



THE CHINA DIGITAL FOOTBALL DATA BOOK

FOREWORD

China continues to be a priority market for football rights-holders looking to grow awareness and revenue. The recent changes around COVID policy in the country mean all eyes are on the sports industry in China to see what direction it takes next.

Red Lantern regularly gets asked about comparative data sets for football clubs active in China. This report is our attempt to provide a useful initial top-line guide for the market.

This report will not form any value judgments around who is “winning” in China, as there are too many factors to consider to reach a fair conclusion around the respective performance of digital teams. Not least of which is the existence of fake engagement, followers and livestream data.

Separately, it is worth remembering that China is a star-centric market, so for certain clubs to breakthrough requires innovative strategy and positioning. Success looks different for different clubs.

In order to make this report manageable we have ring-fenced it to 20 leading clubs in terms of activity in China. It is a summary of available relevant desktop data or projections.

While acknowledging the importance of social media channels, this report also intends to provide an overview by noting data sets in other aspects of the Chinese digital landscape, including the Baidu and WeChat search and popularity indexes, e-commerce presence, and popularity in relevant communities.

Distribution and content has to evolve over time. In recent times Weibo, WeChat, Douyin and Toutiao were the four major platforms where almost all the biggest European football clubs had a digital presence. However, Bilibili and Xiaohongshu have made significant in-roads in this space - as noted in the trends section.

In regard to some of the other data sets included in this report, for example Baidu, the largest search engine in China. It's where thousands of football fans search for news and information about their favourite clubs. With the help of big data, the Baidu Index examines the content volume and search volume of a keyword within the Baidu ecosystem and how they change over time.

This report presents a Baidu Index graph for each club in 2022 and points out the peaks to show how big breaking news sparked reaction among Chinese football fans.

Many Chinese football fans also spend time on app-based and sports-focused communities such as Dongqiudi, Hupu and Zhibo8. Therefore, the followers and content volume of the forums on these platforms could be seen as representative of the popularity of the clubs, instead of just their operated social media channels - and are thus included too.

As stated above, we are not providing any value judgements in this report, merely collating the data that is available to us. Should you have any questions do not hesitate to contact us at:

info@redlanterndigitalmedia.com

CREATED BY

 Red Lantern

FIVE RELEVANT TRENDS FROM 2022

1

FIFA WORLD CUP OPENS DOOR TO NEW TYPE OF FAN

The World Cup has traditionally been an entry point for new football fandom. Thanks to the finale between Messi and Mbappé - and Neymar's high profile - PSG was the fastest growing football club on Chinese social media, represented by the so-called "PSG Girls" trend.

It once again highlights the factor of individual players in driving interest in football amongst international audiences. Very often they are a fan of the star first, and will change clubs with him or her.

2

SOCIAL PLATFORMS CONTINUE TO EVOLVE AS PART OF BROADCAST DISTRIBUTION

Social platforms are proactively acquiring media rights, as demonstrated by Douyin's acquisition of the rights to stream FIFA World Cup 2022 and Kuaishou's purchase of the Beijing 2022 streaming rights.

This presents international rights-holders with new monetisation opportunities. For example, the recent live-stream of the Messi vs Ronaldo game on Douyin was reported to garner more than 12m viewers and RMB 9.6m (over US\$ 910k) in streaming revenue for the one-off event.

3

FREE PROMOTIONAL SUPPORT FOR FOREIGN SPORTS IPS DROPPING

In general Chinese social media channels used to offer free promotional resources in exchange for international sports rights-holders landing on the platform. We have seen a decline in the platforms' willingness to provide free promotional support in the past year, perhaps a nod to the challenging political environment.

Platform algorithms increasingly dictate how content performs. Instead of offering free promotional support simply because of the influence of rights-holders, platforms are more interested in equal resource exchange.

4

BILIBILI AND XIAOHONGSHU BECOMING A NEW BATTLEGROUND

China's Youtube and Twitch hybrid Bilibili, and lifestyle platform Xiaohongshu, continued to grow their fitness and sports verticals in 2022. Bilibili in particular skews to Gen Z and longer-form video content. In the past year, leading rights-holders including Liverpool, Manchester United, Real Madrid, Juventus, Barcelona and PSG, all landed on the platform. Xiaohongshu, on the other hand, is geared to fashion and lifestyle content, and has now become the go-to destination to consume content such as frisbee, camping and flag football - all growing participation sports in China.

5

FRESH HOPES AS CHINA BEGINS TO OPEN UP AGAIN

After more than three years, China finally opened up its border and economy at the end of 2022. Several high-profile international events have already confirmed they will be returning this year. Never before have Chinese sports fans been more eager for live events to return to their country.

METRICS EXPLAINER

TIME PERIOD: 1/1/2022 - 26/12/2022

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SOCIAL MEDIA

Weibo followers

- ▶ The number of followers on Weibo

Weibo engagements 2022

- ▶ The number of engagements (shares, comments, likes) on Weibo in 2022

Douyin followers 2022

- ▶ The number of followers on Douyin

Douyin engagements 2022

- ▶ The number of engagements on Douyin (shares, downloads, comments, likes) in 2022

WeChat active followers

- ▶ The number of estimated active followers on WeChat (source: newrank)

WeChat reads 2022

- ▶ The number of total WeChat reads (clicks) in 2022

Toutiao followers

- ▶ The number of followers on Toutiao

Toutiao impressions 2022

- ▶ The number of impressions on Toutiao in 2022

BAIDU INDEX

Baidu search index

- ▶ An index based on the search volume of the keyword on Baidu, representing the user behaviour on the platform

Baidu news index

- ▶ An index based on the volume of content containing the keyword on Baidu, representing market recognition

Baidu related searches

- ▶ The most related searches on Baidu when the users type in the keyword

WECHAT INDEX

An index representing the popularity of the content containing the keyword and the importance of the keyword in the content within the WeChat ecosystem (including WeChat Search, WeChat Videos, WeChat Articles, WeChat Ads, etc.)

Peak WeChat Index

- ▶ The peak number and date of the keyword's WeChat Index in 2022

ECOMMERCE

A club's Official China Store, or, in the absence of an official club store, the official store of the club's kit supplier, is included in the ecommerce section

ONLINE FORUMS

Baidu Tieba followers

- ▶ The number of total followers of the club's Baidu Tieba

Hupu forum followers

- ▶ The number of total followers of the club's forum on Hupu

Dongqiudi forum posts

- ▶ The number of posts published on the club's forum on Dongqiudi

Zhibo8 forum posts

- ▶ The number of posts published on the club's forum on Zhibo8



AC MILAN

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

AC米兰直播
伊布
意甲
AC米兰夺冠
米兰德比

AC Milan live stream
Ibrahimovic
Serie A
AC Milan winning Serie A
Milan derby

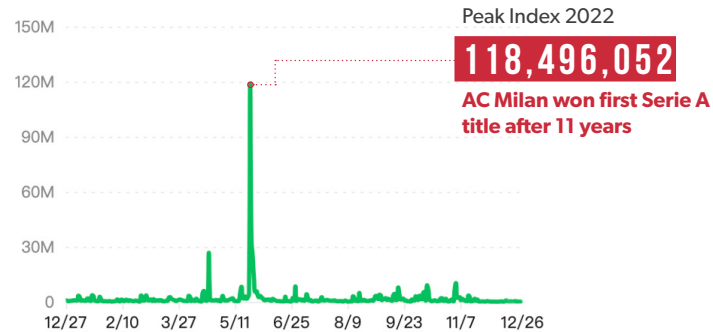
SEARCH INDEX



NEWS INDEX



WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,956,215
HUPU FORUM FOLLOWERS	137,000
DONGQIUDI FORUM POSTS	580,000
ZHIBO8 FORUM POSTS	51,000

ECOMMERCE

TMALL

AC Milan Official Store



AC Milan Official Douyin Store

SOCIAL MEDIA



AS ROMA

2022 DATA REVIEW

SOCIAL MEDIA



FOLLOWERS

1,129,000

ENGAGEMENTS 2022

336,149



FOLLOWERS

345,000

ENGAGEMENTS 2022

476,271



ESTIMATED
ACTIVE FOLLOWERS

18,290

READS 2022

42,791



FOLLOWERS

63,000

IMPRESSIONS 2022

1,696,117



FOLLOWERS

178,000

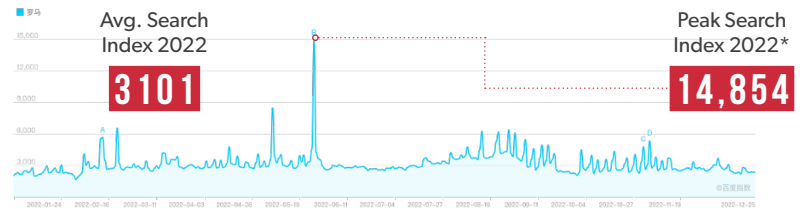
BAIDU INDEX

RELATED SEARCHES

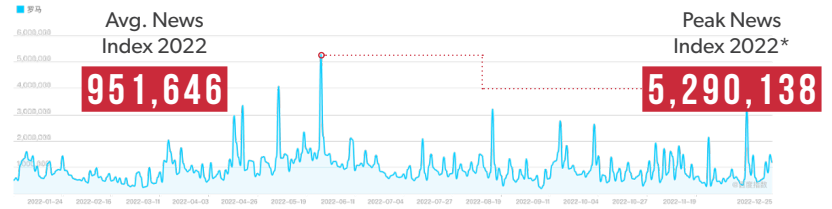
穆里尼奥
罗马 vs 拉齐奥
迪巴拉
维纳尔杜姆
米兰德比

Mourinho
Roma vs Lazio
Dybla
Wijnaldum
Milan derby

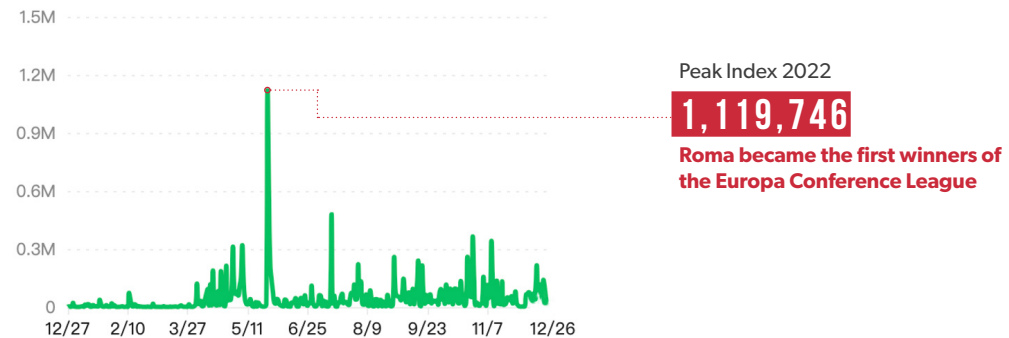
SEARCH INDEX



NEWS INDEX



WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	1,041,334
HUPU FORUM FOLLOWERS	43,000
DONGQIUDI FORUM POSTS	190,000
ZHIBO8 FORUM POSTS	574

ECOMMERCE



AS Roma Official Douyin Store

ATLETICO MADRID

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

德保罗
西甲
西蒙尼
格列兹曼
菲利克斯

SEARCH INDEX



NEWS INDEX

De Paul
La Liga
Simeone
Griezmann
Felix



SOCIAL MEDIA



FOLLOWERS

1,320,000

ENGAGEMENTS 2022

231,350



FOLLOWERS

523,000

ENGAGEMENTS 2022

593,177



ESTIMATED ACTIVE FOLLOWERS

24,055

READS 2022

287,266



FOLLOWERS

31,000

IMPRESSIONS 2022

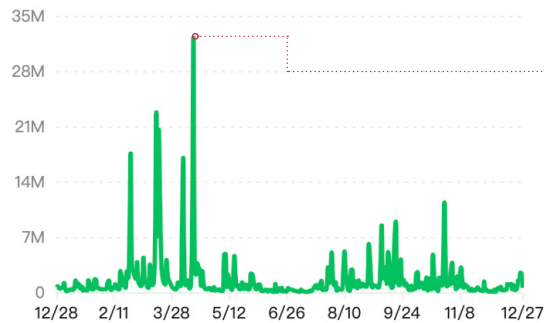
6,735



FOLLOWERS

64,000

WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	509,238
HUPU FORUM FOLLOWERS	76,000
DONGQIUDI FORUM POSTS	530,000
ZHIBO8 FORUM POSTS	1,682

ECOMMERCE

n/a

ARSENAL

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

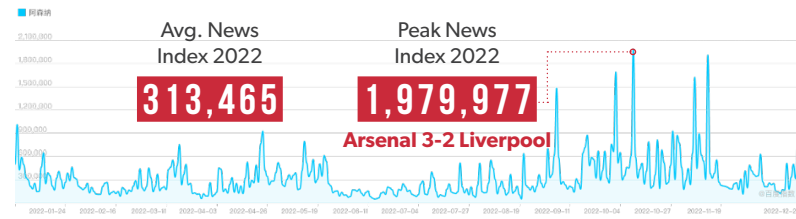
阿森纳直播
阿森纳门将
英超
厄德高
阿尔特塔

Arsenal live stream
Arsenal goalkeeper
Premier League
Ødegaard
Arteta

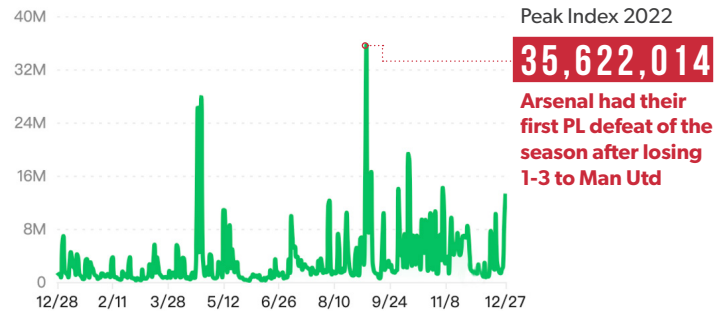
SEARCH INDEX



NEWS INDEX



WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,135,648
HUPU FORUM FOLLOWERS	207,000
DONGQIUDI FORUM POSTS	700,000
ZHIBO8 FORUM POSTS	10,000

ECOMMERCE

TMALL

Arsenal Official Store



Arsenal Official Douyin Store

SOCIAL MEDIA



FOLLOWERS

5,704,000

ENGAGEMENTS 2022

630,451



FOLLOWERS

488,000

ENGAGEMENTS 2022

2,725,596



ESTIMATED ACTIVE FOLLOWERS

68,180

READS 2022

3,231,217



FOLLOWERS

54,000

IMPRESSIONS 2022

16,113,338

BARCELONA

2022 DATA REVIEW

BAIDU INDEX

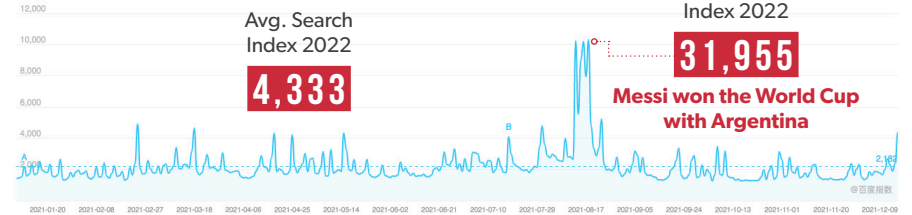
RELATED SEARCHES

梅西为什么被巴萨踢出了
拜仁慕尼黑
欧冠
皇家马德里
莱万多夫斯基

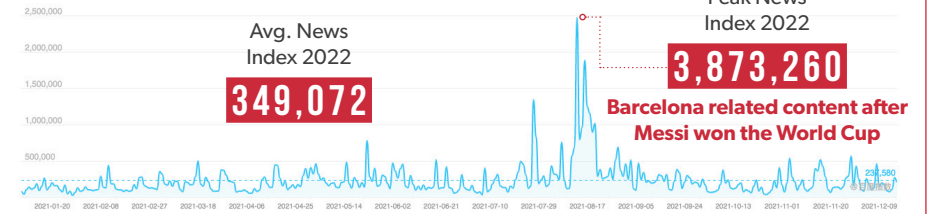
Why Messi kicked out of Barca

Bayern Munich
Champions League
Real Madrid
Lewandowski

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NEWS INDEX



SOCIAL MEDIA

WEIBO
FOLLOWERS: **10,717,000**
ENGAGEMENTS 2022: **2,023,644**

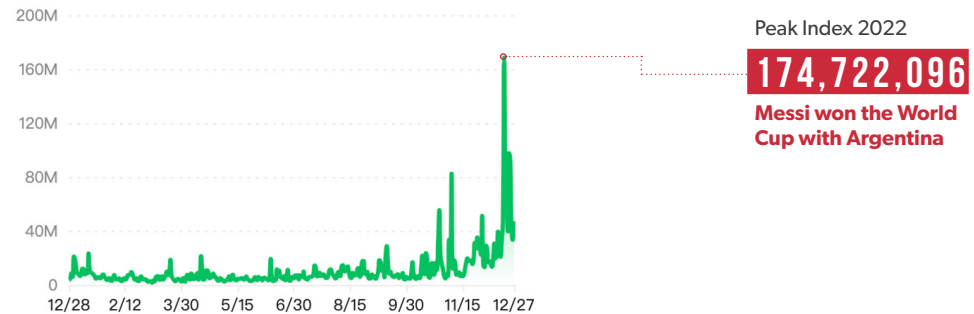
TIKTOK
FOLLOWERS: **3,416,000**
ENGAGEMENTS 2022: **13,661,368**

WECHAT
ESTIMATED ACTIVE FOLLOWERS: **120,135**
READS 2022: **4,450,612**

JIUJIAO
FOLLOWERS: **247,000**
IMPRESSIONS 2022: **62,673,496**

BILIBILI
FOLLOWERS: **105,000**

WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	3,800,510
HUPU FORUM FOLLOWERS	445,000
DONGQIUDI FORUM POSTS	1,760,000
ZHIBO8 FORUM POSTS	34,000

ECOMMERCE

TMALL

聚星动力旗舰店 Authorised Merchandiser
NIKE Official Store
(Official Kit Supplier)

FC BAYERN MUNICH

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

2012拜仁慕尼黑阵容
德甲
托马斯·穆勒
巴塞罗那足球俱乐部
拜仁vs国米

2012 Bayern squad
Bundesliga
Thomas Muller
Barcelona
Bayern vs Inter

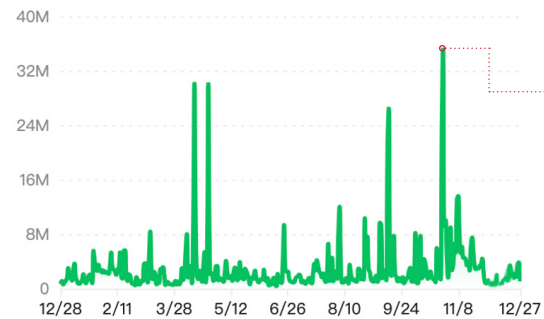
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WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,676,634
HUPU FORUM FOLLOWERS	253,000
DONGQIUDI FORUM POSTS	990,000
ZHIBO8 FORUM POSTS	6,757

ECOMMERCE

TMALL

FC Bayern Official Store

SOCIAL MEDIA



FOLLOWERS

4,549,959

ENGAGEMENTS 2022

1,578,176



FOLLOWERS

1,525,000

ENGAGEMENTS 2022

6,642,787



ESTIMATED ACTIVE FOLLOWERS

239,760

READS 2022

4,291,062



FOLLOWERS

30,000

IMPRESSIONS 2022

N/A



FOLLOWERS

235,000

NOTE: Stop updating since 29 September 2021

CHELSEA

2022 DATA REVIEW

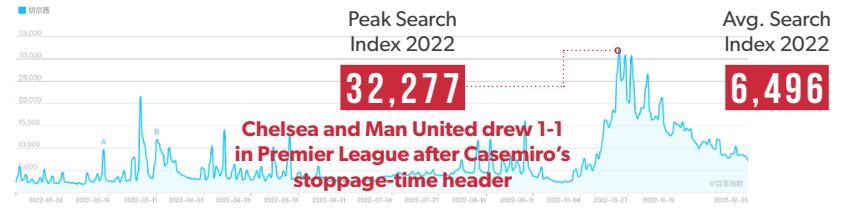
BAIDU INDEX

RELATED SEARCHES

切尔西新老板
图赫尔
哈弗茨
切尔西主教练
英超

Chelsea new owners
Tuchel
Havertz
Chelsea manager
Premier League

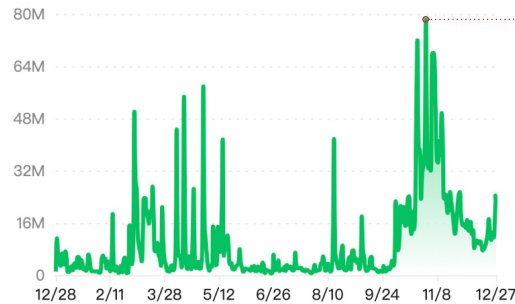
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NEWS INDEX



WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	3,329,039
HUPU FORUM FOLLOWERS	177,000
DONGQIUDI FORUM POSTS	770,000
ZHIBO8 FORUM POSTS	7,242

ECOMMERCE

TMALL

NIKE Official Store (Official Kit Supplier)

SOCIAL MEDIA



FOLLOWERS

10,713,000

ENGAGEMENTS 2022

1,993,674



FOLLOWERS

3,137,000

ENGAGEMENTS 2022

15,286,410



ESTIMATED ACTIVE FOLLOWERS

56,785

READS 2022

890,421



FOLLOWERS

4,900

IMPRESSIONS 2022

N/A



FOLLOWERS

988,000

NOTE: No content posted on the account

BORUSSIA DORTMUND

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

哈兰德
 拜仁慕尼黑
 贝林厄姆
 罗伊斯
 鲁尔区德比

Haaland
 Bayern Munich
 Bellingham
 Reus
 Revierderby

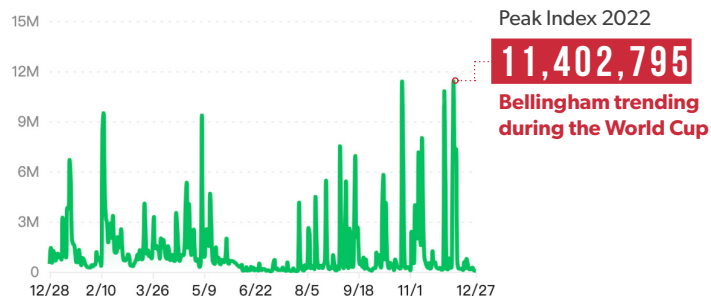
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WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	1,170,558
HUPU FORUM FOLLOWERS	103,000
DONGQIUDI FORUM POSTS	570,000
ZHIBO8 FORUM POSTS	1,430

ECOMMERCE

TMALL

Borussia Dortmund Official Store



Borussia Dortmund Official Douyin Store

SOCIAL MEDIA

WEIBO
 FOLLOWERS: **3,308,000**
 ENGAGEMENTS 2022: **408,202**

TIKTOK
 FOLLOWERS: **1,318,000**
 ENGAGEMENTS 2022: **5,163,844**

WECHAT
 ESTIMATED ACTIVE FOLLOWERS: **10,250**
 READS 2022: **477,805**

头条
 FOLLOWERS: **4,307**
 IMPRESSIONS 2022: **120,777**

哔哩哔哩
 FOLLOWERS: **49,000**

INTER MILAN

2022 DATA REVIEW

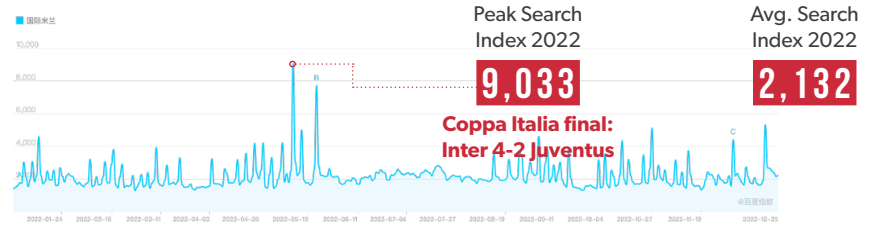
BAIDU INDEX

RELATED SEARCHES

劳塔罗
卢卡库
皇家马德里
拜仁慕尼黑
国际米兰vs巴塞罗那

Lautaro
Lukaku
Real Madrid
Bayern Munich
Inter vs Barca

SEARCH INDEX



NEWS INDEX



SOCIAL MEDIA



FOLLOWERS

4,893,000

ENGAGEMENTS 2022

488,829



FOLLOWERS

677,000

ENGAGEMENTS 2022

812,586



ESTIMATED ACTIVE FOLLOWERS

39,975

READS 2022

1,200,651



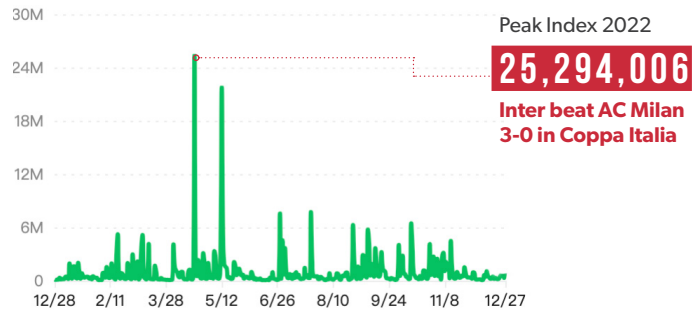
FOLLOWERS

95,000

IMPRESSIONS 2022

21,912,135

WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	3,202,793
HUPU FORUM FOLLOWERS	125,000
DONGQIUDI FORUM POSTS	480,000
ZHIBO8 FORUM POSTS	9,804

ECOMMERCE

TMALL

Inter Milan Official Store



Inter Milan Official Douyin Store

JUVENTUS

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

博格巴
迪玛利亚
基耶萨
本菲卡
迪巴拉

Pogba
Di Maria
Chiesa
Benfica
Dybala

SEARCH INDEX



NEWS INDEX



SOCIAL MEDIA



FOLLOWERS

3,287,000

ENGAGEMENTS 2022

403,470



FOLLOWERS

2,016,000

ENGAGEMENTS 2022

7,766,054



ESTIMATED ACTIVE FOLLOWERS

81,780

READS 2022

384,8270



FOLLOWERS

107,000

IMPRESSIONS 2022

61,825,078



FOLLOWERS

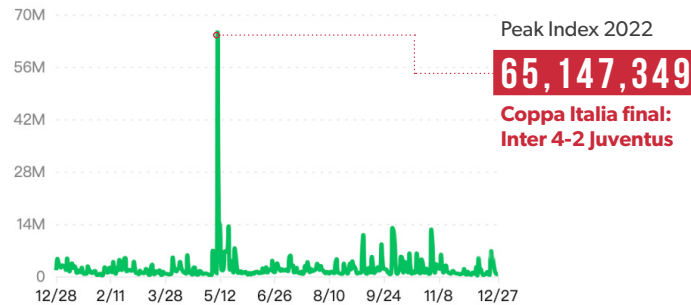
54,000



FOLLOWERS

28,000

WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,718,776
HUPU FORUM FOLLOWERS	179,000
DONGQIUDI FORUM POSTS	1,080,000
ZHIBO8 FORUM POSTS	13,000

ECOMMERCE

TMALL

Juventus Official Store



尤文图斯JUVENTUS

LIVERPOOL

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

曼城 vs 利物浦
利物浦直播
皇家马德里
欧冠
利物浦 vs 曼联

Man City vs Liverpool
Liverpool live stream
Real Madrid
Champions League
Liverpool vs Man Utd

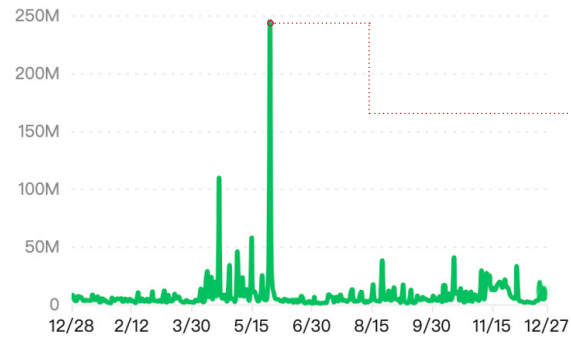
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WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,687,153
HUPU FORUM FOLLOWERS	146,000
DONGQIUDI FORUM POSTS	880,000
ZHIBO8 FORUM POSTS	9,840

ECOMMERCE

TMALL

NIKE Official Store (Official Kit Supplier)

SOCIAL MEDIA



FOLLOWERS

3,709,000

ENGAGEMENTS 2022

1,452,320



FOLLOWERS

1,267,000

ENGAGEMENTS 2022

7,127,837



ESTIMATED ACTIVE FOLLOWERS

135,395

READS 2022

5,983,558



FOLLOWERS

245,000

MANCHESTER CITY

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

英超
瓜迪奥拉
哈兰德
曼城 vs 曼联
德布劳内

Premier League
Guardiola
Haaland
Man City vs Man Utd
De Bruyne

SEARCH INDEX



NEWS INDEX



SOCIAL MEDIA



FOLLOWERS

9,270,000

ENGAGEMENTS 2022

1,048,708



FOLLOWERS

1,374,000

ENGAGEMENTS 2022

10,088,055



ESTIMATED ACTIVE FOLLOWERS

107,380

READS 2022

2,583,054



FOLLOWERS

123,000

IMPRESSIONS 2022

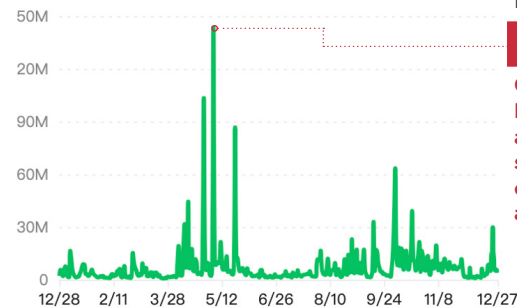
34,221,169



FOLLOWERS

262,000

WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS

1,625,080

HUPU FORUM FOLLOWERS

130,000

DONGQIUDI FORUM POSTS

880,000

ZHIBO8 FORUM POSTS

7,308

ECOMMERCE

TMALL

Man City Official Store



Man City Official Douyin Store

MANCHESTER UNITED

2022 DATA REVIEW

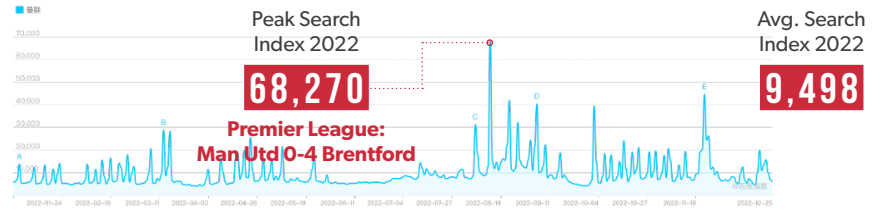
BAIDU INDEX

RELATED SEARCHES

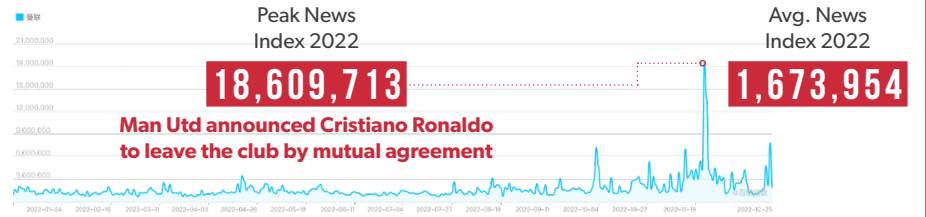
C罗
滕哈格
曼联直播
卡塞米罗
安东尼

C. Ronaldo
Ten Hag
Man Utd live stream
Casemiro
Antony

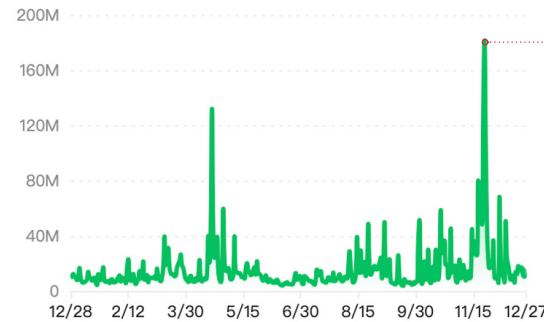
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NEWS INDEX



WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	4,901,803
HUPU FORUM FOLLOWERS	359,000
DONGQIUDI FORUM POSTS	1,280,000
ZHIBO8 FORUM POSTS	27,000

ECOMMERCE

TMALL

Adidas Official Store (Official Kit Supplier)

SOCIAL MEDIA



FOLLOWERS

11,034,000

ENGAGEMENTS 2022

1,723,313



FOLLOWERS

1,374,000

ENGAGEMENTS 2022

14,525,304



ESTIMATED ACTIVE FOLLOWERS

152,645

READS 2022

7,051,935



FOLLOWERS

45,000

IMPRESSIONS 2022

53,871,949



FOLLOWERS

182,000

NAPOLI

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

马拉多纳
金玟哉
斯帕莱蒂
意甲
利物浦

Maradona
Kim Min-jae
Spalletti
Serie A
Liverpool

SEARCH INDEX



NEWS INDEX



SOCIAL MEDIA



FOLLOWERS

508,000

ENGAGEMENTS 2022

34,461



FOLLOWERS

4,792

ENGAGEMENTS 2022

13,178



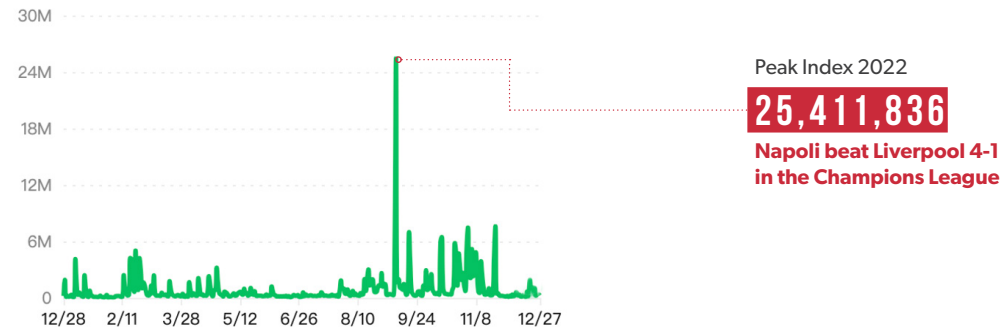
ESTIMATED ACTIVE FOLLOWERS

1,475

READS 2022

11,351

WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	123,352
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	120,000
ZHIBO8 FORUM POSTS	N/A

ECOMMERCE

n/a

NEWCASTLE UNITED

2022 DATA REVIEW

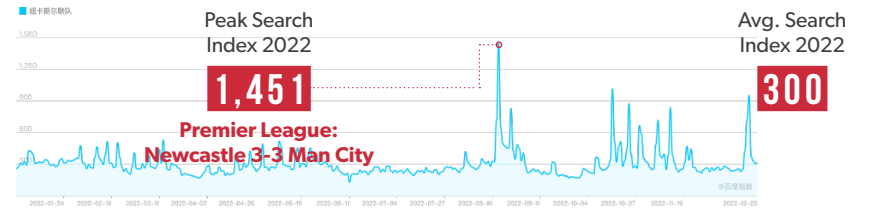
BAIDU INDEX

RELATED SEARCHES

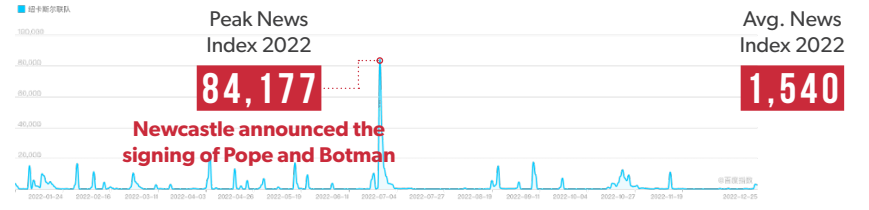
特里皮尔
圣马克西曼
吉马良斯 本菲卡
卡里乌斯
英超积分榜

Trippier
Allan Saint-Maximin
Guimarães Benfica
Karius
PL table

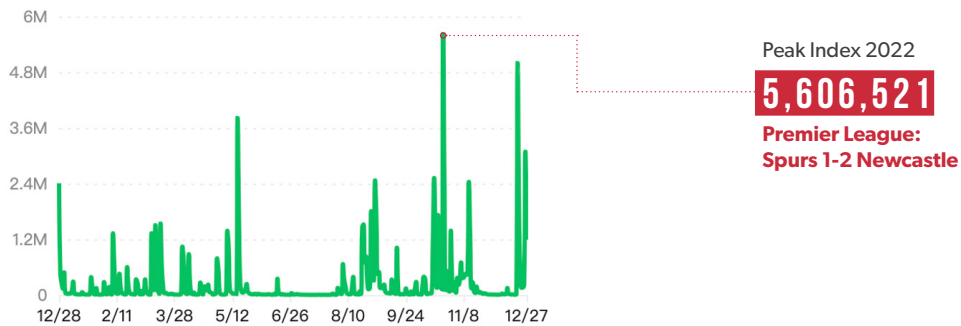
SEARCH INDEX



NEWS INDEX



WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	52,121
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	55,000
ZHIBO8 FORUM POSTS	N/A

ECOMMERCE

n/a

SOCIAL MEDIA



FOLLOWERS
104,000

ENGAGEMENTS 2022
95,000



FOLLOWERS
248,000

ENGAGEMENTS 2022
1,410,839

PARIS SAINT-GERMAIN

2022 DATA REVIEW

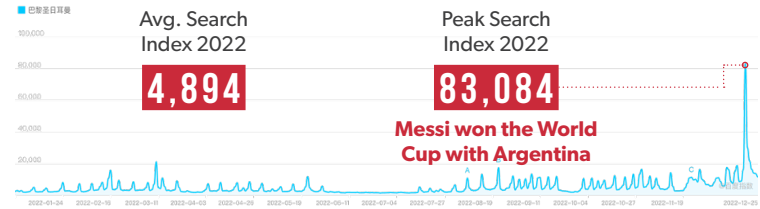
BAIDU INDEX

RELATED SEARCHES

内马尔
姆巴佩
梅西
法甲
皇家马德里

Neymar
Mbappe
Messi
Ligue 1
Real Madrid

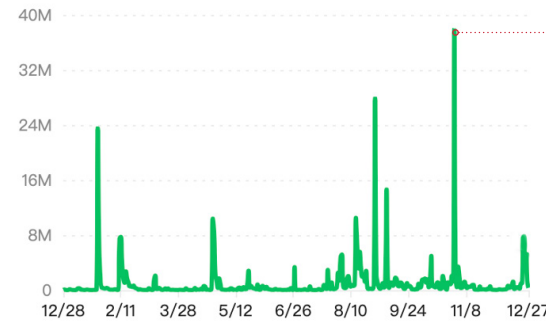
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NEWS INDEX



WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	924,318
HUPU FORUM FOLLOWERS	35,000
DONGQIUDI FORUM POSTS	980,000
ZHIBO8 FORUM POSTS	1,190

ECOMMERCE

TMALL

NIKE Official Store (Official Kit Supplier)

SOCIAL MEDIA



FOLLOWERS

2,824,000

ENGAGEMENTS 2022

1,103,098



FOLLOWERS

3,203,000

ENGAGEMENTS 2022

14,995,354



ESTIMATED ACTIVE FOLLOWERS

64,810

READS 2022

1,072,465



FOLLOWERS

64,000

IMPRESSIONS 2022

12,632,647



FOLLOWERS

261,000

REAL MADRID

2022 DATA REVIEW

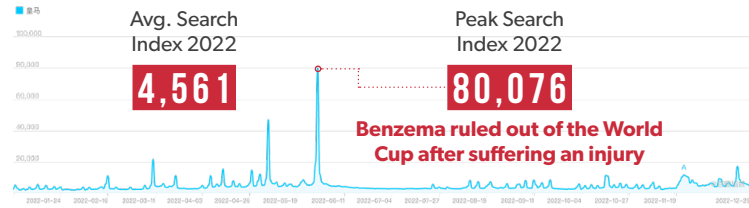
BAIDU INDEX

RELATED SEARCHES

皇马直播
西甲
C罗为什么被皇马踢出了
欧冠
本泽马

Real Madrid live stream
La Liga
Why C. Ronaldo kicked out
of Real Madrid
Champions League
Benzema

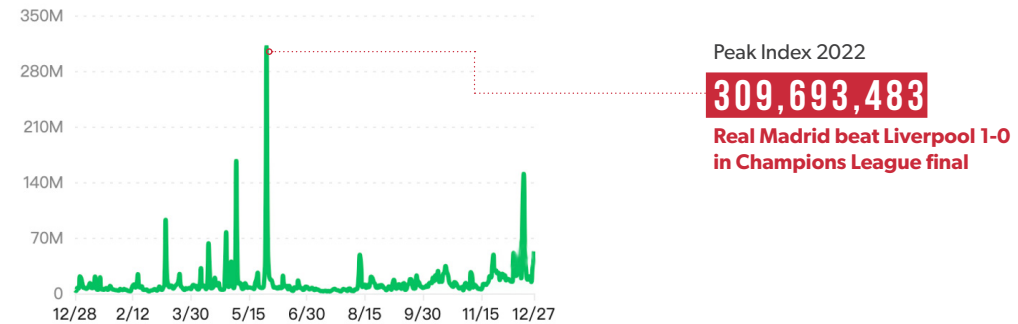
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WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	4,269,490
HUPU FORUM FOLLOWERS	382,000
DONGQIUDI FORUM POSTS	1,570,000
ZHIBO8 FORUM POSTS	29,000

ECOMMERCE

TMALL

Adidas Official Store (Official Kit Supplier)

SOCIAL MEDIA



FOLLOWERS

4,562,000

ENGAGEMENTS 2022

2,081,024



FOLLOWERS

3,836,000

ENGAGEMENTS 2022

13,907,743



ESTIMATED ACTIVE FOLLOWERS

120,456

READS 2022

6,020,666



FOLLOWERS

348,000

IMPRESSIONS 2022

67,627,658



FOLLOWERS

141,000

SOUTHAMPTON

2022 DATA REVIEW

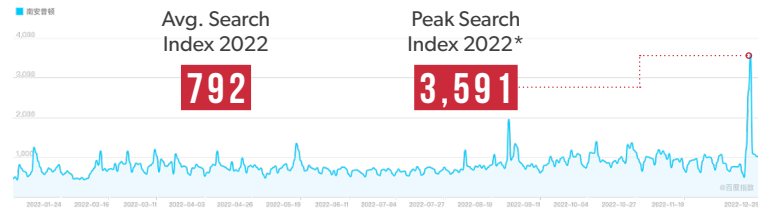
BAIDU INDEX

RELATED SEARCHES

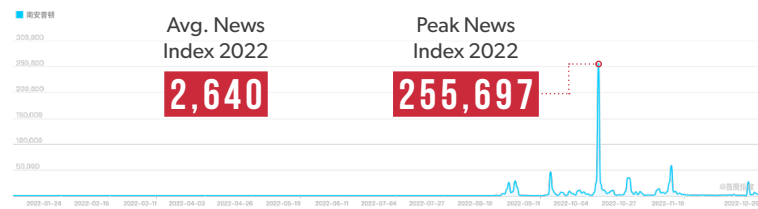
罗梅乌
亚当·约翰逊
英联杯
英超

Romeu
Adam Johnson
English League Cup
Premier League

SEARCH INDEX



NEWS INDEX



SOCIAL MEDIA



FOLLOWERS

318,000

ENGAGEMENTS 2022

19,683



FOLLOWERS

45,000

ENGAGEMENTS 2022

146,099



ESTIMATED
ACTIVE FOLLOWERS

5,231

READS 2022

12,219



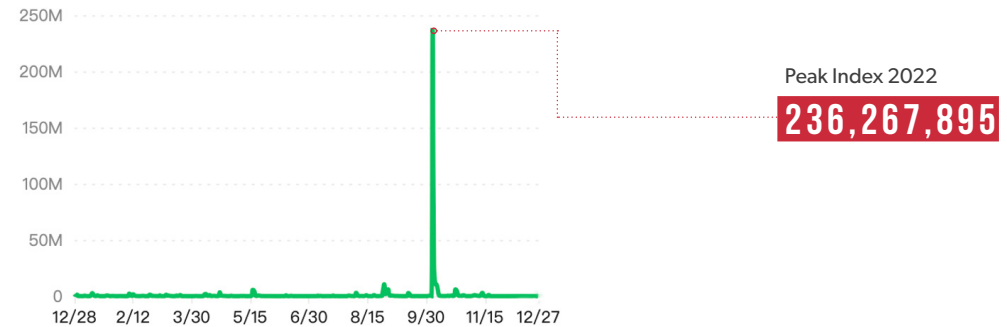
FOLLOWERS

11,000

IMPRESSIONS 2022

6,130,972

WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS

30,353

HUPU FORUM FOLLOWERS

N/A

DONGQIUDI FORUM POSTS

36,000

ZHIBO8 FORUM POSTS

N/A

ECOMMERCE

n/a

TOTTENHAM HOTSPUR

2022 DATA REVIEW

BAIDU INDEX

RELATED SEARCHES

- 孔蒂
- 孙兴慜
- 欧冠
- BIG 6
- 里沙利松

- Conti
- Son Heung-min
- Champions League
- BIG 6
- Richarlison

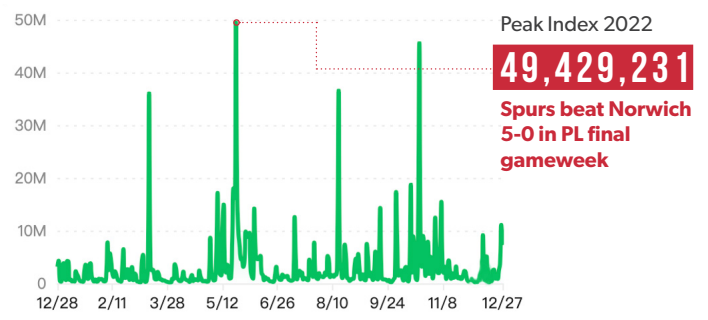
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WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	424,966
HUPU FORUM FOLLOWERS	47,000
DONGQIUDI FORUM POSTS	430,000
ZHIBO8 FORUM POSTS	2,364

ECOMMERCE

Tmall

Spurs Official Tmall Store



Spurs Official Douyin Store

SOCIAL MEDIA

	FOLLOWERS 3,464,000	ENGAGEMENTS 2022 342,841
	FOLLOWERS 815,000	ENGAGEMENTS 2022 2,733,302
	ESTIMATED ACTIVE FOLLOWERS 22,975	READS 2022 562,627
	FOLLOWERS 22,000	IMPRESSIONS 2022 1,640,108
	FOLLOWERS 67,000	

WEST HAM UNITED

2022 DATA REVIEW

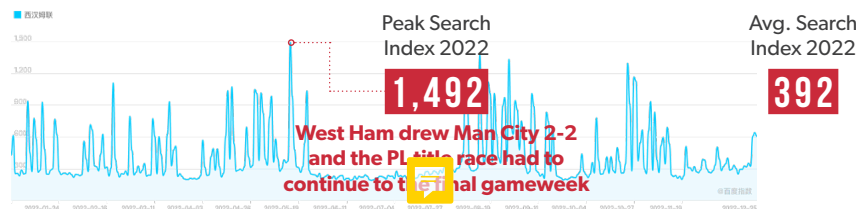
BAIDU INDEX

RELATED SEARCHES

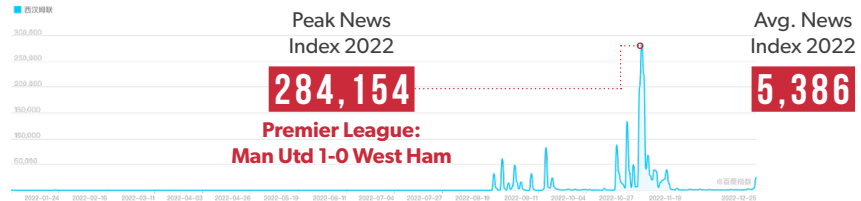
西汉姆联 vs 曼联
莫耶斯下课
英超
英格兰联赛
伦敦碗

West Ham vs Man Utd
Sack Moyes
Premier League
English league
London Stadium

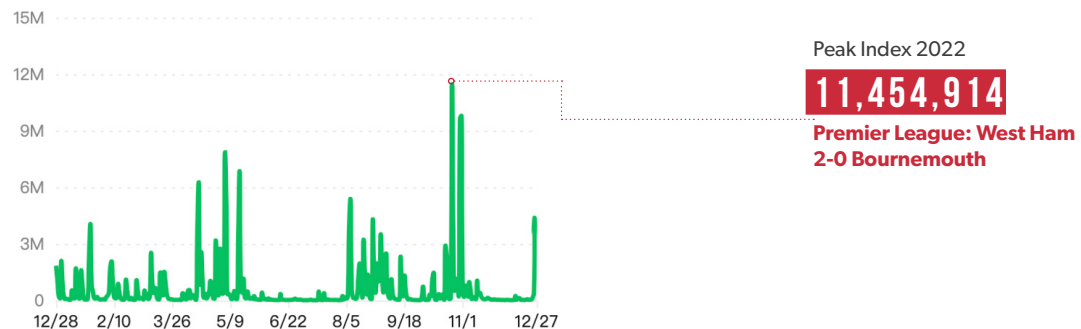
SEARCH INDEX



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WECHAT INDEX



ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	51,219
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	54,000
ZHIBO8 FORUM POSTS	N/A

ECOMMERCE

n/a

SOCIAL MEDIA



FOLLOWERS

289,000

ENGAGEMENTS 2022

28,588



FOLLOWERS

235,000

ENGAGEMENTS 2022

3,849,709



ESTIMATED ACTIVE FOLLOWERS

3,124

READS 2022

4,973

Red Lantern is a turn-key agency for **sports brands** wanting to **grow, engage and monetise audiences** in **priority and emerging markets**.



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