

NIELSEN SPORTS & ENTERTAINMENT

LA LIGA SANTANDER CHALLENGE

MARCH 2020

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INTRODUCTION

The quarantine measures implemented due to the COVID-19 pandemic have impacted the world of sports, with the vast majority of sporting events being postponed or suspended.

In this scenario, where also Spanish football first division LaLiga has been postponed, a new initiative surfaced in area of virtual sports: #LaLigaSantanderChallenge.

During the weekend from March 20 to 22, Ibai Llanos, a top esports personality in Spain, organized, along with LaLiga an EA Sports - FIFA20 tournament with participation of football players from 18 of the 20 clubs competing in LaLiga.

The event that ended on Sunday night, crowned Marco Asensio from Real Madrid CF as the best FIFA20 player from LaLiga, after beating CD Leganés player, Aitor Ruibal (4 - 2) in the final.

The following report is aimed to provide metrics that allow you to understand the reach of the event, in a moment where no other sporting events are held and virtual sports, now more than ever, has a platform to capture the attention of many and gain traction as an alternative means of content.

THE COMPETITION HAS BEEN ANALYZED FROM FOUR DIFFERENT MEDIA PERSPECTIVES:



TWITCH
LIVE BROADCASTS



TV
LIVE BROADCASTS



ONLINE NEWS
ONLINE COVERAGE



SOCIAL MEDIA BUZZ
MENTIONS &
ENGAGEMENT

KEY INSIGHTS

120K

AVERAGE MINUTE AUDIENCE
ON SAT AND SUN
ON TWITCH

**GOL / #VAMOS &
MOVISTAR DEPORTES I**

COMBINED TV BROADCAST
DURING THE WEEKEND

+1,100

ONLINE ARTICLES
RELATED TO THE EVENT

173K

PEAK AUDIENCE DURING
THE FINAL ON TWITCH

+23 HOURS

OF COVERAGE ON TV,
COMBINING THE 3 CHANNELS

+35,000

TWEETS & RETWEETS
RELATED TO THE EVENT

|| TWITCH

On Twitch, #LaLigaSantanderChallenge broadcast was centralized on Ibai channel (twitch.tv/ibai/) with several well-known sports commentators and streamers joining in to cover the games.

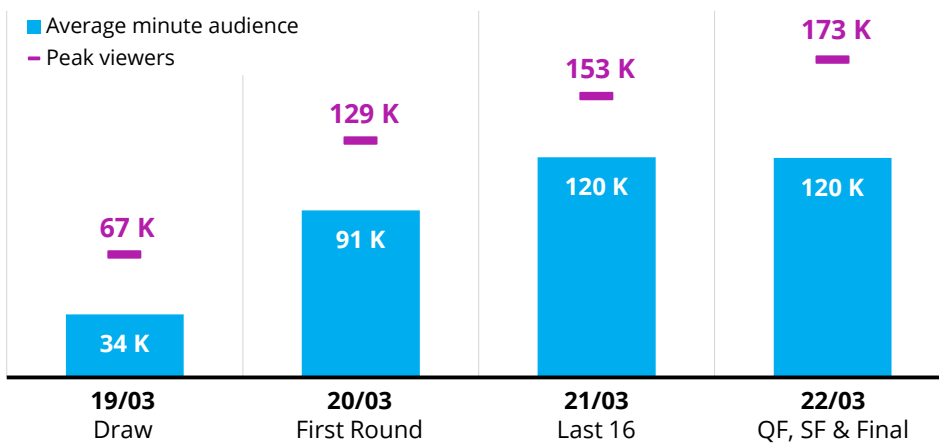
The broadcast time was over 14 hours, including the draw that took place on Thursday. The audience grew consistently day after day, reaching an average minute audience of 120K viewers on Saturday and Sunday, peaking at 173K viewers during the finals on Sunday night.



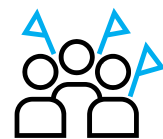
+14 HOURS

OF LIVE BROADCAST
DURING 4 DAYS

#LALIGASANTANDERCHALLENGE Evolution by day



#LALIGASANTANDERCHALLENGE Sunday (22/03) audience



173 K

SPECTATORS
FOLLOWED THE FINAL
ON SUNDAY 22/03

On Sunday, the last day of the event, the average minute audience remained consistently over 125K viewers, reaching 3 peaks of over 155K. The final game of the tournament, between M. Asensio and A. Ruibal reached the highest peak of the day, with 173K viewers.

2 | TV

Along with the broadcasts on Twitch, the event was also aired on TV in Spain: Movistar Deportes 1, Gol and #Vamos showed different moments of the event during the weekend.

This coverage on TV (combining Pay TV and Free TV) helped to make the event even bigger, pushing the total cumulative audience to over 205K during the weekend.



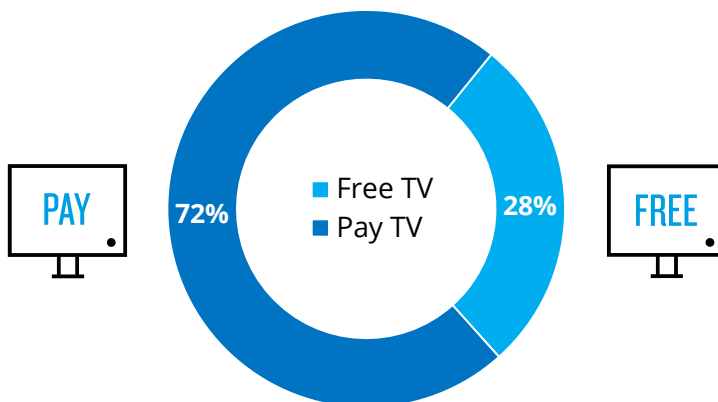
+205K

**CUMULATIVE AUDIENCE
DURING THE 3 DAYS**

#LALIGASANTANDERCHALLENGE Broadcasters detail



#LALIGASANTANDERCHALLENGE Cumulative broadcasting time



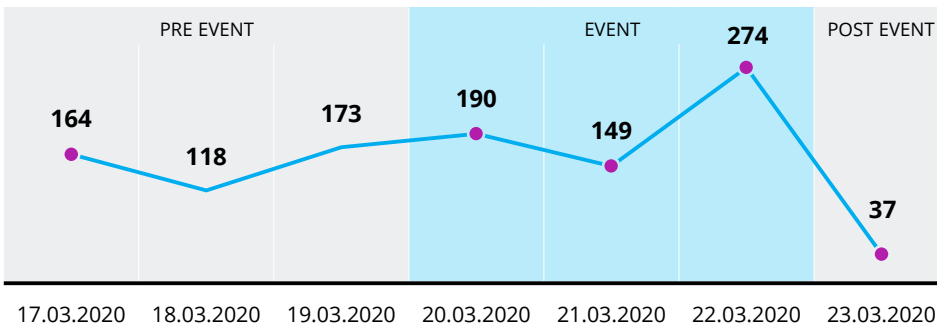
+23 HOURS

**OF TV BROADCASTING
DURING THE WEEKEND**

3 | ONLINE NEWS

Online outlets were also a very significant source of exposure for the event and from the very first day of the announcement of the tournament on official Ibai Llanos social media accounts, the top online media in Spain started to follow on several topics such as the official draw, line-ups and casters. Remarkably, not only sports media but also general interest newspapers covered news regarding LaLiga Santander Challenge.

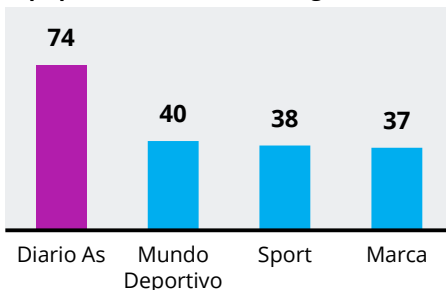
NUMBER OF ONLINE NEWS Evolution



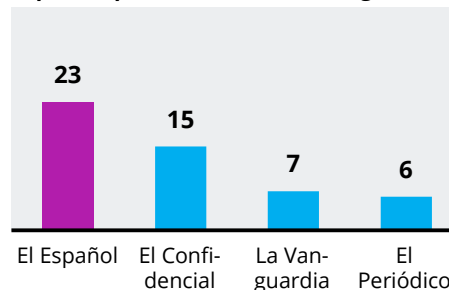
Ibai suggested on 16th March – Monday night – to organize a FIFA20 tournament among the twenty teams of LaLiga. The day after, Tuesday 17th of March, he already confirmed a participant of each one of the teams (later on only 18 would participate in the competition). As we can see in the graph above, there was a **constant flow of coverage** on online media, with a peak on the day of the final.

NUMBER OF ARTICLES

Top sports media mentioning the event



Top non-sports media mentioning the event



Although the event had mainly national reach, noteworthy **international media** covered at least some of LaLiga Santander Challenge. Some examples are The Guardian (UK), MSN (Indonesia), ESPN (United States), Globoesporte (Brazil), Clarín (Argentina), The Times of India (India), El Universal (Mexico) or El Comercio (Peru).



+1,100
ONLINE ARTICLES
GENERATED BY THE
EVENT

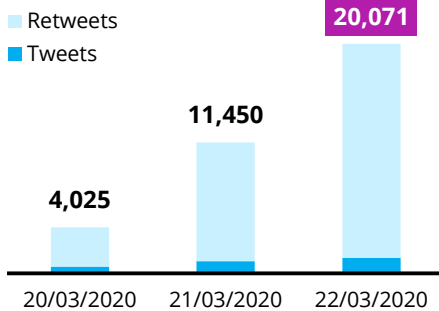


+160
DIFFERENT ONLINE
OUTLETS IN SPAIN
MENTIONED THE EVENT,
52% OF THOSE WERE
SPORTS-SPECIFIC
MEDIA

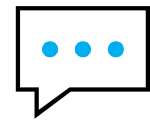
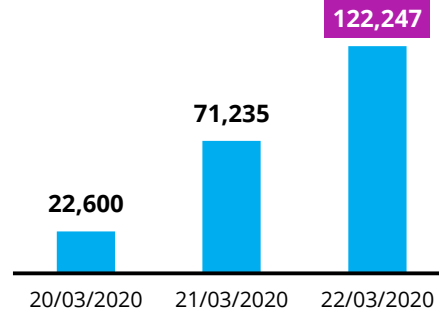
4 | SOCIAL MEDIA BUZZ

Twitter proved to be an efficient platform for uniting all the necessary parties helping to guarantee the success of the event. Ibai Llanos announced on Monday 16th March, around 21.30, his intention to organize a FIFA competition with a player from each of the teams involved in LaLiga. In less than 24 hours, the caster had already managed to confirm an impressive lineup with Liga Santander players.

TWEETS & RETWEETS



ENGAGEMENT



+35,000
TWEETS & RETWEETS

NOTE: Content mentioning specifically the name of the event

KEYWORDS Top accounts & hashtags



Top keywords on Twitter were related mainly to the official hashtag or the teams and players that took part into the event. Regarding accounts mentioning the event, Real Madrid had by far the highest number of followers. Also, Diario Marca tweeted the event live on its official Twitter account, as it did on its official website, with live commentary on key events.

KEY ACCOUNTS MENTIONING THE EVENT By number of followers

ACCOUNT	#FOLLOWERS	ORIGIN
Real Madrid	33.97M	Spain
Marca	5.25M	Spain
El Nacional	4.91M	Venezuela
LaLiga	4.90M	Spain
Diario As	2.65M	Spain
El Mundo Deportivo	2.60M	Spain
Actu_foot	2.25M	France
ABC	1.84M	Spain
Sport	1.67M	Spain
Marco Asensio Official	1.62M	Spain

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