

HOW MUCH DOES IT WORTH? DIGITAL DATA FROM LATIN AMERICA'S FOOTBALL CLUBS

Sports Value, a market-leading company in finance, marketing and trends sports analytics, and Zeeng, a company consolidated in corporate brand analytics in digital, deepen swells their alliance and launches an unprecedented digital measurement.

METHODOLOGY

The methodology considers all digital data from Latin American (LATAM) football clubs

Valuation considers 4 variables:

- Number of followers, total interactions, relative interactions (posts efficiency) and Zeeng score - a metric that analyzes web analytics, news in the press and performance on social networks.
- The total value of each digital asset represents the potential for revenues that can be generated in different formats. Not to mention e-commerce, just in branding.

US\$115M

The digital assets of LATAM's largest clubs in May 2021.

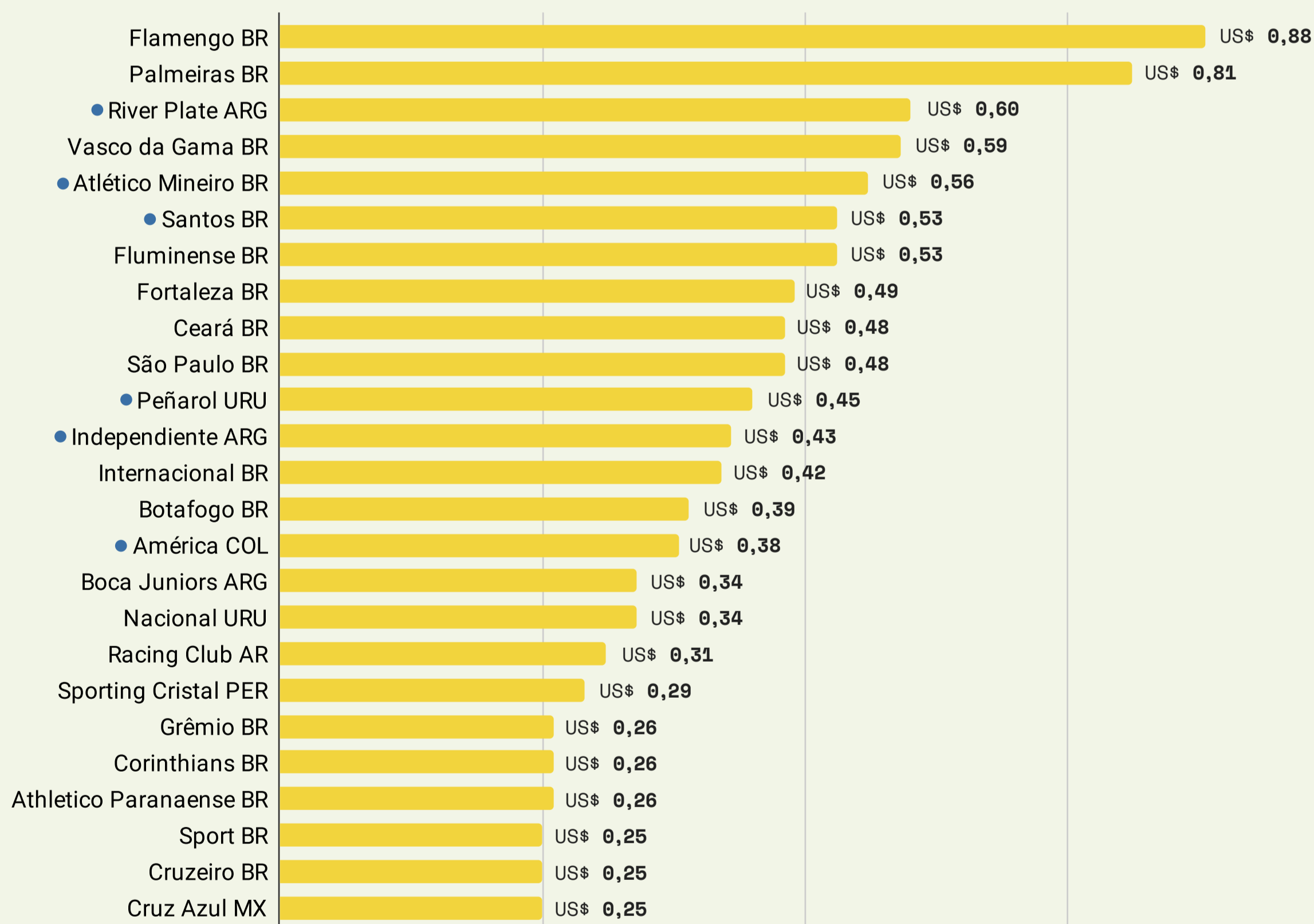
- Instagram accounts for 52% of the total.
- Facebook for 25% of the total.

Brazilian clubs dominate Youtube, worth US\$ 21 million of the US\$ 25 million in total, or 84%.



TEAMS IN LATIN AMERICA DIGITAL VALUE PER FAN

The evaluation considers the value of digital assets relative to the total number of followers. Many clubs are more efficient than others.



• Clubs that are more efficient.

Clubs can make a lot of new money by exploiting their digital assets on social networks. This is only in negotiating marketing opportunities. There are also different sales opportunities, not included in this valuation.

SHORTLY A NEW DIGITAL MEASUREMENT SERVICE

Very soon Sports Value / Zeeng will offer to sponsors market, an innovative and disruptive measurement and insights generation solution.

The goal is to maximize the return to sponsors in digital world. Corporate brands need to surf the sport passion, with smart strategies based on data driven and trends.

Very soon news!



+315M

Followers in the social networks

+3.8 BILLIONS

Annual interactions, including views on YouTube.

LATIN AMERICAN TEAMS DIGITAL ASSETS



TEAMS	VALUE (US\$)	f	IG	TI	YT
1 Flamengo BR	31,7M	8%	56%	7%	29%
2 River Plate ARG	10,1M	22%	64%	8%	6%
3 Palmeiras BR	9,8M	20%	42%	8%	29%
4 São Paulo BR	7,6M	16%	58%	7%	18%
5 Boca Juniors ARG	6,4M	17%	71%	7%	5%
6 Corinthians BR	6,2M	10%	61%	7%	22%
7 Santos BR	4,8M	18%	55%	8%	19%
8 Vasco da Gama BR	4,6M	8%	46%	10%	36%
9 Atlético Mineiro BR	4,2M	9%	57%	13%	21%
10 Club América MX	3,3M	30%	34%	5%	30%
11 Internacional BR	2,5M	23%	49%	17%	10%
12 Grêmio BR	2,3M	14%	44%	10%	32%
13 Fluminense-BR	2,2M	9%	38%	11%	42%
14 Chivas MX	2,0M	36%	43%	7%	14%
15 Cruzeiro-BR	1,8M	11%	46%	12%	31%
16 Cruz Azul MX	1,6M	49%	39%	8%	4%
17 Botafogo-BR	1,4M	14%	46%	13%	28%
18 Ceará BR	1,1M	7%	73%	5%	14%
19 Fortaleza BR	1,0M	11%	69%	6%	14%
20 América COL	1,0M	47%	44%	7%	2%
21 Sport BR	0,9M	6%	75%	9%	10%
22 Pumas MX	0,8M	35%	44%	8%	13%
23 Barcelona EQU	0,7M	29%	52%	7%	11%
24 Colo Colo CHI	0,7M	55%	30%	15%	0%
25 Bahia BR	0,7M	11%	68%	11%	10%
26 Peñarol URU	0,7M	15%	72%	11%	3%

These numbers are dynamic and change every day, according to club activity.

Flamengo is worth three times the second place.

Carioca's club has a huge number of followers, and the highest engagement rate in the continent.

According to Google, a YouTube channel with 1 million monthly views, generates an average of US\$22.000 a year for clubs through ADSense, in the region.

According to our analysis, only by YouTube, clubs generate on average between 4% to 7% of the digital potential revenue, of this indispensable digital channel.

CONCLUSIONS

Latin American clubs have a gold mine to explore. The digital assets valuations are the proof of this untapped potential.

Monetization models go far beyond visibility of sponsor brands in the footer in the posts, or with advertising content, with low impact in engagement.

The focus now is content marketing, marketing innovation and powerful storytelling building. With long-term strategy, with short-term results.

