

《C罗成为在中国最有影响力的球员》

导读:C罗力压群星成为中国最有影响力的球星；曼联则是在中国最具影响力的欧洲俱乐部。



The annual Red Card report by Shanghai-based consultancy Mailman compiled data on top European clubs and their players, using metrics including social media followers, fan engagement and e-commerce.

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Portugal forward Ronaldo topped the index ahead of second-placed Arsenal midfielder Mesut Ozil and third-placed Real team mate Gareth Bale. Manchester United pair Anthony Martial and Wayne Rooney rounded out the top five.

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Ronaldo's online engagement was more than “10 times” higher than any other player, the report said.

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Football-mad China has proven an increasingly lucrative market for Europe's top leagues, clubs and players in recent years.

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The English Premier League sold three years of television rights in China from 2019-20 to streaming service PPTV for \$700 million, a source said in November, several times the size of a previous six-year deal with Beijing-based Super Sports Media.

????2019-2020??PPTV??

Manchester United toured the country in the pre-season last year and were ranked ahead of Bayern Munich, Arsenal and Liverpool for online influence.

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Cross-city rivals Manchester City were fifth on the table.

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Although English clubs dominated the top five, the German Bundesliga was rated the most influential league ahead of the Premier League and Spain's third-ranked La Liga.

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The Bundesliga was the only European league to have launched a "full digital presence including a Chinese language website", the report said.

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China has the world's largest population of internet users, with its top social messaging app WeChat boasting 800 million users.

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