300+ MILLION FANS... JUST A CLICK AWAY

312M FOLLOWERS









51 MTWITTER



3 M YOUTUBE



8 M GOOGLE +



33 M LINE



5 M VIBER



6 M SINA WEIBO



6 M MIAOPAI

BARÇA'S ENGAGMENT FIGURES

With more than a thousand million interactions driving Barça's engagement with its fans around the world, the team isn't just beating the opposition on the field, it's dominating it in the digital world as well.

1.430M INTERACTIONS

FIGURES IN MILLION









