THE
SPORT ANALYTICS LAB
ECONOMICS 2020 April – May

UNIVERSITÀ DEGLI STUDI DI TORINO

SCHOOL OF MANAGEMENT AND ECONOMICS

QUANT4SPORT
RESEARCH

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DM DIPARTIMENTO DI MANAGEMENT
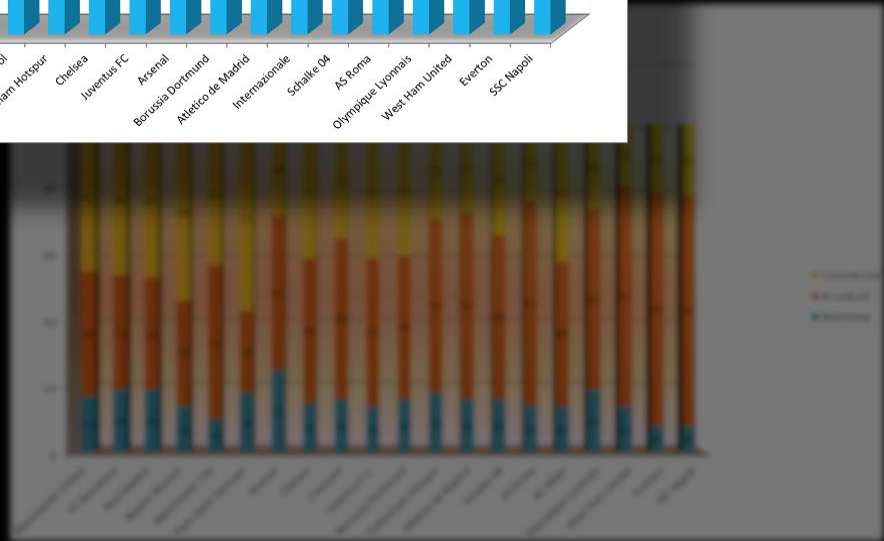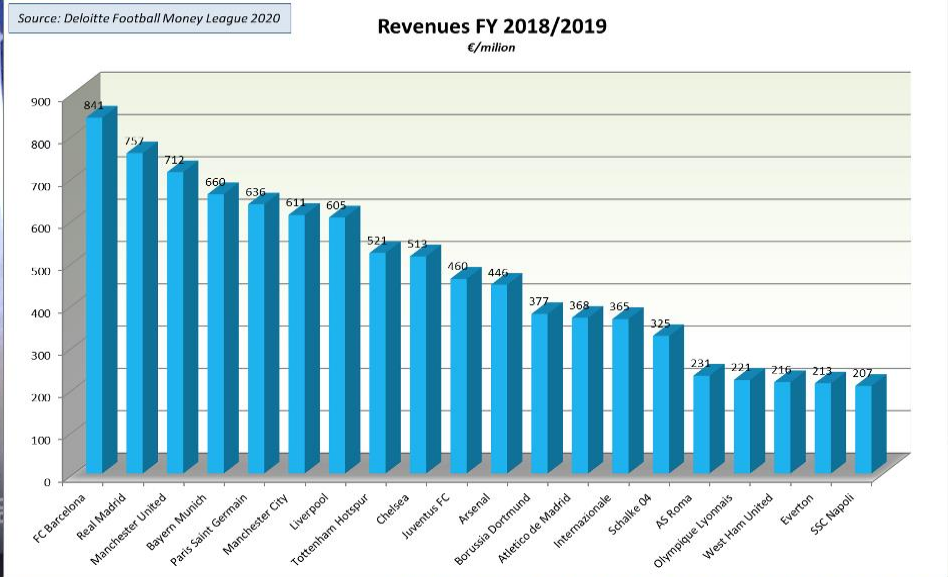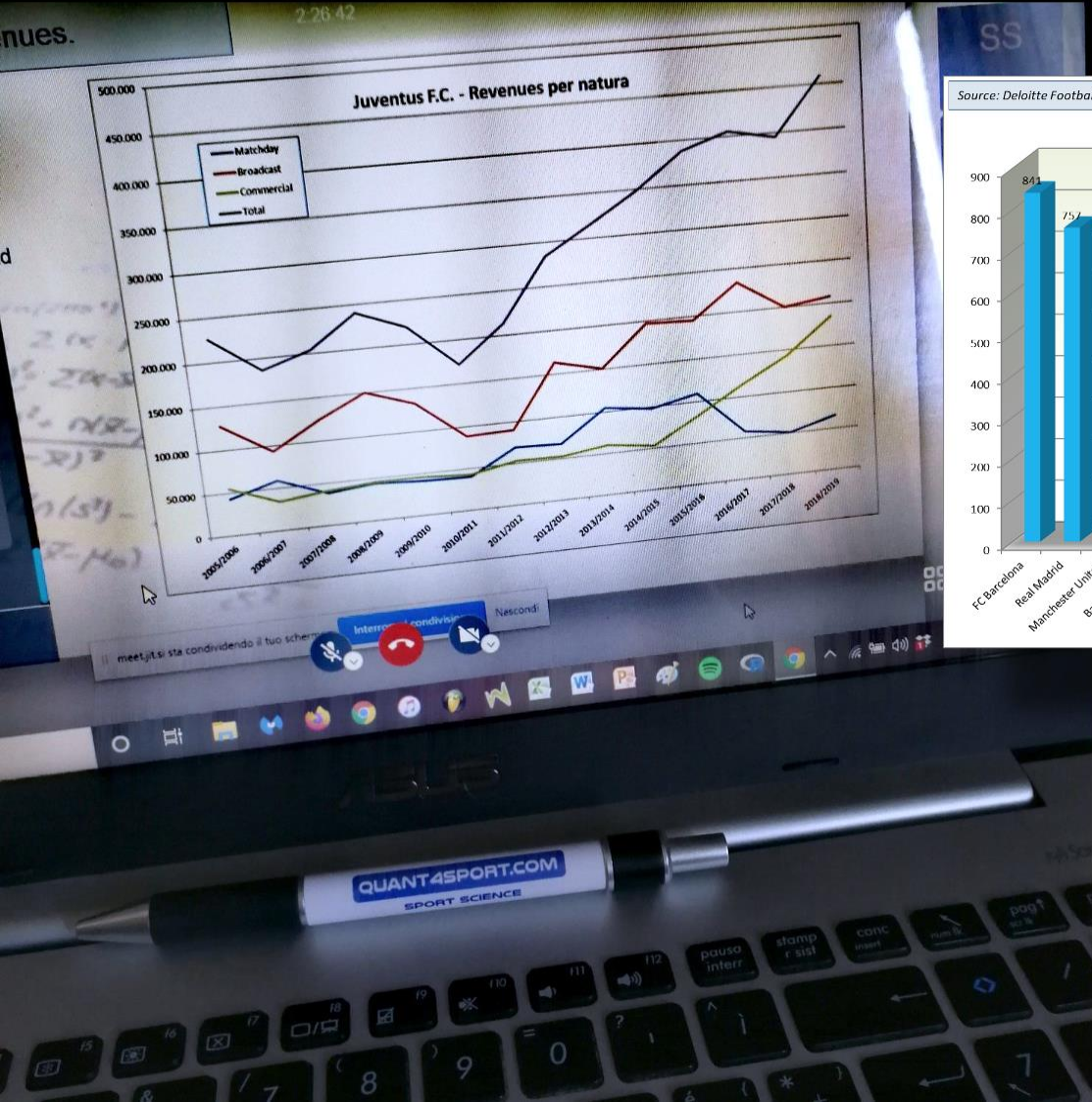
ESt Dipartimento di Economia e Statistica *Cognetti de Martiis*

The Sport Analytics Lab Economics 2020 was taught in streaming because of covid-19. In the first lesson Luca Malfatti spoke about the analysis of the historical series of revenues and the balance sheet of Juventus FC: measurement of economic and corporate performance.

Luca is co-founder at

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The second day we hosted Nicola Verdun di Cantogno, Managing Director at Tifosy Capital & Advisory. He illustrated alternative financial tools and some possible post-Covid19 scenarios. Tifosy provide high-level consultancy services to the management of sports clubs. Through our extensive network of relationships on a global level and the investment platform designed also for institutional investors, we can assist clubs in raising financial funds (both debt and equity) and in optimizing their share capital.

Nicola is co-founder at Tifosy with Gianluca Vialli, football manager and Italy national football team player.
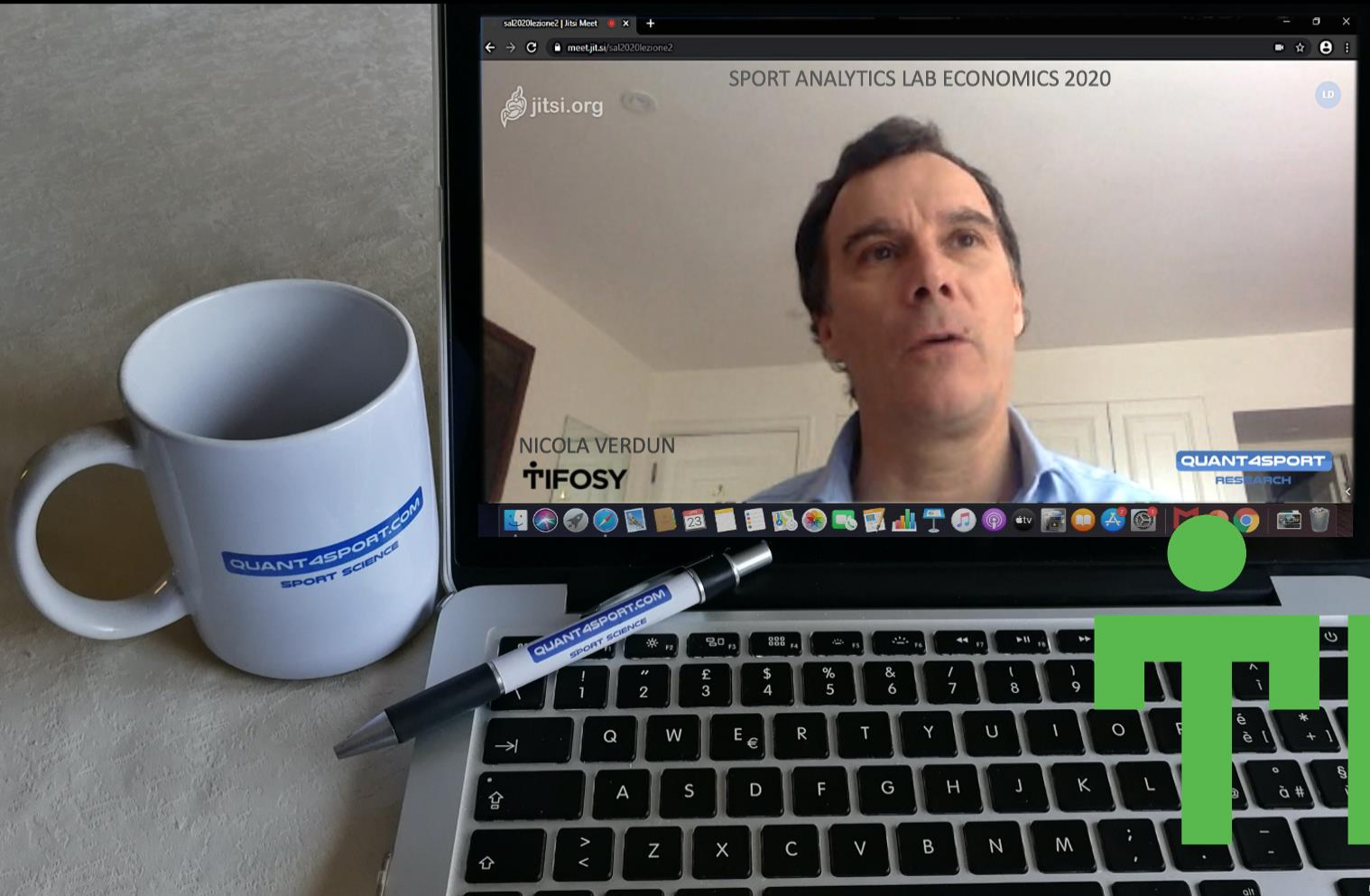
The third day we hosted Andrea Messina and Simone Cinelli. We discussed how the short, medium and long term have given way to a new dimension: the immediate; with a view on social networks, fan engagement and branding. Starting from the IQUII data, we have developed a link between digital economy and real economy, from sport to clothing.

Simone Cinelli is Brand Manager at BE, a multinational company that holds the majority of IQUII.

Andrea Messina is Sponsorship Manager at Basic Italia, owner of brands such as Superga, Sabelt, K-way but above all Kappa specialized in professional sportswear.

The fourth lesson of the Sport Analytics Lab Economics 2020 was dedicated to the Monaco Formula 1 Grand Prix. Gianluca Rosso discussed IMSEE's analysis of 2017 economic returns; to follow Luca Malfatti exposed the number of viewers and the audience of the same event, already published some time ago in a quant4sport article published on Induzioni of the Italian Statistical Society.

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Gianluca is co-founder at

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Spettatori medi (in milioni)		
Gran Premio	2017	2016
Australia	5.745	4.628
Baharain	5.644	3.040
Cina	4.320	3.457
Russia	3.398	2.770
Spagna	3.304	3.786
Monaco	6.966	7.444
Canada	2.218	3.638
Totale	31.595	28.763

Tabella 6. Share.

Quote di share		
Gran Premio	2017	2016
Australia	46,15	34,27
Baharain	45,41	16,09
Cina	33,20	42,08
Russia	10,11	12,37
Spagna	16,60	17,87
Monaco	42,60	40,72
Canada	13,80	22,90

Share di ascolto

■2017
□2016

Australia Baharain Cina Russia Spagna Monaco Canada
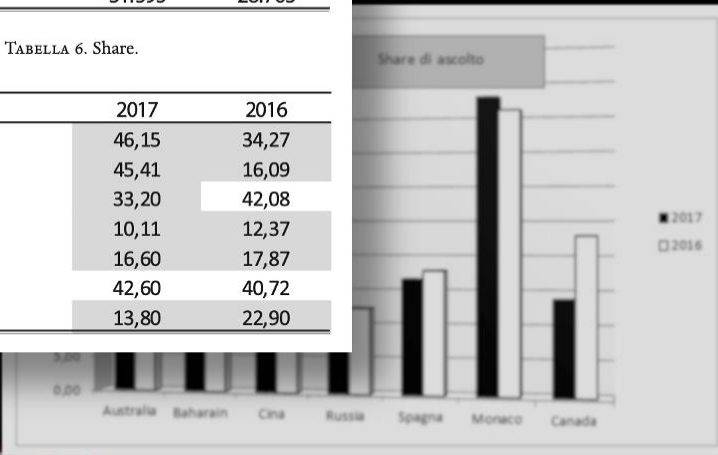
The fifth lesson was devoted to the managerial aspect of sport. Renato Nicolai described the management of a professional basketball team. Lorenzo Malanga talked about creating a startup using his real experience as an example. Marco Chessa officially closed the Sport Analytics Lab Economics 2020 by reconnecting all the topics of the lessons and inviting students to evaluate the potential of the sector as a lever for the development of the country and therefore of the cities.

Renato is CEO of Reale Mutua Basket Torino. Manager in the sport industry. Event Planning, Sports Management, Event Management, Sponsorship, and Management. He is Professor at Università di Bologna.

President and CRO at Mercurius. Head of scientific research, he designs the algorithms behind Mercurius technologies and manages the company's accounts.

President I Permanent Council Commission for Budget and Planning of the City of Turin. He has been Sports Director of the Football Club for people with disabilities, and Collaborator of the FIGC Federal Prosecutor.

In the last lesson our students presented their «end of course» work.
The topics, all of extreme interest, concerned:

- ✓ The presence of Italian football clubs on social networks
- ✓ Giro d'Italia tournover: an analysis
- ✓ The Grande Torino: between myth and reality
- ✓ Women's football
- ✓ Allianz Stadium revenues and impact of Covid-19
- ✓ Scuderia Ferrari
- ✓ The world of games: eSports

Il Grande Torino: tra mito e realtà
———
Il Museo Grande Torino e il Filadelfia oggi: propositi futuri per il pubblico
Marco Balocco

Gabriella Giuliano   Lab. Sport Analytics
SCUDERIA FERRARI

Giro d'Italia turnover: an analysis
GRETA GARINO   Lab Sport Analytics
                                21/05/2020

RICAVI dell'Allianz Stadium e impatto del COVID-19
Giovanni Coda
Serena Soldan

LA PRESENZA DELLE SOCIETÀ CALCISTICHE ITALIANE SUI SOCIAL NETWORK
L'ANDAMENTO E LE PERFORMANCE SULLE VARIE PIATTAFORME
LIBERTI SIMONA

Il Calcio femminile
Alberto Lavelli
Massimiliano Penna
Giovanni Cardone

UNIVERSITÀ DEGLI STUDI DI TORINO   DM DIPARTIMENTO DI MANAGEMENT
The World of Games: eSports
Sport Analytics 2020   Research by Alberto Anello