



Covell & Cheng

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The Football Market 2017



Football is...

Football
(1.38 Billion)

Football soccer
Football on tonight
Football index
Football news
Football Twitter
Football today
Football games
FIFA
Football university
Football field
Football stadium
Football Facebook
Football equipment

303–440 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

69–99 Million
each

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

49–66 Million
each

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

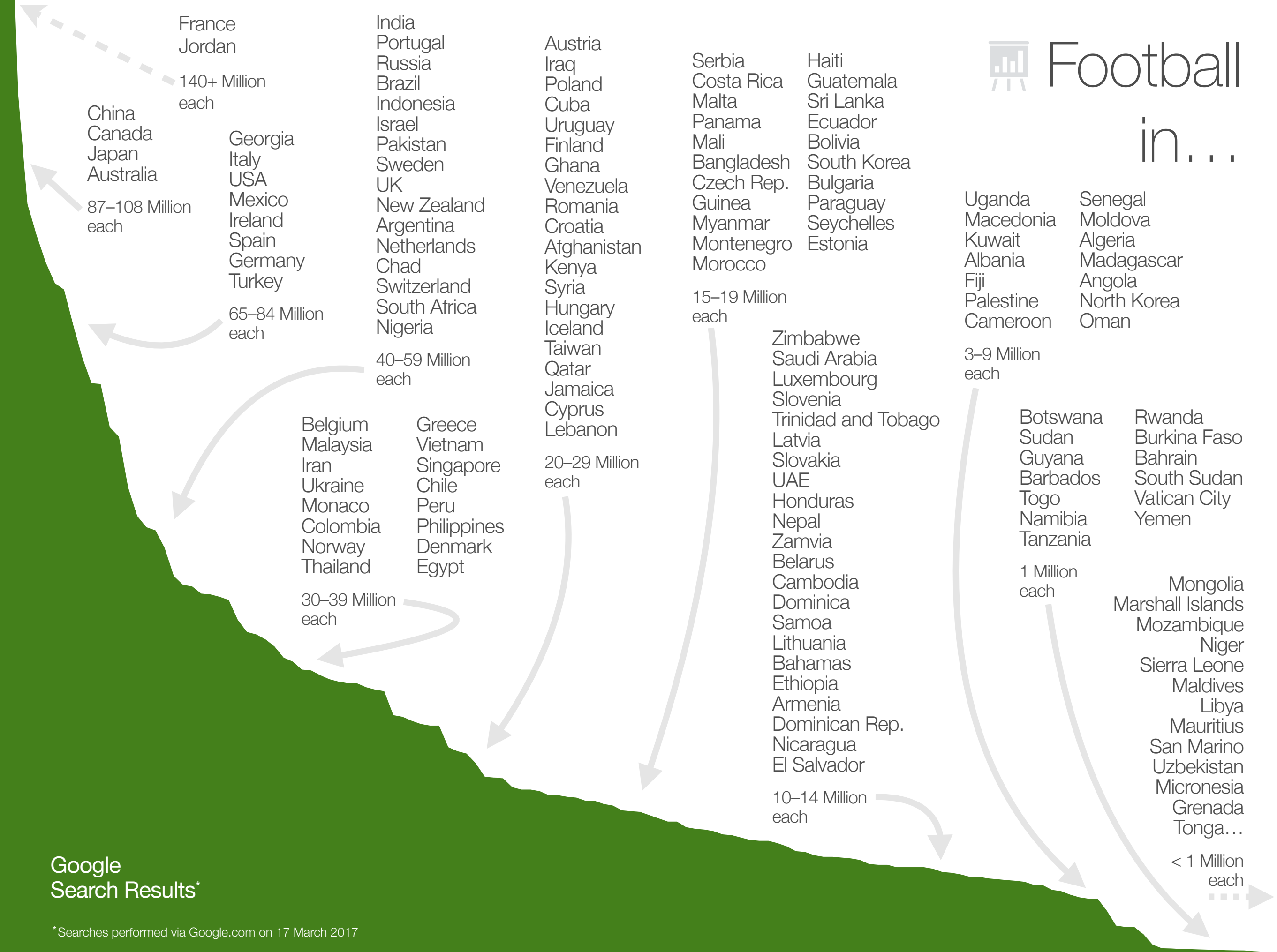
< 20 Million
each

Google
Search Results*

* Searches performed via Google.com on 10 March 2017



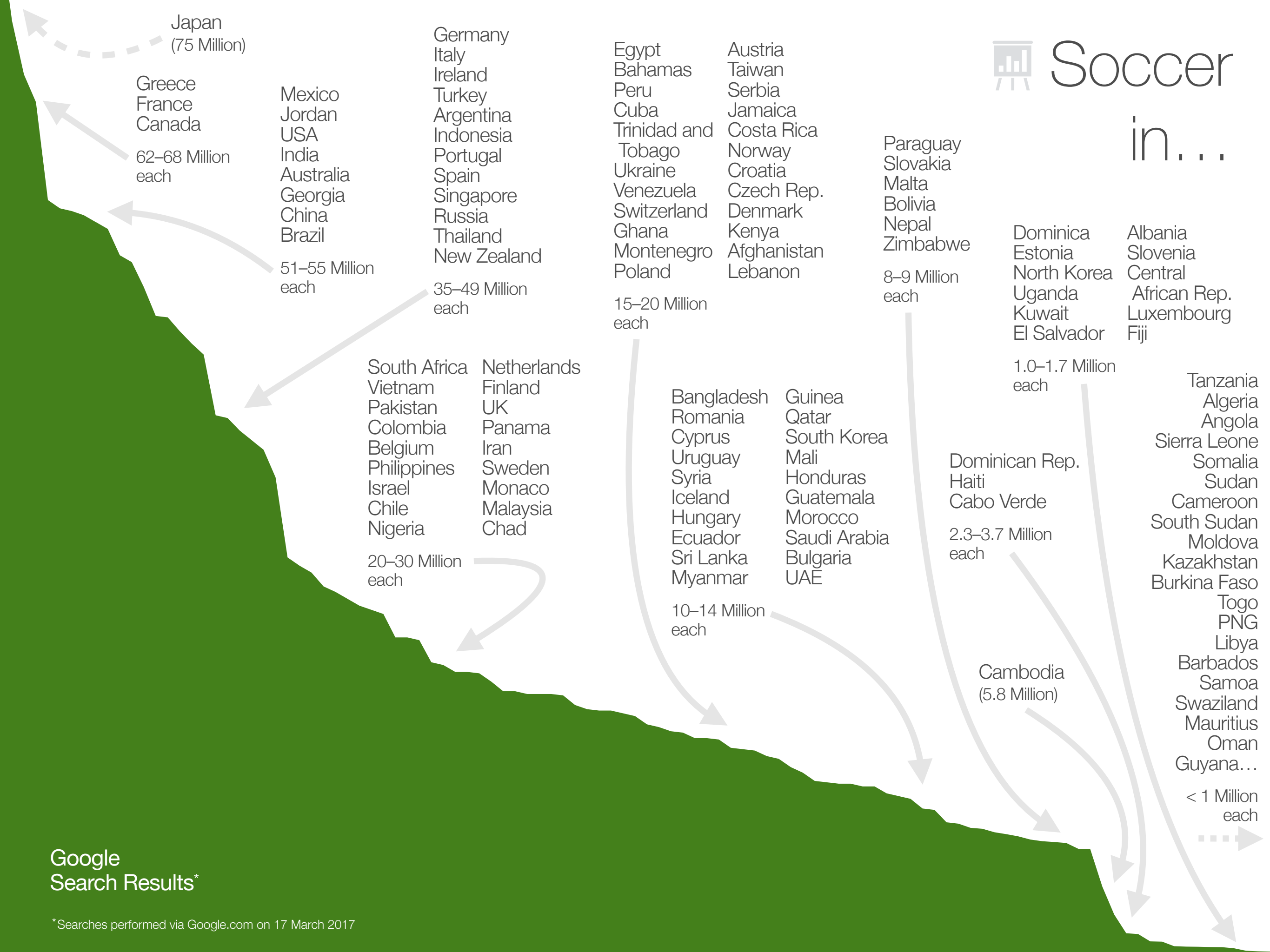
Football in...



* Searches performed via Google.com on 17 March 2017



Soccer in...

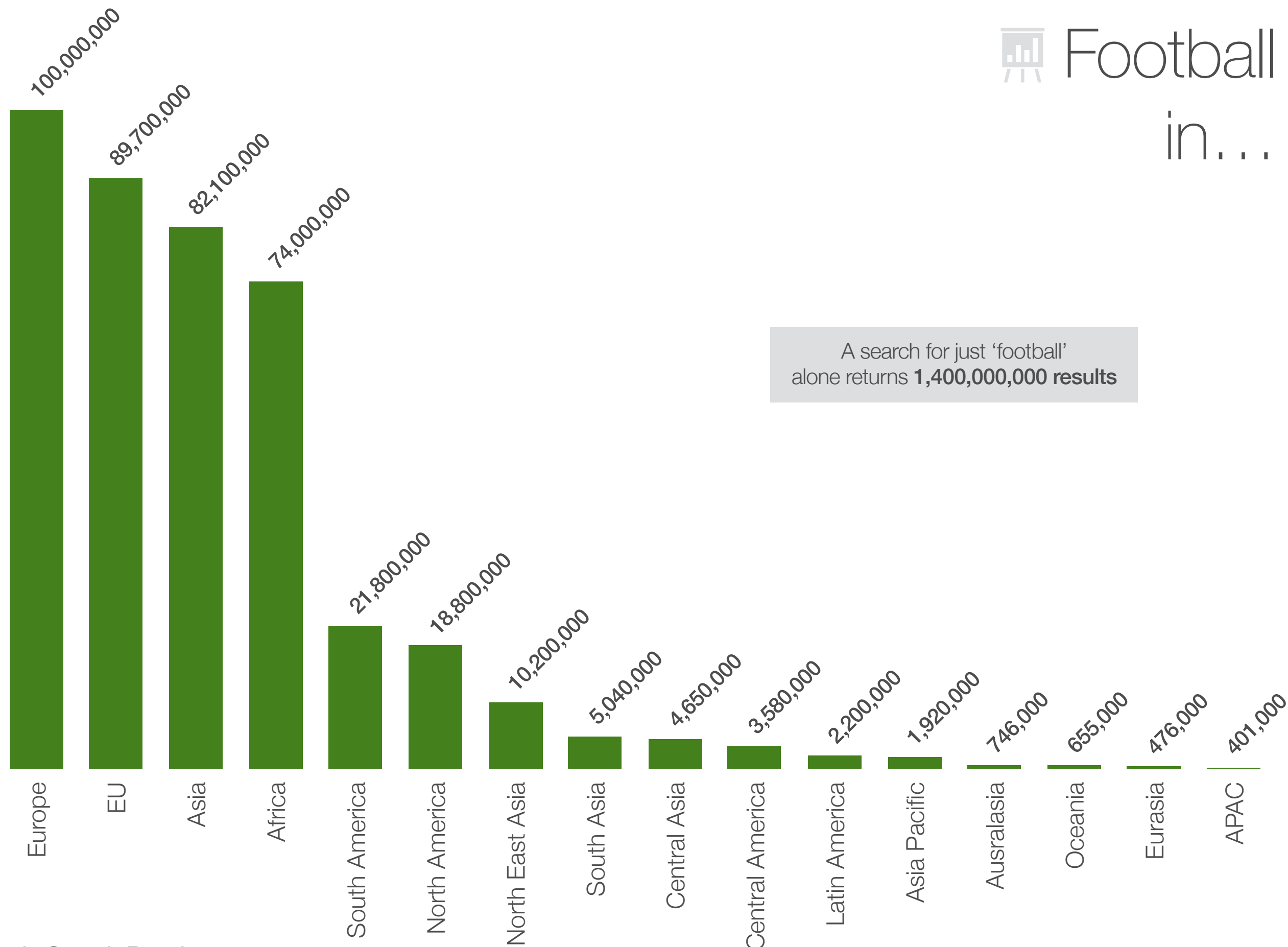


Google
Search Results*

* Searches performed via Google.com on 17 March 2017



Football in...

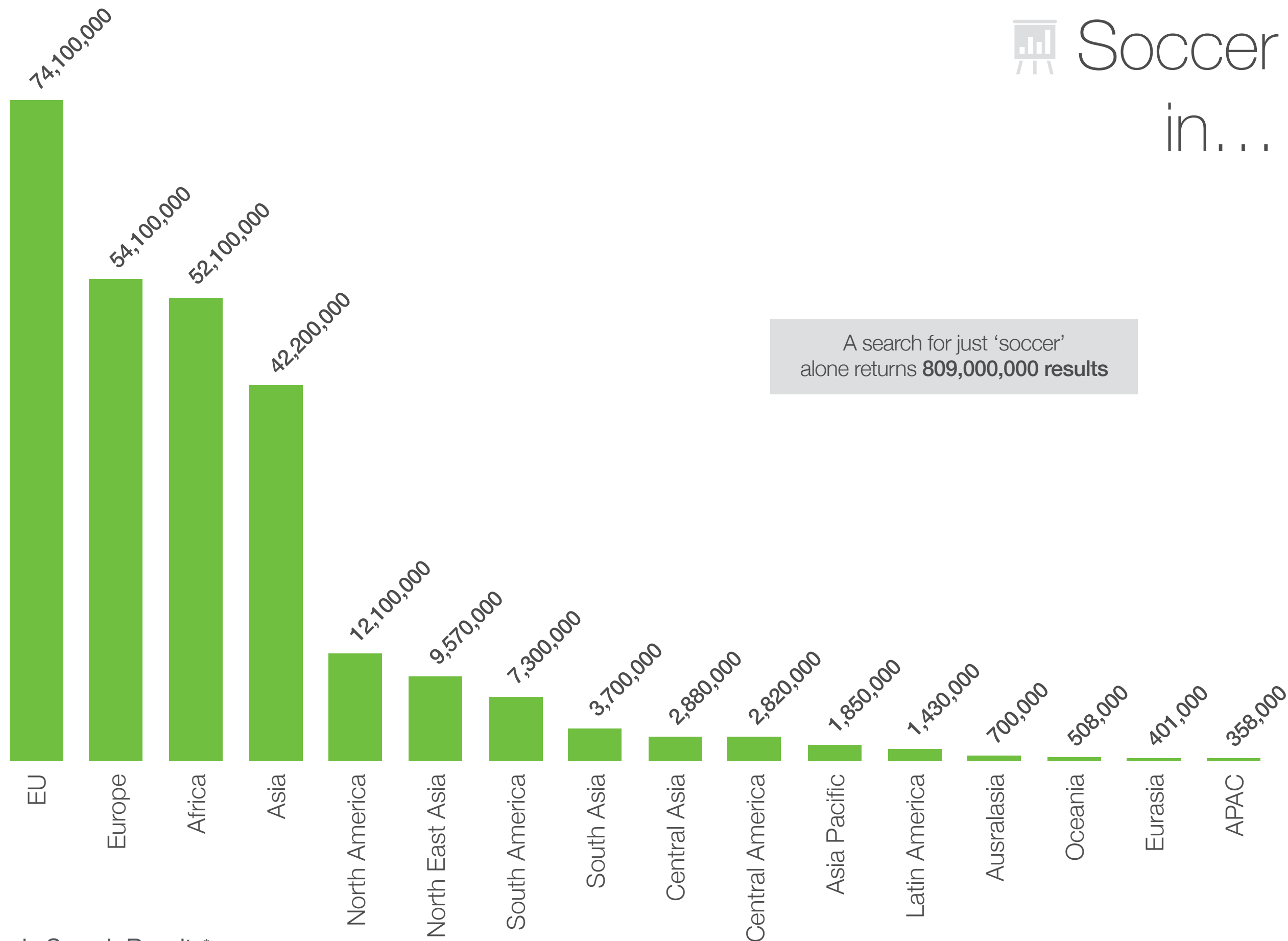


Google Search Results*

* Searches performed via Google.com on 17 March 2017



Soccer in...



Google Search Results*

* Searches performed via Google.com on 17 March 2017



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