



The League and Club Indices 2022

August 2022

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Exposure impacts sports properties' index position

Growing following of top sports teams on TikTok challenges YouTube

Top ranking leagues and clubs highlight past successes while focusing going forward

KEY PERFORMANCE TRENDS

IPL is the only cricket league to crack the Index's top 20

Conference League creates a new ladder to climb for those outside the index top 10

Winning on TikTok: Tottenham Hotspur attracts the most followers

Winning on YouTube: Liverpool leads in subscriber growth

Winning on Instagram: Paris Saint-Germain adds a record number of followers

Commercial partnership trends to tackle with sports indices

Several clubs among the top 10 among the properties without a crypto partner

NFL's index performance points towards further international success on the horizon

Key takeaways

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Value behind different metrics groups

Overview of metrics for The Club Index

Overview of metrics for The League Index

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