NUMBER-CRUNCHING THE PREMIER LEAGUE’S OPENING WEEKEND ON SOCIAL MEDIA

By SportQuake.com Founder and CEO Matt House

The Premier League is back. Thank goodness. And SportQuake tracked its opening weekend for an overview of which matches and which players generated the most buzz – and where!

SportQuake used social media tracking software to monitor mentions of the action and our findings reveal:

**three quarters** of buzz about the opening round of fixtures originated from outside the UK

Manchester United’s defeat of Spurs had the highest proportion (84.9%) of engagement amongst overseas fans

Chelsea’s 2-2 draw with Swansea was the **most talked about** match

The **5 most active countries** after the UK were Nigeria, Indonesia, India, Malaysia & South Africa

Reece Oxford’s dream debut made him the **most mentioned debutant** of the weekend

Petr Cech’s Arsenal bow scored him the **most negative** mentions for a debutant

**OXFORD’S CLASSY DEBUT**

West Ham’s teenage sensation Reece Oxford was the Premier League opening weekend’s most talked about debutant with mentions of the midfielder reaching more than 62.5 million fans on social media – outperforming even Man Utd’s new multi-million pound signings!

The most-used term by fans talking about Reece Oxford was ‘GCSE results’ as the 16-year-old is set to collect his next week!
Reece Oxford also received the second highest ratio of positive mentions for any new boy behind Manchester City’s Raheem Sterling who excited Sky Blues fans. Chuffed Crystal Palace fans also took to social media to praise Yohan Cabaye and one in 10 tweets about The Eagles’ defeat of promoted Norwich originated from France.
In contrast, Petr Cech’s nightmare debut for the Gunners was shot down on social media as 20% of all mentions of the goalkeeper were negative, the worst ratio of any debutant!

Premier League match hashtags were mentioned in 169 countries, with the UK responsible for 25% overall and 75% from international fans. Truly the global game!
After the UK, fans from Nigeria, Indonesia, India, Malaysia and South Africa generated the most buzz – however it is worth noting Twitter is not legal in the world's most populous country China, where Weibo is the microblogging platform of choice.

MATCH OF THE DAY

Man Utd's 1-0 drab defeat of Spurs scored the highest level of engagement amongst international fans, with 83.9% of mentions coming from outside of the UK*.

However Chelsea’s thrilling 2-2 draw with Swansea reached the highest volume of fans overall, proving the eternal appeal of an action-packed match.
The value of marketing to overseas fan bases was underlined as 21.2% of discussion of Liverpool’s win against Stoke originated from Malaysia, Thailand, Indonesia and Australia, which were all destinations on the Reds pre-season summer tour. 22.9% of mentions for the same game came from the UK.

Here’s to a great season!

*Please note location figures apply only to social media users who have activated geo-tagging – estimated to be 25% of all users

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