

Winter 2012 Invierno



primetimesport

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Football Transfer Review 2012, winter market



1. Technical sheet
2. Winter 2012 transfer window top 5 European leagues
3. La Liga on going season review
4. European Football Table 2011/12
5. Conclusions
6. Annexes
 - Tables
 - About Prime Time Sport



About Football Transfer Review



Mission

Football Transfer Review by Prime Time Sport provides since 2009 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

Content

- 2 releases published every year, related to Summer and Winter transfer windows
- 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

- Data included refer to main division of la Liga and the other top 4 European leagues (Premier League, Lega Calcio, Bundesliga and Ligue 1)
- Transfer data only include fix amounts.
- Year to year comparisons refer to winter market only, unless otherwise indicated
- Includes transfers that took place until January 31st 2012
- Transfer figures are gross of commissions or revenue share with other stake holders
- Sign-up means new player arrivals (not total number of registered players) and Exits players leaving the team (even if on loan)
- “Top European teams”: fix group of teams that according to Prime Time Sport are the most important in Europe (FC Barcelona, Real Madrid, Manchester United, Manchester City, Chelsea, Arsenal, Liverpool, AC Milan, Inter Milan, Juventus y Bayern Munich).
- On going season review and European Football Table have been produced mainly with 1st half of the season at top 5 European leagues (except where otherwise indicated)

Team

- Director: Bruno Batlle
- Analyst: Aleix Piqué
- Collaborates: ESADE Business School



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2. **Winter 2012 transfer window top 5 European leagues**
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Winter market 2012



1. **Background**
2. Review top 5 European leagues
3. La Liga BBVA

Background



Europe

- Winter transfer window has been affected by major investments in new players that took place in both winter and summer of 2011.
- Teams backed by wealthy owners get prepared to meet criteria included at new UEFA Financial Fair Play regulation, which will not allow to participate in European competitions the teams with more than 45mio€ of accumulated losses during 3 seasons until 2014/15.
- Most top European teams concentrate investment in new players in summer, using winter transfer window only exceptionally.

Spain

- Spanish teams activity continues under the influence of financial downturn and excess of expenditure in the past.
- Wide availability in the market of free players as a result of continued reduction of the number of players in the squads.



Winter market 2012

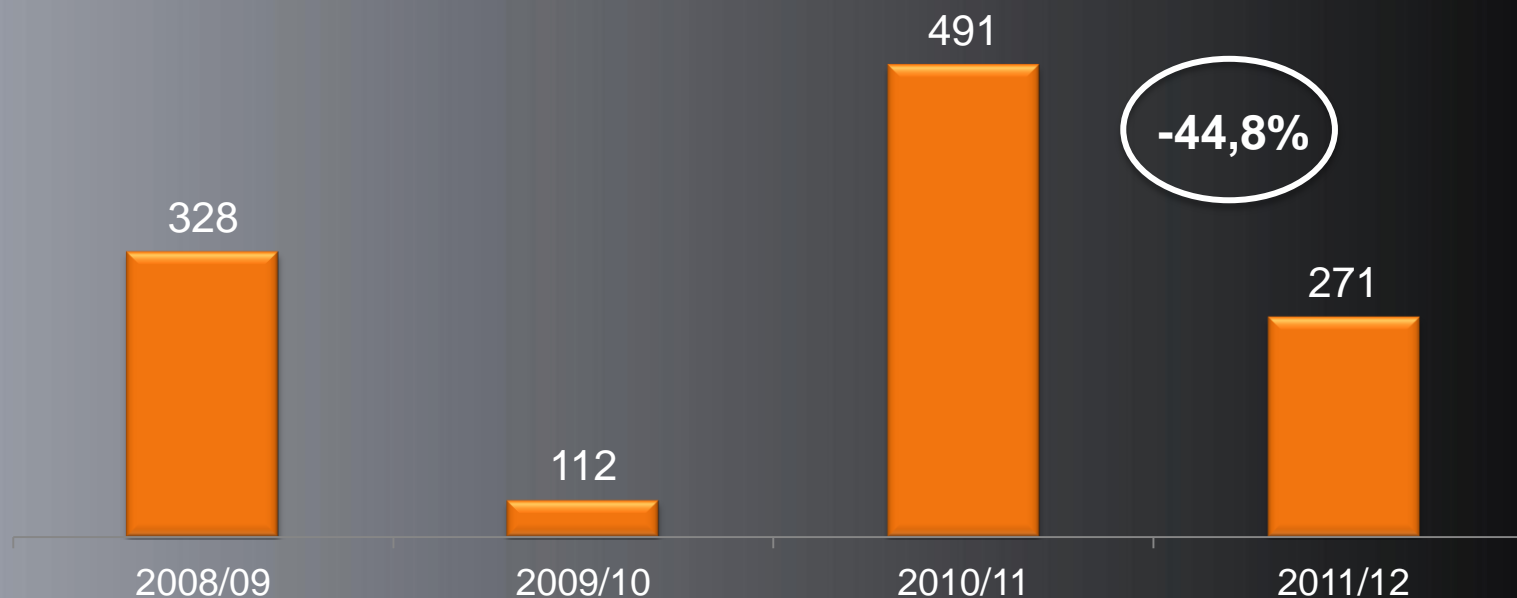


1. Background
2. Review top 5 European leagues
3. La Liga BBVA

Total investment winter signings- Top 5 European Leagues



€Mio.

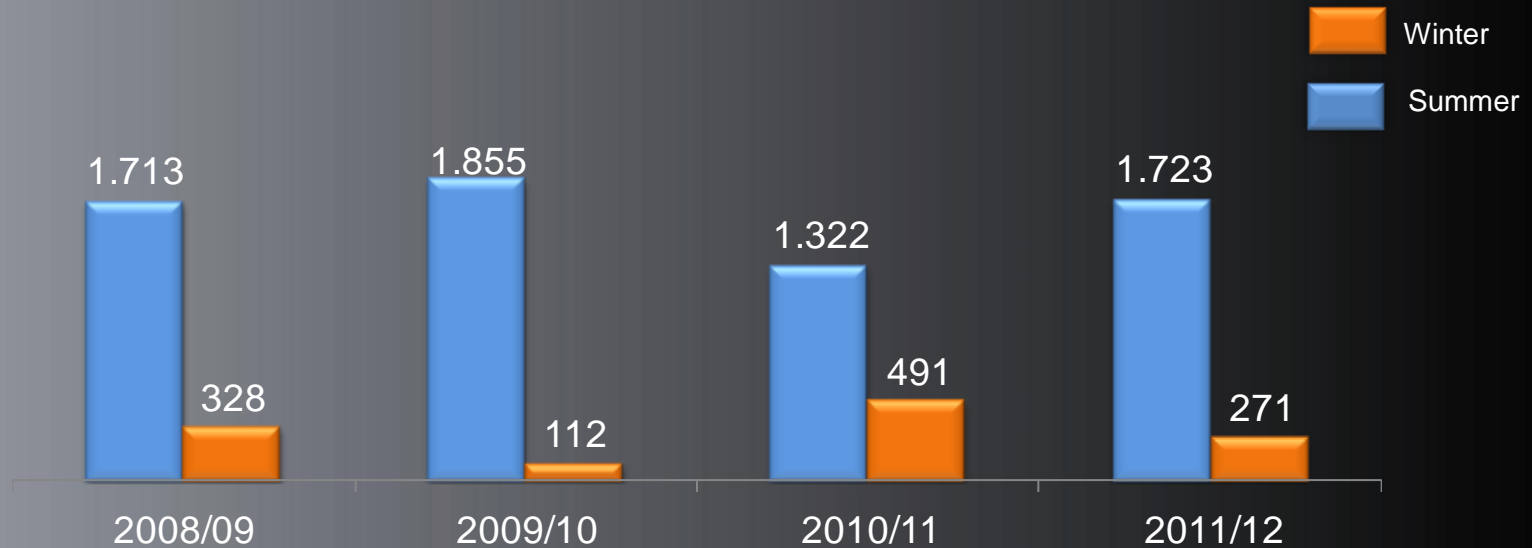


El valor de los fichajes de invierno en Europa descendió un 45%
hasta situarse en 271mio €

Winter transfer window vs summer- Total Europe

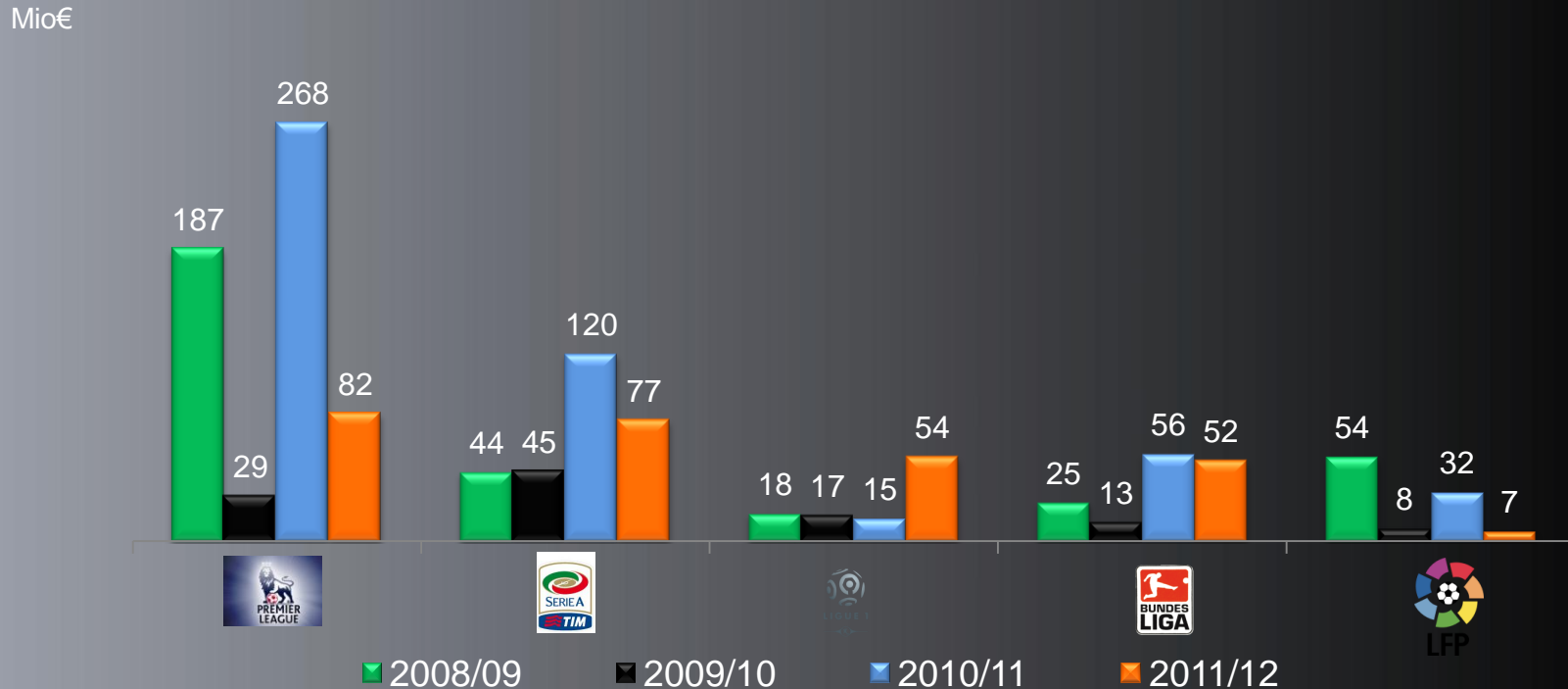


Mio€



Total investment in new players at European winter market was down 45% to 271mio€. Despite significant decrease, total spending of the season (thus including summer transfers) reached similar levels to previous seasons

Winter window expenditure by league



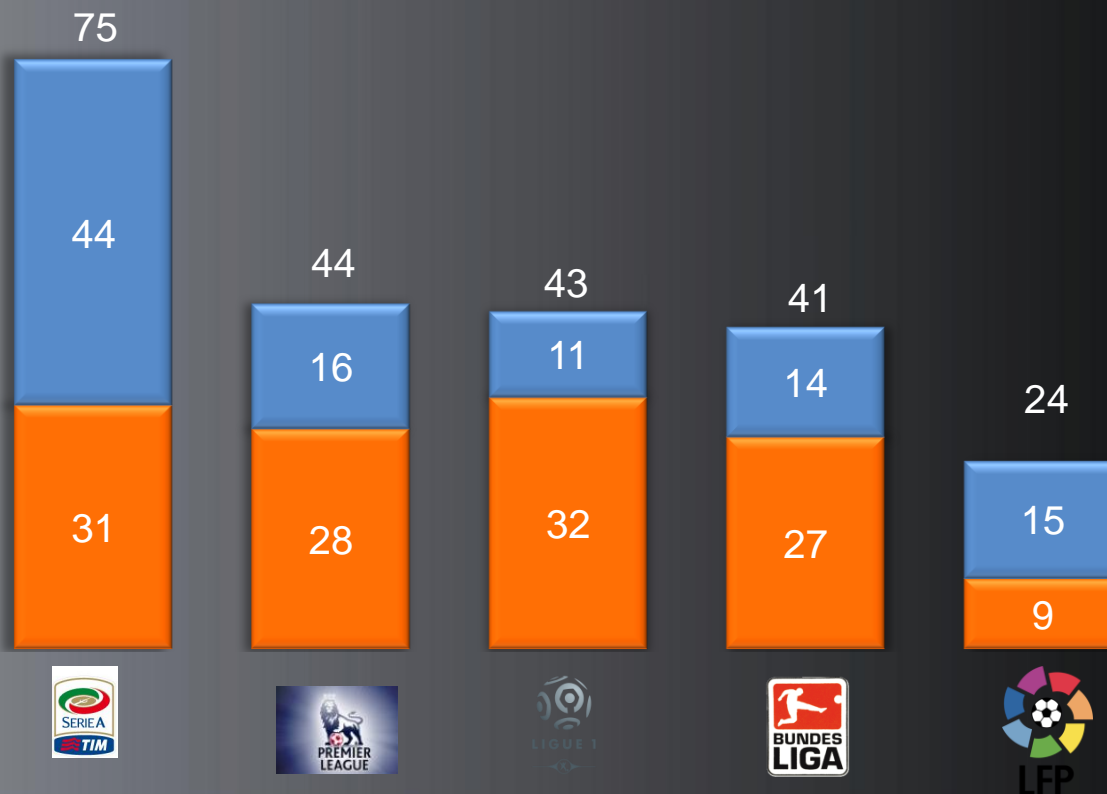
English Premier League led investment in Europe with 82mio€, although the amount was far below previous season. On the other extreme, La Liga teams spent only 6,5mio€, the lowest amount in Europe and of last 13 years in Spain. French Ligue1, led by PSG heavy signing activity, multiplied players spending by 3

Sign-ups by league



Nº. of players

Loans
Signings

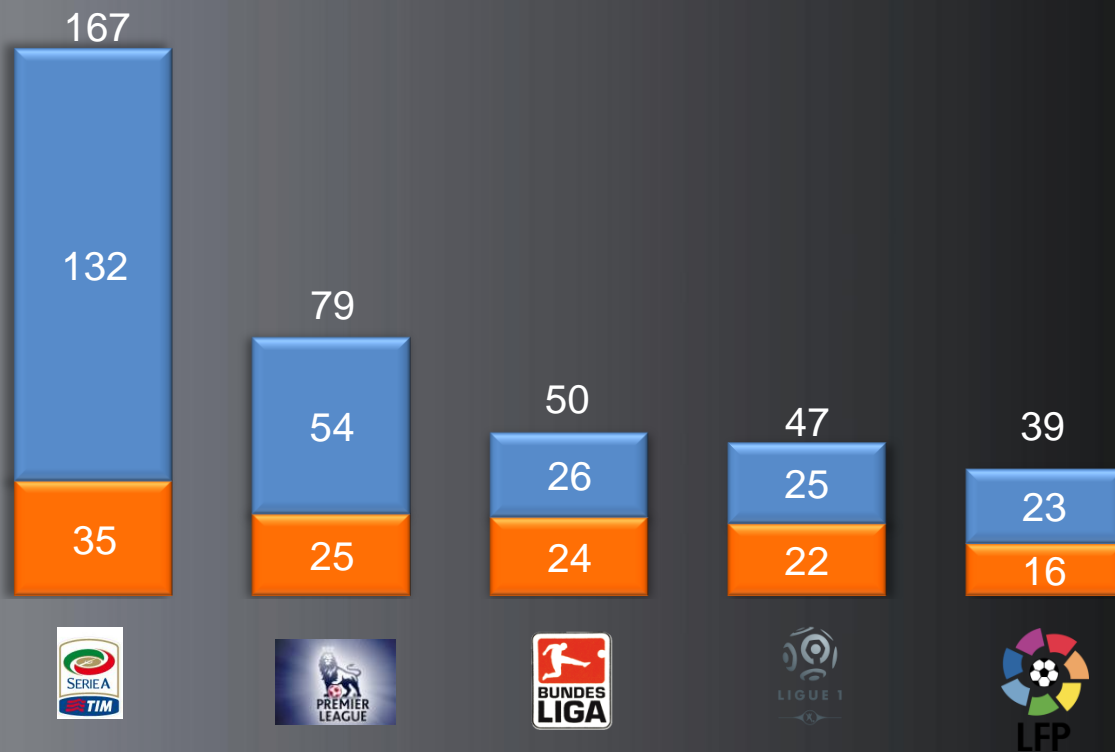


Player exits by league



Nº of players

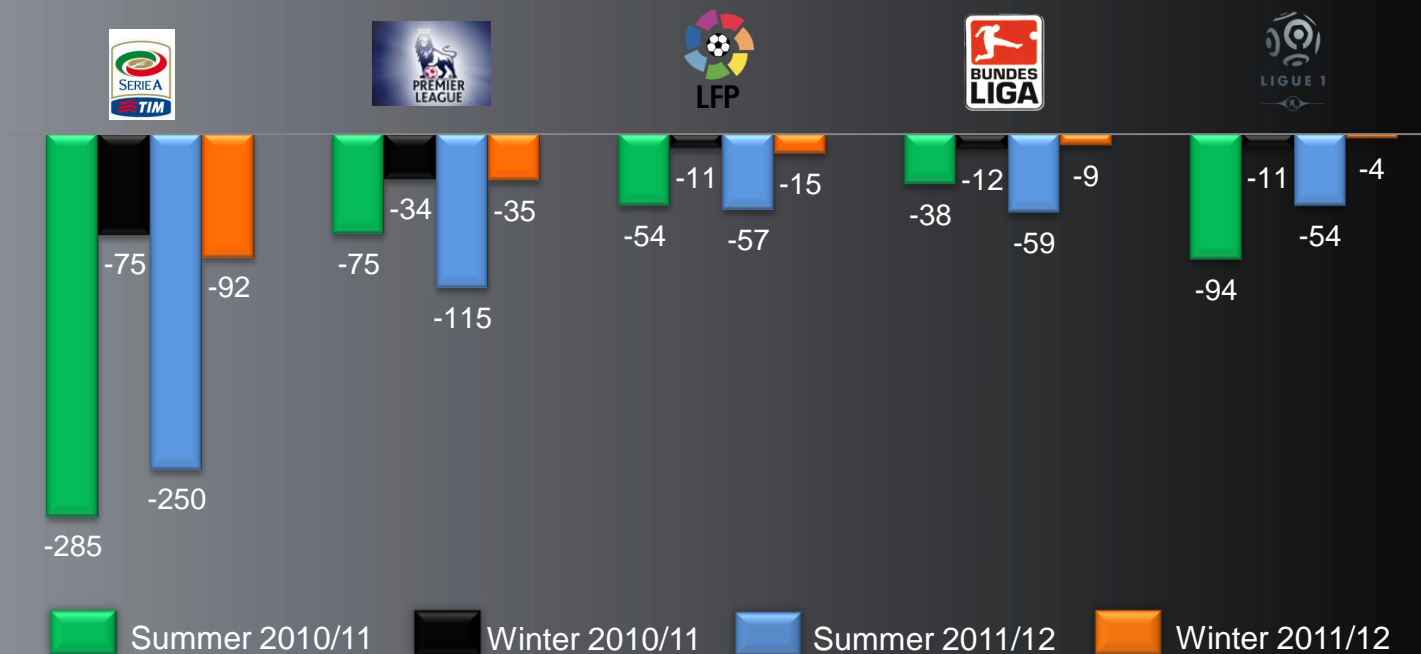
Loans
Transfers



Net arrivals vs exits by league



Nº.of players

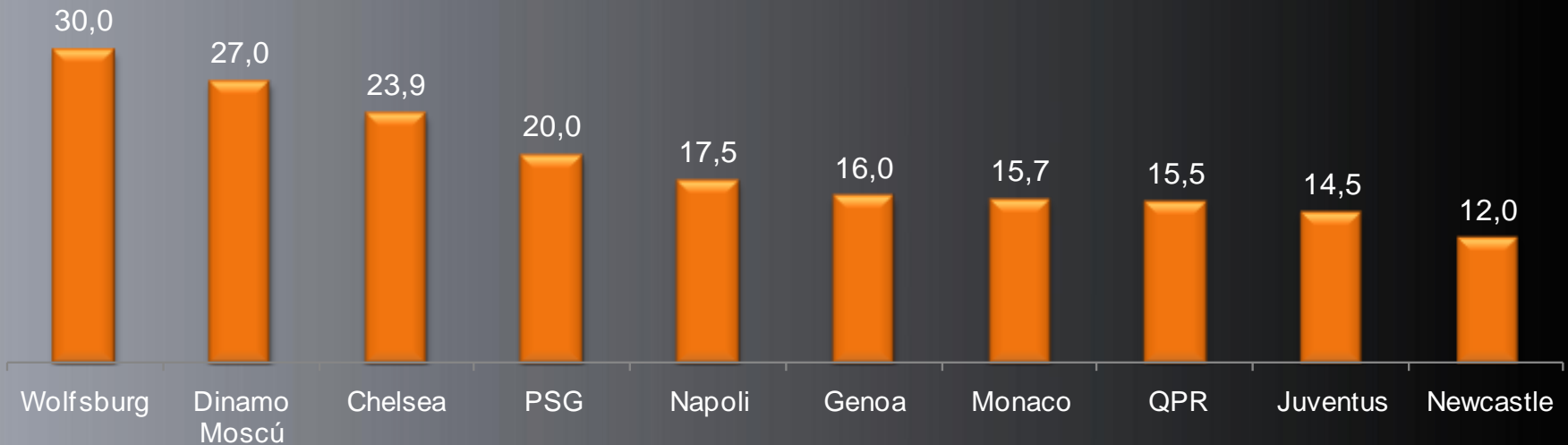


For the 4th consecutive year all leagues showed a net decrease of the number of players in team squads. Italian SerieA is once again the league with highest traffic of players



Club European ranking on investment

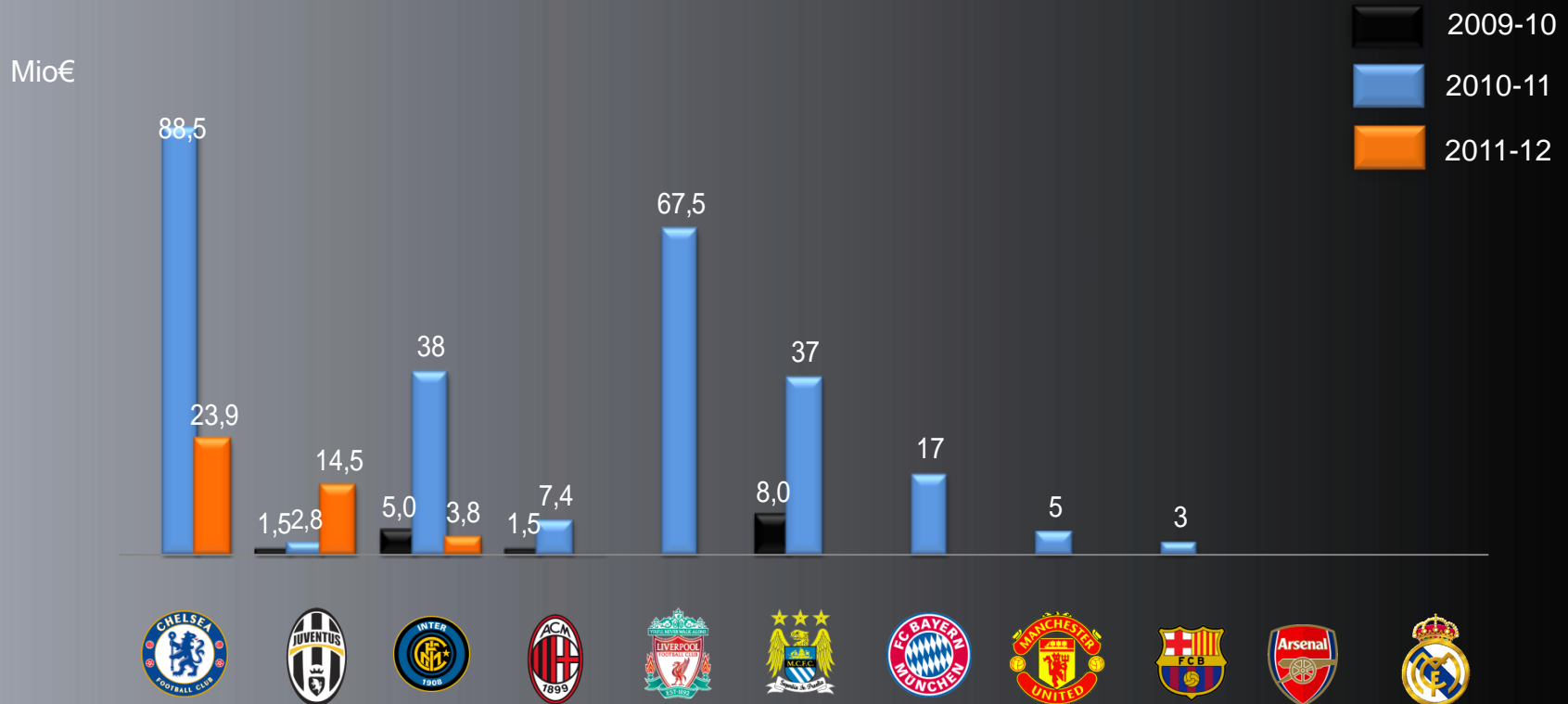
Mio€



Wolfsburg and Dinamo Moscow, both with need to improve pitch results, were the teams with highest spending in Europe, with 30 and 27mio€ invested respectively.

Only 3 teams from summer top 10 repeat at winter's (Chelsea, PSG y Juventus)

Top European teams investment ranking



Chelsea, Juventus and Inter Milan were the only top teams paying transfer fees to bring new players at winter window (vs 9 last season)

Barça vs Real Madrid winter signings track record



Season	Players	Cost (mio€)	League position
2005-06	-	-	1º
2006-07	-	-	1º
2007-08	J.M Pinto	0,4	2º (-7 puntos)
2008-09	-	-	1º
2009-10	-	-	1º
2010-11	Afellay	3	1º
2011-12	-	-	2º (-5 puntos)



Season	Players	Cost (mio€)	League position
2005-06	Cicinho	5	3º
	Cassano	5,5	(-12 puntos)
2006-07	F.Gago	20	2º
	G.Higuaín	10	(-1 punto)
	Marcelo	6	
2007-08	-	-	1º
2008-09	Huntelaar	20	3º
	L.Diarra	20	(-12 puntos)
	Faubert	cesión	
2009-10	-	-	2º (-5 puntos)
2010-11	Adebayor	Cesión	2º (-7 puntos)
2011-12	-	-	1º

Neither FC Barcelona nor Real Madrid have hired any players at winter transfer window.
Indeed, FC Barcelona only hired players in 2 of last 7 winter markets

Top 10 teams in player sales value



Mio€



Following its 62mio€ major investment in summer, Anzhi from Russia was this time the team with highest income from player sales (26mio€). Sevilla joined top selling teams thanks to the transfer of Cáceres to Juventus



Ranking top European teams in player sales

Mio€



7 of top European teams –lead by Inter Milan–
sold players at winter transfer window (vs 5 in 2011)

Teams with highest number of new players



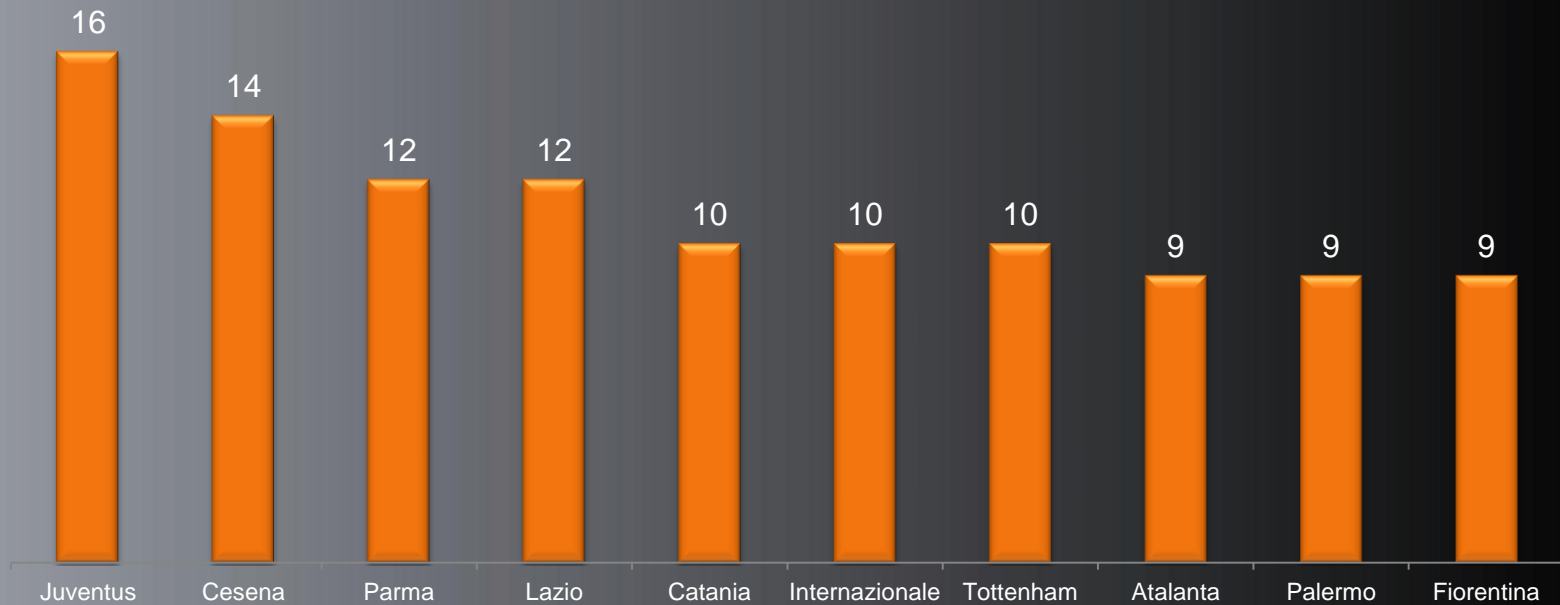
Players



Teams with highest number of player exits



Players



Top 10 most expensive signings season 2011/12



€Mio



Top 10 most expensive winter signings over the last 3 years



€Mio

2009-10
2010-11
2011-12

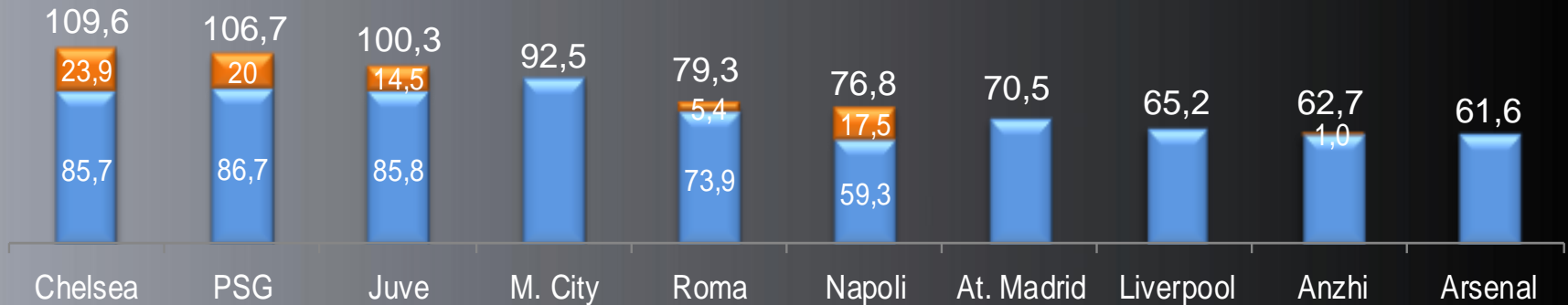


Club investment ranking 2011/12 (summer + winter)



Mio€

Winter
Summer



Chelsea is the team with highest level of investment in new players in Europe at 2011/12 season, having spent 110mio€ at summer and winter transfer windows combined.
PSG and Juventus were 2nd and 3rd. Manchester City falls to 4th position after not having paid any transfer fees in January

Headlines Europe (1 of 2)



- ✓ Total investment in new players at European winter market was down 45% to 271mio€. Despite significant decrease, total spending of the season (thus including summer transfers) reached similar levels to previous seasons
- ✓ English Premier League led investment in Europe with 82mio€, although the amount was far below previous season. On the other extreme, La Liga teams spent only 6,5mio€, the lowest amount in Europe and of last 13 years in Spain. French Ligue1, led by PSG heavy signing activity, multiplied players spending by 3
- ✓ For the 4th consecutive year all leagues showed a net decrease of the number of players in team squads. Italian SerieA is once again the league with highest traffic of players
- ✓ Wolfsburg and Dinamo Moscow, both with need to improve pitch results, were the teams with highest spending in Europe, with 30 and 27mio€ invested respectively. Only 3 teams from summer top 10 repeat at winter's (Chelsea, PSG y Juventus)

Headlines Europe (2 of 2)



- ✓ Chelsea, Juventus and Inter Milan were the only top teams paying transfer fees to bring new players at winter window. Neither Real Madrid nor FC Barcelona hired any players in January
- ✓ Following its 62mio€ major investment in summer, Anzhi from Russia was this time the team with highest income from player sales (26mio€). Sevilla joined top selling teams thanks to the transfer of Cáceres to Juventus
- ✓ Dzsudzsák (19mio€) and Vargas (17,5mio€) signings, conducted by Dinamo Moscow and Napoli respectively, were the most expensive of winter transfer window. Both joined top 10 list of most expensive signings of the last 3 winter windows
- ✓ Chelsea is the team with highest level of investment in new players in Europe at 2011/12 season, having spent 110mio€ at summer and winter transfer windows combined. PSG and Juventus were 2nd and 3rd. Manchester City falls to 4th position after not having paid any transfer fees in January



Winter market 2012

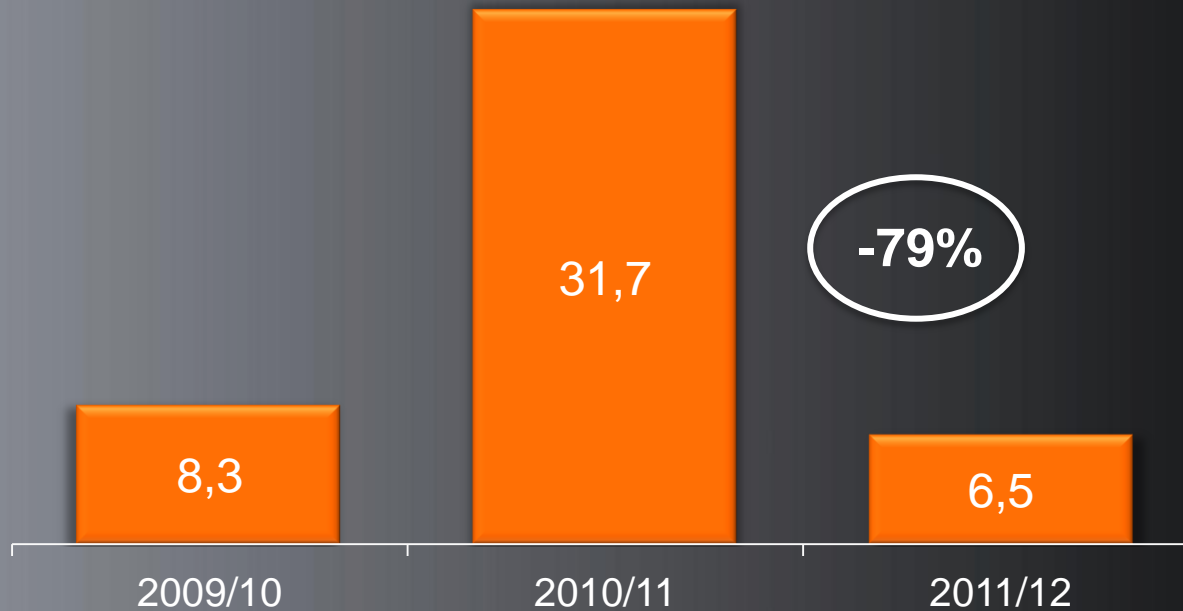


1. Background
2. Review top 5 European leagues
3. **La Liga BBVA**

Investment in player signings La Liga



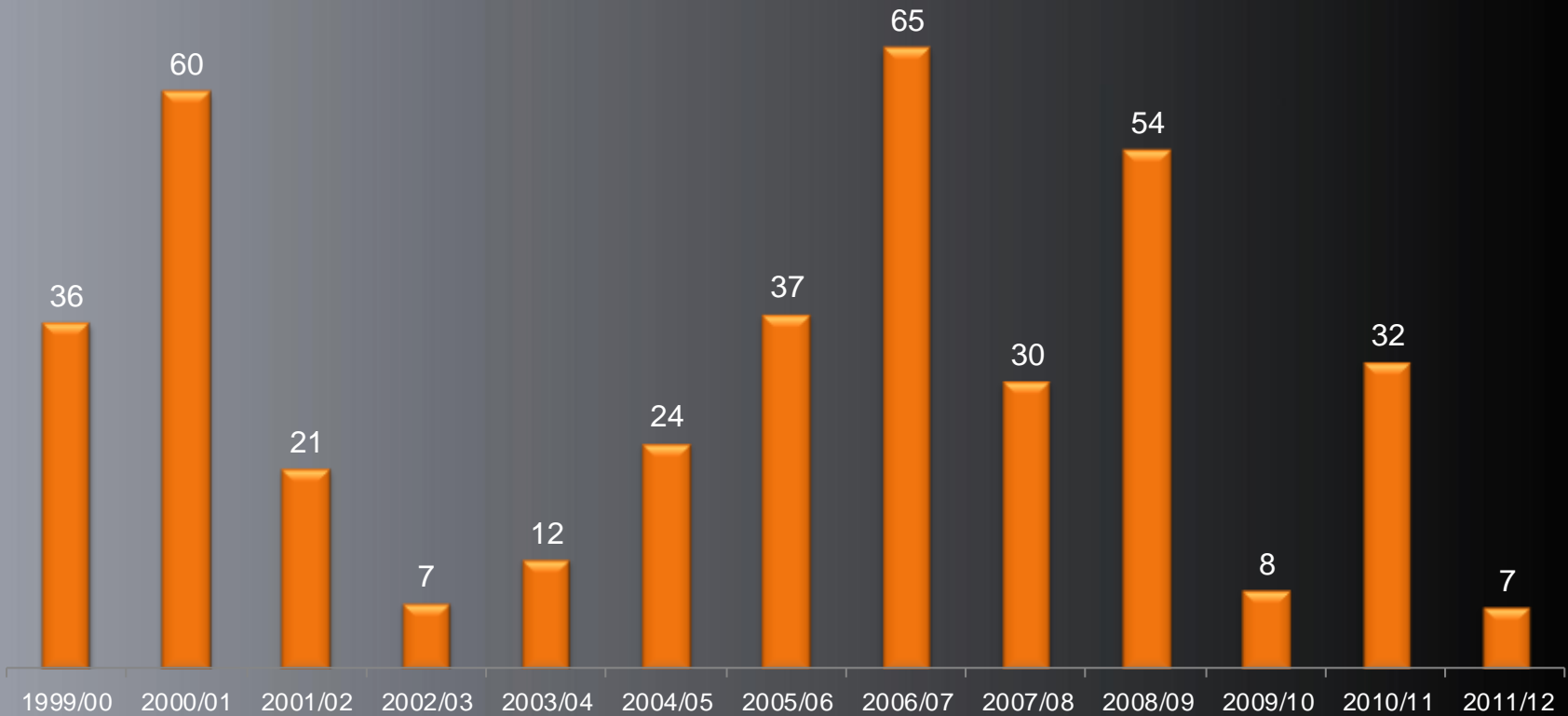
Mio€



La Liga player signings investment track record



Mio€

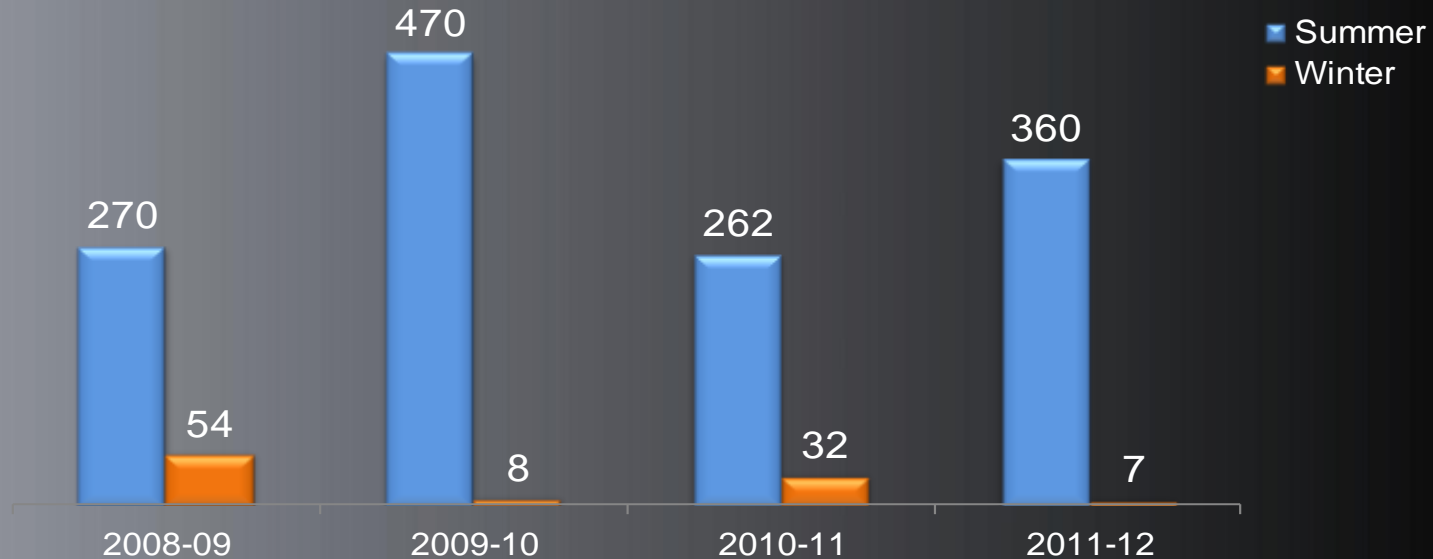


After a 79% fall, winter 2012 investment was the lowest of last 13 years in Spain

Winter vs summer transfer windows- La Liga



Mio€

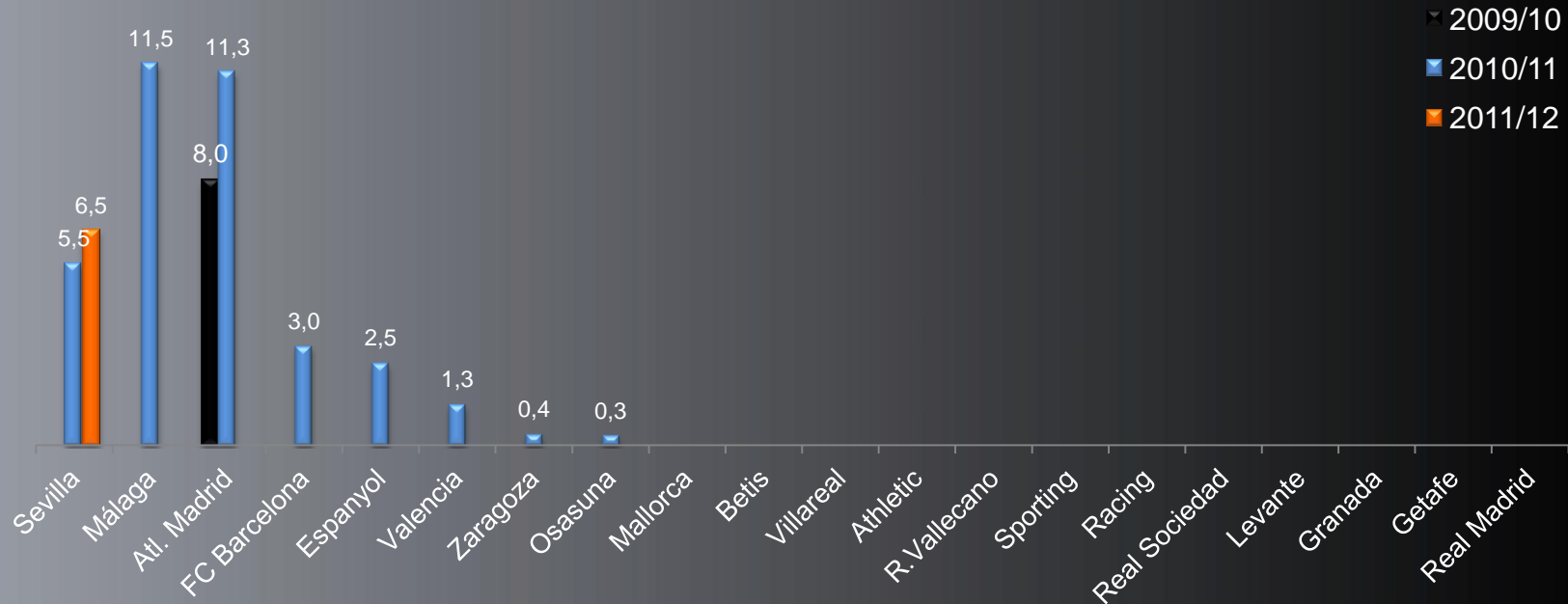


Despite significant investment decrease, total amount of the season 2011/12 (including both summer and winter transfer windows) was still 25% up in Spain to 367mio€

La Liga investment in signings by team



Mio€



Sevilla, that spent 6,5mio€ to bring Reyes and Babá, was the only La Liga team having paid transfer fees in January (vs 8 teams in January 2011)

Top 10 signings La Liga winter 2012



€Mio

3,5



Reyes



3,0



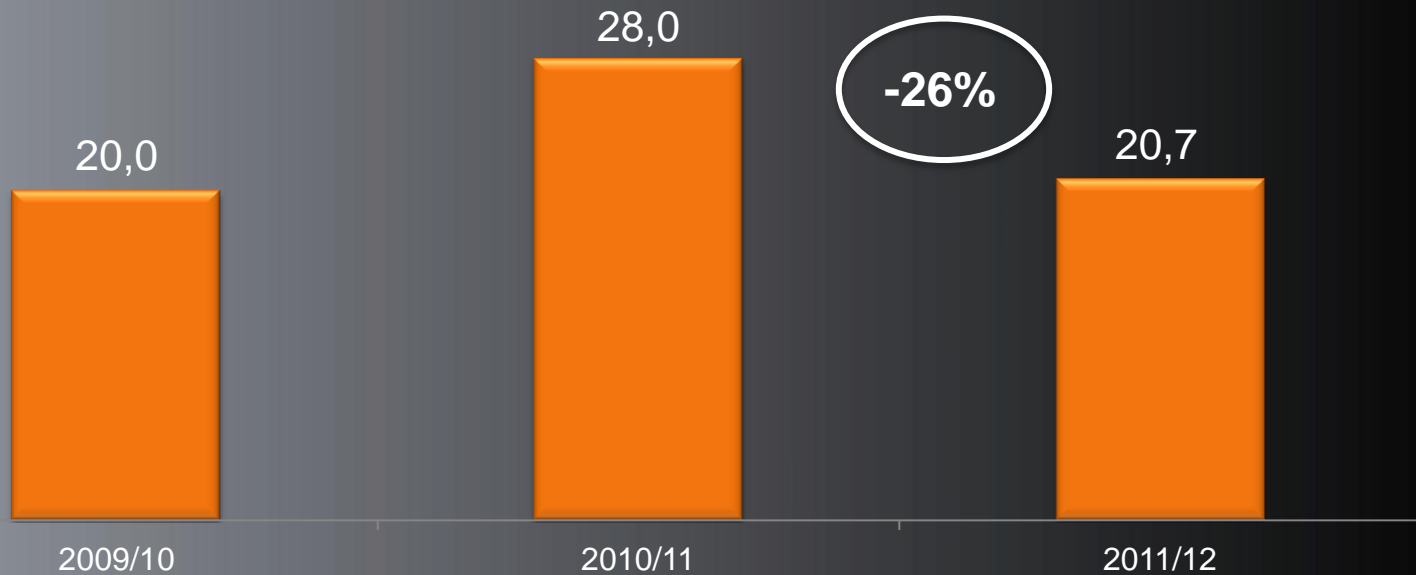
Babá



Player sales value La Liga



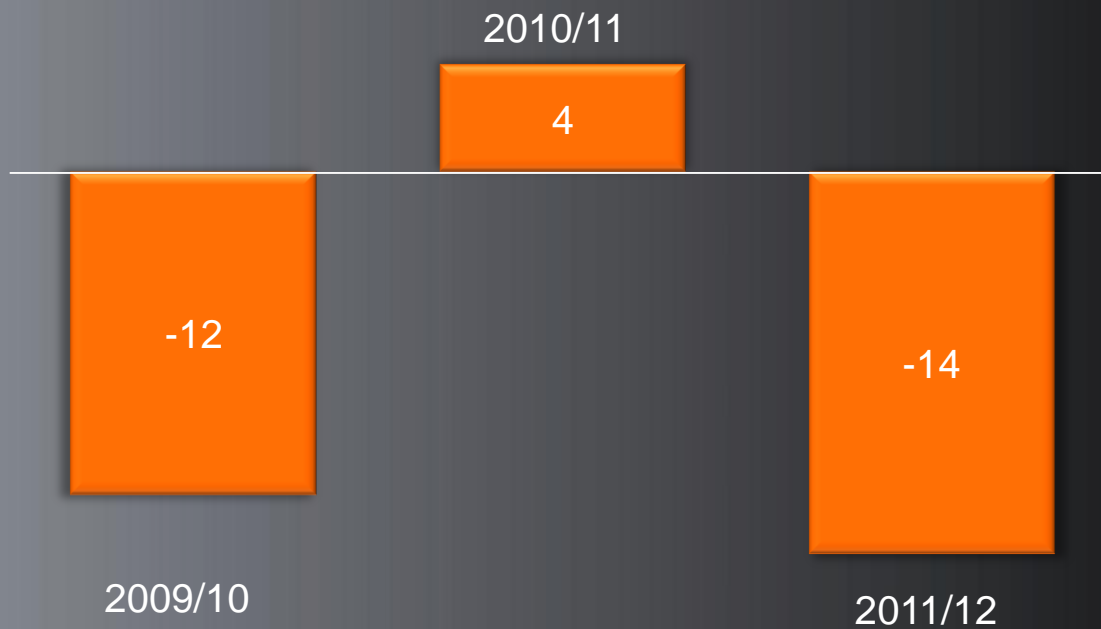
Mio€



Net investment La Liga



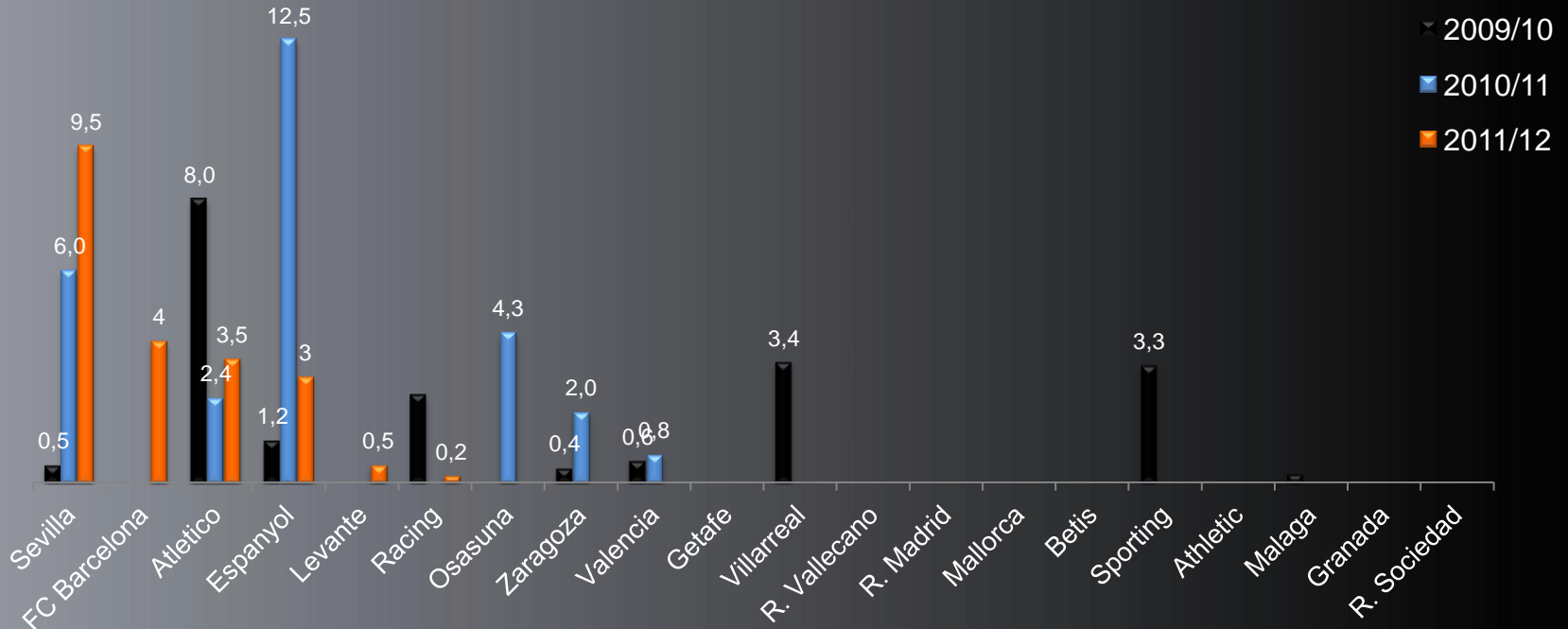
€Mio



Player sales value by team- La Liga



Mio€



Sevilla was also La Liga team with highest income from player sales, thanks to the transfer of Cáceres to Juventus for 9,5mio€.

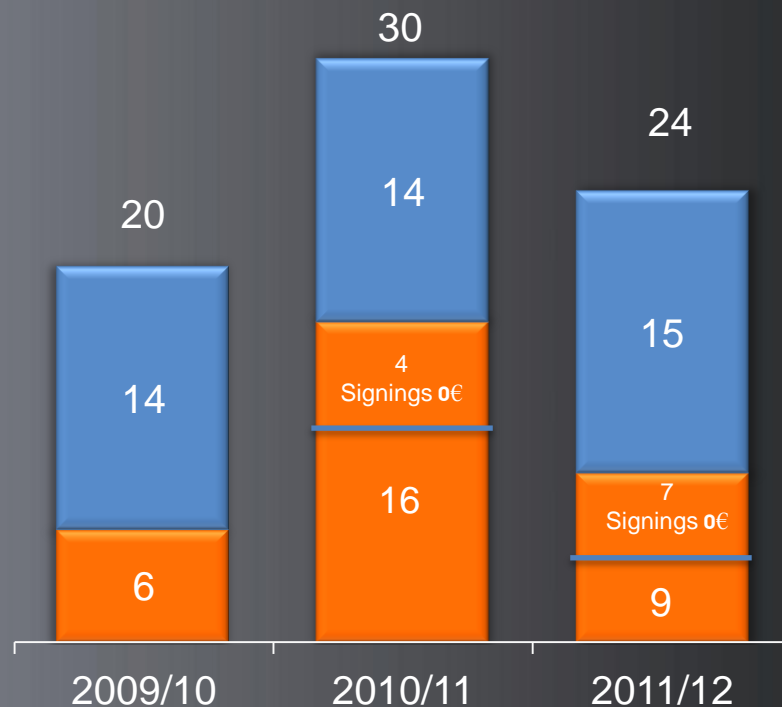
FC Barcelona managed to collect 4mio€ by selling Maxwell and Jonathan Soriano

Number of sign-ups La Liga



Nº of players

Loans
Signings



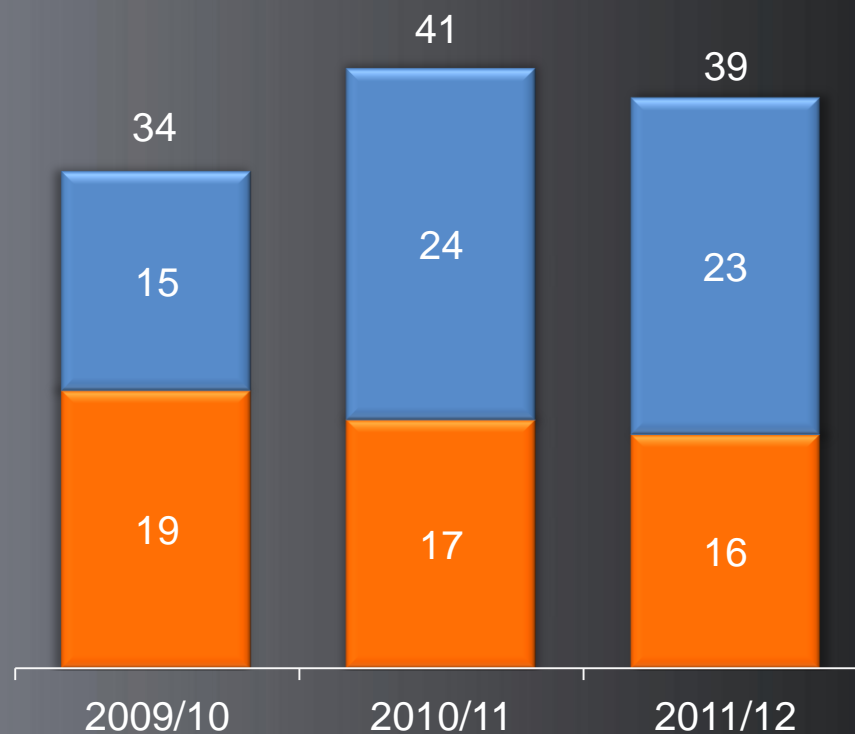
For the third consecutive season, loans and free transfers were the most utilized signing format. Out of 24 player signings that took place in winter, 15 were loans and 7 were free signings

Number of player exits- La Liga



Nº of players

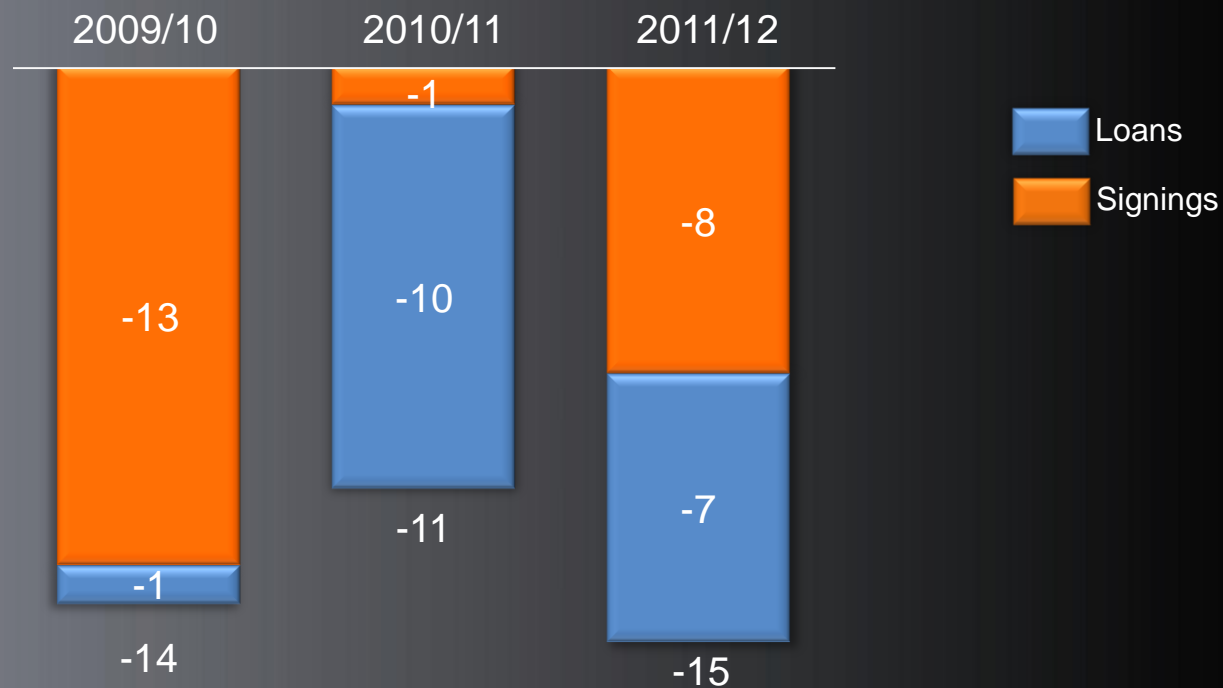
Loans
Signings



Net sign-ups vs exits- La Liga



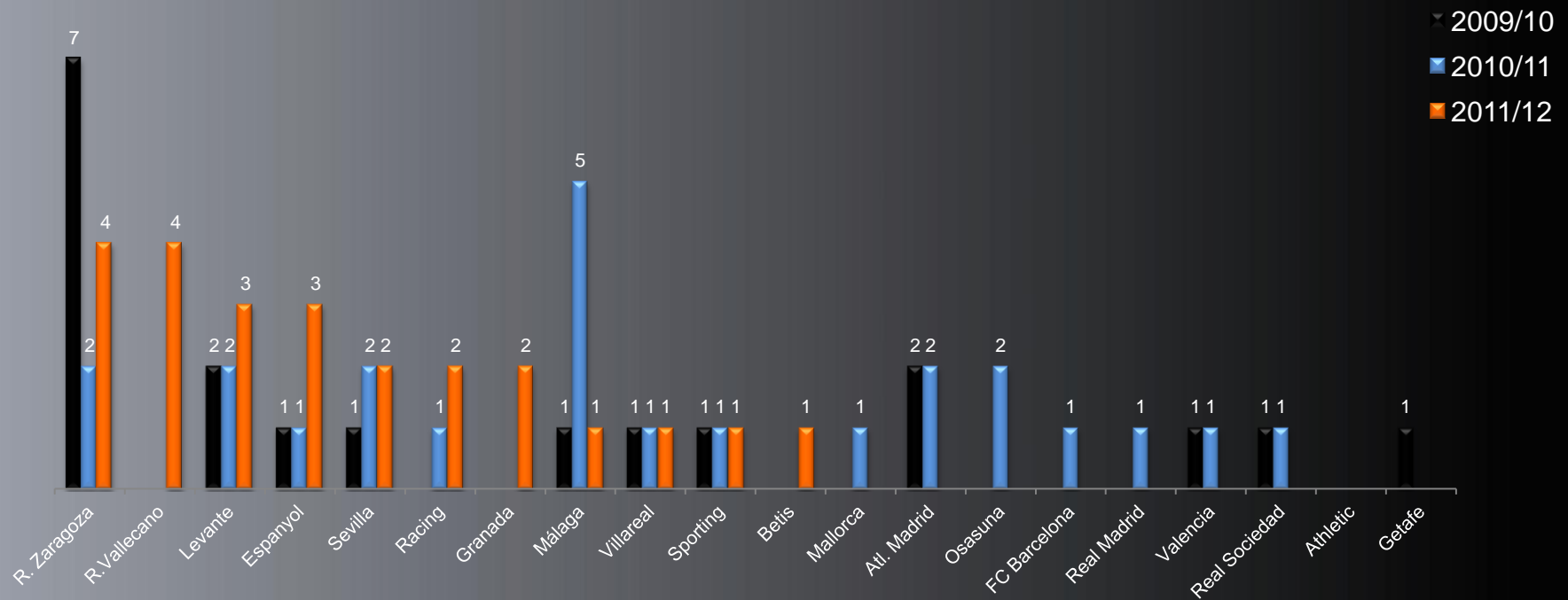
Nº of players



Sign-ups by team- La Liga



Nº of players

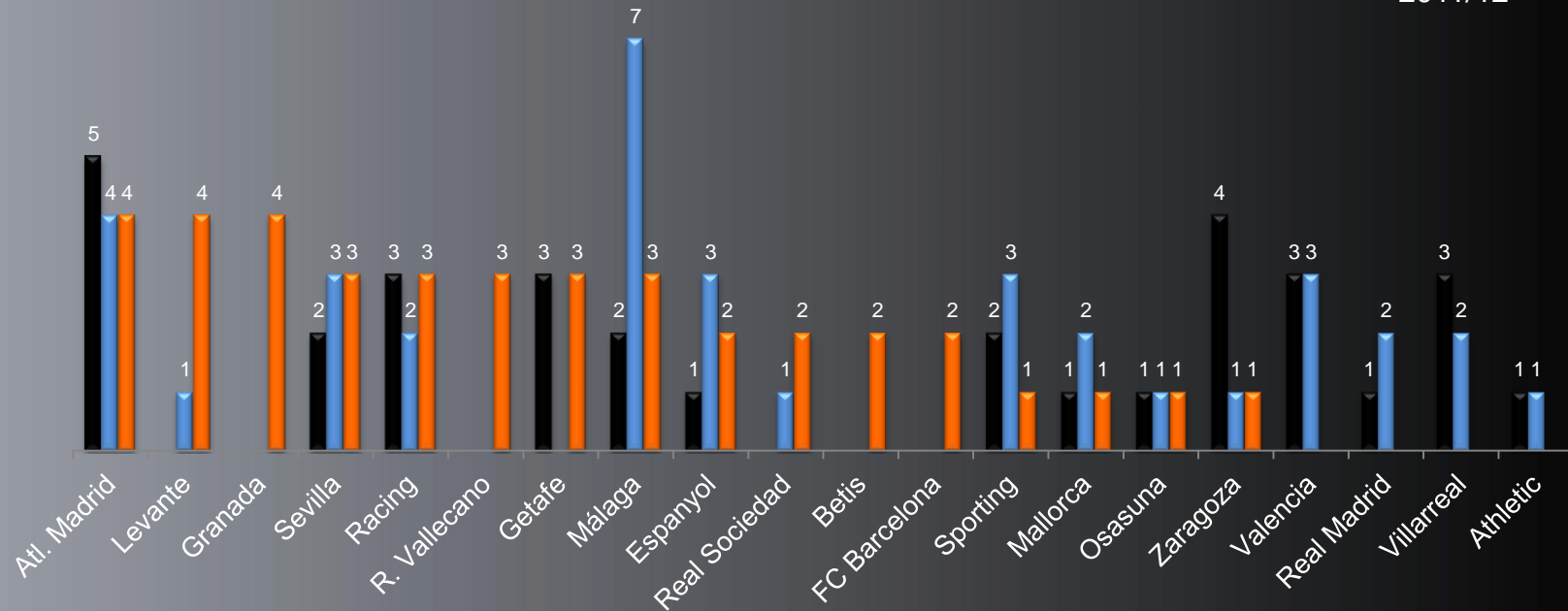


Player exits by team- La Liga



Nº of players

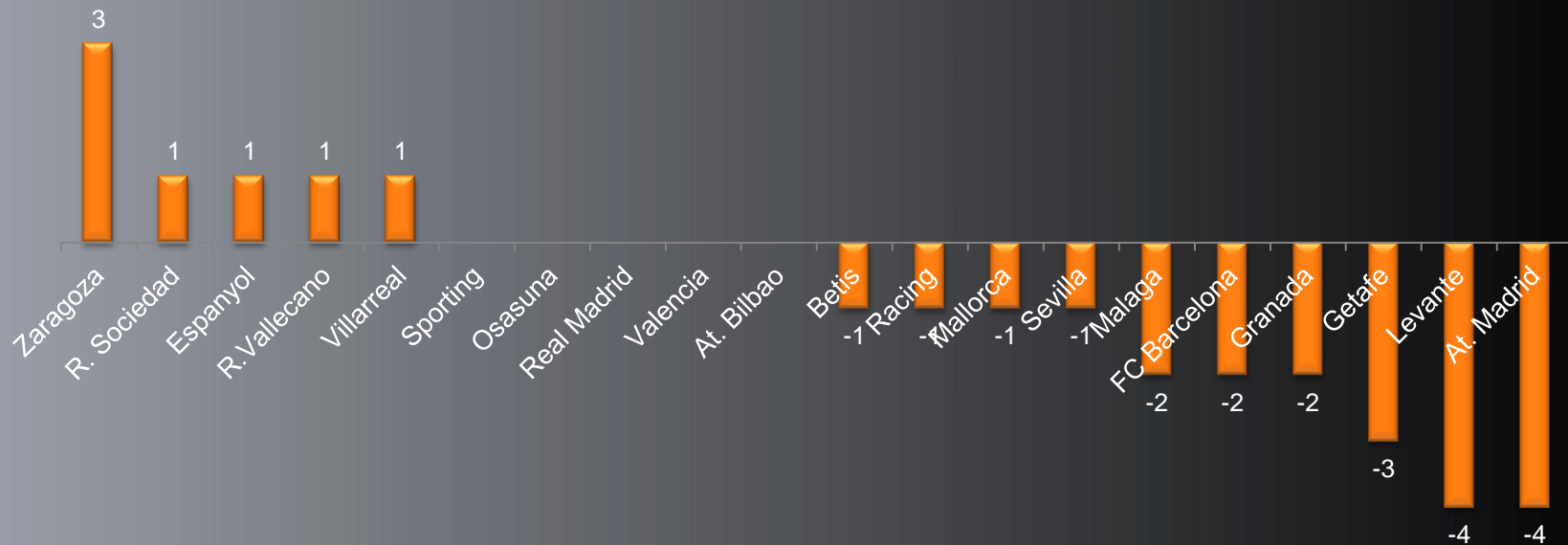
2009/10
2010/11
2011/12



Net sign-ups vs exits by team- La Liga



Nº. of players



Headlines La Liga (1 of 2)



- ✓ Total spending on transfer fees at La Liga experimented at 79% decrease to 6,5mio€
- ✓ Despite significant investment decrease, total amount of the season 2011/12 (including both summer and winter transfer windows) was still 25% up in Spain to 367mio€
- ✓ Sevilla, that spent 6,5mio€ to bring Reyes and Babá, was the only La Liga team having paid transfer fees in January (vs 8 teams in January 2011)
- ✓ Sevilla was also La Liga team with highest income from player sales, thanks to the transfer of Cáceres to Juventus for 9,5mio€. FC Barcelona managed to collect 4mio€ by selling Maxwell and Jonathan Soriano (the highest amount since the transfer of Ronald de Boer to Glasgow Rangers in January 2001)

Headlines La Liga (2 of 2)



- ✓ For the third consecutive season, loans and free transfers were the most utilized signing format. Out of 24 player signings that took place in winter, 15 were loans and 7 were free signings
- ✓ Zaragoza and Rayo Vallecano, each with 4 new players, were the most active teams. Up to 9 clubs –including Real Madrid & FC Barcelona- did not sign any players
- ✓ Real Madrid, Athletic de Bilbao and Valencia were the only teams that did not use winter transfer window at all, neither to buy nor to release players
- ✓ 16 of the 20 La Liga teams took advantage of transfer window to release players



Football Transfer Review 2012, winter market

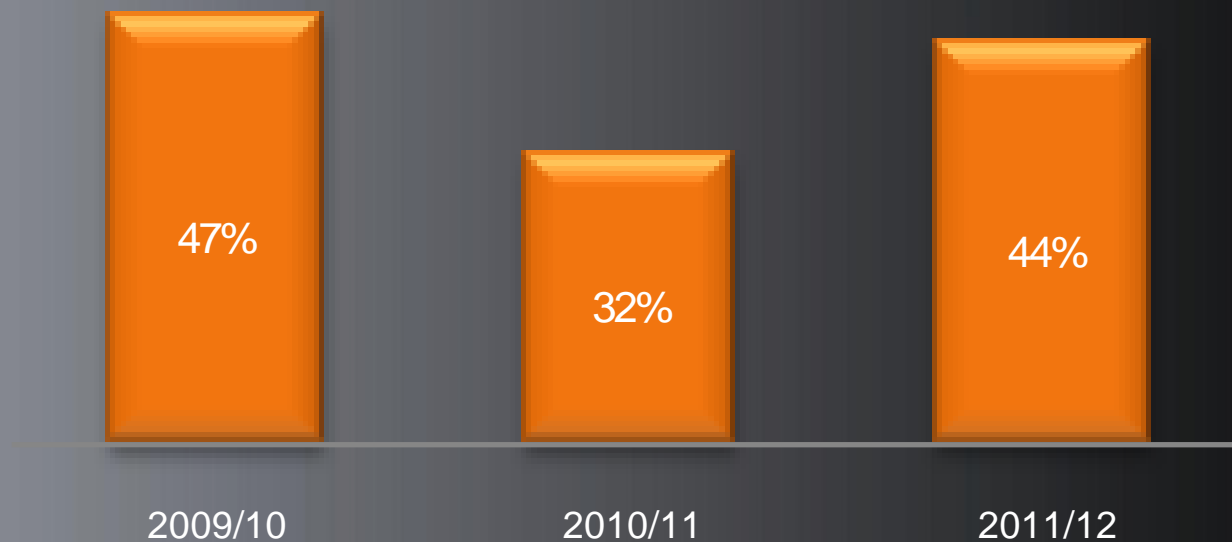


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Participation of players signed in summer- La Liga



%Players

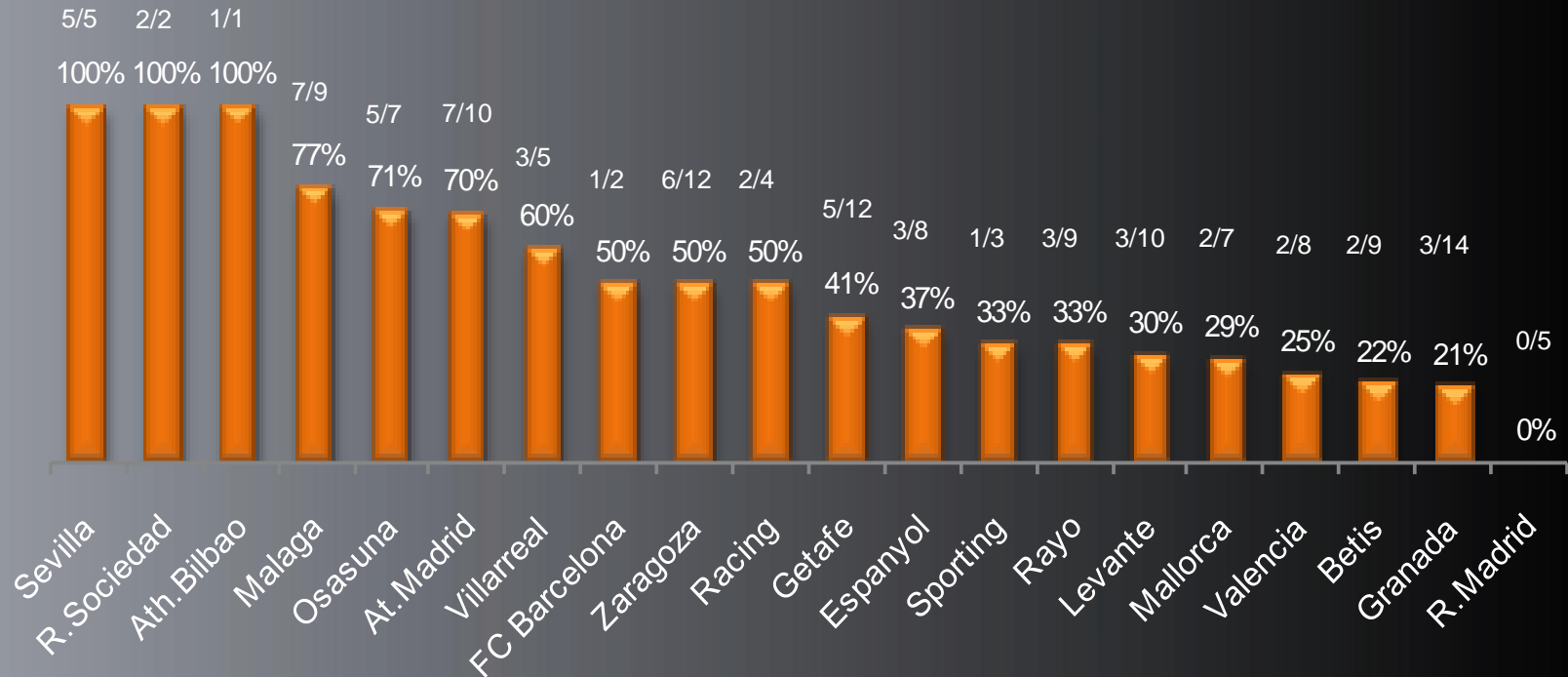


The participation of summer player signings has increased in comparison with previous season, although it continues to be low (only 44% of new players participated in more than half of minutes at first leg of La Liga season)

Ranking usage of new players 2011/12



% players*

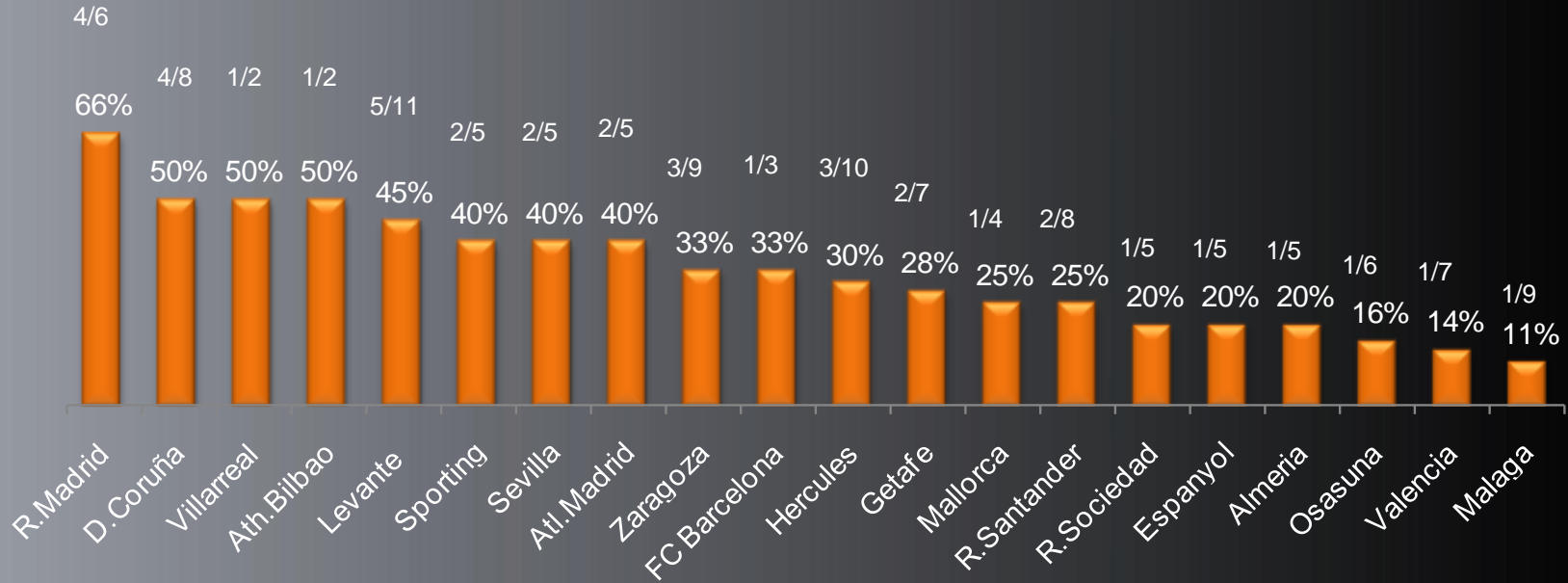


All 5 Sevilla summer signings have played more than half of La Liga minutes.
None of Real Madrid new players can be considered profitable so far

Ranking usage of new players 2010/11



% players*

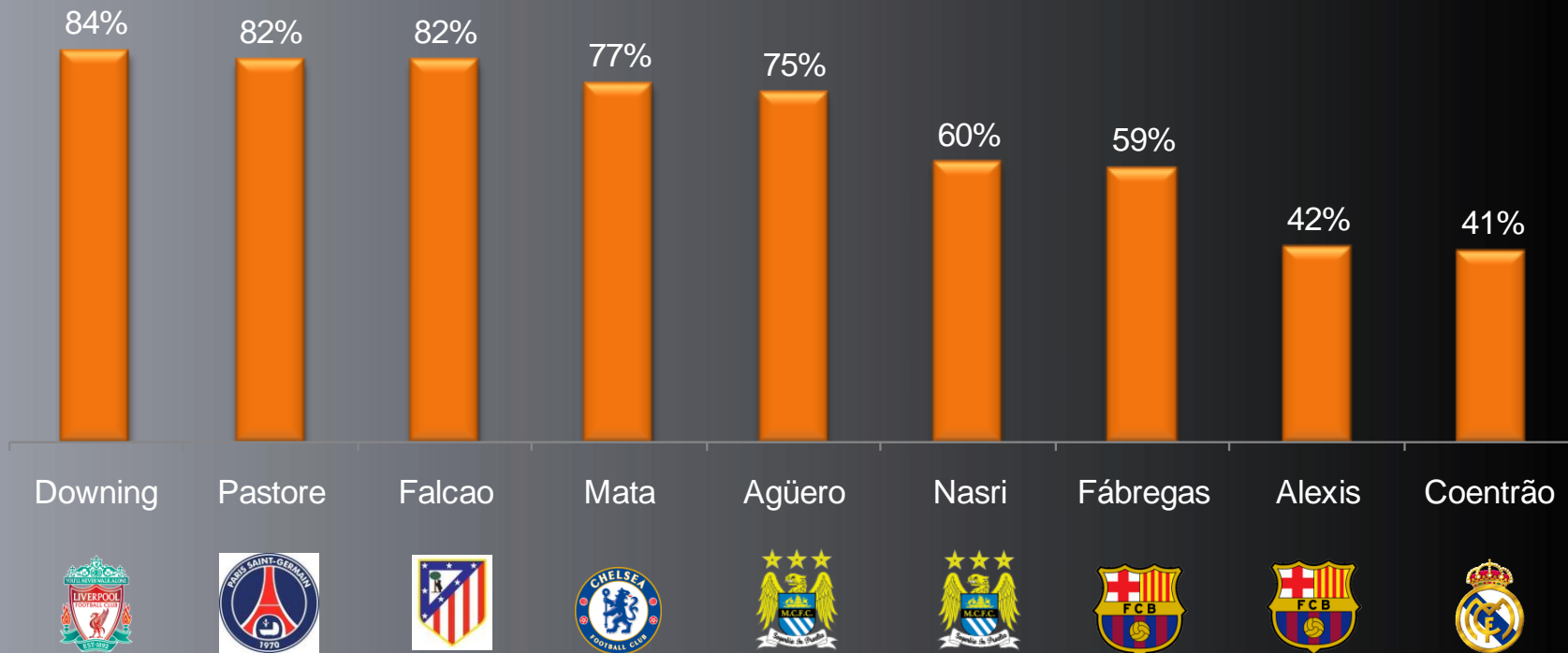


* % jugadores fichados o cedidos en la temporada 2010/11 que juegan la mitad o más de los minutos en liga hasta la jornada 20.



Participation of top 10 European signings 2011/12*

%Minutes

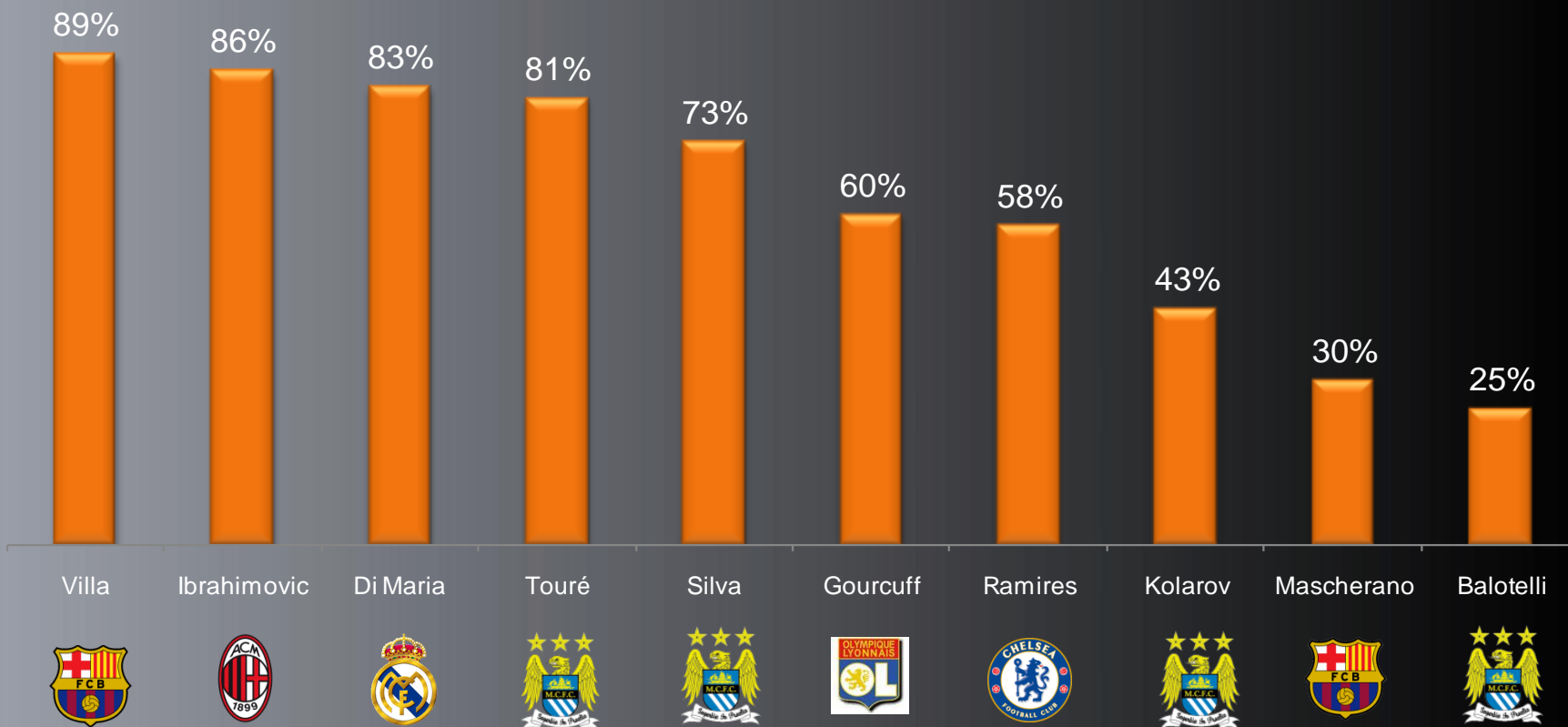


8 out of 10 most expensive summer signings played more than half of minutes.
Alexis & Coentrao were the least used of top 10 of the summer



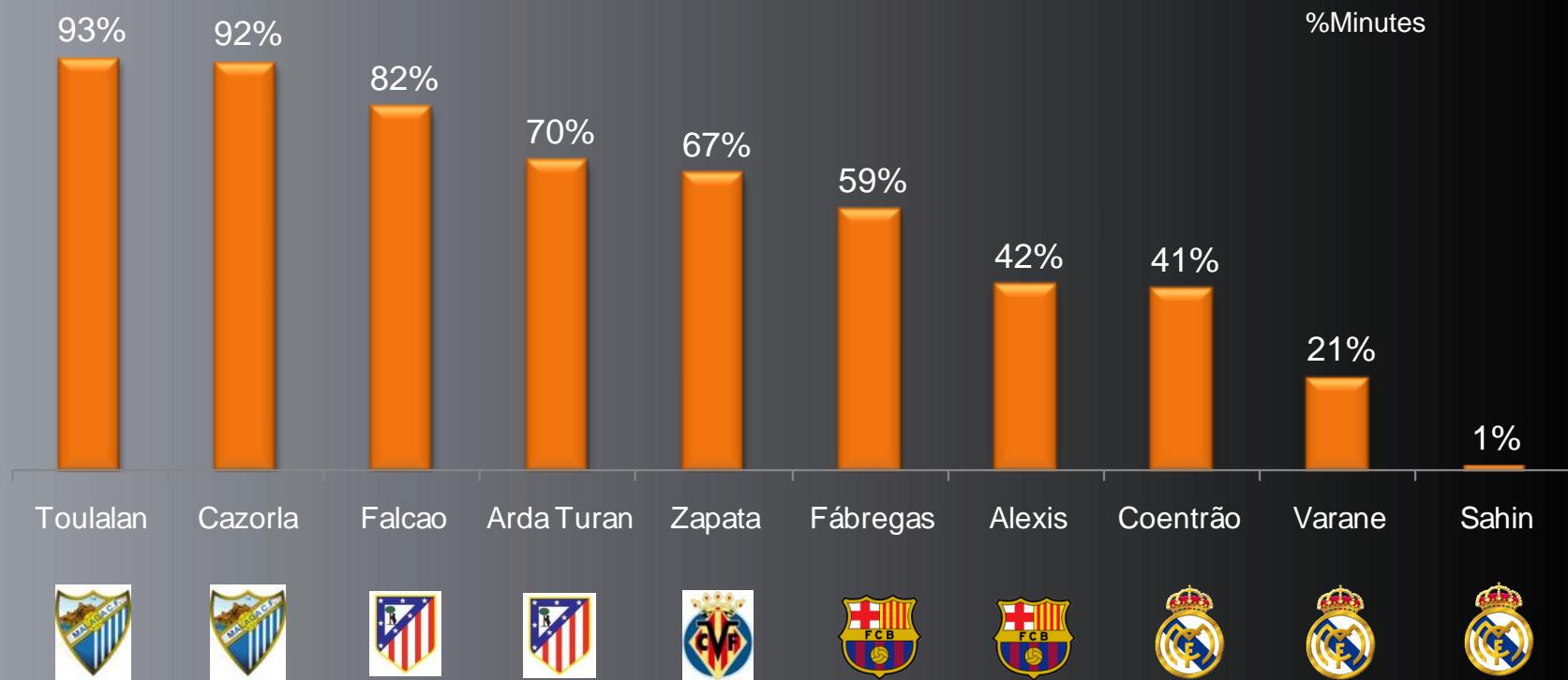
Participation of top 10 European signings 2010/11

%Minutes







Participation of top 10 La Liga signings 2010-11



From top 10 of most expensive signings of the summer, those from Málaga and Atlético Madrid have been the most fielded. On the other side, those from FC Barcelona and especially Real Madrid, have had the lowest participation

Participation signings summer 2011



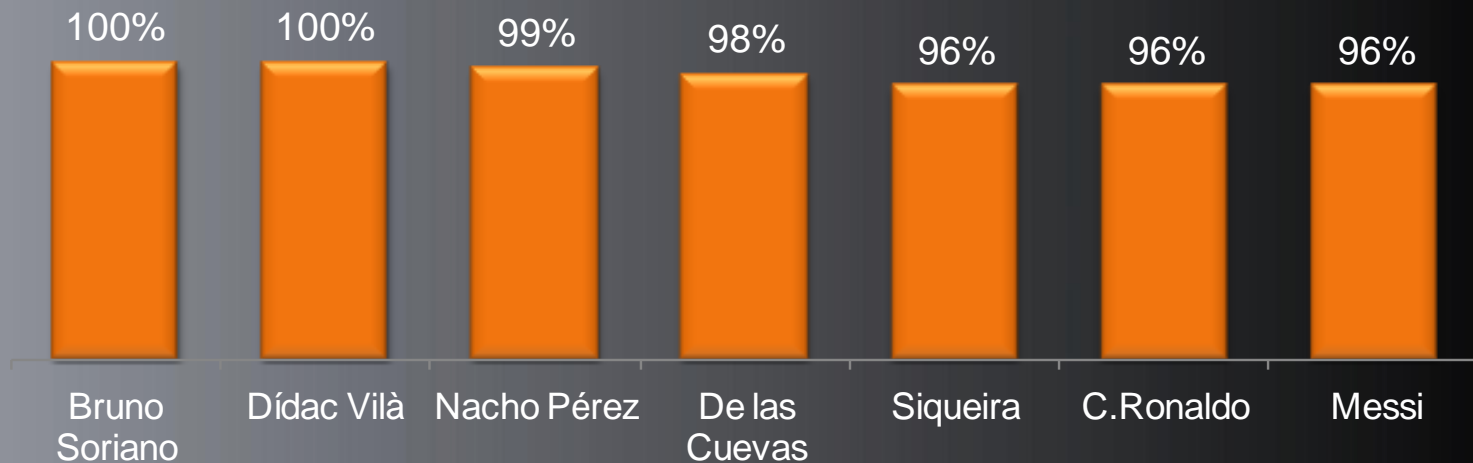
Club	Player	Games played	Minutes played	% Minutes	First eleven	Goals	Cost (Mio€)
	Coentrao	11	703	41%	7	0	30
	Varane	4	360	21%	4	1	10
	Callejón	10	321	18%	3	4	5
	Altintop	3	27	2%	0	1	0
	Sahin	1	24	1%	0	0	10
	Cesc	14	1021	59%	12	9	34
	Alexis	11	723	42%	10	7	26

* minutes played up to La Liga match day #19

Ranking field players with highest participation



% minutes played*



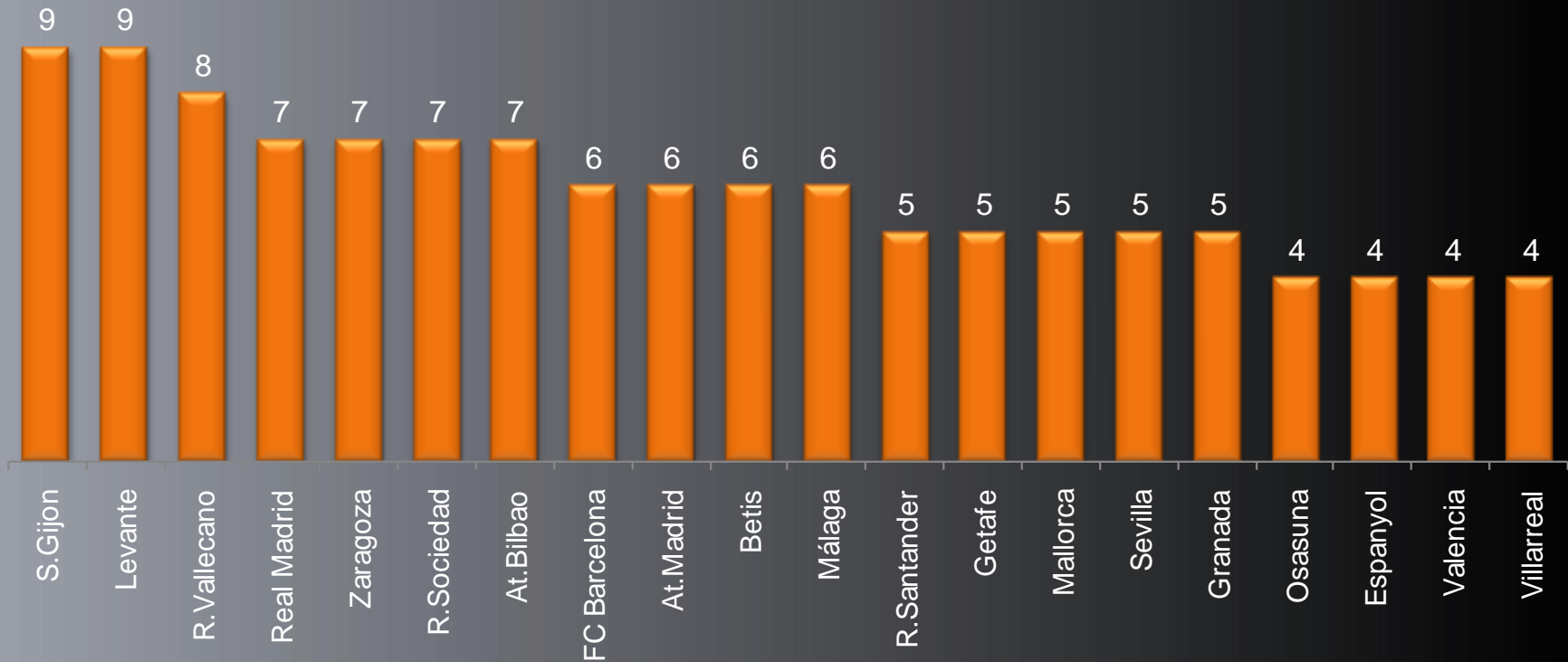
Bruno Soriano is the only field player that has played all minutes both this and previous season.
C. Ronaldo could not complete 100% of minutes of last season but reached remarkable 96% participation rate

* % minutes played up to La Liga match day #19



Ranking teams with highest number of fix players*

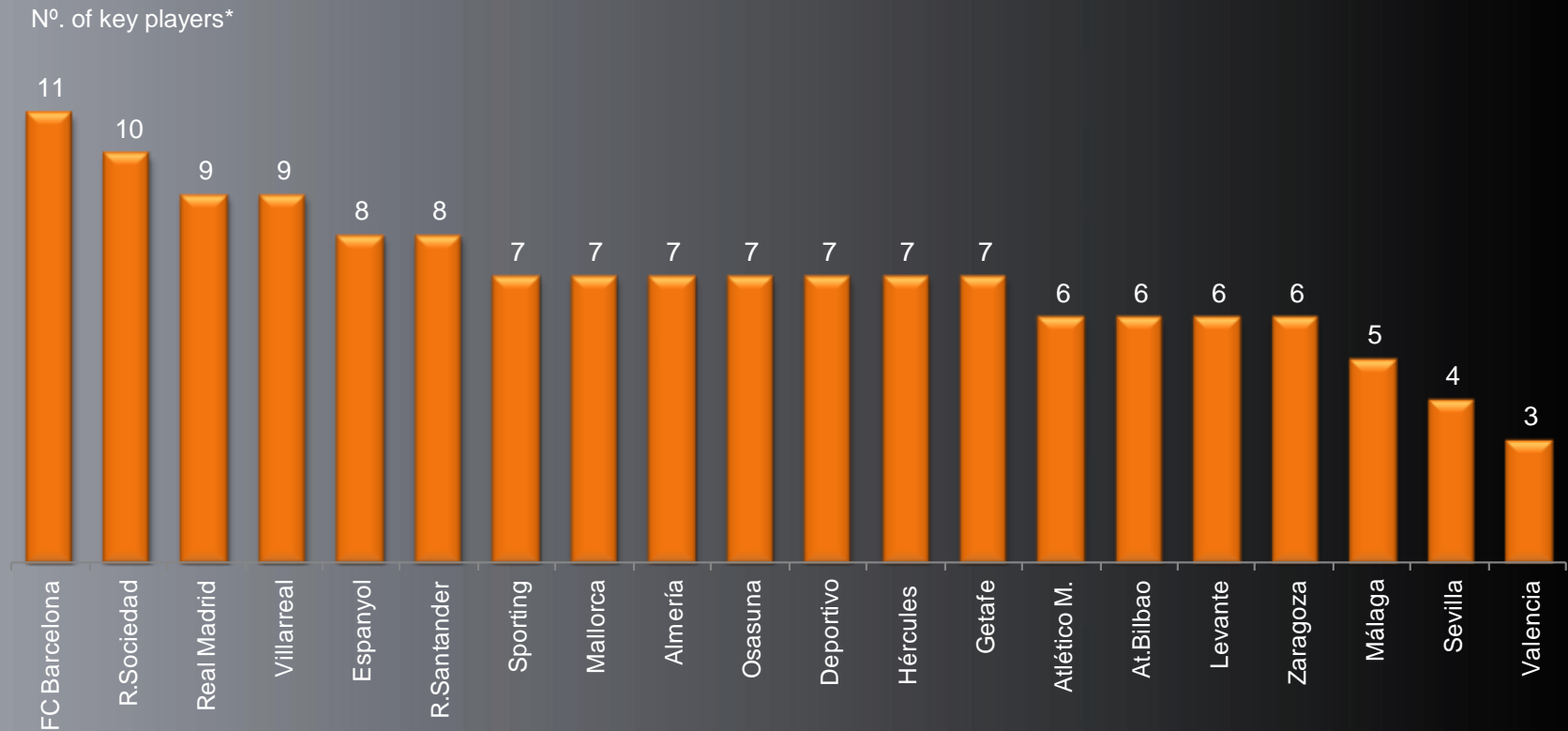
Nº. of key players*



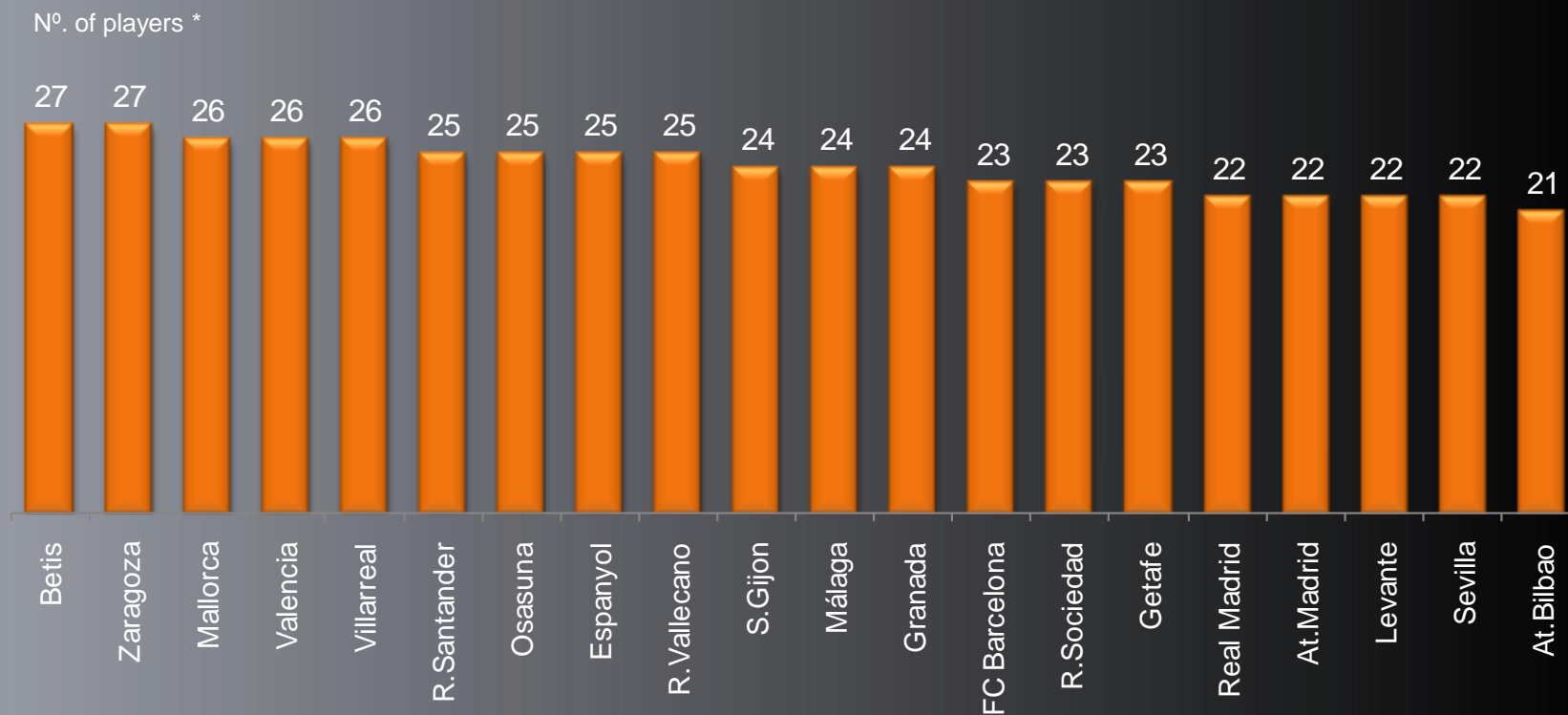
Sporting Gijón and Levante are the teams with highest number of fix players: 9 in each team have played more than 70% of minutes available. On the other extreme, Villarreal, Valencia, Espanyol and Osasuna showed only 4 players with more than 70% minute participation rate

* Fix players: have played more than 70% of minutes until match day 19 of La Liga 2011/12

Ranking teams with highest number of fix players 2010/11



Number of players* fielded by team



* Players that participated with at least 1 minute until match day 19 of La Liga 2011/12

Participation of home grown players by team



FC Barcelona reaches first position in terms of home grown players utilization (15 so far), along with Real Sociedad. Granada and Getafe did not field any home grown players so far in the season

* Home grown players that participated with at least 1 minute in La Liga until 07/02/12

Participation of home grown players Europe



N° of players*



FC Barcelona is the team using more home grown players in Europe too. It has already fielded 15 home grown players so far at 2011/12 La Liga season (+2 vs previous season) and sticks to grass roots players philosophy even when injuries are recurrent

* Home grown players that participated with at least 1 minute in La Liga until 07/02/12
Calculation among top 3 table positions at each of top 5 leagues



Headlines La Liga on going season review (1 of 2)

- ✓ The participation of summer player signings has increased in comparison with previous season, although it continues to be low (only 44% of new players participated in more than half of minutes at first leg of La Liga season)
- ✓ Sevilla is the club with best ratio of signings participation. All 5 new players have played more than half of minutes during first half of La Liga
- ✓ Real Madrid has not used its 5 new players regularly; none of them has participated in more than half of the minutes so far (last season 4 out of 6 signings had played more than 50% of minutes)
- ✓ From top 10 of most expensive signings of the summer, those from Málaga (Toulalan & Cazorla) and Atlético de Madrid (Falcao & Turan) have been the most fielded. On the other side, those from FC Barcelona (Cesc & Alexis) and especially Real Madrid (Coentrao, Varane & Sahin), have had the lowest participation
- ✓ Bruno Soriano is the only field player that has played all the minutes at La Liga both this and previous season. Cristiano Ronaldo could not complete 100% of minutes of last season but reached remarkable 96% participation rate



Headlines La Liga on going season review (2 of 2)

- ✓ Sporting Gijón and Levante are the teams with highest number of fix players: 9 in each team have played more than 70% of minutes available. On the other extreme, Villarreal, Valencia, Espanyol and Osasuna showed only 4 players with more than 70% minute participation rate
- ✓ FC Barcelona, as a result of injuries, moves from 11 fix players last season (more than 70% of minutes) to 6 at current season
- ✓ Zaragoza and Betis were the teams using the highest number of players so far at La Liga (27). Coincidentally, Zaragoza used the lowest number at last season's first half of La Liga (21). The team fielding the lowest number of different players was Athletic Bilbao, where Marcelo Bielsa used only 21 players
- ✓ FC Barcelona reaches first position in terms of home grown players utilization (15 so far), along with Real Sociedad. Granada and Getafe did not field any home grown players so far in the season



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European Football Table 2011/12



1. Top 5 European leagues combined
2. Top scorers







Points achieved: top 10 Europe



	% Points achieved		Total						% of Points	
			Pt	Played	W	D	L	Gf	Ga	
1	Real Madrid		49	19	16	1	2	67	18	85,96
2	M. City		45	19	14	3	2	53	16	78,95
3	M. United		45	19	14	3	2	49	17	78,95
4	FC Barcelona		44	19	13	5	1	59	12	77,19
5	Tottenham		42	19	13	3	3	37	20	73,68
6	B. Munich		37	17	12	1	4	43	10	72,55
7	Juventus		41	19	11	8	0	31	12	71,93
8	PSG		40	19	12	4	3	31	17	70,18
9	Milan		40	19	12	4	3	40	17	70,18
10	Udinese		38	19	11	5	3	28	14	66,67

Points achieved: worst 10



	% Points achieved		Total						% of Points	
			Pt	Played	W	D	L	Gf	Ga	
89	Augsburg		15	17	3	6	8	15	28	29,41
90	Ajaccio		15	19	3	6	10	20	36	26,32
91	Wigan		15	19	3	6	10	17	37	26,32
92	Cesena		15	19	4	3	12	13	30	26,32
93	Freiburg		13	17	3	4	10	21	39	25,49
94	Blackburn		14	19	3	5	11	28	41	24,56
95	Bolton		13	19	4	1	14	23	42	22,81
96	Lecce		13	19	3	4	12	20	36	22,81
97	Novara		12	19	2	6	11	18	38	21,05
98	Zaragoza		12	19	2	6	11	14	33	21,05

Points achieved at home: top 10



	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	M. City		27	9	9	0	0	28	4	100,00
2	FC Barcelona		28	10	9	1	0	43	2	93,33
3	Udinese		28	10	9	1	0	20	4	93,33
4	Real Madrid		24	9	8	0	1	38	12	88,89
5	W. Bremen		21	8	7	0	1	20	9	87,50
6	Montpellier		22	9	7	1	1	21	8	81,48
7	O. Lyon		22	9	7	1	1	19	9	81,48
8	Tottenham		22	9	7	1	1	19	8	81,48
9	Dortmund		19	8	6	1	1	23	5	79,17
10	Juventus		21	9	6	3	0	19	6	77,78









Points achieved at home: worst 10

	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
89	Zaragoza		9	9	2	3	4	7	13	33,33
90	Cesena		9	9	2	3	4	8	9	33,33
91	Freiburg		8	9	2	2	5	11	14	29,63
92	Ajaccio		8	9	2	2	5	11	17	29,63
93	WBA		8	10	2	2	6	7	12	26,67
94	QPR		7	9	1	4	4	8	15	25,93
95	Wigan		7	9	1	4	4	9	16	25,93
96	Blackburn		6	9	2	0	7	12	19	22,22
97	Bolton		4	10	1	1	8	11	24	13,33
98	Lecce		2	9	0	2	7	9	18	7,41

Points achieved away: Top 10



	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	M. United		23	9	7	2	0	19	3	85,19
2	Real Madrid		25	10	8	1	1	29	6	83,33
3	Tottenham		20	10	6	2	2	18	12	66,67
4	AC Milan		20	10	6	2	2	19	12	66,67
5	Juventus		20	10	5	5	0	12	6	66,67
6	PSG		18	9	5	3	1	15	9	66,67
7	B. Munich		16	8	5	1	2	13	7	66,67
8	Lazio		17	9	5	2	2	15	12	62,96
9	Lille		17	9	4	5	0	13	7	62,96
10	M. City		18	10	5	3	2	25	12	60,00

Points achieved away: worst 10



	% Points achieved		Total						% of Points	
			Pt	Played	W	D	L	Gf	Ga	
89	Siena		4	9	0	4	5	4	12	14,81
90	Wolfsburg		4	9	1	1	7	9	25	14,81
91	Auxerre		4	9	0	4	5	8	15	14,81
92	Swansea		3	9	0	3	6	6	19	11,11
93	Zaragoza		3	10	0	3	7	7	20	10,00
94	Villarreal		3	10	0	3	7	3	18	10,00
95	Palermo		3	10	0	3	7	2	14	10,00
96	Novara		2	9	0	2	7	6	19	7,41
97	Niza		2	9	0	2	7	7	15	7,41
98	Valenciennes		2	10	0	2	8	5	17	6,67

Average goals scored: Top 10



	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	Real Madrid		49	19	16	1	2	67	18	3,53
2	Barcelona		44	19	13	5	1	59	12	3,11
3	M. City		45	19	14	3	2	53	16	2,79
4	M. United		45	19	14	3	2	49	17	2,58
5	B. Munich		37	17	12	1	4	43	10	2,53
6	Schalke 04		34	17	11	1	5	38	22	2,24
7	AC Milan		40	19	12	4	3	40	17	2,11
8	Dortmund		34	17	10	4	3	35	12	2,06
9	Montpellier		37	19	11	4	4	39	23	2,05
10	Tottenham		42	19	13	3	3	37	20	1,95







Average goals scored: worst 10



	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
89	Nancy		18	19	4	6	9	17	26	0,89
90	Wigan		15	19	3	6	10	17	37	0,89
91	Augsburg		15	17	3	6	8	15	28	0,88
92	Chievo		24	19	6	6	7	16	22	0,84
93	Cagliari		23	19	5	8	6	16	18	0,84
94	Racing		20	19	4	8	7	15	23	0,79
95	Kaiserslautern		16	17	3	7	7	13	21	0,76
96	Zaragoza		12	19	2	6	11	14	33	0,74
97	Cesena		15	19	4	3	12	13	30	0,68
98	Granada		19	19	5	4	10	12	26	0,63

Average goals scored at home: top 10



	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona		28	10	9	1	0	43	2	4,30
2	R. Madrid		24	9	8	0	1	38	12	4,22
3	B. München		21	9	7	0	2	30	3	3,33
4	M. City		27	9	9	0	0	28	4	3,11
5	M. United		22	10	7	1	2	30	14	3,00
6	Schalke 04		21	9	7	0	2	26	9	2,89
7	Dortmund		19	8	6	1	1	23	5	2,88
8	W. Bremen		21	8	7	0	1	20	9	2,50
9	Palermo		21	9	7	0	2	22	13	2,44
10	AC Milan		20	9	6	2	1	21	5	2,33

Average goals scored at home: worst 10



	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
89	S. Gijón		11	10	3	2	5	9	12	0,90
90	Cesena		9	9	2	3	4	8	9	0,89
91	QPR		7	9	1	4	4	8	15	0,89
92	Kaiserslautern		9	8	2	3	3	7	11	0,88
93	Granada		13	10	3	4	3	8	8	0,80
94	R. Sociedad		10	9	2	4	3	7	11	0,78
95	Zaragoza		9	9	2	3	4	7	13	0,78
96	WBA		8	10	2	2	6	7	12	0,70
97	Racing		13	10	3	4	3	6	7	0,60
98	Cagliari		12	10	2	6	2	6	7	0,60

Average goals scored away: Top 10



	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	R. Madrid		25	10	8	1	1	29	6	2,90
2	M. City		18	10	5	3	2	25	12	2,50
3	M. United		23	9	7	2	0	19	3	2,11
4	Arsenal		13	9	4	1	4	19	20	2,11
5	AC Milan		20	10	6	2	2	19	12	1,90
6	Tottenham		20	10	6	2	2	18	12	1,80
7	Montpellier		15	10	4	3	3	18	15	1,80
8	FC Barcelona		16	9	4	4	1	16	10	1,78
9	Lazio		17	9	5	2	2	15	12	1,67
10	PSG		18	9	5	3	1	15	9	1,67

Average goals scored away: worst 10



	Average goals favor		Total						Avge Gf	
			Pt	Played	W	D	L	Gf	Ga	
89	Sevilla		9	9	1	6	2	5	6	0,56
90	Parma		5	9	1	2	6	5	20	0,56
91	Cesena		6	10	2	0	8	5	21	0,50
92	Valenciennes		2	10	0	2	8	5	17	0,50
93	Granada		6	9	2	0	7	4	18	0,44
94	Siena		4	9	0	4	5	4	12	0,44
95	Fiorentina		7	10	1	4	5	4	9	0,40
96	Brest		6	10	0	6	4	4	9	0,40
97	Villarreal		3	10	0	3	7	3	18	0,30
98	Palermo		3	10	0	3	7	2	14	0,20

Average goals conceded: Top 10



	Average goals against		Pt	Played	Total					Avge Gf
					W	D	L	Gf	Ga	
1	B. Munich		37	17	12	1	4	43	10	0,59
2	FC Barcelona		44	19	13	5	1	59	12	0,63
3	Juventus		41	19	11	8	0	31	12	0,63
4	Borussia M.		33	17	10	3	4	25	11	0,65
5	Dortmund		34	17	10	4	3	35	12	0,71
6	Udinese		38	19	11	5	3	28	14	0,74
7	Liverpool		34	19	9	7	3	24	15	0,79
8	M. City		45	19	14	3	2	53	16	0,84
9	Fiorentina		22	19	5	7	7	18	16	0,84
10	PSG		40	19	12	4	3	31	17	0,89

Average goals conceded: worst 10



	Average goals against		Pt	Played	Total					Avge Gf
					W	D	L	Gf	Ga	
89	Sochaux		18	19	4	6	9	21	34	1,79
90	Dijon		19	19	5	4	10	20	35	1,84
91	Ajaccio		15	19	3	6	10	20	36	1,89
92	Lecce		13	19	3	4	12	20	36	1,89
93	Wigan		15	19	3	6	10	17	37	1,95
94	Novara		12	19	2	6	11	18	38	2,00
95	Köln		21	17	6	3	8	27	35	2,06
96	Blackburn		14	19	3	5	11	28	41	2,16
97	Bolton		13	19	4	1	14	23	42	2,21
98	Freiburg		13	17	3	4	10	21	39	2,29

Average goals conceded at home: Top 10



	Average goals against		Total						Avge Ga	
			Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona		28	10	9	1	0	43	2	0,20
2	B. Munich		21	9	7	0	2	30	3	0,33
3	Udinese		28	10	9	1	0	20	4	0,40
4	Lorient		19	10	5	4	1	12	4	0,40
5	Swansea		17	10	4	5	1	12	4	0,40
6	M. City		27	9	9	0	0	28	4	0,44
7	Valenciennes		18	9	5	3	1	13	4	0,44
8	Chievo Verona		18	9	5	3	1	9	4	0,44
9	O. Marseille		19	10	5	4	1	14	5	0,50
10	AC Milan		20	9	6	2	1	21	5	0,56

Average goals conceded at home: worst 10



	Average goals against		Total							Avge Ga
			Pt	Played	W	D	L	Gf	Ga	
89	Chelsea 		19	10	6	1	3	23	16	1,60
90	Wolves 		11	9	3	2	4	13	15	1,67
91	QPR 		7	9	1	4	4	8	15	1,67
92	Wigan 		7	9	1	4	4	9	16	1,78
93	Sochaux 		11	10	3	2	5	13	18	1,80
94	Mainz 05 		10	9	3	1	5	12	17	1,89
95	Ajaccio 		8	9	2	2	5	11	17	1,89
96	Lecce 		2	9	0	2	7	9	18	2,00
97	Blackburn 		6	9	2	0	7	12	19	2,11
98	Bolton 		4	10	1	1	8	11	24	2,40


Average goals conceded away: Top 10



	Average goals against		Total							Avge Ga
			Pt	Played	W	D	L	Gf	Ga	
1	M. United 		23	9	7	2	0	19	3	0,33
2	Real Madrid 		25	10	8	1	1	29	6	0,60
3	Juventus 		20	10	5	5	0	12	6	0,60
4	Borussia M. 		12	8	4	0	4	7	5	0,63
5	Sevilla 		9	9	1	6	2	5	6	0,67
6	Liverpool 		16	9	5	1	3	10	7	0,78
7	Dortmund 		15	9	4	3	2	12	7	0,78
8	Lille 		17	9	4	5	0	13	7	0,78
9	B. Munich 		16	8	5	1	2	13	7	0,88
10	Chelsea 		15	9	4	3	2	14	8	0,89

Average goals conceded away: worst 10



	Average goals against		Pt	Played	Total					Avge Ga
					W	D	L	Gf	Ga	
89	Arsenal		13	9	4	1	4	19	20	2,22
90	At. Madrid		5	9	1	2	6	9	20	2,22
91	Parma		5	9	1	2	6	5	20	2,22
92	S. Gijón		7	9	2	1	6	9	21	2,33
93	W.Bremen		8	9	2	2	5	10	22	2,44
94	Genova		7	10	2	1	7	12	25	2,50
95	Osasuna		8	9	1	5	3	8	23	2,56
96	Wolfsburg		4	9	1	1	7	9	25	2,78
97	Köln		7	8	2	1	5	13	25	3,13
98	Freiburg		5	8	1	2	5	10	25	3,13

Goal difference: Top 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
1	Real Madrid		49	19	16	1	2	67	18	49
2	FC Barcelona		44	19	13	5	1	59	12	47
3	M. City		45	19	14	3	2	53	16	37
4	B. Munich		37	17	12	1	4	43	10	33
5	M. United		45	19	14	3	2	49	17	32
6	Dortmund		34	17	10	4	3	35	12	23
7	AC Milan		40	19	12	4	3	40	17	23
8	Juventus		41	19	11	8	0	31	12	19
9	Tottenham		42	19	13	3	3	37	20	17
10	Montpellier		37	19	11	4	4	39	23	16

Goal difference: worst 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
89	Dijon		19	19	5	4	10	20	35	-15
90	QPR		17	19	4	5	10	18	33	-15
91	Ajaccio		15	19	3	6	10	20	36	-16
92	Lecce		13	19	3	4	12	20	36	-16
93	Cesena		15	19	4	3	12	13	30	-17
94	Freiburg		13	17	3	4	10	21	39	-18
95	Bolton		13	19	4	1	14	23	42	-19
96	Zaragoza		12	19	2	6	11	14	33	-19
97	Wigan		15	19	3	6	10	17	37	-20
98	Novara		12	19	2	6	11	18	38	-20

Goal difference at home: Top 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
1	FC Barcelona		28	10	9	1	0	43	2	41
2	B. Munich		21	9	7	0	2	30	3	27
3	Real Madrid		24	9	8	0	1	38	12	26
4	M. City		27	9	9	0	0	28	4	24
5	Dortmund		19	8	6	1	1	23	5	18
6	Schalke 04		21	9	7	0	2	26	9	17
7	Udinese		28	10	9	1	0	20	4	16
8	AC Milan		20	9	6	2	1	21	5	16
9	M. United		22	10	7	1	2	30	14	16
10	At. Madrid		21	10	6	3	1	21	7	14

Goal difference at home: worst 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
89	Mainz 05		10	9	3	1	5	12	17	-5
90	Sochaux		11	10	3	2	5	13	18	-5
91	WBA		8	10	2	2	6	7	12	-5
92	Zaragoza		9	9	2	3	4	7	13	-6
93	Ajaccio		8	9	2	2	5	11	17	-6
94	QPR		7	9	1	4	4	8	15	-7
95	Wigan		7	9	1	4	4	9	16	-7
96	Blackburn		6	9	2	0	7	12	19	-7
97	Lecce		2	9	0	2	7	9	18	-9
98	Bolton		4	10	1	1	8	11	24	-13

Goal difference away: Top 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
1	Real Madrid		25	10	8	1	1	29	6	23
2	M. United		23	9	7	2	0	19	3	16
3	M. City		18	10	5	3	2	25	12	13
4	AC Milan		20	10	6	2	2	19	12	7
5	Tottenham		20	10	6	2	2	18	12	6
6	Chelsea		15	9	4	3	2	14	8	6
7	FC Barcelona		16	9	4	4	1	16	10	6
8	Juventus		20	10	5	5	0	12	6	6
9	B. Munich		16	8	5	1	2	13	7	6
10	PSG		18	9	5	3	1	15	9	6

Goal difference away: worst 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
89	Genoa		7	10	2	1	7	12	25	-13
90	Novara		2	9	0	2	7	6	19	-13
91	Dijon		8	10	2	2	6	9	22	-13
92	Granada		6	9	2	0	7	4	18	-14
93	Osasuna		8	9	1	5	3	8	23	-15
94	Villarreal		3	10	0	3	7	3	18	-15
95	Parma		5	9	1	2	6	5	20	-15
96	Freiburg		5	8	1	2	5	10	25	-15
97	Cesena		6	10	2	0	8	5	21	-16
98	Wolfsburg		4	9	1	1	7	9	25	-16






Goal profitability: Top 10



	Goal profitability		Pt	Played	Total					Goal prof
					W	D	L	Gf	Ga	
1	Granada		19	19	5	4	10	12	26	1,58
2	Toulouse		31	19	8	7	4	20	17	1,55
3	Chievo		24	19	6	6	7	16	22	1,50
4	Cagliari		23	19	5	8	6	16	18	1,44
5	Liverpool		34	19	9	7	3	24	15	1,42
6	Udinese		38	19	11	5	3	28	14	1,36
7	Lorient		24	19	6	6	7	18	21	1,33
8	Espanyol		28	19	8	4	7	21	21	1,33
9	Racing		20	19	4	8	7	15	23	1,33
10	Juventus		41	19	11	8	0	31	12	1,32



Position repeat 2011-12 vs 2010-11

Repeat index					
Top 1	0,0	0,0	0,0	0,0	0,0
Top 2	100,0	100,0	50,0	50,0	50,0
Top 3	66,6	66,6	33,3	33,3	66,6
Top 4	75,0	75,0	25,0	25,0	75,0
Top 5	80,0	100,0	20,0	40,0	80,0
Top 6	66,6	83,3	33,3	50,0	83,3

For the first time in years all the teams at the top of each league table are different from previous season. La Liga is the only competition which has had the same 2 teams (FC Barcelona & Real Madrid) at top 2 positions for 4 consecutive seasons

Points needed for a Champions League spot



	La Liga Table	Total							% of Pt
		P _T	PL	W	D	L	G _f	G _a	
1	Real Madrid	49	19	16	1	2	67	18	85,96
2	Barcelona	44	19	13	5	1	59	12	77,19
3	Valencia	35	19	10	5	4	29	20	61,40
4	Levante	31	19	9	4	6	25	22	54,39



	Bundesliga Table	Total							% of Pt
		P _T	PL	W	D	L	G _f	G _a	
1	B. Munich	37	17	12	1	4	43	10	72,55
2	Dortmund	34	17	10	4	3	35	12	66,67
3	Schalke 04	34	17	11	1	5	38	22	66,67
4	Borussia M.	33	17	10	3	4	25	11	64,71



	Premier Table	Total							% of Pt
		P _T	PL	W	D	L	G _f	G _a	
1	M. City	45	19	14	3	2	53	16	78,95
2	M. United	45	19	14	3	2	49	17	78,95
3	Tottenham	42	19	13	3	3	37	20	73,68
4	Arsenal	36	19	11	3	5	35	26	63,16



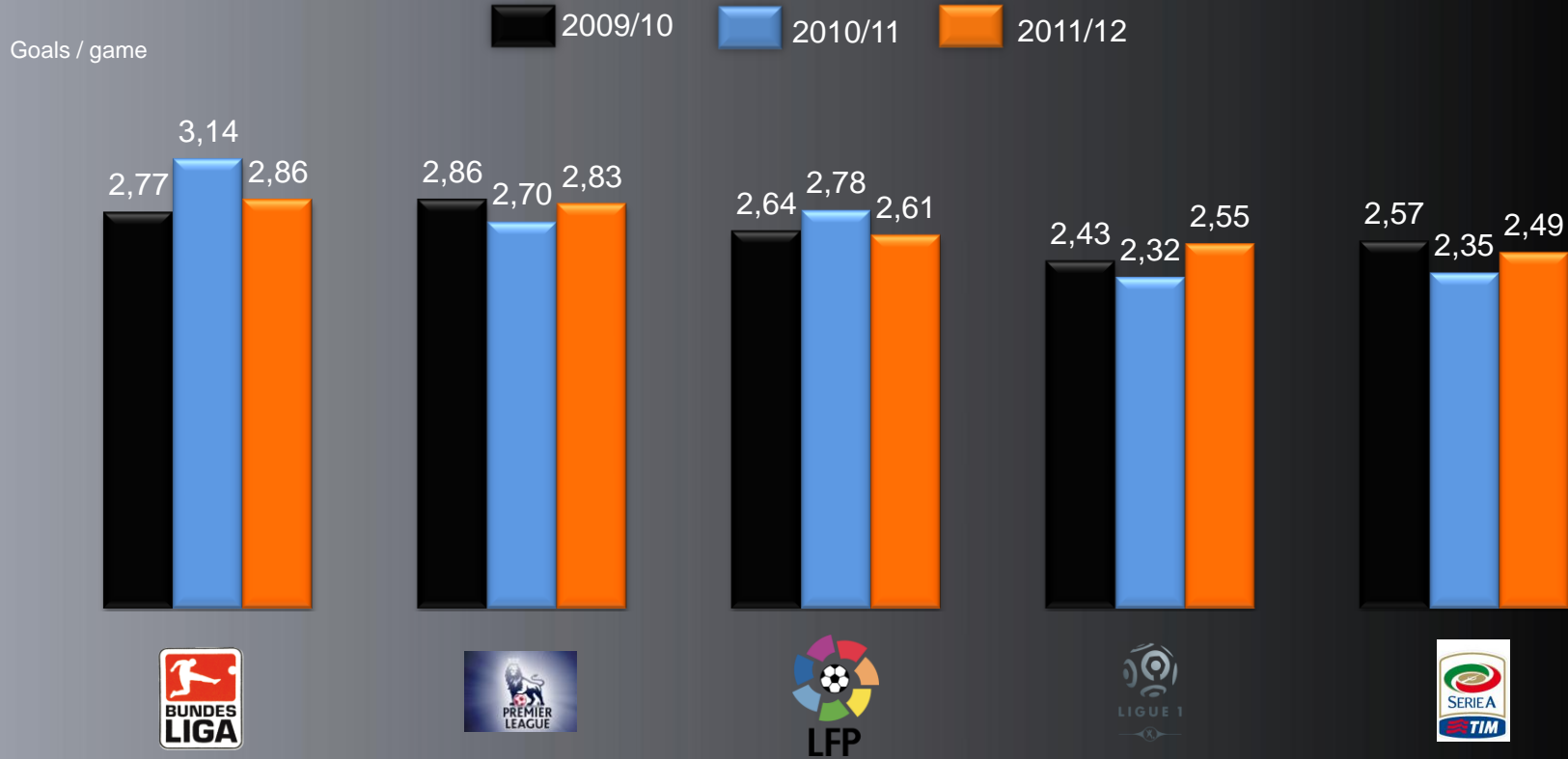
	Ligue 1 Table	Total							% of Pt
		P _T	PL	W	D	L	G _f	G _a	
1	PSG	40	19	12	4	3	31	17	70,18
2	Montpellier	37	19	11	4	4	39	23	64,91
3	Lille	36	19	9	9	1	33	19	63,16



	Serie A Table	Total							% of Pt
		P _T	PL	W	D	L	G _f	G _a	
1	Juventus	41	19	11	8	0	31	12	71,93
2	Milan	40	19	12	4	3	40	17	70,18
3	Udinese	38	19	11	5	3	28	14	66,67






The Champions League position currently taken by Levante in Spain is the “cheapest” one in Europe, reached with only 54,4% of the points

Average goals per game by league














Sporting results trend European teams with highest expenditure in summer 2011/12



Team	Summer Investment (Mio€)	2010/11		2011/12	
		League position	% points	League position	% points
M.City 	93	2	61,40	1	78,95
PSG 	87	2	54,39	1	70,18
Juventus 	86	6	54,39	1	71,93
Chelsea 	86	4	57,41	5	59,65
AS Roma 	74	4	56,14	6	55,56
At.Madrid 	71	6	52,63	8	45,61
Liverpool 	65	10	40,74	6	59,65
Anzhi 	62	12	36,66	7	54,16
Arsenal 	62	3	64,81	4	63,16
FC Barcelona 	60	1	91,23	2	77,19

Sporting results trend La Liga teams with highest expenditure in summer 2011/12



Team	Summer Investment (Mio€)	2010/11		2011/12	
		League position	% points	League position	% points
At.Madrid 	71	6	52,63	8	45,61
FC Barcelona 	60	1	91,23	2	77,19
Málaga 	58	16	29,82	10	43,86
Real Madrid 	55	2	84,21	1	85,96
Valencia 	32	4	64,91	3	61,40
Villarreal 	22	3	68,42	17	33,33
Zaragoza 	12	18	28,07	20	21,05
Sevilla 	11	10	45,61	9	45,61
At.Bilbao 	8	5	59,64	5	49,12
Espanyol 	8	8	46,36	11	42,11
Getafe 	8	7	50,88	7	45,61



European Football Table 2011/12



1. Top 5 European leagues combined
2. **Top scorers**



Top scorers top 5 European leagues 2011/12

C. Ronaldo	24
Messi	22
Higuaín	14
Falcao	14
Soldado	12
Benzema	10
Llorente	10
Michu	9
Cesc	9
D. Barral	7
A. Sanchez	7



Van Persie	19
D. Ba	15
Agüero	14
Rooney	13
Yakubu	12
Dzeko	11
Balotelli	9
Sturridge	9
Fletcher	9
Lampard	9
Adebayor	9



Ibrahimovic	15
Di Natale	14
G. Denis	12
Cavani	12
Klose	12
R. Palacio	11
Jovetic	10
Matri	9
Calaiò	9
D. Milito	8
Giovenco	8



M. Gómez	17
Huntelaar	16
Podolski	15
Lewandowski	14
Pizarro	13
Reus	12
Raúl	10
Abdellaoue	10
P. Cissé	9
Mandzukic	8
Ribéry	8



Giroud	15
Rémy	9
Gameiro	9
Nene	9
Kembo-Ekoko	8
Oliech	8
Corngnet	8
Jovial	8
Hazard	8
Gomis	8
Pastore	7

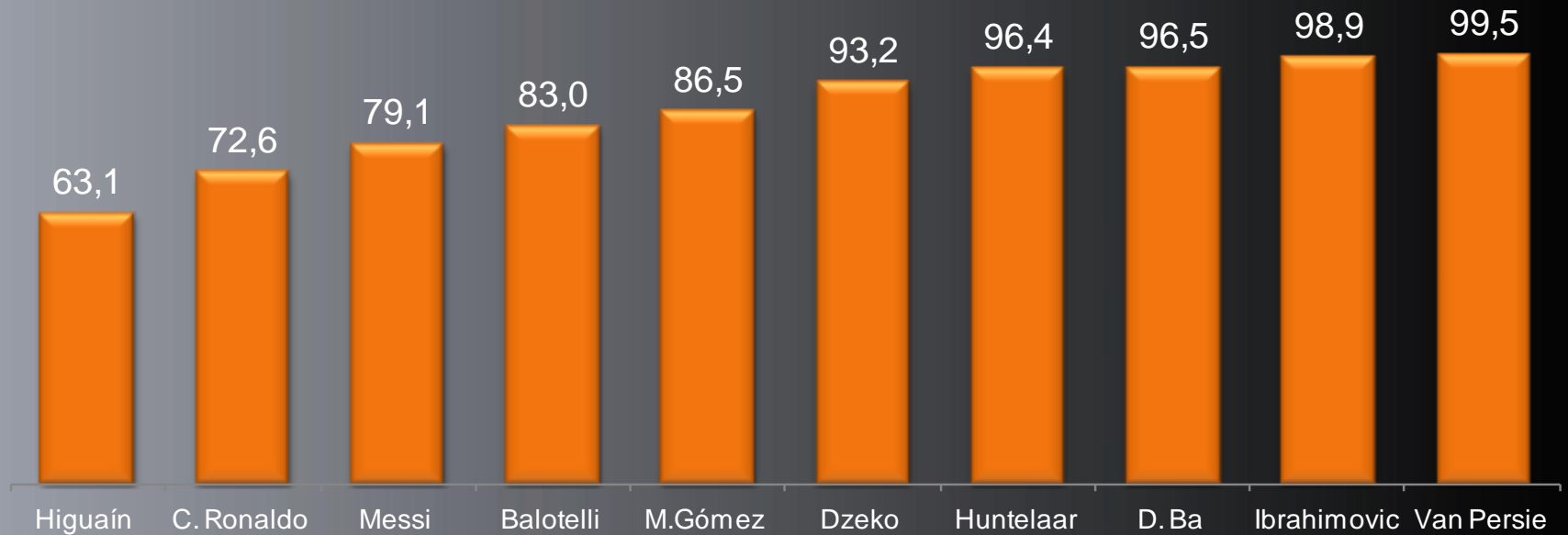


C. Ronaldo (24) and Messi (22) clearly top one more year the list of best scorers after 1st round of the league. Only Van Persie (19) gets close to La Liga duo

Top 10 players by goal efficacy



Minutes x goal

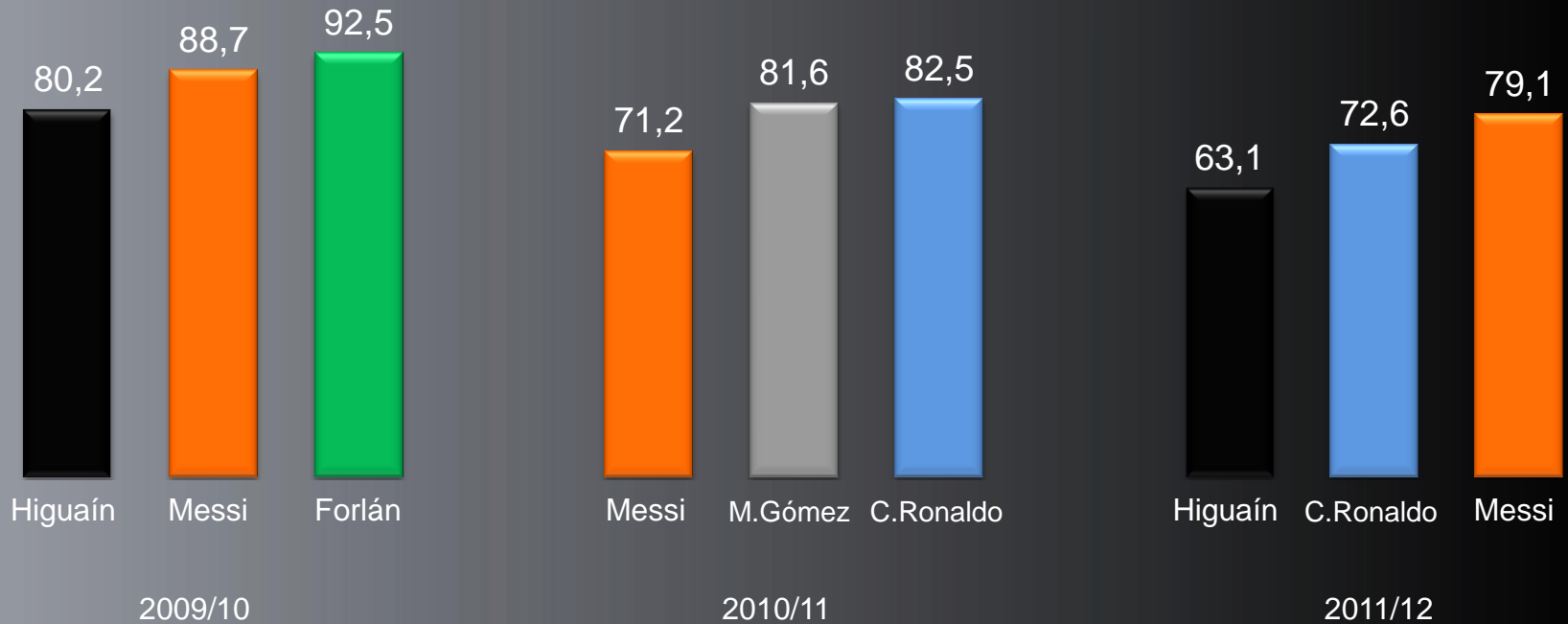


Just like 2 seasons ago, Higuaín is the most effective striker in Europe, scoring a goal every 63 minutes

Top 3 goal efficacy of last 3 seasons



Minutes x goal



Messi is the only player that has appeared for 3 seasons in a row at top 3 of most effective strikers in Europe

Headlines European Football Table (1 of 2)



- ✓ Real Madrid leads general European Football Table at the end of first half of all leagues, with a remarkable points ratio of 85,9%. For the first time in 3 years, FC Barcelona (77,1% points ratio) does not show at the top of the table, appearing in the 4th position right after Manchester City and United. Real Zaragoza is the worst team of European football, having achieved only 21% of points at first half of La Liga
- ✓ Real Madrid is also leading European table in terms of goals (3,53 per game in overall average), goals scored away (average of 2,90), overall goals difference (+49) and difference vs second team in the table (+5 points at the end of 1st round)
- ✓ FC Barcelona has lost top position in the table as a result of a performance decrease in away games, where it moved from an astonishing 100% of points to a more “human” 59,3%. On the contrary, the team is strongest than ever at Camp Nou, where it is second best in Europe with 93,3% of points (only behind Manchester City), the top scorer (4,3 goals per game in average), the best at defense (only conceding 0,2 goals per game) and has a greater goals difference (41) than any other team in Europe

Headlines European Football Table (2 of 2)



- ✓ La Liga's Granada is the least scoring team in Europe (0,63 per game) but at the same time the one which picks highest profitability from each goal (1,58 points per goal)
- ✓ For the first time in years all the teams at the top of each league table are different from previous season. La Liga is the only competition which has had the same 2 teams (FC Barcelona & Real Madrid) at top 2 positions for 4 consecutive seasons
- ✓ The Champions League position currently taken by Levante in Spain is the "cheapest" one in Europe, reached with only 54,4% of the points
- ✓ C. Ronaldo (24) and Messi (22) clearly top one more year the list of best scorers after 1st round of the league. Only Van Persie (19) gets close to La Liga duo
- ✓ Just like 2 seasons ago, Higuaín is the most effective striker in Europe, scoring a goal every 63 minutes
- ✓ Messi is the only player that has appeared for 3 seasons in a row at top 3 of most effective strikers in Europe



Football Transfer Review 2012, winter market



1. Technical sheet
2. Winter 2012 transfer window top 5 European leagues
3. La Liga on going season review
4. European Football Table 2011/12
5. **Conclusions**
6. Annexes
 - Tables
 - About Prime Time Sport

Conclusions FTR 2012- winter market (1 of 5)



- ✓ Winter transfers market 2012 experimented a 45% decrease in investment to 271mio€. All leagues were significantly in decline except French Ligue1
- ✓ English Premier League was at the top in Europe in terms of expenditure, whereas Spanish La Liga showed the lowest investment in Europe and of last 13 years in Spain
- ✓ Although considering both summer and winter signings the investment for the season 2011/12 was similar to previous seasons, winter transfer window results represent a trend change and anticipate a major decline at upcoming summer 2012/13 transfer window
- ✓ Wolfsburg (30mio€) and Dinamo Moscow (27) were the clubs with highest new players investment in Europe
- ✓ The signings of Dzsudzsák (19mio€ /Dinamo Moscow) and Vargas (17,5/Juventus) were the most expensive of the winter

Conclusions FTR 2012- winter market (2 of 5)



- ✓ The low level of expenditure was provoked, among others, by the following circumstances:
 - The high investment levels at winter 2010/11 and summer 2011/12 transfer windows
 - The financial constraints affecting most teams as a result of excess of expenditure in the past and high level of debt
 - The need of the teams to start adapting to the new UEFA *Financial Fair Play* regulation, which allows a maximum of 45mio€ of accumulated losses in 3 seasons up to 2014/15 and that affects even the teams backed by wealthy investors
- ✓ The teams deal with financial constraints by signing new players without paying transfer fees, reducing the number of players in the squad and giving more opportunities to home grown players:
 - Out of 24 signings at La Liga, 22 were in loan format or free transfer
 - La Liga teams have fielded in total 145 home grown players so far at season 2011/12, up 6% vs previous season
 - The total number of players used at La Liga so far is down 3% to 482

Conclusions FTR 2012- winter market (3 of 5)



- ✓ Although the teams with highest level of summer spending (Manchester City, PSG & Juventus) have all gained leadership position at first half of their respective leagues, it remains unproven that high investment in player signings will result in short term sporting success. Indeed, only 5 out of 10 teams with highest expenditure in Europe and 2 out of 10 in Spain managed to improve points ratio in comparison with previous season
- ✓ Other relevant facts from Europe
 - Combining summer and winter expenditure in new players, Chelsea is at the top with 110mio€ in total, followed by PSG and Juventus. Manchester City falls to position #4
 - Anzhi from Russia was the best winter team in sales after collecting 26mio€
 - Chelsea, PSG and Juventus were the only teams appearing at top 10 of investment both in summer and winter
 - Top 5 European leagues signed 227 new players and released 382



- ✓ La Liga teams spent only 6,5mio€ in player signings (spent exclusively by Sevilla), 79% down vs last season. Most signings took place as loans or free transfers. Sevilla was also the highest selling team thanks to the transfer of Cáceres to Juventus for 9,5mio€
- ✓ Real Madrid did not use winter transfer window, neither to buy nor to sell players; FC Barcelona collected 4mio€ for 2 players whose contract was expiring in June (Maxwell and Jonatan Soriano)
- ✓ Sevilla was the team that took maximum advantage of players signed in the summer (5 out of 5 played more than half of the minutes), whereas none of 5 signings by Real Madrid participated in 50% or more of the minutes
- ✓ FC Barcelona is the team using more home grown players both in Spain and in Europe. It has already fielded 15 home grown players so far at 2011/12 La Liga season (+2 vs previous season) and sticks to grass roots players philosophy even when injuries are recurrent
- ✓ Real Madrid leads European Football Table for the first time, replacing FC Barcelona with a 85,9% points ratio



- ✓ Real Madrid is also the best scoring team in Europe (best general goal average per game, away and biggest goals difference)
- ✓ FC Barcelona is still among the best teams in Europe (4th with 77% of points achieved) thanks to its good results run at Camp Nou, where it has been the second best in points, top scorer and conceded the lowest number of goals
- ✓ C. Ronaldo and Messi are the best scorers in Europe with 24 and 22 goals respectively after first half of the season. Arsenal's Robin Van Persie is right after with 19 goals. Real Madrid's Higuaín is the most effective striker, scoring one goal every 63m

The news on FC Barcelona & Real Madrid



	Most favorable news	Least favorable news
	<ul style="list-style-type: none"> • No need to use winter transfer windows neither to buy nor to sell • Best team in Europe in points ratio and top scorer. Best goal average away and biggest point difference vs second in the table • C. Ronaldo top scorer in Europe and Higuaín the most effective 	<ul style="list-style-type: none"> • None of 5 new players from the summer has played more than half of the minutes (4 of 6 at previous season)
	<ul style="list-style-type: none"> • Sells players for 4mio€ • Guardiola bets on home grown players to fight against injuries; FC Barceona is #1 team in Spain and in Europe in number of grassroots players used so far at season 2011/12 • Top scorer, least number of goals conceded and biggest goal difference in Europe on home games. Second best on goals at home • Messi is second best scorer in Europe and only player appearing at efficacy top 3 for 3 consecutive years 	<ul style="list-style-type: none"> • Injuries have not permitted to use Alexis in more than half of minutes • Poorer performance in games away moving from 100% of points last season to 59% at current one



Football Transfer Review 2012, winter market

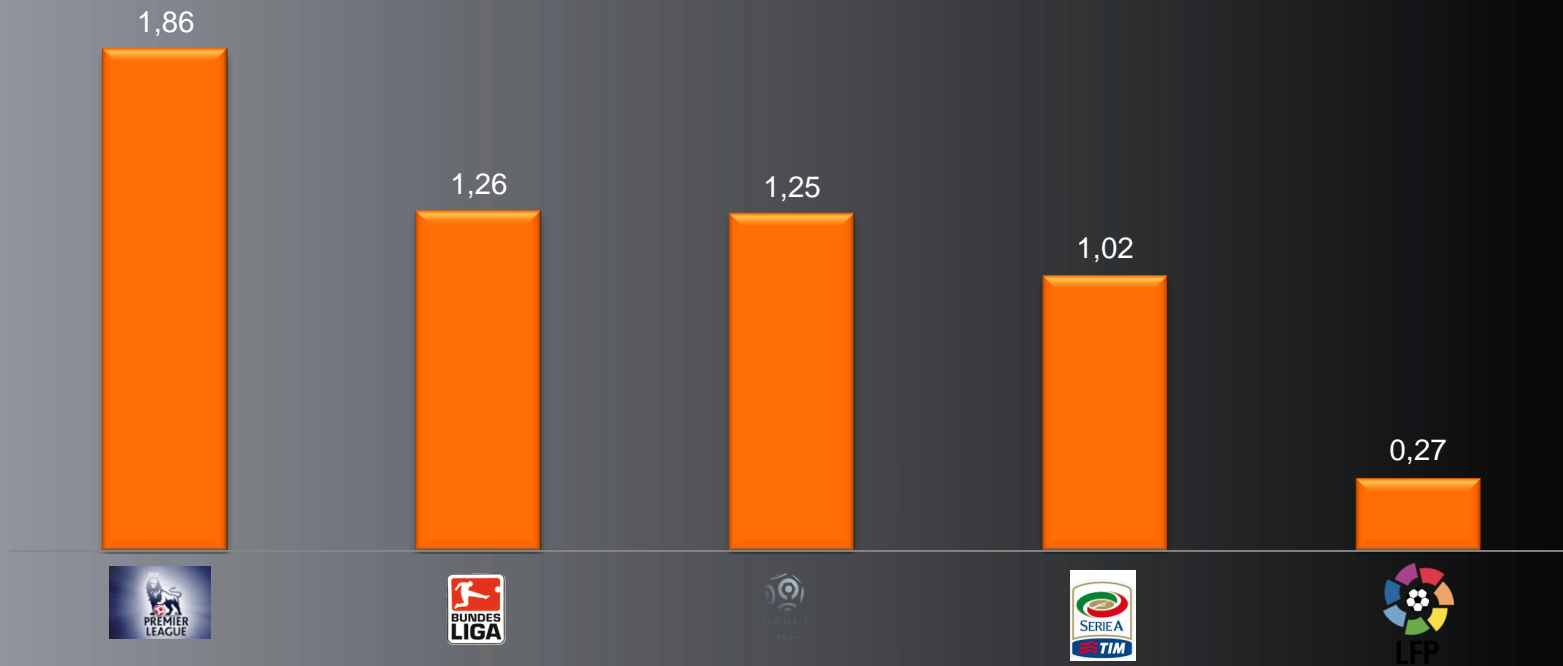


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Average acquisition cost per player and league*



Mio€

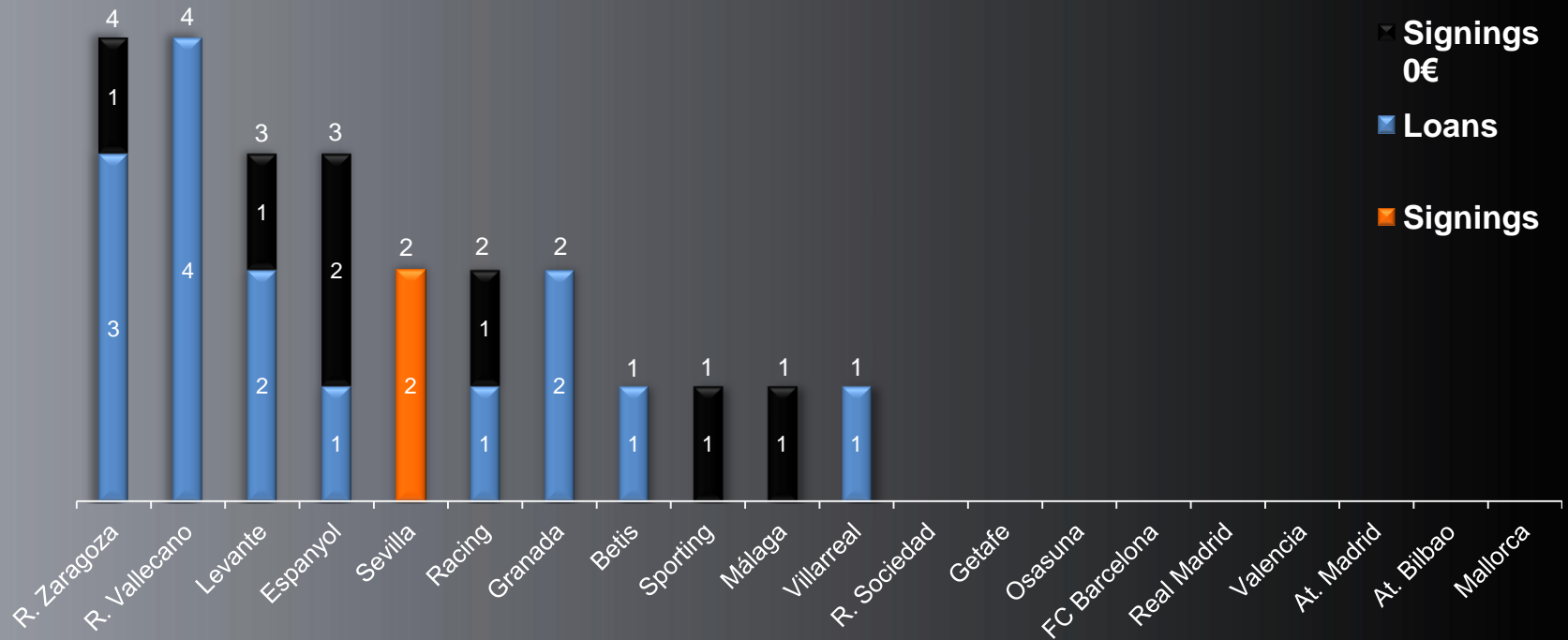


* Incluye tanto jugadores fichados como cedidos

Sign-ups by team according to format



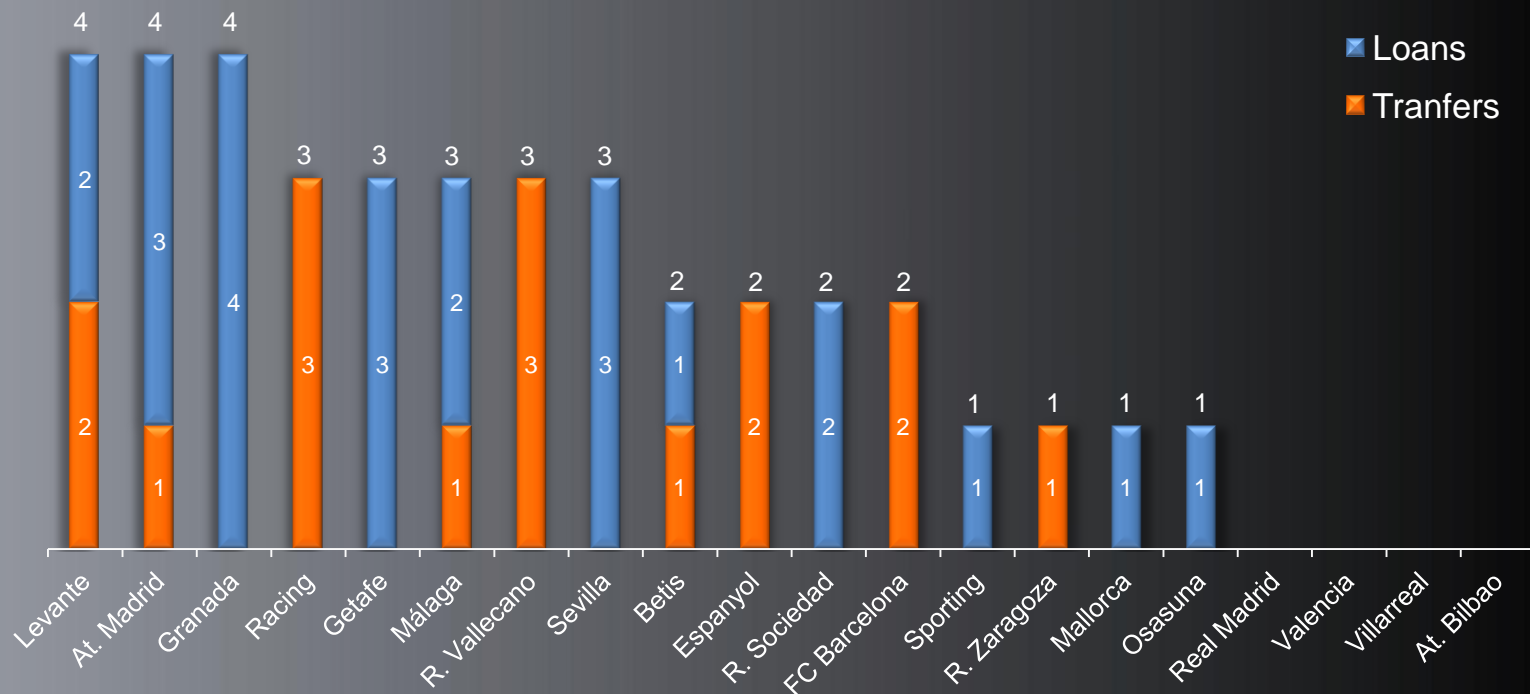
Nº of players





Exits by team according to format

Nº of players



List of home grown players by team



Club	Canteranos
Atlético Madrid	Joel, Antonio López, Koke, Domínguez, Mario Suárez, Gabi
FC Barcelona	Fontás, Busquets, Iniesta, Messi, Pedrito, Piqué, Puyol, Thiago, Valdes, Xavi, Fàbregas, Cuenca, Jonathan Dos Santos, Deulofeu, Tello
Athletic	Amorebieta, G.Iraizoz, Gurpegui, Iraola, Iturraspe, Iñigo Pérez, F.Llorente, Muniain, Susaeta, Aurtenetxe , Eriza, Ibai, Ramalho
Espanyol	Álvaro Vázquez, Baena, Didac Vilà, Galán, Javi López, Javi Márquez, Jordi Amat, Raul Rodríguez, Thievy, C.Gómez, C.Alfonso, Bakari
Getafe	-
Granada	-
Málaga	Jesús Gámez, Juanmi, Recio
Mallorca	Cendrós, Crespí, Lluís Martí, Nsue, Tomás Pina, Ramis, Victor Casadesús, Kevin García, Bigas, Pablo Marí , A.Giménez
Osasuna	Kike Sola, Flaño, Puñal, Annunziata, Timor, Echaide, Satrustegui, Raul Garcia, Roberto Torres

List of home grown players by team



Club	Canteranos
Racing	Cristian F, Edu Bedia, Julián Luque, Munitis, Picon, Alvaro González, Jairo Samperio, Osmar Barba
R. Madrid	Arbeloa, Granero, Casillas, Callejón
Rayo Vallecano	Lass Banghoura, Arribas, Michel, Perea, Diamanka
Sevilla	Javi Varas, Campaña, Luna, Jesús Navas, Perotti, Reyes, Luis Alberto
Sporting	Canella, Lora, Luis Morán, Sergio Álvarez, Nacho Cases, Juan Muñiz
Levante	Iborra, Juafran, Marc Mateu, Jose Higón
Valencia	Albelda, Guaita, Pablo Hernández, Bernat, Paco Alcácer
Betis	Vadillo, Pozuelo, Ezequiel, Cañas, Isidoro, Sergio Rodríguez, A.Martínez
Villarreal	Bruno Soriano, Joan Oriol, Mario Gaspar, Mussachio, Castellani, Català, Hernán Pérez, Joselu, F.Lejeune, Marco Rubén, M.Gómez, Wakaso
R.Sociedad	Aguirretxe, Ansotegi, Carlos Martinez, Elustondo, Estrada, Griezman, Illarmendi, Llorente, Aranburu, Bergara, Xabi Prieto, Zurutuza, Mikel González, Iñigo Martínez, Ruben Pardo
Zaragoza	Kevin Lacruz, Joel Valencia, Jorge Ortí

Table La Liga























	Liga BBVA Table		PT	PL	W	D	L	GF	GA	% of points
1	Real Madrid		49	19	16	1	2	67	18	85,96
2	Barcelona		44	19	13	5	1	59	12	77,19
3	Valencia		35	19	10	5	4	29	20	61,40
4	Levante		31	19	9	4	6	25	22	54,39
5	Espanyol		28	19	8	4	7	21	21	49,12
6	Osasuna		27	19	6	9	4	22	31	47,37
7	At. Bilbao		26	19	6	8	5	27	23	45,61
8	At. Madrid		26	19	7	5	7	30	27	45,61
9	Sevilla		26	19	6	8	5	20	20	45,61
10	Málaga		25	19	7	4	8	22	28	43,86
11	Getafe		24	19	6	6	7	20	25	42,11
12	Betis		23	19	7	2	10	22	27	40,35
13	R. Vallecano		22	19	6	4	9	21	28	38,60
14	Mallorca		22	19	5	7	7	17	24	38,60
15	R. Sociedad		21	19	5	6	8	17	27	36,84
16	Racing		20	19	4	8	7	15	23	35,09
17	Villarreal		19	19	4	7	8	18	28	33,33
18	Granada		19	19	5	4	10	12	26	33,33
19	Sporting		18	19	5	3	11	18	33	31,58
20	Zaragoza		12	19	2	6	11	14	33	21,05

Table Premier League



	Premier League Table		TOTAL							% of points
			PT	PL	W	D	L	GF	GA	
1	M. City		45	19	14	3	2	53	16	78,95
2	M. United		45	19	14	3	2	49	17	78,95
3	Tottenham		42	19	13	3	3	37	20	73,68
4	Arsenal		36	19	11	3	5	35	26	63,16
5	Chelsea		34	19	10	4	5	37	24	59,65
6	Liverpool		34	19	9	7	3	24	15	59,65
7	New castle		30	19	8	6	5	26	25	52,63
11	Stoke City		26	19	7	5	7	20	30	45,61
8	Everton		24	19	7	3	9	19	22	42,11
9	Aston Villa		23	19	5	8	6	22	24	40,35
10	Norw ich		22	19	5	7	7	28	34	38,60
12	WBA		22	19	6	4	9	19	27	38,60
13	Sunderland		21	19	5	6	8	23	22	36,84
14	Fulham		20	19	4	8	7	20	25	35,09
15	Sw ansea		20	19	4	8	7	18	23	35,09
16	Wolves		17	19	4	5	10	21	34	29,82
17	QPR		17	19	4	5	10	18	33	29,82
18	Wigan		15	19	3	6	10	17	37	26,32
19	Blackburn		14	19	3	5	11	28	41	24,56
20	Bolton		13	19	4	1	14	23	42	22,81

Table Serie A























	Serie A Table		TOTAL							% of points
			PT	PL	W	D	L	GF	GA	
1	Juventus		41	19	11	8	0	31	12	71,93
2	AC Milan		40	19	12	4	3	40	17	70,18
3	Udinese		38	19	11	5	3	28	14	66,67
4	Internazionale		35	19	11	2	6	30	20	61,40
5	Lazio		33	19	9	6	4	27	19	57,89
6	Roma		30	18	9	3	6	28	20	55,56
7	Napoli		29	19	7	8	4	34	21	50,88
8	Palermo		24	19	7	3	9	24	27	42,11
9	Chievo		24	19	6	6	7	16	22	42,11
10	Genoa		24	19	7	3	9	25	34	42,11
11	Cagliari		23	19	5	8	6	16	18	40,35
12	Parma		23	19	6	5	8	24	32	40,35
13	Catania		22	18	5	7	6	21	27	40,74
14	Fiorentina		22	19	5	7	7	18	16	38,60
15	Atalanta		20	19	6	8	5	23	25	35,09
16	Bologna		20	19	5	5	9	17	25	35,09
17	Siena		19	19	4	7	8	20	20	33,33
18	Cesena		15	19	4	3	12	13	30	26,32
19	Lecce		13	19	3	4	12	20	36	22,81
20	Novara		12	19	2	6	11	18	38	21,05

Table Bundesliga





















	Bundesliga Table		Total							
			PT	PL	W	D	L	GF	GA	% of points
1	B. Munich		37	17	12	1	4	43	10	72,55
2	Dortmund		34	17	10	4	3	35	12	66,67
3	Schalke 04		34	17	11	1	5	38	22	66,67
4	Borussia M.		33	17	10	3	4	25	11	64,71
5	W. Bremen		29	17	9	2	6	30	31	56,86
6	Leverkusen		26	17	7	5	5	22	22	50,98
7	Hannover 96		23	17	5	8	4	20	24	45,10
8	Stuttgart		22	17	6	4	7	23	20	43,14
9	Hoffenheim		22	17	6	4	7	19	19	43,14
10	Köln		21	17	6	3	8	27	35	41,18
11	Hertha BSC		20	17	4	8	5	24	26	39,22
12	Wolfsburg		20	17	6	2	9	23	34	39,22
13	Hamburger		19	17	4	7	6	21	27	37,25
14	Mainz 05		18	17	4	6	7	22	29	35,29
15	Nürnberg		18	17	5	3	9	17	28	35,29
16	Kaiserslautern		16	17	3	7	7	13	21	31,37
17	Augsburg		15	17	3	6	8	15	28	29,41
18	Freiburg		13	17	3	4	10	21	39	25,49

Table Ligue 1



	Ligue 1 Table		Total							% of points
			PT	PL	W	D	L	GF	GA	
1	PSG		40	19	12	4	3	31	17	70,18
2	Montpellier		37	19	11	4	4	39	23	64,91
3	Lille		36	19	9	9	1	33	19	63,16
4	O. Lyon		35	19	11	2	6	31	21	61,40
5	Stade Rennes		32	19	9	5	5	29	23	56,14
6	O. Marseille		31	19	8	7	4	27	18	54,39
7	Toulouse		31	19	8	7	4	20	17	54,39
8	Saint-Étienne		30	19	8	6	5	23	21	52,63
9	Lorient		24	19	6	6	7	18	21	42,11
10	Bordeaux		23	19	5	8	6	20	22	40,35
11	Evian		22	19	5	7	7	27	29	38,60
12	Brest		21	19	3	12	4	19	19	36,84
13	Valenciennes		20	19	5	5	9	18	21	35,09
14	Caen		20	19	5	5	9	24	29	35,09
15	Auxerre		19	19	4	7	8	26	30	33,33
16	Dijon		19	19	5	4	10	20	35	33,33
17	Nice		18	19	4	6	9	21	23	31,58
18	Nancy		18	19	4	6	9	17	26	31,58
19	Sochaux		18	19	4	6	9	21	34	31,58
20	Ajaccio		15	19	3	6	10	20	36	26,32



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Prime Time Sport business areas



Football

Players representation

Image rights

Media & social
networks consultancy

Club revenue
development

International player
transfers

Marketing

Sponsors
recruitment

Sponsorship activation
for top brands

Sports rights
exploitation

Sponsorship programs
design

Strategic
consultancy

Premium content

Sports marketing
courses SMPPro*

Football Transfer
Review*

Conferences

Opinion articles and
collaboration in media

Blog
estevecalzada.com

*Methodology exclusive to Prime Time Sport

Mission and USP's



Mission statement

To inspire and help clients to maximize value around their professional sport practice and their sport related activities. 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

USP's

1. Independence and objectivity
2. Experience, professionalism and quality of work
3. Global high profile contacts network
4. Rigorous client selection base on high quality and value



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