



NIELSEN SPORTS

# EL CLÁSICO

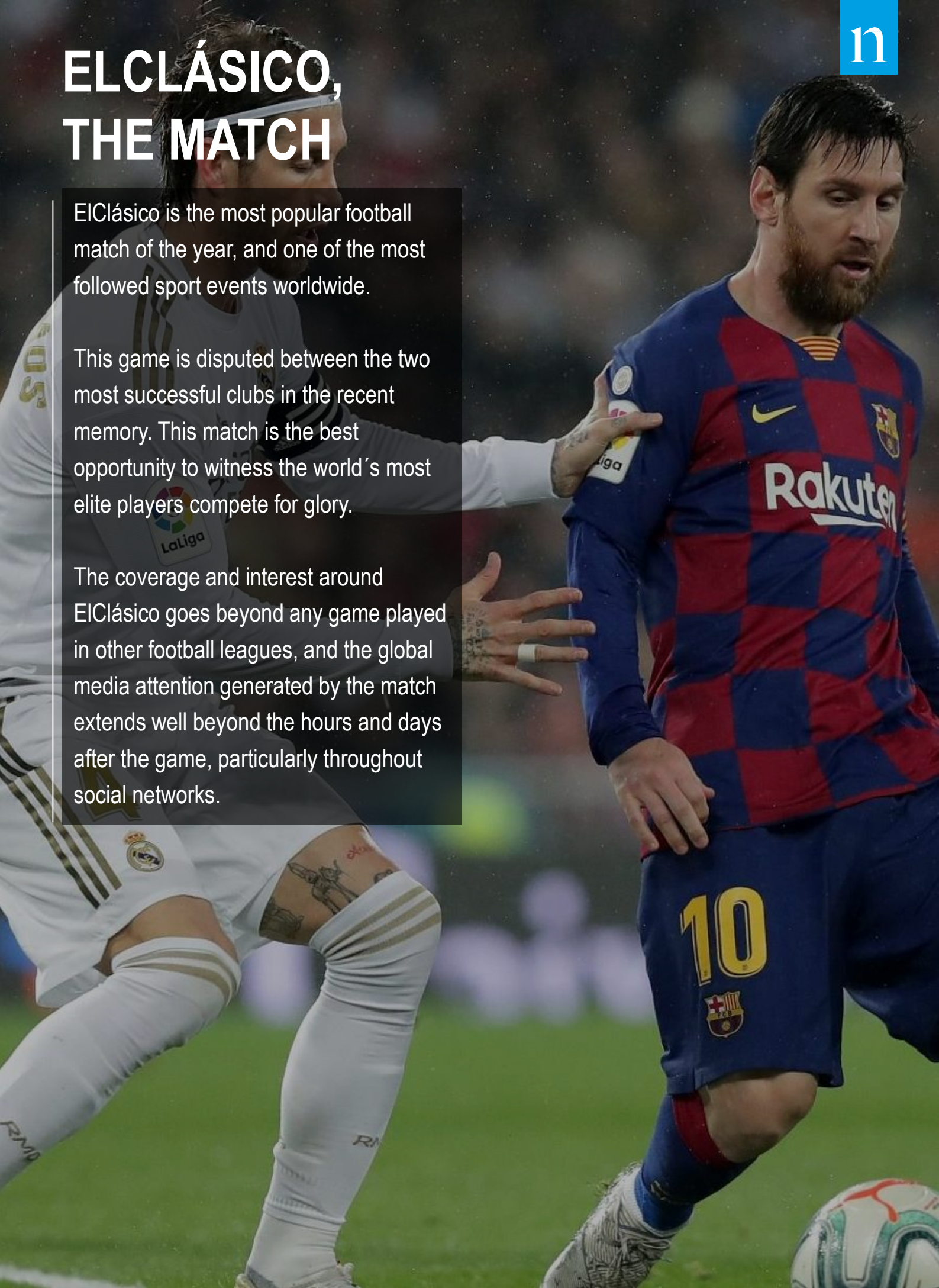
Digital impact of best football game in the world.

# EL CLÁSICO, THE MATCH

El Clásico is the most popular football match of the year, and one of the most followed sport events worldwide.

This game is disputed between the two most successful clubs in the recent memory. This match is the best opportunity to witness the world's most elite players compete for glory.

The coverage and interest around El Clásico goes beyond any game played in other football leagues, and the global media attention generated by the match extends well beyond the hours and days after the game, particularly throughout social networks.



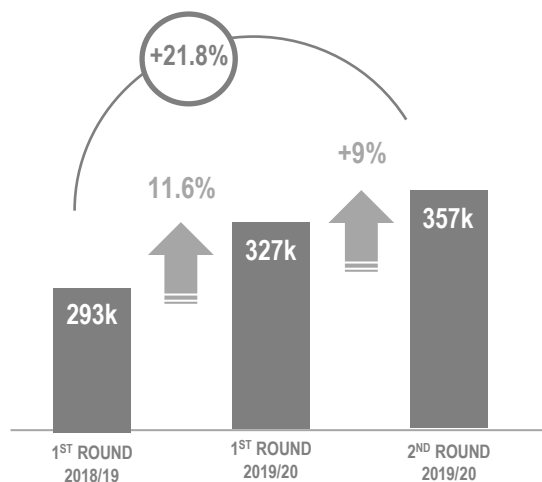
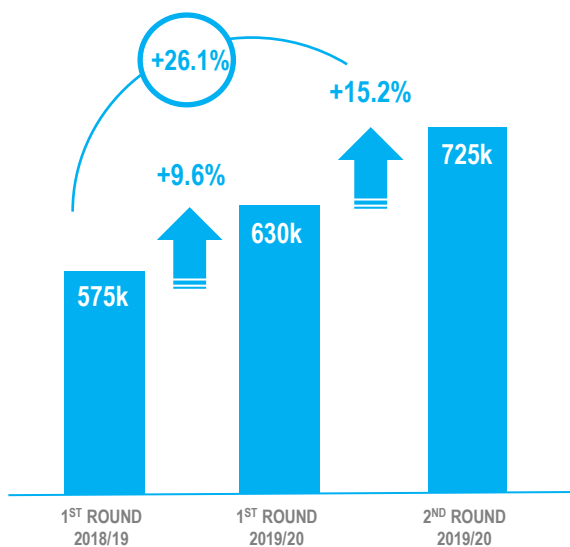
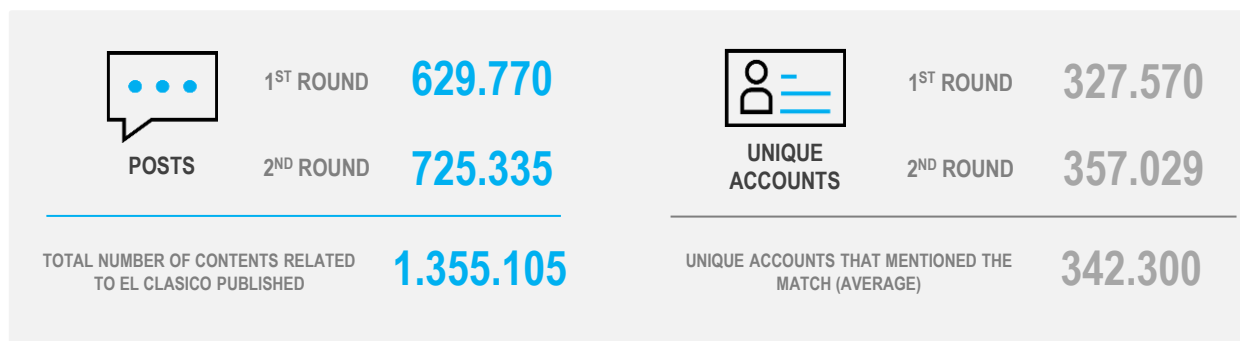
# #ELCLÁSICO

## A TOP EVENT

## HUGE DIGITAL IMPACT

ElClásico is by far the most popular football match among the top football leagues on social networks, with more than 725K contents published, which represents an increase of 15.2% compared to the first matchup of the 2019/20 season. These contents were posted by more than 357K different accounts.

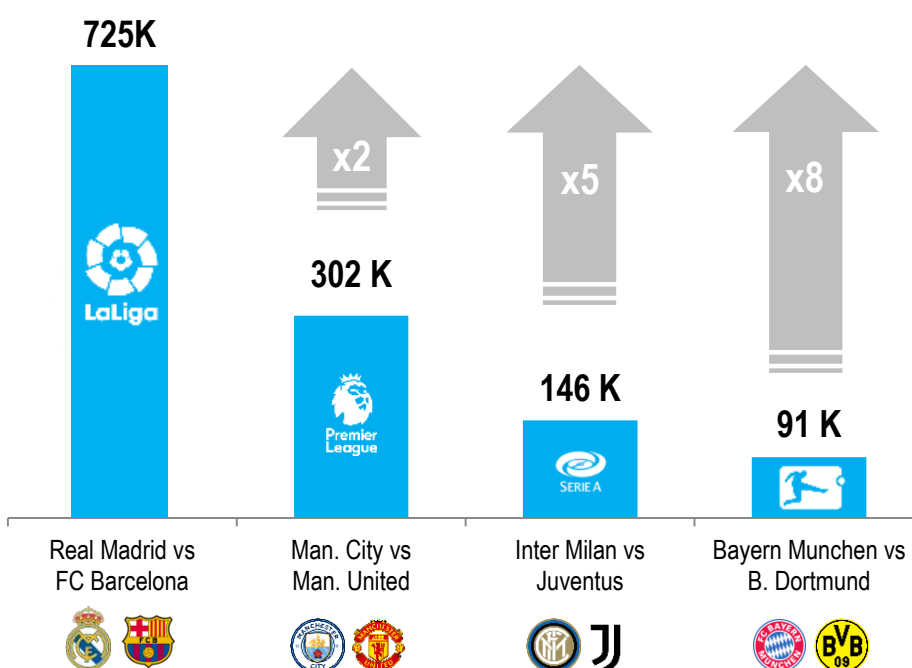
Unlike other major sporting events, the Real Madrid vs FC Barcelona match has its own brand "ElClásico" and this is how fans identify and engage with this unique game globally.



# #ELCLÁSICO

## UNRIVALLED #1 AMONG TOP GAMES

POST VOLUME PER MATCH WORLDWIDE



Monitoring period: from 2 days before until 2 days after the match (total: 5 days)

## MATCH OF THE YEAR

The amount of posts published related to ElClásico is much higher compared with the volume of the main European football leagues top matches.

Specifically, ElClásico generated more posts / tweets than the sum of the top 3 European matchups together.

## #ELCLÁSICO

## WORLDWIDE SCOPE

1<sup>ST</sup> ROUND  
2018/19

47%

1<sup>ST</sup> ROUND  
2019/20

67%

2<sup>ND</sup> ROUND  
2019/20

69%



INTERNATIONAL POSTS

38.8 M  
LIKES1<sup>ST</sup> ROUND  
2019/2065.0 M  
LIKES2<sup>ND</sup> ROUND  
2019/20103.8 M  
LIKESTOTAL  
2019/20related to  
#elclásico6.4 M  
INTERACTIONS7.0 M  
INTERACTIONS13.4 M  
INTERACTIONSregarding  
#elclásico

## GLOBAL ENGAGEMENT

Beyond the tremendous buzz generated on social networks, it is also relevant to emphasize the international reach of this match with more than 2/3 of the posts coming from outside Spain.

In addition, a significant level of engagement was raised with more than 65M Likes on Instagram and 7M total interactions on Facebook.



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