

FEBRUARY 2022

DIGITAL SPORTS AFRICA & RESULT SPORTS

DIGITAL AFCON2021 REVIEW



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DIGITAL AFCON REVIEW



The Africa Cup of Nations is completed, the winner found and with the national team Senegal a fully deserved one, which claimed their first ever AFCON trophy and are now the new champion of the continent. A continent, which loves the sport of football and has been tremendously engaging with content on Social Media.

And our first ever digital review shall focus on the progress and achievements across the various social media platforms in operations for all the participating federations and the host organisation, CAF. In twenty-nine days a total of 52 matches have been played in 6 different venues in Cameroon. Affected by the global pandemic, not many international spectators attended the matches, which were also safeguarded by limited capacities inside the venues. Therefore Social Media gained even a higher importance and since the participating nations included global football stars, the likes of Mohamed Salah (Egypt), Sadio Mané (Senegal), both playing for Liverpool FC and Riyad Mahrez (Algeria & Manchester City) and many, many more. This led the attention for the biggest tournament on the continent to reach and excited a global audience.

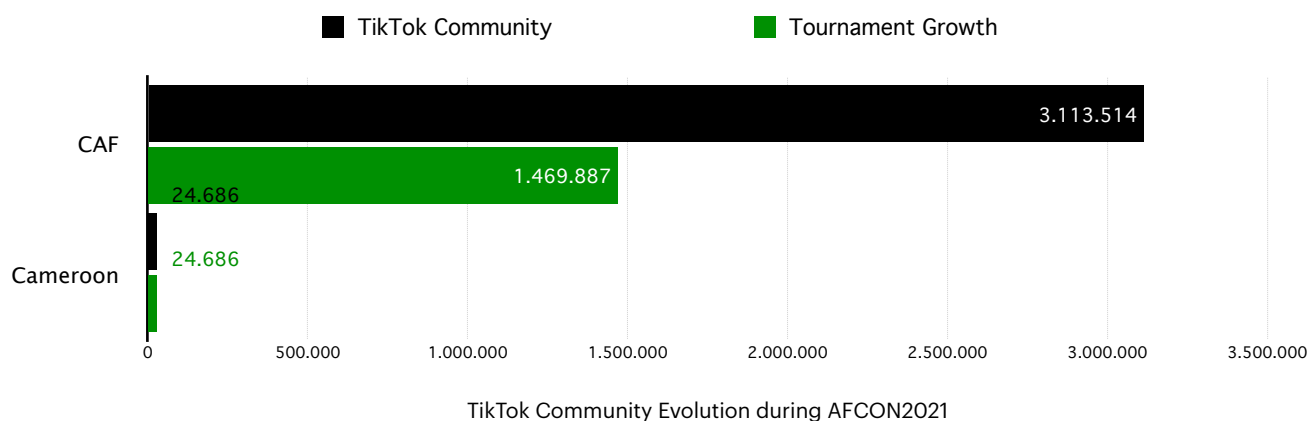


AFCON2021 Social Media Standing ahead of the tournament - data gathered January 1st 2022

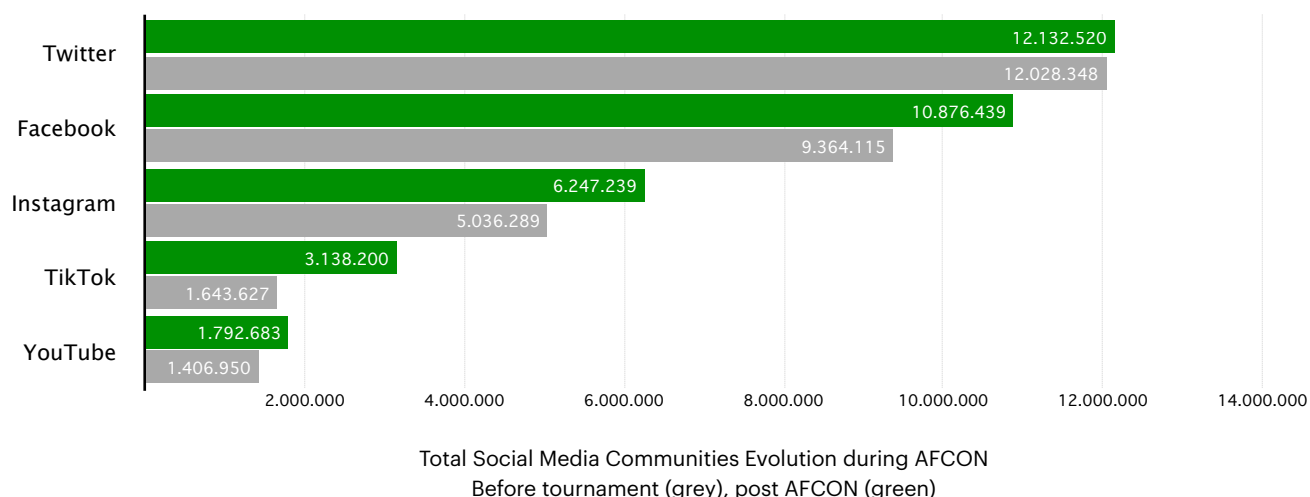
COMMUNITY EVOLUTION

Digital Sports Africa & RESULT Sports accompanied the entire tournament and shared the above social media statistics just a few days before the kickoff of the first match, where host Cameroon played Burkina Faso (2-1 win for Cameroon). Even before the start, CAF already started the content 'fireworks' on its social platforms, especially on the latest signed partner of the Tournament, TikTok. The video entertaining platform has become a fast growing and very relevant platform, because it uses major tournaments presence to boost the adoption of users. Once a session is started the algorithm keeps the user scrolling and on average for more than 30 minutes within the news feed, as there is constantly new content to explore. Facebook, Instagram, Twitter or YouTube have not been (big) sponsors on any major tournament and therefore are now heavily challenged by TikTok, which follows a very open and mutually beneficial strategy, for sports organisations and the own platform. With this huge attention it's quite unfortunate for the federations not to take this opportunity and launch a profile.

Besides the CAF only host federation Cameroon, launched on TikTok and gained almost 25,000 followers during the tournament. CAF also used its fully 'force' and almost exclusive presence on the platform to gain almost 1,47 million followers to a total of 3,113,514 followers from January 1st 2022 to February 10th 2022.



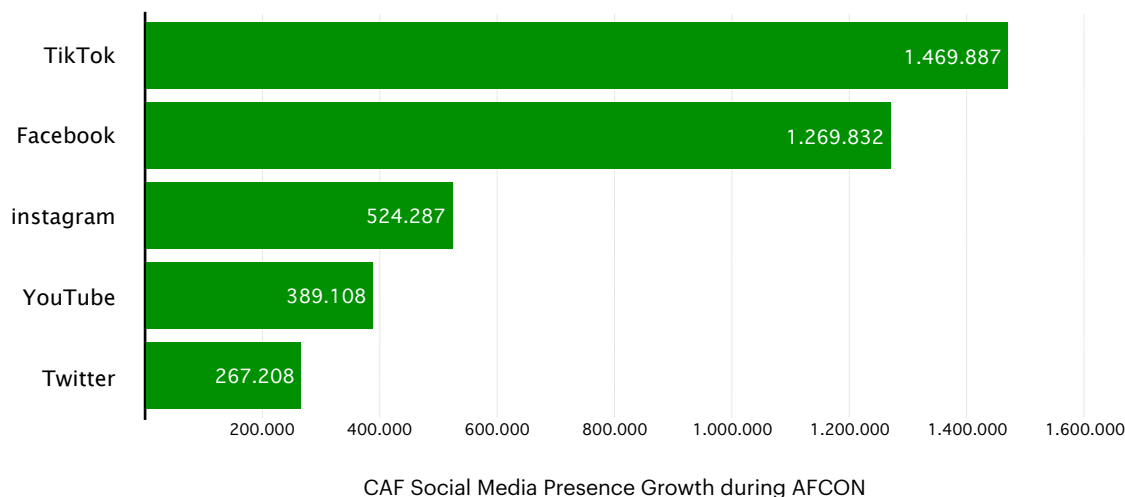
Let's take a look at the overall digital and social media community evolution for CAF and the participating federations. Before the start of the tournament a total of 29,479,329 followers, across five major platforms: Facebook, Instagram, TikTok, Twitter and YouTube (alphabetical order). Twitter has been the platform with the strongest community, followed by Facebook and Instagram.



During the tournament the table shows Facebook did dominate the community growth, CAF and national federations added 1,877,529 followers to their respective profiles, followed by TikTok, with only two federations being present on the platform, but still being able to grow the communities by 1,494,573 followers and Instagram in third, adding 1,286,998 followers to its communities.

CAF Profiles

CAF overall gained 2,450,435 followers the social media profiles, totalling now 17,377,451 followers. The following visual shows the growth for each profile during AFCON.



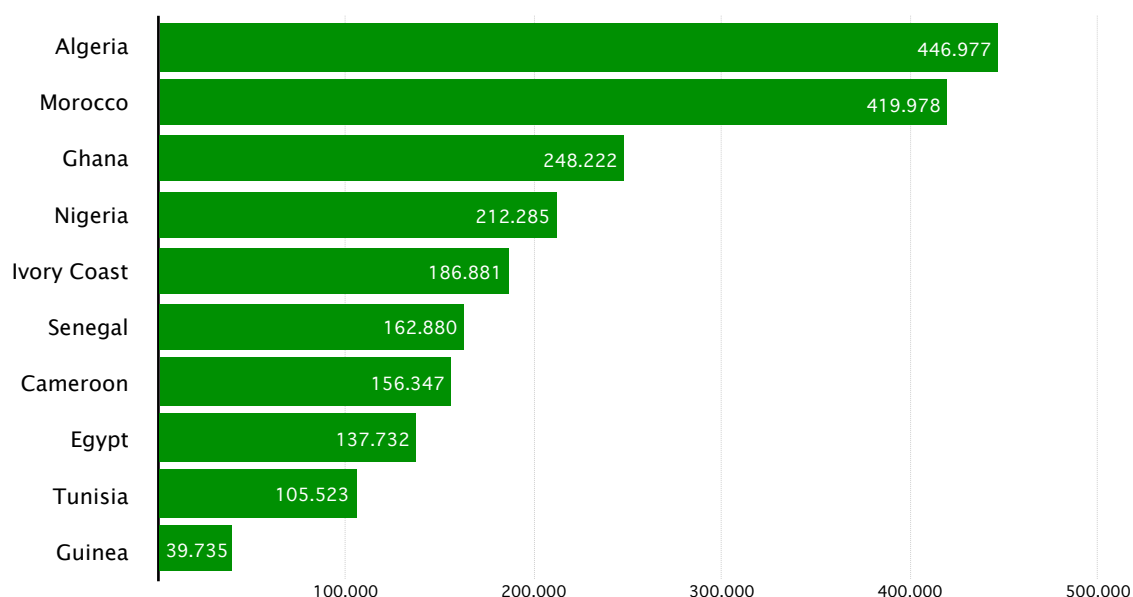
Federation Profiles

What a tournament we witnessed, so many so called 'surprises', so many twists and turns during the tournament and the winner to be found on penalty shootout in the final. Congratulations to Team Senegal, who kept their nerves and won for the first time ever the African Cup of Nations. What an incredible reception the team received coming home to the capital of Dakar.

Who would have predicted ahead of the tournament to see Burkina Faso in the semi final, Equatorial Guinea and Gambia reaching the quarter finals and the national teams of Comoros and Cape Verde reaching the knock-out stage, while previous winner and defending champion Algeria was sent home after the group stages. We heard it before, there are no more minnows in football.

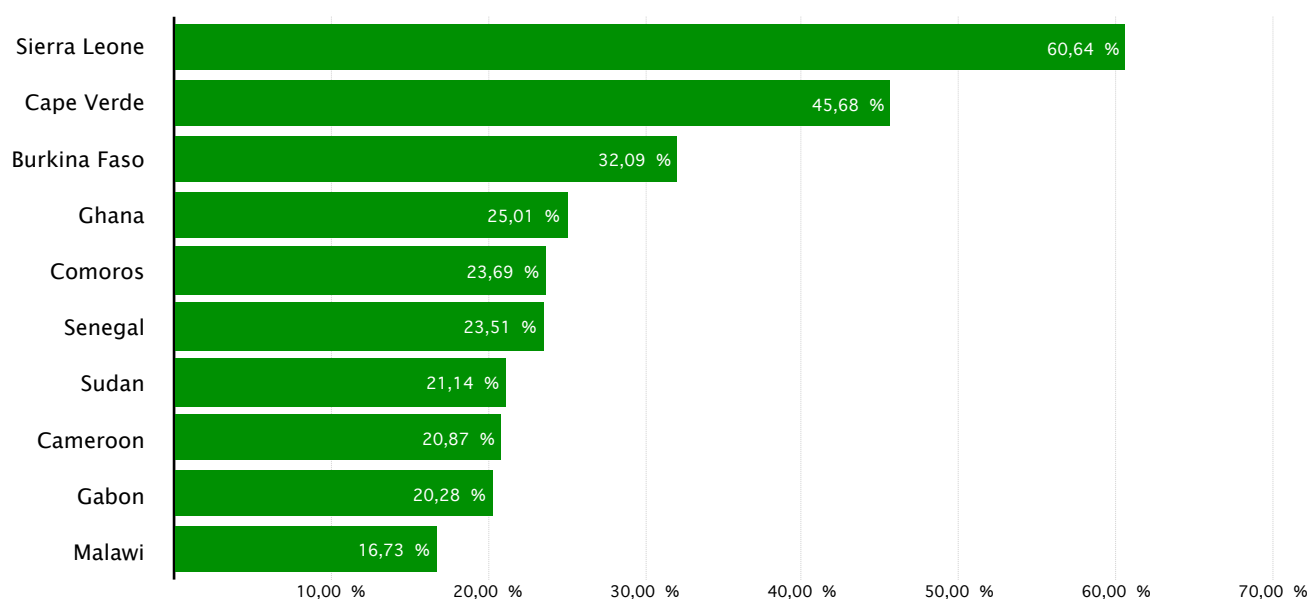


Despite the early exit, Algeria gained the highest number of followers to their social media profiles during the tournament. Ahead of Morocco, Ghana and Nigeria, Africa's football countries with large population and well established profiles and content.



Top10 National Federations & Teams for total Social Media Growth during AFCON

The above visual shows the Top10 in terms of community growth, but all federations and national teams have achieved growth. Just some coming from a much smaller foundation prior to the tournament and here are two examples: Sierra Leone added 26,767 followers to its social media communities, a plus of 60.64% to a total of 44,141 followers and Cape Verde added even 27,769 followers, likes and subs to its profiles, to a total of 60,790 followers (plus 45.68%).

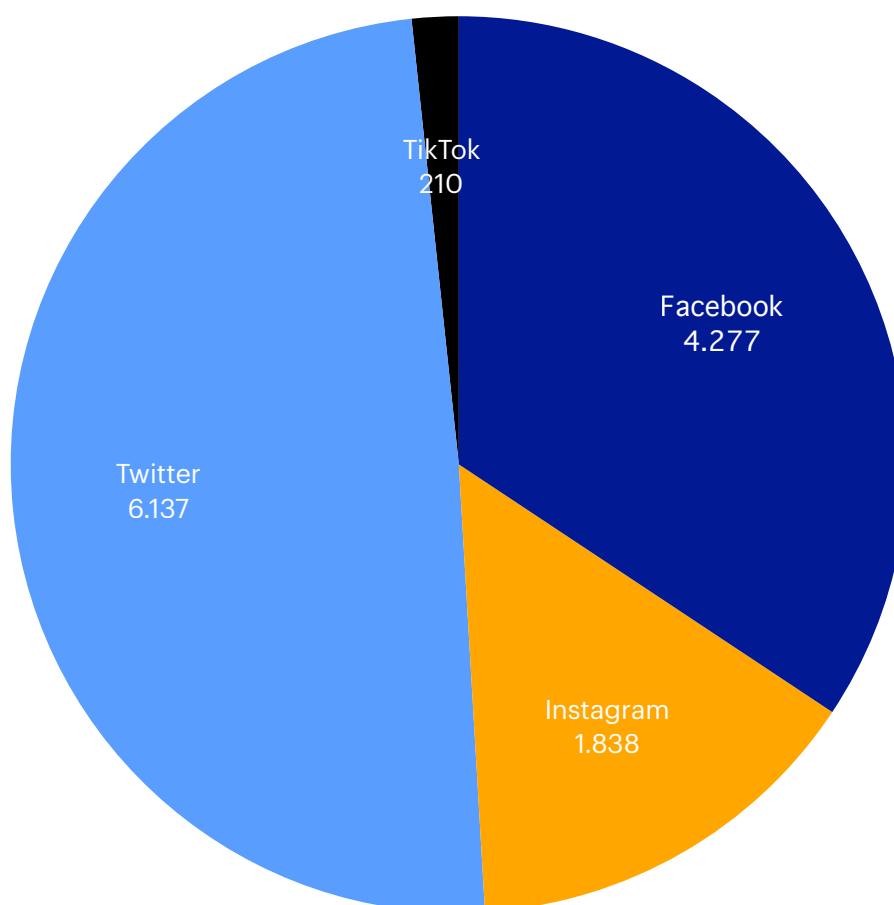


Top10 National Federations & Teams Total Percentage Growth during AFCON

CONTENT DISTRIBUTION COMPARISON

Content is king, as many creators are promoting their slogan, but if content is not measure, placed on the wrong platform, at a wrong timing, in or in a false textual format, the content cannot shine or reach its maximum potential.

The five major platform have been intensively been used to share updates, insights and lots of emotions. For our detailed analysis we do focus on four platforms to enable a transparent engagement and interaction benchmark. 12,465 published posts to be precise - for 29 days huge volume, its equivalent to 443 posts every single day - just imagine the news overflow for the fans and interested audience.

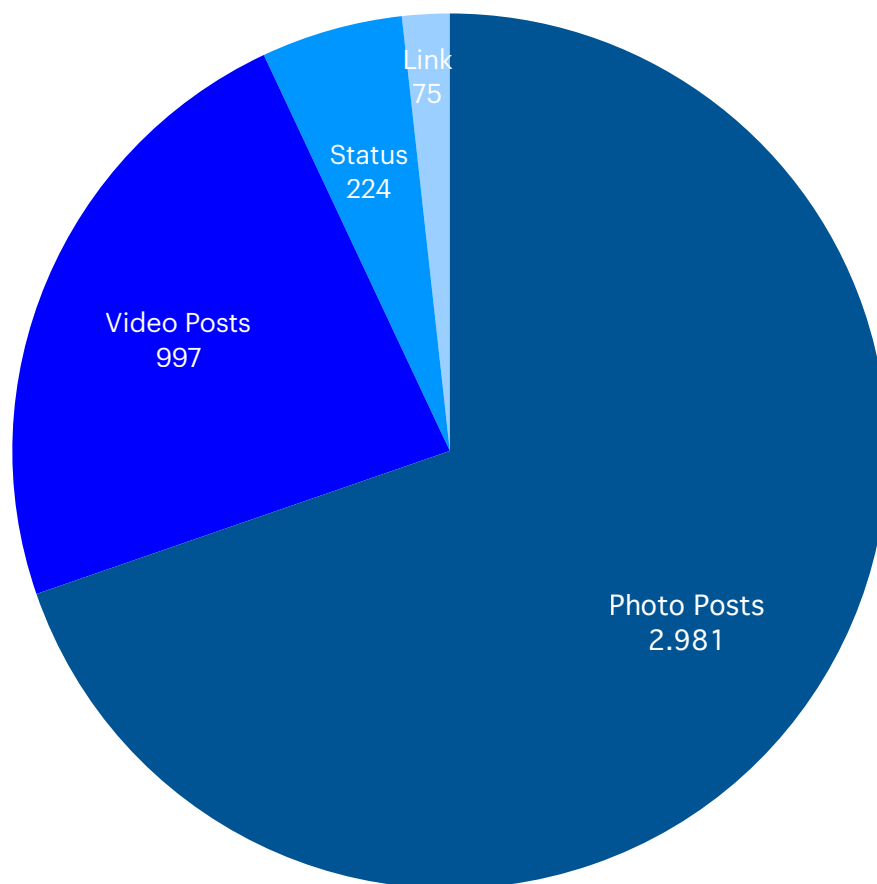


Social Media Post & Content Distribution during AFCON

Continuing on this thought, we share the 443 published posts per day to twenty-four participating national teams, plus CAF and four different platforms, we reach a final value of four posts per day per platform - a realistic number!

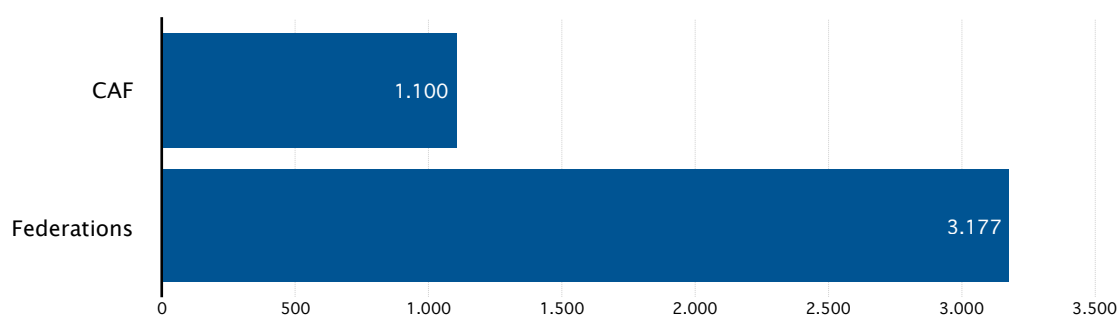
FACEBOOK CONTENT

70% of the total 4,277 published posts on Facebook were photo posts, 23% or in total numbers 997 were video posts. The remaining seven percent are either Status (5% or 224) or Link posts (3%).



Total Facebook Posting Distribution during AFCON

The breakdown between the published CAF posts and the participating national federations is also quite interesting to review. 74% of the posts have been shared by the federations, 26% of all Facebook posts published by CAF.



CAF Content Distribution on Facebook looks as follows,

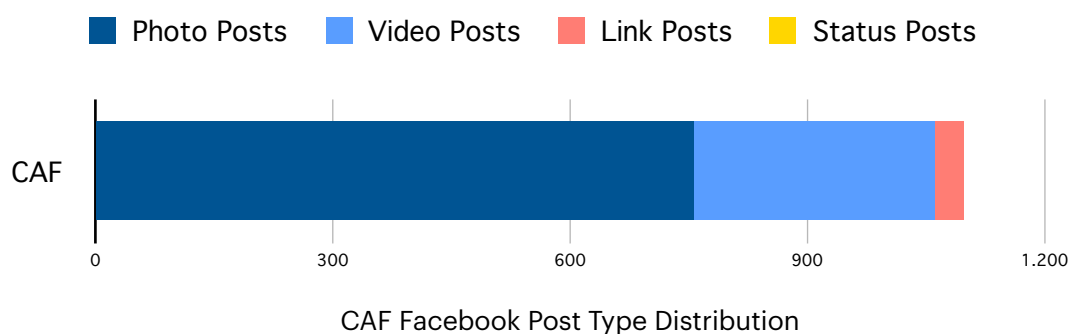
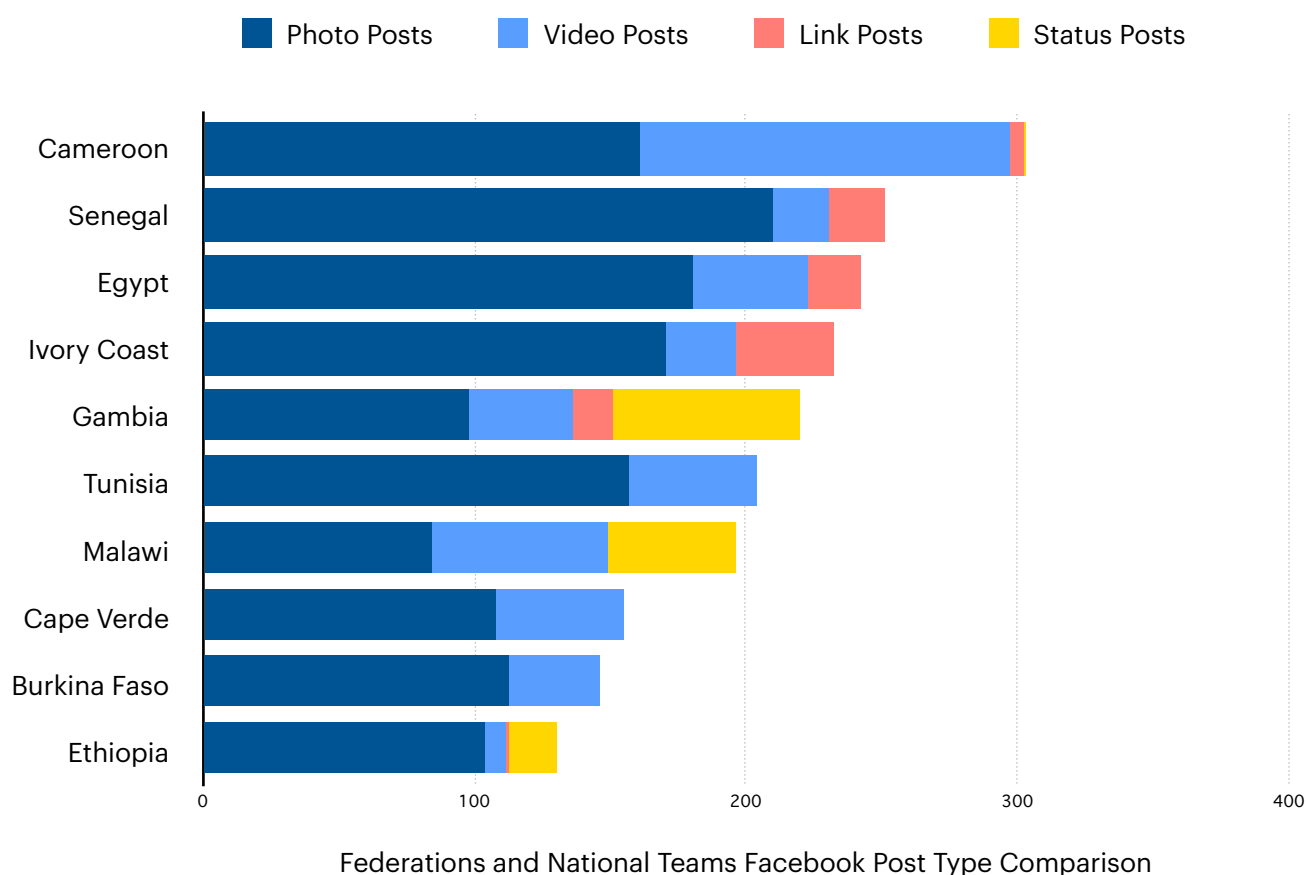


Photo posts receive the highest engagement and therefore are the most commonly used format for the audience. Video are, correctly used, favourable by the algorithm, but only in conjunction with solid engagements and interactions of all other content types.

Biggest barrier or hurdle for Federations to prepare content is manpower. Many African federations have not yet fully understood the huge potential and opportunity of Facebook and Social Media overall. Therefore we do observe a huge difference between the federations with biggest communities and subsequently the relevance of social media to smaller federations, even the Top 10 participating federations, with biggest number of published posts on Facebook show large differences:



CAF FACEBOOK ENGAGEMENT & VIDEO VIEWS

Key for impact, growth, reach and relevance for the fans and interested audience are post engagements and interactions. The more interaction with posts, the better and more favourable the Facebook algorithm treats the profile. Often underestimated or even neglected, but its so critical to engagement - Facebook is not (only) good for marketing activation of sponsors, with the right content balance and mix, a strong engagement, the organic reach can and will reach a huge number of audience.

The published posts from CAF on Facebook received almost 6,5 million engagements in total. This single number sounds absolutely impressive and certainly is - the breakdown of the total engagement show a total of 89% are emoji response, mostly likes (66%), but also 1 million loves (16,5%)...

Total Interactions	Total Reactions	Total Comments	Total Shares
6,478,756	5,764,089	496,333	202,646

In step 2 we break down the total values to a single CAF published post on Facebook to reach the ultimate impact for the audience:

Single Post Interaction	Single Post Reactions	Single Post Comments	Single Post Shares
6,567	5,904	471	192

All these values in relation to the total Facebook community evolves into an engagement rate of 0,13%. Quite an average figure for the size of CAF Facebook community.

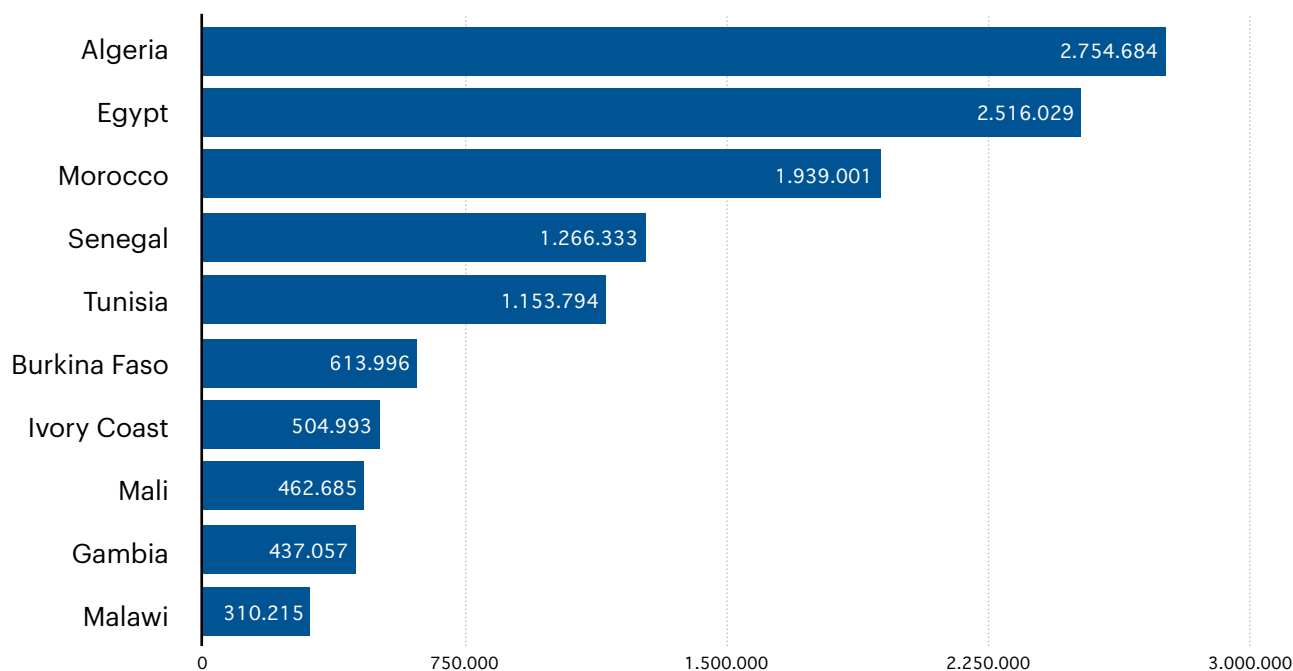
VIDEO VIEWS

303 videos of CAF on Facebook achieved a total of 37,6 million Facebook views. We follow the same principle and break it down to single video view for CAF.

Total Video Views	Total # of Videos	Average Video Views per Post	Video View Rate on Facebook Community
37,582,434	303	124,034	2.66%

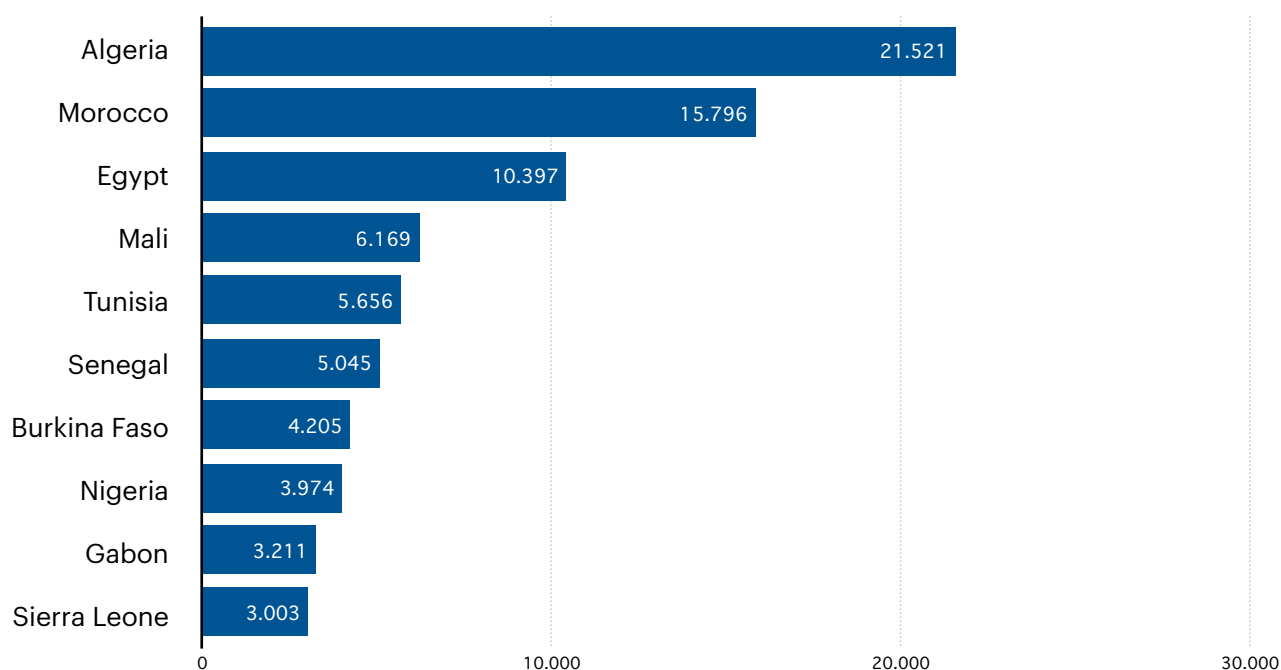
FEDERATIONS FACEBOOK ENGAGEMENT

In this section we'll take a closer look at the performance of participating federations and national teams. We follow the same principle as shown in CAF engagement and feature the Top10 in total engagement, the Top10 in average engagement per post and Top10 in video views.



Top10 Federations and National Teams - Total Facebook Interactions

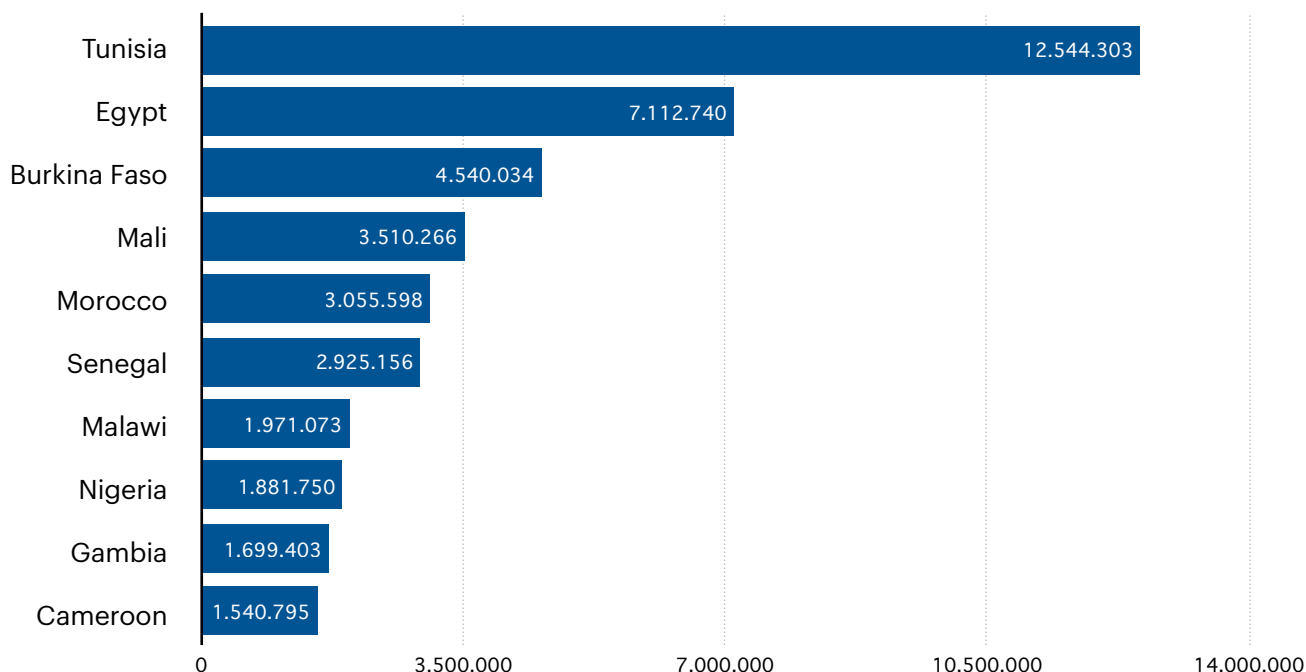
And here is the single post engagement Top10 of participating AFCON federations



Top10 Federations and National Teams - Average Facebook Post Interaction

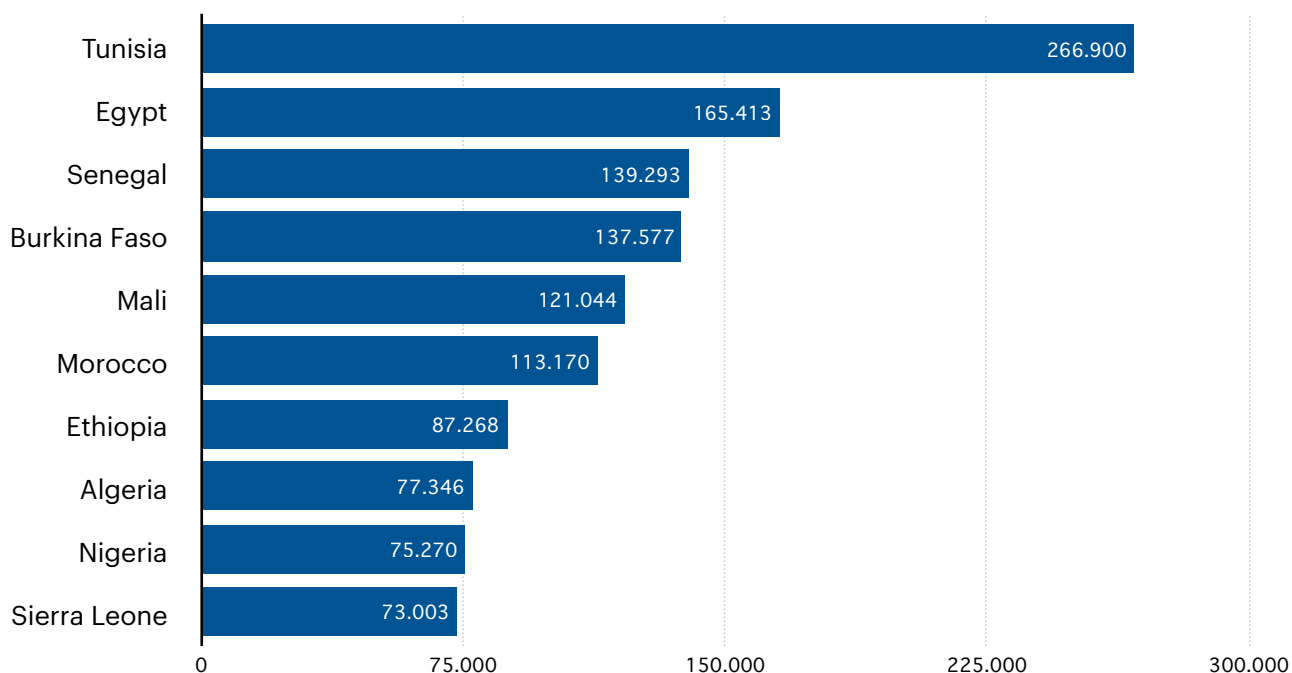
FEDERATIONS FACEBOOK VIDEO VIEWS

We complete the Facebook Analysis with the AFCON participating federations video views analysis. In the first visual we share the Top10 nations in total video views and the second visual does show the average views per single published video.



Top10 Federations & National Teams - Total Facebook Video Views during AFCON

Single Facebook Post Video Views

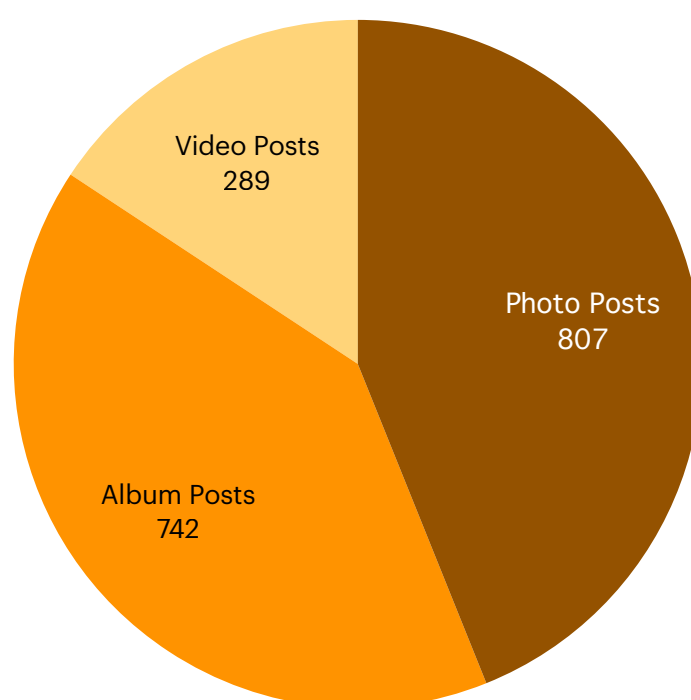


Top10 Federations & National Teams - Single Facebook Video View during AFCON

INSTAGRAM CONTENT

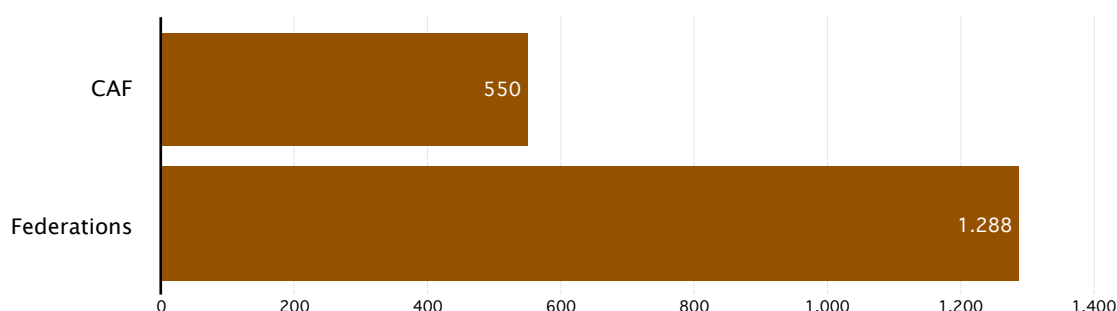
Instagram is in many regions on the world the fastest growing, the most widely adopted for players, clubs, leagues and federations and the platform with the strongest engagement activities. In Africa, Instagram has not yet reached this status, although the AFCON tournament indicated the potential and hopefully many African nations and football clubs will invest in resources, entertaining content and platform focus.

Overall a total of 1,838 posts have been published during AFCON, which have the following



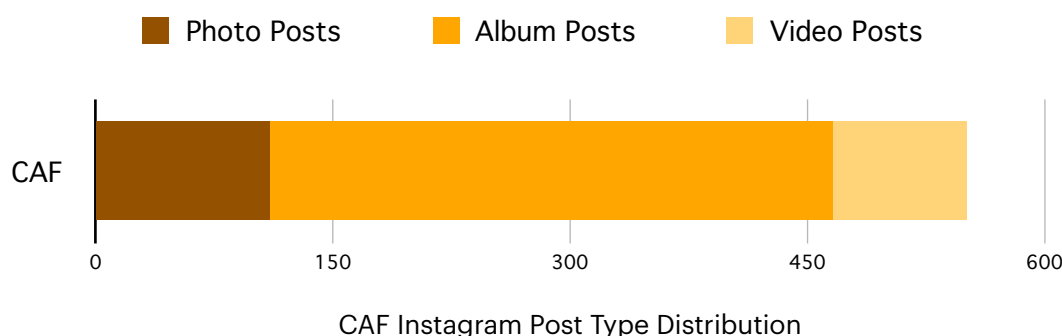
Total Instagram Posting Distribution during AFCON

CAF published 550 Instagram posts during AFCON, similar to Facebook a ratio of 30% from CAF versus 70% of content from the federations



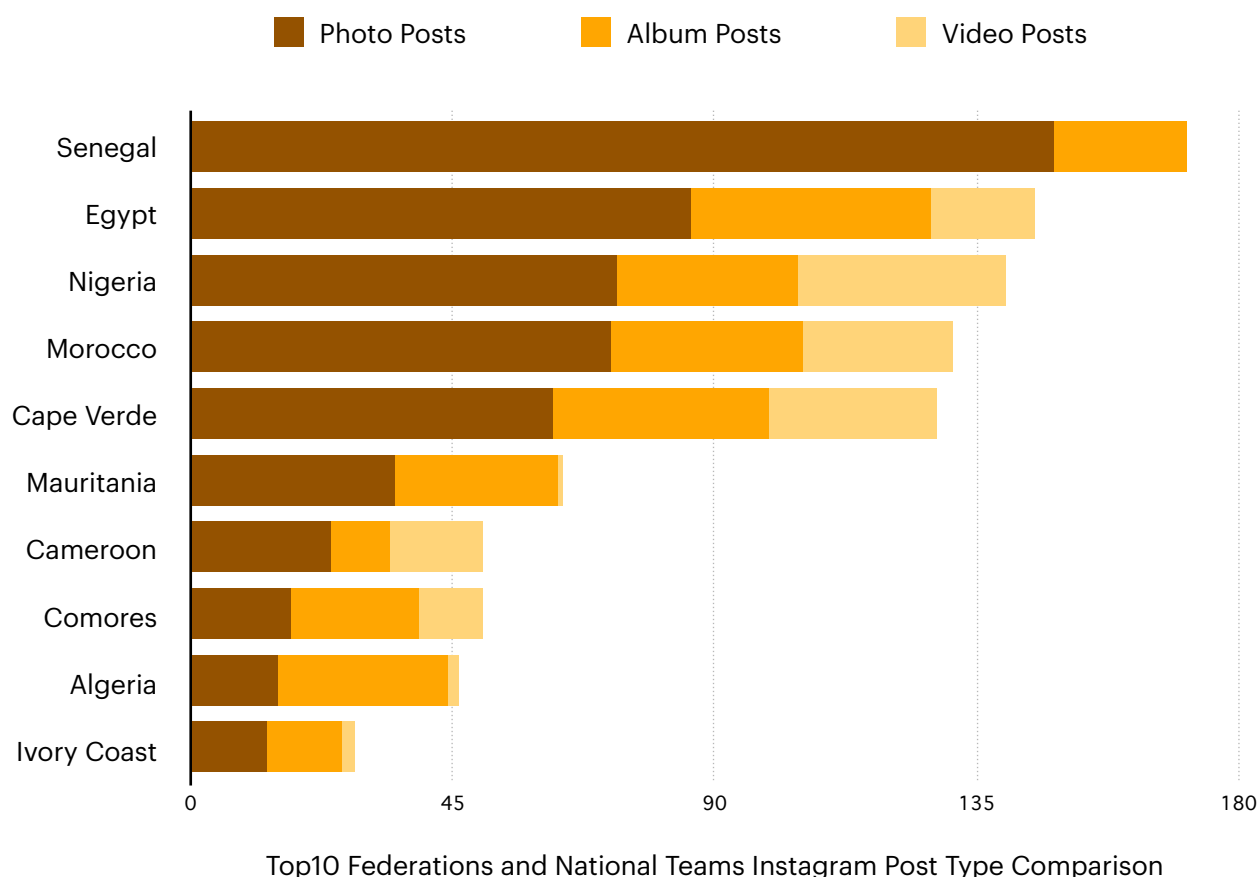
Instagram Posting Distribution - CAF vs Federations during AFCON

CAF published content on Instagram did succeed with the following breakdown:



The vast majority based on album posts - Album posts can include up to 10 different photo or video formats and allow a maximum of coverage for a match or a training session.

Lets take a look at how the Top10 most publishing federations prepared their content to be shared on their feeds:



Notable the fact, six participating nations did not publish a single post on Instagram during AFCON - a fact which needs to change...

CAF INSTAGRAM ENGAGEMENT

CAF overall had a strong content strategy with quality pictures and actual/ fast coverage of events in the venues in Cameroon. Its therefore no surprise thee CAF profile achieving 39% of the total engagement during the AFCON tournament.

AFCON Instagram Interactions TOTAL	CAF TOTAL Instagram Interactions	Total Likes	Total Comments
25,609,448	9,857,837	9,672,472	185,365

As we completed in the Facebook section, in step 2 we break down the total values to a single CAF published post on Instagram to reach the absolute impact within the audience:

Single Post Interaction	Single Post Likes	Single Post Comments	Community Engagement Rate
17,923	17,586	337	0.73%

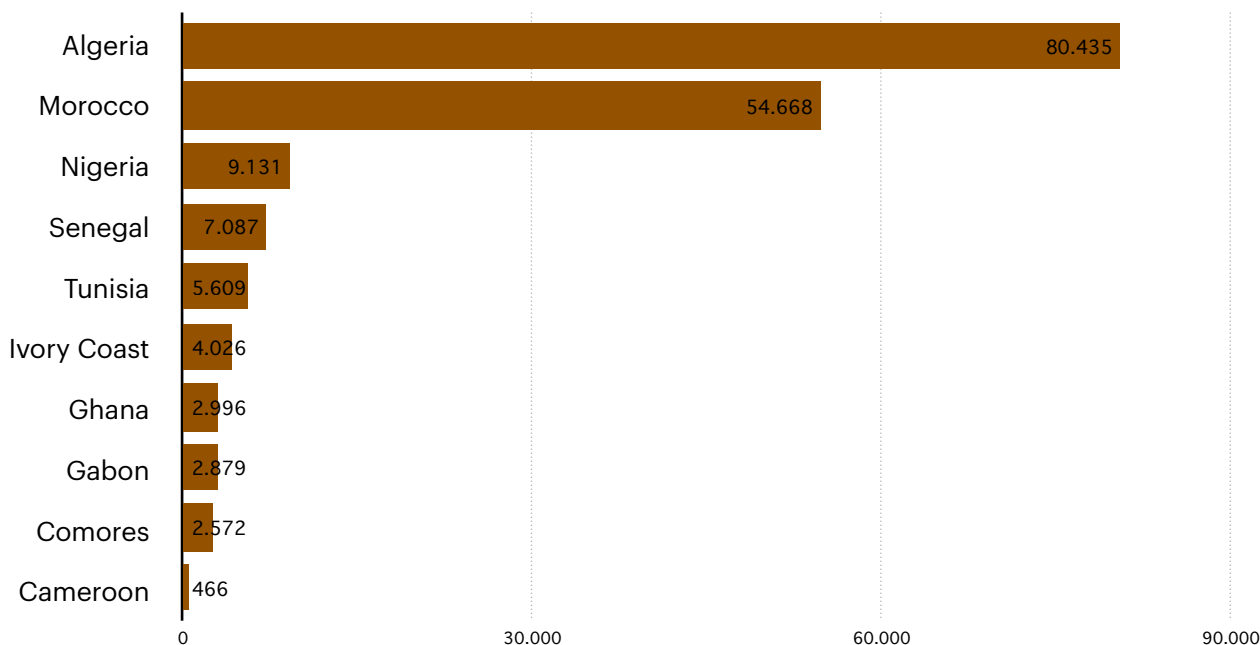
VIDEO VIEWS

84 video posts, plus 356 videos published within Album posts from CAF on Instagram achieved a total of 12.7 million video views on Instagram. We follow the same principle and break it down to single video view for CAF.

Total Video Views	Total # of Videos	Average Video Views per Post	Video View Rate on Facebook Community
12,735,449	440	28,944	1.17%

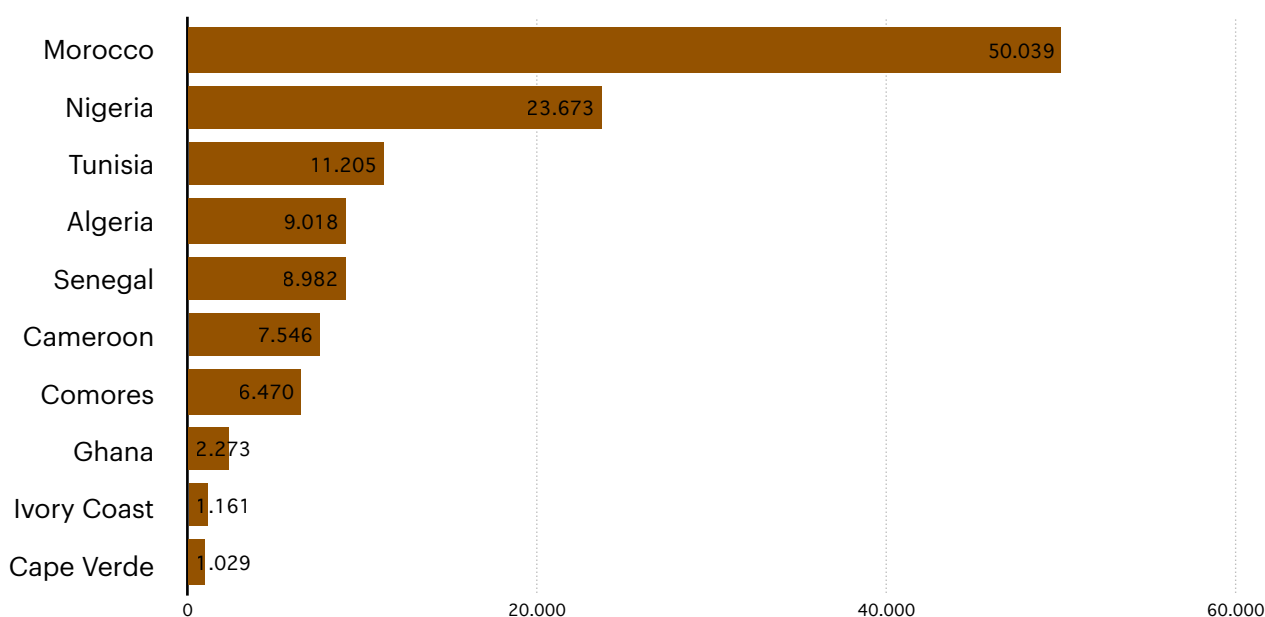
FEDERATIONS INSTAGRAM ENGAGEMENT

In this section we'll take a closer look at the performance of participating federations and national teams on Instagram. We follow the same principle as shown in CAF engagement and feature the Top10 in average engagement per post and Top10 in video views. We start with the single post engagement Top10 of participating AFCON federations:



Top10 Federations & National Teams - Average Instagram Post Interaction

Average Video Views for Top10 national federations on Instagram are as follows

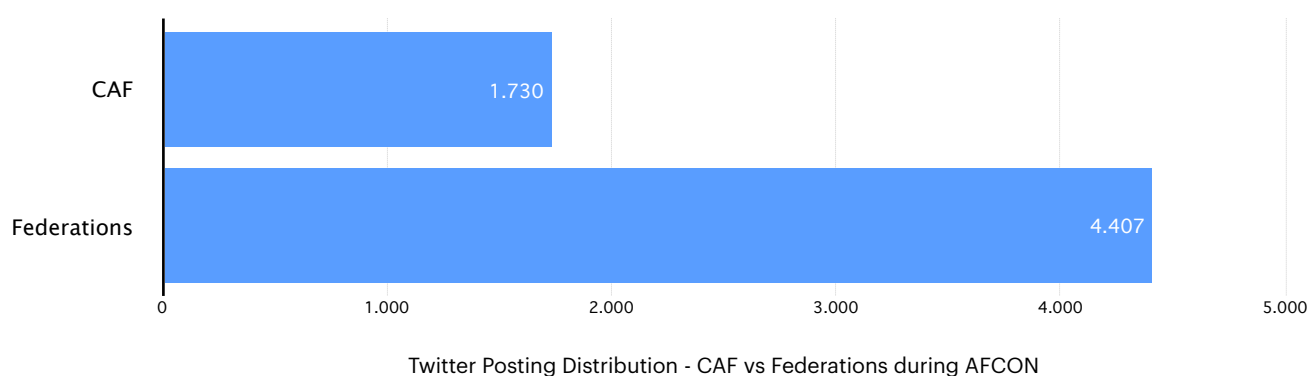


Top10 Federations & National Teams - Average Instagram Video View per Post

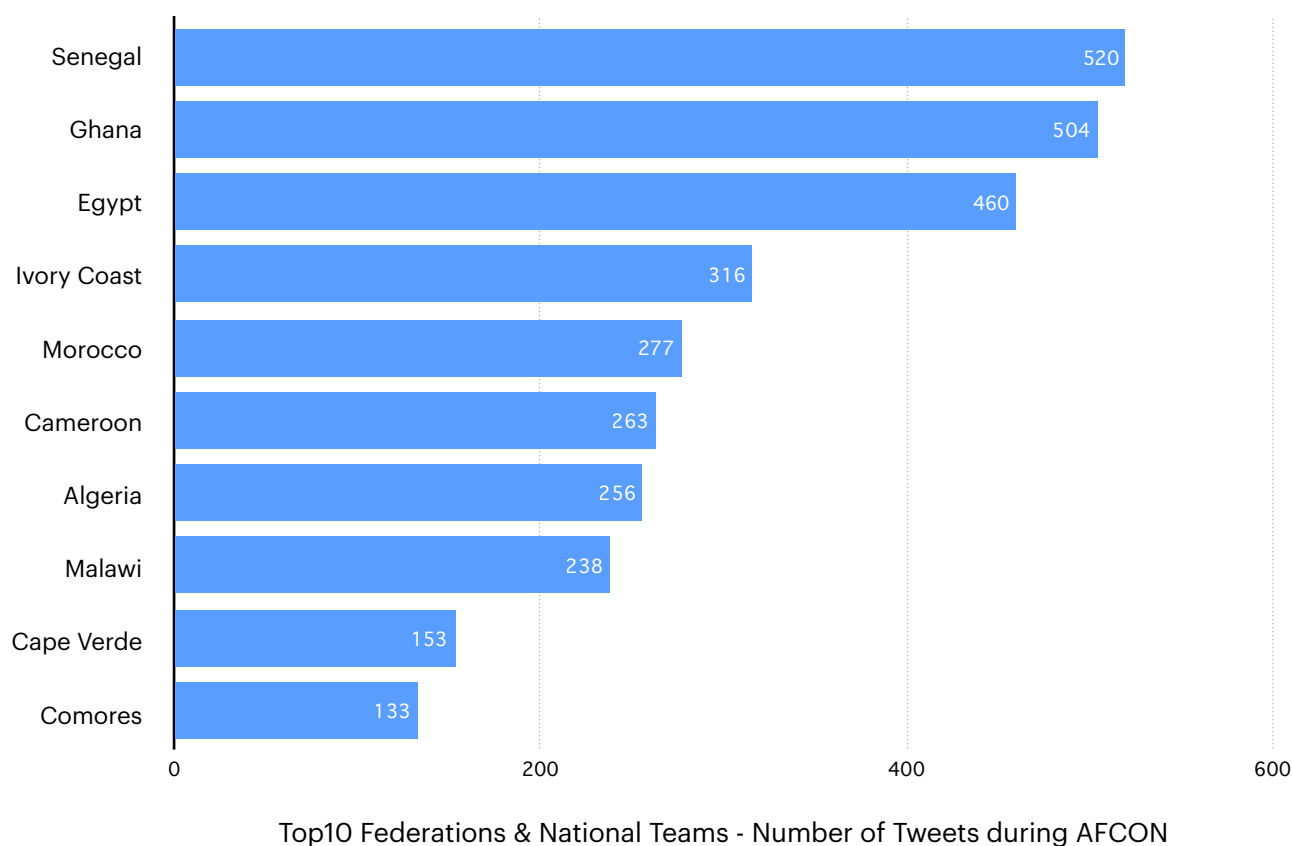
TWITTER CONTENT

Twitter as learned has been the platform with the highest followers and communities, but during AFCON the growth did slow down. Was this related to content output? A question we usually ask in benchmark analysis and tournament comparison.

6,137 tweets have been shared in the news feeds on Twitter and CAF did publish 1,730 tweets alone (28%).



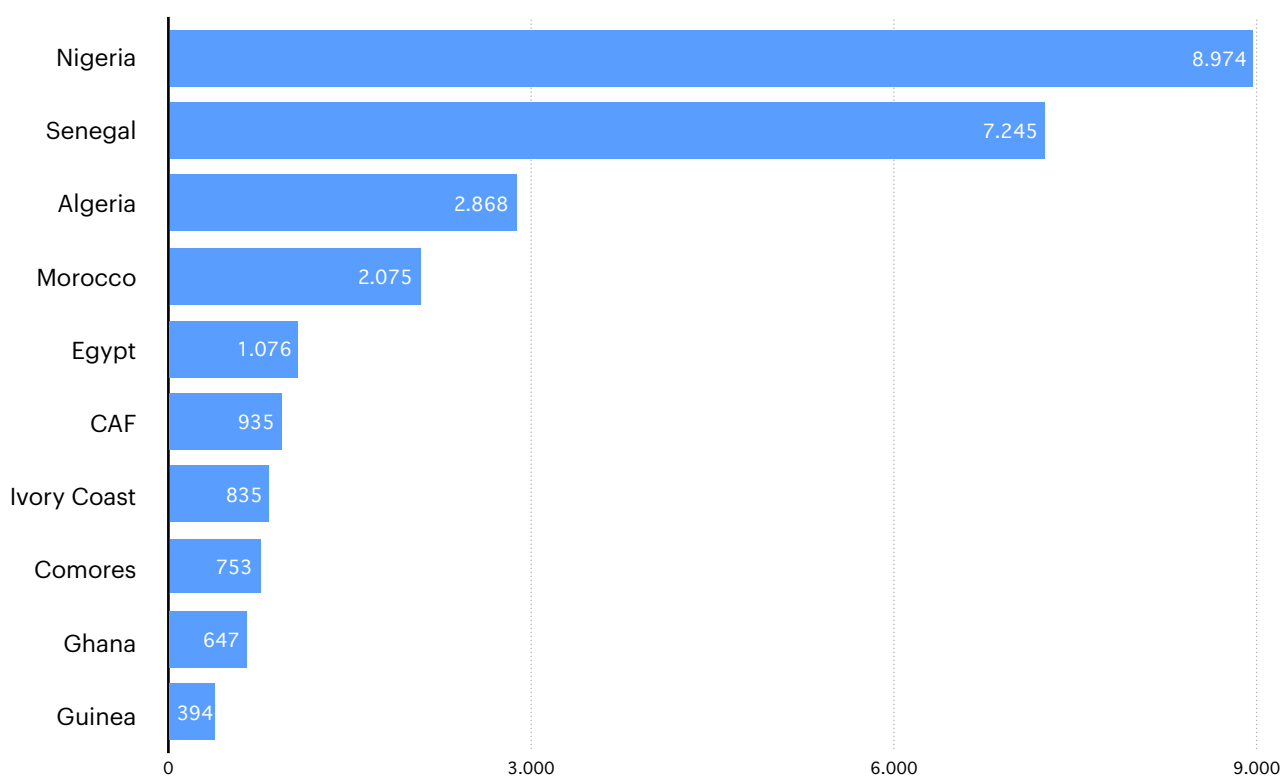
Twitter is all about news, fast, ideally ahead of media or fans. An objective which can be achieved with a well equipped media team. Here are the ten federations with the highest output on Twitter during AFCON:



TWITTER ENGAGEMENT

Likes, Re-Tweets or responses - the aim to publish relevant content. Especially during a tournament, where there are matches, recovery program, preparation for the next game and so on happen in quick sequences. Burkina Faso, Equatorial Guinea and Guinea Bissau are the only three nations, which didn't publish a single tweet during AFCON - as especially Burkina Faso did well on other platforms, it explains the focus on alternative content distribution... but the question may be required to ask: Why have a profile in the first place?

Here is the combining CAF and federation Top10 overview for average engagement per tweet during the AFCON tournament:



Top10 Federations & CAF - Single Tweet Engagement during AFCON

This completes our platform analysis and benchmark for AFCON, the CAF and all participating national federations. This benchmark is the first of its kind - never before an African tournament has been analysed so deeply and thoroughly across all the social media platforms.

FINAL WORDS, CURRENT STANDINGS & AFCON GROWTH

A benchmark would not be completed, if another graph would be shown... our aim is to share and provide the actual, post tournament social media overview for the AFCON tournament, including the grow achieved for CAF and all participating football federations.



FINAL AFCON2021 SOCIAL MEDIA STANDING - FEBRUARY 10TH 2022

The closing words belong to the winning federation. Our sincere congratulations to Senegal for winning the African Cup of Nations for the first time. We followed the homecoming to Dakar, incredible scenes and celebrations.

We hope you enjoyed our analysis, comparison and benchmark! Till soon...



DIGITAL SPORTS AFRICA

DIGITAL SPORTS AFRICA is an initiative between Vandyke Sports in Nigeria and RESULT Sports, which does focus on „From Africa For Africa“! The objective is to enable local empowerment of the African continent and its digital transformation in sports.

It's an educational approach, combined with strategic and pragmatic areas to enable current administrators, users decision makers to reach another level, and train in parallel the future generation in charge to ensure holistic tool set. Fully data and KPI driven, it aims for steady knowledge transfer and a successful digital transformation of African Sports.

Vandyke and RESULT Sports act as educator, accompanies throughout the evolution and ensures milestones are achieved. Through the in-house monitoring, each individual progress is tracked and is in sync with the overall plan and objective. In regular cycles Digital Sports Africa releases the African Digital Football Benchmarks and studies on highlight events, such as AFCON2021.

ABOUT RESULT Sports

We hope you enjoyed the level of details and broadness. Our aim is to enable a transparent and direct apple-to-apple comparison across all social platforms and the entire global football clubs.

Digital Media is a constant evolution! It requires a data driven and fan centric strategy to achieve a high(er) level of relevance towards the global fan base and interested audience/ community. RESULT Sports works data and fan centric since 2010 in Sports and provides a tailored and dedicated partnership.

RESULT Sports accompanies athletes, clubs, leagues and federations with digital strategy, KPI driven content and community evolution, identifying recurring formats to enable new revenue streams with digital assets and formats. And most importantly RESULT Sports is a platform, where experience and know-how are transferred to the partner and lectures given at business schools and universities around the world. Don't hesitate to reach out, if you have any questions or recommendations for RESULT Sports. We would be delighted to hear from you on info@result-sports.com.