



Barcelona, February 12th 2018



primetime**sport**



Football Transfer Review 2018- winter edition

01 TECHNICAL SHEET

02 WINTER TRANSFER WINDOW EUROPEAN OVERVIEW

03 LALIGA ON GOING SEASON REVIEW

04 EUROPEAN FOOTBALL TABLE 2017/18

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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

Content

- ⚽ 2 releases published every year, related to Summer and Winter transfer windows
- ⚽ 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 English Premier League, Spanish LaLiga Santander, Italian Serie A, German Bundesliga and French Ligue 1
- ⚽ Transfer figures include guaranteed amounts only
- ⚽ It includes player transfers that took place until August 31st 2018
- ⚽ Mbappé summer move from AS Monaco to PSG has been considered at 180m€ transfer despite being announced as a loan
- ⚽ Coutinho cost considered to be 155m€ as 35 of 40m€ in bonuses are rather delayed installments
- ⚽ Alexis Sanchez and Mkhitarayan swap between Manchester United and Arsenal considered at no transfer cost
- ⚽ Loan fees not included unless really relevant
- ⚽ Squads review includes only players registered as first team members

Team

- ⚽ Director: Esteve Calzada
- ⚽ Content coordination: Bruno Batlle and Aleix Piqué
- ⚽ Analyst: Marcel Miquel
- ⚽ Collaborates: Soccerex





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Winter transfer window European overview

01 REVIEW TOP 5 EUROPEAN LEAGUES

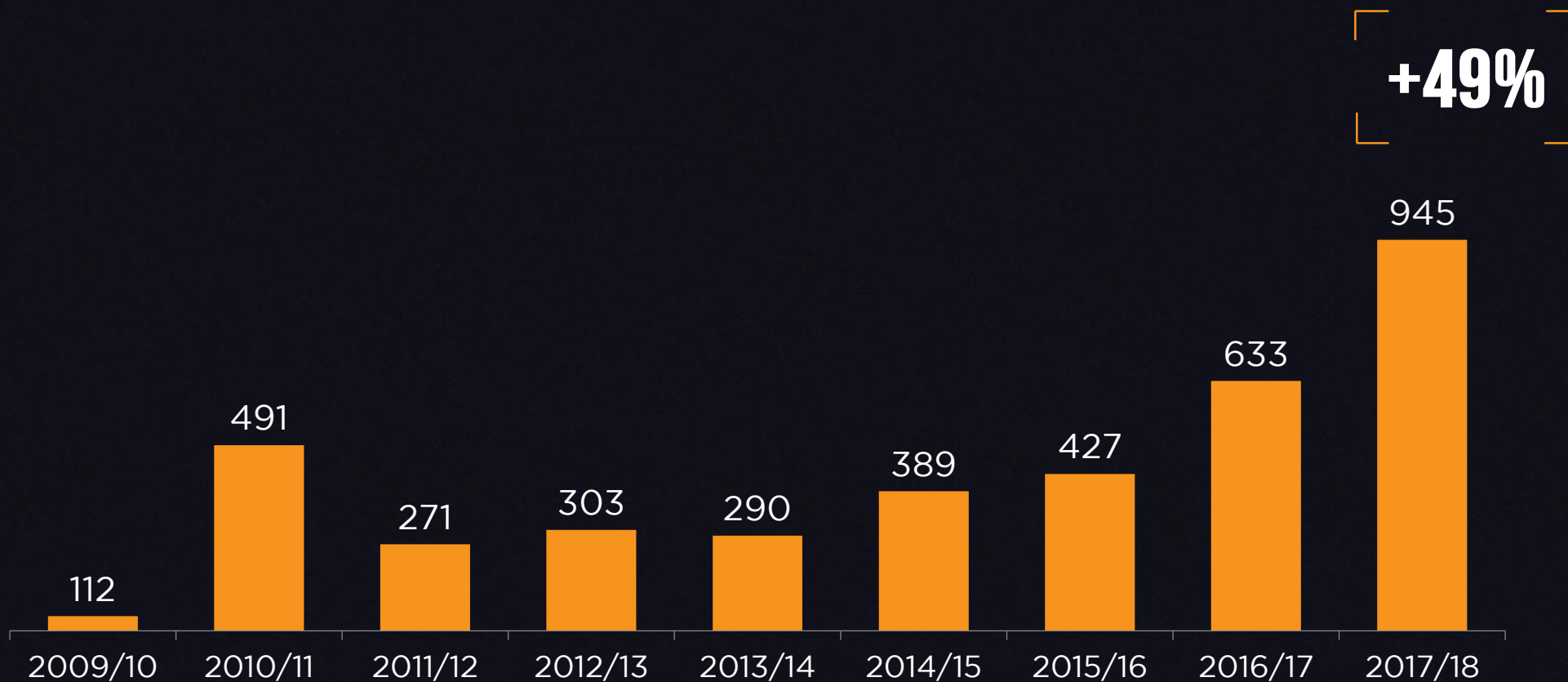
02 LALIGA SANTANDER





Total investment winter signings- Top 5 European leagues

Mio €

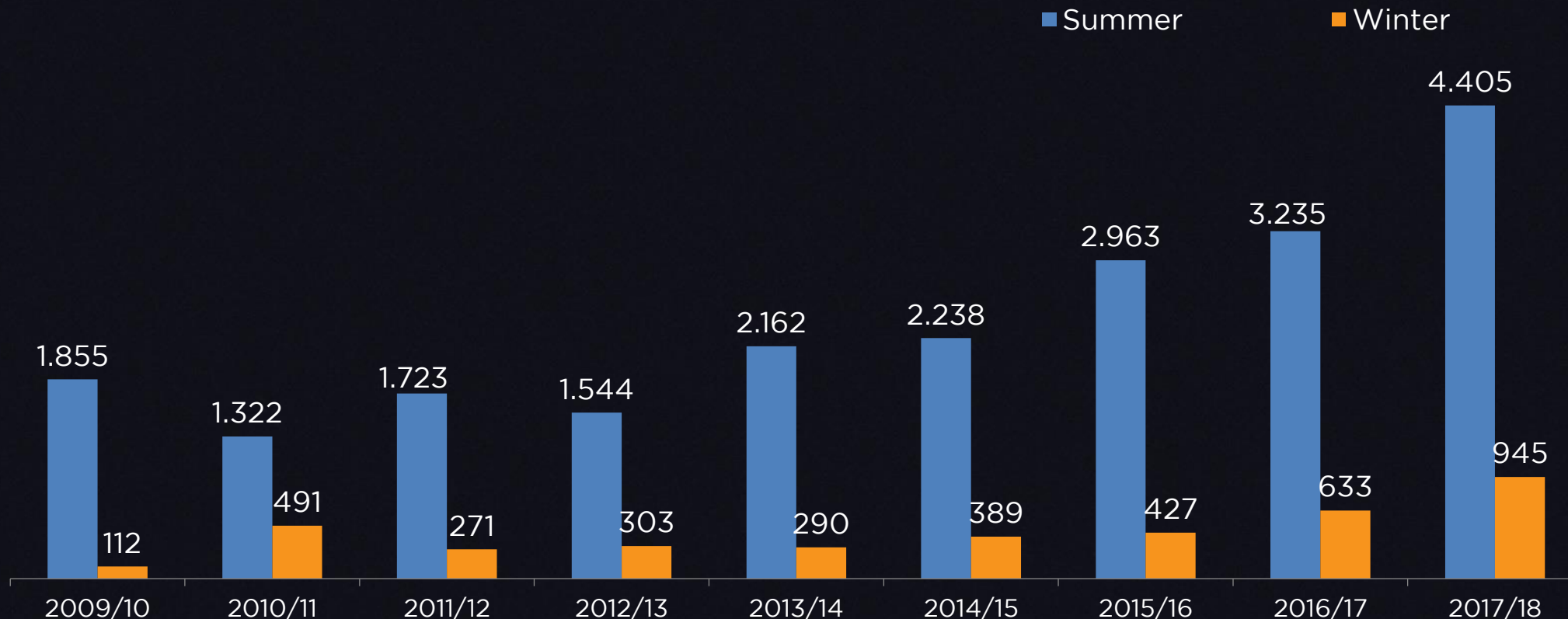


Investment in summer signings in European football reached a whopping 945m€ at winter transfer window, after growing 49%. Premier League and LaLiga lead the transfer activity that resulted again in highest amount ever spent in January



Winter vs summer transfer window- Total Europe

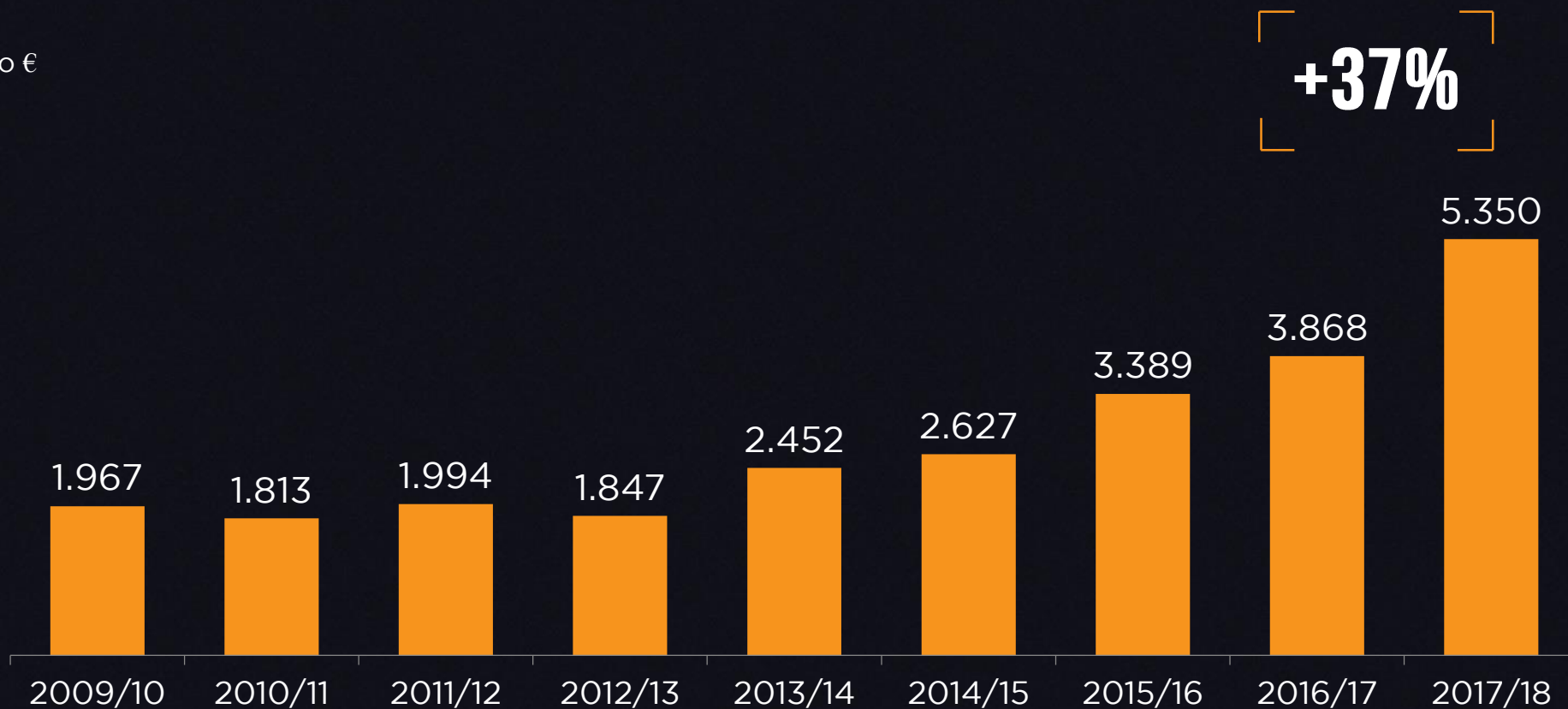
Mio €



Amount invested in January represented 21% of what was spent at summer transfer window.
This is the highest % of the last 7 years and second high in European football history

Combined signings investment summer + winter- Top 5 European leagues

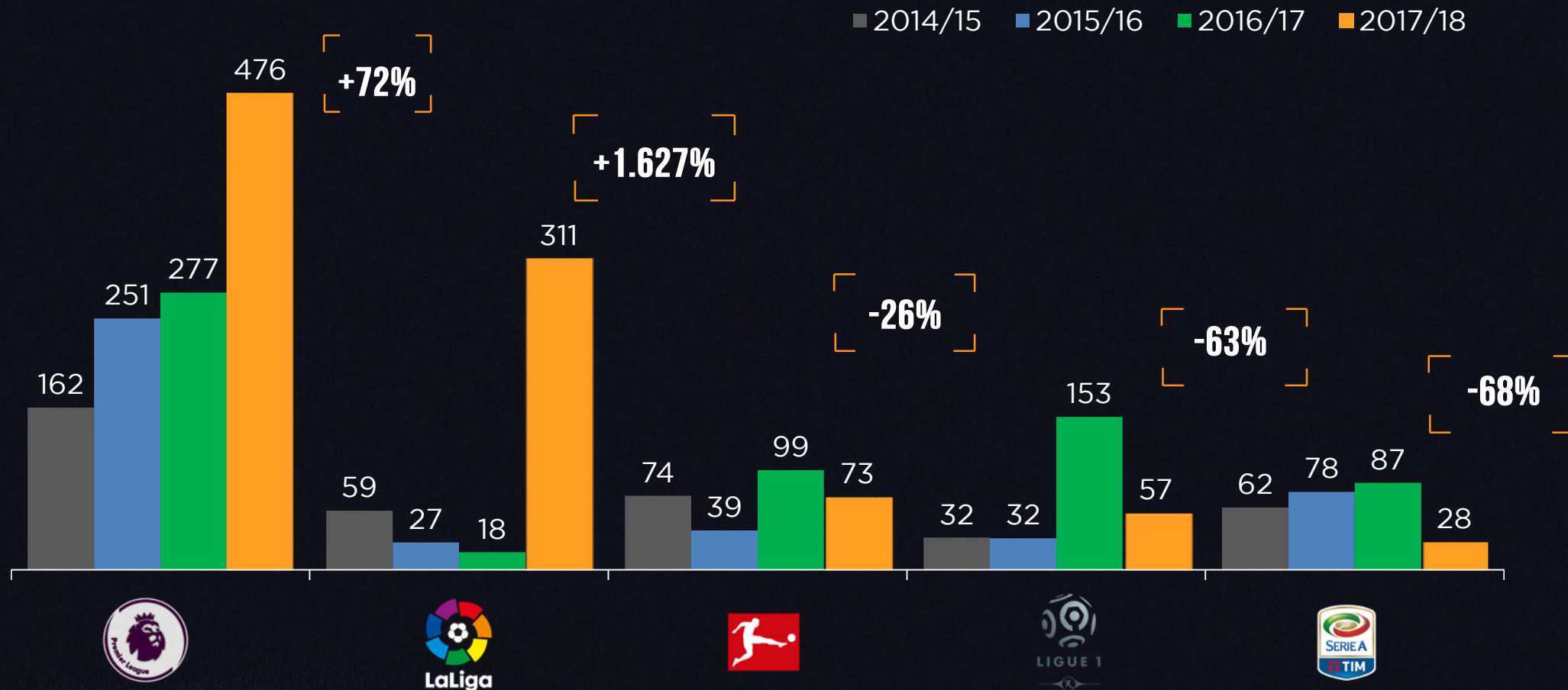
Mio €



Combined investment of the season (summer + winter) at top 5 European leagues was over 5,3bio€ (+38%), establishing another record high ever

Winter window expenditure by league

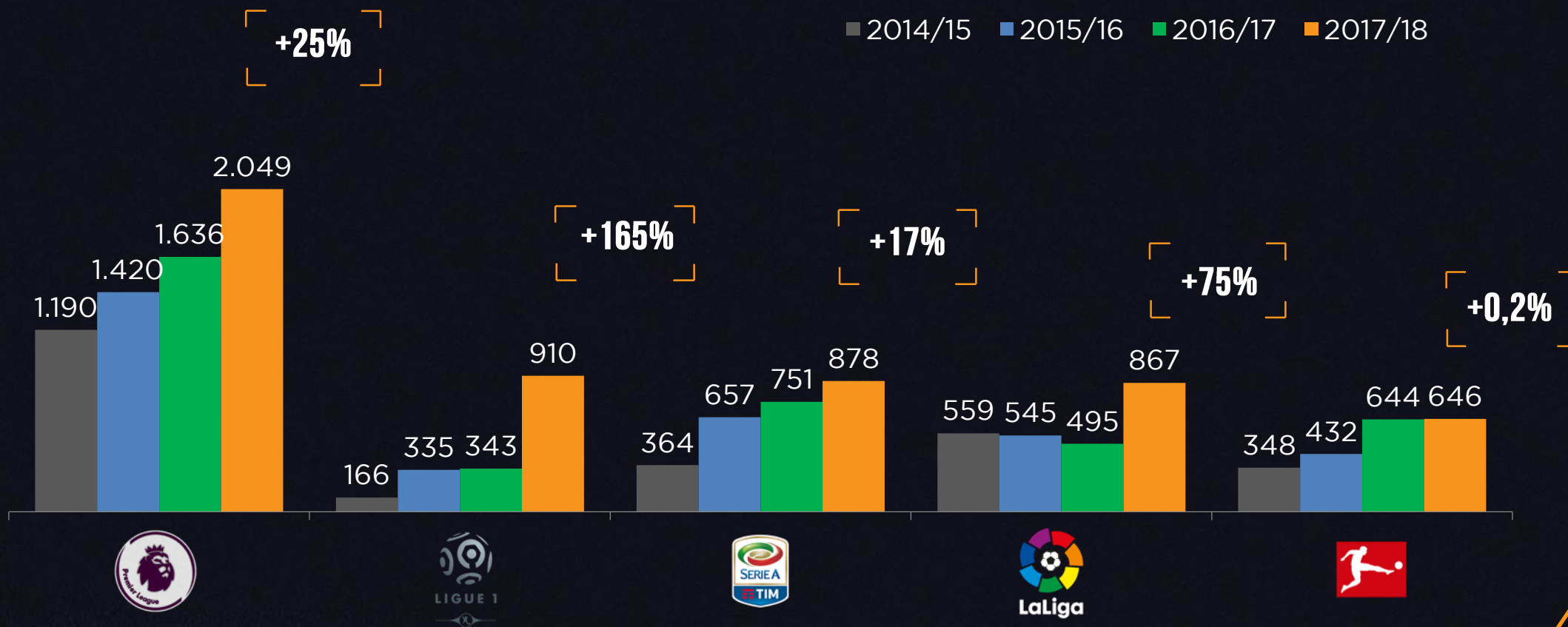
Mio €



Premier League is yet again the strongest tournament after spending a whopping 476m€ (+72%), although the gap vs runners-up LaLiga (311m€, 17 times higher than previous year) was smallest than ever. On the other side, investment at Bundesliga (-26%), Ligue1 (-63%) and SerieA (-68%) was down vs previous winter window

Combined signings investment summer + winter- Top 5 European leagues

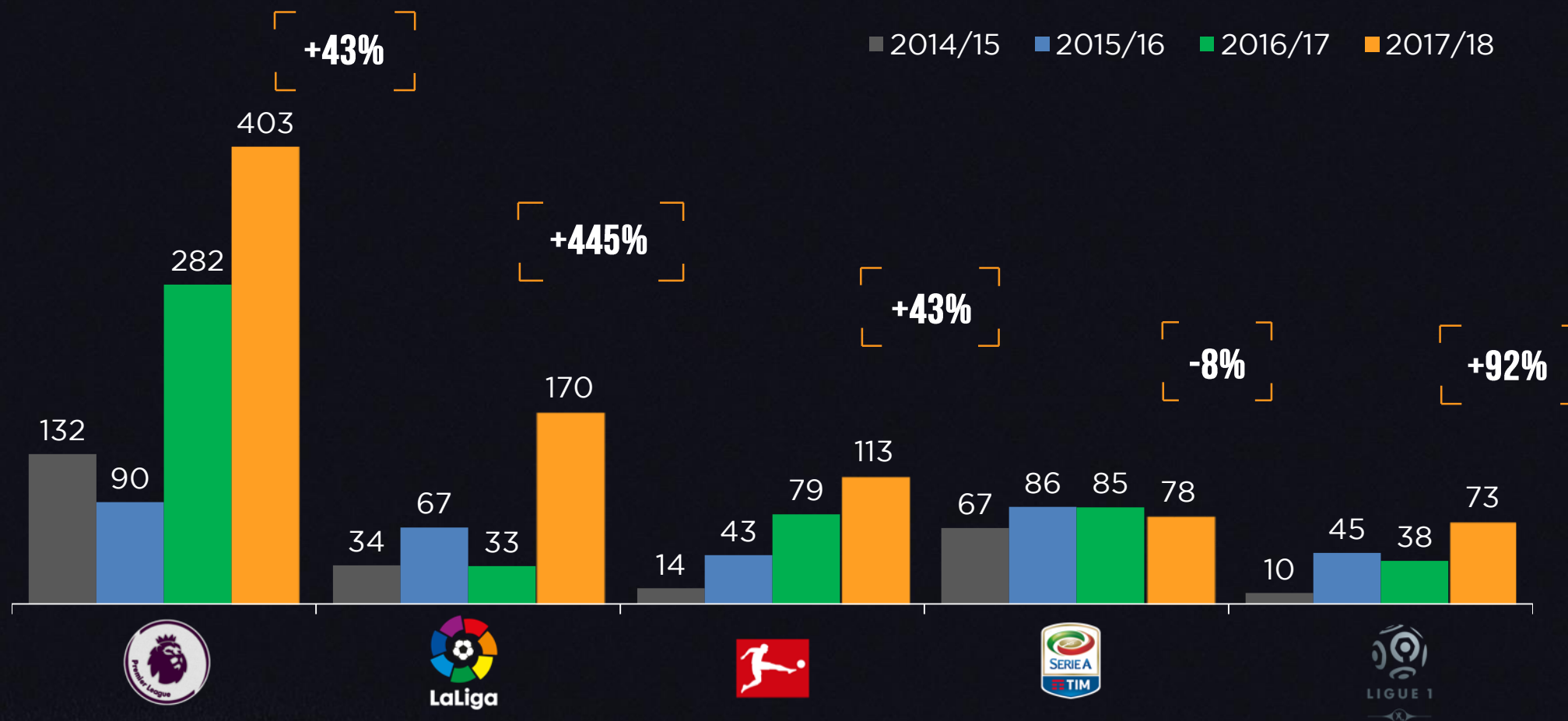
Mio €



Combined investment for the season (summer + winter) at Premier League reached 2bio€ for the first time in history (+25%). Ligue1 (910m€), SerieA (878) and LaLiga (867) all reached record high amounts as well. Bundesliga (646m€) was the only tournament that did not spent more than previous season

Winter window player sales- Top 5 European leagues

Mio €

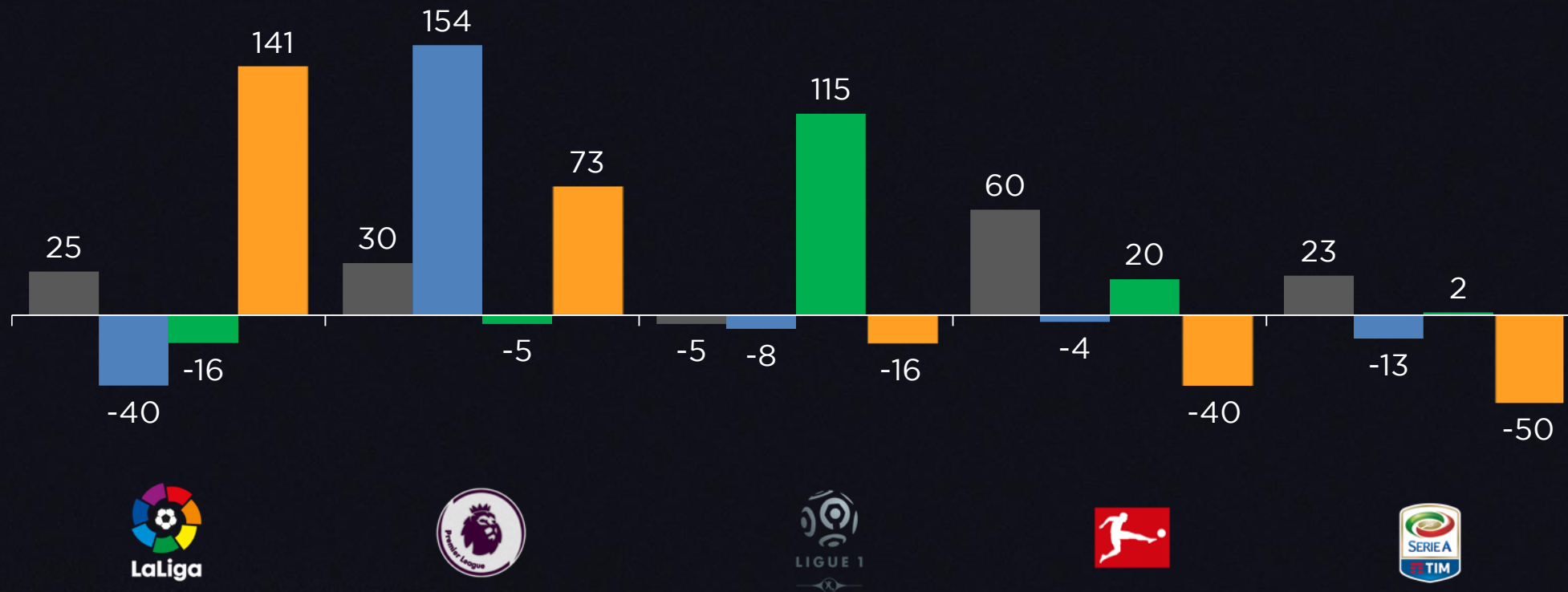


Player sales income gets confirmed as main source of financing of new signings. Premier League sides sold players for as much as 403m€ (+43%), LaLiga for 170 (5 times more than last January), Bundesliga for 113, SerieA for 78 and Ligue1 for 73m€. All leagues (except SerieA) reached their highest amount in player sales income

Winter window net spending- Top 5 European leagues

Mio €

■ 2014/15 ■ 2015/16 ■ 2016/17 ■ 2017/18



LaLiga (141m€) sides made the highest net investment in Europe (investment after deducting income from player sales), overtaking Premier League (73) for the first time. Both tournaments were clearly the growth drivers in Europe, as Ligue 1, Bundesliga and Serie A collected more money than amount spent

Top 10 clubs with highest investment in Europe

Mio €



FC Barcelona spent much more than any other team in Europe after investing 167m€ (155 in Coutinho) in January, after Catalan club reinvested income from Neymar, hitting it's highest amount ever both in summer (Dembelé) and winter. Liverpool (79m€) and Manchester City (72) completed top 3. 9 sides in European top 10 were either English or Spanish

Top 10 clubs in player sales income

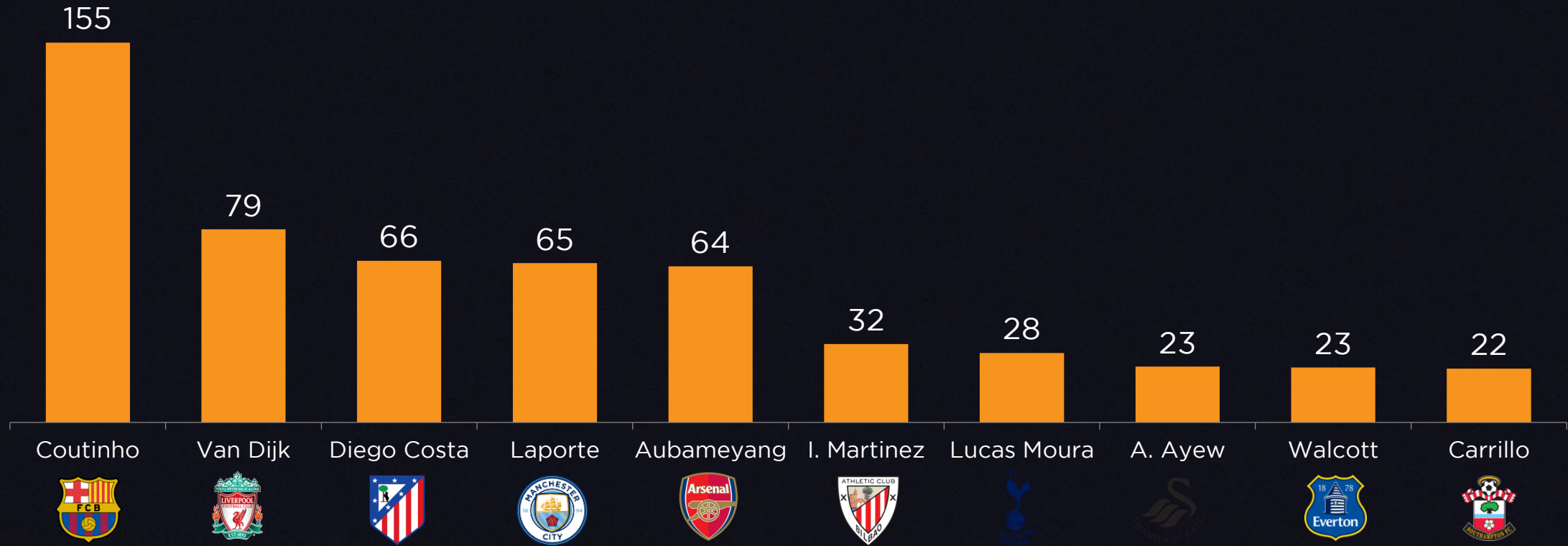
Mio €



Liverpool was the club with highest income in Europe after selling Coutinho to FC Barcelona for 155m€. Southampton (79) and B.Dortmund (74) completed European top 3. 6 sides joined top 10 as a result of selling just one player

Top 10 most expensive winter signings 2017/18

Mio€



Coutinho (155m€) was the most expensive winter signing in Europe, as well as in both LaLiga and FC Barcelona history, as a result of shocking Neymar summer move. All top 10 signings were made by Premier League or LaLiga sides. Never before 3 center backs -Van Dijk (79m€), Laporte (65) e I. Martínez (32)- had appeared among top 10 most expensive signings

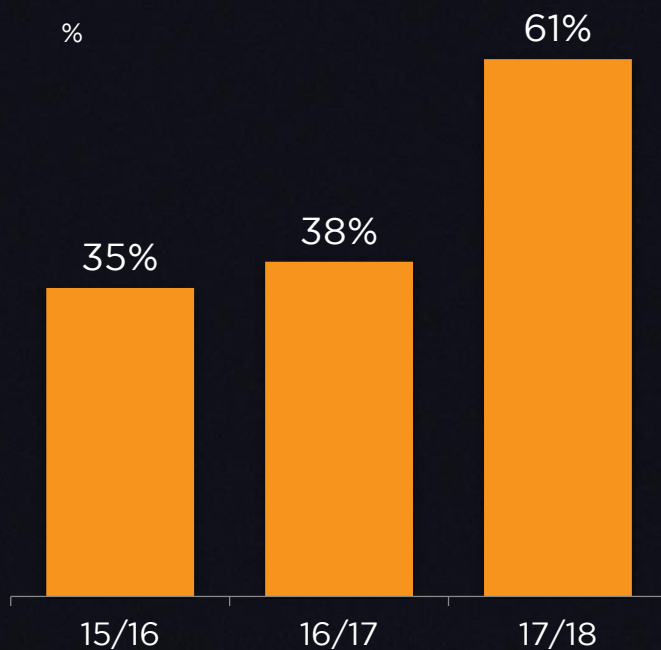
Top 10 most expensive signings summer + winter 2017/18



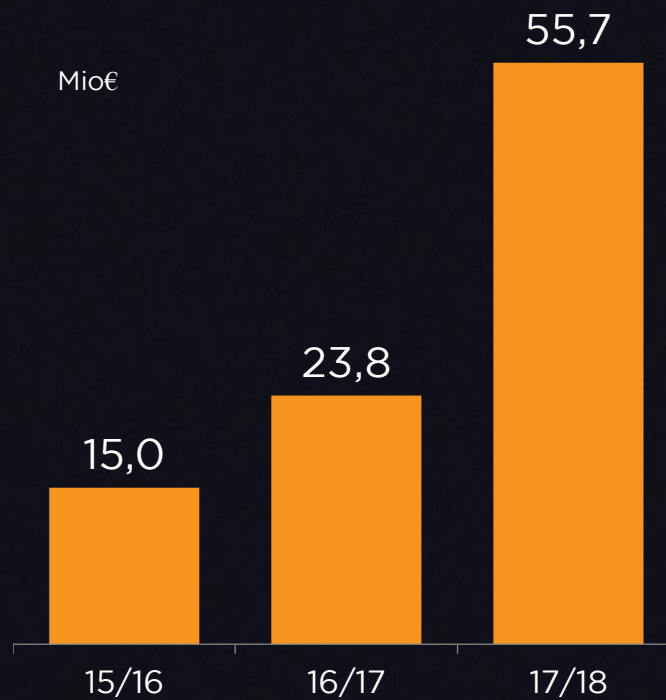
Winter transfer window is no longer a “bargains outlet” monopolized by short term signings or loans. Contrarily, it is now used to conduct strategic signings. In this sense, 5 of 10 most expensive signings of this season took place in January, and all of them were already being considered to be done either last or next summer

Top 10 transfers trend over last 3 seasons

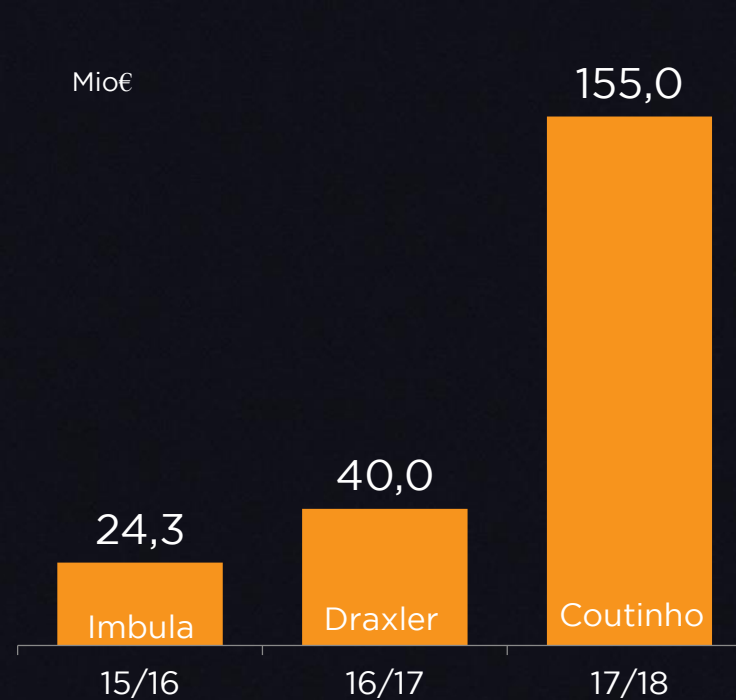
% top 10 most expensive signings over total investment



Average amount spent on top 10 signing in January



Most expensive winter signing



Top 10 most expensive winter signings represented a whopping 61% of 945m€ spent in total in Europe (vs only 38% last year). Furthermore, average amount of top 10 signings got doubled to 55,7m€ and most expensive signing was 4 times higher than last winter (155m€)

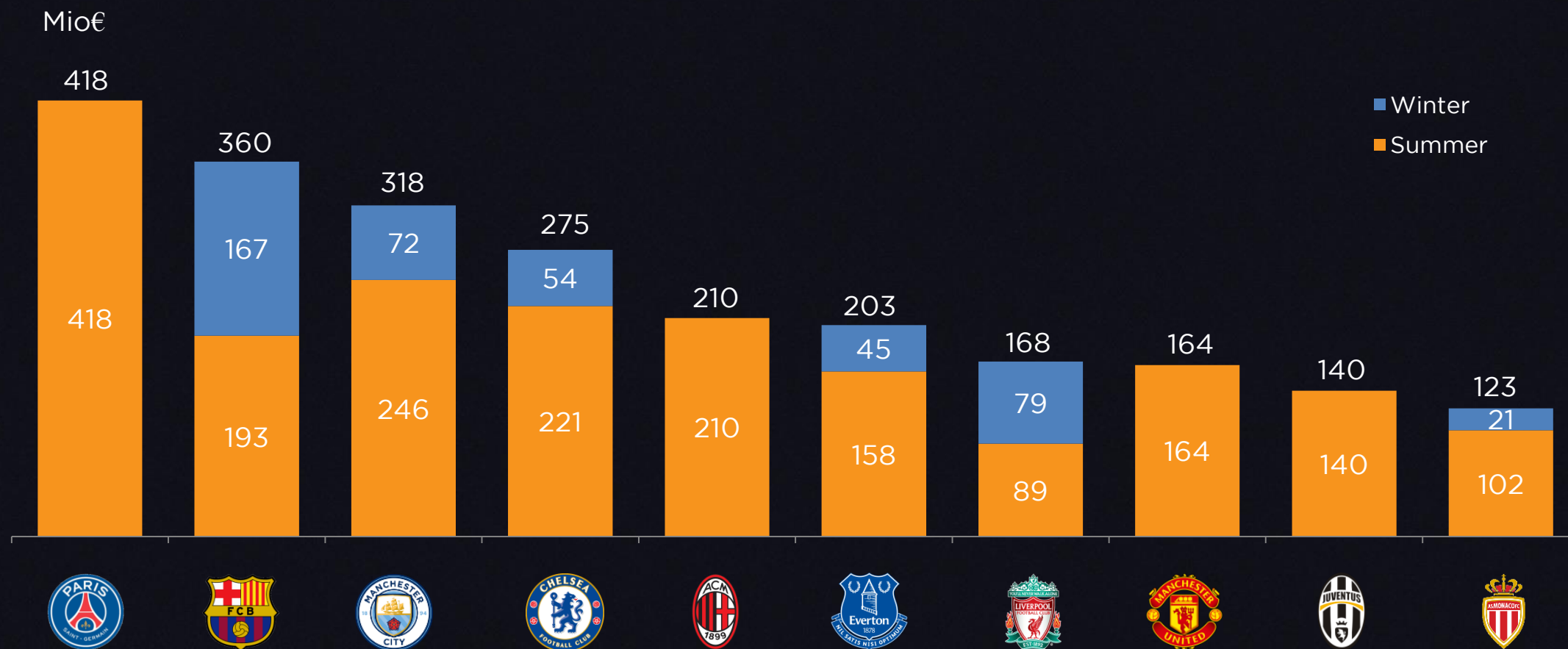
Top 10 most expensive winter signings ever

Mio€



Coutinho has become the most expensive winter signing in history. Top 5 most expensive winter signings in history took place this January, relegating Torres signing by Chelsea in 2011 to the 6th position

Top 10 clubs in combined investment (summer + winter) 2017/18



PSG invested more than any other team in Europe at season 2017/18 (418m€) -despite not doing any moves in January- after history making Neymar and M'bappé summer signings. FC Barcelona subsequently invested more than ever (360m€ between summer and winter)

Player transfers among top European teams

	Player	Origin club	Destination club	Mio€
	Coutinho			155,0
	Diego Costa			66,0
	Aubameyang			63,8
	Alexis Sánchez			Swap
	Mkhitarjan			Swap
	Lucas Moura			28,4
	Giroud			17,0
	Batshuayi			Loan
	Rafinha			Loan

Player transfers among top teams have become standard practice in European football. Players for 330m€ were traded among elite sides in January, which follow 507m€ traded in the summer

Players changing side after triggering release clause season 2017/18

	Player	Origin club	Destination club	Transfer window	Mio€
	Neymar			Summer	222,0
	Laporte			Winter	65,0
	Bakambu			Winter	40,0
	Paulinho			Summer	40,0
	Vitolo			Summer	37,5
	Iñigo Martínez			Winter	32,0
	Theo Hernández			Summer	30,0
	Dani Ceballos			Summer	16,5
	Pablo Fornals			Summer	12,0
	Lejeune			Summer	10,0
	Sandro Ramírez			Summer	6,0



Winter transfer window European overview

01 REVIEW TOP 5 EUROPEAN LEAGUES

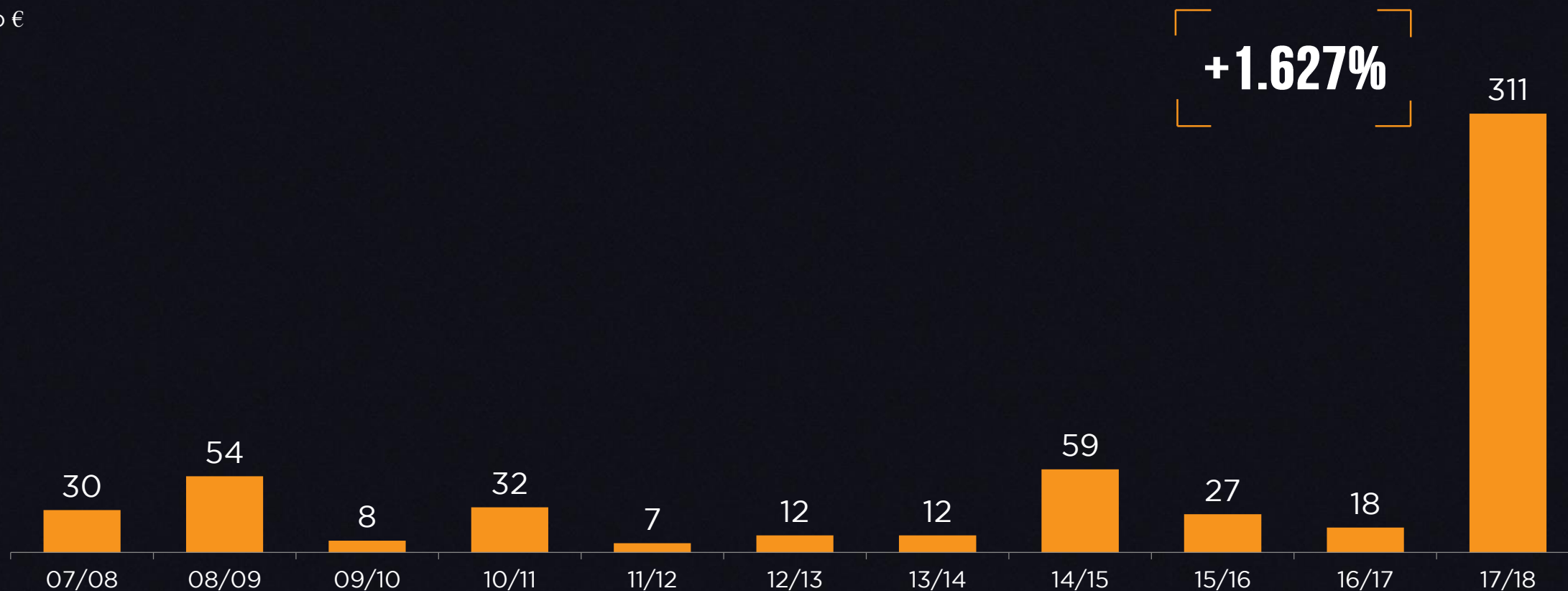
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LaLiga Santander player signings investment track record

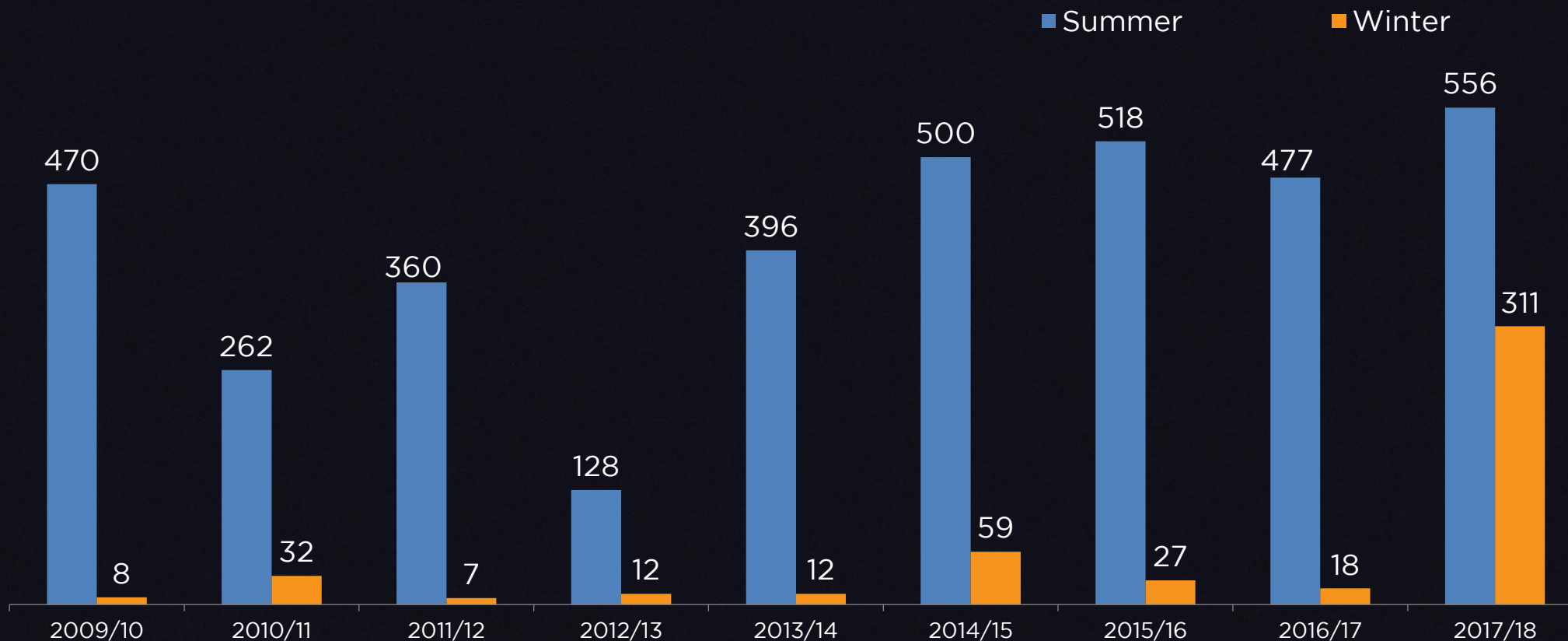
Mio €



LaLiga sides spent 311m€ in January, more than ever and as much as 17 times more than previous season

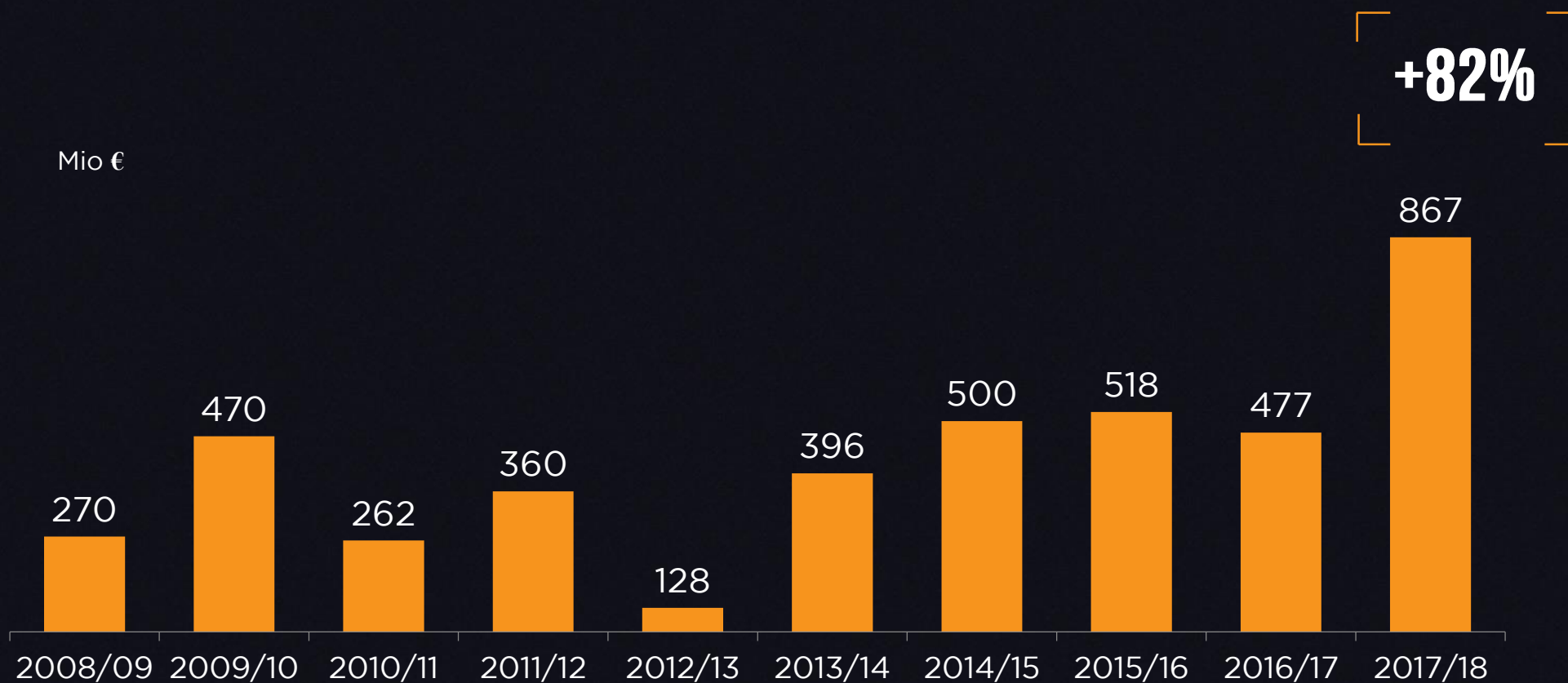
Winter vs summer transfer windows- LaLiga Santander

Mio €



Despite most of the investment continues to be done in the summer, never before the proportion spent in winter vs summer had been this high (56%). FC Barcelona signing of Coutinho in January (instead of summer) was a key driver for such proportion

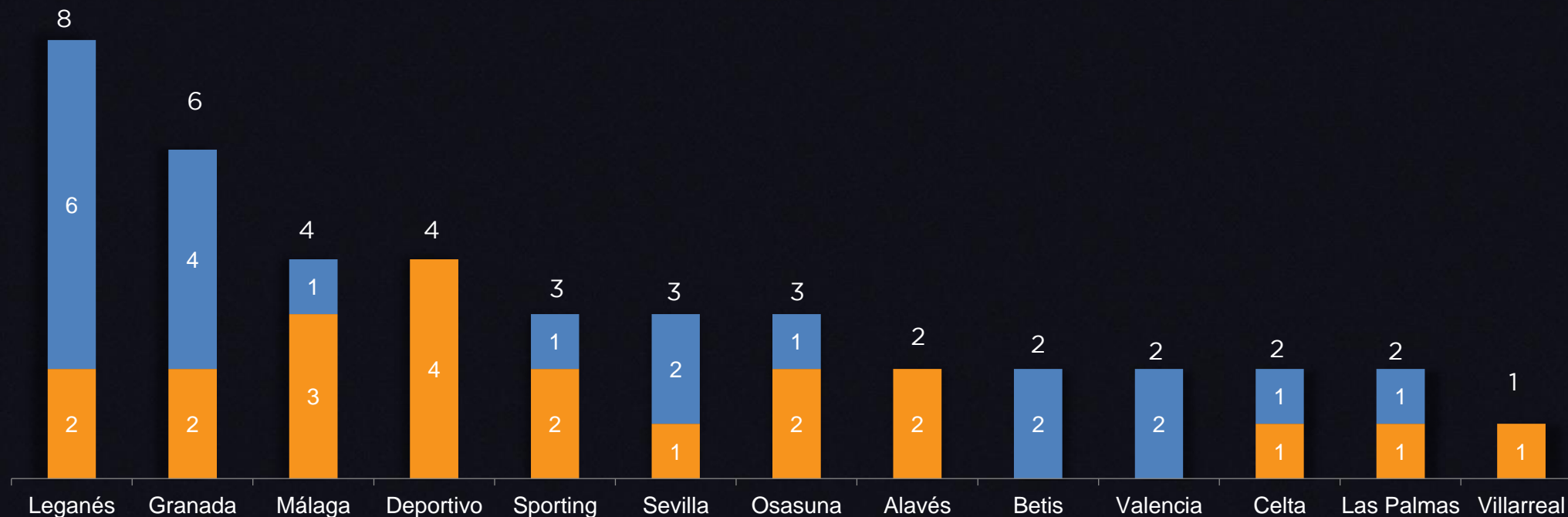
Combined signings investment summer + winter- LaLiga Santander



Combined investment (summer + winter) at season 2017/18 at LaLiga rocketed to 867m€ after 82% growth. This is by far the highest amount in history. FC Barcelona was main protagonist both in winter and summer, investing more than ever in both transfer windows

Participation of players signed in winter 2016/17

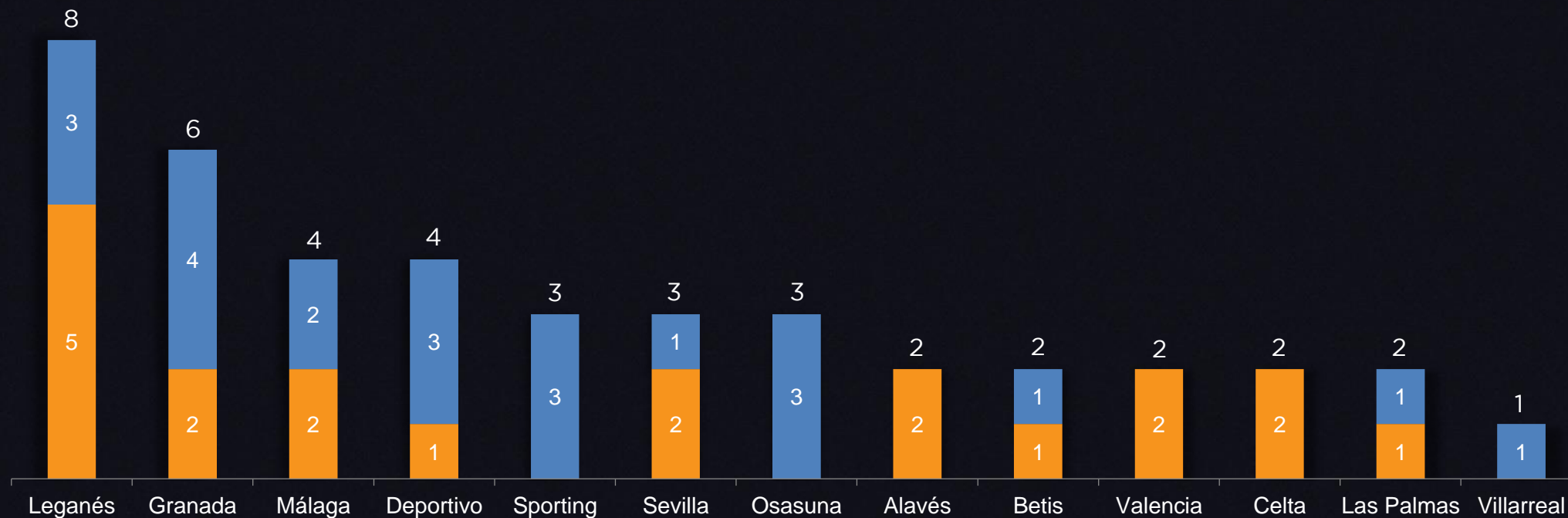
■ >50%minutes* ■ <50%minutes*



21 of 42 players (50%) signed last winter played more than half of minutes at remaining matches of the season, up from 33% last season. 20 of them (48%) continued in their squads the following season (vs 27% last season)

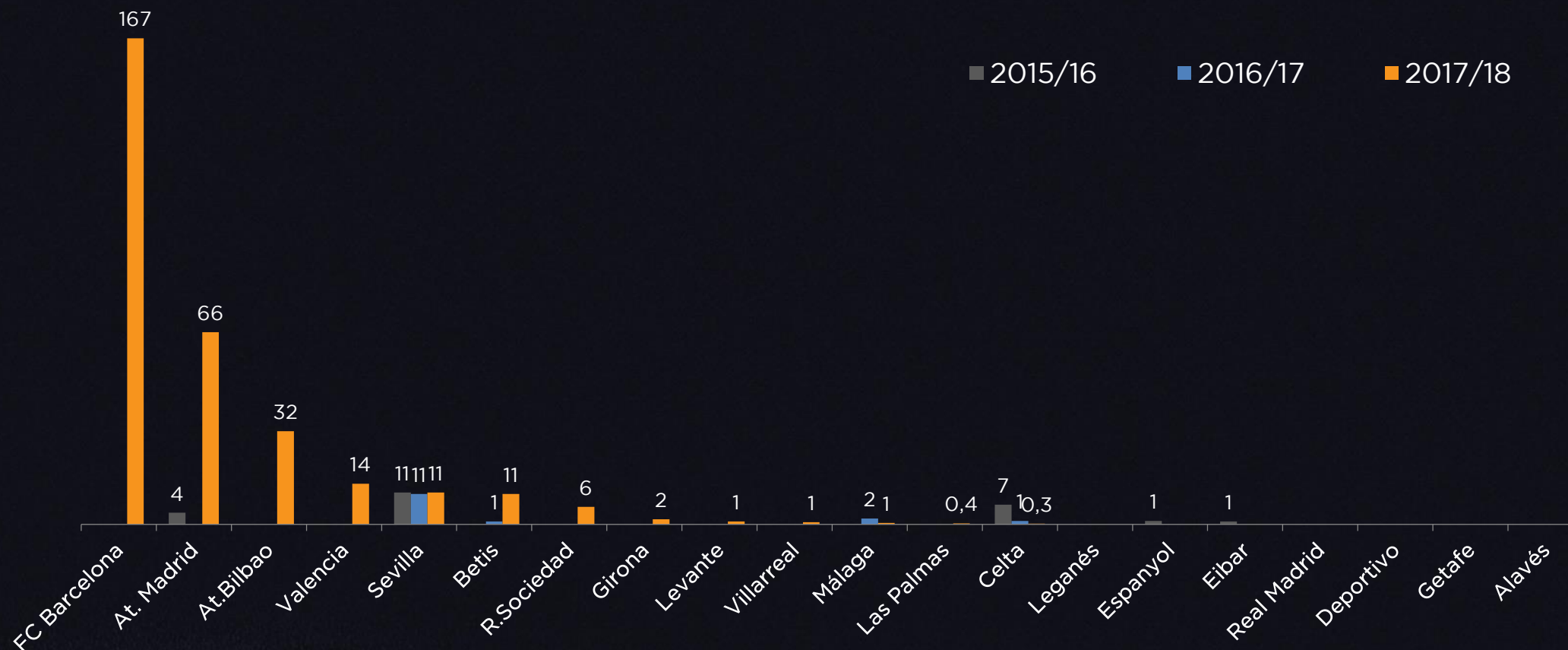
Continuity in 2017/18 of players signed in winter 2016/17

■ No ■ Yes



LaLiga Santander investment in signings by team

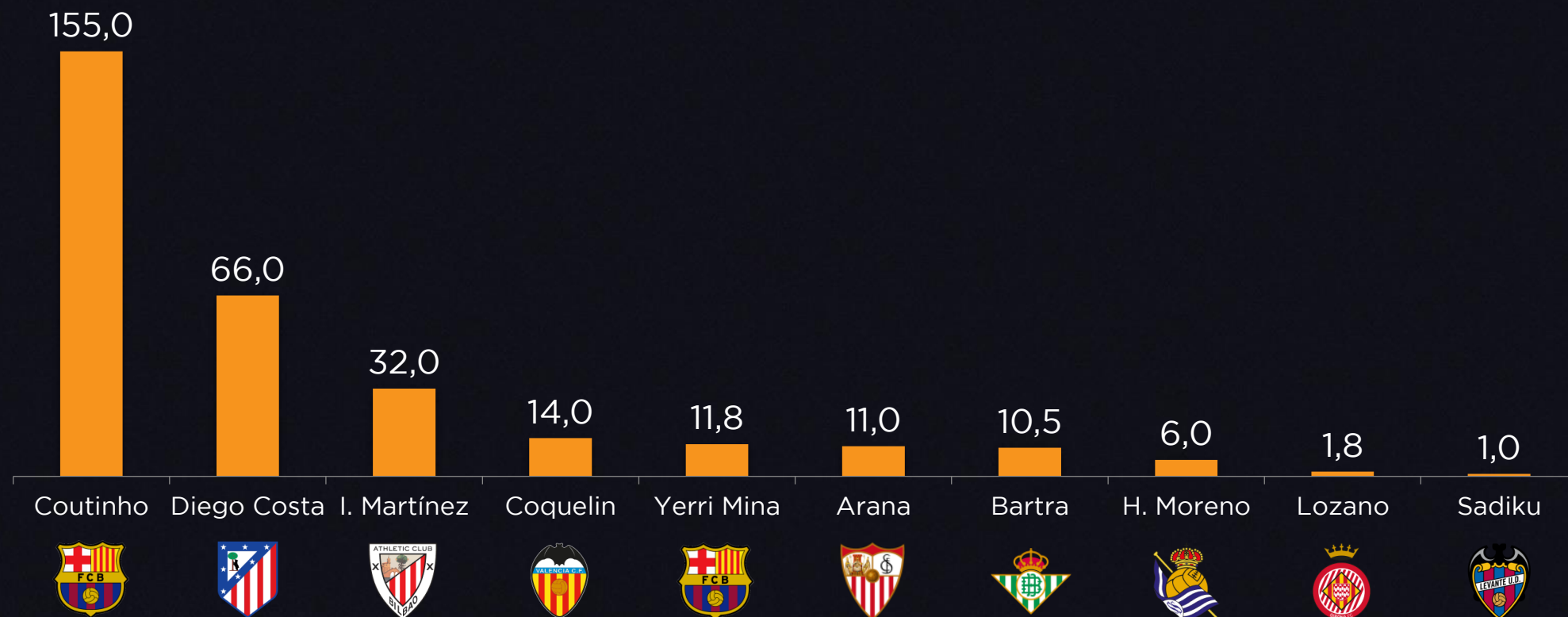
Mio €



FC Barcelona spent more than any other team in Spain for another transfer window. Atletico Madrid (after spending 66m€ in Diego Costa) and Athletic Bilbao (32m€ in Martinez to replace Laporte) complete Spanish top 3. 13 sides have spent money in new signings, vs only 5 last year

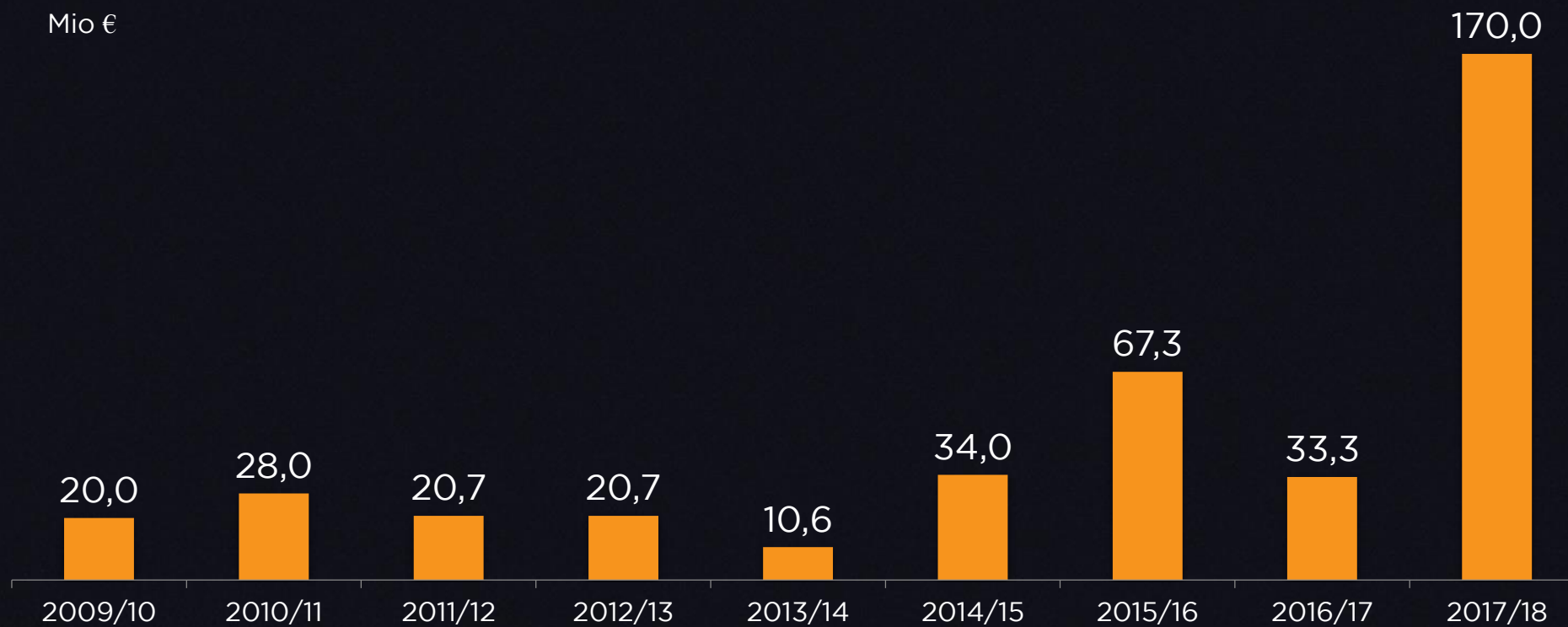
Top 10 most expensive winter signings - LaLiga Santander

Mio €



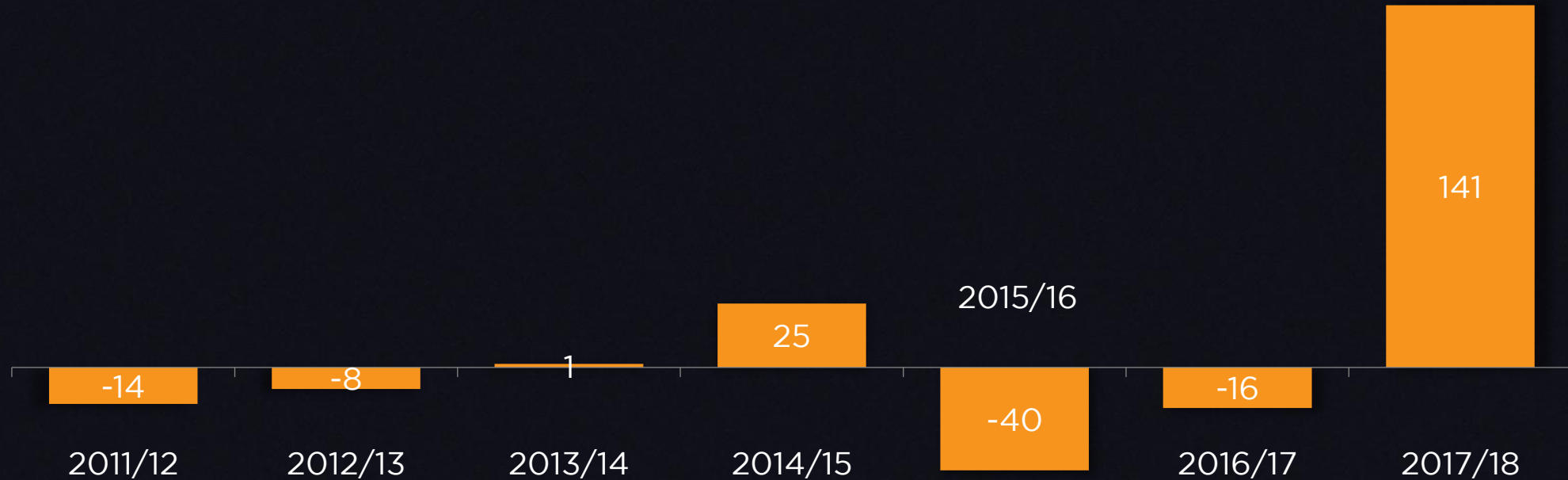
FC Barcelona smashed again it's record high signing after spending 155m€ in Coutinho. Likewise, both Atletico signing of Diego Costa for 66m€ and Martinez by Athletic Bilbao (31m€ to replace Laporte) made most expensive signings in their history

Winter player sales income trend - LaLiga Santander



Winter net investment in players trend - LaLiga Santander

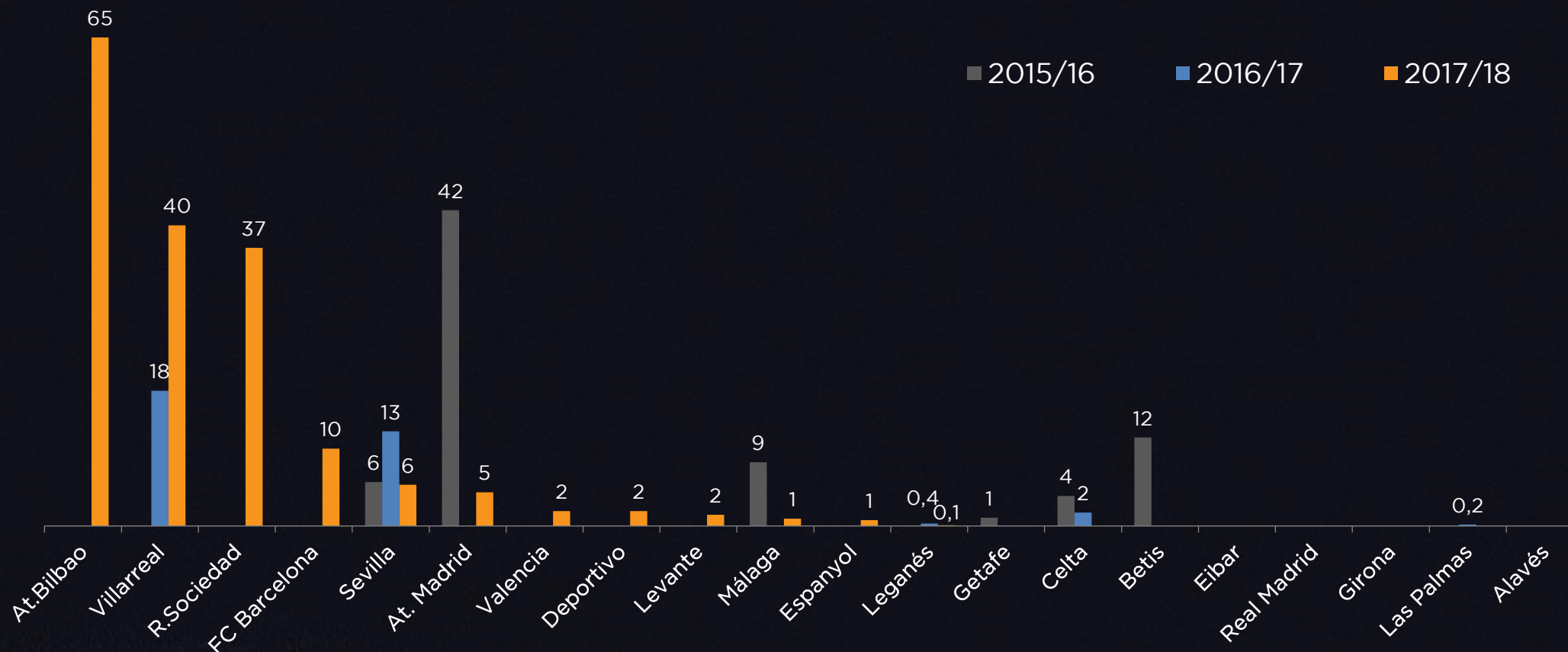
Mio €



LaLiga sides spent a whopping 141m€ in new players (net investment), even after deducting 170m€ from sales income. For the first time LaLiga has a higher net investment than Premier League

Player sales income by team - LaLiga Santander

Mio €



As much as 12 LaLiga sides collected money from player sales, vs only 3 last season. Athletic Bilbao leads the way after Laporte triggering his release clause to go to Manchester City (collecting 65m€) . Villarreal follows after Bakambú departure to Chinese football for 40m€, and Real Sociedad completes Spanish top 3 after Martinez triggering his release clause to go to Athletic Bilbao and selling Vela to new MLS side Los Angeles FC



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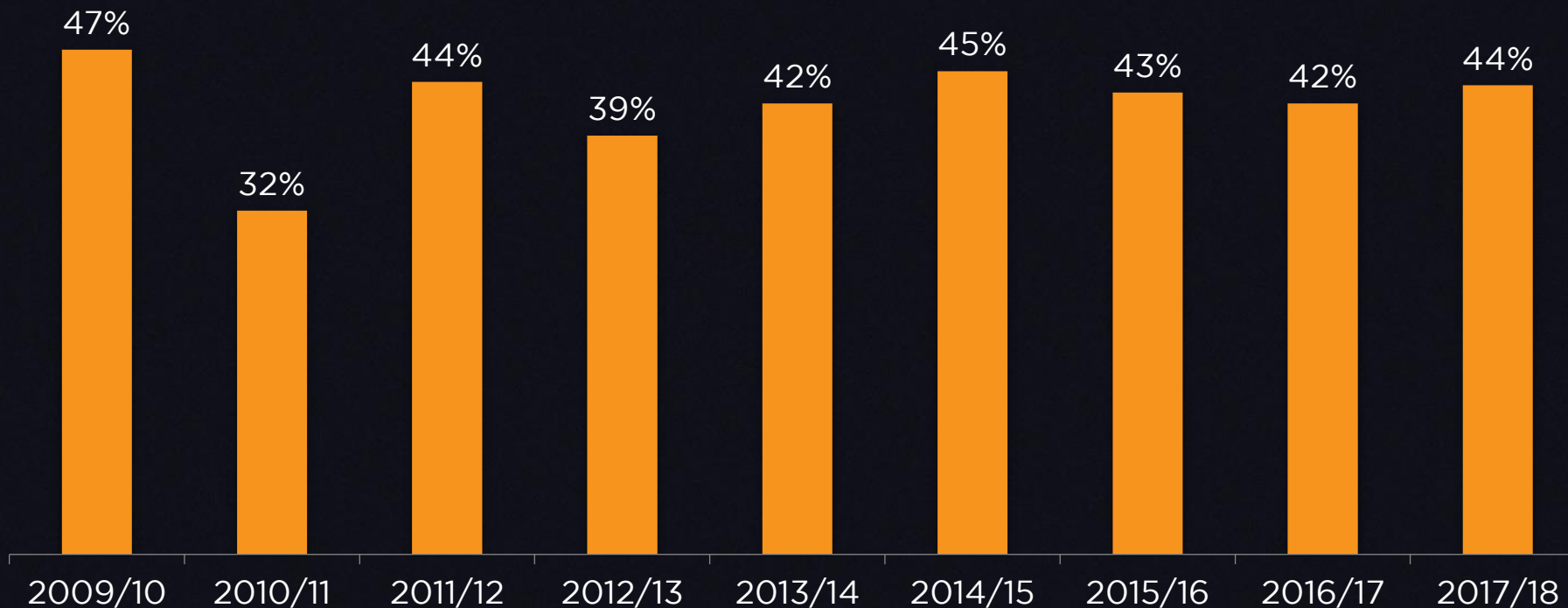
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Participation of players signed in the summer- LaLiga Santander

% players*

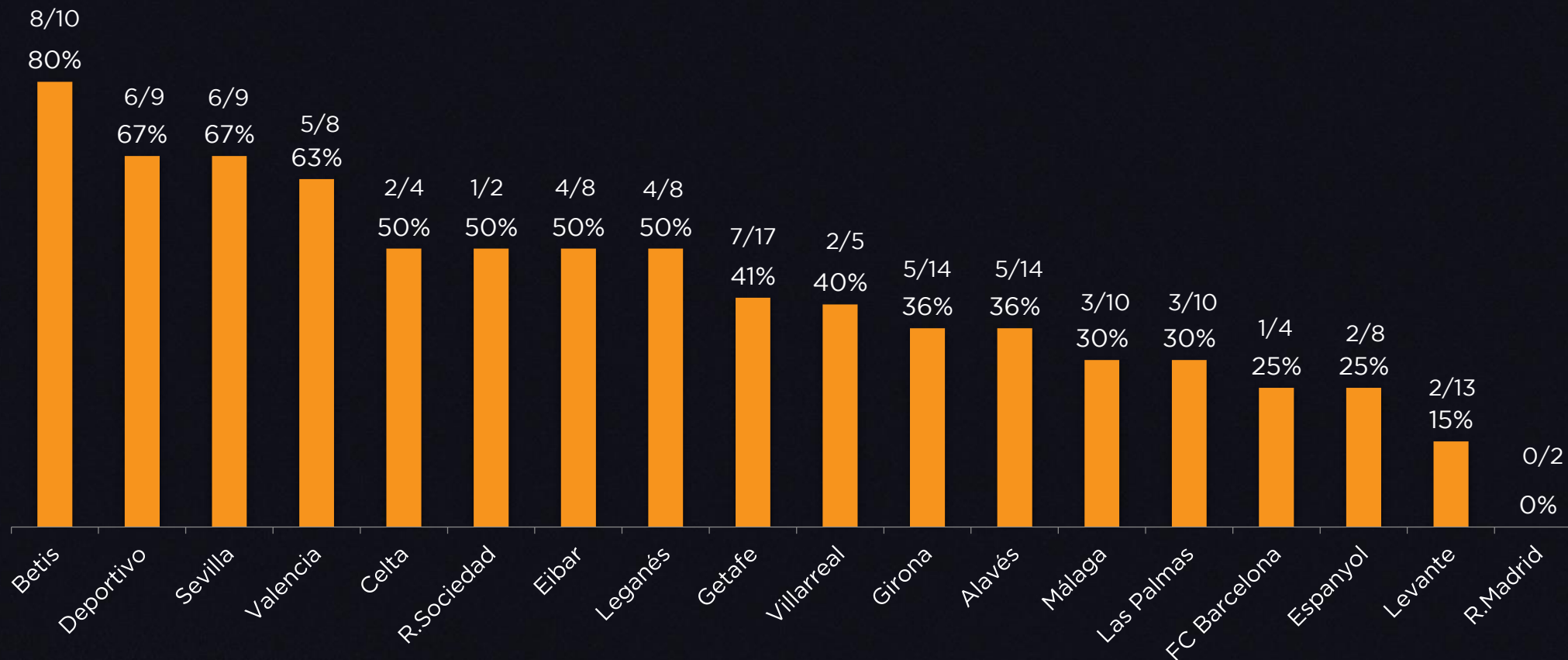


Usage of players signed by LaLiga sides in the summer stays in line with previous seasons, and just 44% of them have played more than half of total minutes

* % of players signed in the summer that played more than 50% of minutes until round 19

Ranking usage of players signed in summer 2017/18

% players*



Betis is the side that took best advantage of summer signings, with 8 of 10 new players having played at least 50% of LaLiga minutes. In the opposite side, none of Real Madrid signings played more than half of minutes for a second consecutive season

* % of players signed in the summer that played more than 50% of minutes until round 19

Participation of top 10 most expensive signings 2016/17- Europe

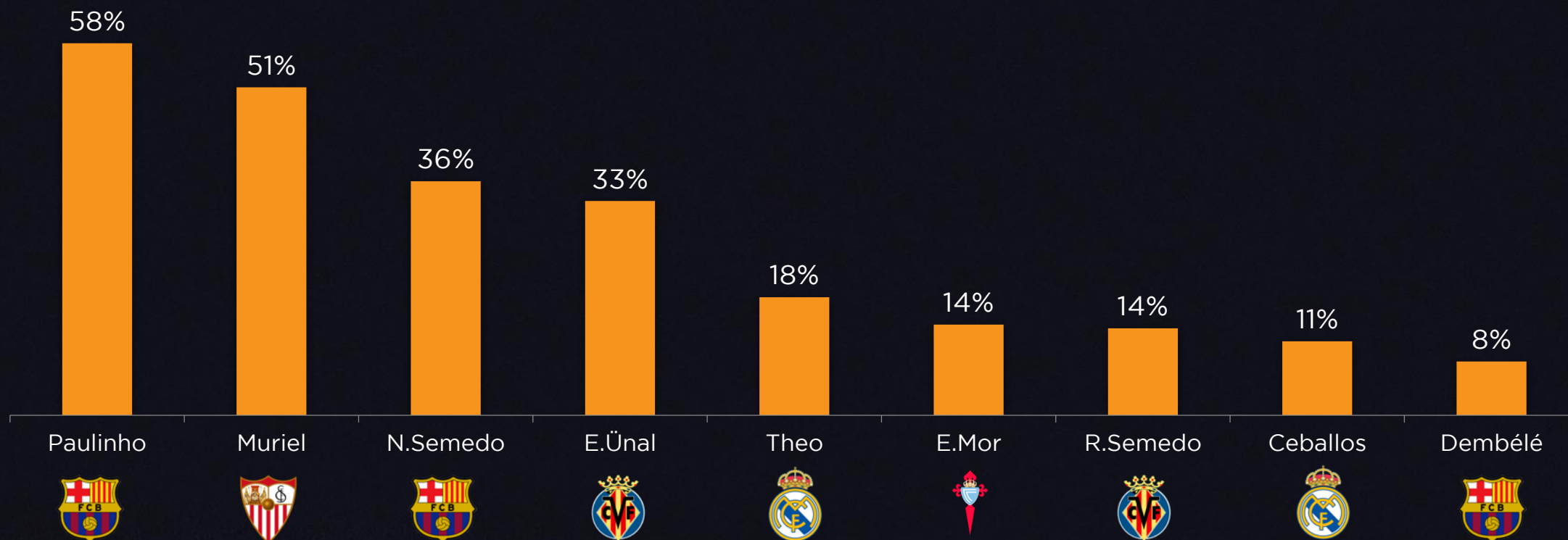
% minutes



In Europe, Lukaku was the most profitable top 10 summer signing, after playing all minutes of first half of Premier League. 7 of 10 most expensive signings played more than 70% of minutes. Mendy (Manchester City) and Dembelé (FC Barcelona) suffered injuries that severely penalised their participation

Participation of top 10 most expensive signings 2017/18 – LaLiga Santander

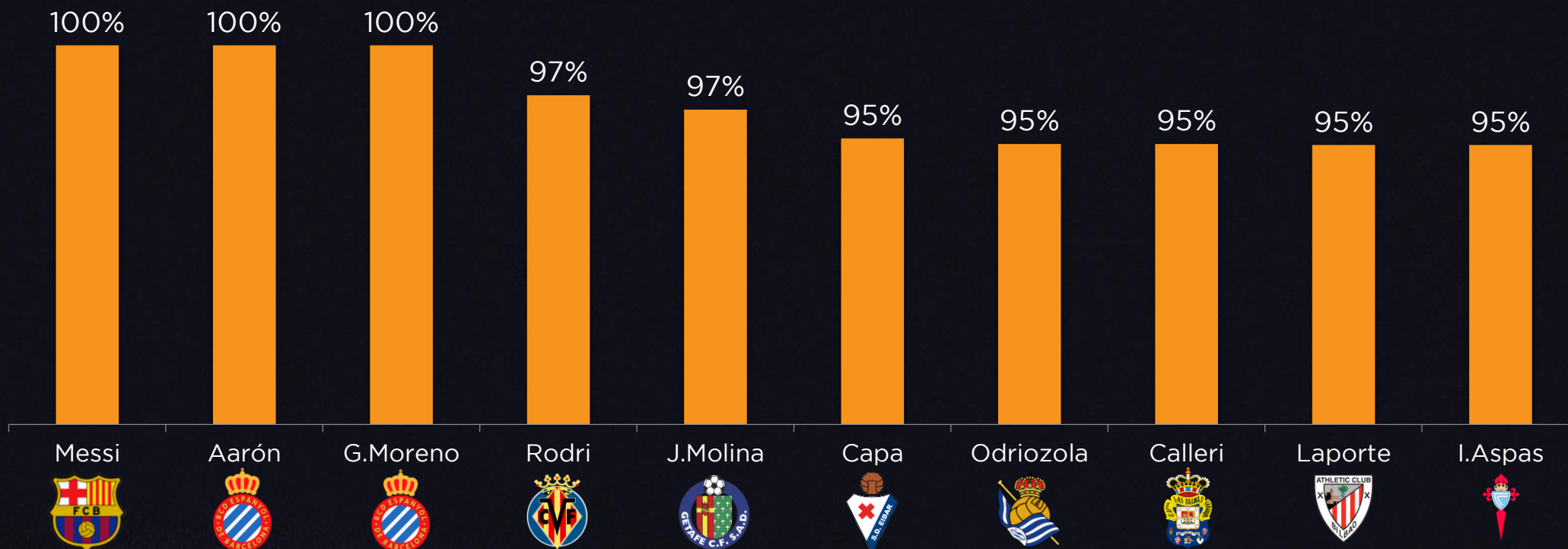
% minutes



Paulinho was most used top 10 LaLiga summer signing, after playing 58% of the minutes after 19 rounds. As much as 8 of 10 most expensive summer transfers only played 40% or less of minutes

Ranking field players with highest participation– LaLiga Santander

% minutes

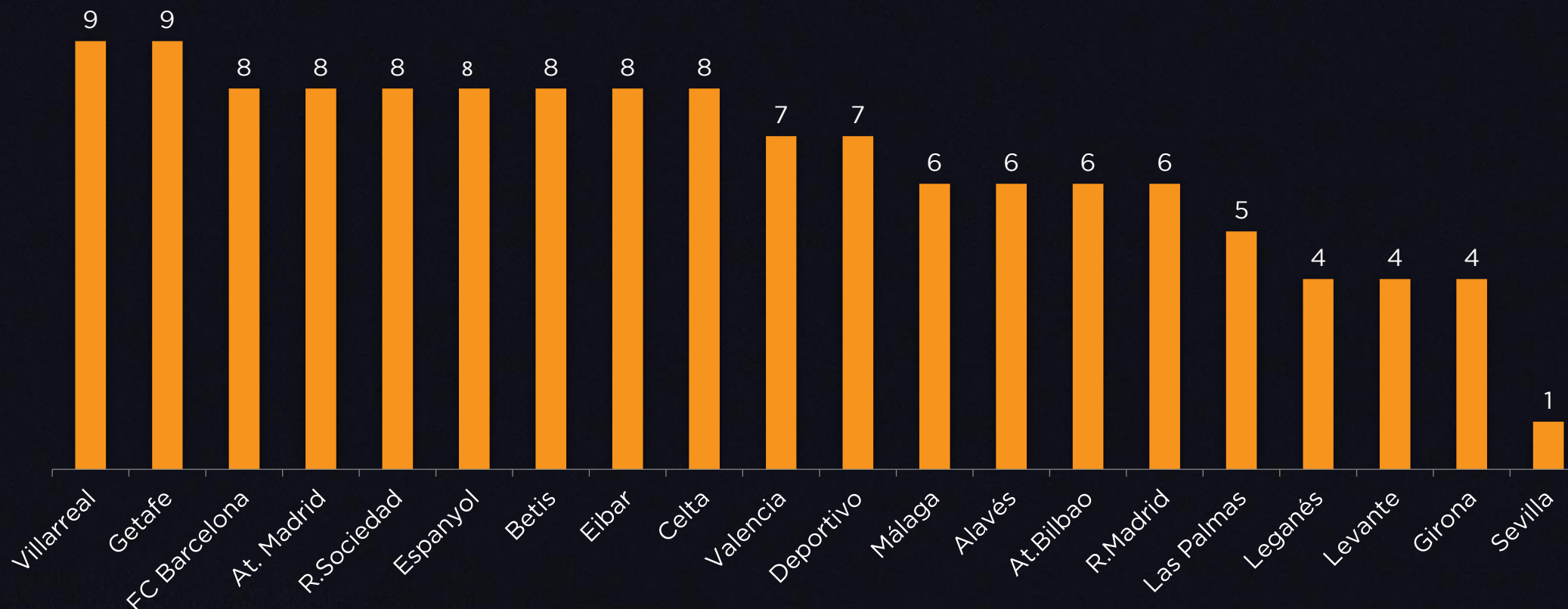


Messi, Aarón and Gerard Moreno were the only LaLiga field players participating in 100% of minutes over first 19 rounds. 5 matches ban imposed to Cristiano Ronaldo after Supercup row got Portuguese ace out of the top 10 for a second year in a row

* % of minutes played until round 19 of season 17/18

Ranking sides with highest number of fix players*

Nº of players

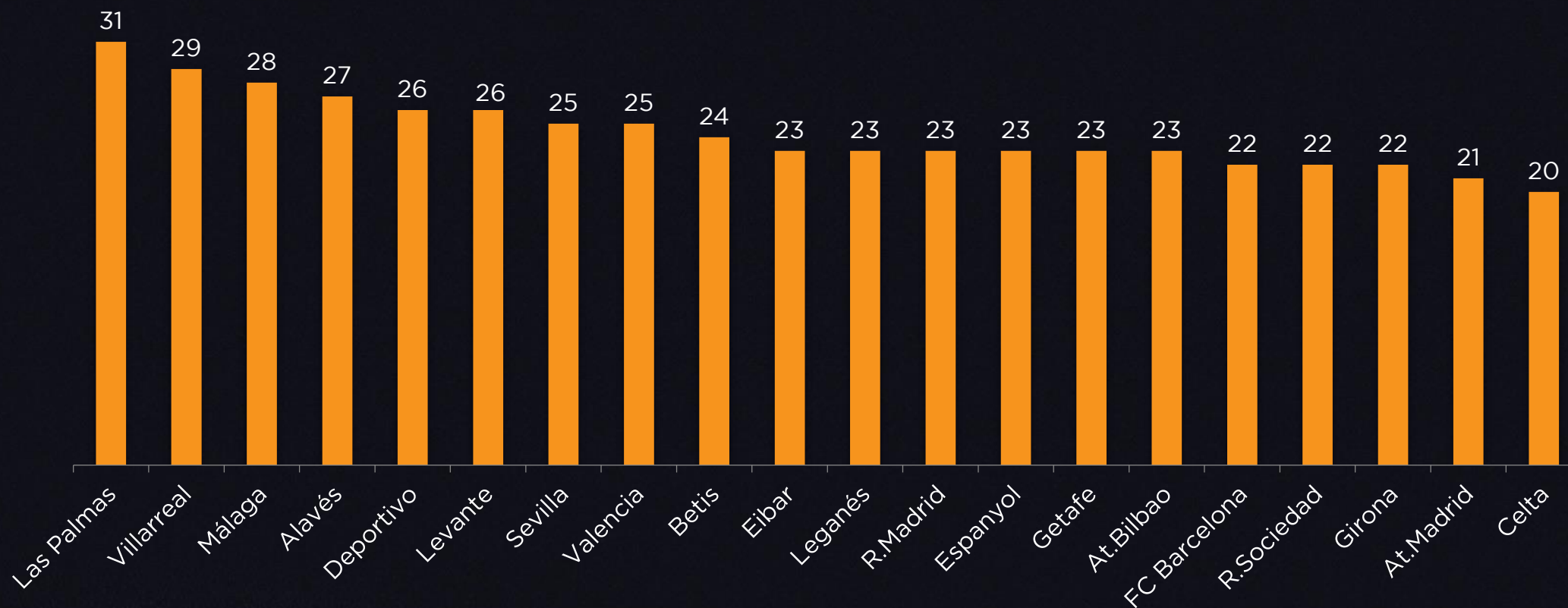


Villarreal and Getafe were the sides with most stable starting eleven, with 9 players participating in more than 70% of LaLiga minutes. On the opposite side, Sevilla had just one key player (Lenglet). Valverde's new FC Barcelona had 8 key players (2 more than last season) while Real Madrid had 6 (vs 3 at previous season)

* Fix players participated in more than 70% of the minutes until round 19

Number of players fielded by team – LaLiga Santander

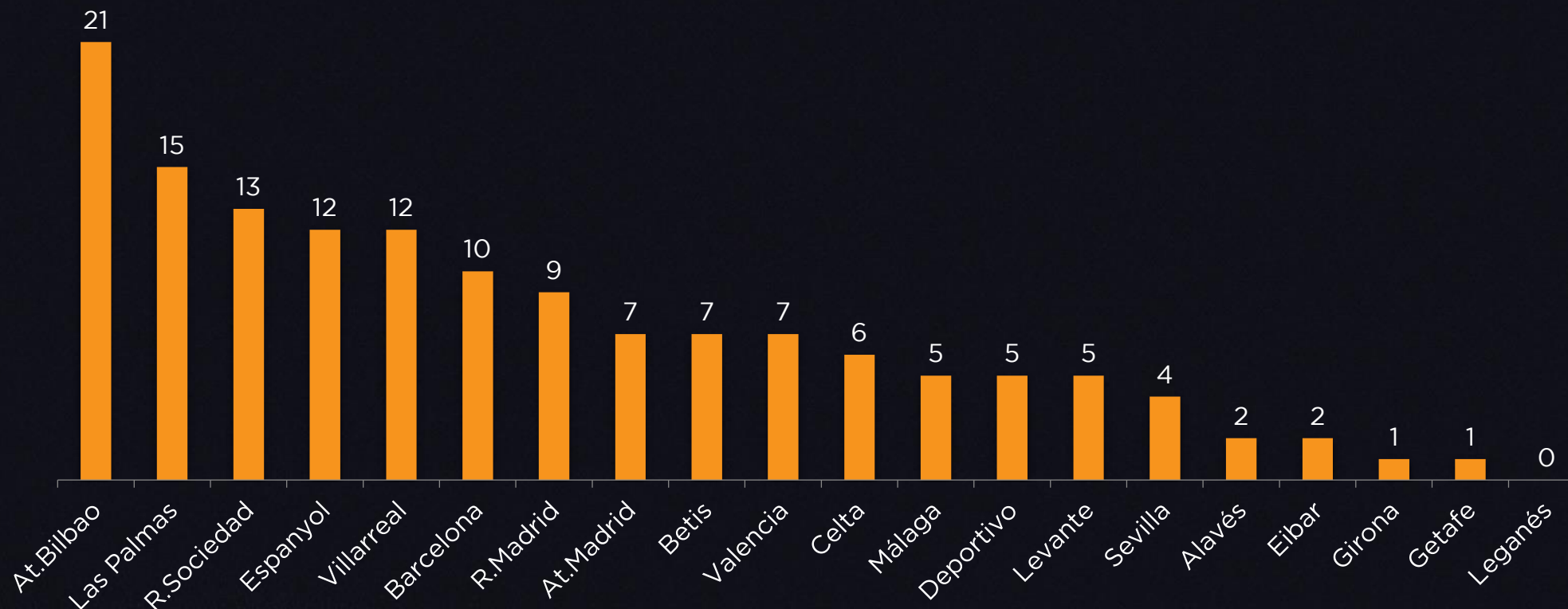
Nº of players



Las Palmas was the side fielding most players during first half of LaLiga, as much as 31. Contrarily, Celta used 20 different players only

Participation of home grown players by team- LaLiga Santander

Nº of players



At. Bilbao fielded 21 home grown players, more than any other LaLiga side for 5th year in a row, followed one more year by Las Palmas (15) and R. Sociedad (13). FC Barcelona is not in the top 3 for third year in a row (6th position with 10 home grown players used). Leganés was the only LaLiga side not using any home grown player over first 19 rounds

Participation of home grown players in Europe

Nº of players



With 10 home grown players fielded so far, FC Barcelona had the highest number (alongside Olympique Lyonnais) among top 3 sides at table of top 5 European leagues for a third consecutive season. Borussia Dortmund, Atlético and Valencia completed top 5 with 8 and 7 home grown players respectively



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European football table 2017/18

01 TOP 5 EUROPEAN LEAGUES COMBINED

02 TOP SCORERS AND ASSISTS



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Points achieved: top 10 Europe











	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	M. City		55	19	18	1	0	60	12	96,49
2	FC Barcelona		51	19	16	3	0	52	9	89,47
3	PSG		50	19	16	2	1	58	15	87,72
4	Napoli		48	19	15	3	1	42	13	84,21
5	Juventus		47	19	15	2	2	48	15	82,46
6	B. Munich		41	17	13	2	2	37	11	80,39
7	At. Madrid		42	19	12	6	1	28	8	73,68
8	M. United		42	19	13	3	3	41	14	73,68
9	O. Lyon		41	19	12	5	2	46	20	71,93
10	Monaco		41	19	13	2	4	46	19	71,93

Table after completion of 1st half of each domestic league



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Ranking % Points achieved last 7 years

2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
 85,96	 96,49	 92,16	 88,24	 90,20	 85,96	 96,49
 78,95	 78,95	 91,23	 83,33	 89,47	 83,33	 89,47
 78,95	 78,95	 87,72	 80,70	 77,78	 82,35	 87,72
 77,19	 77,19	 87,72	 80,70	 77,19	 79,63	 84,21

Points achieved: worst 10

	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
89	SPAL		15	19	3	6	10	19	33	26,32
90	Crotone		15	19	4	3	12	13	37	26,32
91	West Brom		14	19	2	8	9	14	27	24,56
92	Hellas Verona		13	19	3	4	12	18	39	22,81
93	Swansea		13	19	3	4	12	11	26	22,81
94	FC Metz		11	19	3	2	14	13	34	19,30
95	Las Palmas		11	19	3	2	14	14	46	19,30
96	Málaga		11	19	3	2	14	13	33	19,30
97	FC Köln		6	17	1	3	13	10	32	11,76
98	Benevento		4	19	1	1	17	10	41	7,02

Points achieved at home: top 10

	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	PSG		30	10	10	0	0	34	7	100,00
2	M. City		28	10	9	1	0	36	7	93,33
3	FC Barcelona		25	9	8	1	0	29	4	92,59
4	B. Munich		22	8	7	1	0	23	4	91,67
5	M. United		24	9	8	0	1	22	3	88,89
6	Arsenal		25	10	8	1	1	25	10	83,33
7	AS Monaco		25	10	8	1	1	28	9	83,33
8	Juventus		25	10	8	1	1	22	4	83,33
9	Inter		21	10	7	2	1	21	8	76,67
10	Valencia		23	10	7	2	1	21	6	76,67

Points achieved away: Top 10

	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	M. City		27	9	9	0	0	24	5	100,00
2	Napoli		28	10	9	1	0	22	7	93,33
3	FC Barcelona		26	10	8	2	0	23	5	86,67
4	Juventus		22	9	7	1	1	26	11	81,48
5	Lazio		23	10	7	2	1	23	12	76,67
6	O. Lyon		23	10	7	2	1	26	9	76,67
7	PSG		20	9	6	2	1	24	8	74,07
8	At. Madrid		24	11	7	3	1	18	5	72,73
9	B. Munich		19	9	6	1	2	14	7	70,37
10	Roma		18	9	5	3	1	14	5	66,67



Average goals scored: Top 10

	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	M. City		55	19	18	1	0	60	12	3,16
2	PSG		50	19	16	2	1	58	15	3,05
3	FC Barcelona		51	19	16	3	0	52	9	2,74
4	Juventus		47	19	15	2	2	48	15	2,53
5	AS Monaco		41	19	13	2	4	46	19	2,42
6	O. Lyon		41	19	12	5	2	46	20	2,42
7	Lazio		37	18	11	4	3	43	22	2,39
8	B. Dortmund		28	17	8	4	5	39	24	2,29
9	Napoli		48	19	15	3	1	42	13	2,21
10	B. Munich		41	17	13	2	2	37	11	2,18

Table after completion of 1st half of each domestic league



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Average goals scored: worst 10







	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
89	West Brom		14	19	2	8	9	14	27	0,74
90	Alavés		18	19	6	0	13	14	27	0,74
91	Crotone		15	19	4	3	12	13	37	0,68
92	FC Metz		11	19	3	2	14	13	34	0,68
93	Málaga		11	19	3	2	14	13	33	0,68
94	Sassuolo		21	19	6	3	10	13	29	0,68
95	SM Caen		24	19	7	3	9	12	21	0,63
96	FC Köln		6	17	1	3	13	10	32	0,59
97	Swansea		13	19	3	4	12	11	26	0,58
98	Benevento		4	19	1	1	17	10	41	0,53

Table after completion of 1st half of each domestic league



primetime sport



Average goals scored at home: top 10

	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	M. City		28	10	9	1	0	36	7	3,60
2	PSG		30	10	10	0	0	34	7	3,40
3	FC Barcelona		25	9	8	1	0	29	4	3,22
4	B. Munich		22	8	7	1	0	23	4	2,88
5	B. Dortmund		13	8	4	1	3	23	14	2,88
6	AS Monaco		25	10	8	1	1	28	9	2,80
7	Arsenal		25	10	8	1	1	25	10	2,50
8	Lazio		14	8	4	2	2	20	10	2,50
9	M. United		24	9	8	0	1	22	3	2,44
10	O. Marsella		20	9	6	2	1	21	7	2,33

Table after completion of 1st half of each domestic league



primetime sport



Average goals scored away: Top 10



















	Average goals favor		Total						Avge Gf	
			Pt	Played	W	D	L	Gf		Ga
1	Juventus		22	9	7	1	1	26	11	2,89
2	Liverpool		18	10	5	3	2	27	20	2,70
3	M. City		27	9	9	0	0	24	5	2,67
4	PSG		20	9	6	2	1	24	8	2,67
5	O. Lyon		23	10	7	2	1	26	9	2,60
6	FC Barcelona		26	10	8	2	0	23	5	2,30
7	Lazio		23	10	7	2	1	23	12	2,30
8	Napoli		28	10	9	1	0	22	7	2,20
9	Valencia		17	9	5	2	2	19	13	2,11
10	AS Monaco		16	9	5	1	3	18	10	2,00

Table after completion of 1st half of each domestic league



primetime sport

Average goals conceded: Top 10

	Average goals against		Pt	Played	Total					Avge Ga
					W	D	L	Gf	Ga	
1	At. Madrid		42	19	12	6	1	28	8	0,42
2	FC Barcelona		51	19	16	3	0	52	9	0,47
3	M. City		55	19	18	1	0	60	12	0,63
4	B. Munich		41	17	13	2	2	37	11	0,65
5	Roma		40	19	12	4	3	30	13	0,68
6	Montpellier		26	19	6	8	5	17	13	0,68
7	Napoli		48	19	15	3	1	42	13	0,68
8	Chelsea		39	19	12	3	4	32	14	0,74
9	Inter		41	19	12	5	2	34	14	0,74
10	M. United		42	19	13	3	3	41	14	0,74

Average goals conceded: worst 10

	Average goals against		Total						Avge Ga
		Pt	Played	W	D	L	Gf	Ga	
89	Freiburg 	19	17	4	7	6	17	31	1,82
90	West Ham 	17	19	4	5	10	19	35	1,84
91	FC Köln 	6	17	1	3	13	10	32	1,88
92	Betis 	27	19	8	3	8	33	36	1,89
93	Deportivo 	16	19	4	4	11	21	36	1,89
94	Crotone 	15	19	4	3	12	13	37	1,95
95	Hellas Verona 	13	19	3	4	12	18	39	2,05
96	Stoke City 	19	19	5	4	10	22	40	2,11
97	Benevento 	4	19	1	1	17	10	41	2,16
98	Las Palmas 	11	19	3	2	14	14	46	2,42



Goal difference: Top 10

	Goal Difference		Total							Goal diff
			Pt	Played	W	D	L	Gf	Ga	
1	M. City		55	19	18	1	0	60	12	48
2	FC Barcelona		51	19	16	3	0	52	9	43
3	PSG		50	19	16	2	1	58	15	43
4	Juventus		47	19	15	2	2	48	15	33
5	Napoli		48	19	15	3	1	42	13	29
6	M. United		42	19	13	3	3	41	14	27
7	AS Monaco		41	19	13	2	4	46	19	27
8	B. Munich		41	17	13	2	2	37	11	26
9	O. Lyon		41	19	12	5	2	46	20	26
10	Valencia		40	19	12	4	3	40	19	21

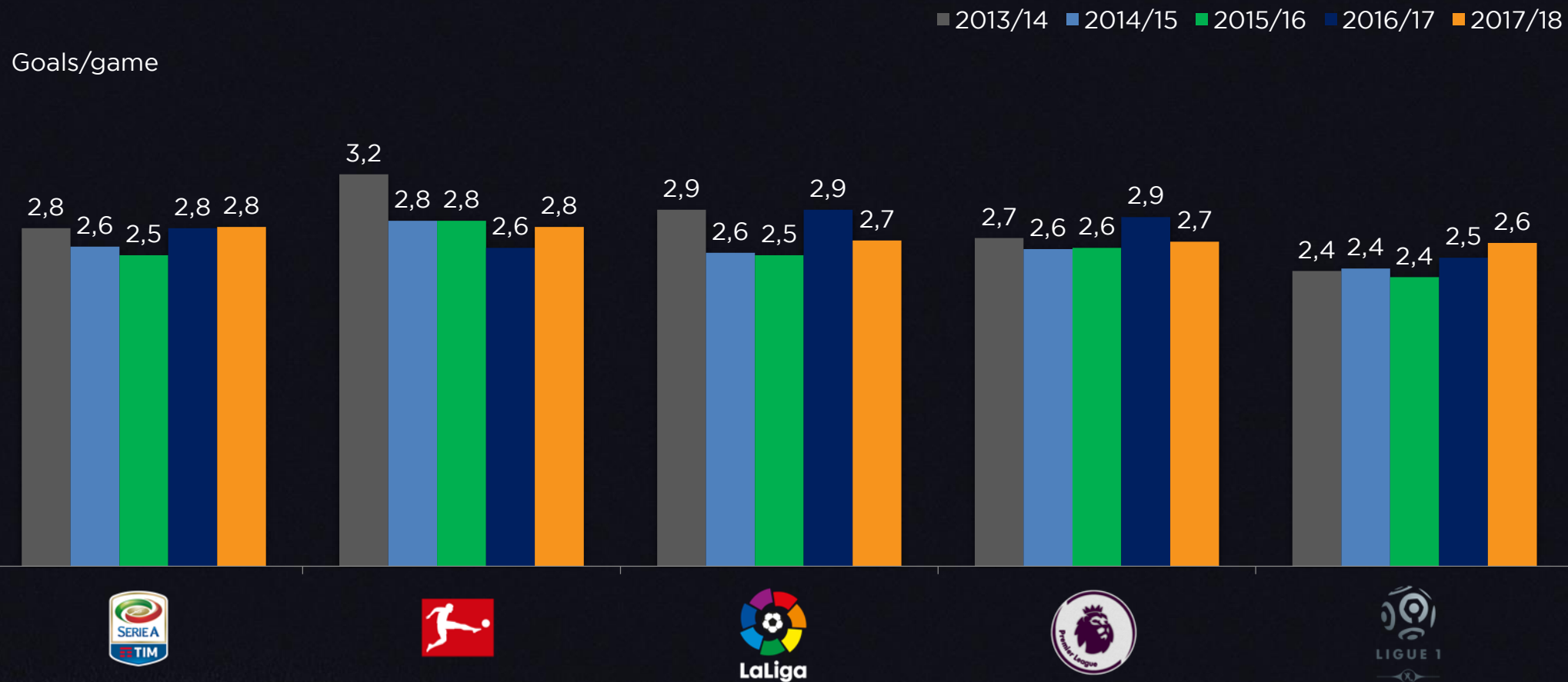
Table after completion of 1st half of each domestic league



Goal profitability: Top 10

	Goal profitability		Total							Goal prof
			Pt	Played	W	D	L	Gf	Ga	
1	Burnley		32	19	9	5	5	16	15	2,00
2	SM Caen		24	19	7	3	9	12	21	2,00
3	FC Nantes		33	19	10	3	6	18	18	1,83
4	Sassuolo		21	19	6	3	10	13	29	1,62
5	Leganés		24	18	7	3	8	15	17	1,60
6	Montpellier		26	19	6	8	5	17	13	1,53
7	At. Madrid		42	19	12	6	1	28	8	1,50
8	Espanyol		24	19	6	6	7	16	22	1,50
9	Brighton		21	19	5	6	8	15	23	1,40
10	Roma		40	19	12	4	3	30	13	1,33

Average goals per game by league





European football table 2017/18

01 TOP 5 EUROPEAN LEAGUES COMBINED

02 TOP SCORERS AND ASSISTS



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Top scorers top 5 European leagues 2017/18

Leo Messi	17
Luis Suárez	13
Iago Aspas	11
Zaza	10
Stuani	10
Rodrigo	9
Maxi Gómez	9
Bakambu	9
Paulinho	8
Willian José	8



Kane	15
Salah	15
Sterling	12
Agüero	12
Lukaku	10
Rooney	10
Morata	9
Vardy	8
G. Jesus	8
Lacazette	8



Icardi	17
Immobile	16
Dybala	13
Quagliarella	13
Mertens	11
Higuaín	10
Dzeko	9
Perisic	8
Ilicic	8
Iago Falqué	7



Lewandowski	15
Aubameyang	13
Finnbogason	11
Volland	9
Uth	9
Werner	8
Gregoritsch	8
Petersen	8
Burgstaller	7
Kalou	7



Cavani	19
Falcao	15
Mariano	13
Fekir	13
Neymar	11
Balotelli	10
Ekambi	9
Mbappé	8
Thauvin	8
Depay	8





Top 10 players by goal efficacy

Minutes x goal



Goals scored after completion of 1st half of each domestic league

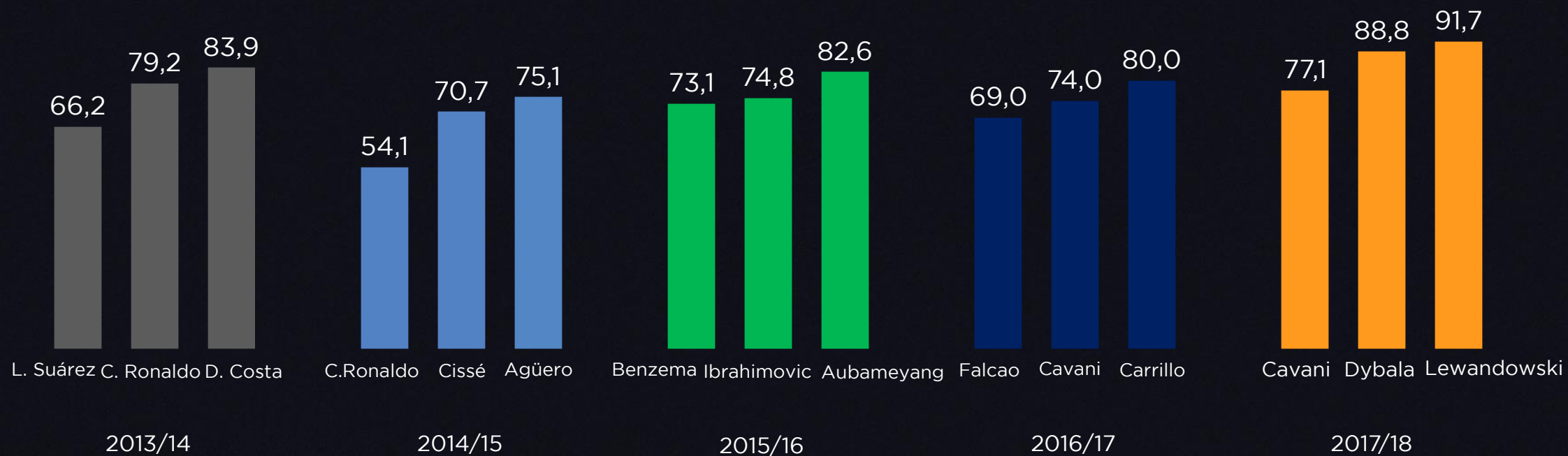


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Top 3 goal efficacy of last 5 seasons

Minutos por gol



Goals scored after completion of 1st half of each domestic league



primetime sport



Top Assists top 5 European leagues 2017/18

Pione Sisto	10
Leo Messi	9
Jordi Alba	7
Guedes	7
S. Roberto	6
Guardado	6
Fornals	6
José Ángel	5
Daniel Wass	5
Griezmann	5



De Bruyne	8
Sané	8
Ramsey	8
Silva	8
Mahrez	6
Calvert-L.	6
Sterling	6
Coutinho	6
Ritchie	6
Dele Alli	5



Candрева	8
Pjanic	8
Luis Alberto	6
Immobile	6
G. Ramírez	6
Kolarov	6
de Paul	6
Papu Gómez	5
Perisic	5
Mertens	5



Philipp Max	10
Kimmich	6
Harit	6
Müller	6
Didavi	6
T. Hazard	6
Havertz	5
Klaus	5
Grifo	4
Öztunali	4



Neymar	10
Thauvin	8
Mbappé	8
Dossevi	5
J. Moutinho	5
Rony Lopes	5
Liénard	5
Malcom	5
Depay	5
Dani Alves	4





Football Transfer Review 2018- winter edition

01 TECHNICAL SHEET

02 WINTER TRANSFER WINDOW EUROPEAN OVERVIEW

03 LALIGA ON GOING SEASON REVIEW

04 EUROPEAN FOOTBALL TABLE 2017/18

05 SUMMARY OF FINDINGS

06 ABOUT PRIME TIME SPORT



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Summary of findings FTR 2018– winter edition (1 of 5)

- Investment in summer signings in European football reached a whopping 945m€ at winter transfer window, after growing 49%. Premier League and LaLiga lead the transfer activity that resulted again in highest amount ever spent in January. Amount invested in January represented 21% of what was spent at summer transfer window. And it's the highest % of the last 7 years and second high in European football history
- Combined investment of the season (summer + winter) at top 5 European leagues was over 5,3bio€ (+38%), establishing another record high ever
- Premier League is yet again the strongest tournament after spending a whopping 476m€ (+72%), although the gap vs runners-up LaLiga (311m€, 17 times higher than previous year) was smallest than ever. On the other side, investment at Bundesliga (-26%), Ligue1 (-63%) and SerieA (-68%) was down vs previous winter window
- Combined investment for the season (summer + winter) at Premier League reached 2bio€ for the first time in history (+25%). Ligue1 (910m€), SerieA (878) and LaLiga (867) all reached record high amounts as well. Bundesliga (646m€) was the only tournament that did not spent more than previous season

Summary of findings FTR 2018– winter edition (2 of 5)

- ⚽ LaLiga (141m€) sides made the highest net investment in Europe (investment after deducting income from player sales), overtaking Premier League (73) for the first time. Both tournaments were clearly the growth drivers in Europe, as Ligue 1, Bundesliga and Serie A collected more money than amount spent
- ⚽ FC Barcelona spent much more than any other team in Europe after investing 167m€ (155 in Coutinho) in January, after Catalan club reinvested income from Neymar, hitting it's highest amount ever both in summer (Dembelé) and winter. Liverpool (79m€) and Manchester City (72) completed top 3. 9 sides in European top 10 were either English or Spanish
- ⚽ Liverpool was the club with highest income in Europe after selling Coutinho to FC Barcelona for 155m€. Southampton (79) and B.Dortmund (74) completed European top 3. 6 sides joined top 10 as a result of selling just one player
- ⚽ Coutinho (155m€) was the most expensive winter signing in Europe, as well as in both LaLiga and FC Barcelona history, as a result of shocking Neymar summer move. All top 10 signings were made by Premier League or LaLiga sides. Never before 3 center backs -Van Dijk (79m€), Laporte (65) e I. Martínez (32)- had appeared among top 10 most expensive signings

Summary of findings FTR 2018– winter edition (3 of 5)

- ❶ Winter transfer window is no longer a “bargains outlet” monopolized by short term signings or loans. Contrarily, it is now used to conduct strategic signings. In this sense, 5 of 10 most expensive signings of this season took place in January, and all of them were already being considered to be done either last or next summer
- ❷ Top 10 most expensive winter signings represented a whopping 61% of 945m€ spent in total in Europe (vs only 38% last year). Furthermore, average amount of top 10 signings got doubled to 55,7m€ and most expensive signing was 4 times higher than last winter (155m€)
- ❸ Coutinho has become the most expensive winter signing in history. Top 5 most expensive winter signings in history took place this January, relegating Torres signing by Chelsea in 2011 to the 6th position
- ❹ PSG invested more than any other team in Europe at season 2017/18 (418m€) -despite not doing any moves in January- after history making Neymar and M'bappé summer signings. FC Barcelona subsequently invested more than ever (360m€ between summer and winter)



Summary of findings FTR 2018– winter edition (4 of 5)

- ⚽ Player transfers among top teams have become standard practice in European football. Players for 330m€ were traded among elite sides in January, which follow 507m€ traded in the summer
- ⚽ 21 of 42 players (50%) signed last winter played more than half of minutes at remaining matches of the season, up from 33% last season. 20 of them (48%) continued in their squads the following season (vs 27% last season)
- ⚽ FC Barcelona spent more than any other team in Spain for another transfer window. Atletico Madrid (after spending 66m€ in Diego Costa) and Athletic Bilbao (32m€ in Martinez to replace Laporte) complete Spanish top 3. 13 sides have spent money in new signings, vs only 5 last year
- ⚽ FC Barcelona smashed again it's record high signing after spending 155m€ in Coutinho. Likewise, both Atletico signing of Diego Costa for 66m€ and Martinez by Athletic Bilbao (31m€ to replace Laporte) made most expensive signings in their history



Summary of findings FTR 2018– winter edition (5 of 5)

- ⚽ LaLiga sides spent a whopping 141m€ in new players (net investment), even after deducting 170m€ from sales income. For the first time LaLiga has a higher net investmnet than Premier League

-
- ⚽ As much as 12 LaLiga sides collected money from player sales, vs only 3 last season. Athletic Bilbao leads the way after Laporte triggering his release clause to go to Manchester City (collecting 65m€). Villarreal follows after Bakambú departure to Chinese football for 40m€, and Real Sociedad completes Spanish top 3 after Martinez triggering his release clause to go to Athletic Bilbao and selling Vela to new MLS side Los Angeles FC

Summary of findings: LaLiga on going season review (1 of 2)

- ⚽ Usage of players signed by LaLiga sides in the summer stays in line with previous seasons, and just 44% of them have played more than half of total minutes
- ⚽ Betis is the side that took best advantage of summer signings, with 8 of 10 new players having played at least 50% of LaLiga minutes. In the opposite side, none of Real Madrid signings played more than half of minutes for a second consecutive season
- ⚽ In Europe, Lukaku was the most profitable top 10 summer signing, after playing all minutes of first half of Premier League. 7 of 10 most expensive signings played more than 70% of minutes. Mendy (Manchester City) and Dembélé (FC Barcelona) suffered injuries that severely penalised their participation
- ⚽ Paulinho was most used top 10 LaLiga summer signing, after playing 58% of the minutes after 19 rounds. As much as 8 of 10 most expensive summer transfers only played 40% or less of minutes

Summary of findings: LaLiga on going season review (2 of 2)

- ⚽ Messi, Aarón and Gerard Moreno were the only LaLiga field players participating in 100% of minutes over first 19 rounds. 5 matches ban imposed to Cristiano Ronaldo after Supercup row got Portuguese ace out of the top 10 for a second year in a row
- ⚽ Villarreal and Getafe were the sides with most stable starting eleven, with 9 players participating in more than 70% of LaLiga minutes. On the opposite side, Sevilla had just one key player (Lenglet). Valverde's new FC Barcelona had 8 key players (2 more than last season) while Real Madrid had 6 (vs 3 at previous season)
- ⚽ At. Bilbao fielded 21 home grown players, more than any other LaLiga side for 5th year in a row, followed one more year by Las Palmas (15) and R. Sociedad (13). FC Barcelona is not in the top 3 for third year in a row (6th position with 10 home grown players used. Leganés was the only LaLiga side not using any home grown player over first 19 rounds
- ⚽ With 10 home grown players fielded so far, FC Barcelona had the highest number (alongside Olympique Lyonnais) among top 3 sides at table of top 5 European leagues for a third consecutive season. Borussia Dortmund, Atlético and Valencia completed top 5 with 8 and 7 home grown players respectively



Summary – European football table 2017/18 (1 of 3)

- ⚽ Manchester City, having earned 55 of the 57 possible points, becomes the best team of the 5 European big leagues during the first leg, registering the same score as Tito Vilanova's Barça in the 12-13 season. Pep Guardiola's team has also achieved 100% of the points in their 9 matches away, equalizing Barça's numbers in the mentioned season. In terms of goals scored they also lead the European table (3,14 goals per game), being the highest register since Real Madrid in the 14-15 season (3,44). It's also the best register of the decade in the Premier League. The goal difference (48) is the highest of the last five seasons in Europe
- ⚽ F.C. Barcelona's season is also being remarkable, as they are the second best team in Europe behind Manchester City and they are registering the best numbers in the first leg of the last 5 seasons in LaLiga
- ⚽ On the other hand, Real Madrid has completed their worst 1st leg in LaLiga of the last decade, in % of point (59,26), number of wins (9), goals per game (1,7) and goal difference (15). It's also the first time in the last 10 years that by the end of the 1st leg of the season, none of their players appears between the top 10 goalscorers of LaLiga
- ⚽ Atlético equalizes their 15-16 numbers as the best defense in Europe. Cholo Simeone's team has just conceded 8 goals in 19 matches, 0,42 goals per game





Summary – European football table 2017/18 (2 of 3)

- ⚽ UD Las Palmas has the worst defense in Europe, conceding 2,42 goals per game. They are the worst team in that aspect in Europe since the 10-11 season, and it's the worst LaLiga register of the last 10 years
- ⚽ Benevento, in their first season in the Italian first division, has just achieved 4 points (7%), and has become the worst team of the Top 5 European leagues in the last decades
- ⚽ Burnley and Caen (2,00 points per goal scored) are the teams whose goals give them a better profitability in Europe. It's the best register in the last 12 years
- ⚽ Serie A and Bundesliga, with an average of 2,77 lead the ranking of goals per game in the Top 5 European leagues. They are followed by LaLiga (2,66), the Premier League (2,65) and the Ligue 1 with 2,64 goals per game



Summary – European football table 2017/18 (3 of 3)

- ⚽ Cavani (19) leads once again the table of top scorers after the first half of the season in the 5 main European leagues, being the best register of the last 3 seasons. He is followed closely by Leo Messi and Mauro Icardi, each of them with 17 goals

- ⚽ Cavani also owns the best efficiency record in Europe, with a goal scored every 77 minutes. He is closely followed by Dybala (89) and Lewandowski (92). The only LaLiga player between the Top 10 players in Europe in goal efficiency is Leo Messi, with a goal scored every 100 minutes

- ⚽ Pione Sisto, Philipp Max and Neymar, with 10 assists each, lead the table in assists in Europe



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Prime Time Sport business areas

	FOOTBALL	CORPORATE FINANCE & M&A	MARKETING	PRIMETUBERS
Services	<ul style="list-style-type: none"> ⚽ Player representation ⚽ Intermediation 	<ul style="list-style-type: none"> ⚽ Investors recruitment ⚽ Squad valuation (Football Value Index) ⚽ Secured lending 	<ul style="list-style-type: none"> ⚽ Player Image Rights ⚽ Sponsors recruitment ⚽ Friendly matches ⚽ Conferences and education 	<ul style="list-style-type: none"> ⚽ Branded content campaigns ⚽ Influencers representation
Consultancy	<ul style="list-style-type: none"> ⚽ Home grown talent development ⚽ Coaching ⚽ Software & Infrastructure 	<ul style="list-style-type: none"> ⚽ Clubs valuation for M&A ⚽ Investors deck production 	<ul style="list-style-type: none"> ⚽ Commercial development ⚽ Sponsorship deck production ⚽ Manchester City project 	<ul style="list-style-type: none"> ⚽ Assistance to brands to engage with influencers ⚽ Sponsorship activation through influencers
Content	 			
<div>CLUB OWNERSHIP AND MANAGEMENT</div> <div>CE SABADELL FC</div> 				

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10 YEARS
2007-2017