



“THE BASKETBALL LEAGUE” REPORT

A Data-Driven Digital Analysis focused on Basketball





We are
Digital Enablers

IQUII was born in 2011 and founded by two partners, Mirko and Fabio. The initial activity was focused on IT and security services. Its business model was reorganized in 2012, focusing on new mobile/web technologies.

In 2013 IQUII integrated Digital Marketing and consultancy services in its commercial offer. In 2013 the company started a Wearable-IoT lab in order to position itself in Italy as the development leader of embedded software, mobile software, wearable technologies and User Experience.

Today IQUII is a company which is strongly growing and quickly expanding abroad. From 2016 IQUII is part of the group "Be", a multinational company which is quoted on the Italian stock exchange.

We focus on the key areas of digital projects in order to enable new business models and new opportunities through technologies. We realize creative communication strategies, enhanced by method and experience. We deeply explore trends and opportunities merging knowledge, research and extended vision. We lead our clients through innovative paths to connect people and brands, combining listening skills, engagement and experimentation.

Summary

IQUII SPORT	4
FANIZE: THE FAN ENGAGEMENT & LOYALTY PLATFORM	6
SPORTXP: THE SPORT PLATFORM FOR CLUBS	7
PLAYERXP: THE SPORT PLATFORM FOR ATHLETES	8
LBA Serie A	10
LNP Serie A2 Ovest	19
LNP Serie A2 Est	28
ITALY: Overview	37
NEW OFFICIAL APPS	51
LBA Serie A: Players	55
LNP Serie A2 Ovest: Players	60
LNP Serie A2 Est: Players	65
TBL (R)EVOLUTION	70

In August 2017 IQUII Sport has been launched, the Business Unit designed to study and deepen four Sport Industry areas:



SPORT MARKETING & FAN ENGAGEMENT

Understanding main stakeholders' strategies and anticipating Sport Industry trends, to engage the fan inside and outside the venue with membership, loyalty, proximity and sport retail strategies.



INNOVATION TECHNOLOGY & SPORT PLATFORMS

Outlining the relationship between sport and new technologies, deepening CRM and membership platform development studying technologies for clubs, associations and sports events.



DATA MONETIZATION

Developing data-driven strategies to support stakeholders, aiming to create value from data both directly and indirectly, and integrating online and offline touchpoints.



INSIGHTS & REPORTS

Collecting and analysing data, producing reports and infographics about clubs, players, events and the new eSports scenario.

Nowadays, the implementation of a strategy needs to be planned with a data-driven approach.

With this in mind, our two reports were born: "**The European Football Club**" Report for football and "**The Basketball League**" Report for basketball. These studies deal with the presence of the main stakeholders of the related sports on social media, highlighting variations and overtakes on a monthly basis.

The aim of IQUII Sport is to realize and to offer tools supporting clubs, brands and athletes in the acquisition, engagement, loyalty and monetization of their own fanbases.

OUR CLIENTS



Fanize

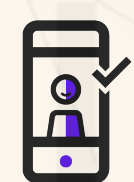
ENGAGE FANS
MONETIZE THEM

CONTACT US

OR GO TO [FANIZE.IT](https://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



FIR - FEDERAZIONE ITALIANA RUGBY



FROSINONE CALCIO



OUR HUB YOUR STRATEGY

CONTACT US

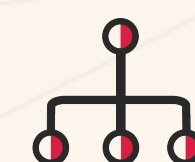
OR GO TO SPORTXP.NET



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.

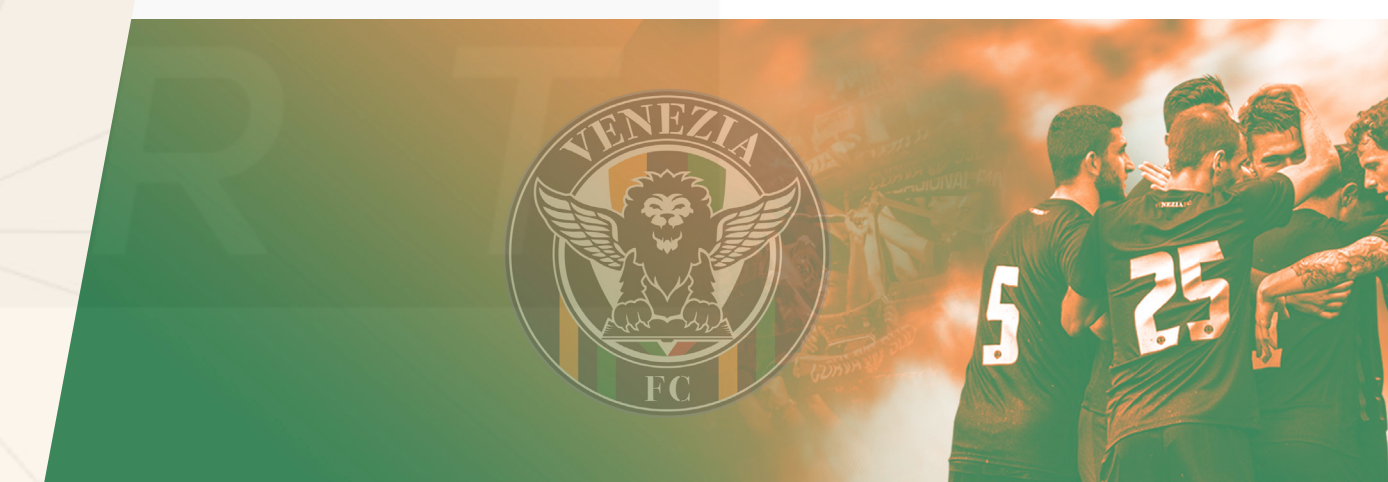


The software born to acquire a constant flow of data and to optimise the acquisition, membership and monetization processes.

WHO CHOSE US



FROSINONE CALCIO



VENEZIA FC



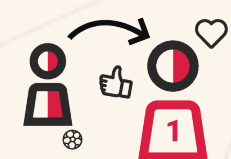
VIRTUS ROMA



**WE ASSIST
YOU SCORE**

CONTACT US

OR GO TO PLAYERXP.IT



The web and mobile platform designed to make the athlete a real brand, turning him into a strategic asset for the business world.

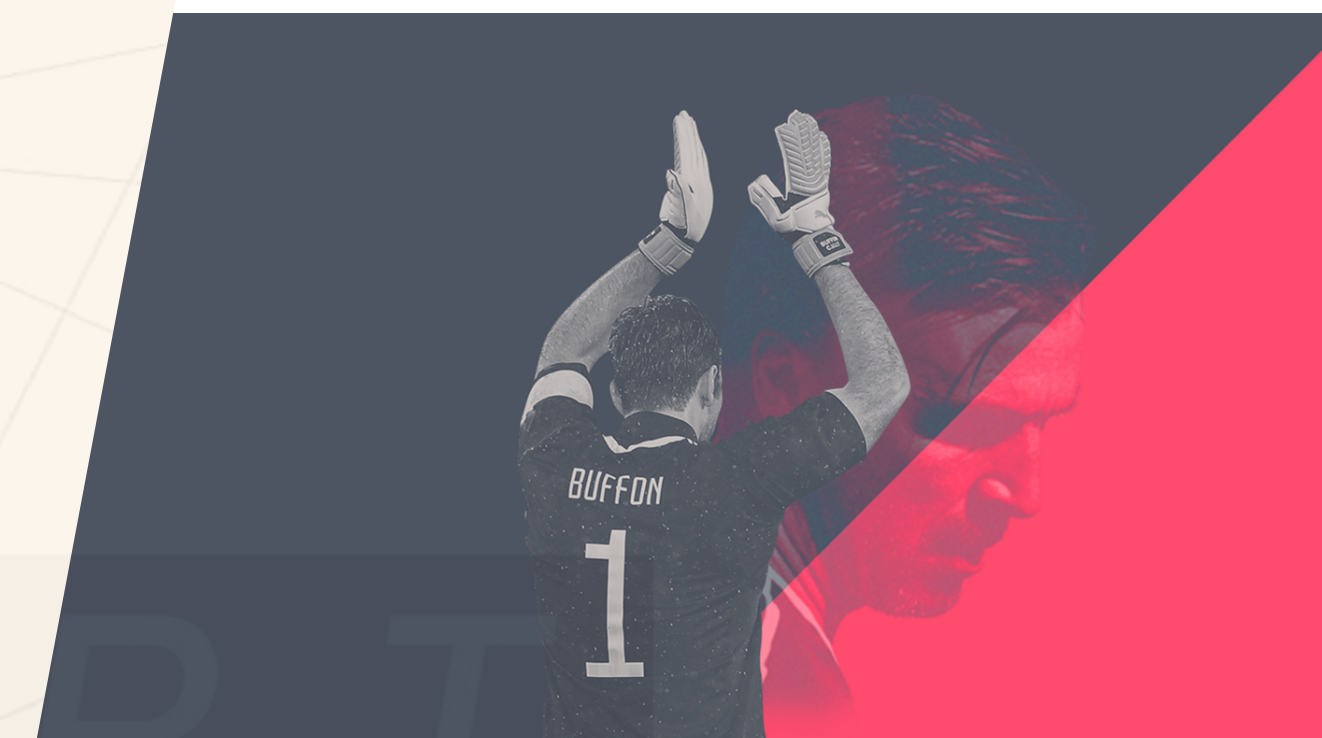


The innovative digital space to get in touch with the fanbase in a new and deeper way, for a closer and more interactive relationship.



The sport platform aimed at optimising the fans' data gathering process and improving their engagement.

WHO CHOSE US



GIANLUIGI BUFFON



GIORGIO CHIELLINI

Basketball Leagues included in this overview

FIRST DIVISION

16 CLUBS



LBA SERIE A

SECOND DIVISION

15 CLUBS



LNP SERIE A2 OVEST

SECOND DIVISION

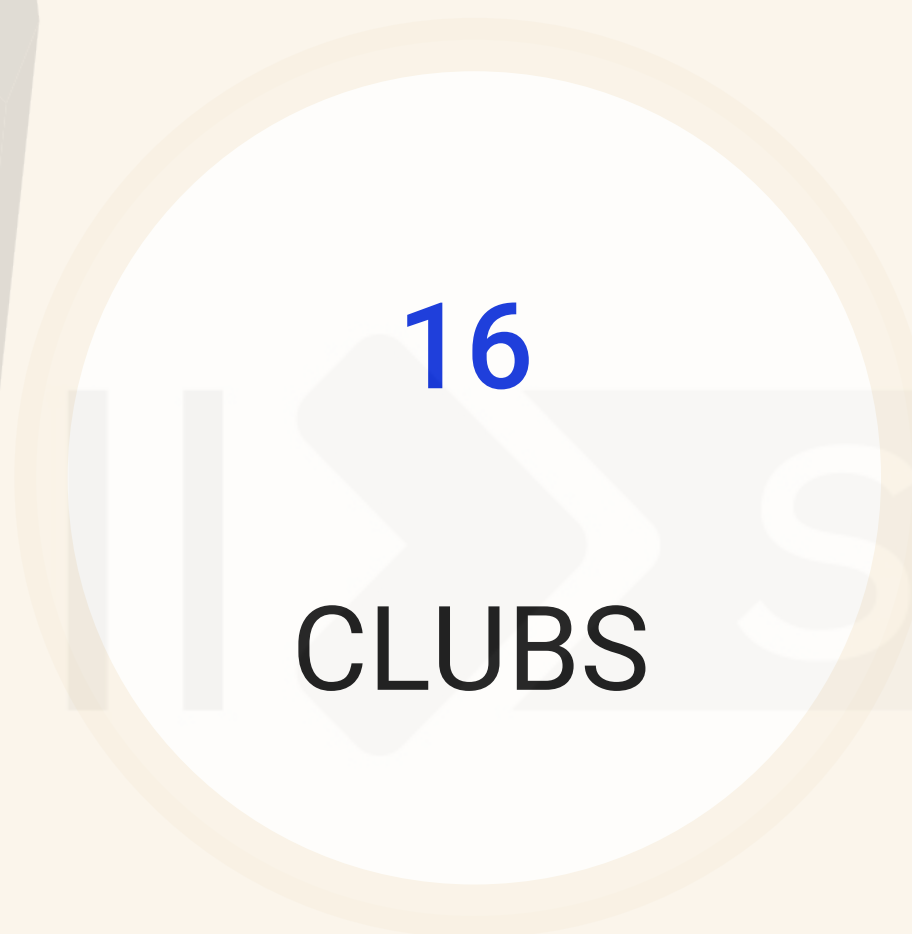
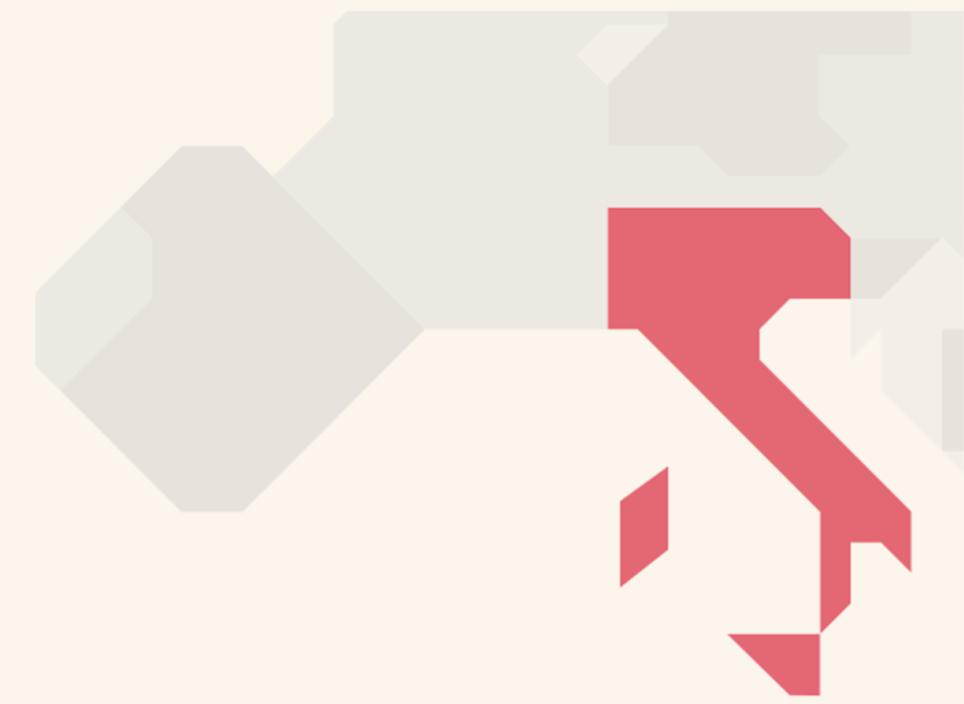
16 CLUBS



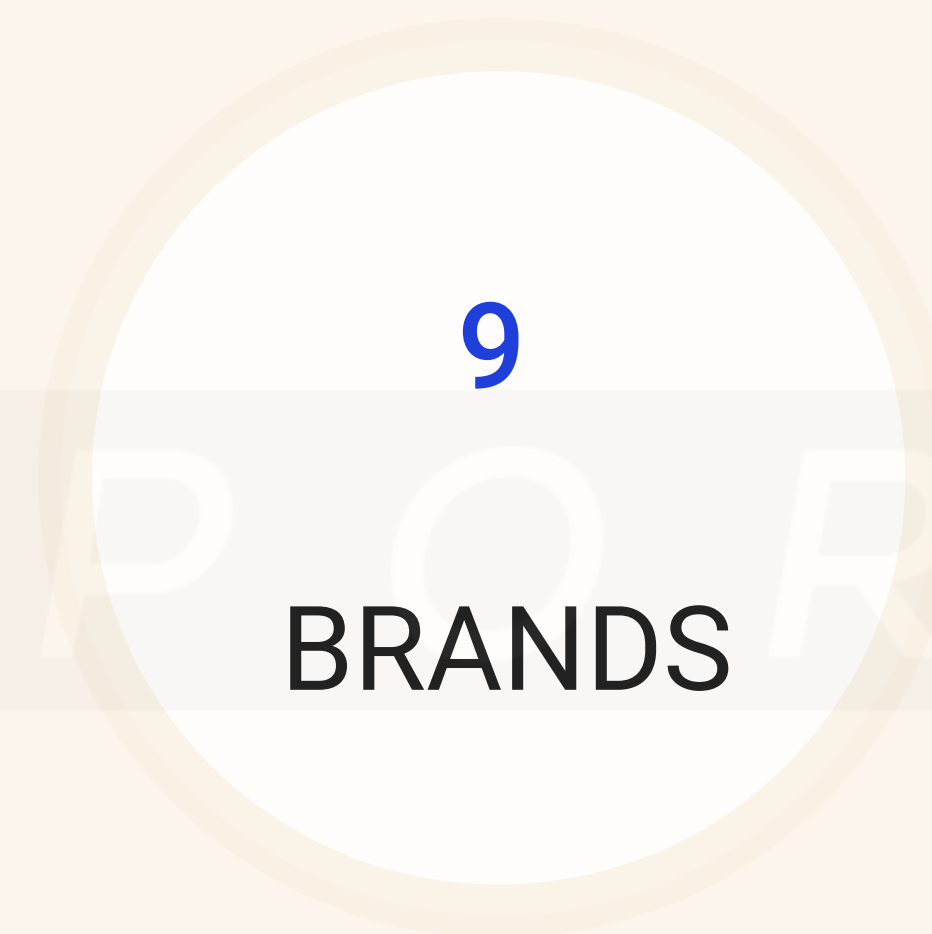
LNP SERIE A2 EST

ITALY

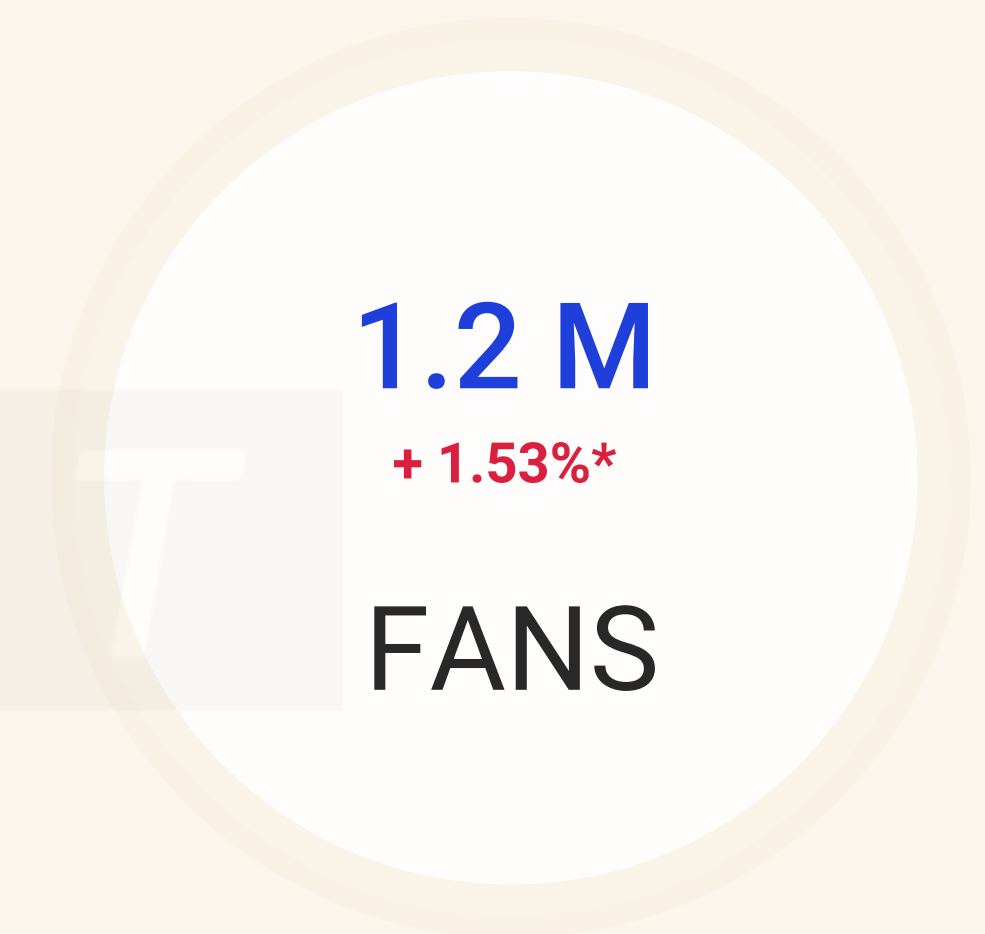
ITALY SnapShot / LBA Serie A



Total LBA Serie A
BASKETBALL CLUBS
analyzed.



Total LBA Serie A TECH
BRANDS analyzed.



Total Facebook, Twitter,
Instagram, YouTube FANS of
the LBA Serie A Basketball Clubs
analyzed.

*[from April 25, 2019 to May 25, 2019]

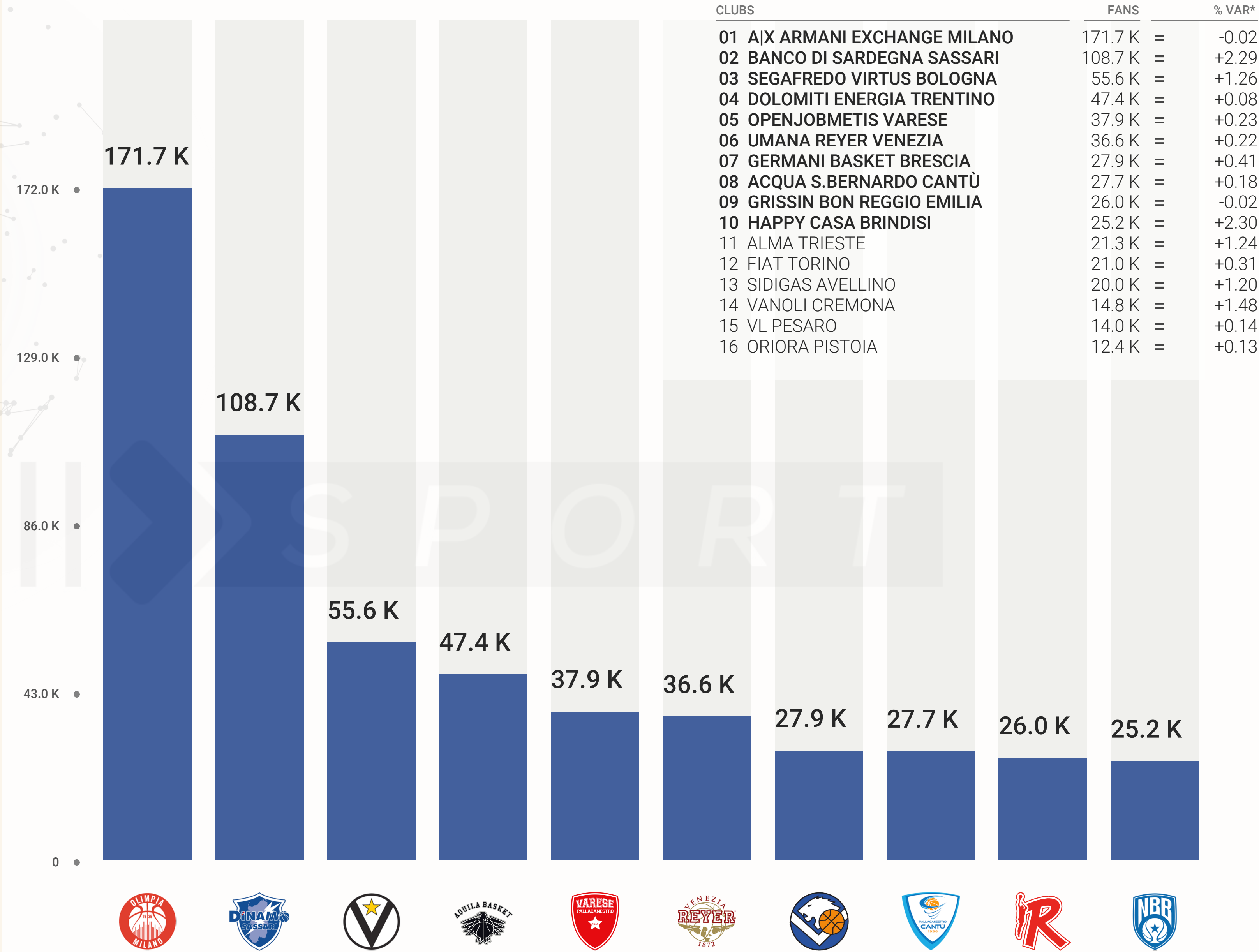
LBA SERIE A Facebook

TOTAL FANBASE

668 K



Ranking of the LBA Serie A basketball clubs on Facebook.



*[from April 25, 2019 to May 25, 2019]

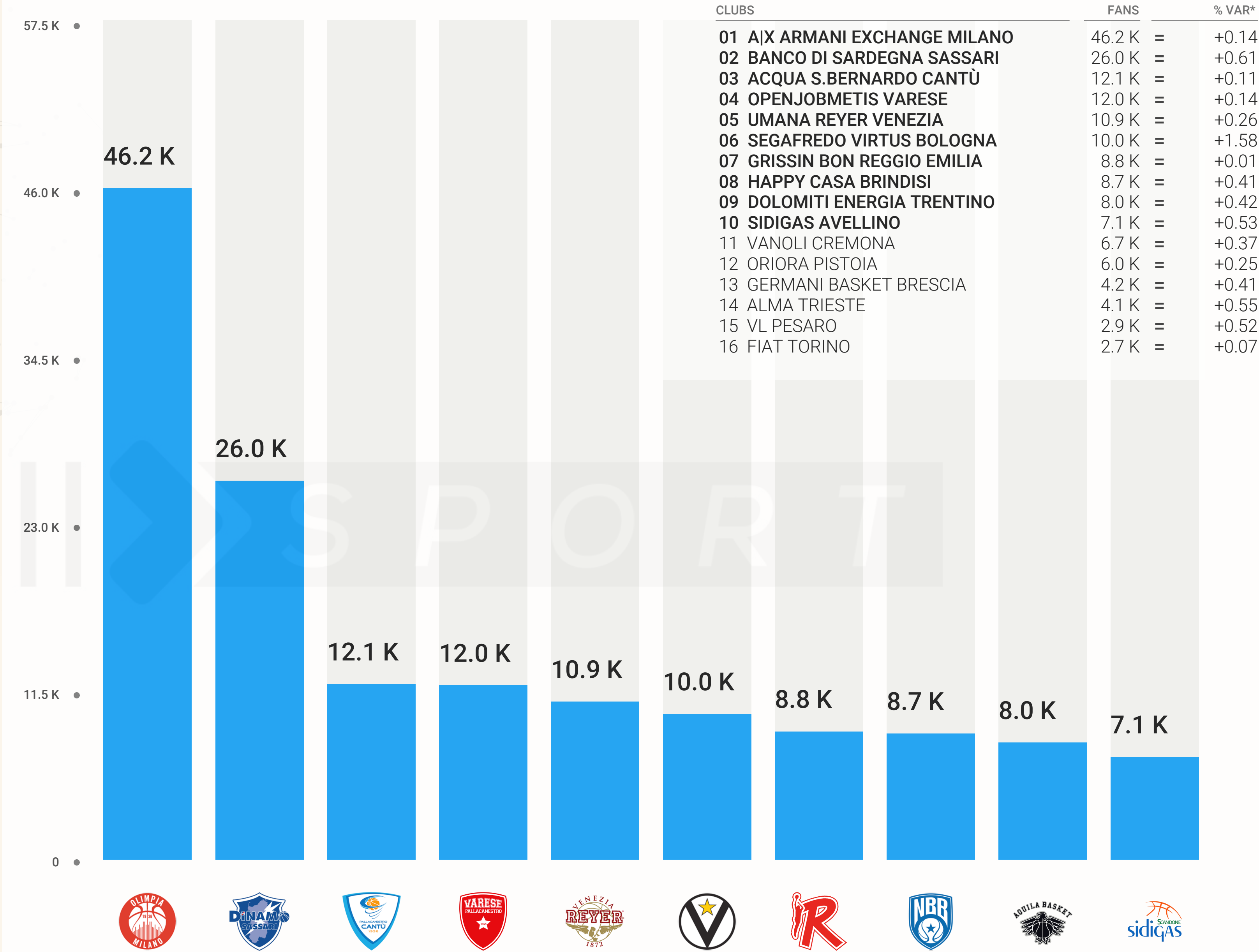


TOTAL FANBASE

176 K



Ranking of the **LBA Serie A** basketball clubs on Twitter.



*[from April 25, 2019 to May 25, 2019]

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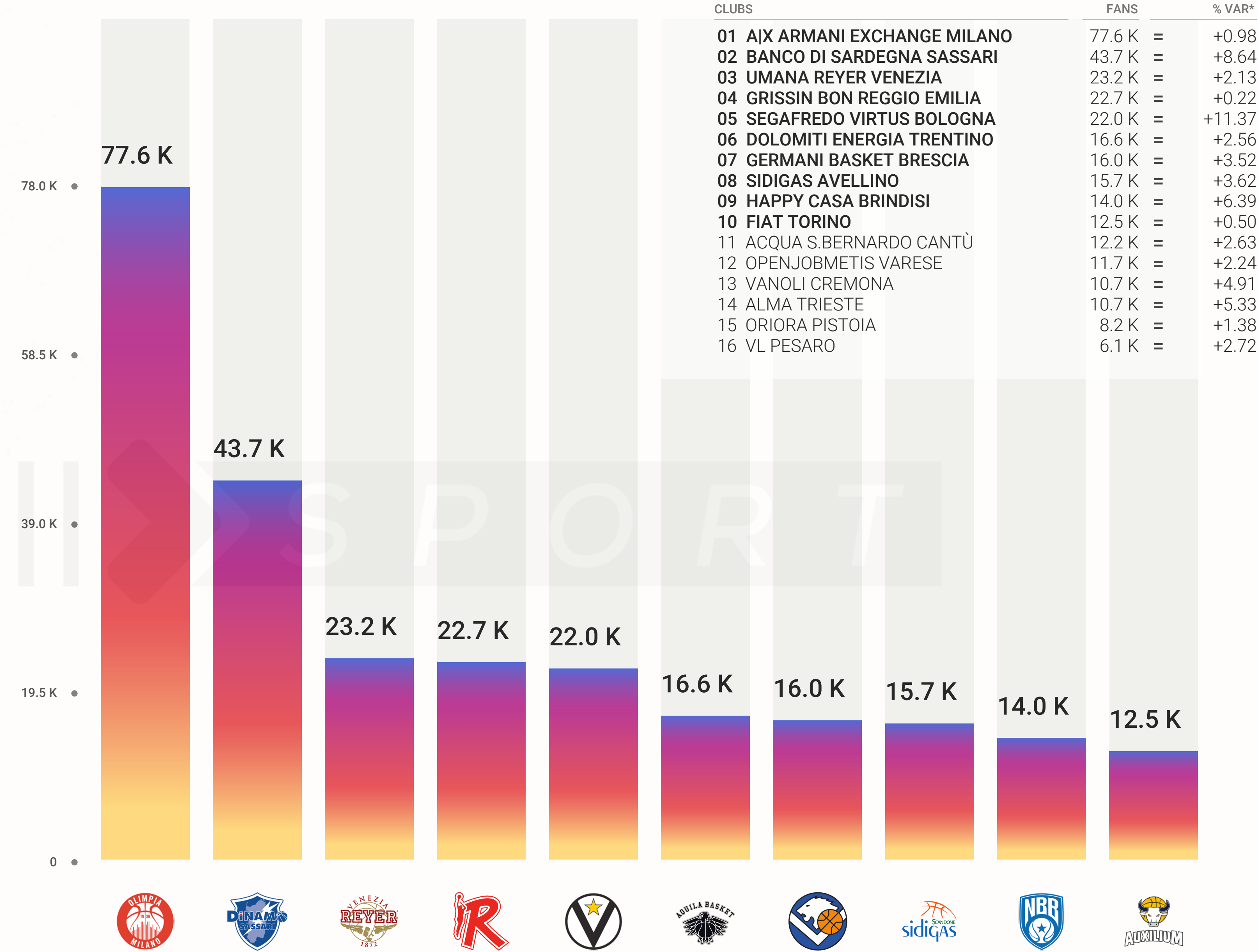
LBA SERIE A Instagram

TOTAL FANBASE

323 K



Ranking of the LBA Serie A basketball clubs on Instagram.



*[from April 25, 2019 to May 25, 2019]

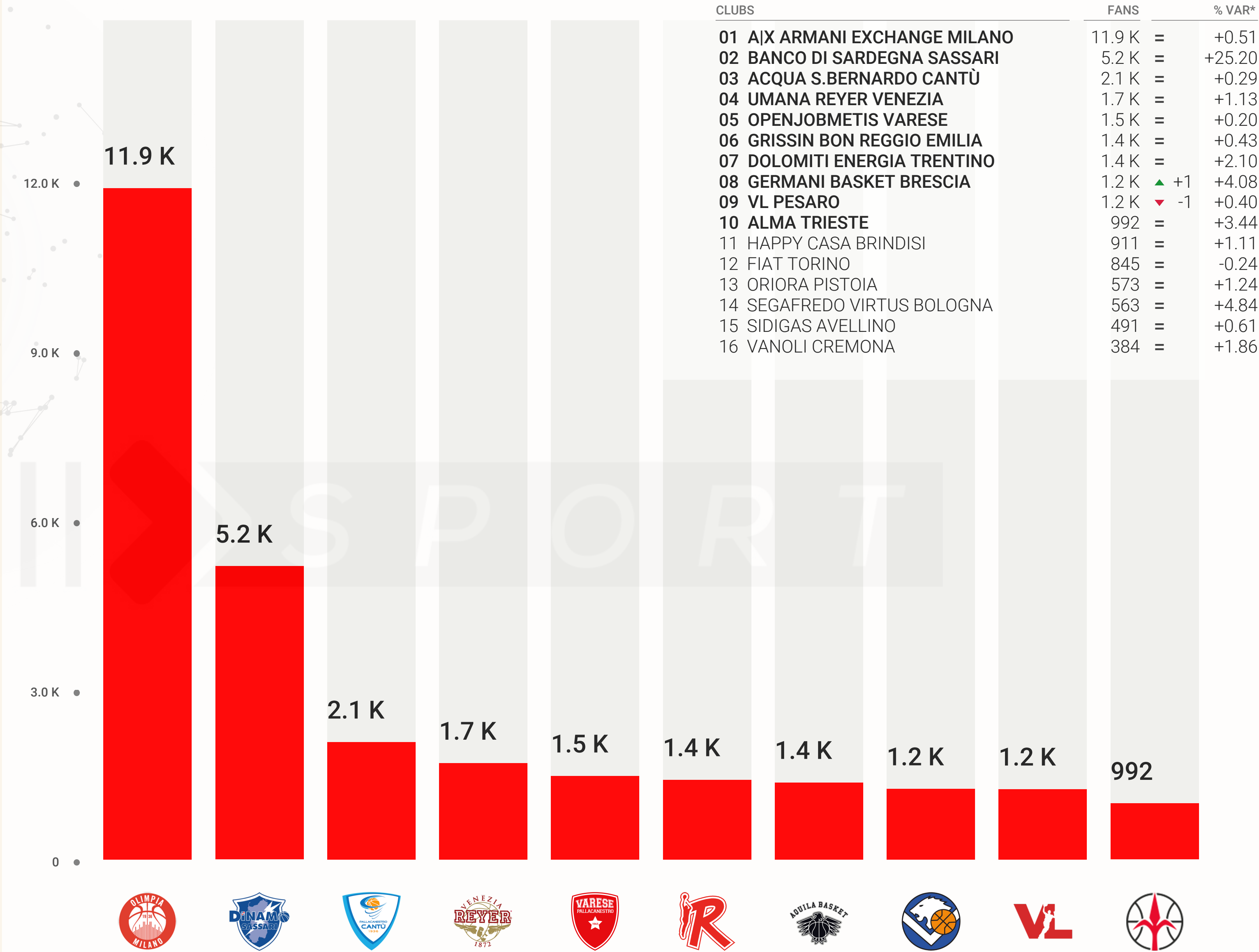
LBA SERIE A **YouTube**

TOTAL FANBASE

32 K



Ranking of the **LBA Serie A** basketball clubs on YouTube.



*[from April 25, 2019 to May 25, 2019]



LBA SERIE A Social

TOTAL FANBASE

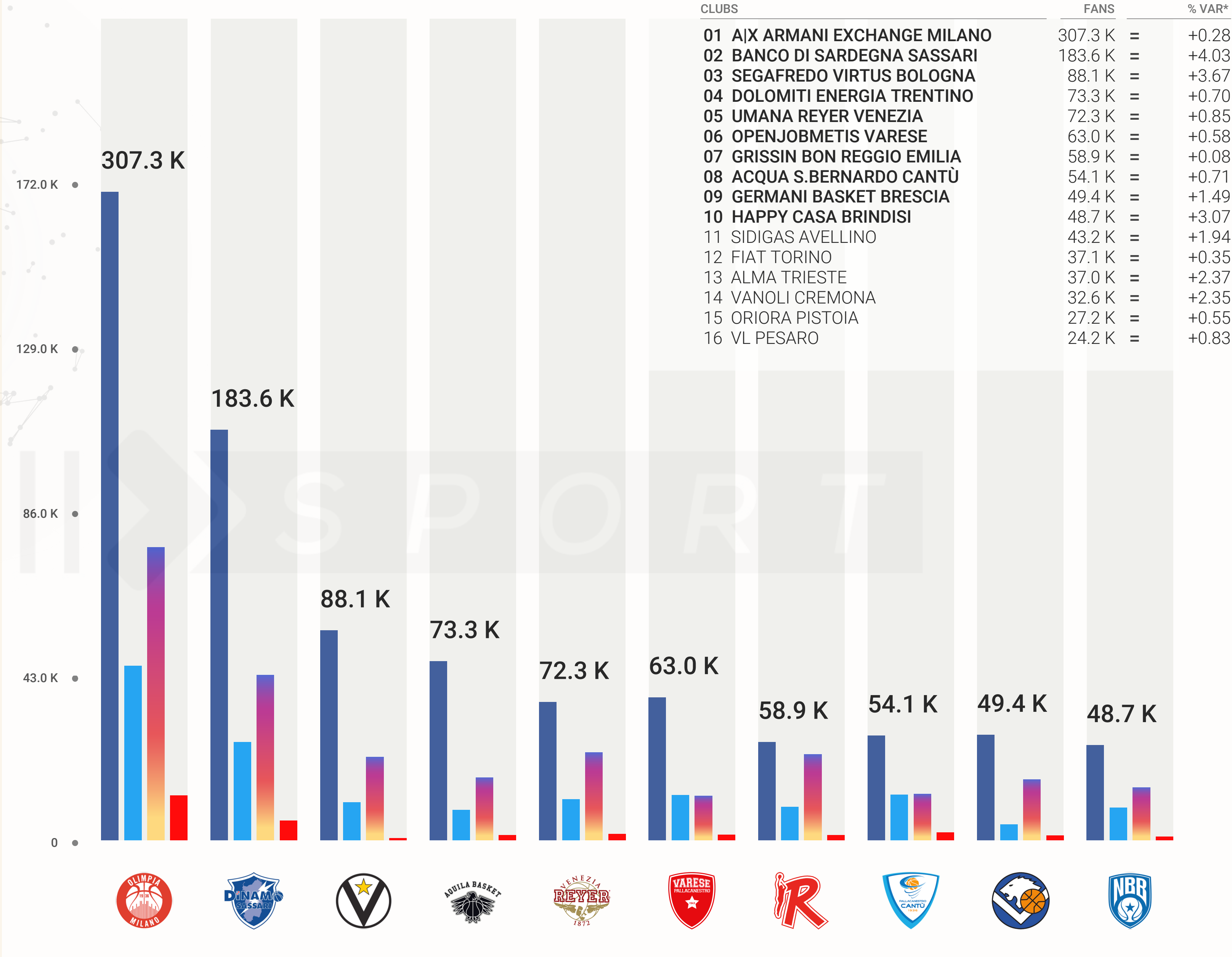
1.2 M



Ranking of the **LBA Serie A** basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

*[from April 25, 2019 to May 25, 2019]

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LBA SERIE A Brands



TOTAL FANBASE

1.2 M



Potential Social Media exposition of the **Tech Brands** in relation to the total fanbase of the 16 sponsored LBA Serie A basketball clubs.

*[from April 25, 2019 to May 25, 2019]

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LBA SERIE A Brands

CLUBS

16

TECH BRANDS

9

Coverage of the **Tech Brands**
in relation to the 16 sponsored
LBA Serie A basketball clubs.

*[from April 25, 2019 to May 25, 2019]

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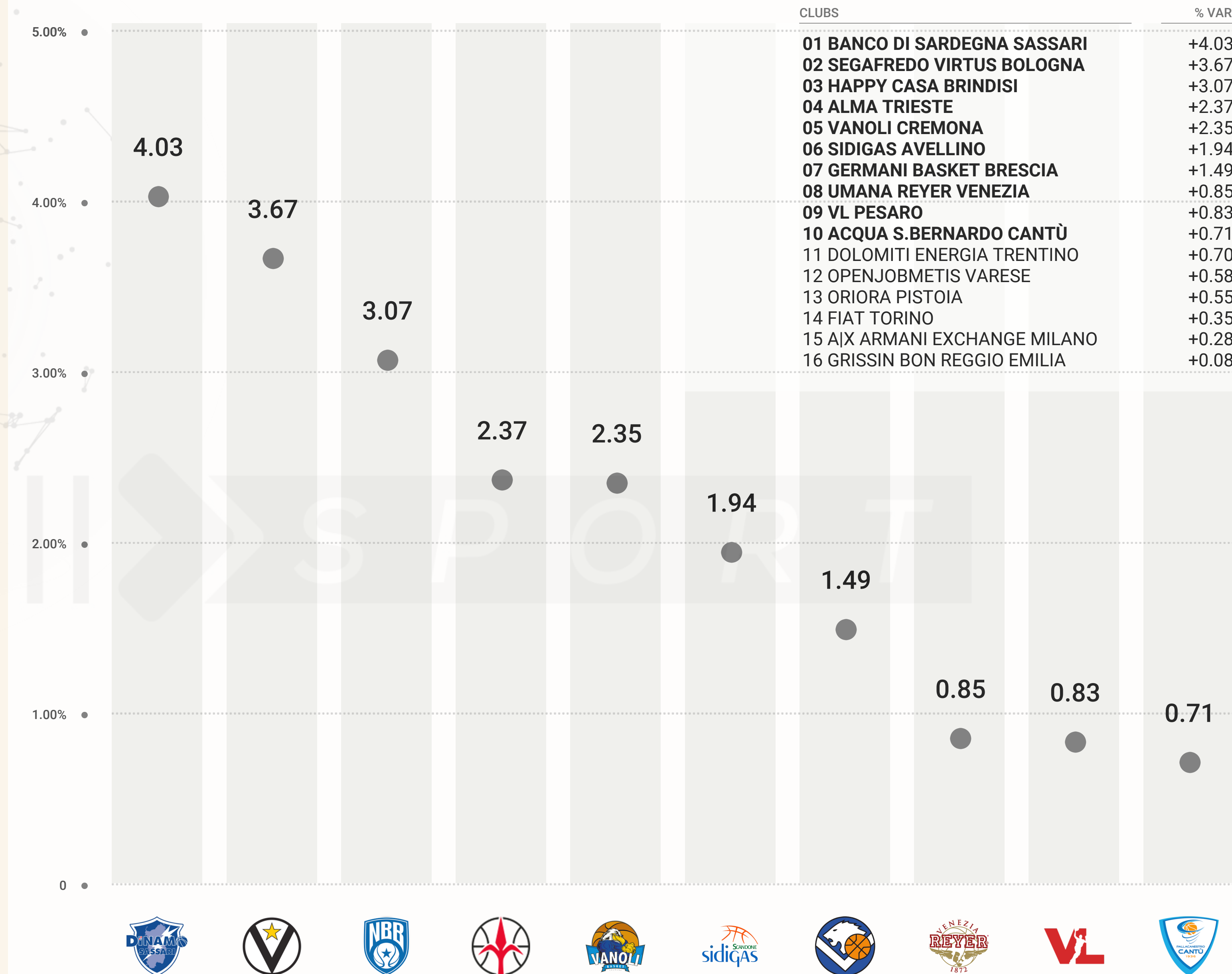


LBA SERIE A Grown Up

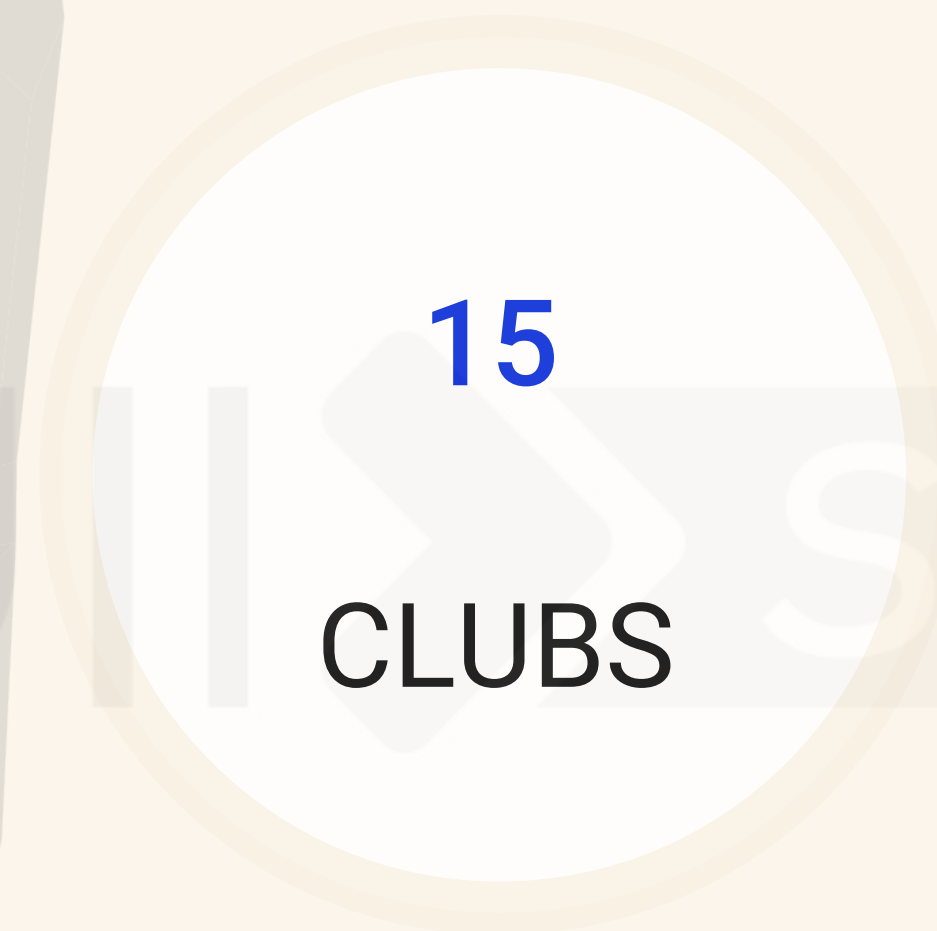
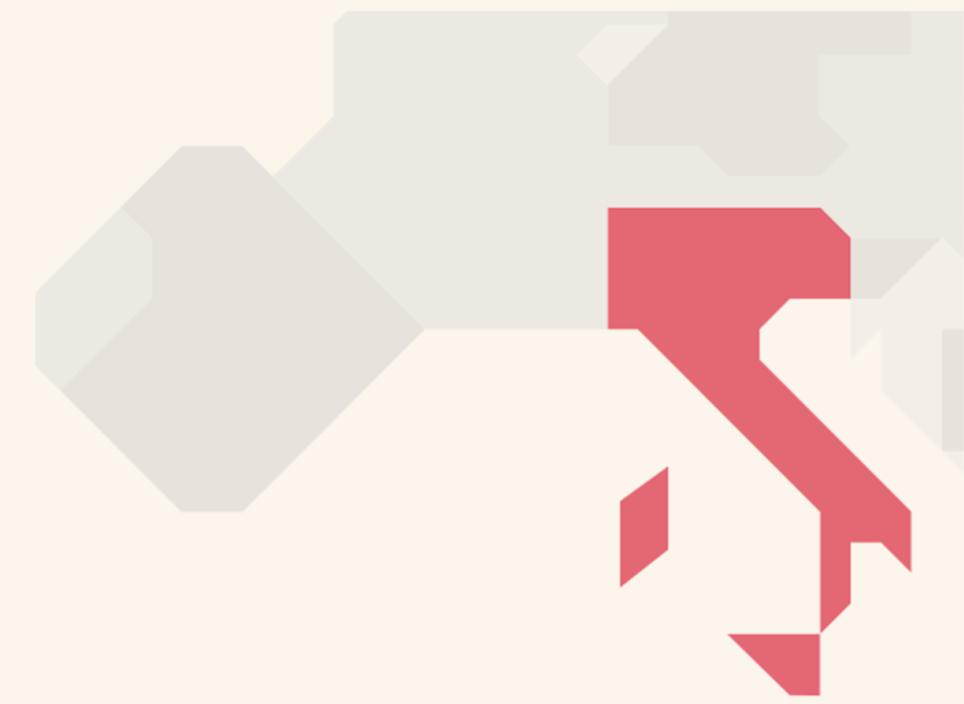


Ranking of the most grown up
LBA Serie A basketball clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

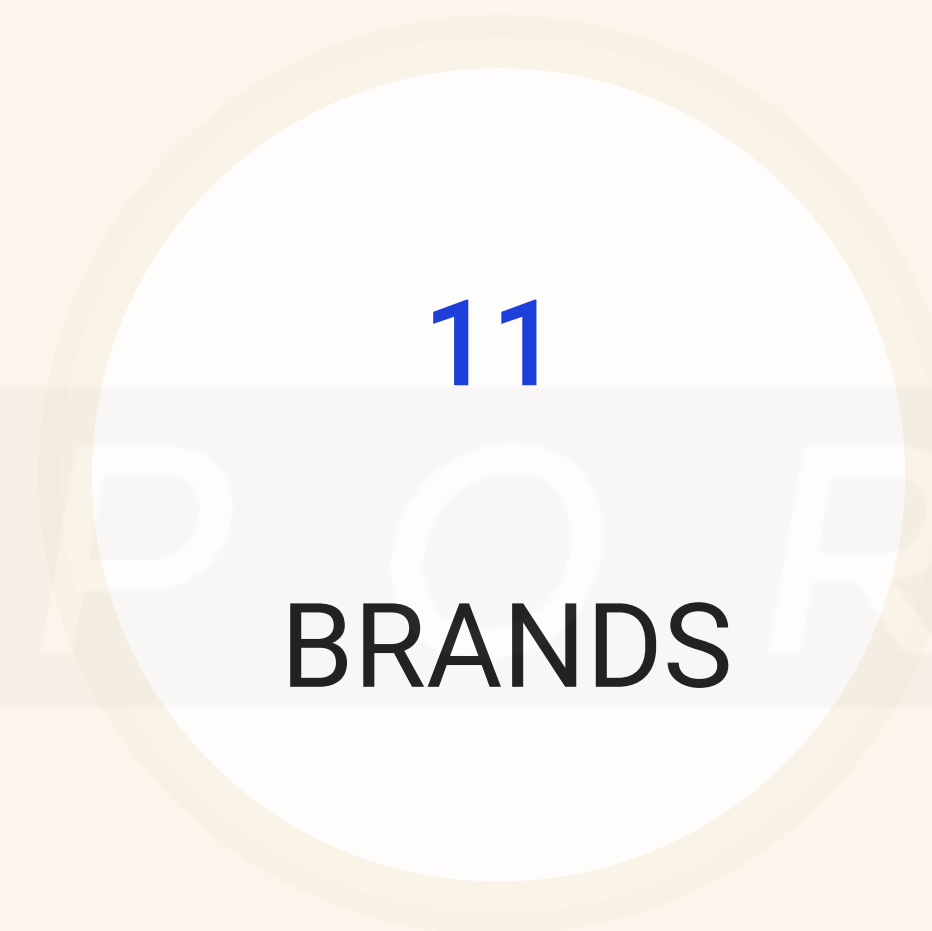
*[from April 25, 2019 to May 25, 2019]



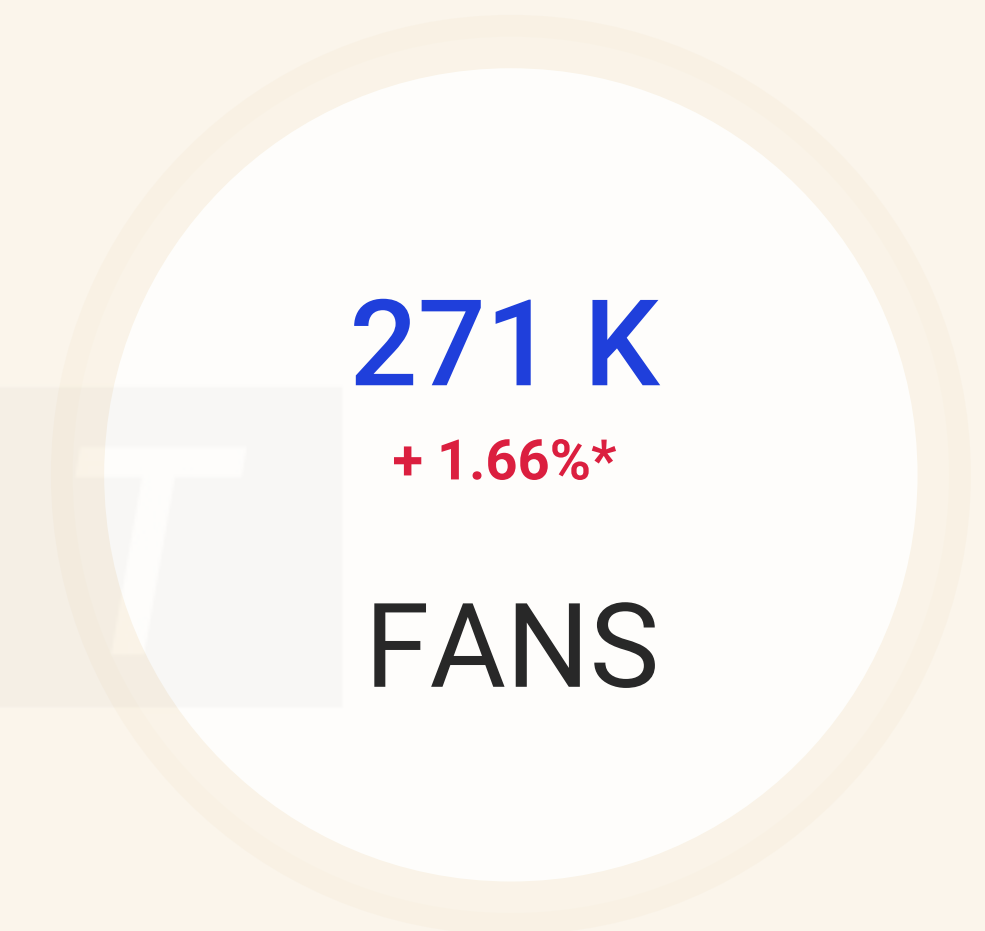
ITALY SnapShot / LNP Serie A2 Ovest



Total LNP Serie A2 Ovest
BASKETBALL CLUBS
analyzed.



Total LNP Serie A2 Ovest
TECH BRANDS analyzed.



Total Facebook, Twitter,
Instagram, YouTube FANS of
the LNP Serie A2 Ovest
Basketball Clubs analyzed.

*[from April 25, 2019 to May 25, 2019]

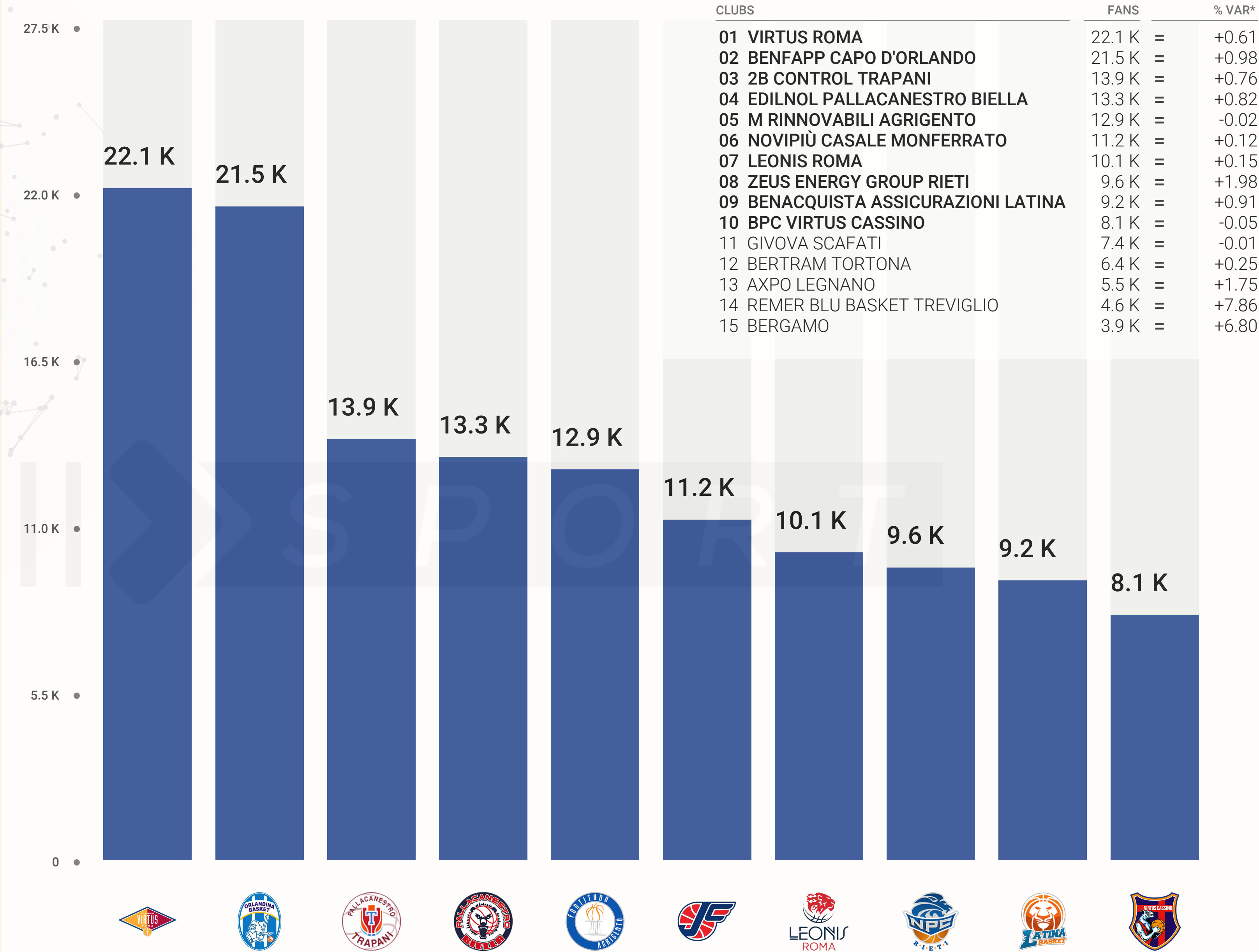
LNP SERIE A2 OVEST **Facebook**

TOTAL FANBASE

160 K



Ranking of the **LNP Serie A2 Ovest** basketball clubs on Facebook.



*[from April 25, 2019 to May 25, 2019]

LNP SERIE A2 OVEST Twitter

TOTAL FANBASE

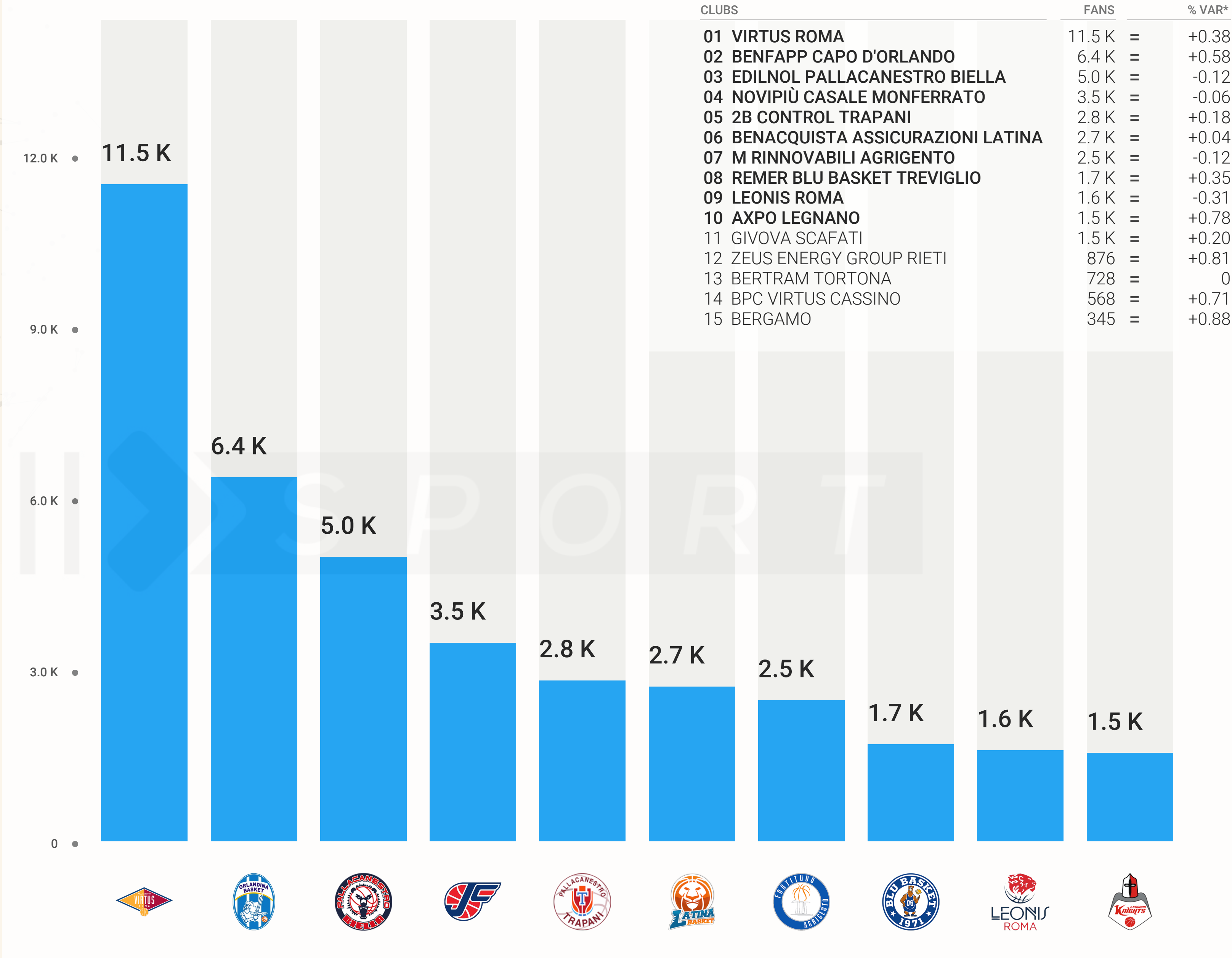
43 K



Ranking of the LNP Serie A2 Ovest basketball clubs on Twitter.

*[from April 25, 2019 to May 25, 2019]

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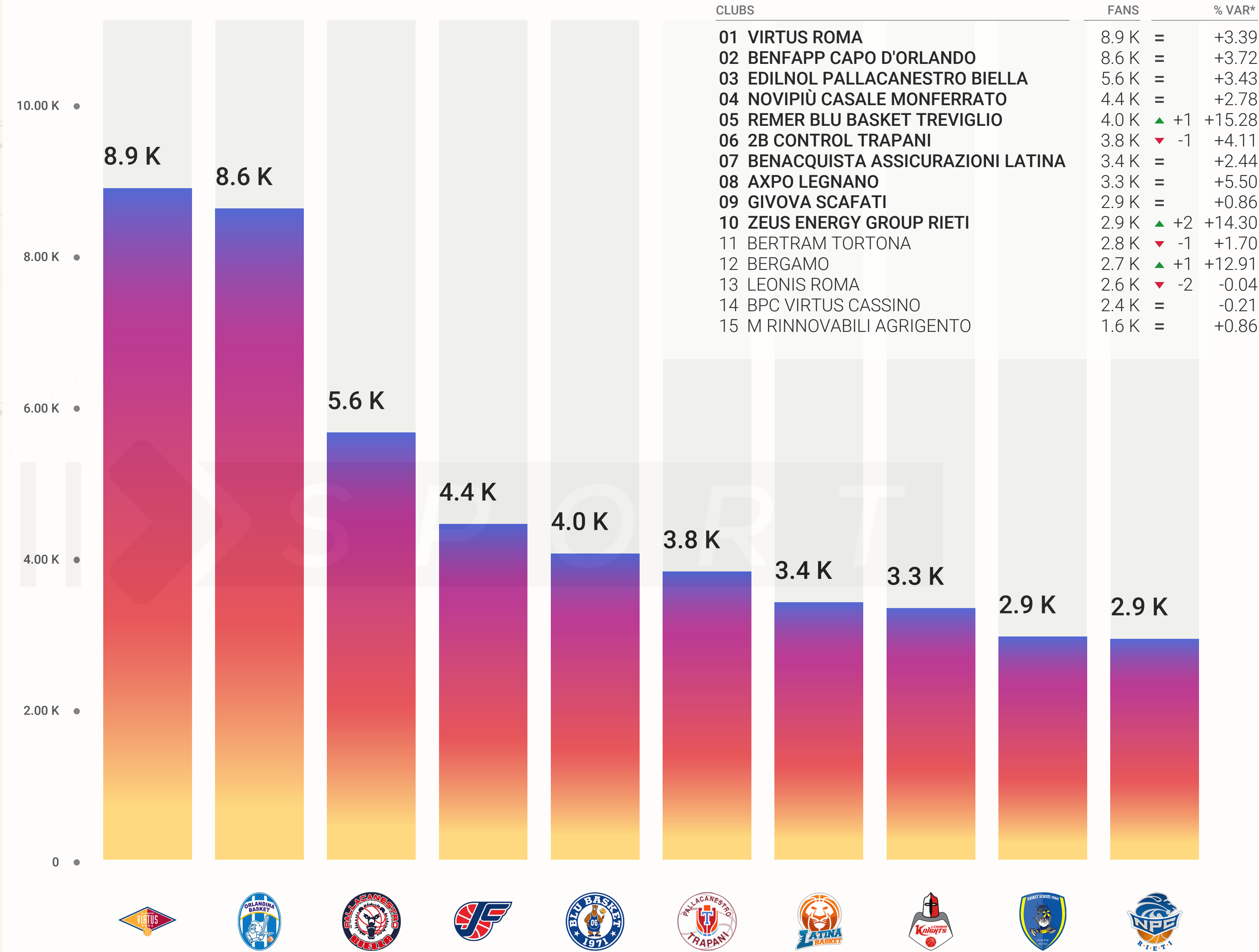
LNP SERIE A2 OVEST Instagram

TOTAL FANBASE

60 K



Ranking of the LNP Serie A2 Ovest basketball clubs on Instagram.



*[from April 25, 2019 to May 25, 2019]

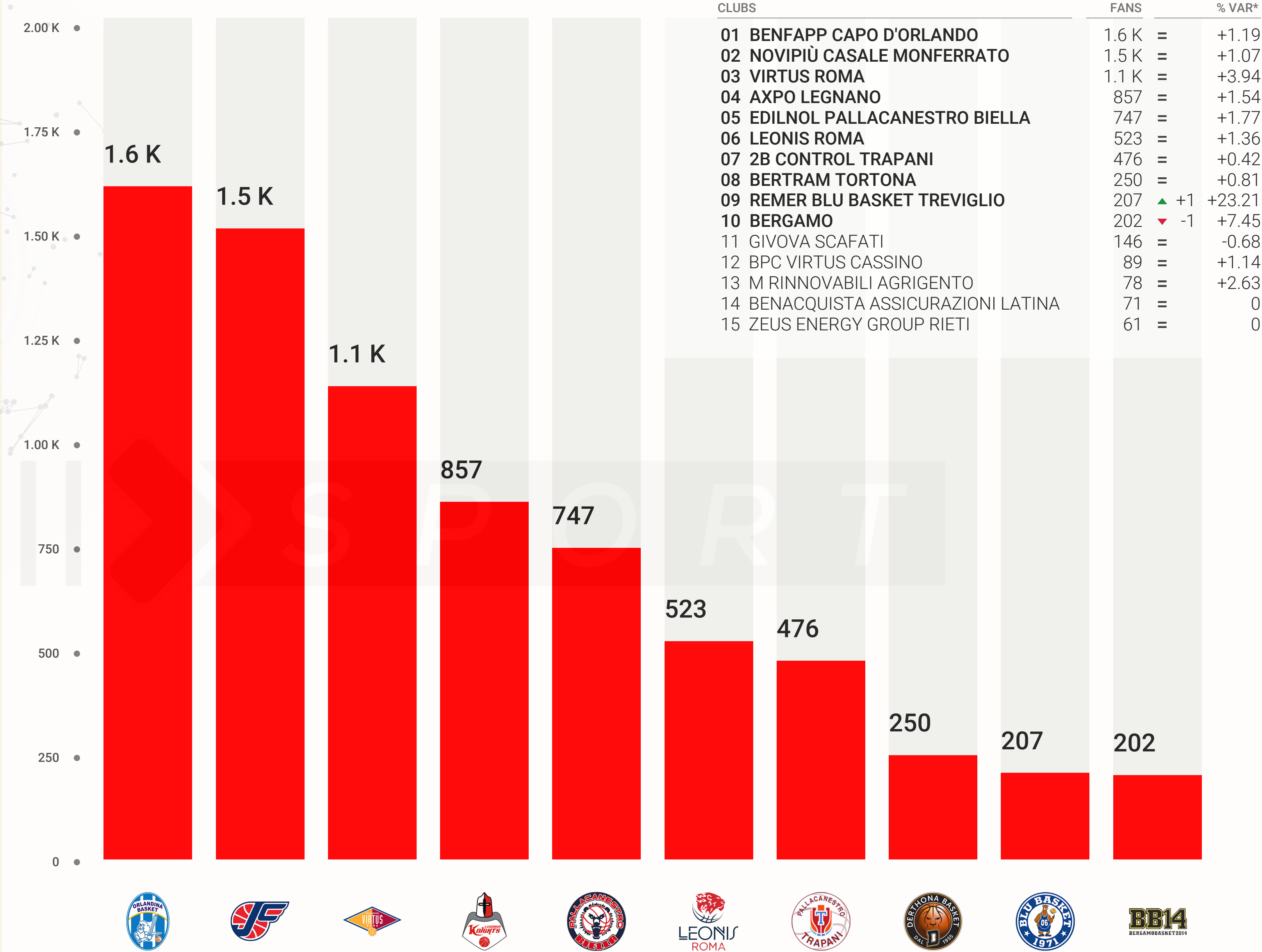
LNP SERIE A2 OVEST YouTube

TOTAL FANBASE

8 K



Ranking of the LNP Serie A2 Ovest
basketball clubs on YouTube.



*[from April 25, 2019 to May 25, 2019]

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LNP SERIE A2 OVEST Social

TOTAL FANBASE

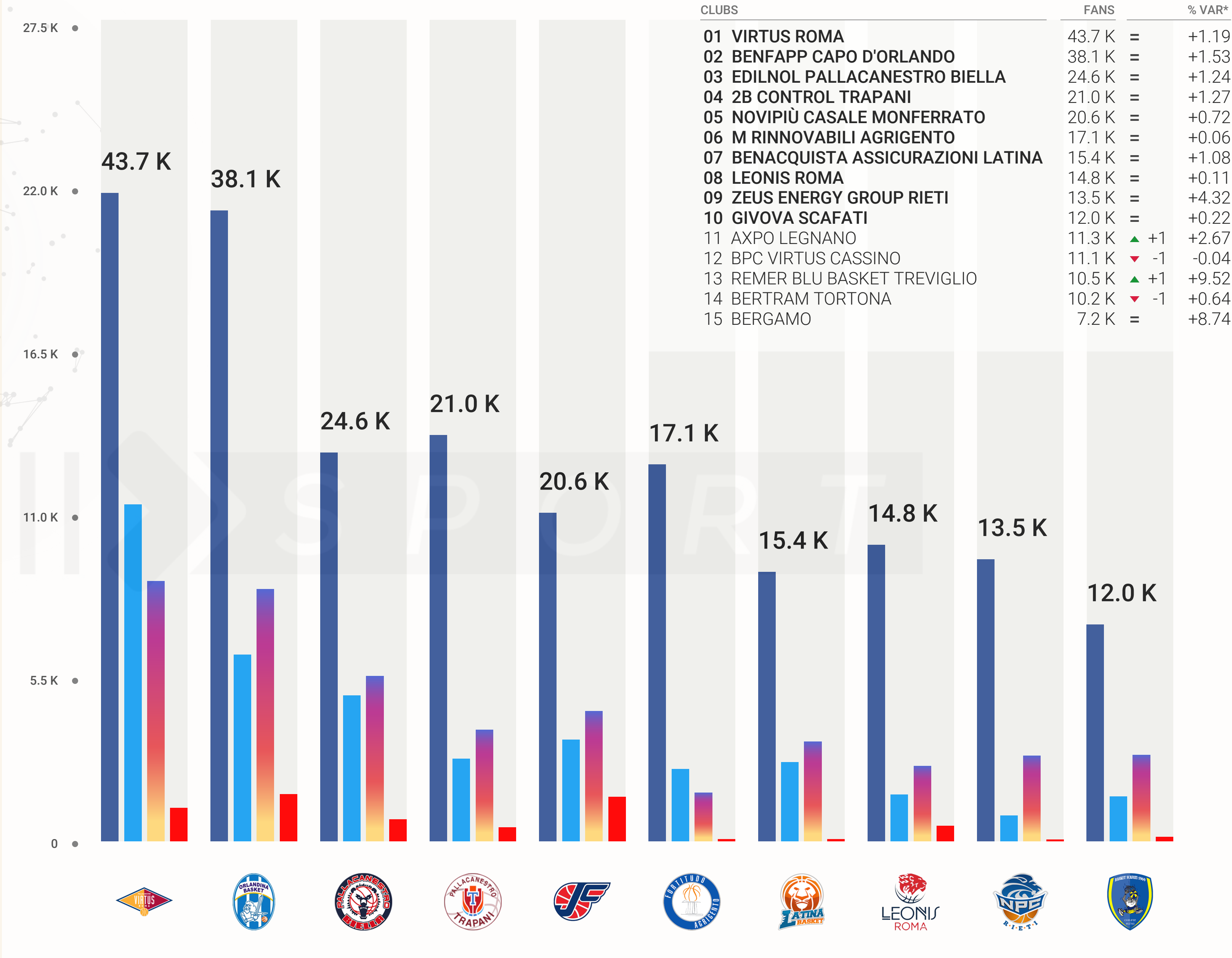
271 K



Ranking of the **LNP Serie A2 Ovest** basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

*[from April 25, 2019 to May 25, 2019]

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LNP SERIE A2 OVEST Brands



TOTAL FANBASE

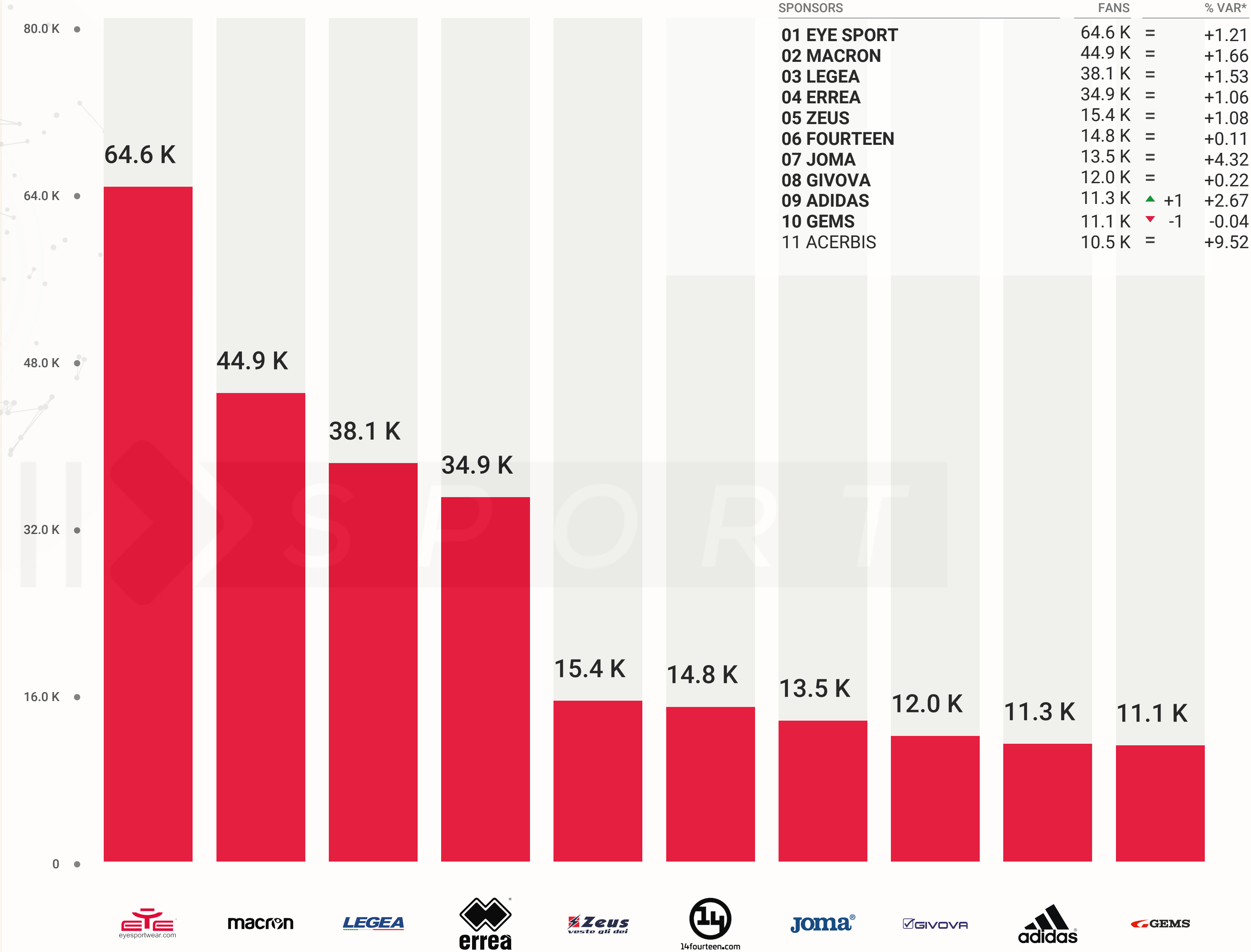
271 K



Potential Social Media exposition
of the **Tech Brands** in relation
to the total fanbase of the 15
sponsored LNP Serie A2 Ovest
basketball clubs.

*[from April 25, 2019 to May 25, 2019]

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LNP SERIE A2 OVEST Brands

CLUBS

15

TECH BRANDS

11

Coverage of the **Tech Brands**
in relation to the 15 sponsored
LNP Serie A2 Ovest basketball clubs.

*[from April 25, 2019 to May 25, 2019]

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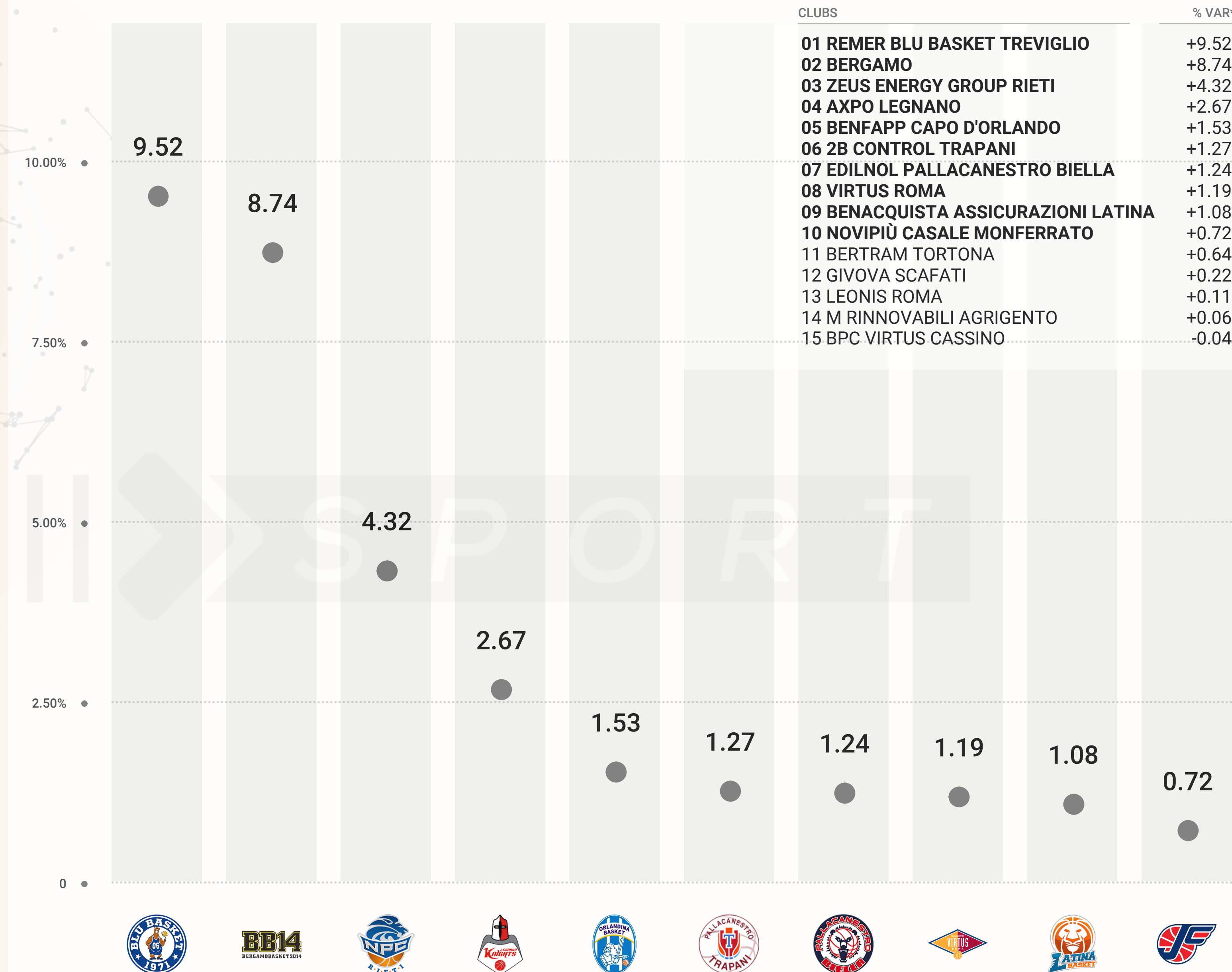


LNP SERIE A2 OVEST Grown Up

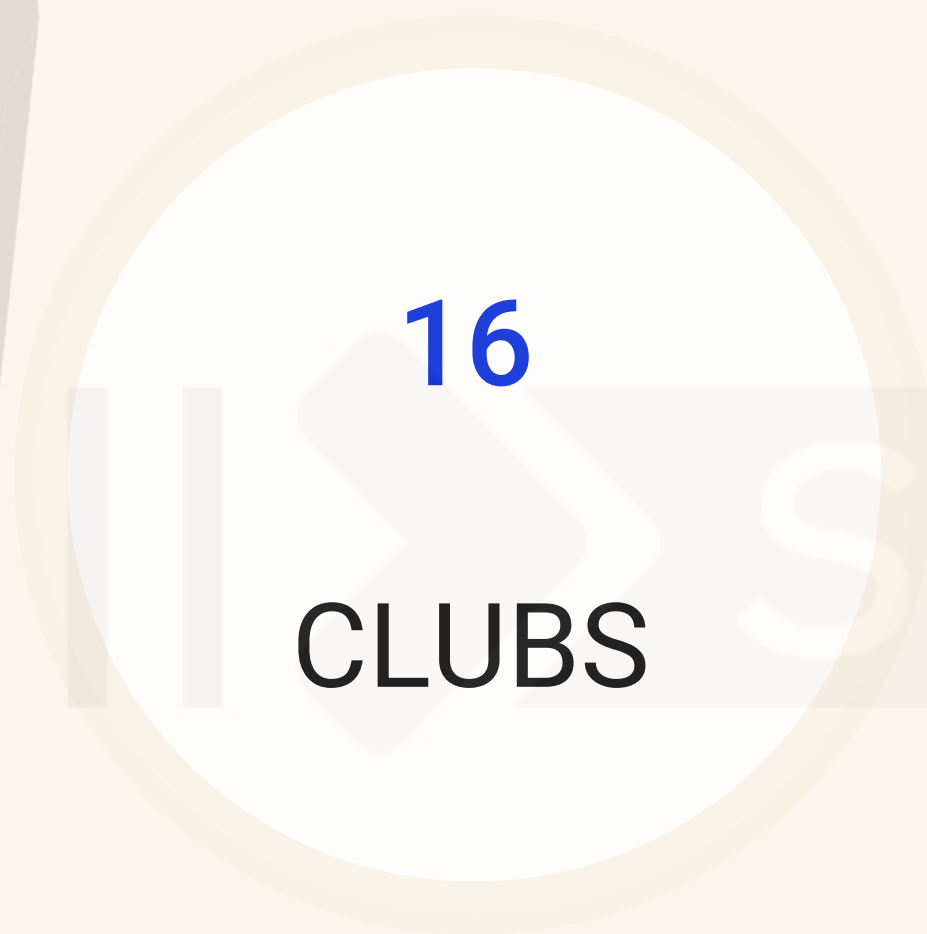


Ranking of the most grown up
LNP Serie A2 Ovest basketball clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

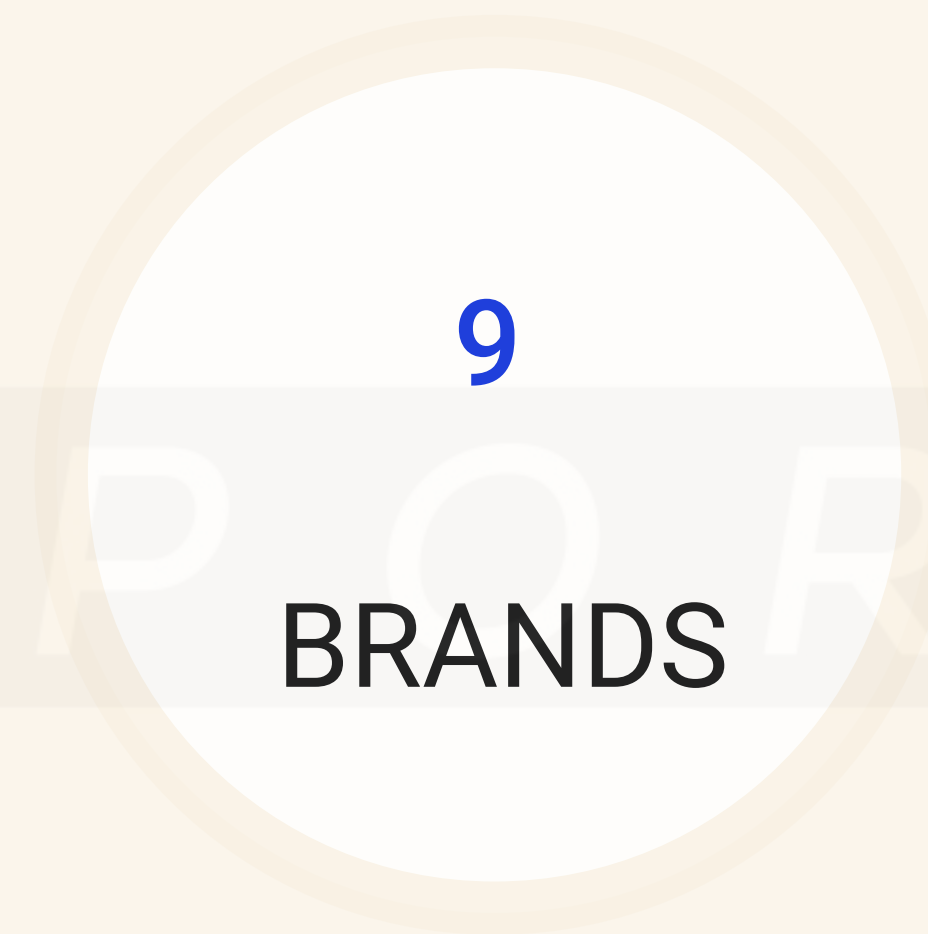
*[from April 25, 2019 to May 25, 2019]



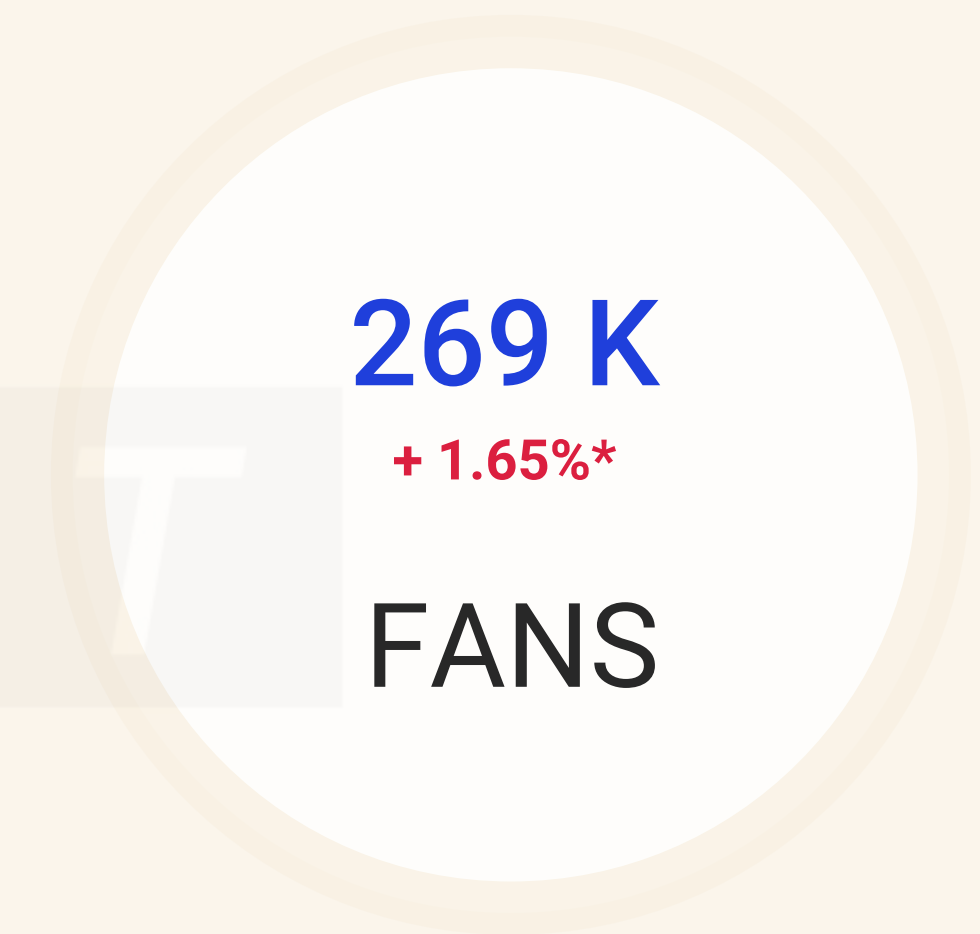
ITALY SnapShot / LNP Serie A2 Est



Total LNP Serie A2 Est
BASKETBALL CLUBS
analyzed.



Total LNP Serie A2 Est
TECH BRANDS analyzed.



Total Facebook, Twitter,
Instagram, YouTube FANS of
the LNP Serie A2 Est Basketball
Clubs analyzed.

*[from April 25, 2019 to May 25, 2019]

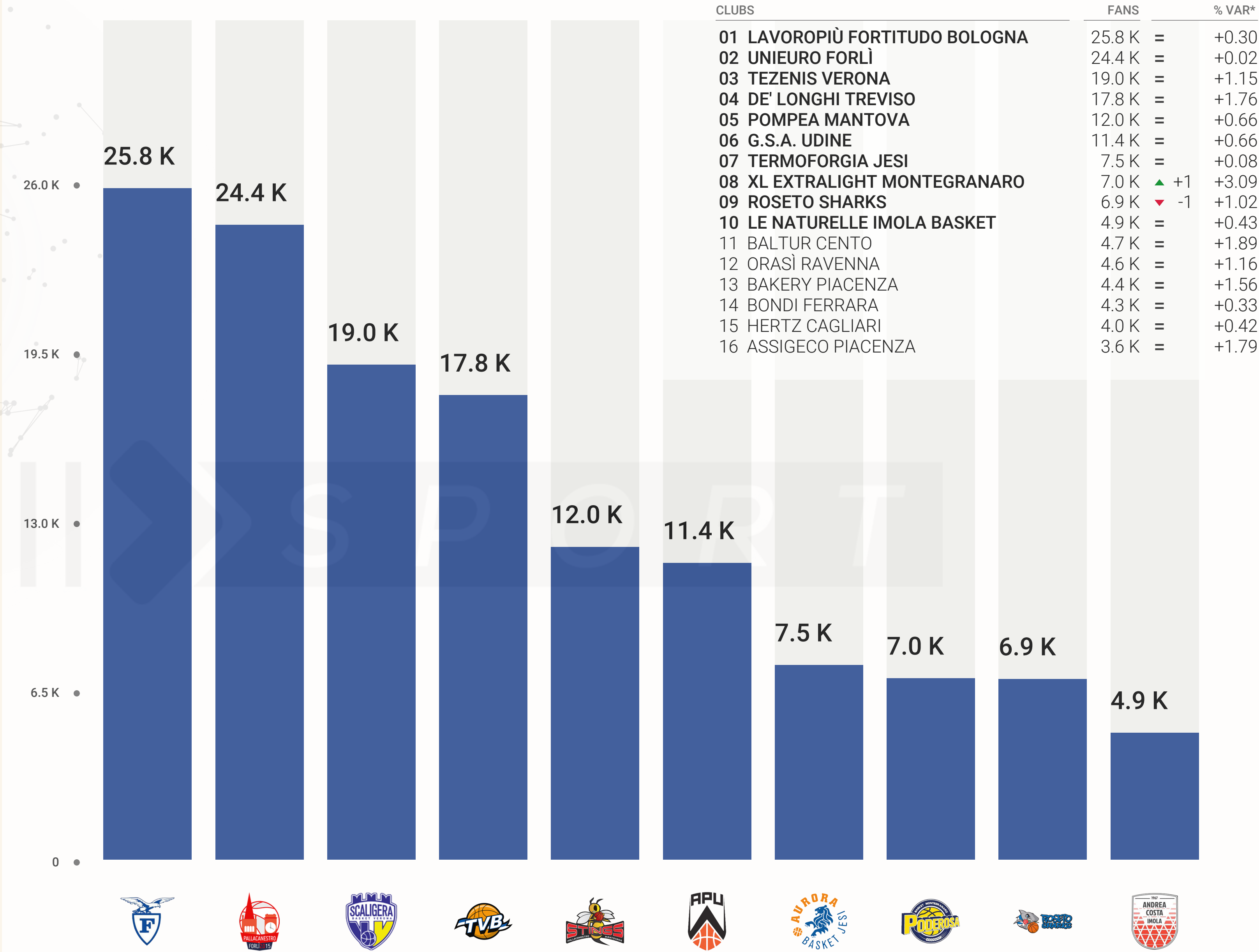
LNP SERIE A2 EST **Facebook**

TOTAL FANBASE

162 K



Ranking of the **LNP Serie A2 Est** basketball clubs on Facebook.



*[from April 25, 2019 to May 25, 2019]

LNP SERIE A2 EST **Twitter**

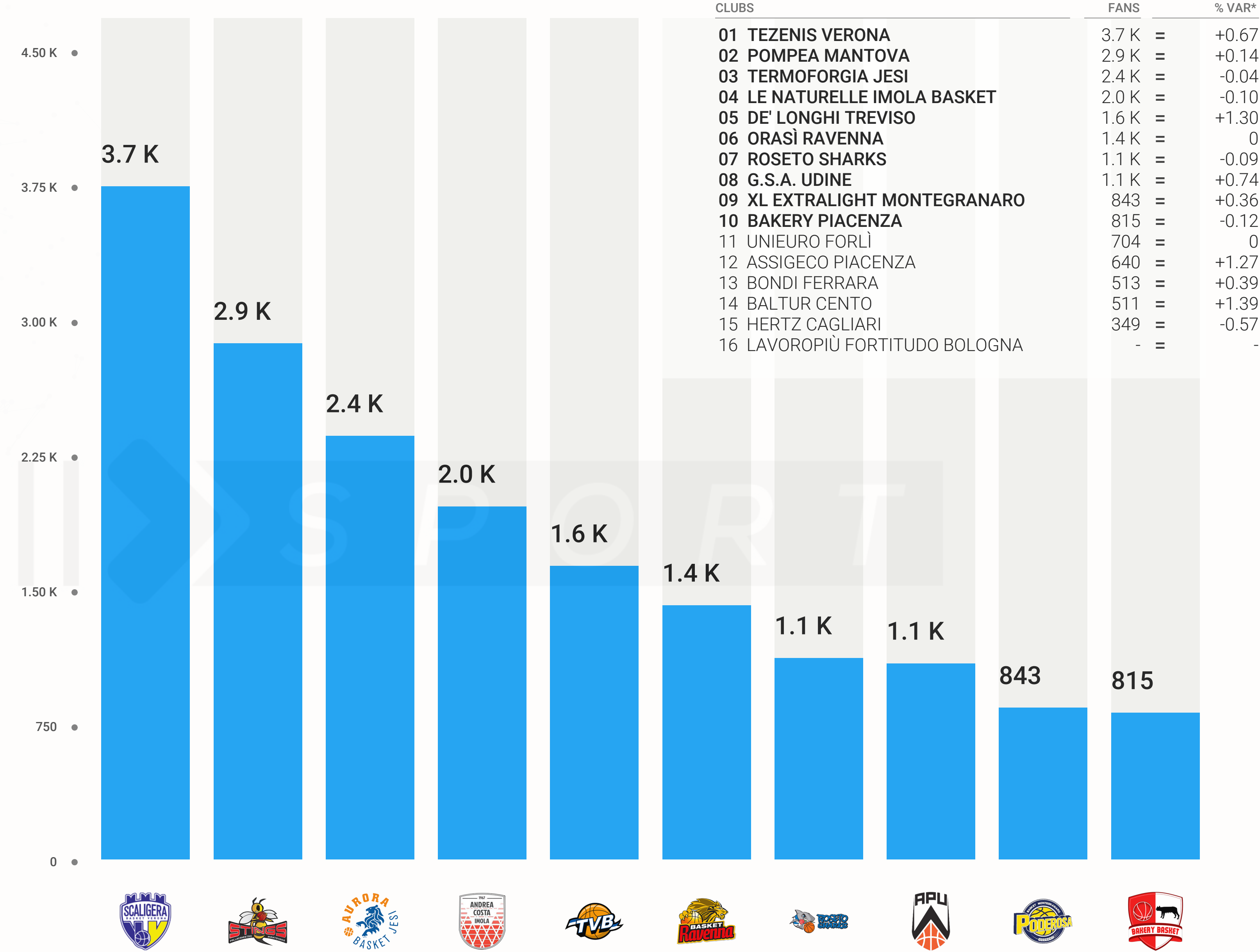
TOTAL FANBASE
21 K



Ranking of the **LNP Serie A2 Est** basketball clubs on Twitter.

*[from April 25, 2019 to May 25, 2019]

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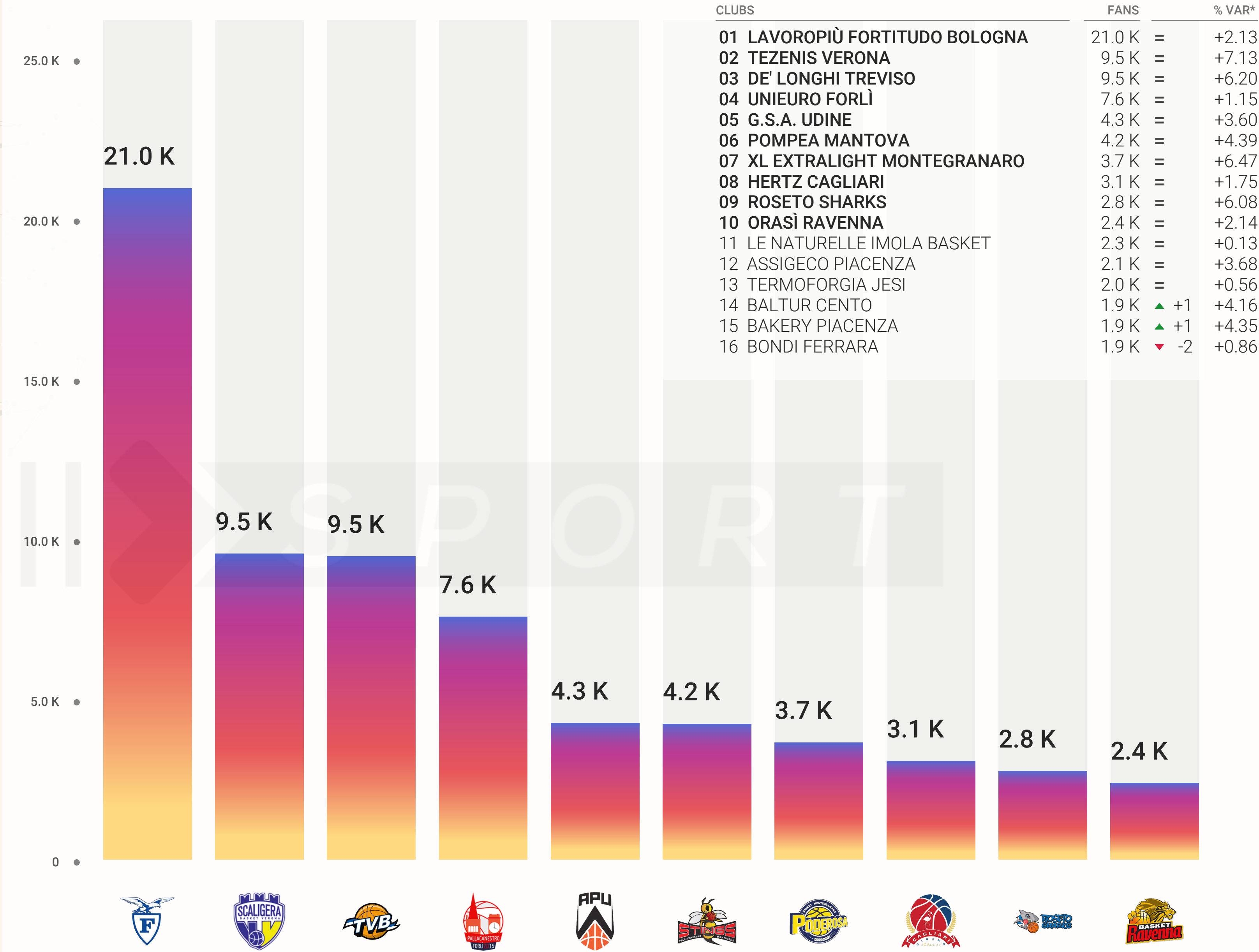
LNP SERIE A2 EST Instagram

TOTAL FANBASE

80 K



Ranking of the LNP Serie A2 Est basketball clubs on Instagram.



*[from April 25, 2019 to May 25, 2019]

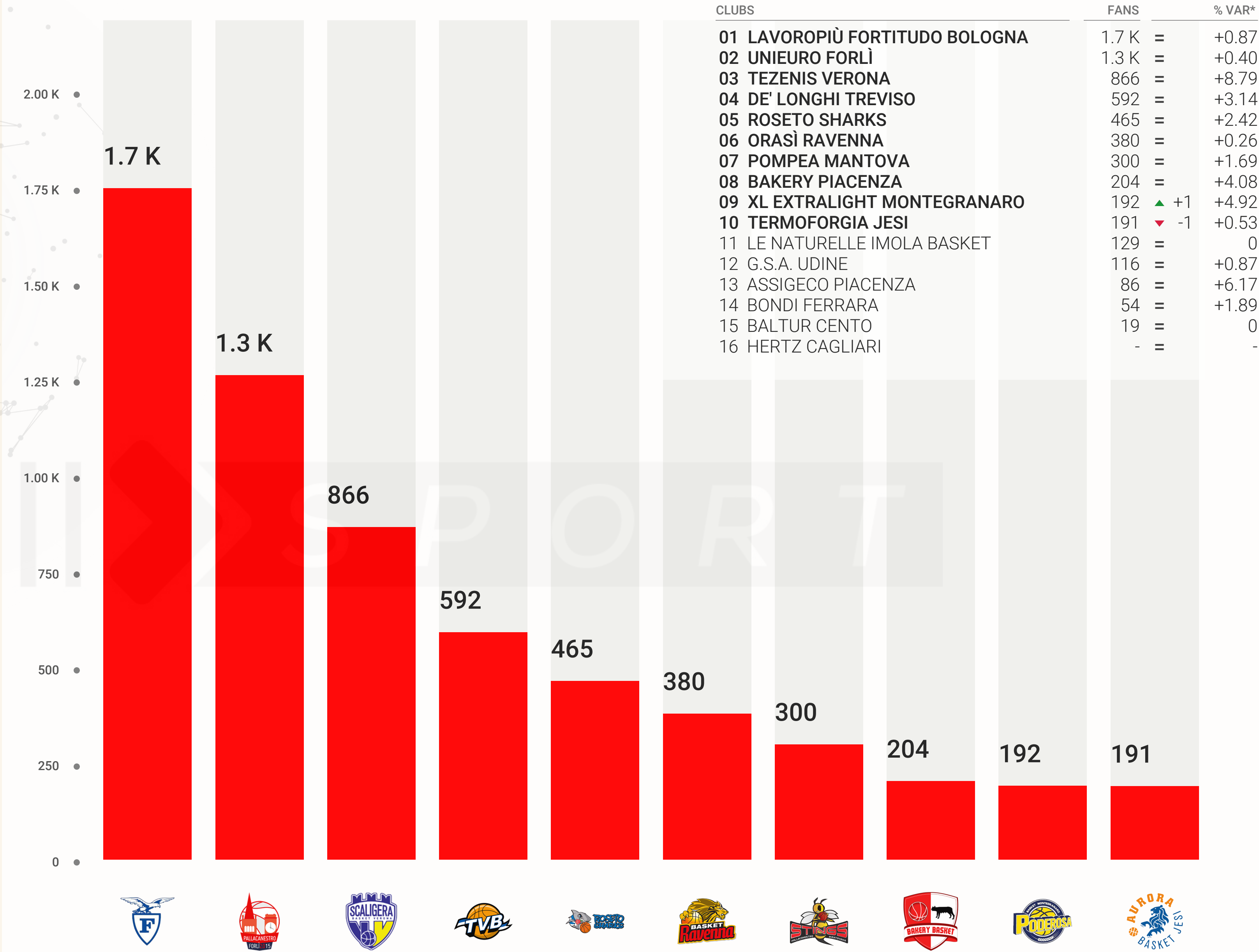
LNP SERIE A2 EST YouTube

TOTAL FANBASE

7 K



Ranking of the LNP Serie A2 Est basketball clubs on YouTube.



*[from April 25, 2019 to May 25, 2019]

LNP SERIE A2 EST Social

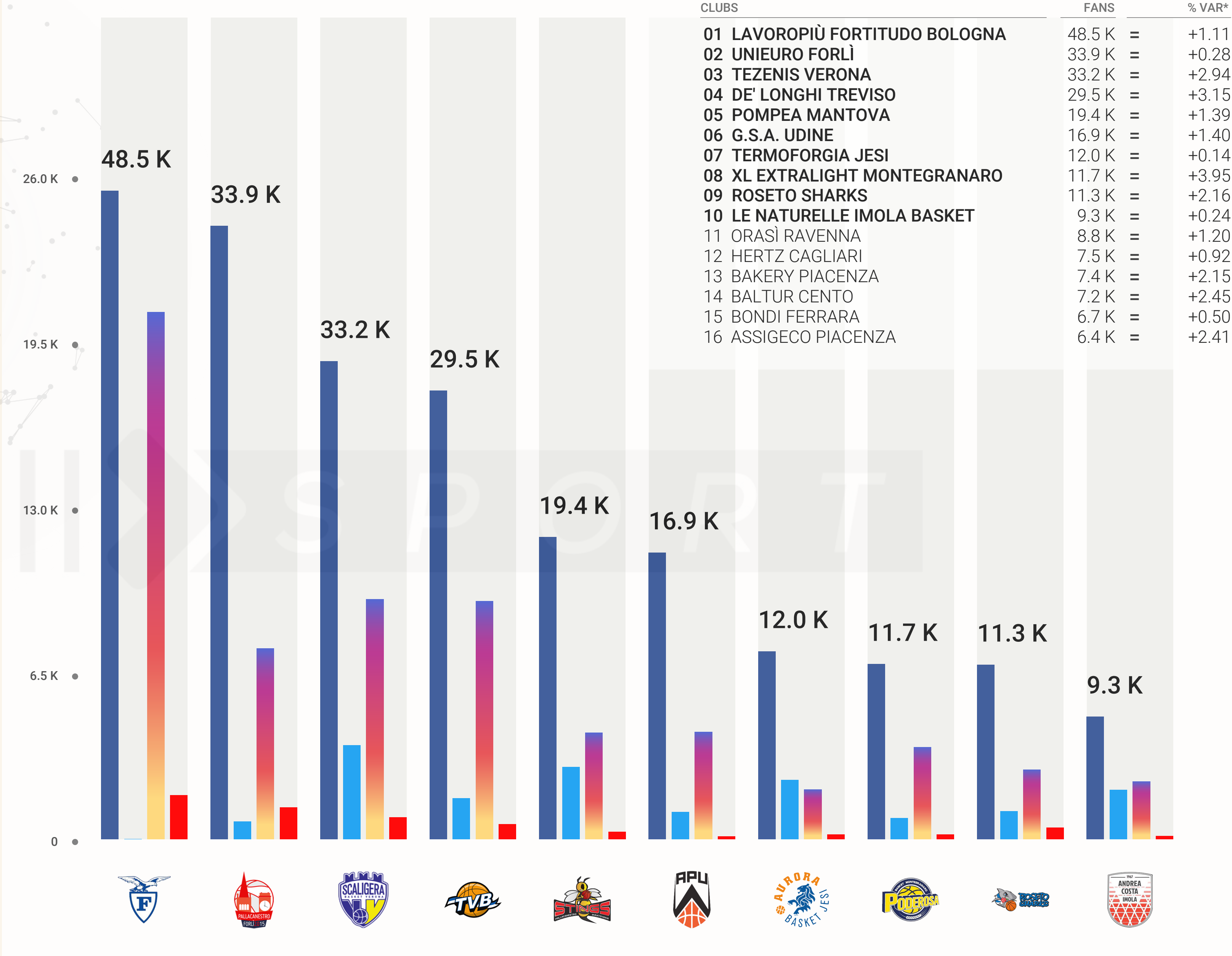
TOTAL FANBASE
269 K



Ranking of the **LNP Serie A2 Est** basketball clubs based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

*[from April 25, 2019 to May 25, 2019]

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LNP SERIE A2 EST Brands



TOTAL FANBASE

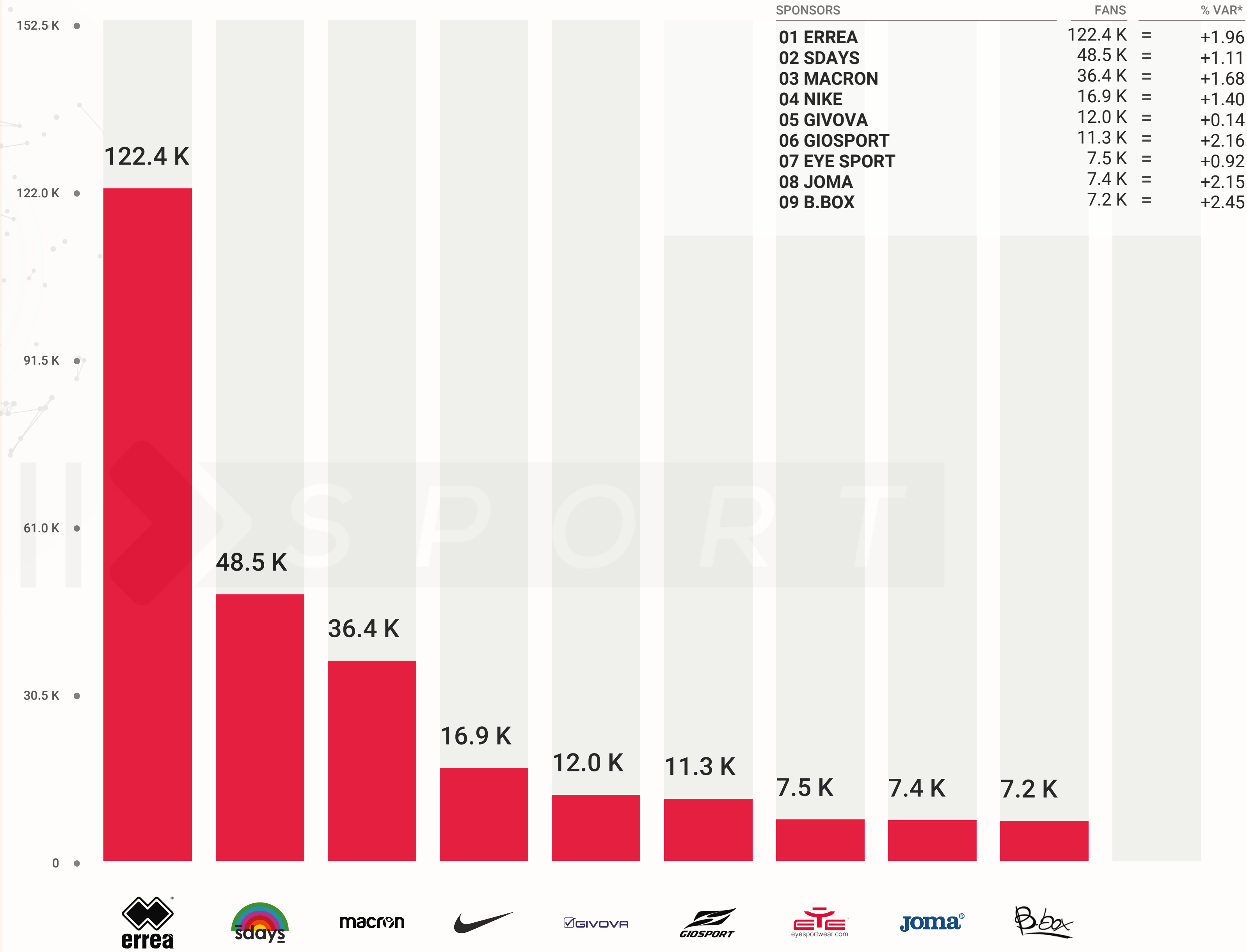
269 K



Potential Social Media exposition
of the **Tech Brands** in relation
to the total fanbase of the 16
sponsored LNP Serie A2 Est
basketball clubs.

*[from April 25, 2019 to May 25, 2019]

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LNP SERIE A2 EST Brands

CLUBS

16

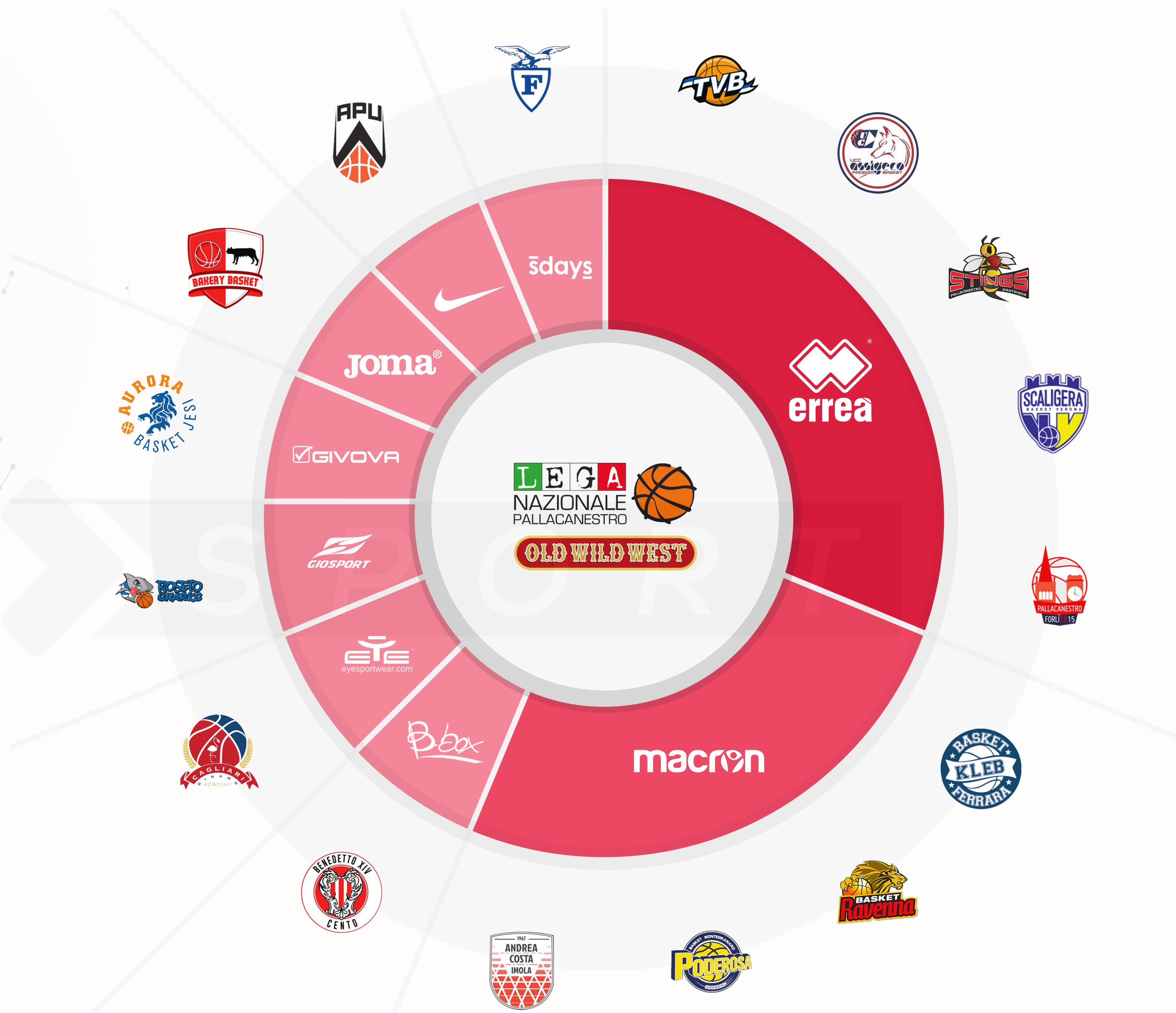
TECH BRANDS

9

Coverage of the **Tech Brands**
in relation to the 16 sponsored
LNP Serie A2 Est basketball clubs.

*[from April 25, 2019 to May 25, 2019]

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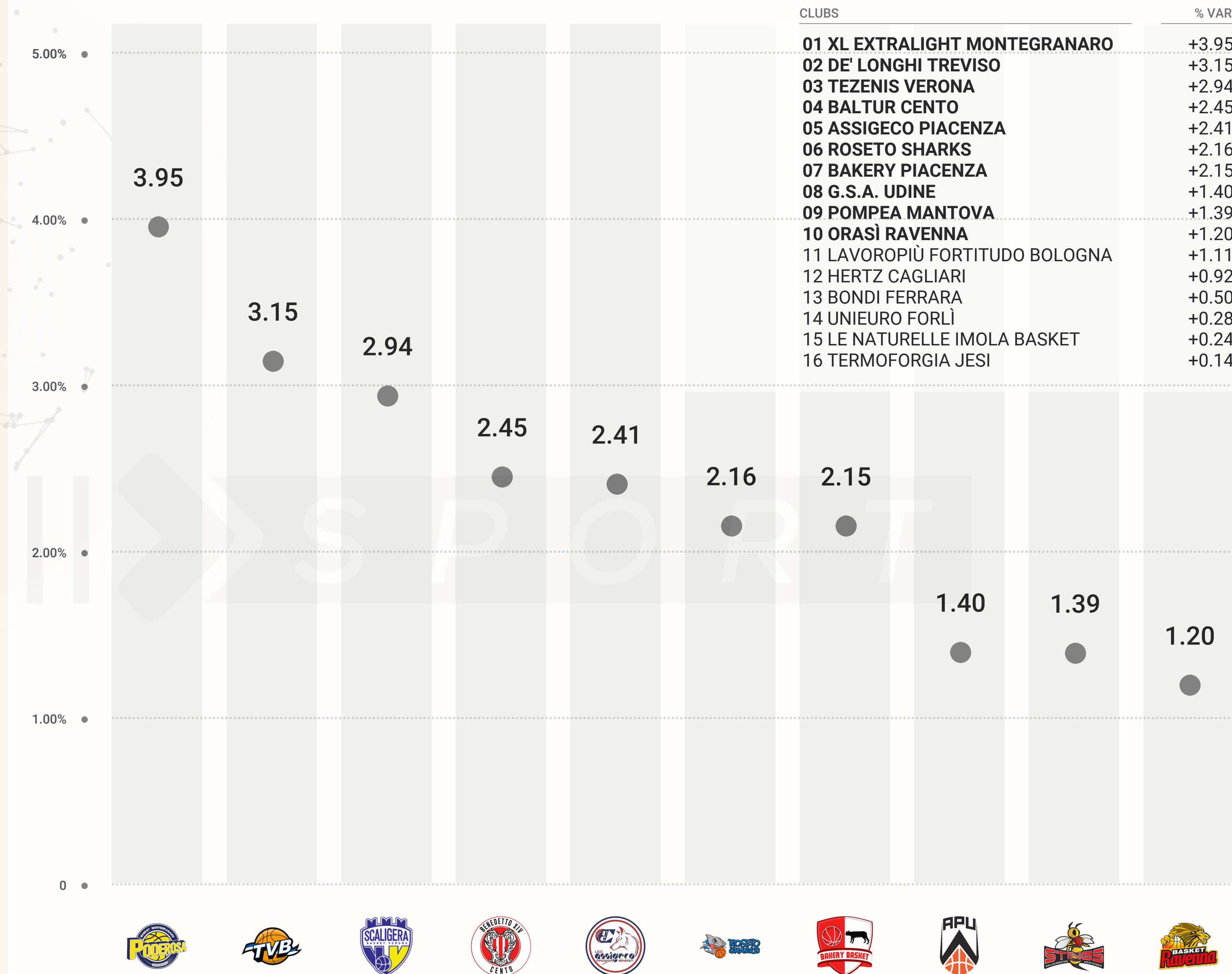
LNP SERIE A2 EST Grown Up



Ranking of the most grown up
LNP Serie A2 Est basketball clubs
based on the aggregate Facebook,
Twitter, Instagram, YouTube
fanbases.

*[from April 25, 2019 to May 25, 2019]

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ITALY SnapShot / Overview



3

LEAGUES

Total LEAGUES analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

47

CLUBS

Total LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est BASKETBALL CLUBS analyzed.

19

BRANDS

Total LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est TECH BRANDS analyzed.

1.7 M

+ 1.57%*

FANS

Total Facebook, Twitter, Instagram, YouTube FANS of the LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est Basketball Clubs analyzed.

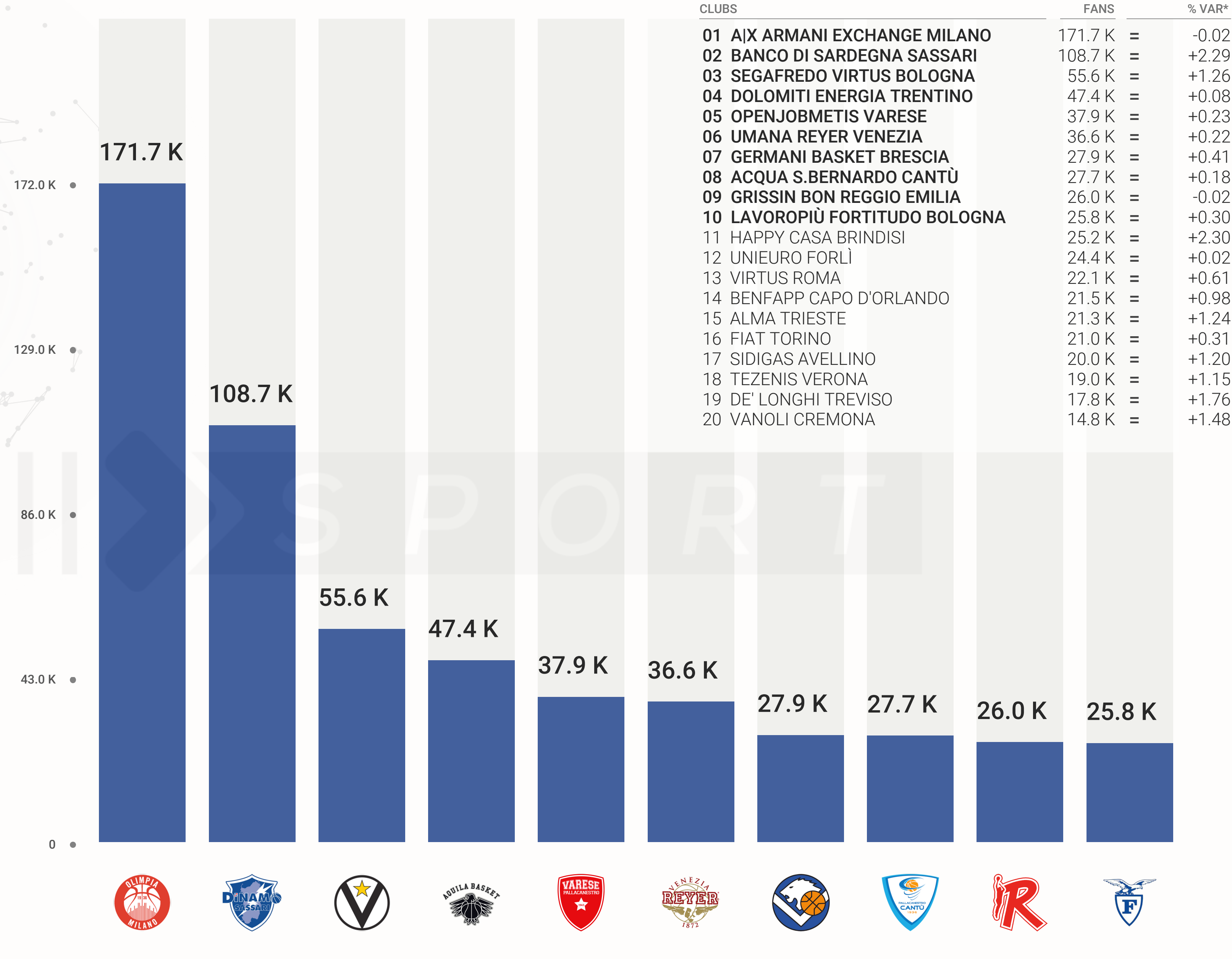
TOTAL FANBASE
990 K



Ranking of the **TOP 20** most followed Basketball Clubs on Facebook, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

*[from April 25, 2019 to May 25, 2019]

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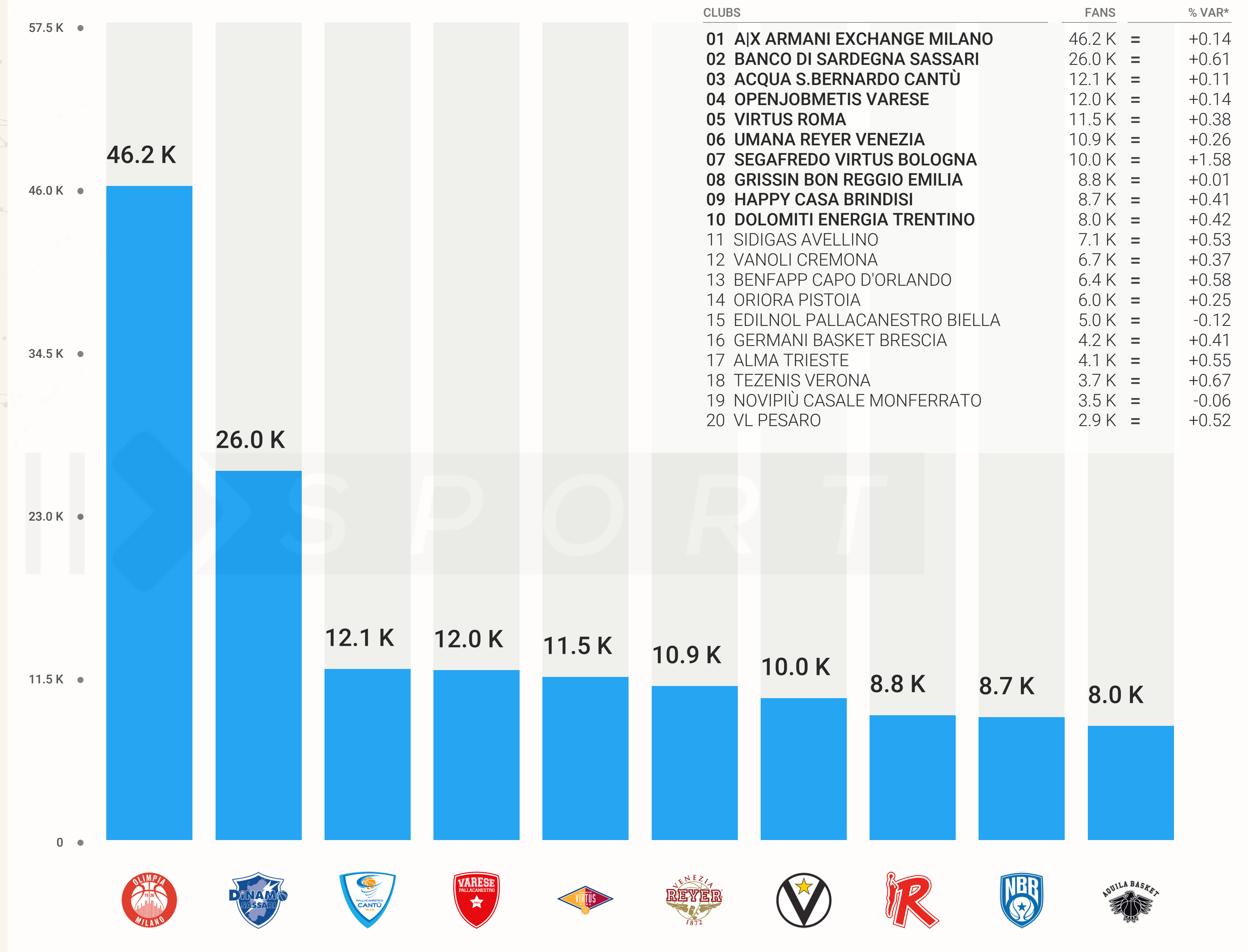
TOTAL FANBASE
240 K



Ranking of the **TOP 20** most followed Basketball Clubs on Twitter, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

*[from April 25, 2019 to May 25, 2019]

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TOTAL FANBASE

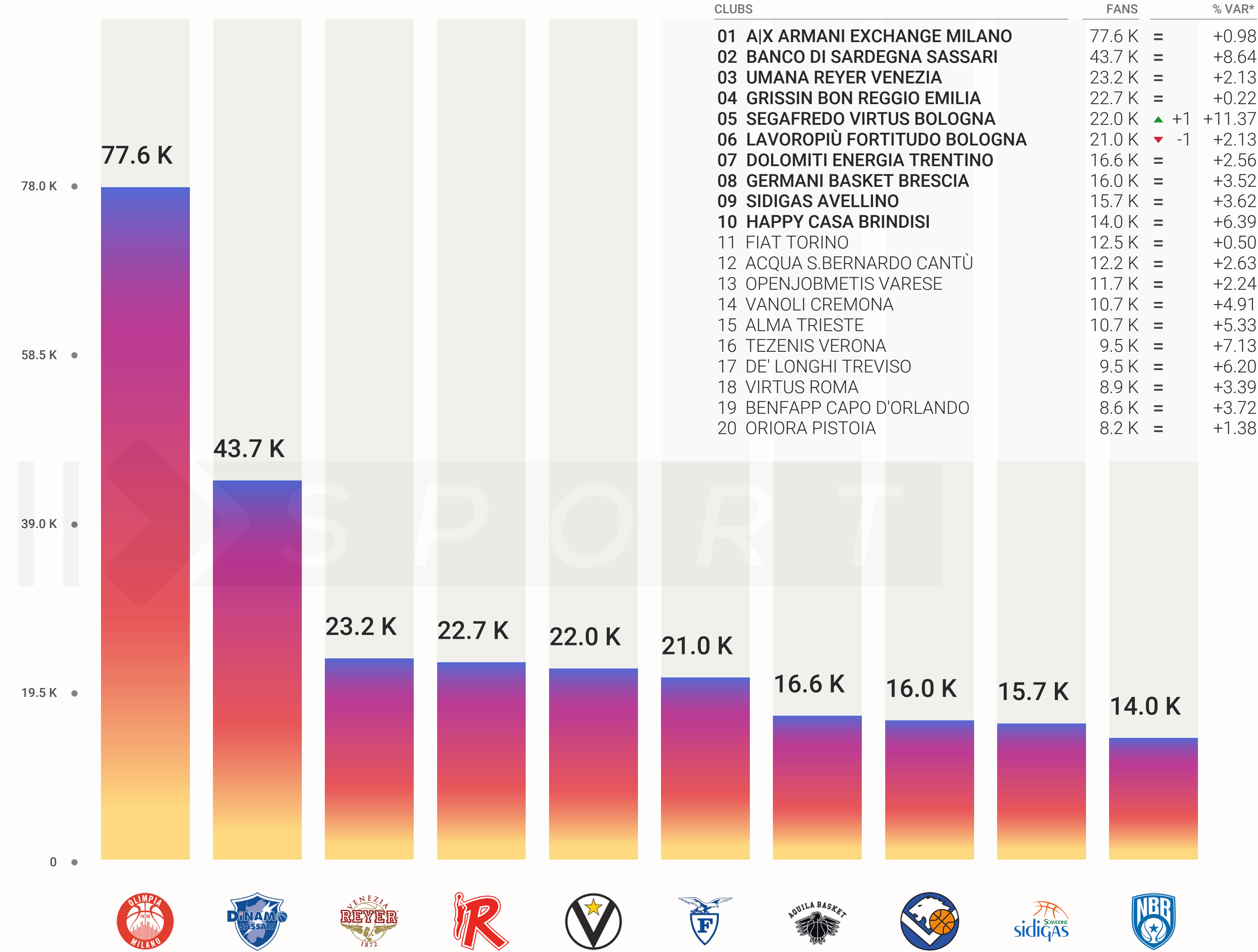
463 K



Ranking of the **TOP 20** most followed Basketball Clubs on Instagram, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

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TOTAL FANBASE

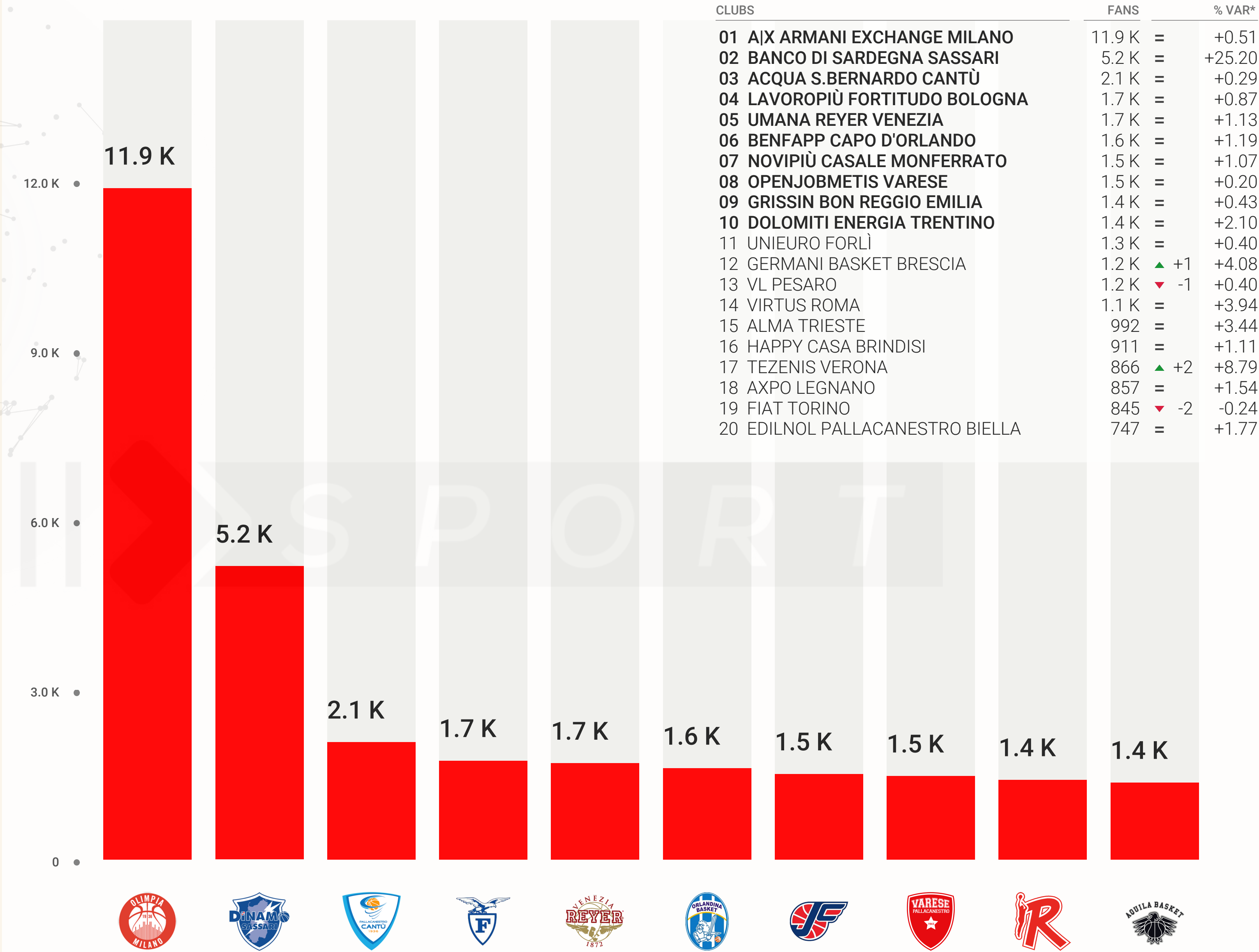
47 K



Ranking of the **TOP 20** most followed Basketball Clubs on YouTube, playing in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

*[from April 25, 2019 to May 25, 2019]

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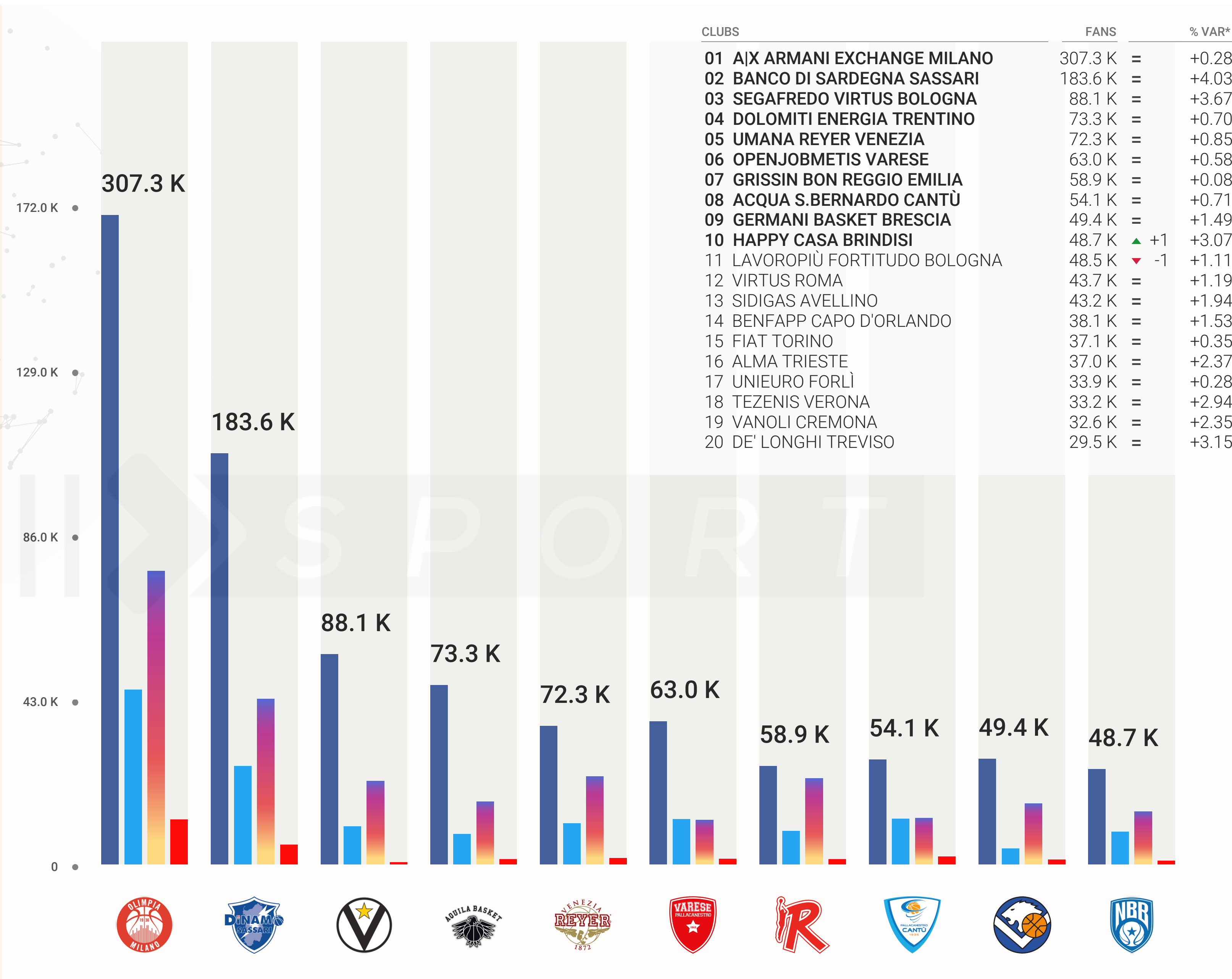
TOTAL FANBASE
1.7 M



TOP 20 most followed LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est basketball clubs, based on the aggregate Facebook, Twitter, Instagram and YouTube fanbases.

*[from April 25, 2019 to May 25, 2019]

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ITALY Clubs

CLUBS

47

LEAGUES

3

Social Media coverage of the **3 leagues** based on the presence of their related Basketball clubs in the "Italian TOP 20 most followed teams" [chart](#).

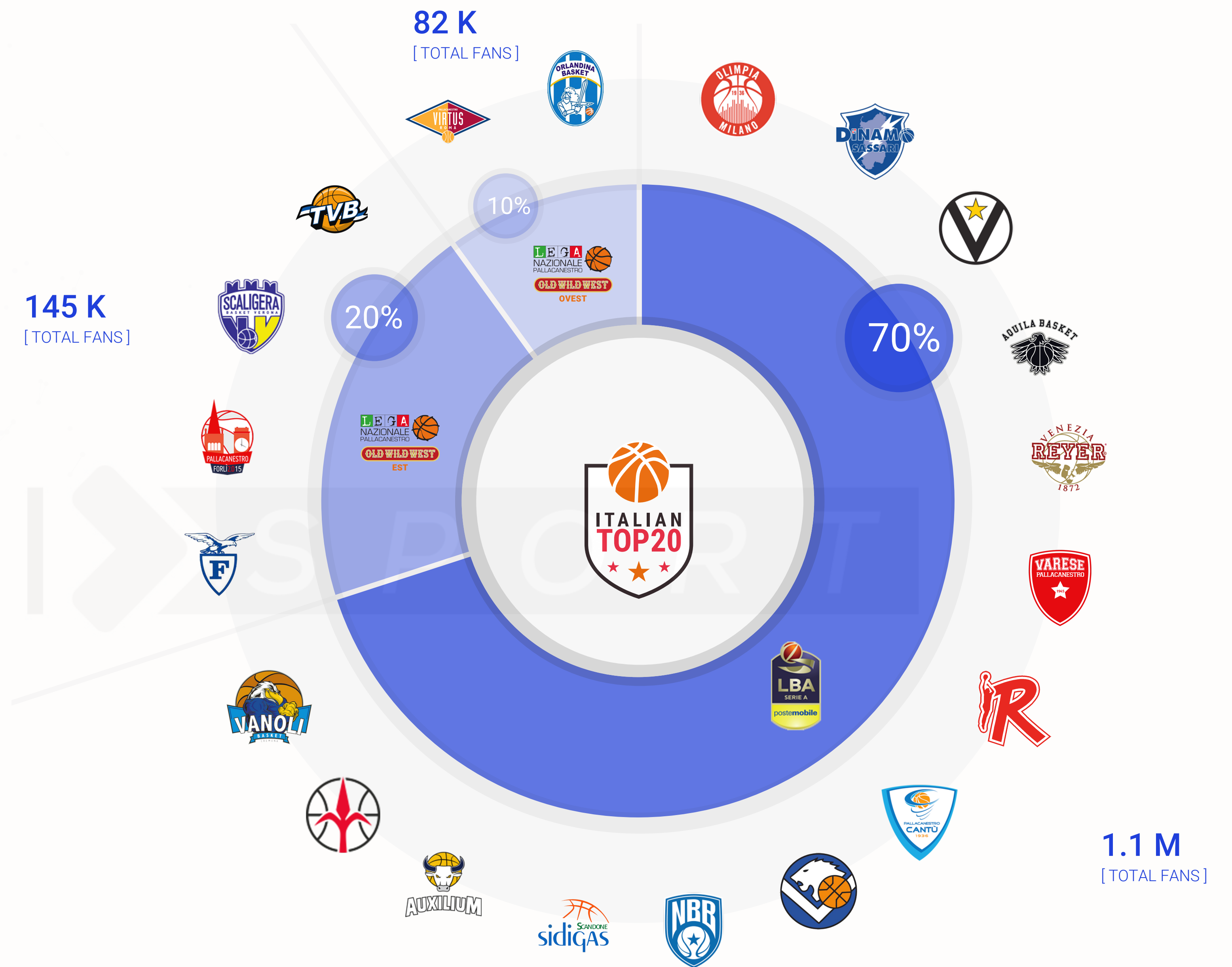
*[from April 25, 2019 to May 25, 2019]

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145 K
[TOTAL FANS]

82 K
[TOTAL FANS]

1.1 M
[TOTAL FANS]



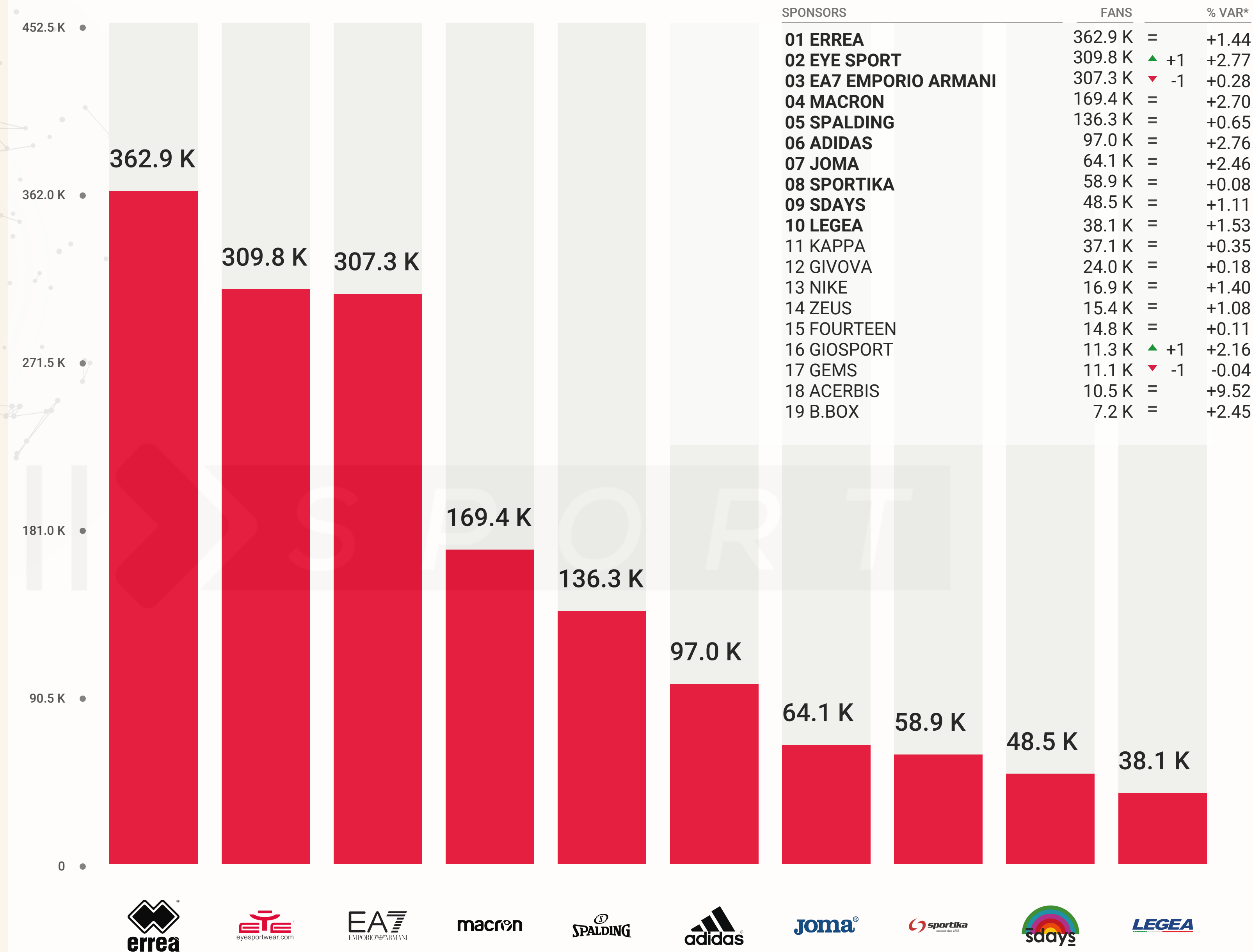
ITALY Social Brands

TOTAL FANBASE

1.7 M



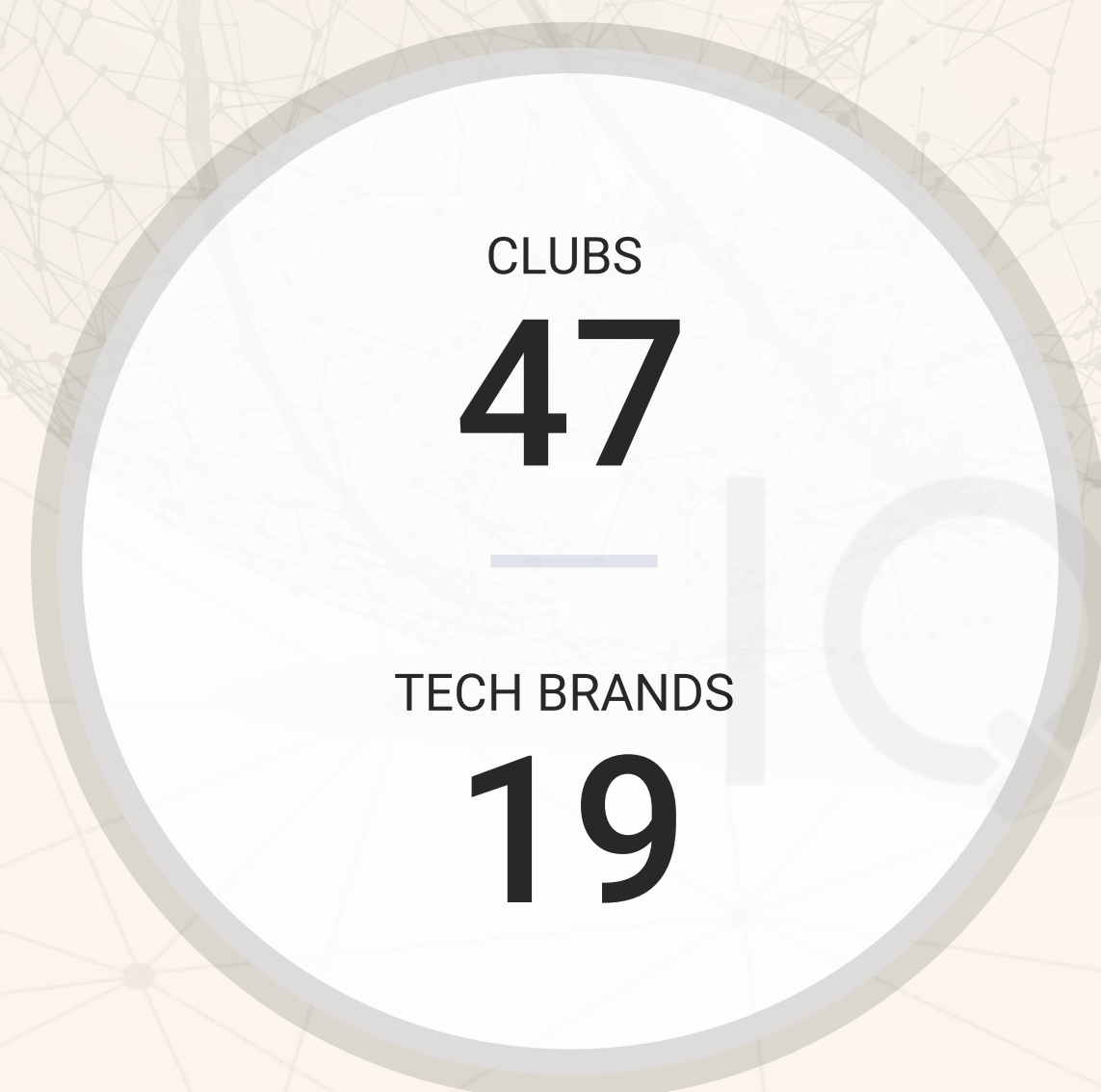
Potential Social Media exposition
of the **Tech Brands** in relation
to the total fanbase of the 47
sponsored basketball clubs.



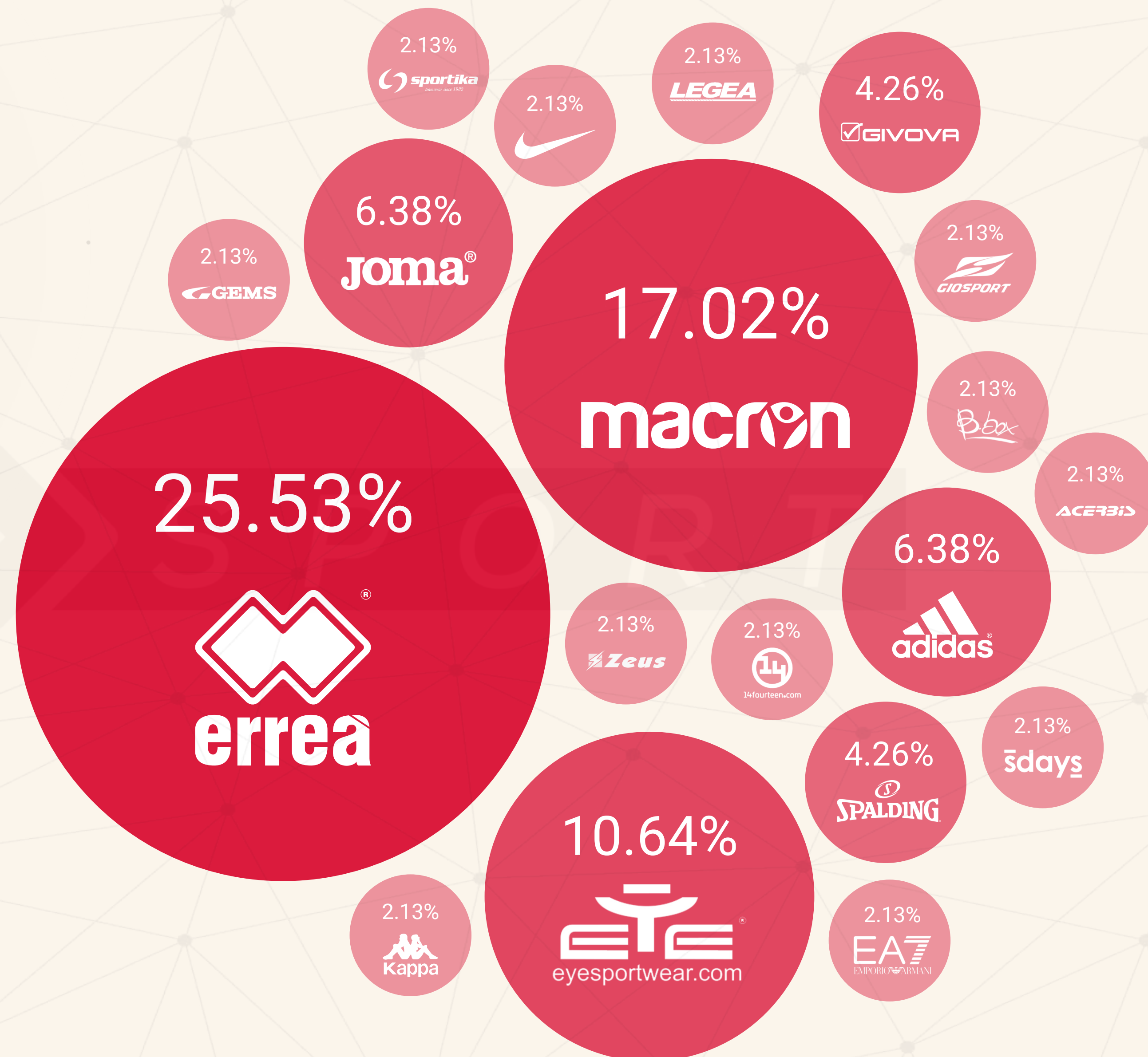
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ITALY Tech Brands



TECH BRANDS coverage in relation to the 47 sponsored Basketball Clubs.

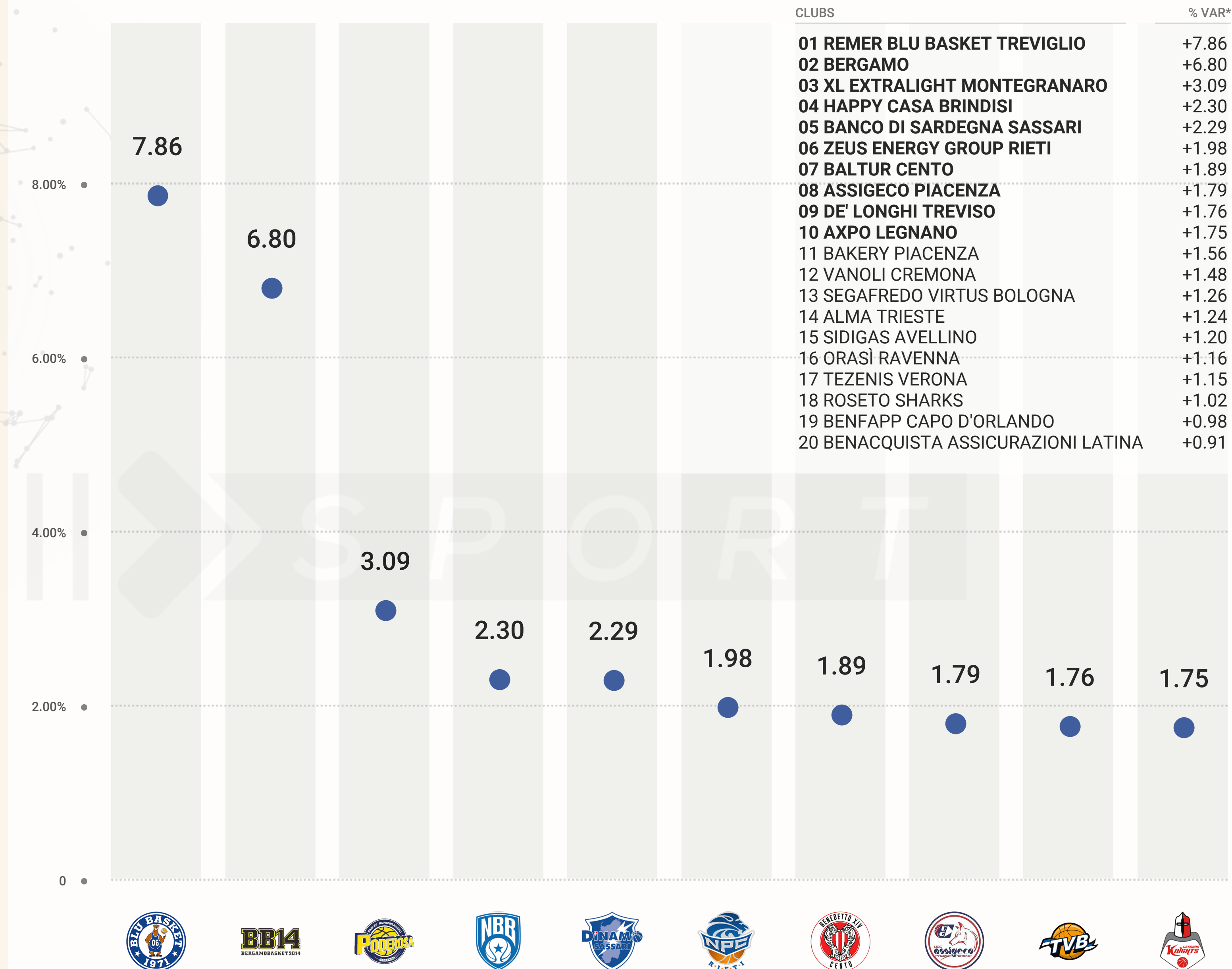


*[from April 25, 2019 to May 25, 2019]

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Ranking of the Italian **TOP 20**
most grown up basketball clubs
on Facebook.

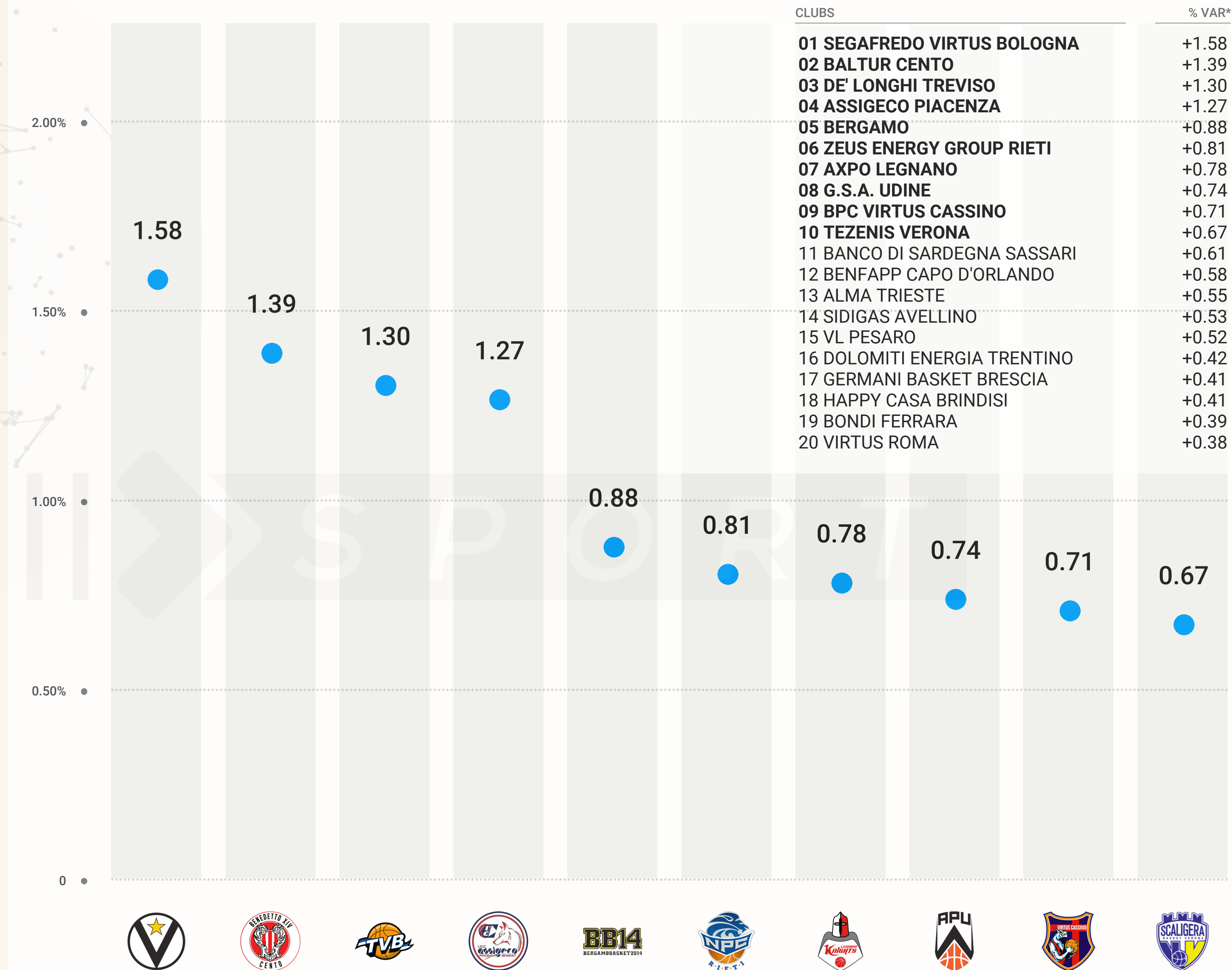


*[from April 25, 2019 to May 25, 2019]

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Ranking of the Italian **TOP 20**
most grown up basketball clubs
on Twitter.

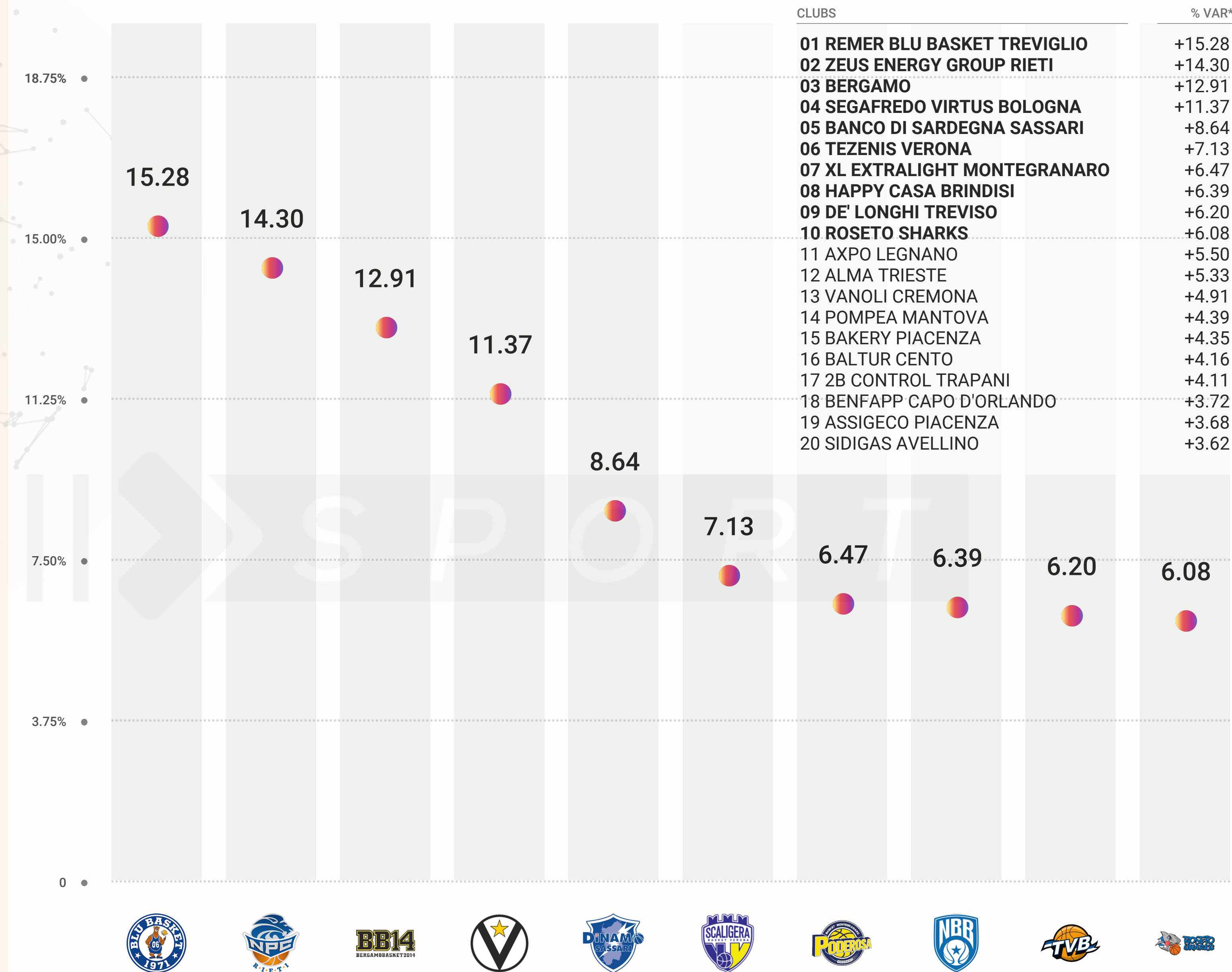


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Ranking of the Italian **TOP 20**
most grown up basketball clubs
on Instagram.

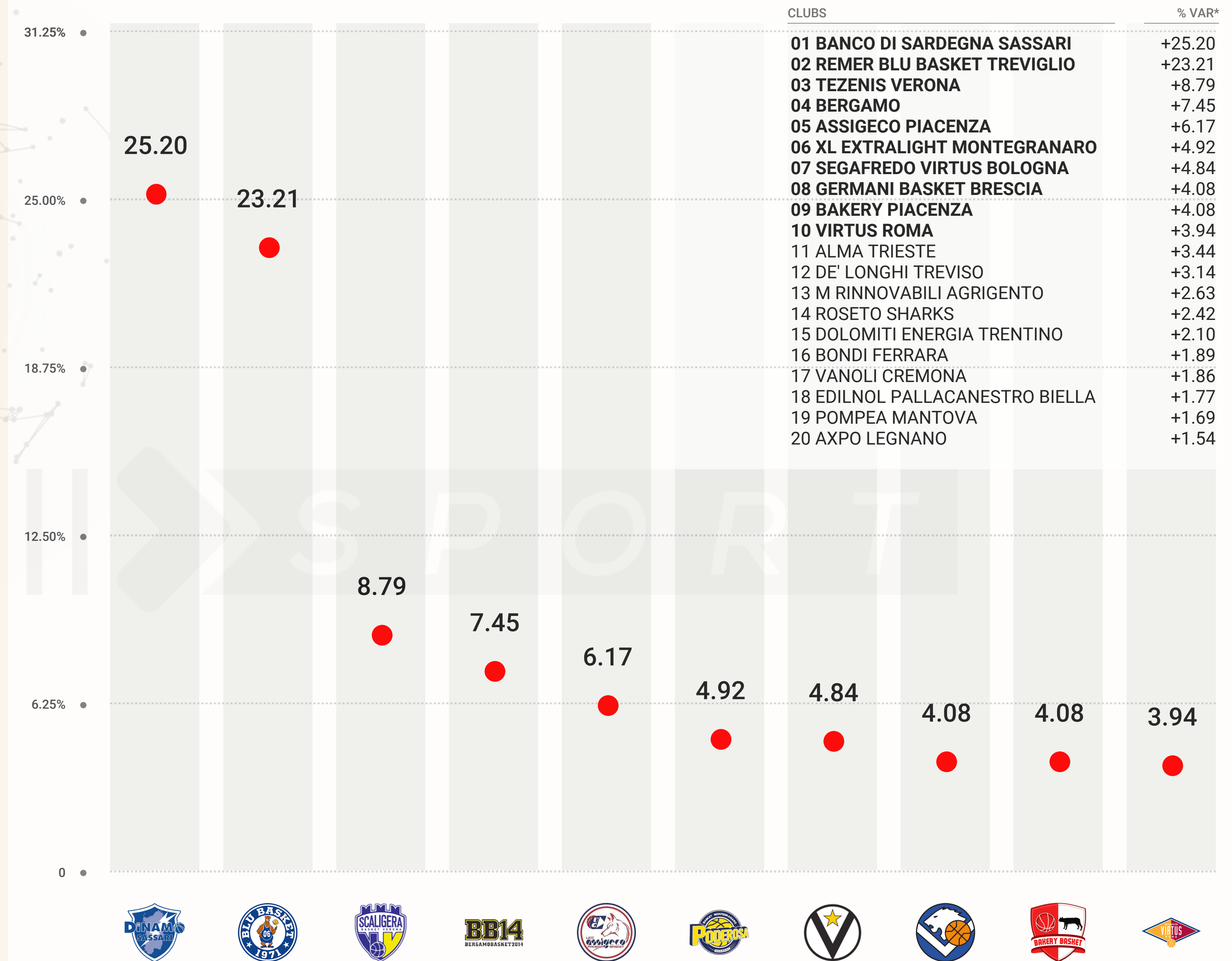


*[from April 25, 2019 to May 25, 2019]

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Ranking of the Italian **TOP 20**
most grown up basketball clubs
on YouTube.



*[from April 25, 2019 to May 25, 2019]

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ITALY Social



Ranking of the Italian **TOP 20**
most grown up basketball clubs
on social media.



*[from April 25, 2019 to May 25, 2019]

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ITALY SnapShot / Official Apps*



6

LEAGUES

Total Leagues analyzed: LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

47

CLUBS

Total Basketball Clubs analyzed in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

14

iOS

Total iOS Official Apps analyzed in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

15

ANDROID

Total Android Official Apps analyzed in LBA Serie A, LNP Serie A2 Ovest and LNP Serie A2 Est.

*From April 25, 2019 to May 25, 2019. The Official Apps considered have informative features (e.g. fixtures, news, roster, etc.). Other official apps boasting only VR, games, or stadium services' features have not been considered.

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NEW

IQUII **SPORT**

LBA SERIE A

CLUBS

16



Overview of the Official Apps
of the basketball clubs playing in
LBA Serie A.

*[from April 25, 2019 to May 25, 2019]

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🍏 IOS

▶ ANDROID

07 CLUBS 08



NEW

IQUII **SPORT**

LNP SERIE A2 OVEST

CLUBS

15



Overview of the Official Apps
of the basketball clubs playing in
LNP Serie A2 Ovest.

*[from April 25, 2019 to May 25, 2019]

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🍏 IOS

▶ ANDROID



NEW

IQUII **SPORT**

LNP SERIE A2 EST

CLUBS

16



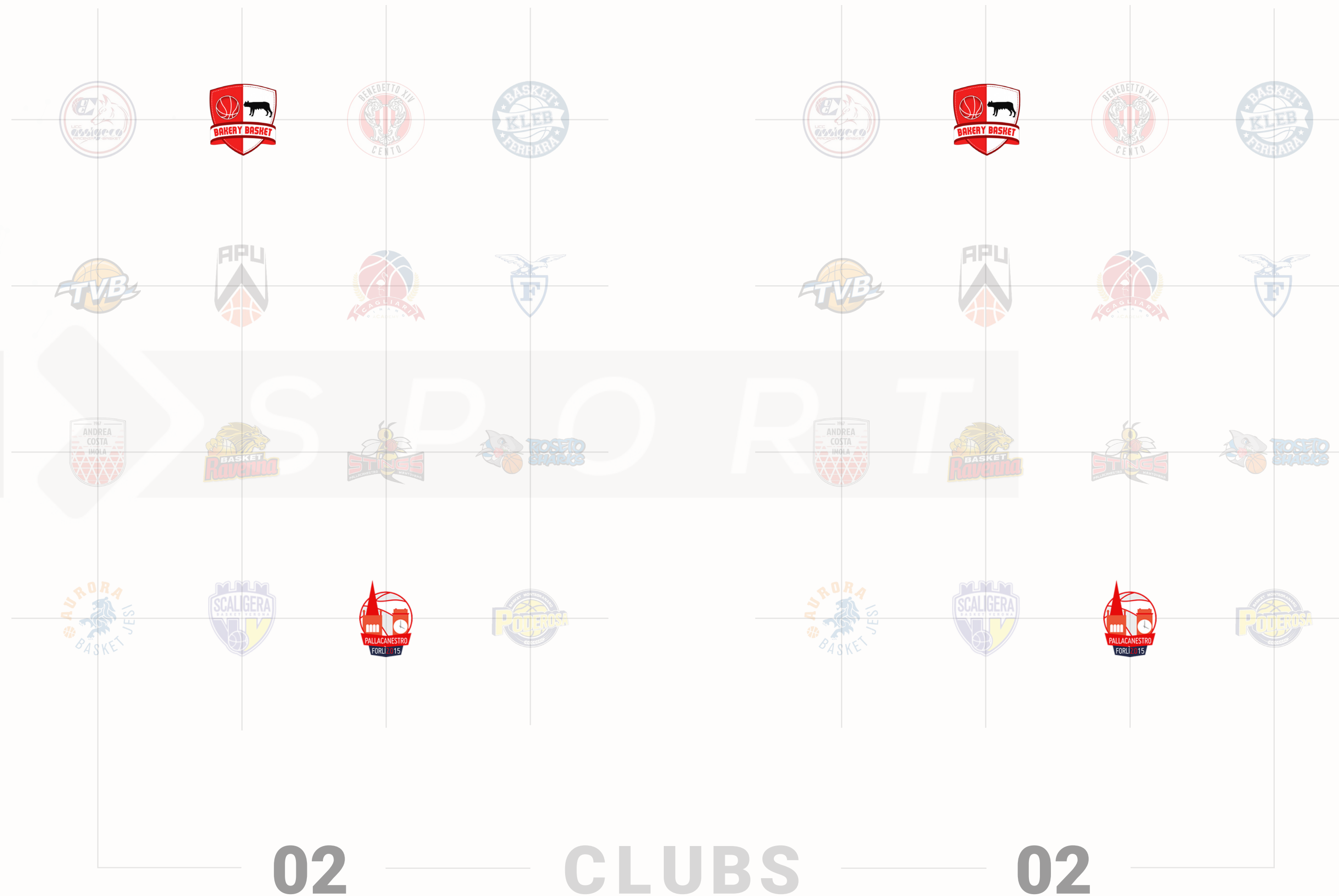
Overview of the Official Apps
of the basketball clubs playing in
LNP Serie A2 Est.

*[from April 25, 2019 to May 25, 2019]

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🍏 IOS

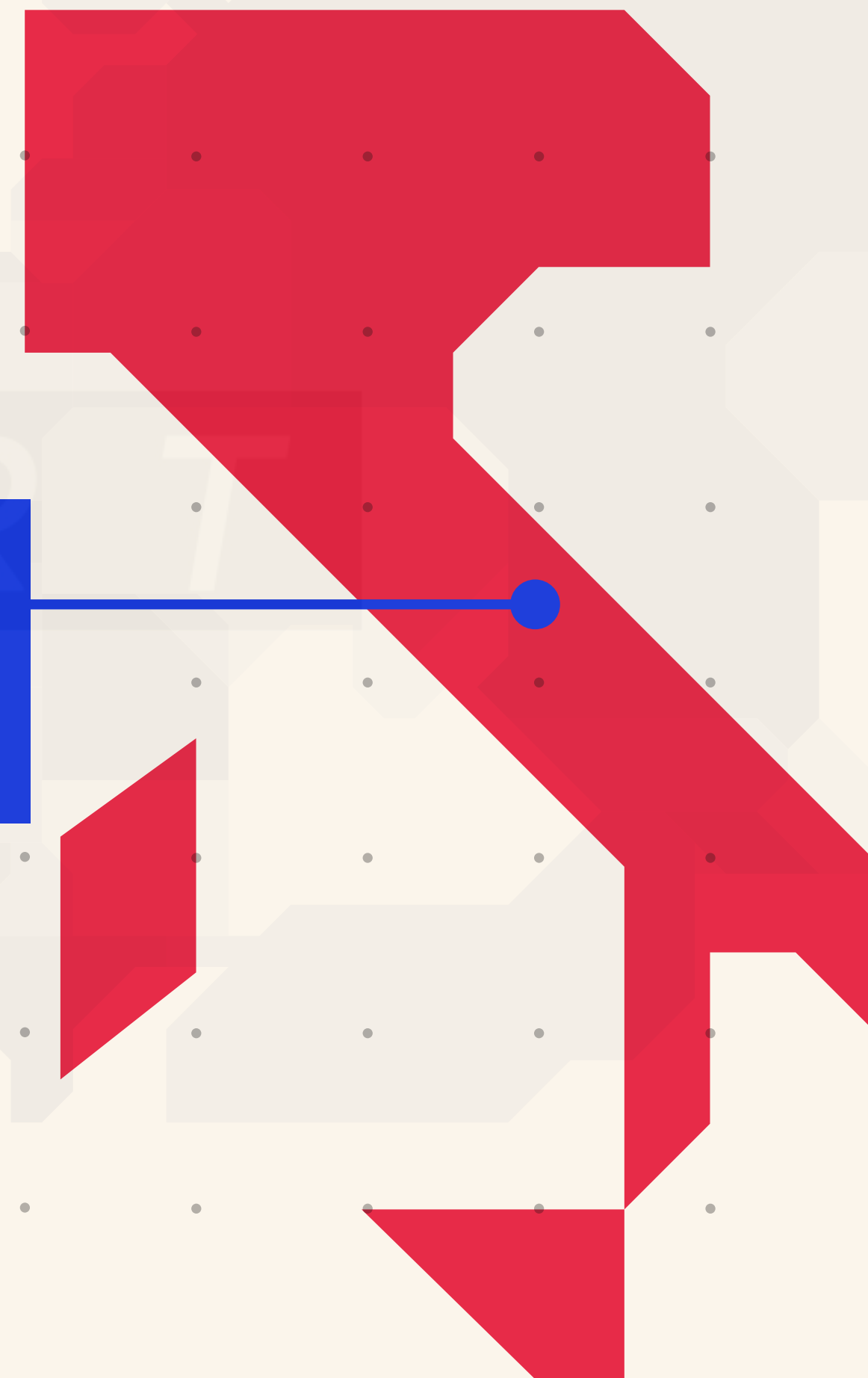
▶ ANDROID



Overview about the TOP 20 LBA Serie A players



LBA
Serie A



PLAYERS Facebook



Ranking of the **TOP 20** most followed **LBA Serie A basketball players** on Facebook.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 ●		1.0 M ●		% VAR*	
01		CHALMERS MARIO				1.0 M	=	-0.18
02		DAYE AUSTIN				52.3 K	=	-0.18
03		KUZMINSKAS MINDAUGAS				50.3 K	=	-0.08
04		HAMILTON JORDAN				32.8 K	=	-0.20
05		ARADORI PIETRO				26.6 K	=	+0.37
06		MUSSINI FEDERICO				22.2 K	=	-0.13
07		MOSS DAVID				21.8 K	=	0.00
08		DELLA VALLE AMEDEO				21.3 K	=	-0.15
09		CERELLA BRUNO				21.2 K	=	+0.17
10		CINCIARINI ANDREA				14.8 K	=	-0.09
11		CERVI RICCARDO				14.2 K	=	-0.11
12		FLACCADORI DIEGO				13.1 K	=	+0.39
13		TAMBONE MATTEO				10.1 K	=	+0.07
14		POLONARA ACHILLE				9.1 K	=	+1.27
15		GENTILE STEFANO				7.9 K	=	+0.14
16		D'ERCOLE LORENZO				7.5 K	=	-0.32
17		MOREIRA YANICK				7.3 K	=	+2.27
18		MORASCHINI RICCARDO				6.2 K	▲ +2	+4.80
19		TONUT STEFANO				6.2 K	▼ -1	+0.16
20		DRAGIC ZORAN				6.0 K	▼ -1	+0.07

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

PLAYERS Twitter



Ranking of the **TOP 20** most followed **LBA Serie A basketball players** on Twitter.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 ●	320.0 K ●	640.0 K ●	960.0 K ●	% VAR*
01		CHALMERS MARIO					= -0.22
02		DAYE AUSTIN					= -0.45
03		NEDOVIC NEMANJA					= -0.10
04		DRAGIC ZORAN					= -0.04
05		CRAFT AARON					= -0.21
06		ARADORI PIETRO					= -0.14
07		HAMILTON JORDAN					= -0.26
08		YOUNG PATRIC					= -0.41
09		DELLA VALLE AMEDEO					= -0.18
10		BLACKMON JAMES					= -0.26
11		MARBLE DEVYN					= -0.22
12		POETA GIUSEPPE					= -0.16
13		MCADOO JAMES MICHAEL					= -0.07
14		JOHNSON-ODOM DARIUS					= -0.28
15		NUNNALLY JAMES					= -0.63
16		AGUILAR PABLO					= -0.18
17		CUNNINGHAM JARED					= -0.41
18		KUZMINSKAS MINDAUGAS					= -0.25
19		JAMES MIKE					= +1.29
20		POLONARA ACHILLE					= -0.01

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

PLAYERS Instagram



Ranking of the **TOP 20** most followed **LBA Serie A basketball players** on Instagram.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 ●	199.0 K ●	398.0 K ●	597.0 K ●	% VAR*
01		CHALMERS MARIO					= -0.31
02		MCADOO JAMES MICHAEL					= -0.62
03		DIXON MICHAEL					= -1.71
04		NEDOVIC NEMANJA					▲ +1 -0.64
05		ALLEN BRYON					▼ -1 -1.78
06		CUNNINGHAM JARED					= -0.48
07		KUZMINSKAS MINDAUGAS					= -0.84
08		BURNS CHRISTIAN					= -2.47
09		ARADORI PIETRO					▲ +1 +0.58
10		DRAGIC ZORAN					▼ -1 -0.38
11		JAMES MIKE					= -0.87
12		CERELLA BRUNO					= +0.17
13		MOSS DAVID					= +0.03
14		CINCIARINI ANDREA					= -0.87
15		DAYE AUSTIN					= -0.30
16		NUNNALLY JAMES					= -0.81
17		YOUNG PATRIC					= -0.63
18		HAMILTON JORDAN					= -1.63
19		DELLA VALLE AMEDEO					= -0.63
20		BLACKMON JAMES					= +1.64

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.



Ranking of the **TOP 20** most followed **LBA Serie A basketball players** based on the aggregate Facebook, Twitter and Instagram fanbases.

*[from April 25, 2019 to May 25, 2019]

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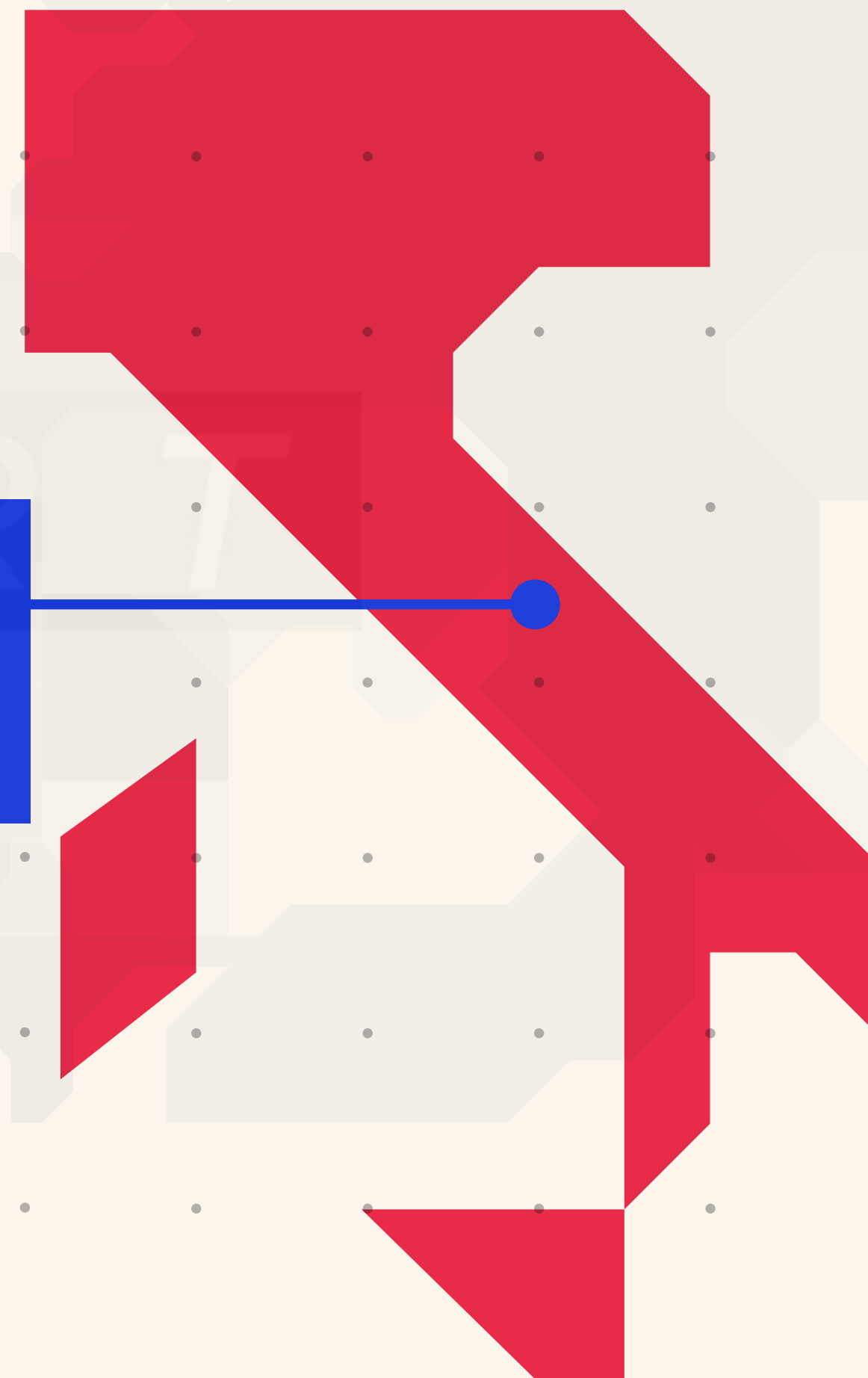
RK	CLUBS	PLAYERS	0 •	1.0 M •	% VAR*
01		CHALMERS MARIO		2.6 M	= -0.22
02		DAYE AUSTIN		182 K	= -0.33
03		NEDOVIC NEMANJA		149 K	= -0.41
04		KUZMINSKAS MINDAUGAS		147 K	= -0.50
05		MCADOO JAMES MICHAEL		146 K	= -0.53
06		ARADORI PIETRO		134 K	▲ +1 +0.34
07		DRAGIC ZORAN		134 K	▼ -1 -0.22
08		HAMILTON JORDAN		116 K	= -0.82
09		DIXON MICHAEL		115 K	= -1.54
10		CUNNINGHAM JARED		107 K	= -0.45
11		DELLA VALLE AMEDEO		101 K	= -0.39
12		MOSS DAVID		99 K	= 0.00
13		ALLEN BRYON		91 K	= -1.72
14		CERELLA BRUNO		90 K	▲ +2 +0.18
15		YOUNG PATRIC		90 K	= -0.54
16		CINCIARINI ANDREA		90 K	▼ -2 -0.64
17		JAMES MIKE		87 K	= -0.42
18		CRAFT AARON		84 K	= -0.25
19		NUNNALLY JAMES		81 K	= -0.76
20		BLACKMON JAMES		80 K	= +0.87

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

Overview about the TOP 20 LNP Serie A2 Ovest players



LNP
Serie A2 Ovest



PLAYERS Facebook



Ranking of the **TOP 20** most followed
LNP Serie A2 Ovest basketball players
on Facebook.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS		0 ●	4.0 K ●	8.0 K ●	12.0 K ●	% VAR*
01		TRICHE BRANDON					11.0 K	= -0.11
02		JONES ANDRE					5.4 K	= -0.15
03		ALIBEGOVIC AMAR					5.1 K	= +0.19
04		BALDASSO TOMMASO					4.7 K	= +0.15
05		JONES BOBBY					4.5 K	= +0.04
06		BORRA JACOPO					4.1 K	= +0.02
07		SORRENTINO GENNARO					3.5 K	= -0.14
08		ANTONUTTI MICHELE					3.3 K	= +0.67
09		LANDI ARISTIDE					3.2 K	= +0.68
10		LAWRENCE ANDREW					2.9 K	= -0.14
11		HALL MIKE					2.2 K	= -0.22
12		MOORE NIC					1.9 K	= 0.00
13		PASSERA MARCO					1.6 K	= -0.06
14		BENETTI GABRIELE					1.5 K	= 0.00
15		EVANGELISTI MARCO					982	= +0.31
16		SANDRI DANIELE					882	= +1.85
17		CASELLA ANDREA					816	= +0.25
18		RODERICK TERRENCE					514	= -0.19
19		HOLLIS DAMIAN					477	= -0.21
20		WHEATLE CARL					448	▲ +1 +2.05

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

PLAYERS Twitter



Ranking of the **TOP 20** most followed **LNP Serie A2 Ovest** basketball players on Twitter.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS		0 ●	4.0 K●	8.0 K●	12.0 K ●	% VAR*
01		ROTNEI CLARKE					11.2 K	= -0.18
02		SIMS DESHAWN					5.6 K	= -0.22
03		HALL MIKE					3.8 K	= +0.50
04		MOORE NIC					2.7 K	= -0.15
05		JONES BOBBY					2.6 K	= -0.50
06		PEPPER DALTON					2.4 K	= -0.33
07		CHESSA MASSIMO					2.3 K	= -0.34
08		CANNON JALEN					1.6 K	= -0.13
09		PARKS JORDAN					1.6 K	= +0.64
10		LAGANÀ MARCO					1.5 K	= -0.32
11		LAWRENCE ANDREW					1.5 K	= -0.13
12		MUSSO BERNARDO					1.4 K	= -0.15
13		OJO MICHAEL					1.3 K	= +0.08
14		BELL AMIR					1.2 K	= -0.24
15		CASELLA ANDREA					1.2 K	= -0.40
16		MEI NICOLA					1.1 K	= -0.53
17		BERTONE PABLO					1.0 K	= -0.39
18		WHEATLE CARL					986	= +0.51
19		ALIBEGOVIC AMAR					931	= +1.53
20		LANDI ARISTIDE					915	= +0.11

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

PLAYERS Instagram



Ranking of the **TOP 20** most followed **LNP Serie A2 Ovest** basketball players on Instagram.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 ●	19.0 K ●	38.0 K ●	57.0 K ●	% VAR*
01		LOSCHI FEDERICO					= +1.49
02		NDOJA KLAUDIO					= -1.99
03		FRAZIER J.J.					= -1.35
04		SANDRI DANIELE					= +1.97
05		MOLLURA MARCO					= -0.06
06		PACITTO MICHELE					▲ +2 +29.0
07		ANTONUTTI MICHELE					▼ -1 +0.33
08		MEI NICOLA					▼ -1 +1.08
09		SIMS DESHAWN					= -0.01
10		CASELLA ANDREA					▲ +1 +9.20
11		GOODWIN SHAQUILLE					▼ -1 -0.64
12		ALIBEGOVIC MIRZA					= -0.41
13		MOORE NIC					= +0.35
14		ROTNEI CLARKE					= +0.49
15		LUSVARGHI MARCO					▲ +64 +335.3
16		RAUCCI DAVIDE					▼ -1 -0.90
17		HALL MIKE					▼ -1 -0.80
18		ITALIANO NAZZARENO					▼ -1 -0.33
19		LAGANÀ MARCO					▼ -1 -0.53
20		JACKSON ANTINO					▼ -1 +2.57

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

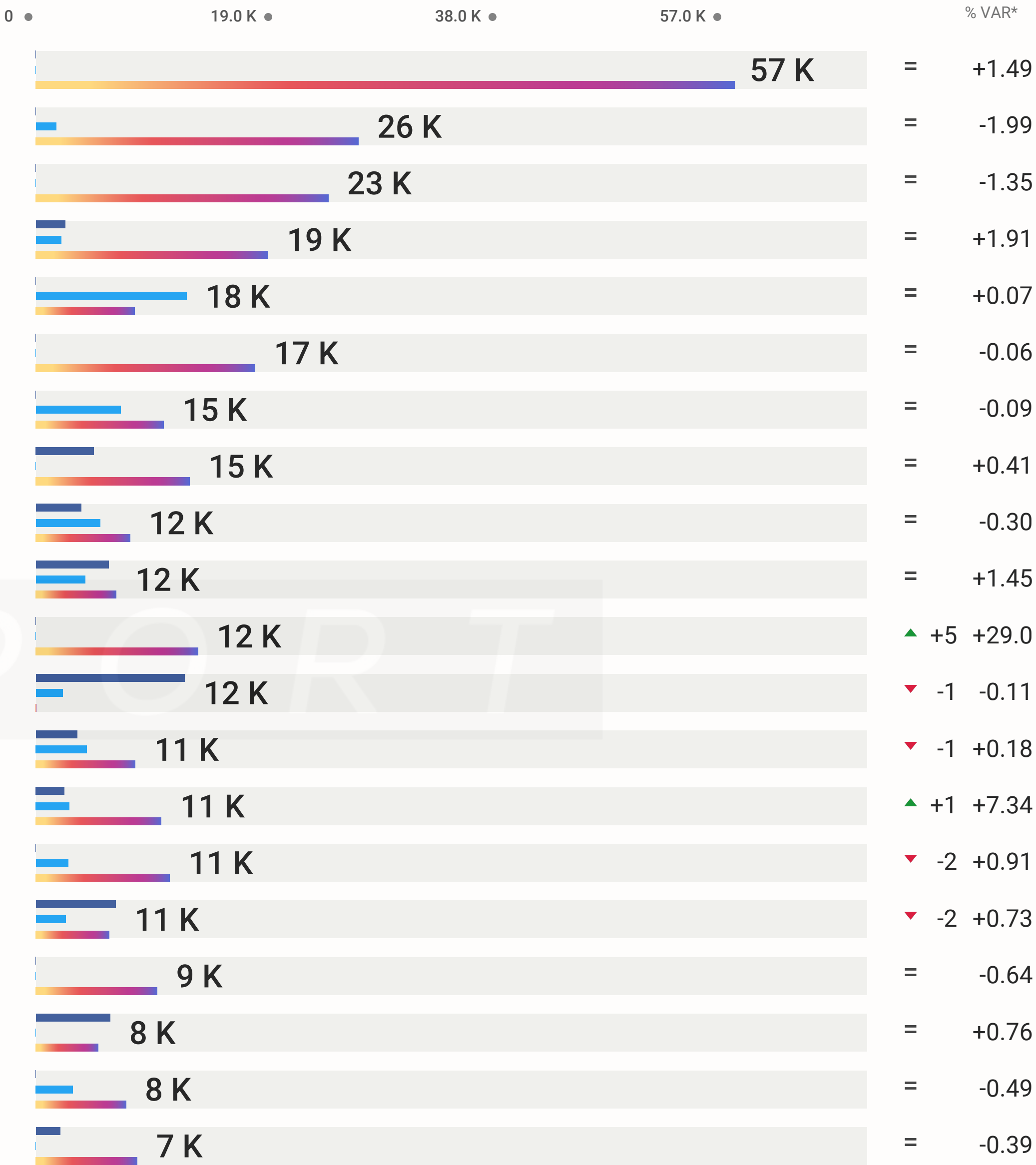


Ranking of the **TOP 20** most followed **LNP Serie A2 Ovest basketball players** based on the aggregate Facebook, Twitter and Instagram fanbases.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS
01		LOSCHI FEDERICO
02		NDOJA KLAUDIO
03		FRAZIER J.J.
04		SANDRI DANIELE
05		ROTNEI CLARKE
06		MOLLURA MARCO
07		SIMS DESHAWN
08		ANTONUTTI MICHELE
09		HALL MIKE
10		JONES BOBBY
11		PACITTO MICHELE
12		TRICHE BRANDON
13		MOORE NIC
14		CASELLA ANDREA
15		MEI NICOLA
16		ALIBEGOVIC AMAR
17		GOODWIN SHAQUILLE
18		BALDASSO TOMMASO
19		LAGANÀ MARCO
20		ALIBEGOVIC MIRZA

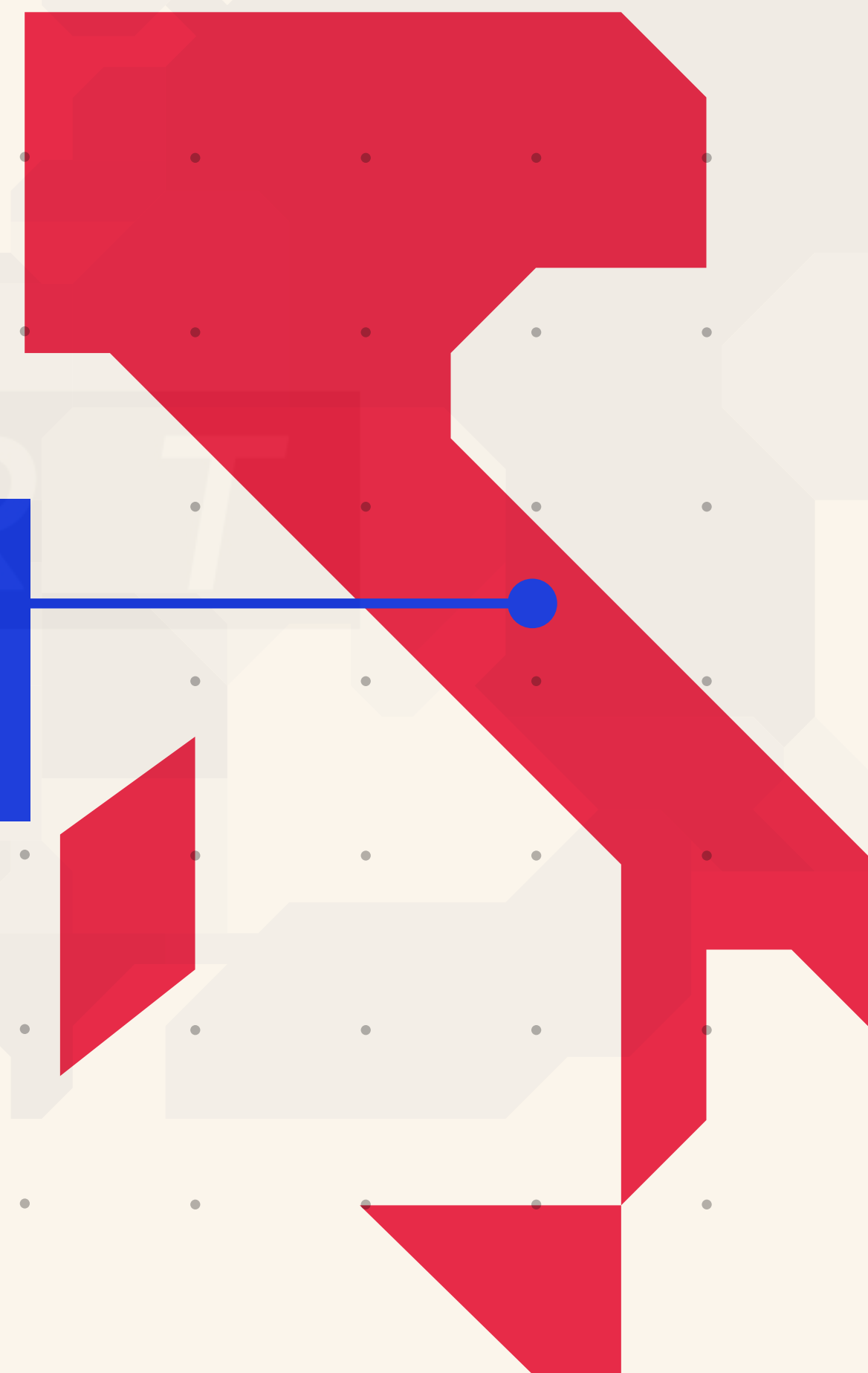


The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

Overview about the TOP 20 LNP Serie A2 Est players



LNP
Serie A2 Est



PLAYERS Facebook



Ranking of the **TOP 20** most followed
LNP Serie A2 Est basketball players
on Facebook.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 ●	20.0 K ●	40.0 K ●	60.0 K ●	% VAR*
01		VUJACIC SASHA					= -0.15
02		DELFINO CARLOS					= -0.26
03		CINCIARINI DANIELE					= -0.08
04		MARINO TOMMASO					= +0.26
05		TAYLOR JAMAL TYSHAWN					= -0.13
06		PENNA LORENZO					= -0.03
07		ROVATTI ANDREA					= -0.56
08		MONTANO MATTEO					= -0.11
09		PELLEGRINO FRANCESCO					= +0.04
10		MURRY TOURÈ					= -0.22
11		HASBROUCK KENNY					= +0.37
12		MANCINELLI STEFANO					= +0.08
13		DONZELLI DANIEL					= +0.19
14		OXILIA TOMMASO					= +0.11
15		SWANN ISAIAH					= -0.24
16		FORMENTI MATTEO					= 0.00
17		SHERROD BRANDON					= +0.26
18		INVIDIA SERGIO					= +1.40
19		JEFERSON					▲ +1 +40.0
20		MORENO YANKIEL					▼ -1 0.00

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

PLAYERS Twitter



Ranking of the **TOP 20** most followed **LNP Serie A2 Est basketball players** on Twitter.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 ●	78.0 K ●	156.0 K ●	234.0 K ●	% VAR*
01		DELFINO CARLOS					232.7 K = -0.09
02		VUJACIC SASHA					60.7 K = -0.37
03		TAYLOR JAMAL TYSHAWN					51.7 K = -0.21
04		MANCINELLI STEFANO					34.2 K = -0.21
05		WHITE JAMES					26.6 K = -0.24
06		WAYNS MAALIK					19.4 K = -0.40
07		MURRY TOURÈ					9.3 K = -0.45
08		RICE RAYVONTE					8.2 K = -0.33
09		HENDERSON TERRY					5.3 K = -0.15
10		APPLING KEITH					4.7 K = -0.38
11		LOGAN DAVID					4.4 K = -0.25
12		MARINO TOMMASO					3.4 K = +0.78
13		OGIDE ANDY					3.3 K = +1.35
14		IMBRÒ MATTEO					2.9 K = -0.14
15		JOHNSON MELVIN					2.4 K = +0.25
16		BURNETT DOMINEZ					1.9 K = -0.26
17		DILIEGRO DANE					1.6 K = +0.06
18		CORBETT LAMARSHALL					1.6 K = +0.26
19		KNOWLES PRESTON					1.5 K = -0.46
20		AMATO ANDREA					1.4 K = -0.28

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

PLAYERS Instagram



Ranking of the **TOP 20** most followed **LNP Serie A2 Est basketball players** on Instagram.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 ●	21.0 K ●	42.0 K ●	63.0 K ●	% VAR*
01		MANCINELLI STEFANO					63.4 K = -0.07
02		MARINO TOMMASO					51.7 K = +0.99
03		HAIRSTON JOSH					43.3 K = -0.72
04		VUJACIC SASHA					38.8 K = +0.38
05		WAYNS MAALIK					33.2 K = -0.20
06		TAYLOR JAMAL TYSHAWN					26.6 K = -0.18
07		DILIEGRO DANE					25.8 K = -2.51
08		WHITE JAMES					24.8 K = -0.18
09		BURNETT DOMINEZ					15.3 K = +1.51
10		LOGAN DAVID					12.0 K = +0.51
11		CORBETT LAMARSHALL					11.6 K = +0.77
12		VENUTO MARCO					11.5 K = +0.54
13		APPLING KEITH					11.3 K ▲ +1 +1.34
14		EPIFANI ANDREA					11.1 K ▼ -1 -0.85
15		CHILLO MATTEO					9.1 K ▲ +2 +1.16
16		RICE RAYVONTE					9.0 K = -0.19
17		ROVATTI ANDREA					9.0 K ▼ -2 -1.30
18		VISCONTI RICCARDO					8.7 K ▲ +1 +0.05
19		PICCOLI MATTEO					8.6 K ▼ -1 -0.95
20		AMATO ANDREA					8.4 K = +0.66

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.



Ranking of the **TOP 20** most followed **LNP Serie A2 Est basketball players** based on the aggregate Facebook, Twitter and Instagram fanbases.

*[from April 25, 2019 to May 25, 2019]

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RK	CLUBS	PLAYERS	0 • 78.0 K • 156.0 K • 234.0 K •	% VAR*
01		DELFINO CARLOS	289 K	= -0.12
02		VUJACIC SASHA	159 K	= -0.11
03		MANCINELLI STEFANO	99 K	= -0.12
04		TAYLOR JAMAL TYSHAWN	86 K	= -0.19
05		MARINO TOMMASO	66 K	= +0.86
06		WAYNS MAALIK	53 K	= -0.27
07		WHITE JAMES	51 K	= -0.21
08		HAIRSTON JOSH	43 K	= -0.72
09		DILIEGRO DANE	27 K	= -2.36
10		BURNETT DOMINEZ	17 K	▲ +1 +1.31
11		RICE RAYVONTE	17 K	▼ -1 -0.26
12		CINCIARINI DANIELE	17 K	= -0.06
13		LOGAN DAVID	16 K	= +0.31
14		APPLING KEITH	16 K	= +0.83
15		ROVATTI ANDREA	14 K	= -1.03
16		CORBETT LAMARSHALL	13 K	= +0.71
17		MURRY TOURÈ	12 K	= -0.35
18		VENUTO MARCO	12 K	= +0.56
19		HENDERSON TERRY	12 K	= -0.21
20		EPIFANI ANDREA	11 K	= -0.85

The players considered are the ones in the official websites of the clubs analysed, considering the transactions' list in the sportando.basketball/basket-mercato/ website too.

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