

Winter 2013 Invierno



primetime**sport**

ESADE Barcelona  
February 7th 2013





# Football Transfer Review 2013- winter market



1. Technical sheet
2. Winter 2013 transfer window top 5 European leagues
3. La Liga on going season review
4. European Football Table 2012/13
5. Conclusions
6. 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



## 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 31<sup>st</sup> 2013
- 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).
- Lucas Moura transfer to PSG was included in summer window even if the player only arrived to Paris in January
- 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
- Coordinator: Aleix Piqué
- Collaborates: ESADE Business School



# Football Transfer Review 2013- winter market



1. Technical sheet
2. **Winter 2013 transfer window top 5 European leagues**
3. La Liga on going season review
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# Winter transfer window 2013



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

# Background



## Europa

- Winter transfer window 2013 has been dominated by teams financially healthy that needed to improve their position in the table.
- Clubs are paying more attention than ever to the implications of kick-off of new UEFA Financial Fair Play mechanism, 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.

## España

- The difficulty to further grow revenues affecting the majority of clubs, along with new regulations imposed by CSD (government sports body) and LFP (Spanish professional league) result in a more strict control of the expenditure in new players.
- Wide availability in the market of free players as a result of continued reduction of the number of players in the squads.
- Higher players willingness to accept lower salaries if that translates in a increased chance to secure payments.



# Winter transfer window 2013



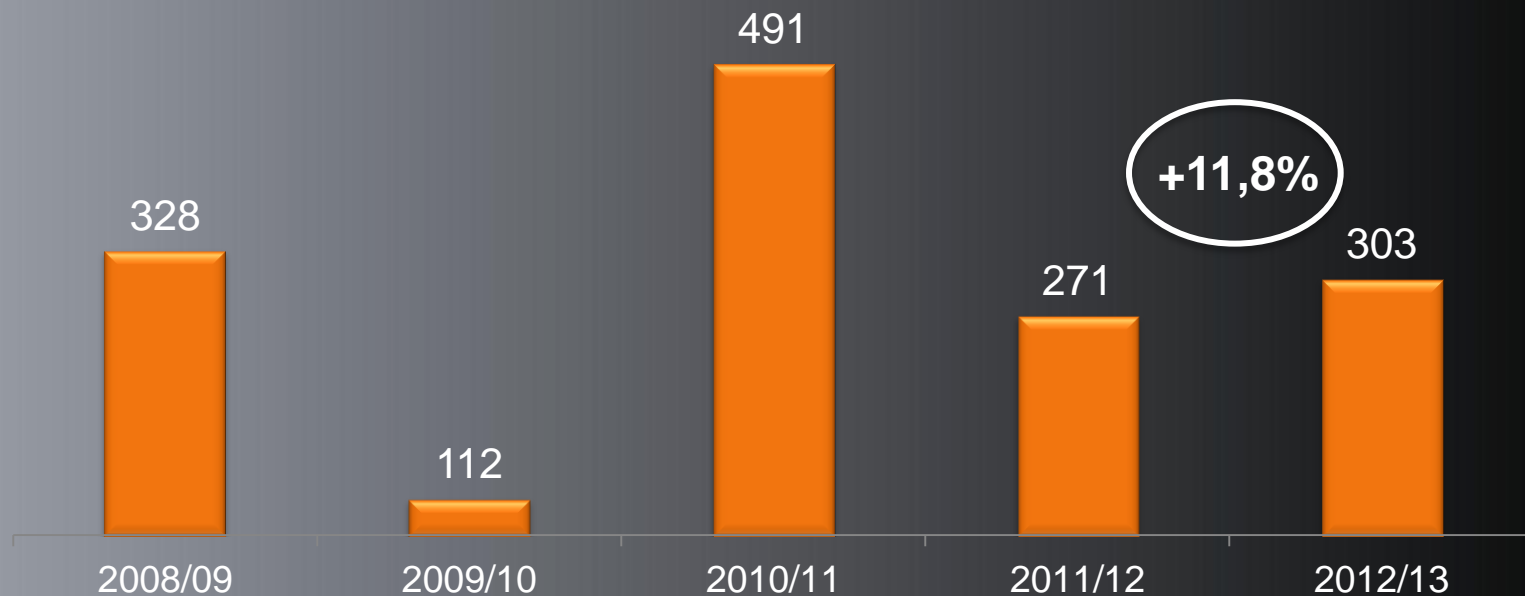
1. Background
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# Total investment winter signings- Top 5 European leagues



€Mio.

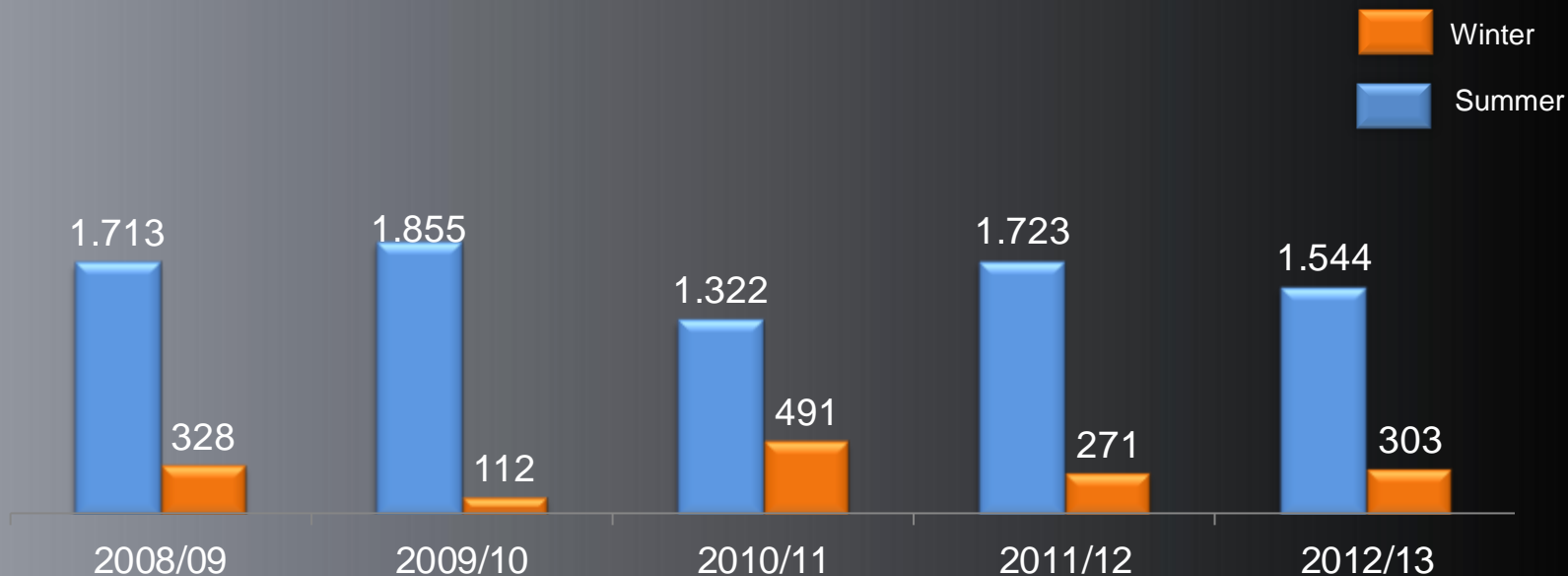


European teams have invested 303mio€ in player transfers  
at winter window, up 11,8% vs previous season

# Winter transfer winter vs summer- Total Europe



Mio€

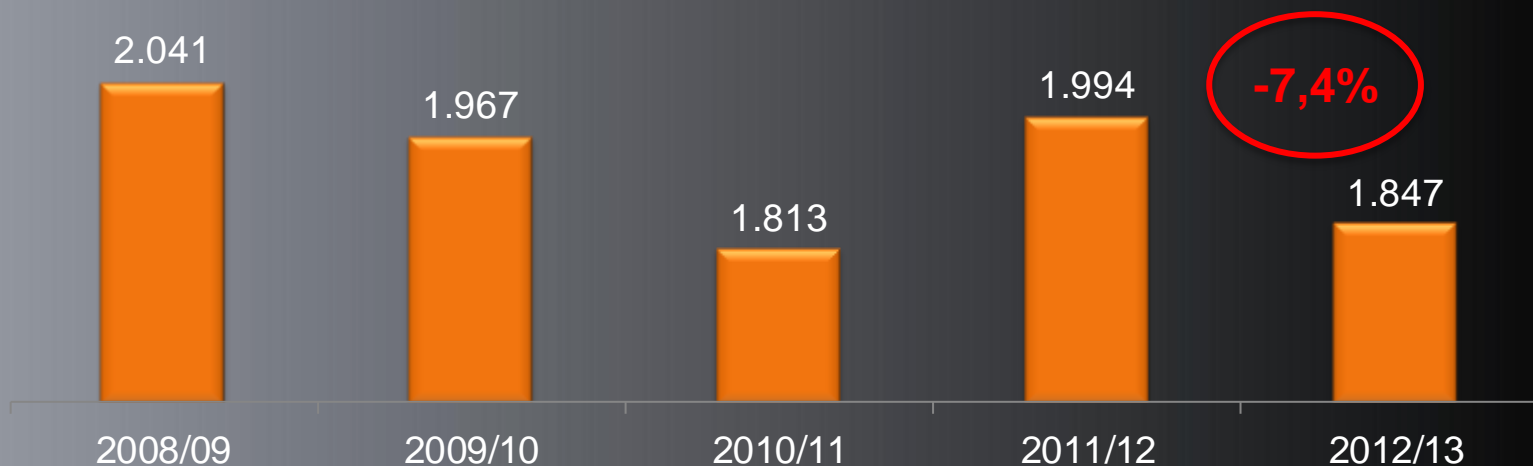


Winter transfer window continues to be a complement to the investment activity that takes place in the summer. This season it represented only 19,6% of amount spent in summer 2012

# Combined signings investment summer + winter Top 5 European leagues



Mio€

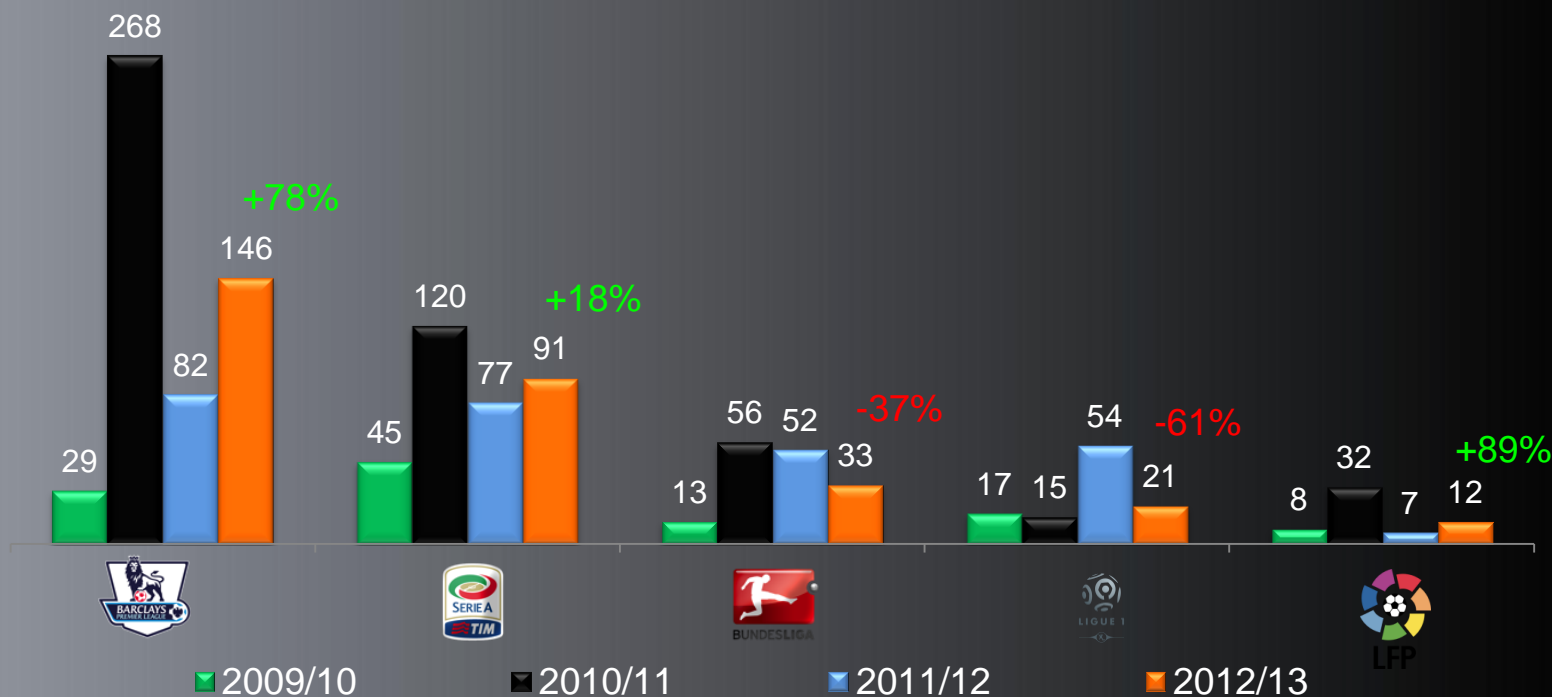


Winter transfer window growth has not offset the investment decrease of last summer, and as a result combined investment (summer and winter) of the season 2012/13 was down 7,4% to 1,8bio€, 2<sup>nd</sup> lowest in 5 years

# Winter window expenditure by league



Mio€

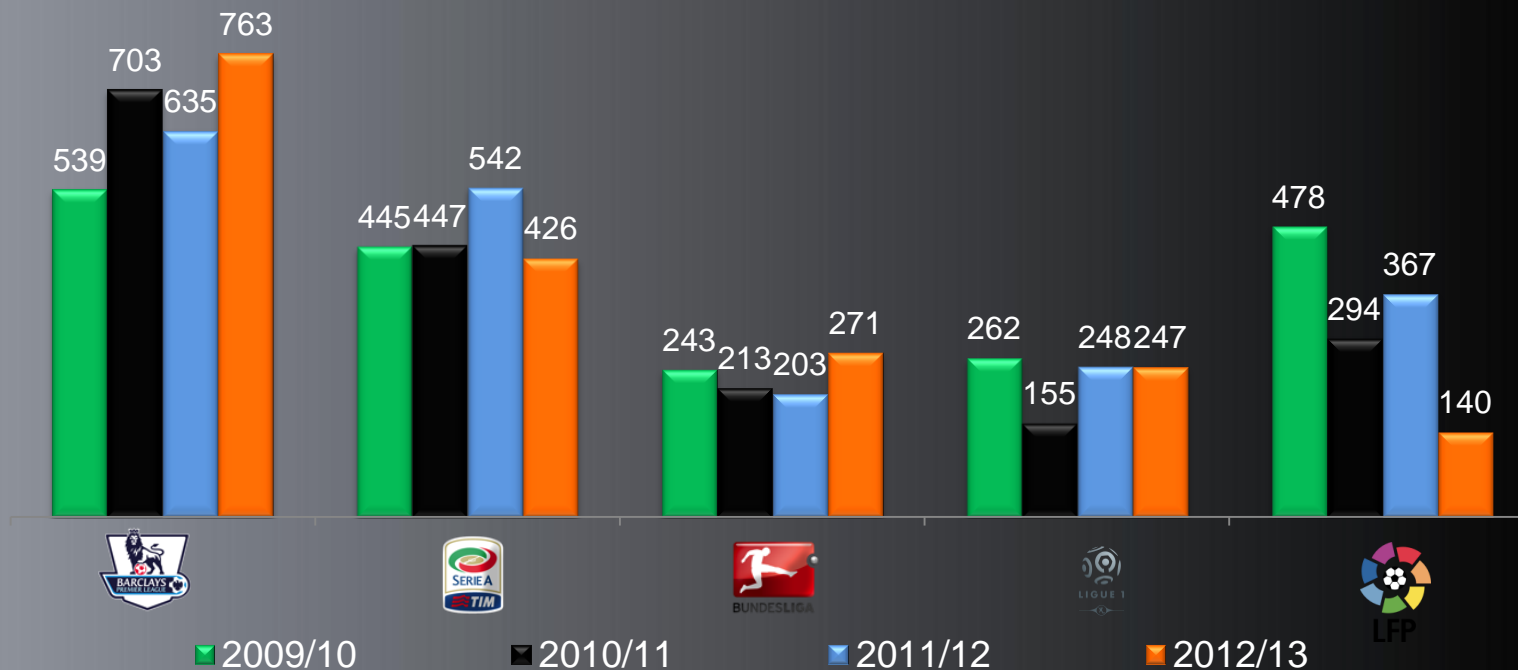


English Premier League lead once again investment in Europe -where it accounts for 48% of the total- followed by Italian Serie A. German Bundesliga teams decreased expenditure for 2nd year in a row, while La Liga continues at the bottom for one more year

# Combined signings investment summer + winter Top 5 European leagues



Mio€



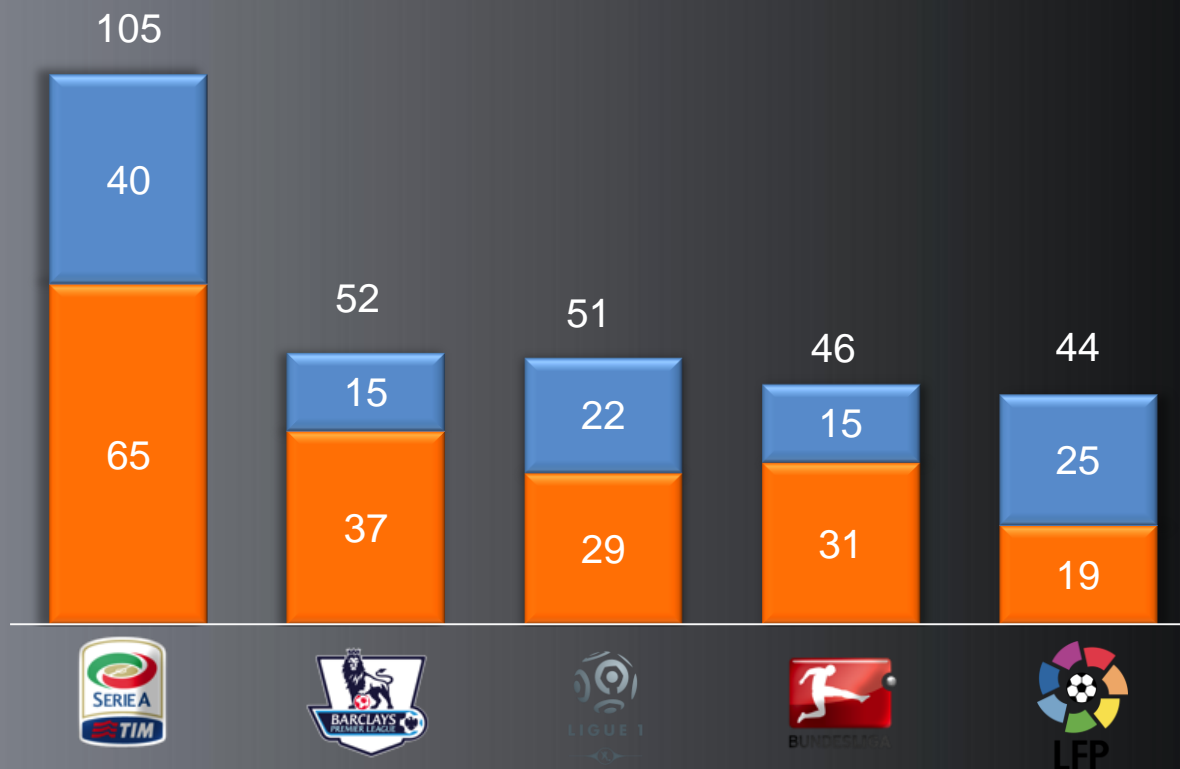
For the 1st time in history, Spanish La Liga is the fifth European league in terms of total investment (summer plus winter) in signings

# Sign-ups by league



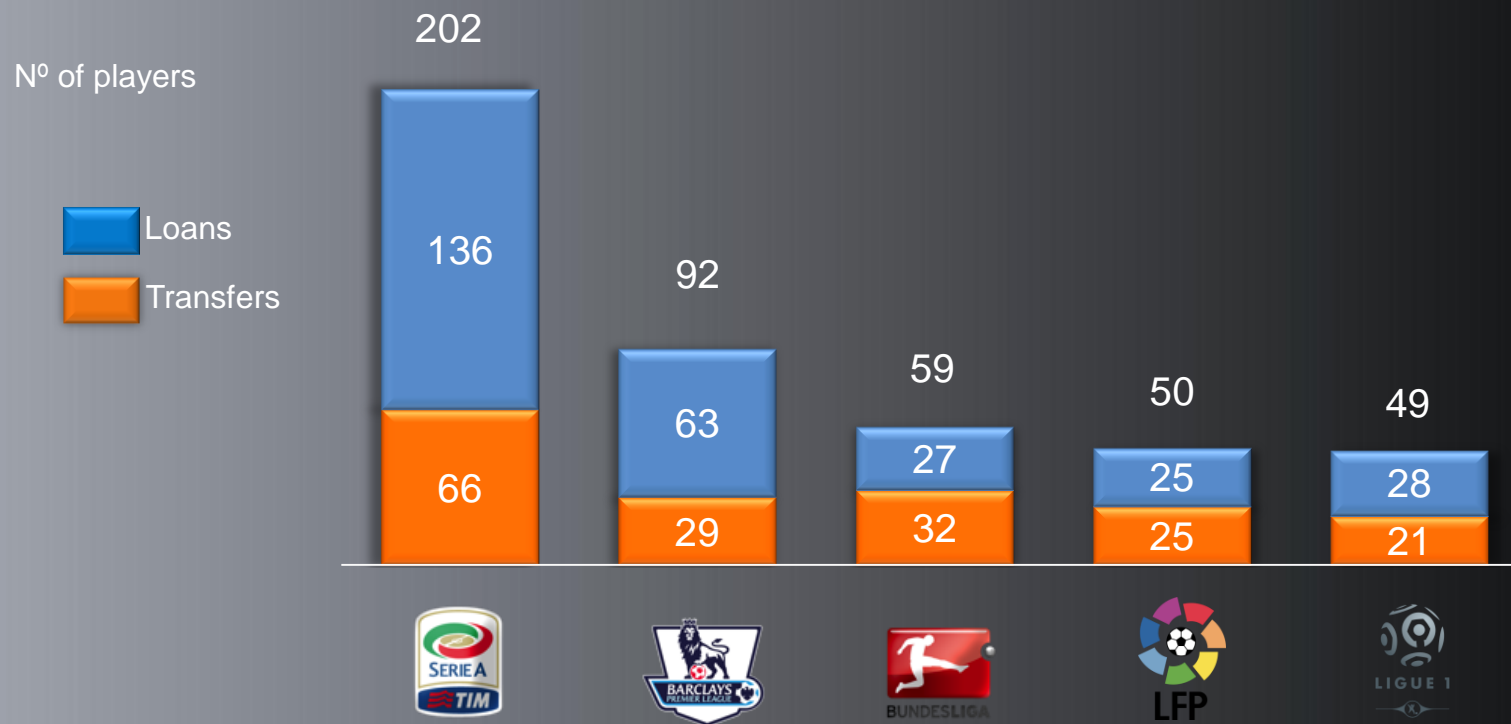
Nº. of players

Loans  
Signings



For the 4th season in a row, Italian Serie A registered the highest number of signings (105). La Liga, the lowest number with just 44. Loans and free transfers continue to monopolize the type of transactions

# Player exits by league



# Net arrivals vs exits by league



Nº.of players



For the 4th consecutive season, all leagues have experienced a net decrease in the number of players, as teams take again advantage of the transfer window to reduce number of players in their squads



# Club European ranking on investment



Mio€



Signing of Brazilian player Willian has brought Anzhi to the top position of the investment table, dominated by teams with need to improve sporting results in the middle of the season.

No Spanish teams in the top 10 for second year in a row

# Top European teams investment ranking



Both teams from Milan lead the investment among top European clubs. Manchester City, Bayern Munich and FC Barcelona have not splashed any cash in signings at winter transfer window for 2 consecutive years

# Barça vs Real Madrid winter signings track record



Season	Players	Cost (mio€)	League position
2005-06	-	-	1 <sup>o</sup>
2006-07	-	-	1 <sup>o</sup>
2007-08	J.M Pinto	0,4	2 <sup>o</sup> (-7 points)
2008-09	-	-	1 <sup>o</sup>
2009-10	-	-	1 <sup>o</sup>
2010-11	Afellay	3	1 <sup>o</sup>
2011-12	-	-	2 <sup>o</sup> (-5 points)
2012-13	-	-	1 <sup>o</sup>



Season	Players	Cost (mio€)	League position
2005-06	Cicinho	5	3 <sup>o</sup> (-12 points)
	Cassano	5,5	
2006-07	F.Gago	20	2 <sup>o</sup> (-1 points)
	G.Higuaín	10	
	Marcelo	6	
2007-08	-	-	1 <sup>o</sup>
2008-09	Huntelaar	20	3 <sup>o</sup> (-12 points)
	L.Diarra	20	
	Faubert	cesión	
2009-10	-	-	2 <sup>o</sup> (-5 points)
2010-11	Adebayor	Cesión	2 <sup>o</sup> (-7points)
2011-12	-	-	1 <sup>o</sup>
2012-13	Diego López	3,5	3 <sup>o</sup> (-18 points)

FC Barcelona has only used winter market in 2 of the last 8 windows.  
Real Madrid uses winter window more often, although investment this season was only provoked by Casillas injury

# Top 10 teams in player sales value



Mio€



Willian sale to Anzhi has put Shakhtar from Ukraine in the top position in Europe in terms of income from player sales, where the presence of 4 Eastern European teams is remarkable.  
Mario Balotelli move to AC Milan helped Manchester City to reach 3rd position

# Ranking top European teams in player sales

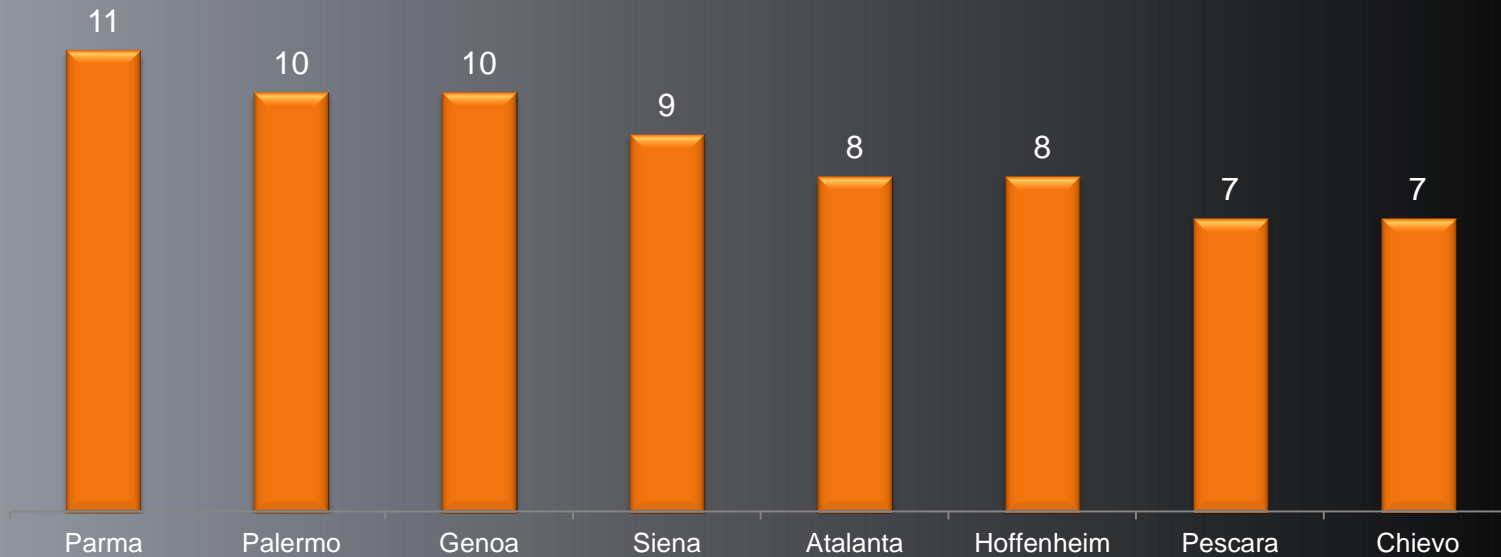


5 of top European teams, lead by AC Milan thanks to the sale of Pato to Corinthians, obtuvieron ingresos por ventas de jugadores

# Teams with highest number of new players



Players



# Teams with highest number of player exits



Players



# Top 10 most expensive signings season 2012/13



€Mio

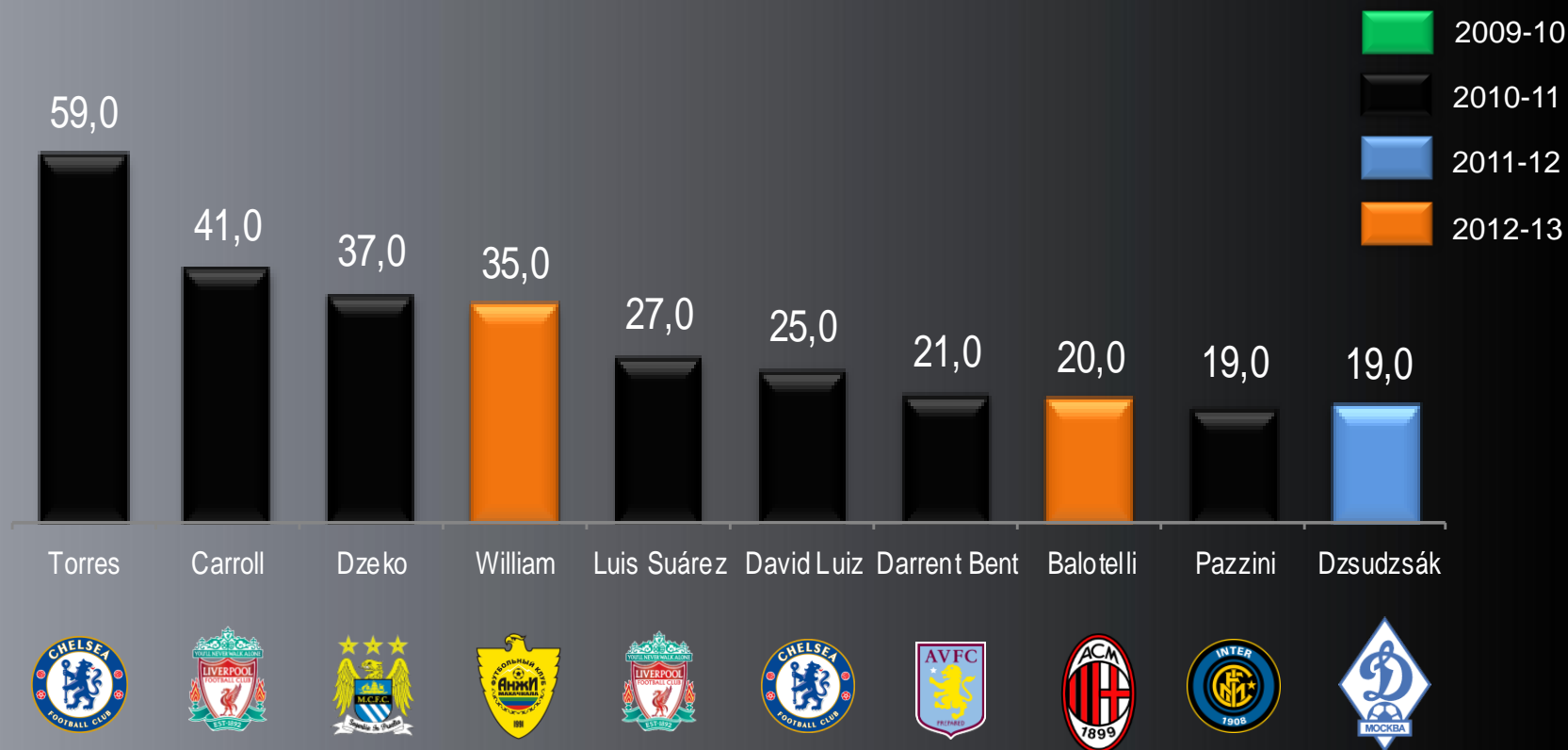




# Top 10 most expensive winter signings over the last 4 years



€Mio



# Club investment ranking 2012/13 (summer + winter)



Mio€

Winter  
Summer



PSG is for second consecutive year the team with highest expenditure in new players in Europe, followed by Chelsea and Zenith. Manchester City falls to 8th position.  
No Spanish teams in the investment Top 10

# Headlines Europe (1 of 2)



- ✓ Total European investment in player signings at winter transfer window was up 11,8% to 303mio€. However, when adding-up summer and winter expenditure for the season we can notice that expenditure was actually down 7,4%, the second lowest of the last 5 years
- ✓ English Premier League lead once again investment ranking in Europe with 146mio€ spent, well ahead Italian Serie A (91mio€), German Bundesliga (33mio€) and French Ligue 1 (21mio€). With just 12mio€ investment, Spanish La Liga was for second year in a row the weakest among top European leagues
- ✓ For the 5<sup>th</sup> consecutive year, all leagues experimented a net decrease in the number of players in teams squads. Serie A is once again the most active league in terms of players movement, both in player arrivals (105) and departures (202)
- ✓ Anzhi, that has spent 39mio€ in new players, lead European ranking for the first time. Investment Top 10 is dominated by teams that need of improving sporting results, such as AC Milan, QPR, Liverpool, Newcastle or Inter. For the second year in a row no Spanish teams show-up at European top 10

## Headlines Europe (2 of 2)



- ✓ Both teams from Milan lead the investment among top European clubs. Manchester City, Bayern Munich and FC Barcelona have not splashed any cash in signings at winter transfer window for 2 consecutive years
- ✓ Willian sale to Anzhi has put Shakhtar from Ukraine in the top position in Europe in terms of income from player sales, where the presence of 4 Eastern European teams is remarkable. Mario Balotelli move to AC Milan helped Manchester City to reach 3rd position
- ✓ Willian is the most expensive signing of the winter transfer window (35mio€ paid by Anzhi to Shakhtar), and becomes the 4th most expensive (after Torres, Carroll and Dzeko) of the last 4 years European winter windows
- ✓ PSG leads for 2 seasons in a row investment in new players, having spent 147mio€ at season 2012/13 (summer and winter windows combined). Chelsea (114mio€) and Zenith (102mio€) are second and third respectively. Neither FC Barcelona nor Real Madrid appear in the top 10



# Winter transfer window 2013

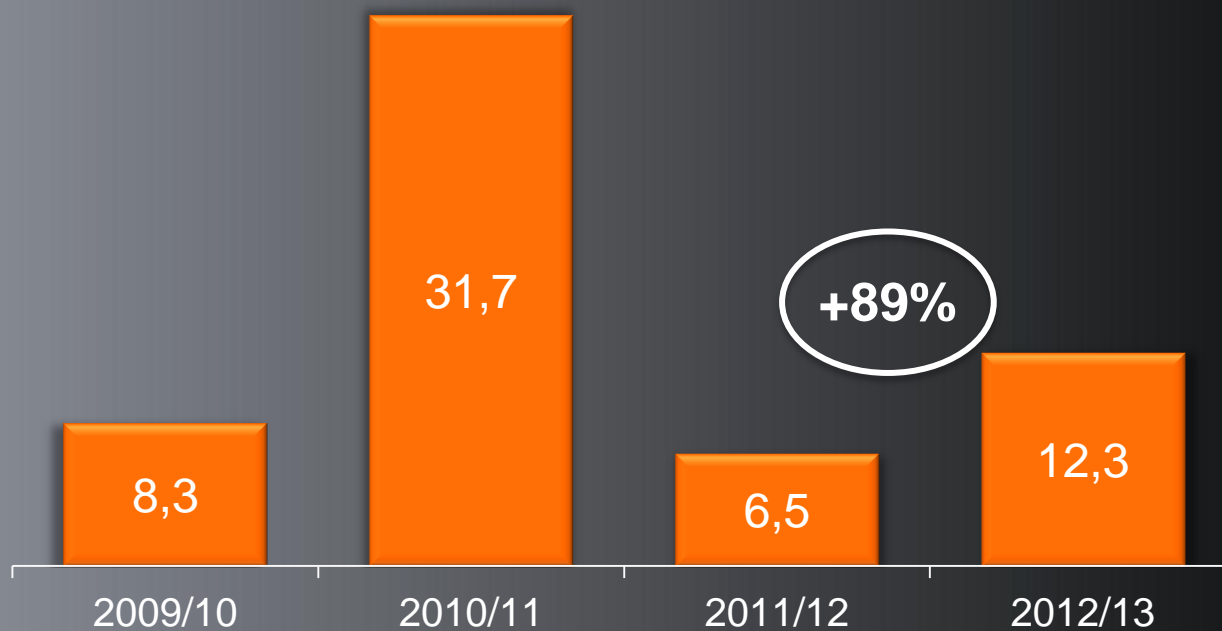


1. Background
2. Review top 5 European leagues
3. **La Liga BBVA**

# Investment in player signings La Liga



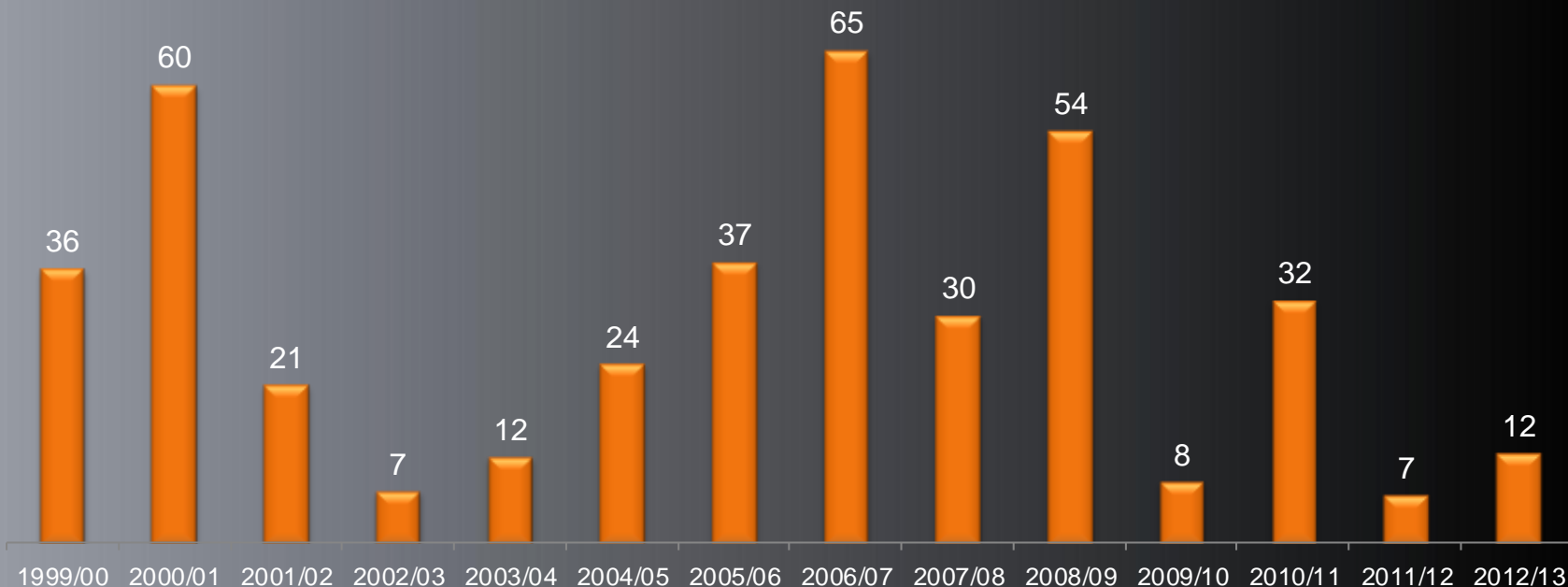
Mio€



# La Liga player signings investment track record



Mio€

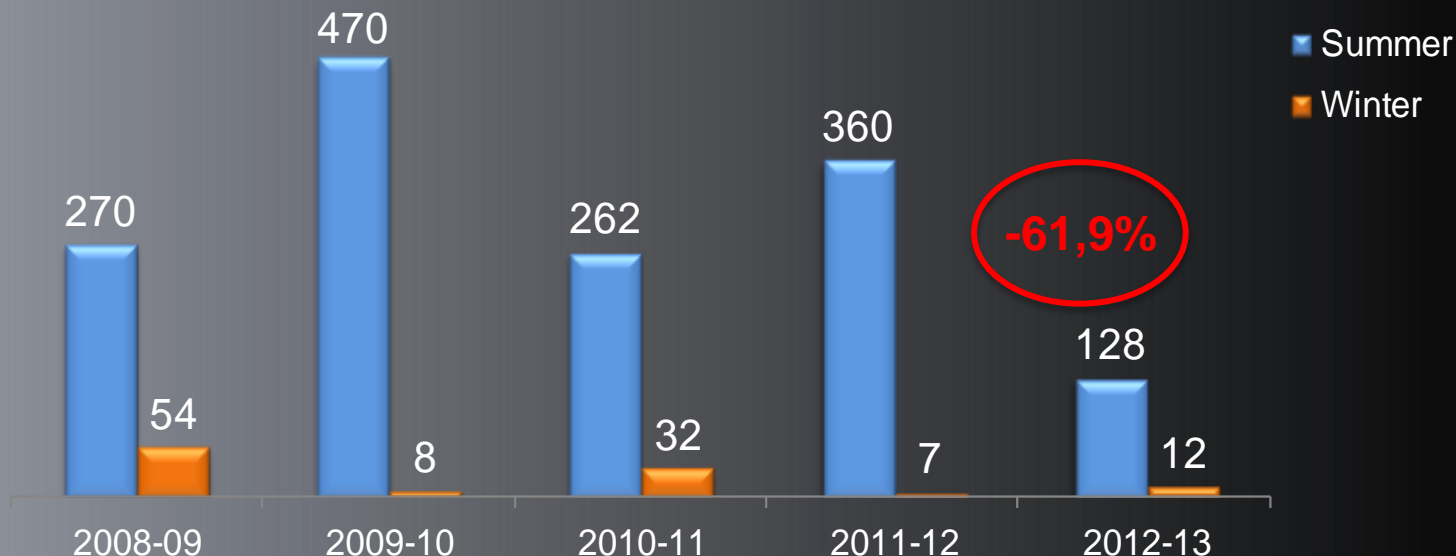


Despite the growth vs year ago, investment by La Liga teams at this winter transfer window is among the lowest of the last 14 years and at the bottom in Europe

# Winter vs summer transfer windows- La Liga



Mio€



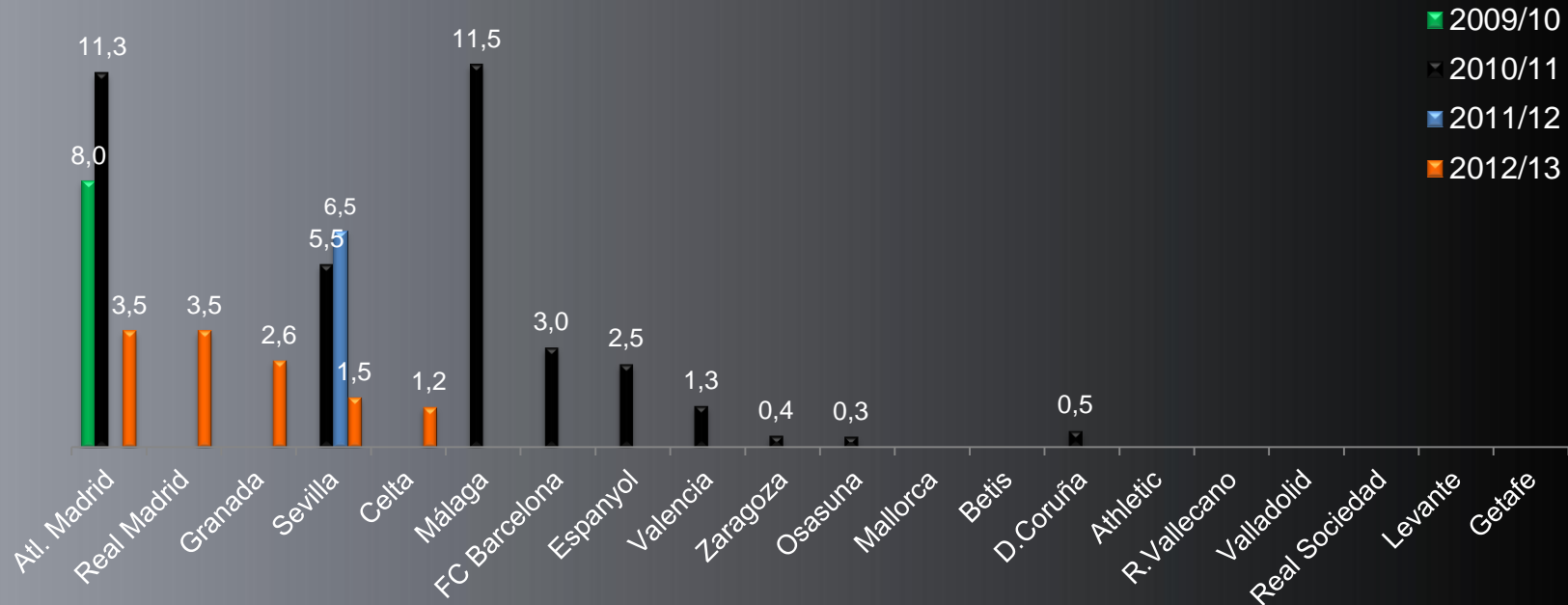
Even with the impact of winter investment growth, season 2012/13 will have seen a 62% decline (to 140mio€) in La Liga new players total expenditure, the lowest among top European leagues and of the last 5 years



# La Liga investment in signings by team



Mio€

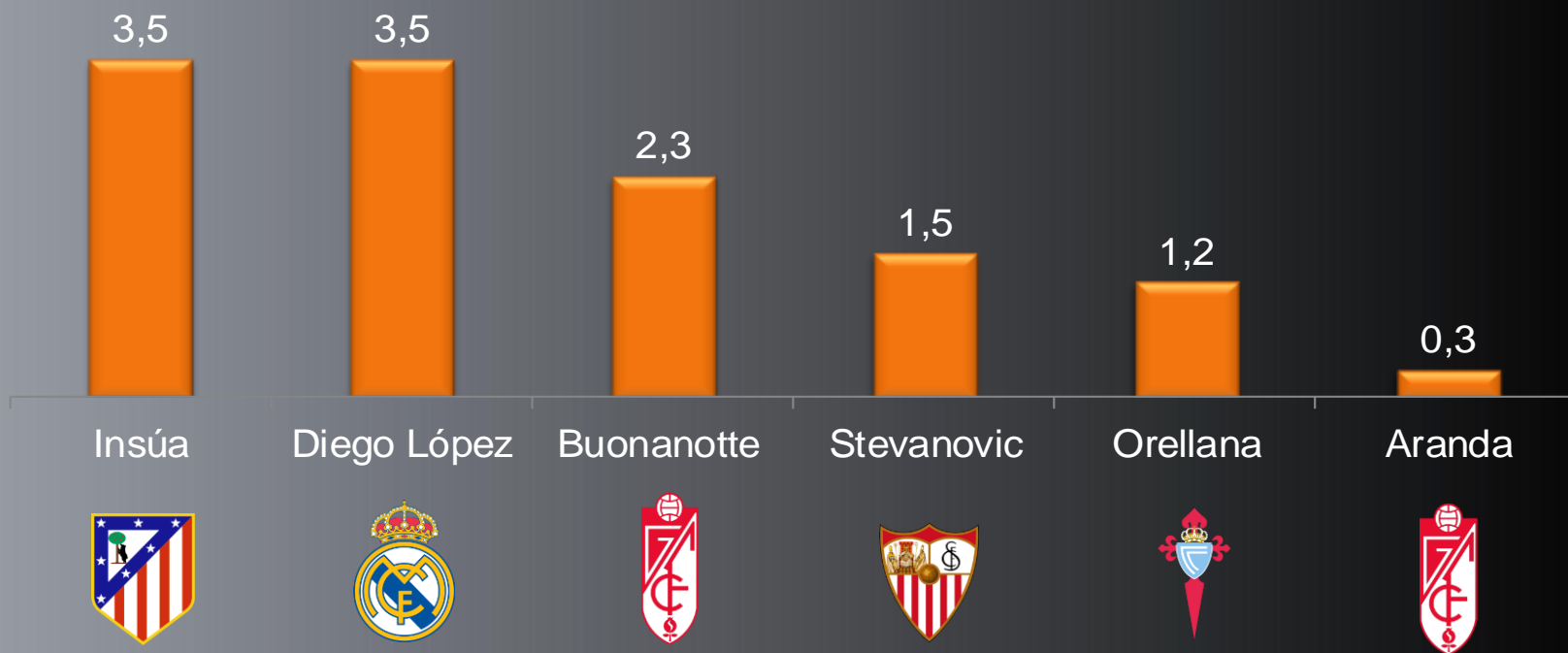


Only 5 out of 20 La Liga teams signed players this winter paying a transfer fee.  
The other 15 teams have not paid any transfer fees for 2 years in a row

# Top 10 signings La Liga winter 2013



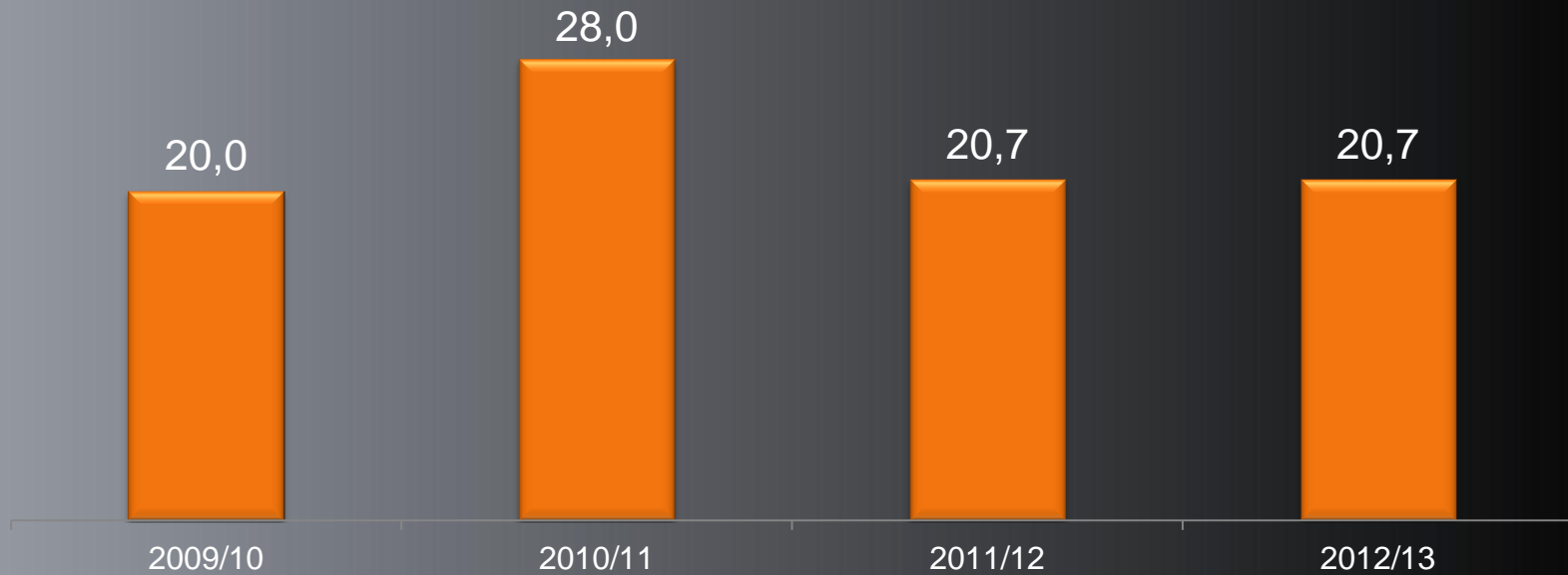
€Mio



# Player sales value La Liga



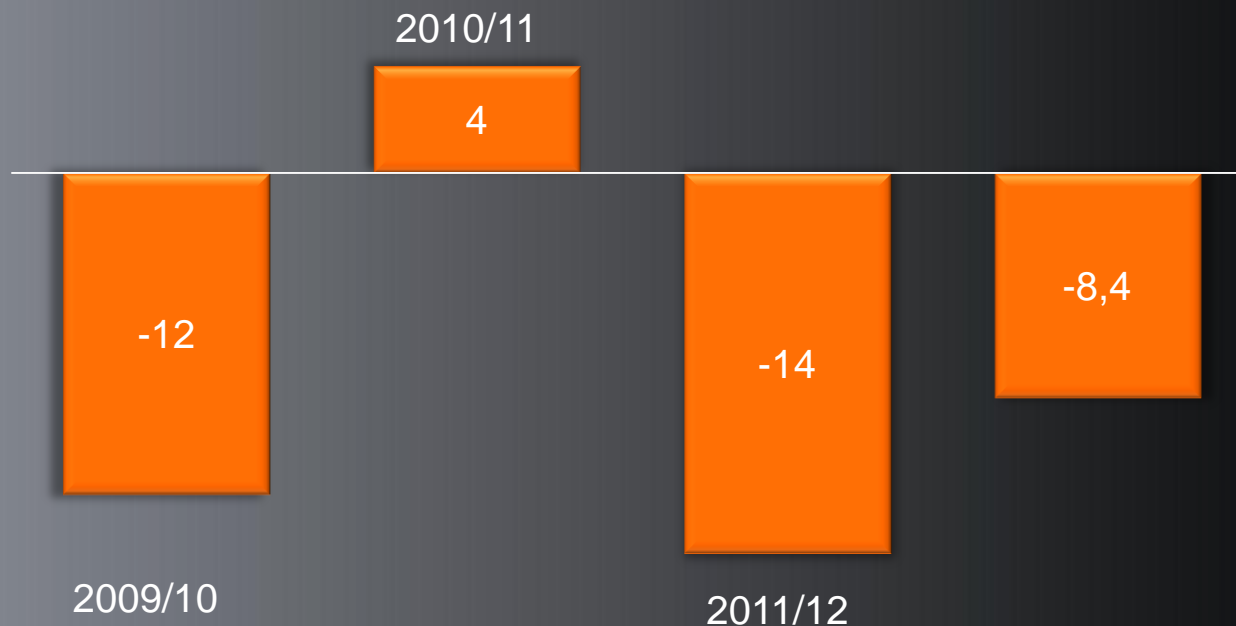
Mio€



# Net investment La Liga



€Mio

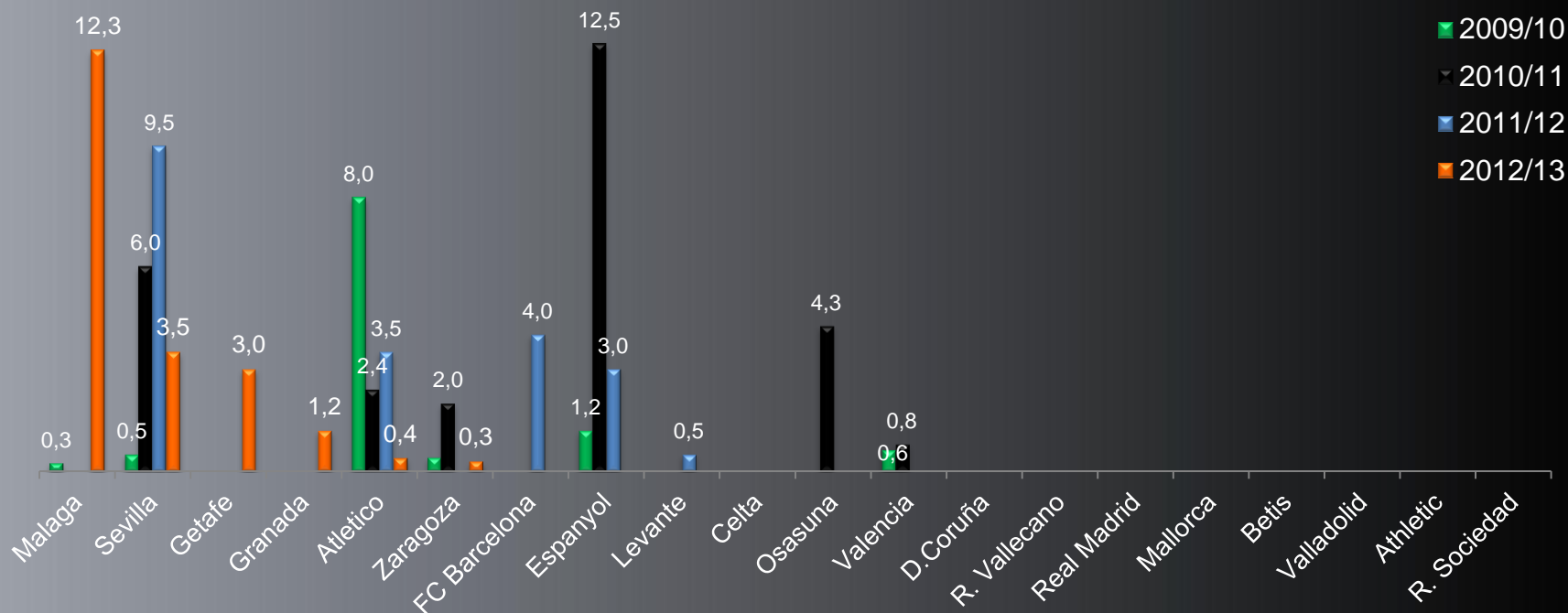


For the third time in the last 4 years, income from player sales has been greater than expenditure in new player acquisitions

# Player sales value by team- La Liga



Mio€



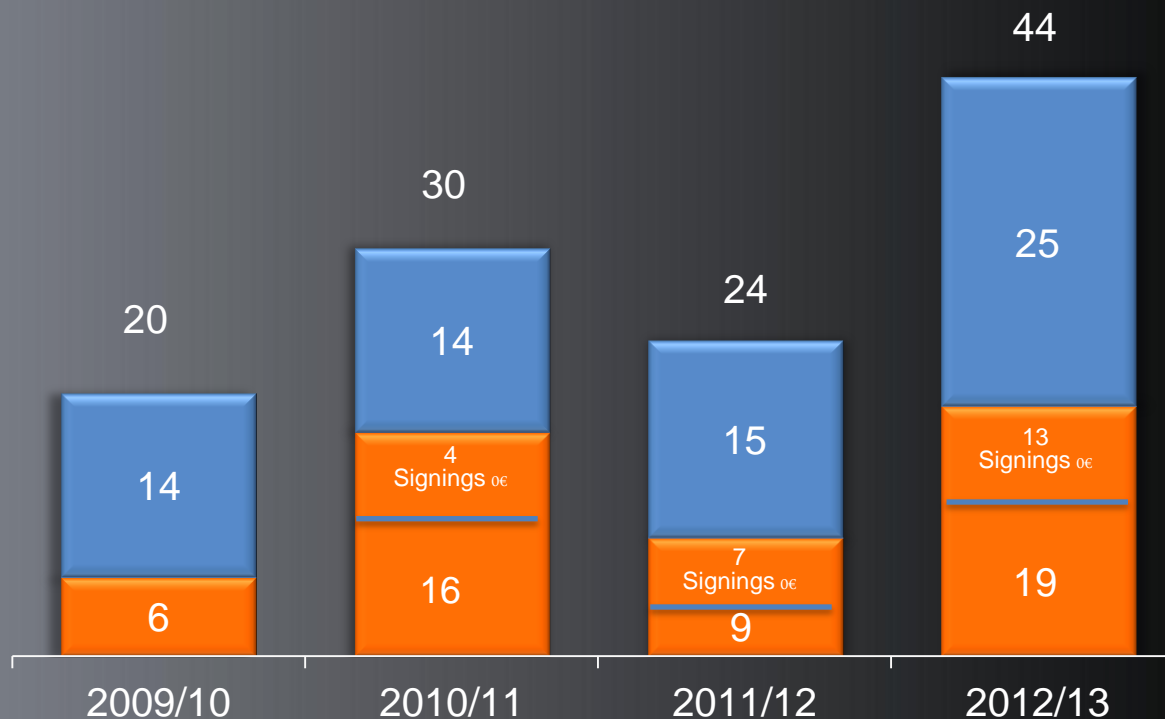
Málaga continues to sell important players to balance financial accounts.  
Including Monreal and Buonanotte exits, the team has cashed-in  
more than 41mio€ in player sales during season 2012/13

# Number of sign-ups La Liga



Nº of players

Loans  
Signings



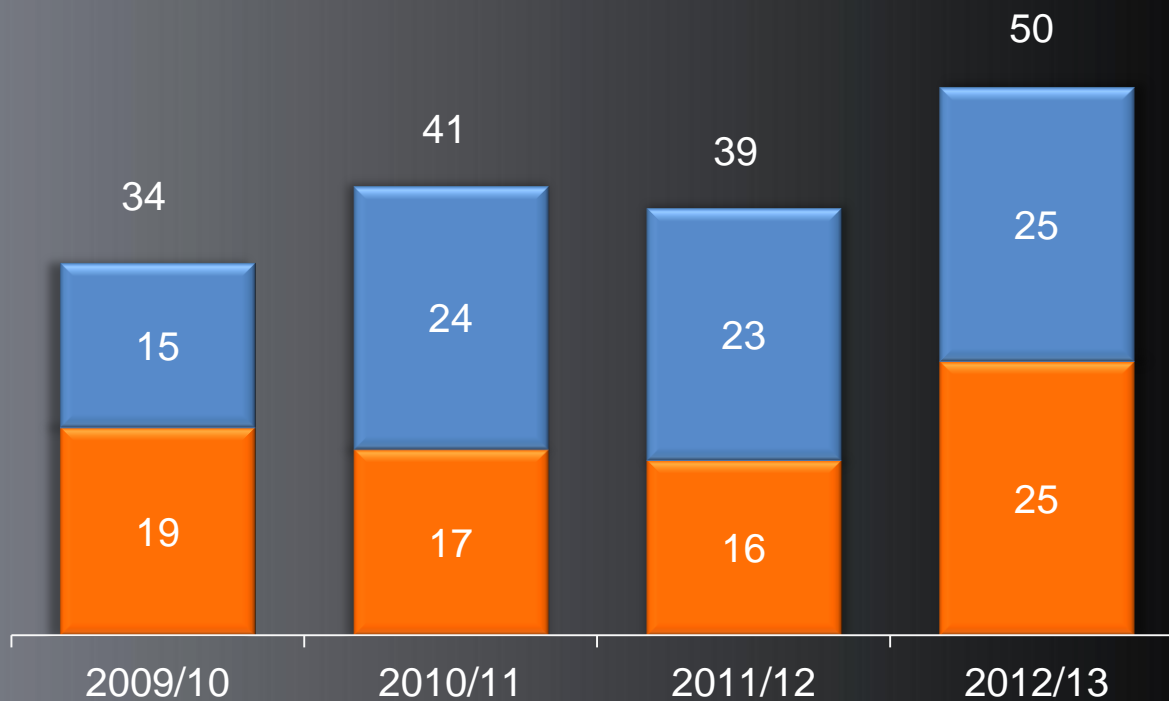
Most player transactions, for the 4th consecutive season, were conducted as loans or free transfers

# Number of player exits- La Liga



Nº of players

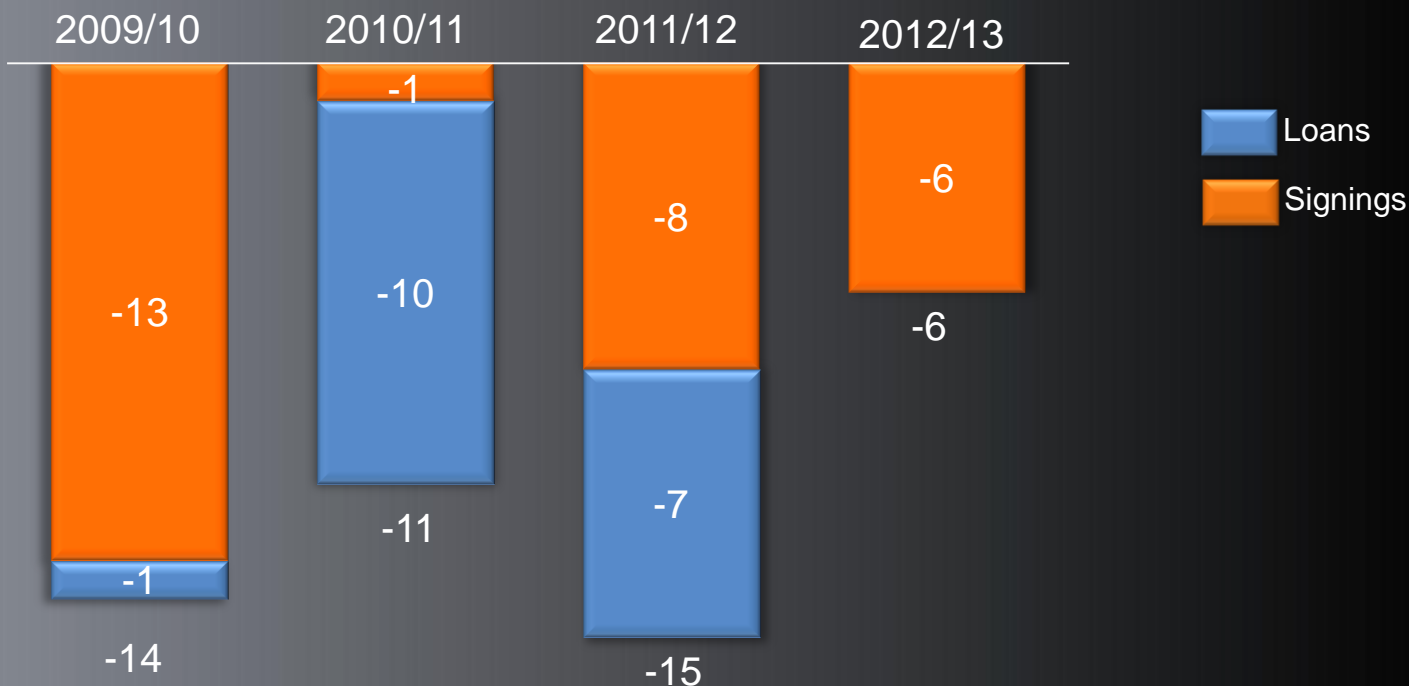
Loans  
Transfers



# Net sign-ups vs exits- La Liga



Nº of players



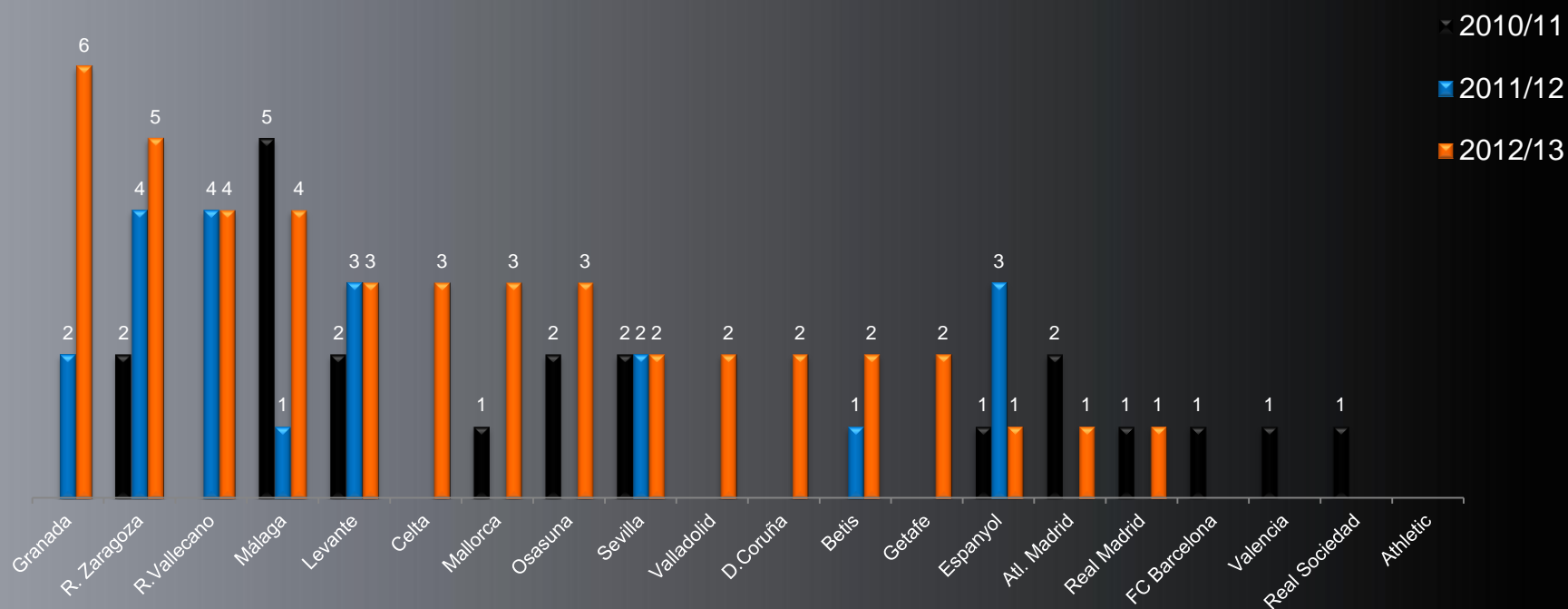
Just like it happened at the other top European leagues, La Liga teams took advantage of winter transfer window to reduce the number of players in their squads



# Sign-ups by team- La Liga



Nº of players

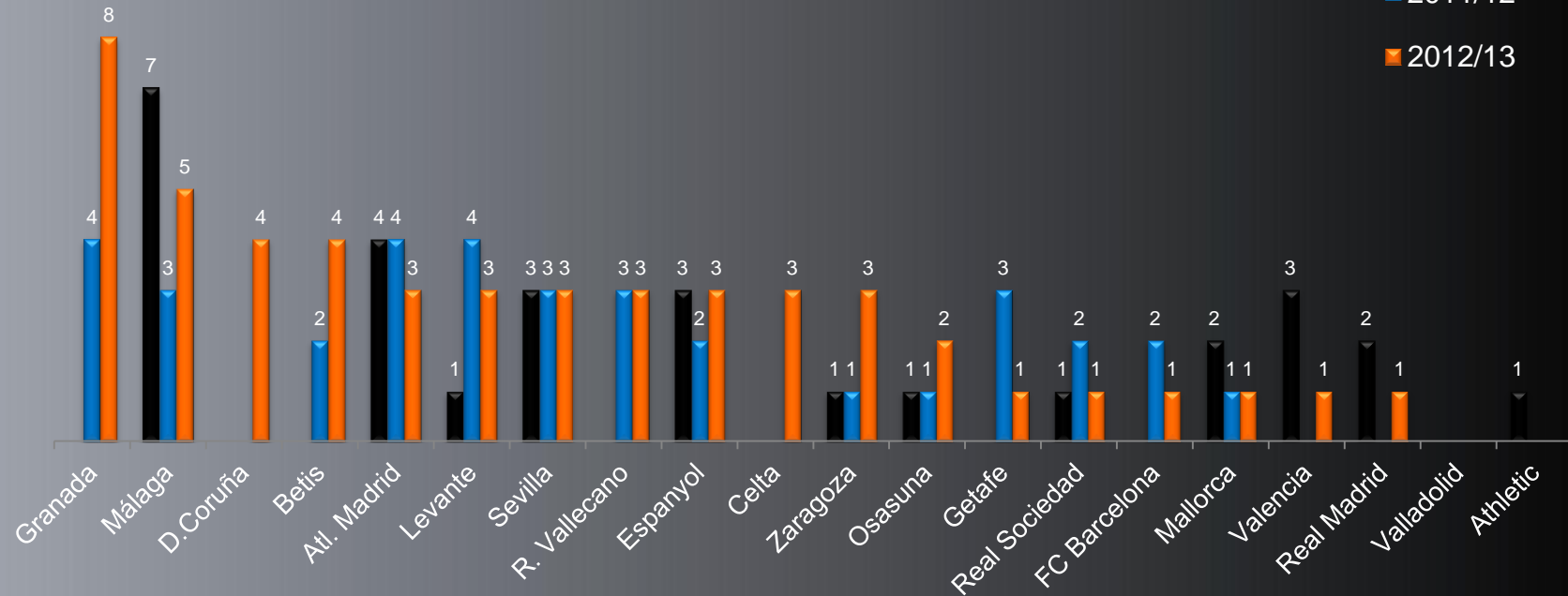


# Player exits by team- La Liga



Nº of players

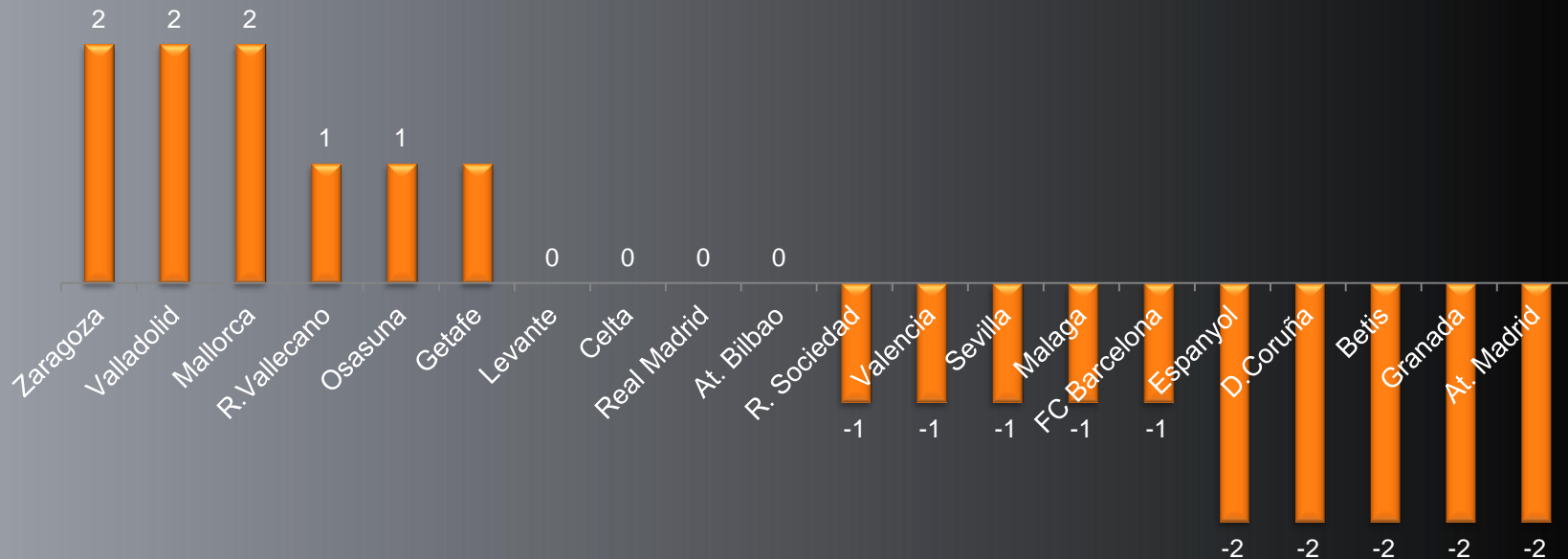
2010/11  
2011/12  
2012/13



# Net sign-ups vs exits by team- La Liga



Nº. of players



# Headlines La Liga (1 of 2)



- ✓ La Liga teams invested in total just 12,3mio€ in player signings at winter transfer window. This figure, even if it is higher than the one of last year, is among the lowest of the last 14 years in Spain and places La Liga in the last position among top European leagues for second year in a row
- ✓ Furthermore, taking into account both summer and winter transfer windows, the total investment in new players of season 2012/13 was down 62% to 140mio€, by far the lowest of the last 5 years in Spain
- ✓ Only Atlético de Madrid, Real Madrid, Granada, Sevilla and Celta brought new players paying transfer fees. The other 15 teams have not invested in player transfers over the last 2 years
- ✓ Insúa signing by Atlético de Madrid and Diego López by Real Madrid (as a result of Iker Casillas injury) were the most expensive of winter transfer window in Spain, each of them costing 3,5mio€

## Headlines La Liga (2 of 2)



- ✓ Málaga cashes-in 12,3mio€ from Monreal and Buonanotte sales. Taking also into account player sales conducted in the summer, Málaga has collected more than 41mio€ in the season 2012/13. With this, La Liga teams have collected more from player sales than spent on new players for one more season
- ✓ Once again (3<sup>rd</sup> season in a row), loans and free transfers have dominated the market in Spain. Out of 44 new player arrivals in the winter, 25 were in loan format and 19 were transfers (of which 13 at 0 fee)
- ✓ Granada (6), Zaragoza (5), Rayo Vallecano (4) and Málaga (4) were the teams bringing the highest number of new players. FC Barcelona, Valencia, Real Sociedad and Athletic de Bilbao, the only ones that did not sign any players
- ✓ Valladolid and Athletic de Bilbao were the only La Liga teams that did not take advantage of winter transfer window, neither to hire nor to release players
- ✓ 18 out of 20 La Liga teams (lead by Granada) used winter transfer window to release players to other teams



# Football Transfer Review 2013- winter market

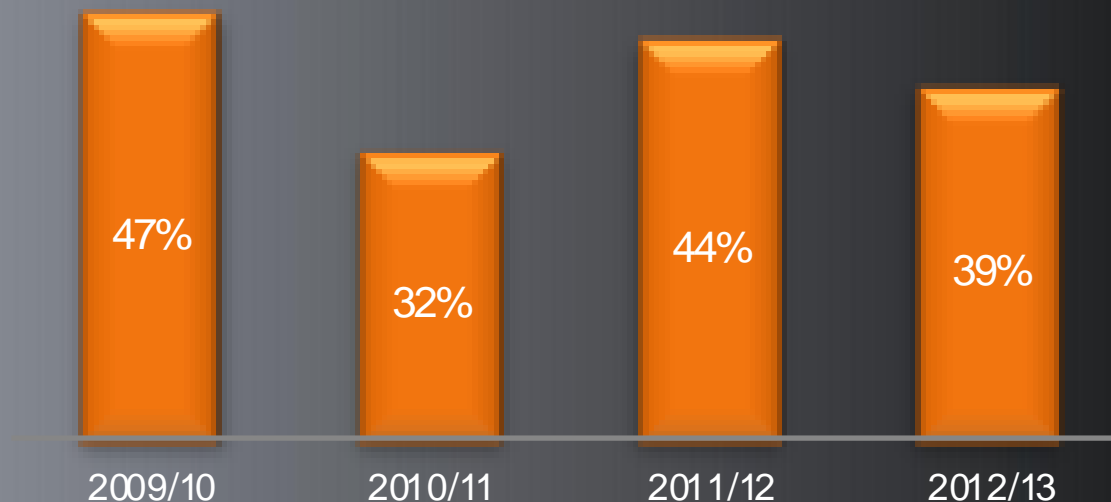


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# Participation of players signed in summer- La Liga



%Players\*

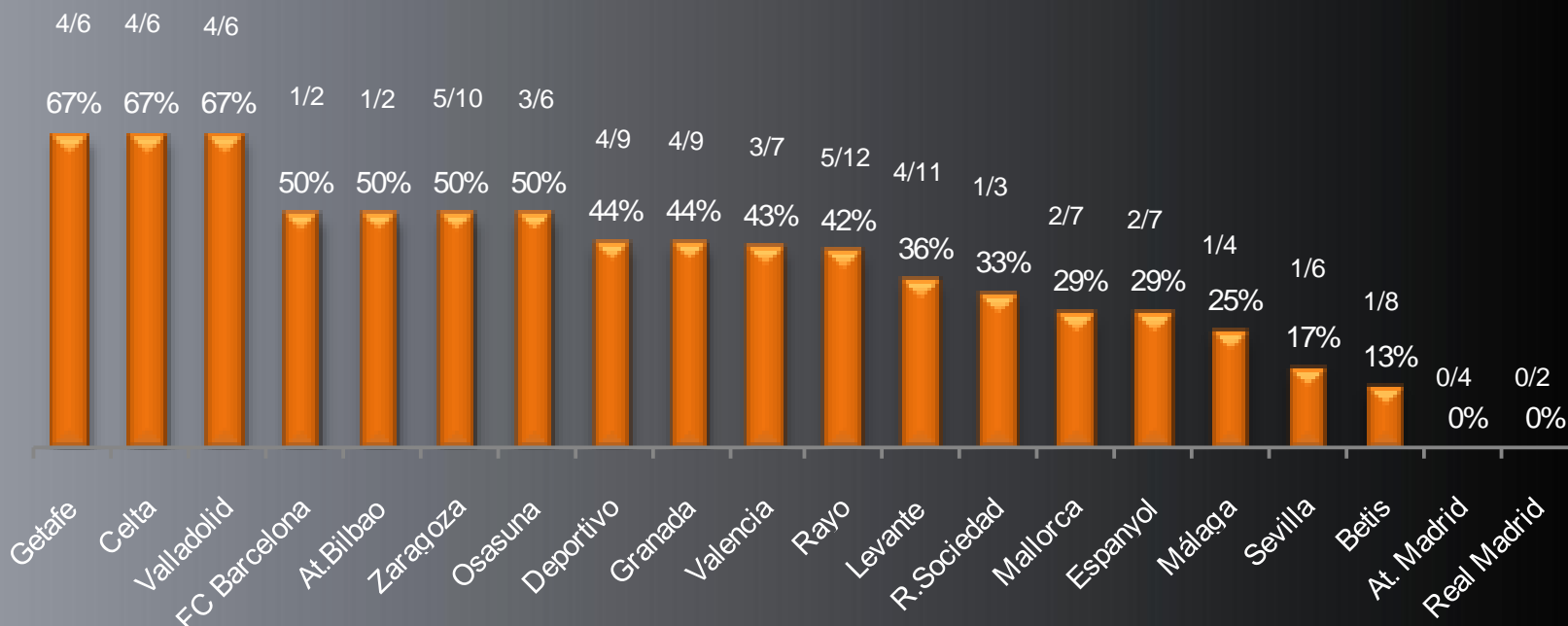


Participation of players signed last summer has been lower than previous season.  
Only 39% of new players have participated in more than half of total minutes

# Ranking usage of new players 2012/13



% players\*



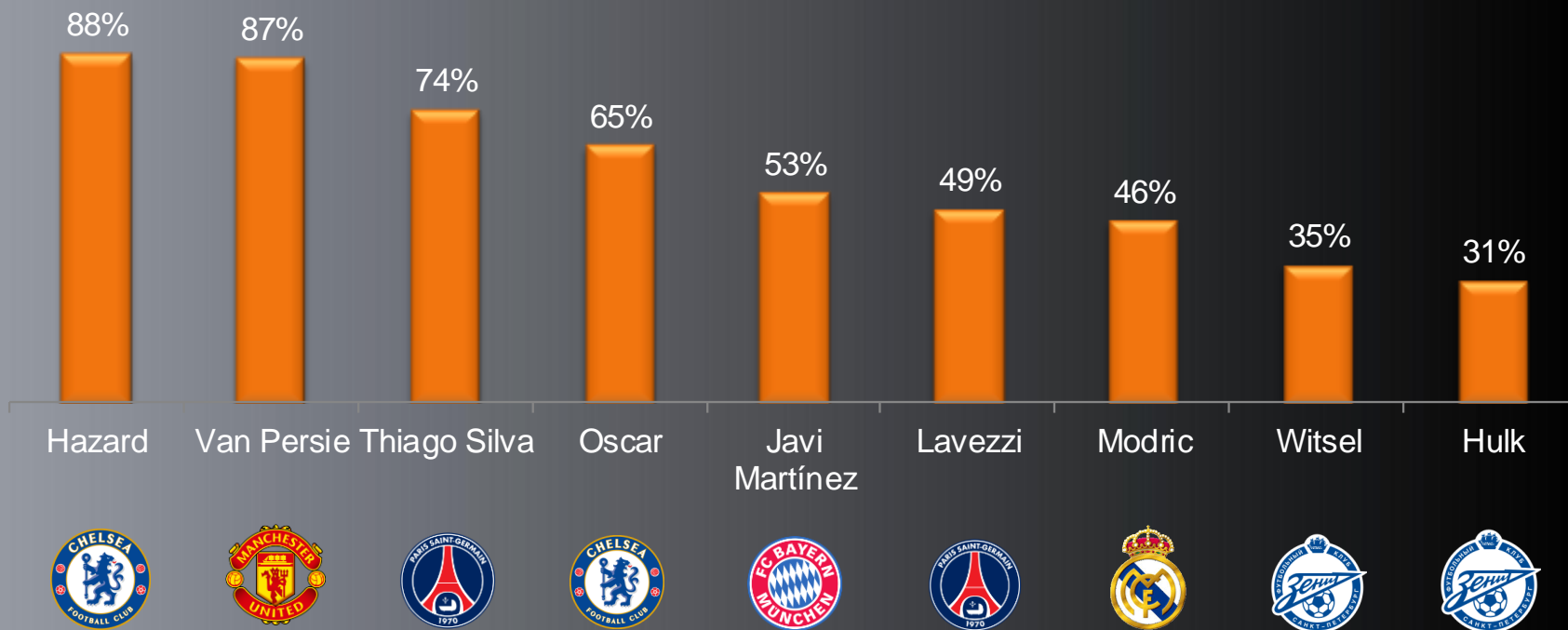
Getafe, Celta and Valladolid are the teams that have taken best advantage of summer player signings. On the other side, none of Atlético de Madrid and Real Madrid new players can so far be considered effective so far



# Participation of top 10 European signings 2012/13\*



%Minutes



Hazard y Van Persie son los fichajes más utilizados del top 10 de los más caros del verano.  
Modric ha disputado menos de la mitad de los minutos.



# Participation of top 10 La Liga signings 2012-13



Jordi Alba is the most profitable Top 10 La Liga signing, having played 85% of the minutes.  
Only 5 of the top 10 signings have played more than half of the available minutes

# Participation signings summer 2013



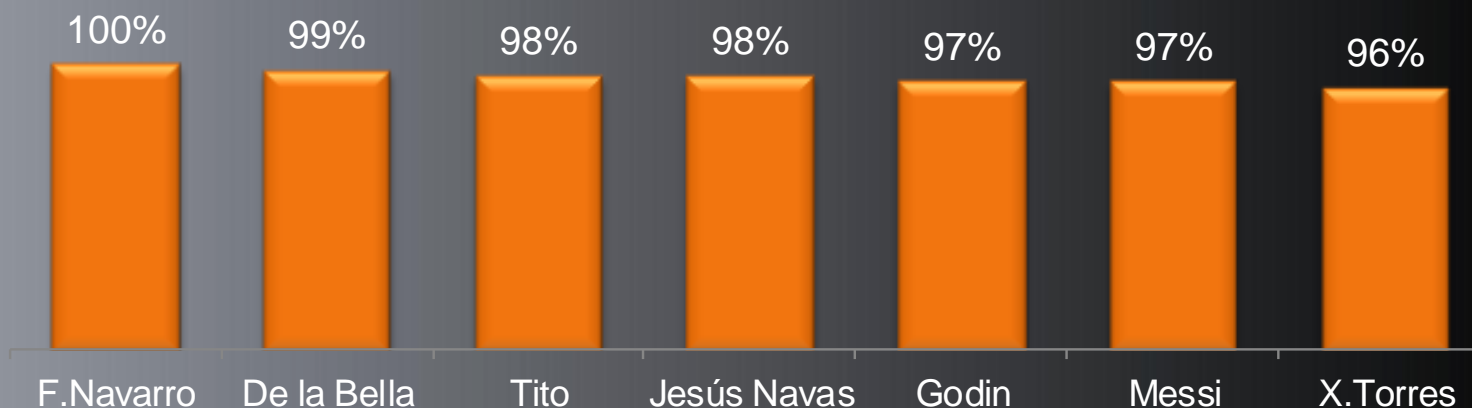
Club	Player	Matches played	Minutes played	% of minutes	Matches 1st 11	Goals	Cost (mio€)
	Modric	15	789	45%	9	1	30
	Essien	8	634	37%	7	1	0
	Alba	17	1454	85%	16	2	14
	Song	7	556	33%	6	1	19

\* minutes played until match day 19 of La Liga 2012/13

# Ranking field players with highest participation



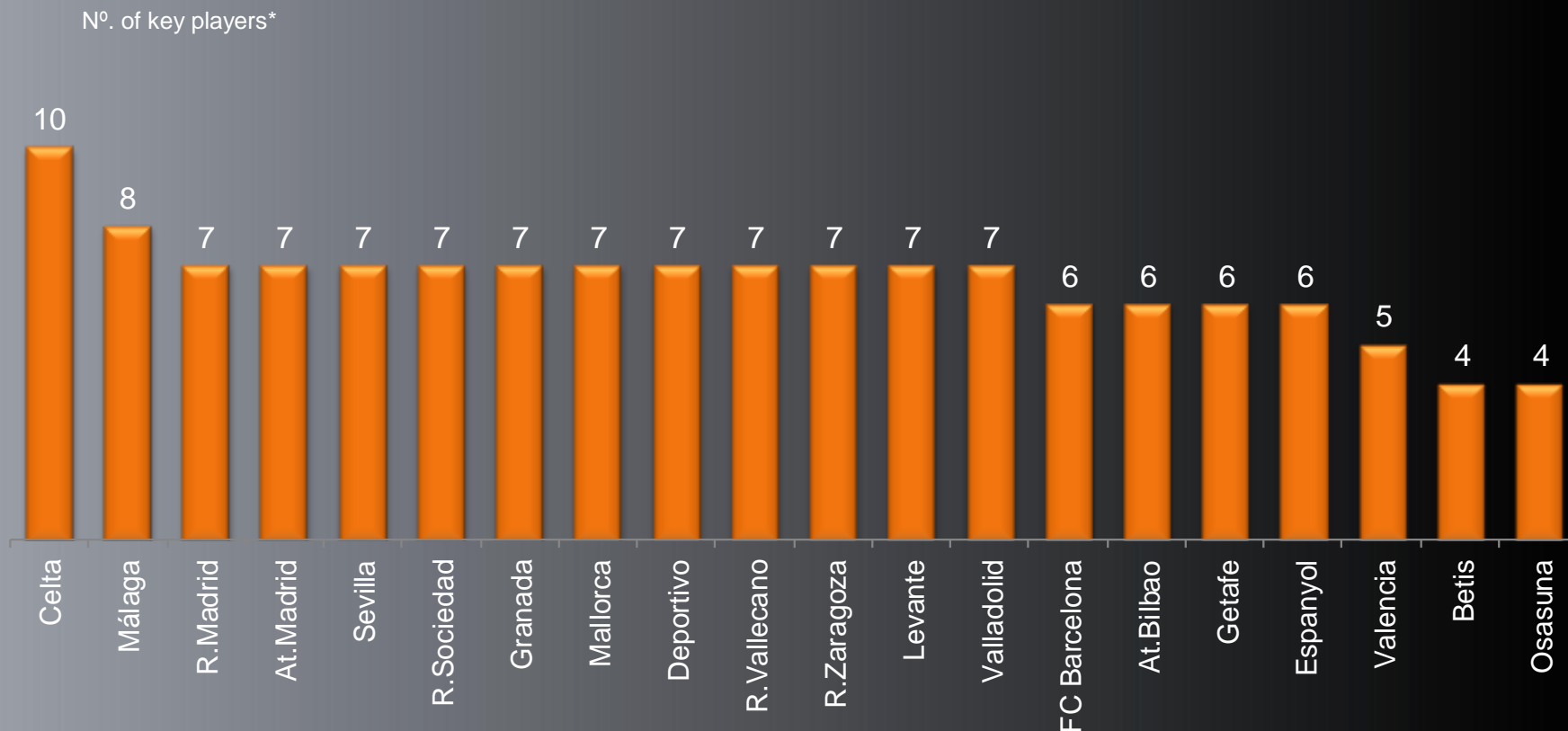
% minutes played\*



Fernando Navarro (Sevilla) is the only La Liga player that has been on the field for 100% of the minutes during 1st half of Spanish league.

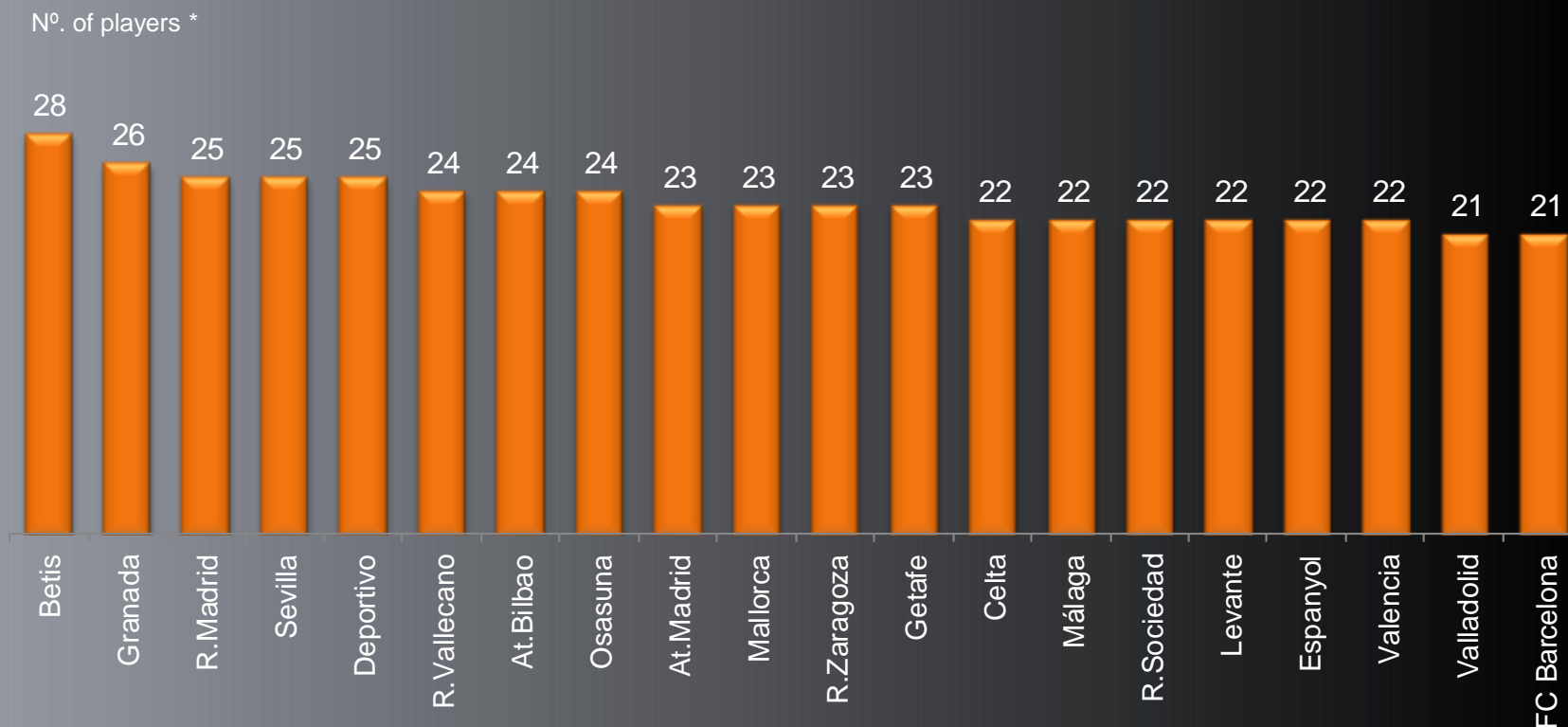
Messi has played more that 95% for second season in a row

# Ranking teams with highest number of fix players\*



Celta is the team with most stable line-up: 10 of its players have participated in more than 70% of the minutes (on the other side Betis and Osasuna with just 4). Real Madrid and FC Barcelona have 7 and 6 key players respectively (same as last season)

# Number of players\* fielded by team

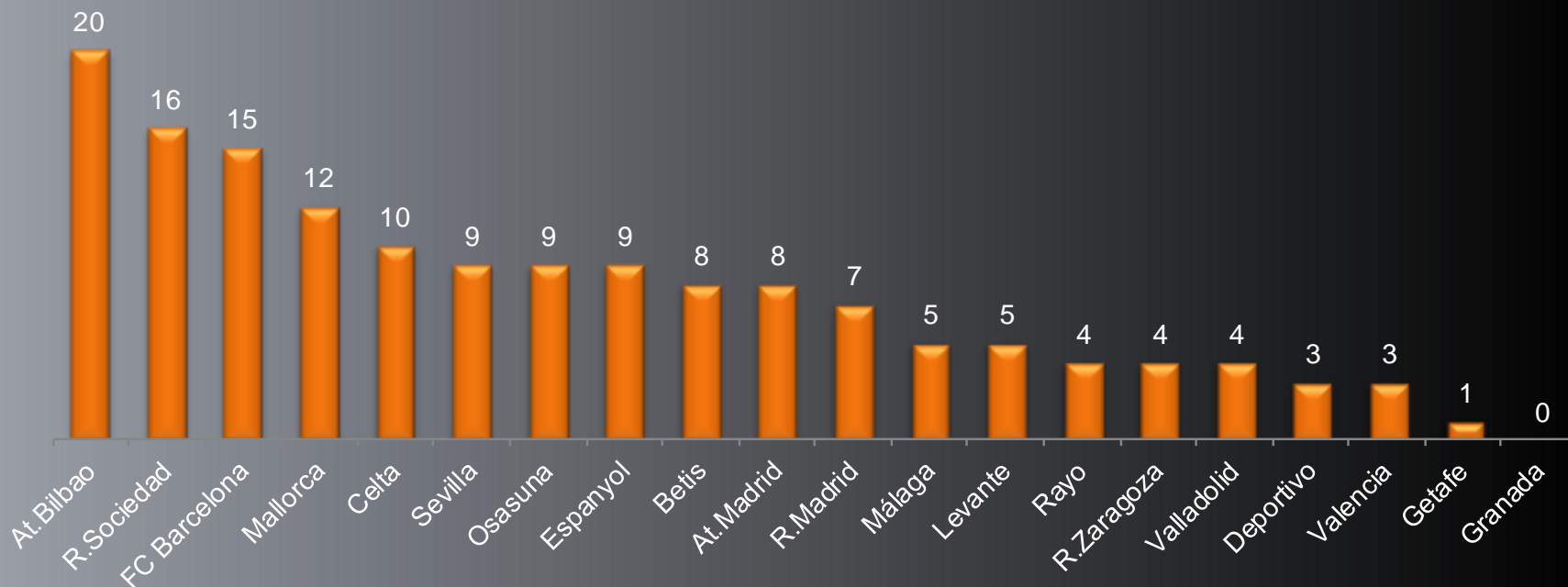


Betis from Sevilla repeats as the team that has fielded most different players so far (28).  
FC Barcelona and Valladolid fielded 21 different players only

# Participation of home grown players by team



Nº of players\*



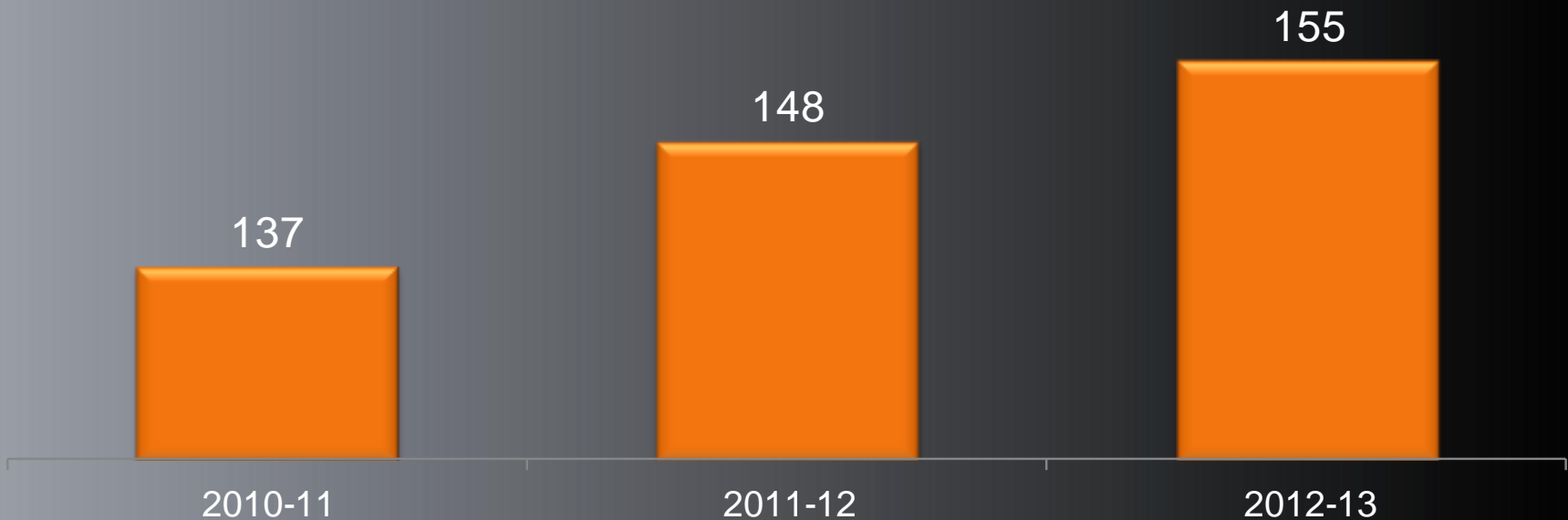
Athletic de Bilbao (20) is well ahead in terms of usage of home grown players. Real Sociedad (16) and FC Barcelona a (15) complete top 3 positions for the third year in a row. On the other side, Granada did not field any home grown player for 2 consecutive seasons

\* Home grown players that participated with at least 1 minute until match day 19 of La Liga 2012/13

# Home grown usage trend at La Liga



Nº of players\*

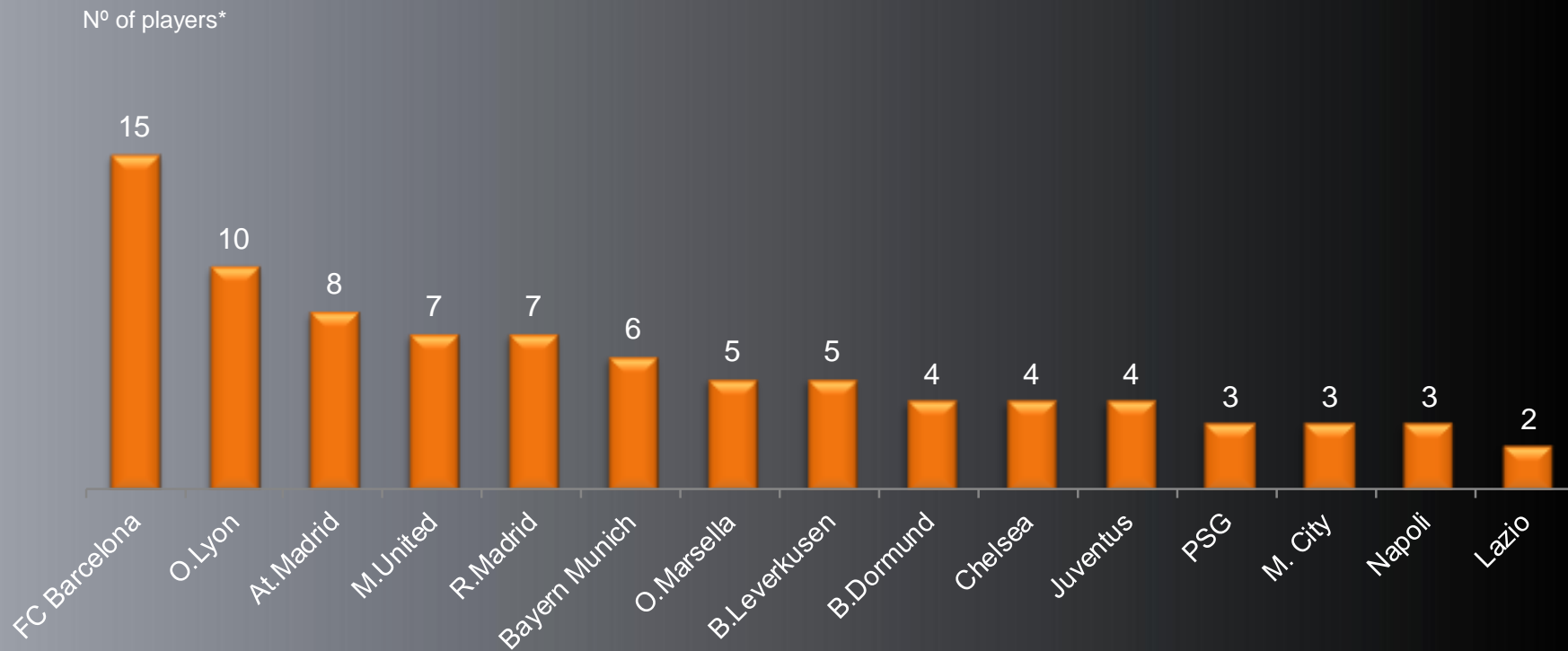


For the second consecutive season the number of home grown players fielded has grown, as a result of the need of using players with lower wages

\* Home grown players that participated with at least 1 minute until match day 19 of La Liga 2012/13



# Participation of home grown players Europe



FC Barcelona is well ahead other European teams in terms of home grown players utilization (among those in the top 3 positions of their leagues). Atlético de Madrid reaches top 3 and Real Madrid grew from 4 to 7 home grown players

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



- ✓ The level of usage of summer player signings has decreased and continues to be low (just 39% of new players have played more than half of minutes)
- ✓ Getafe, Celta and Valladolid are the teams that best take advantage of the summer signings of the season. 4 of their 6 new players have participated in more than half of the minutes
- ✓ On the opposite side, Real Madrid repeats as the team with lowest usage of new players in the league, as Essien and Modric did not manage to play at least 50% of the minutes of 1<sup>st</sup> half of La Liga, just like it happened with all 5 new players of previous season
- ✓ Jordi Alba gets confirmed as the most profitable signing of the season 2012/13, having played 85% of the minutes. 5 of 10 most expensive signings did not manage to play at least half of the minutes: Modric, Diego López, Kondogbia, Song and Canales (the latest due to a long lasting injury)
- ✓ Fernando Navarro (Sevilla) is the only La Liga field player who participated in 100% of the minutes during 1<sup>st</sup> half of the season. Messi has played more than 95% of the minutes for for the second consecutive season

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



- ✓ Celta is the team with most stable line-up: 10 of its players have participated in more than 70% of the minutes (on the other side Betis and Osasuna with just 4). Real Madrid and FC Barcelona have 7 and 6 key players respectively (same as last season)
- ✓ Real Betis repeats as the team that has fielded the higher number of different players (28) during the 1<sup>st</sup> half of the season. FC Barcelona has only fielded 21 players so far, the lowest number along with Real Valladolid
- ✓ Athletic de Bilbao (20) is well ahead of rest of La Liga in terms of usage of home grown players. Real Sociedad (16) and FC Barcelona a (15) complete top 3 positions for the third year in a row. On the opposite side, Granada did not field any home grown player for 2 consecutive seasons
- ✓ FC Barcelona is well ahead other European teams in terms of home grown players utilization (among those in the top 3 positions of their leagues). Atlético de Madrid reaches top 3 and Real Madrid grew from 4 to 7 home grown players



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# European Football Table 2012/13



1. Top 5 European leagues combined
2. Top scorers

# Points achieved: top 10 Europe













	<b>% Points achieved</b>	Total							<b>% of Points</b>
		Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona 	55	19	18	1	0	64	20	96,49
2	B.Munich 	42	17	13	3	1	44	7	82,35
3	Man.United 	46	19	15	1	3	48	28	80,70
4	At.Madrid 	44	19	14	2	3	40	18	77,19
5	Juventus 	44	19	14	2	3	40	13	77,19
6	Man.City 	39	19	11	6	2	34	16	68,42
7	Lazio 	39	19	12	3	4	28	19	68,42
8	Napoli 	39	19	12	3	4	37	18	68,42
9	PSG 	38	19	11	5	3	36	12	66,67
10	O.Lyon 	38	19	11	5	3	33	17	66,67

Table after completion of 1st half of each domestic league

# Ranking % Points achieved last 4 years



2009/10	2010/11	2011/12	2012/13
 86,70	 91,23	 85,96	 96,49
 78,30	 84,31	 78,95	 82,35
 77,80	 84,21	 78,95	 80,70
 75,00	 72,55	 77,19	 77,19

FC Barcelona achieves best results of the last years and confirms its hegemony in Europe, being in 1st position in 3 of the last 4 years

# Points achieved: worst 10









	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
89	Osasuna		15	19	3	6	10	14	20	26,32
90	Palermo		15	19	3	6	10	16	29	26,32
91	Hoffenheim		12	17	3	3	11	23	41	23,53
92	Troyes		13	19	2	7	10	20	37	22,81
93	Nancy		11	19	1	8	10	15	33	19,30
94	Siena*		11	19	4	5	10	17	28	19,30
95	Greuther Fürth		9	17	1	6	10	11	28	17,65
96	Augsburg		9	17	1	6	10	12	29	17,65
97	QPR		10	19	1	7	11	16	33	17,54
98	Reading		10	19	1	7	11	21	37	17,54

Table after completion of 1st half of each domestic league



# Points achieved at home: top 10













	% Points achieved		Total						% of Points
			Pt	Played	W	D	L	Gf Ga	
1	At.Madrid		30	10	10	0	0	30 6	100,00
2	FC Barcelona		25	9	8	1	0	29 7	92,59
3	Man.United		24	9	8	0	1	26 13	88,89
4	R.Madrid		23	9	7	2	0	28 8	85,19
5	Lazio		25	10	8	1	1	20 9	83,33
6	B.Leverkusen		20	8	6	2	0	16 5	83,33
7	O.Lyon		25	10	8	1	1	23 8	83,33
8	Parma		21	9	6	3	0	16 7	77,78
9	Man.City		23	10	7	2	1	22 9	76,67
10	Fiorentia		23	10	7	2	1	21 8	76,67

Table after completion of 1st half of each domestic league

# Points achieved at home: worst 10








	<b>% Points achieved</b>	Total								<b>% of Points</b>
		Pt	Played	W	D	L	Gf	Ga		
89	Hoffenheim 	8	9	2	2	5	13	22		29,63
90	Cagliari 	8	9	2	2	5	8	14		29,63
91	Reading 	8	9	1	5	3	14	19		29,63
92	QPR 	7	9	1	4	4	8	16		25,93
93	Granada 	7	9	1	4	4	7	10		25,93
94	Wolfsburg 	6	8	1	3	4	6	14		25,00
95	Nancy 	7	10	1	4	5	6	12		23,33
96	Augsburg 	6	9	1	3	5	7	15		22,22
97	Siena* 	6	10	3	3	4	8	12		20,00
98	Greuther Fürth 	3	9	0	3	6	4	15		11,11

Table after completion of 1st half of each domestic league

# Points achieved away: Top 10













	% Points achieved		Total						% of Points	
			Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona		30	10	10	0	0	35	13	100,00
2	B.Munich		22	8	7	1	0	20	1	91,67
3	Juventus		22	9	7	1	1	20	6	81,48
4	Man.United		22	10	7	1	2	22	15	73,33
5	R.Betis		19	9	6	1	2	17	17	70,37
6	O.Marsella		21	10	7	0	3	11	8	70,00
7	PSG		18	9	5	3	1	18	6	66,67
8	Chelsea		17	9	5	2	2	15	10	62,96
9	Inter		18	10	6	0	4	16	10	60,00
10	Man.City		16	9	4	4	1	12	7	59,26

Table after completion of 1st half of each domestic league

# Points achieved away: worst 10











	<b>% Points achieved</b>	Total							<b>% of Points</b>
		Pt	Played	W	D	L	Gf	Ga	
89	Nancy 	4	9	0	4	5	9	21	14,81
90	Newcastle 	4	9	0	4	5	11	18	14,81
91	Augsburg 	3	8	0	3	5	5	14	12,50
92	Stade Reims 	3	9	0	3	6	4	13	11,11
93	Palermo 	3	10	0	3	7	4	17	10,00
94	Celta 	3	10	1	0	9	7	17	10,00
95	QPR 	3	10	0	3	7	8	17	10,00
96	Troyes 	2	9	0	2	7	6	21	7,41
97	Reading 	2	10	0	2	8	7	18	6,67
98	Siena* 	-1	9	1	2	6	9	16	-3,70

Table after completion of 1st half of each domestic league

# Average goals scored: Top 10



	Average goals favor	Total							Avge Gf
		Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona 	55	19	18	1	0	64	20	3,37
2	B.Munich 	42	17	13	3	1	44	7	2,59
3	Man.United 	46	19	15	1	3	48	28	2,53
4	R.Madrid 	37	19	11	4	4	45	20	2,37
5	Roma 	32	19	10	2	7	43	33	2,26
6	At.Madrid 	44	19	14	2	3	40	18	2,11
7	Juventus 	44	19	14	2	3	40	13	2,11
8	B.Dormund 	30	17	8	6	3	35	20	2,06
9	Chelsea 	36	19	10	6	3	39	19	2,05
10	Arsenal 	33	19	8	6	4	37	19	1,95

Table after completion of 1st half of each domestic league

# Average goals scored: worst 10





	Average goals favor		Total						Avge Gf	
			Pt	Played	W	D	L	Gf	Ga	
89	Sochaux		16	19	4	4	11	17	29	0,89
90	QPR		10	19	1	7	11	16	33	0,84
91	Palermo		15	19	3	6	10	16	29	0,84
92	Granada		17	19	4	5	10	16	29	0,84
93	Stade Reims		19	19	4	7	8	16	20	0,84
94	Nancy		11	19	1	8	10	15	33	0,79
95	Aston Villa		18	19	4	6	9	15	36	0,79
96	Osasuna		15	19	3	6	10	14	20	0,74
97	Augsburg		9	17	1	6	10	12	29	0,71
98	Greuther Fürth		9	17	1	6	10	11	28	0,65

Table after completion of 1st half of each domestic league

# Average goals scored at home: top 10





	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona		25	9	8	1	0	29	7	3,22
2	R.Madrid		23	9	7	2	0	28	8	3,11
3	At.Madrid		30	10	10	0	0	30	6	3,00
4	Man.United		24	9	8	0	1	26	13	2,89
5	B.Munich		20	9	6	2	1	24	6	2,67
6	E.Frankfurt		20	9	6	2	1	23	15	2,56
7	Roma		17	9	5	2	2	23	14	2,56
8	Arsenal		17	9	5	2	2	23	11	2,56
9	Napoli		23	10	7	2	1	25	11	2,50
10	Málaga		19	10	6	1	3	24	12	2,40

Table after completion of 1st half of each domestic league

# Average goals scored at home: worst 10



	Average goals favor		Total						Avge Gf	
			Pt	Played	W	D	L	Gf	Ga	
89	QPR		7	9	1	4	4	8	16	0,89
90	Cagliari		8	9	2	2	5	8	14	0,89
91	Siena*		6	10	3	3	4	8	12	0,80
92	Osasuna		10	10	2	4	4	8	7	0,80
93	Augsburg		6	9	1	3	5	7	15	0,78
94	Granada		7	9	1	4	4	7	10	0,78
95	Ajaccio		12	9	3	3	3	7	7	0,78
96	Wolfsburg		6	8	1	3	4	6	14	0,75
97	Nancy		7	10	1	4	5	6	12	0,60
98	Greuther Fürth		3	9	0	3	6	4	15	0,44

Table after completion of 1st half of each domestic league



# Average goals scored away: Top 10



	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona		30	10	10	0	0	35	13	3,50
2	B.Munich		22	8	7	1	0	20	1	2,50
3	Tottenham		15	9	5	0	4	20	15	2,22
4	Juventus		22	9	7	1	1	20	6	2,22
5	Milan		12	9	3	3	3	20	18	2,22
6	Man.United		22	10	7	1	2	22	15	2,20
7	Roma		15	10	5	0	5	20	19	2,00
8	B.Dormund		16	9	4	4	1	18	12	2,00
9	PSG		18	9	5	3	1	18	6	2,00
10	R.Betis		19	9	6	1	2	17	17	1,89

Table after completion of 1st half of each domestic league

# Average goals scored away: worst 10



	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
89	West Ham		8	9	2	2	5	6	15	0,67
90	Wigan		6	9	2	0	7	6	17	0,67
91	Osasuna		5	9	1	2	6	6	13	0,67
92	Augsburg		3	8	0	3	5	5	14	0,63
93	Levante		11	10	3	2	5	6	15	0,60
94	Sochaux		8	10	2	2	6	6	15	0,60
95	Málaga		12	9	3	3	3	5	4	0,56
96	Valencia		8	9	2	2	5	5	12	0,56
97	Stade Reims		3	9	0	3	6	4	13	0,44
98	Palermo		3	10	0	3	7	4	17	0,40

Table after completion of 1st half of each domestic league

# Average goals conceded: Top 10











	Average goals against		Pt	Played	Total					Avge Gf
					W	D	L	Gf	Ga	
1	B. Munich		42	17	13	3	1	44	7	0,41
2	PSG		38	19	11	5	3	36	12	0,63
3	Juventus		44	19	14	2	3	40	13	0,68
4	Saint-Étienne		27	19	7	6	6	24	14	0,74
5	Stoke City		28	19	6	10	3	18	14	0,74
6	Girondins		29	19	6	11	2	21	14	0,74
7	Málaga		31	19	9	4	6	29	16	0,84
8	Man.City		39	19	11	6	2	34	16	0,84
9	O.Lyon		38	19	11	5	3	33	17	0,89
10	At.Madrid		44	19	14	2	3	40	18	0,95

Table after completion of 1st half of each domestic league

# Average goals conceded: worst 10




	Average goals against		Total						Avge Gf
		Pt	Played	W	D	L	Gf	Ga	
89	Wigan 	15	19	4	3	12	19	35	1,84
90	Cagliari 	16	19	4	4	11	17	35	1,84
91	Southampton 	17	19	4	5	10	25	36	1,89
92	Aston Villa 	18	19	4	6	9	15	36	1,89
93	Reading 	10	19	1	7	11	21	37	1,95
94	Troyes 	13	19	2	7	10	20	37	1,95
95	At. Bilbao 	21	19	6	3	10	23	39	2,05
96	Deportivo 	16	19	3	7	9	23	40	2,11
97	Bastia 	22	19	6	4	9	26	41	2,16
98	Hoffenheim 	12	17	3	3	11	23	41	2,41

Table after completion of 1st half of each domestic league

# Average goals conceded at home: Top 10













	Average goals against		Total						Avge Ga
		Pt	Played	W	D	L	Gf	Ga	
1	Stoke City 	19	9	5	4	0	11	4	0,44
2	R.Sociedad 	18	10	5	3	2	14	6	0,60
3	Saint-Étienne 	16	10	5	1	4	14	6	0,60
4	PSG 	20	10	6	2	2	18	6	0,60
5	At.Madrid 	30	10	10	0	0	30	6	0,60
6	B.Leverkusen 	20	8	6	2	0	16	5	0,63
7	Girondins 	15	9	3	6	0	9	6	0,67
8	Lille 	18	9	5	3	1	14	6	0,67
9	B.Munich 	20	9	6	2	1	24	6	0,67
10	Juventus 	22	10	7	1	2	20	7	0,70

Table after completion of 1st half of each domestic league

# Average goals conceded at home: worst 10



	Average goals against	Total							Avge Ga
		Pt	Played	W	D	L	Gf	Ga	
89	Greuther Fürth 	3	9	0	3	6	4	15	1,67
90	Augsburg 	6	9	1	3	5	7	15	1,67
91	Pescara 	13	10	4	1	5	10	17	1,70
92	Wolfsburg 	6	8	1	3	4	6	14	1,75
93	QPR 	7	9	1	4	4	8	16	1,78
94	Wigan 	9	10	2	3	5	13	18	1,80
95	Genoa 	9	10	2	3	5	14	19	1,90
96	Reading 	8	9	1	5	3	14	19	2,11
97	Bastia 	15	9	5	0	4	17	19	2,11
98	Hoffenheim 	8	9	2	2	5	13	22	2,44

# Average goals conceded away: Top 10



	Average goals against		Pt	Played	Total					Avge Ga
					W	D	L	Gf	Ga	
1	B.Munich		22	8	7	1	0	20	1	0,13
2	Málaga		12	9	3	3	3	5	4	0,44
3	PSG		18	9	5	3	1	18	6	0,67
4	Juventus		22	9	7	1	1	20	6	0,67
5	Man.City		16	9	4	4	1	12	7	0,78
6	Napoli		16	9	5	1	3	12	7	0,78
7	O.Marsella		21	10	7	0	3	11	8	0,80
8	Girondins		14	10	3	5	2	12	8	0,80
9	Arsenal		16	10	4	4	2	14	8	0,80
10	Swansea		11	9	3	2	4	10	8	0,89

Table after completion of 1st half of each domestic league

# Average goals conceded away: worst 10













	Average goals against	Total							Avge Ga
		Pt	Played	W	D	L	Gf	Ga	
89	Chievo Verona 	6	9	2	0	7	9	20	2,22
90	Hannover 96 	6	8	2	0	6	12	18	2,25
91	Troyes 	2	9	0	2	7	6	21	2,33
92	Nancy 	4	9	0	4	5	9	21	2,33
93	R.Vallecano 	12	9	4	0	5	13	21	2,33
94	Hoffenheim 	4	8	1	1	6	10	19	2,38
95	Aston Villa 	8	10	2	2	6	7	24	2,40
96	Southampton 	5	9	1	2	6	11	23	2,56
97	Deportivo 	5	10	0	5	5	12	27	2,70
98	At.Bilbao 	7	9	2	1	6	11	26	2,89

Table after completion of 1st half of each domestic league



# Goal difference: Top 10













	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
1	FC Barcelona		55	19	18	1	0	64	20	44
2	B.Munich		42	17	13	3	1	44	7	37
3	Juventus		44	19	14	2	3	40	13	27
4	R.Madrid		37	19	11	4	4	45	20	25
5	PSG		38	19	11	5	3	36	12	24
6	At.Madrid		44	19	14	2	3	40	18	22
7	Man.United		46	19	15	1	3	48	28	20
8	Chelsea		36	19	10	6	3	39	19	20
9	Napoli		39	19	12	3	4	37	18	19
10	Arsenal		33	19	8	6	4	37	19	18

Table after completion of 1st half of each domestic league

# Goal difference: worst 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
89	Deportivo		16	19	3	7	9	23	40	-17
90	Troyes		13	19	2	7	10	20	37	-17
91	QPR		10	19	1	7	11	16	33	-17
92	Augsburg		9	17	1	6	10	12	29	-17
93	Greuther Fürth		9	17	1	6	10	11	28	-17
94	Hoffenheim		12	17	3	3	11	23	41	-18
95	Cagliari		16	19	4	4	11	17	35	-18
96	Pescara		20	19	6	2	11	17	35	-18
97	Nancy		11	19	1	8	10	15	33	-18
98	Aston Villa		18	19	4	6	9	15	36	-21

Table after completion of 1st half of each domestic league

# Goal difference at home: Top 10



	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
1	At.Madrid		30	10	10	0	0	30	6	24
2	FC Barcelona		25	9	8	1	0	29	7	22
3	R.Madrid		23	9	7	2	0	28	8	20
4	B.Munich		20	9	6	2	1	24	6	18
5	Chelsea		18	10	5	4	1	24	9	15
6	O.Lyon		25	10	8	1	1	23	8	15
7	Napoli		23	10	7	2	1	25	11	14
8	Man.United		24	9	8	0	1	26	13	13
9	Man.City		23	10	7	2	1	22	9	13
10	Juventus		22	10	7	1	2	20	7	13

Table after completion of 1st half of each domestic league

# Goal difference at home: worst 10













	Goal Difference		Pt	Played	Total	W	D	L	Gf	Ga	Goal diff
89	Reading		8	9		1	5	3	14	19	-5
90	Genoa		9	10		2	3	5	14	19	-5
91	Cagliari		8	9		2	2	5	8	14	-6
92	Nancy		7	10		1	4	5	6	12	-6
93	Pescara		13	10		4	1	5	10	17	-7
94	QPR		7	9		1	4	4	8	16	-8
95	Wolfsburg		6	8		1	3	4	6	14	-8
96	Augsburg		6	9		1	3	5	7	15	-8
97	Hoffenheim		8	9		2	2	5	13	22	-9
98	Greuther Fürth		3	9		0	3	6	4	15	-11

Table after completion of 1st half of each domestic league

# Goal difference away: Top 10













	Goal Difference		Total							Goal diff
			Pt	Played	W	D	L	Gf	Ga	
1	FC Barcelona		30	10	10	0	0	35	13	22
2	B.Munich		22	8	7	1	0	20	1	19
3	Juventus		22	9	7	1	1	20	6	14
4	PSG		18	9	5	3	1	18	6	12
5	Man.United		22	10	7	1	2	22	15	7
6	B.Dormund		16	9	4	4	1	18	12	6
7	Inter		18	10	6	0	4	16	10	6
8	Arsenal		16	10	4	4	2	14	8	6
9	Tottenham		15	9	5	0	4	20	15	5
10	R.Madrid		14	10	4	2	4	17	12	5

Table after completion of 1st half of each domestic league

# Goal difference away: worst 10













	Goal Difference		Pt	Played	Total					Goal diff
					W	D	L	Gf	Ga	
89	Chievo Verona		6	9	2	0	7	9	20	-11
90	Southampton		5	9	1	2	6	11	23	-12
91	Nancy		4	9	0	4	5	9	21	-12
92	Cagliari		8	10	2	2	6	9	21	-12
93	Bastia		7	10	1	4	5	9	22	-13
94	Palermo		3	10	0	3	7	4	17	-13
95	At. Bilbao		7	9	2	1	6	11	26	-15
96	Deportivo		5	10	0	5	5	12	27	-15
97	Troyes		2	9	0	2	7	6	21	-15
98	Aston Villa		8	10	2	2	6	7	24	-17

Table after completion of 1st half of each domestic league

# Goal profitability: Top 10













	Goal profitability		Total						Goal prof	
			Pt	Played	W	D	L	Gf	Ga	
1	O.Marsella		38	19	12	2	5	24	20	1,58
2	Stoke City		28	19	6	10	3	18	14	1,56
3	Lazio		39	19	12	3	4	28	19	1,39
4	Girondins		29	19	6	11	2	21	14	1,38
5	Hamburg		24	17	7	3	7	18	21	1,33
6	Norwich		25	19	6	7	6	20	28	1,25
7	Levante		30	19	9	3	7	24	27	1,25
8	Atalanta*		22	19	7	3	9	18	28	1,22
9	Lille		29	19	7	8	4	24	18	1,21
10	Aston Villa		18	19	4	6	9	15	36	1,20

Table after completion of 1st half of each domestic league

# Average goals per game by league



Average after completion of 1st half of each league



# Sporting results trend European teams with highest expenditure in summer 2012/13



Team	Summer Investment (Mio€)	2011/12		2012/13	
		League position	% points	League position	% points
PSG 	147	1	70,18	1	66,67
Chelsea 	100	5	59,65	3	63,16
Zenit 	95	1	64,44	2	73,33
B.Munich 	70	1	72,55	1	82,35
Tottenham 	65	3	73,68	4	57,89
M.United 	65	2	78,95	1	80,70
M.City 	64	1	78,95	2	68,42
Juventus 	52	1	71,93	1	77,19
Arsenal 	43	4	63,16	7	57,89
Inter 	43	4	61,40	4	61,40

Clasificación con los partidos disputados a cierre de la 1ª vuelta de cada competición

# Sporting results trend La Liga teams with highest expenditure in summer 2012/13



Team	Summer Investment (Mio€)	2011/12		2012/13	
		League position	% points	League position	% points
FC Barcelona 	33	2	77,19	1	96,49
Real Madrid 	30	1	85,96	3	64,91
Valencia 	23	3	61,40	8	52,63
Sevilla 	13	9	45,61	13	38,60
Granada 	6	18	33,33	17	29,82
Getafe 	6	11	42,11	10	43,86
R.Sociedad 	4	15	36,84	9	45,61
Celta 	3	-	-	16	31,58
At.Bilbao 	3	7	45,61	14	36,84
Betis 	2	12	40,35	4	59,65
Mallorca 	2	14	38,60	18	29,82



# European Football Table 2012/13



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

# Top scorers top 5 European leagues 2012/13



Messi	28
Falcao	18
C.Ronaldo	16
Soldado	11
R.Castro	11
Aduritz	11
Piti	9
Vela	8
Óscar	8
I.Aspar	8
Negredo	8
Postiga	8



Michu	13
Van Persie	13
D.Ba	12
L.Suárez	11
Defoe	10
Bale	9
Fellaini	8
Lambert	8
Cazorla	8
Rooney	7
Mata	7
F.Torres	7
Tévez	7



Cavani	16
El shaarawy	14
Di Natale	12
Klose	10
Osvaldo	10
Lamela	10
Milito	8
Pazzini	8
Jovetic	8
Hamsik	7
Denis	7
Hernanes	7



Kiesling	12
Meier	11
Lewandowski	10
Ibisevic	10
Müller	9
Szalai	9
Mandzukic	9
Petersen	7
Bas Dost	7
Reus	6
Kroos	6
Götze	6



Ibrahimovic	18
Gomis	11
Cvitanich	10
Ben Yedder	9
Modeste	9
Aubameyang	8
Féret	8
Aliadière	7
Alessandrini	7
Basat	7
Gouffran	7

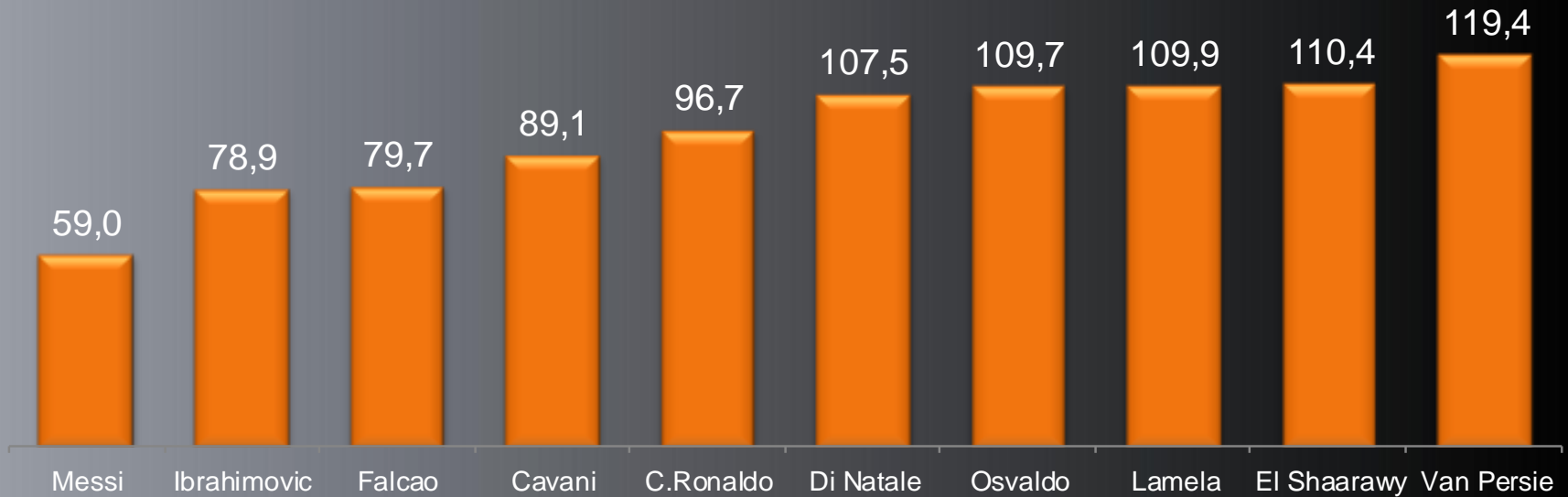


Messi is one more year the indisputed best striker in Europe, having scored 28 goles in 20 games. Michu tops Premier league table and 18 goals by Falcao would have made him top scorer in 4 of the 5 top European leagues

# Top 10 players by goal efficacy



Minutes x goal

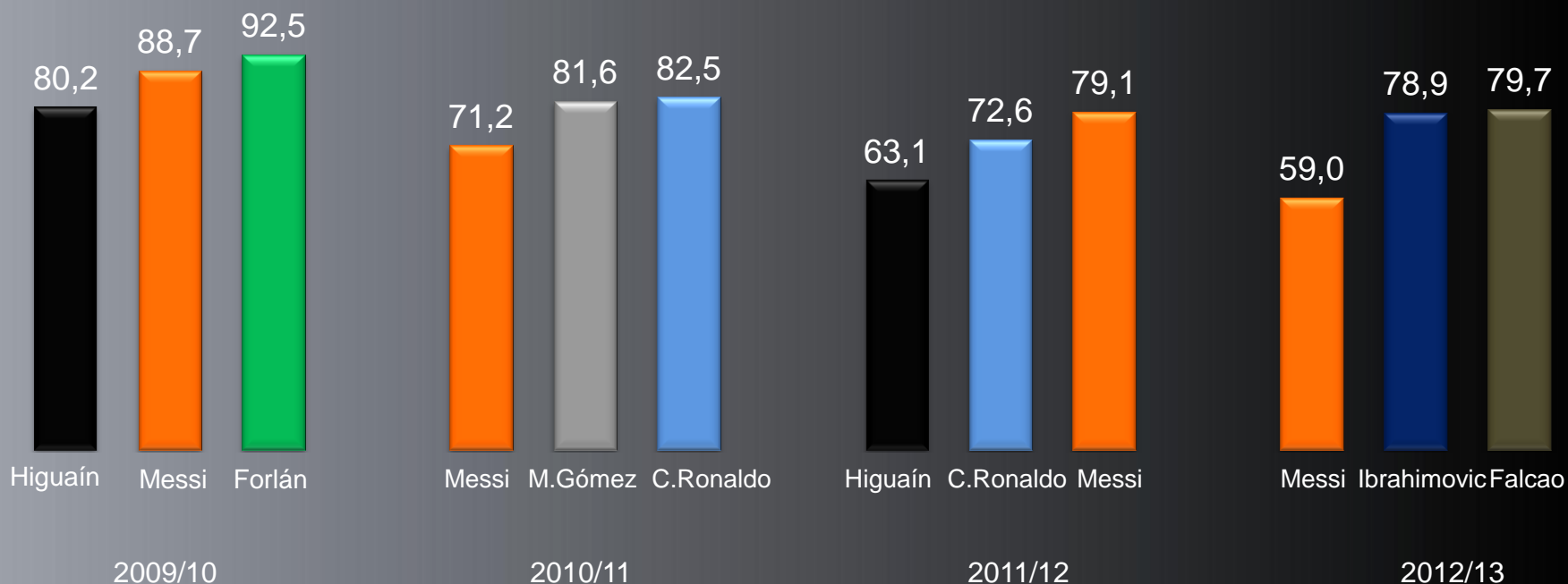


Messi is also the most effective striker by scoring one goal every 59 minutes, well ahead Ibrahimovic and Falcao

# Top 3 goal efficacy of last 4 seasons



Minutes x goal



Messi is the most effective and stable scorer in Europe at the end of 1st half of domestic leagues. The only player always at top 3 of the last 4 seasons

# Headlines European Football Table (1 of 2)



- ✓ FC Barcelona, close to perfection after achieving 96,5% of points, is back to the top of European football table at the end of 1<sup>st</sup> half of all domestic leagues and has now led the table in 3 of the last 4 years. Bayern Munich follows at distance with 82,4% points ratio. Real Madrid, which led last year table, falls to 12 position. Atlético de Madrid' good season places "colchoneros" in the 4<sup>th</sup> position of European football, having achieved 77,2% of points
- ✓ FC Barcelona is also the best in terms of goals scored (3,37 average per game), goal difference (+44), is the only team having won all away games and, in addition, has the greatest goal difference vs runners 'up (11 points at the end of 1<sup>st</sup> half of La Liga)
- ✓ Vicente Calderón is the most difficult stadium in Europe, where Atlético de Madrid has managed to win all 10 games (100% of points). Atlético is also the 3<sup>rd</sup> best scorer in Europe at home (behind FC Barcelona and Real Madrid precisely) and is among the best 10 in terms of goals conceded

## Headlines European Football Table (2 of 2)



- ✓ The good season by Málaga and Betis has brought both teams from Andalucia to the top positions. Málaga is one the teams having conceded less goals in Europe (7<sup>th</sup> best with 0,84 goals per game), while Betis from Sevilla is the 5<sup>th</sup> best in Europe in % of points achieve away (70,4%). On the other side, Levante is the 7<sup>th</sup> team taking maximum advantage of scored goals (1,25 points achieved by goal)
- ✓ La Liga has improved its scoring capacity by 9,1% to 2,85 goals per match, reaching second position in Europe right after Bundesliga (2,9)
- ✓ 6 of the 10 La Liga teams with highest signings expenditure in the summer –Real Madrid, Valencia, Sevilla, Granada, Athletic Bilbao and Mallorca- have not managed to take advantage of their investments to improve the position in the table in the 1<sup>st</sup> half of the season
- ✓ With 28 goals at 1<sup>st</sup> half of La Liga, Messi is once again the undisputed king of goal in Europe. He is also the most effective striker by scoring every 59 minutes (followed at distance by Ibrahimovic at 79 minutes). With 13 goals scored, Michu shows-up in the table as the best scorer of the Premier League (along with Robin Van Persie). 18 goals scored by colombian hero Radamel Falcao would have been enough to be the best scorer in 4 of 5 best European leagues





# Football Transfer Review 2013- winter market



1. Technical sheet
2. Winter 2013 transfer window top 5 European leagues
3. La Liga on going season review
4. European Football Table 2012/13
5. **Conclusions**
6. About Prime Time Sport

# Conclusions FTR 2013- winter (1 of 5)



- ✓ Top 5 European leagues have spent 303mio€ in total in new player signings at winter transfer window, up 11,8% vs last season. English Premier League is again the lead horse in Europe as it concentrates 48% of total expenditure.
- ✓ However, the erosion trend continues in the market as this growth was not enough to offset the significant decrease that took place in the summer (-179mio€ vs previous season), which resulted in a 7,4% decline in the total investment of season 2012/13.
- ✓ European decline has been mainly driven by low investment levels at Spanish La Liga, where despite a 89% growth in the amount spend in new players to 12,3mio€ (one of the lowest of the last 14 years), the combined investment (summer + winter) was down 62% to place La Liga for the first time at the back of top European leagues.
- ✓ Easter European teams stand-up in the first positions of the ranking. On one side, Anzhi tops investment table after conducting most expensive player acquisition of the summer – Willian for 35mio€-. On the other side, Shaktar Donetsk leads player sales income thanks precisely to Willian transfer. The sale of Mario Malotelli places Manchester City in 3<sup>rd</sup> position of player sales ranking and AC Milan in the 2<sup>nd</sup> in terms of expenditure.

# Conclusions FTR 2013- winter (2 of 5)



- ✓ Scarce Spanish football activity is proven by the absence of La Liga teams at Top 10 investment ranking (not even FC Barcelona nor Real Madrid). As for player sales, it is remarkable to see Málaga among Top 10 European teams, as a result of having collected 12,3mio€ thru the transfers of Monreal and Buonanotte in the winter window, and surpassing 41mio€ considering summer player sales also.
- ✓ PSG is for second consecutive year the team with highest expenditure in new players in Europe, followed by Chelsea and Zenith. Manchester City falls to 8th position
- ✓ Investment decline trend at La Liga is mainly driven by the following circumstances:
  - 3<sup>rd</sup> consecutive year of expenditure decrease by FC Barcelona and Real Madrid (which would not have spent on transfer fees without Iker Casillas injury)
  - Income from player sales has not been reinvested in buying new players (ie Málaga and Sevilla replaced Monreal and Diego López with substitutes on loan)
  - Up to 12 teams have spent less than 12mio€ in the season, and 4 did not even spend any money in transfer fees
  - The difficulty that most La Liga teams face to manage to increase the revenues and the new rules put in place by Consejo Superior de Deportes (CSD) and Spanish professional league (LFP), which result in a more and more strict control on the amounts spent on new players

# Conclusions FTR 2013- winter (3 of 5)



- ✓ Even with a continued decrease trend in the investment, La Liga has not lost competition power as football executives constantly look for low cost strategies such as:
  - Increased research of less expensive talent, which translates into a higher number of free transfers and player loans
  - More determination to give chances to home grown players (the number of home grown players has increased for 3 seasons in a row to 155)
- ✓ Getafe, Celta and Valladolid are La La Liga teams taking most advantage of new players signed in the summer, as 4 of their 6 new players have participated in more than half of the minutes. On the other side, none of Real Madrid or Atlético de Madrid new players can be considered profitable
- ✓ Jordi Alba is the most profitable signing of season 2012/13, having played 85% of minutes at 1<sup>st</sup> half of La Liga. Messi has played more than 95% of the minutes for the second consecutive season
- ✓ Real Betis is one more season the team having used more different players (28) during 1<sup>st</sup> half of La Liga. On the opposite side, Tito Vilanova has only fielded 21 players at FC Barcelona, the lowest number of La Liga along with Real Valladolid

# Conclusions FTR 2013- winter (4 of 5)



- ✓ Athletic de Bilbao is well ahead res of teams in terms of home grown players participation so far at La Liga (20). Real Sociedad y FC Barcelona complete top 3 positions for the third consecutive season
- ✓ FC Barcelona is again the top team with highest usage of home grown players (15 different during 1<sup>st</sup> half of La Liga). Real Madrid joins Top 10 by growing from 4 to 7. Atlético de Madrid is also in the Top 10 with 8 home grown players fielded so far
- ✓ FC Barcelona is the undisputed leader of European Football Table at the end of 1<sup>st</sup> half in all top European Leagues with astonishing statistics such as:
  - Has achieved 96,5% of points, having won 19 games and draw just one. Has been in the top in 3 of the last 4 years
  - Best team in goals scored (3,37 average per game), both at home (3,22) and away (3,50)
  - Greatest goal difference. +44 goals
  - Has won all 10 games played away
  - Greatest points difference vs runners-up in the table (Atlético): +11 points
  - Has best scorer in Europe. Messi has scored 28 goals in just 19 matches and is the most effective by scoring a goal every 59 minutes

# Conclusions FTR 2013- winter (5 of 5)



- ✓ Good Atlético de Madrid performance so far at La Liga shows-up also at European Football Table:
  - Only team in Europe that has won all the games at home (10 games, 100% of points)
  - 4<sup>th</sup> position at overall European table with 77,2% of the points (only behind FC Barcelona, Bayern Munich and Manchester United)
  - 3<sup>rd</sup> best in goals scored at home with an average of 3 goals per match (only behind FC Barcelona and Real Madrid)
  - “Colchoneros” are among 10 teams that have conceded less goals in Europe
  - Has in the squad the 2<sup>nd</sup> best European striker. Falcao, with 18 goals scored during first half of La Liga, would be best scorer in all other top European leagues





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# Prime Time Sport business areas



## Football

Players representation

Player image rights

Media & social  
networks consultancy

Club revenue  
development

International player  
transfers

## Marketing

Sponsors  
recruitment for rights  
holders

Blue chip brands  
sponsorship activation

Sports rights  
exploitation

Design of sponsorship  
programs

Strategic consultancy

## Content

Sports marketing  
courses SMPPro\*

Football Transfer  
Review\*

Editorial: Book Show  
me the Money!

Conferences, opinion  
articles and media  
collaborations

Blog  
estevecalzada.com

\*Prime Time Sport proprietary  
methodology



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