Covell & Cheng

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The Football Market 2017

Football (1.38 Billion)

> Football team Football season Football play on Football in play Football centre

457–681 Million each



303–440 Million each

Football events Football live Football united Football business Football goal Football championship Football score Football last night Football players names

224–281 Million each

Football weekend Football tv Football music Football videos Football radio Football results Football match Football break Football Tuesday Football guide Football nation Football Sunday Football YouTube Football opinion Football friends Football girls

151–220 Million each

Football on defense Football goals Football or soccer Football highlights Football injury Football daily Football rules Football Monday Football safety Football passing Rugby football Football save

126–149 Million each

Football latest news Football over the weekend Football yesterday Football division two Football tickets Football crowd Football medical Football opportunities Football shots Football pictures Football run with the ball Football zone Football download

101–123 Million each

American football Football European Football World Cup Football Premier League table Football match of the day Football owners Football W position Football fantasy Football forum Football positions Football player stats Football UEFA Football analysis Football derby Football championship league Football economy

69–99 Million each

Football team bus Football HD Football headlines Ladies football Football economics Football keeper Football TV app Football heritage

49–66 Million each Football is...

Football abuse Football origin Football sponsors Football surgery Football identity Football Tumblr Football transfers Football podcast Footballer Football evolution Football FM radio Football betting

24–48 Million each

> Football average salaries Football jokes Football manager Football live scores Football sponsorship Football outfits Football flags Football youth academy Football 3:3:4 Football symbols Football 4:3:3 Football concussions Football tactics Girl's football Football association Football turnover

> > < 20 Million each

Google

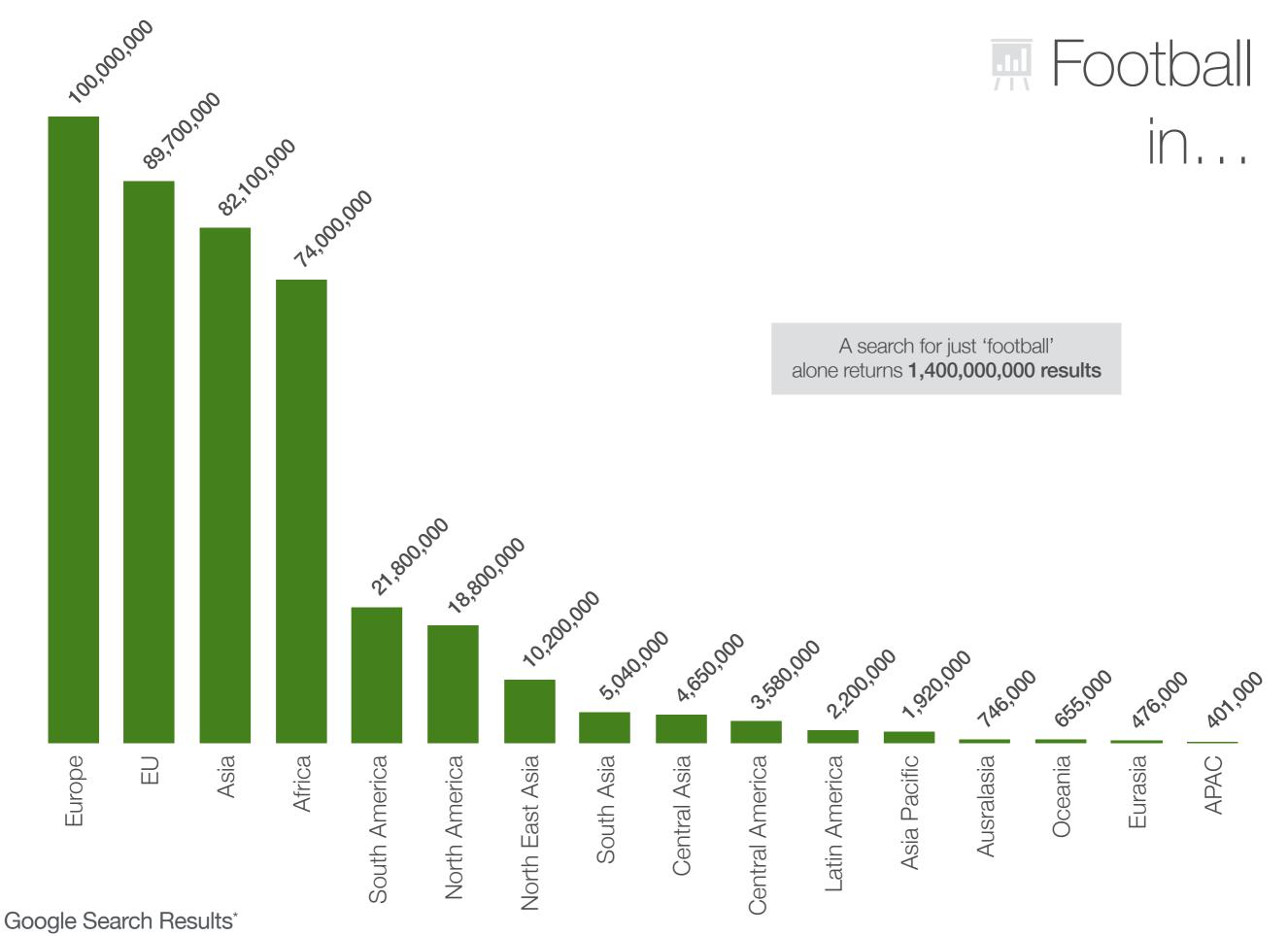
Search Results

..... France India Portugal Austria Jordan Football Serbia Haiti Russia Iraq ► 140+ Million Costa Rica Guatemala Brazil Poland Sri Lanka Malta Indonesia Cuba each China Panama Ecuador Israel Uruguay Canada Georgia Bolivia Mali Pakistan Finland Japan Italy Bangladesh South Korea Sweden Ghana Australia USA Czech Rep. Bulgaria UK Venezuela Mexico Uganda Senegal Paraguay New Zealand Guinea 87–108 Million Romania Macedonia Moldova Ireland Mvanmar Sevchelles Argentina Croatia each Kuwait Algeria Spain Montenegro Estonia Netherlands Afghanistan Albania Germanv Madagascar Morocco Chad Kenya Turkey Fiji Angola Switzerland Svria 15–19 Million Palestine North Korea Hungary South Africa 65–84 Million each Oman Cameroon Iceland Nigeria each Zimbabwe Taiwan 3–9 Million Saudi Arabia 40–59 Million Qatar each Luxembourg each Jamaica Slovenia Cyprus Botswana Rwanda Trinidad and Tobago Belgium Greece Lebanon Burkina Faso Sudan Latvia Malaysia Vietnam Bahrain Slovakia Guvana 20–29 Million Iran Singapore Barbados South Sudan UAF each Ukraine Chile Vatican City Honduras Togo Peru Monaco Namibia Yemen Nepal Philippines Colombia Tanzania Zamvia Denmark Norway Belarus Thailand Egypt 1 Million Cambodia Mongolia each 30–39 Million Marshall Islands Dominica each Samoa Mozambique Lithuania Niger Bahamas Sierra Leone Ethiopia Maldives Armenia Libya Dominican Rep. Mauritius Nicaragua San Marino El Salvador Uzbekistan Micronesia 10–14 Million Grenada each Tonga... < 1 Million

each

Google Search Results*

Japan (75 Million) Greece France Canada 62–68 Million each	Germany Italy IrelandMexicoTurkeyJordanTurkeyJordanArgentinaUSAIndonesiaIndiaPortugalAustraliaSpainGeorgiaSingaporeChinaRussiaBrazilThailand51–55 Million35–49 Millioneach35–49 Million	UkraineCroatiaVenezuelaCzech Rep.SwitzerlandDenmarkGhanaKenyaMontenegroAfghanistanPolandLebanon	Paraguay Slovakia Valta Bolivia Nepal Zimbabwe 3–9 Million each Dominica Estonia North Korea Uganda Kuwait El Salvador	Albania Slovenia African Rep. Luxembourg Fiji
Google Search Results*	South Africa Vietnam Pakistan Colombia Belgium Philippines Israel Nigeria 20–30 Million each	Bangladesh Guinea Romania Qatar Cyprus South Korea Uruguay Mali Syria Honduras Iceland Hungary Morocco Ecuador Saudi Arabia Sri Lanka Bulgaria Myanmar UAE 10–14 Million each	Dominican Rep. Haiti Cabo Verde	Tanzania Algeria Angola Sierra Leone Somalia Sudan Cameroon South Sudan Moldova Kazakhstan Burkina Faso Togo PNG Libya Barbados Samoa Swaziland Mauritius Oman Guyana < 1 Million each



*Searches performed via Google.com on 17 March 2017



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Top Five Clubs

Club	Rank‡	Google search	Facebook likes	Instagram followers	Snapchat	Twitter followers	YouTube subscribers
Real Madrid	1	66,300,000	95,548,964	45,900,000	Yes	37,045,246	2,245,207
Bayern München	2	69,800,000	41,213,429	9,200,000	Yes	4,653,178	631,485
Barcelona	3	86,900,000	96,584,379	47,200,000	Yes	39,203,813	2,800,819
Juventus	4	52,400,000	25,336,704	6,000,000	Yes	5,090,065	519,378
Atlético Madrid	5	12,300,000	13,668,480	2,900,000	Yes	3,169,252	107,548

Results based on searches conducted on 10 March 2017

* Sourced from 'World Football / Soccer Club Rankings' page [http://footballdatabase.com/ranking/world/] on 10 March 2017

Premier League (2016/2017) Top Five Clubs

Club	Rank‡	Google search	Facebook likes	Instagram followers	Snapchat	Twitter followers	YouTube subscribers
Chelsea	1	85,200,000	47,664,406	8,700,000	Yes	8,319,974	591,786
Tottenham Hotspur	2	41,400,000	8,300,721	1,000,000	Yes	1,955,702	183,534
Liverpool	3	20,000,000	29,694,775	3,900,000	Yes	7,118,360	547,582
Manchester City	4	62,500,000	23,449,804	4,500,000	Yes	4,189,354	859,440
Manchester United	5	73,300,000	72,837,914	16,500,000	No	10,704,310	6,434

Results based on searches conducted on 19 March 2017

\$ Source: http://footballdatabase.com/ranking (on 05 April 2017)

EFL Championship (2016/2017) Top Five Clubs

Club	Rank‡	Google search	Facebook likes	Instagram followers	Snapchat	Twitter followers	YouTube subscribers
Brighton & Hove Albion	1	10,800,000	169,633	31,400	No	117,704	-
Newcastle United	2	2,890,000	2,074,076	55,400	Yes	1,011,111	26,456
Reading	3	1,550,000	353,509	32,700	Yes	237,061	8,778
Huddersfield Town	4	1,230,000	67,217	10,700	Yes	82,689	6,825
Leeds United	5	2,400,000	476,850	59,600	Yes	291,057	18,123

Results based on searches conducted on 19 March 2017

\$ Source: http://http://www.skysports.com/championship-table (on 05 April 2017)

EFL League One (2016/2017) Top Five Clubs

Club	Rank‡	Google search	Facebook likes	Instagram followers	Snapchat	Twitter followers	YouTube subscribers
Sheffield United	1	2,320,000	147,553	11,300	No	146,296	11,811
Bolton Wanderers	2	751,000	296,609	13,800	Yes	126,885	10,989
Fleetwood Town FC	3	2,360,000	16,237	6,468	Yes	52,252	1,230
Bradford City	4	2,470,000	115,509	842	Yes	70,760	-
Scunthorpe United	5	685,000	85,902	6,499	Yes	42,149	2,088

Results based on searches conducted on 19 March 2017

[‡] Sourced from 'Sky Bet League One League Table' page [http://www.efl.com/sky-bet-league-one/league-table/] on 19 March 2017

EFL League Two (2016/2017) Top Five Clubs

Club	Rank‡	Google search	Facebook likes	Instagram followers	Snapchat	Twitter followers	YouTube subscribers
Doncaster Rovers	1	1,050,000	138,078	8,728	No	135,880	6,861
Plymouth Argyle	2	954,000	39,219	7,054	No	73,170	6,068
Portsmouth	3	12,800,000	225,141	17,800	Yes	105,232	12,679
Stevenage	4	478,000	70,918	5,165	No	41,424	1,922
Luton Town FC	5	956,000	89,772	11,800	Yes	61,327	7,703

Results based on searches conducted on 19 March 2017

[‡] Sourced from 'Sky Bet League Two League Table' page [http://www.efl.com/sky-bet-league-two/league-table/] on 19 March 2017