

SOCCEREX



UNDER 21

POWERED BY



SOCCEREX 20 UNDER 21

SUMMER 2015

COMPILED BY PRIME TIME SPORT

POWERED BY THE PTS FOOTBALL VALUE INDEX

INTRODUCTION

In the years since we released our first review of the Football Transfer market in 2009, the game has gone from strength to strength, underpinned by the continuing commercialisation of the sport and record broadcast deals, reflected by the overall buoyancy of transfer markets which have delighted both fans and the media alike with the fantastic values achieved.

Since 2009, 9 of the 10 top transfer fees ever seen have been achieved, the transfer record has been broached three times, and the €100 million player

transfer has been reached.

Another area of the market which has been undergoing profound change is the market for young players, with progressively more value being attributed to the hottest prospects. This report has been commissioned to provide insight into this area, I hope that you find it as enlightening to read as we did to compile.

Esteve Calzada

Prime Time Sport CEO & Football Agent

THE FVI & PRINCIPLES

The Football Value Index by Prime Time Sport is a best in class player valuation methodology, used by football clubs and the sport industry, to obtain an independent and accurate valuation of football players.

Clubs need to know the REAL value of their main asset, the squad. The accounting value may differ significantly from this, so there are many situations when football clubs need the most accurate valuation of players or squads. The main usages are in transfers (to help in the decision process and in negotiations), in M&A processes, in equity (when a significant difference between the accounting value vs the real value can affect the equity position of the club), to make a rational value allocation for insurance, to provide real and relevant information to investors, and to set guarantees in loans and other financial products.

Prime Time Sport has also taken the following points into consideration for the execution and conclusions of the report:

a) Actuality Principle: the player valuation has been made bearing in mind both personal attributes and pitch performance. Thereby, the project has used player's current personal information and the performances of both this season and the previous one, with a greater weight attributed to the current one.

b) Reliability Principle: objective and contrasting sources have been used for the performance of this report; the Soccerex Transfer Review report by Prime Time Sport (a reference in the European market for over 6 years for European transfers), FIFA stats and other sources.

c) Independency Principle: utilising a customised methodology and the sources used in the project, independent results and objective valuation are guaranteed.

d) Scope: players 20 years old or younger on January 1st 2015.

METHODOLOGY

For every player, we researched:

- ▶ **Current club average player sale value.** The origin club affects the player value.
- ▶ **Current club "standard" player analysis.** An analysis of the "standard" player sold in the last 5 years by the current club give us data to adjust weights for the PTS Rating Index.
- ▶ **Comparable football clubs average selling player value.** Calculation of average value of the last 5 years transfers performed by comparable clubs.
- ▶ **Market Value perception.** Popular transfer sites and press information can affect the player's value, and have to be considered.
- ▶ **Position on the pitch of each player.** The average transfer paid (excluding temporary sessions and free transfers for ending contracts) per position of ALL transfers performed in the 5 major leagues (UK, SP, IT, DE, FR) in the last summer transfer window shows demand for different positions.
- ▶ **Age.**
- ▶ **Years outstanding on player's contract.**
- ▶ **PTS Rating Index.** Study of stats and the expert valuation of technical skills of each player, analysing:
 - **National Team appearances.** Appearances with a national team are a factor that boosts value, especially if the national team is in the Top 10 of FIFA's Rankings.
 - **Minutes played.** This aims to reflect the importance of a player and represents an objective variable to assess performance.
 - **Goals scored.** Analysis of goals, weighted per position on the pitch.
 - **Injuries.** The player's value is affected by how prone they are to injury.
 - **Media Value.** Assessed by the PTS Sports Marketing team.
 - **Technical quality.** Assessed by three different sources, technical quality is an essential factor in a player valuation.



20 **HÉCTOR**
BELLERÍN

NATIONALITY
SPANISH

TEAM
ARSENAL

NATIONAL LEVEL
U21

POSITION
RIGHT BACK

AGE
20

VALUE
€14.829M

19 **CALUM**
CHAMBERS

NATIONALITY
ENGLISH

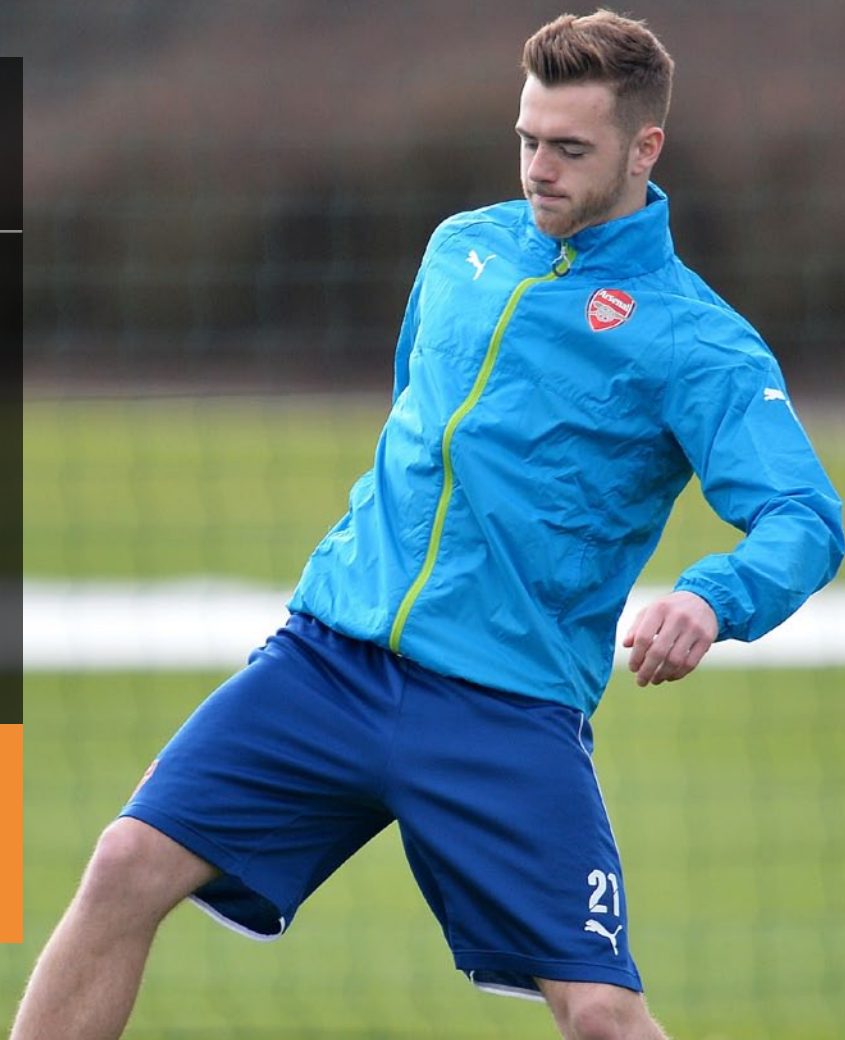
TEAM
ARSENAL

NATIONAL LEVEL
SENIOR SQUAD

POSITION
RIGHT BACK

AGE
20

VALUE
€15.058M





18 DIVOCK
ORIGI

NATIONALITY
BELGIAN

TEAM
LIVERPOOL

NATIONAL LEVEL
SENIOR SQUAD

POSITION
CENTRE FORWARD

AGE
20

VALUE
€15.261M

17 ANTHONY
MARTIAL

NATIONALITY
FRENCH

TEAM
AS MONACO

NATIONAL LEVEL
U21

POSITION
CENTRE FORWARD

AGE
19

VALUE
€15.848M





16 **JOHN STONES**

NATIONALITY
ENGLISH

TEAM
EVERTON

NATIONAL LEVEL
SENIOR SQUAD

POSITION
CENTRE BACK

AGE
20

VALUE
€16.850M

15 **EMRE CAN**

NATIONALITY
GERMAN

TEAM
LIVERPOOL

NATIONAL LEVEL
U21

POSITION
DEFENSIVE MIDFIELD

AGE
21

VALUE
€17.026M





14 **ANDERSON**
TALISCA

NATIONALITY
BRAZILIAN

TEAM
BENFICA

NATIONAL LEVEL
U21

POSITION
ATTACKING MIDFIELD

AGE
21

VALUE
€18.091M

13 **ALEKSANDAR**
MITROVIĆ

NATIONALITY
SERBIAN

TEAM
ANDERLECHT

NATIONAL LEVEL
SENIOR SQUAD

POSITION
CENTRE FORWARD

AGE
20

VALUE
€18.129M





12 **YOURI**
TIELEMANS

NATIONALITY
BELGIAN

TEAM
ANDERLECHT

NATIONAL LEVEL
U21

POSITION
CENTRAL MIDFIELD

AGE
18

VALUE
€19.392M

11 **KURT**
ZOUMA

NATIONALITY
FRENCH

TEAM
CHELSEA

NATIONAL LEVEL
SENIOR SQUAD

POSITION
CENTRE BACK

AGE
20

VALUE
€22.726M





10 **AYMERIC
LAPORTE**

NATIONALITY
FRENCH

TEAM
ATHLETIC BILBAO

NATIONAL LEVEL
U21

POSITION
CENTRE BACK

AGE
21

VALUE
€23.956M

9 **LUKE
SHAW**

NATIONALITY
ENGLISH

TEAM
MANCHESTER UNITED

NATIONAL LEVEL
SENIOR SQUAD

POSITION
LEFT BACK

AGE
19

VALUE
€25.390M





8 JOSÉ
GAYÀ

NATIONALITY
SPANISH

TEAM
VALENCIA

NATIONAL LEVEL
U21

POSITION
LEFT BACK

AGE
20

VALUE
€25.873M

7 MATEO
KOVAČIĆ

NATIONALITY
CROATIAN

TEAM
INTER MILAN

NATIONAL LEVEL
SENIOR SQUAD

POSITION
CENTRAL MIDFIELD

AGE
21

VALUE
€26.137M





6 **HAKAN**
ÇALHANOĞLU

NATIONALITY
TURKISH

TEAM
BAYER LEVERKUSEN

NATIONAL LEVEL
SENIOR SQUAD

POSITION
ATTACKING MIDFIELD

AGE
21

VALUE
€27.431M

5 **JOSÉ**
GIMÉNEZ

NATIONALITY
URUGUAYAN

TEAM
ATLÉTICO MADRID

NATIONAL LEVEL
SENIOR SQUAD

POSITION
CENTRE BACK

AGE
20

VALUE
€30.205M





4 DOMENICO
BERARDI

NATIONALITY
ITALIAN

TEAM
U.S. SASSUOLO CALCIO

NATIONAL LEVEL
U21

POSITION
RIGHT WING

AGE
20

VALUE
€30.521M

3 MEMPHIS
DEPAY

NATIONALITY
DUTCH

TEAM
MANCHESTER UNITED

NATIONAL LEVEL
SENIOR SQUAD

POSITION
LEFT WING

AGE
21

VALUE
€33.640M





2 MARQUINHOS

NATIONALITY
BRAZILIAN

TEAM
PARIS SAINT-GERMAIN

NATIONAL LEVEL
SENIOR SQUAD

POSITION
CENTRE BACK

AGE
21

VALUE
€39.768M

1 RAHEEM STERLING

NATIONALITY
ENGLISH

TEAM
LIVERPOOL

NATIONAL LEVEL
SENIOR SQUAD

POSITION
RIGHT WING

AGE
20

VALUE
€49.295M



RESULTS

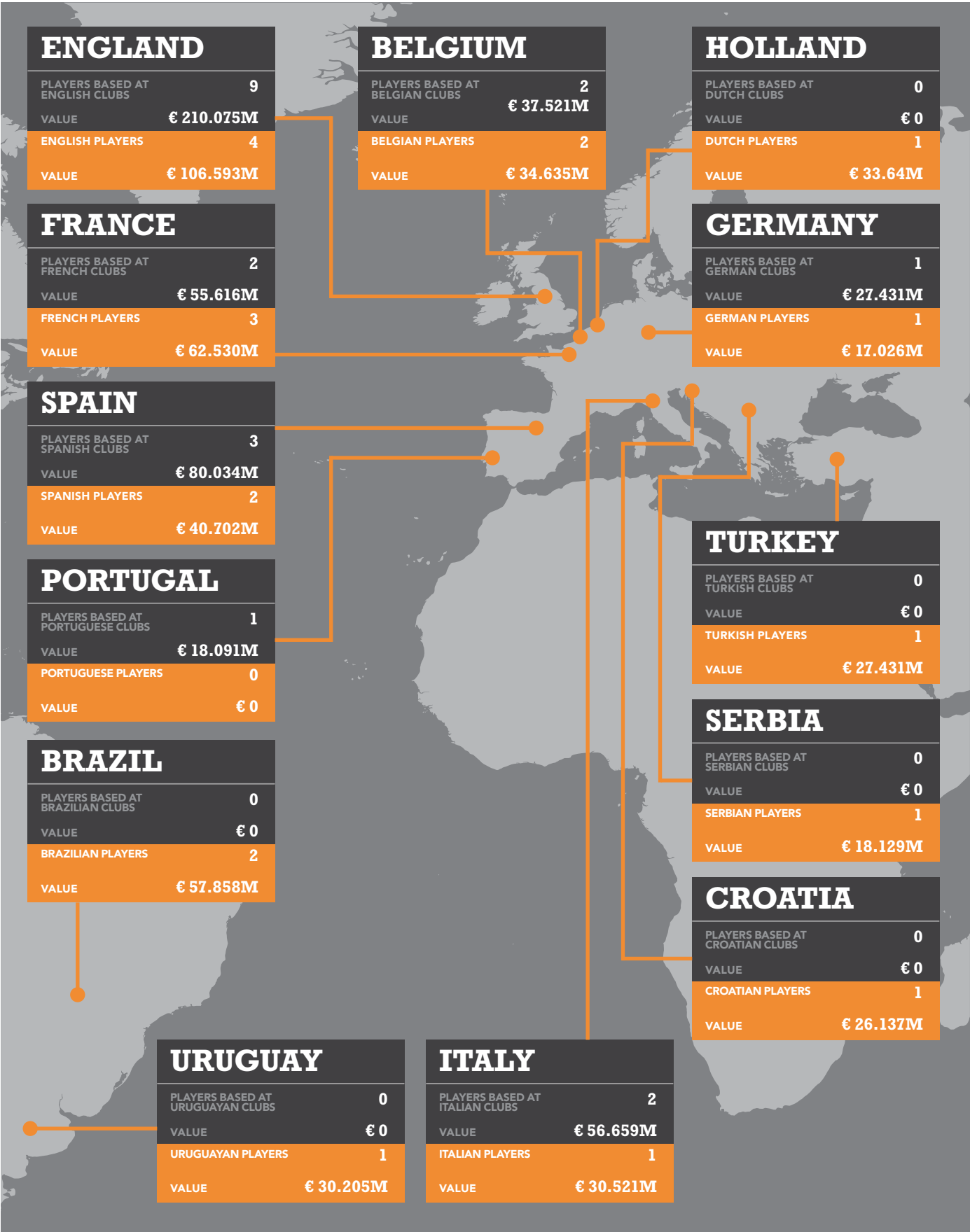
RANK	PLAYER	TEAM	NATIONALITY	NATIONAL LEVEL	POSITION	D.O.B.	VALUE (€ K)
1	STERLING	LIVERPOOL	ENGLISH	SENIOR SQUAD	RIGHT WING	08/12/1994	49,295
2	MARQUINHOS	PARIS SAINT-GERMAIN	BRAZILIAN	SENIOR SQUAD	CENTRE BACK	14/05/1994	39,768
3	DEPAY	MANCHESTER UNITED	DUTCH	SENIOR SQUAD	LEFT WING	13/02/1994	33,640
4	BERARDI	SASSUOLO	ITALIAN	U21	RIGHT WING	01/08/1994	30,521
5	GIMÉNEZ	ATLÉTICO MADRID	URUGUAYAN	SENIOR SQUAD	CENTRE BACK	20/01/1995	30,205
6	ÇALHANOĞLU	BAYER LEVERKUSEN	TURKISH	SENIOR SQUAD	ATTACKING MIDFIELD	08/02/1994	27,431
7	KOVACIC	INTER MILAN	CROATIAN	SENIOR SQUAD	CENTRAL MIDFIELD	06/05/1994	26,137
8	GAYÀ	VALENCIA	SPANISH	U21	LEFT BACK	25/05/1995	25,873
9	SHAW	MANCHESTER UNITED	ENGLISH	SENIOR SQUAD	LEFT BACK	12/07/1995	25,390
10	LAPORTE	ATHLETIC BILBAO	FRENCH	U21	CENTRE BACK	27/05/1994	23,956

RESULTS

RANK	PLAYER	TEAM	NATIONALITY	NATIONAL LEVEL	POSITION	D.O.B.	VALUE (€ K)
11	ZOUMA	CHELSEA	FRENCH	SENIOR SQUAD	CENTRE BACK	27/10/1994	22,726
12	TIELEMANS	ANDERLECHT	BELGIAN	U21	CENTRAL MIDFIELD	07/05/1997	19,392
13	MITROVIĆ	ANDERLECHT	SERBIAN	SENIOR SQUAD	CENTRE FORWARD	16/09/1994	18,129
14	TALISCA	BENFICA	BRAZILIAN	U21	ATTACKING MIDFIELD	01/02/1994	18,091
15	CAN	LIVERPOOL	GERMAN	U21	DEFENSIVE MIDFIELD	12/01/1994	17,026
16	STONES	EVERTON	ENGLISH	SENIOR SQUAD	CENTRE BACK	28/05/1994	16,850
17	MARTIAL	AS MONACO	FRENCH	U21	CENTRE FORWARD	05/12/1995	15,848
18	ORIGI	LIVERPOOL	BELGIAN	SENIOR SQUAD	CENTRE FORWARD	18/04/1995	15,261
19	CHAMBERS	ARSENAL	ENGLISH	SENIOR SQUAD	RIGHT BACK	20/01/1995	15,058
20	BELLERÍN	ARSENAL	SPANISH	U21	RIGHT BACK	10/03/1995	14,829

INFOGRAPHICS

COUNTRY BREAKDOWN



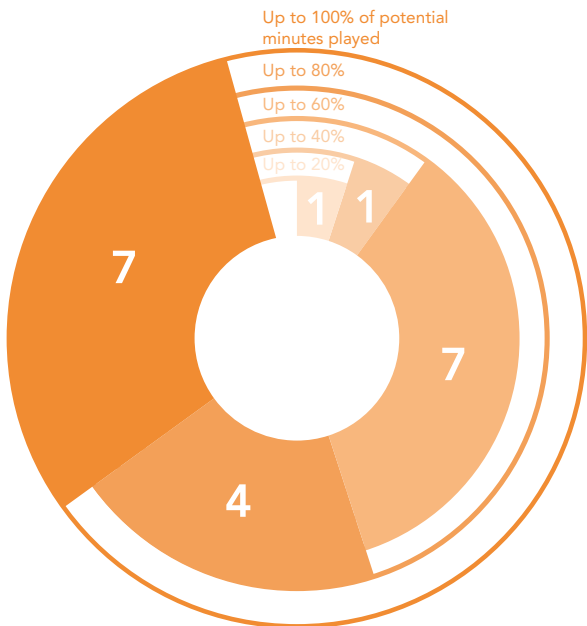
POSITIONS OF POWER

WHERE ON THE PITCH ARE THE TOP 20?



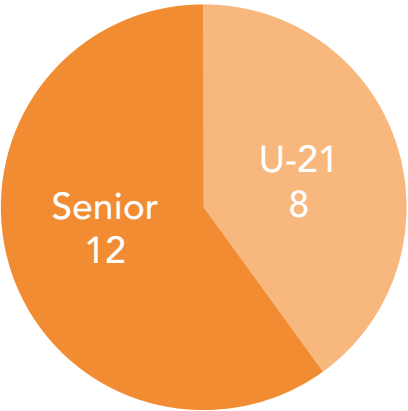
BENCH TO PITCH

HOW MUCH GAMETIME ARE THE BEST YOUTH PLAYERS GETTING?



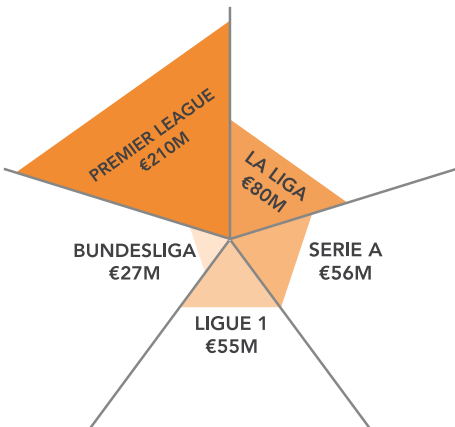
EARLY DEVELOPERS

WHAT NATIONAL SQUAD LEVEL HAVE THE TOP 20 REACHED?



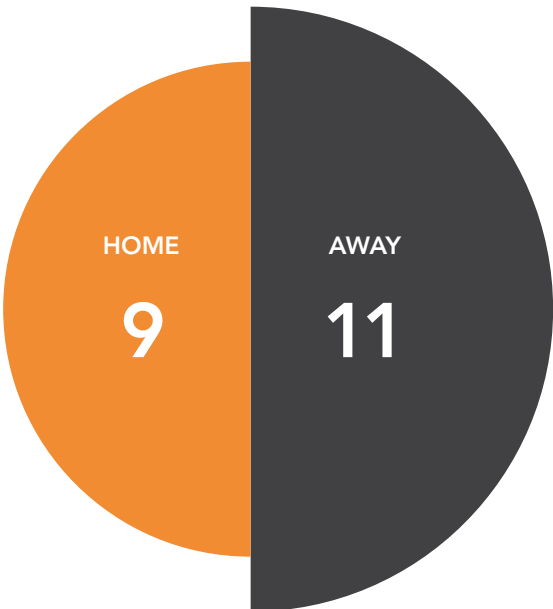
MORE EQUAL THAN OTHERS

WHICH OF THE BIG 5 LEAGUES HAS THE MOST VALUABLE PLAYERS FROM THE TOP 20?



FLYING THE NEST

HOW MANY OF THE PLAYERS HAVE MOVED ABROAD IN THEIR DEVELOPMENT?



CONCLUSIONS

Whilst we have been carrying out the Football Transfer Review at Prime Time Sport for a number of years, when we embarked on compiling the information for the most valuable youth players in football it was a bit of a journey into the unknown.

With two great youth football tournaments this year in the FIFA U20 and UEFA U21 Championships, the timing could not have been better, and it coinciding with the 20th anniversary of the Soccerex Convention was most fortuitous.

That the Top 20 player values total up to almost €500 million is testament to the strength of the youth systems around the world, and the willingness of the coaching and management staff to afford talented youngsters the chance to ply their trade, with over half of the list being involved on the pitch for their teams in over 2/3 of the match time when they were available for selection. This in itself should not come as a surprise as clubs look to recoup value from academies, which are the second largest cost centre for clubs as estimated in the recent Deloitte Review of Football Finance.

One gap in the list came in the loneliest position on the field – Goalkeeper. Not a single goalkeeper made the Top 20, illustrating the value in finding a good keeper as top shot-stoppers do not come around every day, and also in the extra premium that maturity has in this position.

Defences were one of the big winners from our research, with 9 of the 20 players being from one of the spots across the back line, including the second most valuable player, PSG's Marquinhos. They are also spread out evenly throughout the list, making up approximately 45% of the value of the Top 5, Top 10 and Top 20, not just bunched towards the bottom. When compared to the most valuable senior players by transfer fee, you will only find one defender in the Top 10 and to find a second you would have to carry on down the list to 25th spot and for a third further still to 39th position. This relative strength in the youth set up was an interesting discovery, and could reflect a relative weakness in the pool of top defensive talent in recent years.

As expected, the Spanish and English leagues are home to the majority of the players with over half the total value and positions held. Each of the 'Big 5' Leagues have over €25million of players from the list, with only the Belgian League breaking this monopoly, overtaking the Bundesliga with €37million to claim 5th position.

Whilst results from this age group of players can never be fully trusted to be replicated in the adult arena, this report has generated and outlined a potential shift in the value of players away from the traditional attacking players stranglehold on marquee signings. I look forward to discovering what comes of this in future editions of the Soccerex Transfer Review!

FURTHER RESOURCES

In addition to the Top 20 U21 report, Soccerex and Prime Time Sport produce the bi-annual Soccerex Transfer Review which provides relevant data and insightful independent analysis on the variables that influence squad make up and player transfers throughout Europe's biggest clubs.

Soccerex Summer Transfer Review 2014

Key conclusions:

The English Premier League dominated the transfer window with combined spending of over €1 billion for the first time ever. Southampton were the surprise leaders of Europe in player sales with a total of €120 million, the 3rd highest total in history, which also saw them break in to the top 10 spenders with purchases of €73m, higher than Premier League champions Manchester City.

The English Premier League continues to have the lowest percentage of homegrown players with only 33% of all squads eligible to represent England. La Liga, however, is the highest ranked with 61% of their players able to play for the national team.

Soccerex Winter Transfer Review 2014/15

Key conclusions:

The English Premier League leaders have monopolized the winter window for the last six seasons and top both expenditure (€216m) and sales (€130m) across the top 5

leagues in Europe for that period.

Despite the Financial Fair Play regulations, investment by European teams in the winter window grew by 34% to €385m to the highest amount in the last four years.

The Premier League were the leaders in investment across Europe once again doubling that of second placed Bundesliga, whose €74m was a 224% increase on that of the previous season.

Soccerex Summer Transfer Review 2015

The next report, the Summer Transfer Review, will be revealed at the upcoming Soccerex Global Convention, 7-9th September in Manchester.

Hosted by Prime Time Sport CEO & Football Agent, Esteve Calzada, the session will look at some of the biggest transfers of the summer including Falcao's season long loan move to Chelsea, and where the money was being spent across Europe and the world.

The review will be complimented by a panel featuring two of the biggest agents in the world, Jonathan Barnett, Owner, The Stellar Group, agent of Real Madrid starlet Gareth Bale, and Richard Motzkin, Executive VP, Wasserman Media Group, who manages one of America's greatest ever footballers, Landon Donovan. The two "Super Agent" heavyweights will lift the lid on the secrets of managing top talent and how they see their industry changing in light of FIFA's decision to scrap their licensing system.

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