

## SUMMARY OF OVERSEAS SPORTS IPS ON

# Douyin's e-commerce platform

This can be evaluated based on two criteria...

1

If they promote their products through their own account

2

If they have their own official Douyin store

- Argentina and Portugal national teams have similar strategies on Douyin, with the Argentina team selling commemorative clothing and related merchandise to celebrate their World Cup victory, while the Portugal team has authorised All-Star to sell their products.
- Arsenal sell products on their own Douyin account, but from a third-party store called KAYFORD.



- Barcelona do not promote their products on their own account, nor do they have their own official Douyin store. Instead, they authorised All Star Partner to sell official products.

- AC Milan, BVB and Inter have their own Douyin store and also promote their products through their own account.
- In February, BVB had 35 live streaming sessions, with an average of 9 products featured per session and an average order value of around ¥240 / £29.
- During the same period, Inter held 16 live streaming sessions, with an average of 180 products featured per session and an average order value of around ¥110 / £13.
- NBA's top selling product is Warrior's championship T-shirt, with more than 5,000 units sold. Most popular team scarf among football clubs sold 1,000 units.