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primetimesport **SOCCEREX**

> **CSD** Madrid February 5th 2015



SOCCEREX TRANSFER REVIEW 2015- WINTER WINDOW



- 1. Technical sheet
- 2. Winter transfer window overview
- 3. La Liga on going season review
- 4. European football table 2014/15
- 5. Conclusions
- 6. Annexes





ABOUT SOCCEREX TRANSFER REVIEW

MISSION

Soccerex Transfer Review by Prime Time Sport provides since 2009 (originally established as Football Transfer Review) 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



- Data included refer to main divisions of top 5 European leagues (Liga BBVA, Premier League, Lega Calcio, Bundesliga and Ligue 1)
- Transfer data only include fix amounts.
- Year to year comparisons refer to winter market only, unless otherwise indicated
- Includes transfers that took place until January 31st 2015
- 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, PSG, AC Milan, Inter Milan, Juventus y Bayern Munich).
- On going season review and European Football Table have been produced mainly with 1st half of the season at top 5 European leagues (except where otherwise indicated)
- Sales of players (or stakes of economics rights) to investment funds are not considered by the report
- Nastasic considered a sale on 12mio€ as purchase option only requires him to play 7 matches
- Matchday 16 is not considered for Real Madrid and Sevilla (played on 04/02/2015)

TEAM

- Director: Esteve Calzada
- · Head of content: Bruno Batlle
- Coordinator: Aleix Piqué
- Analyst: Alex Mas
- Event host: Consejo Superior de Deportes



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WINTER 2015 TRANSFER WINDOW TOP 5 EUROPEAN LEAGUES





BACKGROUND

- ✓ UEFA's Financial Fair Play completed first 3 year analysis cycle and is deeply established as a regulation that teams observe cautiously
- ✓ Some leagues have implemented additional and strict financial control on the teams (ie Premier League and La Liga) which translate in reduced margin of manoeuvre at clubs management
- ✓ Winter transfers activity follows a summer window which showed highest investments ever in Premier League (1,028mio€), La Liga (500) and Bundesliga (274) to a 2,2bio€ record combined investment at top 5 European leagues
- ✓ FC Barcelona had no activity due to FIFA ban. Not being able to sign translated into avoiding any
 player exits
- ✓ French Ligue 1 loses it glamour and power as a result of Financial Fair Play sanctions on PSG and reduced investment by Monaco oweners
- ✓ New Asian shareholders at Atletico and Valencia revitalise La Liga investment power and helps to dilute strength of Real Madrid and FC Barcelona duo
- ✓ Great Britain pound increased its value vs Euro in 10% compared to last year's summer transfer window



TOTAL INVESTMENT WINTER SIGNINGS- TOP 5 EUROPEAN LEAGUES



Despite Financial Fair Play restrictions, winter transfers investment in Europe has still grown 34% to 385mio€, highest amount of last 4 years



WINTER TRANSFER VS SUMMER- TOTAL EUROPE



Winter transfer window continues to be a complement to investment taking place in the summer. It represents 17% of amount spent in summer (vs 13% last season)



COMBINED SIGNINGS INVESTMENT SUMMER + WINTER TOP 5 EUROPEAN LEAGUES



Combined investment at summer and winter transfer windows in top 5 European leagues was in excess of 2,6bio€, up 7% vs last season and record high ever



WINTER WINDOW EXPENDITURE BY LEAGUE



Premier League lead once again investment in Europe, more than doubling that of Bundesliga (2nd), yet flat vs previous year. European growth was driven by Bundesliga (74mio€; +224%), Serie A (62mio; +48%) and La Liga (59mio; +491%)



COMBINED SIGNINGS INVESTMENT SUMMER + WINTER TOP 5 EUROPEAN LEAGUES

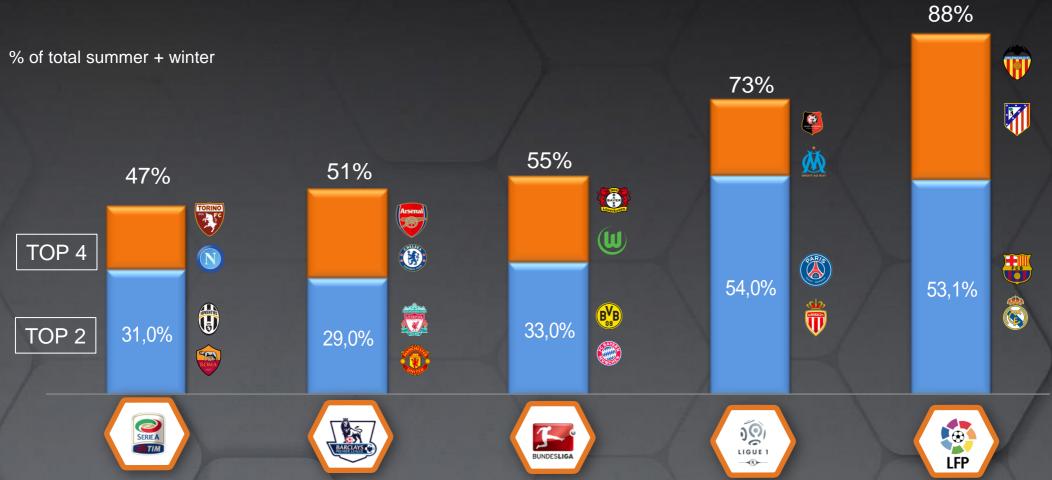




Combined season investment by Premier League clubs was the highest ever, in excess of 1bio€ (+35%). La Liga (2nd) reached 559mio€, followed by SerieA (364), Bundesliga (348) and at distance Ligue 1 (166)



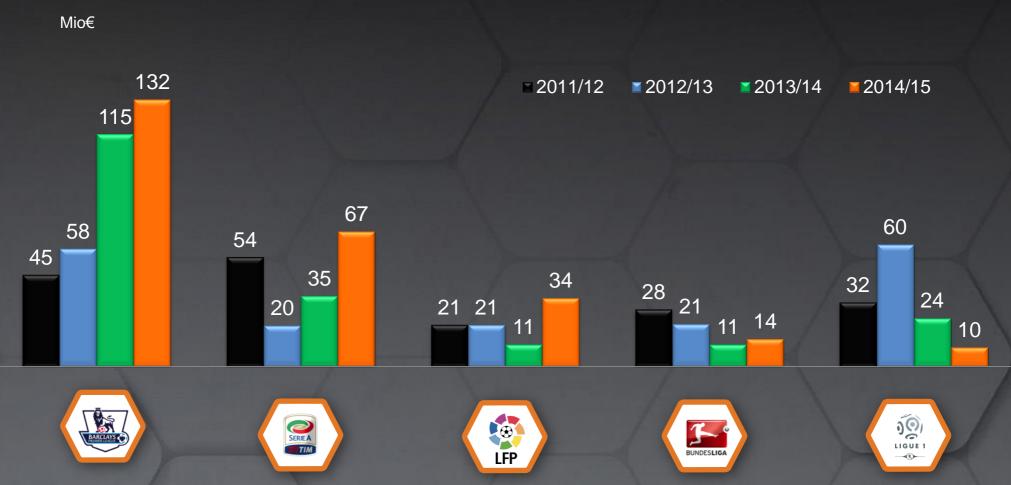
CONCENTRATION OF INVESTMENT BY TOP SPENDING TEAMS 2014/15



Premier League has the smallest concentration as top 2 teams (M.United & Liverpool) account for 29% of total and top 4 for 51% (+Arsenal and Chelsea). On the opposite side, La Liga is still the most polarized tournament



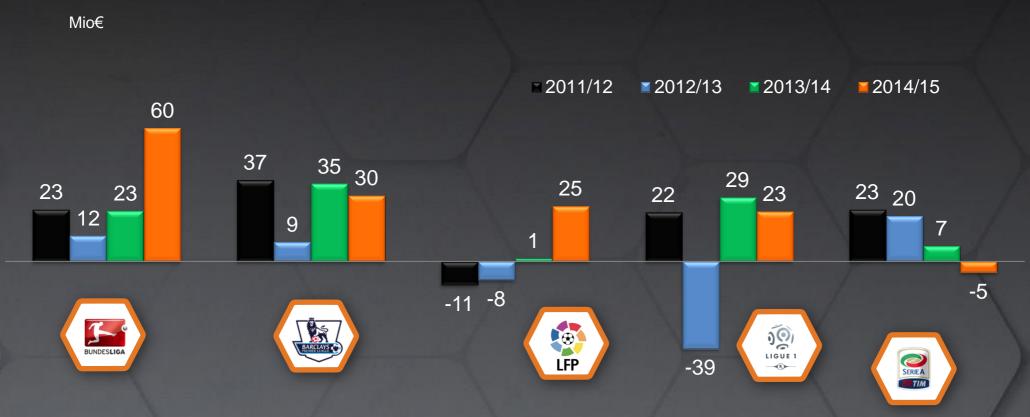
WINTER WINDOW PLAYER SALES-TOP 5 EUROPEAN LEAGUES



All top European leagues (except France) reached record figures of player sales, as most teams (including top ones) need to sell to be able to afford new signings



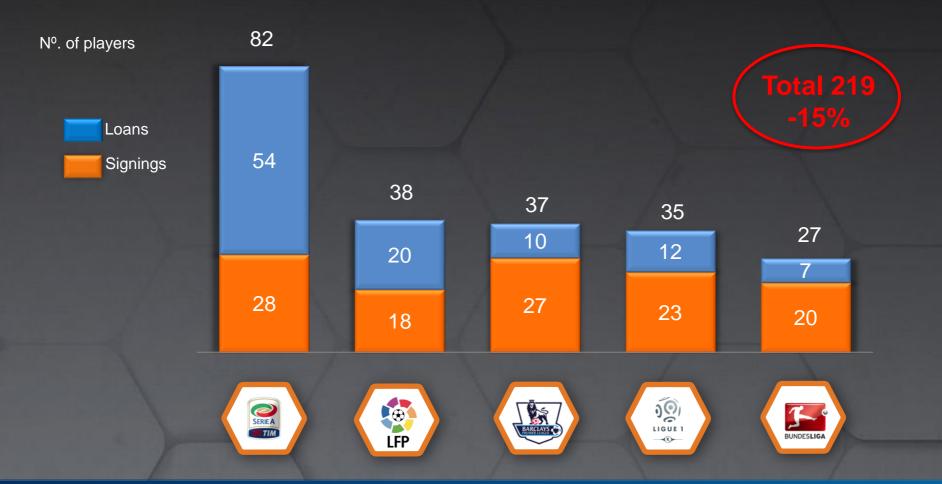
WINTER WINDOW NET SPENDING-TOP 5 EUROPEAN LEAGUES



Bundesliga takes over from Premier League with the highest net investment (60mio€). La Liga almost matches Premier League net investment (25 vs 30mio€ respectively)



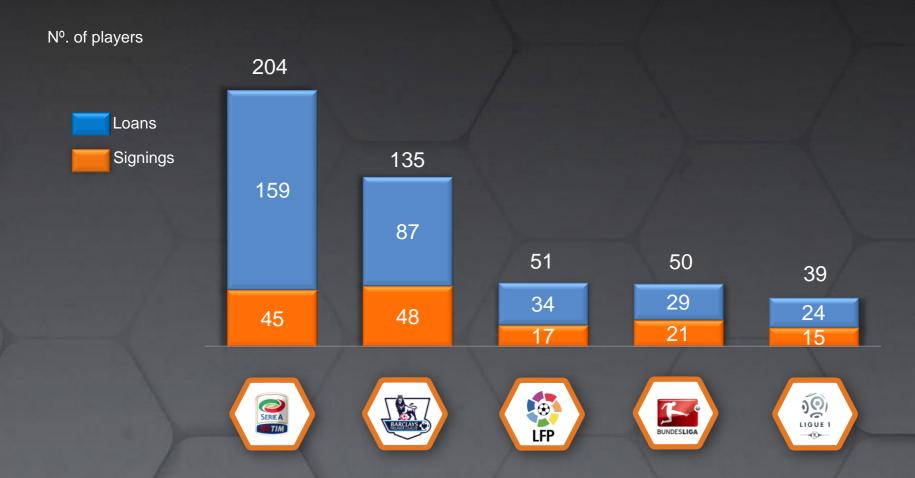
SIGN-UPS BY LEAGUE



Total number of sign-ups in Europe was down 15% to 219. For the 5th season in a row, Italian Serie A registered the highest number of signings (82). Loans and free transfers continue to represent a significant portion of the transactions

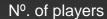


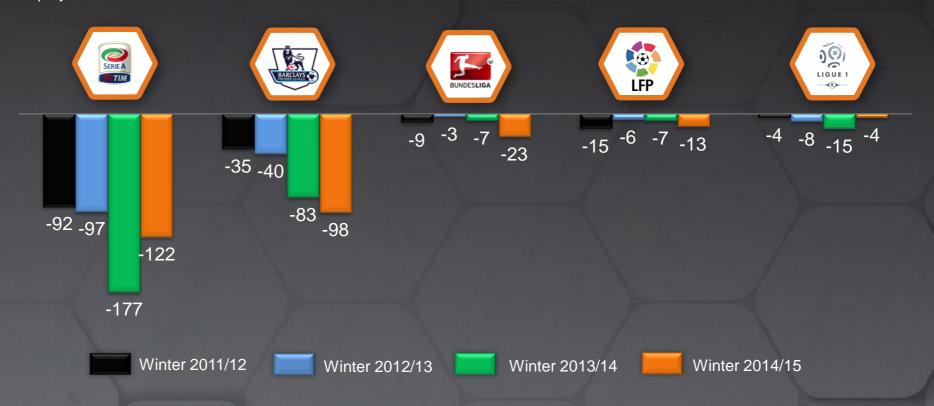
PLAYER EXITS BY LEAGUE





NET ARRIVALS VS EXITS BY LEAGUE





For the 5th consecutive season, all leagues have experimented a net decrease in the number of players, as teams are reducing players payroll.

Premier League had the highest net decrease



TOP 10 CLUBS WITH HIGHEST INVESTMENT IN EUROPE

Mio€



Wolfsburg tops the spending table after the signing of Schürrle. Chelsea closely follows after reinvesting income in brining Cuadrado. 5 English teams feature in top 10



TOP EUROPEAN TEAMS INVESTMENT RANKING



5 top European teams (Man United, PSG, Inter, Bayern Munich and FC Barcelona) did not spent any cash on transfer fees.

For Bayern and FC Barcelona it was for the 5th consecutive winter transfer window



BARÇA VS REAL MADRID WINTER SIGNINGS TRACK RECORD



Season	Players	Cost (mio€)	League Position
2005-06			1º
2006-07		- 1	1º
2007-08	J.M Pinto	0,4	2º (-7 points)
2008-09			1º
2009-10	N. S.	3	1º
2010-11	Afellay	3	1º
2011-12			2º (-5 points)
2012-13			1º
2013-14		3-1	1º
2014-15		and the	2º (-1 point)



Season	Players	Cost (mio€)	League Position
2005-06	Cicinho	5	30
	Cassano	5,5	(-12 points)
	F.Gago	20	20
2006-07	G.Higuaín	10	2 ⁰ (-1 point)
	Marcelo	6	() point,
2007-08		-	1º
	Huntelaar	20	00
2008-09	L.Diarra	20	3 ⁰ (-12 points)
	Faubert	Loan	- '\
2009-10			2 ⁰ (-5 points)
0040 44	A 1-1		2º
2010-11	Adebayor	Loan	(-7 points)
2011-12			1º
2012-13	Diego López	3,5	3º (-18 points)
2013-14	+		3º (- 3 points)
	Lucas Silva	13	
2014-15	Ödegaard	2,8	10
	Marco Asensio	3,9	P

FC Barcelona has only used winter market in 2 of the last 10 windows.

Real Madrid uses winter window more often (6 of 10). This year has had the higher investment since 2008-09 when signed Huntelaar and Diarra



TOP 10 TEAMS IN PLAYER SALES VALUE





Chelsea is the main protagonist of winter window, topping sales tables for 2nd year in a row and being 2nd in the investment table.

Benfica repeats as 2nd after selling Enzo Pérez and Bernardo Silva



RANKING TOP EUROPEAN TEAMS IN PLAYER SALES



Chelsea is the top club with highest sales activity for 2nd year. It is followed by 2 other Premier League sides Manchester City (Nastasic) and Manchester United (Zaha and Keane)



TEAMS WITH HIGHEST NUMBER OF NEW PLAYERS





Number of signings table was dominated by Serie A sides (including legendary AC Milan). Granada, C.Palace and Cordoba, the only non Italian sides in the top 10



TEAMS WITH HIGHEST NUMBER OF PLAYER EXITS

Players



Italian sides released the highest number of players in Europe.

Parma leads the table with 29



TOP 10 MOST EXPENSIVE WINTER SIGNINGS 2014/15

Mio€



Cuadrado signing by Chelsea for 34,6mio€ was the most expensive of the winter, followed by Bony and Schürrle (both 32mi€). Monaco is back to the top 10 after bringing-in Bernardo Silva



TOP 10 MOST EXPENSIVE WINTER SIGNINGS OVER THE LAST 5 YEARS



Cuadrado, Bony and Scürrle join historical top 10 of most expensive transfers in a winter window, which is still topped by Fernando Torres move to Chelsea for 58,5mio€. 7 out of 10 most expensive winter signings ever, conducted by Premier League sides



TOP 10 MOST EXPENSIVE SIGNINGS UNDER 16 IN HISTORY



5 out of 10 most expensive signings of U16 players have been conducted by Arsenal. Walcott tops the table with 10,5mio€ spent by the gunners Arsenal in 2005/06 season



CLUB INVESTMENT RANKING 2014/15 (SUMMER + WINTER)



Manchester United was the side with highest combined investment (summer + winter) of season 2014/15 with 193mio€ followed by FC Barcelona (157) and Liverpool (149), none of them spending in winter.



WINTER 2015 TRANSFER WINDOW TOP 5 EUROPEAN LEAGUES





INVESTMENT IN PLAYER SIGNINGS LA LIGA

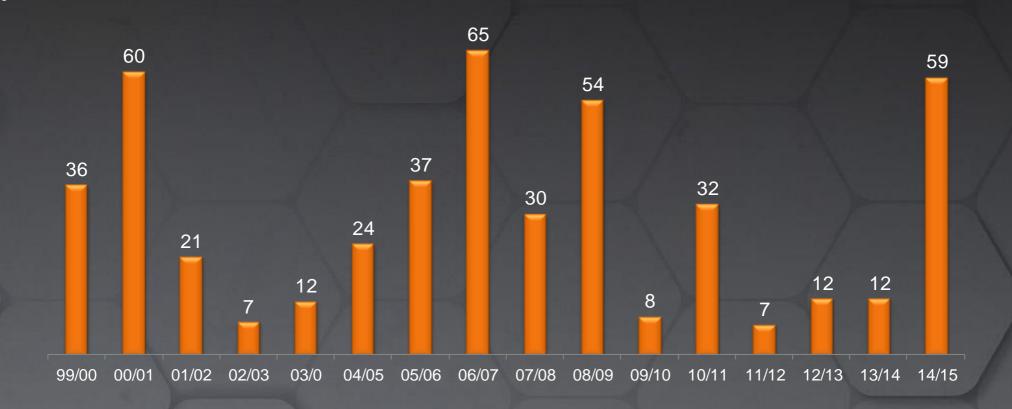
Mio€





LA LIGA PLAYER SIGNINGS INVESTMENT TRACK RECORD

Mio€



La Liga reemerges as teams invested 59mio€ in new players in January, an expenditure 5 times bigger than previous 2 seasons and highest amount in 8 seasons



WINTER VS SUMMER TRANSFER WINDOWS- LA LIGA

Mio€



The main portion of investment of the season continues to be conducted in the summer. However, the percentage of investment in January has increased and represents 12% of the summer expenditure at La Liga



COMBINED SIGNINGS INVESTMENT SUMMER + WINTER - LA LIGA

Mio€

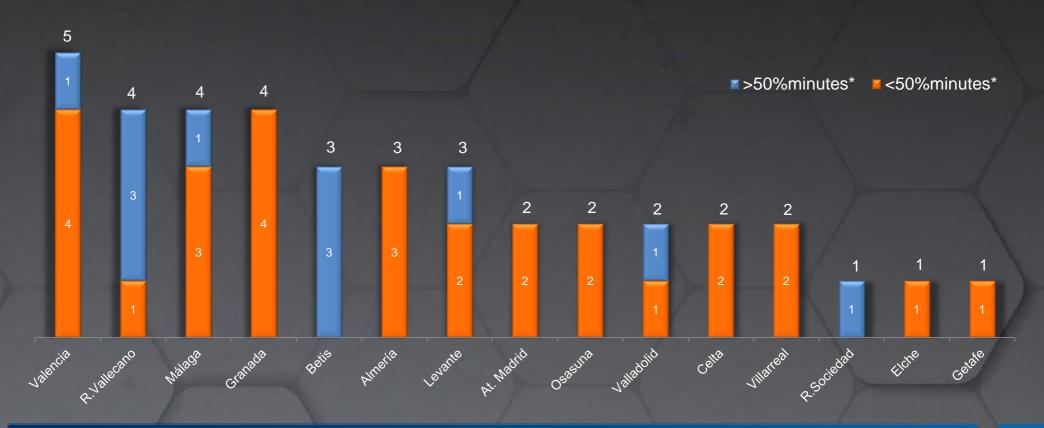


Including summer signings, Spanish clubs have spent 559mio€, up 37% vs last season, the highest amount of last 7 years and with participation of teams other than Real Madrid or FC Barcelona (Atletico and Valencia)



PARTICIPATION OF PLAYERS SIGNED IN WINTER 2013/14





Only 9 out of 39 players signed last winter participated more than half of the minutes in the games remaining to finish the season

Rayo Vallecano signings had the highest participation



RENTABILITY WINTER BBVA PLAYERS 2013/14



Only 13 out of 39 players signed last winter stayed at their teams when season finished.
5 of the 13 players staying at the teams played more than half of the minutes the previous season



LA LIGA INVESTMENT IN SIGNINGS BY TEAM

Mio€



Investment at La Liga was concentrated in just 5 teams –Valencia, Real Madrid, At. Madrid, Villarreal and Celta-, while the other the other 15 teams have not paid any transfer fees



ACCUMULATED 6 YEAR SPENDING OF TEAMS - LIGA BBVA



Valencia and Atletico Madrid get confirmed as the driving forces of winter transfer window at La Liga, with a total investment of 31,4mio€ and 31,3mio€ in the last 6 years respectively. Real Madrid makes the highest investment in January since 2008/09 (Huntelaar and Diarra)



TOP 10 SIGNINGS LA LIGA WINTER 2015

Mio€



Enzo Perez is the most expensive signing of the winter at La Liga. Real Madrid has invested 20mio€ in under 21 players



TOP 10 MOST EXPENSIVE WINTER SIGNINGS EVER - LIGA BBVA





Enzo Pérez and Lucas Silva have entered in the ranking of Top 10 most expensive winter signings ever



PLAYERS SALES VALUE LA LIGA

Mio€





NET INVESTMENT LA LIGA

Mio€

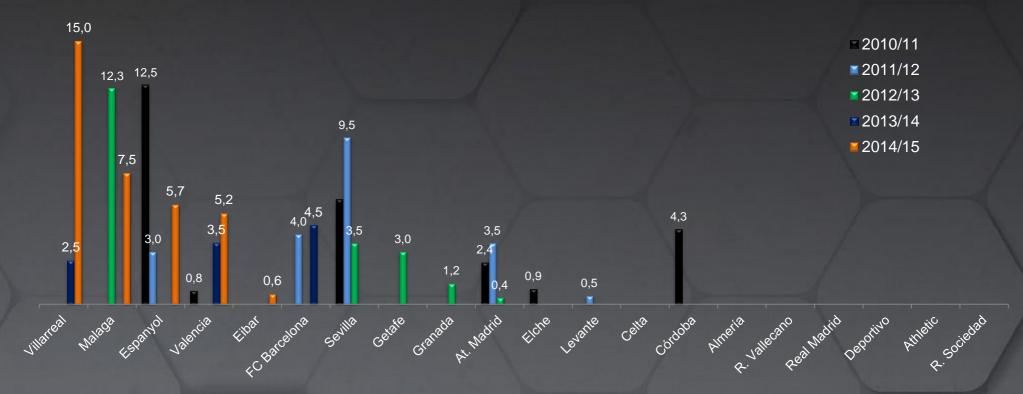


La Liga teams are back to proper net investment in new players (25mio€, highest in 7 years), as expenditure was significantly bigger than income from player sales and despite highest income of the last 6 years



PLAYER SALES VALUE BY TEAM- LA LIGA





Villarreal toped the list of revenues from players transfers after selling Gabriel to Arsenal for 15mio€. Málaga and Espanyol also cashed-in to balance their accounts. As much as 15 teams did not make any revenue from player sales



ACCUMULATED 6 YEAR PLAYER SALES- LIGA BBVA





NUMBER OF SIGN-UPS LA LIGA



A total of 38 players were signed by La Liga sides in January, same figure as last season. Loans and free transfers are still very popular and represented almost half of the moves



NUMBER OF PLAYER EXITS- LA LIGA

Nº of players





NET SIGN-UPS VS EXITS- LA LIGA

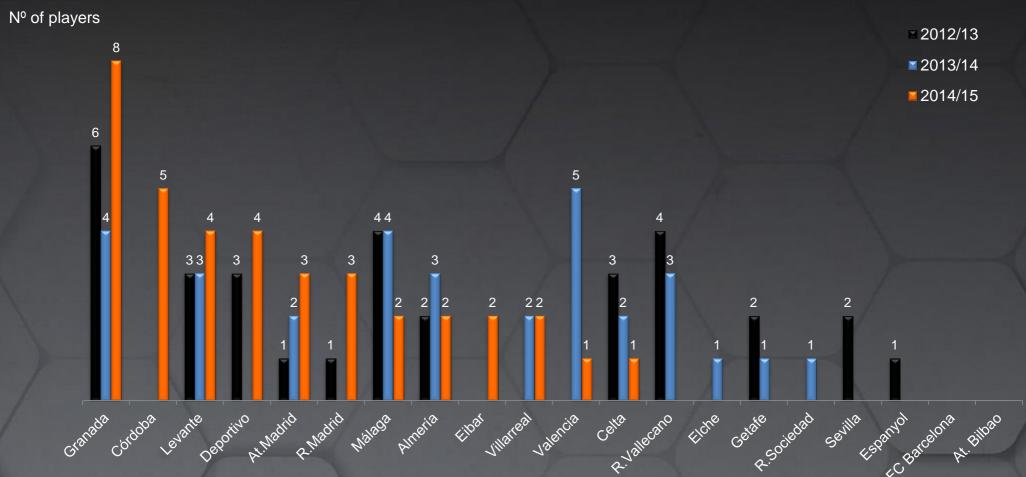
No of players



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

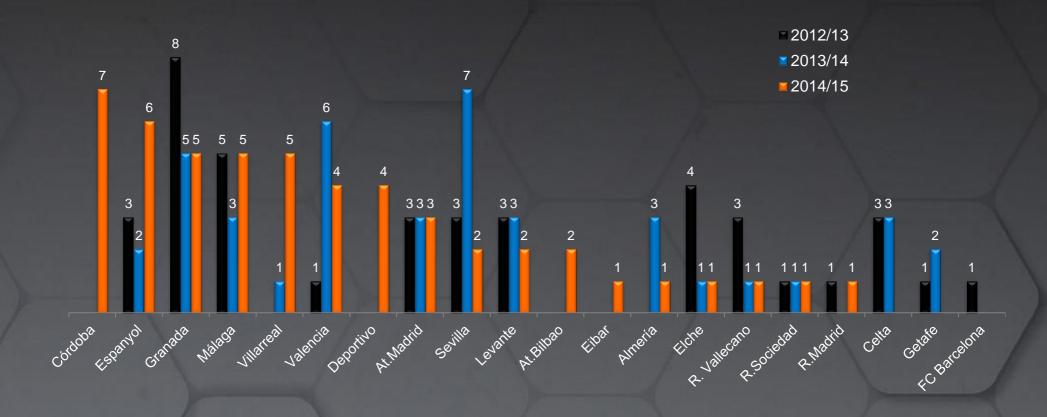


Granada was the most active La Liga team in January, bringing 8 new players and releasing 5. FC Barcelona (FIFA ban) and Ath Bilbao did not sign any new players for 3rd year in a row



PLAYER EXITS BY TEAM- LA LIGA

No of players



Espanyol was the team that most reduced players in squad, by releasing 6 players and not bringing anyone. Neither Real Madrid nor FC Barcelona released any first squad players



NET SIGN-UPS VS EXITS BY TEAM- LA LIGA

No of players





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PARTICIPATION OF PLAYERS SIGNED IN SUMMER- LA LIGA

%Players*



Participation of players signed last summer has grown 3% to 45%. New players having participated in more than half of total minutes has never reached 50%



RANKING USAGE OF NEW PLAYERS 2014/15



Elche, Espanyol and Villarreal are the teams that have done better with summer player signings. On the other end: Levante, Granada and At.Bilbao



PARTICIPATION OF TOP 10 EUROPEAN SIGNINGS 2014/15



A.Sánchez and Lukaku have become the most profitable players from top 10 most expensive of last summer. James and D.Costa also among most profitable. On the opposite side, A.Herrera and Shaw. Di María, the most expensive player ever in P.League, has participated in only 50% of the minutes



PARTICIPATION OF TOP 10 LA LIGA SIGNINGS 2014-15

%Minutes



Kroos and James played 96% and 83% of minutes respectively, being the most profitable signings from top 10 most expensive of last summer . Luis Suárez, despite FIFA's ban, has played 51% of total minutes in La Liga, which represents an 88% since the ban was lifted.



PARTICIPATION SIGNINGS SUMMER 2014/15

Club	Player	Matches played	Minutes played	% of minutes	Matches 1st 11	Goals	Cost (mio€)
	James	18	1352	83%	18	6	80
	Kroos	19	1561	96%	19	1	30
	Keylor Navas	2	180	11%	2	0	10
	Chicharito	8	170	10%	1	3	Loan
The street	Ter Stegen	0	0	0%	0	0	12
7 11/1	Rakitic	17	1221	71%	14	3	18
	Bravo	19	1710	100%	19	0	12
FCB	Luis Suárez	11	873	51%	10	2	81
	Mathieu	14	1135	66%	13	0	20
-	Vermaelen	0	0	0%	0	0	10
	Douglas	1	72	4%	1	0	4



RANKING FIELD PLAYERS WITH HIGHEST PARTICIPATION

% minutes played*



Godín, Babin and Trujillo are the only La Liga players that played 100% of the minutes. For the second year in a row an injury prevented Cristiano Ronaldo from being among the most used players of La Liga



RANKING TEAMS WITH HIGHEST NUMBER OF FIX PLAYERS*

No. of key players*

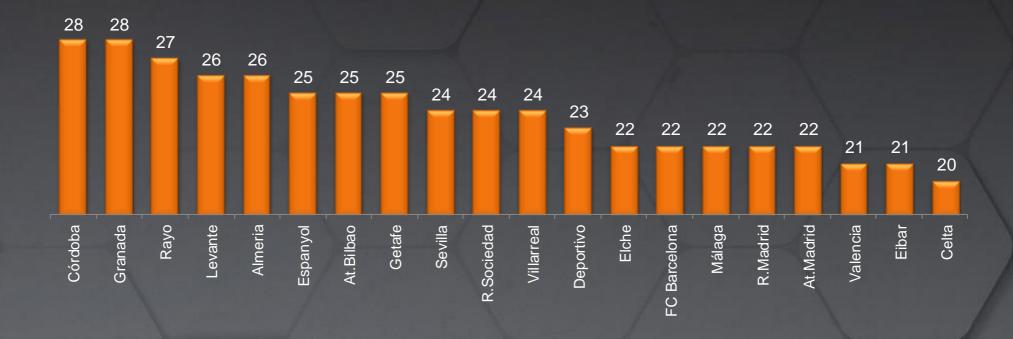


Valencia is the team with the most stable line-up: 10 of its players have participated in more than 70% of the minutes (on the other end Getafe and Levante with just 4). Real Madrid have 9 and FC Barcelona 6 (same as last season) key players respectively



NUMBER OF PLAYERS* FIELDED BY TEAM

No. of players*



Córdoba and Granada are the teams that have fielded most different players so far (28). On the other end, Celta only fielded 20 different players for 2nd year in a row.

^{*} Players that participated with at least 1 minute until match day 19 of La Liga 2014/15



PARTICIPATION OF HOME GROWN PLAYERS BY TEAM



For 2nd consecutive year At. Bilbao (19) is well ahead in terms of usage of home grown players. Real Sociedad (16) and FC Barcelona (13) complete the Top 3 for the fourth year in a row. On the other end, Eibar has only used 2



PARTICIPATION OF HOME GROWN PLAYERS EUROPE

No. of players*



Having used 14 home grown players, O.Lyon finds itself in the first position ahead of FC Barcelona (13), which was on top for the past 5 years. M.United completes the podium with 12. Real Madrid out of the Top 3, going from 8 to 6 home grown players used

^{*} Home grown players that participated with at least 1 minute unitl match day 19 of La Liga 2014/15 Calculation among top 3 table positions at each of top 5 leagues



SOCCEREX TRANSFER REVIEW 2015- WINTER WINDOW

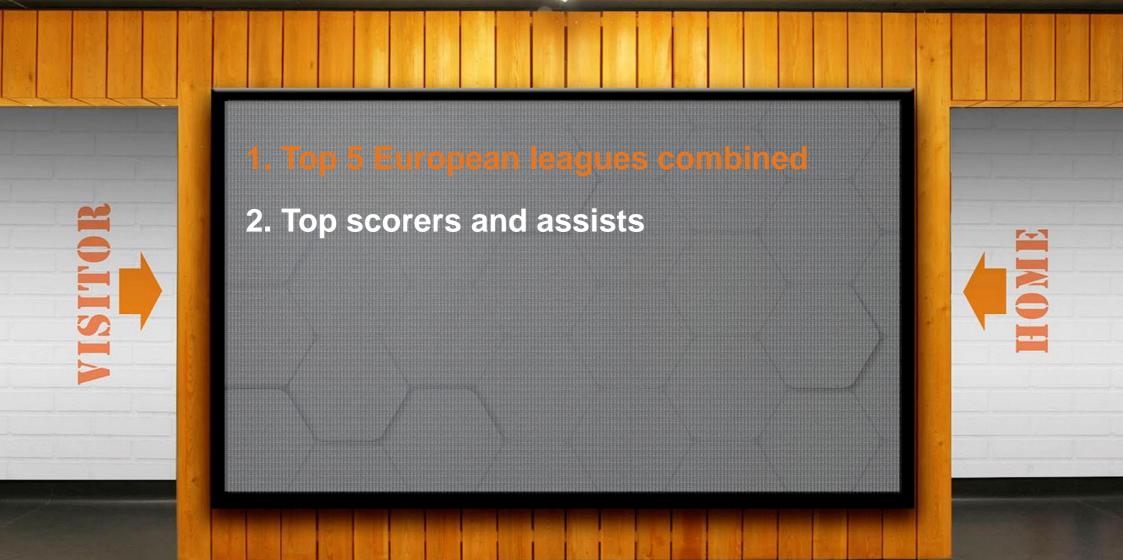


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POINTS ACHIEVED: TOP 10 EUROPE

	% Points		Total							
	achieved	Pt	Played	W	D	L	Gf	Ga	Points	
1	B. Munich	45	17	14	3	0	41	4	88,24	
2	Real Madrid	45	18	15	0	3	62	15	83,33	
3	Chelsea	46	19	14	4	1	41	14	80,70	
4	Juventus SERA	46	19	14	4	1	42	9	80,70	
5	FC Barcelona	44	19	14	2	3	48	9	77,19	
6	M.City	43	19	13	4	2	41	17	75,44	
7	Sevilla FC	39	18	12	3	3	30	17	72,22	
8	O.Marsella	41	19	13	2	4	38	17	71,93	
9	At.Madrid	41	19	13	2	4	37	18	71,93	
10	AS Roma	41	19	12	5	2	32	14	71,93	

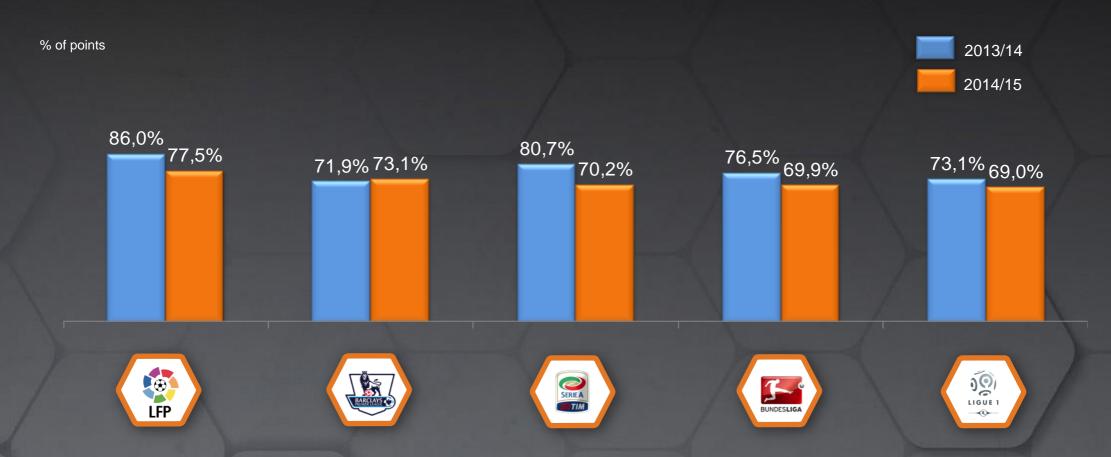


RANKING % POINTS ACHIEVED LAST 6 YEARS

2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
86,70	91,23	85,96	36,49	92,16	88,24
78,30	BVB 84,31	78,95	82,35	91,23	83,33
® 77,80	84,21	78,95	80,70	87,72	80,70
75,00	72,55	77,19	77,19	87,72	80,70



AVERAGE % OF POINTS TOP 3 POSITION TABLE



Ligue 1 is the most competitive league so far during season 2014/15 (top 3 teams have collected 69% of the points in average).

On the opposite side, La Liga top 3 teams have collected 77% of the points



POINTS ACHIEVED: WORST 10

	% Points		Total							
	achieved	Pt	Played	W	D	L	Gf	Ga	Points	
89	Hull City	16	19	3	7	9	18	26	28,07	
90	Crystal Palace 🥌	16	19	3	7	9	20	30	28,07	
91	Burnley	16	19	3	7	9	14	29	28,07	
92	UD Almería	16	19	4	4	11	17	30	28,07	
93	Levante UD	16	19	3	7	9	13	34	28,07	
94	Caen	15	19	3	6	10	22	32	26,32	
95	Granada CF	14	19	2	8	9	11	31	24,56	
96	Leicester	13	19	3	4	12	17	31	22,81	
97	AC Cesena	9	19	1	6	12	17	39	15,79	
98	Parma	9	19	3	1	15	18	41	15,79	



POINTS ACHIEVED AT HOME: TOP 10

	% Point	S			То	tal				% of
	achieve	d	Pt	Played	W	D	L	Gf	Ga	Points
1	Chelsea	BARCIANS	27	9	9	0	0	22	3	100,00
2	B. Munich	BUNDESLIGA	27	9	9	0	0	27	2	100,00
3	O. Lyon	JOI LIGUE 1	27	10	9	0	1	25	5	90,00
4	O.Marsella	JØj LIGUE 1 ⊕	27	10	9	0	1	23	7	90,00
5	FC Barcelona	LFP	24	9	8	0	1	32	4	88,89
6	Real Madrid	LFP	21	8	7	0	1	27	5	87,50
7	Wolfsburg	BUNDESLIGA	23	9	7	2	0	18	6	85,19
8	Juventus	SERIE A TIM	23	9	7	2	0	25	5	85,19
9	M.United	RAKÇAZY	25	10	8	1	1	22	7	83,33
10	At.Madrid	LFP	25	10	8	1	1	24	8	83,33



POINTS ACHIEVED AWAY: TOP 10

	% Points				% of					
	achieved		Pt	Played	W	D	L	Gf	Ga	Points
1	Real Madrid	P	24	10	8	0	2	35	10	80,00
2	M.City	5 7	23	10	7	2	1	24	10	76,67
3	Juventus	RIEA TIM	23	10	7	2	1	17	4	76,67
4	B. Munich	ESLIGA	18	8	5	3	0	14	2	75,00
5	FC Barcelona	FP	20	10	6	2	2	16	5	66,67
6	Chelsea	57 38	19	10	5	4	1	19	11	63,33
7	Tottenham		17	9	5	2	2	13	14	62,96
8	AS Roma	RIE A	17	9	5	2	2	10	8	62,96
9	Sevilla FC	FP	15	8	5	0	3	11	12	62,50
10	SSC Napoli	RIE A	18	10	5	3	2	13	9	60,00



AVERAGE GOALS SCORED: TOP 10

	Average goals			Avge					
	favor	Pt	Played	W	D	L	Gf	Ga	Gf
1	Real Madrid	45	18	15	0	3	62	15	3,44
2	FC Barcelona	44	19	14	2	3	48	9	2,53
3	B. Munich	45	17	14	3	0	41	4	2,41
4	Juventus	46	19	14	4	1	42	9	2,21
5	M.City	43	19	13	4	2	41	17	2,16
6	Chelsea	46	19	14	4	1	41	14	2,16
7	O. Lyon	39	19	12	3	4	40	17	2,11
8	E. Frankfurt	23	17	6	5	6	34	34	2,00
9	O. Marsella	41	19	13	2	4	38	17	2,00
10	At.Madrid	41	19	13	2	4	37	18	1,95



AVERAGE GOALS SCORED: WORST 10

	Average goals			То	tal			1	Avge
	favor	Pt	Played	W	D	L	Gf	Ga	Gf
89	Córdoba CF	18	19	3	9	7	15	28	0,79
90	At.Bilbao	19	19	5	4	10	15	25	0,79
91	Burnley	16	19	3	7	9	14	29	0,74
92	Getafe CF	17	19	4	5	10	14	27	0,74
93	RC Deportivo	17	19	4	5	10	14	31	0,74
94	Chievo Verona	18	19	4	6	9	14	22	0,74
95	Levante UD	16	19	3	7	9	13	34	0,68
96	Granada CF	14	19	2	8	9	11	31	0,58
97	Aston Villa	21	19	5	6	8	11	22	0,58
98	Hamburgo	17	17	4	5	8	9	19	0,53



AVERAGE GOALS SCORED AT HOME: TOP 10

	Average goals			Avge					
	favor	Pt	Played	W	D	L	Gf	Ga	Gf
1	FC Barcelona	24	9	8	0	1	32	4	3,56
2	Real Madrid	21	8	7	0	1	27	5	3,38
3	B. Munich	27	9	9	0	0	27	2	3,00
4	Juventus 🐉	23	9	7	2	0	25	5	2,78
5	O. Lyon	27	10	9	0	1	25	5	2,50
6	Chelsea	27	9	9	0	0	22	3	2,44
7	At.Madrid	25	10	8	1	1	24	8	2,40
8	E. Frankfurt	14	9	4	2	3	21	20	2,33
9	Inter de Milán	15	9	4	3	2	21	13	2,33
10	SSC Napoli	15	9	4	3	2	21	15	2,33



AVERAGE GOALS SCORED AWAY: TOP 10

	Average goals			То	tal				Avge
	favor	Pt	Played	W	D	L	Gf	Ga	Gf
1	Real Madrid	24	10	8	0	2	35	10	3,50
2	M. City	23	10	7	2	1	24	10	2,40
3	Chelsea	19	10	5	4	1	19	11	1,90
4	Wolfsburg	11	8	3	2	3	15	11	1,88
5	Genoa CFC	15	9	4	3	2	16	12	1,78
6	Stuttgart	12	9	3	3	3	16	16	1,78
7	B. Munich	18	8	5	3	0	14	2	1,75
8	Juventus	23	10	7	2	1	17	4	1,70
9	O.Marsella	14	9	4	2	3	15	10	1,67
10	West Ham	12	9	3	3	3	15	14	1,67



AVERAGE GOALS CONCEDED: TOP 10

	Average goals			То	tal				Avge
	against	Pt	Played	W	D	L	Gf	Ga	Ga
1	B. Munich	45	17	14	3	0	41	4	0,24
2	FC Barcelona 🧱	44	19	14	2	3	48	9	0,47
3	Juventus	46	19	14	4	1	42	9	0,47
4	Saint-Etienne	36	19	10	6	3	22	12	0,63
5	PSG (S)	38	19	10	8	1	32	13	0,68
6	AS Roma	41	19	12	5	2	32	14	0,74
7	Chelsea	46	19	14	4	1	41	14	0,74
8	Southampton 🐸	33	19	10	3	6	32	15	0,79
9	Real Madrid	45	18	15	0	3	62	15	0,83
10	Lille	24	19	6	6	7	16	17	0,89



AVERAGE GOALS CONCEDED: WORST 10

	Average goals			То	tal				Avge
	against	Pt	Played	W	D	L	Gf	Ga	Ga
89	Levante UD	16	19	3	7	9	13	34	1,79
90	QPR 👢	18	19	5	3	11	21	34	1,79
91	Elche CF	17	19	4	5	10	18	35	1,84
92	Stuttgart	17	17	4	5	8	20	32	1,88
93	Cagliari	16	19	3	7	9	25	37	1,95
94	E. Frankfurt	23	17	6	5	6	34	34	2,00
95	AC Cesena	9	19	1	6	12	17	39	2,05
96	Hertha Berlin	18	17	5	3	9	24	35	2,06
97	Parma	9	19	3	1	15	18	41	2,16
98	W. Bremen	17	17	4	5	8	26	39	2,29



GOAL DIFFERENCE: TOP 10

	Goal			То	tal				Goal
	Difference	Pt	Played	W	D	L	Gf	Ga	diff
1	Real Madrid	45	18	15	0	3	62	15	47
2	FC Barcelona	44	19	14	2	3	48	9	39
3	B. Munich	45	17	14	3	0	41	4	37
4	Juventus	46	19	14	4	1	42	9	33
5	Chelsea	46	19	14	4	1	41	14	27
6	M.City	43	19	13	4	2	41	17	24
7	O. Lyon	39	19	12	3	4	40	17	23
8	O. Marsella	41	19	13	2	4	38	17	21
9	At.Madrid	41	19	13	2	4	37	18	19
10	PSG (IGUE)	38	19	10	8	1	32	13	19

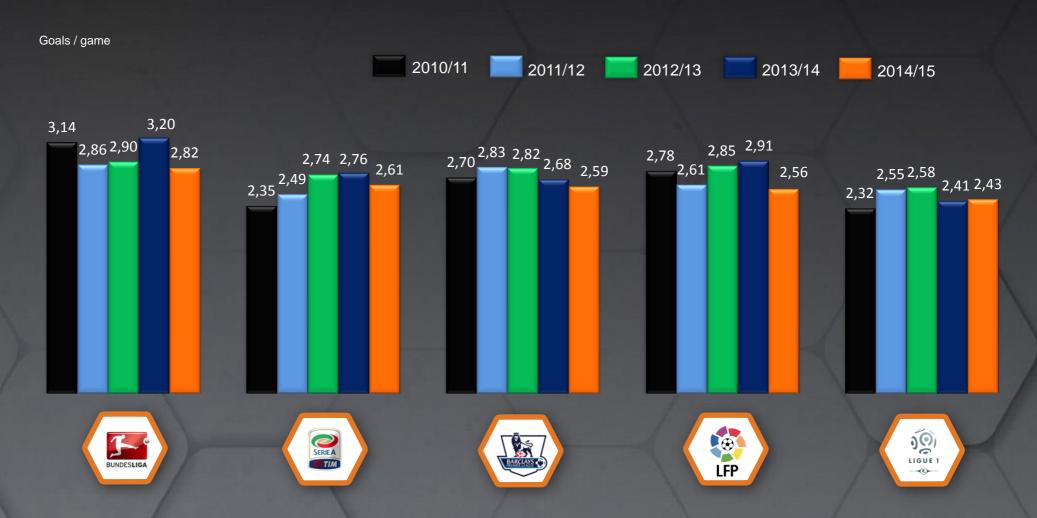


GOAL PROFITABILITY: TOP 10

	Goal				To	tal				Goal
	profitabili	ty	Pt	Played	W	D	L	Gf	Ga	prof
1	Aston Villa	RANCIANS	21	19	5	6	8	11	22	1,91
2	Hamburgo	BUNDESLIGA	17	17	4	5	8	9	19	1,89
3	Saint-Etienne	0 ⊘	36	19	10	6	3	22	12	1,64
4	Nantes	JOI LIGUE 1	30	19	8	6	5	19	17	1,58
5	Lille	JOI LIGUE 1	24	19	6	6	7	16	17	1,50
6	Málaga CF	LFP	31	19	9	4	6	22	20	1,41
7	AS Monaco	DOI LIGUE 1	32	19	9	5	5	23	18	1,39
8	Torino	SERIE A TIM	22	19	5	7	7	16	21	1,38
9	Atalanta	SERIE A TIM	20	19	4	8	7	15	24	1,33
10	Stade Rennais	JOI LIGUE 1	28	19	8	4	7	21	24	1,33



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 2014/15

	Summer	201	3/14	2014/15		
Team 	Investment (Mio€)	League position	% points	League position	% points	
M.United	196	6	59,65	3	63,16	
FC Barcelona	157	1	87,72	2	77,19	
Liverpool	149	5	53,16	8	49,12	
Real Madrid	120	3	82,46	1	83,33	
At.Madrid	105	2	87,72	3	71,93	
Chelsea	104	3	70,18	1	80,70	
Arsenal	102	1	73,68	5	57,89	
Southampton	73	9	47,37	4	57,89	
M.City	66	2	71,93	2	75,44	
Valencia	60	8	40,35	5	66,67	



SPORTING RESULTS TREND LA LIGA TEAMS WITH HIGHEST EXPENDITURE IN SUMMER 2014/15

Team		Summer	Summer 2013/14			2014/15		
		Investment (Mio€)	League position	% points	League position	% points		
FC Barcelona	FP	157	1	87,72	2	77,19		
Real Madrid	FP	120	3	82,46	1	83,33		
At.Madrid	FP	105	2	87,72	3	71,93		
Valencia CF	FP	60	8	40,35	5	66,67		
Sevilla FC	FP	21	7	52,63	4	72,22		
Villarreal CF	FP	12	5	59,65	6	61,40		
Real Sociedad	FP	12	6	56,14	12	33,33		
Granada CF	FP	4	10	40,35	20	24,56		
Celta Vigo	FP	3	15	33,33	11	36,84		
RCD Espanyol	FP	2	12	38,60	9			

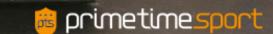


SOCCEREX TRANSFER REVIEW 2015- WINTER WINDOW



- 1. Top 5 European leagues combined
- 2. Top scorers and assists







TOP SCORERS TOP 5 EUROPEAN LEAGUES 2014/15

C.Ronaldo	28
Messi	19
Neymar	12
Bacca	11
Bale	9
Benzema	8
Jonathas	8
Vietto	8
Mandzukic	8
Griezman	8

Agüero	14
D.Costa	13
Austin	12
A.Sánchez	10
Cissé	9
Bony	8
Rooney	8
Van Persie	8
Pellè	8
Berahino	7
Hazard	7
Sakho	7
Eriksen	7

	_
T 5	42
Tévez	13
Dybala	10
Higuaín	10
Icardi	10
Ménez	9
Callejón	9
Di Natale	8
Matri	7
Mauri	7
Djordjevic	7
Zaza	7
Gabbiadini	7
Théréau	7

A.Meier	13
Robben	10
Choupo-	9
Moting	0
Bellarabi	8
Okazaki	8
Müller	7
Lewandowski	7
Seferovic	7
Kruse	7
Huntelaar	7
Götze	7
Joselu	7

	_
Lacazette	18
Gignac	12
Wass	8
Diabaté	8
Ibrahimovic	8
Fekir	7
Cavani	7
Ben Yeder	7
Beauve	6
Ntep	6
Lucas	6
C.Eduardo	6
Ayew	6













TOP 10 PLAYERS BY GOAL EFFICACY

Minutes x goal





TOP 3 GOAL EFFICACY OF LAST 5 SEASONS

Minutes x goal





TOP ASSISTS TOP 5 EUROPEAN LEAGUES 2014/15

C.Ronaldo 9 Messi 8 Benzema 8 Cherysev 8 Koke 8 Kroos James L.Suárez Nolito 5 5 Isco P.Álcacer 5

Fàbregas 13 Sigurdsson 8 Baines Downing 6 A.Sánchez 6 Di María 6 J.Navas 6 Oscar 5 Tadić 5 Henderson 5 Milner

Candreva Berardi 6 Dybala 6 F.Vázquez 6 Tévez 5 Totti 5 Maccarone 5 Matri Abate 5 F.Anderson 5 Valdifiori

K. De Bruyne 10 R. Firmino 6 Junuzovic 6 Müller 5 Baba Ben-Hatira 4 Choupo-Moting 4 T.Hazard 4 Kruse 4 Maxim 4 Rode

Payet 8
Fekir 4
Lacazette 5
N'Jie 5
J.Ayew 4
Bauthéac 4
Y.Ferreira 4
Ferri 4
Diego 4
Thauvin 4













SOCCEREX TRANSFER REVIEW 2015- WINTER WINDOW



- 1. Technical sheet
- 2. Winter transfer window overview
- 3. La Liga on going season review
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- 6. Annexes





CONCLUSIONS STR 2015- WINTER (1 OF 4)

- ✓ Despite Financial Fair Play restrictions, winter transfers investment in Europe has still grown 34% to 385mio€, highest amount of last 4 years. Considering summer transfer window, total amount was 2,6bio€, up 7% and highest ever
- ✓ Premier League lead once again investment in Europe, more than doubling that of Bundesliga (2nd), yet flat vs previous year. European growth was driven by Bundesliga (74mio€; +224%), Serie A (62mio; +48%) and La Liga (59mio; +491%)
- ✓ Combined season investment by Premier League clubs was the highest ever, in excess of 1bio€ (+35%). La Liga (2nd) reached 559mio€, followed by SerieA (364), Bundesliga (348) and at distance Ligue 1 (166)
- ✓ All top European leagues (except France) reached record figures of player sales, as most teams (including top ones) need to sell to afford new signings. As result, Bundesliga takes over from Premier League with the highest net investment (60mio€). La Liga almost matches Premier League net investment (25 vs 30mio€ respectively)
- ✓ 219 players in total were signed at winter transfer window, down 15% vs last year (38% in Italy). Higher number of exits resulted again in less players in the squads



CONCLUSIONS STR 2015- WINTER (2 OF 4)

- ✓ Winter Transfer Window copes with the needs of the moment with a low success ratio. Only 9 out of the 39 winter signings from season 2013/14 played more than 50% of the minutes on the second half of the competition. And only 13 of them remained in their teams the following season
- ✓ Bundesliga's Wolfsburg tops spending with 35mio€ after paying 32mio€ for Chelsea's Schürrle. The blues are next after reinvesting income on Cuadrado. 5 English teams feature in European top 10
- ✓ 5 high profile teams –ManU, Bayern, FC Barcelona, PSG and Inter did not splah any cash in fees. The catalans were banned by FIFA but are not usual suspects at winter transfer window (only signed players in 2 out of last 10 winter transfer windows). Real Madrid is back with the signings of Lucas Silva and Odegaard
- ✓ Chelsea top players income table for 2nd year in a row (47,8mio€ in player sales) and after reaching its record high sales figure in the summer (94mio€). Benfica follows with 42mio€, thanks to sales of Enzo Pérez and Bernardo Silva, accounting for 115mio€ in total at season 14/15
- ✓ Cuadrado signing by Chelsea was the most expensive of the winter (35mio€), followed
 by Bony (Manchester City) and Schürrle (Wolfsburg), both at 32mio€. All 3 signings join
 top 10 of most expensive winter signings ever, which is still lead by Torres (59mio€)



CONCLUSIONS STR 2015- WINTER (3 OF 4)

- ✓ Despite now investing at winter transfer window, Manchester United, FC Barcelona and Liverpool still top season spending after investing in the summer 193, 157 and 149mio€ respectively
- ✓ La Liga reemerges with its teams investing 59mio€ in new players, almost 5 times more than previous winter and highest amount of the last 8 seasons. Including summer signings, Spanish clubs have spent 559mio€, up 37% vs last season, the highest amount of last 7 years and with participation of teams other than Real Madrid or FC Barcelona (Atletico and Valencia)
- ✓ Investment at La Liga was concentrated in just 5 teams –Valencia, Real Madrid, At. Madrid, Villarreal and Celta-, while the other the other 15 teams have not paid any transfer fees
- ✓ Enzo Perez is the most expensive signing of the winter at La Liga. Real Madrid has invested 20mio€ in under 21 players



CONCLUSIONS STR 2015- WINTER (4 OF 4)

- ✓ La Liga teams are back to proper net investment in new players (25mio€, highest in 7 years), as expenditure was significantly bigger than income from player sales (which was still the highest of the last 6 years)
- ✓ Villarreal toped the list of revenues from players transfers after selling Gabriel to Arsenal for 15mio€. Málaga and Espanyol also cashed-in to balance their accounts. As much as 15 teams did not make any revenue from player sales
- ✓ A total of 38 players were signed by La Liga sides in January, same figure as last season. Loans and free transfers are still very popular and represented almost half of the moves
- ✓ Granada was the most active La Liga team in January, bringing 8 new players and releasing 5. FC Barcelona (FIFA ban) and Ath Bilbao did not sign any new players for 3rd year in a row. Espanyol was the team that most reduced players in squad, by releasing 6 players and not bringing anyone. Neither Real Madrid nor FC Barcelona released any first squad players



SUMMARY: ON GOING SEASON REVIEW

- ✓ Participation of players signed last summer has grown a 3% to sit on a 45%. New players having participated in more than half of total minutes has never reached 50%. Elche (7/7), Espanyol (5/7) and Villarreal (5/7) are the teams that have done better with summer player signings. On the other end: Levante, Granada and At.Bilbao
- ✓ A.Sánchez and Lukaku have become the most profitable players from top 10 most expensive of last summer. James and D.Costa also among most profitable. On the opposite side, A.Herrera and Shaw. Di María, the most expensive player ever in Premier League, has participated in only 50% of the minutes.
- ✓ Kroos and James played 96% and 83% of minutes respectively, being the most profitable signings from top 10 most expensive of last summer in La Liga. Luis Suárez, despite FIFA's ban, has played 51% of total minutes in La Liga, which represents an 88% since the ban was lifted.
- ✓ Godín, Babin and Trujillo are the only La Liga players that played 100% of the minutes. For the second year in a row injuries prevented Cristiano Ronaldo from being among the most used players of La Liga



SUMMARY: ON GOING SEASON REVIEW

- ✓ Valencia is the team with the most stable line-up: 10 of its players have participated in more than 70% of the minutes (on the other end Getafe and Levante with just 4). Real Madrid have 9 and FC Barcelona 6 (same as last season) key players respectively
- ✓ Córdoba and Granada are the teams that have fielded most different players so far (28). On the other end, Celta only fielded 20 different players for 2nd year in a row. For 2nd consecutive year At. Bilbao (19) is well ahead in terms of usage of home grown players. Real Sociedad (16) and FC Barcelona (13) complete the Top 3 for the fourth year in a row. On the other end, Eibar has only used 2
- ✓ Having used 14 home grown players, O.Lyon finds itself in the first position ahead
 of FC Barcelona (13), which was on top for the past 5 years. M.United completes
 the podium with 12. Real Madrid out of the Top 3, going from 8 to 6 home grown
 players used



SUMMARY- EUROPEAN FOOTBALL TABLE 2014/15

- ✓ Guardiola's Bayern leads European football table for the second consecutive year, having earned an 88,24% of the total points. Madrid is to follow (83,33%), joining the European Top 4 after a 2 year absence. For the first time in 5 years, Barcelona (77,19%) is not within the 4 best teams in Europe and obtains the worst result since 06/07. With an 80,70% of the points earned Chelsea sits on the 3rd position, matching the best result for an English team in the last 5 years.
- ✓ Bayern Munich and Chelsea are the only two teams that have won all home games. Real Madrid is the best team playing away, with 80,0% points rate during first half of the league
- ✓ Real Madrid is also leading the European table in terms of goals (3,44 per game in overall average), goals scored away (average of 3,50) and overall goal difference (+47). On the other hand, FC Barcelona is the top scorer team at home 3,56 goals per game in average
- ✓ Bayern Munich has the best defense of the last 5 years in Europe, having conceded an average of just 0,24 goals per game, followed by Barça and Juventus both with 0,47



SUMMARY- EUROPEAN FOOTBALL TABLE 2014/15

- ✓ Parma (Serie A), Cesena (Serie A) and Leicester (Premier League) are the worst teams in Europe
- ✓ Aston Vila (1,91 points per goal in average), Hamburgo (1,89) and Saint-Etienne (1,64) are the teams with best goal profitability in Europe
- ✓ For the 1st time in 3 years La Liga BBVA has seen the goals per game average decrease (2,85 in 2012/13 2,91 in 2013/14 and 2,56 in 2014/15) The worst average in the last 5 years
- ✓ Despite a general decrease in % of goals scored per game, Bundesliga (2,82) maintains its status as Europe's most efficient league for the 5th consecutive year. Serie A (2,61) is 2nd and La Liga (2,56) loses 2 positions to be 4th. Premier League (2,59) experiences a position improvement despite seeing how efficiency decreases for the second consecutive year
- ✓ Investment in new players brought better pitch performance, as 6 of the top 10 spending sides of the summer in Spain have improved their points rate. Real Madrid shows the best improvement while FC Barcelona and At.Madrid, after making the biggest investment in their history, haven't been able to improve last season's results.



SUMMARY- EUROPEAN FOOTBALL TABLE 2014/15

- ✓ Cristiano Ronaldo is Europe's top goal scorer with 28 goals, matching the all time La Liga record of goals scored in the first half of the season set by Messi. The Portuguese achieved the best goals efficacy in Europe by scoring a goal every 54 minutes, beating Messi's record ratio from 2012/13 season (scoring every 59 minutes)
- ✓ Despite being on the podium of the most efficient players in Europe during 3 years (2 of them in 1st position), Leo Messi is not in the Top 3 for second consecutive year. C.Ronaldo is followed by Cissé (70,7) and Agüero (75,1).
- ✓ Cesc Fàbregas for second year in a row is the best in Europe in terms of assists, with 13 in total, ahead of De Bruyne (10) and C.Ronaldo (9)



SOCCEREX TRANSFER REVIEW 2015- WINTER WINDOW



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ANNEXES

VISITOR

1. Tables

2. About Prime Time Sport





AVERAGE ACQUISITION COST PER PLAYER AND LEAGUE*





^{*} Incluye tanto jugadores fichados como cedidos



LIST OF HOME GROWN PLAYERS BY TEAM

Club	Canteranos
	Masip, Piqué, Bartra, Alba, Montoya, Busquets, Iniesta, S.Roberto, Xavi, Rafinha, Pedro, Messi
	Casillas, Fernando, Nacho, Carvajal, Arbeloa, Jesé,
	Saúl Ñíguez, Koke, Mario Suárez, Gabi, Fernando Torres
	Gayà, Alcácer, Salva Ruiz
	Reyes, Sergio Rico
	Zubikarai, I.Martínez, M.González, Ansotegi, C.Martínez, Zaldua, Estrada, Bergara, Elustondo, R.Pardo, Zurutuza, Xabi Prieto, Aguirretxe
	Iraizoz, Herrerin, Laporte, San José, Gurpegi, Etxeita, Aurtenetxe, Iraola, Bustinaza, Iturraspe, Morán, Beñat, Unai López, Aketxe, Ibai, Susaeta, Muniain, Aduritz, Guillermo, Balenziaga, Bustinza
	Fabri, Insúa, Laure,, Bergantiños, Juan Domínguez,
	Success
	Kiko Casilla, G.Parreño, Pau López, V.Álvarez, J.López,



LIST OF HOME GROWN PLAYERS BY TEAM

Club	Canteranos
	Juan Carlos, Aitor Fernández, Jaume Costa, Gaspar, Bruno Soriano, Trigueros, Nahuel, Gerard Moreno
	Recio, Juanmi, Samu
	Álex Pérez, Arroyo
***************************************	S.Álvarez, Rubén Blanco, David Costas, Hugo Mallo, J.Castro, B.Oubiña, Álex López, Madinda, Santi Mina
	X.Irureta, Ander Capa
	José Ángel, Anaba, Álvaro Giménez,Cristian Herrera
	Juanfran, Camarasa, Iván López, Rubén, Morales
₩ N N N N N N N N N N N N N N N N N N N	Amaya, Nacho Martínez, Leo Baptistao, Embarba
To the second se	Fede Vico, Campabadal, Andone
AL HERIA	Angel Trujillo, Fran Vélez, Zongo, Azeez, Edgar Méndez



POINTS ACHIEVED AT HOME: WORST 10

	% Points		Total							
	achieved	Pt	Played	W	D	L	Gf	Ga	Points	
89	Leicester	7	9	1	4	4	12	15	25,93	
90	Köln	6	8	1	3	4	4	8	25,00	
91	Chievo Verona 🚉	7	10	1	4	5	7	12	23,33	
92	AS Cesena	7	10	1	4	5	10	20	23,33	
93	Hull City	6	9	1	3	5	8	12	22,22	
94	Cagliari	6	9	1	3	5	9	18	22,22	
95	Suttgart	5	8	1	2	5	4	16	20,83	
96	Parma	6	10	2	1	7	11	18	20,00	
97	Caen	5	9	1	2	6	8	14	18,52	
98	UD Almeria	3	9	0	3	6	6	15	11,11	



POINTS ACHIEVED AWAY: WORST 10

	% Points achieved			Total								
			Pt	Played	W	D	L	Gf	Ga	Points		
89	W.Bremen	BUNDESLICA	5	9	1	2	6	13	29	18,52		
90	Real Sociedad	LFP	5	9	0	5	4	5	13	18,52		
91	Espanyol	LFP	5	9	1	2	6	8	20	18,52		
92	Bastia	JØj LIGUE 1 ≪	5	9	1	2	6	5	12	18,52		
93	Lille	JØj LIGUE 1 ≪	5	9	1	2	6	4	13	18,52		
94	B. Dortmund	BUNDESLIGA	4	9	1	1	7	9	17	14,81		
95	Metz	JØj LIGUE 1 ≪	4	10	1	1	8	3	18	13,33		
96	AC Cesena	SERIE A TIM	2	9	0	2	7	7	19	7,41		
97	Parma	SERIE A TIM	2	9	1	0	8	7	23	7,41		
98	QPR		0	9	0	0	9	4	22	0,00		



AVERAGE GOALS SCORED AT HOME: WORST 10

	Average goals		Total							
	favor	Pt	Played	W	D	L	Gf	Ga	Avge Gf	
89	Chievo Verona	7	10	1	4	5	7	12	0,70	
90	Córdova CF	9	10	1	6	3	7	10	0,70	
91	Burnley	10	10	2	4	4	7	12	0,70	
92	FC Empoli	11	10	2	5	3	7	10	0,70	
93	UD Almeria	3	9	0	3	6	6	15	0,67	
94	Levante UD	9	9	2	3	4	6	18	0,67	
95	Granada CF	8	9	1	5	3	5	10	0,56	
96	Suttgart	5	8	1	2	5	4	16	0,50	
97	Köln	6	8	1	3	4	4	8	0,50	
98	Getafe CF	9	10	2	3	5	5	12	0,50	



AVERAGE GOALS SCORED AWAY: WORST 10

	Average goa	als		Total								
	favor		Pt	Played	W	D	L	Gf	Ga	Avge Gf		
89	Bastia	1 (0) 1100 € 1	5	9	1	2	6	5	12	0,56		
90	Atalanta	SERIEA TIM	10	10	2	4	4	5	11	0,50		
91	At.Bilbao	LFP	8	10	2	2	6	5	15	0,50		
92		BARCLANS O	6	10	2	0	8	5	16	0,50		
93	RC Deportivo	LFP	6	9	1	3	5	4	13	0,44		
94		100E1	5	9	1	2	6	4	13	0,44		
95	QPR ,	BARCIAIS	0	9	0	0	9	4	22	0,44		
96	Aston Villa		11	10	3	2	5	4	11	0,40		
97	Metz	IIGUE 1	4	10	1	1	8	3	18	0,30		
98		NDESLIGA	6	9	1	3	5	2	11	0,22		



AVERAGE GOALS CONCEDED AT HOME: TOP 10

	Average goal	S	Total							
	against	Pt	Played	W	D	L	Gf	Ga	Ga	
1	B. Munich	27	9	9	0	0	27	2	0,22	
2	PSG	21	9	6	3	0	17	3	0,33	
3	Chelsea	27	9	9	0	0	22	3	0,33	
4	Lille	19	10	5	4	1	12	4	0,40	
5	Saint-Etienne	21	10	6	3	1	14	4	0,40	
6	FC Barcelona	24	9	8	0	1	32	4	0,44	
7	Sevilla FC	24	10	7	3	0	19	5	0,50	
8	O. Lyon	27	10	9	0	1	25	5	0,50	
9	Juventus	23	9	7	2	0	25	5	0,56	
10	AS Roma	24	10	7	3	0	22	6	0,60	



AVERAGE GOALS CONCEDED AT HOME: WORST 10

	Average goals			Total								
	against		Pt	Played	W	D	L	Gf	Ga	Ga		
89	UD Almeria	LFP	3	9	0	3	6	6	15	1,67		
90	Hertha Berlin	NDESLICA	13	9	4	1	4	11	15	1,67		
91	Leicester	BARSTAXS O	7	9	1	4	4	12	15	1,67		
92	RC Deportivo	LFP	11	10	3	2	5	10	18	1,80		
93		SERIE A	6	10	2	1	7	11	18	1,80		
94	Suttgart	NDESLIGA	5	8	1	2	5	4	16	2,00		
95	Levante UD	LFP	9	9	2	3	4	6	18	2,00		
96	Cagliari	SERIE A TIM	6	9	1	3	5	9	18	2,00		
97	AS Cesena	SERIE A	7	10	1	4	5	10	20	2,00		
98	E. Frankfurt	NDESLIGA	14	9	4	2	3	21	20	2,22		



AVERAGE GOALS CONCEDED AWAY: TOP 10

	Average goals against			Total							
			Pt	Played	W	D	L	Gf	Ga	Ga	
1	B. Munich	ESLICA	18	8	5	3	0	14	2	0,25	
2	Juventus	ERIE A TIM	23	10	7	2	1	17	4	0,40	
3	FC Barcelona	FP	20	10	6	2	2	16	5	0,50	
4	Borussia M.	ESLIGA	9	8	2	3	3	7	6	0,75	
5	Villarreal CF	FP	17	10	4	5	1	14	8	0,80	
6		ERIE A TIM	17	9	5	2	2	10	8	0,89	
7	Southampton		13	9	4	1	4	10	8	0,89	
8	Saint-Etienne	(O) (O) (O) (O)	15	9	4	3	2	8	8	0,89	
9	SSC Napoli	ERIE A TIM	18	10	5	3	2	13	9	0,90	
10		FP	24	10	8	0	2	35	10	1,00	



AVERAGE GOALS CONCEDED AWAY: WORST 10

	Average goals			Avge						
	favor		Pt	Played	W	D	L	Gf	Ga	Gf
89	Evian	JOI LIGUE 1	6	10	2	0	8	9	21	2,10
90	Granada CF	LFP	6	10	1	3	6	6	21	2,10
91	AC Cesena	SERIE A TIM	2	9	0	2	7	7	19	2,11
92	US Palermo	SERIE A TIM	7	9	1	4	4	15	20	2,22
93	Elche CF	LFP	8	9	2	2	5	9	20	2,22
94	Espanyol	LFP	5	9	1	2	6	8	20	2,22
95	QPR	MASSIAN C	0	9	0	0	9	4	22	2,44
96	Hertha Berlin	BUNDESLIGA	5	8	1	2	5	13	20	2,50
97	Parma	SERIE A TIM	2	9	1	0	8	7	23	2,56
98	W.Bremen	BUNDESLIGA	5	9	1	2	6	13	29	3,22



GOAL DIFFERENCE: WORST 10

	Goal				То	tal				Goal
	Difference	e	Pt	Played	W	D	L	Gf	Ga	diff
89	W. Bremen	BUNDESHICA	17	17	4	5	8	26	39	-13
90	QPR	MARIAN S	18	19	5	3	11	21	34	-13
91	Leicester	EARCIAIS	13	19	3	4	12	17	31	-14
92	Burnley	BARSIAIS	16	19	3	7	9	14	29	-15
93	Elche CF	LFP	17	19	4	5	10	18	35	-17
94	RC Deportivo	LFP	17	19	4	5	10	14	31	-17
95	Granada CF	LFP	14	19	2	8	9	11	31	-20
96	Levante UD	LFP	16	19	3	7	9	13	34	-21
97	AC Cesena	SERIE A TIM	9	19	1	6	12	17	39	-22
98	Parma	SERIE A TIM	9	19	3	1	15	18	41	-23



GOAL DIFFERENCE AT HOME: TOP 10

	Goal		Goal						
	Difference	Pt	Played	W	D	L	Gf	Ga	diff
1	FC Barcelona	24	9	8	0	1	32	4	28
2	B. Munich	27	9	9	0	0	27	2	25
3	Real Madrid	21	8	7	0	1	27	5	22
4	O. Lyon	27	10	9	0	1	25	5	20
5	Juventus	23	9	7	2	0	25	5	20
6	Chelsea	27	9	9	0	0	22	3	19
7	AS Roma	24	10	7	3	0	22	6	16
8	Valencia CF	25	10	8	1	1	23	7	16
9	O.Marsella	27	10	9	0	1	23	7	16
10	At.Madrid	25	10	8	1	1	24	8	16



GOAL DIFFERENCE AT HOME: WORST 10

	Goal				То	tal				Goal
	Difference	e	Pt	Played	W	D	L	Gf	Ga	diff
89	Elche CF	LFP	9	10	2	3	5	9	15	-6
90	Caen	JØj LIGUE 1 ⊗	5	9	1	2	6	8	14	-6
91	Getafe CF	LFP	9	10	2	3	5	5	12	-7
92	Parma	SERIE A TIM	6	10	2	1	7	11	18	-7
93	RC Deportivo	LFP	11	10	3	2	5	10	18	-8
94	UD Almeria	LFP	3	9	0	3	6	6	15	-9
95	Cagliari	SERIE A TIM	6	9	1	3	5	9	18	-9
96	AS Cesena	SERIE A TIM	7	10	1	4	5	10	20	-10
97	Suttgart	BUNDESLIGA	5	8	1	2	5	4	16	-12
98	Levante UD	LFP	9	9	2	3	4	6	18	-12



GOAL DIFFERENCE AWAY: TOP 10

	Goal			То	tal				Goal
	Difference	Pt	Played	W	D	L	Gf	Ga	diff
1	Real Madrid	24	10	8	0	2	35	10	25
2	M. City	23	10	7	2	1	24	10	14
3	Juventus	23	10	7	2	1	17	4	13
4	B. Munich	18	8	5	3	0	14	2	12
5	FC Barcelona	20	10	6	2	2	16	5	11
6	Chelsea		10	5	4	1	19	11	8
7	Villarreal CF	17	10	4	5	1	14	8	6
8	PSG	17	10	4	5	1	15	10	5
9	Fiorentina	17	10	5	2	3	16	11	5
10	O. Marsella	14	9	4	2	3	15	10	5



GOAL DIFFERENCE AWAY: WORST 10

	Goal				То	tal				Goal
	Difference	е	Pt	Played	W	D	L	Gf	Ga	diff
89	Leicester	RARCIALS O	6	10	2	0	8	5	16	-11
90	Elche CF	LFP	8	9	2	2	5	9	20	-11
91	Evian	JØI LIGUE I	6	10	2	0	8	9	21	-12
92	AC Cesena	SERIE A TIM	2	9	0	2	7	7	19	-12
93	Espanyol	LFP	5	9	1	2	6	8	20	-12
94	Metz	JØj LIGUE 1	4	10	1	1	8	3	18	-15
95	Granada CF	LFP	6	10	1	3	6	6	21	-15
96	Parma	SERIE A TIM	2	9	1	0	8	7	23	-16
97		UNDESLIGA	5	9	1	2	6	13	29	-16
98	QPR	EAST AND S	0	9	0	0	9	4	22	-18

TA	BL	EL	A	LI	GA

REVIEW 2014/10	Liga BBVA Table		Pt	Played	W	D	L	Gf	Ga	% of points	
1	Real Madrid	LFP	45	18	15	0	3	62	15	83,33	
2	FC Barcelona	LFP .	44	19	14	2	3	48	9	77,19	
3	At.Madrid	LFP	41	19	13	2	4	37	18	71,93	
4		LFP	39	18	12	3	3	30	17	72,22	
5	Valencia CF	LFP	38	19	11	5	3	35	17	66,67	
6	Villarreal CF	LFP	35	19	10	5	4	32	17	61,40	
7	Málaga CF	LFP	31	19	9	4	6	22	20	54,39	
8	SD Eibar	LFP	27	19	7	6	6	24	25	47,37	
9	Espanyol	LFP	23	19	6	5	8	22	29	40,35	
10	R.Vallecano	LFP	23	19	7	2	10	20	33	40,35	
11	Celta	LFP	21	19	5	6	8	18	21	36,84	
12	R.Sociedad	LFP	19	19	4	7	8	19	24	33,33	
13	At.Bilbao	LFP	19	19	5	4	10	15	25	33,33	
14	Córdoba CF	LFP	18	19	3	9	7	15	28	31,58	
15	Getafe CF	LFP	17	19	4	5	10	14	27	29,82	
16	Elche CF	LFP	17	19	4	5	10	18	35	29,82	
17	RC Deportivo	LFP	17	19	4	5	10	14	31	29,82	
18	UD Almería	LFP	16	19	4	4	11	17	30	28,07	
19	Levante UD	LFP	16	19	3	7	9	13	34	28,07	
20	Granada CF	LFP	14	19	2	8	9	11	31	24,56 5 primetimespo r	t

TABLE PREMIER LEAGUE

2014/22	Premier League Tab	ole	Pt	Played	W	D	L	Gf	Ga	% of points	
1	Chelsea		46	19	14	4	1	41	14	80,70	
2	M.City	EASTAGE.	43	19	13	4	2	41	17	75,44	
3	M.United		36	19	10	6	3	33	19	63,16	
4	Southampton		33	19	10	3	6	32	15	57,89	
5	Arsenal		33	19	9	6	4	34	23	57,89	
6	Tottenham		31	19	9	4	6	24	24	54,39	
7	West Ham		31	19	9	4	6	30	23	54,39	
8	Liverpool		28	19	8	4	7	26	25	49,12	
9	Swansea	LANGE ALER	28	19	8	4	7	24	23	49,12	
10	Newcastle		26	19	7	5	7	22	28	45,61	
11	Stoke City		25	19	7	4	8	21	23	43,86	
12	Everton		21	19	5	6	8	29	31	36,84	
13	Aston Villa		21	19	5	6	8	11	22	36,84	
14	Sunderland		20	19	3	11	5	16	27	35,09	
15	QPR		18	19	5	3	11	21	34	31,58	
16	WBA		17	19	4	5	10	18	28	29,82	
17	Hull City		16	19	3	7	9	18	26	28,07	
18	Crystal Palace		16	19	3	7	9	20	30	28,07	
19	Burnley		16	19	3	7	9	14	29	28,07	
20	Leicester		13	19	3	4	12	17	31	22,81 😇 PC	imetimesport

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W Zortelie	Serie A Table	Pt	Played	W	D	L	Gf	Ga	% of points
1	Juventus	46	19	14	4	1	42	9	80,70
2	AS Roma	41	19	12	5	2	32	14	71,93
3	UC Sampdoria	33	19	8	9	2	25	17	57,89
4	SSC Napoli	33	19	9	6	4	34	24	57,89
5	Lazio	31	19	9	4	6	33	22	54,39
6	Fiorentina	30	19	8	6	5	27	18	52,63
7	Genoa CFC	28	19	7	7	5	27	23	49,12
8	US Palermo	26	19	6	8	5	31	31	45,61
9	Inter de Milán	26	19	6	8	5	29	25	45,61
10	AC Milan	26	19	6	8	5	27	22	45,61
11	US Sassuolo	25	19	5	10	4	23	26	43,86
12	Udinese Calcio	24	19	6	6	7	23	26	42,11
13	Torino	22	19	5	7	7	16	21	38,60
14	Hellas Verona	21	19	5	6	8	21	32	36,84
15	Atalanta	20	19	4	8	7	15	24	35,09
16	FC Empoli	19	19	3	10	6	17	23	33,33
17	Chievo Verona	18	19	4	6	9	14	22	31,58
18	Cagliari	16	19	3	7	9	25	37	28,07
19	AC Cesena	9	19	1	6	12	17	39	15,79
20		9	19	3	1	15	18	41	15,79 <mark>55 primetimesp</mark> c

TABLE BUNDESLIGA

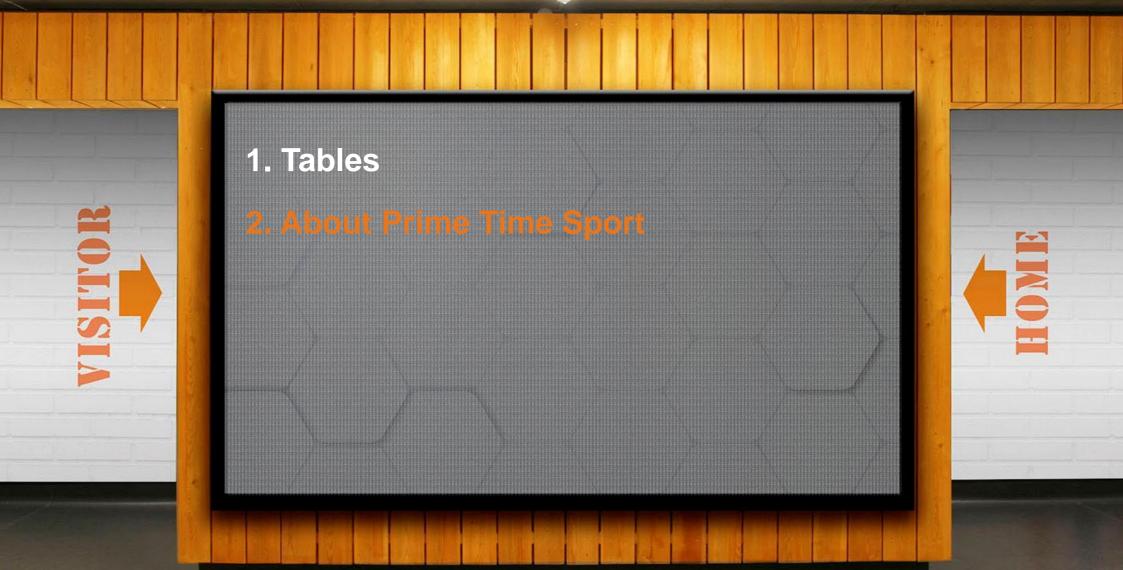
120	Dundaaliga Tabla	I Dt	Dlayed	14/	D		Ct	Cal	0/ of points
	Bundesliga Table	Pt	Played	W	D	L	Gf	Ga	% of points
1	B. Munich	45	17	14	3	0	41	4	88,24
2	Wolfsburg	34	17	10	4	3	33	17	66,67
3	B. Leverkusen 🏻 🧏	28	17	7	7	3	28	20	54,90
4	Borussia M. 🔀	27	17	7	6	4	25	16	52,94
5	Schalke 04	27	17	8	3	6	28	21	52,94
6	Augsburg	27	17	9	0	8	22	21	52,94
7	Hoffenheim	26	17	7	5	5	29	25	50,98
8	Hannover 96	24	17	7	3	7	21	26	47,06
9	E. Frankfurt	23	17	6	5	6	34	34	45,10
10	Paderborn 	19	17	4	7	6	21	26	37,25
11	Köln	19	17	5	4	8	17	23	37,25
12	Mainz 05	18	17	3	9	5	19	23	35,29
13	Hertha Berlin	18	17	5	3	9	24	35	35,29
14	Hamburgo <u></u>	17	17	4	5	8	9	19	33,33
15	Stuttgart	17	17	4	5	8	20	32	33,33
16	W. Bremen	17	17	4	5	8	26	39	33,33
17	B. Dortmund	15	17	4	3	10	18	26	29,41
18	Freiburg	15	17	2	9	6	17	25	29,41

TABLE LIGUE 1

orales	Ligue 1 Table	Pt	Played	W	D	L	Gf	Ga	% of points	
1	O. Marsella	41	19	13	2	4	38	17	71,93	
2	O. Lyon	39	19	12	3	4	40	17	68,42	
3	PSG	38	19	10	8	1	32	13	66,67	
4	Saint-Etienne	36	19	10	6	3	22	12	63,16	
5	AS Monaco	32	19	9	5	5	23	18	56,14	
6	G. Bordeaux	31	19	9	4	6	26	27	54,39	
7	Nantes	30	19	8	6	5	19	17	52,63	
8	Stade Rennais	28	19	8	4	7	21	24	49,12	
9	Stade Reims	28	19	8	4	7	25	30	49,12	
10	Montpellier	26	19	7	5	7	21	19	45,61	
11	Lille	24	19	6	6	7	16	17	42,11	
12	Nice	22	19	6	4	9	21	26	38,60	
13	Guingamp	22	19	7	1	11	20	31	38,60	
14	Toulouse	21	19	6	3	10	22	29	36,84	
15	Lorient	20	19	6	2	11	21	26	35,09	
16	Lens	19	19	5	4	10	20	24	33,33	
17	Metz	19	19	5	4	10	17	27	33,33	
18	Evian	19	19	6	1	12	20	33	33,33	
19	Bastia	18	19	4	6	9	16	23	31,58	
20	Caen	15	19	3	6	10	22	32	_{26,32} 👼 primetime.spo	rt



SOCCEREX TRANSFER REVIEW 2015- WINTER WINDOW





PRIME TIME SPORT BUSINESS AREAS

PLAYER IMAGE RIGHTS

- > Sponsors recruiting
- > Media relationships
- > Social networks
- > Brand & positioning development

STRATEGIC CONSULTANCY

- > Club revenue development
- > Sponsorship activation for brands
- > PR & Communications
- > Sponsor recruitment for brands



- > Player representation
- > International player transfers
- > Academies development
- > Friendly games

CONTENT & CONFERENCES

- > Sports business newspaper reports and articles
- > Book Show Me the Money!
- > Football Transfer Review report
- > Conferences Esteve Calzada





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