



Liga BBVA is placed at the bottom of Europe in player-signings investment after another winter market with very low figures (12mio€)

- ✓ **The 2013 European winter market of player-signings experienced an investment growth of 11.8%. However, the growth did not counteract the large drop witnessed in the past summer, so the aggregate of the whole 2012/13 season finished with a 7.4% decrease of the total investment.**
- ✓ **Despite an 89% increase in the winter market up to 12.3mio€ (one of the lowest figures in the last 14 years), Liga BBVA shows an aggregated decrease of 62%, being placed for the first time at the bottom of the continent.**
- ✓ **No Spanish team is placed in winter market investment's Top 10, with Málaga being the lonely club within Europe's Top 10 in players' sales.**
 - ✓ **Jordi Alba is confirmed as the most profitable signing of the 2012/13 season, participating in 85% of all the minutes played by FC Barcelona.**
- ✓ **FC Barcelona repeats one more year at the peak of Europe's Top teams in using players from its own development system. Real Madrid joins the Top 10, increasing from 4 to 7 players. Atlético Madrid (8) is also part of the elite group.**
- ✓ **At the end of the first half of the year, FC Barcelona clearly dominates the European team rankings, collecting 96.5% of the points played. The Catalan club also tops the continent in scoring (3.37 goals per game), is the only team that has won all its road games and has the largest point-margin above the second squad in its league (+11).**
- ✓ **Atlético Madrid's Vicente Calderón stadium has turned into a bunker. Atlético is the only team in Europe that has won all its home games.**
- ✓ **Messi is once again Europe's top scorer -28 goals in the first half- and is also the most effective striker, scoring a goal every 59 minutes.**



Barcelona, February 7 of 2012 – The total investment in player-signings in Europe during the winter market increased 11.8% from last year, reaching 303 mio€. Anyway, this winter investment growth only covers up the falling tendency in the acquisitions market, because the aggregated of Europe's signings of the summer and winter produces a 7.4% drop of the total investment.

According to the *Football Transfer Review 2013, winter market study*, introduced today at ESADE and produced by Prime Time Sport – a company run by Esteve Calzada – this decrease is in great part due to Liga BBVA's very low level of expenditure which, despite increasing the investment 89%, was not able to counteract the big summer drop. This way, the total investment of the 2012/13 season showed a 62% decrease, placing the Spanish league for the first time at the bottom of Europe.

The winter investment increase does not compensate the summer drop.

The winter investment in player-signings continues to be led in Europe by the Premier League, which spent 146mio€ (76% more than last year), monopolising again the investment by achieving a 48% of the total investment of the big 5 leagues.

The second place belonged to Italy's Serie A, with an expenditure of 91mio€, followed by Germany's Bundesliga (33mio€) and France's Ligue 1 (21mio€). The fifth and last place was for Spain's Liga BBVA with only 12mio€ in player-signings.

Despite the increase of the winter investment, if we take in consideration the winter and the summer markets, only the Premier League (+20%) and the Bundesliga (+33%) increased their total investments in the 2012/13 season. Ligue 1 kept last year's numbers, while Serie A (-21%) and mainly Liga BBVA (-62%) experienced important decreases.

As a result, the whole European investment in the 2012/13 registered a 7% decrease, maintaining the dropping tendency showed in recent years.

The European ranking of signings is led by the acquisition of Brazilian William by Anzhi (35mio€), which led the Russian team for the first time to the top of the continent this winter. The leading clubs in the ranking are squads with the need of improving their on-the-pitch results, like AC Milan (31mio€), QPR (25mio€), Liverpool (25mio€), Newcastle (22mio€) or Inter (18mio€). For the second consecutive year, there was no Spanish team in Europe's Top 10.



If we add the summer and winter signings, we can see PSG leading the ranking for the second year in a row with an expenditure of 147mio€, followed by Chelsea and Russian Zenit. Manchester City, which was often at the leading spots dropped to eighth place.

Four Eastern Europe clubs, headed by Shakhtar (sold Willian to Anzhi), are amongst the continent's Top 10 in income for winter players' sales.

Following Willian's, the most expensive winter acquisitions include Balotelli, transferred by Manchester City to AC Milan for 20mio€, and three signings worth 15mio€ (Taison/Shakhtar, Sturridge/Liverpool and Samba/QPR).

Spain's Liga BBVA makes an investment of 12mio€, proving the dropping tendency of recent years

Liga BBVA teams invested only 12.3mio€ in player-signings during this winter. Despite being larger than last year's, the figure ranks amongst the lowest in the last 14 years, placing the Spanish league at the bottom of Europe's top five competitions in the winter market investment for the second consecutive year. If we also consider the summer market, the total investment of signings in the 2012/13 season decreased 62% down to the lowest figure in the last 5 years: 140mio€.

Liga BBVA dropping tendency is due to circumstances like:

- A decrease for the third consecutive year in the aggregated investment of FC Barcelona and Real Madrid (the last one only signed a player because of Iker Casillas' injury)
- Teams did not reinvest the income resulted of players' sales (Málaga and Sevilla replaced Monreal and Diego López with loaned players)
- Up to 12 clubs invested less than 12mio€ in signings in both summer and winter, with 4 not investing a single Euro.
- The difficulty increasing income in most of the clubs with the new CSD and LFP rules being enforced to have a larger control in the teams' signing expenditure.

Despite this decrease, the Spanish league has not lost its competitiveness short term, thanks to football executives looking for less expensive options such as:

- ✓ Searching for talent at a lower cost, which has turned into signings at no cost and loans
- ✓ Trusting the clubs' own development systems, giving opportunities to younger players (the figure of development players has increased consecutively in 3 season, reaching 155 players in the league).



Other relevant information related to the winter market results at Liga BBVA:

- Only Atlético Madrid, Real Madrid, Granada, Sevilla and Celta incorporated players paying a transfer fee. The other 15 teams have not spent any money in player-signings during the winter market in the last two years.
- The signings of Insúa by Atlético Madrid and Diego López by Real Madrid (because of Iker Casillas' injury) were the most expensive of Spain's winter market acquisitions with a value of 3.5mio€ each.
- Málaga cashed by receiving 12.3mio€ for the sales of Monreal and Buonanotte. Adding its summer sales, Málaga has made more than 41mio€ in the 2012/13 season. Once again this year, Liga BBVA teams have made more in sales than the money invested in player-signings.
- Granada (6), Zaragoza (5), Rayo Vallecano (4) and Málaga (4) were the clubs that incorporated more players. FC Barcelona, Valencia, Real Sociedad and Athletic Bilbao were the only teams that did not make any acquisitions.
- Valladolid and Athletic Bilbao were the only two teams from Liga BBVA that did not attend the winter market neither for signing or dropping players.

Jordi Alba is the most profitable top summer signing in Liga BBVA.

The on-the-pitch participation of the players acquired last summer has been lower than last season and keeps being at a very low level at Liga BBVA (only 39% have played more than half of the total minutes of their respective clubs). Teams that have used their summer signings the most include Getafe, Celta and Valladolid, where 4 of their 6 acquisitions have played more than 50% of the total minutes. In the other hand, Real Madrid ranks again last in this category. Essien's and Modric's participation does not reach half of the minutes played by Real in the first half of the season. And the same happened with the 5 acquisitions made by Madrid's powerhouse last season.

Jordi Alba is confirmed as the most profitable signing of the 2012/13 season, having played 85% of FC Barcelona's total minutes. Five Top 10 acquisitions have not reached half of their team's total minutes: Modric, Diego López, Kondogbia, Song and Canales (this last one because of injury).



The only field player that has been on the pitch 100% of the total minutes played by his team this season in Liga BBVA is Sevilla's Fernando Navarro. For the second consecutive year, Messi has been on the pitch 95% of the total minutes played by FC Barcelona.

Athletic Bilbao, Real Sociedad and FC Barcelona own the most prolific development systems in Europe

Athletic Bilbao (20) paces Spain in using players from its development system in the first half of the season. Real Sociedad (16) ranks second and FC Barcelona (15) is third. The three teams are at the top of the league for the third consecutive year. In the other side we find Granda, which did not use any development player on its line-ups for the second consecutive year in the first half of the season.

Amongst the clubs fighting to win the elite European leagues, FC Barcelona remains at the top at utilizing development players (15) followed by France's Olympique Lyon with 10. Real Madrid reached the Top 10 by moving up from using 4 development players to 7. Atlético Madrid (8) also reached Europe's peak.

FC Barcelona is the best Europe's team in the first half with a complete domination of the standings

FC Barcelona completely dominated Europe's first half of the season in the following standings:

- 1st place in Europe's general standings having collected 96.5% of the points played (has led this table in 3 of the last 4 years)
- 1st place in scoring (3.37 goals per game), including goals scored at home (3.22) and on the road (3.50)
- Highest goal differential: +44 goals
- Only team that has won all its away games
- Highest lead over the second team of a European league: +11 points

Vicente Calderón is Europe's only unbeaten stadium

The great season Atlético Madrid is achieving is also reflected in the continent's standings:

- Only European team that has won all its home games (100% of the points played)
- 4th place in Europe's general standings having collected 77.2% of the points played (only behind FC Barcelona, Bayern Munich and Manchester United)



- 3rd place in Europe for goals scored at home per game (behind FC Barcelona and Real Madrid)
- Placed amongst the top 10 teams that have allowed the least amount of goals

Other relevant information of Europe's 2012/13 standings:

- The solid season Málaga and Betis are achieving allows them to also be at the top of the continent's standings. Málaga is amongst the teams that have allowed the least amount of goals in Europe (7th with 0.84 goals per game), while Betis ranks 5th in points achieved in away games (70.4%). Levante is the 7th most effective team in goal-profitability in Europe with 1.25 points per goal scored.
- Liga BBVA has increased their goal average 9.1% up to 2.85 goals per game, being placed second in the continent only behind Germany's Bundesliga (2.9).
- Six of the 10 Spanish teams that spent the most during the summer – Real Madrid, Valencia, Sevilla, Granada, Athletic Bilbao y Mallorca- have not been able to use their investments to improve in the league standings.

Messi is Europe's top scorer and the most effective striker

Messi is not only the Spanish league's top scorer. He also leads the European rankings (28 goals) by a wide margin. The Argentinean star is followed by other forward from Liga BBVA as Falcao, with 18 goals, would be the top scorer in the other 4 top leagues (only matched by Ibrahimovic in France).

Messi also ranks at the top of the continent in effectiveness, having scored a goal in every 59 minutes. He is also followed in this category by Ibrahimovic and Falcao, who score a goal in every 79 and 78 minutes respectively.



About Football Transfer Review

The Football Transfer Review studied produced by Prime Time Sport reaches its eighth edition having become a reference in the world of football. It gathers, analyzes and comes to independent conclusions about the issues that have an influence in the making of the squads and the players' transfers in the top European and Spanish clubs.

About Prime Time Sport

Prime Time sport is a sports-marketing firm founded and headed by FIFA players' agent Esteve Calzada, who formerly was FC Barcelona's general director of marketing and author of the sports marketing book Show Me the Money!

The firm offers integral services for players represented: individual image rights, media relations and management of sporting and economic rights. Prime Time Sport works together with Spanish and European clubs in players' signings and sales. The firm also provides consultancy on sports sponsorship to large advertisers and right holders.



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