

**LaLiga Santander only invested 18m€ in transfers during the winter window, the smallest amount among top leagues, after focusing on talent retention and financial control**  
**Premier League drops to the fourth position in net investment, after selling players for 282m€ to face signings for 277m€**

- ✓ LaLiga Santander invested 18mio€ in new players in January, 33% less than last season. Economic control, sustainable management, the hectic summer transfers activity and the FIFA ban to Madrid teams, among the reasons
- ✓ During the 2016/17 season (summer + winter) LaLiga Santander sides spent 495mio€ in new players, the third highest investment in LaLiga's history. FC Barcelona and At. Madrid were the teams spending the most
- ✓ Investment at LaLiga was concentrated in just 5 sides –Sevilla (10,5m€), Granada (2,8), Málaga (2), Celta (1,2) y Betis (1)- while the other 15 have not paid any transfer fees
- ✓ The substantial improvement in the accounts of LaLiga teams has helped to retain talent and minimize player sales as it used to happen. Only 3 teams have received money from transfers: Villarreal, Sevilla and Celta
- ✓ European football continues with its unstoppable growth: top 5 European leagues winter investment has grown 48% to 633m€, more than ever. Combined summer and winter investment was close to 3,9bio€, up 14% to yet another record high amount

- ✓ Premier League has fallen to 4th position in net investment, overtaken by Ligue1. It remained the league with highest investment (277m€) but setting a new record in income from player sales (282m€)
- ✓ For the third time in the last four winter Chelsea was the side with highest income from player sales in Europe, this time thanks to the transfer of Oscar to Chinese Super League. Benfica is back among the top selling teams after selling Guedes to PSG. Only 5 Premier teams are in the top 10 of investment (vs 7 last winter)
- ✓ Draxler's signing by PSG (40m€) was the most expensive in Europe, followed by the transfer of Gabriel Jesús to Manchester City (32m€) and Guedes (30) to PSG
- ✓ Only 15 out of 45 players (33%) signed last winter played more than half of the minutes during the second half of the season and just 12 remained in their teams the following season
- ✓ Granada was the most active team of LaLiga in January, after bringing in 6 new players and releasing also 6. Leganés was the team that incorporate more new players (8)
- ✓ None of FC Barcelona new players - Umtiti (47%), André Gomes (43%), Digne (40%), Alcácer (23%) and Denis Suárez (45%) played more than 50% of the minutes during the first half of the season. Neither did Real Madrid's Morata (37%)
- ✓ Athletic Bilbao repeats as most prolific academy of LaLiga Santander, with 21 home grown players used. FC Barcelona reduces again the number of home grown players (from 12 to 10)

### **Barcelona/Madrid, 8 of February 2017 -**

The total investment at winter transfer window in Europe has increased a 48% to 633m€, the highest amount in January history. When adding-up the record spending figures of last summer (3,23€ bio) the total amount of 2016/17 season also reaches a historical record (3.9bio€, + 14% vs last year's record). Improved management by the teams and increased revenue, especially on television, helped achieving this increase, even despite the pressure from UEFA's Financial Fair Play regulation and the control mechanisms of the different leagues.

This is reflected at *Football Transfer Review 2017-winter edition*, by Prime Time Sport (in collaboration with Soccerex), presented by its CEO Esteve Calzada today at Consejo Superior de Deportes (Spanish Sports Ministry), with the participation of LaLiga president Javier Tebas and CSD Deputy Managing Director Fernando Puig de la Bellacasa. English Premier League and French Ligue 1 sides were responsible for most of the growth. LaLiga Santander clubs have instead focused their efforts on retaining talent, concentrating the investment in the summer, a window usually less risky and with a higher percentage of success.

### **Football continues to grow: Record high investment in Europe both in winter and for the whole season (summer + winter). For the first time Premier League had a negative net investment, selling for 5mio€ more than the amount invested**

The investment in winter signings in Europe is still led by the English Premier League, which spent 277m€ (+10%). However, for the first time, English sides have sold players for a higher value (282m€) than what they have invested in signings (277), resulting in a negative net investment of 5m€.

The surprise this January has been the spectacular investment of French Ligue 1 (153m€), 5 times more than last season, led mainly by PSG with the need to climb positions in the table, making it the club with the highest investment in Europe (70m€).

Bundesliga (99m€, +153% vs last season) and Serie A (87, +12%) have also increased the amount spent in player signings.

LaLiga Santander sides (18m€, -33%) have opted for minimizing the investment after a very busy summer in signings.

When considering both winter and summer combined, top 5 European leagues have established yet another historical investment record, reaching 3.9bio€ (+14%). Premier League sides exceeded spent over 1.5 bio€ (1,636m€, +15%) setting also a new historical record. LaLiga sits in 4th place with a combined investment of 495m€. Ligue1 stays as fifth league in amount spent (343mi€), even after teams multiplying investment by 5 in January.

As for player sales, Premier League unexpectedly leads the ranking, after sides collecting 282m€, tripling sales last season numbers and setting a record high ever. Serie A (85m€) follows with similar levels vs last winter, while LaLiga League has only collected 33m€, half the amount of the previous season.

In terms of net investment, signing of young talent by PSG and investment carried out by the O. Marseille (with new owner) made Ligue1 the strongest in Europe. Premier League is in an unusual 4th position, having sold for 5m€ more than the amount spent (negative net investment). LaLiga has collected more money from players sales that spent in signings (16m€).

PSG, aiming at going back to top of the table, places itself as the club that has spent highest amount in Europe (70m€). At distance follow Crystal Palace and O. Marseille (both with 38m€) with their objective of avoiding relegation and playing in Europe respectively. Only 5 Premier League sides are listed in the top 10 (vs. 7 the previous year).

Chelsea leads European sales ranking once again thanks to the transfer of Oscar to Shanghai SIPG. Benfica is again among top selling teams after selling Guedes to PSG. Only 5 Premier teams are in the top 10, the lowest number in recent years.

Draxler was the most expensive signing of the winter in Europe (PSG, 40m€), followed by Gabriel Jesus transfer to Manchester City (32) and Guedes also by PSG (30). Only 5 of the 10 most expensive European signings were conducted by Premier League sides (vs. 9 last winter). 9 out of 10 took place in England or France. Draxler and Gabriel Jesus have entered the top 10 of most expensive winter transfers in history.

### **Chinese Superleague consolidates its potential**

The strength of the Chinese Superleague gets consolidated after last season's historical expenditure record (345m€). Chinese Superleague sides have spent 228m€ so far and the window does not close until the end of the month.

The amount spent so far (228m€) would have hypothetically put Chinese Superleague as 2<sup>nd</sup> highest in Europe, only behind the Premier League. Oscar signing by Shanghai SIPG from Chelsea has been the most expensive so far (60m€).

### **LaLiga sides focus on avoiding over expenditure and manage to retain top talent**

LaLiga Santander's expenditure this winter was only 18mio€ (-33% vs last season), following an hectic summer where t477m€ were invested.

FIFA ban on Real Madrid and Atletico, coupled with the lack of FC Barcelona tradition of signing players in January (6th consecutive winter in which the Catalans did not sign any player), have also contributed to keep expenditure at low levels.

Weak performance of last winter signings made LaLiga sides prioritize the investment on summer window. Only 15 of the 45 players (33%) signed last winter played more than half of minutes, compared to 64% of the previous year. Similarly, only 12 of the 45 players signed last winter remained in their new teams the following season, which confirms once more the traditional rotation of players signed in January.

LaLiga sides investment of 495m€ at 2016/17 season (summer+winter) is the 3<sup>rd</sup> highest in history, even with the winter decrease impact. FC Barcelona (123m€) and Atletico Madrid (81) were the teams investing most over the entire season.

The investment in LaLiga was concentrated in just 5 sides -Sevilla (10.5m€), Granada (2.8), Malaga (2), Celta (1,2) and Betis (1) - while the remaining 15 teams have not paid any transfer fees. In such a way, Spanish teams have opted for investment control and have limited their expenditure to very specific needs, trying to obtain palyers on loan and transfers at no cost (80% of signings were conducted this way).

### **LaLiga sides manage to retain top talent**

LaLiga's sides income from player sales has down 50% to 33m€, the lowest amount of top 5 leagues in Europe. This confirms LaLiga's increased ability to retain talent (the figure would have been 15m€ if Villarreal had not sold Pato to China).

Villarreal subsequently tops players sales income in Spain Pato's sale to Tianjin Quanjian for 18m€. In addition to Villarreal, only Sevilla have been sold players to other leagues, for €13.5m€ (Kolodziejczak for 7.5 and Kiyotake for 6), as well as Celta (Naranjo for 1.8mio€)

### **Walter Montoya, is the most expensive winter signing in Spain.**

Once again Sevilla has signed 2 most expensive players in January (Montoya for 5,5m€ and Lenglet for 5). Luis Hernández (Málaga, 2m€), Ingason (Málaga, 1,8) and Hjulsager (Celta, 1,2m€) were also among most expensive LaLiga signings.

Sevilla was therefore the most active LaLiga side in January after spending 10,5m€ and selling players for 13,5m€.

#### **Other interesting facts of the Winter market in LaLiga:**

- There has been a total of 42 new additions to LaLiga in January, 80% of which in the form of transfer (29) and transfers at zero cost (5)
- Granada, just like last winter, was the most active team at LaLiga Santander, signing 6 players and releasing also 6. FC Barcelona and At. Bilbao did not bring in any players in January for the fifth consecutive time.
- Leganés was the team with the highest number of new players (8), 4 of which were brought on deadline day.

#### **Franco Vázquez, was top transfer playing most minutes. None of the new signing made by FC Barcelona and Real Madrid played 50% of the minutes or more**

Franco Vazquez played a main role in Sampaoli's Sevilla, playing 74% of the minutes and becoming the most profitable signing from 10 most expensive of last summer. Gameiro comes right after with the 66% of the minutes played

None of FC Barcelona new players - Umtiti (47%), André Gomes (43%), Digne (40%), Alcácer (23%) y Denis Suárez (45%) played more than 50% of the minutes during the first half of the season. Neither did Real Madrid's Morata (37%)

#### **Villarreal and Real Sociedad are the teams with the most stable line-up of LaLiga. Real Madrid has the most unpredictable line up**

Villarreal and Real Sociedad are the teams with most stable line-up: 9 of their players have played more than 70% of the minutes (last year they only had 5). Both teams with a stable line-up are enjoying a good position in the table. Only 6 FC Barcelona players participated in more than 70% of the minutes. On the opposite side, Granada and Real Madrid had only 3 footballers playing more than 70% of the minutes. Injuries and rotations played a major role in Zidane's decisions.

#### **Athletic Bilbao repeats as most prolific academy**

Athletic Bilbao remains at the top in terms of usage of home grown players (21) at the end of first half of the season, up from 18 last year and highest number over the last 6 years. Real Sociedad (15) and Las Palmas (14) complete the podium. FC Barcelona reduces again their number of home grown players (from 12 to 10). On the other end, Alaves, Leganes. Eibar and Deportivo have just used one academy graduate.

**A Premier League team, Chelsea, leads the European virtual table for the first time.**

Conte's Chelsea obtained 85.96% of points in dispute during the first half of Premier League, the highest points percentage of an English club of the last 10 years.

Real Madrid won 79.63% of the points played and is placed 4th in the European virtual table, while FC Barcelona (71.93%) slips to 10th place after their poor results at the Camp Nou.

Monaco leads the European ranking for goals scored (2.95 per game on average), followed by FC Barcelona (2.68) and Real Madrid (2.67).

For the first time in 8 years, LaLiga Santander (2.91) leads the way in average number of goals scored after two years in which the number of goals was going down.



**Javier Tebas, President of LaLiga, Fernando Puig de la Bellacasa, CSD Deputy Managing Director and Esteve Calzada, CEO at Prime Time Sport**

### About Football Transfer Review

*The Football Transfer Review studied produced by Prime Time Sport reaches its sixteenth 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' business and marketing firm founded and headed by Esteve Calzada, former Chief Commercial & Marketing Officer FC Barcelona and author of the book Show Me the Money. With offices based in London, Barcelona and Madrid the company offers integral services to football players, including representation, personal image rights marketing and management of media relations. Prime Time Sport also has strategic relationships with leading clubs around the world, helping them on rights commercial exploitation, players and other revenue generation projects. Furthermore, the company has extensive expertise in helping blue chip brands in their sponsorship activation projects and in providing financial solutions for football institutions.*

### Football Transfer Review 2017/18

*As part of Prime Time Sport's collaboration with Soccerex, the next Football Transfer Review will be presented at the global Soccerex convention in Manchester in September 2017.*

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