

THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

EDITION N.43 // AUGUST 2022





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

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



STRATEGY

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



TECHNOLOGY

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



DATA

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

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

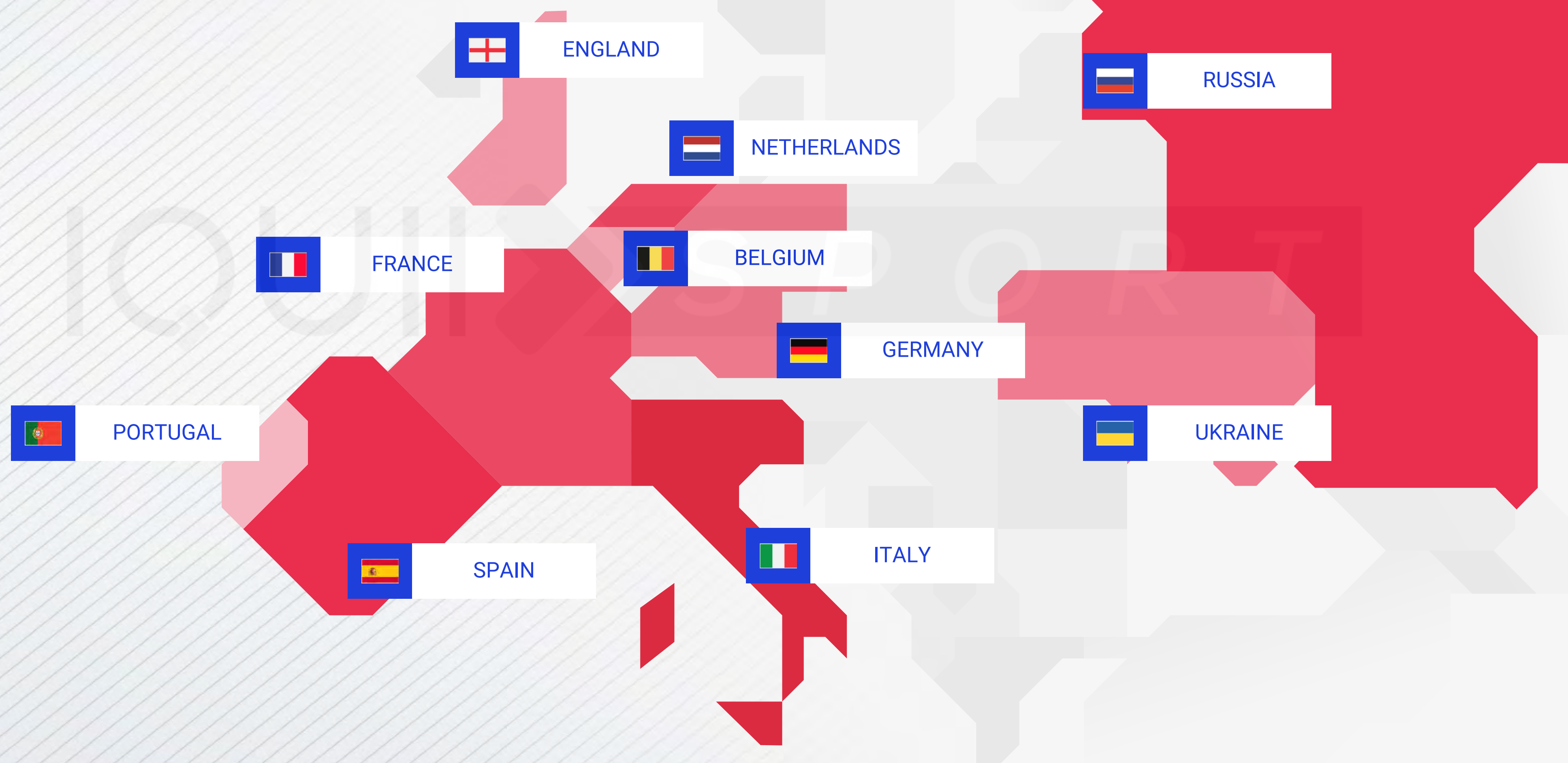
In our #TEFCReport you will find the analysis of 10 countries, 15 leagues and almost 300 clubs, to give you a complete picture about the presence and the performances of the major European football clubs and leagues.

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

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



Countries included in the clubs' analysis



EUROPE SnapShot / General

10

COUNTRIES

Total Countries analysed:
England, France, Germany, Italy,
Spain, Portugal, Russia, Belgium,
Netherlands and Ukraine.

288

CLUBS

Total football clubs analysed in
England, France, Germany, Italy,
Spain (1st and 2nd divisions) and
in Portugal, Russia, Belgium,
Netherlands and Ukraine (1st
divisions).

40

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

FANS

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

EUROPE Facebook

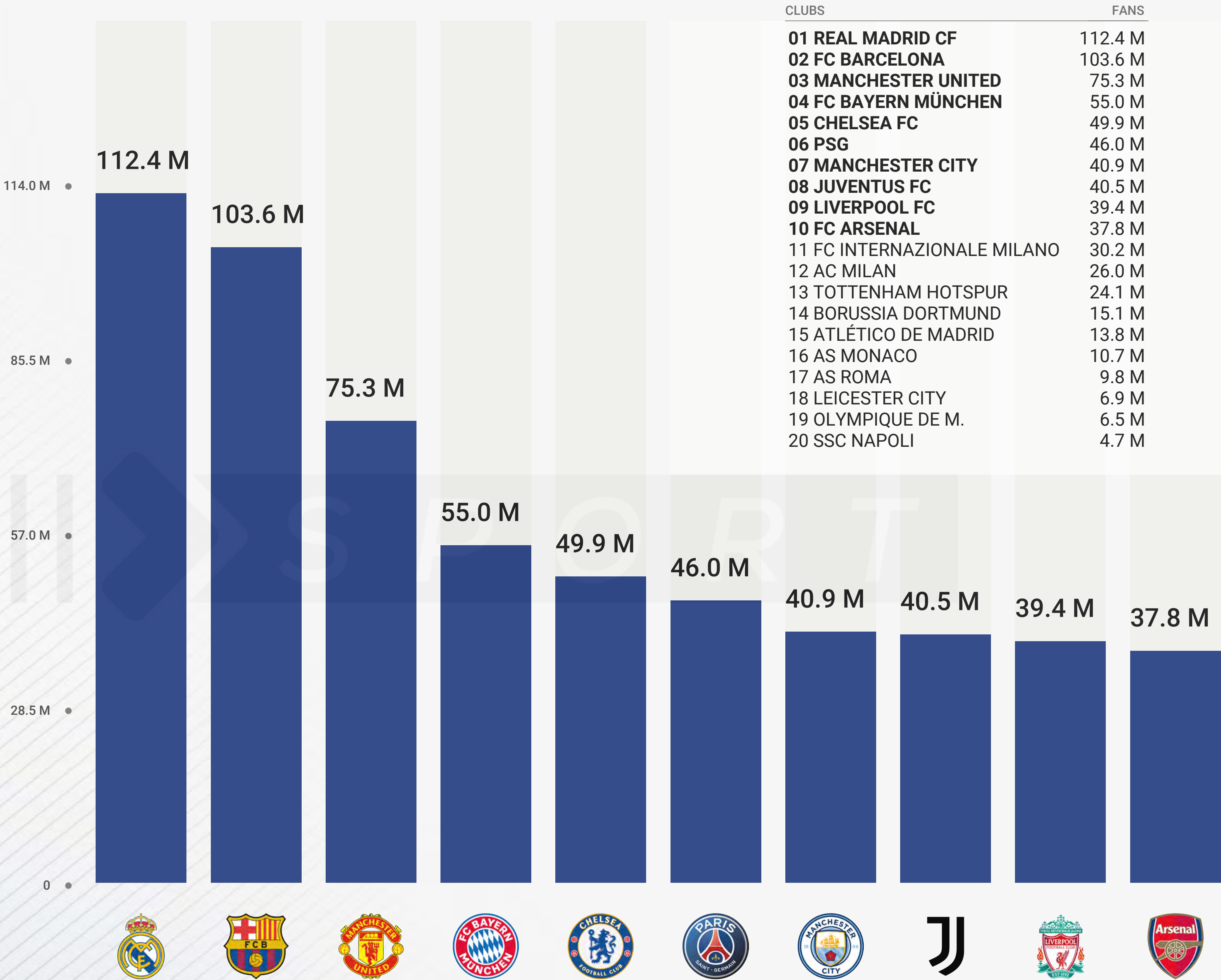
f

TOTAL FANBASE

748.6 M

EUROPEAN TOP20

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



*[updated on August 03, 2022]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). FB data refers to Likes, not Followers.



EUROPE **Twitter**

TOTAL FANBASE
266.3 M



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



*[updated on August 03, 2022]

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



EUROPE Instagram

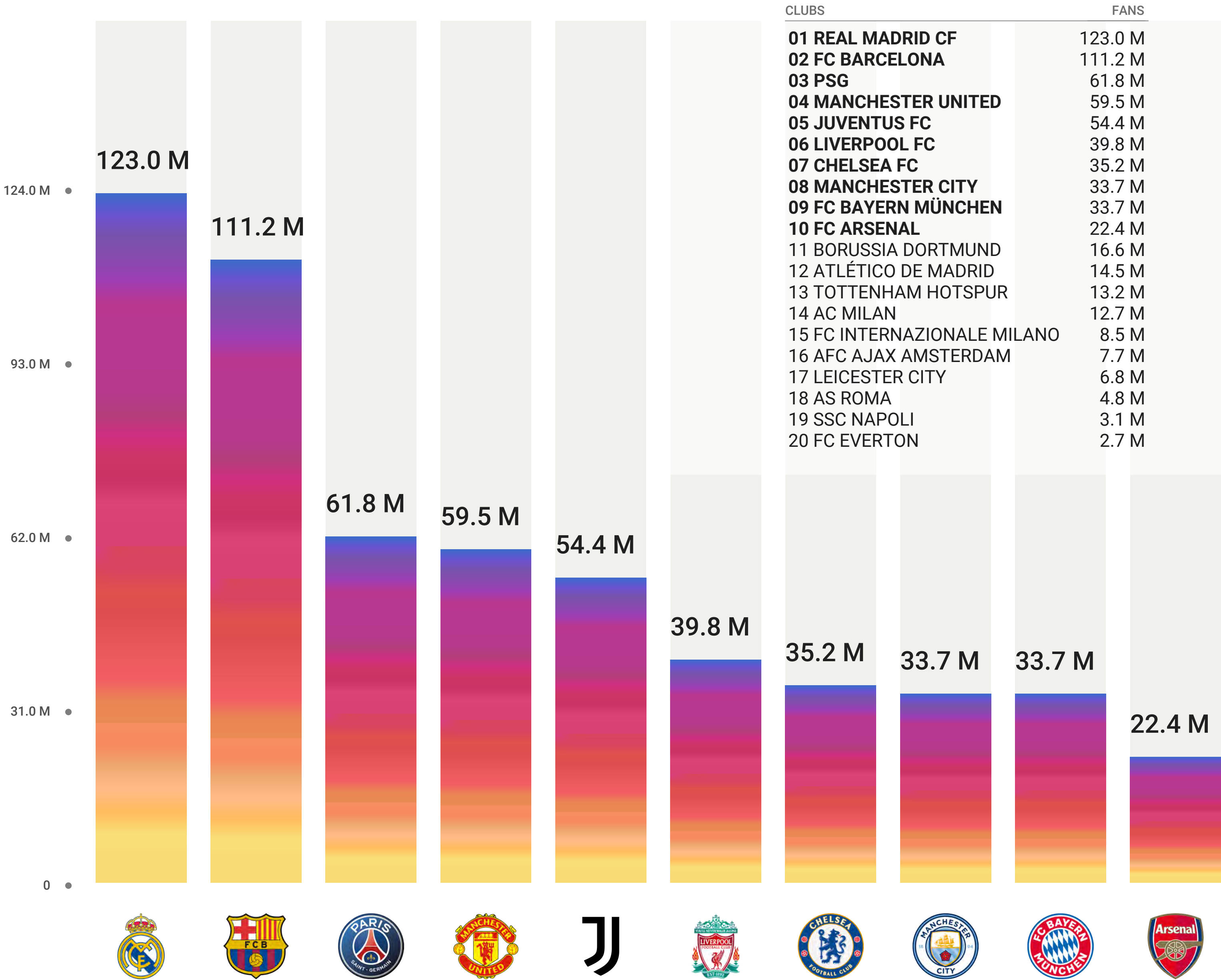


TOTAL FANBASE

665.3 M



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



*[updated on August 03, 2022]

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



EUROPE YouTube

TOTAL FANBASE

69.4 M



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



*[updated on August 03, 2022]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). YT data is rounded (since provided in this format): this may alter variations.

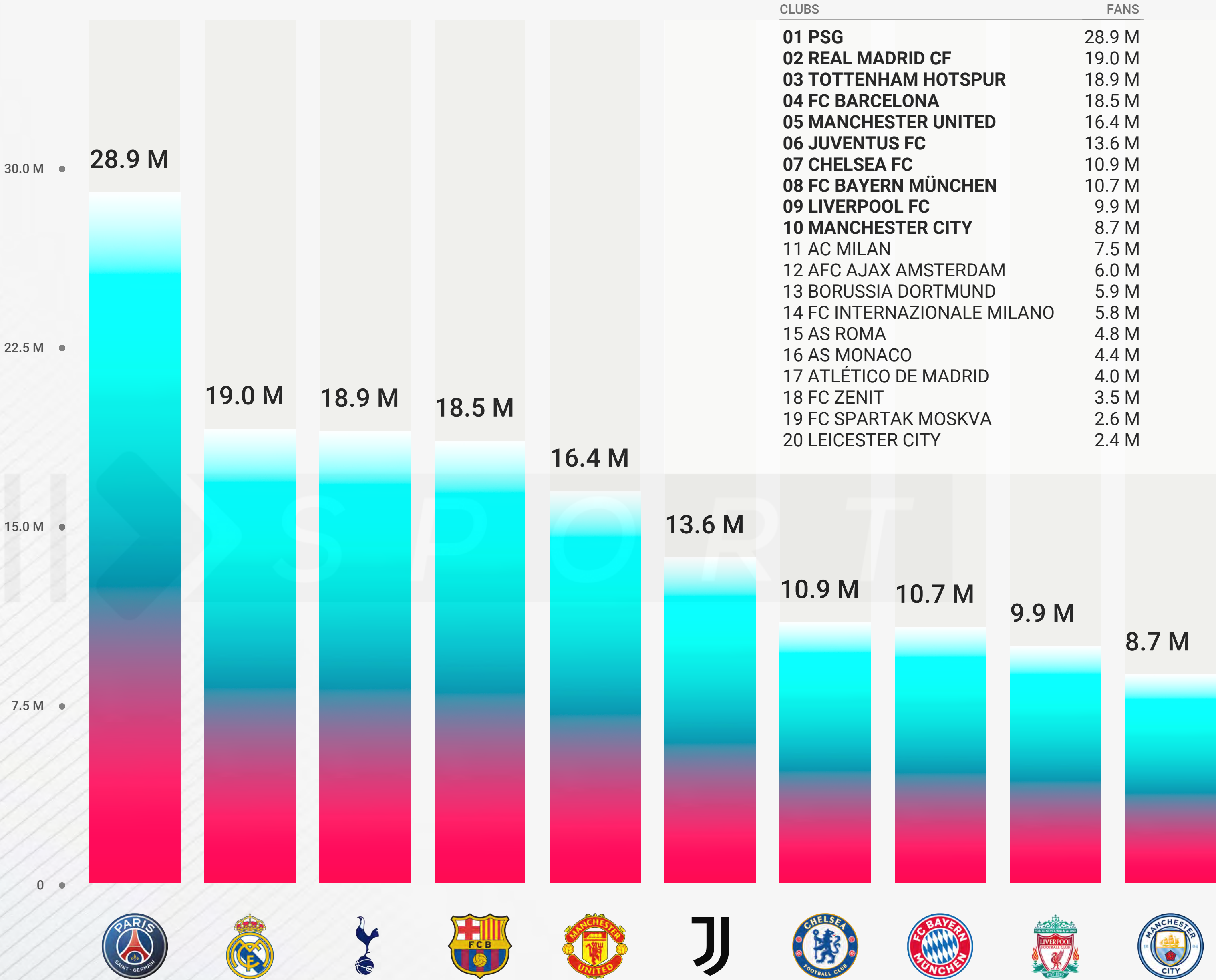


EUROPE **TikTok**

TOTAL FANBASE
202.4 M



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



*[updated on August 03, 2022]

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). TT data is rounded (since provided in this format): this may alter variations.



EUROPE Social

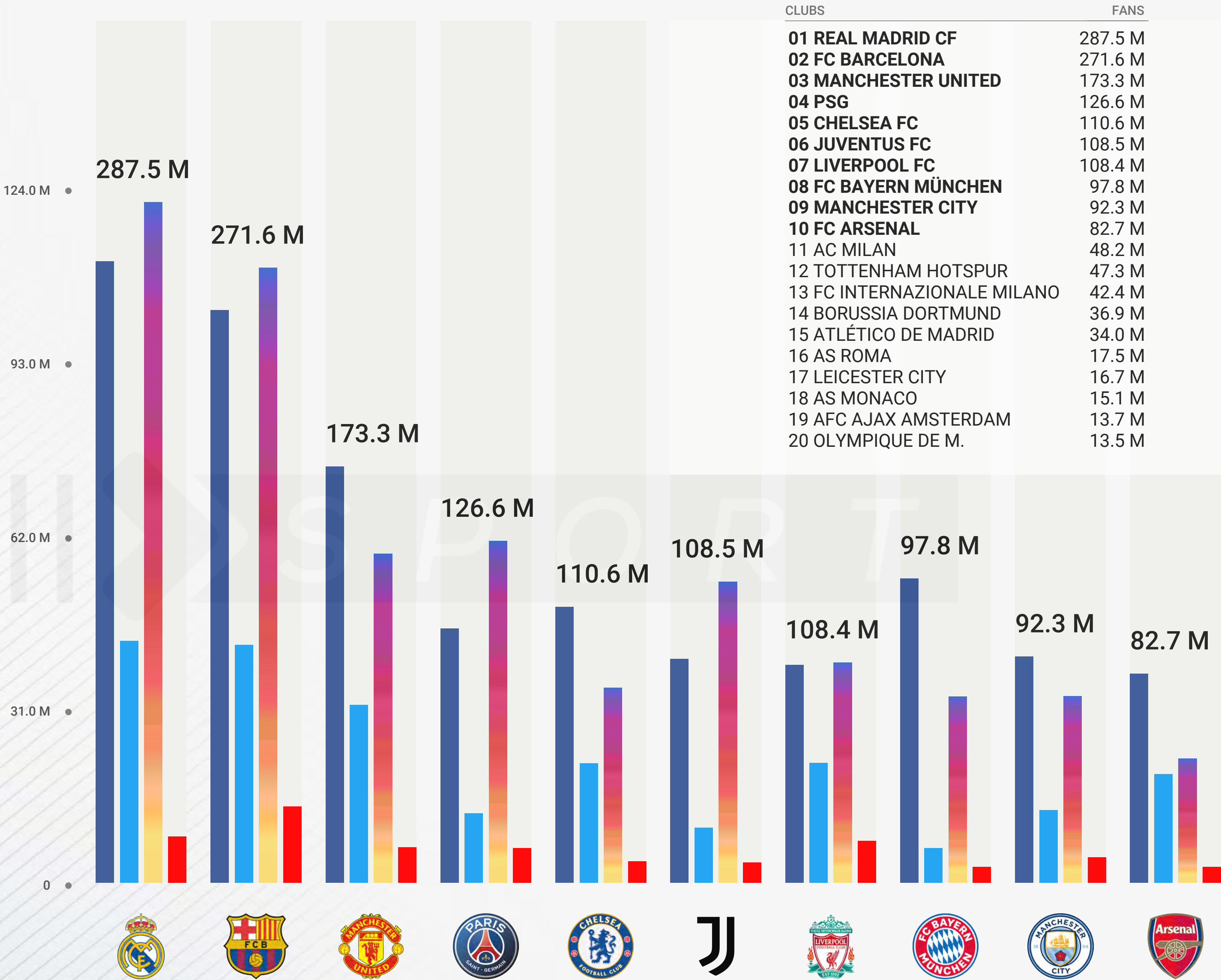


TOTAL FANBASE

1.7 B



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



*[updated on August 03, 2022]

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

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Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.

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.

*[updated on August 03, 2022]

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EUROPE Sport Brands



TOTAL FANBASE

30.6 B



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



*[updated on August 03, 2022]

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CLUBS

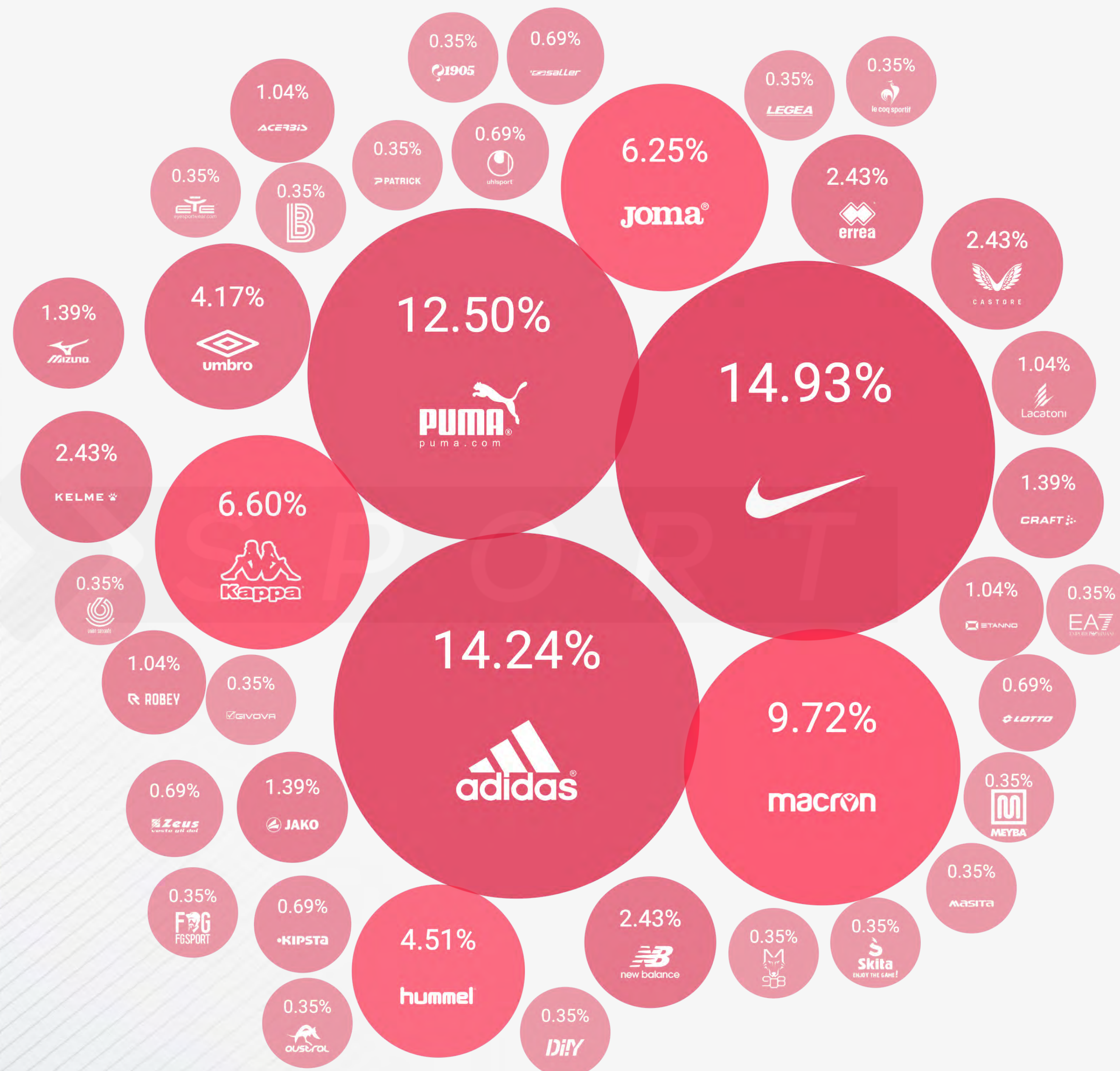
288

—

SPORT BRANDS

40

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



Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SECOND DIVISION

24 CLUBS



CHAMPIONSHIP

ENGLAND

ENGLAND SnapShot / First Division



Total Premier League
football clubs analysed.

Total Premier League
Sport Brands on jerseys
analysed.

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

*[updated on August 03, 2022]

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f

TOTAL FANBASE

297.7 M

Premier League

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



*[updated on August 03, 2022]

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FB data refers to Likes, not Followers.





TOTAL FANBASE

135.6 M



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



*[updated on August 03, 2022]



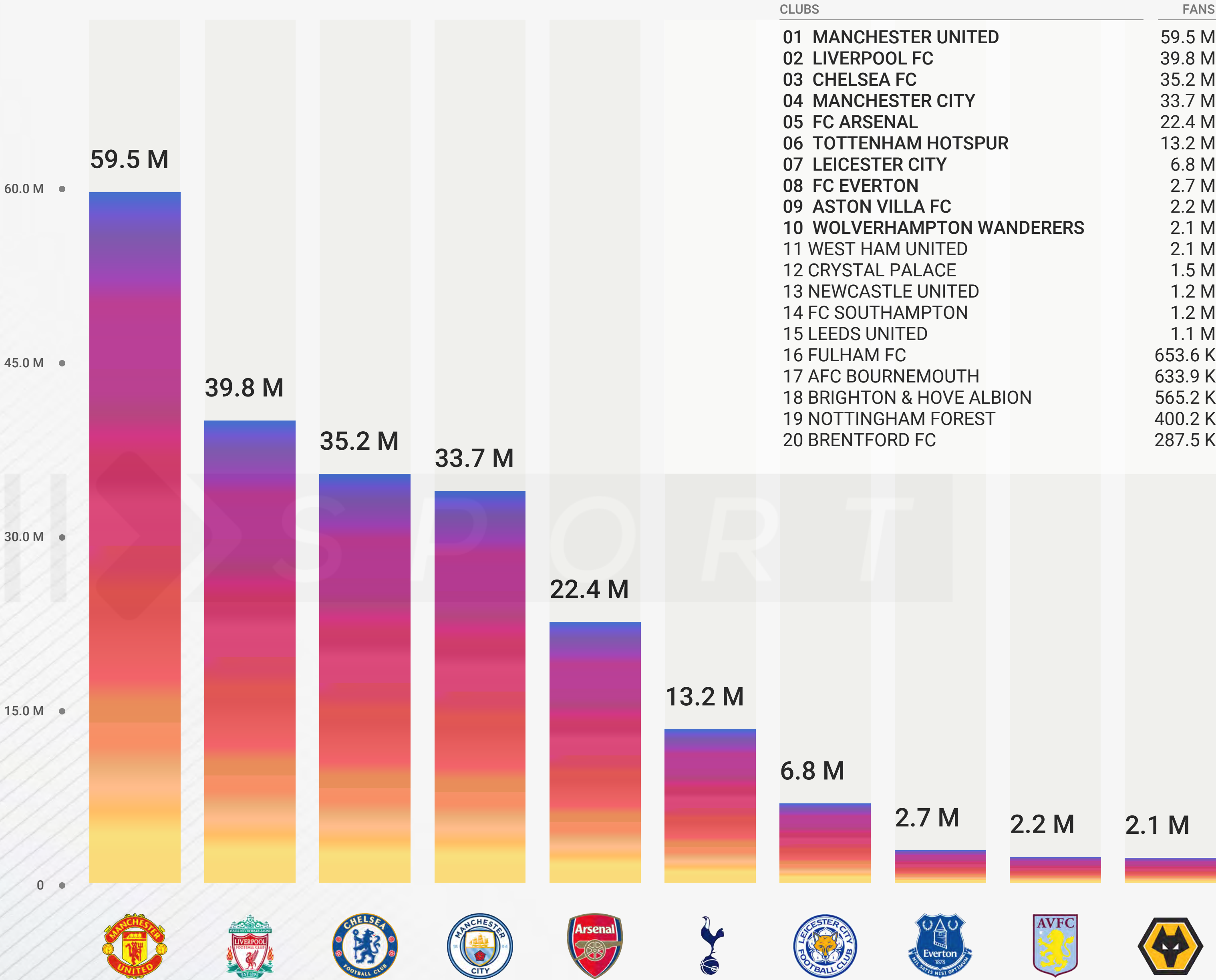


TOTAL FANBASE

227.2 M



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



*[updated on August 03, 2022]

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TOTAL FANBASE

31.3 M

Premier League

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



*[updated on August 03, 2022]

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





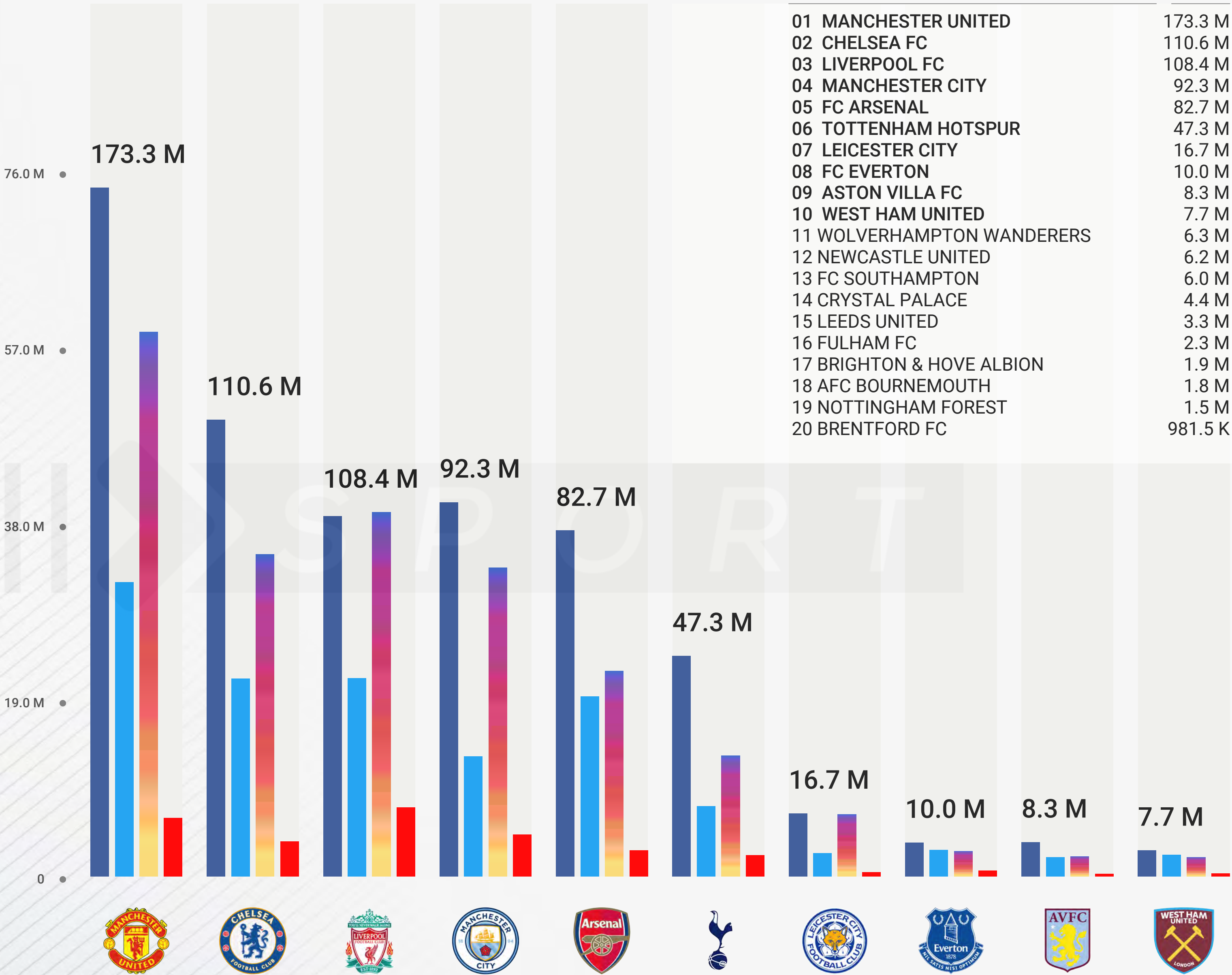
TOTAL FANBASE
691.8 M



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

*[updated on August 03, 2022]

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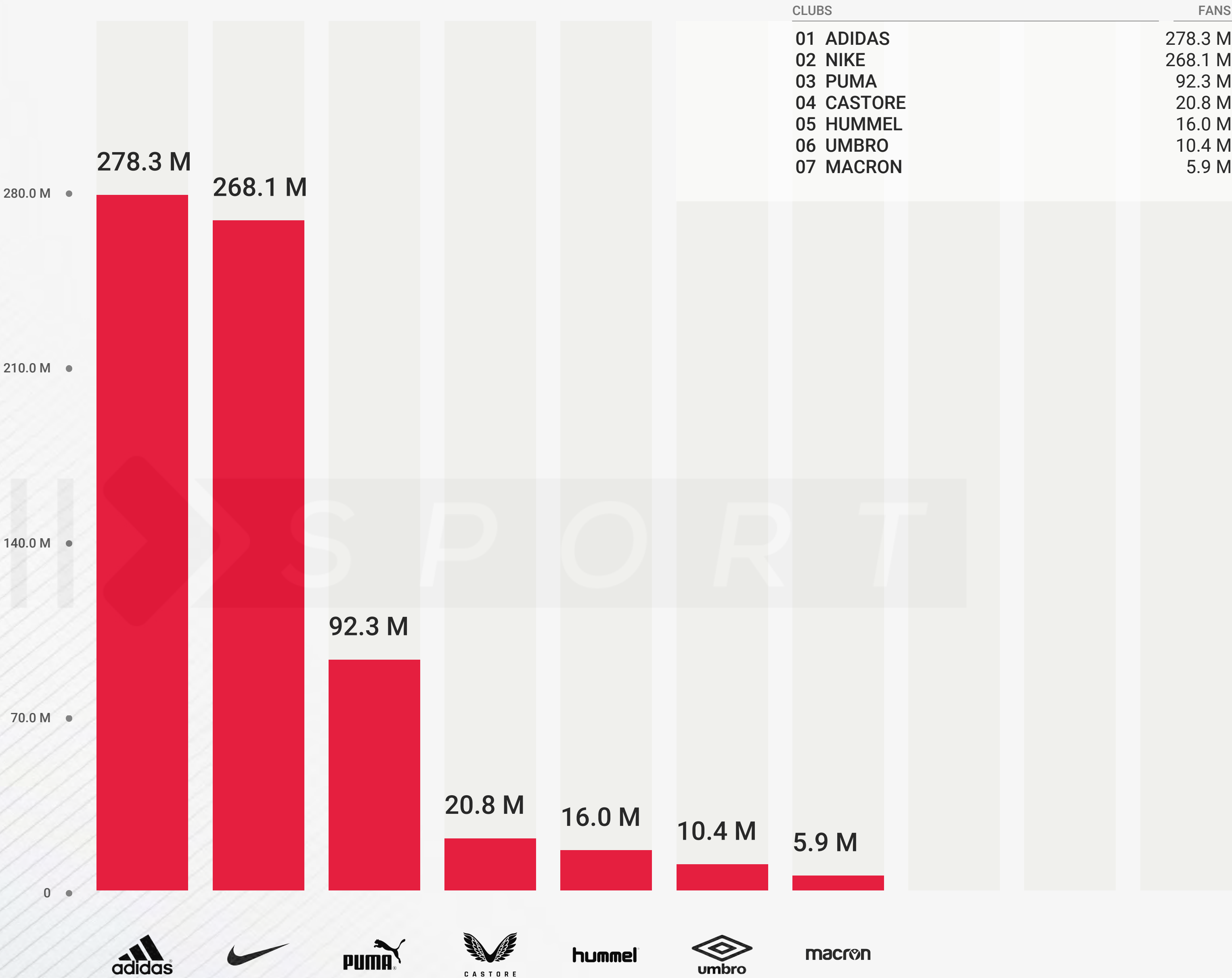


TOTAL FANBASE

691.8 M



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



*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

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ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship
football clubs analysed.

9

BRANDS

Total Championship
Sport Brands on jerseys
analysed.

33.2 M

FANS

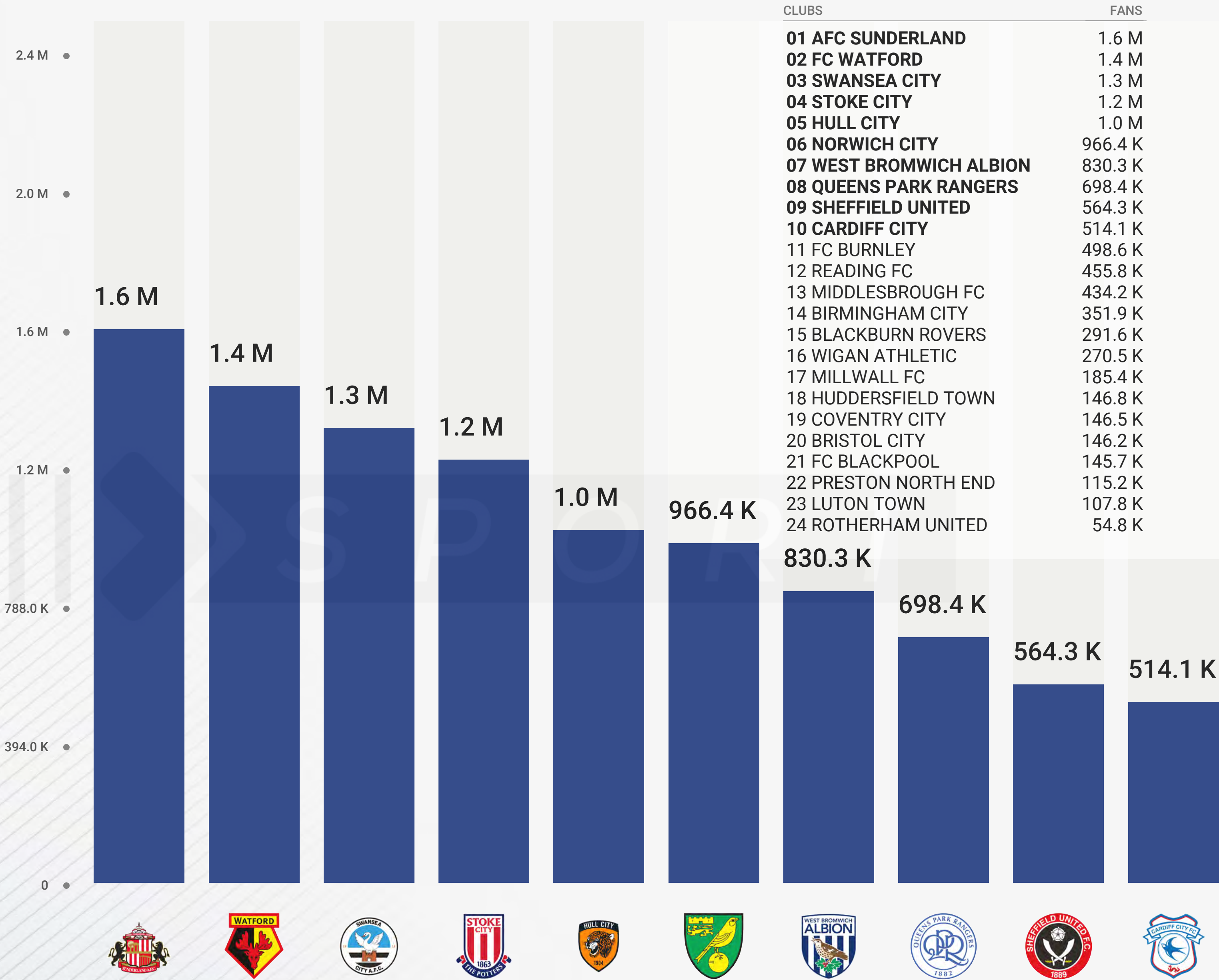
Total Facebook, Twitter,
Instagram, YouTube Fans of the
Championship football clubs
analysed.

*[updated on August 03, 2022]

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Ranking of the most followed
Championship football clubs on
Facebook.



*[updated on August 03, 2022]

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FB data refers to Likes, not Followers.

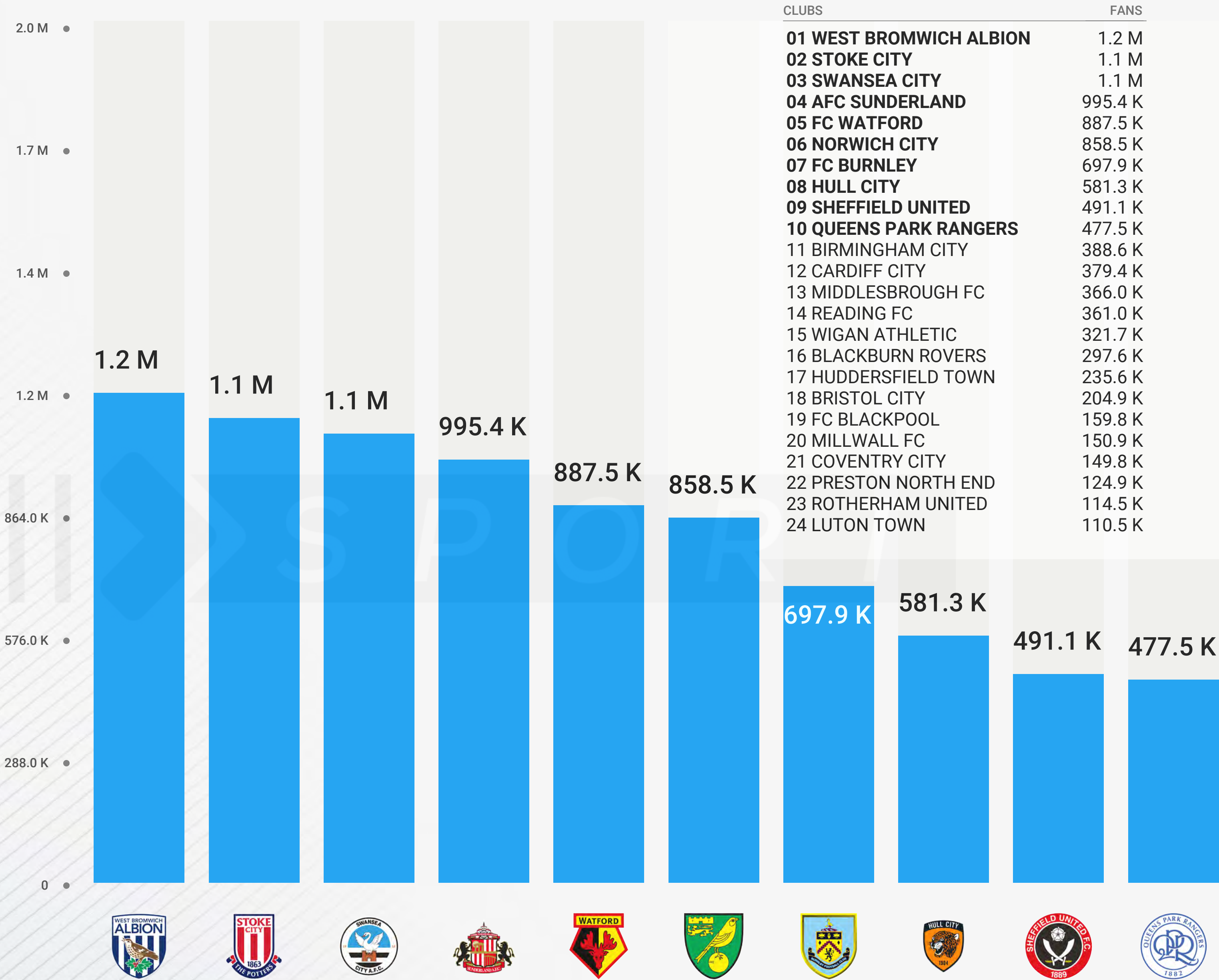


TOTAL FANBASE

11.7 M



Ranking of the most followed
Championship football clubs on
Twitter.



*[updated on August 03, 2022]



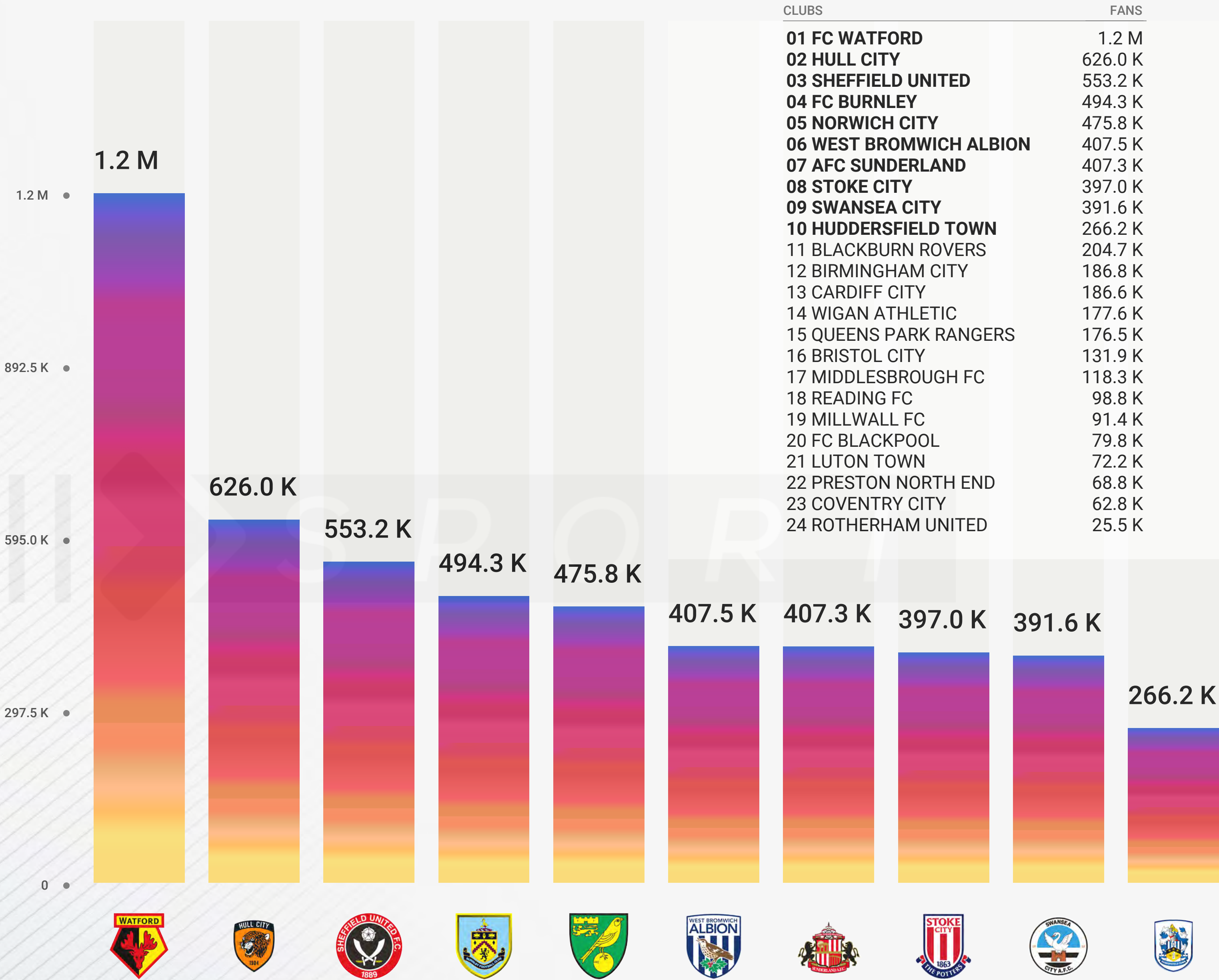


TOTAL FANBASE

6.9 M



Ranking of the most followed
Championship football clubs on
Instagram.



*[updated on August 03, 2022]



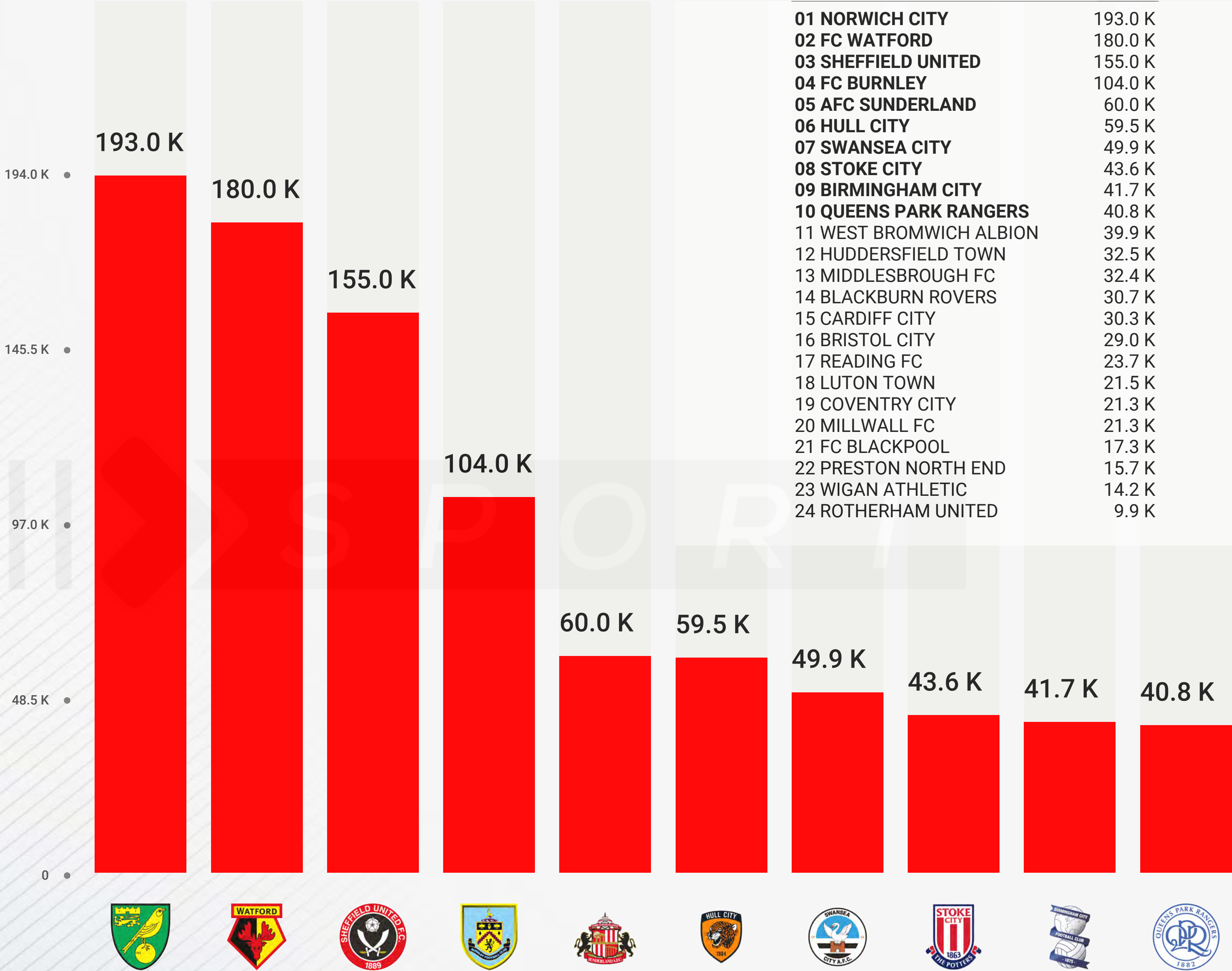


TOTAL FANBASE

1.3 M



Ranking of the most followed
Championship football clubs on
YouTube.



*[updated on August 03, 2022]

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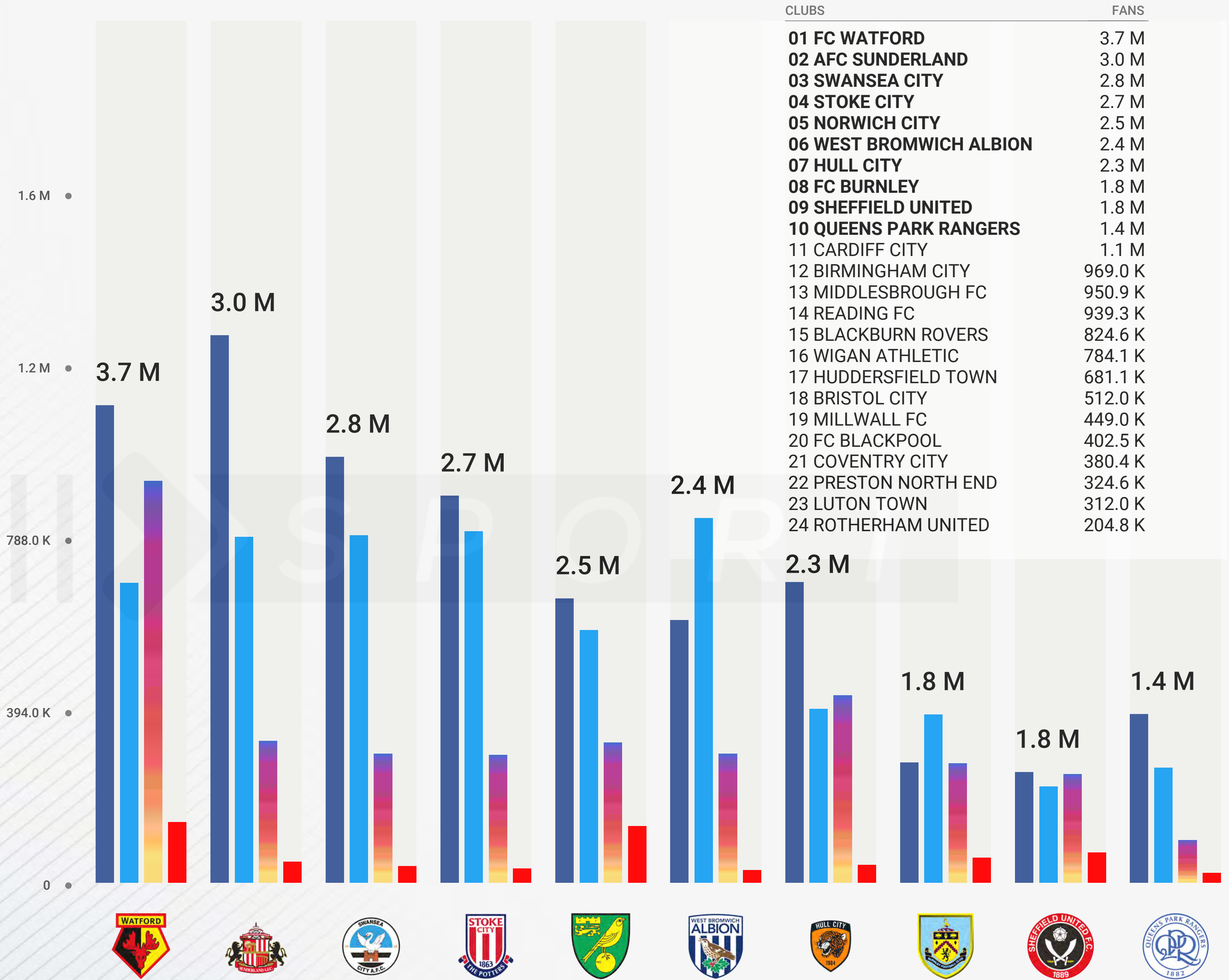




TOTAL FANBASE
33.2 M



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



*[updated on August 03, 2022]

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TOTAL FANBASE
33.2 M



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

*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



LIGUE 1

SECOND DIVISION

20 CLUBS



LIGUE 2

FRANCE

FRANCE SnapShot / First Division



20

CLUBS

Total Ligue1 football clubs analysed.

10

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

179.6 M

FANS

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

*[updated on August 03, 2022]

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f

TOTAL FANBASE

73.8 M

LIGUE 1

UberEats

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



*[updated on August 03, 2022]

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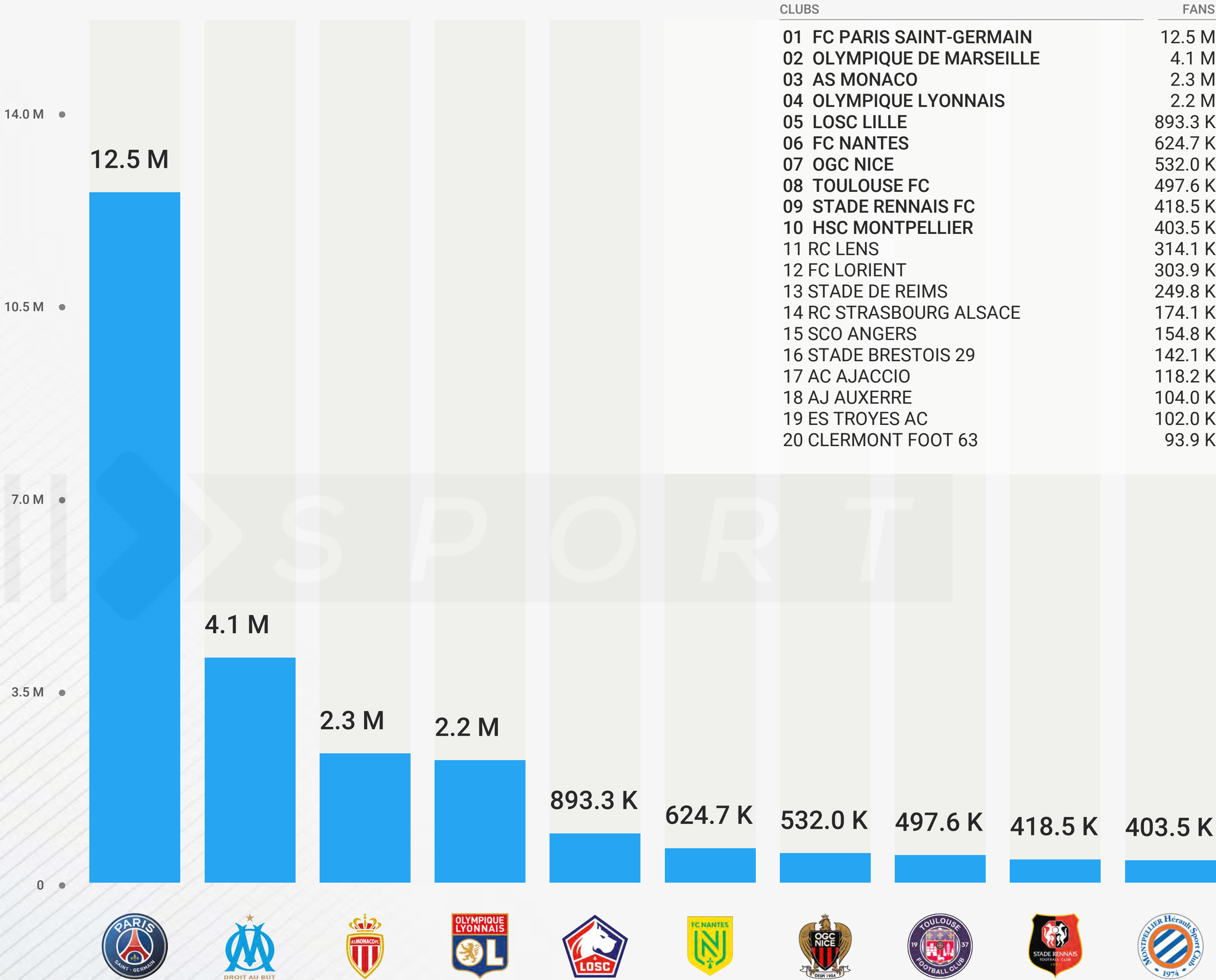
TOTAL FANBASE

26.3 M

LIGUE 1

Uber Eats

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



*[updated on August 03, 2022]





TOTAL FANBASE

71.9 M



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



*[updated on August 03, 2022]



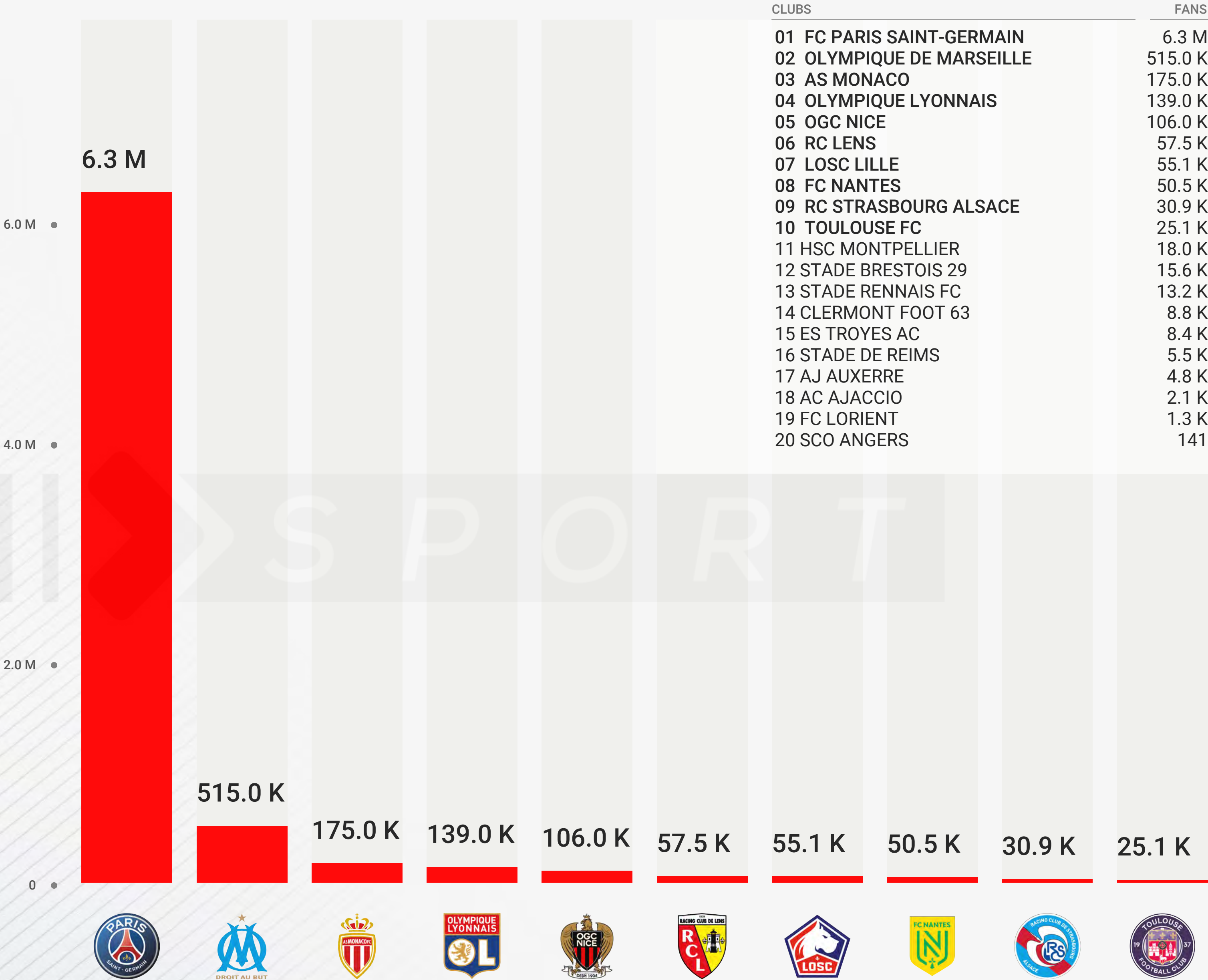


TOTAL FANBASE

7.5 M



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



*[updated on August 03, 2022]

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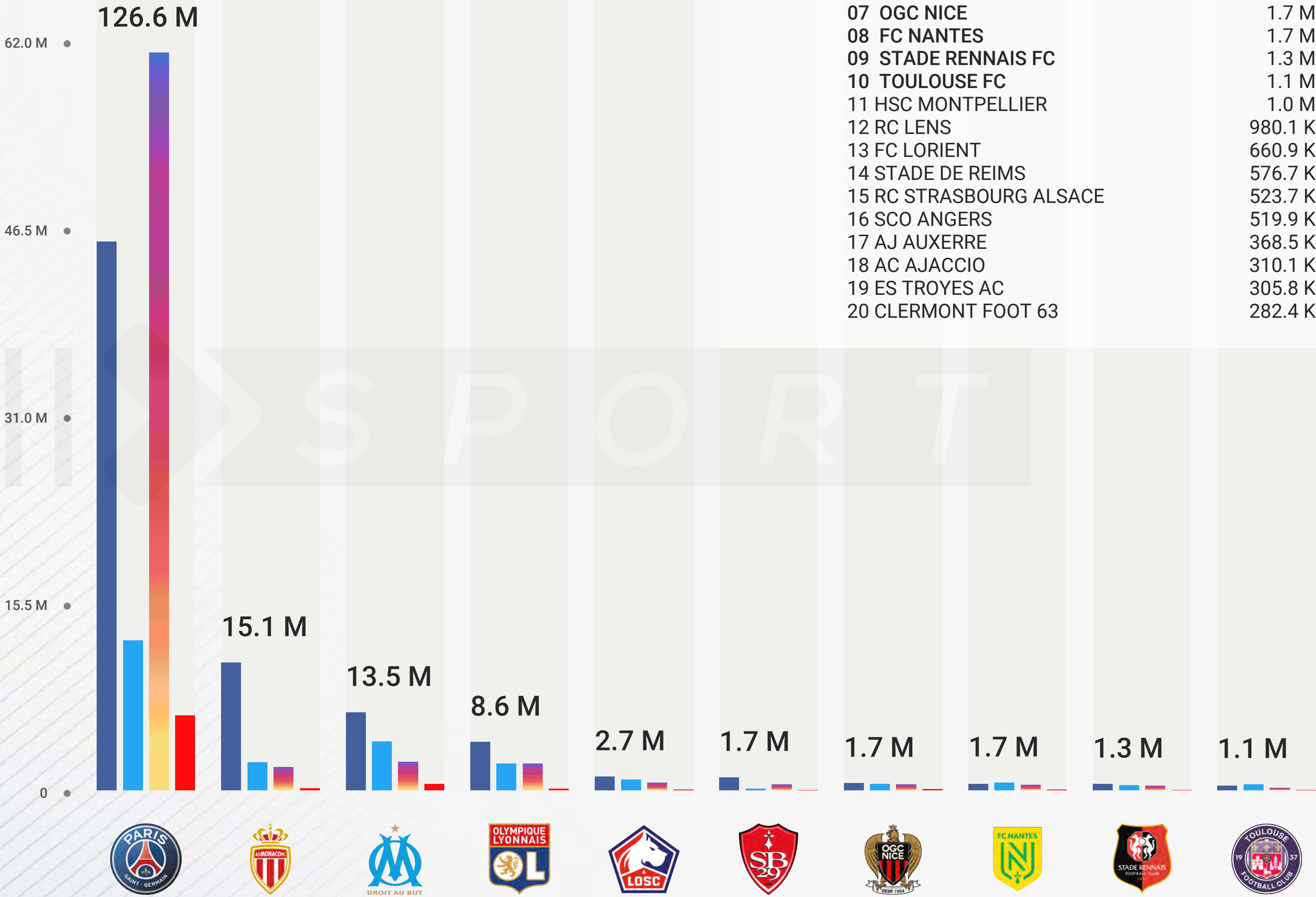




TOTAL FANBASE
179.6 M



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



*[updated on August 03, 2022]

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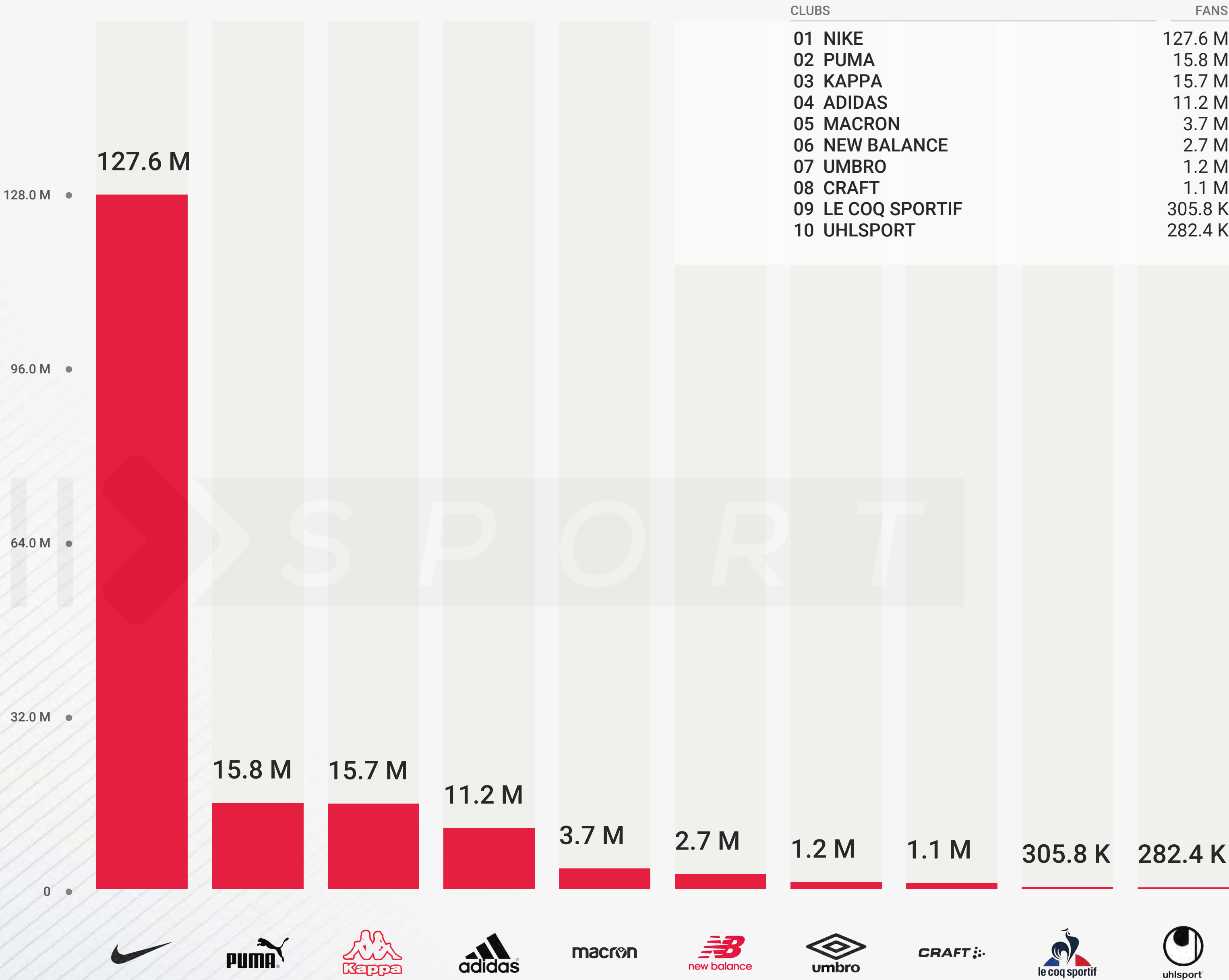




TOTAL FANBASE
179.6 M



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



*[updated on August 03, 2022]

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CLUBS
20
—
SPORT BRANDS
10

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



*[updated on August 03, 2022]

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FRANCE Snapshot / Second Division



20

CLUBS

Total Ligue 2 football clubs analysed.

10

BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

9.6 M

FANS

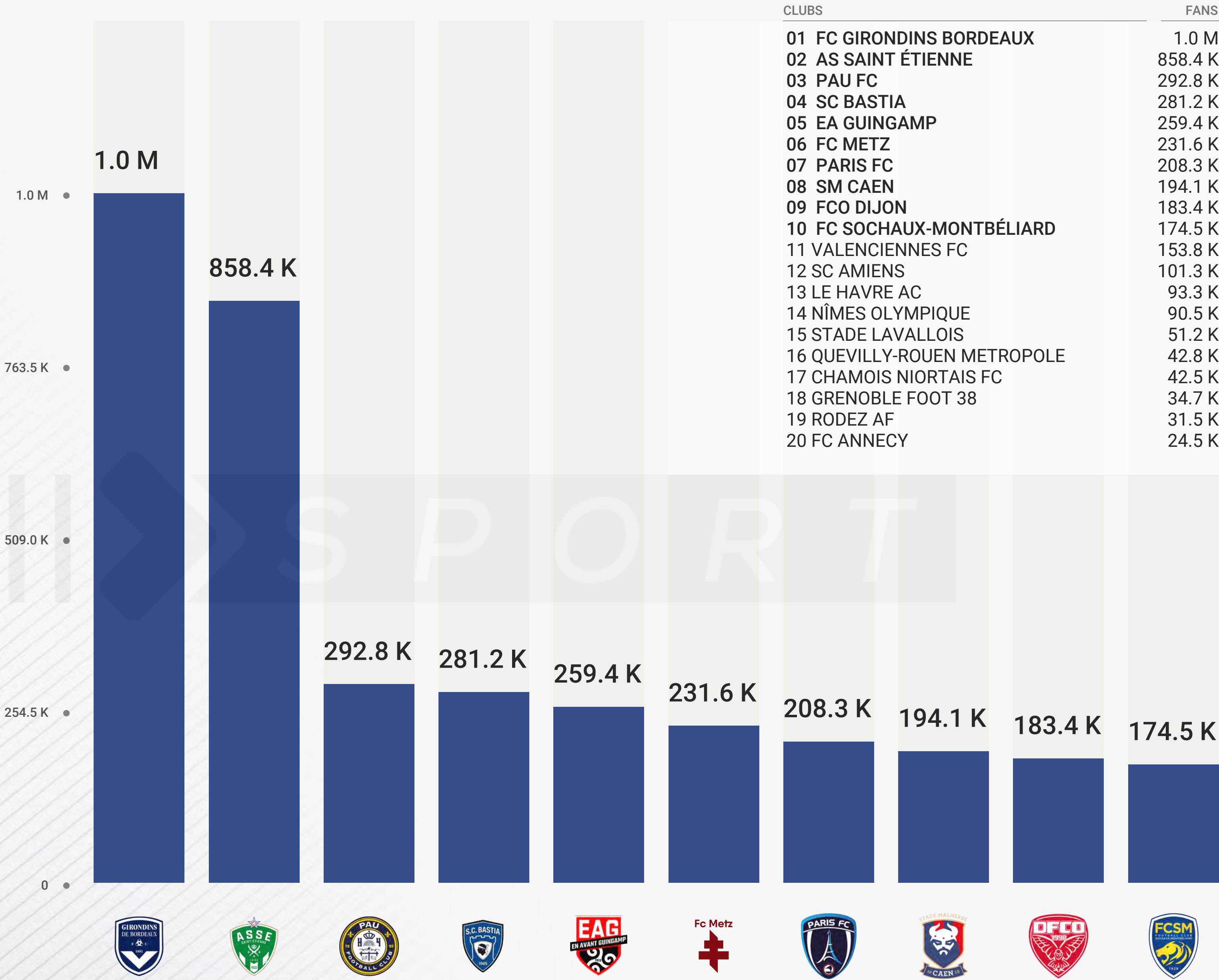
Total Facebook, Twitter, Instagram, YouTube Fans of the Ligue 2 football clubs analysed.

*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

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FB data refers to Likes, not Followers.



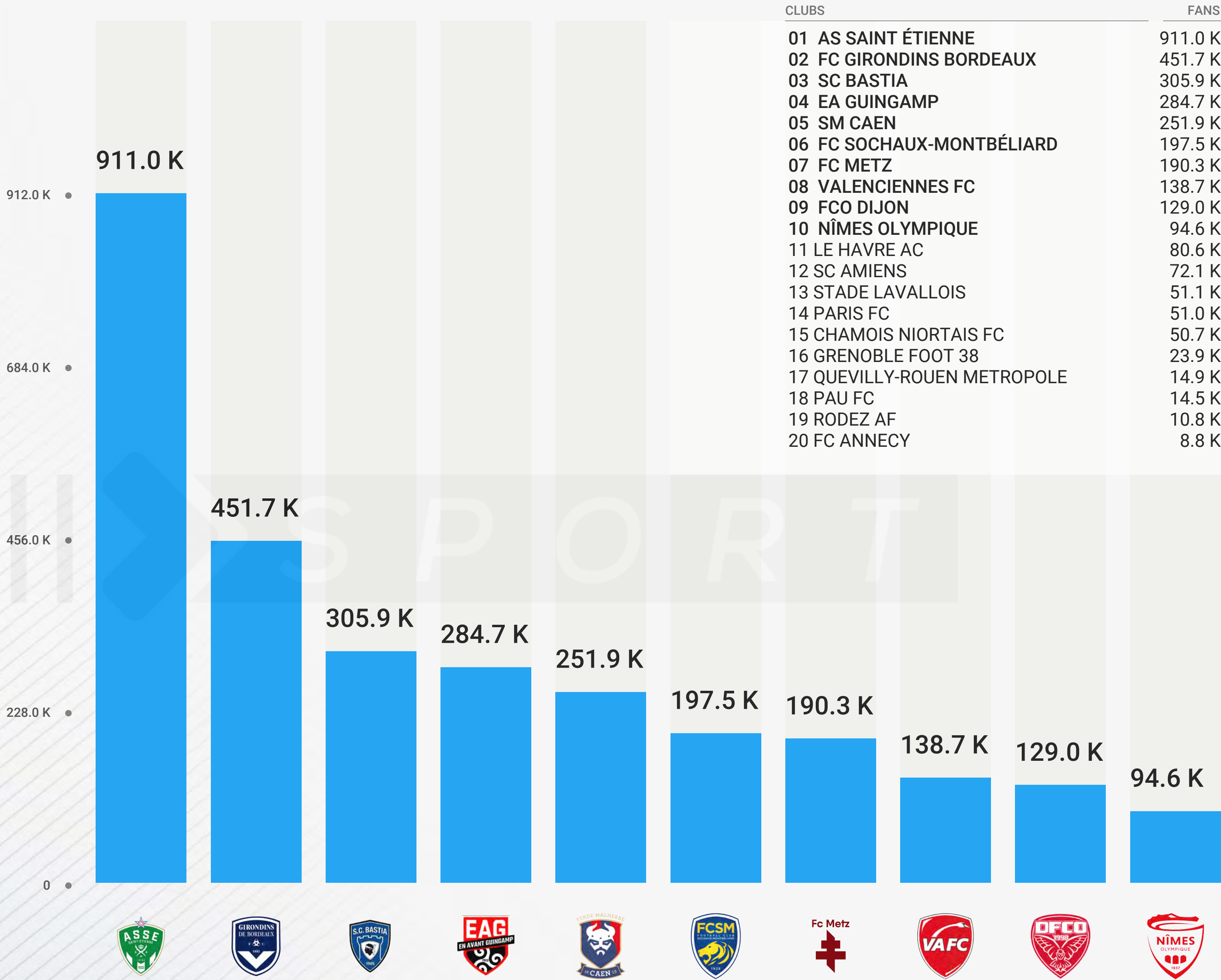


TOTAL FANBASE

3.3 M



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



*[updated on August 03, 2022]



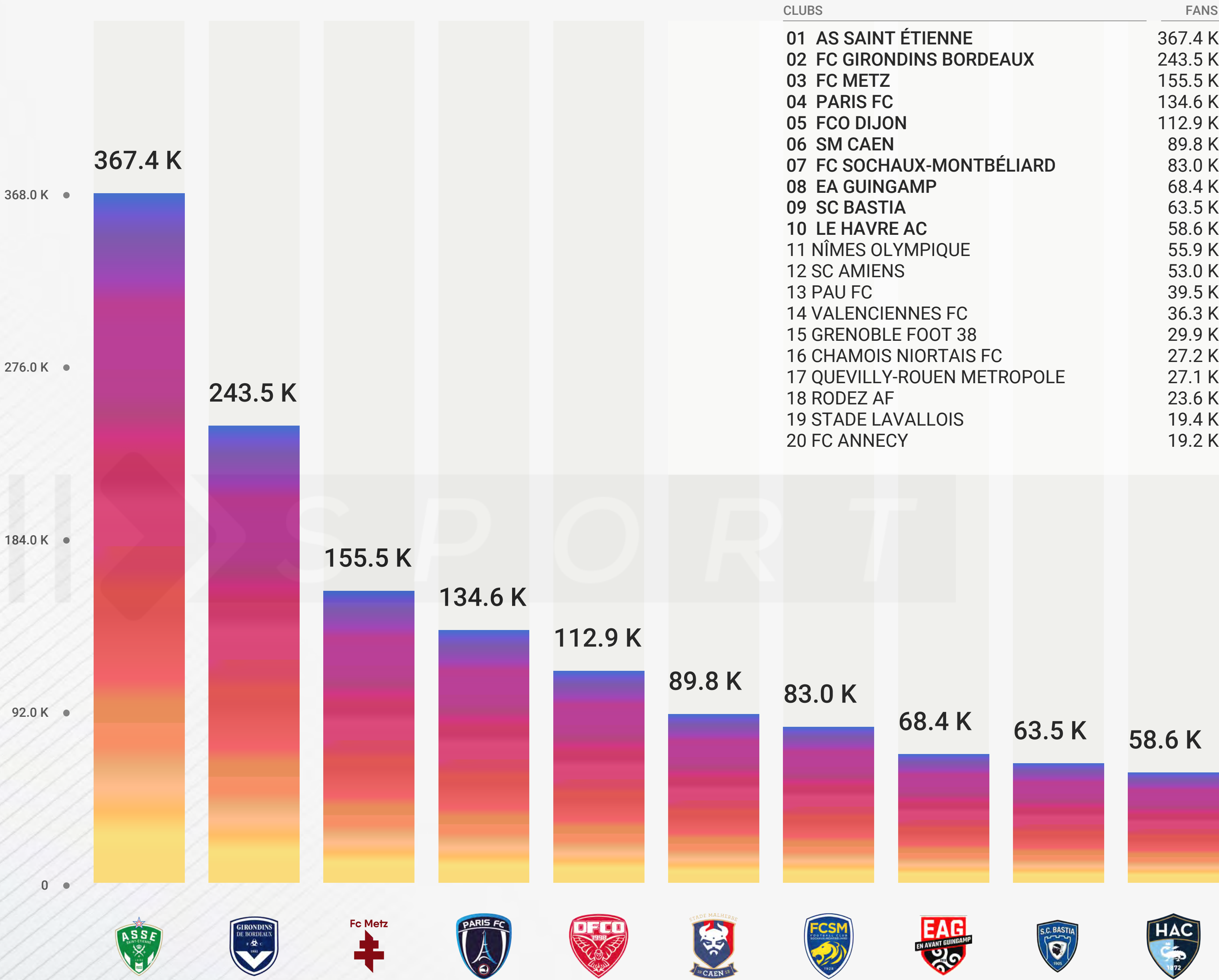


TOTAL FANBASE

1.7 M



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



*[updated on August 03, 2022]

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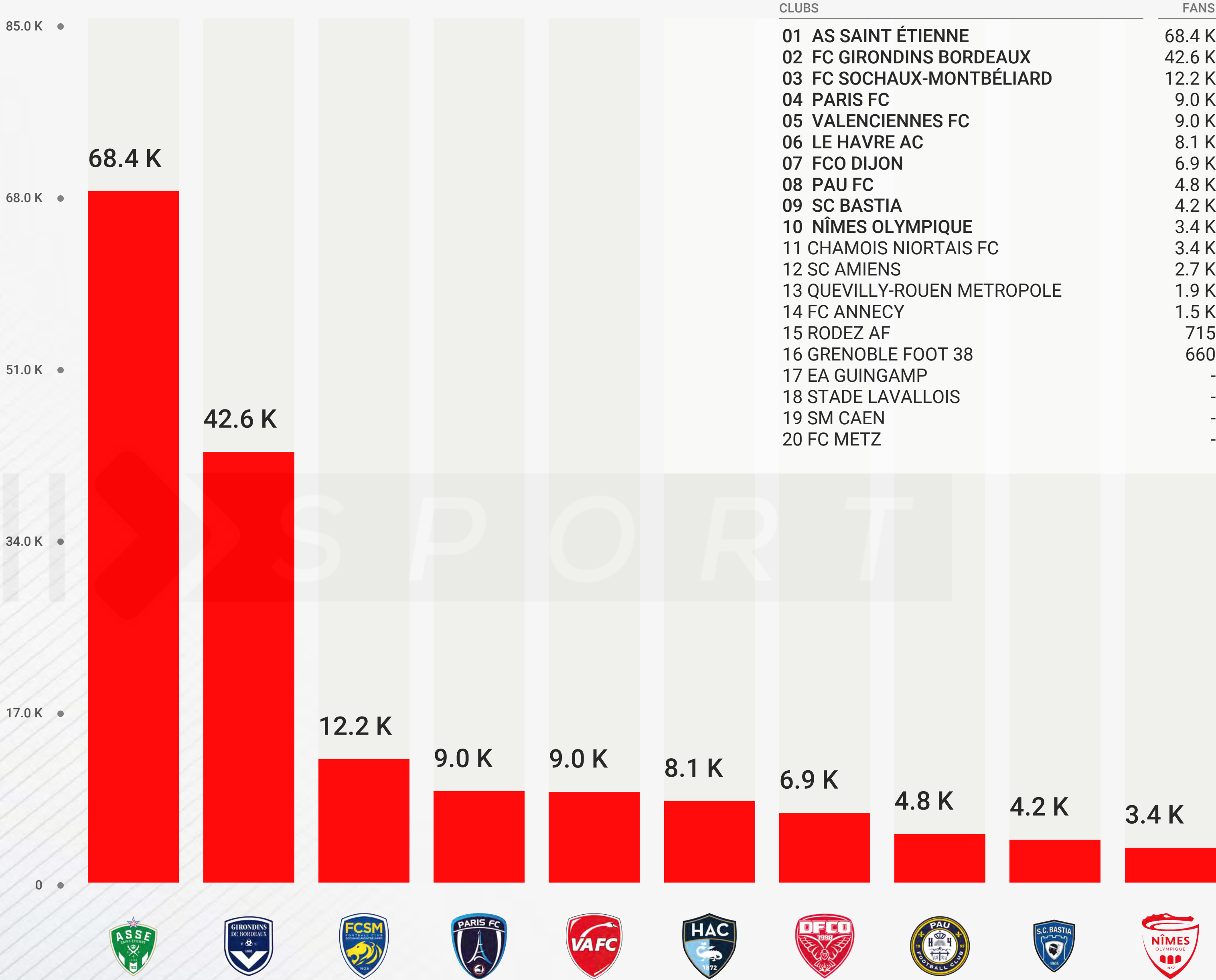


TOTAL FANBASE

179 K



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



*[updated on August 03, 2022]

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



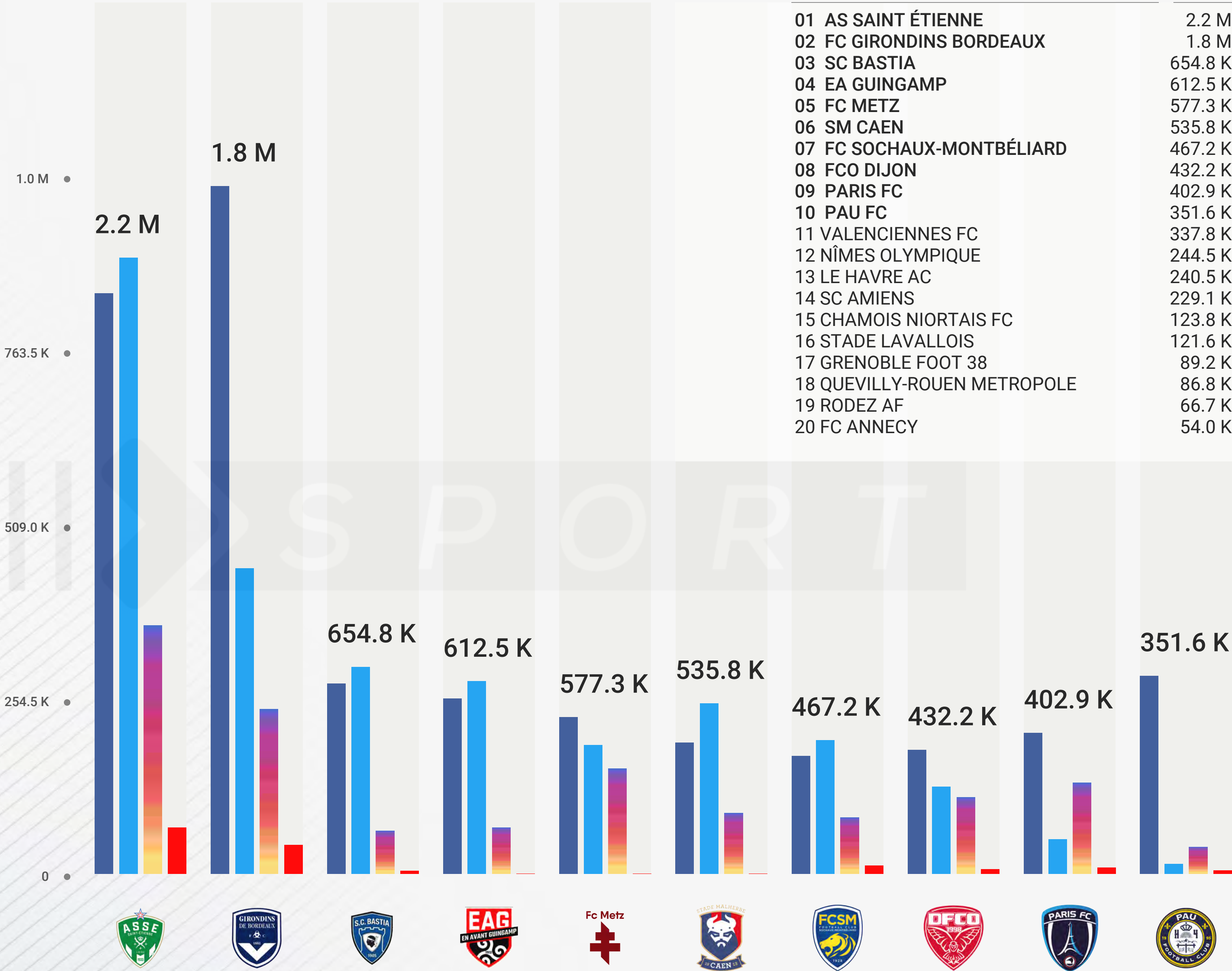


TOTAL FANBASE

9.6 M



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



*[updated on August 03, 2022]

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



TOTAL FANBASE

9.6 M



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



*[updated on August 03, 2022]

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CLUBS
20
—
SPORT BRANDS
10

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



*[updated on August 03, 2022]

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Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

 **BUNDESLIGA**

SECOND DIVISION

18 CLUBS

 **BUNDESLIGA**

GERMANY

GERMANY Snapshot / First Division



BUNDESLIGA

18

CLUBS

Total 1.Bundesliga
football clubs analysed.

10

BRANDS

Total 1.Bundesliga Sport
Brands on jerseys
analysed.

166.3 M

FANS

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

*[updated on August 03, 2022]

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f

TOTAL FANBASE

85.1 M



BUNDESLIGA

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



*[updated on August 03, 2022]

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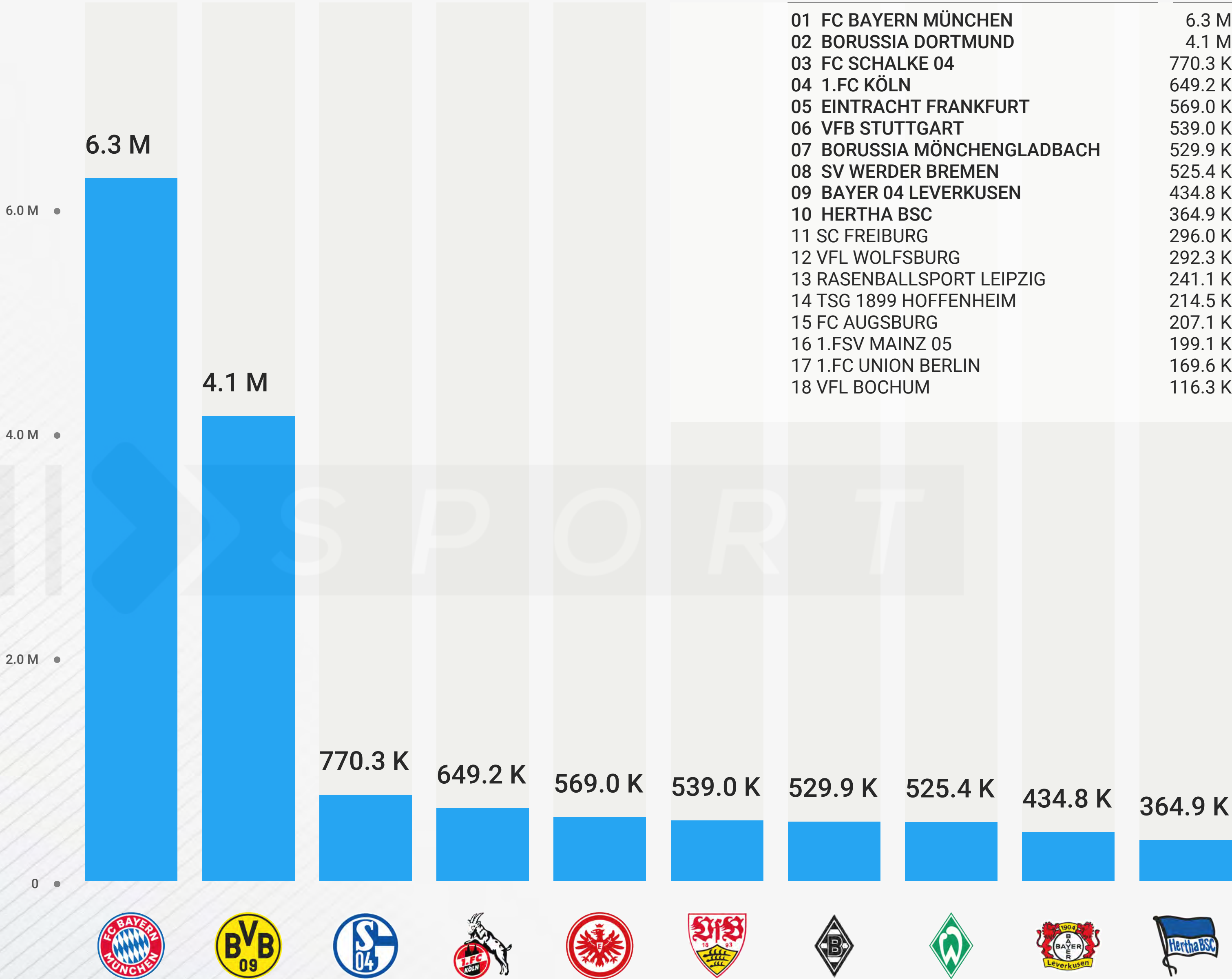
TOTAL FANBASE

16.5 M



BUNDESLIGA

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



*[updated on August 03, 2022]





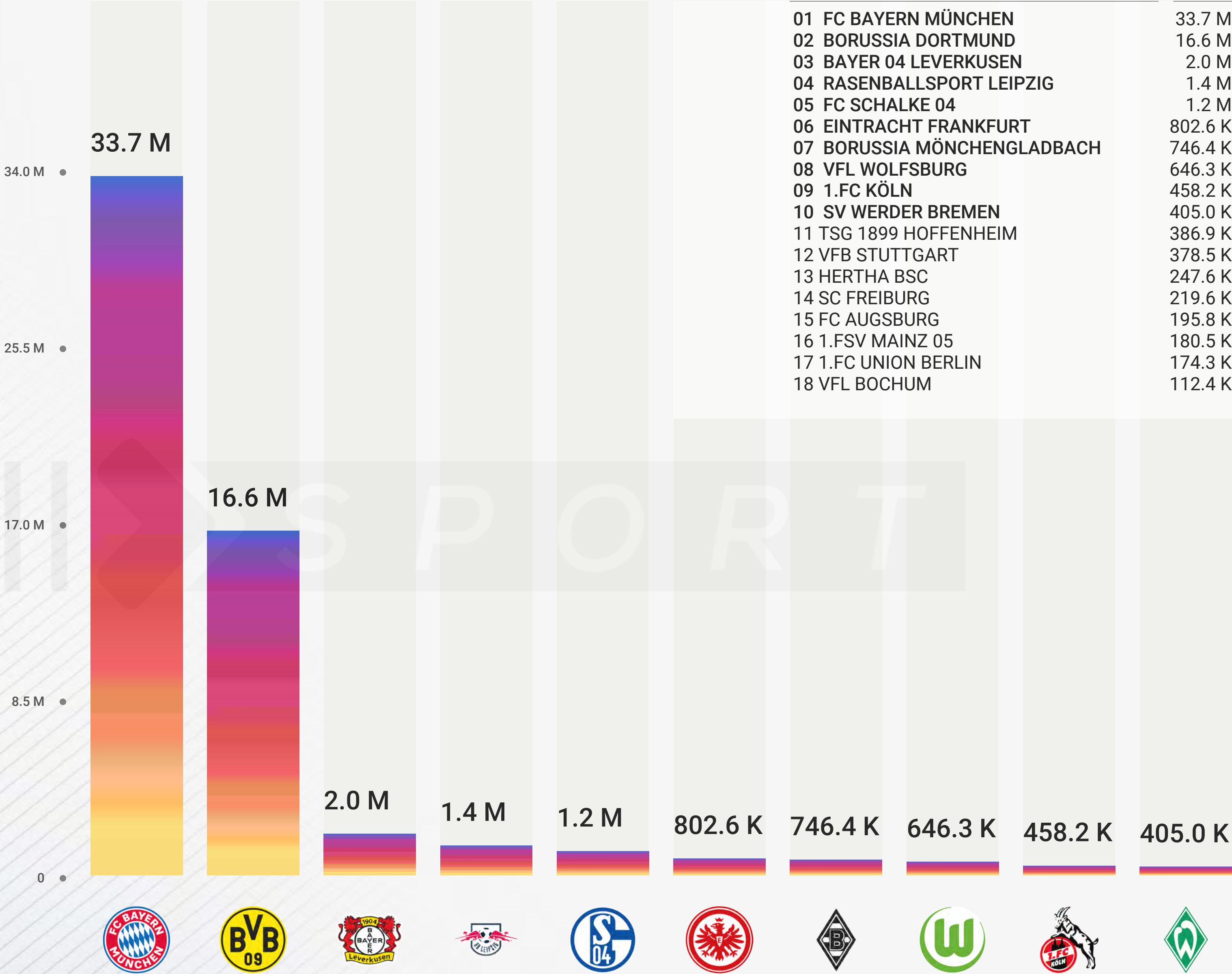
TOTAL FANBASE

59.8 M



BUNDESLIGA

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



*[updated on August 03, 2022]





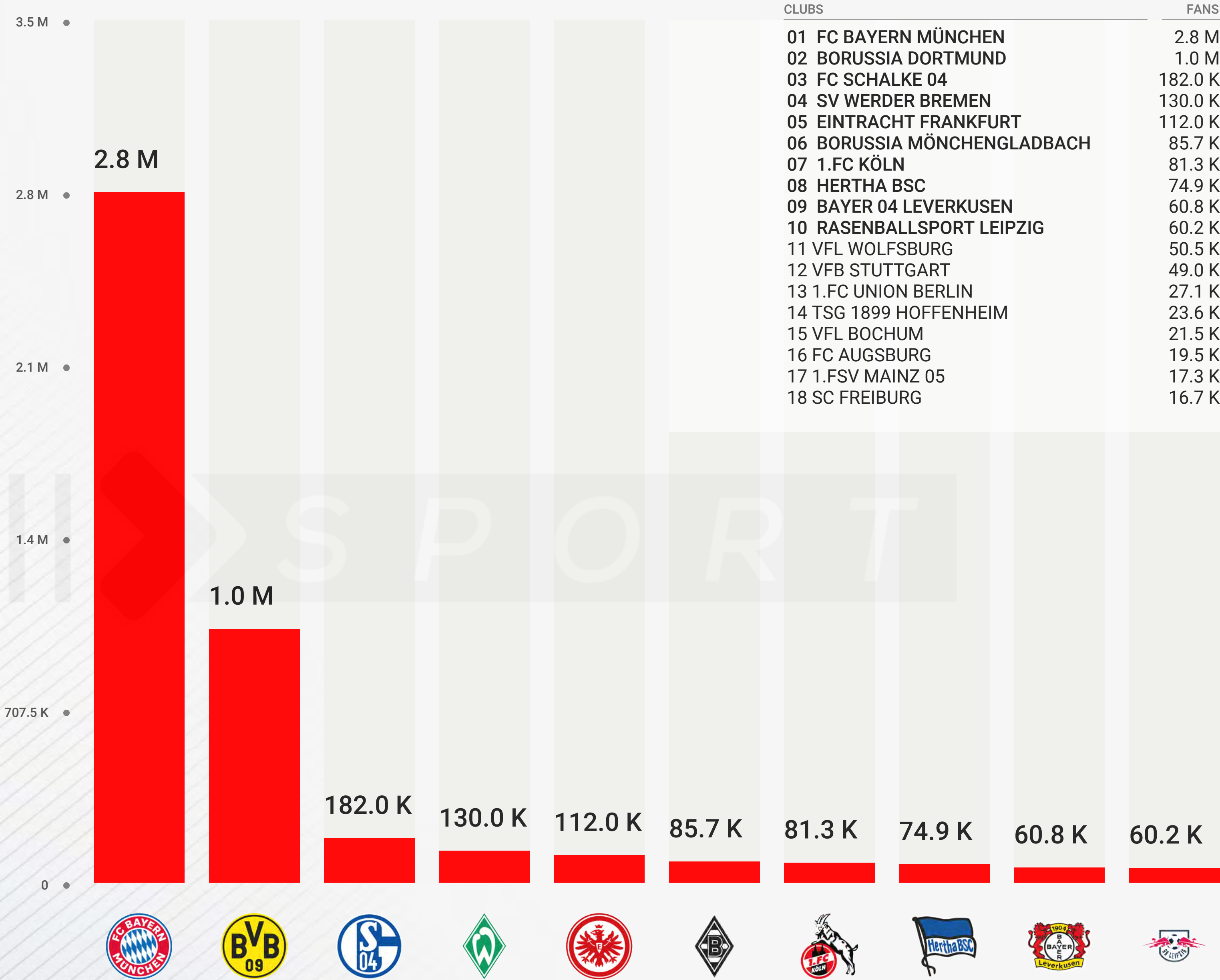
TOTAL FANBASE

4.9 M



BUNDESLIGA

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



*[updated on August 03, 2022]

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





TOTAL FANBASE

166.3 M



BUNDESLIGA

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

*[updated on August 03, 2022]

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TOTAL FANBASE
166.3 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 18 sponsored 1.Bundesliga football clubs.



*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

GERMANY Snapshot / Second Division



18

CLUBS

Total 2.Bundesliga
football clubs analysed.

8

BRANDS

Total 2.Bundesliga Sport
Brands on jerseys
analysed.

8.7 M

FANS

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

*[updated on August 03, 2022]

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f

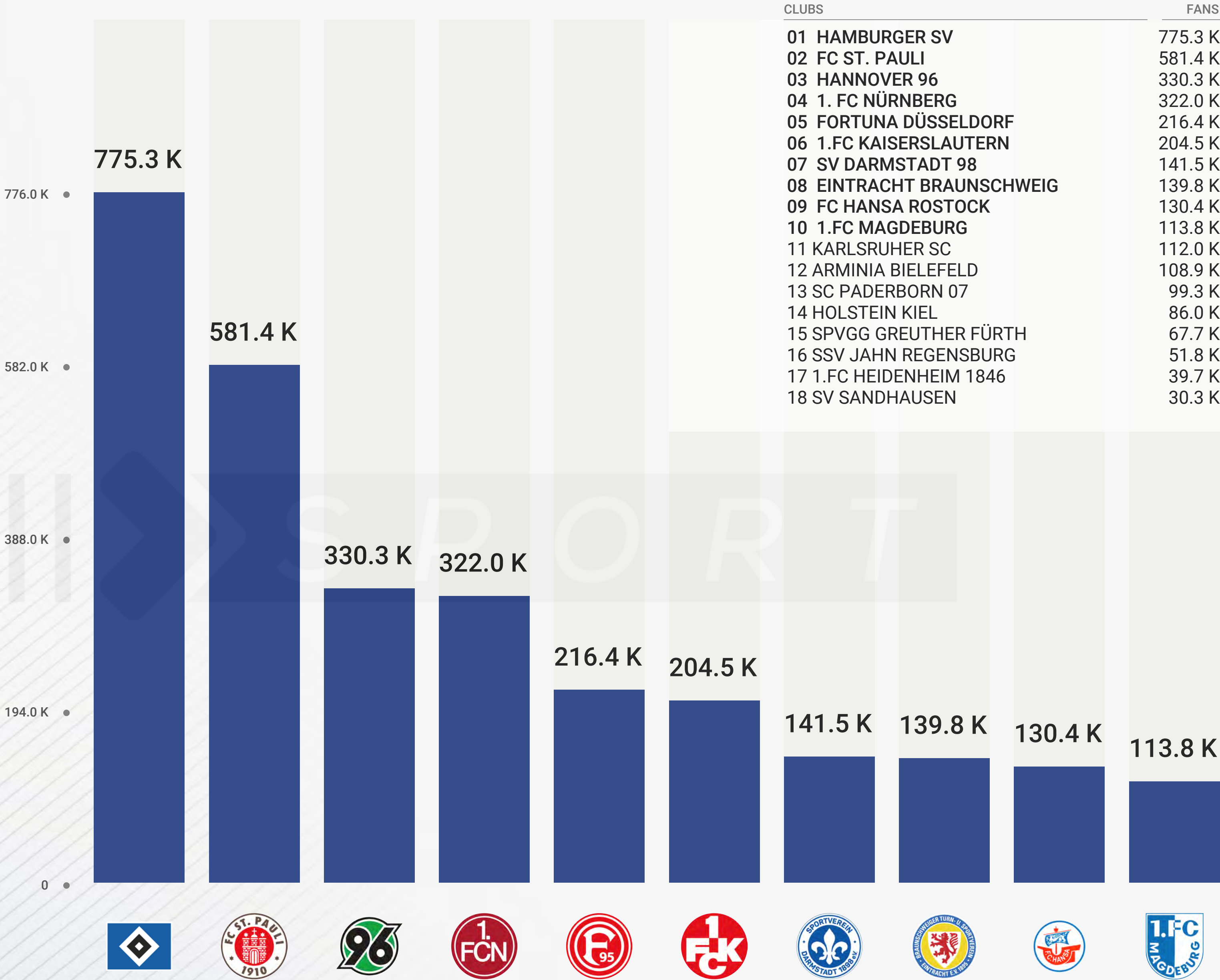
TOTAL FANBASE

3.6 M



BUNDESLIGA

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



*[updated on August 03, 2022]

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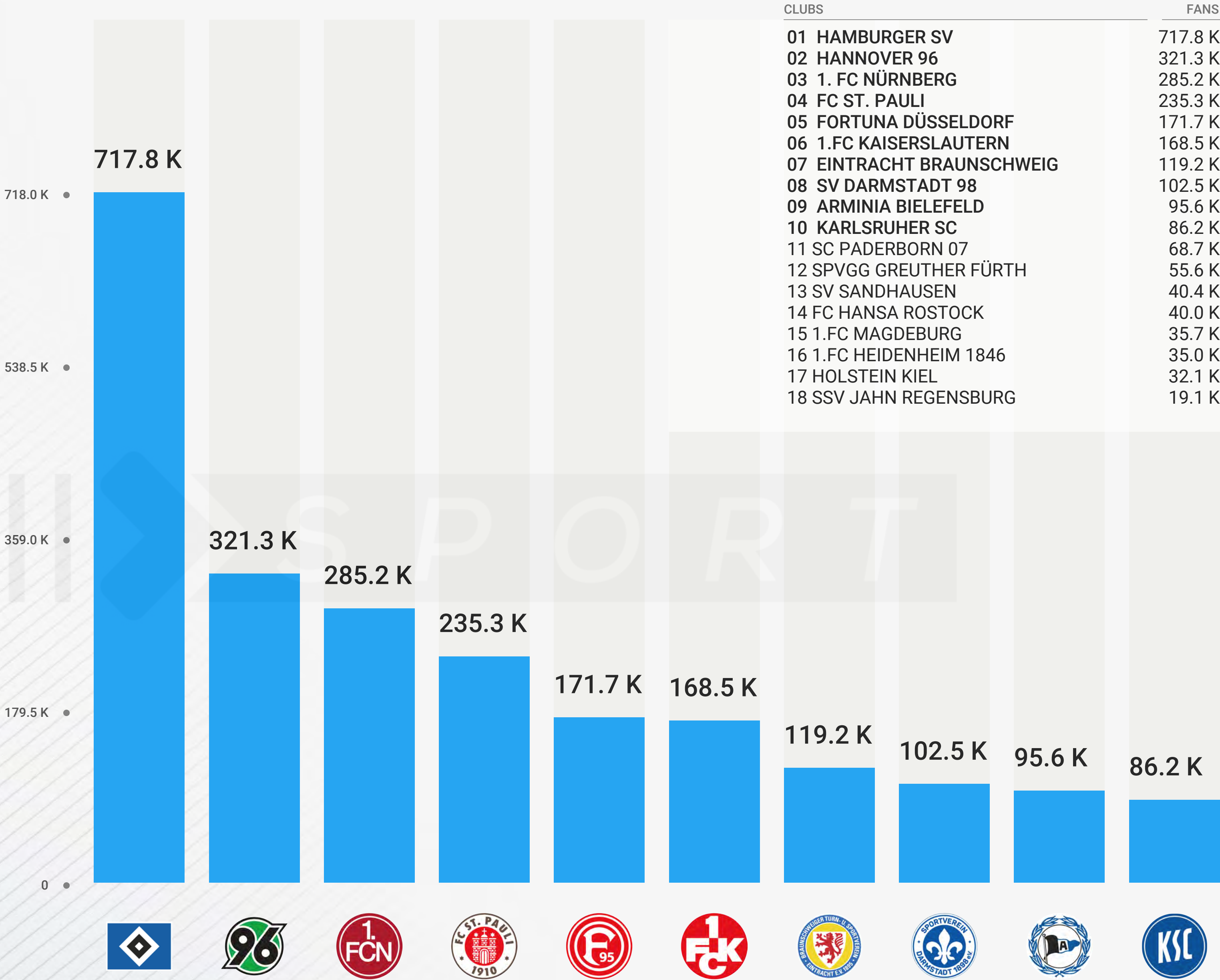
TOTAL FANBASE

2.6 M



BUNDESLIGA

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



*[updated on August 03, 2022]

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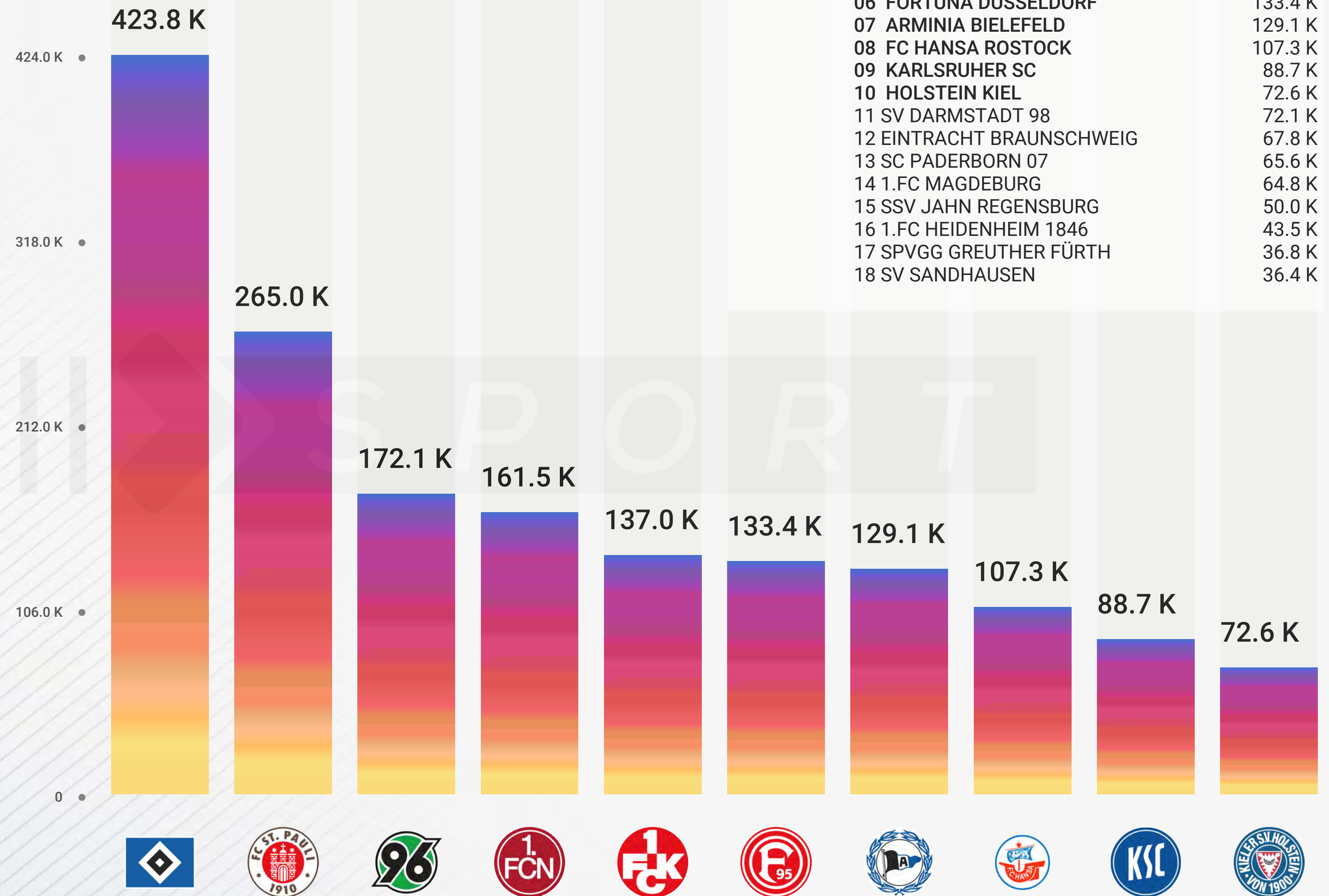
TOTAL FANBASE

2.1 M



BUNDESLIGA

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



*[updated on August 03, 2022]

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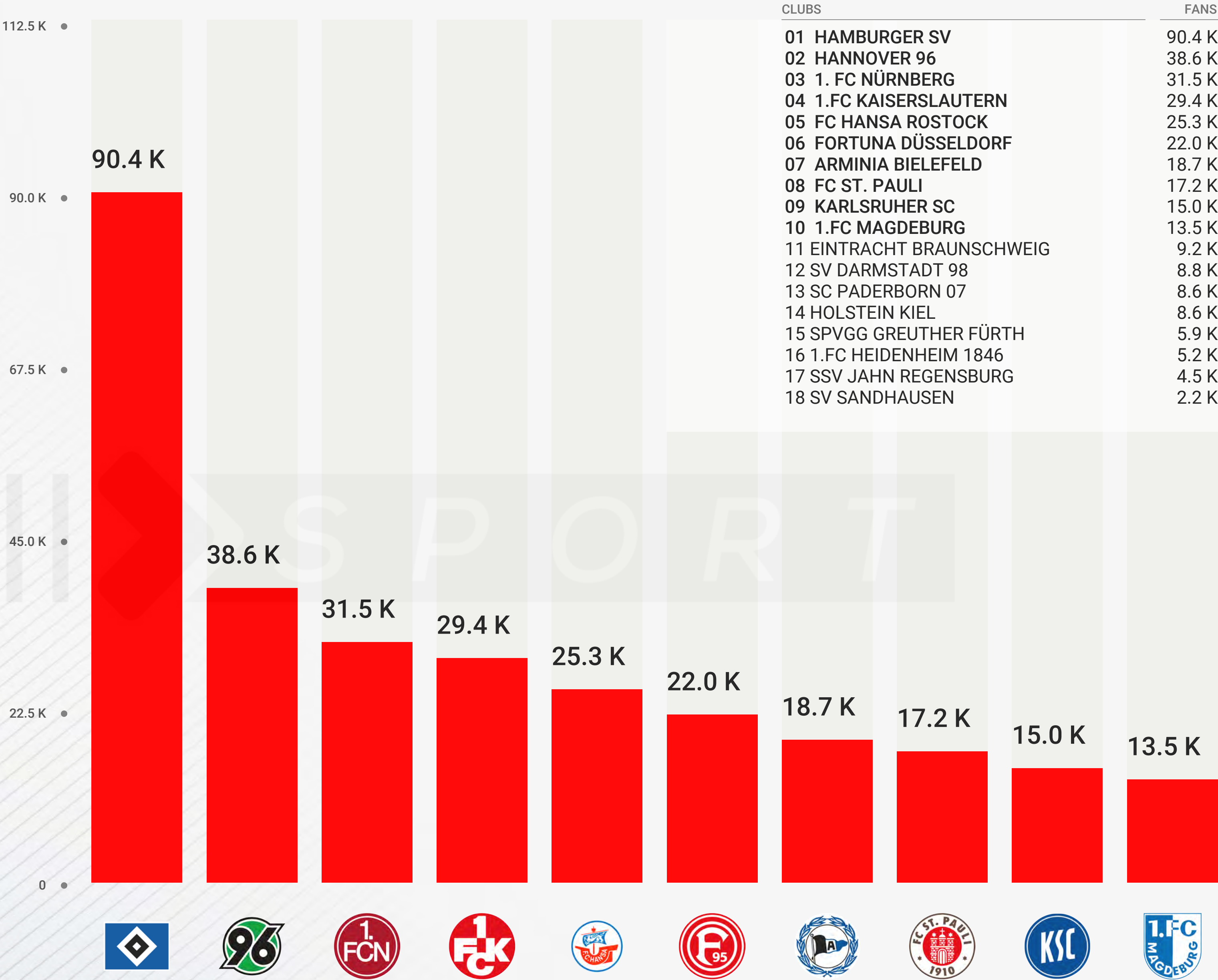
TOTAL FANBASE

355 K



BUNDESLIGA

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



*[updated on August 03, 2022]

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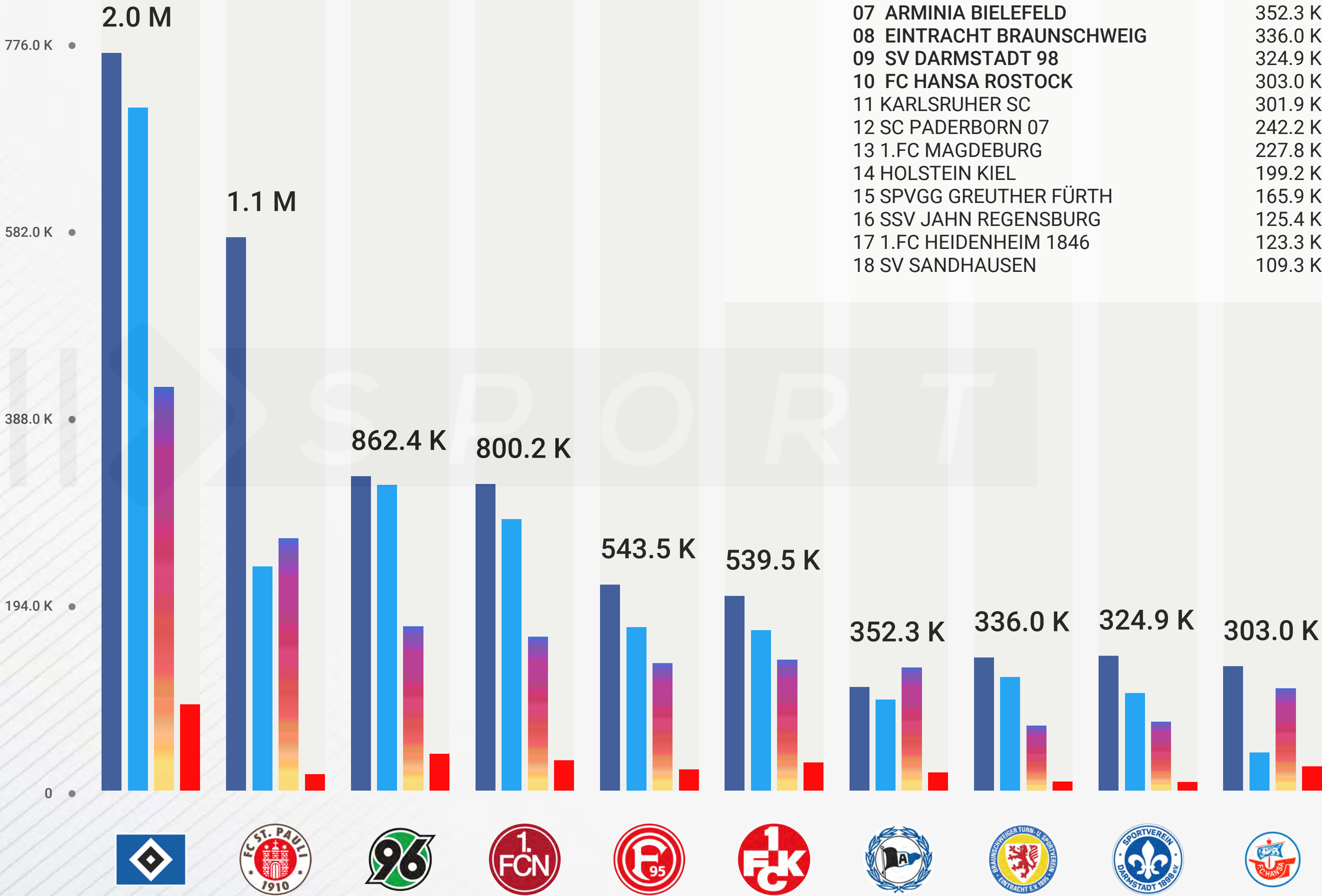
TOTAL FANBASE

8.7 M



BUNDESLIGA

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



*[updated on August 03, 2022]

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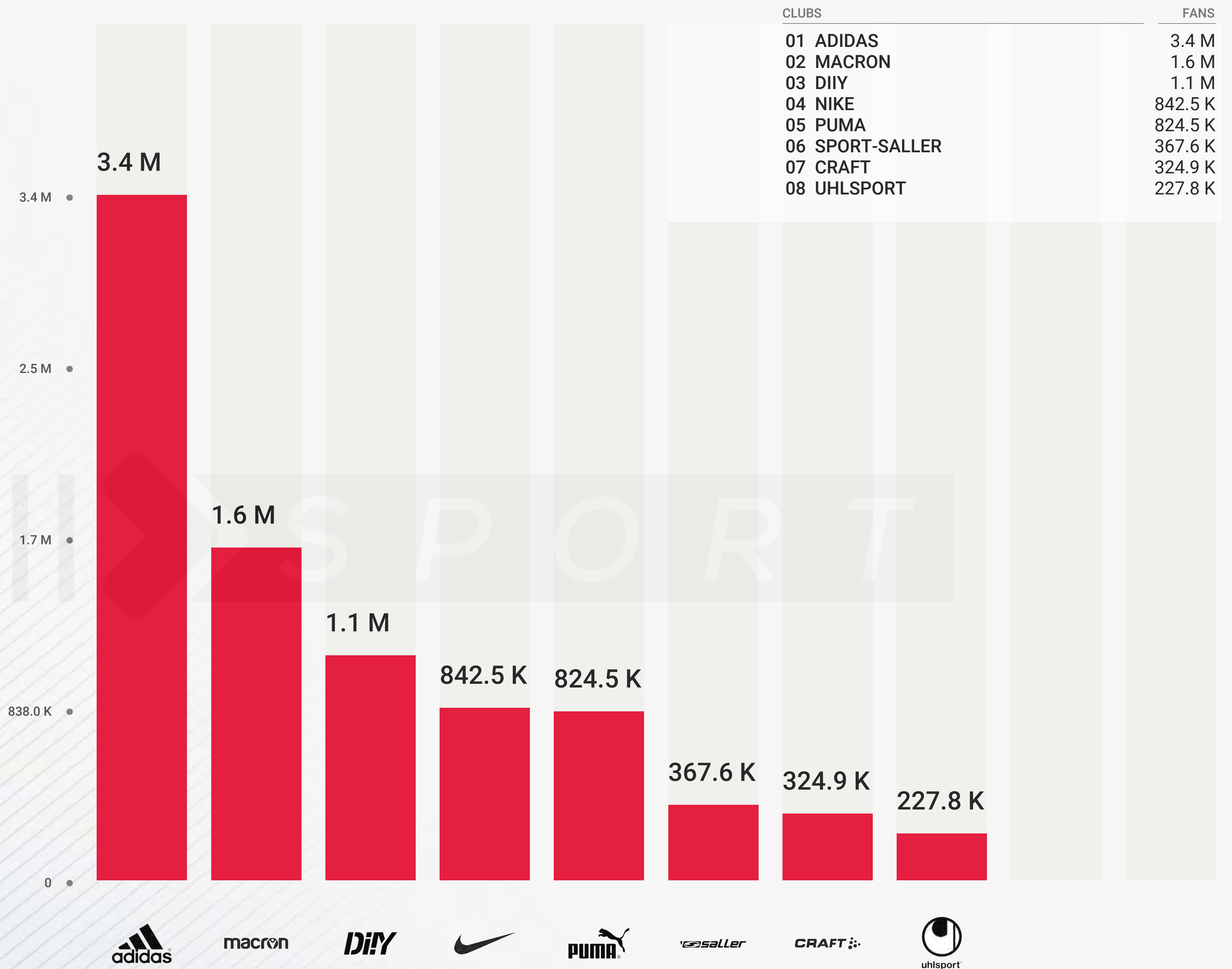
TOTAL FANBASE

8.7 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.



*[updated on August 03, 2022]

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



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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SERIE A

SECOND DIVISION

20 CLUBS



Lega B

ITALY

ITALY SnapShot / First Division



20

CLUBS

Total Serie A football clubs analysed.

13

BRANDS

Total Serie A Sport Brands on jerseys analysed.

243.0 M

FANS

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

*[updated on August 03, 2022]

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f

TOTAL FANBASE

118.1 M

SERIE A

TIM

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



*[updated on August 03, 2022]

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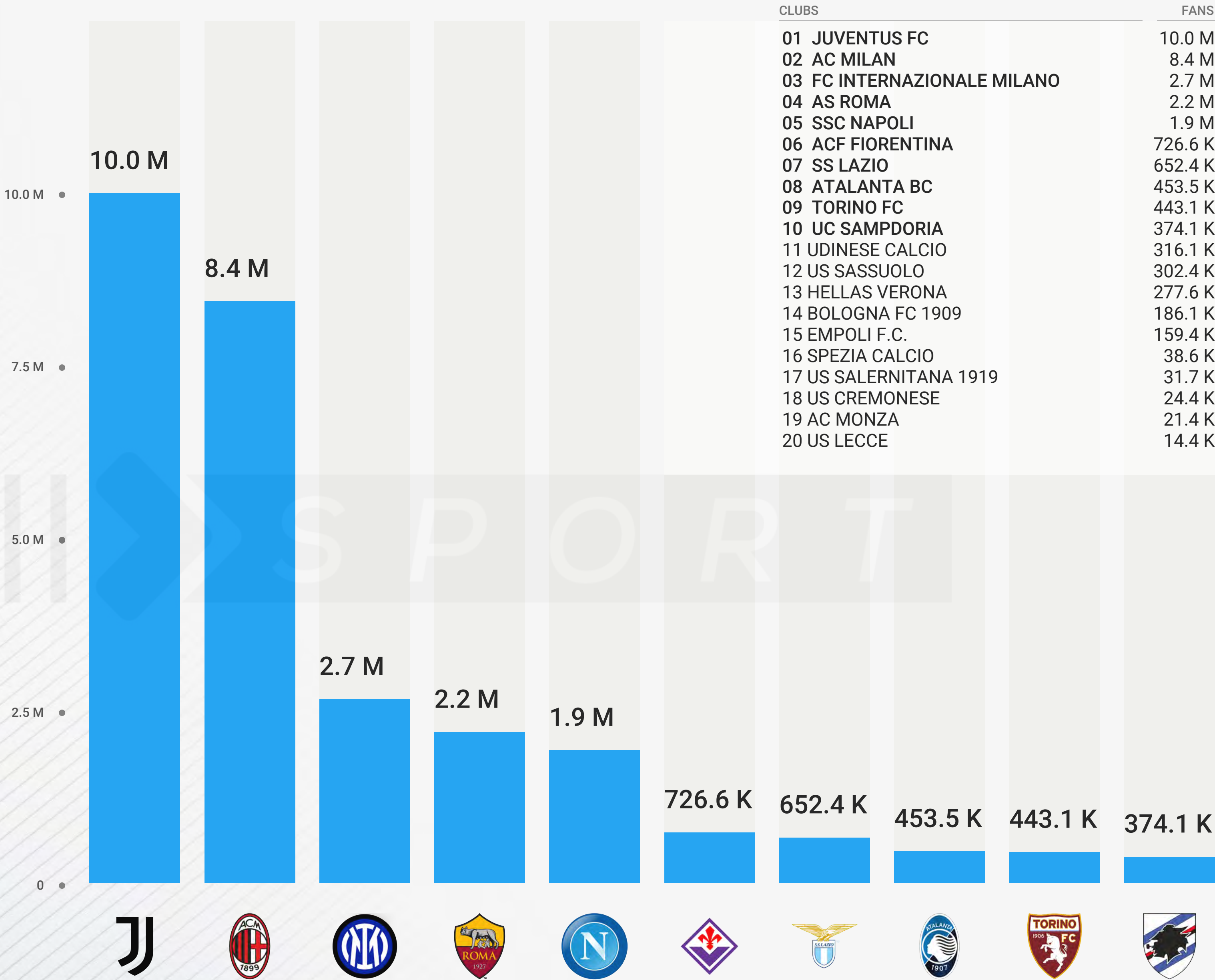


TOTAL FANBASE

29.2 M



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



*[updated on August 03, 2022]





TOTAL FANBASE

88.6 M



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



*[updated on August 03, 2022]



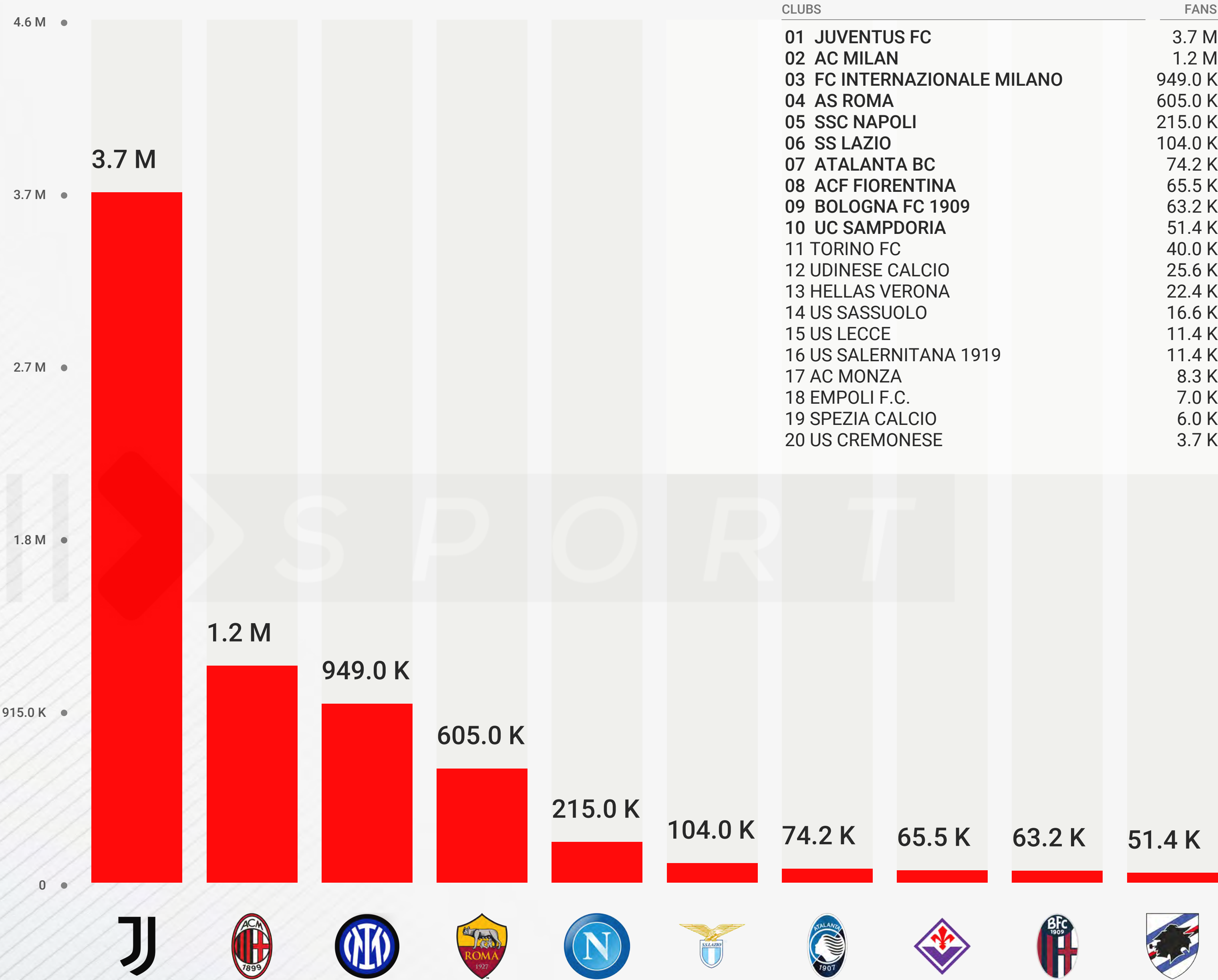


TOTAL FANBASE

7.1 M



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



*[updated on August 03, 2022]

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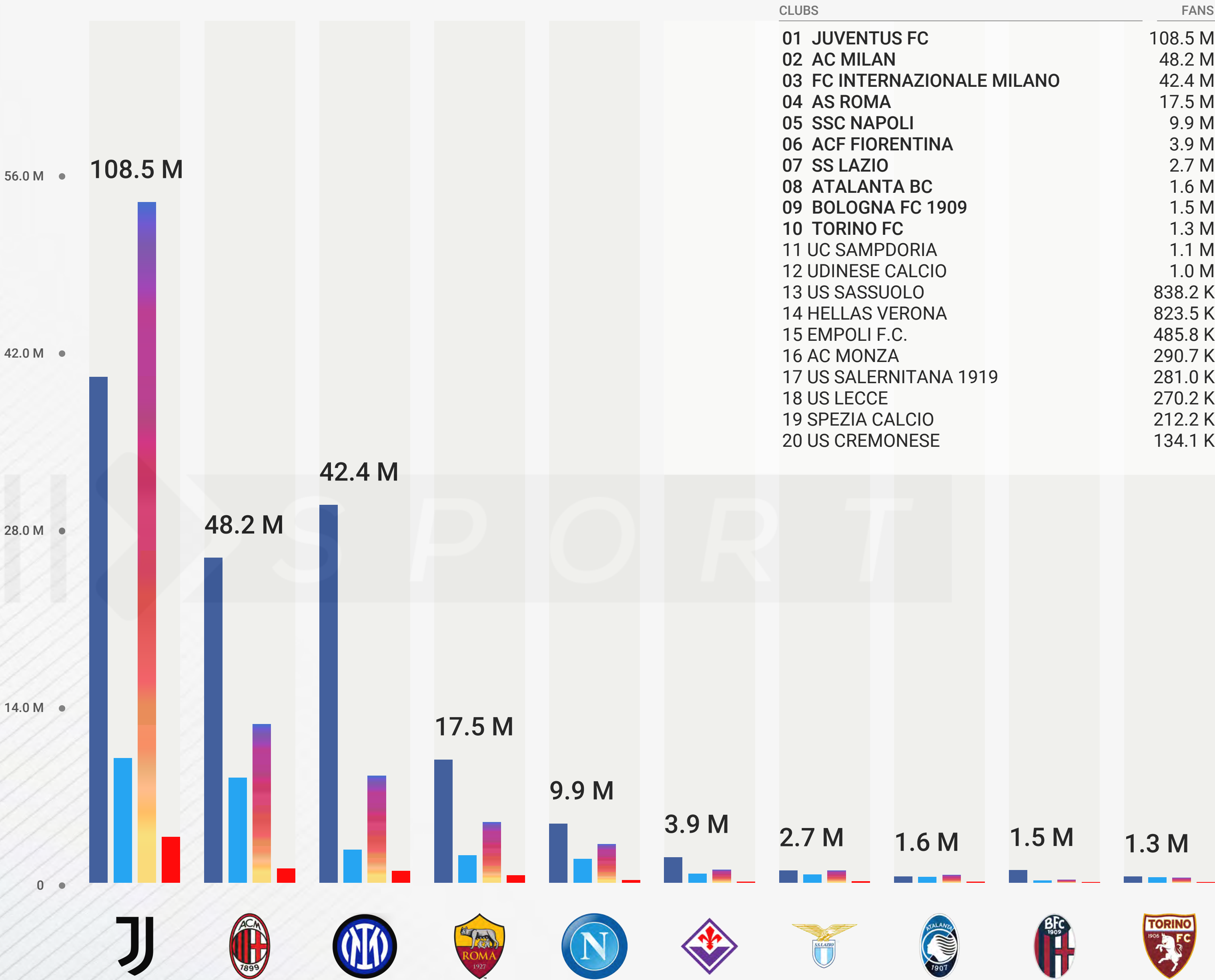


TOTAL FANBASE

243.0 M



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



*[updated on August 03, 2022]

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TOTAL FANBASE
243.0 M



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



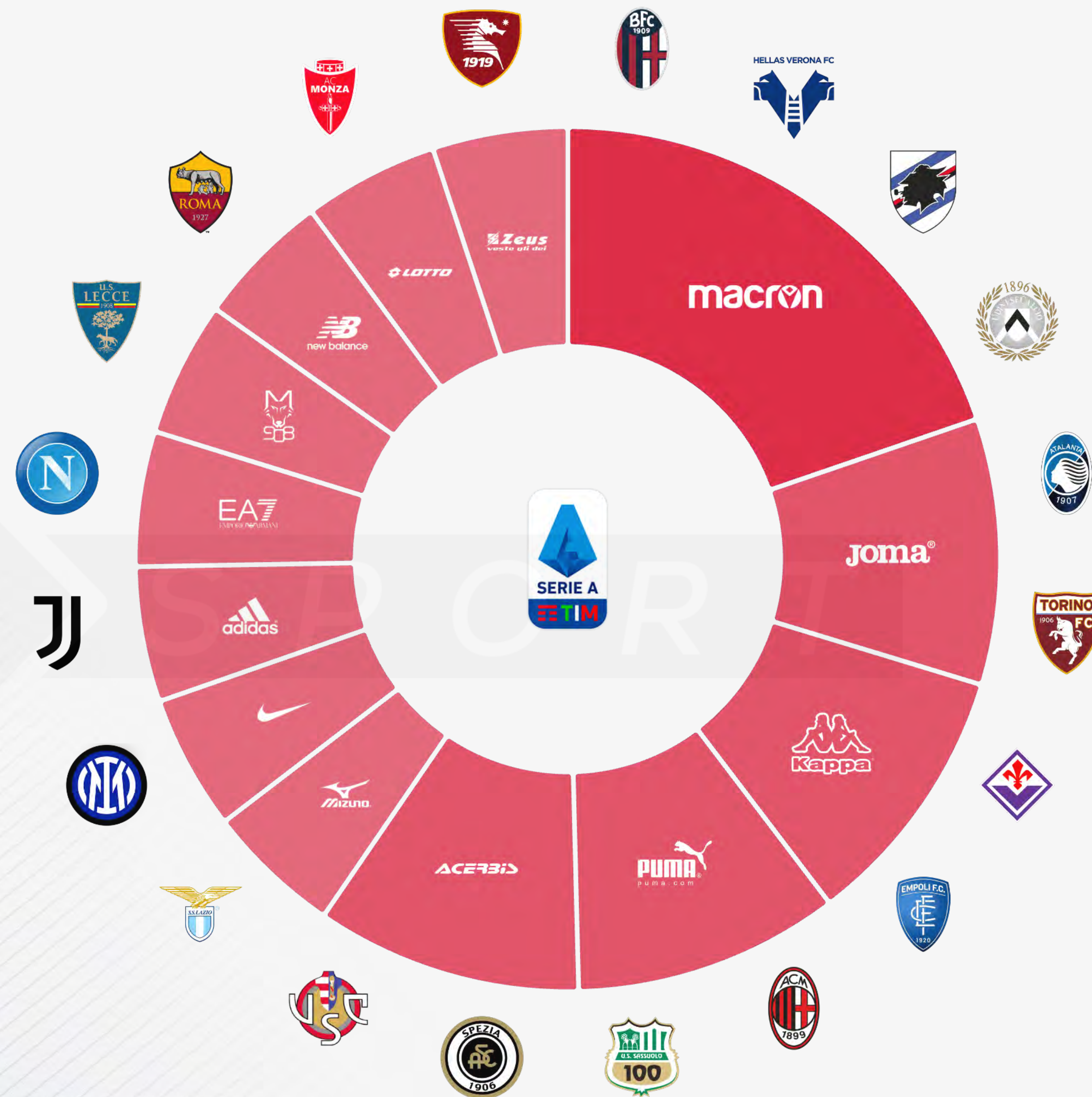
*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

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ITALY Snapshot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

12

BRANDS

Total Lega B Sport Brands on jerseys analysed.

5.8 M

FANS

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

*[updated on August 03, 2022]

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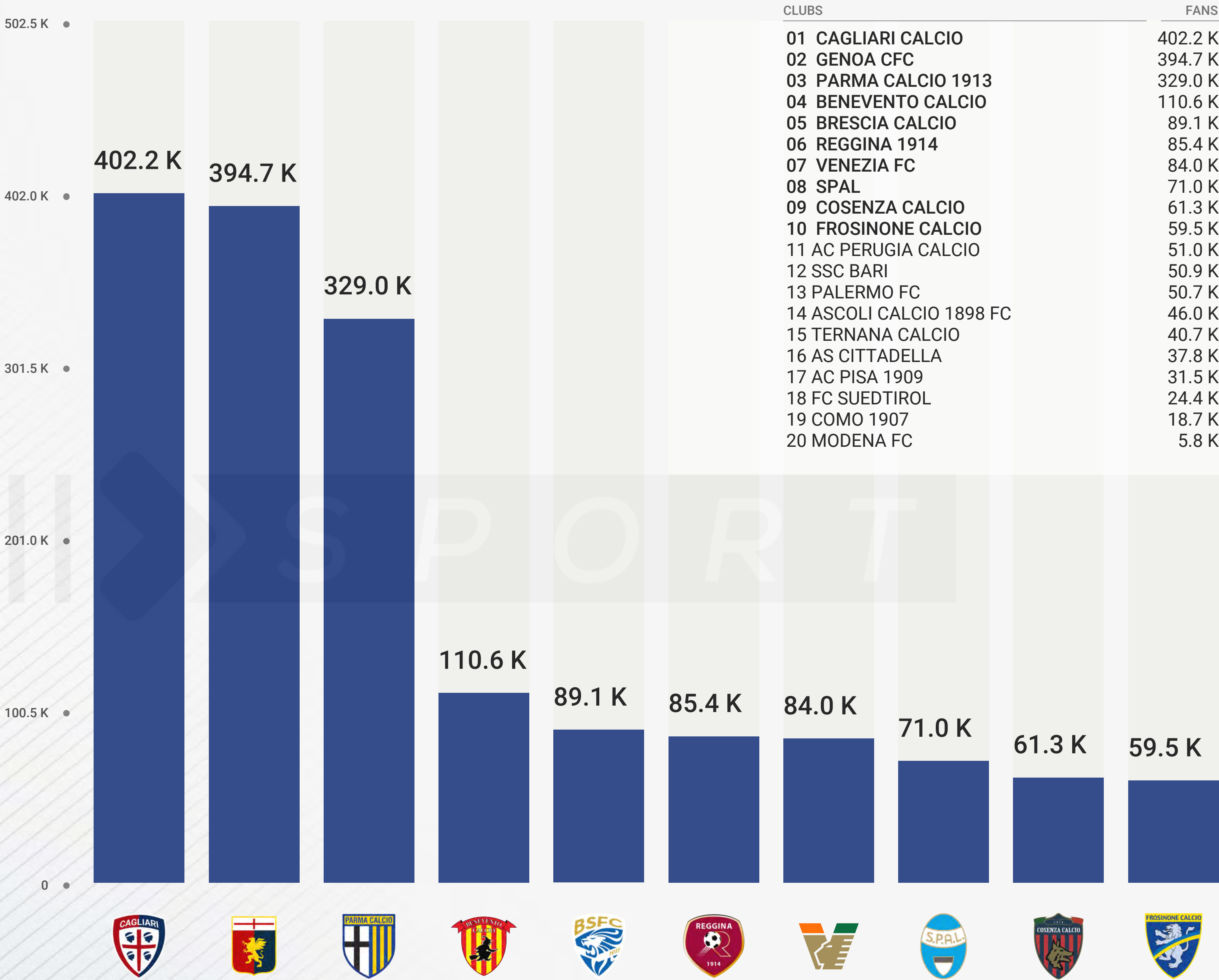
TOTAL FANBASE

2.0 M

Serie

BKT

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



*[updated on August 03, 2022]

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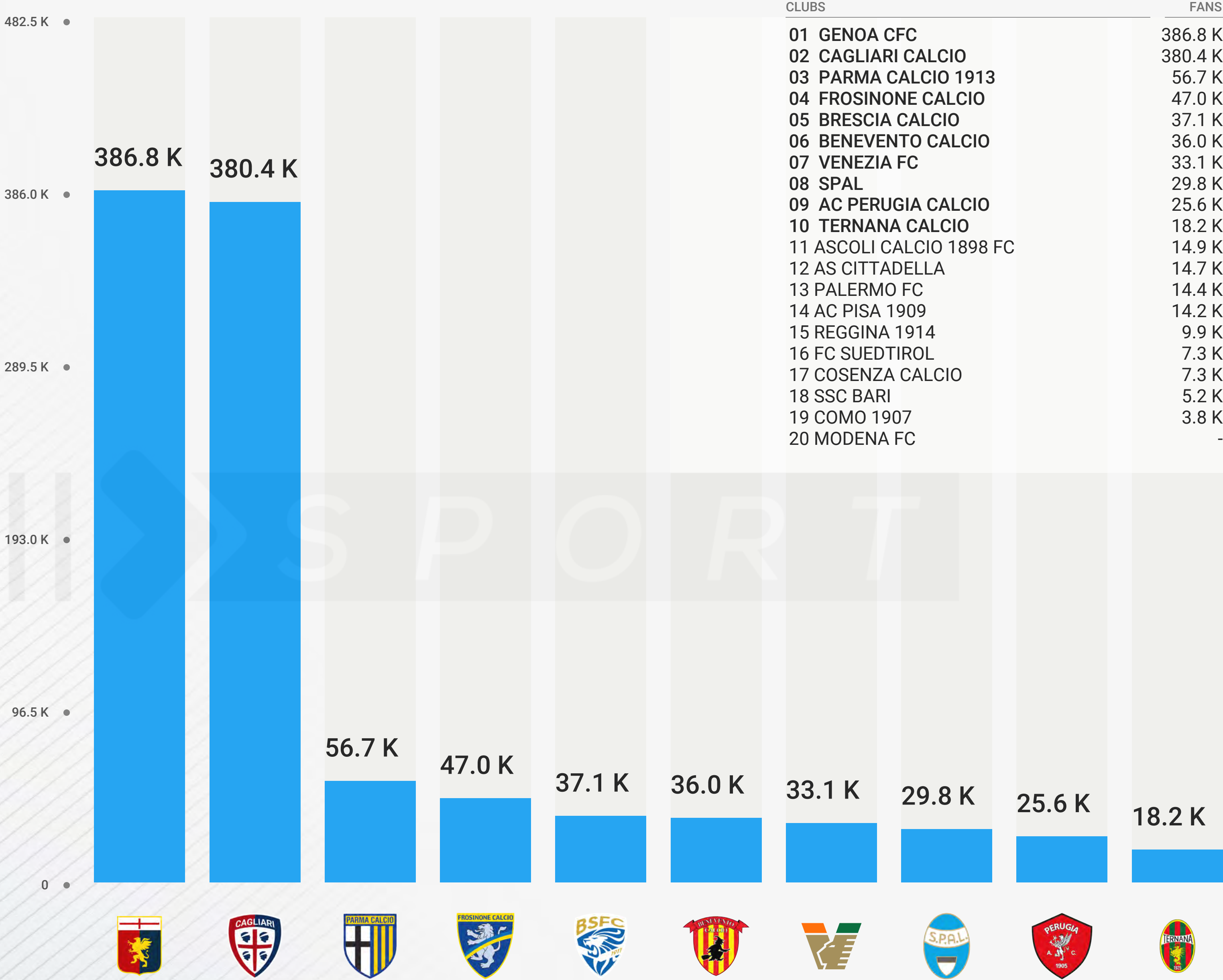


TOTAL FANBASE

1.1 M



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



*[updated on August 03, 2022]



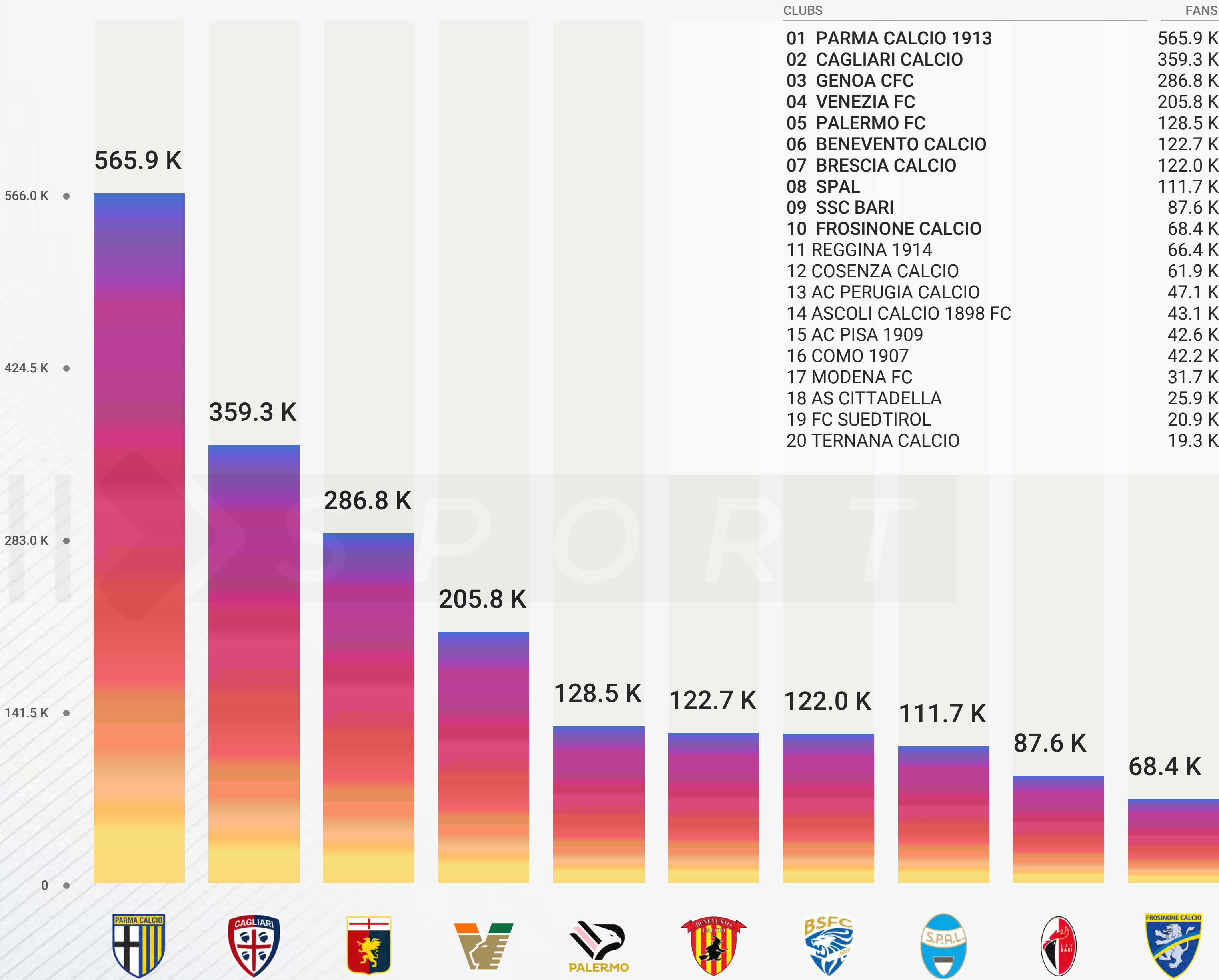


TOTAL FANBASE

2.5 M



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



*[updated on August 03, 2022]

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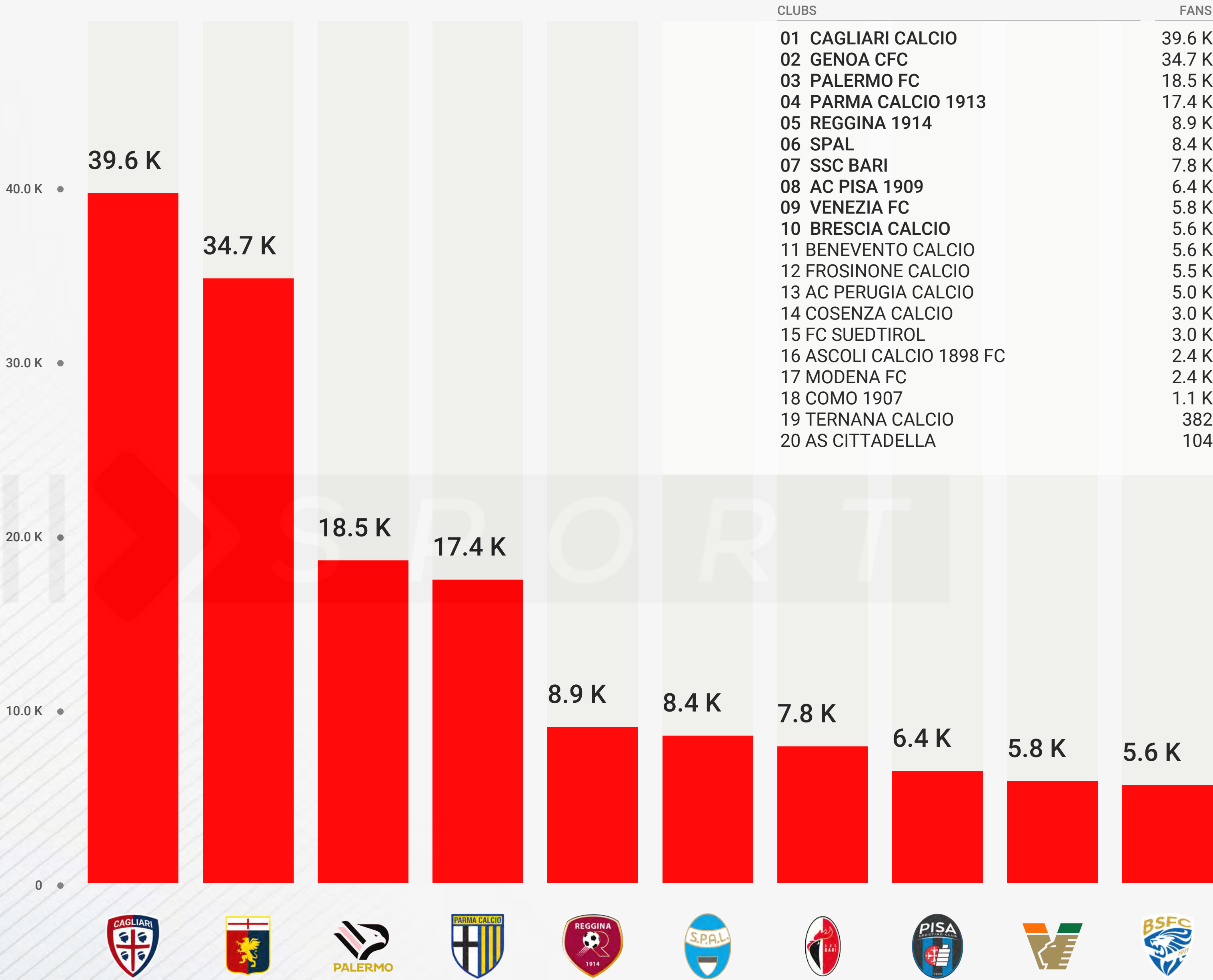


TOTAL FANBASE

182 K



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



*[updated on August 03, 2022]

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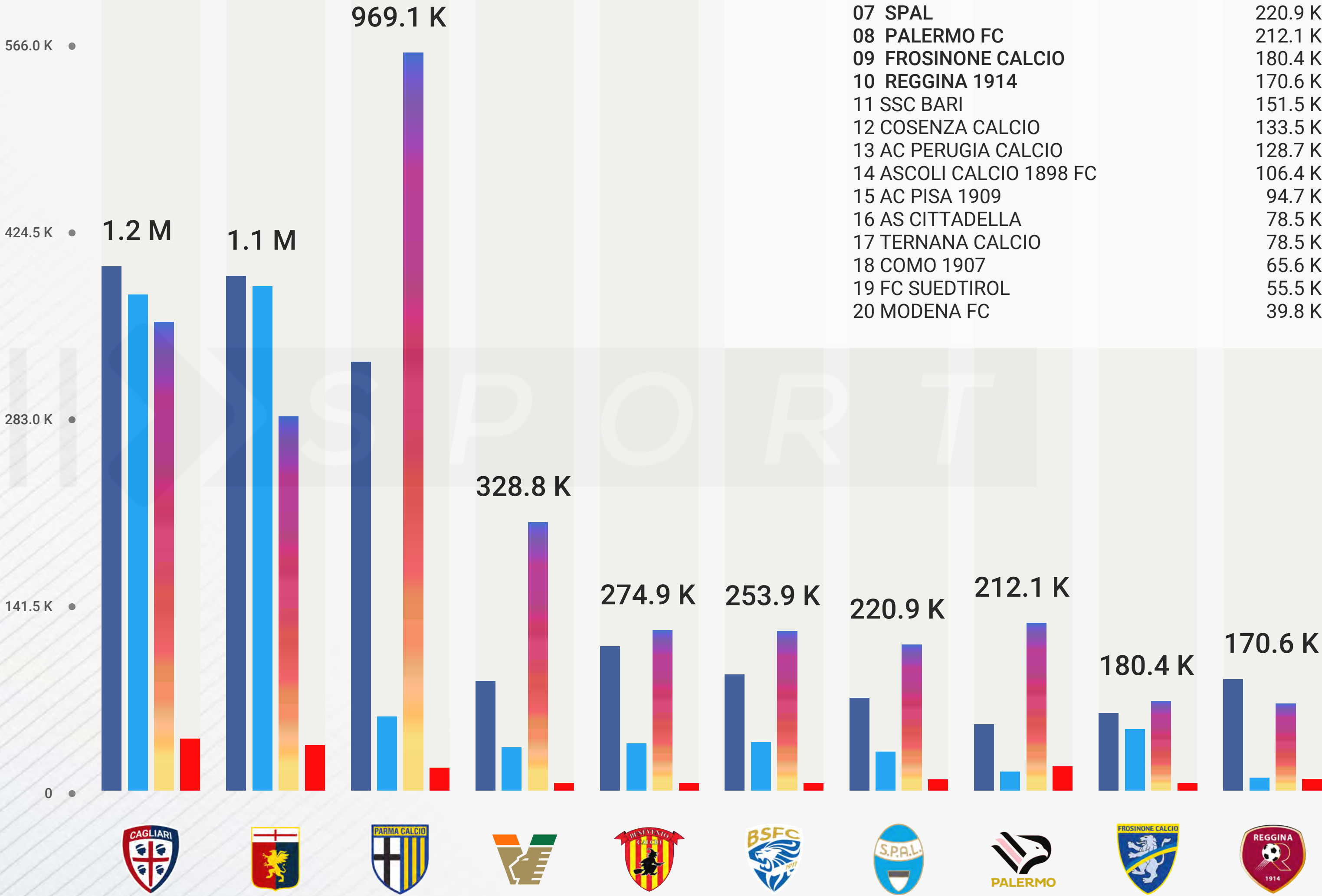


TOTAL FANBASE

5.8 M



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



*[updated on August 03, 2022]

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TOTAL FANBASE

5.8 M



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



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CLUBS
20
—
SPORT BRANDS
12

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



*[updated on August 03, 2022]

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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



SECOND DIVISION

22 CLUBS



SPAIN

SPAIN Snapshot / First Division



20

CLUBS

Total LaLiga football clubs analysed.

10

BRANDS

Total LaLiga Sport Brands on jerseys analysed.

629.9 M

FANS

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

*[updated on August 03, 2022]

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Ranking of the most followed
LaLiga football clubs
on Facebook.



*[updated on August 03, 2022]

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FB data refers to Likes, not Followers.





TOTAL FANBASE

101.7 M



Ranking of the most followed
LaLiga football clubs
on Twitter.



*[updated on August 03, 2022]





TOTAL FANBASE

259.4 M



Ranking of the most followed
LaLiga football clubs
on Instagram.



*[updated on August 03, 2022]





TOTAL FANBASE

24.0 M



Ranking of the most followed
LaLiga football clubs
on YouTube.



*[updated on August 03, 2022]

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TOTAL FANBASE
629.9 M



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



*[updated on August 03, 2022]

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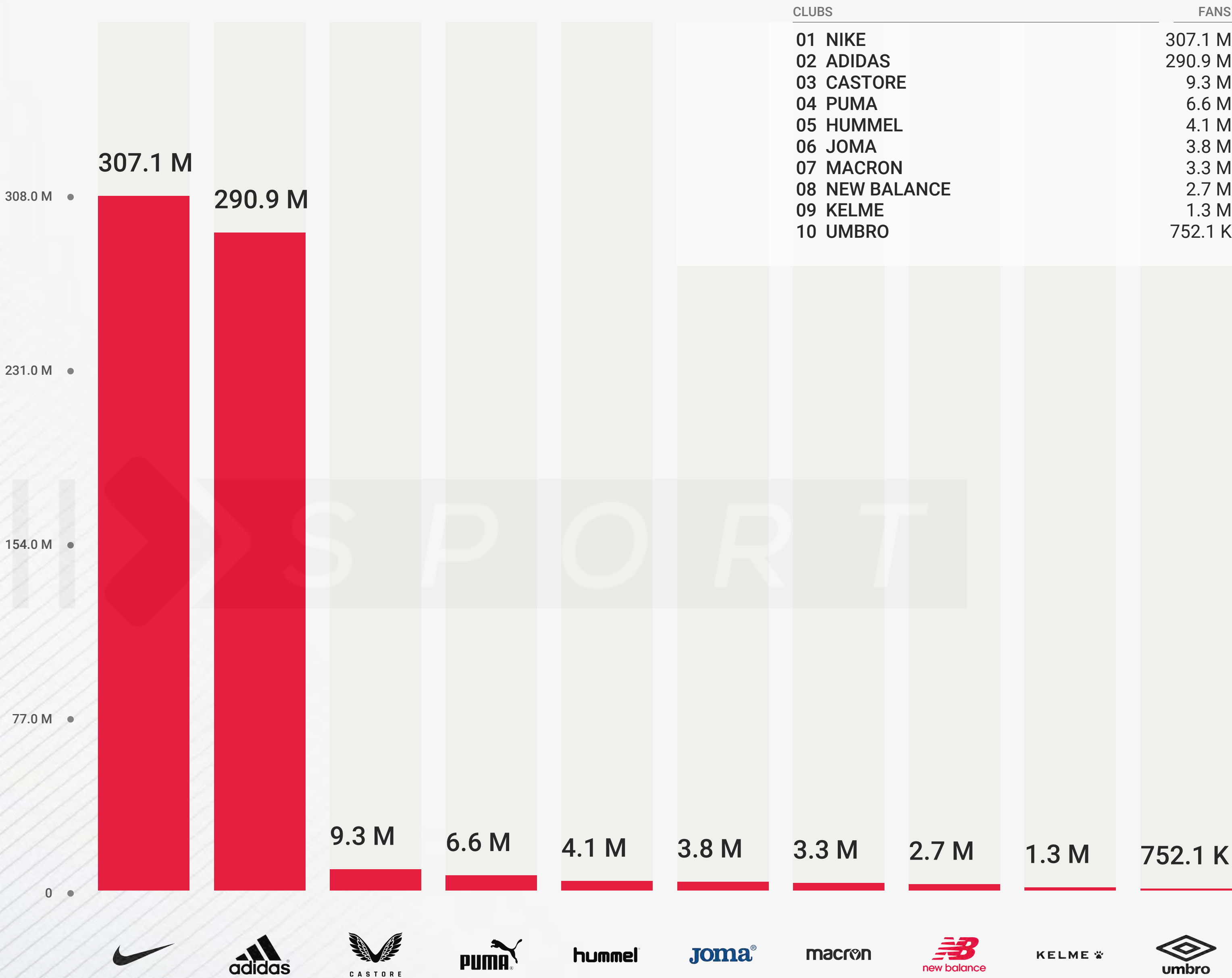
TOTAL FANBASE
629.9 M



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

*[updated on August 03, 2022]

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CLUBS

20

SPORT BRANDS

10

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



*[updated on August 03, 2022]

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SPAIN Snapshot / Second Division



22

CLUBS

Total LaLiga 2 football clubs analysed.

8

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

13.9 M

FANS

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

*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

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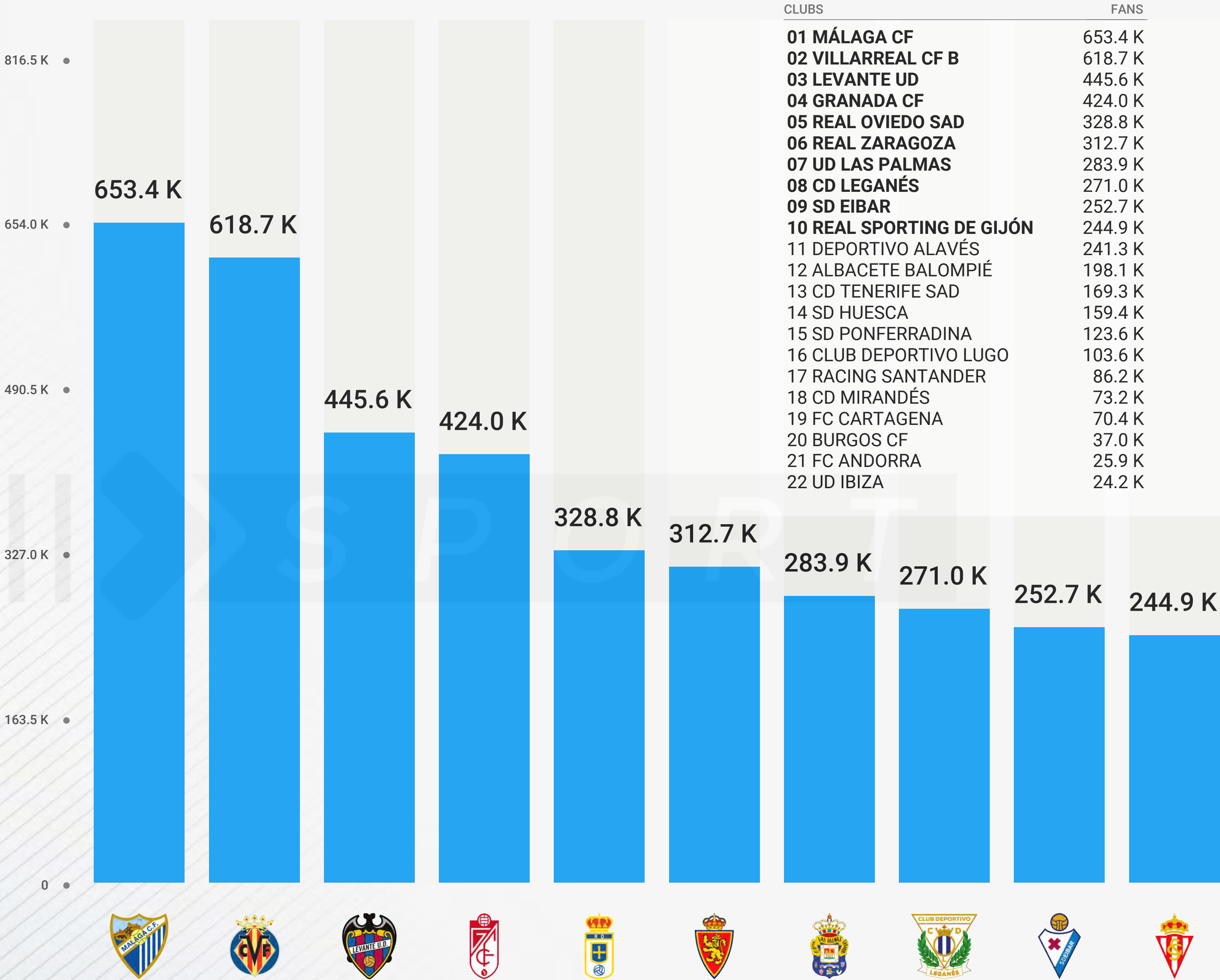


TOTAL FANBASE

5.1 M



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



*[updated on August 03, 2022]

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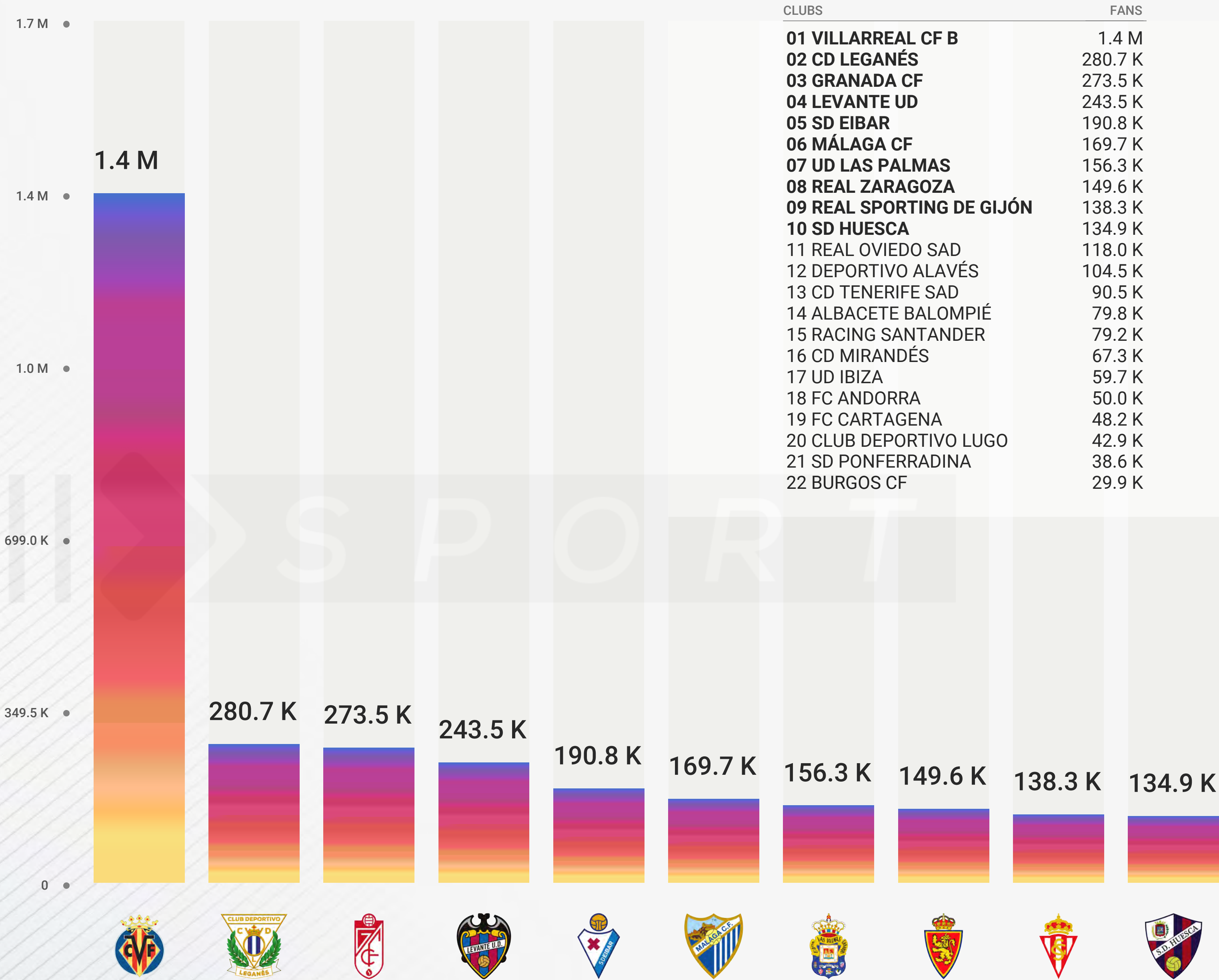


TOTAL FANBASE

3.9 M



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



*[updated on August 03, 2022]





TOTAL FANBASE

349 K



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



*[updated on August 03, 2022]

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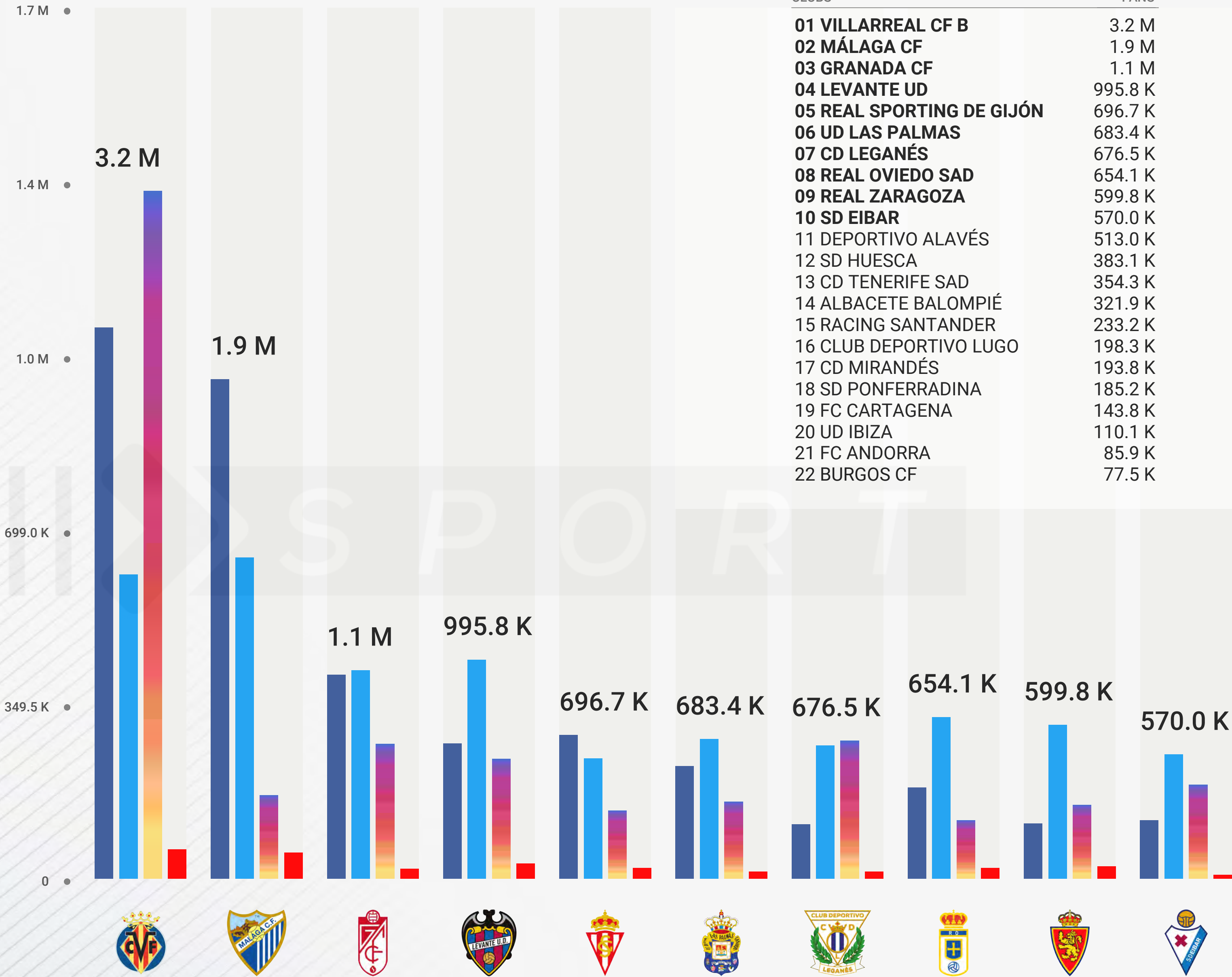
TOTAL FANBASE
13.9 M



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

*[updated on August 03, 2022]

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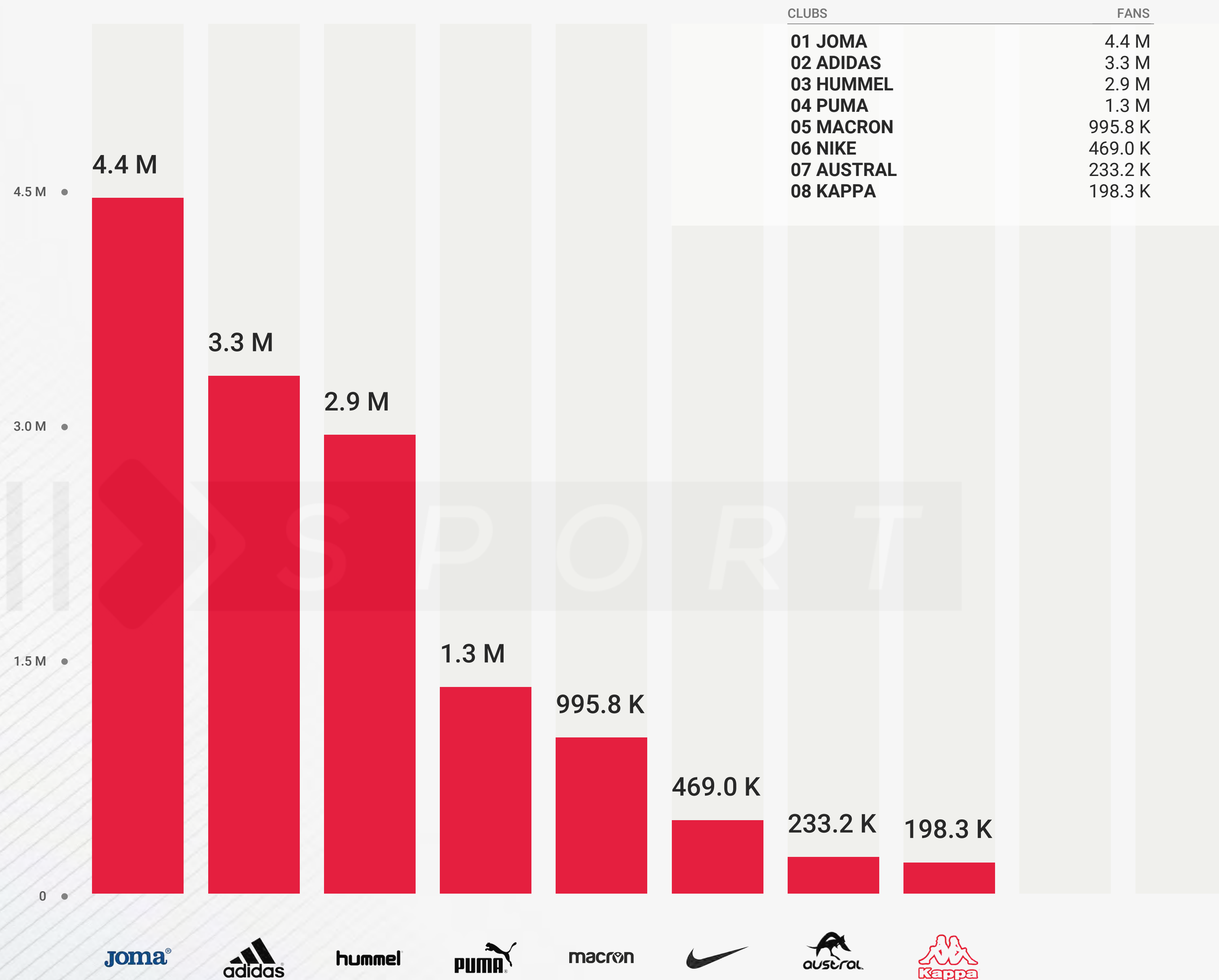


TOTAL FANBASE

13.9 M



Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 22 sponsored LaLiga 2 football clubs.



*[updated on August 03, 2022]

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CLUBS

22

SPORT BRANDS

8

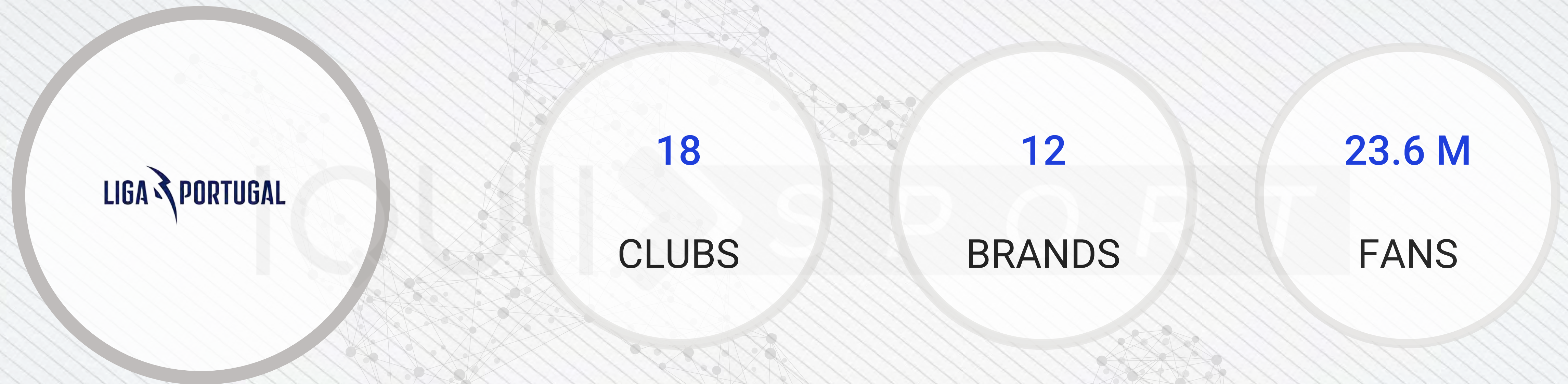
Sport Brands on jersey coverage in relation to the 22 sponsored LaLiga 2 football clubs.



*[updated on August 03, 2022]

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PORTUGAL Snapshot / First Division



Total Primeira Liga
football clubs analysed.

Total Primeira Liga Sport
Brands on jerseys
analysed.

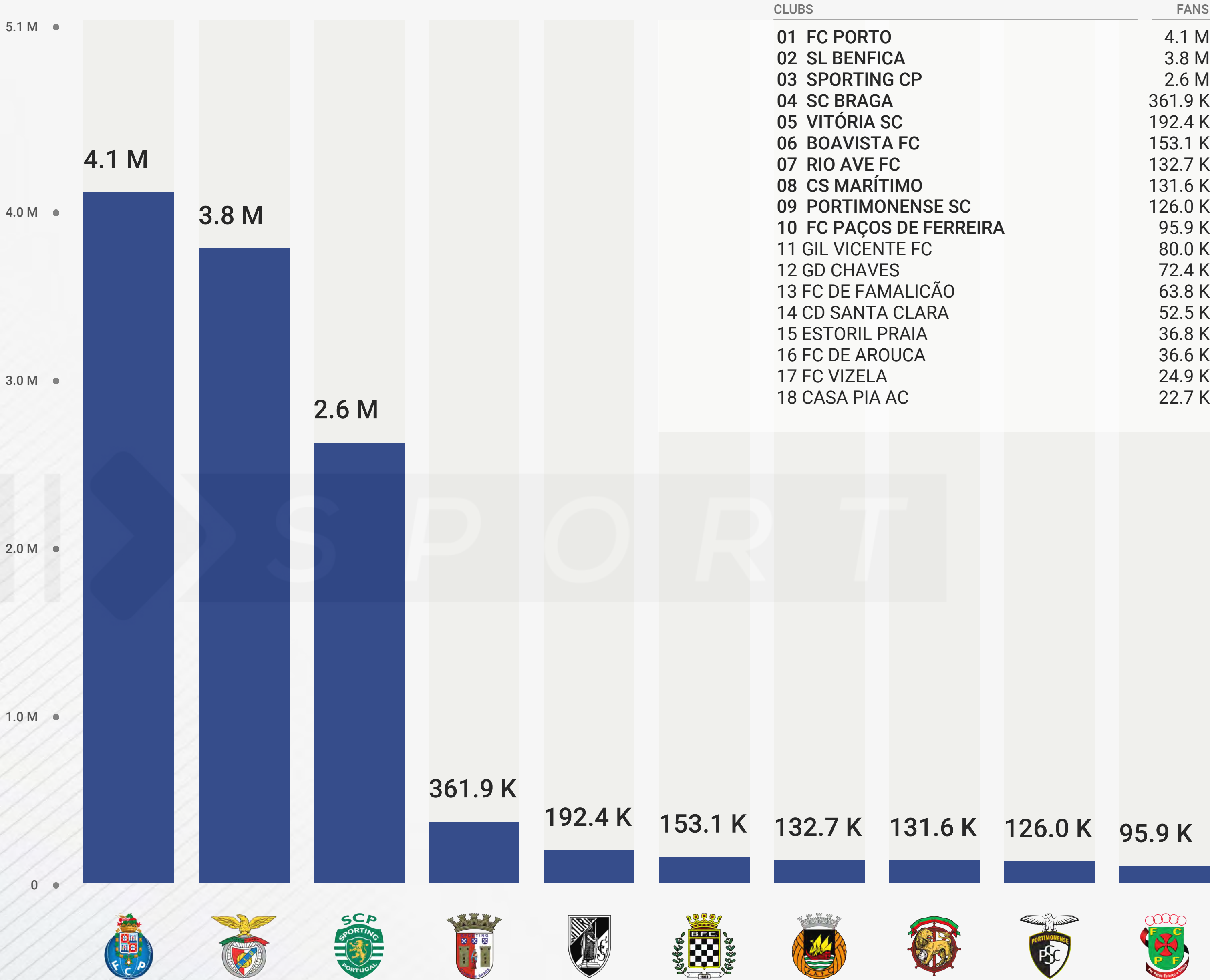
Total Facebook, Twitter,
Instagram, YouTube Fans of the
Primeira Liga football clubs
analysed.

*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

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FB data refers to Likes, not Followers.



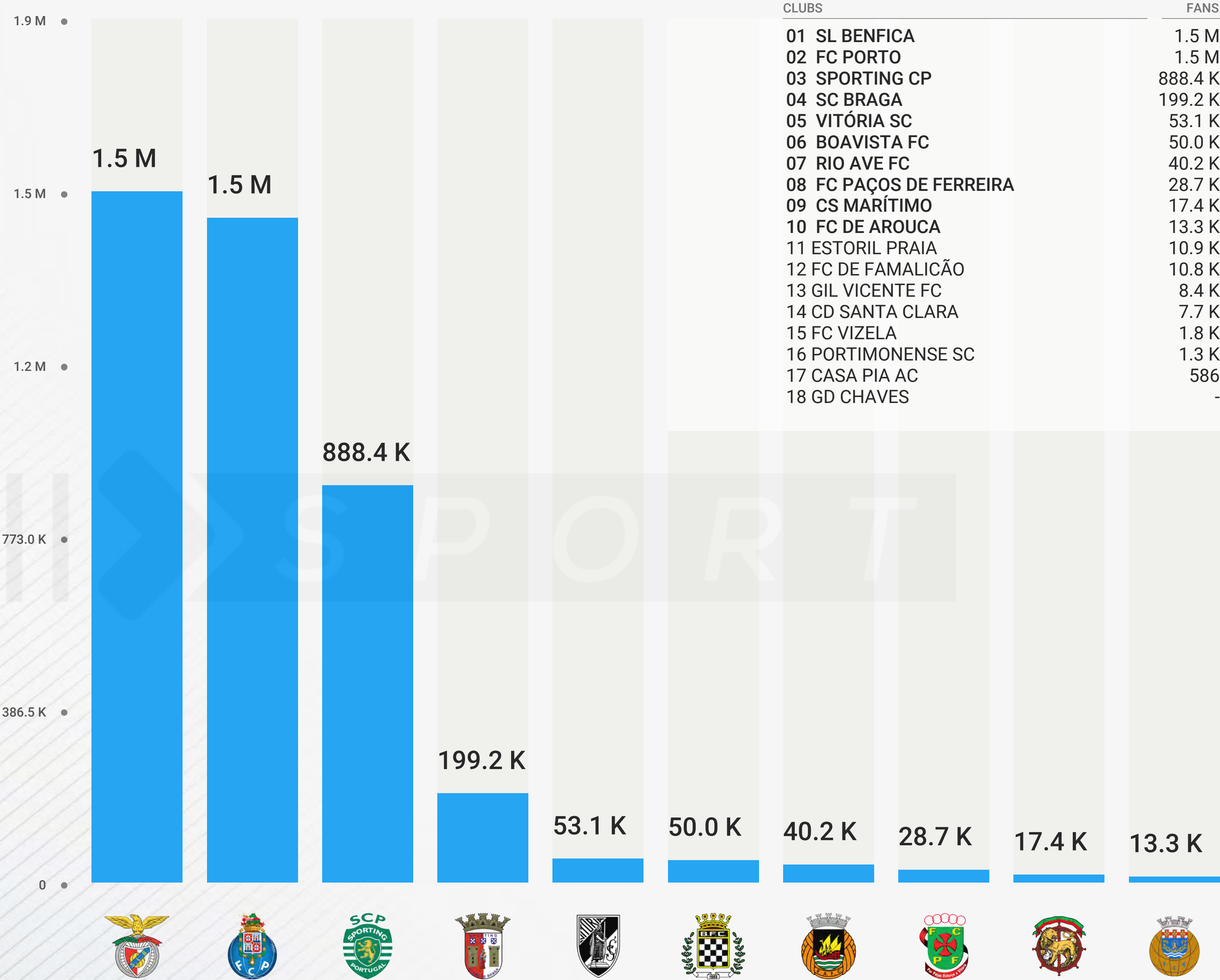


TOTAL FANBASE

4.4 M



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



*[updated on August 03, 2022]

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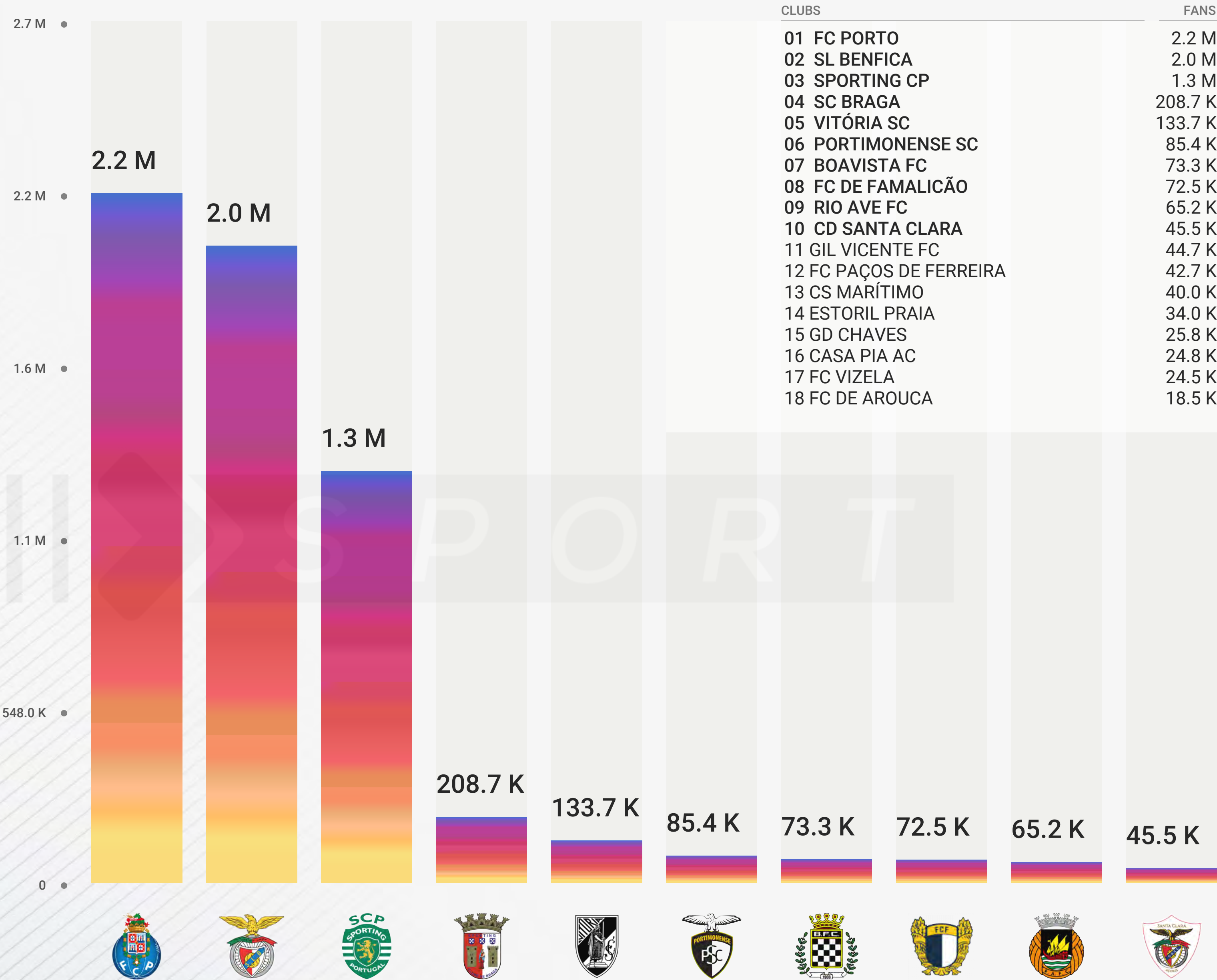


TOTAL FANBASE

6.5 M



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



*[updated on August 03, 2022]

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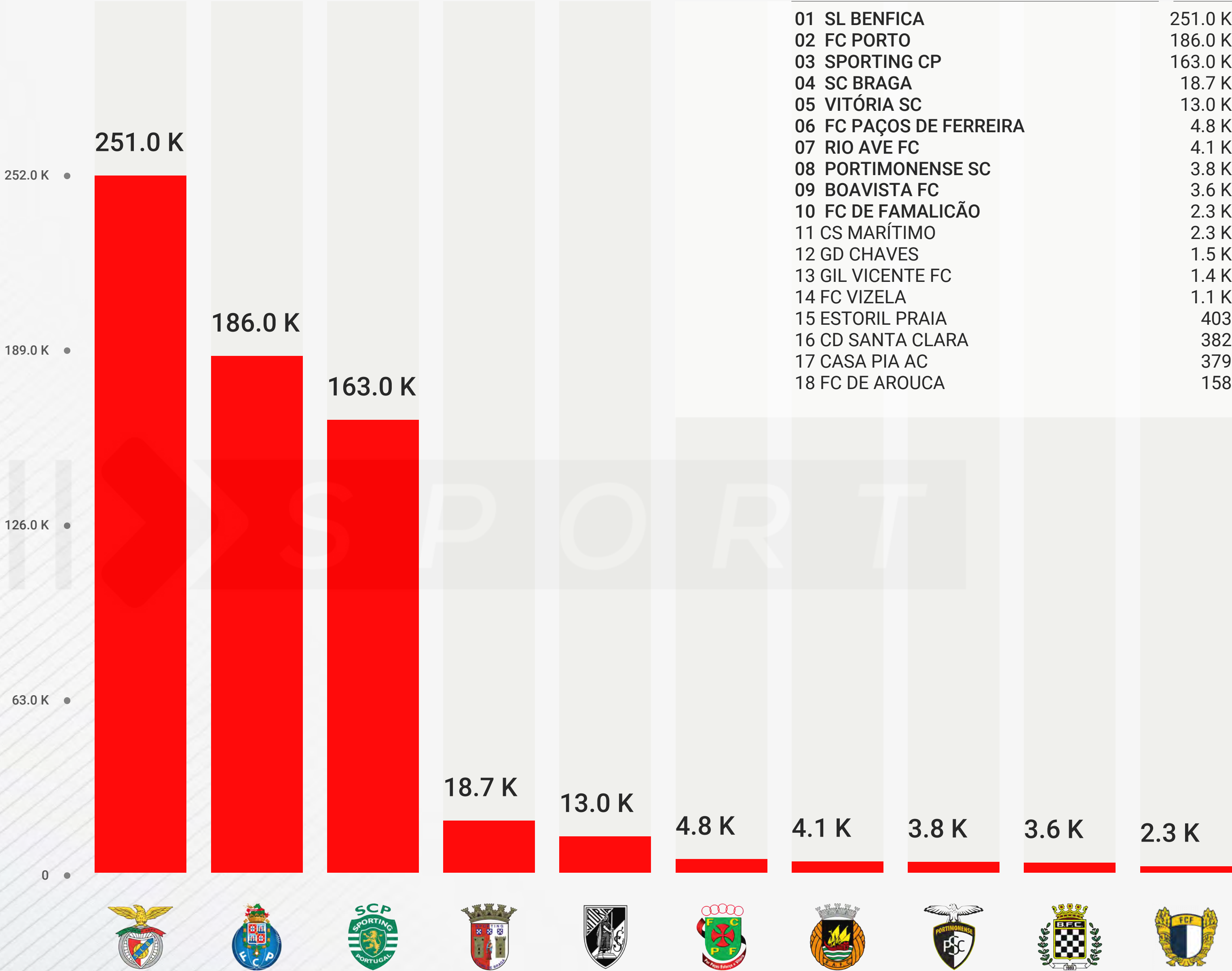


TOTAL FANBASE

658 K



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



*[updated on August 03, 2022]

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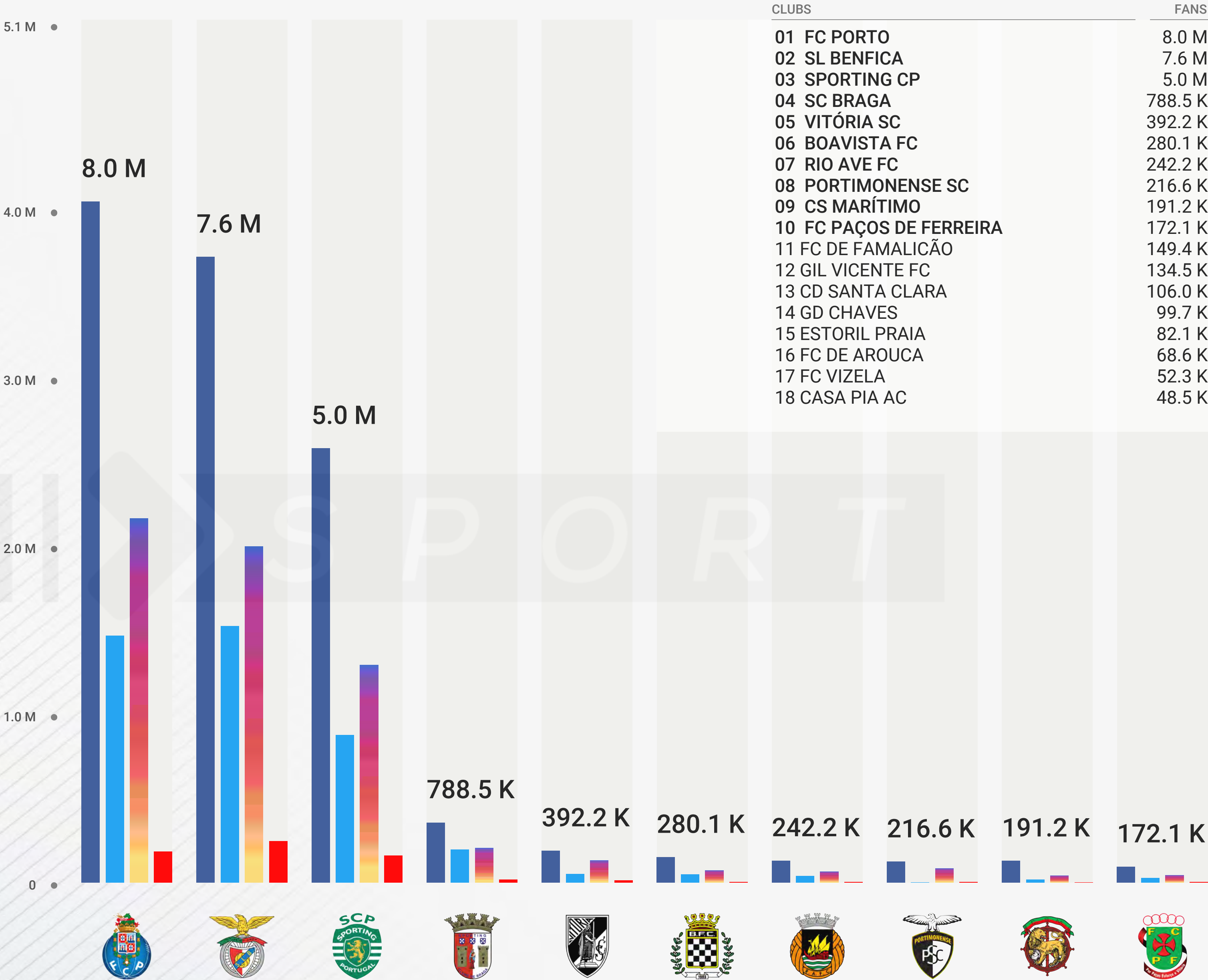
TOTAL FANBASE
23.6 M



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

*[updated on August 03, 2022]

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TOTAL FANBASE
23.6 M



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



*[updated on August 03, 2022]

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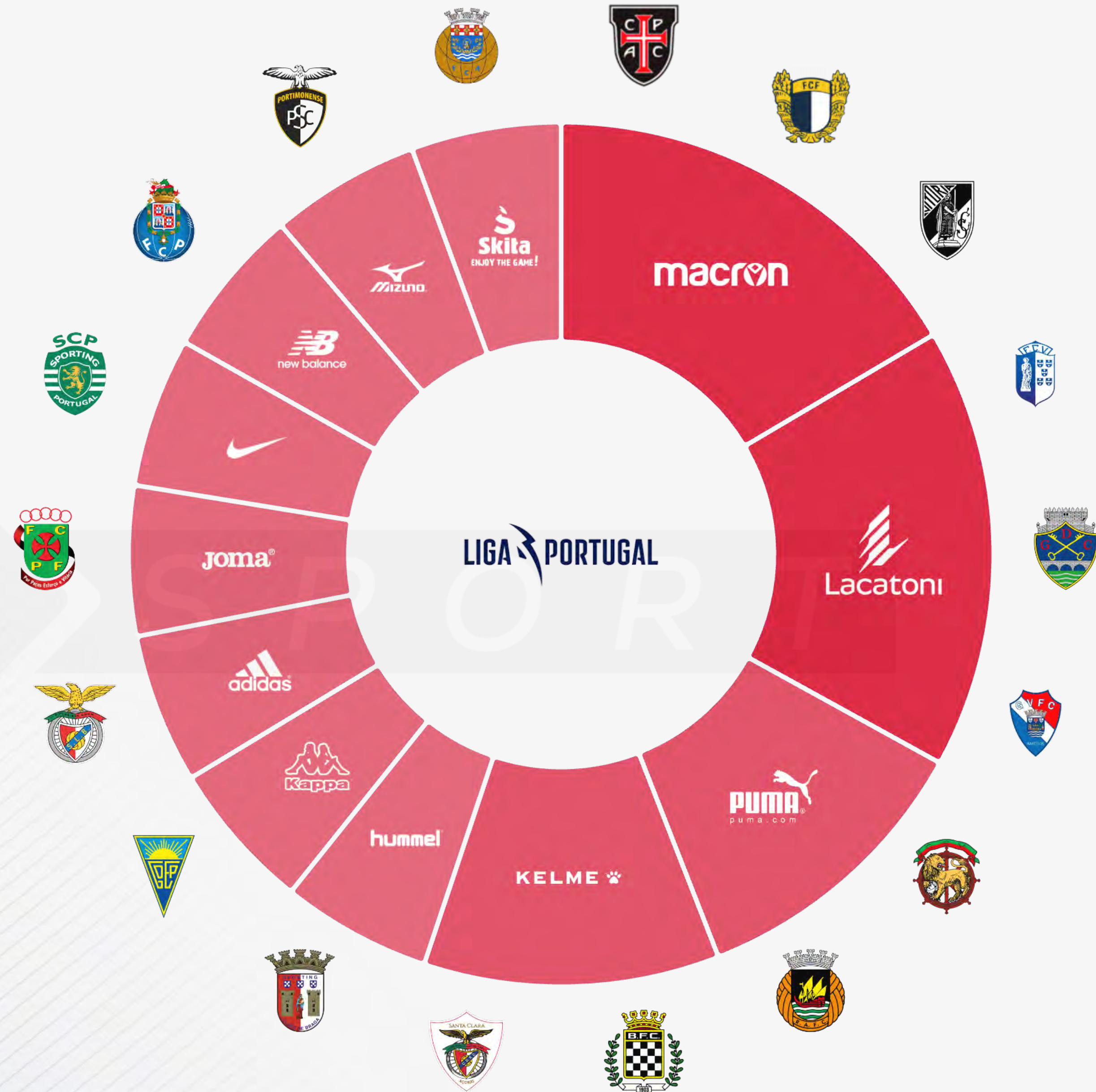
CLUBS

18

SPORT BRANDS

12

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



*[updated on August 03, 2022]

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NETHERLANDS Snapshot / First Division



18

CLUBS

Total Eredivisie football clubs analysed.

12

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

21.5 M

FANS

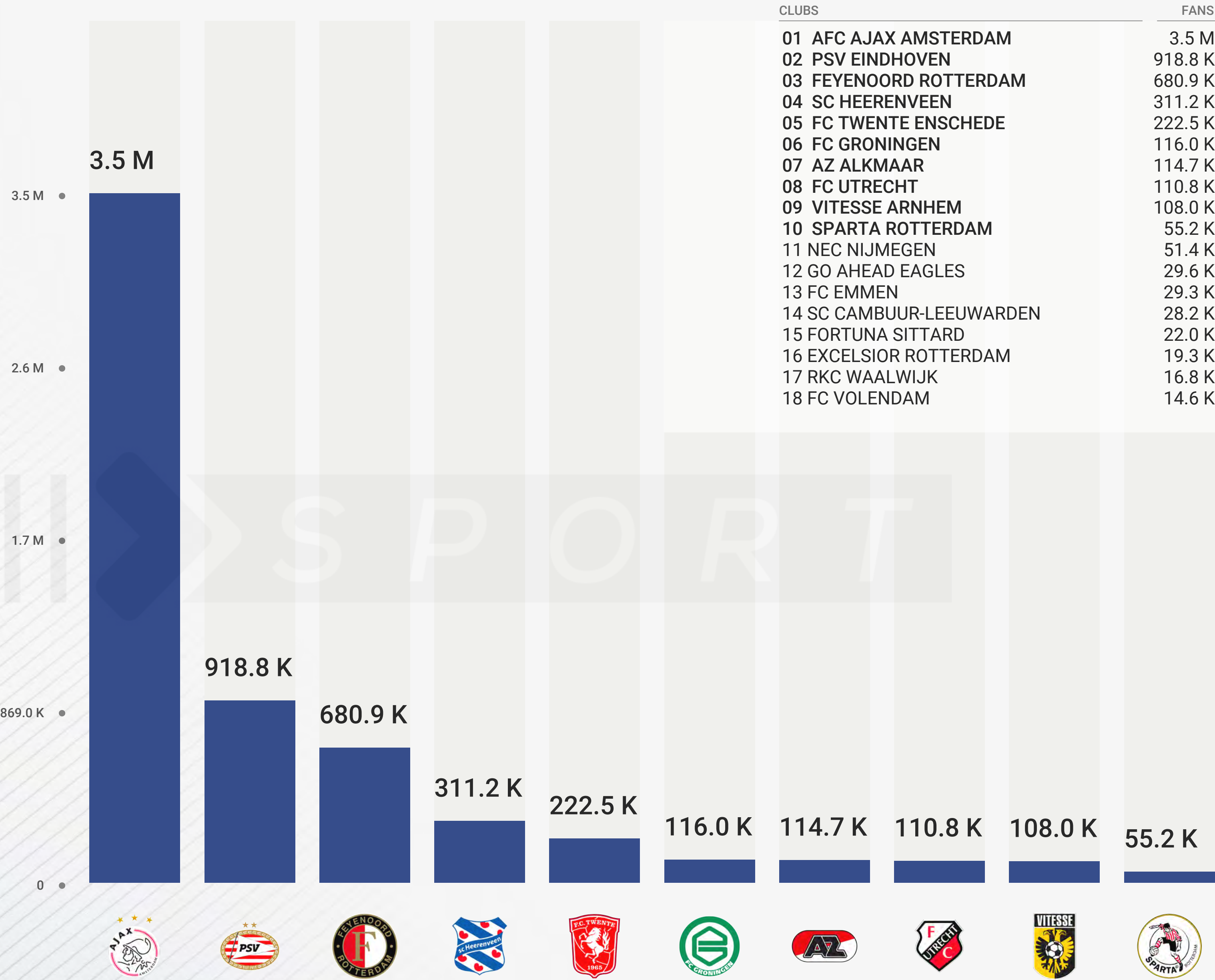
Total Facebook, Twitter, Instagram, YouTube Fans of the Eredivisie football clubs analysed.

*[updated on August 03, 2022]

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Ranking of the most followed
Eredivisie football clubs
on Facebook.



*[updated on August 03, 2022]

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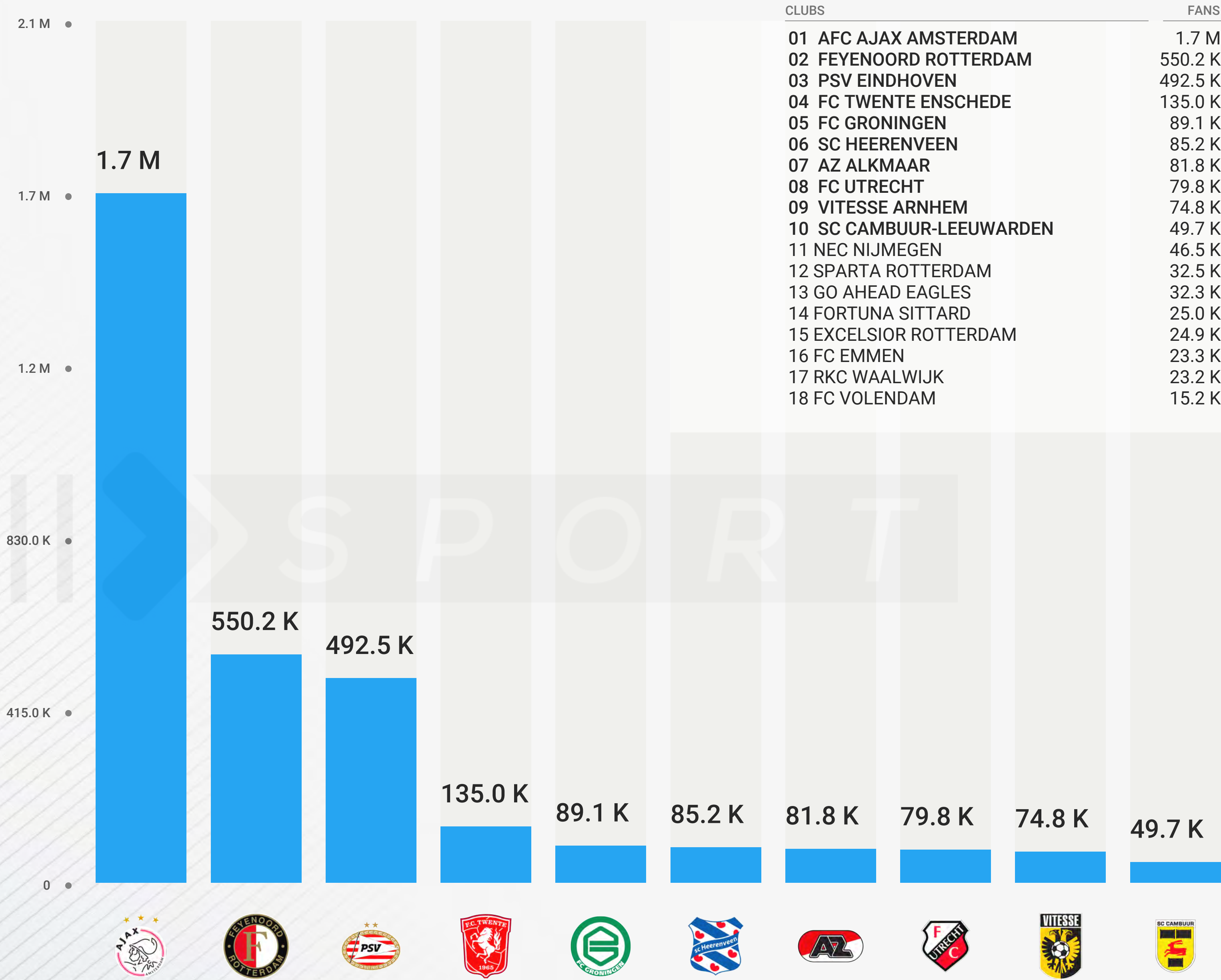


TOTAL FANBASE

3.5 M



Ranking of the most followed
Eredivisie football clubs
on Twitter.



*[updated on August 03, 2022]

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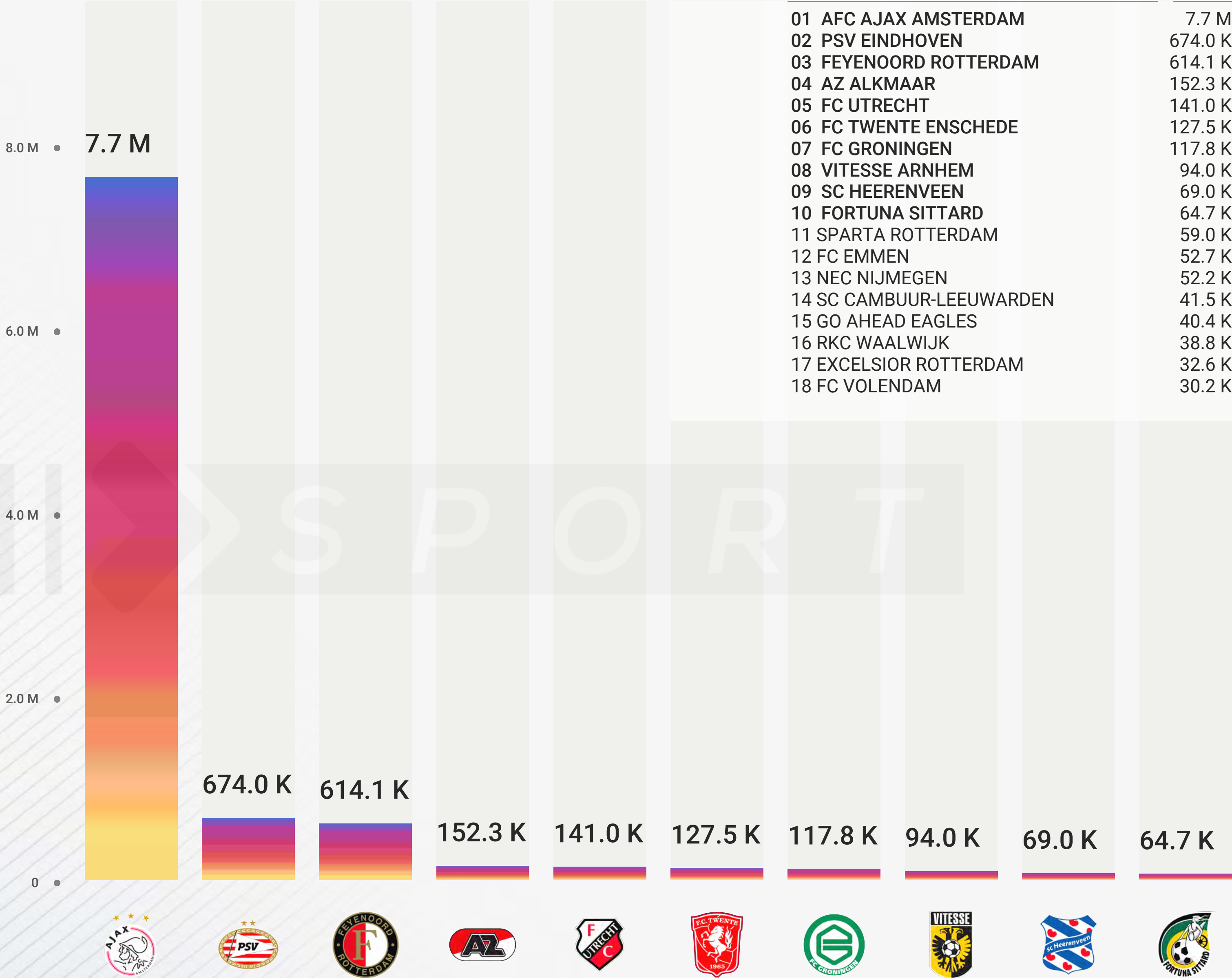


TOTAL FANBASE

10.1 M



Ranking of the most followed
Eredivisie football clubs
on Instagram.



*[updated on August 03, 2022]

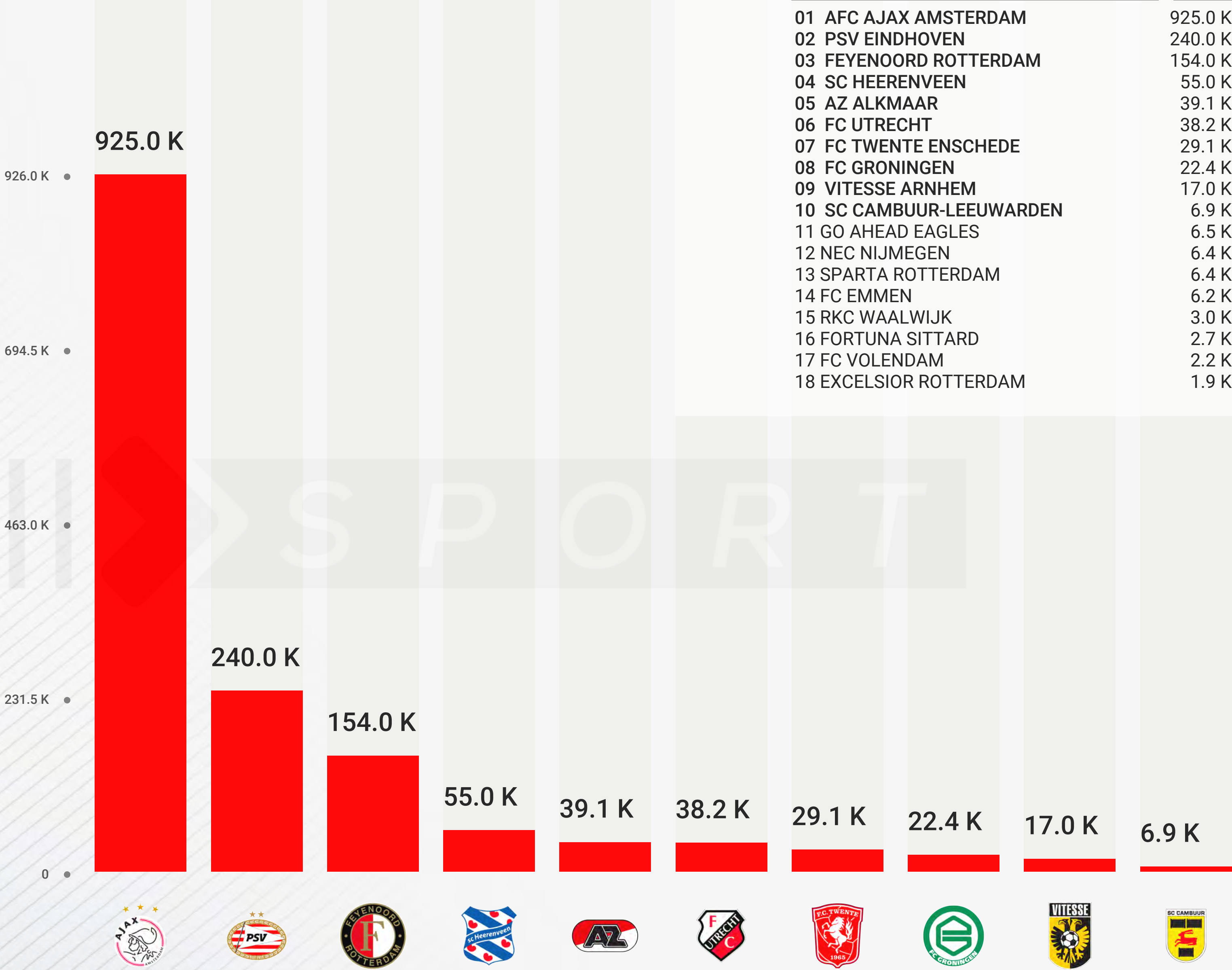


TOTAL FANBASE

1.6 M



Ranking of the most followed
Eredivisie football clubs
on YouTube.



*[updated on August 03, 2022]

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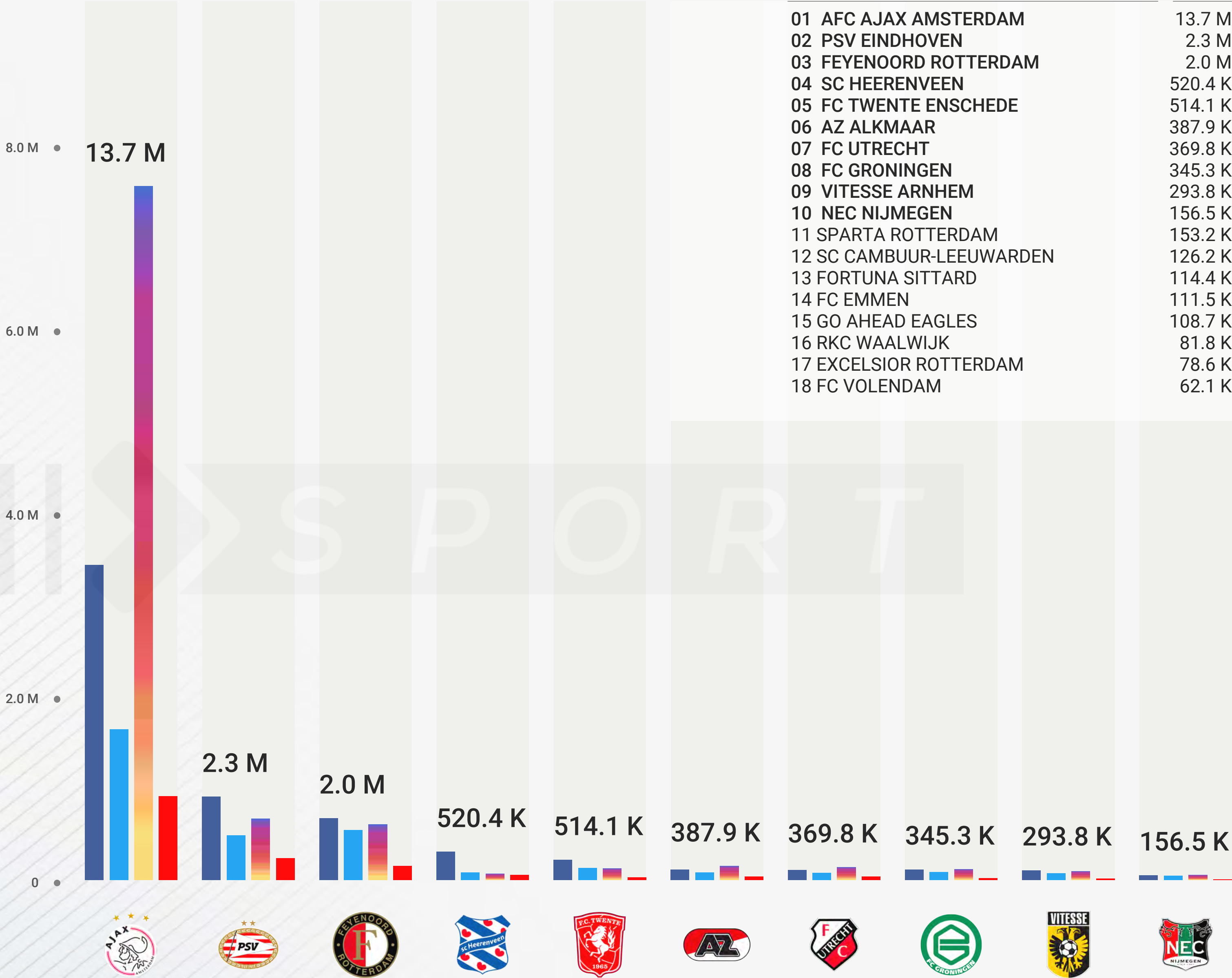
TOTAL FANBASE
21.5 M



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

*[updated on August 03, 2022]

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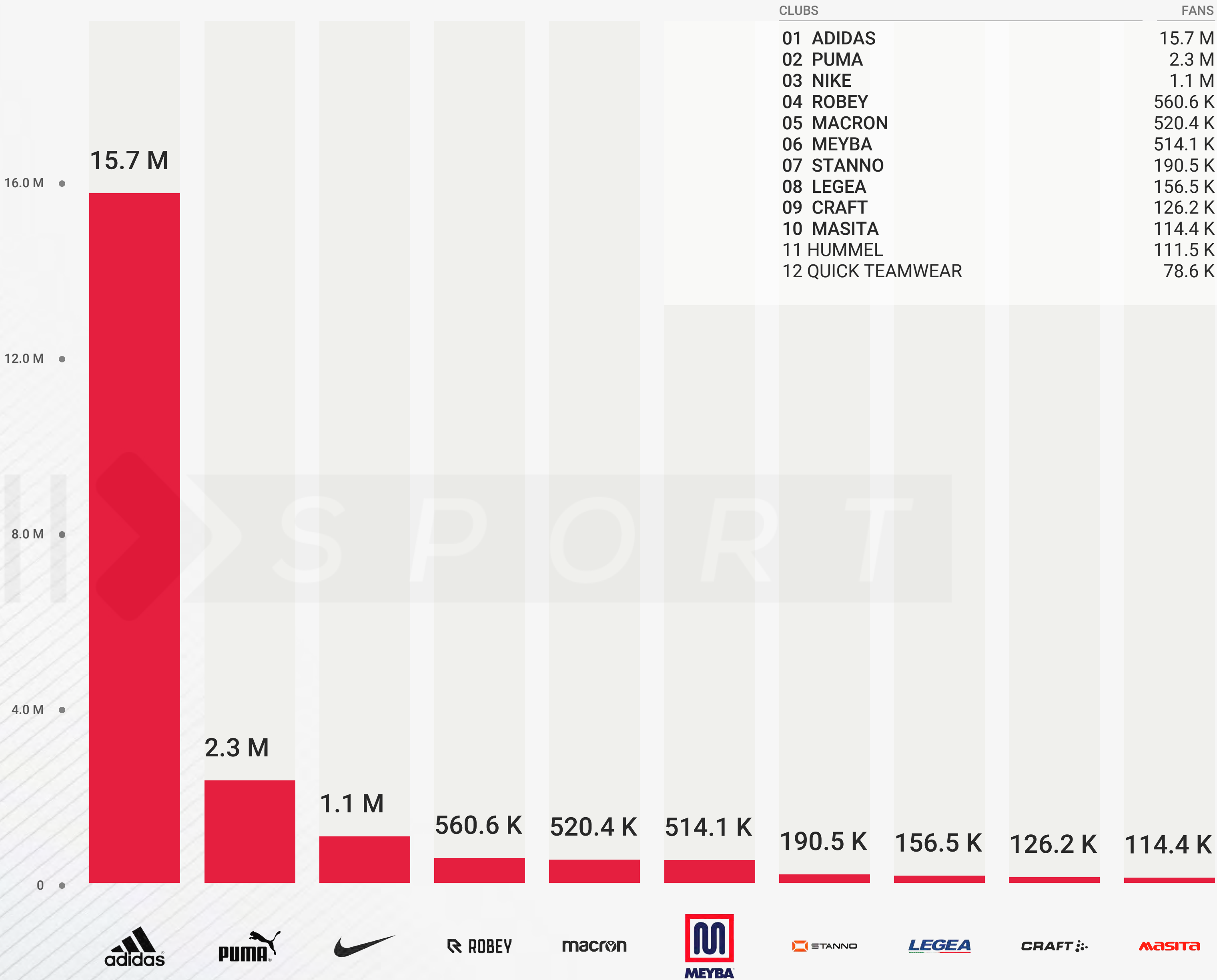
FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



TOTAL FANBASE
21.5 M



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



*[updated on August 03, 2022]



CLUBS

18

SPORT BRANDS

12

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



*[updated on August 03, 2022]

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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

FANS

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

*[updated on August 03, 2022]

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TOTAL FANBASE

3.0 M



Jupiler Pro League

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



*[updated on August 03, 2022]

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FB data refers to Likes, not Followers.





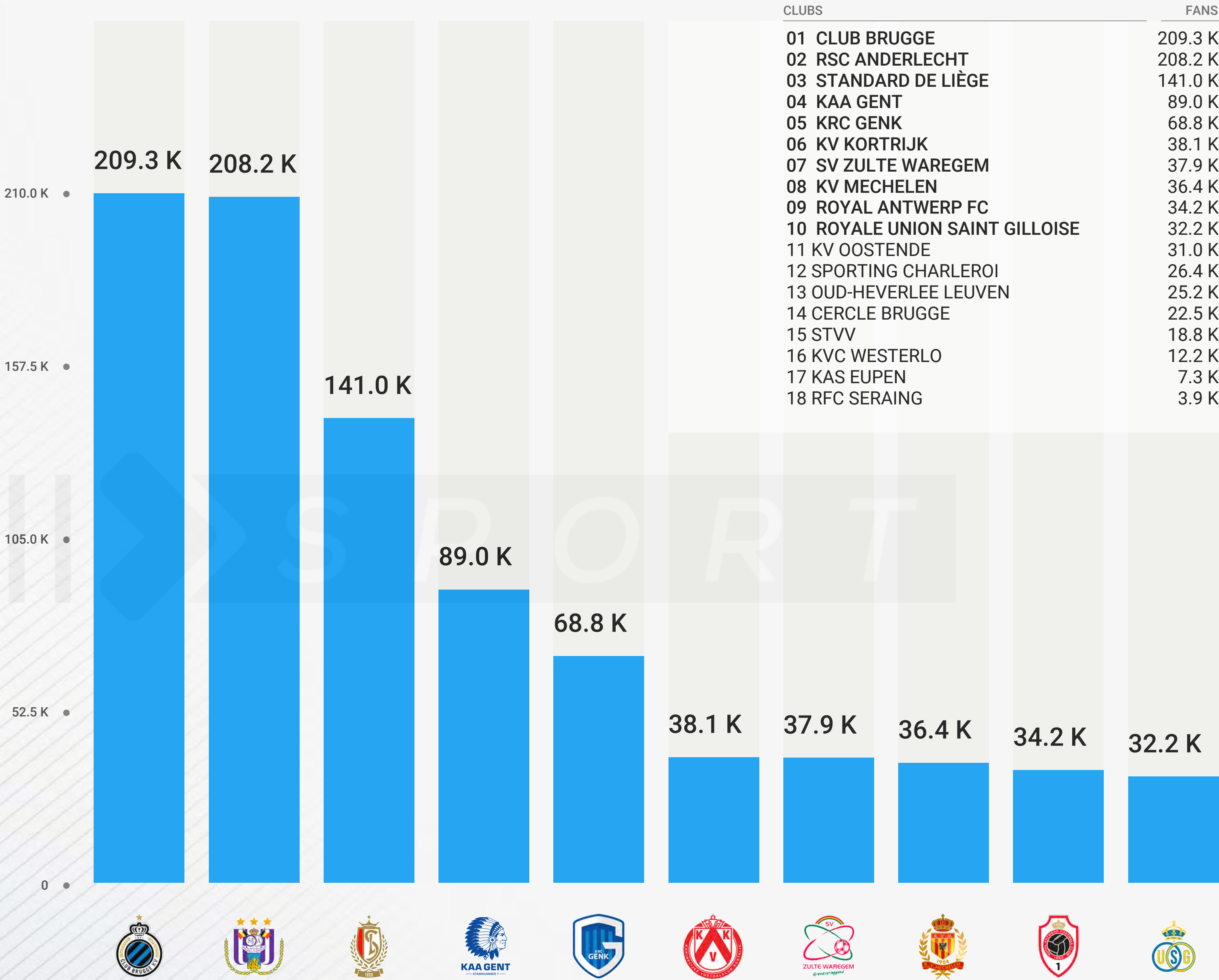
TOTAL FANBASE

1.0 M



Jupiler Pro League

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



*[updated on August 03, 2022]





TOTAL FANBASE

1.4 M



Jupiler
Pro League

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

325.0 K

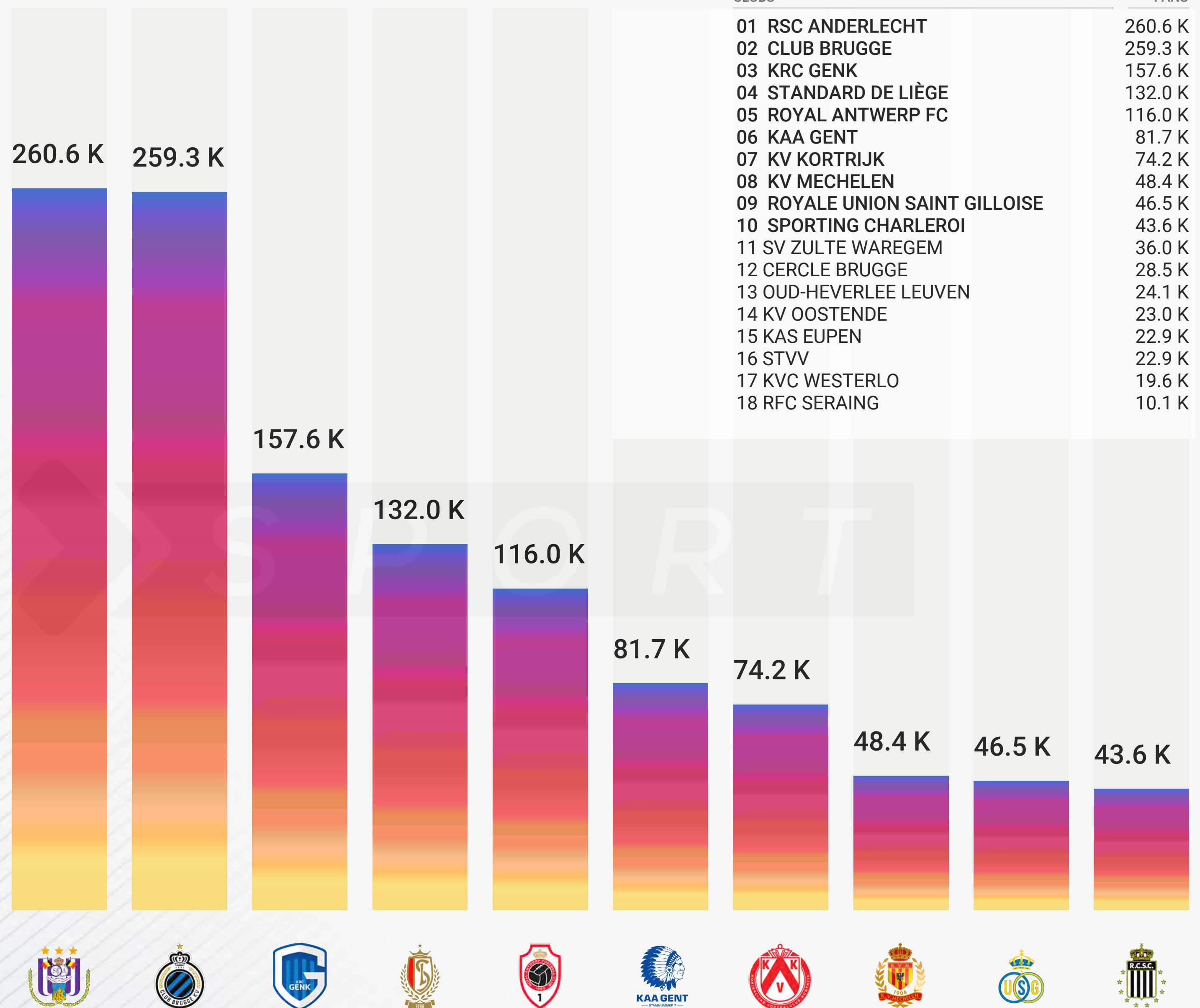
260.0 K

195.0 K

130.0 K

65.0 K

0



*[updated on August 03, 2022]

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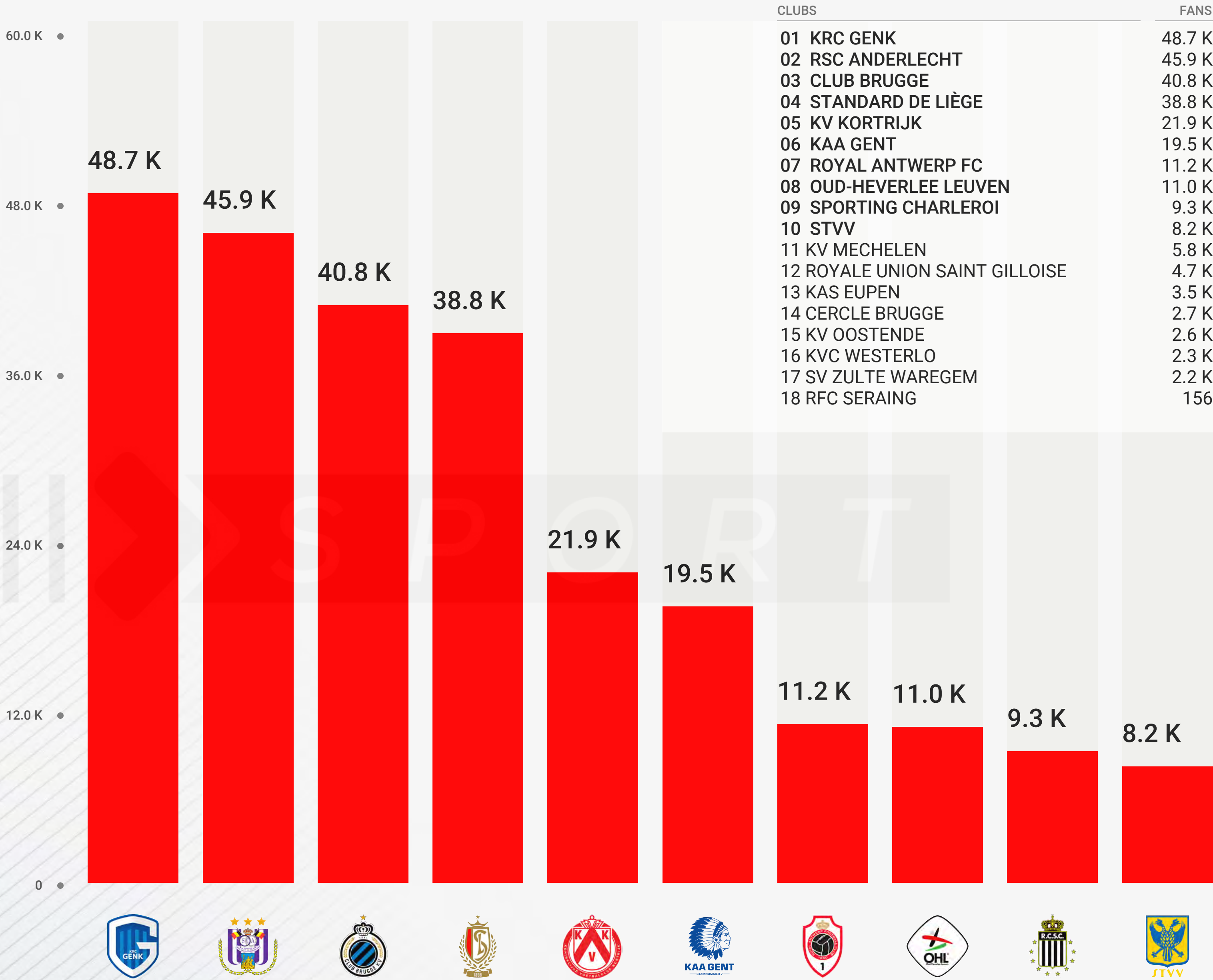
TOTAL FANBASE

279 K



Jupiler Pro League

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



*[updated on August 03, 2022]

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TOTAL FANBASE

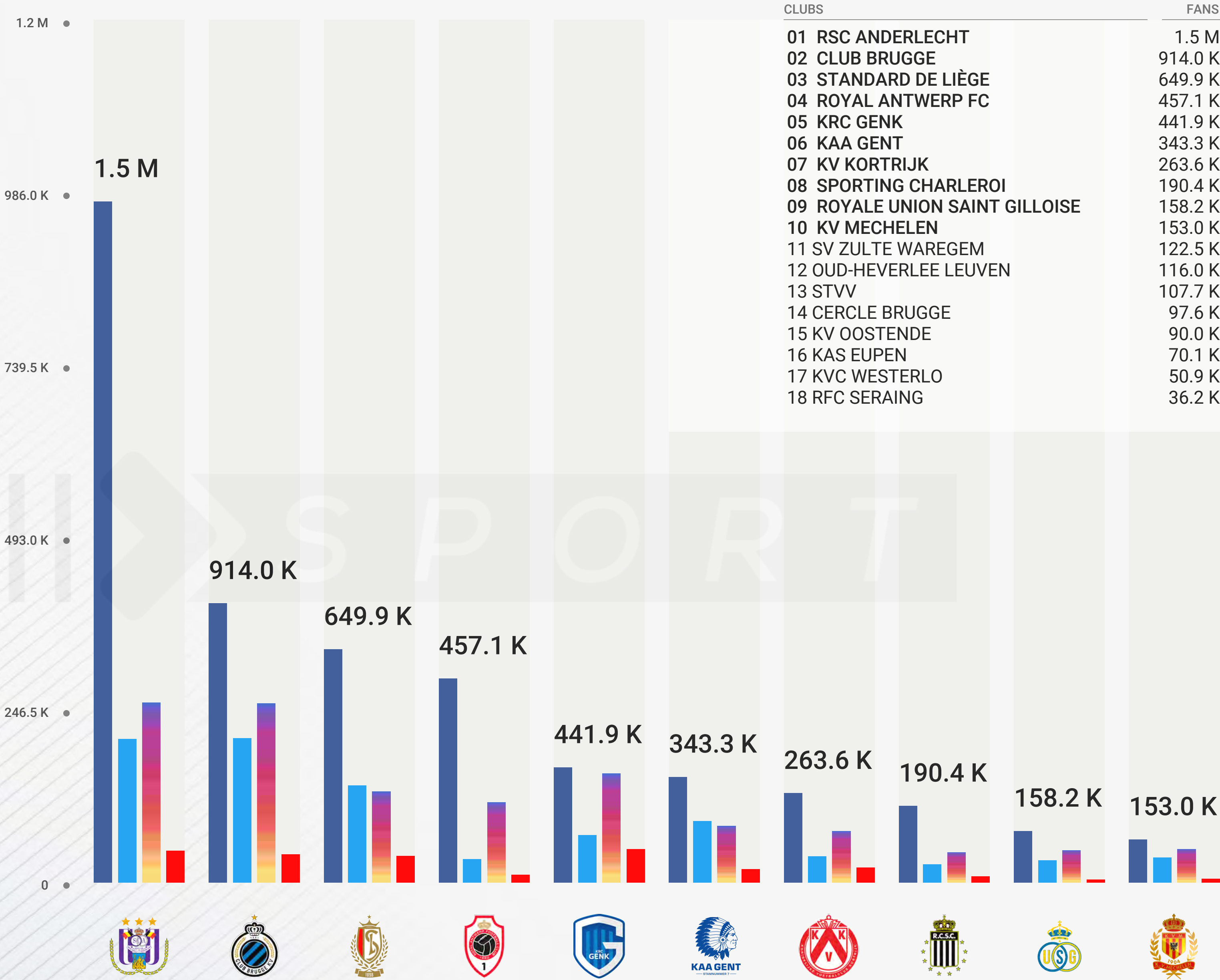
5.8 M



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

*[updated on August 03, 2022]

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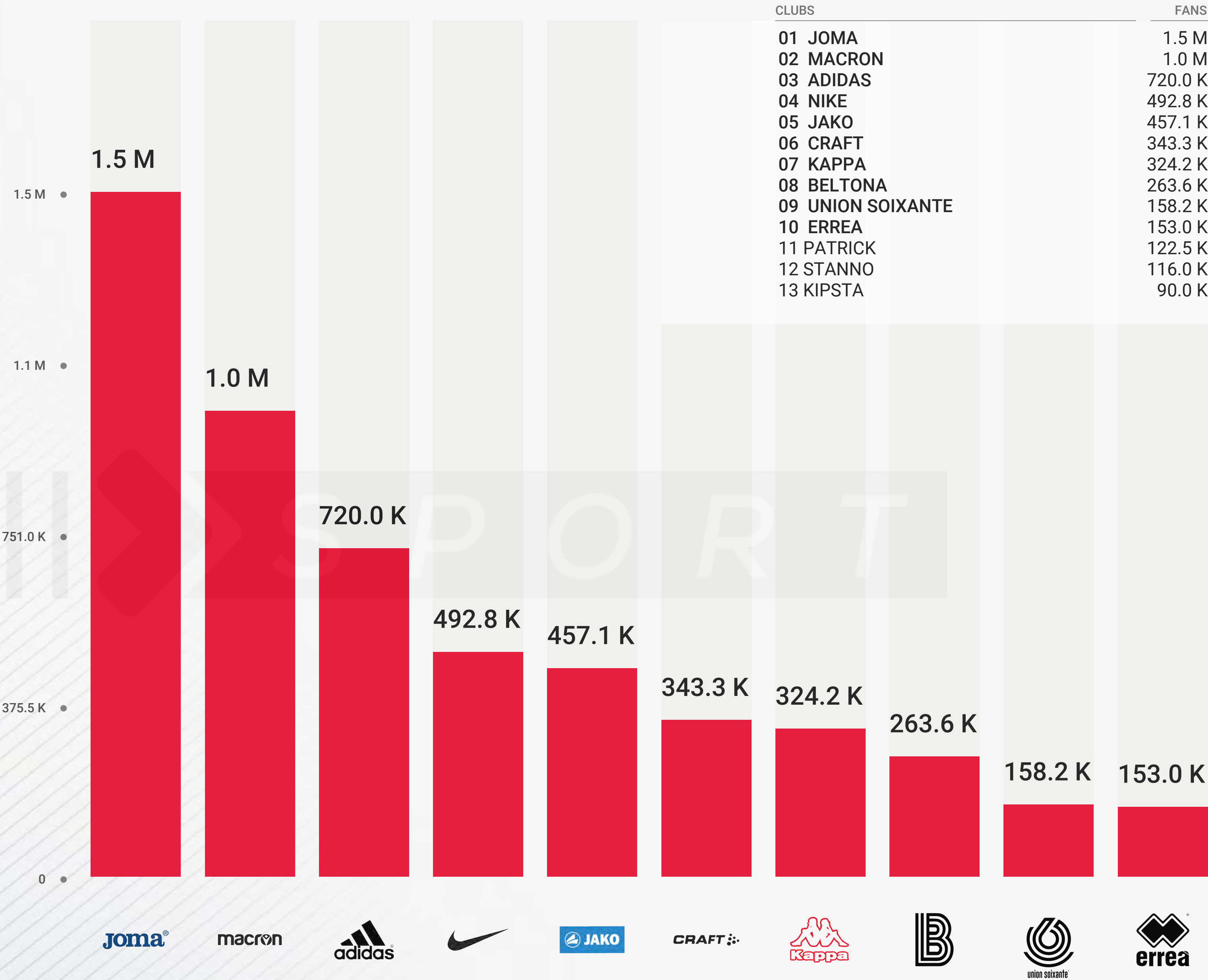
TOTAL FANBASE

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.



*[updated on August 03, 2022]

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CLUBS

18

SPORT BRANDS

13

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



*[updated on August 03, 2022]

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UKRAINE Snapshot / First Division



16

CLUBS

Total Ukrainian PL
football clubs analysed.

7

BRANDS

Total Ukrainian PL Sport
Brands on jerseys
analysed.

3.9 M

FANS

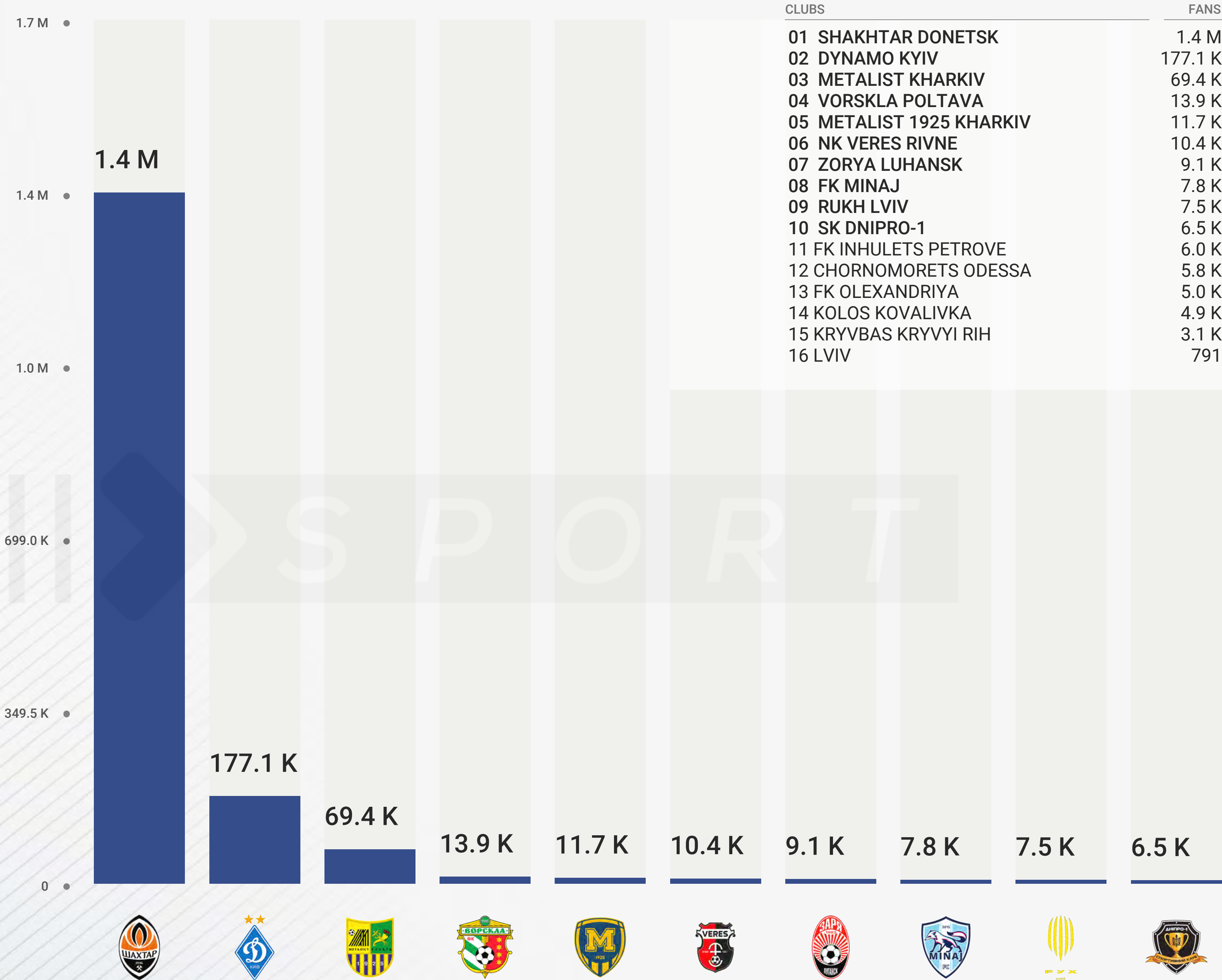
Total Facebook, Twitter,
Instagram, YouTube Fans of the
Ukrainian PL football clubs
analysed.

*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

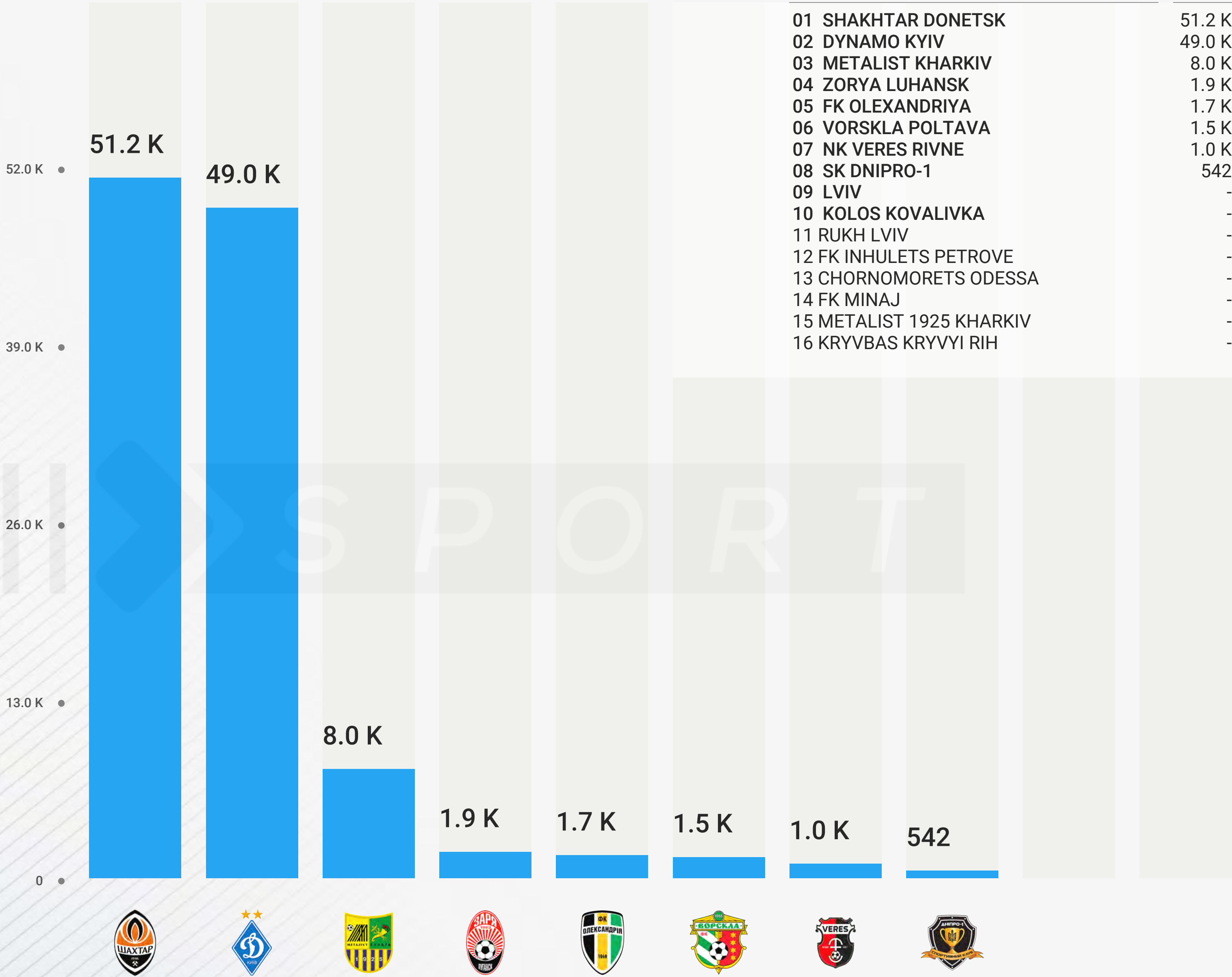
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FB data refers to Likes, not Followers.





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



*[updated on August 03, 2022]



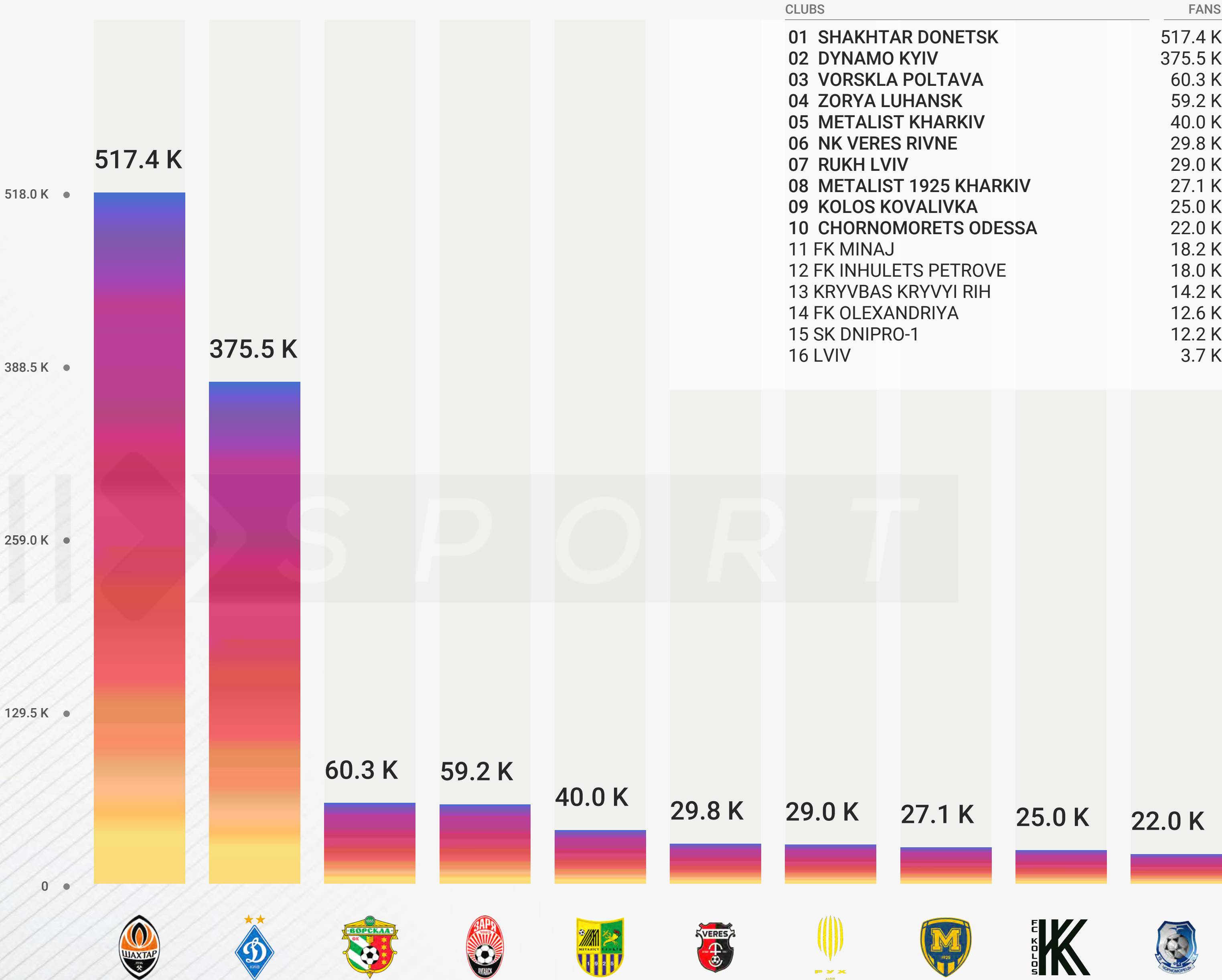


TOTAL FANBASE

1.3 M



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



*[updated on August 03, 2022]

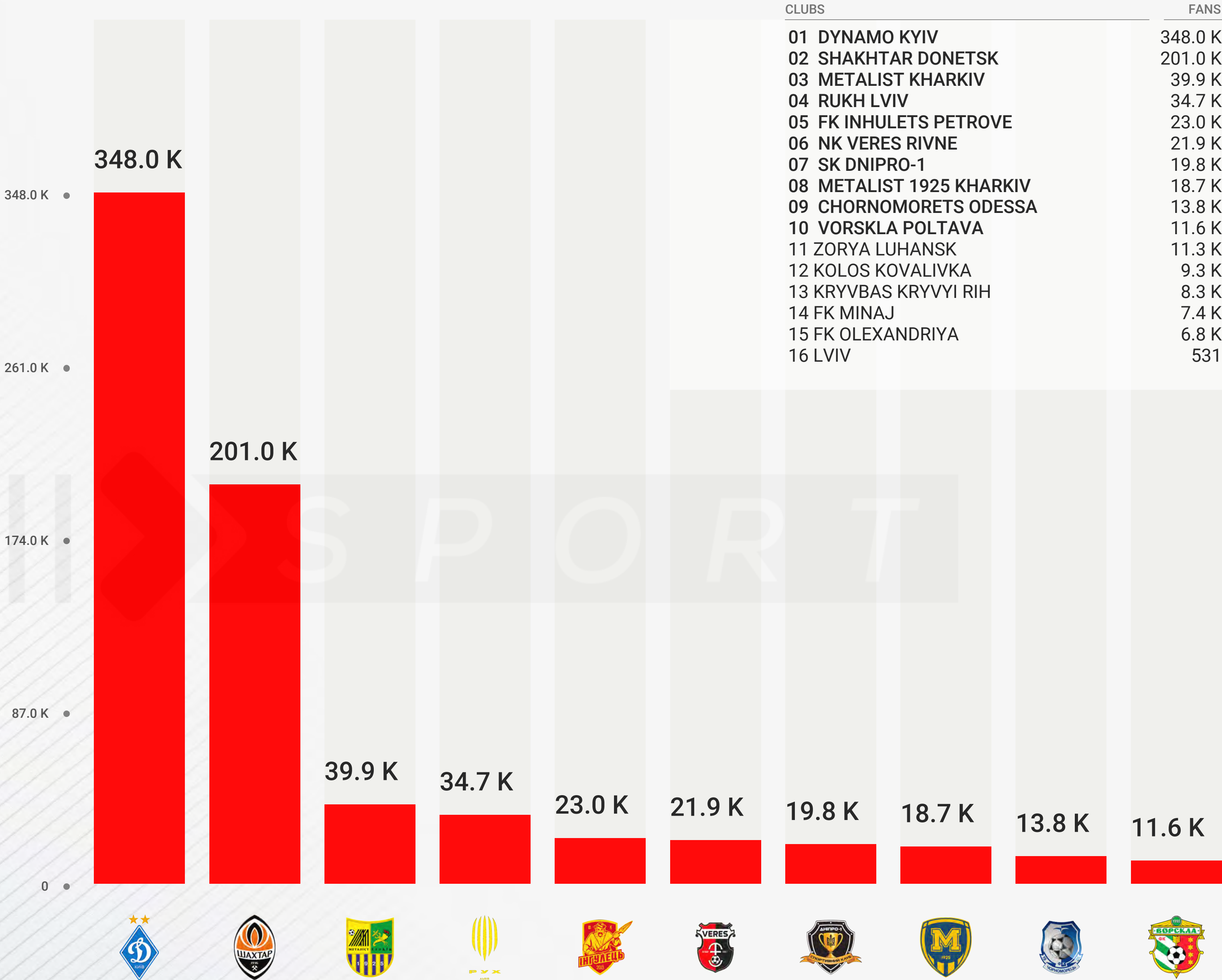


TOTAL FANBASE

776 K

Українська Прем'єр-Ліга

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



*[updated on August 03, 2022]

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TOTAL FANBASE

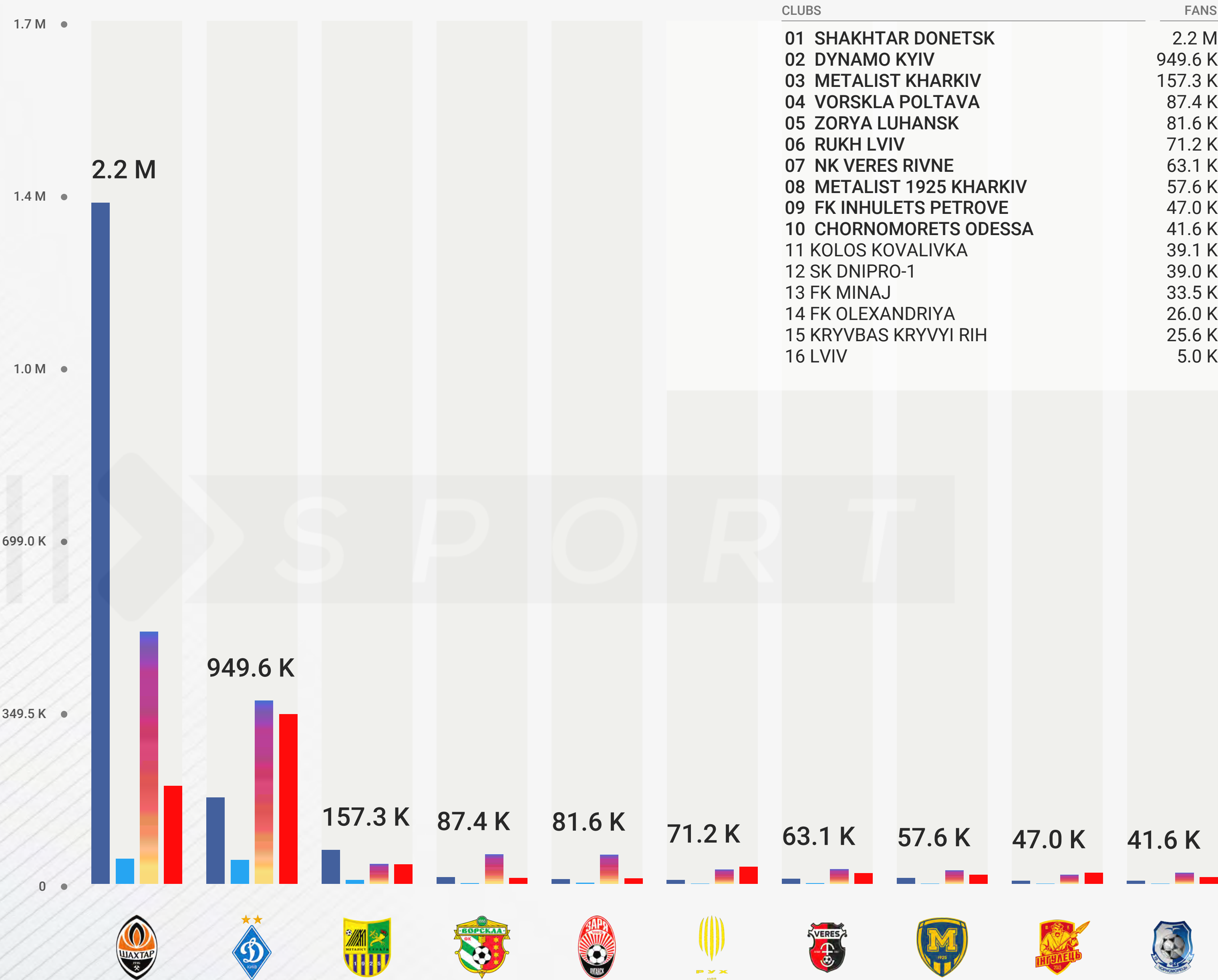
3.9 M



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

*[updated on August 03, 2022]

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TOTAL FANBASE

3.9 M



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

*[updated on August 03, 2022]

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



*[updated on August 03, 2022]

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RUSSIA Snapshot / First Division



RUSSIAN
PREMIER LIGA

16

CLUBS

Total Russian Premier
Liga football clubs
analysed.

5

BRANDS

Total Russian Premier
Liga Sport Brands on
jerseys analysed.

9.8 M

FANS

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

*[updated on August 03, 2022]

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f

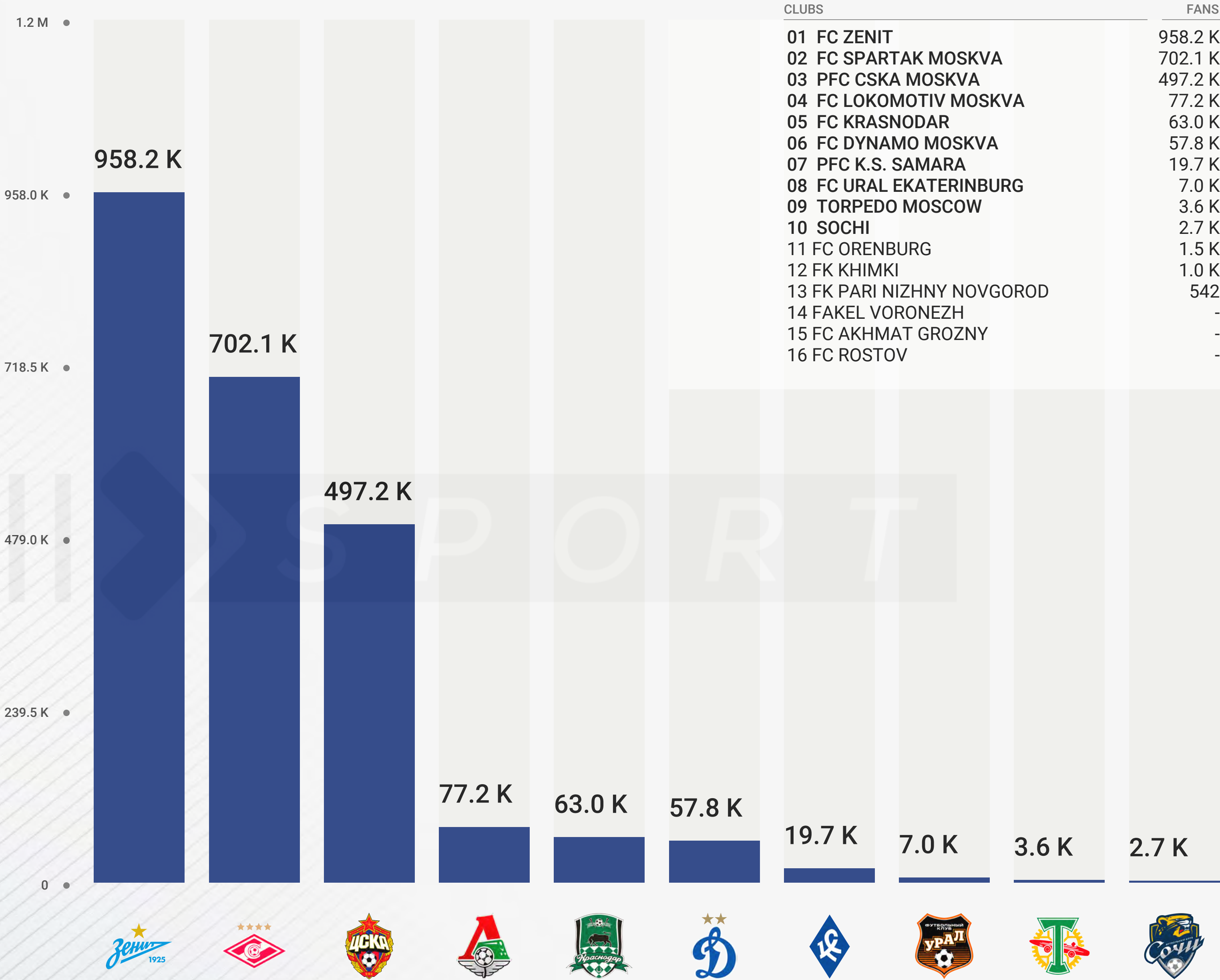
TOTAL FANBASE

2.4 M



RUSSIAN
PREMIER LIGA

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



*[updated on August 03, 2022]

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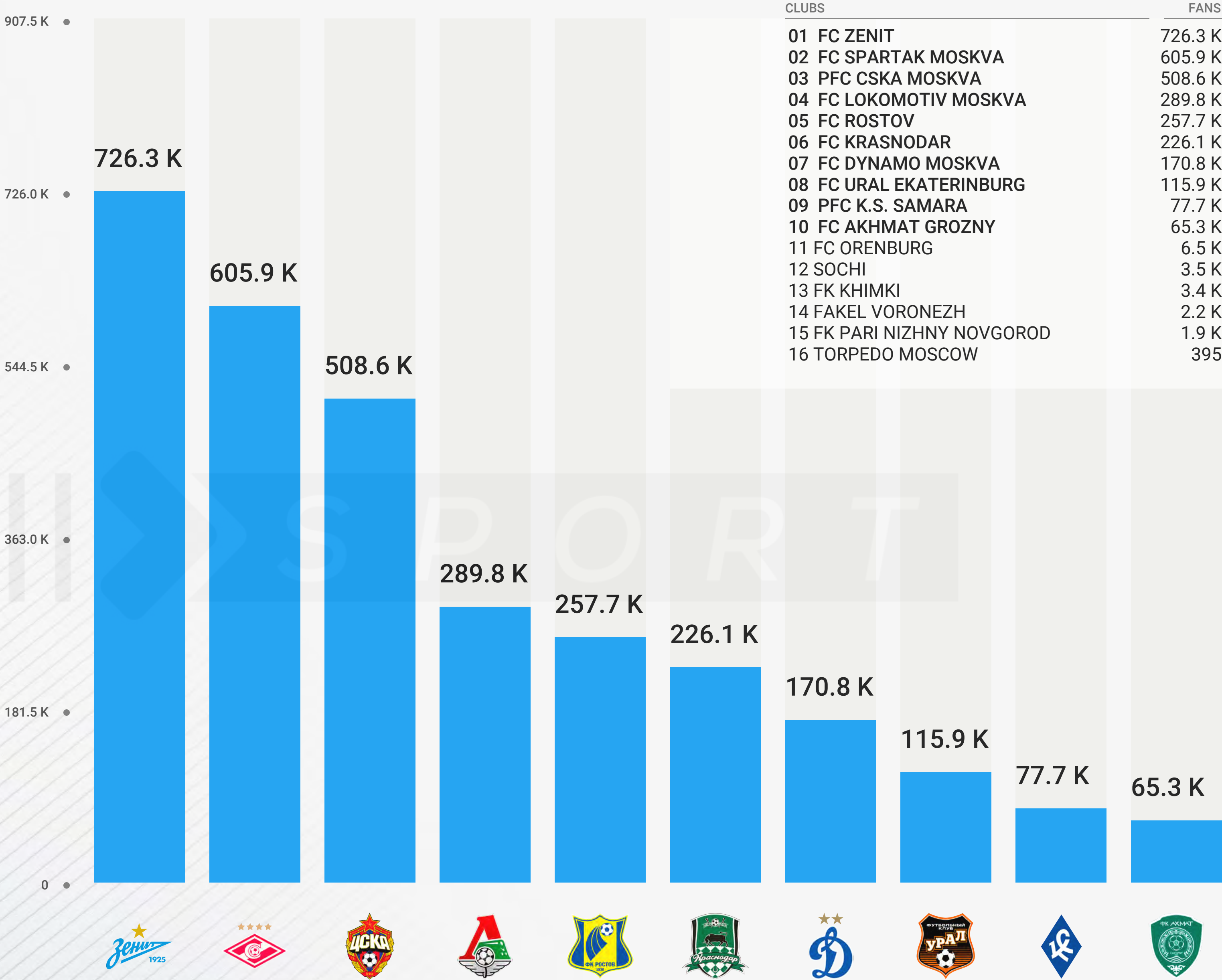
TOTAL FANBASE

3.1 M



RUSSIAN
PREMIER LIGA

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



*[updated on August 03, 2022]





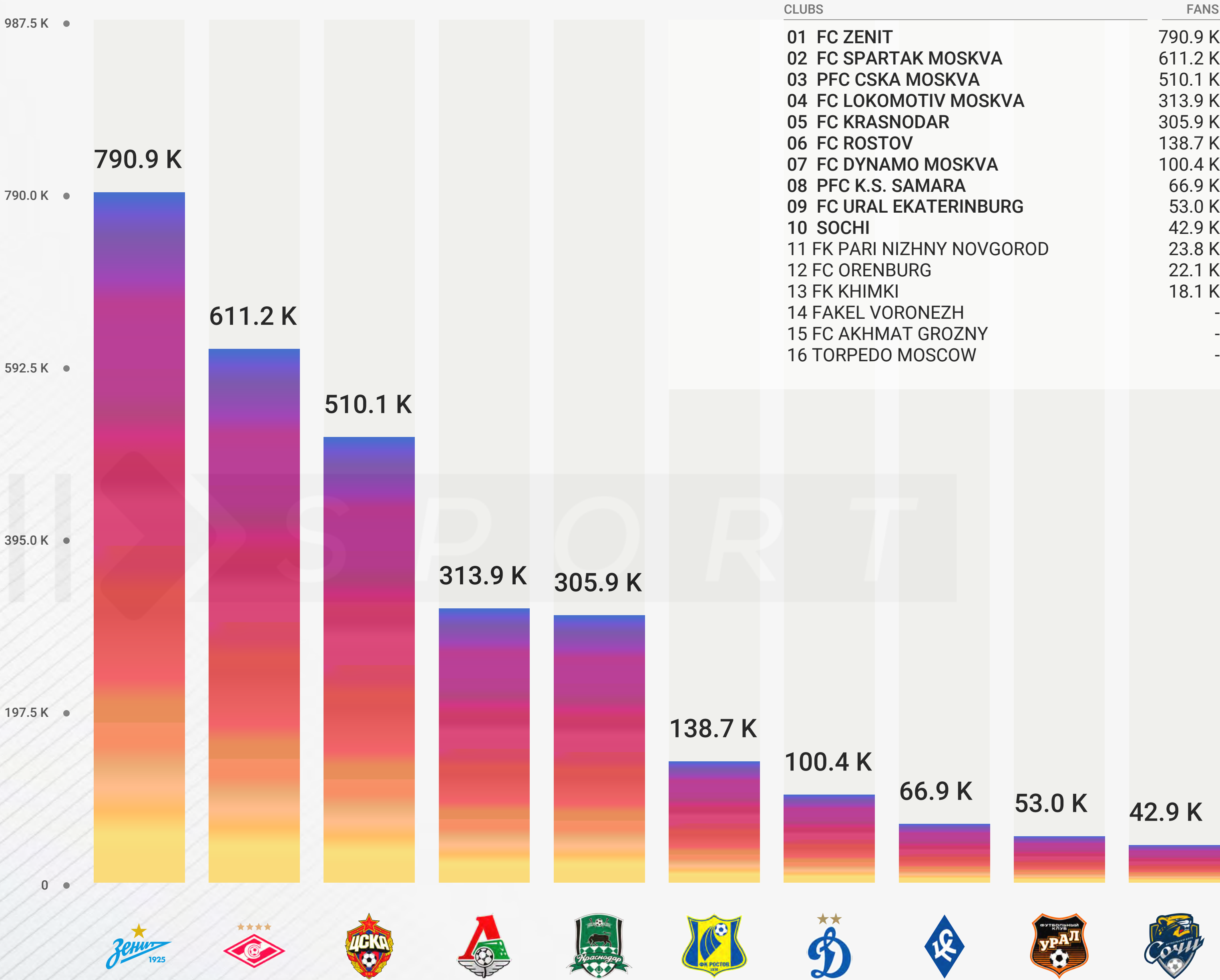
TOTAL FANBASE

3.0 M



RUSSIAN
PREMIER LIGA

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



*[updated on August 03, 2022]

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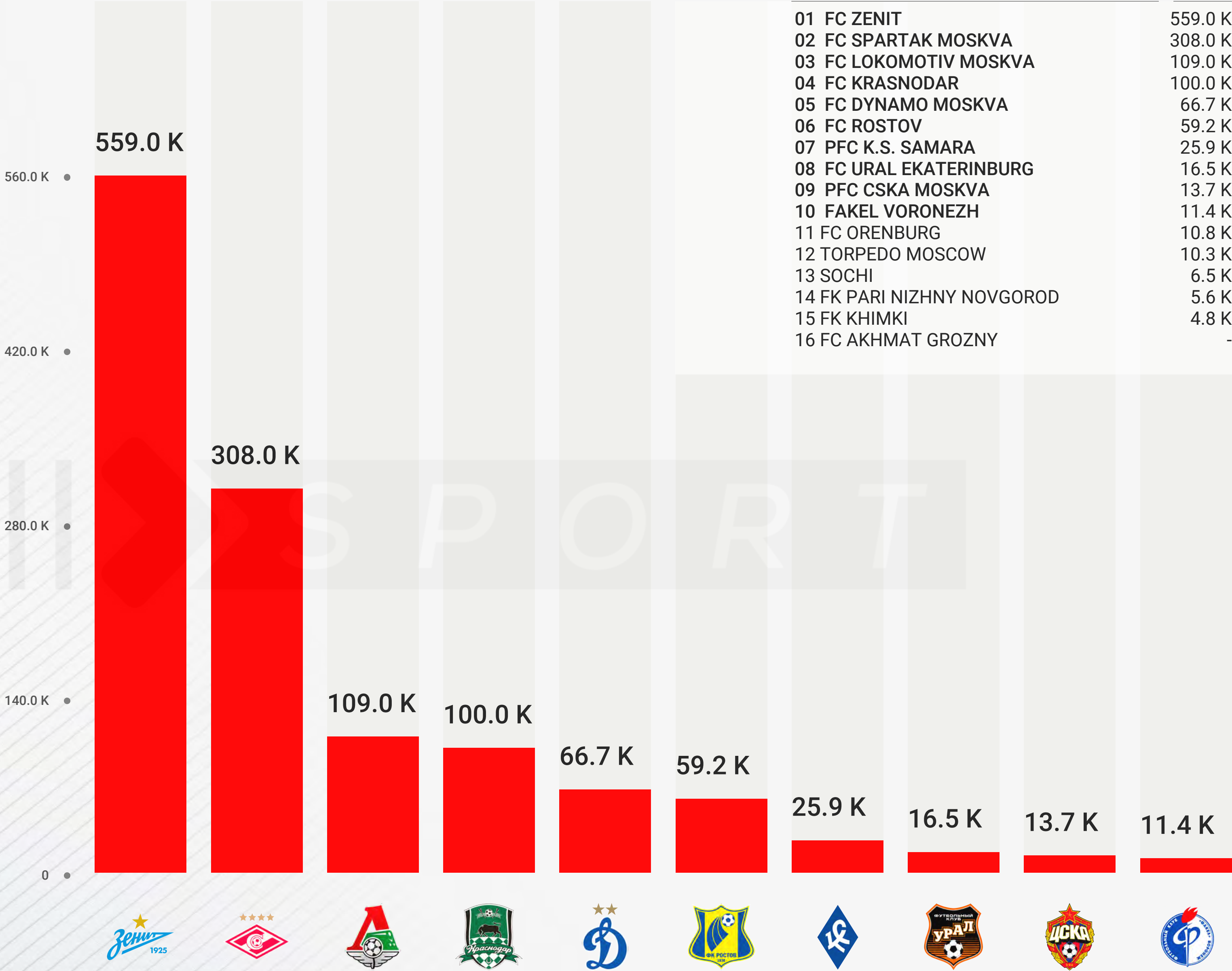
TOTAL FANBASE

1.3 M



RUSSIAN
PREMIER LIGA

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



*[updated on August 03, 2022]

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TOTAL FANBASE

9.8 M

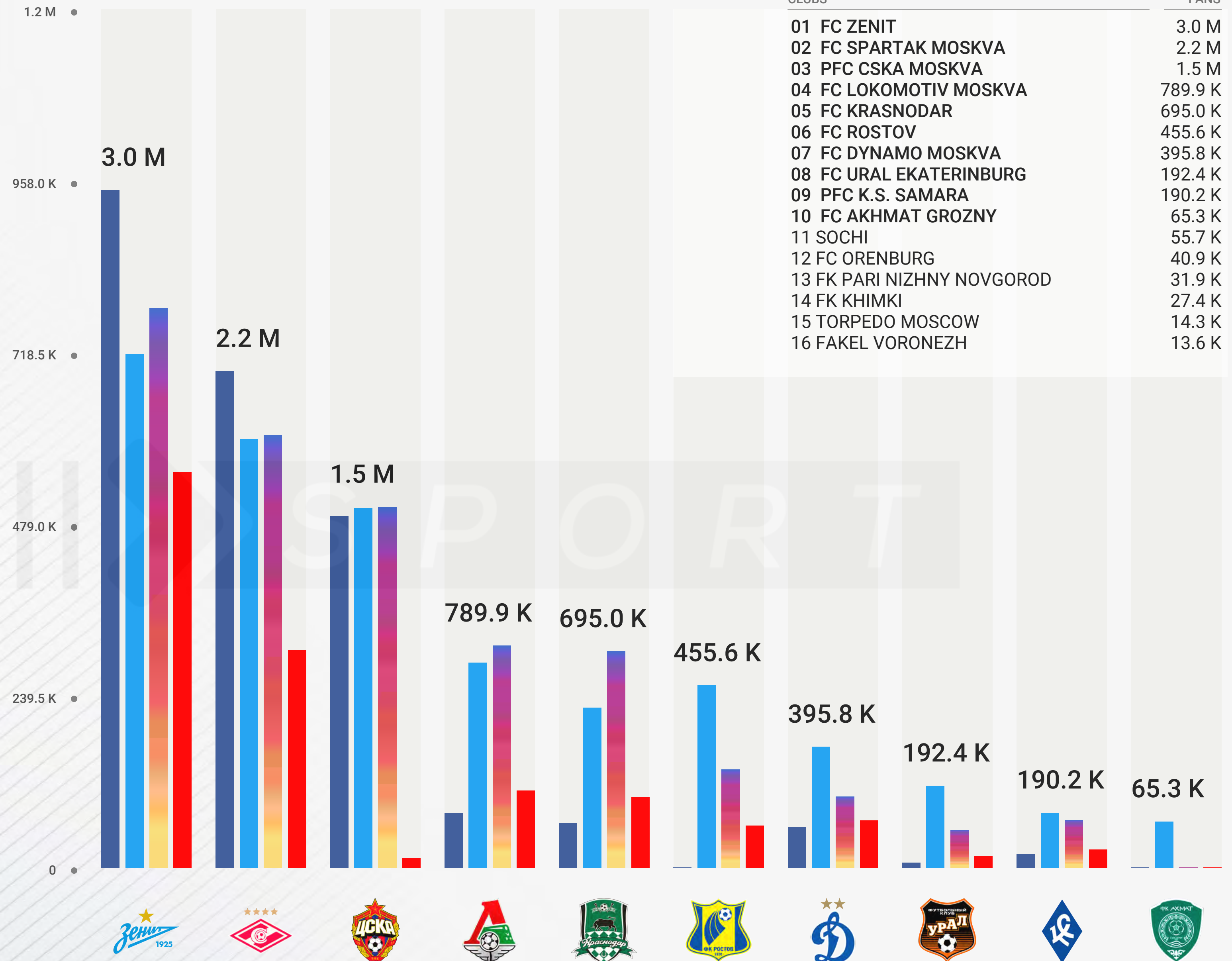


RUSSIAN
PREMIER LIGA

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

*[updated on August 03, 2022]

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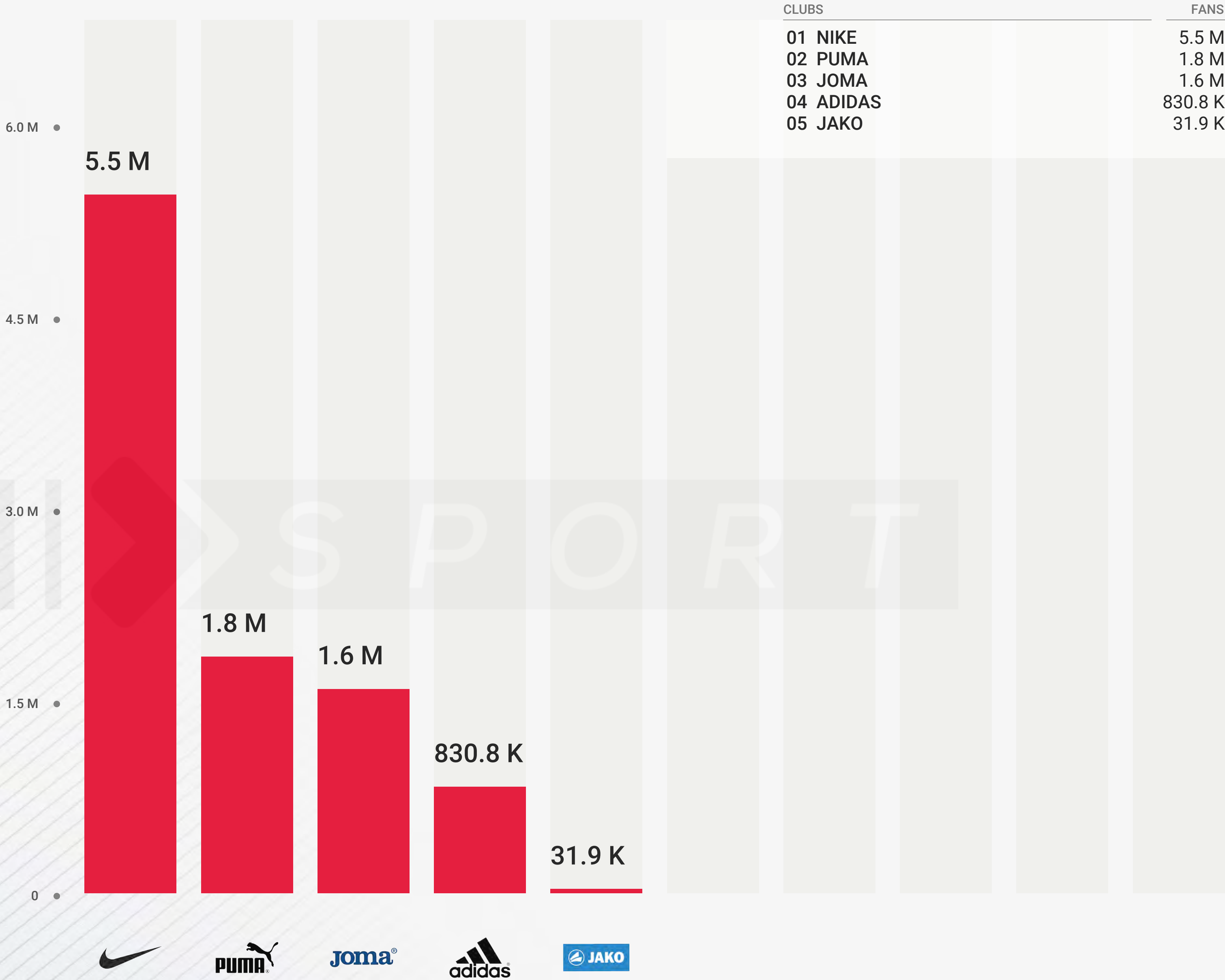
 RUSSIA Brands



TOTAL FANBASE
9.8 M



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.



*[updated on August 03, 2022]

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CLUBS

16

SPORT BRANDS

5

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



*[updated on August 03, 2022]

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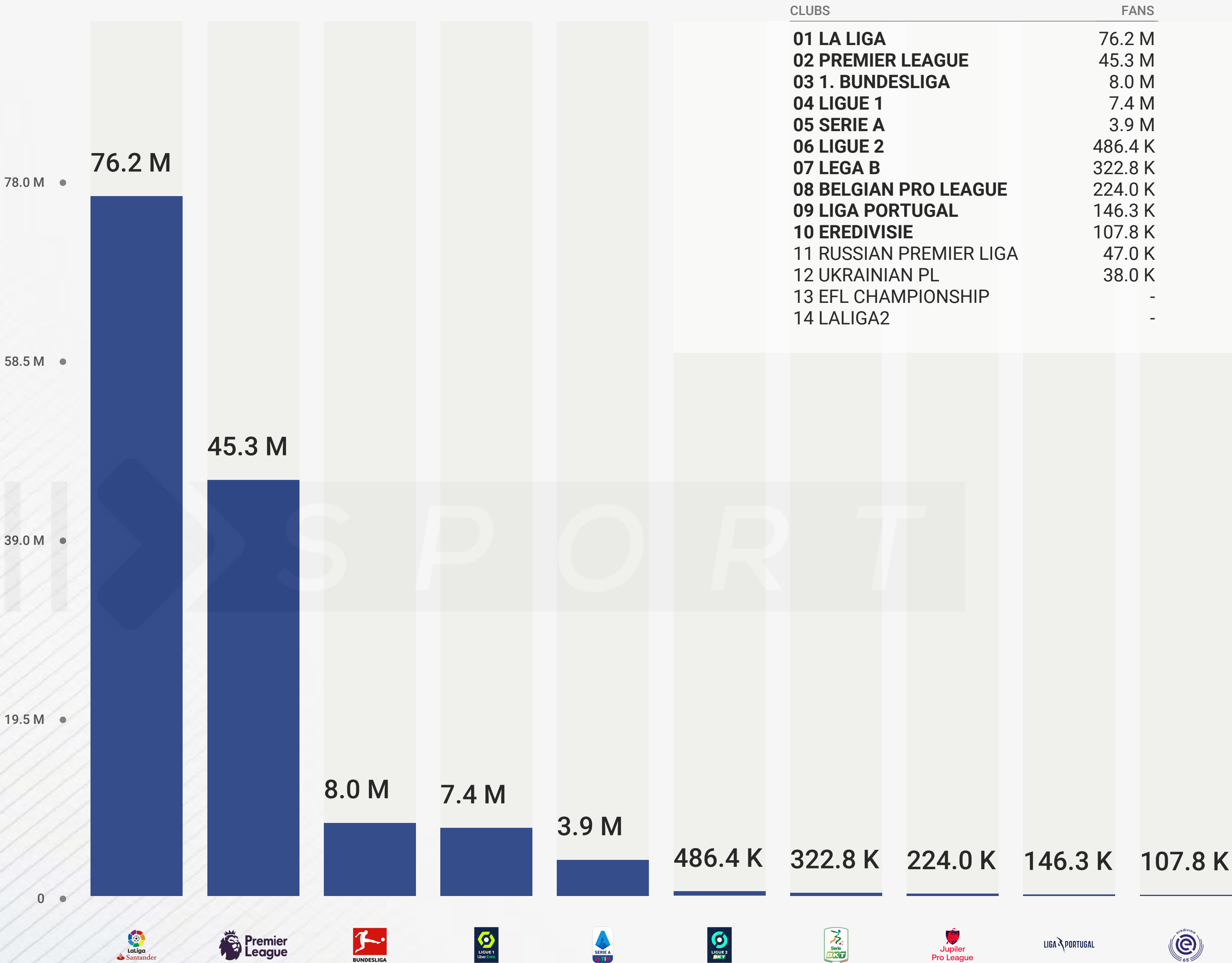
Countries included in the leagues' analysis



LEAGUES Facebook



Ranking of the European Leagues on Facebook.



*[updated on August 03, 2022]

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



LEAGUES Twitter

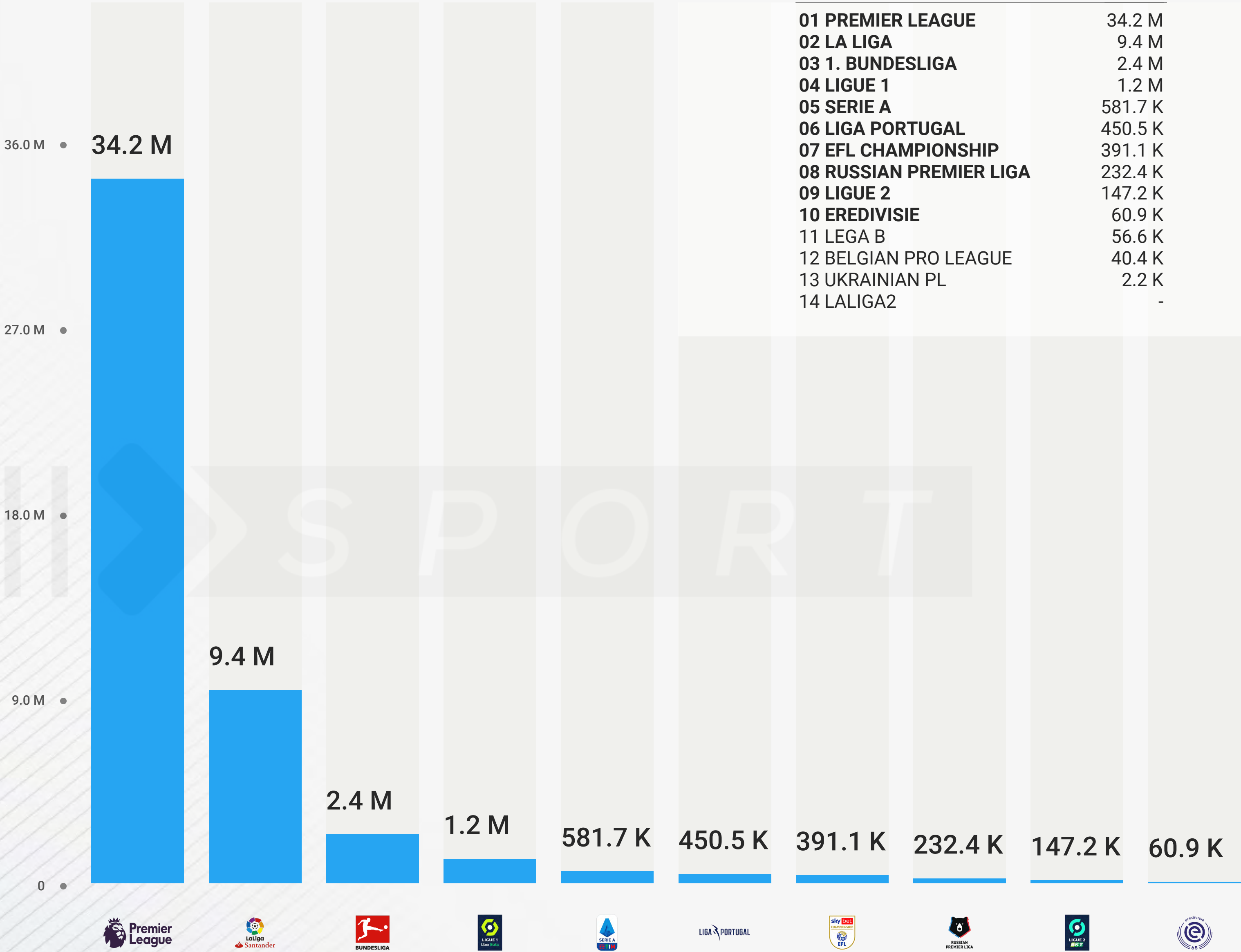


TOTAL FANBASE

49.1 M



Ranking of the European Leagues
on Twitter.



*[updated on August 03, 2022]

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



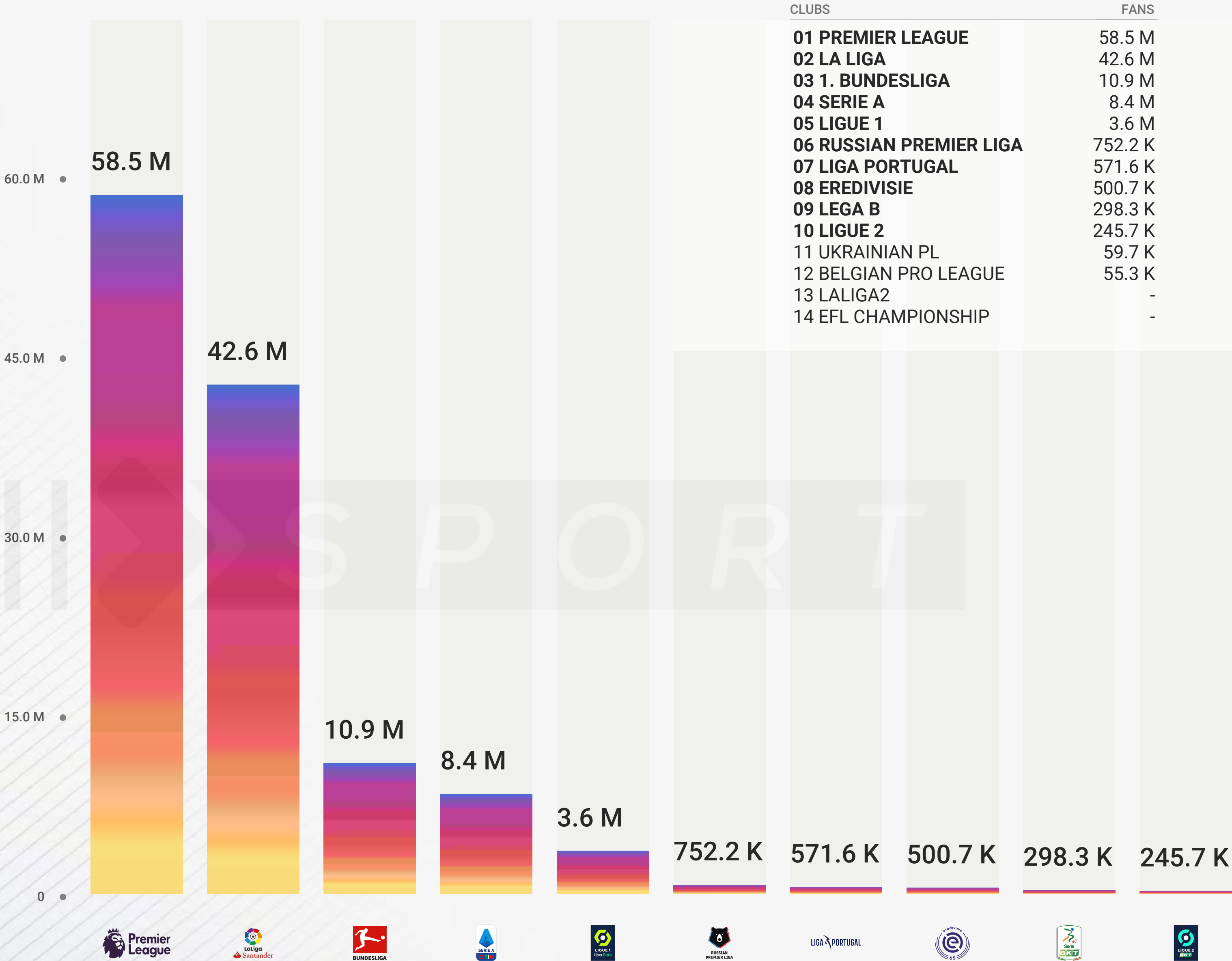
LEAGUES **Instagram**



TOTAL FANBASE
126.4 M



Ranking of the European Leagues
on Instagram.



*[updated on August 03, 2022]

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



LEAGUES YouTube

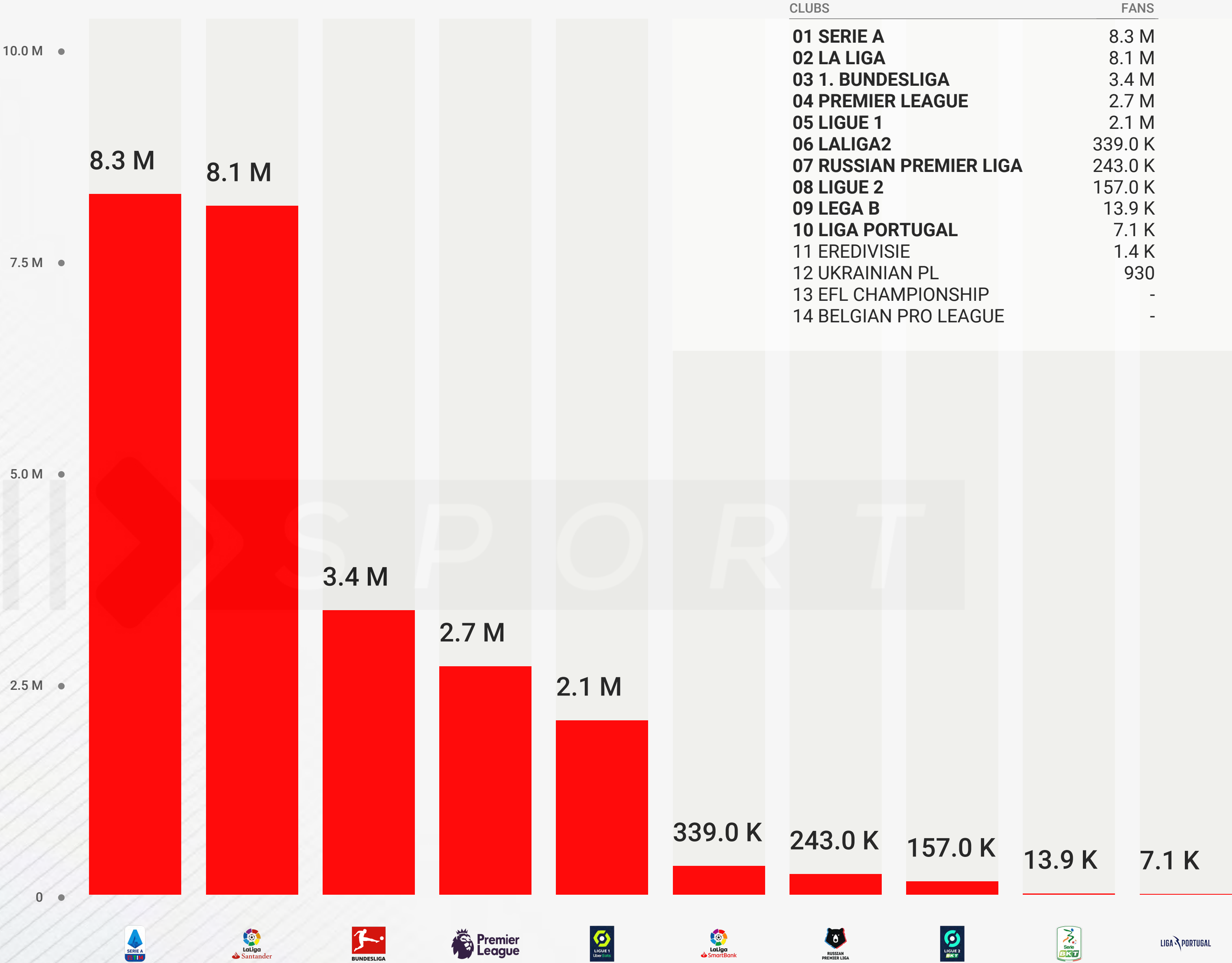


TOTAL FANBASE

25.3 M



Ranking of the European Leagues
on YouTube.



*[updated on August 03, 2022]

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



LEAGUES Social

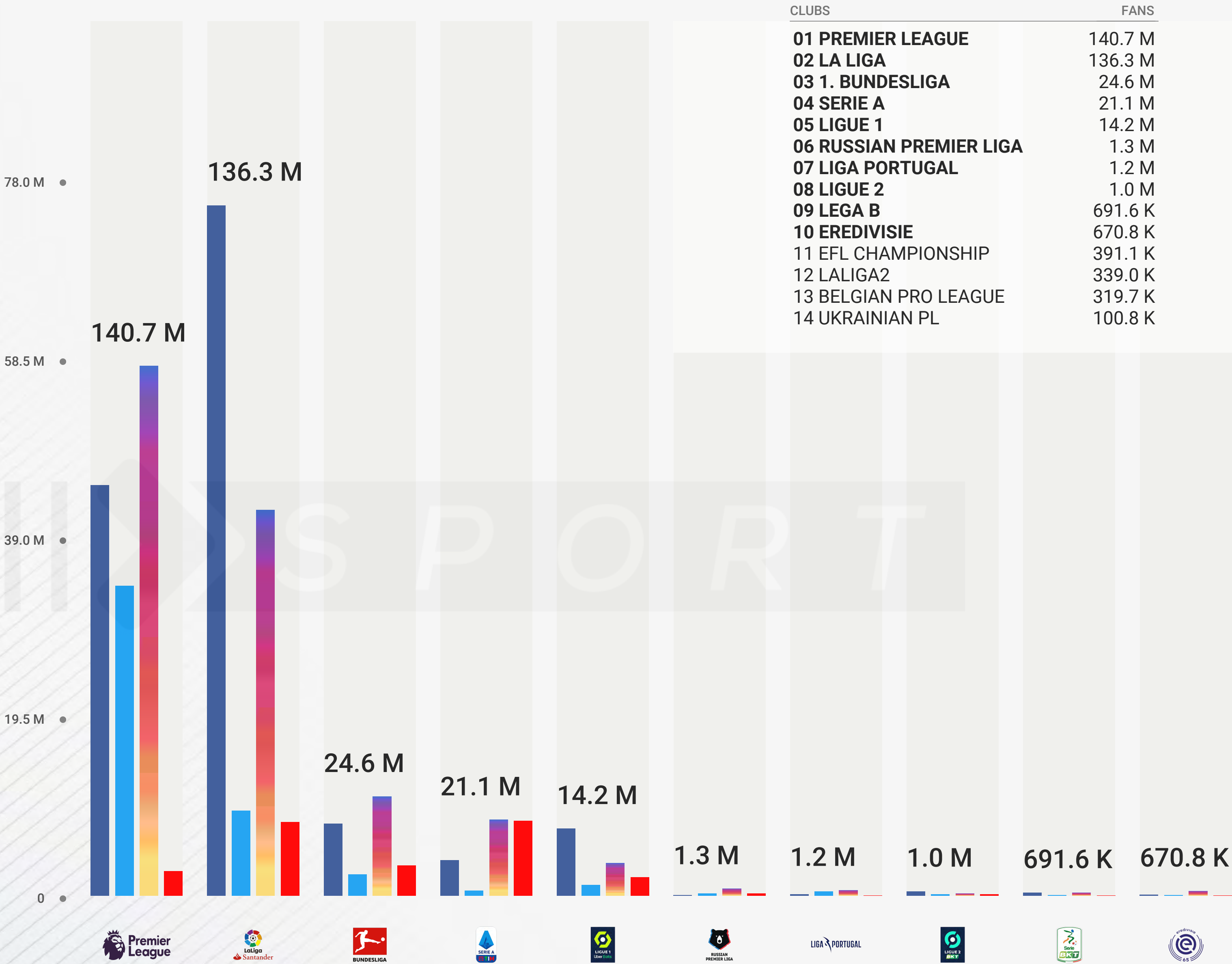


TOTAL FANBASE

343.0 M



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



*[updated on August 03, 2022]

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

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OUR REPORTS

#TEFCReport



#TVLReport



#TEFReport



#TBLReport





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

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

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

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

What are you waiting for?

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Our end to end platform for integrated event management, live streaming, fan engagement and branded content.

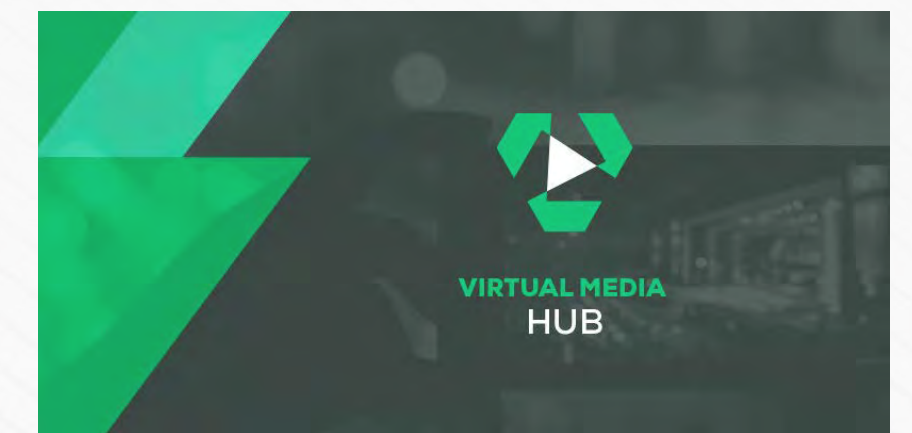
Fanize

Discover our gamification powered loyalty platform



Virtual Media Hub

Discover our OTT platform for exclusive content broadcasting and monetization



EventBuilder

Discover our fully integrated event management platform



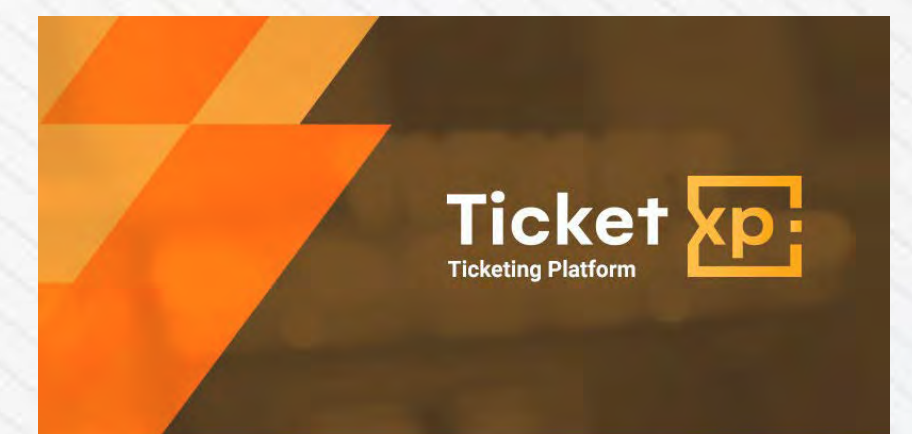
SportXP

Discover our Fan Engagement and Membership programs platform

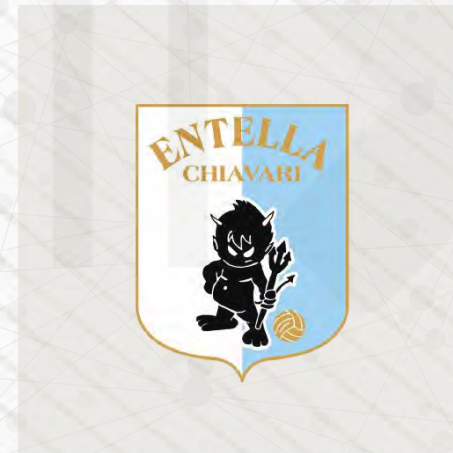
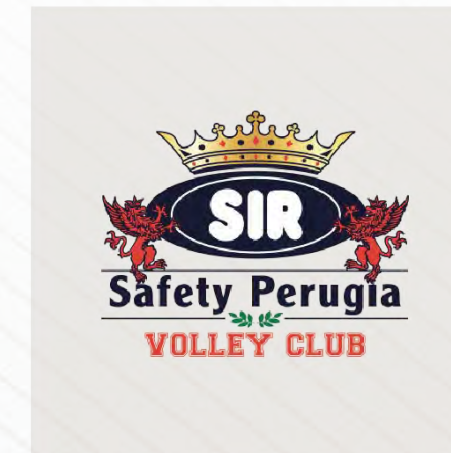
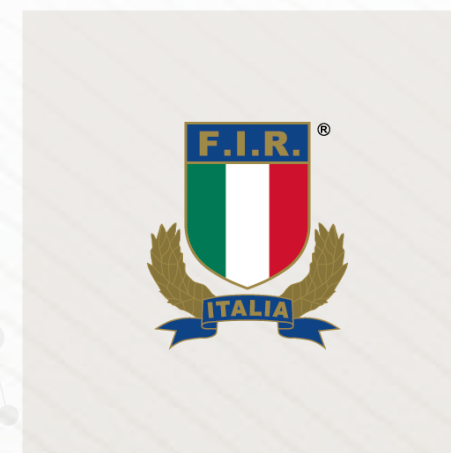
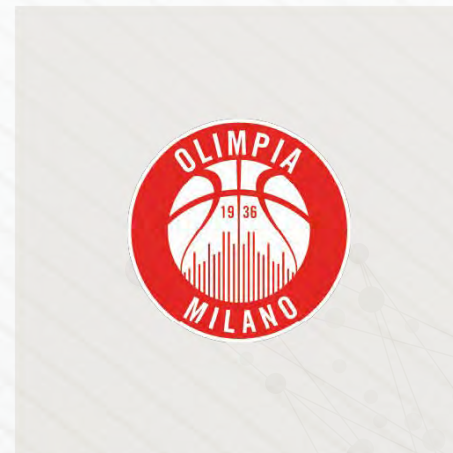


TicketXP

Discover our digital ticket system



OUR CLIENTS





IQUII is the Digital Consulting Company leading businesses working in Sports, Finance and Retail in their digital transformation path, offering a wide range of strategic, technologic and creative services and solutions.

Our story begins in 2011, when Fabio and Mirko Lalli founded IQUII to offer an innovative approach to IT security services. Since the foundation, IQUII has never settled and continued to grow. In 2012, the company focused on the development of new web, mobile and wearable technologies, and integrated Digital Marketing and consultancy services into its offering. That growth never stopped, and in 2016 IQUII becomes part of the Be-TSE holding, a listed group in the Italian stock market and now, with the offices in Rome, Milan and Bolzano, it counts more than 80 professionals on the Italian territory and a consultancy network abroad.

We are
Digital Enablers

Our mission is to create online and offline memorable experiences, activating an emotional and lasting relationship between the brand and the customer, discovering new trends and constantly studying and reinterpreting the market.



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The data have been collected on 03 August 2022, and refer to the Facebook, Twitter, Instagram, YouTube and TikTok accounts. Logos and all rights are reserved to their respective owners.

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