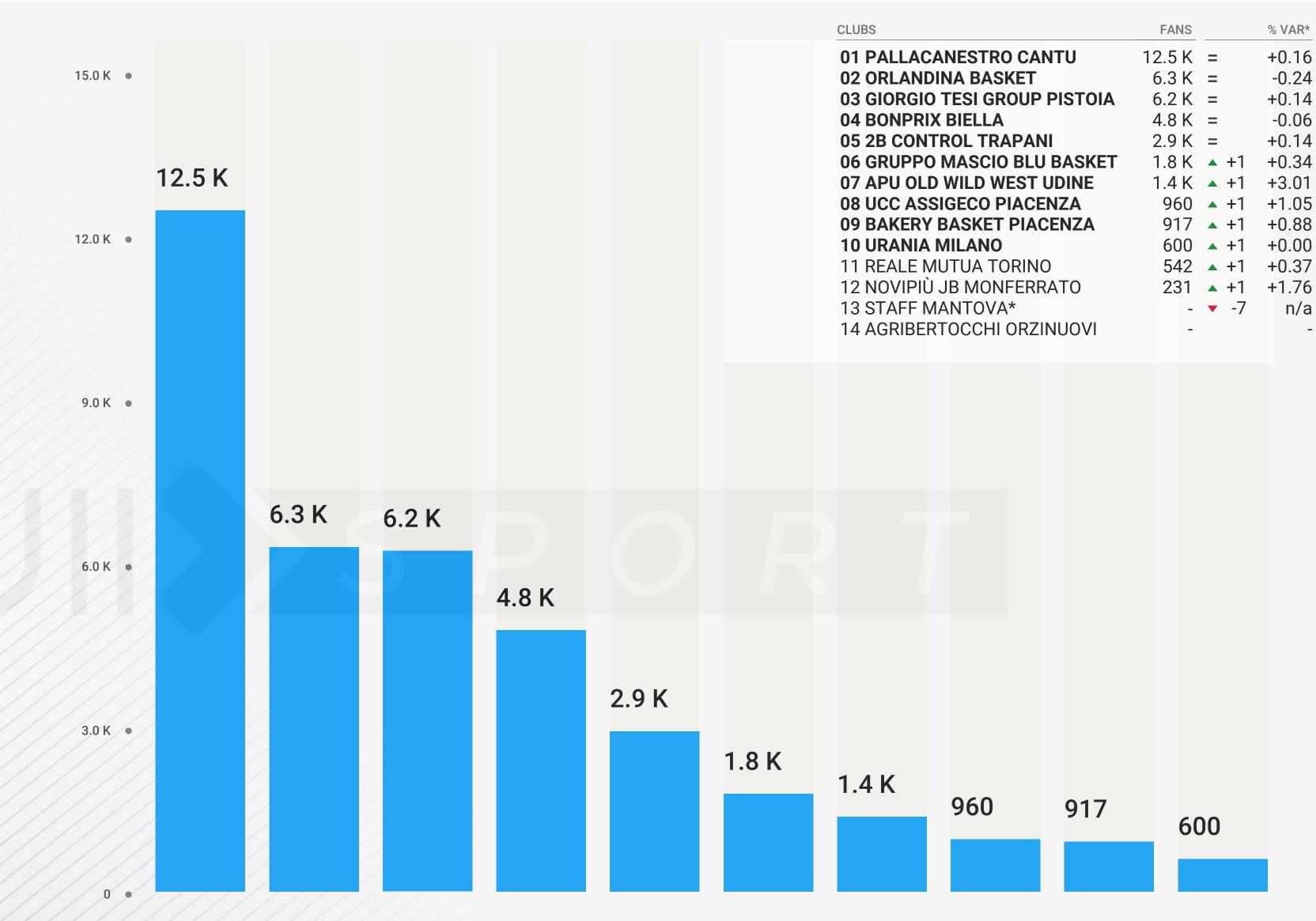
FB data refers to Likes, not Followers.



LNP SERIE A2 VERDE Twitter



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































LNP SERIE A2 VERDE Instagram



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







9.8 K



8.5 K



8.1 K



7.7 K



6.8 K

CLUBS

01 PALLACANESTRO CANTU

03 ORLANDINA BASKET

06 BONPRIX BIELLA

08 STAFF MANTOVA

10 URANIA MILANO

02 GIORGIO TESI GROUP PISTOIA

04 GRUPPO MASCIO BLU BASKET

05 APU OLD WILD WEST UDINE

07 REALE MUTUA TORINO

09 2B CONTROL TRAPANI

11 UCC ASSIGECO PIACENZA

12 BAKERY BASKET PIACENZA

13 NOVIPIÙ JB MONFERRATO

14 AGRIBERTOCCHI ORZINUOVI

6.1 K







5.6 K



FANS

17.0 K =

10.1 K =

9.8 K = 8.5 K =

6.8 K =

6.1 K =

5.6 K =

4.8 K =

3.4 K =

2.8 K =

2.6 K ▼ -1

4.8 K

7.7 K ▼ -1

8.1 K • +1 +8.27

2.7 K • +1 +8.06

% VAR*

+4.17

+2.43

+0.44

+1.38

+0.63

+3.01

+1.04

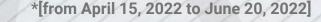
+0.45

+1.55

+3.67

+1.46

-0.19



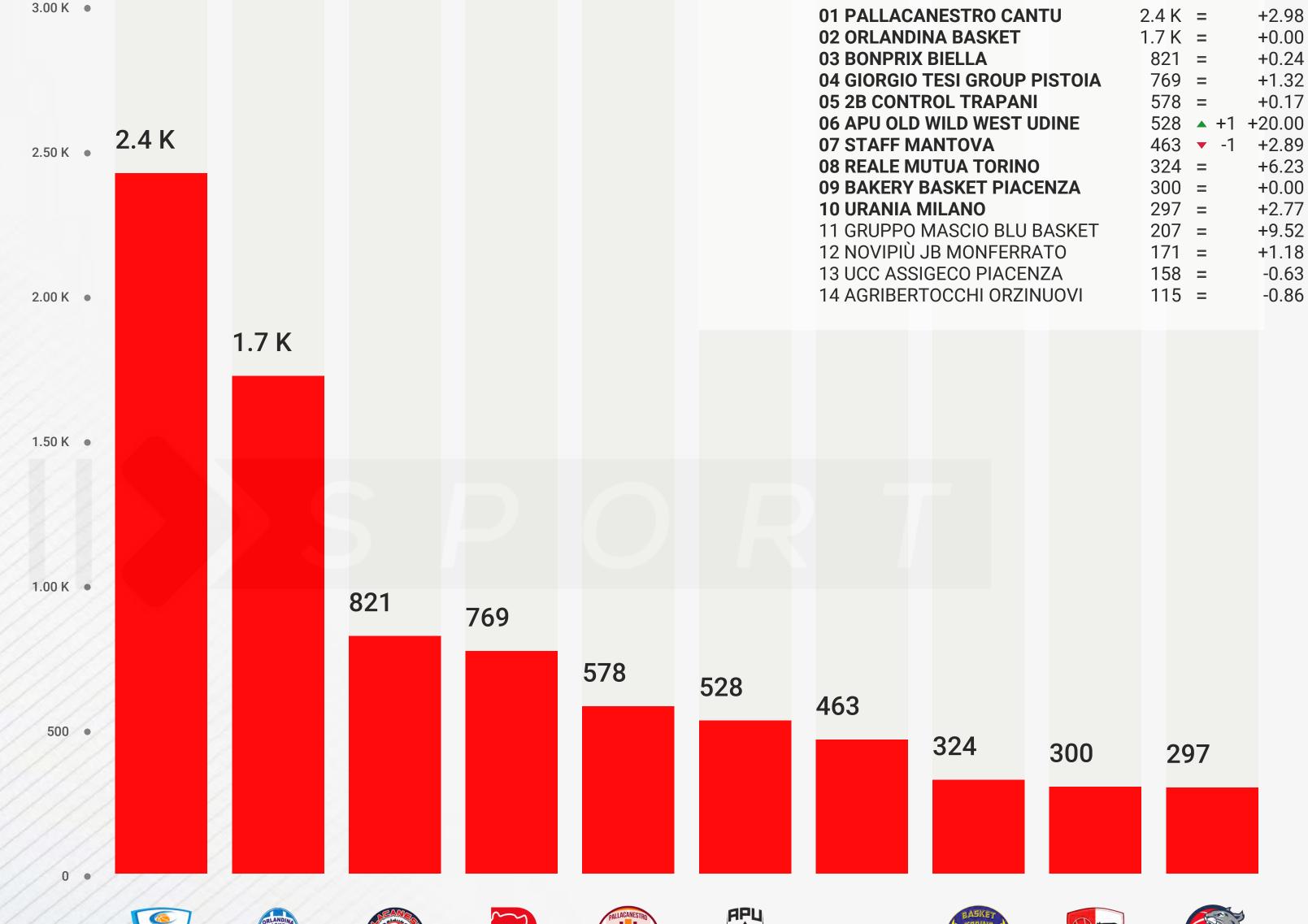


IQUII SPORT

LNP SERIE A2 VERDE YouTube



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



















CLUBS







FANS

% VAR*











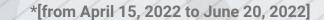
LNP SERIE A2 VERDE Social





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

01 PALLACANESTRO CANTU 61.0 K = 39.9 K = **02 ORLANDINA BASKET 03 GIORGIO TESI GROUP PISTOIA** 30.8 K = **04 BONPRIX BIELLA** 27.3 K = **05 2B CONTROL TRAPANI** 24.2 K = **06 APU OLD WILD WEST UDINE** 23.6 K = 19.4 K = 61.0 K **07 STAFF MANTOVA** 17.4 K = **08 GRUPPO MASCIO BLU BASKET 09 REALE MUTUA TORINO** 16.9 K = 12.1 K = **10 URANIA MILANO** 9.3 K ▲ +1 +2.39 11 UCC ASSIGECO PIACENZA 12 BAKERY BASKET PIACENZA 9.2 K ▼ -1 13 AGRIBERTOCCHI ORZINUOVI 8.0 K = 14 NOVIPIÙ JB MONFERRATO 5.5 K = 39.9 K 22.5 K • 24.2 K 27.3 K 30.8 K 23.6 K 15.0 K 19.4 K 16.9 K 17.4 K 12.1 K 7.5 K •





CLUBS

FANS

% VAR*

+1.80

+0.09

+1.17

+0.26

+0.32 +5.17

-12.42

+1.08

+2.06

+0.94

+0.90

+0.14

+5.03





LNP SERIE A2 VERDE Brands

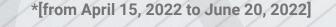
75.0 K ●

(0) TOTAL FANBASE 305 K



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

01 EYE SPORT 61.0 K 🔺 +1 +1.80 **02 ERREA** 60.9 K ▼ -1 -3.87 03 LEGEA +0.09 39.9 K = 04 JOMA 36.5 K = +0.42 **05 MACRON** 30.8 K = +1.17 +5.17 06 NIKE 23.6 K = 61.0 K 60.9 K **07 SPALDING** 22.4 K = +2.77 17.4 K = **08 ACERBIS** +1.08 09 ADIDAS 60.0 K 12.1 K = +0.94 45.0 K 39.9 K 36.5 K 30.8 K 30.0 K • 23.6 K 22.4 K 17.4 K 12.1 K 15.0 K SPALDING. adidas **Joma**[®]





CLUBS

FANS

% VAR*



LNP SERIE A2 VERDE Brands

CLUBS

SPORT BRANDS

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





*[from April 15, 2022 to June 20, 2022]





LNP SERIE A2 VERDE Grown Up



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

0 •

6.25%

3.75%

2.50%

1.25%

5.17

5.03





THE BASKETBALL LEAGUE •

2.39



2.06



1.80



1.17



CLUBS

01 APU OLD WILD WEST UDINE

02 NOVIPIÙ JB MONFERRATO

03 UCC ASSIGECO PIACENZA

05 PALLACANESTRO CANTU

06 GIORGIO TESI GROUP PISTOIA

07 GRUPPO MASCIO BLU BASKET

09 BAKERY BASKET PIACENZA

12 AGRIBERTOCCHI ORZINUOVI

10 2B CONTROL TRAPANI

13 ORLANDINA BASKET

14 STAFF MANTOVA

04 REALE MUTUA TORINO

08 URANIA MILANO

11 BONPRIX BIELLA



1.08



0.94



0.90



0.32

% VAR*

+5.17

+5.03

+2.39

+2.06 +1.80

+1.17

+1.08

+0.94

+0.90

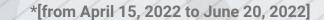
+0.32

+0.26

+0.14

+0.09

-12.42







IQUII SPORT

ITALY Snapshot / LNP Serie A2 Girone Rosso



14 CLUBS

12 **BRANDS**

254 K + 3.05%*

FANS

Total LNP Serie A2 Girone Rosso Basketball Clubs analyzed.

Total LNP Serie A2 Girone Rosso sport brands analyzed.

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



*[from April 15, 2022 to June 20, 2022]





LNP SERIE A2 ROSSO Facebook 24.0 K •

TOTAL FANBASE 147 K



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



30.0 K

23.3 K

20.5 K





11.4 K



10.0 K



9.8 K



9.7 K

CLUBS

01 UNIEURO FORLÌ

03 TEZENIS VERONA

05 GIVOVA SCAFATI

11 ORASÌ RAVENNA

02 STELLA AZZURRA ROMA

06 BENACQUISTA A. LATINA

08 RISTOPRO JANUS FABRIANO

10 BENEDETTO XIV TRAMEC CENTO 6.2 K =

07 CESTISTICA S.SEVERO

09 TOP SECRET FERRARA

12 PALL. A. PASCA NARDO

13 LUX CHIETI BASKET 1974

14 UMANA SAN GIOBBE B. CHIUSI

6.9 K

04 ATLANTE EUROBASKET ROMA







6.3 K



6.2 K

FANS

24.1 K =

23.3 K =

20.5 K =

11.4 K =

9.8 K ▼ -1

9.7 K ▼ -1

6.9 K =

6.3 K =

 $6.1 \, \text{K} =$

6.0 K =

4.3 K =

1.8 K =

10.0 K ▲ +2 +9.73

% VAR*

-0.02

+1.08

+3.67

+0.42

+0.24

+0.69

+0.09 +0.30

+1.10

+0.89

+1.70

+0.16

+3.28

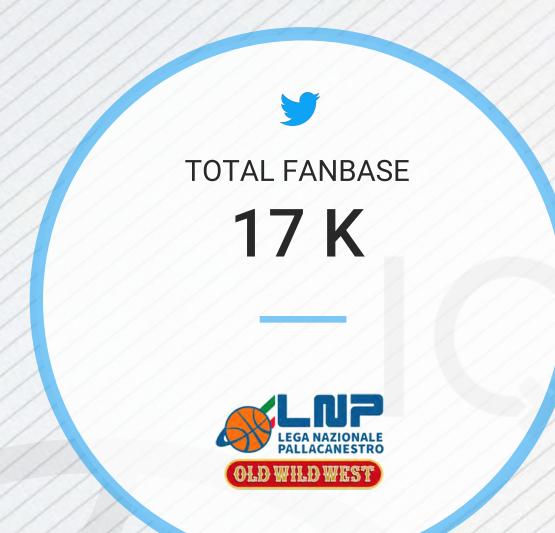




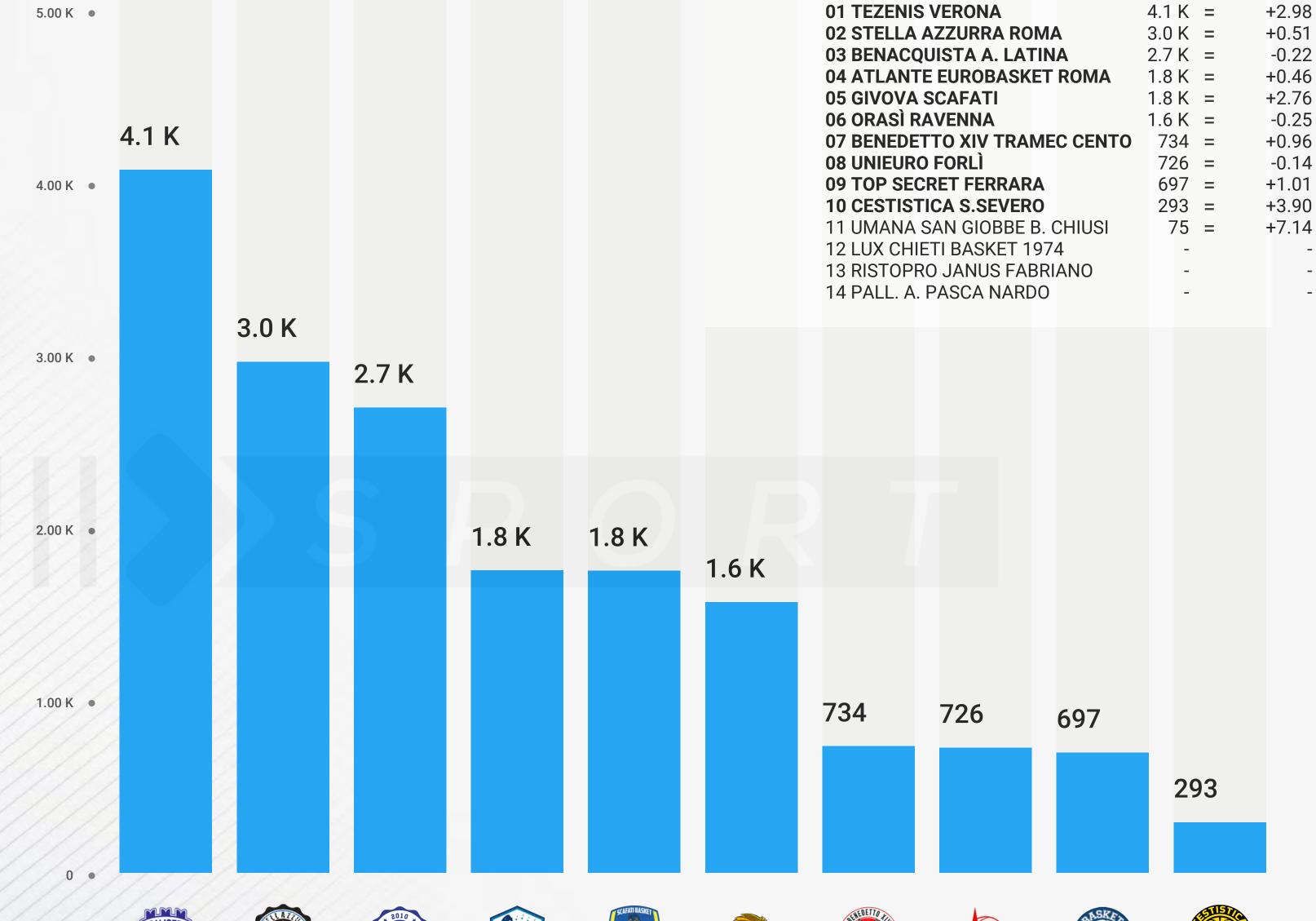




LNP SERIE A2 ROSSO Twitter



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

















CLUBS

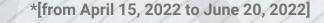






FANS

% VAR*







LNP SERIE A2 ROSSO Instagram



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



20.0 K •





7.8 K



6.3 K



4.4 K



4.4 K



4.2 K

CLUBS

01 STELLA AZZURRA ROMA

05 PALL. A. PASCA NARDO

09 CESTISTICA S.SEVERO

10 TOP SECRET FERRARA

06 BENACQUISTA A. LATINA

08 ATLANTE EUROBASKET ROMA

11 RISTOPRO JANUS FABRIANO

14 UMANA SAN GIOBBE B. CHIUSI

13 LUX CHIETI BASKET 1974

12 BENEDETTO XIV TRAMEC CENTO 2.9 K =

02 TEZENIS VERONA

04 GIVOVA SCAFATI

07 ORASÌ RAVENNA

03 UNIEURO FORLÌ



3.8 K



3.8 K



3.6 K

FANS

16.5 K =

14.6 K =

7.8 K =

6.3 K =

4.2 K =

3.8 K =

3.8 K =

3.6 K =

3.5 K =

2.3 K =

1.6 K =

4.4 K ▼ -1

4.4 K ▲ +1 +3.40

% VAR*

+4.91

+12.29

+0.43

+35.03

+0.42

+2.34

+0.63 +3.65

+0.86

-0.20

+3.70

+0.65

+9.13



*[from April 15, 2022 to June 20, 2022]



QUII SPORT

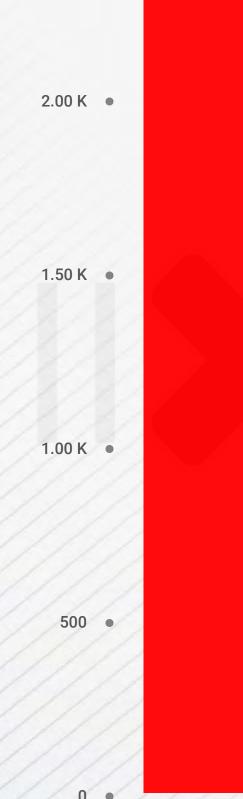
LNP SERIE A2 ROSSO YouTube



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



3.00 K •





1.5 K



1.3 K



1.2 K



879



792





611

CLUBS

01 STELLA AZZURRA ROMA

04 PALL. A. PASCA NARDO

06 RISTOPRO JANUS FABRIANO

10 LUX CHIETI BASKET 1974

13 BENACQUISTA A. LATINA

11 TOP SECRET FERRARA

07 ATLANTE EUROBASKET ROMA

12 BENEDETTO XIV TRAMEC CENTO

14 UMANA SAN GIOBBE B. CHIUSI

05 CESTISTICA S.SEVERO

02 TEZENIS VERONA

03 UNIEURO FORLÌ

08 ORASÌ RAVENNA

09 GIVOVA SCAFATI



487



316





287

FANS

2.5 K =

1.5 K =

1.3 K =

1.2 K =

879 =

792 =

611 =

487 =

316 =

287 =

178 =

166 =

72 =

51 =

% VAR*

+2.06

+0.00

+0.82

+1.50 +0.00

+0.99

+0.21 +2.60

-0.69

+0.00

+5.06

+0.00

+4.08

+12.41







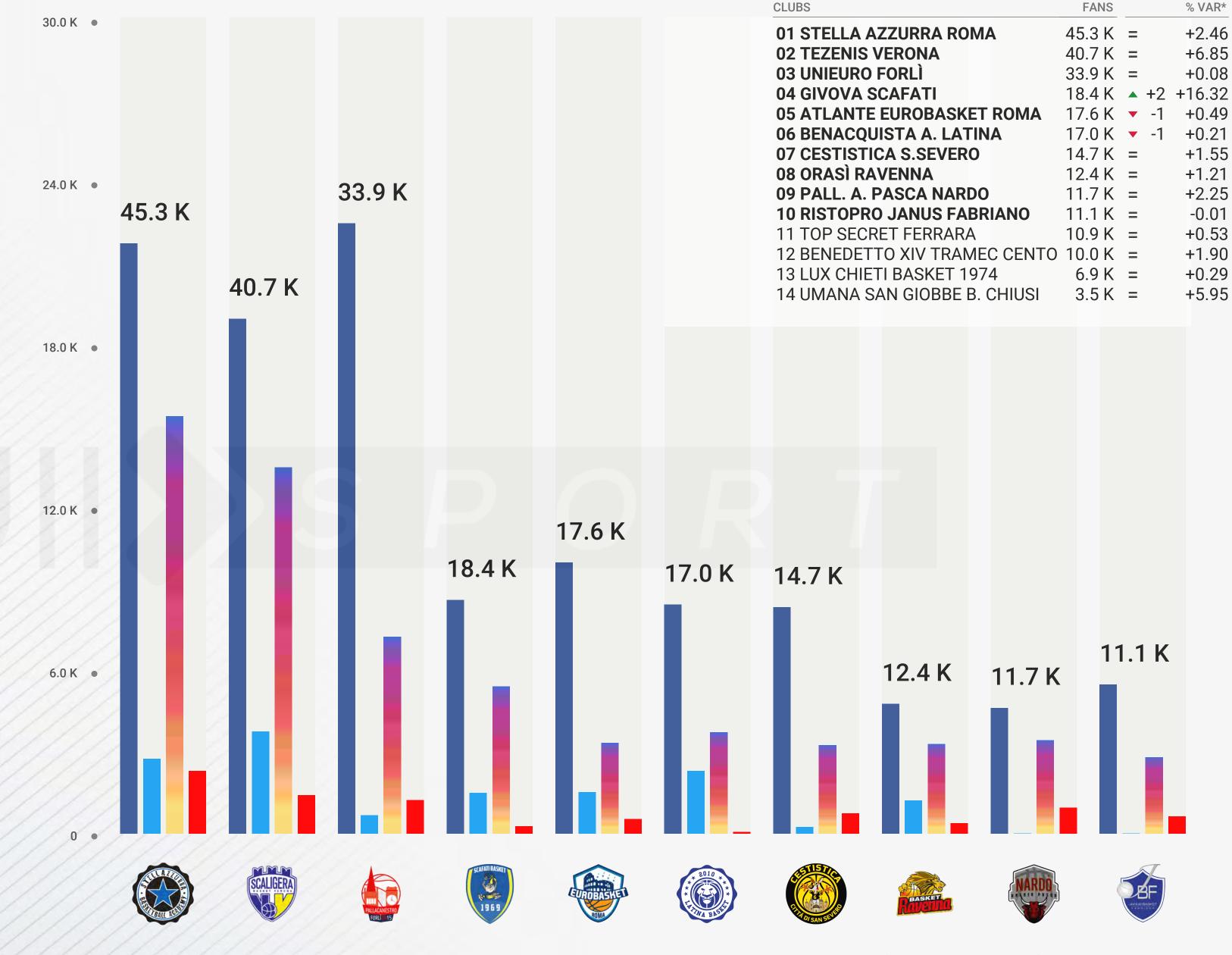


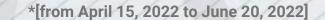
LNP SERIE A2 ROSSO Social





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











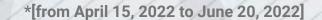
LNP SERIE A2 ROSSO Brands



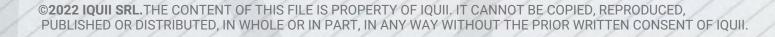


Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored LNP Serie A2 Girone Rosso basketball clubs.

03 MACRON 04 SPALDING **05 GIVOVA** 06 LUDMA 45.3 K 07 ZEUS 46.0 K • **08 EFFESPORT** 09 ERREA 40.7 K **10 GIEMME SPORT** 11 GEFF 12 DALSPORT 33.9 K 34.5 K • 23.3 K 23.0 K 18.4 K 17.6 K 17.0 K 14.7 K 11.5 K • Zeus veste gli dei macron







CLUBS

01 ATHLETES

02 ADIDAS

FANS

45.3 K =

40.7 K =

33.9 K =

23.3 K =

14.7 K =

14.6 K =

11.7 K =

10.0 K =

14.6 K

6.9 K =

11.7 K

17.6 K ▼ -1

17.0 K ▼ -1

18.4 K ▲ +2 +16.32

% VAR*

+2.46

+6.85

+0.08

+0.89

+0.49

+1.55

+1.34

+2.25

+1.90

+0.29





LNP SERIE A2 ROSSO Brands

CLUBS

SPORT BRANDS

12

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





*[from April 15, 2022 to June 20, 2022]





LNP SERIE A2 ROSSO Grown Up 16.00%.

20.00%

16.32



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

07 CESTISTICA S.SEVERO 08 ORASÌ RAVENNA 09 TOP SECRET FERRARA 10 ATLANTE EUROBASKET ROMA 11 LUX CHIETI BASKET 1974 12 BENACQUISTA A. LATINA 13 UNIEURO FORLÌ 14 RISTOPRO JANUS FABRIANO 12.00% 6.85 8.00% 5.95 4.00% 2.46 2.25 1.90 1.55 1.21 0 •

*[from April 15, 2022 to June 20, 2022]



CLUBS

01 GIVOVA SCAFATI

02 TEZENIS VERONA

03 UMANA SAN GIOBBE B. CHIUSI

06 BENEDETTO XIV TRAMEC CENTO

04 STELLA AZZURRA ROMA

05 PALL. A. PASCA NARDO

% VAR*

+16.32

+6.85

+5.95 +2.46

+2.25

+1.90

+1.55

+1.21

+0.53

+0.49

+0.29

+0.21

+0.08

-0.01



0.53

0.49



OUR REPORTS

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#TEFPReport



#TVLReport



#TBLReport









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

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EventBuilder

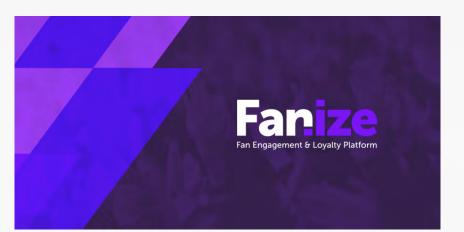
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OUR CLIENTS

























IQUII SPORT



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.





23rd Issue

Version 1.0 - 21.06.22 [first release]

Methodology and Specs

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

The collection of the data refers to the period 15 April - 20 June 2022. This is the last report of the season. The data refers to the Facebook, Twitter, Instagram and YouTube accounts. Logos and all rights are reserved to their respective owners.

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