IQUII SPORT

THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football



EDITION N.42 // MAY 2022

@ 2022 IQUII SRL. THE CONTENTS OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE, COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

IQUII SPORT

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.

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

"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.



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

Countries included in the clubs' analysis



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

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

+ 1.76%*

FANS

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



©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

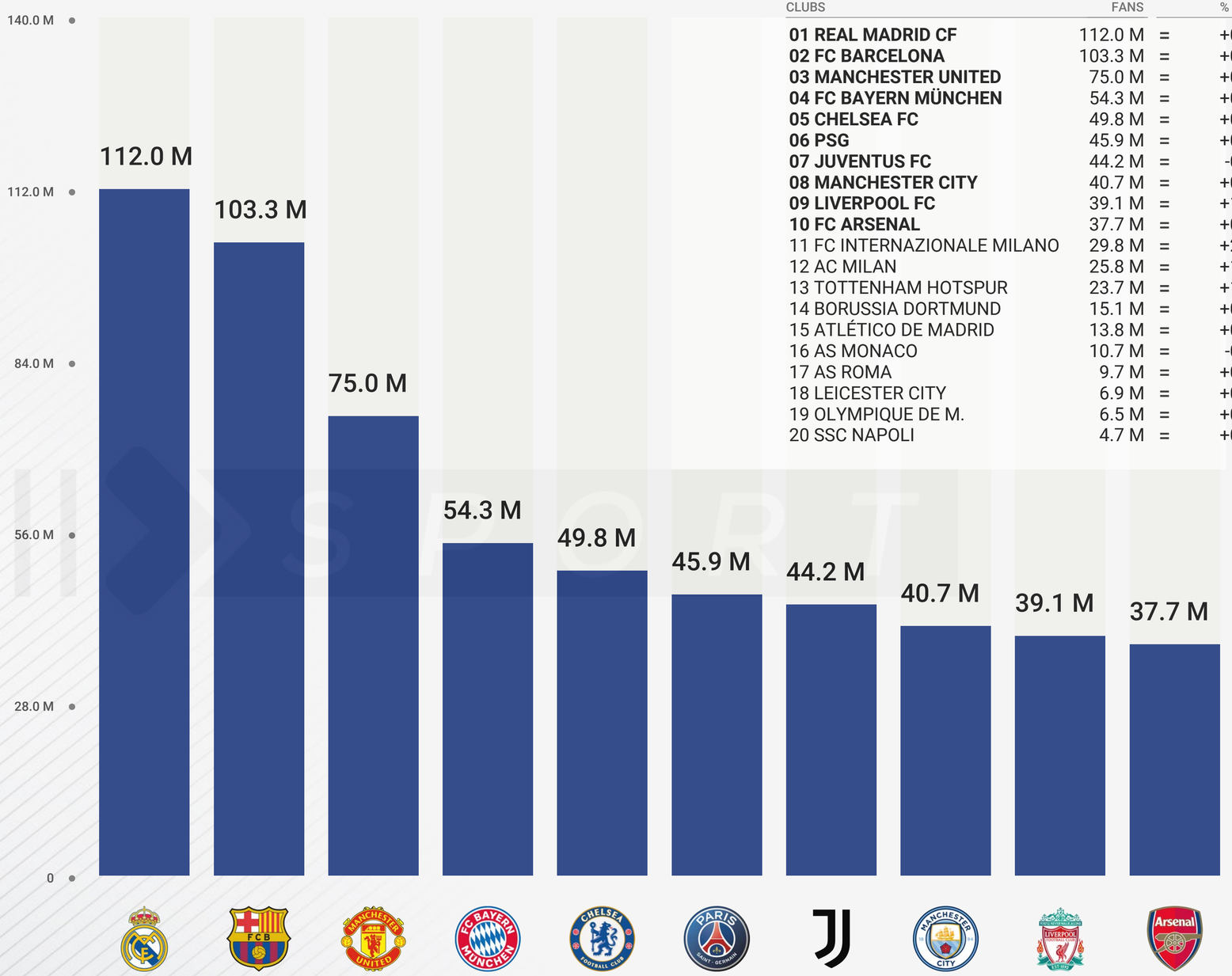
EUROPE Facebook

TOTAL FANBASE

748.8 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	112.0 M	=	+0.68
02 FC BARCELONA	103.3 M	=	+0.05
03 MANCHESTER UNITED	75.0 M	=	+0.06
04 FC BAYERN MÜNCHEN	54.3 M	=	+0.84
05 CHELSEA FC	49.8 M	=	+0.20
06 PSG	45.9 M	=	+0.02
07 JUVENTUS FC	44.2 M	=	-0.14
08 MANCHESTER CITY	40.7 M	=	+0.86
09 LIVERPOOL FC	39.1 M	=	+1.48
10 FC ARSENAL	37.7 M	=	+0.03
11 FC INTERNAZIONALE MILANO	29.8 M	=	+2.45
12 AC MILAN	25.8 M	=	+1.66
13 TOTTENHAM HOTSPUR	23.7 M	=	+1.02
14 BORUSSIA DORTMUND	15.1 M	=	+0.05
15 ATLÉTICO DE MADRID	13.8 M	=	+0.14
16 AS MONACO	10.7 M	=	-0.41
17 AS ROMA	9.7 M	=	+0.43
18 LEICESTER CITY	6.9 M	=	+0.14
19 OLYMPIQUE DE M.	6.5 M	=	+0.69
20 SSC NAPOLI	4.7 M	=	+0.08

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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.

IQUII SPORT

EUROPE Twitter

TOTAL FANBASE

258.3 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	42.2 M	▲ +1	+2.83
02 FC BARCELONA	41.7 M	▼ -1	+1.69
03 MANCHESTER UNITED	31.1 M	=	+2.04
04 CHELSEA FC	20.9 M	=	+2.58
05 LIVERPOOL FC	20.9 M	=	+3.72
06 FC ARSENAL	19.2 M	=	+1.40
07 MANCHESTER CITY	12.6 M	=	+4.47
08 PSG	12.1 M	=	+2.36
09 JUVENTUS FC	9.8 M	=	+0.68
10 AC MILAN	8.3 M	=	+1.45
11 TOTTENHAM HOTSPUR	7.4 M	=	+2.90
12 FC BAYERN MÜNCHEN	6.1 M	=	+1.71
13 ATLÉTICO DE MADRID	5.3 M	=	+1.06
14 BORUSSIA DORTMUND	4.1 M	=	+0.96
15 OLYMPIQUE DE M.	4.0 M	=	+1.49
16 FC EVERTON	2.8 M	=	+1.40
17 FC INTERNAZIONALE MILANO	2.6 M	=	+1.47
18 LEICESTER CITY	2.5 M	=	+1.75
19 AS MONACO	2.3 M	=	+0.24
20 WEST HAM UNITED	2.3 M	=	+2.87

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

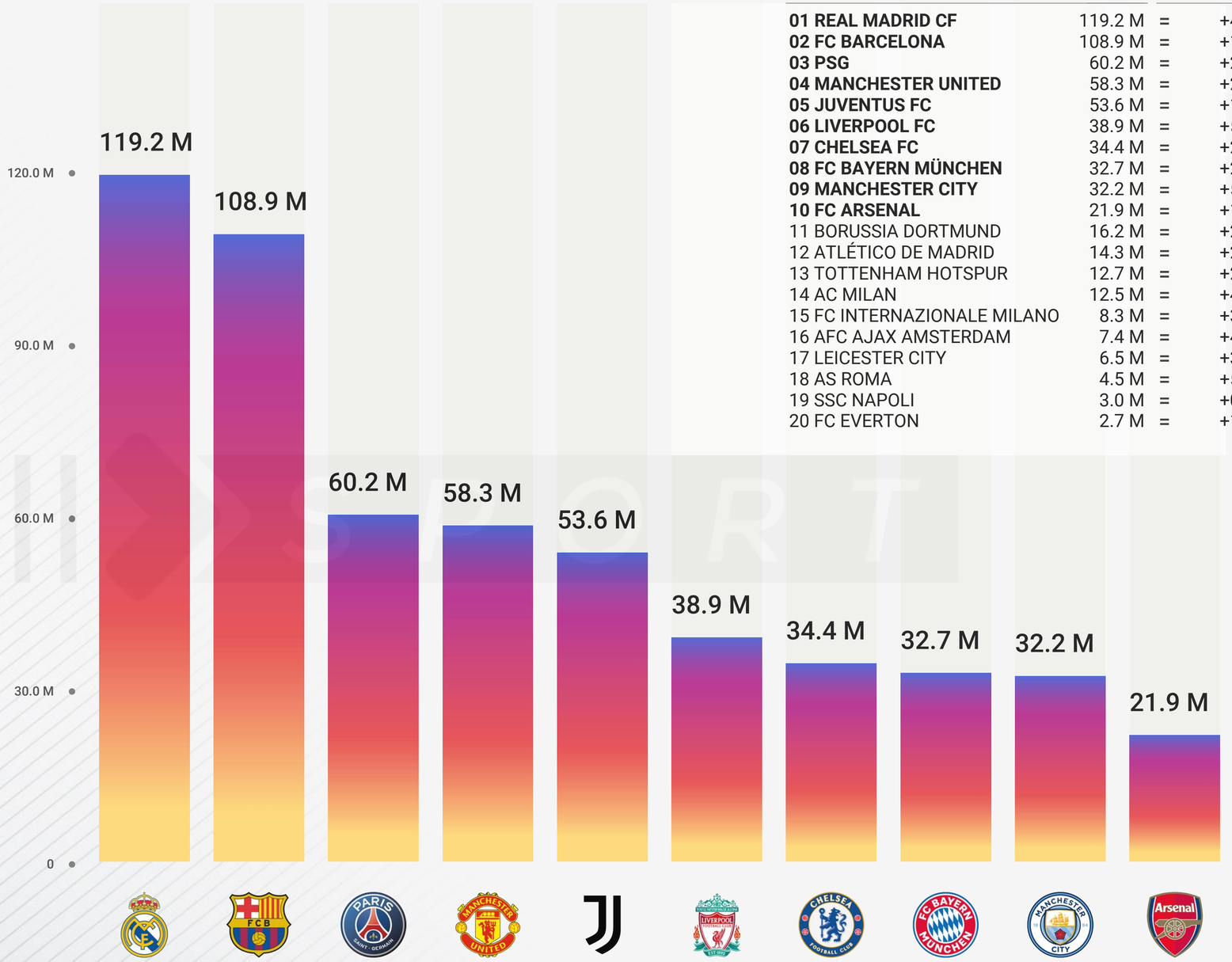
EUROPE Instagram

TOTAL FANBASE

648.3 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 REAL MADRID CF	119.2 M	=	+4.77
02 FC BARCELONA	108.9 M	=	+1.36
03 PSG	60.2 M	=	+2.94
04 MANCHESTER UNITED	58.3 M	=	+2.62
05 JUVENTUS FC	53.6 M	=	+1.15
06 LIVERPOOL FC	38.9 M	=	+5.05
07 CHELSEA FC	34.4 M	=	+2.78
08 FC BAYERN MÜNCHEN	32.7 M	=	+2.35
09 MANCHESTER CITY	32.2 M	=	+5.59
10 FC ARSENAL	21.9 M	=	+1.80
11 BORUSSIA DORTMUND	16.2 M	=	+2.19
12 ATLÉTICO DE MADRID	14.3 M	=	+2.33
13 TOTTENHAM HOTSPUR	12.7 M	=	+2.80
14 AC MILAN	12.5 M	=	+4.89
15 FC INTERNAZIONALE MILANO	8.3 M	=	+3.82
16 AFC AJAX AMSTERDAM	7.4 M	=	+4.00
17 LEICESTER CITY	6.5 M	=	+3.02
18 AS ROMA	4.5 M	=	+5.29
19 SSC NAPOLI	3.0 M	=	+0.98
20 FC EVERTON	2.7 M	=	+1.76

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

EUROPE YouTube

TOTAL FANBASE

66.9 M

EUROPEAN TOP20

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



CLUBS	FANS		% VAR*
01 FC BARCELONA	13.4 M	=	+0.75
02 REAL MADRID CF	7.9 M	=	+7.60
03 LIVERPOOL FC	7.4 M	=	+6.05
04 PSG	6.2 M	=	+1.82
05 MANCHESTER UNITED	6.1 M	=	+4.31
06 MANCHESTER CITY	4.4 M	=	+7.41
07 CHELSEA FC	3.7 M	=	+2.47
08 JUVENTUS FC	3.6 M	=	+0.56
09 FC ARSENAL	2.7 M	=	+2.63
10 FC BAYERN MÜNCHEN	2.5 M	=	+1.61
11 TOTTENHAM HOTSPUR	2.2 M	=	+4.72
12 AC MILAN	1.1 M	=	+6.73
13 BORUSSIA DORTMUND	1.0 M	=	+1.00
14 FC INTERNAZIONALE MILANO	924.0 K	=	+1.99
15 AFC AJAX AMSTERDAM	907.0 K	=	+3.54
16 FC EVERTON	633.0 K	▲ +1	+4.63
17 WOLVERHAMPTON W.	629.0 K	▼ -1	+0.48
18 AS ROMA	564.0 K	▲ +1	+3.49
19 FC ZENIT	556.0 K	▼ -1	+0.54
20 OLYMPIQUE DE M.	501.0 K	=	+4.59

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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.

IQUII SPORT

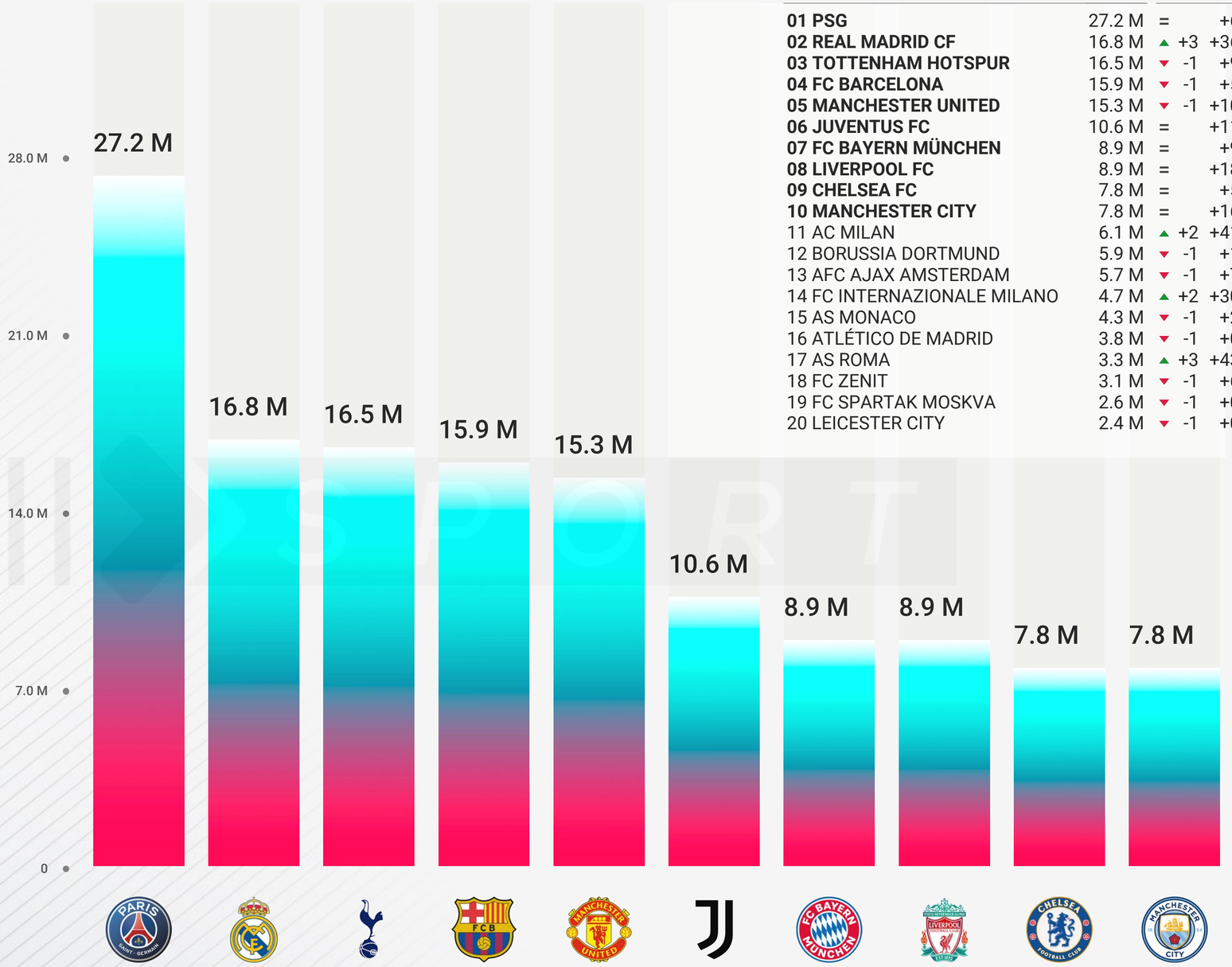
EUROPE TikTok

TOTAL FANBASE

177.6 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	27.2 M	=	+6.25
02 REAL MADRID CF	16.8 M	▲ +3	+36.59
03 TOTTENHAM HOTSPUR	16.5 M	▼ -1	+9.27
04 FC BARCELONA	15.9 M	▼ -1	+5.30
05 MANCHESTER UNITED	15.3 M	▼ -1	+10.07
06 JUVENTUS FC	10.6 M	=	+11.58
07 FC BAYERN MÜNCHEN	8.9 M	=	+9.88
08 LIVERPOOL FC	8.9 M	=	+18.67
09 CHELSEA FC	7.8 M	=	+5.41
10 MANCHESTER CITY	7.8 M	=	+16.42
11 AC MILAN	6.1 M	▲ +2	+41.86
12 BORUSSIA DORTMUND	5.9 M	▼ -1	+1.72
13 AFC AJAX AMSTERDAM	5.7 M	▼ -1	+7.55
14 FC INTERNAZIONALE MILANO	4.7 M	▲ +2	+30.56
15 AS MONACO	4.3 M	▼ -1	+2.38
16 ATLÉTICO DE MADRID	3.8 M	▼ -1	+0.00
17 AS ROMA	3.3 M	▲ +3	+43.48
18 FC ZENIT	3.1 M	▼ -1	+6.90
19 FC SPARTAK MOSKVA	2.6 M	▼ -1	+0.00
20 LEICESTER CITY	2.4 M	▼ -1	+0.00

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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.

IQUII SPORT

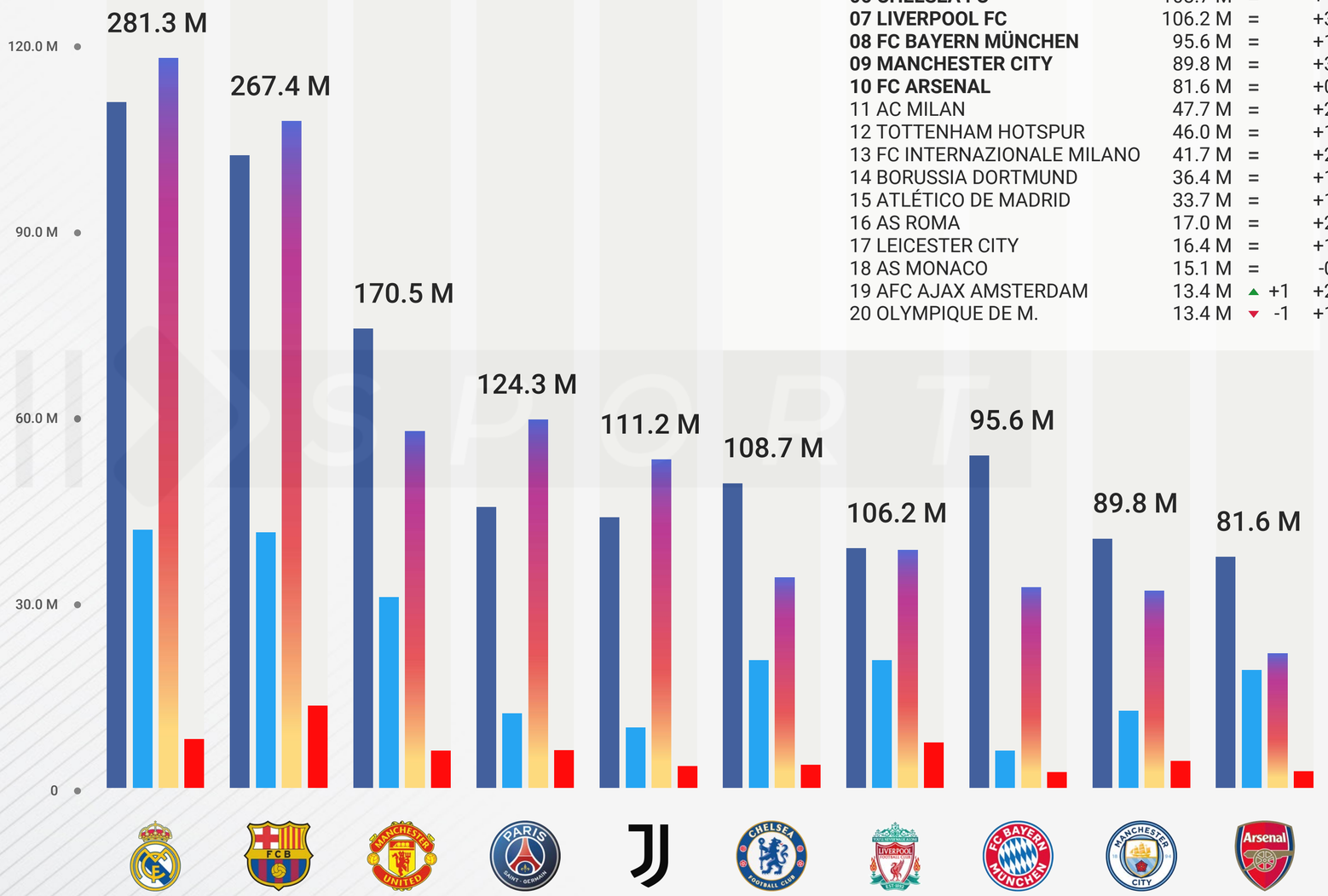
EUROPE Social

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	281.3 M	=	+2.89
02 FC BARCELONA	267.4 M	=	+0.87
03 MANCHESTER UNITED	170.5 M	=	+1.43
04 PSG	124.3 M	=	+1.73
05 JUVENTUS FC	111.2 M	=	+0.57
06 CHELSEA FC	108.7 M	=	+1.53
07 LIVERPOOL FC	106.2 M	=	+3.52
08 FC BAYERN MÜNCHEN	95.6 M	=	+1.43
09 MANCHESTER CITY	89.8 M	=	+3.32
10 FC ARSENAL	81.6 M	=	+0.91
11 AC MILAN	47.7 M	=	+2.56
12 TOTTENHAM HOTSPUR	46.0 M	=	+1.98
13 FC INTERNAZIONALE MILANO	41.7 M	=	+2.65
14 BORUSSIA DORTMUND	36.4 M	=	+1.12
15 ATLÉTICO DE MADRID	33.7 M	=	+1.21
16 AS ROMA	17.0 M	=	+2.01
17 LEICESTER CITY	16.4 M	=	+1.58
18 AS MONACO	15.1 M	=	-0.14
19 AFC AJAX AMSTERDAM	13.4 M	▲ +1	+2.94
20 OLYMPIQUE DE M.	13.4 M	▼ -1	+1.44

LAST UPDATE MAY 2022

***[from April 11, 2022 to May 30, 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.

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

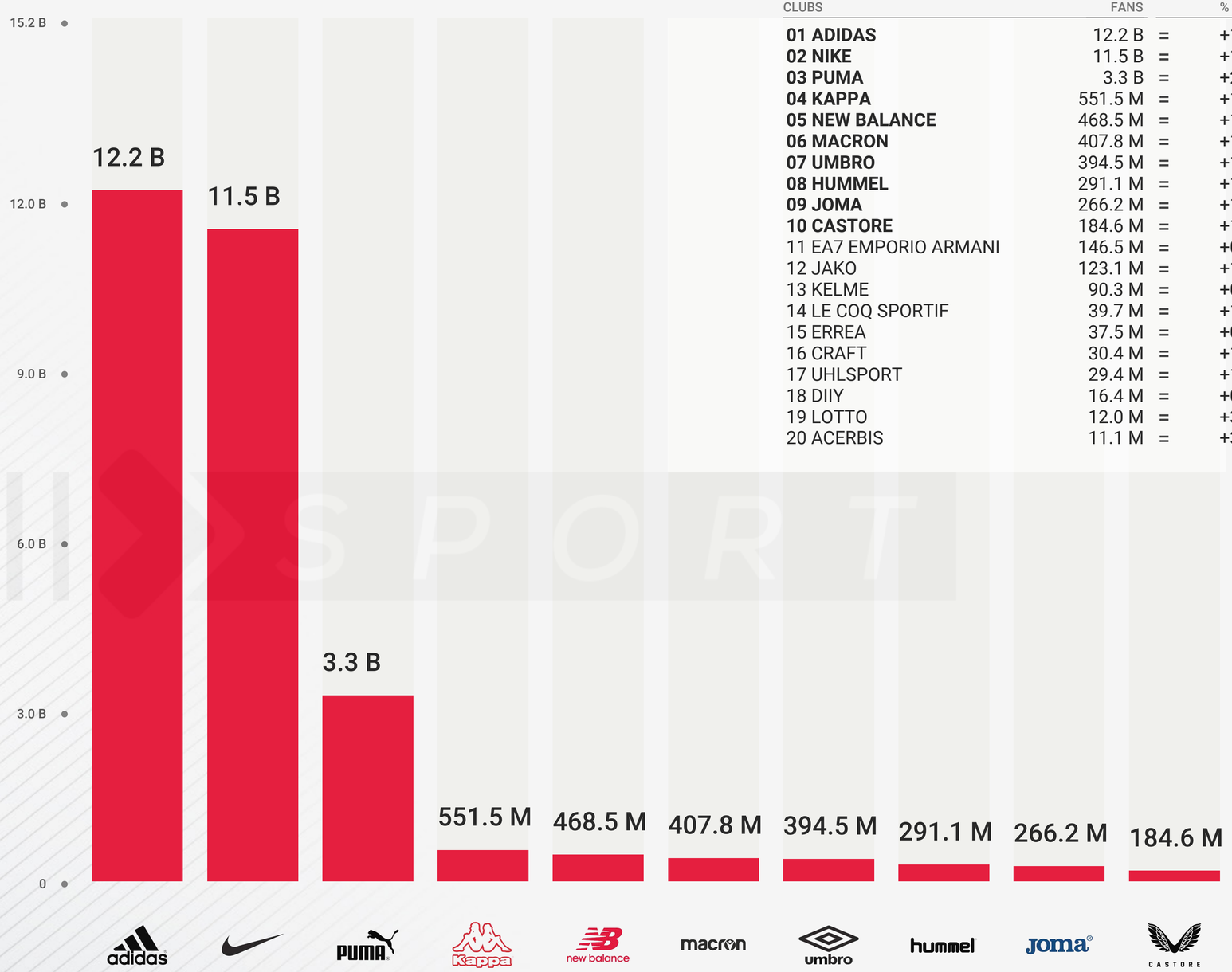
EUROPE Sport Brands

TOTAL FANBASE

30.1 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	12.2 B	=	+1.76
02 NIKE	11.5 B	=	+1.70
03 PUMA	3.3 B	=	+2.37
04 KAPPA	551.5 M	=	+1.01
05 NEW BALANCE	468.5 M	=	+1.62
06 MACRON	407.8 M	=	+1.45
07 UMBRO	394.5 M	=	+1.45
08 HUMMEL	291.1 M	=	+1.00
09 JOMA	266.2 M	=	+1.92
10 CASTORE	184.6 M	=	+1.55
11 EA7 EMPORIO ARMANI	146.5 M	=	+0.60
12 JAKO	123.1 M	=	+1.05
13 KELME	90.3 M	=	+0.70
14 LE COQ SPORTIF	39.7 M	=	+1.07
15 ERREA	37.5 M	=	+0.39
16 CRAFT	30.4 M	=	+1.55
17 UHLSPORT	29.4 M	=	+1.15
18 DIIY	16.4 M	=	+0.60
19 LOTTO	12.0 M	=	+3.86
20 ACERBIS	11.1 M	=	+3.11

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

EUROPE Sport Brands

CLUBS
288

SPORT BRANDS
38

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



LAST UPDATE MAY 2022

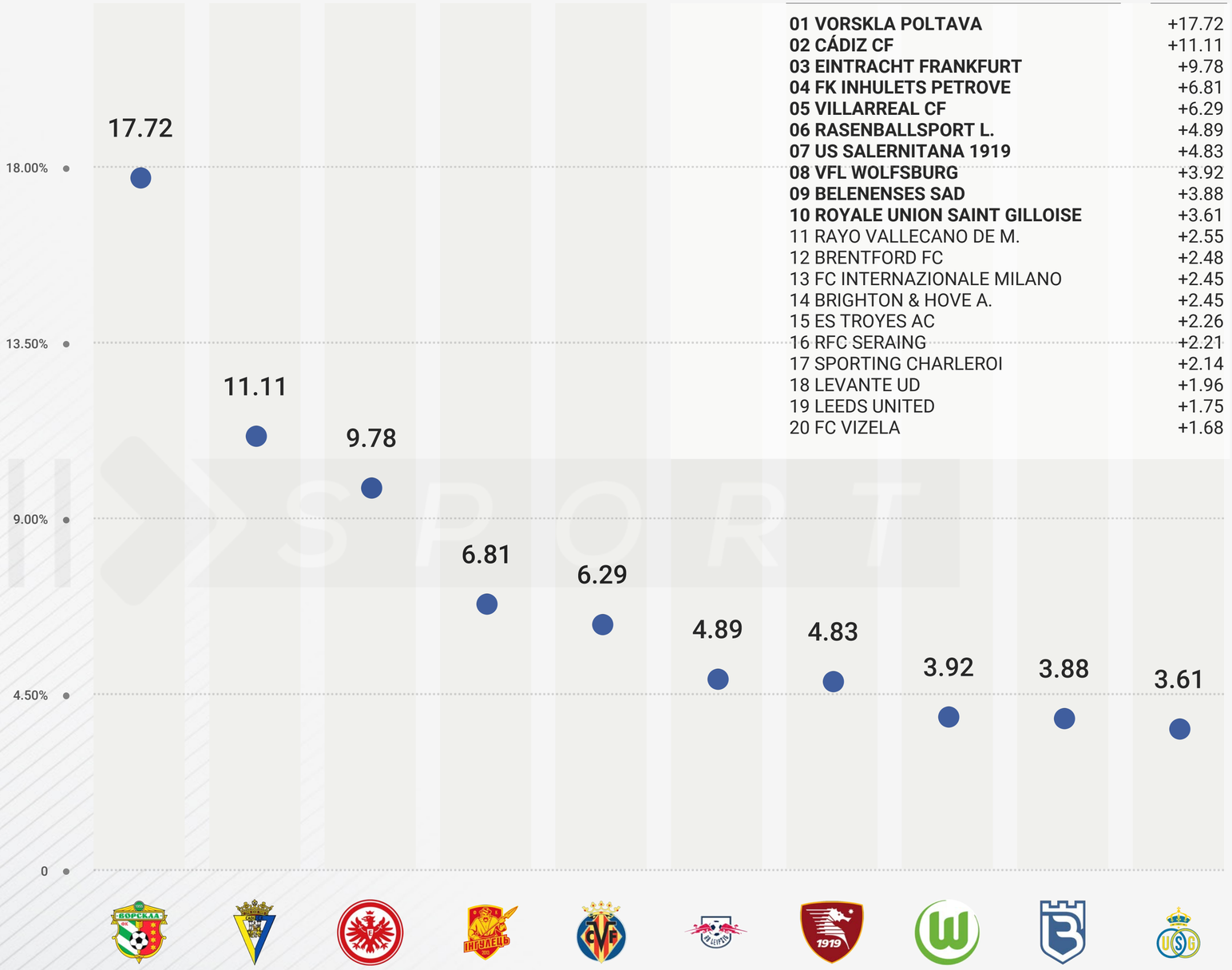
©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

EUROPE 1 Facebook

EUROPEAN TOP20

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



CLUBS	% VAR*
01 VORSKLA POLTAVA	**+17.72**
02 CÁDIZ CF	**+11.11**
03 EINTRACHT FRANKFURT	**+9.78**
04 FK INHULETS PETROVE	**+6.81**
05 VILLARREAL CF	**+6.29**
06 RASENBALLSPORT L.	**+4.89**
07 US SALERNITANA 1919	**+4.83**
08 VFL WOLFSBURG	**+3.92**
09 BELENENSES SAD	**+3.88**
10 ROYALE UNION SAINT GILLOISE	**+3.61**
11 RAYO VALLECANO DE M.	+2.55
12 BRENTFORD FC	+2.48
13 FC INTERNAZIONALE MILANO	+2.45
14 BRIGHTON & HOVE A.	+2.45
15 ES TROYES AC	+2.26
16 RFC SERAING	+2.21
17 SPORTING CHARLEROI	+2.14
18 LEVANTE UD	+1.96
19 LEEDS UNITED	+1.75
20 FC VIZELA	+1.68

*[from April 11, 2022 to May 30, 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.

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

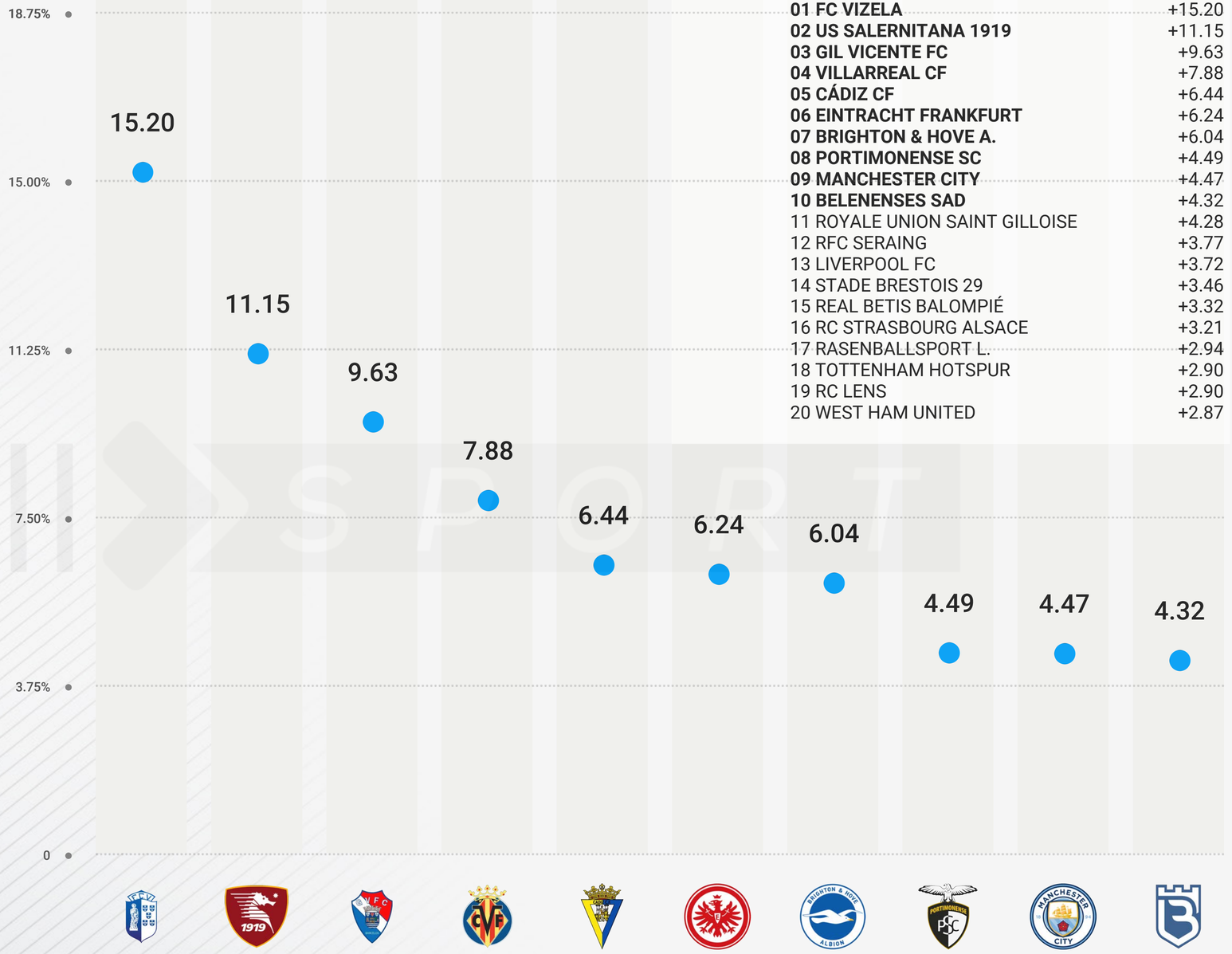
LAST UPDATE MAY 2022

IQUII SPORT

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	**+15.20**
02 US SALERNITANA 1919	**+11.15**
03 GIL VICENTE FC	**+9.63**
04 VILLARREAL CF	**+7.88**
05 CÁDIZ CF	**+6.44**
06 EINTRACHT FRANKFURT	**+6.24**
07 BRIGHTON & HOVE A.	**+6.04**
08 PORTIMONENSE SC	**+4.49**
09 MANCHESTER CITY	**+4.47**
10 BELENENSES SAD	**+4.32**
11 ROYALE UNION SAINT GILLOISE	+4.28
12 RFC SERAING	+3.77
13 LIVERPOOL FC	+3.72
14 STADE BRESTOIS 29	+3.46
15 REAL BETIS BALOMPIÉ	+3.32
16 RC STRASBOURG ALSACE	+3.21
17 RASENBALLSPORT L.	+2.94
18 TOTTENHAM HOTSPUR	+2.90
19 RC LENS	+2.90
20 WEST HAM UNITED	+2.87

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

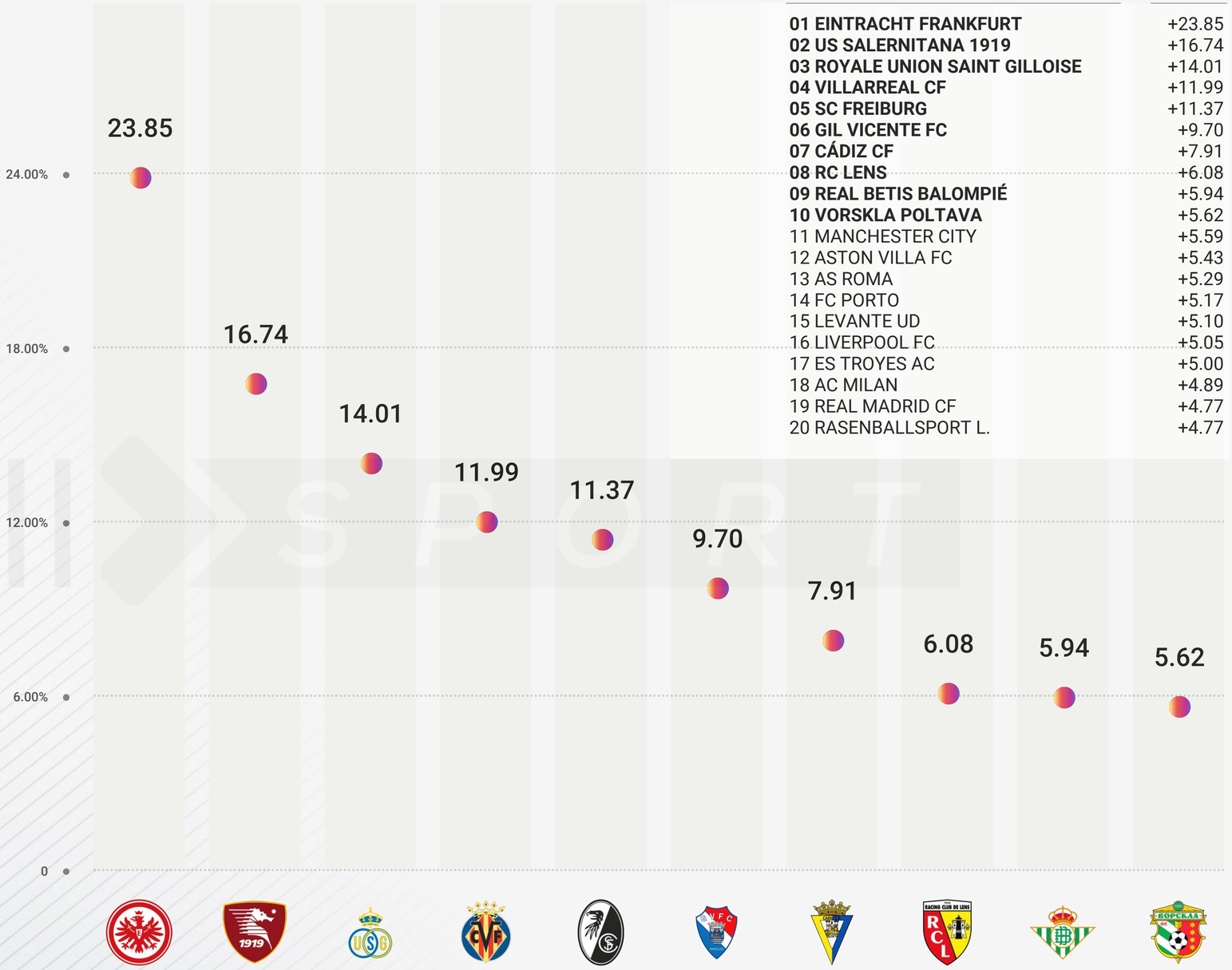
©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

EUROPE 1 Instagram

EUROPEAN TOP20

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



CLUBS	% VAR*
01 EINTRACHT FRANKFURT	**+23.85**
02 US SALERNITANA 1919	**+16.74**
03 ROYALE UNION SAINT GILLOISE	**+14.01**
04 VILLARREAL CF	**+11.99**
05 SC FREIBURG	**+11.37**
06 GIL VICENTE FC	**+9.70**
07 CÁDIZ CF	**+7.91**
08 RC LENS	**+6.08**
09 REAL BETIS BALOMPIÉ	**+5.94**
10 VORSKLA POLTAVA	**+5.62**
11 MANCHESTER CITY	+5.59
12 ASTON VILLA FC	+5.43
13 AS ROMA	+5.29
14 FC PORTO	+5.17
15 LEVANTE UD	+5.10
16 LIVERPOOL FC	+5.05
17 ES TROYES AC	+5.00
18 AC MILAN	+4.89
19 REAL MADRID CF	+4.77
20 RASENBALLSPORT L.	+4.77

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

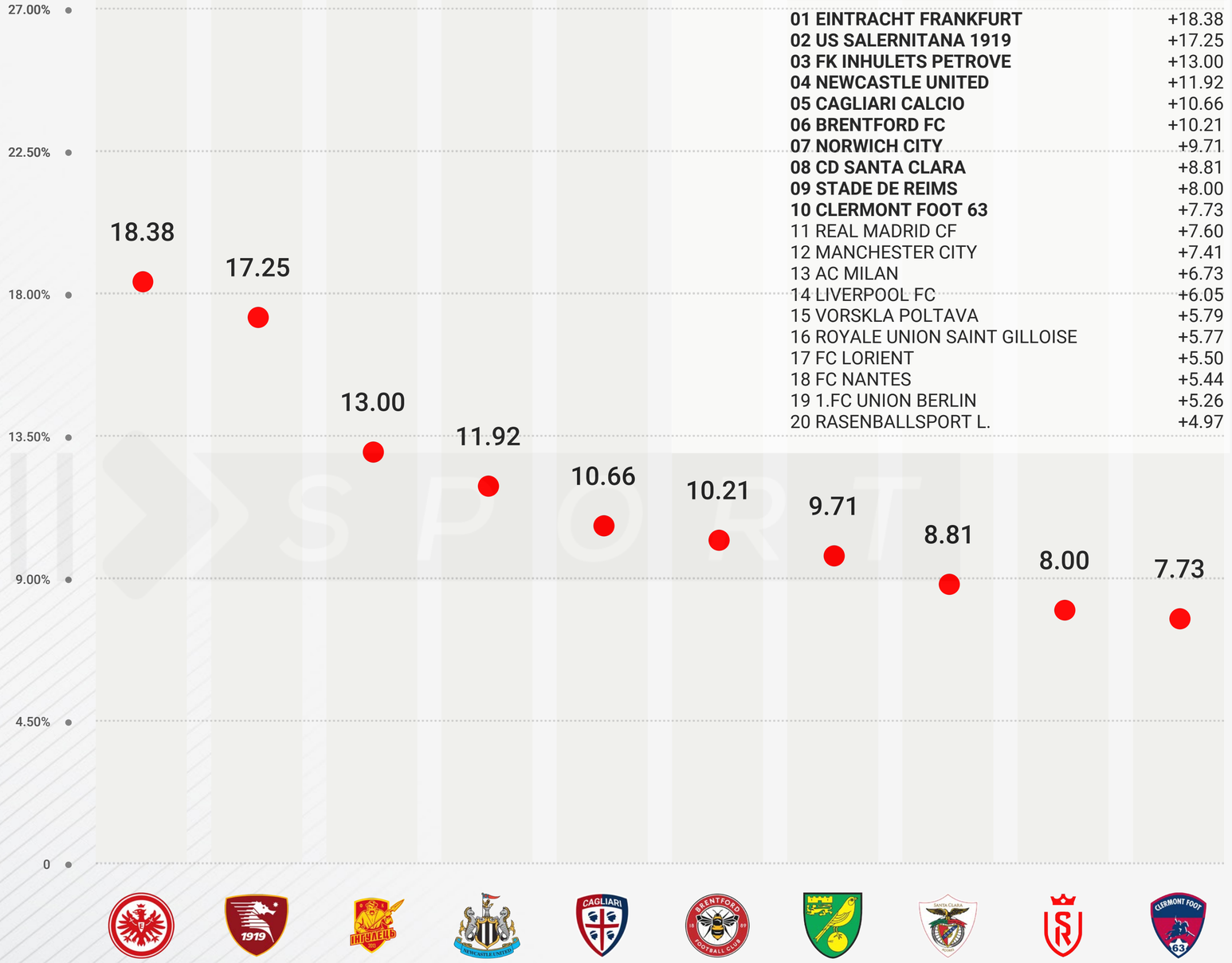
©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 EINTRACHT FRANKFURT	**+18.38**
02 US SALERNITANA 1919	**+17.25**
03 FK INHULETS PETROVE	**+13.00**
04 NEWCASTLE UNITED	**+11.92**
05 CAGLIARI CALCIO	**+10.66**
06 BRENTFORD FC	**+10.21**
07 NORWICH CITY	**+9.71**
08 CD SANTA CLARA	**+8.81**
09 STADE DE REIMS	**+8.00**
10 CLERMONT FOOT 63	**+7.73**
11 REAL MADRID CF	+7.60
12 MANCHESTER CITY	+7.41
13 AC MILAN	+6.73
14 LIVERPOOL FC	+6.05
15 VORSKLA POLTAVA	+5.79
16 ROYALE UNION SAINT GILLOISE	+5.77
17 FC LORIENT	+5.50
18 FC NANTES	+5.44
19 1.FC UNION BERLIN	+5.26
20 RASENBALLSPORT L.	+4.97

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

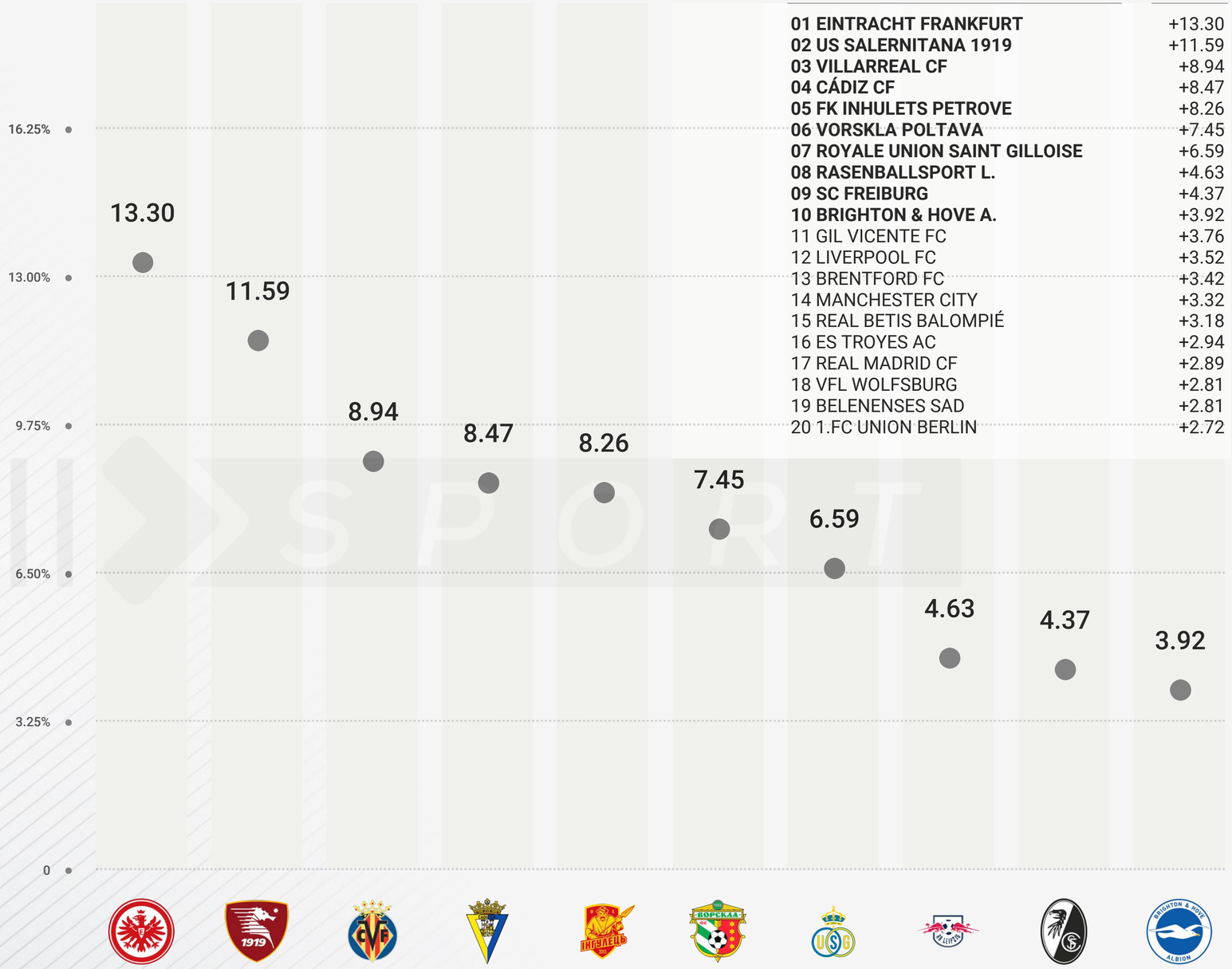
LAST UPDATE MAY 2022

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 EINTRACHT FRANKFURT	**+13.30**
02 US SALERNITANA 1919	**+11.59**
03 VILLARREAL CF	**+8.94**
04 CÁDIZ CF	**+8.47**
05 FK INHULETS PETROVE	**+8.26**
06 VORSKLA POLTAVA	**+7.45**
07 ROYALE UNION SAINT GILLOISE	**+6.59**
08 RASENBALLSPORT L.	**+4.63**
09 SC FREIBURG	**+4.37**
10 BRIGHTON & HOVE A.	**+3.92**
11 GIL VICENTE FC	+3.76
12 LIVERPOOL FC	+3.52
13 BRENTFORD FC	+3.42
14 MANCHESTER CITY	+3.32
15 REAL BETIS BALOMPIÉ	+3.18
16 ES TROYES AC	+2.94
17 REAL MADRID CF	+2.89
18 VFL WOLFSBURG	+2.81
19 BELENENSES SAD	+2.81
20 1.FC UNION BERLIN	+2.72

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

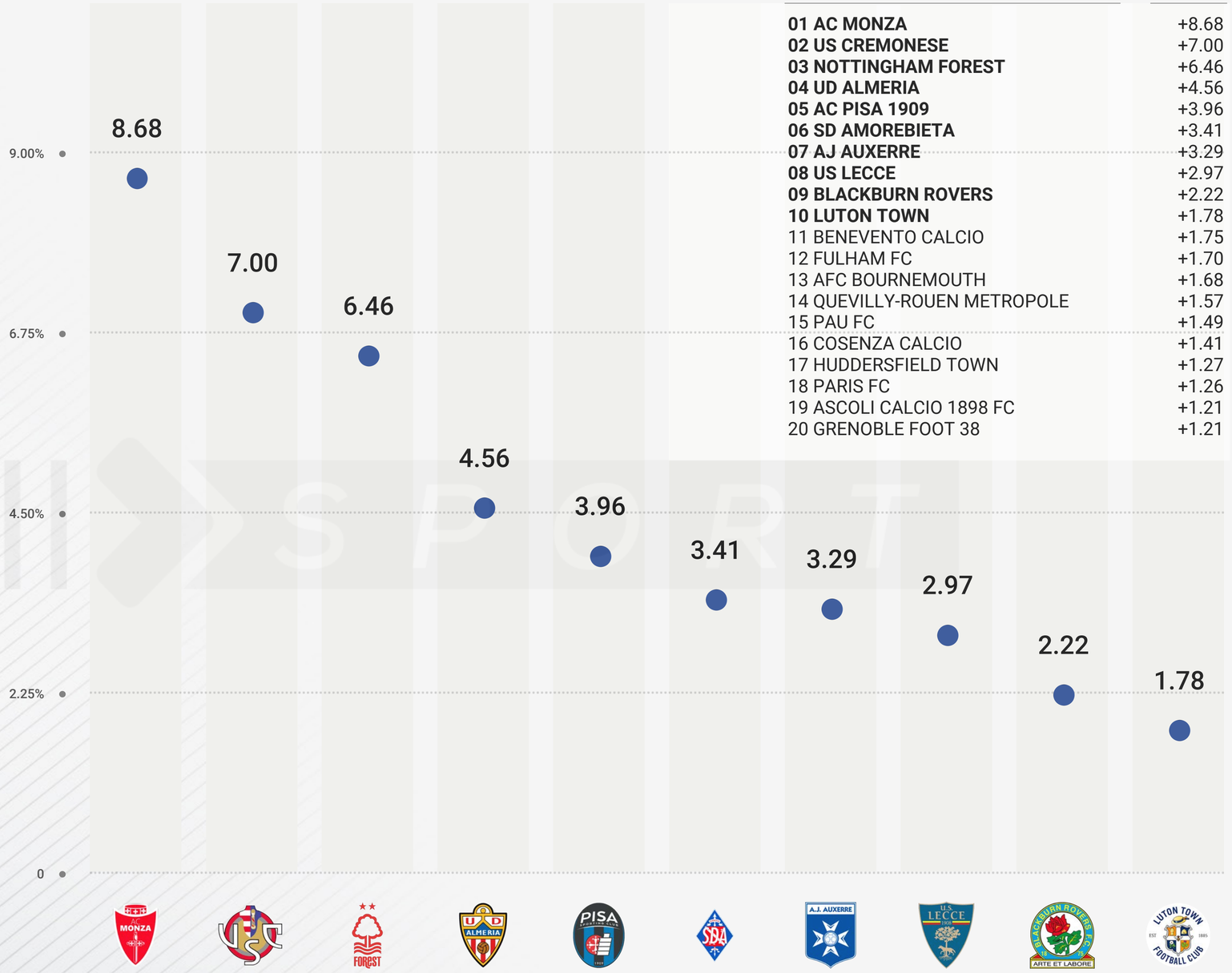
LAST UPDATE MAY 2022

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 AC MONZA	**+8.68**
02 US CREMONESE	**+7.00**
03 NOTTINGHAM FOREST	**+6.46**
04 UD ALMERIA	**+4.56**
05 AC PISA 1909	**+3.96**
06 SD AMOREBIETA	**+3.41**
07 AJ AUXERRE	**+3.29**
08 US LECCE	**+2.97**
09 BLACKBURN ROVERS	**+2.22**
10 LUTON TOWN	**+1.78**
11 BENEVENTO CALCIO	+1.75
12 FULHAM FC	+1.70
13 AFC BOURNEMOUTH	+1.68
14 QUEVILLY-ROUEN METROPOLE	+1.57
15 PAU FC	+1.49
16 COSENZA CALCIO	+1.41
17 HUDDERSFIELD TOWN	+1.27
18 PARIS FC	+1.26
19 ASCOLI CALCIO 1898 FC	+1.21
20 GRENOBLE FOOT 38	+1.21

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

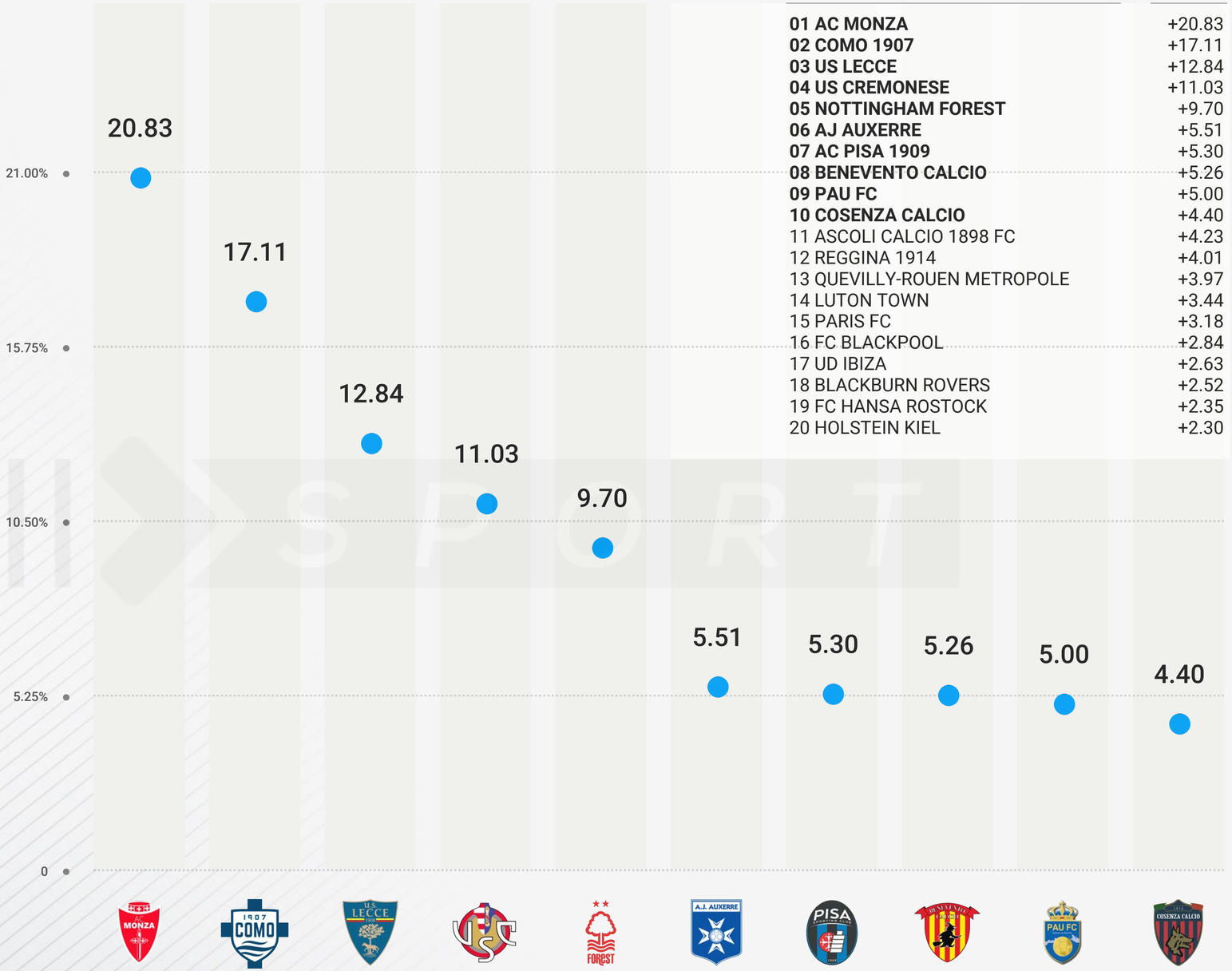
©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

EUROPE 2 Twitter



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



CLUBS	% VAR*
01 AC MONZA	**+20.83**
02 COMO 1907	**+17.11**
03 US LECCE	**+12.84**
04 US CREMONESE	**+11.03**
05 NOTTINGHAM FOREST	**+9.70**
06 AJ AUXERRE	**+5.51**
07 AC PISA 1909	**+5.30**
08 BENEVENTO CALCIO	**+5.26**
09 PAU FC	**+5.00**
10 COSENZA CALCIO	**+4.40**
11 ASCOLI CALCIO 1898 FC	+4.23
12 REGGINA 1914	+4.01
13 QUEVILLY-ROUEN METROPOLE	+3.97
14 LUTON TOWN	+3.44
15 PARIS FC	+3.18
16 FC BLACKPOOL	+2.84
17 UD IBIZA	+2.63
18 BLACKBURN ROVERS	+2.52
19 FC HANSA ROSTOCK	+2.35
20 HOLSTEIN KIEL	+2.30

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

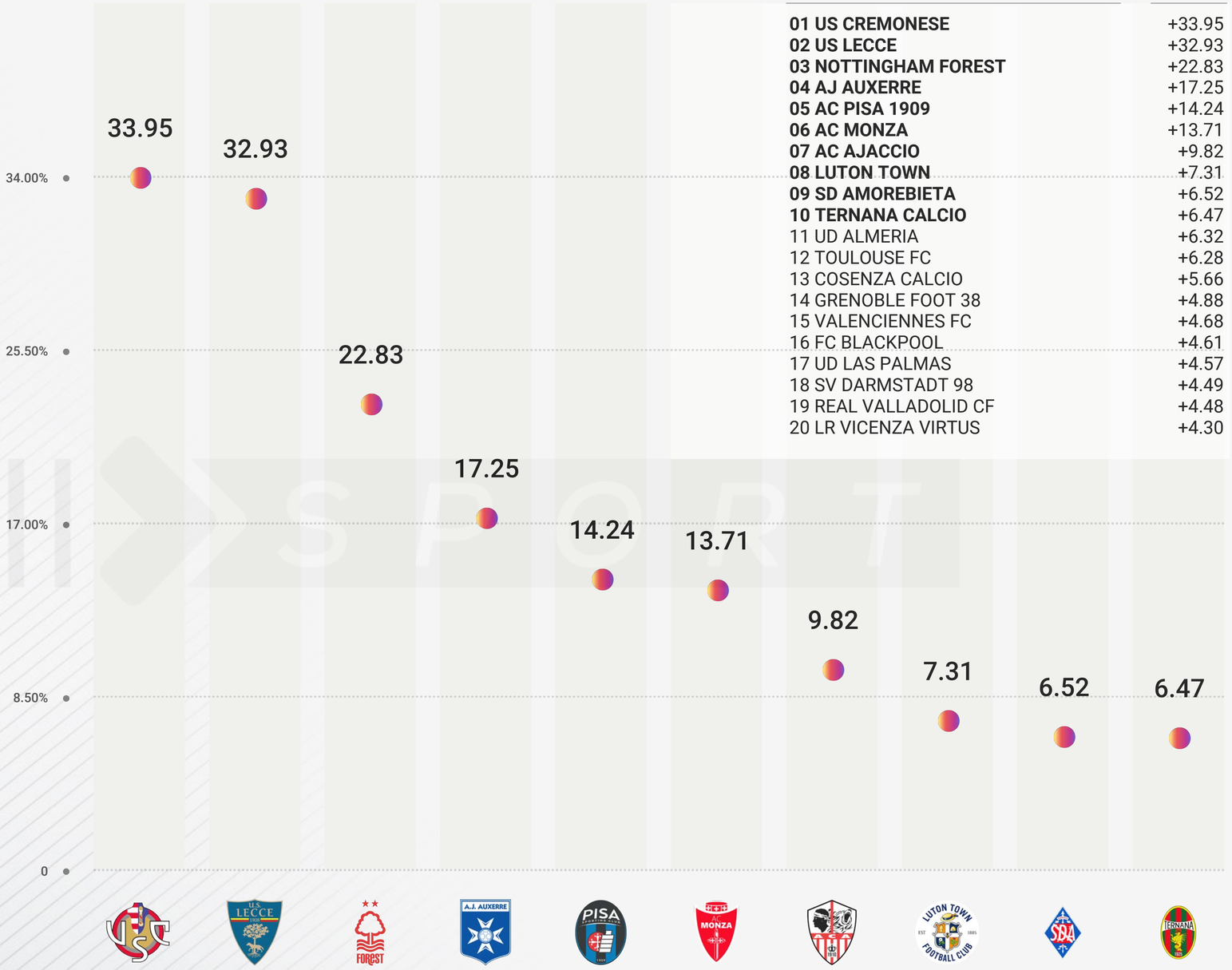
©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 US CREMONESE	**+33.95**
02 US LECCE	**+32.93**
03 NOTTINGHAM FOREST	**+22.83**
04 AJ AUXERRE	**+17.25**
05 AC PISA 1909	**+14.24**
06 AC MONZA	**+13.71**
07 AC AJACCIO	**+9.82**
08 LUTON TOWN	**+7.31**
09 SD AMOREBIETA	**+6.52**
10 TERNANA CALCIO	**+6.47**
11 UD ALMERIA	+6.32
12 TOULOUSE FC	+6.28
13 COSENZA CALCIO	+5.66
14 GRENOBLE FOOT 38	+4.88
15 VALENCIENNES FC	+4.68
16 FC BLACKPOOL	+4.61
17 UD LAS PALMAS	+4.57
18 SV DARMSTADT 98	+4.49
19 REAL VALLADOLID CF	+4.48
20 LR VICENZA VIRTUS	+4.30

*[from April 11, 2022 to May 30, 2022]

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

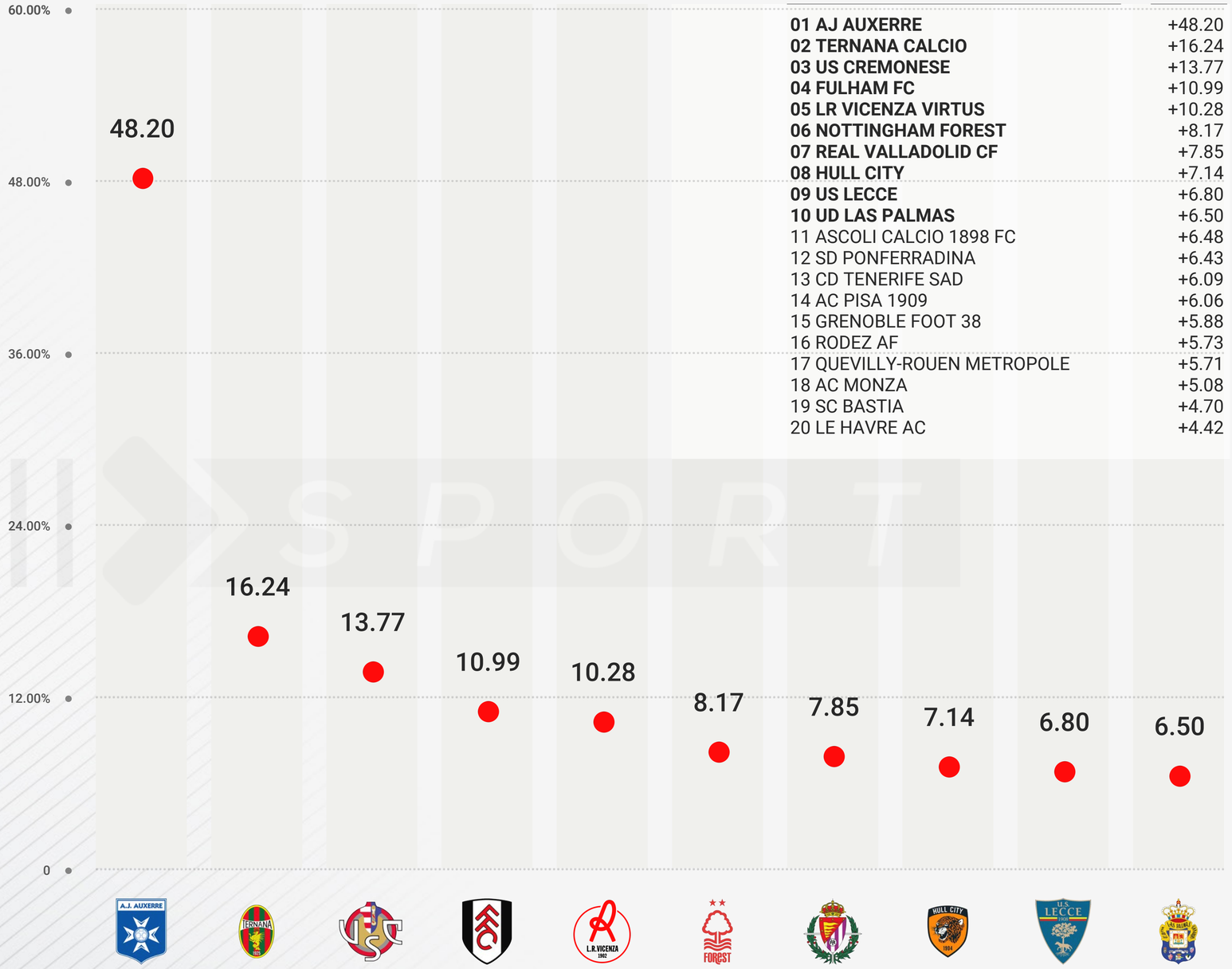
LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

EUROPE 2 YouTube

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



CLUBS	% VAR*
01 AJ AUXERRE	**+48.20**
02 TERNANA CALCIO	**+16.24**
03 US CREMONESE	**+13.77**
04 FULHAM FC	**+10.99**
05 LR VICENZA VIRTUS	**+10.28**
06 NOTTINGHAM FOREST	**+8.17**
07 REAL VALLADOLID CF	**+7.85**
08 HULL CITY	**+7.14**
09 US LECCE	**+6.80**
10 UD LAS PALMAS	**+6.50**
11 ASCOLI CALCIO 1898 FC	+6.48
12 SD PONFERRADINA	+6.43
13 CD TENERIFE SAD	+6.09
14 AC PISA 1909	+6.06
15 GRENOBLE FOOT 38	+5.88
16 RODEZ AF	+5.73
17 QUEVILLY-ROUEN METROPOLE	+5.71
18 AC MONZA	+5.08
19 SC BASTIA	+4.70
20 LE HAVRE AC	+4.42

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

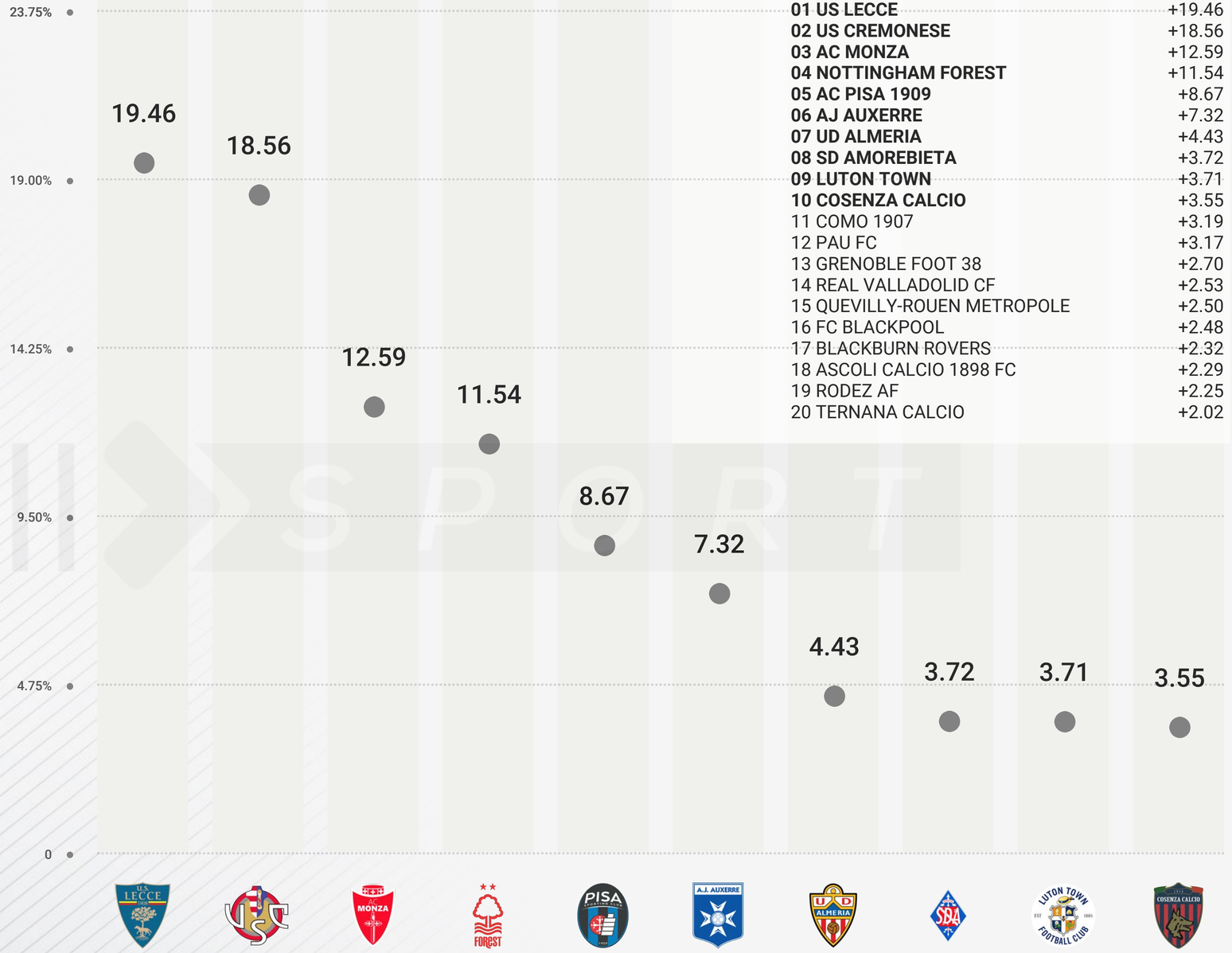
LAST UPDATE MAY 2022

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 LECCE	**+19.46**
02 US CREMONESE	**+18.56**
03 AC MONZA	**+12.59**
04 NOTTINGHAM FOREST	**+11.54**
05 AC PISA 1909	**+8.67**
06 AJ AUXERRE	**+7.32**
07 UD ALMERIA	**+4.43**
08 SD AMOREBIETA	**+3.72**
09 LUTON TOWN	**+3.71**
10 COSENZA CALCIO	**+3.55**
11 COMO 1907	+3.19
12 PAU FC	+3.17
13 GRENOBLE FOOT 38	+2.70
14 REAL VALLADOLID CF	+2.53
15 QUEVILLY-ROUEN METROPOLE	+2.50
16 FC BLACKPOOL	+2.48
17 BLACKBURN ROVERS	+2.32
18 ASCOLI CALCIO 1898 FC	+2.29
19 RODEZ AF	+2.25
20 TERNANA CALCIO	+2.02

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

Premier League

SECOND DIVISION — 24 CLUBS

sky BET CHAMPIONSHIP EFL

CHAMPIONSHIP



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

ENGLAND SnapShot / First Division



20

CLUBS

Total Premier League football clubs analysed.

9

BRANDS

Total Premier League Sport Brands on jerseys analysed.

680.7 M

+ 2.01%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Facebook

TOTAL FANBASE

297.1 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	75.0 M	=	+0.06
02 CHELSEA FC	49.8 M	=	+0.20
03 MANCHESTER CITY	40.7 M	=	+0.86
04 LIVERPOOL FC	39.1 M	=	+1.48
05 FC ARSENAL	37.7 M	=	+0.03
06 TOTTENHAM HOTSPUR	23.7 M	=	+1.02
07 LEICESTER CITY	6.9 M	=	+0.14
08 ASTON VILLA FC	3.7 M	▲ +1	+0.90
09 FC EVERTON	3.7 M	▼ -1	+0.40
10 FC SOUTHAMPTON	3.0 M	=	+0.08
11 WEST HAM UNITED	2.8 M	=	+1.00
12 NEWCASTLE UNITED	2.5 M	=	+1.30
13 WOLVERHAMPTON W.	2.4 M	=	+0.97
14 FC WATFORD	1.4 M	=	+0.02
15 CRYSTAL PALACE	1.4 M	=	+1.39
16 NORWICH CITY	959.0 K	=	+0.61
17 LEEDS UNITED	923.3 K	=	+1.75
18 BRIGHTON & HOVE A.	573.9 K	=	+2.45
19 FC BURNLEY	477.5 K	=	+1.49
20 BRENTFORD FC	317.3 K	=	+2.48

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Twitter

TOTAL FANBASE

131.9 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	31.1 M	=	+2.04
02 CHELSEA FC	20.9 M	=	+2.58
03 LIVERPOOL FC	20.9 M	=	+3.72
04 FC ARSENAL	19.2 M	=	+1.40
05 MANCHESTER CITY	12.6 M	=	+4.47
06 TOTTENHAM HOTSPUR	7.4 M	=	+2.90
07 FC EVERTON	2.8 M	=	+1.40
08 LEICESTER CITY	2.5 M	=	+1.75
09 WEST HAM UNITED	2.3 M	=	+2.87
10 NEWCASTLE UNITED	2.2 M	=	+2.23
11 ASTON VILLA FC	2.1 M	=	+2.27
12 FC SOUTHAMPTON	1.5 M	=	+0.72
13 CRYSTAL PALACE	1.3 M	=	+1.35
14 WOLVERHAMPTON W.	1.0 M	=	+1.44
15 LEEDS UNITED	905.2 K	=	+2.05
16 FC WATFORD	879.4 K	=	+0.58
17 NORWICH CITY	843.6 K	=	+1.05
18 FC BURNLEY	673.4 K	=	+2.06
19 BRIGHTON & HOVE A.	537.0 K	=	+6.04
20 BRENTFORD FC	258.1 K	=	+1.85

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Instagram

TOTAL FANBASE

221.5 M

Premier League

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



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	58.3 M	=	+2.62
02 LIVERPOOL FC	38.9 M	=	+5.05
03 CHELSEA FC	34.4 M	=	+2.78
04 MANCHESTER CITY	32.2 M	=	+5.59
05 FC ARSENAL	21.9 M	=	+1.80
06 TOTTENHAM HOTSPUR	12.7 M	=	+2.80
07 LEICESTER CITY	6.5 M	=	+3.02
08 FC EVERTON	2.7 M	=	+1.76
09 WOLVERHAMPTON W.	2.1 M	=	+0.76
10 ASTON VILLA FC	2.0 M	▲ +1	+5.43
11 WEST HAM UNITED	2.0 M	▼ -1	+3.04
12 CRYSTAL PALACE	1.5 M	=	+1.45
13 NEWCASTLE UNITED	1.2 M	▲ +1	+2.35
14 FC SOUTHAMPTON	1.2 M	▼ -1	+0.40
15 FC WATFORD	1.2 M	=	+1.41
16 LEEDS UNITED	1.0 M	=	+2.54
17 BRIGHTON & HOVE A.	521.3 K	=	+3.44
18 FC BURNLEY	485.4 K	=	+2.69
19 NORWICH CITY	461.5 K	=	+1.30
20 BRENTFORD FC	273.0 K	=	+3.69

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND YouTube

TOTAL FANBASE

30.3 M

Premier League

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



CLUBS	FANS		% VAR*
01 LIVERPOOL FC	7.4 M	=	+6.05
02 MANCHESTER UNITED	6.1 M	=	+4.31
03 MANCHESTER CITY	4.4 M	=	+7.41
04 CHELSEA FC	3.7 M	=	+2.47
05 FC ARSENAL	2.7 M	=	+2.63
06 TOTTENHAM HOTSPUR	2.2 M	=	+4.72
07 FC EVERTON	633.0 K	▲ +1	+4.63
08 WOLVERHAMPTON W.	629.0 K	▼ -1	+0.48
09 LEICESTER CITY	458.0 K	=	+2.23
10 WEST HAM UNITED	325.0 K	=	+1.88
11 LEEDS UNITED	310.0 K	=	+2.31
12 ASTON VILLA FC	296.0 K	=	+4.23
13 FC SOUTHAMPTON	221.0 K	=	+2.79
14 NEWCASTLE UNITED	216.0 K	=	+11.92
15 NORWICH CITY	192.0 K	▲ +2	+9.71
16 CRYSTAL PALACE	188.0 K	▼ -1	+3.30
17 FC WATFORD	179.0 K	▼ -1	+1.13
18 FC BURNLEY	102.0 K	=	+4.40
19 BRENTFORD FC	99.3 K	=	+10.21
20 BRIGHTON & HOVE A.	n/a		n/a

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Social

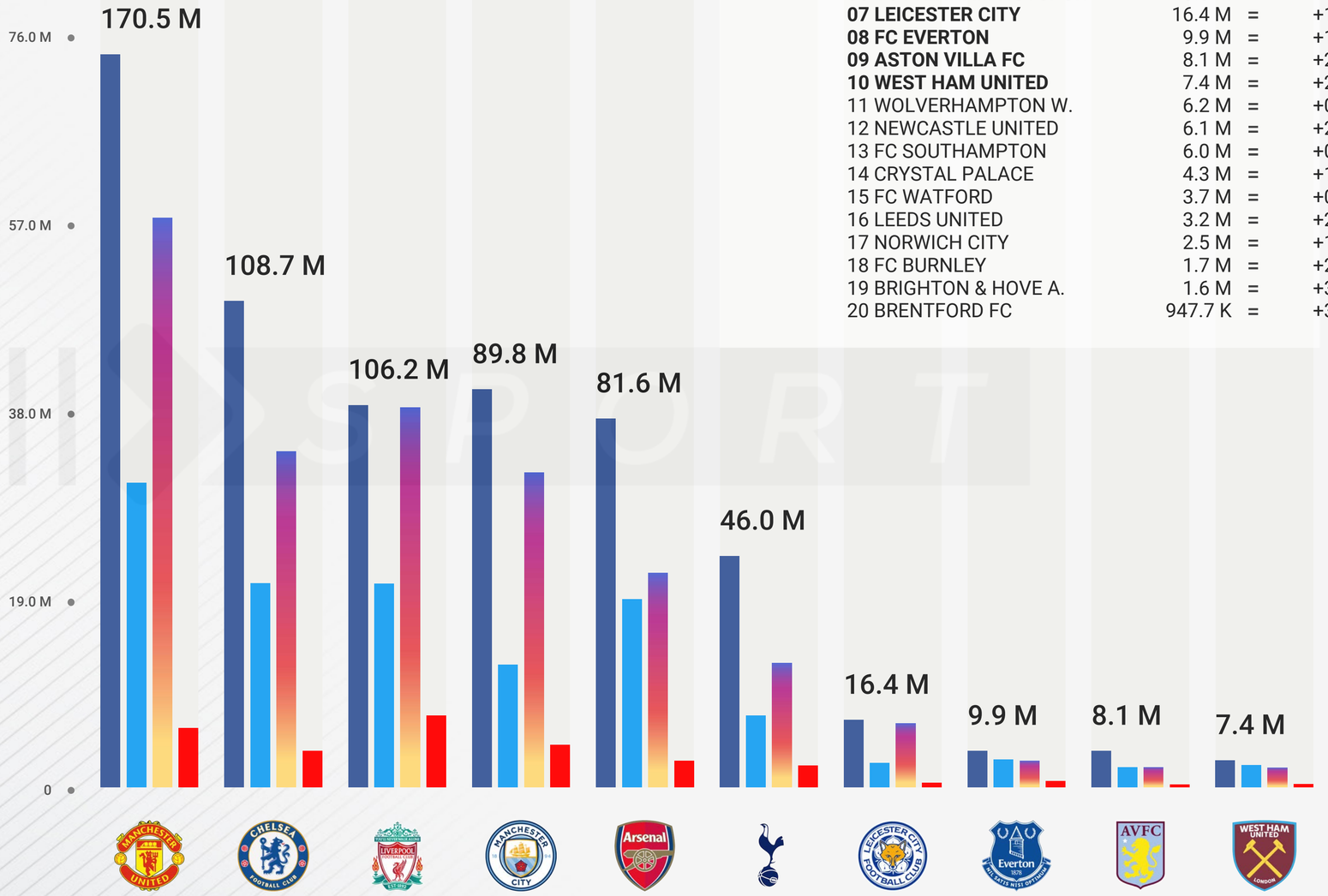
TOTAL FANBASE

680.7 M

Premier League

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 MANCHESTER UNITED	170.5 M	=	+1.43
02 CHELSEA FC	108.7 M	=	+1.53
03 LIVERPOOL FC	106.2 M	=	+3.52
04 MANCHESTER CITY	89.8 M	=	+3.32
05 FC ARSENAL	81.6 M	=	+0.91
06 TOTTENHAM HOTSPUR	46.0 M	=	+1.98
07 LEICESTER CITY	16.4 M	=	+1.58
08 FC EVERTON	9.9 M	=	+1.32
09 ASTON VILLA FC	8.1 M	=	+2.47
10 WEST HAM UNITED	7.4 M	=	+2.16
11 WOLVERHAMPTON W.	6.2 M	=	+0.93
12 NEWCASTLE UNITED	6.1 M	=	+2.18
13 FC SOUTHAMPTON	6.0 M	=	+0.40
14 CRYSTAL PALACE	4.3 M	=	+1.48
15 FC WATFORD	3.7 M	=	+0.66
16 LEEDS UNITED	3.2 M	=	+2.15
17 NORWICH CITY	2.5 M	=	+1.55
18 FC BURNLEY	1.7 M	=	+2.21
19 BRIGHTON & HOVE A.	1.6 M	=	+3.92
20 BRENTFORD FC	947.7 K	=	+3.42

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Brands

TOTAL FANBASE

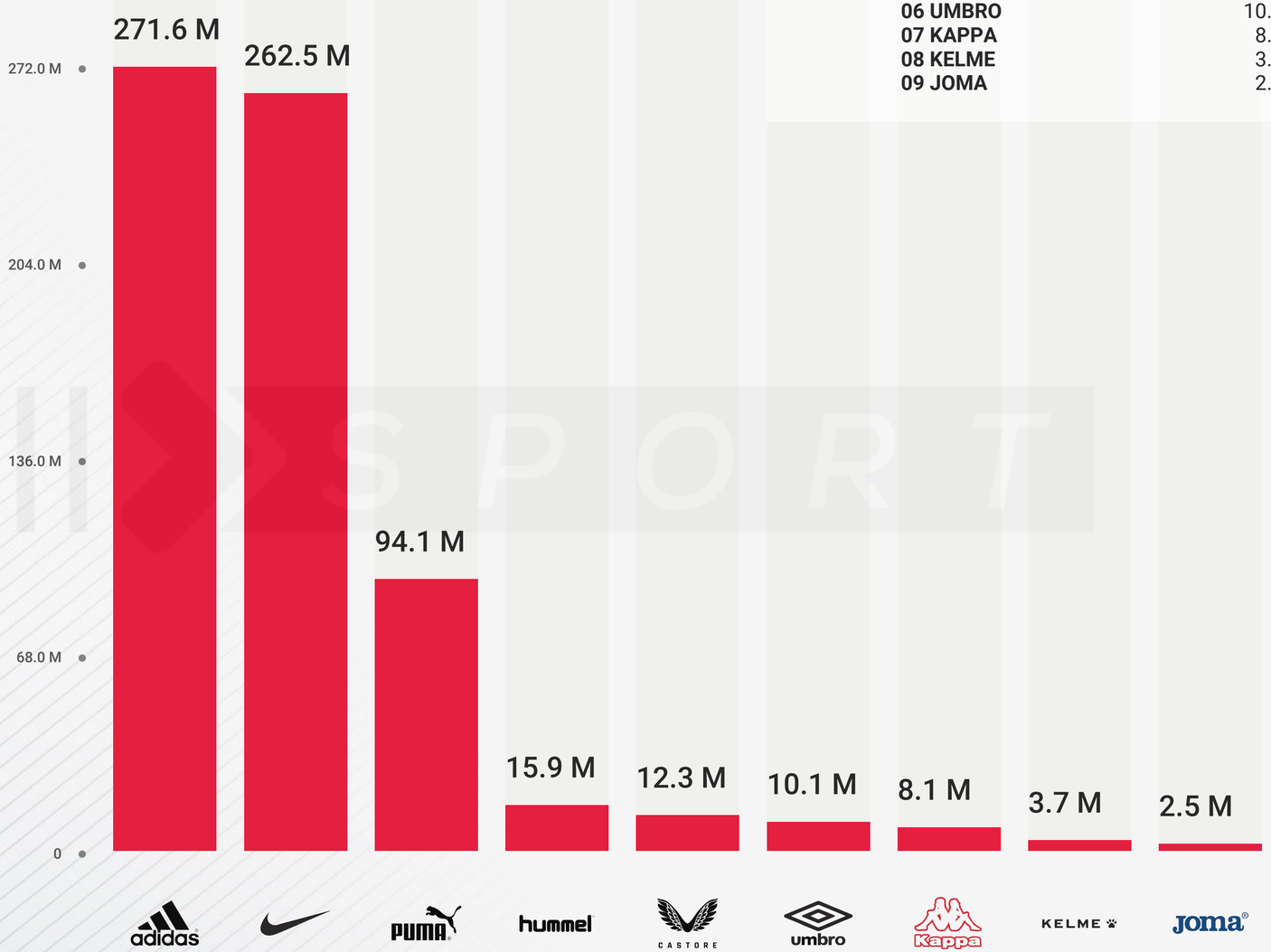
680.7 M

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.

*[from April 11, 2022 to May 30, 2022]

CLUBS	FANS		% VAR*
01 ADIDAS	271.6 M	=	+1.29
02 NIKE	262.5 M	=	+2.42
03 PUMA	94.1 M	=	+3.24
04 HUMMEL	15.9 M	=	+0.97
05 CASTORE	12.3 M	=	+1.55
06 UMBRO	10.1 M	=	+2.29
07 KAPPA	8.1 M	=	+2.47
08 KELME	3.7 M	=	+0.66
09 JOMA	2.5 M	=	+1.55



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 BRIGHTON & HOVE A.	**+3.92**
02 LIVERPOOL FC	**+3.52**
03 BRENTFORD FC	**+3.42**
04 MANCHESTER CITY	**+3.32**
05 ASTON VILLA FC	**+2.47**
06 FC BURNLEY	**+2.21**
07 NEWCASTLE UNITED	**+2.18**
08 WEST HAM UNITED	**+2.16**
09 LEEDS UNITED	**+2.15**
10 TOTTENHAM HOTSPUR	**+1.98**
11 LEICESTER CITY	+1.58
12 NORWICH CITY	+1.55
13 CHELSEA FC	+1.53
14 CRYSTAL PALACE	+1.48
15 MANCHESTER UNITED	+1.43
16 FC EVERTON	+1.32
17 WOLVERHAMPTON W.	+0.93
18 FC ARSENAL	+0.91
19 FC WATFORD	+0.66
20 FC SOUTHAMPTON	+0.40

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship football clubs analysed.

8

BRANDS

Total Championship Sport Brands on jerseys analysed.

28.1 M

+ 1.15%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

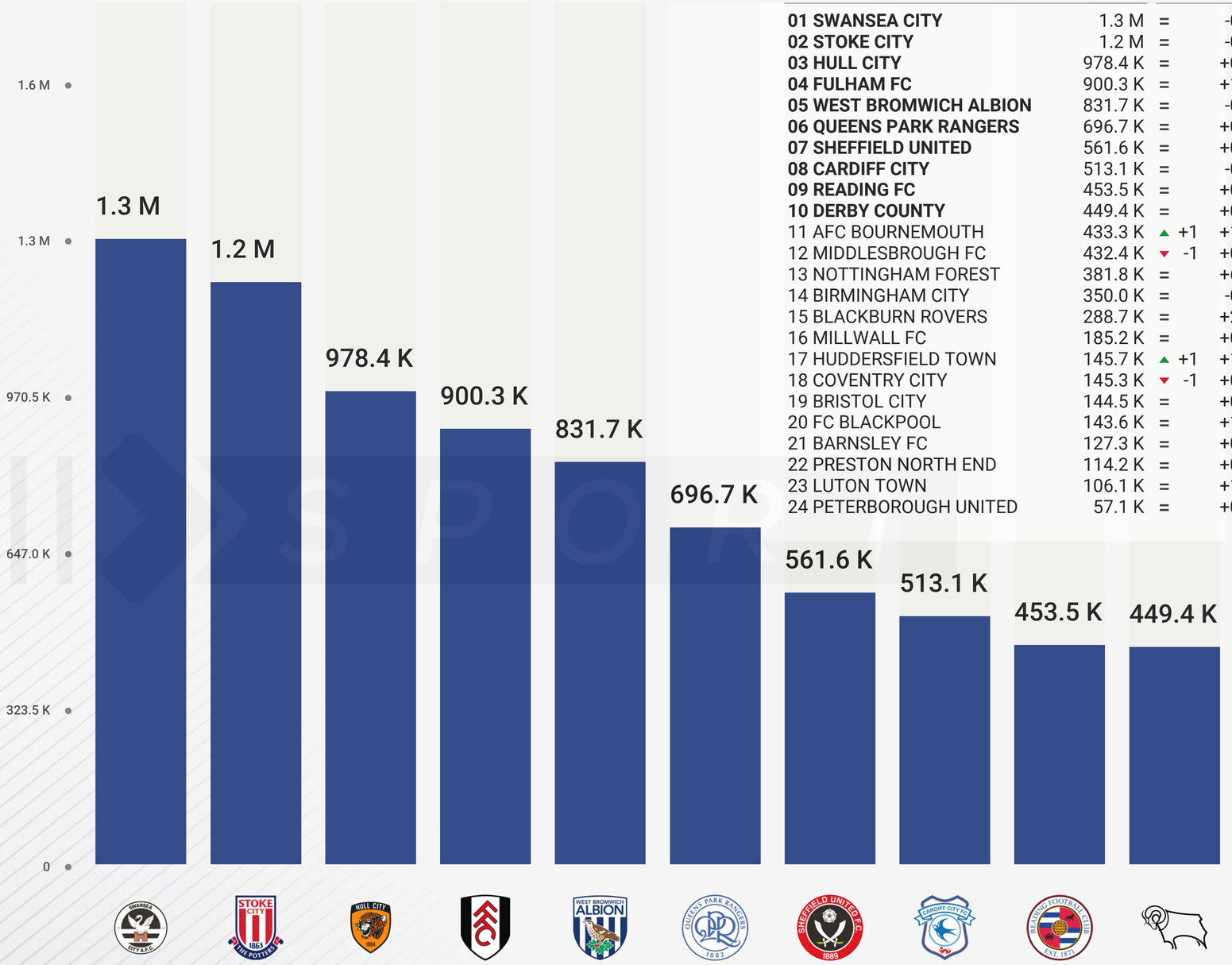
ENGLAND Facebook

TOTAL FANBASE

10.9 M

sky bet CHAMPIONSHIP EFL

Ranking of the most followed Championship football clubs on Facebook.



CLUBS	FANS		% VAR*
01 SWANSEA CITY	1.3 M	=	-0.17
02 STOKE CITY	1.2 M	=	-0.06
03 HULL CITY	978.4 K	=	+0.16
04 FULHAM FC	900.3 K	=	+1.70
05 WEST BROMWICH ALBION	831.7 K	=	-0.22
06 QUEENS PARK RANGERS	696.7 K	=	+0.03
07 SHEFFIELD UNITED	561.6 K	=	+0.50
08 CARDIFF CITY	513.1 K	=	-0.13
09 READING FC	453.5 K	=	+0.78
10 DERBY COUNTY	449.4 K	=	+0.30
11 AFC BOURNEMOUTH	433.3 K	▲ +1	+1.68
12 MIDDLESBROUGH FC	432.4 K	▼ -1	+0.12
13 NOTTINGHAM FOREST	381.8 K	=	+6.46
14 BIRMINGHAM CITY	350.0 K	=	-0.07
15 BLACKBURN ROVERS	288.7 K	=	+2.22
16 MILLWALL FC	185.2 K	=	+0.11
17 HUDDERSFIELD TOWN	145.7 K	▲ +1	+1.27
18 COVENTRY CITY	145.3 K	▼ -1	+0.20
19 BRISTOL CITY	144.5 K	=	+0.41
20 FC BLACKPOOL	143.6 K	=	+1.08
21 BARNSLEY FC	127.3 K	=	+0.16
22 PRESTON NORTH END	114.2 K	=	+0.27
23 LUTON TOWN	106.1 K	=	+1.78
24 PETERBOROUGH UNITED	57.1 K	=	+0.42

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

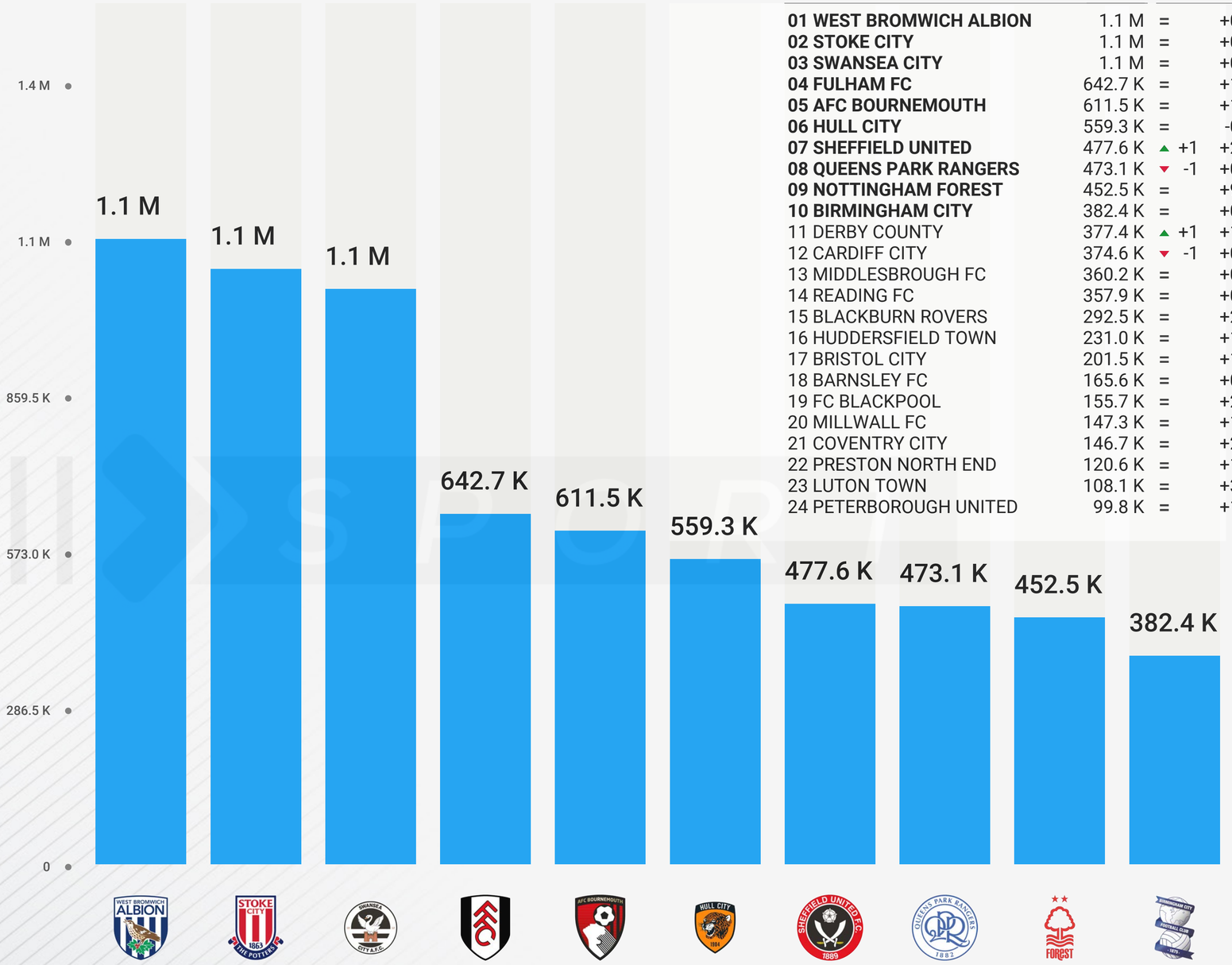
ENGLAND Twitter

TOTAL FANBASE

10.0 M

sky bet CHAMPIONSHIP EFL

Ranking of the most followed Championship football clubs on Twitter.



CLUBS	FANS		% VAR*
01 WEST BROMWICH ALBION	1.1 M	=	+0.21
02 STOKE CITY	1.1 M	=	+0.17
03 SWANSEA CITY	1.1 M	=	+0.13
04 FULHAM FC	642.7 K	=	+1.69
05 AFC BOURNEMOUTH	611.5 K	=	+1.48
06 HULL CITY	559.3 K	=	-0.02
07 SHEFFIELD UNITED	477.6 K	▲ +1	+2.27
08 QUEENS PARK RANGERS	473.1 K	▼ -1	+0.47
09 NOTTINGHAM FOREST	452.5 K	=	+9.70
10 BIRMINGHAM CITY	382.4 K	=	+0.74
11 DERBY COUNTY	377.4 K	▲ +1	+1.56
12 CARDIFF CITY	374.6 K	▼ -1	+0.64
13 MIDDLESBROUGH FC	360.2 K	=	+0.95
14 READING FC	357.9 K	=	+0.53
15 BLACKBURN ROVERS	292.5 K	=	+2.52
16 HUDDERSFIELD TOWN	231.0 K	=	+1.94
17 BRISTOL CITY	201.5 K	=	+1.51
18 BARNSLEY FC	165.6 K	=	+0.61
19 FC BLACKPOOL	155.7 K	=	+2.84
20 MILLWALL FC	147.3 K	=	+1.52
21 COVENTRY CITY	146.7 K	=	+2.09
22 PRESTON NORTH END	120.6 K	=	+1.01
23 LUTON TOWN	108.1 K	=	+3.44
24 PETERBOROUGH UNITED	99.8 K	=	+1.32

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

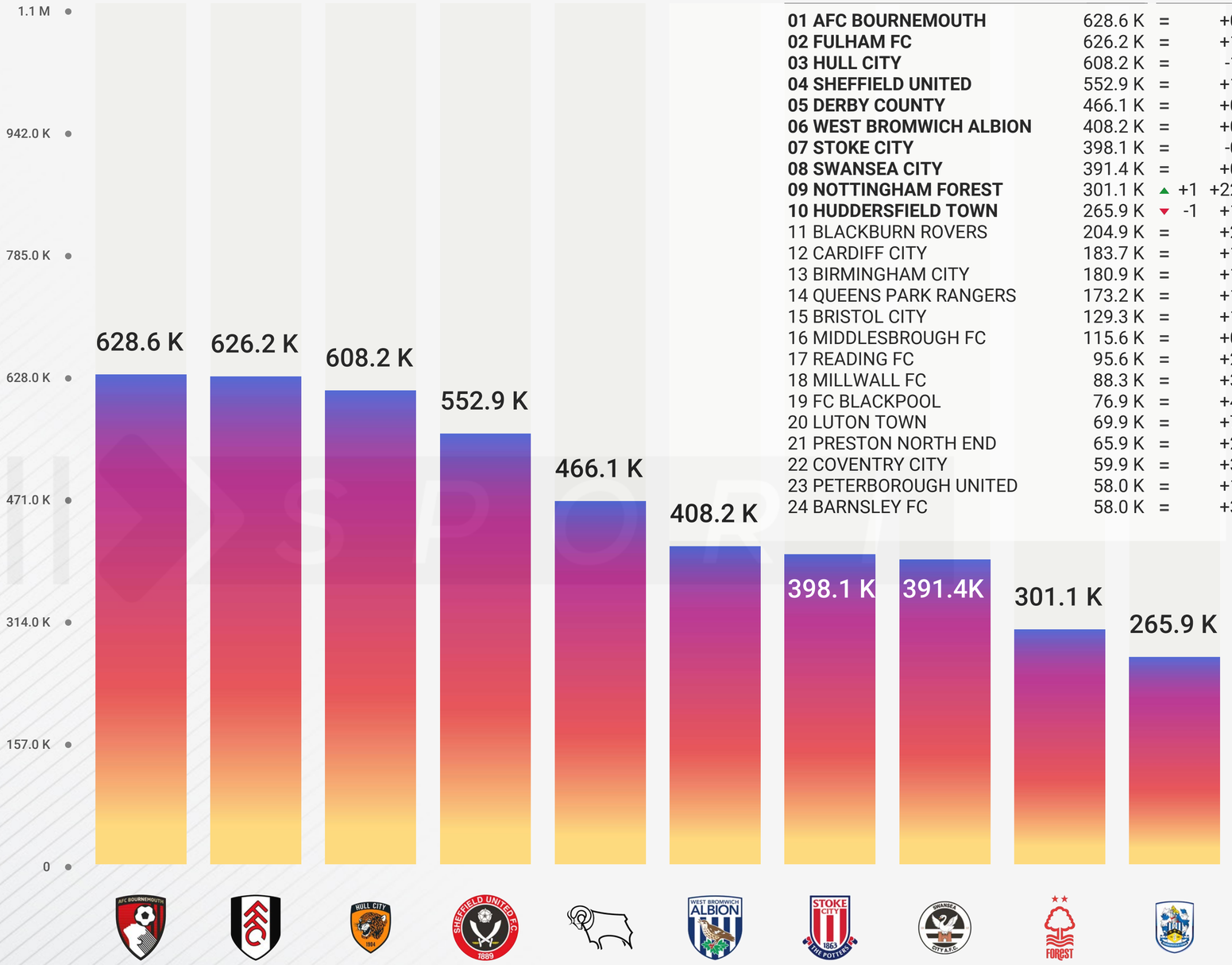
ENGLAND Instagram

TOTAL FANBASE

6.2 M

sky bet CHAMPIONSHIP EFL

Ranking of the most followed Championship football clubs on Instagram.



CLUBS	FANS		% VAR*
01 AFC BOURNEMOUTH	628.6 K	=	+0.44
02 FULHAM FC	626.2 K	=	+1.30
03 HULL CITY	608.2 K	=	-1.51
04 SHEFFIELD UNITED	552.9 K	=	+1.07
05 DERBY COUNTY	466.1 K	=	+0.29
06 WEST BROMWICH ALBION	408.2 K	=	+0.46
07 STOKE CITY	398.1 K	=	-0.40
08 SWANSEA CITY	391.4 K	=	+0.13
09 NOTTINGHAM FOREST	301.1 K	▲ +1	+22.83
10 HUDDERSFIELD TOWN	265.9 K	▼ -1	+1.37
11 BLACKBURN ROVERS	204.9 K	=	+2.25
12 CARDIFF CITY	183.7 K	=	+1.08
13 BIRMINGHAM CITY	180.9 K	=	+1.89
14 QUEENS PARK RANGERS	173.2 K	=	+1.86
15 BRISTOL CITY	129.3 K	=	+1.86
16 MIDDLESBROUGH FC	115.6 K	=	+0.61
17 READING FC	95.6 K	=	+2.77
18 MILLWALL FC	88.3 K	=	+3.49
19 FC BLACKPOOL	76.9 K	=	+4.61
20 LUTON TOWN	69.9 K	=	+7.31
21 PRESTON NORTH END	65.9 K	=	+2.66
22 COVENTRY CITY	59.9 K	=	+3.49
23 PETERBOROUGH UNITED	58.0 K	=	+1.79
24 BARNSLEY FC	58.0 K	=	+3.64

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

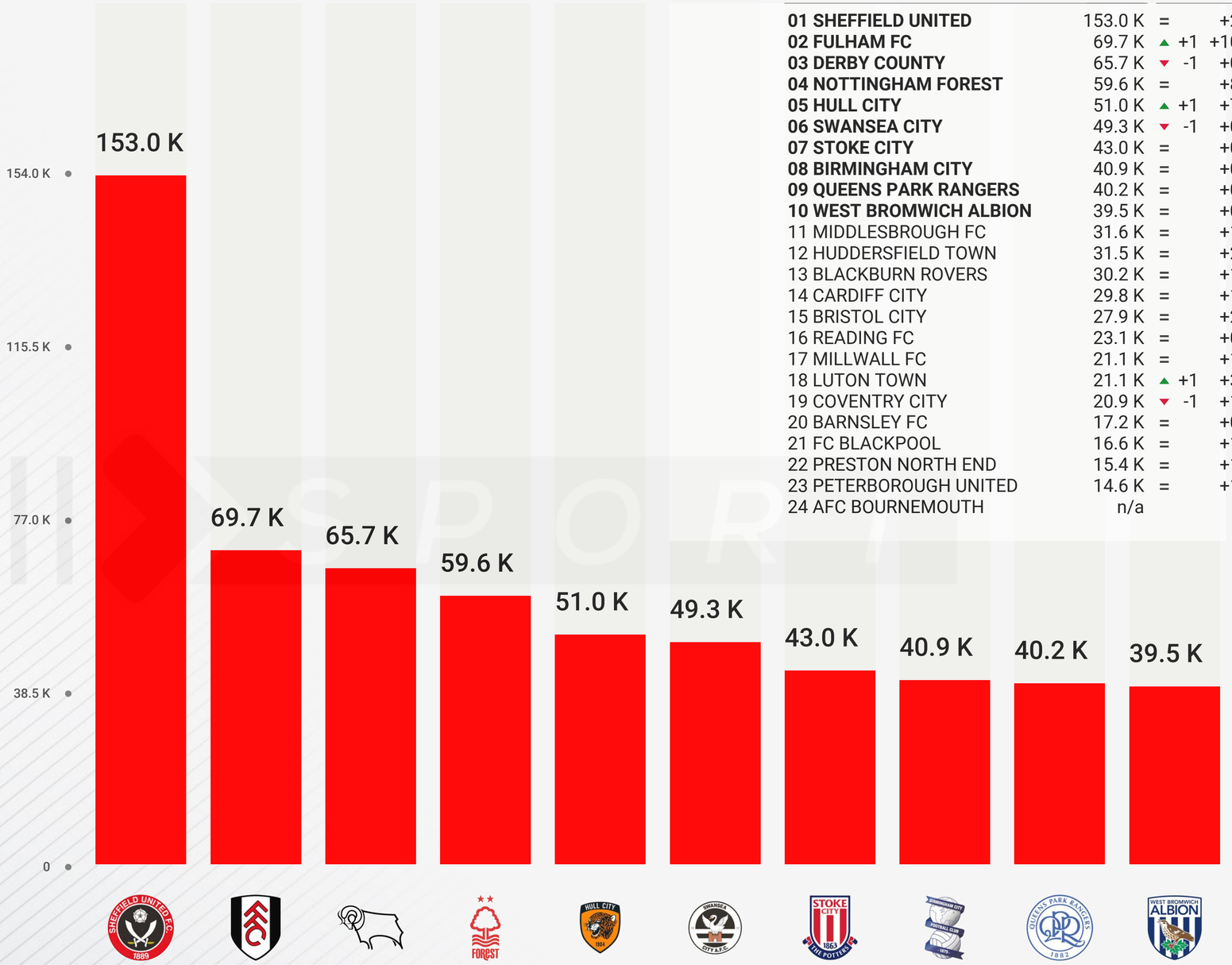
ENGLAND YouTube

TOTAL FANBASE

913 K

sky bet CHAMPIONSHIP EFL

Ranking of the most followed Championship football clubs on YouTube.



CLUBS	FANS		% VAR*
01 SHEFFIELD UNITED	153.0 K	=	+2.00
02 FULHAM FC	69.7 K	▲ +1	+10.99
03 DERBY COUNTY	65.7 K	▼ -1	+0.92
04 NOTTINGHAM FOREST	59.6 K	=	+8.17
05 HULL CITY	51.0 K	▲ +1	+7.14
06 SWANSEA CITY	49.3 K	▼ -1	+0.82
07 STOKE CITY	43.0 K	=	+0.47
08 BIRMINGHAM CITY	40.9 K	=	+0.74
09 QUEENS PARK RANGERS	40.2 K	=	+0.50
10 WEST BROMWICH ALBION	39.5 K	=	+0.51
11 MIDDLESBROUGH FC	31.6 K	=	+1.28
12 HUDDERSFIELD TOWN	31.5 K	=	+2.61
13 BLACKBURN ROVERS	30.2 K	=	+1.68
14 CARDIFF CITY	29.8 K	=	+1.02
15 BRISTOL CITY	27.9 K	=	+2.20
16 READING FC	23.1 K	=	+0.87
17 MILLWALL FC	21.1 K	=	+1.93
18 LUTON TOWN	21.1 K	▲ +1	+3.43
19 COVENTRY CITY	20.9 K	▼ -1	+1.95
20 BARNSLEY FC	17.2 K	=	+0.58
21 FC BLACKPOOL	16.6 K	=	+1.84
22 PRESTON NORTH END	15.4 K	=	+1.99
23 PETERBOROUGH UNITED	14.6 K	=	+1.39
24 AFC BOURNEMOUTH	n/a		n/a

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Social (1/2)

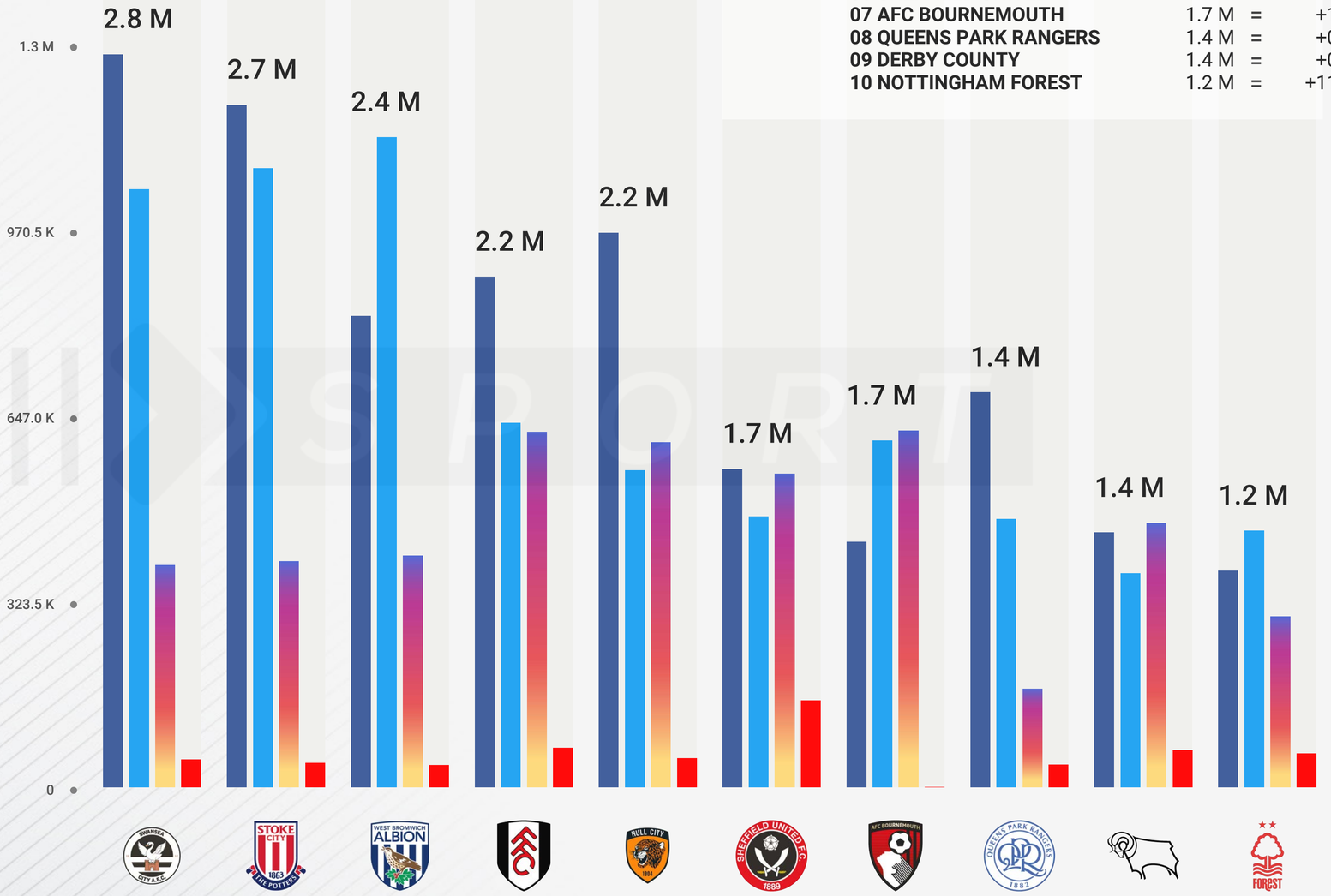
TOTAL FANBASE

28.1 M

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

*[from April 11, 2022 to May 30, 2022]

CLUBS	FANS		% VAR*
01 SWANSEA CITY	2.8 M	=	+0.00
02 STOKE CITY	2.7 M	=	-0.01
03 WEST BROMWICH ALBION	2.4 M	=	+0.11
04 FULHAM FC	2.2 M	▲ +1	+1.85
05 HULL CITY	2.2 M	▼ -1	-0.20
06 SHEFFIELD UNITED	1.7 M	=	+1.29
07 AFC BOURNEMOUTH	1.7 M	=	+1.14
08 QUEENS PARK RANGERS	1.4 M	=	+0.42
09 DERBY COUNTY	1.4 M	=	+0.67
10 NOTTINGHAM FOREST	1.2 M	=	+11.54



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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

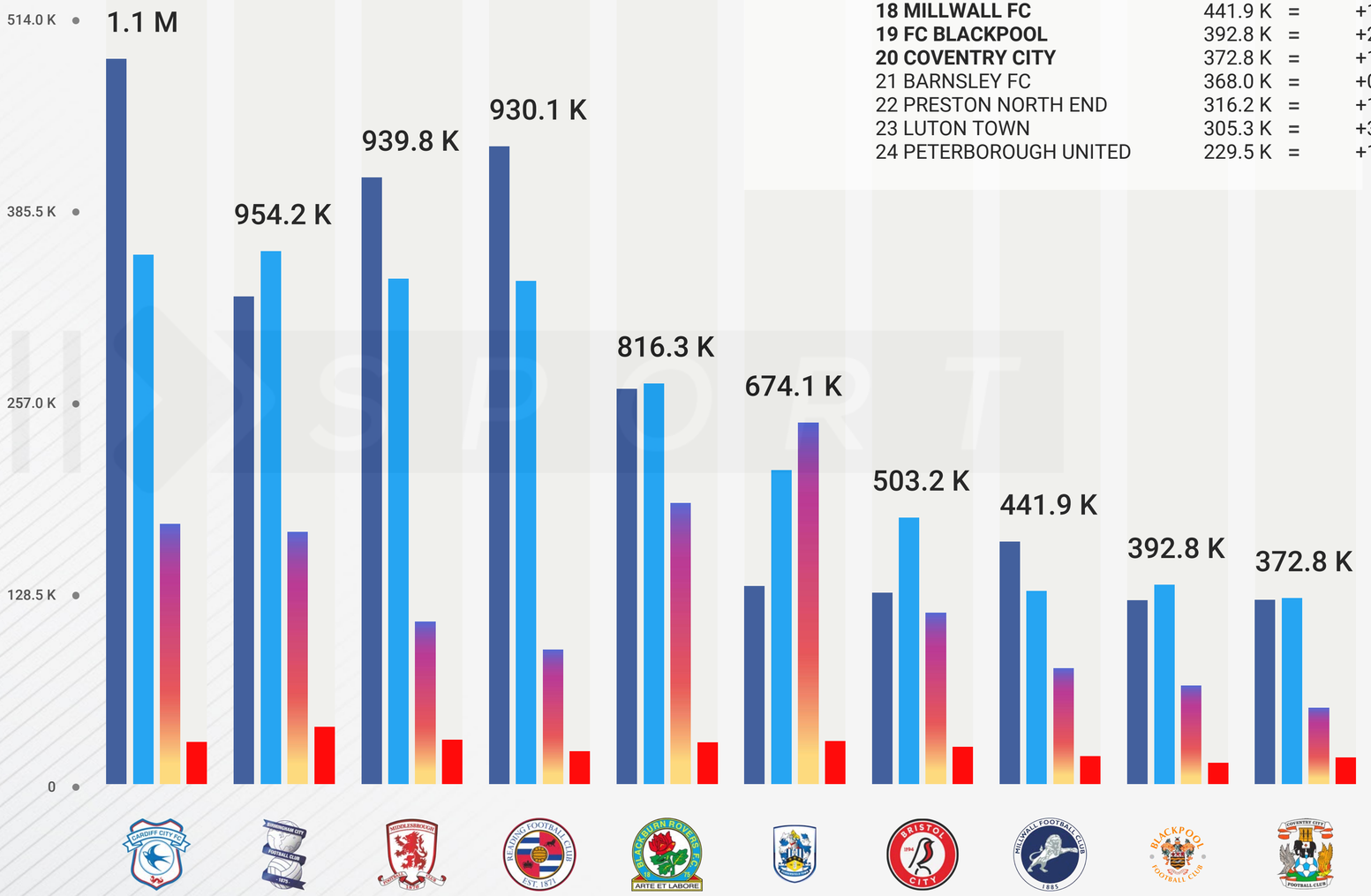
ENGLAND Social (2/2)

TOTAL FANBASE

28.1 M

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
11 CARDIFF CITY	1.1 M	=	+0.36
12 BIRMINGHAM CITY	954.2 K	=	+0.66
13 MIDDLESBROUGH FC	939.8 K	=	+0.54
14 READING FC	930.1 K	=	+0.89
15 BLACKBURN ROVERS	816.3 K	=	+2.32
16 HUDDERSFIELD TOWN	674.1 K	=	+1.60
17 BRISTOL CITY	503.2 K	=	+1.32
18 MILLWALL FC	441.9 K	=	+1.32
19 FC BLACKPOOL	392.8 K	=	+2.48
20 COVENTRY CITY	372.8 K	=	+1.55
21 BARNSLEY FC	368.0 K	=	+0.92
22 PRESTON NORTH END	316.2 K	=	+1.12
23 LUTON TOWN	305.3 K	=	+3.71
24 PETERBOROUGH UNITED	229.5 K	=	+1.22

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

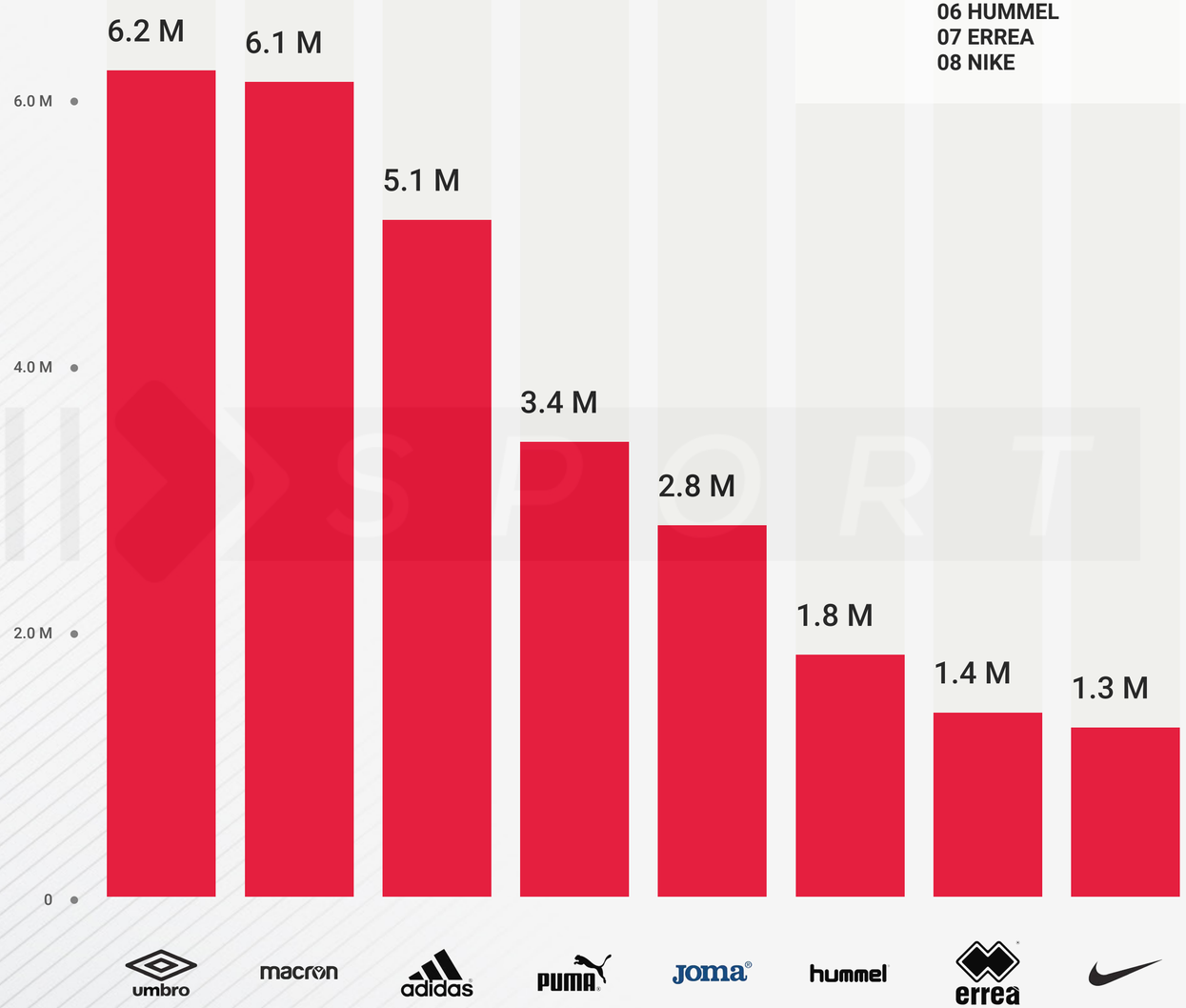
ENGLAND Brands

TOTAL FANBASE

28.1 M

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

CLUBS	FANS		% VAR*
01 UMBRO	6.2 M	=	+0.73
02 MACRON	6.1 M	=	+2.61
03 ADIDAS	5.1 M	=	+1.33
04 PUMA	3.4 M	=	+0.54
05 JOMA	2.8 M	=	+0.00
06 HUMMEL	1.8 M	=	+0.96
07 ERREA	1.4 M	=	+0.42
08 NIKE	1.3 M	=	+0.77



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Brands

CLUBS

24

SPORT BRANDS

8

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



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

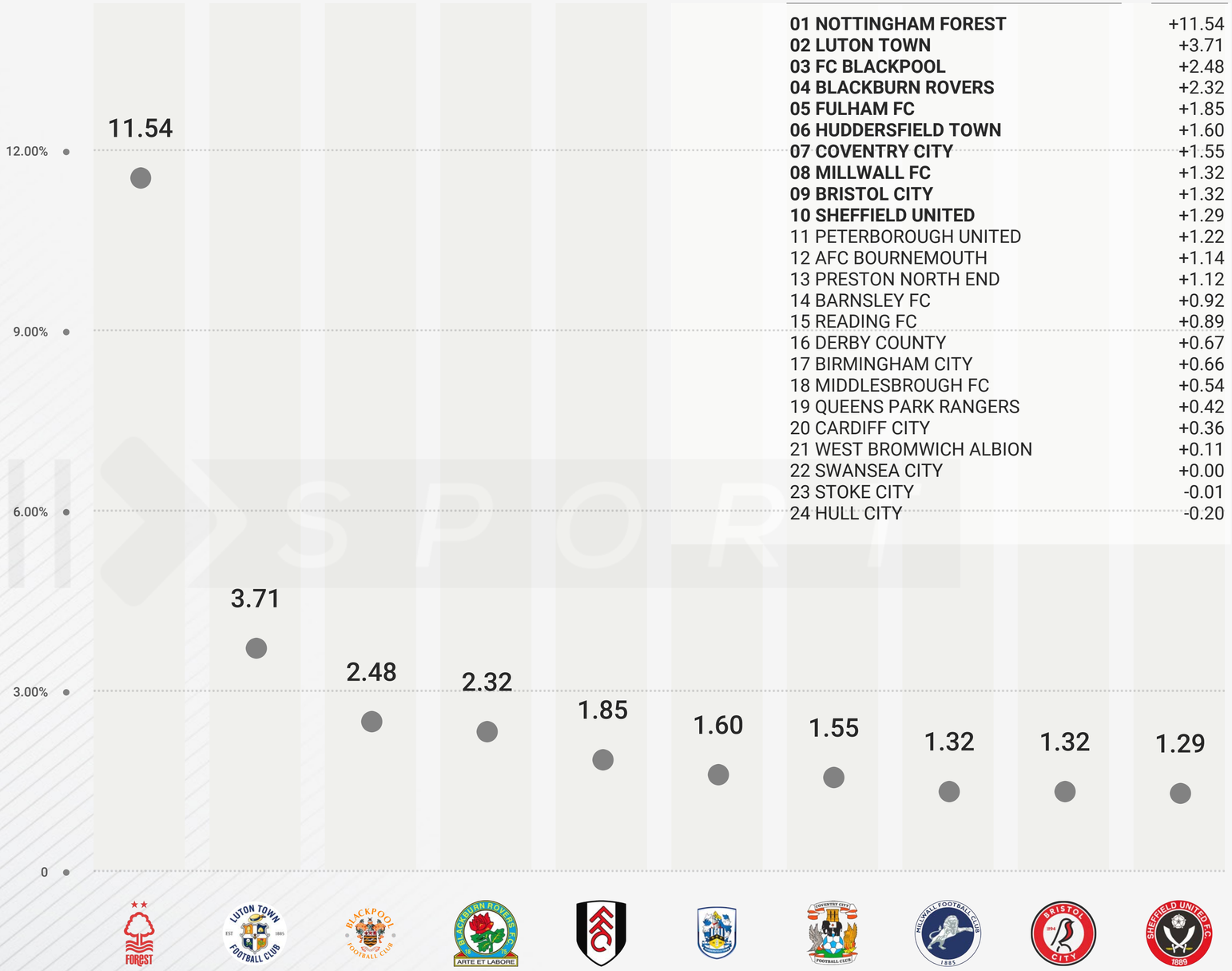
©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ENGLAND Grown Up

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 NOTTINGHAM FOREST	**+11.54**
02 LUTON TOWN	**+3.71**
03 FC BLACKPOOL	**+2.48**
04 BLACKBURN ROVERS	**+2.32**
05 FULHAM FC	**+1.85**
06 HUDDERSFIELD TOWN	**+1.60**
07 COVENTRY CITY	**+1.55**
08 MILLWALL FC	**+1.32**
09 BRISTOL CITY	**+1.32**
10 SHEFFIELD UNITED	**+1.29**
11 PETERBOROUGH UNITED	+1.22
12 AFC BOURNEMOUTH	+1.14
13 PRESTON NORTH END	+1.12
14 BARNSLEY FC	+0.92
15 READING FC	+0.89
16 DERBY COUNTY	+0.67
17 BIRMINGHAM CITY	+0.66
18 MIDDLESBROUGH FC	+0.54
19 QUEENS PARK RANGERS	+0.42
20 CARDIFF CITY	+0.36
21 WEST BROMWICH ALBION	+0.11
22 SWANSEA CITY	+0.00
23 STOKE CITY	-0.01
24 HULL CITY	-0.20

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

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

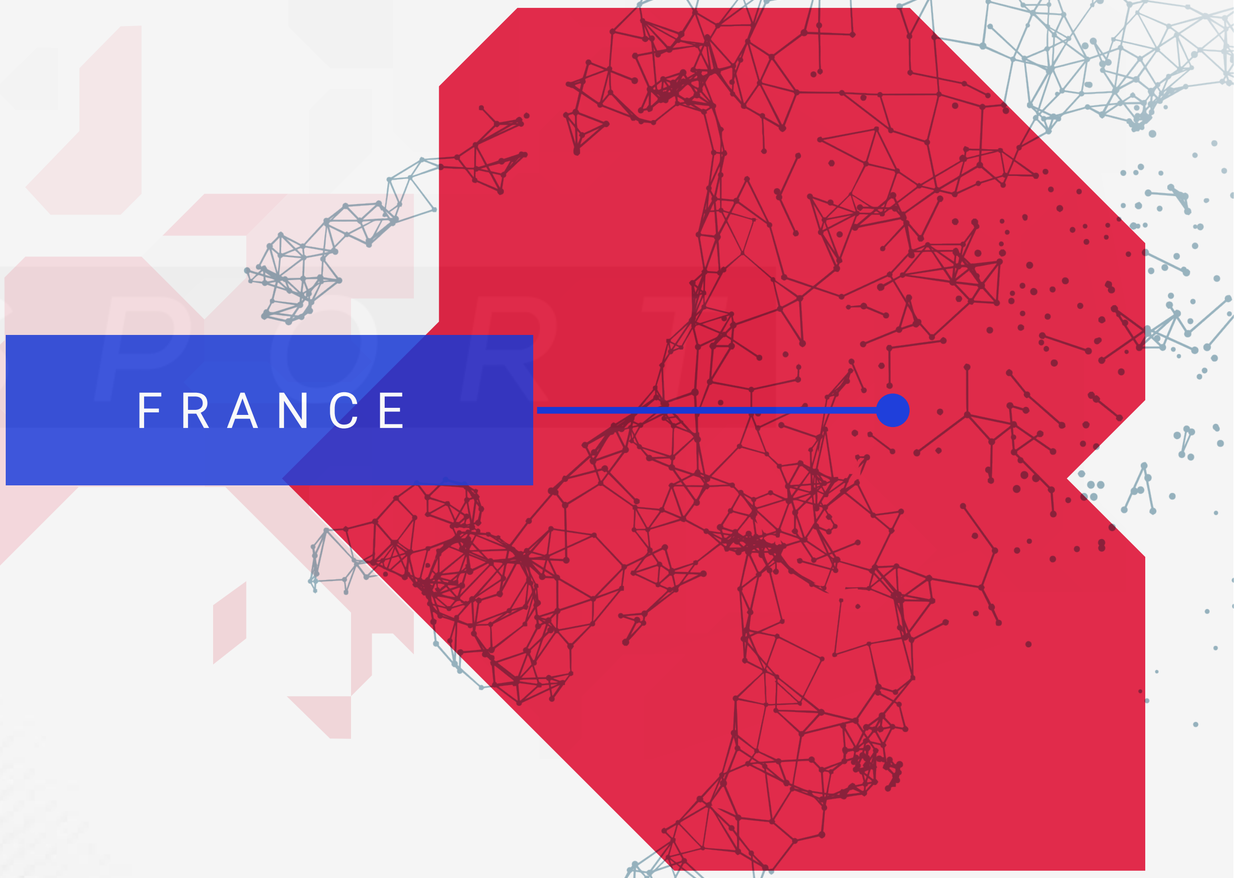
Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LIGUE 1

SECOND DIVISION — 20 CLUBS

LIGUE 2



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

FRANCE SnapShot / First Division



20

CLUBS

Total Ligue1 football clubs analysed.

9

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

179.5 M

+ 1.41%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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	=	+0.02
02 AS MONACO	10.7 M	=	-0.41
03 OLYMPIQUE DE M.	6.5 M	=	+0.69
04 OLYMPIQUE LYONNAIS	4.0 M	=	-0.09
05 LOSC LILLE	1.1 M	=	-0.06
06 STADE BRESTOIS 29	1.0 M	=	+0.25
07 FC GIRONDINS BORDEAUX	1.0 M	=	-0.08
08 AS SAINT ÉTIENNE	858.5 K	=	+0.19
09 OGC NICE	582.4 K	=	+0.69
10 FC NANTES	537.1 K	=	+0.50
11 STADE RENNAIS FC	526.6 K	=	+0.68
12 RC LENS	425.9 K	=	+1.02
13 HSC MONTPELLIER	349.3 K	=	+0.32
14 FC LORIENT	263.3 K	=	+0.40
15 SCO ANGERS	239.0 K	=	+0.68
16 STADE DE REIMS	229.9 K	=	+0.60
17 FC METZ	229.6 K	=	+0.51
18 RC STRASBOURG ALSACE	173.3 K	=	+1.15
19 CLERMONT FOOT 63	113.3 K	=	+0.93
20 ES TROYES AC	107.2 K	=	+2.26

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

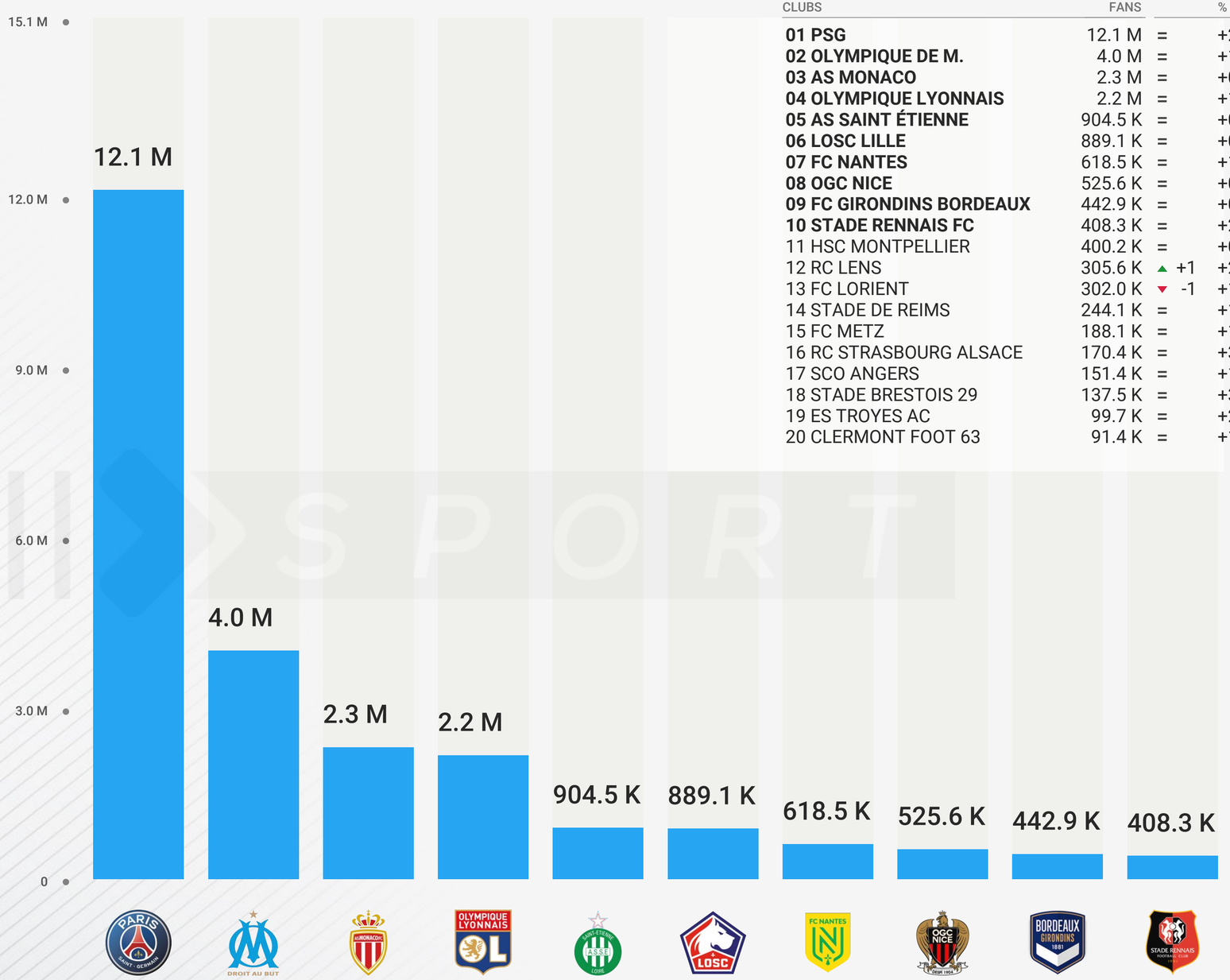
FRANCE Twitter

TOTAL FANBASE

26.5 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	12.1 M	=	+2.36
02 OLYMPIQUE DE M.	4.0 M	=	+1.49
03 AS MONACO	2.3 M	=	+0.24
04 OLYMPIQUE LYONNAIS	2.2 M	=	+1.23
05 AS SAINT ÉTIENNE	904.5 K	=	+0.70
06 LOSC LILLE	889.1 K	=	+0.36
07 FC NANTES	618.5 K	=	+1.18
08 OGC NICE	525.6 K	=	+0.84
09 FC GIRONDINS BORDEAUX	442.9 K	=	+0.73
10 STADE RENNAIS FC	408.3 K	=	+2.08
11 HSC MONTPELLIER	400.2 K	=	+0.48
12 RC LENS	305.6 K	▲ +1	+2.90
13 FC LORIENT	302.0 K	▼ -1	+1.34
14 STADE DE REIMS	244.1 K	=	+1.12
15 FC METZ	188.1 K	=	+1.46
16 RC STRASBOURG ALSACE	170.4 K	=	+3.21
17 SCO ANGERS	151.4 K	=	+1.41
18 STADE BRESTOIS 29	137.5 K	=	+3.46
19 ES TROYES AC	99.7 K	=	+2.05
20 CLERMONT FOOT 63	91.4 K	=	+1.78

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

FRANCE Instagram

TOTAL FANBASE

70.5 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	60.2 M	=	+2.94
02 OLYMPIQUE DE M.	2.3 M	=	+2.83
03 OLYMPIQUE LYONNAIS	2.2 M	=	+0.53
04 AS MONACO	1.9 M	=	+0.92
05 LOSC LILLE	601.8 K	=	-0.01
06 OGC NICE	461.4 K	=	+0.12
07 STADE BRESTOIS 29	454.4 K	=	+3.67
08 FC NANTES	429.8 K	=	+3.36
09 AS SAINT ÉTIENNE	367.3 K	=	+0.56
10 STADE RENNAIS FC	344.8 K	=	+2.08
11 HSC MONTPELLIER	241.4 K	=	+1.22
12 FC GIRONDINS BORDEAUX	239.6 K	=	+1.62
13 RC LENS	170.9 K	=	+6.08
14 FC METZ	152.6 K	=	+1.96
15 RC STRASBOURG ALSACE	139.2 K	=	+3.84
16 SCO ANGERS	100.2 K	=	+3.93
17 FC LORIENT	83.7 K	=	+4.03
18 STADE DE REIMS	82.7 K	=	+4.22
19 ES TROYES AC	81.7 K	=	+5.00
20 CLERMONT FOOT 63	62.0 K	=	+3.39

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

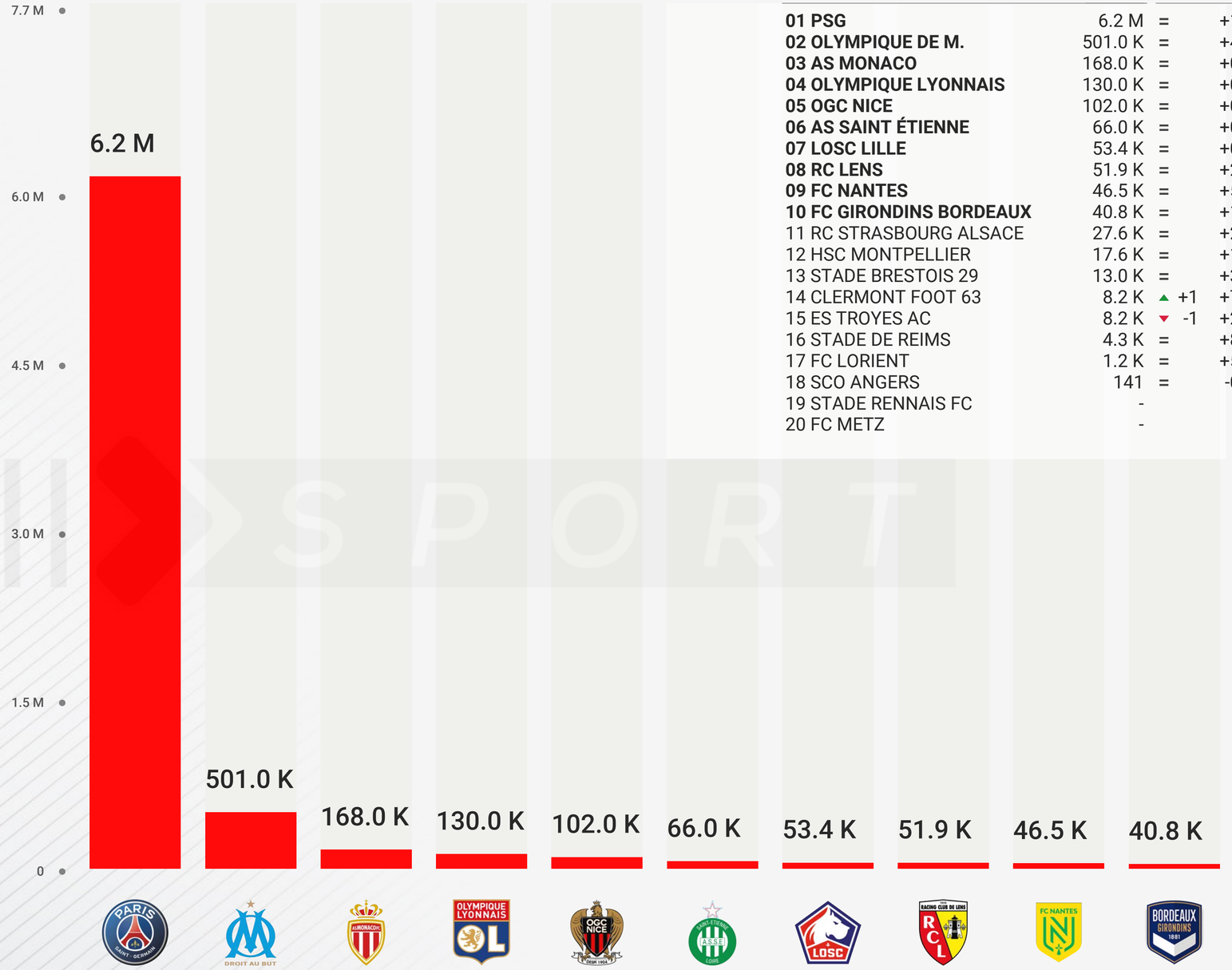
FRANCE YouTube

TOTAL FANBASE

7.4 M

LIGUE 1 Uber Eats

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



CLUBS	FANS		% VAR*
01 PSG	6.2 M	=	+1.82
02 OLYMPIQUE DE M.	501.0 K	=	+4.59
03 AS MONACO	168.0 K	=	+0.60
04 OLYMPIQUE LYONNAIS	130.0 K	=	+0.78
05 OGC NICE	102.0 K	=	+0.99
06 AS SAINT ÉTIENNE	66.0 K	=	+0.30
07 LOSC LILLE	53.4 K	=	+0.56
08 RC LENS	51.9 K	=	+2.77
09 FC NANTES	46.5 K	=	+5.44
10 FC GIRONDINS BORDEAUX	40.8 K	=	+1.24
11 RC STRASBOURG ALSACE	27.6 K	=	+2.22
12 HSC MONTPELLIER	17.6 K	=	+1.73
13 STADE BRESTOIS 29	13.0 K	=	+3.17
14 CLERMONT FOOT 63	8.2 K	▲ +1	+7.73
15 ES TROYES AC	8.2 K	▼ -1	+2.76
16 STADE DE REIMS	4.3 K	=	+8.00
17 FC LORIENT	1.2 K	=	+5.50
18 SCO ANGERS	141	=	-0.70
19 STADE RENNAIS FC	-		-
20 FC METZ	-		-

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

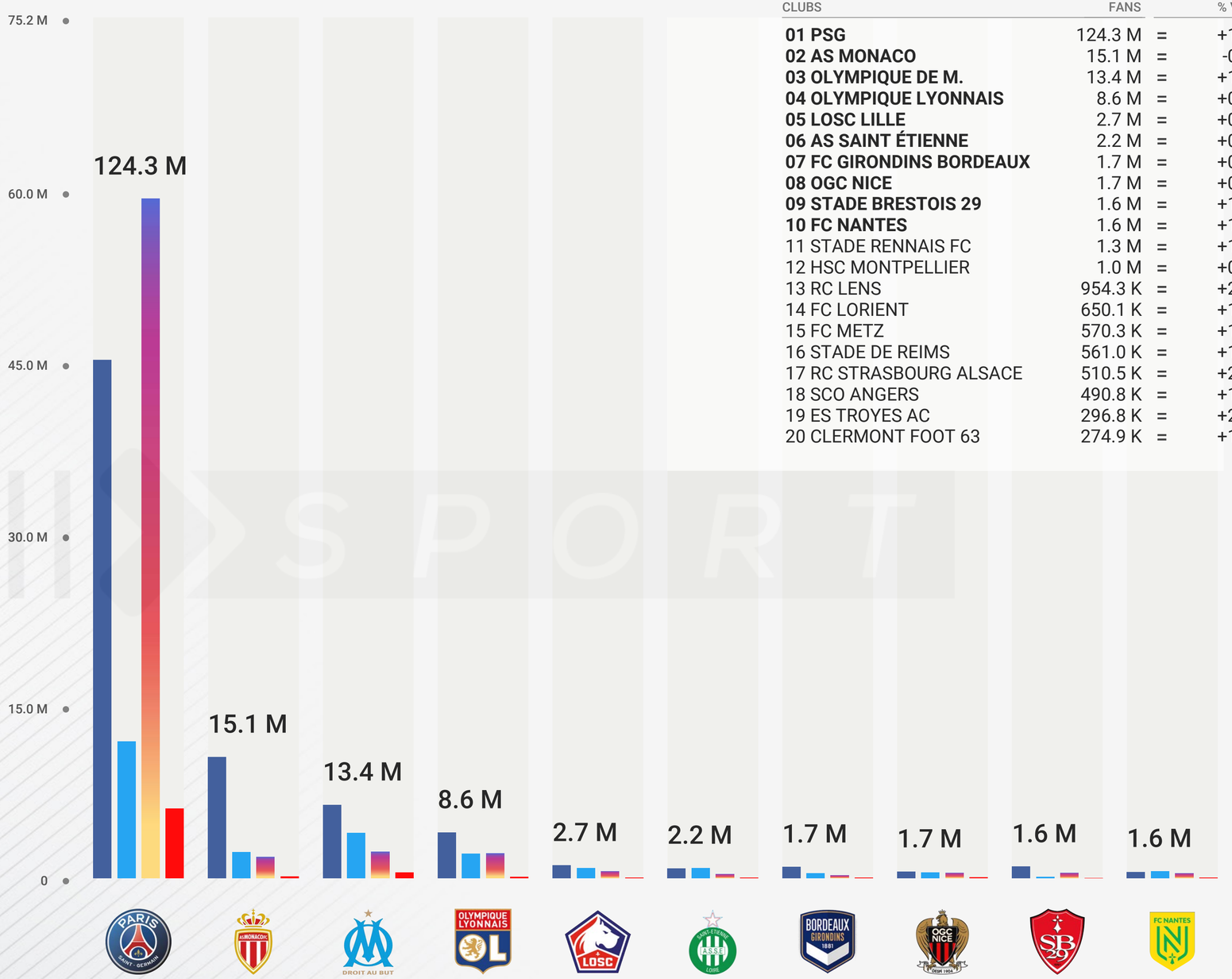
FRANCE Social

TOTAL FANBASE

179.5 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	124.3 M	=	+1.73
02 AS MONACO	15.1 M	=	-0.14
03 OLYMPIQUE DE M.	13.4 M	=	+1.44
04 OLYMPIQUE LYONNAIS	8.6 M	=	+0.42
05 LOSC LILLE	2.7 M	=	+0.10
06 AS SAINT ÉTIENNE	2.2 M	=	+0.47
07 FC GIRONDINS BORDEAUX	1.7 M	=	+0.39
08 OGC NICE	1.7 M	=	+0.60
09 STADE BRESTOIS 29	1.6 M	=	+1.46
10 FC NANTES	1.6 M	=	+1.63
11 STADE RENNAIS FC	1.3 M	=	+1.50
12 HSC MONTPELLIER	1.0 M	=	+0.62
13 RC LENS	954.3 K	=	+2.59
14 FC LORIENT	650.1 K	=	+1.30
15 FC METZ	570.3 K	=	+1.21
16 STADE DE REIMS	561.0 K	=	+1.40
17 RC STRASBOURG ALSACE	510.5 K	=	+2.62
18 SCO ANGERS	490.8 K	=	+1.55
19 ES TROYES AC	296.8 K	=	+2.94
20 CLERMONT FOOT 63	274.9 K	=	+1.95

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

FRANCE Brands

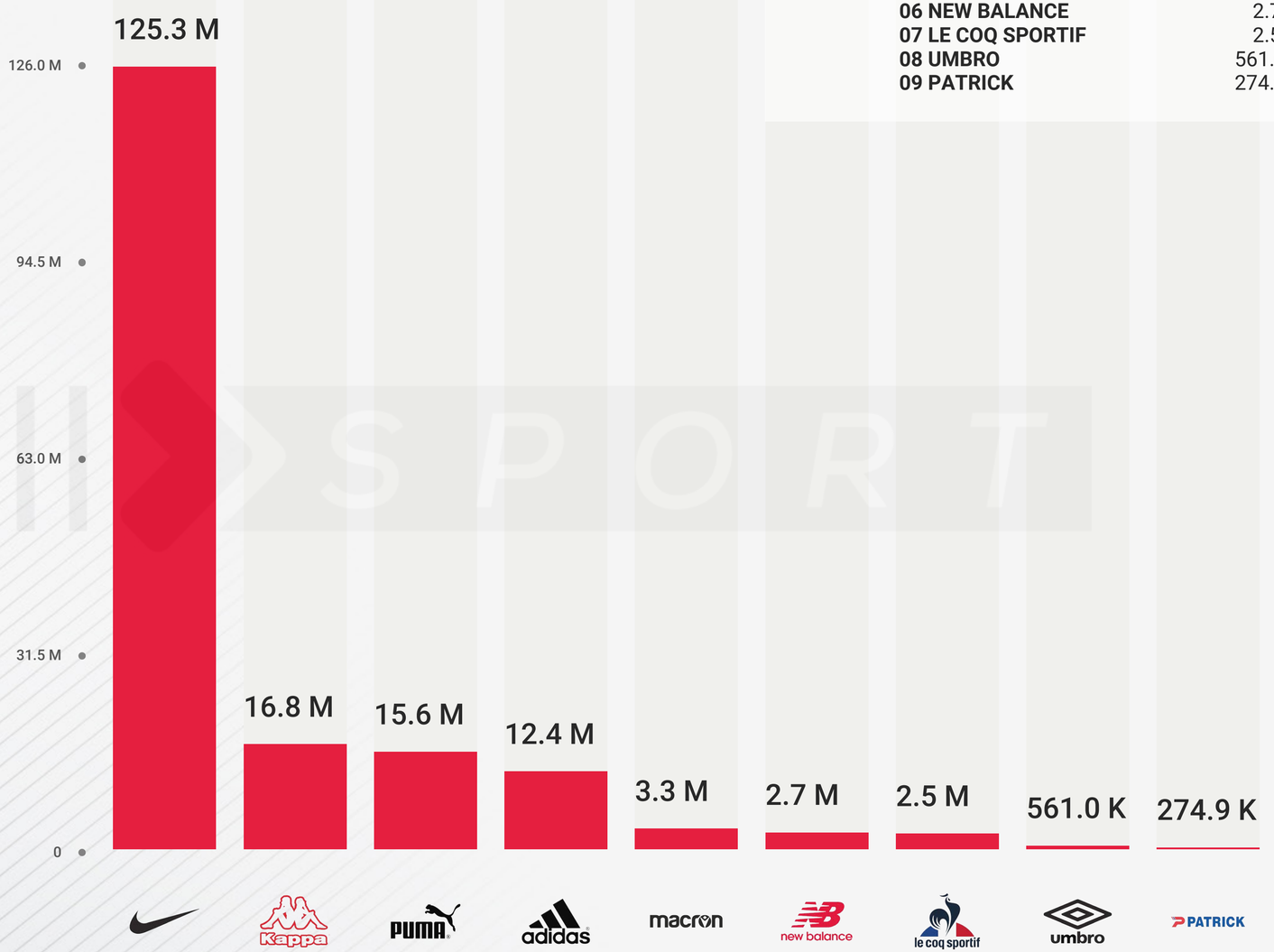
TOTAL FANBASE

179.5 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	125.3 M	=	+1.72
02 KAPPA	16.8 M	=	+0.01
03 PUMA	15.6 M	=	+1.51
04 ADIDAS	12.4 M	=	+0.64
05 MACRON	3.3 M	=	+1.11
06 NEW BALANCE	2.7 M	=	+0.10
07 LE COQ SPORTIF	2.5 M	=	+0.76
08 UMBRO	561.0 K	=	+1.40
09 PATRICK	274.9 K	=	+1.95



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

FRANCE Brands

CLUBS

20

SPORT BRANDS

9

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



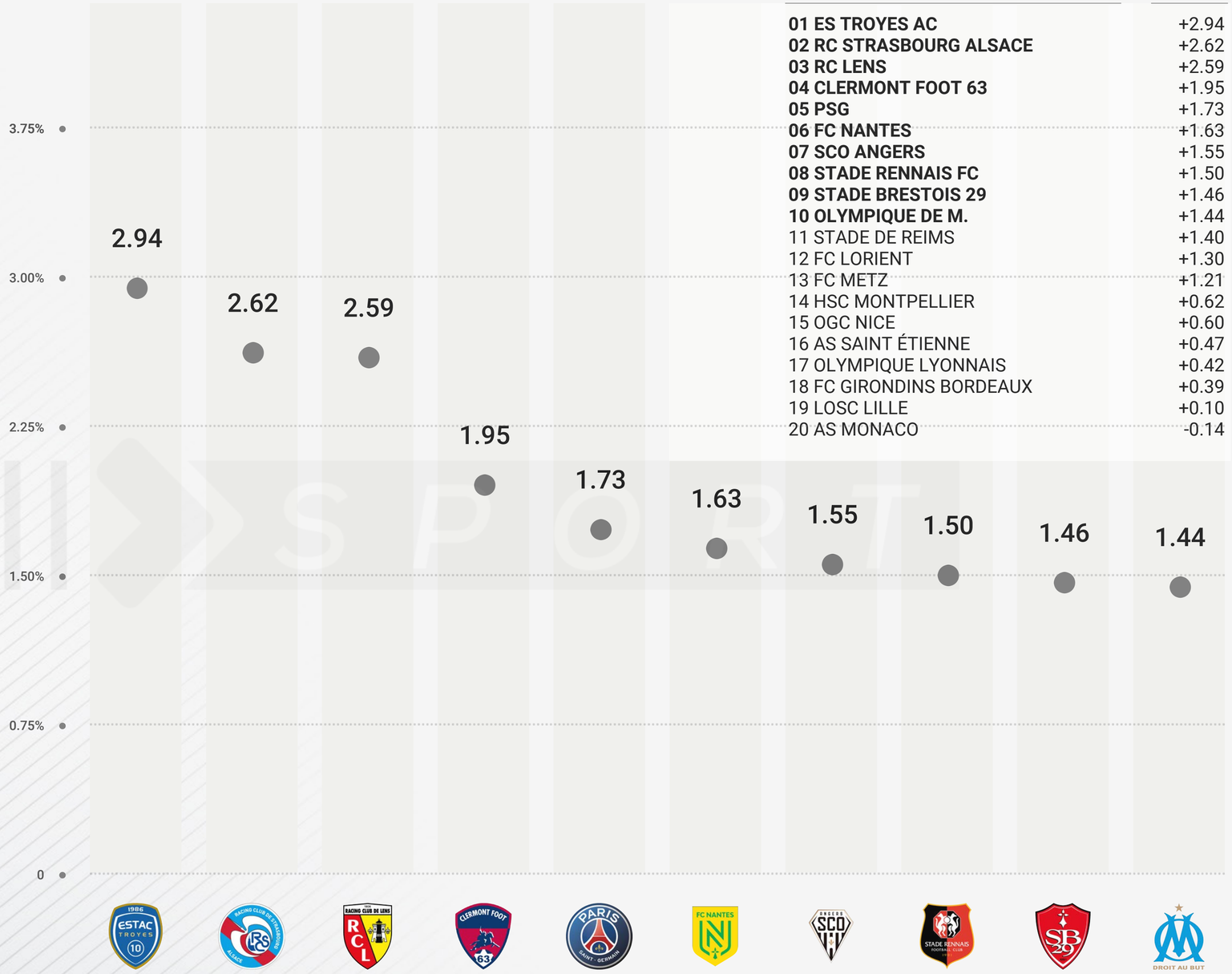
*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

FRANCE Grown Up



CLUBS	% VAR*
01 ES TROYES AC	+2.94
02 RC STRASBOURG ALSACE	+2.62
03 RC LENS	+2.59
04 CLERMONT FOOT 63	+1.95
05 PSG	+1.73
06 FC NANTES	+1.63
07 SCO ANGERS	+1.55
08 STADE RENNAIS FC	+1.50
09 STADE BRESTOIS 29	+1.46
10 OLYMPIQUE DE M.	+1.44
11 STADE DE REIMS	+1.40
12 FC LORIENT	+1.30
13 FC METZ	+1.21
14 HSC MONTPELLIER	+0.62
15 OGC NICE	+0.60
16 AS SAINT ÉTIENNE	+0.47
17 OLYMPIQUE LYONNAIS	+0.42
18 FC GIRONDINS BORDEAUX	+0.39
19 LOSC LILLE	+0.10
20 AS MONACO	-0.14

LIGUE 1 Uber Eats

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

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

FRANCE Snapshot / Second Division



20

CLUBS

Total Ligue 2 football clubs analysed.

10

BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

6.6 M

+ 1.48%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

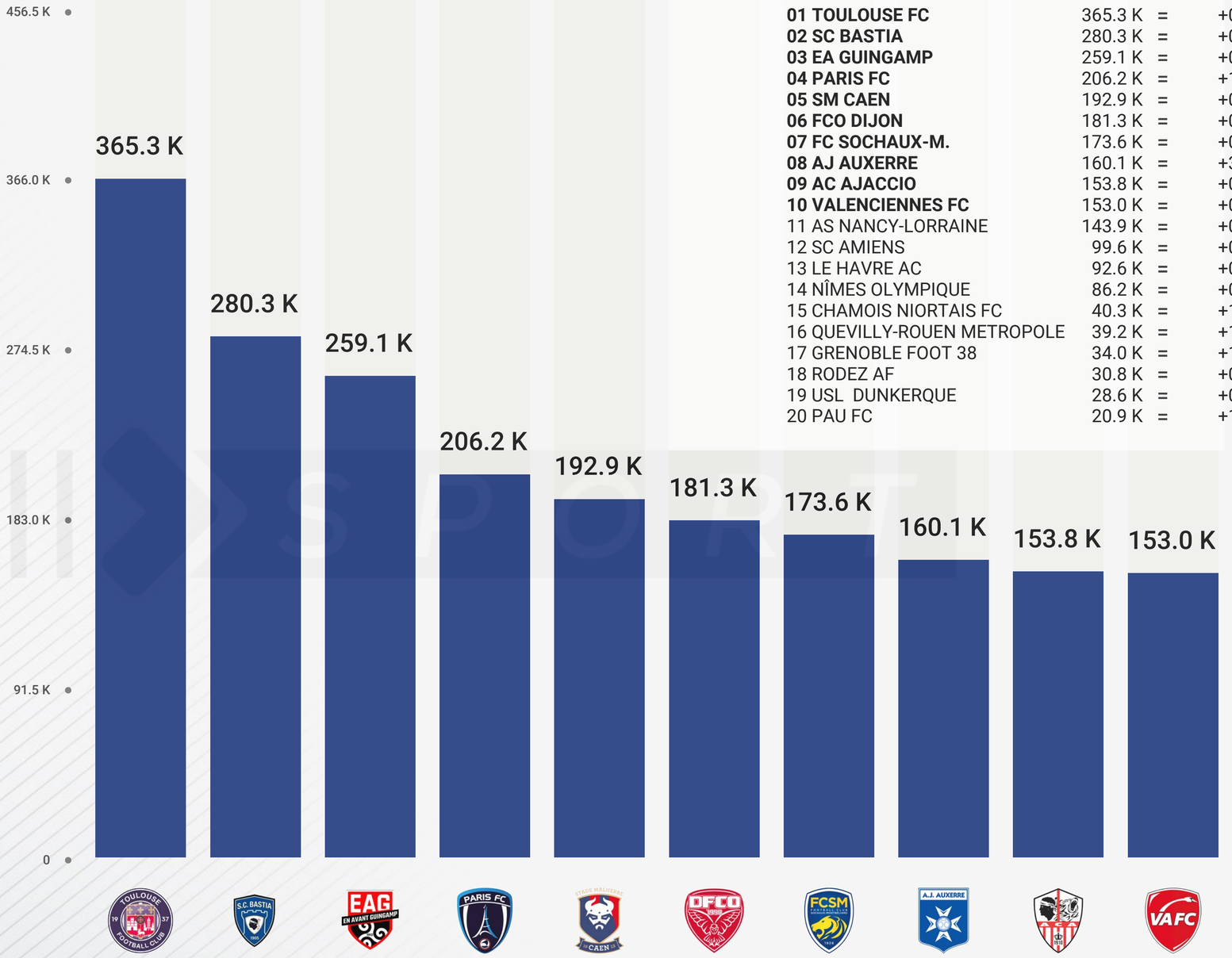
FRANCE Facebook

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	365.3 K	=	+0.36
02 SC BASTIA	280.3 K	=	+0.11
03 EA GUINGAMP	259.1 K	=	+0.67
04 PARIS FC	206.2 K	=	+1.26
05 SM CAEN	192.9 K	=	+0.16
06 FCO DIJON	181.3 K	=	+0.04
07 FC SOCHAUX-M.	173.6 K	=	+0.83
08 AJ AUXERRE	160.1 K	=	+3.29
09 AC AJACCIO	153.8 K	=	+0.44
10 VALENCIENNES FC	153.0 K	=	+0.05
11 AS NANCY-LORRAINE	143.9 K	=	+0.02
12 SC AMIENS	99.6 K	=	+0.20
13 LE HAVRE AC	92.6 K	=	+0.30
14 NÎMES OLYMPIQUE	86.2 K	=	+0.22
15 CHAMOIS NIORTAIS FC	40.3 K	=	+1.16
16 QUEVILLY-ROUEN METROPOLE	39.2 K	=	+1.57
17 GRENOBLE FOOT 38	34.0 K	=	+1.21
18 RODEZ AF	30.8 K	=	+0.89
19 USL DUNKERQUE	28.6 K	=	+0.66
20 PAU FC	20.9 K	=	+1.49

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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	493.1 K	=	+0.88
02 SC BASTIA	305.3 K	=	+0.26
03 EA GUINGAMP	284.2 K	=	+0.14
04 SM CAEN	247.6 K	=	+1.64
05 FC SOCHAUX-M.	195.9 K	=	+1.50
06 VALENCIENNES FC	137.8 K	=	+0.44
07 FCO DIJON	127.6 K	=	+0.63
08 AC AJACCIO	116.4 K	=	+0.95
09 AS NANCY-LORRAINE	97.9 K	=	+1.03
10 AJ AUXERRE	97.6 K	▲ +1	+5.51
11 NÎMES OLYMPIQUE	94.0 K	▼ -1	+0.53
12 LE HAVRE AC	79.1 K	=	+1.15
13 SC AMIENS	71.2 K	=	+0.71
14 CHAMOIS NIORTAIS FC	49.9 K	=	+1.01
15 PARIS FC	48.7 K	=	+3.18
16 GRENOBLE FOOT 38	23.1 K	=	+2.21
17 QUEVILLY-ROUEN METROPOLE	13.1 K	=	+3.97
18 USL DUNKERQUE	12.6 K	=	+1.61
19 PAU FC	10.5 K	=	+5.00
20 RODEZ AF	10.0 K	=	+2.26

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

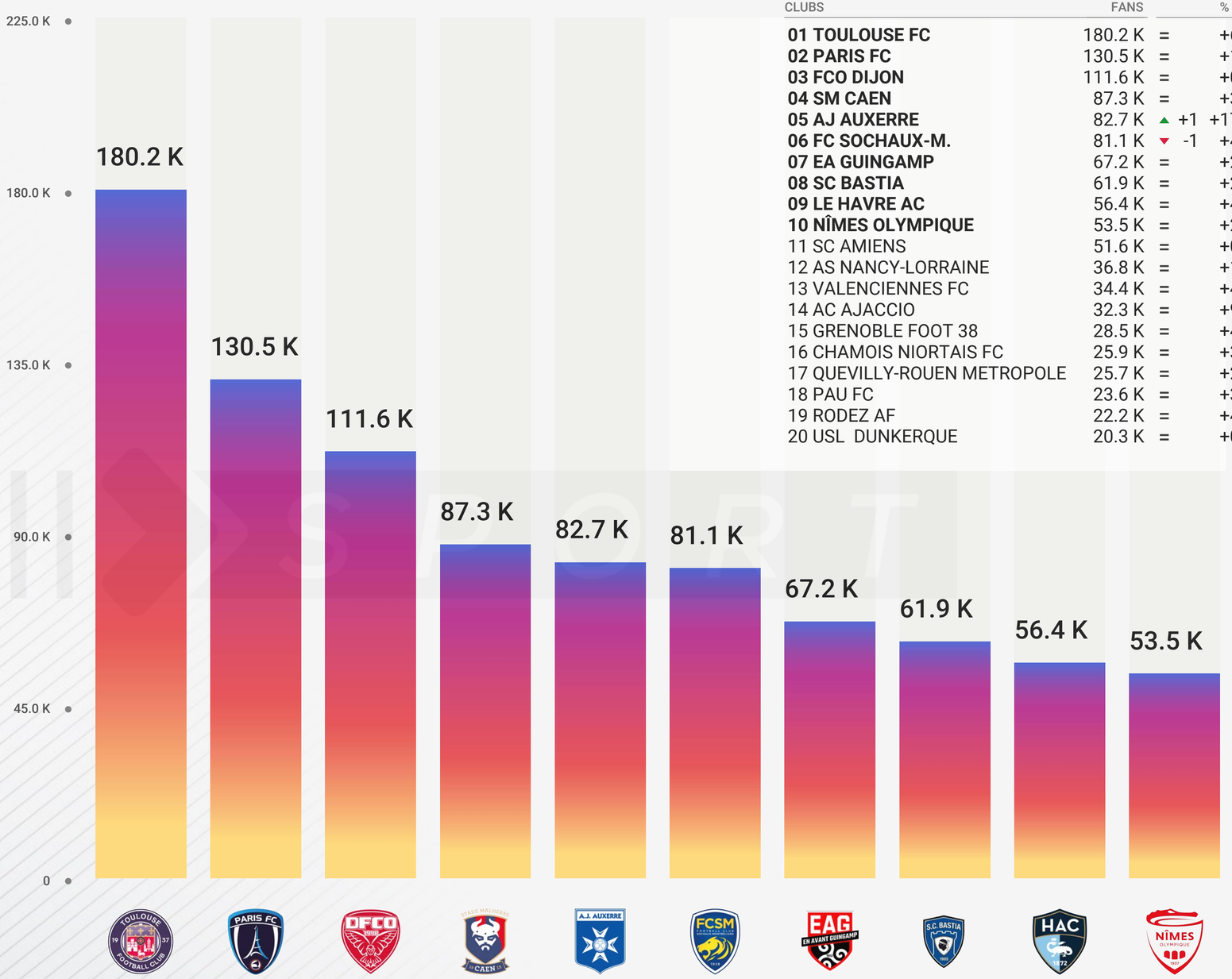
FRANCE Instagram

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	180.2 K	=	+6.28
02 PARIS FC	130.5 K	=	+1.72
03 FCO DIJON	111.6 K	=	+0.42
04 SM CAEN	87.3 K	=	+3.31
05 AJ AUXERRE	82.7 K	▲ +1	+17.25
06 FC SOCHAUX-M.	81.1 K	▼ -1	+4.03
07 EA GUINGAMP	67.2 K	=	+2.85
08 SC BASTIA	61.9 K	=	+2.66
09 LE HAVRE AC	56.4 K	=	+4.26
10 NÎMES OLYMPIQUE	53.5 K	=	+2.29
11 SC AMIENS	51.6 K	=	+0.66
12 AS NANCY-LORRAINE	36.8 K	=	+1.10
13 VALENCIENNES FC	34.4 K	=	+4.68
14 AC AJACCIO	32.3 K	=	+9.82
15 GRENOBLE FOOT 38	28.5 K	=	+4.88
16 CHAMOIS NIORTAIS FC	25.9 K	=	+3.69
17 QUEVILLY-ROUEN METROPOLE	25.7 K	=	+2.96
18 PAU FC	23.6 K	=	+3.88
19 RODEZ AF	22.2 K	=	+4.09
20 USL DUNKERQUE	20.3 K	=	+0.82

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

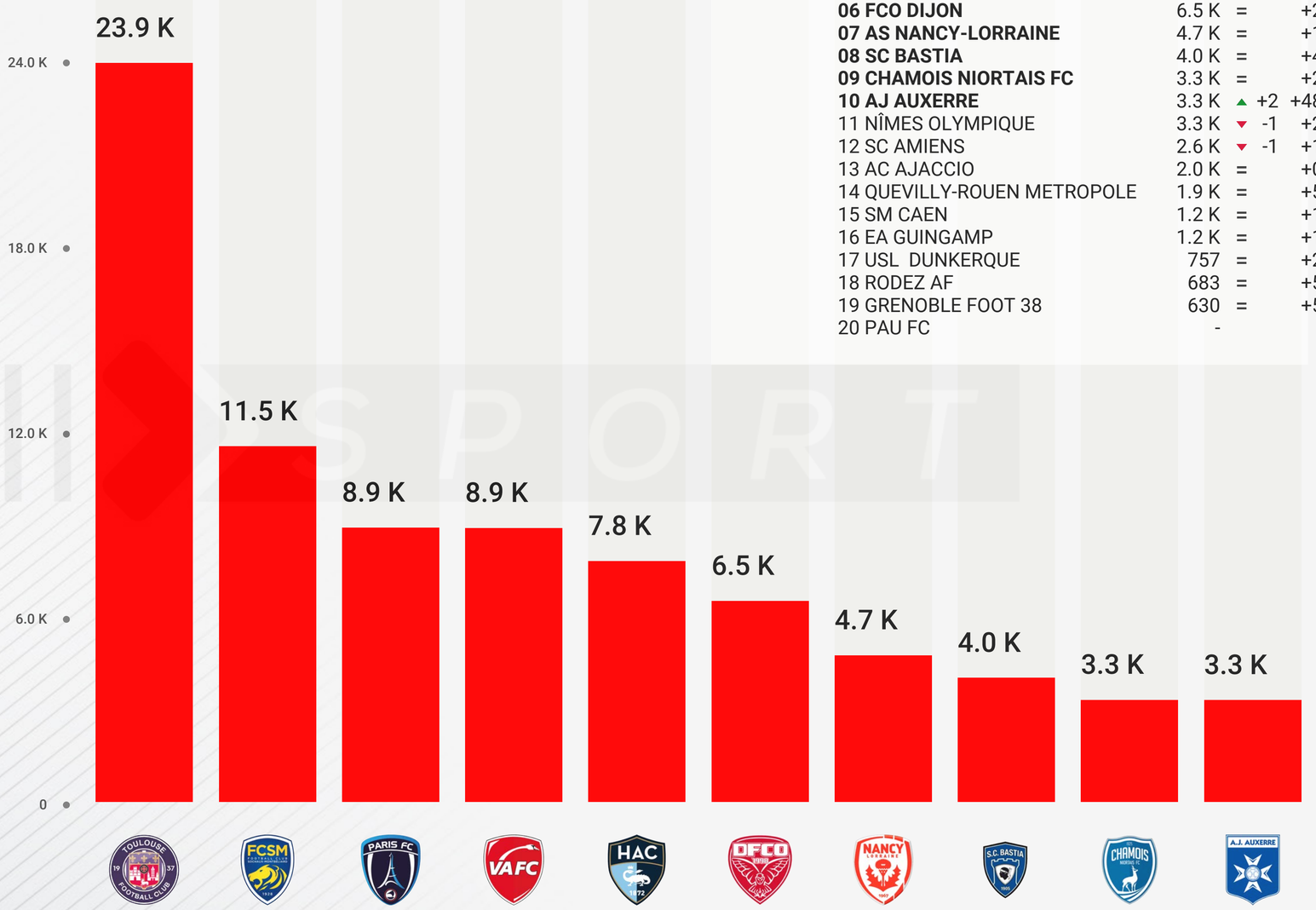
FRANCE YouTube

TOTAL FANBASE

97 K

LIGUE 2 BKT

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



CLUBS	FANS		% VAR*
01 TOULOUSE FC	23.9 K	=	+3.91
02 FC SOCHAUX-M.	11.5 K	=	+3.60
03 PARIS FC	8.9 K	▲ +1	+1.72
04 VALENCIENNES FC	8.9 K	▼ -1	+1.37
05 LE HAVRE AC	7.8 K	=	+4.42
06 FCO DIJON	6.5 K	=	+2.20
07 AS NANCY-LORRAINE	4.7 K	=	+1.94
08 SC BASTIA	4.0 K	=	+4.70
09 CHAMOIS NIORTAIS FC	3.3 K	=	+2.48
10 AJ AUXERRE	3.3 K	▲ +2	+48.20
11 NÎMES OLYMPIQUE	3.3 K	▼ -1	+2.18
12 SC AMIENS	2.6 K	▼ -1	+1.57
13 AC AJACCIO	2.0 K	=	+0.49
14 QUEVILLY-ROUEN METROPOLE	1.9 K	=	+5.71
15 SM CAEN	1.2 K	=	+1.65
16 EA GUINGAMP	1.2 K	=	+1.68
17 USL DUNKERQUE	757	=	+2.71
18 RODEZ AF	683	=	+5.73
19 GRENOBLE FOOT 38	630	=	+5.88
20 PAU FC	-		-

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

FRANCE Social

TOTAL FANBASE

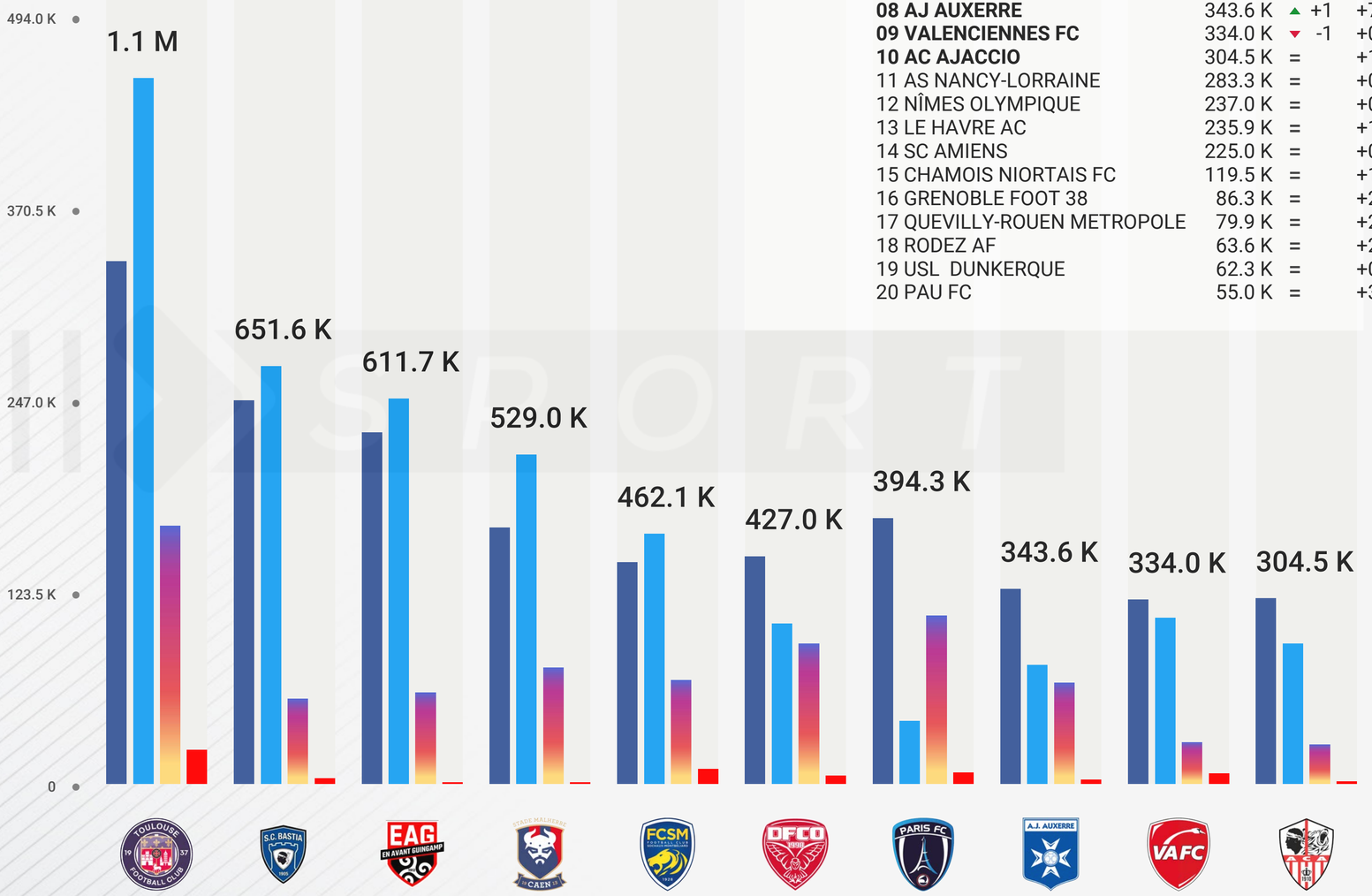
6.6 M

LIGUE 2 BKT

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

*[from April 11, 2022 to May 30, 2022]

CLUBS	FANS		% VAR*
01 TOULOUSE FC	1.1 M	=	+1.64
02 SC BASTIA	651.6 K	=	+0.44
03 EA GUINGAMP	611.7 K	=	+0.66
04 SM CAEN	529.0 K	=	+1.37
05 FC SOCHAUX-M.	462.1 K	=	+1.73
06 FCO DIJON	427.0 K	=	+0.35
07 PARIS FC	394.3 K	=	+1.65
08 AJ AUXERRE	343.6 K	▲ +1	+7.32
09 VALENCIENNES FC	334.0 K	▼ -1	+0.70
10 AC AJACCIO	304.5 K	=	+1.56
11 AS NANCY-LORRAINE	283.3 K	=	+0.54
12 NÎMES OLYMPIQUE	237.0 K	=	+0.84
13 LE HAVRE AC	235.9 K	=	+1.64
14 SC AMIENS	225.0 K	=	+0.48
15 CHAMOIS NIORTAIS FC	119.5 K	=	+1.67
16 GRENOBLE FOOT 38	86.3 K	=	+2.70
17 QUEVILLY-ROUEN METROPOLE	79.9 K	=	+2.50
18 RODEZ AF	63.6 K	=	+2.25
19 USL DUNKERQUE	62.3 K	=	+0.93
20 PAU FC	55.0 K	=	+3.17



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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

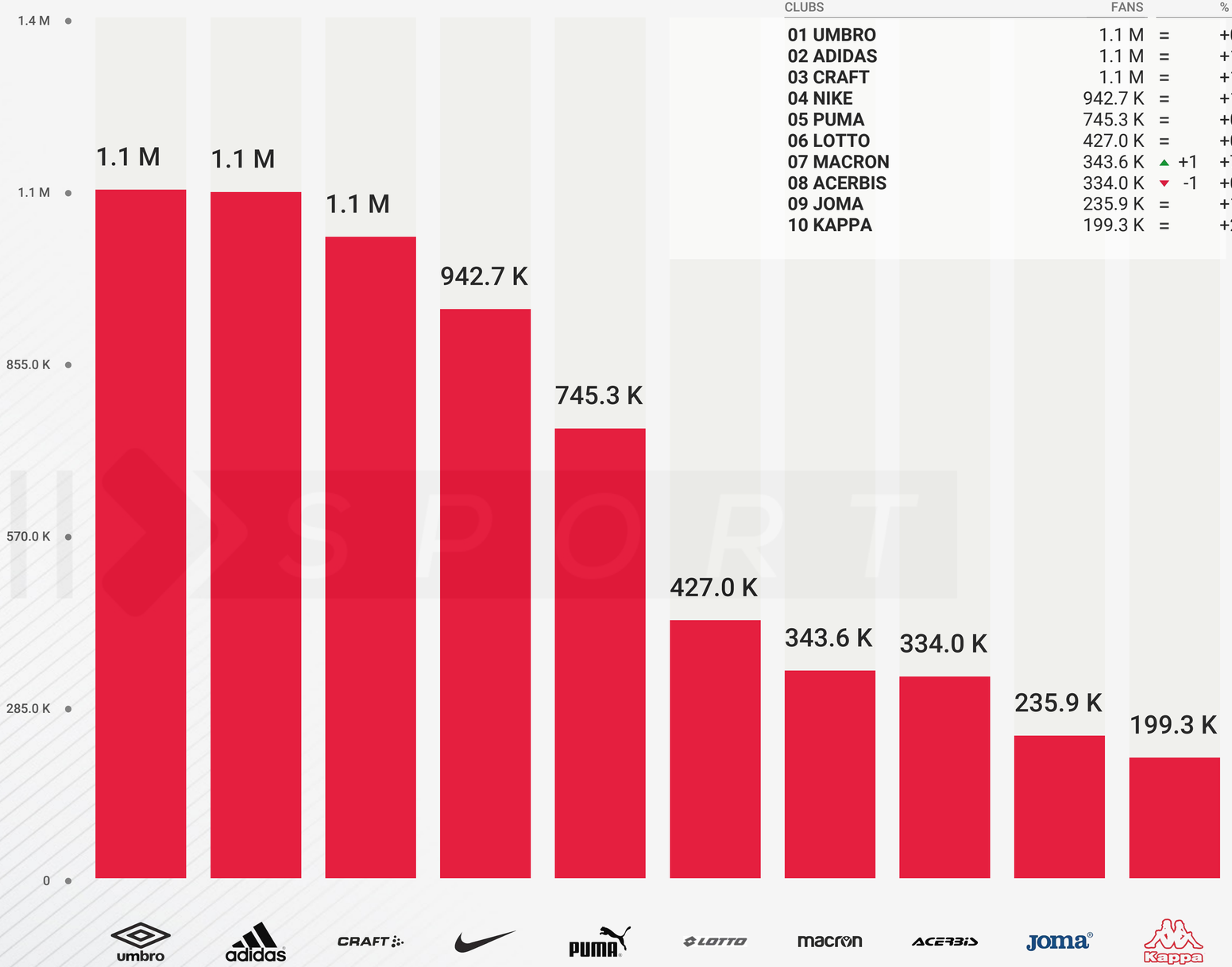
FRANCE Brands

TOTAL FANBASE

6.6 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	=	+0.98
02 ADIDAS	1.1 M	=	+1.00
03 CRAFT	1.1 M	=	+1.64
04 NIKE	942.7 K	=	+1.79
05 PUMA	745.3 K	=	+0.62
06 LOTTO	427.0 K	=	+0.35
07 MACRON	343.6 K	▲ +1	+7.32
08 ACERBIS	334.0 K	▼ -1	+0.70
09 JOMA	235.9 K	=	+1.64
10 KAPPA	199.3 K	=	+2.00

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

FRANCE Brands

CLUBS
20

SPORT BRANDS
10

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



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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	**+7.32**
02 PAU FC	**+3.17**
03 GRENOBLE FOOT 38	**+2.70**
04 QUEVILLY-ROUEN METROPOLE	**+2.50**
05 RODEZ AF	**+2.25**
06 FC SOCHAUX-M.	**+1.73**
07 CHAMOIS NIORTAIS FC	**+1.67**
08 PARIS FC	**+1.65**
09 TOULOUSE FC	**+1.64**
10 LE HAVRE AC	**+1.64**
11 AC AJACCIO	+1.56
12 SM CAEN	+1.37
13 USL DUNKERQUE	+0.93
14 NÎMES OLYMPIQUE	+0.84
15 VALENCIENNES FC	+0.70
16 EA GUINGAMP	+0.66
17 AS NANCY-LORRAINE	+0.54
18 SC AMIENS	+0.48
19 SC BASTIA	+0.44
20 FCO DIJON	+0.35

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

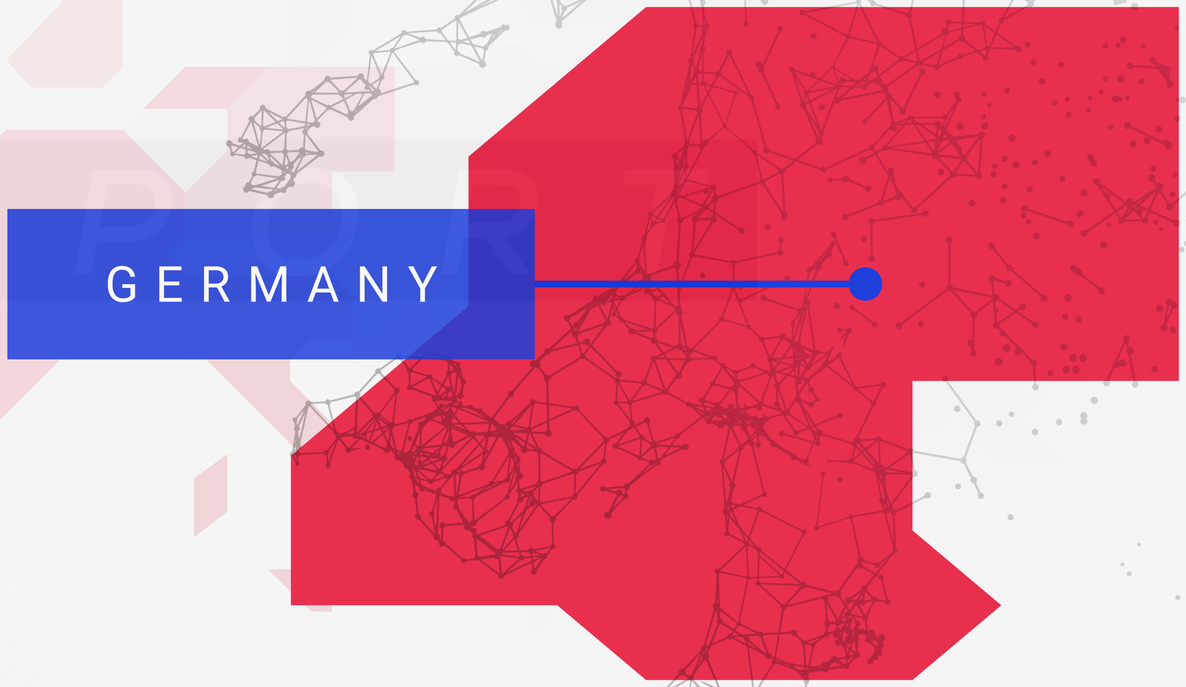
Football Competitions included in this overview

FIRST DIVISION — 18 CLUBS

BUNDESLIGA

SECOND DIVISION — 18 CLUBS

BUNDESLIGA



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

GERMANY Snapshot / First Division



18

CLUBS

Total 1.Bundesliga football clubs analysed.

8

BRANDS

Total 1.Bundesliga Sport Brands on jerseys analysed.

156.6 M

+ 1.57%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

GERMANY Facebook

TOTAL FANBASE

80.4 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	54.3 M	=	+0.84
02 BORUSSIA DORTMUND	15.1 M	=	+0.05
03 BAYER 04 LEVERKUSEN	2.9 M	=	+0.36
04 VFL WOLFSBURG	1.6 M	=	+3.92
05 BORUSSIA M.	1.3 M	=	+0.10
06 EINTRACHT FRANKFURT	1.1 M	=	+9.78
07 1.FC KÖLN	783.7 K	=	+0.41
08 RASENBALLSPORT L.	724.1 K	=	+4.89
09 VFB STUTTGART	542.7 K	=	+0.28
10 1.FSV MAINZ 05	421.6 K	=	-0.01
11 HERTHA BSC	381.5 K	=	+0.20
12 TSG 1899 HOFFENHEIM	317.5 K	=	+0.24
13 SC FREIBURG	267.5 K	=	+1.62
14 FC AUGSBURG	259.6 K	=	+0.73
15 1.FC UNION BERLIN	172.9 K	=	+1.21
16 VFL BOCHUM	138.6 K	=	+0.65
17 ARMINIA BIELEFELD	108.6 K	=	+0.30
18 SPVGG GREUTHER FÜRTH	66.9 K	=	+0.30

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

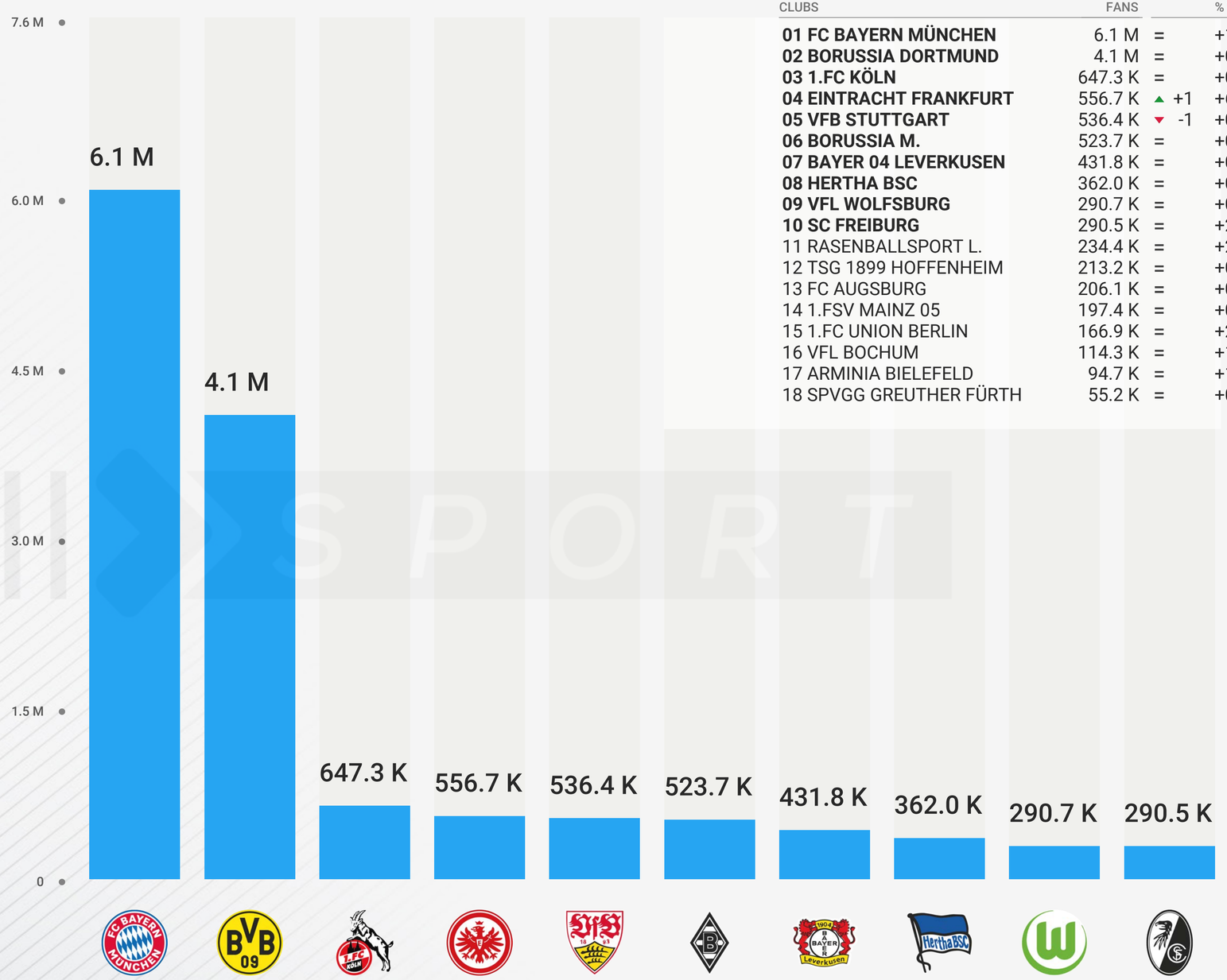
GERMANY Twitter

TOTAL FANBASE

15.1 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	6.1 M	=	+1.71
02 BORUSSIA DORTMUND	4.1 M	=	+0.96
03 1.FC KÖLN	647.3 K	=	+0.43
04 EINTRACHT FRANKFURT	556.7 K	▲ +1	+6.24
05 VFB STUTTGART	536.4 K	▼ -1	+0.75
06 BORUSSIA M.	523.7 K	=	+0.60
07 BAYER 04 LEVERKUSEN	431.8 K	=	+0.49
08 HERTHA BSC	362.0 K	=	+0.58
09 VFL WOLFSBURG	290.7 K	=	+0.48
10 SC FREIBURG	290.5 K	=	+2.36
11 RASENBALLSPORT L.	234.4 K	=	+2.94
12 TSG 1899 HOFFENHEIM	213.2 K	=	+0.38
13 FC AUGSBURG	206.1 K	=	+0.54
14 1.FSV MAINZ 05	197.4 K	=	+0.92
15 1.FC UNION BERLIN	166.9 K	=	+2.02
16 VFL BOCHUM	114.3 K	=	+1.60
17 ARMINIA BIELEFELD	94.7 K	=	+1.18
18 SPVGG GREUTHER FÜRTH	55.2 K	=	+0.73

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

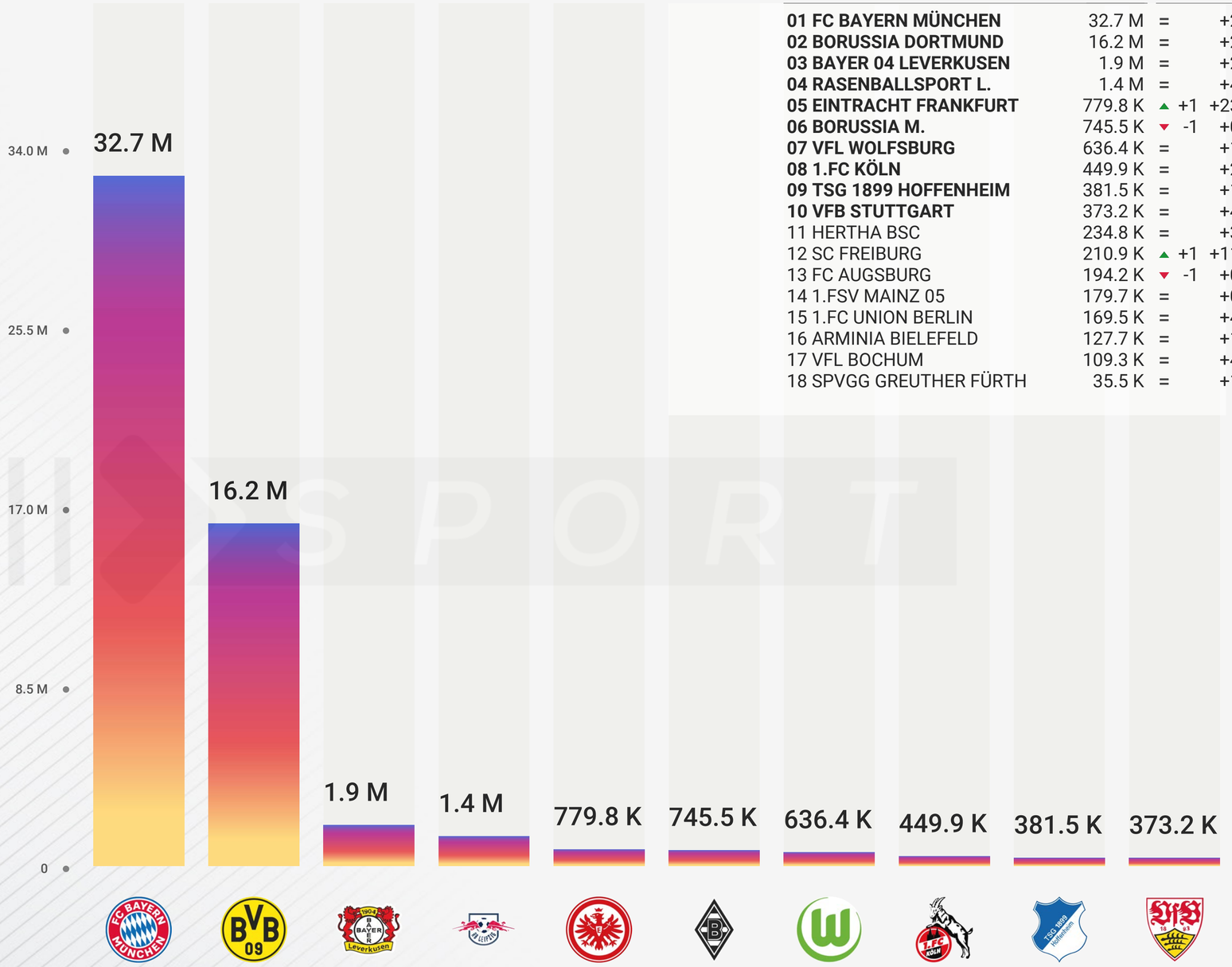
GERMANY Instagram

TOTAL FANBASE

56.9 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	32.7 M	=	+2.35
02 BORUSSIA DORTMUND	16.2 M	=	+2.19
03 BAYER 04 LEVERKUSEN	1.9 M	=	+2.70
04 RASENBALLSPORT L.	1.4 M	=	+4.77
05 EINTRACHT FRANKFURT	779.8 K	▲ +1	+23.85
06 BORUSSIA M.	745.5 K	▼ -1	+0.73
07 VFL WOLFSBURG	636.4 K	=	+1.23
08 1.FC KÖLN	449.9 K	=	+2.98
09 TSG 1899 HOFFENHEIM	381.5 K	=	+1.66
10 VFB STUTTGART	373.2 K	=	+4.02
11 HERTHA BSC	234.8 K	=	+3.07
12 SC FREIBURG	210.9 K	▲ +1	+11.37
13 FC AUGSBURG	194.2 K	▼ -1	+0.12
14 1.FSV MAINZ 05	179.7 K	=	+0.63
15 1.FC UNION BERLIN	169.5 K	=	+4.62
16 ARMINIA BIELEFELD	127.7 K	=	+1.72
17 VFL BOCHUM	109.3 K	=	+4.29
18 SPVGG GREUTHER FÜRTH	35.5 K	=	+1.79

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

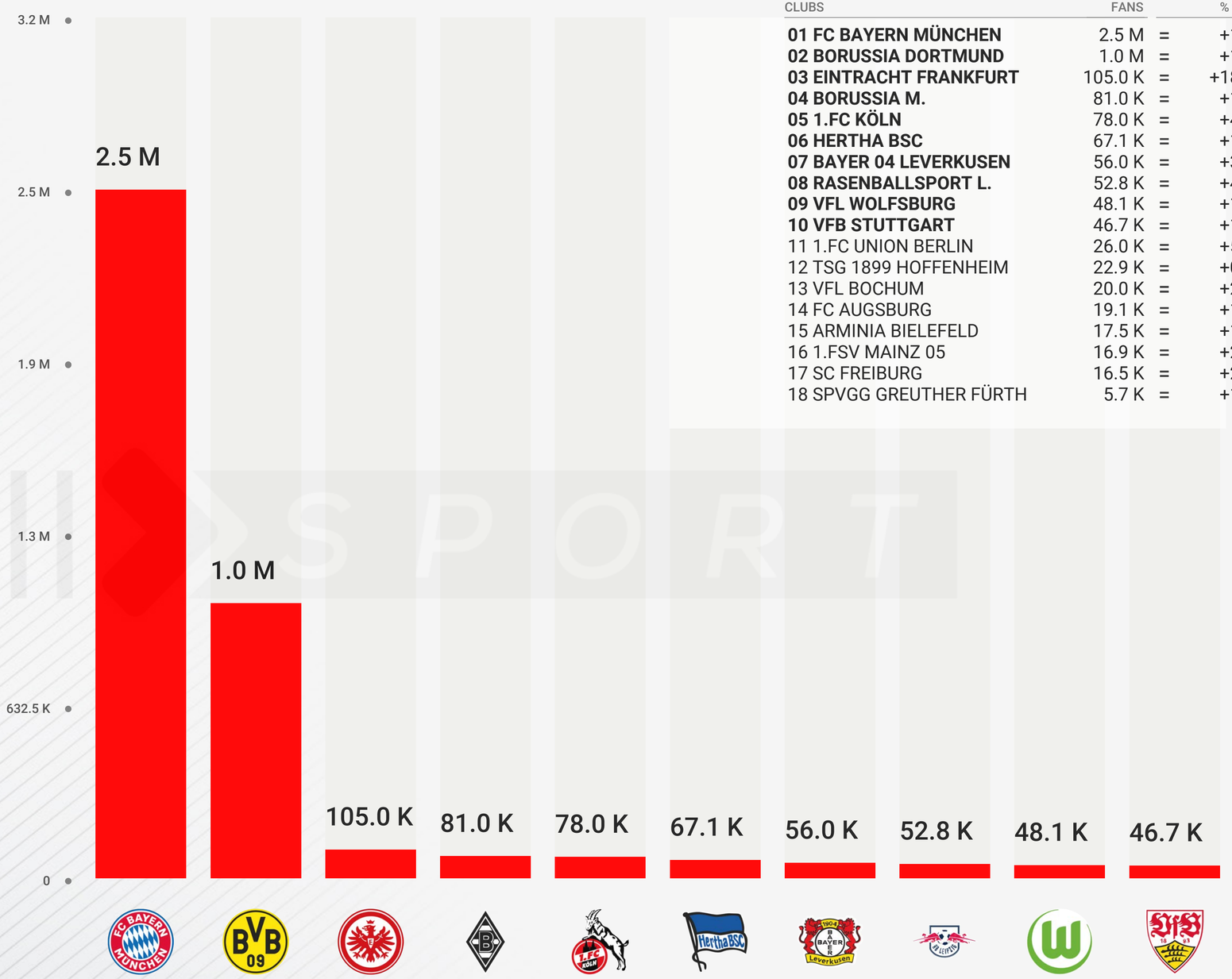
GERMANY YouTube

TOTAL FANBASE

4.2 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	2.5 M	=	+1.61
02 BORUSSIA DORTMUND	1.0 M	=	+1.00
03 EINTRACHT FRANKFURT	105.0 K	=	+18.38
04 BORUSSIA M.	81.0 K	=	+1.12
05 1.FC KÖLN	78.0 K	=	+4.28
06 HERTHA BSC	67.1 K	=	+1.82
07 BAYER 04 LEVERKUSEN	56.0 K	=	+3.13
08 RASENBALLSPORT L.	52.8 K	=	+4.97
09 VFL WOLFSBURG	48.1 K	=	+1.48
10 VFB STUTTGART	46.7 K	=	+1.08
11 1.FC UNION BERLIN	26.0 K	=	+5.26
12 TSG 1899 HOFFENHEIM	22.9 K	=	+0.44
13 VFL BOCHUM	20.0 K	=	+2.04
14 FC AUGSBURG	19.1 K	=	+1.06
15 ARMINIA BIELEFELD	17.5 K	=	+1.16
16 1.FSV MAINZ 05	16.9 K	=	+2.42
17 SC FREIBURG	16.5 K	=	+2.48
18 SPVGG GREUTHER FÜRTH	5.7 K	=	+1.24

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

GERMANY Social

TOTAL FANBASE

156.6 M

BUNDESLIGA

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 FC BAYERN MÜNCHEN	95.6 M	=	+1.43
02 BORUSSIA DORTMUND	36.4 M	=	+1.12
03 BAYER 04 LEVERKUSEN	5.3 M	=	+1.24
04 BORUSSIA M.	2.6 M	=	+0.41
05 VFL WOLFSBURG	2.6 M	=	+2.81
06 EINTRACHT FRANKFURT	2.5 M	▲ +1	+13.30
07 RASENBALLSPORT L.	2.4 M	▼ -1	+4.63
08 1.FC KÖLN	2.0 M	=	+1.15
09 VFB STUTTGART	1.5 M	=	+1.38
10 HERTHA BSC	1.0 M	=	+1.07
11 TSG 1899 HOFFENHEIM	935.2 K	=	+0.85
12 1.FSV MAINZ 05	815.7 K	=	+0.40
13 SC FREIBURG	785.4 K	=	+4.37
14 FC AUGSBURG	679.0 K	=	+0.50
15 1.FC UNION BERLIN	535.3 K	=	+2.72
16 VFL BOCHUM	382.2 K	=	+2.03
17 ARMINIA BIELEFELD	348.5 K	=	+1.10
18 SPVGG GREUTHER FÜRTH	163.4 K	=	+0.80

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

GERMANY Brands

TOTAL FANBASE

156.6 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	96.1 M	=	+1.43
02 PUMA	39.2 M	=	+1.07
03 NIKE	10.4 M	=	+5.33
04 JAKO	6.8 M	=	+1.28
05 UHLSPORT	2.0 M	=	+1.15
06 JOMA	935.2 K	=	+0.85
07 KAPPA	815.7 K	=	+0.40
08 MACRON	348.5 K	=	+1.10

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 EINTRACHT FRANKFURT	**+13.30**
02 RASENBALLSPORT L.	**+4.63**
03 SC FREIBURG	**+4.37**
04 VFL WOLFSBURG	**+2.81**
05 1.FC UNION BERLIN	**+2.72**
06 VFL BOCHUM	**+2.03**
07 FC BAYERN MÜNCHEN	**+1.43**
08 VFB STUTTGART	**+1.38**
09 BAYER 04 LEVERKUSEN	**+1.24**
10 1.FC KÖLN	**+1.15**
11 BORUSSIA DORTMUND	+1.12
12 ARMINIA BIELEFELD	+1.10
13 HERTHA BSC	+1.07
14 TSG 1899 HOFFENHEIM	+0.85
15 SPVGG GREUTHER FÜRTH	+0.80
16 FC AUGSBURG	+0.50
17 BORUSSIA M.	+0.41
18 1.FSV MAINZ 05	+0.40

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

GERMANY Snapshot / Second Division



18

CLUBS

Total 2.Bundesliga football clubs analysed.

8

BRANDS

Total 2.Bundesliga Sport Brands on jerseys analysed.

15.0 M

+ 0.93%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

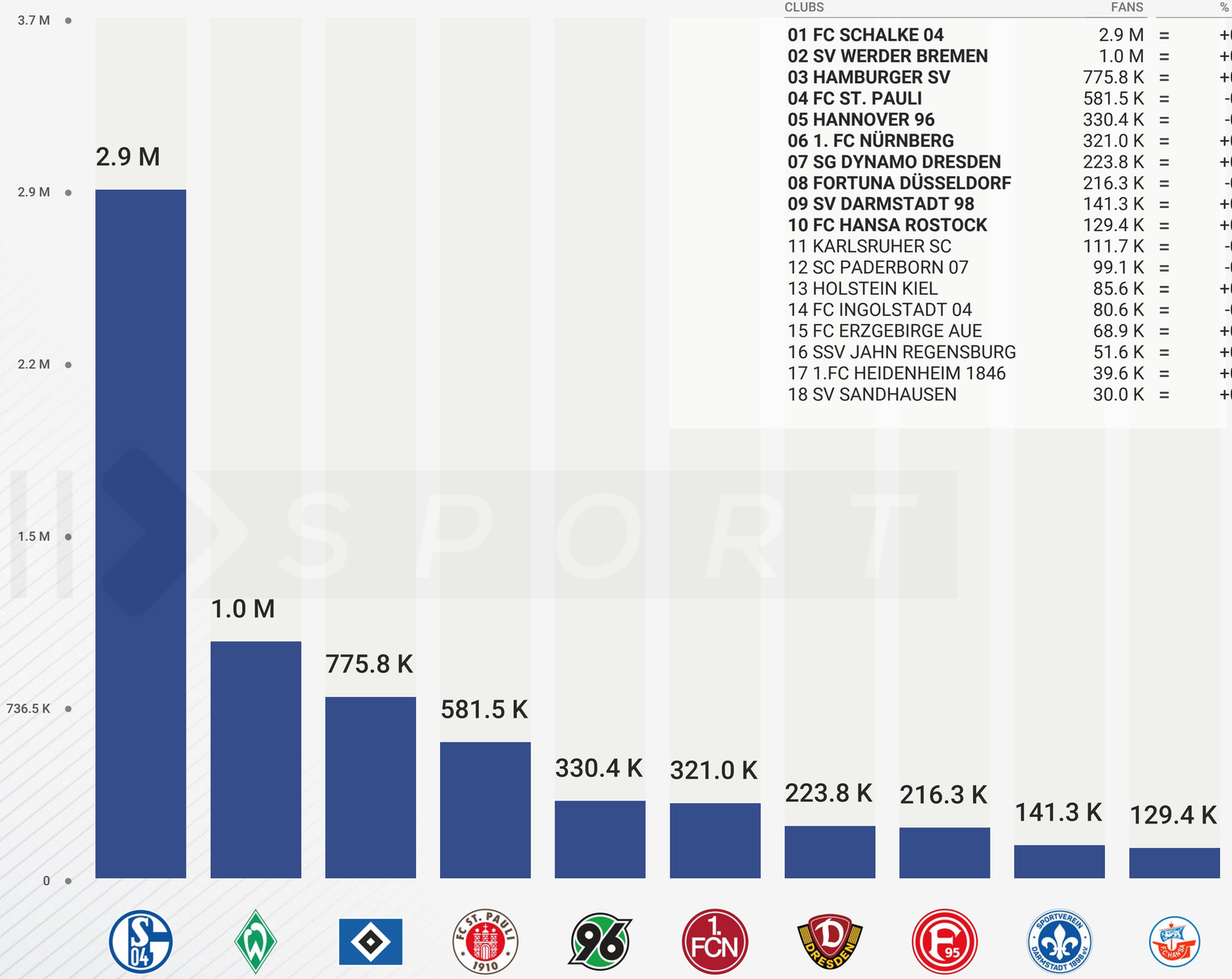
GERMANY Facebook

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	=	+0.24
02 SV WERDER BREMEN	1.0 M	=	+0.07
03 HAMBURGER SV	775.8 K	=	+0.08
04 FC ST. PAULI	581.5 K	=	-0.09
05 HANNOVER 96	330.4 K	=	-0.05
06 1. FC NÜRNBERG	321.0 K	=	+0.11
07 SG DYNAMO DRESDEN	223.8 K	=	+0.11
08 FORTUNA DÜSSELDORF	216.3 K	=	-0.07
09 SV DARMSTADT 98	141.3 K	=	+0.16
10 FC HANSA ROSTOCK	129.4 K	=	+0.22
11 KARLSRUHER SC	111.7 K	=	-0.08
12 SC PADERBORN 07	99.1 K	=	-0.08
13 HOLSTEIN KIEL	85.6 K	=	+0.03
14 FC INGOLSTADT 04	80.6 K	=	-0.10
15 FC ERZGEBIRGE AUE	68.9 K	=	+0.02
16 SSV JAHN REGENSBURG	51.6 K	=	+0.11
17 1.FC HEIDENHEIM 1846	39.6 K	=	+0.14
18 SV SANDHAUSEN	30.0 K	=	+0.74

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

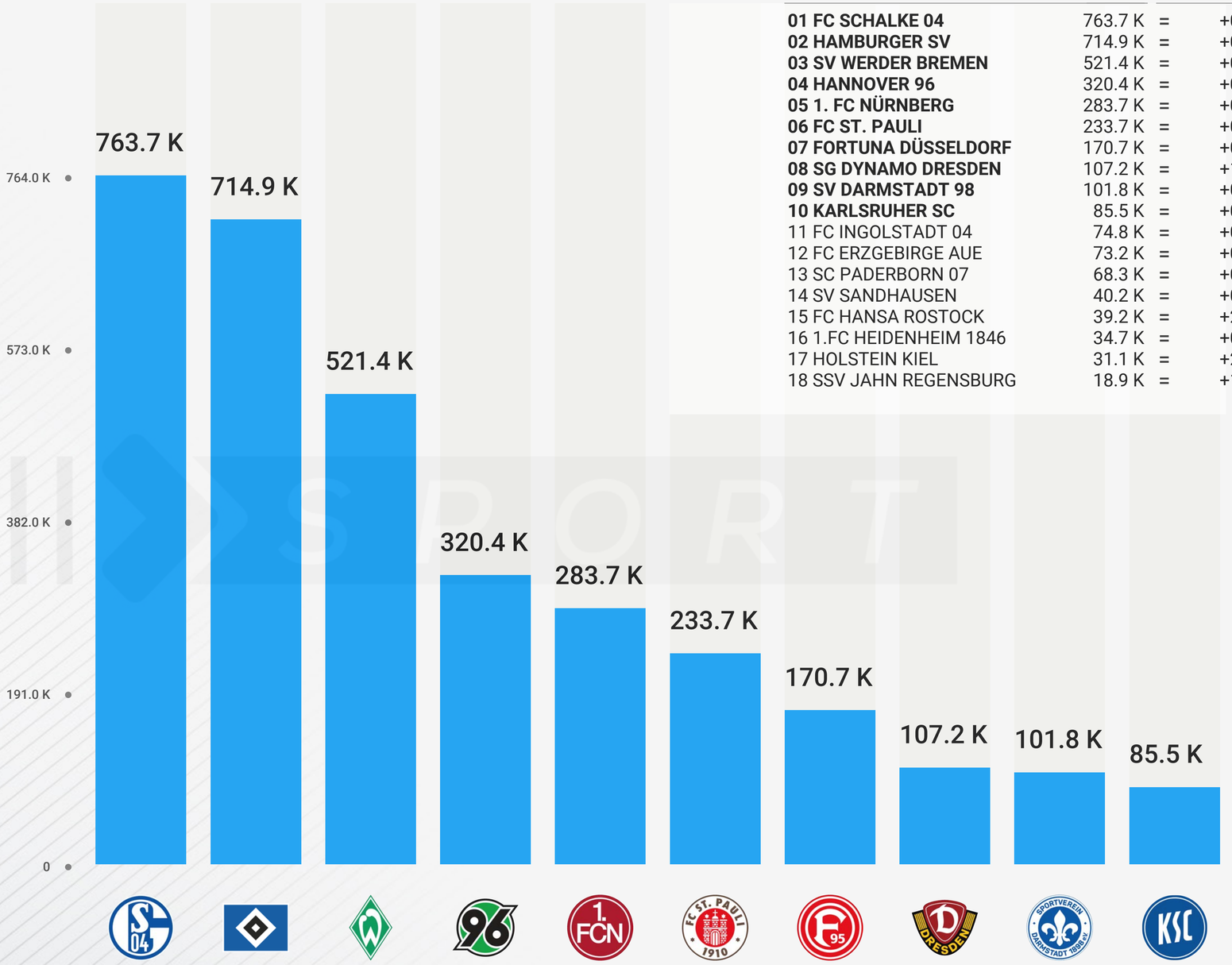
GERMANY Twitter

TOTAL FANBASE

3.7 M

2 BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	763.7 K	=	+0.95
02 HAMBURGER SV	714.9 K	=	+0.68
03 SV WERDER BREMEN	521.4 K	=	+0.95
04 HANNOVER 96	320.4 K	=	+0.28
05 1. FC NÜRNBERG	283.7 K	=	+0.50
06 FC ST. PAULI	233.7 K	=	+0.60
07 FORTUNA DÜSSELDORF	170.7 K	=	+0.71
08 SG DYNAMO DRESDEN	107.2 K	=	+1.23
09 SV DARMSTADT 98	101.8 K	=	+0.99
10 KARLSRUHER SC	85.5 K	=	+0.71
11 FC INGOLSTADT 04	74.8 K	=	+0.13
12 FC ERZGEBIRGE AUE	73.2 K	=	+0.41
13 SC PADERBORN 07	68.3 K	=	+0.44
14 SV SANDHAUSEN	40.2 K	=	+0.75
15 FC HANSA ROSTOCK	39.2 K	=	+2.35
16 1.FC HEIDENHEIM 1846	34.7 K	=	+0.58
17 HOLSTEIN KIEL	31.1 K	=	+2.30
18 SSV JAHN REGENSBURG	18.9 K	=	+1.07

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

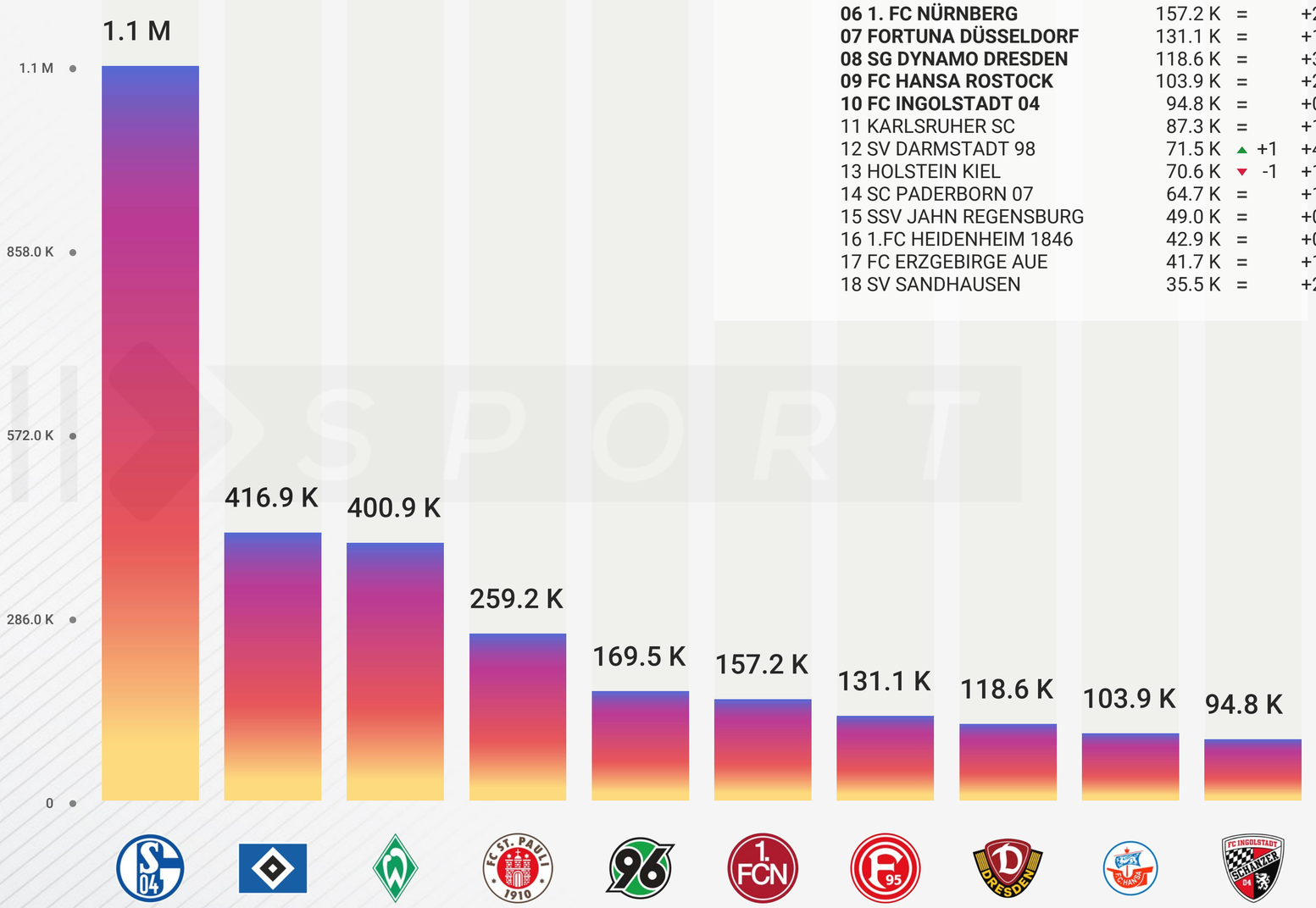
GERMANY Instagram

TOTAL FANBASE

3.5 M

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	1.1 M	=	+2.93
02 HAMBURGER SV	416.9 K	=	+3.87
03 SV WERDER BREMEN	400.9 K	=	+3.27
04 FC ST. PAULI	259.2 K	=	+2.13
05 HANNOVER 96	169.5 K	=	+1.62
06 1. FC NÜRNBERG	157.2 K	=	+2.18
07 FORTUNA DÜSSELDORF	131.1 K	=	+1.60
08 SG DYNAMO DRESDEN	118.6 K	=	+3.04
09 FC HANSA ROSTOCK	103.9 K	=	+2.12
10 FC INGOLSTADT 04	94.8 K	=	+0.07
11 KARLSRUHER SC	87.3 K	=	+1.52
12 SV DARMSTADT 98	71.5 K	▲ +1	+4.49
13 HOLSTEIN KIEL	70.6 K	▼ -1	+1.65
14 SC PADERBORN 07	64.7 K	=	+1.33
15 SSV JAHN REGENSBURG	49.0 K	=	+0.74
16 1.FC HEIDENHEIM 1846	42.9 K	=	+0.68
17 FC ERZGEBIRGE AUE	41.7 K	=	+1.34
18 SV SANDHAUSEN	35.5 K	=	+2.78

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

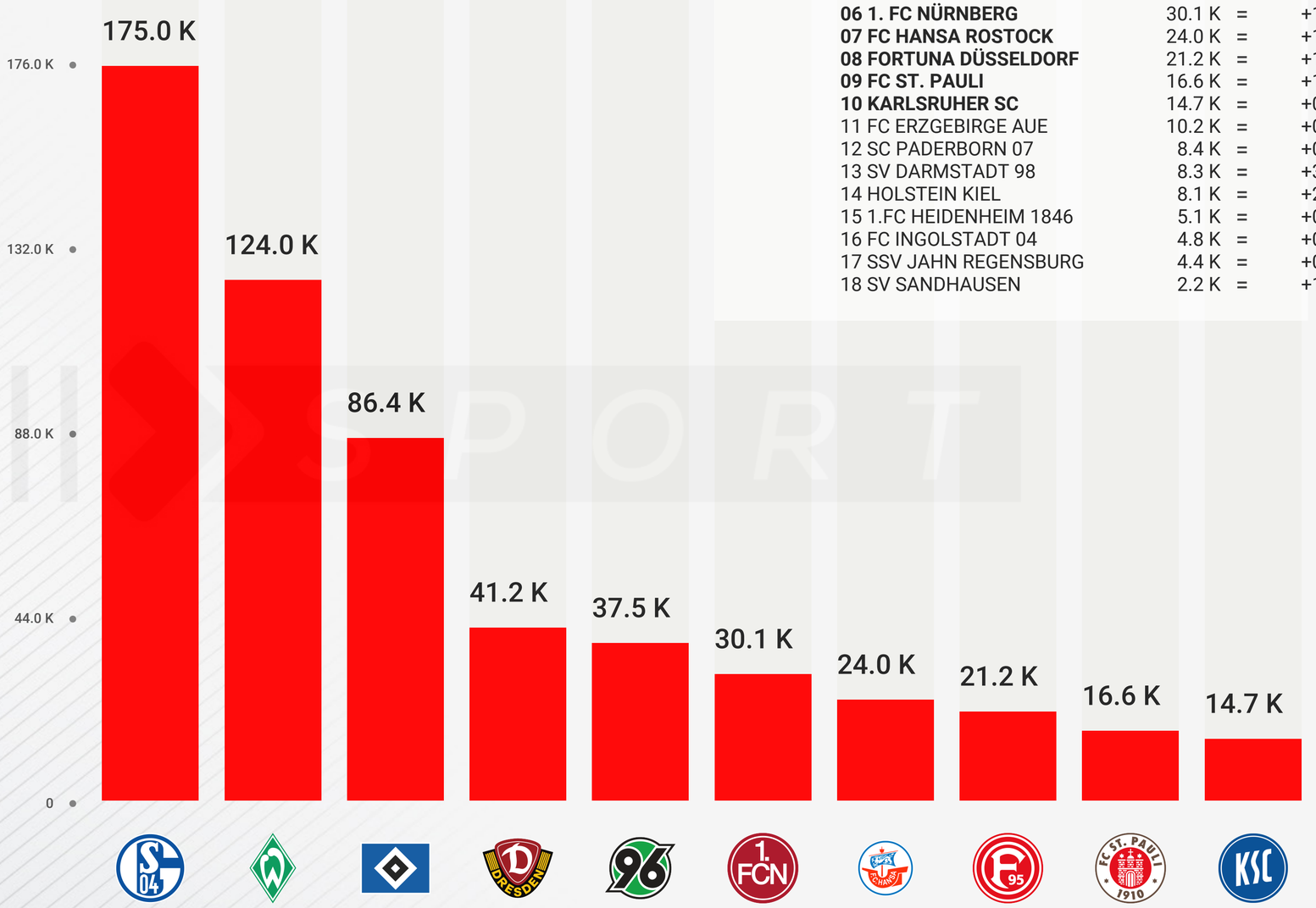
GERMANY YouTube

TOTAL FANBASE

622 K

BUNDESLIGA

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



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	175.0 K	=	+3.55
02 SV WERDER BREMEN	124.0 K	=	+1.64
03 HAMBURGER SV	86.4 K	=	+2.13
04 SG DYNAMO DRESDEN	41.2 K	=	+1.48
05 HANNOVER 96	37.5 K	=	+0.81
06 1. FC NÜRNBERG	30.1 K	=	+1.35
07 FC HANSA ROSTOCK	24.0 K	=	+1.69
08 FORTUNA DÜSSELDORF	21.2 K	=	+1.92
09 FC ST. PAULI	16.6 K	=	+1.22
10 KARLSRUHER SC	14.7 K	=	+0.68
11 FC ERZGEBIRGE AUE	10.2 K	=	+0.99
12 SC PADERBORN 07	8.4 K	=	+0.60
13 SV DARMSTADT 98	8.3 K	=	+3.48
14 HOLSTEIN KIEL	8.1 K	=	+2.79
15 1.FC HEIDENHEIM 1846	5.1 K	=	+0.00
16 FC INGOLSTADT 04	4.8 K	=	+0.42
17 SSV JAHN REGENSBURG	4.4 K	=	+0.46
18 SV SANDHAUSEN	2.2 K	=	+1.89

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

GERMANY Social

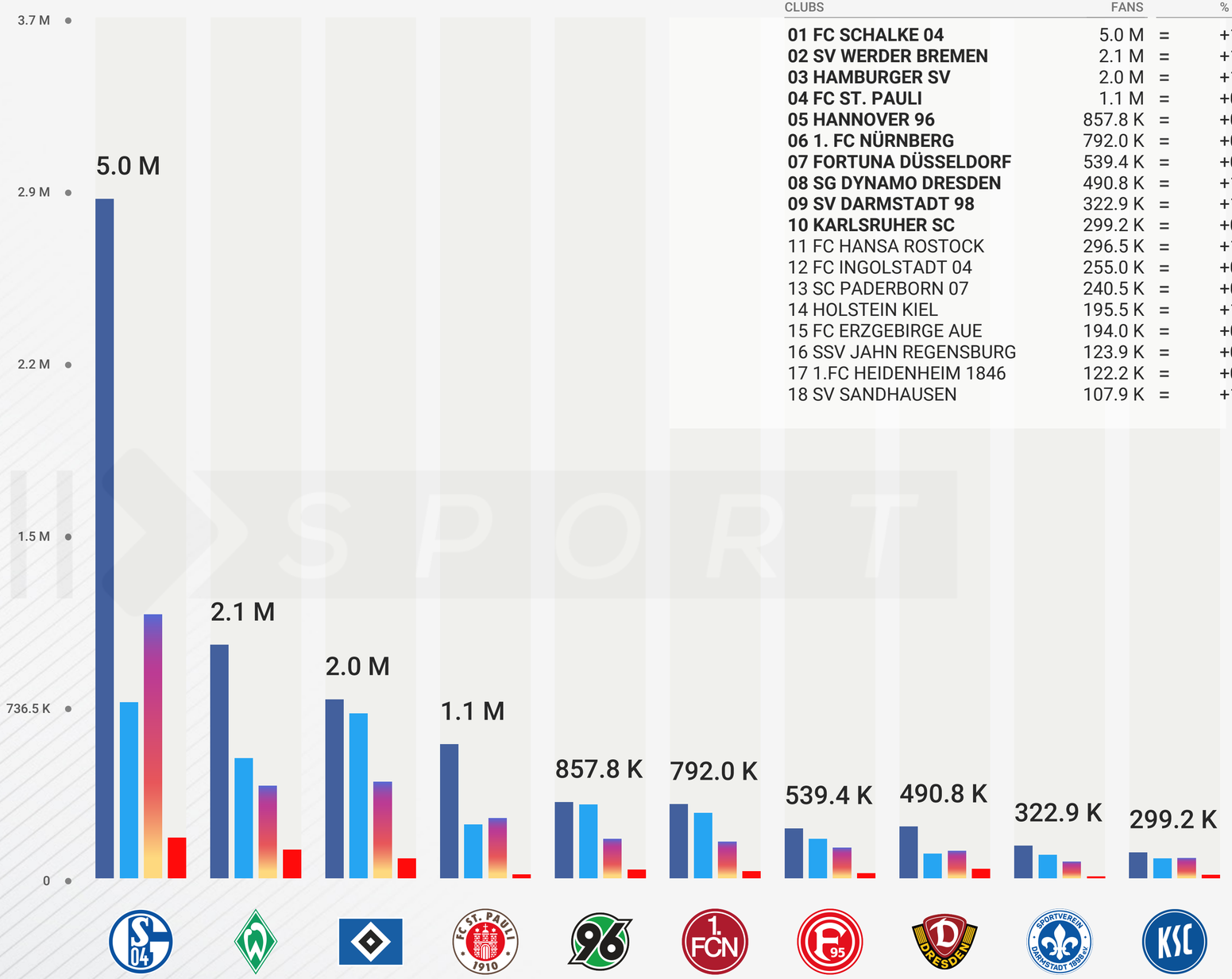
TOTAL FANBASE

15.0 M

BUNDESLIGA

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 FC SCHALKE 04	5.0 M	=	+1.06
02 SV WERDER BREMEN	2.1 M	=	+1.00
03 HAMBURGER SV	2.0 M	=	+1.15
04 FC ST. PAULI	1.1 M	=	+0.60
05 HANNOVER 96	857.8 K	=	+0.44
06 1. FC NÜRNBERG	792.0 K	=	+0.70
07 FORTUNA DÜSSELDORF	539.4 K	=	+0.66
08 SG DYNAMO DRESDEN	490.8 K	=	+1.17
09 SV DARMSTADT 98	322.9 K	=	+1.44
10 KARLSRUHER SC	299.2 K	=	+0.64
11 FC HANSA ROSTOCK	296.5 K	=	+1.28
12 FC INGOLSTADT 04	255.0 K	=	+0.04
13 SC PADERBORN 07	240.5 K	=	+0.47
14 HOLSTEIN KIEL	195.5 K	=	+1.08
15 FC ERZGEBIRGE AUE	194.0 K	=	+0.50
16 SSV JAHN REGENSBURG	123.9 K	=	+0.52
17 1.FC HEIDENHEIM 1846	122.2 K	=	+0.45
18 SV SANDHAUSEN	107.9 K	=	+1.43

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

GERMANY Brands

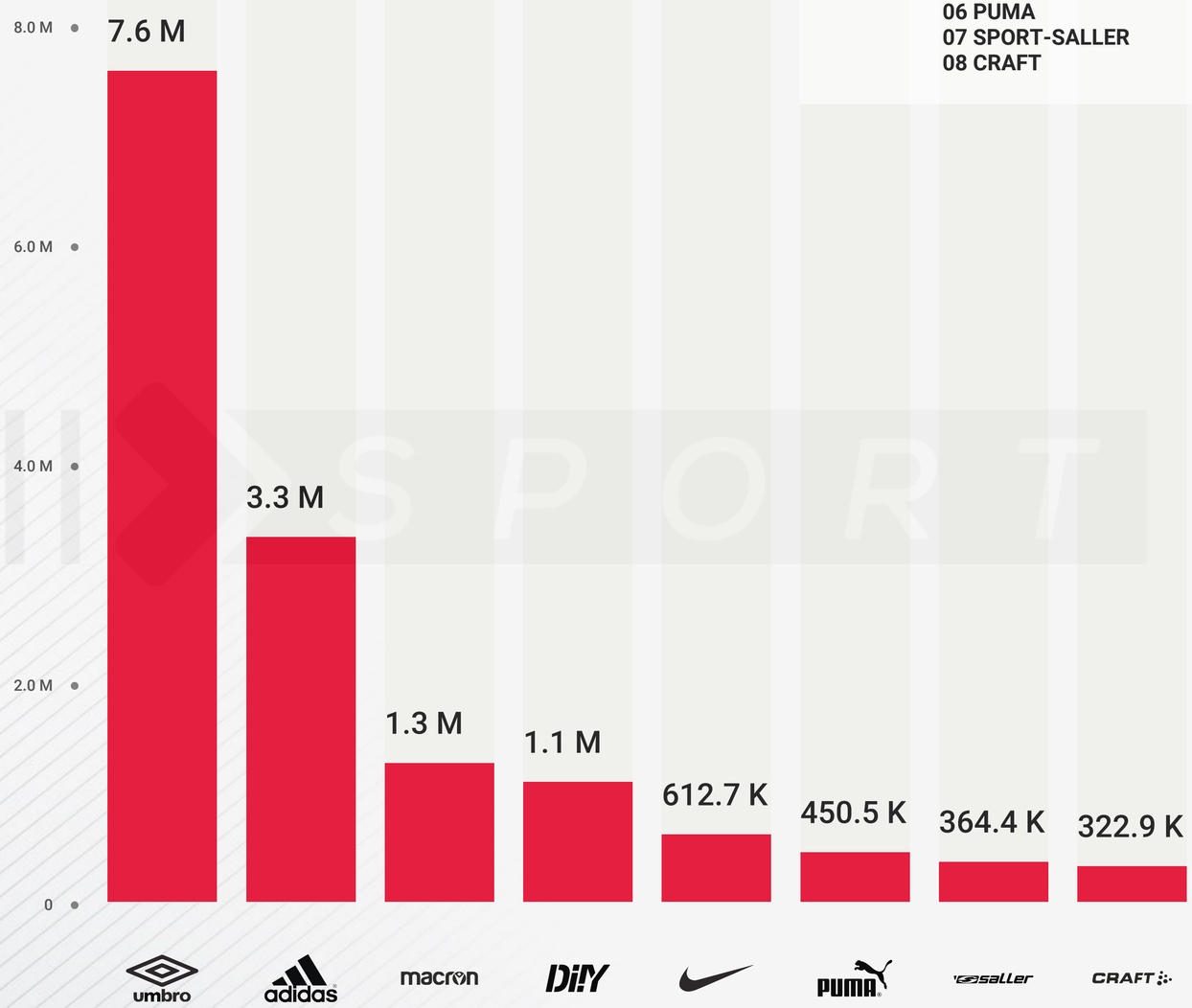
TOTAL FANBASE

15.0 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	7.6 M	=	+1.05
02 ADIDAS	3.3 M	=	+0.96
03 MACRON	1.3 M	=	+0.57
04 DIIY	1.1 M	=	+0.60
05 NIKE	612.7 K	=	+0.86
06 PUMA	450.5 K	=	+0.49
07 SPORT-SALLER	364.4 K	=	+0.48
08 CRAFT	322.9 K	=	+1.44



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

GERMANY Grown Up

BUNDESLIGA 2

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 SV DARMSTADT 98	+1.44
02 SV SANDHAUSEN	+1.43
03 FC HANSA ROSTOCK	+1.28
04 SG DYNAMO DRESDEN	+1.17
05 HAMBURGER SV	+1.15
06 HOLSTEIN KIEL	+1.08
07 FC SCHALKE 04	+1.06
08 SV WERDER BREMEN	+1.00
09 1. FC NÜRNBERG	+0.70
10 FORTUNA DÜSSELDORF	+0.66
11 KARLSRUHER SC	+0.64
12 FC ST. PAULI	+0.60
13 SSV JAHN REGENSBURG	+0.52
14 FC ERZGEBIRGE AUE	+0.50
15 SC PADERBORN 07	+0.47
16 1.FC HEIDENHEIM 1846	+0.45
17 HANNOVER 96	+0.44
18 FC INGOLSTADT 04	+0.04

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

SERIE A

SECOND DIVISION — 20 CLUBS

Lega B



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

ITALY SnapShot / First Division



20

CLUBS

Total Serie A football clubs analysed.

10

BRANDS

Total Serie A Sport Brands on jerseys analysed.

245.5 M

+ 1.41%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ITALY Facebook

TOTAL FANBASE

121.7 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	44.2 M	=	-0.14
02 FC INTERNAZIONALE MILANO	29.8 M	=	+2.45
03 AC MILAN	25.8 M	=	+1.66
04 AS ROMA	9.7 M	=	+0.43
05 SSC NAPOLI	4.7 M	=	+0.08
06 ACF FIORENTINA	2.0 M	=	-0.03
07 BOLOGNA FC 1909	996.2 K	=	+0.07
08 SS LAZIO	968.7 K	=	+0.31
09 TORINO FC	486.2 K	=	+0.03
10 ATALANTA BC	477.2 K	=	+0.56
11 UDINESE CALCIO	441.8 K	=	+0.09
12 CAGLIARI CALCIO	399.6 K	=	+0.14
13 GENOA CFC	399.1 K	=	+0.38
14 UC SAMPDORIA	359.7 K	=	+0.19
15 HELLAS VERONA	300.0 K	=	+0.01
16 US SASSUOLO	256.6 K	=	-0.01
17 EMPOLI FC	127.7 K	=	+0.60
18 US SALERNITANA 1919	94.6 K	=	+4.83
19 VENEZIA FC	80.5 K	=	+0.93
20 SPEZIA CALCIO	72.8 K	=	+0.48

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ITALY Twitter

TOTAL FANBASE

29.5 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	9.8 M	=	+0.68
02 AC MILAN	8.3 M	=	+1.45
03 FC INTERNAZIONALE MILANO	2.6 M	=	+1.47
04 AS ROMA	2.1 M	=	+2.19
05 SSC NAPOLI	1.9 M	=	+1.27
06 ACF FIORENTINA	719.6 K	=	+0.56
07 SS LAZIO	644.2 K	=	+0.70
08 ATALANTA BC	450.0 K	=	+0.47
09 TORINO FC	441.1 K	=	+0.41
10 GENOA CFC	388.4 K	=	+0.70
11 CAGLIARI CALCIO	377.5 K	=	+0.13
12 UC SAMPDORIA	373.3 K	=	+0.13
13 UDINESE CALCIO	314.9 K	=	+0.19
14 US SASSUOLO	298.4 K	=	+0.64
15 HELLAS VERONA	275.7 K	=	+0.36
16 BOLOGNA FC 1909	184.3 K	=	+1.26
17 EMPOLI FC	158.2 K	=	+0.70
18 SPEZIA CALCIO	37.3 K	=	+2.47
19 VENEZIA FC	30.6 K	=	+1.66
20 US SALERNITANA 1919	28.9 K	=	+11.15

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ITALY Instagram

TOTAL FANBASE

87.4 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	53.6 M	=	+1.15
02 AC MILAN	12.5 M	=	+4.89
03 FC INTERNAZIONALE MILANO	8.3 M	=	+3.82
04 AS ROMA	4.5 M	=	+5.29
05 SSC NAPOLI	3.0 M	=	+0.98
06 ACF FIORENTINA	1.0 M	=	+0.65
07 SS LAZIO	966.4 K	=	+0.97
08 ATALANTA BC	609.1 K	=	-0.70
09 TORINO FC	378.0 K	=	+1.07
10 CAGLIARI CALCIO	352.7 K	=	+0.72
11 UC SAMPDORIA	312.6 K	=	+1.51
12 GENOA CFC	291.0 K	=	+1.72
13 US SASSUOLO	252.3 K	=	+3.26
14 UDINESE CALCIO	246.8 K	=	+2.19
15 HELLAS VERONA	218.1 K	=	+0.48
16 BOLOGNA FC 1909	209.1 K	=	+3.53
17 EMPOLI FC	189.8 K	=	+1.29
18 VENEZIA FC	174.7 K	=	-0.05
19 US SALERNITANA 1919	130.2 K	=	+16.74
20 SPEZIA CALCIO	90.8 K	=	+3.48

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

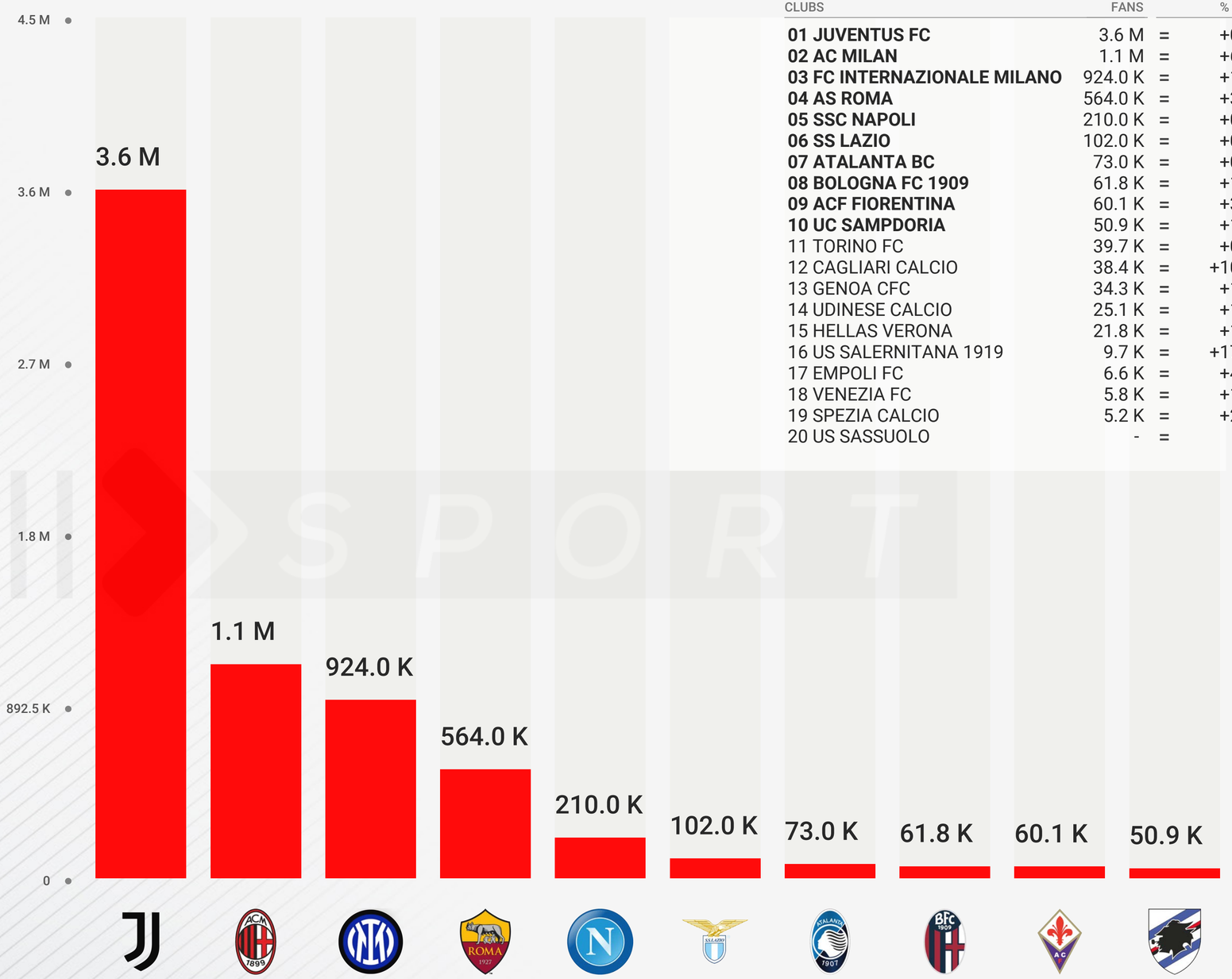
ITALY YouTube

TOTAL FANBASE

6.9 M

SERIE A TIM

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



CLUBS	FANS		% VAR*
01 JUVENTUS FC	3.6 M	=	+0.56
02 AC MILAN	1.1 M	=	+6.73
03 FC INTERNAZIONALE MILANO	924.0 K	=	+1.99
04 AS ROMA	564.0 K	=	+3.49
05 SSC NAPOLI	210.0 K	=	+0.96
06 SS LAZIO	102.0 K	=	+0.99
07 ATALANTA BC	73.0 K	=	+0.69
08 BOLOGNA FC 1909	61.8 K	=	+1.81
09 ACF FIORENTINA	60.1 K	=	+3.44
10 UC SAMPDORIA	50.9 K	=	+1.60
11 TORINO FC	39.7 K	=	+0.76
12 CAGLIARI CALCIO	38.4 K	=	+10.66
13 GENOA CFC	34.3 K	=	+1.78
14 UDINESE CALCIO	25.1 K	=	+1.62
15 HELLAS VERONA	21.8 K	=	+1.40
16 US SALERNITANA 1919	9.7 K	=	+17.25
17 EMPOLI FC	6.6 K	=	+4.75
18 VENEZIA FC	5.8 K	=	+1.41
19 SPEZIA CALCIO	5.2 K	=	+2.15
20 US SASSUOLO	-	=	n/a

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

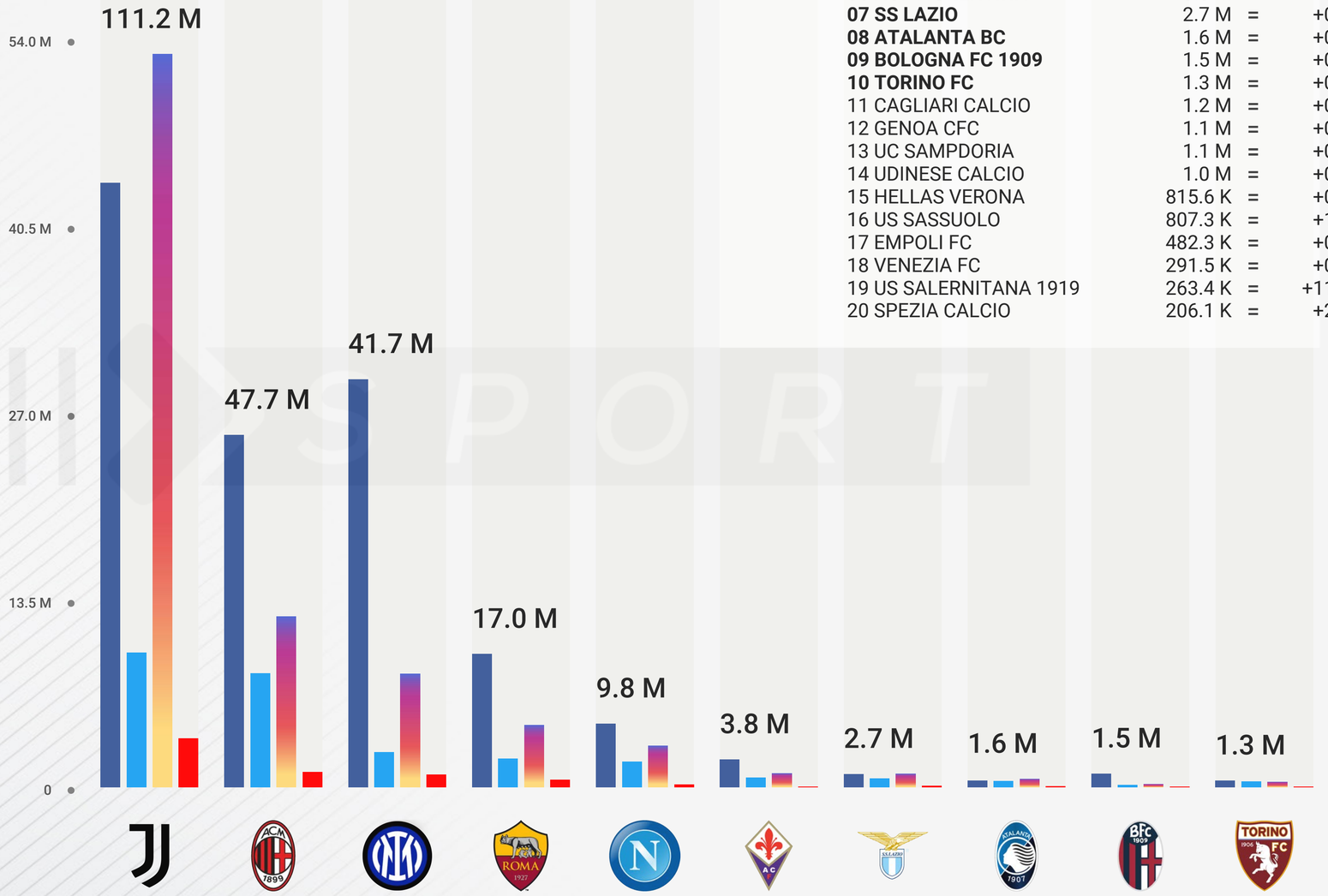
ITALY Social

TOTAL FANBASE

245.5 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	111.2 M	=	+0.57
02 AC MILAN	47.7 M	=	+2.56
03 FC INTERNAZIONALE MILANO	41.7 M	=	+2.65
04 AS ROMA	17.0 M	=	+2.01
05 SSC NAPOLI	9.8 M	=	+0.60
06 ACF FIORENTINA	3.8 M	=	+0.31
07 SS LAZIO	2.7 M	=	+0.67
08 ATALANTA BC	1.6 M	=	+0.06
09 BOLOGNA FC 1909	1.5 M	=	+0.78
10 TORINO FC	1.3 M	=	+0.47
11 CAGLIARI CALCIO	1.2 M	=	+0.63
12 GENOA CFC	1.1 M	=	+0.88
13 UC SAMPDORIA	1.1 M	=	+0.61
14 UDINESE CALCIO	1.0 M	=	+0.66
15 HELLAS VERONA	815.6 K	=	+0.29
16 US SASSUOLO	807.3 K	=	+1.23
17 EMPOLI FC	482.3 K	=	+0.96
18 VENEZIA FC	291.5 K	=	+0.42
19 US SALERNITANA 1919	263.4 K	=	+11.59
20 SPEZIA CALCIO	206.1 K	=	+2.18

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ITALY Brands

TOTAL FANBASE

245.5 M

SERIE A TIM

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

*[from April 11, 2022 to May 30, 2022]

CLUBS	FANS		% VAR*
01 ADIDAS	112.4 M	=	+0.57
02 PUMA	48.5 M	=	+2.54
03 NIKE	41.7 M	=	+2.65
04 NEW BALANCE	17.0 M	=	+2.01
05 EA7 EMPORIO ARMANI	9.8 M	=	+0.60
06 MACRON	7.1 M	=	+0.64
07 KAPPA	5.7 M	=	+0.48
08 JOMA	3.0 M	=	+0.25
09 ZEUS	263.4 K	=	+11.59
10 ACERBIS	206.1 K	=	+2.18



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

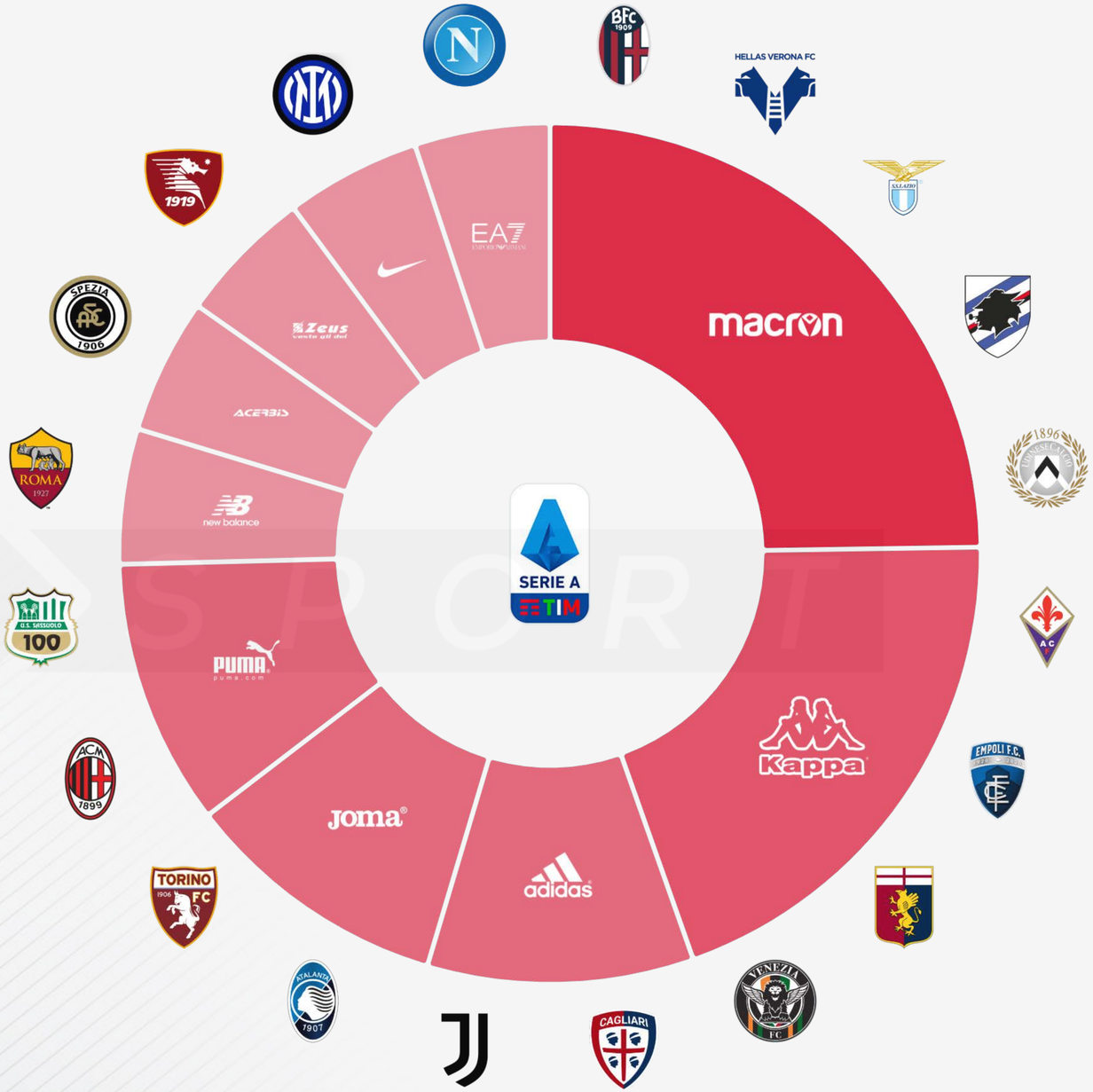
IQUII SPORT

ITALY Brands

CLUBS
20

SPORT BRANDS
10

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



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ITALY Grown Up

SERIE A TIM

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

CLUBS	% VAR*
01 US SALERNITANA 1919	**+11.59**
02 FC INTERNAZIONALE MILANO	**+2.65**
03 AC MILAN	**+2.56**
04 SPEZIA CALCIO	**+2.18**
05 AS ROMA	**+2.01**
06 US SASSUOLO	**+1.23**
07 EMPOLI FC	**+0.96**
08 GENOA CFC	**+0.88**
09 BOLOGNA FC 1909	**+0.78**
10 SS LAZIO	**+0.67**
11 UDINESE CALCIO	+0.66
12 CAGLIARI CALCIO	+0.63
13 UC SAMPDORIA	+0.61
14 SSC NAPOLI	+0.60
15 JUVENTUS FC	+0.57
16 TORINO FC	+0.47
17 VENEZIA FC	+0.42
18 ACF FIORENTINA	+0.31
19 HELLAS VERONA	+0.29
20 ATALANTA BC	+0.06



*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

ITALY Snapshot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

13

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.9 M

+ 3.19%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

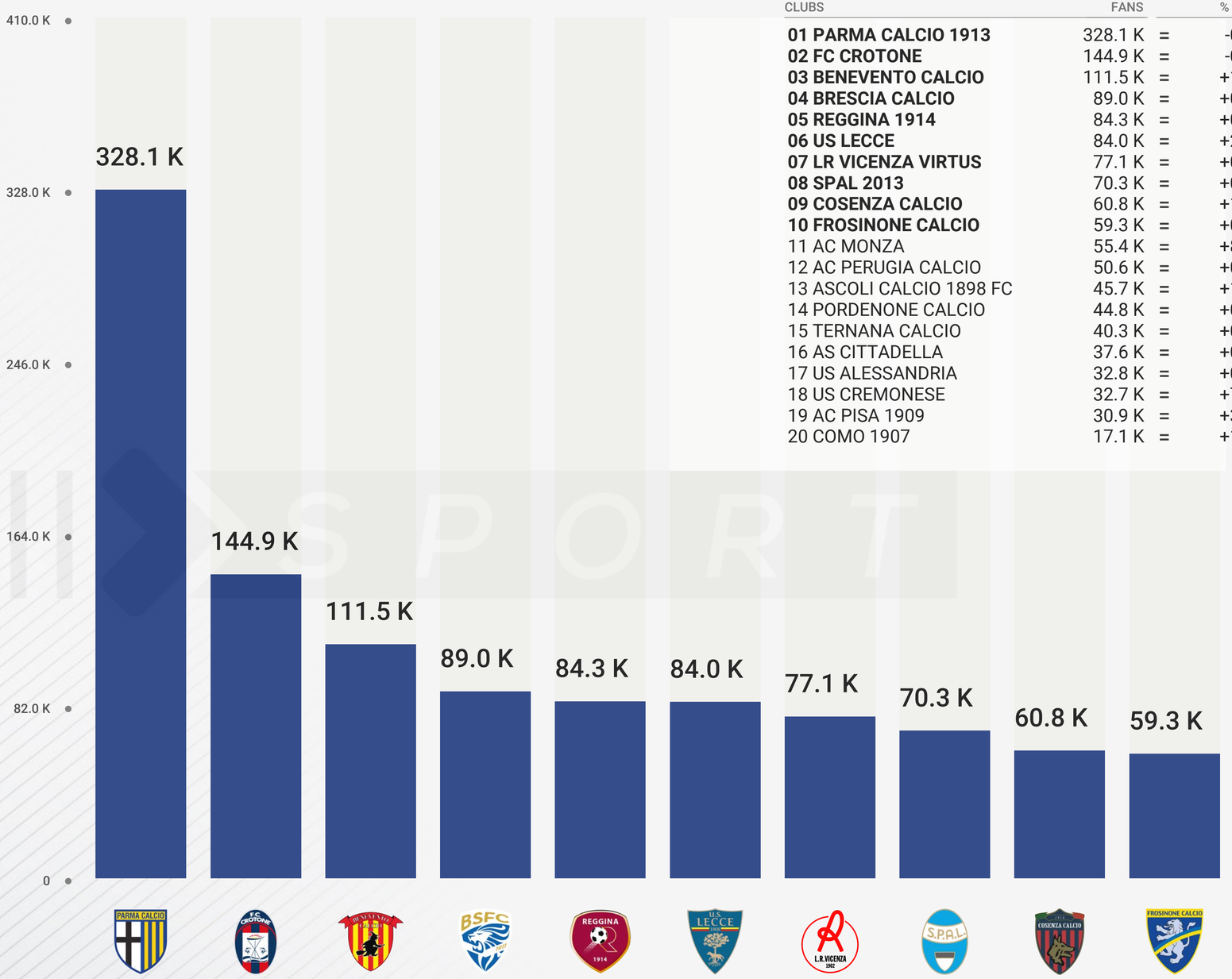
IQUII SPORT

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	328.1 K	=	-0.02
02 FC CROTONE	144.9 K	=	-0.15
03 BENEVENTO CALCIO	111.5 K	=	+1.75
04 BRESCIA CALCIO	89.0 K	=	+0.14
05 REGGINA 1914	84.3 K	=	+0.12
06 US LECCE	84.0 K	=	+2.97
07 LR VICENZA VIRTUS	77.1 K	=	+0.48
08 SPAL 2013	70.3 K	=	+0.21
09 COSENZA CALCIO	60.8 K	=	+1.41
10 FROSINONE CALCIO	59.3 K	=	+0.17
11 AC MONZA	55.4 K	=	+8.68
12 AC PERUGIA CALCIO	50.6 K	=	+0.54
13 ASCOLI CALCIO 1898 FC	45.7 K	=	+1.21
14 PORDENONE CALCIO	44.8 K	=	+0.42
15 TERNANA CALCIO	40.3 K	=	+0.66
16 AS CITTADELLA	37.6 K	=	+0.02
17 US ALESSANDRIA	32.8 K	=	+0.35
18 US CREMONESE	32.7 K	=	+7.00
19 AC PISA 1909	30.9 K	=	+3.96
20 COMO 1907	17.1 K	=	+1.04

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

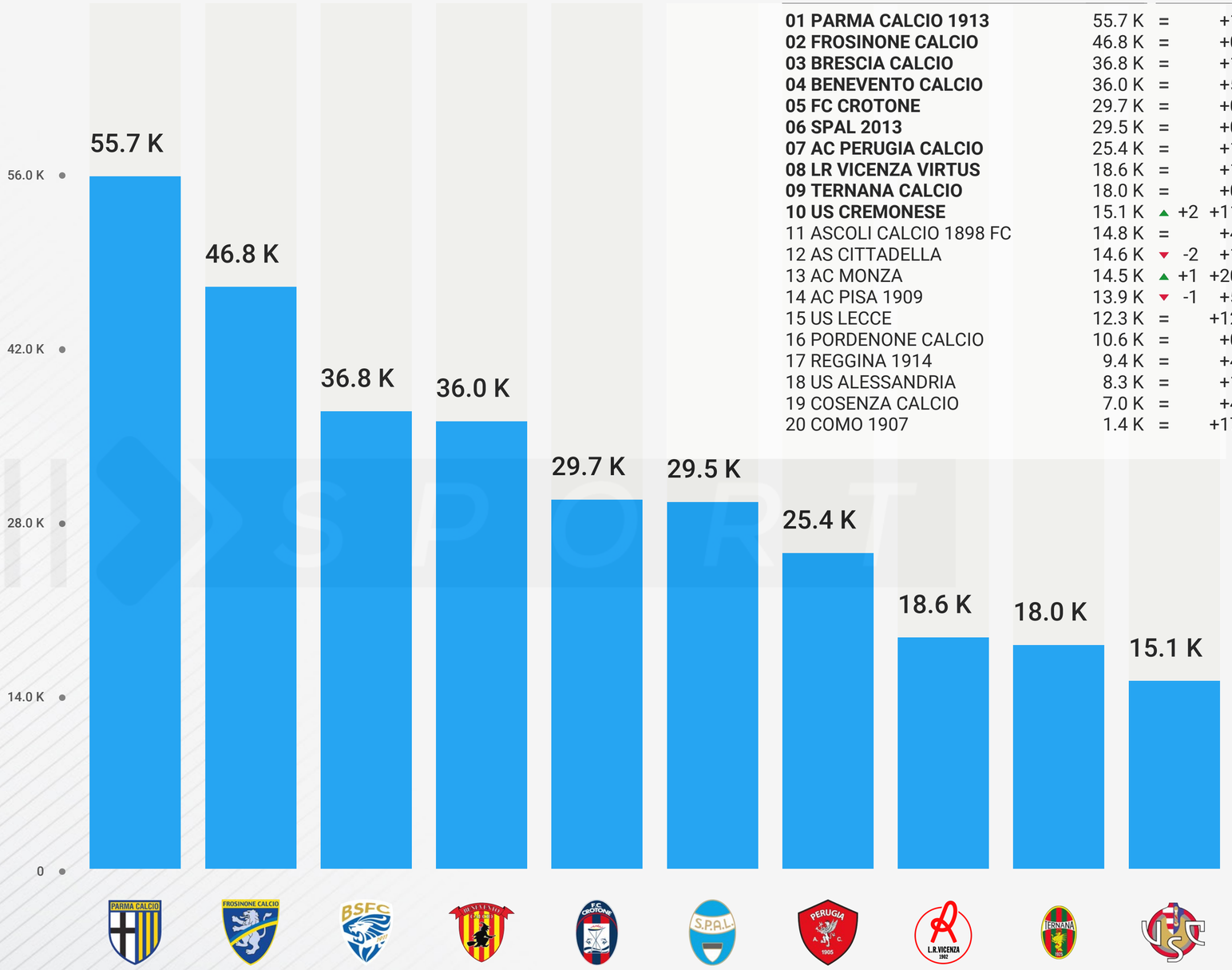
IQUII SPORT

ITALY Twitter

TOTAL FANBASE

418 K

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	55.7 K	=	+1.09
02 FROSINONE CALCIO	46.8 K	=	+0.43
03 BRESCIA CALCIO	36.8 K	=	+1.10
04 BENEVENTO CALCIO	36.0 K	=	+5.26
05 FC CROTONE	29.7 K	=	+0.34
06 SPAL 2013	29.5 K	=	+0.68
07 AC PERUGIA CALCIO	25.4 K	=	+1.20
08 LR VICENZA VIRTUS	18.6 K	=	+1.64
09 TERNANA CALCIO	18.0 K	=	+0.56
10 US CREMONESE	15.1 K	▲ +2	+11.03
11 ASCOLI CALCIO 1898 FC	14.8 K	=	+4.23
12 AS CITTADELLA	14.6 K	▼ -2	+1.39
13 AC MONZA	14.5 K	▲ +1	+20.83
14 AC PISA 1909	13.9 K	▼ -1	+5.30
15 US LECCE	12.3 K	=	+12.84
16 PORDENONE CALCIO	10.6 K	=	+0.95
17 REGGINA 1914	9.4 K	=	+4.01
18 US ALESSANDRIA	8.3 K	=	+1.43
19 COSENZA CALCIO	7.0 K	=	+4.40
20 COMO 1907	1.4 K	=	+17.11

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

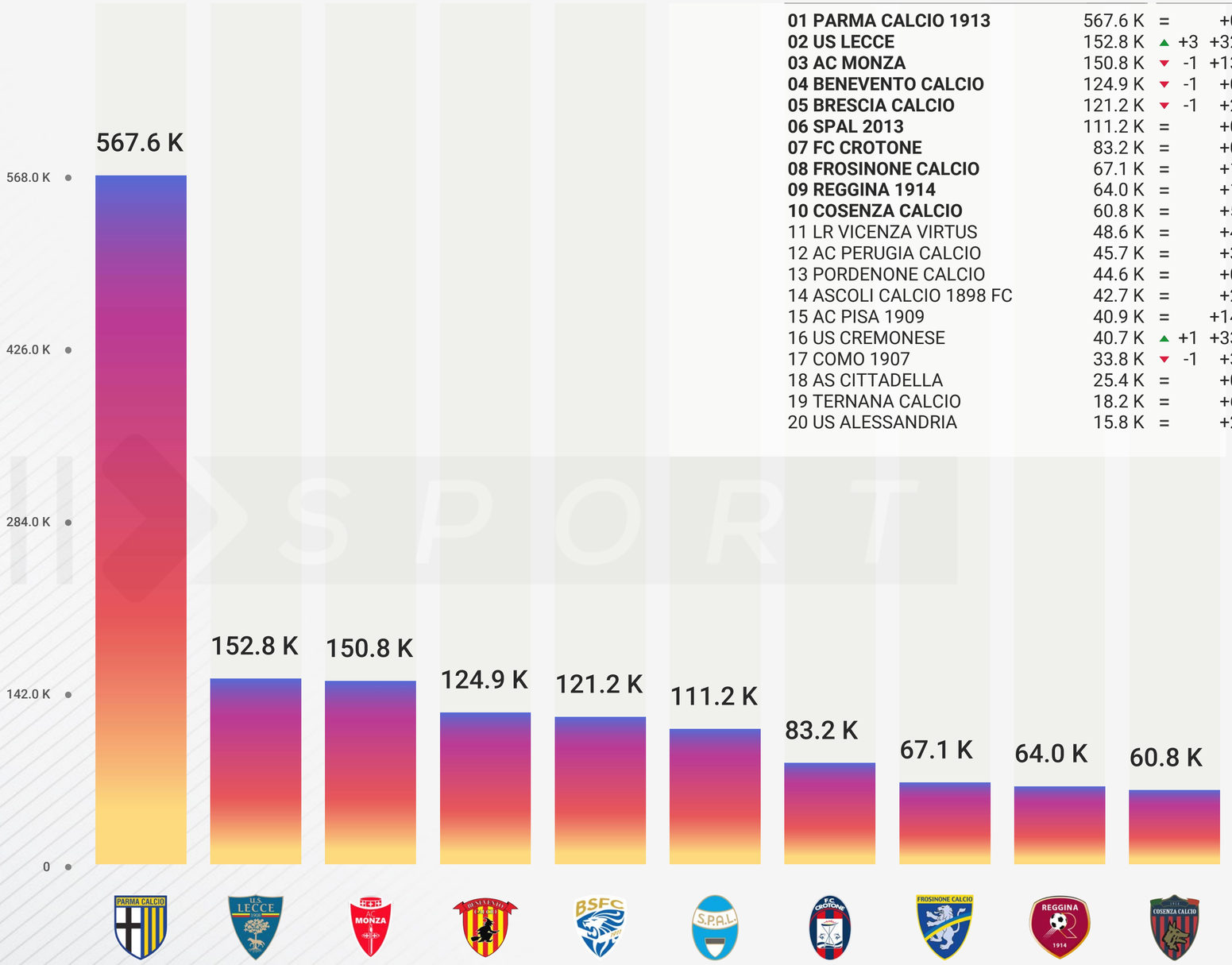
IQUII SPORT

ITALY Instagram

TOTAL FANBASE

1.9 M

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	567.6 K	=	+0.23
02 US LECCE	152.8 K	▲ +3	+32.93
03 AC MONZA	150.8 K	▼ -1	+13.71
04 BENEVENTO CALCIO	124.9 K	▼ -1	+0.62
05 BRESCIA CALCIO	121.2 K	▼ -1	+2.03
06 SPAL 2013	111.2 K	=	+0.56
07 FC CROTONE	83.2 K	=	+0.91
08 FROSINONE CALCIO	67.1 K	=	+1.11
09 REGGINA 1914	64.0 K	=	+1.39
10 COSENZA CALCIO	60.8 K	=	+5.66
11 LR VICENZA VIRTUS	48.6 K	=	+4.30
12 AC PERUGIA CALCIO	45.7 K	=	+3.14
13 PORDENONE CALCIO	44.6 K	=	+0.77
14 ASCOLI CALCIO 1898 FC	42.7 K	=	+2.59
15 AC PISA 1909	40.9 K	=	+14.24
16 US CREMONESE	40.7 K	▲ +1	+33.95
17 COMO 1907	33.8 K	▼ -1	+3.79
18 AS CITTADELLA	25.4 K	=	+0.30
19 TERNANA CALCIO	18.2 K	=	+6.47
20 US ALESSANDRIA	15.8 K	=	+2.19

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

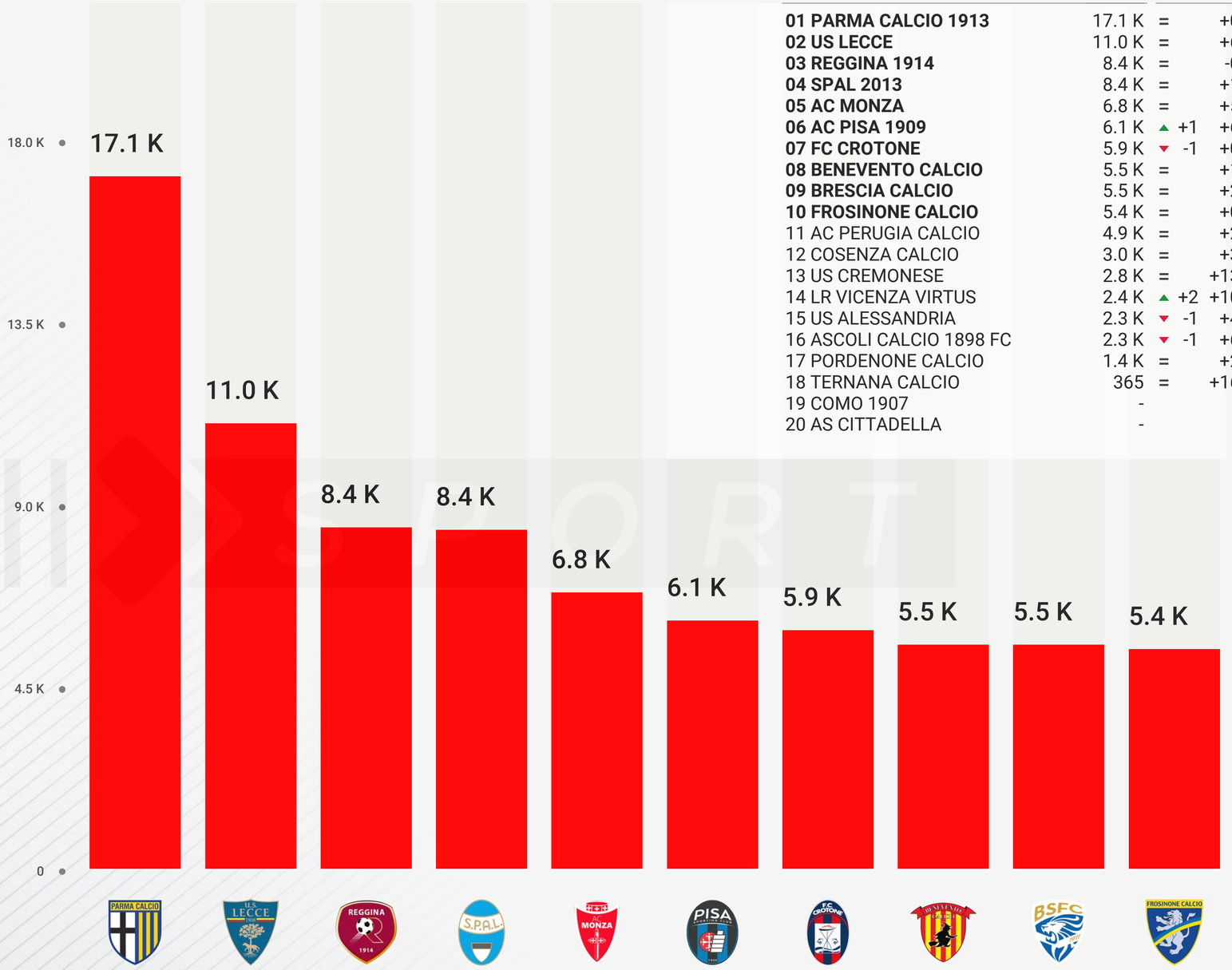
IQUII SPORT

ITALY YouTube

TOTAL FANBASE

100 K

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



CLUBS	FANS		% VAR*
01 PARMA CALCIO 1913	17.1 K	=	+0.59
02 US LECCE	11.0 K	=	+6.80
03 REGGINA 1914	8.4 K	=	-0.24
04 SPAL 2013	8.4 K	=	+1.33
05 AC MONZA	6.8 K	=	+5.08
06 AC PISA 1909	6.1 K	▲ +1	+6.06
07 FC CROTONE	5.9 K	▼ -1	+0.51
08 BENEVENTO CALCIO	5.5 K	=	+1.10
09 BRESCIA CALCIO	5.5 K	=	+2.03
10 FROSINONE CALCIO	5.4 K	=	+0.93
11 AC PERUGIA CALCIO	4.9 K	=	+2.09
12 COSENZA CALCIO	3.0 K	=	+3.85
13 US CREMONESE	2.8 K	=	+13.77
14 LR VICENZA VIRTUS	2.4 K	▲ +2	+10.28
15 US ALESSANDRIA	2.3 K	▼ -1	+4.02
16 ASCOLI CALCIO 1898 FC	2.3 K	▼ -1	+6.48
17 PORDENONE CALCIO	1.4 K	=	+2.16
18 TERNANA CALCIO	365	=	+16.24
19 COMO 1907	-		-
20 AS CITTADELLA	-		-

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

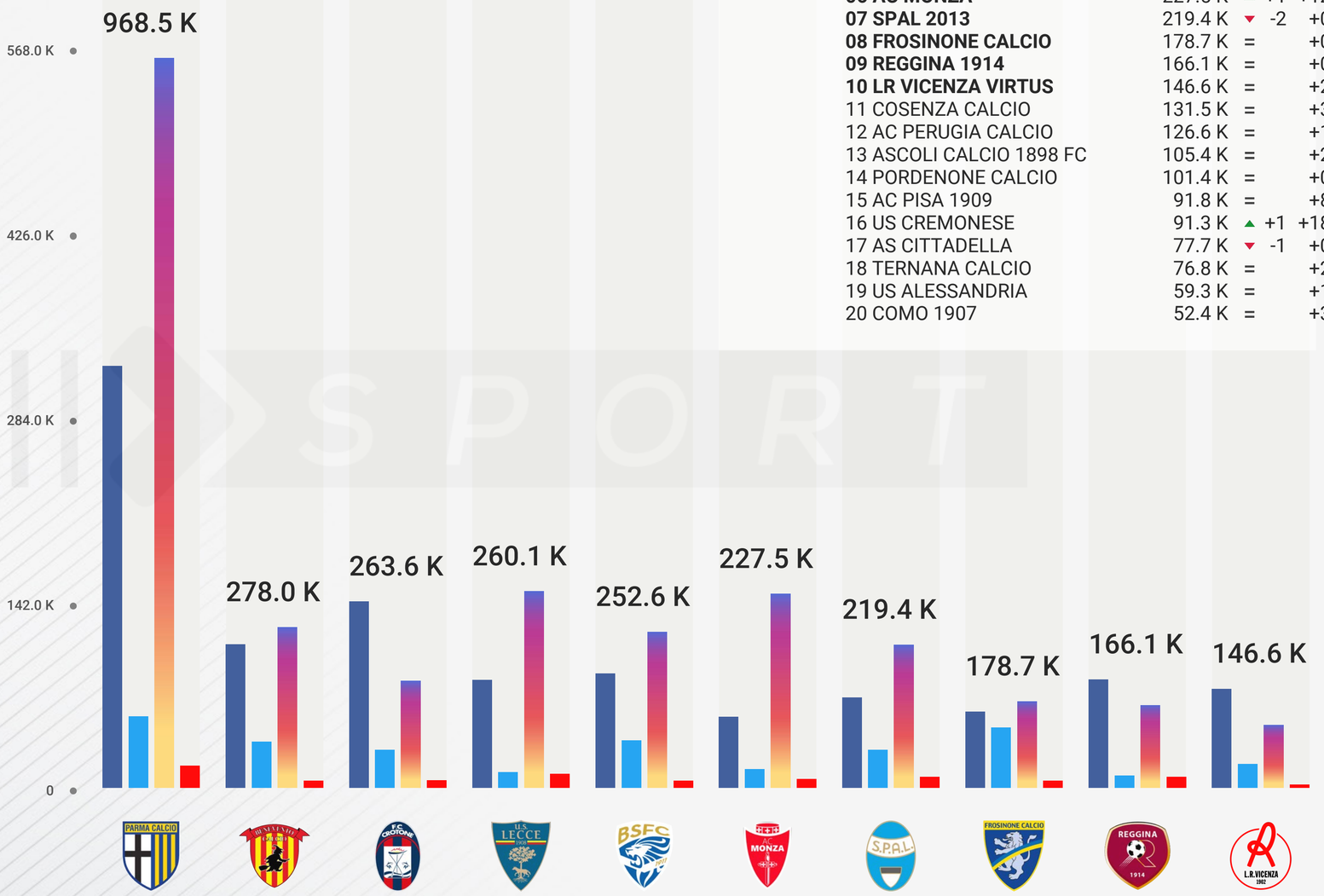
ITALY Social

TOTAL FANBASE

3.9 M

Serie BKT

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	968.5 K	=	+0.20
02 BENEVENTO CALCIO	278.0 K	=	+1.66
03 FC CROTONE	263.6 K	=	+0.25
04 US LECCE	260.1 K	▲ +2	+19.46
05 BRESCIA CALCIO	252.6 K	▼ -1	+1.22
06 AC MONZA	227.5 K	▲ +1	+12.59
07 SPAL 2013	219.4 K	▼ -2	+0.50
08 FROSINONE CALCIO	178.7 K	=	+0.61
09 REGGINA 1914	166.1 K	=	+0.80
10 LR VICENZA VIRTUS	146.6 K	=	+2.01
11 COSENZA CALCIO	131.5 K	=	+3.55
12 AC PERUGIA CALCIO	126.6 K	=	+1.66
13 ASCOLI CALCIO 1898 FC	105.4 K	=	+2.29
14 PORDENONE CALCIO	101.4 K	=	+0.65
15 AC PISA 1909	91.8 K	=	+8.67
16 US CREMONESE	91.3 K	▲ +1	+18.56
17 AS CITTADELLA	77.7 K	▼ -1	+0.37
18 TERNANA CALCIO	76.8 K	=	+2.02
19 US ALESSANDRIA	59.3 K	=	+1.13
20 COMO 1907	52.4 K	=	+3.19

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

ITALY Brands

TOTAL FANBASE

3.9 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	968.5 K	=	+0.20
02 MACRON	462.4 K	=	+0.86
03 ZEUS	442.3 K	=	+0.40
04 NIKE	383.4 K	=	+1.84
05 LOTTO	374.1 K	=	+8.19
06 M908	260.1 K	▲ +1	+19.46
07 KAPPA	252.6 K	▼ -1	+1.22
08 LEGEA	183.8 K	=	+3.44
09 ADIDAS	151.1 K	=	+5.58
10 FG SPORT	126.6 K	=	+1.66
11 GIVOVA	101.4 K	=	+0.65
12 ACERBIS	91.3 K	▲ +1	+18.56
13 MIZUNO	77.7 K	▼ -1	+0.37

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

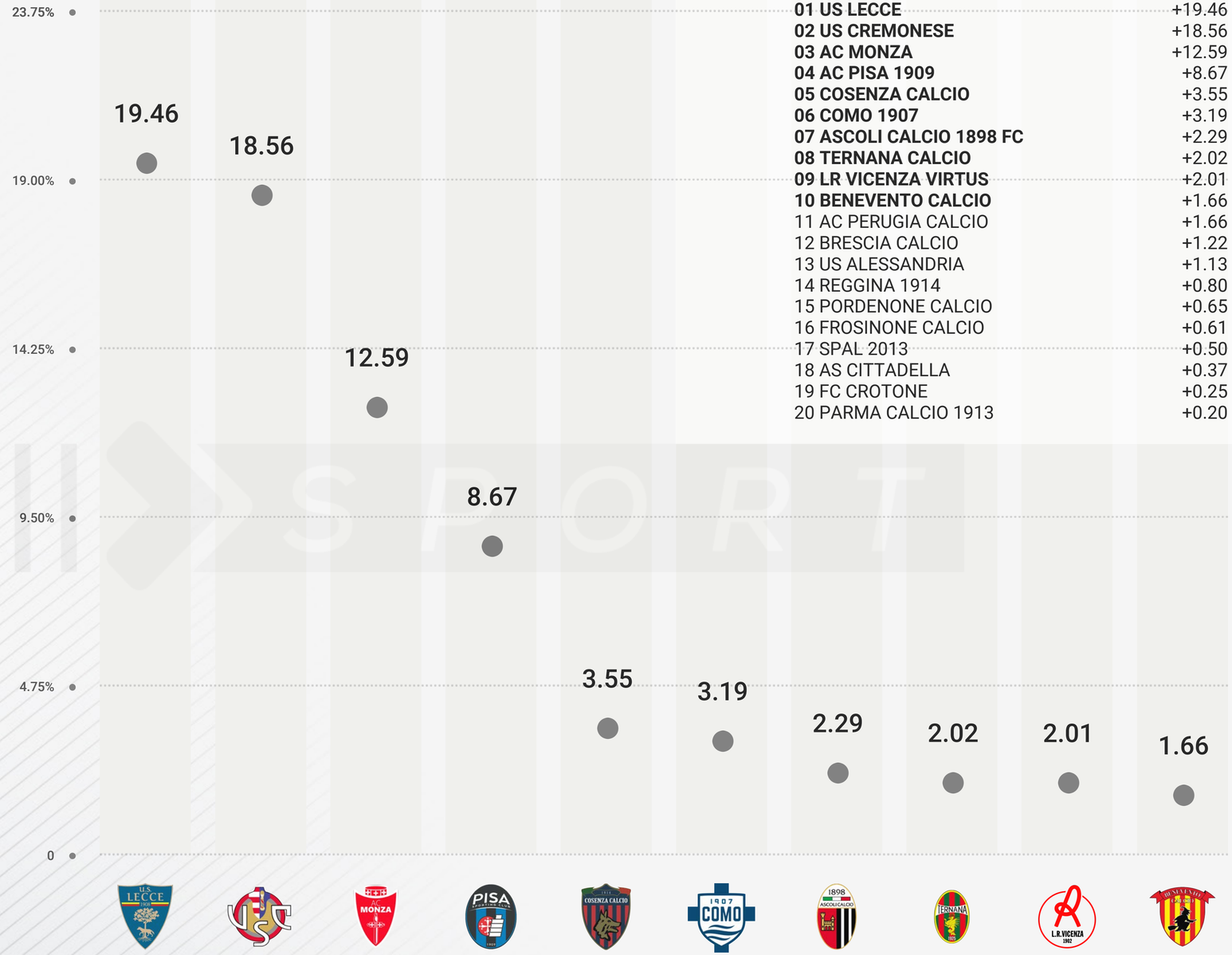
LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 LECCE	**+19.46**
02 US CREMONESE	**+18.56**
03 AC MONZA	**+12.59**
04 AC PISA 1909	**+8.67**
05 COSENZA CALCIO	**+3.55**
06 COMO 1907	**+3.19**
07 ASCOLI CALCIO 1898 FC	**+2.29**
08 TERNANA CALCIO	**+2.02**
09 LR VICENZA VIRTUS	**+2.01**
10 BENEVENTO CALCIO	**+1.66**
11 AC PERUGIA CALCIO	+1.66
12 BRESCIA CALCIO	+1.22
13 US ALESSANDRIA	+1.13
14 REGGINA 1914	+0.80
15 PORDENONE CALCIO	+0.65
16 FROSINONE CALCIO	+0.61
17 SPAL 2013	+0.50
18 AS CITTADELLA	+0.37
19 FC CROTONE	+0.25
20 PARMA CALCIO 1913	+0.20

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

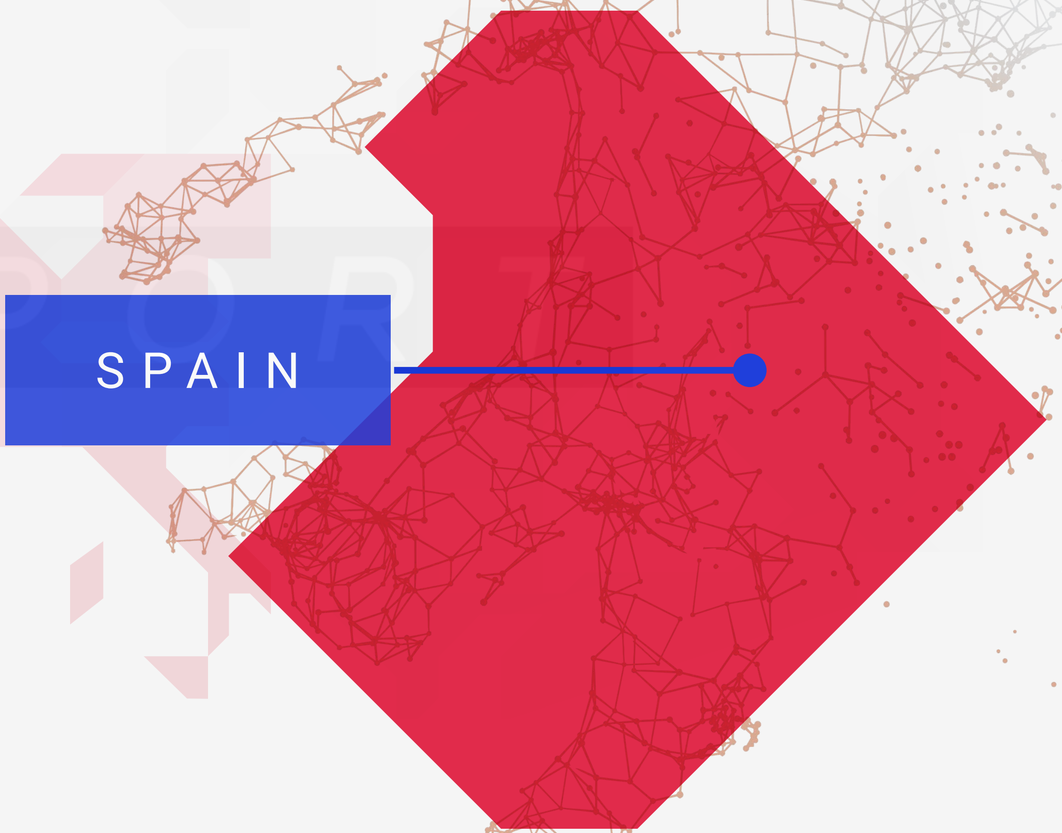
Football Competitions included in this overview

FIRST DIVISION — 20 CLUBS

LaLiga Santander

SECOND DIVISION — 22 CLUBS

LaLiga SmartBank



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

SPAIN Snapshot / First Division



20

CLUBS

Total LaLiga football clubs analysed.

9

BRANDS

Total LaLiga Sport Brands on jerseys analysed.

615.4 M

+ 1.87%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN Facebook

TOTAL FANBASE

242.8 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Facebook.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	112.0 M	=	+0.68
02 FC BARCELONA	103.3 M	=	+0.05
03 ATLÉTICO DE MADRID	13.8 M	=	+0.14
04 VALENCIA CF	3.4 M	=	-0.02
05 FC SEVILLA	2.1 M	=	+0.99
06 REAL BETIS BALOMPIÉ	1.4 M	=	+1.17
07 REAL SOCIEDAD	1.2 M	=	-0.07
08 VILLARREAL CF	1.1 M	▲ +1	+6.29
09 ATHLETIC CLUB	1.1 M	▼ -1	+0.11
10 CELTA DE VIGO	631.3 K	=	+0.18
11 RCD ESPANYOL B.	456.5 K	=	+0.63
12 GRANADA CF	413.9 K	=	+0.30
13 CÁDIZ CF	282.8 K	▲ +4	+11.11
14 CA OSASUNA	271.3 K	▼ -1	+0.79
15 LEVANTE UD	267.0 K	=	+1.96
16 RCD MALLORCA	263.6 K	▼ -2	+0.64
17 ELCHE CF	261.8 K	▼ -1	+0.20
18 GETAFE CF	192.4 K	=	+0.74
19 DEPORTIVO ALAVÉS	152.1 K	=	+0.11
20 RAYO VALLECANO DE M.	112.8 K	=	+2.55

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN Twitter

TOTAL FANBASE

98.6 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Twitter.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	42.2 M	▲ +1	+2.83
02 FC BARCELONA	41.7 M	▼ -1	+1.69
03 ATLÉTICO DE MADRID	5.3 M	=	+1.06
04 VALENCIA CF	1.3 M	=	+0.72
05 FC SEVILLA	1.1 M	=	+1.13
06 ATHLETIC CLUB	960.2 K	=	+0.96
07 REAL BETIS BALOMPIÉ	941.6 K	=	+3.32
08 REAL SOCIEDAD	694.9 K	=	+0.71
09 VILLARREAL CF	614.4 K	=	+7.88
10 CELTA DE VIGO	504.4 K	=	+0.78
11 RCD ESPANYOL B.	500.6 K	=	+1.07
12 RAYO VALLECANO DE M.	451.9 K	=	+0.56
13 LEVANTE UD	442.6 K	=	+1.07
14 GRANADA CF	421.7 K	=	+0.81
15 RCD MALLORCA	338.0 K	=	+1.38
16 CA OSASUNA	264.2 K	=	+0.99
17 ELCHE CF	256.0 K	=	+1.75
18 DEPORTIVO ALAVÉS	239.6 K	=	+0.84
19 CÁDIZ CF	206.5 K	=	+6.44
20 GETAFE CF	150.2 K	=	+0.81

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

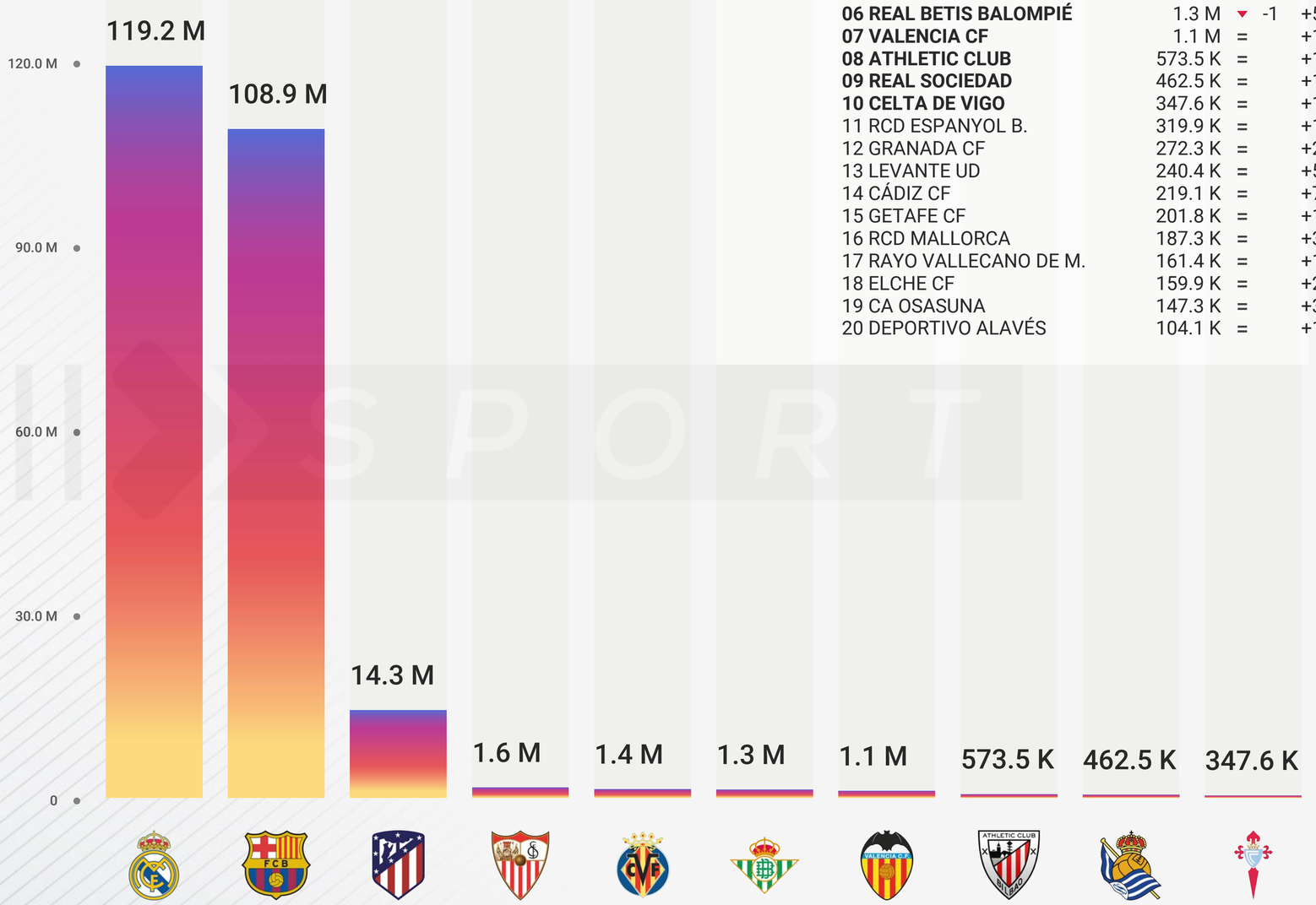
SPAIN Instagram

TOTAL FANBASE

251.1 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on Instagram.



CLUBS	FANS		% VAR*
01 REAL MADRID CF	119.2 M	=	+4.77
02 FC BARCELONA	108.9 M	=	+1.36
03 ATLÉTICO DE MADRID	14.3 M	=	+2.33
04 FC SEVILLA	1.6 M	=	+2.91
05 VILLARREAL CF	1.4 M	▲ +1	+11.99
06 REAL BETIS BALOMPIÉ	1.3 M	▼ -1	+5.94
07 VALENCIA CF	1.1 M	=	+1.55
08 ATHLETIC CLUB	573.5 K	=	+1.21
09 REAL SOCIEDAD	462.5 K	=	+1.00
10 CELTA DE VIGO	347.6 K	=	+1.50
11 RCD ESPANYOL B.	319.9 K	=	+1.50
12 GRANADA CF	272.3 K	=	+2.48
13 LEVANTE UD	240.4 K	=	+5.10
14 CÁDIZ CF	219.1 K	=	+7.91
15 GETAFE CF	201.8 K	=	+1.25
16 RCD MALLORCA	187.3 K	=	+3.01
17 RAYO VALLECANO DE M.	161.4 K	=	+1.31
18 ELCHE CF	159.9 K	=	+2.90
19 CA OSASUNA	147.3 K	=	+3.22
20 DEPORTIVO ALAVÉS	104.1 K	=	+1.50

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

22.9 M

LaLiga Santander

Ranking of the most followed LaLiga football clubs on YouTube.



CLUBS	FANS		% VAR*
01 FC BARCELONA	13.4 M	=	+0.75
02 REAL MADRID CF	7.9 M	=	+7.60
03 REAL BETIS BALOMPIÉ	434.0 K	=	+1.40
04 ATLÉTICO DE MADRID	329.0 K	=	+1.54
05 FC SEVILLA	175.0 K	=	+4.79
06 VALENCIA CF	112.0 K	=	+0.90
07 ATHLETIC CLUB	94.9 K	=	+1.39
08 REAL SOCIEDAD	78.8 K	=	+1.29
09 VILLARREAL CF	58.1 K	=	+3.01
10 RCD MALLORCA	46.5 K	=	+1.53
11 CELTA DE VIGO	42.1 K	=	+0.96
12 RCD ESPANYOL B.	30.8 K	▲ +1	+2.67
13 CÁDIZ CF	30.8 K	▲ +1	+3.01
14 LEVANTE UD	30.6 K	▼ -2	+0.66
15 CA OSASUNA	21.7 K	▲ +1	+2.36
16 RAYO VALLECANO DE M.	21.5 K	▼ -1	+0.47
17 GRANADA CF	18.9 K	=	+2.72
18 DEPORTIVO ALAVÉS	14.0 K	=	+1.45
19 GETAFE CF	13.4 K	=	+1.52
20 ELCHE CF	10.2 K	=	+3.13

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN Social

TOTAL FANBASE

615.4 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	281.3 M	=	+2.89
02 FC BARCELONA	267.4 M	=	+0.87
03 ATLÉTICO DE MADRID	33.7 M	=	+1.21
04 VALENCIA CF	5.9 M	=	+0.45
05 FC SEVILLA	5.1 M	=	+1.77
06 REAL BETIS BALOMPIÉ	4.1 M	=	+3.18
07 VILLARREAL CF	3.2 M	=	+8.94
08 ATHLETIC CLUB	2.7 M	=	+0.69
09 REAL SOCIEDAD	2.4 M	=	+0.40
10 CELTA DE VIGO	1.5 M	=	+0.70
11 RCD ESPANYOL B.	1.3 M	=	+1.06
12 GRANADA CF	1.1 M	=	+1.05
13 LEVANTE UD	980.5 K	=	+2.26
14 RCD MALLORCA	835.3 K	=	+1.51
15 RAYO VALLECANO DE M.	747.5 K	=	+1.01
16 CÁDIZ CF	739.2 K	▲ +1	+8.47
17 CA OSASUNA	704.6 K	▼ -1	+1.41
18 ELCHE CF	687.9 K	=	+1.43
19 GETAFE CF	557.8 K	=	+0.96
20 DEPORTIVO ALAVÉS	509.8 K	=	+0.77

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN Brands

TOTAL FANBASE

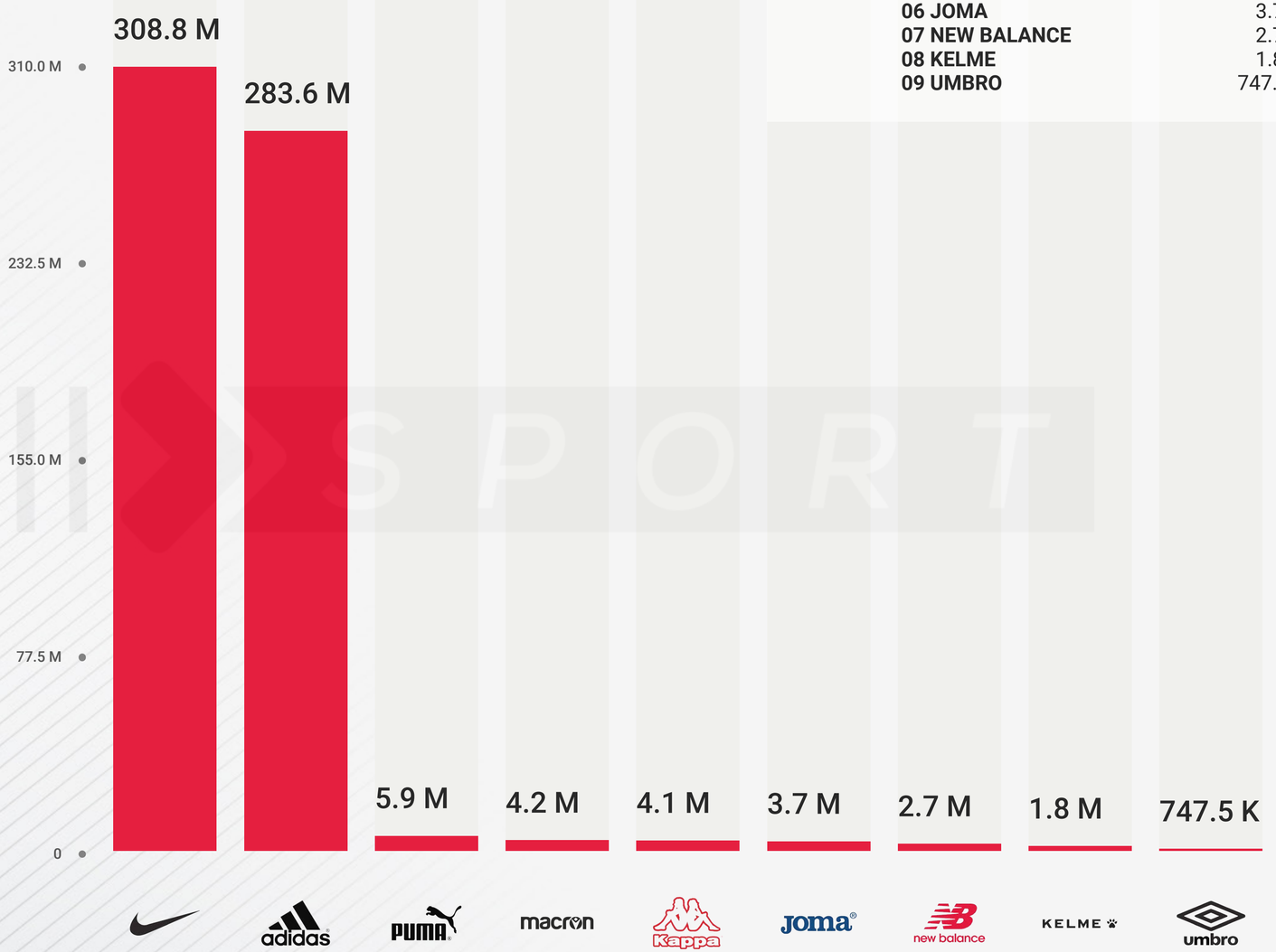
615.4 M

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.

*[from April 11, 2022 to May 30, 2022]

CLUBS	FANS		% VAR*
01 NIKE	308.8 M	=	+0.92
02 ADIDAS	283.6 M	=	+2.87
03 PUMA	5.9 M	=	+0.45
04 MACRON	4.2 M	=	+2.19
05 KAPPA	4.1 M	=	+3.18
06 JOMA	3.7 M	=	+7.66
07 NEW BALANCE	2.7 M	=	+0.69
08 KELME	1.8 M	=	+0.98
09 UMBRO	747.5 K	=	+1.01



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN Brands

CLUBS

20

SPORT BRANDS

9

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



*[from April 11, 2022 to May 30, 2022]

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

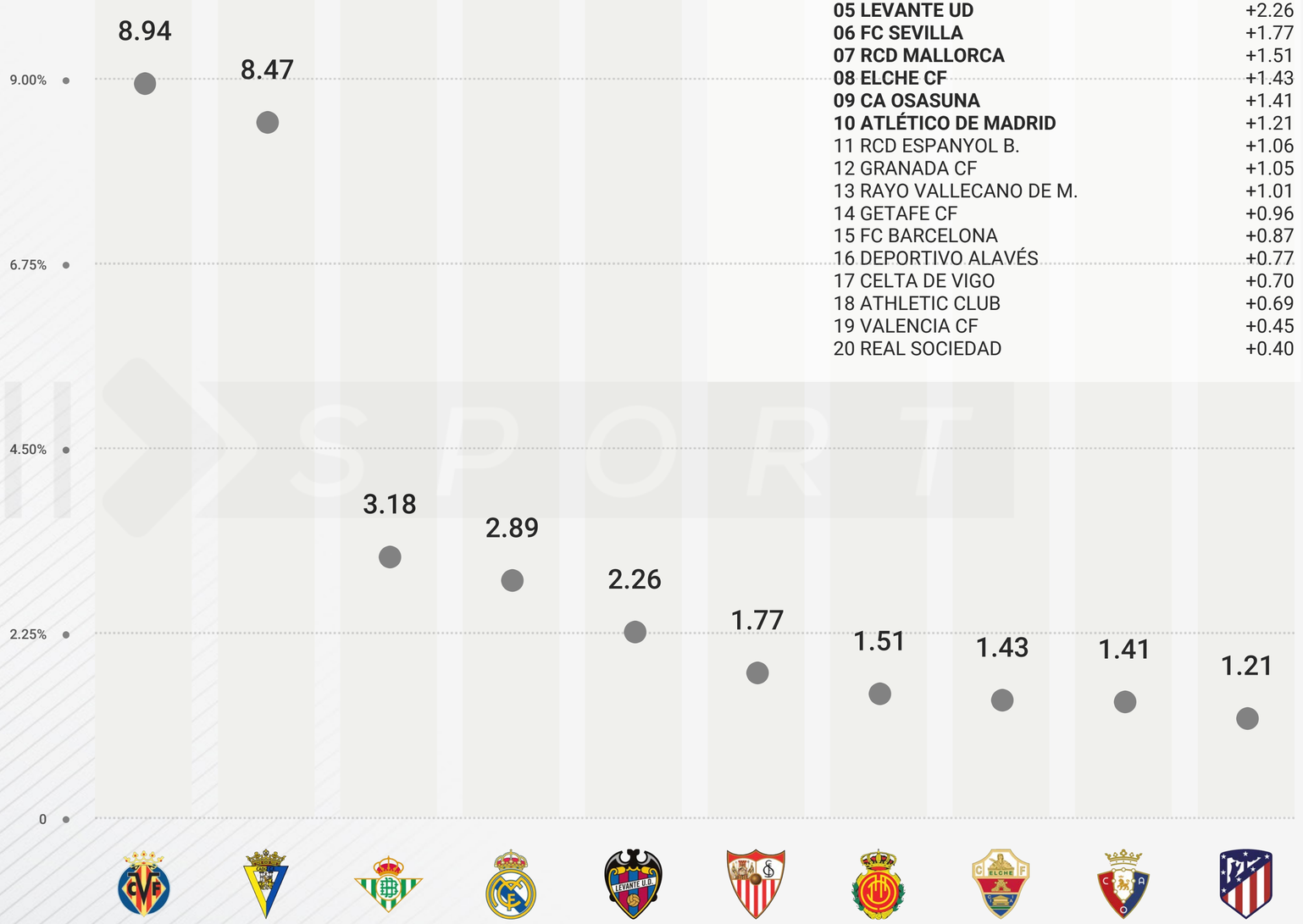
LAST UPDATE MAY 2022

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	**+8.94**
02 CÁDIZ CF	**+8.47**
03 REAL BETIS BALOMPIÉ	**+3.18**
04 REAL MADRID CF	**+2.89**
05 LEVANTE UD	**+2.26**
06 FC SEVILLA	**+1.77**
07 RCD MALLORCA	**+1.51**
08 ELCHE CF	**+1.43**
09 CA OSASUNA	**+1.41**
10 ATLÉTICO DE MADRID	**+1.21**
11 RCD ESPANYOL B.	+1.06
12 GRANADA CF	+1.05
13 RAYO VALLECANO DE M.	+1.01
14 GETAFE CF	+0.96
15 FC BARCELONA	+0.87
16 DEPORTIVO ALAVÉS	+0.77
17 CELTA DE VIGO	+0.70
18 ATHLETIC CLUB	+0.69
19 VALENCIA CF	+0.45
20 REAL SOCIEDAD	+0.40

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

SPAIN Snapshot / Second Division



22

CLUBS

Total LaLiga 2 football clubs analysed.

7

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

15.7 M

+ 1.71%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

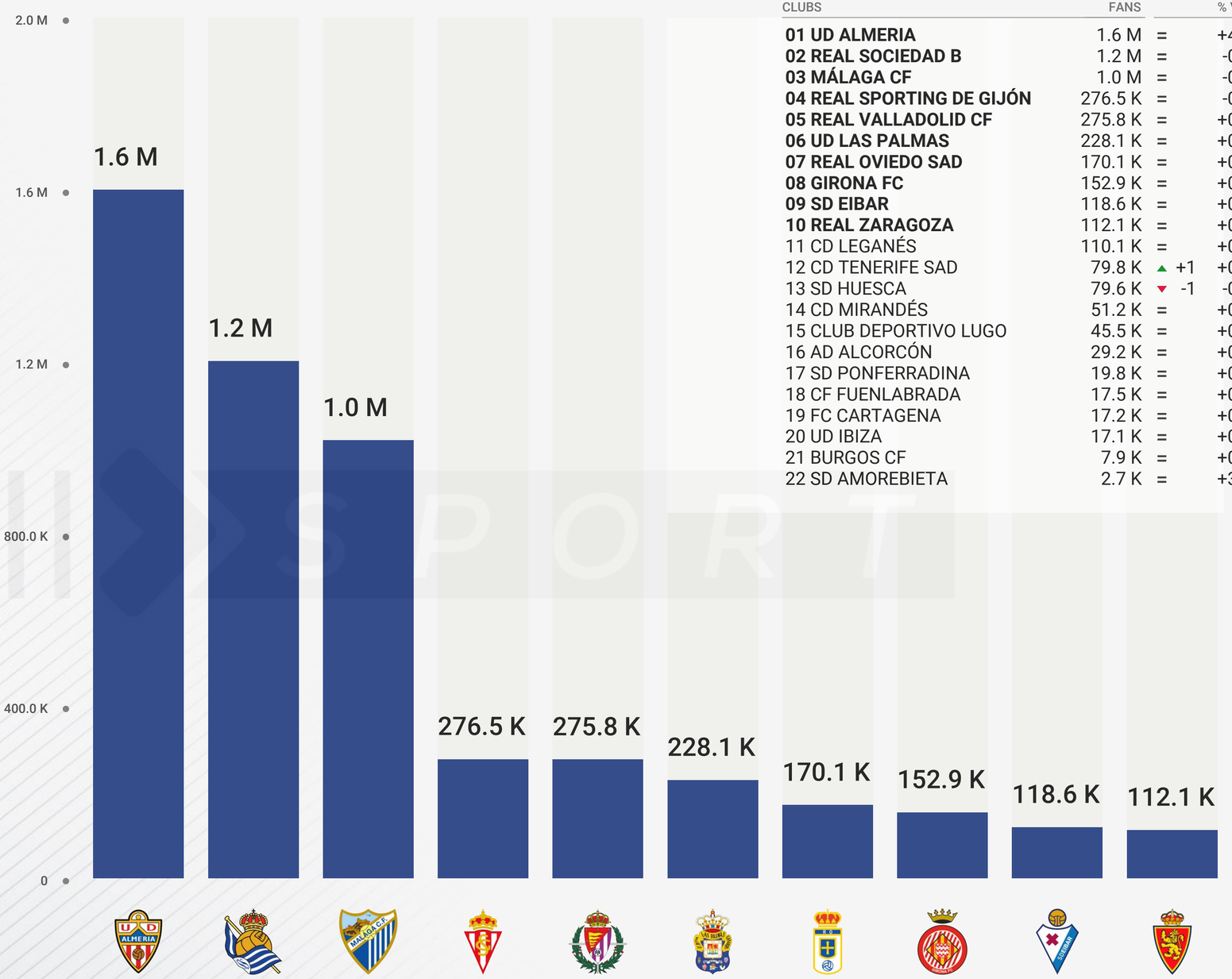
SPAIN Facebook

TOTAL FANBASE

5.6 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERIA	1.6 M	=	+4.56
02 REAL SOCIEDAD B	1.2 M	=	-0.07
03 MÁLAGA CF	1.0 M	=	-0.18
04 REAL SPORTING DE GIJÓN	276.5 K	=	-0.08
05 REAL VALLADOLID CF	275.8 K	=	+0.70
06 UD LAS PALMAS	228.1 K	=	+0.27
07 REAL OVIEDO SAD	170.1 K	=	+0.19
08 GIRONA FC	152.9 K	=	+0.12
09 SD EIBAR	118.6 K	=	+0.09
10 REAL ZARAGOZA	112.1 K	=	+0.28
11 CD LEGANÉS	110.1 K	=	+0.19
12 CD TENERIFE SAD	79.8 K	▲ +1	+0.46
13 SD HUESCA	79.6 K	▼ -1	-0.08
14 CD MIRANDÉS	51.2 K	=	+0.27
15 CLUB DEPORTIVO LUGO	45.5 K	=	+0.48
16 AD ALCORCÓN	29.2 K	=	+0.27
17 SD PONFERRADINA	19.8 K	=	+0.96
18 CF FUENLABRADA	17.5 K	=	+0.88
19 FC CARTAGENA	17.2 K	=	+0.47
20 UD IBIZA	17.1 K	=	+0.70
21 BURGOS CF	7.9 K	=	+0.82
22 SD AMOREBIETA	2.7 K	=	+3.41

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

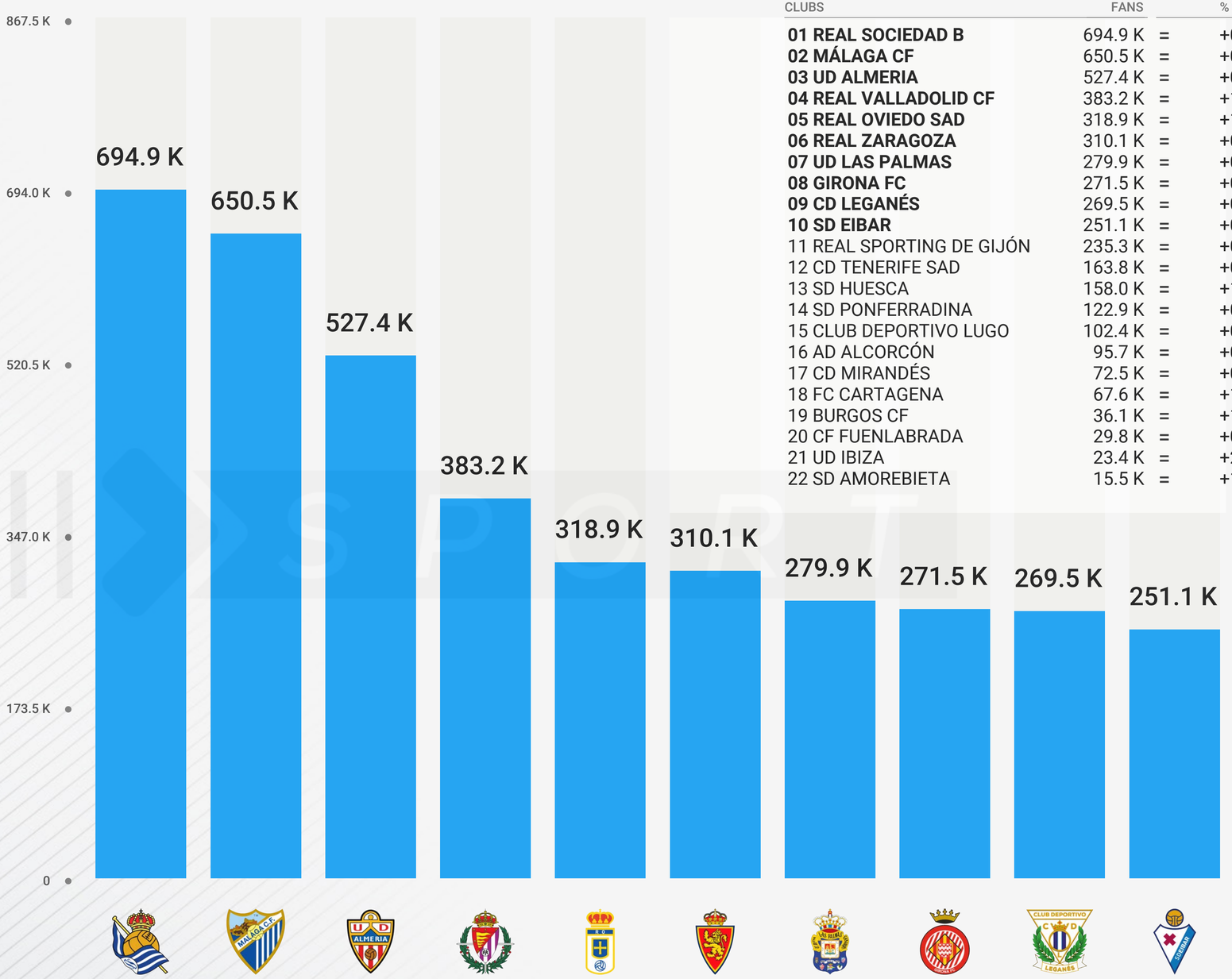
SPAIN Twitter

TOTAL FANBASE

5.1 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 REAL SOCIEDAD B	694.9 K	=	+0.71
02 MÁLAGA CF	650.5 K	=	+0.31
03 UD ALMERIA	527.4 K	=	+0.88
04 REAL VALLADOLID CF	383.2 K	=	+1.73
05 REAL OVIEDO SAD	318.9 K	=	+1.01
06 REAL ZARAGOZA	310.1 K	=	+0.55
07 UD LAS PALMAS	279.9 K	=	+0.76
08 GIRONA FC	271.5 K	=	+0.30
09 CD LEGANÉS	269.5 K	=	+0.11
10 SD EIBAR	251.1 K	=	+0.52
11 REAL SPORTING DE GIJÓN	235.3 K	=	+0.99
12 CD TENERIFE SAD	163.8 K	=	+0.92
13 SD HUESCA	158.0 K	=	+1.15
14 SD PONFERRADINA	122.9 K	=	+0.33
15 CLUB DEPORTIVO LUGO	102.4 K	=	+0.39
16 AD ALCORCÓN	95.7 K	=	+0.42
17 CD MIRANDÉS	72.5 K	=	+0.69
18 FC CARTAGENA	67.6 K	=	+1.65
19 BURGOS CF	36.1 K	=	+1.12
20 CF FUENLABRADA	29.8 K	=	+0.68
21 UD IBIZA	23.4 K	=	+2.63
22 SD AMOREBIETA	15.5 K	=	+1.31

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

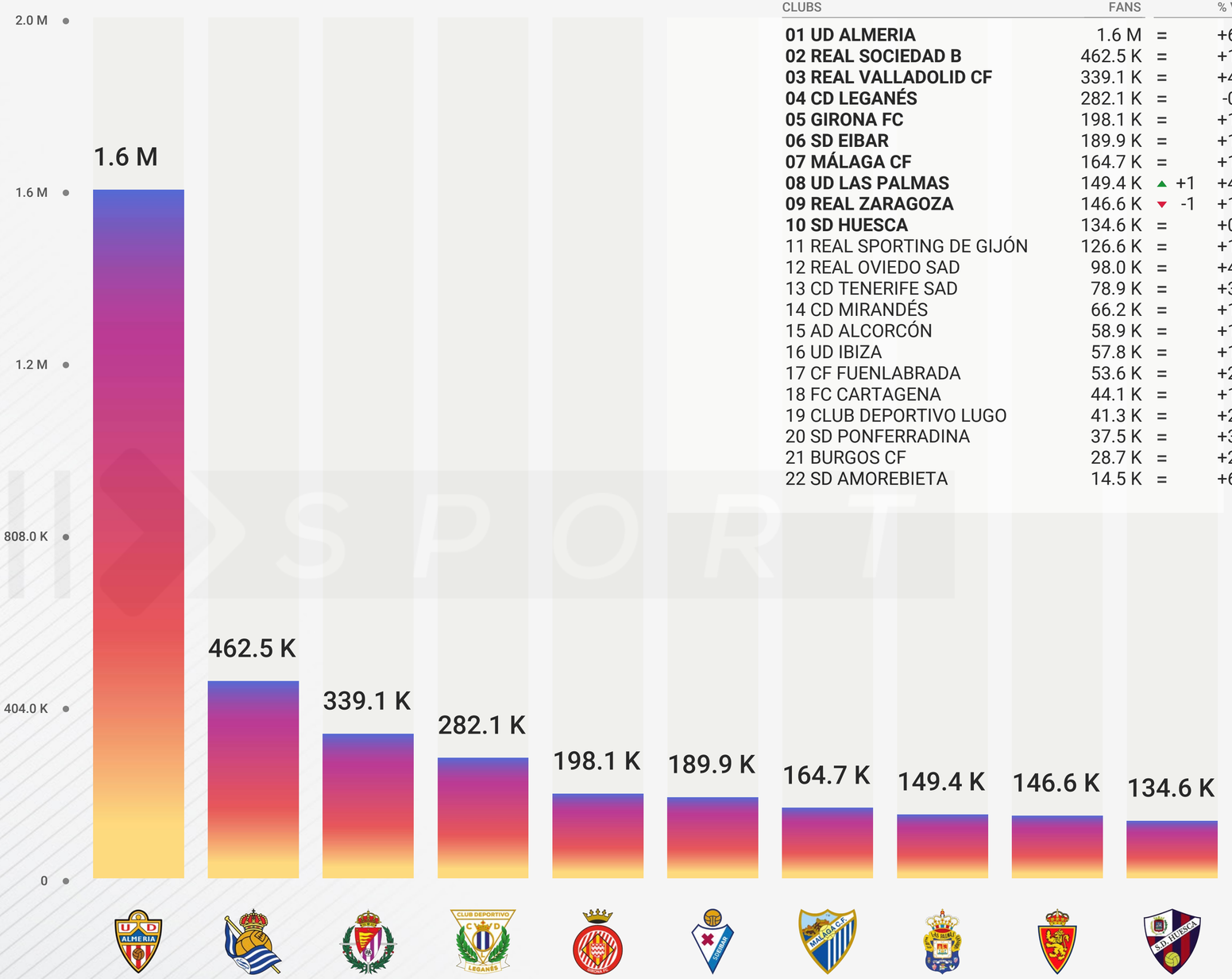
SPAIN Instagram

TOTAL FANBASE

4.4 M

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERIA	1.6 M	=	+6.32
02 REAL SOCIEDAD B	462.5 K	=	+1.00
03 REAL VALLADOLID CF	339.1 K	=	+4.48
04 CD LEGANÉS	282.1 K	=	-0.20
05 GIRONA FC	198.1 K	=	+1.15
06 SD EIBAR	189.9 K	=	+1.42
07 MÁLAGA CF	164.7 K	=	+1.49
08 UD LAS PALMAS	149.4 K	▲ +1	+4.57
09 REAL ZARAGOZA	146.6 K	▼ -1	+1.26
10 SD HUESCA	134.6 K	=	+0.39
11 REAL SPORTING DE GIJÓN	126.6 K	=	+1.58
12 REAL OVIEDO SAD	98.0 K	=	+4.28
13 CD TENERIFE SAD	78.9 K	=	+3.04
14 CD MIRANDÉS	66.2 K	=	+1.40
15 AD ALCORCÓN	58.9 K	=	+1.04
16 UD IBIZA	57.8 K	=	+1.97
17 CF FUENLABRADA	53.6 K	=	+2.14
18 FC CARTAGENA	44.1 K	=	+1.96
19 CLUB DEPORTIVO LUGO	41.3 K	=	+2.67
20 SD PONFERRADINA	37.5 K	=	+3.35
21 BURGOS CF	28.7 K	=	+2.65
22 SD AMOREBIETA	14.5 K	=	+6.52

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN YouTube

TOTAL FANBASE

578 K

LaLiga SmartBank

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



CLUBS	FANS		% VAR*
01 UD ALMERIA	253.0 K	=	-0.39
02 REAL SOCIEDAD B	78.8 K	=	+1.29
03 MÁLAGA CF	51.2 K	=	+0.79
04 REAL VALLADOLID CF	35.7 K	=	+7.85
05 REAL ZARAGOZA	24.1 K	=	+1.26
06 REAL OVIEDO SAD	19.5 K	=	+3.72
07 REAL SPORTING DE GIJÓN	19.1 K	=	+2.69
08 CD LEGANÉS	13.7 K	=	+0.74
09 UD LAS PALMAS	13.1 K	=	+6.50
10 GIRONA FC	9.9 K	=	+1.33
11 SD HUESCA	9.3 K	=	+0.65
12 CD TENERIFE SAD	8.9 K	▲ +1	+6.09
13 UD IBIZA	8.5 K	▼ -1	+0.83
14 SD EIBAR	7.5 K	=	+1.48
15 FC CARTAGENA	6.2 K	=	+1.97
16 CLUB DEPORTIVO LUGO	5.4 K	=	+1.50
17 CF FUENLABRADA	3.3 K	=	+0.93
18 AD ALCORCÓN	3.0 K	=	+1.69
19 SD PONFERRADINA	2.7 K	=	+6.43
20 BURGOS CF	2.5 K	=	+3.32
21 CD MIRANDÉS	1.9 K	=	+1.59
22 SD AMOREBIETA	481	=	+2.56

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN Social

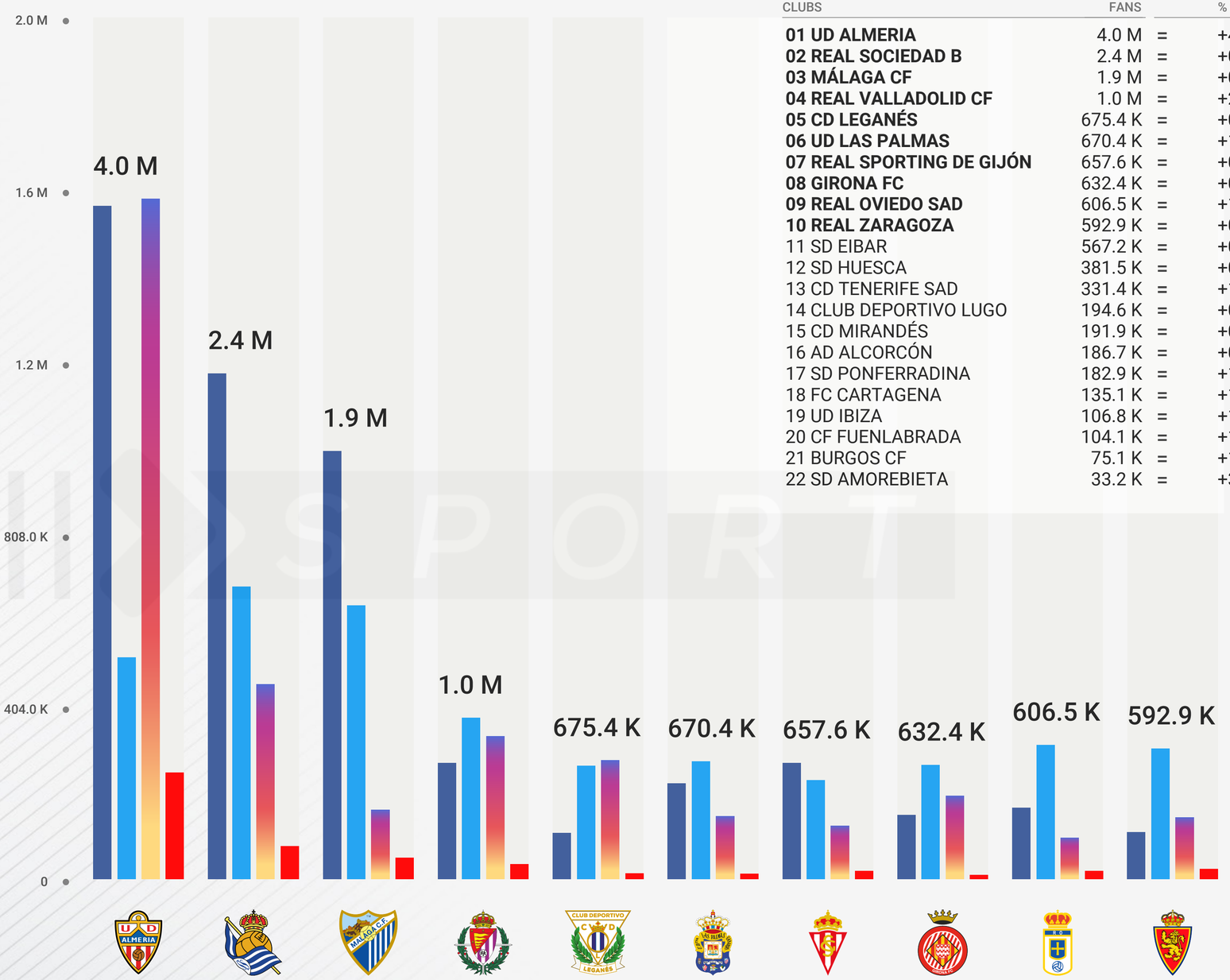
TOTAL FANBASE

15.7 M

LaLiga SmartBank

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 UD ALMERIA	4.0 M	=	+4.43
02 REAL SOCIEDAD B	2.4 M	=	+0.40
03 MÁLAGA CF	1.9 M	=	+0.16
04 REAL VALLADOLID CF	1.0 M	=	+2.53
05 CD LEGANÉS	675.4 K	=	+0.01
06 UD LAS PALMAS	670.4 K	=	+1.52
07 REAL SPORTING DE GIJÓN	657.6 K	=	+0.70
08 GIRONA FC	632.4 K	=	+0.53
09 REAL OVIEDO SAD	606.5 K	=	+1.38
10 REAL ZARAGOZA	592.9 K	=	+0.70
11 SD EIBAR	567.2 K	=	+0.74
12 SD HUESCA	381.5 K	=	+0.61
13 CD TENERIFE SAD	331.4 K	=	+1.44
14 CLUB DEPORTIVO LUGO	194.6 K	=	+0.92
15 CD MIRANDÉS	191.9 K	=	+0.83
16 AD ALCORCÓN	186.7 K	=	+0.61
17 SD PONFERRADINA	182.9 K	=	+1.08
18 FC CARTAGENA	135.1 K	=	+1.62
19 UD IBIZA	106.8 K	=	+1.82
20 CF FUENLABRADA	104.1 K	=	+1.47
21 BURGOS CF	75.1 K	=	+1.74
22 SD AMOREBIETA	33.2 K	=	+3.72

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

SPAIN Brands

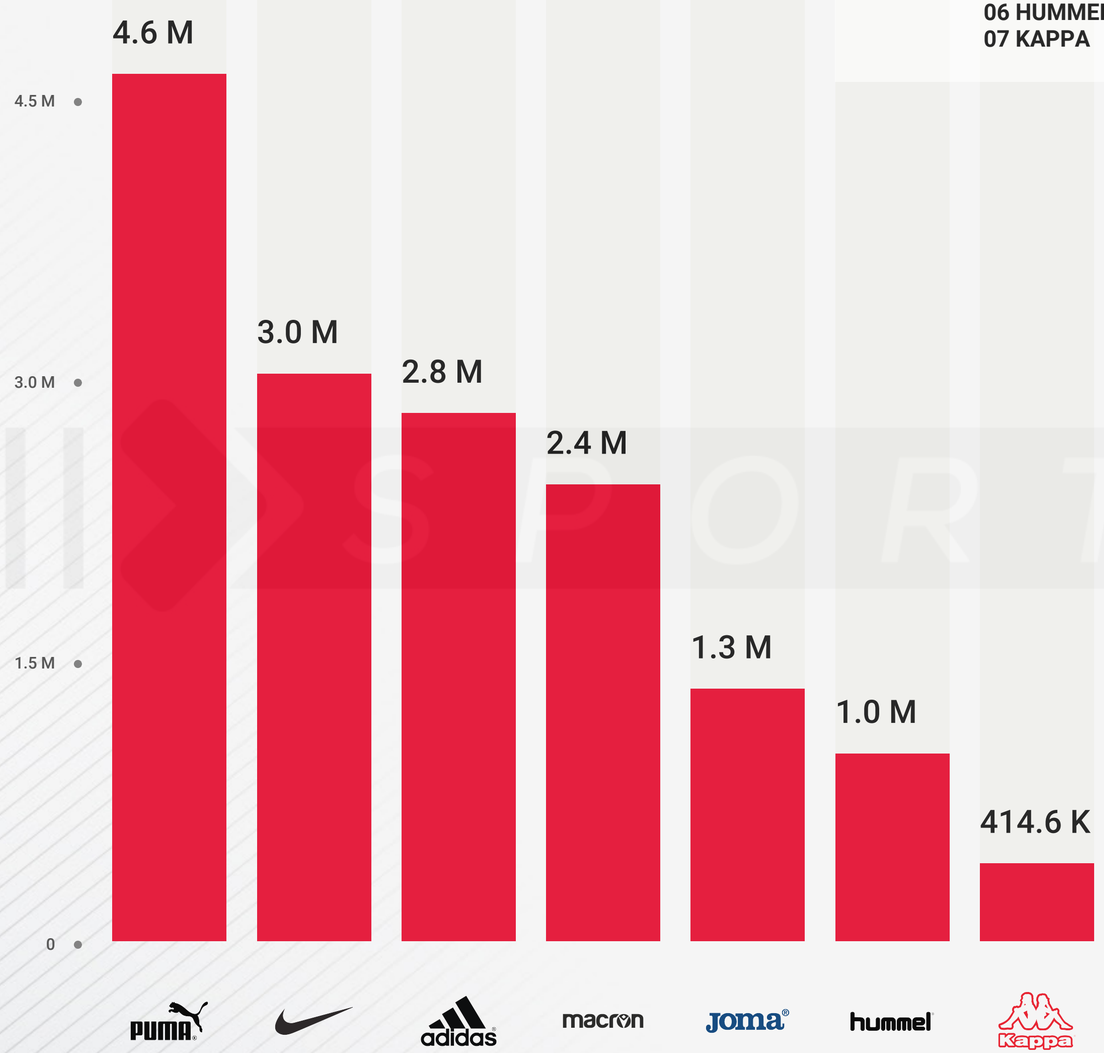
TOTAL FANBASE

15.7 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	4.6 M	=	+3.88
02 NIKE	3.0 M	=	+0.39
03 ADIDAS	2.8 M	=	+1.62
04 MACRON	2.4 M	=	+0.40
05 JOMA	1.3 M	=	+0.43
06 HUMMEL	1.0 M	=	+1.49
07 KAPPA	414.6 K	=	+1.00



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 UD ALMERIA	+4.43
02 SD AMOREBIETA	+3.72
03 REAL VALLADOLID CF	+2.53
04 UD IBIZA	+1.82
05 BURGOS CF	+1.74
06 FC CARTAGENA	+1.62
07 UD LAS PALMAS	+1.52
08 CF FUENLABRADA	+1.47
09 CD TENERIFE SAD	+1.44
10 REAL OVIEDO SAD	+1.38
11 SD PONFERRADINA	+1.08
12 CLUB DEPORTIVO LUGO	+0.92
13 CD MIRANDÉS	+0.83
14 SD EIBAR	+0.74
15 REAL ZARAGOZA	+0.70
16 REAL SPORTING DE GIJÓN	+0.70
17 SD HUESCA	+0.61
18 AD ALCORCÓN	+0.61
19 GIRONA FC	+0.53
20 REAL SOCIEDAD B	+0.40
21 MÁLAGA CF	+0.16
22 CD LEGANÉS	+0.01

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

PORTUGAL Snapshot / First Division

LIGA PORTUGAL

18

CLUBS

Total Primeira Liga football clubs analysed.

12

BRANDS

Total Primeira Liga Sport Brands on jerseys analysed.

23.2 M

+ 1.04%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

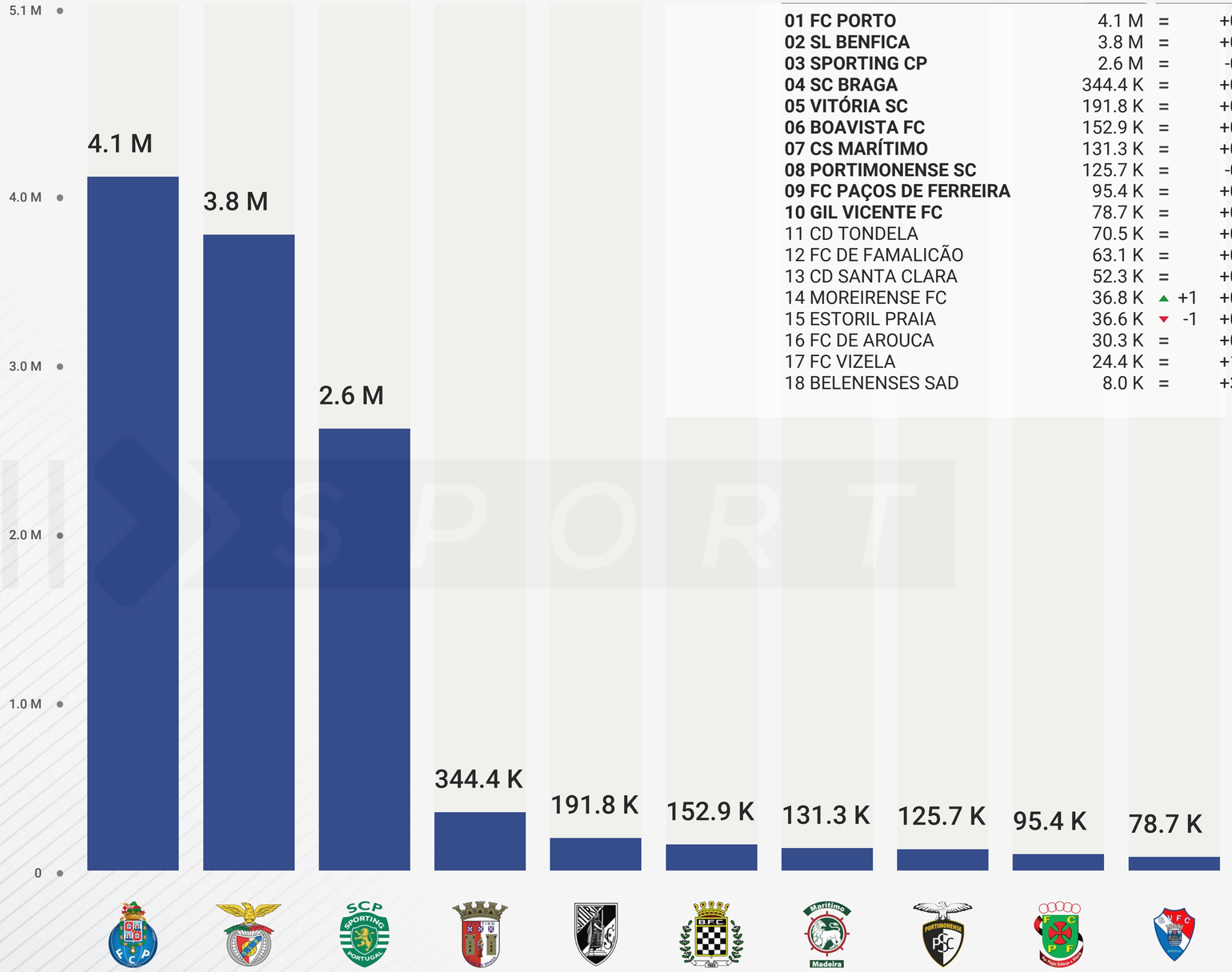
PORTUGAL Facebook

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	=	+0.00
02 SL BENFICA	3.8 M	=	+0.07
03 SPORTING CP	2.6 M	=	-0.06
04 SC BRAGA	344.4 K	=	+0.42
05 VITÓRIA SC	191.8 K	=	+0.18
06 BOAVISTA FC	152.9 K	=	+0.15
07 CS MARÍTIMO	131.3 K	=	+0.02
08 PORTIMONENSE SC	125.7 K	=	-0.23
09 FC PAÇOS DE FERREIRA	95.4 K	=	+0.19
10 GIL VICENTE FC	78.7 K	=	+0.29
11 CD TONDELA	70.5 K	=	+0.85
12 FC DE FAMALICÃO	63.1 K	=	+0.60
13 CD SANTA CLARA	52.3 K	=	+0.16
14 MOREIRENSE FC	36.8 K	▲ +1	+0.71
15 ESTORIL PRAIA	36.6 K	▼ -1	+0.09
16 FC DE AROUCA	30.3 K	=	+0.41
17 FC VIZELA	24.4 K	=	+1.68
18 BELENENSES SAD	8.0 K	=	+3.88

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

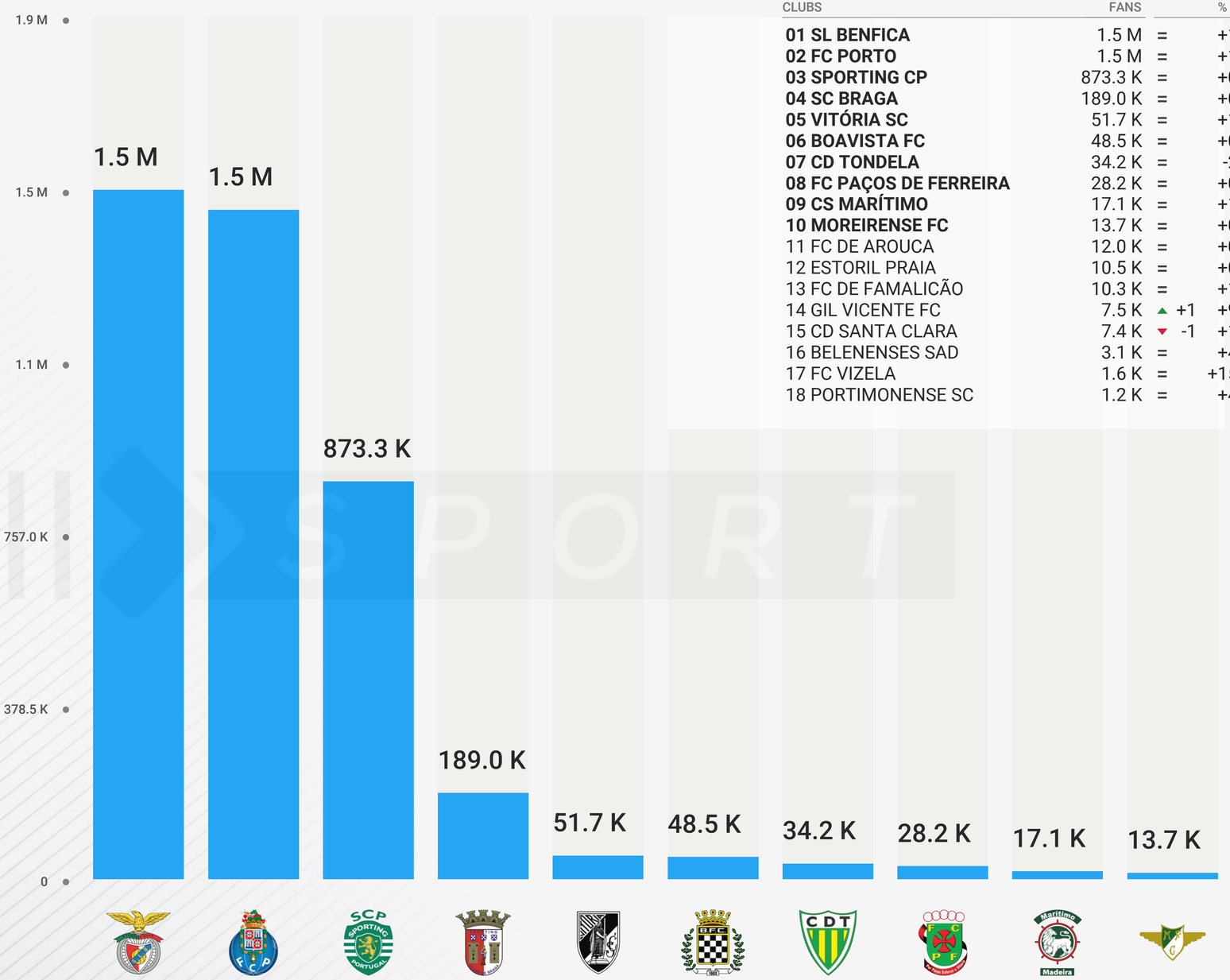
PORTUGAL Twitter

TOTAL FANBASE

4.3 M

LIGA PORTUGAL

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



CLUBS	FANS		% VAR*
01 SL BENFICA	1.5 M	=	+1.70
02 FC PORTO	1.5 M	=	+1.25
03 SPORTING CP	873.3 K	=	+0.94
04 SC BRAGA	189.0 K	=	+0.75
05 VITÓRIA SC	51.7 K	=	+1.37
06 BOAVISTA FC	48.5 K	=	+0.62
07 CD TONDELA	34.2 K	=	-2.01
08 FC PAÇOS DE FERREIRA	28.2 K	=	+0.36
09 CS MARÍTIMO	17.1 K	=	+1.18
10 MOREIRENSE FC	13.7 K	=	+0.74
11 FC DE AROUCA	12.0 K	=	+0.84
12 ESTORIL PRAIA	10.5 K	=	+0.00
13 FC DE FAMALICÃO	10.3 K	=	+1.98
14 GIL VICENTE FC	7.5 K	▲ +1	+9.63
15 CD SANTA CLARA	7.4 K	▼ -1	+1.78
16 BELENENSES SAD	3.1 K	=	+4.32
17 FC VIZELA	1.6 K	=	+15.20
18 PORTIMONENSE SC	1.2 K	=	+4.49

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

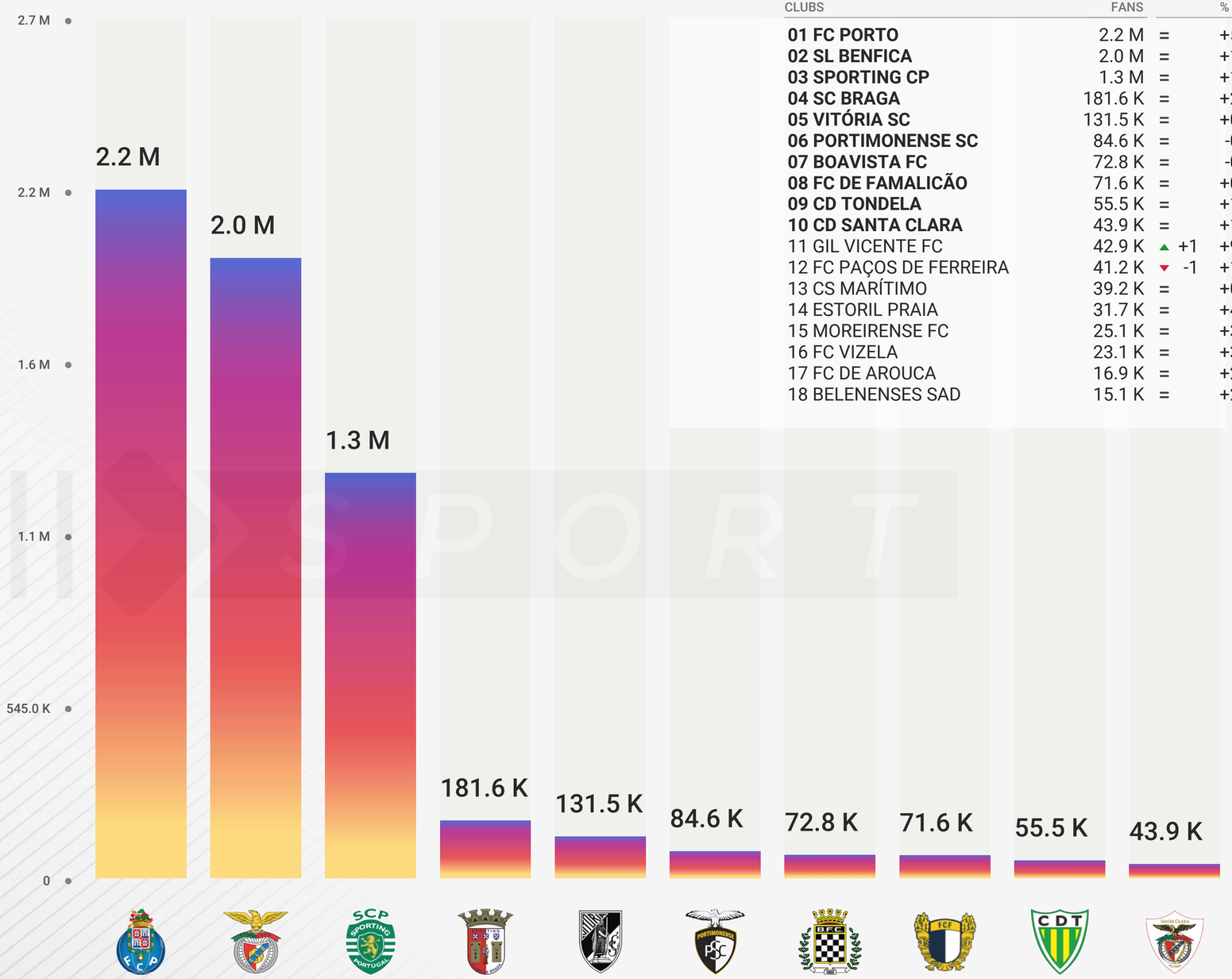
PORTUGAL Instagram

TOTAL FANBASE

6.3 M

LIGA PORTUGAL

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



CLUBS	FANS		% VAR*
01 FC PORTO	2.2 M	=	+5.17
02 SL BENFICA	2.0 M	=	+1.64
03 SPORTING CP	1.3 M	=	+1.02
04 SC BRAGA	181.6 K	=	+2.76
05 VITÓRIA SC	131.5 K	=	+0.98
06 PORTIMONENSE SC	84.6 K	=	-0.17
07 BOAVISTA FC	72.8 K	=	-0.95
08 FC DE FAMALICÃO	71.6 K	=	+0.73
09 CD TONDELA	55.5 K	=	+1.03
10 CD SANTA CLARA	43.9 K	=	+1.41
11 GIL VICENTE FC	42.9 K	▲ +1	+9.70
12 FC PAÇOS DE FERREIRA	41.2 K	▼ -1	+1.13
13 CS MARÍTIMO	39.2 K	=	+0.78
14 ESTORIL PRAIA	31.7 K	=	+4.62
15 MOREIRENSE FC	25.1 K	=	+3.65
16 FC VIZELA	23.1 K	=	+3.10
17 FC DE AROUCA	16.9 K	=	+2.24
18 BELENENSES SAD	15.1 K	=	+2.00

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

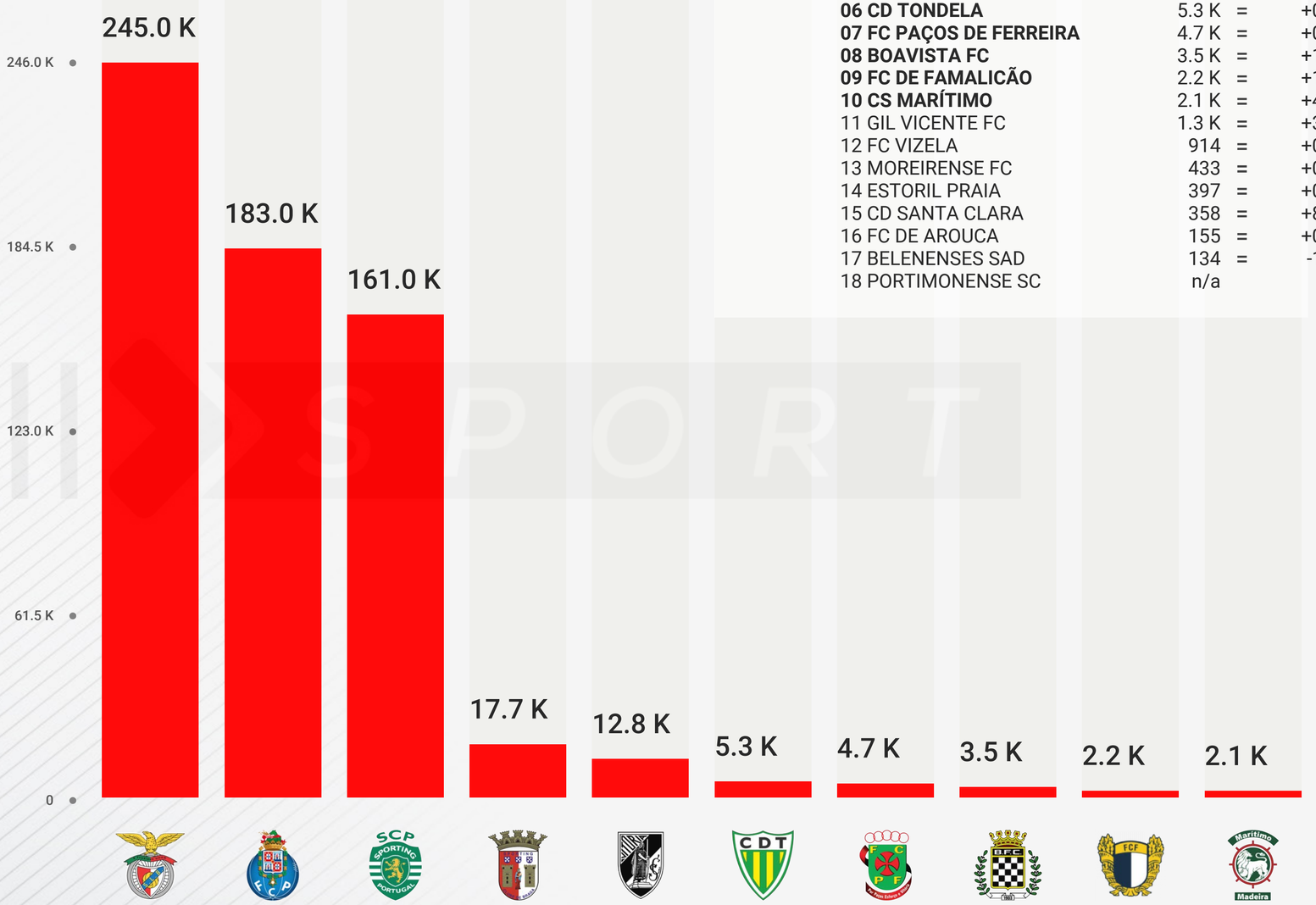
PORTUGAL YouTube

TOTAL FANBASE

641 K

LIGA PORTUGAL

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



CLUBS	FANS		% VAR*
01 SL BENFICA	245.0 K	=	+1.24
02 FC PORTO	183.0 K	=	+2.23
03 SPORTING CP	161.0 K	=	+1.26
04 SC BRAGA	17.7 K	=	+2.31
05 VITÓRIA SC	12.8 K	=	+0.79
06 CD TONDELA	5.3 K	=	+0.57
07 FC PAÇOS DE FERREIRA	4.7 K	=	+0.86
08 BOAVISTA FC	3.5 K	=	+1.76
09 FC DE FAMALICÃO	2.2 K	=	+1.84
10 CS MARÍTIMO	2.1 K	=	+4.90
11 GIL VICENTE FC	1.3 K	=	+3.15
12 FC VIZELA	914	=	+0.00
13 MOREIRENSE FC	433	=	+0.70
14 ESTORIL PRAIA	397	=	+0.76
15 CD SANTA CLARA	358	=	+8.81
16 FC DE AROUCA	155	=	+0.00
17 BELENENSES SAD	134	=	-1.47
18 PORTIMONENSE SC	n/a		n/a

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

PORTUGAL Social

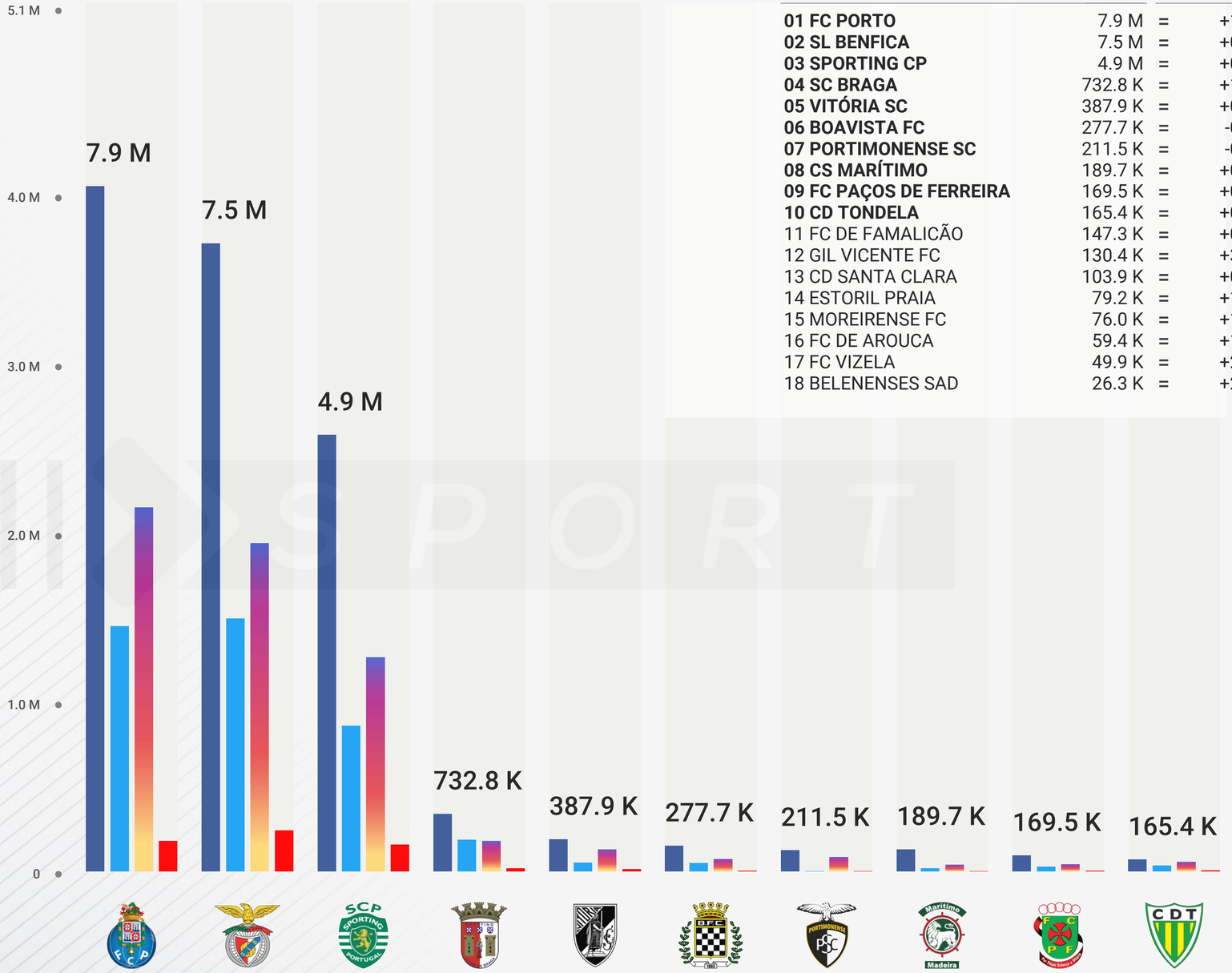
TOTAL FANBASE

23.2 M

LIGA PORTUGAL

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 FC PORTO	7.9 M	=	+1.66
02 SL BENFICA	7.5 M	=	+0.84
03 SPORTING CP	4.9 M	=	+0.44
04 SC BRAGA	732.8 K	=	+1.12
05 VITÓRIA SC	387.9 K	=	+0.63
06 BOAVISTA FC	277.7 K	=	-0.04
07 PORTIMONENSE SC	211.5 K	=	-0.18
08 CS MARÍTIMO	189.7 K	=	+0.33
09 FC PAÇOS DE FERREIRA	169.5 K	=	+0.46
10 CD TONDELA	165.4 K	=	+0.29
11 FC DE FAMALICÃO	147.3 K	=	+0.78
12 GIL VICENTE FC	130.4 K	=	+3.76
13 CD SANTA CLARA	103.9 K	=	+0.82
14 ESTORIL PRAIA	79.2 K	=	+1.85
15 MOREIRENSE FC	76.0 K	=	+1.67
16 FC DE AROUCA	59.4 K	=	+1.01
17 FC VIZELA	49.9 K	=	+2.69
18 BELENENSES SAD	26.3 K	=	+2.81

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

PORTUGAL Brands

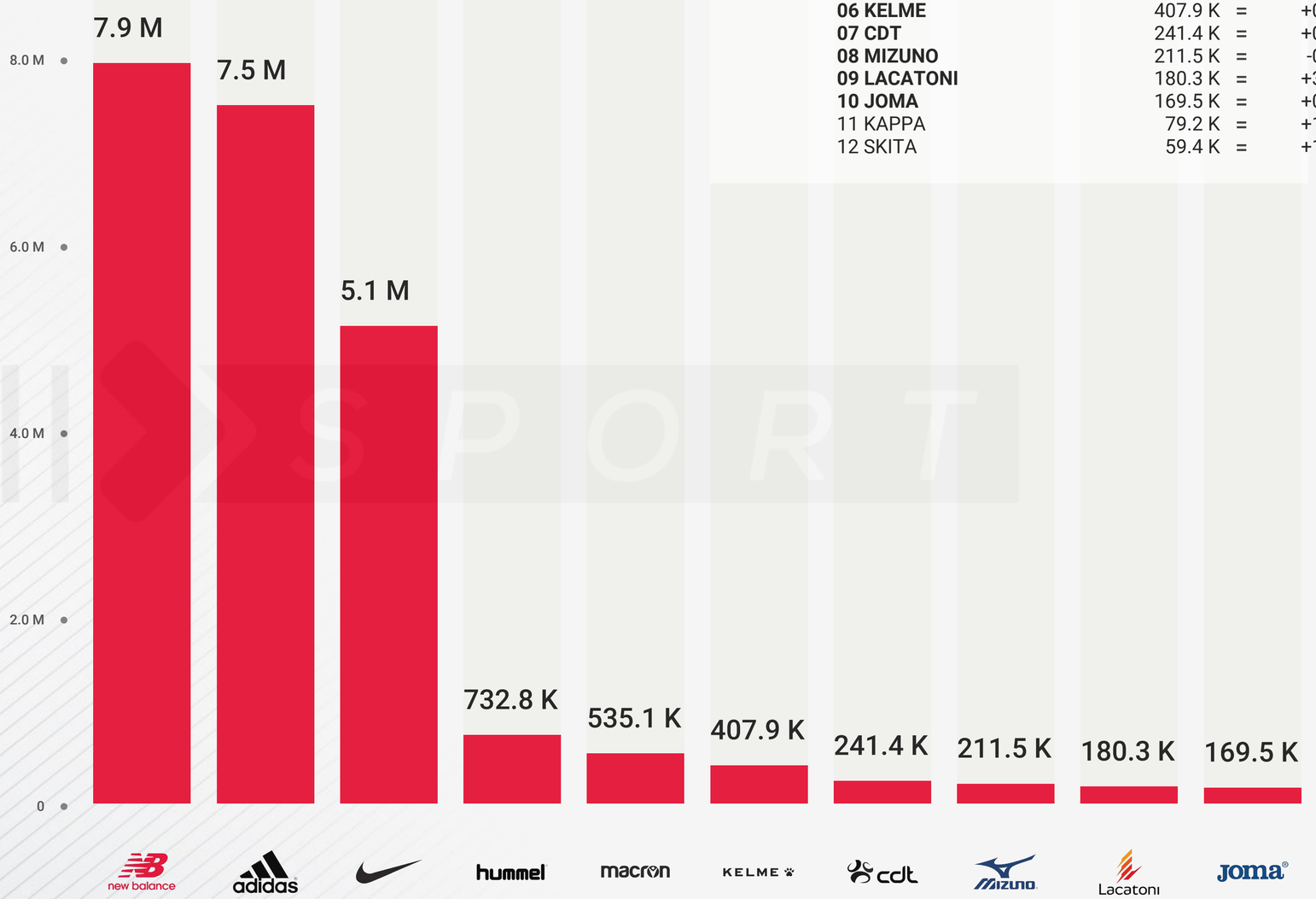
TOTAL FANBASE

23.2 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	7.9 M	=	+1.66
02 ADIDAS	7.5 M	=	+0.84
03 NIKE	5.1 M	=	+0.43
04 HUMMEL	732.8 K	=	+1.12
05 MACRON	535.1 K	=	+0.67
06 KELME	407.9 K	=	+0.36
07 CDT	241.4 K	=	+0.72
08 MIZUNO	211.5 K	=	-0.18
09 LACATONI	180.3 K	=	+3.46
10 JOMA	169.5 K	=	+0.46
11 KAPPA	79.2 K	=	+1.85
12 SKITA	59.4 K	=	+1.01



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

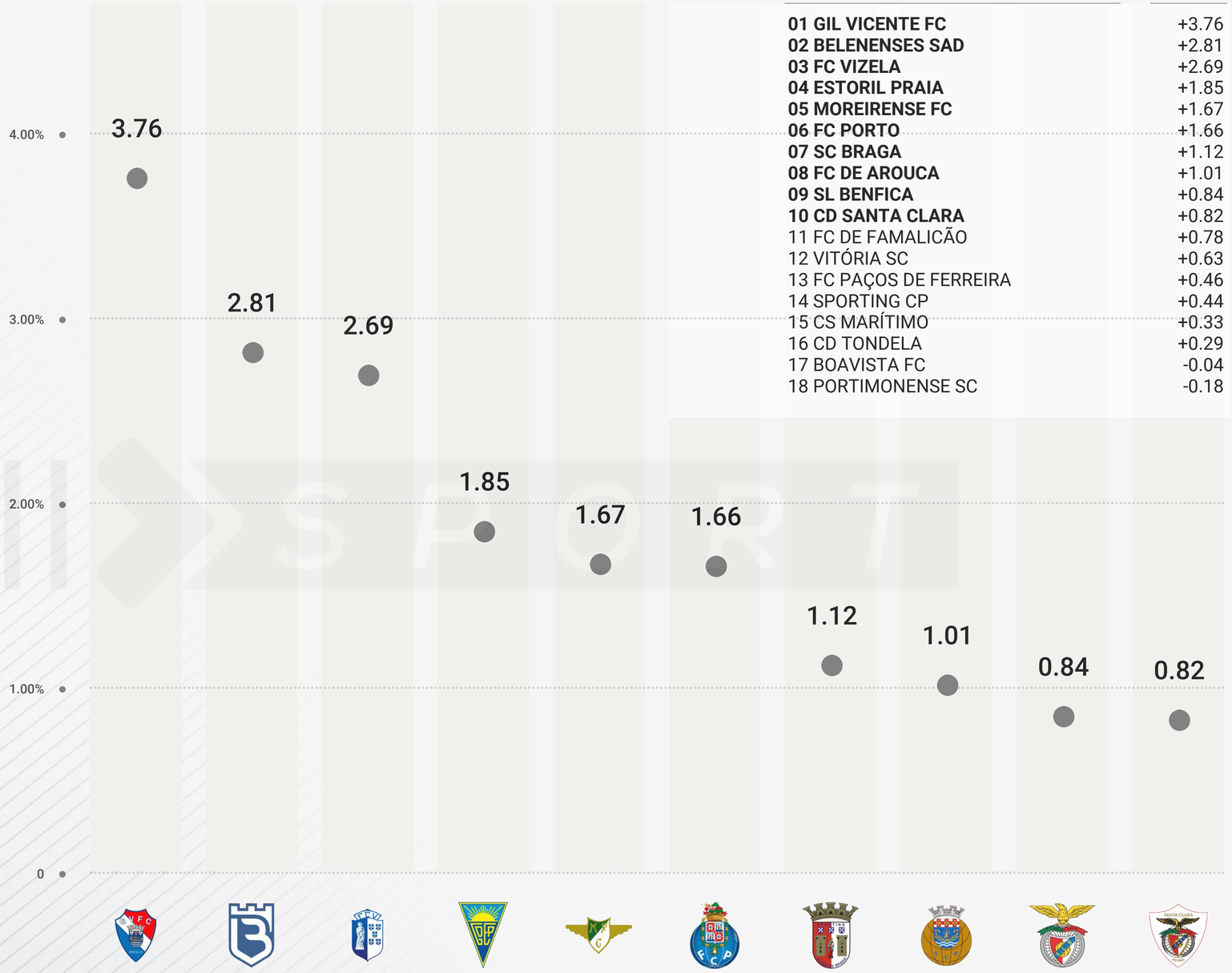
IQUII SPORT

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 April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 GIL VICENTE FC	**+3.76**
02 BELENENSES SAD	**+2.81**
03 FC VIZELA	**+2.69**
04 ESTORIL PRAIA	**+1.85**
05 MOREIRENSE FC	**+1.67**
06 FC PORTO	**+1.66**
07 SC BRAGA	**+1.12**
08 FC DE AROUCA	**+1.01**
09 SL BENFICA	**+0.84**
10 CD SANTA CLARA	**+0.82**
11 FC DE FAMALICÃO	+0.78
12 VITÓRIA SC	+0.63
13 FC PAÇOS DE FERREIRA	+0.46
14 SPORTING CP	+0.44
15 CS MARÍTIMO	+0.33
16 CD TONDELA	+0.29
17 BOAVISTA FC	-0.04
18 PORTIMONENSE SC	-0.18

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

NETHERLANDS Snapshot / First Division



18

CLUBS

Total Eredivisie football clubs analysed.

11

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

21.0 M

+ 2.43%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

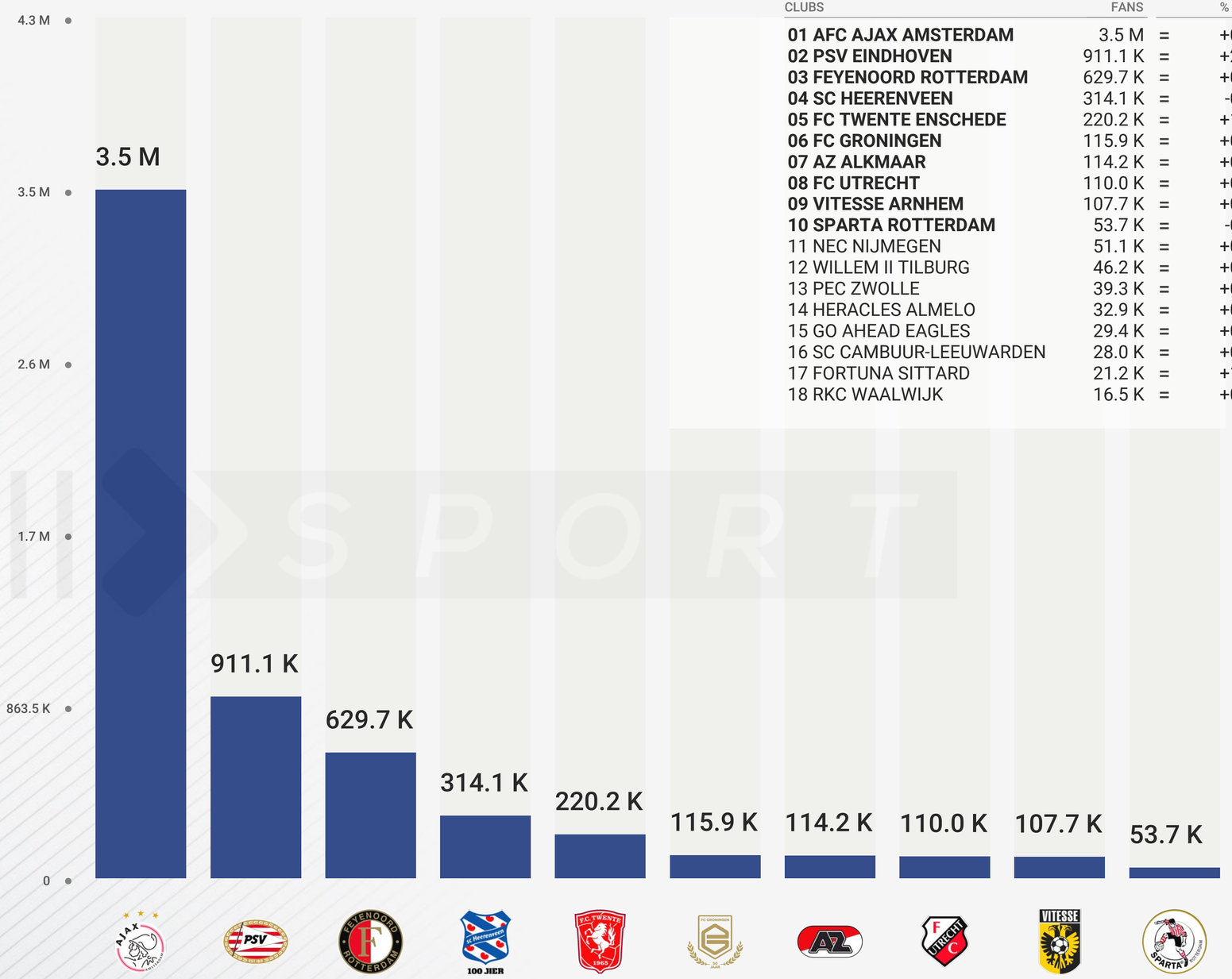
IQUII SPORT

NETHERLANDS Facebook

TOTAL FANBASE

6.3 M

Ranking of the most followed Eredivisie football clubs on Facebook.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	3.5 M	=	+0.61
02 PSV EINDHOVEN	911.1 K	=	+2.03
03 FEYENOORD ROTTERDAM	629.7 K	=	+0.93
04 SC HEERENVEEN	314.1 K	=	-0.54
05 FC TWENTE ENSCHEDE	220.2 K	=	+1.37
06 FC GRONINGEN	115.9 K	=	+0.05
07 AZ ALKMAAR	114.2 K	=	+0.31
08 FC UTRECHT	110.0 K	=	+0.27
09 VITESSE ARNHEM	107.7 K	=	+0.39
10 SPARTA ROTTERDAM	53.7 K	=	-0.04
11 NEC NIJMEGEN	51.1 K	=	+0.50
12 WILLEM II TILBURG	46.2 K	=	+0.37
13 PEC ZWOLLE	39.3 K	=	+0.51
14 HERACLES ALMELO	32.9 K	=	+0.56
15 GO AHEAD EAGLES	29.4 K	=	+0.93
16 SC CAMBUUR-LEEUWARDEN	28.0 K	=	+0.91
17 FORTUNA SITTARD	21.2 K	=	+1.30
18 RKC WAALWIJK	16.5 K	=	+0.86

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

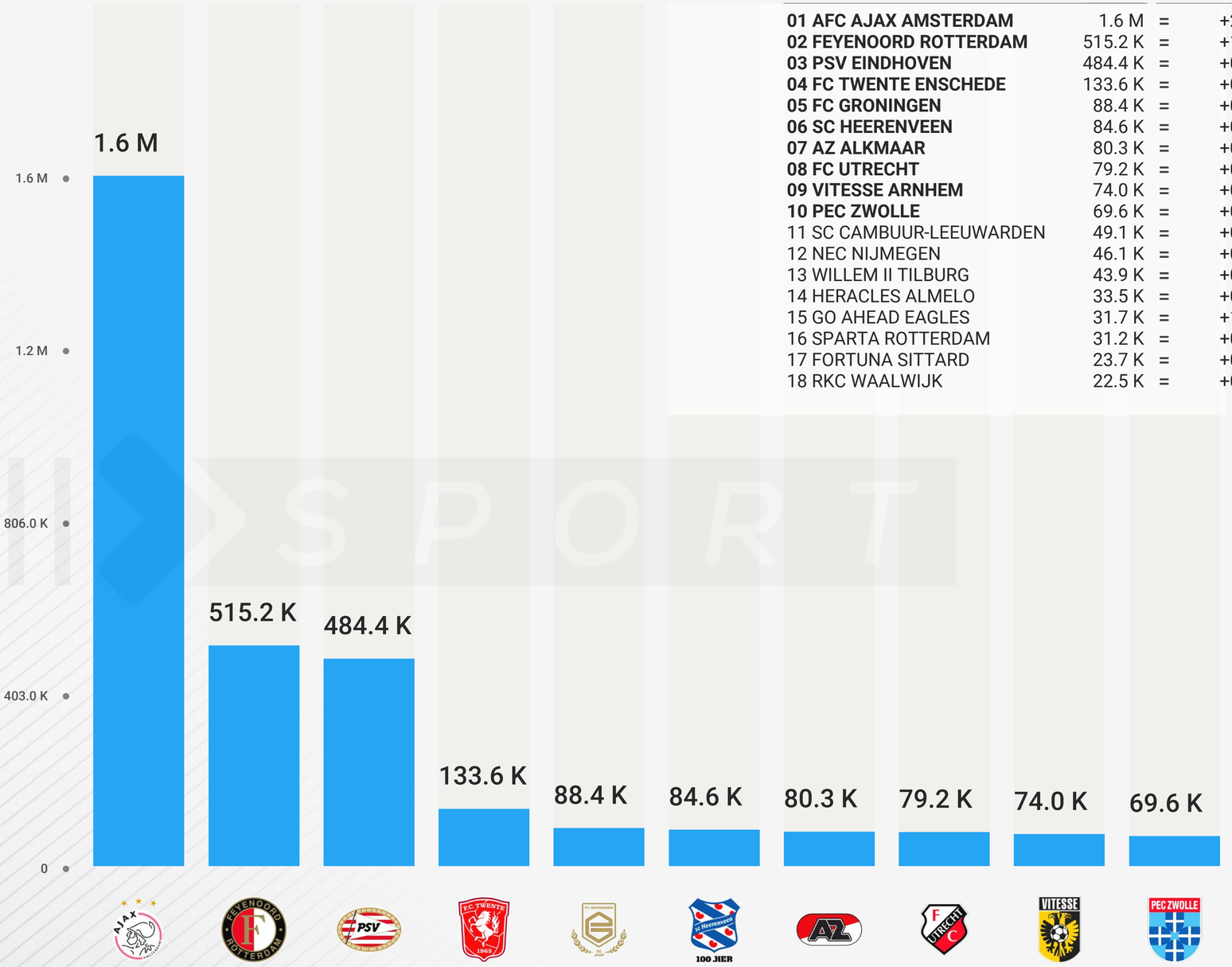
IQUII SPORT

NETHERLANDS Twitter

TOTAL FANBASE

3.5 M

Ranking of the most followed Eredivisie football clubs on Twitter.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	1.6 M	=	+2.89
02 FEYENOORD ROTTERDAM	515.2 K	=	+1.84
03 PSV EINDHOVEN	484.4 K	=	+0.71
04 FC TWENTE ENSCHEDE	133.6 K	=	+0.91
05 FC GRONINGEN	88.4 K	=	+0.57
06 SC HEERENVEEN	84.6 K	=	+0.59
07 AZ ALKMAAR	80.3 K	=	+0.63
08 FC UTRECHT	79.2 K	=	+0.38
09 VITESSE ARNHEM	74.0 K	=	+0.54
10 PEC ZWOLLE	69.6 K	=	+0.58
11 SC CAMBUUR-LEEUWARDEN	49.1 K	=	+0.82
12 NEC NIJMEGEN	46.1 K	=	+0.88
13 WILLEM II TILBURG	43.9 K	=	+0.69
14 HERACLES ALMELO	33.5 K	=	+0.90
15 GO AHEAD EAGLES	31.7 K	=	+1.60
16 SPARTA ROTTERDAM	31.2 K	=	+0.97
17 FORTUNA SITTARD	23.7 K	=	+0.85
18 RKC WAALWIJK	22.5 K	=	+0.90

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

NETHERLANDS Instagram

TOTAL FANBASE

9.6 M

Ranking of the most followed Eredivisie football clubs on Instagram.



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	7.4 M	=	+4.00
02 PSV EINDHOVEN	573.0 K	=	+2.38
03 FEYENOORD ROTTERDAM	554.6 K	=	+4.54
04 AZ ALKMAAR	149.1 K	=	+0.92
05 FC UTRECHT	141.5 K	=	-1.29
06 FC TWENTE ENSCHEDE	124.8 K	=	+3.85
07 FC GRONINGEN	116.9 K	=	+0.63
08 VITESSE ARNHEM	91.2 K	=	+1.59
09 SC HEERENVEEN	67.6 K	=	+1.73
10 WILLEM II TILBURG	64.1 K	▲ +1	+8.05
11 FORTUNA SITTARD	61.1 K	▼ -1	-0.12
12 PEC ZWOLLE	56.2 K	=	+2.22
13 SPARTA ROTTERDAM	53.8 K	=	+7.33
14 NEC NIJMEGEN	51.3 K	=	+2.85
15 SC CAMBUUR-LEEUWARDEN	40.5 K	=	+2.85
16 GO AHEAD EAGLES	39.4 K	=	+4.14
17 RKC WAALWIJK	38.2 K	=	+2.55
18 HERACLES ALMELO	34.7 K	=	+2.04

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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	907.0 K	=	+3.54
02 PSV EINDHOVEN	228.0 K	=	+1.33
03 FEYENOORD ROTTERDAM	150.0 K	=	+2.74
04 SC HEERENVEEN	54.7 K	=	+0.37
05 AZ ALKMAAR	38.6 K	=	+1.05
06 FC UTRECHT	38.0 K	=	-0.26
07 FC TWENTE ENSCHEDE	27.7 K	=	+1.84
08 FC GRONINGEN	21.9 K	=	+0.92
09 VITESSE ARNHEM	16.5 K	=	+1.23
10 PEC ZWOLLE	11.1 K	=	+1.83
11 WILLEM II TILBURG	9.0 K	=	+1.58
12 HERACLES ALMELO	7.3 K	=	+1.39
13 SC CAMBUUR-LEEUWARDEN	6.6 K	=	+2.34
14 GO AHEAD EAGLES	6.4 K	▲ +1	+3.75
15 NEC NIJMEGEN	6.3 K	▼ -1	+0.96
16 SPARTA ROTTERDAM	6.2 K	=	+3.02
17 RKC WAALWIJK	2.9 K	=	+2.48
18 FORTUNA SITTARD	2.4 K	=	+3.83

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

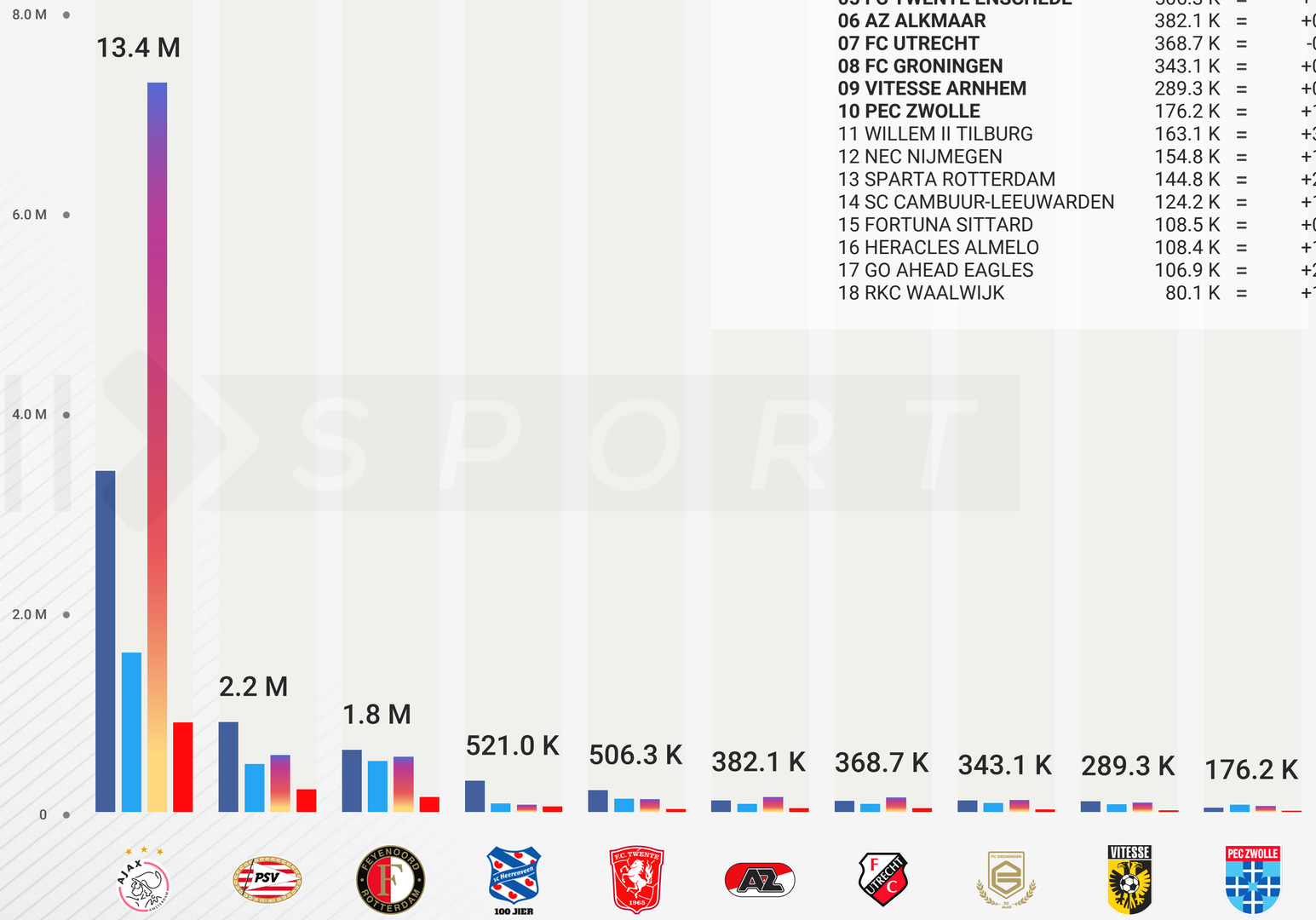
NETHERLANDS Social

TOTAL FANBASE

21.0 M

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 AFC AJAX AMSTERDAM	13.4 M	=	+2.94
02 PSV EINDHOVEN	2.2 M	=	+1.75
03 FEYENOORD ROTTERDAM	1.8 M	=	+2.39
04 SC HEERENVEEN	521.0 K	=	+0.03
05 FC TWENTE ENSCHEDE	506.3 K	=	+1.87
06 AZ ALKMAAR	382.1 K	=	+0.69
07 FC UTRECHT	368.7 K	=	-0.36
08 FC GRONINGEN	343.1 K	=	+0.44
09 VITESSE ARNHEM	289.3 K	=	+0.85
10 PEC ZWOLLE	176.2 K	=	+1.16
11 WILLEM II TILBURG	163.1 K	=	+3.41
12 NEC NIJMEGEN	154.8 K	=	+1.40
13 SPARTA ROTTERDAM	144.8 K	=	+2.94
14 SC CAMBUUR-LEEUWARDEN	124.2 K	=	+1.58
15 FORTUNA SITTARD	108.5 K	=	+0.45
16 HERACLES ALMELO	108.4 K	=	+1.19
17 GO AHEAD EAGLES	106.9 K	=	+2.46
18 RKC WAALWIJK	80.1 K	=	+1.73

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

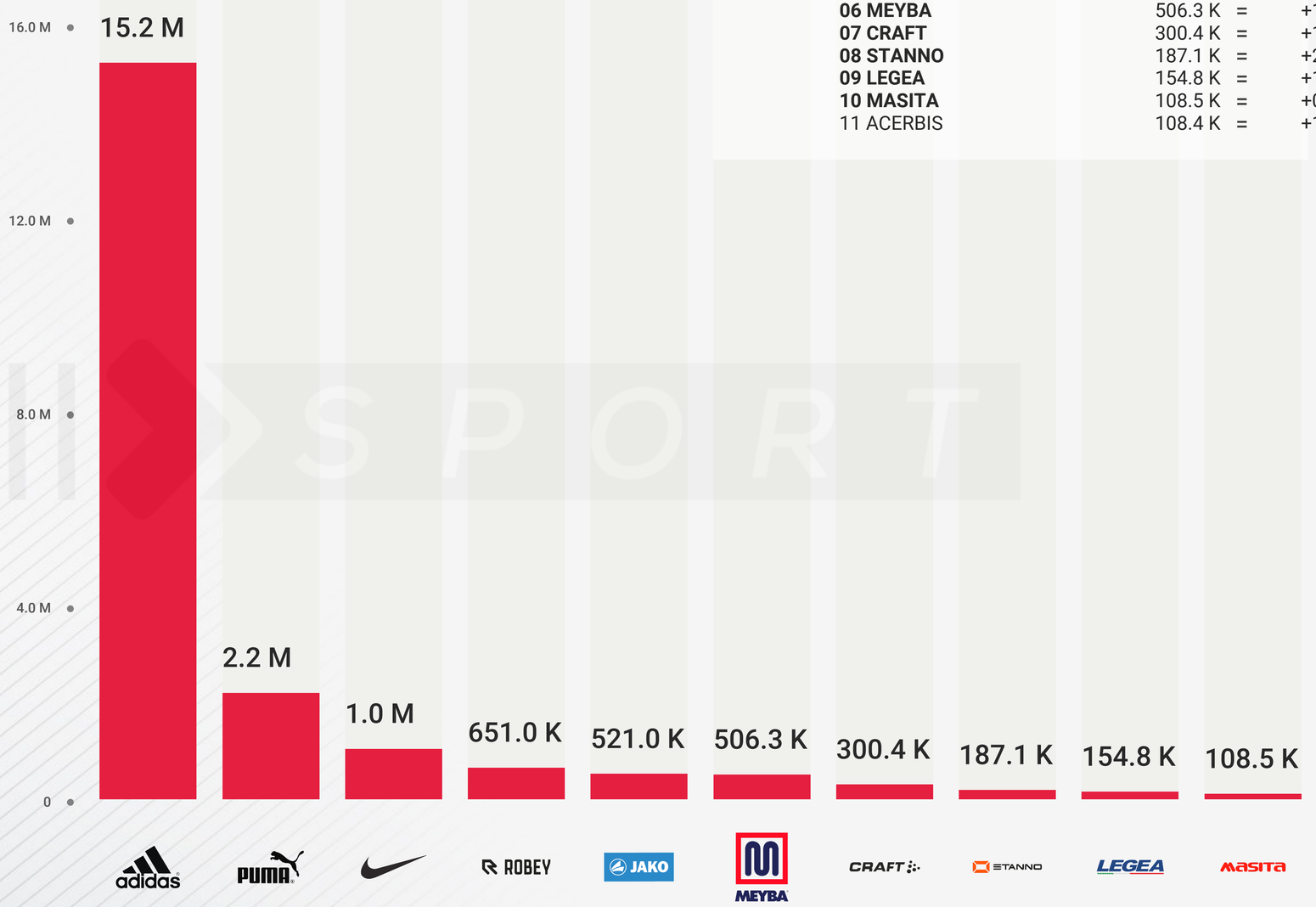
NETHERLANDS Brands

TOTAL FANBASE

21.0 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	15.2 M	=	+2.87
02 PUMA	2.2 M	=	+1.75
03 NIKE	1.0 M	=	+0.36
04 ROBEY	651.0 K	=	+1.72
05 JAKO	521.0 K	=	+0.03
06 MEYBA	506.3 K	=	+1.87
07 CRAFT	300.4 K	=	+1.33
08 STANNO	187.1 K	=	+2.15
09 LEGEA	154.8 K	=	+1.40
10 MASITA	108.5 K	=	+0.45
11 ACERBIS	108.4 K	=	+1.19



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

NETHERLANDS Brands

CLUBS
18

SPORT BRANDS
11

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



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

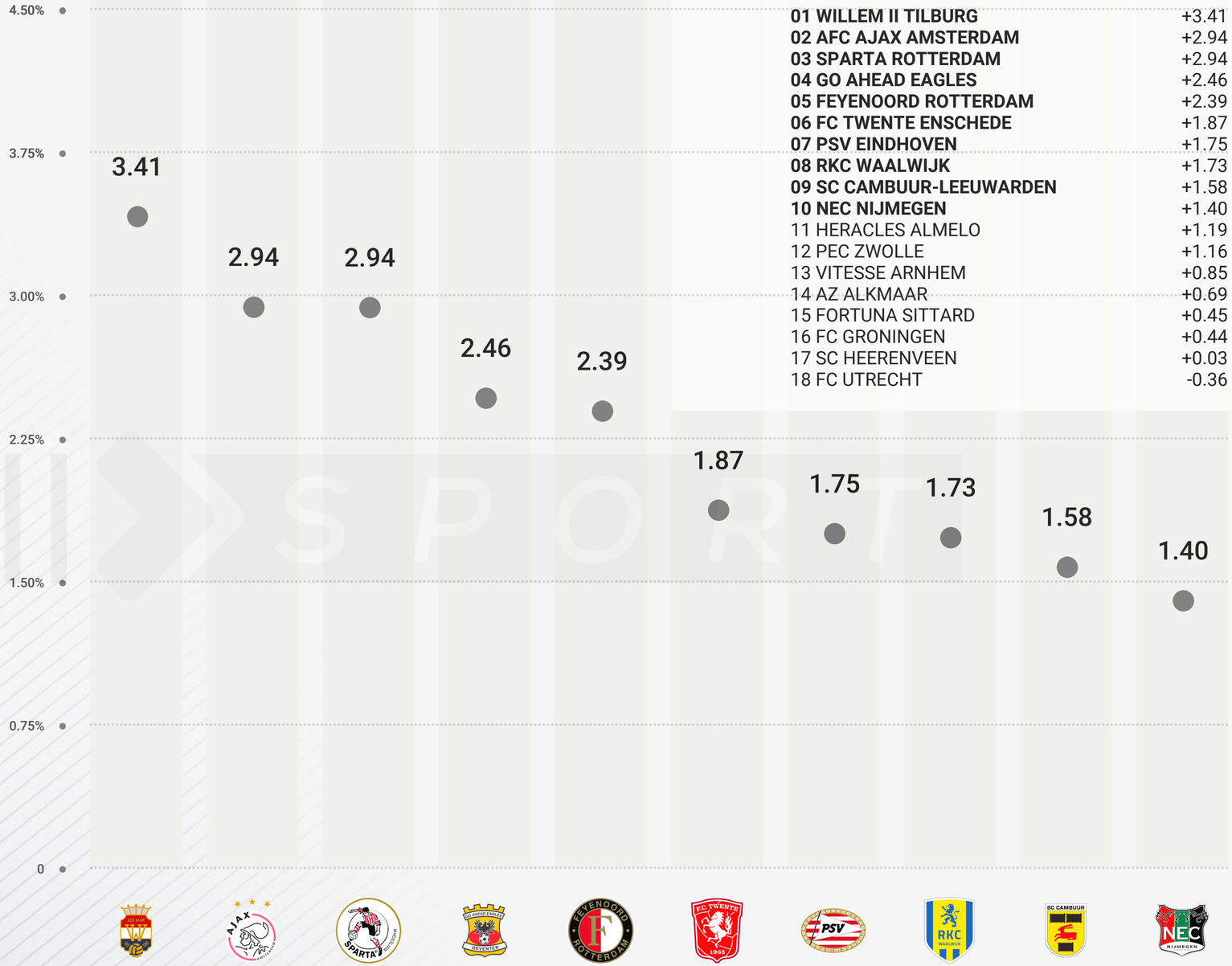
©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

NETHERLANDS Grown Up

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 WILLEM II TILBURG	**+3.41**
02 AFC AJAX AMSTERDAM	**+2.94**
03 SPARTA ROTTERDAM	**+2.94**
04 GO AHEAD EAGLES	**+2.46**
05 FEYENOORD ROTTERDAM	**+2.39**
06 FC TWENTE ENSCHEDE	**+1.87**
07 PSV EINDHOVEN	**+1.75**
08 RKC WAALWIJK	**+1.73**
09 SC CAMBUUR-LEEUWARDEN	**+1.58**
10 NEC NIJMEGEN	**+1.40**
11 HERACLES ALMELO	+1.19
12 PEC ZWOLLE	+1.16
13 VITESSE ARNHEM	+0.85
14 AZ ALKMAAR	+0.69
15 FORTUNA SITTARD	+0.45
16 FC GRONINGEN	+0.44
17 SC HEERENVEEN	+0.03
18 FC UTRECHT	-0.36

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

BELGIUM Snapshot / First Division



18

CLUBS

Total Pro League football clubs analysed.

13

BRANDS

Total Pro League Sport Brands on jerseys analysed.

5.8 M

+ 0.79%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

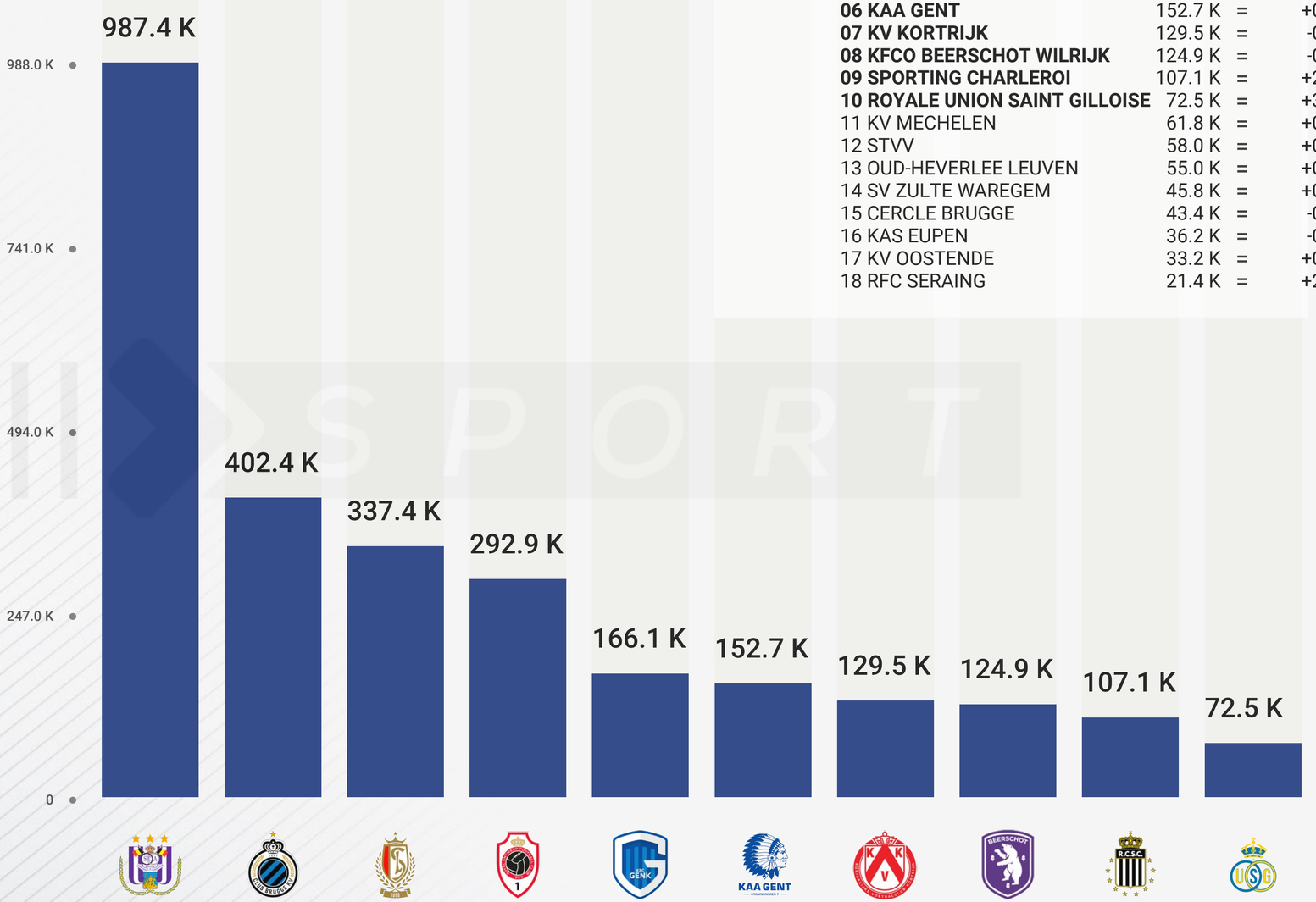
BELGIUM Facebook

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	987.4 K	=	-0.08
02 CLUB BRUGGE	402.4 K	=	+0.47
03 STANDARD DE LIÈGE	337.4 K	=	+0.30
04 ROYAL ANTWERP FC	292.9 K	=	+0.08
05 KRC GENK	166.1 K	=	+0.31
06 KAA GENT	152.7 K	=	+0.58
07 KV KORTRIJK	129.5 K	=	-0.07
08 KFCO BEERSCHOT WILRIJK	124.9 K	=	-0.68
09 SPORTING CHARLEROI	107.1 K	=	+2.14
10 ROYALE UNION SAINT GILLOISE	72.5 K	=	+3.61
11 KV MECHELEN	61.8 K	=	+0.32
12 STVV	58.0 K	=	+0.02
13 OUD-HEVERLEE LEUVEN	55.0 K	=	+0.07
14 SV ZULTE WAREGEM	45.8 K	=	+0.02
15 CERCLE BRUGGE	43.4 K	=	-0.02
16 KAS EUPEN	36.2 K	=	-0.07
17 KV OOSTENDE	33.2 K	=	+0.77
18 RFC SERAING	21.4 K	=	+2.21

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

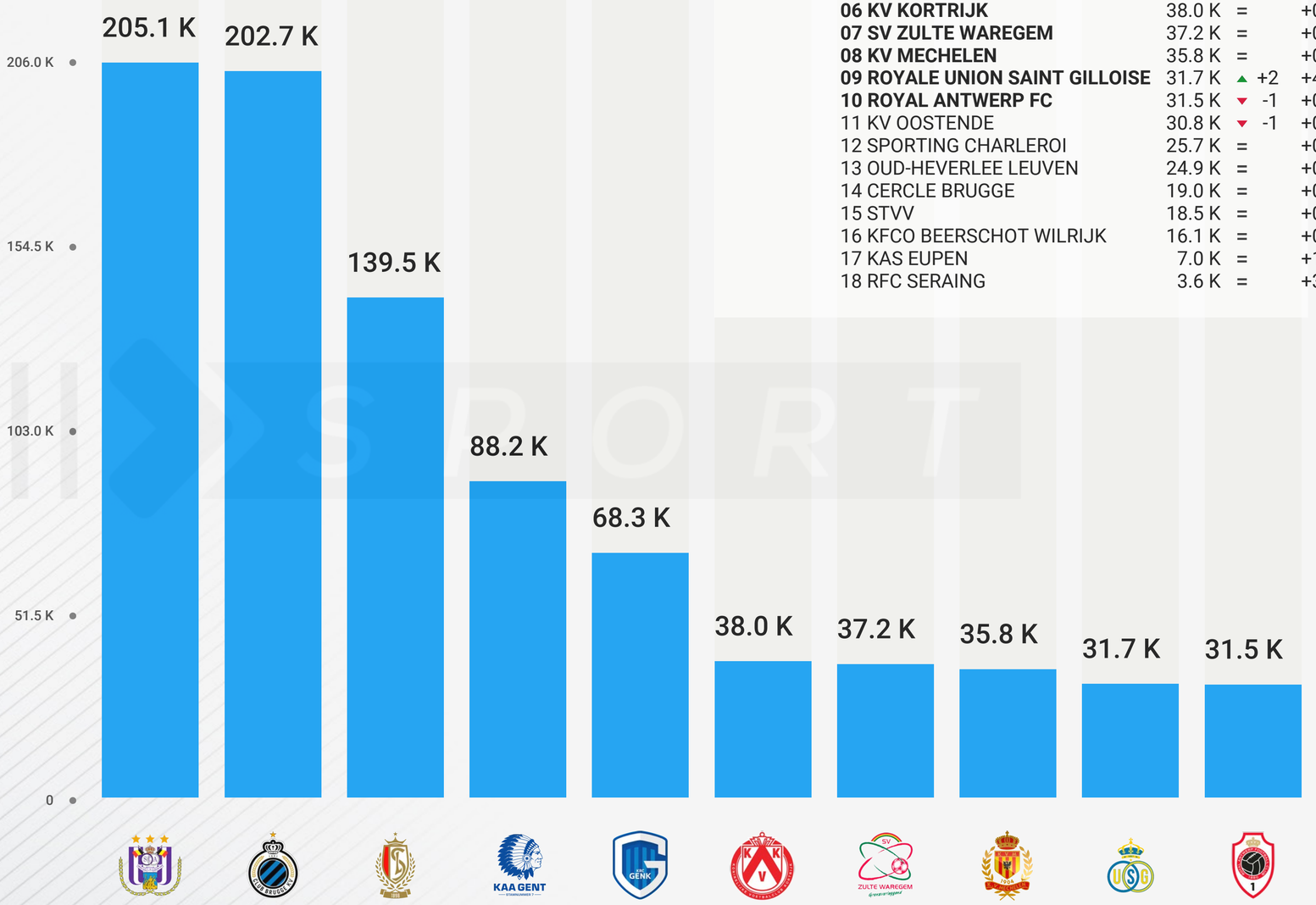
BELGIUM Twitter

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	205.1 K	=	+0.69
02 CLUB BRUGGE	202.7 K	=	+0.85
03 STANDARD DE LIÈGE	139.5 K	=	+0.36
04 KAA GENT	88.2 K	=	+0.68
05 KRC GENK	68.3 K	=	+0.59
06 KV KORTRIJK	38.0 K	=	+0.00
07 SV ZULTE WAREGEM	37.2 K	=	+0.00
08 KV MECHELEN	35.8 K	=	+0.56
09 ROYALE UNION SAINT GILLOISE	31.7 K	▲ +2	+4.28
10 ROYAL ANTWERP FC	31.5 K	▼ -1	+0.96
11 KV OOSTENDE	30.8 K	▼ -1	+0.33
12 SPORTING CHARLEROI	25.7 K	=	+0.78
13 OUD-HEVERLEE LEUVEN	24.9 K	=	+0.00
14 CERCLE BRUGGE	19.0 K	=	+0.53
15 STVV	18.5 K	=	+0.54
16 KFCO BEERSCHOT WILRIJK	16.1 K	=	+0.00
17 KAS EUPEN	7.0 K	=	+1.12
18 RFC SERAING	3.6 K	=	+3.77

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

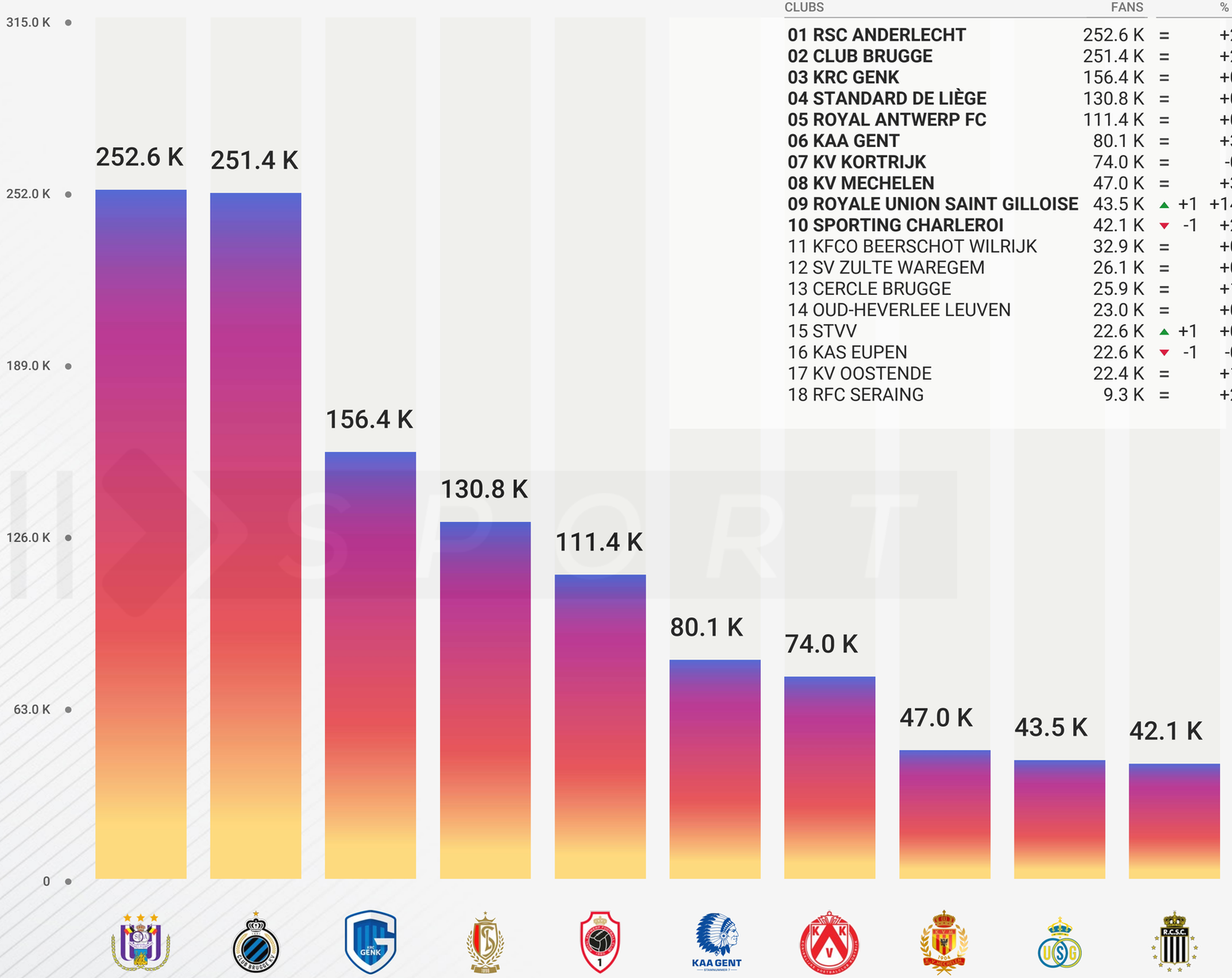
BELGIUM Instagram

TOTAL FANBASE

1.4 M

Jupiler Pro League

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



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	252.6 K	=	+2.01
02 CLUB BRUGGE	251.4 K	=	+2.88
03 KRC GENK	156.4 K	=	+0.62
04 STANDARD DE LIÈGE	130.8 K	=	+0.19
05 ROYAL ANTWERP FC	111.4 K	=	+0.88
06 KAA GENT	80.1 K	=	+3.99
07 KV KORTRIJK	74.0 K	=	-0.11
08 KV MECHELEN	47.0 K	=	+3.30
09 ROYALE UNION SAINT GILLOISE	43.5 K	▲ +1	+14.01
10 SPORTING CHARLEROI	42.1 K	▼ -1	+2.79
11 KFCO BEERSCHOT WILRIJK	32.9 K	=	+0.37
12 SV ZULTE WAREGEM	26.1 K	=	+0.46
13 CERCLE BRUGGE	25.9 K	=	+1.26
14 OUD-HEVERLEE LEUVEN	23.0 K	=	+0.13
15 STVV	22.6 K	▲ +1	+0.40
16 KAS EUPEN	22.6 K	▼ -1	-0.48
17 KV OOSTENDE	22.4 K	=	+1.04
18 RFC SERAING	9.3 K	=	+2.91

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

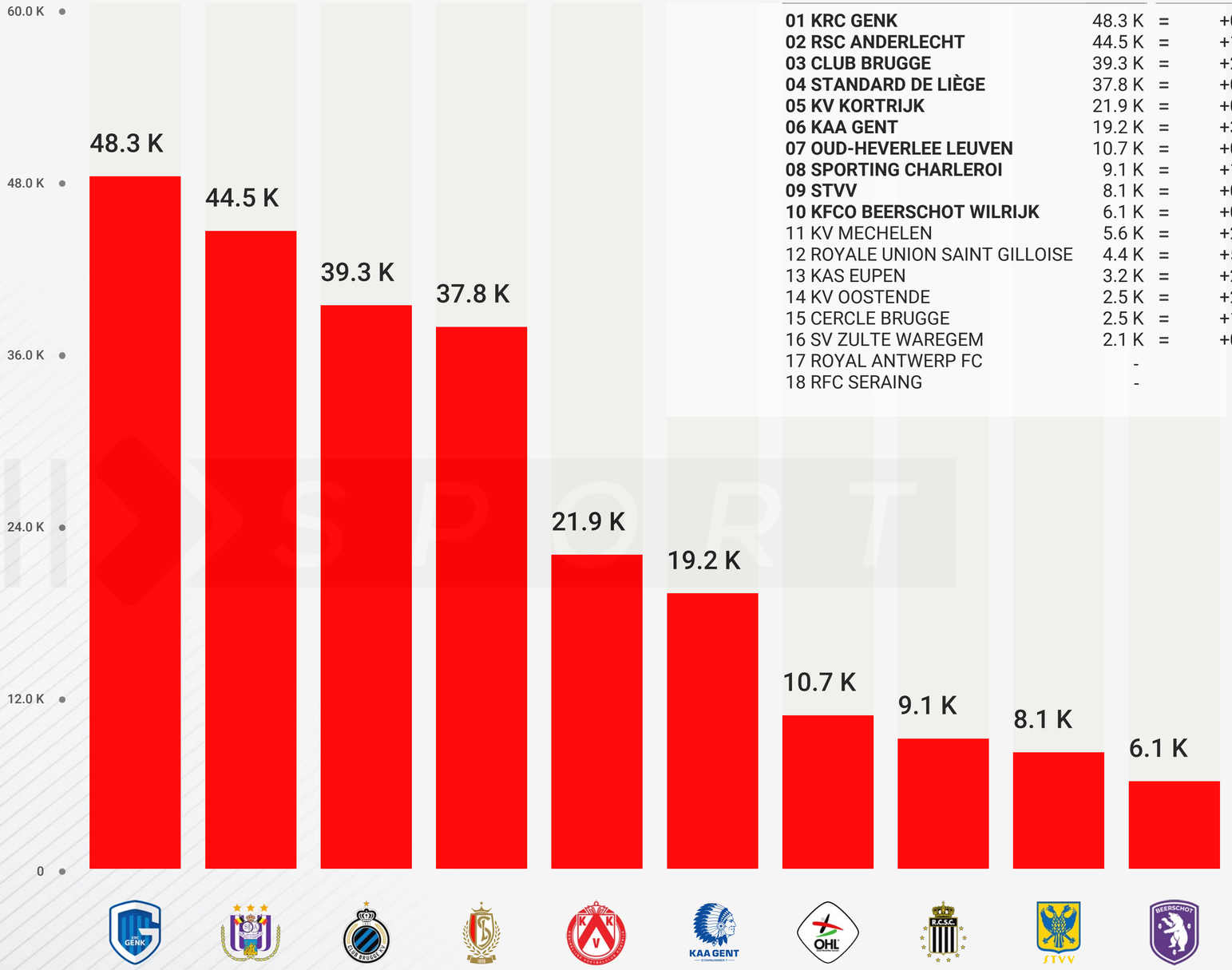
BELGIUM YouTube

TOTAL FANBASE

265 K

Jupiler Pro League

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



CLUBS	FANS		% VAR*
01 KRC GENK	48.3 K	=	+0.42
02 RSC ANDERLECHT	44.5 K	=	+1.83
03 CLUB BRUGGE	39.3 K	=	+2.34
04 STANDARD DE LIÈGE	37.8 K	=	+0.27
05 KV KORTRIJK	21.9 K	=	+0.00
06 KAA GENT	19.2 K	=	+3.23
07 OUD-HEVERLEE LEUVEN	10.7 K	=	+0.00
08 SPORTING CHARLEROI	9.1 K	=	+1.34
09 STVV	8.1 K	=	+0.37
10 KFCO BEERSCHOT WILRIJK	6.1 K	=	+0.83
11 KV MECHELEN	5.6 K	=	+2.57
12 ROYALE UNION SAINT GILLOISE	4.4 K	=	+5.77
13 KAS EUPEN	3.2 K	=	+2.27
14 KV OOSTENDE	2.5 K	=	+2.05
15 CERCLE BRUGGE	2.5 K	=	+1.23
16 SV ZULTE WAREGEM	2.1 K	=	+0.00
17 ROYAL ANTWERP FC	-		n/a
18 RFC SERAING	-		n/a

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

BELGIUM Social

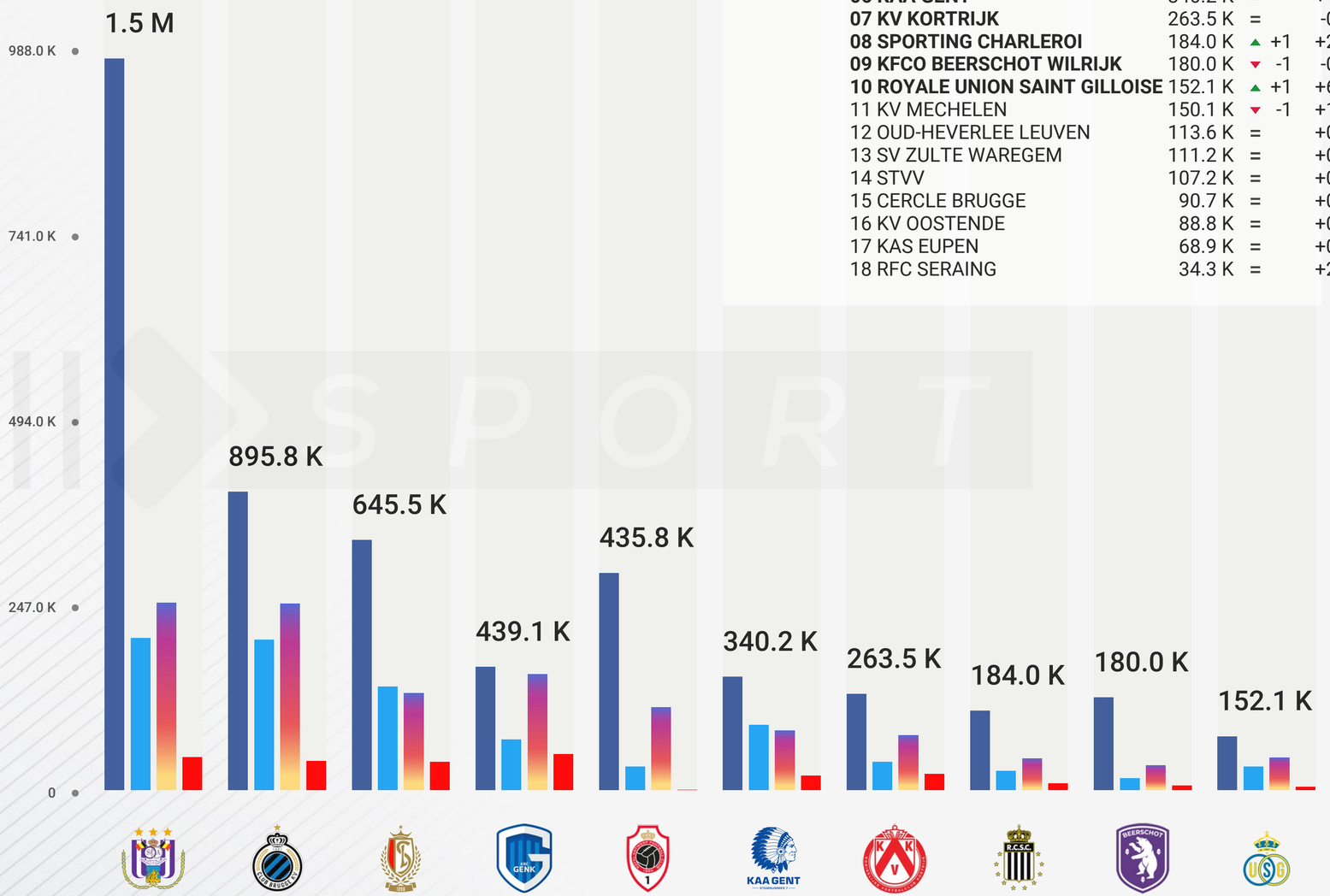
TOTAL FANBASE

5.8 M

Jupiler Pro League

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 RSC ANDERLECHT	1.5 M	=	+0.43
02 CLUB BRUGGE	895.8 K	=	+1.30
03 STANDARD DE LIÈGE	645.5 K	=	+0.29
04 KRC GENK	439.1 K	=	+0.48
05 ROYAL ANTWERP FC	435.8 K	=	+0.35
06 KAA GENT	340.2 K	=	+1.54
07 KV KORTRIJK	263.5 K	=	-0.07
08 SPORTING CHARLEROI	184.0 K	▲ +1	+2.06
09 KFCO BEERSCHOT WILRIJK	180.0 K	▼ -1	-0.38
10 ROYALE UNION SAINT GILLOISE	152.1 K	▲ +1	+6.59
11 KV MECHELEN	150.1 K	▼ -1	+1.38
12 OUD-HEVERLEE LEUVEN	113.6 K	=	+0.06
13 SV ZULTE WAREGEM	111.2 K	=	+0.11
14 STVV	107.2 K	=	+0.21
15 CERCLE BRUGGE	90.7 K	=	+0.49
16 KV OOSTENDE	88.8 K	=	+0.72
17 KAS EUPEN	68.9 K	=	+0.02
18 RFC SERAING	34.3 K	=	+2.23

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

BELGIUM Brands

TOTAL FANBASE

5.8 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	=	+0.43
02 MACRON	1.0 M	=	+1.19
03 ADIDAS	828.1 K	=	+0.24
04 NIKE	439.1 K	=	+0.48
05 JAKO	435.8 K	=	+0.35
06 CRAFT	340.2 K	=	+1.54
07 KAPPA	309.0 K	=	+1.61
08 BELTONA	263.5 K	=	-0.07
09 XIII	180.0 K	=	-0.38
10 LE COQ SPORTIF	152.1 K	▲ +1	+6.59
11 ERREA	150.1 K	▼ -1	+1.38
12 PATRICK	111.2 K	=	+0.11
13 KIPSTA	88.8 K	=	+0.72



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

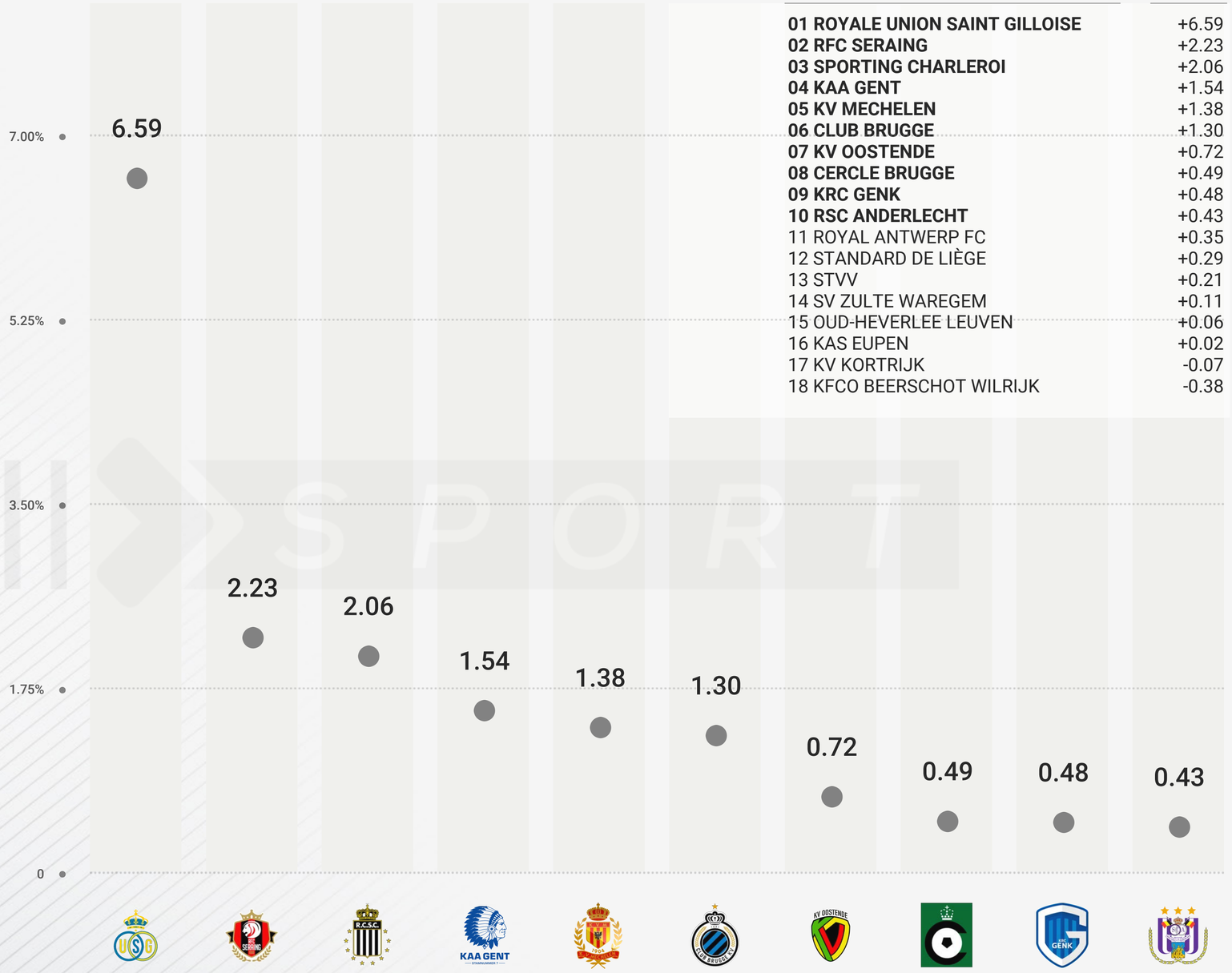
IQUII SPORT

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 April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 ROYALE UNION SAINT GILLOISE	**+6.59**
02 RFC SERAING	**+2.23**
03 SPORTING CHARLEROI	**+2.06**
04 KAA GENT	**+1.54**
05 KV MECHELEN	**+1.38**
06 CLUB BRUGGE	**+1.30**
07 KV OOSTENDE	**+0.72**
08 CERCLE BRUGGE	**+0.49**
09 KRC GENK	**+0.48**
10 RSC ANDERLECHT	**+0.43**
11 ROYAL ANTWERP FC	+0.35
12 STANDARD DE LIÈGE	+0.29
13 STVV	+0.21
14 SV ZULTE WAREGEM	+0.11
15 OUD-HEVERLEE LEUVEN	+0.06
16 KAS EUPEN	+0.02
17 KV KORTRIJK	-0.07
18 KFCO BEERSCHOT WILRIJK	-0.38

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

UKRAINE Snapshot / First Division



16

CLUBS

Total Ukrainian PL football clubs analysed.

7

BRANDS

Total Ukrainian PL Sport Brands on jerseys analysed.

3.8 M

+ 0.54%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

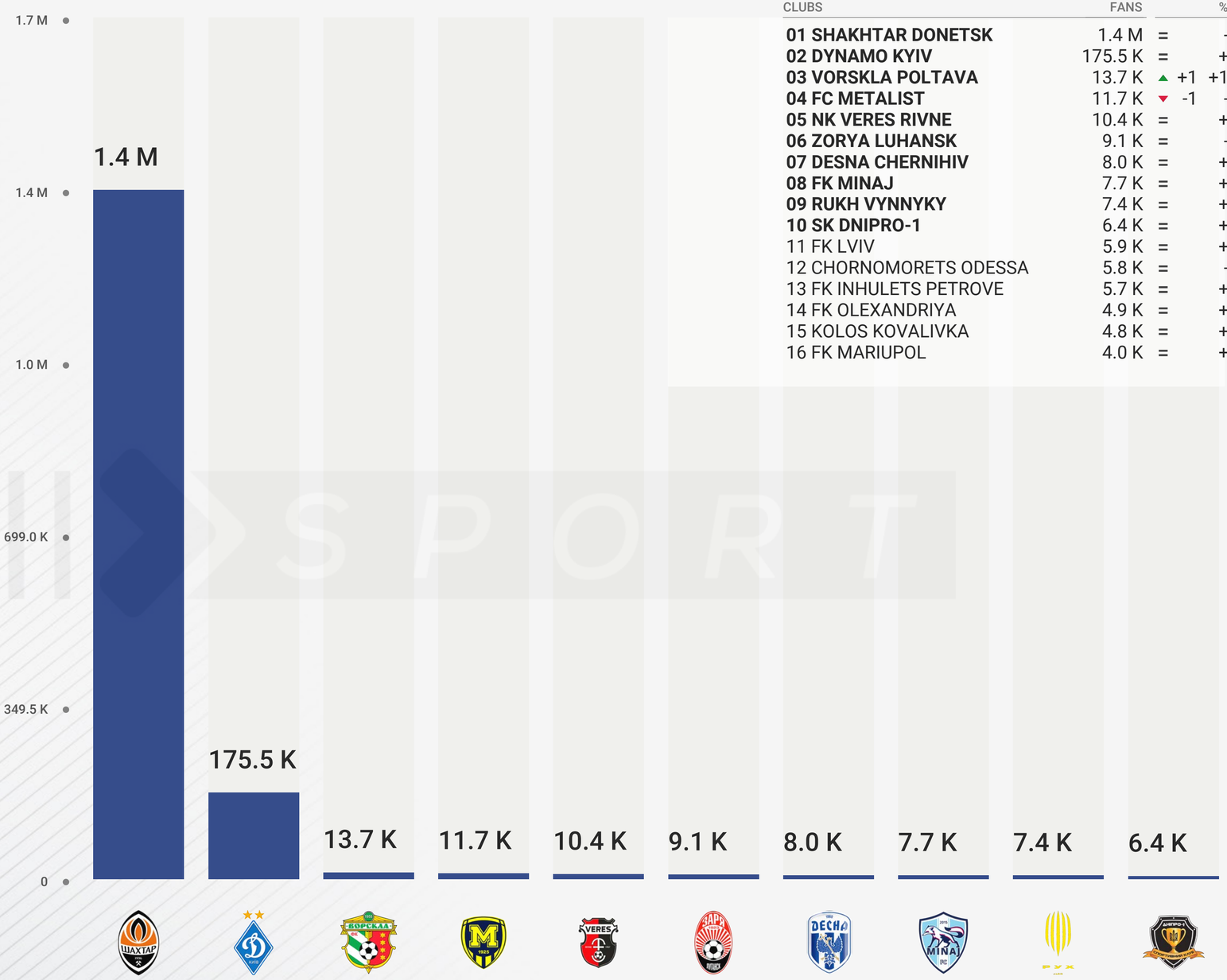
UKRAINE Facebook

TOTAL FANBASE

1.7 M

Українська Прем'єр-Ліга

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	1.4 M	=	-0.24
02 DYNAMO KYIV	175.5 K	=	+0.57
03 VORSKLA POLTAVA	13.7 K	▲ +1	+17.72
04 FC METALIST	11.7 K	▼ -1	-0.18
05 NK VERES RIVNE	10.4 K	=	+0.20
06 ZORYA LUHANSK	9.1 K	=	-0.11
07 DESNA CHERNIHIV	8.0 K	=	+0.21
08 FK MINAJ	7.7 K	=	+0.81
09 RUKH VYNNYKY	7.4 K	=	+0.84
10 SK DNIPRO-1	6.4 K	=	+0.56
11 FK LVIV	5.9 K	=	+0.34
12 CHORNOMORETS ODESSA	5.8 K	=	-0.19
13 FK INHULETS PETROVE	5.7 K	=	+6.81
14 FK OLEXANDRIYA	4.9 K	=	+0.37
15 KOLOS KOVALIVKA	4.8 K	=	+1.34
16 FK MARIUPOL	4.0 K	=	+0.05

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

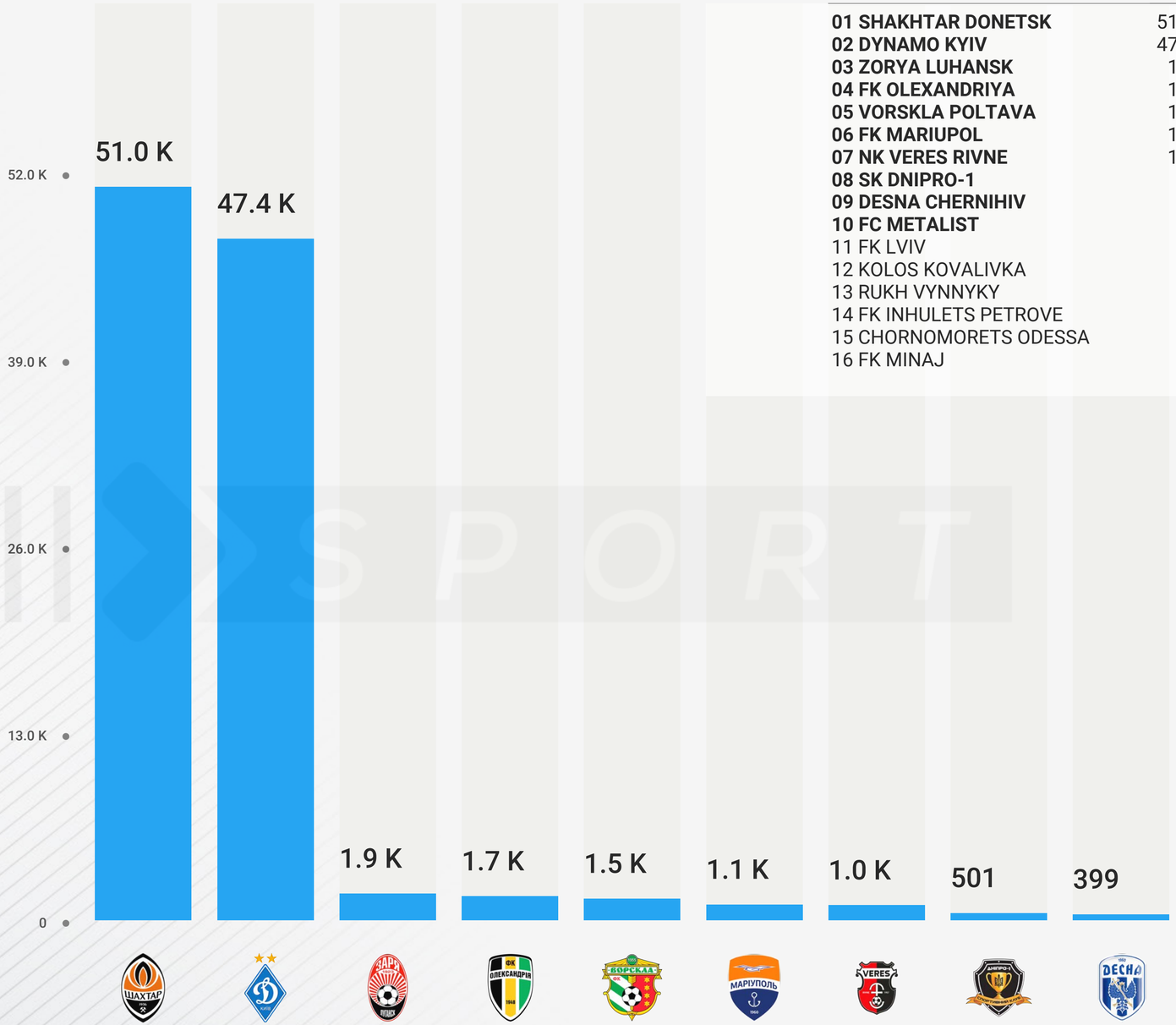
IQUII SPORT

UKRAINE Twitter

TOTAL FANBASE

106 K

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



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	51.0 K	=	+0.99
02 DYNAMO KYIV	47.4 K	=	+1.72
03 ZORYA LUHANSK	1.9 K	=	+0.49
04 FK OLEXANDRIYA	1.7 K	=	-0.24
05 VORSKLA POLTAVA	1.5 K	=	+0.13
06 FK MARIUPOL	1.1 K	=	+2.56
07 NK VERES RIVNE	1.0 K	=	-0.58
08 SK DNIPRO-1	501	=	+2.66
09 DESNA CHERNIHIV	399	=	+0.25
10 FC METALIST	-		-
11 FK LVIV	-		-
12 KOLOS KOVALIVKA	-		-
13 RUKH VYNNYKY	-		-
14 FK INHULETS PETROVE	-		-
15 CHORNOMORETS ODESSA	-		-
16 FK MINAJ	-		-

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

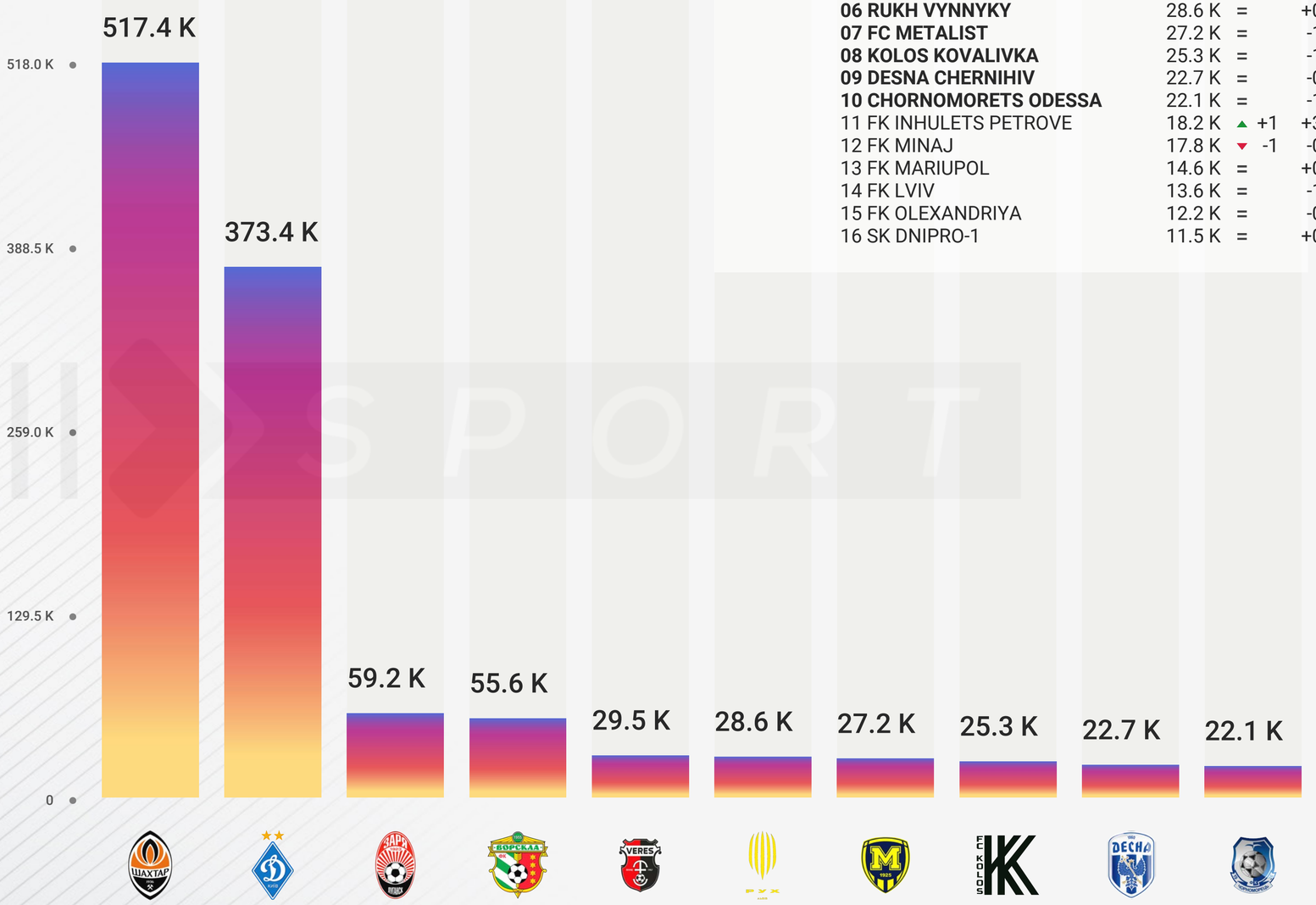
UKRAINE Instagram

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	517.4 K	=	+0.37
02 DYNAMO KYIV	373.4 K	=	+1.05
03 ZORYA LUHANSK	59.2 K	=	-0.48
04 VORSKLA POLTAVA	55.6 K	=	+5.62
05 NK VERES RIVNE	29.5 K	=	-1.46
06 RUKH VYNNYKY	28.6 K	=	+0.10
07 FC METALIST	27.2 K	=	-1.20
08 KOLOS KOVALIVKA	25.3 K	=	-1.13
09 DESNA CHERNIHIV	22.7 K	=	-0.81
10 CHORNOMORETS ODESSA	22.1 K	=	-1.13
11 FK INHULETS PETROVE	18.2 K	▲ +1	+3.31
12 FK MINAJ	17.8 K	▼ -1	-0.97
13 FK MARIUPOL	14.6 K	=	+0.32
14 FK LVIV	13.6 K	=	-1.14
15 FK OLEXANDRIYA	12.2 K	=	-0.50
16 SK DNIPRO-1	11.5 K	=	+0.23

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

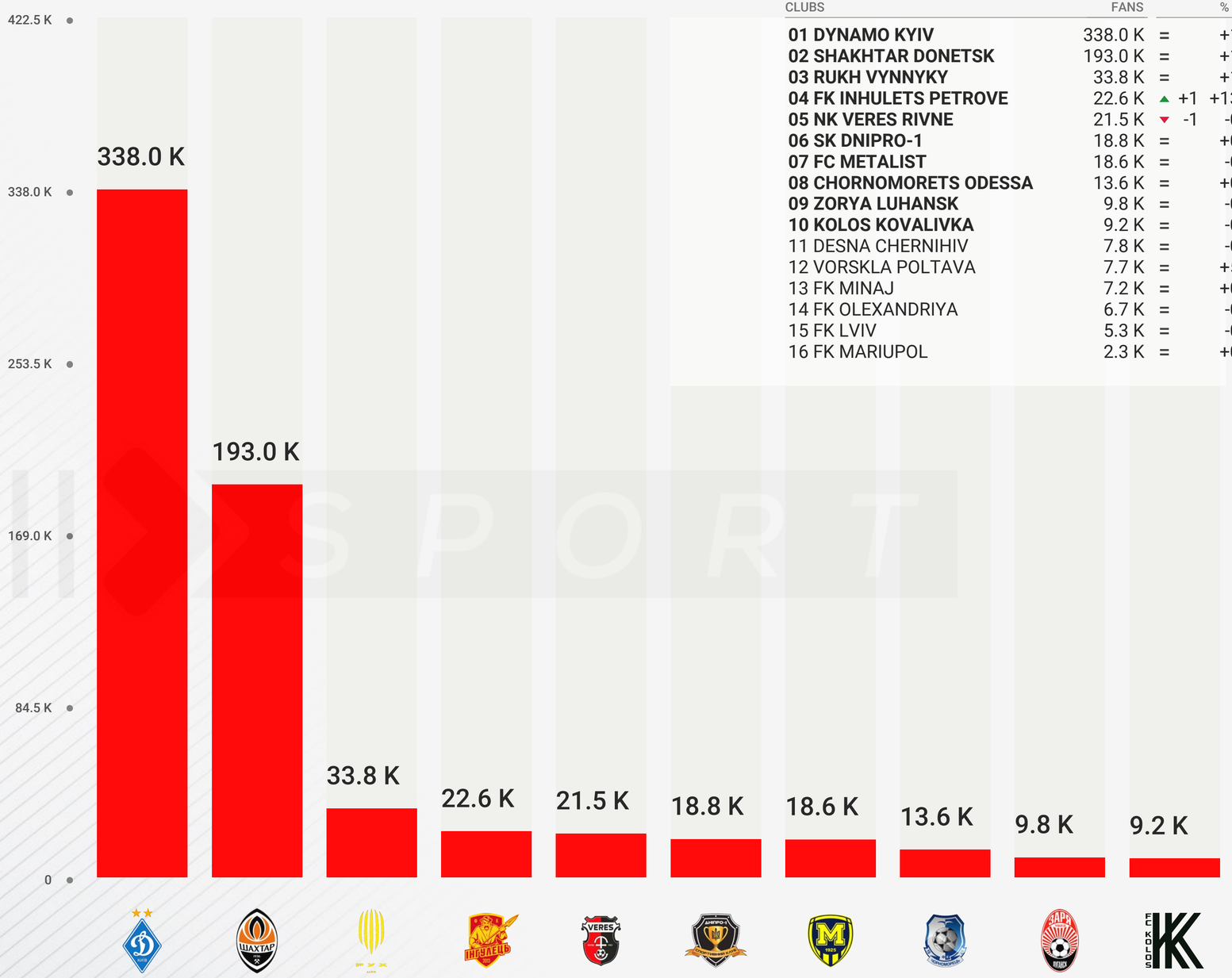
UKRAINE YouTube

TOTAL FANBASE

716 K

Українська Прем'єр-Ліга

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



CLUBS	FANS		% VAR*
01 DYNAMO KYIV	338.0 K	=	+1.81
02 SHAKHTAR DONETSK	193.0 K	=	+1.05
03 RUKH VYNNYKY	33.8 K	=	+1.20
04 FK INHULETS PETROVE	22.6 K	▲ +1	+13.00
05 NK VERES RIVNE	21.5 K	▼ -1	-0.46
06 SK DNIPRO-1	18.8 K	=	+0.00
07 FC METALIST	18.6 K	=	-0.53
08 CHORNOMORETS ODESSA	13.6 K	=	+0.00
09 ZORYA LUHANSK	9.8 K	=	-0.61
10 KOLOS KOVALIVKA	9.2 K	=	-0.22
11 DESNA CHERNIHIV	7.8 K	=	-0.38
12 VORSKLA POLTAVA	7.7 K	=	+5.79
13 FK MINAJ	7.2 K	=	+0.84
14 FK OLEXANDRIYA	6.7 K	=	-0.15
15 FK LVIV	5.3 K	=	-0.38
16 FK MARIUPOL	2.3 K	=	+0.00

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

UKRAINE Social

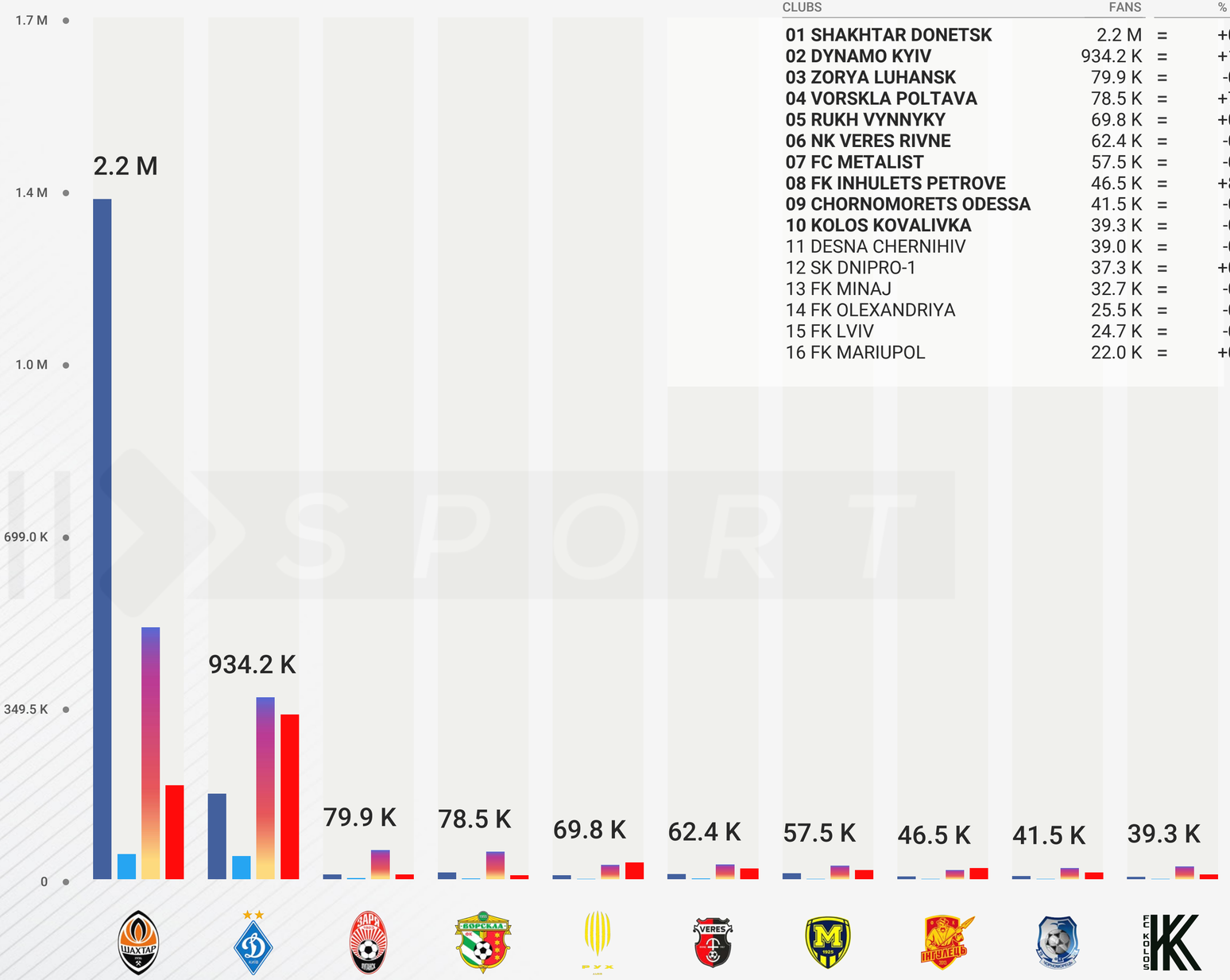
TOTAL FANBASE

3.8 M

Українська Прем'єр-Ліга

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 SHAKHTAR DONETSK	2.2 M	=	+0.05
02 DYNAMO KYIV	934.2 K	=	+1.27
03 ZORYA LUHANSK	79.9 K	=	-0.43
04 VORSKLA POLTAVA	78.5 K	=	+7.45
05 RUKH VYNNYKY	69.8 K	=	+0.71
06 NK VERES RIVNE	62.4 K	=	-0.83
07 FC METALIST	57.5 K	=	-0.78
08 FK INHULETS PETROVE	46.5 K	=	+8.26
09 CHORNOMORETS ODESSA	41.5 K	=	-0.63
10 KOLOS KOVALIVKA	39.3 K	=	-0.62
11 DESNA CHERNIHIV	39.0 K	=	-0.50
12 SK DNIPRO-1	37.3 K	=	+0.20
13 FK MINAJ	32.7 K	=	-0.16
14 FK OLEXANDRIYA	25.5 K	=	-0.22
15 FK LVIV	24.7 K	=	-0.63
16 FK MARIUPOL	22.0 K	=	+0.34

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

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

UKRAINE Brands

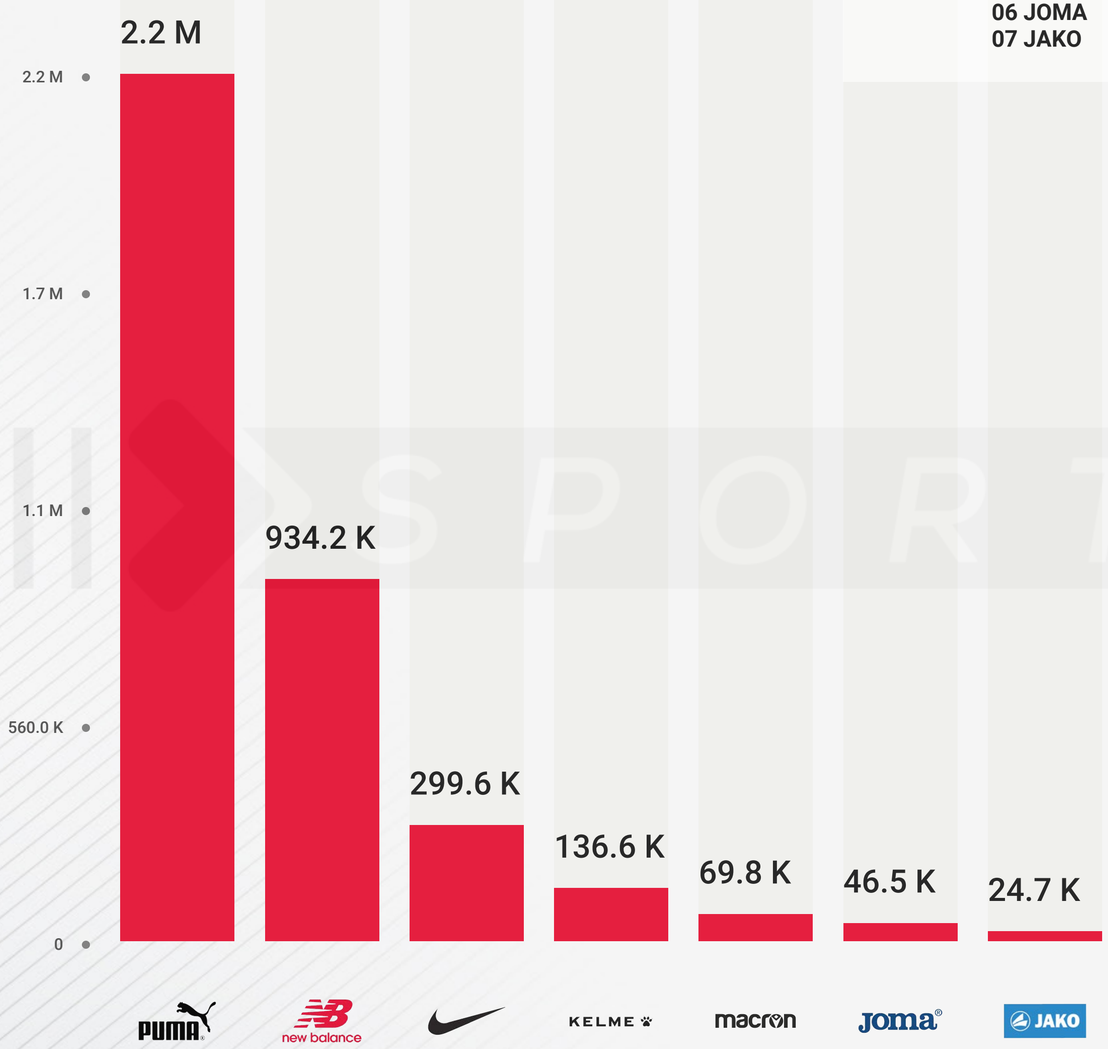
TOTAL FANBASE

3.8 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	=	+0.03
02 NEW BALANCE	934.2 K	=	+1.27
03 NIKE	299.6 K	=	+1.59
04 KELME	136.6 K	=	-0.61
05 MACRON	69.8 K	=	+0.71
06 JOMA	46.5 K	=	+8.26
07 JAKO	24.7 K	=	-0.63



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

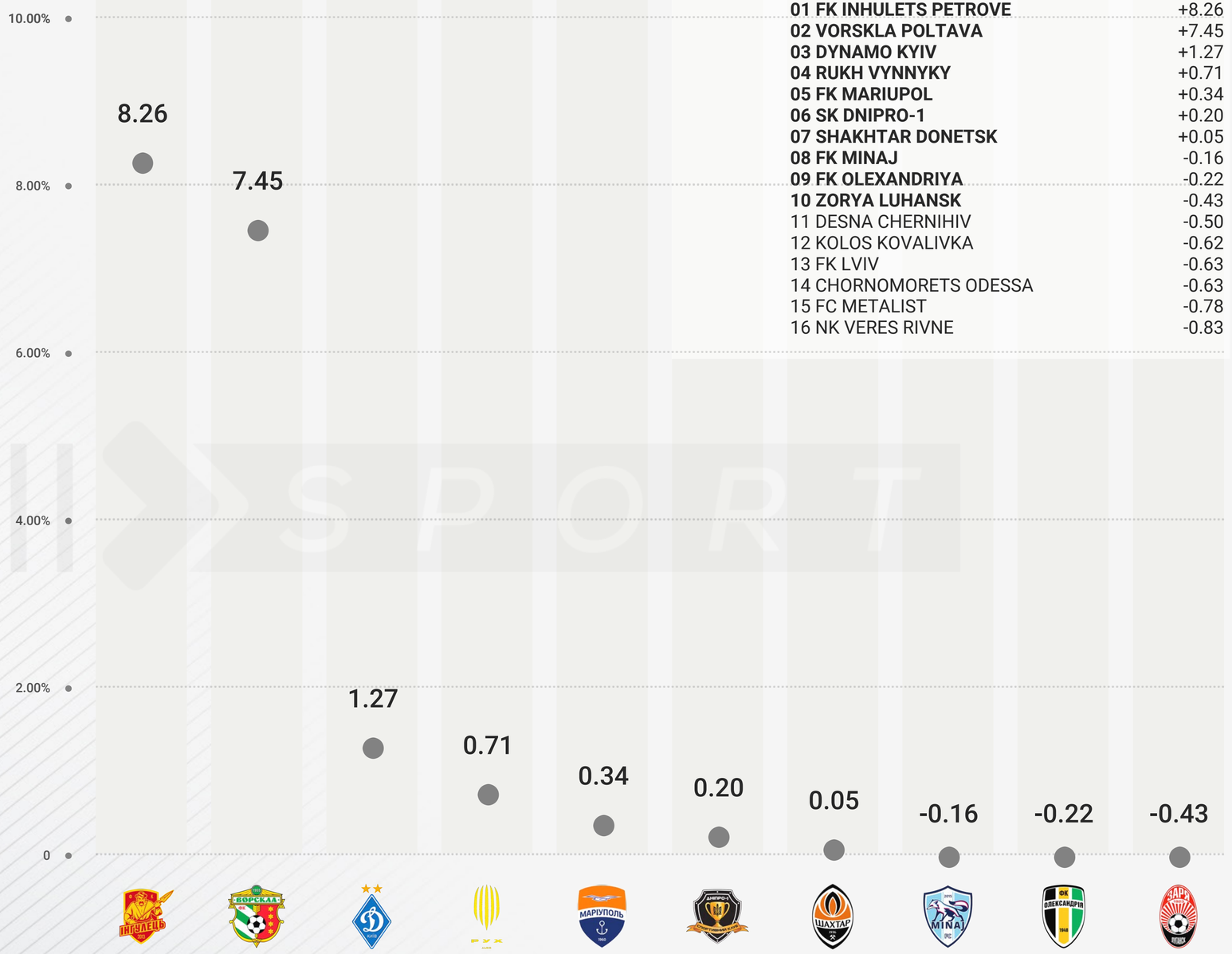
IQUII SPORT

UKRAINE Grown Up

Українська Прем'єр-Ліга

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 FK INHULETS PETROVE	+8.26
02 VORSKLA POLTAVA	+7.45
03 DYNAMO KYIV	+1.27
04 RUKH VYNNYKY	+0.71
05 FK MARIUPOL	+0.34
06 SK DNIPRO-1	+0.20
07 SHAKHTAR DONETSK	+0.05
08 FK MINAJ	-0.16
09 FK OLEXANDRIYA	-0.22
10 ZORYA LUHANSK	-0.43
11 DESNA CHERNIHIV	-0.50
12 KOLOS KOVALIVKA	-0.62
13 FK LVIV	-0.63
14 CHORNOMORETS ODESSA	-0.63
15 FC METALIST	-0.78
16 NK VERES RIVNE	-0.83

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

RUSSIA Snapshot / First Division

RUSSIAN PREMIER LIGA

16

CLUBS

Total Russian Premier Liga football clubs analysed.

6

BRANDS

Total Russian Premier Liga Sport Brands on jerseys analysed.

10.3 M

+ 0.62%*

FANS

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

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

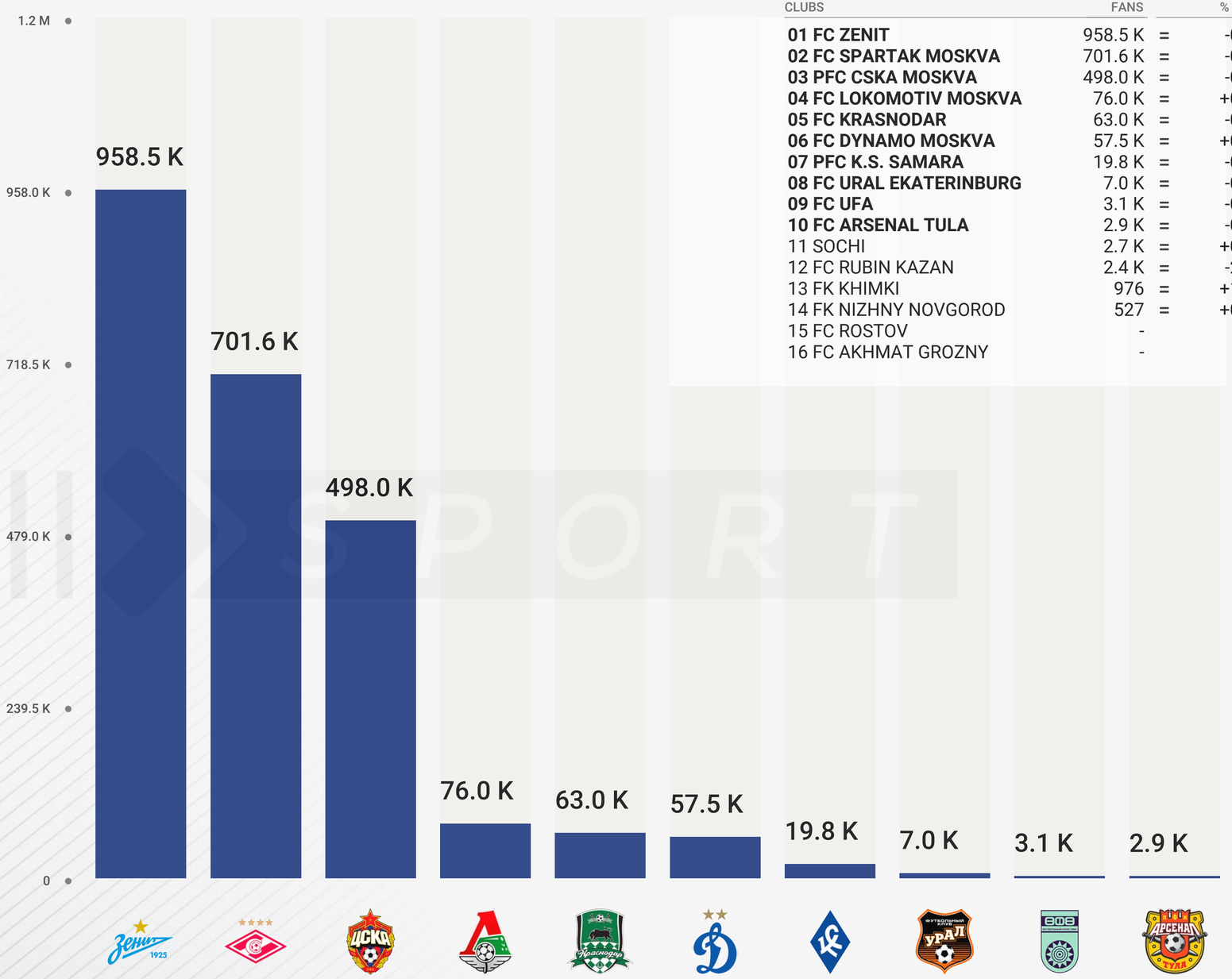
RUSSIA Facebook

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	958.5 K	=	-0.18
02 FC SPARTAK MOSKVA	701.6 K	=	-0.20
03 PFC CSKA MOSKVA	498.0 K	=	-0.30
04 FC LOKOMOTIV MOSKVA	76.0 K	=	+0.27
05 FC KRASNODAR	63.0 K	=	-0.31
06 FC DYNAMO MOSKVA	57.5 K	=	+0.40
07 PFC K.S. SAMARA	19.8 K	=	-0.35
08 FC URAL EKATERINBURG	7.0 K	=	-0.11
09 FC UFA	3.1 K	=	-0.22
10 FC ARSENAL TULA	2.9 K	=	-0.28
11 SOCHI	2.7 K	=	+0.41
12 FC RUBIN KAZAN	2.4 K	=	-2.06
13 FK KHIMKI	976	=	+1.04
14 FK NIZHNY NOVGOROD	527	=	+0.57
15 FC ROSTOV	-		-
16 FC AKHMAT GROZNY	-		-

*[from April 11, 2022 to May 30, 2022]

FB data refers to Likes, not Followers.

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

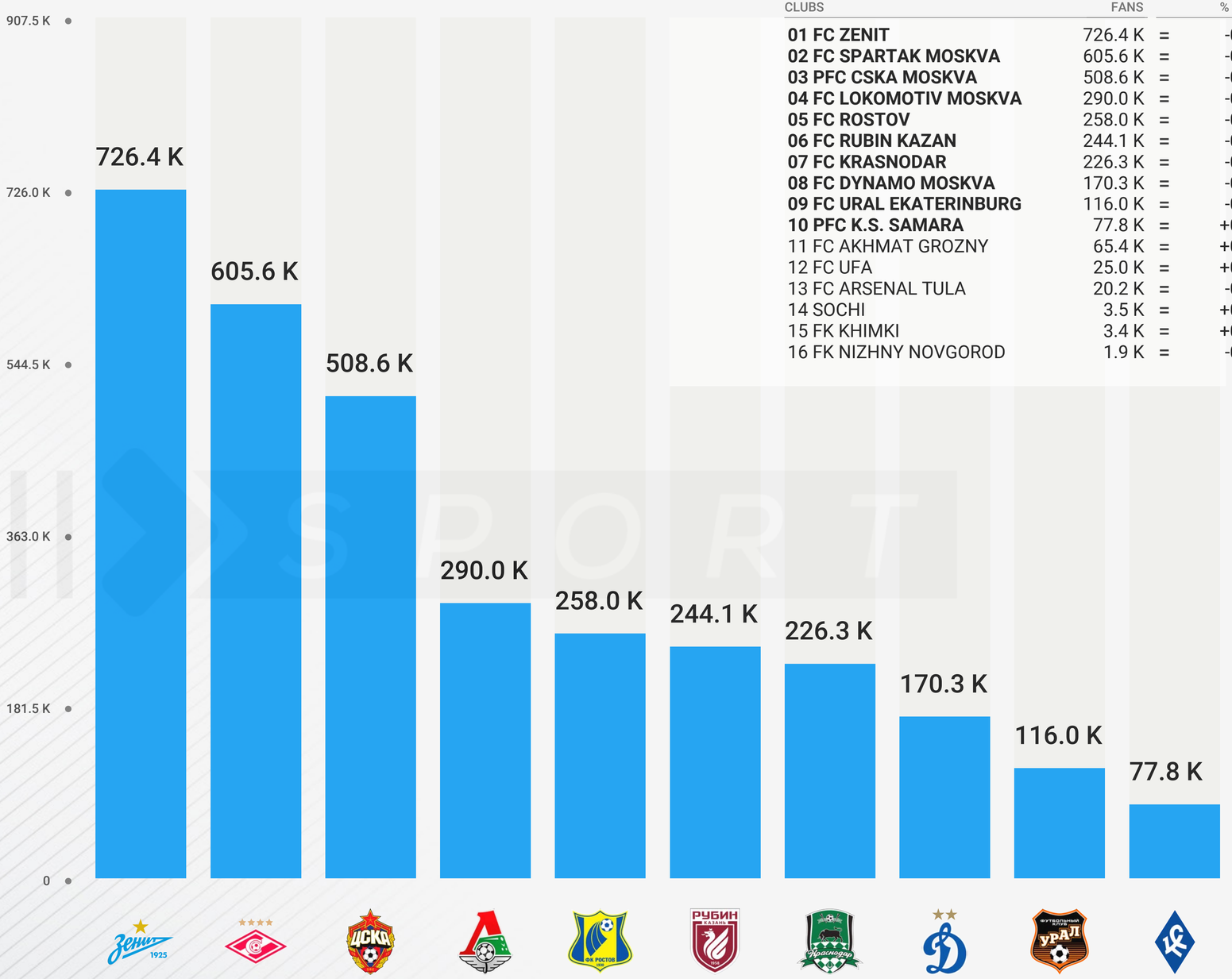
RUSSIA Twitter

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	726.4 K	=	-0.12
02 FC SPARTAK MOSKVA	605.6 K	=	-0.07
03 PFC CSKA MOSKVA	508.6 K	=	-0.12
04 FC LOKOMOTIV MOSKVA	290.0 K	=	-0.10
05 FC ROSTOV	258.0 K	=	-0.12
06 FC RUBIN KAZAN	244.1 K	=	-0.12
07 FC KRASNODAR	226.3 K	=	-0.13
08 FC DYNAMO MOSKVA	170.3 K	=	-0.06
09 FC URAL EKATERINBURG	116.0 K	=	-0.09
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	20.2 K	=	-0.49
14 SOCHI	3.5 K	=	+0.72
15 FK KHIMKI	3.4 K	=	+0.00
16 FK NIZHNY NOVGOROD	1.9 K	=	-0.79

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

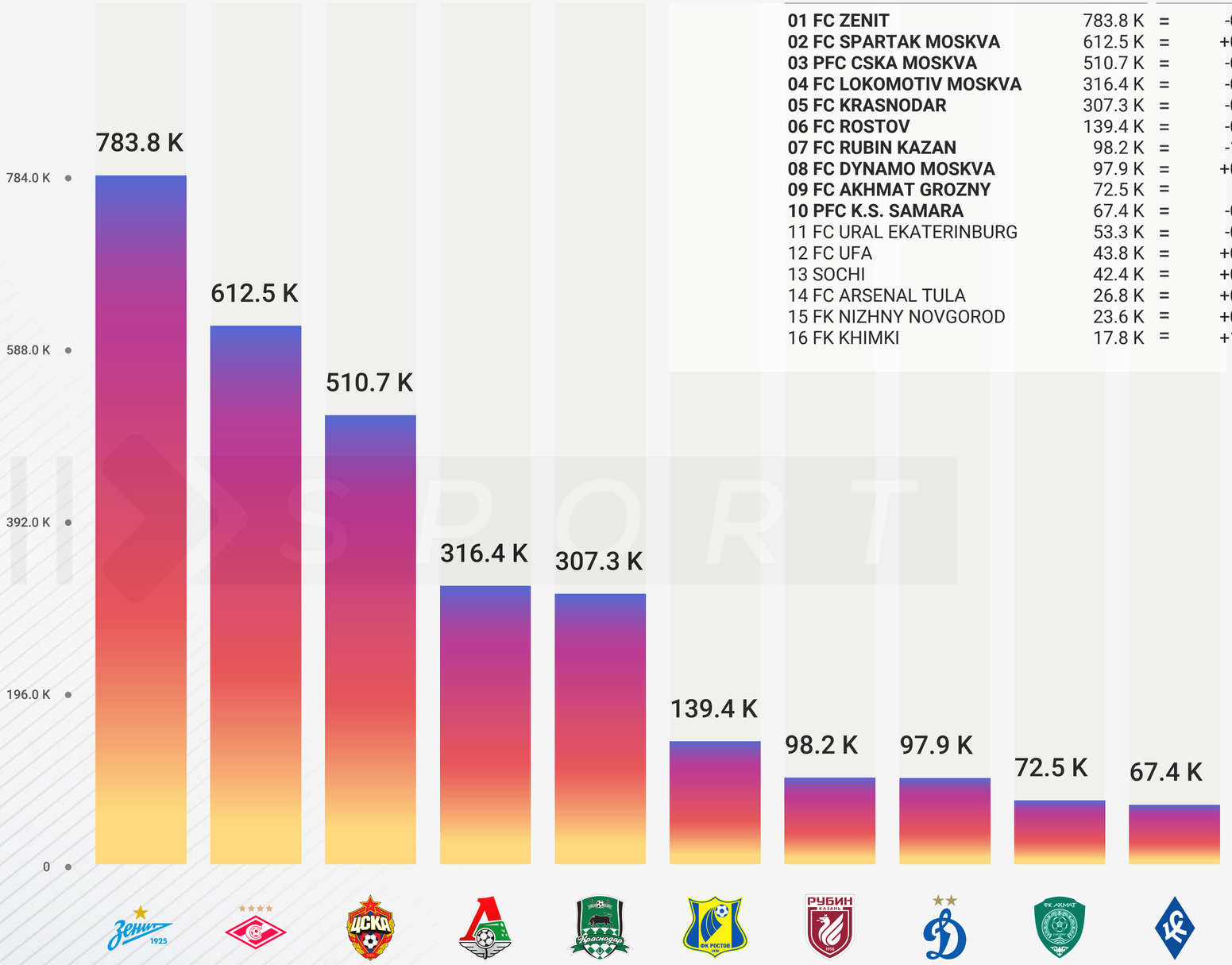
RUSSIA Instagram

TOTAL FANBASE

3.2 M

RUSSIAN PREMIER LIGA

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



CLUBS	FANS		% VAR*
01 FC ZENIT	783.8 K	=	-0.66
02 FC SPARTAK MOSKVA	612.5 K	=	+0.14
03 PFC CSKA MOSKVA	510.7 K	=	-0.35
04 FC LOKOMOTIV MOSKVA	316.4 K	=	-0.51
05 FC KRASNODAR	307.3 K	=	-0.27
06 FC ROSTOV	139.4 K	=	-0.19
07 FC RUBIN KAZAN	98.2 K	=	-1.13
08 FC DYNAMO MOSKVA	97.9 K	=	+0.53
09 FC AKHMAT GROZNY	72.5 K	=	n/a
10 PFC K.S. SAMARA	67.4 K	=	-0.35
11 FC URAL EKATERINBURG	53.3 K	=	-0.04
12 FC UFA	43.8 K	=	+0.33
13 SOCHI	42.4 K	=	+0.65
14 FC ARSENAL TULA	26.8 K	=	+0.75
15 FK NIZHNY NOVGOROD	23.6 K	=	+0.79
16 FK KHIMKI	17.8 K	=	+1.21

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

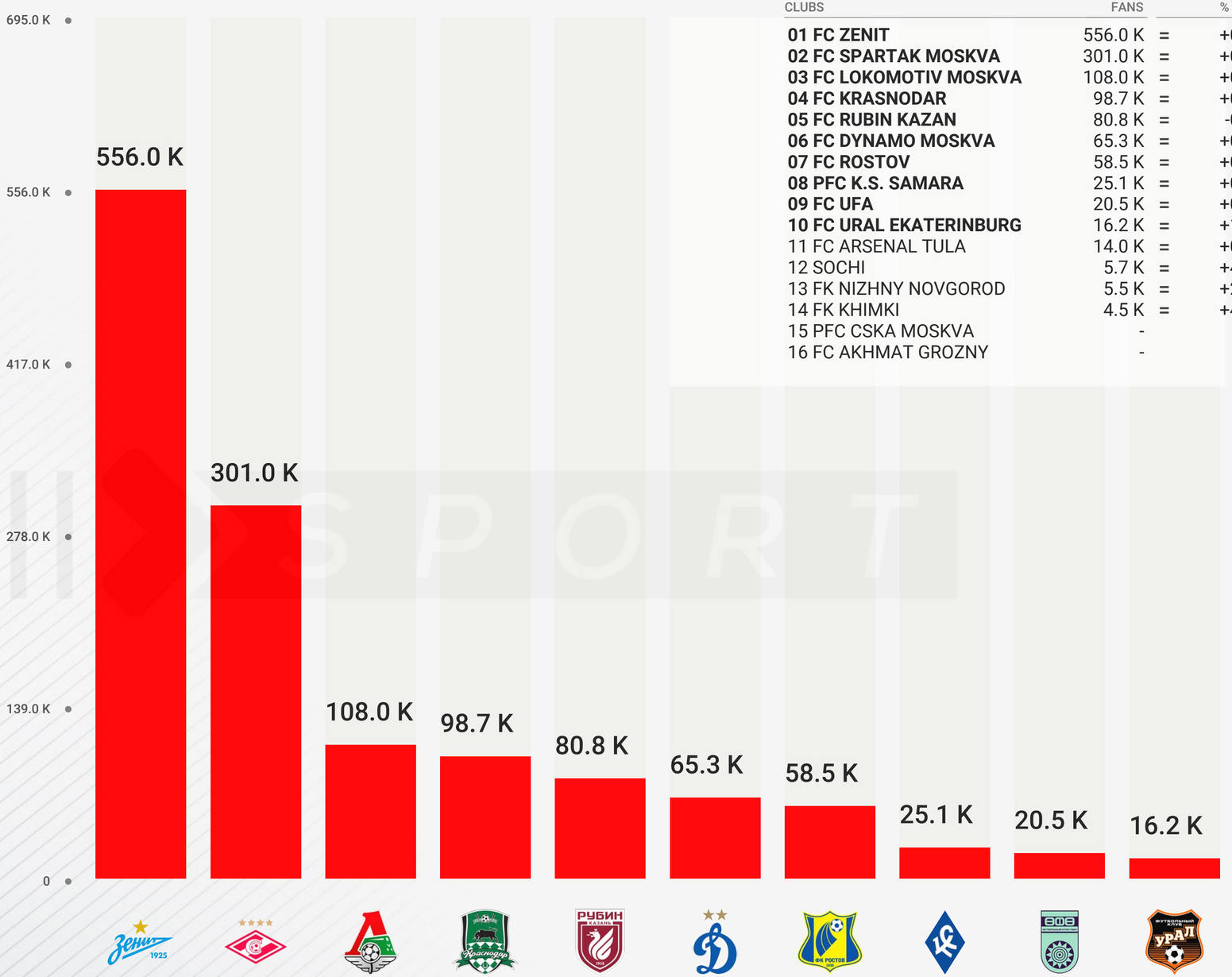
RUSSIA YouTube

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	556.0 K	=	+0.54
02 FC SPARTAK MOSKVA	301.0 K	=	+0.67
03 FC LOKOMOTIV MOSKVA	108.0 K	=	+0.00
04 FC KRASNODAR	98.7 K	=	+0.71
05 FC RUBIN KAZAN	80.8 K	=	-0.25
06 FC DYNAMO MOSKVA	65.3 K	=	+0.93
07 FC ROSTOV	58.5 K	=	+0.86
08 PFC K.S. SAMARA	25.1 K	=	+0.40
09 FC UFA	20.5 K	=	+0.99
10 FC URAL EKATERINBURG	16.2 K	=	+1.25
11 FC ARSENAL TULA	14.0 K	=	+0.72
12 SOCHI	5.7 K	=	+4.02
13 FK NIZHNY NOVGOROD	5.5 K	=	+2.81
14 FK KHIMKI	4.5 K	=	+4.90
15 PFC CSKA MOSKVA	-		-
16 FC AKHMAT GROZNY	-		-

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

RUSSIA Social

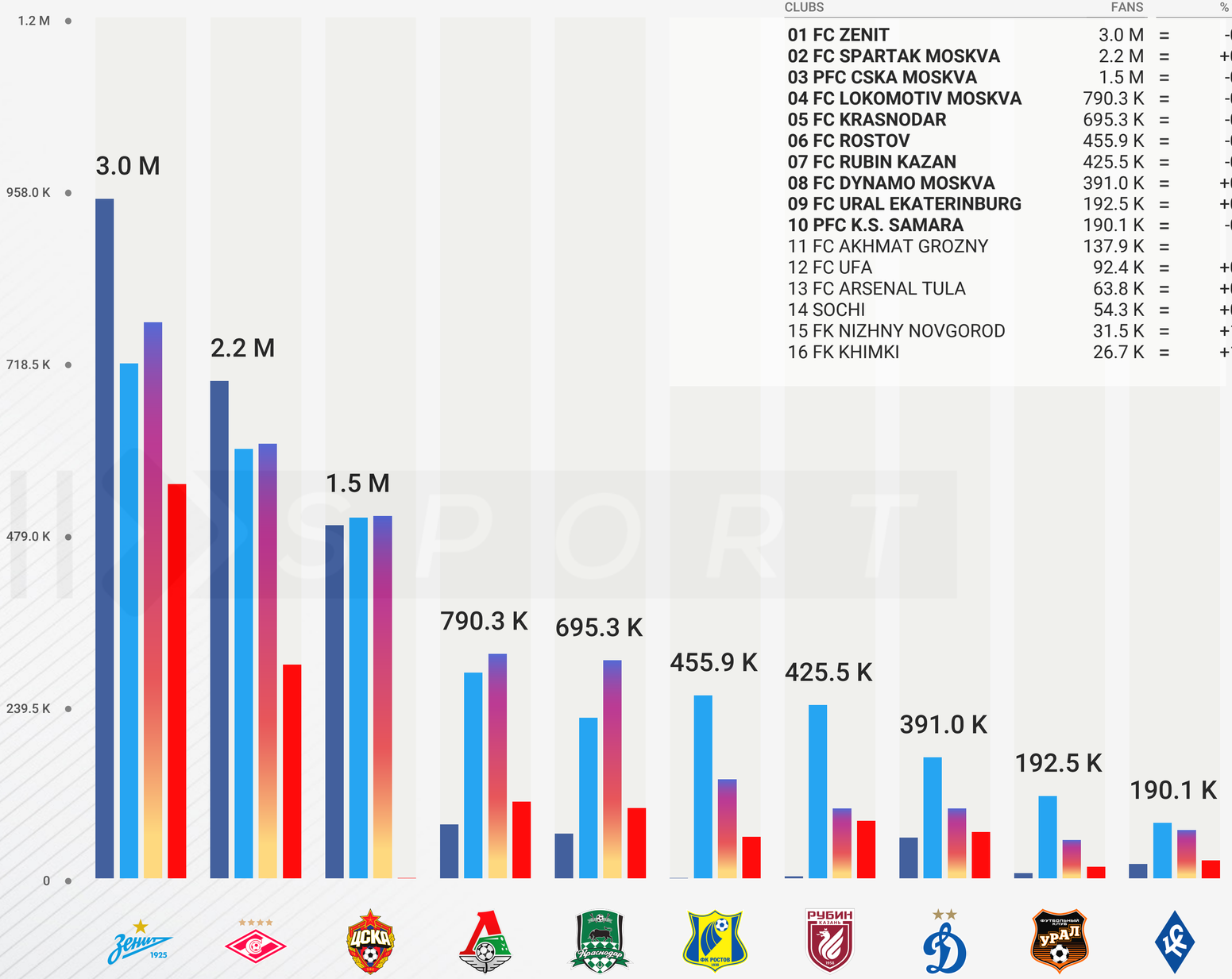
TOTAL FANBASE

10.3 M

RUSSIAN PREMIER LIGA

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

*[from April 11, 2022 to May 30, 2022]



CLUBS	FANS		% VAR*
01 FC ZENIT	3.0 M	=	-0.16
02 FC SPARTAK MOSKVA	2.2 M	=	+0.05
03 PFC CSKA MOSKVA	1.5 M	=	-0.26
04 FC LOKOMOTIV MOSKVA	790.3 K	=	-0.22
05 FC KRASNODAR	695.3 K	=	-0.09
06 FC ROSTOV	455.9 K	=	-0.01
07 FC RUBIN KAZAN	425.5 K	=	-0.39
08 FC DYNAMO MOSKVA	391.0 K	=	+0.32
09 FC URAL EKATERINBURG	192.5 K	=	+0.04
10 PFC K.S. SAMARA	190.1 K	=	-0.11
11 FC AKHMAT GROZNY	137.9 K	=	n/a
12 FC UFA	92.4 K	=	+0.37
13 FC ARSENAL TULA	63.8 K	=	+0.30
14 SOCHI	54.3 K	=	+0.98
15 FK NIZHNY NOVGOROD	31.5 K	=	+1.04
16 FK KHIMKI	26.7 K	=	+1.65

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

RUSSIA Brands

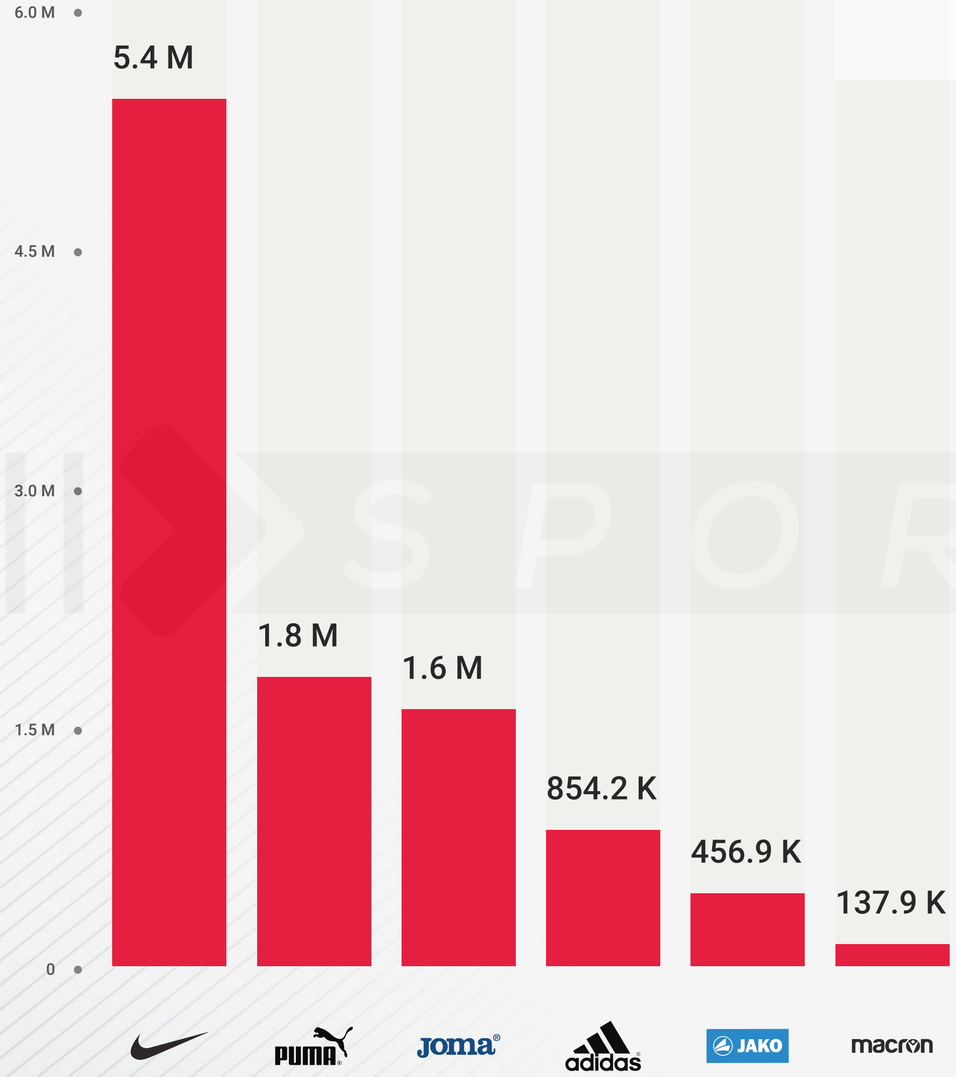
TOTAL FANBASE

10.3 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	=	-0.07
02 PUMA	1.8 M	=	+0.07
03 JOMA	1.6 M	=	-0.22
04 ADIDAS	854.2 K	=	-0.18
05 JAKO	456.9 K	=	-0.29
06 MACRON	137.9 K	=	n/a



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

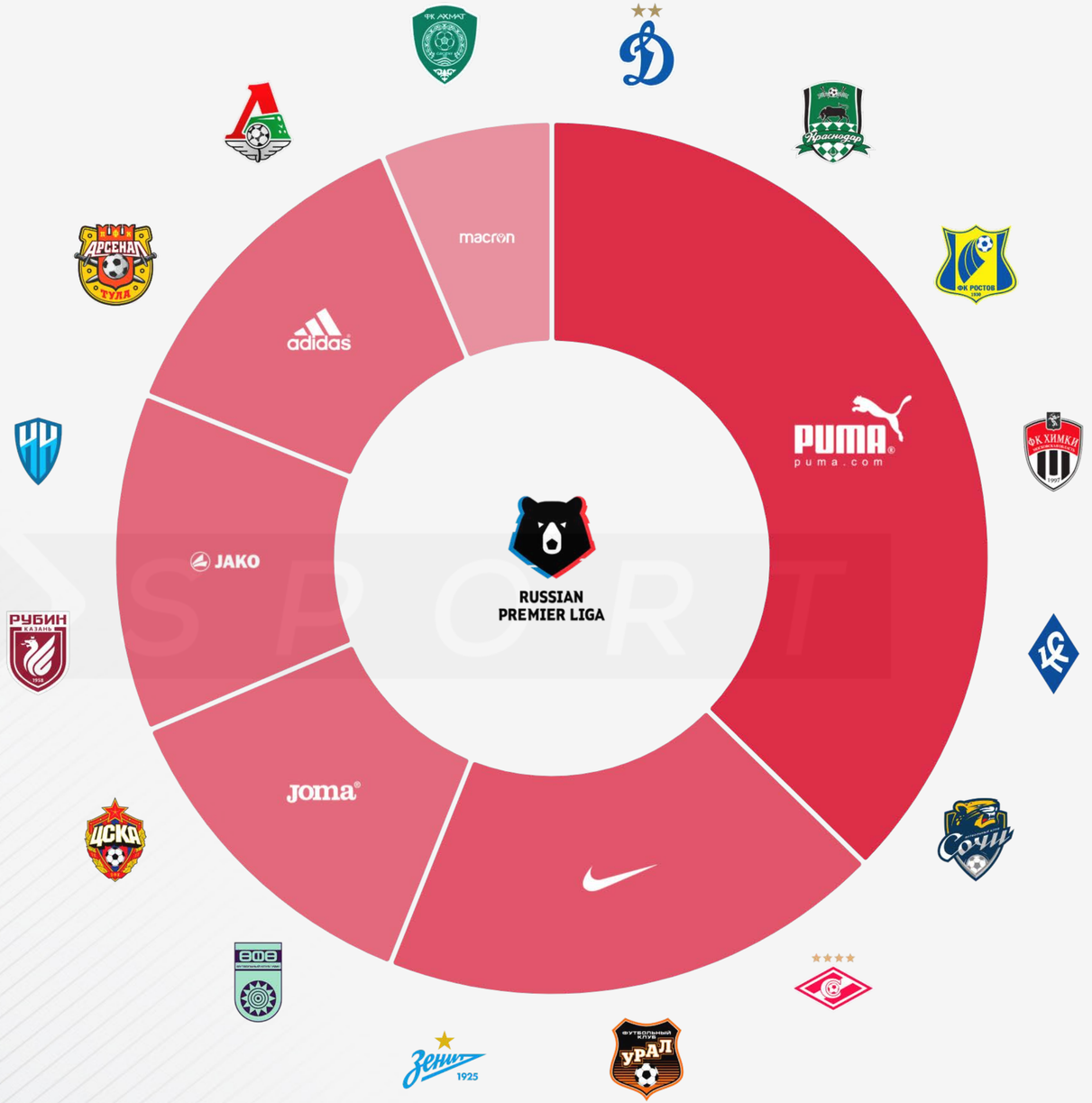
IQUII SPORT

RUSSIA Brands

CLUBS
16

SPORT BRANDS
6

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



*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

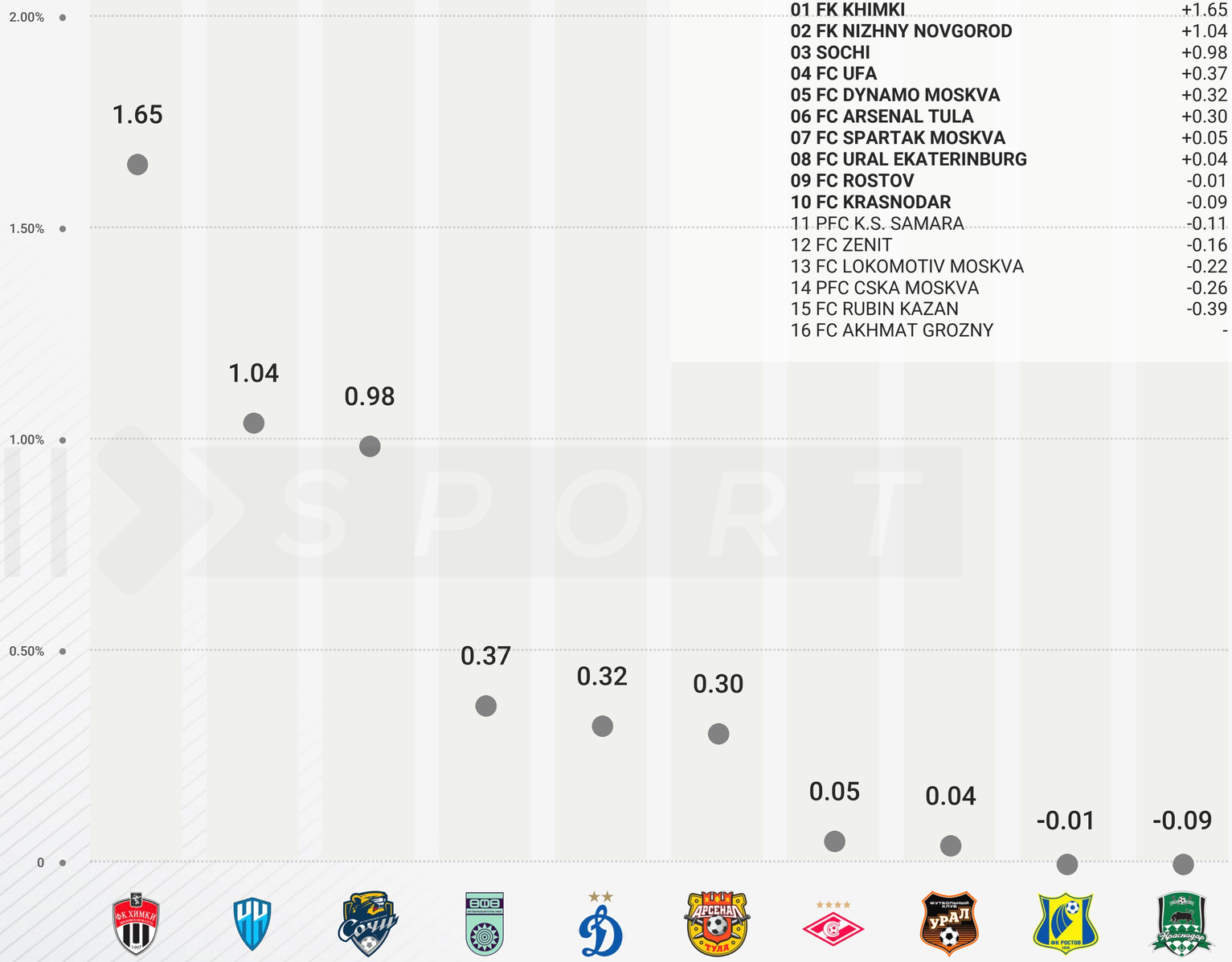
IQUII SPORT

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.

*[from April 11, 2022 to May 30, 2022]



CLUBS	% VAR*
01 FK KHIMKI	**+1.65**
02 FK NIZHNY NOVGOROD	**+1.04**
03 SOCHI	**+0.98**
04 FC UFA	**+0.37**
05 FC DYNAMO MOSKVA	**+0.32**
06 FC ARSENAL TULA	**+0.30**
07 FC SPARTAK MOSKVA	**+0.05**
08 FC URAL EKATERINBURG	**+0.04**
09 FC ROSTOV	**-0.01**
10 FC KRASNODAR	**-0.09**
11 PFC K.S. SAMARA	-0.11
12 FC ZENIT	-0.16
13 FC LOKOMOTIV MOSKVA	-0.22
14 PFC CSKA MOSKVA	-0.26
15 FC RUBIN KAZAN	-0.39
16 FC AKHMAT GROZNY	-

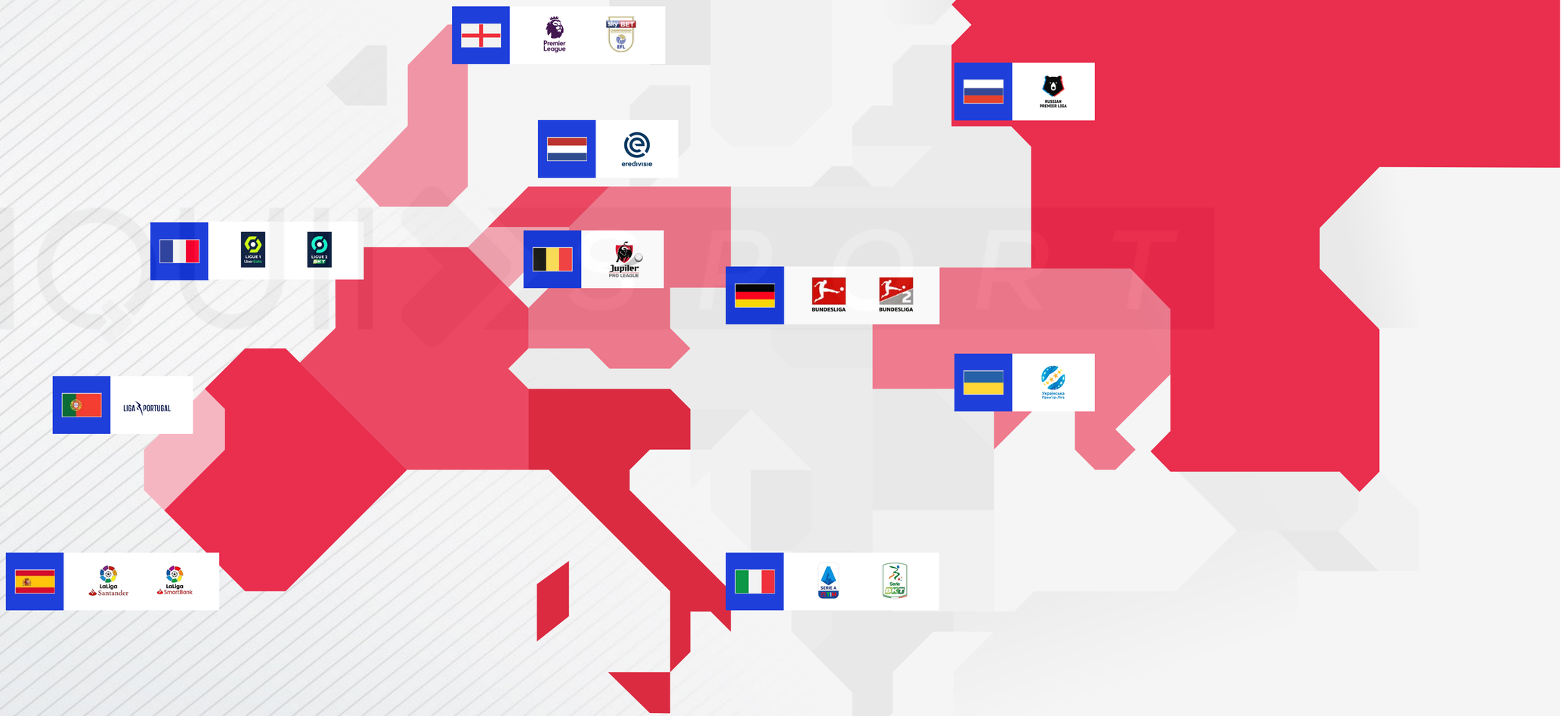
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

Countries included in the leagues' analysis



©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

LEAGUES Facebook

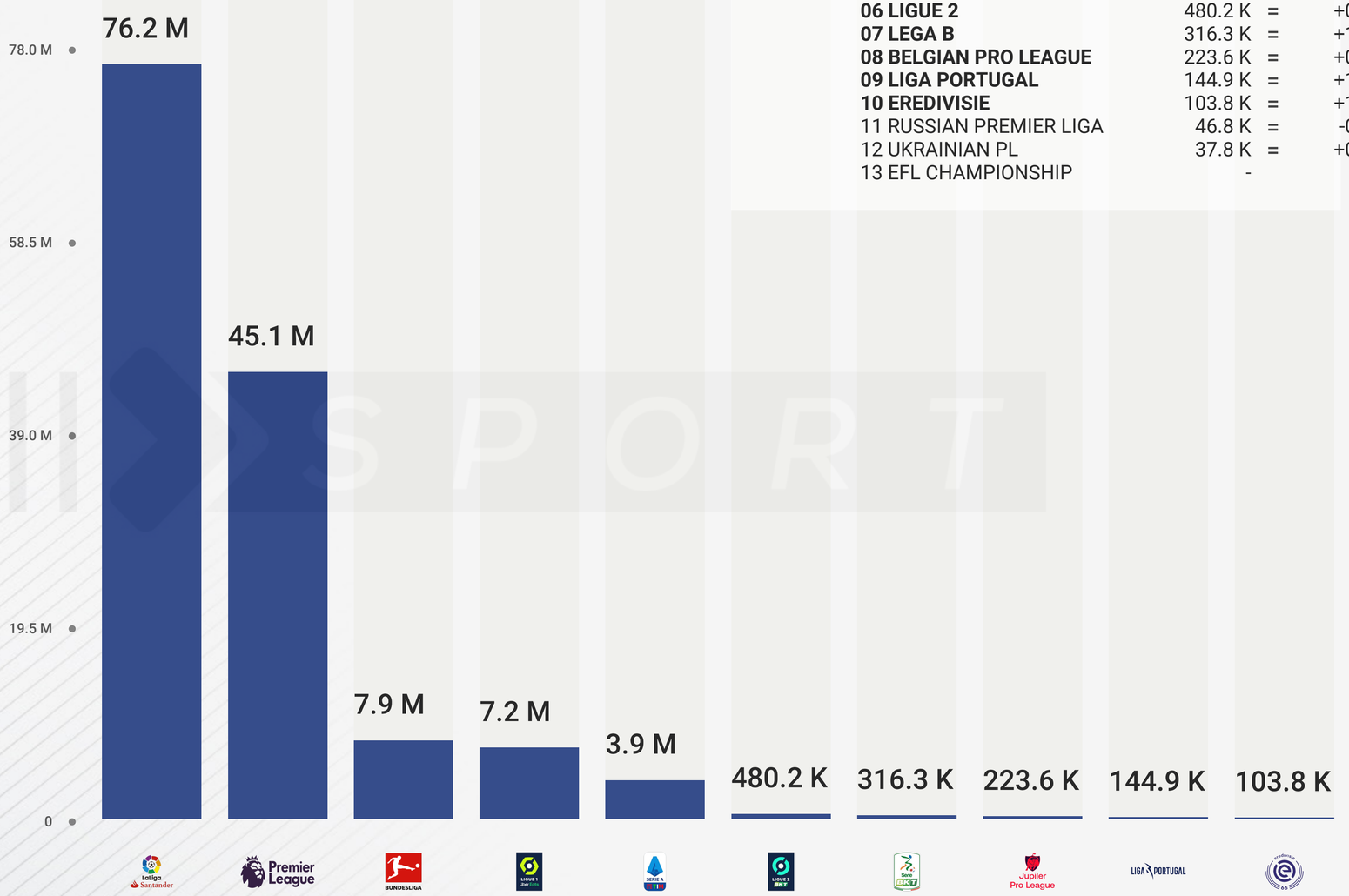
TOTAL FANBASE

141.7 M

EUROPEAN TOP20

Ranking of the European Leagues on Facebook.

CLUBS	FANS		% VAR*
01 LA LIGA	76.2 M	=	+0.55
02 PREMIER LEAGUE	45.1 M	=	+0.36
03 1. BUNDESLIGA	7.9 M	=	+0.40
04 LIGUE 1	7.2 M	=	+3.63
05 SERIE A	3.9 M	=	+2.59
06 LIGUE 2	480.2 K	=	+0.40
07 LEGA B	316.3 K	=	+1.40
08 BELGIAN PRO LEAGUE	223.6 K	=	+0.43
09 LIGA PORTUGAL	144.9 K	=	+1.30
10 EREDIVISIE	103.8 K	=	+1.59
11 RUSSIAN PREMIER LIGA	46.8 K	=	-0.03
12 UKRAINIAN PL	37.8 K	=	+0.13
13 EFL CHAMPIONSHIP	-		-



*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

LEAGUES Twitter

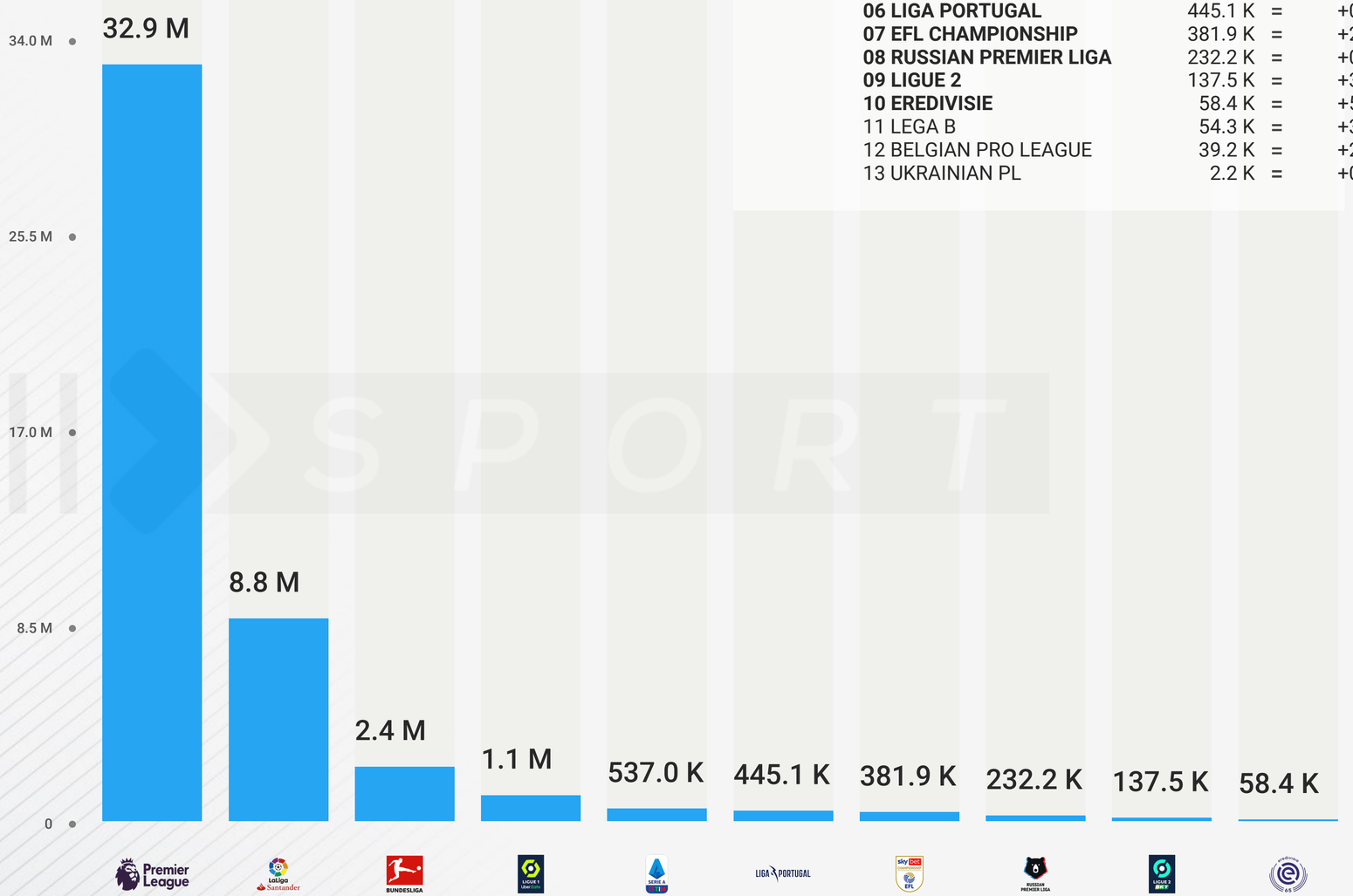
TOTAL FANBASE

47.0 M

EUROPEAN TOP20

Ranking of the European Leagues on Twitter.

CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	32.9 M	=	+2.90
02 LA LIGA	8.8 M	=	+5.79
03 1. BUNDESLIGA	2.4 M	=	+0.86
04 LIGUE 1	1.1 M	=	+5.56
05 SERIE A	537.0 K	=	+6.00
06 LIGA PORTUGAL	445.1 K	=	+0.98
07 EFL CHAMPIONSHIP	381.9 K	=	+2.91
08 RUSSIAN PREMIER LIGA	232.2 K	=	+0.00
09 LIGUE 2	137.5 K	=	+3.70
10 EREDIVISIE	58.4 K	=	+5.61
11 LEGA B	54.3 K	=	+3.23
12 BELGIAN PRO LEAGUE	39.2 K	=	+2.35
13 UKRAINIAN PL	2.2 K	=	+0.00



*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

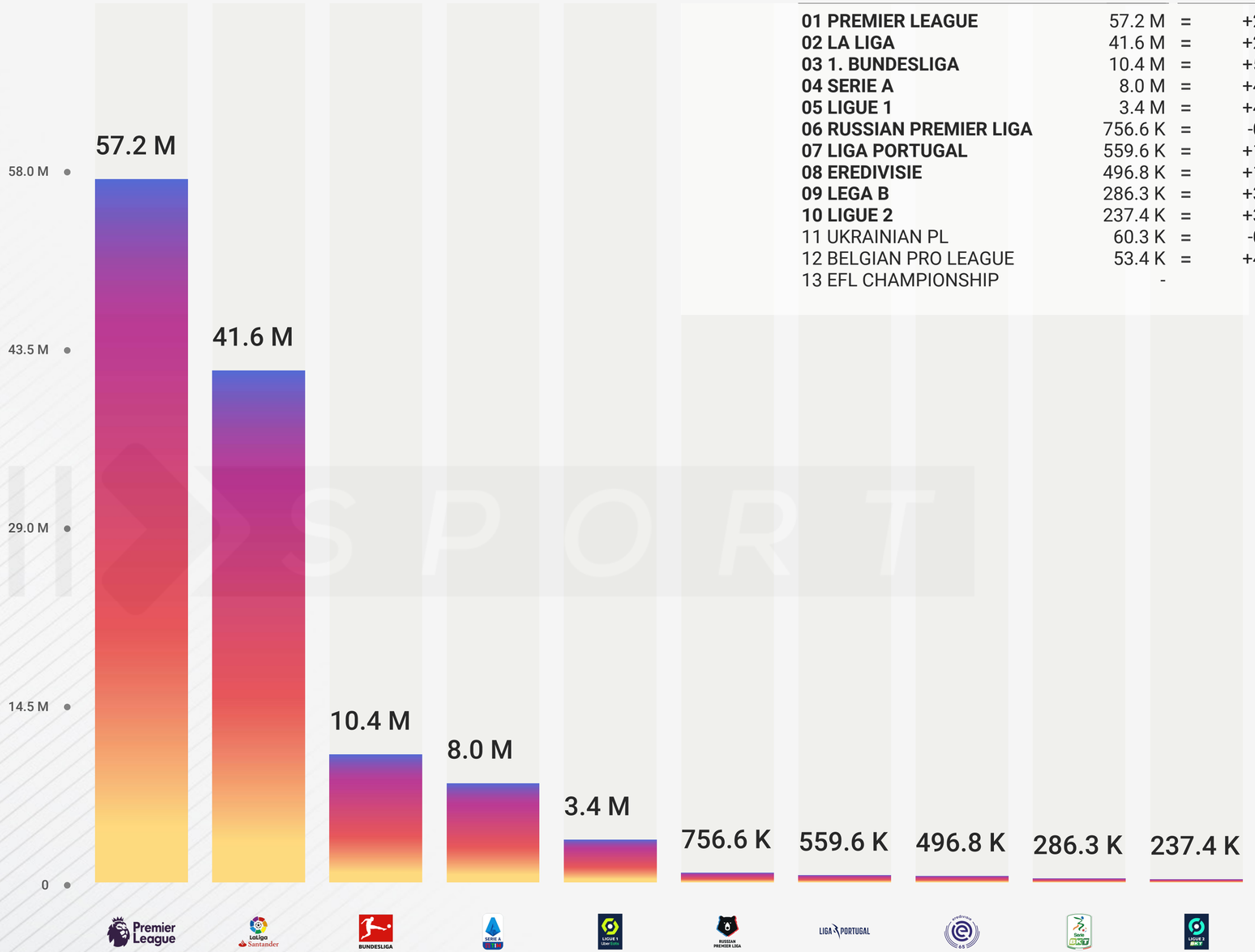
LEAGUES Instagram

TOTAL FANBASE

123.1 M

EUROPEAN TOP20

Ranking of the European Leagues on Instagram.



CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	57.2 M	=	+2.53
02 LA LIGA	41.6 M	=	+2.61
03 1. BUNDESLIGA	10.4 M	=	+5.28
04 SERIE A	8.0 M	=	+4.06
05 LIGUE 1	3.4 M	=	+4.29
06 RUSSIAN PREMIER LIGA	756.6 K	=	-0.32
07 LIGA PORTUGAL	559.6 K	=	+1.76
08 EREDIVISIE	496.8 K	=	+1.44
09 LEGA B	286.3 K	=	+3.16
10 LIGUE 2	237.4 K	=	+3.01
11 UKRAINIAN PL	60.3 K	=	-0.78
12 BELGIAN PRO LEAGUE	53.4 K	=	+4.17
13 EFL CHAMPIONSHIP	-		-

*[from April 11, 2022 to May 30, 2022]

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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

IQUII SPORT

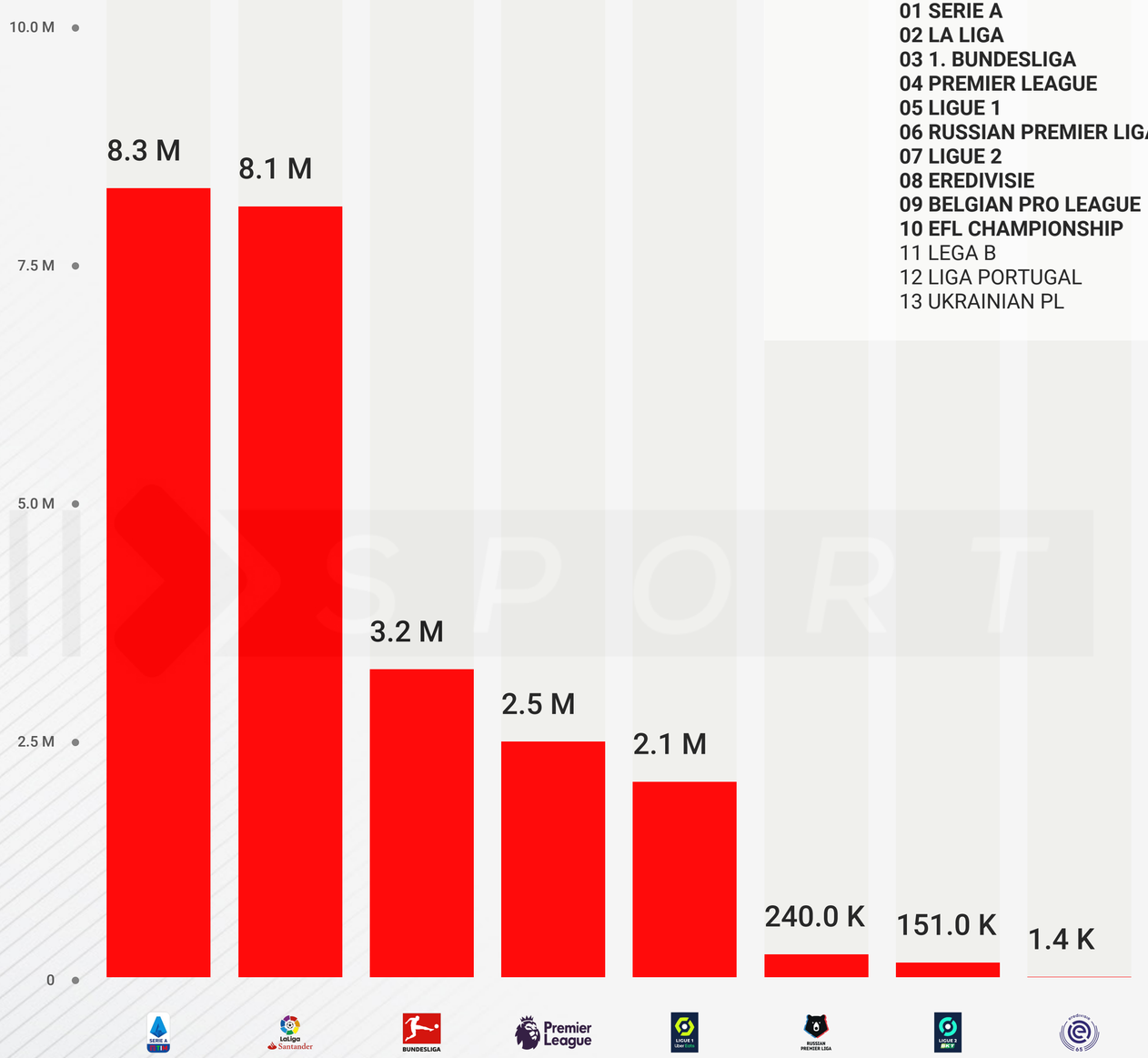
LEAGUES YouTube

TOTAL FANBASE

24.5 M

EUROPEAN TOP20

Ranking of the European Leagues on YouTube.



CLUBS	FANS		% VAR*
01 SERIE A	8.3 M	=	+2.22
02 LA LIGA	8.1 M	=	+2.53
03 1. BUNDESLIGA	3.2 M	=	+1.89
04 PREMIER LEAGUE	2.5 M	=	+6.01
05 LIGUE 1	2.1 M	=	+2.50
06 RUSSIAN PREMIER LIGA	240.0 K	=	+0.42
07 LIGUE 2	151.0 K	=	+2.03
08 EREDIVISIE	1.4 K	=	+6.06
09 BELGIAN PRO LEAGUE	-		-
10 EFL CHAMPIONSHIP	-		-
11 LEGA B	n/a		n/a
12 LIGA PORTUGAL	n/a		n/a
13 UKRAINIAN PL	n/a		n/a

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

LEAGUES Social

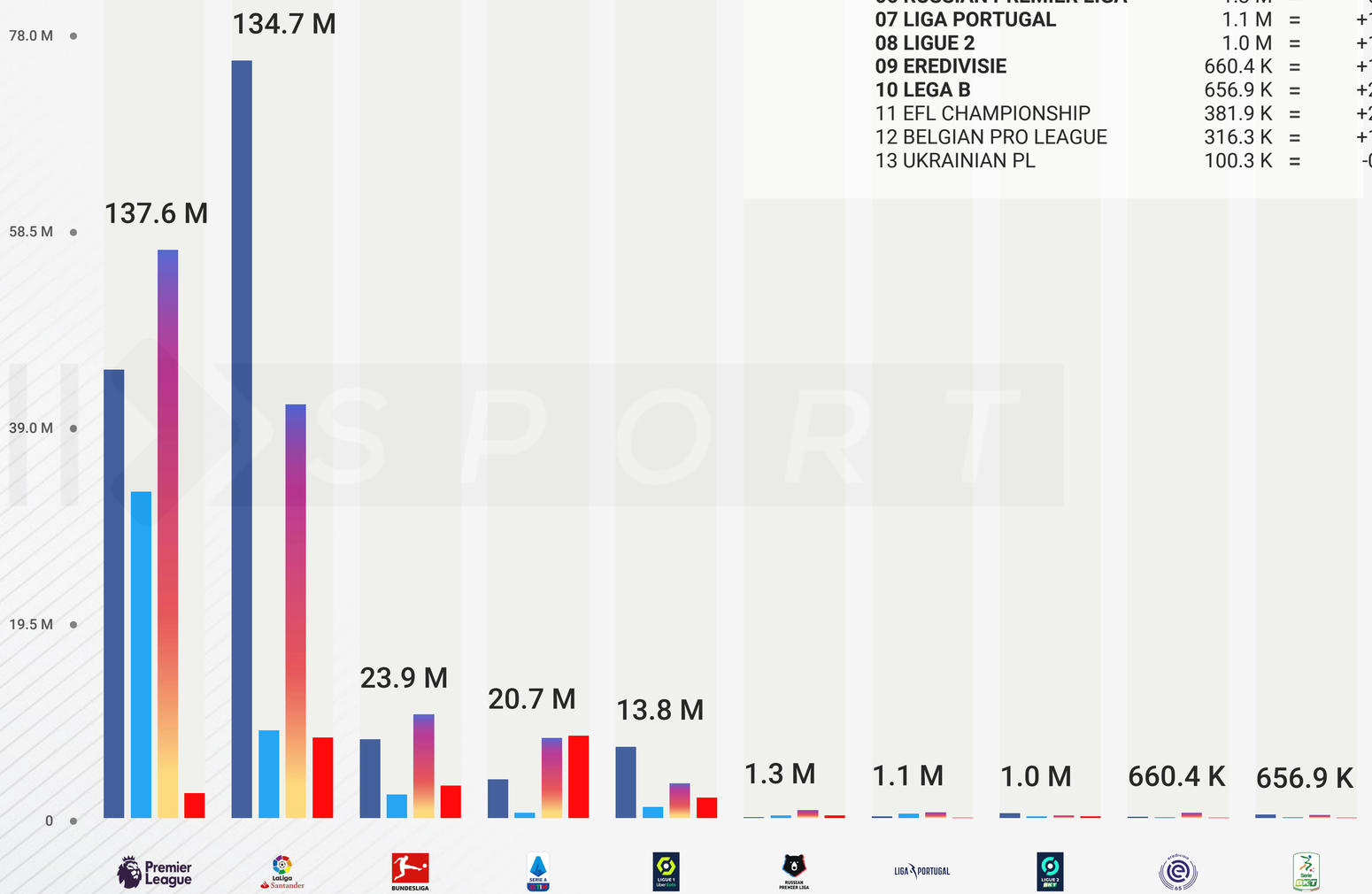
TOTAL FANBASE

336.3 M

EUROPEAN TOP20

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

CLUBS	FANS		% VAR*
01 PREMIER LEAGUE	137.6 M	=	+1.95
02 LA LIGA	134.7 M	=	+1.63
03 1. BUNDESLIGA	23.9 M	=	+2.72
04 SERIE A	20.7 M	=	+3.09
05 LIGUE 1	13.8 M	=	+3.77
06 RUSSIAN PREMIER LIGA	1.3 M	=	-0.11
07 LIGA PORTUGAL	1.1 M	=	+1.40
08 LIGUE 2	1.0 M	=	+1.69
09 EREDIVISIE	660.4 K	=	+1.83
10 LEGA B	656.9 K	=	+2.31
11 EFL CHAMPIONSHIP	381.9 K	=	+2.91
12 BELGIAN PRO LEAGUE	316.3 K	=	+1.28
13 UKRAINIAN PL	100.3 K	=	-0.73



*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

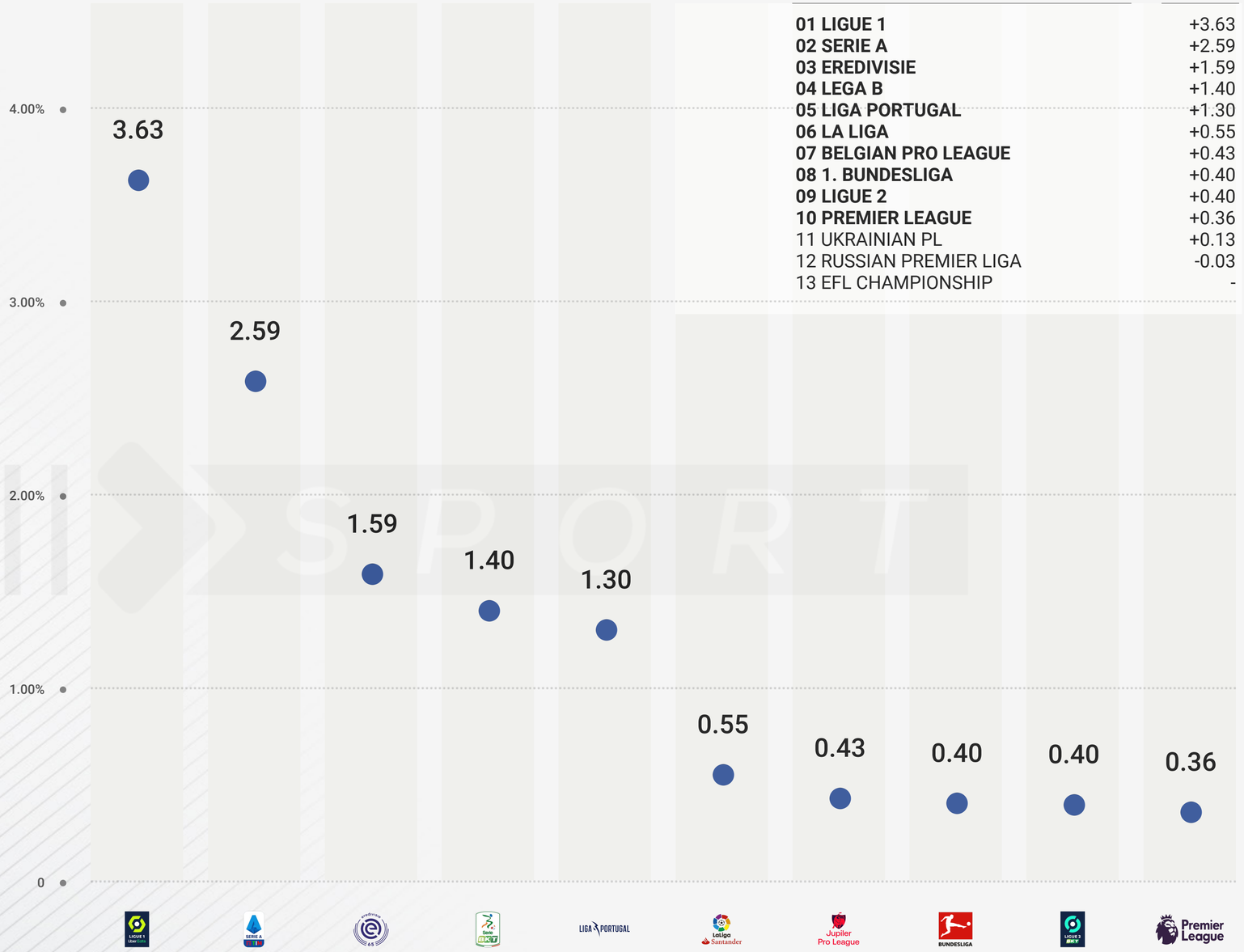
LAST UPDATE MAY 2022

IQUII SPORT

LEAGUES Facebook

EUROPEAN TOP20

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



CLUBS	% VAR*
01 LIGUE 1	**+3.63**
02 SERIE A	**+2.59**
03 EREDIVISIE	**+1.59**
04 LEGA B	**+1.40**
05 LIGA PORTUGAL	**+1.30**
06 LA LIGA	**+0.55**
07 BELGIAN PRO LEAGUE	**+0.43**
08 1. BUNDESLIGA	**+0.40**
09 LIGUE 2	**+0.40**
10 PREMIER LEAGUE	**+0.36**
11 UKRAINIAN PL	+0.13
12 RUSSIAN PREMIER LIGA	-0.03
13 EFL CHAMPIONSHIP	-

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

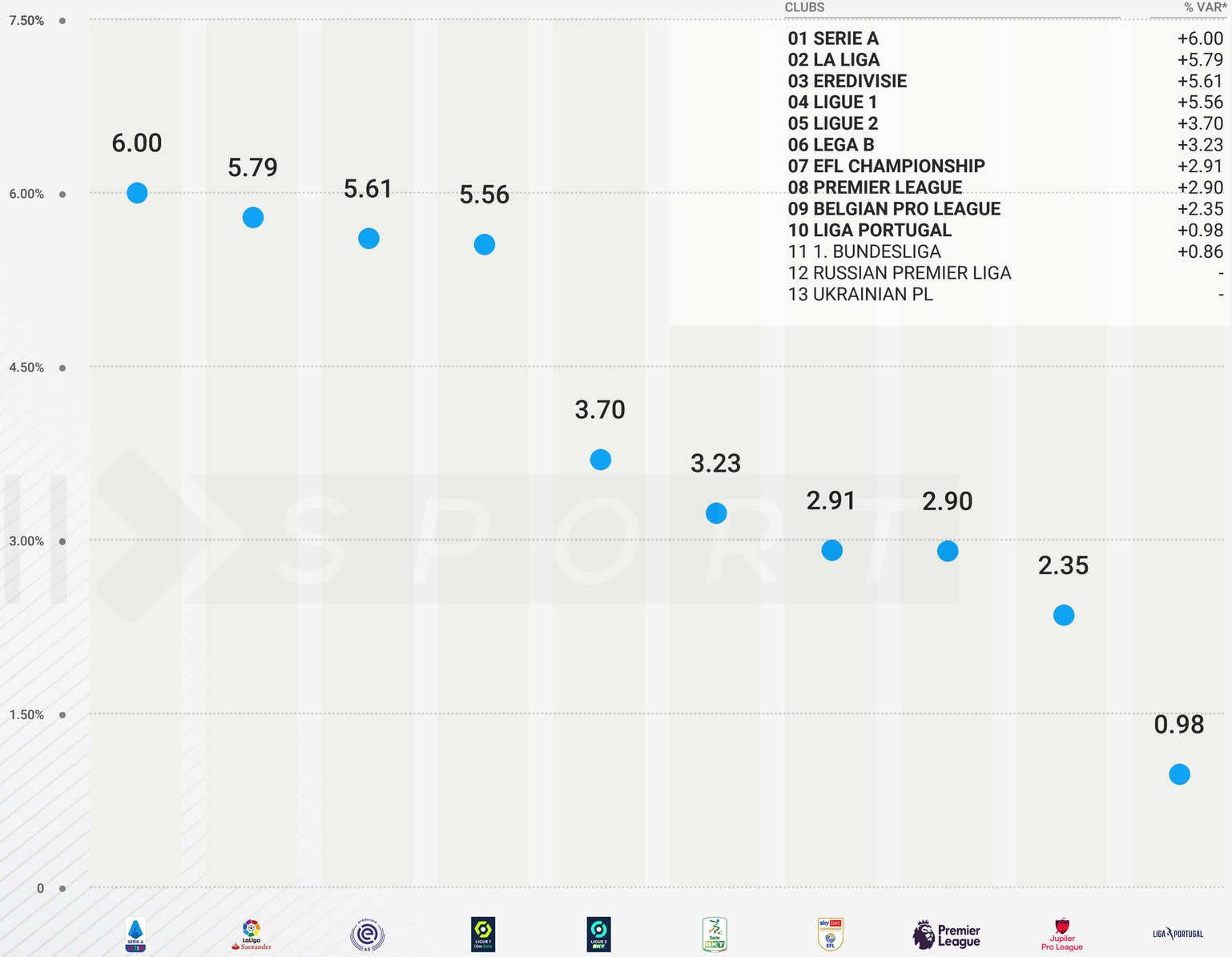
LAST UPDATE MAY 2022

IQUII SPORT

LEAGUES Twitter

EUROPEAN TOP20

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



CLUBS	% VAR*
01 SERIE A	**+6.00**
02 LA LIGA	**+5.79**
03 EREDIVISIE	**+5.61**
04 LIGUE 1	**+5.56**
05 LIGUE 2	**+3.70**
06 LEGA B	**+3.23**
07 EFL CHAMPIONSHIP	**+2.91**
08 PREMIER LEAGUE	**+2.90**
09 BELGIAN PRO LEAGUE	**+2.35**
10 LIGA PORTUGAL	**+0.98**
11 1. BUNDESLIGA	+0.86
12 RUSSIAN PREMIER LIGA	-
13 UKRAINIAN PL	-

***[from April 11, 2022 to May 30, 2022]**

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

LAST UPDATE MAY 2022

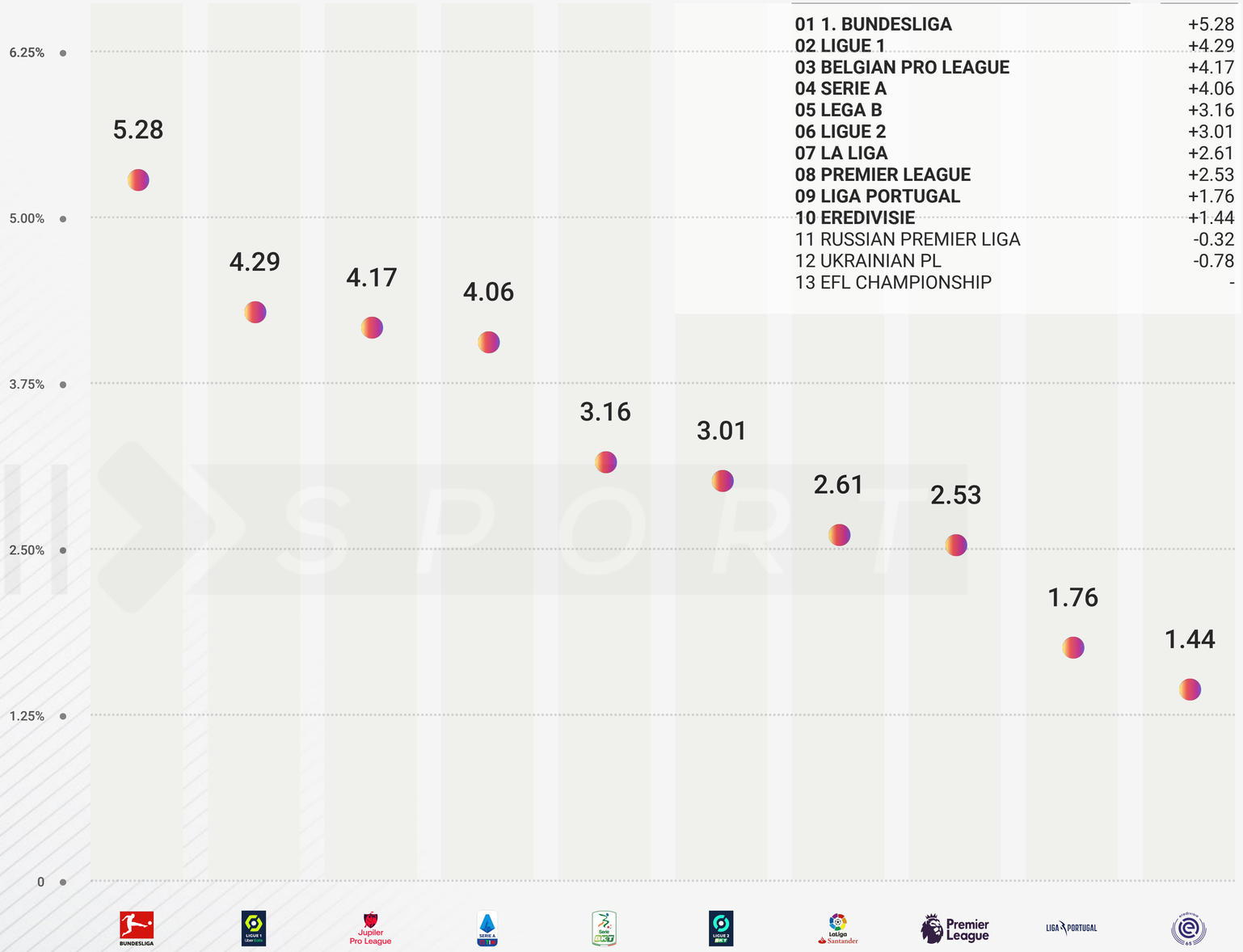
©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

LEAGUES Instagram

EUROPEAN TOP20

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



CLUBS	% VAR*
01 1. BUNDESLIGA	**+5.28**
02 LIGUE 1	**+4.29**
03 BELGIAN PRO LEAGUE	**+4.17**
04 SERIE A	**+4.06**
05 LEGA B	**+3.16**
06 LIGUE 2	**+3.01**
07 LA LIGA	**+2.61**
08 PREMIER LEAGUE	**+2.53**
09 LIGA PORTUGAL	**+1.76**
10 EREDIVISIE	**+1.44**
11 RUSSIAN PREMIER LIGA	-0.32
12 UKRAINIAN PL	-0.78
13 EFL CHAMPIONSHIP	-

*[from April 11, 2022 to May 30, 2022]

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

LAST UPDATE MAY 2022

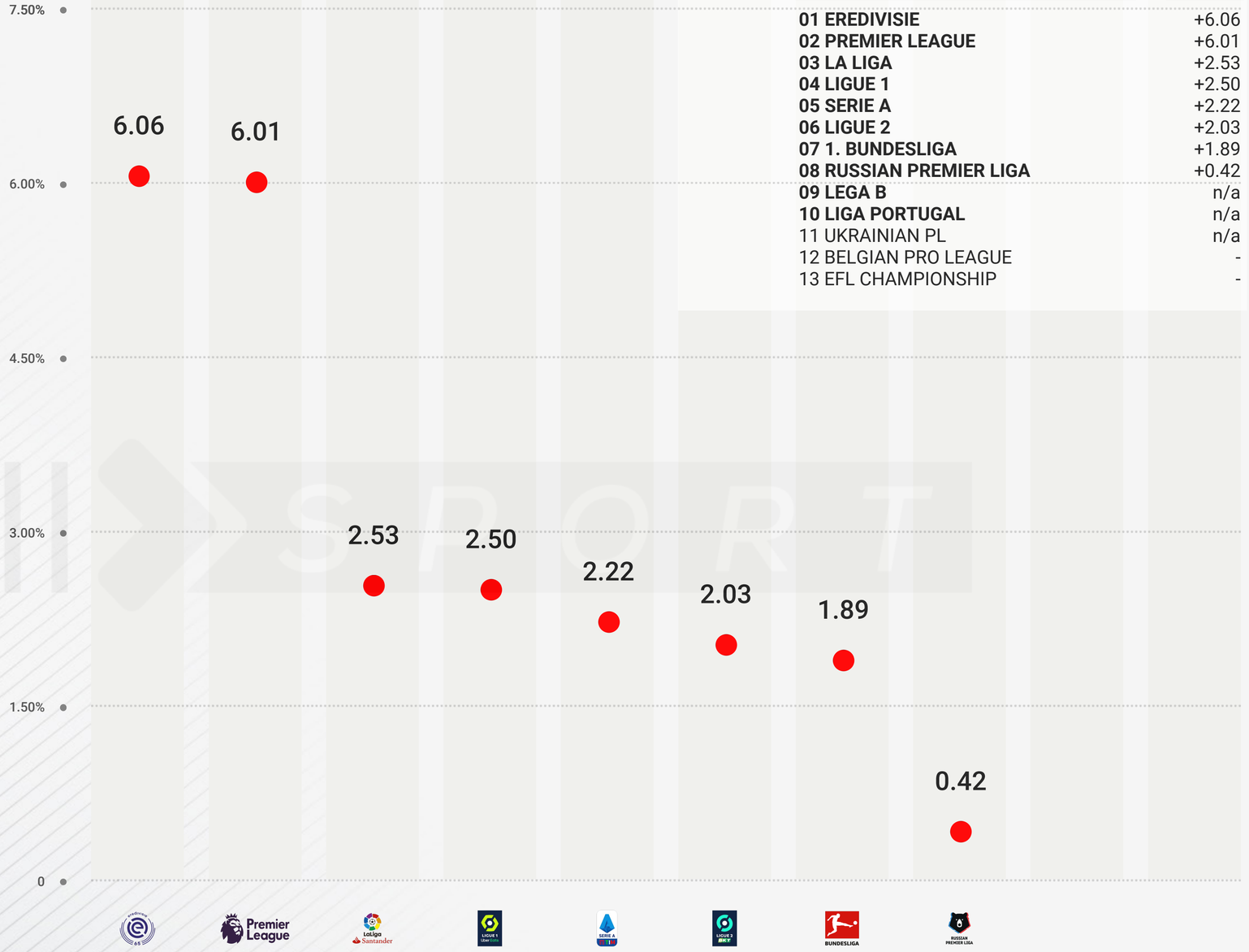
©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

LEAGUES YouTube

EUROPEAN TOP20

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



CLUBS	% VAR*
01 EREDIVISIE	+6.06
02 PREMIER LEAGUE	+6.01
03 LA LIGA	+2.53
04 LIGUE 1	+2.50
05 SERIE A	+2.22
06 LIGUE 2	+2.03
07 1. BUNDESLIGA	+1.89
08 RUSSIAN PREMIER LIGA	+0.42
09 LEGA B	n/a
10 LIGA PORTUGAL	n/a
11 UKRAINIAN PL	n/a
12 BELGIAN PRO LEAGUE	-
13 EFL CHAMPIONSHIP	-

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

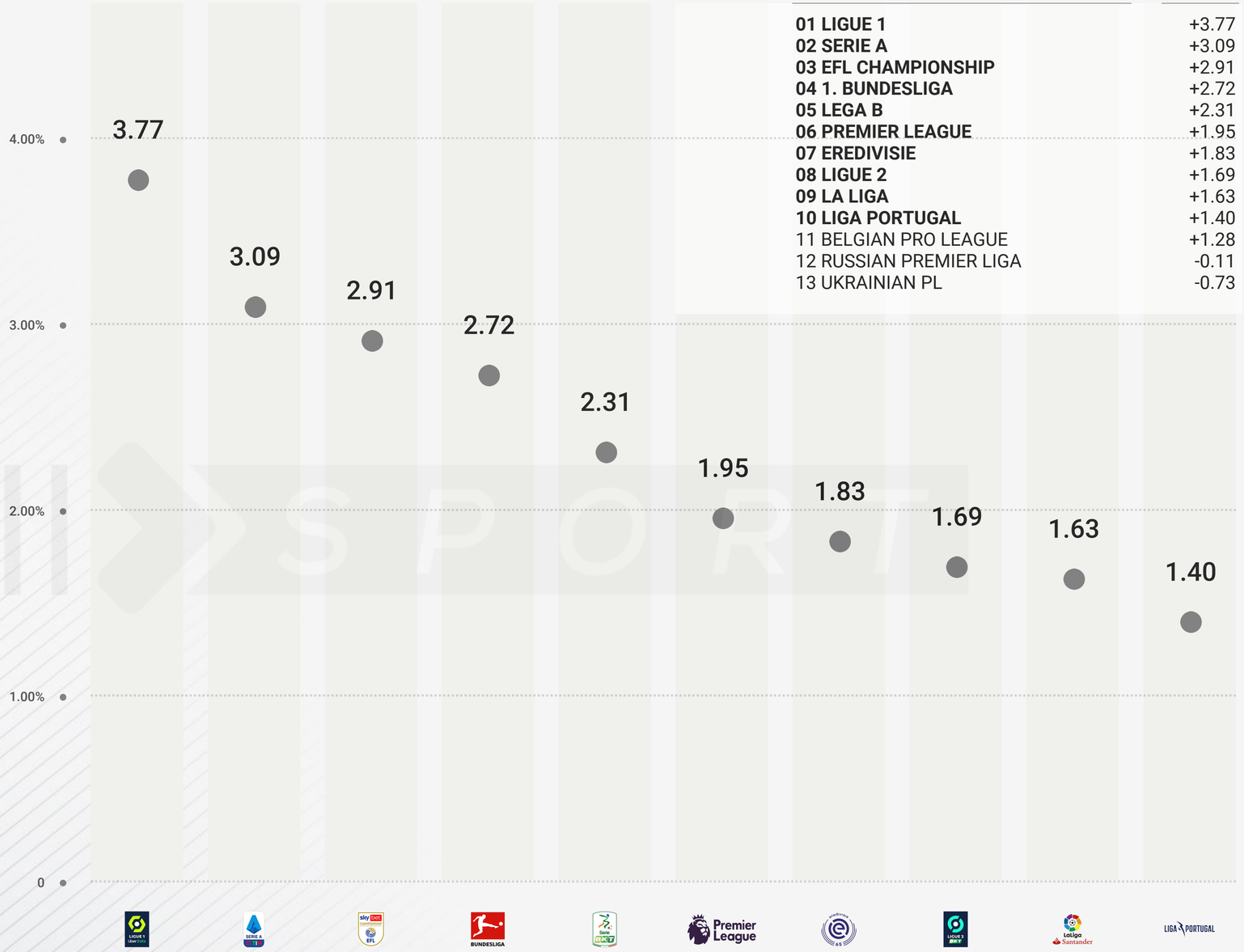
LAST UPDATE MAY 2022

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	+3.77
02 SERIE A	+3.09
03 EFL CHAMPIONSHIP	+2.91
04 1. BUNDESLIGA	+2.72
05 LEGA B	+2.31
06 PREMIER LEAGUE	+1.95
07 EREDIVISIE	+1.83
08 LIGUE 2	+1.69
09 LA LIGA	+1.63
10 LIGA PORTUGAL	+1.40
11 BELGIAN PRO LEAGUE	+1.28
12 RUSSIAN PREMIER LIGA	-0.11
13 UKRAINIAN PL	-0.73

*[from April 11, 2022 to May 30, 2022]

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

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

LAST UPDATE MAY 2022

IQUII SPORT

OUR REPORTS

#TEFCReport



#TVLReport



#TEFPReport



#TBLReport



LAST UPDATE MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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

Sport Thinking is the perfect place for all the stakeholders of the field to learn and to be constantly up to date with all the latest news and trends of the Sport Industry.

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

With our Newsletter, you will receive a recap of our publications and much more, as we are preparing new content to make our Newsletter even more engaging and beneficial to all the stakeholders.

What are you waiting for?

SUBSCRIBE NOW!



LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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 MAY 2022

©2022 IQUII SRL.THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

IQUII SPORT

OUR CLIENTS

























©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

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



©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.

42nd Issue

Version 1.0 - 01.06.22
[first release]

Methodology and Specs

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

The data refers to the period from 11 April to 30 May 2022, and refers to the Facebook, Twitter, Instagram, YouTube and TikTok accounts. Logos and all rights are reserved to their respective owners.

This is the last report of the season.
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.

Texts and designs are made by the IQUII team.
The IQUII name and logo are registered trademarks of IQUII©2022 IQUII s.r.l. All rights reserved.

LAST UPDATE MAY 2022

©2022 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.