



PREMIER LEAGUE OF APPS

How the top 6 performed in 2018/19

Introduction

For fans of English football, May 2019 has been a glorious month for the sport. Liverpool, Tottenham Hotspur, Chelsea and Arsenal all reached the finals of this year's UEFA flagship club competitions after three consecutive nights of semi-final drama earlier this month.

Never mind the irony of English football's collective refusal to leave Europe in the midst of Brexit chaos, it is the first time in history that one country has provided all four finalists for both the Champions and Europa League.

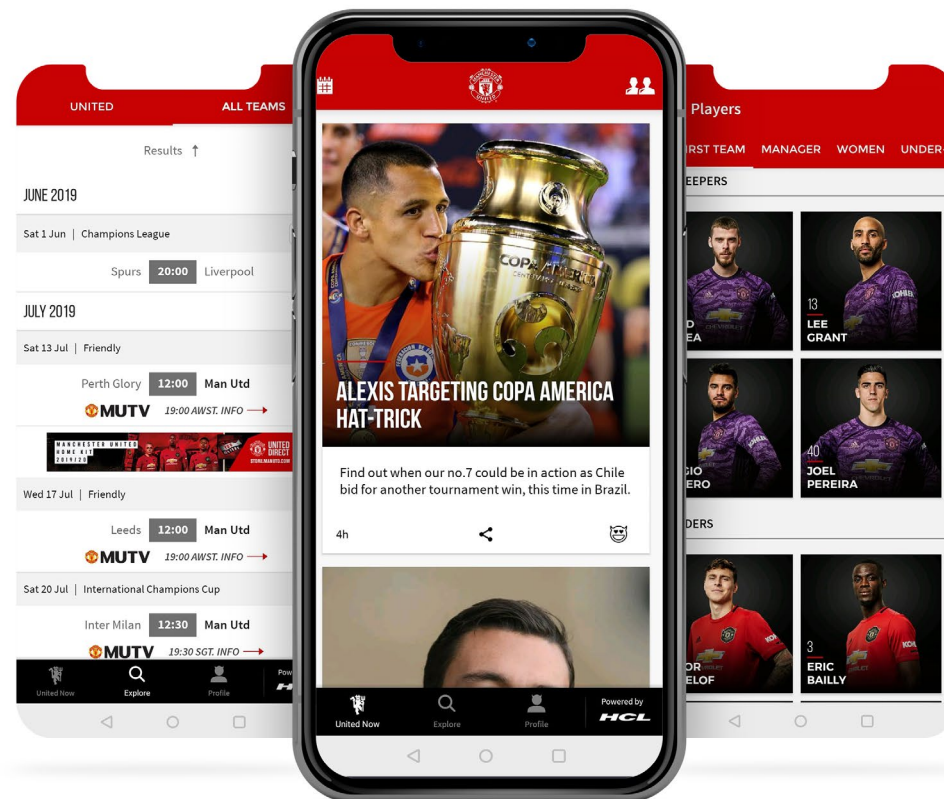
To mark this scintillating and historic period of football, we thought it appropriate to take a look at how the competition between England's largest clubs has panned out in the Premiere League of apps - Season 2018/2019.





Manchester United

Widely regarded as the most famous sports club in the world, Manchester United dominated English football over many decades and hold the record for the most top division titles won (20). It'd be safe to say that the glory days are firmly behind Manchester United now, with the Red Devils considered more of a comedy club than a functioning football squad these days! But while the team may be in a rut, the club's app has hit the mark with fans by going above and beyond simply offering exclusive content and match highlights. Utilising cutting-edge new tech, the Official App allows users to delve deeper than ever into data during the game, providing a live view of who is influencing the game and enabling fans to compare players head to head.





Manchester United

Manchester United may have closed the season in extremely disappointing fashion by finishing sixth in the Premier League, but it isn't all bad news for the Old Trafford side.

Despite their inability to wrestle back supremacy on the field in the Premier League and claim a top four finish, Manchester United are perched atop of their rivals in the mobile app charts.

Clocking up a whopping 2 million downloads during the 2018/19 season while maintaining an average monthly

user (MAU) count of 509.9k, the Red Devils' official app is more in demand than any other EPL club.

Last year, United's app achieved 21% more downloads than their closest rival, Chelsea.

We have all heard the old wind-up that Manchester United fans aren't even from England, and it seems there is more truth to that claim than we originally thought.

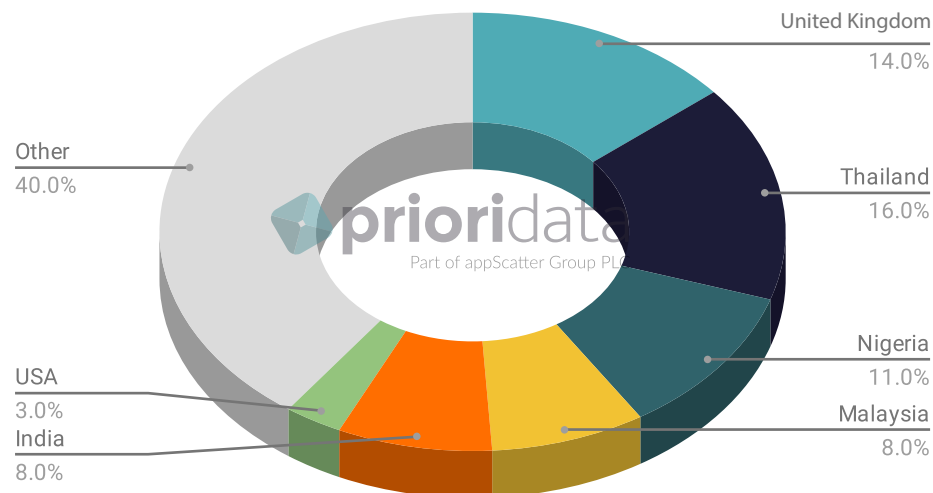
Our data shows that so far in 2019, less than 22% of

the club's downloads have come from the UK.

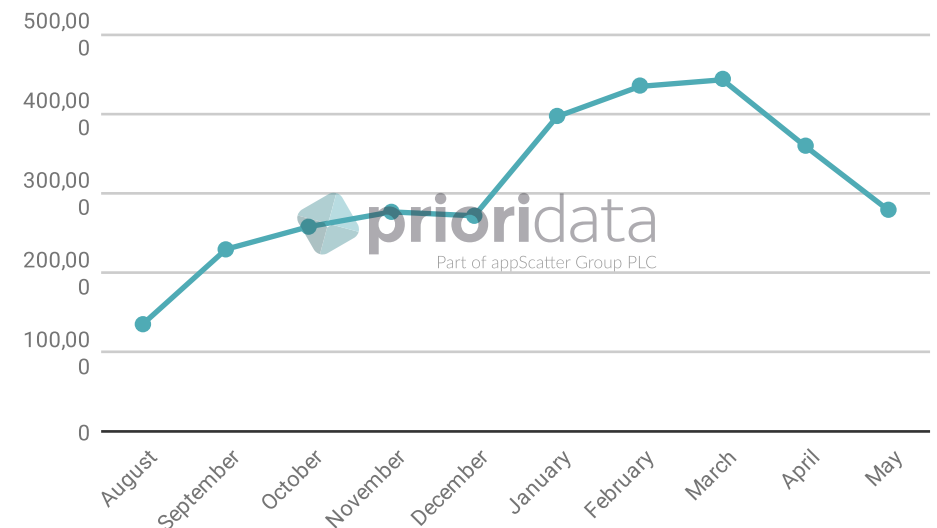
Looking at United's performance on the international stage, the Old Trafford giants have strengthened their imprint and fanbase in Nigeria, with 11% of the year's total app downloads having been installed on devices in the West African country.

The gargantuan club also holds clout across Asia with 16% of all downloads rooting from Thailand; 8% from India and 8% from Malaysia.

Manchester United Total App Downloads: 2.1M



Manchester United MAUs





Chelsea

Despite enduring harsh criticism throughout the season due to mixed results, the Blues find themselves in a Europa League final with the chance to add a 16th trophy to Abramovich's reign. The Europa League final in Baku could be the last time fans see Eden Hazard in a Chelsea shirt as transfer interest for the player heats up. Blues fans will be keeping a beady eye on their notifications of The 5th Stand - Chelsea's official mobile app. Aside from providing fans the opportunity to follow every kick of every game while on the move, the app also offers a dedicated news service, a live blog, match reports and the opportunity to connect with fellow fans from around the world.





Chelsea

London is a city packed with rivals vying for dominance but according to the mobile app rankings, the side that can lay claim to being the biggest club within the M25 is none other than Chelsea.

Manchester United is the only club that can snobbishly look down their noses at the Blues, who are the second-highest achievers in the Premiere League of Apps with over 1.3 million downloads this past season and an average MAU of 309k.

Outside of their UK fanbase, Roman Abramovich's

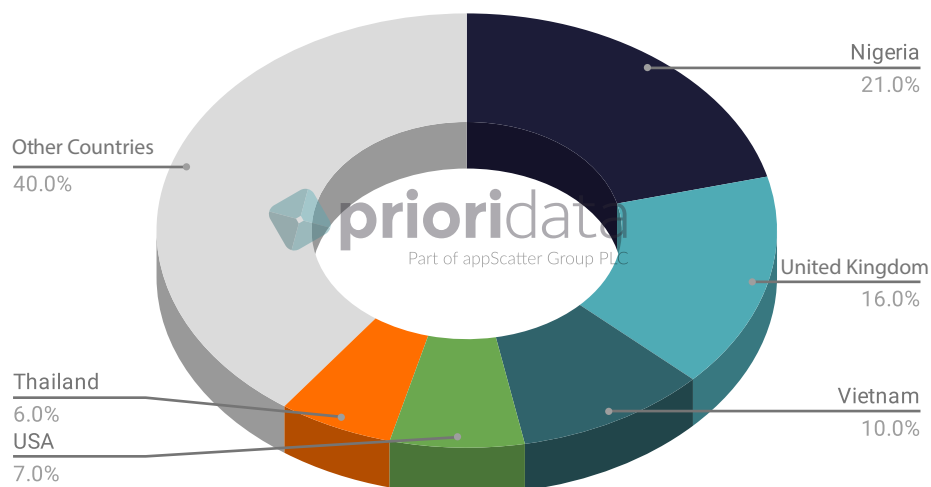
men have made huge strides in expanding their global influence - particularly in Nigeria, which claims 21% of the four-time Premier League champions' fanbase.

While Chelsea FC has been successful in driving interest globally in terms of shirt sales and social media, their stadium's smaller capacity of 41,631 (the eighth largest stadium in the 2017/18 Premier League season) holds them back.

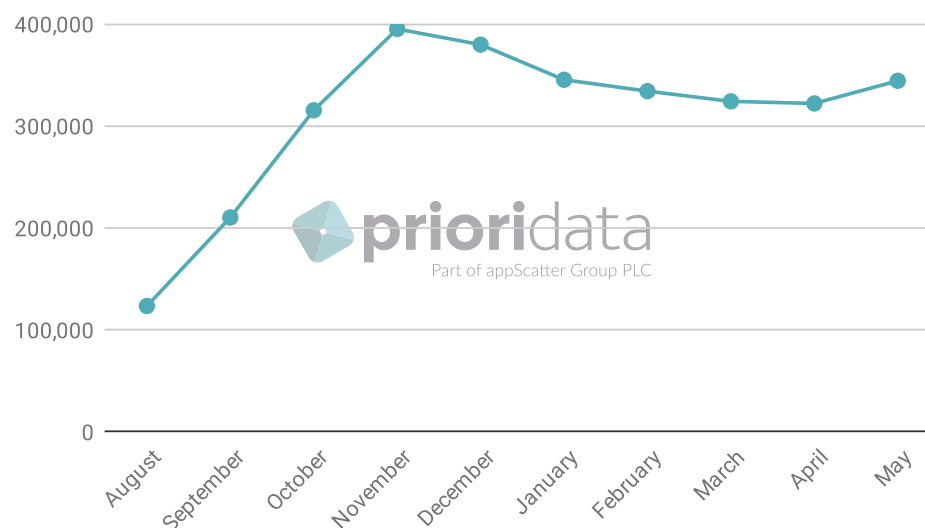
With Roman Abramovich absent from Stamford Bridge all season amid his ongoing standoff with the UK

government over his visa situation, the stadium doesn't look like getting its much-needed improvement any time soon.

Chelsea Total App Downloads: 1.3M



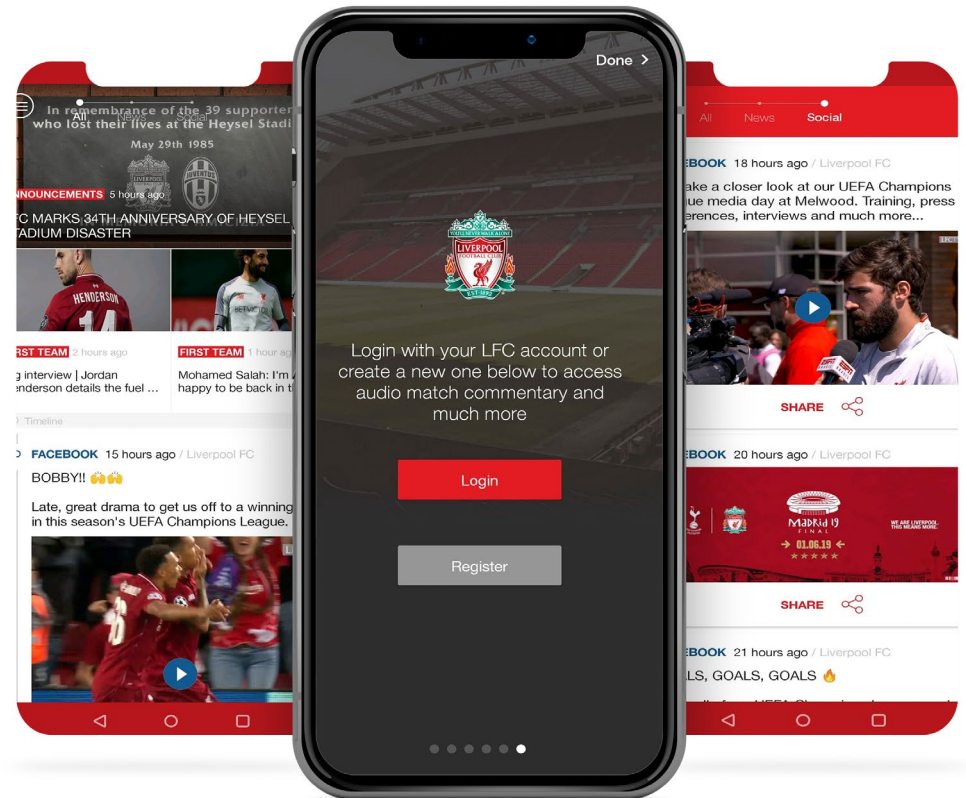
Chelsea MAUs





Liverpool

On Saturday 1 June, Liverpool's long wait for a major trophy (and also their manager's sequence of six consecutive final defeats) could come to an end with a sixth European Cup. Liverpool may be the most successful English club in European football, but in the app stores the club's official app stands out from its EPL peers for all the wrong reasons. While the app includes all of the essentials and many useful features such as LFCTV GO integration and social media posts, it lacks the extra flair of neatness to its design and the dynamic features that other clubs apps' encompass.





Liverpool

There are few teams on the planet that can tally 97 points, only lose one league game all season and still not win the title. Regardless of what you may think of Liverpool FC, it cannot be denied that the Merseysiders are the unluckiest runners-up ever. But before ascribing the blame onto the cruel vagaries of fate, just remember that this is the same club that climbed football's Everest in defeating Barcelona four nil - without star players Firmino and Salah!

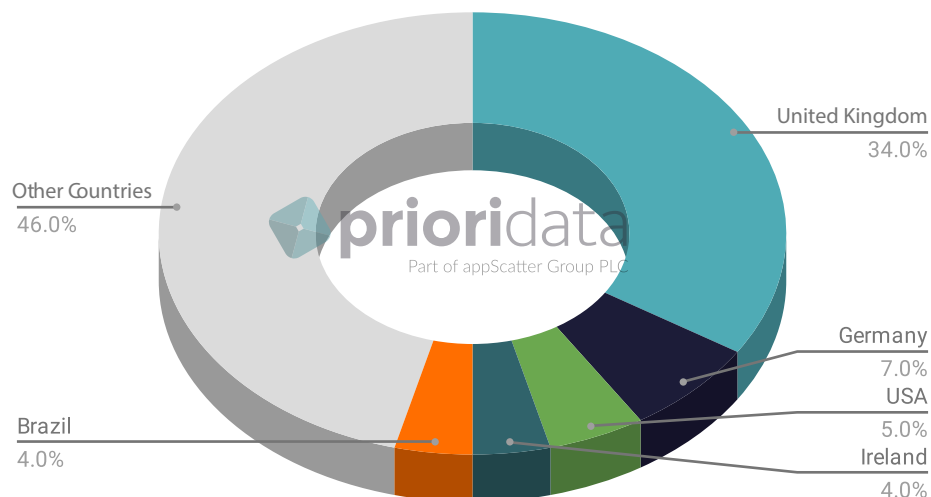
This season, the LFC app maintained a respectable average MAU of 77.6k, positioning the club in third

place behind Manchester United and Chelsea in our rankings. While Liverpool has always prided itself on its global appeal, the arrival of wonderboy Robert Firmino in 2015 and double golden boot winner Mo Salah in 2017 has enormously boosted the club's fanbase in the duo's respective countries, Brazil and Egypt.

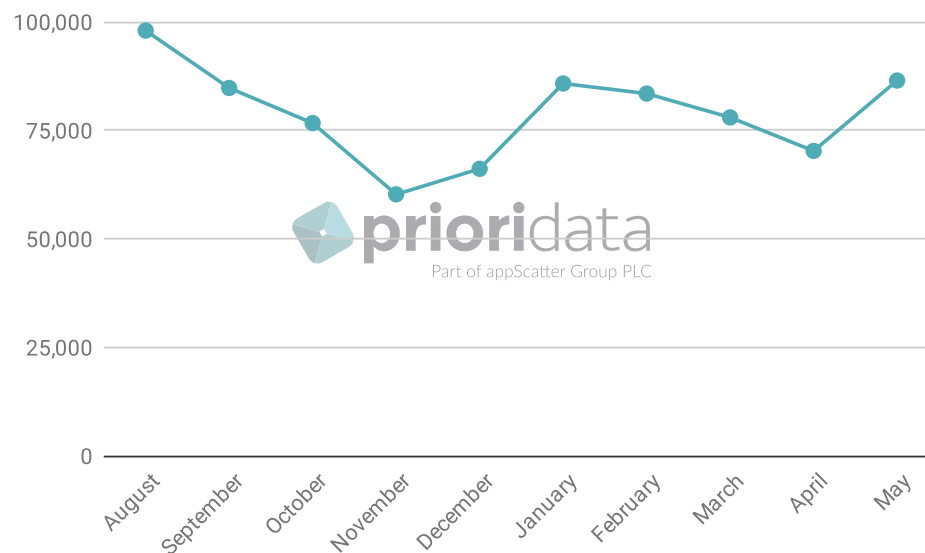
Excluding the 88.5k downloads from the UK, this season Liverpool's club app was installed in over 235.6k devices with Brazil accounting for 8% and Egypt for 5% of all downloads. However, Germany remains the largest market for the LFC official app, claiming 7% of

all downloads outside of Britain. It also appears that Americans really warm to the Anfield faithful, with 5% of all international downloads originating from the States.

Liverpool Total App Downloads: 364K



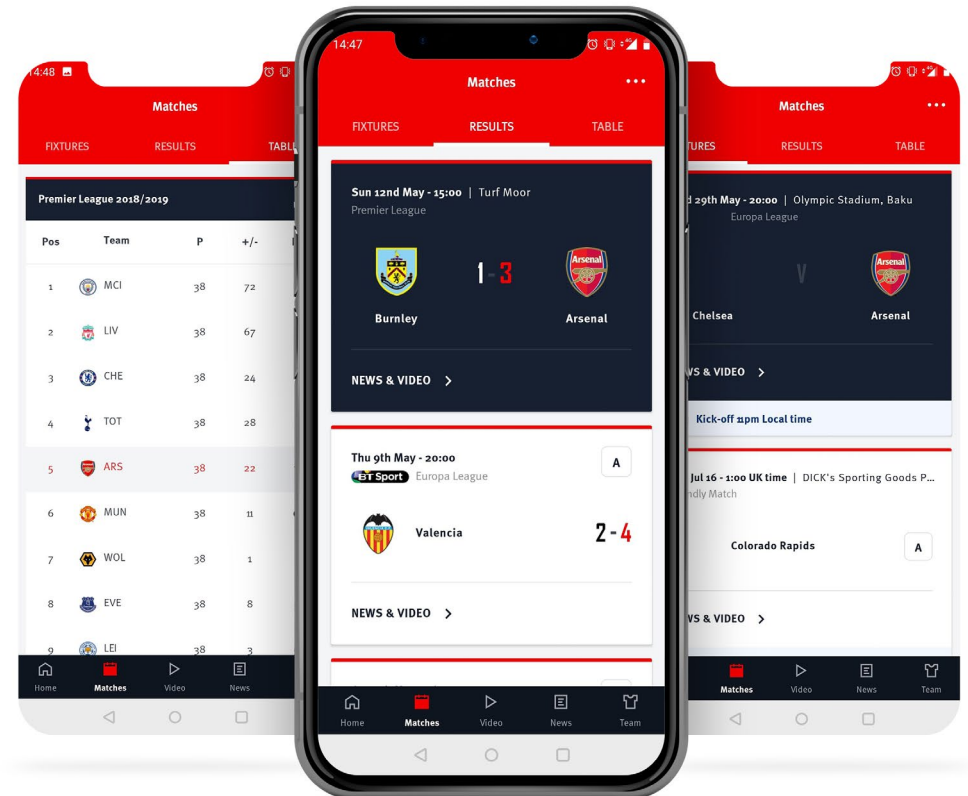
Liverpool MAUs





Arsenal

Having fallen short in landing a top-four spot in the Premier League for the third campaign running, Arsenal are hoping to secure a third European trophy and bring Champions League football back to Emirates Stadium when they face Chelsea in the Europa League final on 29 May. For fans unable to catch the game, lightning-fast real time notifications from Arsenal's Official App will keep them up to speed on the action unfolding on the pitch in Baku. Featuring a wealth of news and all the player information/stats any fan could want, the new and improved app also caters to fans' video obsession by offering Live Match Day Shows and selected academy matches.





Arsenal

The 2018/19 season was always going to be something of a transitional period for Arsenal. After being carefully selected as the man to lead the club forward following 22 years of Wenger, Unai Emery was explicitly tasked with getting Arsenal back into the Champions League.

No manager in the world surpasses Emery's credentials in Europe's secondary cup competition, which he won in three consecutive seasons with Sevilla between 2014 and 2016.

Away from the pitch and in the app charts, Arsenal's official app recorded the fourth-highest concentration

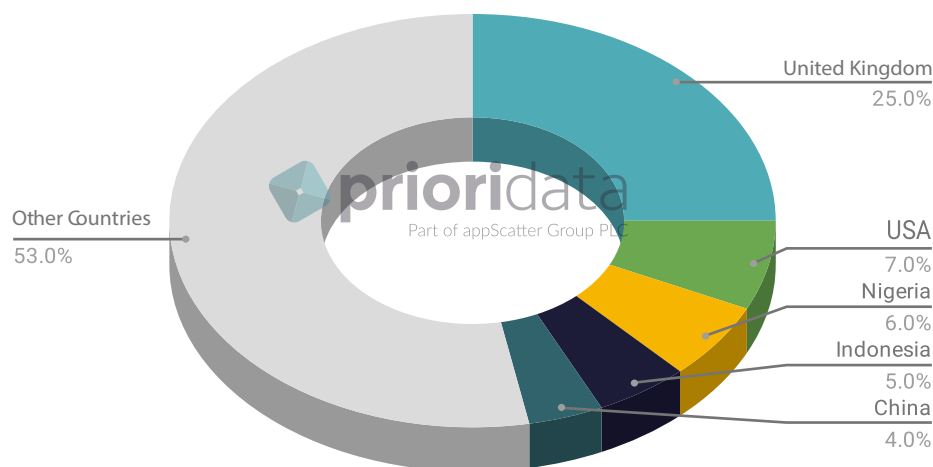
of downloads between 10 August and 12 May, ranking below only Manchester United, Chelsea and Liverpool.

Notching over 260,200 downloads globally, unsurprisingly the kernel of Arsenal's fanbase in the app stores lies in the UK with 25% of all downloads.

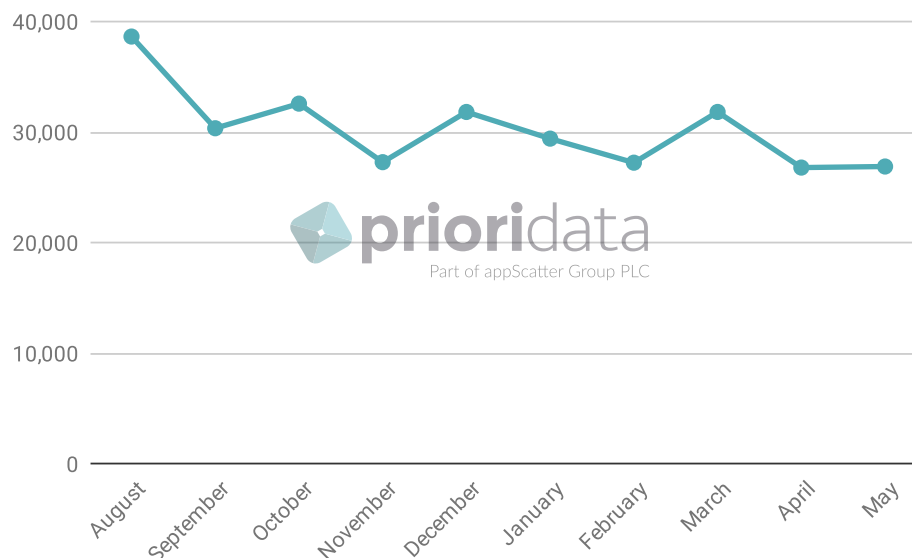
Analysing the Gunners popularity overseas, the US makes up 7% of Arsenal's fanbase in the Google Play and Apple App stores. The club also draws healthy support from China, with the region accounting for 4% of total downloads.

In 2016, Arsenal became the first Premier League football club to introduce a fully interactive app targeted to its young supporters. Titled Junior Gunners, the app offers its users a myriad of games (both fun and educational) and has been successful in elevating the club's engagement with junior fans by clocking over 128,000 downloads since its launch, with the UK contributing to approximately 50% of the global total.

Arsenal Total App Downloads: 290K



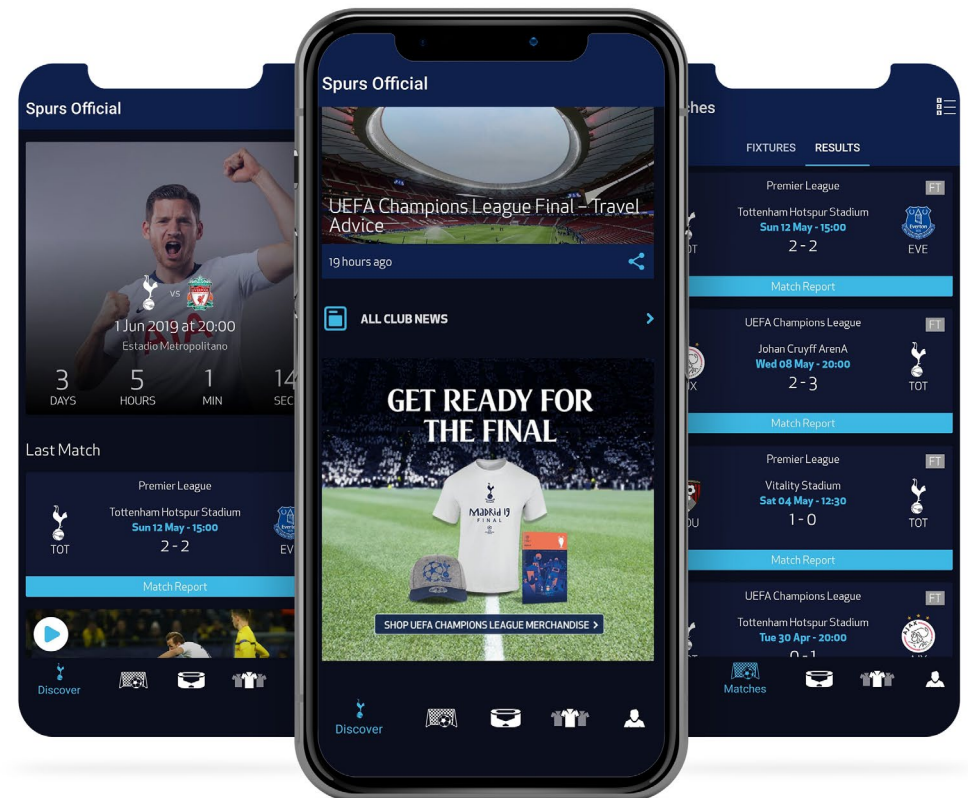
Arsenal MAUs





Tottenham

Ahead of the big day on June 1st 2019, Tottenham fans are joining in the countdown to the final with the newly-launched Spurs Official app. Embodying a clean and sleek design, the north London club really pushed the boat out with their new app. Aside from the usual club news, results/upcoming figures and live commentary of all Tottenham games, the app was designed to compliment the new arena - widely hailed the most technically advanced stadium in the world. Members can use the app to display their ticket for entry to the stadium. Upon entry, the app pinpoints users' location to help them easily navigate around the venue to locate points of interest, food outlets, bars and toilets.





Tottenham

Tottenham are enjoying one of their best periods in recent history despite a lengthy parade of setbacks including complications with their stadium move; two consecutive windows of no signings; a litany of injuries hitting key players - and not to mention a smaller bank balance than the EPL giants.

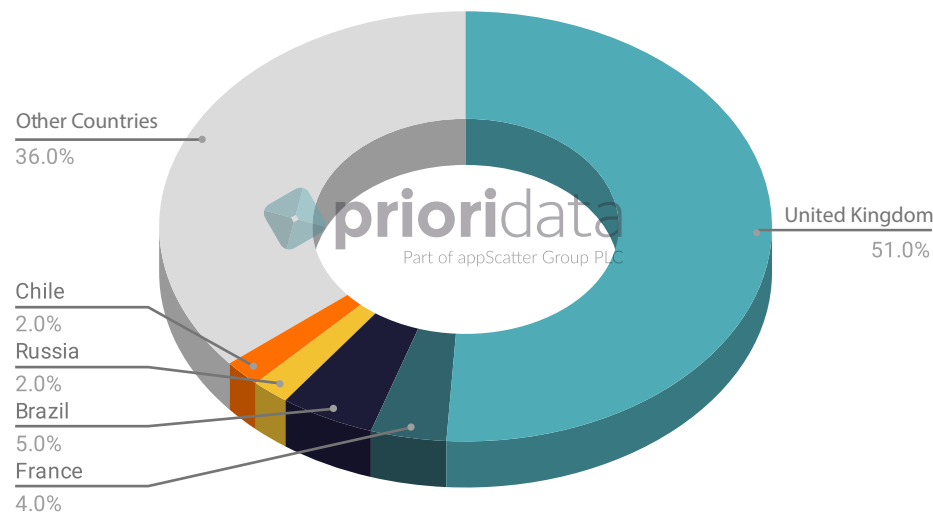
In the mobile app charts, Spurs' eponymous app is emerging as a major force, reporting a spectacular 127,000 downloads and averaging 38.5k monthly active users since the app's launch on 1 April 2019 on iOS and Android devices combined.

The new app sits at the heart of the club's digital ecosystem and serves as the leading source of all club news, videos and highlights. UK fans are responsible for nearly 51% of downloads during this period, with the Brazil and France accounting for 5% and 4% respectively.

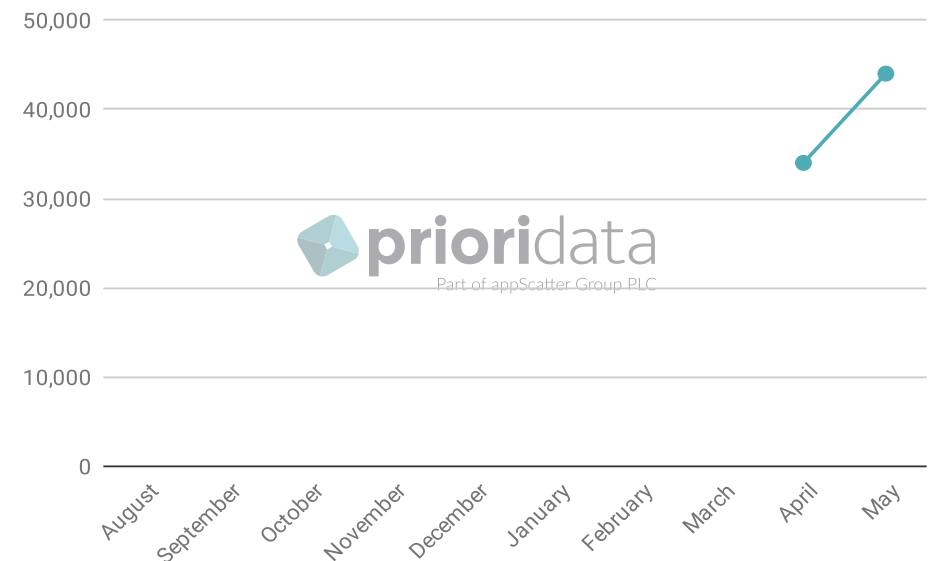
The Spurs Official app is the latest offering in Tottenham's portfolio of mobile applications on Google Play and Apple App Store. The club's other apps are Spurs Shop, which lets fans browse everything that's being sold on the club's official website, and SPVRS - an interactive app that offers a closer look at the new Stadium.

The new arena has been successful in cementing Tottenham's status in the international community as an elite European club. Over 53,000 eager fans have downloaded the SPRVS app which transports users to the footballing ground via Augmented Reality technology. And it appears that the new stadium is a big hit with overseas supporters, with 34% of SPRVS' downloads hailing from outside the UK.

Tottenham Total App Downloads: 133K



Tottenham MAUs





Manchester City

Premier League victors, Carabao Cup holders and, after beating Watford at Wembley, FA Cup winners. Thanks to the club's official app, keeping up with the domestic champions has never been easier. In addition to CityTV which includes match highlights, the app brings users the complete matchday experience (line-ups, live text updates, audio commentary, match stats) as well as all the latest news across all City teams: Men's, Women's, EDS & Academy.





Manchester City

Only a few miles of road (and 32 EPL points) separate Manchester United from their arch rival and the English domestic treble winners, Manchester City.

However, in the app charts, Pep Guardiola's side find themselves outperformed by United. Our data shows that during the 2018/19 season, City's official club app registered just over 215k downloads globally - 38% less downloads than the app recorded during the 2017/18 season.

The app's average MAU standing of 29k is also way lower than the League's other top-flight clubs.

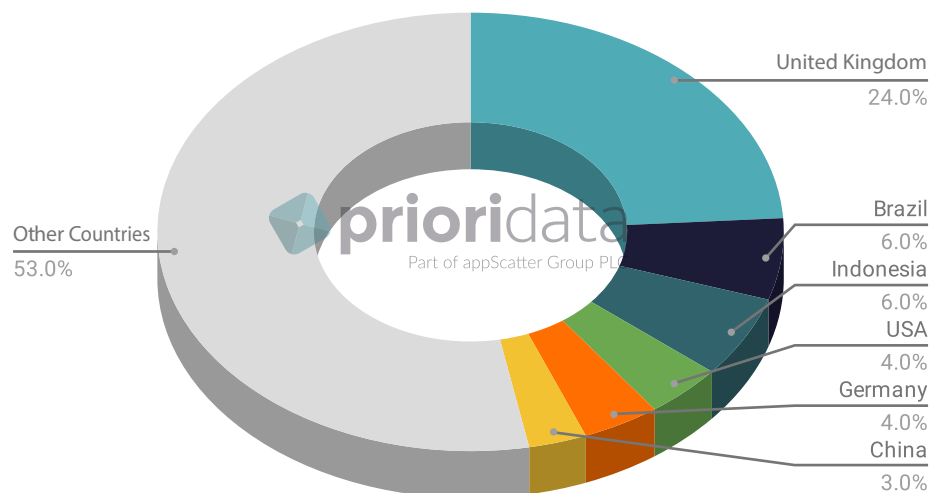
The Champions' numbers may certainly pale in comparison to its local rival, but over the past year the Sky Blues have adopted several initiatives to open themselves up to local and international audiences.

Once such measure was the Amazon Prime 'All or Nothing: Manchester City' documentary, where the club allowed a camera crew to get behind the scenes of their 2017/18 season. Additionally, in April 2018, the club launched a new app offering content tailored to their youngest fans.

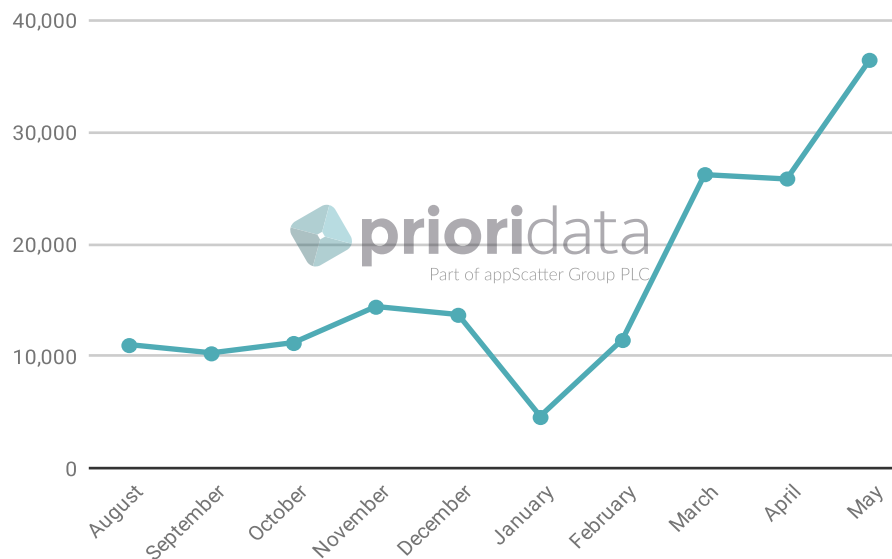
Since its launch, Man City Kids has been successful

in engaging a global audience and has so far achieved almost 117k downloads. Priori Data records show that the highest concentration of young Manchester City fans outside Great Britain can be found in Russia (8%), Poland (7%) and Argentina (6%).

Manchester City Total App Downloads: 215K



Manchester City MAUs



About Priori Data

Priori Data provides a comprehensive suite of app market intelligence tools that enable accurate strategic planning in the global app economy.

Our commitment to data quality is underlined by our unrivalled transparency around data accuracy. Priori is regularly regarded as industry leading in head-to-head app data comparisons.

Our platform is designed for anyone looking to improve the organic performance of apps based on data-driven research, benchmarking and market analysis. Top-tier marketers, investors, consultants, researchers and service providers rely on our insights every day.

Founded in Berlin in 2013, Priori Data was acquired by appScatter in 2018.

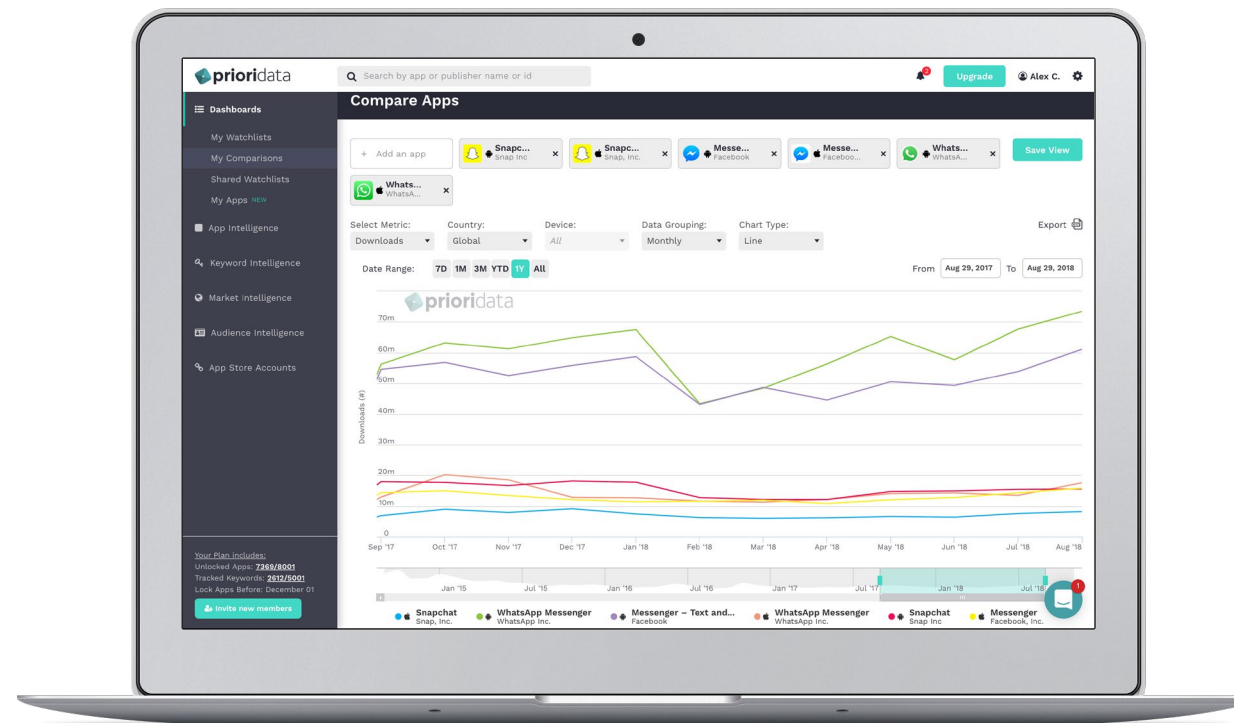


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