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The Most
Marketable
Athletes of
2022

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#	Athlete	#	Athlete	#	Athlete	#	Athlete	#	Athlete
1	CRISTIANO RONALDO	2	SERENA WILLIAMS	3	LEWIS HAMILTON	4	LEBRON JAMES	5	LIONEL MESSI
6	NAOMI OSAKA	7	VIRAT KOHLI	8	ALEX MORGAN	9	SAM KERR	10	TOM BRADY
11	SIMONE BILES	12	EMMA RADUCANU	13	ALEXIA PUTELLAS	14	STEPHEN CURRY	15	SIMONA HALEP
16	RAFAEL NADAL	17	NEYMAR	18	MOHAMED SALAH	19	KYLIAN MBAPPE	20	ROHIT SHARMA
21	KATIE LEDECKY	22	CHLOE KIM	23	ROGER FEDERER	24	ERLING HAALAND	25	CHARLES LECLERC
26	CANDACE PARKER	27	MEGAN RAPINOE	28	OKSANA MASTERS	29	EILEEN GU	30	GARBINE MUGURUZA
31	KARIM BENZEMA	32	BIANCA ANDREESCU	33	MAX VERSTAPPEN	34	BETHANY HAMILTON	35	GEORGE RUSSELL
36	SERGIO PEREZ	37	ROBERT LEWANDOWSKI	38	GIANNIS ANTETOKOUNMPO	39	SKY BROWN	40	BECKY SAUERBRUNN
41	SYDNEY MCLAUGHLIN	42	MESUT OZIL	43	KEVIN DE BRUYNE	44	OLIVIA DUNNE	45	LUKA DONCIC
46	NOVAK DJOKOVIC	47	KATIE TAYLOR	48	RORY MCILROY	49	HARRY KANE	50	MARCUS RASHFORD
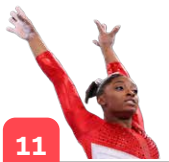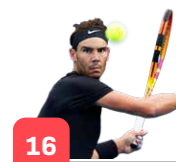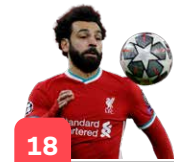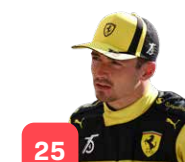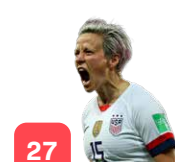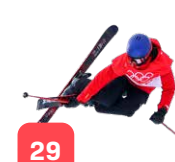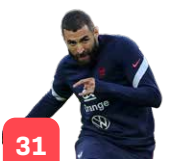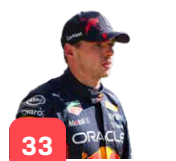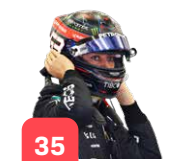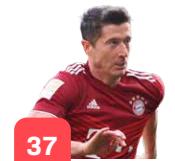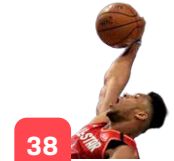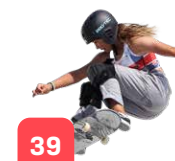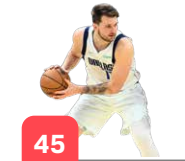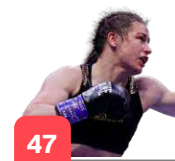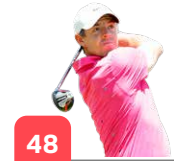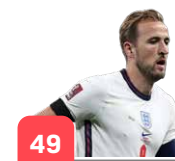
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ATHLETE INFORMATION

SCORES

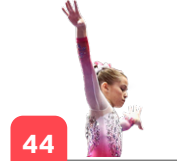| Rank	Athlete	Nationality	Age	Sport	Brand Strength (score out of 20)	Audience and reach (score out of 50)	Economics (score out of 30)	Marketability Score (score out of 100)
1	CRISTIANO RONALDO	Portuguese	37	Soccer	11.21	50	30	91.21
2	SERENA WILLIAMS	American	41	Tennis	16.85	27.12	24.02	67.99
3	LEWIS HAMILTON	British	37	Motorsport	20	15.60	28.98	64.58
4	LEBRON JAMES	American	37	Basketball	18.71	17.17	22.62	58.50
5	LIONEL MESSI	Argentine	35	Soccer	7.56	34.12	11.59	53.27
6	NAOMI OSAKA	Japanese	25	Tennis	15.09	22.07	14.46	51.62
7	VIRAT KOHLI	Indian	33	Cricket	14.22	24.02	11.01	49.24
8	ALEX MORGAN	American	33	Soccer	12.51	26.16	9.40	48.07
9	SAM KERR	Australian	29	Soccer	12.74	27.32	7.94	48.01
10	TOM BRADY	American	45	Football	17.82	8.40	21.08	47.30
11	SIMONE BILES	American	25	Gymnastics	13.71	19.62	13.53	46.85
12	EMMA RADUCANU	British	19	Tennis	12.71	22.91	10.29	45.91
13	ALEXIA PUTELLAS	Spanish	28	Soccer	8.04	28.66	7.35	44.05
14	STEPHEN CURRY	American	34	Basketball	14.97	16.06	12.70	43.73
15	SIMONA HALEP	Romanian	31	Tennis	11.95	23.99	6.40	42.35
16	RAFAEL NADAL	Spanish	36	Tennis	15.48	14.37	10.90	40.75

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	ATHLETE INFORMATION				SCORES			
Rank	**Athlete**	**Nationality**	**Age**	**Sport**	**Brand Strength** (score out of 20)	**Audience and reach** (score out of 50)	**Economics** (score out of 30)	**Marketability Score** (score out of 100)
17	NEYMAR	Brazilian	30	Soccer	14.43	16.41	9.13	39.96
18	MOHAMED SALAH	Egyptian	30	Soccer	14.21	20.65	5.03	39.89
19	KYLIAN MBAPPE	French	23	Soccer	13.92	17.52	6.34	37.78
20	ROHIT SHARMA	Indian	35	Cricket	13.72	13.69	10.28	37.70
21	KATIE LEDECKY	American	25	Swimming	11.94	18.64	6.38	36.95
22	CHLOE KIM	American	22	Snowboarding	12.02	17.46	6.88	36.37
23	ROGER FEDERER	Swiss	41	Tennis	15.45	11.69	9.23	36.37
24	ERLING HAALAND	Norwegian	22	Soccer	13.09	17.81	3.95	34.85
25	CHARLES LECLERC	Monegasque	25	Motorsport	12.89	16.72	5.06	34.67
26	CANDACE PARKER	American	36	Basketball	11.91	17.24	5.50	34.65
27	MEGAN RAPINOE	American	37	Soccer	13.39	11.12	10.04	34.55
28	OKSANA MASTERS	American	33	Rowing	11.44	20.06	2.86	34.36
29	EILEEN GU	Chinese-American	19	Skiing	12.66	12.54	8.90	34.10
30	GARBINE MUGURUZA	Spanish	29	Tennis	11.65	17.16	4.14	32.96
31	KARIM BENZEMA	French	34	Soccer	9.80	17.54	5.44	32.78
32	BIANCA ANDREESCU	Canadian	22	Tennis	11.48	17.33	3.81	32.62
33	MAX VERSTAPPEN	Dutch	25	Motorsport	6.65	14.03	11.50	32.18

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	ATHLETE INFORMATION				SCORES			
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34	BETHANY HAMILTON	American	32	Surfing	11.16	17.17	3	31.34
35	GEORGE RUSSELL	British	24	Motorsport	12.96	11.57	6.25	30.77
36	SERGIO PEREZ	Mexican	32	Motorsport	12.37	15.13	3.20	30.70
37	ROBERT LEWANDOWSKI	Polish	34	Soccer	14.38	12.88	3.24	30.50
38	GIANNIS ANTETOKOUNMPO	Greek	27	Basketball	13.14	10.71	6.55	30.40
39	SKY BROWN	British-Japanese	14	Skateboarding	11.24	16.61	2.32	30.18
40	BECKY SAUERBRUNN	American	37	Soccer	12.30	13.55	3.61	29.46
41	SYDNEY MCLAUGHLIN	American	23	Athletics	11.39	14.78	3.10	29.26
42	MESUT OZIL	German	34	Soccer	12.26	13.65	3.19	29.11
43	KEVIN DE BRUYNE	Belgian	31	Soccer	12.95	13.50	2.62	29.07
44	OLIVIA DUNNE	American	20	Gymnastics	11.15	14.10	2.95	28.20
45	LUKA DONCIC	Slovenian	23	Basketball	12.55	10.18	5.34	28.07
46	NOVAK DJOKOVIC	Serbian	35	Tennis	10.02	7.71	10.29	28.01
47	KATIE TAYLOR	Irish	36	Boxing	11.85	12.96	2.83	27.63
48	RORY MCILROY	British	33	Golf	13.17	7.67	6.71	27.56
49	HARRY KANE	British	29	Soccer	12.83	10.57	4.08	27.48
50	MARCUS RASHFORD	British	24	Soccer	13.66	7.50	6.15	27.31

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	ATHLETE INFORMATION				SCORES			
Rank	Athlete	Nationality	Age	Sport	Brand Strength (score out of 20)	Audience and reach (score out of 50)	Economics (score out of 30)	Marketability Score (score out of 100)
51	SUNISA LEE	American	19	Gymnastics	11.43	14.26	1.46	27.14
52	THOMAS MULLER	German	33	Soccer	12.50	12.93	1.48	26.91
53	KEVIN DURANT	American	34	Basketball	9.55	7.11	10.08	26.74
54	RIYAD MAHREZ	Algerian	31	Soccer	12.24	12.79	1.42	26.45
55	PATRICK MAHOMES	American	27	Football	13.64	5.46	7.15	26.24
56	JAYSON TATUM	American	24	Basketball	12.53	8.35	5.34	26.21
57	TRINITY THOMAS	American	21	Gymnastics	11.37	13.31	1.52	26.19
58	RUSSELL WILSON	American	33	Football	13.29	5.52	7.03	25.84
59	FERNANDO ALONSO	Spanish	41	Motorsport	12.61	9.58	3.41	25.59
60	PAULO DYBALA	Argentine	28	Soccer	11.95	12.04	1.51	25.49
61	ALI KRIEGER	American	38	Soccer	11.91	12.40	0.87	25.18
62	NELLY KORDA	American	24	Golf	11.57	11.24	2.21	25.01
63	MINJEE LEE	Australian	26	Golf	11.30	12.30	0.71	24.32
64	CANELO ALVAREZ	Mexican	32	Boxing	12.91	6.76	4.41	24.08
65	NATHAN CHEN	American	23	Figure Skating	12.26	8.62	2.96	23.83
66	CARLOS SAINZ JR.	Spanish	28	Motorsport	12.56	6.91	4.12	23.60
67	JOSH ALLEN	American	26	Football	13.44	3.78	6.36	23.58
68	STEFANOS TSITSIPAS	Greek	24	Tennis	12.35	7	4.13	23.47

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	ATHLETE INFORMATION				SCORES			
Rank	**Athlete**	**Nationality**	**Age**	**Sport**	**Brand Strength** (score out of 20)	**Audience and reach** (score out of 50)	**Economics** (score out of 30)	**Marketability Score** (score out of 100)
69	ASHLEY HATCH	American	27	Soccer	11.34	10.35	1.77	23.46
70	SHIKHAR DHAWAN	Indian	36	Cricket	11.72	10.40	1.22	23.33
71	HARDIK PANDYA	Indian	29	Cricket	7.79	13.76	1.77	23.32
72	JOE ROOT	British	31	Cricket	12.67	5.45	4.96	23.08
73	SERGIO RAMOS	Spanish	36	Soccer	9.05	12.23	1.40	22.68
74	AARON JUDGE	American	30	Baseball	12.24	7.17	2.91	22.32
75	TYSON FURY	British	34	Boxing	13.07	4.53	4.41	22.01
76	AARON DONALD	American	31	Football	12.36	6.53	3.04	21.93
77	SCOTTIE SCHEFFLER	American	26	Golf	12.86	6.21	2.37	21.44
78	JOS BUTLER	British	32	Cricket	11.94	7.01	1.94	20.89
79	JOEL EMBIID	Cameroonian-French	28	Basketball	8.66	7.35	4.74	20.75
80	SHOHEI OHTANI	Japanese	28	Baseball	12.35	5.84	2.51	20.70
81	GRIGOR DIMITROV	Bulgarian	31	Tennis	11.49	8.87	0.25	20.61
82	DANIEL RICCIARDO	Australian	33	Motorsport	4.31	11.85	4.06	20.21
83	TRAE YOUNG	American	24	Basketball	12.16	3.98	3.85	19.99
84	JULIE ERTZ	American	30	Soccer	7.88	11.09	0.94	19.90
85	COOPER KUPP	American	29	Football	11.48	5.46	2.92	19.86
86	JA MORANT	American	23	Basketball	8.28	6.94	4.59	19.82

Rank	Athlete	Nationality	Age	Sport	Brand Strength (score out of 20)	Audience and reach (score out of 50)	Economics (score out of 30)	Marketability Score (score out of 100)
87	CONNOR MCDAVID	Canadian	25	Ice Hockey	12.42	3.79	3.60	19.81
88	ANTHONY JOSHUA	British	33	Boxing	12.17	3.65	3.95	19.76
89	JIN YOUNG KO	South Korean	27	Golf	11.62	6.16	1.76	19.55
90	ADAM PEATY	British	27	Swimming	7.31	11.49	0.72	19.52
91	MOOKIE BETTS	American	30	Baseball	12.07	5.08	2.29	19.45
92	ASHLYN HARRIS	American	36	Soccer	11.65	6.90	0.88	19.43
93	MAX SCHERZER	American	38	Baseball	12.73	3.30	3.19	19.22
94	NYJAH HUSTON	American	27	Skateboarding	11.40	7.59	0.14	19.12
95	T.J. WATT	American	28	Football	11.84	5.01	2.25	19.10
96	CLAYTON KERSHAW	American	34	Baseball	12.12	4.67	2.25	19.04
97	PAIGE BUECKERS	American	20	Basketball	7.73	8.04	3.19	18.97
98	CAMERON SMITH	Australian	29	Golf	12.15	4.72	2.09	18.96
99	MARCEL HUG	Swiss	36	Parasport	7.37	11.46	0.05	18.88
100	KYLE LARSON	American	30	Motorsports	12.07	4.50	1.78	18.35

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Methodology

9

SAM KERR
Australian, 29, Soccer

Marketability score	48.01/100

Brand strength
18.74/20
- Competitive performance
- Citizenship
- Risk profile

Audience and reach
27.32/50
- Brand awareness & focus
- Follower engagement & demographic reach
- Consumer perception & sentiment

Economics
7.94/30
- Market demand & spend
- Social & environmental causes
- Growth potential

SportsPro and NorthStar's robust and multi-dimensional methodology blends comprehensive data analysis, advanced social media monitoring, economic valuations, and real-world insights to bring you the definitive ranking of the world's most marketable athletes of 2022.

What does 'Marketability Score' mean?

Athletes are ranked according to their 'Marketability Score', which is split into three distinct scoring components: **Brand strength**, **Audience and reach**, and **Economics**. These weighted scores have been added together to generate an overall **Marketability Score out of 100**, with each athlete assigned a proportionate score in relation to the top performer for each metric.

The brand strength score, which carries a maximum score of 20, is determined by individual factors such as an athlete's competitive performance, citizenship and risk profile.

Audience and reach – with a maximum score of 50 - comprises factors such as brand awareness and focus, follower engagement and demographic reach, and consumer perception and sentiment.

Meanwhile the economics score, which carries a maximum score of 30, goes beyond the traditional financial measure of ROI to assess market demand for the athlete, their proactive engagement with social or environmental issues, and growth potential.

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Methodology (continued)

How is the 50 Most Marketable Athletes list generated?

In order to be considered eligible for this year's list, an athlete must have been **active during the evaluation period (1st December 2021 to 31st July 2022) in one of the 24 sports analysed***. They must have also been listed as a primary starter if competing in a team sport, actively training for upcoming Olympic competition, or participating in annual World Championships.

In order to pare down the full eligible athlete population to a plausible list of most globally marketable athletes, a starter list of athletes was compiled based on:

- Any athlete that featured in SportsPro's 50 Most Marketable Athletes list in 2021
- The top ten performing athletes rated on current rankings based on ratings available on leagues' official websites or publicly available sports statistical databases
- Any athlete that has appeared on recent sport and non-sport lists and award shows, etc. (e.g. ESPY Awards, Forbes' Highest Paid Athletes, Best Dressed, Most Influential, Most Philanthropic, vocal on DEI & ESG related topics, influencer in trending social values, etc.)

This initial analysis produced a starter list of 700 athletes. Due to the scarcity of comprehensive and holistic athlete data sets, the following screening elements were added to further pare down the list:

- Did the athlete generate a significant amount of coverage of web and social media conversation from both fans as well as media outlets?
- Did the athlete consistently appear on the personal brand development lists outlined above?
- Did the athlete raise any immediate red flags from a brand risk assessment?

This process generated a list of 120 athletes to conduct a full, in-depth analysis, before the above-mentioned scoring model was applied to arrive at this year's 50 Most Marketable Athletes.

What expertise was utilised to validate the ranking?

To compile this year's 50 Most Marketable Athletes list, **NorthStar** led a multi-disciplinary team with expertise in sports, marketing, social, and data science. Specialist data partners **D-Tag Analytics**, **SponsorPulse** and **Zoomph** contributed valuable data and analytics that fed into the scoring metrics and shaped the final ranking. An added layer and acid test of insights from consumers and experts helped ensure the validity and robust nature of the metrics.

How has the scoring evolved for 2022?

This comprehensive scoring methodology is a marked departure from previous editions of SportsPro's annual 50 Most Marketable Athletes list. With a view to building the most complete picture of athlete marketability in the sports industry, it combines **on-field performance and off-field factors**, bringing a new **focus on the triple bottom line** and **a fresh take on what it means to be marketable in the digital age**.

In doing so, this year's list seeks to identify and reflect the key trends, shifts in consumer perception and the most relevant societal values that contribute towards the marketability of an athlete today, such as authenticity, gender equality, diversity and inclusion, and sustainability.

* American Football, Baseball, Basketball, Boxing, Cricket, Cycling, Esports, Field Hockey, Golf, Gymnastics, Mixed Martial Arts, Ice Hockey, Motorsports, Olympics, Paralympics, Rugby, Skateboarding, Skiing, Soccer, Surfing, Snowboarding, Tennis, Table Tennis, Track & Field.

Note that this list takes into account multiple entities at a league level (e.g. we looked at five different global soccer leagues), gender specific leagues (basketball, golf, tennis, etc.), and levels of competition (e.g. college or pro).

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SportsPro's in-person and virtual events attract top-level executives, creating communities in key markets around the world. Our Flagship events SportsPro Live, OTT Summit and OTT Awards, along with our specialist and regional events, connect more than 6,000 global industry professionals annually. We partner with the leading organisations that are transforming the industry, providing you with unrivalled content and networking opportunities.

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NorthStar Solutions Group, a boutique Strategy Realization firm, specializes in designing and delivering purpose-built, results-oriented solutions. We enable our clients to synchronize people, processes, technology, and data within a collaborative and agile execution framework to implement critical business transformation strategies and realize lasting change. 100%. Every Time.

NorthStar was founded in the greater Philadelphia, PA area in 2004 by former U.S. Army officers with a passion for bringing the values, creative problem-solving, flawless execution, and commitment to mission accomplishment they perfected in the military to the business world.

Over the past 17 years, NorthStar has earned a reputation for an unwavering commitment to its core values of Integrity, Leadership, Commitment, Teamwork and Follow-through; its laser focus on understanding and exceeding client expectations; an uncanny ability to execute and deliver tangible results and its flexible best value delivery model. This approach has transformed the company from what began as a three-month, one-person opportunity with a Fortune 100 company to what it is today – an award-winning, 40+ employee organization operating out of six centers of excellence, in multiple geographies, with 1000+ successful solutions delivered for dozens of clients across a multitude of industries and business functions.

*NorthStar is a Veterans Administration, Disability:IN and NaVOBA Certified Service Disabled Veteran Owned Small Business (SDVOSB)

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Driven by Artificial Intelligence, our suite of SaaS platform solutions is guided and supported by a dedicated team of experienced data scientists and analysts.

Major brands have leveraged our deep nuanced platform, highly configurable NLP, object-level sentiment analysis and industry specific language packs in over 30 different languages to better understand the voice of their customers, wherever they may be.

sponsorpulse.com

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We work with brands, properties, and agencies through every stage of the sponsorship journey to inform decisions, value opportunities, connect you to your target audience and measure your in-market success.

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Zoomph empowers brands, agencies, and rights holders, across sports and esports with data to increase revenue and identify new opportunities through media measurement & valuation, benchmarking, and consumer insights.

Zoomph, which is headquartered in Reston, Virginia, is partnered with leagues, teams, and brands across sports and esports, including the Golden State Warriors, LAFC, Team Liquid, Los Angeles Rams, Angel City FC, and Pit Boss. For more information, check us out at Zoomph.com

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