



# THE CHINA DIGITAL FOOTBALL DATA BOOK

CREATED BY  Red Lantern

# FOREWORD

China continues to be a key market for sports rights-holders looking to grow awareness, interest and revenue. In that regard football is no different - with dozens of overseas clubs engaged in bespoke digital media strategies for China.

China can be a volatile market for rights deals, but the AFC Asian Cup 2023 to be hosted in China is sure to put football at the forefront of minds. As a business, Red Lantern regularly gets asked about comparative data sets for football clubs active in China, so 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 break-through requires innovative strategy and positioning.

In order to make this report manageable we have ring-fenced it to the activities of the top 20 clubs according to the Forbes list. It is effectively just a summary of available relevant desktop data.

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 Indexes, surface e-commerce statistics, and popularity on relevant online forums.

Weibo, WeChat, Douyin and Toutiao are the four major platforms where almost all the biggest European football clubs have a digital presence and legacy. This report shows the data relating to the clubs on each platform over the past year.

Over the period of research (up to December 14th 2021) we note that Bayern Munich and Atletico Madrid both launched on Chinese video-sharing website Bilibili, we have included that data on their relevant team pages. We expect adoption rates for that platform to grow among clubs in 2022. We also expect more clubs to join Chelsea, Roma & AC Milan on the short-form video site Kuaishou too.

In relation to some of the other data sets included in this report, for example Baidu, which is 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 2021 and points out the peaks to show how breaking news such as Ronaldo and Messi's transfers sparked reactions among Chinese football fans.

Another feature of Baidu is Baidu Tieba, which is similar to Reddit. Each football club has its own Tieba (forum) where users can share news and content and comment on each other's posts. It should be seen as a legacy platform now as many fans have moved away from such forums, but it still acts as a reasonably reliable indicator for under-lying popularity in market.

Many football fans have migrated from Baidu Tieba to 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 as representative of the popularity of the clubs instead of just their social media channels - and are thus included too.

The report also collected data from the e-commerce site Tmall around Double 11 (November 11th), China's biggest annual online shopping festival. These search results about the most popular items and stores related to each club provide insights into customers' purchase interest and partnership values for the club.

As before 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](mailto:info@redlanterndigitalmedia.com)

# FIVE RELEVANT TRENDS FROM 2021

1

## BILIBILI SHOWING AMBITION IN SPORTS CONTENT

Originally a video platform focusing on ACG content and targeting the Gen-Z audience, Bilibili is now showing ambition to become China's YouTube. A number of content creators in the fitness and sports sectors have been growing on Bilibili in recent years, which is part of the platform's strategy to expand their user base. This season, Bilibili has become the rights-holder of the FA Cup in China, and influencers are invited for commentary and real-time interactions with the audience, providing Chinese football fans a unique experience of watching live games.

2

## XIAOHONGSHU IS A PLATFORM TO WATCH

Xiaohongshu is another platform targeting the Gen-Z audience with around 80% of the users being females. The app allows users and influencers to post and share product reviews, travel blogs and lifestyle stories. In 2021, two major European clubs, Barcelona and Juventus landed on Xiaohongshu, mainly posting travel and fashion content. Sports IPs have been struggling to attract young female users who represent high spending power in China, and Xiaohongshu may be the solution to this challenge.

3

## THE RISE OF WECHAT VIDEO CHANNEL TO CHALLENGE DOUYIN

WeChat launched its short-form video feature in 2021 to challenge other platforms like Douyin and Kuaishou with similar functions. Without having to install a separate app, WeChat Video immediately took advantage of the huge existing WeChat user base to become a great success. The new feature has also provided WeChat accounts that were struggling to grow, a new opportunity to attract engagements and followers through the more popular video content.

4

## E-COMMERCE LIVE STREAMING BECOMING THE FOCUS OF DOUYIN

With the growth of Douyin users reaching a bottle neck, the platform has gradually shifted its strategy towards monetisation by focusing on eCommerce live streaming content. As a result, football and sports content are getting more and more difficult to get promoted by the algorithm and become viral on Douyin in 2021.

5

## RONALDO AND MESSI CONTINUE TO SHOW THE POWER OF SUPERSTARS

Although already passing the peak of their careers, Ronaldo and Messi continue to be the two most influential and popular football stars in the world and in China. The transfers of the two superstars in 2021 were undoubtedly the biggest news stories in the football world last year, and had a great impact on the performance of the associated clubs on social media in China. The number of followers and engagement levels of PSG's Weibo and Douyin accounts have increased dramatically overnight after signing the Argentine international.

# METRICS EXPLAINER

TIME PERIOD: 1/1/2021 - 14/12/2021

CREATED BY  Red Lantern



## SOCIAL MEDIA

### Weibo followers

- ▶ The number of followers on Weibo

### Weibo engagements 2021

- ▶ The number of engagements (shares, comments, likes) on Weibo in 2021

### Douyin followers 2021

- ▶ The number of followers on Douyin

### Douyin engagements 2021

- ▶ The number of engagements on Douyin (shares, downloads, comments, likes) in 2021

### WeChat active followers

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

### WeChat reads 2021

- ▶ The number of total WeChat reads (clicks) in 2021

### Toutiao followers

- ▶ The number of followers on Toutiao

### Toutiao impressions 2021

- ▶ The number of impressions on Toutiao in 2021

## 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.)

### Average WeChat Index

- ▶ The average number of the keyword's WeChat Index over the past 3 months

### Peak WeChat Index

- ▶ The peak number and date of the keyword's WeChat Index over the past 3 months

## ECOMMERCE TMALL

### Tmall related items

- ▶ The most popular items that users clicked into when searching for the club on Tmall (around 11/11 during the ecommerce festival)

### Tmall top stores

- ▶ The most popular stores that show up when users search for the club on Tmall (around 11/11 during the ecommerce festival)

## 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

## 2021 SEASON DATA REVIEW

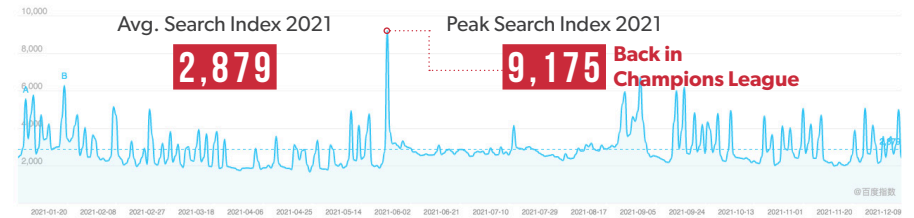
### BAIDU INDEX

#### RELATED SEARCHES

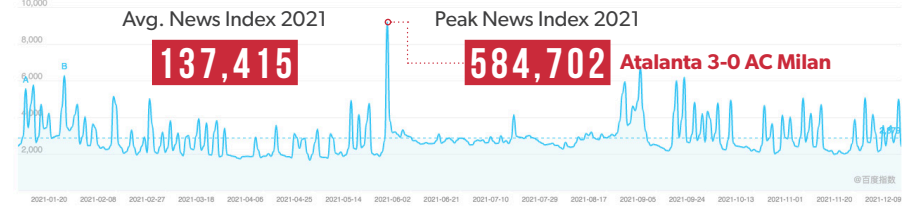
AC米兰主教练皮奥利  
AC米兰巅峰阵容  
AC米兰vs热那亚  
国米  
梅西年薪

AC Milan manager Pioli  
AC Milan all-time best  
AC Milan vs Genoa  
Inter Milan  
Messias' salary

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**3,166,000**

ENGAGEMENTS 2021

**574,000**



FOLLOWERS

**576,000**

ENGAGEMENTS 2021

**2,294,000**



ESTIMATED  
ACTIVE FOLLOWERS

**31,000**

READS 2021

**2,021,000**



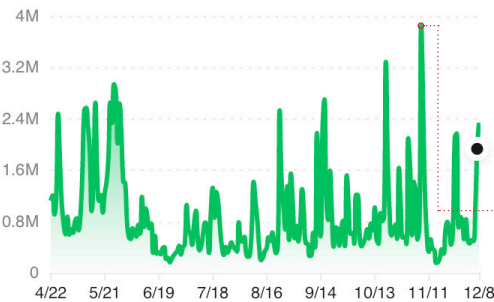
FOLLOWERS

**88,000**

IMPRESSIONS 2021

**48,669,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,916,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	1,870,000
ZHIBO8 FORUM POSTS	641,000

### ECOMMERCE

TMALL

#### TMALL RELATED ITEMS

AC米兰球衣	AC Milan shirt
AC米兰儿童球衣	AC Milan shirt kids
AC米兰彪马	AC Milan Puma
AC米兰长袖	AC Milan long sleeves
AC米兰 21 22	AC Milan 21 22
汽车 AC米兰	Car AC Milan

#### TMALL TOP STORES

世家兰铎旗舰店	Segafredo Zanetti official store
bisonky汽车用品旗舰店	Car decoration store
锐速运动专营店	Domestic sportswear stores
小李子足球旗舰店	



FOLLOWERS

**9,720**

# AS ROMA

## 2021 SEASON DATA REVIEW

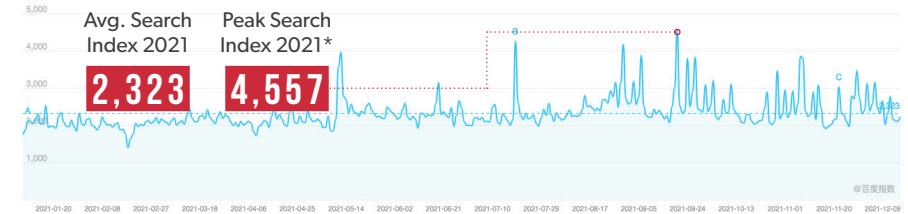
### BAIDU INDEX

#### RELATED SEARCHES

意甲罗马新闻  
罗马十年最佳阵容  
穆里尼奥现在执教哪个队  
热刺为什么解雇穆里尼奥  
欧会杯

Serie A Roma news  
Roma best squad  
Which team is Mourinho managing?  
Why did Tottenham sack Mourinho?  
Europa Conference League

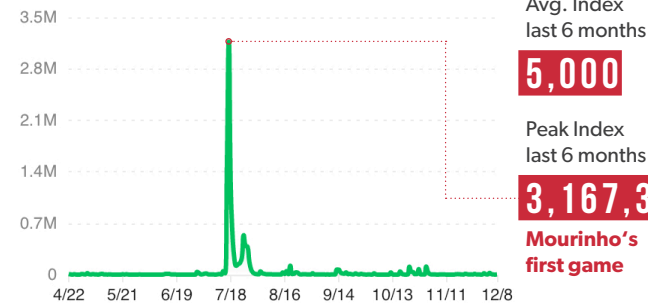
#### SEARCH INDEX



#### NEWS INDEX



### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	1,031,000
HUPU FORUM FOLLOWERS	38,768
DONGQIUDI FORUM POSTS	420,000
ZHIBO8 FORUM POSTS	2,253

### ECOMMERCE

TMALL

#### TMALL RELATED ITEMS

足球队服 罗马 Roma shirt

#### TMALL TOP STORES

并力运动旗舰店 Domestic sportswear stores

快手

FOLLOWERS  
**5,853**

### SOCIAL MEDIA



FOLLOWERS  
**659,000**

ENGAGEMENTS 2021  
**97,000**



FOLLOWERS  
**149,000**

ENGAGEMENTS 2021  
**868,000**



ESTIMATED ACTIVE FOLLOWERS  
**24,000**

READS 2021  
**88,000**



FOLLOWERS  
**47,000**

IMPRESSIONS 2021  
**2,140,000**

# ATLETICO MADRID

## 2021 SEASON DATA REVIEW

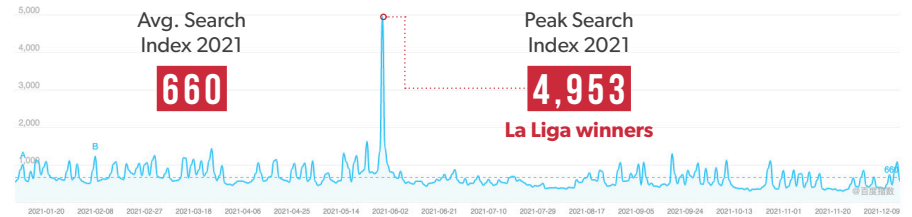
### BAIDU INDEX

#### RELATED SEARCHES

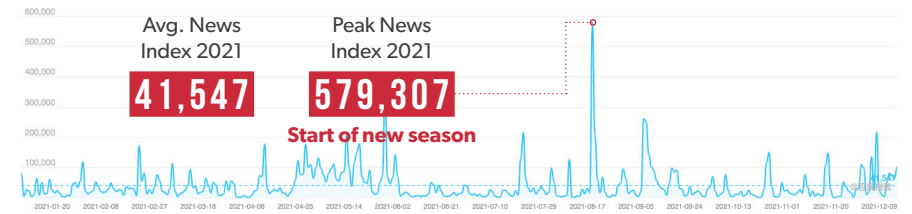
迭戈-西蒙尼  
阿根廷德保罗什么水平  
马竞队长科克  
格里兹曼  
现役世界第一门将

Diego Simeone  
How good is De Paul?  
Atletico captain Koke  
Griezmann  
Best goalkeeper right now?

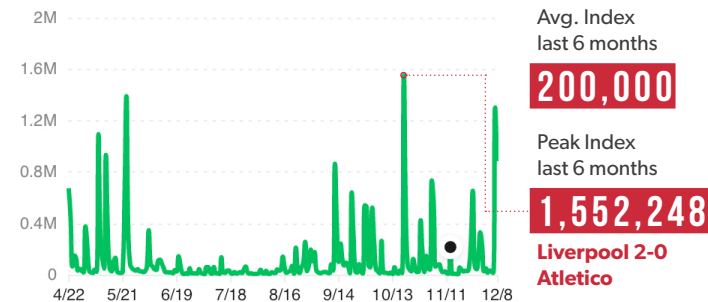
#### SEARCH INDEX



#### NEWS INDEX



### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	503,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	490,000
ZHIBO8 FORUM POSTS	8,296

### ECOMMERCE

TMALL

#### TMALL RELATED ITEMS

马竞球衣 Atletico shirt

#### TMALL TOP STORES

小李子足球旗舰店 Domestic sportswear stores  
并力运动旗舰店



FOLLOWERS

**2,760**

### SOCIAL MEDIA



FOLLOWERS

**1,214,000**

ENGAGEMENTS 2021

**275,000**



FOLLOWERS

**466,000**

ENGAGEMENTS 2021

**773,000**



ESTIMATED ACTIVE FOLLOWERS

**34,000**

READS 2021

**411,000**



FOLLOWERS

**31,000**

IMPRESSIONS 2021

**11,545,000**

# ARSENAL

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

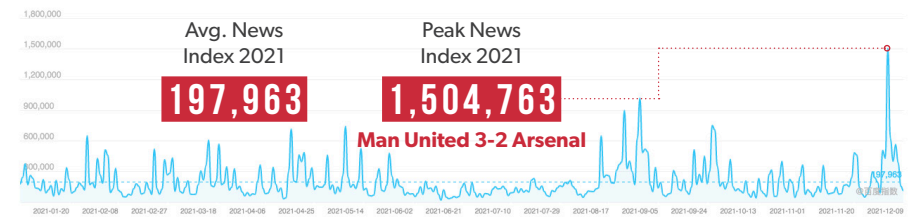
阿森纳价值多少钱  
温格最新消息  
厄齐尔  
热刺  
阿森纳历史最佳阵容

How much is Arsenal worth?  
Wenger latest news  
Ozil  
Tottenham Hotspur  
Arsenal all-time best

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**5,678,000**

ENGAGEMENTS 2021

**373,000**



FOLLOWERS

**393,000**

ENGAGEMENTS 2021

**2,480,000**



ESTIMATED  
ACTIVE FOLLOWERS

**209,000**

READS 2021

**3,457,000**



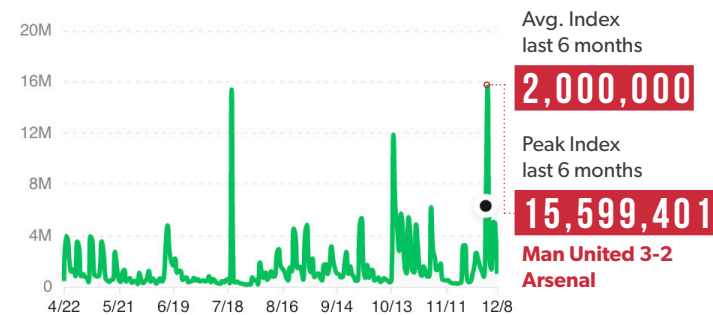
FOLLOWERS

**52,000**

IMPRESSIONS 2021

**13,963,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,086,000
HUPU FORUM FOLLOWERS	199,000
DONGQIUDI FORUM POSTS	1,770,000
ZHIBO8 FORUM POSTS	95,000

### ECOMMERCE

TMALL

#### TMALL RELATED ITEMS

阿森纳足球服 Arsenal shirt  
阿森纳卫衣 Arsenal hoodies  
阿森纳足球训练服 Arsenal training shirt  
夹克 阿森纳 Arsenal jacket

#### TMALL TOP STORES

ARSENAL 阿森纳旗舰店 Arsenal official store



# BARCELONA

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

梅西  
登贝莱  
巴萨主教练  
阿尔维斯  
巴萨新10号

Messi  
Dembele  
Barcelona manager  
Alves  
Barcelona new number 10

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**10,530,000**

ENGAGEMENTS 2021

**1,751,000**



FOLLOWERS

**3,387,000**

ENGAGEMENTS 2021

**12,137,000**



ESTIMATED  
ACTIVE FOLLOWERS

**232,000**

READS 2021

**5,034,000**



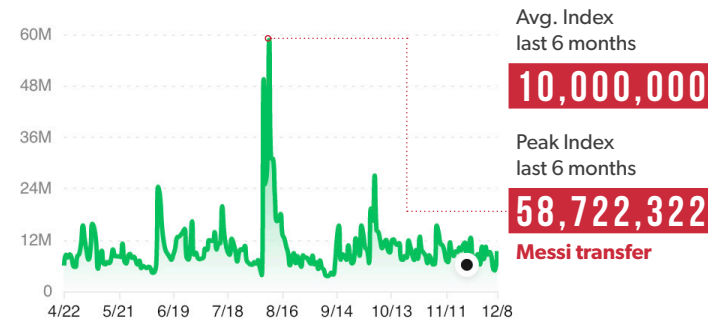
FOLLOWERS

**233,000**

IMPRESSIONS 2021

**172,289,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	3,763,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	4,920,000
ZHIBO8 FORUM POSTS	518,000

### ECOMMERCE

TMALL

#### TMALL RELATED ITEMS

巴萨球衣  
巴萨足球服  
巴萨梅西球衣  
巴萨周边

Barcelona shirt  
Barcelona football shirt  
Barcelona Messi shirt  
Barcelona merch

#### TMALL TOP STORES

云麦旗舰店  
酷毅运动专营店  
聚星动力旗舰店  
WQK吾器酷运动旗舰店  
NIKE官方旗舰店

Yunmai Massage Gun official store  
Domestic sportswear stores  
NIKE official store

# FC BAYERN MUNICH

## 2021 SEASON DATA REVIEW

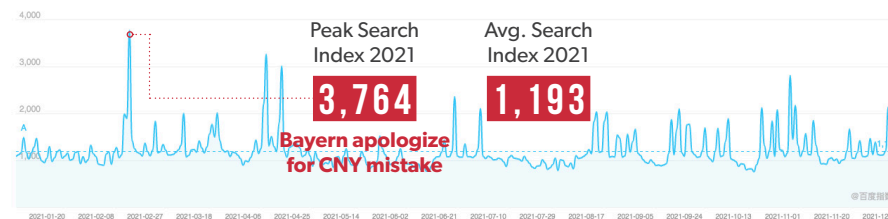
### BAIDU INDEX

#### RELATED SEARCHES

拜仁慕尼黑辱华  
 拜仁为什么不要阿拉巴了  
 拜仁慕尼黑夺冠  
 拜仁是最强球队吗  
 拜仁慕尼黑主力阵容图

Bayern Munich anti-China  
 Why did Alaba leave Bayern?  
 Bayern Munich champions  
 Is Bayern the best team?  
 Bayern Munich first team squad

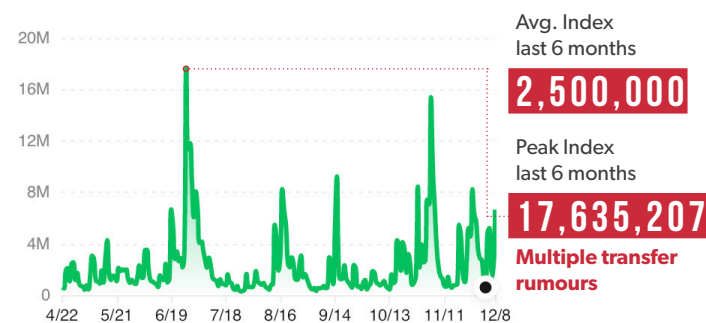
#### SEARCH INDEX



#### NEWS INDEX



### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,643,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	2,090,000
ZHIBO8 FORUM POSTS	47,000

### ECOMMERCE

### TMALL

#### TMALL RELATED ITEMS

拜仁慕尼黑球衣  
 拜仁慕尼黑周边  
 拜仁足球服

Bayern Munich shirt  
 Bayern Munich football shirt  
 Bayern Munich merch

#### TMALL TOP STORES

天猫超市  
 fc拜仁旗舰店  
 TLSS足球专营店  
 Blackroll旗舰店  
 小李子足球旗舰店

Tmall supermarket  
 Bayern Munich official store  
 Blackroll official store  
 Domestic sportswear stores



FOLLOWERS  
**124,000**

### SOCIAL MEDIA



FOLLOWERS

**4,505,000**

ENGAGEMENTS 2021

**1,701,000**



FOLLOWERS

**1,380,000**

ENGAGEMENTS 2021

**5,741,000**



ESTIMATED ACTIVE FOLLOWERS

**209,000**

READS 2021

**4,724,000**



FOLLOWERS

**30,000**

IMPRESSIONS 2021

**30,897,000**

# CHELSEA

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

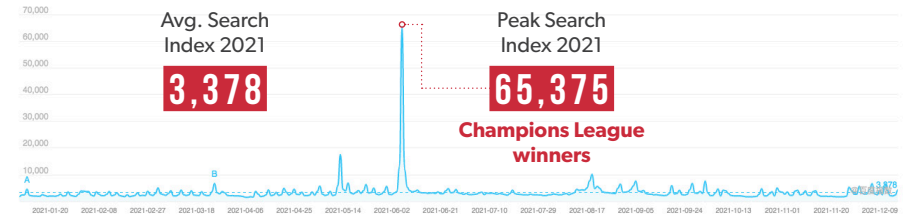
#### RELATED SEARCHES

图赫尔为什么叫战术鬼才  
巴萨  
切尔西是哪个国家的城市  
切尔西中国官网  
利物浦

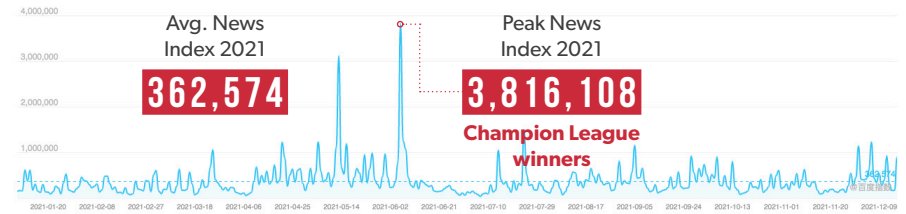
Why is Tuchel a tactical genius?

Barca  
Which country's city is Chelsea?  
Chelsea official Chinese website  
Liverpool

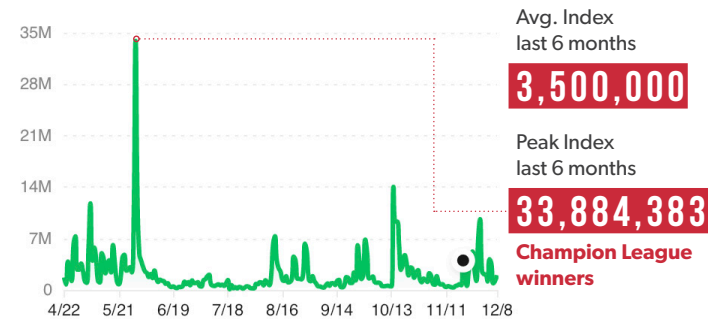
#### SEARCH INDEX



#### NEWS INDEX



### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	3,268,000
HUPU FORUM FOLLOWERS	171,522
DONGQIUDI FORUM POSTS	1,360,000
ZHIBO8 FORUM POSTS	69,000

### ECOMMERCE

### TMALL

#### TMALL RELATED ITEMS

切尔西球衣 Chelsea shirt  
切尔西足球服 Chelsea football shirt  
切尔西客场 Chelsea away

#### TMALL TOP STORES

NIKE官方旗舰店 NIKE official store  
WQK吾器酷运动旗舰店 Domestic sportswear store  
正豹旗舰店  
锐速运动专营店

### 快手

FOLLOWERS  
**499,000**

### SOCIAL MEDIA



FOLLOWERS

**10,595,000**

ENGAGEMENTS 2021

**1,786,000**



FOLLOWERS

**3,425,000**

ENGAGEMENTS 2021

**8,205,000**



ESTIMATED  
ACTIVE FOLLOWERS

**100,000**

READS 2021

**831,000**



FOLLOWERS

**N/A**

IMPRESSIONS 2021

**N/A**

# BORUSSIA DORTMUND

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

多特蒙德主场有多恐怖  
香川真司  
近10年多特蒙德卖出的球员  
多特蒙德首发阵容  
多特蒙德对拜仁预测

How scary is Dortmund's home stadium?

Shinji Kagawa

Dortmund departures this decade

Dortmund line-ups

Dortmund vs Bayern predictions

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### SOCIAL MEDIA



FOLLOWERS

3,222,000

ENGAGEMENTS 2021

511,000



FOLLOWERS

1,241,000

ENGAGEMENTS 2021

9,745,000



ESTIMATED ACTIVE FOLLOWERS

94,000

READS 2021

635,000



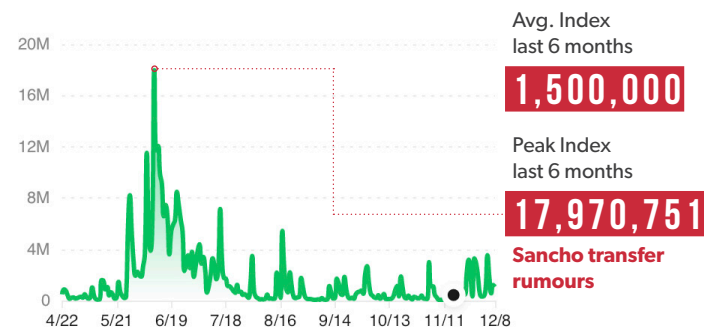
FOLLOWERS

N/A

IMPRESSIONS 2021

N/A

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	1,164,000
HUPU FORUM FOLLOWERS	102,080
DONGQIUDI FORUM POSTS	600,000
ZHIBO8 FORUM POSTS	9,044

### ECOMMERCE



#### TMALL RELATED ITEMS

多特蒙德

Dortmund

#### TMALL TOP STORES

小李子足球旗舰店 Borussia Dortmund official store  
spant旗舰店  
普鲁士多特蒙德旗舰店 Domestic sportswear stores  
正豹旗舰店

# EVERTON

## 2021 SEASON DATA REVIEW

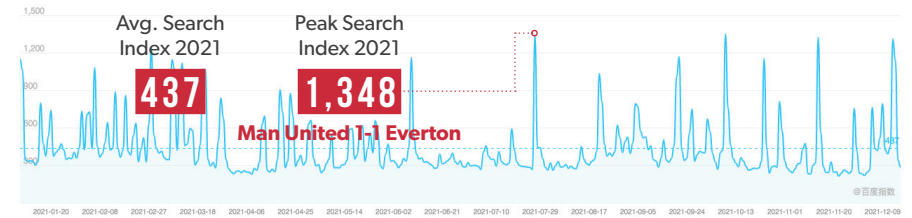
### BAIDU INDEX

#### RELATED SEARCHES

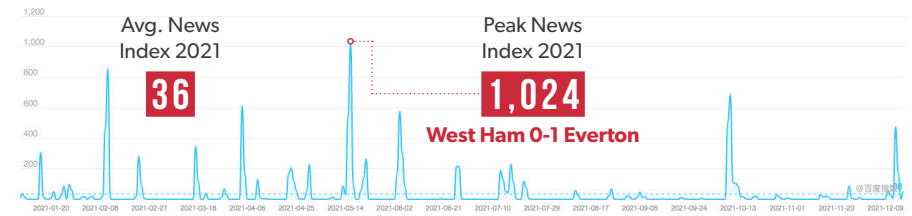
安切洛蒂  
埃弗顿冠军数  
里查利森  
贝尼特斯  
埃弗顿主场在哪儿

Ancelotti  
Everton trophies  
Richardlison  
Benitez  
Where is Everton's stadium?

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS  
**762,000**

ENGAGEMENTS 2021  
**67,610**



FOLLOWERS  
**48,000**

ENGAGEMENTS 2021  
**259,000**



ESTIMATED  
ACTIVE FOLLOWERS

**N/A**

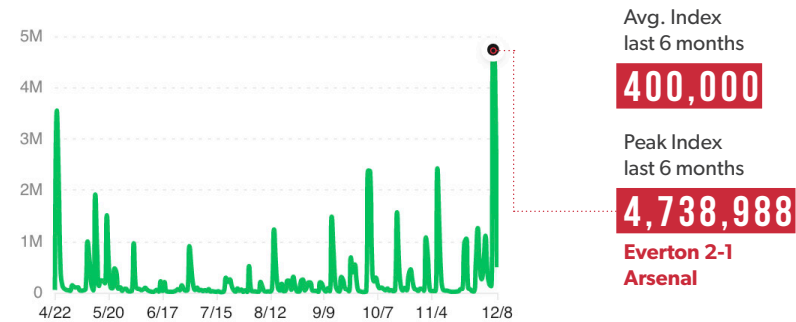
READS 2021  
**N/A**



FOLLOWERS  
**9,000**

IMPRESSIONS 2021  
**1,704,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	47,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	49,000
ZHIBO8 FORUM POSTS	N/A

# INTER MILAN

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

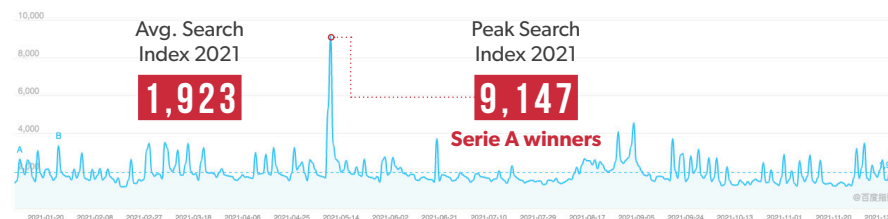
#### RELATED SEARCHES

国际米兰最新转会  
沙特收购国米进展  
伊卡尔迪  
国际米兰虎扑  
国际米兰最新资讯

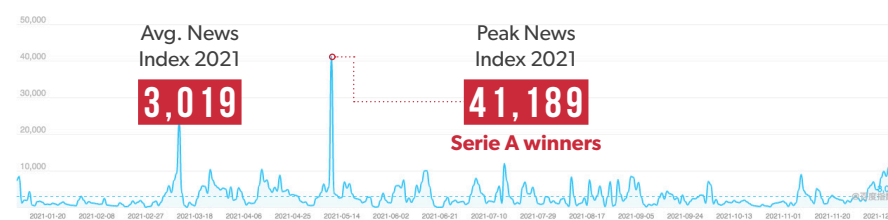
Inter Milan latest transfer news

Inter Milan takeover Saudi Arabia  
Icardi  
Inter Milan Hupu  
Inter Milan latest news

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**4,883,000**

ENGAGEMENTS 2021

**486,000**



FOLLOWERS

**545,000**

ENGAGEMENTS 2021

**298,000**



ESTIMATED ACTIVE FOLLOWERS

**147,000**

READS 2021

**1,461,000**



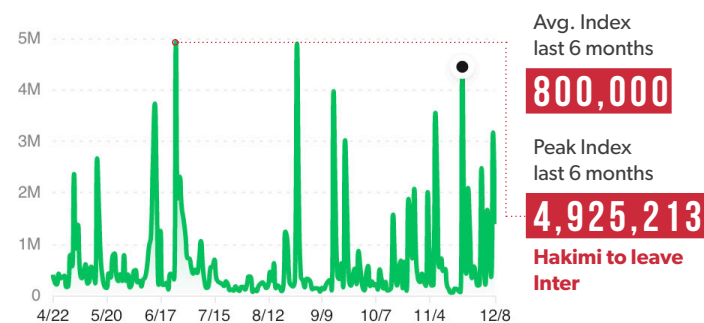
FOLLOWERS

**89,000**

IMPRESSIONS 2021

**25,679,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	3,164,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	1,880,000
ZHIBO8 FORUM POSTS	137,000

### ECOMMERCE

### TMALL

#### TMALL RELATED ITEMS

国米球衣 Inter Milan shirt  
国米训练服 Inter Milan training shirt  
国际米兰Polo衫 Inter Milan polo shirt

#### TMALL TOP STORES

国际米兰足球俱乐部官方旗舰店 Inter Milan official store  
NIKE官方旗舰店 NIKE official store  
spant海外旗舰店 Kitbag official store  
kitbag海外旗舰店 Sunning official store  
苏宁易购官方旗舰店 Domestic sportswear stores

# JUVENTUS

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

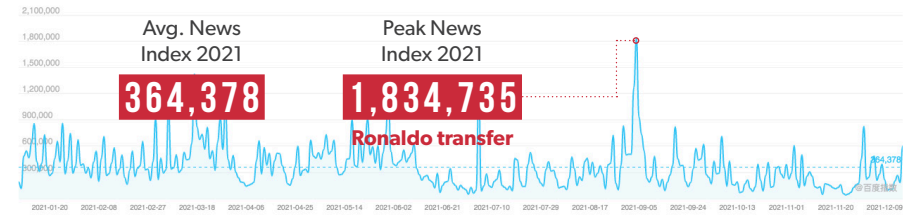
尤文图斯最新转会消息  
尤文图斯直播在线观看  
C罗  
意大利国家队  
达尼洛和桑德罗

Juventus latest transfer news  
Juventus livestream  
Ronaldo  
Italy national team  
Danilo and Sandro

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**3,278,000**

ENGAGEMENTS 2021

**697,000**



FOLLOWERS

**1,635,000**

ENGAGEMENTS 2021

**7,228,000**



ESTIMATED ACTIVE FOLLOWERS

**126,000**

READS 2021

**565,000**



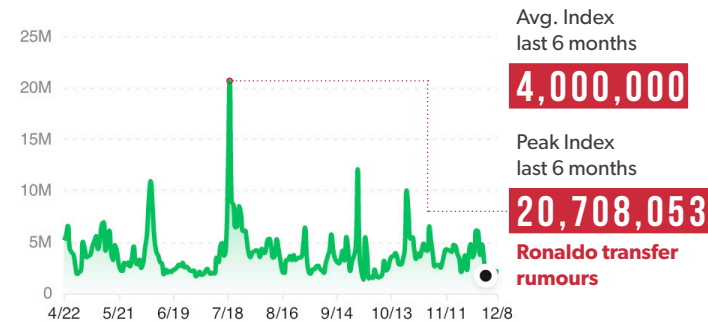
FOLLOWERS

**100,000**

IMPRESSIONS 2021

**60,982,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,684,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	1,460,000
ZHIBO8 FORUM POSTS	195,000

### ECOMMERCE



#### TMALL RELATED ITEMS

尤文图斯球衣  
尤文图斯t恤  
尤文图斯周边  
尤文图斯队服

Juventus shirt  
Juventus t-shirt  
Juventus merch  
Juvnetus clothing

#### TMALL TOP STORES

小李子足球旗舰店  
kitbag海外旗舰店  
耐动运动专营店  
奥罗拉文具旗舰店  
TLSS足球专营店

Kitbag official store  
Aurora stationery official store  
Domestic sportswear stores

# LEICESTER CITY

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

莱斯特城现在老板是谁  
 莱斯特城夺冠1赔5000什么概念  
 马赫雷斯涉疆言论  
 莱斯特城队长  
 莱斯特城主帅

Who's the current Leicester owner?  
 Leicester City 1/5000 meaning  
 Mahrez comment on Xinjiang  
 Leicester captain  
 Leicester manager

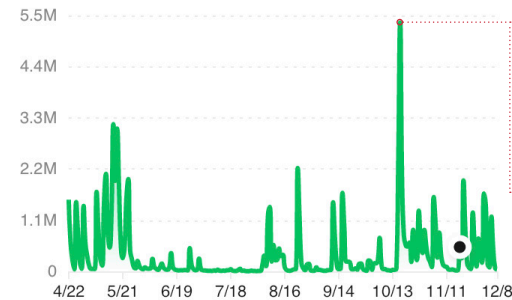
#### SEARCH INDEX



#### NEWS INDEX



### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	97,000
HUPU FORUM FOLLOWERS	1,271
DONGQIUDI FORUM POSTS	140,000
ZHIBO8 FORUM POSTS	801

### SOCIAL MEDIA



FOLLOWERS  
**598,000**

ENGAGEMENTS 2021  
**54,000**



FOLLOWERS  
**119,000**

ENGAGEMENTS 2021  
**715,000**



ESTIMATED ACTIVE FOLLOWERS

**N/A**

READS 2021

**N/A**



FOLLOWERS

**N/A**

IMPRESSIONS 2021

**N/A**



# LIVERPOOL

## 2021 SEASON DATA REVIEW

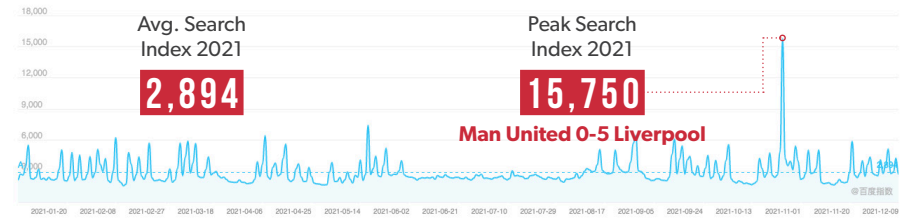
### BAIDU INDEX

#### RELATED SEARCHES

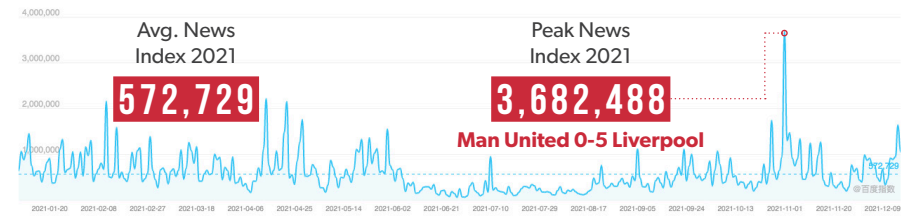
利物浦怎么突然这么强了  
利物浦足球俱乐部官网  
利物浦十大中场  
利物浦十大后卫是谁  
历届欧冠冠军

Why have Liverpool suddenly improved?  
Liverpool football club official website  
Liverpool top 10 midfielders  
Liverpool top 10 defenders  
Every Champions League winner

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**3,673,000**

ENGAGEMENTS 2021

**1,347,000**



FOLLOWERS

**1,153,000**

ENGAGEMENTS 2021

**9,517,000**



ESTIMATED ACTIVE FOLLOWERS

**123,000**

READS 2021

**4,503,000**



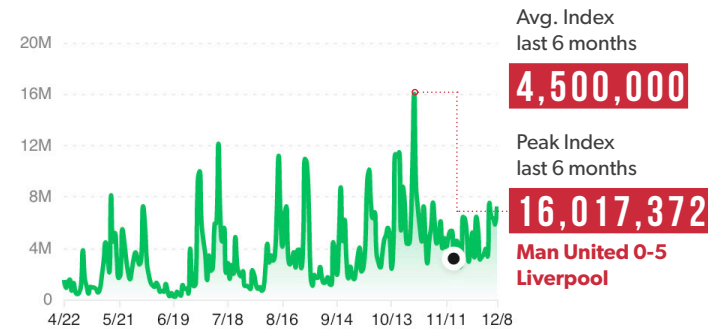
FOLLOWERS

**N/A**

IMPRESSIONS 2021

**N/A**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	2,643,000
HUPU FORUM FOLLOWERS	141,311
DONGQIUDI FORUM POSTS	1,150,000
ZHIBO8 FORUM POSTS	129,000

### ECOMMERCE



#### TMALL RELATED ITEMS

利物浦球衣	Liverpool shirts
利物浦客场	Liverpool away
利物浦挂件	Liverpool decor
利物浦长裤	Liverpool trousers
利物浦卫衣	Liverpool hoodies
利物浦钥匙环	Liverpool key ring

#### TMALL TOP STORES

NIKE官方旗舰店	NIKE official store
耐动运动专营店	Domestic sportswear stores
5u体育旗舰店	
正豹旗舰店	
锐速运动专营店	

# MANCHESTER CITY

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

格拉利什  
曼城vs巴黎  
曼联对曼城  
坎塞洛  
曼城历史最佳阵容

Grealish

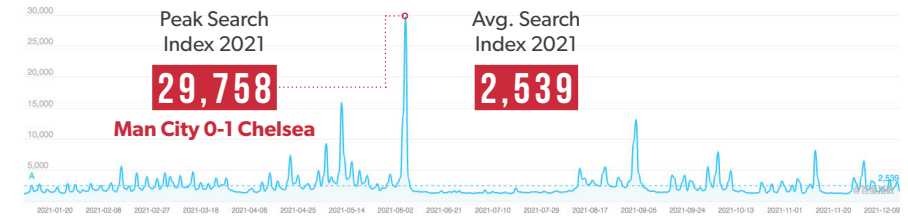
Man City vs PSG

Manchester Derby

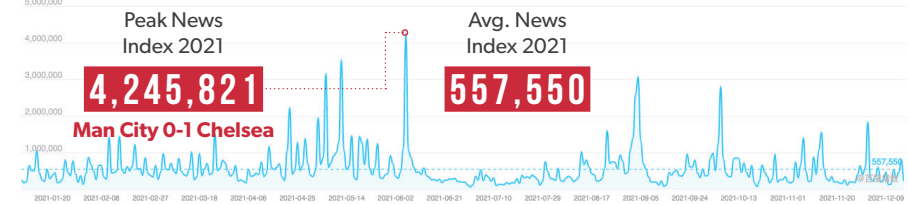
Cancelo

Man City all-time best

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**9,177,000**

ENGAGEMENTS 2021

**703,000**



FOLLOWERS

**968,000**

ENGAGEMENTS 2021

**4,863,000**



ESTIMATED  
ACTIVE FOLLOWERS

**177,000**

READS 2021

**2,040,000**



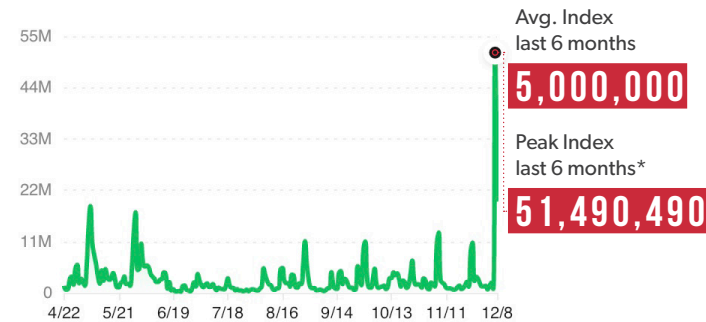
FOLLOWERS

**114,000**

IMPRESSIONS 2021

**59,536,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	1,597,000
HUPU FORUM FOLLOWERS	120,220
DONGQIUDI FORUM POSTS	860,000
ZHIBO8 FORUM POSTS	63,000

### ECOMMERCE

### TMALL

#### TMALL RELATED ITEMS

曼城t恤  
曼城球衣  
曼城长袖  
曼城周边  
曼城背心

Man City t-shirt  
Man City shirt  
Man City long sleeves  
Man City merch  
Man City vest

#### TMALL TOP STORES

TLSS足球专营店  
锐速运动专营店  
小李子足球旗舰店  
spant旗舰店

Domestic sportswear stores

# MANCHESTER UNITED

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

曼联C罗  
 曼联首发11人  
 曼联做出争议决定  
 曼联官方最新消息  
 曼联索帅下课

Man United Ronaldo  
 Man United line-ups  
 Man United makes controversial decision  
 Man United latest official news  
 Man United sack Solskjaer

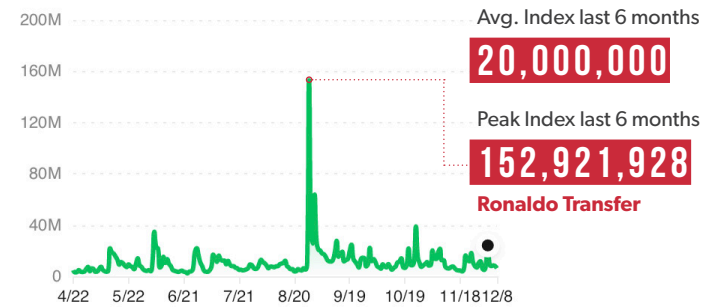
#### SEARCH INDEX



#### NEWS INDEX



### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	4,759,000
HUPU FORUM FOLLOWERS	348,187
DONGQIUDI FORUM POSTS	3,350,000
ZHIBO8 FORUM POSTS	405,000

### ECOMMERCE

TMALL

#### TMALL RELATED ITEMS

曼联球衣	Man United shirts
曼联C罗	Man United Ronaldo
曼联球衣2021	Man United shirts 2021
曼联外套	Man United jacket
曼联球衣C罗	Man United Ronaldo shirt
曼联足球服	Man United clothing

#### TMALL TOP STORES

梦百合旗舰店	M'Lily official store
乐高官方旗舰店	Lego official store
天猫国际母婴直营	Tmall International Babies
adidas官方旗舰店	Adidas official store
泰格豪雅手表官方旗舰店	Tag Heuer official store

### SOCIAL MEDIA

  
**FOLLOWERS**  
**11,034,000**  
**ENGAGEMENTS 2021**  
**2,519,000**

  
**FOLLOWERS**  
**1,242,000**  
**ENGAGEMENTS 2021**  
**11,401,000**

  
**ESTIMATED ACTIVE FOLLOWERS**  
**472,000**  
**READS 2021**  
**6,346,000**

  
**FOLLOWERS**  
**45,000**  
**IMPRESSIONS 2021**  
**111,399,000**

# NEWCASTLE UNITED

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

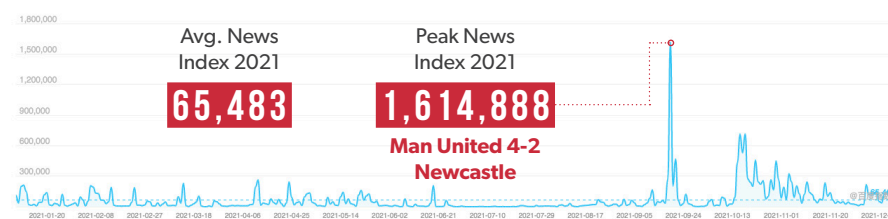
fm2022纽卡斯尔阵容  
 纽卡斯尔联新老板  
 纽卡斯尔联队为什么球迷这么多  
 纽卡斯尔联历史最佳阵容  
 纽卡斯尔联球衣赞助商

FM2022 Newcastle squad  
 Newcastle new owners  
 Why do Newcastle have so many fans?  
 Newcastle all-time best  
 Newcastle shirt sponsor

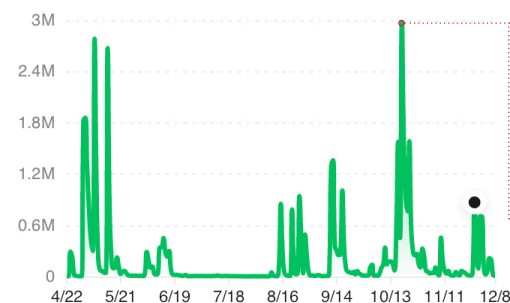
#### SEARCH INDEX



#### NEWS INDEX



### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	N/A
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	17,000
ZHIBO8 FORUM POSTS	N/A

### SOCIAL MEDIA



FOLLOWERS  
**90,000**

ENGAGEMENTS 2021  
**22,262**



FOLLOWERS  
**219,000**

ENGAGEMENTS 2021  
**3,908,295**



ESTIMATED ACTIVE FOLLOWERS  
**N/A**

READS 2021  
**N/A**



FOLLOWERS  
**N/A**

IMPRESSIONS 2021  
**N/A**

# PARIS SAINT-GERMAIN

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

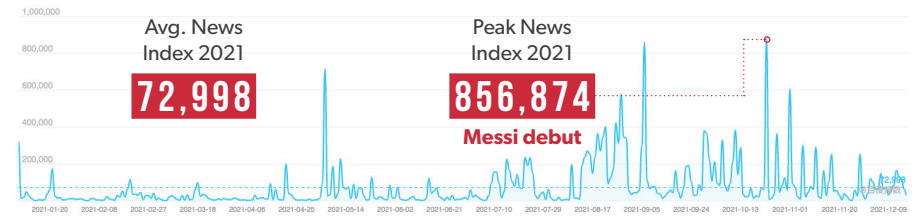
曼城对阵巴黎圣日耳曼  
巴黎圣日耳曼拉莫斯  
梅西  
梅西最新消息  
巴黎圣日耳曼球衣  
梅西在大巴黎表现

Man City vs PSG  
PSG Ramos Messi  
Messi latest news  
PSG shirt  
Messi PSG performance

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**2,550,000**

ENGAGEMENTS 2021

**1,594,000**



FOLLOWERS

**2,138,000**

ENGAGEMENTS 2021

**13,988,000**



ESTIMATED ACTIVE FOLLOWERS

**117,000**

READS 2021

**973,000**



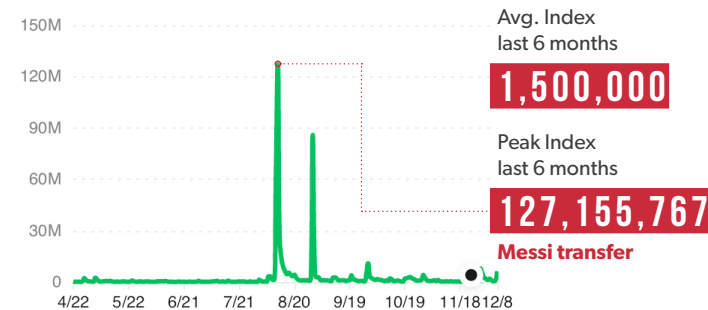
FOLLOWERS

**57,000**

IMPRESSIONS 2021

**20,726,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	904,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	46,000
ZHIBO8 FORUM POSTS	8,611

### ECOMMERCE

### TMALL

#### TMALL RELATED ITEMS

巴黎圣日耳曼球衣	PSG shirt
巴黎圣日耳曼球衣长袖	PSG shirt long sleeves
巴黎圣日耳曼短袖	PSG t-shirt
巴黎圣日耳曼梅西球衣	PSG Messi shirt
巴黎圣日耳曼梅西	PSG Messi

#### TMALL TOP STORES

巴黎圣日耳曼足球俱乐部海外旗舰店	PSG official store
专营店	Domestic sportswear stores

# REAL MADRID

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

皇马7-0巴萨是哪场比赛  
皇家马德里背后的财团  
拜仁为什么踢不过皇马  
卡西利亚斯  
皇家马德里官方会员

#### SEARCH INDEX



Which game did Real Madrid beat Barca 7-0?  
Real Madrid owners  
Why Bayern can't beat Real Madrid?  
Casillas  
Real Madrid official membership

#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**4,512,000**

ENGAGEMENTS 2021

**1,300,000**



FOLLOWERS

**3,299,000**

ENGAGEMENTS 2021

**11,600,000**



ESTIMATED ACTIVE FOLLOWERS

**304,000**

READS 2021

**6,078,000**



FOLLOWERS

**338,000**

IMPRESSIONS 2021

**138,004,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	4,210,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	3,870,000
ZHIBO8 FORUM POSTS	412,000

### ECOMMERCE



#### TMALL RELATED ITEMS

皇马球衣	Real Madrid shirt
皇马球衣儿童版	Real Madrid shirt kids
皇马夹克	Real Madrid jacket
皇马足球服	Real Madrid football shirt
皇马外套2021	Real Madrid jacket 2021
皇马水杯	Real Madrid water bottle

#### TMALL TOP STORES

bisonsky汽车用品旗舰店	Domestic car decoration store
adidas官方旗舰店	Adidas official store
kitbag海外旗舰店专营店	Kitbag official store

# TOTTENHAM HOTSPUR

## 2021 SEASON DATA REVIEW

### BAIDU INDEX

#### RELATED SEARCHES

孔蒂为什么从国米下课  
热刺怎么换教练了  
热刺的略伦特去哪儿了  
列维什么时候买的热刺  
欧协杯小组赛积分榜

Why did Conte leave Inter?

Why did Tottenham change manager?

Why did Tottenham's Llorente go?

When did Levy buy Tottenham?

Conference League standings

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

**3,300,000**

ENGAGEMENTS 2021

**286,000**



FOLLOWERS

**648,000**

ENGAGEMENTS 2021

**1,436,000**



ESTIMATED ACTIVE FOLLOWERS

**69,000**

READS 2021

**684,000**



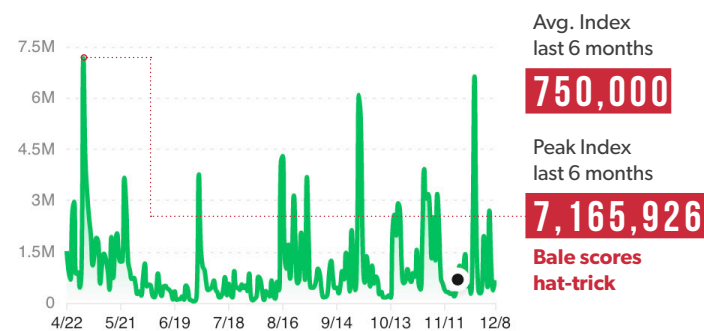
FOLLOWERS

**21,000**

IMPRESSIONS 2021

**9,291,000**

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	409,000
HUPU FORUM FOLLOWERS	45,982
DONGQIUDI FORUM POSTS	250,000
ZHIBO8 FORUM POSTS	30,000

### ECOMMERCE

TMALL

#### TMALL RELATED ITEMS

热刺New Era

Tottenham Hotspur New Era

#### TMALL TOP STORES

NIKE官方旗舰店

NIKE official store

热刺运动旗舰店

Tottenham Hotspur official store

# WEST HAM UNITED

## 2021 SEASON DATA REVIEW

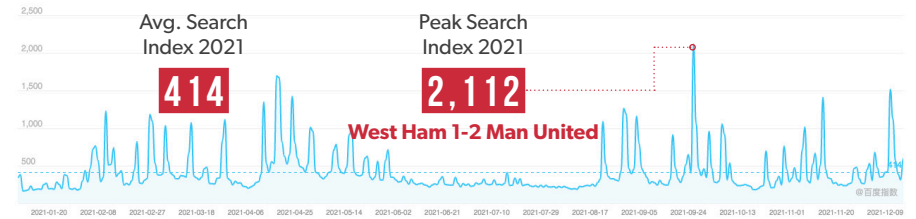
### BAIDU INDEX

#### RELATED SEARCHES

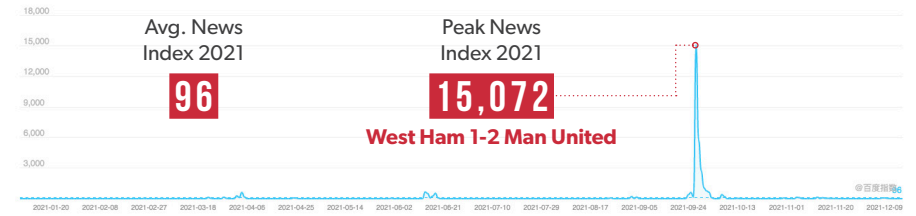
西汉姆联主场伦敦碗  
西汉姆联捷克老板  
曼城vs西汉姆联预测  
西汉姆联4231  
英超西汉姆联

West Ham home stadium  
West Ham Czech owners  
Man City vs West Ham predictions  
West Ham 4231  
Premier League West Ham

#### SEARCH INDEX



#### NEWS INDEX



### SOCIAL MEDIA



FOLLOWERS

273,000

ENGAGEMENTS 2021

41,000



ESTIMATED ACTIVE FOLLOWERS

4,000

READS 2021

4,000



FOLLOWERS

170,000

ENGAGEMENTS 2021

2,056,000



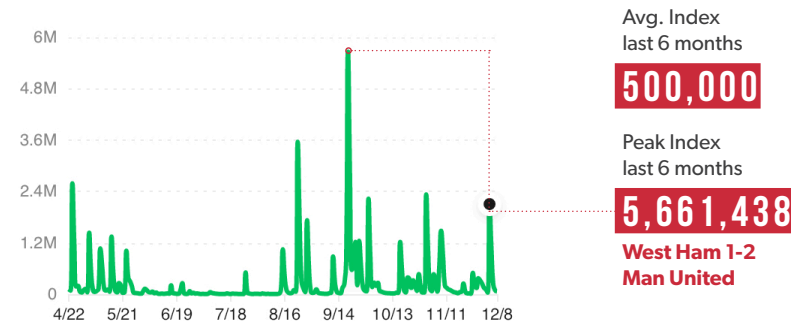
FOLLOWERS

N/A

IMPRESSIONS 2021

N/A

### WECHAT INDEX



### ONLINE FORUMS

BAIDU TIEBA FOLLOWERS	51,000
HUPU FORUM FOLLOWERS	N/A
DONGQIUDI FORUM POSTS	15,000
ZHIBO8 FORUM POSTS	N/A



Red Lantern is a turn-key agency for **sports brands** wanting to **grow, engage and monetise audiences** in **China** and **throughout Asia**.



**LONDON**

Clarence Centre,  
6 St George's Circus,  
SE1 6FE

**MANCHESTER**

Great Oak Farm Offices,  
Mag Lane, Lymm,  
Cheshire, WA13 0TF

**CHENGDU**

Seaton Plaza,  
Block C,  
666 Tianfu Avenue,  
Chengdu, China

**BEIJING**

Zhaotai International Centre,  
Block C,  
Chaoyang District,  
Beijing, China

+44 (0)203 927 2923

[info@redlanterndigitalmedia.com](mailto:info@redlanterndigitalmedia.com)

[www.redlanterndigitalmedia.com](http://www.redlanterndigitalmedia.com)