



For Immediate Release

The Most Marketable QBs in the SEC

In an era where college athletes increasingly control their own names, images and likeness, who is the most marketable quarterback in the SEC?

Will Rogers of Mississippi State, according to SBRnet, the leading provider of sports business data to college libraries, followed by Bryce Young of Alabama and Max Johnson of LSU.

All three QBs have huge followings on social media, but Rogers earned the most marketable honor based on SBRnet's proprietary Crown Ranking, which measures the intensity of fans' engagement with an athlete. "We are in a brave new world of how fans view athletes and interact with them," said Neil Schwartz, SBRnet president and Chief Data Officer. "Five years ago, big media companies played the largest role in building an athlete's popularity. Today, athletes enhance their marketability not solely with their performance on the field, but with what they share on social media and how good they are with it. And the SBRnet Crown ratings show that Rogers is very good."

The full Crown Ranking appears below.

SBR Crown Ranking	Starting QB	Team
1	Will Rogers	Mississippi State
2	Bryce Young	Alabama
3	Max Johnson	LSU
4	JT Daniels	Georgia
5	Haynes King	Texas A&M
6	Bo Nix	Auburn
7	Joe Milton III	Tennessee
7	Zeb Noland	South Carolina
8	Matt Corral	Ole Miss
10	Will Levis	Kentucky
11	Emory Jones	Florida
12	Ken Seals	Vanderbilt
13	KJ Jefferson	Arkansas
14	Connor Bazelak	Missouri

 561.990.5590

 info@sbrnet.com

 10185 Spyglass Way,
Boca Raton, FL. 33498

SBRnet has created a Media Crown Rankings algorithm., which measures each players' Internet Search Presence and Social Media Engagement Rankings together with data points from our proprietary Sports Fan Study. The SBRnet Crown Ranking is based on the athlete's scoring above or below the average.

Methodology:

The proprietary rankings algorithm combines data from Google Search Trends, Socialtracker and SBRnet into one easy to understand rating that measure social media engagement which goes well beyond just the number of followers. SBRnet is the exclusive provider of the Sports Market Analytics data platform that is used by leading colleges and universities together with leading agencies, teams and leagues to better understand sports fan and related categories.

About SBRnet:

SBRnet is the leading provider of sports business data and related content to college libraries in the United States. More than 225 college libraries serving more than 250,000 students subscribe to SBRnet. SBRnet's data are used by students in sports business, management and certificate programs as well as those pursuing Physical Education degrees. Data on the site includes: participation figures on more than 88 sports and activities, worldwide sales of sports apparel, footwear and gear and SBRnet's proprietary Fan Behavior study which offers insights on how modern sports fans interacts with their favorite teams through fantasy sports, gambling and social media.

The site also provides career planning resources for students including SBRnet's proprietary podcast "My First Job in Sports," which interviews rising stars in the sports business who discuss how they broke into the business and are building their careers.

For more information visit www.sbrnet.com

Contact Information:

Mark Sullivan mark@sbrnet.com
646-319-7878

Neil Schwartz neil@sbrnet.com
561-990-5590