



GFN Report

horizm

We Connect Brands to Sports Audiences

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INTRODUCTION

This report examines the social channels performance of Global Fan Network (GFN), a sports media company with a unique approach to content creation and distribution.

GFN's business model is not restricted like a club, league, or traditional broadcaster may be, enabling them to sell the majority of their inventory, while having a unique, original, and owned content, which sets it apart from competitors in the sports media space.

Some of the **key takeaways to highlight** include:

- GFN has more than 6M followers across all channels and has generated almost 1.7B impressions between July 2022 and March 2023 representing a 12.07% growth in followers and a 12.43% growth in impressions since last year.
- GFN has generated around £1M in inventory value a month.
- The key demographic for GFN are men between 18-34 years with a significant reach in UK and other English speaking countries.

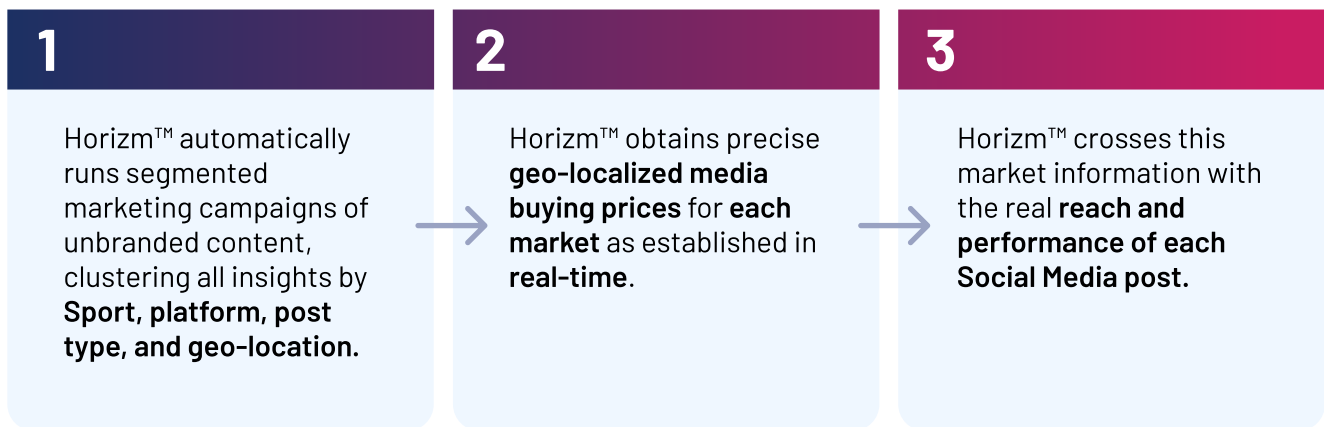
When **compared with other** football teams, publishers and broadcasters:

- GFN is able to generate more value per fan than the Top 6 Premier League teams and generates more value than the other 14 Premier League teams.
- GFN compares closely with the big publishers and broadcasters in some of the key metrics of engagement and value per fan while relying in its own original content without the need to pay for rights fees.

This report uses the power of Horizm's platform and the rigour of its analytics to analysed the performance of GFN, its key competitors and the overall industry.

VALUATION OVERVIEW

How does it work?

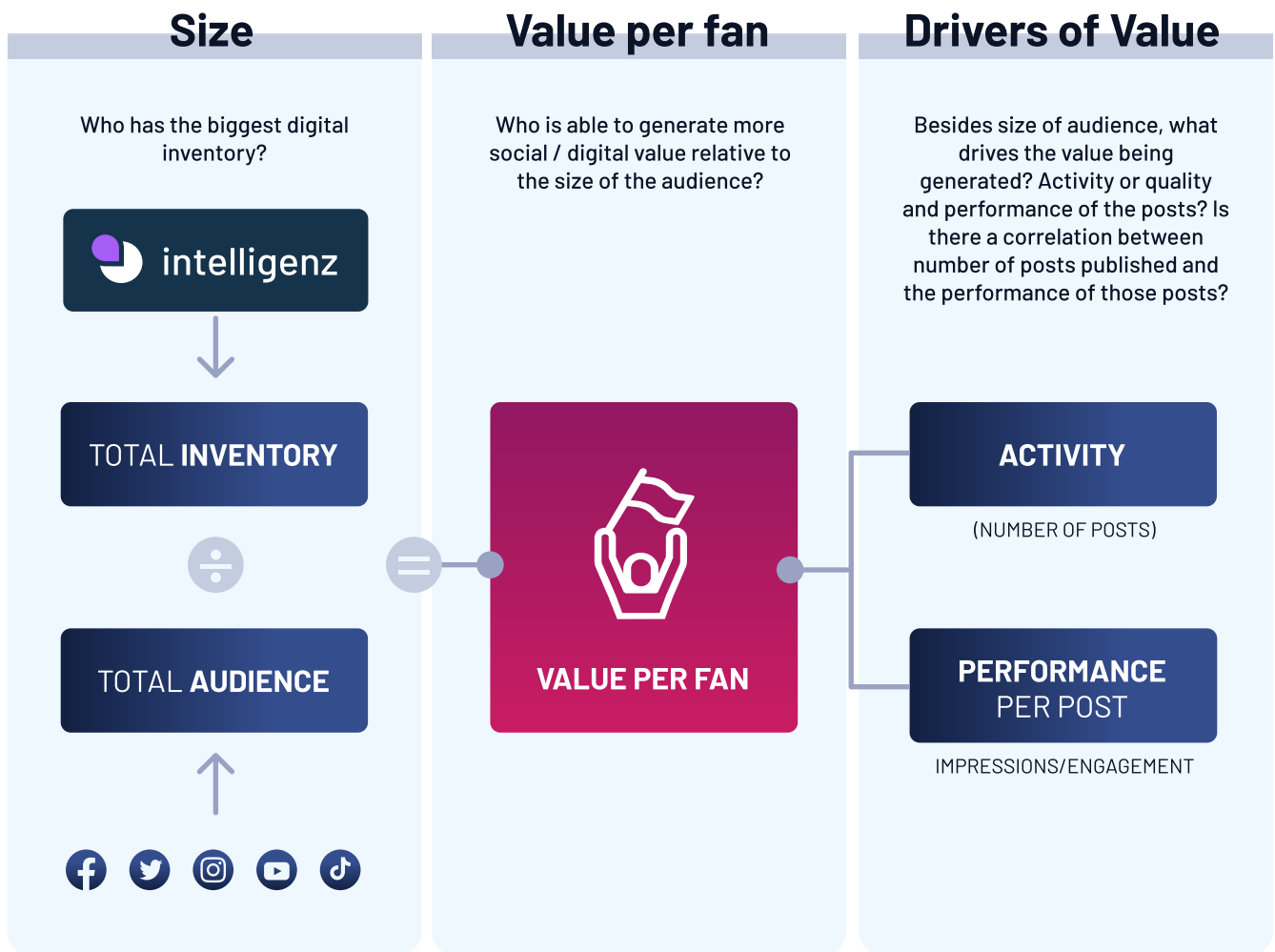


What is obtained?

- **EXPOSURE VALUE:** The relative value for each post's reach. This is the price any given brand will pay to get those number of impressions in the market.
- **QUALITATIVE VALUE ADDED:** This is the relative value increase based on the interactions that the post gets due to the rights-holder's prescription.

APPROACH

Below we outline the approach of these different areas:



HORIZM PARTNERS INCLUDE...



"We are so happy with everything about Horizm. It's made my job ten times easier overnight, the platform has enabled new types of analysis which have added significant strategic insight. We've been able to identify which platforms drive the most values for partners adjusting our content strategy accordingly."

Annie Ault
Media Analytics & Strategy Manager



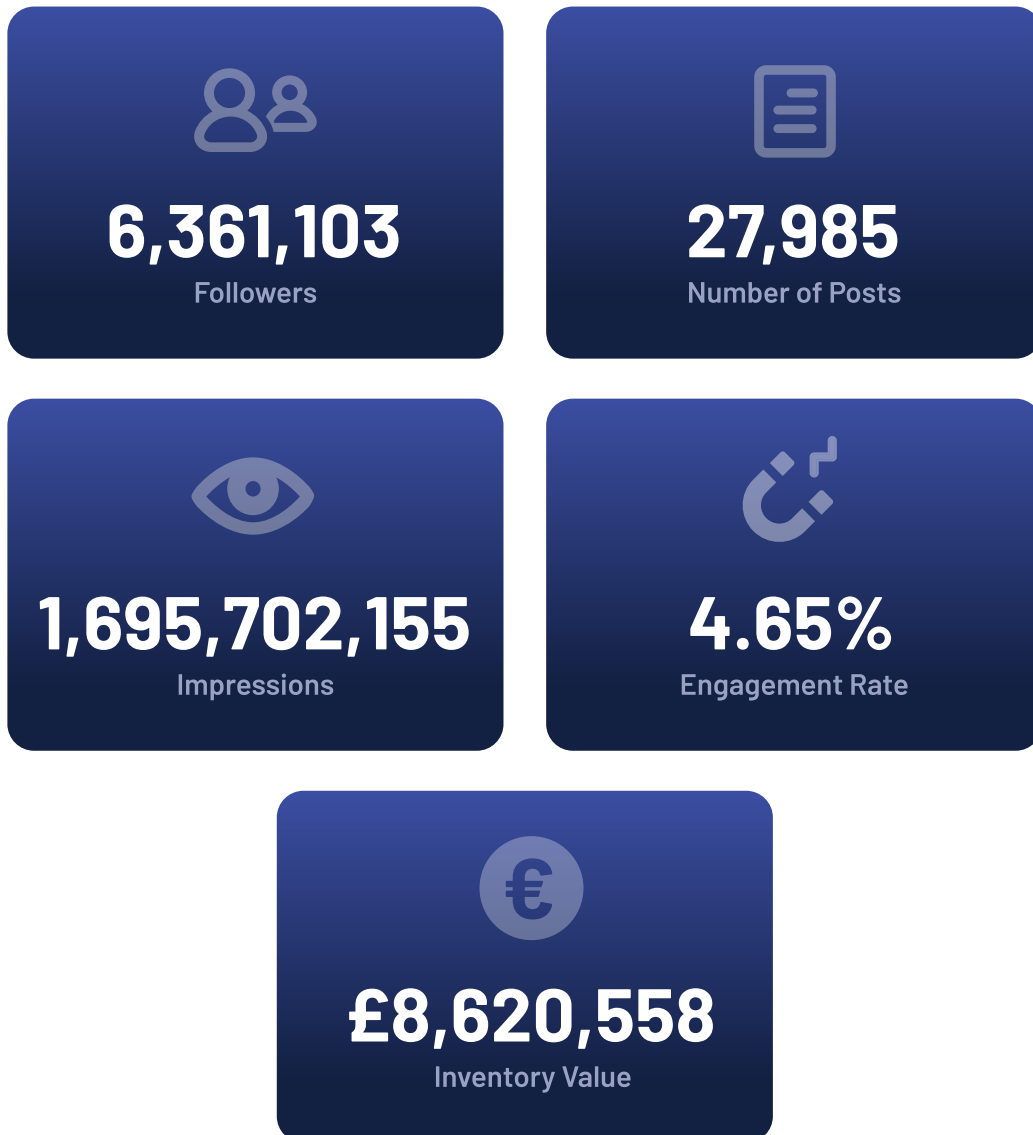
GFN
performance



OVERALL PERFORMANCE OF GFN

Since the beginning of the season (July 2022), GFN has generated almost £9 million pounds of inventory value up till March 2023, which represents an average of almost £1 million pounds per month.

JUL 2022 - MAR 2023



EVOLUTION OF PERFORMANCE

Compared to the same period last year, GFN has grown 12% in followers and generated 12.4% more impressions, highlighting the increasing relevance of digital channels. The decrease in inventory value is a result of lower CPM's, which is consistent with the overall landscape of the industry due to a weaker advertising market over the last few months.








--●-- Variation



VIEW PER CHANNEL

GFN value was generated mostly on YouTube and Instagram where GFN has the highest amount of followers and value per fan.

JUL 2022 - MAR 2023

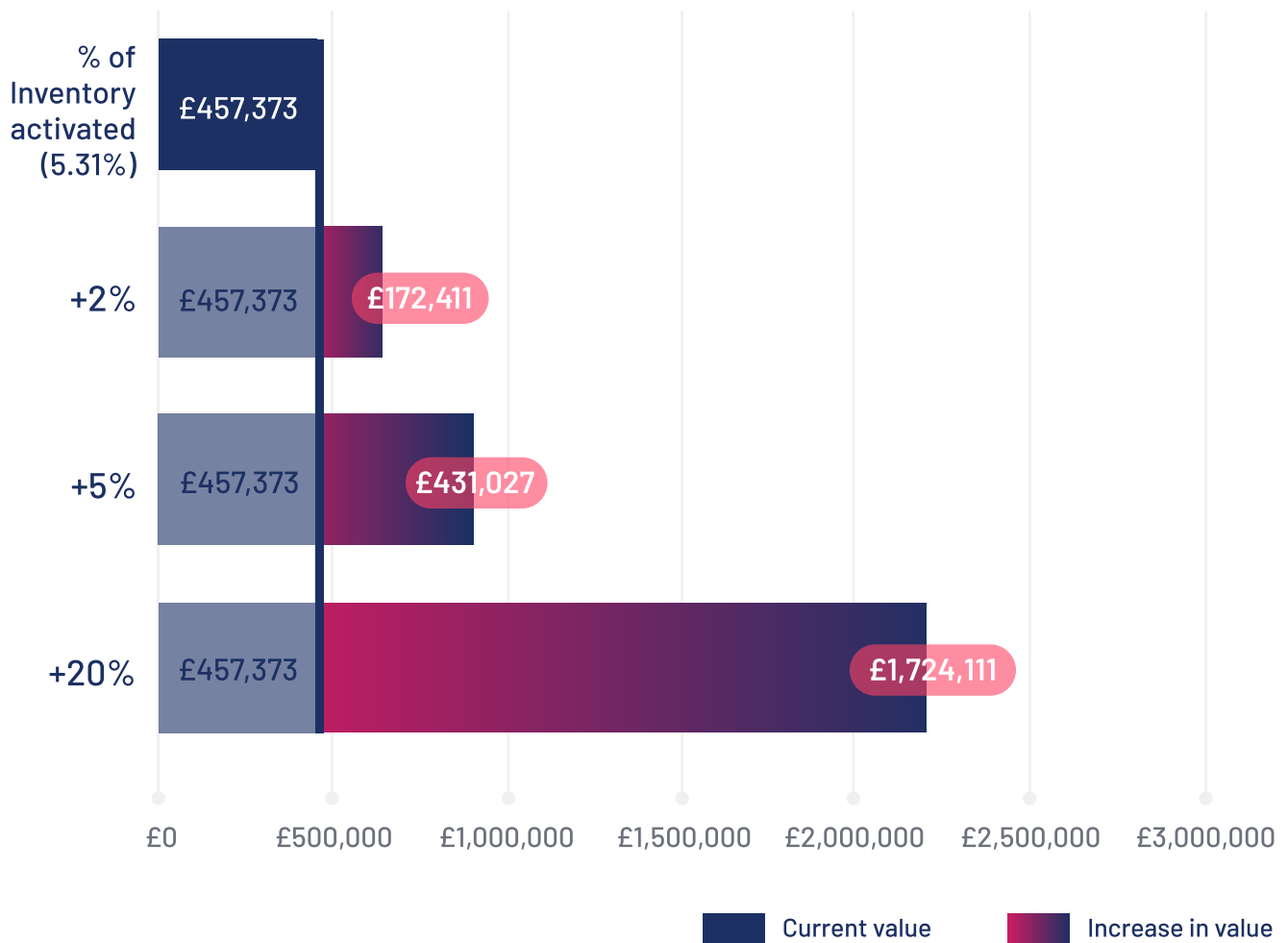
	FOLLOWERS	IMPRESSIONS	ENGAGEMENT RATE	VALUE	VALUE PER FAN
	2,053,000	230,645,134	3.11%	£3,477,467	£1.69
	1,393,389	507,668,029	9.71%	£3,014,197	£2.16
	1,278,897	439,260,204	2.12%	£1,516,348	£1.19
	919,708	502,114,427	1.76%	£1,167,897	£1.27
	841,100	211,809,153	8.08%	£628,931	£0.75
Total	6,361,103	1,695,702,155	4.65%	£8,620,558	£1.36



ACTIVATED INVENTORY

There is a huge potential for GFN to increase the value of their activated inventory which will greatly impact the value being generated.

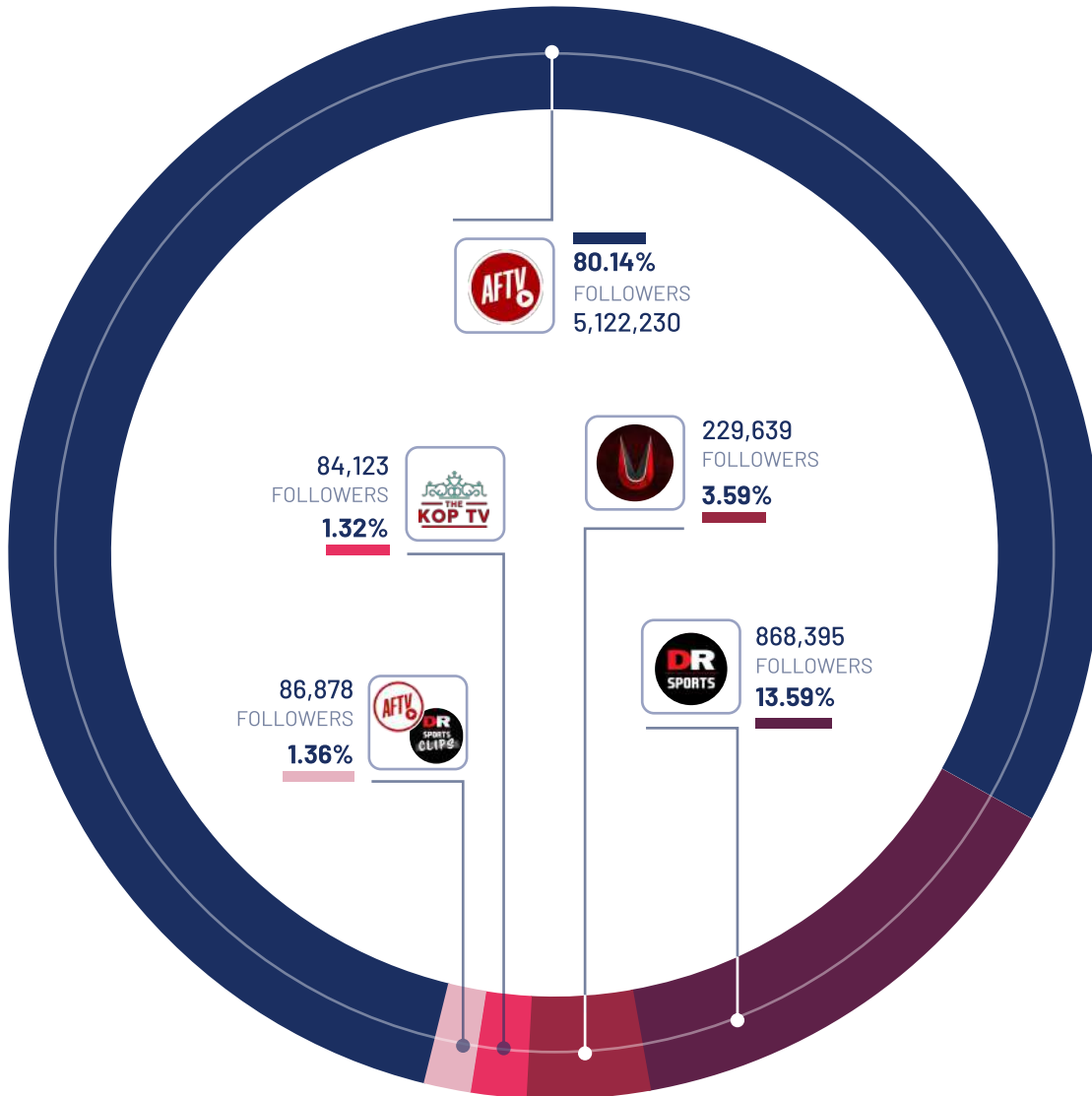
JUL 2022 - MAR 2023



SECTION INFORMATION

AFTV represents the vast majority of the GFN followers comprising more than 80%, with DR Sports coming second.

*The percentages are the share of GFN's total follower base



Follower Growth by Section

SECTION	OCTOBER 2022	MARCH 2023	GROWTH %	CHANNEL START DATE
AFTV	4,455,581	5,122,230	14.96%	OCTOBER 2012
DR SPORTS	538,501	868,395	61.26%	FEBRUARY 2021
UNITED VIEW	168,868	229,639	35.99%	JUNE 2021
THE KOP TV	43,876	84,123	91.73%	JANUARY 2020
AFTV XTRA & DR SPORTS CLIPS	46,900	86,878	18.98%	JUL '21 & JAN'22

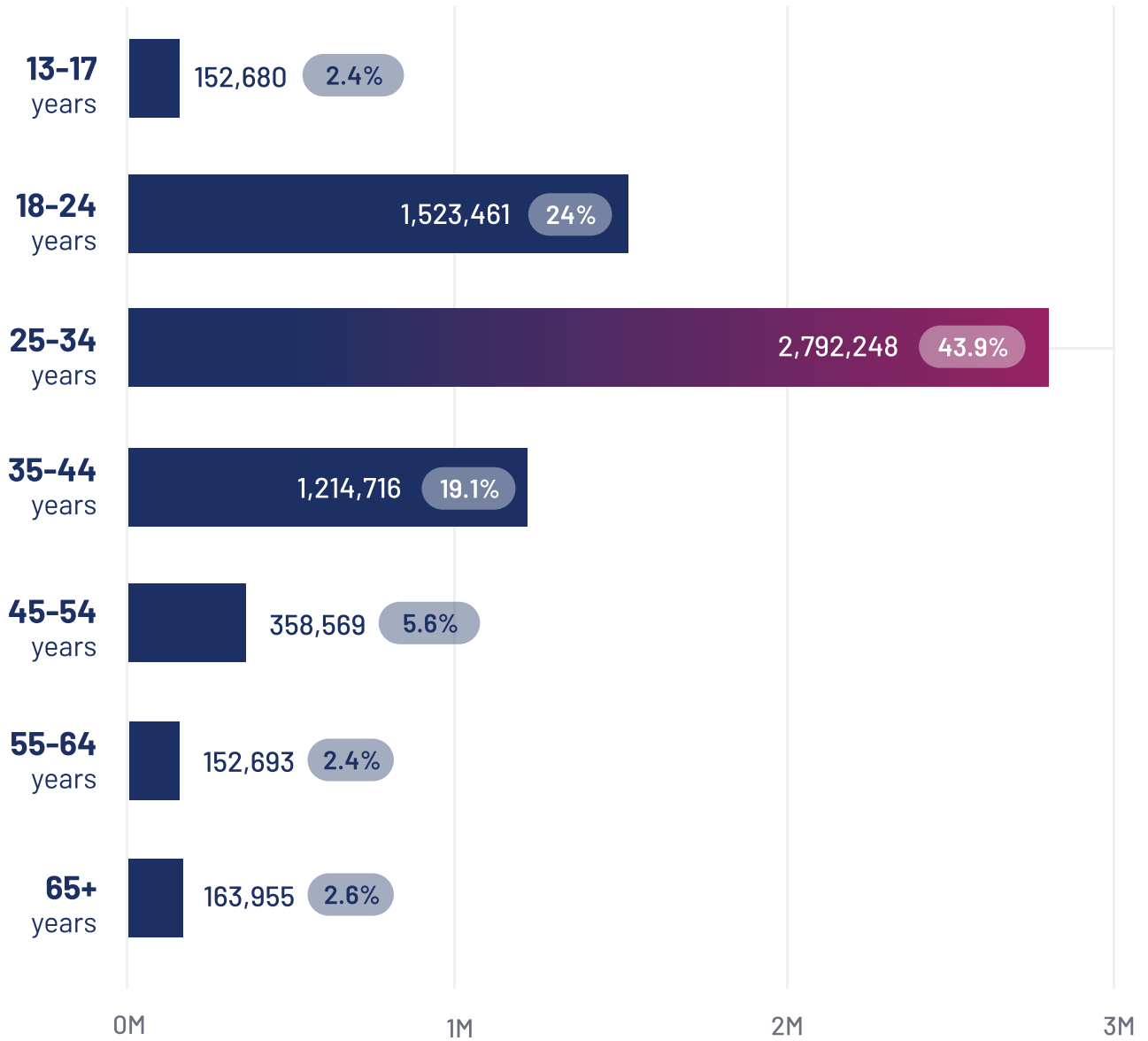


FOLLOWER DEMOGRAPHICS

The key demographic for GFN are men between 18-34 years.

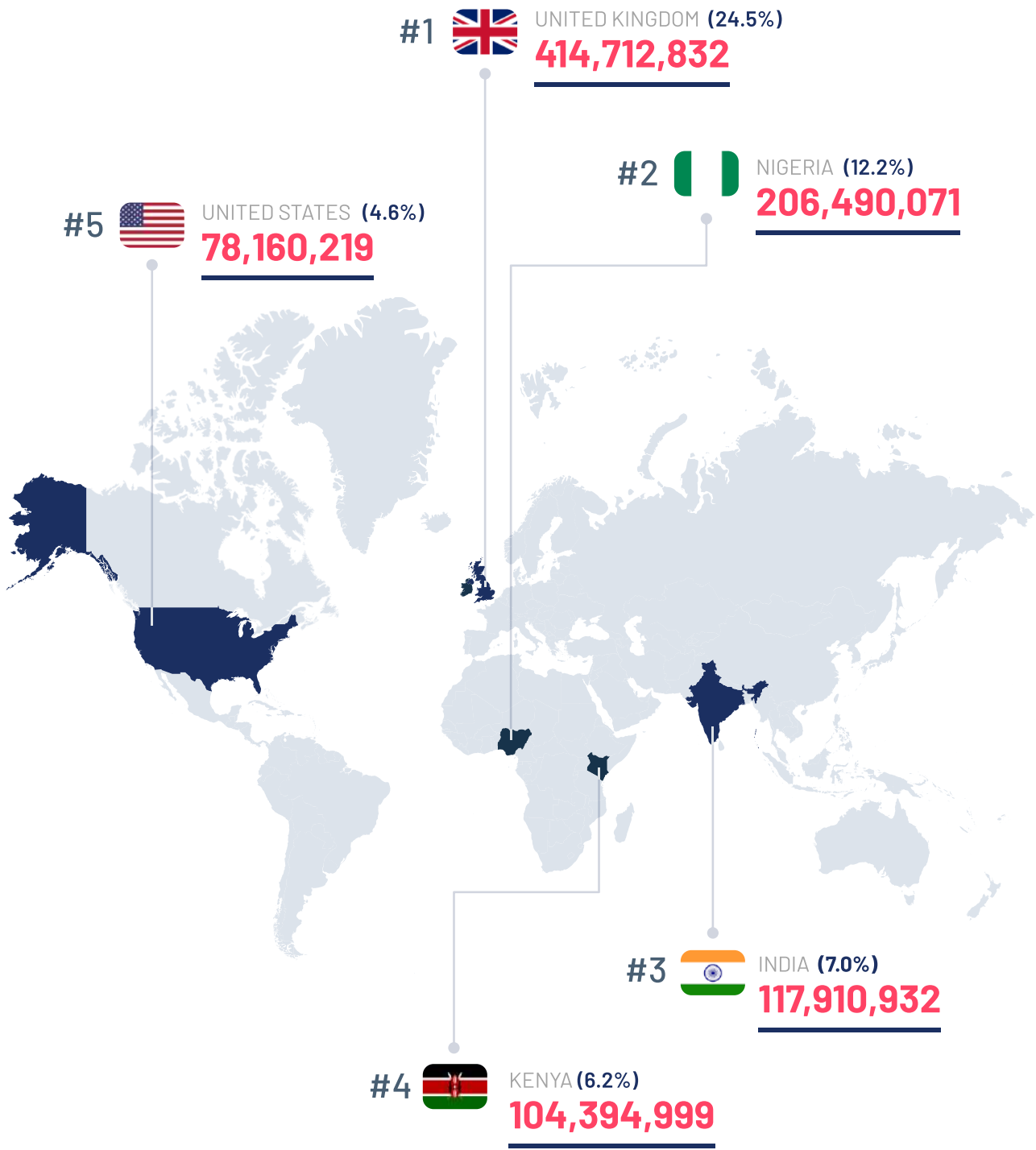


Follower breakdown by age group



IMPRESSIONS COUNTRY DISTRIBUTION





UK is by far the biggest region for GFN but with important reach in other English speaking countries like Nigeria, United States, Kenya or India. Particularly on **Facebook and Instagram, GFN has a significant African audience.**



BRANDS ACTIVATIONS

NordVPN activated the most posts and had the highest value from all GFN partners while Midnite campaign generated the most value per post.

JUL 2022 - MAR 2023

	ACTIVATED POSTS	IMPRESSIONS	ENGAGEMENT	ACTIVATION VALUE	VALUE PER POST
 NordVPN®	254	20,757,473	879,730	£176,310	£694
boohooMAN.com	179	13,586,242	545,708	£85,444	£477
 DESIGNER PIZZA. FIREAWAY MIDNITE PIZZA IN THE SKIN®	61	13,586,242	545,708	£42,566	£698
CERNUCCI	44	2,922,351	84,677	£22,308	£507
WHOKNOWSWINS	31	674,473	10,664	£7,261	£234
MANSCAPED	27	1,414,745	27,365	£17,531	£649
	21	1,240,269	28,097	£7,163	£341
 Midnite	10	954,794	47,023	£39,746	£3,975

MOST VALUABLE CONTENT SERIES

The most valuable content for GFN this season have been the Transfer Daily and Watch Alongs

Content Series *Current Season*

JUL 2022 - MAR 2023

TOP CONTENT SERIES	POSTS	IMPRESSIONS	ENGAGEMENT	VALUE
TRANSFER DAILY	304	31,150,735	1,118,033	£324,899
WATCH ALONGS	535	37,503,837	2,135,066	£284,049
FAN CAMS	346	39,653,268	1,774,036	£212,213
BEST OF ENEMIES	423	39,420,643	2,971,587	£204,303
KEEP SELL BENCH	59	37,845,940	1,731,620	£141,084

Content Series *YouTube Only*

JUL 2022 - MAR 2023

TOP CONTENT SERIES	POSTS	IMPRESSIONS	ENGAGEMENT	VALUE
TRANSFER DAILY	154	14,221,710	456,595	£238,234
WATCH ALONGS	297	18,859,324	316,762	£209,973
FAN CAMS	141	8,055,804	263,030	£104,143
PLAYER RATINGS	92	5,413,255	157,860	£84,236
BEST OF ENEMIES	52	5,312,278	237,363	£78,645

MOST VALUABLE POSTS

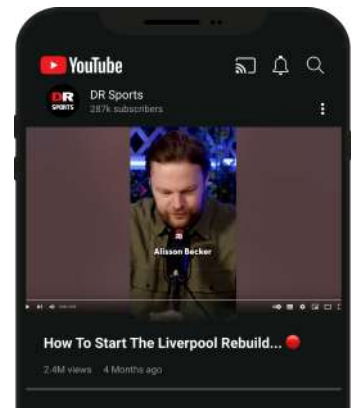
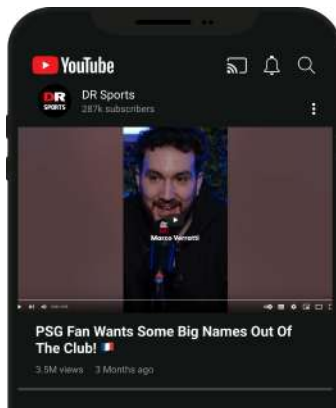
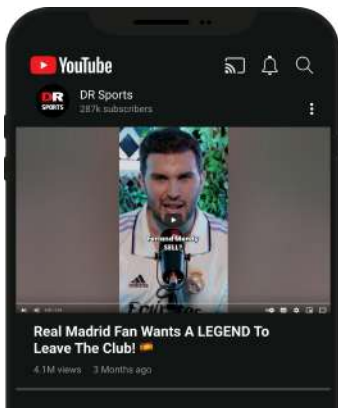
Two YouTube videos about European giants in Real Madrid and PSG top the list of most valuable posts

JUL 2022 - MAR 2023

Real Madrid

PSG

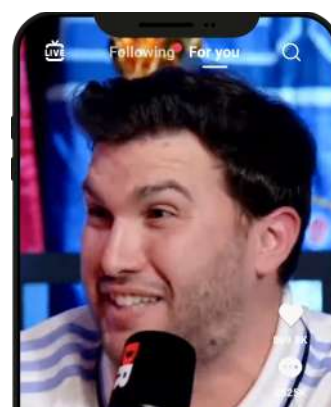
Liverpool



Rank	Value	Impressions	Engagement
1	£37,651	3,486,459	129,648
2	£30,095	2,851,246	105,992
3	£21,849	1,748,368	71,721

DR Sports Competition

Real Madrid



Rank	Value	Impressions	Engagement
4	£20,906	152,857	15,033
5	£20,094	3,658,316	441,207

MOST VALUABLE POSTS PER PLATFORM

JUL 2022 - MAR 2023

Facebook



1

VALUE
£17,236

IMPRESSIONS
1,546,928

ENGAGEMENT
71,415

Instagram



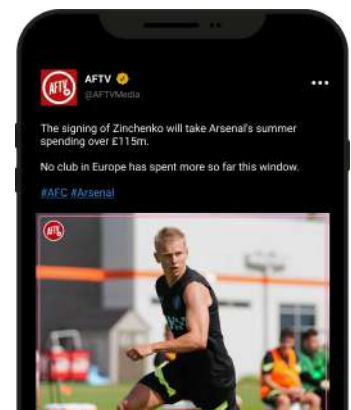
2

VALUE
£20,989

IMPRESSIONS
152,929

ENGAGEMENT
15,033

Twitter



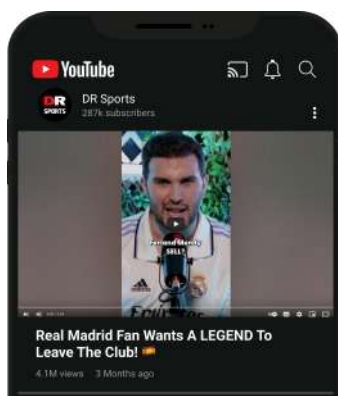
3

VALUE
£7,058

IMPRESSIONS
2,513,816

ENGAGEMENT
33,232

YouTube



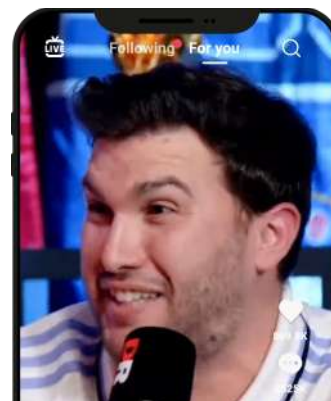
4

VALUE
£37,651

IMPRESSIONS
3,486,459

ENGAGEMENT
129,648

TikTok



5

VALUE
£20,043

IMPRESSIONS
6,100,000

ENGAGEMENT
799,080



Comparison with Competitive Set

COMPARISON WITH THE TOP 6 PREMIER LEAGUE FOOTBALL TEAMS

Although with a smaller fan base than the top football teams, GFN is able to generate more value per fan from its social media presence.



OCT 2022 - MAR 2023

	FOLLOWERS	IMPRESSIONS	ENGAGEMENT RATE	VALUE	VALUE PER FAN	Nº OF POSTS
	6,361,085	1,256,374,060	4.84%	£6,341,021	£1.00	19,621
	209,659,565	16,772,801,282	6.36%	£65,880,278	£0.31	9,605
	97,734,334	7,132,436,285	4.50%	£26,389,426	£0.27	4,860
	126,932,198	8,437,425,492	6.25%	£31,955,684	£0.25	8,899
	1,33,307,643	8,747,061,949	5.37%	£32,362,691	£0.24	6,889
	136,704,527	7,693,946,731	5.40%	£25,825,765	£0.19	4,632
	83,890,845	3,166,572,283	5.06%	£11,481,117	£0.14	4,648

COMPARISON WITH REMAINING FOOTBALL TEAMS

GFN generates more value than any of the other 14 EPL teams in terms of digital inventory.

OCT 2022 - MAR 2023

	FOLLOWERS	IMPRESSIONS	ENGAGEMENT RATE	VALUE	VALUE PER FAN	NUMBER OF POSTS
	6,361,085	1,256,374,060	4.84%	£6,385,136	£1.00	19,621
	4,752,286	1,012,581,281	5.01%	£3,573,231	£0.75	3,856
	3,096,149	485,523,102	5.69%	£1,902,209	£0.61	3,732
	9,949,857	1,705,872,730	4.14%	£5,999,615	£0.60	4,888
	5,316,678	593,268,947	3.10%	£2,257,144	£0.42	3,139
	13,553,858	1,221,744,483	5.09%	£4,932,572	£0.36	4,121
	3,051,080	272,316,126	4.55%	£1,074,476	£0.35	5,100
	12,401,759	912,215,276	4.77%	£3,490,975	£0.28	4,330
	3,079,871	211,682,902	4.98%	£856,564	£0.28	2,667
	3,400,770	266,260,580	4.46%	£899,888	£0.26	3,137
	5,682,553	368,883,663	3.63%	£1,351,845	£0.24	4,185
	9,718,874	544,253,651	4.33%	£2,169,217	£0.22	3,371
	7,437,398	426,514,646	3.25%	£1,632,334	£0.22	3,633
	13,220,523	649,194,254	3.51%	£2,412,732	£0.18	3,304
	21,901,556	607,318,140	2.86%	£2,171,595	£0.10	5,511

COMPARISON WITH PUBLISHERS

GFN compares closely with some of the most important publishers that tend to be considerably bigger in terms of value per fan and engagement rate showcasing the appeal of GFN content. GFN also compares favourably to most publishers as it relies on unique, original and owned content.








OCT 2022 - MAR 2023

		FOLLOWERS	IMPRESSIONS	ENGAGEMENT RATE	VALUE	VALUE PER FAN	Nº OF POSTS
	BR Football	42,622,626	15,935,518,739	6%	£55,196,656	£1.30	9,470
	SPORT bible	27,614,823	8,076,317,326	5.02%	£30,823,680	£1.12	11,083
	GOAL	42,676,333	9,904,850,359	4.27%	£42,773,369	£1.00	9,319
	GFN	6,361,085	1,256,374,060	4.84%	£6,385,136	£1.00	19,621
	433	88,023,651	27,474,460,243	14.96%	£75,837,101	£0.86	8,004
	GiveMe Sport	27,384,637	1,461,854,923	1.73%	£10,054,823	£0.37	8,572
	Copa90	8,235,482	486,207,768	8.16%	£1,997,025	£0.24	2,155

COMPARISON WITH MAJOR BROADCASTERS

Despite being compared to billion dollar companies and clubs, GFN is one of the best performers in terms of value per fan. While major broadcasters have paid millions for rights fees, GFN rely on owned content to discuss similar topics with their audience.

OCT 2022 - MAR 2023

		FOLLOWERS	IMPRESSIONS	ENGAGEMENT RATE	VALUE	VALUE PER FAN	Nº OF POSTS
	ESPN FC	32,963,773	16,799,491,470	6.12%	£67,125,277	£2.04	10,852
	talkSPORT	7,674,746	1,959,112,777	1.21%	£9,328,671	£1.22	18,092
	GFN	6,361,085	1,256,374,060	4.84%	£6,385,136	£1.00	19,621
	Football Daily	11,654,983	1,753,944,702	2.83%	£8,240,168	£0.71	9,097
	BT Sport	15,163,610	1,175,083,302	4.68%	£6,251,957	£0.41	3,962
	Sky Sports	36,184,560	3,607,200,837	8.14%	£13,695,993	£0.38	6,401
	BBC Sport	28,984,409	2,476,070,029	1.94%	£10,243,801	£0.35	10,835



Brands Industry Overview

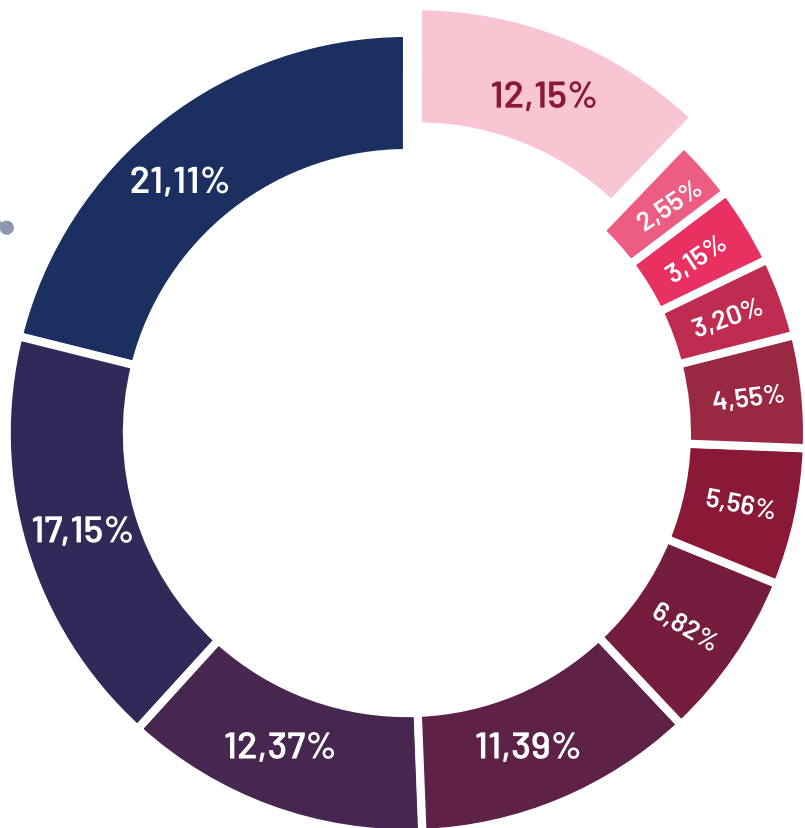
INDUSTRY OVERALL PICTURE

There are more than 590 brands activating digitally in sports across the top 25 most followed leagues alone.



TOP 10 CATEGORIES

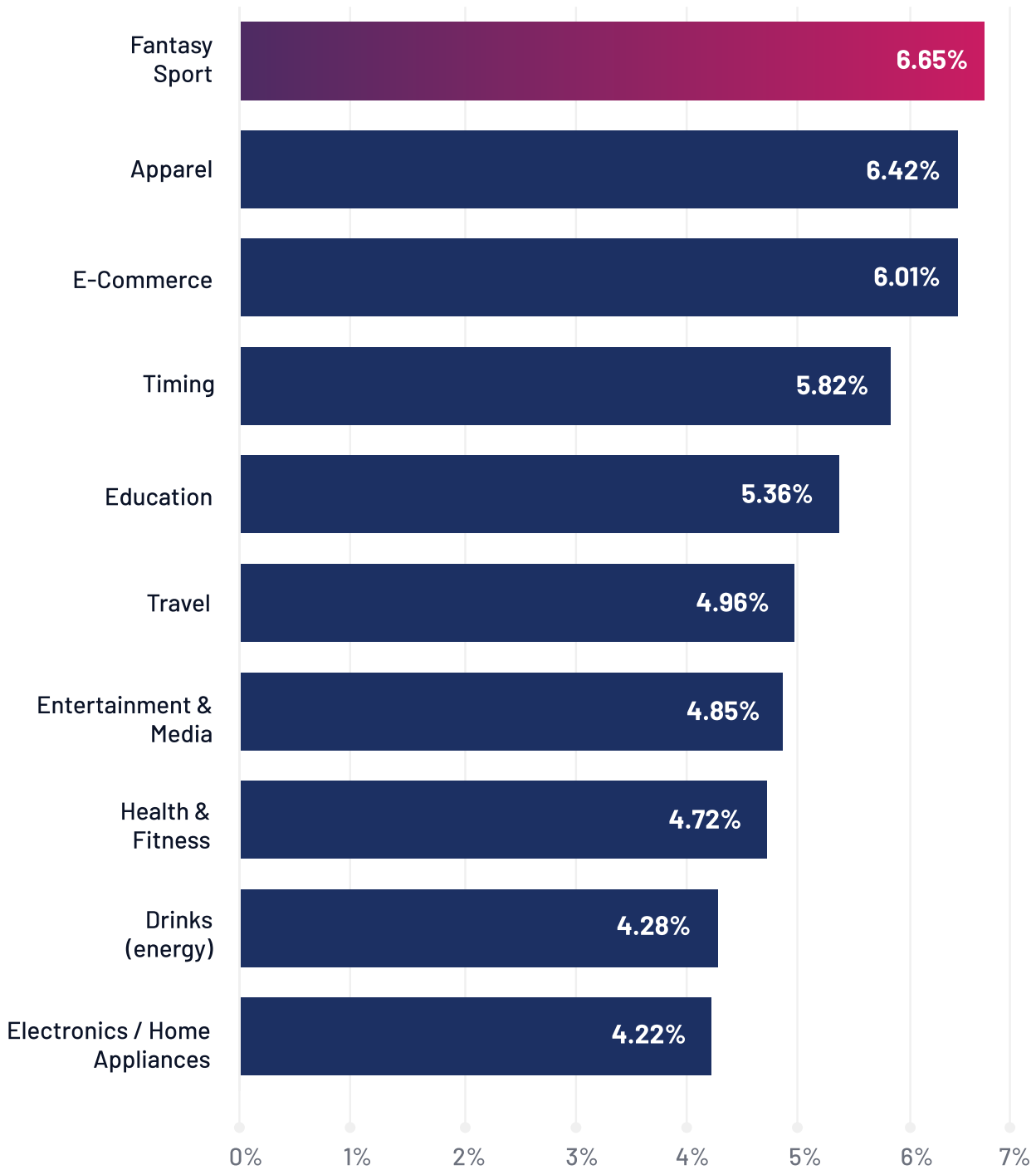
- Apparel
- Travel
- Entertainment & Media
- Financial Services / Insurance
- Electronics / Home Appliances
- Automotive / Tyre
- Betting & Gaming
- Drinks (beer)
- Crypto
- Professional Services
- Other





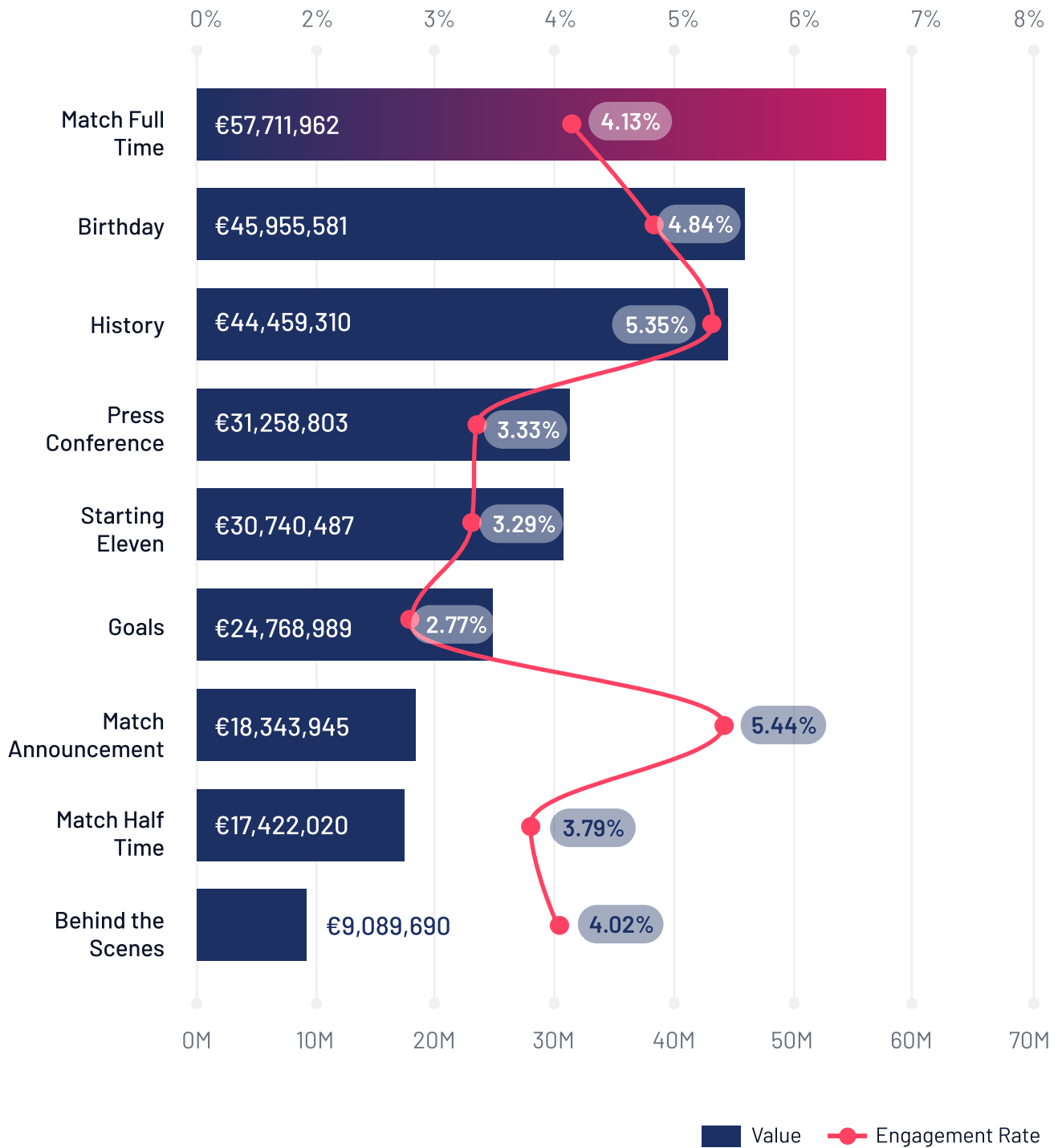
CATEGORY LEVEL VIEW

Fantasy Sports generate the most engagement from all the categories involved in Sports.



CONTENT LEVEL VIEW

In terms of what type of content generates more value, it continues to be all about the end product. Match full time is the most valuable piece of content.



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*We Connect **Brands**
to **Sports Audiences***

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