



Football in India 2015



India is the Home to world's largest football fan base (170 million). Brazil comes second.

Number of football fans in India are greater than all the fans combined in England, Spain, Italy, Germany and USA.

170,904,506



18,406,397



49,748,175



17,990,700

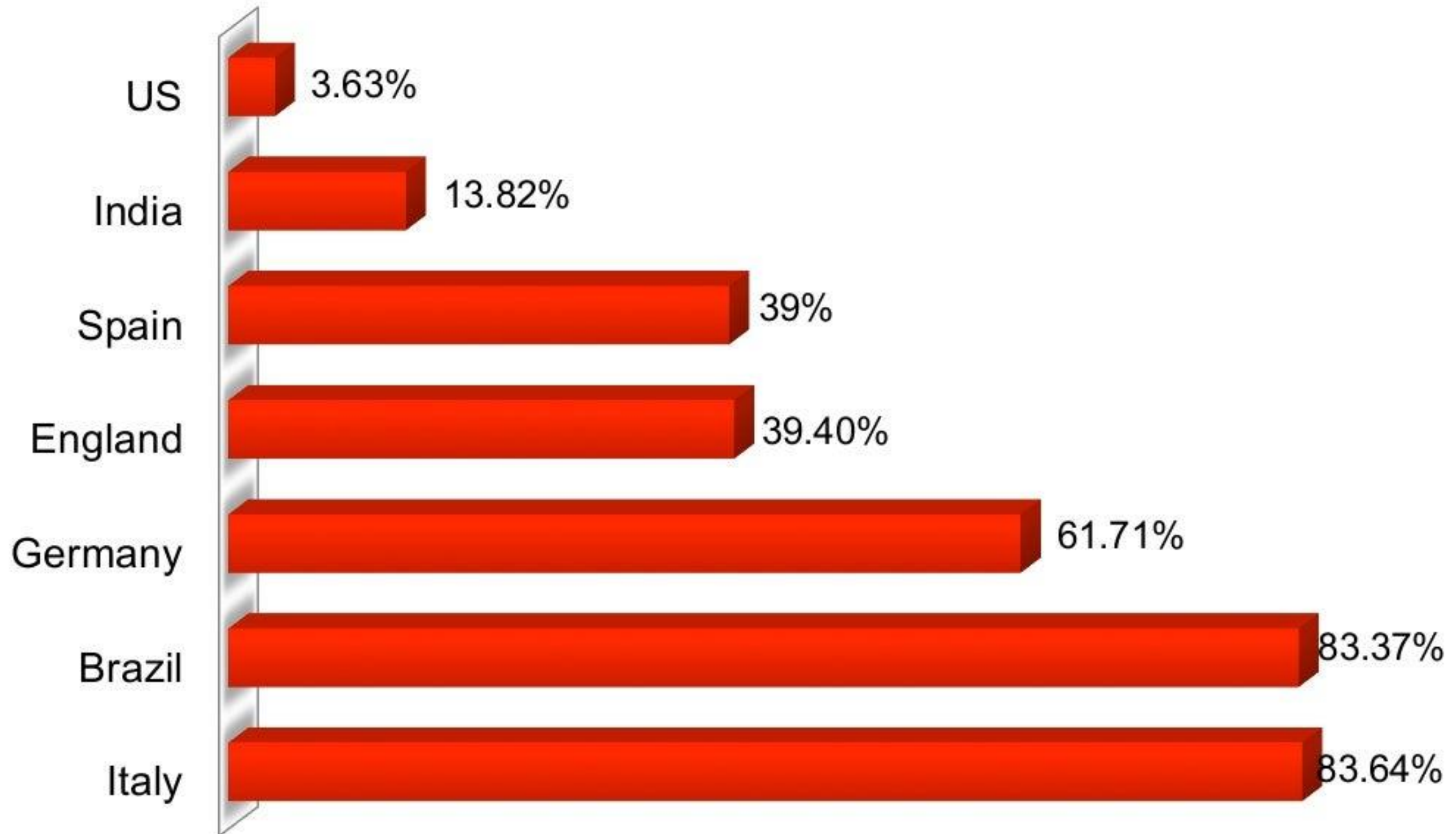


50,041,035

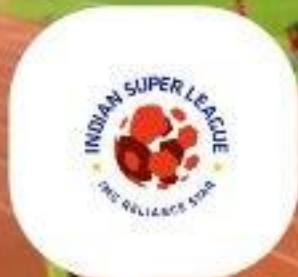


11,460,312

Percentage of Fans in various Countries



ISL is the 6th most followed league in the world



6

4

2

1

3

5

SSI* Score of Various Leagues



88.9



55.6



77.8



44.4



61.1



33.3

The SSI score incorporates the Social presence on channels like Facebook, Twitter, YouTube and Instagram.

*Simplify360 Social Index



Total PR value from Social Media to Sponsors on association
with Indian Super League is

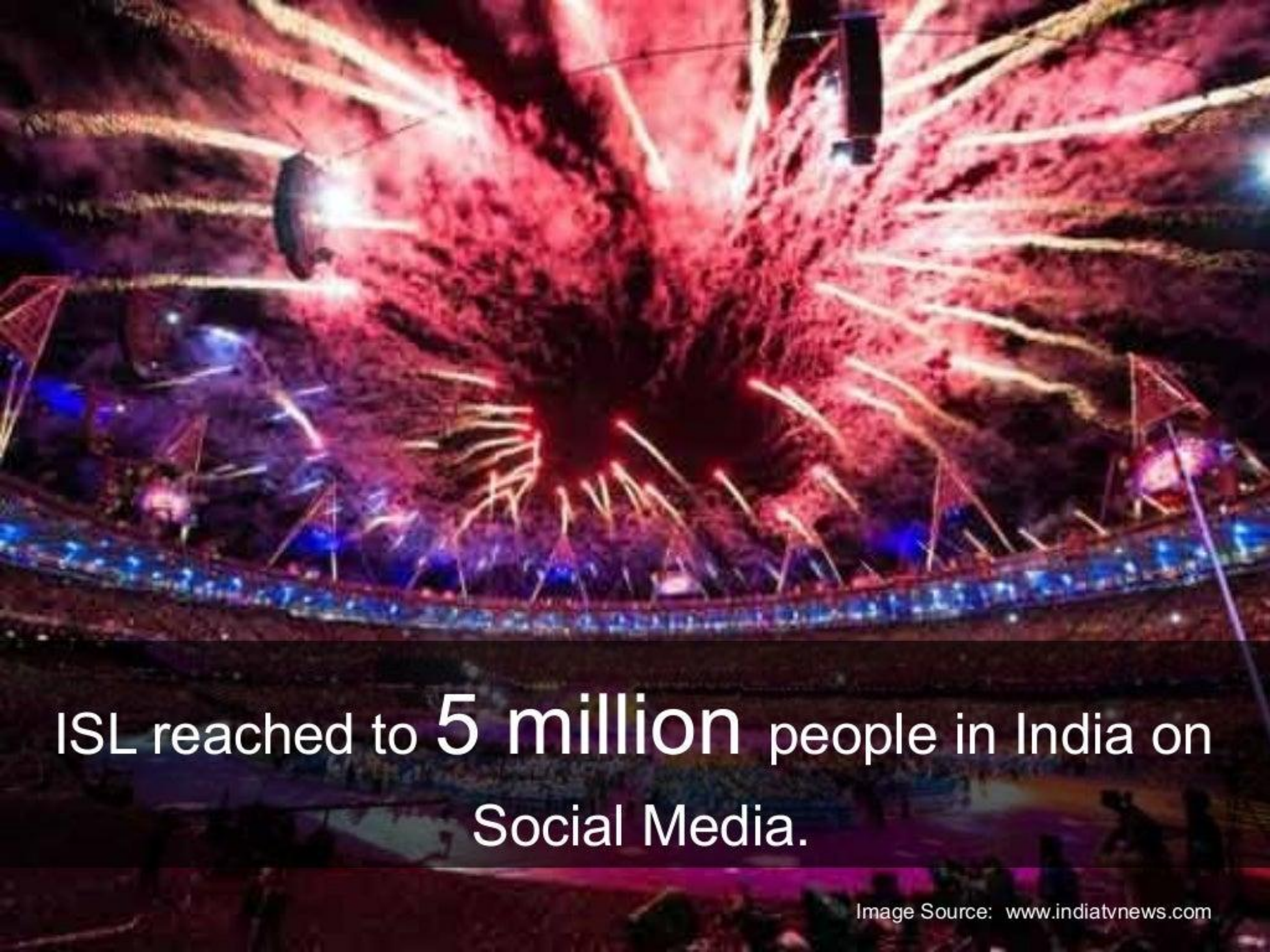
USD 1.5 M



ISL has reached to 3.02% football fans in India



Only ~14% of India's Population are
Football Fans



ISL reached to **5 million** people in India on
Social Media.



Barclays Premier League (14 million fans) and Spanish League (9.6 million fans) have the maximum Social Media reach in India



Social Media Reach of Messi and Ronaldo
combined is 14 million in India



20 million unique Indian football fans are active on Social Media, which is 119% of the population of Netherlands



99% of Indian football fans are male, and India still has 200,000 female football fans.



The Football fans in India will reach to 482 Million by 2020.

Future of Indian Football

For a country with a population of over 1 Billion, not being able to make it till the Football World Cup has surely something going wrong at the base level.

It is surprising that the fan following of Football in India stands at a whooping 170 Million however the reach of football is only limited to a few millions.

ISL (average audience per game stood at over 24k) has already performed much better in terms of viewers attendance in the stadiums than MLS.

ISL has also beat MLS in terms of social presence and influence.

Next step:

India may take a long time to present in World Cup but ISL is likely to beat Italia Serie A next year, and may overthrow Bundesliga by 2025 and join Top 3.

Some Other Interesting Observations and Recommendations

Barcelona, Arsenal setting up Football Academy in India is great for the country.

Tata Football Academy, Premier India Football Academy and Arsenal Schools are helping build Football at the grass root.

India likely to play FIFA World Cup by 2030 as the young players in these academy mature.

Sponsors and investors may invest in Football as the sport has clearly shown a great promise.

ISL has done great job in marketing; I league and their Clubs need to better it.

About Simplify360

Simplify360, is a leading social business intelligence firm.

Simplify360 is the world's first integrated enterprise solutions provider; our latest offerings are Social Marketing Suite for agencies, Social Contact Center for BPOs and Social Command Center for Enterprises. We enable businesses to perform Online Reputation Management, Customer Service, Community Management, Social Media Research & Brand Auditing; Online Sales Lead Generation, and Consumer Sentiment Analysis.

We have already provided solutions through their tool for industry leaders like Wipro, Coffee Day, Star TV, Mahindra Retail and ITC Foods. Simplify360 is also the only company to work with the top media agency groups in the world like WPP and Publicis.

Simplify360 operates directly or through partners in the US, Malaysia, Korea, South Africa, Saudi Arabia and the Netherlands to name a few. The company's products and services are sold in over 100 countries.

If you are interested to know more about Simplify360 and its offering, you can contact us at contact@simplify360.com

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