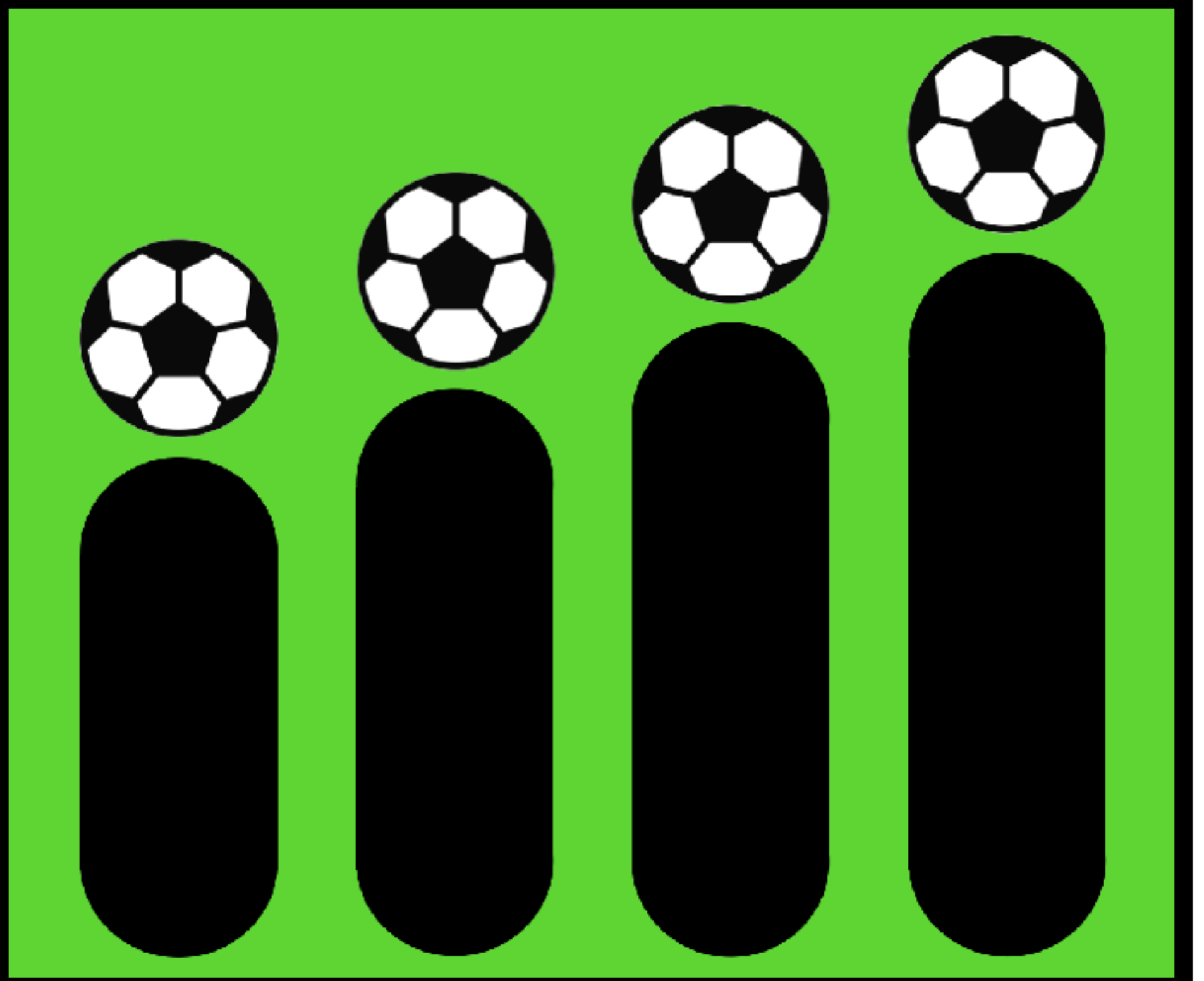


The Ganassa Report

Executive Edition

2020



The First Report on the State of European Football in East Asia

About Ganassa

Ganassa was founded in Japan in 2016, and today has three offices in Tokyo, Shanghai and Singapore, and editorial teams in Seoul, Hanoi, Bangkok and Jakarta.

We are a team of digital football media experts, specialized in the creation, localisation, development and maintenance of websites and social media networks.

We work in Japan and across Asia with a crew of local creators and editors, and we have a close relationship with the fans and the football community.

We offer top quality services at affordable prices.

Our mission is to create a bridge between the football cultures in Asia and those across the rest of the world.

Because we love football.



Our Editorial Teams

Our Clients



Our Partners



Our Services in Asia

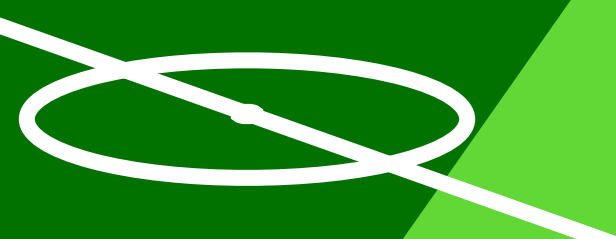
- Social Media Creation and Management
- Website and Online Store Localisation
- Content Localisation
- Video Productions, Editing and Subtitling
- Translations
- Data Research and Analysis
- Fan Club Creation
- Supporters Events
- Fans Engagement
- e-Sports Support

www.ganassa.jp
info@ganassa.jp
[@ganassa_jp](https://twitter.com/ganassa_jp)





Introduction



The Ganassa Report 2020

About a year ago, in the summer of 2019, we were looking for ways to enhance the portfolio of services we offer our clients, and decided to focus upon certain research. Our task was to gain a solid grasp on the behaviour of the fans in the region where we work, East and Southeast Asia. The first question was: “Which are the most popular clubs in each country?” We also wanted to get more information on the fans, and specifically who they are: how old they are, what jobs do they do – we wanted their full profile! Finally, we hoped to learn about their behaviour vis-a-vis their lives as supporters: how do they get informed about their favourite clubs? Do they watch every match? Have they bought an official jersey this season?

Well, it has been said that nowadays you can find anything on the internet, so we approached our search with great optimism... only to discover that basically none of the data we were looking for existed - or if it did, it was not public. As some of us have worked for more than ten years as chief or managing editors in Asia, we decided to pull some strings and asked our influential friends in the region – top journalists, TV producers, heads of fan clubs, players etc. with the same result: we got some interesting opinions, but no hard data.

How is this possible, we wondered? We live in an age when football has finally opened its doors to data: Moneyball, Soccernomics, Soccermetrics, with plenty of online platforms capable of dissecting every element of a football match... Is it possible that nobody has taken the time to gather data on the most important people in the game – the fans?

Be that as it may, it was clear that there was only one way to get the data that we wanted. So, we rolled up our sleeves and – as we have done several times in the past – brought together a team of football brains from across Asia and started gathering information from six different countries. Beginning with Southeast Asia, our goal was to interview hundreds of people in each country, approximately half of them in the streets and the other half online.

It is not always easy to get the busy and somewhat shy Asian people to open up about their passion for football, but we quickly gained experience and after overcoming a few hiccups we cruised through the first four countries. Alas, as we started with the fifth, early in 2020, COVID-19 swept across the planet and we were forced to complete the surveys in China and Japan mostly online. By the end of spring 2020, we had gathered over 130,000 pieces of data, provided by almost 5,500 European football clubs’ fans in Vietnam, Indonesia, Singapore, Korea Rep., China and Japan.

We then organised all information into six separate reports plus a regional summary. For the most part, the data confirmed the impression that many of us who had worked in the region for several years had, but, for the first time, it gave us precise numerical details on fans tastes and behaviour. So we now finally know for a fact that Manchester United is the most beloved club in East Asia, that LaLiga's popularity has surpassed Serie A, that Asian fans love social media (but in their own language!), that many still buy counterfeit jerseys and that in the Orient as well, Borussia Dortmund is every football geek’s “second favourite club”.

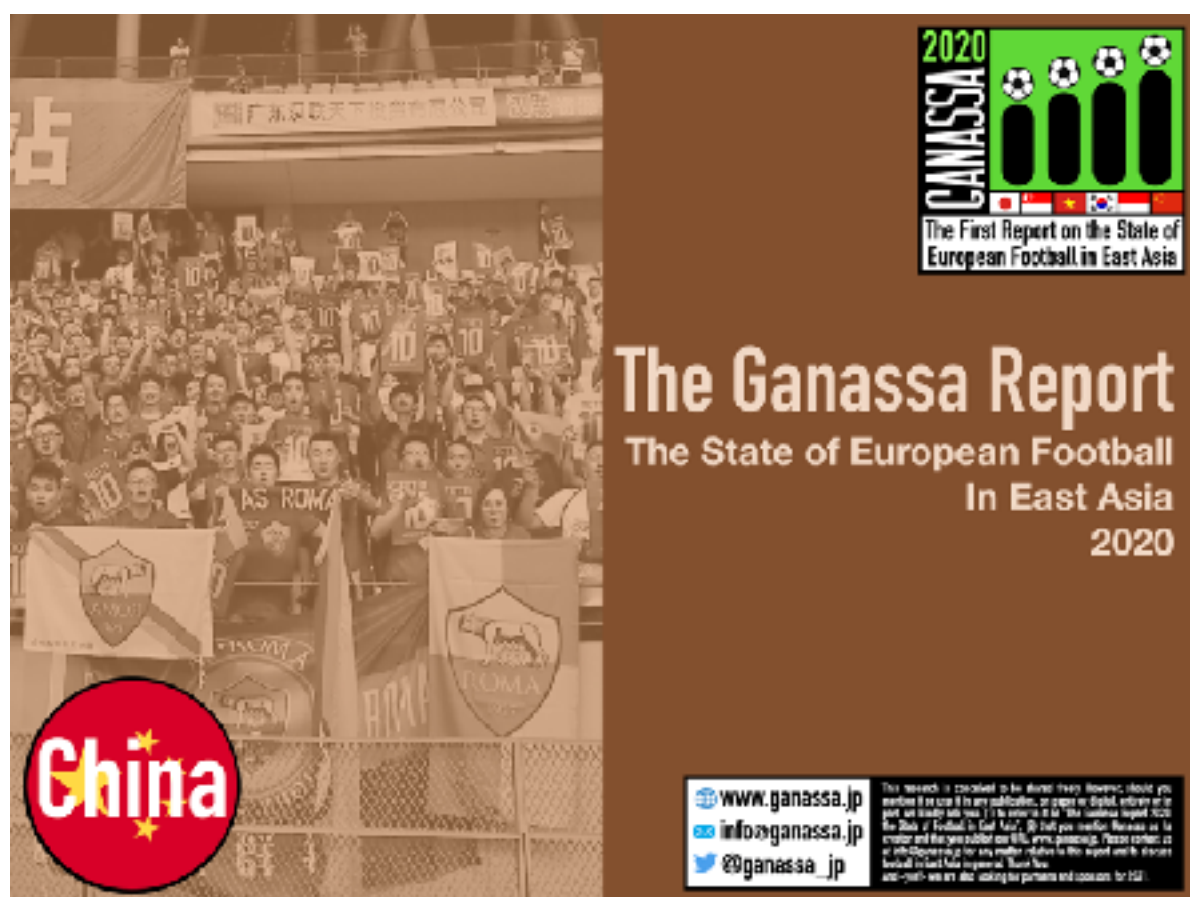
Most interestingly perhaps, we have managed to profile reasons why fans choose or change their favourite club, the influence parents have on such choices, and how support for a European club mixes with that for a local team and national teams. Overall, we believe we have successfully begun to define the “body and soul” of Asian fans. However, this is only the beginning. A lot of lessons were learned in the making of this research, and there are already plenty of ideas to improve it in the years to come.

We offer our work as our contribution to the ongoing discourse on football as a worldwide phenomenon. We hope that the leagues, clubs, media, sponsors, fans and football lovers around the world can make good use of the data we are willing to share with the community; and we are always open to ideas, comments and criticism that will allow us to come back with an even better report. Thanks to all who have worked on this project, and all who will read and utilise this data. But mostly, thanks to the Asian football fans, who found the time and were willing to tell us about themselves: the hope is that thanks to this research many will be able to serve them better - as they deserve

Cesare Polenghi
Ganassa LLC, CEO and Founder
Higashikawa, Japan
June 25, 2020



The Six Countries' Reports



China



Japan



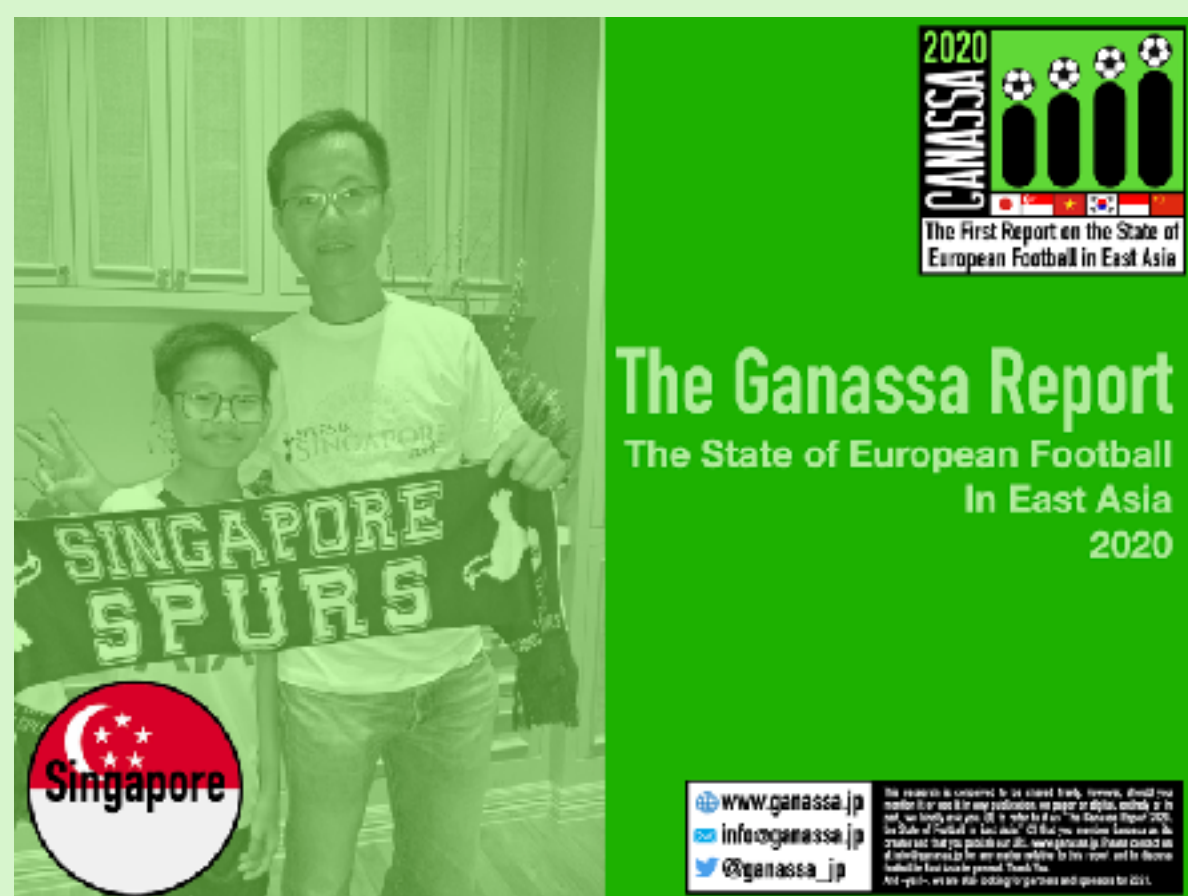
Korea Rep.



Indonesia



Vietnam

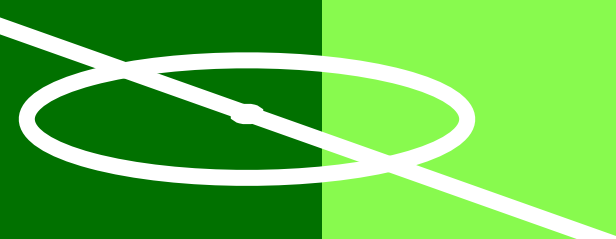


Singapore





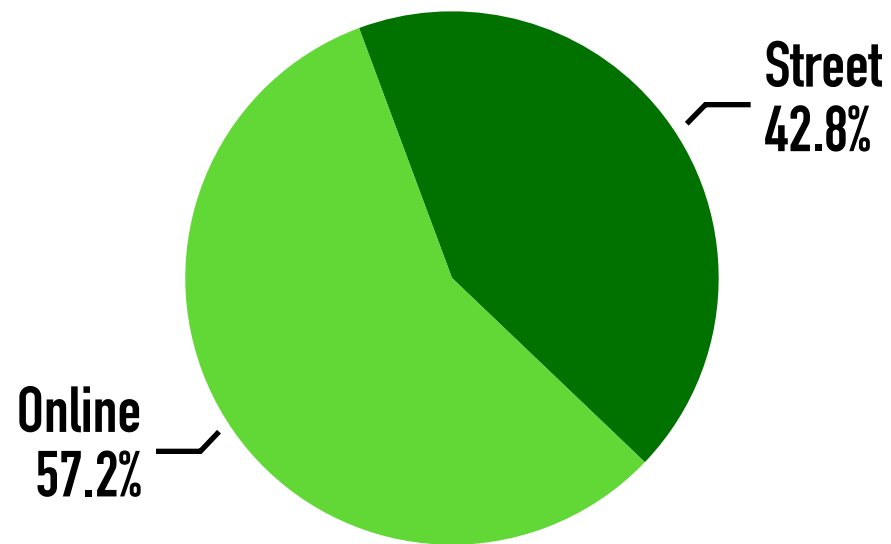
Demographics



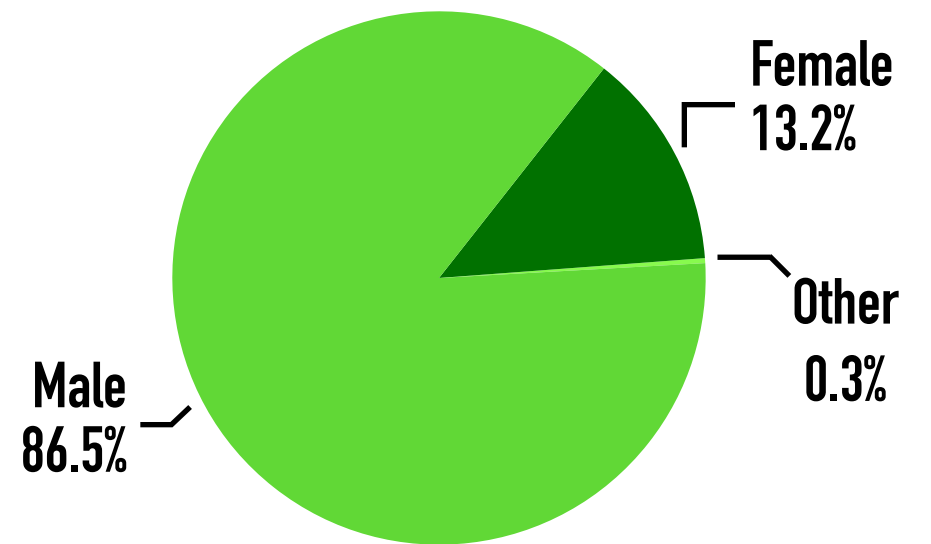
Survey's Respondents



Average Age



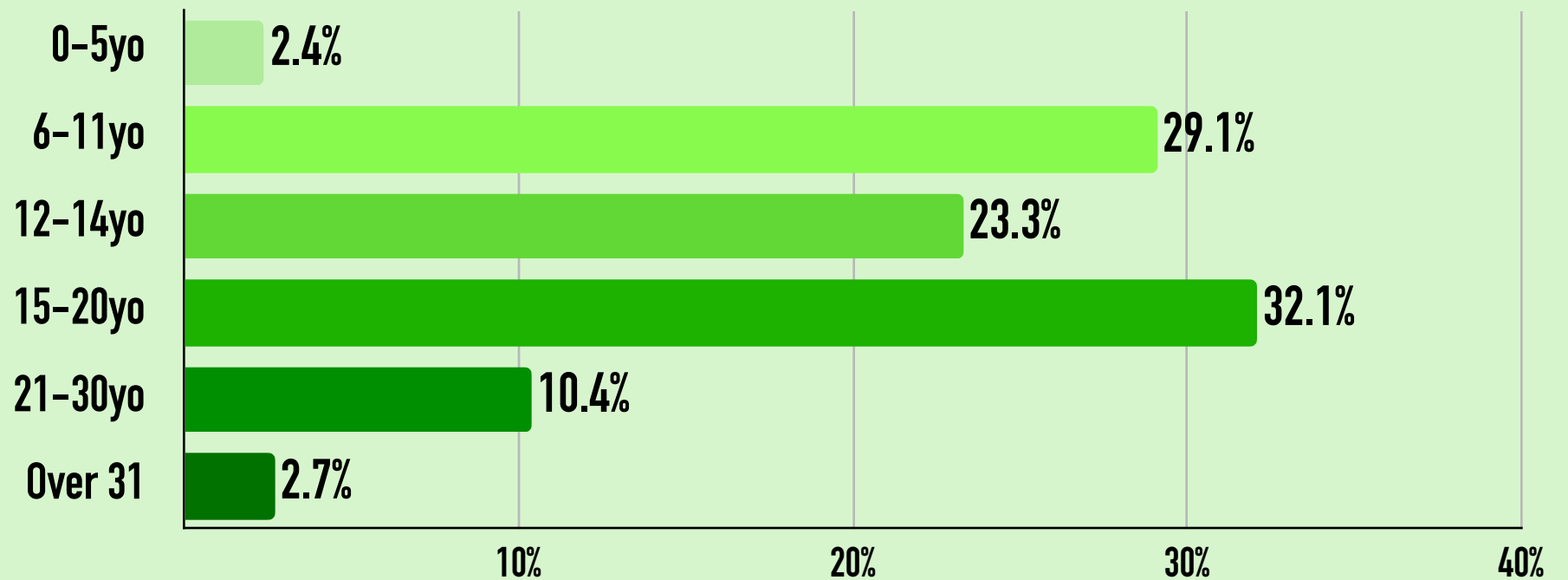
Source



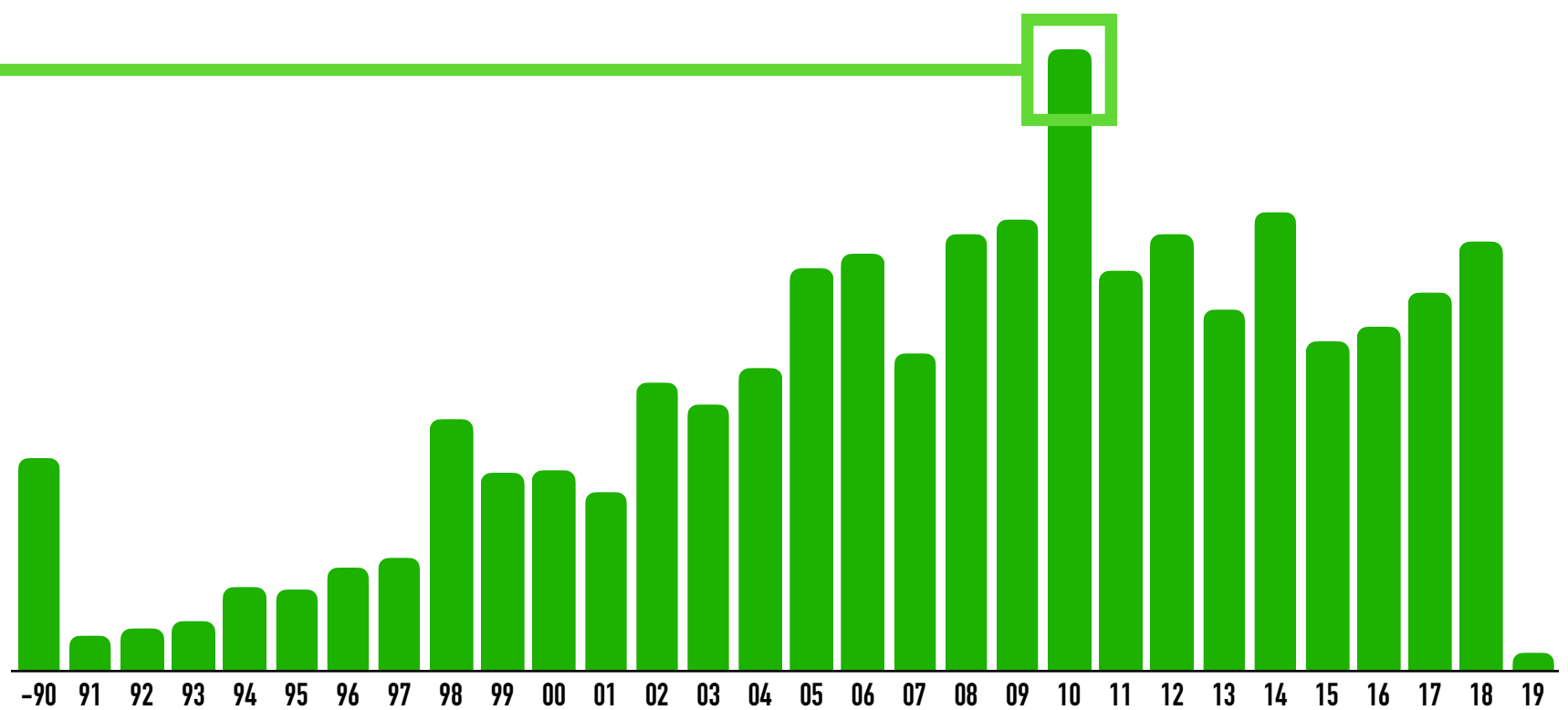
Gender



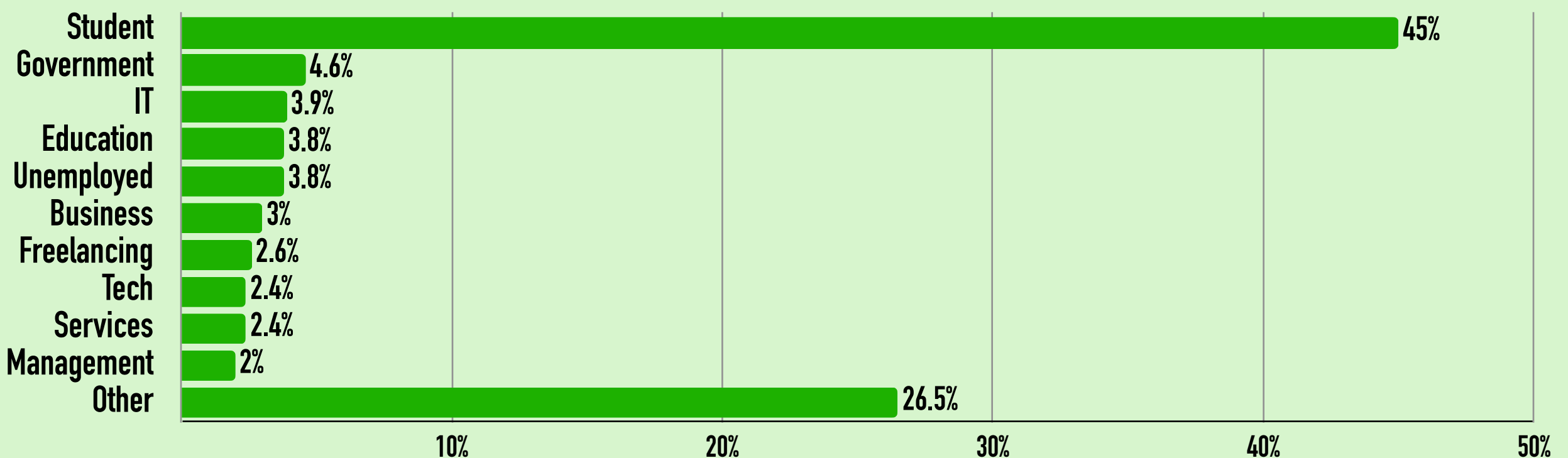
Average age when became a supporter

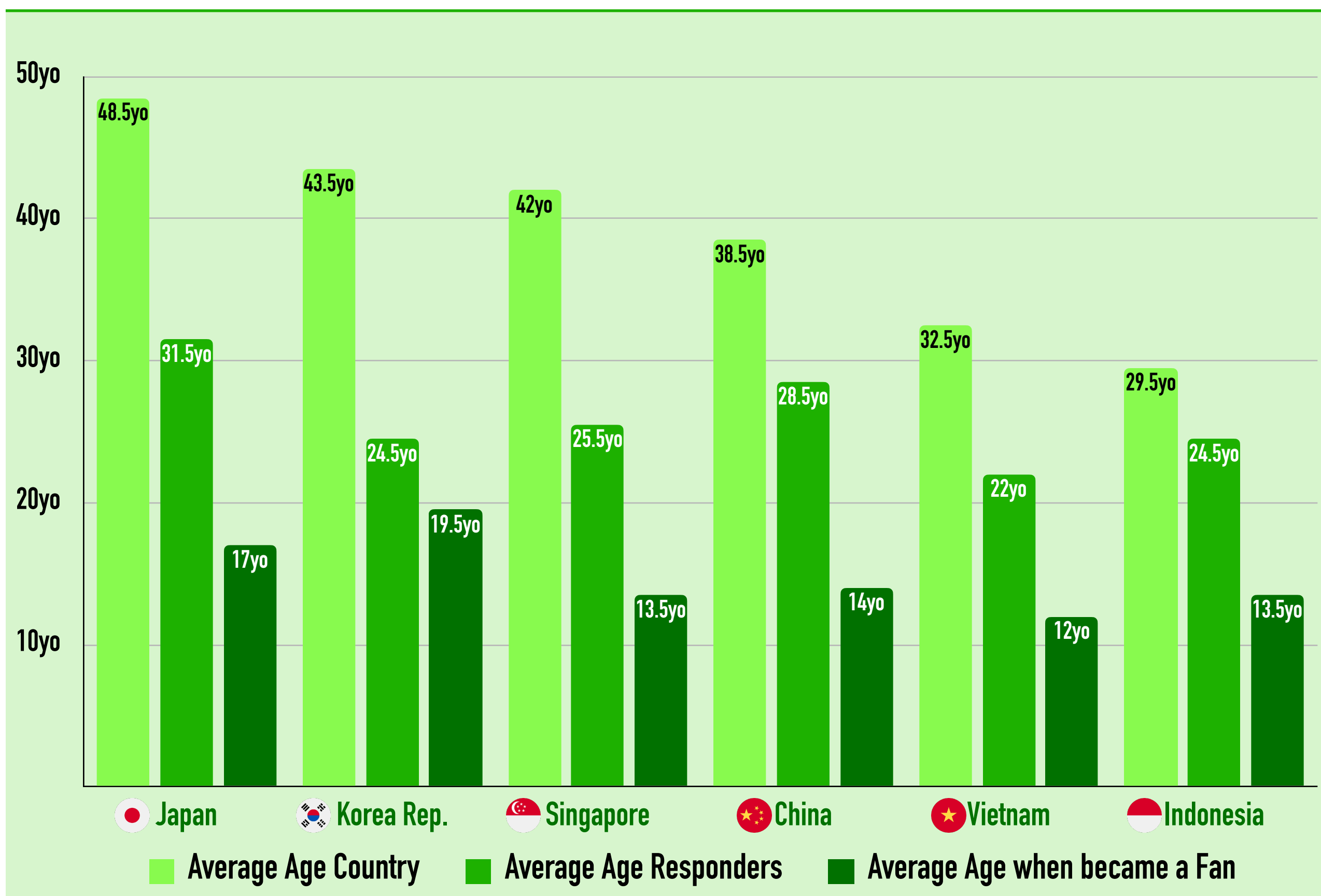
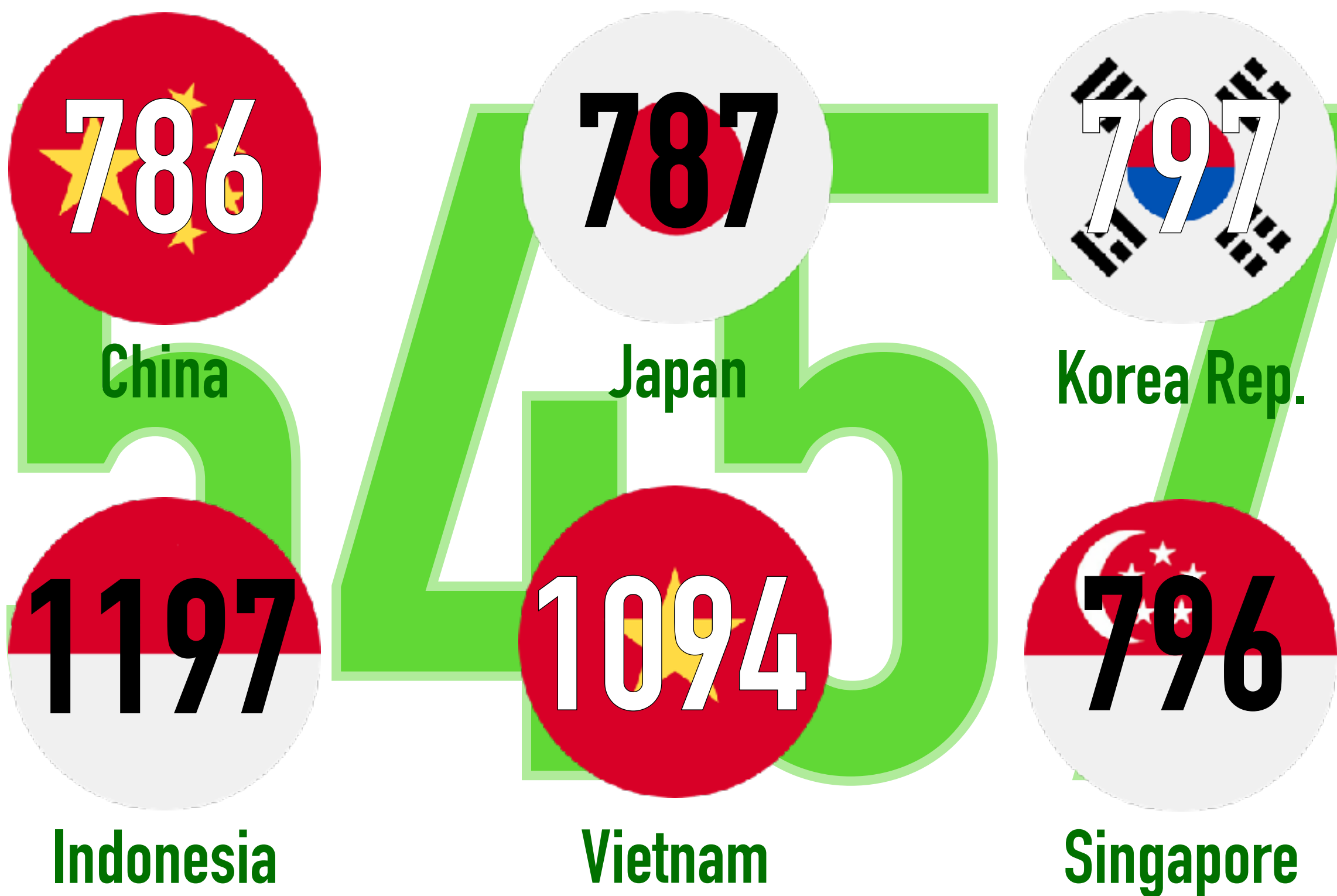


Peak year when most East Asians started to follow a European club



Occupation

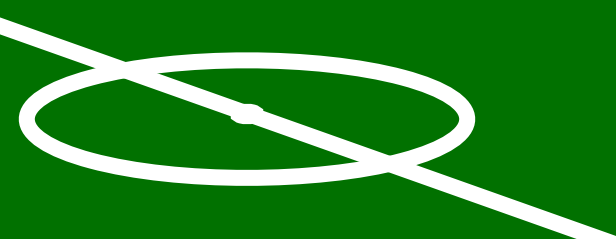




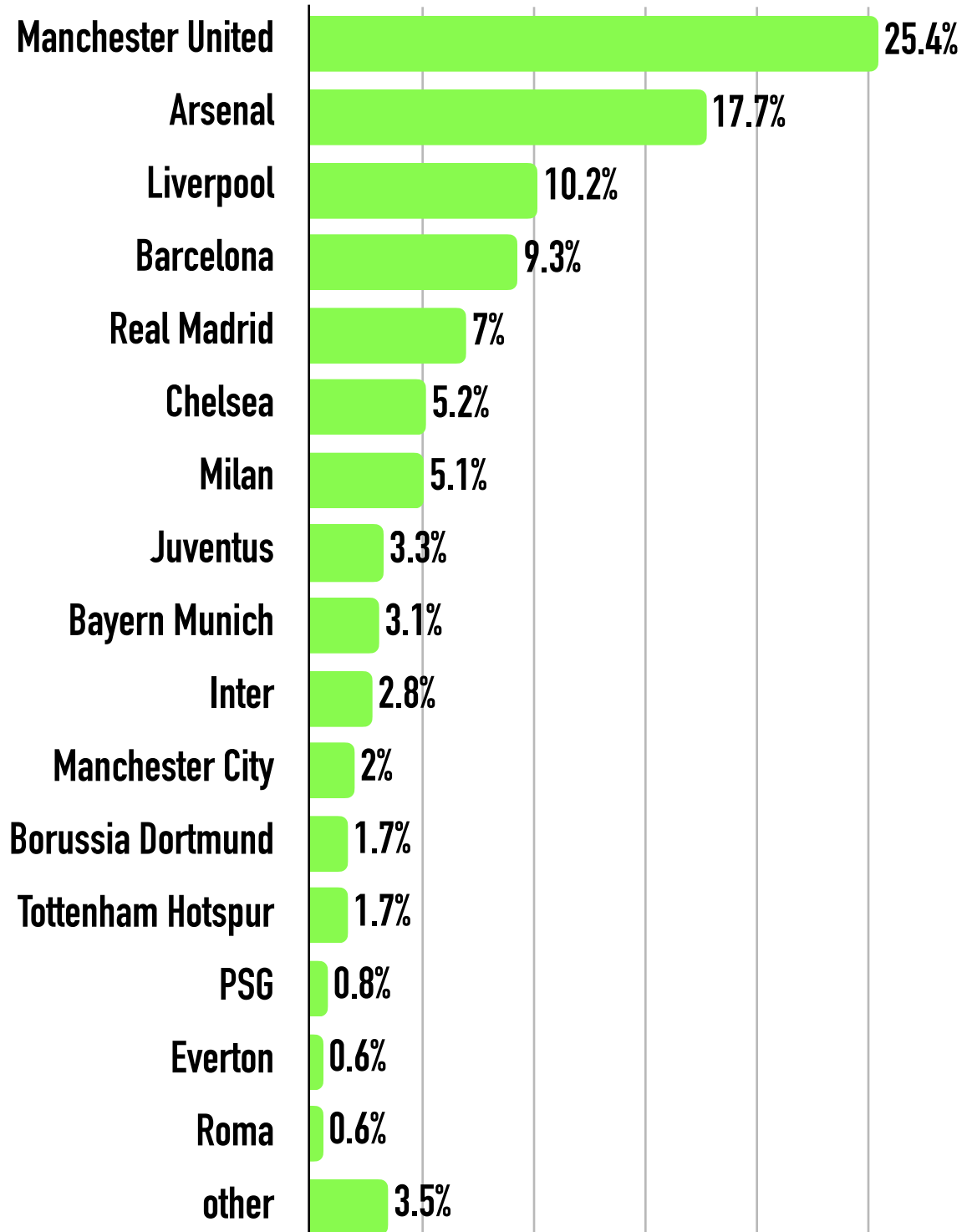
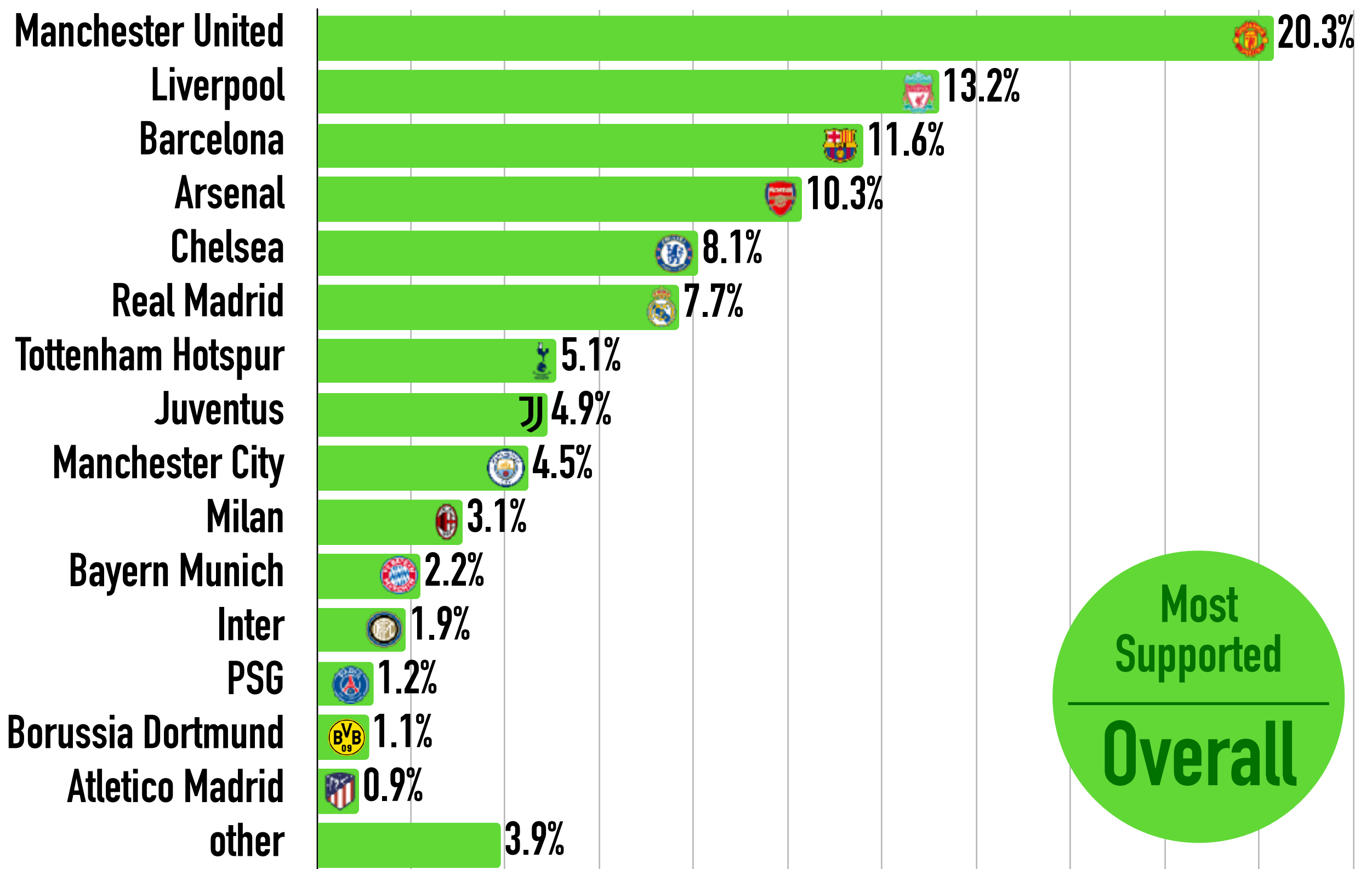




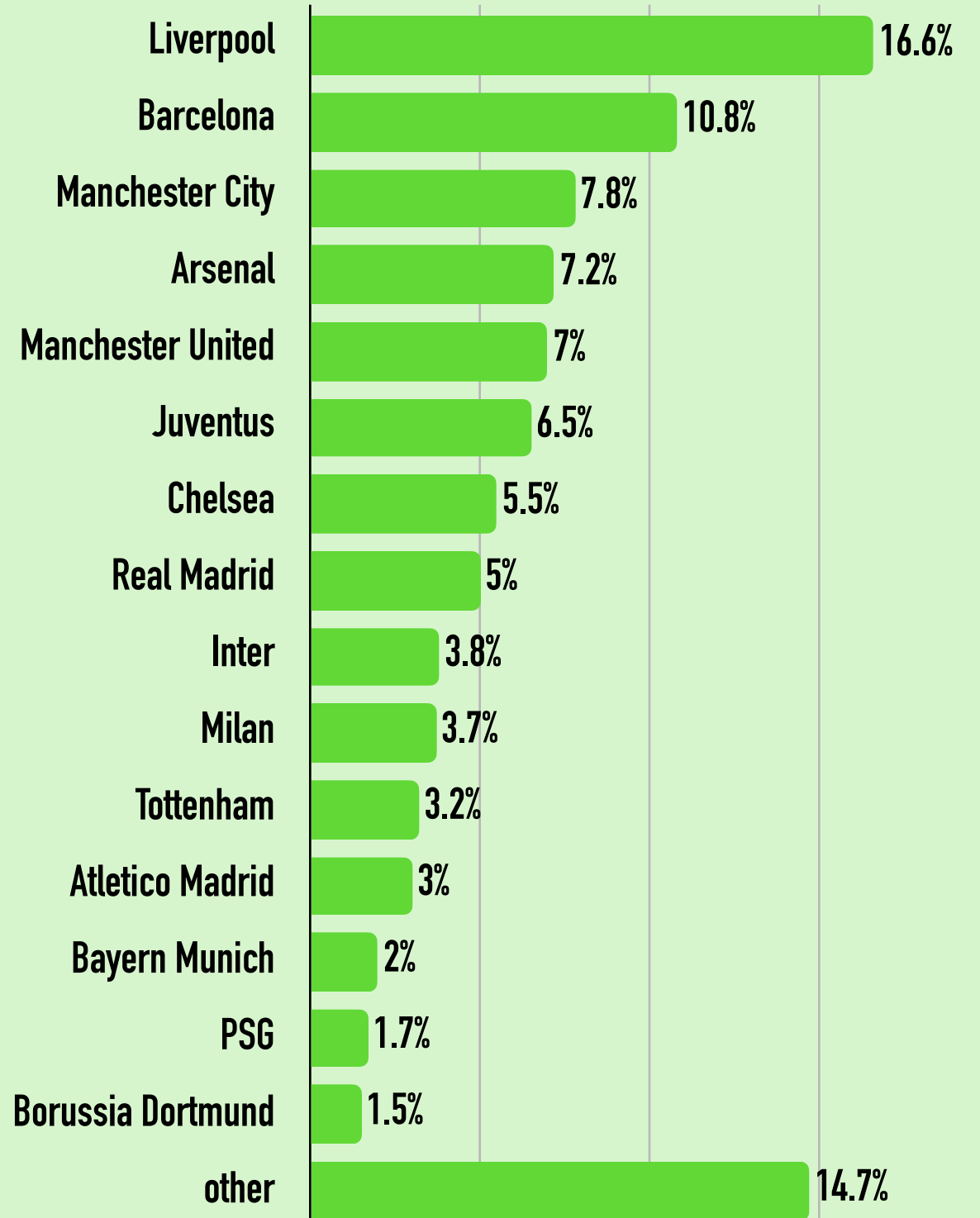
Supporting



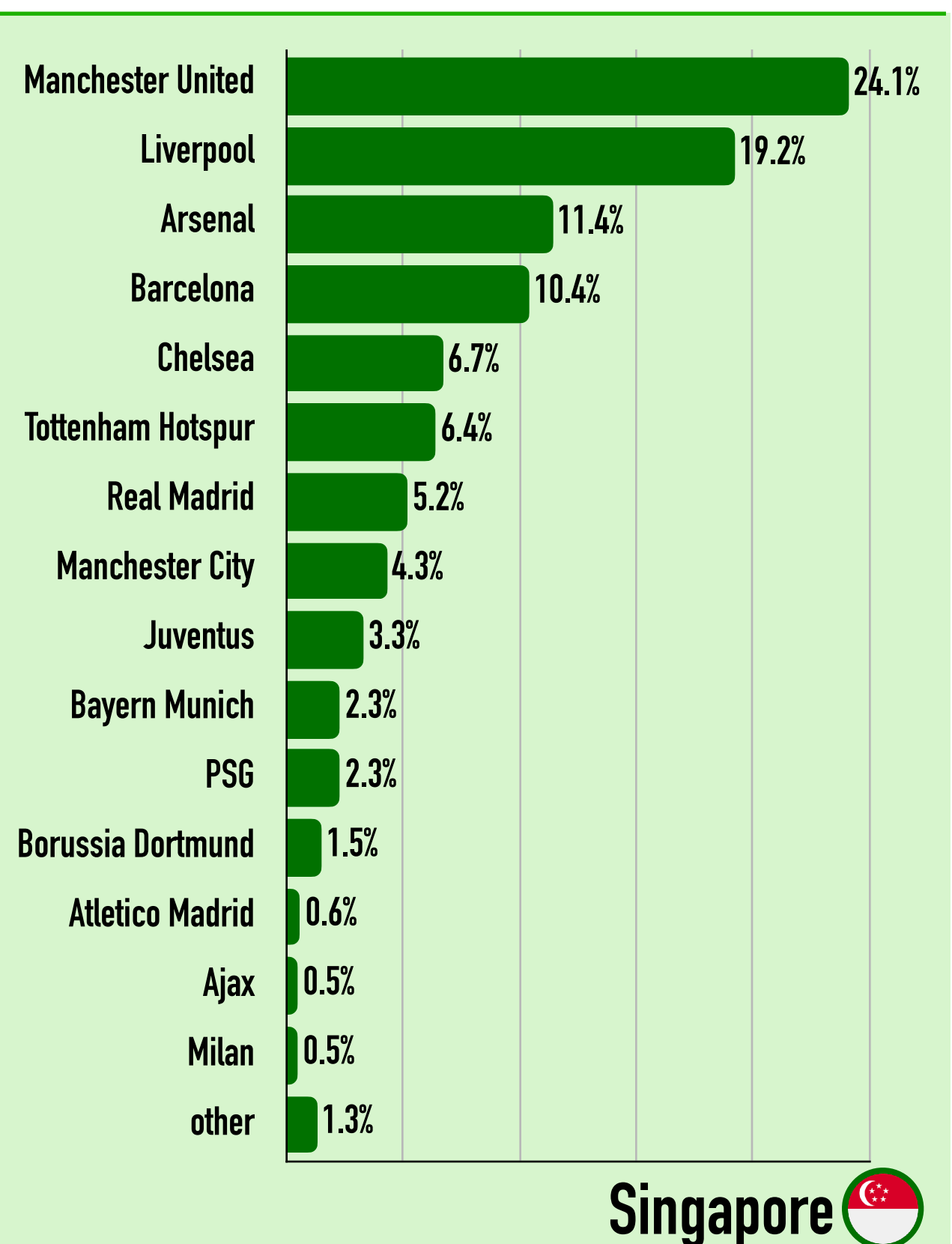
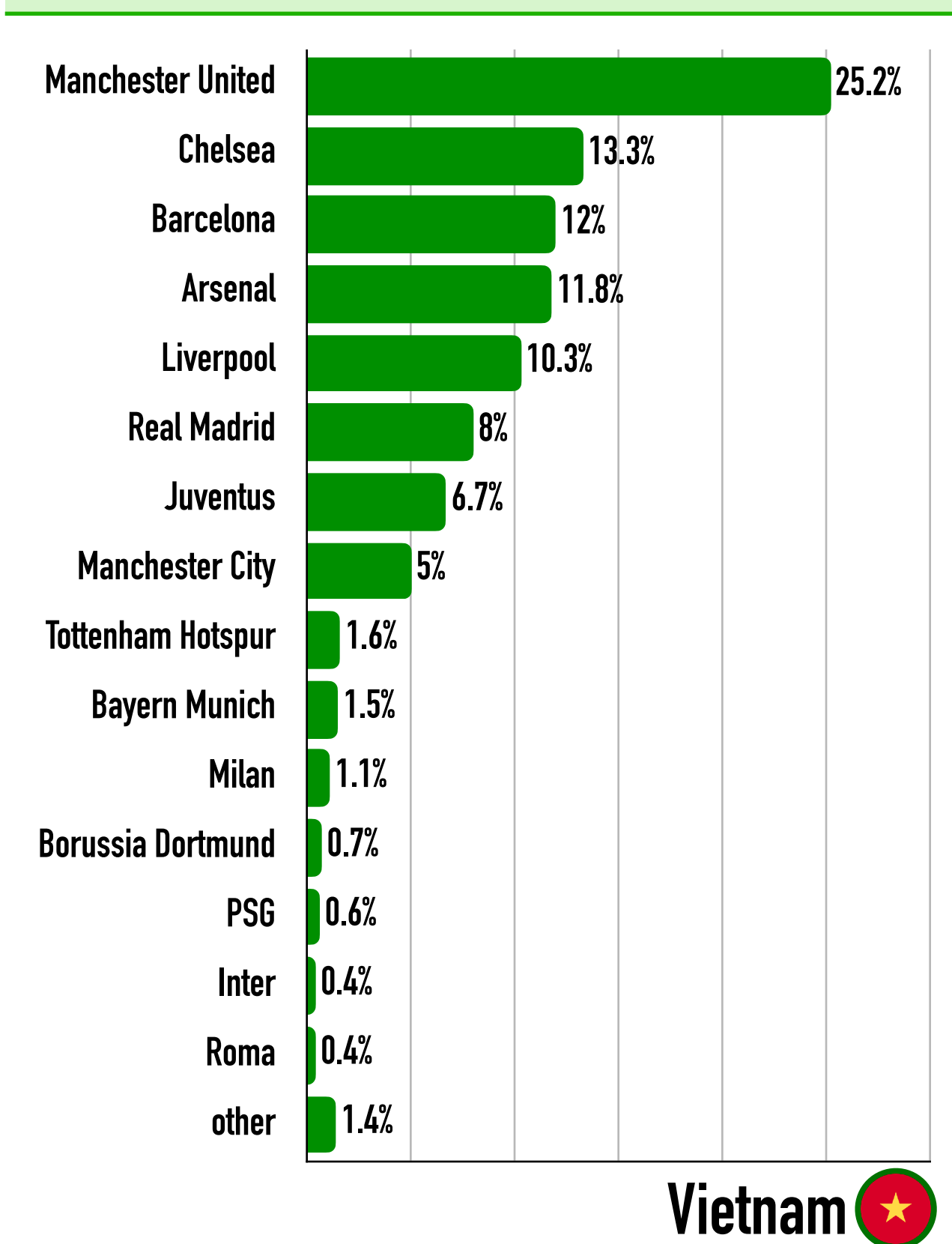
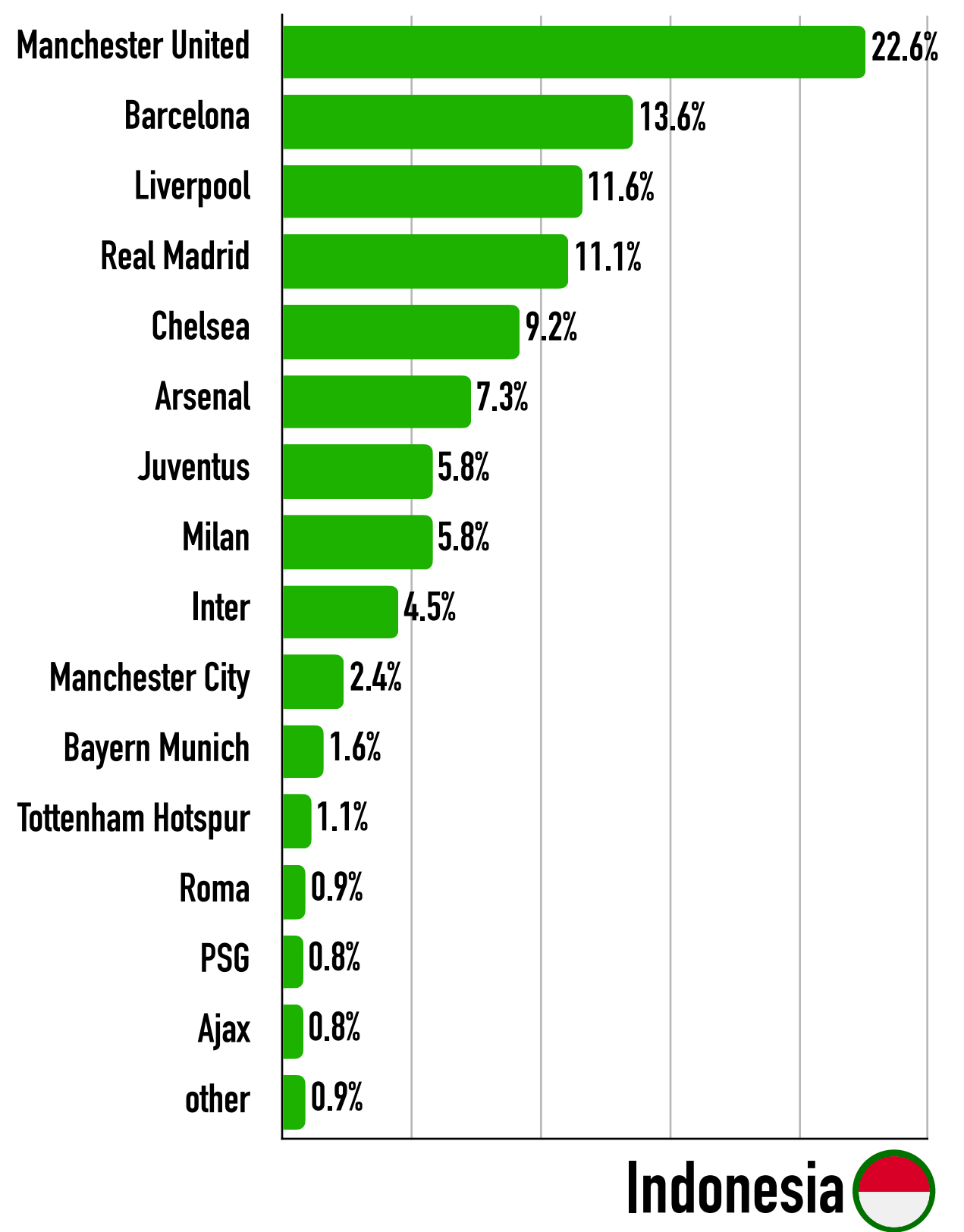
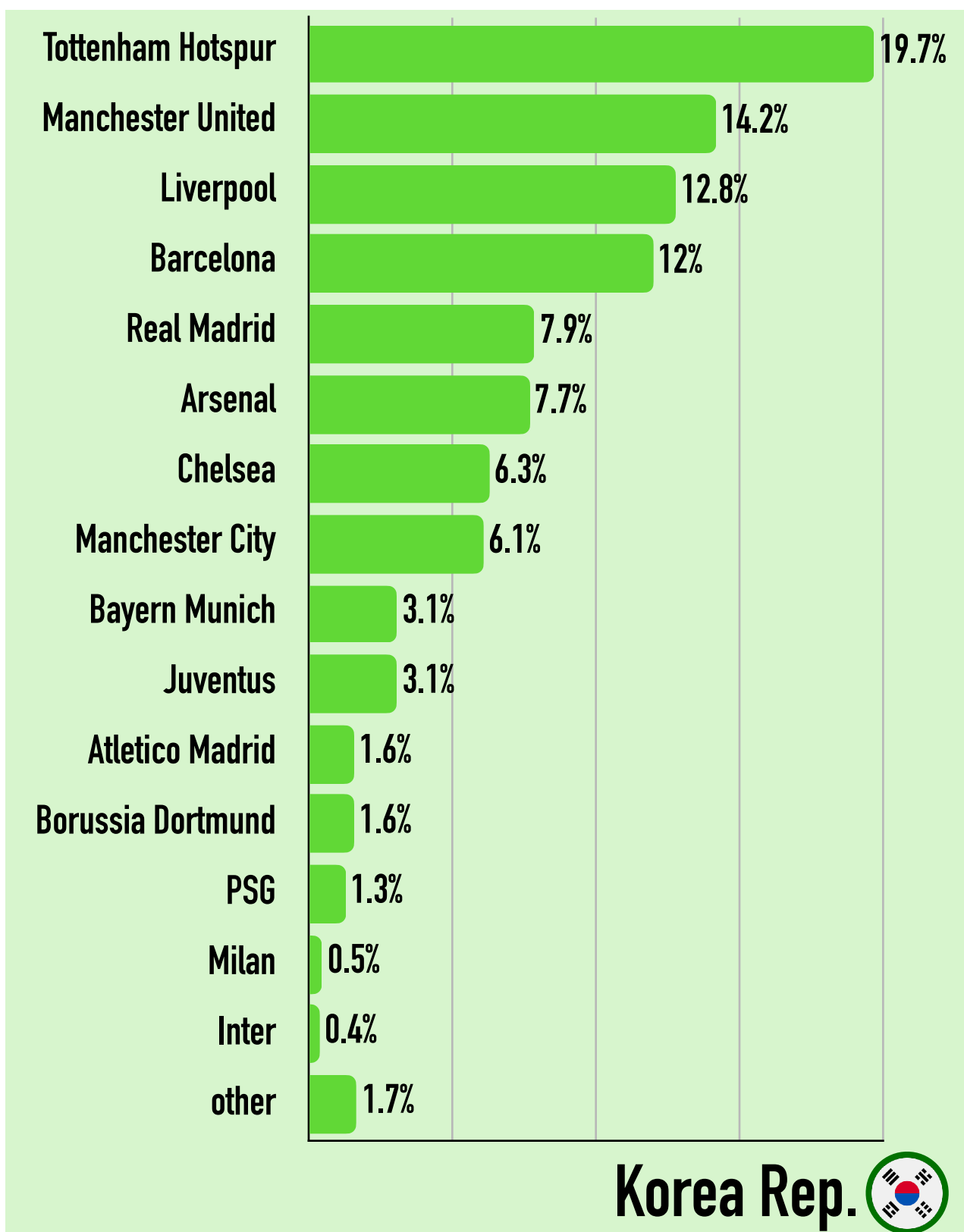
Most Supported Clubs in East Asia



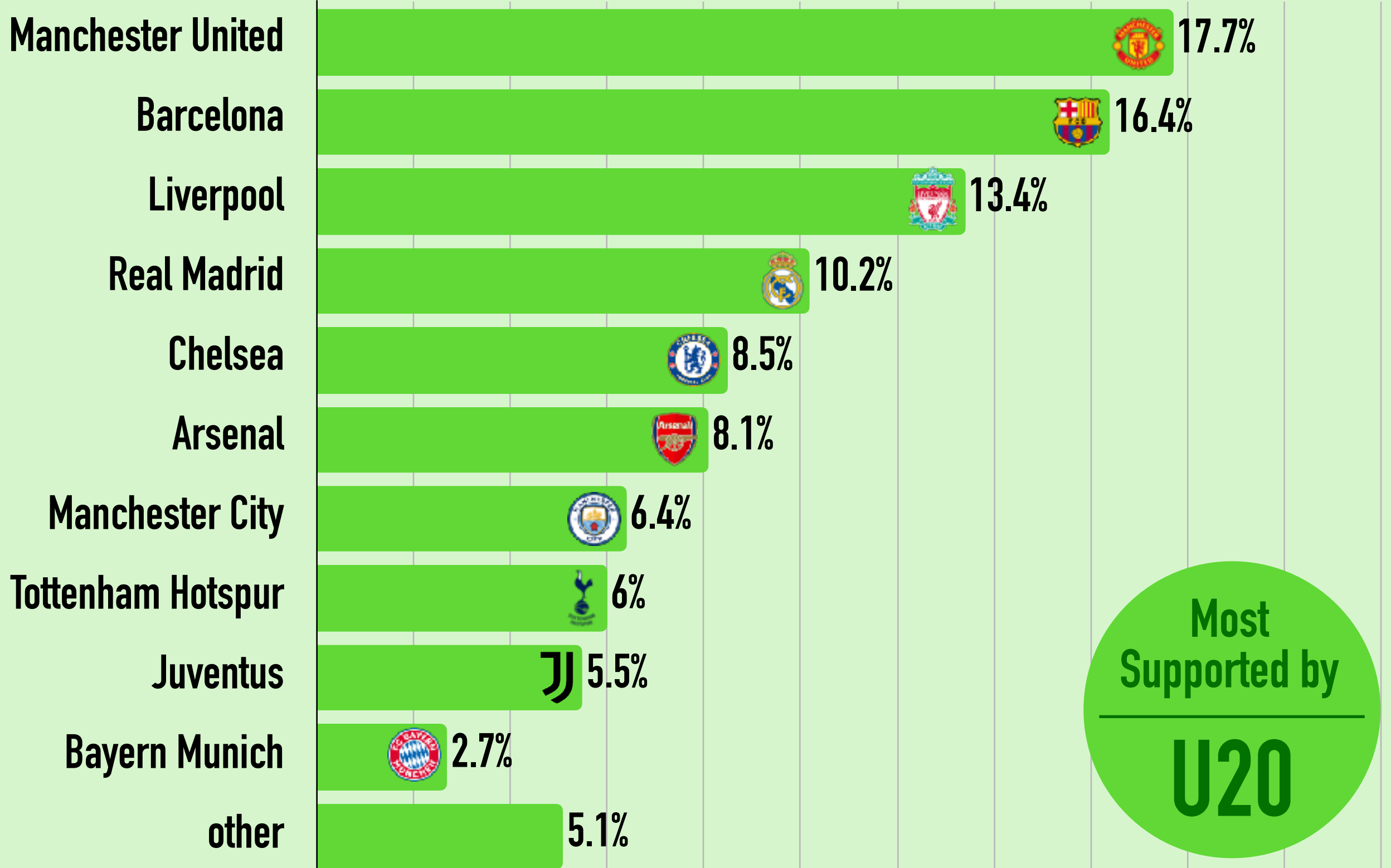
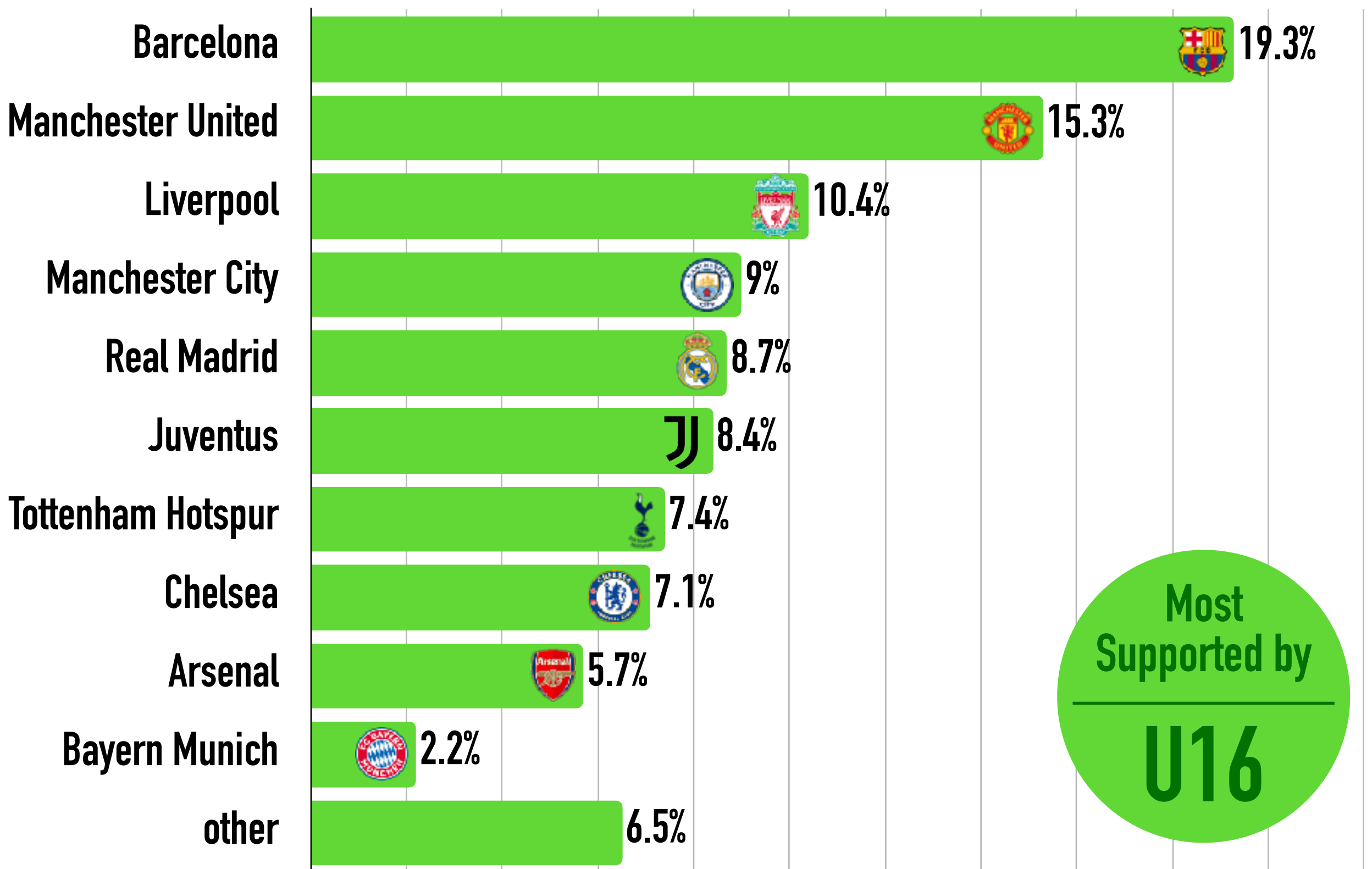
China 

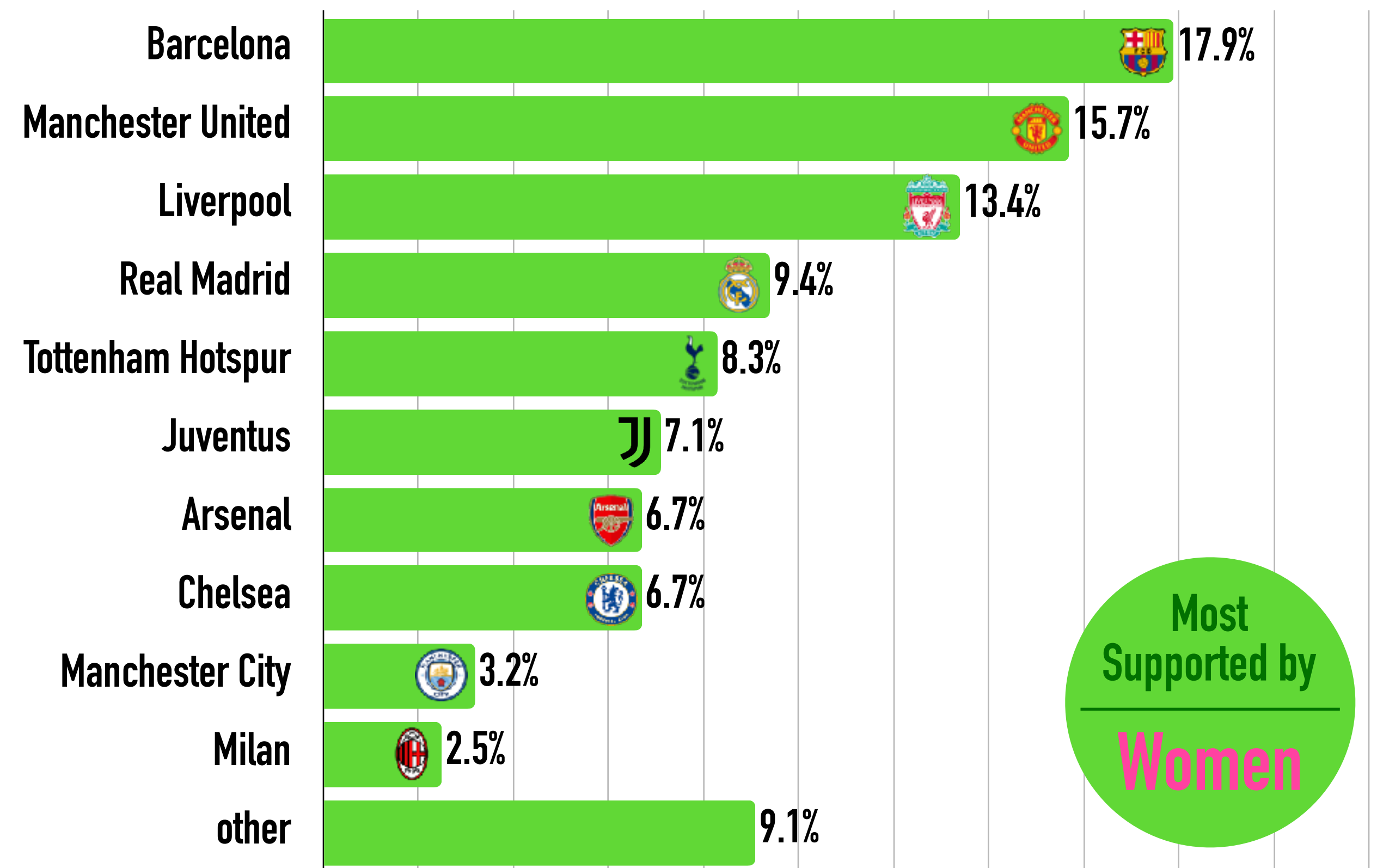
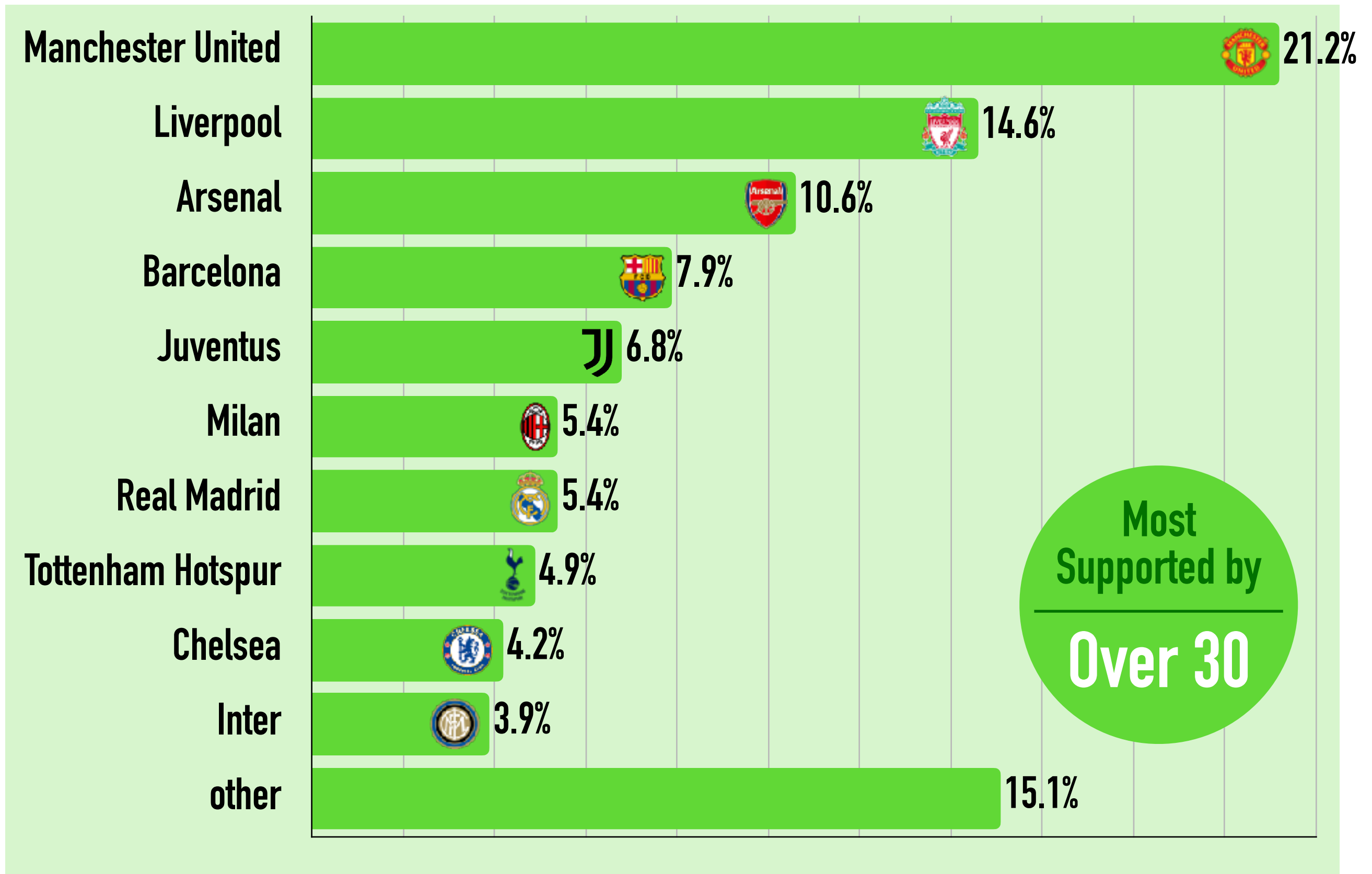


Japan 

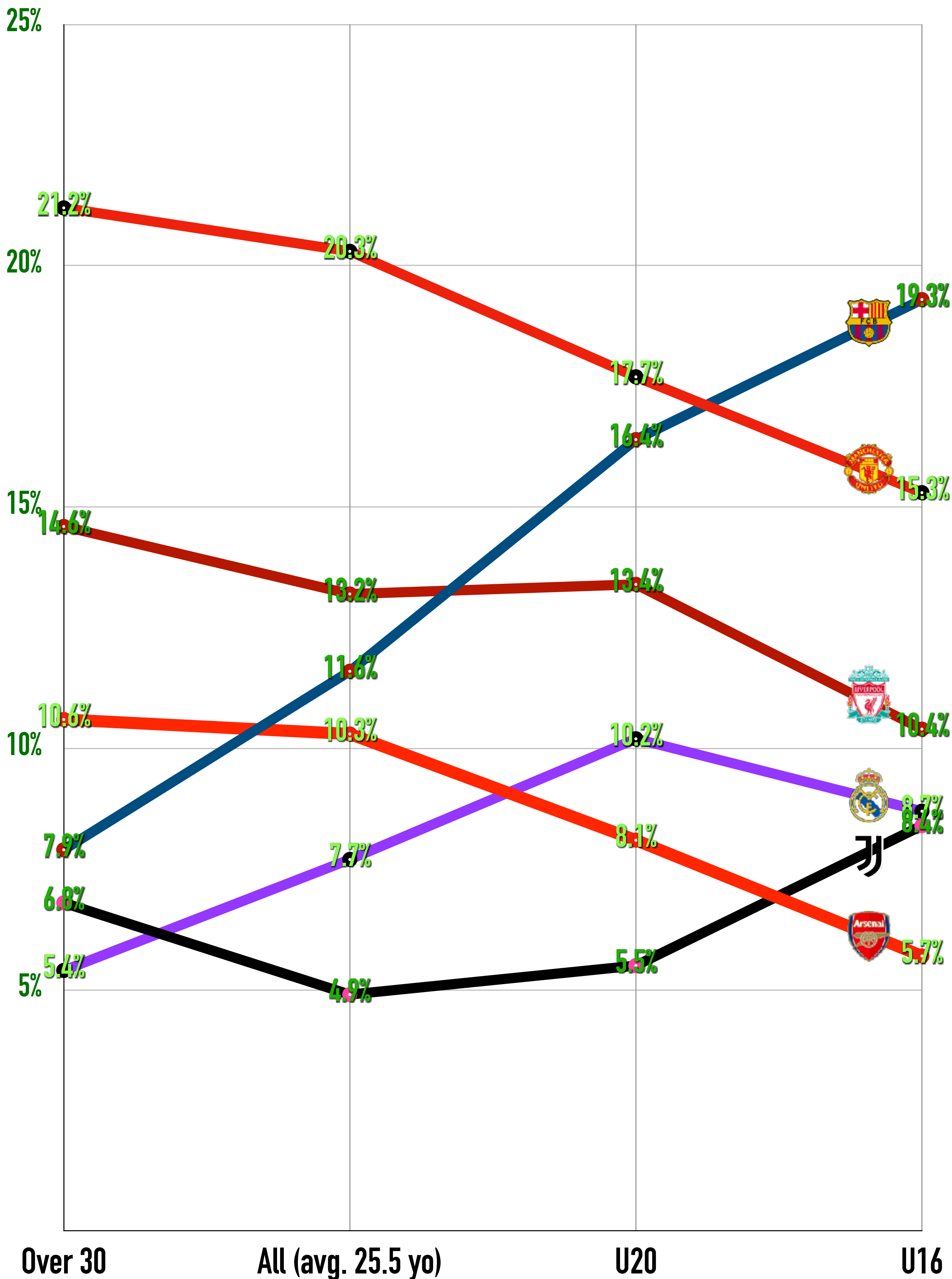


Most Supported by Age and Gender





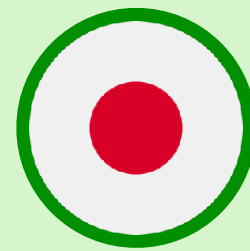
Trends by Age



Top 3 Favourite Clubs by Country



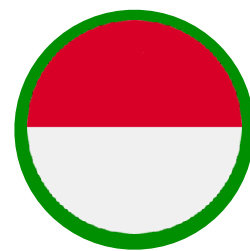
China



Japan



Korea Rep.



Indonesia



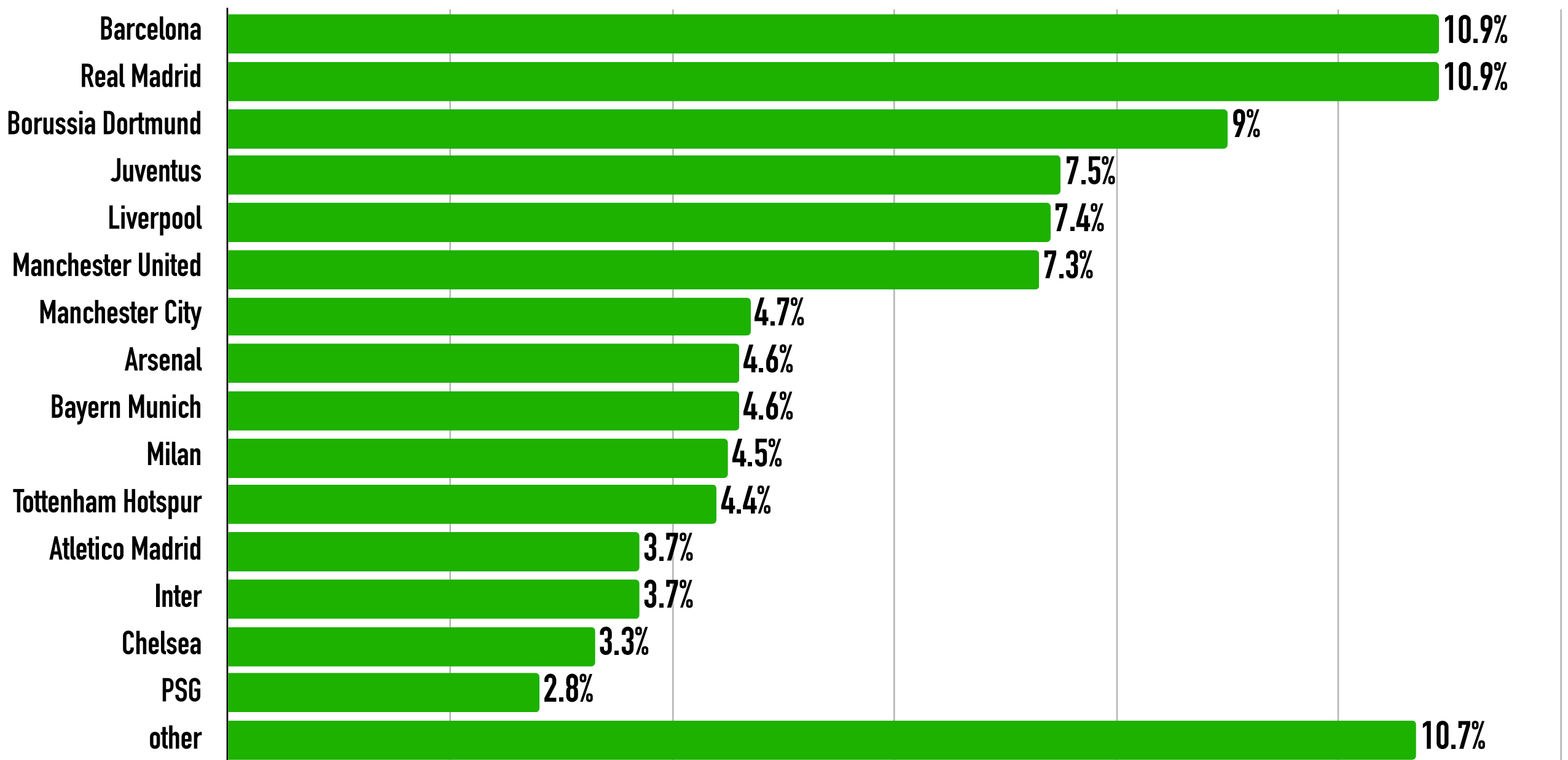
Vietnam



Singapore



Other Favourite Clubs



42.1%

of East Asian fans support a second club

21%

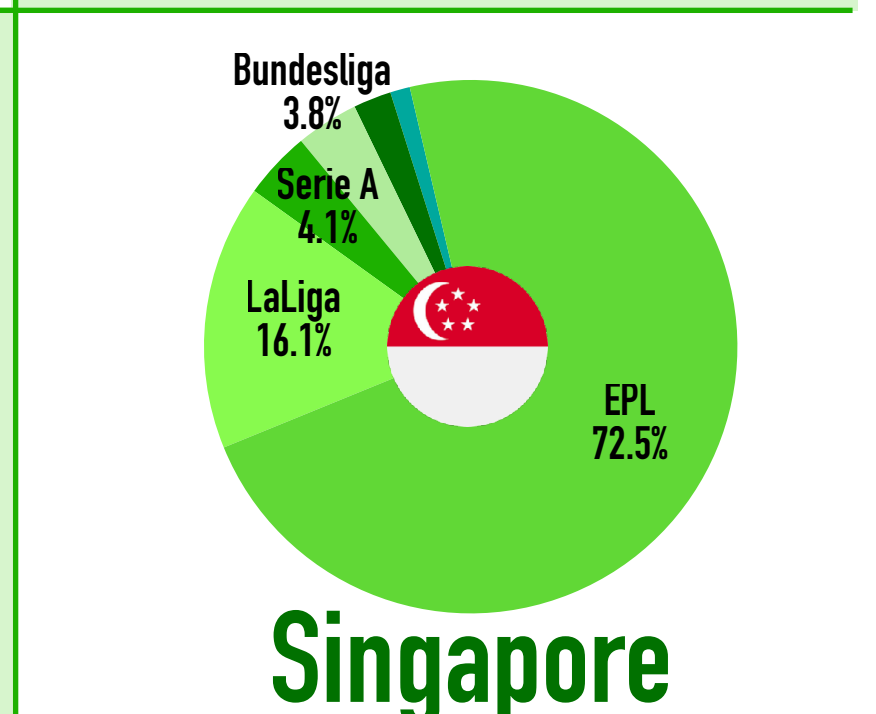
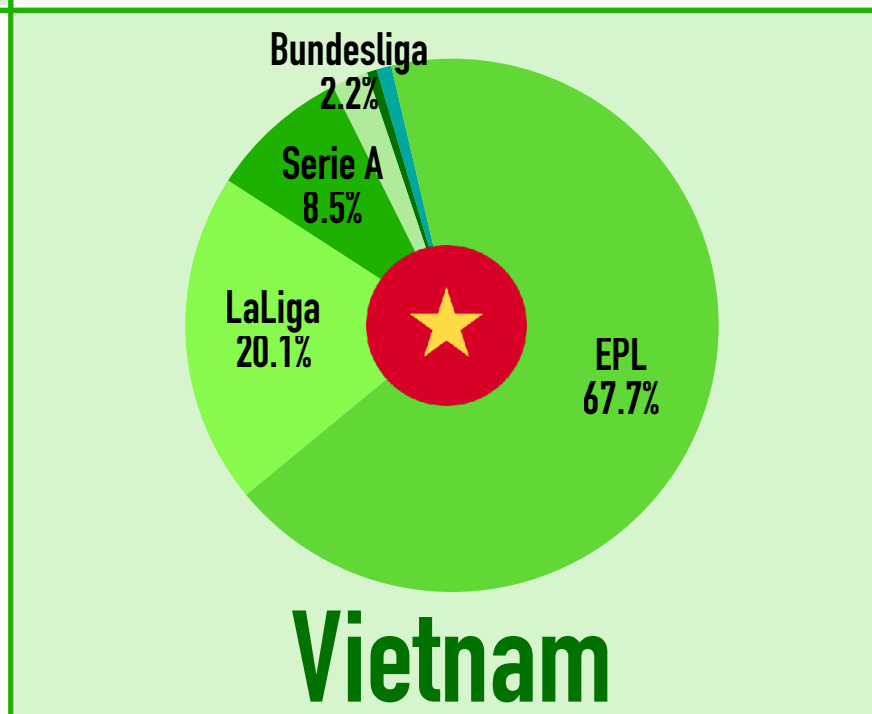
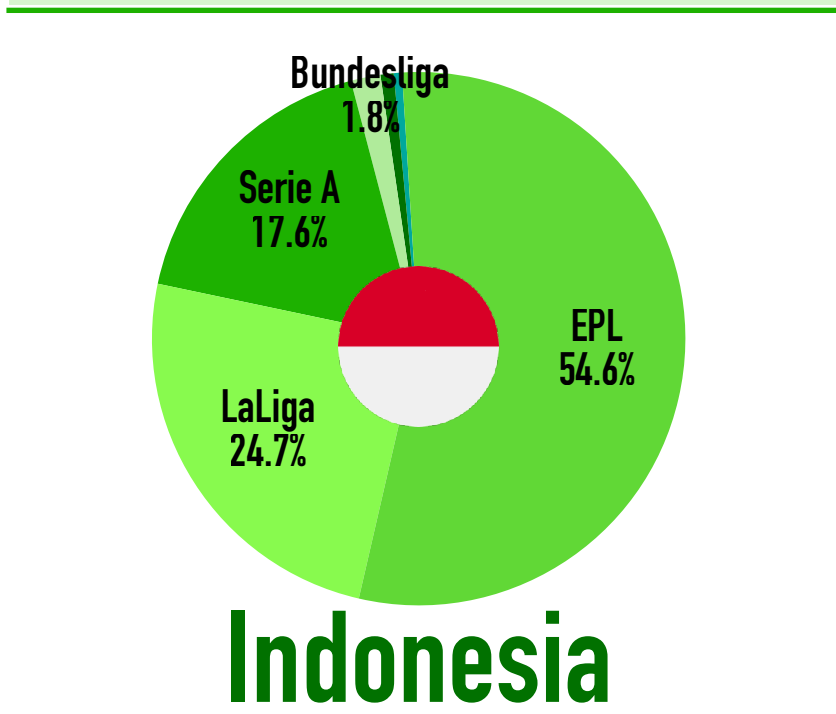
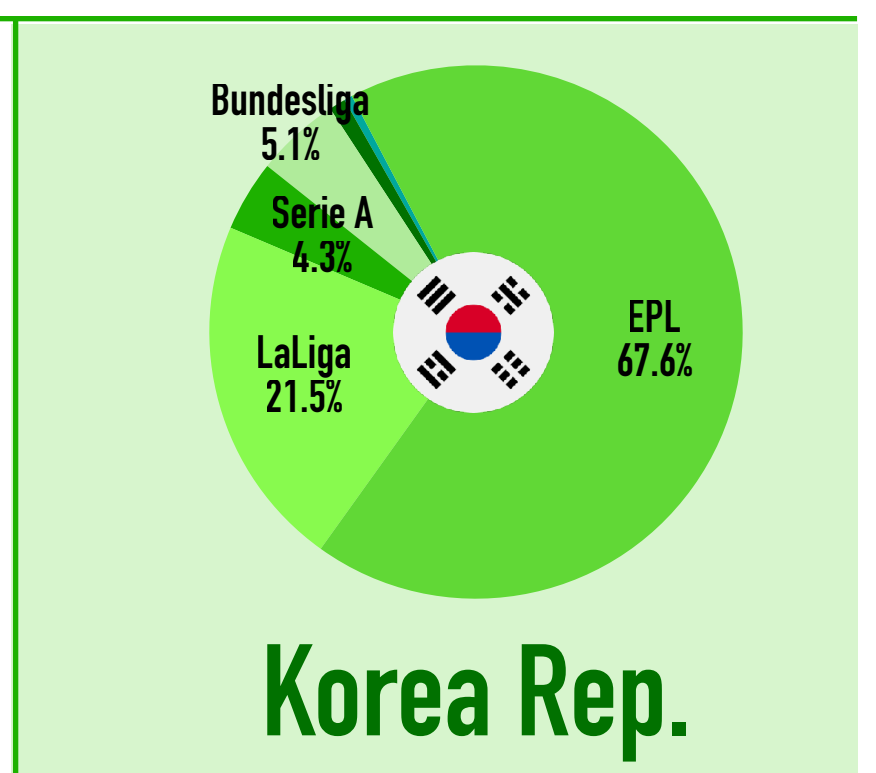
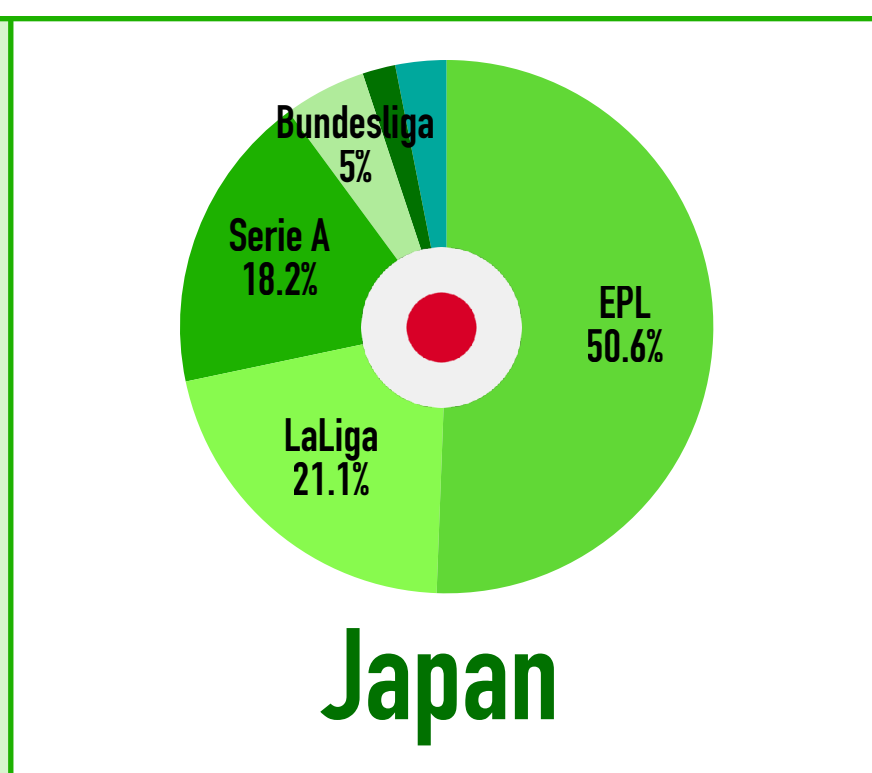
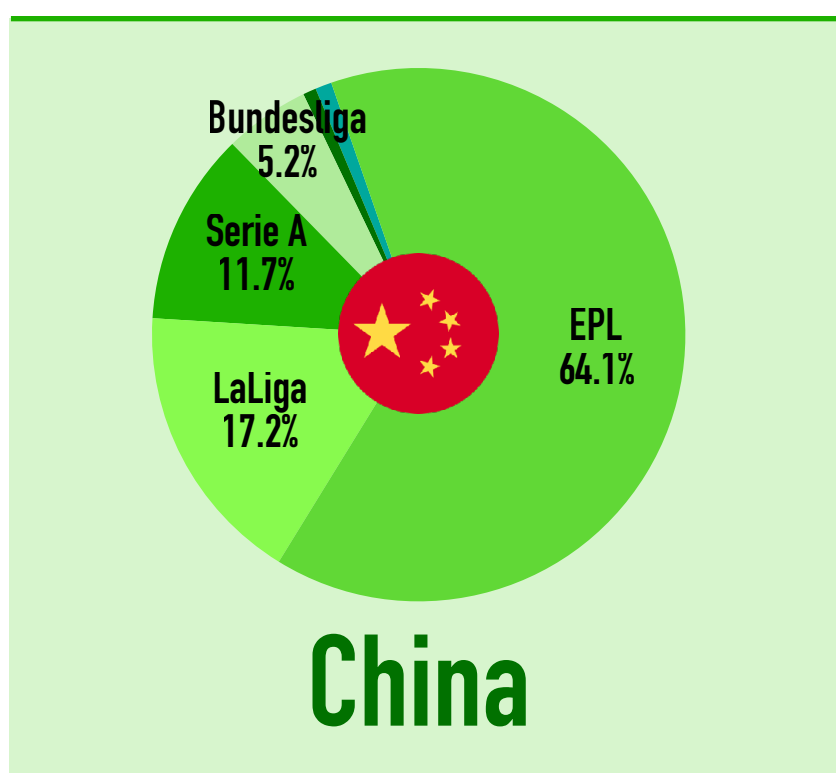
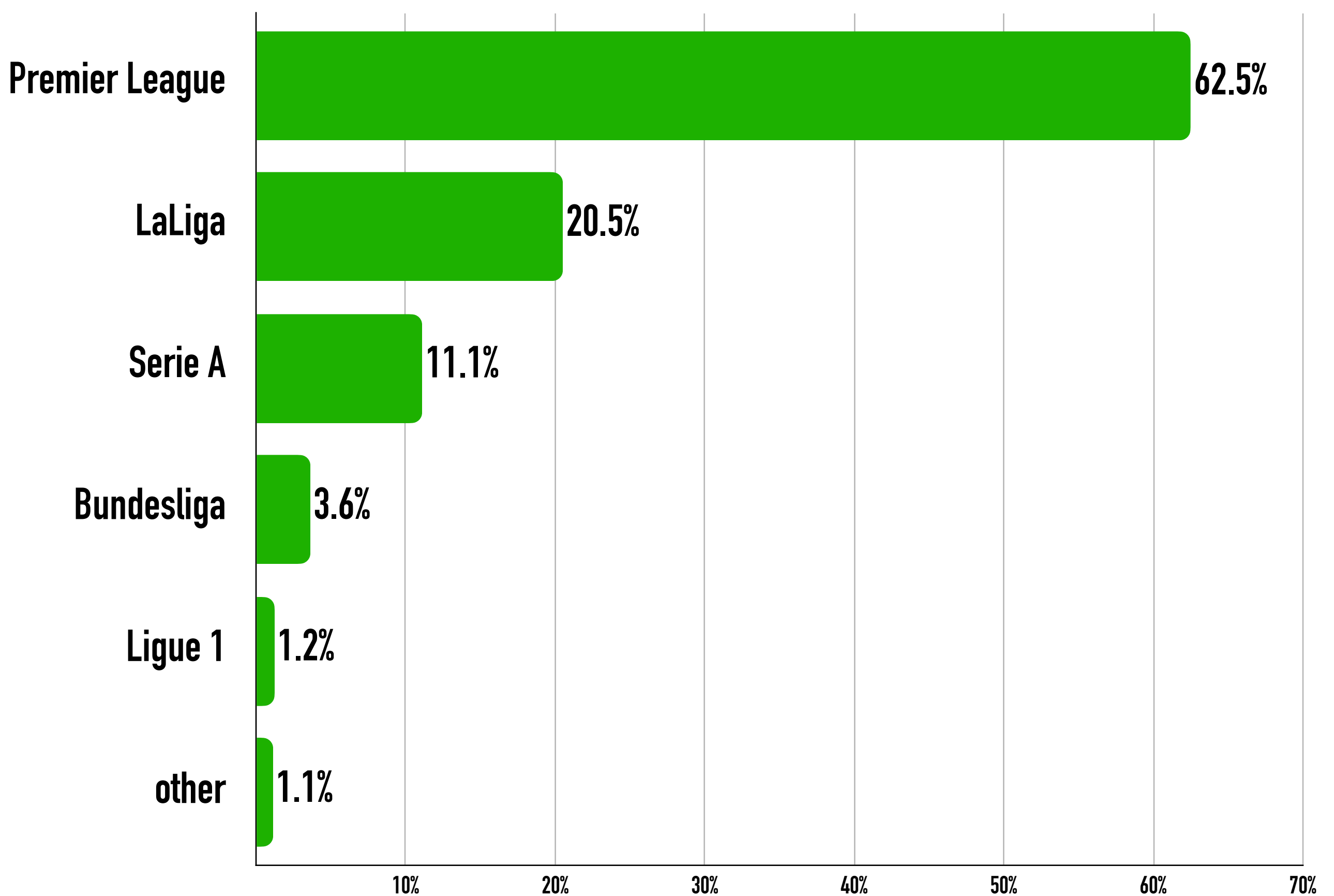
of East Asian fans support a second and a third club

11.6%

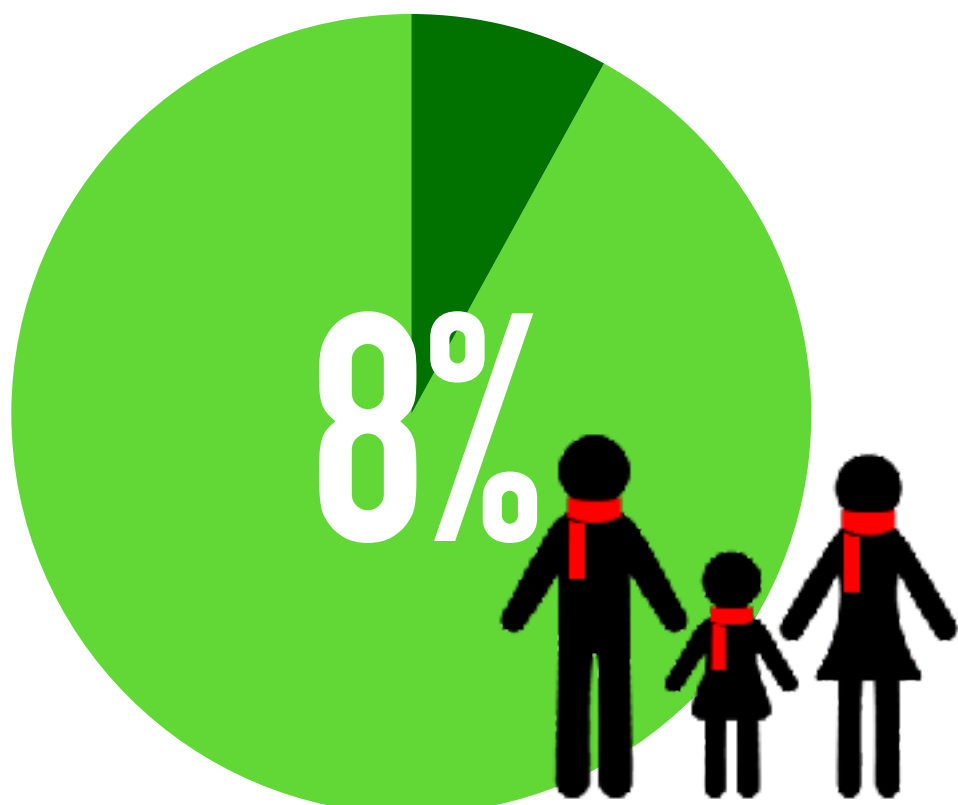
of East Asian fans support a second, a third and a fourth club



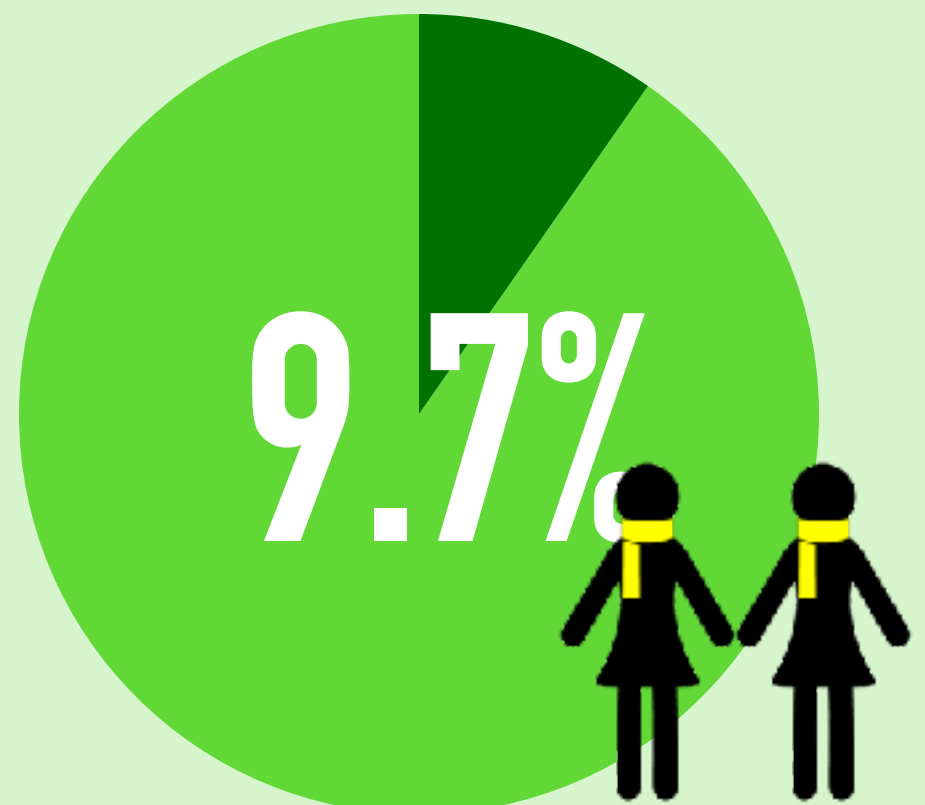
Most Supported League (by Club)



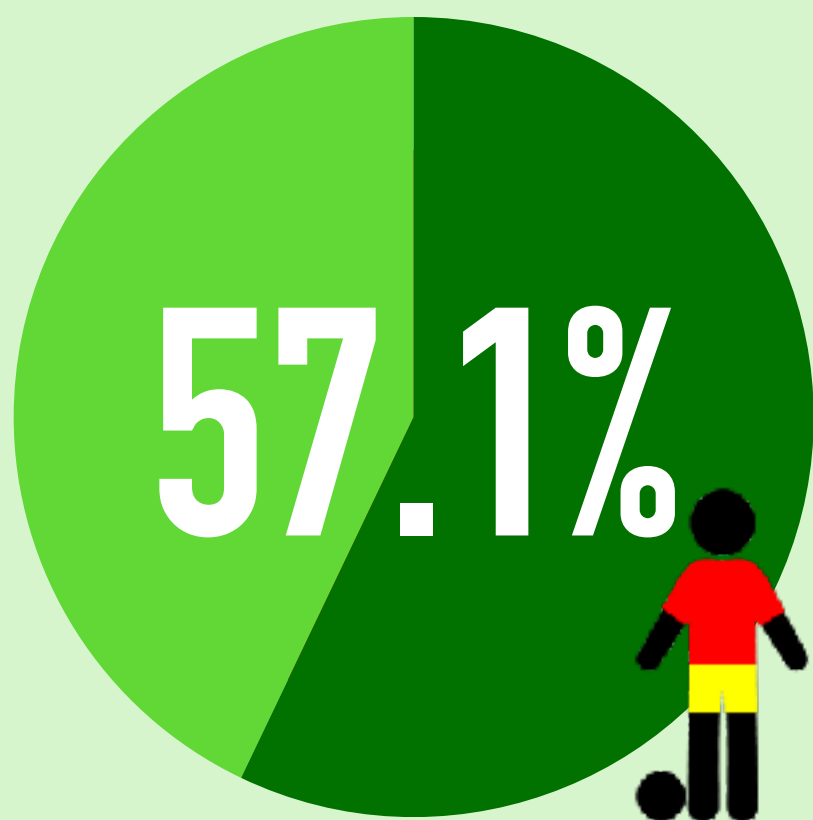
Reasons for Supporting a European Club



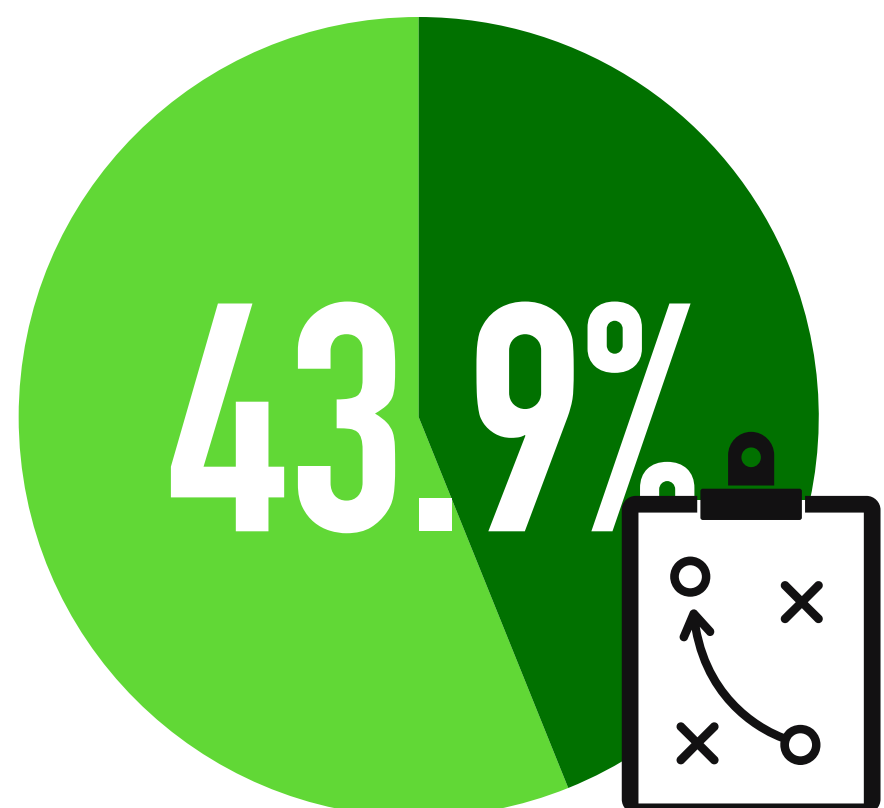
Family



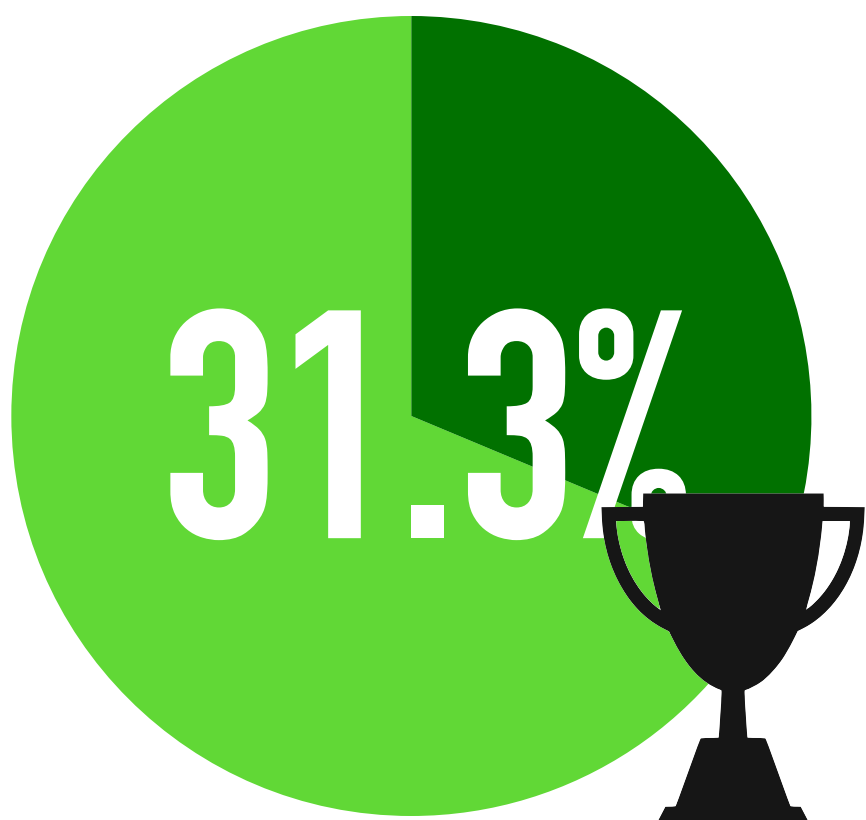
Friends



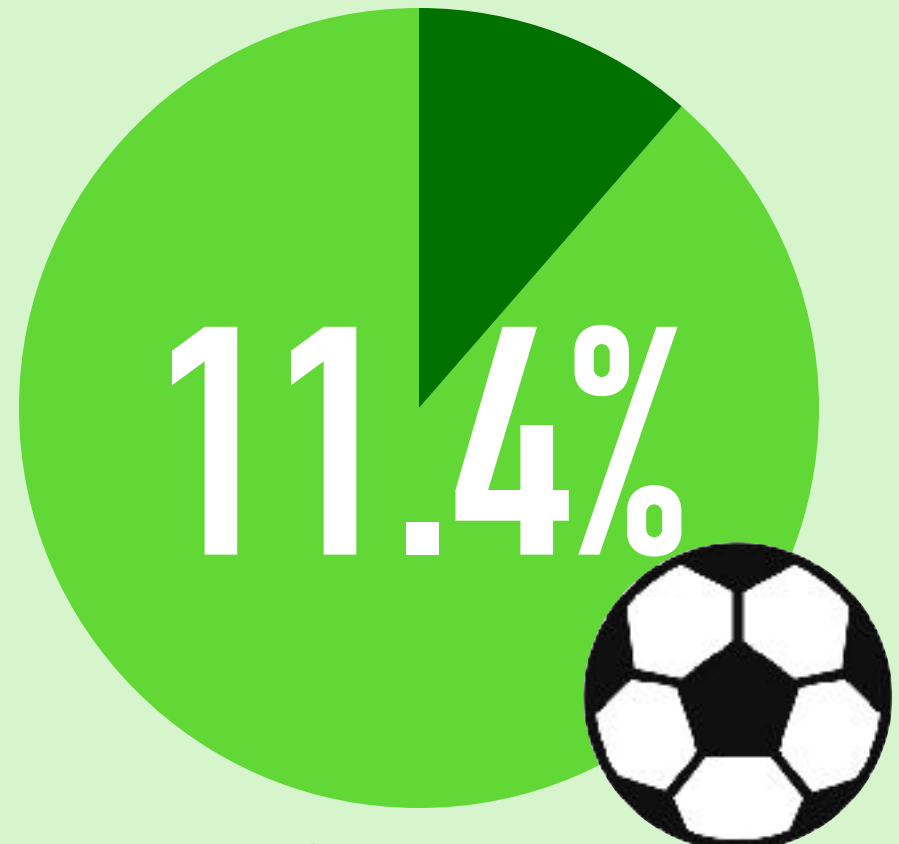
Player or Manager



Playstyle



History



Other

*Respondents could give multiple answers



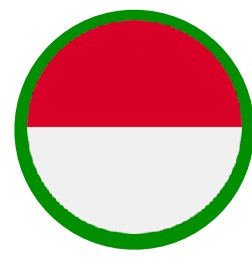
China



Japan



Korea Rep.



Indonesia



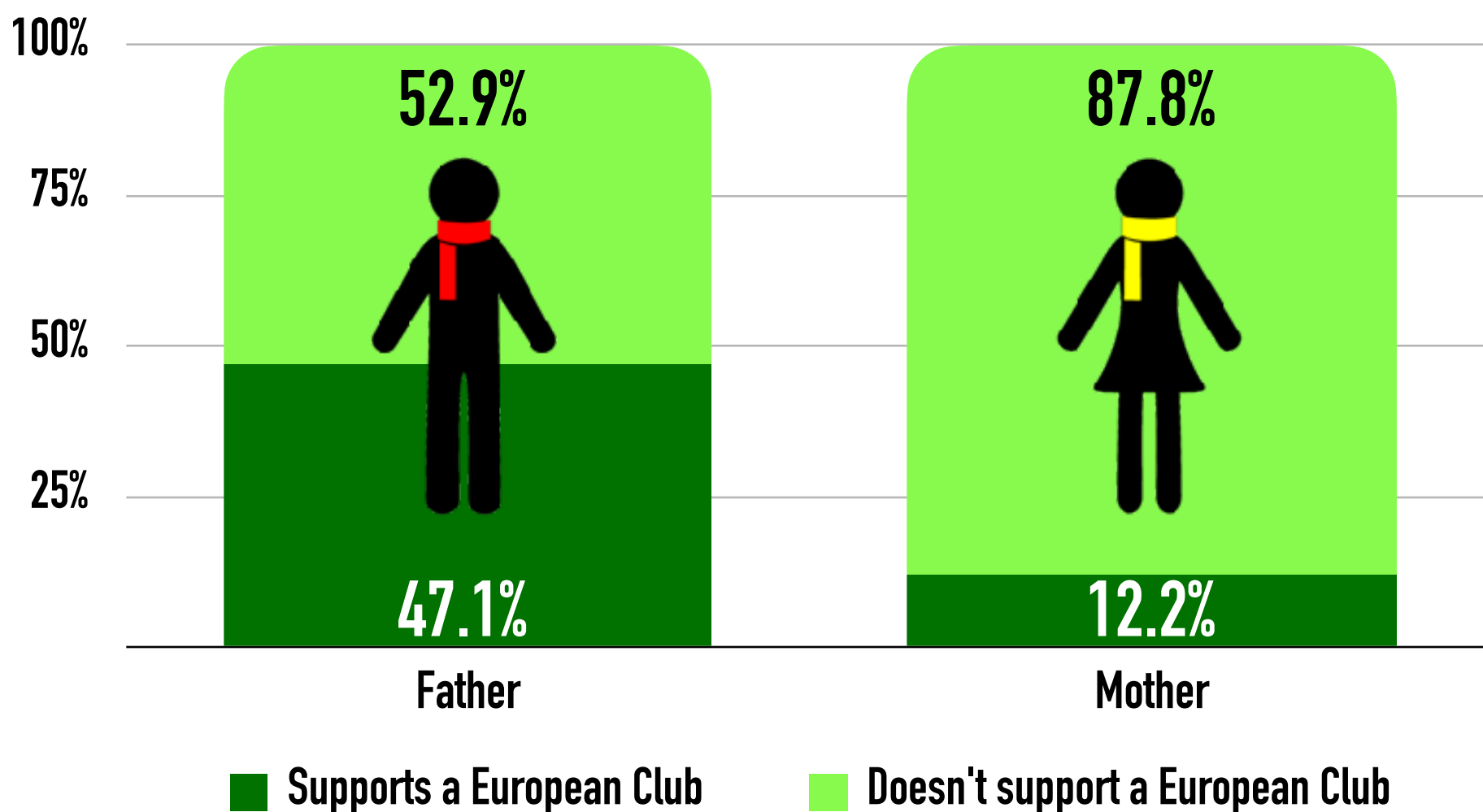
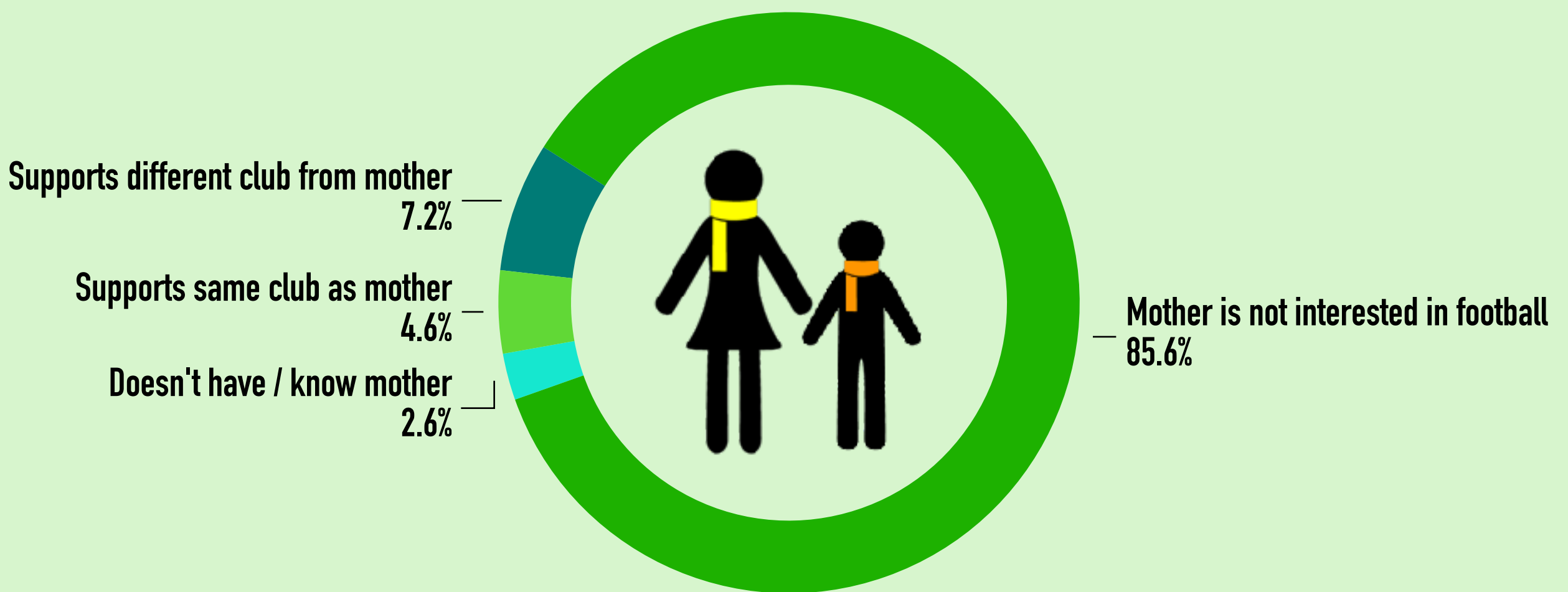
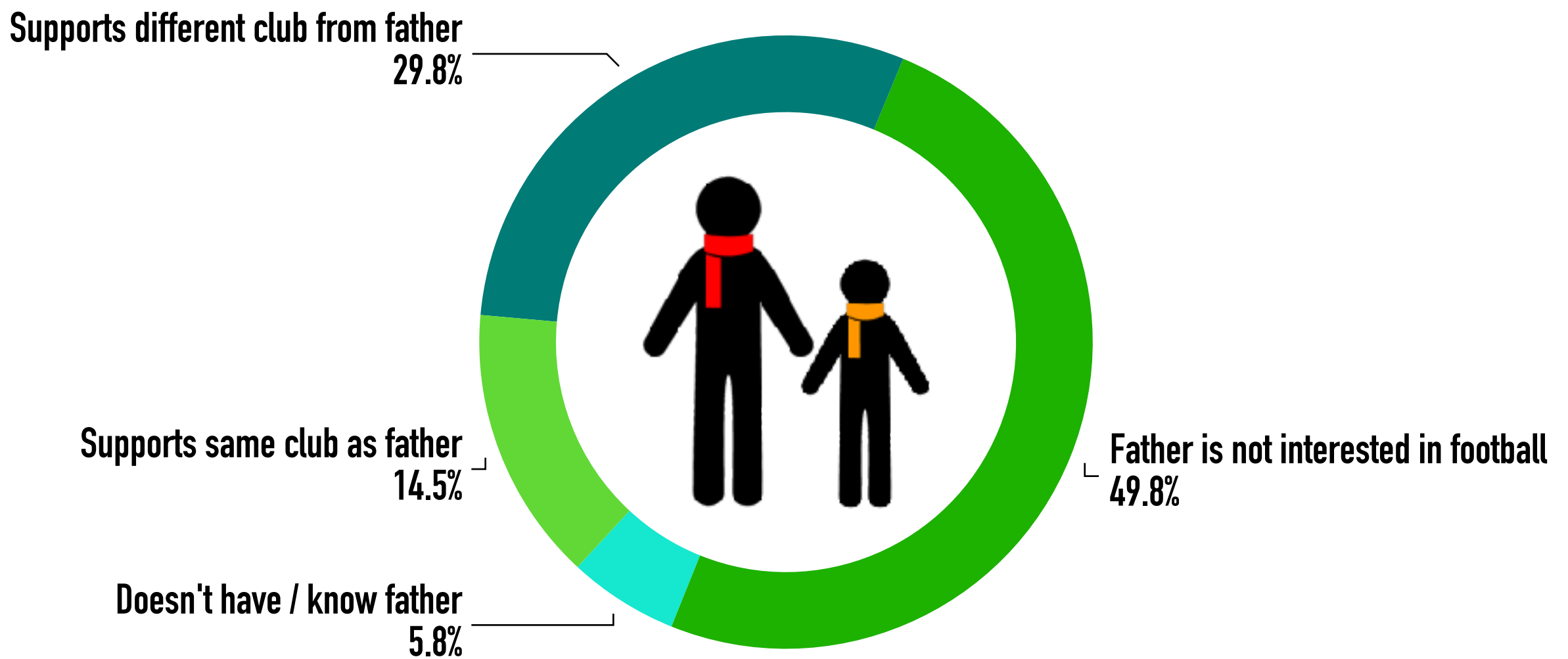
Vietnam

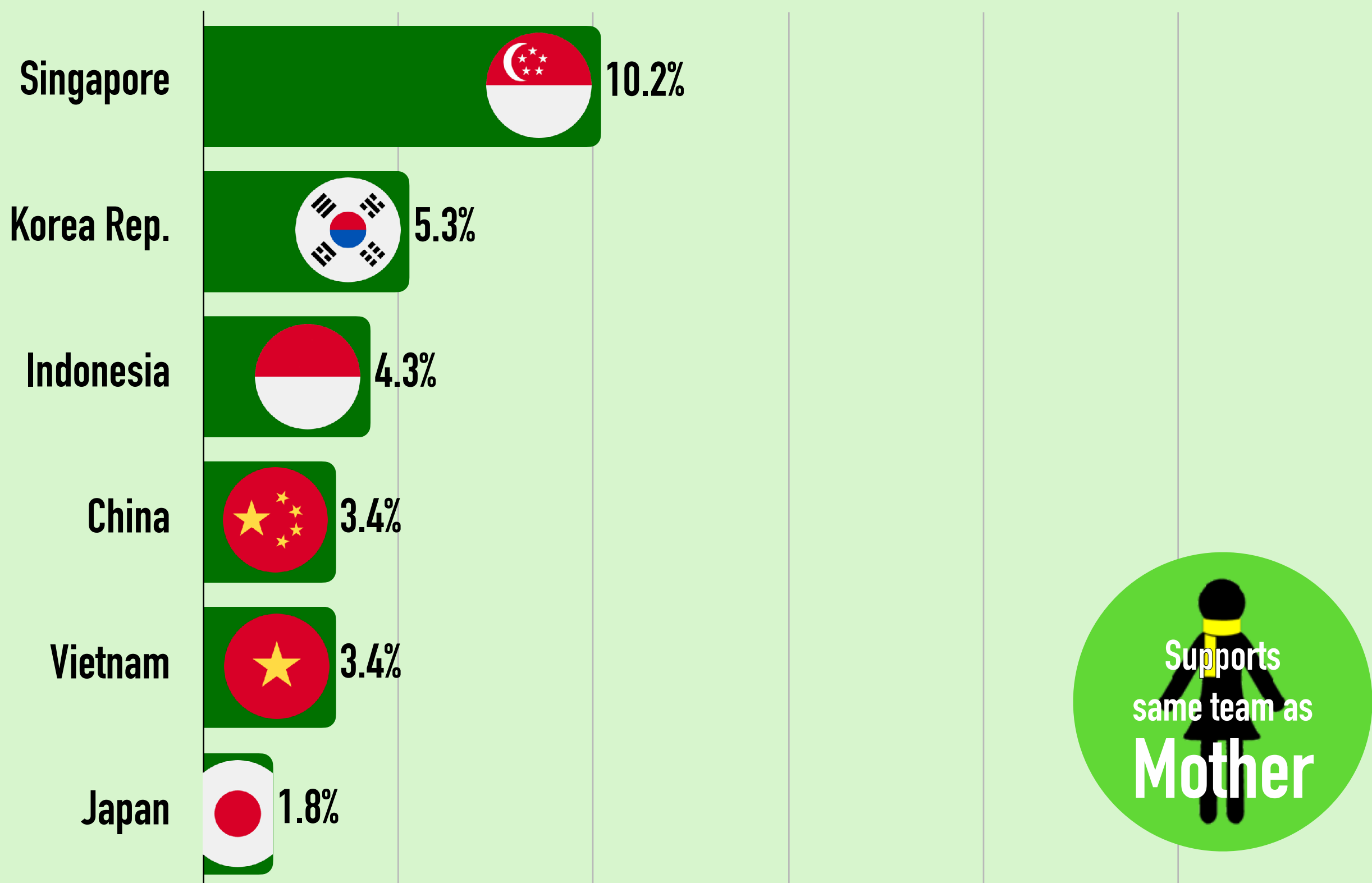
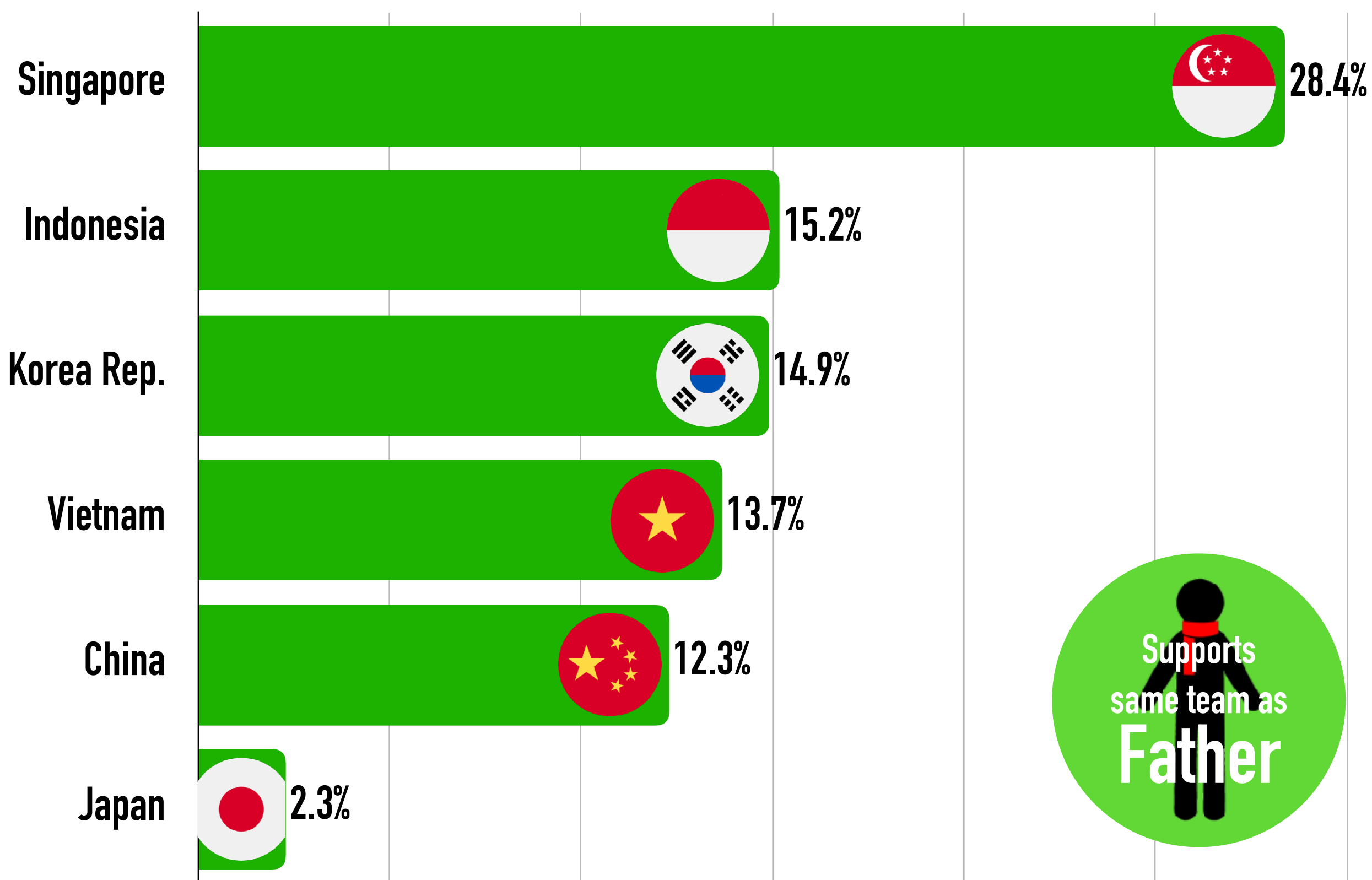


Singapore



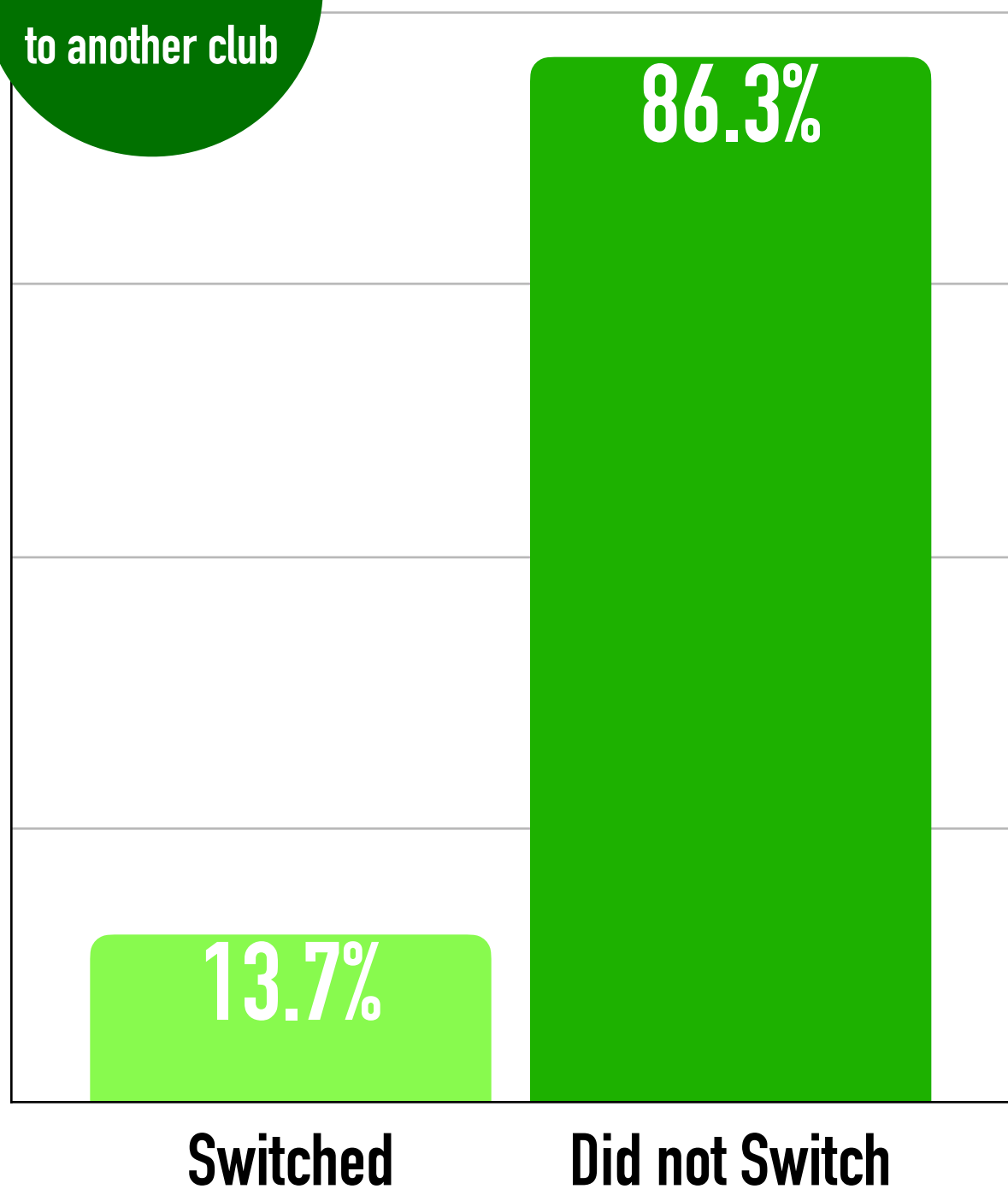
Influence of Parents



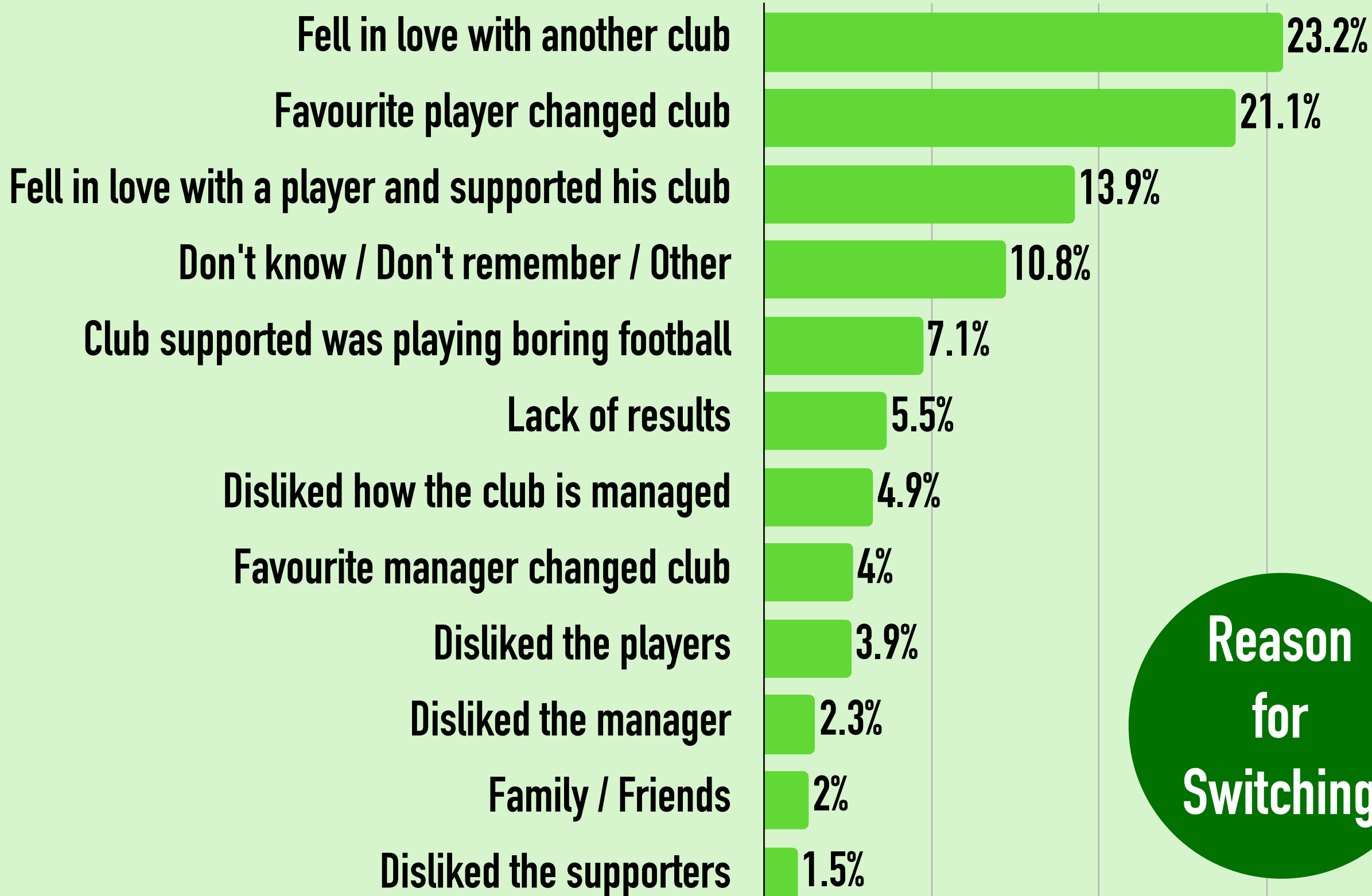
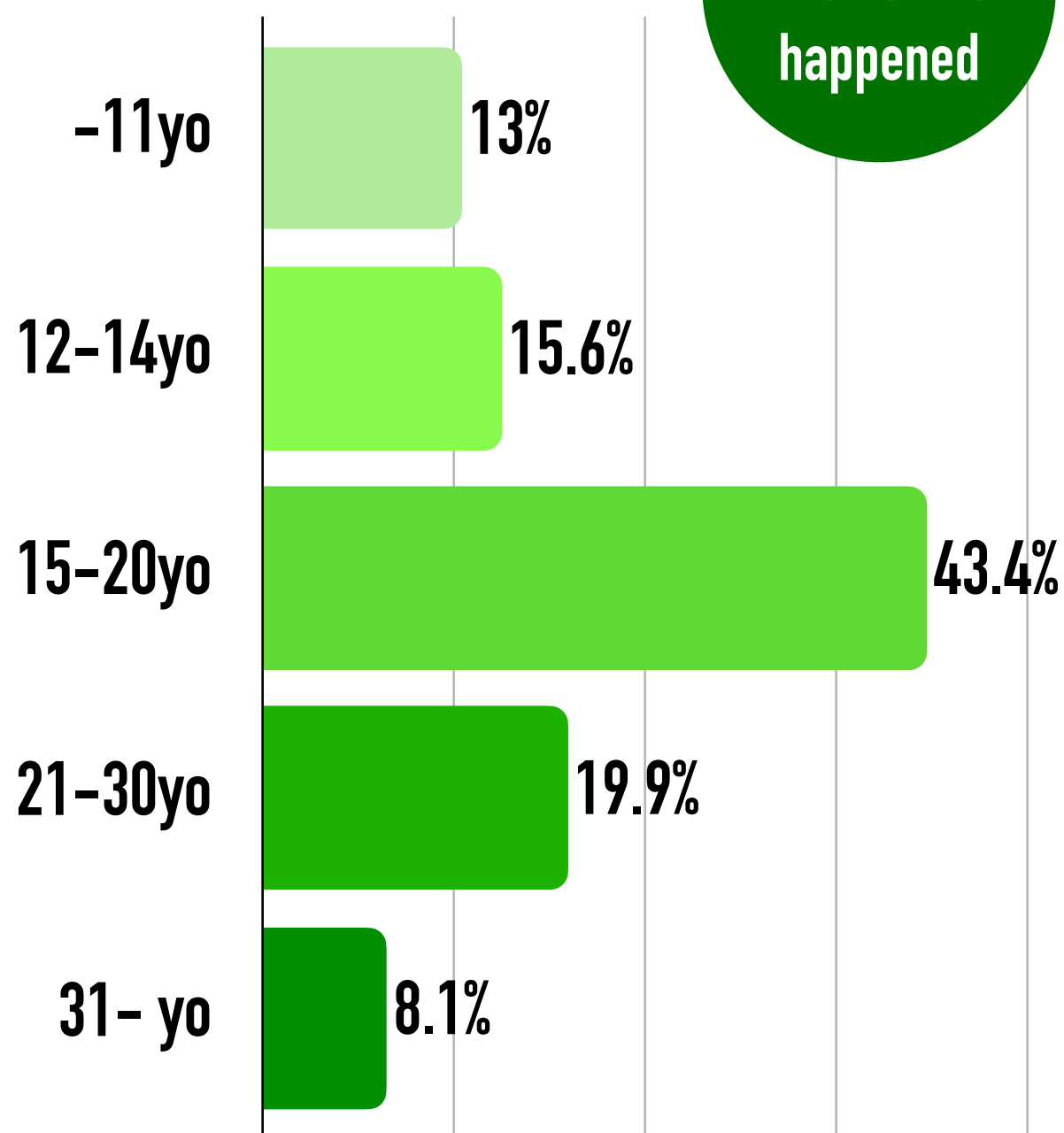


Switching Club

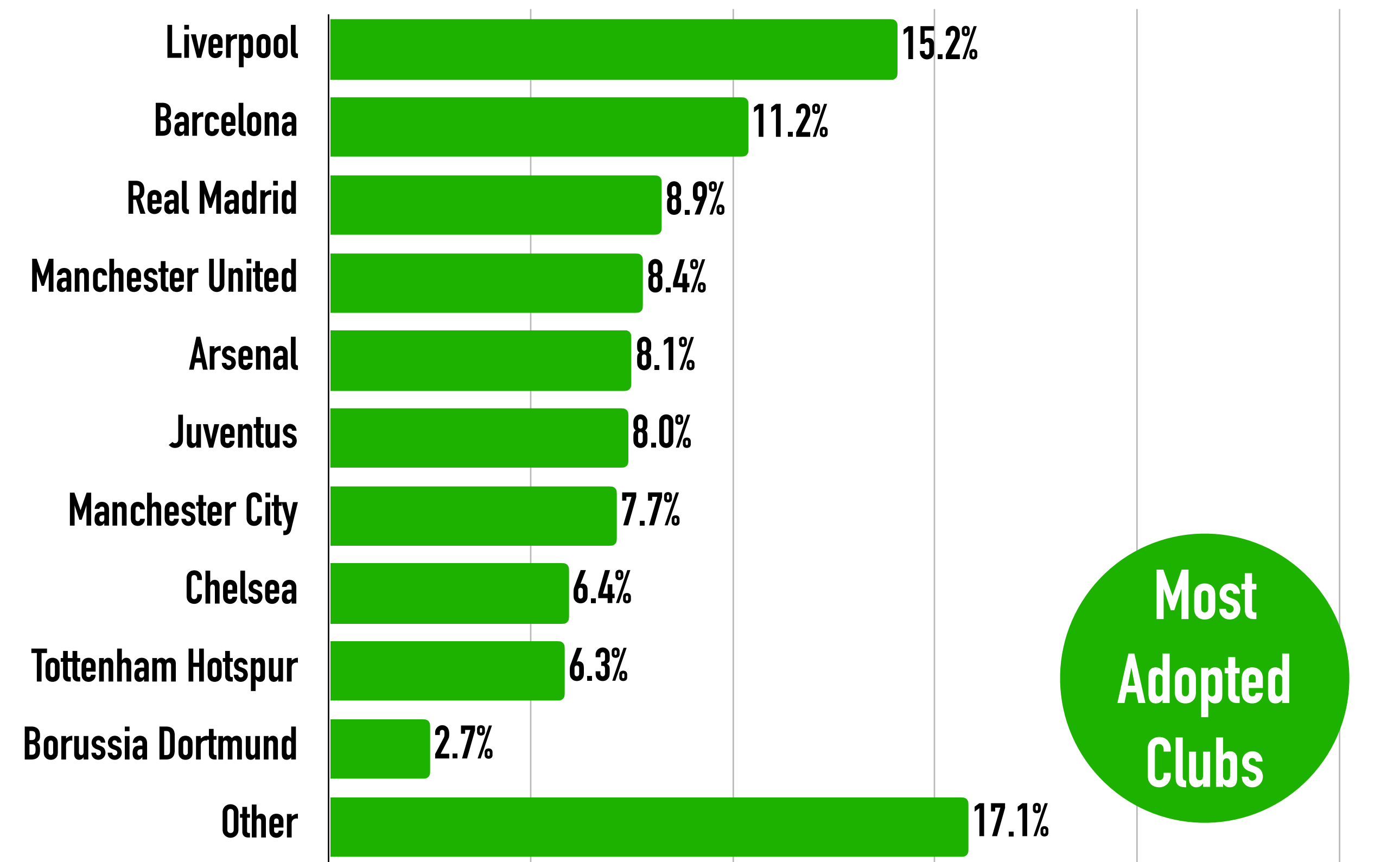
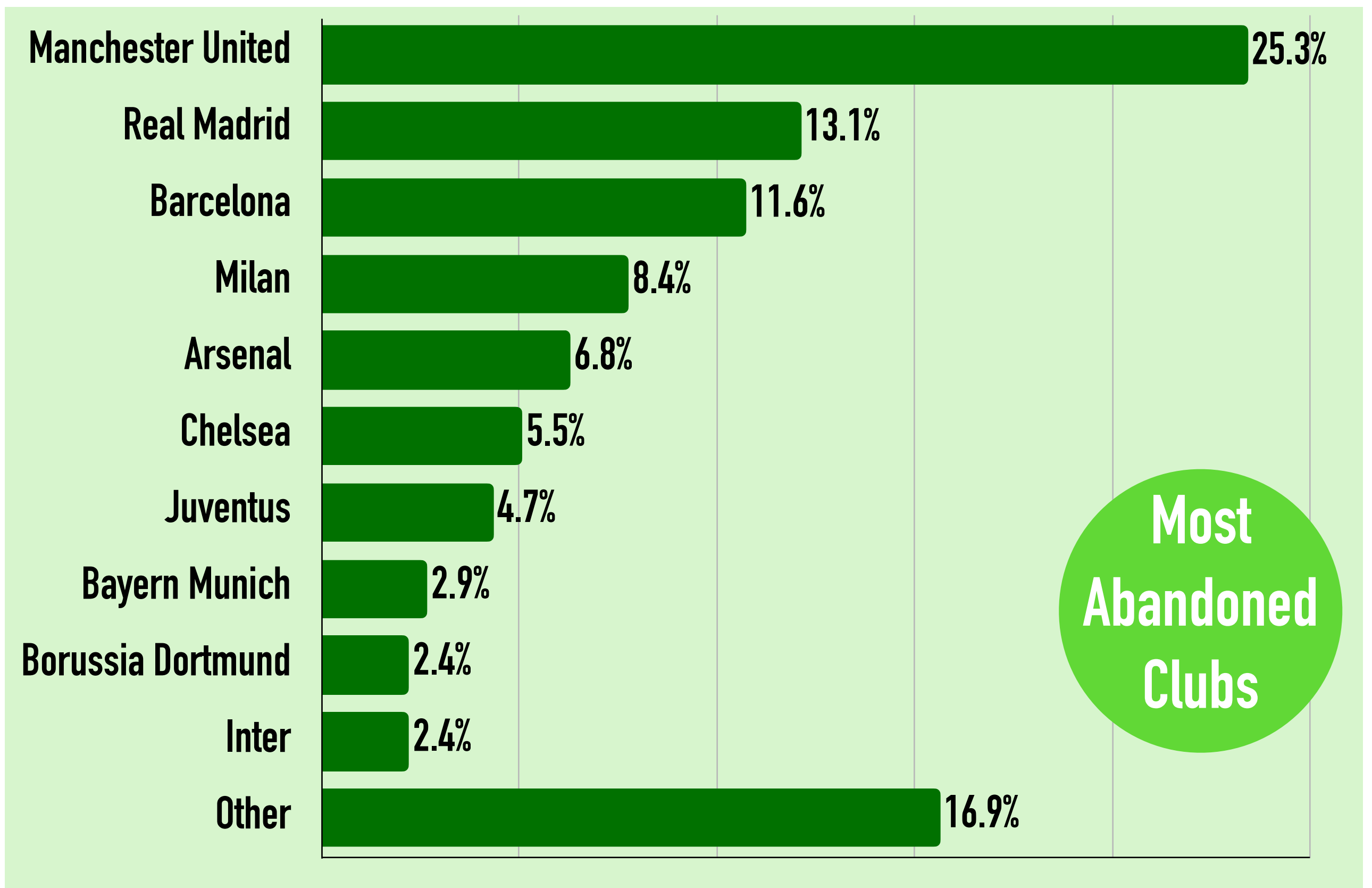
Supporters who have Switched to another club



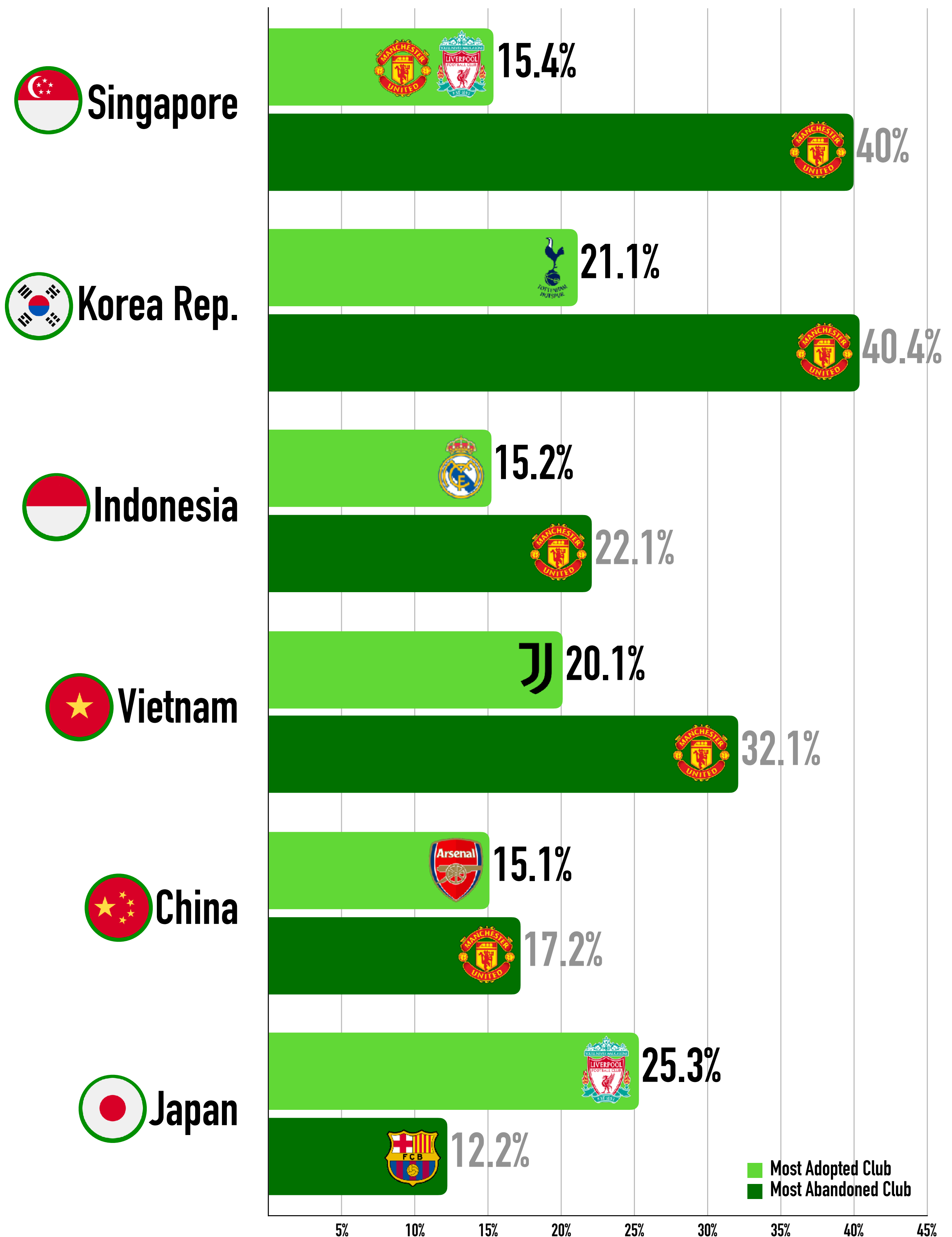
Age at which Switch happened

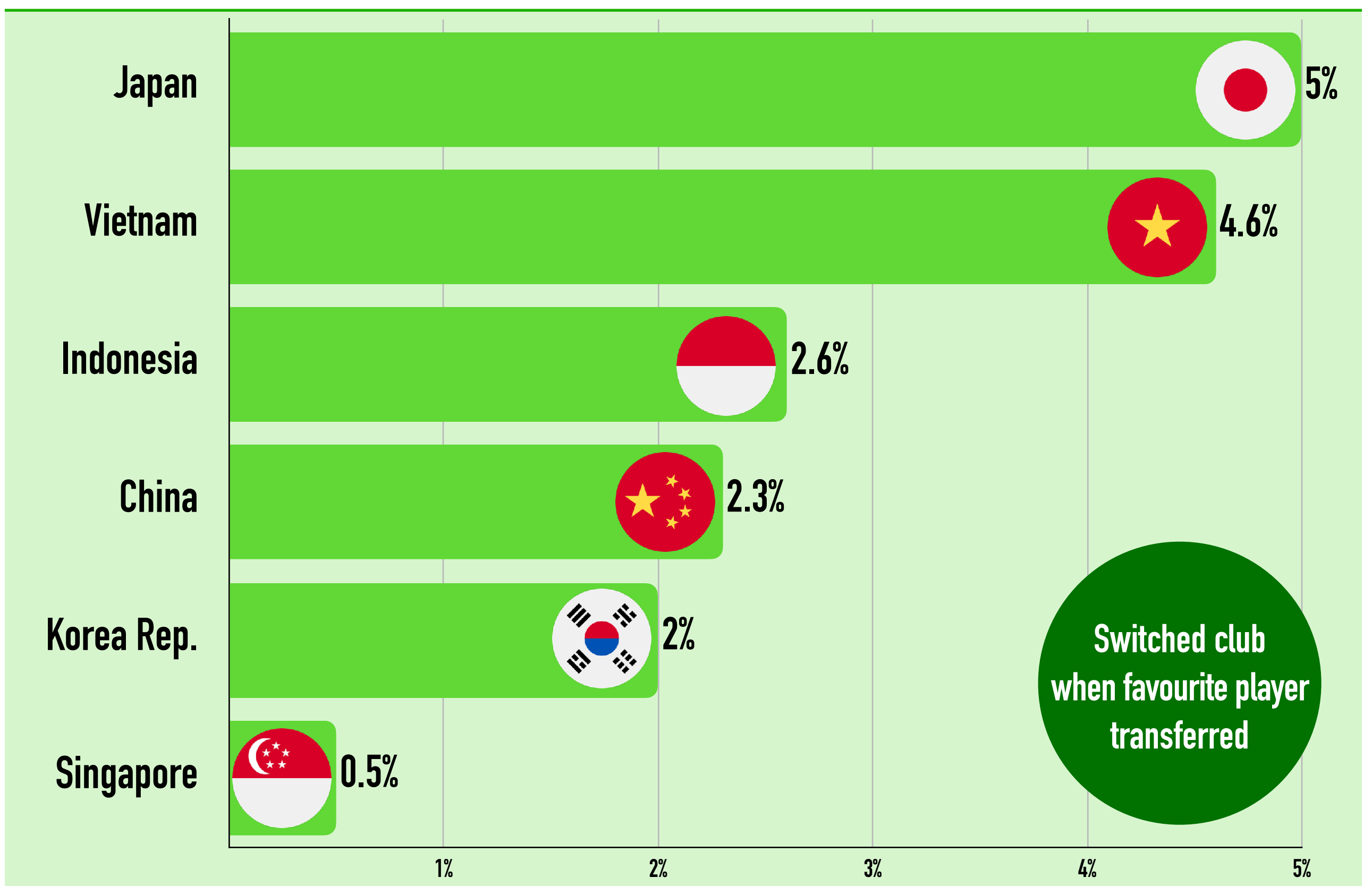
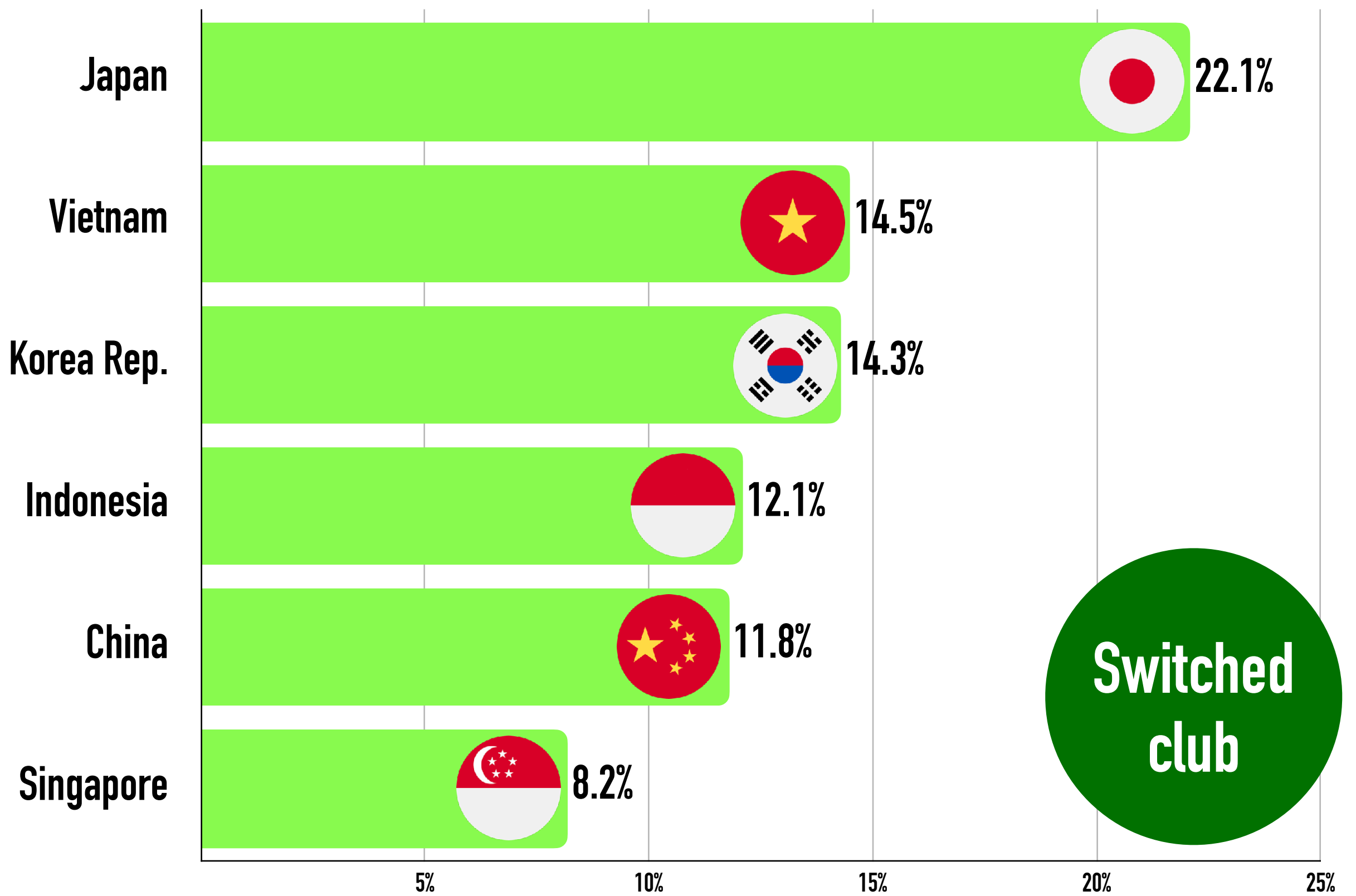


Reason for Switching



Most Adopted and Abandoned by Country



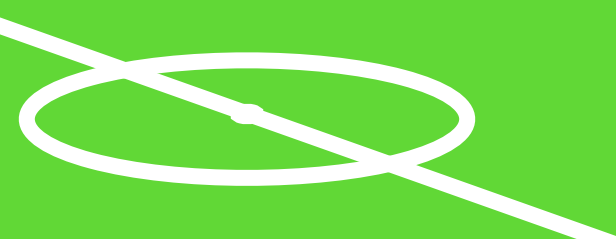




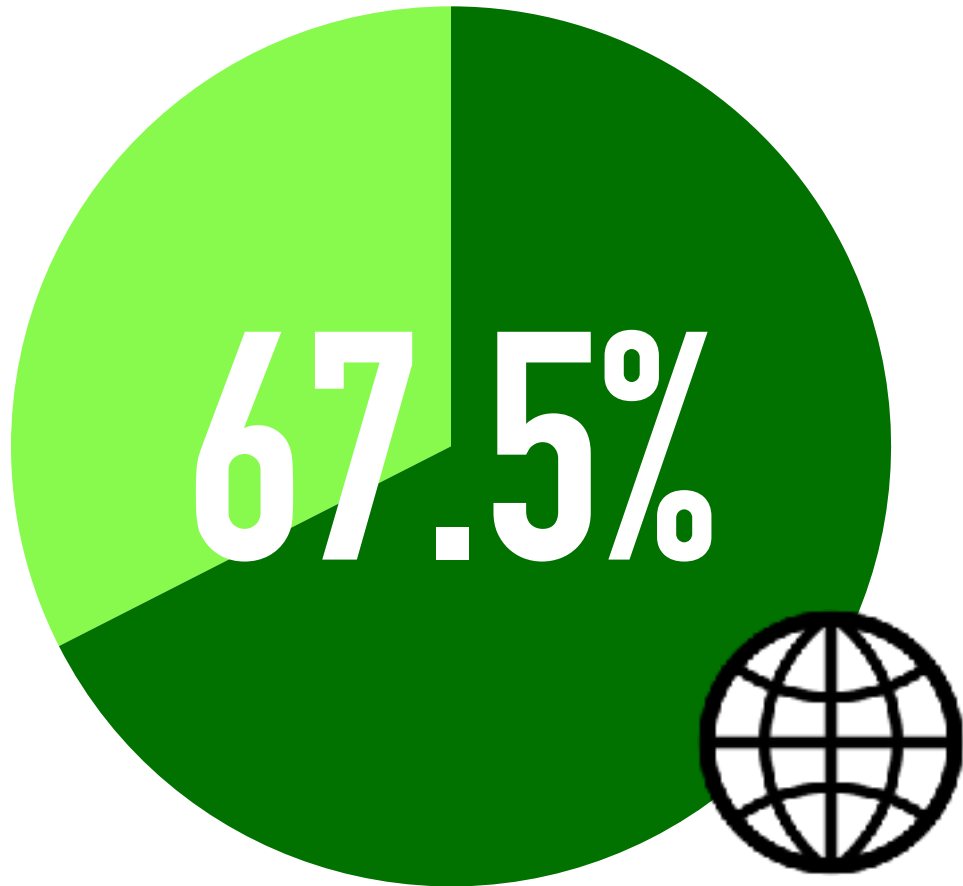




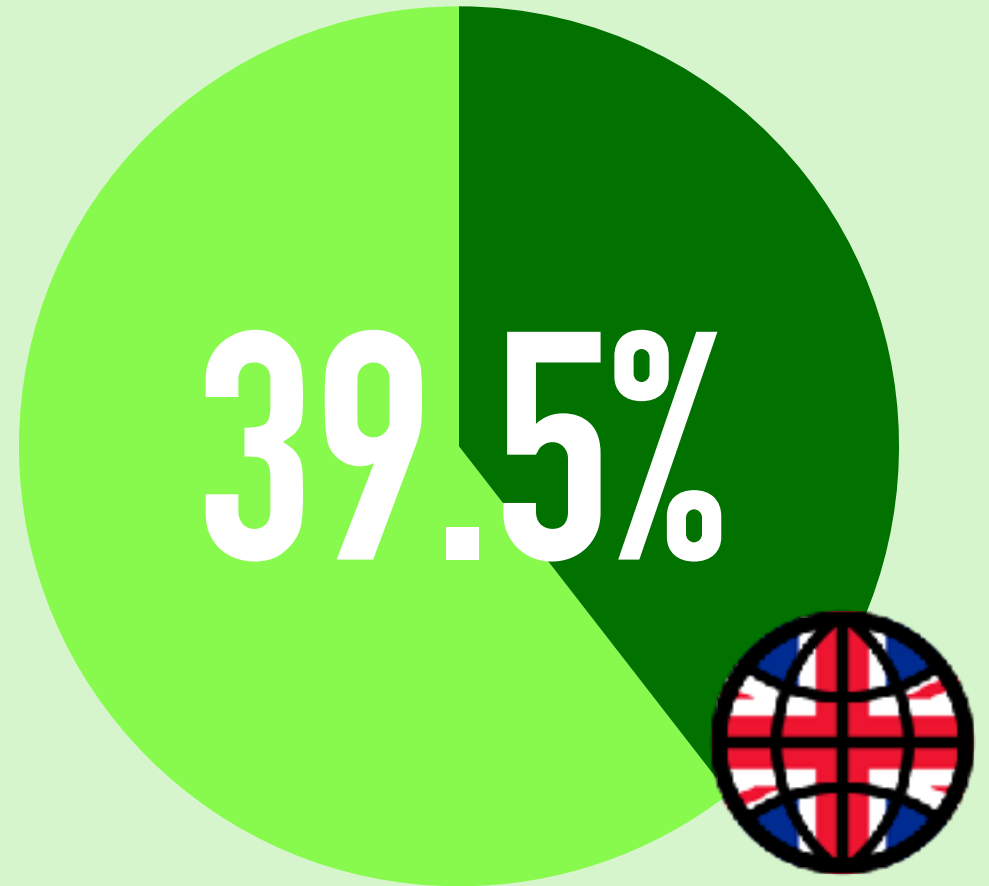
Media



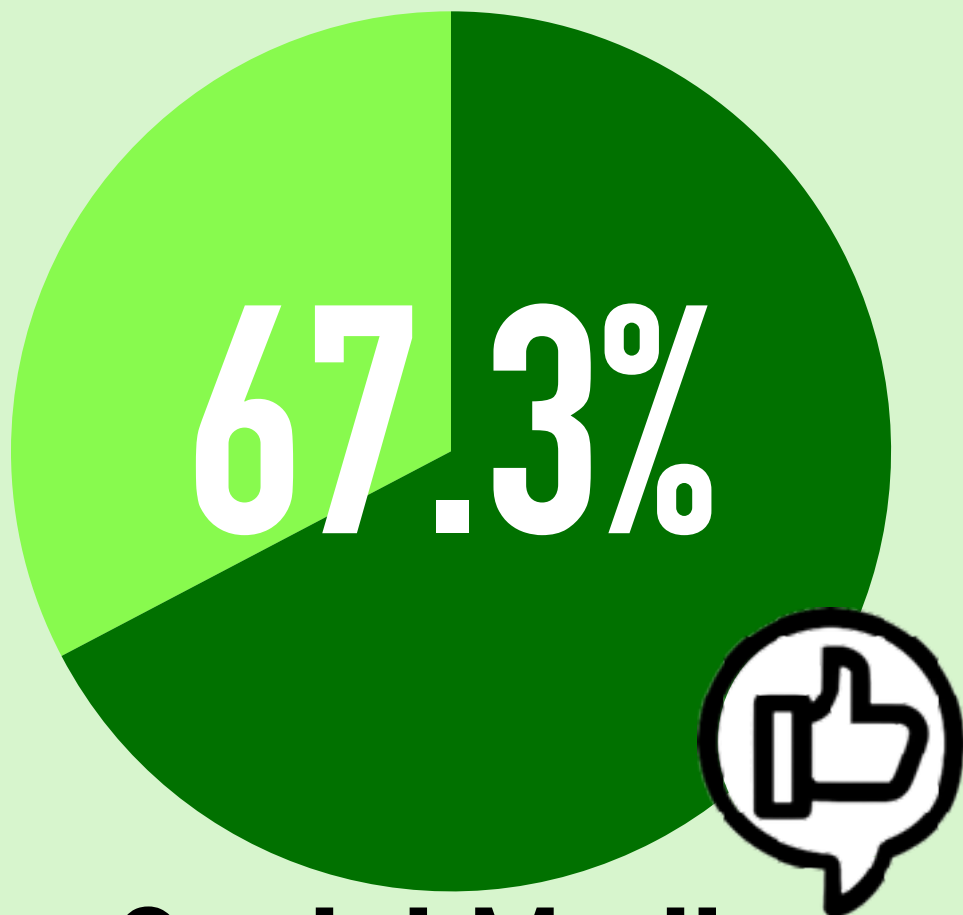
News Consumption Sources



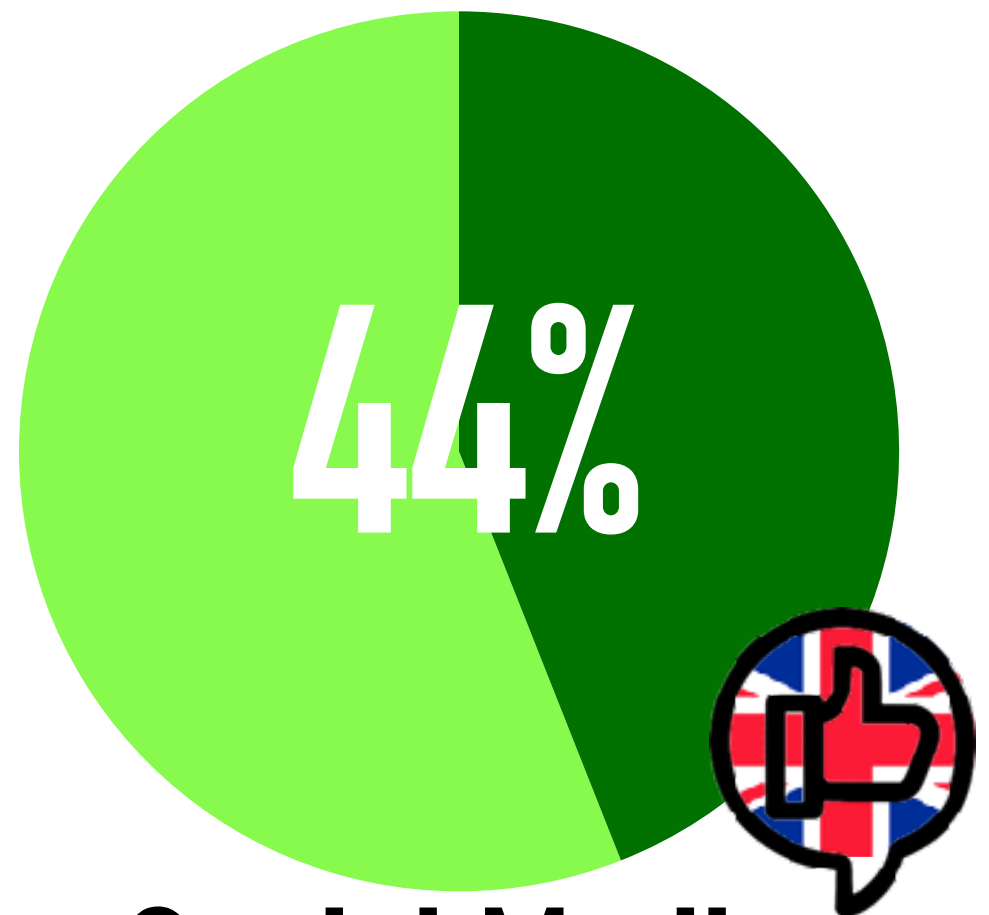
Internet News
(local language)



Internet News
(foreign language)



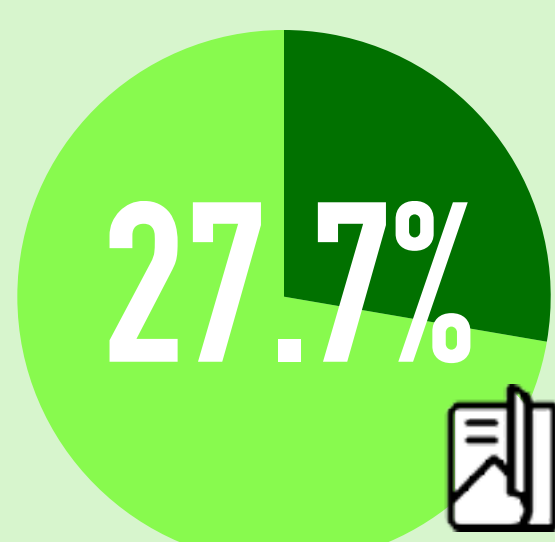
Social Media
(local language)



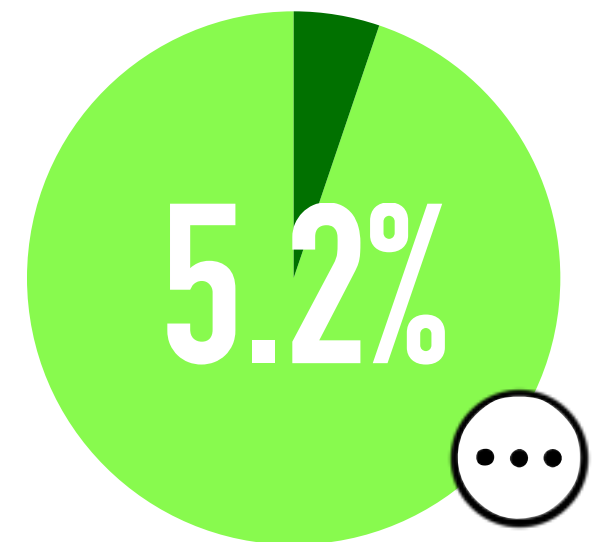
Social Media
(foreign language)



TV



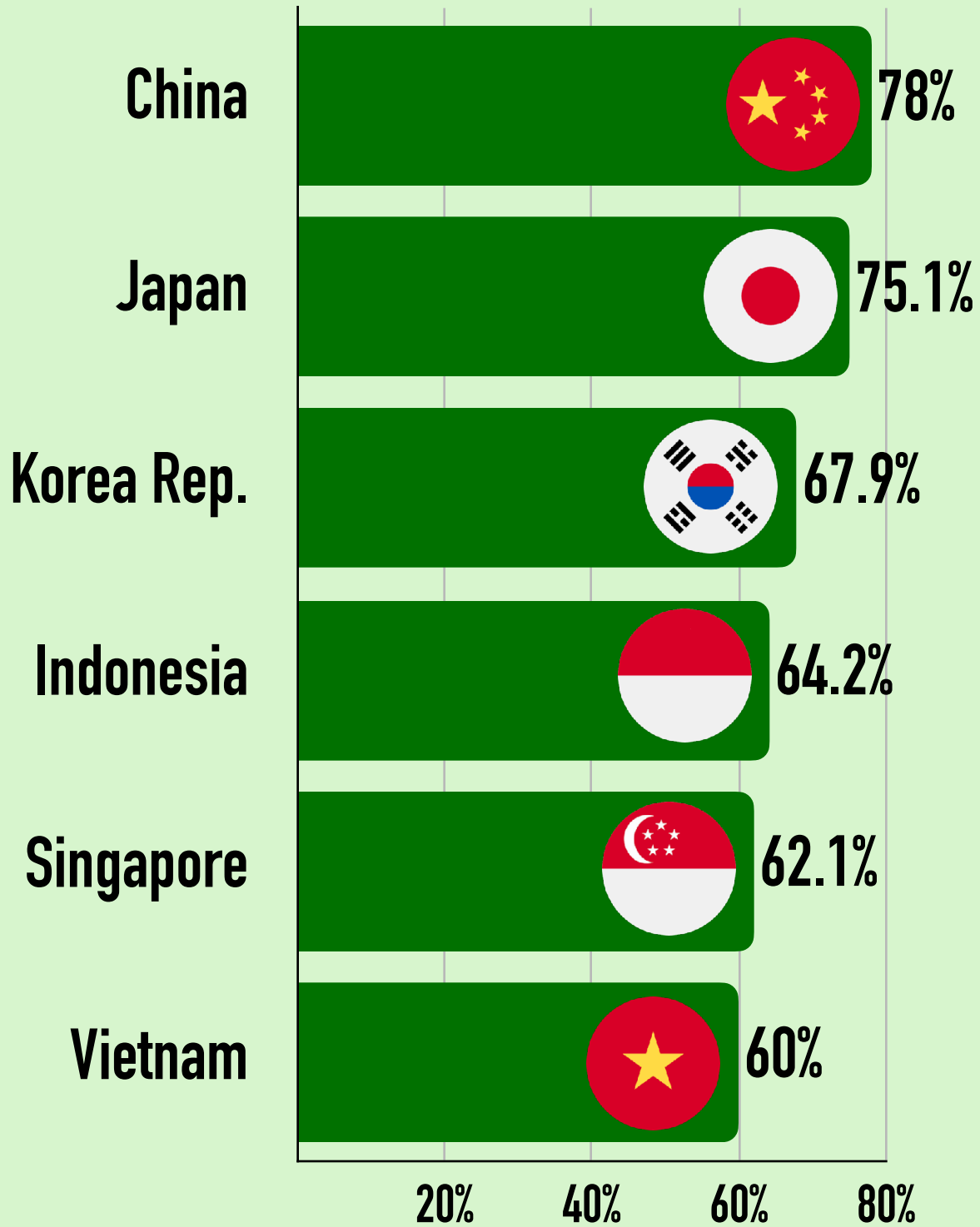
**Newspapers
and Magazines**



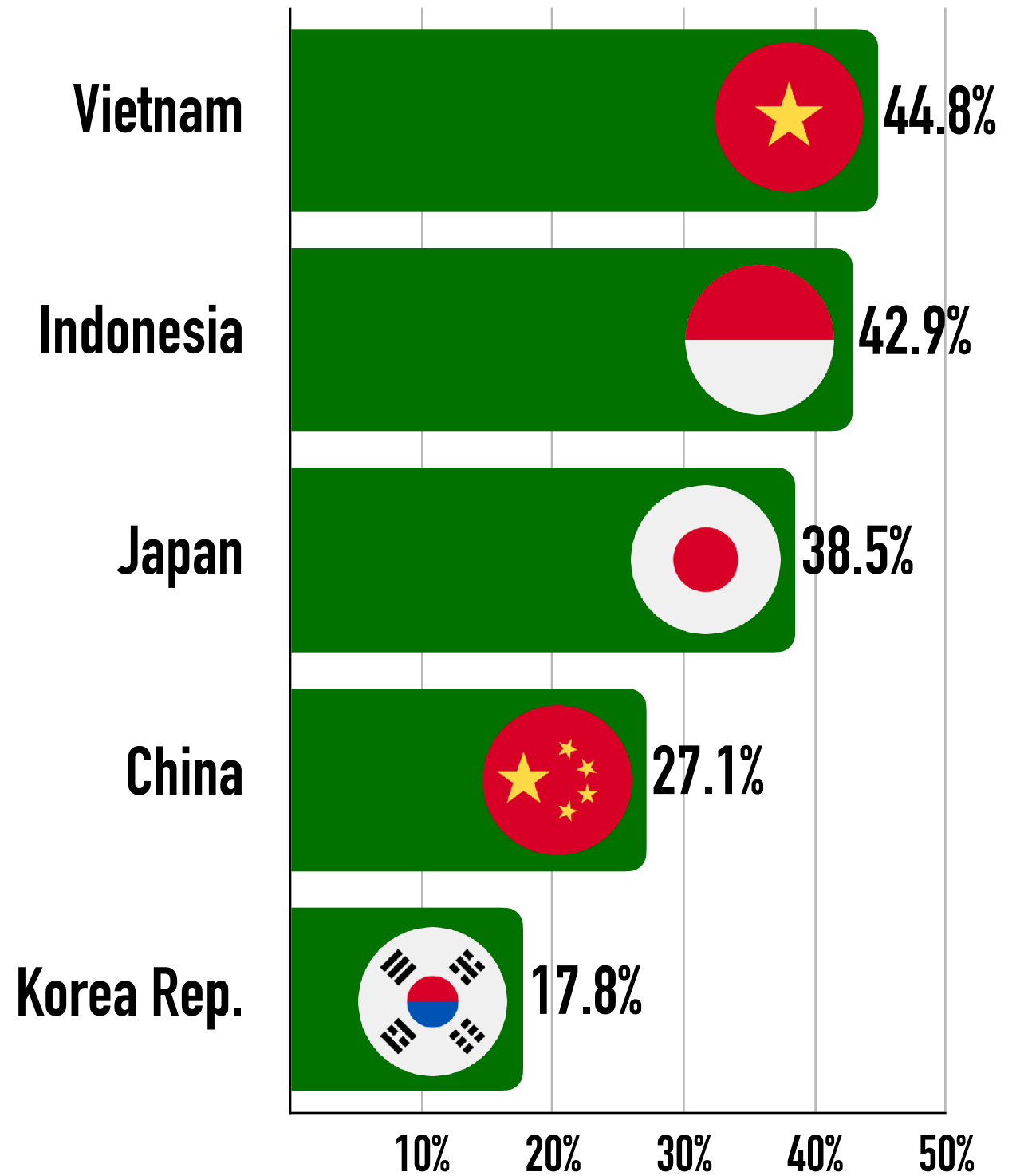
Other

News Consumption by Country

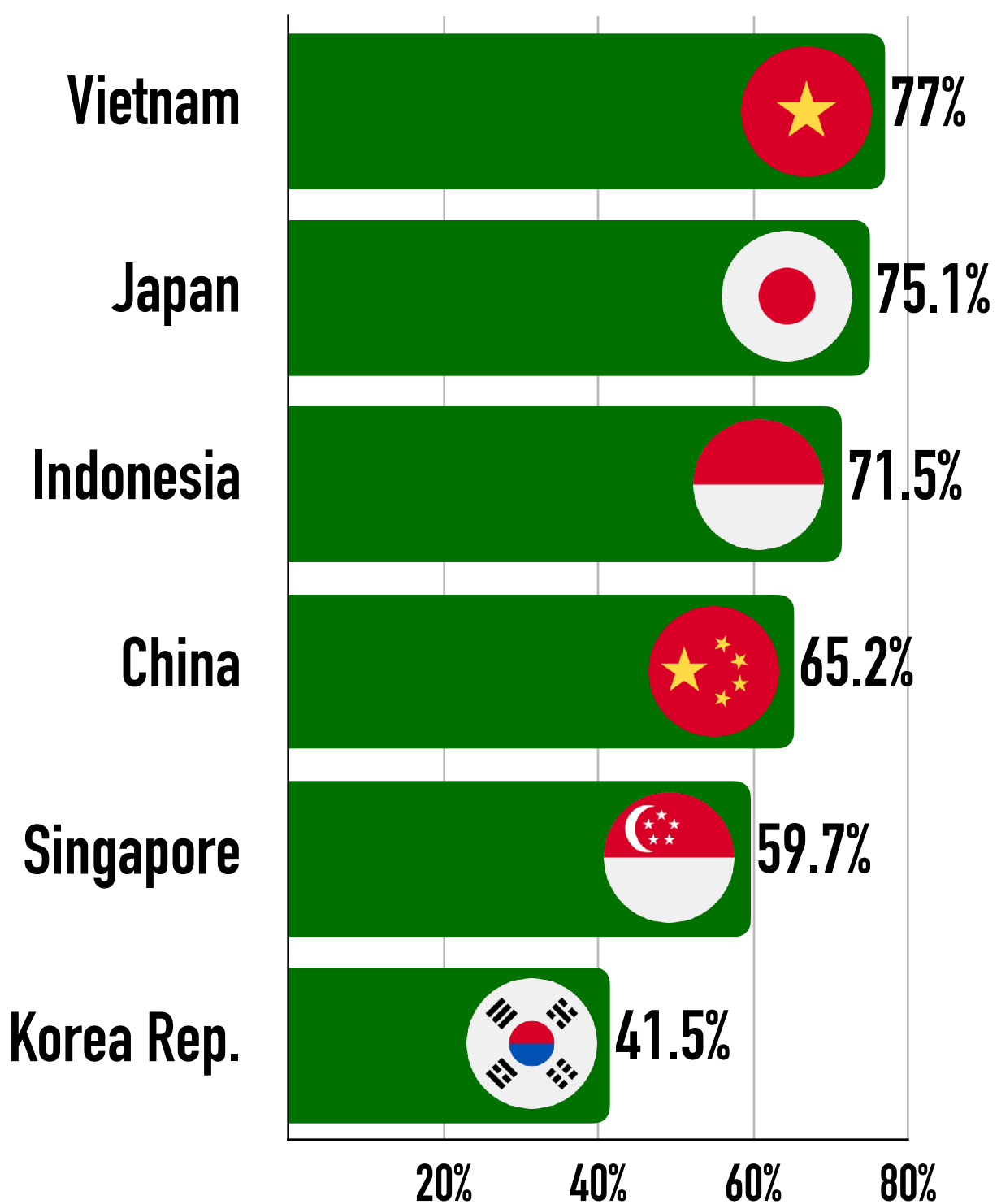
Internet News Local Language



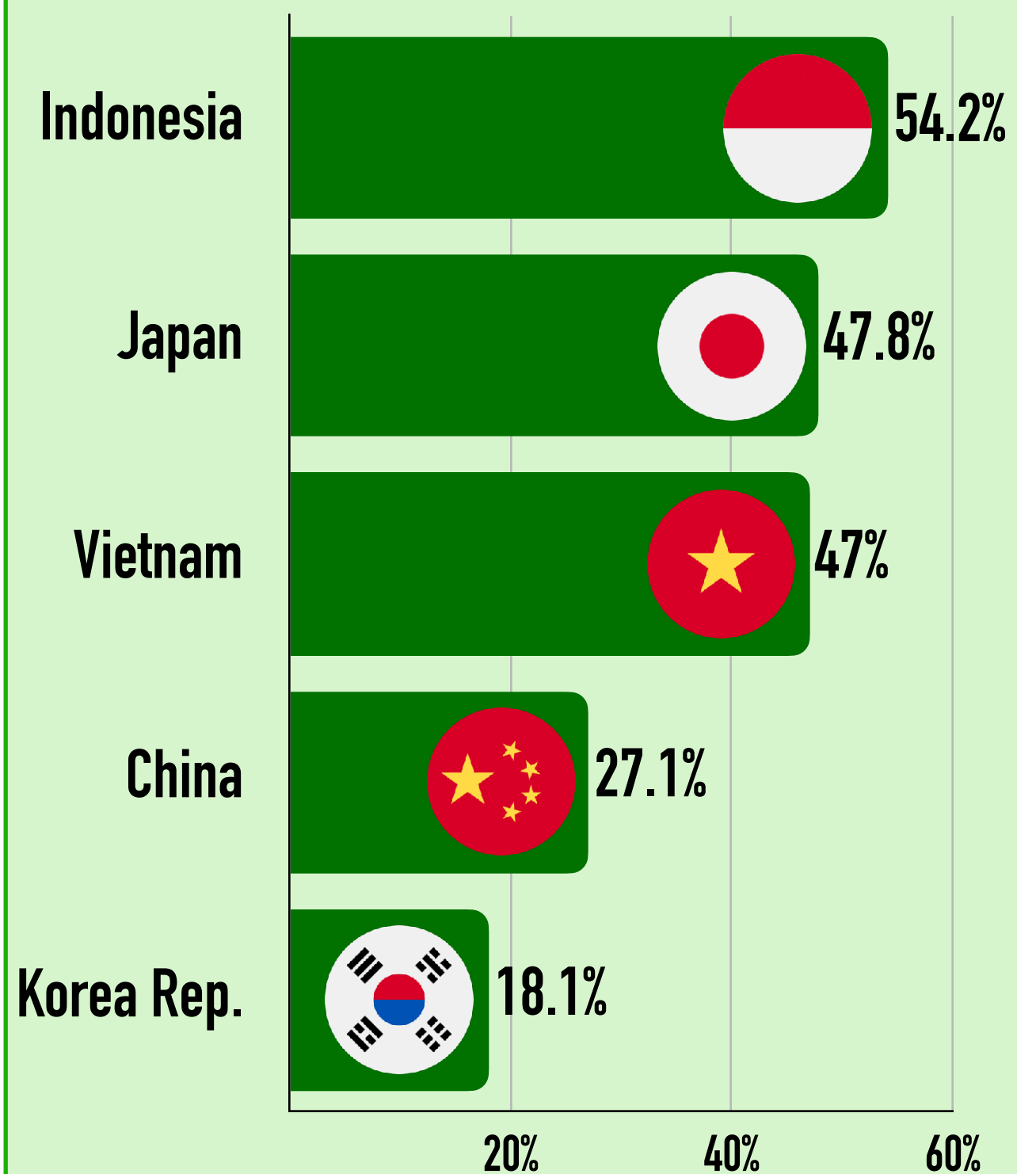
Internet News Foreign Language



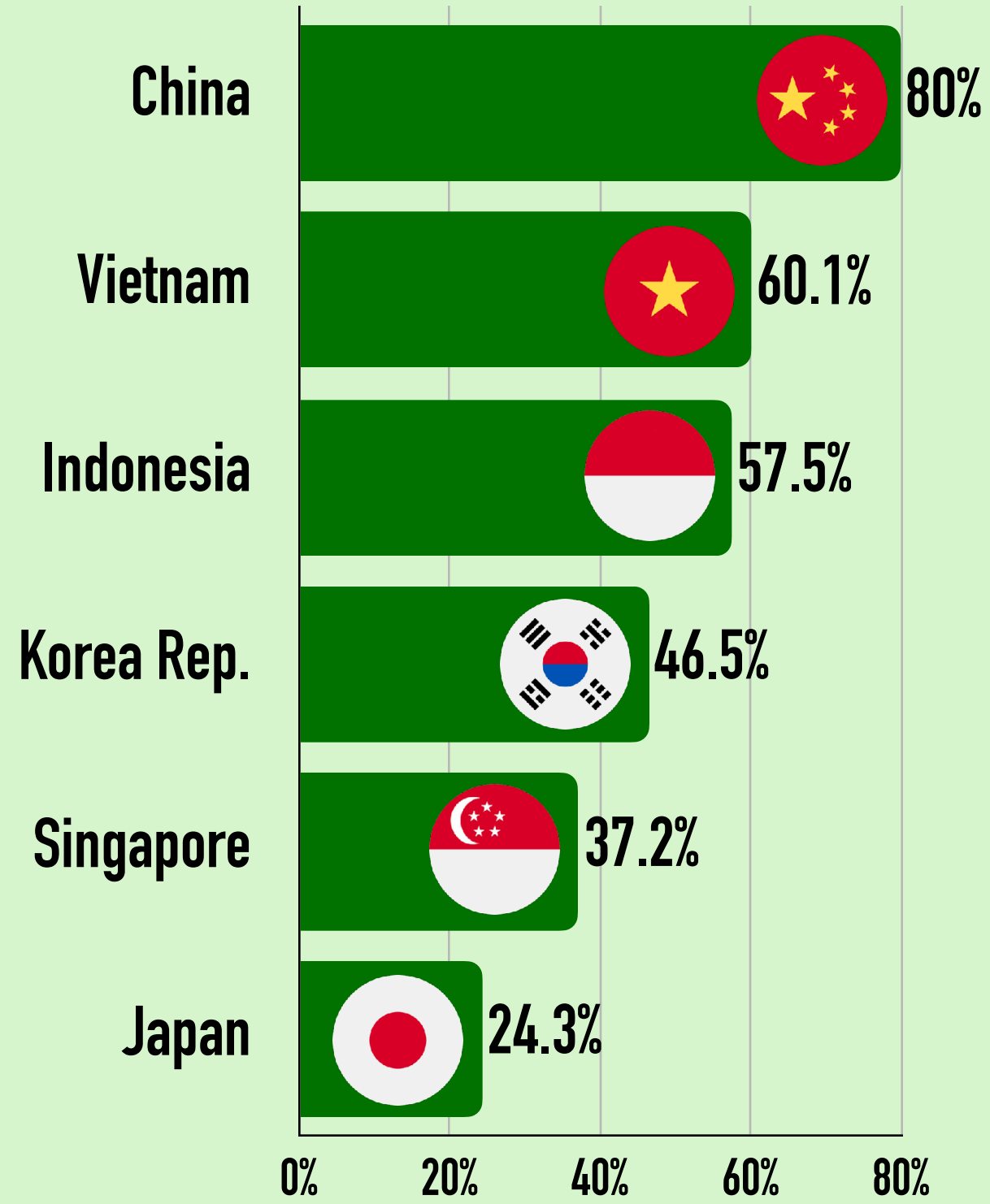
Social Media Local Language



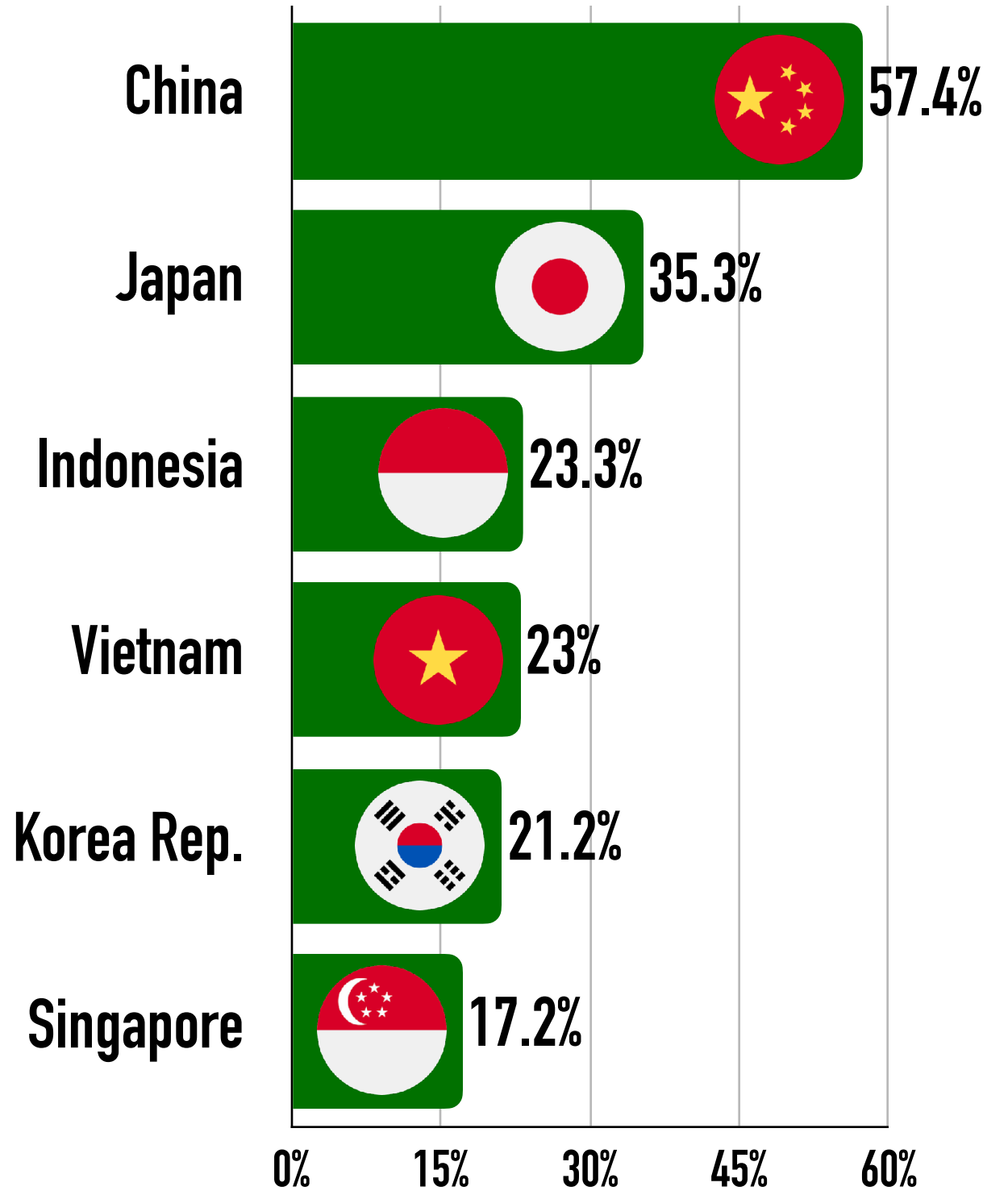
Social Media Foreign Language



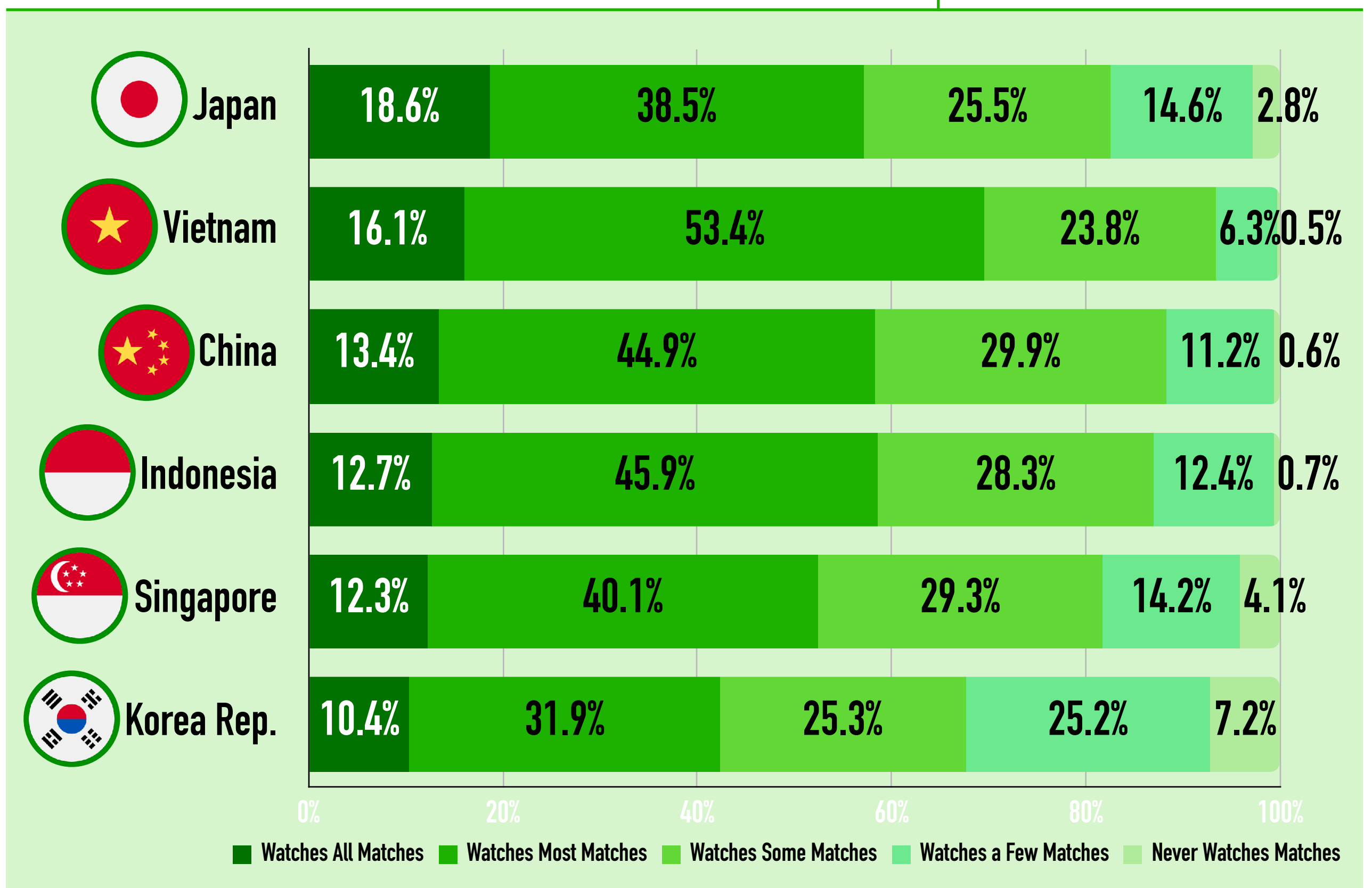
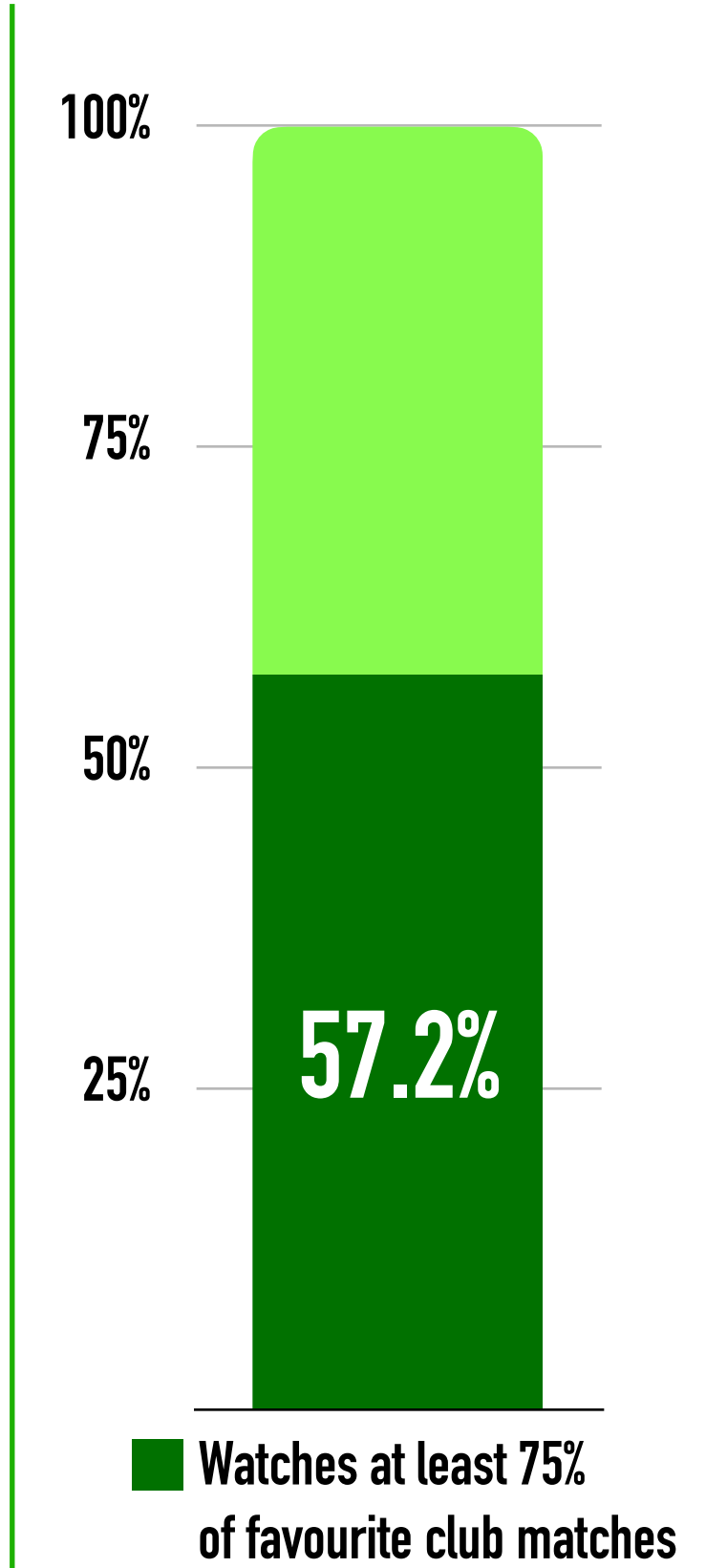
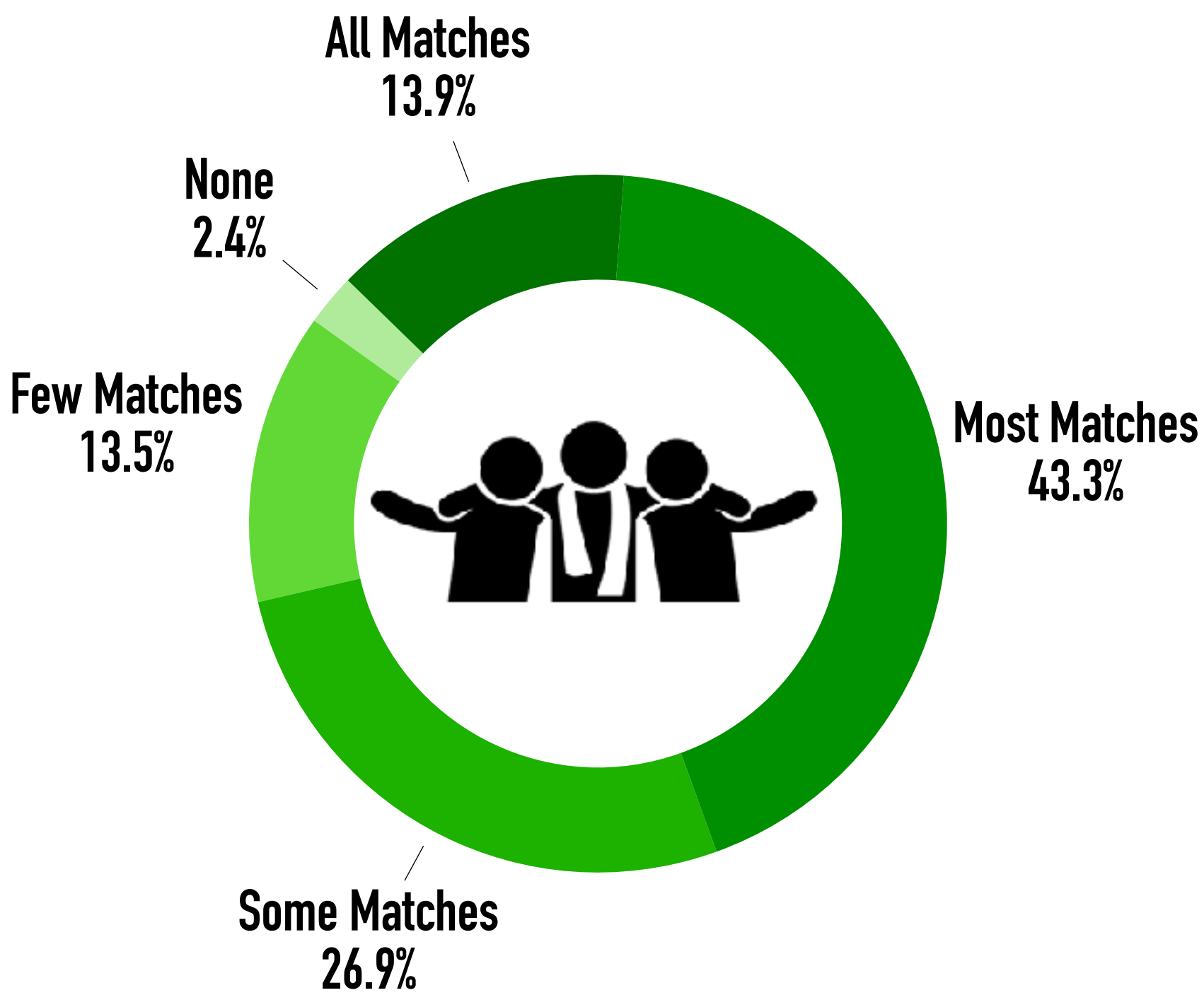
TV



Newspapers and Magazines



Watching Favourite Club's Matches



Kick Off Times in East Asia vs C.E.T.

China



+6

12:30 k.o.

18:30 k.o.

15:00 k.o.

21:00 k.o.

18:00 k.o.

0:00 k.o.

20:30 k.o.

2:30 k.o.

Japan



+7

12:30 k.o.

19:30 k.o.

15:00 k.o.

22:00 k.o.

18:00 k.o.

1:00 k.o.

20:30 k.o.

3:30 k.o.

Korea Rep.



+7

12:30 k.o.

19:30 k.o.

15:00 k.o.

22:00 k.o.

18:00 k.o.

1:00 k.o.

20:30 k.o.

3:30 k.o.

Indonesia



+5

12:30 k.o.

17:30 k.o.

15:00 k.o.

20:00 k.o.

18:00 k.o.

23:00 k.o.

20:30 k.o.

1:30 k.o.

Vietnam



+5

12:30 k.o.

17:30 k.o.

15:00 k.o.

20:00 k.o.

18:00 k.o.

23:00 k.o.

20:30 k.o.

1:30 k.o.

Singapore



+6

12:30 k.o.

18:30 k.o.

15:00 k.o.

21:00 k.o.

18:00 k.o.

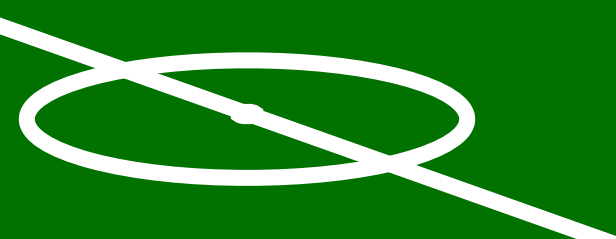
0:00 k.o.

20:30 k.o.

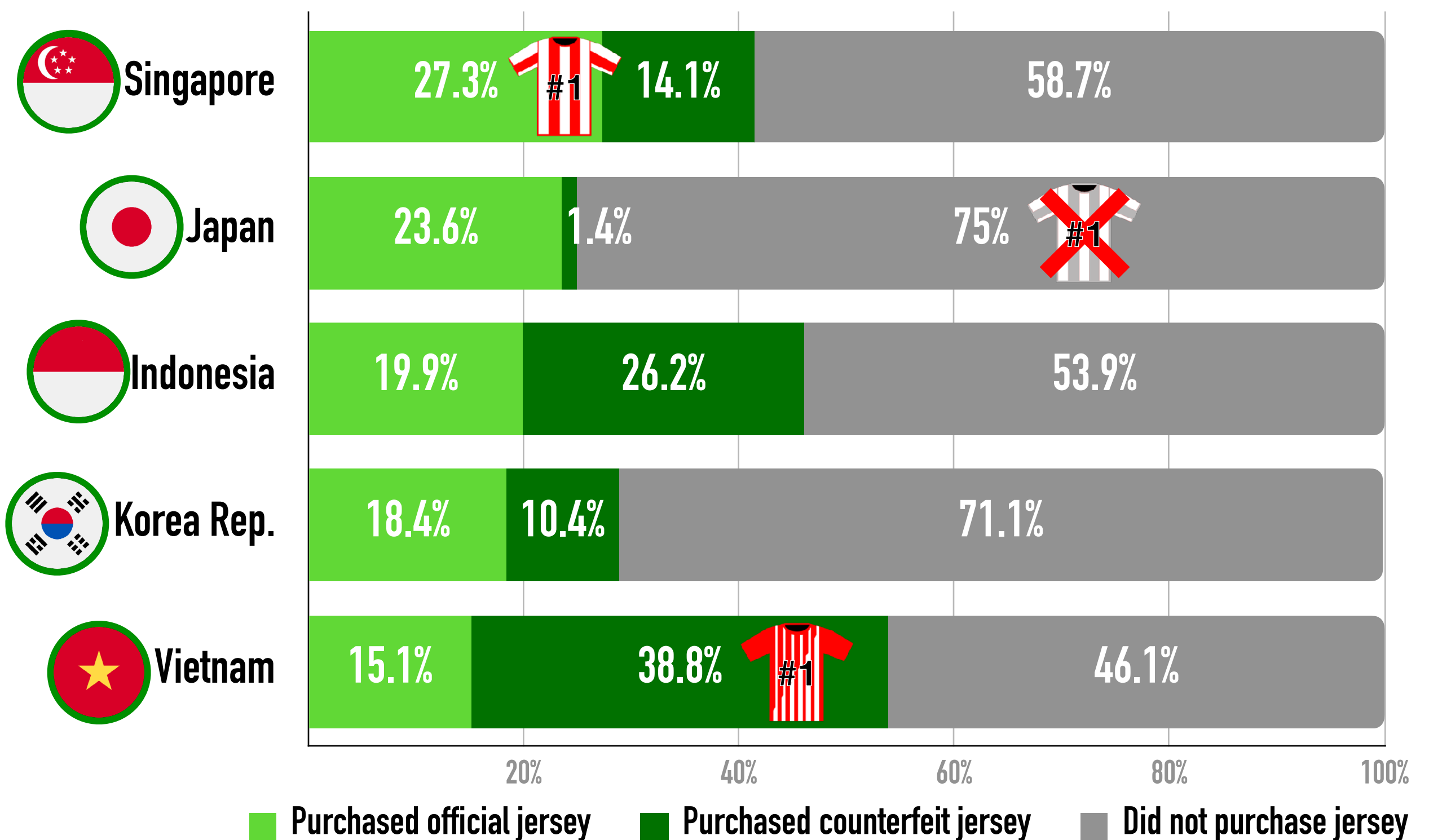
2:30 k.o.



Behaviour



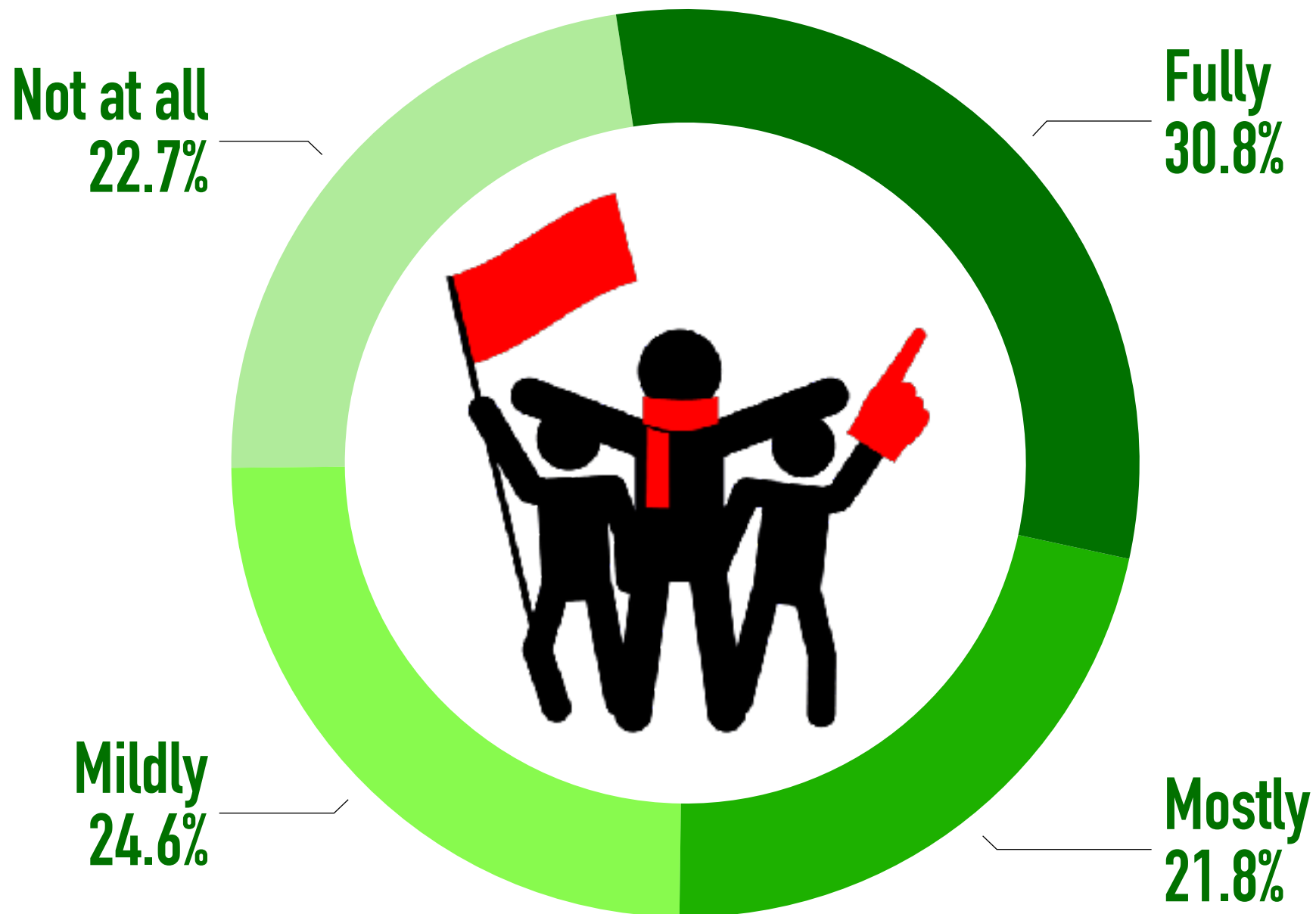
Purchasing Favourite Club's Jersey



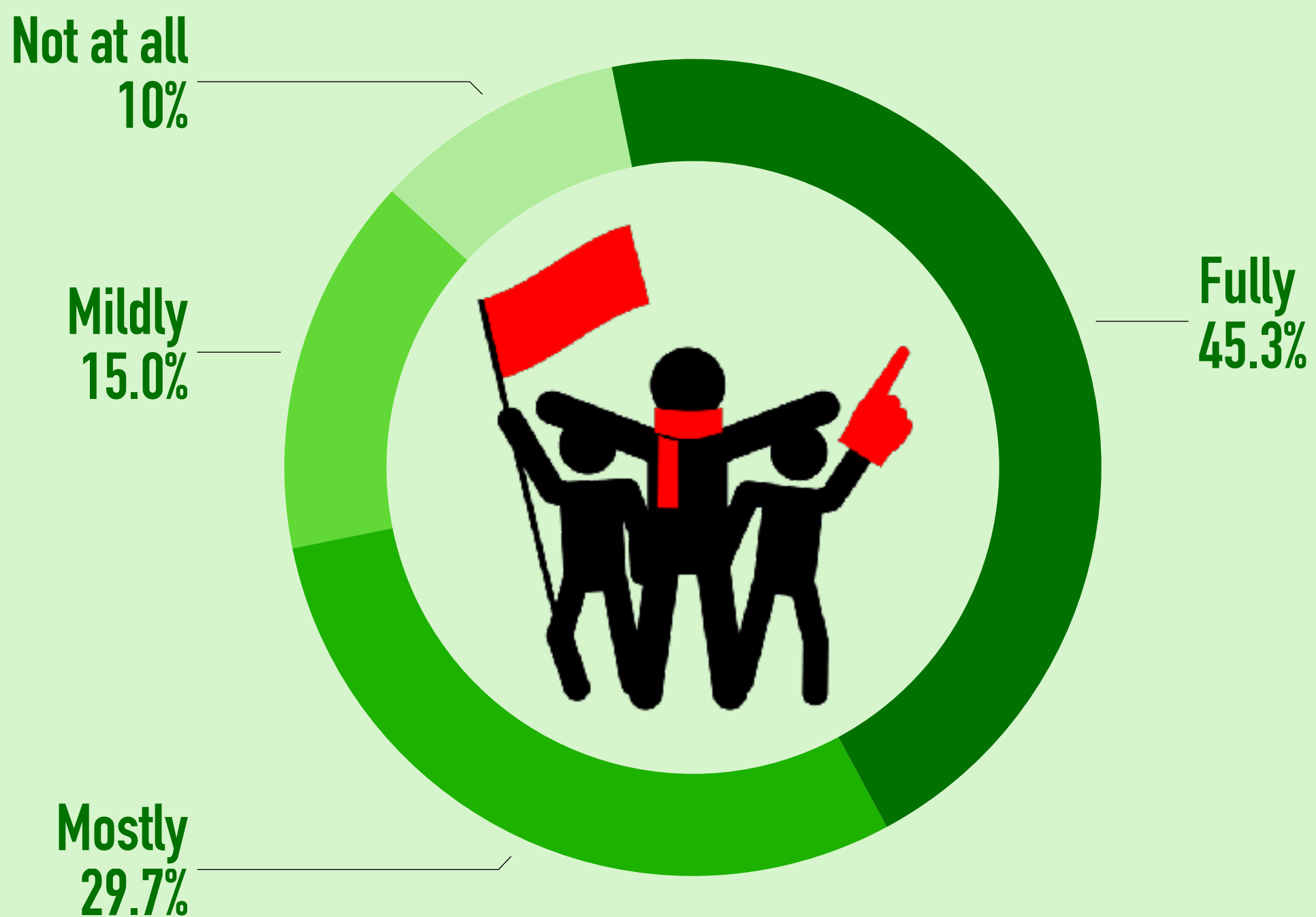
*Data for China are not available

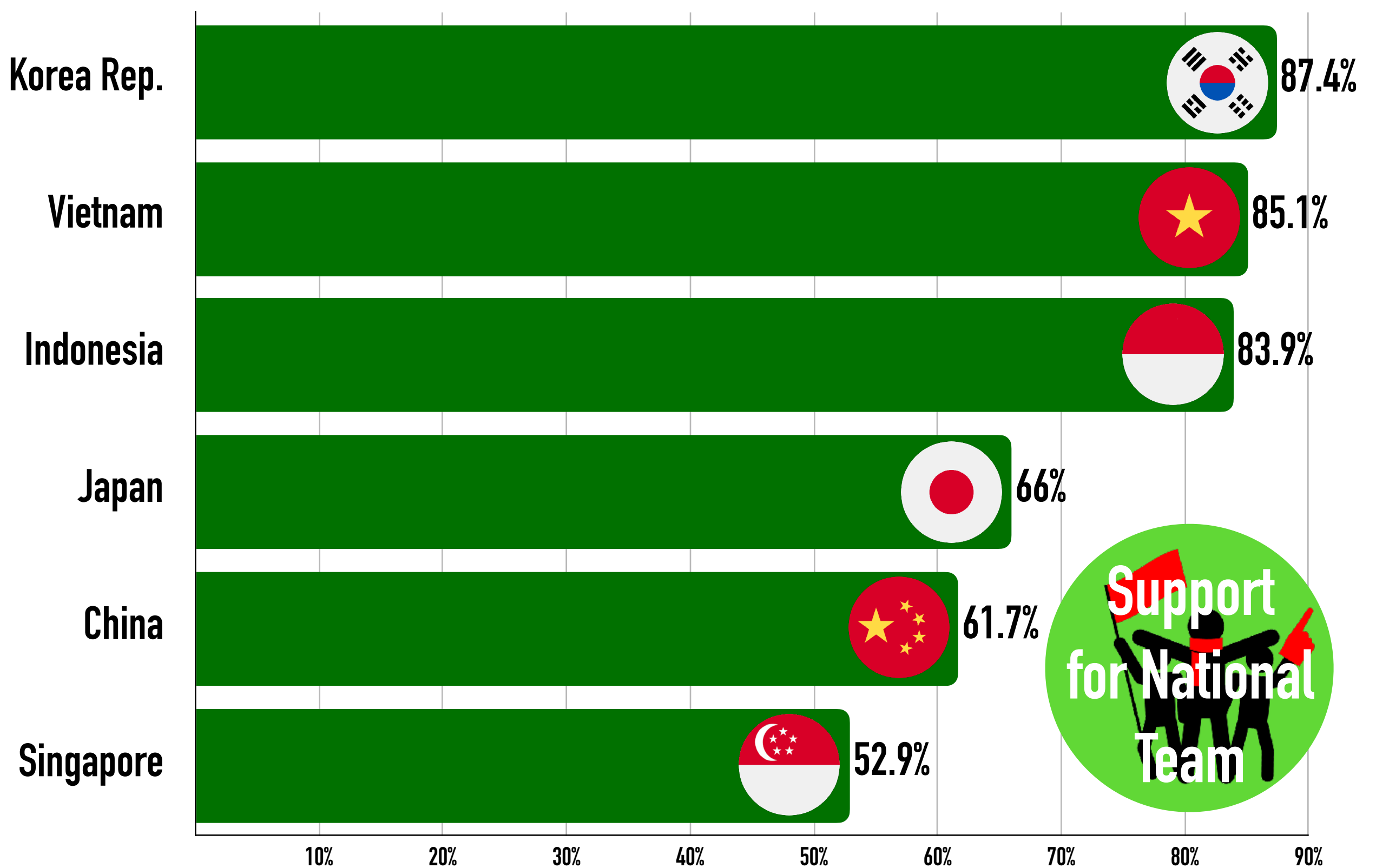
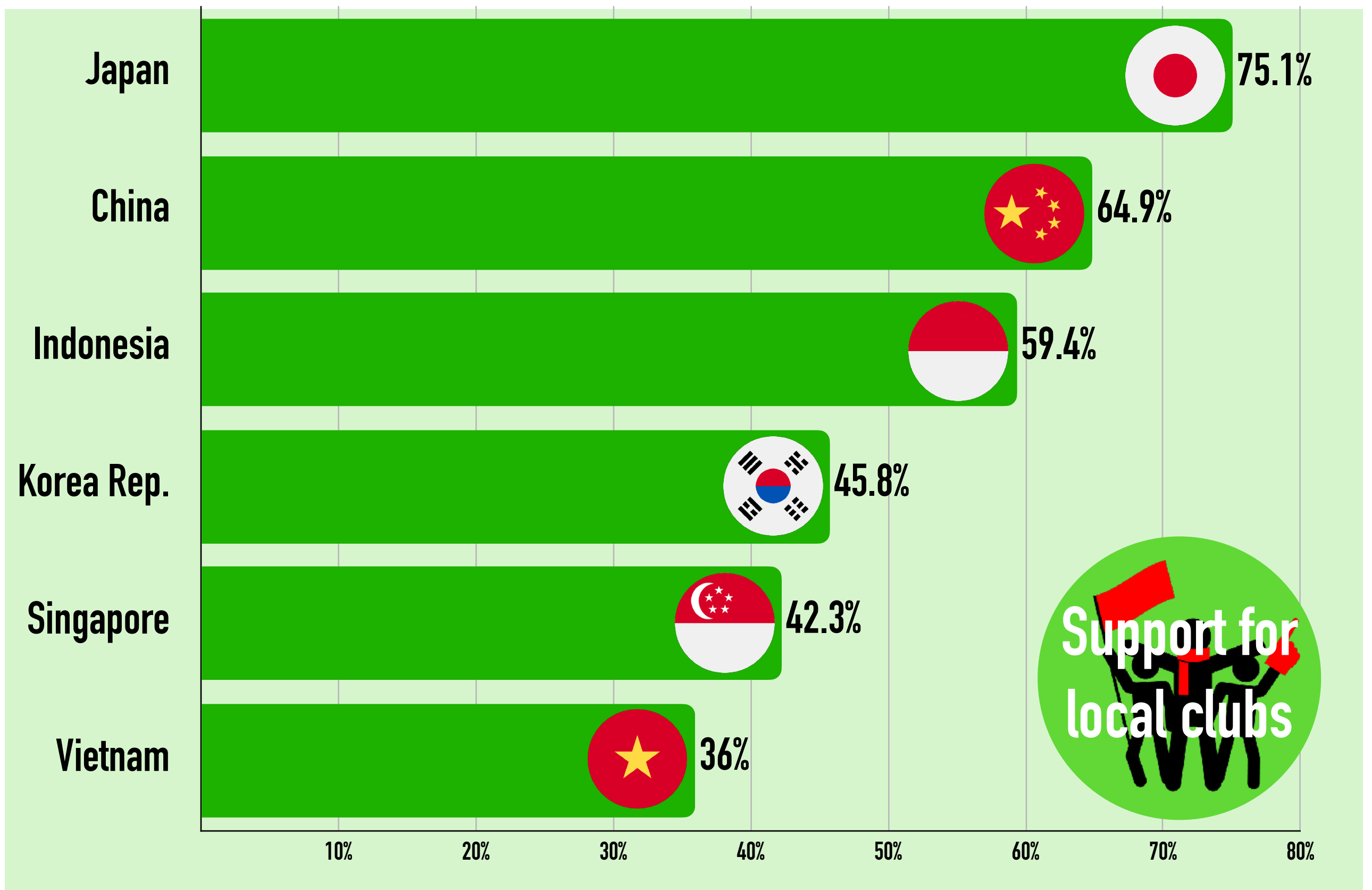
Following Local Football

Follow a local club and the local league



Follow the National Team



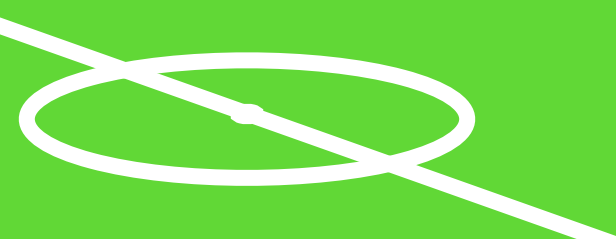








Top 10 Clubs



Top 10s Comparison

Most Fans in East Asia



1. Manchester United
2. Liverpool
3. Barcelona
4. Arsenal
5. Chelsea
6. Real Madrid
7. Tottenham Hotspur
8. Juventus
9. Manchester City
10. Milan

UEFA Ranking

June 2020



1. Real Madrid
2. Atletico Madrid
3. Barcelona
4. Bayern Munich
5. Juventus
6. Manchester City
7. PSG
8. Liverpool
9. Manchester United
10. Arsenal

Deloitte Money League

2018/19



1. Barcelona
2. Real Madrid
3. Manchester United
4. Bayern Munich
5. PSG
6. Manchester City
7. Liverpool
8. Tottenham Hotspur
9. Chelsea
10. Juventus

Most Followers Worldwide

June 2020



1. Real Madrid
2. Barcelona
3. Manchester United
4. Bayern Munich
5. Chelsea
6. Juventus
7. PSG
8. Manchester City
9. Arsenal
10. Liverpool

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*All credits are given in no particular order

Specifics:

The total number of valid forms used to compile the 2020 Ganassa Report report is 5457. Interviews were conducted in the streets and online in six different countries: Vietnam, Indonesia, Singapore, Korea Rep., Japan and China. Street interviews were conducted mostly at university campuses and during work breaks in areas where office workers have lunch. The utmost effort was put into interviewing people of all genders and of every age. Online data was acquired with the cooperation of reliable regional websites, Facebook groups, Twitter and Weibo accounts and with the help of influencers' accounts. Great care was put into selecting unbiased sources and in checking the reliability of the data. A comparison between street and online data was used to confirm the consistency of the data. Confidence Level (95%) and Margin of Error ($\pm 3\%$) were kept within professional standards. When data had the same values, alphabetical order was used to tiebreak. The terminology in questions about watching matches (All, Most, Some, Few, None) was explained to interviewees by using respectively the following values: 100%, 75%, 50%, 25%, 0%. Questions about following local football (Fully, Mostly, Mildly, Not at all) were explained to interviewees by using respectively the following values: 100%, 70%, 35% and 0%.

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