



WINTER 2010 INVIERNO



Liga BBVA
-Winter market-

Barcelona/Madrid
February 17th 2010



Football Transfer Review 2010- Winter Market

1. About Football Transfer Review
2. Football finance update
3. 2010 winter market transfers
4. European Football Table 2009/10
5. La Liga on going season review
6. Conclusions
7. Other reports
8. About Prime Time Sport
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About Football Transfer Review

Mission

Football Transfer Review by Prime Time Sport provides relevant data and insightful and independent analysis on the variables that influence squad designs and player transfers at main European Clubs, with special focus on Spanish La Liga

Contents

- ✓ 2 versions published every year, related to Summer and Winter transfer markets
- ✓ Combines content produced by Prime Time Sport and content from other relevant football industry studies
- ✓ The objective is to combine the available data in a way that helps to come-up with insightful analysis, rather than the publication of the information itself
- ✓ Addressed to both football industry professionals and those that follow it with special interest

Technical sheet

Specifications

- In depth la Liga review
- Data included refer to main division of la Liga and the other top 4 European leagues (Premier League, Lega Calcio, Bundesliga and Ligue 1)
- Cross country league tables comparison utilize averages and percentages since the number of played games is not the same
- Statistics calculated considering league games only (unless otherwise indicated)
- Other reports included: those that have been published since the immediately previous Football Transfer Review release. Reproduced as such without Prime Time Sport opinion

Team

- Director: Bruno Batlle
- Analyst: Valeria López
- Press & communications agency: Román & Asociados

Football Transfer Review 2010- Winter Market

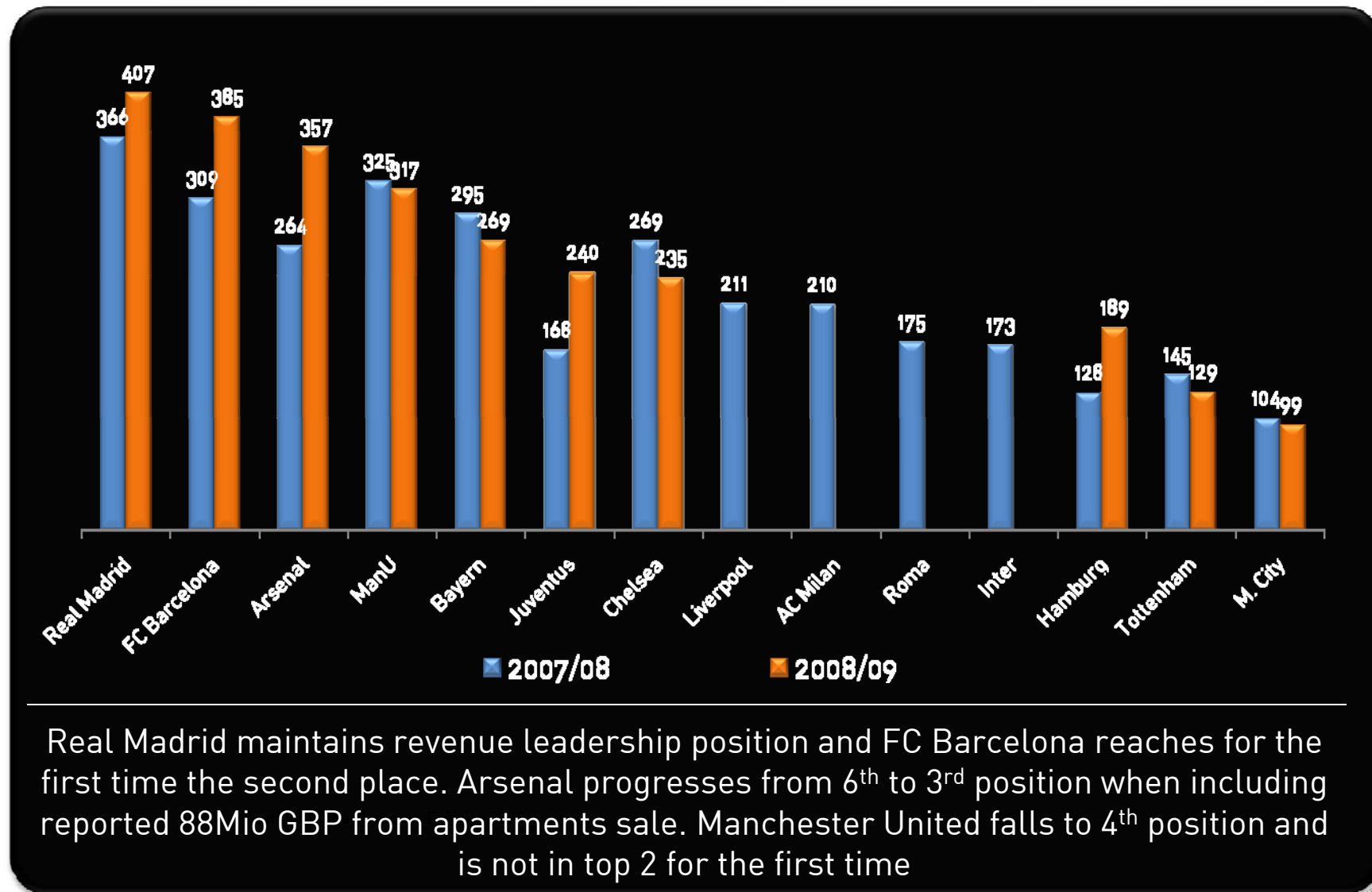
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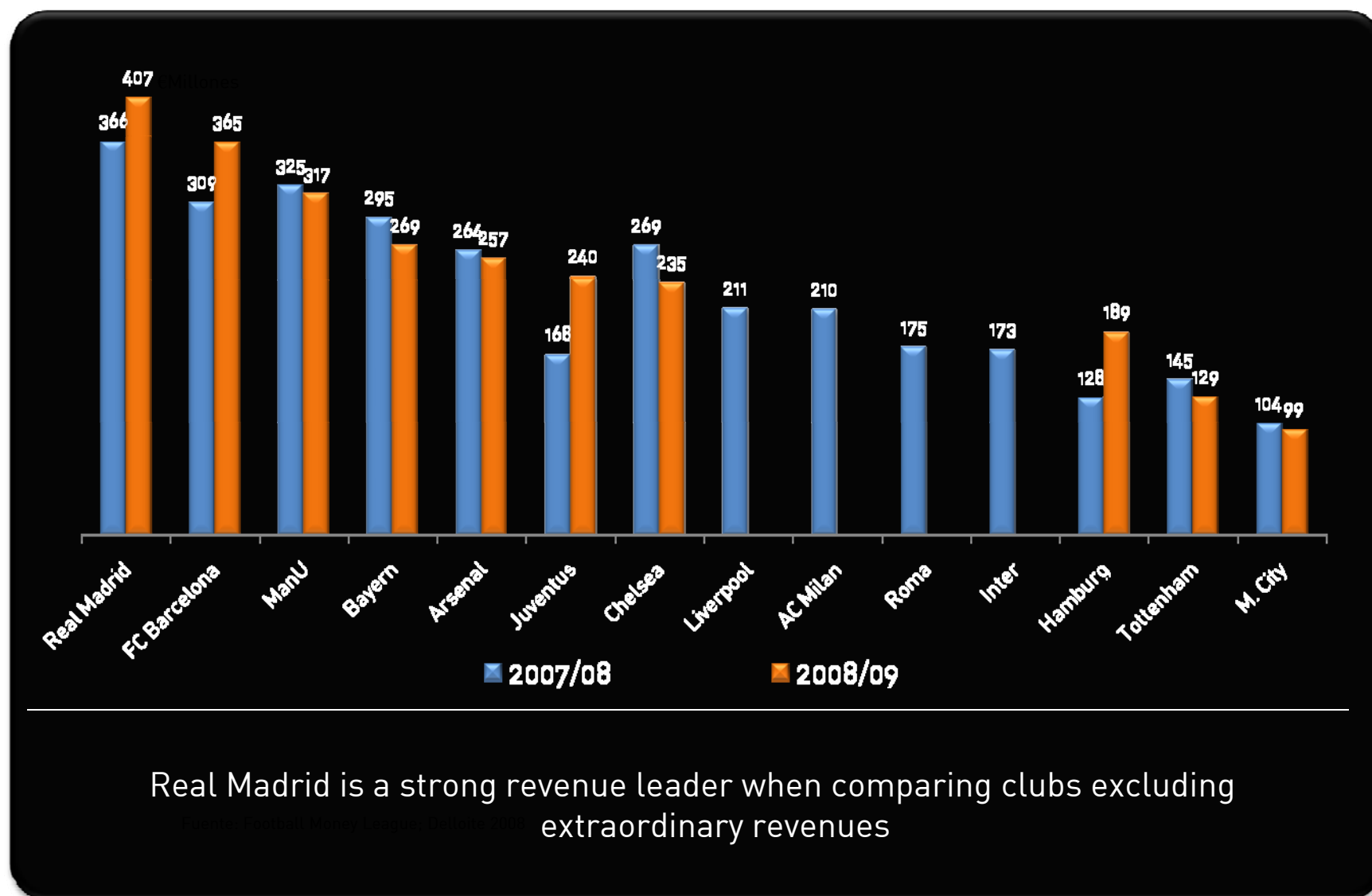
Football Finance Update (season 2008/2009 data)

1. Revenues reported by main European Clubs
2. Case study: Situation of top UK football clubs
3. Main sponsorship agreements recently announced

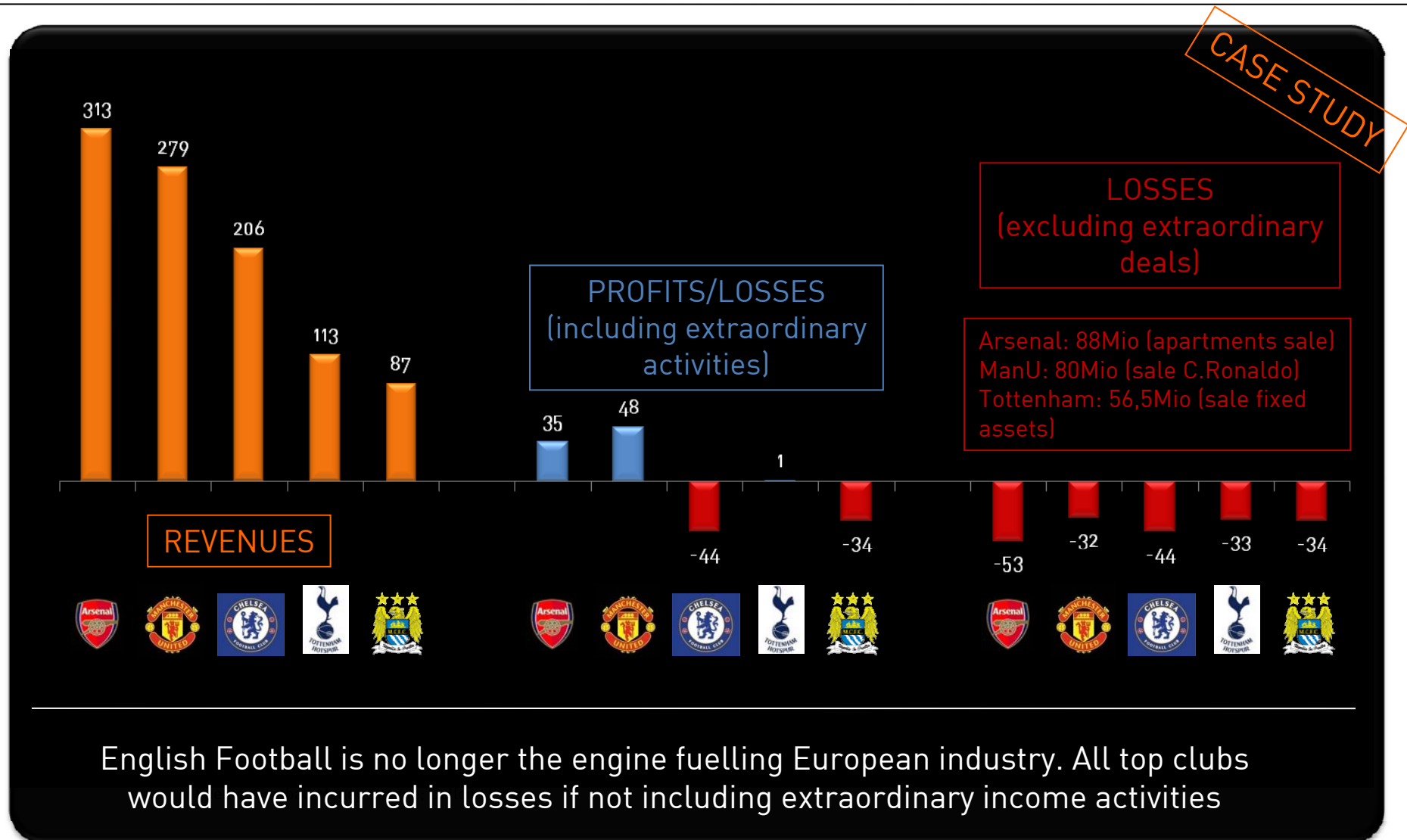
European clubs revenue ranking














European clubs revenue ranking (excluding extraordinary revenues)










Situation of top UK football clubs 2008/09



Main sponsorship agreements (1 of 2)

Club	Sponsor	Details
		<ul style="list-style-type: none"> Audi has acquired 9,09% stake of Bayern Munich. Amount announced: 90 mio€. Strategic partnership that goes beyond sponsorship.
 	 TURKISH AIRLINES	<ul style="list-style-type: none"> FCB amount announced: 9mio€. (3 mio yearly until June 2012). Part of international expansion ambitions of Turkish Airlines. Partially paid in value in kind.
		<ul style="list-style-type: none"> Contract renewal until 2013. Shirt sponsorship of Chelsea FC. Long term partnership that start in 2005.
	 Su apuesta ganadora	<ul style="list-style-type: none"> BetClic has simultaneously agreed sponsorship deals with 11 clubs from Portuguese league. Tactical deal for 2009/10 seeking advertising return only.
	 الاتصالات السعودية	<ul style="list-style-type: none"> Telecommunications leading company in Saudi Arabia 4 year sponsorship deal through 2013. Deal amount: 4Mio€ per year (press reports)

Main sponsorship agreements (2 of 2)

Club	Sponsor	Details
	 	<ul style="list-style-type: none"> • 3 year sponsorship deal. • 188BET has also agreed sponsorship deals with Chelsea, Aston Villa, Bolton & Wigan. • 188BET seeking spill over too. • The company will replace Carlsberg as shirt sponsor for the next for seasons through 2013. • Best commercial agreement ever for the reds, which ends relationship with Carlsberg that started in 1992.
		<ul style="list-style-type: none"> • Shirt sponsorship for French league only. • Betclic shirt sponsor for away Champions League only due to betting legislation constraints in France.
 		<ul style="list-style-type: none"> • 3 year shirt sponsorship with both Glasgow top teams. • Tennent's replaces Carling and has also decided to sponsor both teams simultaneously to eliminate risk of fan alienation

Preliminary conclusions*

- ✓ Spanish football achieves first 2 positions in European revenue ranking for the first time ever: Manchester United falls into 4th position
- ✓ Real Madrid is a strong revenue leader when comparing clubs excluding extraordinary revenues
- ✓ More and more clubs have to use extraordinary deals to make-up their financial accounts
- ✓ English Premiership has gradually lost strength in European football due to ownership instability, financial climate and sterling pound devaluation
- ✓ Despite its strong financial backing, Manchester City is still far from the clubs leading revenues ranking
- ✓ Most sponsorship deals announced recently are contract renewals or from betting industry. Top clubs have started to seek deals in the Middle East

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2010 winter market transfers

1. Market background
2. Activity at top European clubs
3. La Liga BBVA player transfers
4. FCB vs Real Madrid
5. Conclusions

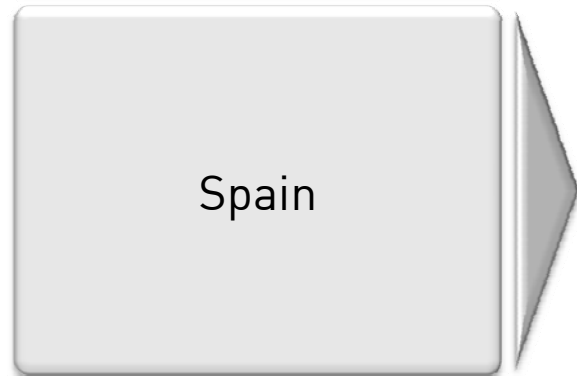
2010 winter market background



- Climate of financial downturn
- World Cup and African Cup 2010
- Professionalization at football clubs management
- Clubs need to release players that are not playing regularly
- Inscription dates difference among key transfer markets



- Main investment in players acquisition took place last summer
- Extraordinary deals have helped several clubs to avoid showing losses in their corresponding P&L's



- Good sporting results for both FC Barcelona and Real Madrid
- End of fiscal benefits for foreigner players (Beckham law). Spain has no longer competitive advantage to sign players vs rest of European countries
- Priority to release players ahead of considering new player hirings

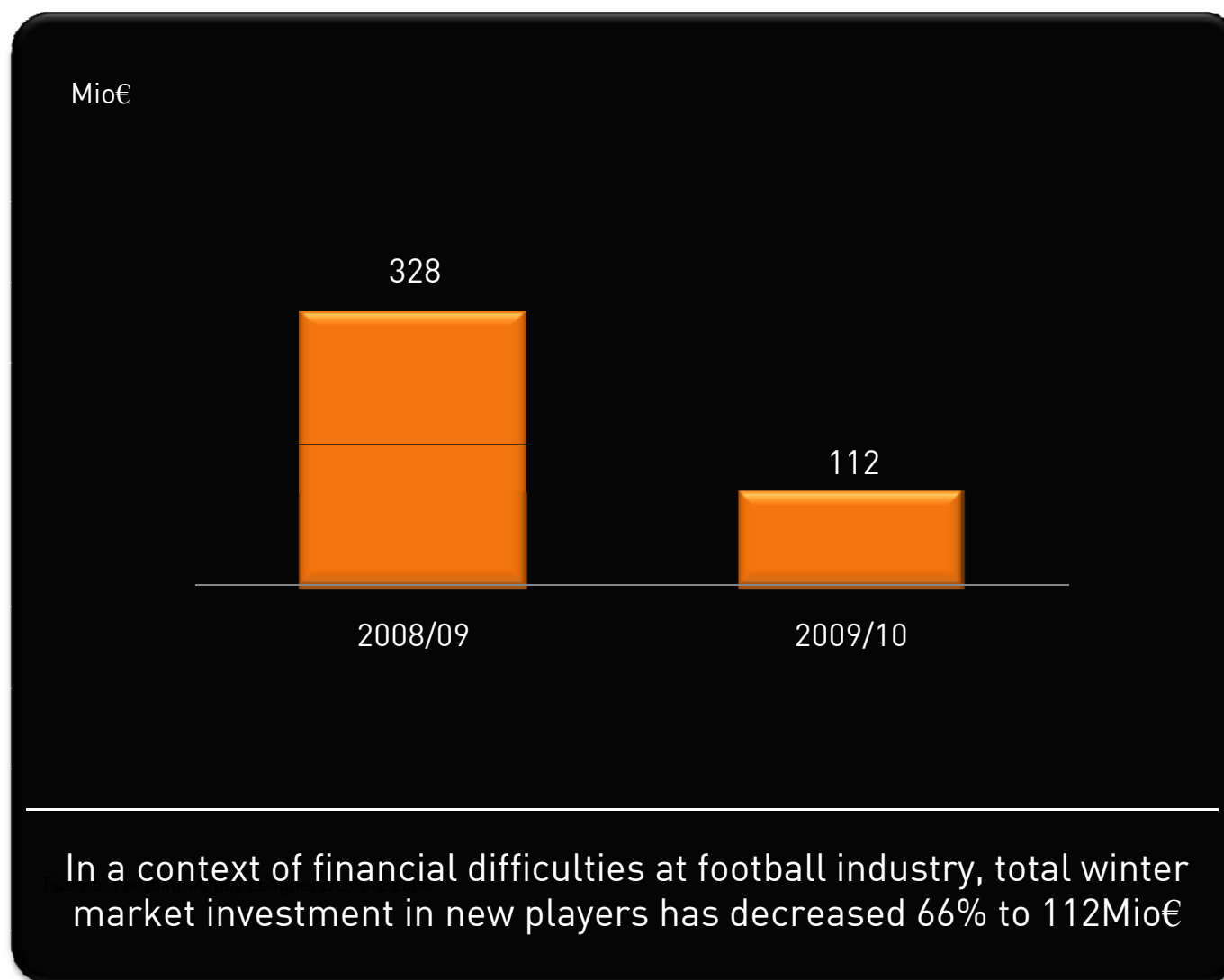
Transfer markets opening dates



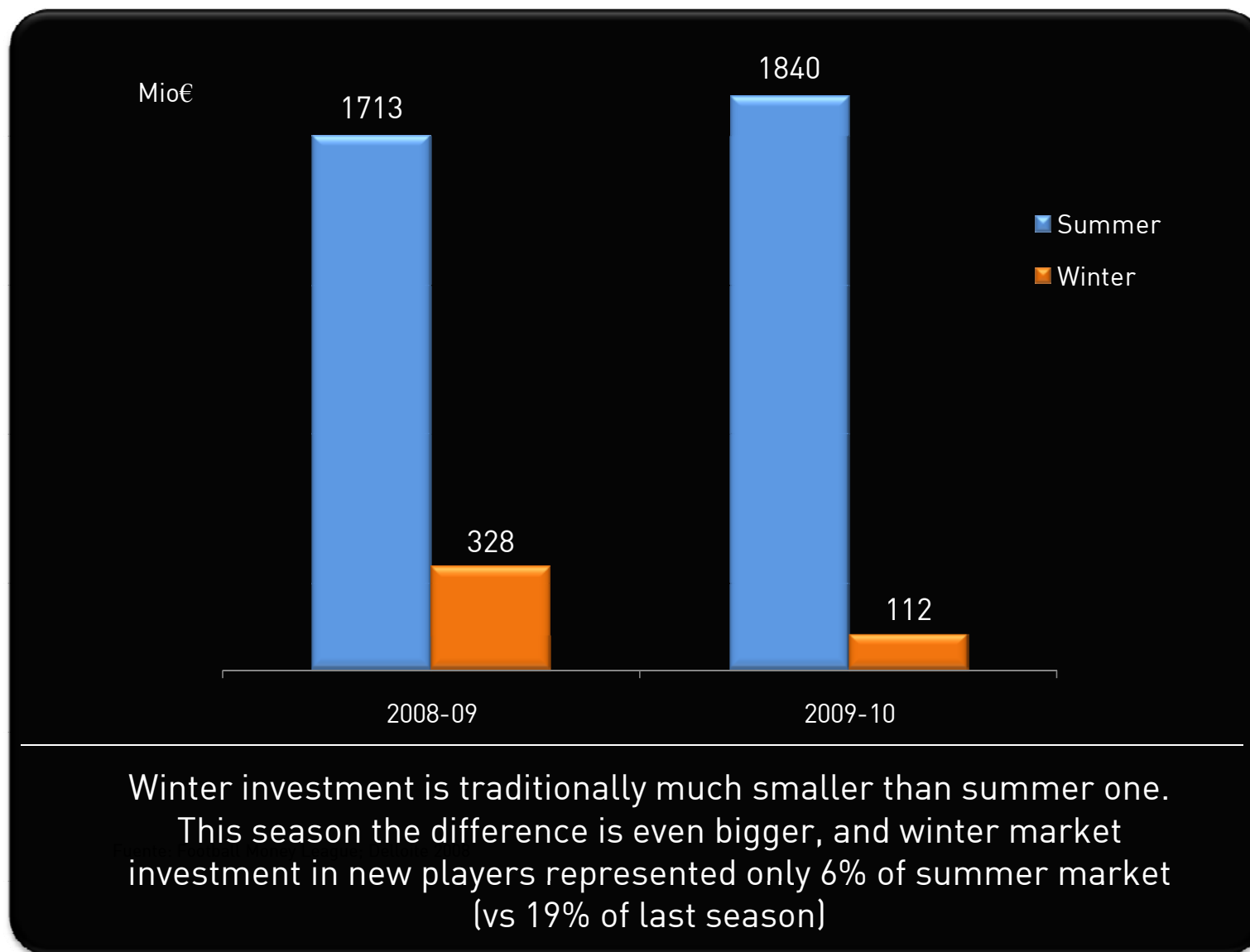
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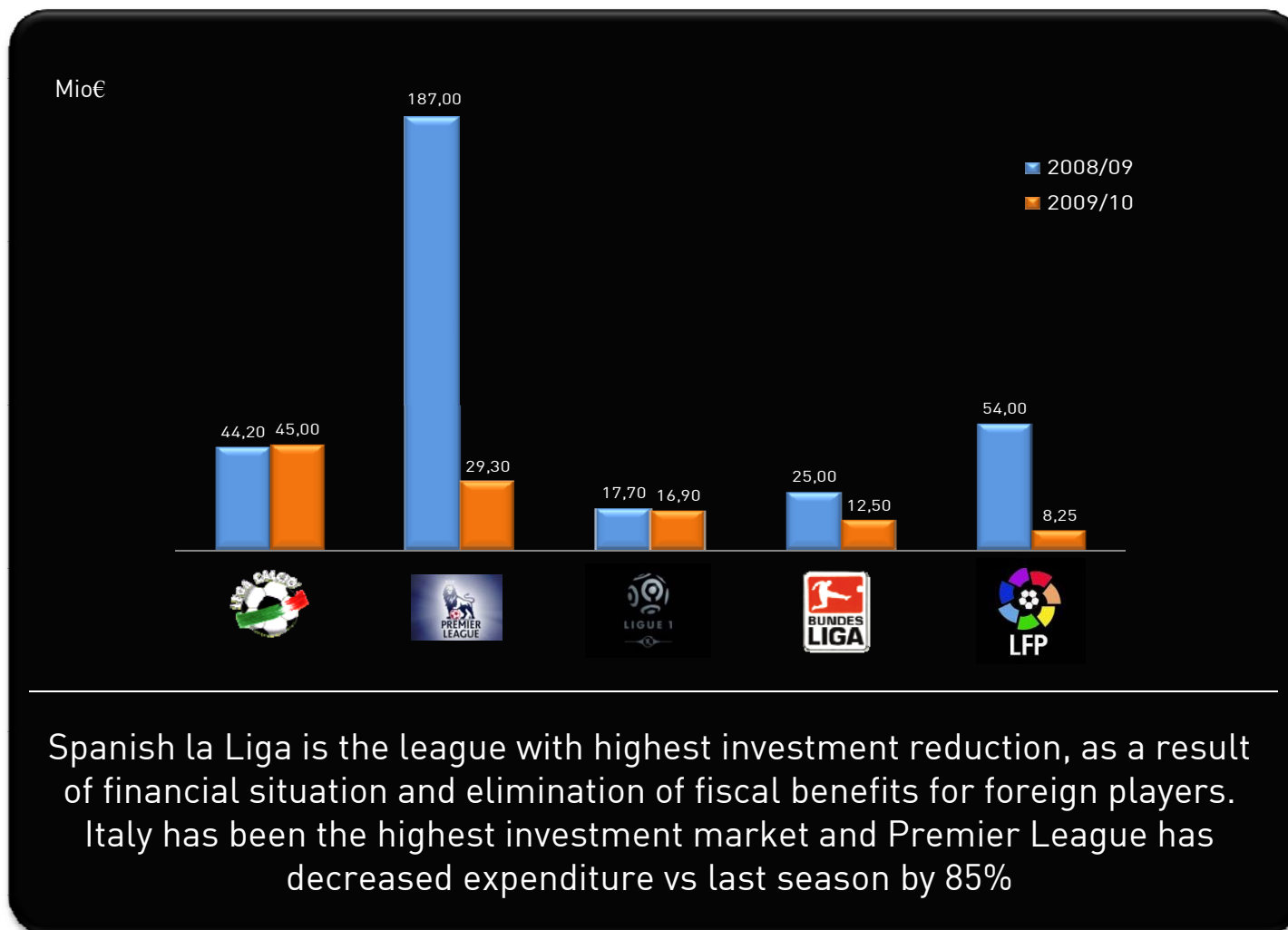
Total investment winter market- Top 5 European leagues



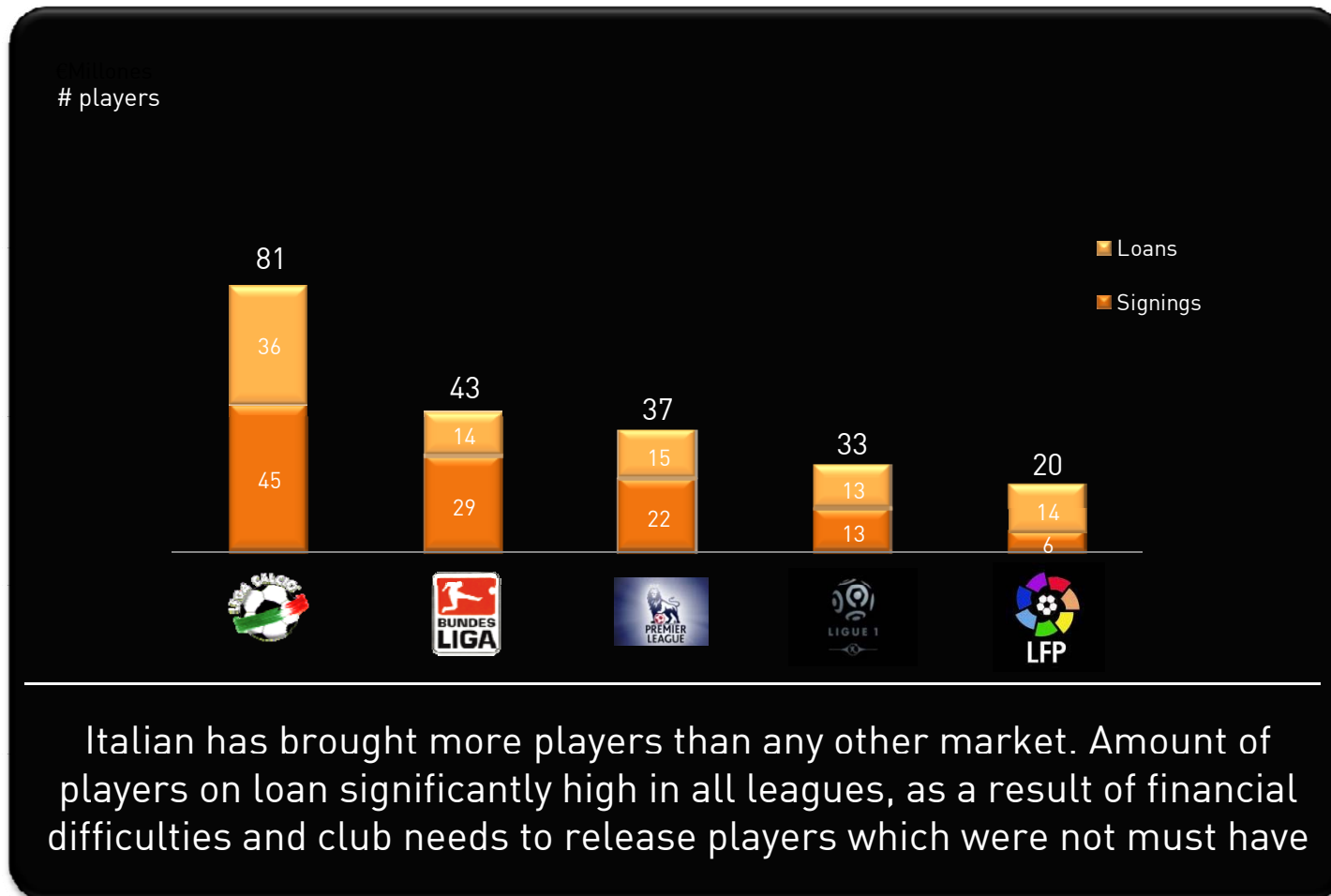
Winter vs summer market- Total top 5 European leagues



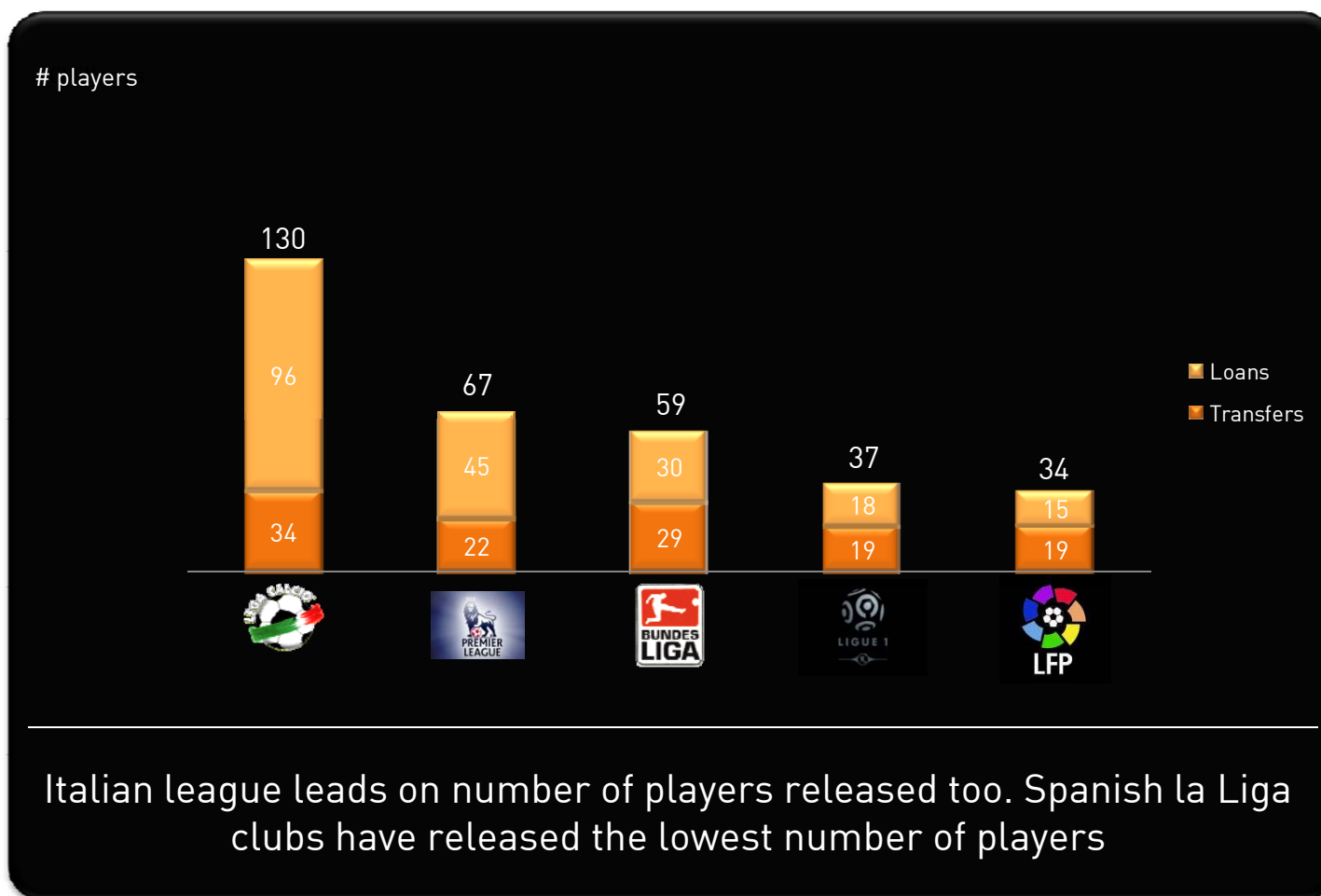
Winter market investment- Top 5 European leagues



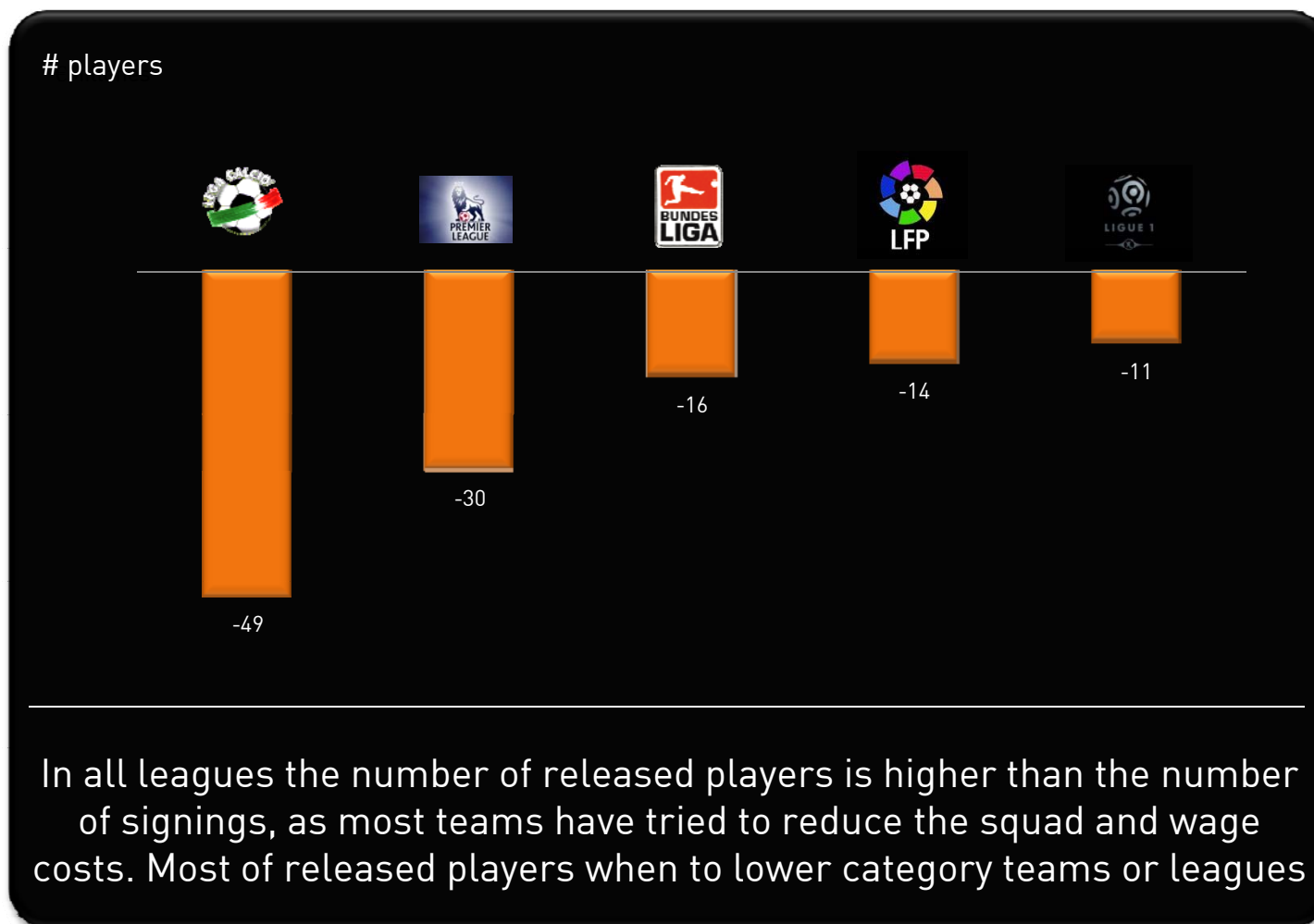
New player signings top 5 European leagues



Players released top 5 European leagues



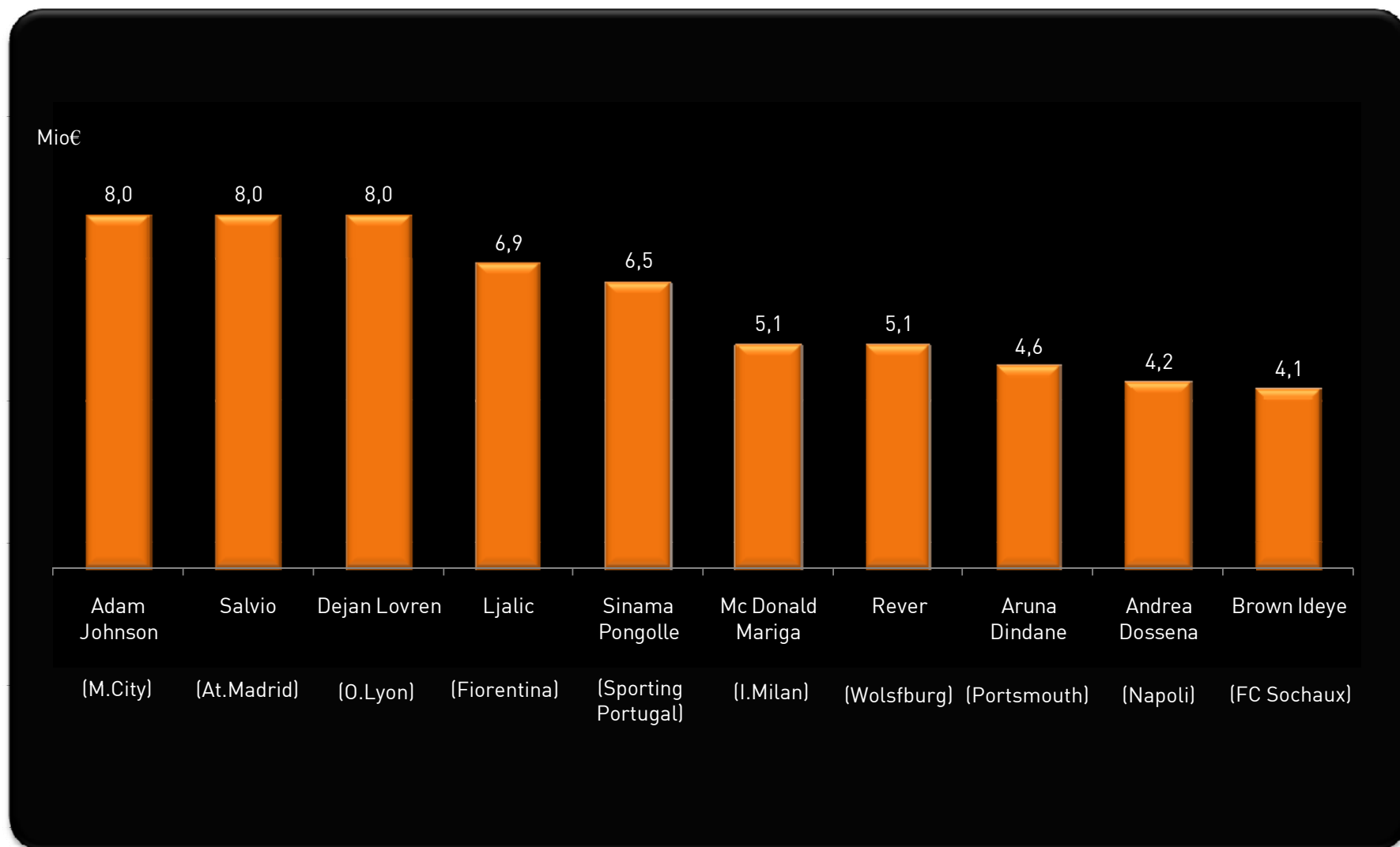
Net player signings vs released top 5 European leagues



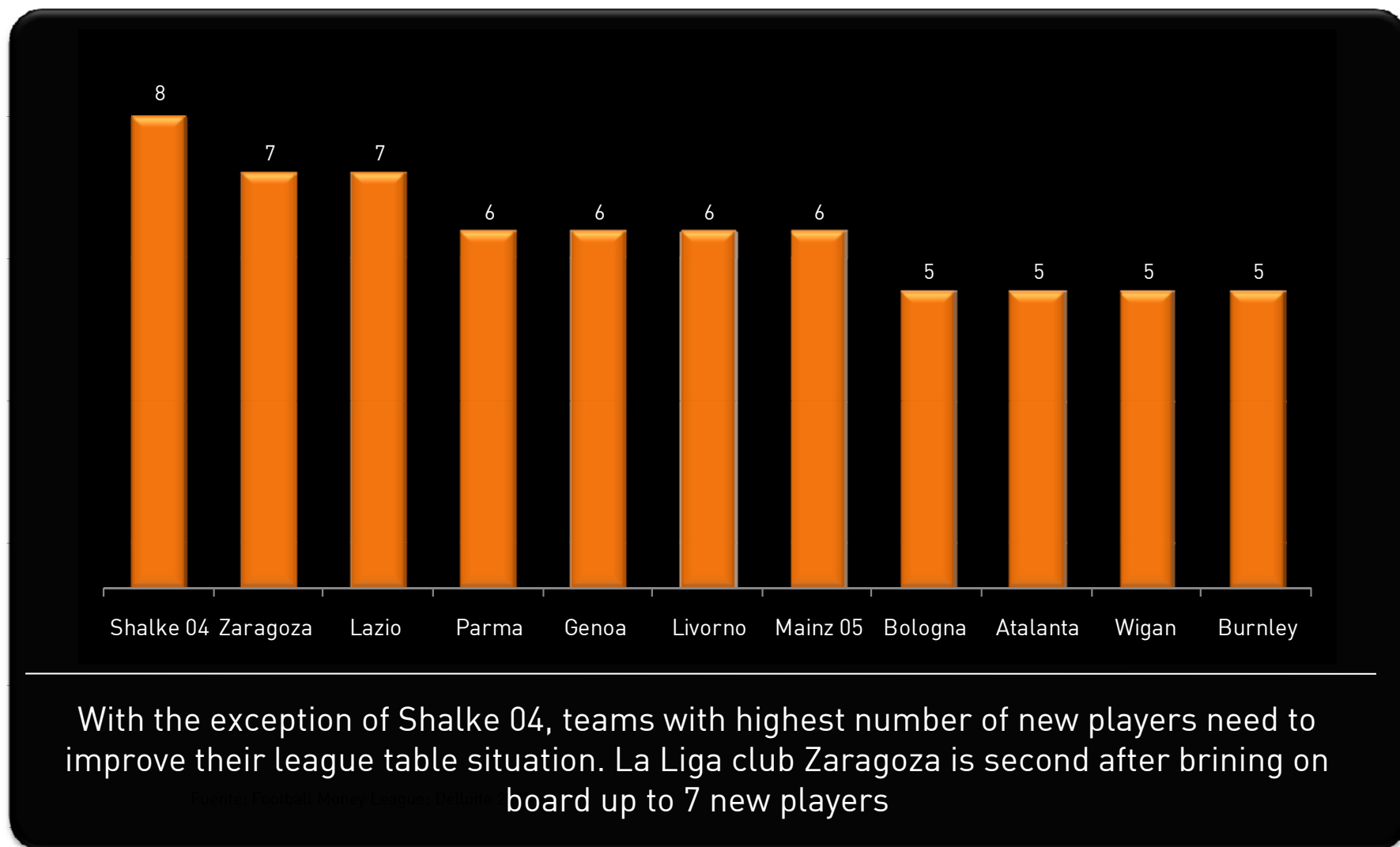
New players investment top European clubs



Top 10 most expensive transfers

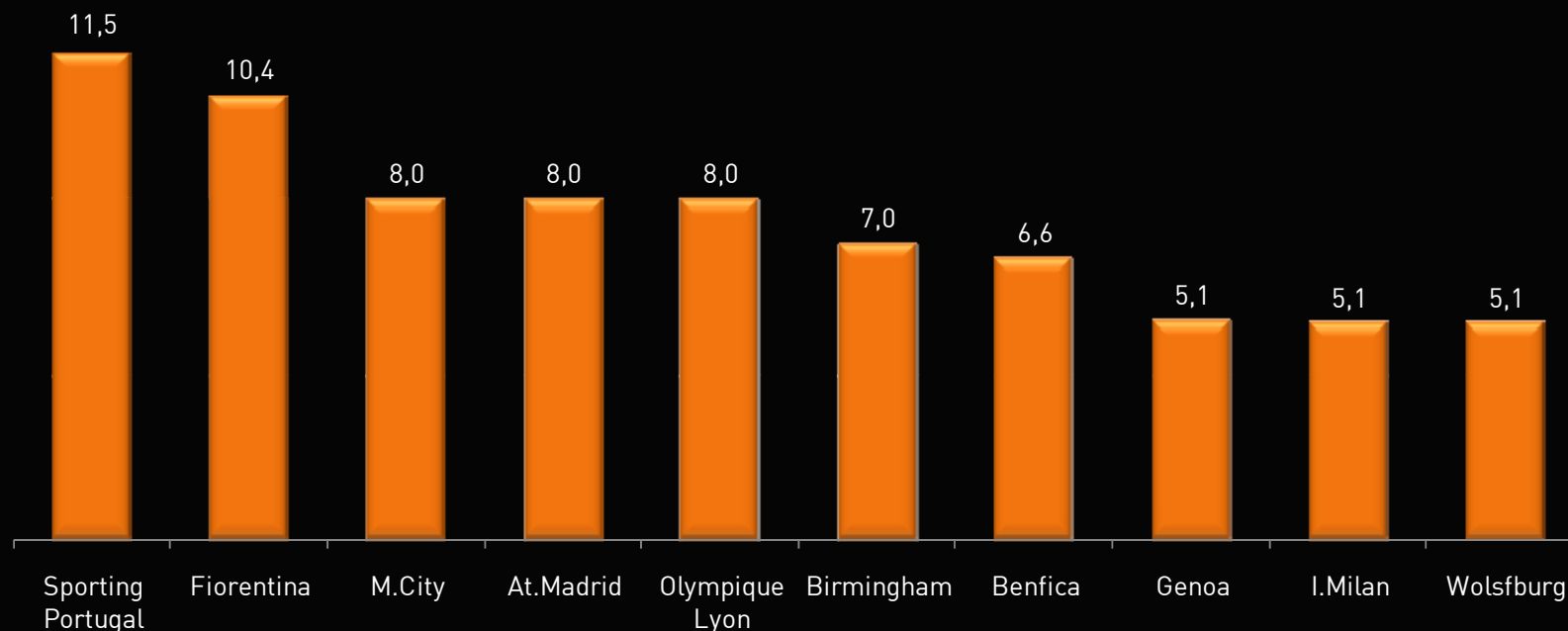


Teams with highest number of new players



Top 10 Clubs with highest investment

Mio€

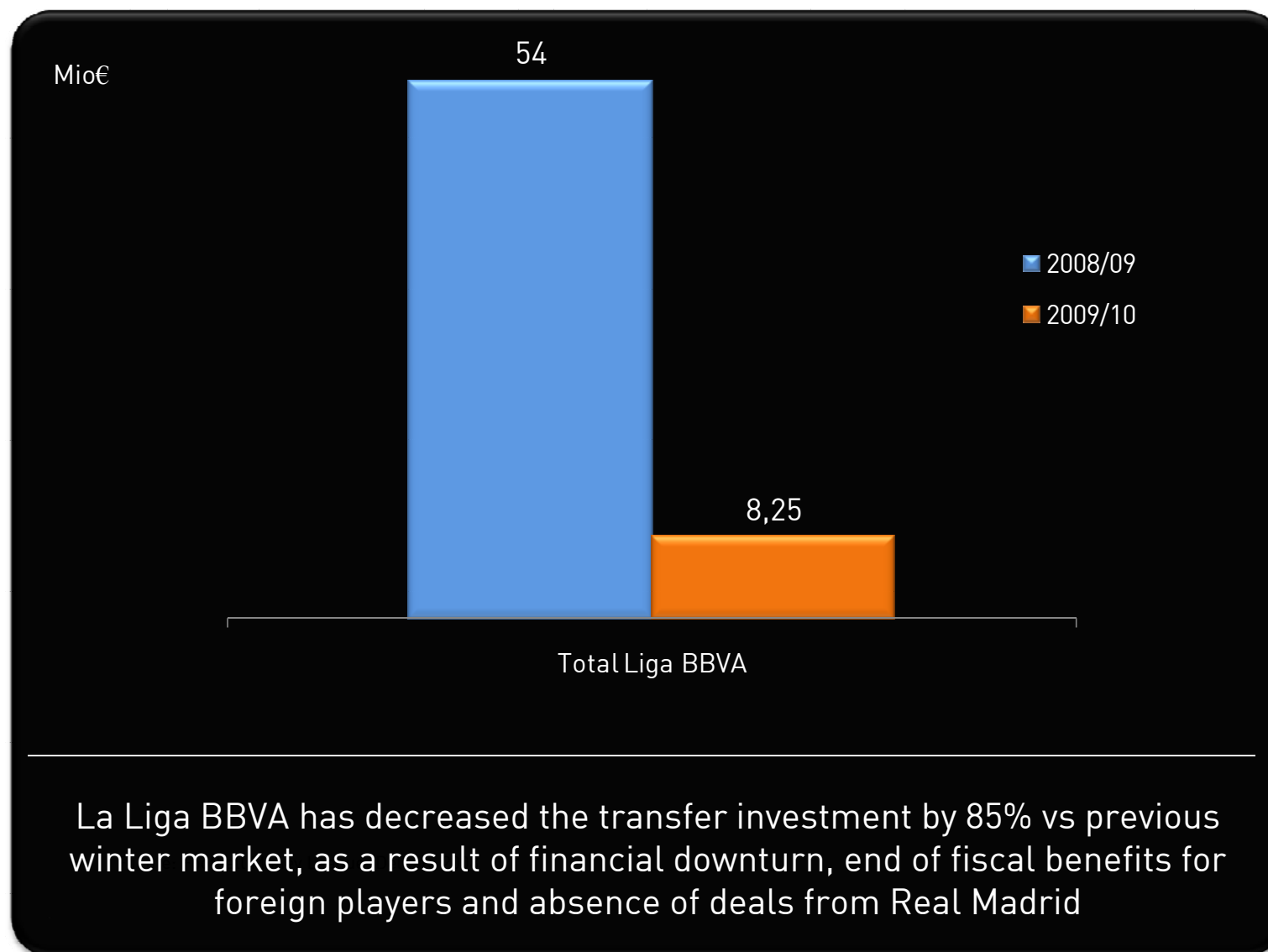


None of the top European teams is among top 10 spenders. Ranking is led by Sporting de Portugal, which signed Sinama Pongolle (Atlético Madrid), Joao Pereira (Sporting Braga) and Pedro Mendes (Glasgow Rangers) and by Fiorentina, which signed Adem Ljalic (Partizan Belgrade) and Mario Ariel Bolatti (Porto). Atlético de Madrid is among top investment clubs due to Salvio signing from Lanús (Argentina)

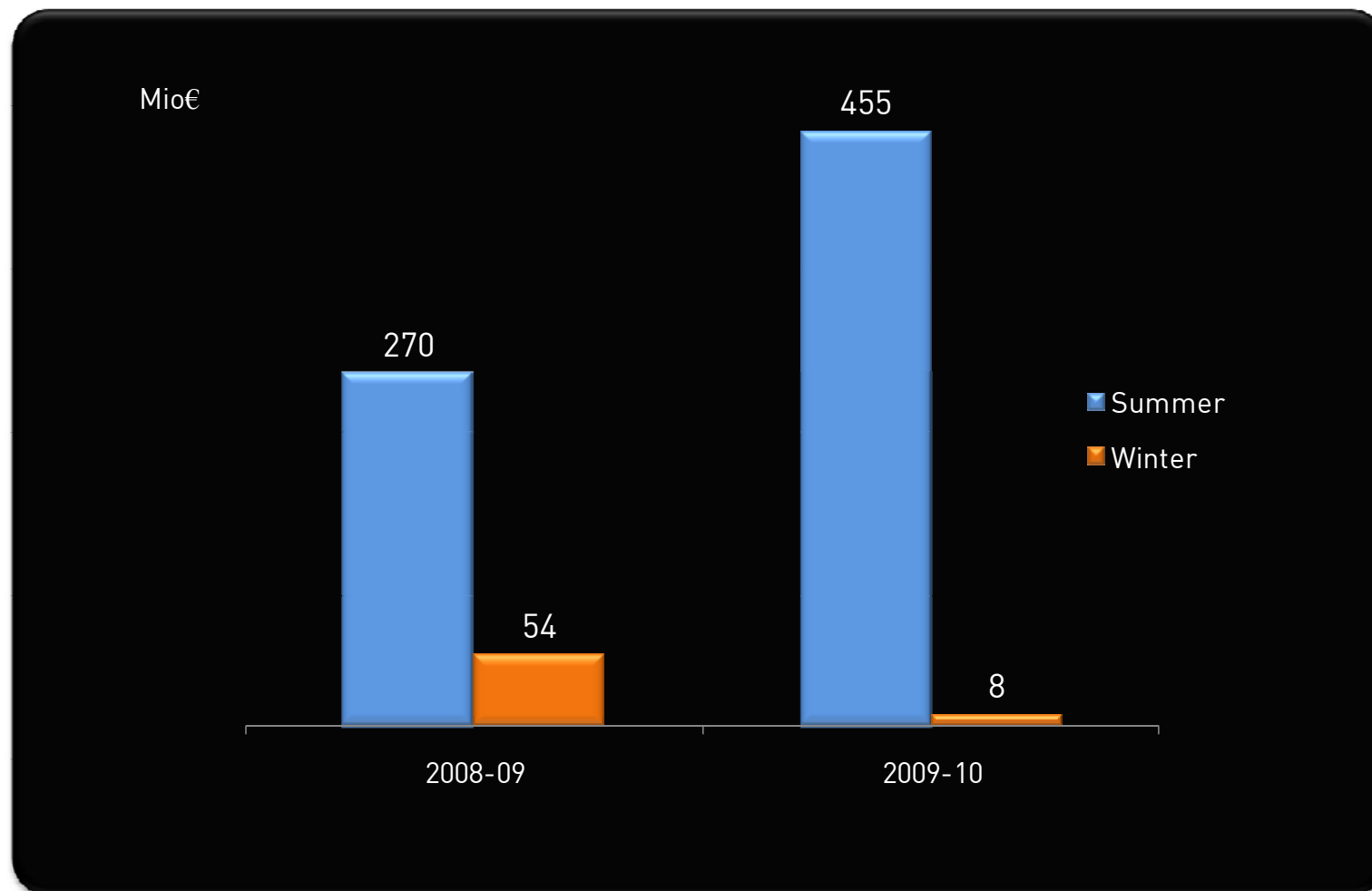
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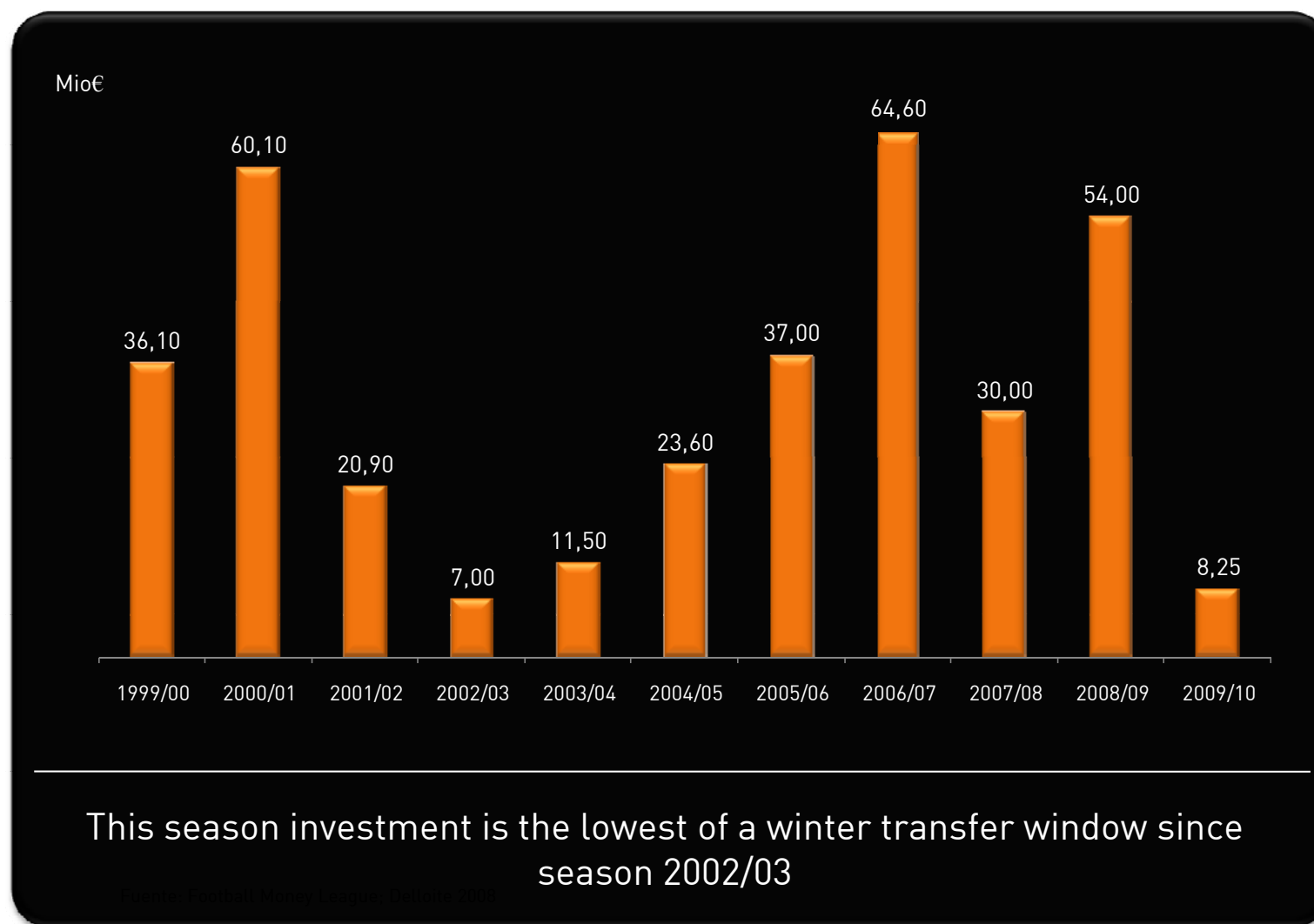
Total transfers investment Liga BBVA



Winter vs summer market- Liga BBVA



Historical winter transfers investment Liga BBVA

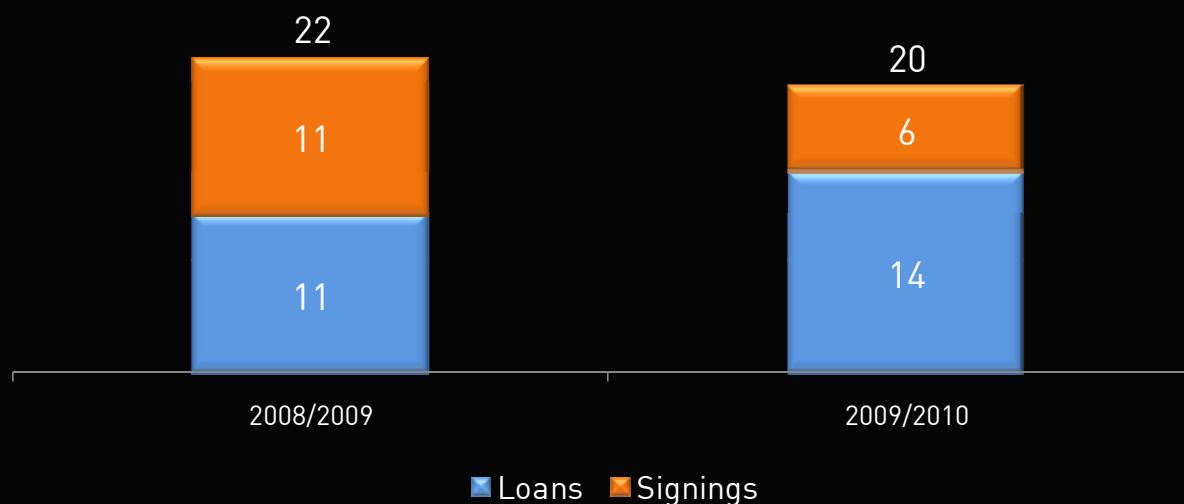


Investment by club- Liga BBVA



Total signings Liga BBVA

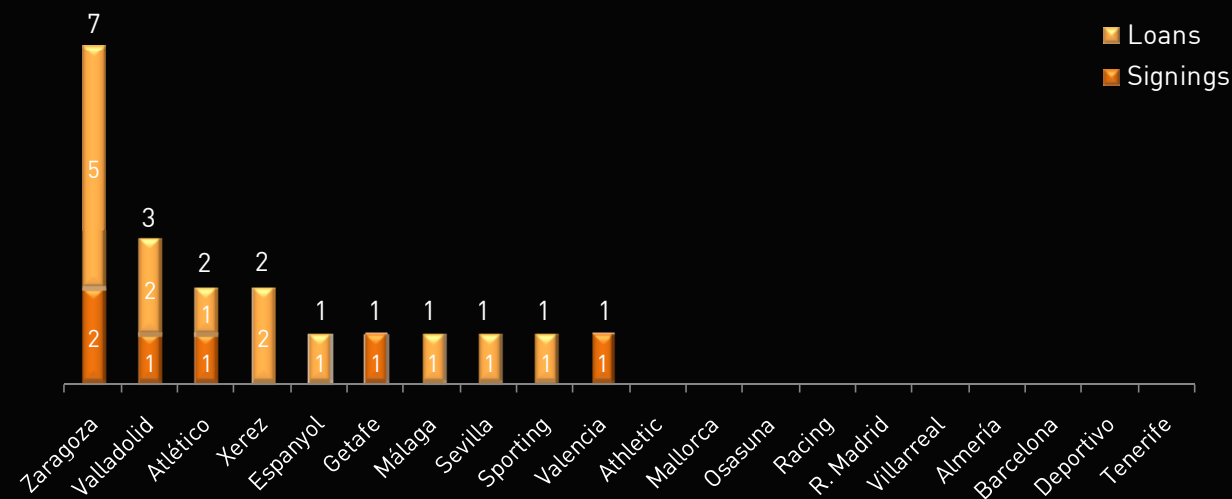
players



The total number of deals is similar to last season, although the amount of loans and free transfer has increased significantly

New player signings Liga BBVA

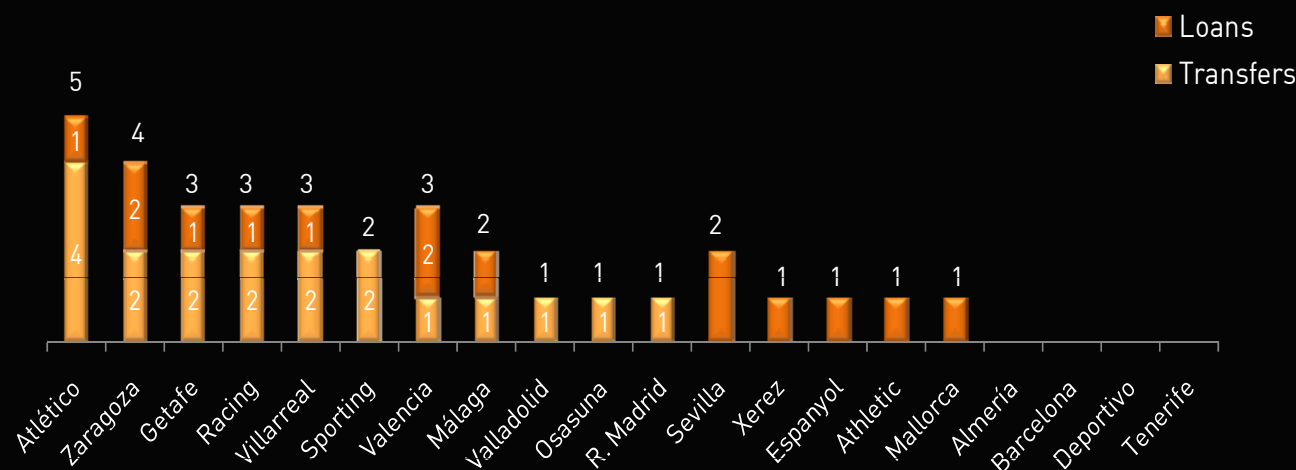
players



9 out of 20 la Liga teams have not brought any new players. New player signings ranking led by Zaragoza, which signed 7 players (5 loans and 2 free transfers)

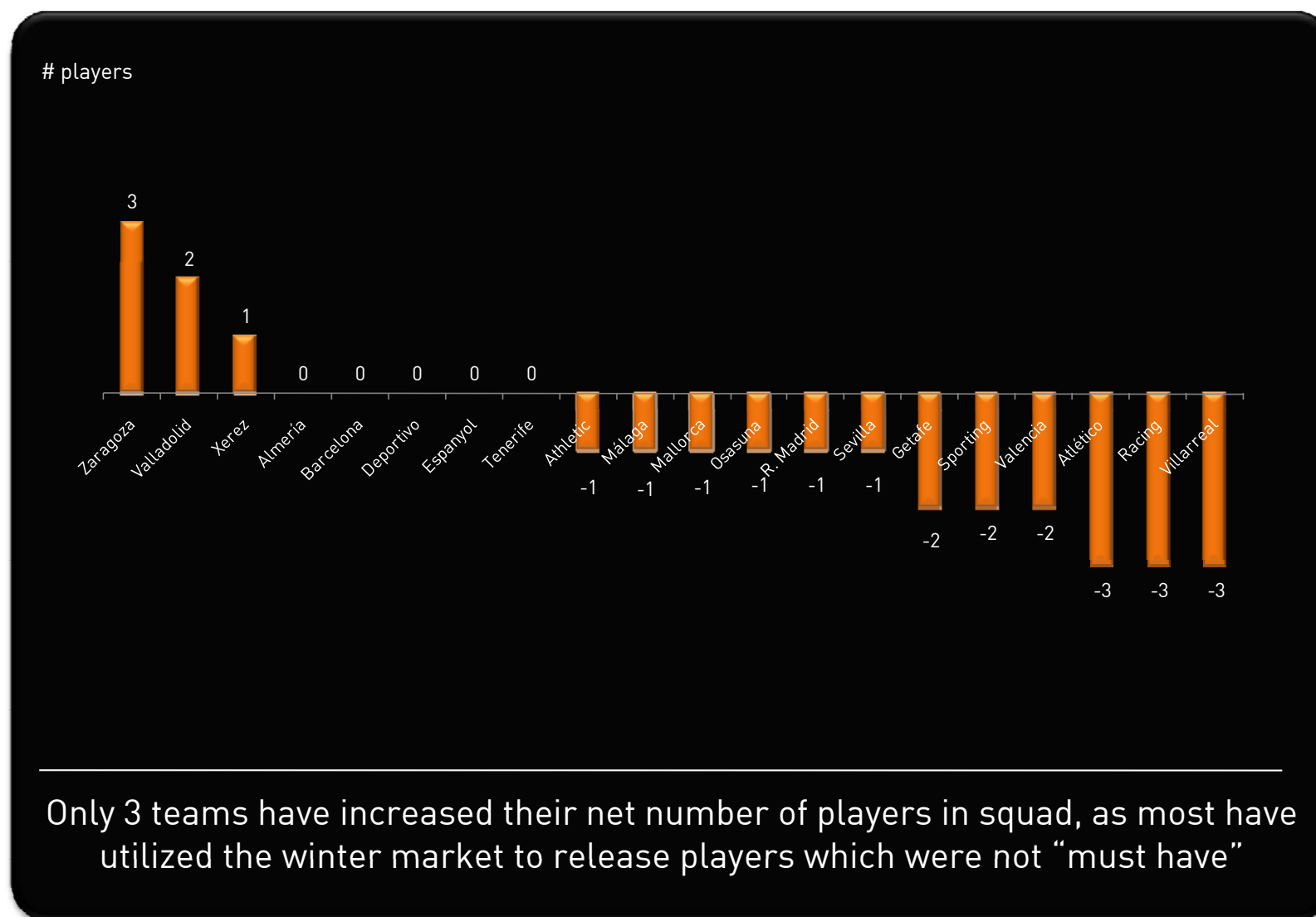
Players released Liga BBVA

players

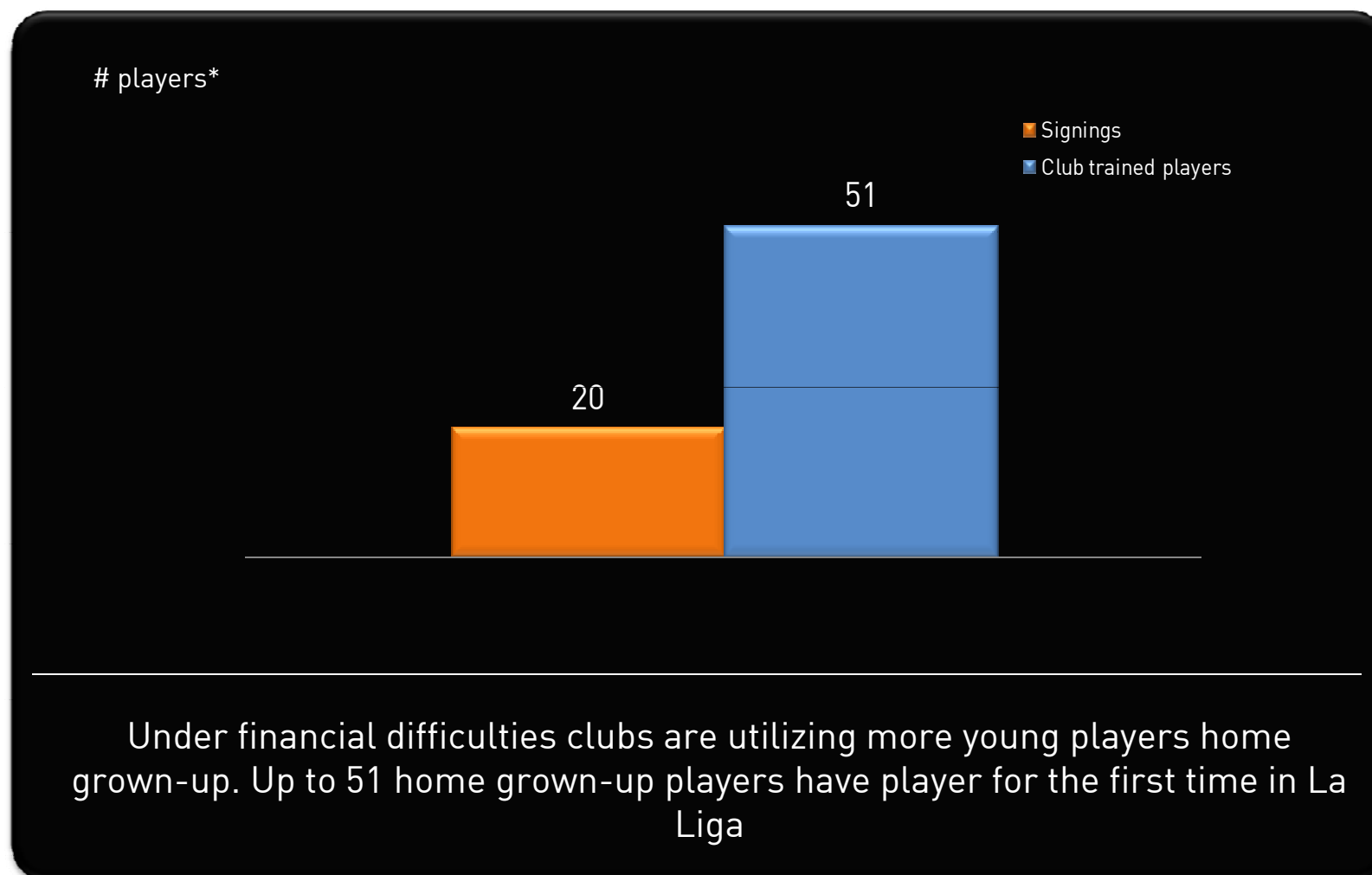


Atlético de Madrid leads player releases with a total of 5, including departure of Maxi Rodríguez to Liverpool and sale of Sinama Pongolle to Sporting de Portugal. Most of loans from other teams have had 2a division (Liga Adelante) clubs as destination

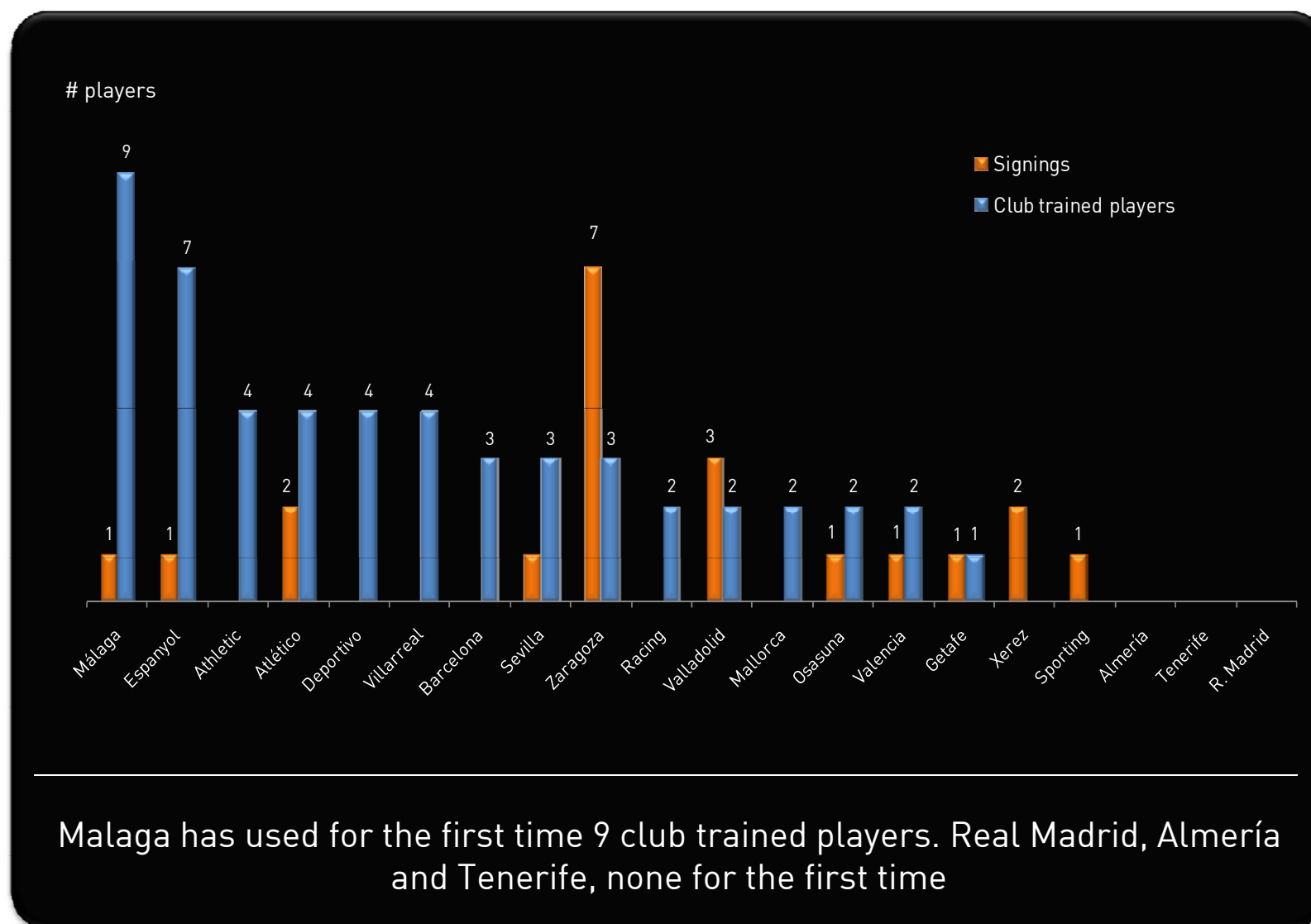
Net player signings vs released Liga BBVA



New players vs club trained players



New players vs club trained players by club



First time club trained players utilization by team

Club	Club trained players
Almería	-
Athletic	Aketxe, Iñigo Pérez, Aurtenetxe , Muniain
Atlético	De Gea, Ibra, Cedric, Koke
Barcelona	Fontás, Assulin, Jonathan
Deportivo	Domínguez, Seoane, Dani, Rochela
Espanyol	Baena, Didac Vila, Javi López, Javi Márquez, Amat, Pedraza, Víctor Ruiz
Getafe	Sardinero
Málaga	Edu Ramos, Iván González, Javi López, Juanmi, Manu Torres, Pedrito, Oscar, Juanfri, Toribio
Mallorca	Pina, Sergi Enrich
Osasuna	Alan, Galán

Club	Club trained players
Racing	Mario Ortiz, Osmar
R. Madrid	-
Sevilla	Carreño, Cala, Marc Valiente
Sporting	-
Tenerife	-
Valencia	Jordi Alba, Olcina
Valladolid	Lázaro, Yuri Berchice
Villarreal	Kiko, Matilla, Oriol, Marcos Gullón
Xerez	-
Zaragoza	Álex, Kevin, Laguardia

Highlighted deals

Player/s	Description	Comments
	<ul style="list-style-type: none"> Sinama Pongol (sold to Sporting de Portugal), Maxi Rodríguez (Liverpool) and Salvio (Lanus) 	<ul style="list-style-type: none"> Atlético de Madrid has been one of the most active teams in Europe, conducting several high value deals
	<ul style="list-style-type: none"> After 4 seasons in the team, Real Madrid released free of cost Ruud Van Nistelrooy to Hamburger 	<ul style="list-style-type: none"> His contract was expiring in June 2010, he was not line-up and need minutes to go to World Cup
	<ul style="list-style-type: none"> Robinho goes on loan from Manchester City to Santos (his former club in Brazil) 	<ul style="list-style-type: none"> Robinho was not line-up with Mancini either and wanted more minutes to go to World Cup
	<ul style="list-style-type: none"> Fernandes (Valencia) and Eguren (Villarreal) were about to go to Inter Milan and Lazio respectively 	<ul style="list-style-type: none"> None of them passed the medical inspection at their destination clubs
	<ul style="list-style-type: none"> Sporting de Gijon has sold midfielder Michel to Birmingham for 3,3Mio€ 	<ul style="list-style-type: none"> Sporting “cashes-in” & accepts to weaken the team (replaced by Lola that come on loan from Espanyol)

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New players at winter market by year



Season	Players	Cost (mio€)	League table*
2005-06	-	-	1st
2006-07	-	-	1st
2007-08	J.M Pinto 	0,4	2º (-7 points)
2008-09	-	-	1st
2009-10	-	-	1st



Season	Players	Cost (mio€)	League table*
2005-06	Cicinho 	5	3rd (-12 points)
	Cassano 	5,5	
2006-07	F.Gago 	20	2nd (-1 point)
	G.Higuaín 	10	
	Marcelo 	6	
2007-08	-	-	1st
2008-09	Huntelaar 	20	3rd (-12 points)
	L.Diarra 	20	
	Faubert 	cesión	
2009-10	-	-	2º (-5 puntos)

Real Madrid has traditionally made significant investment at winter transfer window, normally coinciding with need to reduce points gap vs FC Barcelona, which has rarely used this window

Summer 2009 new players participation

Club	Player	Games played	Minutes played	Games line-up	Goals	Cost
	C. Ronaldo	12	943	11	9	94
	Kaká	16	1222	16	3	65
	Benzemá	18	1100	13	7	35
	X. Alonso	17	1510	17	0	30
	Albiol	18	1493	17	0	15
	Granero	17	880	8	3	4
	Arbeloa	14	1243	14	0	4
	Garay	11	875	10	1	Rec. cesión
	Ibrahimovic	17	1311	14	11	66
	Maxwell	8	687	8	0	4,5
	Chygrinsky	10	660	8	0	25

Players brought at the beginning of the season by Real Madrid are significantly participating in most games. On the other side, only 1 out of 3 new FC Barcelona players is playing regularly (Ibrahimovic)

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Conclusions winter market 2010 (1 of 2)

- ✓ Financial downturn in Europe has provoked a 66% decrease in the investment on new players, to a total of 112Mio€
- ✓ La Liga BBVA has reduced the investment by 85%, becoming the league with lowest investment. Italian league has made the highest investment of top European leagues, with a total of 45Mio€
- ✓ The amount of players released is higher than the signings, which translates in a general reduction of squads. Clubs have taken advantage to release less important players and reduce wage costs. Overall, released players when to lower category teams or leagues
- ✓ Most of top European clubs have not utilized winter transfers window

Conclusions winter market 2010 (2 of 2)

- ✓ Financial restrictions have eased the debut of 51 club trained players at la Liga BBVA. Málaga is the team with the highest number of club trained debutants (9) and Real Madrid with the lowest (none)
- ✓ Real Madrid has not made any player transfer this winter (vs 40Mio€ at season 2008/09) and has utilized intensively the players brought at the beginning of the season
- ✓ The clubs most active at signings were those that need to improve their position at league table
- ✓ Atlético de Madrid has made most expensive signing of Europe, as it invested 8Mio€ on Argentinian Salvio (same amount as Adam Johnson signing by Manchester City)
- ✓ The 7 new players brought by Zaragoza have put Spanish la Liga team in the second position of Europe, only behind Bundesliga team Schalke 04 (8)

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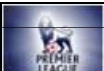






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European Football Table 2009/10

- Aggregated League Table results
- Top scorers
- Manager changes
- Players released for African Cup of Nations
- Contribution by league to last 16 of UEFA Champions League

Points achieved: Top 10 Europe

	% of points achieved		Total						% of points	
			Pt	Played	W	D	L	Gf	Ga	
1	F.C. Barcelona		52	20	16	4	0	50	10	86,7
2	Real Madrid C.F.		47	20	15	2	3	47	15	78,3
3	Inter Milan		49	21	15	4	2	45	19	77,8
4	Chelsea		54	24	17	4	3	58	20	75,0
5	Manchester Utd		53	24	17	2	5	56	20	73,6
6	B Leverkusen		44	20	12	8	0	45	16	73,3
7	G Bordeaux		48	22	15	3	4	36	14	72,7
8	Bayern München		42	20	12	6	2	42	17	70,0
9	Schalke 04		41	20	12	5	3	31	15	68,3
10	Arsenal		49	24	15	4	5	60	28	68,1






Points achieved: 10 worst teams

	% of points achieved			Total						% of points
			Pt	Played	W	D	L	Gf	Ga	
89	Hull City		20	24	4	9	11	23	49	27,8
90	FC Nürnberg		16	20	4	4	12	16	35	26,7
91	Atalanta		17	22	4	5	13	20	34	25,8
92	Le Mans		16	22	4	4	14	19	36	24,2
93	Boulogne		16	22	3	7	12	15	37	24,2
94	Portsmouth		15	22	4	3	15	19	35	22,7
95	Siena		13	22	3	4	15	23	44	19,7
96	Xerez C.D.		11	20	2	5	13	10	35	18,3
97	Hertha Berlin		11	20	2	5	13	16	39	18,3
98	Grenoble		7	22	1	4	17	12	42	10,6

Points achieved at home: Top 10

	% of points achieved		Home							% of points
			Pt	Played	W	D	L	Gf	Ga	
1	Real Madrid C.F.		30	10	10	0	0	32	6	100,0
2	R.C.D. Mallorca		27	9	9	0	0	24	3	100,0
3	Chelsea		34	12	11	1	0	37	8	94,4
4	F.C. Barcelona		25	9	8	1	0	26	6	92,6
5	Inter Milan		29	11	9	2	0	24	11	87,9
6	B Leverkusen		26	10	8	2	0	26	7	86,7
7	Manchester Utd		31	12	10	1	1	31	8	86,1
8	Manchester City		27	11	8	3	0	28	14	81,8
9	Roma		27	11	9	0	2	20	9	81,8
10	G Bordeaux		26	11	8	2	1	20	4	78,8






Points achieved at home: 10 worst teams

	% of points achieved		Home							% of points
			Pt	Played	W	D	L	Gf	Ga	
89	Atalanta		9	10	2	3	5	11	14	30,0
90	Racing Santander		8	9	2	2	5	9	16	29,6
91	FC Nürnberg		8	9	2	2	5	8	13	29,6
92	Köln		8	10	2	2	6	8	14	26,7
93	Boulogne		8	10	2	2	6	10	19	26,7
94	Bochum		7	9	1	4	4	12	20	25,9
95	Xerez C.D.		8	11	2	2	7	7	18	24,2
96	Hertha Berlin		7	10	1	4	5	7	16	23,3
97	Freiburg		5	9	1	2	6	5	18	18,5
98	Grenoble		5	11	1	2	8	9	22	15,2

Points achieved away: Top 10

	% of points achieved		Pt	Played	W	D	L	Gf	Ga	% of points
1	F.C. Barcelona		27	11	8	3	0	24	4	81,8
2	Valencia C.F.		23	11	7	2	2	19	10	69,7
3	Inter Milan		20	10	6	2	2	21	8	66,7
4	Schalke 04		18	9	5	3	1	12	7	66,7
5	G Bordeaux		22	11	7	1	3	16	10	66,7
6	Bayern München		17	9	5	2	2	20	9	63,0
7	Manchester Utd		22	12	7	1	4	25	12	61,1
8	Milan AC		18	10	5	3	2	14	9	60,0
9	B Leverkusen		18	10	4	6	0	19	9	60,0
10	Chelsea		21	12	6	3	3	21	12	58,3

Points achieved away: 10 worst teams

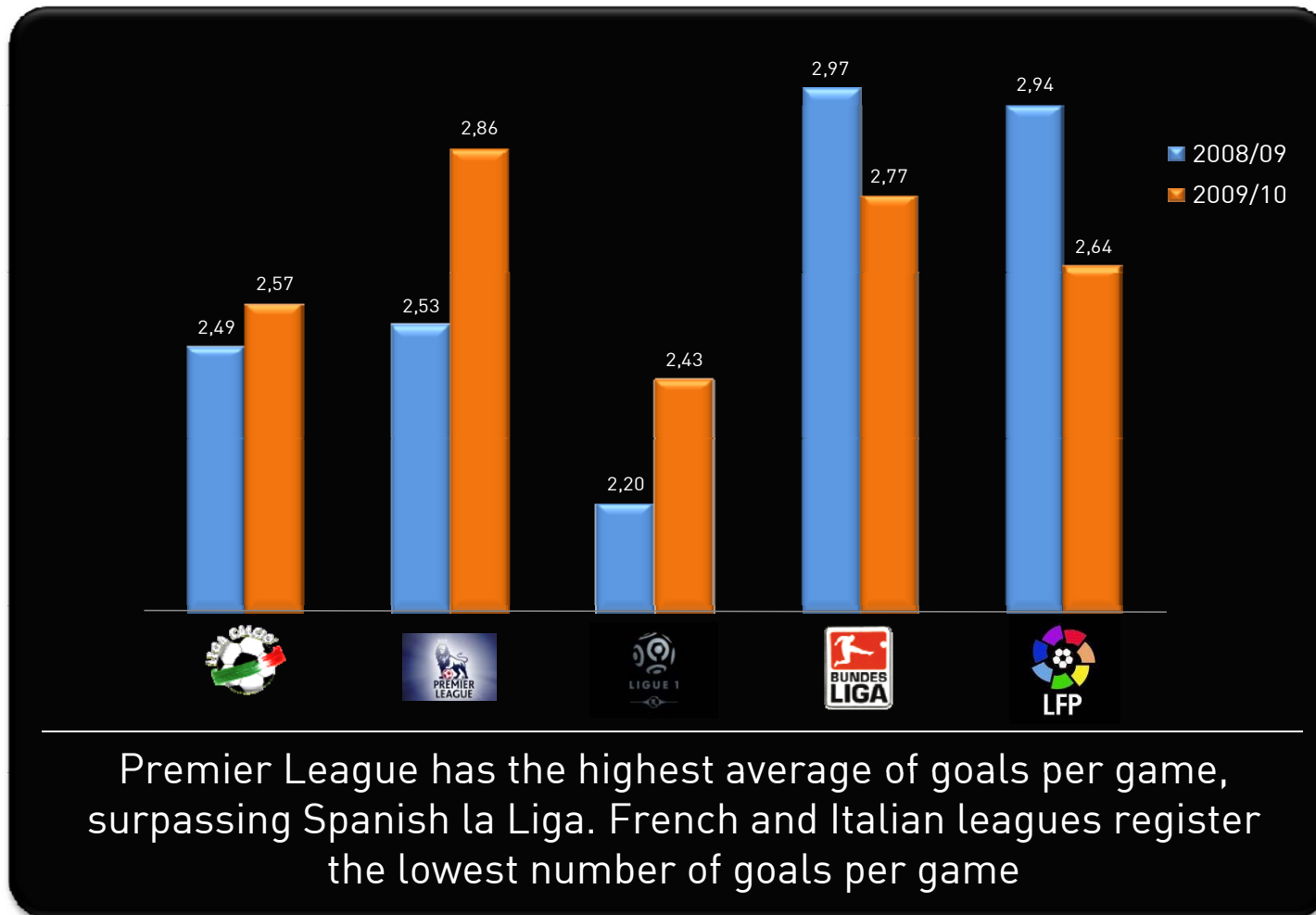
	% of points achieved		Away							% of points
			Pt	Played	W	D	L	Gf	Ga	
89	Sunderland		5	12	1	2	9	12	27	13,9
90	Hertha Berlin		4	10	1	1	8	9	23	13,3
91	Udinese		4	11	0	4	7	6	15	12,1
92	Xerez C.D.		3	9	0	3	6	3	17	11,1
93	Hull City		4	12	0	4	8	7	30	11,1
94	Siena		3	11	1	0	10	13	27	9,1
95	Tenerife		2	9	0	2	7	6	23	7,4
96	Grenoble		2	11	0	2	9	3	20	6,1
97	Burnley		1	12	0	1	11	8	35	2,8
98	Le Mans		0	10	0	0	10	4	20	0,0

League table repetition 2009-10 vs 2008-09








Repeat index	 LFP	 PREMIER LEAGUE		 BUNDES LIGA	
Top 1	100,0	0,0	100,0	0,0	0,0
Top 2	100,0	50,0	100,0	0,0	50,0
Top 3	66,7	66,7	66,7	0,0	33,3
Top 4	100,0	50,0	50,0	25,0	50,0
Top 5	80,0	80,0	60,0	60,0	40,0
Top 6	66,7	66,7	66,7	50,0	33,3

La Liga shows the highest index of repeat (thus it is the most predictable). 1st team, top 2 teams and top 4 teams are the same than 1 year ago. The least predictable leagues are the German (none of the top 3 teams repeated) and French











Average goals per game top 5 European leagues












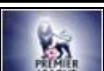
Average goals favour: Top 10

	Average goals favour		Total						Avge Gf	
			Pt	Played	W	D	L	Gf	Ga	
1	F.C. Barcelona		52	20	16	4	0	50	10	2,50
2	Arsenal		49	24	15	4	5	60	28	2,50
3	Chelsea		54	24	17	4	3	58	20	2,42
4	Real Madrid C.F.		47	20	15	2	3	47	15	2,35
5	Manchester Utd		53	24	17	2	5	56	20	2,33
6	B Leverkusen		44	20	12	8	0	45	16	2,25
7	Inter Milan		49	21	15	4	2	45	19	2,14
8	Bayern München		42	20	12	6	2	42	17	2,10
9	Manchester City		41	22	11	8	3	44	30	2,00
10	Lille		40	22	12	4	6	42	22	1,91











Average goals favour: 10 worst teams

	Average goals favour		Pt	Played	W	D	L	Gf	Ga	Avge Gf
89	Wolverhampton		21	23	5	6	12	19	40	0,83
90	FC Nürnberg		16	20	4	4	12	16	35	0,80
91	Hertha Berlin		11	20	2	5	13	16	39	0,80
92	Lazio		22	22	4	10	8	17	23	0,77
93	Espanyol		23	20	6	5	9	14	26	0,70
94	Boulogne		16	22	3	7	12	15	37	0,68
95	Livorno		22	22	6	4	12	14	30	0,64
96	Saint-Étienne		20	22	5	5	12	13	28	0,59
97	Grenoble		7	22	1	4	17	12	42	0,55
98	Xerez C.D.		11	20	2	5	13	10	35	0,50




Average goals favour at home: Top 10

	Average goals favour		Pt	Played	W	D	L	Gf	Ga	Avge Gf
1	Real Madrid C.F.		30	10	10	0	0	32	6	3,20
2	Chelsea		34	12	11	1	0	37	8	3,08
3	Arsenal		28	12	9	1	2	35	14	2,92
4	F.C. Barcelona		25	9	8	1	0	26	6	2,89
5	R.C.D. Mallorca		27	9	9	0	0	24	3	2,67
6	B Leverkusen		26	10	8	2	0	26	7	2,60
7	Manchester Utd		31	12	10	1	1	31	8	2,58
8	Manchester City		27	11	8	3	0	28	14	2,55
9	Liverpool		26	12	8	2	2	30	11	2,50
10	Tottenham		25	12	8	1	3	28	8	2,33









Average goals favour at home: 10 worst teams

	Average goals favour		Pt	Played	W	D	L	Gf	Ga	Avge Gf
89	FC Nürnberg		8	9	2	2	5	8	13	0,89
90	Birmingham		20	12	5	5	2	10	7	0,83
91	Livorno		14	11	4	2	5	9	12	0,82
92	Grenoble		5	11	1	2	8	9	22	0,82
93	Köln		8	10	2	2	6	8	14	0,80
94	Wolverhampton		12	12	3	3	6	9	17	0,75
95	Hertha Berlin		7	10	1	4	5	7	16	0,70
96	Xerez C.D.		8	11	2	2	7	7	18	0,64
97	Freiburg		5	9	1	2	6	5	18	0,56
98	Saint-Étienne		10	11	2	4	5	5	10	0,45











Average goals favour away: Top 10

	Average goals favour		Pt	Played	W	D	L	Gf	Ga	Avg Gf
1	Bayern München		17	9	5	2	2	20	9	2,22
2	F.C. Barcelona		27	11	8	3	0	24	4	2,18
3	Hamburger		14	9	3	5	1	19	12	2,11
4	Inter Milan		20	10	6	2	2	21	8	2,10
5	Manchester Utd		22	12	7	1	4	25	12	2,08
6	Arsenal		21	12	6	3	3	25	14	2,08
7	W Bremen		16	11	4	4	3	22	13	2,00
8	B Leverkusen		18	10	4	6	0	19	9	1,90
9	Ol Lyon		19	11	5	4	2	20	14	1,82
10	Chelsea		21	12	6	3	3	21	12	1,75

Average goals favour away: 10 worst teams

	Average goals favour		Away							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
89	Udinese		4	11	0	4	7	6	15	0,55
90	Sochaux		9	10	2	3	5	5	10	0,50
91	Portsmouth		5	11	1	2	8	5	18	0,45
92	Livorno		8	11	2	2	7	5	18	0,45
93	Boulogne		8	12	1	5	6	5	18	0,42
94	Stoke City		7	10	1	4	5	4	13	0,40
95	Le Mans		0	10	0	0	10	4	20	0,40
96	Espanyol		5	9	1	2	6	3	12	0,33
97	Xerez C.D.		3	9	0	3	6	3	17	0,33
98	Grenoble		2	11	0	2	9	3	20	0,27

Average goals against: Top 10

	Average goals against		Pt	Played	W	D	L	Gf	Ga	Avge Ga
1	F.C. Barcelona		52	20	16	4	0	50	10	0,50
2	G Bordeaux		48	22	15	3	4	36	14	0,64
3	Auxerre		39	22	11	6	5	21	15	0,68
4	Real Madrid C.F.		47	20	15	2	3	47	15	0,75
5	Schalke 04		41	20	12	5	3	31	15	0,75
6	Aston Villa		40	23	11	7	5	31	18	0,78
7	B Leverkusen		44	20	12	8	0	45	16	0,80
8	Toulouse		32	22	9	5	8	25	18	0,82
9	Chelsea		54	24	17	4	3	58	20	0,83
10	Manchester Utd		53	24	17	2	5	56	20	0,83











Average goals against: 10 worst teams

	Average goals against		Total							Avge Ga
			Pt	Played	W	D	L	Gf	Ga	
89	Tenerife		17	20	4	5	11	17	39	1,95
90	Wolfsburg		25	20	6	7	7	36	39	1,95
91	Freiburg		18	20	5	3	12	20	39	1,95
92	Hertha Berlin		11	20	2	5	13	16	39	1,95
93	Bolton		21	22	5	6	11	29	44	2,00
94	Burnley		20	23	5	5	13	23	46	2,00
95	Siena		13	22	3	4	15	23	44	2,00
96	Hull City		20	24	4	9	11	23	49	2,04
97	Real Zaragoza		17	20	4	5	11	23	42	2,10
98	Wigan Athl		22	22	6	4	12	24	47	2,14


Average goals against at home: Top 10

	Average goals against		Home							
			Pt	Played	W	D	L	Gf	Ga	Ga
1	R.C.D. Mallorca		27	9	9	0	0	24	3	0,33
2	G Bordeaux		26	11	8	2	1	20	4	0,36
3	Montpellier		25	11	8	1	2	14	6	0,55
4	Aston Villa		22	12	6	4	2	17	7	0,58
5	Birmingham		20	12	5	5	2	10	7	0,58
6	Real Madrid C.F.		30	10	10	0	0	32	6	0,60
7	PSG		18	10	5	3	2	17	6	0,60
8	Sporting Gijón		18	11	5	3	3	11	7	0,64
9	Napoli		23	11	6	5	0	15	7	0,64
10	Palermo		25	11	7	4	0	17	7	0,64


Average goals against at home: 10 worst teams

	Average goals against		Home							
			Pt	Played	W	D	L	Gf	Ga	Ga
89	Hannover 96		10	11	2	4	5	13	19	1,73
90	Racing Santander		8	9	2	2	5	9	16	1,78
91	West Ham		13	11	3	4	4	18	20	1,82
92	Boulogne		8	10	2	2	6	10	19	1,90
93	Real Valladolid		11	11	2	5	4	16	21	1,91
94	Bolton		13	12	3	4	5	17	23	1,92
95	Freiburg		5	9	1	2	6	5	18	2,00
96	Grenoble		5	11	1	2	8	9	22	2,00
97	Bochum		7	9	1	4	4	12	20	2,22
98	Wolfsburg		11	10	3	2	5	22	24	2,40



Average goals against away: Top 10

	Average goals against		Away							Avge Ga
			Pt	Played	W	D	L	Gf	Ga	
1	F.C. Barcelona		27	11	8	3	0	24	4	0,36
2	Auxerre		16	10	4	4	2	6	4	0,40
3	Köln		16	10	4	4	2	9	7	0,70
4	Schalke 04		18	9	5	3	1	12	7	0,78
5	Inter Milan		20	10	6	2	2	21	8	0,80
6	Real Madrid C.F.		17	10	5	2	3	15	9	0,90
7	Milan AC		18	10	5	3	2	14	9	0,90
8	B Leverkusen		18	10	4	6	0	19	9	0,90
9	Valencia C.F.		23	11	7	2	2	19	10	0,91
10	G Bordeaux		22	11	7	1	3	16	10	0,91

Average goals against away: 10 worst teams

	Average goals against		Away						Avge Ga	
			Pt	Played	W	D	L	Gf	Ga	
89	Bolton		8	10	2	2	6	12	21	2,10
90	Sunderland		5	12	1	2	9	12	27	2,25
91	Hertha Berlin		4	10	1	1	8	9	23	2,30
92	Blackburn		6	12	1	3	8	8	28	2,33
93	Siena		3	11	1	0	10	13	27	2,45
94	Hull City		4	12	0	4	8	7	30	2,50
95	Tenerife		2	9	0	2	7	6	23	2,56
96	Wigan Athl		10	12	3	1	8	14	33	2,75
97	Burnley		1	12	0	1	11	8	35	2,92
98	Real Zaragoza		5	11	1	2	8	13	34	3,09

Goal difference: Top 10

	Goal difference		Total						Goal diff	
			Pt	Played	W	D	L	Gf	Ga	
1	F.C. Barcelona		52	20	16	4	0	50	10	40
2	Chelsea		54	24	17	4	3	58	20	38
3	Manchester Utd		53	24	17	2	5	56	20	36
4	Real Madrid C.F.		47	20	15	2	3	47	15	32
5	Arsenal		49	24	15	4	5	60	28	32
6	B Leverkusen		44	20	12	8	0	45	16	29
7	Inter Milan		49	21	15	4	2	45	19	26
8	Bayern München		42	20	12	6	2	42	17	25
9	G Bordeaux		48	22	15	3	4	36	14	22
10	Tottenham		42	24	12	6	6	45	25	20

Goal difference: 10 worst teams

	Goal difference		Total							Goal diff
			Pt	Played	W	D	L	Gf	Ga	
89	Wolverhampton		21	23	5	6	12	19	40	-21
90	Siena		13	22	3	4	15	23	44	-21
91	Tenerife		17	20	4	5	11	17	39	-22
92	Boulogne		16	22	3	7	12	15	37	-22
93	Wigan Athl		22	22	6	4	12	24	47	-23
94	Burnley		20	23	5	5	13	23	46	-23
95	Hertha Berlin		11	20	2	5	13	16	39	-23
96	Xerez C.D.		11	20	2	5	13	10	35	-25
97	Hull City		20	24	4	9	11	23	49	-26
98	Grenoble		7	22	1	4	17	12	42	-30

Goal difference at home: Top 10

	Goal difference		Home						Goal diff	
			Pt	Played	W	D	L	Gf	Ga	
1	Chelsea		34	12	11	1	0	37	8	29
2	Real Madrid C.F.		30	10	10	0	0	32	6	26
3	Manchester Utd		31	12	10	1	1	31	8	23
4	R.C.D. Mallorca		27	9	9	0	0	24	3	21
5	Arsenal		28	12	9	1	2	35	14	21
6	F.C. Barcelona		25	9	8	1	0	26	6	20
7	Tottenham		25	12	8	1	3	28	8	20
8	Liverpool		26	12	8	2	2	30	11	19
9	B Leverkusen		26	10	8	2	0	26	7	19
10	Lille		27	12	8	3	1	25	8	17

Goal difference at home: 10 worst teams

	Goal difference		Pt	Played	W	D	L	Gf	Ga	Goal diff
89	Nancy		13	11	4	1	6	10	16	-6
90	Racing Santander		8	9	2	2	5	9	16	-7
91	Siena		10	11	2	4	5	10	17	-7
92	Wolverhampton		12	12	3	3	6	9	17	-8
93	Bochum		7	9	1	4	4	12	20	-8
94	Hertha Berlin		7	10	1	4	5	7	16	-9
95	Boulogne		8	10	2	2	6	10	19	-9
96	Xerez C.D.		8	11	2	2	7	7	18	-11
97	Freiburg		5	9	1	2	6	5	18	-13
98	Grenoble		5	11	1	2	8	9	22	-13





Goal difference away: Top 10

	Goal difference		Pt	Played	W	D	L	Gf	Ga	Goal diff
1	F.C. Barcelona		27	11	8	3	0	24	4	20
2	Manchester Utd		22	12	7	1	4	25	12	13
3	Inter Milan		20	10	6	2	2	21	8	13
4	Arsenal		21	12	6	3	3	25	14	11
5	Bayern München		17	9	5	2	2	20	9	11
6	B Leverkusen		18	10	4	6	0	19	9	10
7	Valencia C.F.		23	11	7	2	2	19	10	9
8	Chelsea		21	12	6	3	3	21	12	9
9	W Bremen		16	11	4	4	3	22	13	9
10	Hamburger		14	9	3	5	1	19	12	7

Goal difference away: 10 worst teams

	Goal difference		Away						Goal diff	
			Pt	Played	W	D	L	Gf	Ga	
89	Hertha Berlin		4	10	1	1	8	9	23	-14
90	Sunderland		5	12	1	2	9	12	27	-15
91	Le Mans		0	10	0	0	10	4	20	-16
92	Tenerife		2	9	0	2	7	6	23	-17
93	Grenoble		2	11	0	2	9	3	20	-17
94	Wigan Athl		10	12	3	1	8	14	33	-19
95	Blackburn		6	12	1	3	8	8	28	-20
96	Real Zaragoza		5	11	1	2	8	13	34	-21
97	Hull City		4	12	0	4	8	7	30	-23
98	Burnley		1	12	0	1	11	8	35	-27

Goal profitability: Top 10

	Goal profitability		Pt	Played	W	D	L	Gf	Ga	Goal prof
1	Auxerre		39	22	11	6	5	21	15	1,86
2	Espanyol		23	20	6	5	9	14	26	1,64
3	Livorno		22	22	6	4	12	14	30	1,57
4	Birmingham		34	23	9	7	7	22	23	1,55
5	Saint-Étienne		20	22	5	5	12	13	28	1,54
6	Sochaux		30	21	9	3	9	20	25	1,50
7	R.C. Deportivo		34	20	10	4	6	24	22	1,42
8	Köln		24	20	6	6	8	17	21	1,41
9	Montpellier		42	22	13	3	6	30	25	1,40
10	Lens		27	22	7	6	9	20	27	1,35

% of draw games: Top 10

	% draw games		Pt	Played	W	D	L	Gf	Ga	% draw
1	Lazio		22	22	4	10	8	17	23	45,5
2	Real Valladolid		18	20	3	9	8	24	36	45,0
3	Málaga		20	20	4	8	8	23	26	40,0
4	B Leverkusen		44	20	12	8	0	45	16	40,0
5	Hamburger		35	20	9	8	3	37	21	40,0
6	West Ham		21	23	4	9	10	29	38	39,1
7	Hull City		20	24	4	9	11	23	49	37,5
8	Manchester City		41	22	11	8	3	44	30	36,4
9	Napoli		38	22	10	8	4	31	24	36,4
10	Bari		32	22	8	8	6	30	24	36,4

% of draw games: 10 with least

	% draw games		Pt	Played	W	D	L	Gf	Ga	% draw
89	Freiburg		18	20	5	3	12	20	39	15,0
90	Sochaux		30	21	9	3	9	20	25	14,3
91	Portsmouth		15	22	4	3	15	19	35	13,6
92	G Bordeaux		48	22	15	3	4	36	14	13,6
93	Montpellier		42	22	13	3	6	30	25	13,6
94	Monaco		39	22	12	3	7	30	24	13,6
95	Nancy		30	22	9	3	10	27	31	13,6
96	Real Madrid C.F.		47	20	15	2	3	47	15	10,0
97	Manchester Utd		53	24	17	2	5	56	20	8,3
98	Getafe		31	20	10	1	9	27	24	5,0

Highlights: European Football Table (1 of 2)

- ✓ Spanish la Liga league table is the most predictable and German Bundesliga the least
- ✓ English Premier League has now the highest number of goals, surpassing Spanish La Liga. French and Italian leagues have the lowest scoring average
- ✓ FC Barcelona and Real Madrid lead European Football Table with respectively 86,7% and 78,3% of possible points
- ✓ FC Barcelona leads most of rankings, including points achieved, goals favour, goals against and goal difference

Highlights: European Football Table (2 of 2)

- ✓ Real Madrid and Real Mallorca are the best European teams at home, as they are the only ones that have won all the possible games
- ✓ Real Valladolid and Málaga are 2nd and 3rd European teams with highest number of draw games. Getafe is the team with less draw games in Europe
- ✓ Espanyol from Barcelona is the 2nd best European team at goal profitability
- ✓ Xerez is among the worst European team in points achieved and goals against
- ✓ Interestingly, Hertha de Berlin was leading Bundesliga last season and now is the last team in the table

European Football Table 2009/10

- Aggregated League Table results
- **Top scorers**
- Manager changes
- Players released for African Cup of Nations
- Contribution by league to last 16 of UEFA Champions League

Top 10 scorers Top 5 European leagues 2009/10



L. Messi	16
David Villa	15
G. Higuaín	12
R. Soldado	11
Z. Ibrahimovic	11
C. Ronaldo	9
D. Forlán	9
Luis Fabiano	8
S. Agüero	8
A. Aduriz	8



W. Rooney	21
D. Drogba	17
J. Defoe	15
D. Bent	14
F. Torres	12
C. Tévez	12
L. Saha	11
C. Fábregas	11
G. Agbonlahor	10
F. Lampard	10



A. Di Natale	16
D. Milito	14
G. Pazzini	11
P. Barreto	11
F. Totti	10
A. Matri	10
M. Maccarone	9
A. Gilardino	9
Ronaldinho	9
S. Eto'o	8



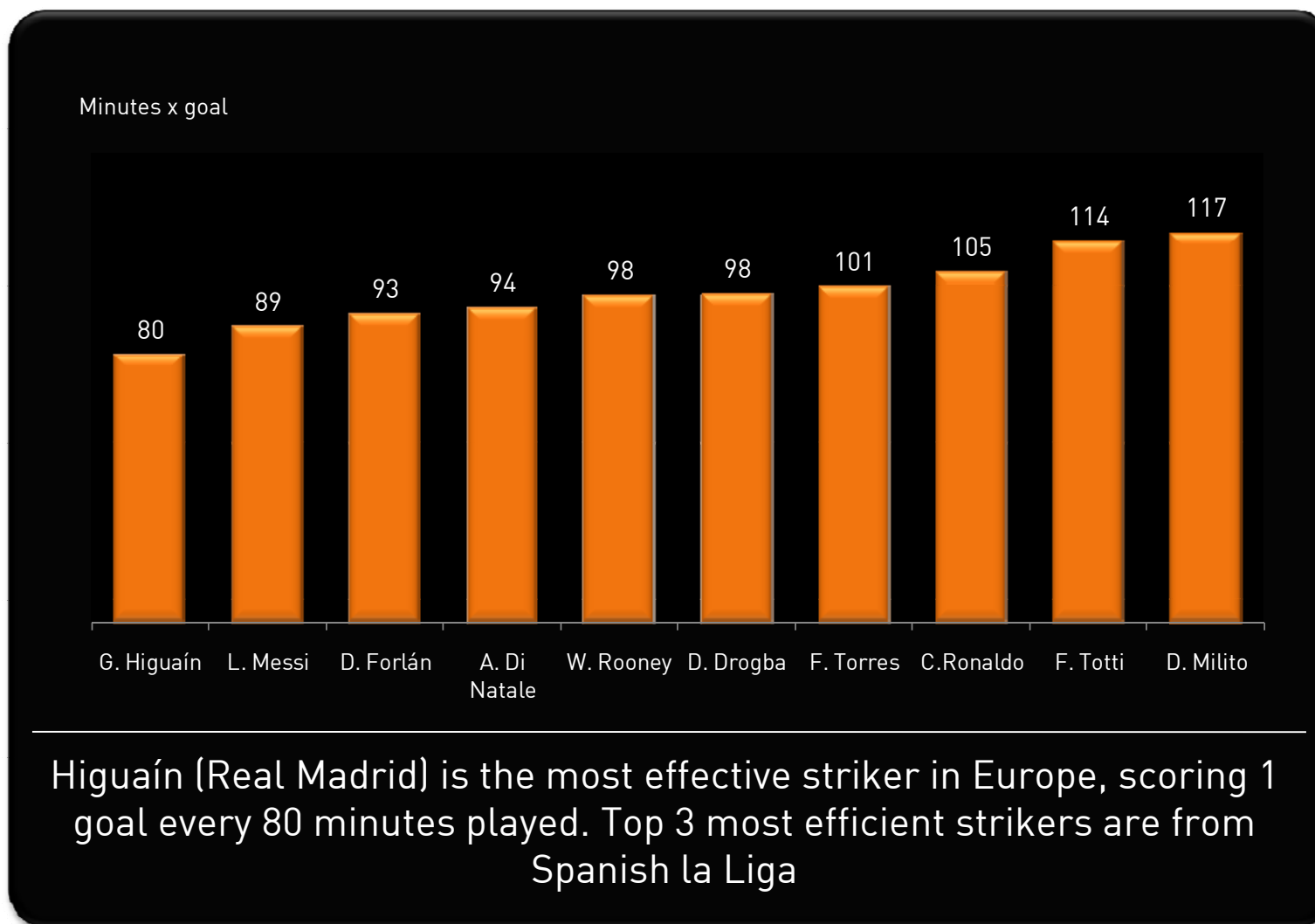
S. Kießling	13
K. Kuranyi	11
L. Barrios	11
A. Bunjaku	10
M. Gomez	9
E. Derdiyok	9
E. Džeko	9
T. Kroos	8
C. Pizarro	8
I. Olic	7



Nenê	13
Y. Gervinho	11
M. Niang	10
L. López	9
P. Frau	9
A. Gyan	9
K. Gameiro	9
M. Erdiñç	9
Chu-Young	
Park	8
M. Vahirua	8

More than half of top scorers at top European leagues are foreigners, with the exception in Italy, where there are 6 Italian strikers among the top . In Spain, 4 out of 10 top scorers are Spanish

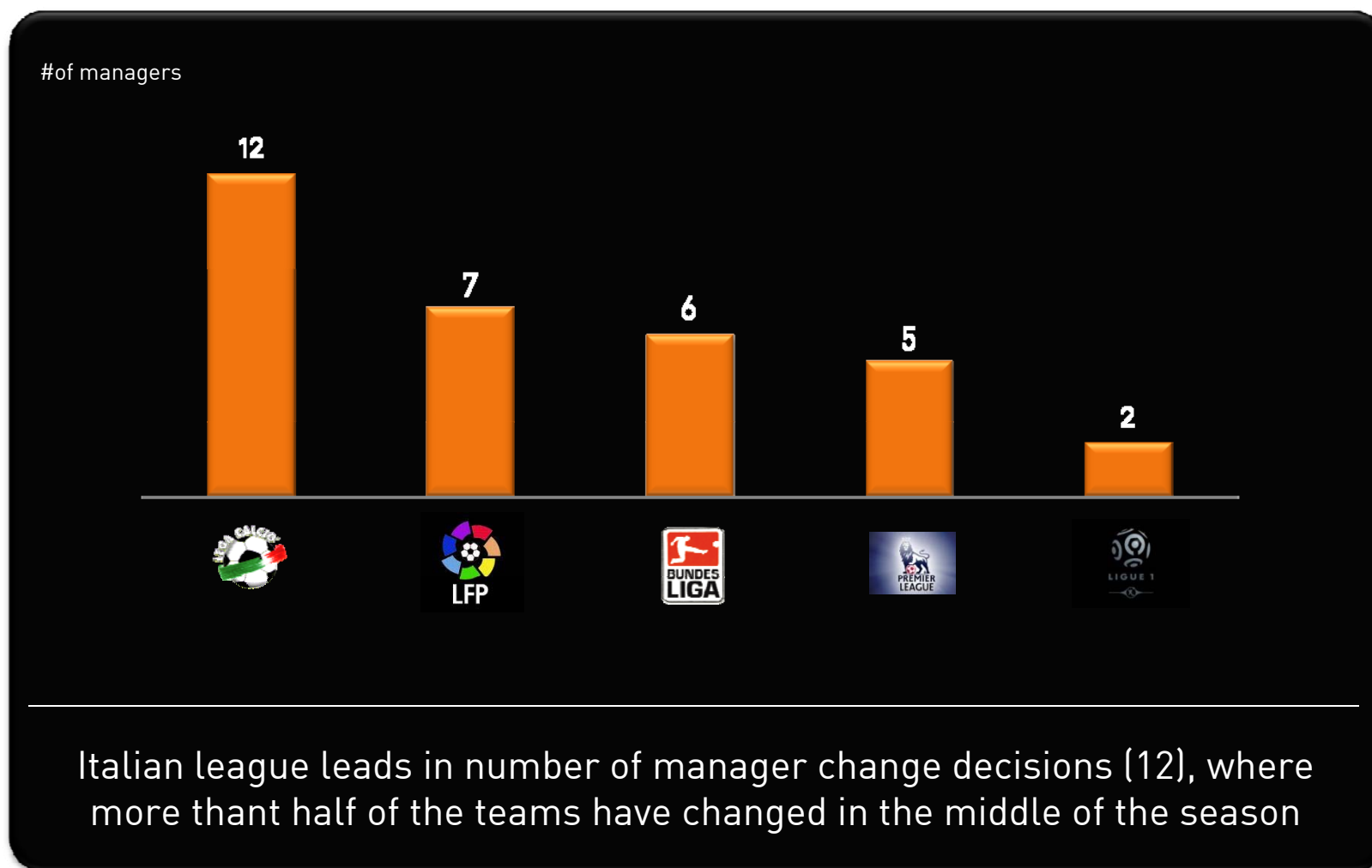
Scoring efficiency: Top 10



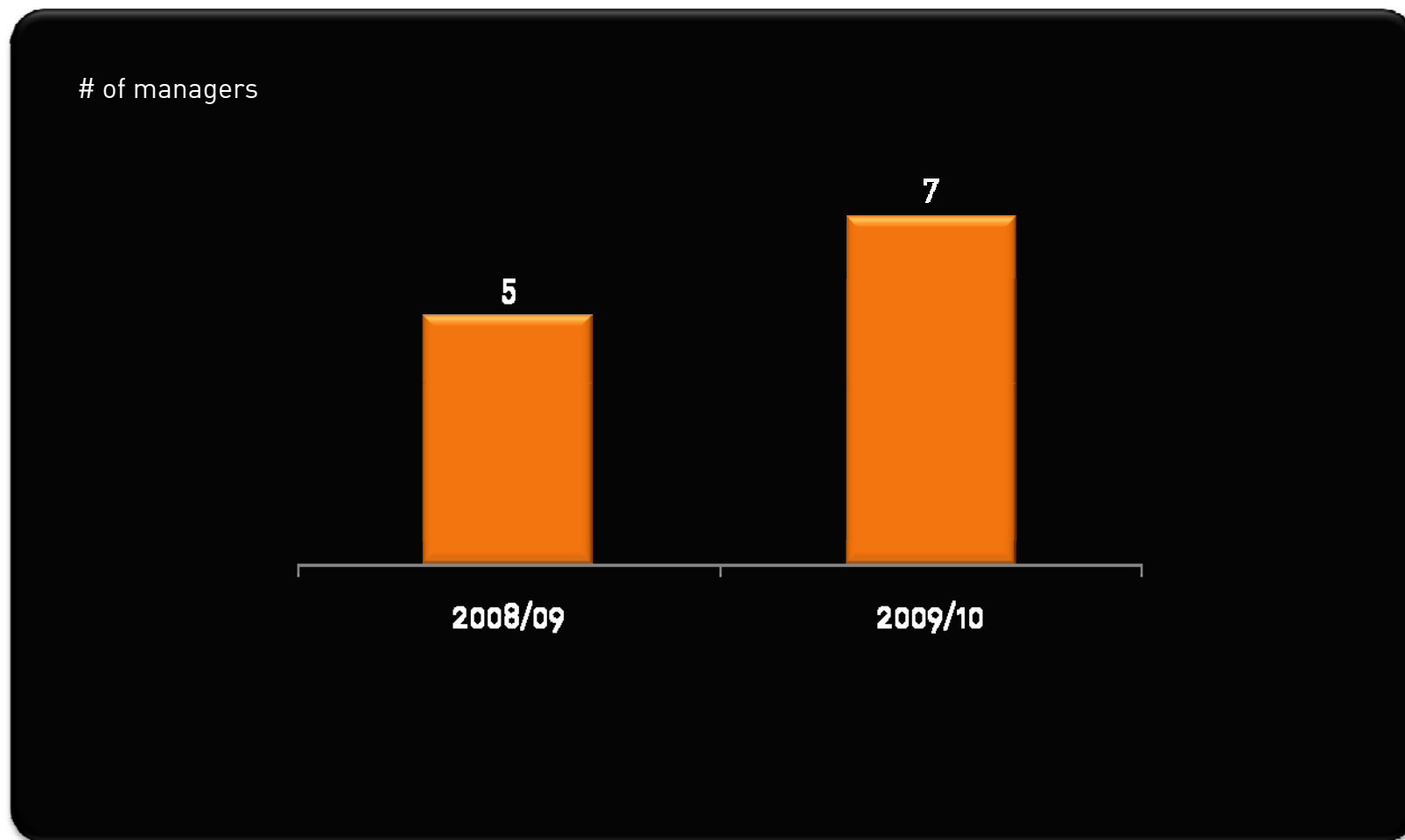
European Football Table 2009/10

- Aggregated League Table results
- Top scorers
- **Manager changes**
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Manager changes top 5 European Leagues



Manager changes La Liga



Performance new managers la Liga

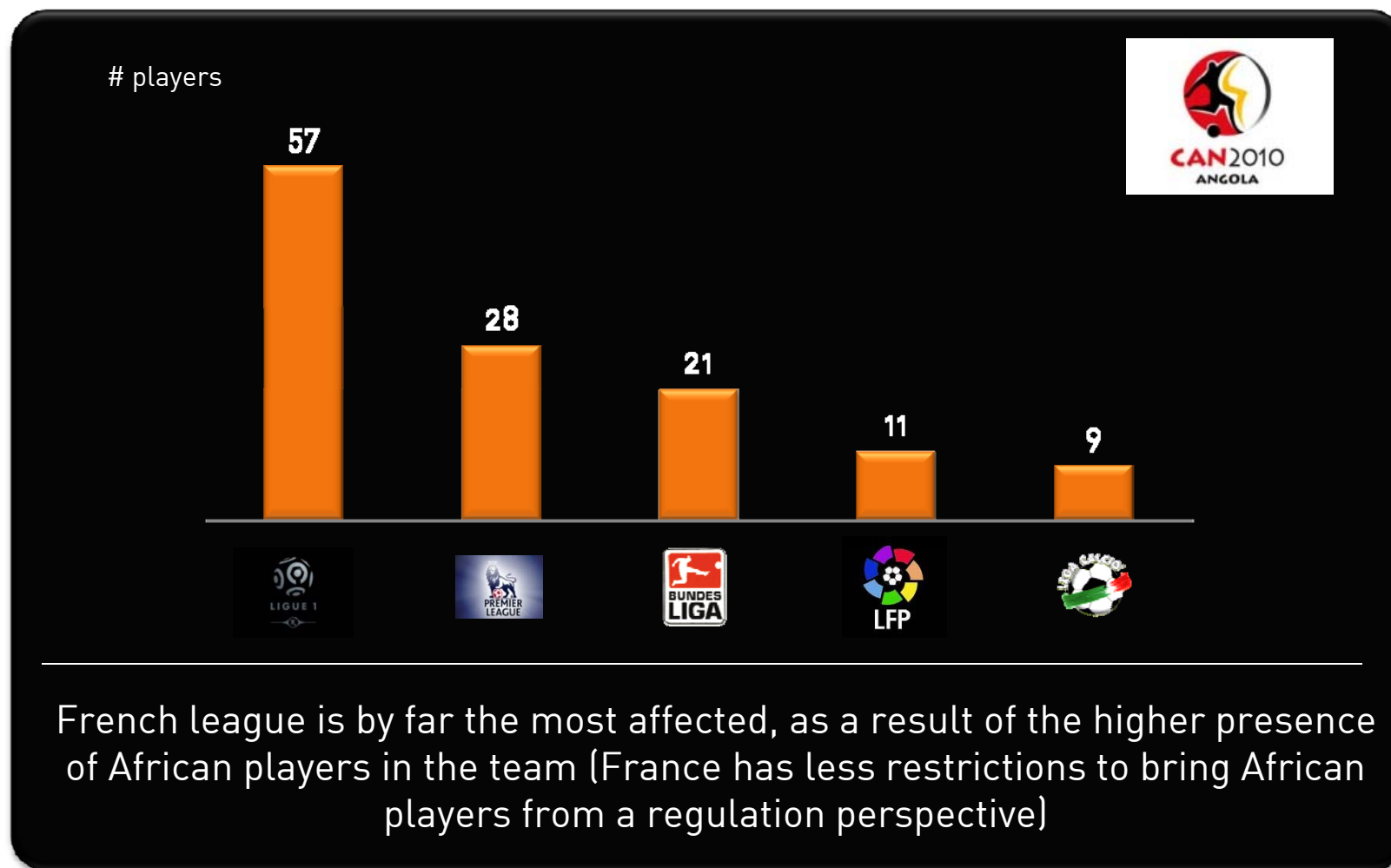
Manager changed	Club	Match day	Avg points before	New manager	Avg points after
Abel Resino		7	0,86	Quique Flores	1,3
Mandiá		10	0,7	Portugal	1,7
Marcelino		14	0,86	Gay	0,83
Hugo Sánchez		15	0,86	Lillo	1,2
J. A. Ziganda		17	0,41	Gorosito	1,3
José Mendilibar		20	0,9	Onésimo	-
Valverde		20	1,3	Garrido	-

4 out of 7 new managers did not have any experience at Spanish Primera Liga. Most teams have improved their points performance after the manager change

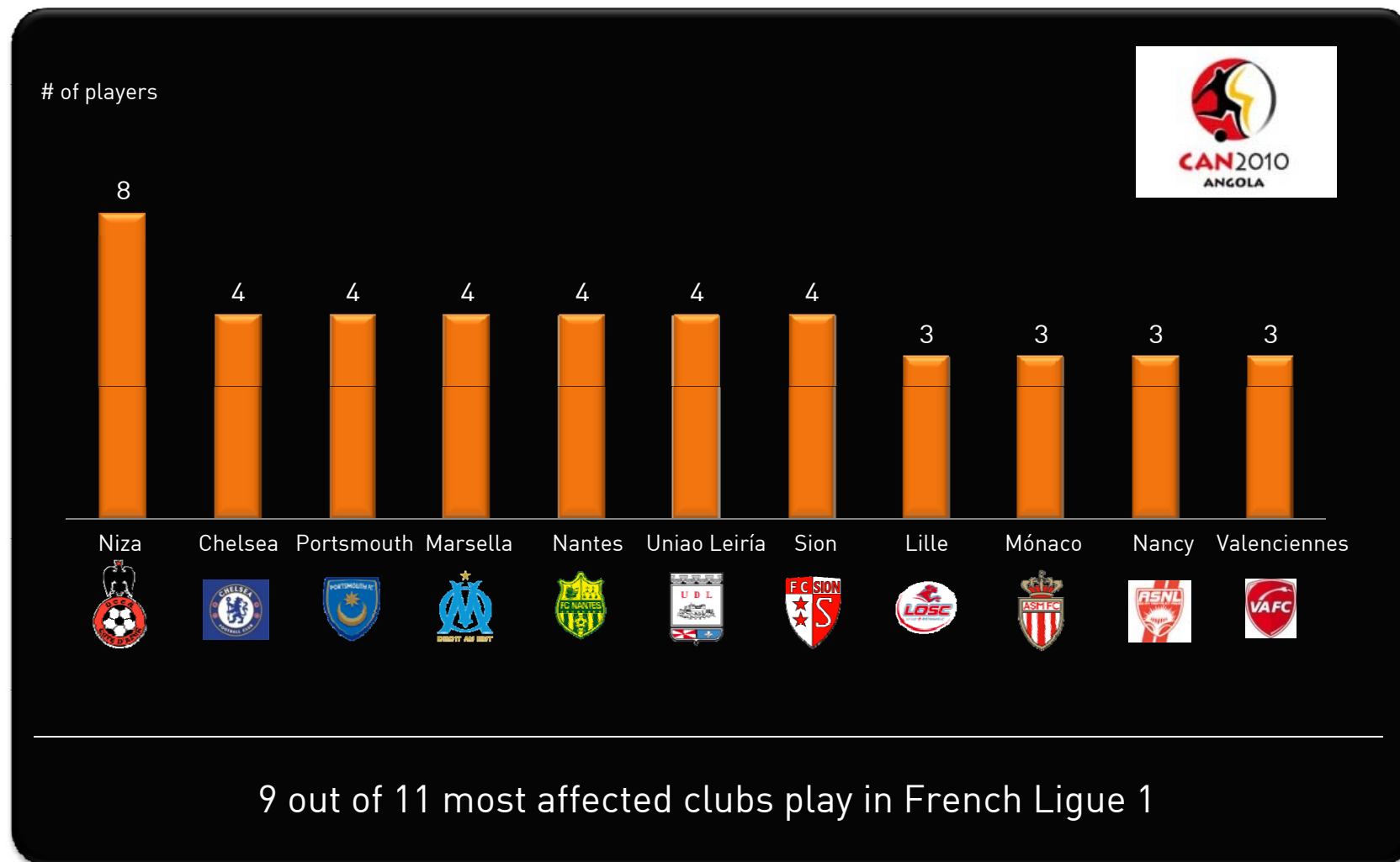
European Football Table 2009/10

- Aggregated League Table results
- Top scorers
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- Contribution by league to last 16 of UEFA Champions League

Players released to African Cup of Nations



Clubs releasing more players to African Cup of Nations



European Football Table 2009/10

- Aggregated League Table results
- Top scorers
- Manager changes
- Players released for African Cup of Nations
- Contribution by league to last 16 of UEFA Champions League

Contribution to last 16 of UEFA Champions League

	2006	2007	2008	2009	2010	Total
	3	3	3	4	3	16
	3	4	4	4	3	18
	3	3	3	3	3	15
	2	1	1	1	2	7
	1	2	1	1	2	7

La Liga teams at last 16 of UEFA Champions League

2005/06	2006/07	2007/08	2008/09	2009/10
				
				
				
3	3	3	4	3

Football Transfer Review 2010- Winter Market

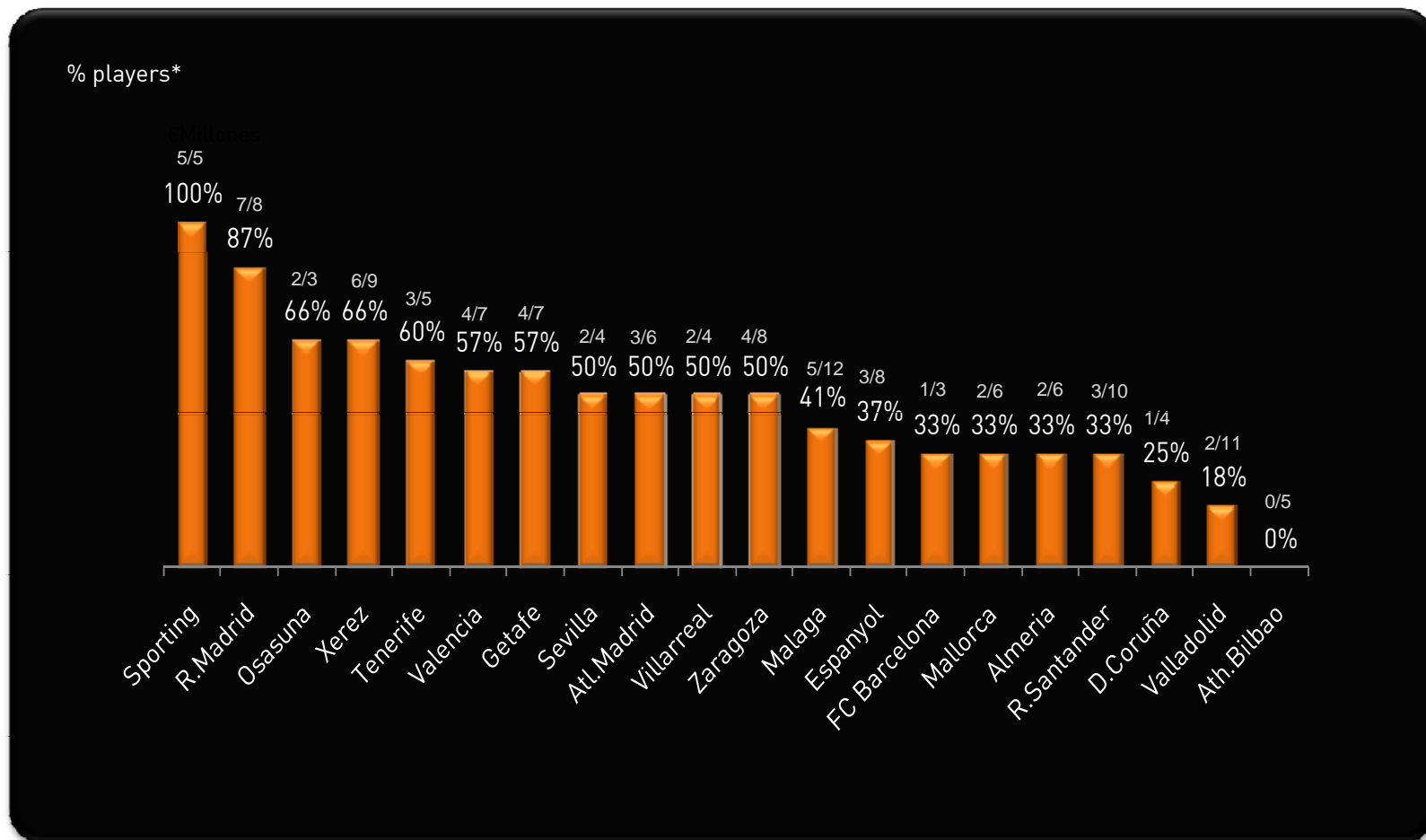
1. About Football Transfer Review
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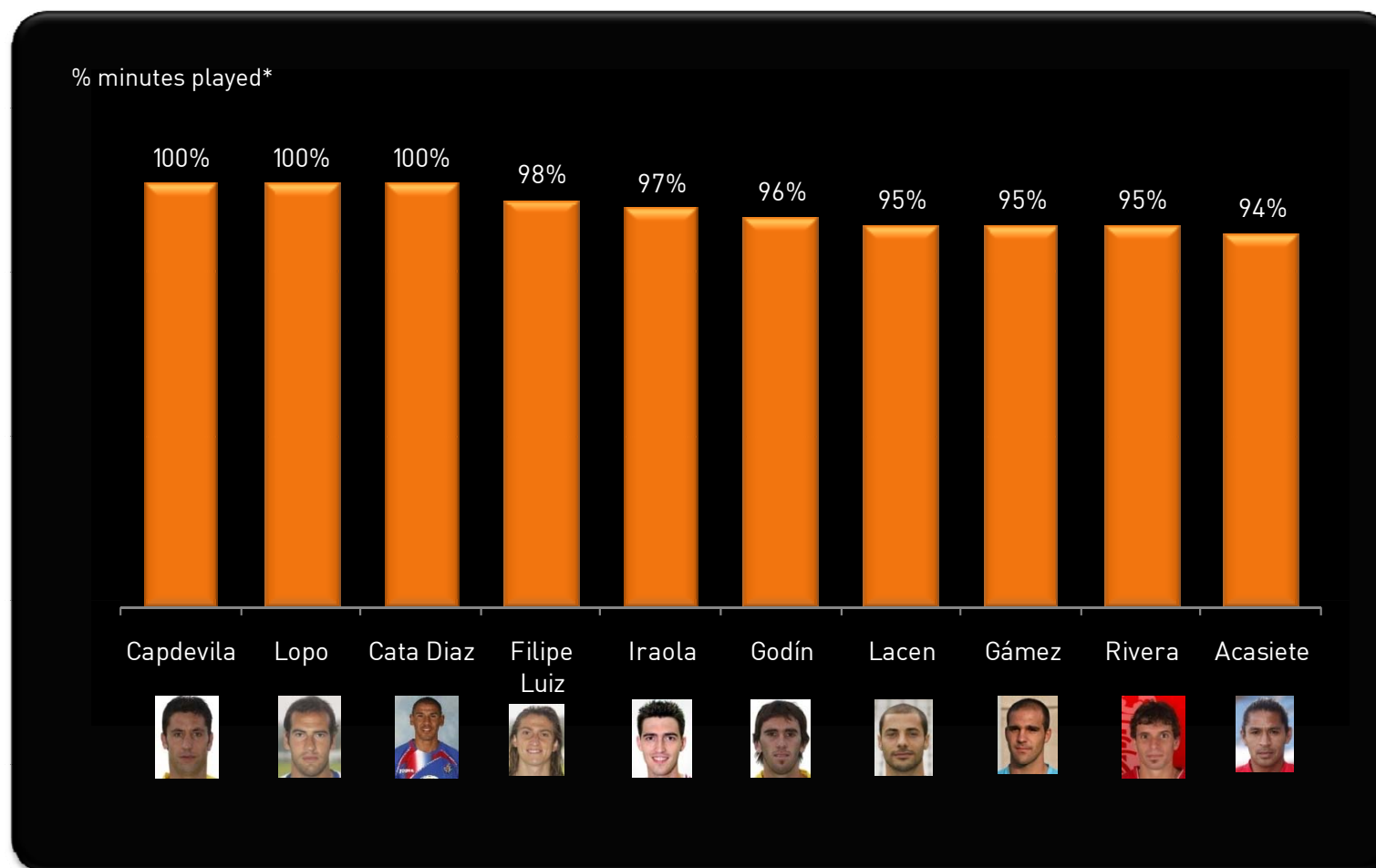
La Liga on going season review

- Participation of new players for season 2009/10
- Most utilized players
- Long duration injuries
- Main contract renewals

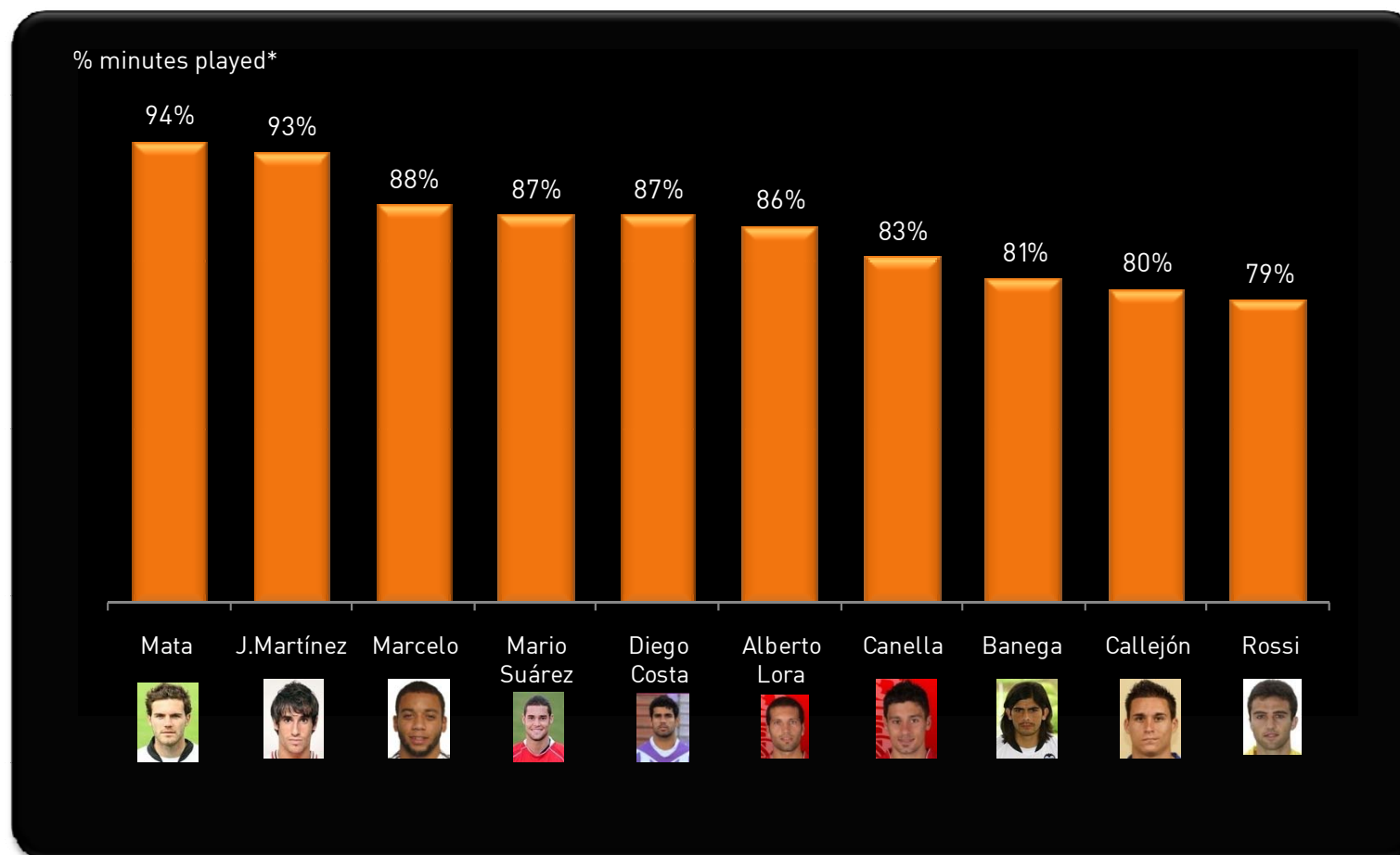
Ranking utilization new players season 2009/10



Ranking utilization players** 2009/10



Ranking of most utilized young players



Goalkeepers that played all minutes possible



Victor Valdés
(FC Barcelona)



Iker Casillas
(Real Madrid)



Diego López
(Villarreal CF)



Gorka Iraizoz
(Athletic Bilbao)



Aranzubia
(Deportivo Coruña)



Ricardo López
(CA Osasuna)



Gustavo Munúa
(Málaga CF)



Juan Pablo
(Sporting Gijón)



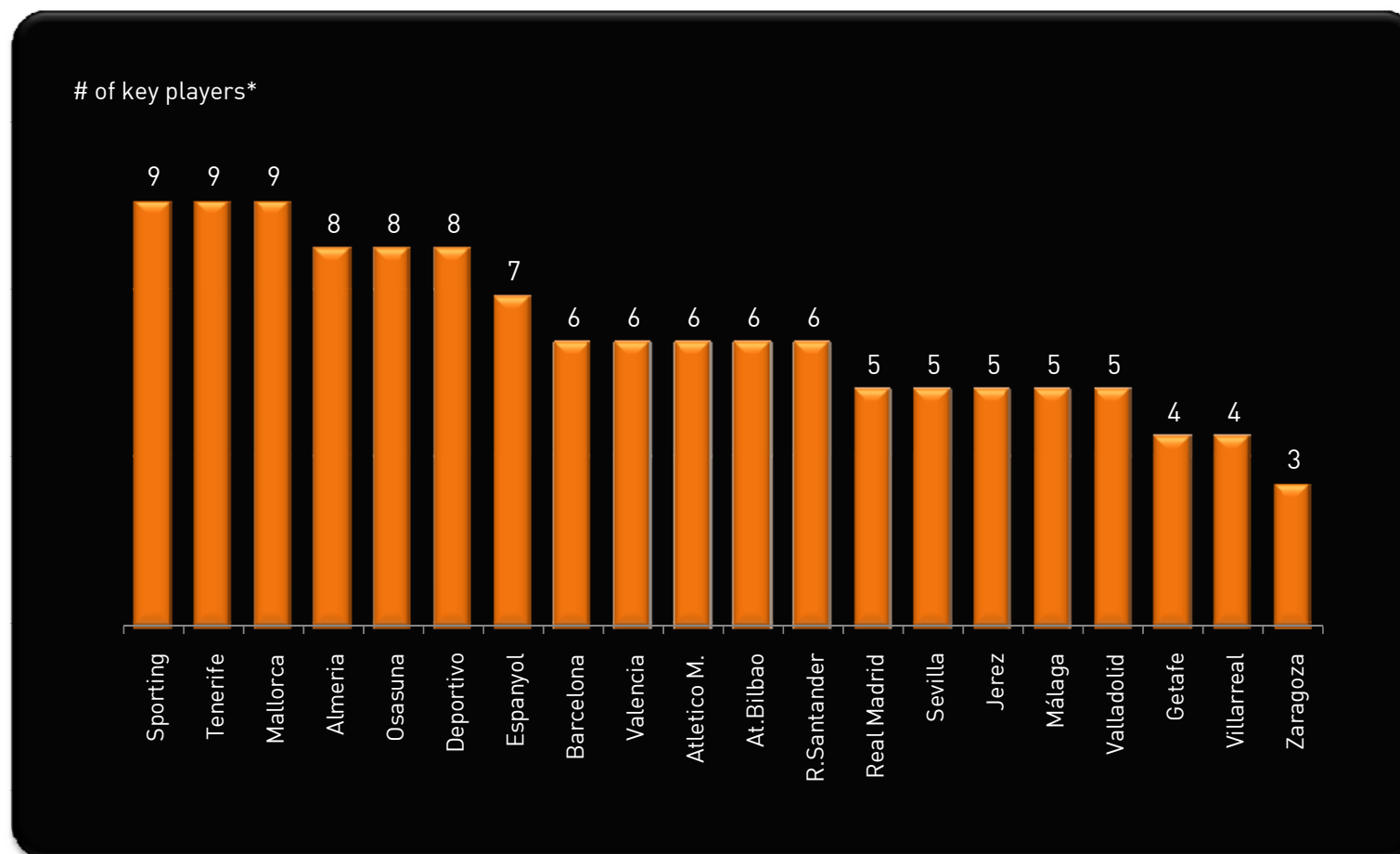
Sergio Aragonese
(CD Tenerife)



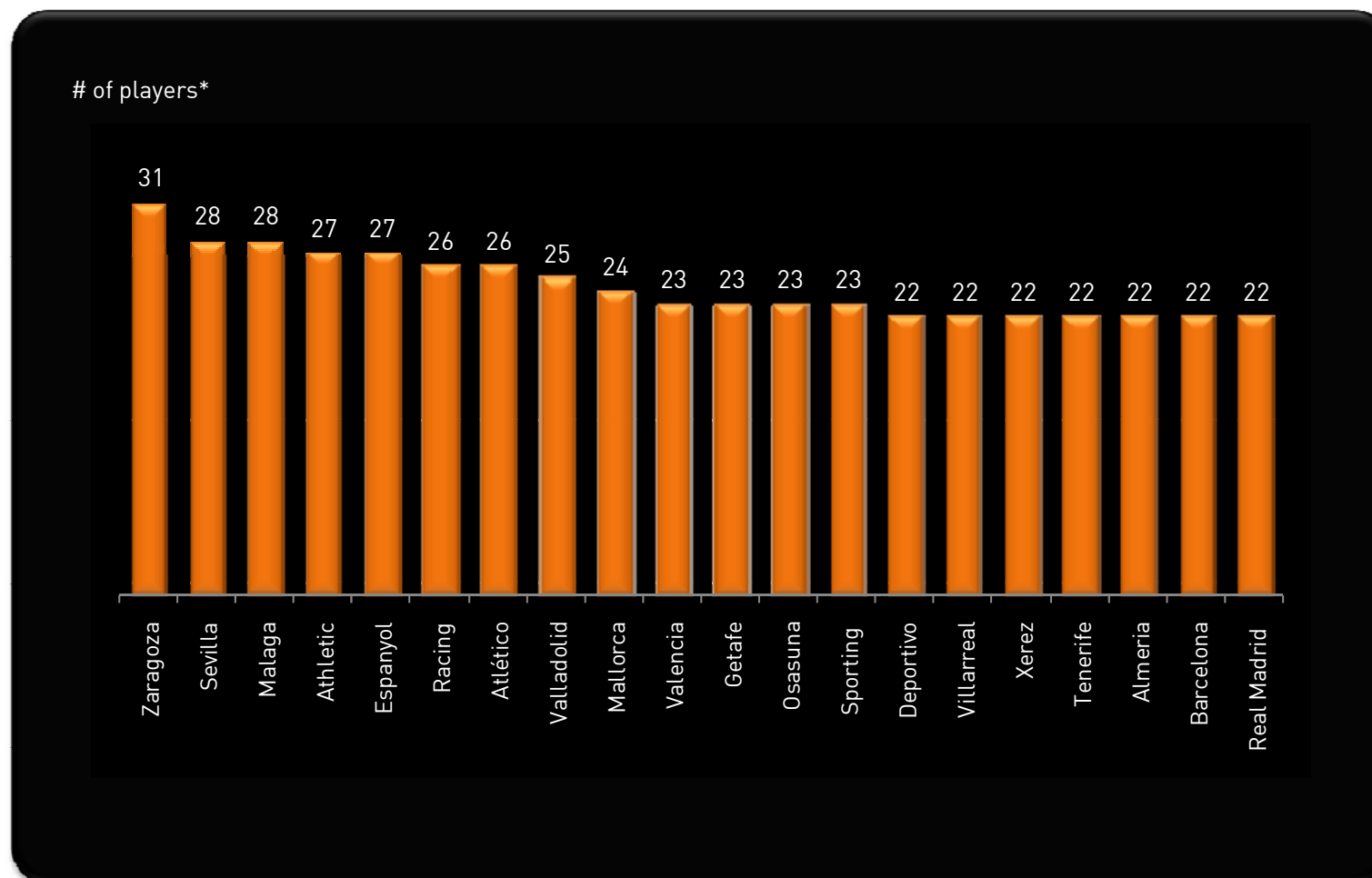
Renan Brito
(Deportivo Xerez)

Data until match day 20

Ranking clubs with highest number of key players*



Number of player* utilized by team



* Players that played at least 1 minute until match day 20 of la Liga

Long term injuries review

Player	Club	Position	Injury	Date injury	Duration (months)	Replacement	Hiring date
Pepe 		Center back	Cruciate ligament of knee	Dic 09	6-8	-	-
Sergio Sánchez 		Right back	Heart blow	Ene 10 (detectada)	-	Stankevicius	Ene 10
Laguardia 		Center back	Cruciate ligament of knee	Ene 10	6-8	Contini	Ene 10
Uche 		Forward	Cruciate ligament of knee	Sept 10	6-8	Suazo Colunga	Ene 10
Filipe Luiz 		Left back	Tibia & fibula	Ene 10	6-8	-	-
Iván Bolado 		Forward	Cruciate ligament-meniscus	Ago 09	-	-	-

Contract renewals FC Barcelona

Player	Club	Age	Position	Renewal until	Exit clause (mio€)	Renewal date
Yaya Touré		26	Midfielder	Jun2012	90	Jun 09
Víctor Valdés		28	Goalkeeper	Jun 2014	150	Jul 09
Pedro		22	Forward	Jun 2014	75	Ago09
Leo Messi		22	Forward	Jun 2016	250	Sept 09
Carles Puyol		31	Center back	Jun 2013	10	Oct 09
Eric Abidal		20	Left back	Jun 2012	90	Nov 09
Andrés Iniesta		25	Midfielder	Jun 2015	200	Nov 09
Rafa Márquez		30	Center back	Jun 2012	100	Dic 09

Other relevant contract renewals

Player	Club	Age	Position	Renewal until	Exit clause (mio€)	Renewal date
Perotti		21	Left winger	Jun 2016	48	Dic 09
Diego Forlán		31	Forward	Jun 2013	36	Sep 09
Jurado		23	Midfielder	Jun 2013	25	Nov 09
De Gea		19	Goalkeeper	Jun 2013	-	Feb 10
Fernando Llorente		24	Forward	Jun 2013	36	Sep 09
Luis Morán		22	Forward	Jun 2015	20	Ene 10
Mate Bilic		29	Forward	Jun 2013	3	Oct 09
Marcelo		21	Left winger	Jun 2015	-	Feb 09

Highlights la Liga on going season review (1 of 3)

- ✓ Real Madrid and Sporting de Gijón yare the teams with highest utilization of new players for the season
- ✓ Capdevila, Lopo and Cata Diaz are the only field players that have participated in 100%of the minutes around first half of la Liga
- ✓ Mata (Valencia), Javi Martínez (Athletic Bilbao) and Marcelo (Real Madrid) are the top 3 young players in terms of minutes participation
- ✓ Half of goalkeepers have played all minutes possible

Highlights la Liga on going season review (2 of 3)

- ✓ Sporting de Gijón, Tenerife & Mallorca have the most stable line-up team, as they have 9 players that have played more than 70% of minutes possible
- ✓ Getafe, Villarreal & Zaragoza are the clubs with highest line-up team rotation with respectively only 4, 4 & 3 players that have participated in more that 70% of minutes
- ✓ Zaragoza (31), Sevilla (28) and Málaga (28) are the teams that have used the highest number of players
- ✓ Real Madrid and FC Barcelona are among the teams that have used a lower number of players (22)

Highlights la Liga on going season review (3 of 3)

- ✓ Sporting de Gijón has the highest number of young players (4) that are key in the team (have participated in more than 50% of minutes), followed by FC Barcelona (3) and Real Madrid (3)
- ✓ There have been 6 long term injuries from the beginning of the season. 3 of the players have been replaced
- ✓ FC Barcelona has renewed the contract of up to 9 players, increasing salaries and contract duration. The objective is to secure the base of the team for the future to come after an extremely successful season

Football Transfer Review 2010- Winter Market

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Conclusions FTR- winter market (1 of 2)

- ✓ Economic recession and bad past management are affecting negatively European football industry
- ✓ Real Madrid strengthens revenue leadership position. FC Barcelona reaches second position ahead of Manchester United. Spanish football is more polarized than ever
- ✓ European winter transfers market is down by 66% to 112Mio€, representing only 6% of summer market. Most of top European clubs have not made any transfers at winter window. Clubs with need to improve their league table position have been the most active
- ✓ Italian league has been the one with highest transfers investment (45Mio€) and Spanish la Liga experimented the lowest (8,25Mio€)
- ✓ Financial constraints boosted the amount of player loans and the debut of club trained players

Conclusions FTR- winter market (2 of 2)

- ✓ Number of players released is higher than players hired in top 5 European leagues, which confirms that teams have taken advantage of winter transfer window to rationalize squads and release players which were not “must have”
- ✓ La Liga has reduced winter investment in new players by 85% to 8Mio€, influenced by the fact that Real Madrid did not conduct any transfers and the disappearance of fiscal benefits for foreign players in Spain
- ✓ From a sporting perspective, la Liga leads European football, including the best 2 teams and the best strikers
- ✓ FC Barcelona obtains the best statistics at European Football Table. Real Madrid is back to the elite and would be the best European team if it would not coincide with spectacular FC Barcelona results

Football Transfer Review 2010- Winter Market

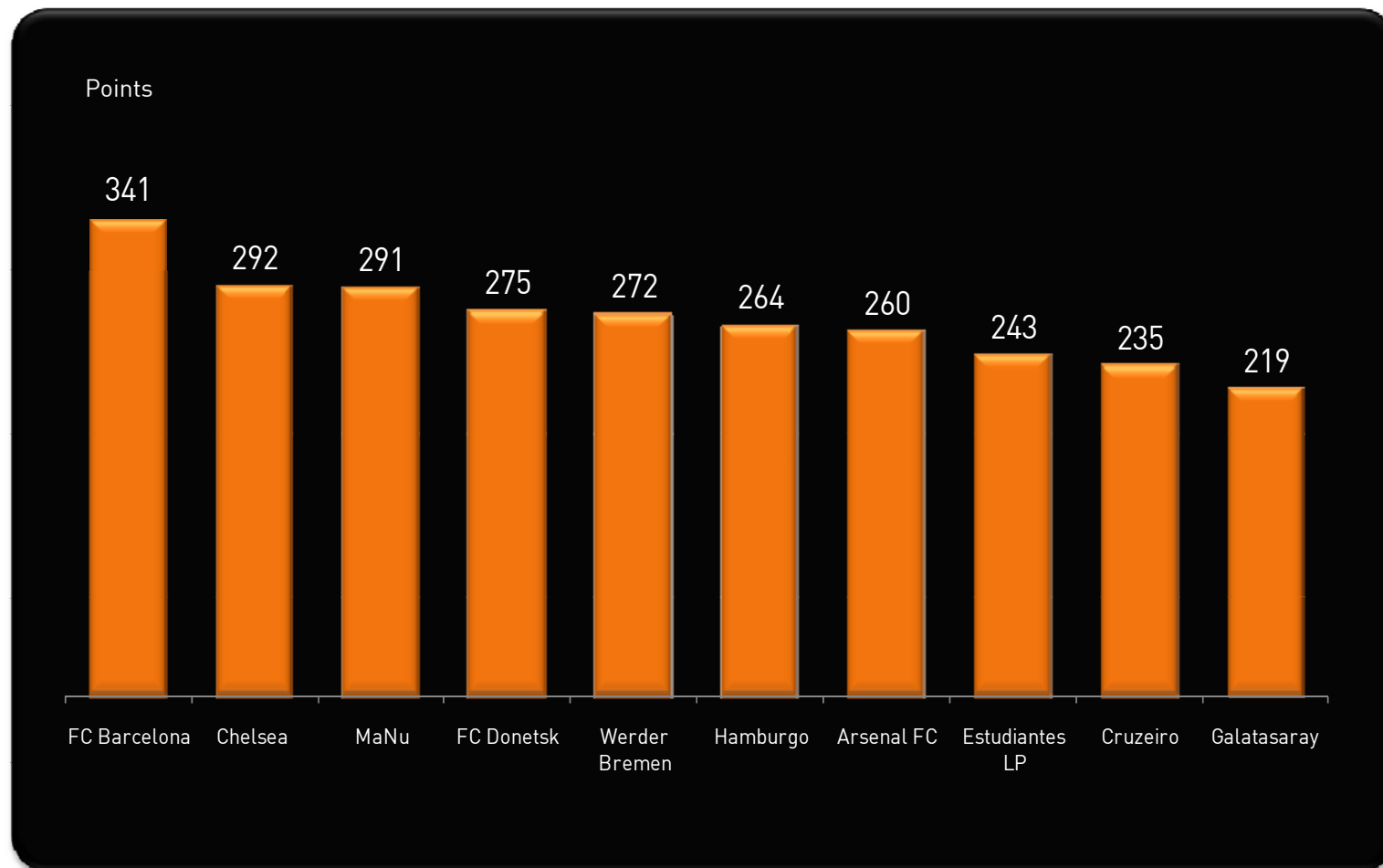
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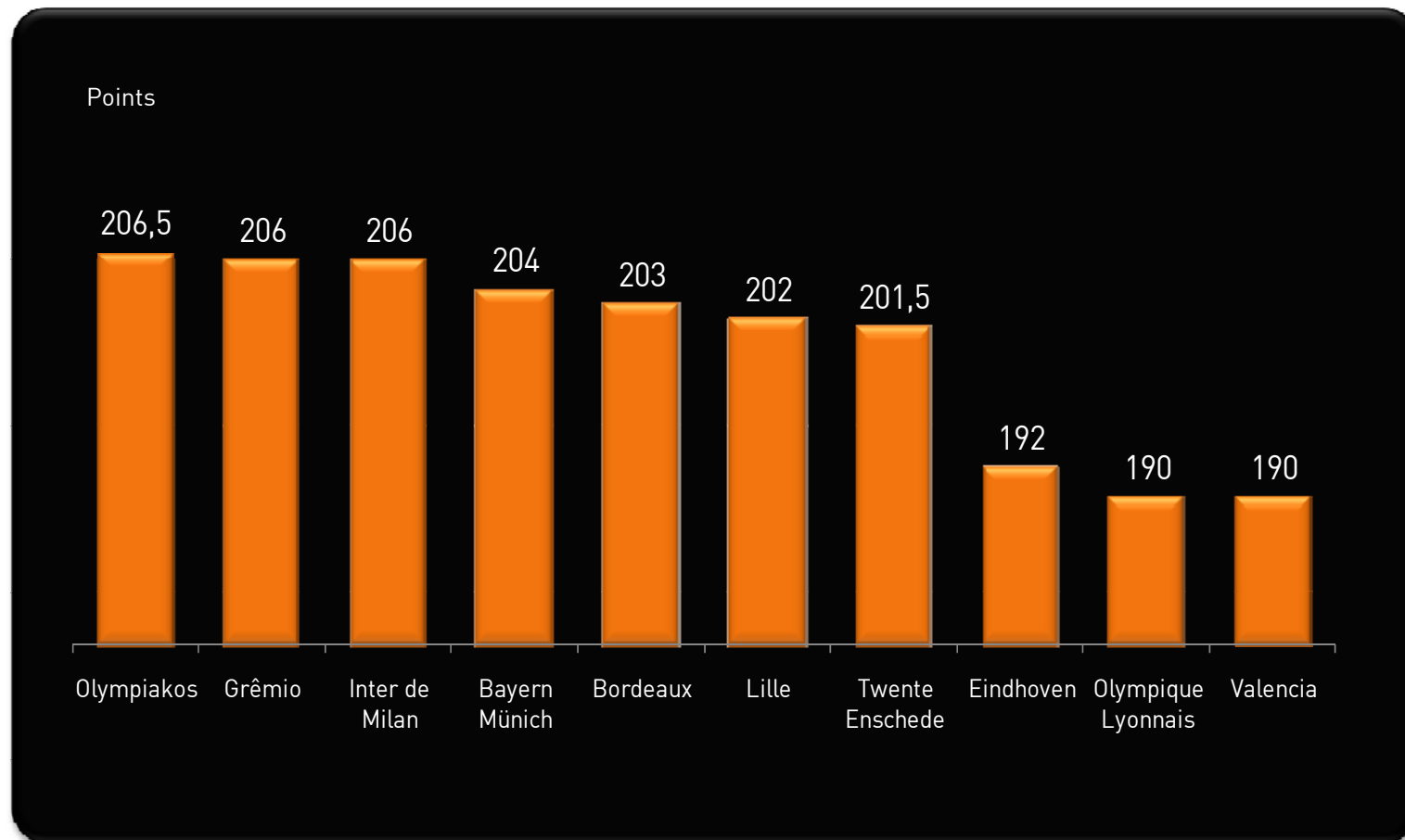
Other reports

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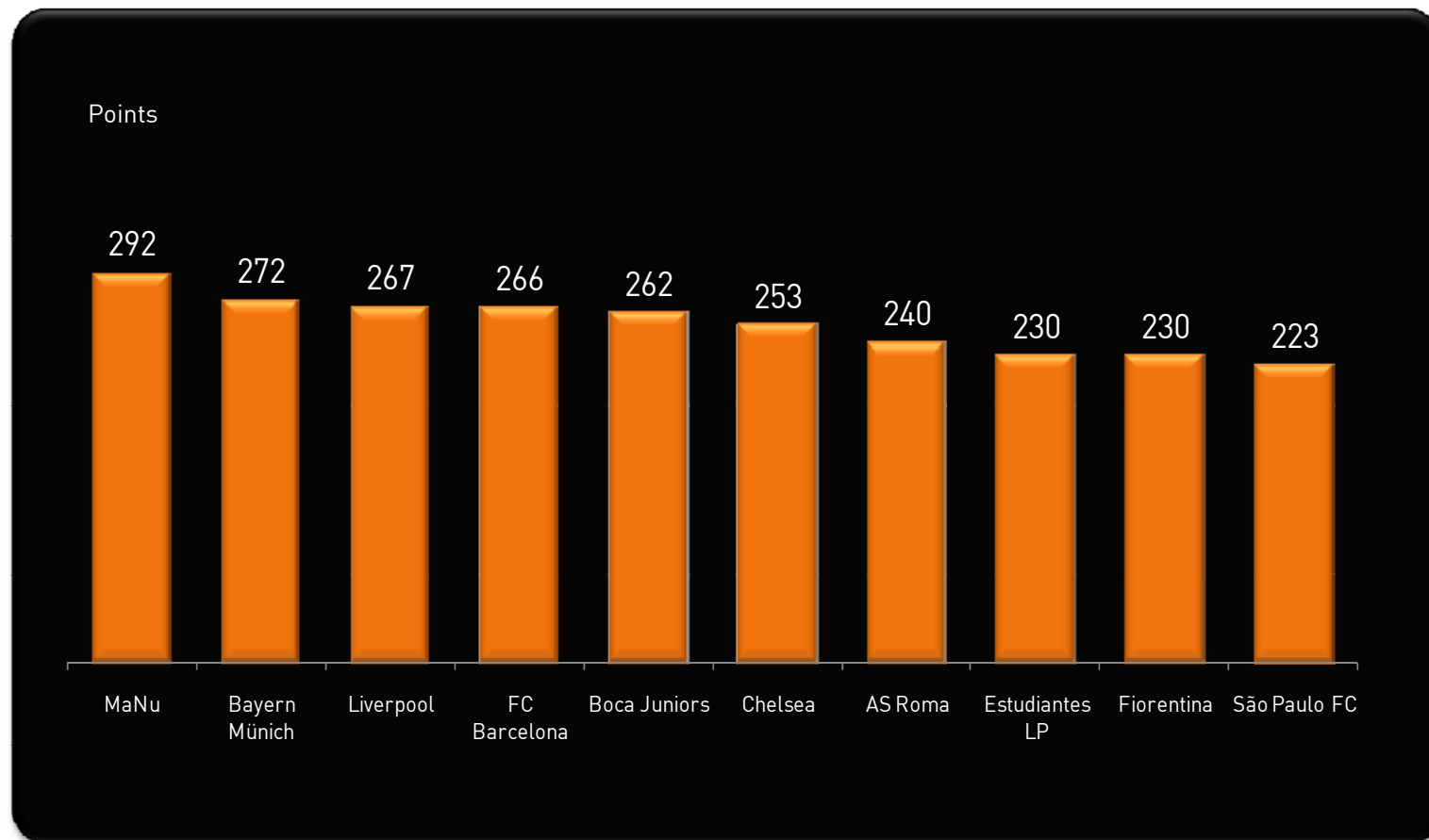
Top 10 World Clubs Ranking 2009



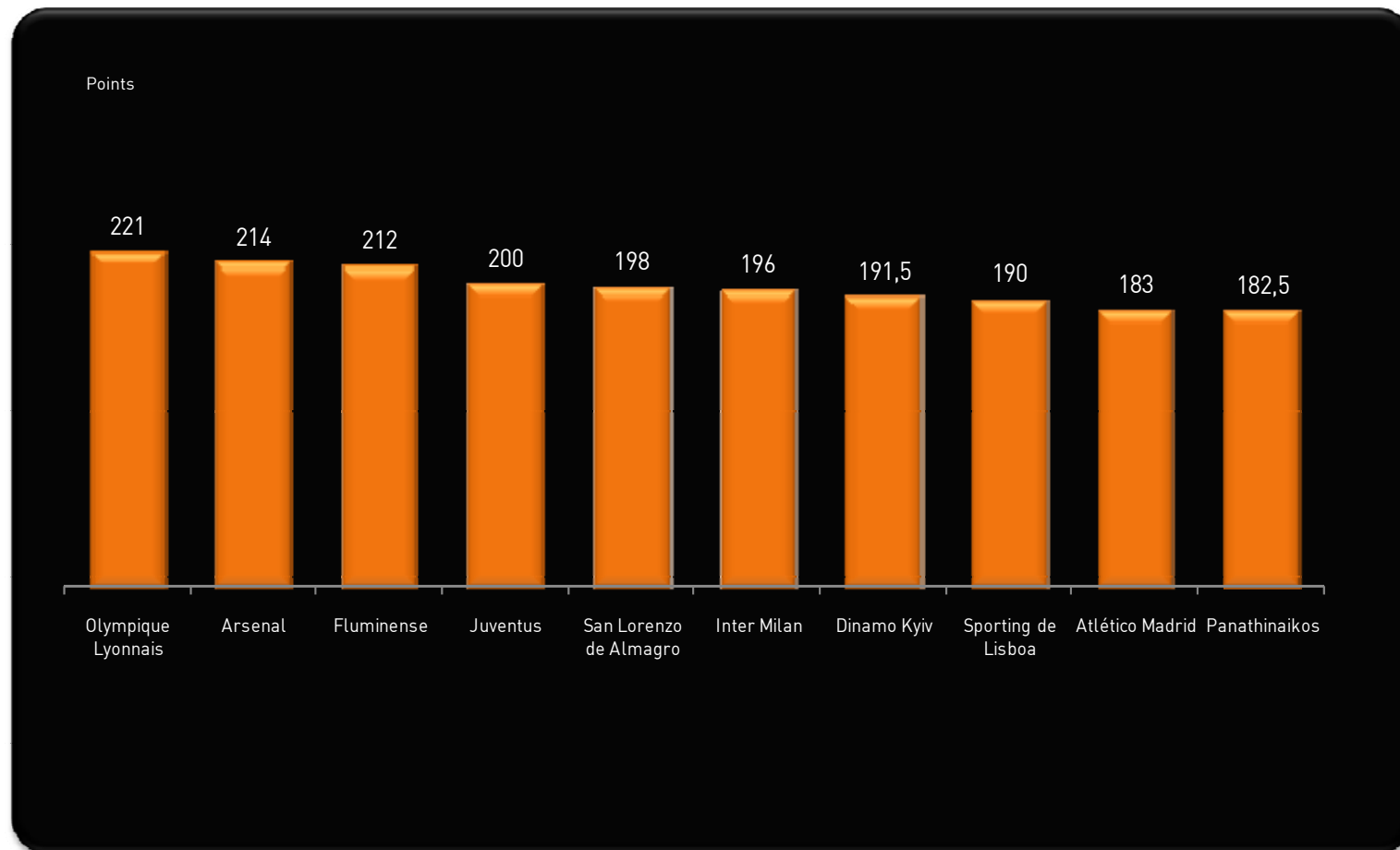
Top 11-21 World Clubs Ranking 2009



Top 10 World Clubs Ranking 2008






















Top 11-20 World Clubs Ranking 2008



















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Top 20 nominees Golden Ball 2009

Rango	Nombre	Club	Rango	Nombre	Club
1	Lionel Messi		11	Fernando Torres	
2	Cristiano Ronaldo		12	Cesc Fàbregas	
3	Xavi Hernández		13	Edin Džeko	
4	Andrés Iniesta		14	Ryan Giggs	
5	Samuel Eto'o		15	Thierry Henry	
6	Kaká		16	Luis Fabiano	
7	Zlatan Ibrahimović		17	Iker Casillas	
8	Wayne Rooney		18	Nemanja Vidić	
9	Didier Drogba		19	Diego Forlán	
10	Steven Gerrard		20	Yoann Gourcuff	

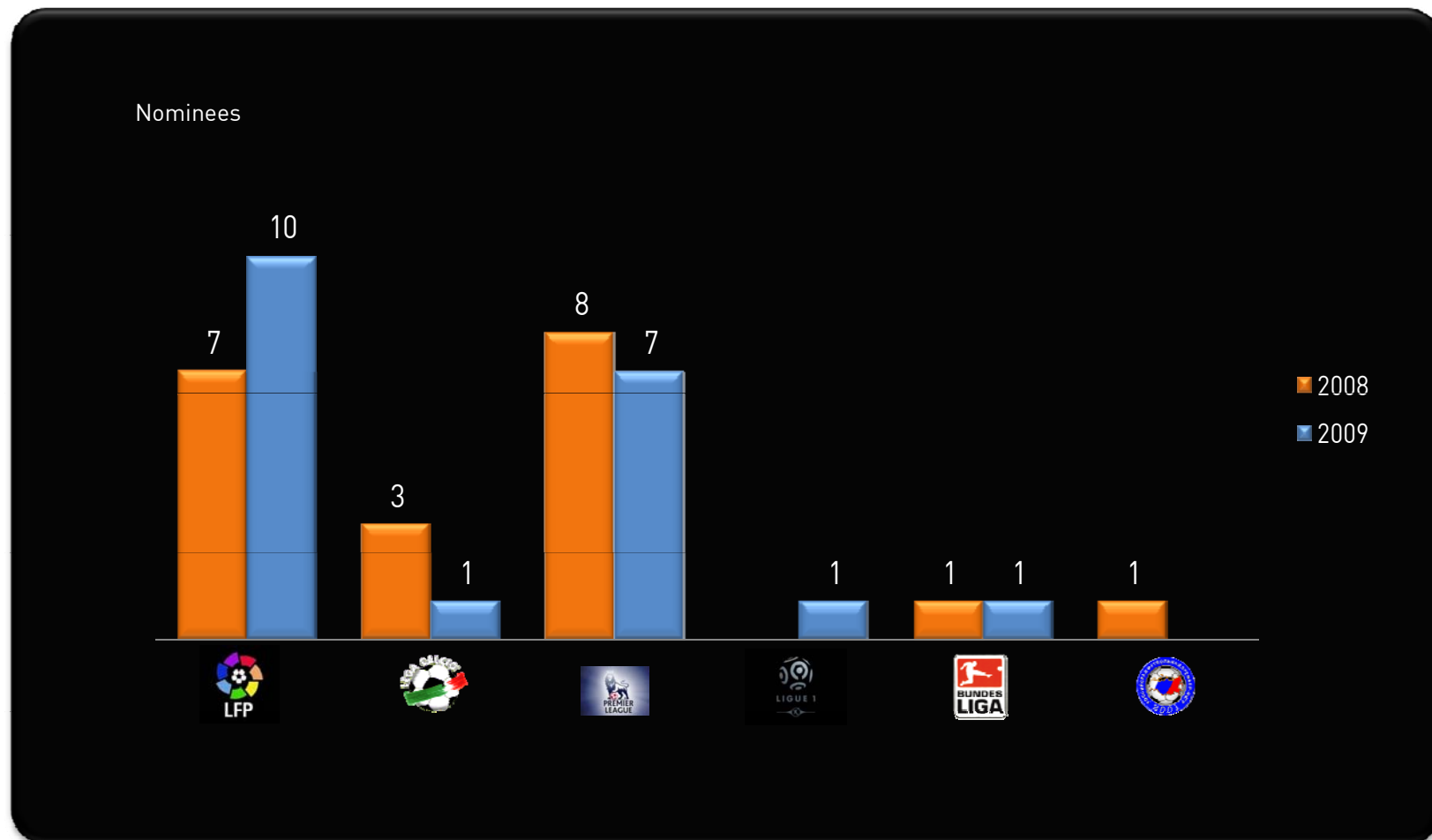
Top 20 nominees Golden Ball 2008

Rango	Nombre	Club	Rango	Nombre	Club
1	Cristiano Ronaldo		11	Marcos Senna	
2	Lionel Messi		12	Emmanuel Adebayor	
3	Fernando Torres		13	Wayne Rooney	
4	Iker Casillas		14	Sergio Agüero	
5	Xavi		15	Frank Lampard	
6	Andreï Archavin		16	Frank Ribéry	
7	David Villa		17	Samuel Eto'o	
8	Kaká		18	Gianluigi Buffon	
9	Zlatan Ibrahimovic		19	Michael Ballack	
10	Steven Gerrard		20	Cesc Fabregas	

Nominees Golden Ball ranking by league

2008		2009	
Club	Jugadores	Club	Jugadores
	3 Lionel Messi (2º) Samuel Eto'o Xavi		5 Andrés Iniesta Lionel Messi (1º) Thierry Henry Xavi (3º) Zlatan Ibrahimović
	2 Adebayor Cesc Fábregas		3 Nemanja Vidić Ryan Giggs Wayne Rooney
	2 Frank Lampard Michael Ballack		3 Cristiano Ronaldo (2º) Iker Casillas Kaká
	2 Fernando Torres (3º) Steven Gerrard		2 Fernando Torres Stefen Gerrard
	2 Cristiano Ronaldo (1º) Rooney		









Nominees Golden Ball ranking by league















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Nominees FIFA World Player 2009

Club	Candidatos	
	6	Andrés Iniesta Thierry Henry Carles Puyol Xavi Hernández (3º) Lionel Messi (1º) Zlatan Ibrahimovic
	5	Didier Drogba Michael Ballack Frank Lampard Michael Essien John Terry
	3	Cristiano Ronaldo (2º) Kaká Iker Casillas
	2	Fernando Torres Steven Gerrard
	2	Diego Gianluigi Buffon
	1	Ribéry
	1	Eto'o
	1	Rooney
	1	Luis Fabiano
	1	Villa

Nominees FIFA World Player 2008

Club	Nominados	
	Didier Drogba	Michael Ballack
	5 Frank Lampard	Terry
	Deco	
	Andrés Iniesta	Samuel Eto'o
	4 Lionel Messi (2º)	Xavi Hernández
	2 Cesc Fábregas	Emmanuel Adebayor
	2 Fernando Torres (3º)	Steven Gerrard
	2 Iker Casillas	Ruud van Nistelrooy
	1 Sergio Agüero	
	1 Frank Ribéry	
	1 Zlatan Ibrahimović	
	1 Cristiano Ronaldo (1º)	
	1 Kaká	
	1 David Villa	
	1 Buffon	
	1 Andrei Arshavin	

Nominees FIFA World Player by club

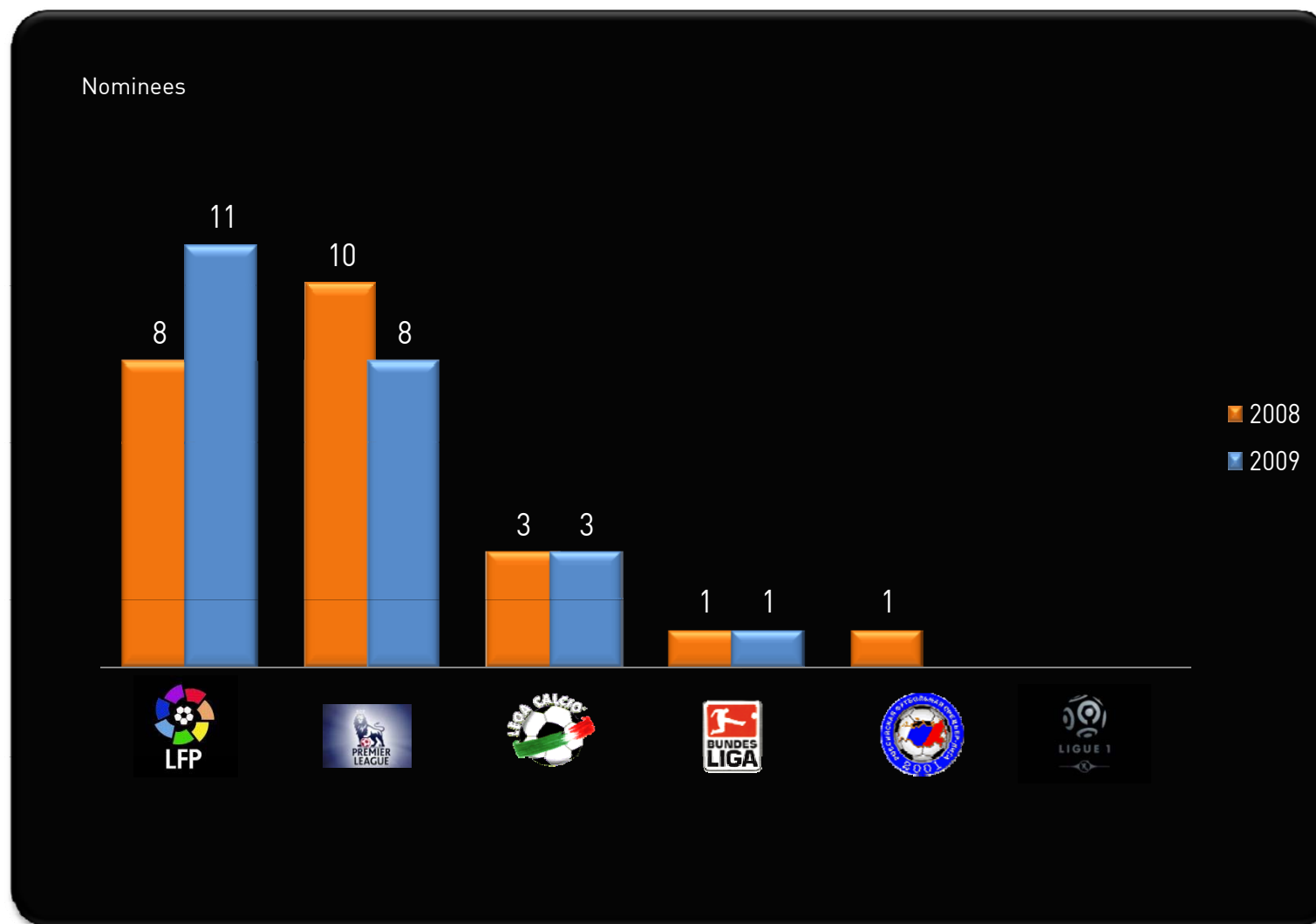
2009

Club	Nominados			
	6	Andrés Iniesta	Thierry Henry	Liones Messi
		Carles Puyol	Xavi Hernández	Zlatan Ibrahimovic
	5	Didier Drogba	Michael Ballack	John Terry
		Frank Lampard	Michael Essien	
	3	Cristiano Ronaldo	Kaká	Iker Casillas
	2	Fernando Torres	Steven Gerrard	
	2	Diego	Gianluigi Buffon	

2008

Club	Nominados			
	5	Didier Drogba	Michael Ballack	Terry
		Frank Lampard	Deco	
	4	Andrés Iniesta	Samuel Eto'o	
		Lionel Messi (2º)	Xavi Hernández	
	2	Cesc Fábregas	Emmanuel Adebayor	
	2	Fernando Torres (3º)	Steven Gerrard	
	2	Iker Casillas	Ruud van Nistelrooy	

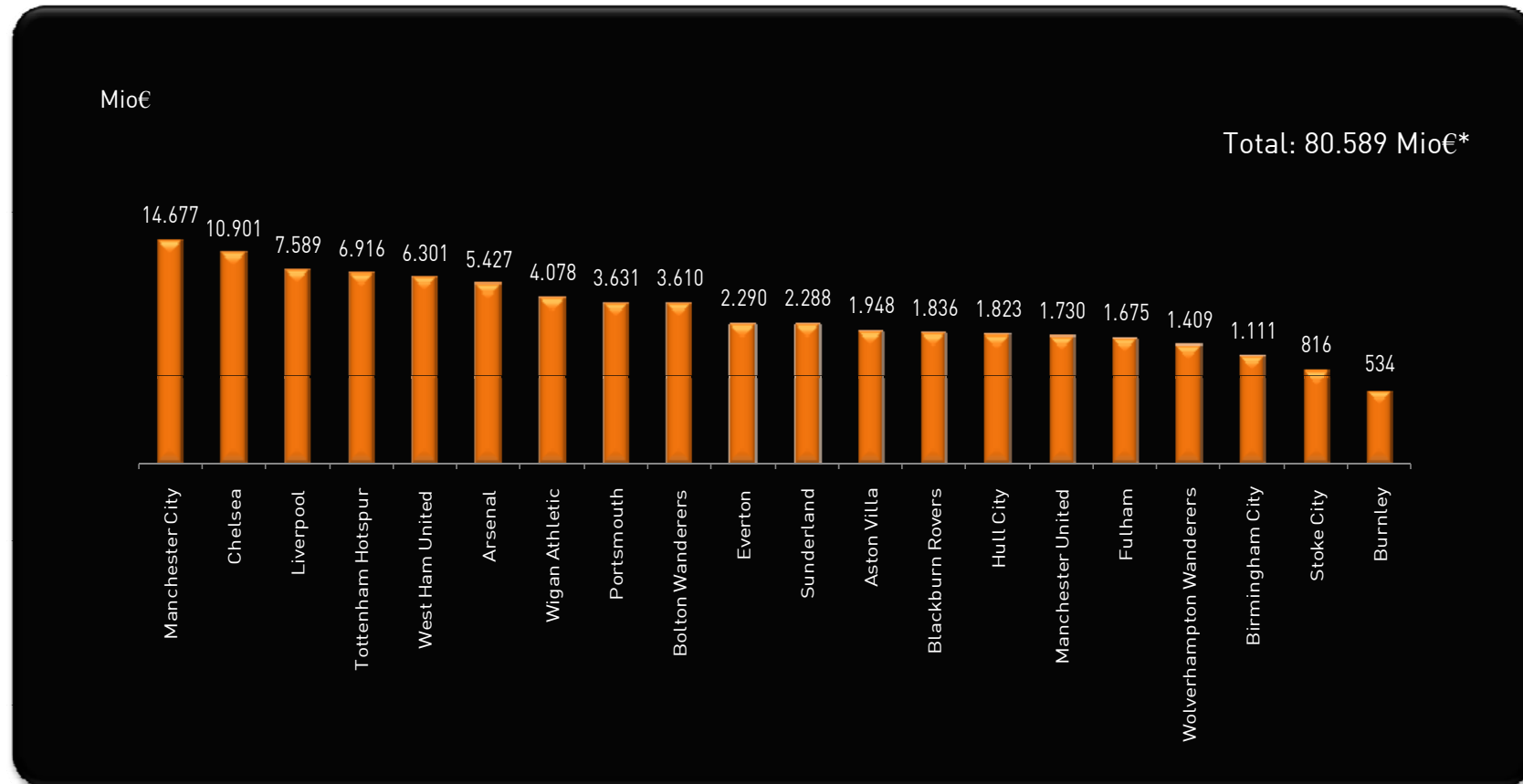
Nominees FIFA World Player by league



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Commissions paid to agents by English Premier League teams

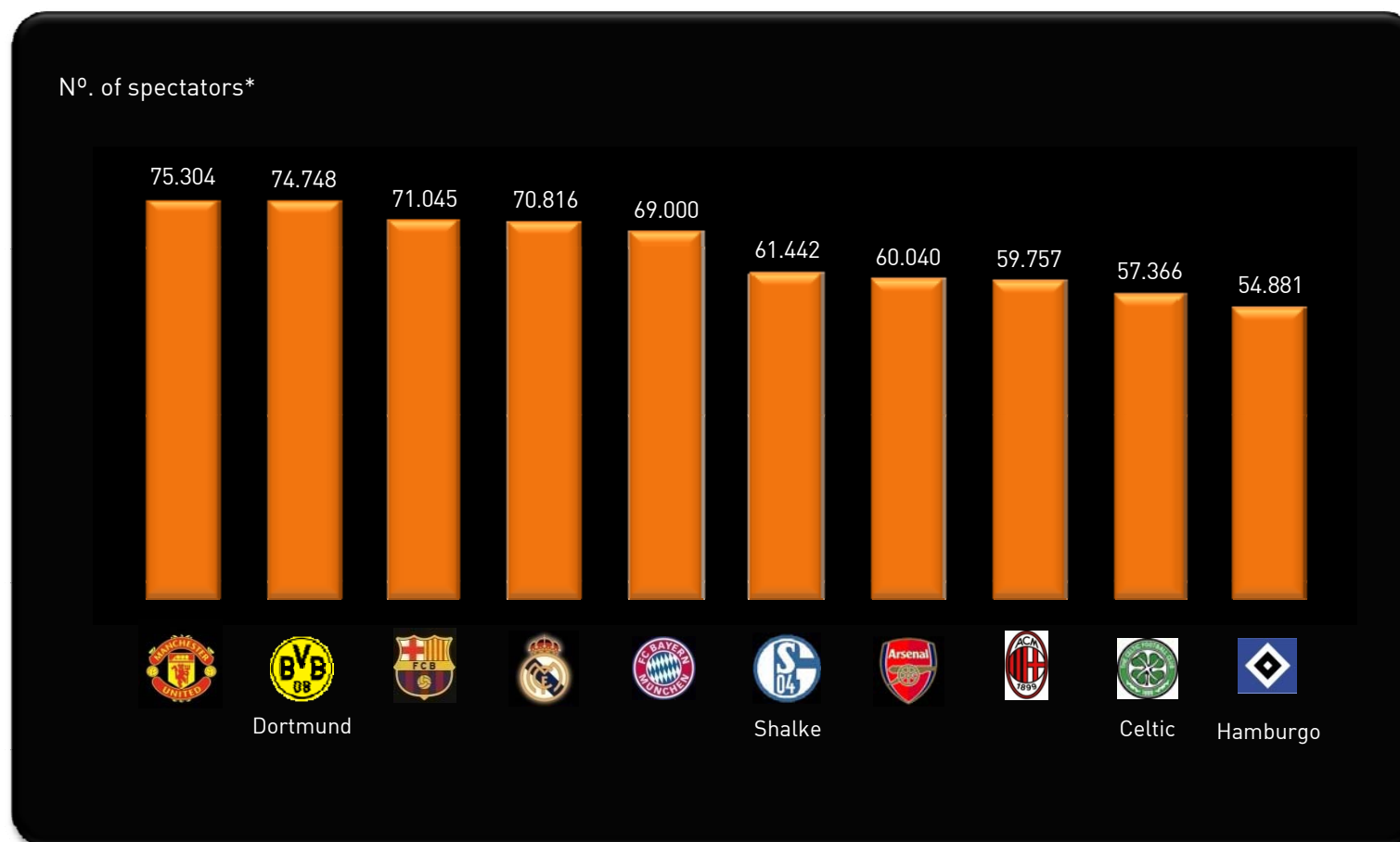


*Commissions paid from 01-10-2008 to 30-09-2009
Exchange rate: 1GBP=1,14€

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European ranking of spectators attendance



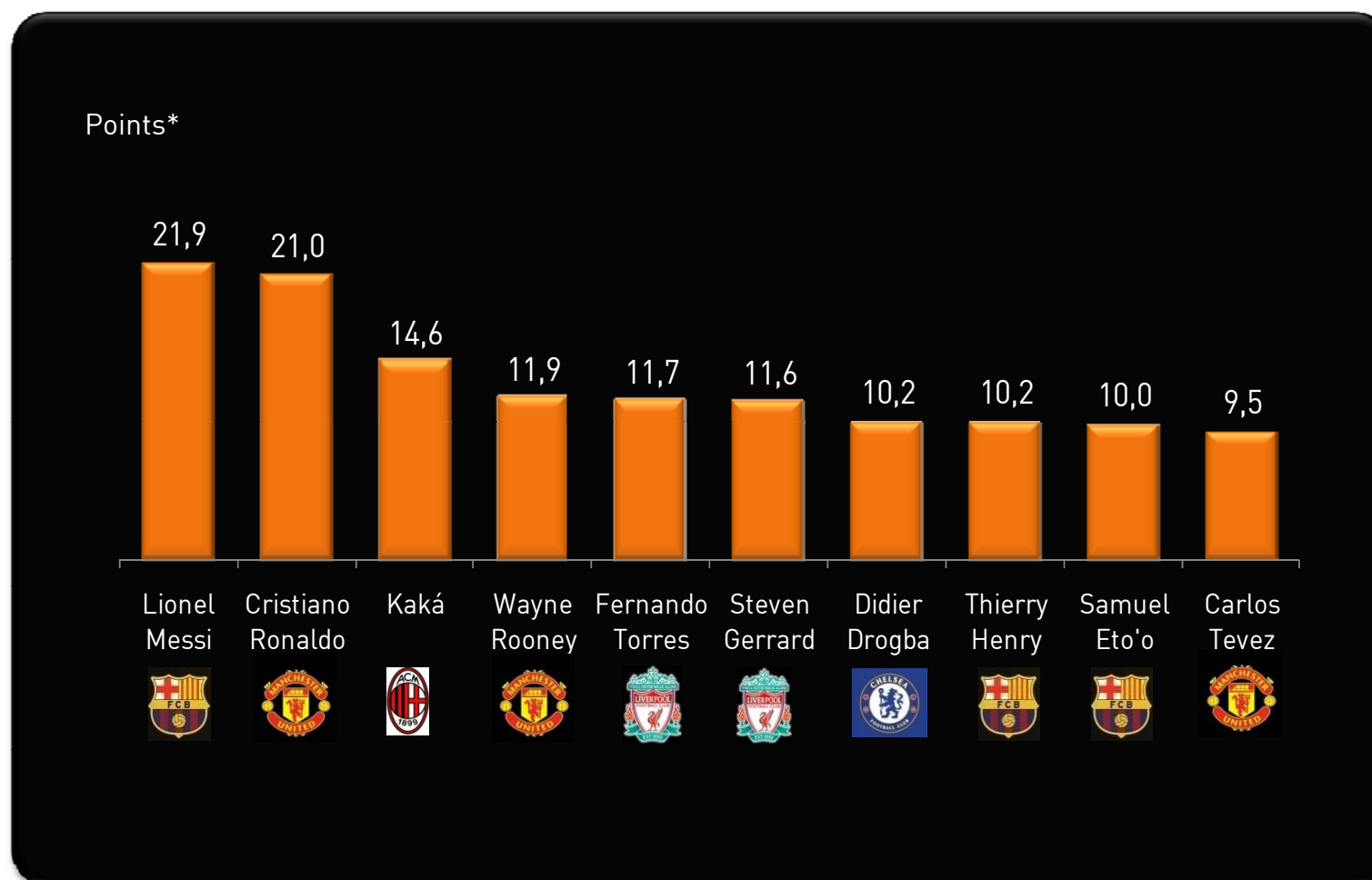
*Average attendance

Source: La Gazzetta dello Sport (season. 2008/09)

Other reports

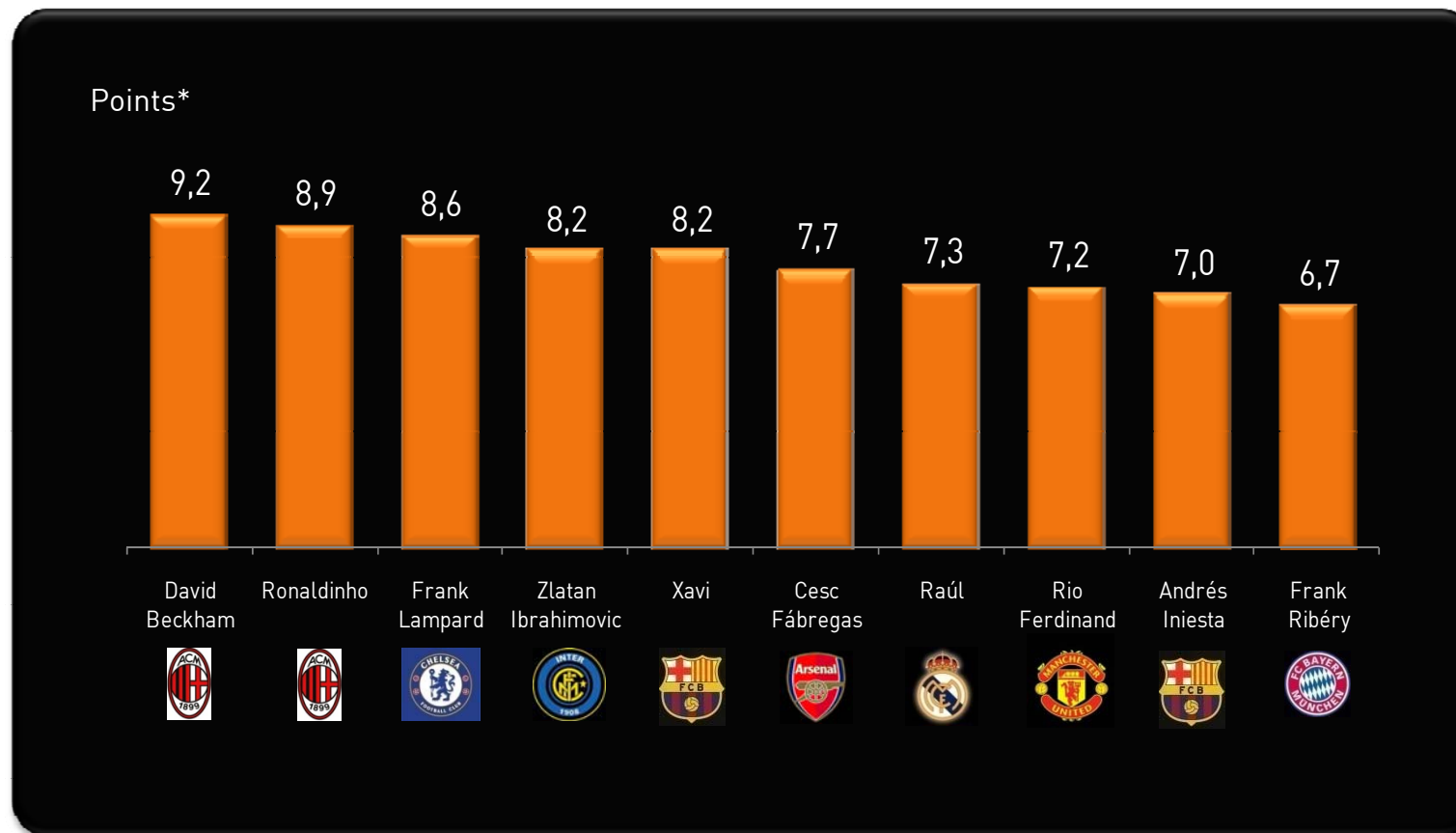
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Top 10 most valuable media players season 2008/09



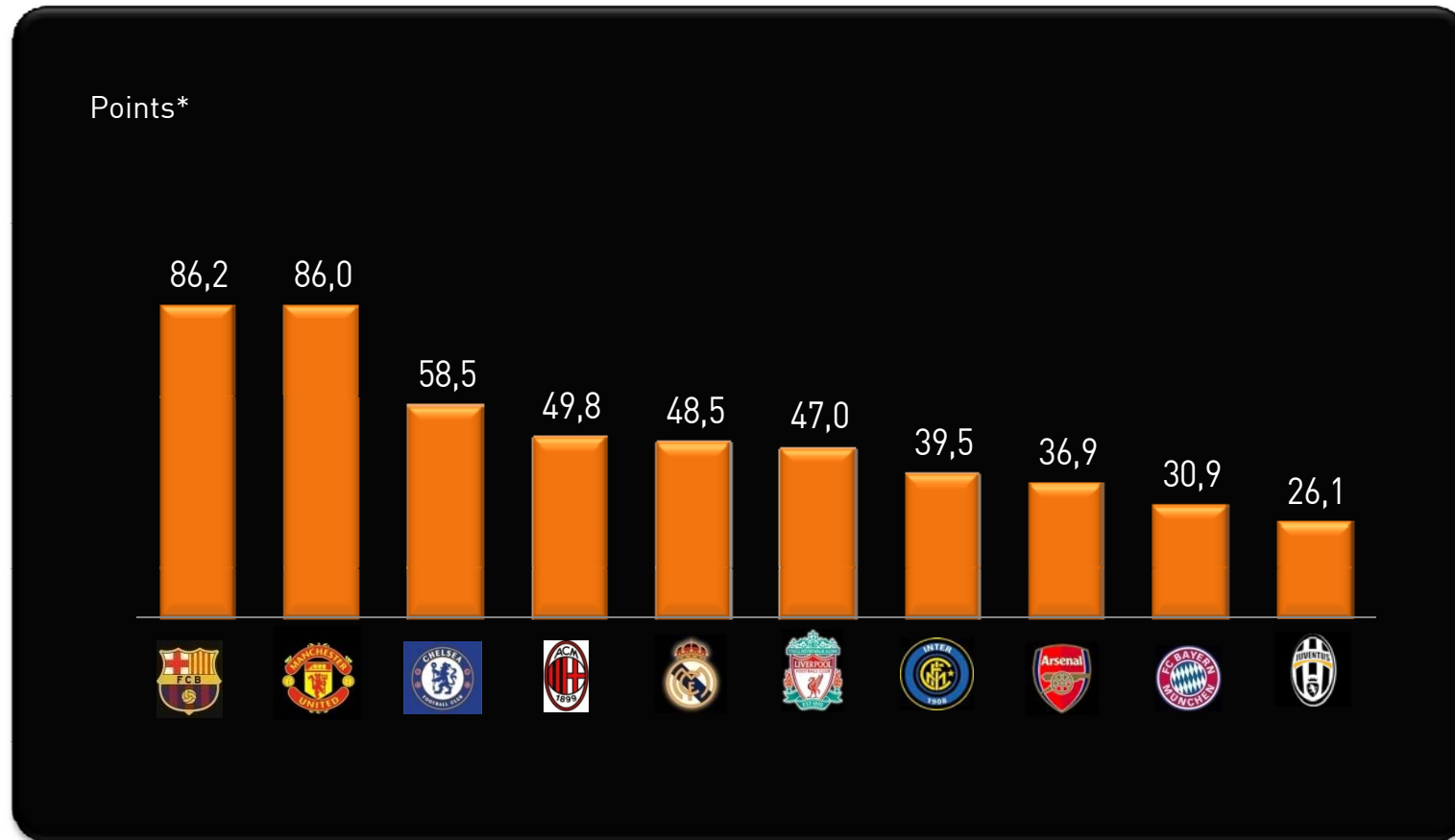
Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Top 11-20 most valuable media players season 2008/09



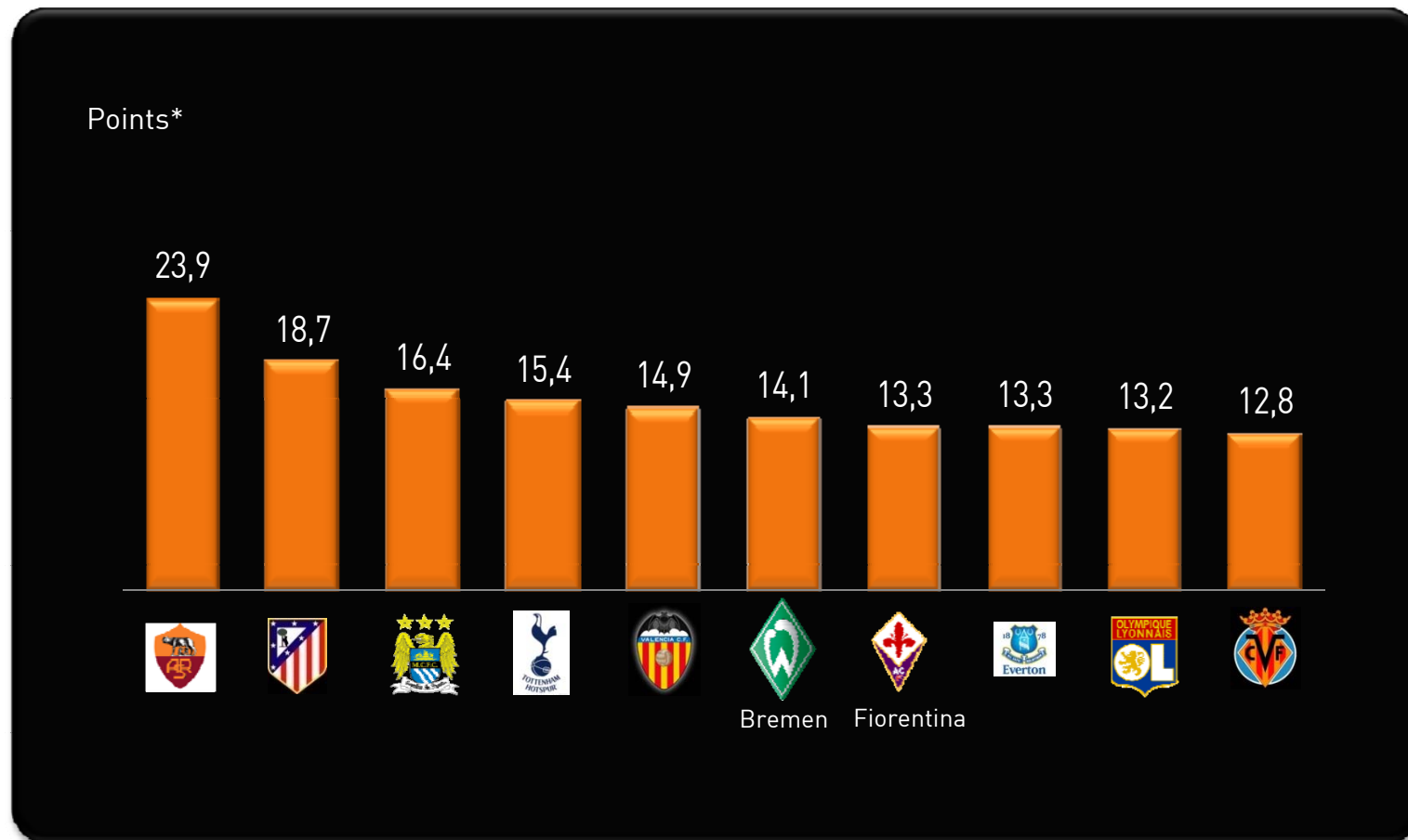
Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Top 10 most valuable media teams season 2008/09



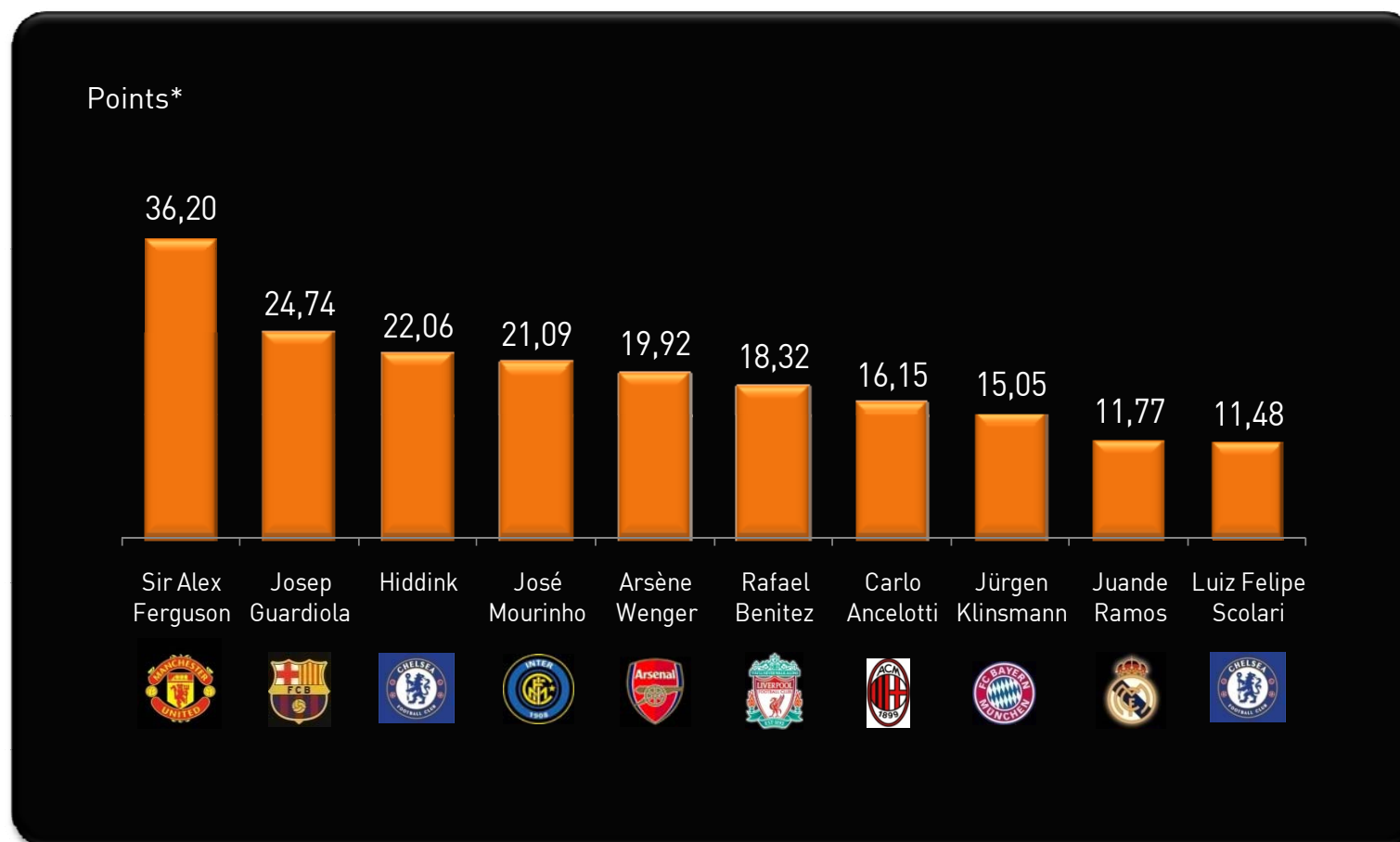
Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Top 11-20 most valuable media teams season 2008/09



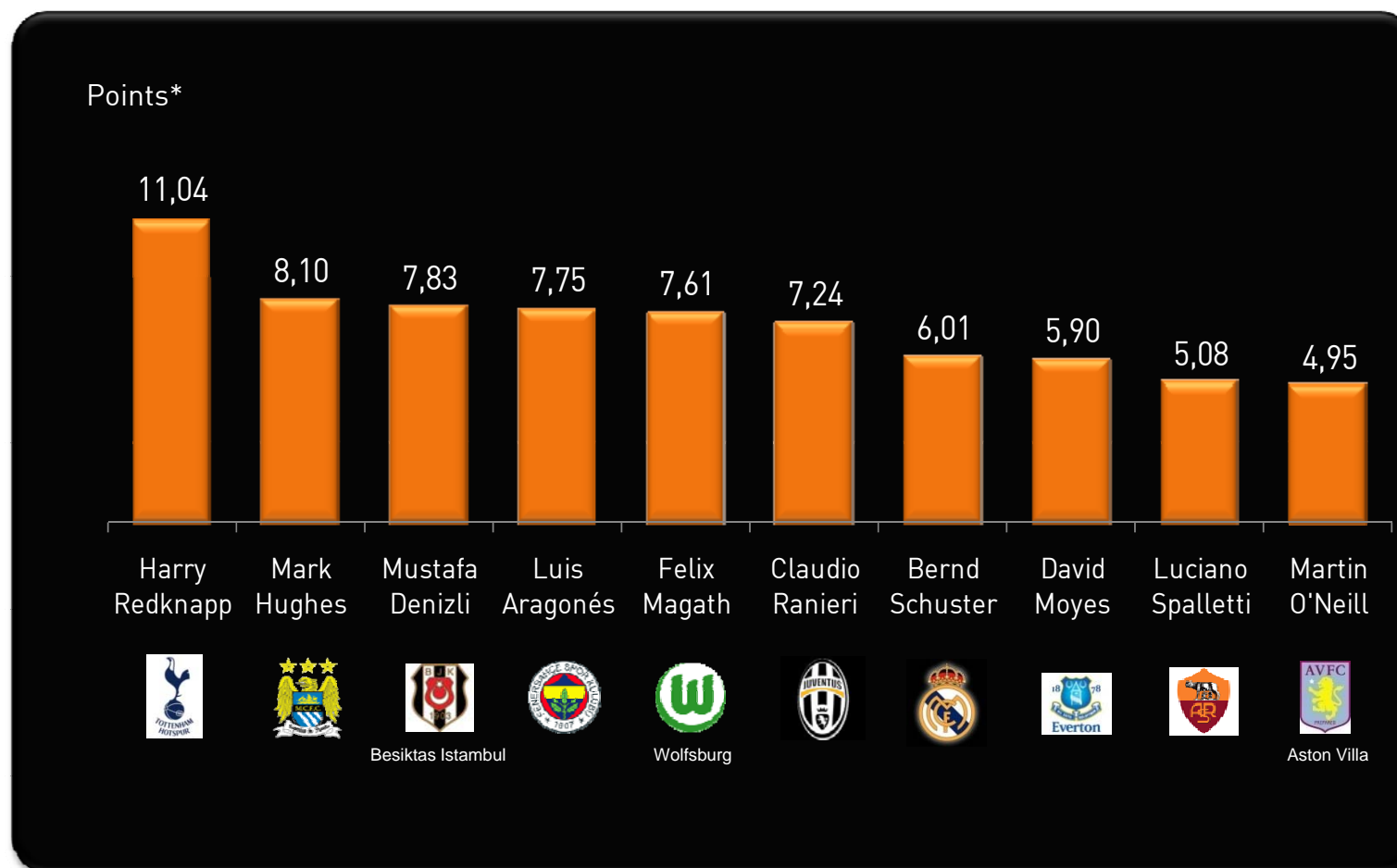
Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Top 10 most valuable media managers season 2008/09



Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Top 11-20 most valuable media managers season 2008/09



Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Top 10 most valuable media teams season 2008/09

Spanish BBVA League



Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Top 11-20 most valuable media teams season 2008/09

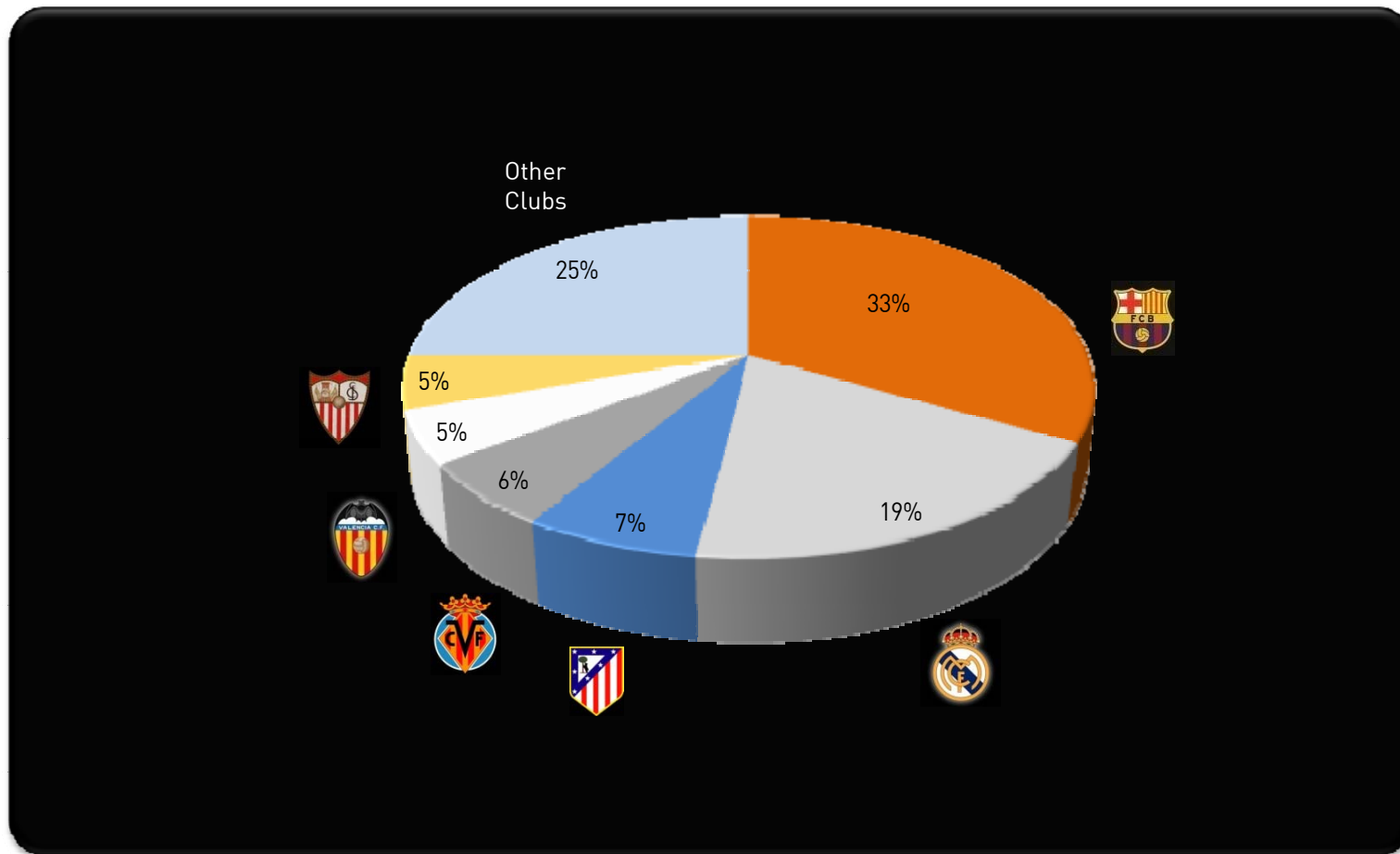
Spanish BBVA League



Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

Media value distribution 2008/09

Spanish Liga BBVA



Source: Media Value in Football 2008/2009. ESI, Universidad de Navarra

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Teams with most valuable brands (Forbes)

Club	Value
	197
	179
	146
	142
	128
	124

*Only football clubs included

**Exchange rate: 1\$=0,73€. Mio€

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Business areas Prime Time Sport (www.ptsport.tv)

Football	Player image rights	Marketing
Players representation	Sponsors recruitment	Sponsorship Management for top brands
Young talent development	Marketing	Strategic consultancy
Club player transfers	Event management	Football Transfer Review*
Club revenue development		
Strategic consultancy	Brand creation lab	

* Exclusive study fully developed by Prime Time Sport

Prime Time Sport mission and USP's

Mission	<p>To inspire and help clients to maximize value around their professional sport practice and their sport related activities.</p> <p>Prime Time Sport develops selected strategic consultancy and business development projects with sports entities, sports rights holders, athletes and large corporations that leverage sport relationship to develop effective and unique marketing plans</p>
USP's	<ol style="list-style-type: none">1. Independence and objectivity2. Experience, professionalism and quality of work3. Global high profile contacts network4. Rigorous client selection base on high quality and value

Prime Time Sport credentials

Prime Time Sport is a company leaded by Esteve Calzada:

- Born in Lleida, 1966
- MBA by ESADE + studies in USA (Berkeley, California)
- FC Barcelona General Marketing Director (2002-2007)
- 10 years experience in strategic marketing and top management (Sara Lee, Unilever y Reckitt Benckiser)
- Associate Professor of Sports Management in the ESADE International MBA.
- FIFA Players Agent (núm. E-599)

Contact details

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Valeria López

PR Manager

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Phone: +34 933 967 900; Fax: +34 934 155 982

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Altas y bajas Liga BBVA invierno 2009/10

(1de 2)

	Altas		Bajas	
	Fichajes	Cesiones	Traspasos	Cesiones
Almería	0	0	0	0
Athletic Bilbao	0	0	0	Etxeita
Atlético Madrid	Salvio	Tiago	C. Santana Sinama P. Maxi Rodriguez Keko	Roberto
FC Barcelona	0	0	0	0
Deportivo	0	0	0	0
Espanyol	0	Osvaldo	0	Lola Smiljanic
Getafe	Miku	0	Licht Contra	Signorino
Málaga	0	Caicedo	Cuadrado	Edinho
Mallorca	0	0	0	Oscar Díaz
Osasuna	0	0	Portillo	
Racing	0	0	Zé Antonio Geijo	Mario Ortiz

Altas y bajas Liga BBVA invierno 2009/10

(2 de 2)

	Altas		Bajas	
	Fichajes	Cesiones	Traspasos	Cesiones
Real Madrid	0	0	Van Nistelrooy	0
Sevilla	0	Stankevicius	0	Koné Chevantón
Sporting	0	Lola Smiljanic	Michel Andreu	0
Tenerife	0	0	0	0
Valencia	Domínguez	0	Miku	González Del Horno
Valladolid	Sereno	Keko Del Horno	Asier	0
Villarreal	0	0	Fuentes Pereira	Eguren
Xerez	0	Alustiza Vigneri	0	Maldonado
Zaragoza	Jarosik Edmilson	Roberto Contini Eliseu Suazo Colunga	López Vallejo Ayala	Songo'o Braulio

Cambios de entrenador 5 grandes ligas

				
Zenga (Palermo)	Babbel (Stuttgart)	Abel (At. Madrid)	Perrin (St. Etienne)	Hughes (M. City)
Marino (Udinese)	Oenning (Nürnberg)	Mandiá (Racing)	Duarte (Le Mans)	Megson (Bolton)
Donadoni (Neapel)	Koller (Bochum)	Marcelino (Zaragoza)		Coyle (Burnley)
Conte (Atalanta)	Hecking (Hannover)	Sánchez (Almería)		Hart (Portsmouth)
Papadopulo (Bologna)	Favre (Hertha)	Ziganda (Xerez)		Cooper (Peterborough)
Atzori (Catania)	Veh (Wolfsburg)	Mendilibar (Valladolid)		
Giampaolo (AC Siena)		Valverde (Villarreal)		
Ruotolo (Livorno)				
Baroni (AC Siena)				
Gregucci (Atalanta)				
Spalletti (AS Roma)				
Ferrara (Juventus)				

Cambios de entrenador Liga BBVA 2008/09

Entrenador	Club	Jornada
Ziganda		6º
Zambrano		6º
Márquez		13º
Schuster		14º
Mané		19º

Jugadores aportados a la Copa África- Liga BBVA

Equipo	Jugadores
	2 Keita (Mali) Yayá Touré (Costa Marfil)
	2 Zokora (Costa Marfil) Kanouté (Mali)
	1 Webó (Camerún)
	1 Kameni (Camerún)
	1 Uche (Nigeria)
	1 Obinna (Nigeria)
	1 Diarra (Mali)
	1 Manucho (Angola)
	1 Emaná (Camerún)



Número de jugadores jóvenes clave por equipo





















nºjugadores*	Clubes
4 jugadores	
3 jugadores	 
2 jugadores	   
1 jugador	      
Ningún jugador	     

Fuente: Football Money League, Deloitte 2009





















* más del 50% de los minutos durante la primera vuelta de la Liga BBVA 2009/10

** jugadores jóvenes: menores de 22 años.




















Full league table la Liga BBVA

			Total							Home							Away						
			Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga
1	F.C. Barcelona		52	20	16	4	0	50	10	25	9	8	1	0	26	6	27	11	8	3	0	24	4
2	Real Madrid C.F.		47	20	15	2	3	47	15	30	10	10	0	0	32	6	17	10	5	2	3	15	9
3	Valencia C.F.		39	20	11	6	3	36	20	16	9	4	4	1	17	10	23	11	7	2	2	19	10
4	Sevilla F.C.		36	20	11	3	6	31	22	21	11	6	3	2	19	12	15	9	5	0	4	12	10
5	R.C.D. Mallorca		34	20	10	4	6	34	23	27	9	9	0	0	24	3	7	11	1	4	6	10	20
6	R.C. Deportivo		34	20	10	4	6	24	22	20	11	6	2	3	14	12	14	9	4	2	3	10	10
7	Getafe		31	20	10	1	9	27	24	22	10	7	1	2	16	8	9	10	3	0	7	11	16
8	Athletic Club		30	20	9	3	8	24	25	16	9	5	1	3	11	11	14	11	4	2	5	13	14
9	Osasuna		26	20	7	5	8	20	21	12	9	3	3	3	9	8	14	11	4	2	5	11	13
10	Villarreal		26	20	7	5	8	31	29	21	11	6	3	2	21	12	5	9	1	2	6	10	17
11	Sporting Gijón		24	20	6	6	8	20	22	18	11	5	3	3	11	7	6	9	1	3	5	9	15
12	Racing Santander		24	20	6	6	8	23	27	8	9	2	2	5	9	16	16	11	4	4	3	14	11
13	Atl. Madrid		23	20	6	5	9	30	33	15	10	4	3	3	18	15	8	10	2	2	6	12	18
14	Espanyol		23	20	6	5	9	14	26	18	11	5	3	3	11	14	5	9	1	2	6	3	12
15	Málaga		20	20	4	8	8	23	26	12	10	3	3	4	11	11	8	10	1	5	4	12	15
16	Almería		19	20	4	7	9	19	30	13	9	3	4	2	9	11	6	11	1	3	7	10	19
17	Real Valladolid		18	20	3	9	8	24	36	11	11	2	5	4	16	21	7	9	1	4	4	8	15
18	Real Zaragoza		17	20	4	5	11	23	42	12	9	3	3	3	10	8	5	11	1	2	8	13	34
19	Tenerife		17	20	4	5	11	17	39	15	11	4	3	4	11	16	2	9	0	2	7	6	23
20	Xerez C.D.		11	20	2	5	13	10	35	8	11	2	2	7	7	18	3	9	0	3	6	3	17


















Full league table Premier League

			Total							Home							Away						
			Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga
1	Chelsea		54	24	17	4	3	58	20	34	12	11	1	0	37	8	21	12	6	3	3	21	12
2	Manchester Utd		53	24	17	2	5	56	20	31	12	10	1	1	31	8	22	12	7	1	4	25	12
3	Arsenal		49	24	15	4	5	60	28	28	12	9	1	2	35	14	21	12	6	3	3	25	14
4	Tottenham		42	24	12	6	6	45	25	25	12	8	1	3	28	8	17	12	4	5	3	17	17
5	Liverpool		41	24	12	5	7	42	26	26	12	8	2	2	30	11	15	12	4	3	5	12	15
6	Manchester City		41	22	11	8	3	44	30	27	11	8	3	0	28	14	14	11	3	5	3	16	16
7	Aston Villa		40	23	11	7	5	31	18	22	12	6	4	2	17	7	18	11	5	3	3	14	11
8	Birmingham		34	23	9	7	7	22	23	20	12	5	5	2	10	7	14	11	4	2	5	12	16
9	Everton		32	23	8	8	7	33	34	20	12	5	5	2	18	15	12	11	3	3	5	15	19
10	Blackburn		28	24	7	7	10	25	40	22	12	6	4	2	17	12	6	12	1	3	8	8	28
11	Fulham		27	23	7	6	10	26	28	20	11	6	2	3	15	8	7	12	1	4	7	11	20
12	Stoke City		25	21	6	7	8	19	26	18	11	5	3	3	15	13	7	10	1	4	5	4	13
13	Sunderland		23	22	6	5	11	30	40	18	10	5	3	2	18	13	5	12	1	2	9	12	27
14	Wigan Athl		22	22	6	4	12	24	47	12	10	3	3	4	10	14	10	12	3	1	8	14	33
15	West Ham		21	23	4	9	10	29	38	13	11	3	4	4	18	20	8	12	1	5	6	11	18
16	Bolton		21	22	5	6	11	29	44	13	12	3	4	5	17	23	8	10	2	2	6	12	21
17	Wolverhampton		21	23	5	6	12	19	40	12	12	3	3	6	9	17	9	11	2	3	6	10	23
18	Burnley		20	23	5	5	13	23	46	19	11	5	4	2	15	11	1	12	0	1	11	8	35
19	Hull City		20	24	4	9	11	23	49	17	12	4	5	3	16	19	4	12	0	4	8	7	30
20	Portsmouth		15	22	4	3	15	19	35	10	11	3	1	7	14	17	5	11	1	2	8	5	18





















Full league table Lega Calcio

			Total							Home							Away						
			Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga
1	Inter Milan		49	21	15	4	2	45	19	29	11	9	2	0	24	11	20	10	6	2	2	21	8
2	Milan AC		41	21	12	5	4	36	22	23	11	7	2	2	22	13	18	10	5	3	2	14	9
3	Roma		41	22	12	5	5	37	26	27	11	9	0	2	20	9	14	11	3	5	3	17	17
4	Napoli		38	22	10	8	4	31	24	23	11	6	5	0	15	7	15	11	4	3	4	16	17
5	Juventus		34	22	10	4	8	34	29	18	12	5	3	4	18	15	16	10	5	1	4	16	14
6	Palermo		34	22	9	7	6	29	25	25	11	7	4	0	17	7	9	11	2	3	6	12	18
7	Sampdoria		33	22	9	6	7	28	30	23	11	6	5	0	19	7	10	11	3	1	7	9	23
8	Cagliari		32	21	9	5	7	34	26	18	11	5	3	3	23	16	14	10	4	2	4	11	10
9	Bari		32	22	8	8	6	30	24	24	11	7	3	1	20	8	8	11	1	5	5	10	16
10	Genoa		32	22	9	5	8	35	36	24	11	7	3	1	25	16	8	11	2	2	7	10	20
11	Fiorentina		31	21	9	4	8	28	24	19	10	6	1	3	14	8	12	11	3	3	5	14	16
12	Chievo		29	22	8	5	9	23	23	15	11	4	3	4	13	12	14	11	4	2	5	10	11
13	Parma		29	21	8	5	8	24	29	20	10	6	2	2	12	7	9	11	2	3	6	12	22
14	Bologna		24	22	6	6	10	24	31	17	11	5	2	4	16	16	7	11	1	4	6	8	15
15	Lazio		22	22	4	10	8	17	23	13	11	3	4	4	11	11	9	11	1	6	4	6	12
16	Livorno		22	22	6	4	12	14	30	14	11	4	2	5	9	12	8	11	2	2	7	5	18
17	Udinese		21	21	5	6	10	23	28	17	10	5	2	3	17	13	4	11	0	4	7	6	15
18	Catania		20	22	4	8	10	22	30	13	11	3	4	4	11	11	7	11	1	4	6	11	19
19	Atalanta		17	22	4	5	13	20	34	9	10	2	3	5	11	14	8	12	2	2	8	9	20
20	Siena		13	22	3	4	15	23	44	10	11	2	4	5	10	17	3	11	1	0	10	13	27

Full league table Bundesliga

			Total							Home							Away						
			Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga
1	B Leverkusen		44	20	12	8	0	45	16	26	10	8	2	0	26	7	18	10	4	6	0	19	9
2	Bayern München		42	20	12	6	2	42	17	25	11	7	4	0	22	8	17	9	5	2	2	20	9
3	Schalke 04		41	20	12	5	3	31	15	23	11	7	2	2	19	8	18	9	5	3	1	12	7
4	B Dortmund		36	20	10	6	4	28	23	20	10	6	2	2	13	7	16	10	4	4	2	15	16
5	Hamburger		35	20	9	8	3	37	21	21	11	6	3	2	18	9	14	9	3	5	1	19	12
6	W Bremen		28	20	7	7	6	37	24	12	9	3	3	3	15	11	16	11	4	4	3	22	13
7	E Frankfurt		28	20	7	7	6	25	27	16	11	4	4	3	14	14	12	9	3	3	3	11	13
8	Mainz 05		27	20	7	6	7	24	29	21	9	6	3	0	15	7	6	11	1	3	7	9	22
9	Hoffenheim		25	20	7	4	9	27	24	12	9	3	3	3	15	10	13	11	4	1	6	12	14
10	Stuttgart		25	20	6	7	7	24	25	16	11	4	4	3	17	13	9	9	2	3	4	7	12
11	Wolfsburg		25	20	6	7	7	36	39	11	10	3	2	5	22	24	14	10	3	5	2	14	15
12	B M'gladbach		25	20	7	4	9	29	34	17	10	5	2	3	17	14	8	10	2	2	6	12	20
13	Köln		24	20	6	6	8	17	21	8	10	2	2	6	8	14	16	10	4	4	2	9	7
14	Bochum		21	20	5	6	9	22	36	7	9	1	4	4	12	20	14	11	4	2	5	10	16
15	Freiburg		18	20	5	3	12	20	39	5	9	1	2	6	5	18	13	11	4	1	6	15	21
16	Hannover 96		17	20	4	5	11	22	34	10	11	2	4	5	13	19	7	9	2	1	6	9	15
17	FC Nürnberg		16	20	4	4	12	16	35	8	9	2	2	5	8	13	8	11	2	2	7	8	22
18	Hertha Berlin		11	20	2	5	13	16	39	7	10	1	4	5	7	16	4	10	1	1	8	9	23

Full league table Ligue 1

			Total							Home							Away						
			Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga	Pt	Played	W	D	L	Gf	Ga
1	G Bordeaux		48	22	15	3	4	36	14	26	11	8	2	1	20	4	22	11	7	1	3	16	10
2	Montpellier		42	22	13	3	6	30	25	25	11	8	1	2	14	6	17	11	5	2	4	16	19
3	Lille		40	22	12	4	6	42	22	27	12	8	3	1	25	8	13	10	4	1	5	17	14
4	Ol Lyon		39	22	11	6	5	38	28	20	11	6	2	3	18	14	19	11	5	4	2	20	14
5	Monaco		39	22	12	3	7	30	24	26	12	8	2	2	19	9	13	10	4	1	5	11	15
6	Auxerre		39	22	11	6	5	21	15	23	12	7	2	3	15	11	16	10	4	4	2	6	4
7	Ol Marseille		36	21	10	6	5	33	24	17	9	5	2	2	12	8	19	12	5	4	3	21	16
8	Rennes		34	22	9	7	6	29	19	23	11	7	2	2	17	7	11	11	2	5	4	12	12
9	Lorient		32	22	9	5	8	33	26	19	11	5	4	2	23	14	13	11	4	1	6	10	12
10	Toulouse		32	22	9	5	8	25	18	19	11	6	1	4	13	8	13	11	3	4	4	12	10
11	Valenciennes		32	22	9	5	8	34	30	14	11	3	5	3	15	15	18	11	6	0	5	19	15
12	Nancy		30	22	9	3	10	27	31	13	11	4	1	6	10	16	17	11	5	2	4	17	15
13	Sochaux		30	21	9	3	9	20	25	21	11	7	0	4	15	15	9	10	2	3	5	5	10
14	PSG		29	22	8	5	9	33	24	18	10	5	3	2	17	6	11	12	3	2	7	16	18
15	Lens		27	22	7	6	9	20	27	18	11	5	3	3	12	10	9	11	2	3	6	8	17
16	Nice		22	22	6	4	12	22	37	14	10	4	2	4	14	16	8	12	2	2	8	8	21
17	Saint-Étienne		20	22	5	5	12	13	28	10	11	2	4	5	5	10	10	11	3	1	7	8	18
18	Le Mans		16	22	4	4	14	19	36	16	12	4	4	4	15	16	0	10	0	0	10	4	20
19	Boulogne		16	22	3	7	12	15	37	8	10	2	2	6	10	19	8	12	1	5	6	5	18
20	Grenoble		7	22	1	4	17	12	42	5	11	1	2	8	9	22	2	11	0	2	9	3	20