



# FOOTBALL CLUBS DIGITAL ANALYSIS – JUL- SEPT 2020

## EUROPE - LATAM

From 01/07/2020 -30/09/2020- Zeeng | Sports Value Platform



**Z.E.E.N.G**  
DATA DRIVEN PLATFORM

## FOOTBALL TEAMS DIGITAL PRESENCE

**Updated analysis by Sports Value and Zeeng on the digital presence of football teams in the last quarter. (Jul-Sep 2020).**

**The study analyzes the biggest clubs in Europe, compared to Latin American teams. (LATAM)**

**There is a lot of interesting data, which shows efficiency of many teams in relation to others.**

**The Coronavirus pandemic has accelerated the world digital transformation and football has very high numbers of engagement and audiences on social networks.**

## HIGHLIGHTS

According to recent data from different global surveys, COVID-19 has increased internet audience for videos, time spent online, e-commerce, streaming and everything that refers to the increase in digital consumption.

Half the world, 3,8 billion people are on social networks.

This study demonstrates that much more important than just growing the social networks size, clubs need to engage this audience and monetize it.

European giants dominate digital the world. The largest clubs in Europe produced more than 2,8 billion interactions on social networks, compared to 680 million LATAM clubs. (Jul-Sep 2020).

Instagram has consolidated itself as the network with the highest engagement rate.

General



	Barcelona	240M (17,85%)	100M (15,75%)	34M (19,33%)	90M (20,19%)	10M (19,09%)
	Real Madrid	220M (16,55%)	110M (16,93%)	12M (6,60%)	92M (20,57%)	6.0M (11,09%)
	Manchester United	140M (10,30%)	73M (11,18%)	23M (13,25%)	37M (8,34%)	3.4M (6,15%)
	Juventus	91M (6,85%)	43M (6,53%)	2.0M (1,15%)	44M (9,73%)	3.0M (5,51%)
	Chelsea	90M (6,73%)	48M (7,38%)	15M (8,67%)	24M (5,33%)	2.3M (4,20%)
	Liverpool	86M (6,44%)	37M (5,62%)	16M (8,83%)	28M (6,33%)	5.2M (9,57%)
	Paris Saint German	84M (6,27%)	41M (6,32%)	8.3M (4,72%)	31M (7,00%)	2.6M (4,83%)
	Bayern Munich	78M (5,82%)	51M (7,74%)	1.3M (0,76%)	24M (5,31%)	1.8M (3,34%)
	Arsenal	75M (5,61%)	38M (5,77%)	17M (9,35%)	18M (4,12%)	2.1M (3,82%)
	Manchester City	72M (5,43%)	40M (6,09%)	8.6M (4,85%)	21M (4,71%)	2.8M (5,18%)
	Clube de Regatas do Flamengo	34M (2,55%)	12M (1,86%)	7.0M (3,97%)	9.1M (2,02%)	5.8M (10,56%)

General



	Tottenham	33M (2,49%)	18M (2,71%)	5.0M (2,83%)	8.9M (2,00%)	1.4M (2,63%)
	Borussia Dortmund	31M (2,10%)	15M (2,05%)	3.6M (1,71%)	12M (2,46%)	660k (1,15%)
	Sport Club Corinthians	24M (1,61%)	11M (1,52%)	6.2M (2,91%)	5.2M (1,09%)	1.4M (2,37%)
	Club América MX	18M (1,24%)	11M (1,44%)	4.1M (1,91%)	2.6M (0,55%)	1.0M (1,75%)
	Boca Juniors	18M (1,20%)	8.6M (1,16%)	3.9M (1,83%)	5.0M (1,04%)	370k (0,64%)
	River Plate	17M (1,13%)	8.9M (1,21%)	3.4M (1,62%)	4.2M (0,89%)	240k (0,41%)
	São Paulo Futebol Clube	15M (1,03%)	6.6M (0,90%)	4.3M (2,05%)	3.0M (0,64%)	1.3M (2,29%)
	Leicester City	13M (0,88%)	6.7M (0,90%)	1.7M (0,78%)	4.5M (0,96%)	250k (0,44%)
	Chivas MX	13M (0,86%)	6.5M (0,88%)	3.9M (1,83%)	1.9M (0,40%)	370k (0,64%)
	Sociedade Esportiva Palmeiras	12M (0,78%)	4.4M (0,60%)	3.1M (1,48%)	2.5M (0,54%)	1.4M (2,46%)
	Olympique de Marseille	11M (0,77%)	5.8M (0,79%)	3.5M (1,65%)	1.7M (0,35%)	370k (0,65%)
	Atlético Nacional	9.4M (0,63%)	5.1M (0,69%)	2.8M (1,30%)	1.4M (0,29%)	140k (0,24%)

General



Team	Facebook	Twitter	Instagram	YouTube	Total
S S C Napoli	8.7M (0,59%)	4.5M (0,61%)	1.6M (0,77%)	2.4M (0,50%)	170k (0,29%)
Santos Futebol Clube	8.6M (0,58%)	3.5M (0,47%)	2.8M (1,34%)	1.3M (0,28%)	950k (1,65%)
Grêmio Foot-Ball Porto Alegre	8.5M (0,57%)	3.1M (0,42%)	2.8M (1,32%)	1.9M (0,39%)	700k (1,22%)
Vasco da Gama	7.7M (0,53%)	3.1M (0,42%)	2.3M (1,09%)	1.4M (0,30%)	900k (1,54%)
Atlético Mineiro	7.3M (0,49%)	3.2M (0,43%)	2.1M (1,01%)	1.6M (0,33%)	390k (0,68%)
Cruzeiro	7.1M (0,48%)	3.1M (0,41%)	2.2M (1,02%)	1.5M (0,31%)	390k (0,67%)
Cruz Azul MX	6.5M (0,44%)	3.8M (0,52%)	1.8M (0,86%)	710k (0,15%)	170k (0,29%)
Sport Club Internacional	5.7M (0,38%)	2.5M (0,34%)	1.7M (0,79%)	1.3M (0,27%)	250k (0,44%)
Chapecoense	5.7M (0,38%)	3.7M (0,51%)	610k (0,29%)	1.3M (0,28%)	30k (0,05%)
Barcelona de Guayaquil	5.5M (0,37%)	3.7M (0,49%)	1.2M (0,57%)	530k (0,11%)	120k (0,20%)
Sevilla FC	4.1M (0,27%)	1.9M (0,25%)	960k (0,45%)	1.1M (0,23%)	120k (0,20%)

General



Team	Facebook	Twitter	Instagram	YouTube	Total
Fluminense	4.0M (0,27%)	1.4M (0,20%)	1.3M (0,62%)	650k (0,14%)	620k (1,07%)
Millonarios	3.8M (0,26%)	1.6M (0,22%)	1.7M (0,81%)	430k (0,09%)	0 (0,00%)
Botafogo	3.5M (0,24%)	1.4M (0,19%)	1.3M (0,62%)	550k (0,12%)	290k (0,50%)
Sport Club do Recife	3.4M (0,23%)	1.1M (0,14%)	1.6M (0,76%)	650k (0,14%)	120k (0,21%)
Bahia	3.4M (0,23%)	1.1M (0,15%)	1.4M (0,68%)	670k (0,14%)	130k (0,23%)
Club León MX	3.1M (0,21%)	1.8M (0,25%)	960k (0,45%)	250k (0,05%)	50k (0,09%)
Athletico Paranaense	2.7M (0,18%)	980k (0,13%)	1.1M (0,52%)	440k (0,09%)	170k (0,29%)
Santos Laguna	2.7M (0,18%)	1.7M (0,22%)	870k (0,41%)	0 (0,00%)	130k (0,22%)
Toluca	2.6M (0,18%)	1.5M (0,20%)	880k (0,42%)	270k (0,06%)	13k (0,02%)
América de Cali	2.6M (0,17%)	1.3M (0,17%)	790k (0,37%)	520k (0,11%)	0 (0,00%)
S S Lazio	2.2M (0,15%)	900k (0,12%)	540k (0,26%)	690k (0,15%)	83k (0,14%)

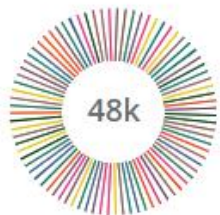
	Atletico Mineiro	5.0k (3,00%)
	Toluca	4.9k (2,98%)
	Santos Futebol Clube	4.4k (2,67%)
	Manchester United	4.3k (2,60%)
	Clube de Regatas do Flamengo	4.3k (2,59%)
	Liverpool	4.1k (2,47%)
	Cruzeiro	3.9k (2,35%)
	Chivas MX	3.8k (2,29%)
	Club América MX	3.7k (2,22%)
	Cruz Azul MX	3.7k (2,21%)
	Barcelona de Guayaquil	3.6k (2,20%)



	Bahia	3.5k (2,10%)
	Leicester City	3.3k (1,98%)
	Chelsea	3.2k (1,94%)
	Club León MX	3.1k (1,88%)
	Fluminense	3.0k (1,78%)
	Grêmio Foot-Ball Porto Alegrense	2.9k (1,77%)
	Universidad de Chile	2.9k (1,74%)
	Athletico Paranaense	2.8k (1,71%)
	Botafogo	2.8k (1,70%)
	Ceará SC	2.8k (1,66%)
	Manchester City	2.7k (1,63%)

Share of Voice represents all posts on social media in the last quarter.

f Facebook



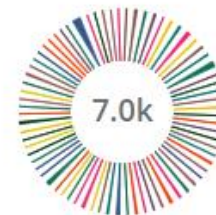
Instagram



Twitter



YouTube



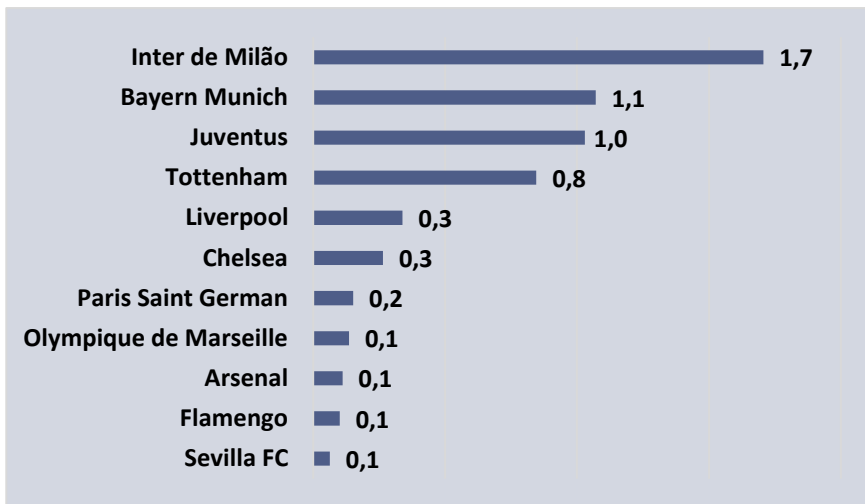
***From July 1st to September 30th, 2020***

The football teams analyzed produced more than **166 K posts** and generated **3,5 billion** in interactions in these three months.

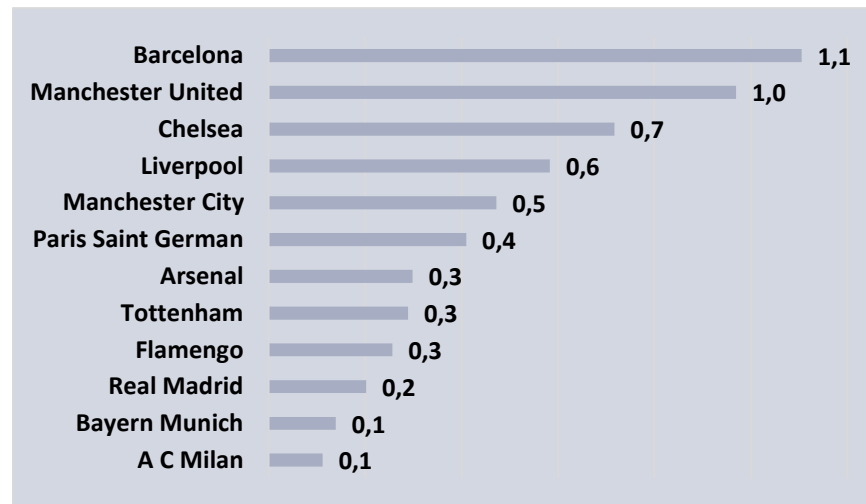


**Absolute growth of followers in each social network - In millions - Jul to Sep 2020**

Facebook



Twitter

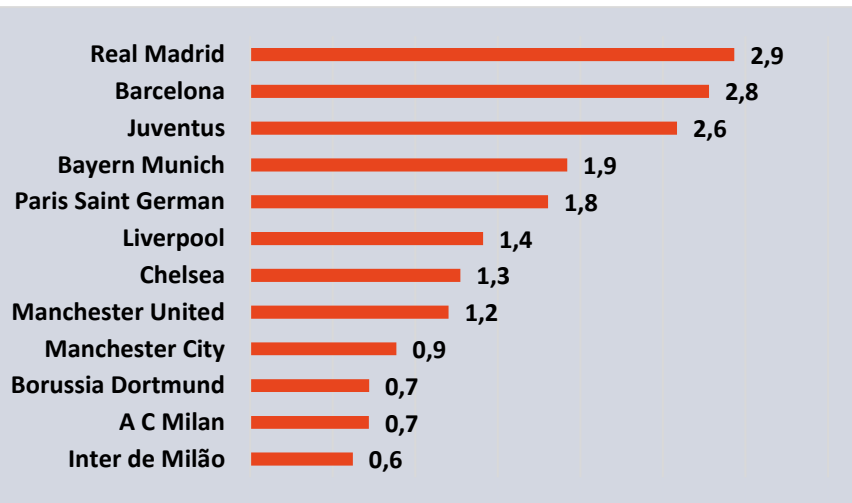






**Absolute growth of followers in each social network - In millions - Jul to Sep 2020**

Instagram



YouTube





***Instagram is the network with greater engagement grade***

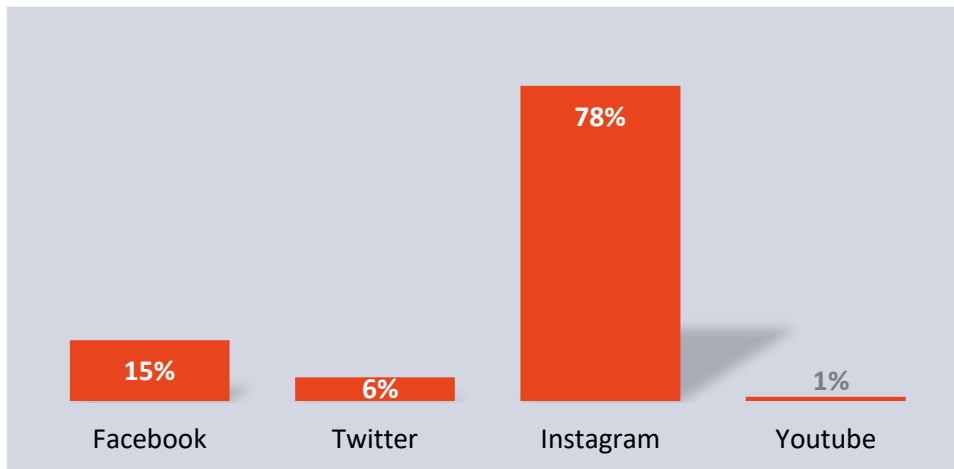
*Of the 3,5 billion engagements between the clubs analyzed in the last 3 months, 78% were in Insta.*



**Teams' Instagram**

**2,7 billion  
interactions in three  
months**

### ***Interactions contribution***



**Today's biggest  
asset is fan  
engagement.**

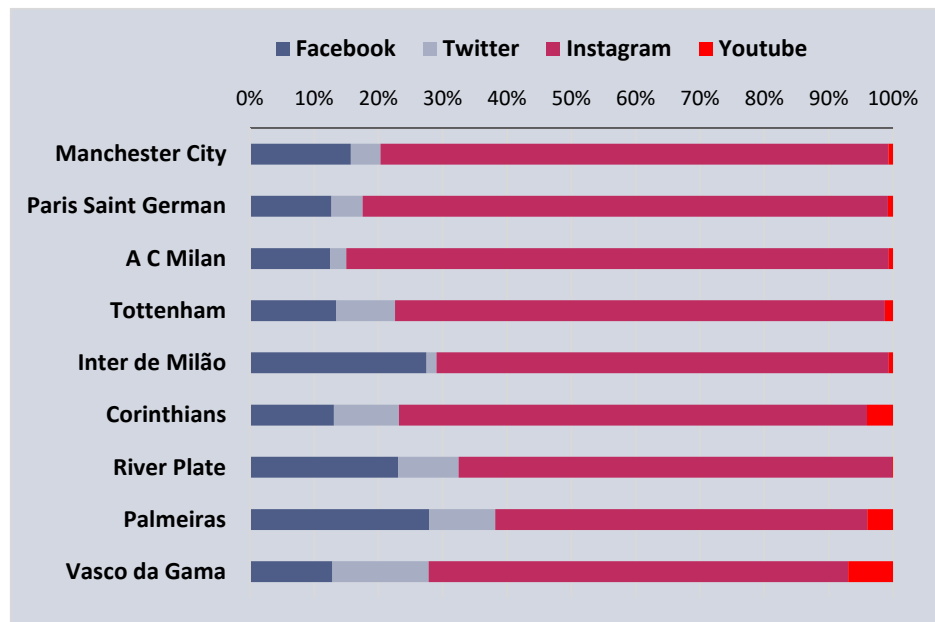
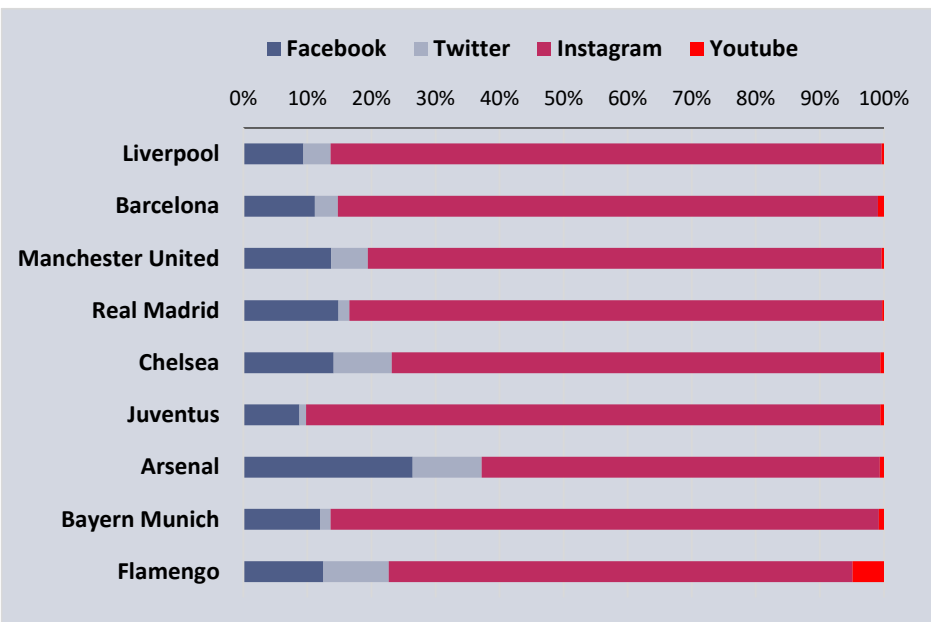
**There is  
enormous  
potential for  
monetization.**

## Interactions - In millions - Jul to Sep 2020

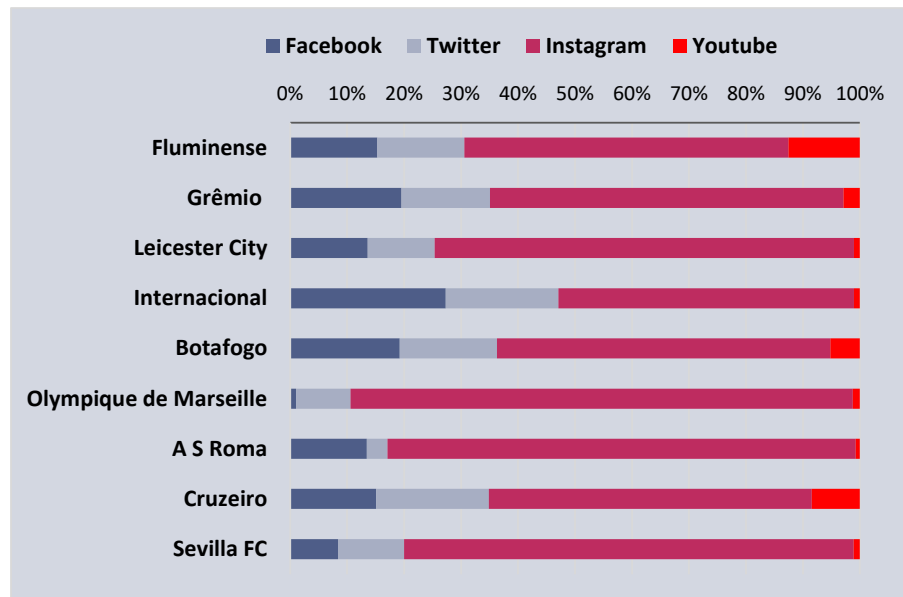
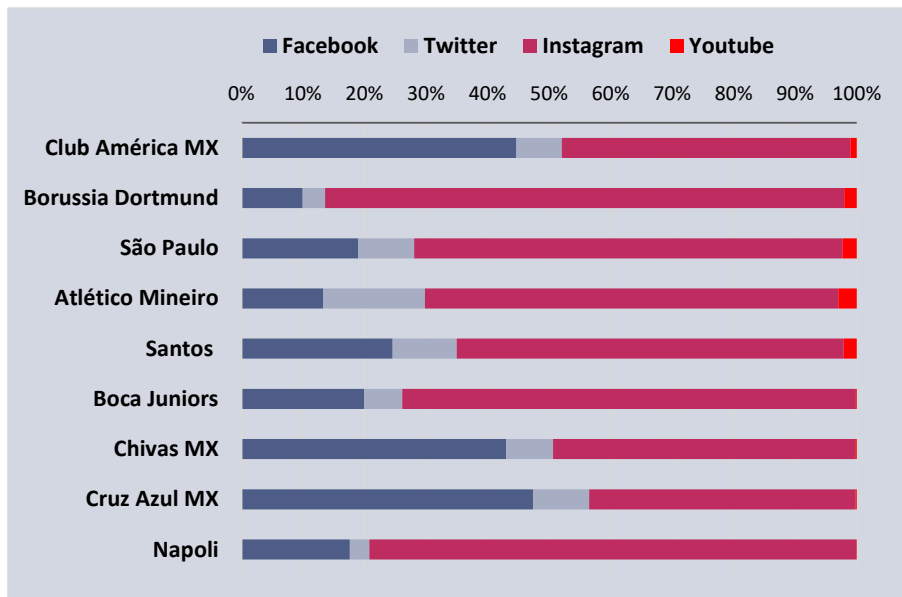
RK	Time	Total	Facebook	Twitter	Instagram	Youtube	RK	Time	Total	Facebook	Twitter	Instagram	Youtube
1	Liverpool	449	42	19	386	2	21	São Paulo	27	5	2	19	1
2	Barcelona	434	48	16	366	4	22	Atlético Mineiro	26	4	4	18	1
3	Manchester United	368	51	21	295	1	23	Santos	26	6	3	16	1
4	Real Madrid	246	36	4	205	1	24	Boca Juniors	25	5	2	18	0
5	Chelsea	243	34	22	186	1	25	Chivas MX	23	10	2	11	0
6	Juventus	197	17	2	177	1	26	Cruz Azul MX	20	9	2	9	0
7	Arsenal	190	50	20	118	1	27	S S C Napoli	18	3	1	14	0
8	Bayern Munich	186	22	3	159	1	28	Fluminense	17	3	3	9	2
9	Flamengo	167	21	17	121	8	29	Grêmio	14	3	2	9	0
10	Manchester City	100	16	5	79	1	30	Leicester City	14	2	2	11	0
11	Paris Saint German	97	12	5	79	1	31	Internacional	14	4	3	7	0
12	A C Milan	85	11	2	71	1	32	Botafogo	13	3	2	8	1
13	Tottenham	75	10	7	57	1	33	Olympique de Marseille	13	0	1	11	0
14	Inter de Milão	75	21	1	53	1	34	A S Roma	12	2	0	10	0
15	Corinthians	41	5	4	30	2	35	Cruzeiro	11	2	2	7	1
16	River Plate	39	9	4	26	0	36	Sevilla FC	10	1	1	8	0
17	Palmeiras	31	9	3	18	1	37	Ceará SC	10	1	0	8	0
18	Vasco da Gama	31	4	5	20	2	38	Pumas MX	9	4	1	5	0
19	Club América MX	29	13	2	14	0	39	Fortaleza EC	8	1	0	6	0
20	Borussia Dortmund	28	3	1	23	1	40	Sport	8	1	1	6	0

**Liverpool with 13% of the total, Barcelona 12%, Manchester United 10% and Real Madrid 7% and Chelsea with 7% are the ones with the highest engagement rate.**

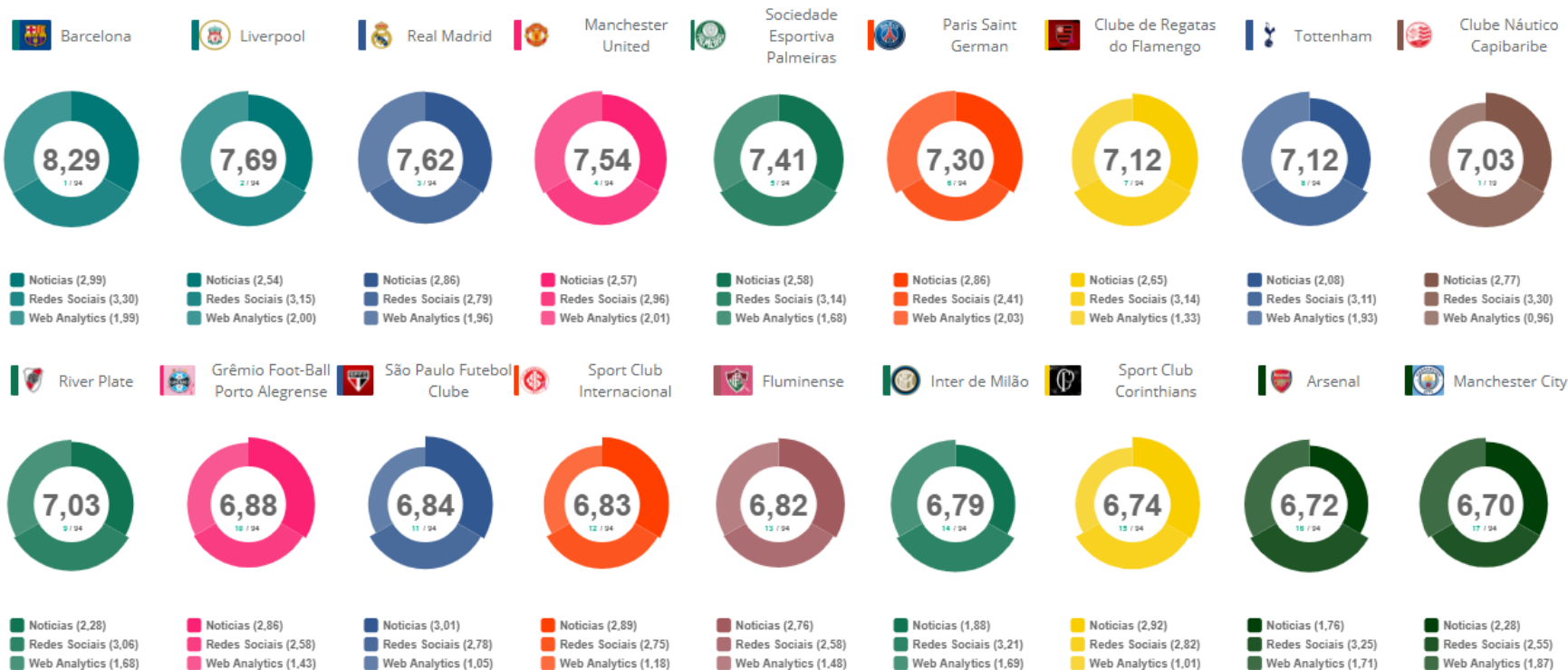
## Interactions - Social Network Profile - Jul to Sep 2020



## Interactions - Social Network Profile - Jul to Sep 2020

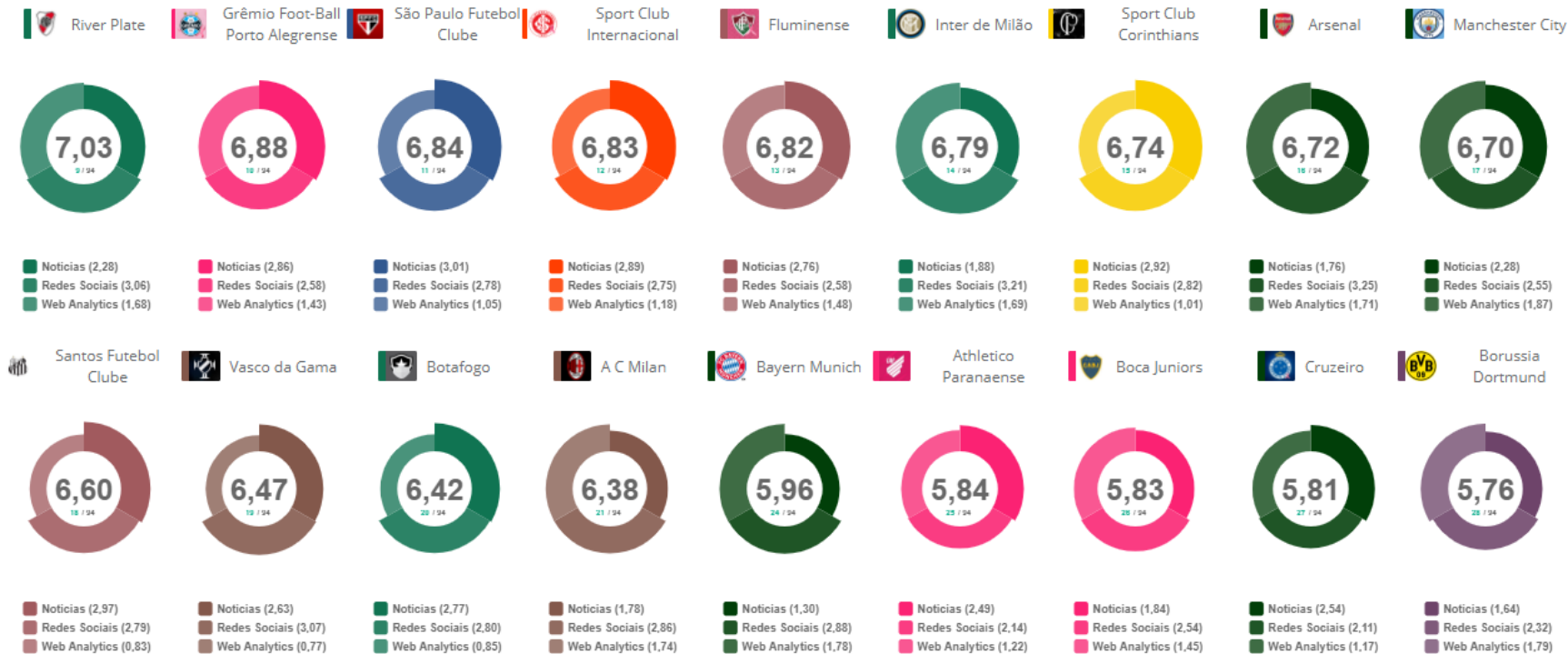


## Zeeng Score on September 30, 2020\*



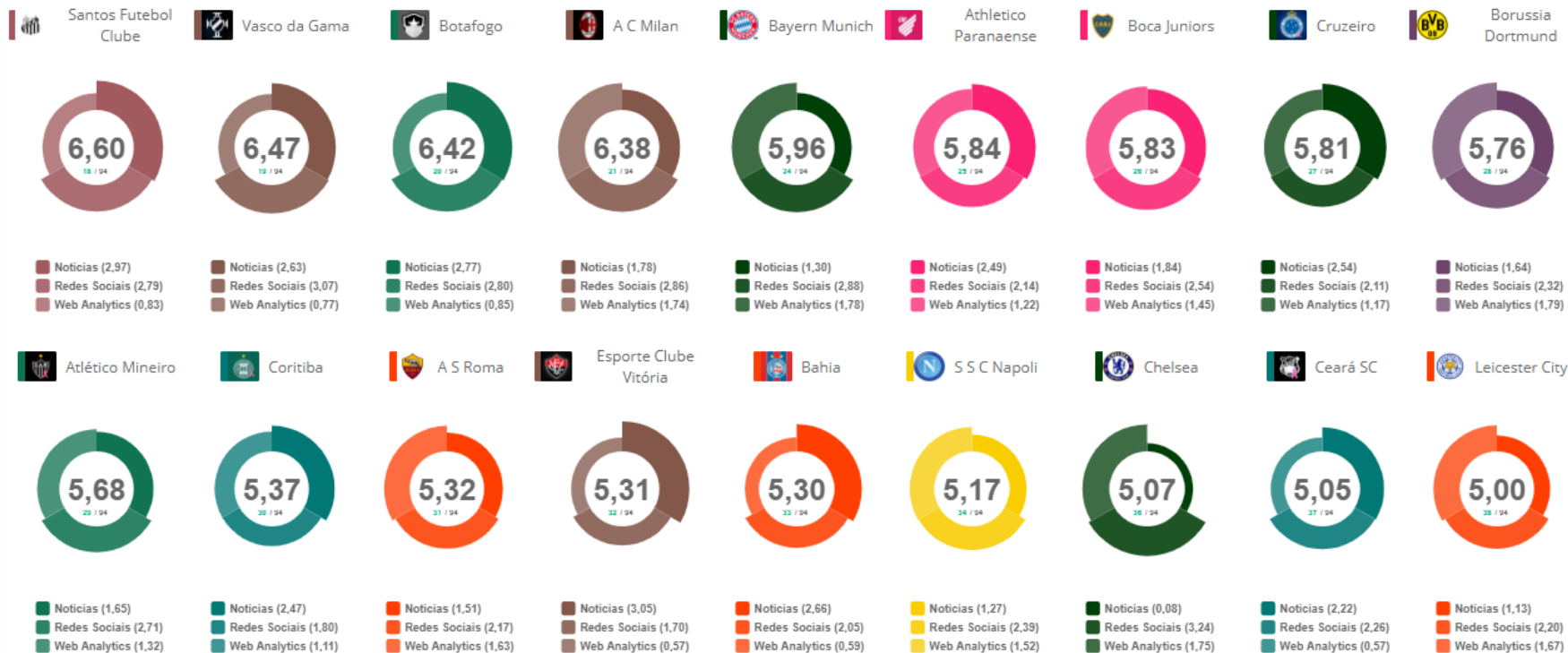
\*Zeeng Score considers the digital presence, which includes social networks, news stories and other digital content.

## Zeeng Score on September 30, 2020\*



\*Zeeng Score considers the digital presence, which includes social networks, news stories and other digital content.

## Zeeng Score on September 30, 2020\*

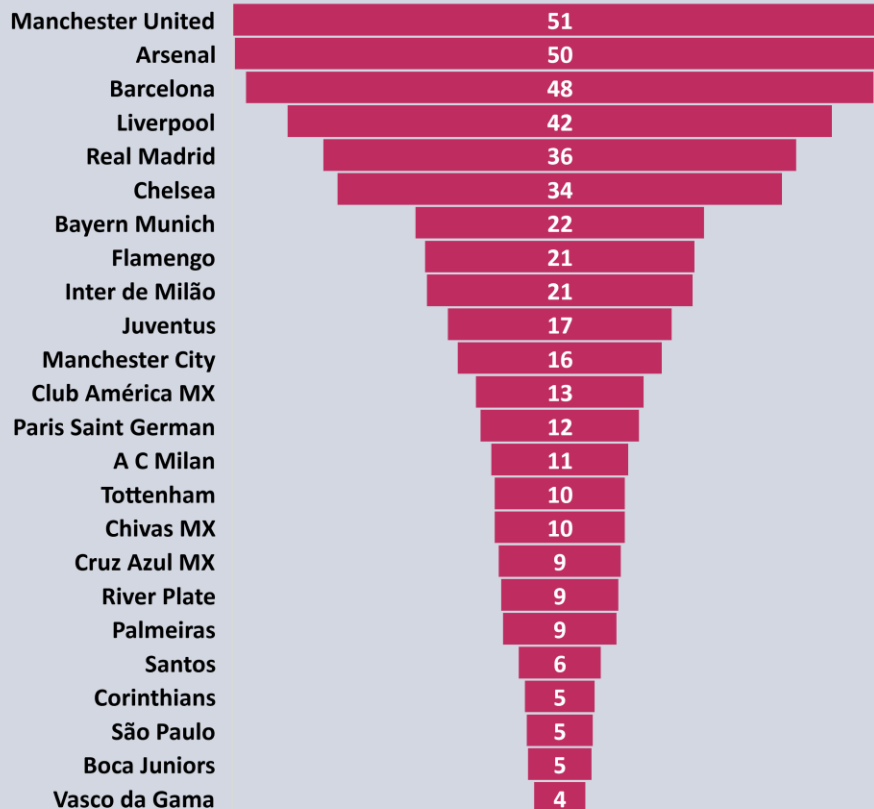


\*Zeeng Score considers the digital presence, which includes social networks, news stories and other digital content.



# Total interactions

Total interactions - In millions

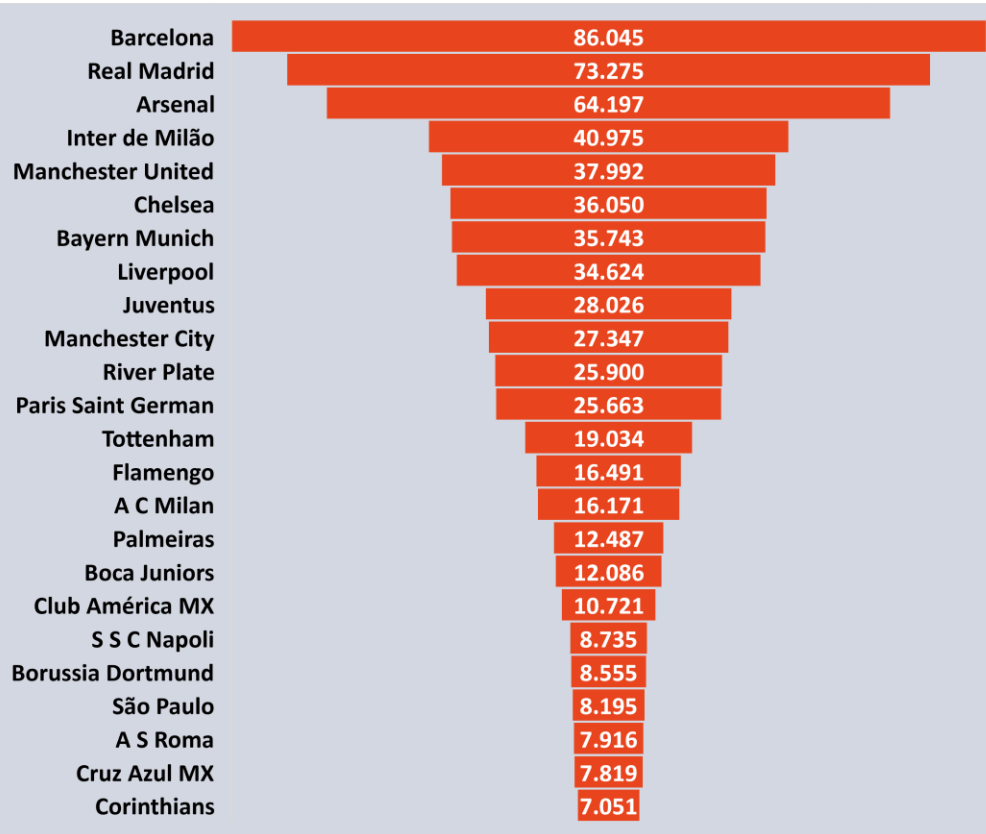


The kings of Face



# The most efficient

Average interactions per post



Each Barça's post reaches 86k of interactions.

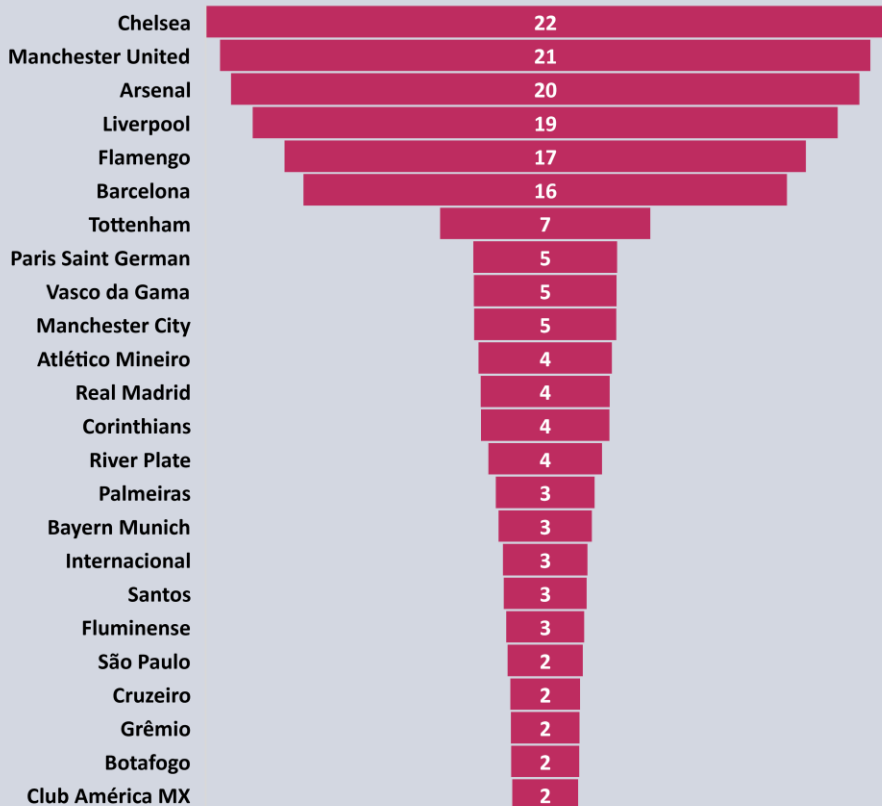
3x more than Manchester City

River Plate is the most efficient in Latin America



# Total interactions

## Total interactions - In millions

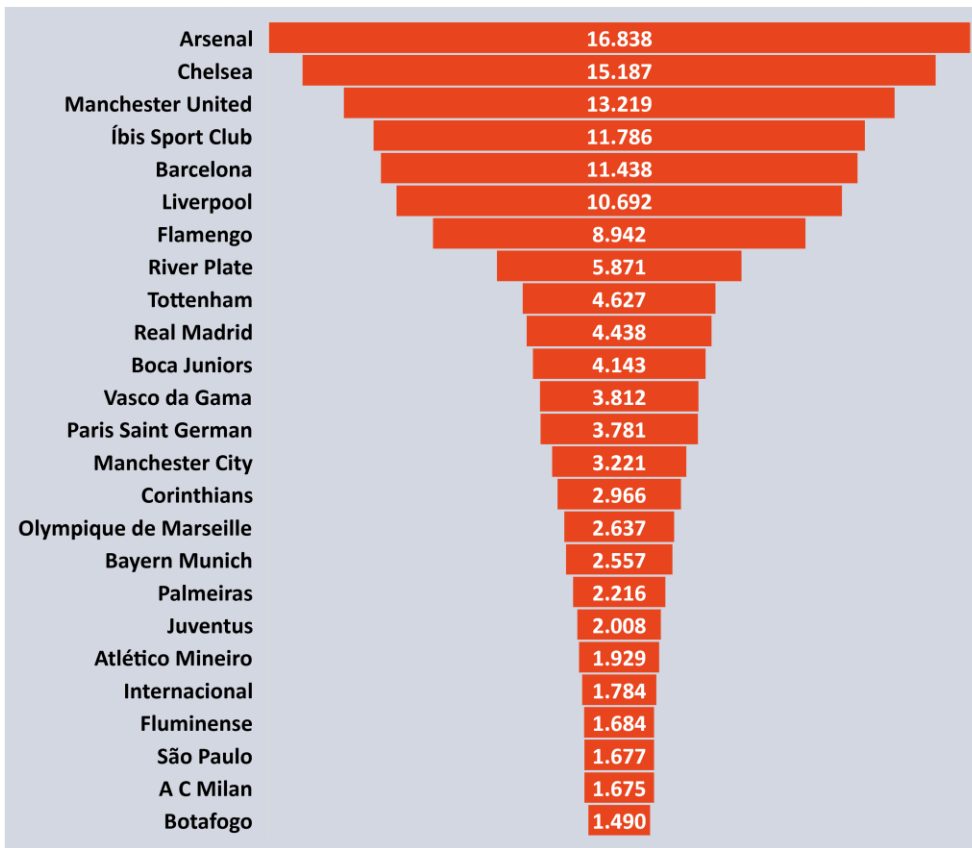


## The kings of Twitter



# The most efficient

Average interactions per post



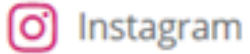
Brazilian team Ibis, known as "*the worst team in the world*", presented a giant fan engagement index.



Ibis published only 29 tweets between Jul and Sep, which reached 342K interactions.

# Total interactions

Total interactions - In millions

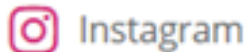


Instagram

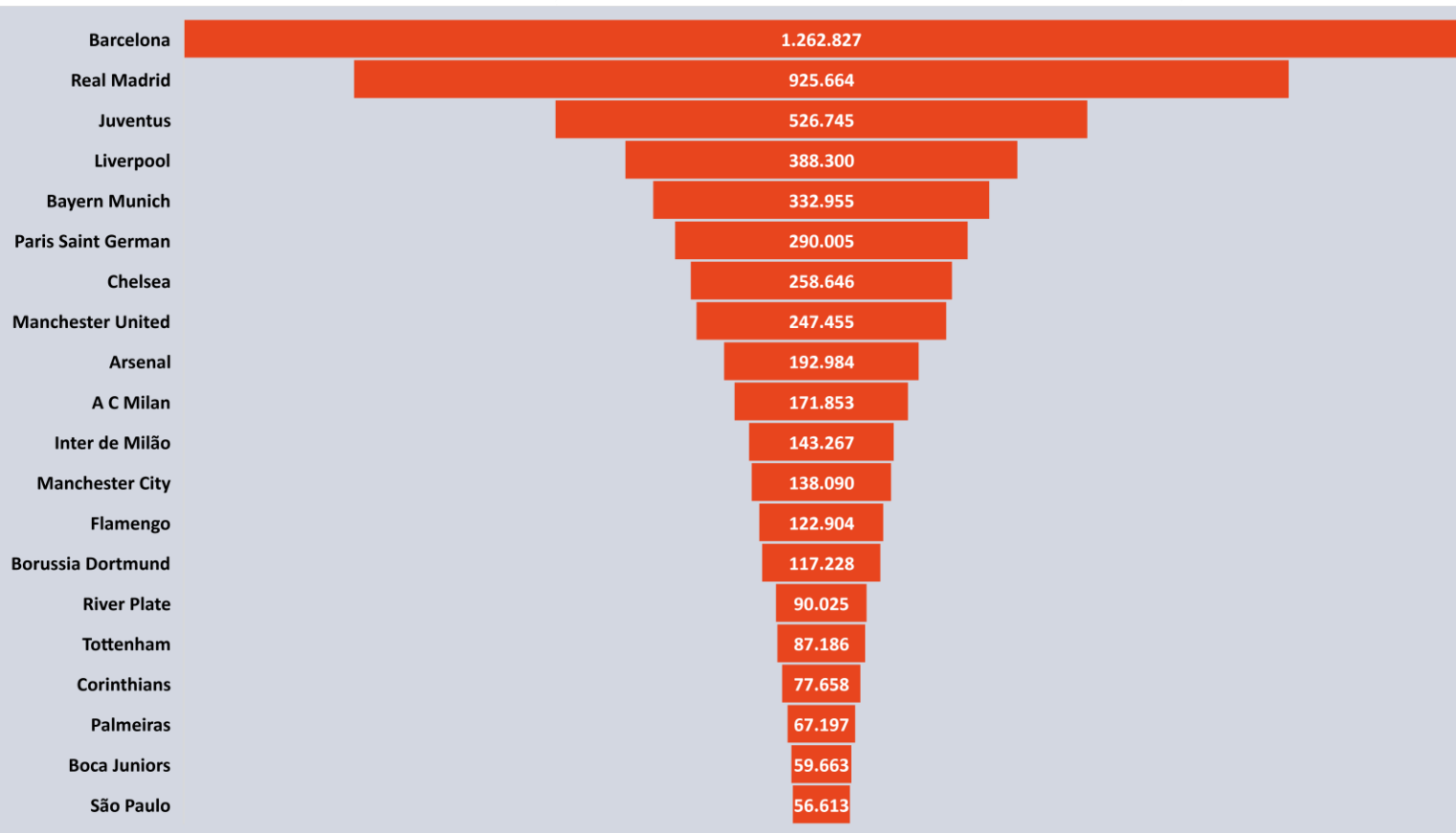
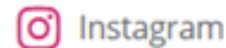
The kings of Insta



# The most efficient



## Average interactions per post



Each Barça post reaches more than 1,3M of interactions

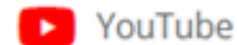
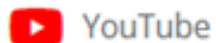
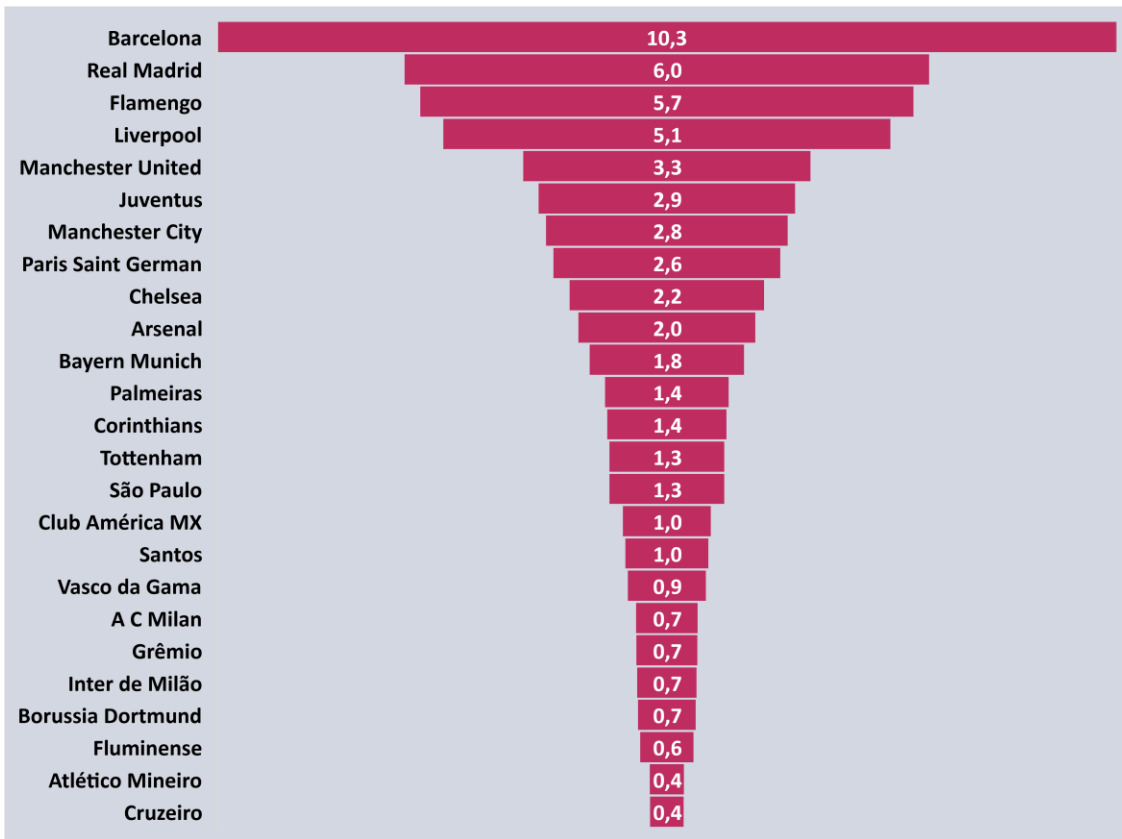
5X more than Man.United

Flamengo is the most efficient in Latin America



# Channels subscribers

Channels subscribers - In millions

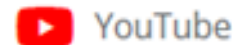
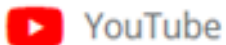
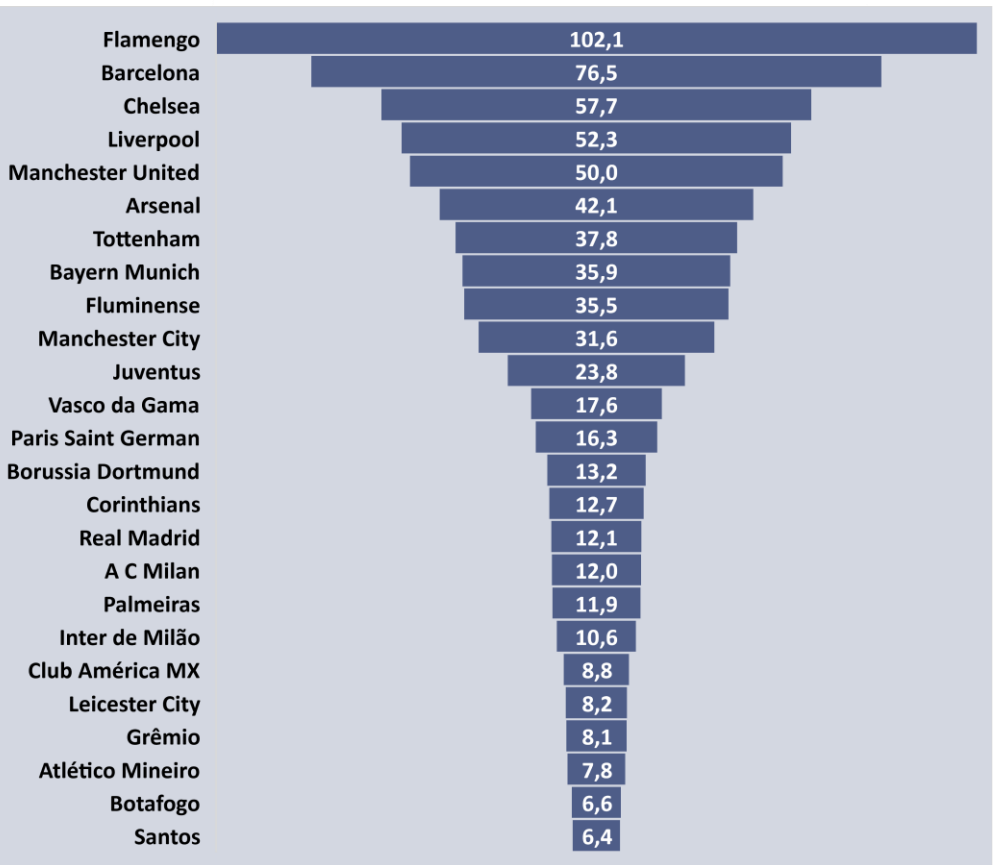


## The kings of YouTube



# Videos views

Total views - In millions



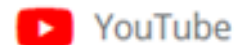
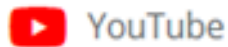
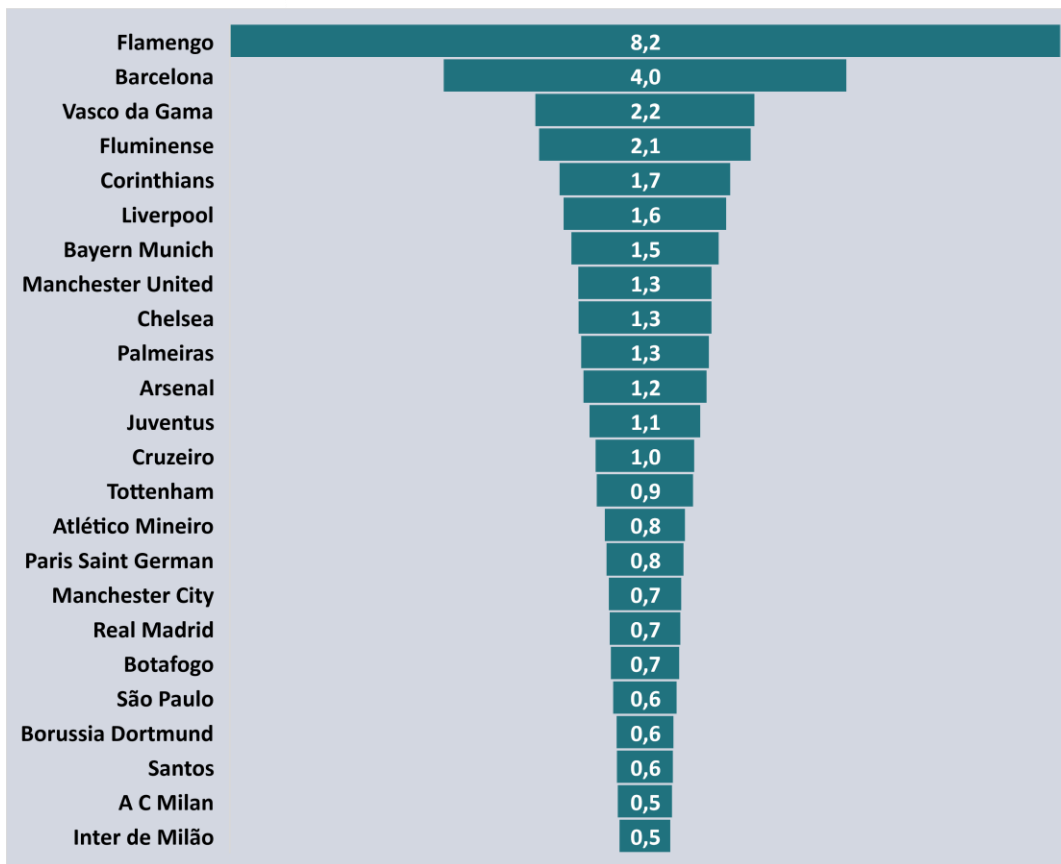
**Flamengo led between Jul and Sep the global views numbers.**

**The Carioca Championship games streamed exclusively on YouTube boosted the numbers.**



# Videos interactions

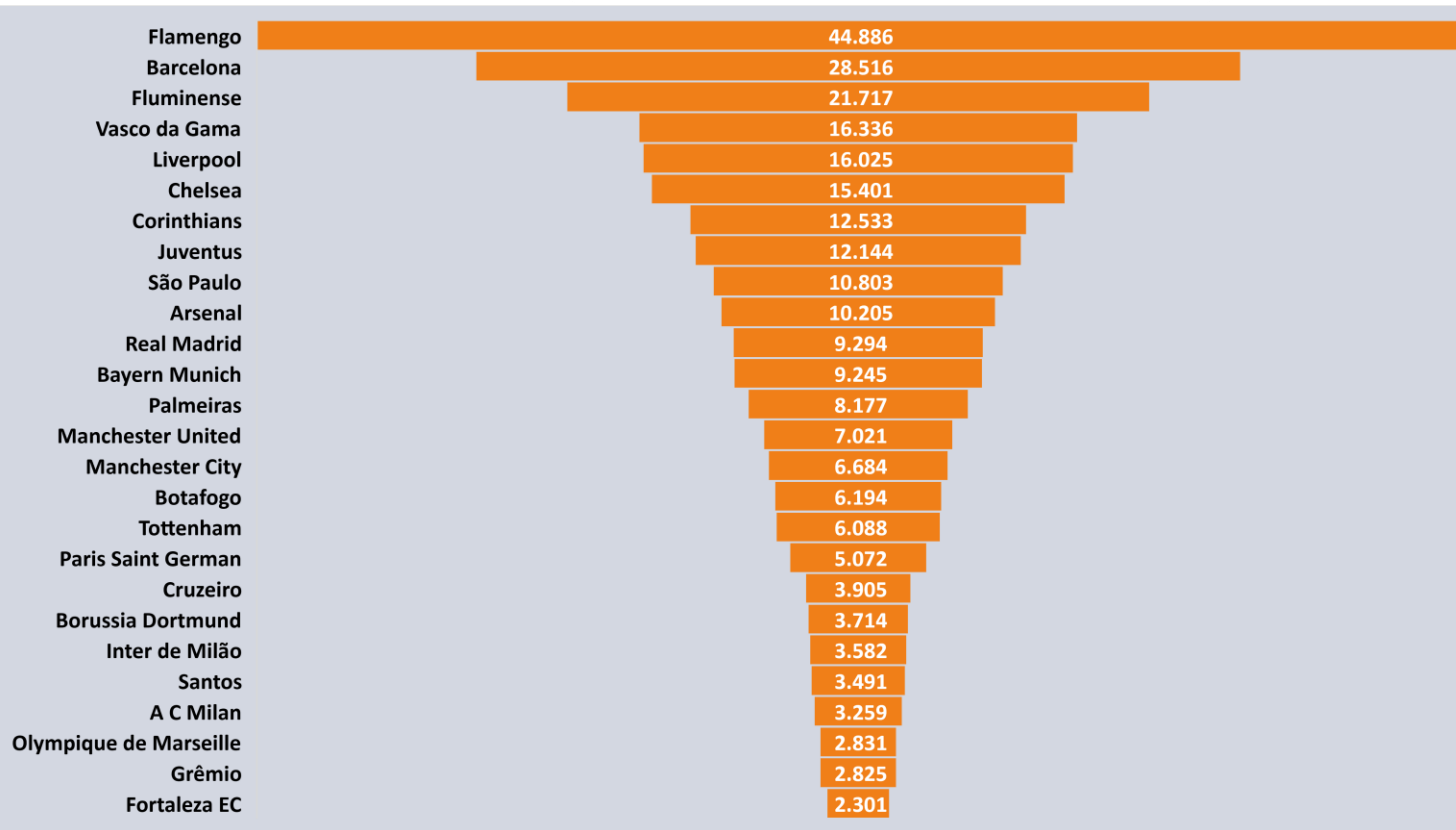
Total interactions - In millions



**Brazilian clubs are standing out in YouTube videos interactions.**



## Average interactions per video

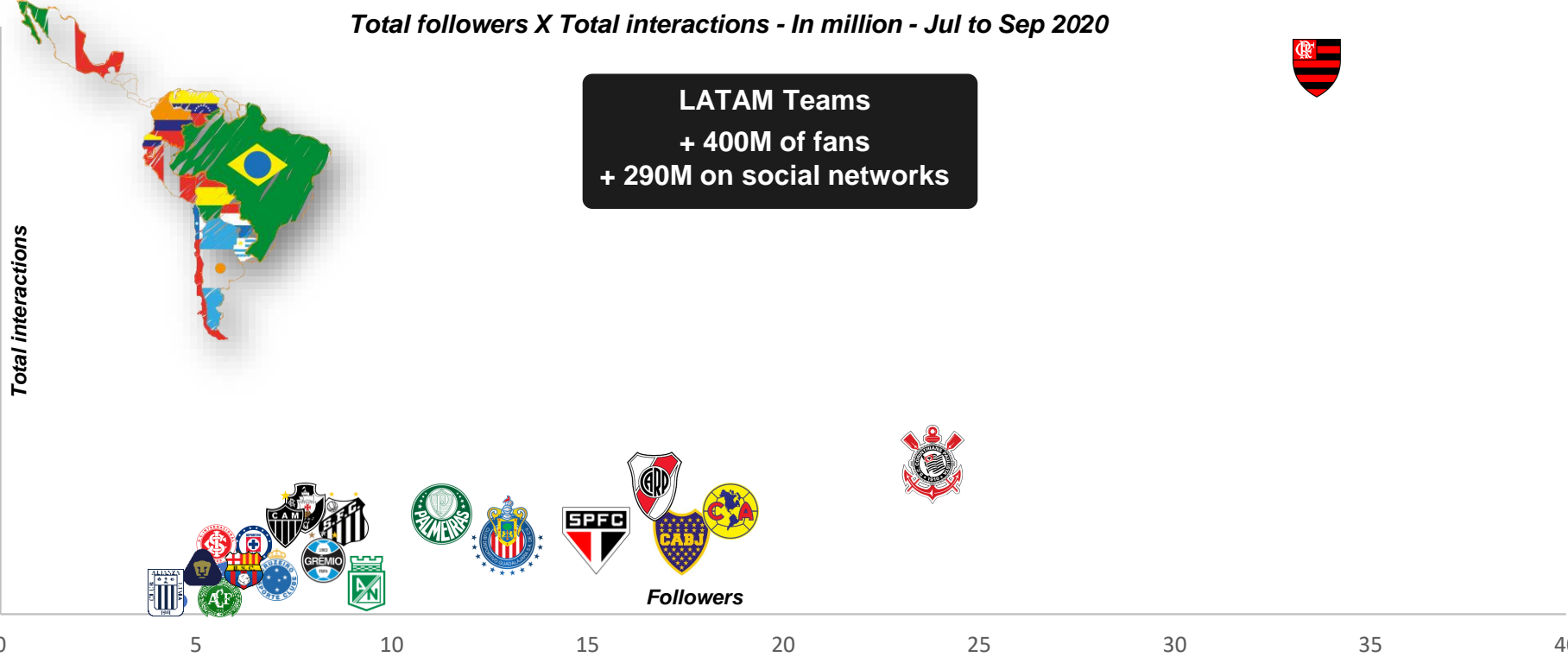


## Teams with more video comments



# LATAM MARKET

Total followers X Total interactions - In million - Jul to Sep 2020



*Interactions - In millions - Jul to Sep 2020*

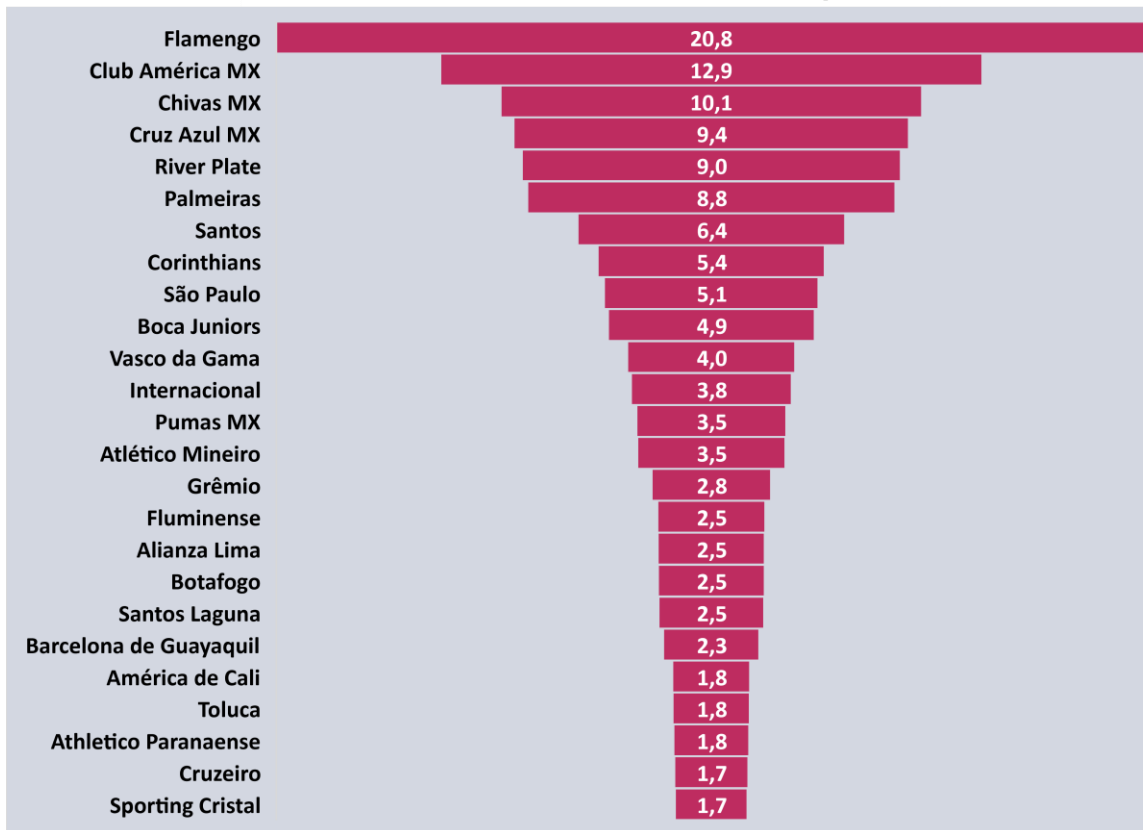
RK	Time	Total	Facebook	Twitter	Instagram	Youtube
1	Flamengo	167	21	17	121	8
2	Corinthians	41	5	4	30	2
3	River Plate	39	9	4	26	0
4	Palmeiras	31	9	3	18	1
5	Vasco da Gama	31	4	5	20	2
6	Club América MX	29	13	2	14	0
7	São Paulo	27	5	2	19	1
8	Atlético Mineiro	26	4	4	18	1
9	Santos	26	6	3	16	1
10	Boca Juniors	25	5	2	18	0
11	Chivas MX	23	10	2	11	0
12	Cruz Azul MX	20	9	2	9	0
13	Fluminense	17	3	3	9	2
14	Grêmio	14	3	2	9	0
15	Internacional	14	4	3	7	0
16	Botafogo	13	3	2	8	1
17	Cruzeiro	11	2	2	7	1
18	Ceará SC	10	1	0	8	0
19	Pumas MX	9	4	1	5	0
20	Fortaleza EC	8	1	0	6	0

RK	Time	Total	Facebook	Twitter	Instagram	Youtube
21	Sport	8	1	1	6	0
22	Athletico Paranaense	7	2	1	5	0
23	Bahia	7	1	1	5	0
24	Barcelona de Guayaquil	7	2	1	4	0
25	Peñarol	5	1	1	3	0
26	América de Cali	4	2	0	2	0
27	Nacional UY	4	1	1	3	0
28	Independiente	4	1	0	3	0
29	Alianza Lima	4	3	0	1	0
30	Racing Club	4	1	1	2	0
31	Atlético Nacional	3	1	0	2	0
32	Coritiba	3	1	0	2	0
33	Club León MX	3	1	0	1	0
34	Toluca	3	2	0	1	0
35	San Lorenzo	3	1	0	2	0
36	Santos Laguna	3	2	0	0	0
37	Sporting Cristal	3	2	0	1	0
38	Vitória	3	0	0	2	0
39	Santa Cruz	2	0	0	2	0
40	Deportivo Cali	2	1	0	1	0

**In Latin America, Flamengo accounted for 24% of social media interactions.**

# Total interactions

Total interactions - In millions - Jul to Sep 2020

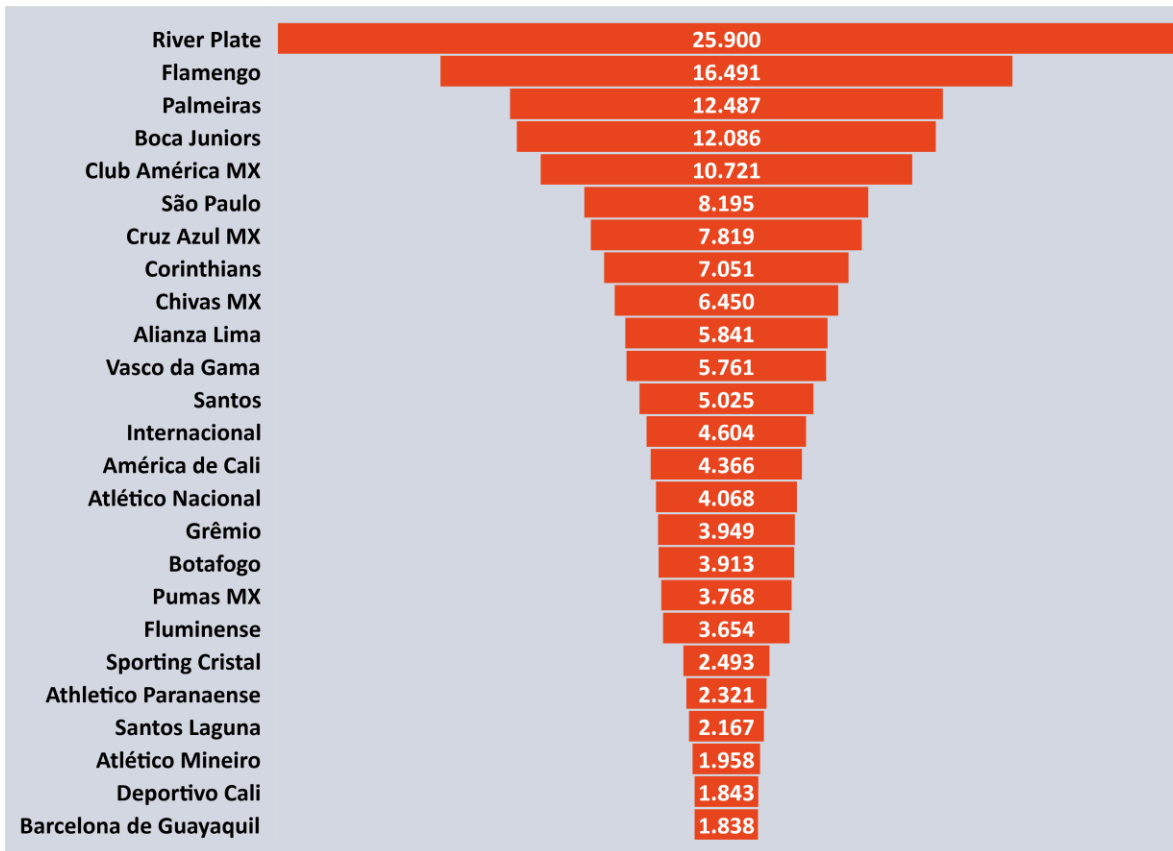


## The kings of Face



# The most efficient

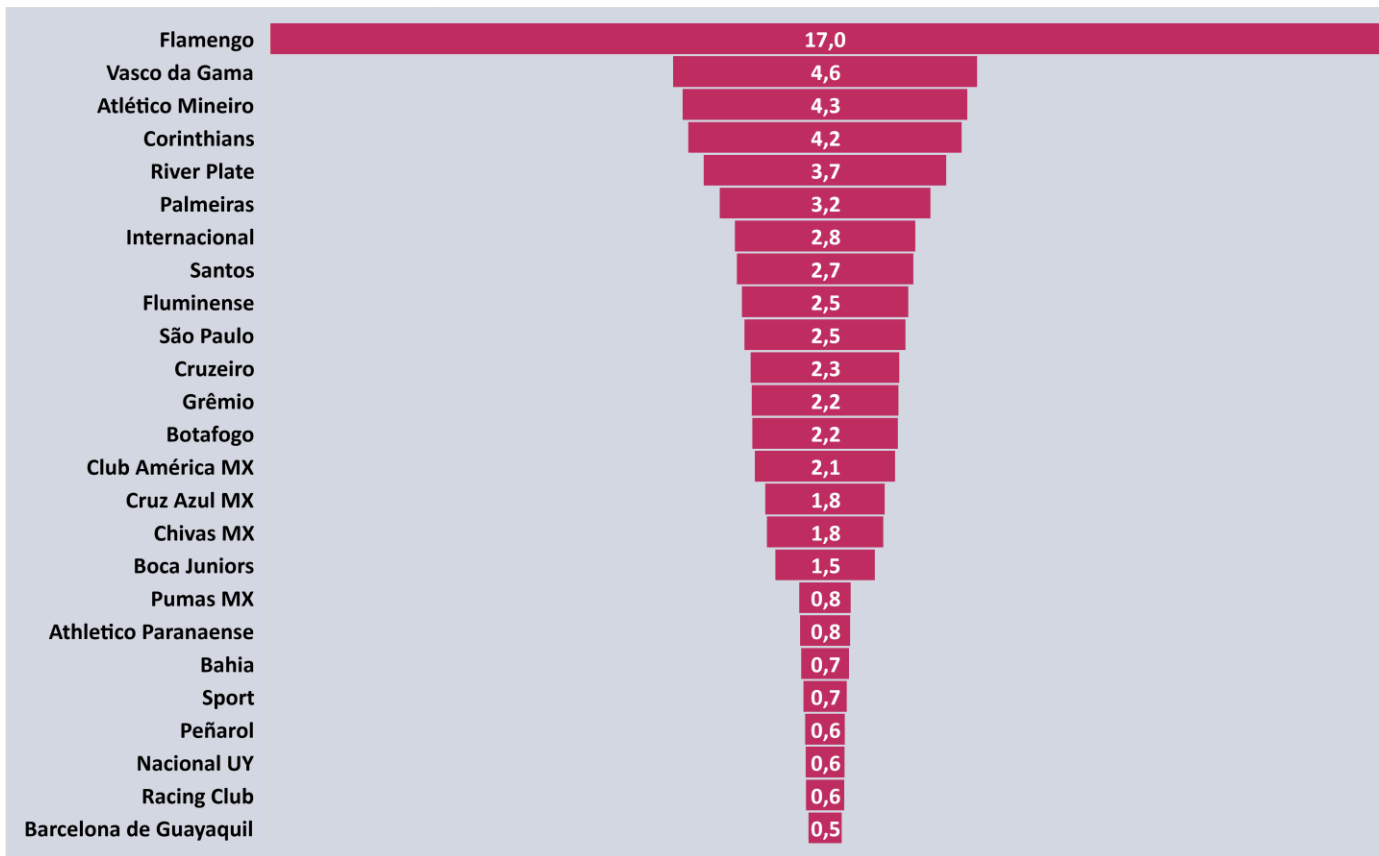
*Average interactions per post*



**Important to mention teams that even without football, kept high the engagement rates, against the Brazilian teams with the competitions early return.**

Total interactions - In millions - Jul to Sep 2020

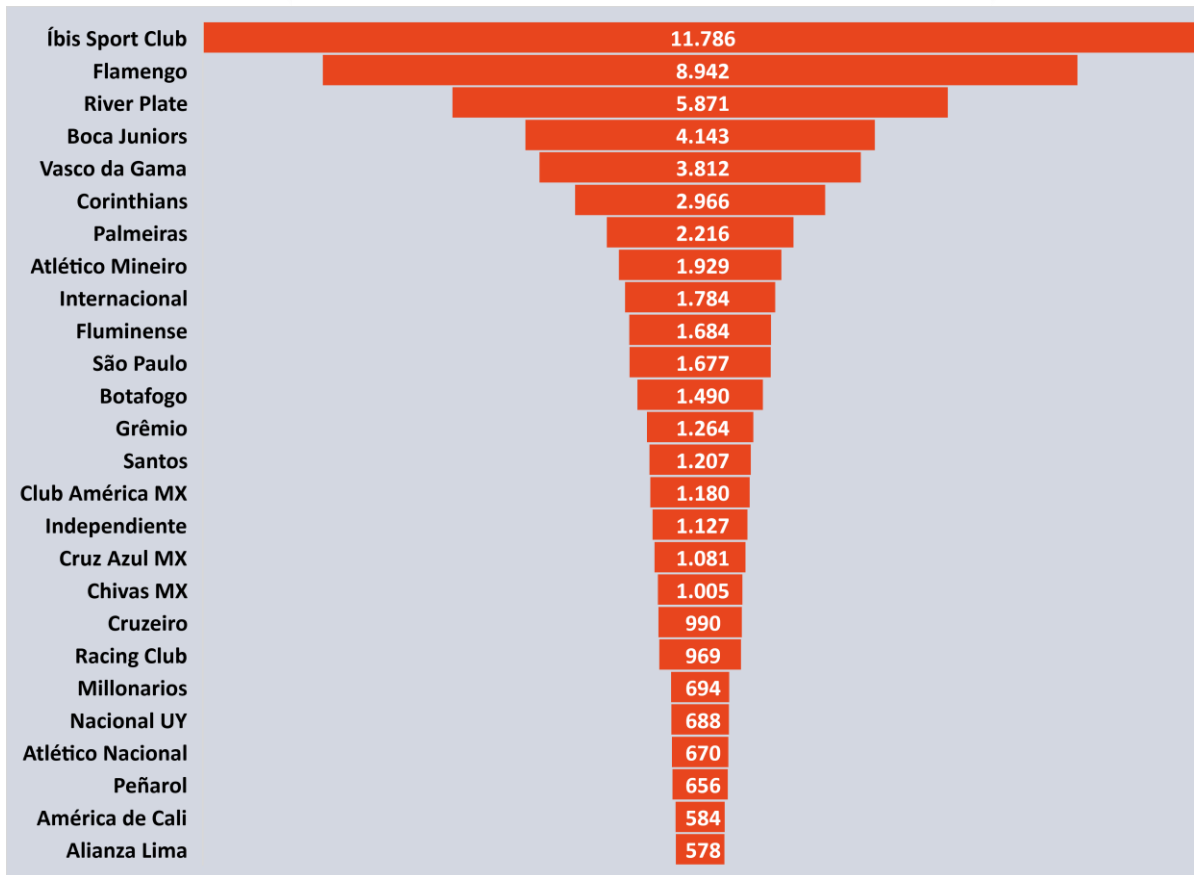
## The kings of Twitter





# The most efficient

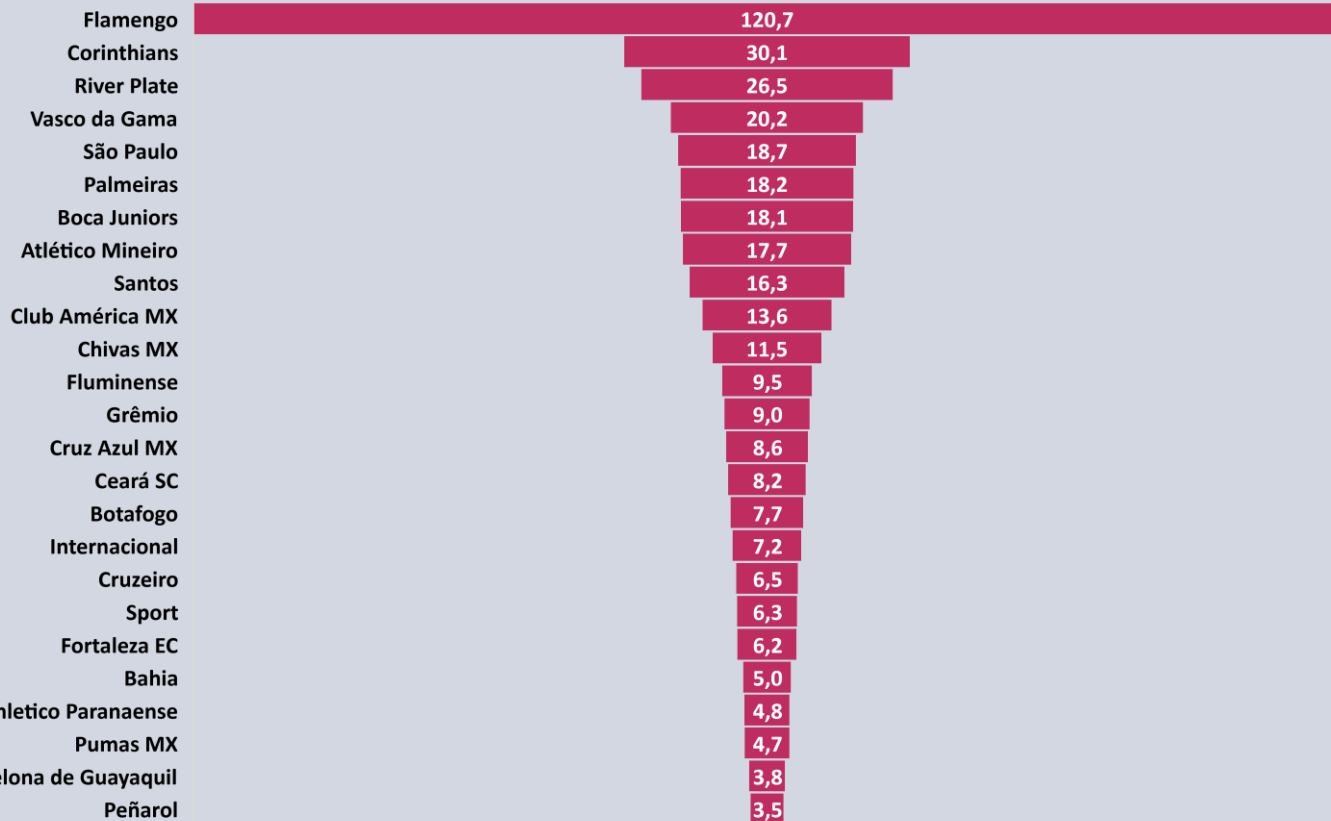
## Average interactions per post



**Dynamism and potential for Twitter's virilization should be used to improve deliveries to sponsors.**

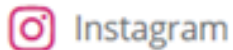
# Total interactions

Total interactions - In millions - Jul to Sep 2020

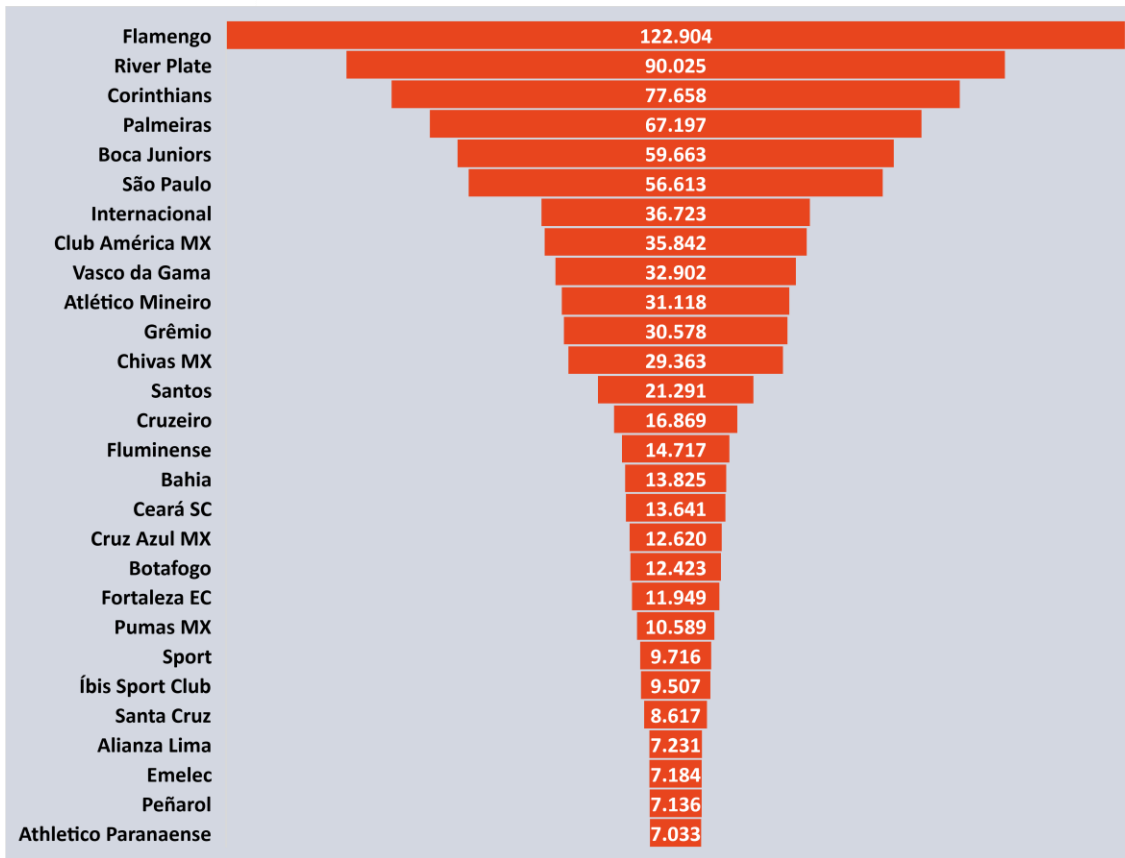


## The kings of Insta





## Average interactions per post

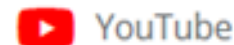


**Instagram  
accounted for 64%  
of Latam market  
interactions.**

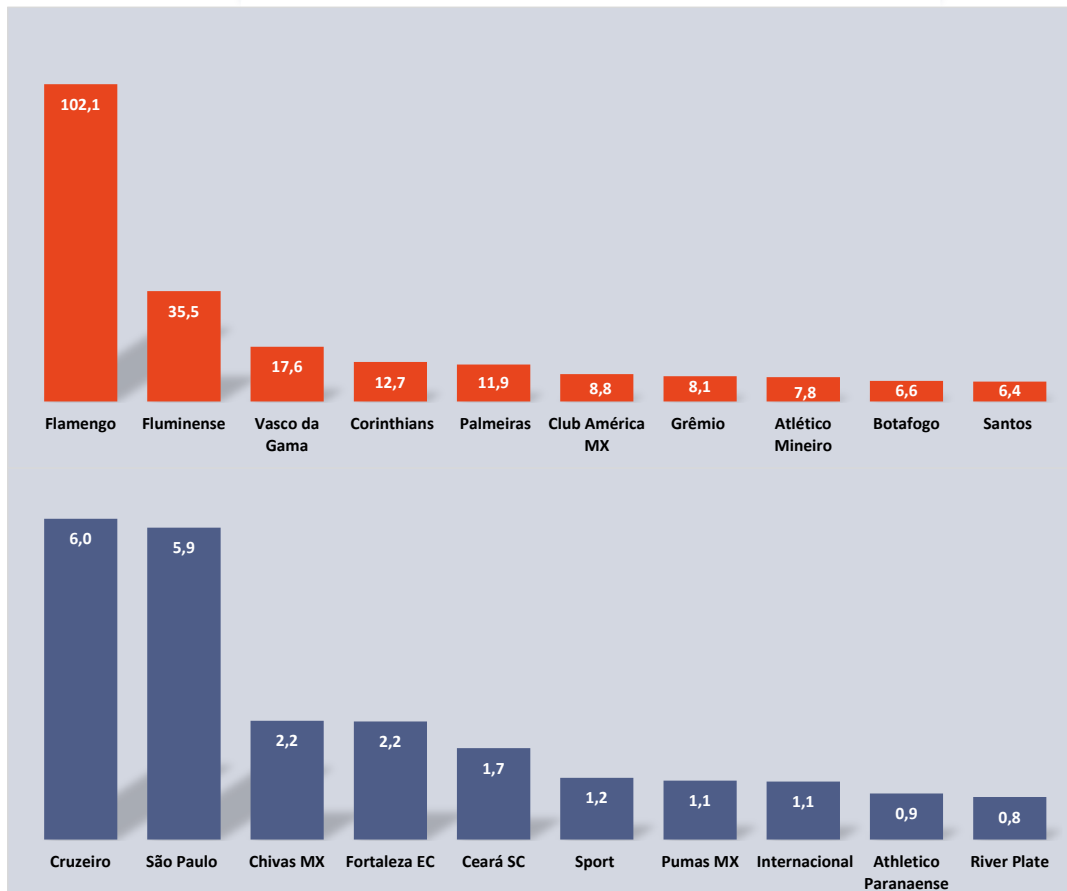
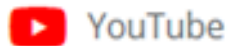
**Flamengo  
72%**

**River Plate  
67%**

Total views - In millions



## The kings of YouTube



# Thank you



Z E E N G  
DATA DRIVEN PLATFORM

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