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CONTENT



#4

EHF

JJ Rowland, Head of Media & Communications at EHF in our featured Expert Talk

4

SUNDERLAND AFC

Expert talk with Stuart Vose, Head of Digital at Sunderland AFC

9



#9

RICHARD CLARKE

Richard Clarke about the live streaming of NFL by Twitter

12

WHY SOCIAL ANALYSIS?

Guest Article from Trevor Keane

14

17 DIGITAL RANKING

European Football Leagues

Rank	Team	Country	Points	Change	Goals	Assists	Yellow Cards	Red Cards	Minutes Played
5	KK Crvena Zvezda	RS, Serbia	560,249	457,327	49,109	33,089	377	597	19,750
6	Panathinaikos	GR (Greek), Greece	499,645	377,116	50,074	39,976	387	135	31,957
7	FC Bayern Basketball	Beko BBL, Germany	473,798	294,529	116,542	50,750	1,450	2,621	7,906
8	Anadolu Efes	Beko Basketbol Lig., Turkey	436,317	308,591	24,452	82,442	15,201	125	5,506
9	KK Partizan NIS	RS, Serbia	430,610	367,927	33,214	29,469	0	0	0
10	CSKA Moskau	VTB United League, Russia	425,113	87,210	30,353	208,831	0	93,114	5,605
11	Galatasaray SK	Beko Basketbol Lig., Turkey	401,227	171,898	62,496	152,804	14,029	0	0
12	Maccabi Elektra Tel Aviv	Ligat Ha'Al, Israel	355,511	236,296	39,359	23,334	106	39,703	16,713
13	BJK Basketball	Beko Basketbol Lig., Turkey	310,348	90,917	42,973	168,968	7,490	0	0
14	Zalgiris Kaunas	LKL, Lithuania	282,876	179,011	25,107	70,872	0	273	7,613
15	Olimpia EA7 Milano	Liga Basket A, Italy	250,016	162,730	41,930	36,029	1,377	287	7,663
16	Valencia Basket Club	Liga Endesa, Spain	216,601	94,143	29,489	88,205	1,768	364	2,632
17	Dinamo Banco di Sardegna Sassari	Liga Basket A, Italy	152,891	103,138	30,088	17,978	262	41	1,384

#17

27 DIGITAL RANKING

Top25 in Basketball, Handball & Ice Hockey



#32

32 LAST BUT NOT LEAST

Quickly adapt to events of general interest



Digital is many things to many people. For some it is about storytelling, bringing fans on a journey, entertaining and engaging with them. For others it is about being disruptive, bringing the message to whole new audience.

Massive contrasts but each with a common thread. Both require the right content. If you want to be successful in digital you require a plan, you must follow a holistic strategy, you need to define the objectives and you have to determine achievable milestones.

However as brands and sponsors get more and more involved in sport, the question has to be asked, who is really driving the digital strategy?

Always a newsfeed

The Olympics 2016 digital blackout and restrictive guidelines have been much discussed by in the world of digital sports media. A possible way forward in the future?

We strongly believe it was not a step forward, rather two steps backwards, and a significant opportunity missed by the Olympic movement.

With this approach social platforms will remain a newsfeed only with innovation stifled especially when the majority of existing Olympic Sponsors are not creative and most participating countries digital administrators remain in newsfeed mode...

A limited opportunity

An event, like the Olympics should be talked about globally. Every viral multiplier should be used to reach as many people as possible especially when the time difference of the host city is a big factor.

For many people in the world a vast majority of the competitions were in the middle of the night or very early morning.

And the social platforms could have been the key to unlock the potential, but the strict guidelines limited the success.

Football superior, smarter or both

Every week we meet and speak to people in digital media sports roles. One complaint we hear regularly is the fact that football (soccer) is dominating everywhere. TV broadcasts, sponsorships, attendance and also in the size of the digital community. What these people do forget, the uniqueness of their sport!

Always looking to the other side in frustration or even anger is not the right action. The task is to identify the strengths of its own sport, identify opportunities and develop a holistic strategy to create success.

Everything is possible, especially with a strong digital concept!

And so I welcome you to the September edition of Digital Sports Media. We feature expert talks with the European Handball Federation, where we spoke to JJ Rowland, Head of Media & Communication.

Our second expert talk was held with Stuart Vose, Head of Digital at Sunderland AFC. Richard Clarke continued his series with a review of the National Football Association (NFL) and Trevor Keane focused on the necessity of Digital Analysis. Our digital tables complete another interesting magazine!

Enjoy the reading
Best, Mario Leo

MAXIMISING REACH THROUGH DIGITAL

Digital communication and transformation impacts also Federations. Digital Sports Media spoke to JJ Rowland, Head of Media & Communications at the European Handball Federation.

Good Day JJ. We are very excited and pleased to finally feature the European Handball Federation in our magazine. Your organisation drives the change to digital on a strategic level. Can you share with our readers why?

Back in 2013 the EHF began developing a strategy to position and strengthen the sport on the European sports market. As part of this brand process we looked at how we could best communicate the sport's values and also engage much better with our community, moving away from our previous corporate style of communications. Thanks to our efforts in digital and social media we have been able to transform the way we reach out to both existing and potential fans of our sport.

You coordinate media and communications for the federation. Could you describe a (regular) workday?

The answer to that question very much depends on what time of the year it is. The EHF Media and Communications team is responsible for all of the EHF's



PIC. The best way to communicate is through the sport's values (Photo: Axel Heimken/EHF)

online communications channels, print publications as well as media management of events. In a busy federation this means that there are always competitions, events, activities and meetings to report on or events to prepare for. There are however times when we are extremely busy and have to work around the clock, in particular before and during the EHF EURO events and towards the end of the season when we have three major final weekends for our club competitions.

How relevant and important have the digital channels become for the

EHF during recent years?

Sports federations have become news outlets and broadcasters in their own right and the EHF is no different. The federation's streaming platform ehfTV.com is complemented by several YouTube channels as well as profiles on most of the major social media platforms including Facebook, Twitter, Instagram and Snapchat, in addition of course to our own websites. Although the EHF still publishes several print reports, we are now very much focused on digital communications.

Facebook is dominating at most sports organisations around the world. When did you launch your profile? Were goals and objectives set before entering Facebook and have they been reached?

We have developed our expertise in digital and social media over the years and it has been very much a case of 'learning by doing'. The first EHF Champions League Facebook page was launched back in 2009, with few resources and very little content, relying very much on posting news content from our websites. We have come a long way since then and although Facebook still forms an important part of our offering, we also look to other platforms to enable us to reach more audiences and with different types of content.

Which other channels/ platforms are implemented at the European Handball Federation to interact with your fan base (e.g. Google+, Twitter, YouTube, etc.) and what role do they play in your communications and marketing mix?

Our aim is to go where the fans are and being a pan-European sports federation means that we have to be present on a broad range of channels. We know for example that Twitter is very popular among our Spanish fans but that Facebook is favoured in Germany. One of our key objectives is to increase reach and bring new fans to the sport. As a result we looked again at our strategy and in the last couple of seasons have become much more active on YouTube and Instagram as well as more recently on Snapchat.

Do you offer specific content for each individual channel, or do you



PIC. Engaging content is always a win (Photo: Uros Hocevar/EHF)

use cross-posting across platforms?

Over time we have learned what type of content works on which channels and are now focusing much more on developing specific content for each channel. At the same time we want to maximise our reach with the content we are producing so you will find some of our best content e.g. 'Top 5 goals' or 'Best 7' video compilations appearing across many of our channels and also in the magazine show produced specifically for TV.

How do you coordinate internally activities across departments (e.g. with ticketing, marketing, press department, etc. to meet their department needs in fan communication?

We have worked hard on developing our voice, i.e. how we want to speak to and with fans on social media, and for this reason we have centralised the federation's external

communications to ensure that our voice, key messages and the look and feel of our communications remain the same. We work across all the business groups and departments within the EHF as well as with our colleagues in EHF Marketing GmbH, the federation's marketing arm responsible for the EHF Champions League, and also Infront Sports & Media, marketing and media partner for the EHF EURO events, to ensure that we maximise the exposure and reach of all of the EHF's competitions and activities.

How do you keep up with the on-going evolution of platforms? Now there is a hype on video, initially with Meerkat, then Periscope and now SnapChat? Is there a process in place to review and consider new platforms, plus subsequently adopt them, if they are evaluated positively?

We have a very talented team of media professionals working in



PIC. Visual content plays a big role in the communication (Photo: Uros Hocevar/EHF)

Vienna for both the EHF and EHF Marketing GmbH, who love to experiment with new formats and new channels to see what they can offer our coverage. Some ideas work and some do not but that it is the beauty of digital media. We have tried out streaming with Periscope and Meerkat for example but have found that we have a much greater reach if we use Facebook Live for our events. Ultimately any decision on any new platform is based on the uptake by our digital community and whether we can see its potential for our coverage in the long term.

Do you see a platform 'overflow' – too many platform offerings – which potentially will irritate the fan base?

We try to cater for the needs and interests of different audiences on different platforms, posting the content best suited to that platform e.g. we use Twitter mainly for live and factual content and Snapchat for video with an emphasis on more fun and entertainment. We have also learned that 'less is more' in terms of the number of channels we offer e.g. we just have single Twitter/Facebook/Instagram channels for the EHF EURO rather than a channel for each event or separate channels for the women's and men's events. Our aim is to create a community that builds over time and from event to event.

Have you implemented any internal Digital Media Guidelines (e.g. for

competitions, staff, clubs, etc.) at the EHF?

We recently updated the federation's code of conduct to incorporate social media guidelines for our officials and staff. Everybody these days has their own profile on social media and has effectively become digital ambassadors for the sport as well as the federation. We still encourage everybody to be active on social media but it is important that everybody is aware how best to approach their own social media activities.

Did the growth of social media channels impact the traffic (visits, page impressions) on the website? If yes, how?

We distribute content across a range of digital channels because for us it is important to reach as many people as possible. We want to increase the interest in our sport, promote live broadcasts by our TV partners, maximise exposure for our partners and sponsors and ultimately increase the value of our product. At the same time we use our social media channels to drive traffic back to our own channels e.g. we post short clips on YouTube and include links to encourage users to watch more content and full matches on ehfTV.com, the federation's live streaming platform.

Handball clubs often look towards other sports, like football in particular, with a lot of frustration. Not only because of broadcasting times, but also the large fan communities. Would you not recommend a focus on own strengths?

We do of course look to football and also US sports and major

events like the Olympic Games to learn from them but we also have to look to our own strengths and many of the things we have implemented would not be possible in other sports. Handball is a very open and accessible sport, and this is also true of the top professional players. We regularly invite top players to join our Google Hangouts for example and at the VELUX EHF FINAL4 even bring four of the top stars together for a special live Hangout ahead of the semi-finals.

[The handball community is a very dedicated and passionate community. Which content works best for the online fans of the European Handball Federation and especially during an own event?](#)

In one word, video. A huge amount of video content is produced during the year, primarily from our premium competitions, the EHF Champions League and the EHF EURO events. Formats such as near-live video clips, short compilations as well as archive content have proved to be enormously popular. We have also been working to develop our own mobile reporter project to provide us with more live content for social media on match days and at events. We now send multi-media reporters to beach handball, club and national team events armed with a mobile phone, microphone and a monopod, and they then report live across all of our main social media channels, providing behind the scenes and 'as it happens' content.

[Events are a key – EHF does not have weekend after weekend a match-day. How do you schedule your posting strategy?](#)

That is not really true! We have regular week in, week out coverage

of our EHF Champions League competitions and this is reflected in the size of our online communities and the reach we have built up in these competitions. The EHF EUROs are more of a challenge for us because although we have a massive TV following (i.e. 1.6 billion cumulative TV audience at the Men's EHF EURO 2016 in Poland) we only have a two-week window of opportunity. We're now working to fill in the gaps between these events to grow our community with much more coverage and content to be produced throughout the year, focused in particular on the qualification phases.

[Social media channels have grown significantly in terms of followership. Does this attract existing and also new sponsorships? If yes, do you organise specific campaigns or marketing/ sponsor activities throughout the season?](#)

With the growth of our online communities, social media has become more and more attractive to our partners and sponsors for digital activations as they can reach fan directly. We work closely with our colleagues both at EHF Marketing GmbH (responsible for marketing of the EHF Champions League) and Infront Sports & Media (media and marketing partner for EHF EURO events), on developing campaigns for sponsors and partners. This is something we also relish because it gives us an opportunity to develop new formats, receive content from users and also give something back to our community, often in the form of 'money-can't-buy' prizes.

[Audio had been a little neglected in the past, but now we see great desire from Fans at soccer and other sports organizations, like Arsenal,](#)

[Cologne, where they achieve huge follower numbers on SoundCloud. Will Audio revive or do you see this differently?](#)

I am personally a big fan of radio and audio and this is something we have experimented with in the past, producing audio interviews and podcasts often in combination with written content. We do not have a large native English-speaking audience for our sport across Europe so audio will always be challenging but this is an area we will continue to look at in the future.

[What will be the next "big" thing on Digital Media for the European Handball Federation? Second Screen, SMART-TV Apps or do you think new platforms will appear?](#)

For us the answer is our new website. This is the missing piece of the digital puzzle for us and the EHF is currently working on the development of a new digital platform. The 'home of handball' project will bring together our many websites under one roof for the first time, be optimised for mobile devices and be much more user friendly. Of course we are also always looking to the future and have already been using new technologies including goal-line cameras and instant replay, as well as referee cams in our broadcasts. There are also on-going tests with player tracking technology, which could provide us with opportunities for much better data visualisation and a much enhanced second screen experience for fans.

[With all your activities on digital. How do you keep an overview of things in terms of monitoring?](#)

The federation has recognised the need to continue to invest in



Pic. JJ Rowland, Head of Media and Communications, European Handball Federation

The EHF EURO is the biggest and highest profile national team event we have and this is reflected in our approach. We have a large team of editors, journalists and photographers in each venue and also a TV crew producing video content. We also have mobile reporters producing live social content in addition to flash quotes for our media service. The competition's media partner, Infront Sports & Media, provides support out of their offices in Milan, Italy, handling the live streaming, editing video content and producing near live clips.

At the next EHF EURO in December in Sweden in December we are looking to further enhance our Snapchat coverage and have signed up a talented Snapchatter to be the face of the channel for the two week tournament. We are still experimenting but we hope that this enhanced coverage will be very well received in Scandinavia with the huge popularity of both handball and Snapchat.

The statistics show that this approach brings results. At the EHF

EURO 2016 in Poland in January 2016 we achieved record results with over one million unique users on the official website for the first time and an overall digital reach of more than 60 million.

Throughout the years and with the digital evolution overall: Are classical newspapers now less 'important' for an EHF event?

It is not by accident that we named our department EHF Media and Communications. Alongside our work in digital communications, a major part of our work is media management and providing media services. We produce extensive media guides for all of our competitions to make it easier for the media to be able to report on the sport and its teams and players. We may be able to reach our own digital community but it is clear that we need to work closely with the media, whether this be TV, radio, online or in print, to bring our sport to the biggest audience possible.

Dear JJ, many thanks for taking the time for this expert talk!

digital going forward and last year employed a digital manager to drive forward the development of our new online platform as well as new digital innovations. As part of this development he introduced extensive monthly statistics for our channels. This means that our decisions are no longer based simply on our gut feeling but also statistics. This has helped us in our content production because now we know where fans are most active and what kind of content they are most likely to want to see and interact with.

Let's focus a little more on your EHF competitions, like a European Championship. A tournament, with a significant reach and a tremendous opportunity, especially with digital media. We are quite certain most of your normal routines change. How is the workload during such an event?



PIC.The use of modern technologies is important (Photo: Marcel Lämmerhirt/ EHF)

VITAL COMMUNICATION

In our latest interview with key people from the world of football media, Digital Sports Media talked with Stuart Vose, Head of Digital of Sunderland AFC, about social media, marketing trends and of course working in the English Premier League.

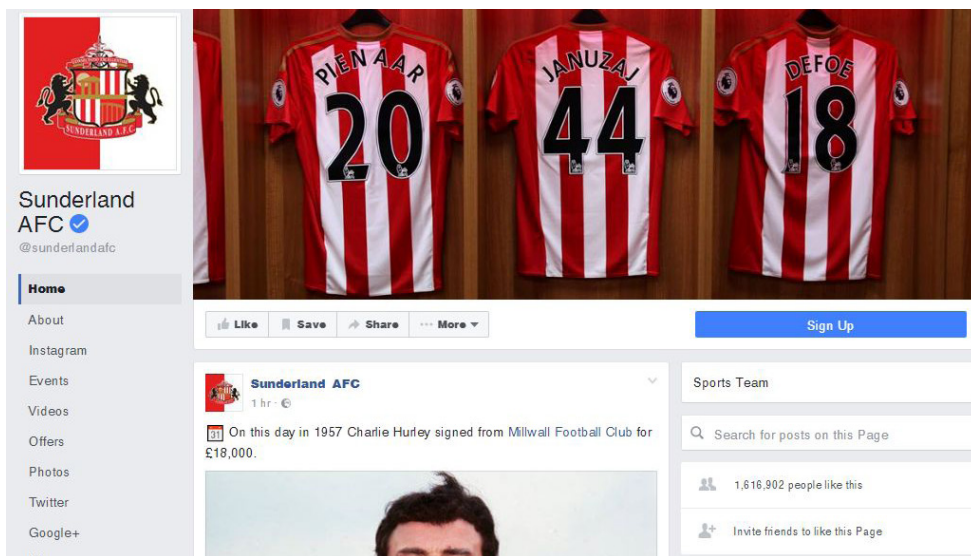
Good Day Stuart. We are very excited to feature Sunderland AFC in our magazine. With the season now up and running, I imagine there is a strong focus on digital media and especially social media. Can you share with our readers why?

Quite simply, digital is the best way to communicate with fans and the number one channel for supporter engagement. Reach is growing every year and there are so many exciting ways we can connect with our fanbase. We have seen a revolution in supporter engagement across the game over the last few years.

You coordinate digital media communications for Sunderland FC. Could you describe a (regular) workday?

No two days are the same, which is one of the attractions of the job. The day could feature anything from activation meetings with sponsors, to editorial meetings and working with the board on particular projects. Much of my role involves planning, strategy and taking an overall view on the operation of the digital department.

How do you coordinate internally activities across departments



Pic. FACEBOOK PROFILE OF SUNDERLAND AFC

(e.g. with ticketing, marketing, press department, etc. to meet their department needs in fan communication?)

Communication is absolutely vital, and never more so than at a football club which has so many diverse areas. We work closely with the club's media & communications team and have dedicated digital marketing contacts for the likes of commercial, marketing and business development teams. In general, keeping communication open and being flexible is key in a fast-moving environment such as ours.

Facebook is dominating at most sports organisations around the world. When did you launch your profile? Were Goals & Objectives set before entering Facebook and have they been reached?

We launched our official Facebook

page in 2010. Goals and objectives are now set on a seasonal basis. Our Facebook page has met expectations so far and we have seen rapid growth – we won the Facebook Club Performance of the Year award in 2015 for the biggest percentage growth over the 2014-15 season. In addition to total audience numbers, we are now looking at and targeting around metrics such as engagement rates and engaged audience figures.

Which other channels/ platforms are implemented at Sunderland AFC to interact with the fan base (e.g. Google+, Twitter, YouTube, etc.) and what role do they play in your communication- and marketing mix?

We are active across all the main social channels, including YouTube which complements our own free-to-air online video service. We have

also been active in Chinese social media for the past couple of years with the likes of Weibo and WeChat and have seen good growth. With its massive reach, social plays a huge role in our communications and marketing strategies and is growing in importance all the time.

Do you offer specific content for each individual channel, or do you use cross-posting across platforms?

There's always some amount of cross-posting across platforms, but we are increasingly trying to make each channel stand on its own two feet with a distinct content offering.

How do you keep up with the on-going evolution of platforms? Now there is a hype on video, initially with Meerkat, then Periscope and now SnapChat? Is there a process in place to review and consider new platforms, plus subsequently adopt them, if they are evaluated positive?

Yes. We are always listening to the market and identifying trends, and as a club we encourage team members and staff across to the club to come forward with ideas. All new platform proposals are thoroughly assessed by a minimum of two senior digital/communications staff before the adoption of any new channel is signed off.

Do you see a platform 'overflow' – too many platform offerings – which potentially will irritate the fan base?

Allowing fans to access the club digitally on their own terms is vital, and as a club it is our duty to be active on as many channels as possible. Fans can then pick and choose which channel – or combination of channels - suit them best.



Pic.INSTAGRAM PROFILE OF SUNDERLAND AFC

Have you implemented any internal Digital Media Guidelines (e.g. for players, staff, etc.) at the club?

All of our young players receive social media training and can always receive advice ad hoc as necessary. We also have social media guidelines for general staff as part of our staff handbook.

Did the growth on Social Media channels impact the traffic (visits, page impressions) on the website? If yes, how?

We have seen a positive impact on traffic. Although many fans now have social as their first port of call for club news and content, the possibilities for driving social traffic across multiple channels through to the website outweighs this.

Players are often a key factor for fans towards their engagement and interaction. Are you able to approach the players directly to

coordinate content or do you have to go through a dedicated process?

Good relationships with players are key and we are lucky to be able to approach the players directly, by and large. We have a good relationship with our media & communications team, too, who fully recognise the importance of digital and are a very good support.

Besides the players being brand ambassadors for the club, the content is key for interactions and engagement. Do you create the content in-house or is there a process in place to receive content?

All our content is created in-house. Our content team has grown over the last couple of years across both written editorial and video. We do occasionally work with freelancers but our preference is to keep content creation in-house to ensure consistency.

Which content works best for the online community of Sunderland?

Definitely behind the scenes content, and I imagine most other clubs would say the same. As an official club channel we are lucky to have access which isn't afforded to any other media source. It's a big priority for us to make the most of that opportunity in order to produce engaging content.

Do you take a look at other clubs or sports in terms of growing and interacting with your community?

We keep a broad eye on numerous clubs and leagues from a best practice standpoint. It's always useful to look at sports other than your own – for example, American franchises and leaders in other sports around the world.

Social Media channels have grown so significantly in terms of followership. Does this attract existing and also new sponsorships? If yes, do you execute specific campaigns or marketing/ sponsor activities throughout the season?

Sponsors and partners are becoming increasingly digitally savvy. It's no longer enough to just have generic digital activity in agreements – more specific activation is required. We work closely with our partnerships team to interact with our sponsors on a personal level and agree bespoke activation schedules with each.

Digital is not only the growth of social platforms, but also the evolution of smartphones. Did you experience this adoption/ evolution within your fan base for Mobile and Social Media (i.e. Check-Ins, etc.) and how did this change your offering (ie. any special content or contests)?

We've seen a heavy swing towards mobile consumption of our website content over the last few years. This has been at the forefront of our minds for a while and we became the first club to launch a mobile first website when the new safc.com went live in June this year.

Audio had been a little neglected in the past, but now we see great desire from Fans at soccer and other sports organizations, will Audio revive or do you see this differently?

Audio has always been a strong area for us. We continue to offer free audio commentary for supporters without a requirement to pay or register. Despite the proliferation of video, audio remains key on a matchday.

What will be the next "big" thing on Digital Media for Sunderland AFC? Second Screen, SMART-TV Apps or do you think new platforms will appear?

We have seen big increases in the uptake of our video service, SAFSEE, over the last year and video is becoming more and more vital. Second screen and Smart TV apps are and will continue to be an area of interest, and the hype behind VR and AR is justified.

With all your activities on digital. How do you keep an overview of things in terms of monitoring?

We use various tools to make sure we are across everything. We also use tools to benchmark our social communications to identify trends and areas where we can improve. With so much analytics data made available, it's vital we take time to look at this and tweak where we can.

What planning did you do prior to the start of the Premier League?

There is no such thing as a close season any more – as a club we are busy throughout the summer with other events such as our successful concerts. On the football side we review all activity from the previous season to give us a base to work from and go from there content-wise to ensure we are ready for the start of the new season. Strategically, the close season is a good time to take stock, liaise with various departments and ensure their ever-changing needs are met by the time the first ball is kicked.



Pic. Stuart Vose, Head of Digital at Sunderland AFC

NFL

The biggest surprise of Twitter's debut as a streaming platform for live NFL games was that no-one really complained.

It is richly ironic that the social media most associated with knee-jerk bitching gave a respectful thumbs-up to coverage of the New York Jets beating that Buffalo Bills on a Thursday night in mid-September.

Some 2.1m saw at least three seconds in "100 per cent view" meanwhile the average was 243,000, each watching 22 minutes. It was hardly comparable with the TV audience, 15.4 million for the simulcast on CBS, but neither platform nor audience were paying the sums associated with the traditional broadcasters.

Twitter's outlay of \$1m each for 10 Thursday night games was seen as a steal for the company, one which may just pump purpose back into the ailing bird. Live video is one of their primary strategies for regeneration, hence other major sporting deals with organizations such as Wimbledon.

In contrast, NBC is paying \$45m each for their live TV coverage of Thursday night games in 2016 and 2017. Meanwhile Yahoo paid \$17m to stream a single game from London in October 2015.

So why did NFL shake hands for comparatively loose change?

The League is sometimes seen as the ogre of digital sport, ruthlessly enforcing restrictions on the use of the content they own. (Only a digital



generation could really view the situation this way but they do.)

Whatever the truth of that, it has not stopped NFL becoming early adopters. An impressive 15m fans saw the Draft Story on Snapchat way back in 2015, before the platform had properly broken through.

In August that year, they inked a deal to significantly increase their profile on the platform via Discovery. Back in the day, they were the first to partner with Facebook in testing post-roll adverts. Although their proprietary nature perhaps led them to be late to launch an official channel on YouTube, the deal with Twitter Amplify was groundbreaking in its use of micro-video in a sponsored environment.

Verizon and Facebook were reportedly in negotiations for Thursday Night Football. But Twitter is a good fit. Despite the travails of the company in recent years they still seem to own the in-the-moment conversations which are the backbone of the

sporting second screen. Around 72 per cent of their audience is 18-34, at the heart of the cordcutters who have ditched cable TV in recent years, and, reportedly, their advertising model was more favourable to NFL.

The League were looking to broaden their audience and gain an understanding of them. In 2021, many of their major television deals expire. Given its rapid rise, who knows the value of the digital portion then? However you can be sure that NFL will have armed themselves with deep insights into their user habits and demographics thanks, in part, to this deal. Hence they were happy to leave money on the table.

The NFL has the most valuable TV rights deal in world sport, knocking even the Premier League into second place. As a League, the former has a bigger digital presence than the latter.

And this strength may have hampered the growth of the individual teams on social media. Comparing Result

Sports' follower numbers, the Dallas Cowboys, dubbed "America's team" and holders of the biggest digital reach in the NFL, would not make the top 15 of European football clubs.

In the EPL they would be No 5, just above Tottenham, but with only a third of the reach of the fourth-place side, Manchester City.

All 32 NFL clubs, from the Cowboys' 12.8m to the LA Rams' 1.5m, would rank between No 5 and No 15 in the EPL table.

But then, we are not comparing like-with-like. Despite pushing beyond its borders in recent decades, NFL has only a fraction of the global appeal possessed by the EPL.

NBA is a fairer comparison. But even here the NFL clubs are second-best in follower numbers. The LA Lakers, Chicago Bulls, Miami Heat and Golden State Warrior all possess a greater reach than the Cowboys. Meanwhile, at the other end, the least-followed NBA side, Utah Jazz, have nearly twice the reach of the Rams. Perhaps this is a testament to the NBA's more liberal

policy regarding match footage on social media or simply that they have far more games.

But then this is not the whole picture anyway. After you get followers you want engagement. Then after you get engagement you want monetization. Then after you get monetization, you want to repeat it over the long term. Greater information and insight is the start of that journey.

But then TV ratings are notoriously hard to decode and action yet, as this article explains, vast sums are being paid because of advertisers' faith in them.

In 1986 none other than Sports Illustrated declared the "Gravy Train had halted for NFL and other TV sports". Rights values were bound to decrease they argued. The opposite happened. The EPL's, continuously hefty rise with each new deal confounds many.

However, despite some consternation over NFL's viewing figures so far this season, TV and sport are wedded together and mutually sustaining for

the foreseeable future. Digital is the second screen and in second place for the decision-makers.

Even the Twitter/NFL deal has been struck to protect and develop the prize asset – TV revenue.

However it is still the biggest erosion of this cozy relationship, albeit only at the edges and when mainstream TV coverage is available too.

If Twitter sustains an audience for Thursday Night NFL Football over the course of the season then, naturally, advertisers will be interested. This experiment will be vital for the short-term future of direct social media streaming and, quite possibly, Twitter itself.

The right product, platform, delivery, timing, marketing and surrounding narrative will help. But the audience will decide whether the entire package has sufficient value.

Whatever happens, America will continue to watch NFL – the only question will be the size of the screen.



MrRichardClarke

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He is @MrRichardClarke on Twitter, Instagram and Snapchat

SOCIAL ANALYSIS

I have seen a number of excellent posts on the topic of social media activity recently. All pose the basic questions, just how important is your social media activity and is it worthwhile to analyse its effectiveness? Some conclude that social media and social monitoring are extremely important, whilst others believe that importance is over emphasised.

The answer lies somewhere in the middle. Like all things in life, moderation – and accuracy – is the key.

Useful data

The first thing to consider when analysing your social efforts – do the metrics make sense? What is the benchmark? If you comparing your efforts to historic efforts then the information is useful., but only to a point.

Unless you have cheated off a lot of people, Twitter, Instagram and Facebook should all grow relatively organically if you are regularly sharing good content. Growth and engagement can both be tracked in the respective analysis sections of those social platforms.

However, to really understand how well you are doing, it is invaluable to compare yourself to a peer and rival. How does your growth over a period compare to those peer organisations? How engaged are you, relative to them?

Know your audience

During the summer I spoke with a football club about a digital commercial deal. It was an interesting

conversation. The main talking point from the club's perspective was a social audience of 400k. Fantastic, if you know what makes up that audience. If only 30% of that audience is UK based then the value of that deal is reduced.

Not only is the underlying audience data useful for digital sponsorship, it is also useful for content. If 20% of your audience comes from Malaysia or Indonesia or Algeria then you should understand why. It is owner driven or it is player related – is there an audience that you should be tapping into with content?

Regional vs International

If you have digital audience from regions outside the UK, it might make sense to tier your digital sponsorship packages. A regional and domestic partner will certainly be interested in the local aspect of your social reach however you could supplement that income with international and regional partnerships.

The key is understanding where the audience is, and tailoring content and packages to them.

One thing I have seen recently is Facebook likes versus the population of a country. That is excellent data if all those likes are in that country but that is not guaranteed to be the case. Player power means that fans now follow players as well as teams. For example, Portugal's social media following no doubt includes a lot of Cristiano Ronaldo fans, many of who are not Portuguese. Due to this and

many similar variants, such social comparisons have to make sense and be analysed before conclusions are drawn.

Wise use of time, effort and analysis

It's a Monday and you want to track your weekend activity. You may jump from platform to platform assessing the data from each. You may even have a dashboard or social analytic tool that covers multiple platforms. However, unless you are comparing your data to a rival or benchmark peer, are you really learning anything? For instance, the previous Saturday morning you posted an image on Instagram and had an engagement rate of 5%. However, for the remainder of the day you concentrated on providing minute by minute game updates on twitter which had an engagement rate of 0.10%. Looked at in a vacuum, you may feel that was the correct allocation use of time and effort.

However, that same day your rivals were posting engaging and funny game posts which have added real value to supporters. Not only that but they are driving fans to their own channel, their website, for minute by minute commentary and stats, boosting its value in the process.

You use it so why not track it?

The main argument for tracking your social media growth and engagement is simply, you are on there so it makes sense to. There is no point in having a channel and not understanding the potential.

If Liverpool have a social audience of 26 million and Chelsea, 40 million then the social and marketing team in Merseyside should be seeing how they can reduce the gulf and why there is a difference. Both clubs have history and are successful so why have Chelsea a bigger social reach? - it is about content, regional marketing and of course, player influence.

In the not-too-distance future we will see a stronger alignment of marketing and player recruitment whereby specific physical attributes will be aligned to marketing and sponsorship needs. We want to grow our USA social media presence – let's find a player that resonates with the football public state-side but meets the following playing criteria. Football is changing.

Want to know more? Get in touch and chat to us about meaningful social media analysis.

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RESULT Sports will make recommendations and provide measurable actions to enhance the digital strategic development of your digital media goals.

Find out which content is attractive to your audience on each platform? Determine the actual reach and coverage of your content. Learn about engagement and the interactions you achieve with your content. Grow your community and where the opportunities are. Be more effective with your content and time, determine the right time for a posting on each platform.

The RESULT Sports 'Club Media Report' is tailored to your specific need, working to your digital strategy and helping you grow, engage and generate revenue from your online audience.

The Club Media Report is in used by a large number of European clubs and has been featured at sportstechie.com Read the full article: <http://www.sportstechie.com/2016/06/03/result-sports-makes-teams-smarter-about-their-social-media-presence/>.

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






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GERMAN BUNDESLIGA

#	Teams	Digitale Reichweite 01.08.2016	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Gefällt Mir 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Abonnenten 01.09.2016
	Bundesliga	3.611.423	0	411.011	2.268.586	20.525	0	911.301
		90.302	0	34.190	47.120	754	0	8.238
1	 FC Bayern München	53.782.219	38.681.215	7.665.736	3.924.551	49.583	2.914.980	546.154
		672.910	261.510	304.664	72.983	688	19.790	13.275
2	 Borussia Dortmund	21.200.708	14.736.026	2.786.127	2.294.076	52.526	1.159.126	172.827
		330.535	109.321	164.962	40.236	1.027	5.578	9.411
3	 FC Schalke 04	4.115.461	2.847.841	310.346	583.916	11.216	298.165	63.977
		59.152	30.854	10.346	14.286	558	1.446	1.662
4	 Bayer 04 Leverkusen	3.149.492	2.420.983	258.525	397.255	3.586	65.614	3.529
		44.782	27.452	5.009	11.468	147	497	209
5	 SV Werder Bremen	1.578.799	980.167	100.697	307.285	5.621	144.816	40.213
		18.219	5.957	3.796	6.704	20	391	1.351
6	 VfL Wolfsburg	1.566.334	1.027.614	227.719	208.120	205	97.473	5.203
		30.892	14.374	8.534	7.321	50	430	183
7	 Borussia Mönchengladbach	1.499.997	923.544	156.185	294.085	4.417	99.547	22.219
		15.231	8.145	7.806	-2.213	43	640	810
8	 Hamburger SV	1.442.212	780.634	119.542	358.785	5.466	147.472	30.313
		19.670	1.936	2.730	13.464	253	490	797
9	 1. FC Köln	1.302.595	706.945	91.651	344.667	4.093	132.342	22.897
		17.792	3.174	2.753	9.698	263	410	1.494
10	 Eintracht Frankfurt	994.949	577.867	78.746	242.995	2.628	80.469	12.244
		12.733	1.464	1.502	9.008	51	445	263
11	 1. FSV Mainz 05	769.083	437.694	32.194	175.033	1.933	119.786	2.443
		7.821	906	1.760	4.235	18	389	513
12	 Hertha BSC	711.714	325.208	53.290	187.302	2.005	123.103	20.806
		12.131	1.624	1.793	7.735	39	399	541
13	 FC Augsburg	489.307	238.995	45.801	143.541	224	54.407	6.339
		8.011	2.146	1.126	4.073	26	461	179
14	 SC Freiburg (N)	440.611	224.233	7.373	120.414	0	78.574	10.017
		9.198	1.595	2.197	4.845	0	455	106
15	 TSG 1899 Hoffenheim	391.490	233.421	36.945	113.432	1.422	135	6.135
		6.990	1.921	1.067	3.808	17	5	172
16	 RB Leipzig (N)	257.434	168.581	29.957	56.650	602	1.644	0
		9.312	3.845	2.349	3.083	19	16	0
17	 SV Darmstadt 98	226.151	151.134	29.642	45.182	0	193	0
		3.440	663	1.052	1.726	0	-1	0
18	 FC Ingolstadt 04	215.887	75.769	17.421	47.957	200	72.445	2.095
		4.283	880	1.448	1.456	8	432	59
Gesamtzahl der Fans		94.134.443	65.537.871	12.047.897	9.845.246	145.727	5.590.291	967.411
Absolute Veränderung im Vergleich zum Vormonat		1.283.102	477.767	524.894	213.916	3.227	32.273	31.025



GERMAN 2. BUNDESLIGA

#	Teams	Digitale Reichweite	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Gefällt Mir 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Abonnenten 01.09.2016
1	 VfB Stuttgart	1.074.939 15.055	524.602 3.032	86.851 2.607	317.885 8.676	2.680 41	125.949 427	16.972 272
2	 FC St. Pauli	860.916 6.449	566.681 2.890	57.462 2.059	129.890 980	966 24	99.709 448	6.208 48
3	 Hannover 96	689.464 9.034	336.699 1.634	47.044 1.581	184.237 4.973	3.228 13	101.848 436	16.408 397
4	 1. FC Nürnberg	605.475 8.458	330.644 1.204	34.606 1.597	163.020 5.032	1.651 25	65.875 448	9.679 152
5	 1. FC Kaiserslautern	407.049 6.095	198.088 1.365	21.204 1.046	107.105 2.976	1.234 8	69.815 447	9.603 253
6	 Fortuna Düsseldorf	330.650 5.680	205.798 636	23.925 1.070	97.280 3.809	1.082 17	41 0	2.524 148
7	 Eintracht Braunschweig	325.471 2.885	145.276 210	18.257 648	64.385 1.597	696 5	96.036 422	821 3
8	 1860 München	319.636 5.457	172.189 1.602	13.263 1.290	62.793 1.896	0 0	68.202 465	3.189 204
9	 VfL Bochum	318.567 4.409	115.136 1.038	11.062 762	69.055 2.070	0 0	117.930 383	5.384 156
10	 Dynamo Dresden (N)	301.675 8.801	216.197 4.627	21.691 1.976	51.236 1.693	0 0	459 -53	12.092 558
11	 1. FC Union Berlin	233.438 4.563	96.841 1.160	7.742 348	56.447 2.519	890 10	66.942 450	4.576 76
12	 Arminia Bielefeld	215.037 2.711	90.571 501	22.245 454	45.020 1.192	0 0	52.229 449	4.972 115
13	 Karlsruher SC	184.605 2.674	109.769 554	15.356 730	55.468 1.329	0 0	526 -2	3.486 63
14	 SpVgg Greuther Fürth	183.788 1.228	65.330 137	2.004 253	40.696 352	0 0	72.879 421	2.879 65
15	 Erzgebirge Aue (N)	149.516 2.243	62.043 435	12.377 526	27.251 1.236	237 6	44.945 -37	2.663 77
16	 SV Sandhausen	115.520 1.710	24.041 487	2.382 215	23.981 540	0 0	64.804 442	312 26
17	 1. FC Heidenheim 1846	57.801 1.234	30.365 367	6.041 305	20.102 526	0 0	205 0	1.088 36
18	 Würzburger Kickers (N)	40.797 2.048	35.624 1.358	0 0	4.292 568	0 0	0 0	881 122
Fanzahlen Insgesamt:		6.414.344	3.325.894	403.512	1.520.143	12.664	1.048.394	103.737
Veränderung im Vergleich zum Vormonat:		90.734	23.237	17.467	41.964	149	5.146	2.771

PREMIER LEAGUE

#	Teams	Absolute Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
	 Premier League	58.211.845 1.024.163	38.135.181 263.575	7.840.450 530.047	12.236.214 230.541	0 0	0 0	0 0
1	 Manchester United FC	100.499.387 1.798.841	70.853.117 608.806	13.150.562 731.780	9.763.907 392.379	0 0	6.731.801 65.876	0 0
2	 Chelsea FC	70.533.752 670.047	46.434.820 190.362	7.278.688 207.038	9.085.545 230.283	0 0	7.208.127 32.718	526.572 9.646
3	 Arsenal FC	57.597.081 657.303	36.820.229 193.138	7.641.595 218.477	8.119.399 200.909	108.212 1.735	4.427.277 31.380	480.369 11.664
4	 Liverpool FC	44.673.411 473.658	28.939.397 174.967	3.262.216 108.322	6.974.907 149.763	82.244 1.200	4.945.733 32.513	468.914 6.893
5	 Manchester City FC	36.834.001 619.413	21.633.180 186.755	3.581.512 192.427	6.600.711 183.514	75.310 17.048	4.215.838 14.892	727.450 24.777
6	 Tottenham Hotspur	10.950.211 143.137	7.968.937 61.250	839.457 39.399	1.667.666 39.079	26.627 392	282.236 961	165.288 2.056
7	 Leicester City FC	8.339.903 339.833	6.183.277 201.765	1.212.230 105.869	822.343 30.212	0 0	65.306 941	56.747 1.046
8	 Everton FC	4.198.102 94.909	2.770.093 50.006	298.005 16.124	921.304 26.069	6.648 210	162.883 1.018	39.169 1.482
9	 West Ham United	3.327.869 113.264	1.882.713 55.454	274.513 29.417	968.353 24.225	15.721 319	141.454 75	45.115 3.774
10	 Southampton FC	2.512.100 64.071	1.542.731 30.994	227.394 11.538	623.846 19.408	10.646 151	66.836 815	40.647 1.165
11	 Sunderland AFC	2.389.867 120.630	1.573.694 88.335	114.417 9.328	573.106 20.500	4.824 446	109.199 769	14.627 1.252
12	 Swansea City FC	2.072.407 44.249	1.295.730 15.990	123.423 8.913	605.666 18.495	5.272 129	23.120 1	19.196 721
13	 Stoke City FC	2.018.924 192.492	1.171.676 126.256	175.071 30.164	582.493 28.602	5.194 362	67.499 854	16.991 6.254
14	 Crystal Palace FC	1.595.786 51.689	974.174 15.965	137.910 10.502	414.888 17.490	24.467 7.245	23.237 -7	21.110 494
15	 West Bromwich Albion	1.377.469 37.029	713.947 10.679	95.669 6.918	493.877 18.161	0 0	61.799 830	12.177 441
16	 Hull City AFC (P)	1.374.464 41.938	983.982 15.134	41.463 8.972	275.061 16.406	1.668 79	62.107 829	10.183 518
17	 Watford FC	675.699 37.060	333.528 14.327	99.301 7.422	226.361 14.885	5.080 76	188 3	11.241 347
18	 Middlesbrough (P)	675.573 40.169	411.648 15.715	42.221 7.904	152.105 15.030	0 0	58.702 833	10.897 687
19	 AFC Bournemouth	665.635 37.971	297.718 15.069	92.471 8.100	200.660 13.575	3.008 73	60.917 804	10.861 350
20	 Burnley FC (P)	633.052 34.400	331.083 12.248	56.757 8.374	179.074 12.664	2.809 64	57.547 831	5.782 219
Total Number of Fans on 15 global social networks:		360.658.161	Facebook 234.689.368	Instagram 38.859.292	Twitter 49.824.378	Periscope 382.554	Google+ 28.881.005	YouTube 2.697.963
Growth compared to previous month:		5.744.438	2.171.550	1.776.316	1.492.149	29.975	187.705	75.038

LIGUE 1

	Teams	Absolute Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
	Ligue 1	3.518.198	2.305.493	207.083	368.691	0	138.927	498.004
		87.003	37.127	23.111	7.274	0	793	18.698
1	 FC Paris Saint-Germain	38.206.850	25.522.221	6.363.476	4.476.732	110.016	1.365.830	368.575
		448.855	60.070	263.017	100.839	1.810	7.564	15.555
2	 Olympique Marseille	7.554.252	4.816.497	266.553	1.786.719	42.889	596.992	44.602
		55.615	22.163	13.478	15.496	3.260	652	566
3	 AS Monaco	5.035.836	3.546.421	273.517	1.098.603	18.455	70.032	28.808
		67.386	23.669	10.216	28.218	3.648	839	796
4	 Olympique Lyonnais	4.204.319	2.735.118	288.895	919.209	35.235	219.120	6.742
		72.826	33.718	15.021	12.942	9.653	1.025	467
5	 AS Saint-Étienne	1.413.921	846.334	65.333	459.052	5.806	369	37.027
		16.397	9.220	2.222	4.620	222	-1	114
6	 Lille OSC	1.375.795	751.185	57.995	441.660	7.514	106.705	10.736
		12.514	4.193	2.435	4.855	167	578	286
7	 FC Girondins Bordeaux	1.144.619	737.430	29.269	228.318	11.978	127.718	9.906
		12.219	2.611	1.688	3.936	2.918	730	336
8	 FC Toulouse	893.283	348.941	27.959	375.955	18.318	122.110	0
		20.557	10.346	1.513	3.610	4.400	688	0
9	 FC Stade Rennais	750.405	414.156	29.509	203.819	6.632	96.289	0
		11.449	5.063	2.163	3.364	88	771	0
10	 FC Nantes	711.309	366.009	49.123	291.633	4.371	173	0
		8.718	2.005	1.983	4.557	173	0	0
11	 OGC Nice	599.875	309.867	45.044	208.823	5.977	16.103	14.061
		25.895	14.654	5.172	5.400	109	-1	561
12	 SC Bastia	572.267	293.521	21.768	253.917	3.061	0	0
		8.899	5.134	1.058	2.642	65	0	0
13	 Montpellier HSC	540.088	282.349	29.862	223.632	4.245	0	0
		8.751	4.483	1.250	2.934	84	0	0
14	 FC Lorient	441.451	243.531	22.441	175.391	0	52	36
		7.566	2.830	1.584	3.152	0	0	0
15	 EA Guingamp	364.751	217.063	11.667	136.021	0	0	0
		7.014	2.601	833	3.580	0	0	0
16	 FC Metz (N)	287.459	194.848	17.050	75.561	0	0	0
		5.952	1.747	1.144	3.061	0	0	0
17	 SM Caen	280.474	157.533	16.866	104.895	1.172	8	0
		5.211	1.066	1.110	2.999	36	0	0
18	 SCO Angers	231.656	163.566	14.875	53.215	0	0	0
		3.769	1.344	650	1.775	0	0	0
19	 AS Nancy Lorraine (N)	209.956	141.592	13.782	54.056	0	0	526
		4.855	1.869	1.011	1.806	0	0	169
20	 Dijon FCO (N)	167.587	114.781	7.497	45.302	0	0	7
		6.955	3.899	1.126	1.930	0	0	0
Total Number of Fans:		64.986.153	42.202.963	7.652.481	11.612.513	275.669	2.721.501	521.026
Absolute Growth compared to previous month:		811.403	212.685	328.674	211.716	26.633	12.845	18.850

LA LIGA

	Teams	Absolute Digital Reach						
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
	La Liga BBVA	16.818.985	11.358.677	1.674.076	2.402.138	32.180	127.065	1.224.849
		648.927	388.314	174.961	48.295	838	770	35.749
1	 FC Barcelona	180.531.307	94.250.719	38.964.005	35.627.411	252.487	8.935.198	2.501.487
		2.147.000	248.102	1.409.007	405.301	6.471	36.985	41.134
2	 Real Madrid	171.975.294	92.001.483	37.145.914	32.897.295	243.662	7.570.431	2.116.509
		2.271.108	380.596	1.359.629	453.504	5.006	49.612	22.761
3	 Atlético de Madrid	19.488.914	13.420.177	2.298.090	2.542.394	0	1.129.502	98.751
		235.073	57.088	125.205	50.645	0	319	1.816
4	 Valencia CF	4.781.352	3.273.915	266.015	875.338	12.009	318.904	35.171
		39.997	12.598	11.475	14.544	214	499	667
5	 Sevilla FC	2.766.273	1.497.548	231.085	769.125	9.825	239.731	18.959
		76.835	30.010	17.870	20.721	263	7.519	452
6	 Athletic Bilbao	2.089.166	947.810	121.875	703.142	0	296.523	19.816
		17.103	5.917	3.419	6.864	0	425	478
7	 Real Sociedad San Sebastián	1.966.527	1.183.349	53.158	478.493	1.198	238.198	12.131
		24.837	8.679	2.248	12.624	616	494	176
8	 FC Málaga	1.608.673	1.014.713	39.005	533.966	0	1.498	19.491
		15.892	5.081	2.950	7.646	0	5	210
9	 Real Betis	1.272.419	700.590	99.938	413.171	10.818	8.955	38.947
		26.900	7.352	4.224	8.389	2.230	0	4.705
10	 Villarreal CF	1.271.900	827.890	71.473	285.203	2.930	69.565	14.839
		26.058	10.483	6.996	7.325	138	524	592
11	 Espanyol Barcelona	938.349	370.530	48.306	261.843	3.631	246.176	7.863
		13.685	3.472	3.924	5.363	187	429	310
12	 Celta Vigo	740.601	400.072	59.473	271.284	5.092	356	4.324
		17.377	7.999	3.286	5.456	133	1	502
13	 Deportivo de La Coruña	656.309	360.644	49.796	234.167	0	1.938	9.764
		12.189	2.513	3.071	6.172	0	0	433
14	 Granada CF	635.145	327.763	31.093	271.806	0	1.038	3.445
		22.020	9.613	3.668	8.644	0	6	89
15	 C.A. Osasuna (N)	503.505	217.209	18.005	145.362	935	118.558	3.436
		7.580	2.044	904	4.006	72	497	57
16	 Sporting Gijón	432.070	268.041	20.616	138.594	0	657	4.162
		10.490	689	5.402	4.094	0	9	296
17	 UD Las Palmas	414.178	181.727	59.400	169.611	0	88	3.352
		21.356	8.686	6.694	5.811	0	2	163
18	 SD Eibar	179.632	33.755	19.835	123.158	1.664	61	1.159
		6.506	1.192	1.426	3.774	35	-2	81
19	 Deportivo Alaves (N)	116.622	33.936	17.273	57.043	5.846	31	2.493
		11.664	3.701	2.120	5.073	495	3	272
20	 CD Leganes (N)	94.187	25.900	12.920	52.277	1.061	128	1.901
		17.020	3.914	2.951	9.961	71	5	118
			Facebook	Instagram	Twitter	Periscope	Google+	YouTube
	Total Number of Fans:	392.462.423	211.337.771	79.627.275	76.850.683	551.158	19.177.536	4.918.000
	Absolute Growth compared to previous month:	5.020.690	809.729	2.971.673	1.034.607	15.330	96.827	75.270

CHAMPIONSHIP LEAGUE

#	Teams	Absolute Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
1	 Aston Villa FC (R)	3.395.138	2.327.453	154.360	789.197	9.432	95.569	19.127
		40.361	7.223	5.421	25.774	342	883	718
2	 Newcastle United FC (R)	3.262.470	2.030.734	26.240	909.335	93.791	179.729	22.641
		62.101	20.008	211	23.532	16.195	993	1.162
3	 Fulham FC	1.466.985	803.413	60.476	302.135	4.100	285.481	11.380
		15.564	4.309	1.497	8.527	87	716	428
4	 Norwich City (R)	1.349.082	786.642	59.818	416.367	9.111	61.708	15.436
		25.750	7.386	2.921	13.888	133	797	625
5	 Queens Park Rangers FC	1.258.638	735.715	59.626	327.672	5.354	105.076	25.195
		10.551	1.691	1.608	6.044	94	736	378
6	 Cardiff City	780.748	495.534	22.228	191.358	0	62.517	9.111
		9.048	2.326	1.200	4.500	0	806	216
7	 Leeds United	743.181	451.981	46.332	206.445	0	21.562	16.861
		15.062	3.452	2.110	9.294	0	-6	212
8	 Reading FC	646.652	341.081	27.916	200.955	2.123	67.183	7.394
		12.578	3.121	954	7.409	42	798	254
9	 Birmingham City	610.401	339.583	41.827	151.672	0	61.991	15.328
		13.086	3.474	1.563	6.772	0	813	464
10	 Nottingham Forest	558.888	296.233	38.969	178.967	0	24.939	19.780
		15.507	5.312	1.464	7.961	0	-16	786
11	 Wigan Athletic (P)	556.540	268.473	19.703	197.902	1.786	61.783	6.893
		10.691	2.523	856	6.238	42	805	227
12	 Sheffield Wednesday	540.405	271.448	33.118	149.108	3.324	63.299	20.108
		18.255	5.348	1.151	10.219	59	835	643
13	 Derby County	529.962	250.161	50.666	145.076	3.717	63.390	16.952
		10.845	4.094	863	4.655	29	813	391
14	 Wolverhampton Wanderers	511.873	304.389	25.175	165.736	0	417	16.156
		15.408	5.073	2.159	7.180	0	-1	997
15	 Blackburn Rovers	482.071	269.461	17.042	129.792	0	58.822	6.954
		9.031	1.953	874	5.998	0	23	183
16	 Brighton & Hove Albion	349.982	162.071	24.270	91.520	2.240	60.937	8.944
		7.130	1.459	1.102	3.711	26	814	18
17	 Ipswich Town FC	316.039	139.484	26.398	80.004	0	61.868	8.285
		7.518	2.410	899	3.150	0	822	237
18	 Brentford FC	290.910	145.508	14.446	61.853	1.531	62.512	5.060
		5.685	1.197	474	3.036	25	811	142
19	 Barnsley FC (P)	237.380	105.279	6.722	57.548	1.314	60.658	5.859
		7.319	2.562	611	3.121	13	816	196
20	 Bristol City	210.730	101.918	18.277	79.462	1.065	264	9.744
		8.885	2.871	1.310	4.202	37	2	463
21	 Preston North End	165.751	98.410	6.808	55.391	0	122	5.020
		4.323	1.739	477	1.976	0	0	131
22	 Huddersfield Town	162.543	58.212	6.544	66.222	4.870	21.860	4.835
		8.668	3.500	635	4.013	14	-18	524
23	 Rotherham United F.C.	97.648	43.779	1.990	48.199	0	285	3.395
		5.044	1.472	5	3.462	0	3	102
24	 Burton Albion FC (P)	72.175	17.105	6.688	46.347	274	19	1.742
		4.476	1.575	596	2.162	15	0	128
Total Number of Fans:		18.946.174	11.006.138	819.909	5.139.783	146.272	1.542.928	291.144
Growth compared to previous month:		350.016	97.537	32.063	180.535	17.179	13.059	9.643

















SERIE A

#	Teams	Absolute Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
	Serie A TIM	6.551.289	4.268.381	995.531	739.709	0	272.710	274.958
		167.934	65.904	69.497	22.621	0	859	9.053
1	 AC Milan	37.656.979	24.839.127	2.621.097	4.002.166	0	5.881.152	313.437
		244.386	23.710	76.270	108.777	0	33.501	2.128
2	 Juventus	35.681.519	24.264.609	4.973.098	4.133.549	62.025	1.767.054	481.184
		531.844	138.921	214.143	155.757	925	12.558	9.540
3	 AS Roma	10.666.837	8.096.632	798.436	1.343.399	8.079	235.606	184.685
		194.133	117.001	32.914	40.813	349	755	2.301
4	 F.C. Internazionale	8.873.069	5.998.777	1.218.799	1.295.499	29.590	138.613	191.791
		278.617	111.753	73.988	83.441	1.578	1.323	6.534
5	 SSC Napoli	5.499.141	3.891.309	473.677	920.846	20.277	132.429	60.603
		72.090	23.835	17.625	27.612	211	624	2.183
6	 AC Fiorentina	2.811.013	2.056.868	198.401	466.998	14.528	61.150	13.068
		60.293	19.970	10.866	26.250	1.342	1.083	782
7	 Lazio Rom	1.233.251	710.651	126.849	356.616	5.504	893	32.738
		23.373	8.570	4.692	9.590	66	3	452
8	 Torino FC	827.718	397.881	65.608	244.773	4.759	101.294	13.403
		28.556	12.375	6.052	8.644	54	506	925
9	 Udinese Calcio	795.010	424.012	53.283	219.748	411	91.633	5.923
		39.182	23.513	4.136	9.731	130	1.033	639
10	 Sampdoria	715.734	272.797	57.197	232.990	3.274	135.985	13.491
		28.893	8.589	4.133	14.075	124	1.051	921
11	 FC Bologna	675.534	447.192	37.023	102.261	3.261	79.375	6.422
		234.518	227.830	2.188	3.537	185	495	283
12	 Cagliari Calcio (N)	548.195	301.718	83.162	152.520	2.140	237	8.418
		20.364	6.357	6.153	7.450	48	4	352
13	 FC Genoa 1893	530.886	250.399	53.683	223.311	3.486	7	0
		22.699	6.366	5.342	10.898	93	0	0
14	 Atalanta B. C.	527.224	159.024	38.779	196.908	3.214	124.844	4.455
		9.080	3.192	997	4.217	45	475	154
15	 U.S. Sassuolo Calcio	479.921	239.346	56.331	179.125	2.143	128	2.848
		25.557	11.024	6.400	8.081	38	2	12
16	 US Palermo	469.440	313.228	41.755	111.260	0	128	3.069
		14.343	3.527	3.504	7.282	0	3	27
17	 Chievo Verona	433.752	108.723	21.479	181.492	0	116.207	5.851
		14.236	3.183	2.329	7.559	0	952	213
18	 Empoli FC	181.810	79.709	27.305	73.356	1.440	0	0
		13.055	4.891	2.315	5.803	46	0	0
19	 Delfino Pescara 1936 (N)	170.876	116.792	17.955	32.689	0	121	3.319
		9.535	5.695	1.893	1.690	0	9	248
20	 F.C. Crotone (N)	118.731	91.049	17.142	8.654	226	7	1.653
		13.311	7.574	3.660	1.877	18	1	181
Total Number of Fans:		108.896.640	73.059.843	10.981.059	14.478.160	164.357	8.866.863	1.346.358
Absolute Growth compared to previous month:		1.878.065	767.876	479.600	543.084	5.252	54.378	27.875









EREDIVISIE

#	Teams	Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscriber 01.09.2016
1	 Ajax Amsterdam	3.666.945	2.343.111	360.128	753.987	11.356	61.907	136.456
		45.052	14.474	16.897	9.797	94	-51	3.841
2	 PSV Eindhoven	1.260.769	669.018	148.536	332.274	13.249	51.348	46.344
		18.003	6.500	4.357	5.475	271	253	1.147
3	 Feyenoord Rotterdam	1.004.816	539.556	123.257	313.869	2.242	576	25.316
		20.248	6.252	6.746	5.905	31	0	1.314
4	 FC Twente Enschede	325.106	191.508	22.674	98.835	429	458	11.202
		5.064	1.742	1.284	1.717	20	5	296
5	 FC Groningen	161.533	88.699	12.063	51.088	2.554	390	6.739
		2.590	160	710	1.418	202	3	97
6	 AZ Alkmaar	149.484	74.167	24.728	47.235	1.011	100	2.243
		4.427	1.480	1.439	1.146	143	-1	220
7	 Vitesse Arnheim	148.122	86.753	6.410	48.880	0	108	5.971
		2.124	533	308	1.145	0	0	138
8	 SC Heerenveen	148.353	69.271	10.396	56.491	1.181	48	10.966
		4.420	506	1.179	1.858	591	0	286
9	 FC Utrecht	130.824	59.486	20.071	48.573	0	32	2.662
		2.627	624	574	1.385	0	0	44
10	 ADO Den Haag	95.327	46.999	14.032	30.849	992	24	2.431
		3.430	1.190	585	1.418	10	0	227
11	 NEC Nijmegen	89.476	43.426	11.104	32.108	357	79	2.402
		1.386	395	395	516	11	0	69
12	 PEC Zwolle	88.081	28.568	12.264	42.309	0	66	4.874
		2.269	586	591	946	0	1	145
13	 Roda JC Kerkrade	78.751	46.764	862	28.011	461	179	2.474
		829	330	0	432	3	0	64
14	 Willem II Tilburg	64.377	34.427	8.237	20.350	526	16	821
		1.530	398	446	659	6	-1	22
15	 Go Ahead Eagles	46.503	22.591	5.923	17.989	0	0	0
		1.396	465	428	503	0	0	0
16	 Heracles Almelo	42.966	21.906	4.011	15.896	74	37	1.042
		1.902	351	717	682	2	0	150
17	 Sparta Rotterdam	40.153	19.924	7.110	12.650	392	77	0
		1.622	490	625	505	2	0	0
18	 Excelsior Rotterdam	29.884	11.571	3.878	14.082	0	4	349
		1.427	451	453	508	0	2	13
Total Number of Fans:		7.571.470	4.397.745	795.684	1.965.476	34.824	115.449	262.292
Absolute Change compared to previous month:		120.346	36.927	37.734	36.015	1.386	211	8.073








NHL

#	Teams	Absolute Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
	 National Hockey League (NHL)	13.898.743	4.202.858	2.189.311	4.991.595	116.244	1.723.386	675.349
		87.797	1.353	19.202	56.637	647	8.388	1.570
1	 Chicago Blackhawks	6.527.214	2.967.389	1.027.092	1.585.794	60.340	847.169	39.430
		57.411	1.345	6.750	43.180	402	5.786	-52
2	 Boston Bruins	4.016.452	2.232.089	739.987	989.827	36.271	18.278	0
		22.573	-1.969	3.879	20.438	230	-5	0
3	 Pittsburgh Penguins	3.761.275	2.020.578	745.744	935.276	43.851	14.236	1.590
		50.501	2.814	6.246	41.190	262	-1	-10
4	 New York Rangers	3.645.997	1.583.250	715.405	792.762	37.779	516.801	0
		44.803	-884	2.315	36.904	270	6.198	0
5	 Detroit Red Wings	3.550.992	2.084.579	559.007	856.518	31.909	0	18.979
		26.831	-620	3.678	23.431	220	0	122
6	 Montreal Canadiens	3.530.831	1.698.711	410.892	1.148.205	31.996	170.681	70.346
		21.705	2.594	5.074	12.903	292	502	340
7	 Toronto Maple Leafs	3.365.640	1.324.715	467.323	1.311.270	20.727	208.581	33.024
		24.680	963	4.853	18.027	244	465	128
8	 Los Angeles Kings	2.404.420	993.207	468.935	904.082	28.537	9.659	0
		19.255	-1.013	1.269	18.843	172	-16	0
9	 Vancouver Canucks	2.370.650	1.064.472	263.849	834.932	13.853	130.656	62.888
		12.165	-860	1.845	10.552	102	410	116
10	 Philadelphia Flyers	2.323.924	1.201.221	337.099	755.672	20.362	9.534	36
		28.550	-735	3.127	25.917	244	-3	0
11	 San Jose Sharks	1.743.999	972.858	291.326	451.276	12.891	4.682	10.966
		14.296	1.157	2.628	10.288	141	-11	93
12	 Edmonton Oilers	1.595.436	504.389	295.623	576.079	12.682	196.261	10.402
		11.998	916	2.310	8.156	111	422	83
13	 Washington Capitals	1.577.312	728.305	357.177	455.310	13.992	13.492	9.036
		16.446	110	3.752	12.373	110	-6	107
14	 St. Louis Blues	1.476.592	662.935	289.214	455.776	15.419	46.718	6.530
		12.571	1.538	2.959	7.936	117	-29	50
15	 Minnesota Wild	1.400.803	627.248	269.278	481.601	17.683	4.993	0
		12.300	793	2.535	8.861	131	-20	0


























NHL II

#	Teams	Absolute Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
			Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
16	 Colorado Avalanche	1.361.124	766.656	237.503	333.937	11.071	6.960	4.997
		5.622	-373	1.392	4.500	65	2	36
17	 Dallas Stars	1.321.490	469.793	239.419	402.704	17.025	185.914	6.635
		24.135	1.165	2.765	20.186	140	-167	46
18	 Tampa Bay Lightning	1.285.131	527.272	313.938	435.923	770	5.705	1.523
		14.844	705	2.829	11.335	89	-34	-80
19	 Anaheim Ducks	1.263.636	412.020	258.708	382.574	12.616	188.807	8.911
		10.934	-118	935	10.161	91	-160	25
20	 Buffalo Sabres	1.249.614	495.374	200.055	424.461	11.645	111.980	6.099
		17.621	410	2.368	14.770	121	-108	60
21	 Calgary Flames	1.186.602	360.555	214.345	460.725	9.641	137.389	3.947
		9.909	407	3.082	5.896	85	375	64
22	 New Jersey Devils	998.288	472.657	141.293	356.065	9.781	12.687	5.805
		7.768	-104	1.400	6.391	89	-10	2
23	 Winnipeg Jets	930.314	342.057	194.412	387.111	5.806	39	889
		7.314	1.012	2.309	3.887	60	0	46
24	 Ottawa Senators	900.608	311.733	170.332	404.898	10.897	0	2.748
		7.158	91	1.582	5.353	71	0	61
25	 New York Islanders	840.628	298.031	205.620	320.833	2.253	11.783	2.108
		13.232	967	1.278	10.879	109	-20	19
26	 Columbus Blue Jackets	758.957	269.522	178.342	298.125	7.040	850	5.078
		5.331	700	723	3.793	60	-3	58
27	 Arizona Coyotes	687.959	298.535	144.145	234.526	5.333	515	4.905
		6.467	-99	1.165	5.290	54	1	56
28	 Nashville Predators	686.656	249.929	117.761	306.398	10.573	1.869	126
		9.652	424	2.581	6.579	76	-7	-1
29	 Carolina Hurricanes	636.519	254.329	138.330	231.776	6.404	1.592	4.088
		4.839	75	1.157	3.516	62	-10	39
30	 Florida Panthers	587.584	183.317	150.570	244.551	6.742	555	1.849
		6.058	64	1.272	4.619	70	-4	37
Total Number of Followers:		71.885.390	30.580.584	12.332.035	22.750.582	642.133	4.581.772	998.284
Absolute Growth:		614.766	12.828	99.260	472.791	4.937	21.935	3.015
































KHL

#	Teams	Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube	vKontakte	Odnoklassiki
			Likes 15.09.2016	Follower 15.09.2016	Follower 15.09.2016	Follower 15.09.2016	Follower 15.09.2016	Subscribers 15.09.2016	Follower 15.09.2016	Follower 15.09.2016
	 KHL	2.018.178	50.725	197.105	204.049	25.835	279.178	170.196	1.016.446	74.644
1	 SKA Saint Petersburg	628.347	36.023	76.204	187.532	53.655	28.309	5.464	241.160	0
2	 Spartak Moscow	416.245	45.147	20.091	164.122	10.786	112.298	4.086	47.169	12.546
3	 Sibir Novosibirsk	254.154	4.471	74.191	76.789	0	93	8.536	84.168	5.906
4	 KHL Medvescak Zagreb	242.894	176.125	10.801	54.719	0	10	976	263	0
5	 Avangard Omsk	220.621	3.751	36.180	34.735	63.679	146	10.215	68.960	2.955
6	 Jokerit	175.499	95.962	40.764	28.020	2.843	0	7.008	902	0
7	 Salavat Yulaev Ufa	173.693	991	35.720	44.878	19.511	21	7.189	7.117	58.266
8	 Lokomotiv Jaroslavl	173.016	4.094	24.451	110.117	1.969	1.286	2.757	28.342	0
9	 Ak Bars Kazan	163.560	886	43.236	34.963	0	77	6.025	78.373	0
10	 CSKA Moscow	156.783	56.479	49.738	1.027	0	49	5.464	44.026	0
11	 HC Slovan Bratislava	153.546	126.812	13.401	7.919	429	408	3.125	1.452	0
12	 Traktor Chelyabinsk	136.670	3.589	22.160	44.607	1.593	23	5.727	58.971	0
13	 Dinamo Riga	129.680	61.540	49.613	15.931	0	29	2.567	0	0
14	 Dinamo Minsk	128.917	19.182	13.267	27.587	0	36	2.878	65.967	0
15	 Metallurg Magnitogorsk	125.302	2.137	23.958	19.986	0	78	7.654	59.112	12.377
16	 Dynamo Moscow	121.065	15.056	19.988	46.488	10.678	11	4.377	24.467	0
17	 Torpedo Nizhny Novgorod	118.755	3.066	14.816	36.675	1.149	72	5.167	57.766	44
18	 HC Sochi	109.016	868	15.191	25.463	1.103	0	1.142	65.249	0
19	 Barys Astana	90.973	23.521	19.362	3.326	1.275	0	3.878	39.611	0
20	 Avtomobilist Yekaterinburg	74.143	4.704	26.943	929	0	74	3.800	31.836	5.857
21	 Admiral Vladivostok	70.736	1.110	34.980	21.621	233	42	925	11.825	0
22	 HC Lada Togliatti	70.161	1.523	6.159	36.995	0	42	1.290	24.152	0
23	 Amur Khabarovsk	58.829	1.931	18.560	22.883	830	28	2.227	7.117	5.253
24	 Severstal Cherepovets	41.382	1.028	6.425	14.545	0	16	1.403	17.965	0
25	 Metallurg Novokuznetsk	40.694	2.229	8.332	15.423	102	4	1.215	13.389	0
26	 Vityaz Chekhov	24.382	1.072	6.712	4.062	0	7	755	11.079	695
27	 Ugra Khanty-Mansiysk	14.823	1.289	7.647	670	0	0	435	4.693	89
28	 Neftekhimik Nizhnekamsk	13.955	1.961	2.540	6.343	0	10	118	2.983	0
29	Kunlun Red Star	232	118	48	0	0	0	0	66	0
TOTAL FAN COMMUNITIES		4.128.073	696.665	721.478	1.088.355	169.835	143.169	106.403	1.098.180	103.988


























EUROPEAN FOOTBALL

#	Team	League/ Country	Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube	
				Likes... 01.09.2016	Follower... 01.09.2016	Follower... 01.09.2016	Follower... 01.09.2016	Follower... 01.09.2016	Subscriber... 01.09.2016	
1	 FC Barcelona	La Liga, Spain	180.531.307 2,147,000	94.250.719 248.102	38.964.005 1.409.007	35.627.411 405.301	252.487 6.471	8.935.198 36.985	2.501.487 41.134	
2	 Real Madrid	La Liga, Spain	171.975.294 2,271.108	92.001.483 380.596	37.145.914 1.359.629	32.897.295 453.504	243.662 5.006	7.570.431 49.612	2.116.509 22.761	
3	 Manchester United	Premier League, UK	100.499.385 1,798.839	70.853.115 608.804	13.150.562 731.780	9.763.907 392.379	0 0	6.731.801 65.876	0 0	
4	 Chelsea FC	Premier League, UK	70.533.752 670.047	46.434.820 190.362	7.278.688 207.038	9.085.545 230.283	0 0	7.208.127 32.718	526.572 9.646	
5	 Arsenal FC	Premier League, UK	57.597.081 657.303	36.820.229 193.138	7.641.595 218.477	8.119.399 200.909	108.212 1.735	4.427.277 31.380	480.369 11.664	
6	 FC Bayern München	1. Bundesliga, Germany	53.782.219 672.910	38.681.215 261.510	7.665.736 304.664	3.924.551 72.983	49.583 688	2.914.980 19.790	546.154 13.275	
7	 Liverpool FC	Premier League, UK	44.672.711 472.958	28.939.397 174.967	3.262.216 108.322	6.974.207 149.063	82.244 1.200	4.945.733 32.513	468.914 6.893	
8	 Paris St. Germain	Ligue 1, France	38.206.850 448.855	25.522.221 60.070	6.363.476 263.017	4.476.732 100.839	110.016 1.810	1.365.830 7.564	368.575 15.555	
9	 AC Milan	Serie A, Italy	37.656.979 244.386	24.839.127 23.710	2.621.097 76.270	4.002.166 108.777	0 0	5.881.152 33.501	313.437 2.128	
10	 Manchester City	Premier League, UK	36.834.001 619.413	21.633.180 186.755	3.581.512 192.427	6.600.711 183.514	75.310 17.048	4.215.838 14.892	727.450 24.777	
11	 Juventus Turin	Serie A, Italy	35.681.519 531.844	24.264.609 138.921	4.973.098 214.143	4.133.549 155.757	62.025 925	1.767.054 12.558	481.184 9.540	
12	 Galatasaray Istanbul	SuperLig, Turkey	24.717.911 50.896	13.431.127 -10.100	3.274.140 7.667	6.881.324 48.663	215.263 2.038	726.269 898	189.788 1.730	
13	 Borussia Dortmund	1. Bundesliga, Germany	21.200.708 330.535	14.736.026 109.321	2.786.127 164.962	2.294.076 40.236	52.526 1.027	1.159.126 5.578	172.827 9.411	
14	 Atlético de Madrid	La Liga, Spain	19.488.914 235.073	13.420.177 57.088	2.298.090 125.205	2.542.394 50.645	0 0	1.129.502 319	98.751 1.816	
15	 Fenerbahce Istanbul	SuperLig, Turkey	18.492.709 74.077	9.978.471 -9.097	2.212.805 34.011	5.571.380 44.509	189.466 2.541	393.728 912	146.859 1.201	
16	 Tottenham Hotspur	Premier League, UK	10.950.211 143.137	7.968.937 61.250	839.457 39.399	1.667.666 39.079	26.627 392	282.236 961	165.288 2.056	
17	 AS Roma	Serie A, Italy	10.666.837 194.133	8.096.632 117.001	798.436 32.914	1.343.399 40.813	8.079 349	235.606 755	184.685 2.301	
18	 Besiktas Istanbul	SuperLig, Turkey	9.415.028 71.815	5.924.081 6.782	959.637 26.011	1.824.045 34.111	104.478 1.432	503.707 897	99.080 2.582	
19	 F.C. Internazionale	Serie A, Italy	8.873.069 139.512	5.998.777 66.209	1.218.799 35.525	1.295.499 32.595	29.590 266	138.613 637	191.791 4.280	
20	 Olympique Marseille	Ligue 1, France	7.554.252 55.615	4.816.497 22.163	266.553 13.478	1.786.719 15.496	42.889 3.260	596.992 652	44.602 566	
21	 SSC Napoli	Serie A, Italy	5.499.141 72.090	3.891.309 23.835	473.677 17.625	920.846 27.612	20.277 211	132.429 624	60.603 2.183	
22	 FC Porto	Liga NOS, Portugal	5.317.523 67.002	3.934.411 27.240	608.810 19.269	704.992 16.588	2.767 2.767	8.382 95	58.161 1.043	
23	 AS Monaco	Ligue 1, France	5.035.836 67.386	3.546.421 23.669	273.517 10.216	1.098.603 28.218	18.455 3.648	70.032 839	28.808 796	
24	 Benfica Lisbon	Liga NOS, Portugal	4.831.301 58.448	3.477.686 14.920	521.662 19.704	753.449 22.128	11.478 1.253	0 0	67.026 443	
25	 Valencia CF	La Liga, Spain	4.781.352 39.997	3.273.915 12.598	266.015 11.475	875.338 14.544	12.009 214	318.904 499	35.171 667	
Total Number of Fans :				984.795.890	606.734.582	149.445.624	155.165.203	1.717.443	61.658.947	10.074.091
Overall Change compared to previous month:				12.134.379	2.989.814	5.642.235	2.908.546	54.281	351.055	188.448

EUROPEAN BASKETBALL

#	Teams	League, Country	Digital Reach						
				Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
1	 Real Madrid	Liga Endesa, Spain	17.565.922 103.657	16.283.532 33.210	914.137 59.850	335.073 5.349	4.933 4.933	652 1	27.595 314
2	 FC Barcelona Lassa	Liga Endesa, Spain	3.119.874 3.230	2.439.504 -6.009	217.615 6.424	462.755 2.815	0 0	0 0	0 0
3	 Fenerbahçe Ülker	Beko Basketbol Ligi, Turkey	2.060.112 18.900	1.185.553 3.106	320.910 9.331	379.701 4.031	27.020 485	0 0	146.928 1.947
4	 Olympiacos BC	A1 Ethniki, Greece	592.443 2.133	381.665 -248	62.887 1.468	39.460 459	500 5	54.503 197	53.428 252
5	 KK Crvena Zvezda	KLS, Serbia	560.249 1.513	457.327 -262	49.109 922	33.089 451	377 377	597 0	19.750 25
6	 Panathinaikos	A1 Ethniki, Greece	499.645 2.249	377.116 -224	50.074 1.897	39.976 391	387 9	135 0	31.957 176
7	 FC Bayern Basketball	Beko BBL, Germany	473.798 4.475	294.529 901	116.542 2.541	50.750 946	1.450 13	2.621 -4	7.906 78
8	 Anadolu Efes	Beko Basketbol Ligi, Turkey	436.317 -907	308.591 -2.191	24.452 332	82.442 915	15.201 2	125 1	5.506 34
9	 KK Partizan NIS	KLS, Serbia	430.610 1.005	367.927 -355	33.214 1.105	29.469 255	0 0	0 0	0 0
10	 CSKA Moskau	VTB United League, Russia	425.113 1.307	87.210 286	30.353 657	208.831 344	0 0	93.114 -37	5.605 57
11	 Galatasaray SK	Beko Basketbol Ligi, Turkey	401.227 14.345	171.898 1.200	62.496 8.063	152.804 4.907	14.029 175	0 0	0 0
12	 Maccabi Elektra Tel Avivi	Ligat ha'Al, Israel	355.511 3.358	236.296 -35	39.359 535	23.334 2.431	106 106	39.703 201	16.713 120
13	 BJK Basketball	Beko Basketbol Ligi, Turkey	310.348 7.037	90.917 1.357	42.973 3.196	168.968 2.357	7.490 127	0 0	0 0
14	 Zalgiris Kaunas	LKL, Lithuania	282.876 2.978	179.011 557	25.107 980	70.872 1.361	0 0	273 4	7.613 76
15	 Olimpia EA7 Milano	Liga Basket A, Italy	250.016 1.914	162.730 367	41.930 1.341	36.029 167	1.377 8	287 0	7.663 31
16	 Valencia Basket Club	Liga Endesa, Spain	216.601 4.511	94.143 502	29.489 625	88.205 3.342	1.768 25	364 -1	2.632 18
17	 Dinamo Banco di Sardegna Sassari	Liga Basket A, Italy	152.891 806	103.138 4	30.088 528	17.978 271	262 3	41 0	1.384 0
18	 CB Herbalife Gran Canaria	Liga Endesa, Spain	120.477 2.442	57.802 291	13.392 463	45.159 1.654	2.834 24	0 0	1.290 10
19	 Unicaja Baloncesto	Liga Endesa, Spain	109.202 1.801	37.839 197	13.023 327	55.631 1.261	0 0	347 2	2.362 14
20	 KK Cedevita Zagreb	A1 Liga, Croatia	103.640 109	95.040 -175	3.408 174	4.399 105	122 1	8 0	663 4
21	 ALBA BERLIN	Beko BBL, Germany	103.540 882	67.923 39	11.078 259	20.316 558	694 6	384 -3	3.145 23
22	 Limoges CSP	Ligue LNB, France	102.899 686	73.287 -69	0 0	27.625 728	13 13	146 0	1.828 14
23	 Club Deportivo Saski-Baskonia	Liga Endesa, Spain	94.583 3.743	40.807 505	88 -1	49.305 1.012	2.070 238	111 2	2.202 1.987
24	 Bilbao Basket	Liga Endesa, Spain	91.722 1.649	31.804 133	9.200 264	46.875 1.219	2.375 18	247 -1	1.221 16
25	 PAOK Thessaloniki	A1 Ethniki, Greece	84.620 672	64.444 113	8.736 376	7.023 116	78 -1	266 -1	4.073 69
				Facebook	Instagram	Twitter	Periscope	Google+	YouTube
Total Number of Fans :			28.944.236	23.690.033	2.149.660	2.476.069	83.086	193.924	351.464
Overall Change compared to previous month:			184.495	33.200	101.657	37.445	6.567	361	5.265

EUROPEAN ICE HOCKEY

#	Teams	League, Country	Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
				Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscribers 01.09.2016
1	 SKA Sankt Petersburg	KHL, Russia	390.271	35.965	75.180	185.838	51.119	28.313	13.856
			8.308	165	1.932	2.866	1.959	-3	1.389
2	 HC Spartak Moskau	KHL, Russia	353.781	45.031	19.722	163.071	9.836	112.322	3.799
			6.198	440	623	974	4.027	-36	170
3	 AIK Stockholm	Elitserien, Sweden	247.955	223.690	12.076	9.629	651	0	1.909
			2.079	1.738	255	77	7	0	2
4	 KHL Medvescak Zagreb	KHL, Russia	241.341	176.191	10.659	53.126	355	36	974
			2.978	14	323	2.619	14	0	8
5	 Kölner Haie	DEL, Germany	215.952	154.646	14.236	33.424	369	10.065	3.212
			4.067	87	713	3.229	7	-5	36
6	 Frölunda Indians	Elitserien, Sweden	200.289	127.648	46.338	26.303	0	0	0
			1.698	174	505	1.019	0	0	0
7	 Djurgarden IF	Elitserien, Sweden	177.662	125.474	27.816	17.929	2.399	24	4.020
			969	369	248	306	18	0	28
8	 Jokerit Helsinki	KHL, Russia	173.916	95.774	40.425	27.909	2.837	0	6.971
			1.364	269	750	257	27	0	61
9	 HC Sparta Praha	Tipsport Extraliga, Czech Republic	168.763	92.423	13.057	5.177	392	55.123	2.591
			745	319	269	47	6	68	36
10	 HC Kometa Brno	Tipsport Extraliga, Czech Republic	162.659	120.366	6.658	905	0	32.378	2.352
			700	178	451	2	0	13	56
11	 Kärpät Oulun	SM-Liiga, Finland	158.786	111.139	30.831	16.816	0	0	0
			571	46	317	208	0	0	0
12	 HC Slovan Bratislava	KHL, Russia	151.606	126.609	13.240	7.839	427	406	3.085
			1.065	367	380	203	11	2	102
13	 HIFK Helsinki	SM-Liiga, Finland	145.986	86.632	35.528	22.460	0	0	1.366
			856	246	457	152	0	0	1
14	 Adler Mannheim	DEL, Germany	135.261	106.380	14.719	11.491	0	38	2.633
			954	278	551	136	0	-72	61
15	 Eisbären Berlin	DEL, Germany	133.623	103.199	13.529	14.374	744	1.282	495
			844	239	386	94	99	-2	28
16	 Dinamo Riga	KHL, Russia	128.145	61.244	48.552	15.772	0	29	2.548
			2.496	703	1.305	404	0	0	84
17	 Färjestads BK	Elitserien, Sweden	127.540	78.762	29.049	13.767	3.671	22	2.269
			791	361	291	130	3	0	6
18	 HC CSOB Pojišť'ovna Pardubice	Tipsport Extraliga, Czech Republic	116.185	59.753	6.619	5.000	181	40.891	3.741
			599	177	158	45	2	137	80
19	 Leksands IF	Elitserien, Sweden	107.183	77.166	19.063	9.641	1.313	0	0
			1.015	123	767	117	8	0	0
20	 HC Lev Prag	KHL, Russia	106.074	98.913	1.993	4.229	0	183	756
			-286	-255	-14	-14	0	-2	-1
21	 Brynäs IF	Elitserien, Sweden	103.076	69.485	21.562	10.956	0	30	1.043
			874	325	391	144	0	0	14
22	 Tappara Tampere	SM-Liiga, Finland	101.409	60.478	22.521	14.270	1.632	17	2.491
			1.172	321	572	177	73	0	29
23	 HV 71 Jönköping	Elitserien, Sweden	98.331	57.155	25.544	12.963	0	71	2.598
			516	113	204	178	0	0	21
24	 Belfast Giants	EIHL, United Kingdom	95.543	48.514	12.080	30.862	1.907	121	2.059
			1.167	287	405	357	14	0	104
25	 Donbass Donetsk	KHL, Russia	92.833	19.955	5.863	5.159	0	60.592	1.264
			965	564	12	63	0	303	23
Total Number of Fans :			4.015.662	2.301.348	518.308	703.138	77.833	341.914	63.484
Overall Change compared to previous month:			-23.280	-56.526	10.951	13.386	6.275	402	2.232

EUROPEAN HANDBALL

#	Teams	Country	Digital Reach	Facebook	Instagram	Twitter	Periscope	Google+	YouTube
				Likes 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Follower 01.09.2016	Subscriber 01.09.2016
1	 FC Barcelona	Spain	4.634.260 -2.015	4.348.115 -7.571	38.880 5.074	247.265 482	0 0	0 0	0 0
2	 PSG Handball	France	1.224.426 7.372	1.072.274 2.734	88.154 3.288	48.632 1.101	0 0	333 -1	15.033 250
3	 Rhein-Neckar Löwen	Germany	267.045 3.493	131.166 799	47.412 1.262	20.949 854	541 5	56.347 451	10.630 122
4	 Vive Tauron Kielce	Poland	263.392 1.819	222.939 562	26.851 916	6.637 252	211 3	77 1	6.677 85
5	 MKB-MVM Veszprém	Hungary	195.142 1.271	175.890 1.019	10.051 142	5.867 82	0 0	247 1	3.087 27
6	 THW Kiel	Germany	187.491 3.189	148.508 1.481	209 11	32.487 1.447	178 178	874 4	5.235 68
7	 SG Flensburg-Handewitt	Germany	147.675 2.504	97.760 582	31.042 992	15.526 889	304 7	200 0	2.843 34
8	 Montpellier Handball	France	134.080 4.735	98.825 -85	16.785 930	14.225 482	4.245 3.408	0 0	0 0
9	 HC Vardar PRO Skopje	Macedonia	102.531 76	98.915 60	2.395 10	1.146 6	0 0	0 0	75 0
10	 HC Metalurg	Macedonia	91.918 -117	85.428 -118	3.402 -6	2.009 -1	0 0	32 0	1.047 8
11	 Füchse Berlin	Germany	88.544 1.327	59.156 249	11.217 355	15.598 702	232 6	251 0	2.090 15
12	 Pick Szeged	Hungary	78.188 242	74.929 197	1.230 3	2.005 40	5 2	19 0	0 0
13	 RK Zagreb	Croatia	74.121 1.447	59.126 1.005	11.154 325	2.547 70	0 0	6 0	1.288 47
14	 SC Magdeburg	Germany	70.136 1.387	49.844 321	9.098 363	10.490 671	0 0	172 1	532 31
15	 Besiktas Hentbol	Turkey	62.999 1.263	0 0	6.960 -37	55.133 1.220	906 80	0 0	0 0
16	 Chambéry Savoie Handball	France	45.677 503	32.149 231	743 116	10.973 152	520 6	314 0	978 -2
17	 RK Celje Pivovarna Lasko	Slovenia	40.945 675	33.733 411	4.289 223	2.923 41	0 0	0 0	0 0
18	 HBC Nantes	France	39.726 913	22.445 303	5.428 294	11.234 304	619 12	0 0	0 0
19	 HSG Wetzlar	Germany	38.762 779	24.903 222	6.809 214	5.888 329	69 1	179 1	914 12
20	 KIF Kolding København	Denmark	34.558 480	22.670 237	7.654 188	3.570 49	0 0	19 0	645 6
21	 Orlen Wisla Plock	Poland	31.234 707	30.824 709	0 0	410 -2	0 0	0 0	0 0
22	 HC Erlangen	Germany	28.874 631	23.183 419	3.149 154	2.035 38	89 1	18 1	400 18
23	 TSV Hannover-Burgdorf "Die Recken"	Germany	28.441 1.036	22.368 649	0 0	5.255 384	0 0	10 0	808 3
24	 USDK Dunkerque Handball Grand Littoral	France	25.061 513	14.355 290	0 0	10.396 223	0 0	69 2	241 -2
25	 TBV Lemgo	Germany	24.379 255	19.910 49	406 16	3.374 186	0 0	132 0	557 4
Total Number of Fans :			7.959.605	6.959.350	335.861	538.755	7.830	59.281	52.680
Overall Change compared to previous month:			34.485	4.527	14.933	10.032	3.708	460	708

QUICKLY ADAPT TO EVENTS OF GENERAL INTEREST

Sport and political debates don't really go hand in hand; however if done right they offer an opportunity to engage with your fans and have some fun. A good example of this is the Georgetown Basketball Team.

The Hoyas recently did an excellent job during the recent presidential debates in the US. Capitalising on the public interest and sensing an opportunity, they offered fans discounts for the game tickets according to what both candidates are saying and mentioning in their speeches.

If a candidate mentions Basketball for example then fans get 20% off tickets. This is a marvellous example of spontaneous marketing on social media, one that ultimately converts an online follower to a paying customer. The social media and TV coverage of the debates was enormous, so it was very clever from Georgetown to use it to their own advantages.

Another good example, comes from Ireland. A recent controversy involving a politician and her disappointment at not getting the option to buy highly sought after tickets to the All-Ireland Gaelic Football final turned into an opportunity for league of Ireland club, Shamrock Rovers.

Sensing her frustration, the Tallaght-based club offer the politician and all her colleagues, rivals and fellow senators two free tickets to their game against Galway on the 23rd September. The move ensured plenty of interaction online and local media coverage.

Social media is about being opportunistic and fun. So what do you think about such spontaneous strategy adaptation to recent events? Have you any other examples from your club team – share them with us on social.



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We denote the term 'Digital Media' with the entire mobile & wireless communication, the various social networking platforms and the overall world wide web/ website evolution.

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