

**A SNAPSHOT  
OF THE  
SCOTIABANK  
CONCACAF  
CHAMPIONS  
LEAGUE**

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**2020 SEASON**

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# INTRODUCTION

This Level One snapshot features an overview of the clubs participating in the 2020 Scotiabank Concacaf Champions League.

This edition of Concacaf's top club football competition includes 16 teams from 8 countries: Canada, Costa Rica, El Salvador, Guatemala, Honduras, Jamaica, Mexico and USA.

This snapshot showcases data compiled for the 16 participating clubs in the following areas:

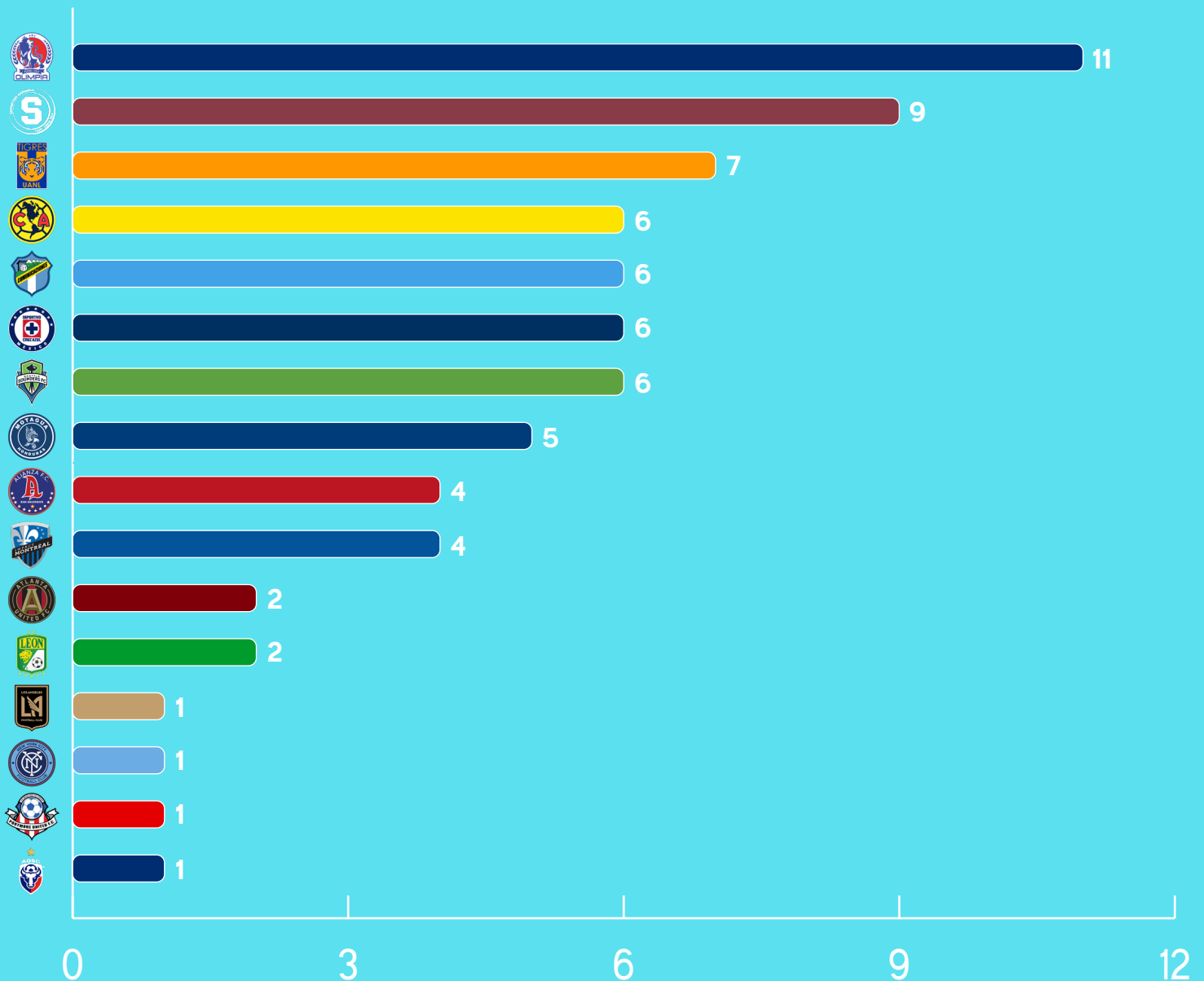
- SCCL Appearances
- Social Media (Facebook, Twitter, Instagram, YouTube, LinkedIn)
- Kit Providers
- Players (Age and Nationality)
- Head Coaches (Nationality and Number of Years at Club)
- Women's Football

We hope you enjoy these insights into the teams competing for the 2020 Scotiabank Concacaf Champions League title.

# SCCL APPEARANCES

The 16 teams competing in the 2020 SCCL have a combined 72 appearances in the competition.

CD Olimpia from Honduras leads all teams with 11 appearances, and 12 of 16 teams are making at least their second appearance in the competition. Four (4) teams are making their SCCL debut in 2020. The chart below outlines the number of appearances by the participating teams.

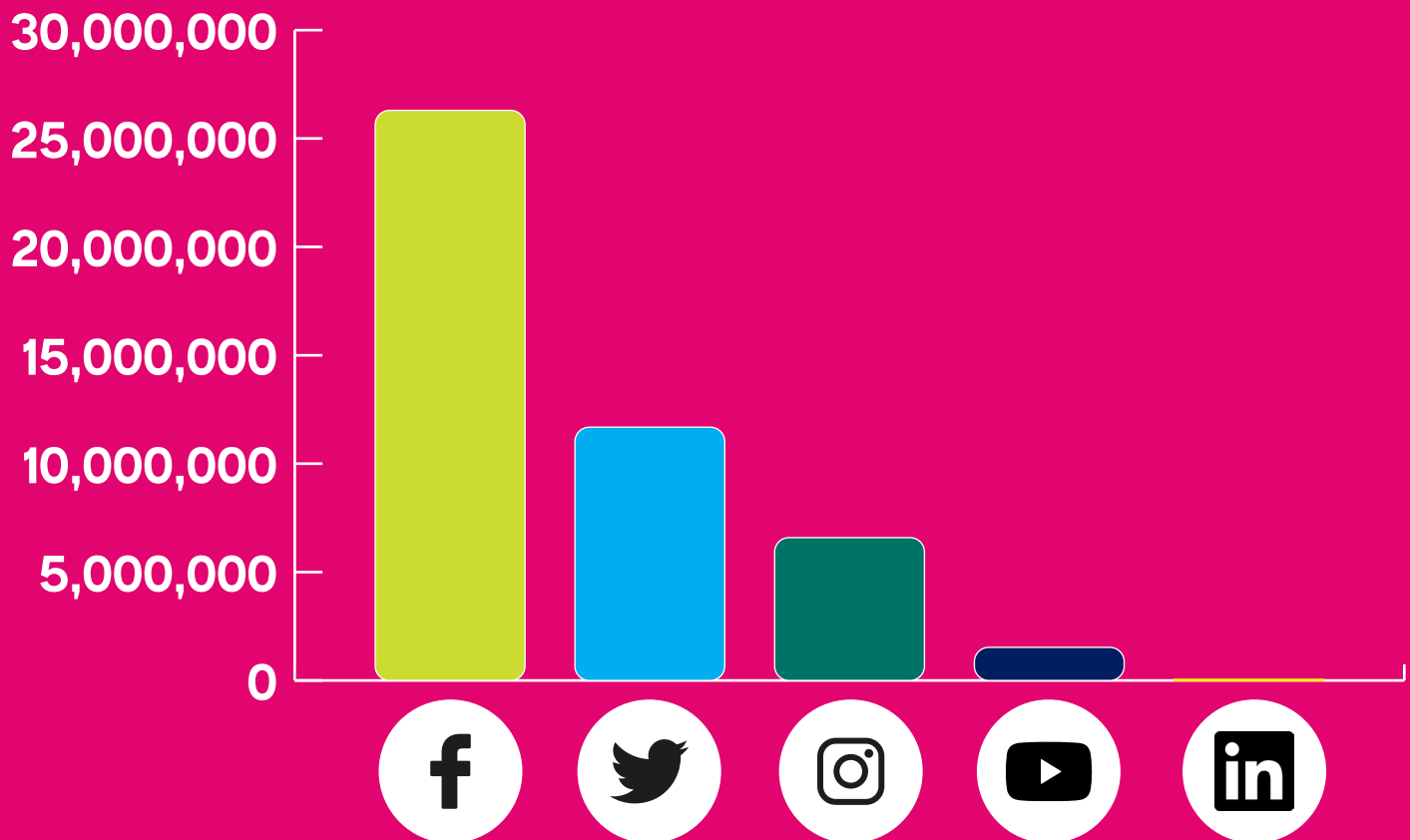


# SOCIAL MEDIA

The 16 clubs competing in the 2020 SCCL have **46,155,172** combined likes/followers/subscribers across the five social media platforms of Facebook, Twitter, Instagram, YouTube and LinkedIn.

The combined social media reach of these 16 clubs includes:

- **26,298,746** Facebook likes
- **11,683,803** Twitter followers
- **6,589,967** Instagram followers
- **1,528,129** YouTube subscribers
- **54,527** LinkedIn followers



# SOCIAL MEDIA

## FACEBOOK

CLUB	# OF LIKES
Club America (MEX)	10,750,820
Cruz Azul (MEX)	3,809,848
Tigres UANL (MEX)	2,534,284
New York City FC (USA)	2,233,888
Club Leon (MEX)	1,854,338
Deportivo Saprissa (CRC)	975,147
CD Olimpia (HON)	871,377
Seattle Sounders FC (USA)	739,817
Comunicaciones (GUA)	721,653
Los Angeles FC (USA)	444,090
Montreal Impact (CAN)	340,070
Alianza FC (SLV)	327,966
Motagua (HON)	304,589
Atlanta United (USA)	291,911
AD San Carlos (CRC)	95,794
Portmore United (JAM)	3,154



»» **TOTAL**

**26,298,746**

»» **AVERAGE**

**1,643,672**

»» **MEDIAN**

**730,735**

\*Data collected on February 17, 2020

# SOCIAL MEDIA

## TWITTER

CLUB	# OF FOLLOWERS
Club America (MEX)	3,998,025
Cruz Azul (MEX)	1,778,689
Tigres UANL (MEX)	1,743,817
Atlanta United (USA)	1,000,750
Club Leon (MEX)	948,783
New York City FC (USA)	629,642
Montreal Impact (CAN)	340,494
Seattle Sounders FC (USA)	304,492
Los Angeles FC (USA)	253,952
CD Olimpia (HON)	201,304
Deportivo Saprissa (CRC)	153,819
Motagua (HON)	138,143
Comunicaciones (GUA)	103,828
Alianza FC (SLV)	79,242
AD San Carlos (CRC)	8,539
Portmore United (JAM)	284



»» **TOTAL**

**11,683,803**

»» **AVERAGE**

**730,238**

»» **MEDIAN**

**279,222**

\*Data collected on February 17, 2020

# SOCIAL MEDIA

## INSTAGRAM

CLUB	# OF FOLLOWERS
Club America (MEX)	2,356,311
Cruz Azul (MEX)	623,000
Tigres UANL (MEX)	621,041
Seattle Sounders FC (USA)	565,830
Atlanta United (USA)	438,356
Los Angeles FC (USA)	412,644
New York City FC (USA)	393,423
Deportivo Saprissa (CRC)	340,849
Club Leon (MEX)	221,910
CD Olimpia (HON)	168,529
Montreal Impact (CAN)	110,902
Alianza FC (SLV)	104,805
Comunicaciones (GUA)	102,242
Motagua (HON)	97,112
AD San Carlos (CRC)	28,934
Portmore United (JAM)	4,079



» **TOTAL**

**6,589,967**

» **AVERAGE**

**411,873**

» **MEDIAN**

**281,380**

\*Data collected on February 17, 2020



# SOCIAL MEDIA

## YOUTUBE

CLUB	# OF SUBSCRIBERS
Club America (MEX)	930,000
Cruz Azul (MEX)	151,000
Tigres UANL (MEX)	147,000
New York City FC (USA)	60,900
Los Angeles FC (USA)	50,300
Atlanta United (USA)	49,000
Club Leon (MEX)	43,600
Seattle Sounders FC (USA)	40,900
Montreal Impact (CAN)	18,900
Alianza FC (SLV)	13,200
Deportivo Saprissa (CRC)	10,600
Motagua (HON)	9,660
CD Olimpia (HON)	2,370
AD San Carlos (CRC)	699
Comunicaciones (GUA)	No YouTube
Portmore United (JAM)	No YouTube



»» **TOTAL**

**1,528,129**

»» **AVERAGE**

**109,152**

»» **MEDIAN**

**42,250**

\*Data collected on February 17, 2020

# SOCIAL MEDIA

## LINKEDIN

CLUB	# OF FOLLOWERS
Seattle Sounders FC (USA)	12,634
Montreal Impact (CAN)	10,156
Los Angeles FC (USA)	9,792
New York City FC (USA)	8,820
Atlanta United (USA)	8,072
Tigres UANL (MEX)	2,151
Club America (MEX)	1,930
Cruz Azul (MEX)	951
Club Leon (MEX)	21
Alianza FC (SLV)	No LinkedIn
Deportivo Saprissa (CRC)	No LinkedIn
Motagua (HON)	No LinkedIn
CD Olimpia (HON)	No LinkedIn
AD San Carlos (CRC)	No LinkedIn
Comunicaciones (GUA)	No LinkedIn
Portmore United (JAM)	No LinkedIn



»» **TOTAL**

**54,527**

»» **AVERAGE**

**6,059**

»» **MEDIAN**

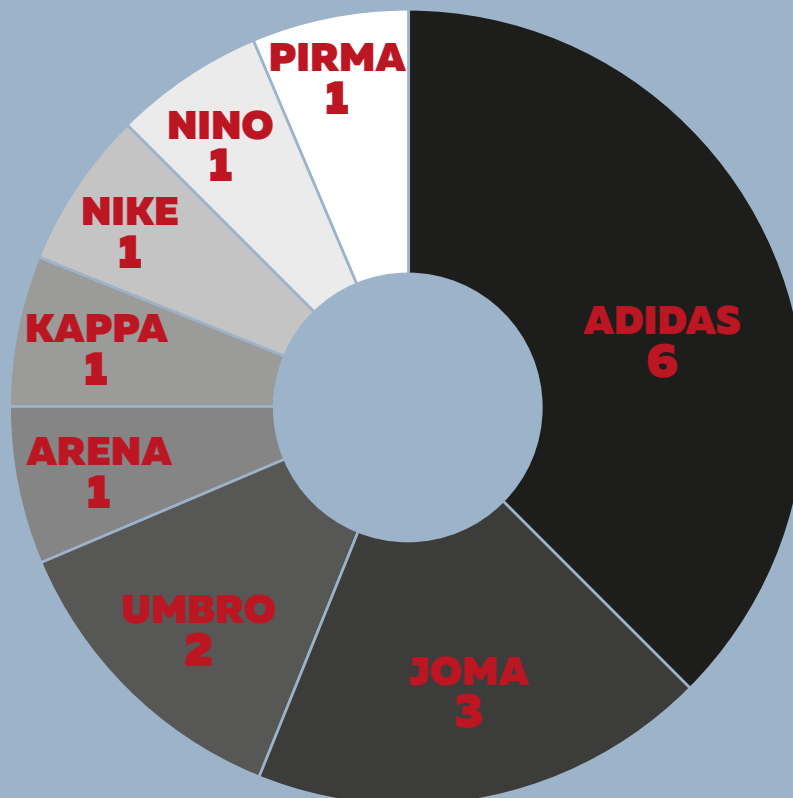
**8,072**

\*Data collected on February 17, 2020

# KIT PROVIDERS

The 2020 SCCL features 8 different kit providers for the 16 participating teams. Adidas leads the way and is the provider for 37.5% of teams. Joma and Umbro are the only other providers with multiple teams in their portfolio (3 and 2, respectively).

<b>ADIDAS</b>	Atlanta United, Los Angeles FC, Montreal Impact, NYCFC, Seattle Sounders FC, Tigres UANL
<b>JOMA</b>	Cruz Azul, Motagua, Portmore United
<b>UMBRO</b>	Alianza FC, CD Olimpia
<b>ARENA</b>	AD San Carlos
<b>KAPPA</b>	Deportivo Saprissa
<b>NIKE</b>	Club America
<b>NINO</b>	Comunicaciones
<b>PIRMA</b>	Club Leon



# PLAYERS

## AGE

Players listed on the 18-player roster for the Round of 16 in the 2020 SCCL range in age from 16 to 38.

The average player age is 26.2 and the median player age is 26.

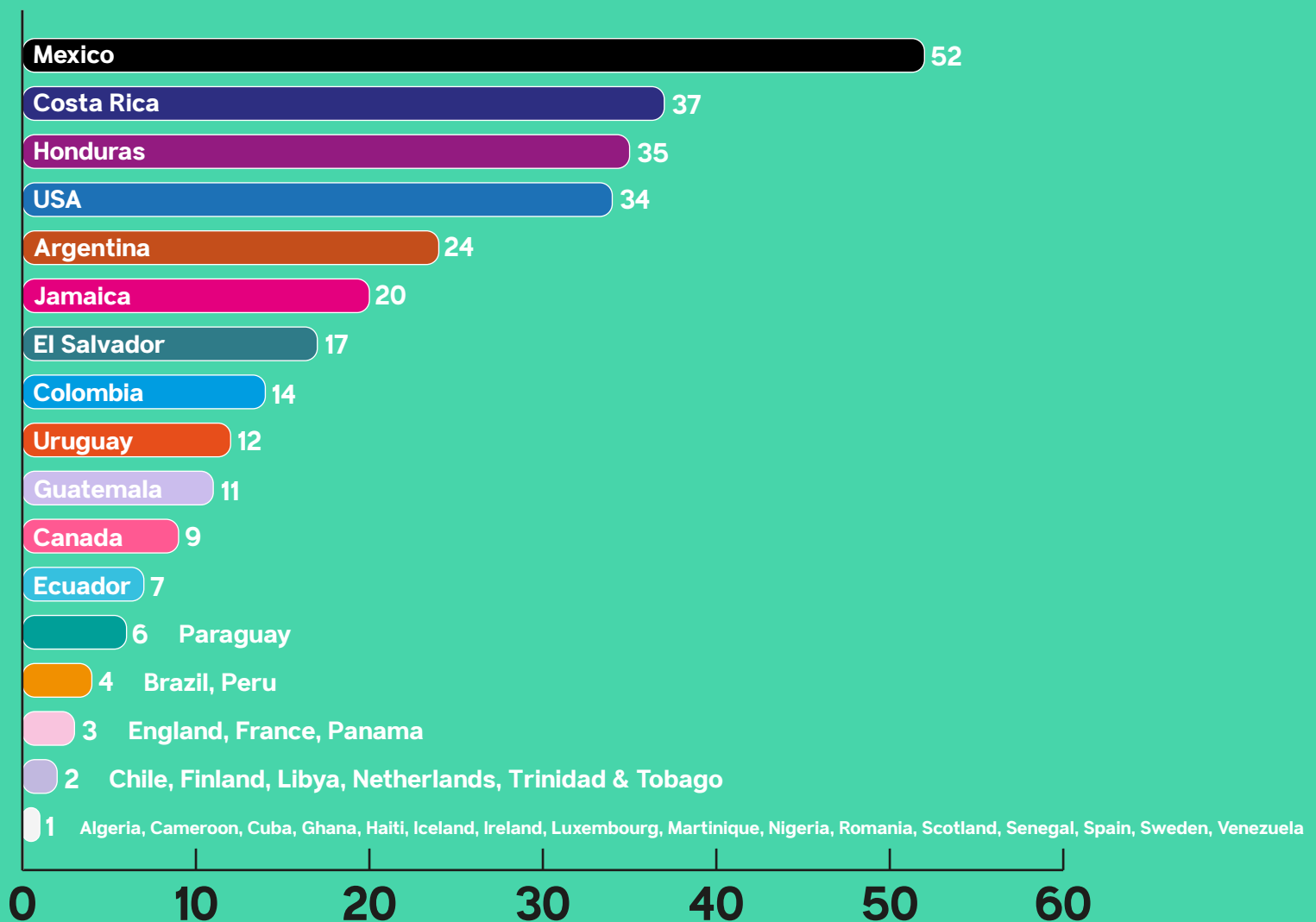
	AVERAGE	MEDIAN	YOUNGEST	OLDEST
Alianza FC	26.5	27	22	30
Club America	25.4	24	17	34
Atlanta United	25.2	23.5	18	36
Comunicaciones	29.1	28	21	37
Cruz Azul	24.8	25	18	32
Club Leon	27.3	26	16	35
Los Angeles FC	24.5	23	18	36
Montreal Impact	26.2	26	18	38
Motagua	29.5	30	22	36
NYCFC	25.7	27	17	32
CD Olimpia	25.0	23	19	34
Portmore United	23.5	23.5	17	30
AD San Carlos	26.9	25	19	37
Deportivo Saprissa	27.0	29	17	36
Seattle Sounders FC	25.3	25.5	16	33
Tigres UANL	27.1	28	20	34

# PLAYERS

## NATIONALITY

The 2020 Scotiabank Concacaf Champions League Round of 16 features players from 39 countries.

Mexico has the largest number of players (52), followed by Costa Rica (37), Honduras (35) and the USA (34). A summary of the number of players from each country is below.



# HEAD COACHES

## NATIONALITY

The 2020 Scotiabank Concacaf Champions League features 16 head coaches with 11 different nationalities. Argentina leads the way with 3 coaches, while Costa Rica, Mexico and USA each have 2 coaches.



# HEAD COACHES

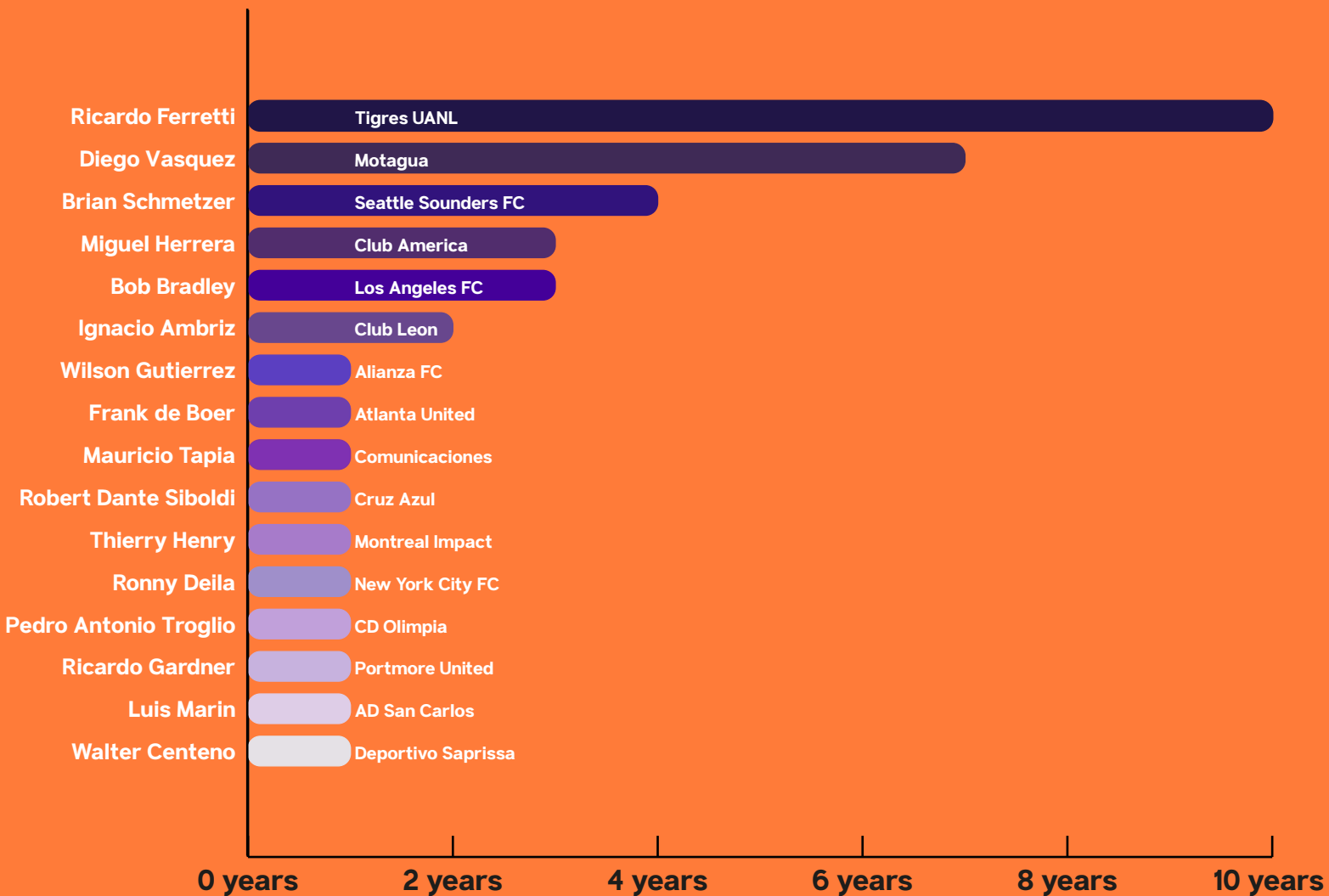
## NUMBER OF YEARS AT CLUB



Ten of sixteen head coaches (**62.5%**) are in their **first** year with the club.



Average number of years that a head coach has been with his current club

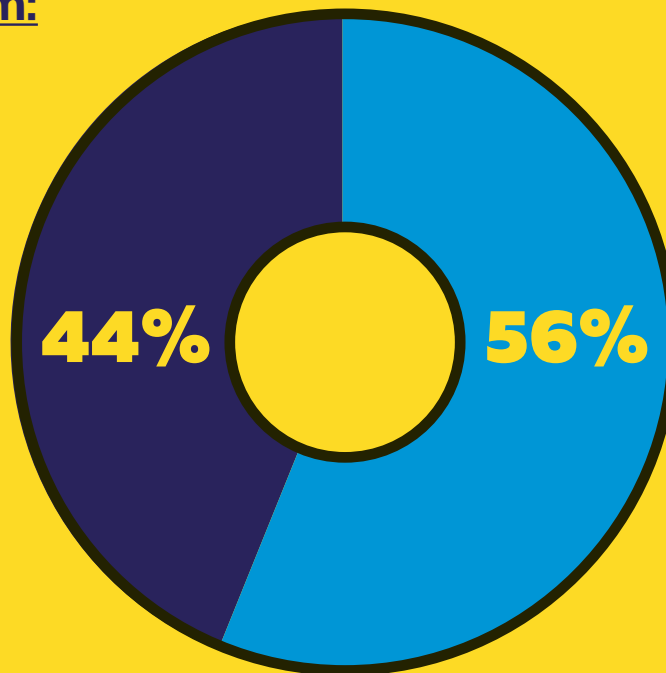


# WOMEN'S FOOTBALL

Nine (9) clubs participating in the 2020 Scotiabank Concacaf Champions League also have a women's football team.

## No Women's Team:

Atlanta United FC  
Comunicaciones  
Los Angeles FC  
Montreal Impact  
New York City FC  
Portmore United  
Seattle Sounders FC



## Women's Team:

Alianza FC  
Club America  
Cruz Azul  
Club Leon  
Motagua  
CD Olimpia  
AD San Carlos  
Deportivo Saprissa  
Tigres UANL



# METHODOLOGY

Level One collected data for this snapshot through online research.

All information in this snapshot regarding the teams participating in the 2020 Scotiabank Concacaf Champions League was identified using publicly available information on applicable team/club, league and competition websites, official social media accounts or, if necessary, in news articles from reliable publications.

For reference, the online sources for all information presented in this snapshot are included on the subsequent pages.

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