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1<sup>ST</sup> MAY 2007

## The 'Online Champions League' - Europe's most popular club websites

















*Inter Milan and Juventus top the 'Online Champions League' whilst Liverpool and Manchester United lead the 'Online Premiership'*

As Chelsea and Liverpool prepare for their Champions League semi-final, Nielsen//NetRatings, a global leader in Internet media and market research, publishes the 'Online Champions League' – a look at the most popular clubs online across Europe - and reveals the most popular English football club websites.

### The 'Online Champions League' – Europe's most popular clubs by domestic online sports audience reach

- © The 'Online Champions League' comprises six clubs from England, four from Spain, three from France, two from Italy and one from Scotland
- © Not one of the four 2007 semi-finalists appear in the top four of the 'Online Champions League.' Liverpool are the highest in 5<sup>th</sup> spot, Manchester United are 6<sup>th</sup>, Chelsea 11<sup>th</sup> and AC Milan don't make the top 16
- © Italian clubs Inter Milan and Juventus lead the way – reaching 8% and 6% respectively of their domestic online sports audience. Juventus also has the highest domestic Unique Audience of any football club in Europe (420,000)

#### Europe's most popular football clubs by domestic online sports audience reach – March 2006

Rank	Club	Country	Domestic Sports Active Reach	Domestic Unique Audience (000s)
1	Inter Milan		8.0%	420
2	Juventus		6.1%	323
3	Barcelona		3.4%	200
4	Lyon		3.2%	291
5	Liverpool		3.1%*	393
6	Manchester United		3.1%*	385
7	Marseille		2.9%	262
8	Seville		2.6%	152
9	Arsenal		2.3%*	290
10	Paris St Germain		2.0%	184
11	Chelsea		1.7%*	215
12	Real Betis		1.7%	98
13	Valencia		1.4%	86
14	Tottenham Hotspur		1.2%*	153
15	Everton		0.9%*	114
16	Celtic FC		0.8%*	104

Source: Nielsen//NetRatings, NetView, UK, ES, IT, FR home & work data, including Internet applications

E.g. In Mar 06, Inter Milan was visited by 420,000 Italians online = 8% of all Italians who visited some form of sport website

\* Reach figure is of UK audience not English or Scottish audience

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings says, "It's interesting to see that the four clubs left in this year's Champions league aren't in the top four online positions. However, the online league does mirror its real counterpart in the strong contingent of English and Spanish clubs who account for ten of the top sixteen.

However, it's Italian clubs that lead the way when looking at the percentage of visitors to domestic sports sites in general they reach – more than double that of their English counterparts. Whilst Italian clubs have had a difficult time on and off the pitch over the last year, the web has certainly been a big success."



### The 'Online Premiership' - England's 20 most popular clubs online by UK audience

- Ⓢ The 'Online Premiership' comprises 11 clubs from the current Premiership, seven from the Championship and one each from League One (Nottingham Forest) and League Two (Bristol Rovers)
- Ⓢ The current top four Premiership clubs also account for the four most popular clubs online
- Ⓢ Wolves (7<sup>th</sup>) are the highest placed non-Premiership club in the 'Online Premiership'
- Ⓢ Bristol Rovers are the strongest performing club online (14<sup>th</sup>) when compared to their current League position (75<sup>th</sup>) – a 'promotion' of 61 places

**Top 20 English Football Club Websites by UK Audience – March 2006**

Online Position	Club	Unique Audience (000s)	Current League Position	Current Division	Internet vs. League position
1	Liverpool	393	3	Premiership	↗2
2	Manchester United	385	1	Premiership	↘1
3	Arsenal	290	4	Premiership	↗1
4	Chelsea	215	2	Premiership	↘2
5	Tottenham Hotspur	153	9	Premiership	↗4
6	Everton	114	6	Premiership	→
7	Wolves	101	25	Championship	↗18
8	Leeds United	90	42	Championship	↗34
9	Sunderland	83	22	Championship	↗13
10	Charlton Athletic	77	19	Premiership	↗9
11	Nottingham Forest	75	47	League One	↗36
12	Manchester City	67	13	Premiership	↗1
13	Queens Park Rangers	63	39	Championship	↗26
14	Bristol Rovers	62	75	League Two	↗61
15	Newcastle United	61	12	Premiership	↘3
16	Leicester City	56	37	Championship	↗21
17	Sheffield Wednesday	54	30	Championship	↗13
18	Southampton	51	26	Championship	↗8
19	West Ham United	50	18	Premiership	↘1
20	Blackburn Rovers	48	10	Premiership	↘10

Source: Nielsen//NetRatings, NetView UK, home & work data, including Internet applications

E.g. In Mar 06, 393,000 Britons online visited the Liverpool website. Liverpool is currently 3<sup>rd</sup> in the league meaning they are two places higher in the 'Online Premiership' compared to their current league position

"It's interesting, but perhaps not surprising, to see the monopoly of the four most dominant clubs in England on the pitch replicated on the web. It seems the rest are as unlikely to catch them online as they are in the league.

However, it's encouraging to see the strong online performance of clubs much lower down the league, showing that the depth of the fan-base isn't always aligned with how successful a club is on the pitch."

ENDS

#### EDITOR'S NOTES

Please source all information to [Nielsen//NetRatings](#) or [NetRatings](#)

Please note that ACNielsen and Nielsen are both separate, unrelated companies and should **NOT** be quoted when sourcing the attached data. If an abbreviated name is required then please use [NetRatings](#)

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