



From the Field to Fame:



TOP JORDANIAN PLAYERS RANKED BY INFLUENCE

Makana Influence Index (MII) 2025

An exclusive index developed by Makana 360 that measures the media and social media presence, visibility, reputation, and public engagement influence of Jordan's national football stars.

June, 2025





REPORT INTRODUCTION: _____

In recent years, the Jordanian national football team, "Al-Nashama," has emerged as one of the most inspiring stories in the field of sports both regionally and internationally. After reaching the final of the 2023 AFC Asian Cup, they received worldwide attention with their historic achievement of qualifying for the World Cup for the first time, becoming a symbol of pride and accomplishment. On and off the pitch, the Nashama players have become an example of national unity, transcending the boundaries of sport to positively impact various media and social media platforms. Today, with their historic qualification for the 2026 World Cup, their place in the hearts of their fans continues to grow as heroes deserving of admiration.

As the global sports ecosystem evolves, the ability of players to shape public discourse, influence brands, and engage fans across channels has become a core component of athlete valuation and development. For federations, clubs, sponsors, and policymakers, understanding this dimension is essential to unlocking new opportunities — both for player branding and for maximizing the impact of national sporting assets.

In this context, Makana 360 is proud to launch the inaugural edition of the Makana Influence Index (MII) — a first-of-its-kind benchmarking report that ranks Jordan's top footballers based on their influence across media, digital engagement, and public visibility. This report offers a data-driven lens to assess how Jordanian players perform not just on the field, but across the broader arena of audience connection, media traction, and brand relevance.

The methodology is calibrated to ensure fairness, minimize outlier bias, and reflect both quantitative and qualitative aspects of athlete presence.






MII IMPACT _____

This report serves several key purposes:

 **For players:** It provides a roadmap to understand and grow their personal brand and strategic influence.

 **For the Jordan Football Association and clubs:** It offers actionable insight into communication, talent positioning, and sponsorship potential.

 **For sponsors and marketers:** It identifies high-impact partnerships and athlete profiles aligned with audience attention and sentiment.

 **For fans & media:** It brings to life the players who are shaping the game beyond the goals and assists.

Ultimately, the Makana Influence Index (MII) 2025 is more than a ranking — it is a national scoreboard for footballing relevance in the modern era. We invite all stakeholders to explore, reflect, and engage with this evolving dimension of Jordanian football identity.





TOP JORDANIAN PLAYERS RANKED BY INFLUENCE

MAKANA INFLUENCE INDEX

The **Makana Influence Index (MII)** is a data-driven score (0–100) that evaluates the digital, social, and media influence of football players across platforms using **Makana 360's** proprietary analytics tools. It goes beyond performance stats to capture visibility, engagement, brandability, and cultural relevance.

	PLAYER	LEAGUE	MARKET VALUE	AGE	SCORE
1.	 Mousa Altamari		\$6M	28	96.00
2.	 Yazan Al-Naimat		\$1.5M	26	86.32
3.	 Ali Alwan		\$450K	25	78.59
4.	 Ehsan Haddad		\$400K	31	73.75
5.	 Mahmoud Al-Mardhi		\$450K	31	71.53
6.	 Yazan Al-Arab		\$700K	29	68.03
7.	 Moh'd Abu Zraiqa		\$550K	27	67.39
8.	 Yazeed Abu Laila		\$325K	32	63.03
9.	 Nizar Al-Rashdan		\$450K	26	62.70
10.	 Amer Jamous		\$250K	22	62.60

	PLAYER	LEAGUE	MARKET VALUE	AGE	SCORE
11.	 Abdallah Nasib		\$450K	31	62.50
12.	 Moh'd Abualnadi		\$175K	24	62.39
13.	 Noor Al Rawabdeh		\$450K	28	62.17
14.	 Muhannad Abu Taha		\$375K	22	61.94
15.	 Moh'd Abu Hasheesh		\$300K	30	61.28
16.	 Ahmad Assaf		\$25K	25	60.80
17.	 Rajaei Ayed		\$350K	31	60.77
18.	 Ibrahim Saadeh		\$350K	25	60.43
19.	 Yousef Abu-Al Jazar		\$275K	25	60.38
20.	 Adham Al-Qurashi		\$300K	30	60.00

STRONG

89–70

69–60

EMERGING

*Market value" is sourced from Transfermarkt

ELITE

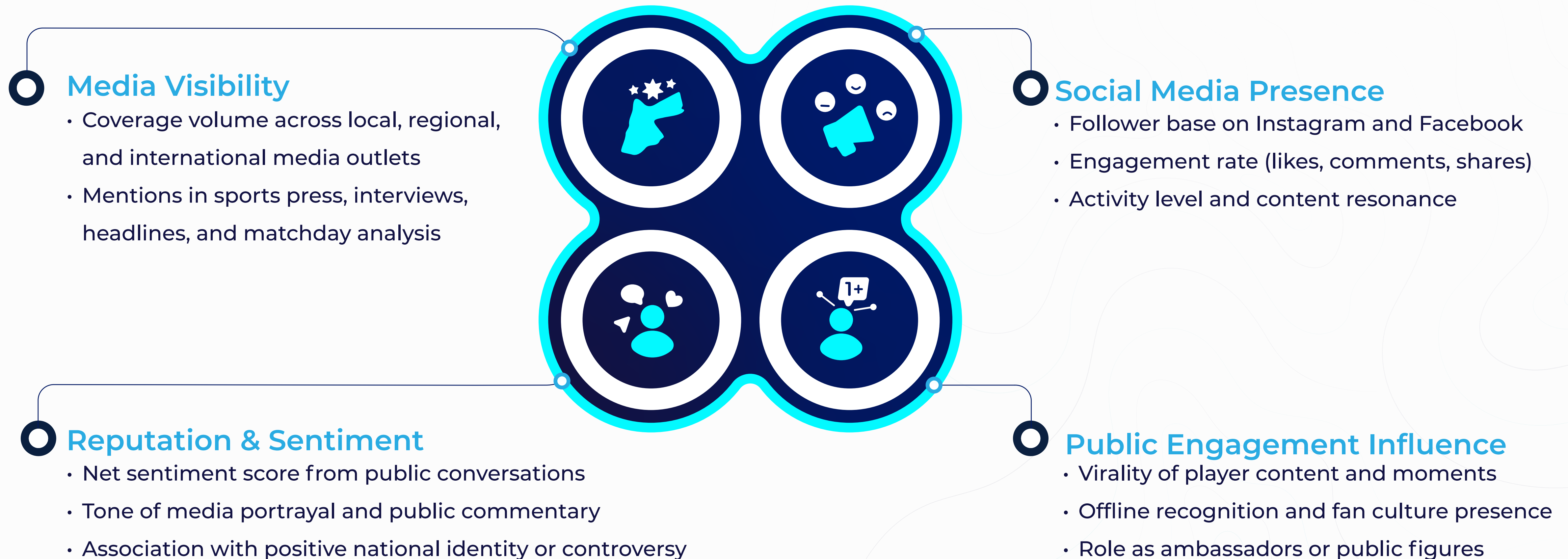
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MII FRAMEWORK: WHAT WE MEASURE

The Makana Influence Index (MII) evaluates each player's influence based on four



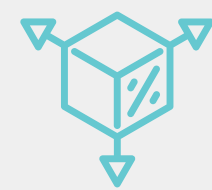
**Each dimension is scored using weighted metrics and standardized through a histogram binning approach to ensure fairness and comparability across the player pool.*



METHODOLOGY

Makana Influence Index (MII) 2025

The MII scoring framework was developed by Makana 360 to assess the influence of Jordanian national team players using a balanced, data-driven approach. The methodology is built on the following pillars: cultural relevance.



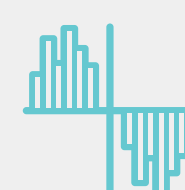
Multi-Dimensional Indicators:

We used a combination of 13 key metrics covering media visibility, social media presence, engagement rates, sentiment, and public influence.



Weighted Scoring Model:

Each metric is assigned a weight based on its relevance to player influence — ensuring a fair, proportional reflection of impact.



Histogram-Based Normalization:

Scores were calculated using histogram binning to account for data distribution and reduce the distortion caused by outliers.



Floor for Fairness:

A calibrated floor was set to ensure that lower performing players are not disproportionately penalized keeping the lowest scores above 60%.



Final Index Score (out of 100):

Each player's final score represents a composite of all weighted metrics, allowing direct comparisons of influence, visibility, and reach.

This scoring framework aligns with methodologies used by global intelligence and analytics firms such as Nielsen Sports, McKinsey, CIES Observatory, and UEFA, and is consistent with best practices in influencer evaluation, ESG benchmarking.





DATA SAMPLE & MONITORING SCOPE

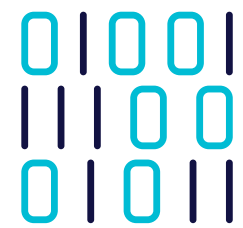
Makana Influence Index (MII) 2025

Data Collection Period: June, 2024 — June, 2025



Scope & Coverage:

- Over 14 million data points analyzed, including mentions, posts, interactions, and media coverage.
- Coverage spans across X (Twitter), Instagram, Facebook, online news, sports media, blogs, and fan forums.



Data Sources:

- Makana 360's proprietary media monitoring platform
- Social listening powered by AI-based tools
- Verified public accounts and professional player profiles



Filtering & Quality

- Deduplication, spam removal, and source credibility filtering
- Sentiment classification (positive, negative, neutral)
- Geotagging and platform segmentation

This rich dataset enables a comprehensive, real-time view of each player's media footprint and digital influence — both locally and internationally.



THANK YOU!

*Let's turn digital passion
into strategic power*



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For full partnership opportunities,
contact us: info@makana360.com

