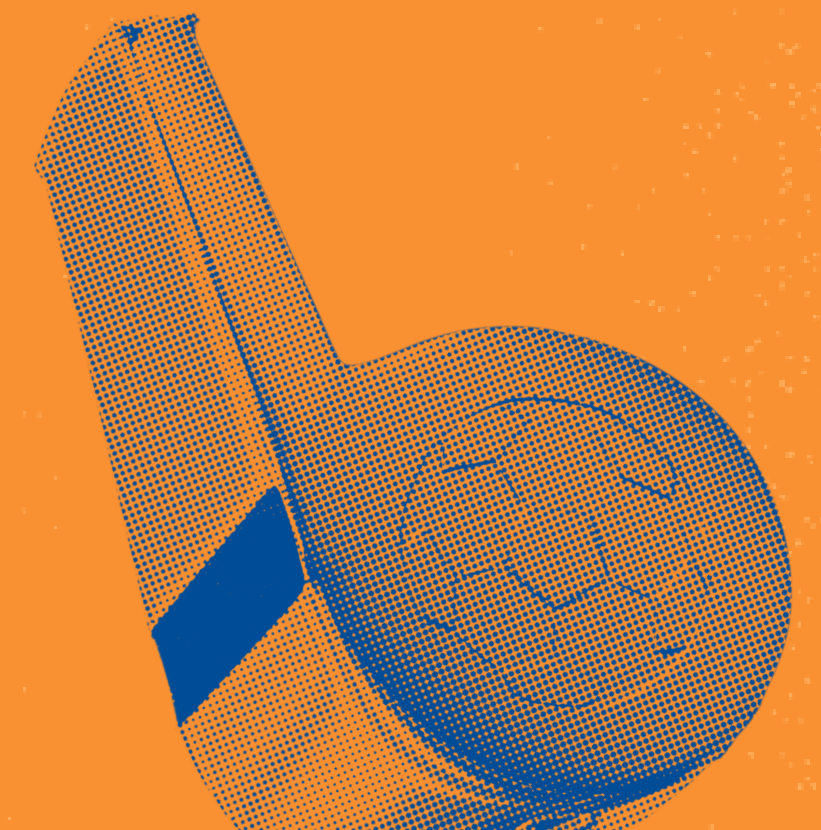
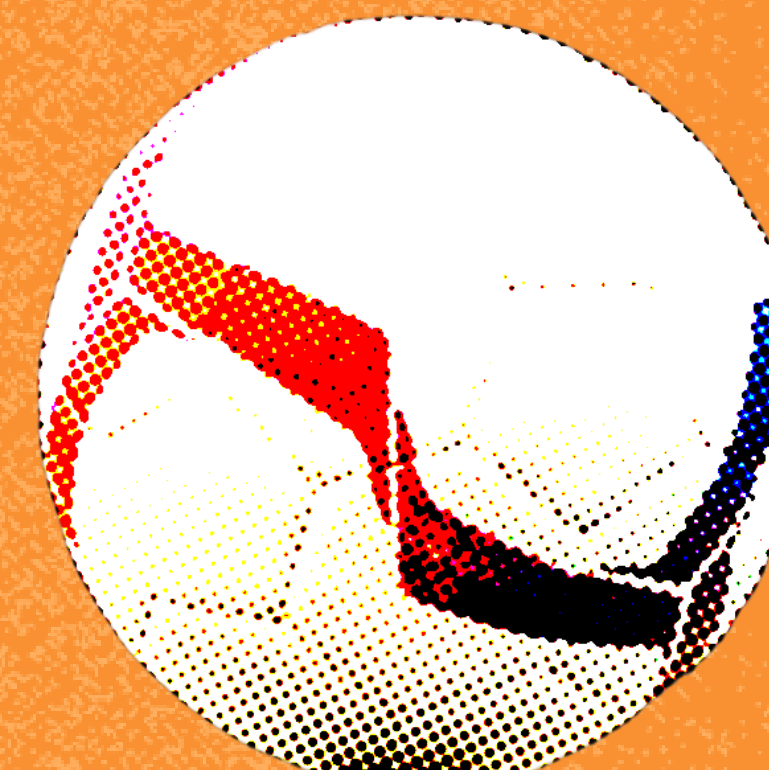


#Fútbol #Twitter

 **The Birdseye Report | Analyzing Twitter's Communities**
Presented by NetBaseQuid



NETBASE
QUID



#Fútbol fans get the ball rolling online

The global fútbol community on Twitter is changing the discourse about the sport and the game for brands

Highly engaged and loyal fútbol fan conversations are increasing on Twitter, as some look beyond 90-minute matches to interact with each other both pre- and post-game. Twitter's #Fútbol community discusses everything from behind-the-scenes gameday goings-on to the highlights of their favorite teams and players.



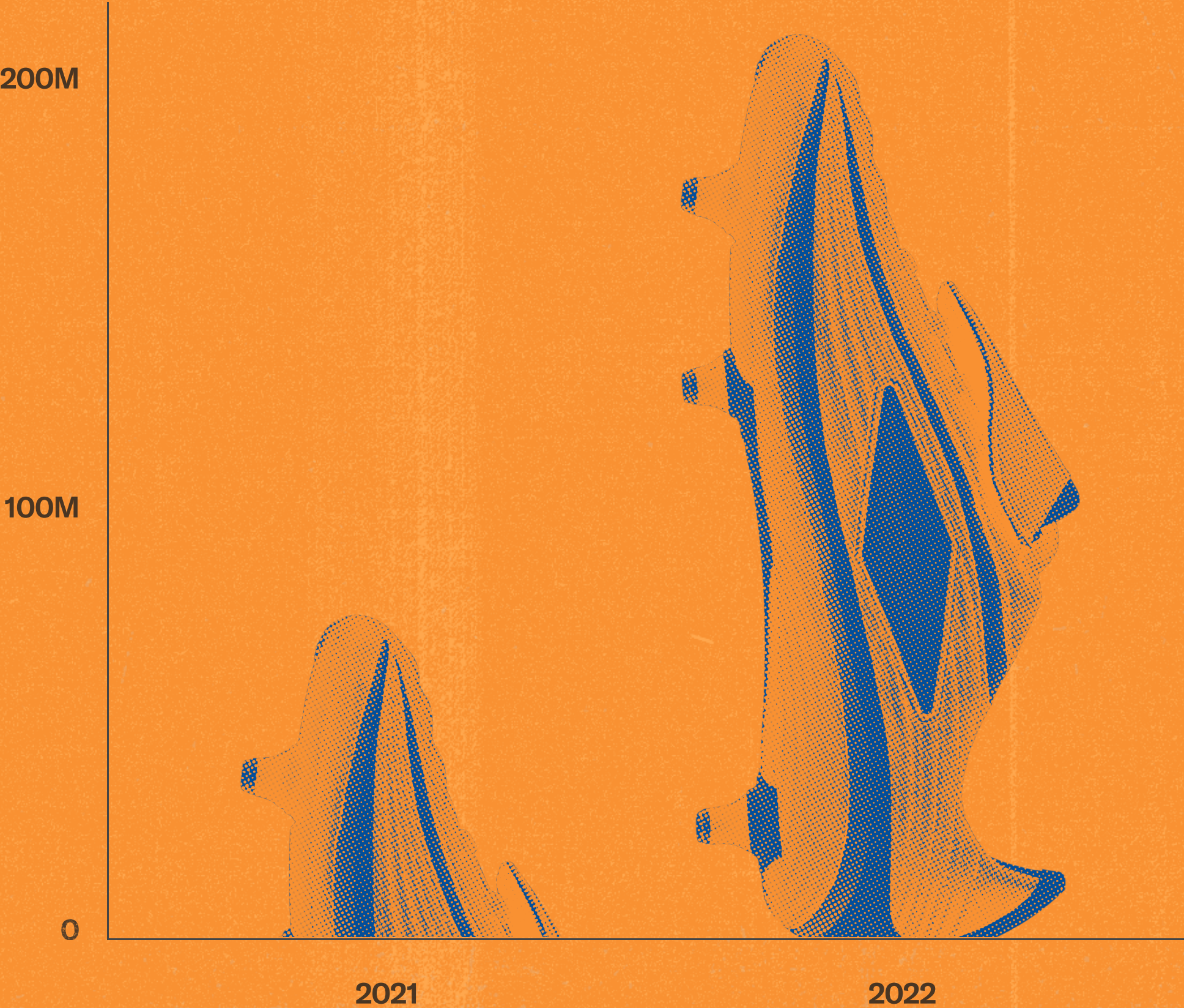
In this report, we break down the nuances of this community, including its global growth and reach, changing demographics, and interests to discover how brands can target and connect with these fans in innovative and immersive ways.

To generate the insights in this report, NetBase Quid analyzed Tweets related to the sport, teams, players, and events. These groups were then dissected by region and sub-theme to compare how each community discusses bigger-picture topics. The NetBase Quid platform allows the segmentation of attitudes, personas, and interest areas, all while seeing how key themes cluster and drive conversations forward. Additional details on our analysis are available in the Methodology at the end of this report.

+114%

growth of the fútbol
conversation on Twitter from
2021 to 2022¹

The #Fútbol conversation on Twitter has grown 114% from 2021 to 2022¹



1. Our "Fútbol" query includes global Twitter mentions of fútbol in multiple languages (soccer, football, futebol, etc.) along with major tournaments (Women's Euro Cup, 2022 World Cup) and other keywords related to these themes from September 15, 2021 to September 15, 2022. See Methodology for details.

O1

#FútbolTwitter conversations are on the rise

Fan chatter grows in anticipation of the #WorldCup

With an estimated fanbase of 4–5 billion people — half the world’s population — #Fútbol is a global phenomenon.² Conversation surrounding #Fútbol-related themes like tournaments, leagues, players, and teams have grown significantly over the past year. In fact, Twitter mentions of related keywords increased by 114%.³ With tournaments like the #WomensEuro and #WorldCup fast approaching, Twitter conversations in the #Fútbol community are surging in Africa, Asia, and the Americas.

2. Shvili, J. (2020, October 16). The Most Popular Sports In The World. WorldAtlas. Retrieved October 6, 2022, from <https://www.worldatlas.com/articles/what-are-the-most-popular-sports-in-the-world.html>

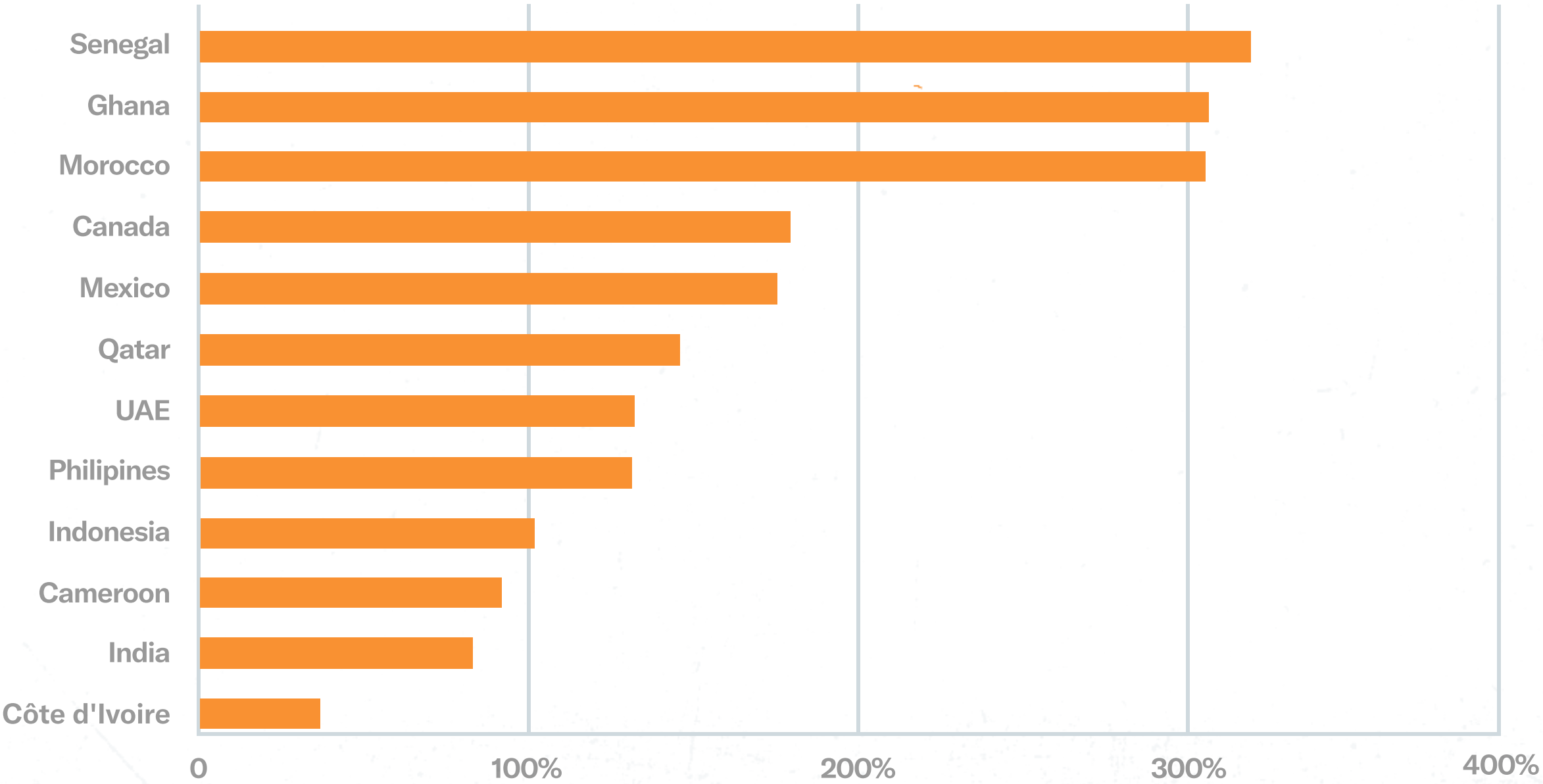
3. Our “Fútbol” query includes global Twitter mentions of fútbol in multiple languages (soccer, football, futebol, etc.) along with major tournaments (Women’s Euro Cup, 2022 World Cup) and other keywords related to these themes from September 15, 2021 to September 15, 2022. See Methodology for details.



This growth is particularly noticeable across Africa, as #Fútbol-related Tweet volume increased in Morocco (137%), Cameroon (93%), and Senegal 51%.⁴ This increase in conversation also comes at a time where an increased number of African football players are competing in European leagues, including on English, French, and Spanish professional teams.⁵

4. Our "Fútbol" query includes global Twitter mentions of fútbol in multiple languages (soccer, football, futebol, etc.) along with major tournaments (Women's Euro Cup, 2022 World Cup) and other keywords related to these themes from September 15, 2021 to September 15, 2022. See Methodology for details.
5. Onyango, S. (2022, July 20). The number of African football players in European leagues tops 500. Quartz. Retrieved October 6, 2022, from <https://qz.com/africa/2161410/the-number-of-african-football-players-in-european-leagues-tops-500/>

Growth of users Tweeting about #Fútbol-related keywords year-over-year (YoY; Sept to Sept, 2021-2022)



02

Girls run the #Fútbol world

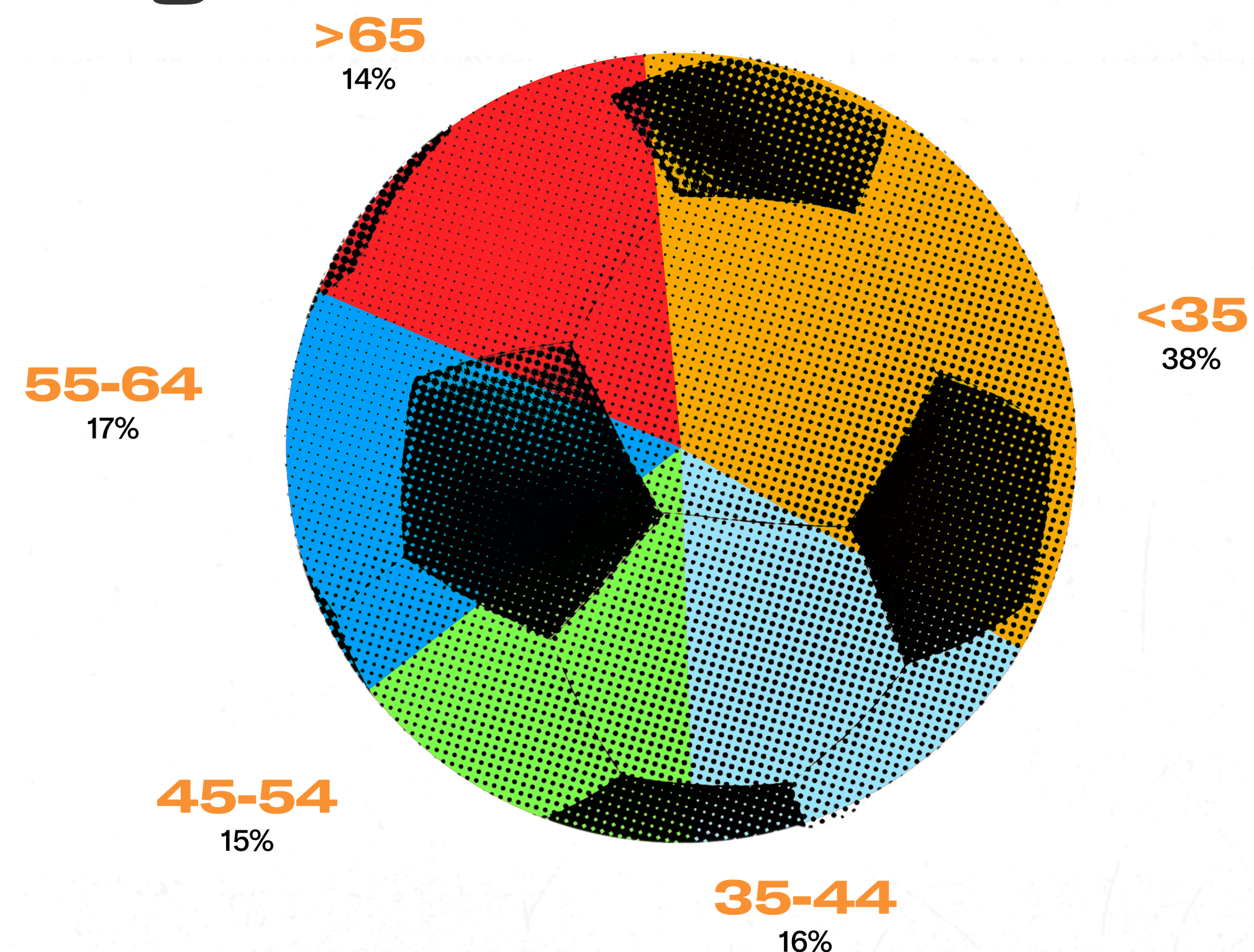
Women are on track to outpace male-dominated conversations on Twitter

As conversation within the #fútbol community on Twitter continues to increase year-over-year, the anticipation of women's tournaments, such as the Women's #CopaAmérica and #Euro, have contributed to a spike in female-driven conversation about female games and players. In fact, from 2021 to 2022, women out-Tweeted their male #Fútbol fan counterparts by 22%.⁶



6. Our "Fútbol" query includes global Twitter mentions of fútbol in multiple languages (soccer, football, futebol, etc.) along with major tournaments (Women's Euro Cup, 2022 World Cup) and other keywords related to these themes from September 15, 2021 to September 15, 2022. See Methodology for details.

Female users Tweeting about #fútbol related topics by age range



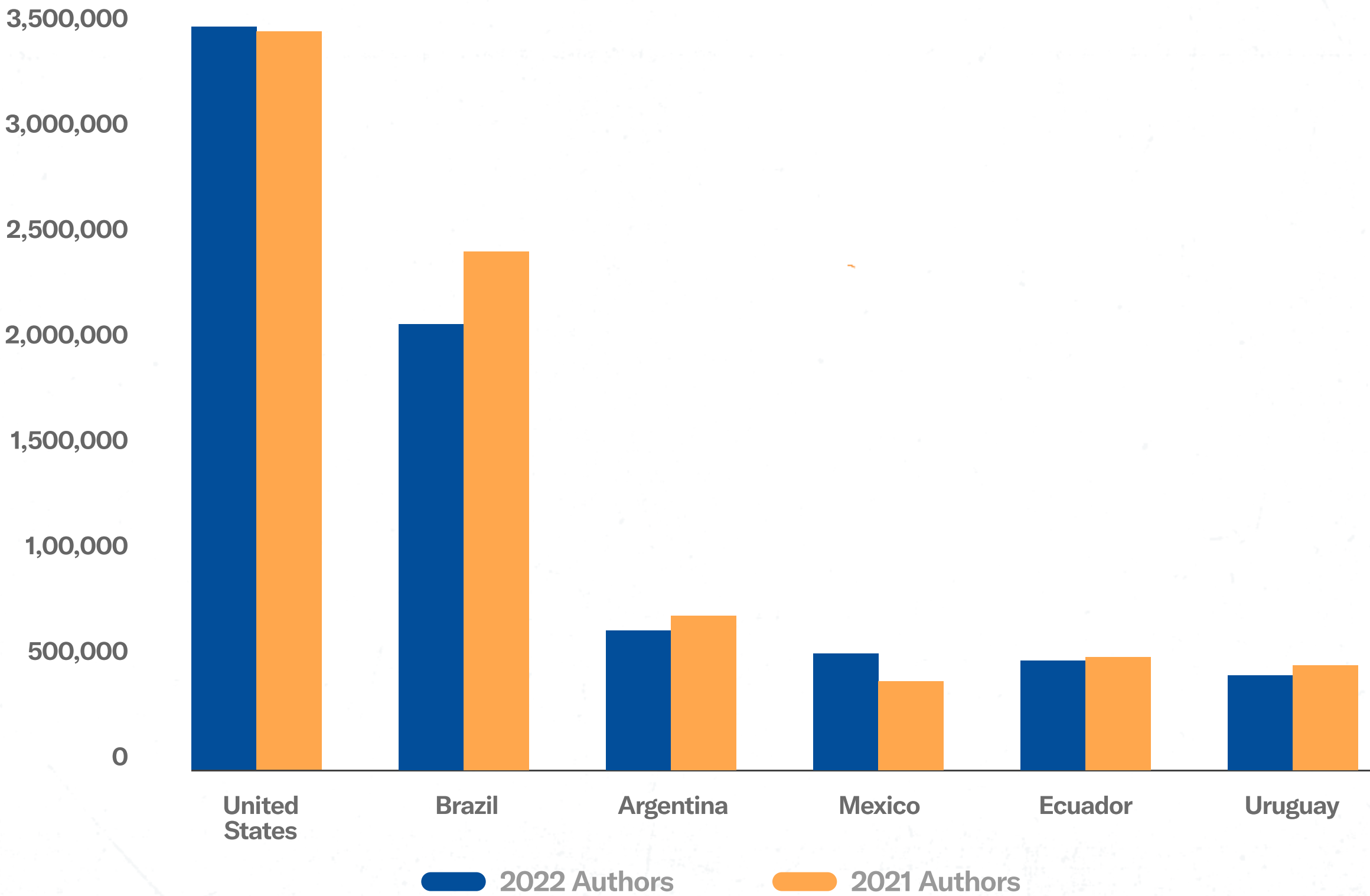
In addition to increased Twitter discussion about women's #fútbol, more women are also participating in this conversation as the number of female Twitter users mentioning #fútbol-related keywords increased by 81% from August 1, 2021 to August 1, 2022. Despite that increase, however, 60% of the users Tweeting about women's #fútbol are still men.⁷

7. Ibid

Globally, female-led #fútbol conversations on Twitter are growing across all continents. From 2021 to 2022, Latin America and Africa experienced the most significant increases. Mexico (173%), Chile (190%), and Colombia (170%) paced female audience growth across Latin America, while Cameroon (561%), Morocco (604%), and Senegal (688%) are noteworthy African countries that experienced some of the most staggering female growth in these #fútbol conversations.⁸

8. Ibid

Count of users Tweeting about fútbol related topics across #WorldCup qualifying countries



Our “Fútbol” query includes global Twitter mentions of fútbol in multiple languages (soccer, football, futebol, etc.) along with related terms and other keywords related to these themes from January to August 2021-2022.

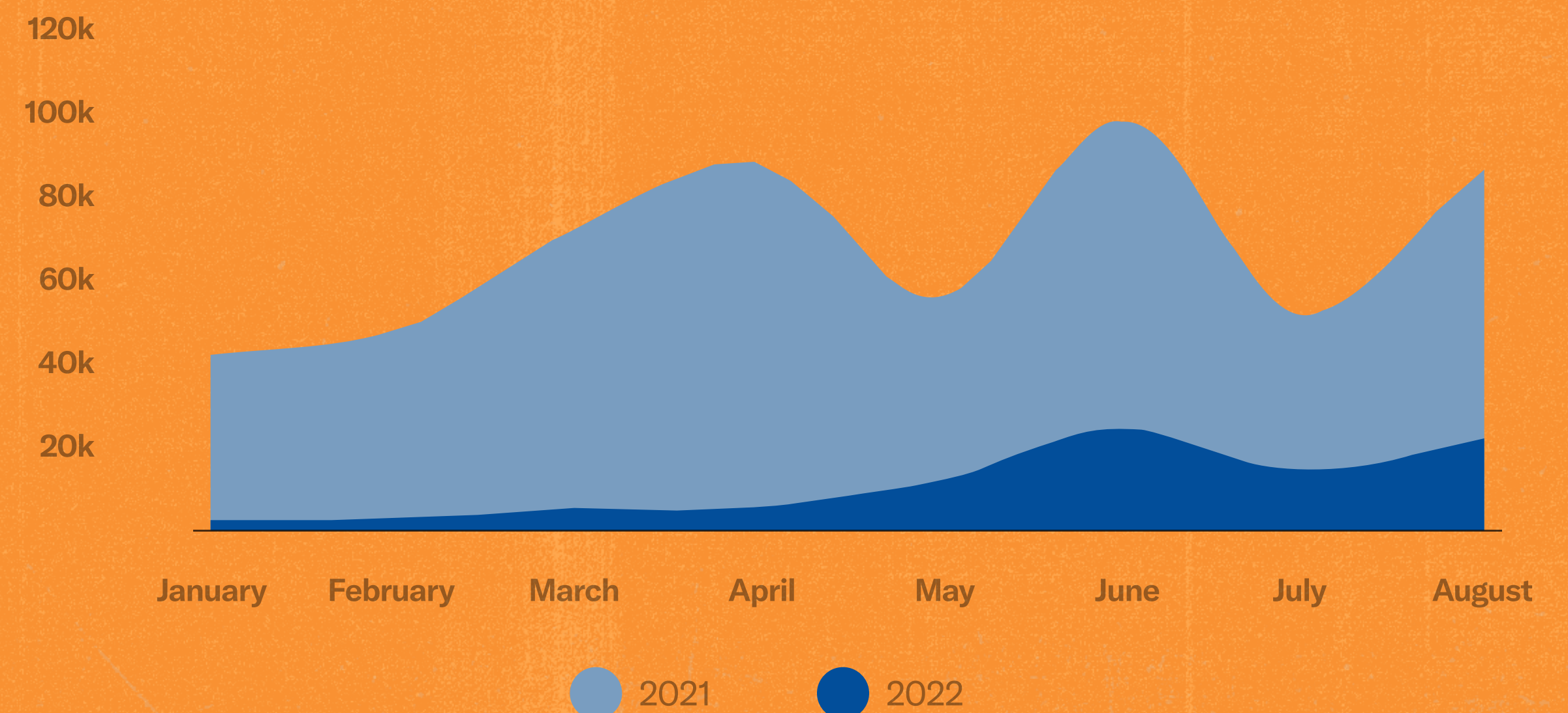
03 #Fútbol expands its virtual footprint

Fans show interest in NFTs, Web3, and the metaverse

We've now explored how the #fútbol community on Twitter is growing and how their demographics are shifting. But as #Fútbol evolves — and introduces new ways to engage — its fans are eager to get even more engaged. As one example, some #Fútbol fans have jumped on the global craze for digital collectibles known as non-fungible tokens (NFTs). In fact, Tweets within the #Fútbol community about collectible, tradeable club and player NFTs have exploded by 1,092% from 2021 to 2022.⁹

9. Our "Fútbol & NFT" query includes global Twitter mentions of fútbol in multiple languages (soccer, football, futebol, etc.) along with NFT related terms and other keywords related to these themes from September 15, 2021 to September 15, 2022. See Methodology for details.

Growth in number of people Tweeting about virtual #Fútbol



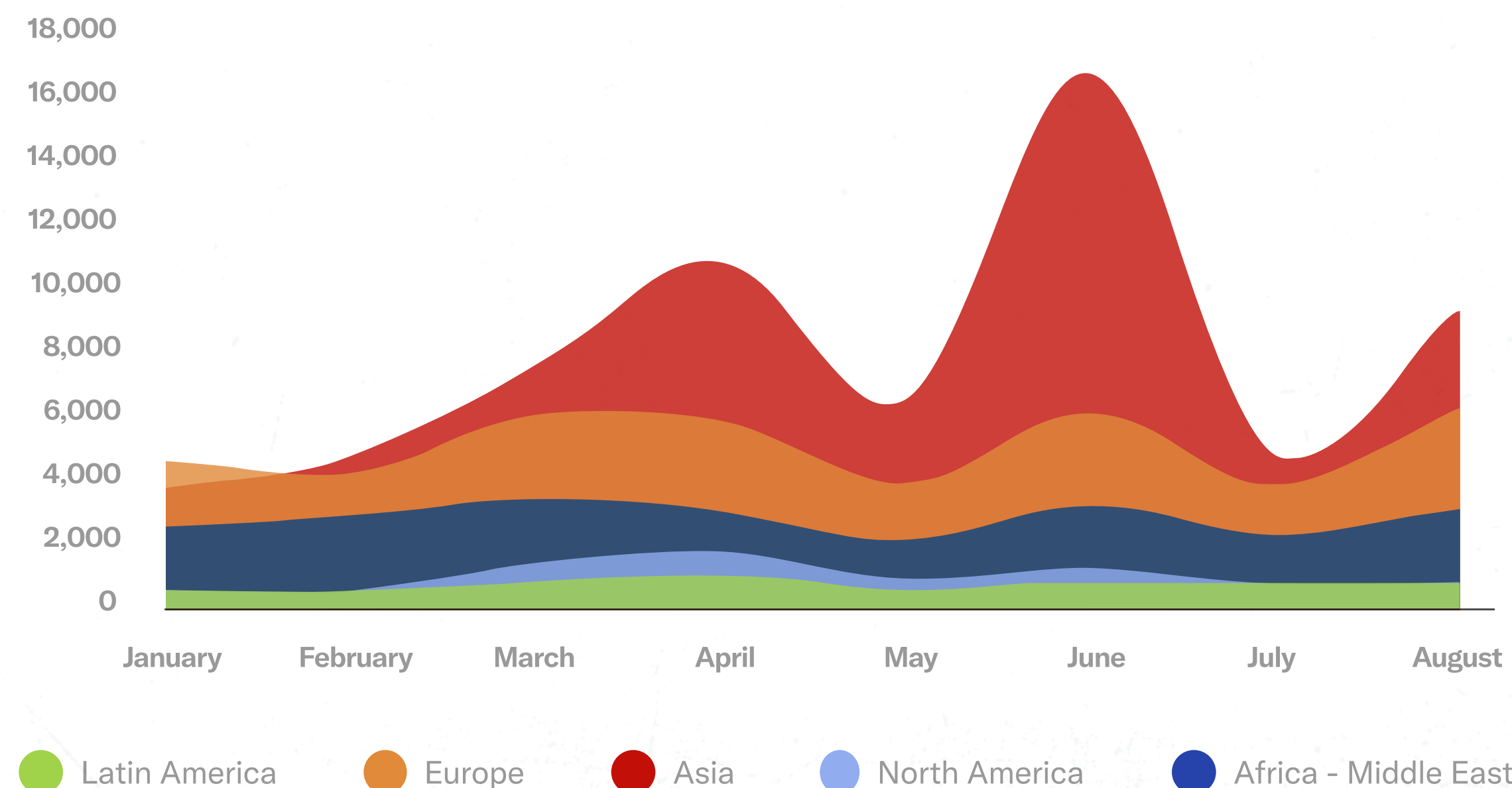


Growth across regions of the number of people Tweeting about virtual #Fútbol

Due in part to this trend, #Fútbol clubs are finding other ways to engage fans online through virtual experiences, which includes building virtual stadiums in the metaverse.¹⁰ #Fútbol fans can share these immersive experiences online, discuss where to watch matches, and even engage with players. The regions with the most audience growth in this area of interest, such as NFTs and virtual #Fútbol, were Asia at 135%, Europe at 121%, and North America with an 87% increase.¹¹

+135%

people tweeting in Asia about NFT's and virtual #Fútbol in the Metaverse YoY (2021-2022)



10. "Pilot Program for Sports Clubs Metaverse"(n.d.). Retrieved October 7, 2022, from <https://finance.yahoo.com/news/exclusive-pilot-program-sports-clubs-153300102.html>

11. Our "Web3 & Fútbol" query includes global Twitter mentions of fútbol in multiple languages (soccer, football, futebol, etc.) along with Web3 related terms and other keywords related to these themes from Jan-Aug, 2021 to Jan-Aug, 2022.

What this means for brands

As the world's game, #Fútbol is globally celebrated. Fans can follow athletes and teams both within and outside of their home countries. Brands interested in reaching global sports audiences — and what excites them — can tap into passionate fans through #FútbolTwitter.

Brands can find opportunities in the growth of women-led #Fútbol conversations. As women's games become more widely available and followed, brands can sponsor leagues, clubs, major women's events, and even individual athletes. With the increasing popularity of professional #Fútbol leagues and the upcoming #WorldCup, brands have a unique opportunity to connect and engage with a growing global audience.



Lastly, the intersection of Web3, the metaverse, and #Fútbol presents a ripe opportunity for tech-forward, early adopter brands to engage with passionate fans in an innovative way. They can explore tactics like interactive, global fan experiences through club partnerships. For brands across the world, there's almost no limit to the ways they can find areas of common interest with #Fútbol-loving consumers, especially as the fervor of #Fútbol continues to gain a virtual foothold — in the metaverse and beyond.



Conclusion

The opportunities for brands to connect with #Fútbol fans are plentiful, including emerging ways to connect with the ever-growing female fan base as well as fans beyond stadiums in the metaverse. Brands that lean into alternative avenues will stand out.

NetBase Quid helps brands understand who the #Fútbol audience is, surfacing key insights that identify what motivates fans across geographic locations, demographics, and more. NetBase Quid audience solutions make it easy to analyze real-time data that informs strategies for the quickest path forward.

Learn more about how NetBase Quid's consumer and market intelligence platform helps you understand consumers and find insights to answer your strategic business objectives.





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Methodology

Both the fútbol and World Cup topics were inclusive of all regions and languages as well as relevant hashtags and, for fútbol, included the soccer emoji (⚽) as an additional input. Our technology also allows for wildcards and robust stemming, making it efficient to maximize coverage of data.

When breaking down the fútbol topic by region, we created themes in NetBase with Boolean logic using OR logic for geography, and language where applicable (i.e. we applied Japanese for APAC but did not with English for EMEA for example). We also set region-specific time zone settings (applicable for EMEA and APAC but not LATAM/NA given the overlap). We then applied themes to fútbol, World Cup, and the Super Bowl to run the necessary analysis.

Keyword list used to populate Global Futbol Topic:

“Fútbol” in 56 languages, including Pashto, Albanian, English, Spanish, Dutch, German, Croatian, Kazakh, Chinese, Romanian, Danish, Estonian, Finnish, Haitian, Creole, Indonesian, Latvian, Lithuanian, Malagasy, Norwegian, Slovak, Somali, Sinhala, Sinhalese, Sundanese, Swedish, Welsh, Quechua, Irish, Thai, Vietnamese, Macedonian, Zulu, Mongolian, Kyrgyz, Nepali, Azerbaijani, Arabic, Lao, Greek, Russian, Portuguese, Bosnian, Swahili, Malaysia, Malayalam, Hebrew, Hindi, Hungarian, Georgian, Bulgarian, Italian, Armenian, Icelandic, Central Khmer, Cambodian, Japanese, Corsican.



⚽, world cup 2022, world cup, "world cup 2022", "copa mundial", major league soccer, MLS, "Premier League", gol, golazo, "Euro Cup", "La Liga", "Serie A", "Liga MX", "Ligue 1", "Champions League", UEFA, Bundesliga, "major league soccer", Super Clasico, #superclasico, #womenseuro, #womenseuro2022, Copa América Femenina, "Copa América Femenina", #worldcup, #worldcup2022, #copamundial, #copamundial2022, Copa America, Concacaf, Copa América.

We created additional themes to quantify trends we found, such as Metaverse, which can be inclusive of multiple terms, phrases, and hashtags to thoroughly encapsulate all the relevant ways fans talk about that theme.

For the audience topics for regional fans, we applied the respective region theme and filtered to original/replies post type, removed posts with links, unverified authors, excluded bots, limited to 50–5,000 followers, and included NetBase Quid's unique Personal Narrative functionality. This showed where fans used I, me, my, and related words. For each region, we created an audience topic that looked at everything those authors talked about on Twitter as opposed to exclusively how they talk about fútbol. This helped us better understand who they are beyond their love of the sport.

Tweets were also analyzed in our Quid Social product to generate network trends and detect outlier clusters for efficient insight and analysis.





About the Twitter Official Partner Program

Twitter Official Partners are best-in-breed companies with unparalleled access to world-class technology. Expanding possibilities on and off our platform, our partners ensure exceptional experiences for brands.

In order to earn and maintain the Twitter Official Partner badge and to ensure high-quality experiences for businesses, all our partners are vetted for excellence and must consistently meet our high performance standards.

Learn more about [the program](#) and our [Official Partners](#), or reach out to us at officialpartner@twitter.com to begin working with a partner.