



THE NBA INSIGHT *REPORT*

A data-driven digital analysis focused on NBA



IQUII Sport is the IQUII's Business Unit focused on sports, born in August 2017. We daily assist clubs, associations and players to make the most of their online presence, providing them with the best solutions to win the match also off the pitch to assure the fanbase a 24/7 memorable experience.



STRATEGY

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



TECHNOLOGY

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



DATA

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



"The NBA Insight" Report is the tool to monitor the social media and digital performances of NBA Basketball.

After the success of "The Basketball League" Report, the bimonthly tool analysing European Basketball clubs on social media, we decided to enlarge our study to the NBA world.

"The NBA Insight" Report currently takes into account the NBA Eastern and Western Conference franchises, analysing their digital performances on Facebook, Twitter, Instagram and YouTube.

You can share the most interesting charts of this Report on Twitter, using the official hashtag #NBAInsightReport and tagging us at @IQUIISport. If you have some special requests, you want to give us some suggestions to improve our work or if you don't find your league in the report and you desire a customised analysis, just drop us an email at info@iquii.com.



Basketball Conferences included in this overview

EASTERN CONFERENCE



15 FRANCHISES

WESTERN CONFERENCE



15 FRANCHISES



Franchises included in this overview

NBA

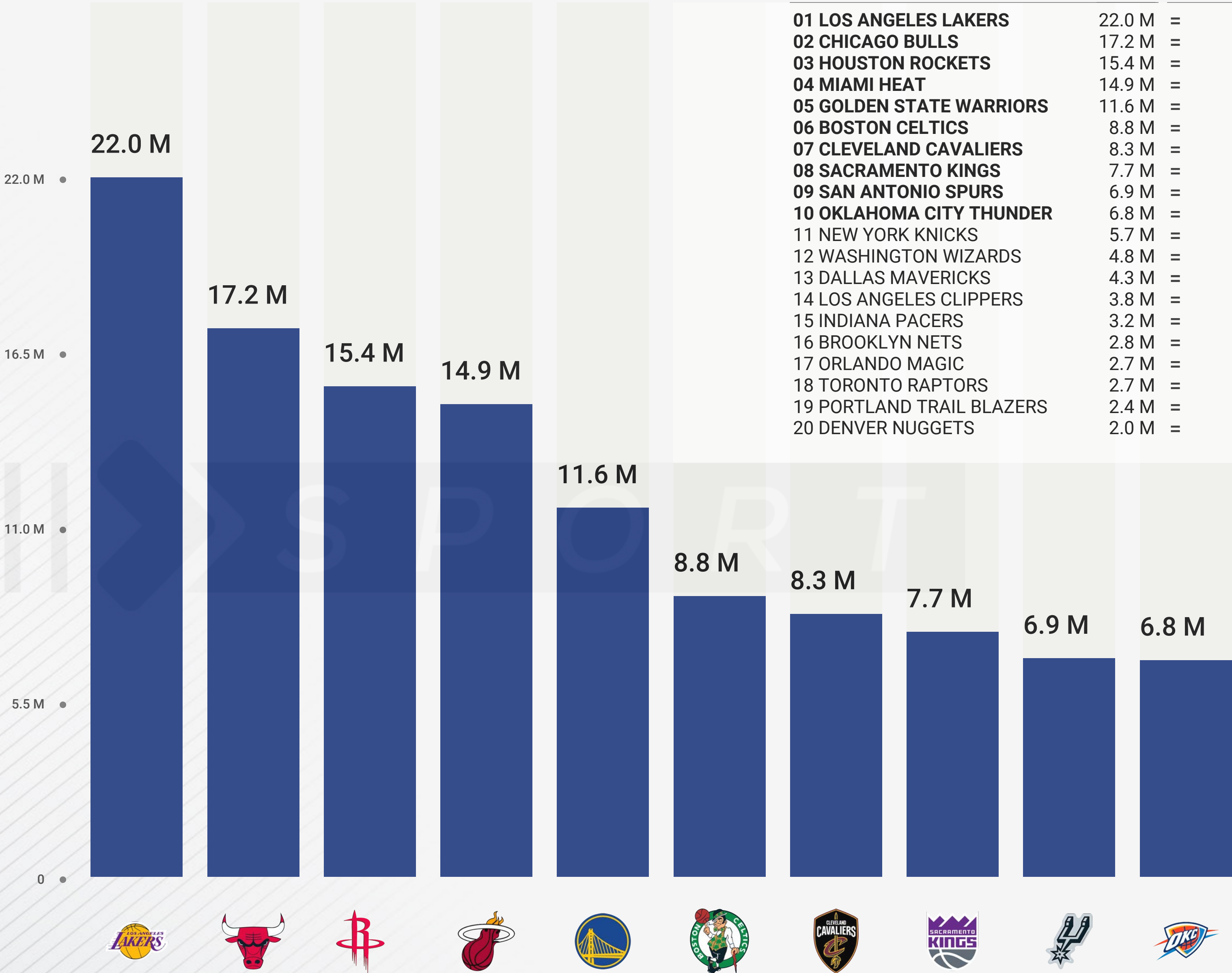


TOP 20 MOST FOLLOWED NBA FRANCHISES

NBA Facebook



Ranking of the TOP 20 most followed NBA franchises on Facebook.



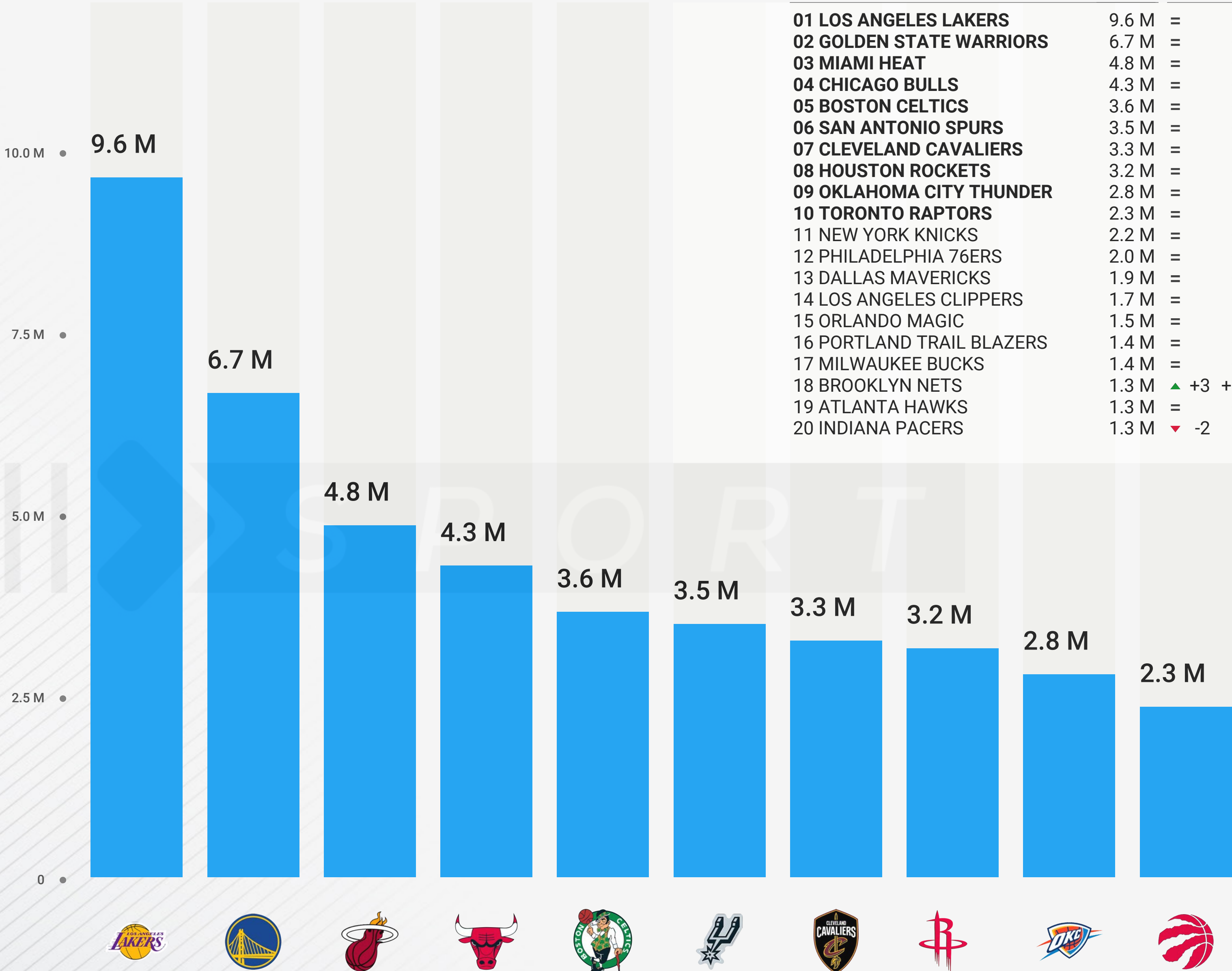
*[from November 25, 2020 to March 02, 2021]

NBA Twitter

TOTAL FANBASE
60.1 M



Ranking of the TOP 20 most followed NBA franchises on Twitter.



CLUBS	FANS		% VAR*
01 LOS ANGELES LAKERS	9.6 M	=	+2.60
02 GOLDEN STATE WARRIORS	6.7 M	=	+1.93
03 MIAMI HEAT	4.8 M	=	+1.04
04 CHICAGO BULLS	4.3 M	=	+2.13
05 BOSTON CELTICS	3.6 M	=	+1.21
06 SAN ANTONIO SPURS	3.5 M	=	+0.33
07 CLEVELAND CAVALIERS	3.3 M	=	+0.59
08 HOUSTON ROCKETS	3.2 M	=	+0.76
09 OKLAHOMA CITY THUNDER	2.8 M	=	+0.23
10 TORONTO RAPTORS	2.3 M	=	+2.69
11 NEW YORK KNICKS	2.2 M	=	+2.60
12 PHILADELPHIA 76ERS	2.0 M	=	+2.64
13 DALLAS MAVERICKS	1.9 M	=	+2.91
14 LOS ANGELES CLIPPERS	1.7 M	=	+2.99
15 ORLANDO MAGIC	1.5 M	=	+1.30
16 PORTLAND TRAIL BLAZERS	1.4 M	=	+3.12
17 MILWAUKEE BUCKS	1.4 M	=	+4.04
18 BROOKLYN NETS	1.3 M	▲ +3	+15.90
19 ATLANTA HAWKS	1.3 M	=	+2.82
20 INDIANA PACERS	1.3 M	▼ -2	+2.10

*[from November 25, 2020 to March 02, 2021]

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NBA Instagram

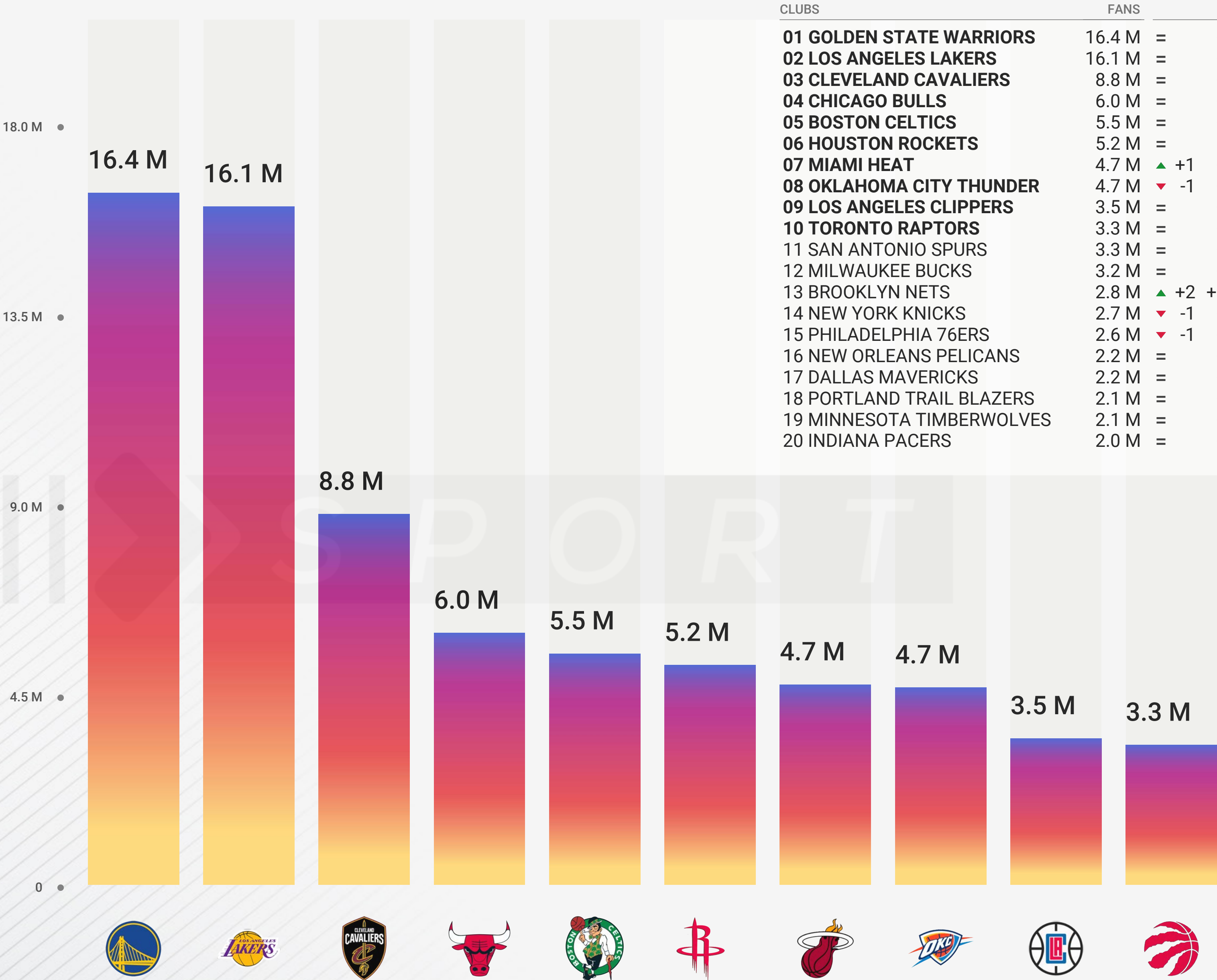


TOTAL FANBASE

99.3 M



Ranking of the TOP 20 most followed NBA franchises on Instagram.



*[from November 25, 2020 to March 02, 2021]



NBA YouTube

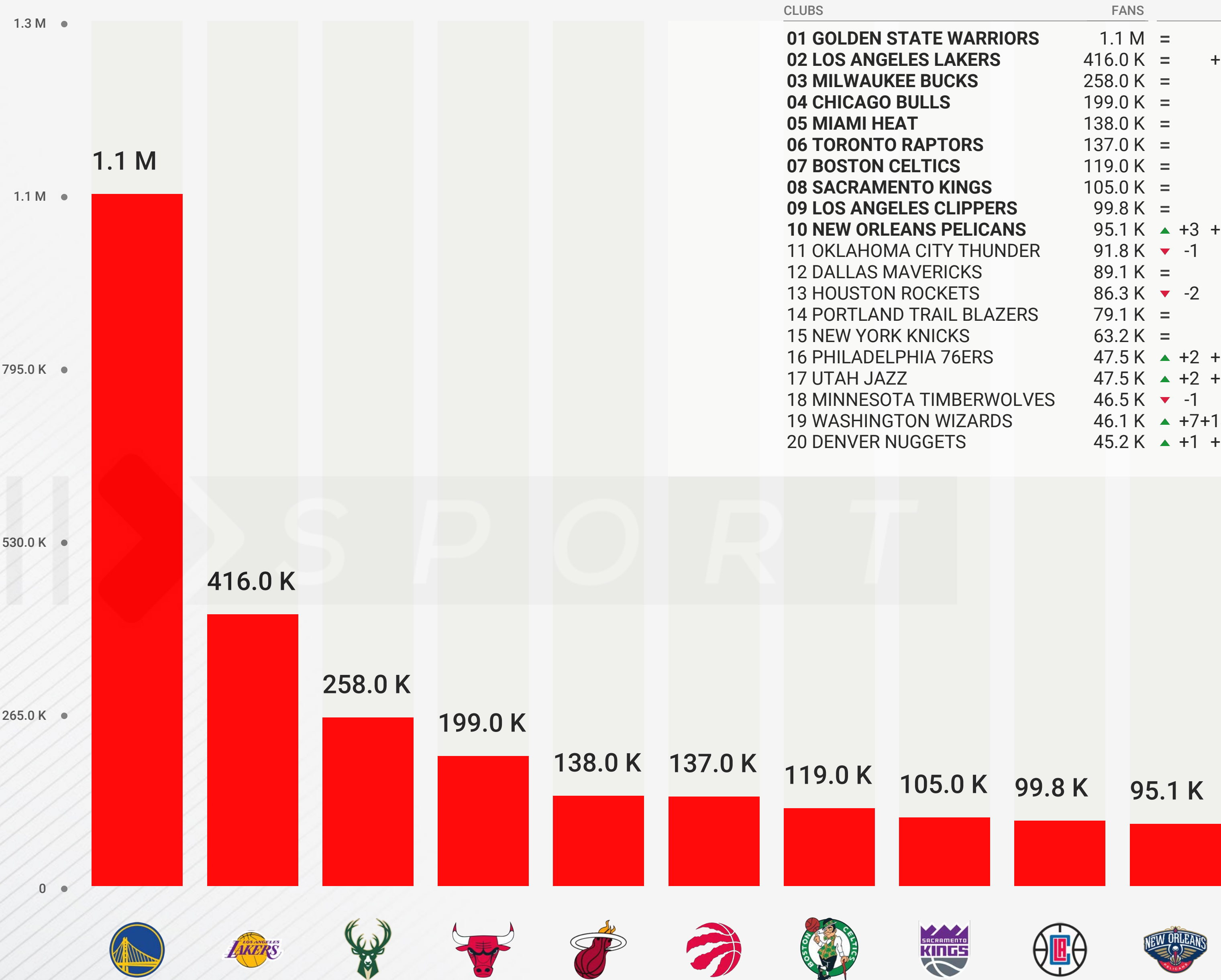


TOTAL FANBASE

3.3 M



Ranking of the TOP 20 most followed NBA franchises on YouTube.



*[from November 25, 2020 to March 02, 2021]
YouTube subscribers' data are rounded, since the social media provides data in this format.
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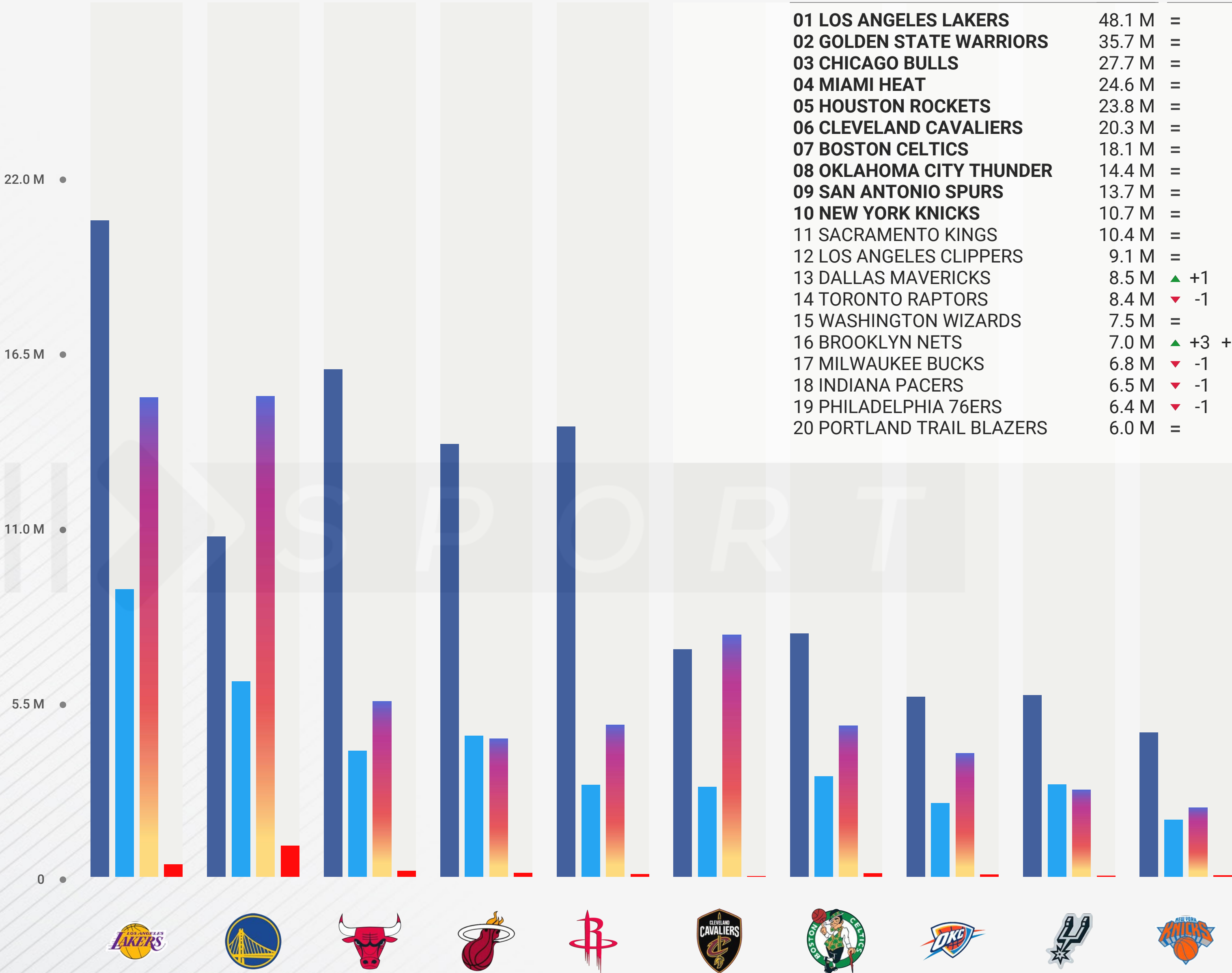
NBA Social



TOTAL FANBASE
313.7 M



Ranking of the TOP 20 most followed NBA franchises based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



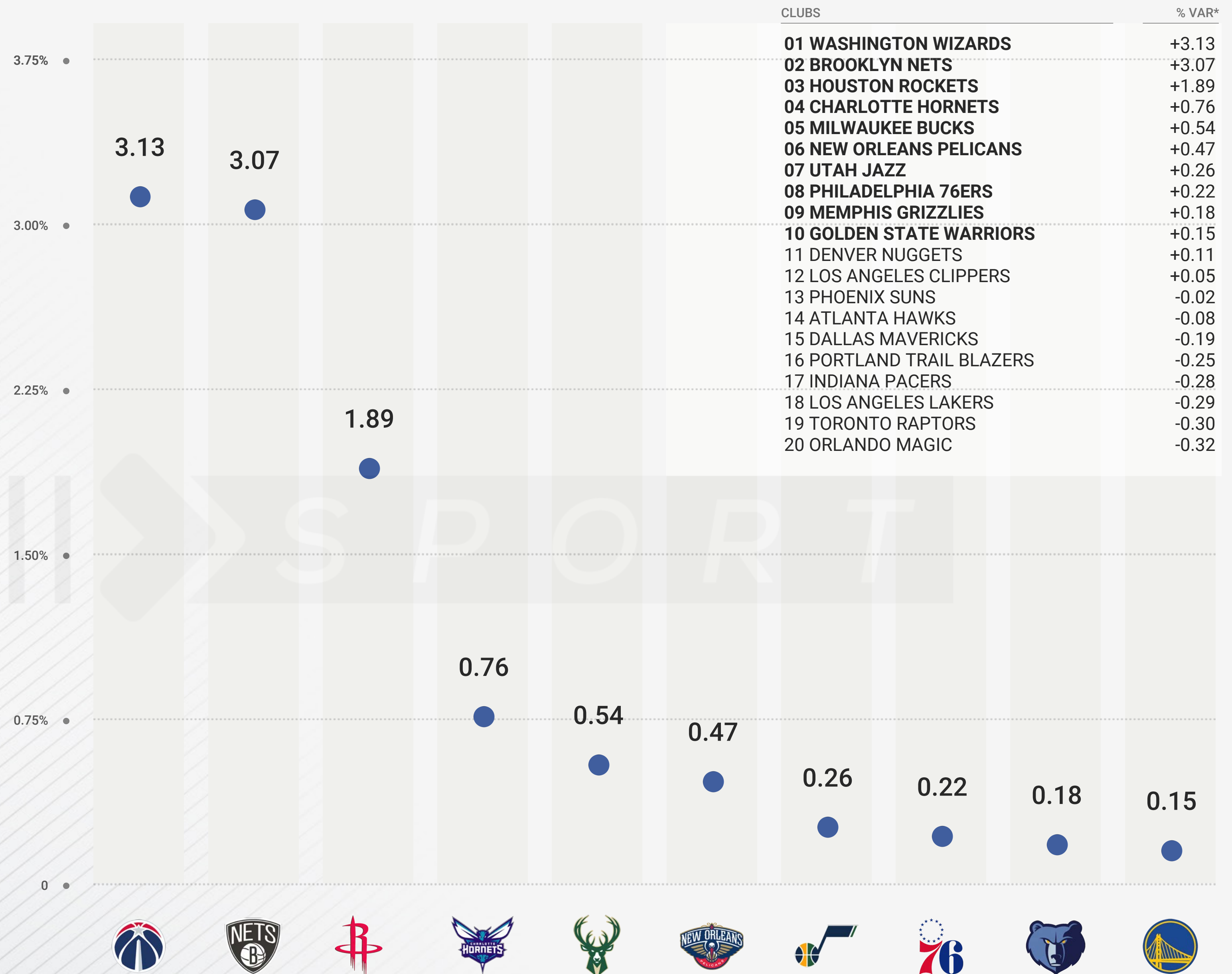
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NBA Facebook



Ranking of the TOP 20 most grown up NBA franchises on Facebook.



*[from November 25, 2020 to March 02, 2021]

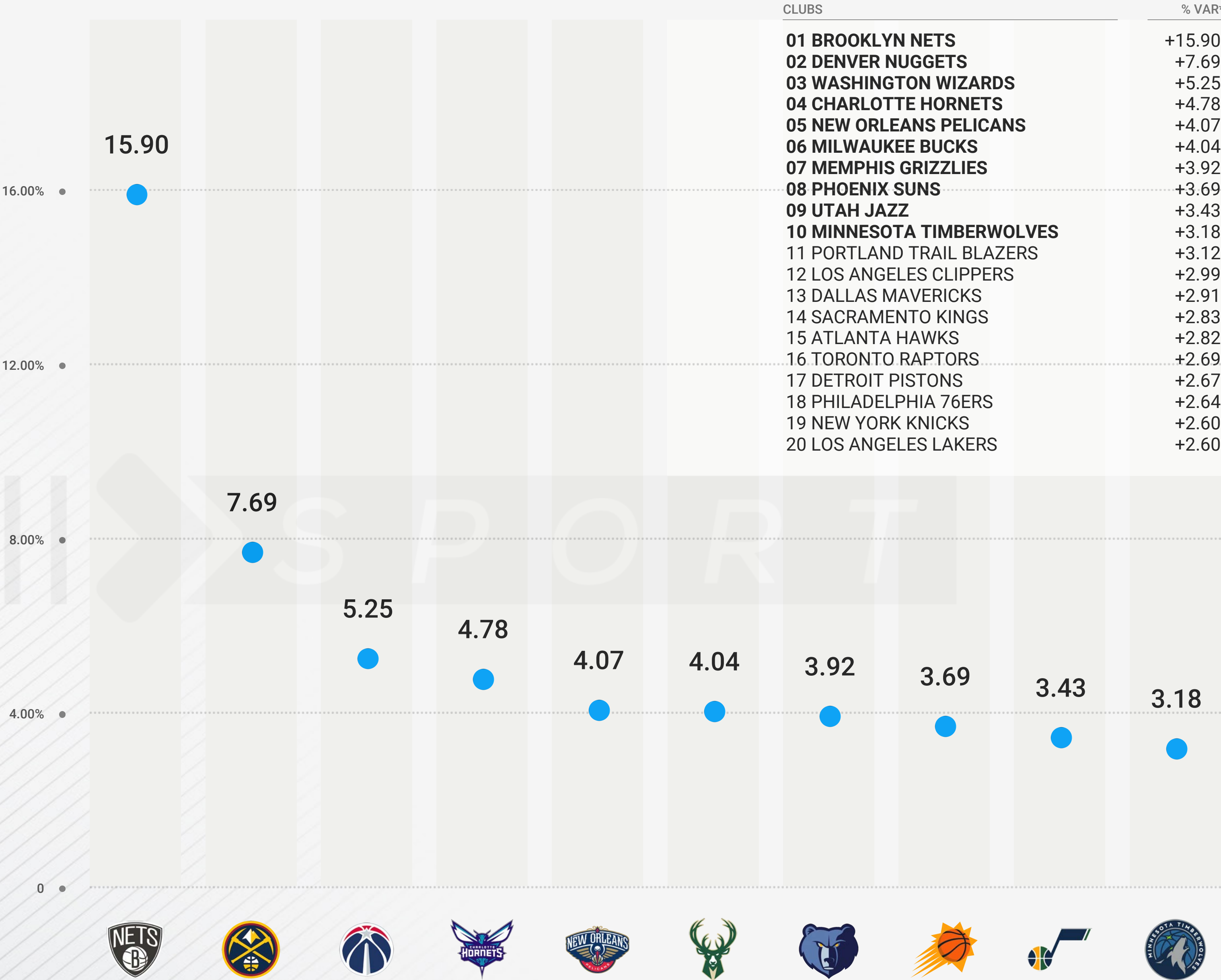
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NBA **Twitter**



Ranking of the TOP 20 most grown up NBA franchises on Twitter.



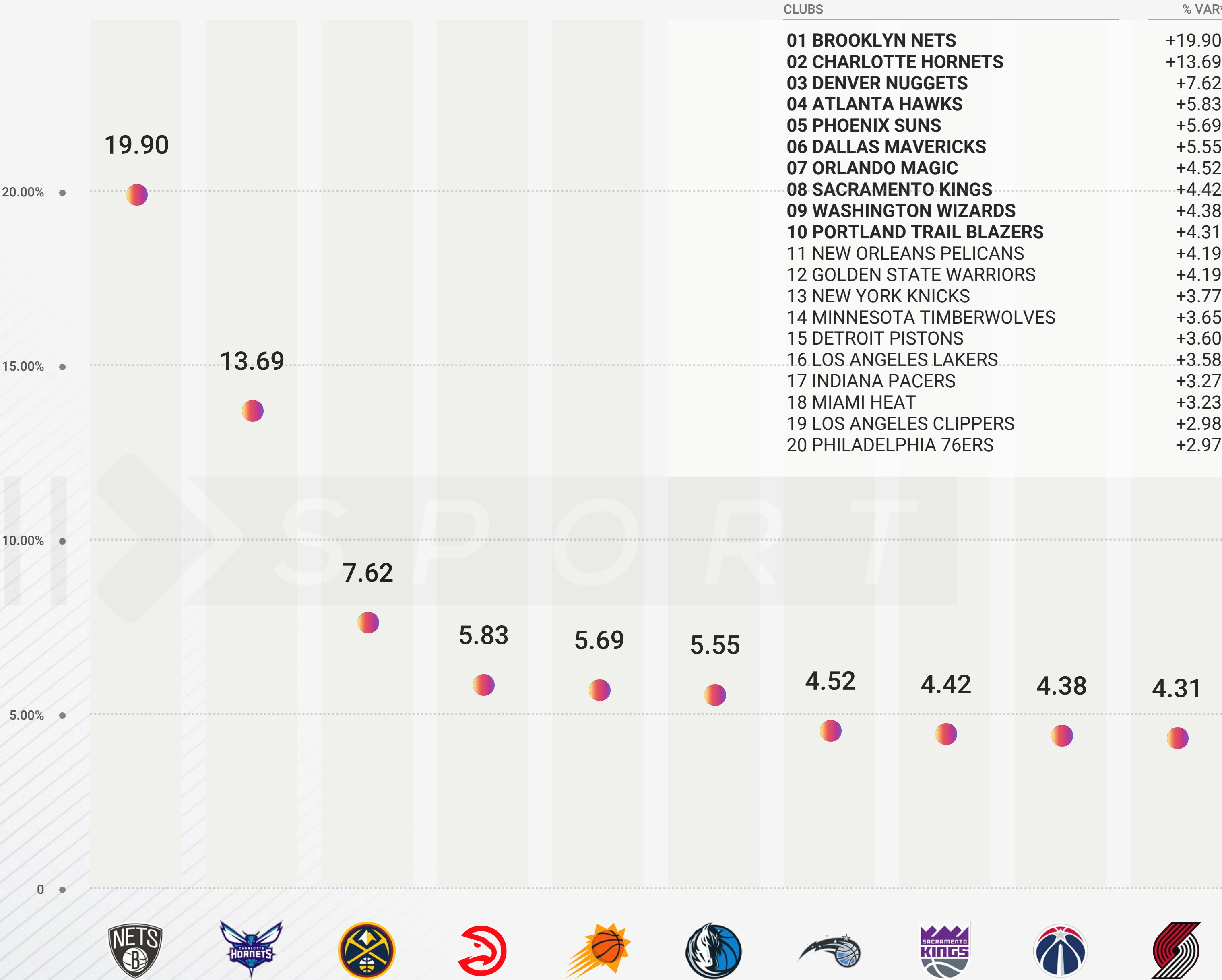
*[from November 25, 2020 to March 02, 2021]

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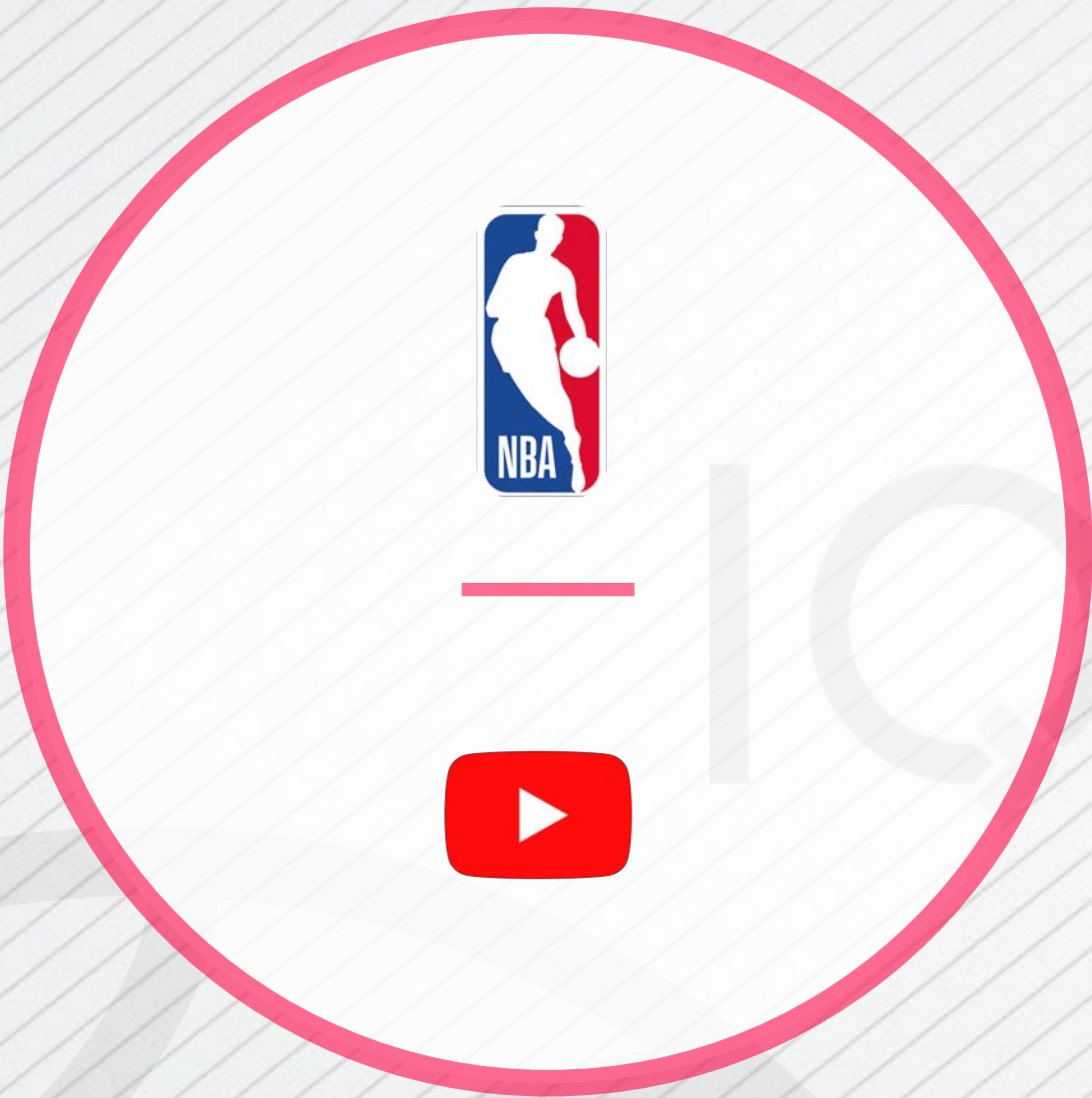
NBA Instagram



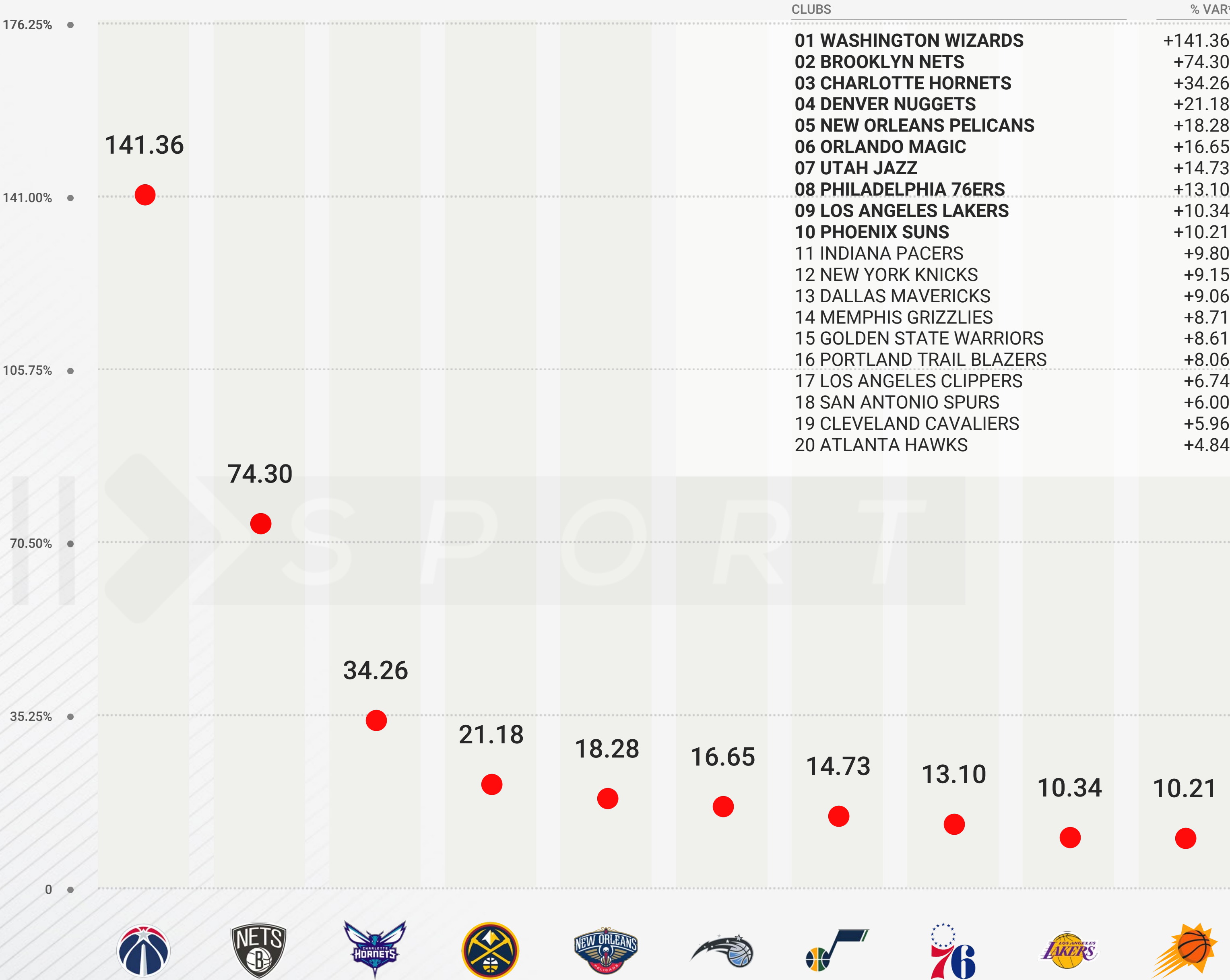
Ranking of the TOP 20 most grown up NBA franchises on Instagram.



*[from November 25, 2020 to March 02, 2021]



Ranking of the TOP 20 most grown up NBA franchises on YouTube.

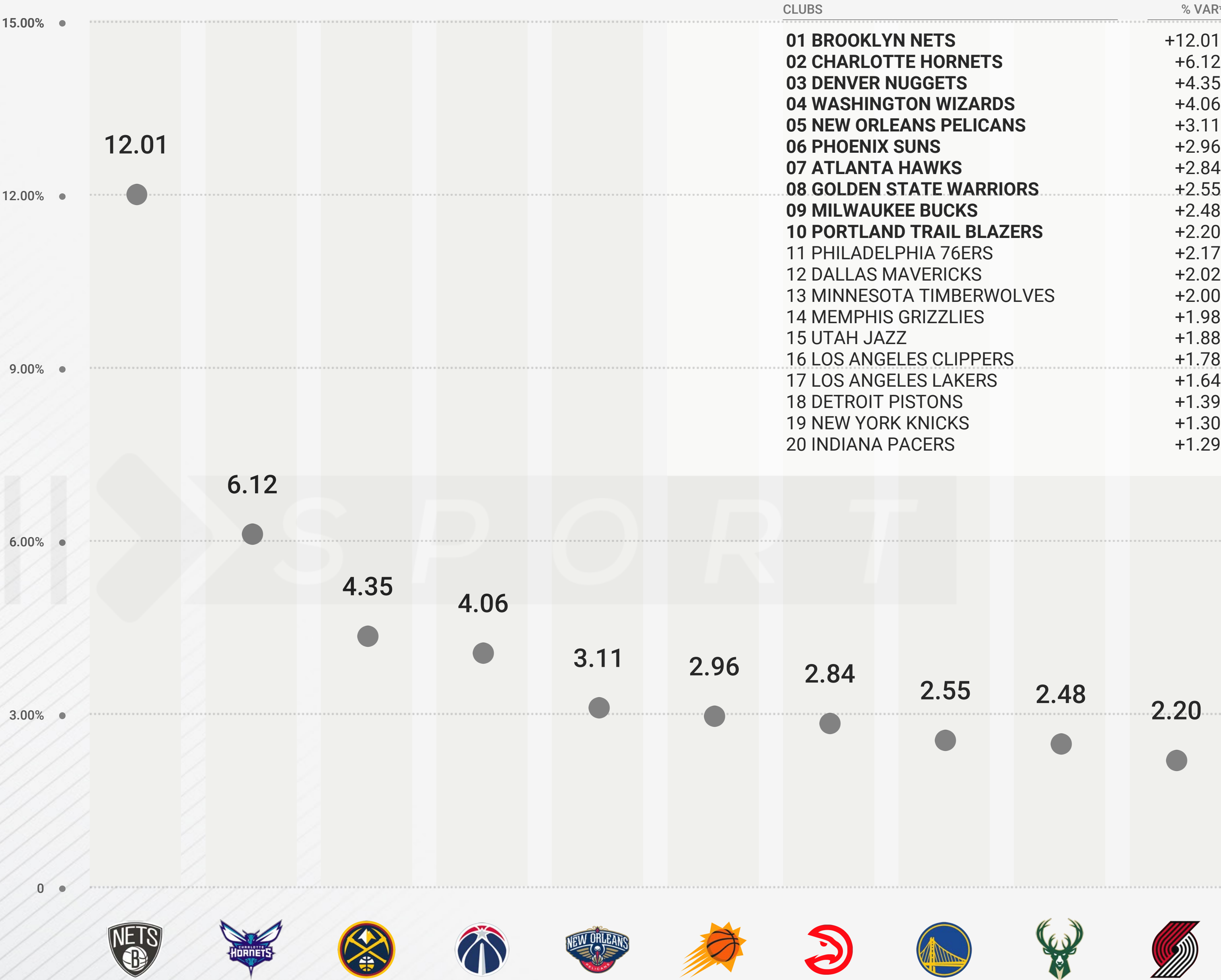


*[from November 25, 2020 to March 02, 2021]
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NBA Grown Up



Ranking of the TOP 20 most grown up NBA franchises on Facebook, Twitter, Instagram, YouTube.



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Conference included in this overview

EASTERN CONFERENCE

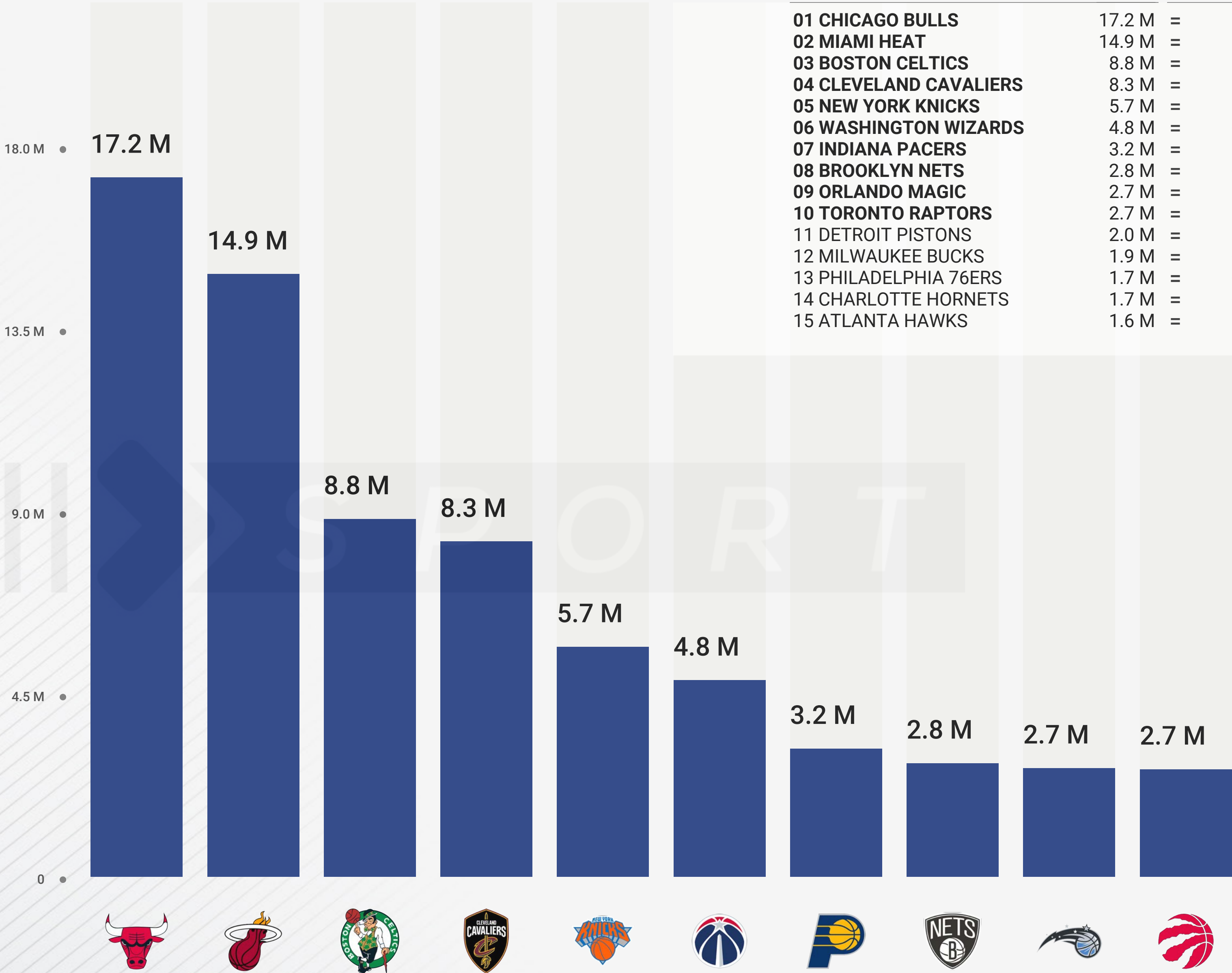


15 FRANCHISES

EAST. CONFERENCE Facebook



Ranking of the most followed NBA Eastern Conference franchises on Facebook.



*[from November 25, 2020 to March 02, 2021]

EAST. CONFERENCE **Twitter**

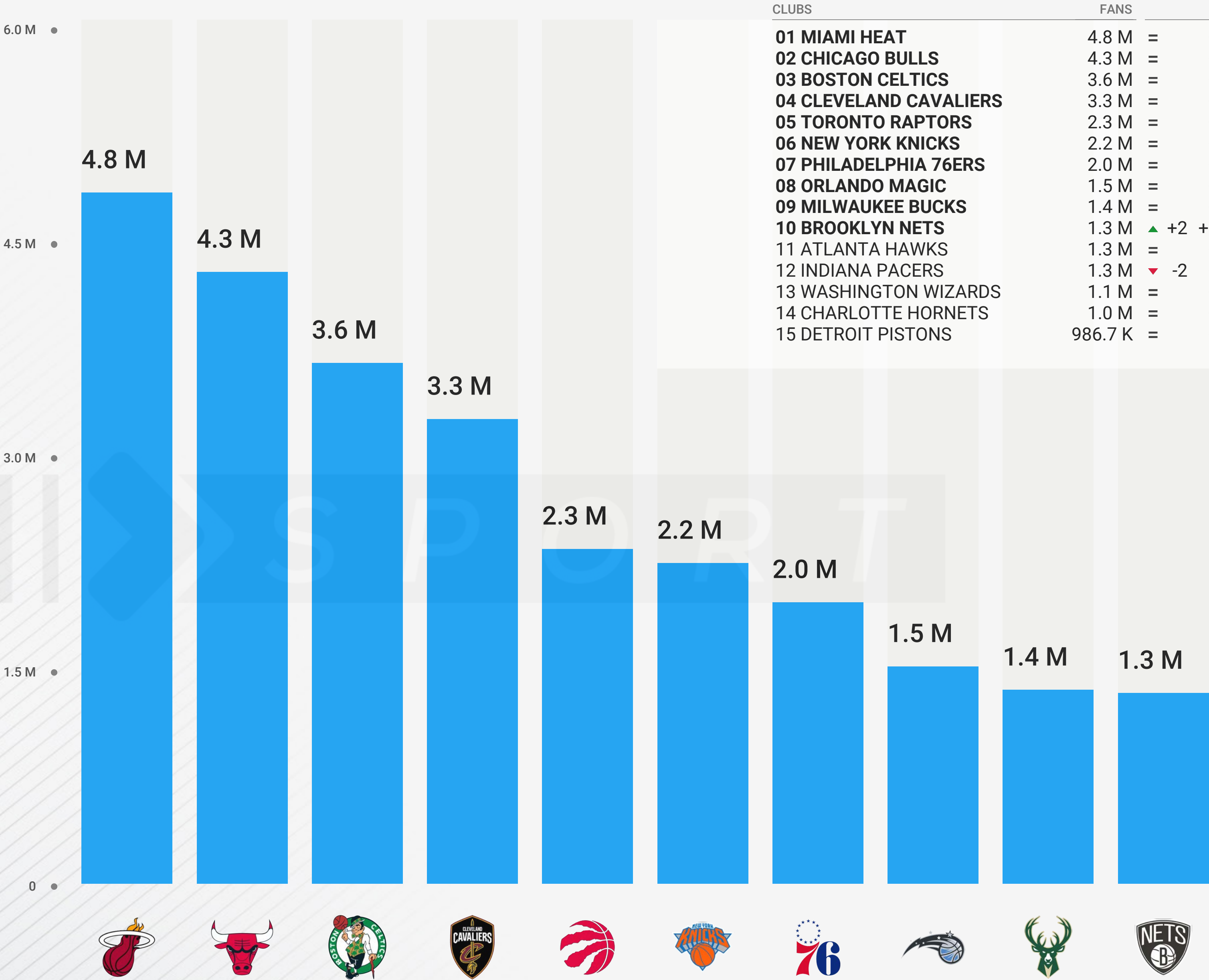


TOTAL FANBASE

32.6 M



Ranking of the most followed NBA Eastern Conference franchises on Twitter.



*[from November 25, 2020 to March 02, 2021]

EAST. CONFERENCE Instagram

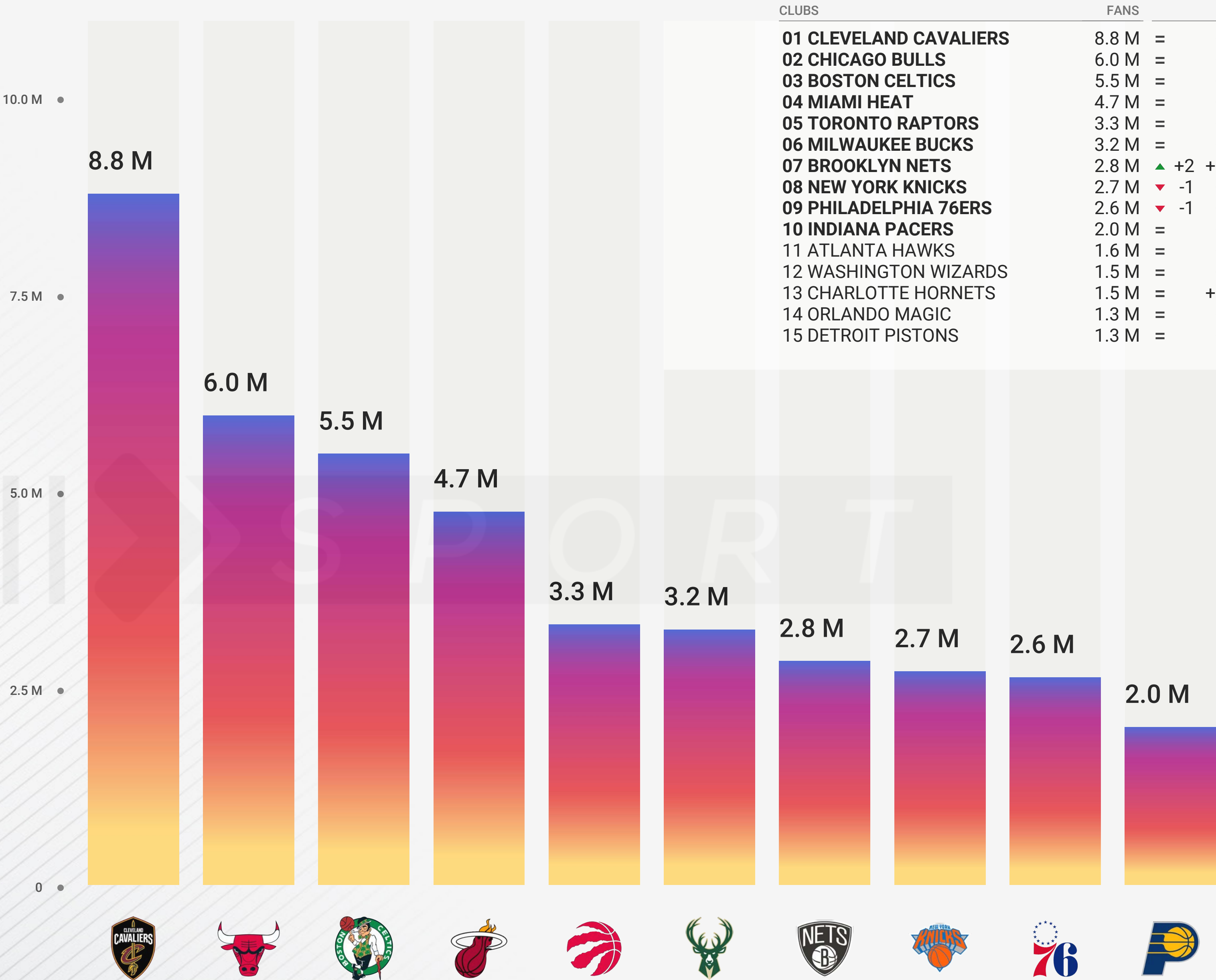


TOTAL FANBASE

48.9 M



Ranking of the most followed NBA Eastern Conference franchises on Instagram.



*[from November 25, 2020 to March 02, 2021]

EAST. CONFERENCE YouTube

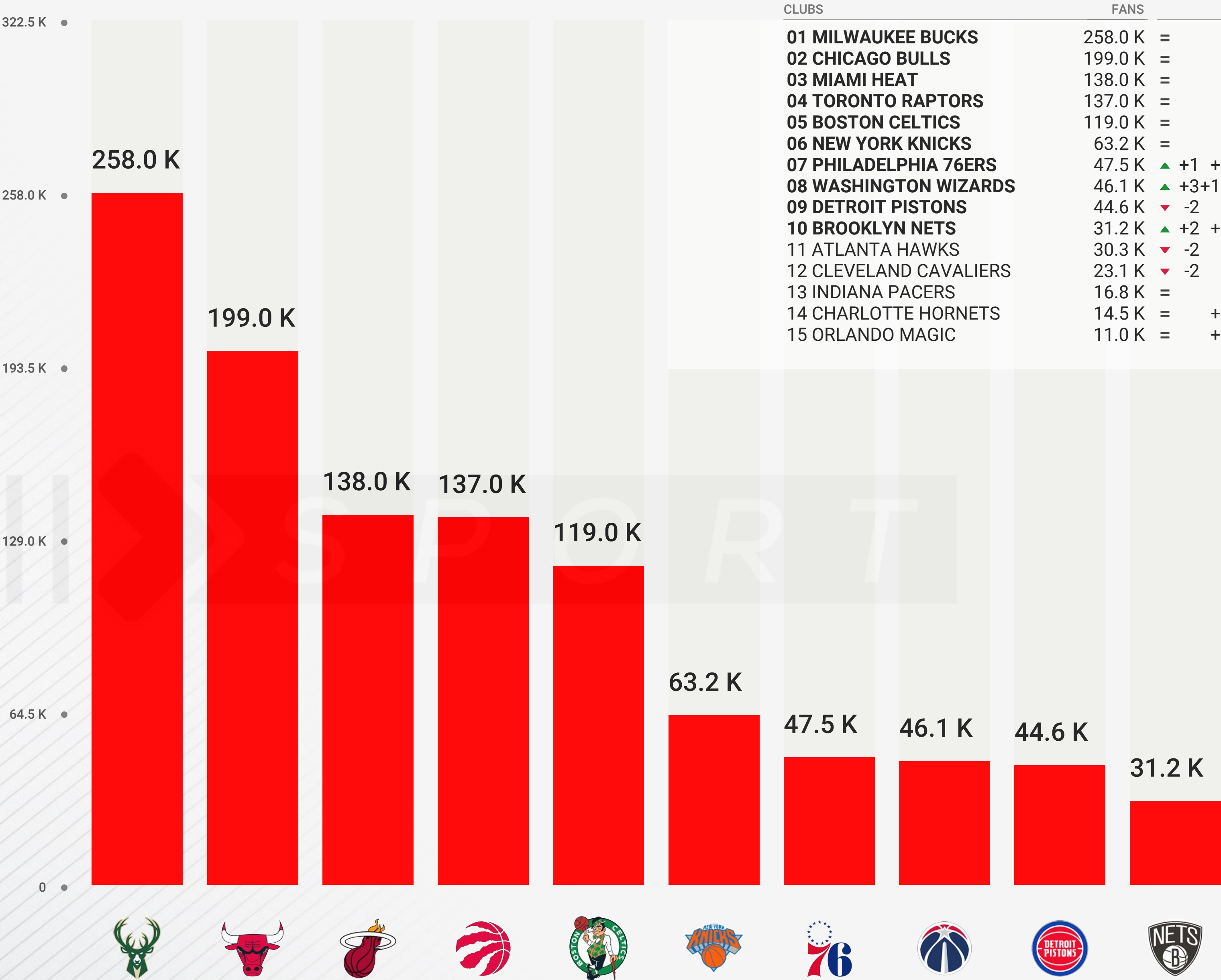


TOTAL FANBASE

1.2 M



Ranking of the most followed NBA Eastern Conference franchises on YouTube.



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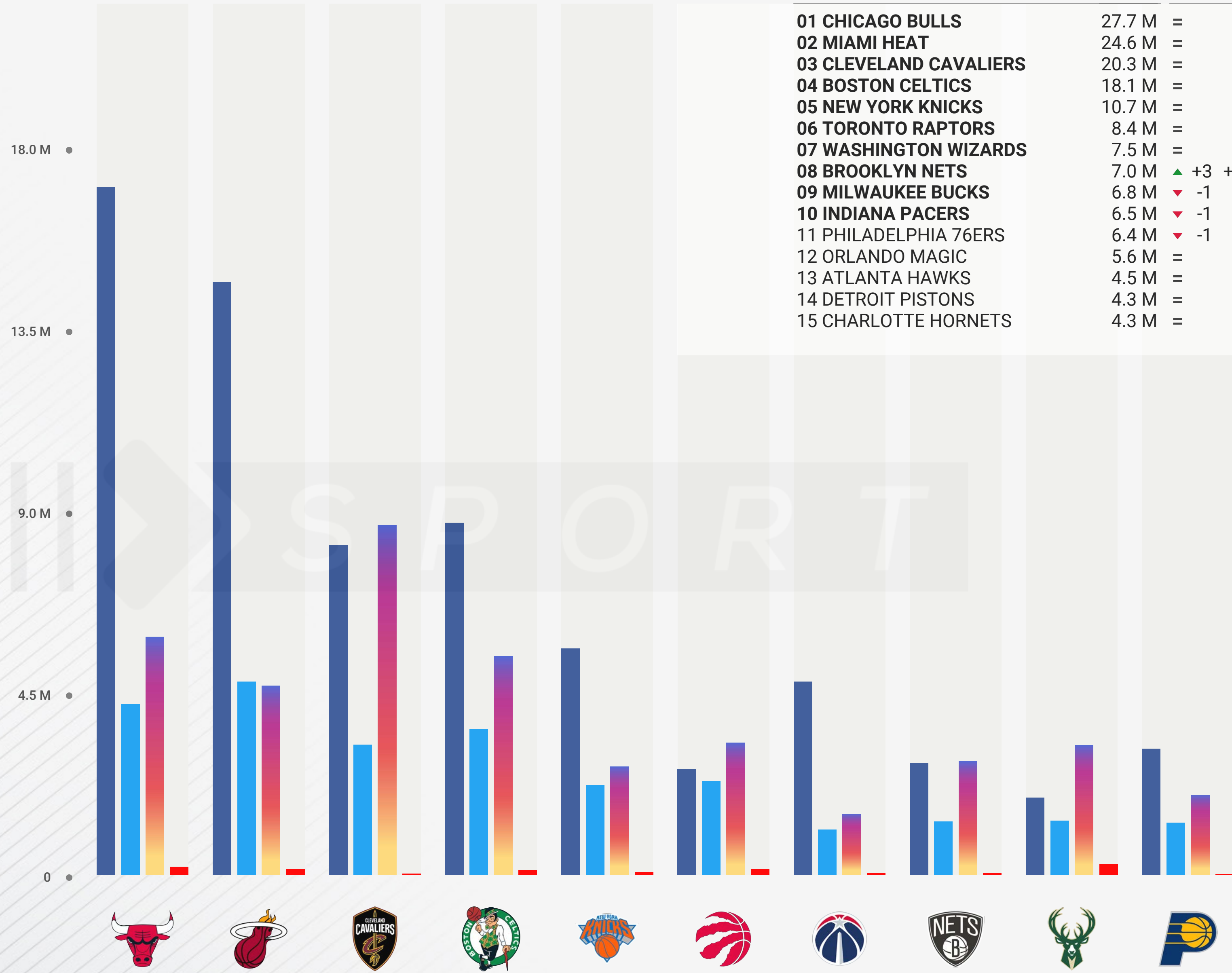
EAST. CONFERENCE Social



TOTAL FANBASE
162.6 M



Ranking of the most followed NBA Eastern Conference franchises based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



CLUBS	FANS		% VAR*
01 CHICAGO BULLS	27.7 M	=	+0.64
02 MIAMI HEAT	24.6 M	=	+0.52
03 CLEVELAND CAVALIERS	20.3 M	=	+1.10
04 BOSTON CELTICS	18.1 M	=	+0.47
05 NEW YORK KNICKS	10.7 M	=	+1.30
06 TORONTO RAPTORS	8.4 M	=	+0.80
07 WASHINGTON WIZARDS	7.5 M	=	+4.06
08 BROOKLYN NETS	7.0 M	▲ +3	+12.01
09 MILWAUKEE BUCKS	6.8 M	▼ -1	+2.48
10 INDIANA PACERS	6.5 M	▼ -1	+1.29
11 PHILADELPHIA 76ERS	6.4 M	▼ -1	+2.17
12 ORLANDO MAGIC	5.6 M	=	+1.29
13 ATLANTA HAWKS	4.5 M	=	+2.84
14 DETROIT PISTONS	4.3 M	=	+1.39
15 CHARLOTTE HORNETS	4.3 M	=	+6.12

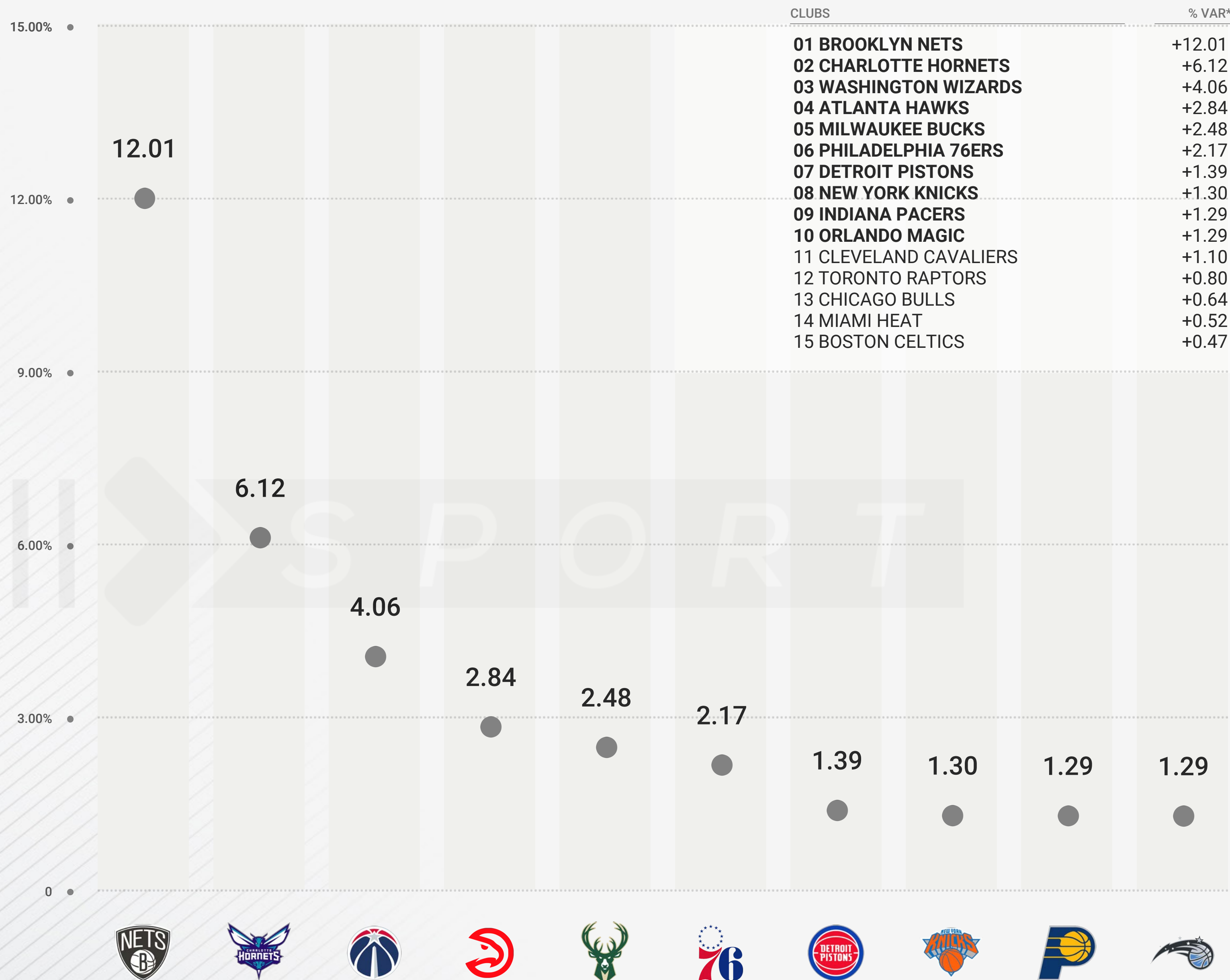
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EAST. CONFERENCE Grown Up



Ranking of the most grown up NBA Eastern Conference franchises based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



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Conference included in this overview

WESTERN CONFERENCE



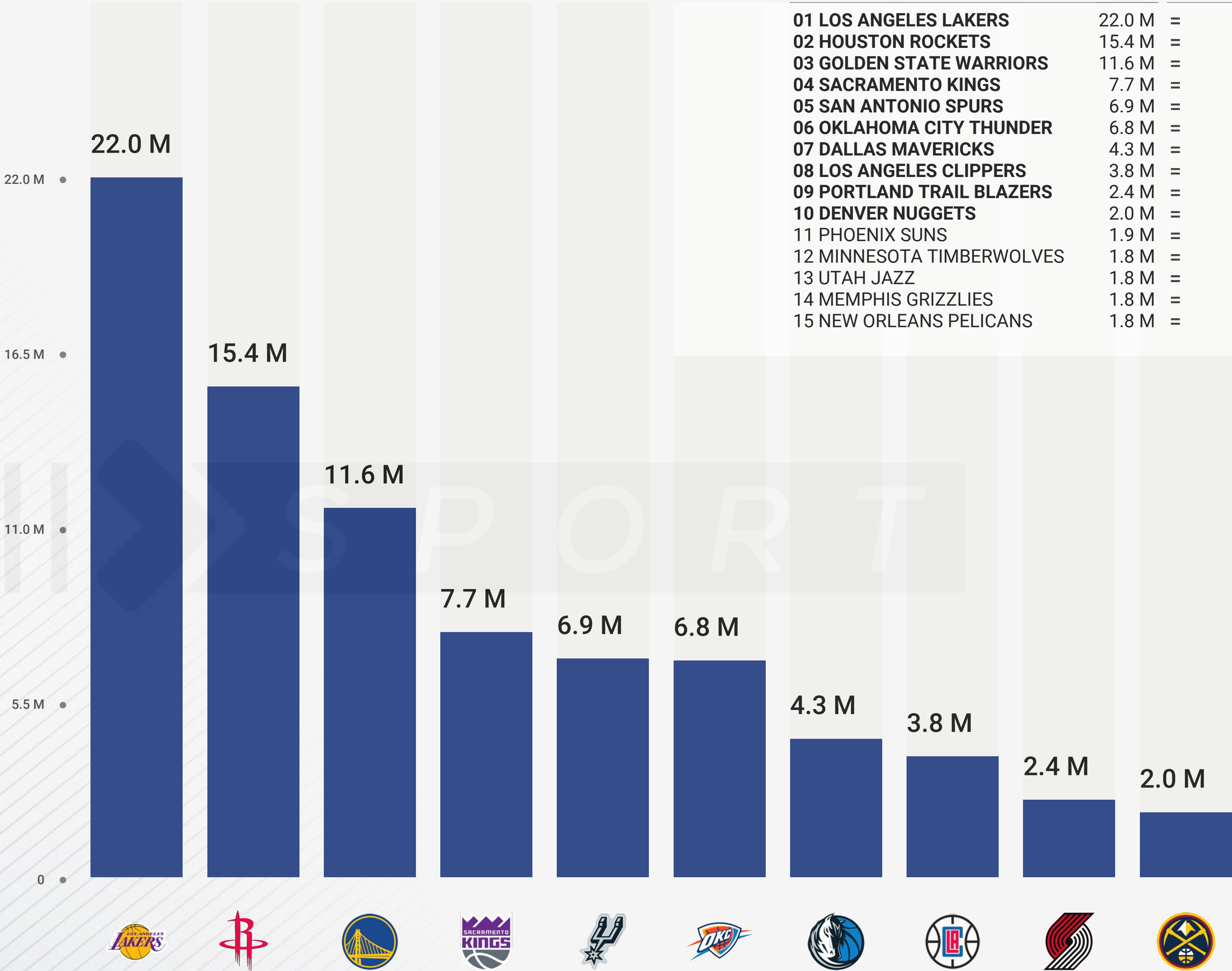
15 FRANCHISES



WEST. CONFERENCE Facebook



Ranking of the most followed NBA Western Conference franchises on Facebook.



*[from November 25, 2020 to March 02, 2021]

WEST. CONFERENCE **Twitter**

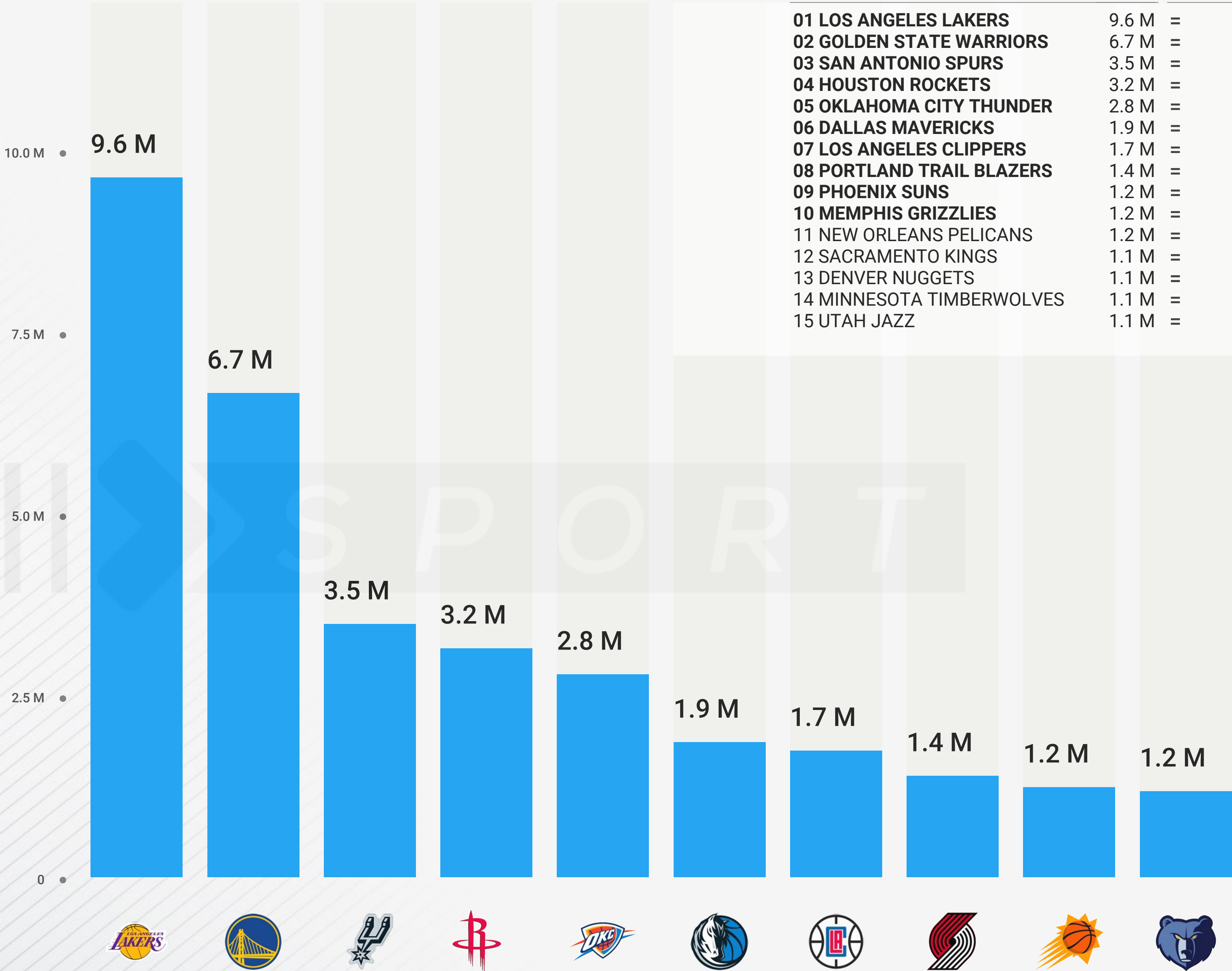


TOTAL FANBASE

38.7 M



Ranking of the most followed NBA Western Conference franchises on Twitter.



*[from November 25, 2020 to March 02, 2021]

WEST. CONFERENCE **Instagram**

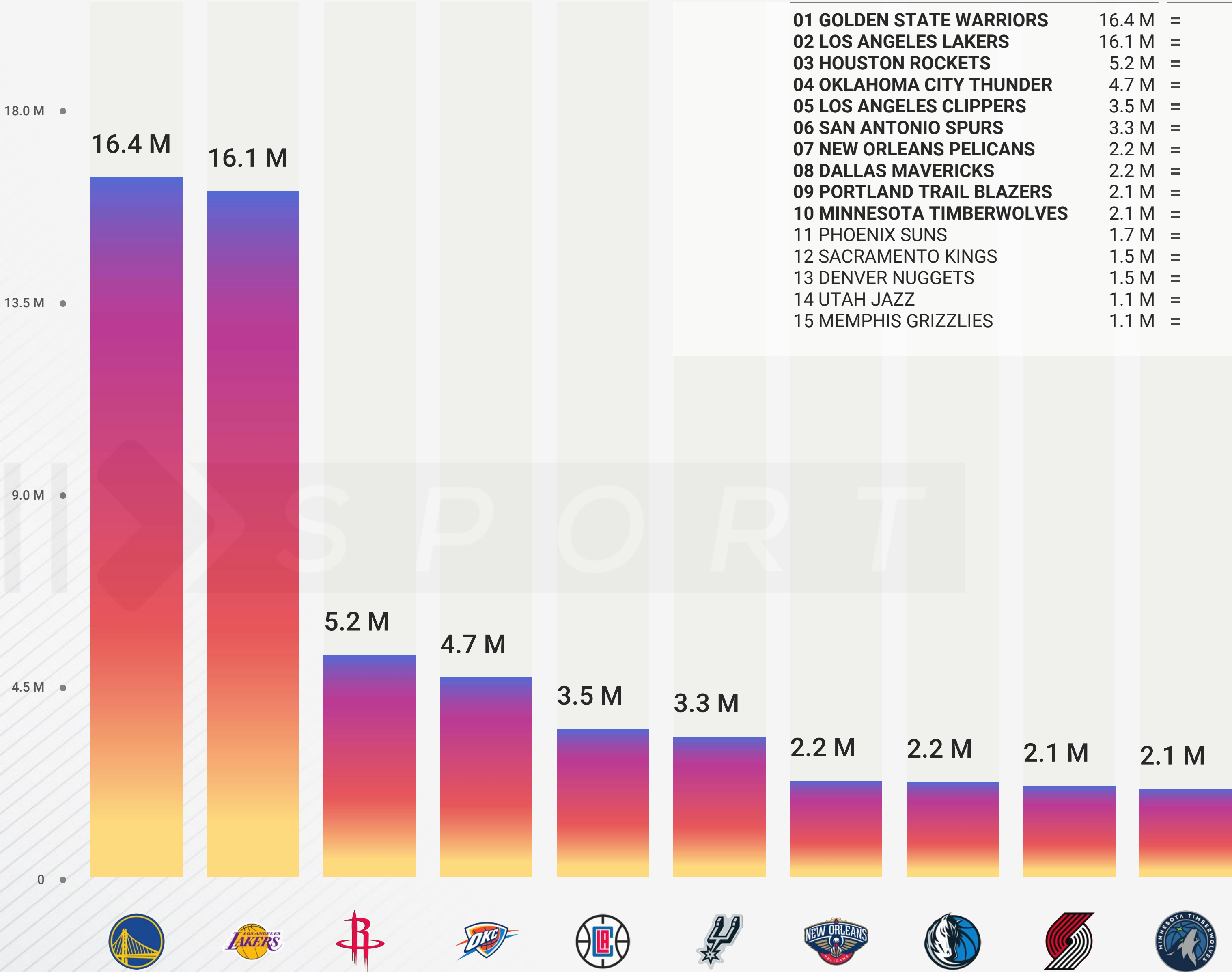


TOTAL FANBASE

64.5 M



Ranking of the most followed NBA Western Conference franchises on Instagram.



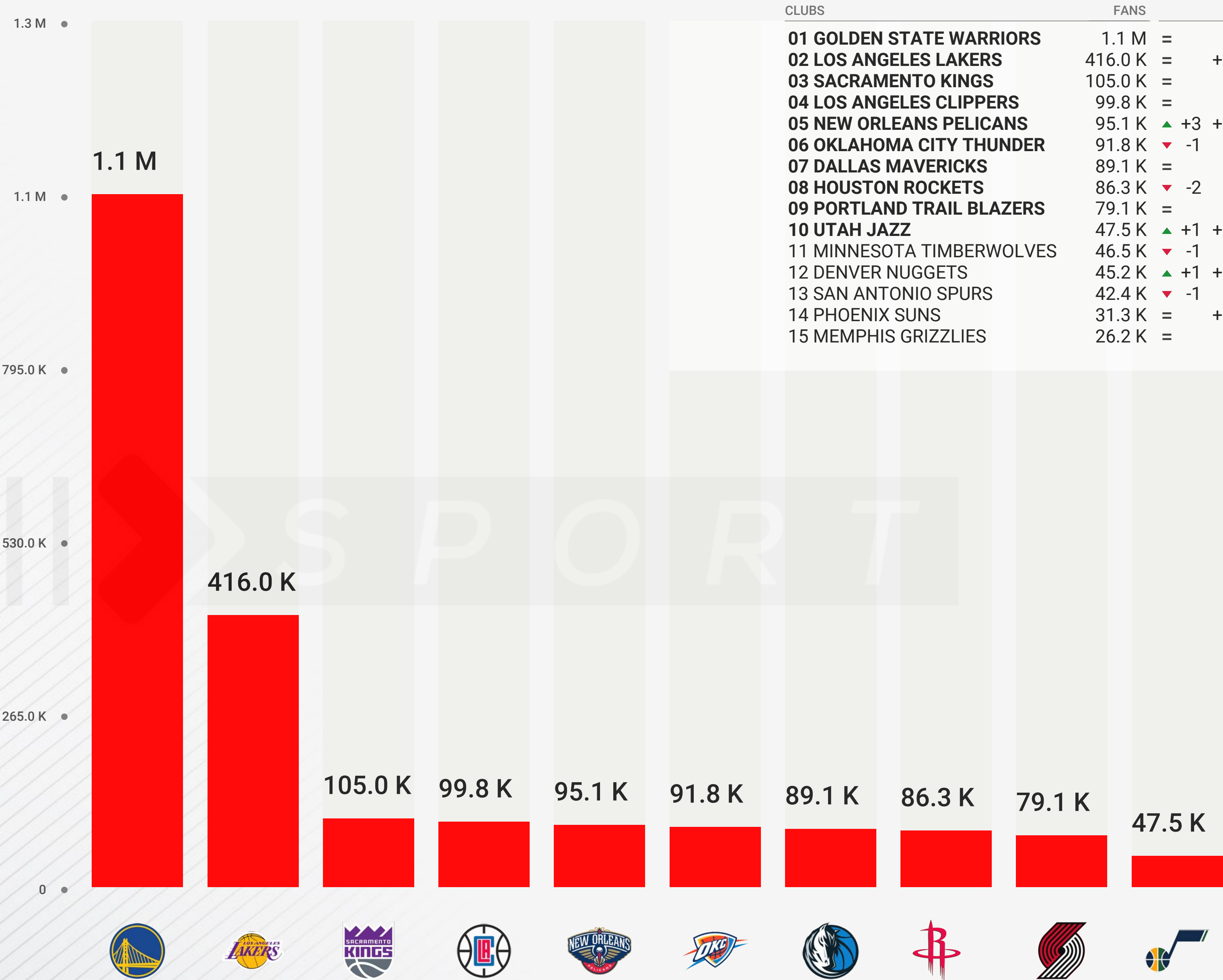
*[from November 25, 2020 to March 02, 2021]

WEST. CONFERENCE YouTube

TOTAL FANBASE

2.4 M

Ranking of the most followed NBA Western Conference franchises on YouTube.



*[from November 25, 2020 to March 02, 2021]

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

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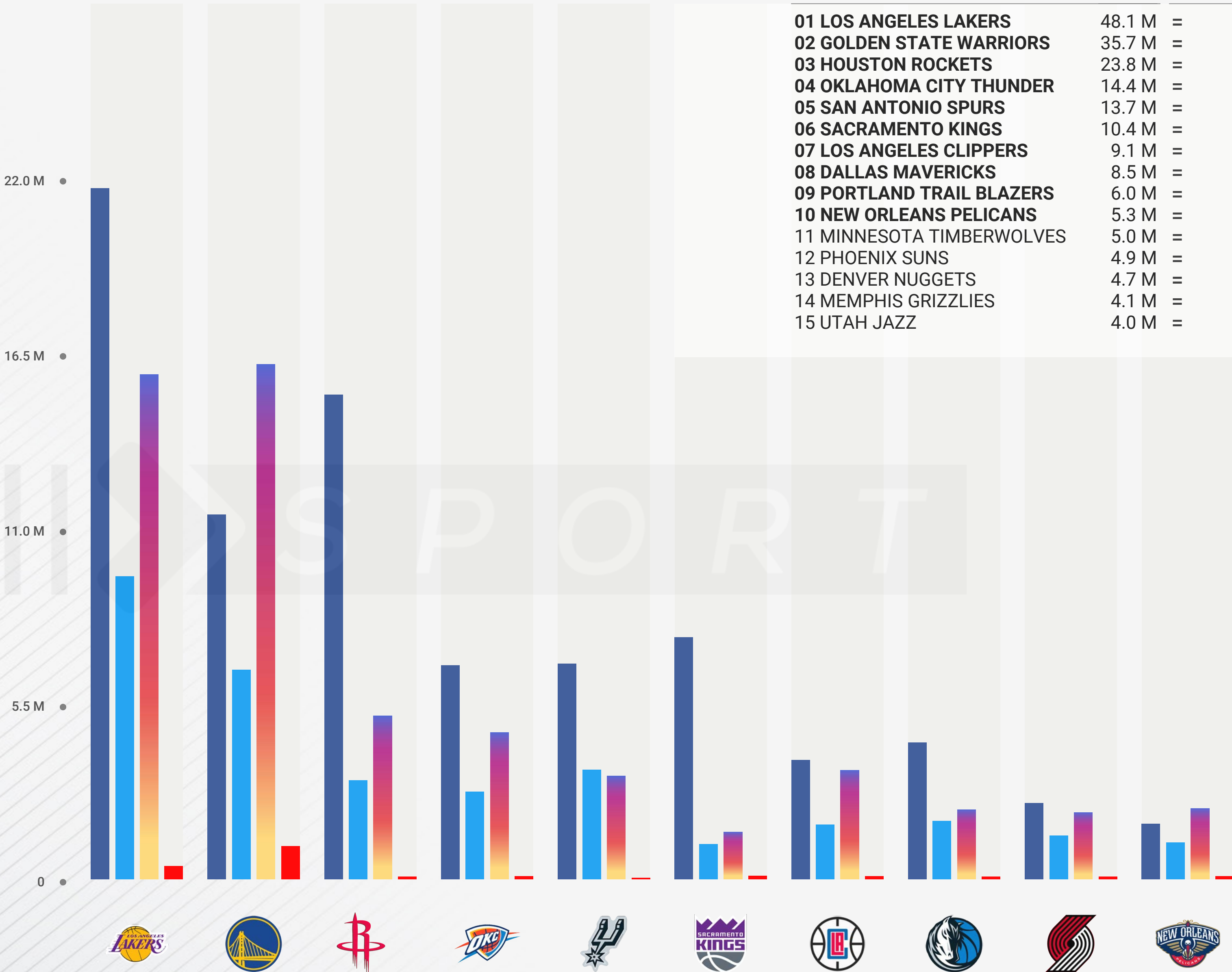
WEST. CONFERENCE Social



TOTAL FANBASE
197.6 M



Ranking of the most followed NBA Western Conference franchises based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



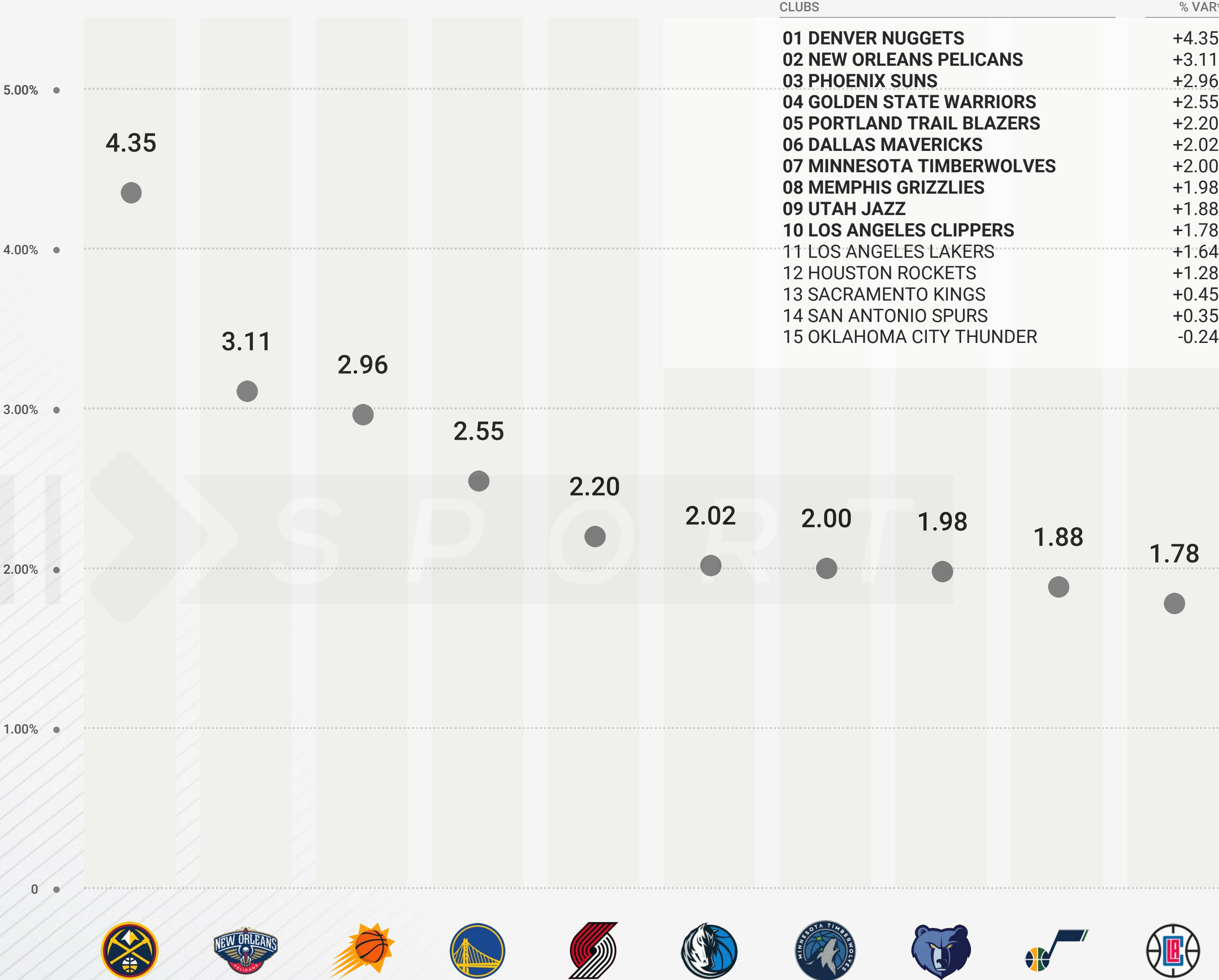
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WEST. CONFERENCE Grown Up



Ranking of the most grown up NBA Western Conference franchises based on the aggregate Facebook, Twitter, Instagram, YouTube fanbases.



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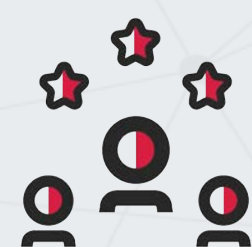




OUR HUB YOUR STRATEGY

CONTACT US

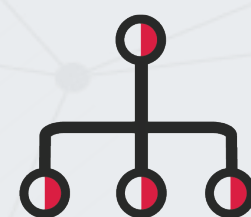
OR GO TO SPORTXP.NET



The sport platform designed to offer a complete fan experience able to transform the fan from just a user to an active part of the community.



The new frontier of fan engagement where supporters will experience personalised features dedicated to the world of their club.



The software born to acquire a constant flow of data and to optimise the acquisition, membership and monetization processes.

WHO CHOSE US



OLIMPIA MILANO



FROSINONE CALCIO



SIR VOLLEY PERUGIA

And many more.
DISCOVER OUR PROJECTS

Fanize

ENGAGE FANS MONETIZE THEM

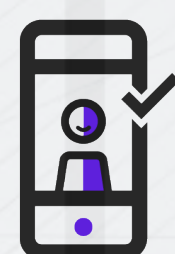
CONTACT US

OR GO TO

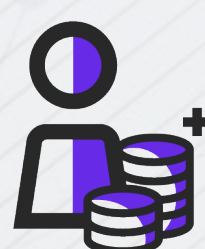
[FANIZE.IT](https://fanize.it) AND
[SPORT.FANIZE.IT](https://sport.fanize.it)



The fan engagement and loyalty platform based on gamification and rewarding dynamics, able to engage the user in the transactional phase (after the purchase) and in the pre-transactional one.

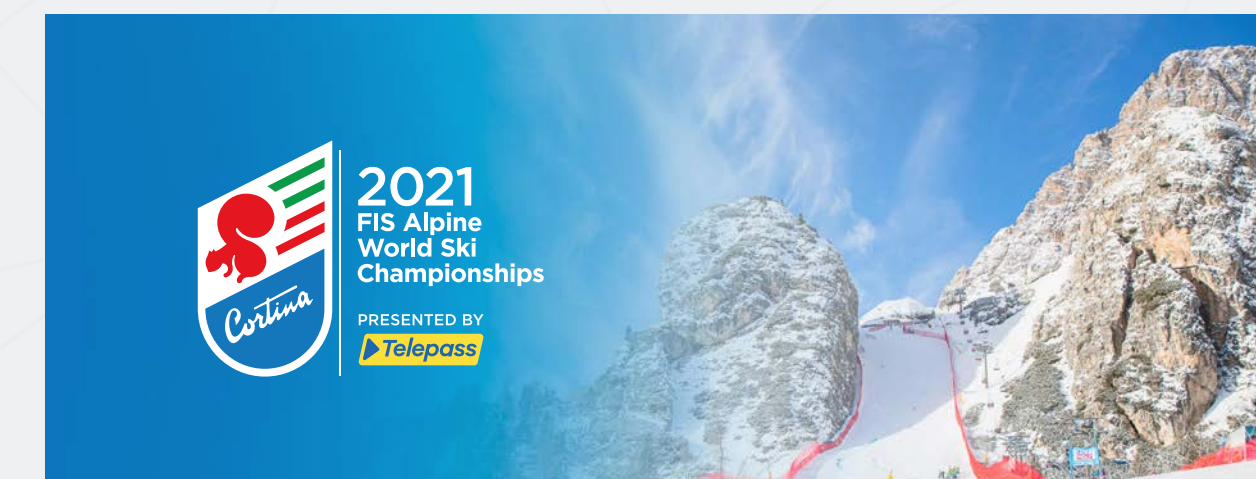


The tool to centralize the authentication and the building of users' records, aggregating data, profiling and acquiring relevant info to create a structured database.



The touchpoint, based on an own algorithm, to activate new revenue models, realizing targeted campaigns and even more solid and effective loyalty & membership strategies.

WHO CHOSE US



2021 FIS ALPINE WORLD SKI CHAMPIONSHIPS



FIR - FEDERAZIONE ITALIANA RUGBY



LEGA NAZIONALE PROFESSIONISTI B

And many more.
DISCOVER OUR PROJECTS

OUR REPORTS

#TEFCReport



#TWFCReport



#TEFReport



#TEFSReport



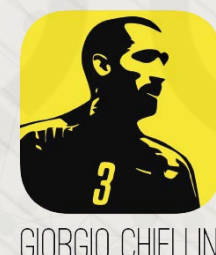
#TBLReport



#TVLReport



OUR CLIENTS





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

Our story begins in 2011, when Fabio and Mirko Lalli founded IQUII to offer an innovative approach to IT security services. Since the foundation, IQUII has never settled and continues to grow. In 2012, the company focused on the development of new web, mobile and wearable technologies, and integrated Digital Marketing and consultancy services into its offering. That growth never stopped, and in 2016 IQUII becomes part of the Be-TSE holding, a listed group in the Italian stock market and now, with the two offices in Rome and Milan, it counts more than 50 professionals on the Italian territory and a consultancy network in Spain and Netherlands.

**We are
Digital Enablers**

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

Data are collected through proprietary tools and concern NBA clubs playing in Eastern and Western Conference. Logos and all rights are reserved to their respective owners.

The collection of the data has been carried out on March 2, 2021. The report update will be done on a three-month basis.

The data refers to the Facebook, Twitter, Instagram and YouTube accounts. Logos and all rights are reserved to their respective owners.

Although we are committed to providing accurate and timely information, there can be no guarantee that such information will be accurate at the time of publication or will continue to be in the future.

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