

THE EUROPEAN FOOTBALL CLUB *REPORT*

A data-driven digital analysis focused on football

EDITION N.37 // NOVEMBER 2021





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.

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.



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 men's European football on social media!

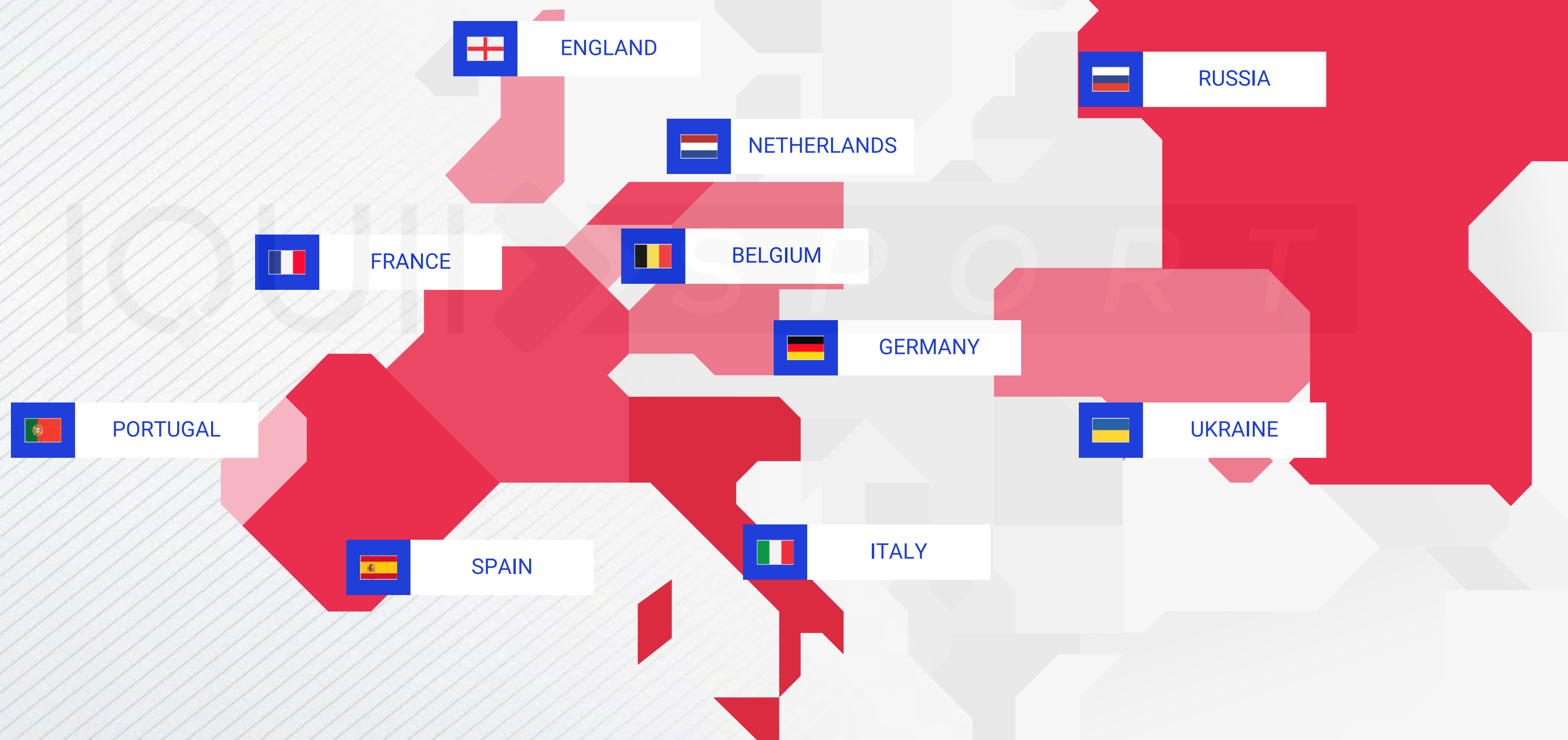
In our #TEFCReport you will find the analysis of 10 countries, 15 leagues and almost 300 clubs, to give you a complete picture about the presence and the performances of the major European football clubs and leagues.

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, women's football, football sponsors, 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).

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).

1.9 B

+ 0.78%*

FANS

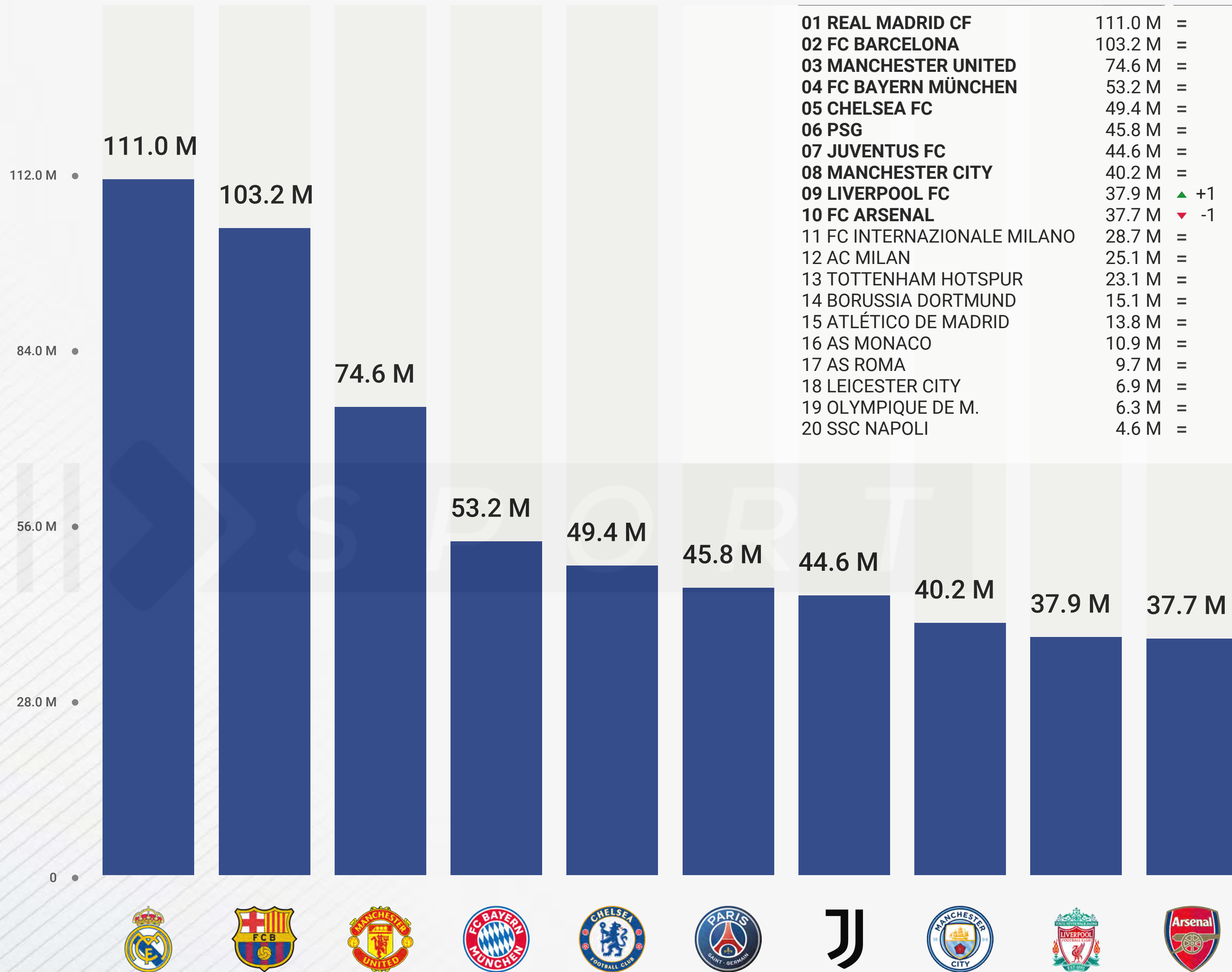
Total Facebook, Twitter,
Instagram, YouTube Fans of the
football clubs analysed.

EUROPE Facebook

f
TOTAL FANBASE
741.9 M



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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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
236.5 M



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



*[from October 04, 2021 to November 02, 2021]

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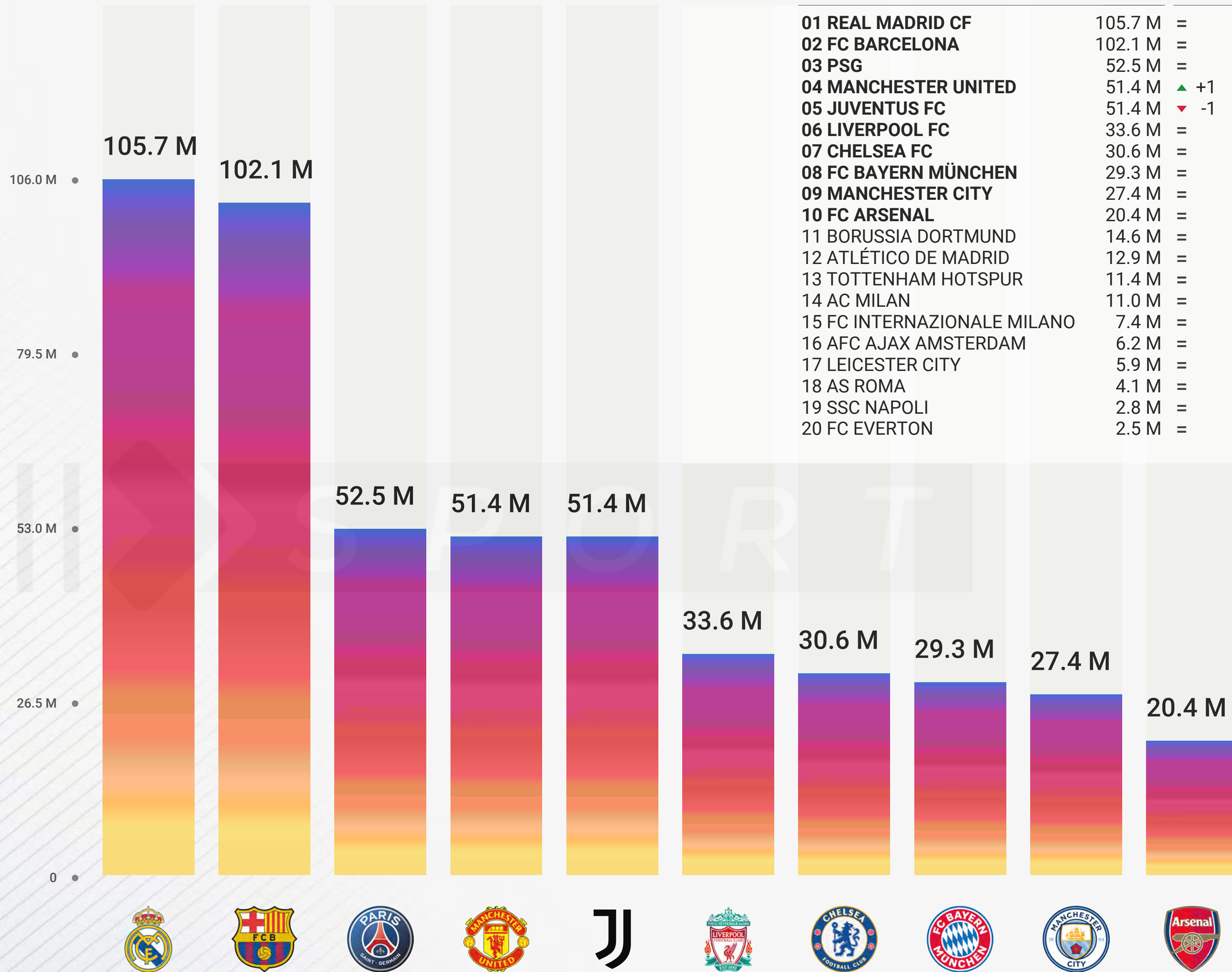
Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.).



EUROPE Instagram


 TOTAL FANBASE
583.2 M


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



*[from October 04, 2021 to November 02, 2021]

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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
60.0 M


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



*[from October 04, 2021 to November 02, 2021]

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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.

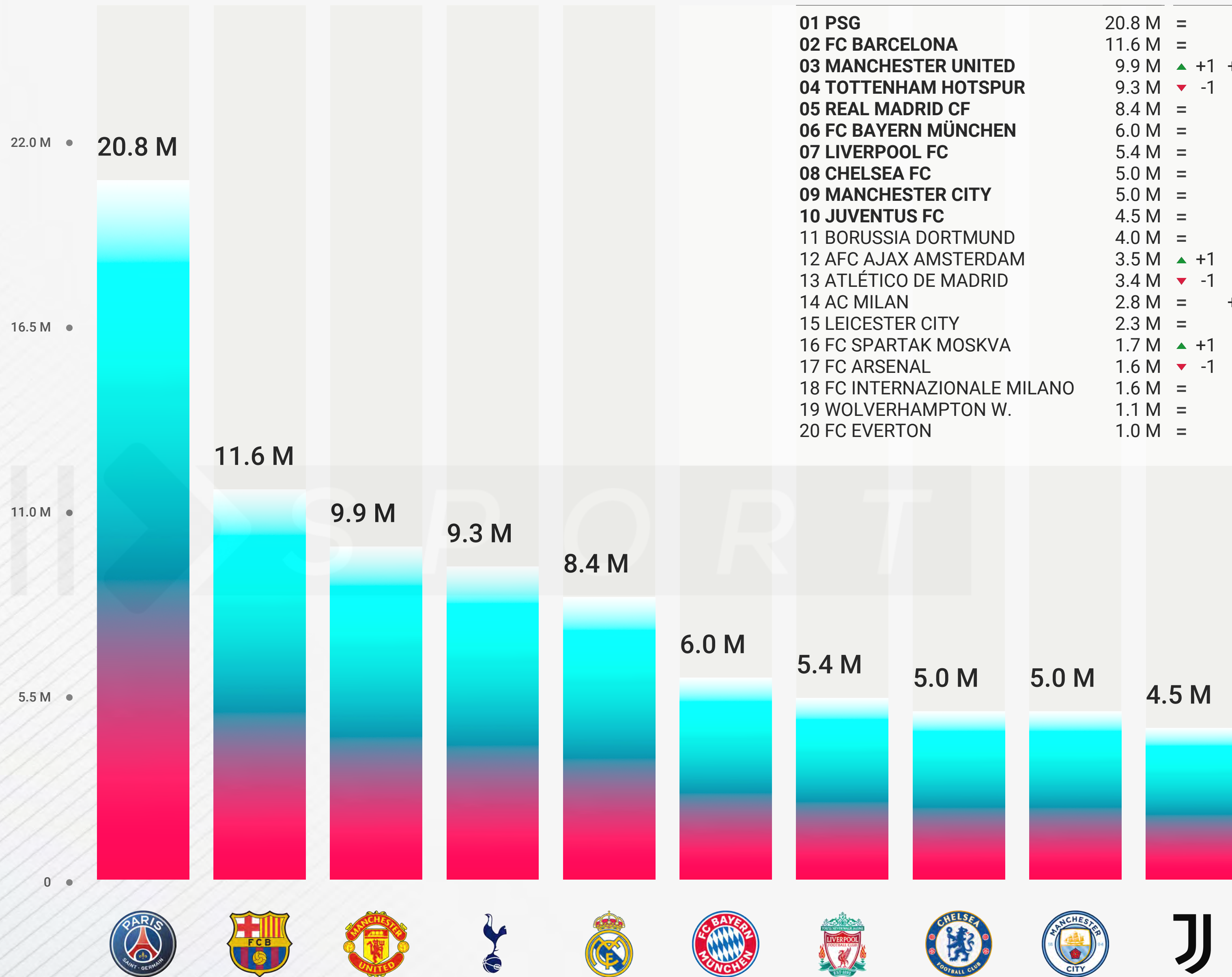


EUROPE **TikTok**

TOTAL FANBASE
108.9 M



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



*[from October 04, 2021 to November 02, 2021]

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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

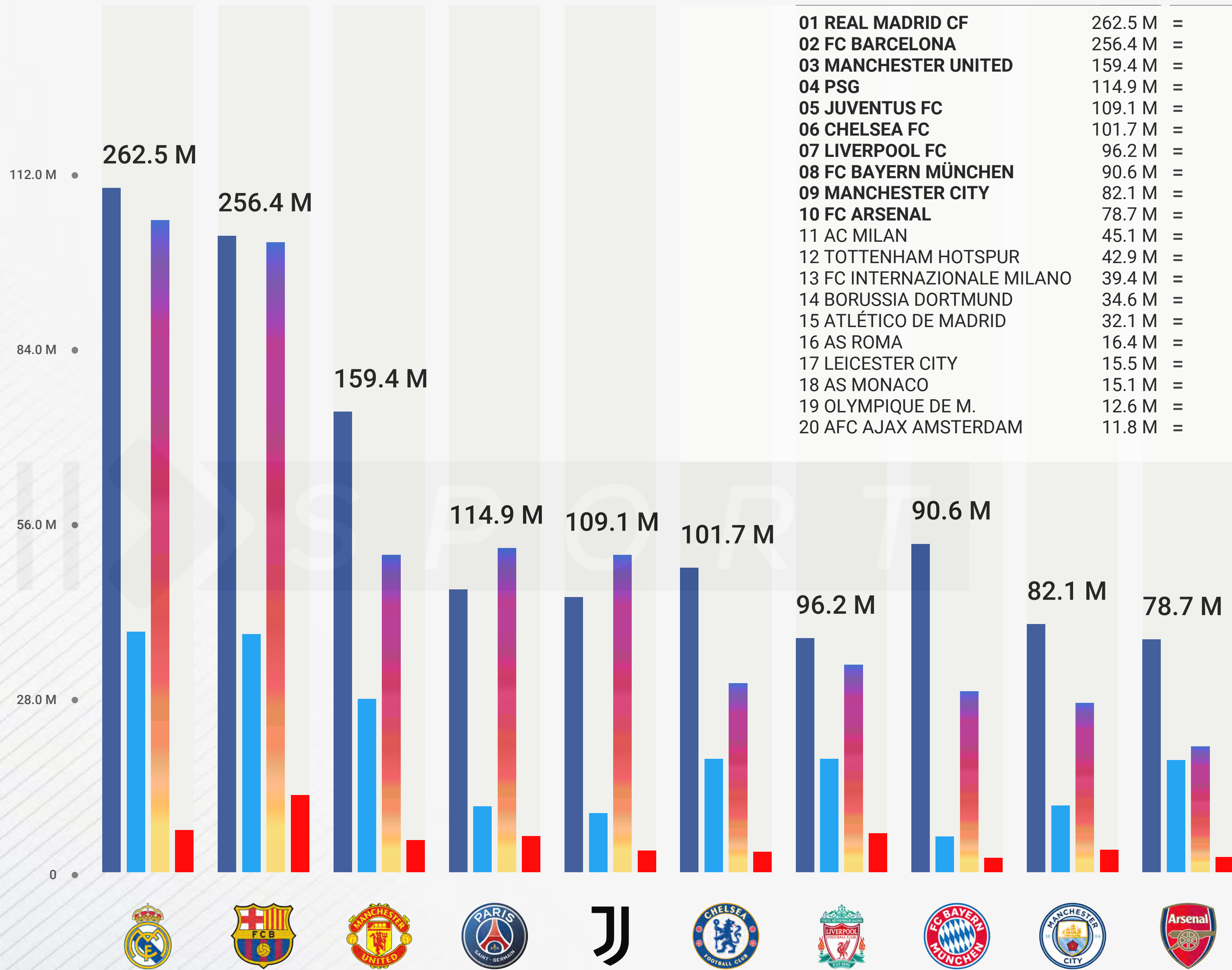





TOTAL FANBASE
1.6 B



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	262.5 M =	+0.51
02 FC BARCELONA	256.4 M =	+0.34
03 MANCHESTER UNITED	159.4 M =	+1.40
04 PSG	114.9 M =	+1.50
05 JUVENTUS FC	109.1 M =	+0.27
06 CHELSEA FC	101.7 M =	+0.90
07 LIVERPOOL FC	96.2 M =	+1.45
08 FC BAYERN MÜNCHEN	90.6 M =	+0.64
09 MANCHESTER CITY	82.1 M =	+0.80
10 FC ARSENAL	78.7 M =	+0.47
11 AC MILAN	45.1 M =	+0.68
12 TOTTENHAM HOTSPUR	42.9 M =	+0.90
13 FC INTERNAZIONALE MILANO	39.4 M =	+0.07
14 BORUSSIA DORTMUND	34.6 M =	+0.83
15 ATLÉTICO DE MADRID	32.1 M =	+0.82
16 AS ROMA	16.4 M =	+0.39
17 LEICESTER CITY	15.5 M =	+1.37
18 AS MONACO	15.1 M =	+1.29
19 OLYMPIQUE DE M.	12.6 M =	+1.21
20 AFC AJAX AMSTERDAM	11.8 M =	+1.59

*[from October 04, 2021 to November 02, 2021]

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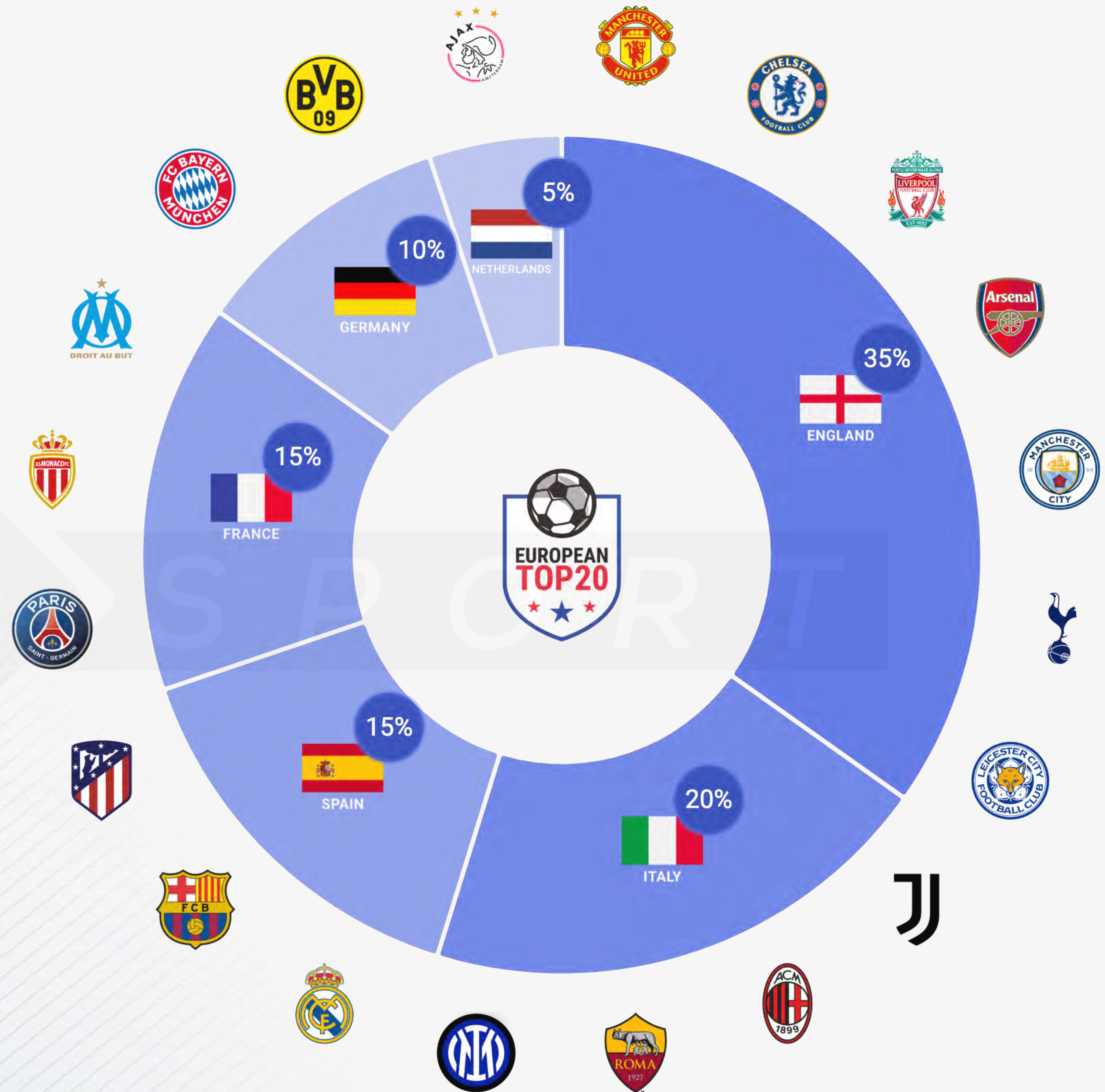
Countries: ENG, FRA, GER, ITA, SPA (1st - 2nd div.), and POR, RUS, BEL, NED and UKR (1st div.). FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



EUROPE Clubs



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 October 04, 2021 to November 02, 2021]

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EUROPE Sport Brands


 TOTAL FANBASE
28.3 B


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



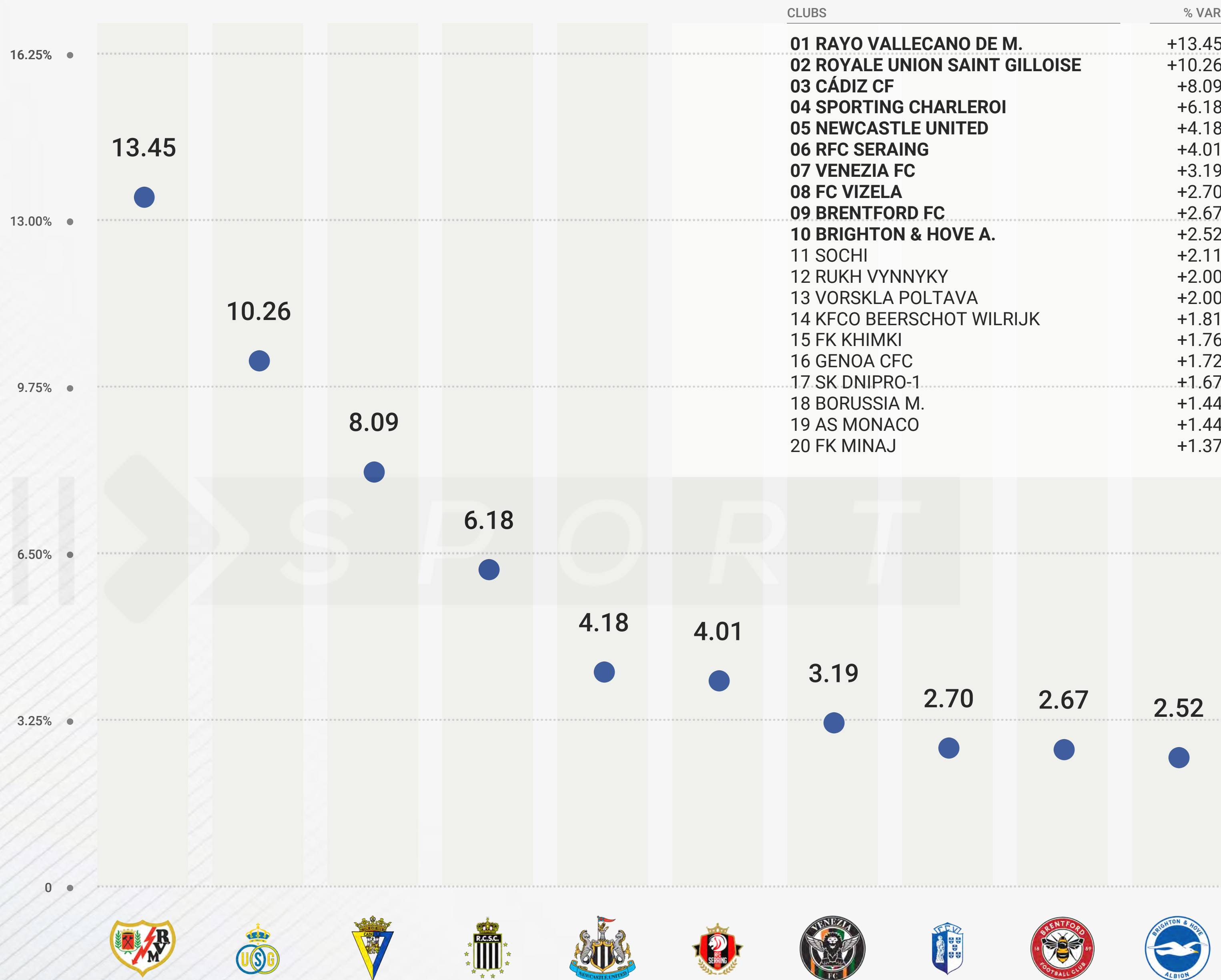
*[from October 04, 2021 to November 02, 2021]



EUROPE 1 Facebook



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



*[from October 04, 2021 to November 02, 2021]

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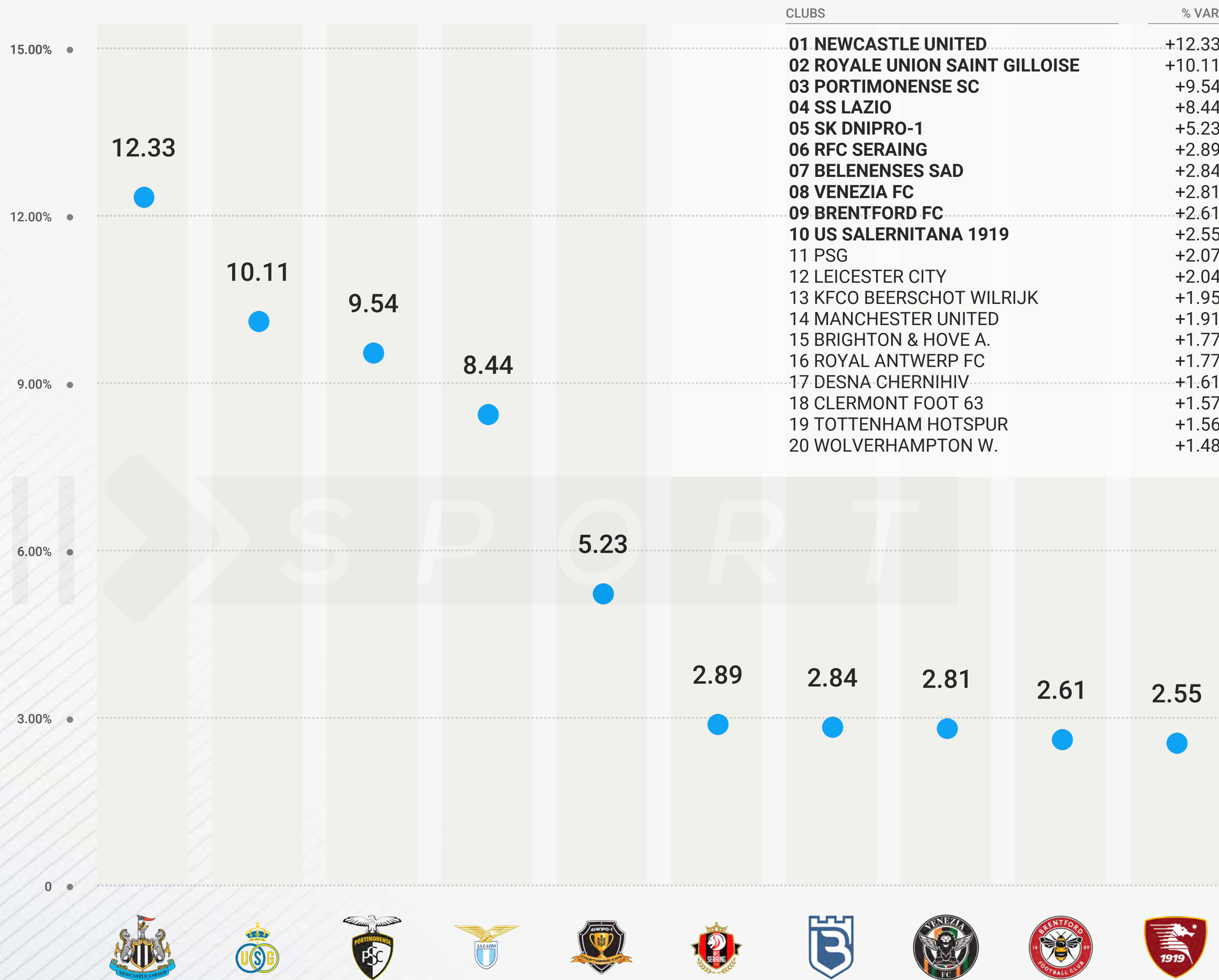
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions). FB data refers to Likes, not Followers.



EUROPE 1 **Twitter**



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



*[from October 04, 2021 to November 02, 2021]

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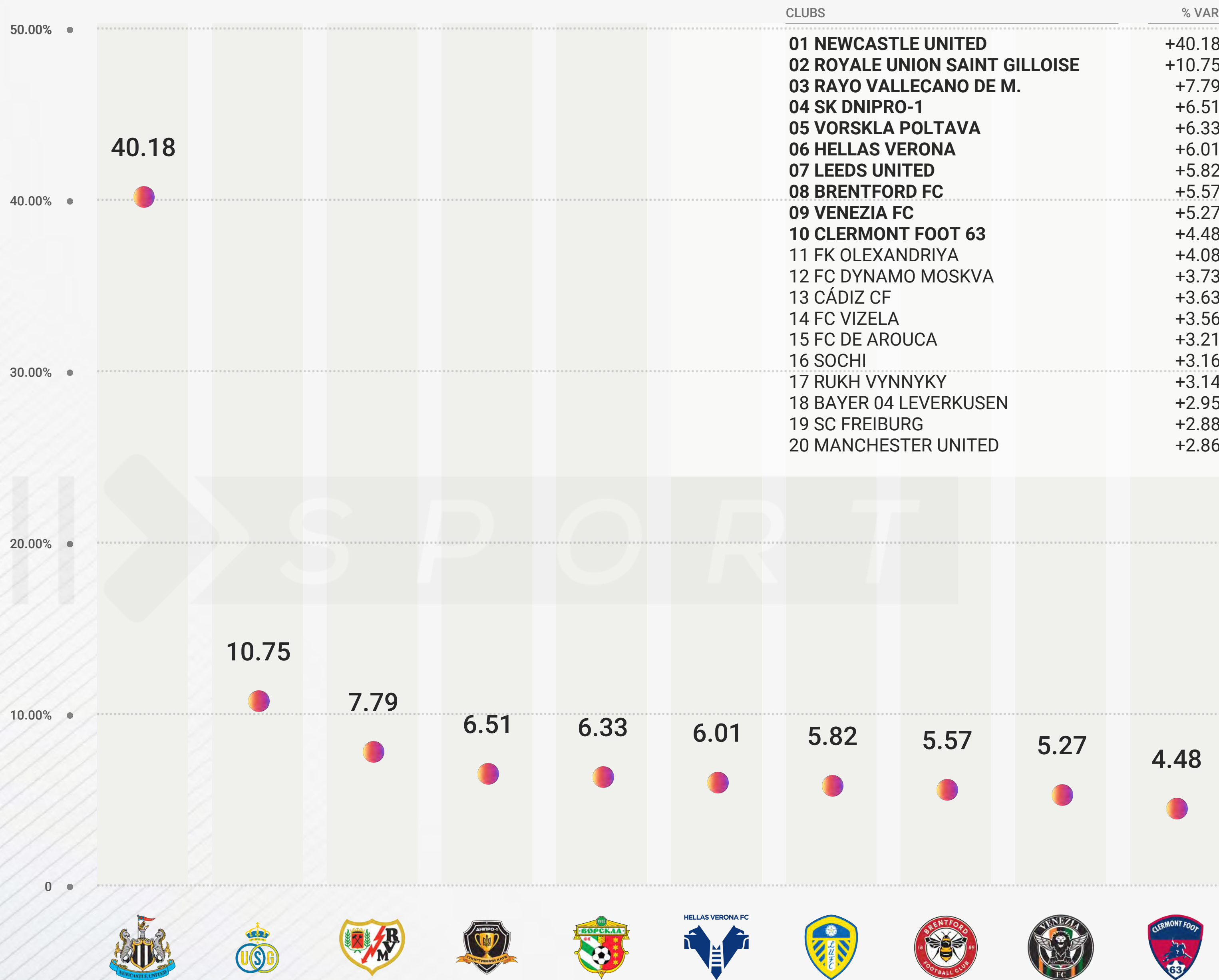
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 1 Instagram



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



*[from October 04, 2021 to November 02, 2021]

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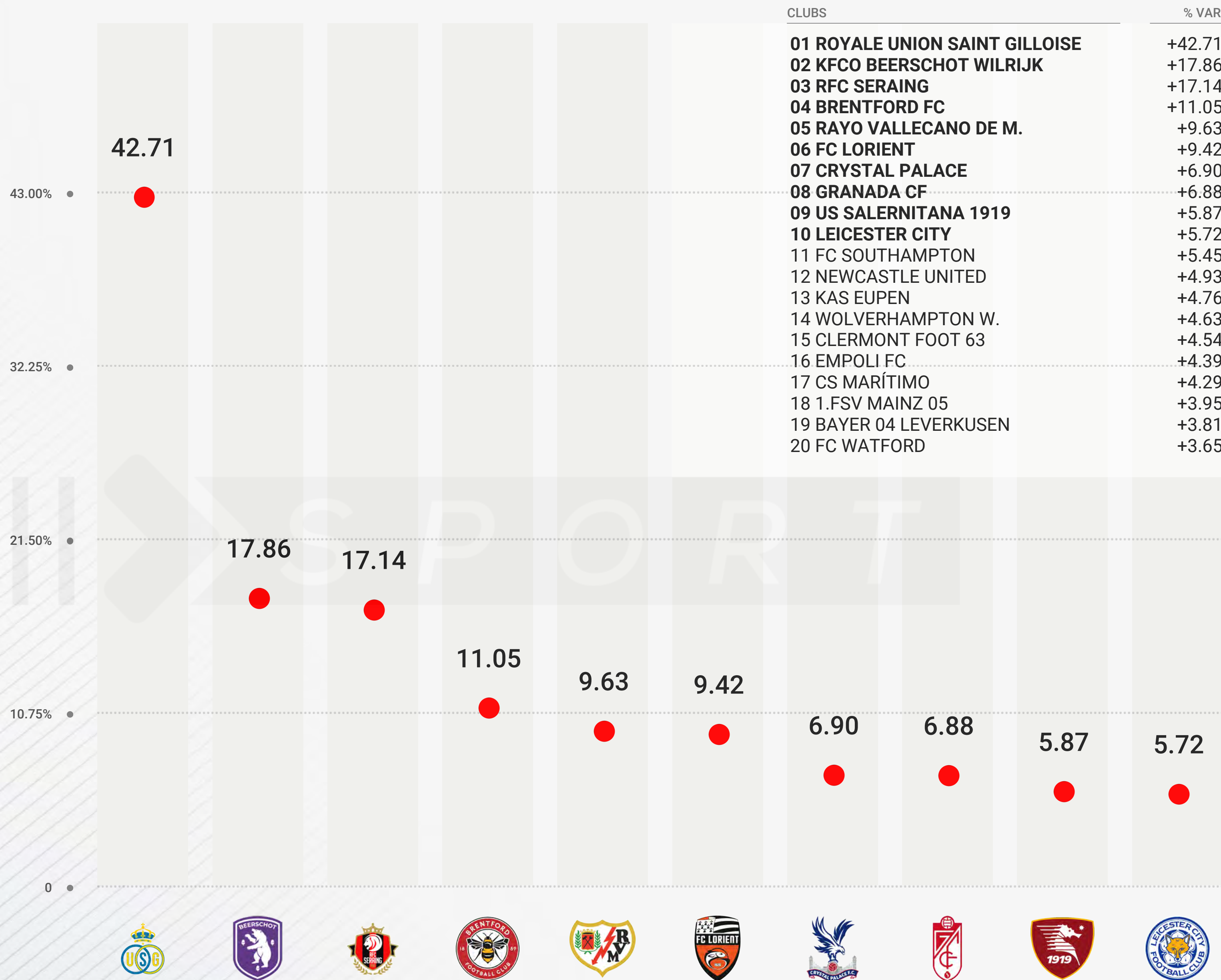
The countries considered are ENG, FRA, GER, ITA, SPA POR, RUS, BEL, NED and UKR (1° divisions).



EUROPE 1 **YouTube**



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



*[from October 04, 2021 to November 02, 2021]

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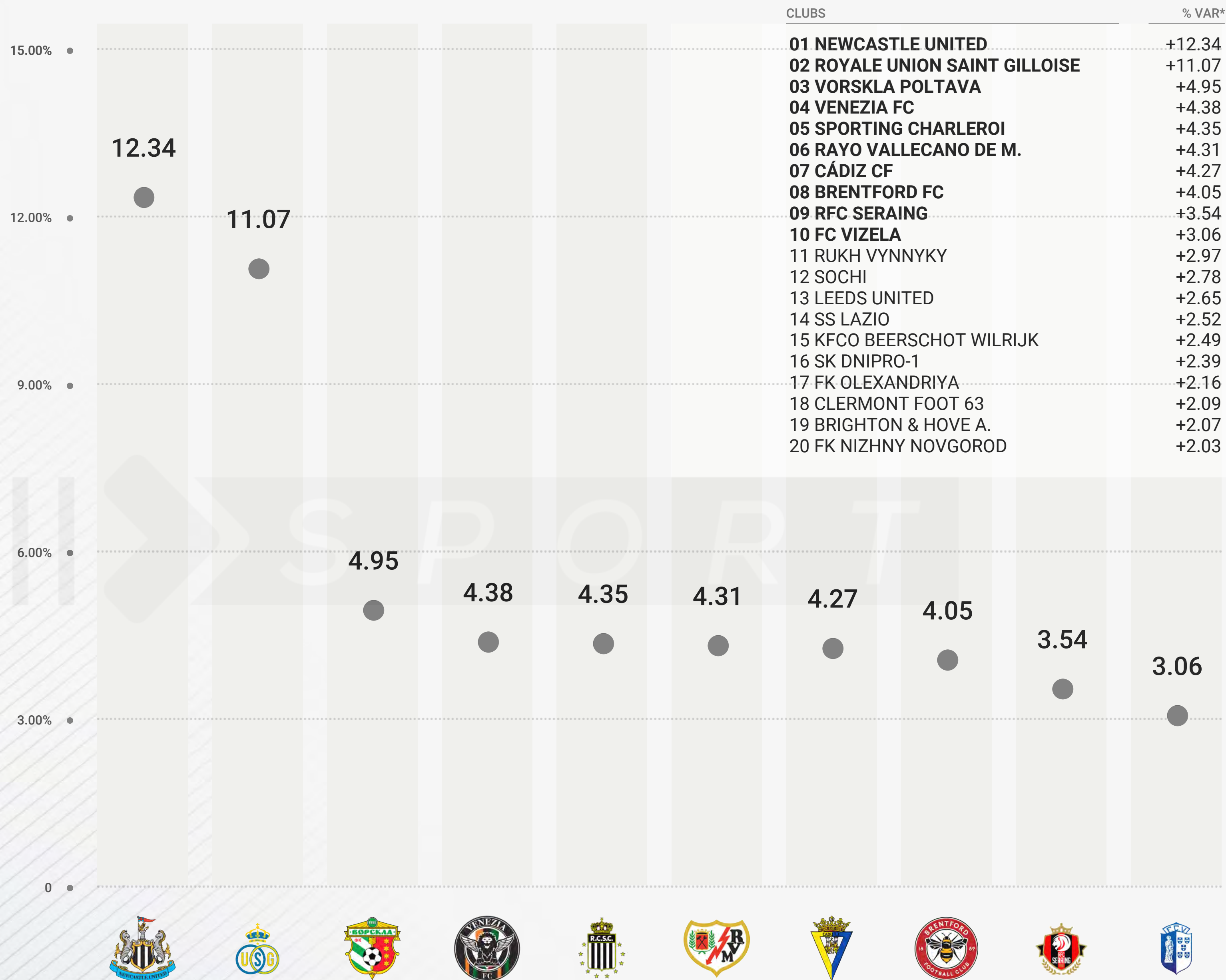
The countries considered are ENG, FRA, GER, ITA, SPA, POR, RUS, BEL, NED and UKR (1° divisions). YT data is rounded (since provided in this format): this may alter variations.



EUROPE 1 Social



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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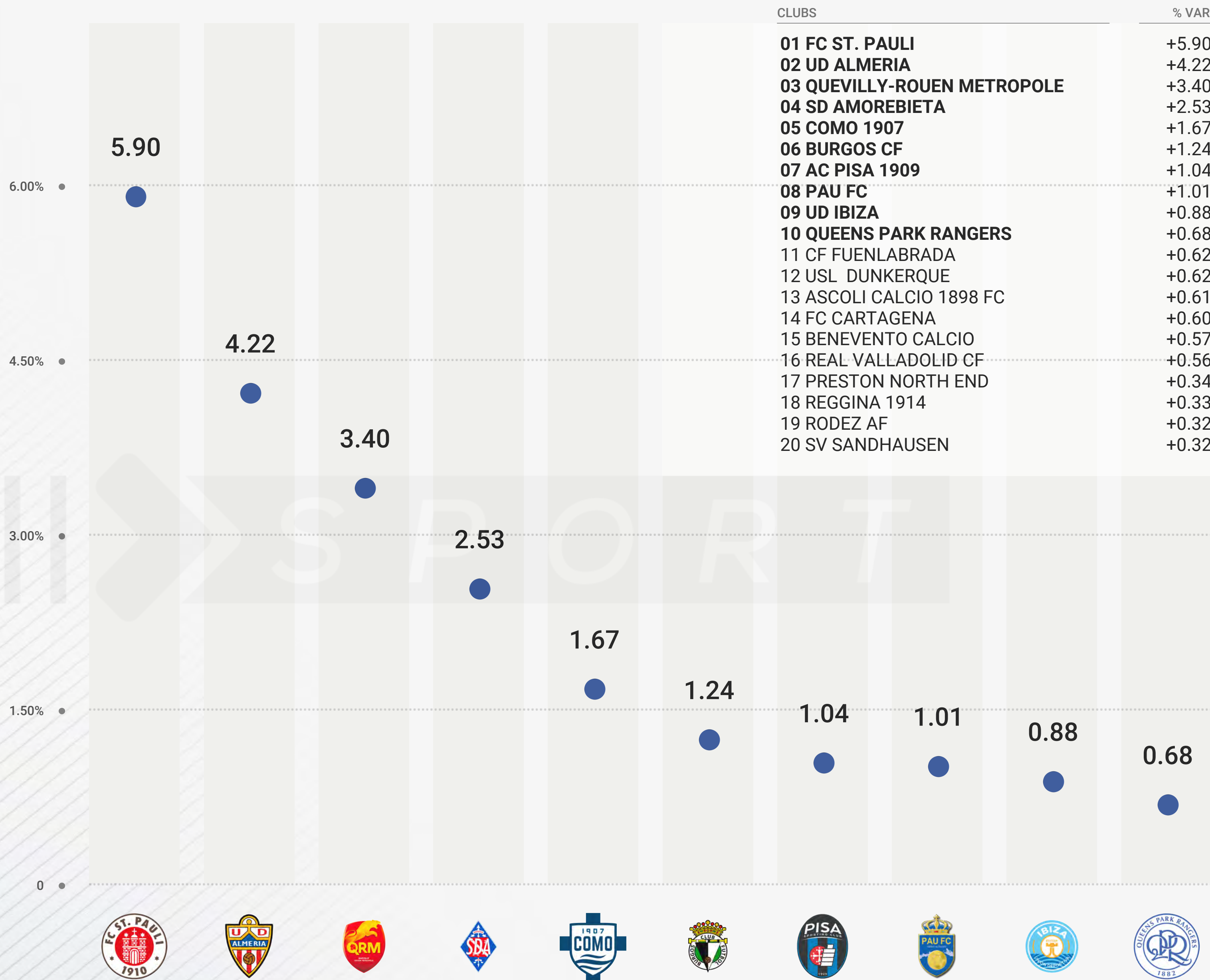
The countries considered are ENG, FRA, GER, ITA, SPA, POR, RUS, BEL, NED and UKR (1° divisions). FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.



EUROPE 2 Facebook



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



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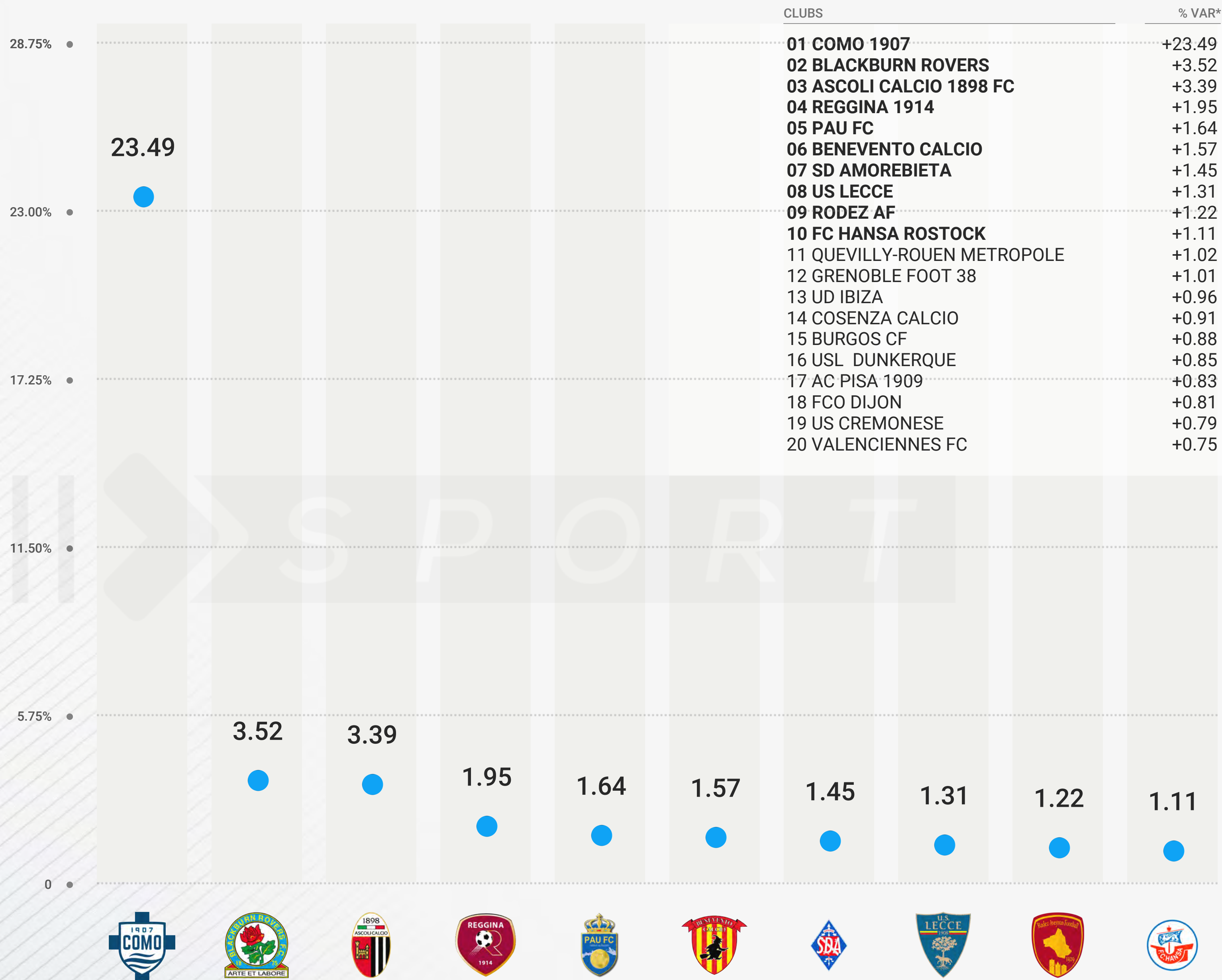
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions). FB data refers to Likes, not Followers.



EUROPE 2 **Twitter**



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



*[from October 04, 2021 to November 02, 2021]

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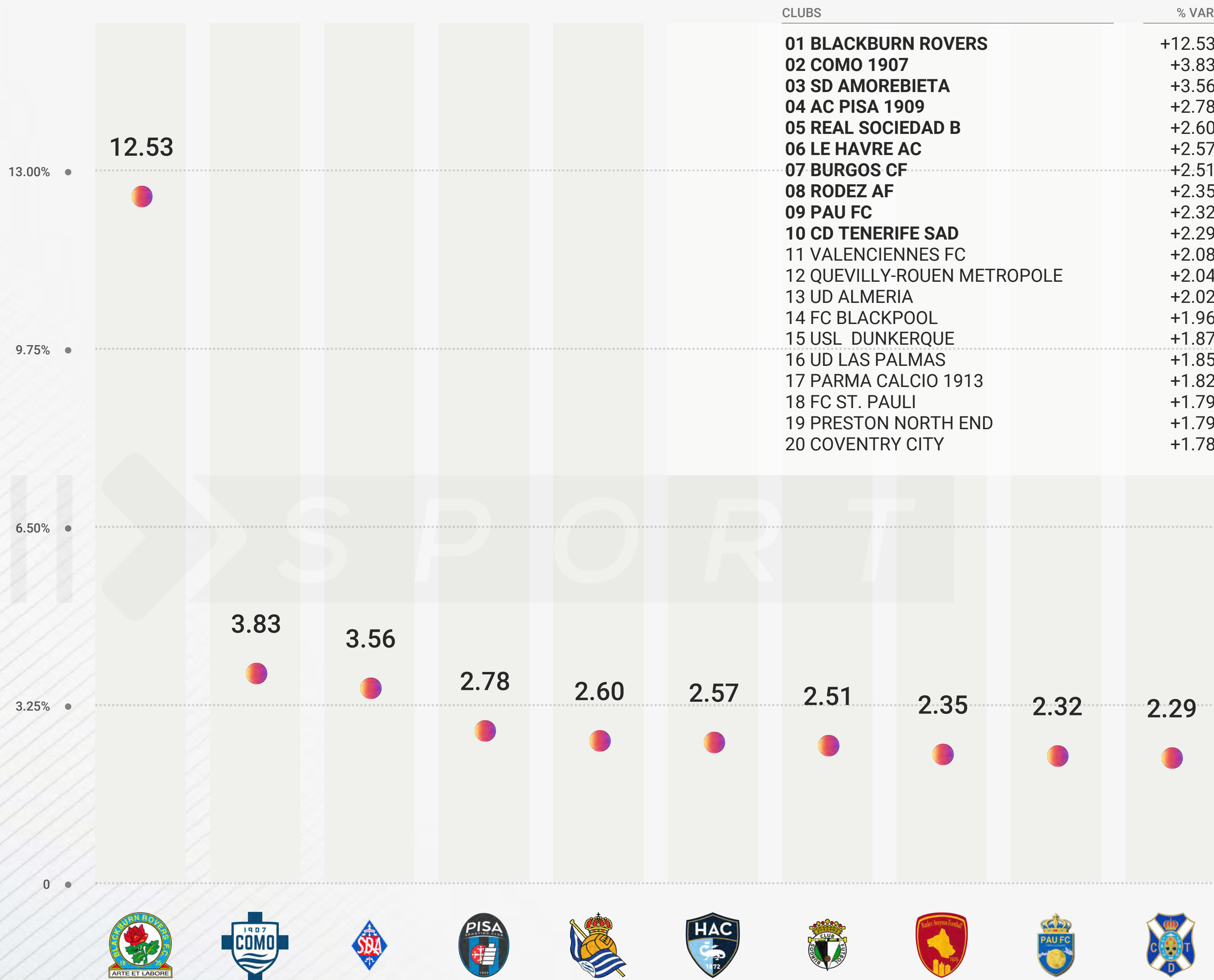
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 Instagram



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



*[from October 04, 2021 to November 02, 2021]

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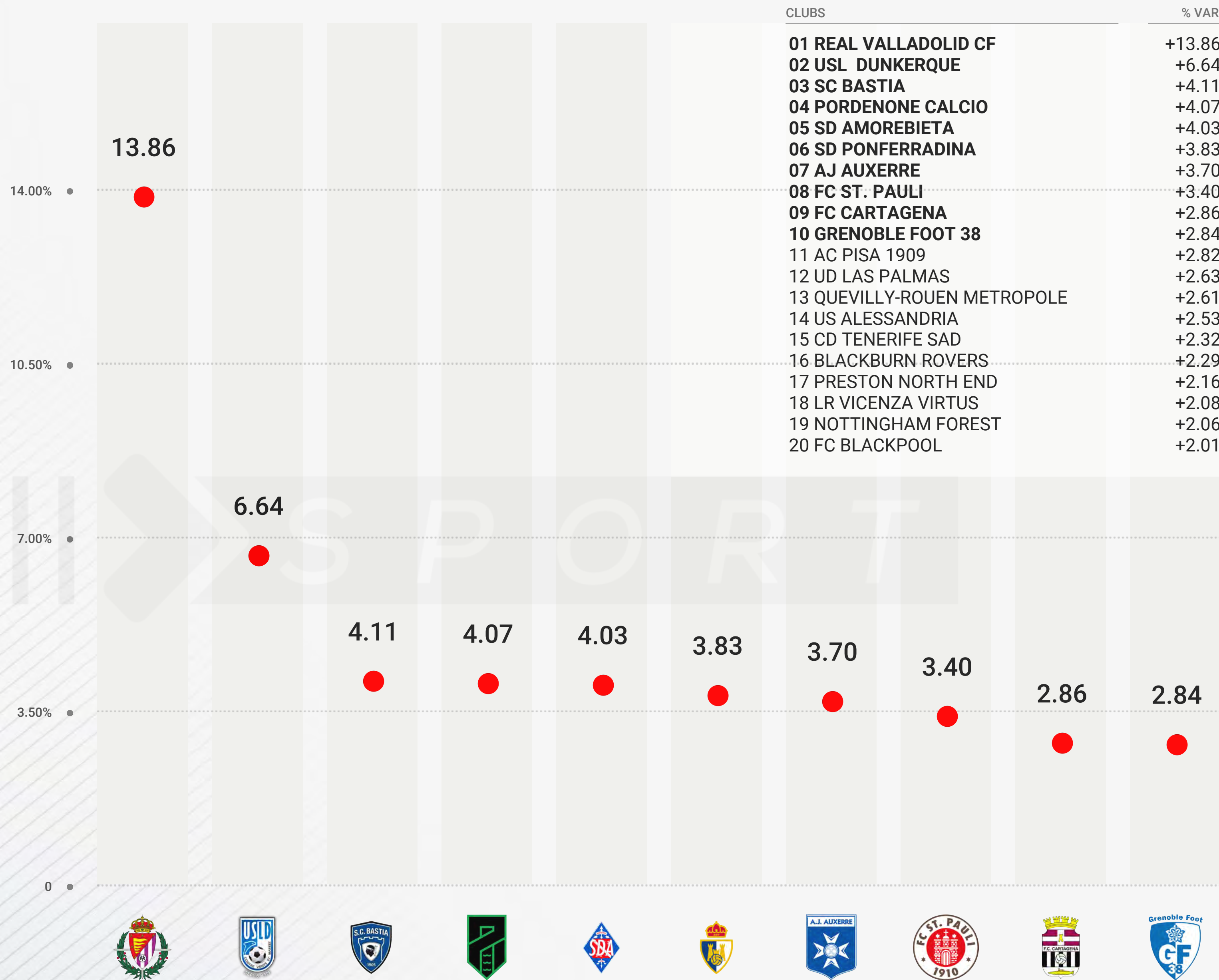
The countries considered are ENG, FRA, GER, ITA and SPA (2° divisions).



EUROPE 2 **YouTube**



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



*[from October 04, 2021 to November 02, 2021]

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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.



EUROPE 2 Social



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



*[from October 04, 2021 to November 02, 2021]

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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.



Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



ENGLAND

SECOND DIVISION

24 CLUBS

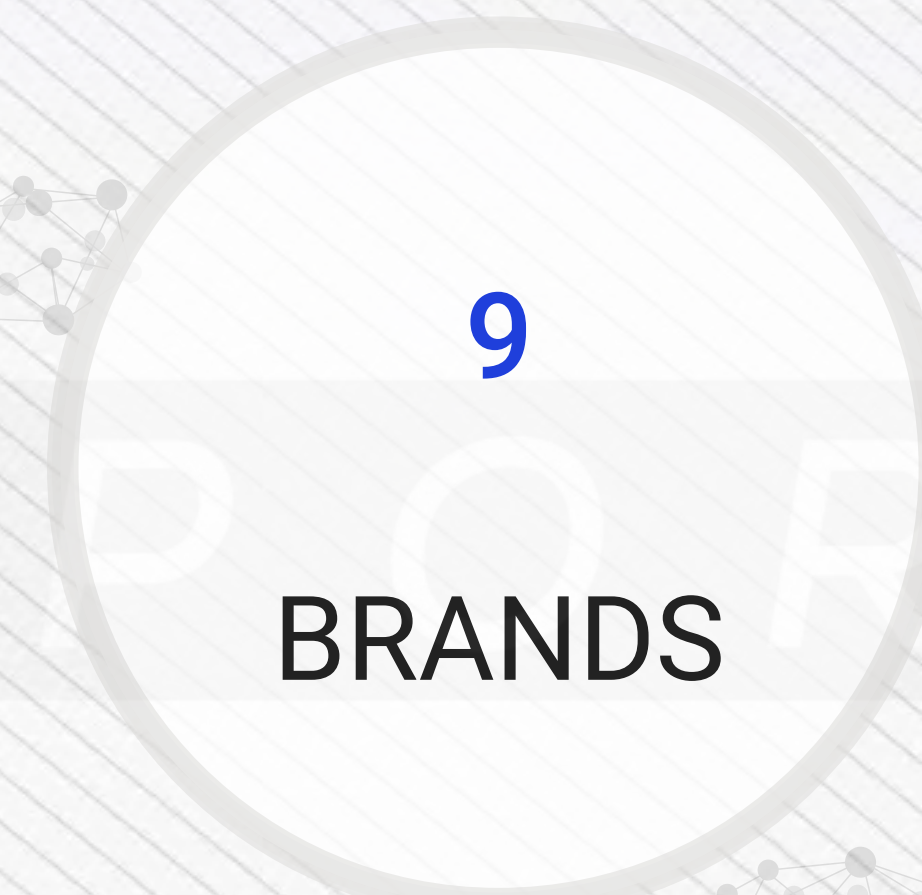


CHAMPIONSHIP

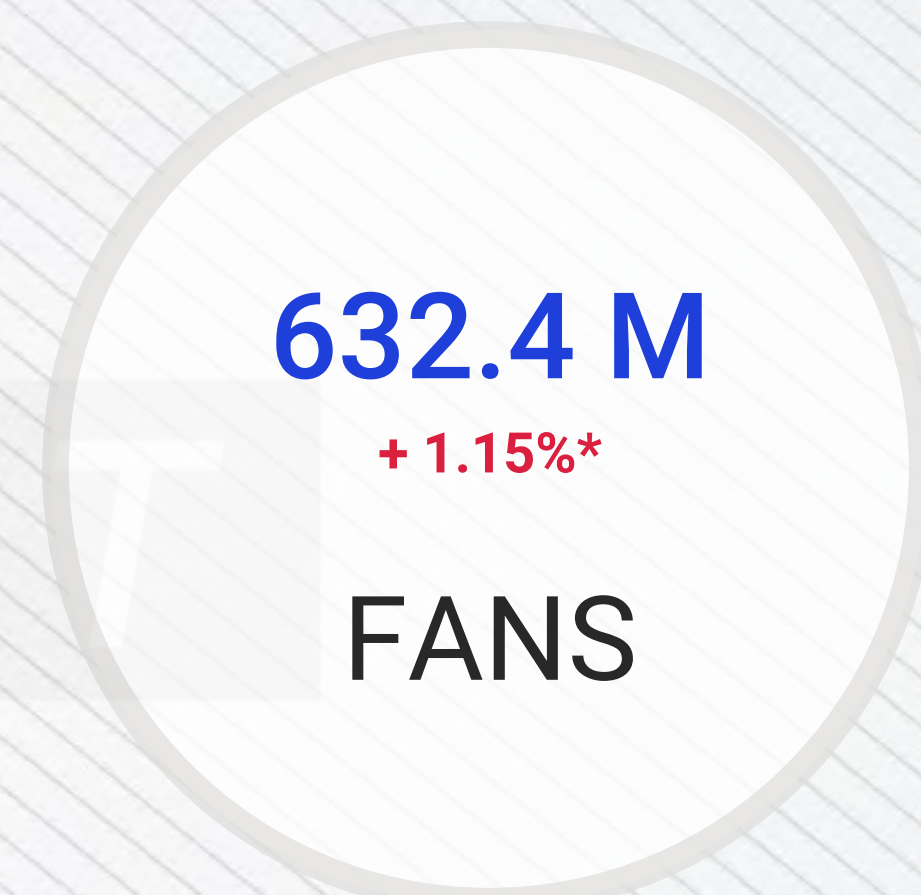
ENGLAND SnapShot / First Division



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.

*[from October 04, 2021 to November 02, 2021]



f
 TOTAL FANBASE
293.0 M

Premier League

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



*[from October 04, 2021 to November 02, 2021]

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FB data refers to Likes, not Followers.



TOTAL FANBASE
118.2 M

Premier League

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



*[from October 04, 2021 to November 02, 2021]

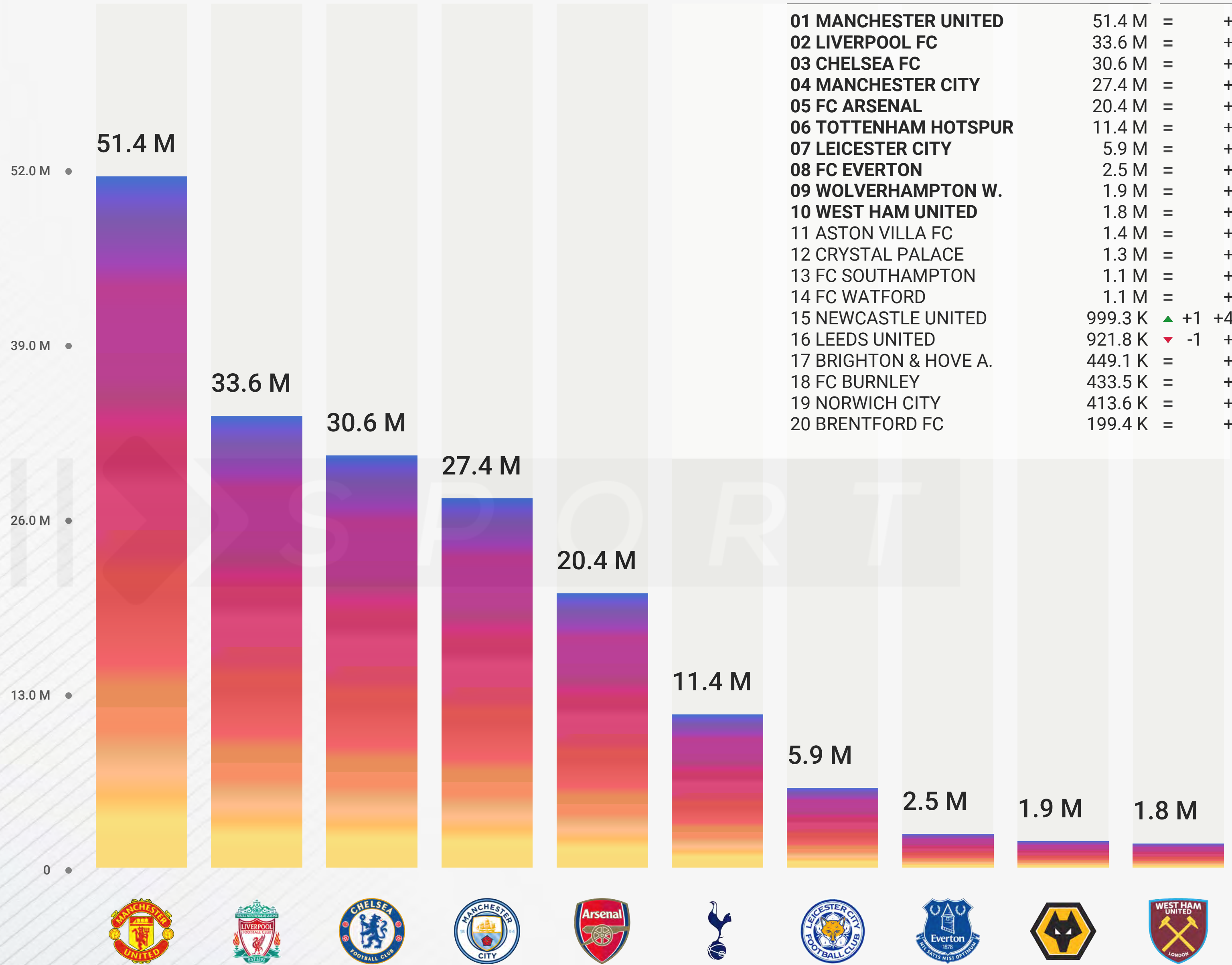
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ENGLAND Instagram


 TOTAL FANBASE
195.2 M


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



*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
26.0 M


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



*[from October 04, 2021 to November 02, 2021]

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



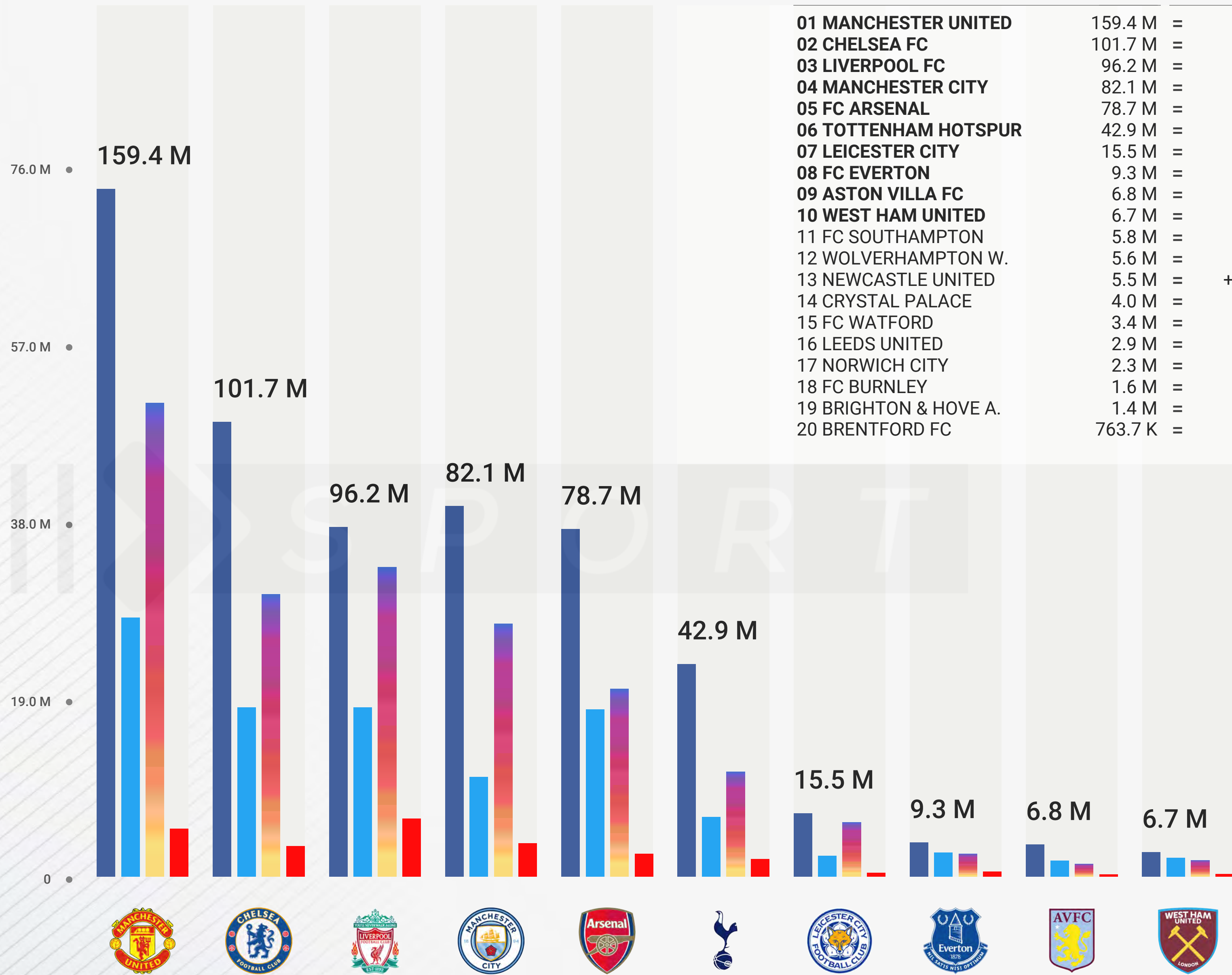





TOTAL FANBASE
632.4 M

 **Premier League**

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



*[from October 04, 2021 to November 02, 2021]

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



ENGLAND Brands


 TOTAL FANBASE
632.4 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.

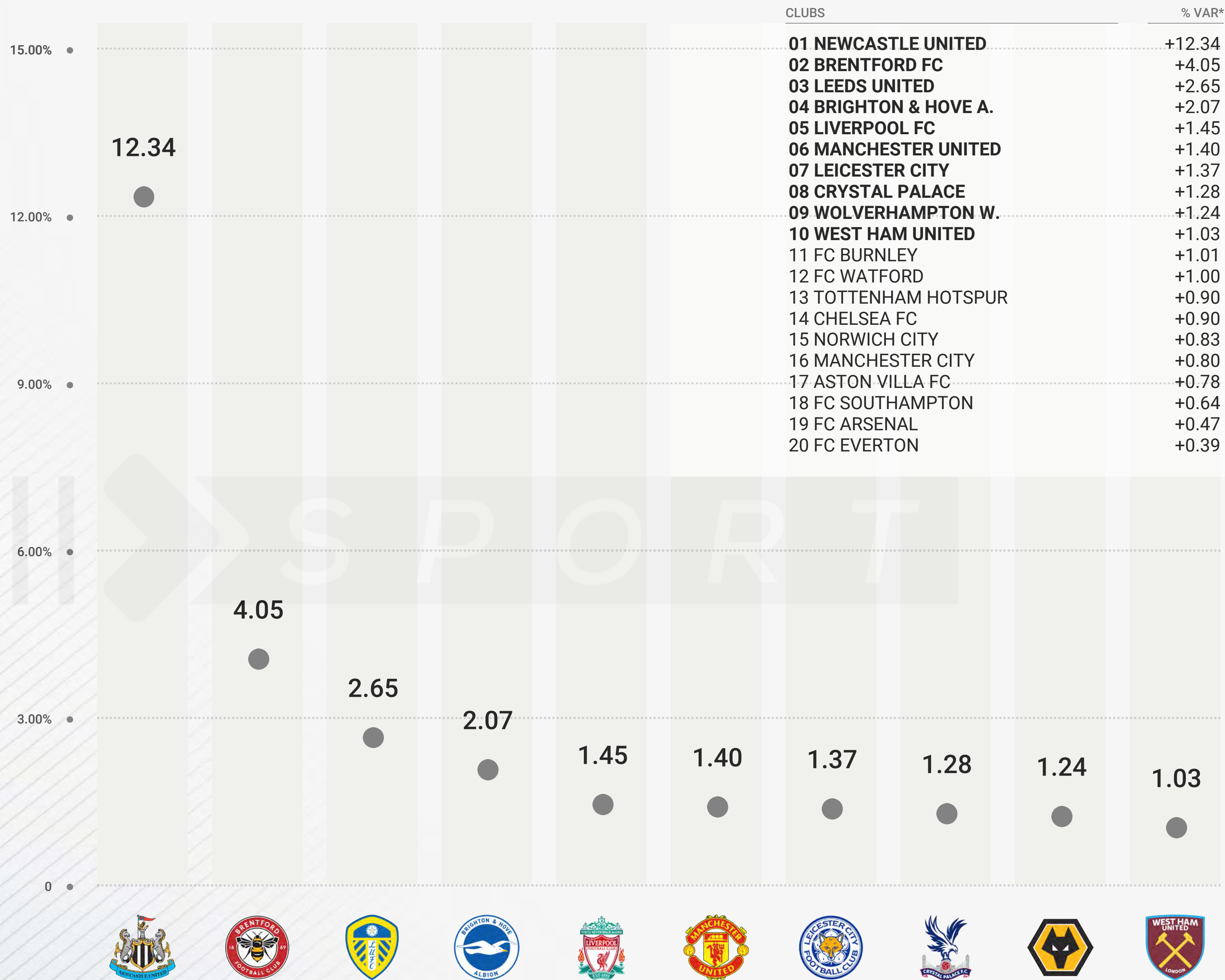


*[from October 04, 2021 to November 02, 2021]





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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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



ENGLAND Snapshot / Second Division



24

CLUBS

Total Championship football clubs analysed.

8

BRANDS

Total Championship Sport Brands on jerseys analysed.

26.7 M

+ 0.39%*

FANS

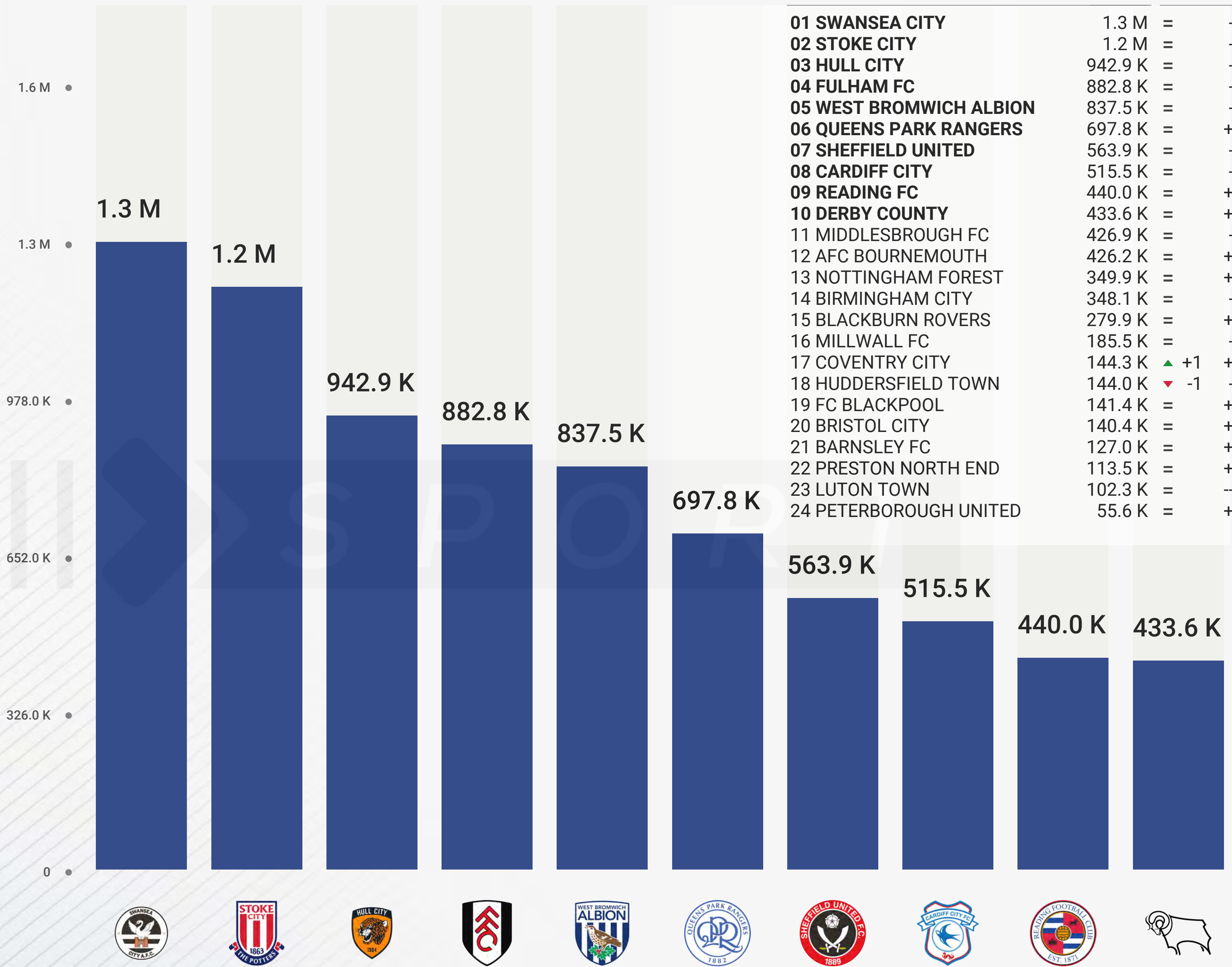
Total Facebook, Twitter, Instagram, YouTube Fans of the Championship football clubs analysed.

*[from October 04, 2021 to November 02, 2021]

f
TOTAL FANBASE
10.8 M



Ranking of the most followed Championship football clubs on Facebook.



*[from October 04, 2021 to November 02, 2021]


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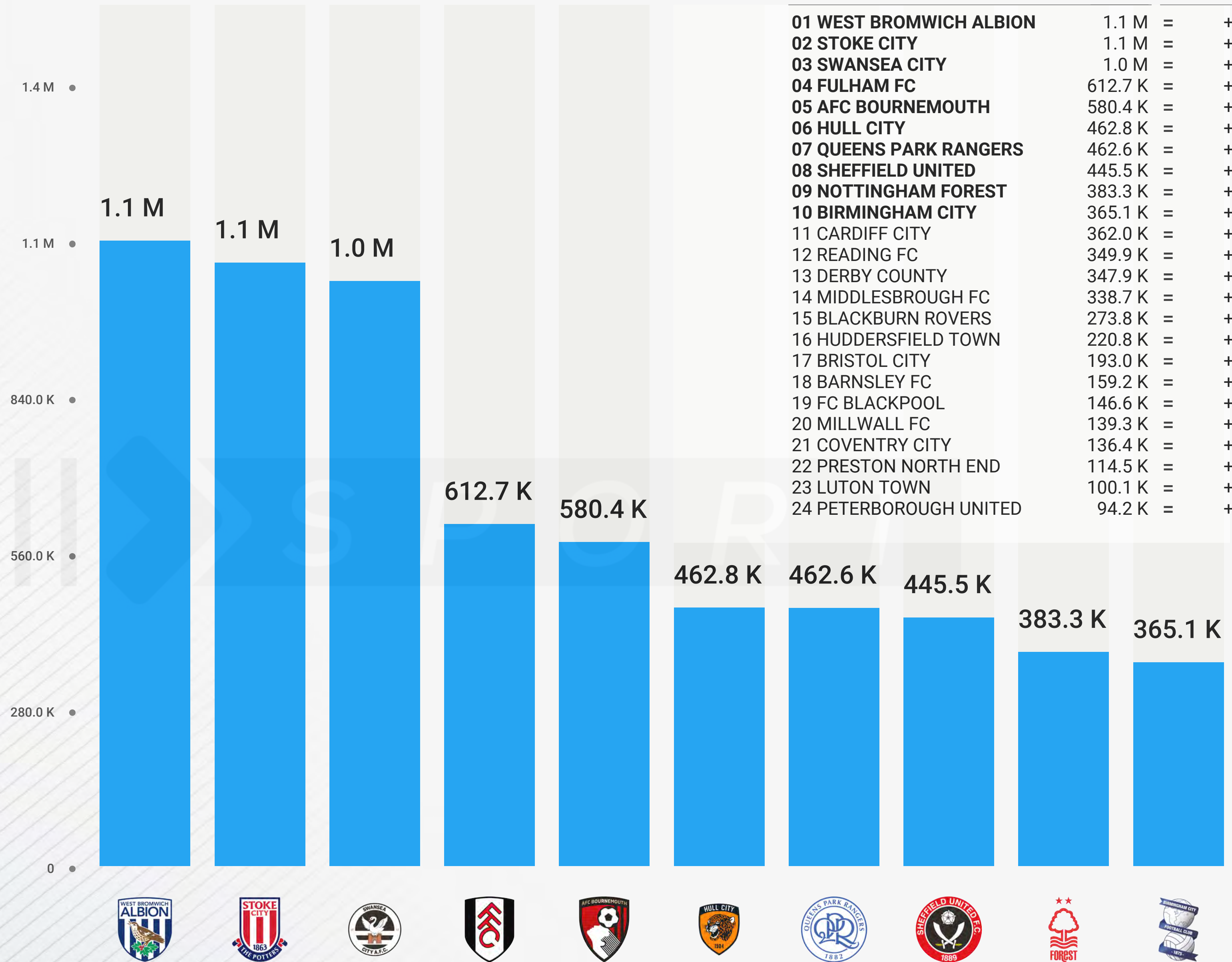
FB data refers to Likes, not Followers.



TOTAL FANBASE
9.5 M



Ranking of the most followed Championship football clubs on Twitter.



*[from October 04, 2021 to November 02, 2021]

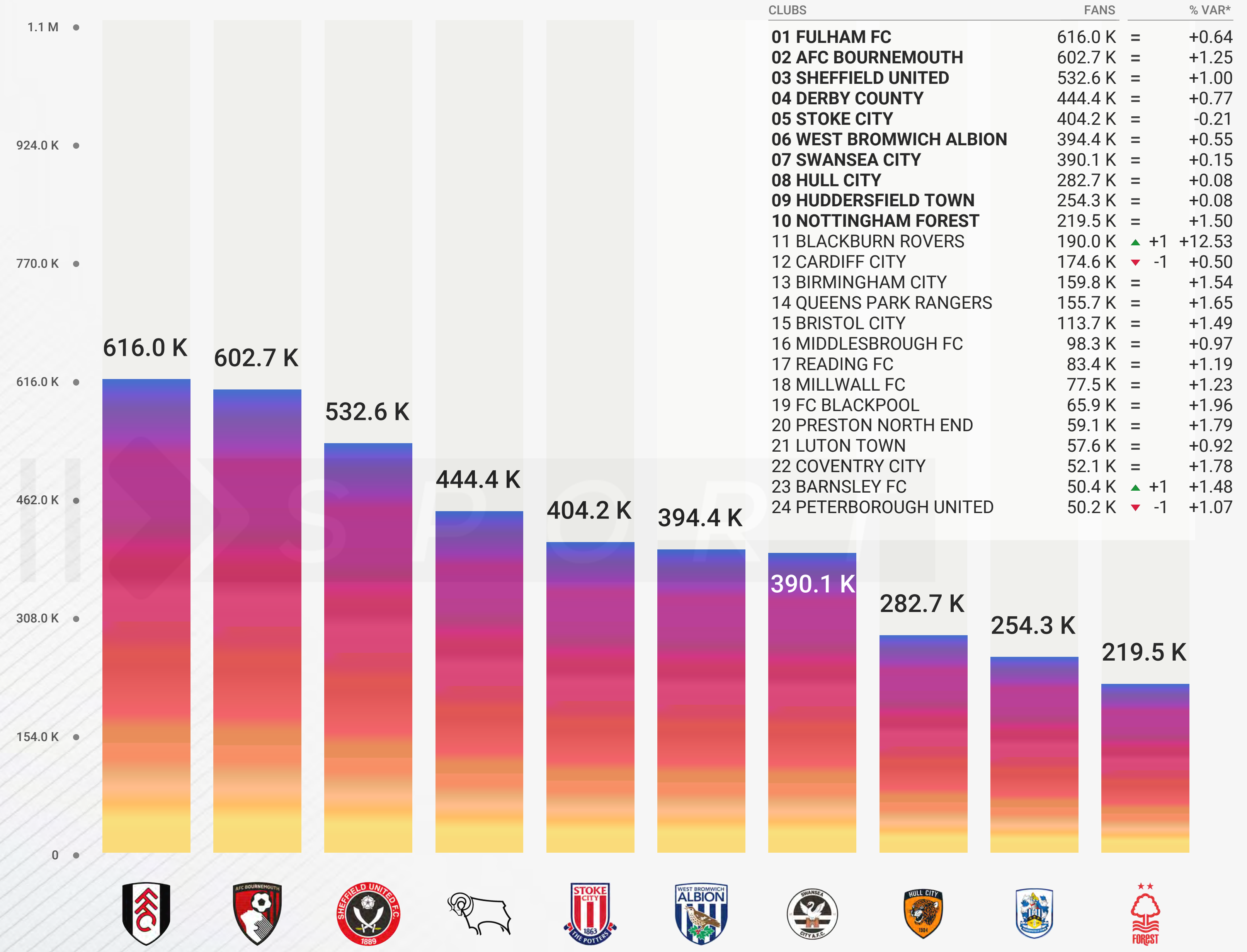
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ENGLAND Instagram


 TOTAL FANBASE
5.5 M


Ranking of the most followed Championship football clubs on Instagram.

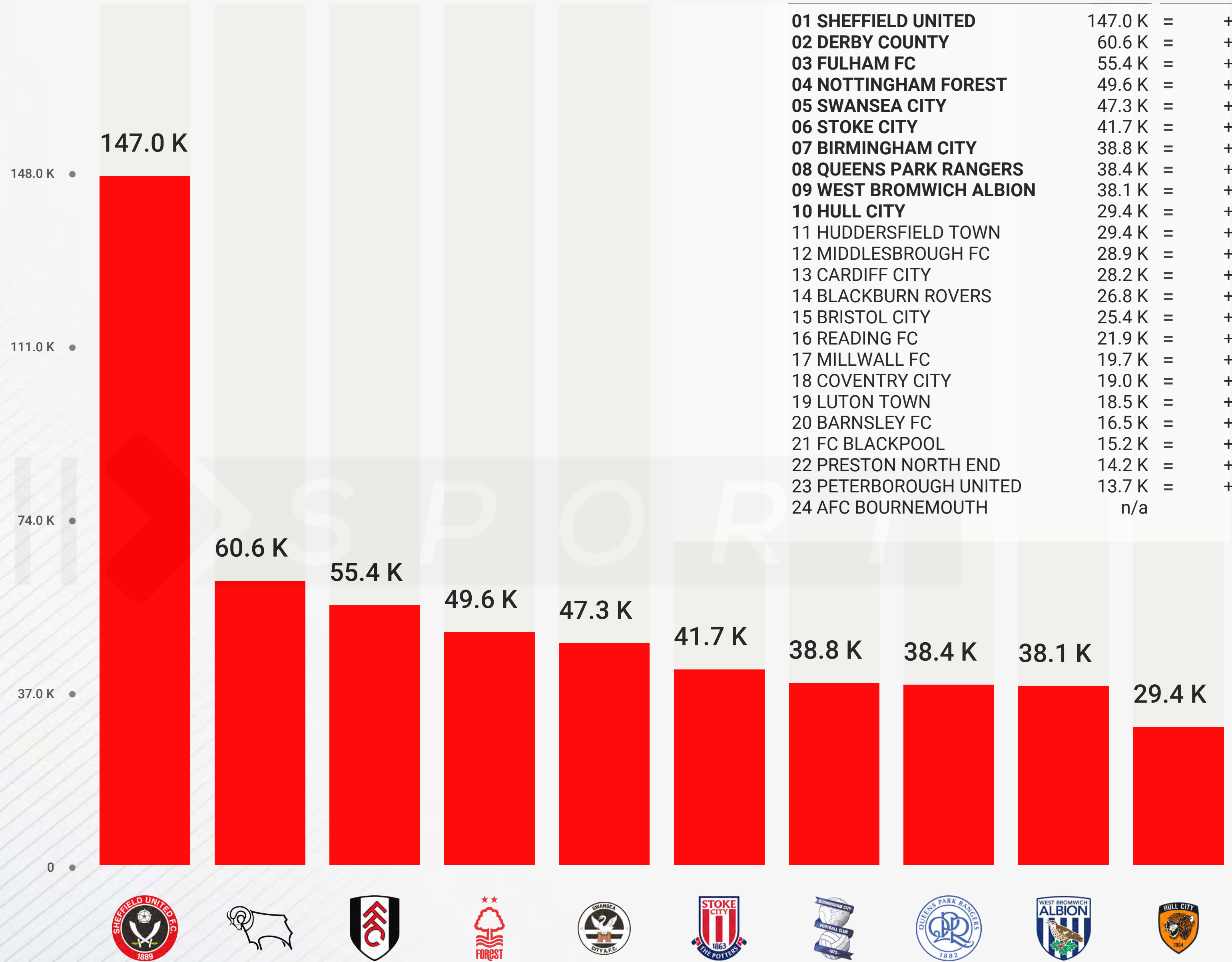


*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
824 K


Ranking of the most followed Championship football clubs on YouTube.



*[from October 04, 2021 to November 02, 2021]

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



ENGLAND Social (1/2)

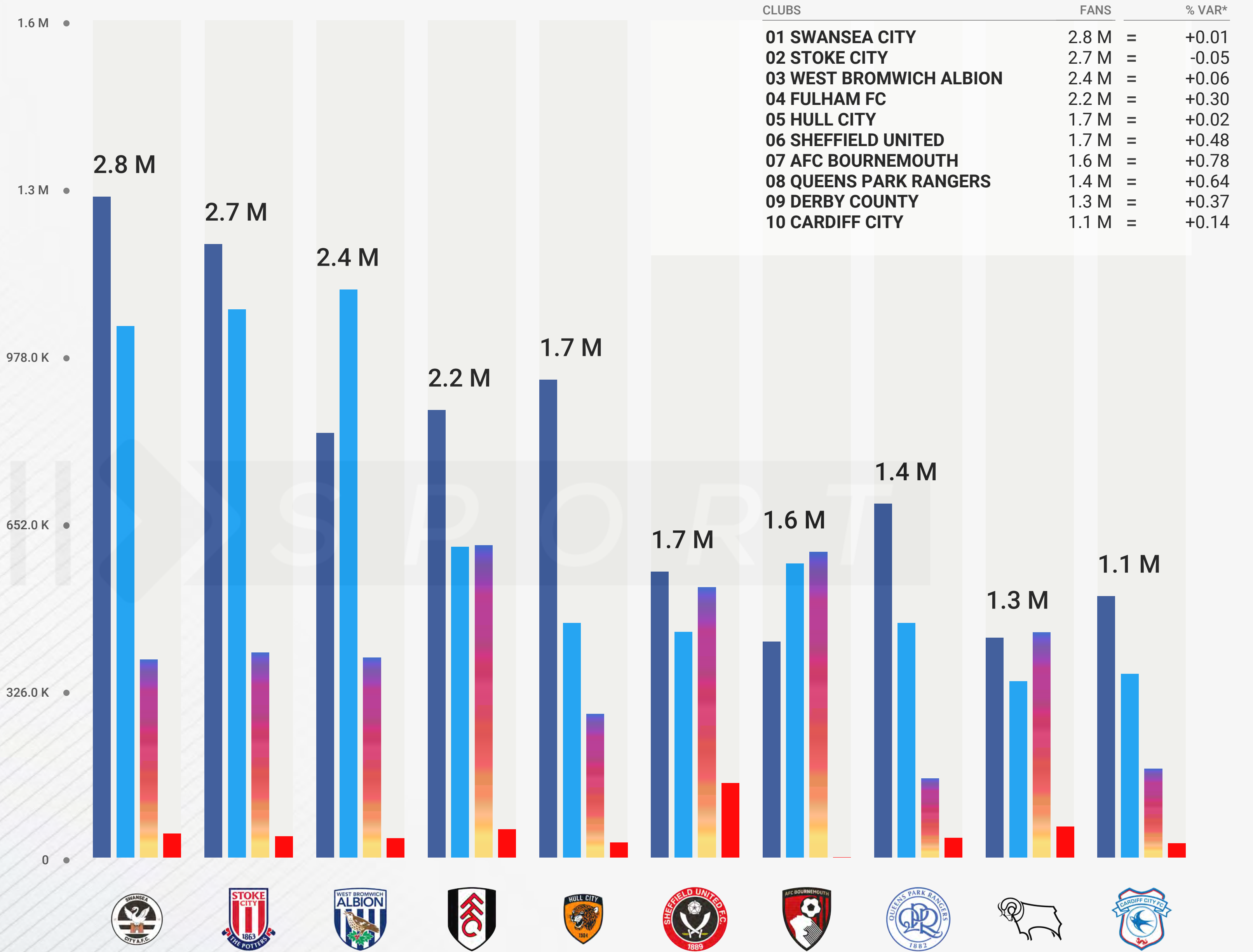





TOTAL FANBASE
26.7 M



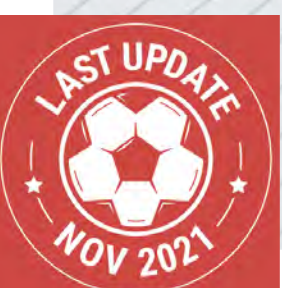
Ranking of the most followed Championship football clubs (slide 1/2) based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from October 04, 2021 to November 02, 2021]

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ENGLAND Social (2/2)



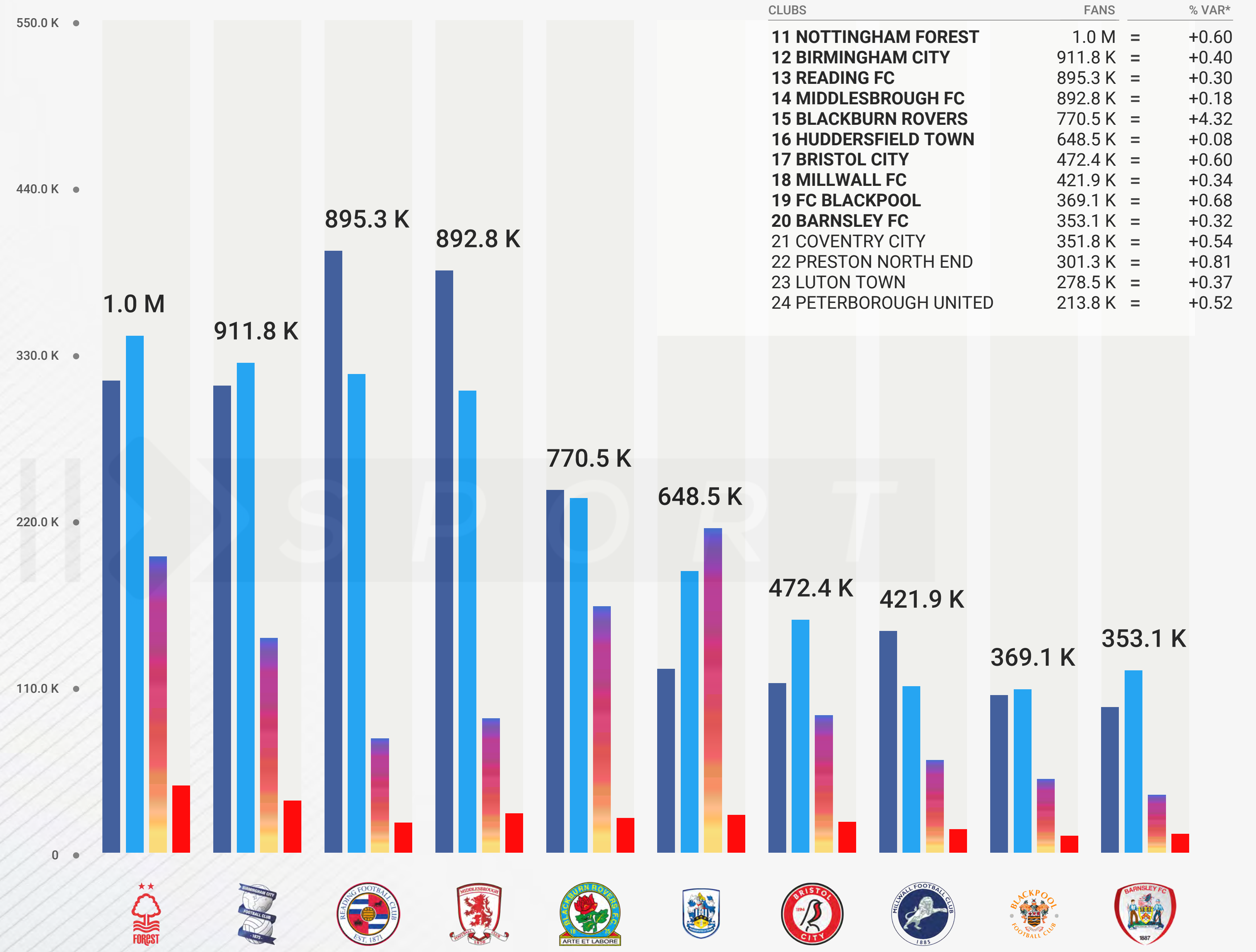



TOTAL FANBASE

26.7 M



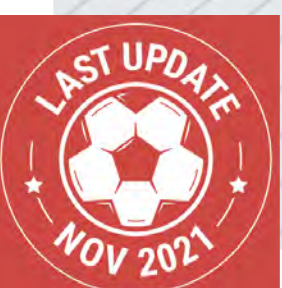
Ranking of the most followed Championship football clubs (slide 2/2) based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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



ENGLAND Brands


 TOTAL FANBASE
26.7 M



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



*[from October 04, 2021 to November 02, 2021]



ENGLAND Brands



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



*[from October 04, 2021 to November 02, 2021]

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ENGLAND Grown Up



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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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.

9

BRANDS

Total Ligue1 Sport Brands on jerseys analysed.

167.0 M

+ 1.31%*

FANS

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

*[from October 04, 2021 to November 02, 2021]

f
TOTAL FANBASE
73.9 M



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



*[from October 04, 2021 to November 02, 2021]

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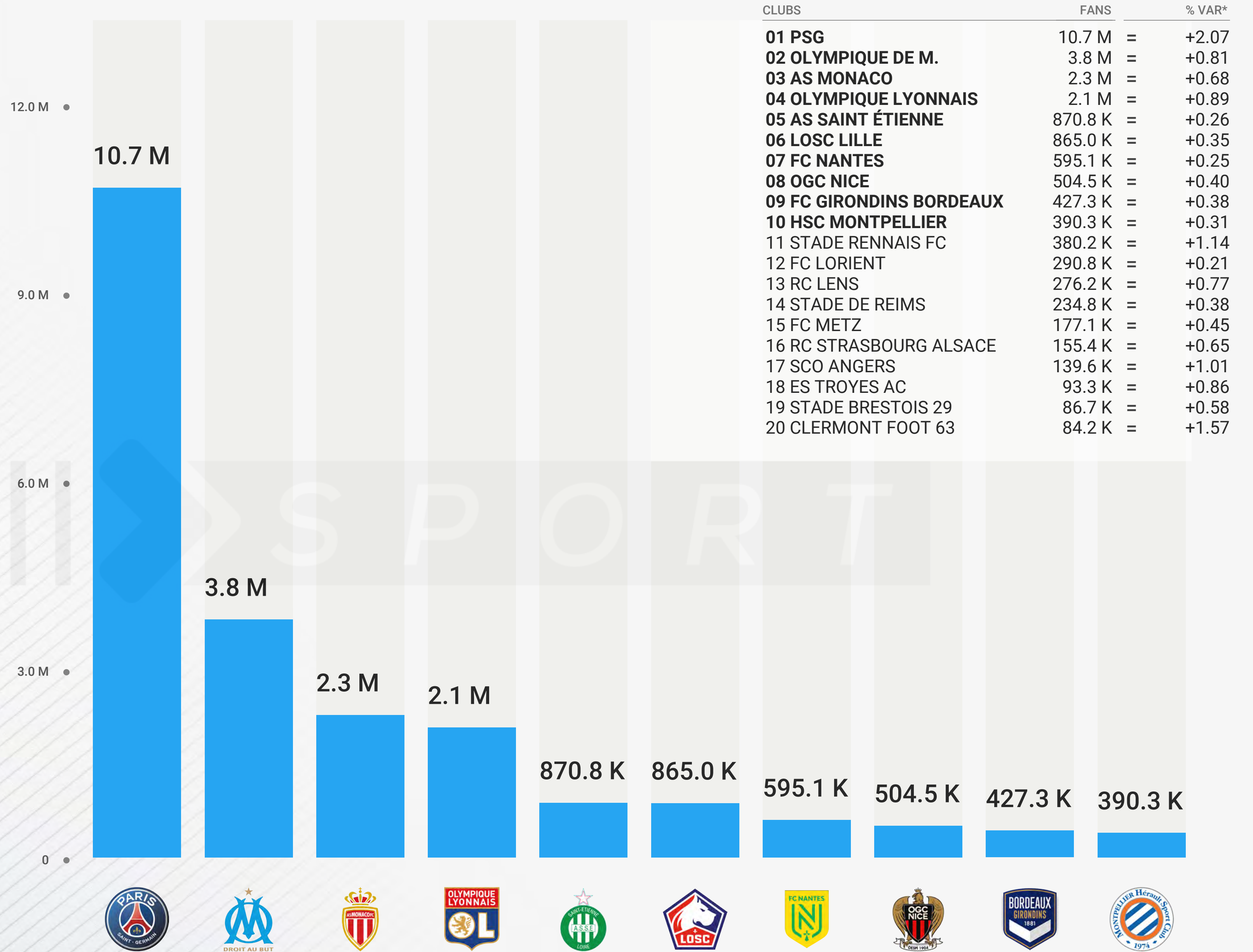
FB data refers to Likes, not Followers.




 TOTAL FANBASE
24.4 M



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



*[from October 04, 2021 to November 02, 2021]

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 TOTAL FANBASE
61.8 M


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



*[from October 04, 2021 to November 02, 2021]

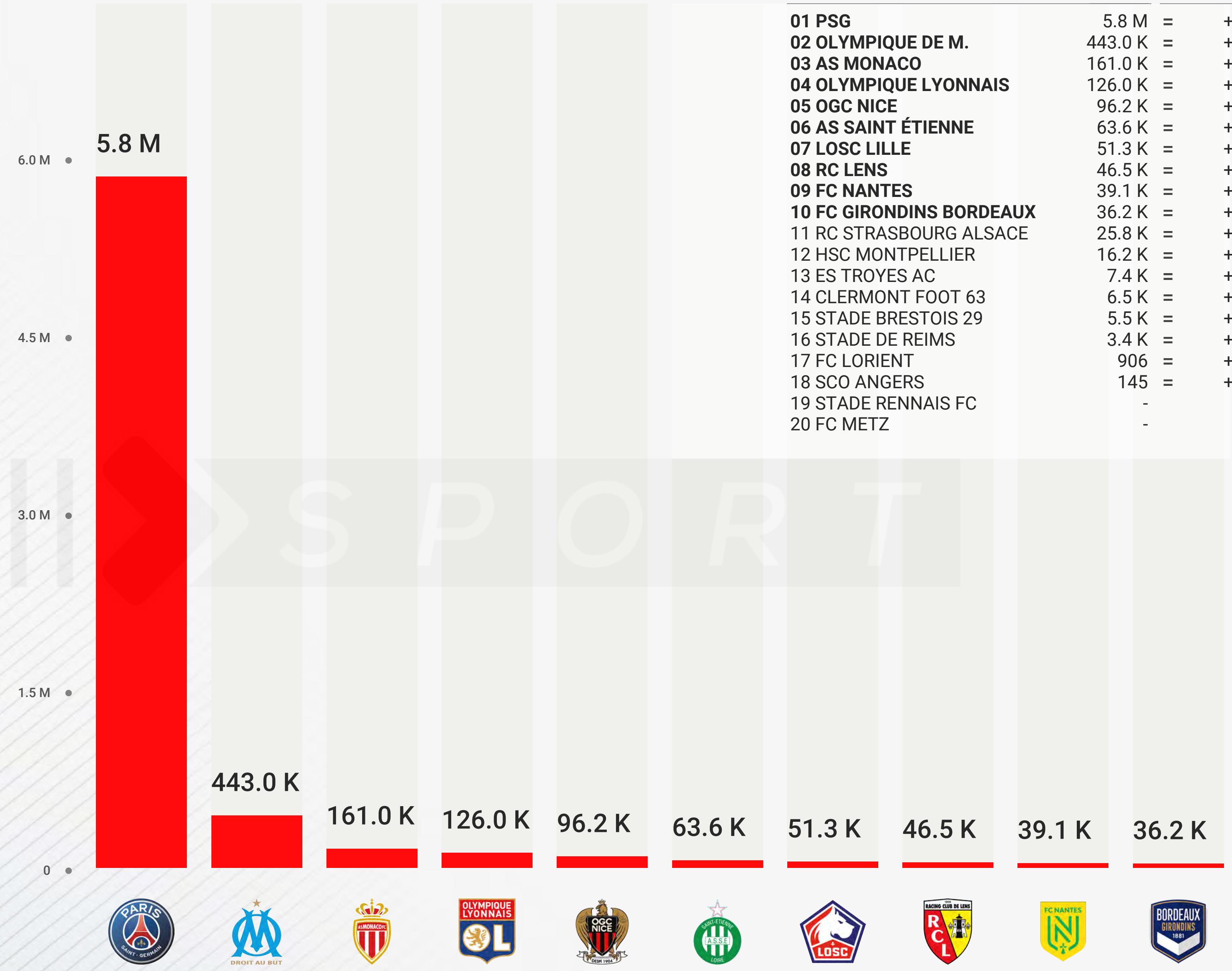
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TOTAL FANBASE
7.0 M



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



*[from October 04, 2021 to November 02, 2021]

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



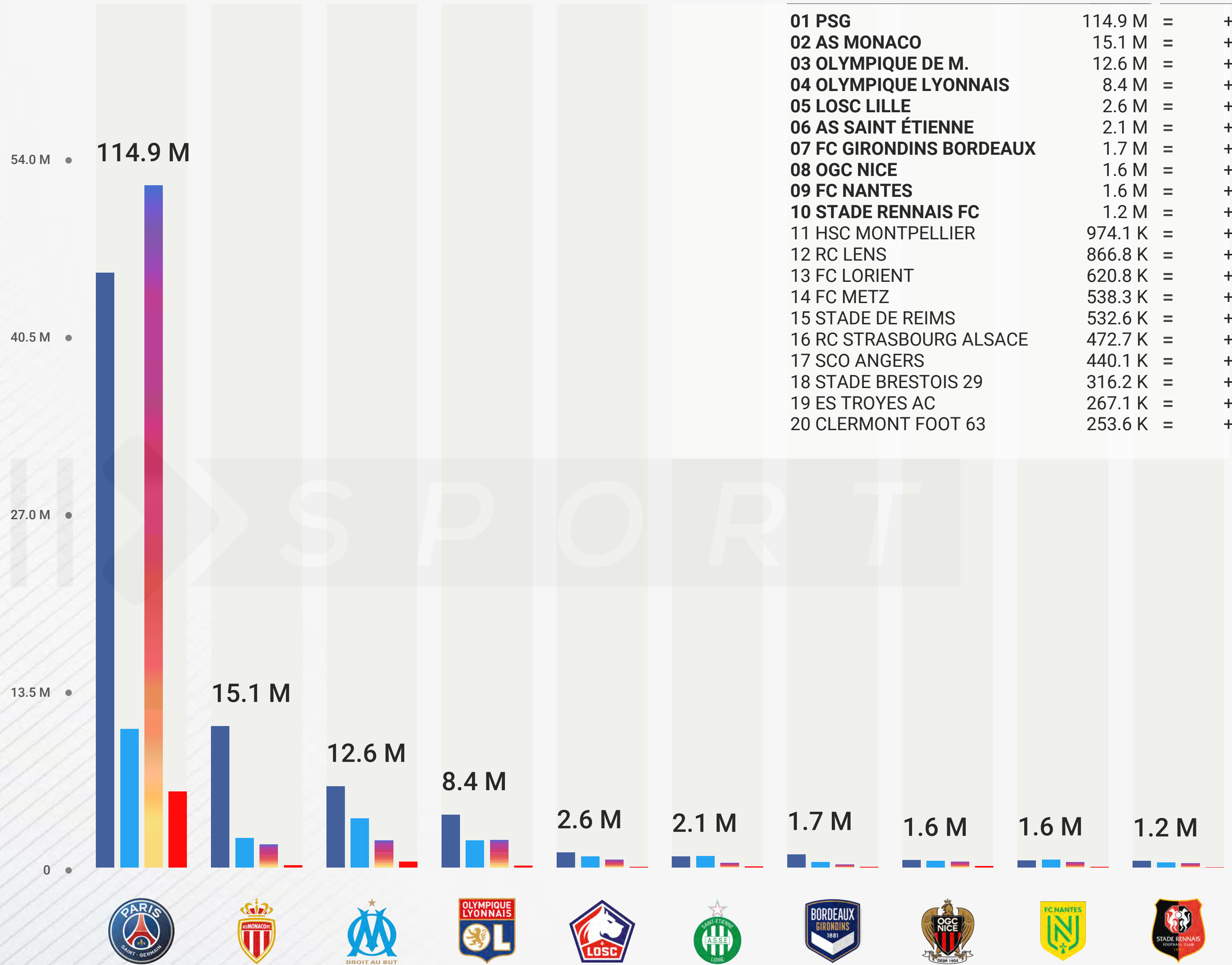




 TOTAL FANBASE
167.0 M



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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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
167.0 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.



*[from October 04, 2021 to November 02, 2021]

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



*[from October 04, 2021 to November 02, 2021]

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FRANCE Grown Up



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



*[from October 04, 2021 to November 02, 2021]

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FRANCE Snapshot / Second Division



20
CLUBS

Total Ligue 2 football clubs analysed.

10
BRANDS

Total Ligue 2 Sport Brands on jerseys analysed.

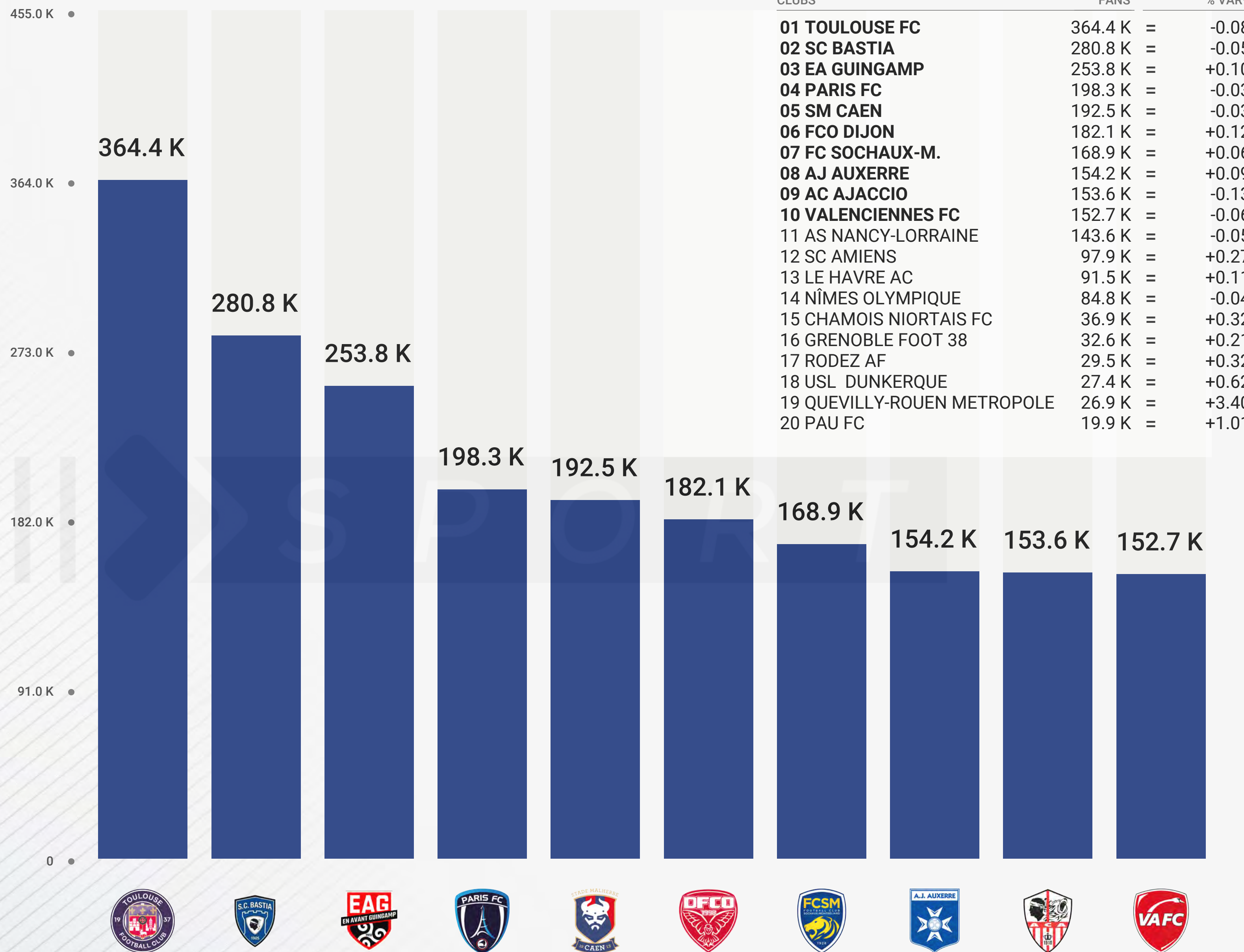
6.3 M
+ 0.33%*
FANS

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

*[from October 04, 2021 to November 02, 2021]



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





*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

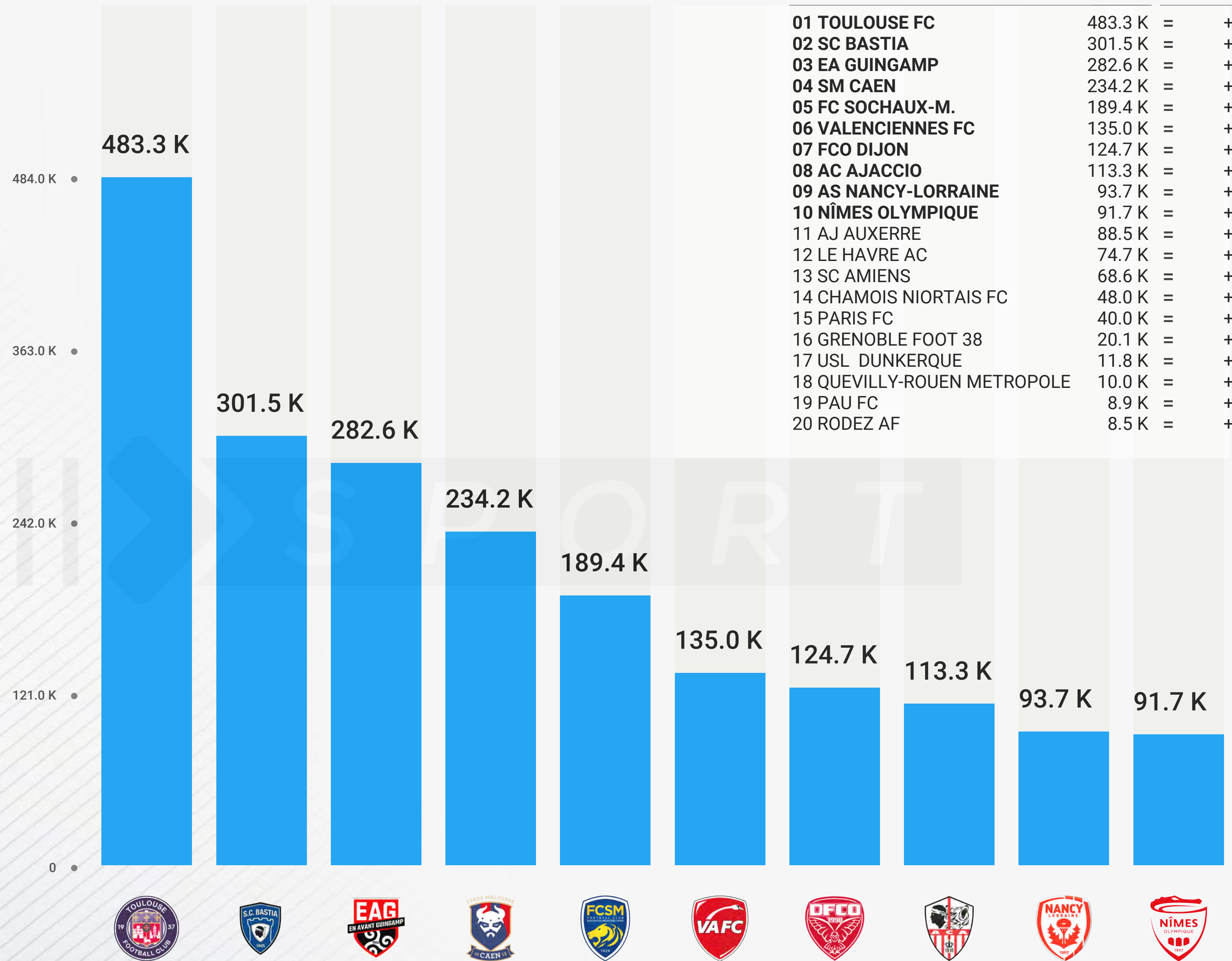
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FB data refers to Likes, not Followers.





 TOTAL FANBASE
2.4 M


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

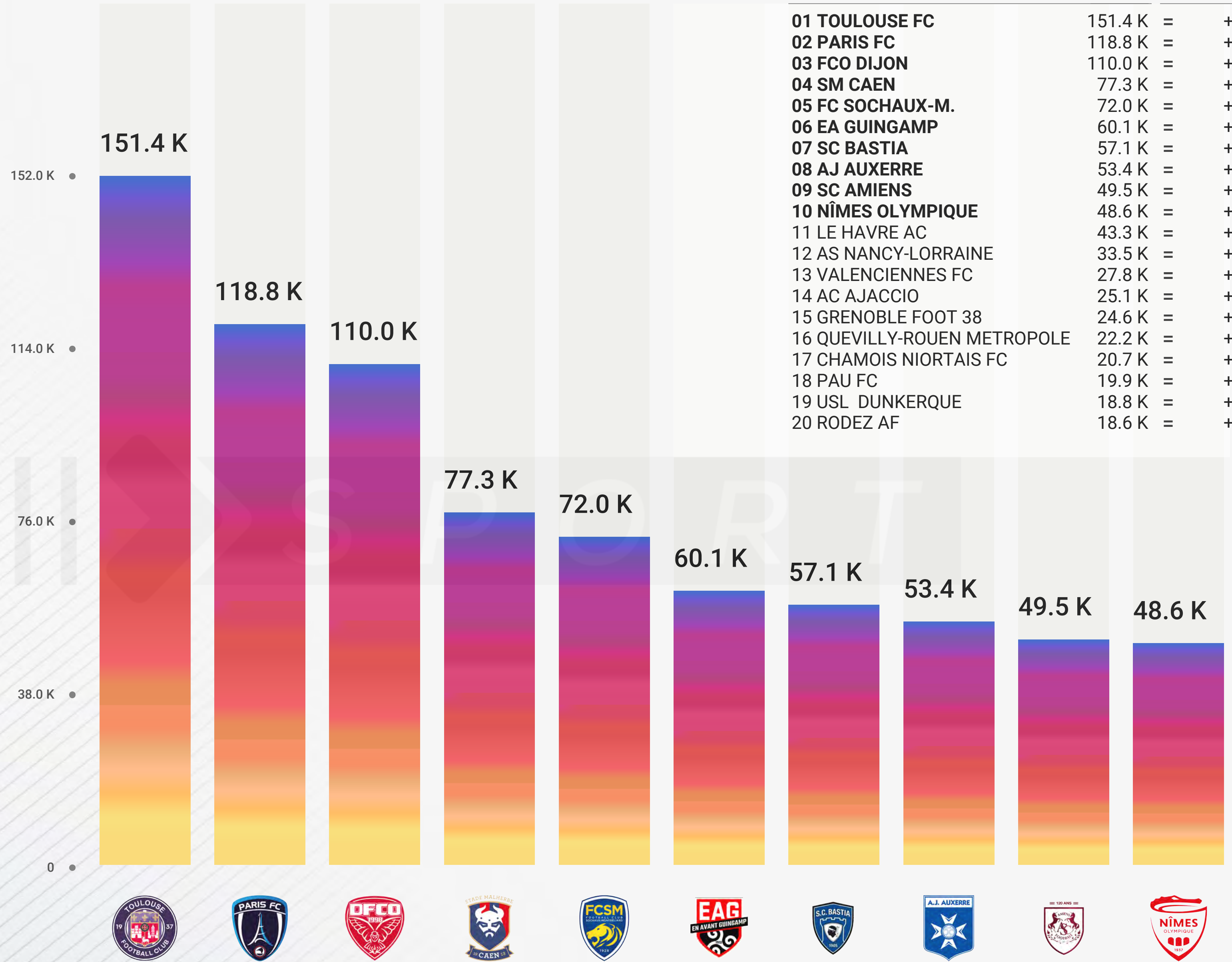


*[from October 04, 2021 to November 02, 2021]






 TOTAL FANBASE
1.1 M


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

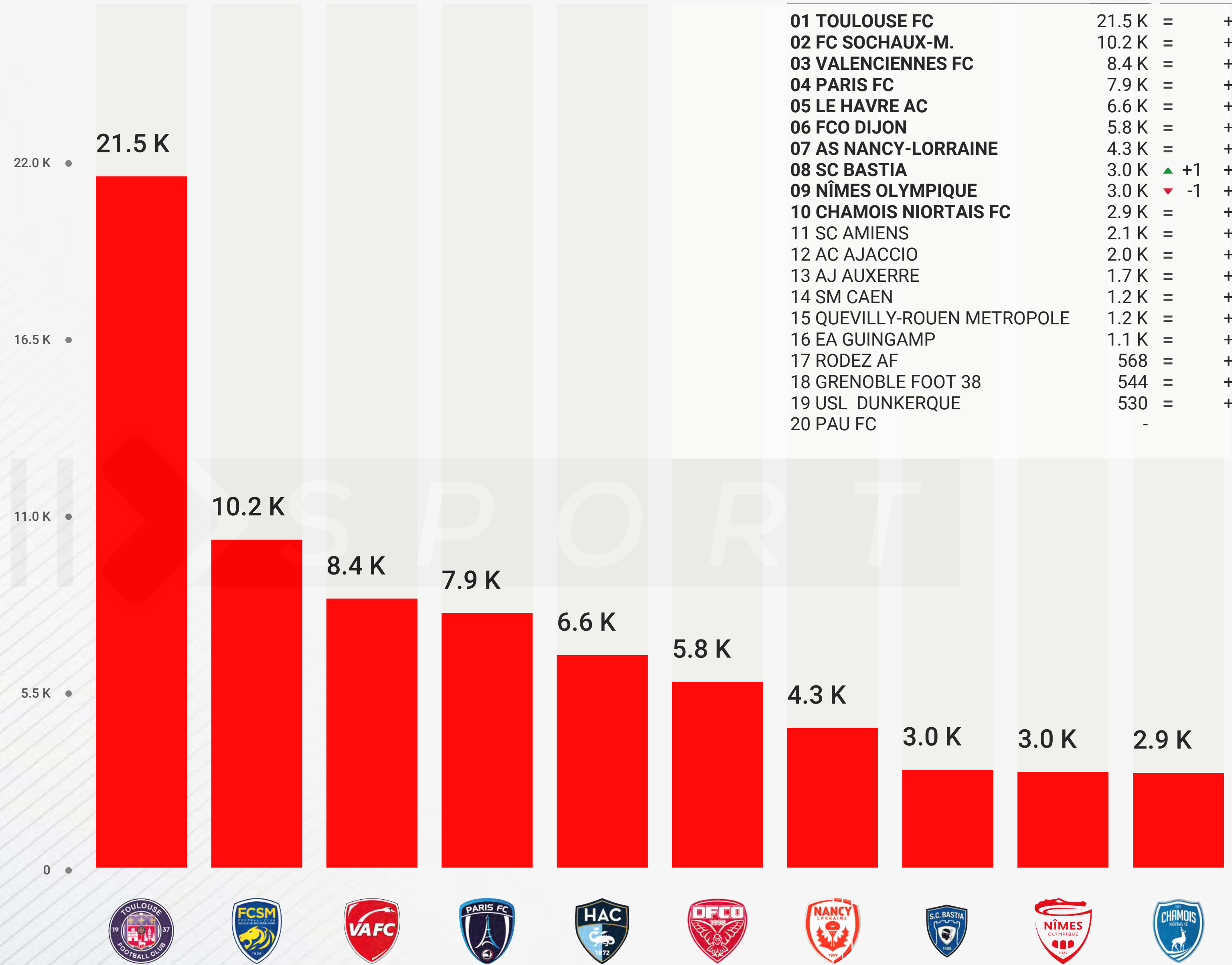


*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
84 K


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






*[from October 04, 2021 to November 02, 2021]

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




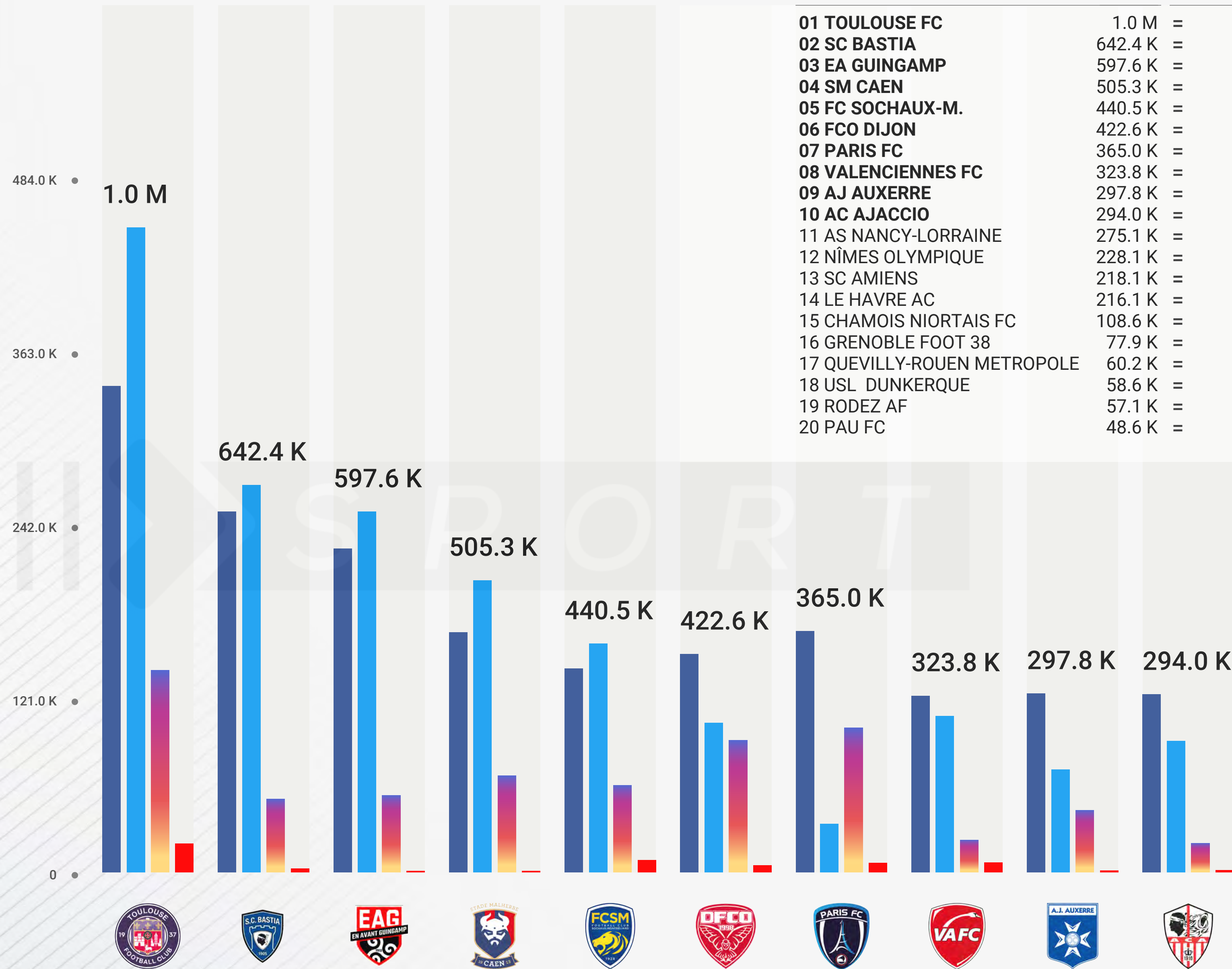


TOTAL FANBASE

6.3 M



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

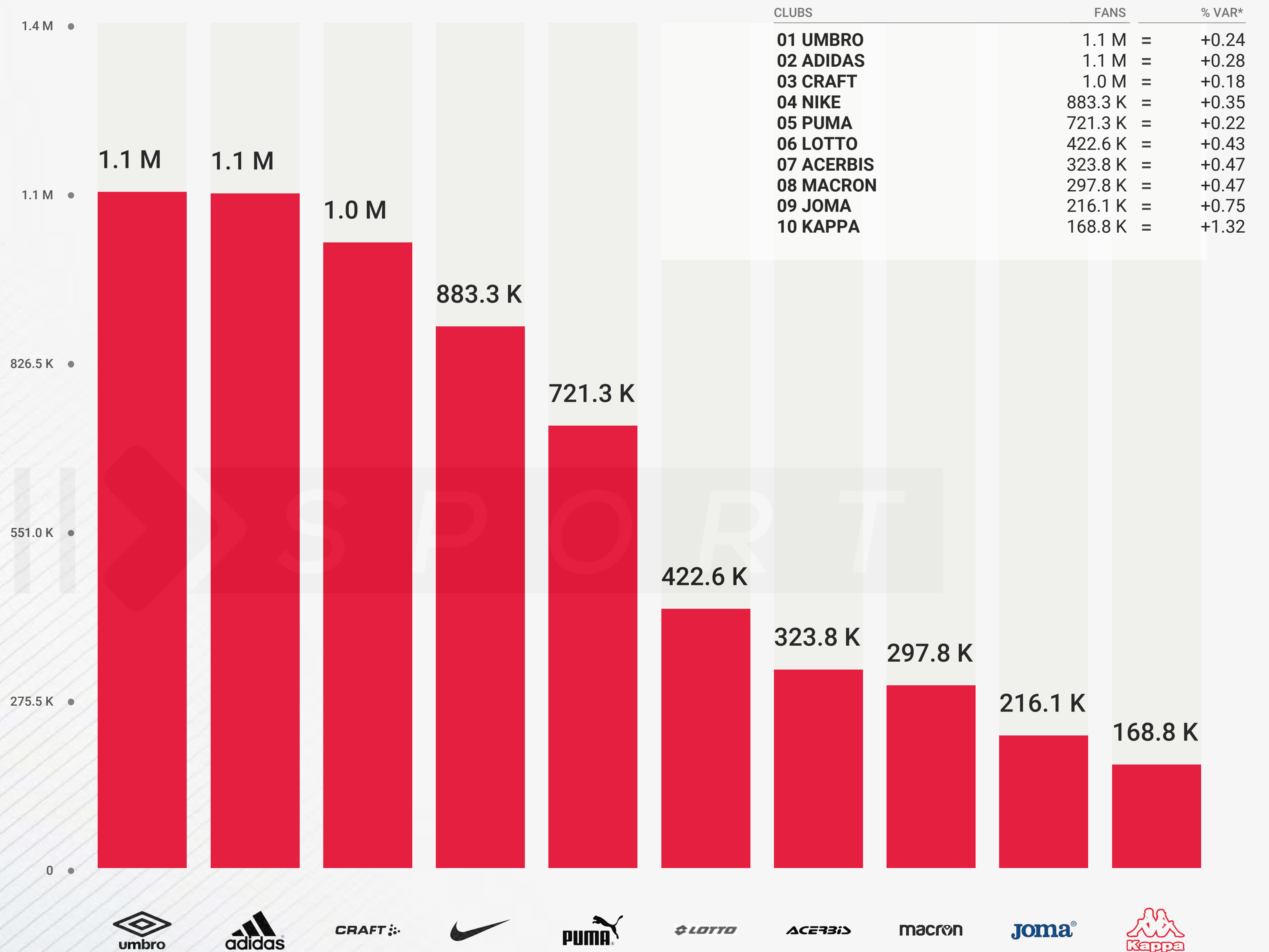
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 TOTAL FANBASE
6.3 M


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



*[from October 04, 2021 to November 02, 2021]





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



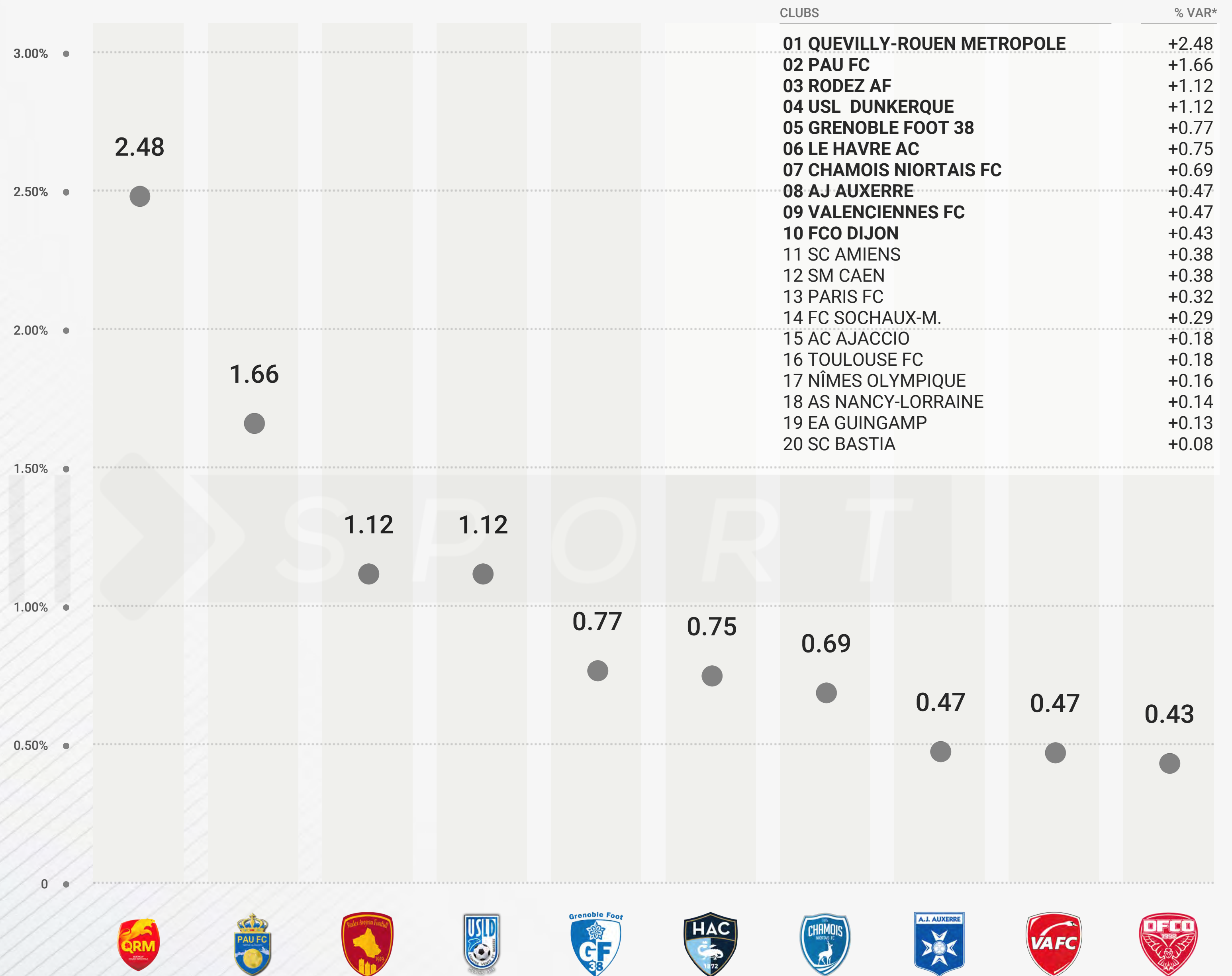
*[from October 04, 2021 to November 02, 2021]

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



*[from October 04, 2021 to November 02, 2021]

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Football Competitions included in this overview

FIRST DIVISION

18 CLUBS

 **BUNDESLIGA**

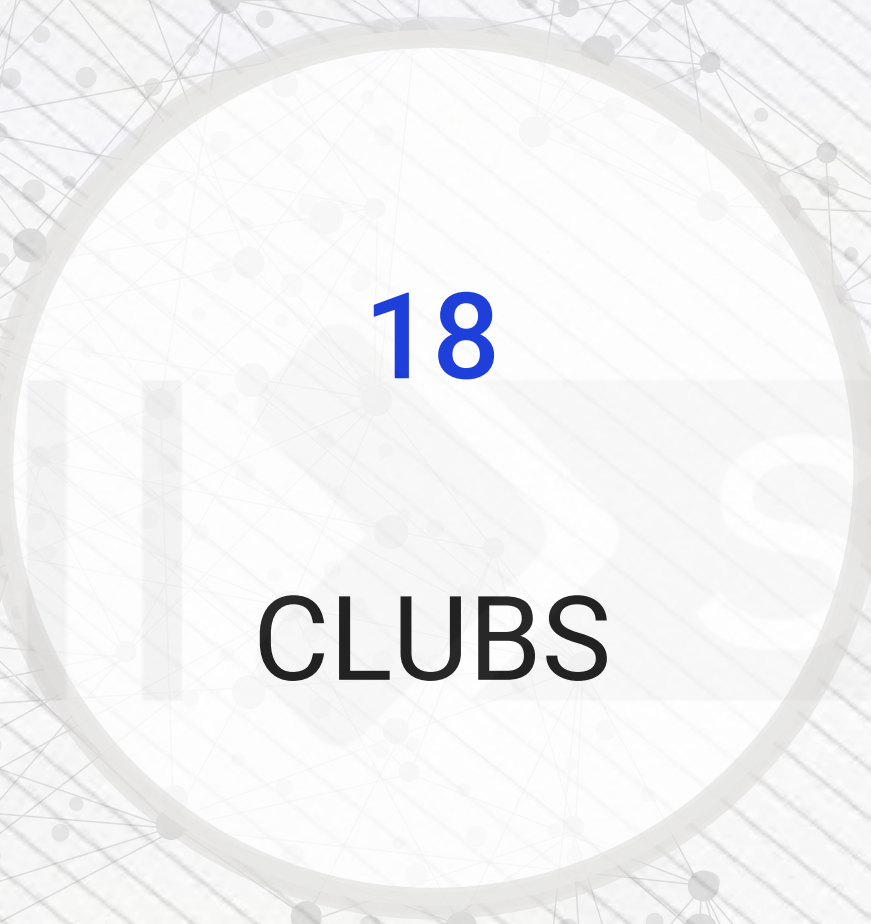
SECOND DIVISION

18 CLUBS

 **BUNDESLIGA**

GERMANY

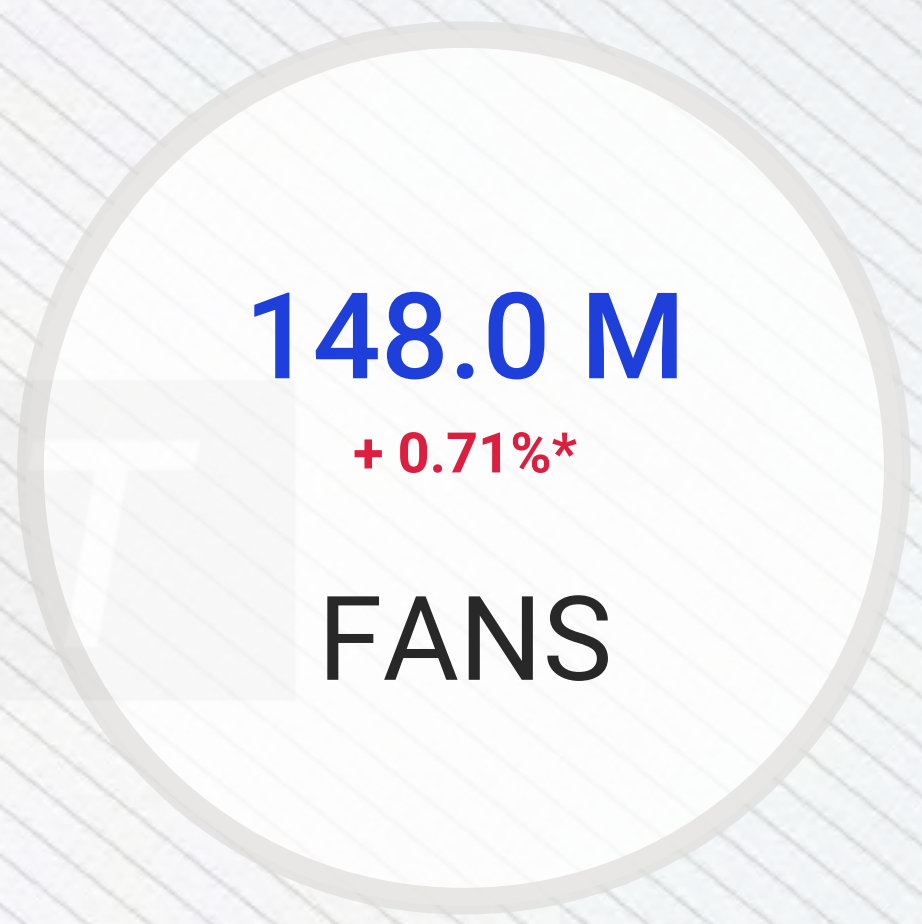
GERMANY Snapshot / First Division



Total 1.Bundesliga football clubs analysed.



Total 1.Bundesliga Sport Brands on jerseys analysed.



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

*[from October 04, 2021 to November 02, 2021]



f
TOTAL FANBASE
78.9 M



BUNDESLIGA

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



CLUBS	FANS	% VAR*
01 FC BAYERN MÜNCHEN	53.2 M	+0.11
02 BORUSSIA DORTMUND	15.1 M	-0.06
03 BAYER 04 LEVERKUSEN	2.8 M	+0.25
04 VFL WOLFSBURG	1.5 M	+0.61
05 BORUSSIA M.	1.2 M	+1.44
06 EINTRACHT FRANKFURT	909.2 K	+0.49
07 1.FC KÖLN	776.3 K	+0.90
08 RASENBALLSPORT L.	622.1 K	+0.83
09 VFB STUTTGART	541.5 K	+0.25
10 1.FSV MAINZ 05	422.5 K	-0.02
11 HERTHA BSC	383.7 K	-0.00
12 TSG 1899 HOFFENHEIM	316.2 K	+0.25
13 SC FREIBURG	258.9 K	+0.71
14 FC AUGSBURG	255.1 K	+0.11
15 1.FC UNION BERLIN	166.7 K	+0.67
16 VFL BOCHUM	133.0 K	+1.30
17 ARMINIA BIELEFELD	107.4 K	+0.07
18 SPVGG GREUTHER FÜRTH	66.2 K	+0.03

*[from October 04, 2021 to November 02, 2021]

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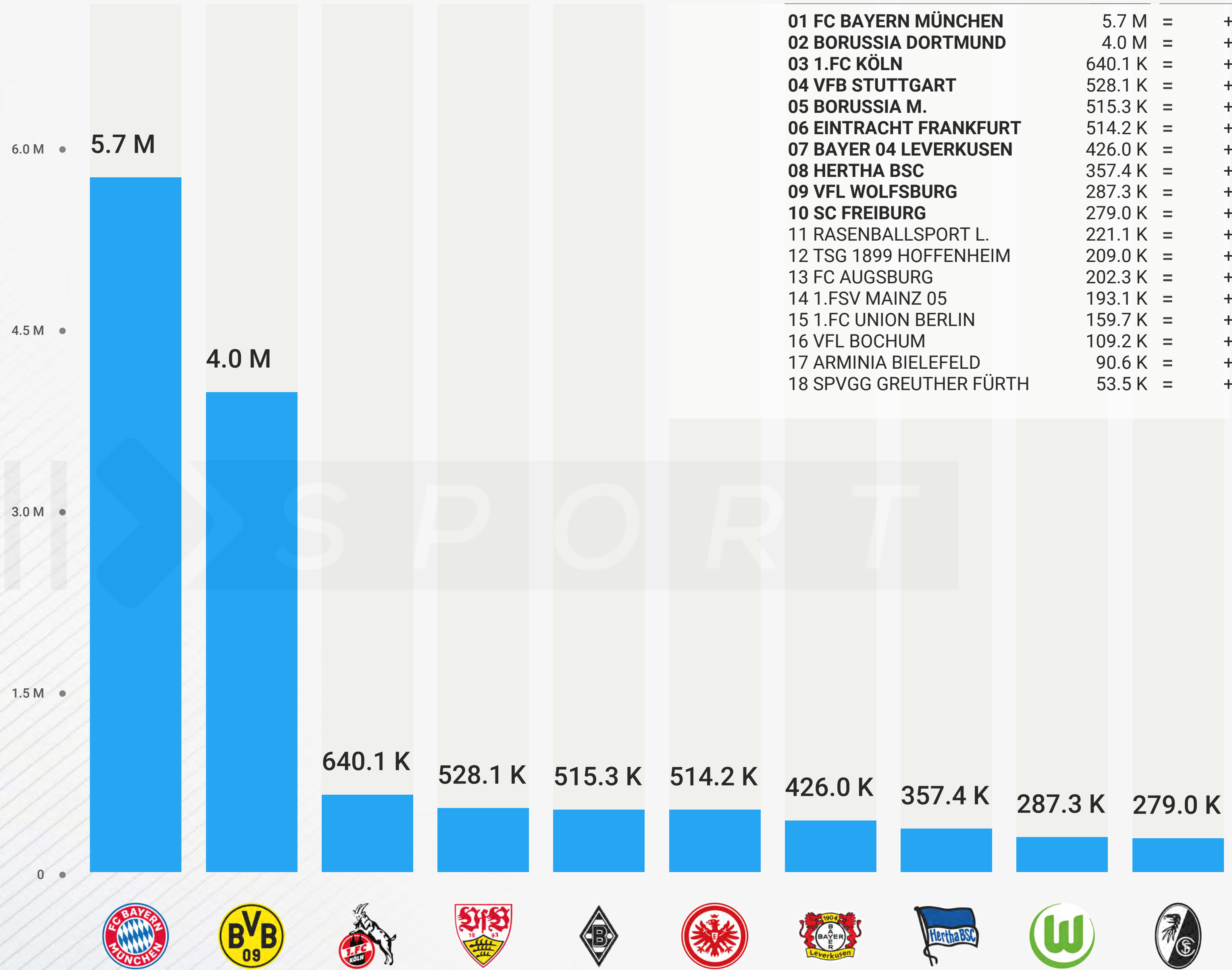


TOTAL FANBASE
14.5 M



BUNDESLIGA

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



*[from October 04, 2021 to November 02, 2021]

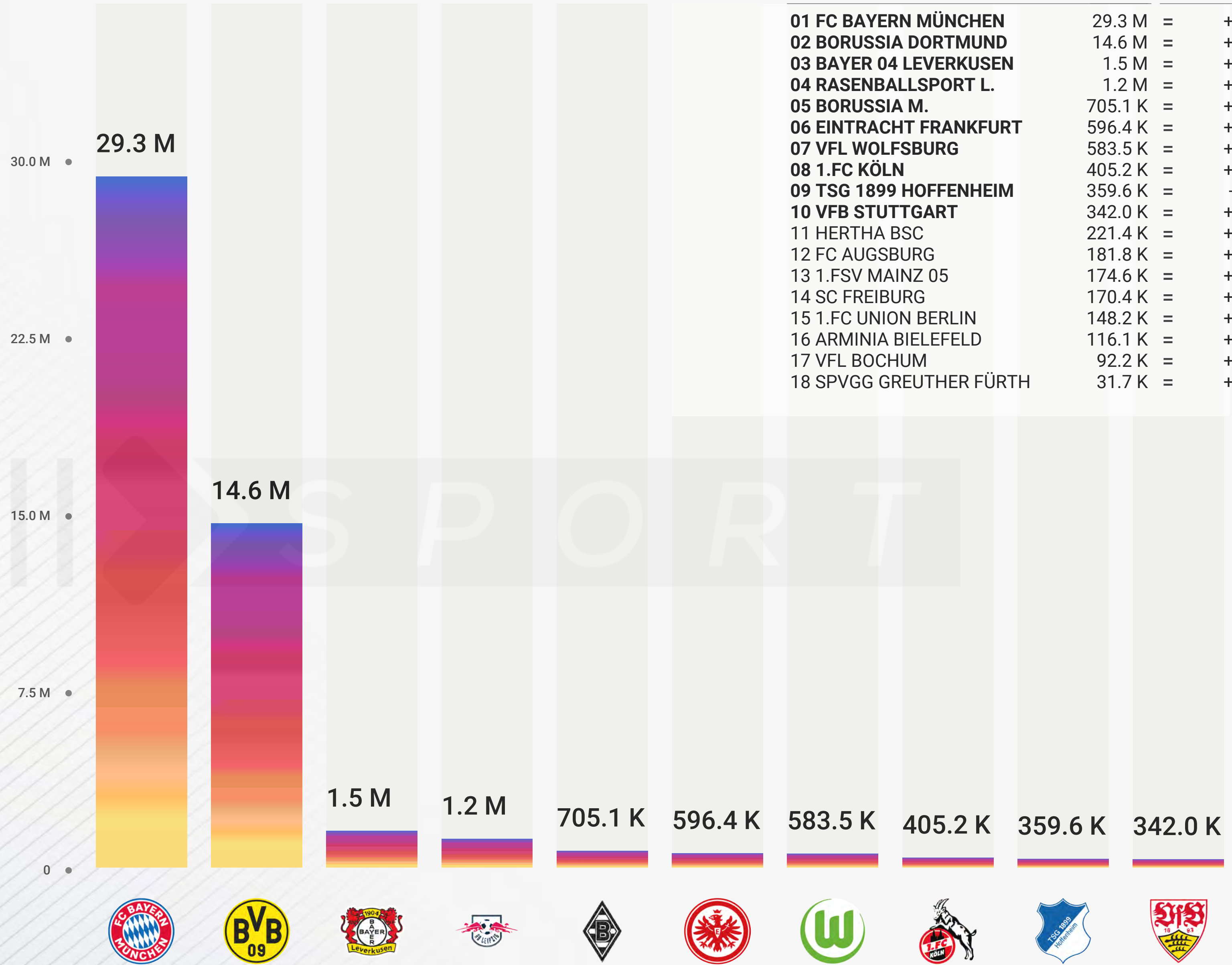
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 TOTAL FANBASE
50.7 M


 BUNDESLIGA

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



CLUBS	FANS	% VAR*
01 FC BAYERN MÜNCHEN	29.3 M =	+1.51
02 BORUSSIA DORTMUND	14.6 M =	+1.82
03 BAYER 04 LEVERKUSEN	1.5 M =	+2.95
04 RASENBALLSPORT L.	1.2 M =	+1.78
05 BORUSSIA M.	705.1 K =	+1.75
06 EINTRACHT FRANKFURT	596.4 K =	+0.38
07 VFL WOLFSBURG	583.5 K =	+2.40
08 1.FC KÖLN	405.2 K =	+1.08
09 TSG 1899 HOFFENHEIM	359.6 K =	-0.54
10 VFB STUTTGART	342.0 K =	+1.79
11 HERTHA BSC	221.4 K =	+0.63
12 FC AUGSBURG	181.8 K =	+0.56
13 1.FSV MAINZ 05	174.6 K =	+0.57
14 SC FREIBURG	170.4 K =	+2.88
15 1.FC UNION BERLIN	148.2 K =	+1.29
16 ARMINIA BIELEFELD	116.1 K =	+0.71
17 VFL BOCHUM	92.2 K =	+2.17
18 SPVGG GREUTHER FÜRTH	31.7 K =	+1.44

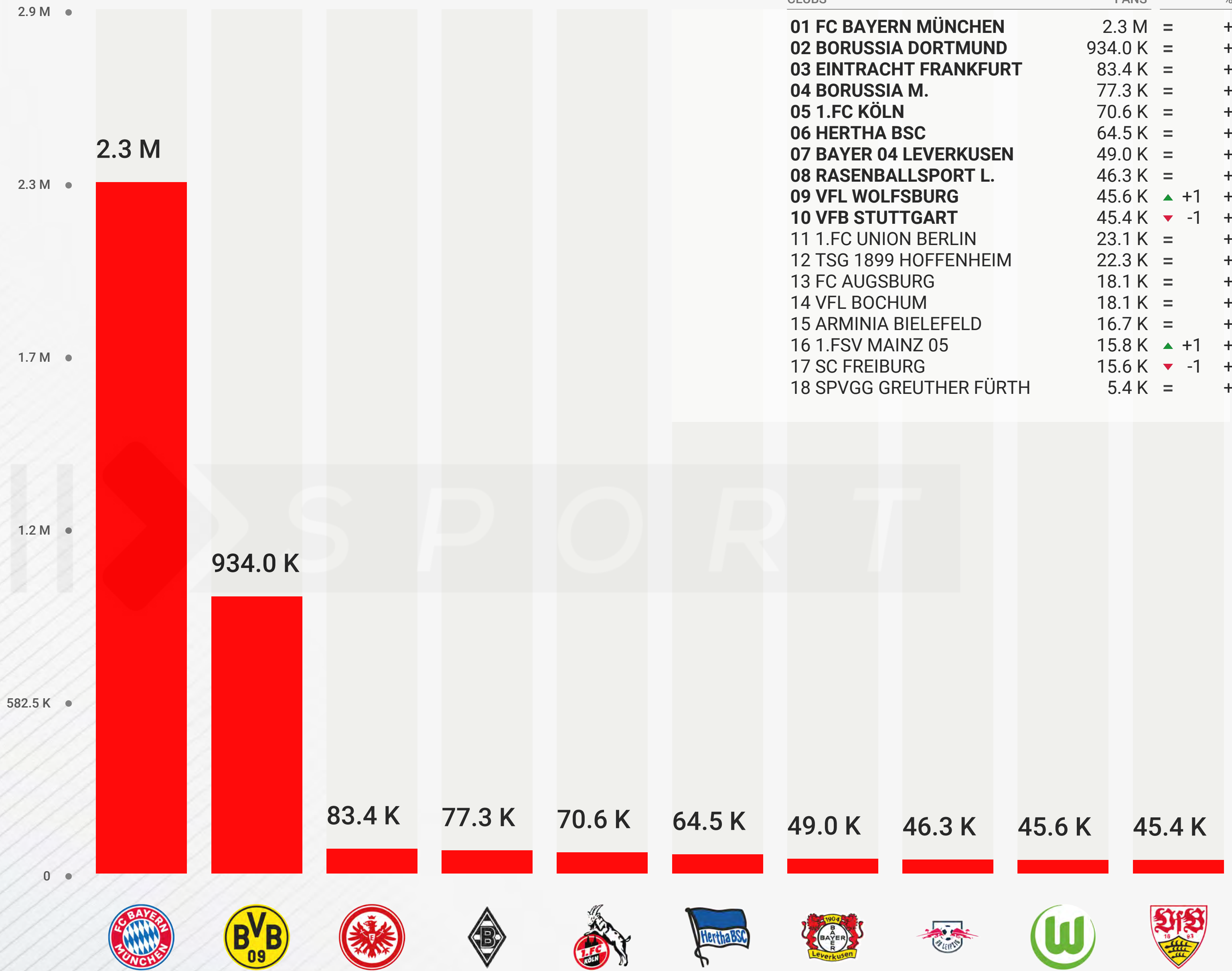
*[from October 04, 2021 to November 02, 2021]




TOTAL FANBASE
3.9 M

BUNDESLIGA

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



*[from October 04, 2021 to November 02, 2021]

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







 TOTAL FANBASE
148.0 M

BUNDESLIGA

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



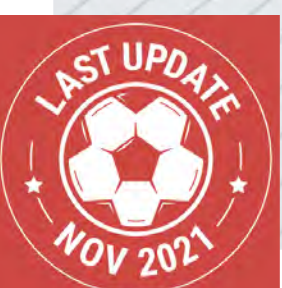
CLUBS	FANS	% VAR*
01 FC BAYERN MÜNCHEN	90.6 M =	+0.64
02 BORUSSIA DORTMUND	34.6 M =	+0.83
03 BAYER 04 LEVERKUSEN	4.8 M =	+1.13
04 BORUSSIA M.	2.5 M =	+1.26
05 VFL WOLFSBURG	2.4 M =	+0.99
06 EINTRACHT FRANKFURT	2.1 M =	+0.37
07 RASENBALLSPORT L.	2.1 M =	+1.37
08 1.FC KÖLN	1.9 M =	+0.67
09 VFB STUTT GART	1.5 M =	+0.57
10 HERTHA BSC	1.0 M =	+0.16
11 TSG 1899 HOFFENHEIM	907.1 K =	-0.08
12 1.FSV MAINZ 05	806.0 K =	+0.21
13 SC FREIBURG	723.9 K =	+1.05
14 FC AUGSBURG	657.3 K =	+0.23
15 1.FC UNION BERLIN	497.8 K =	+0.81
16 VFL BOCHUM	352.5 K =	+1.19
17 ARMINIA BIELEFELD	330.7 K =	+0.39
18 SPVGG GREUTHER FÜRTH	156.7 K =	+0.39

*[from October 04, 2021 to November 02, 2021]

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 **GERMANY Brands**





 TOTAL FANBASE
148.0 M

BUNDESLIGA

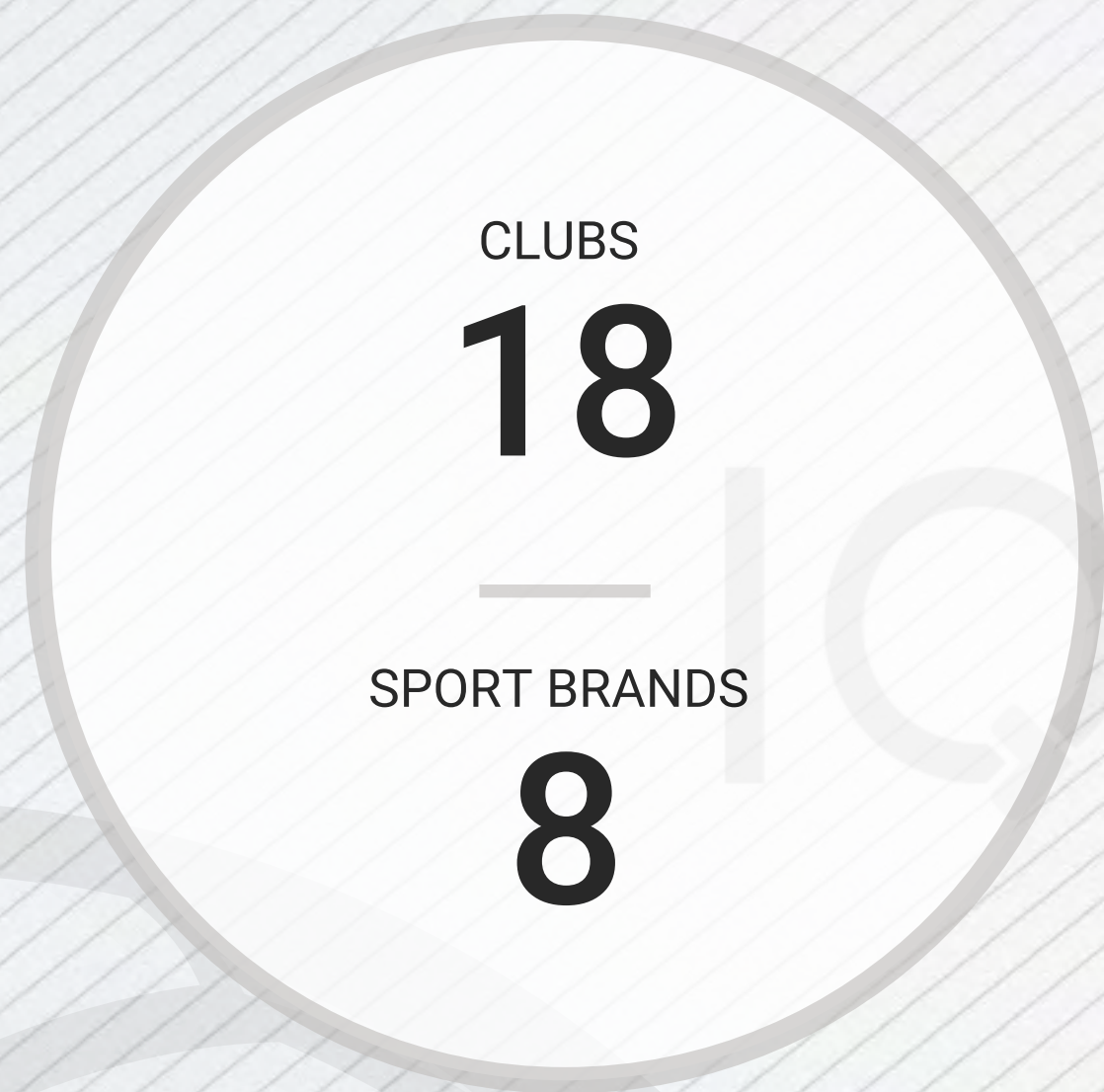
Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 18 sponsored 1. Bundesliga football clubs.



*[from October 04, 2021 to November 02, 2021]



 **GERMANY Brands**



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



*[from October 04, 2021 to November 02, 2021]

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 **GERMANY Grown Up**



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



*[from October 04, 2021 to November 02, 2021]

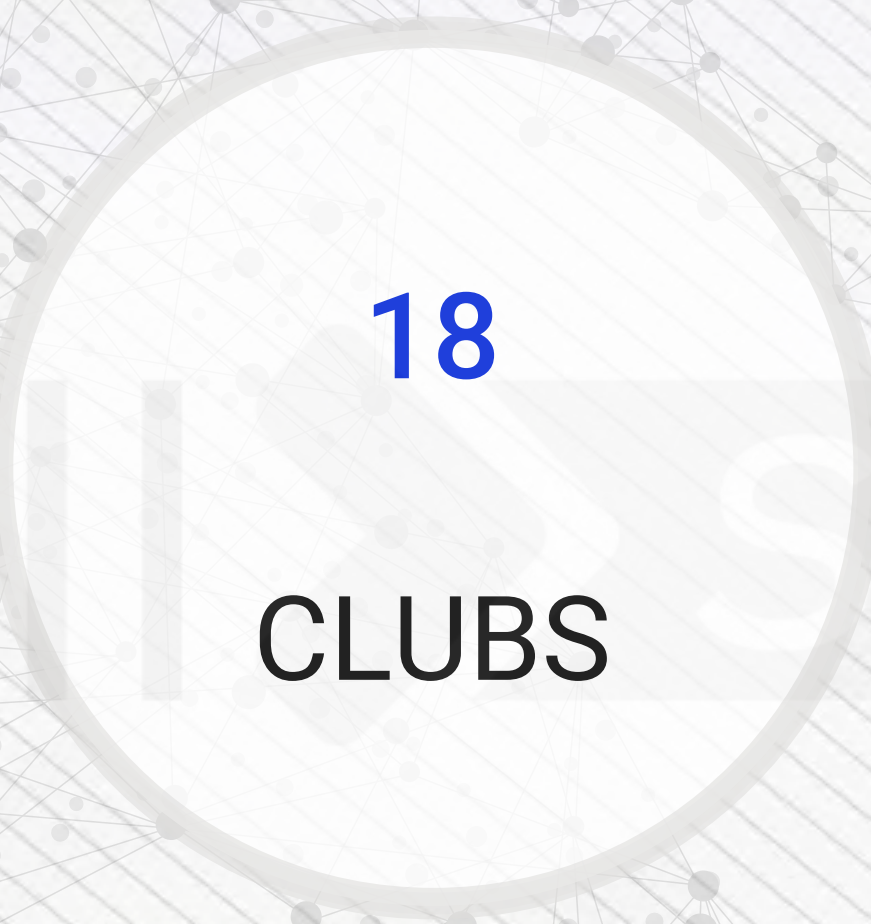
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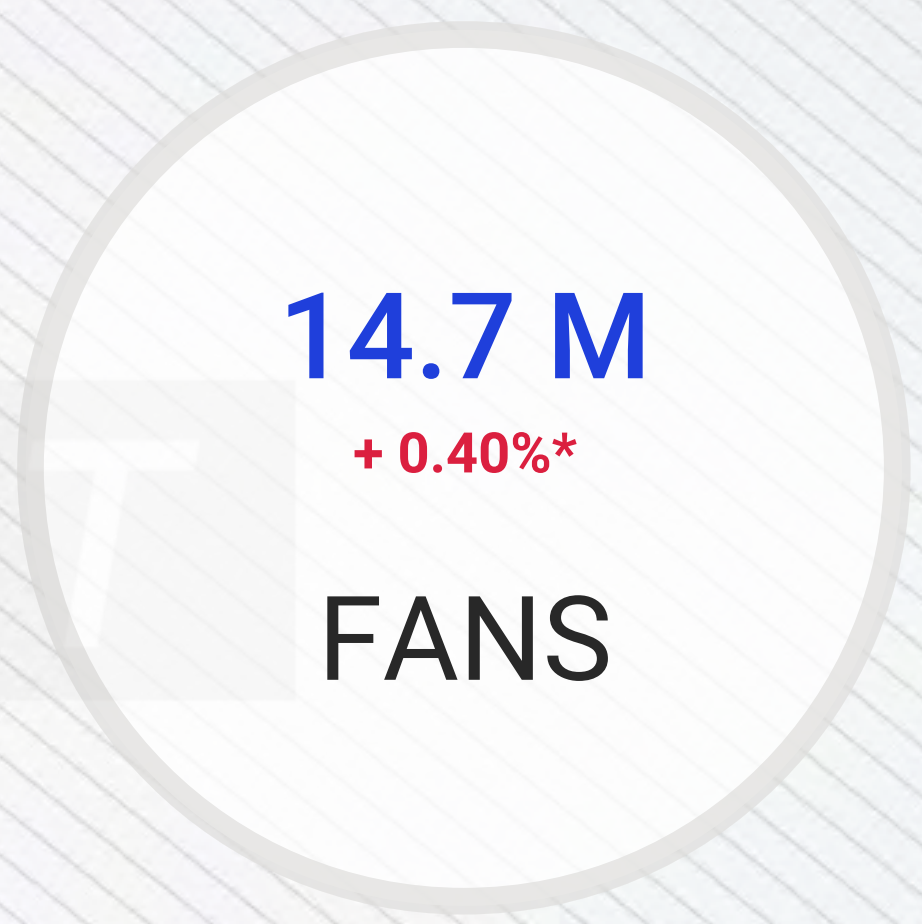
GERMANY Snapshot / Second Division



Total 2.Bundesliga football clubs analysed.



Total 2.Bundesliga Sport Brands on jerseys analysed.



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

*[from October 04, 2021 to November 02, 2021]

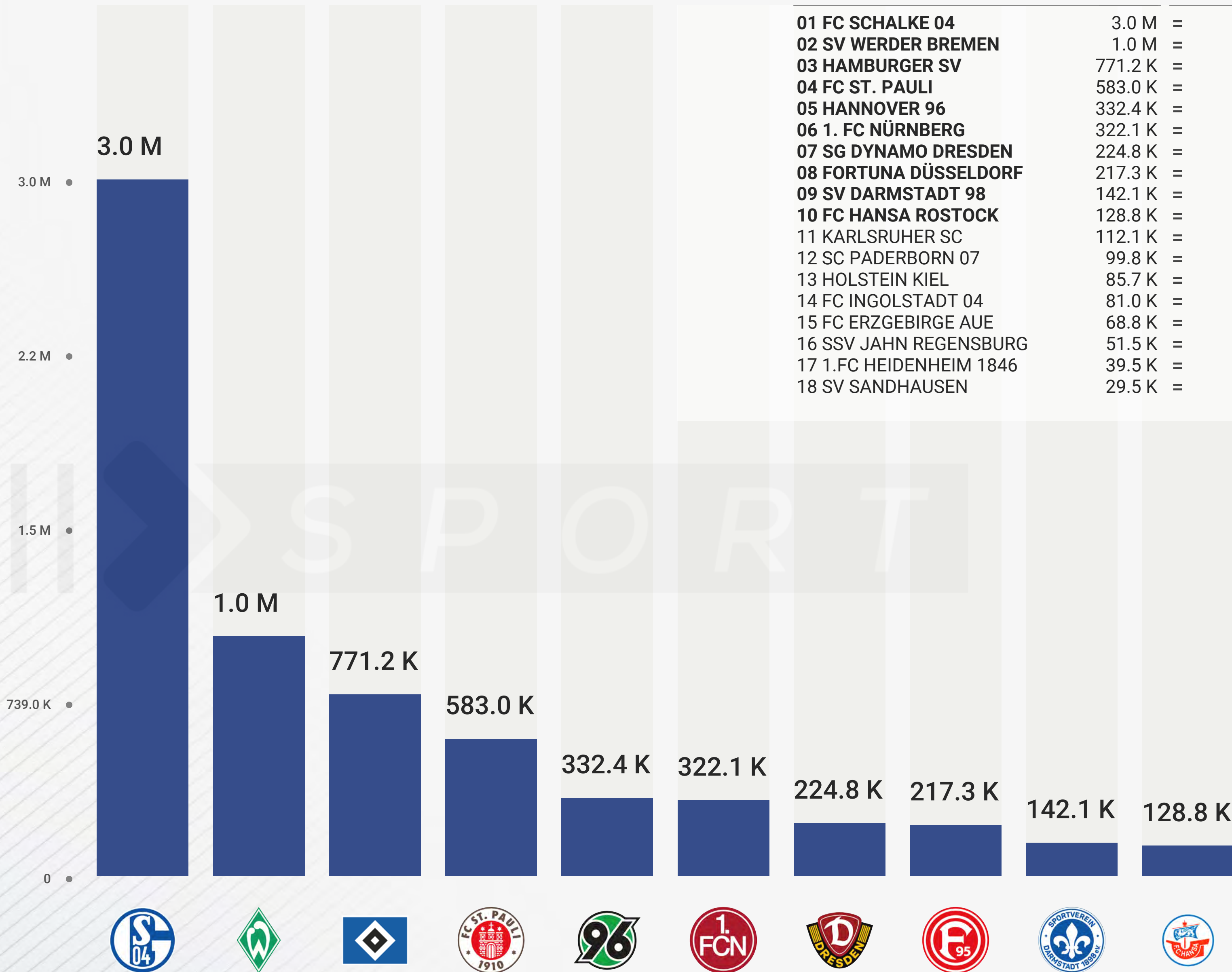


f
TOTAL FANBASE
7.3 M



BUNDESLIGA

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



CLUBS	FANS	% VAR*
01 FC SCHALKE 04	3.0 M	= +0.04
02 SV WERDER BREMEN	1.0 M	= -0.07
03 HAMBURGER SV	771.2 K	= -0.04
04 FC ST. PAULI	583.0 K	= +5.90
05 HANNOVER 96	332.4 K	= -0.11
06 1. FC NÜRNBERG	322.1 K	= -0.08
07 SG DYNAMO DRESDEN	224.8 K	= -0.05
08 FORTUNA DÜSSELDORF	217.3 K	= -0.07
09 SV DARMSTADT 98	142.1 K	= -0.16
10 FC HANSA ROSTOCK	128.8 K	= +0.15
11 KARLSRUHER SC	112.1 K	= +0.04
12 SC PADERBORN 07	99.8 K	= -0.06
13 HOLSTEIN KIEL	85.7 K	= -0.17
14 FC INGOLSTADT 04	81.0 K	= -0.11
15 FC ERZGEBIRGE AUE	68.8 K	= +0.22
16 SSV JAHN REGENSBURG	51.5 K	= -0.15
17 1.FC HEIDENHEIM 1846	39.5 K	= +0.07
18 SV SANDHAUSEN	29.5 K	= +0.32

*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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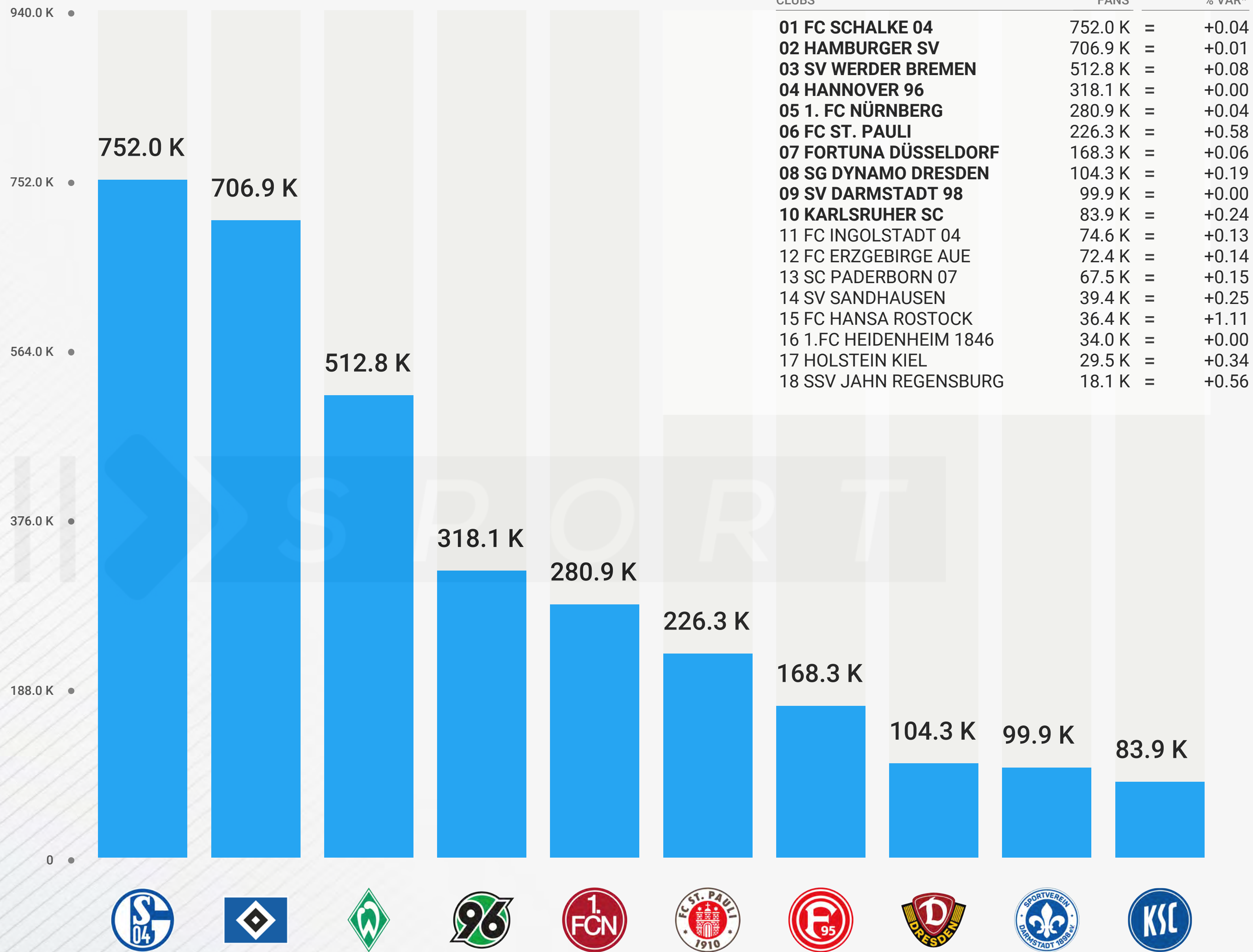
FB data refers to Likes, not Followers.



TOTAL FANBASE
3.6 M


BUNDESLIGA

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



*[from October 04, 2021 to November 02, 2021]

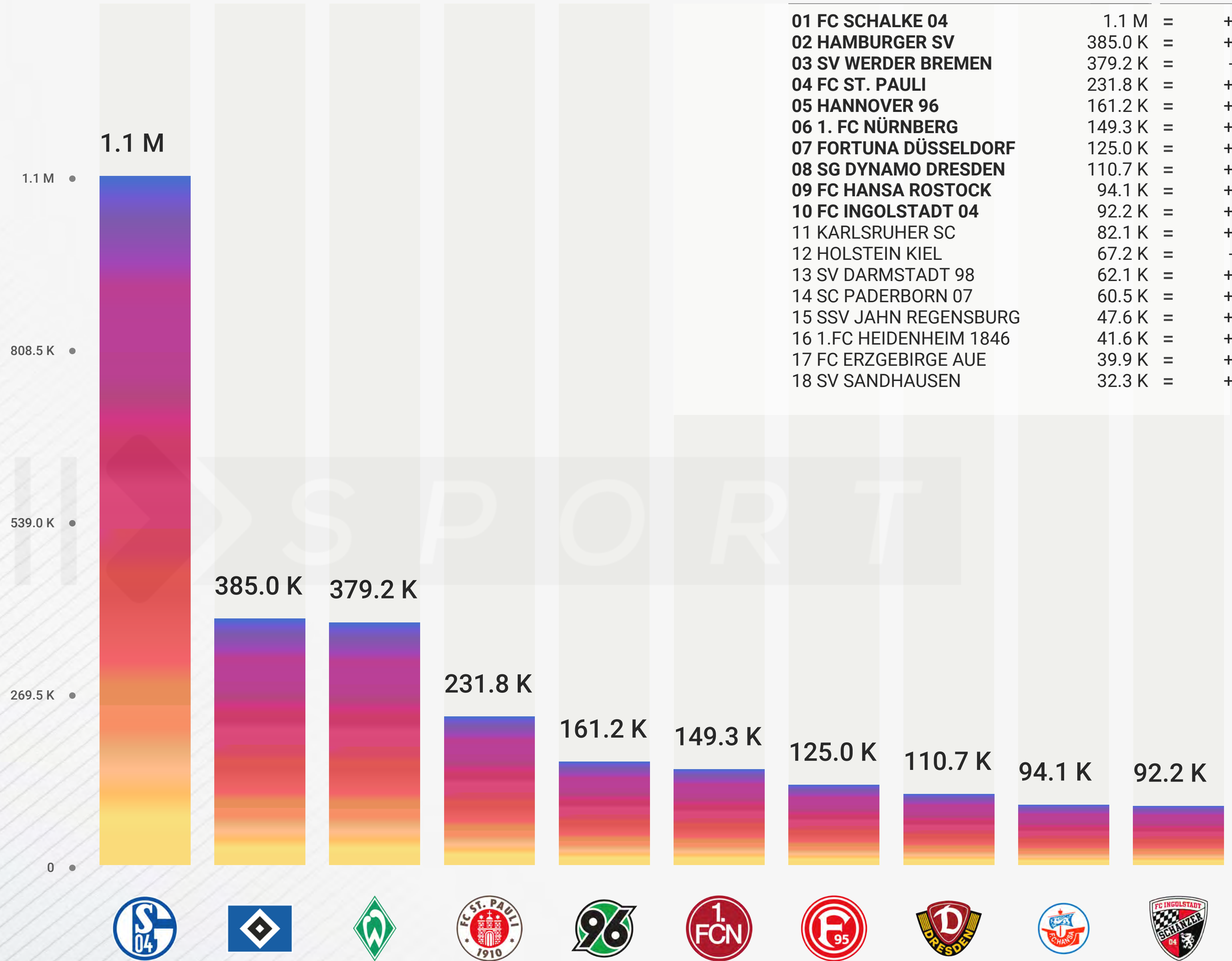


 GERMANY Instagram


TOTAL FANBASE
3.2 M


BUNDESLIGA

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



CLUBS	FANS	% VAR*
01 FC SCHALKE 04	1.1 M =	+0.80
02 HAMBURGER SV	385.0 K =	+0.52
03 SV WERDER BREMEN	379.2 K =	-0.27
04 FC ST. PAULI	231.8 K =	+1.79
05 HANNOVER 96	161.2 K =	+0.42
06 1. FC NÜRNBERG	149.3 K =	+0.33
07 FORTUNA DÜSSELDORF	125.0 K =	+0.37
08 SG DYNAMO DRESDEN	110.7 K =	+0.81
09 FC HANSA ROSTOCK	94.1 K =	+1.45
10 FC INGOLSTADT 04	92.2 K =	+0.43
11 KARLSRUHER SC	82.1 K =	+0.73
12 HOLSTEIN KIEL	67.2 K =	-0.10
13 SV DARMSTADT 98	62.1 K =	+0.91
14 SC PADERBORN 07	60.5 K =	+0.62
15 SSV JAHN REGENSBURG	47.6 K =	+0.94
16 1.FC HEIDENHEIM 1846	41.6 K =	+0.32
17 FC ERZGEBIRGE AUE	39.9 K =	+0.72
18 SV SANDHAUSEN	32.3 K =	+0.82

*[from October 04, 2021 to November 02, 2021]

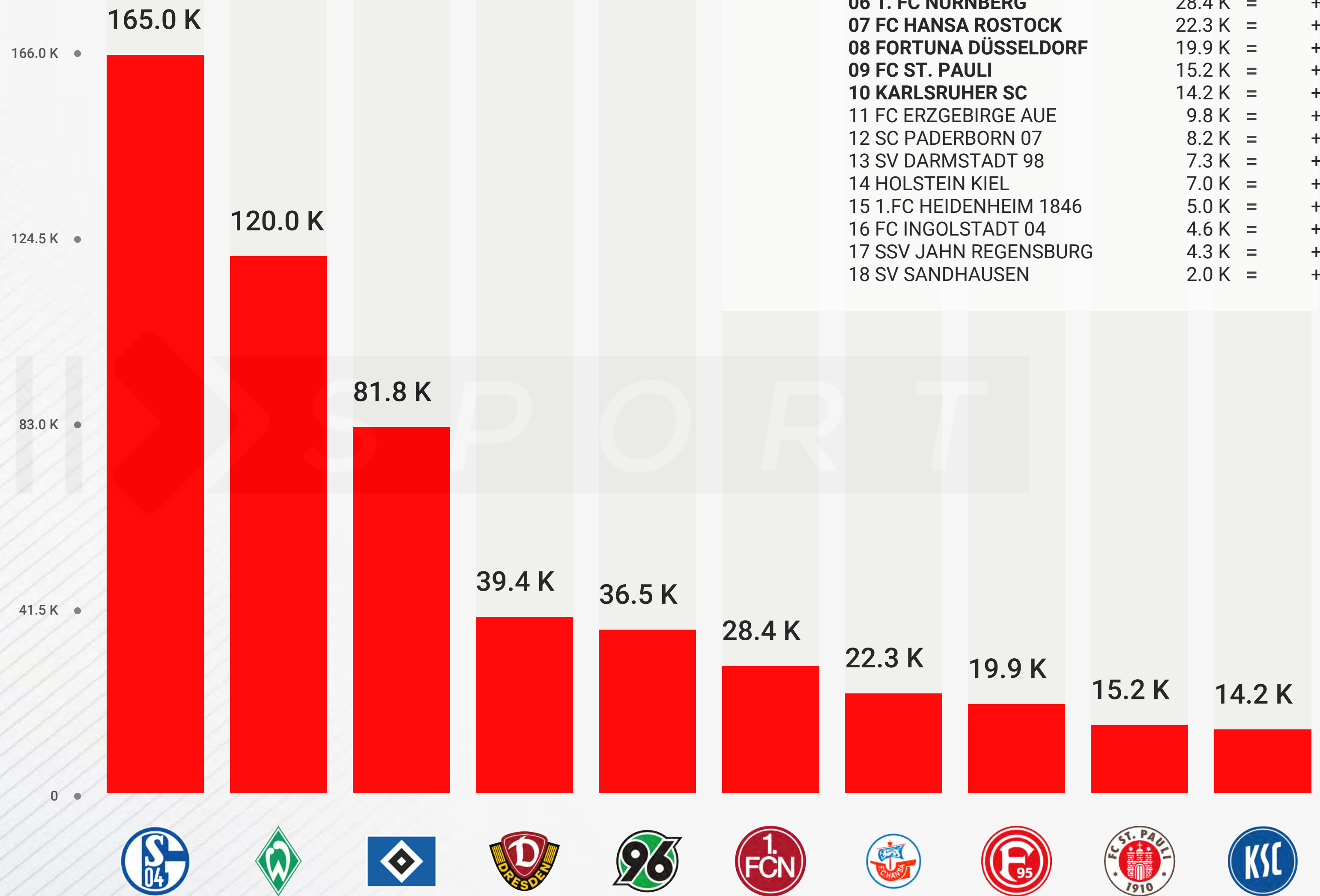
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TOTAL FANBASE
591 K


BUNDESLIGA

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



*[from October 04, 2021 to November 02, 2021]

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



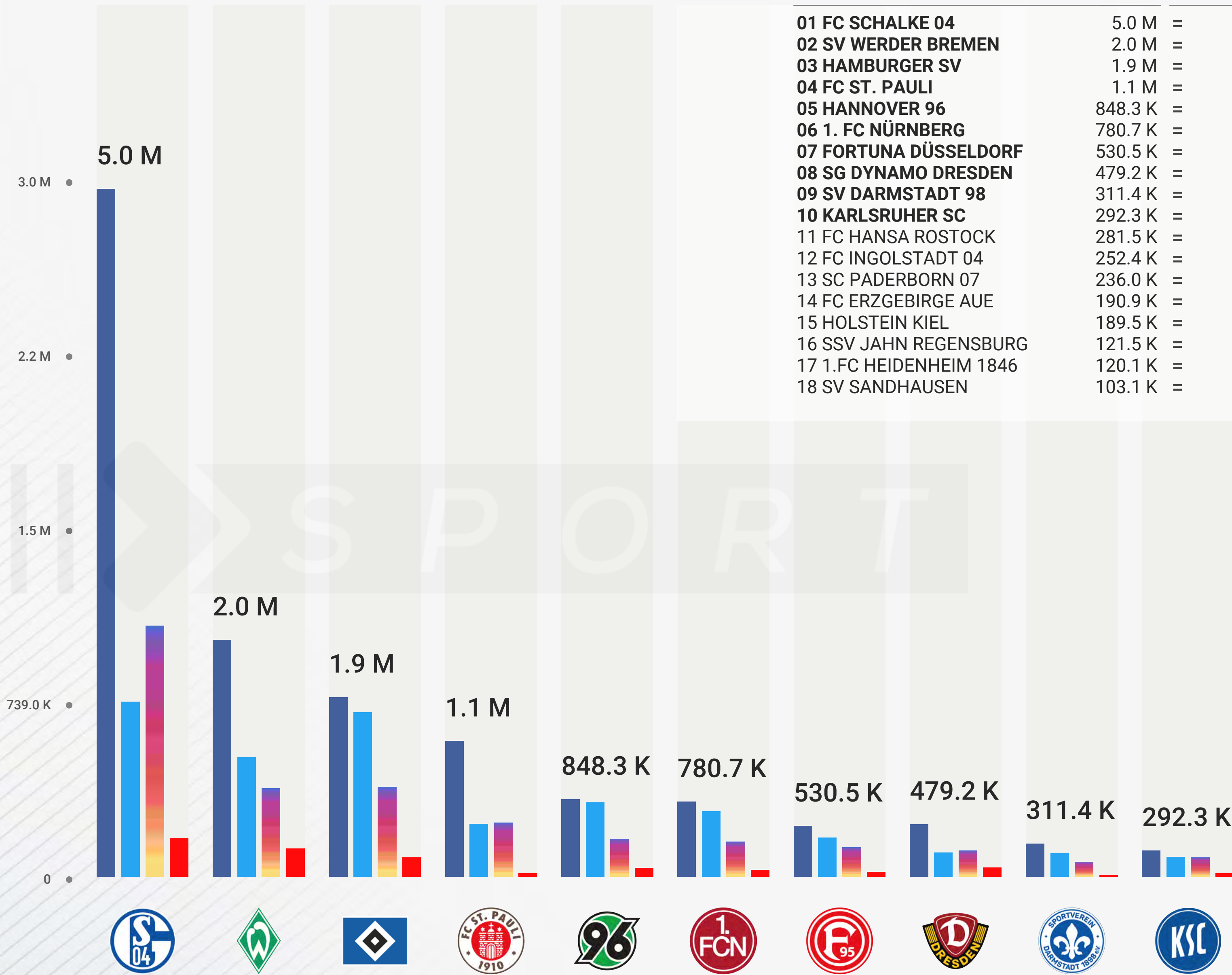





TOTAL FANBASE
14.7 M


BUNDESLIGA

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



CLUBS	FANS	% VAR*
01 FC SCHALKE 04	5.0 M	= +0.20
02 SV WERDER BREMEN	2.0 M	= -0.07
03 HAMBURGER SV	1.9 M	= +0.11
04 FC ST. PAULI	1.1 M	= +3.77
05 HANNOVER 96	848.3 K	= +0.05
06 1. FC NÜRNBERG	780.7 K	= +0.08
07 FORTUNA DÜSSELDORF	530.5 K	= +0.11
08 SG DYNAMO DRESDEN	479.2 K	= +0.23
09 SV DARMSTADT 98	311.4 K	= +0.15
10 KARLSRUHER SC	292.3 K	= +0.32
11 FC HANSA ROSTOCK	281.5 K	= +0.80
12 FC INGOLSTADT 04	252.4 K	= +0.18
13 SC PADERBORN 07	236.0 K	= +0.20
14 FC ERZGEBIRGE AUE	190.9 K	= +0.33
15 HOLSTEIN KIEL	189.5 K	= -0.03
16 SSV JAHN REGENSBURG	121.5 K	= +0.41
17 1.FC HEIDENHEIM 1846	120.1 K	= +0.14
18 SV SANDHAUSEN	103.1 K	= +0.46

*[from October 04, 2021 to November 02, 2021]

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 **GERMANY Brands**

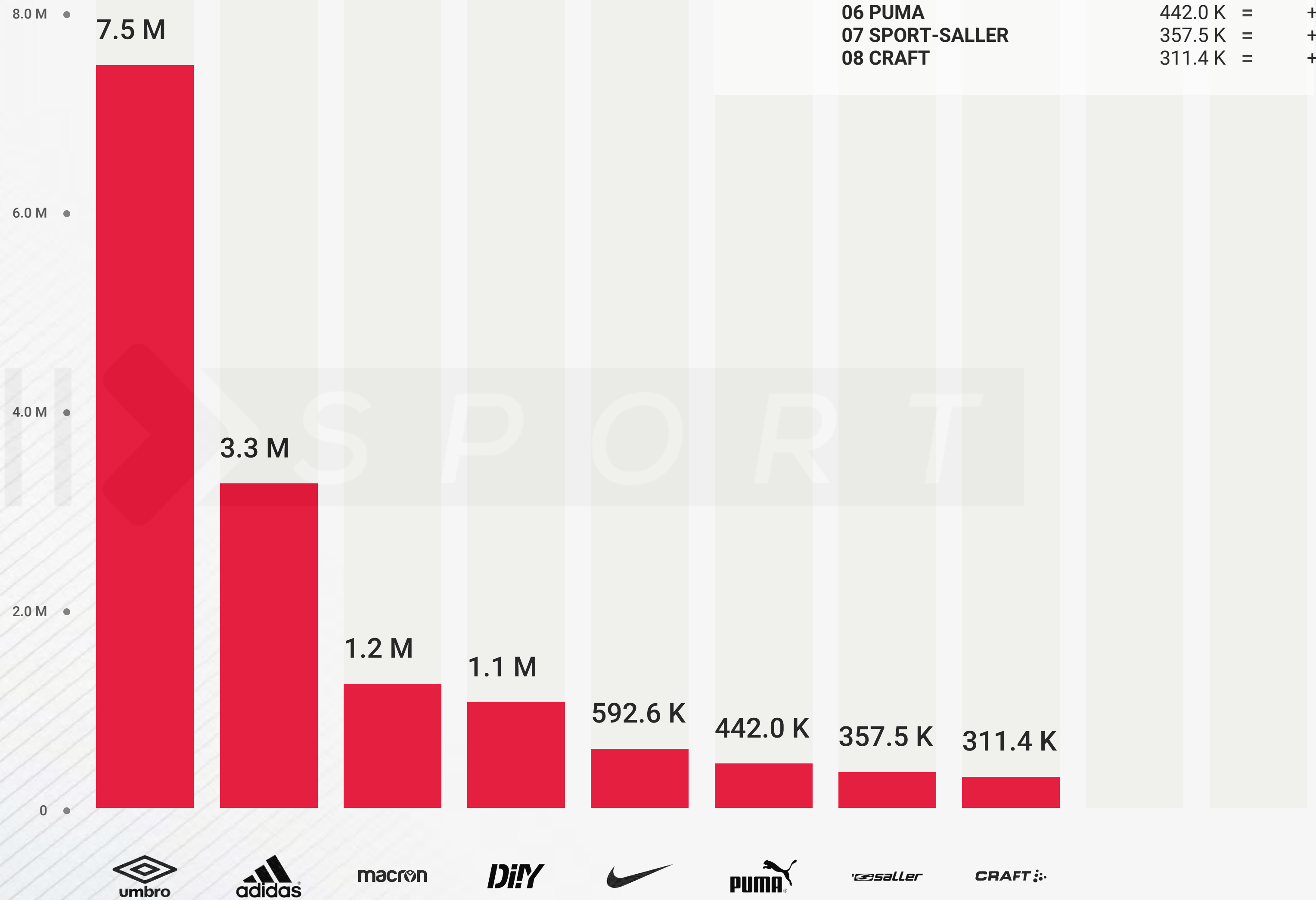





TOTAL FANBASE
14.7 M


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.



*[from October 04, 2021 to November 02, 2021]

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 **GERMANY Brands**



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



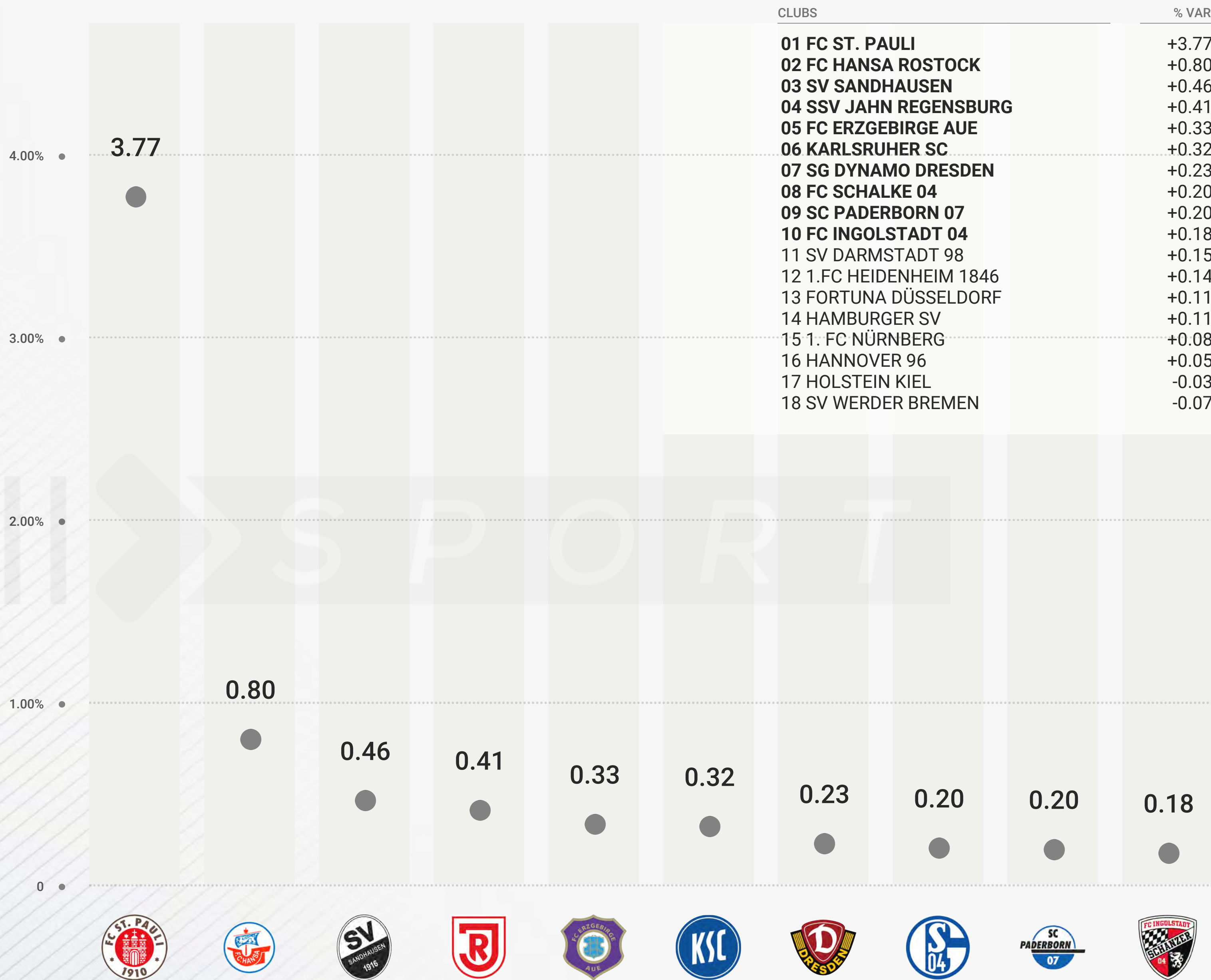
*[from October 04, 2021 to November 02, 2021]



 GERMANY Grown Up



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



*[from October 04, 2021 to November 02, 2021]

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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.

10
BRANDS

Total Serie A Sport Brands on jerseys analysed.

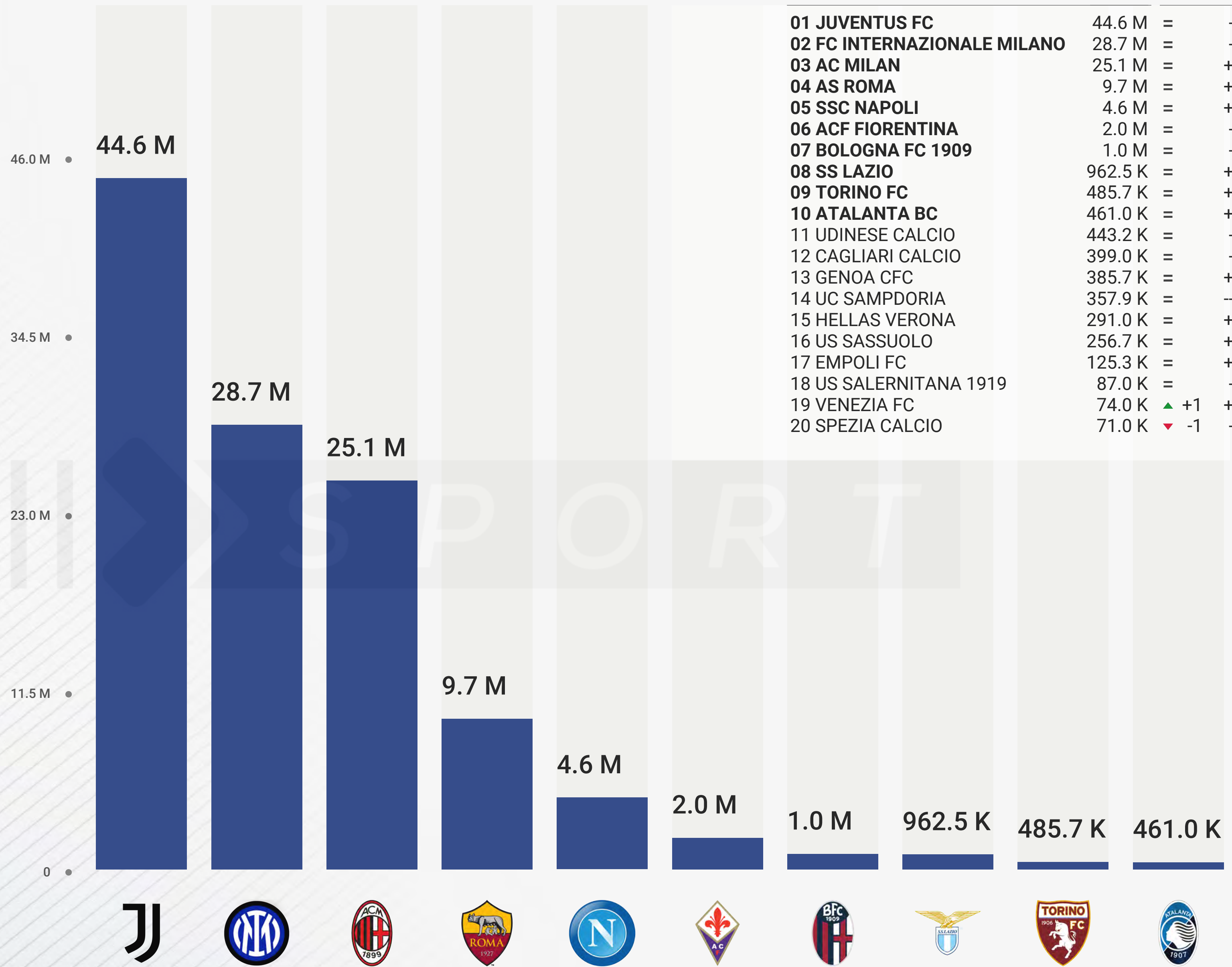
237.0 M
+ 0.37%*
FANS

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

*[from October 04, 2021 to November 02, 2021]



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



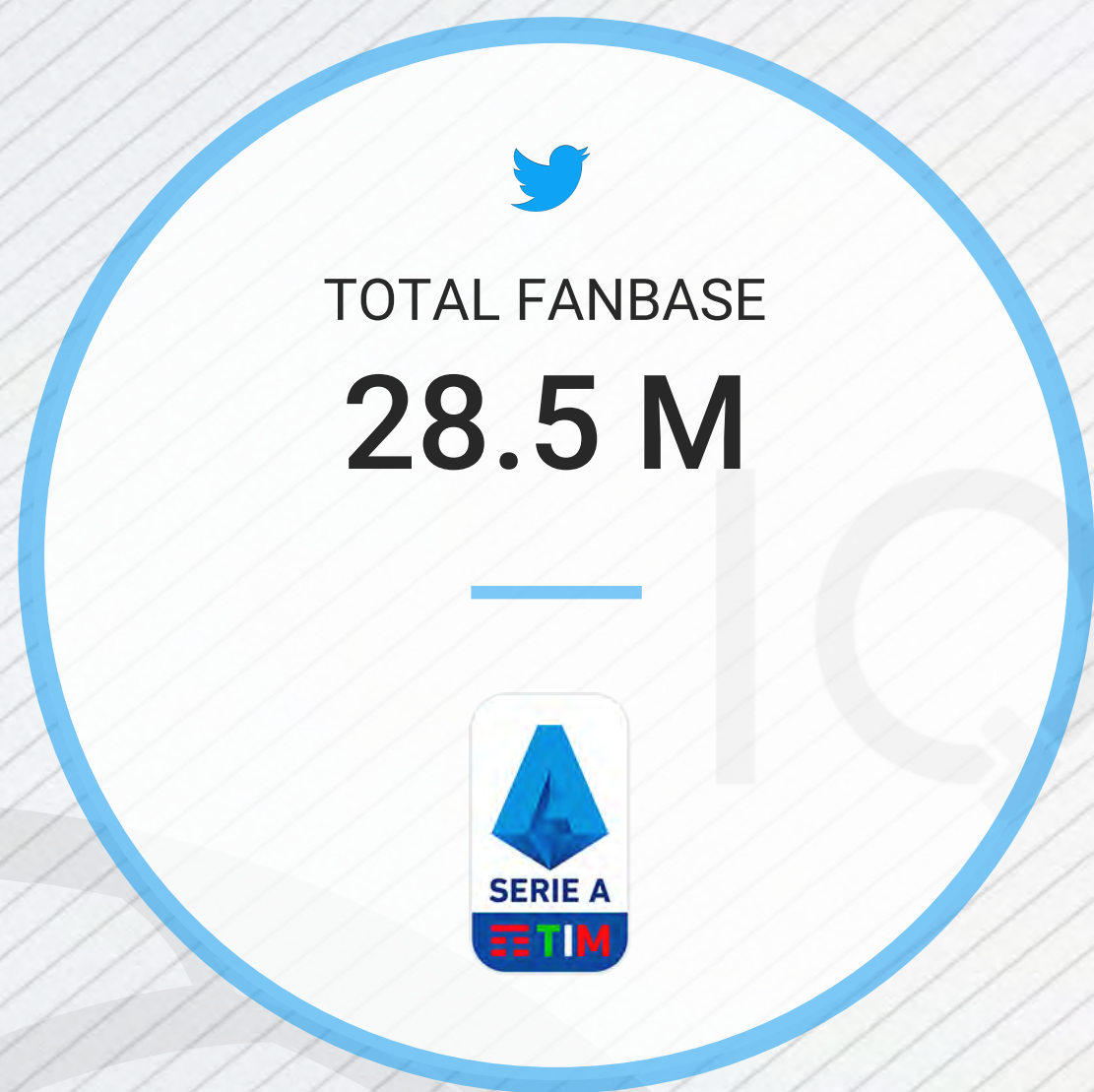
*[from October 04, 2021 to November 02, 2021]

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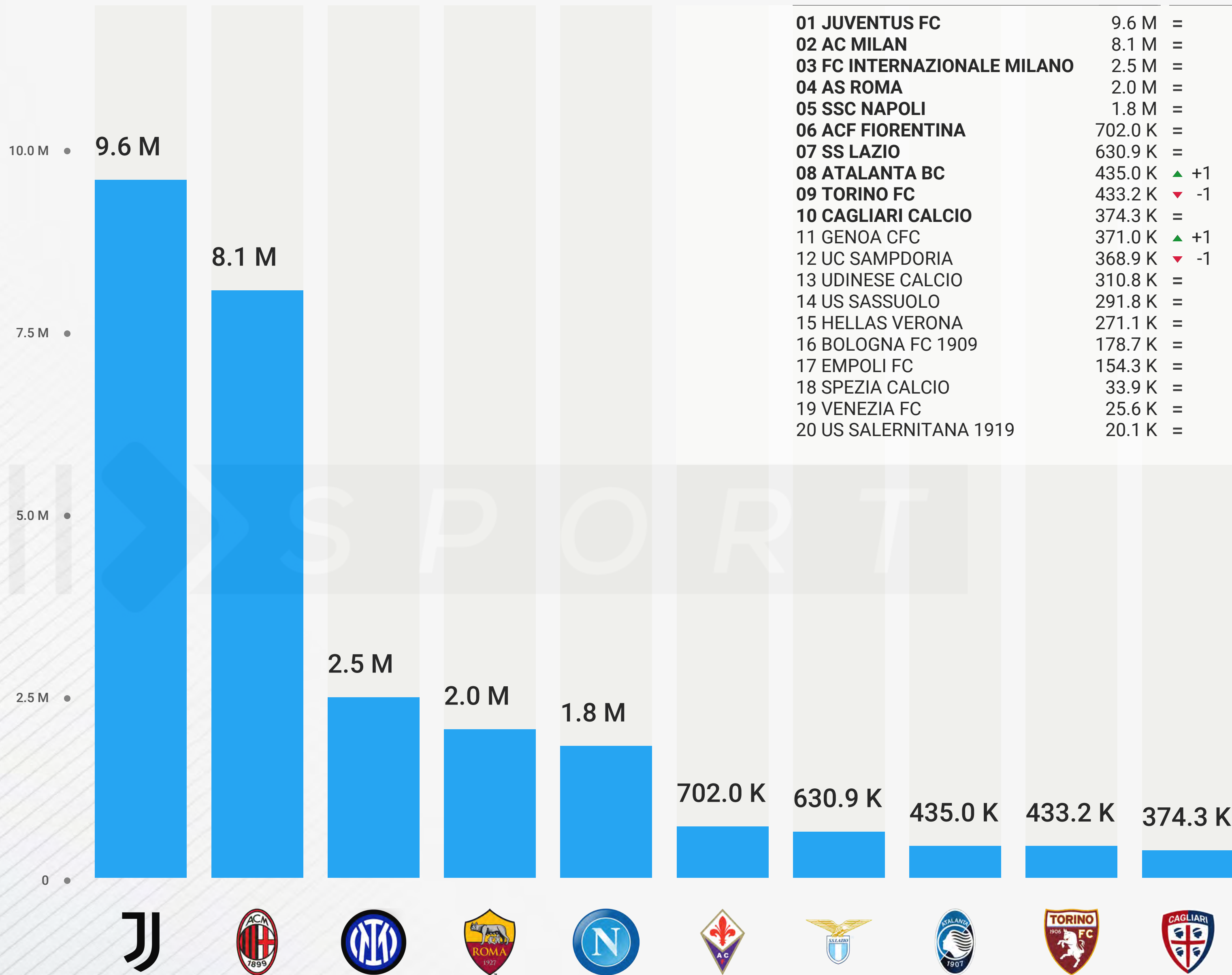
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FB data refers to Likes, not Followers.





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



*[from October 04, 2021 to November 02, 2021]


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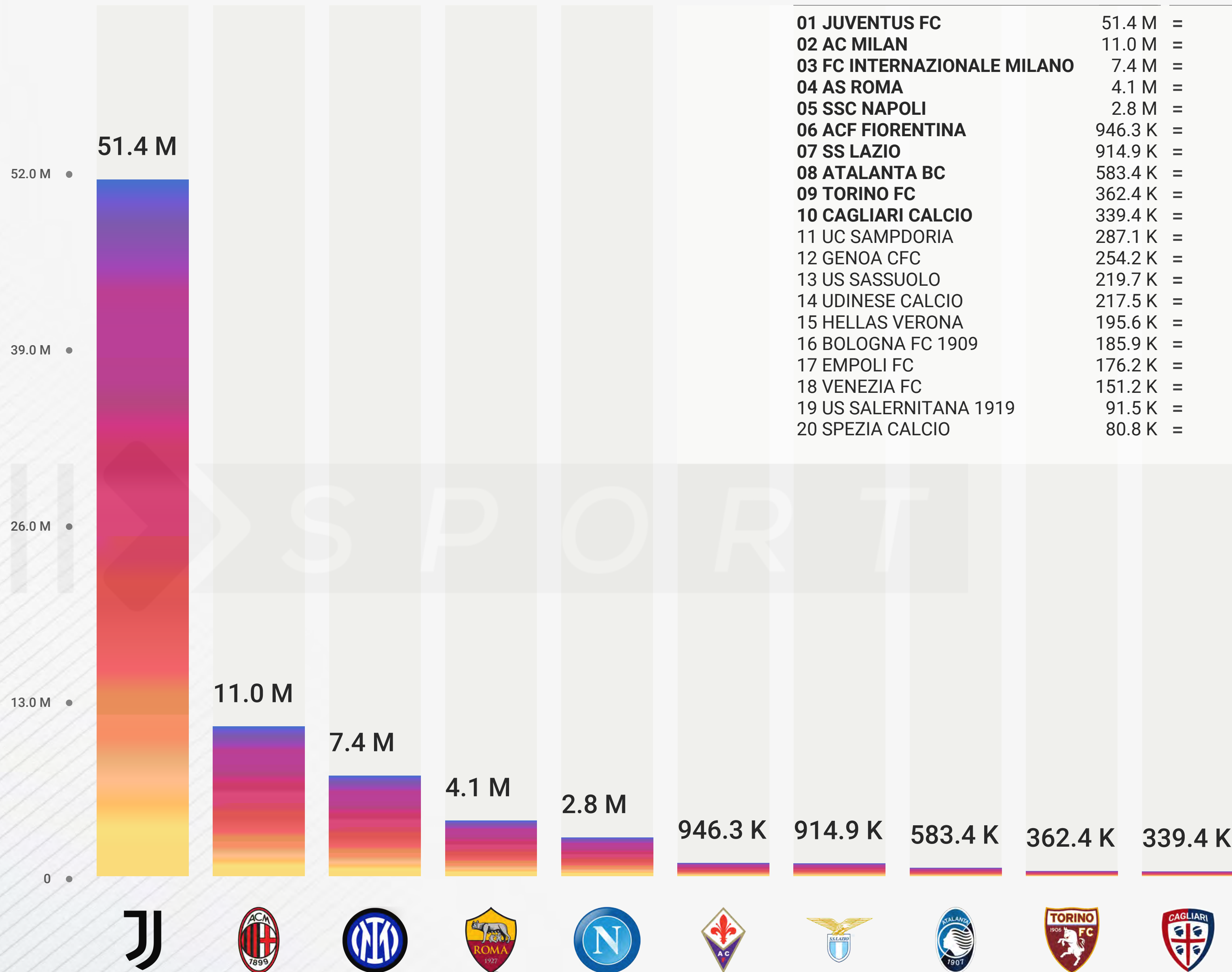


 TOTAL FANBASE

81.8 M





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



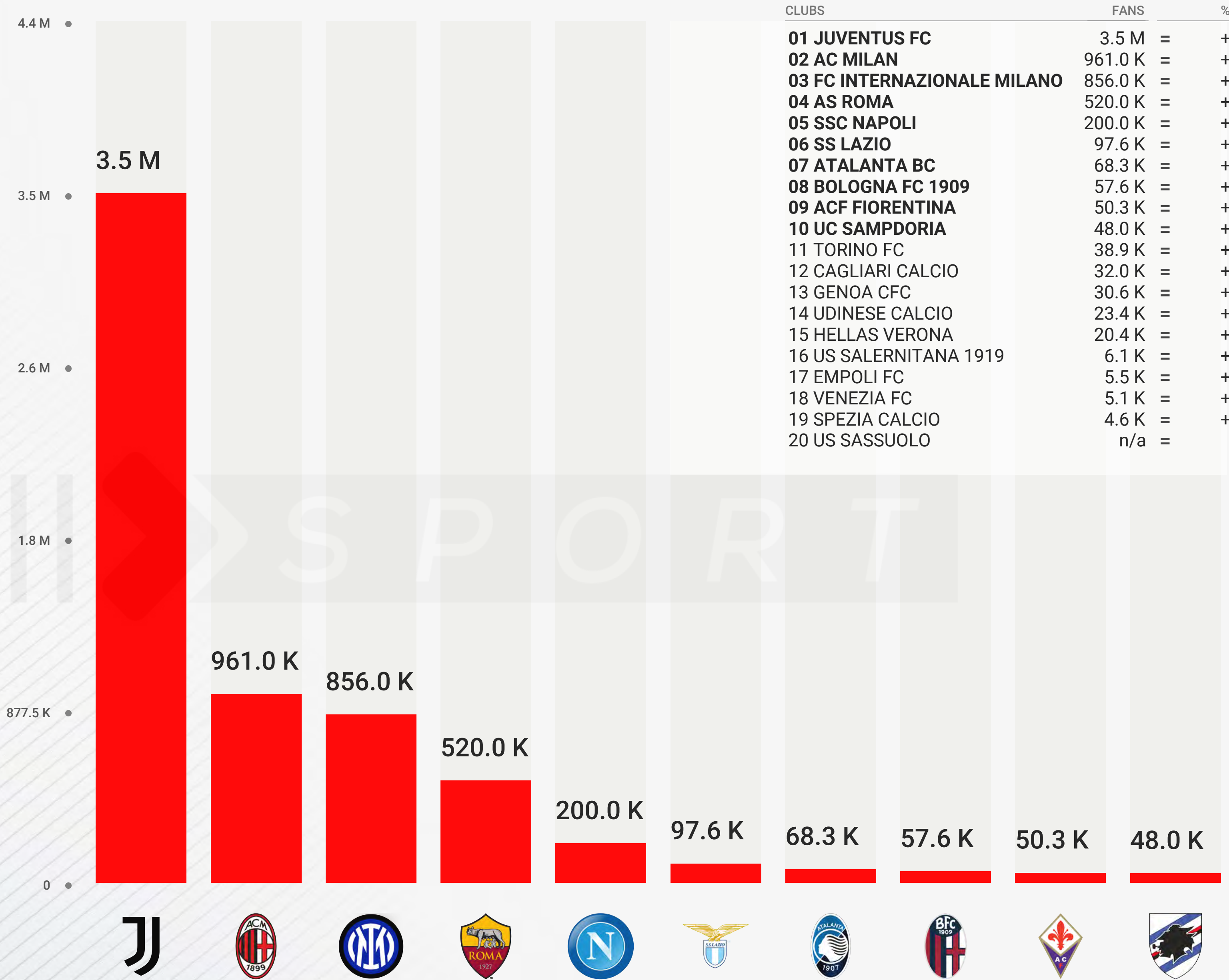
*[from October 04, 2021 to November 02, 2021]

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 TOTAL FANBASE
6.5 M


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



*[from October 04, 2021 to November 02, 2021]

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



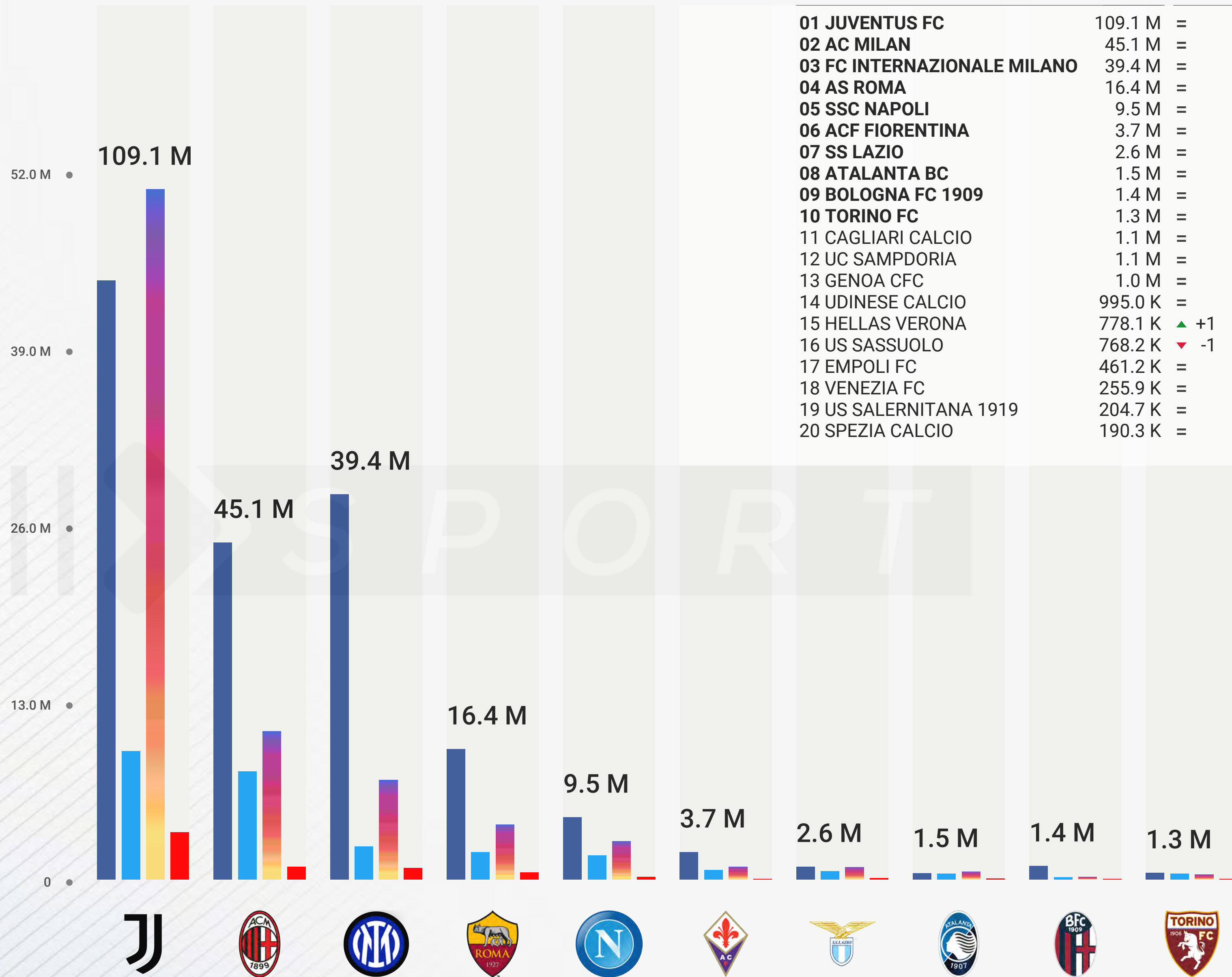





TOTAL FANBASE
237.0 M



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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ITALY Brands



TOTAL FANBASE
237.0 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.



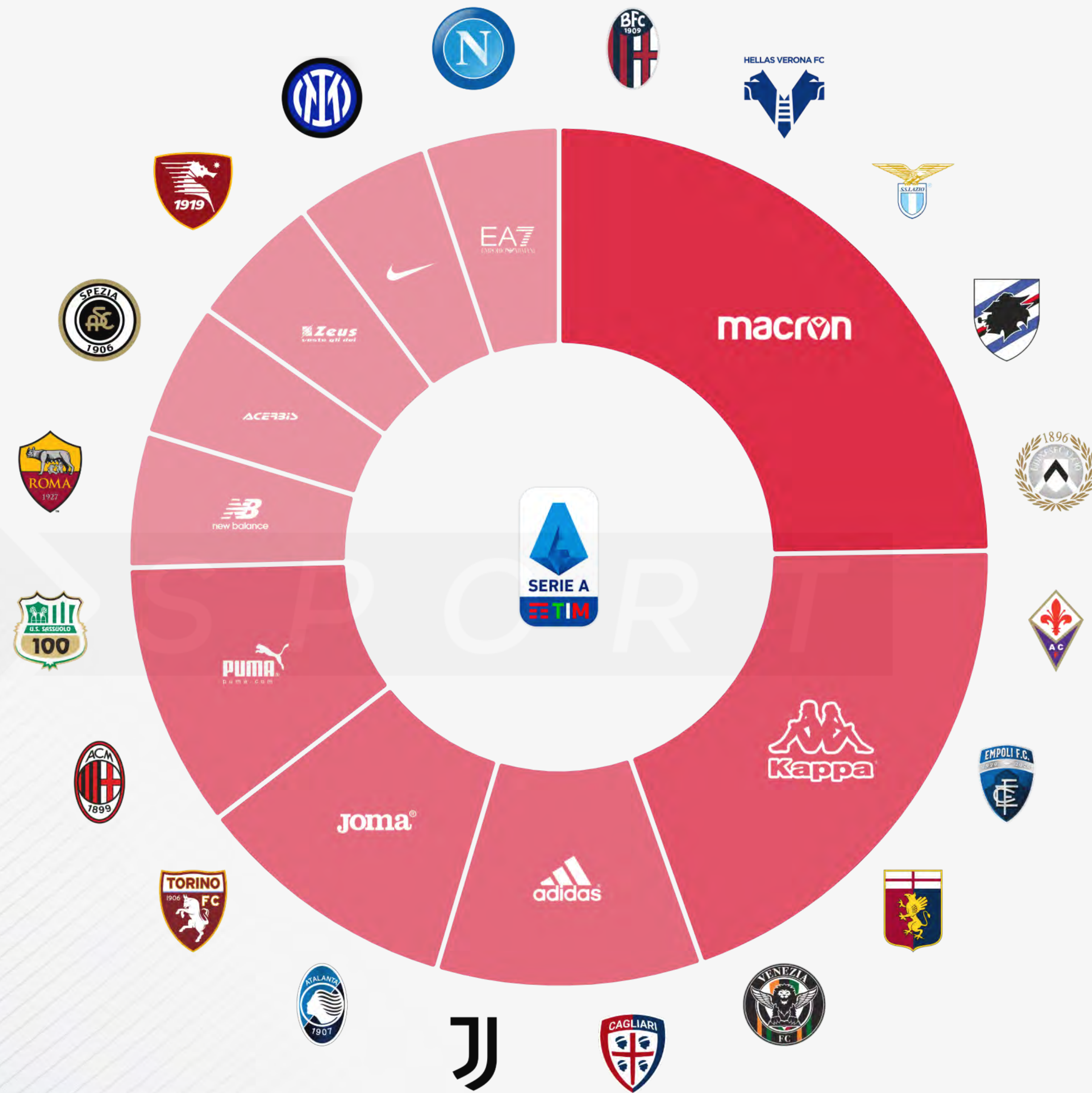
*[from October 04, 2021 to November 02, 2021]

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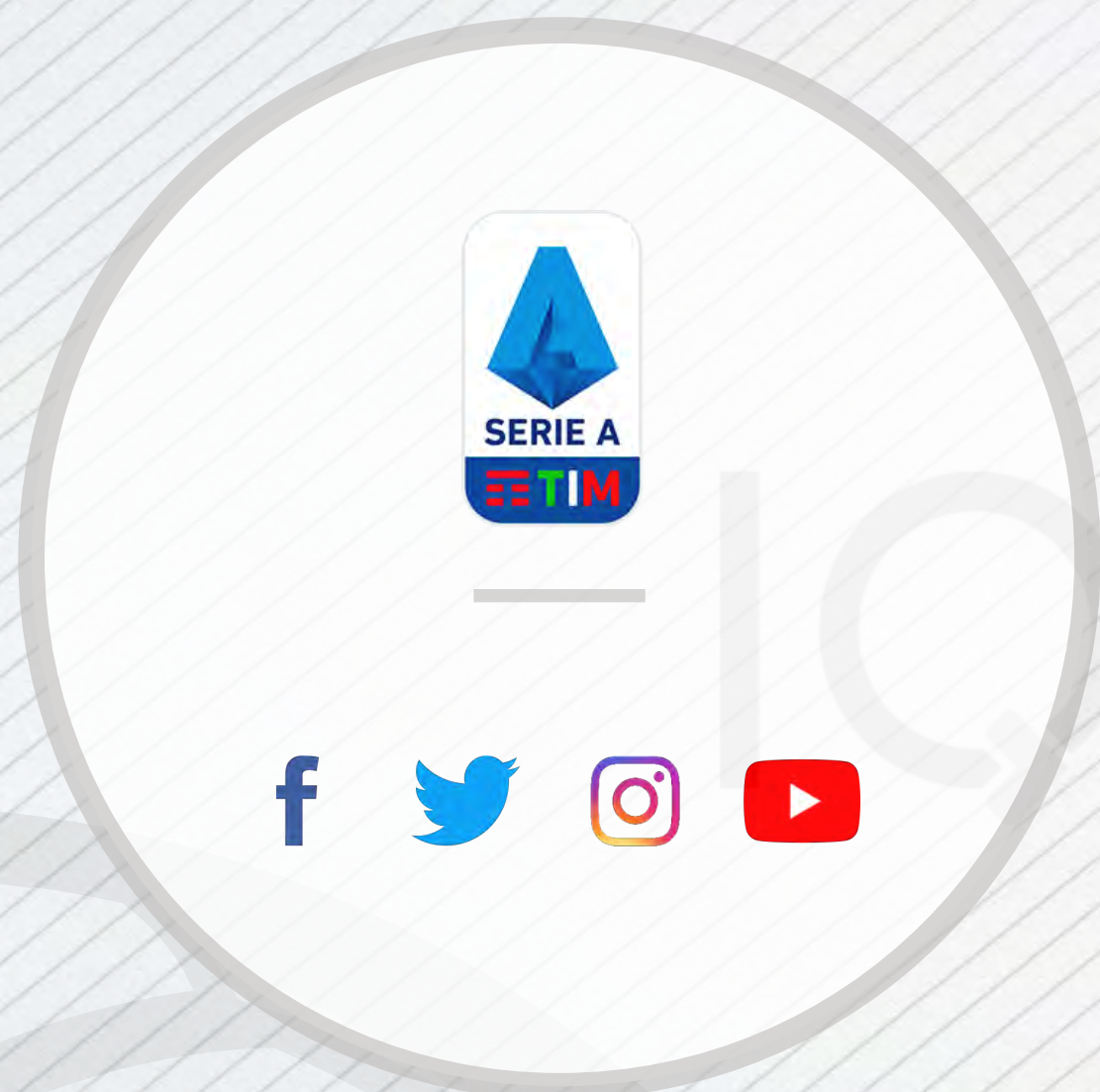
Sport Brands on jersey coverage in relation to the 20 sponsored Serie A football clubs.



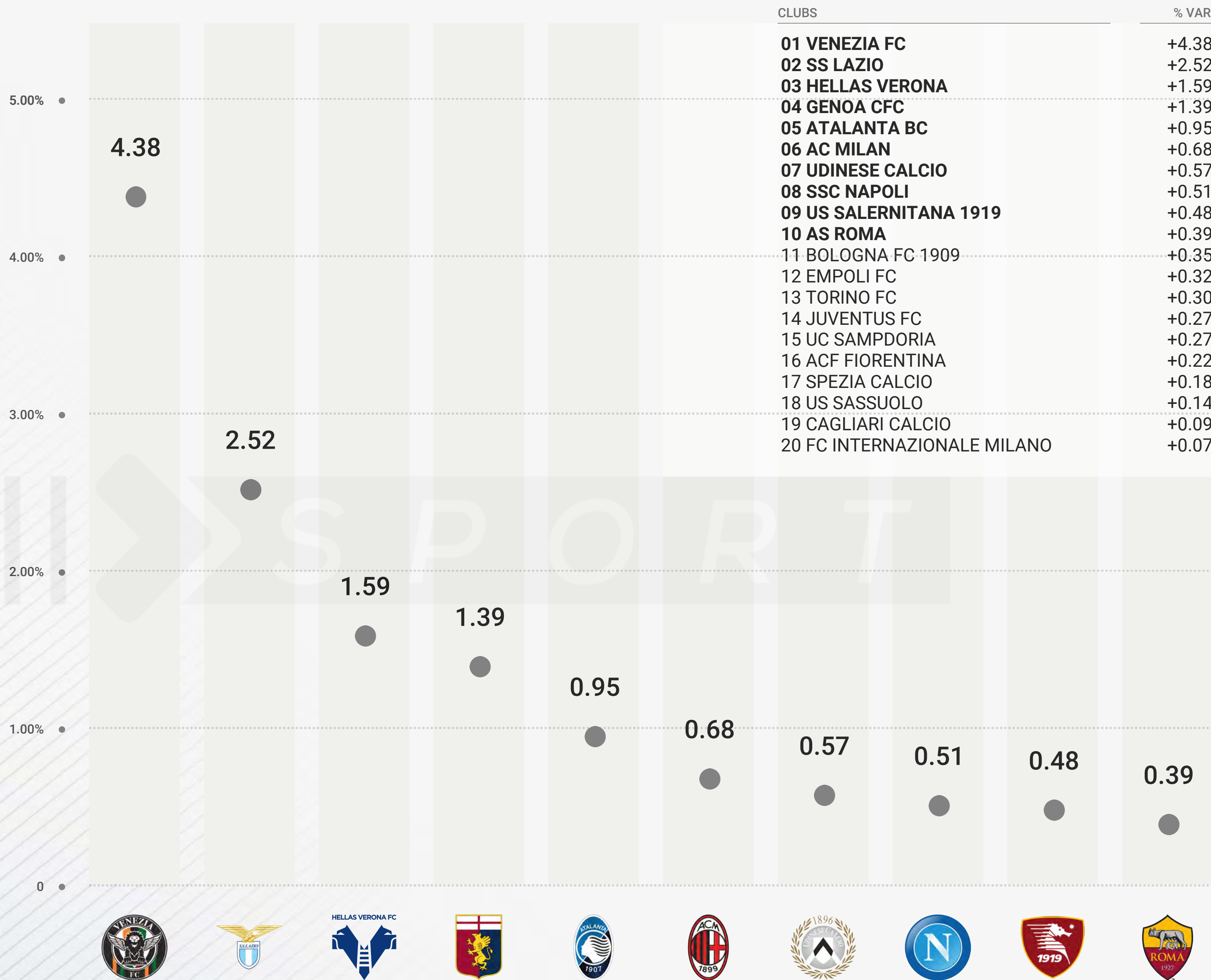
*[from October 04, 2021 to November 02, 2021]



ITALY Grown Up



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



*[from October 04, 2021 to November 02, 2021]

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ITALY Snapshot / Second Division



20

CLUBS

Total Lega B football clubs analysed.

13

BRANDS

Total Lega B Sport Brands on jerseys analysed.

3.6 M

+ 0.55%*

FANS

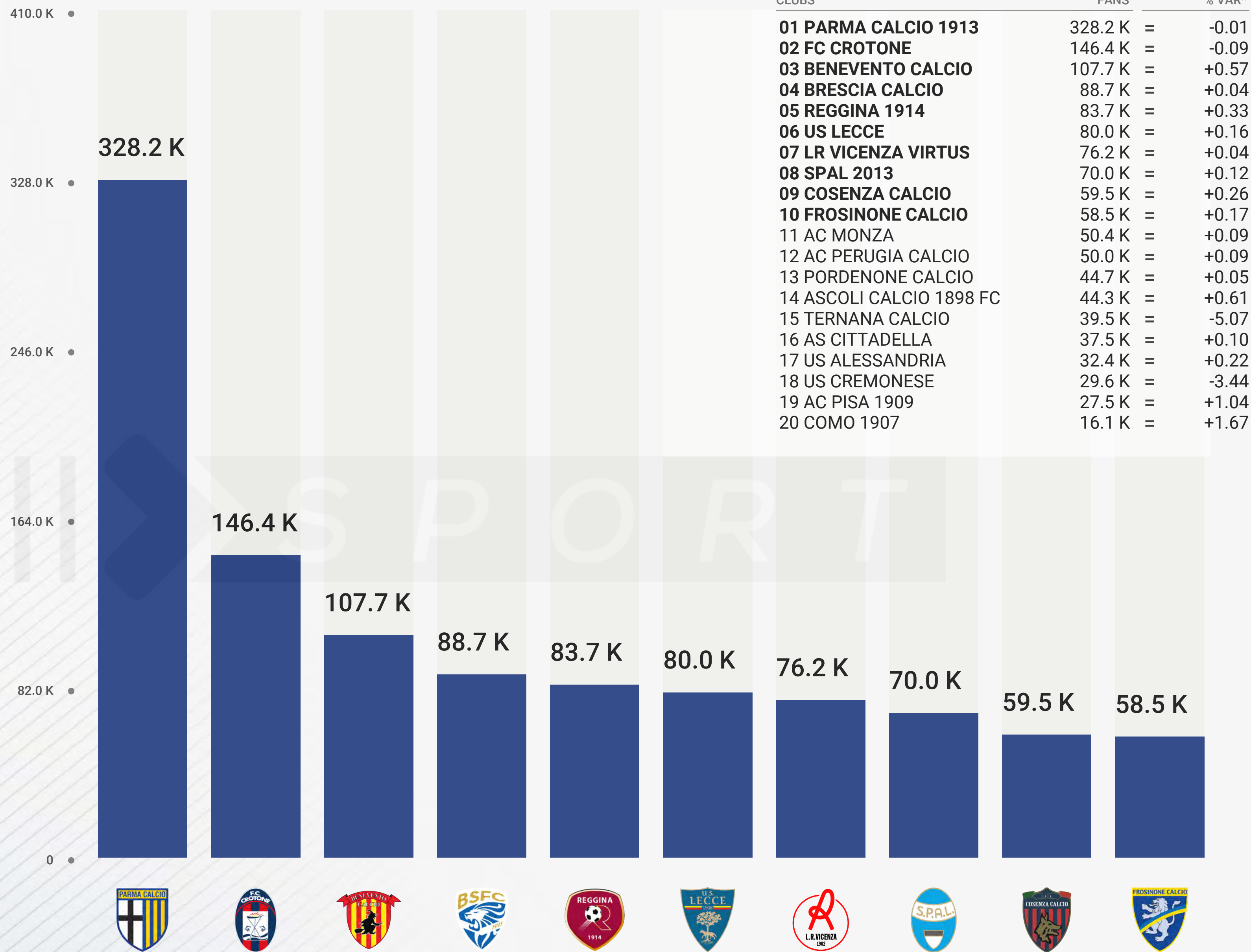
Total Facebook, Twitter, Instagram, YouTube Fans of the Lega B football clubs analysed.

*[from October 04, 2021 to November 02, 2021]

f
TOTAL FANBASE
1.5 M



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



*[from October 04, 2021 to November 02, 2021]

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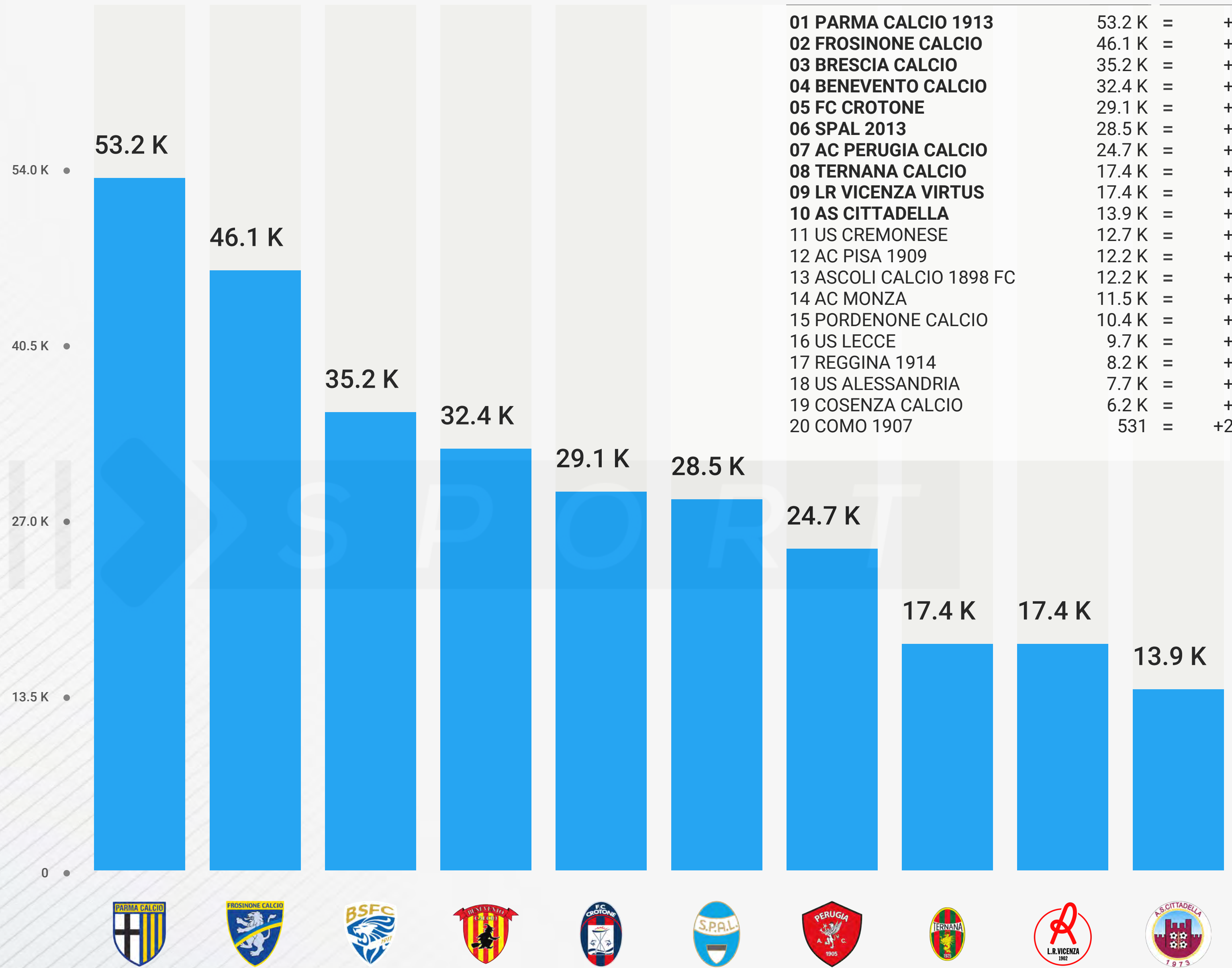
FB data refers to Likes, not Followers.



TOTAL FANBASE
389 K



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



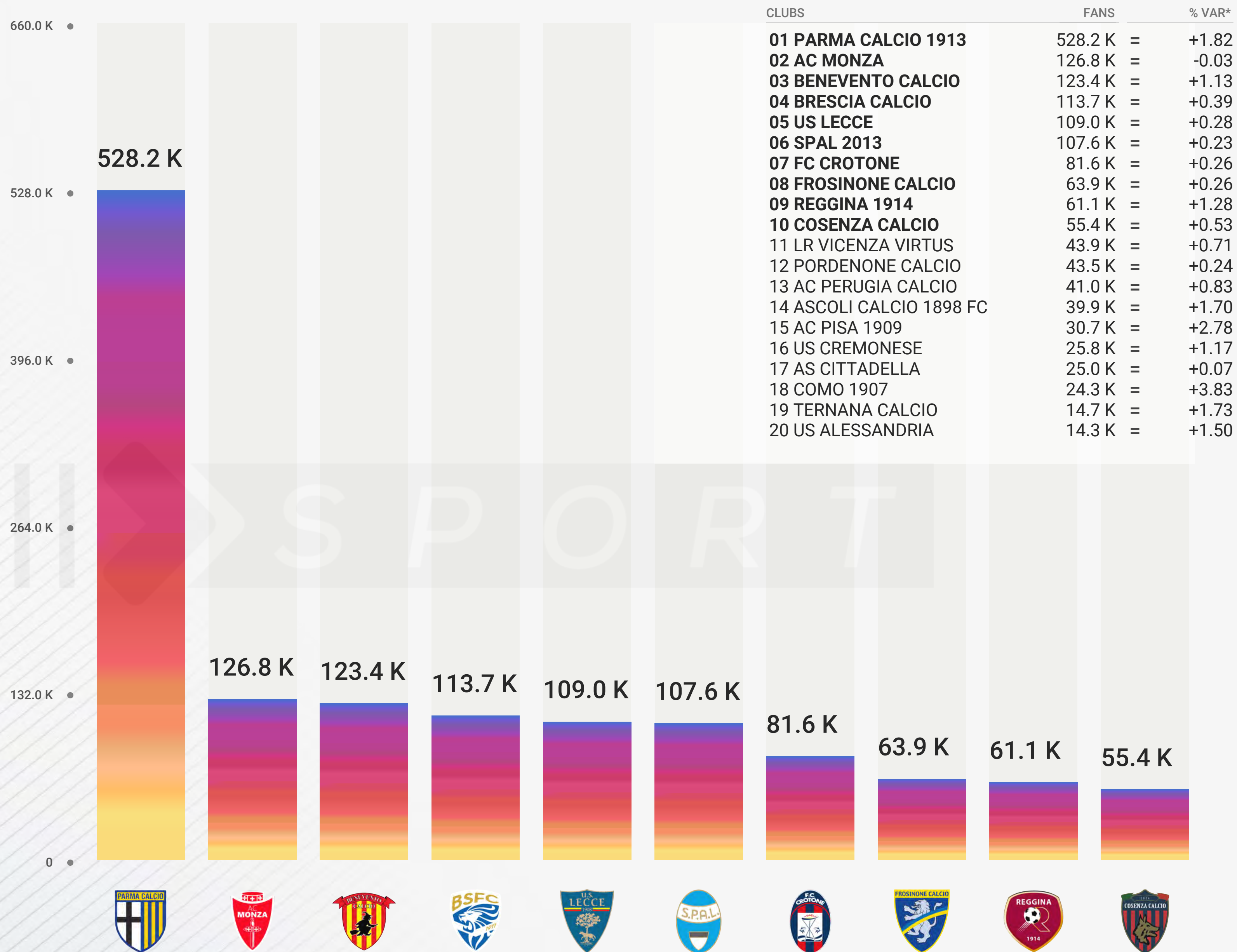
*[from October 04, 2021 to November 02, 2021]

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 TOTAL FANBASE
1.7 M


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

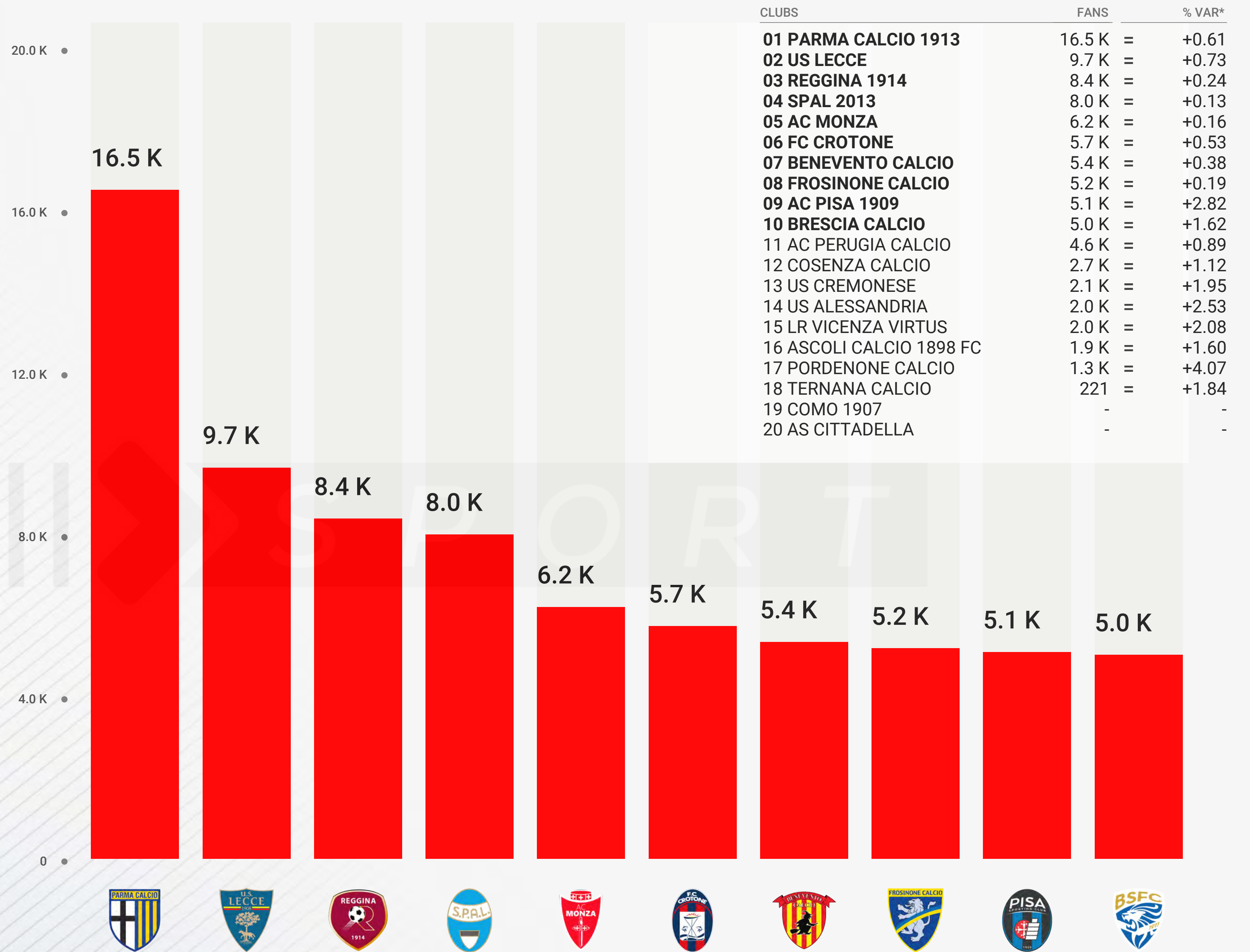


*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
92 K


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



*[from October 04, 2021 to November 02, 2021]

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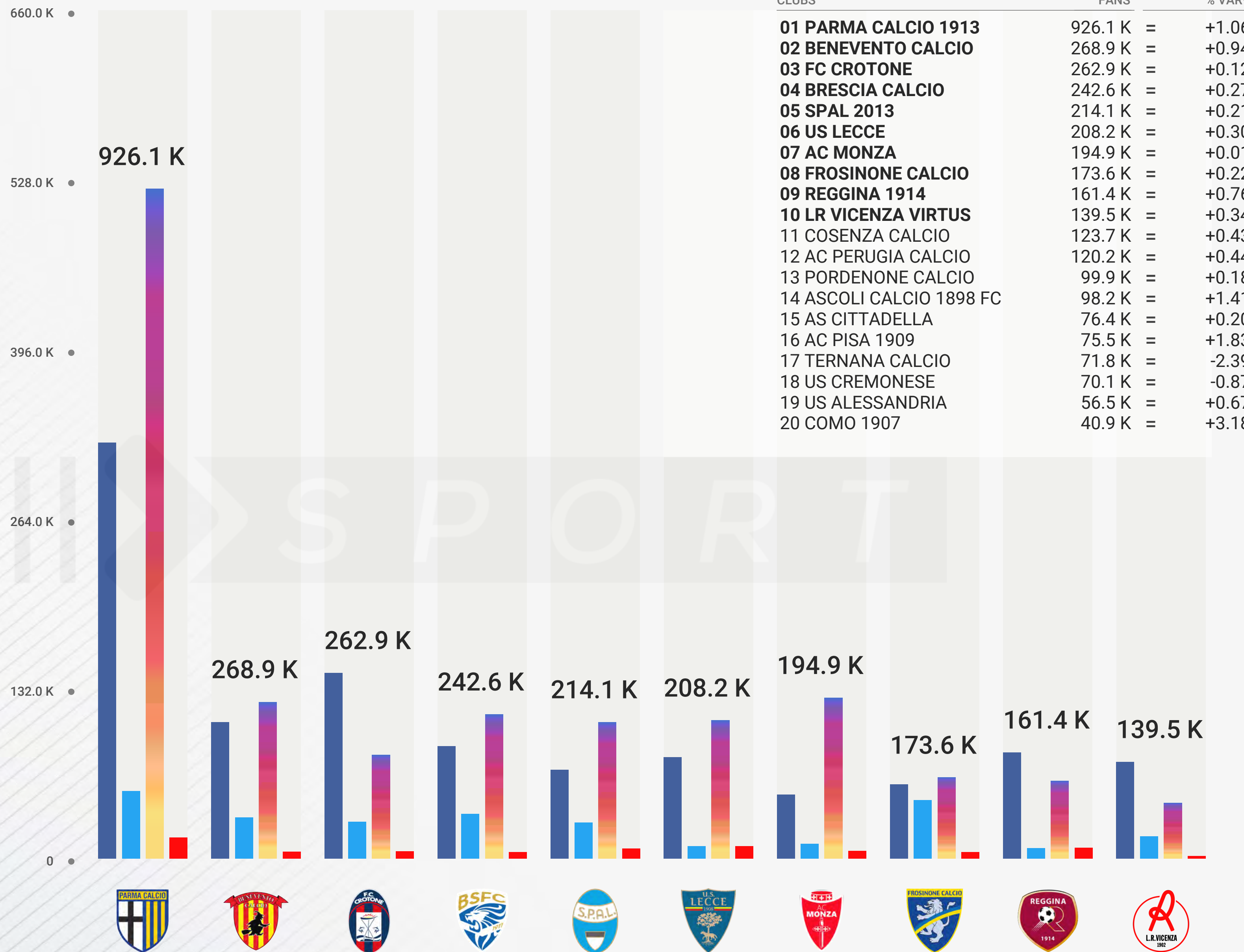


TOTAL FANBASE

3.6 M



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



*[from October 04, 2021 to November 02, 2021]

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ITALY Brands

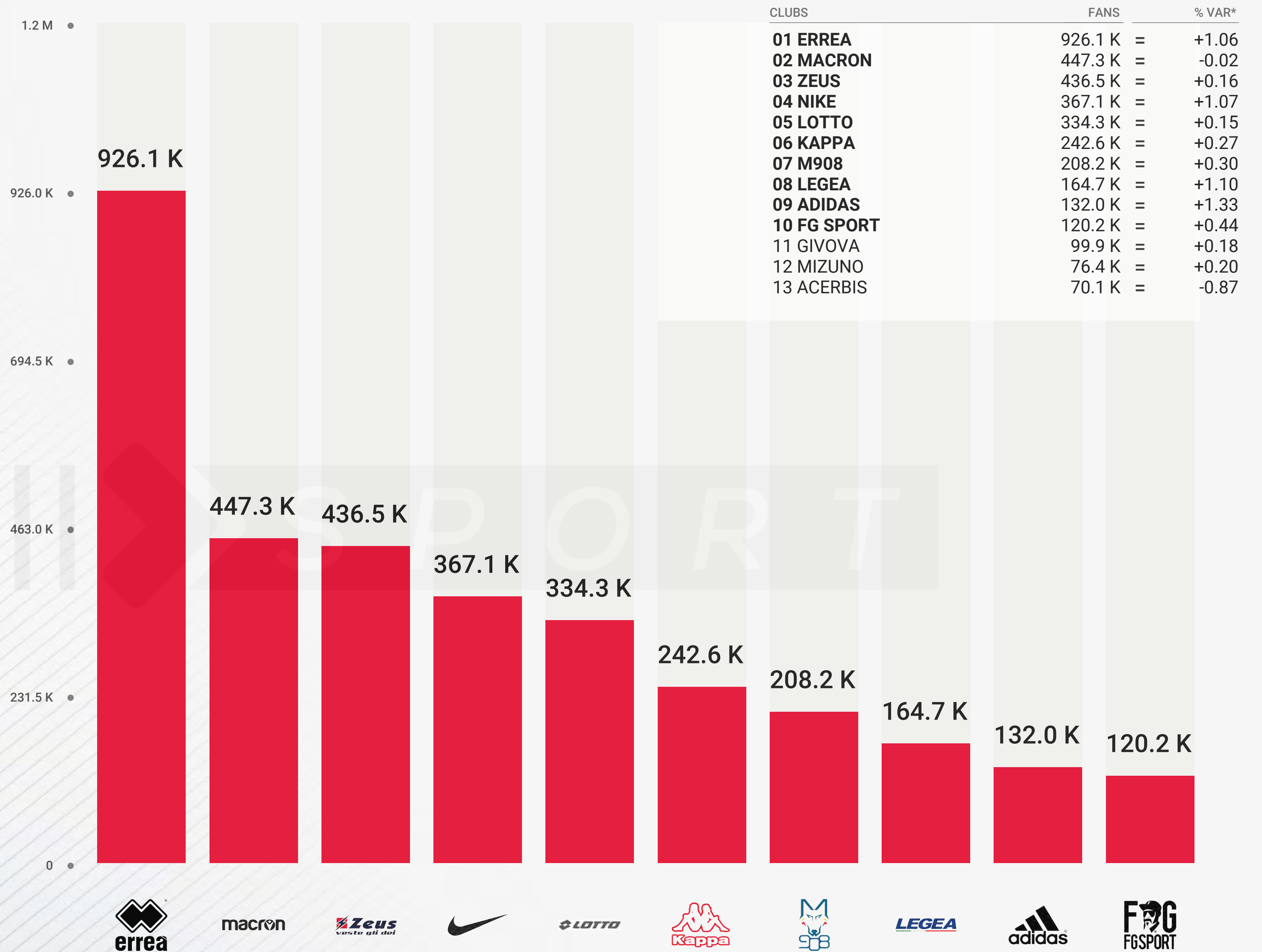


TOTAL FANBASE

3.6 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.



*[from October 04, 2021 to November 02, 2021]

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



*[from October 04, 2021 to November 02, 2021]

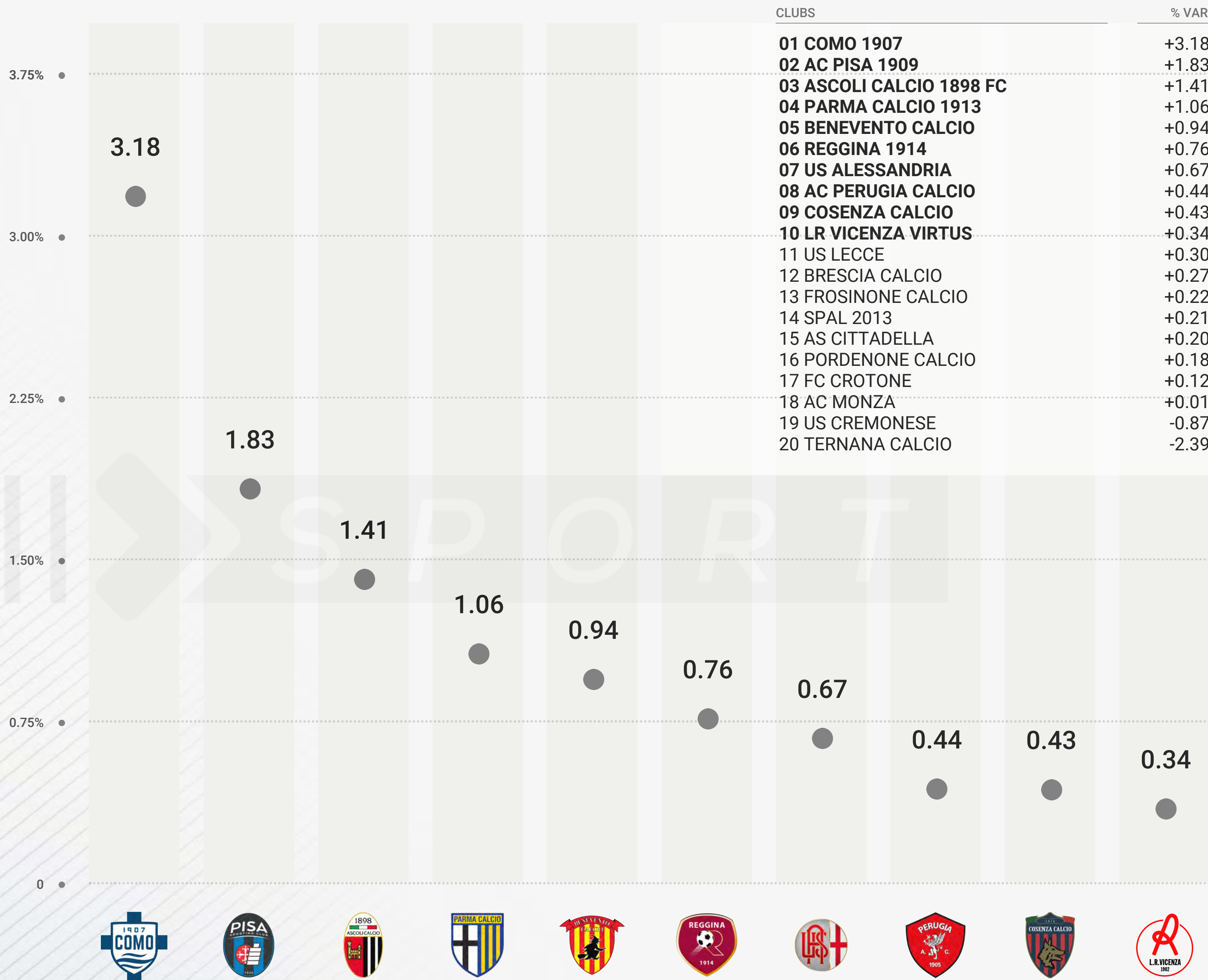
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ITALY Grown Up



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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Football Competitions included in this overview

FIRST DIVISION

20 CLUBS



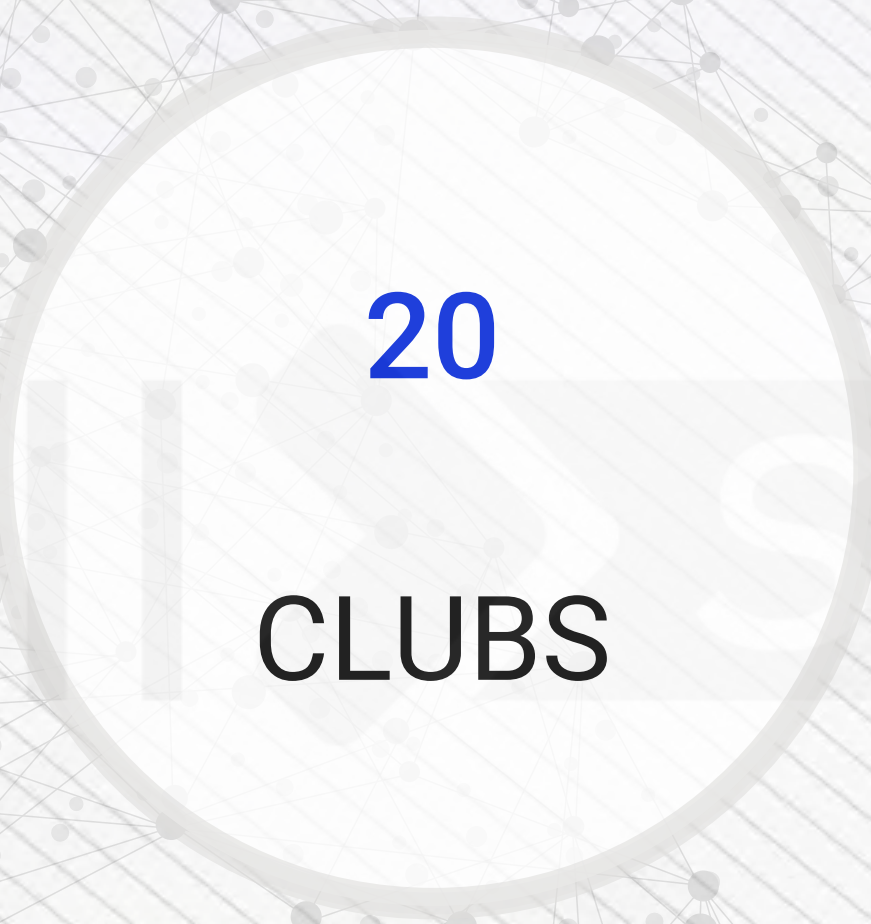
SECOND DIVISION

22 CLUBS

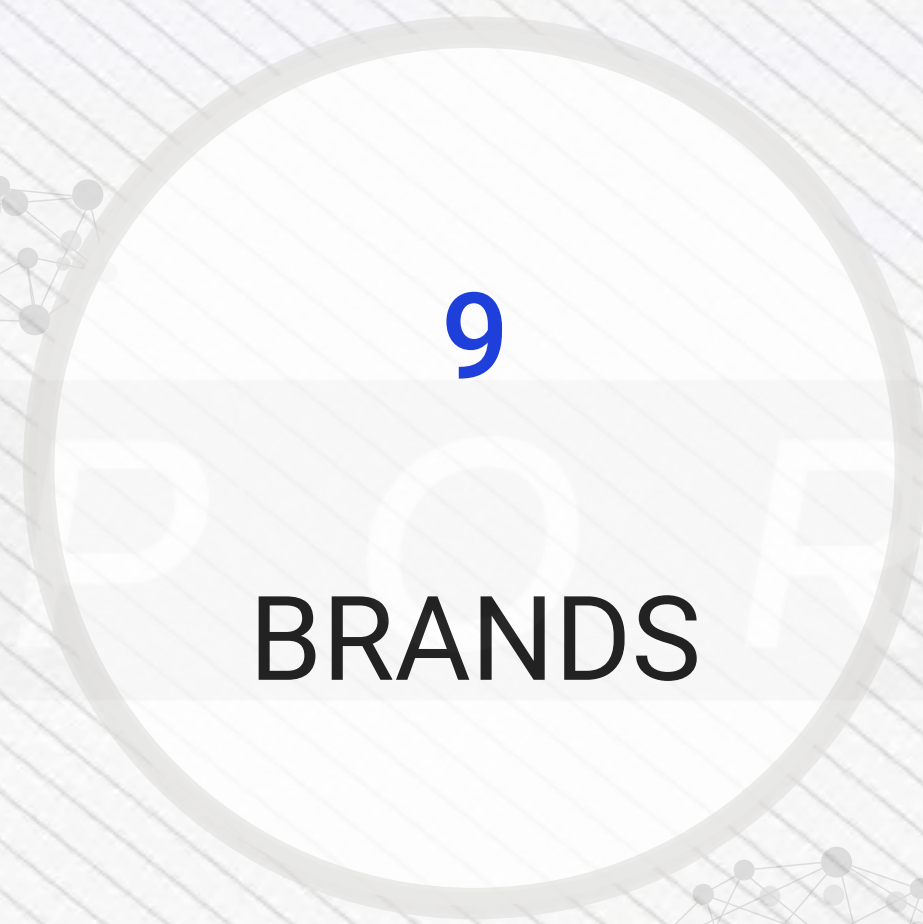


SPAIN

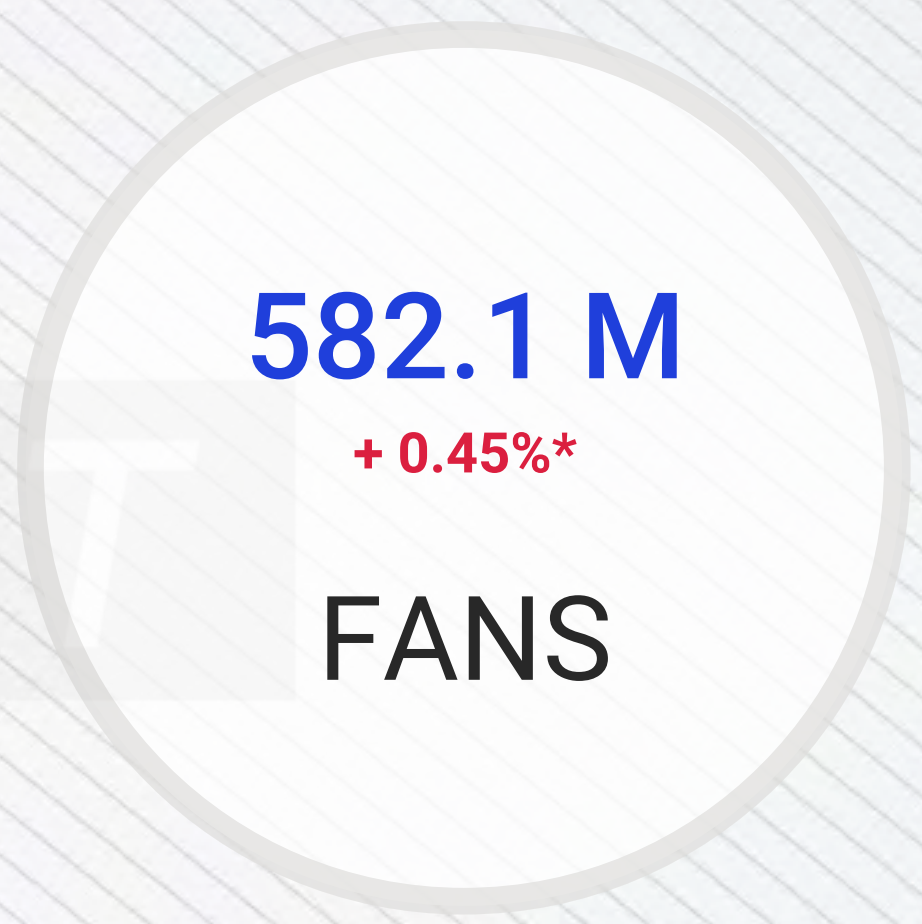
SPAIN Snapshot / First Division



Total LaLiga football clubs analysed.



Total LaLiga Sport Brands on jerseys analysed.



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

*[from October 04, 2021 to November 02, 2021]



f
TOTAL FANBASE
241.2 M



Ranking of the most followed LaLiga football clubs on Facebook.



*[from October 04, 2021 to November 02, 2021]

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FB data refers to Likes, not Followers.



TOTAL FANBASE
91.7 M



Ranking of the most followed LaLiga football clubs on Twitter.



CLUBS	FANS	% VAR*
01 REAL MADRID CF	39.0 M =	+0.68
02 FC BARCELONA	38.6 M =	+0.69
03 ATLÉTICO DE MADRID	5.2 M =	+0.48
04 VALENCIA CF	1.3 M =	+0.16
05 FC SEVILLA	1.0 M =	+0.28
06 ATHLETIC CLUB	927.5 K =	+0.16
07 REAL BETIS BALOMPIÉ	866.6 K =	+0.42
08 REAL SOCIEDAD	676.5 K =	+0.24
09 VILLARREAL CF	548.0 K =	+0.22
10 RCD ESPANYOL B.	486.1 K =	+0.23
11 CELTA DE VIGO	480.7 K =	+0.10
12 RAYO VALLECANO DE M.	441.7 K =	+1.10
13 LEVANTE UD	432.4 K =	+0.09
14 GRANADA CF	412.2 K =	+0.12
15 RCD MALLORCA	324.2 K =	+0.19
16 CA OSASUNA	256.0 K =	+0.55
17 ELCHE CF	244.8 K =	+0.33
18 DEPORTIVO ALAVÉS	231.7 K =	+0.17
19 CÁDIZ CF	183.3 K =	+0.83
20 GETAFE CF	147.9 K =	+0.34

*[from October 04, 2021 to November 02, 2021]

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 TOTAL FANBASE
228.4 M


Ranking of the most followed LaLiga football clubs on Instagram.





CLUBS	FANS	% VAR*
01 REAL MADRID CF	105.7 M =	+1.26
02 FC BARCELONA	102.1 M =	+0.91
03 ATLÉTICO DE MADRID	12.9 M =	+1.94
04 FC SEVILLA	1.4 M =	+0.97
05 REAL BETIS BALOMPIÉ	1.1 M =	+0.80
06 VILLARREAL CF	1.1 M =	+2.12
07 VALENCIA CF	1.0 M =	+0.44
08 ATHLETIC CLUB	517.7 K =	+0.66
09 REAL SOCIEDAD	423.2 K =	+2.68
10 CELTA DE VIGO	298.0 K =	+0.63
11 RCD ESPANYOL B.	292.9 K =	+1.02
12 GRANADA CF	249.3 K =	+0.64
13 LEVANTE UD	212.2 K =	+1.24
14 GETAFE CF	198.3 K =	-0.39
15 CÁDIZ CF	184.8 K =	+3.63
16 RCD MALLORCA	168.0 K =	+0.85
17 RAYO VALLECANO DE M.	148.6 K ▲ +1	+7.79
18 ELCHE CF	140.6 K ▼ -1	+1.41
19 CA OSASUNA	131.9 K =	+2.12
20 DEPORTIVO ALAVÉS	96.9 K =	+1.02

*[from October 04, 2021 to November 02, 2021]

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 TOTAL FANBASE
20.8 M



Ranking of the most followed LaLiga football clubs on YouTube.



CLUBS	FANS	% VAR*
01 FC BARCELONA	12.5 M =	+0.00
02 REAL MADRID CF	6.9 M =	+0.44
03 REAL BETIS BALOMPIÉ	416.0 K =	+0.97
04 ATLÉTICO DE MADRID	318.0 K =	+0.63
05 FC SEVILLA	151.0 K =	+0.67
06 VALENCIA CF	108.0 K =	+0.00
07 ATHLETIC CLUB	88.0 K =	+0.80
08 REAL SOCIEDAD	72.9 K =	+1.82
09 VILLARREAL CF	54.7 K =	+0.74
10 RCD MALLORCA	39.7 K ▲ +1	+2.85
11 CELTA DE VIGO	39.6 K ▼ -1	+0.25
12 LEVANTE UD	29.9 K =	+0.34
13 CÁDIZ CF	28.5 K =	+1.06
14 RCD ESPANYOL B.	28.2 K =	+2.92
15 RAYO VALLECANO DE M.	20.5 K ▲ +1	+9.63
16 CA OSASUNA	20.2 K ▼ -1	+3.06
17 GRANADA CF	17.1 K =	+6.88
18 DEPORTIVO ALAVÉS	13.0 K =	+0.78
19 GETAFE CF	12.7 K =	+0.79
20 ELCHE CF	9.3 K =	+0.98

*[from October 04, 2021 to November 02, 2021]

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








TOTAL FANBASE
582.1 M



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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 TOTAL FANBASE
582.1 M


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



*[from October 04, 2021 to November 02, 2021]





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



*[from October 04, 2021 to November 02, 2021]

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 **SPAIN Grown Up**



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



*[from October 04, 2021 to November 02, 2021]

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SPAIN Snapshot / Second Division



22

CLUBS

Total LaLiga 2 football clubs analysed.

7

BRANDS

Total LaLiga 2 Sport Brands on jerseys analysed.

14.7 M

+ 0.67%*

FANS

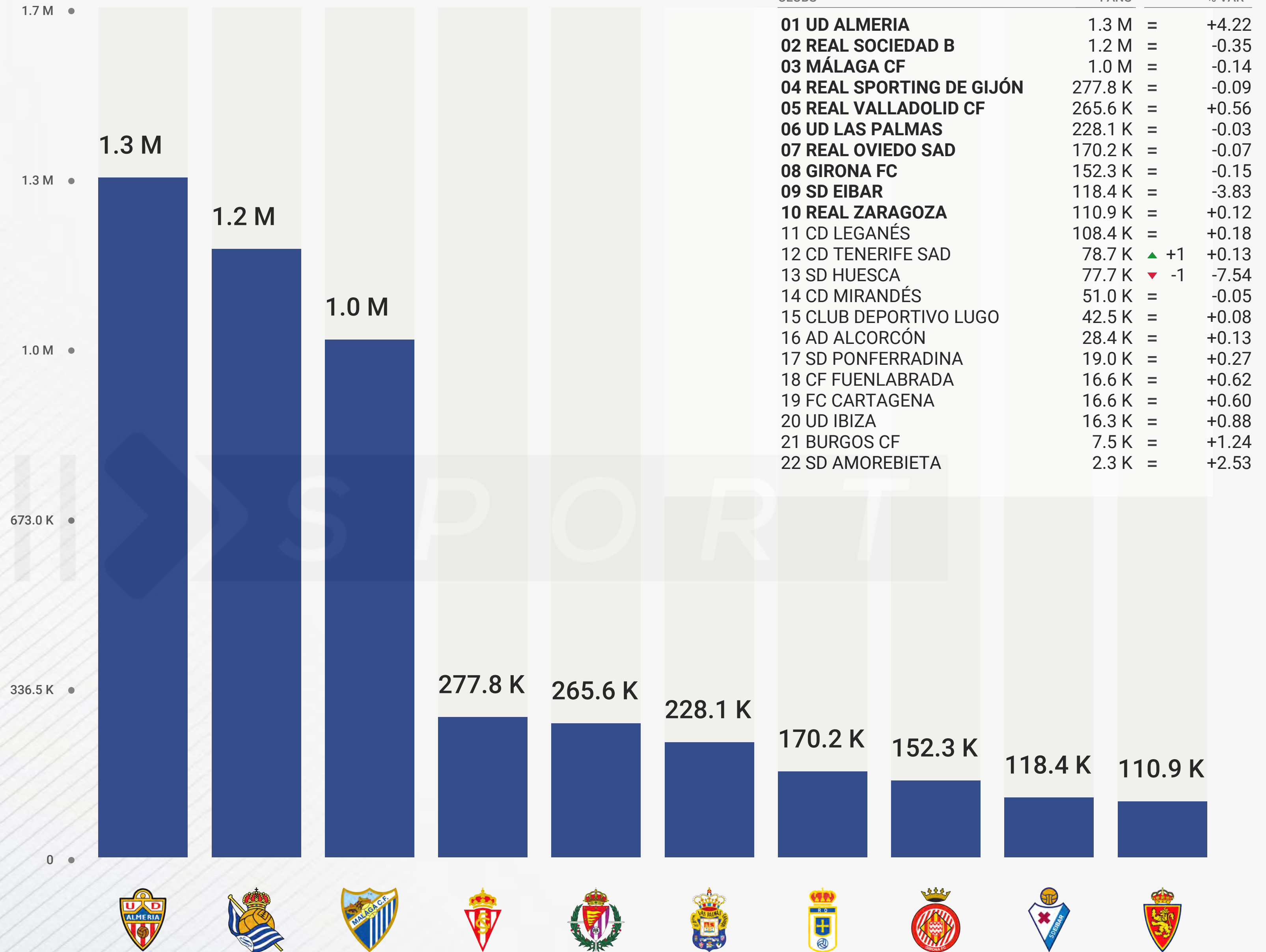
Total Facebook, Twitter, Instagram, YouTube Fans of the LaLiga 2 football clubs analysed.

*[from October 04, 2021 to November 02, 2021]





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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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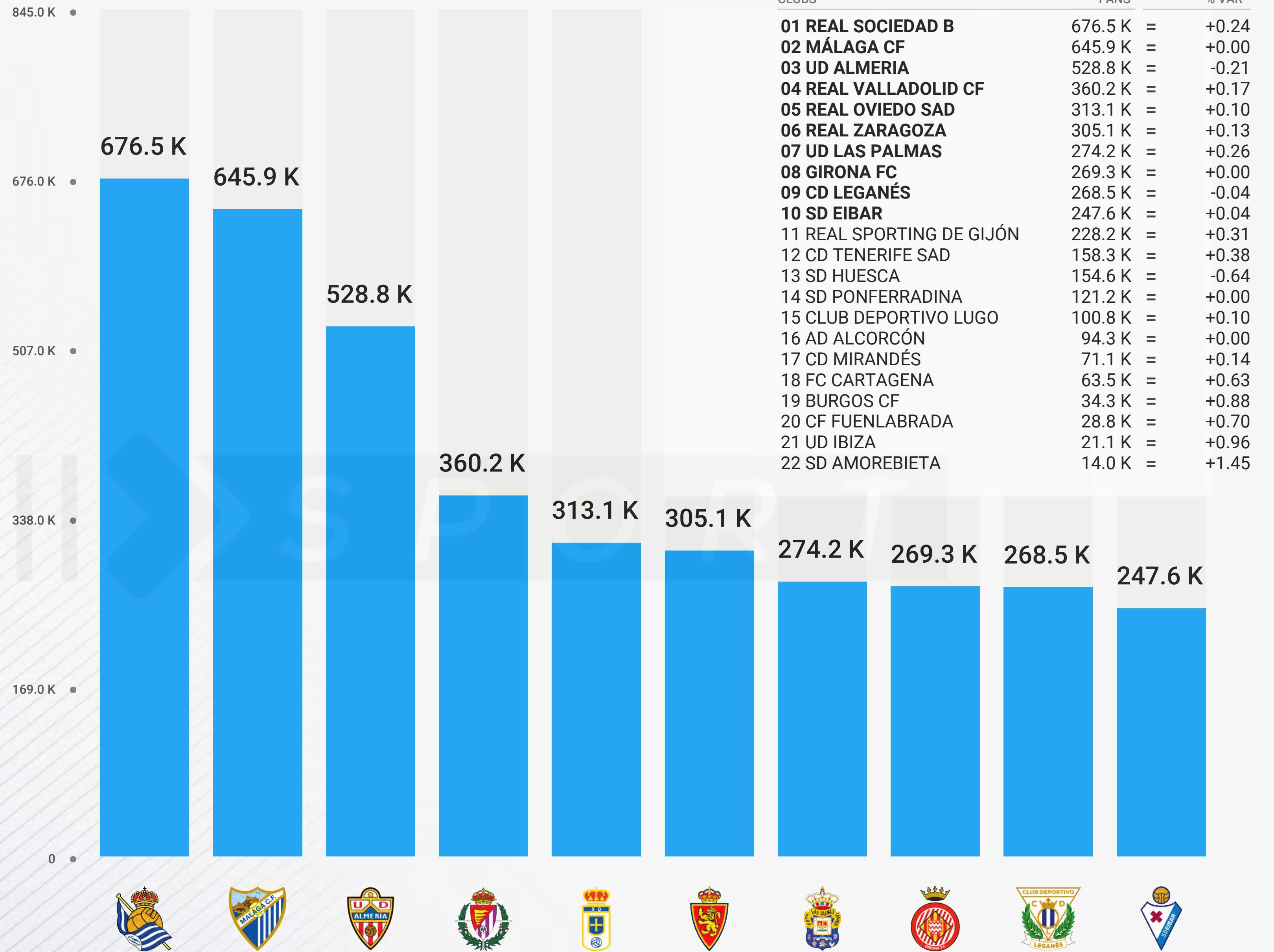
FB data refers to Likes, not Followers.



TOTAL FANBASE
5.0 M



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

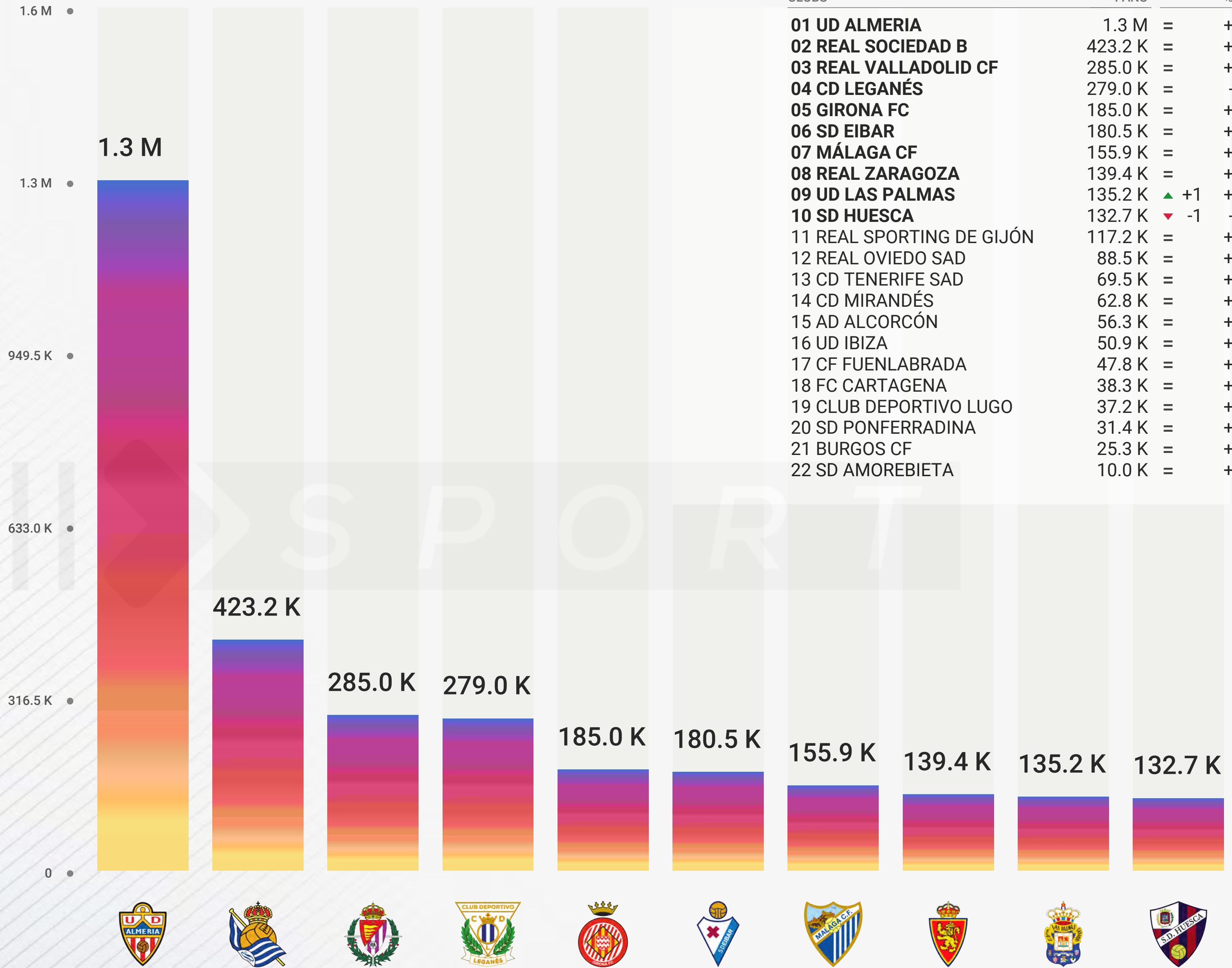


*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
3.8 M


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



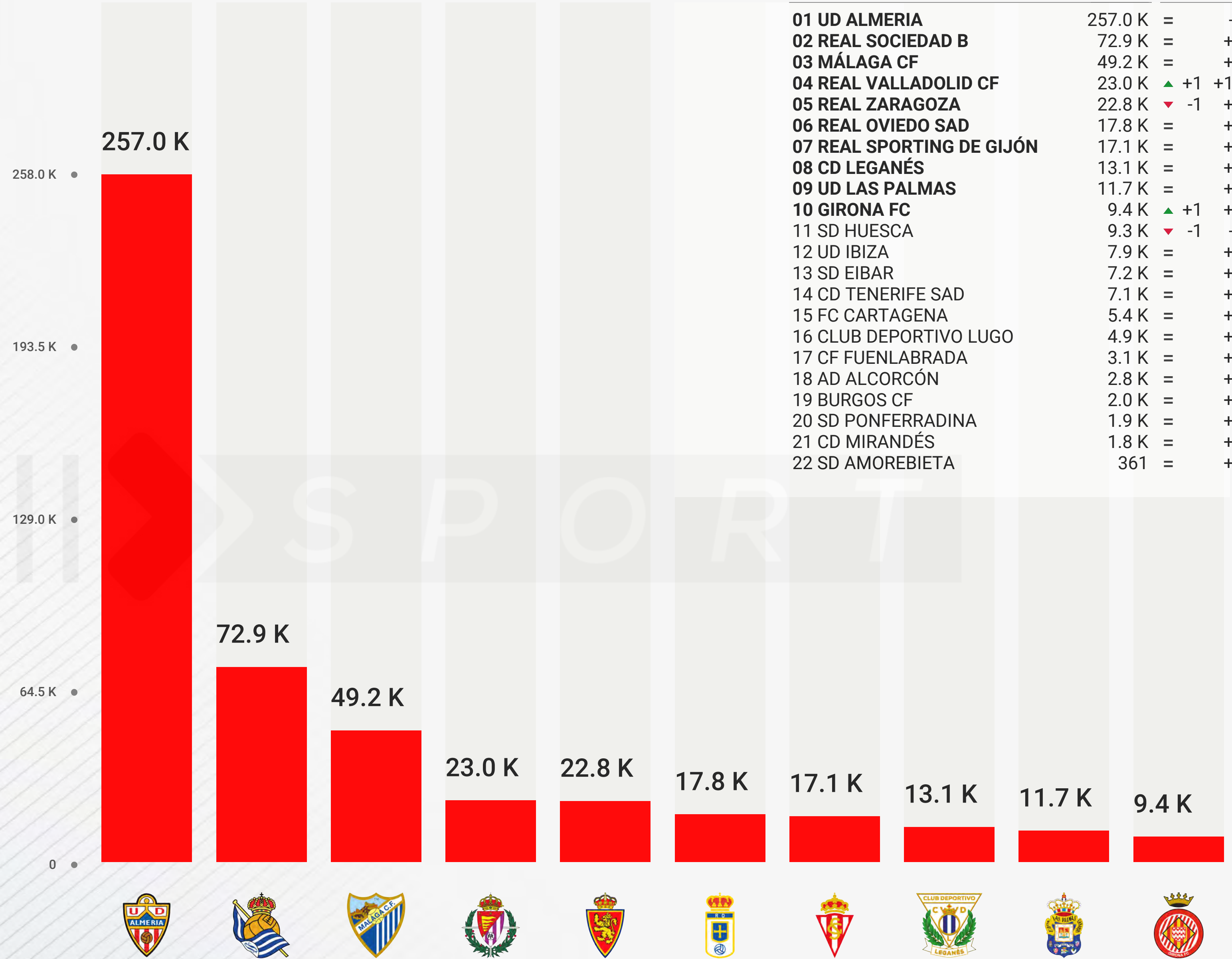
CLUBS	FANS	% VAR*
01 UD ALMERIA	1.3 M =	+2.02
02 REAL SOCIEDAD B	423.2 K =	+2.60
03 REAL VALLADOLID CF	285.0 K =	+0.66
04 CD LEGANÉS	279.0 K =	-0.35
05 GIRONA FC	185.0 K =	+0.37
06 SD EIBAR	180.5 K =	+0.34
07 MÁLAGA CF	155.9 K =	+0.69
08 REAL ZARAGOZA	139.4 K =	+0.82
09 UD LAS PALMAS	135.2 K ▲ +1	+1.85
10 SD HUESCA	132.7 K ▼ -1	-1.22
11 REAL SPORTING DE GIJÓN	117.2 K =	+1.17
12 REAL OVIEDO SAD	88.5 K =	+1.16
13 CD TENERIFE SAD	69.5 K =	+2.29
14 CD MIRANDÉS	62.8 K =	+0.15
15 AD ALCORCÓN	56.3 K =	+0.58
16 UD IBIZA	50.9 K =	+1.40
17 CF FUENLABRADA	47.8 K =	+1.39
18 FC CARTAGENA	38.3 K =	+1.72
19 CLUB DEPORTIVO LUGO	37.2 K =	+0.83
20 SD PONFERRADINA	31.4 K =	+1.16
21 BURGOS CF	25.3 K =	+2.51
22 SD AMOREBIETA	10.0 K =	+3.56

*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
548 K


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



*[from October 04, 2021 to November 02, 2021]

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



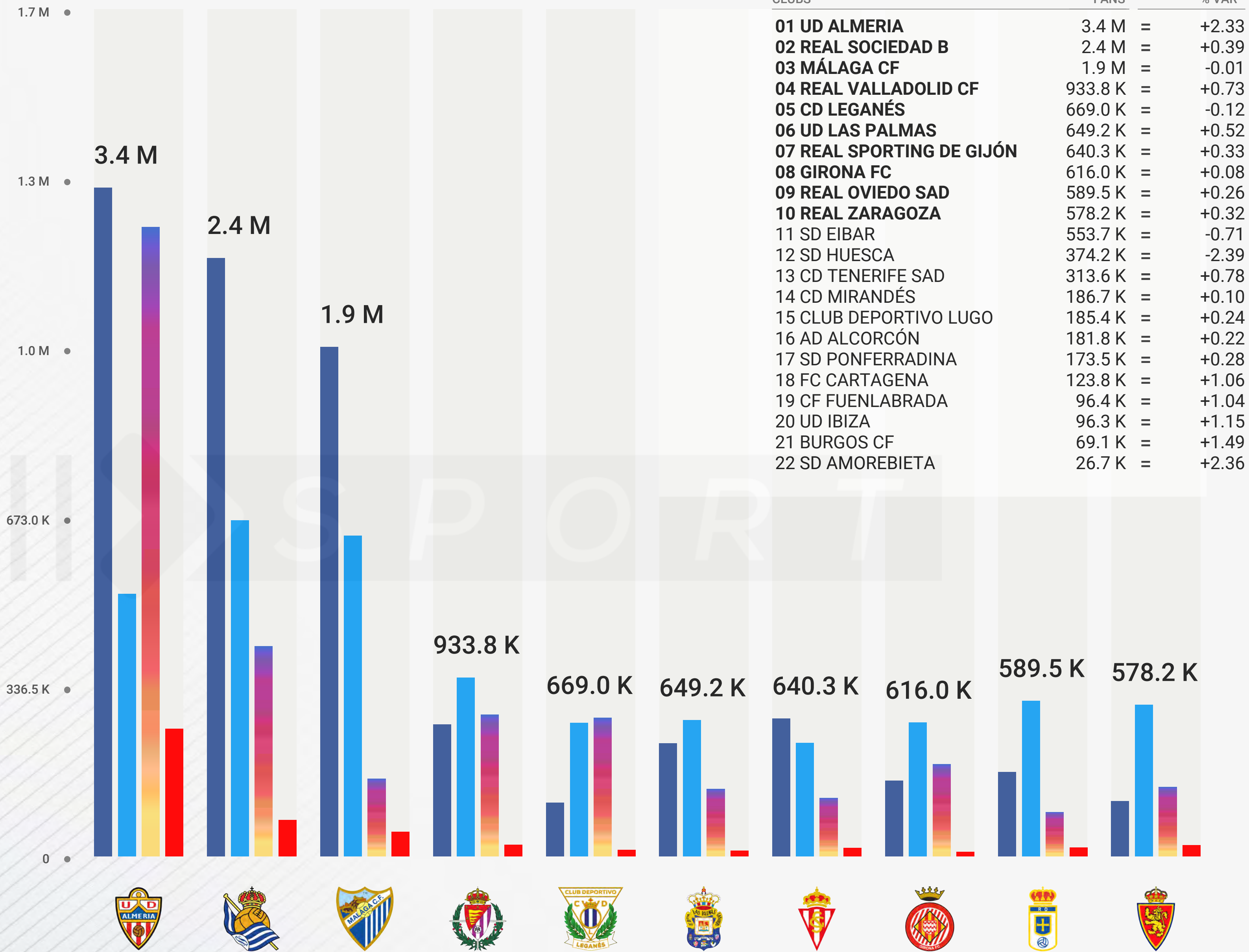





TOTAL FANBASE
14.7 M



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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

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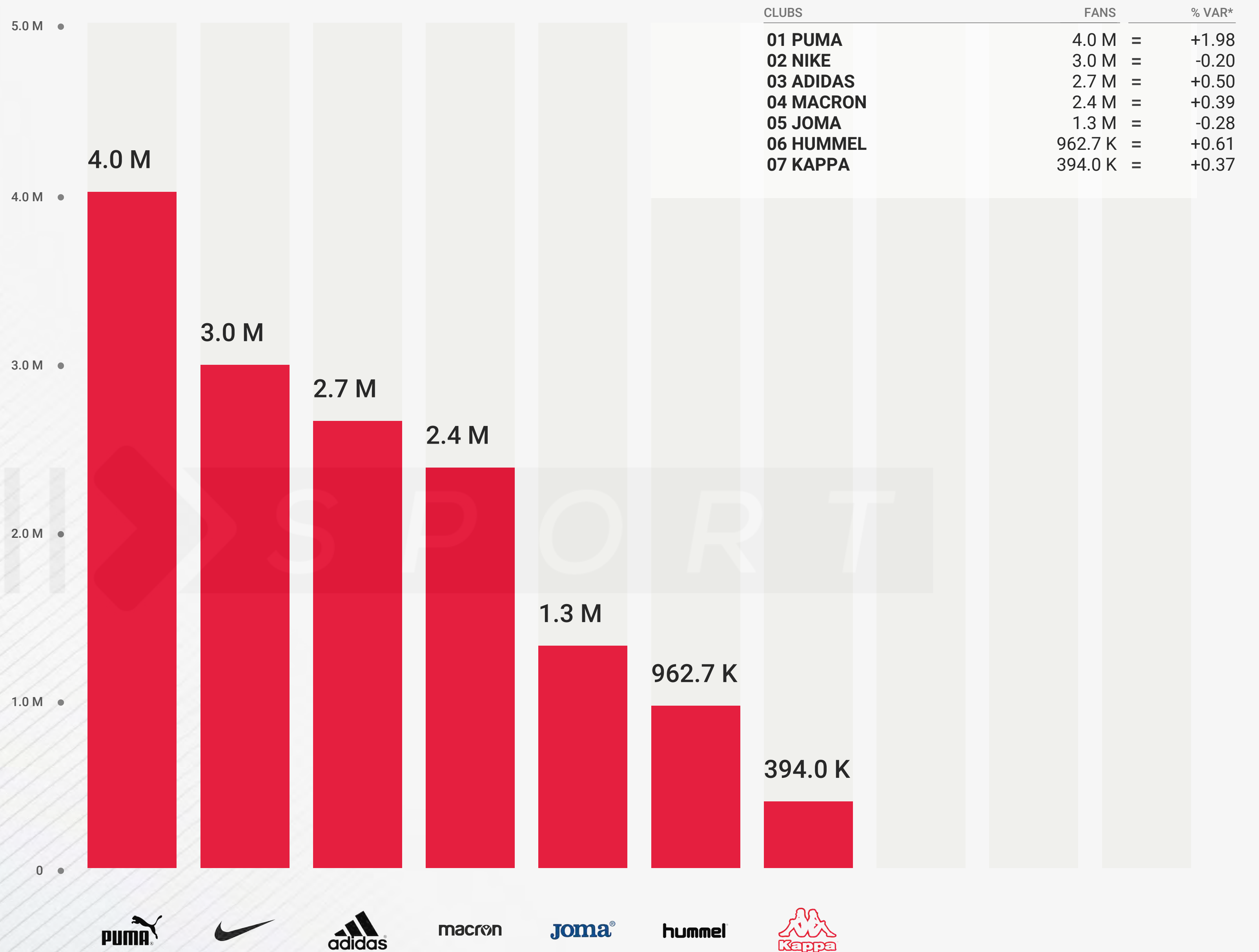




TOTAL FANBASE
14.7 M



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



*[from October 04, 2021 to November 02, 2021]





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



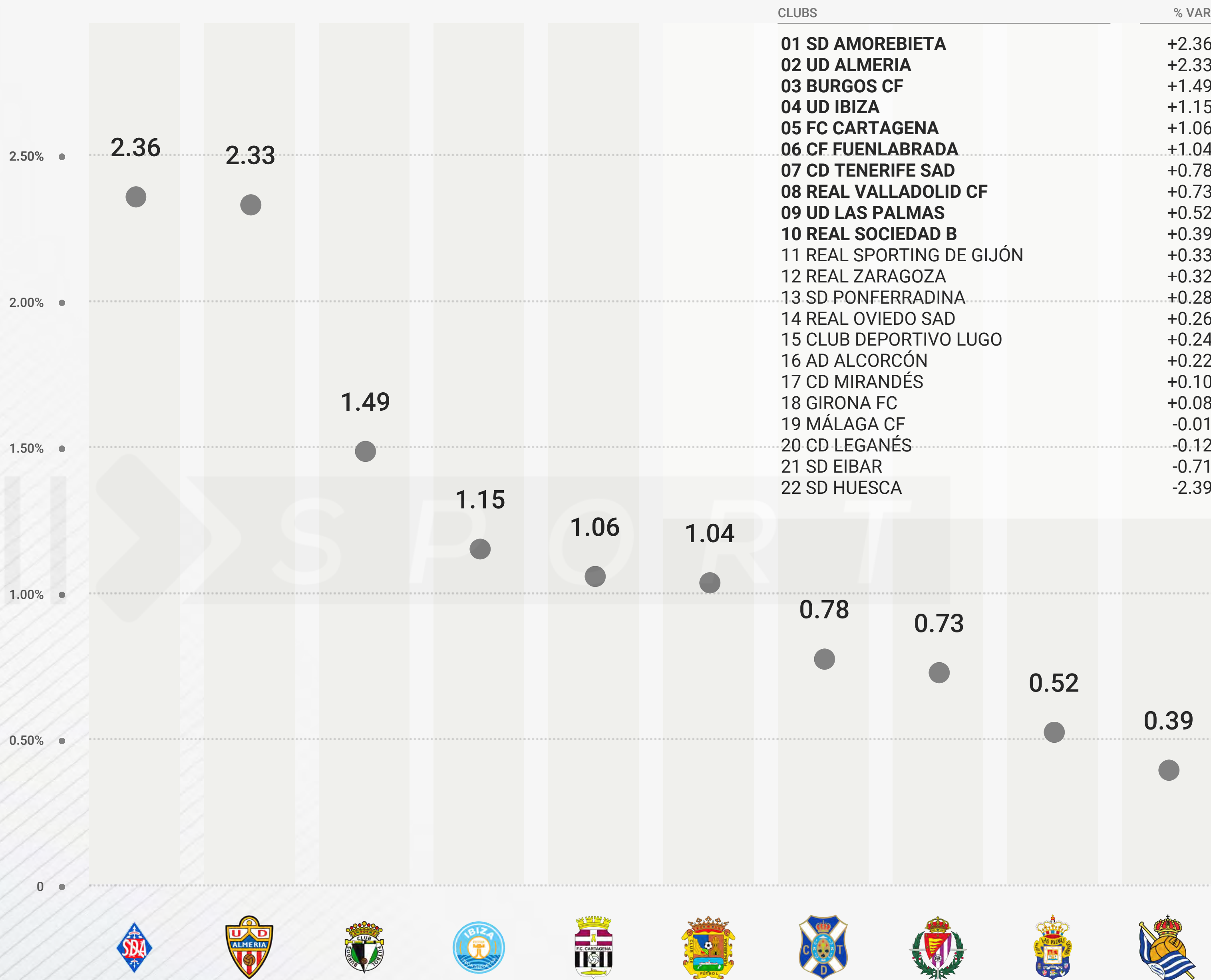
*[from October 04, 2021 to November 02, 2021]

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



*[from October 04, 2021 to November 02, 2021]

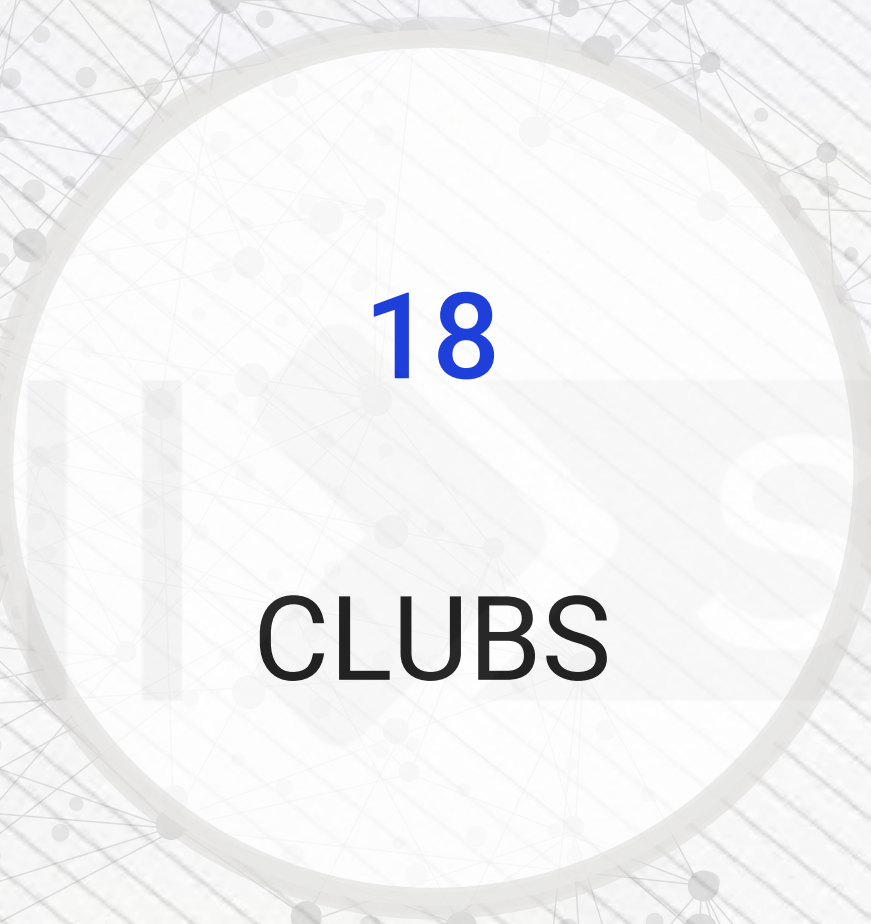
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FB data refers to Likes, not Followers. YT data is rounded (since provided in this format): this may alter variations.

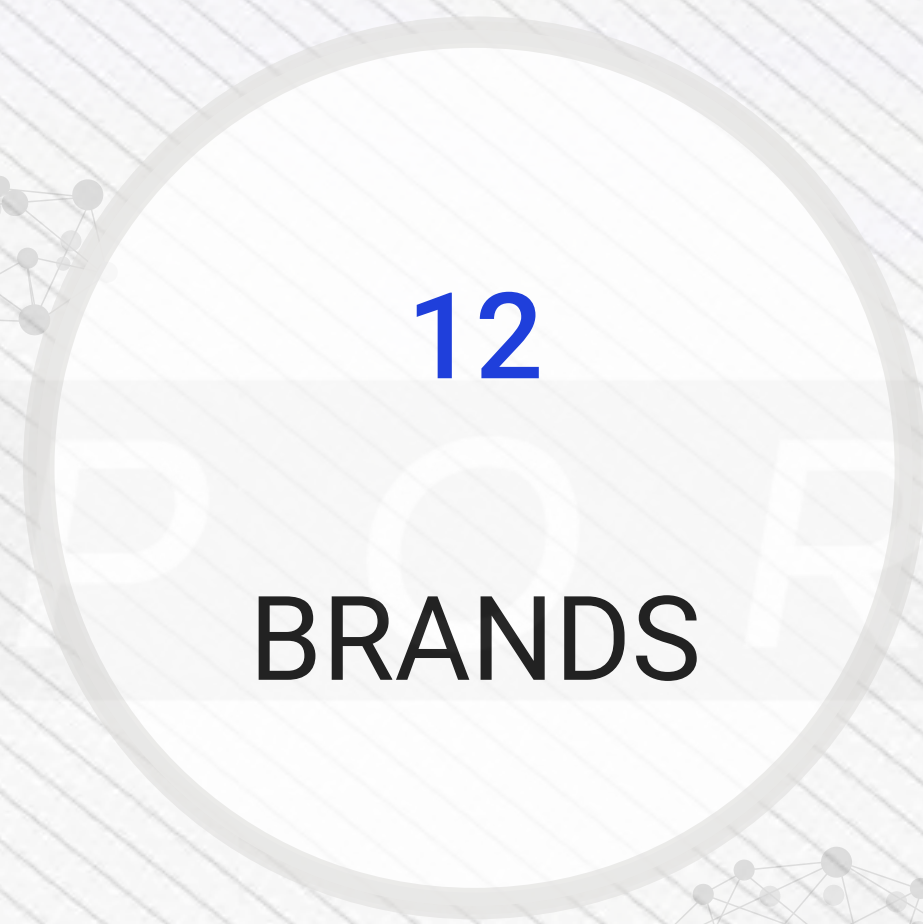
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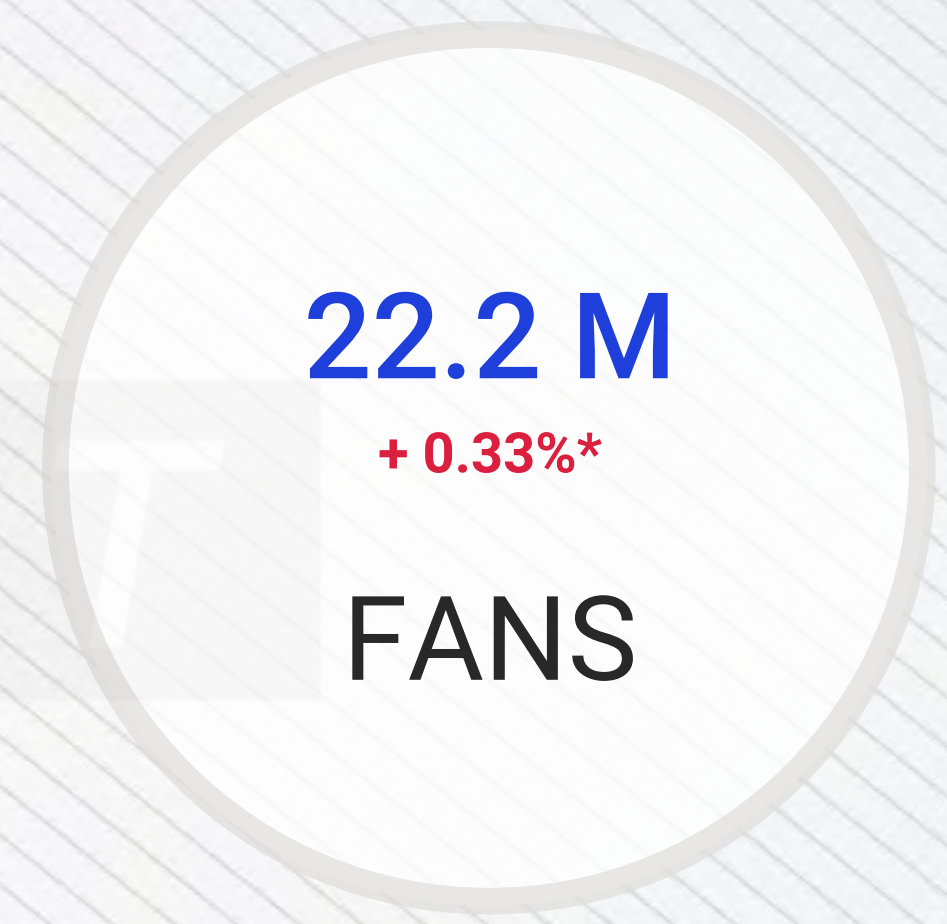
PORTUGAL Snapshot / First Division



Total Primeira Liga football clubs analysed.



Total Primeira Liga Sport Brands on jerseys analysed.



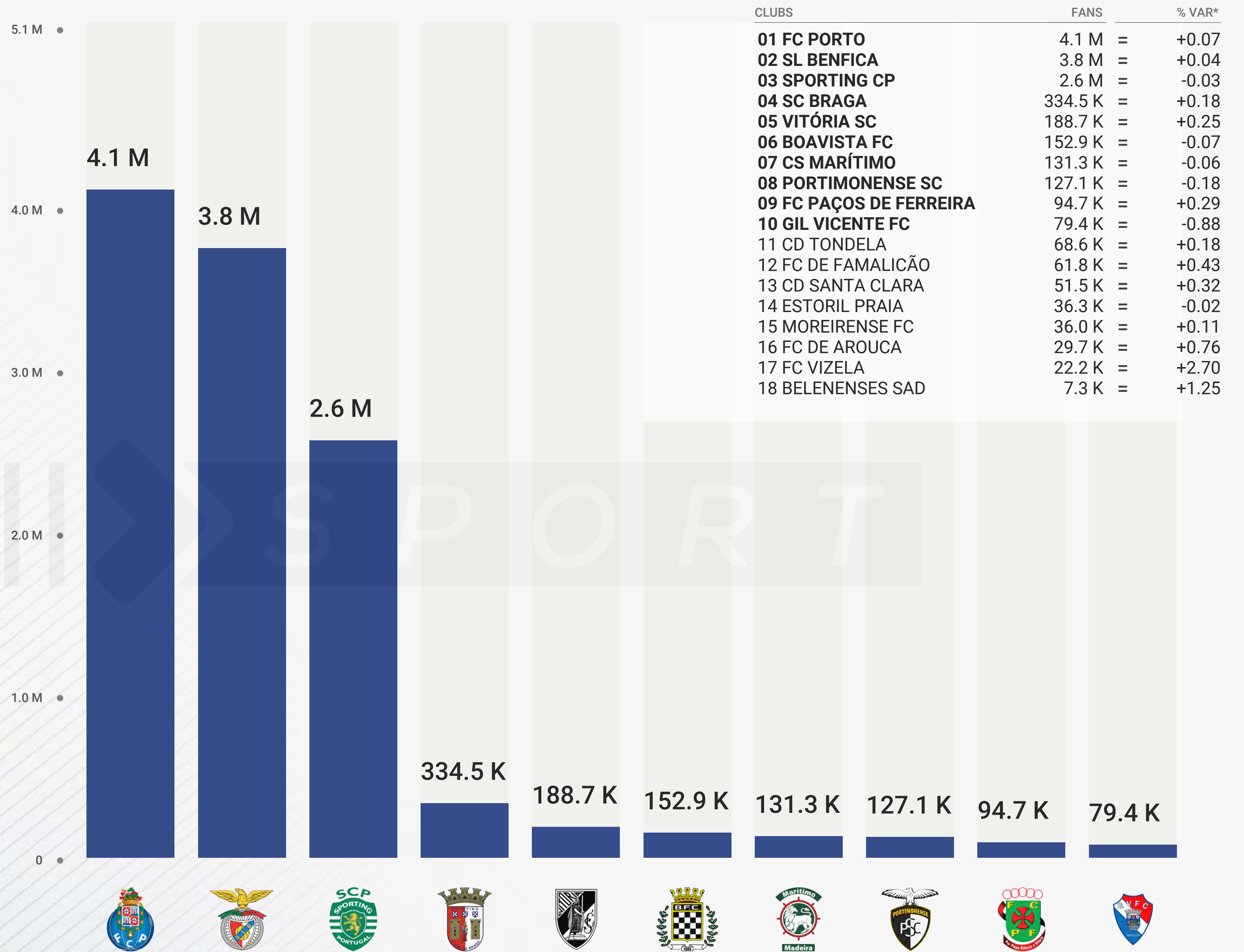
Total Facebook, Twitter, Instagram, YouTube Fans of the Primeira Liga football clubs analysed.

*[from October 04, 2021 to November 02, 2021]



f
TOTAL FANBASE
11.9 M
LIGA PORTUGAL

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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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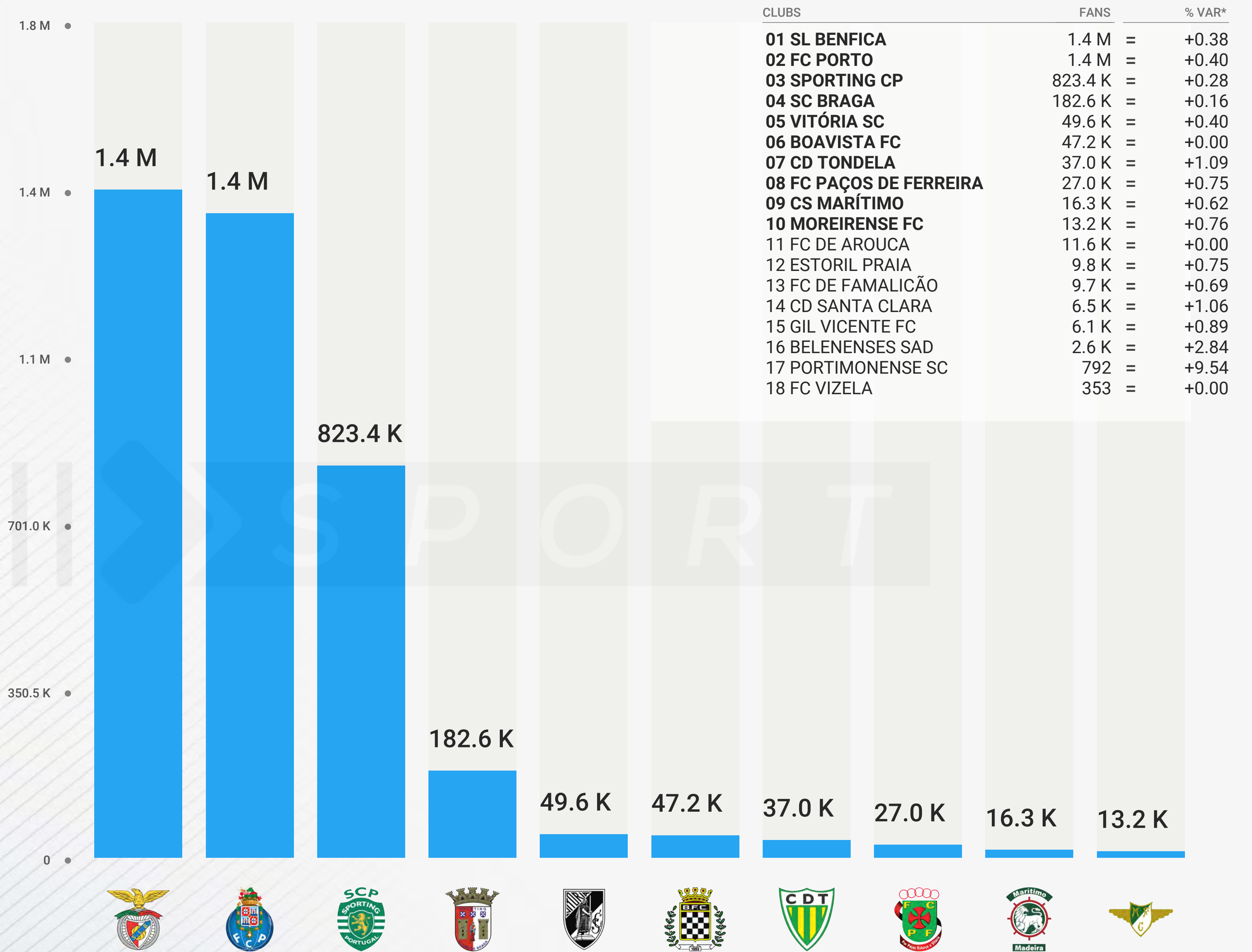
FB data refers to Likes, not Followers.



TOTAL FANBASE
4.0 M

LIGA PORTUGAL

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



*[from October 04, 2021 to November 02, 2021]

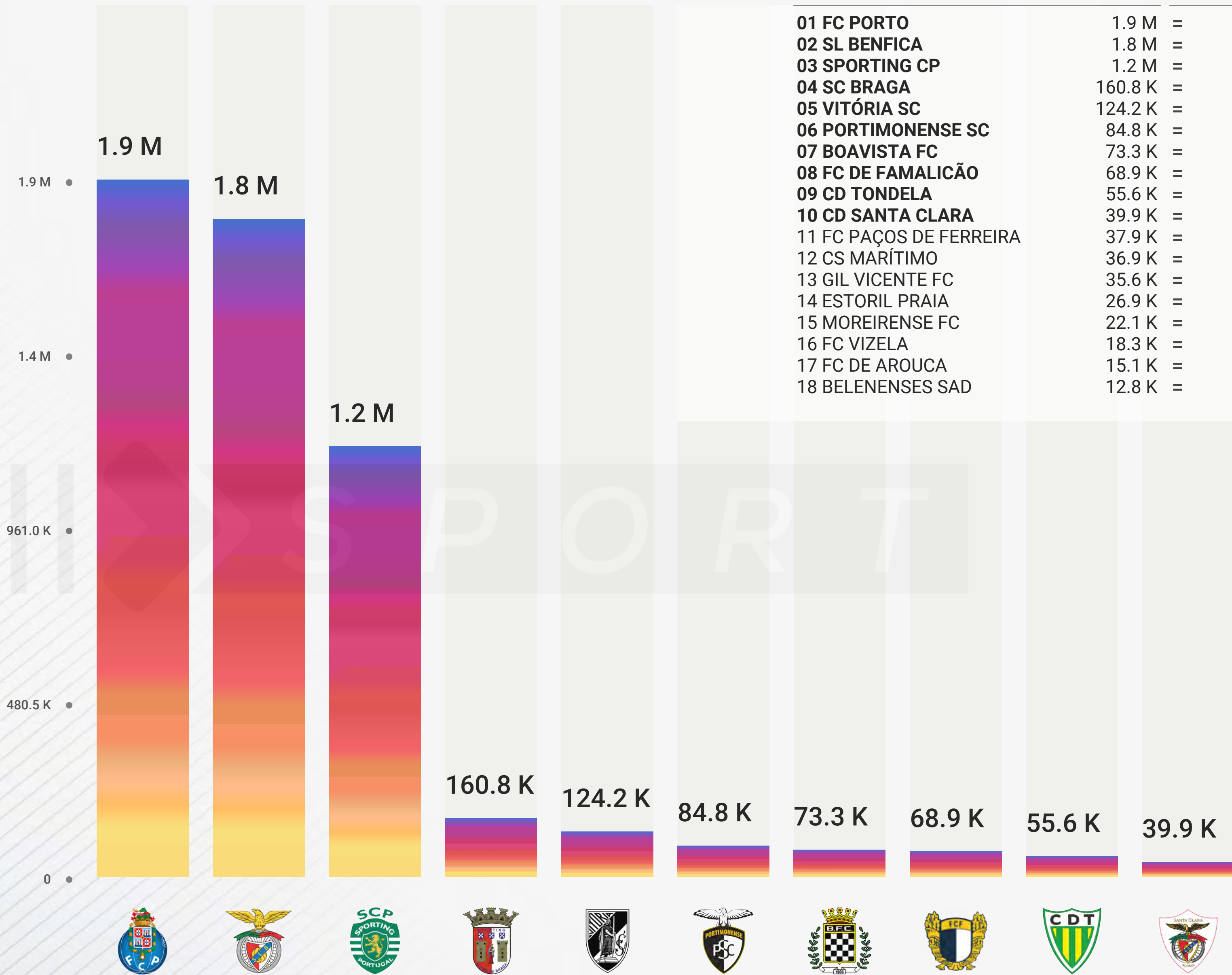
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 **PORTUGAL Instagram**


TOTAL FANBASE
5.7 M
—


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



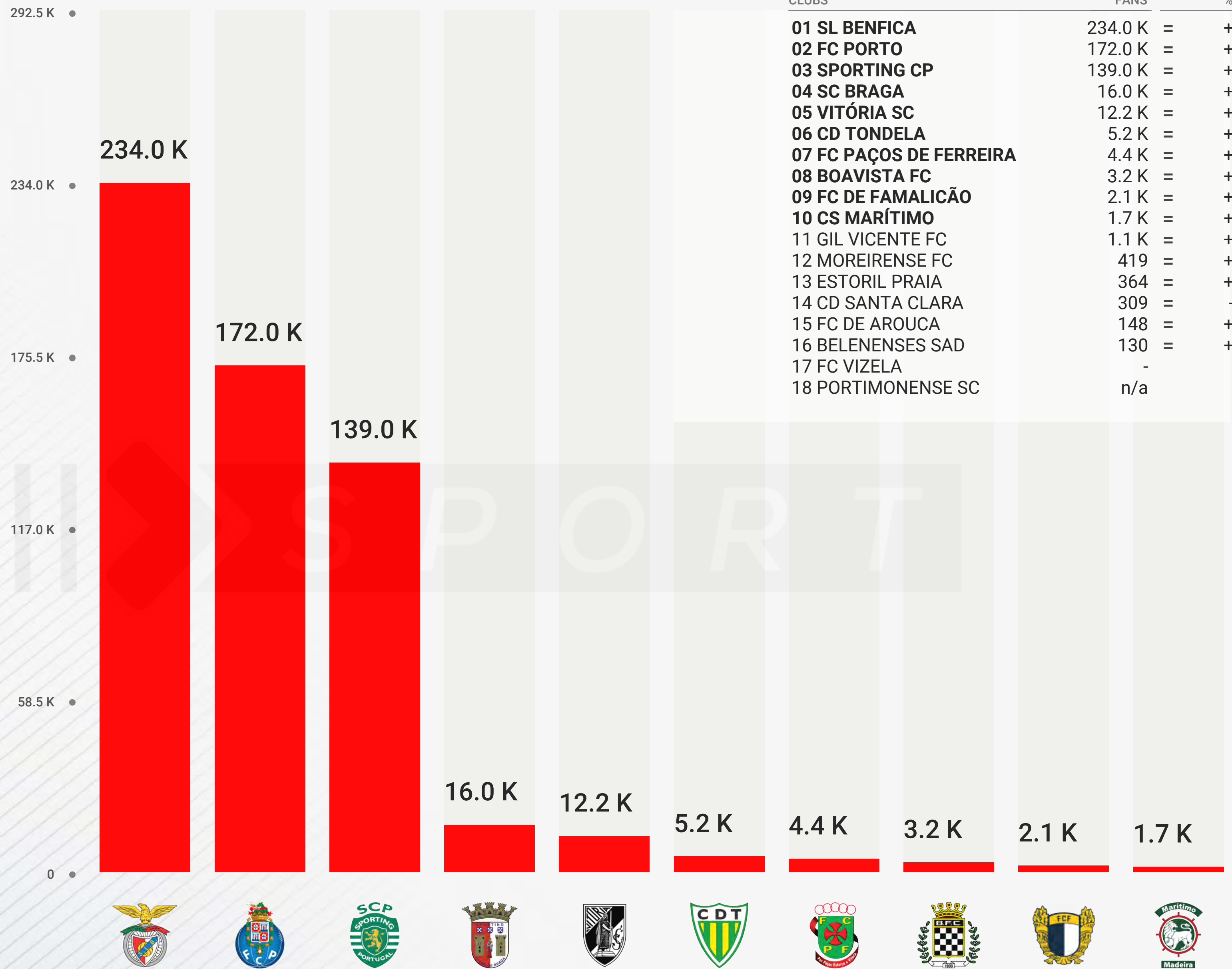
CLUBS	FANS	% VAR*
01 FC PORTO	1.9 M =	+1.43
02 SL BENFICA	1.8 M =	+0.45
03 SPORTING CP	1.2 M =	+0.43
04 SC BRAGA	160.8 K =	+0.71
05 VITÓRIA SC	124.2 K =	+0.82
06 PORTIMONENSE SC	84.8 K =	-0.22
07 BOAVISTA FC	73.3 K =	+0.13
08 FC DE FAMALICÃO	68.9 K =	+0.63
09 CD TONDELA	55.6 K =	+0.22
10 CD SANTA CLARA	39.9 K =	+0.94
11 FC PAÇOS DE FERREIRA	37.9 K =	+0.76
12 CS MARÍTIMO	36.9 K =	+0.31
13 GIL VICENTE FC	35.6 K =	+0.28
14 ESTORIL PRAIA	26.9 K =	+2.36
15 MOREIRENSE FC	22.1 K =	+0.66
16 FC VIZELA	18.3 K =	+3.56
17 FC DE AROUCA	15.1 K =	+3.21
18 BELENENSES SAD	12.8 K =	+2.12

*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
592 K


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



*[from October 04, 2021 to November 02, 2021]

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



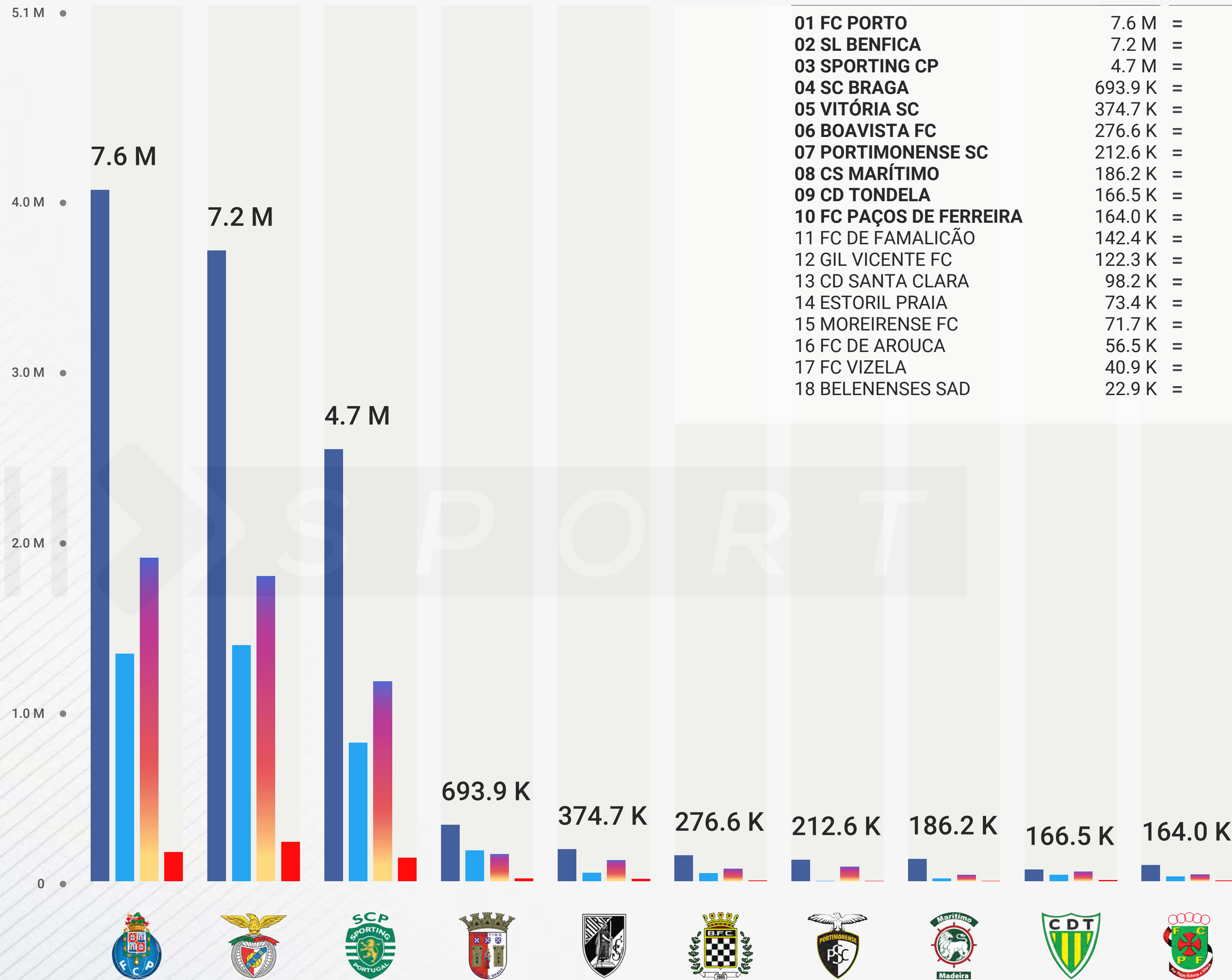


TOTAL FANBASE

22.2 M



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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 **PORTUGAL Brands**






TOTAL FANBASE
22.2 M



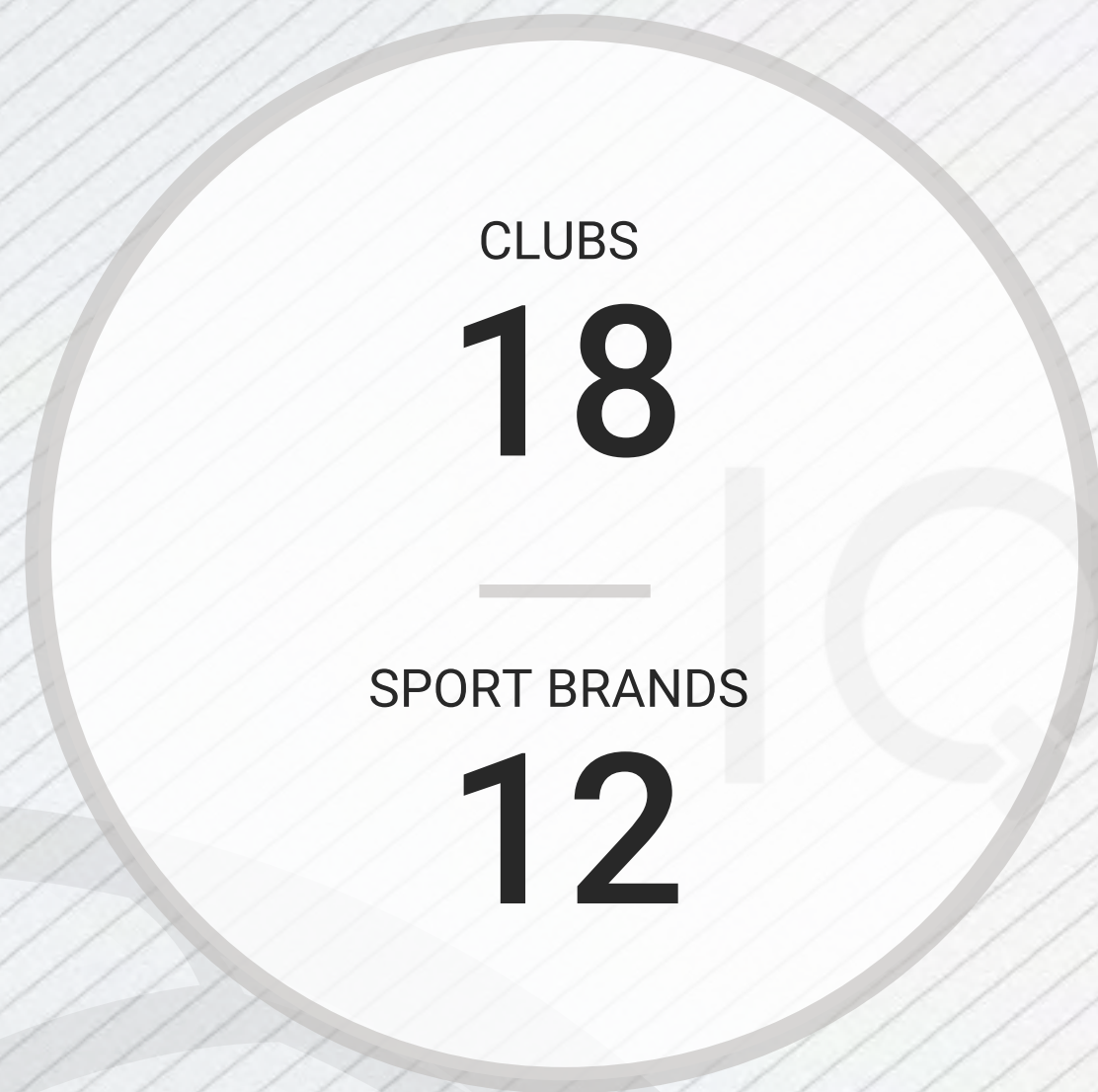
Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 18 sponsored Primeira Liga football clubs.



*[from October 04, 2021 to November 02, 2021]



 PORTUGAL Brands



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



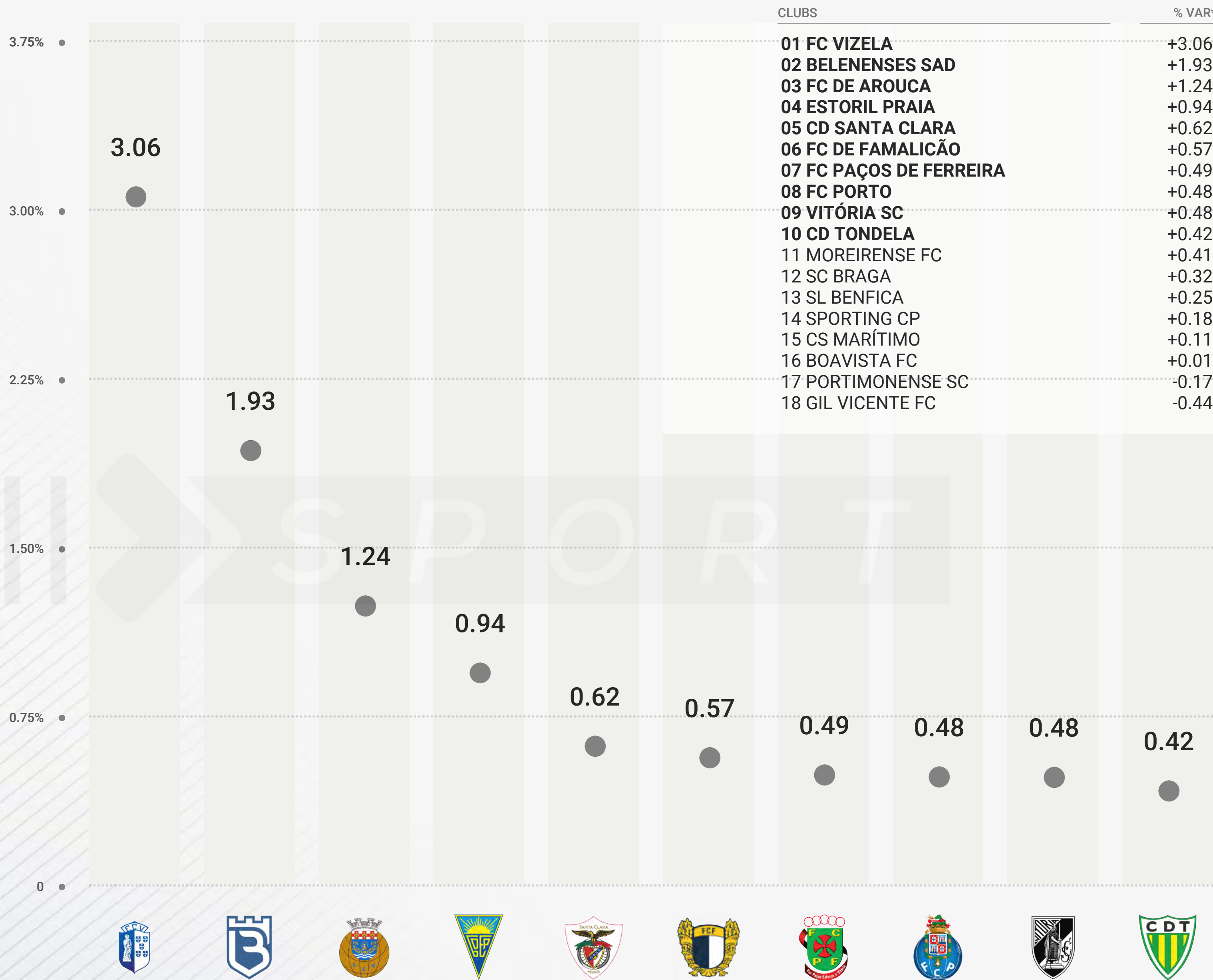
*[from October 04, 2021 to November 02, 2021]



 **PORTUGAL Grown Up**



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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NETHERLANDS Snapshot / Second Division



18

CLUBS

Total Eredivisie football clubs analysed.

11

BRANDS

Total Eredivisie Sport Brands on jerseys analysed.

19.1 M

+ 1.05%*

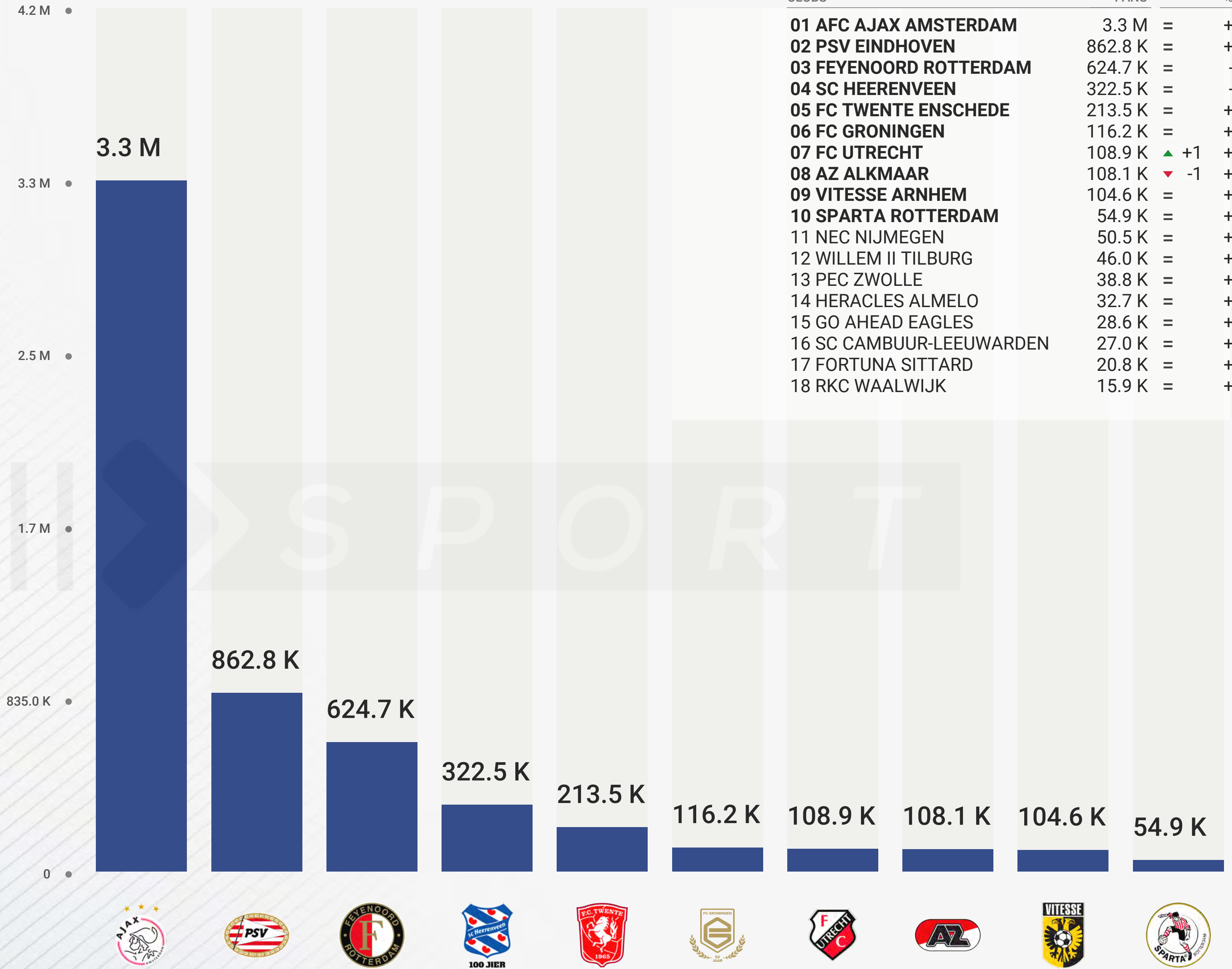
FANS

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

*[from October 04, 2021 to November 02, 2021]



Ranking of the most followed Eredivisie football clubs on Facebook.



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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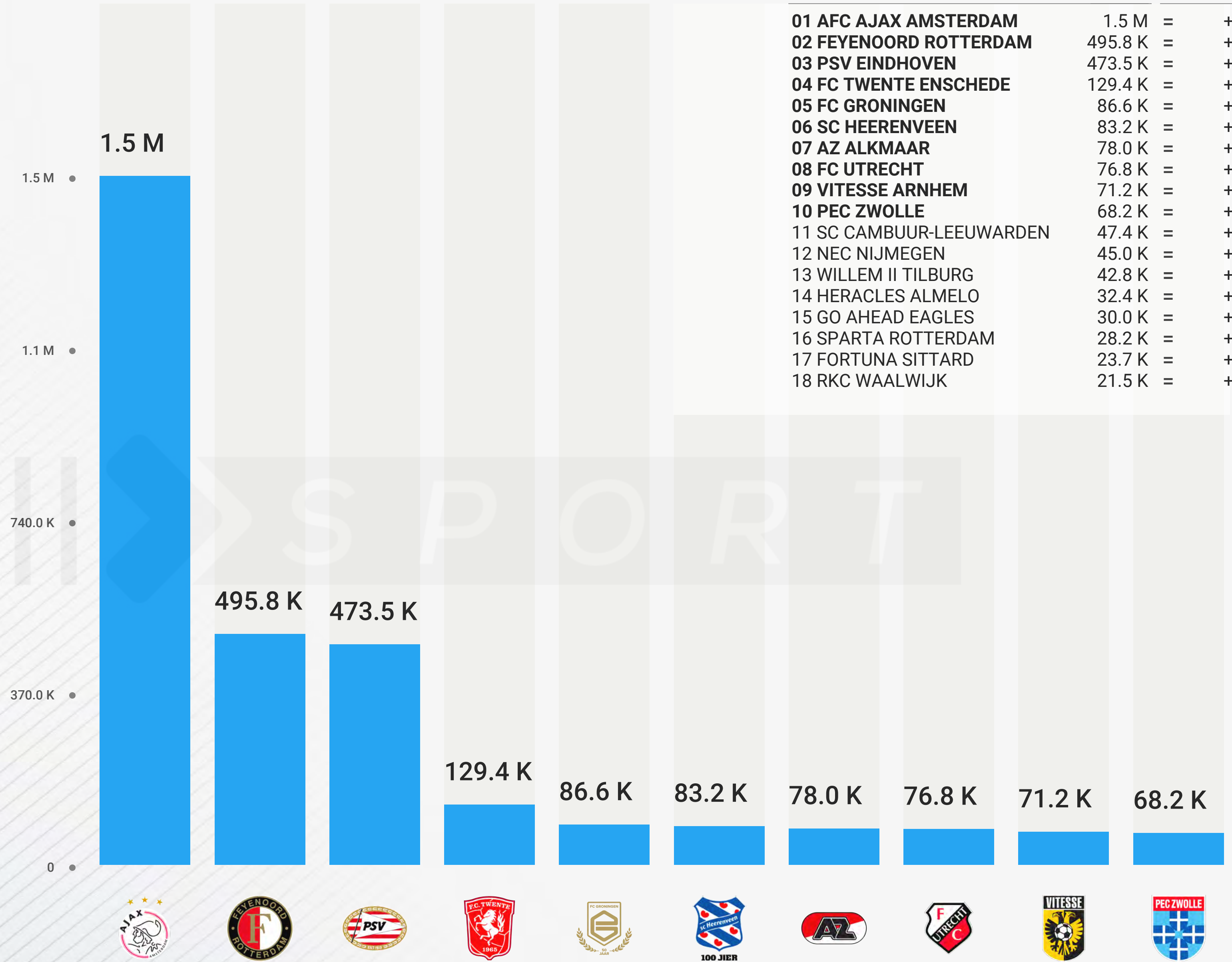
FB data refers to Likes, not Followers.



TOTAL FANBASE
3.3 M



Ranking of the most followed Eredivisie football clubs on Twitter.




CLUBS	FANS	% VAR*
01 AFC AJAX AMSTERDAM	1.5 M =	+0.81
02 FEYENOORD ROTTERDAM	495.8 K =	+0.20
03 PSV EINDHOVEN	473.5 K =	+0.11
04 FC TWENTE ENSCHEDE	129.4 K =	+0.39
05 FC GRONINGEN	86.6 K =	+0.23
06 SC HEERENVEEN	83.2 K =	+0.12
07 AZ ALKMAAR	78.0 K =	+0.26
08 FC UTRECHT	76.8 K =	+0.26
09 VITESSE ARNHEM	71.2 K =	+0.56
10 PEC ZWOLLE	68.2 K =	+0.15
11 SC CAMBUUR-LEEWARDEN	47.4 K =	+0.42
12 NEC NIJMEGEN	45.0 K =	+0.22
13 WILLEM II TILBURG	42.8 K =	+0.23
14 HERACLES ALMELO	32.4 K =	+0.31
15 GO AHEAD EAGLES	30.0 K =	+0.67
16 SPARTA ROTTERDAM	28.2 K =	+0.36
17 FORTUNA SITTARD	23.7 K =	+0.00
18 RKC WAALWIJK	21.5 K =	+0.47

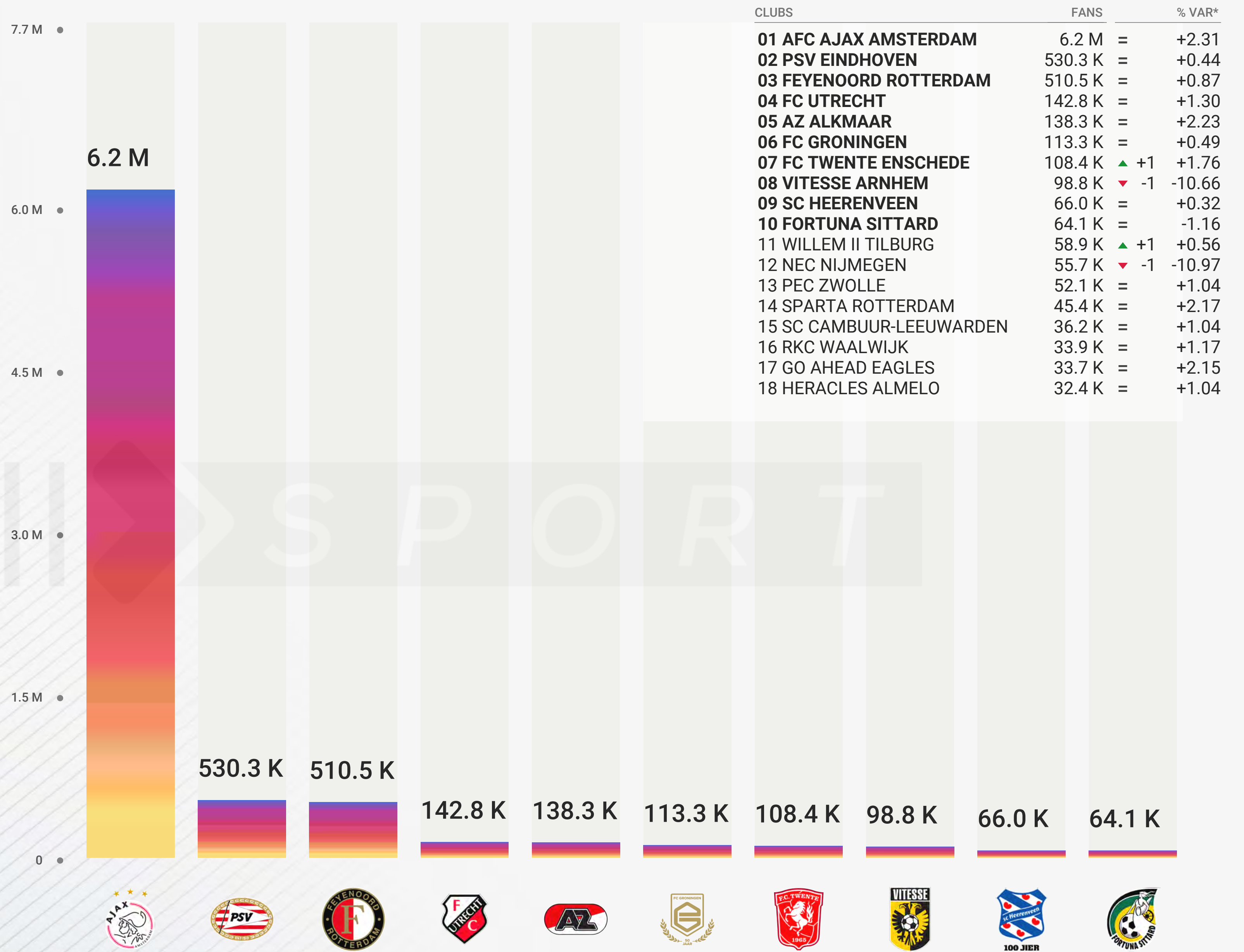
*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
8.3 M



Ranking of the most followed Eredivisie football clubs on Instagram.



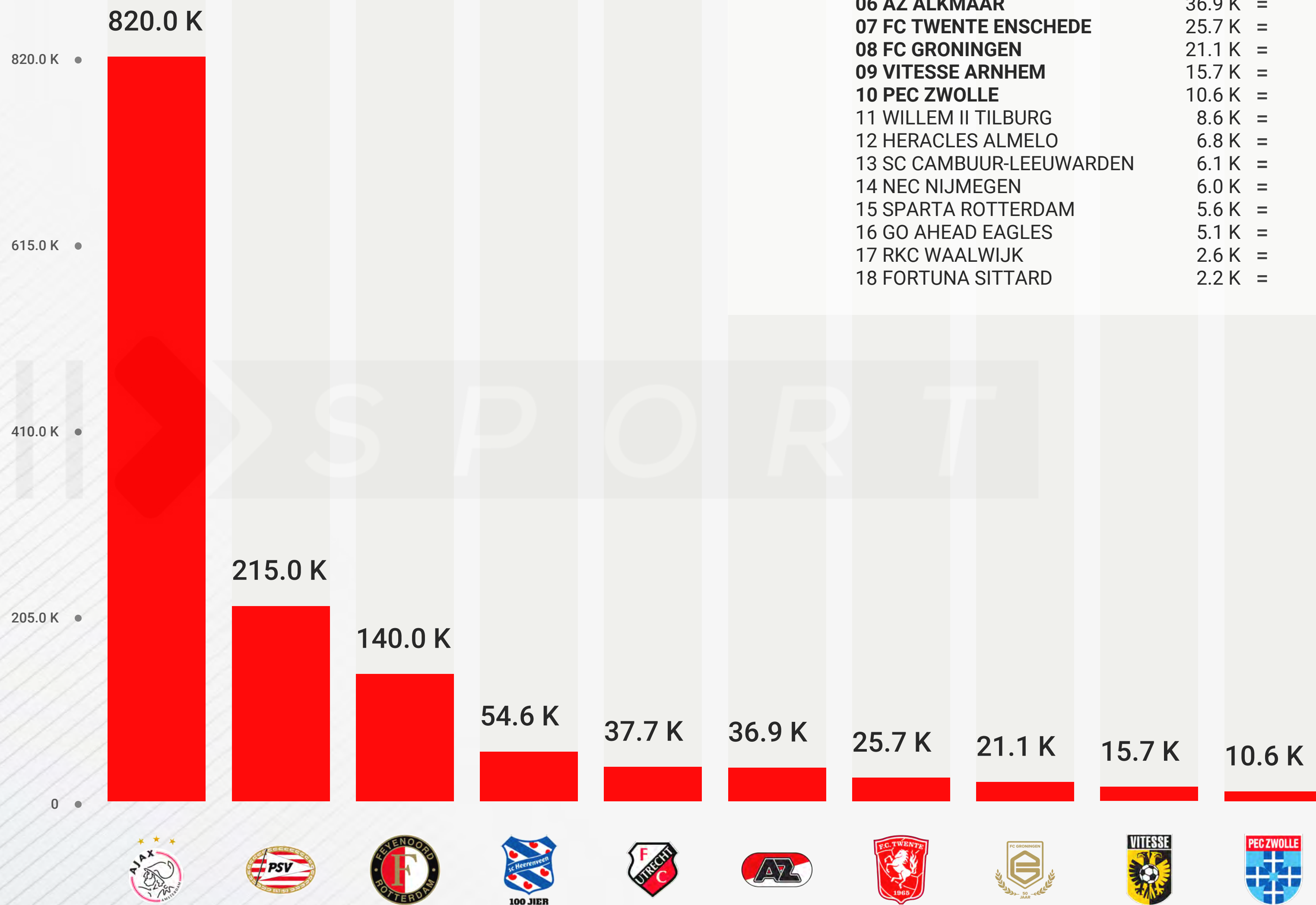
*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
1.4 M



Ranking of the most followed Eredivisie football clubs on YouTube.



*[from October 04, 2021 to November 02, 2021]

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



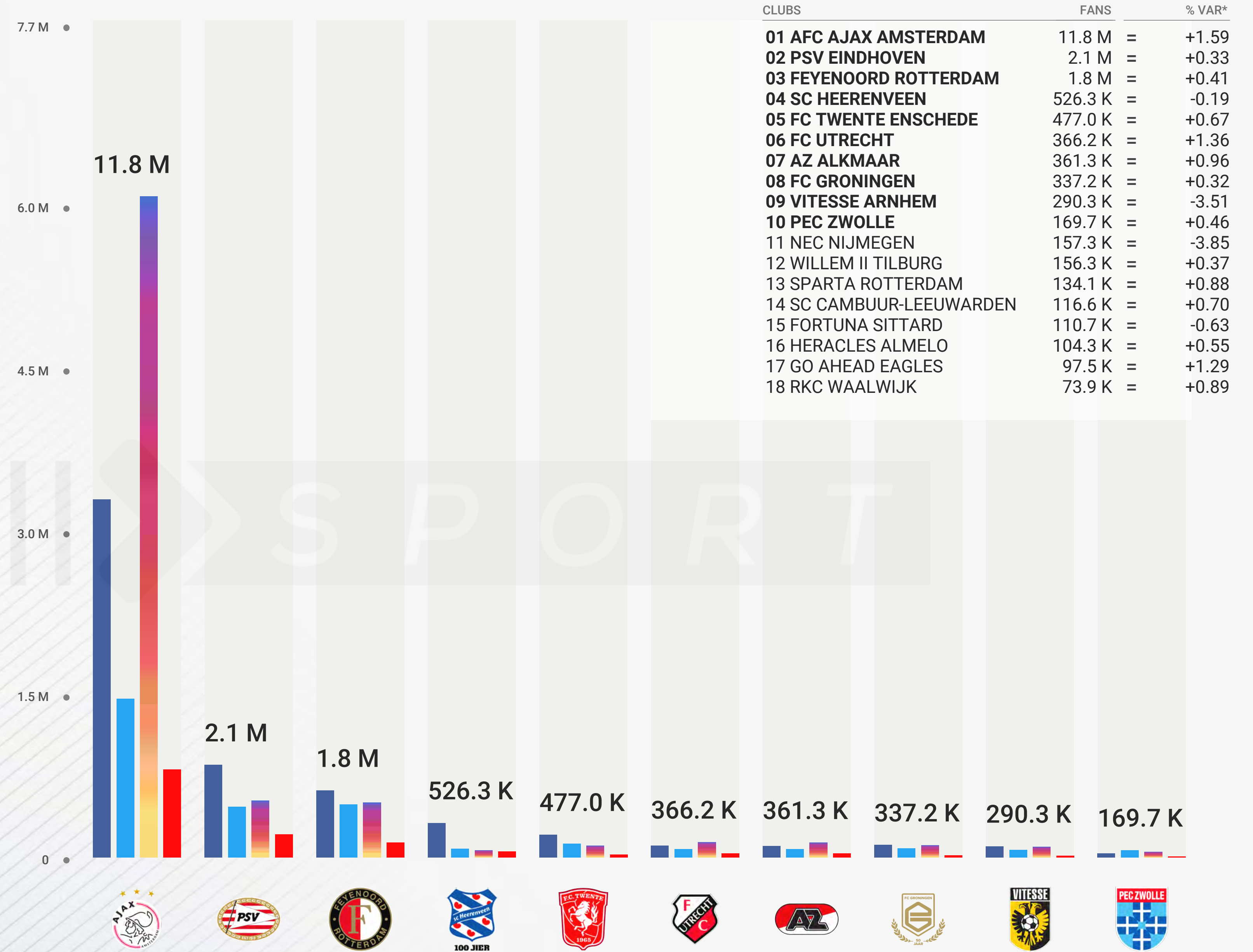





TOTAL FANBASE
19.1 M



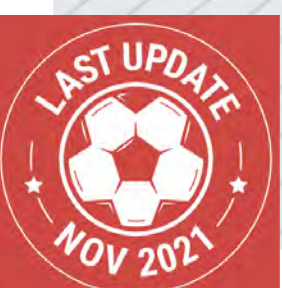
Ranking of the most followed Eredivisie football clubs based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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



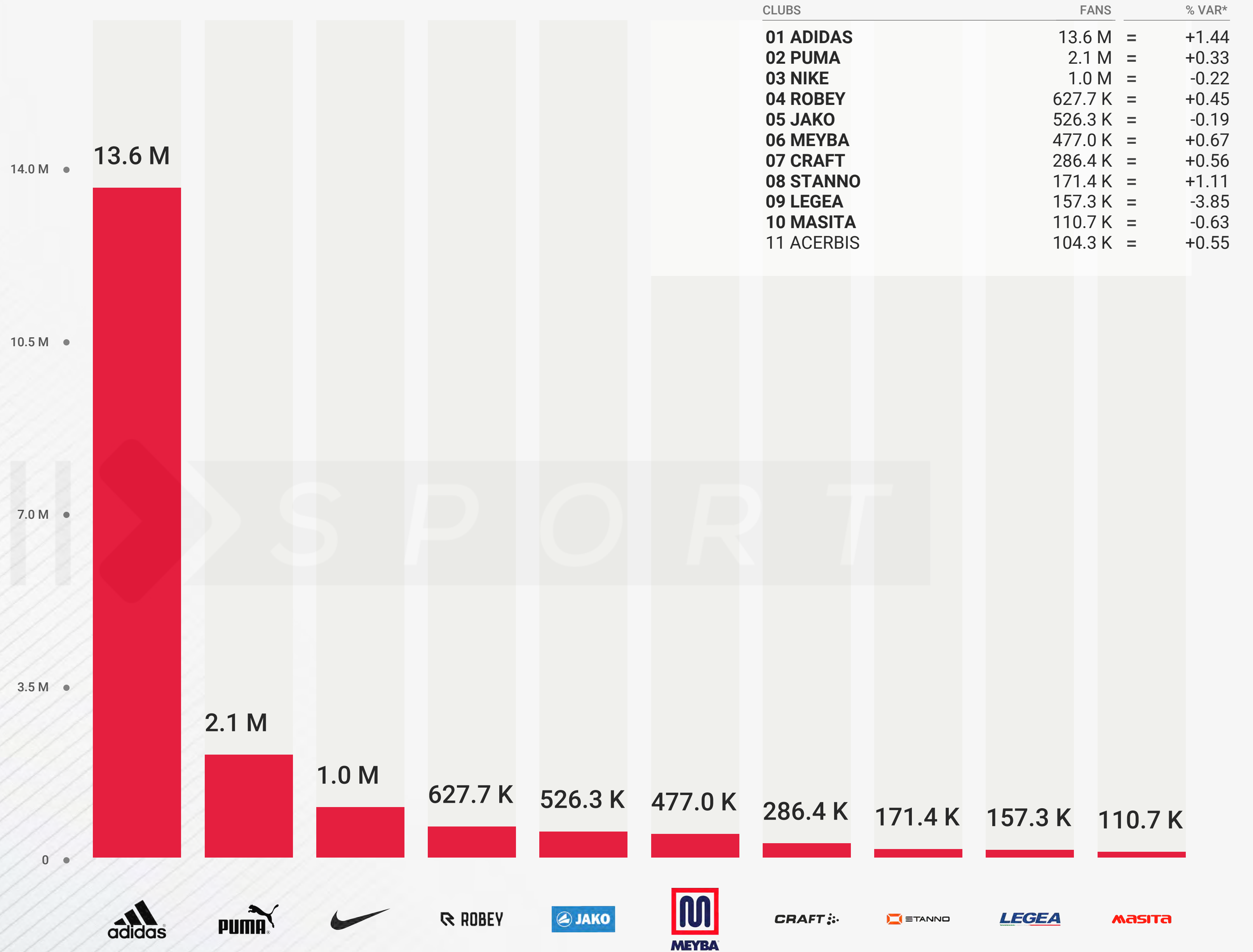
 **NETHERLANDS Brands**





 TOTAL FANBASE
19.1 M


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



*[from October 04, 2021 to November 02, 2021]

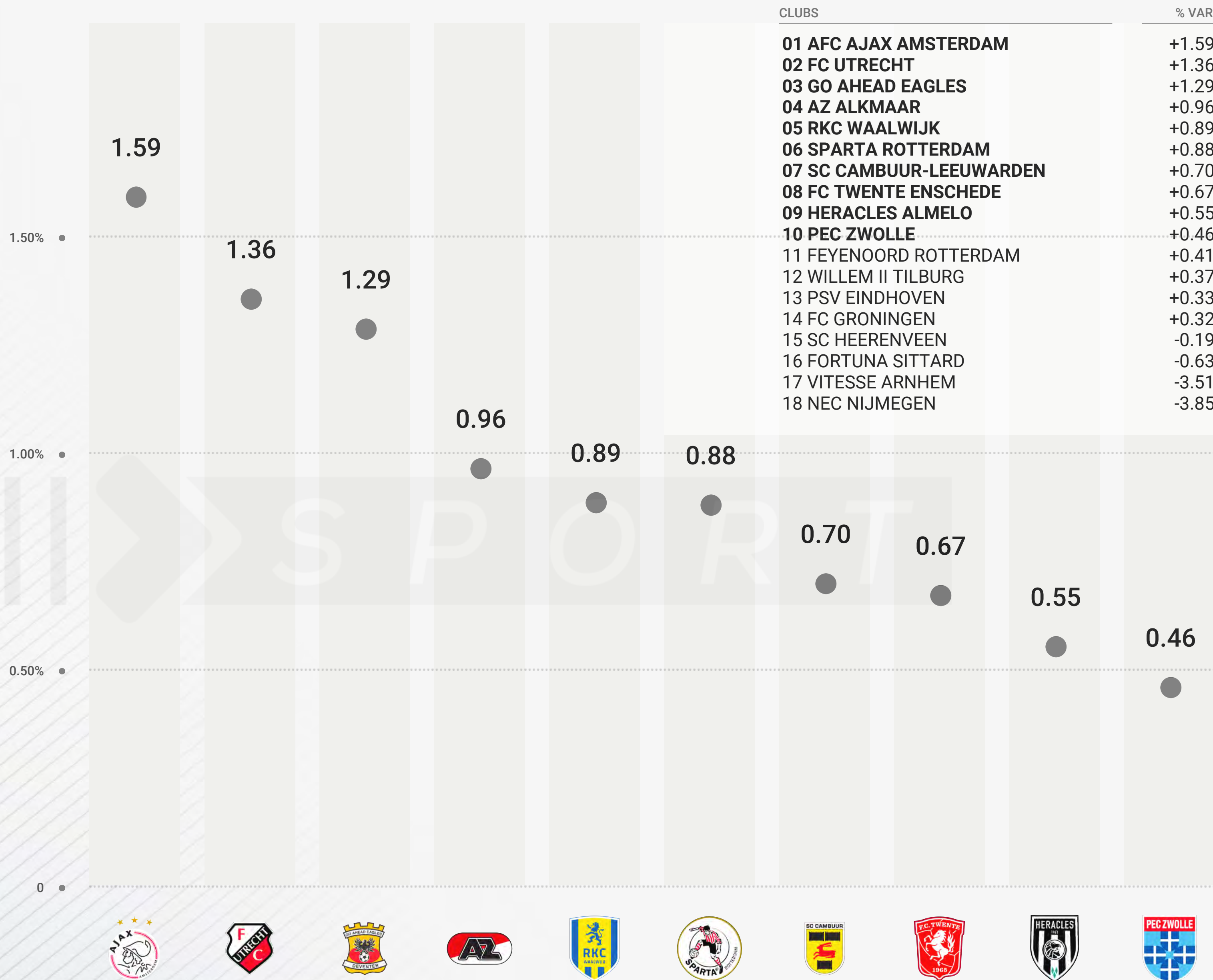
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 **NETHERLANDS Grown Up**



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



*[from October 04, 2021 to November 02, 2021]

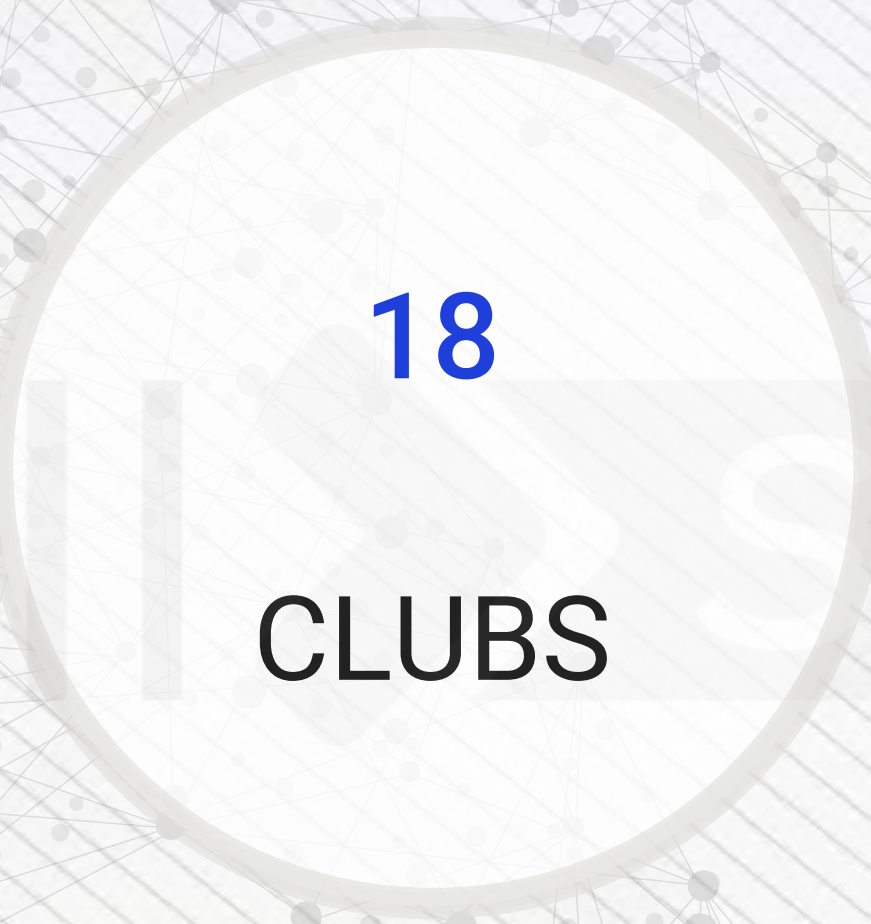
We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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

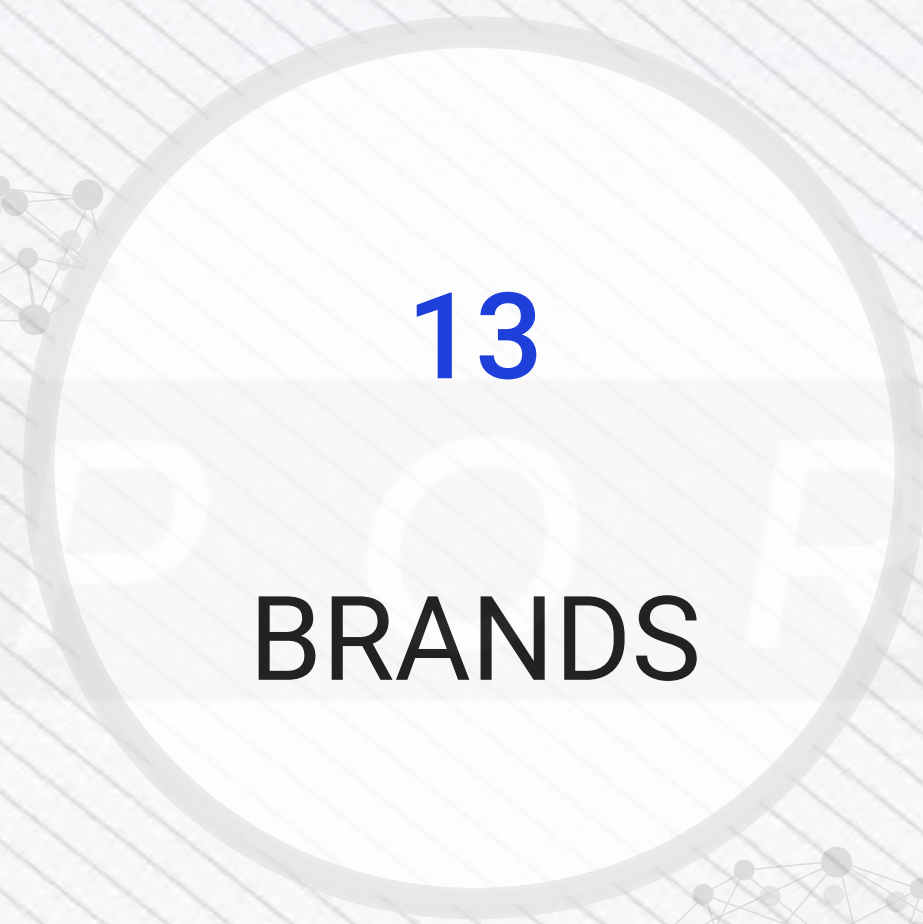
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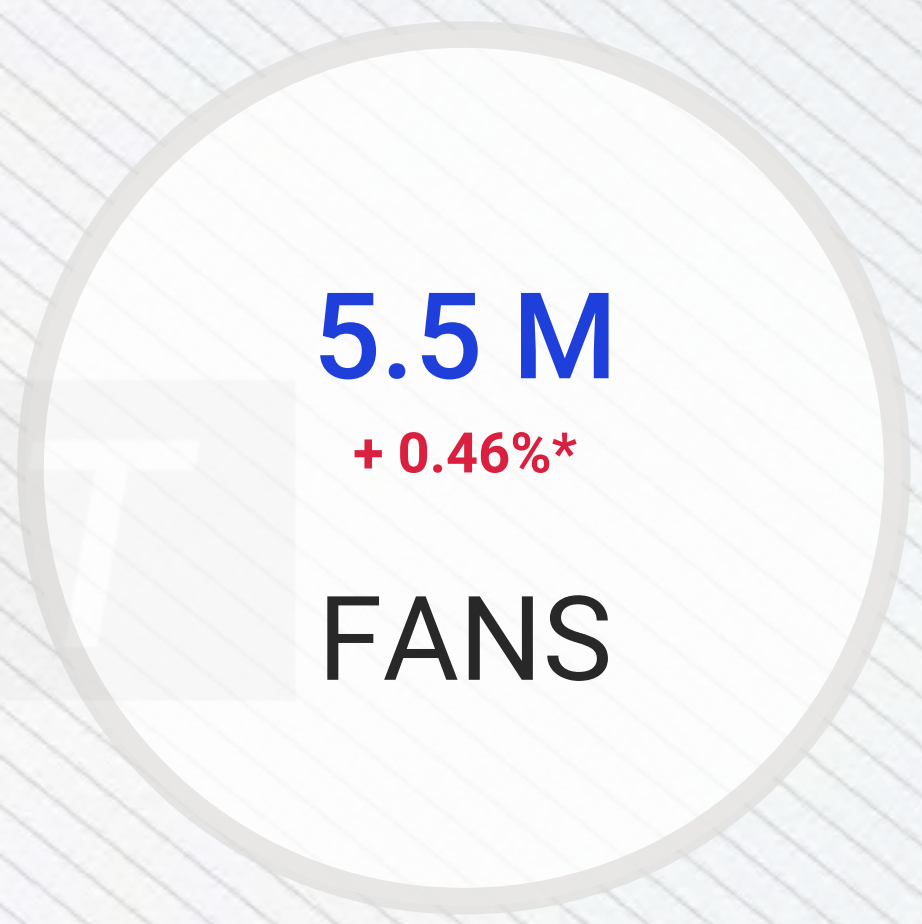
BELGIUM Snapshot / First Division



Total Pro League football clubs analysed.



Total Pro League Sport Brands on jerseys analysed.



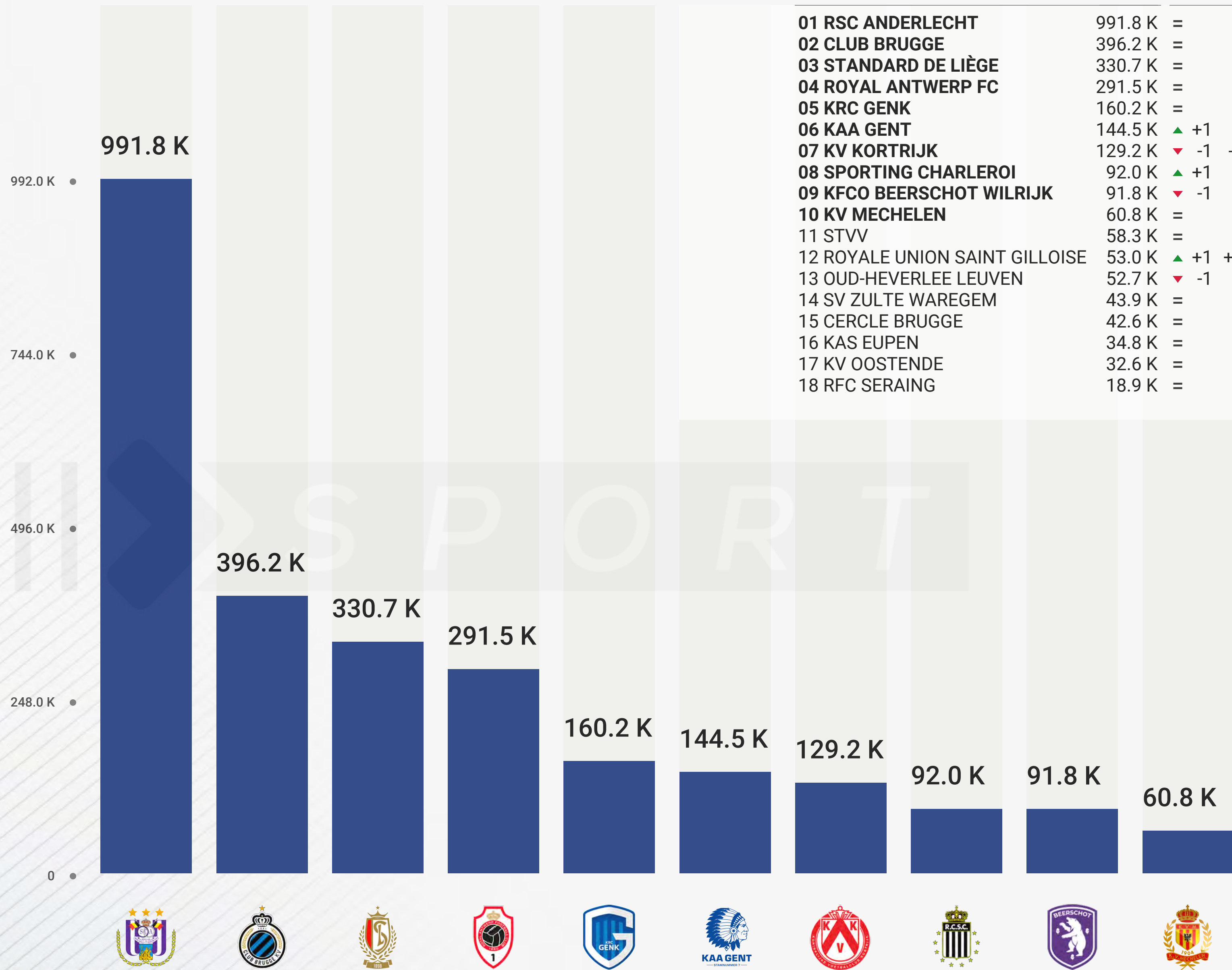
Total Facebook, Twitter, Instagram, YouTube Fans of the Pro League football clubs analysed.

*[from October 04, 2021 to November 02, 2021]





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



*[from October 04, 2021 to November 02, 2021]


We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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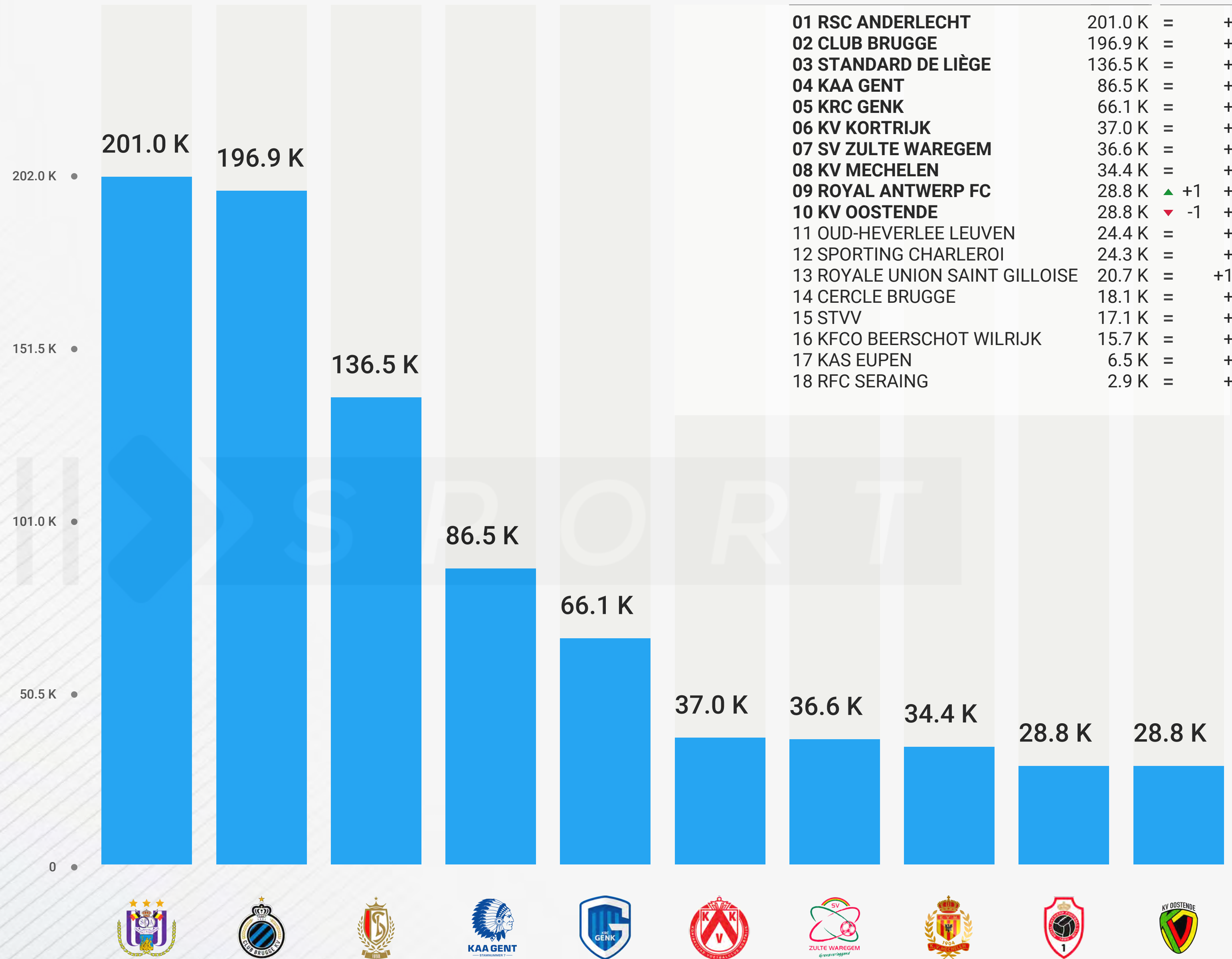
FB data refers to Likes, not Followers.



TOTAL FANBASE
982 K



Jupiler Pro League


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



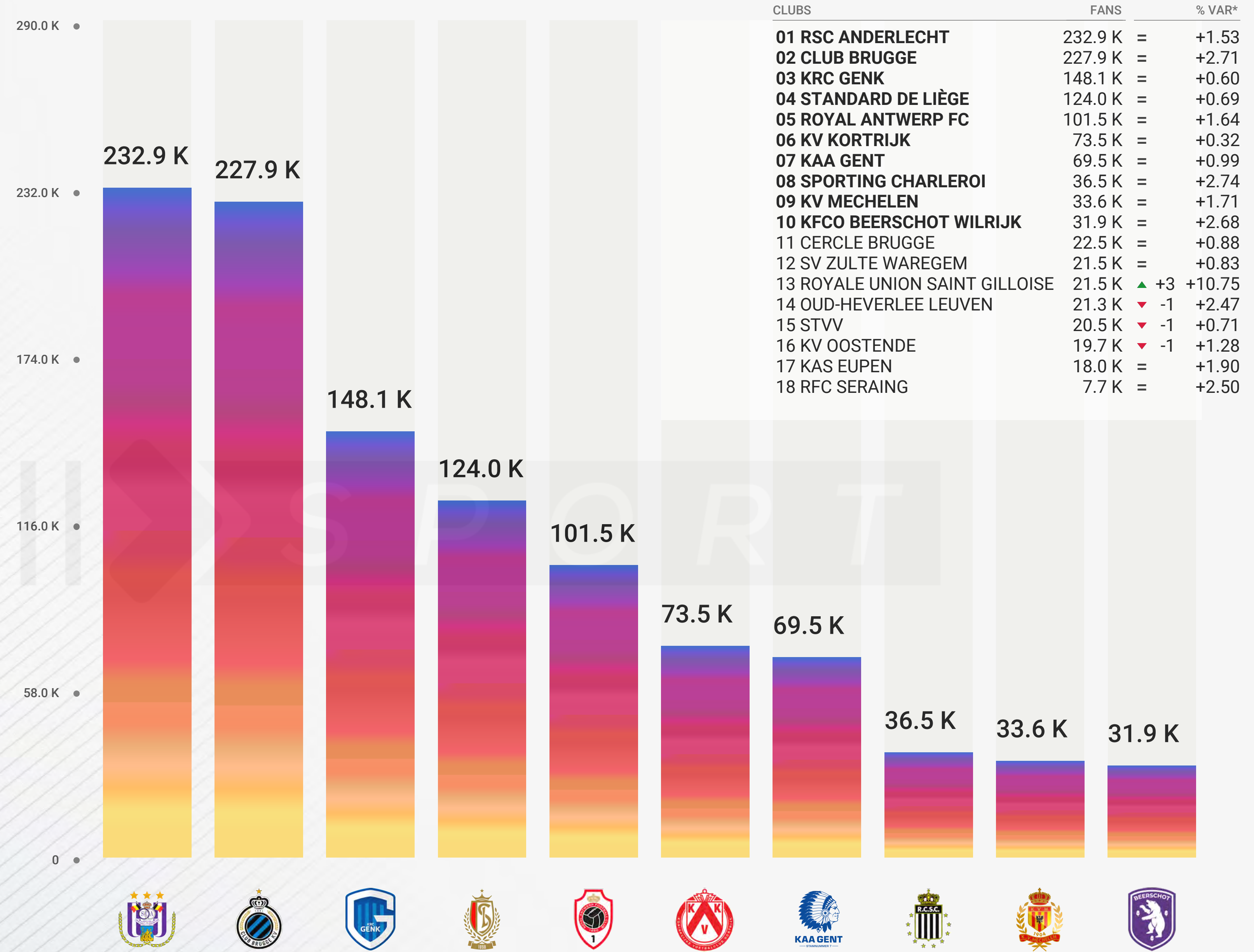
*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
1.2 M


 Jupiler Pro League

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



*[from October 04, 2021 to November 02, 2021]




 TOTAL FANBASE
245 K

 Jupiler Pro League

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




*[from October 04, 2021 to November 02, 2021]

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





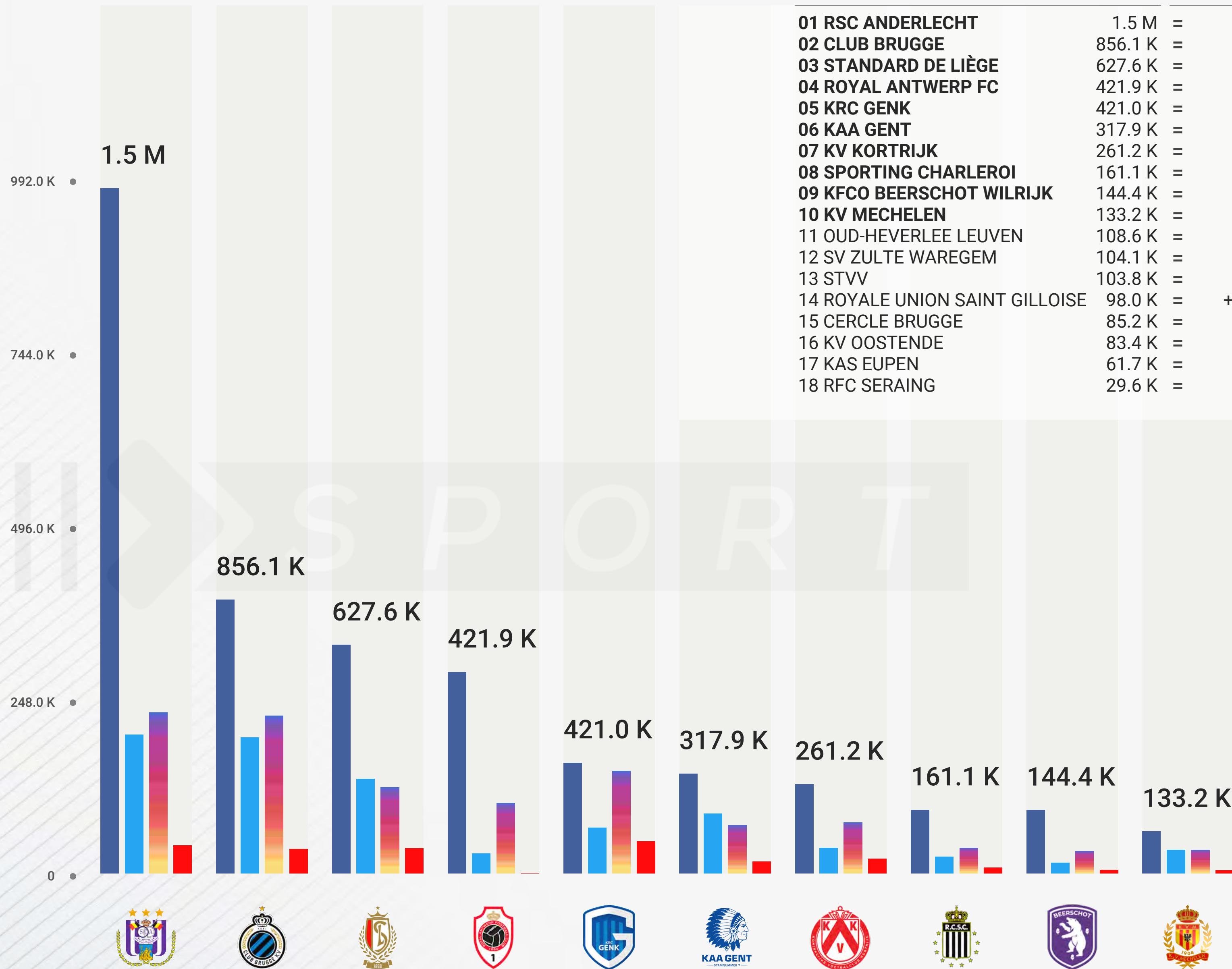



TOTAL FANBASE

5.5 M


Jupiler Pro League

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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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








TOTAL FANBASE

5.5 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.



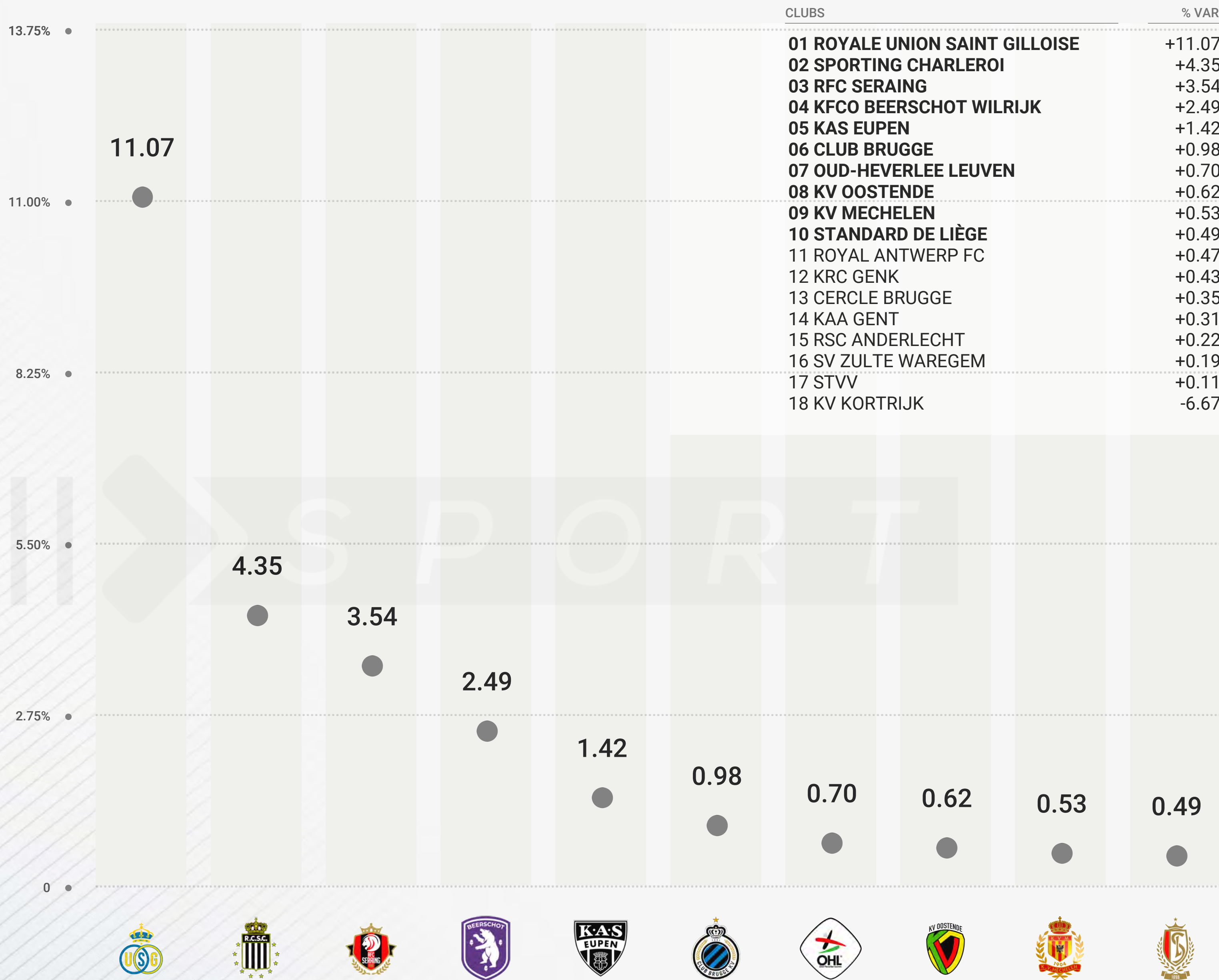
*[from October 04, 2021 to November 02, 2021]



 BELGIUM Grown Up



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



*[from October 04, 2021 to November 02, 2021]

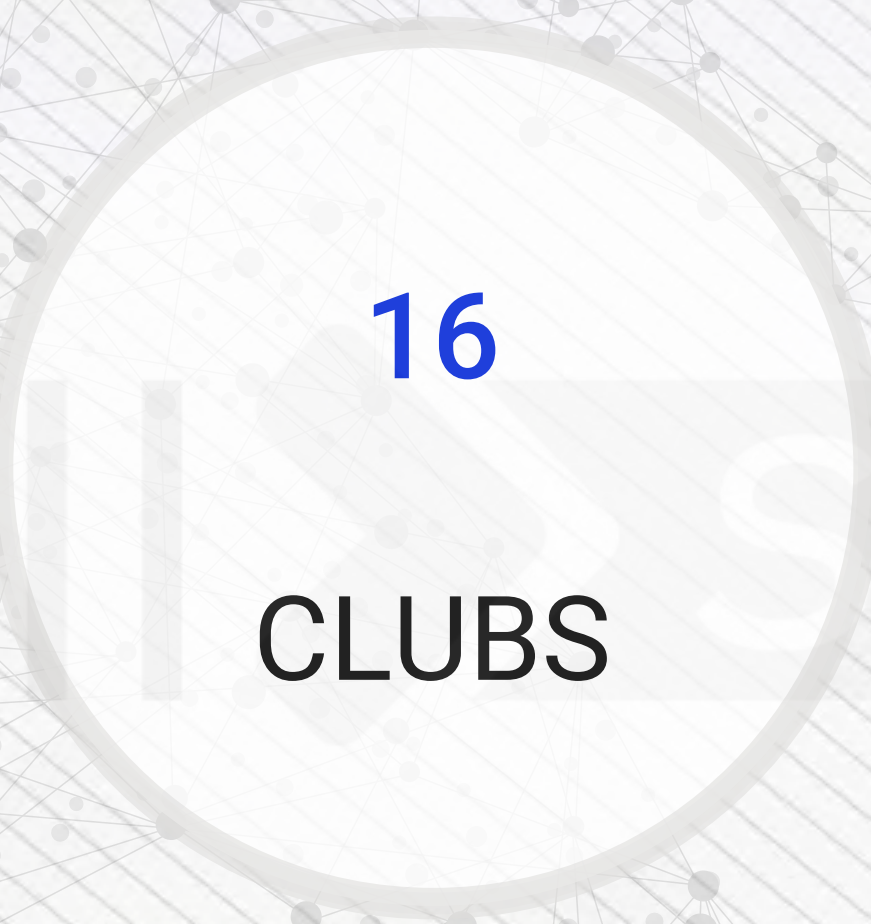
We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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

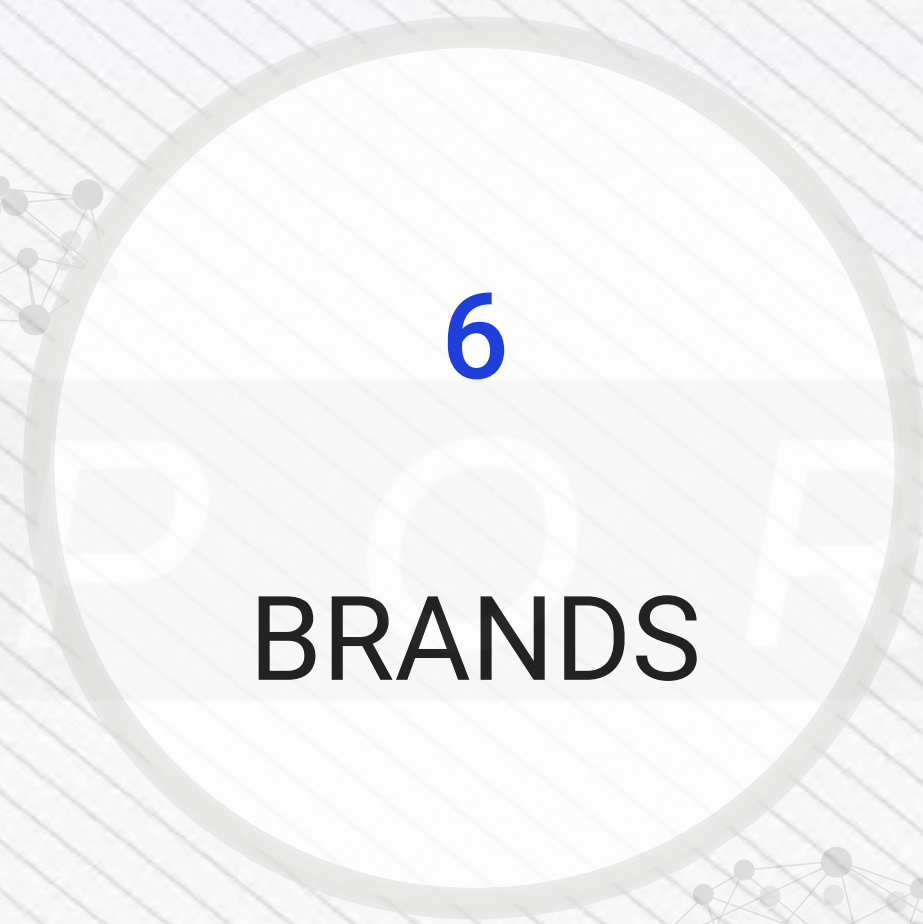
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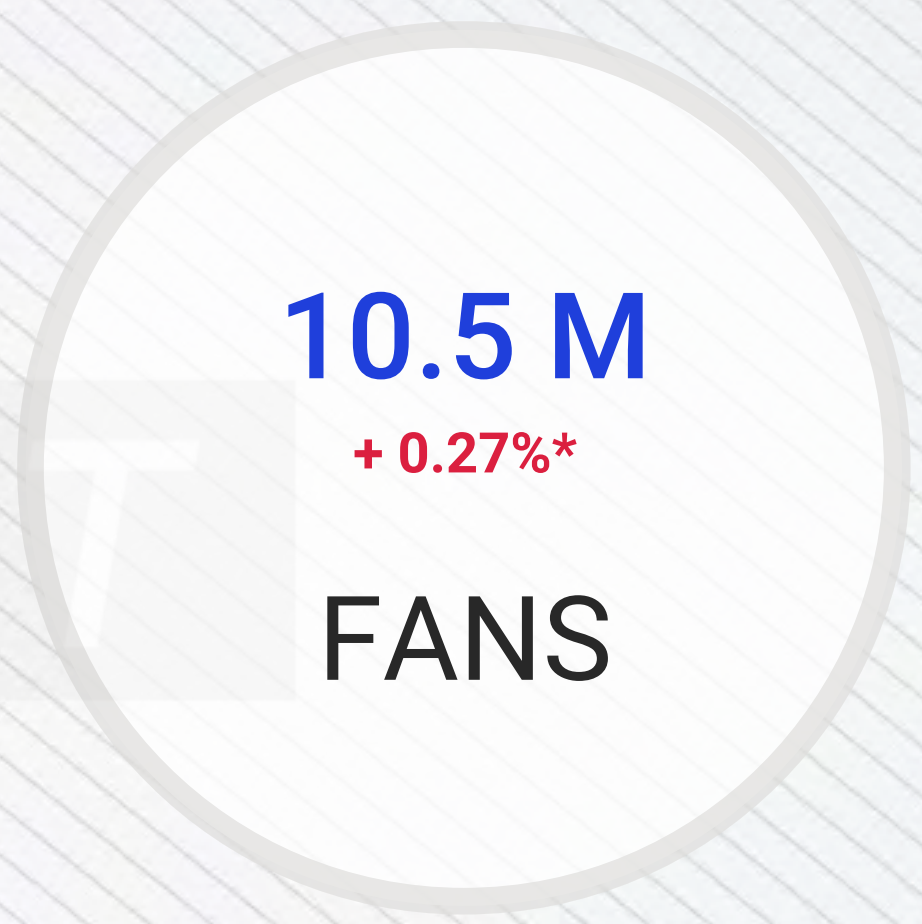
RUSSIA Snapshot / First Division



Total Russian Premier Liga football clubs analysed.



Total Russian Premier Liga Sport Brands on jerseys analysed.




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

*[from October 04, 2021 to November 02, 2021]



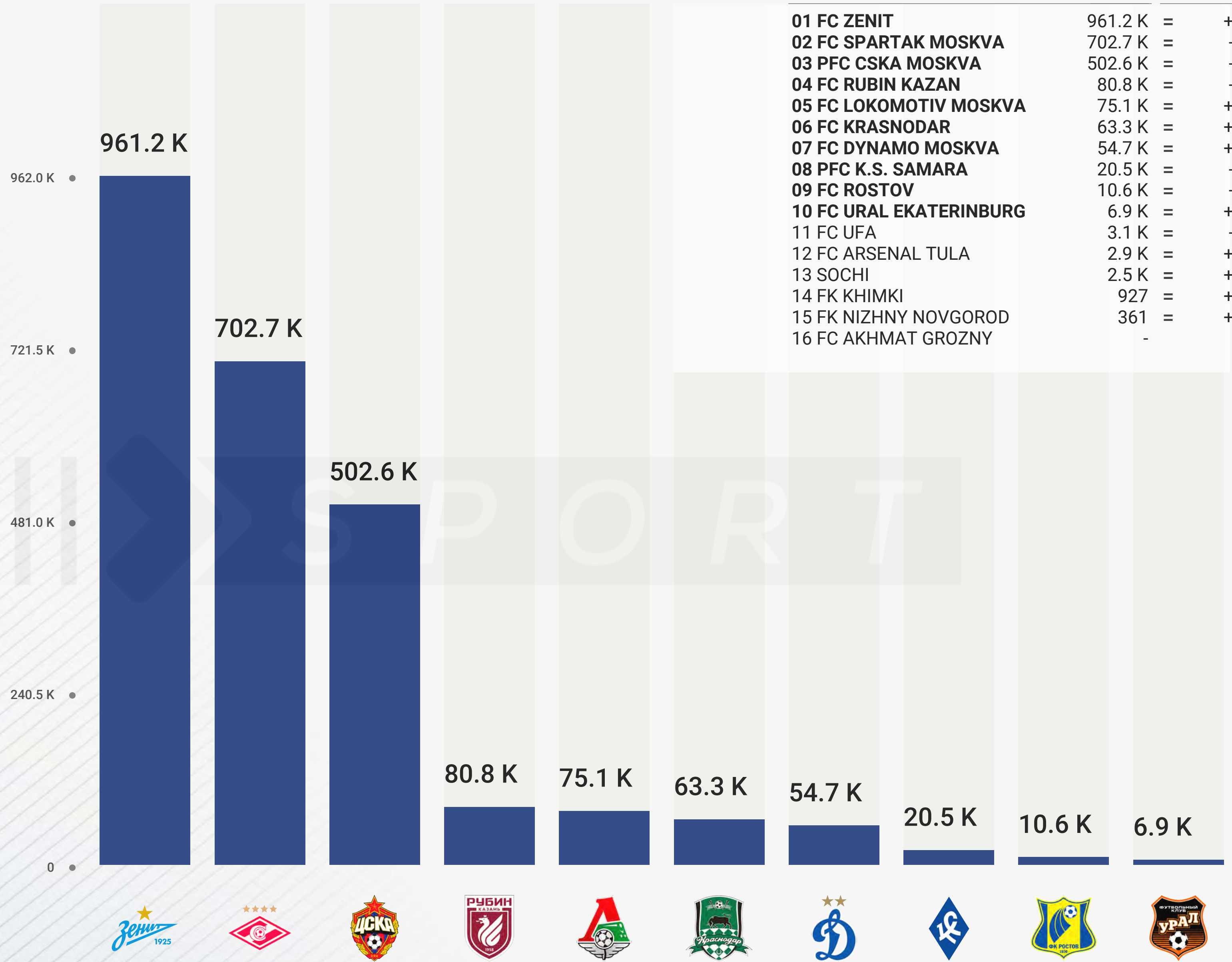
 **RUSSIA Facebook**

f
TOTAL FANBASE
2.5 M



RUSSIAN
PREMIER LIGA

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



*[from October 04, 2021 to November 02, 2021]


We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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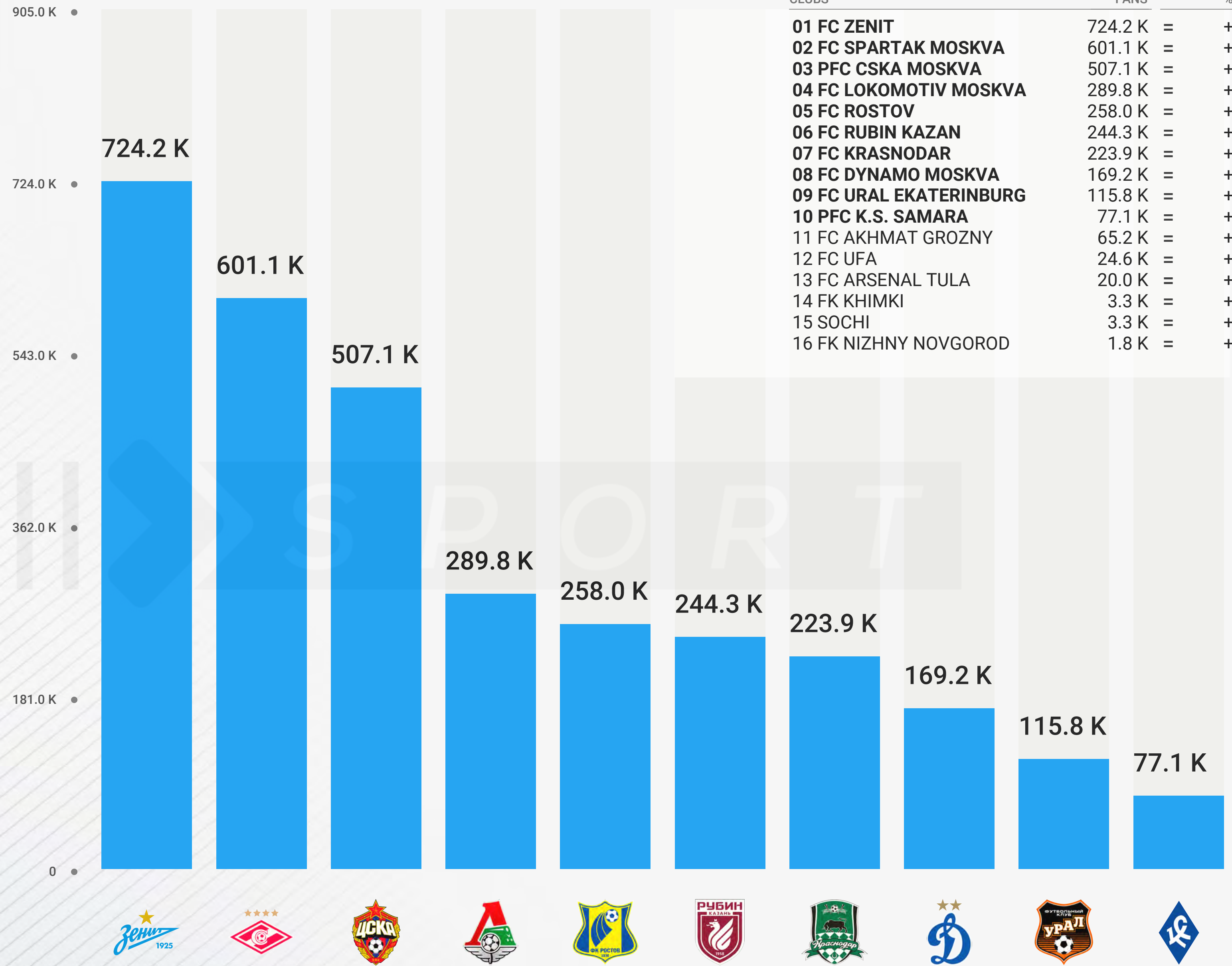


TOTAL FANBASE
3.3 M



RUSSIAN
PREMIER LIGA

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




CLUBS	FANS	% VAR*
01 FC ZENIT	724.2 K =	+0.06
02 FC SPARTAK MOSKVA	601.1 K =	+0.12
03 PFC CSKA MOSKVA	507.1 K =	+0.02
04 FC LOKOMOTIV MOSKVA	289.8 K =	+0.10
05 FC ROSTOV	258.0 K =	+0.04
06 FC RUBIN KAZAN	244.3 K =	+0.04
07 FC KRASNODAR	223.9 K =	+0.13
08 FC DYNAMO MOSKVA	169.2 K =	+0.18
09 FC URAL EKATERINBURG	115.8 K =	+0.00
10 PFC K.S. SAMARA	77.1 K =	+0.13
11 FC AKHMAT GROZNY	65.2 K =	+0.15
12 FC UFA	24.6 K =	+0.41
13 FC ARSENAL TULA	20.0 K =	+0.00
14 FK KHMINKI	3.3 K =	+0.61
15 SOCHI	3.3 K =	+0.80
16 FK NIZHNY NOVGOROD	1.8 K =	+0.72

*[from October 04, 2021 to November 02, 2021]



 **RUSSIA Instagram**

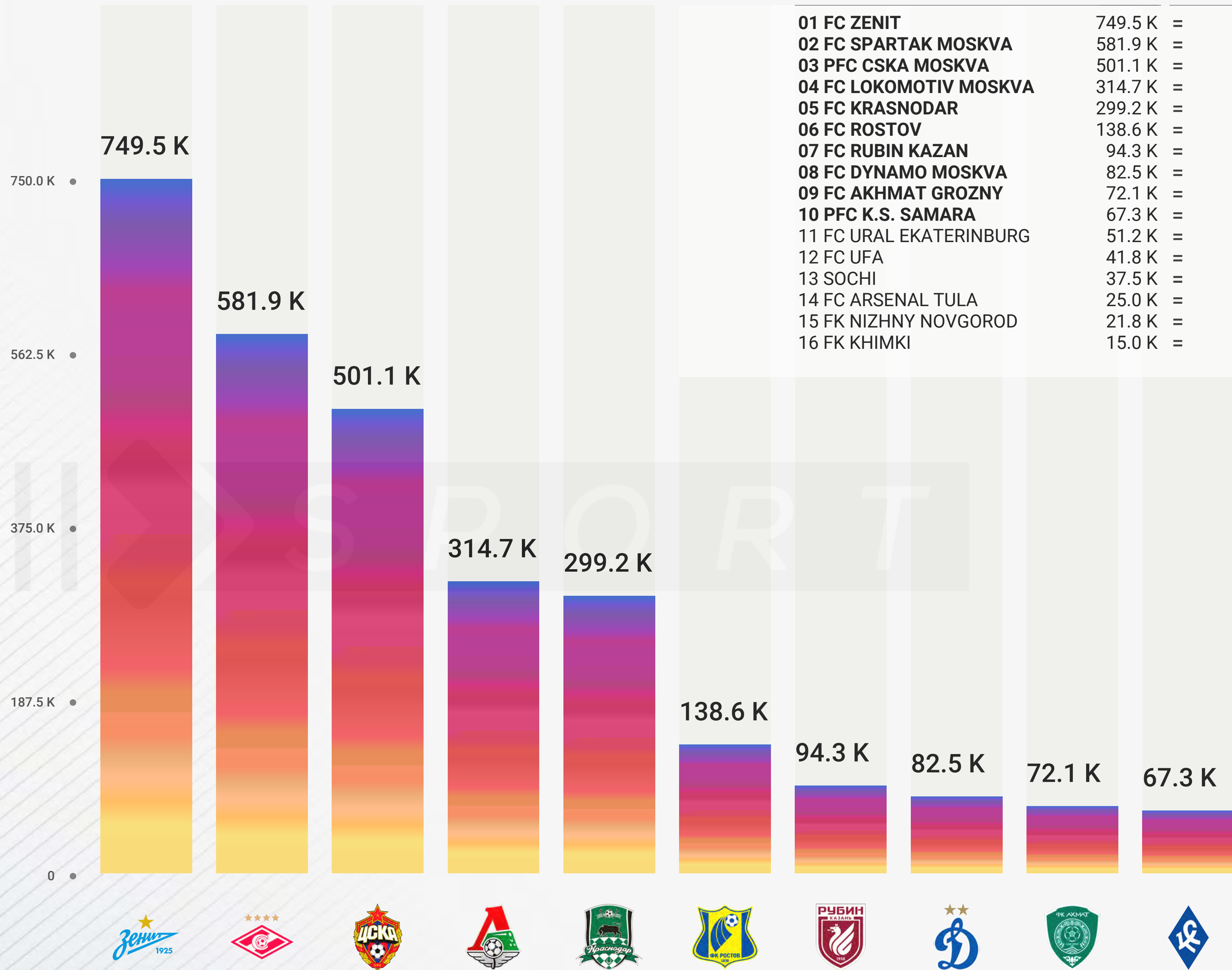


TOTAL FANBASE
3.1 M



RUSSIAN
PREMIER LIGA


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



*[from October 04, 2021 to November 02, 2021]

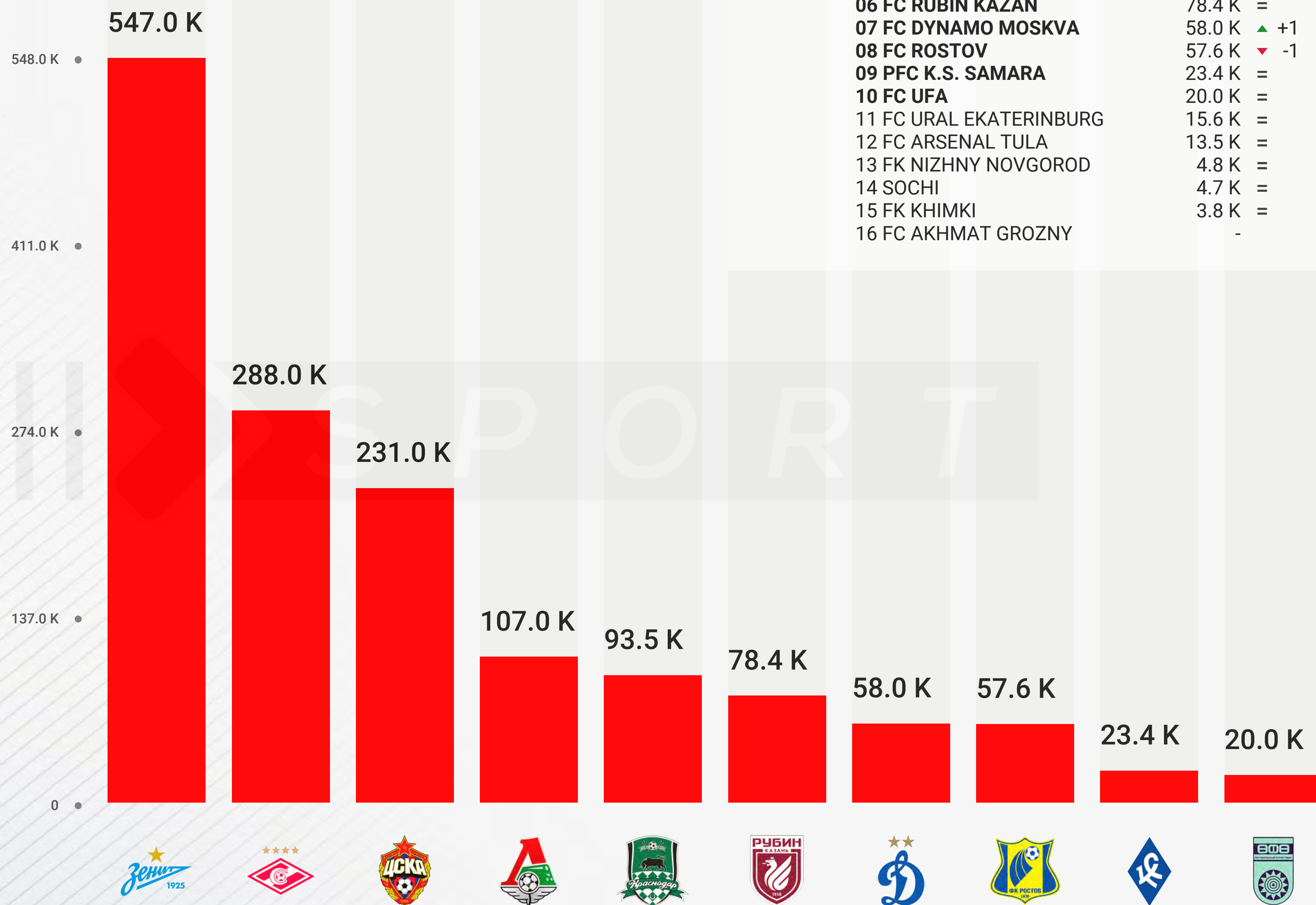
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 TOTAL FANBASE
1.5 M


 RUSSIAN
 PREMIER LIGA

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



*[from October 04, 2021 to November 02, 2021]

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



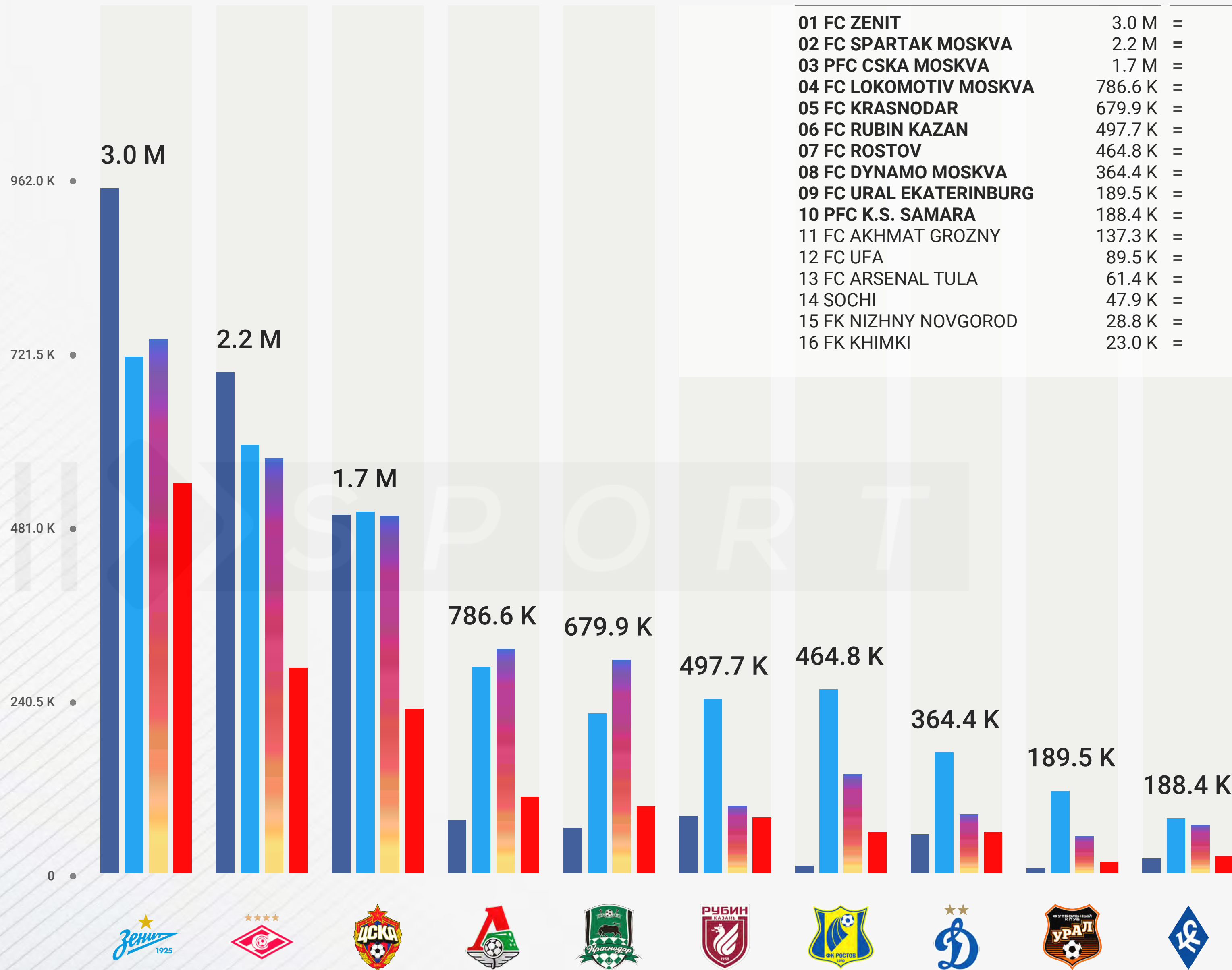





TOTAL FANBASE
10.5 M


RUSSIAN
PREMIER LIGA

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



*[from October 04, 2021 to November 02, 2021]

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 **RUSSIA Brands**

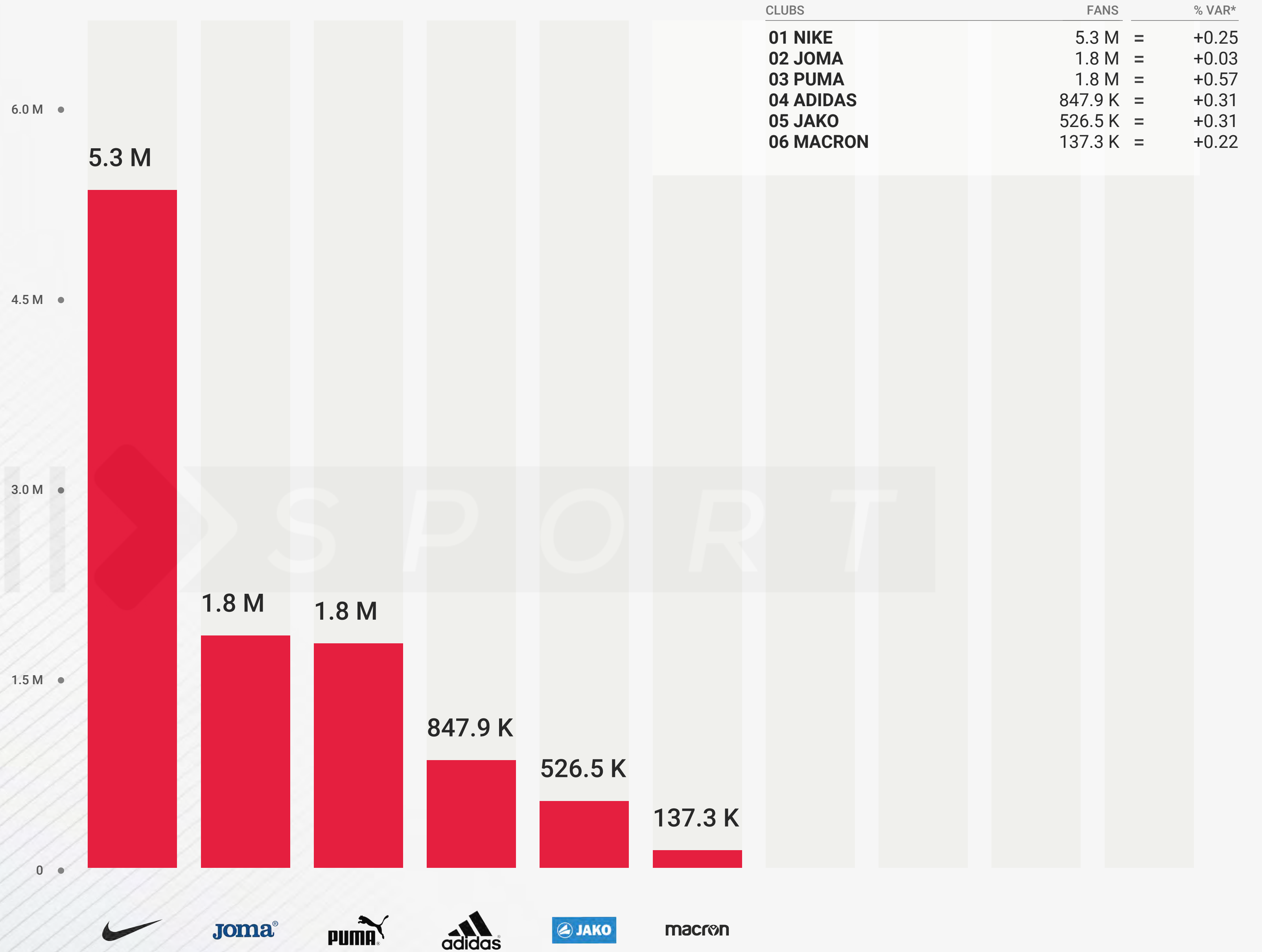





TOTAL FANBASE
10.5 M


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.



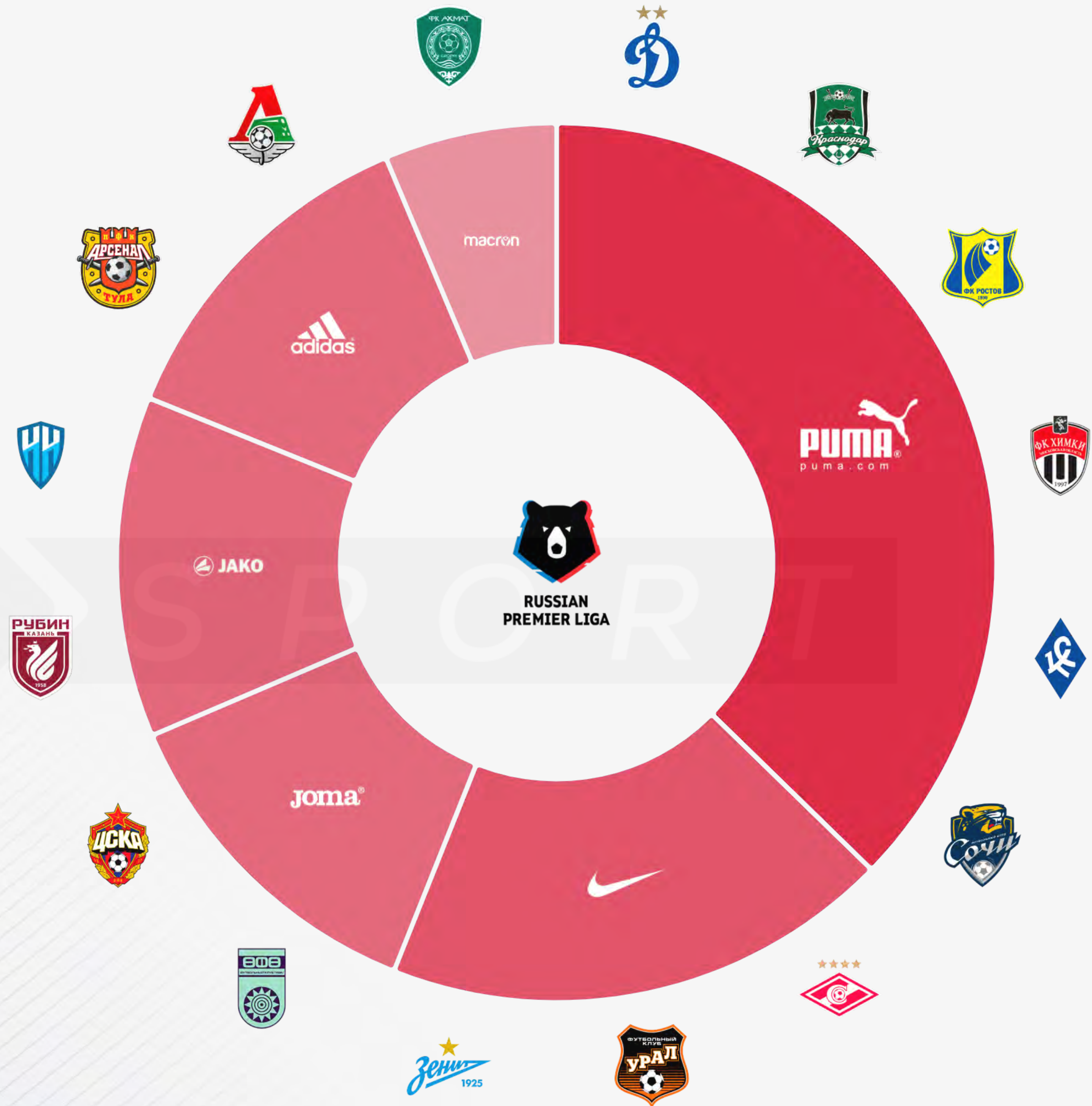
*[from October 04, 2021 to November 02, 2021]



 **RUSSIA Brands**



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



*[from October 04, 2021 to November 02, 2021]

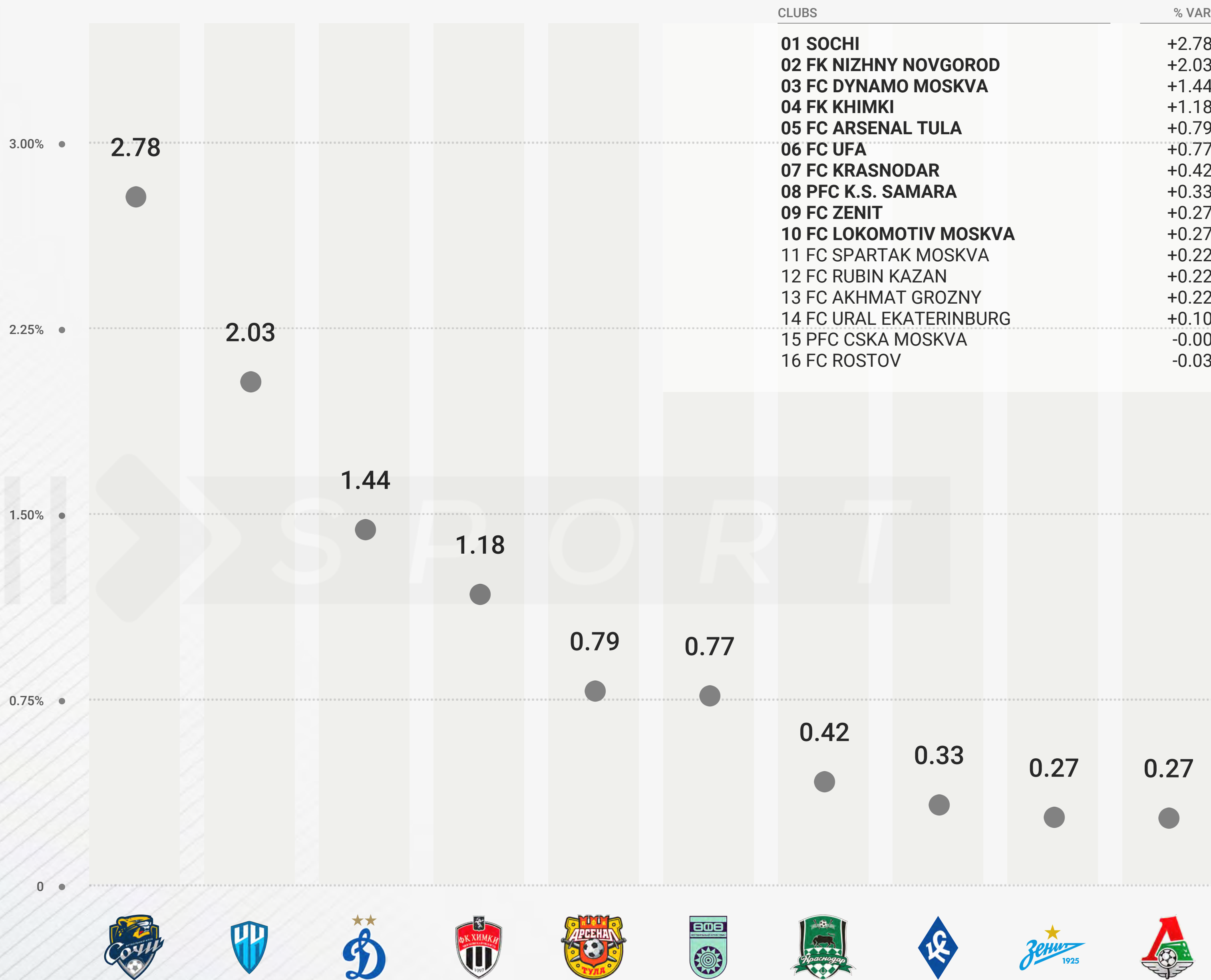
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 **RUSSIA Grown Up**



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



*[from October 04, 2021 to November 02, 2021]

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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.

3.6 M

+ 0.62%*

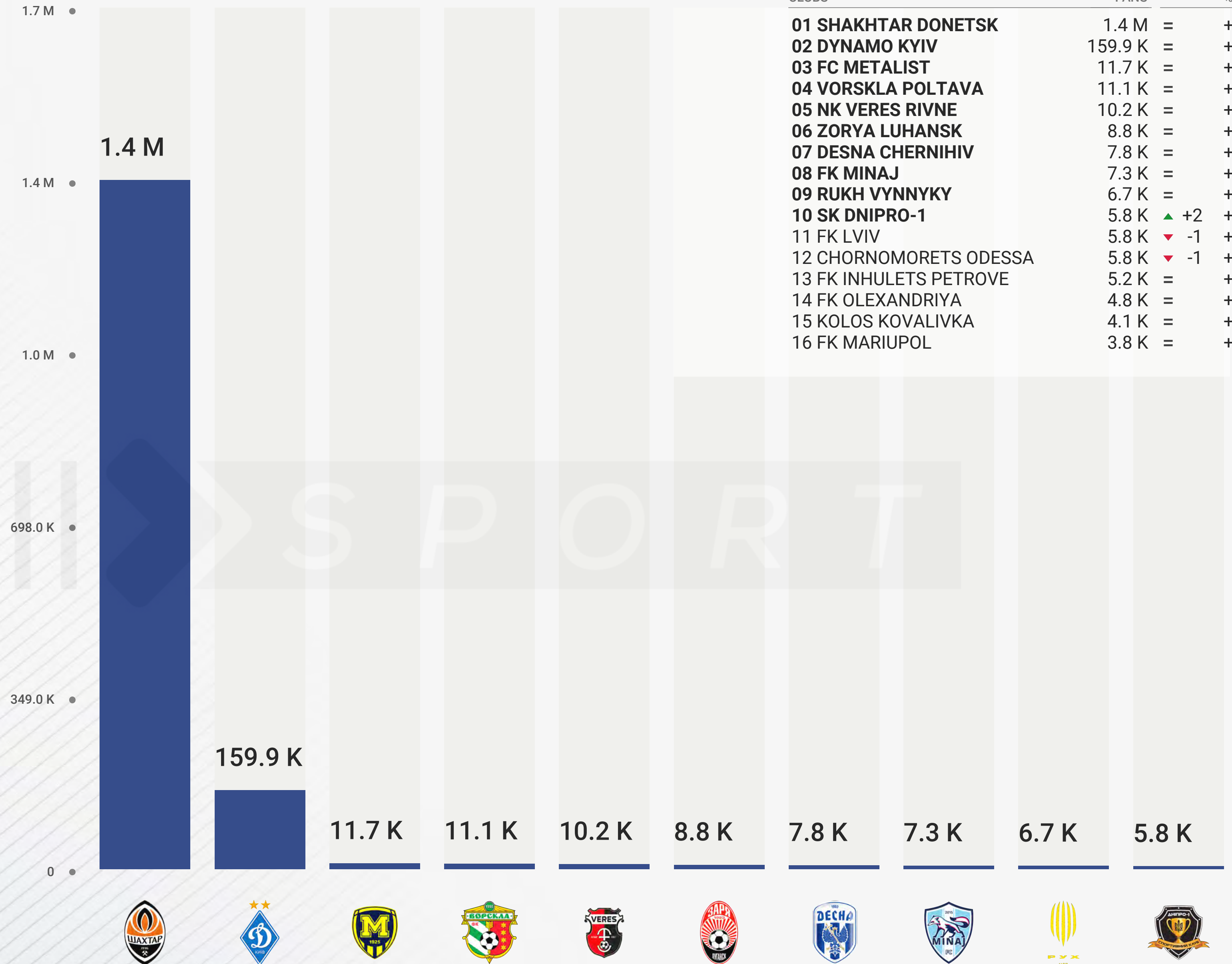
FANS

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

*[from October 04, 2021 to November 02, 2021]



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



*[from October 04, 2021 to November 02, 2021]

We now consider FB Likes only. This may cause an alteration of the %VAR, as we considered Followers in the previous issue, in some cases.

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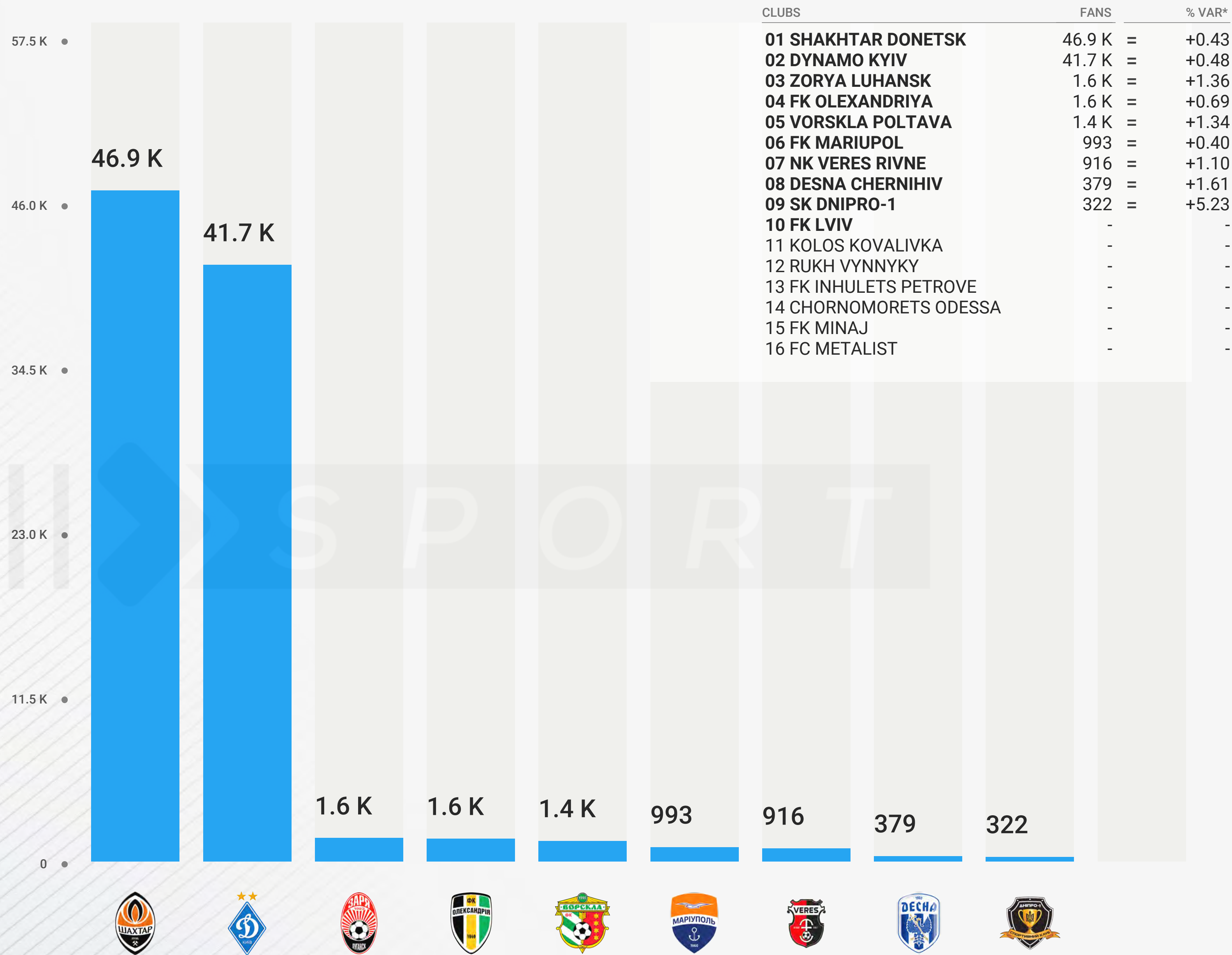
FB data refers to Likes, not Followers.

TOTAL FANBASE
96 K



Українська Прем'єр-Ліга

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



*[from October 04, 2021 to November 02, 2021]

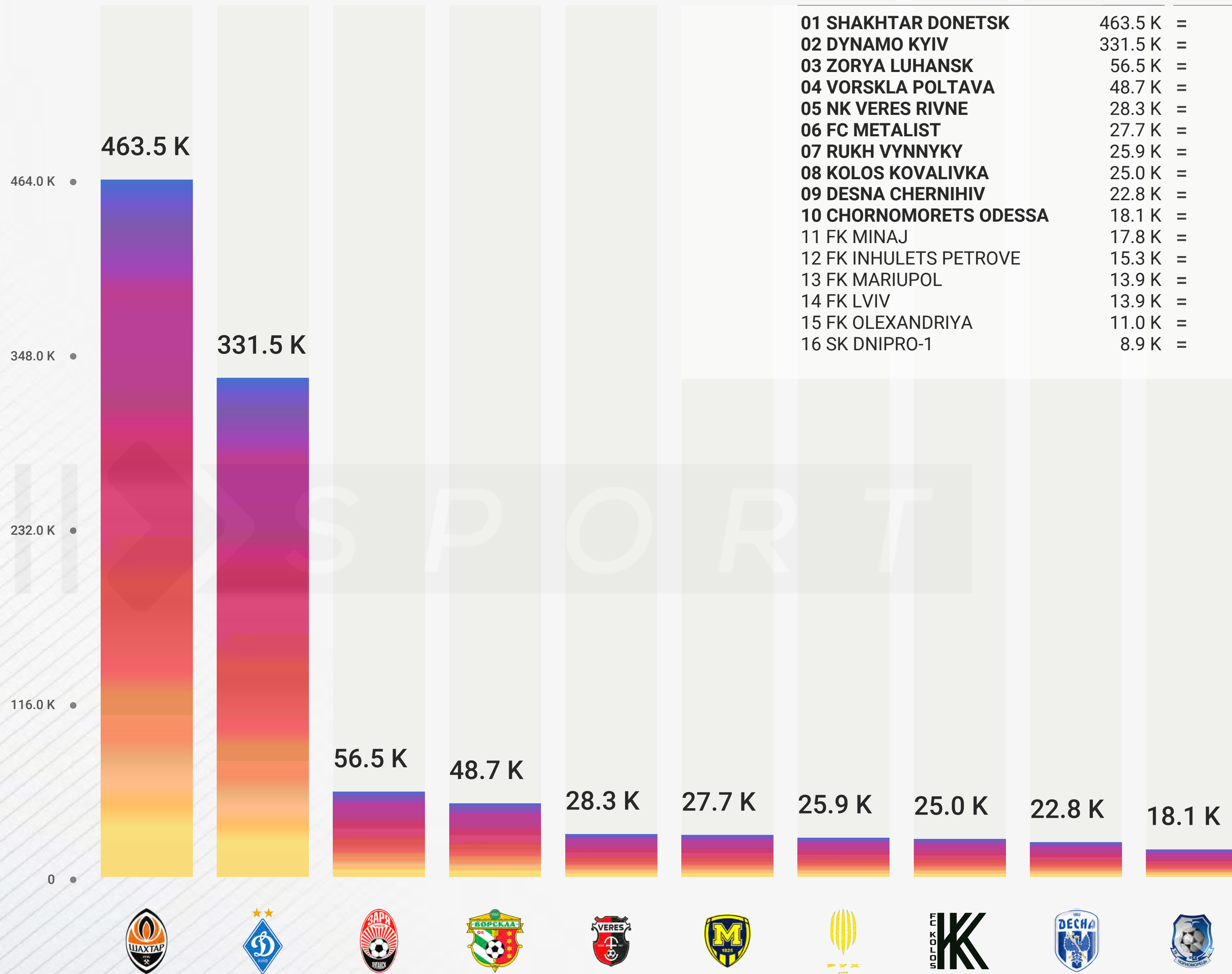
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 TOTAL FANBASE
1.1 M

 Українська Прем'єр-Ліга

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



*[from October 04, 2021 to November 02, 2021]

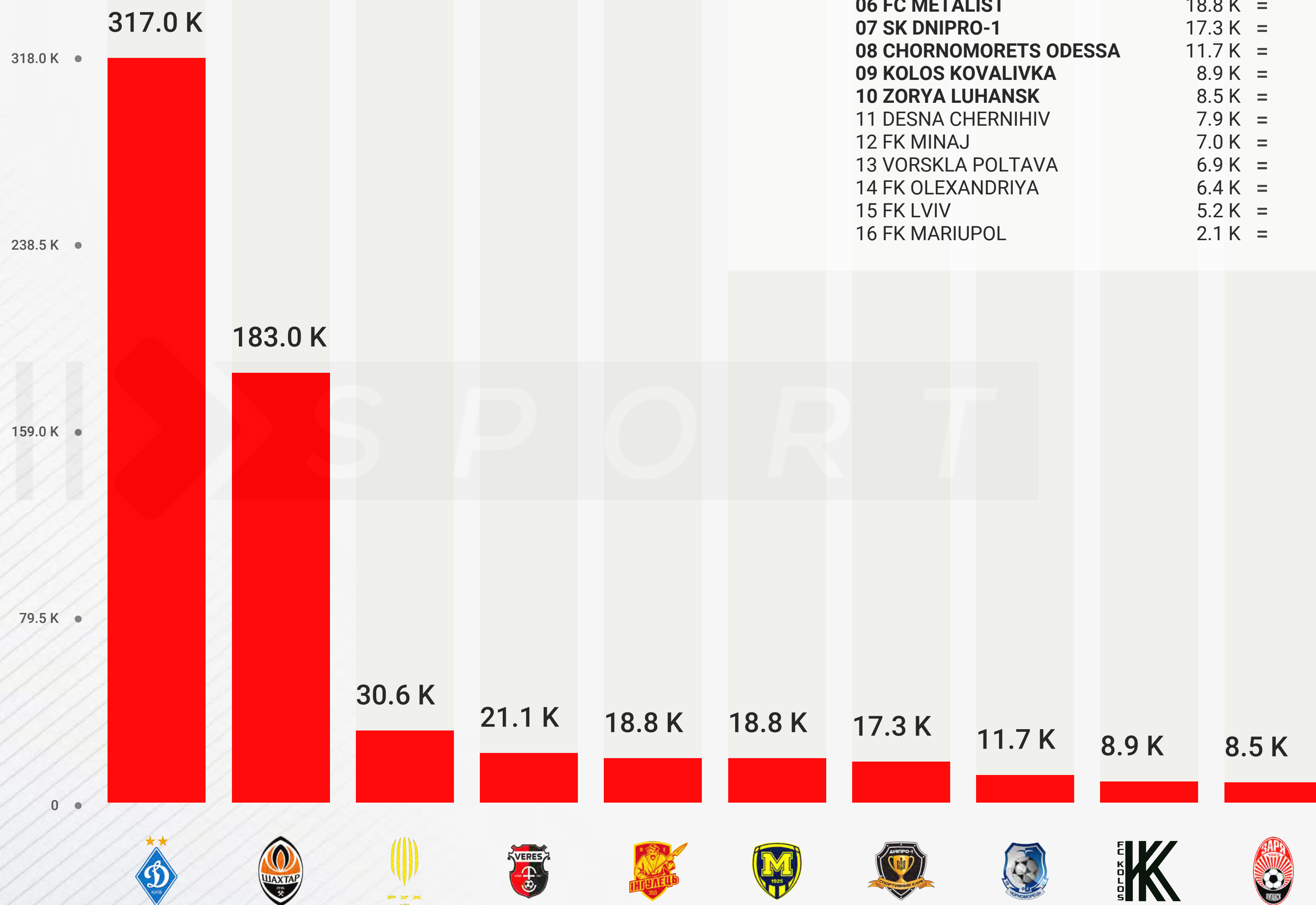


TOTAL FANBASE
671 K



Українська Прем'єр-Ліга

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



*[from October 04, 2021 to November 02, 2021]

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







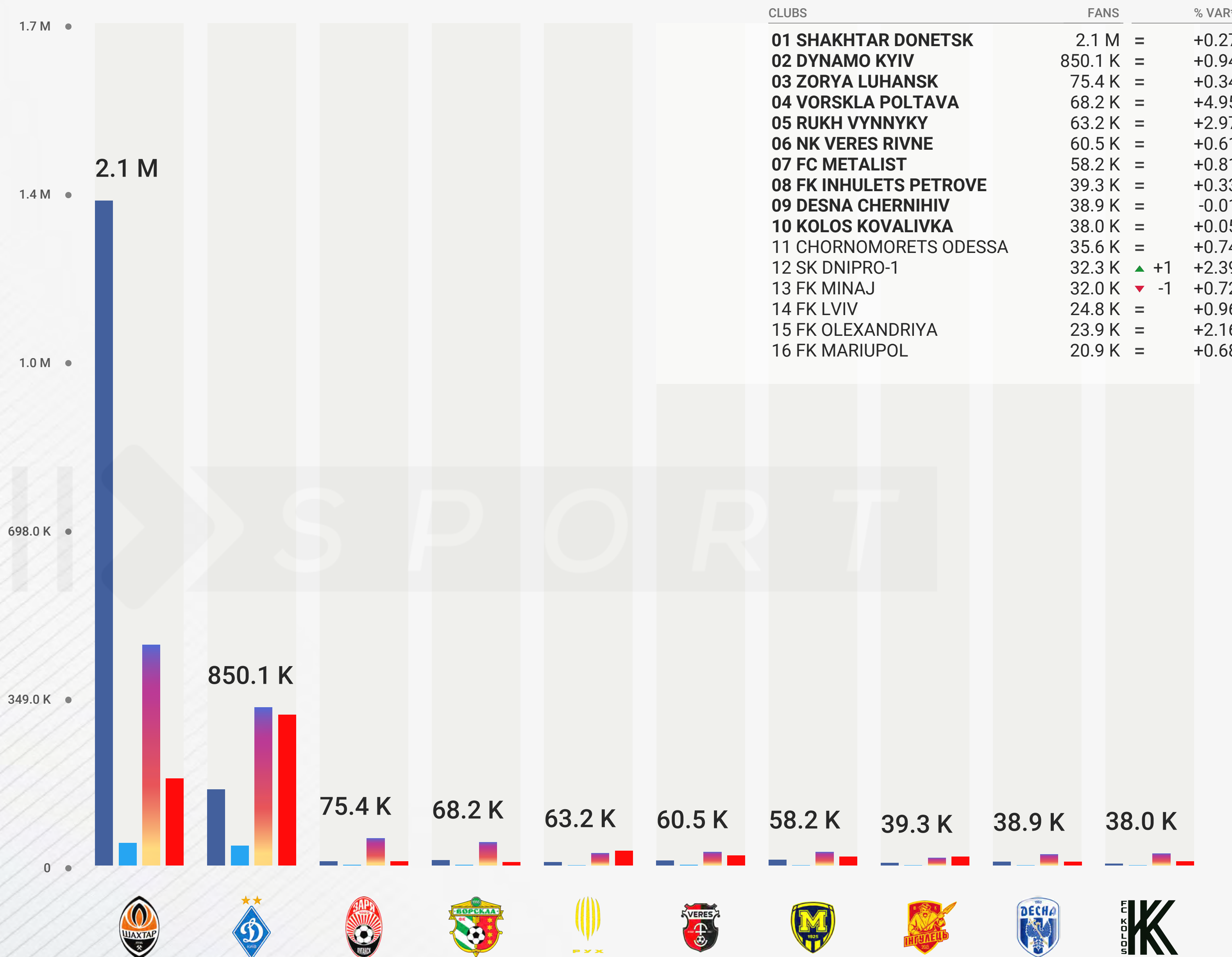

TOTAL FANBASE

3.6 M



Українська Прем'єр-Ліга

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



*[from October 04, 2021 to November 02, 2021]

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 **UKRAINE Brands**






TOTAL FANBASE

3.6 M



 Українська Прем'єр-Ліга

Potential Social Media exposition of the Sport Brands on jerseys in relation to the total fanbase of the 14 sponsored Ukrainian PL football clubs.



*[from October 04, 2021 to November 02, 2021]





Sport Brands on jersey coverage in relation to the 14 sponsored Ukrainian PL football clubs.



*[from October 04, 2021 to November 02, 2021]

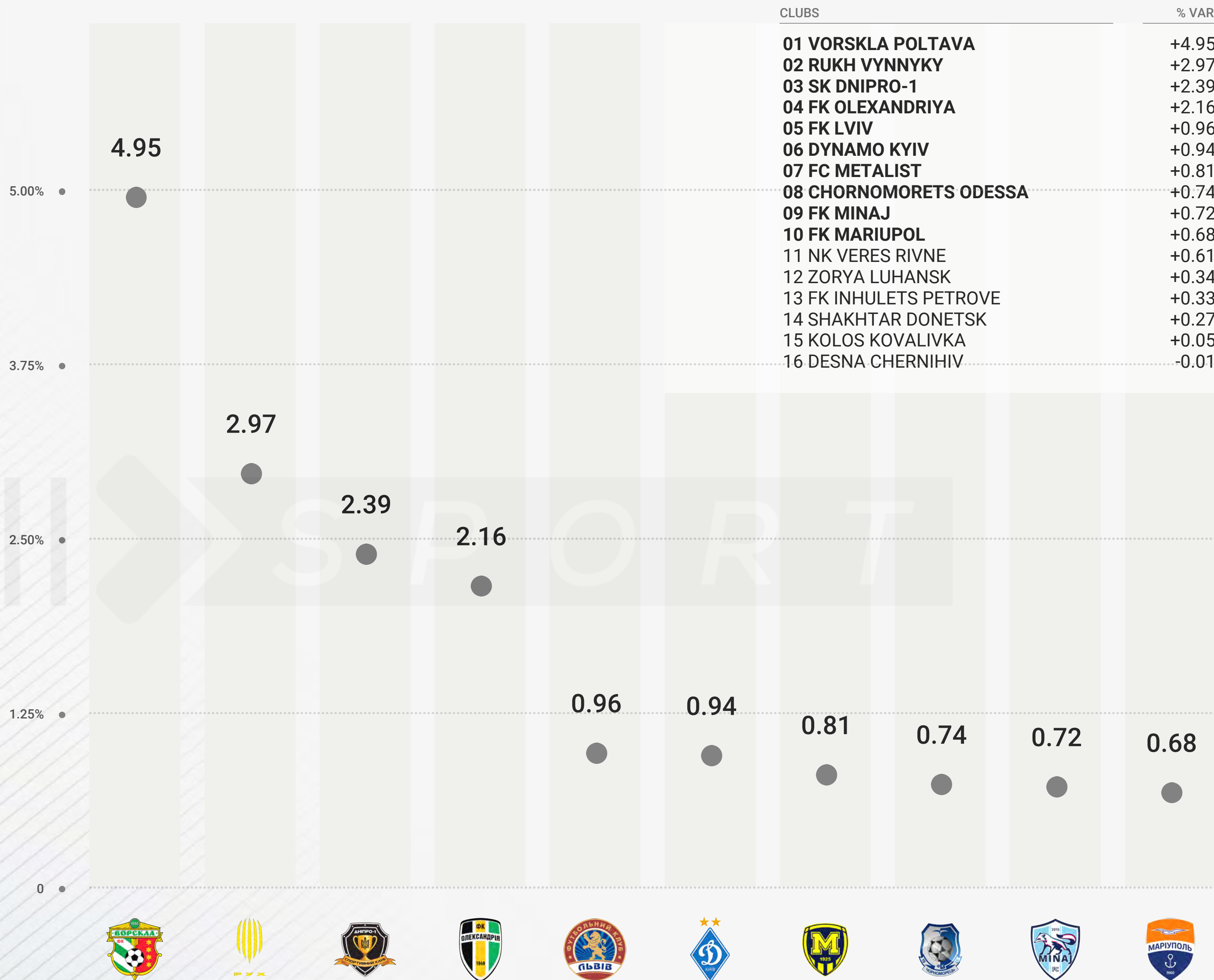
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 UKRAINE Grown Up



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



*[from October 04, 2021 to November 02, 2021]

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Countries included in the leagues' analysis



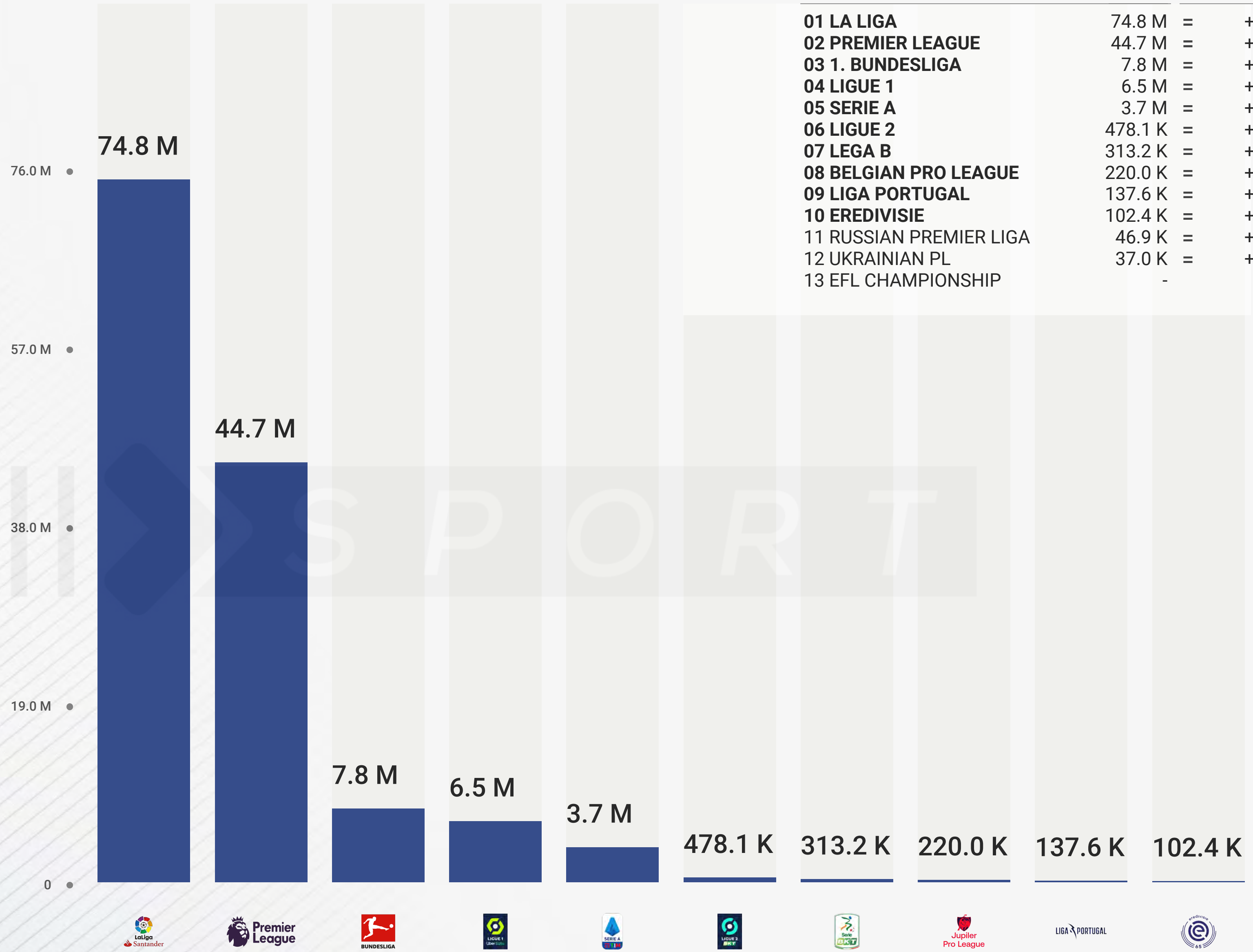
LEAGUES Facebook

f
TOTAL FANBASE
138.9 M



EUROPEAN TOP20

Ranking of the European Leagues on Facebook.



CLUBS	FANS	% VAR*
01 LA LIGA	74.8 M =	+0.22
02 PREMIER LEAGUE	44.7 M =	+0.19
03 1. BUNDESLIGA	7.8 M =	+0.43
04 LIGUE 1	6.5 M =	+1.59
05 SERIE A	3.7 M =	+0.41
06 LIGUE 2	478.1 K =	+0.00
07 LEGA B	313.2 K =	+0.02
08 BELGIAN PRO LEAGUE	220.0 K =	+0.10
09 LIGA PORTUGAL	137.6 K =	+0.59
10 EREDIVISIE	102.4 K =	+0.52
11 RUSSIAN PREMIER LIGA	46.9 K =	+0.19
12 UKRAINIAN PL	37.0 K =	+1.04
13 EFL CHAMPIONSHIP	-	-

*[from October 04, 2021 to November 02, 2021]

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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.



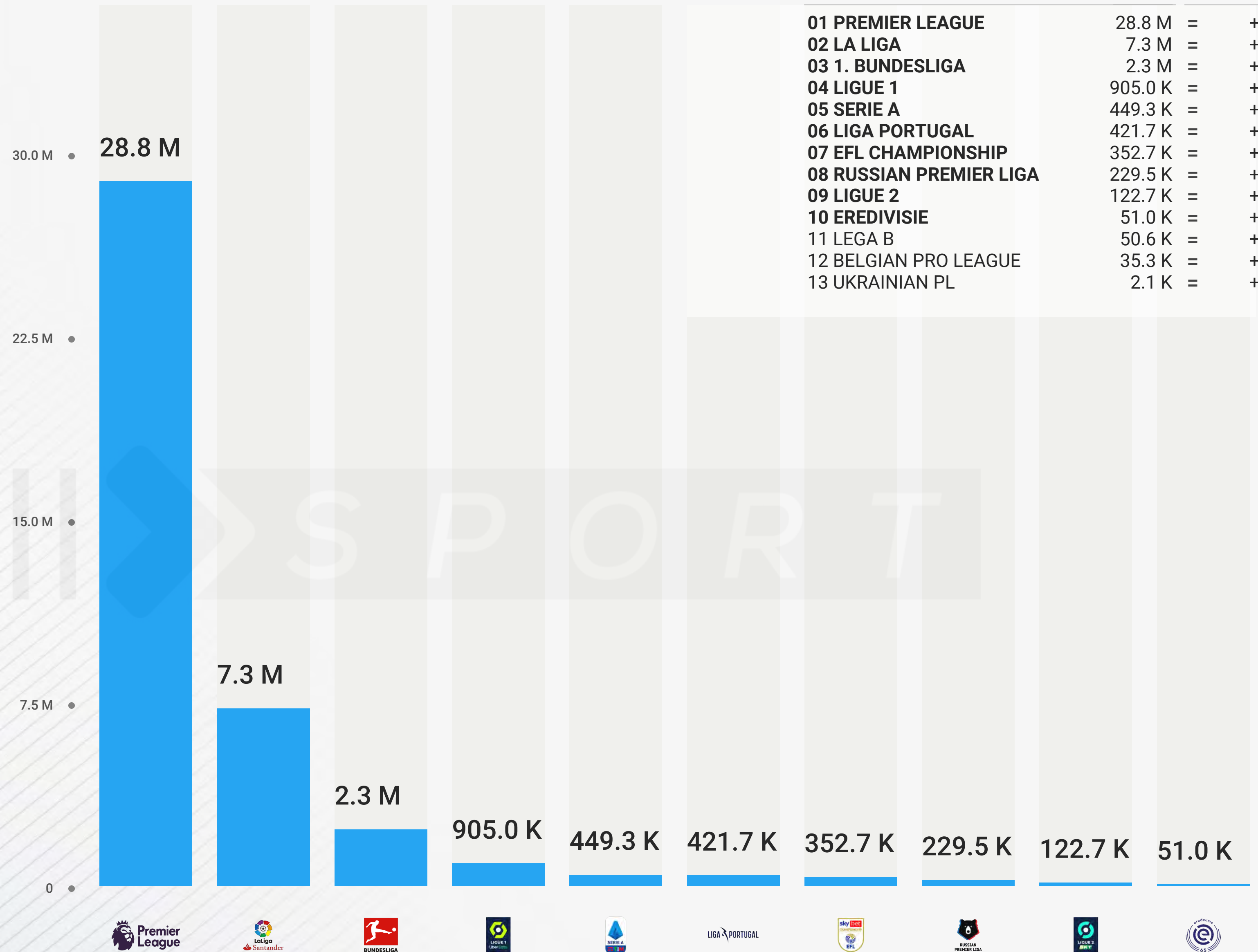
LEAGUES **Twitter**

TOTAL FANBASE
41.0 M



EUROPEAN TOP 20

Ranking of the European Leagues on Twitter.



*[from October 04, 2021 to November 02, 2021]

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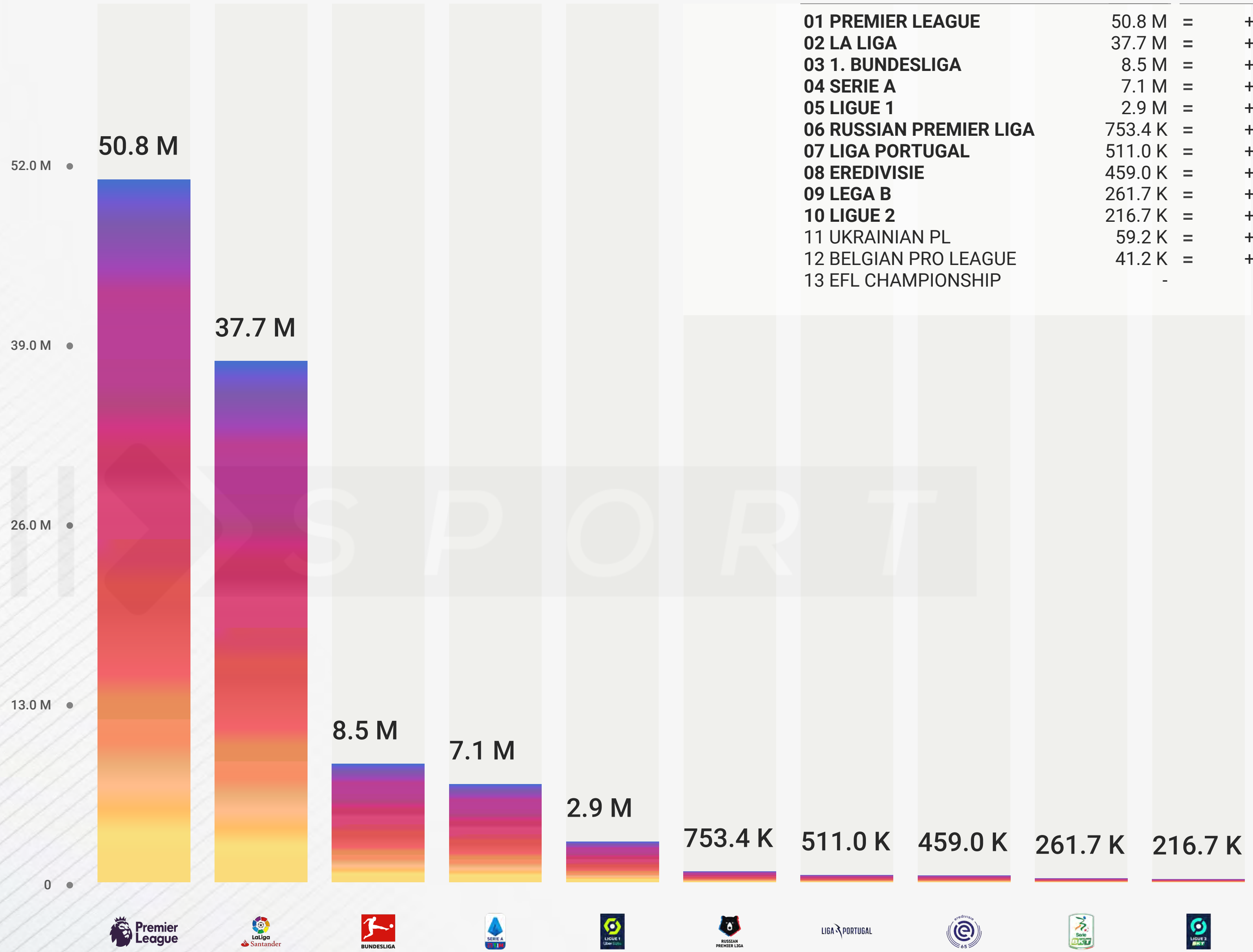
The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES Instagram


 TOTAL FANBASE
109.4 M


Ranking of the European Leagues on Instagram.



*[from October 04, 2021 to November 02, 2021]

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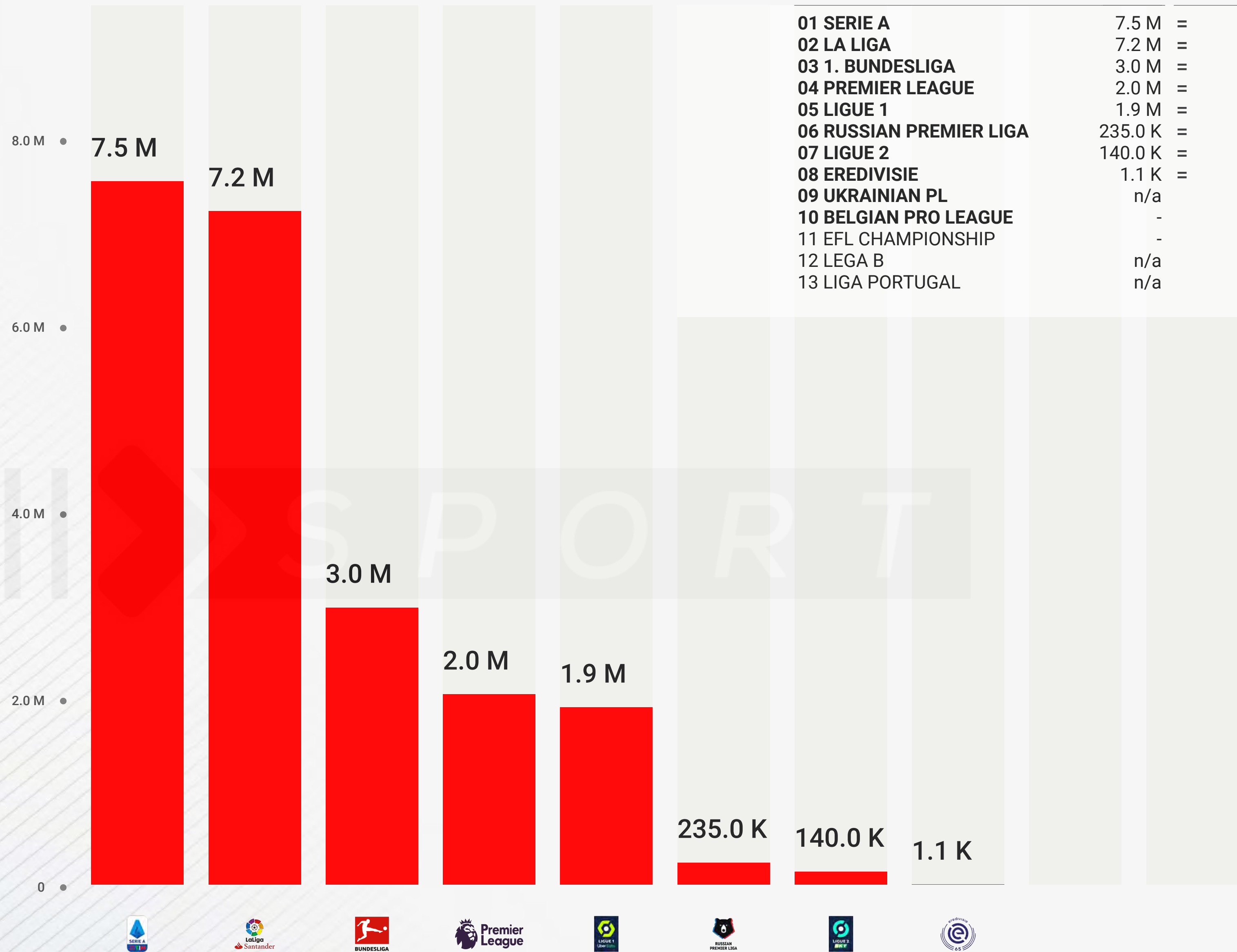
The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES YouTube


TOTAL FANBASE
22.0 M


Ranking of the European Leagues on YouTube.



*[from October 04, 2021 to November 02, 2021]

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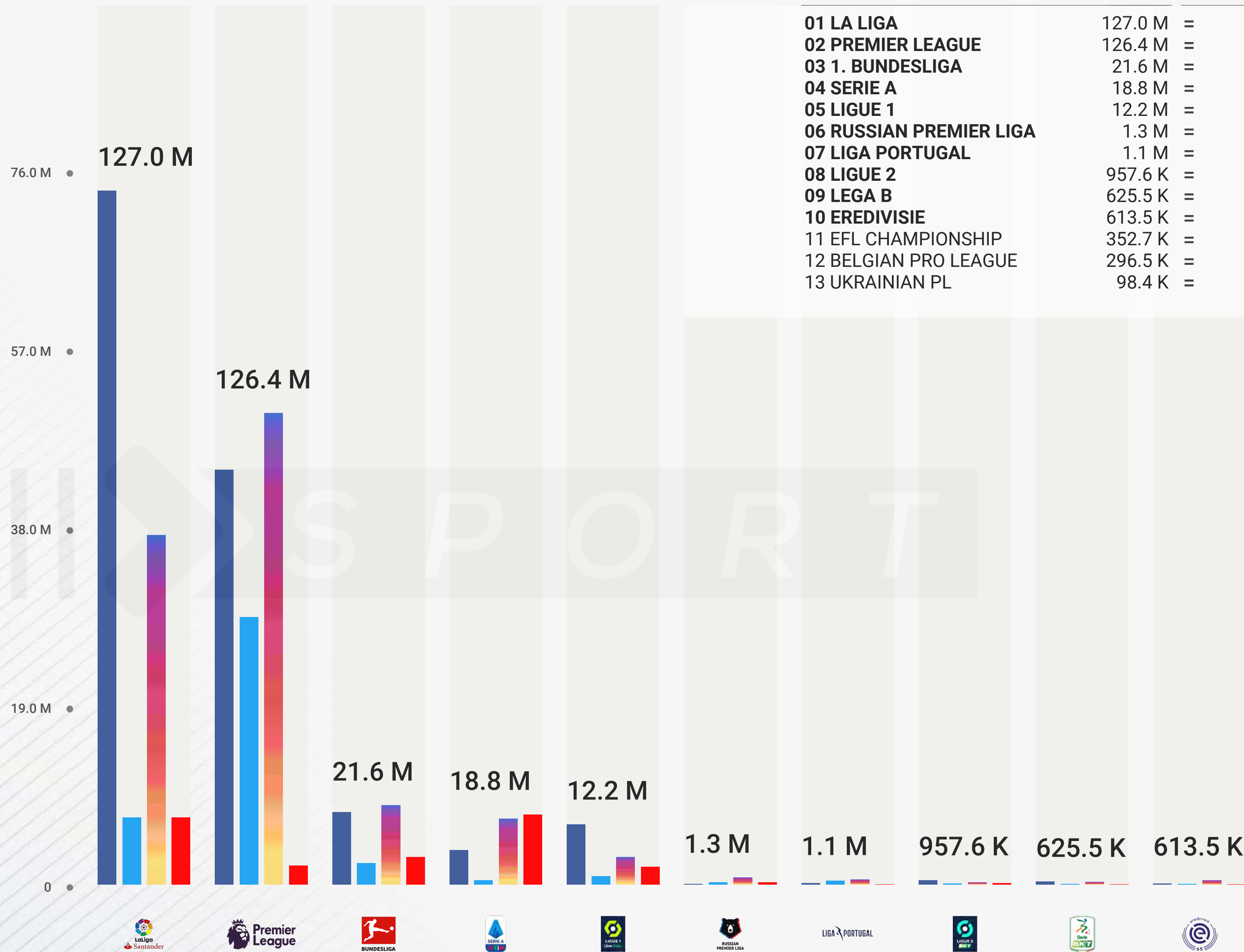
LEAGUES Social



 TOTAL FANBASE
311.3 M



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



*[from October 04, 2021 to November 02, 2021]

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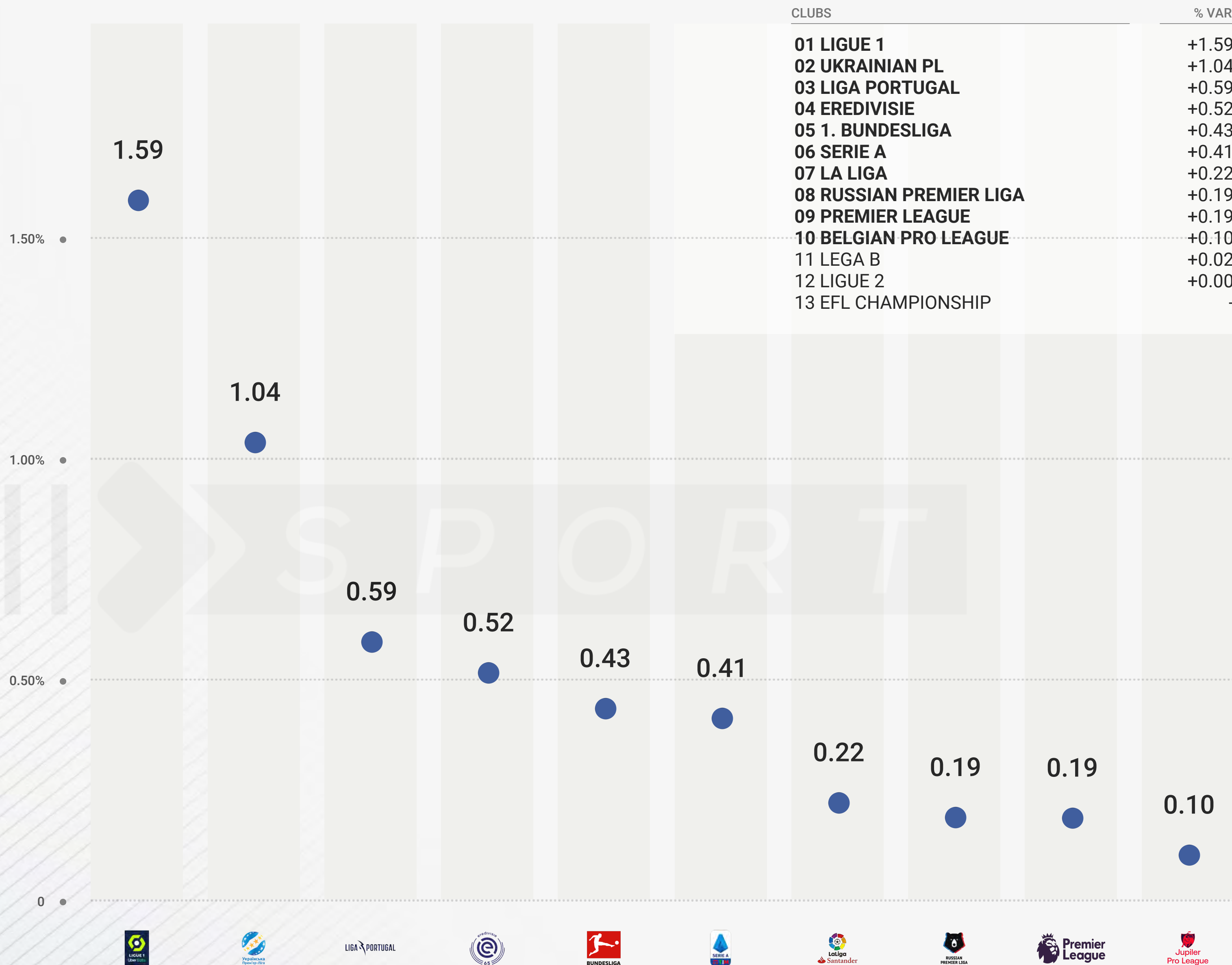
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LEAGUES Facebook



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



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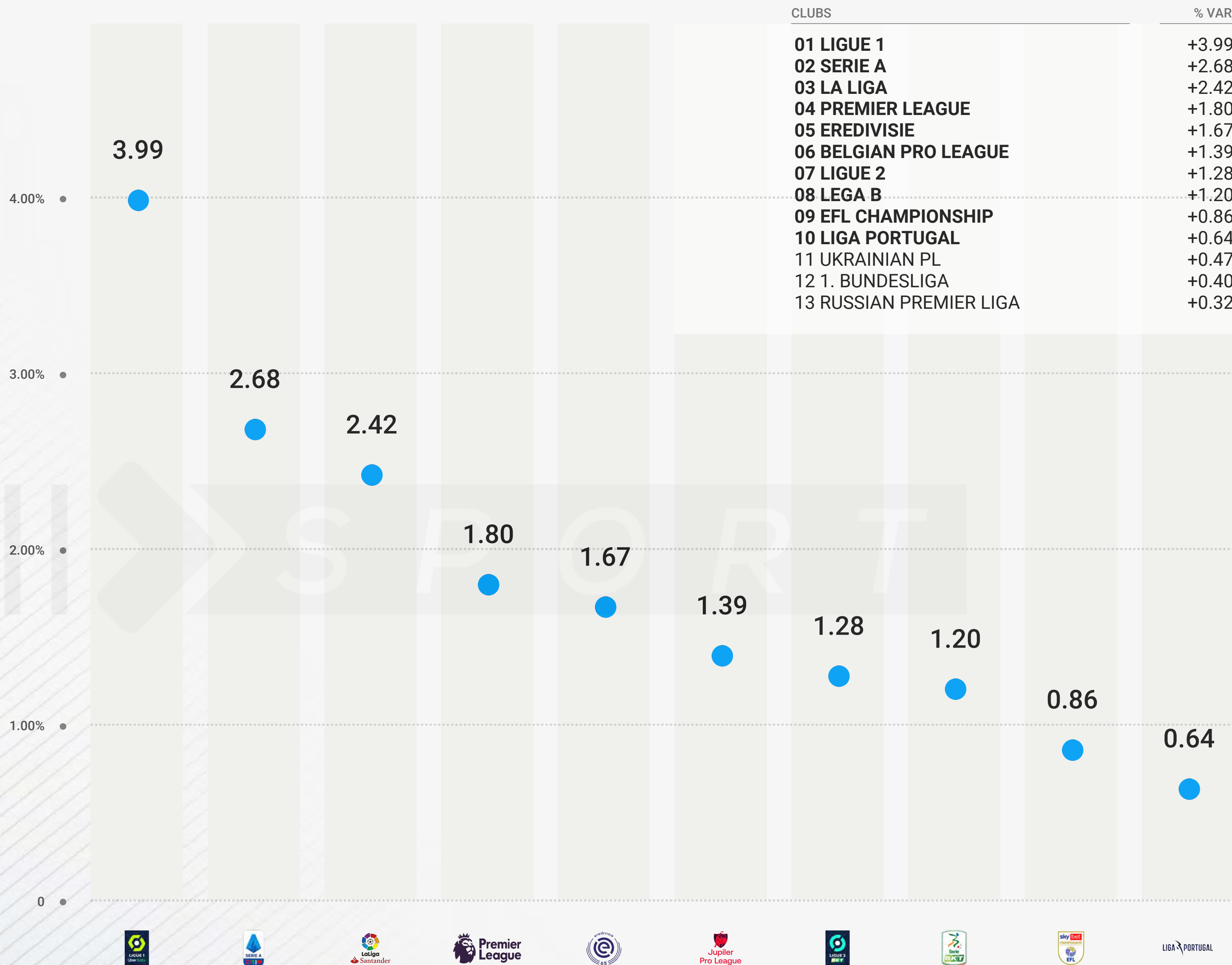
FB data refers to Likes, not Followers. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES **Twitter**



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



*[from October 04, 2021 to November 02, 2021]

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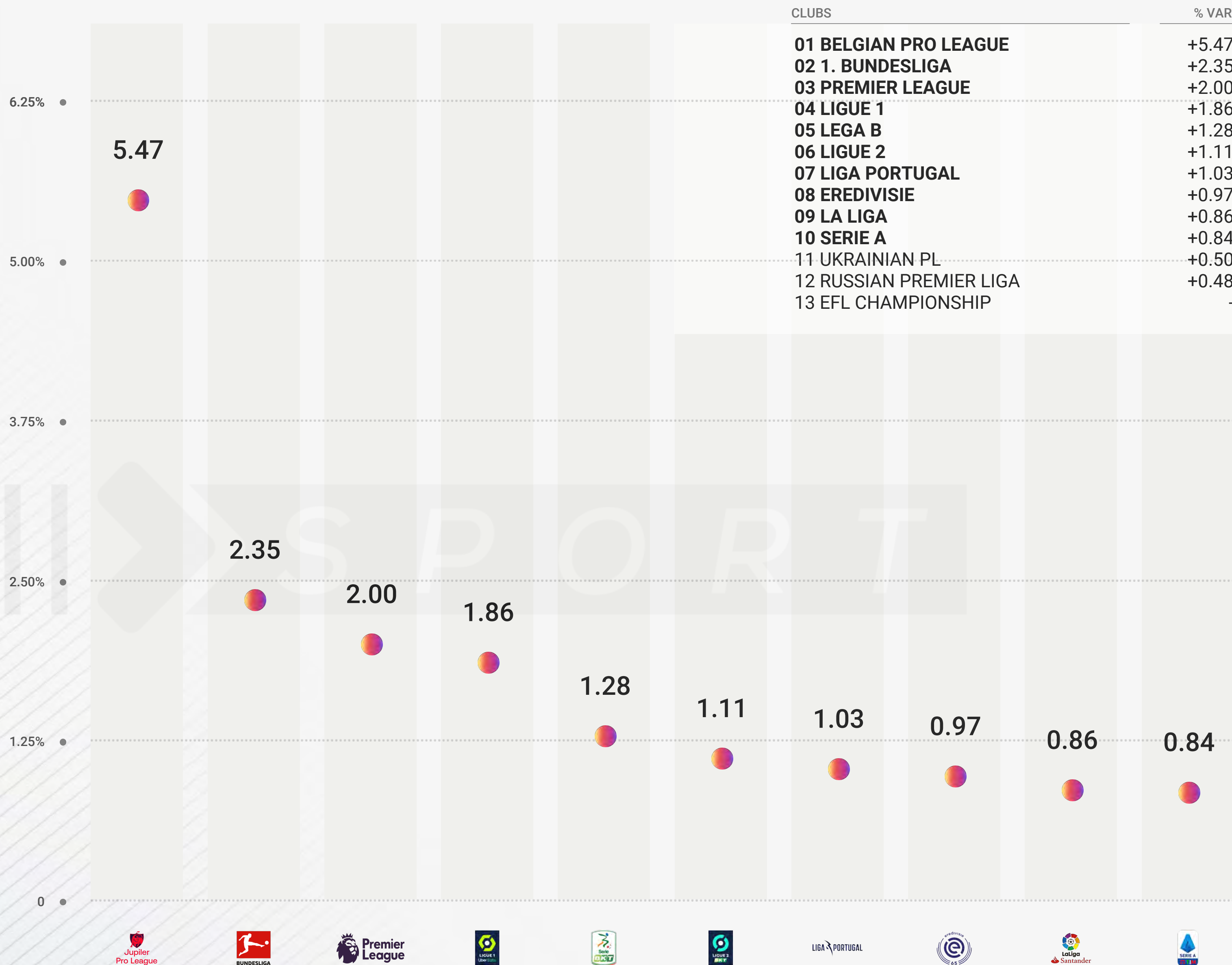
The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES Instagram



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



*[from October 04, 2021 to November 02, 2021]

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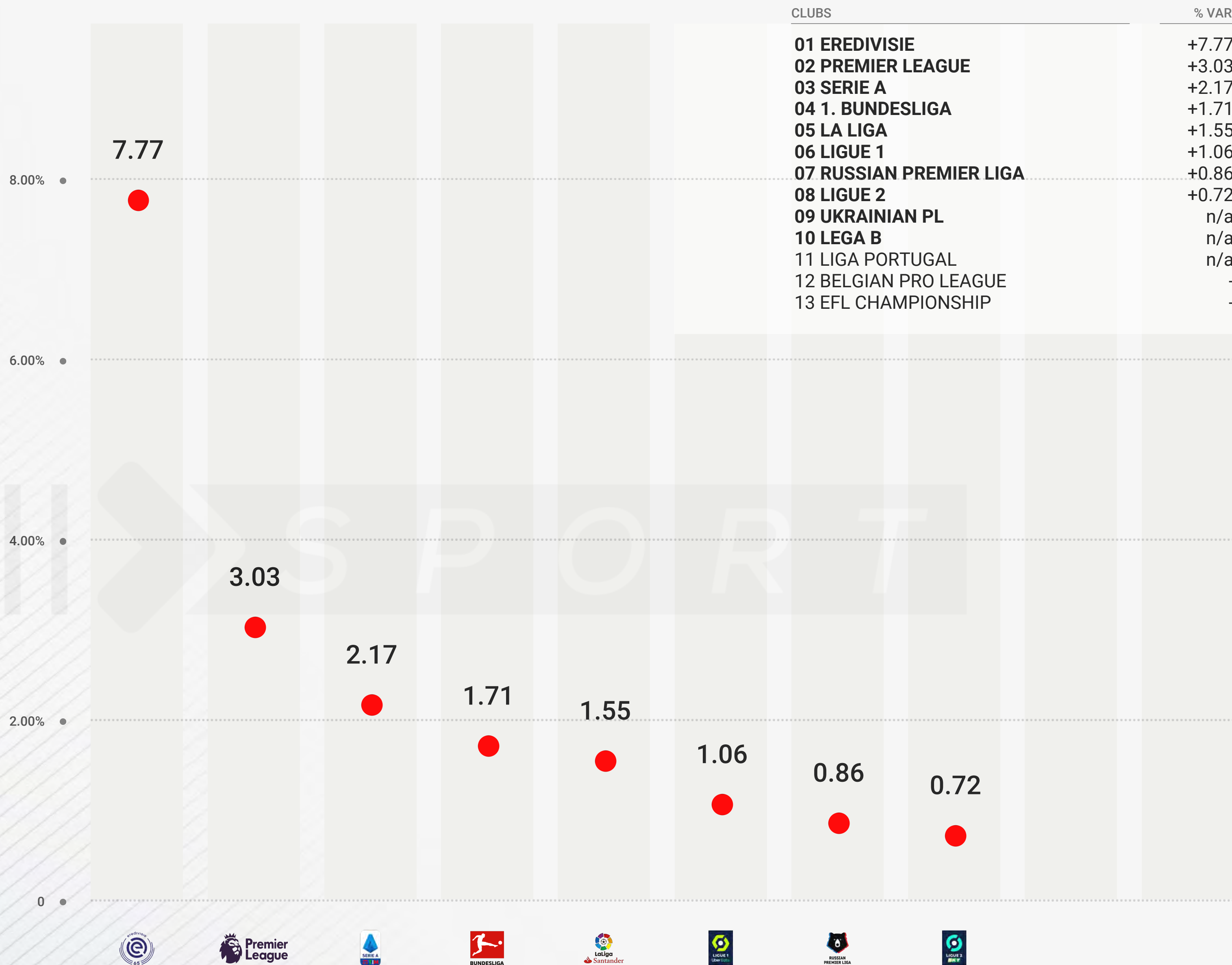
The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES YouTube



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



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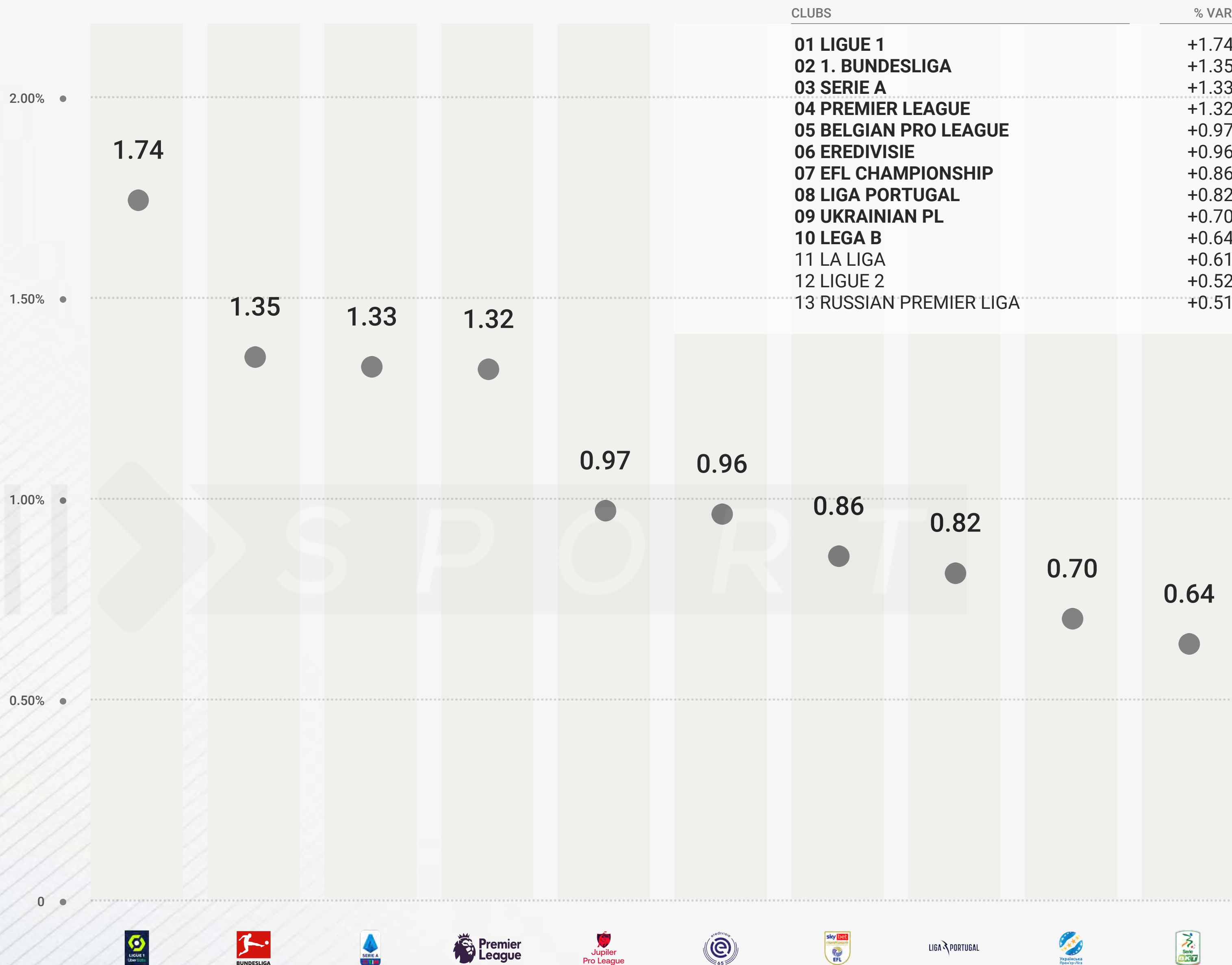
YT data is rounded (since provided in this format): this may alter variations. The Bundesliga, Liga Portugal and LaLiga accounts refer both to the first and second divisions.



LEAGUES Social



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



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#TWFCReport



#TEFPReport



#TEFSReport



#TBLReport



#TVLReport





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

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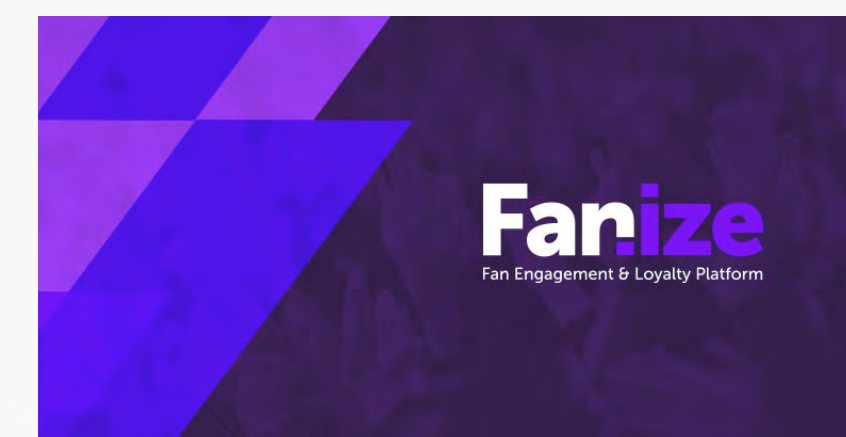


EXPERIENCE PLATFORM

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

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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



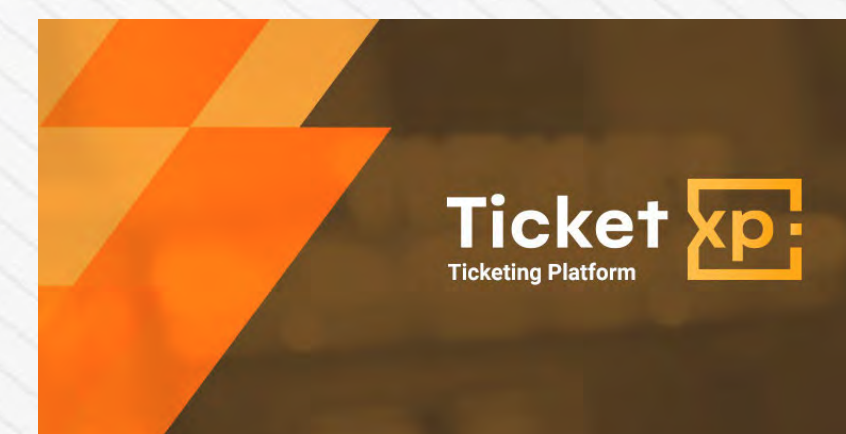
SportXP

Discover our Fan Engagement and Membership programs platform

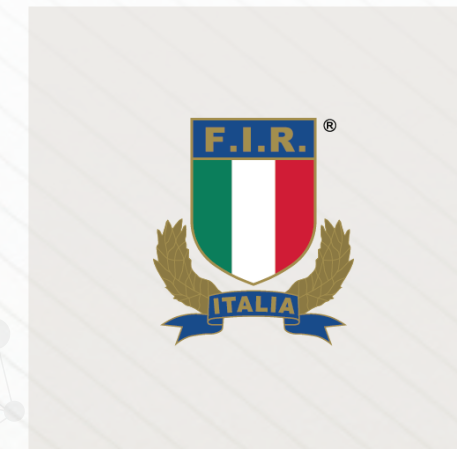
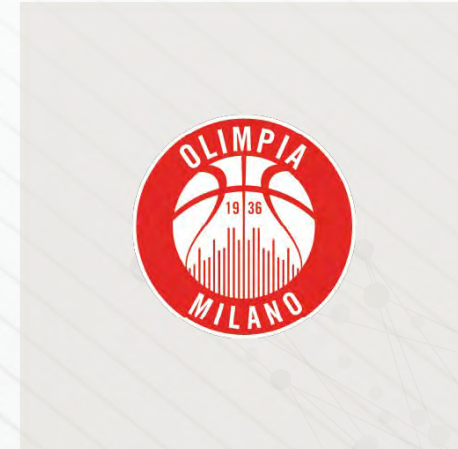


TicketXP

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.

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

**We are
Digital Enablers**



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The data refers to the period from 04 October 2021 to 02 November 2021, and refers to the Facebook, Twitter, Instagram, YouTube and TikTok accounts. Logos and all rights are reserved to their respective owners.

The report update will be done on a monthly basis.

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