



Barcelona-Madrid
September 5th 2018



primetimesport



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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 September 1st 2018
- ⚽ Transfer figures are gross of agent fees or revenue share with other stakeholders
- ⚽ It is considered that teams where players are landing have paid for transfer fees, regardless of the participation of other investors
- ⚽ Loan fees not included unless really relevant
- ⚽ Squads review includes only players registered as first team members
- ⚽ Mbappé transfer fee paid by PSG was included in last summer edition (as it was an obligation)

Team

- ⚽ Director: Esteve Calzada
- ⚽ Head of content: Pol Gustems and Aleix Piqué
- ⚽ Analyst: Marcel Miquel
- ⚽ Event host: IESE
- ⚽ Collaborates: Soccerex





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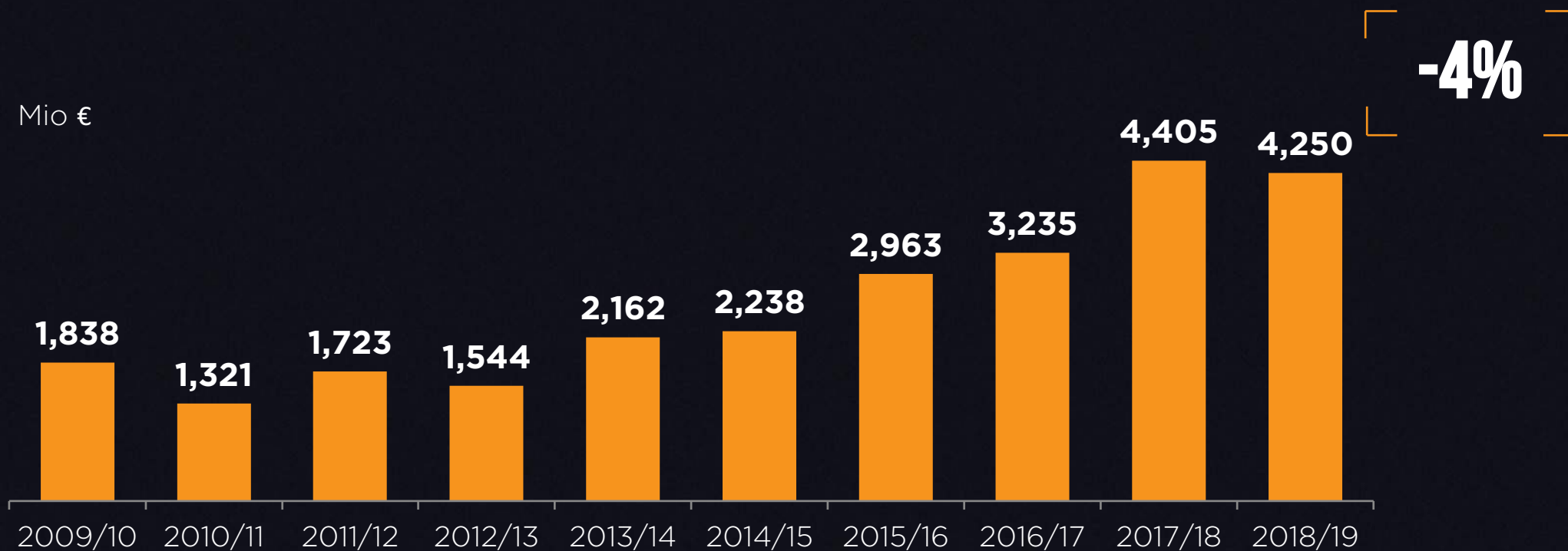
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Player acquisition spending - Top 5 European leagues

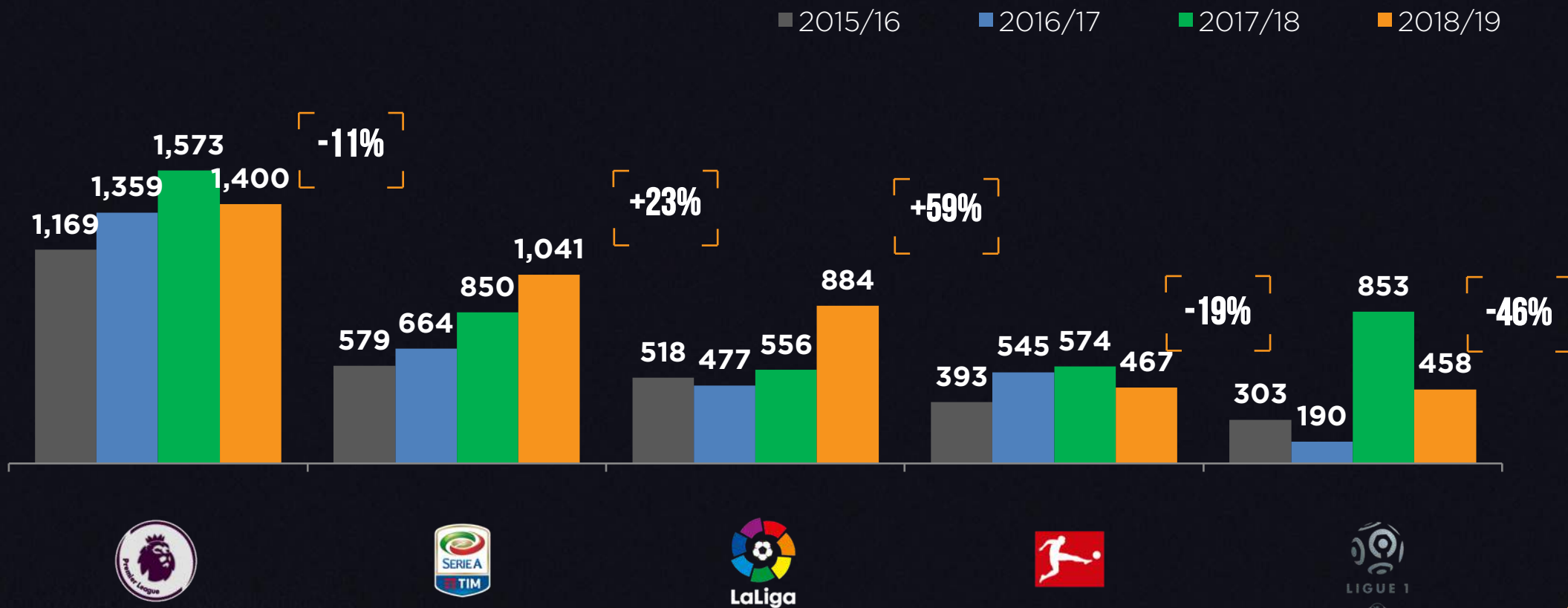
Mio €



Top 5 European Leagues investment in new players fell for the first time in 6 years (-4%), although total amount was still over 4bio€ (4,2bio€), second highest in history

Player acquisition spending - Top 5 European leagues

Mio €



Despite Premier League was still the European driving force, expenditure was down for the first time in 8 years (-11% to 1,4bio€), mainly due to transfer window early closure as well as little prospect of TV revenue growth. SerieA investment continued to grow in a consistent way to just over 1bio€. LaLiga sides spent 884m€, (+59%, all-time record). Ligue1 number back to normal following Neymar and Mbappé previous season impact

% of total investment by top 4 in each league

%



Ligue 1 is once again the most monopolized European league (62,7%, down from 76% of last season). LaLiga polarization continues to decrease for 5th consecutive season (59%). Bundesliga and EPL are the least polarized tournaments with 45% and 38,7% respectively invested by top 4 teams

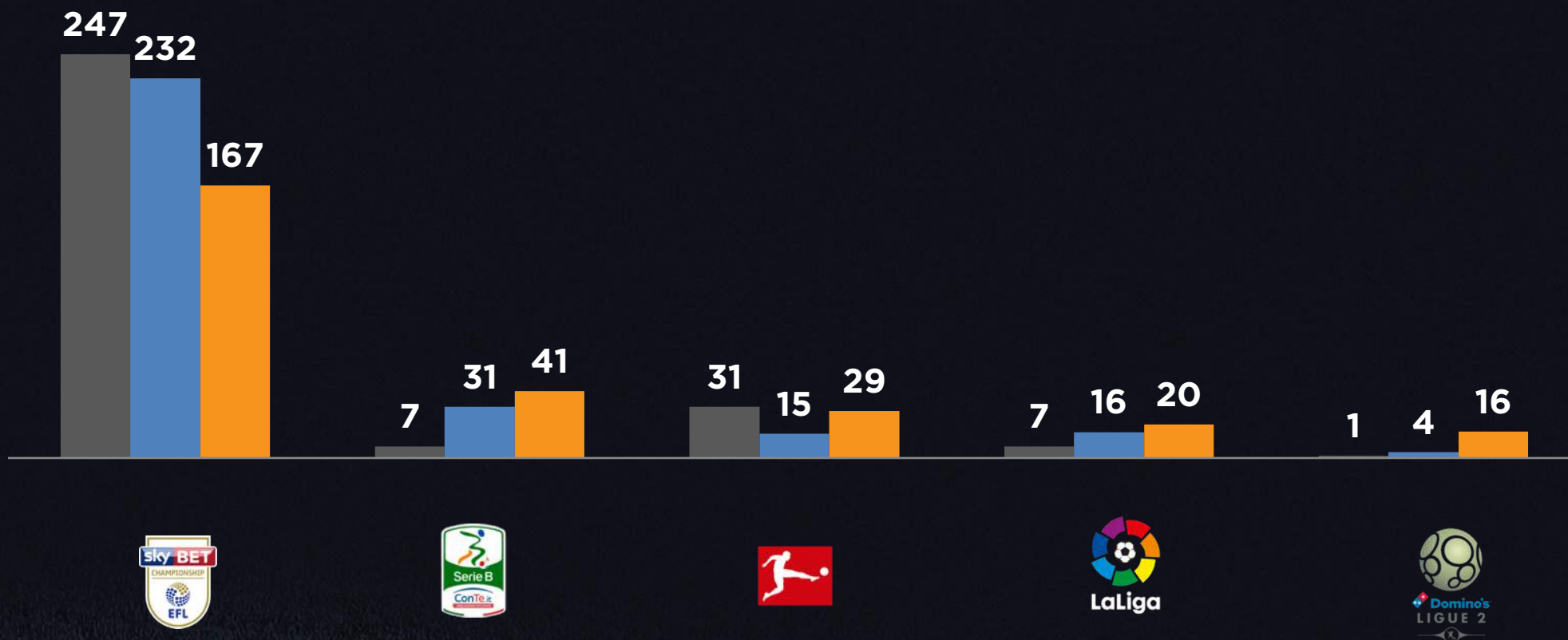
2nd division expenditure – Top 5 European leagues

Mio €

■ 2016/17

■ 2017/18

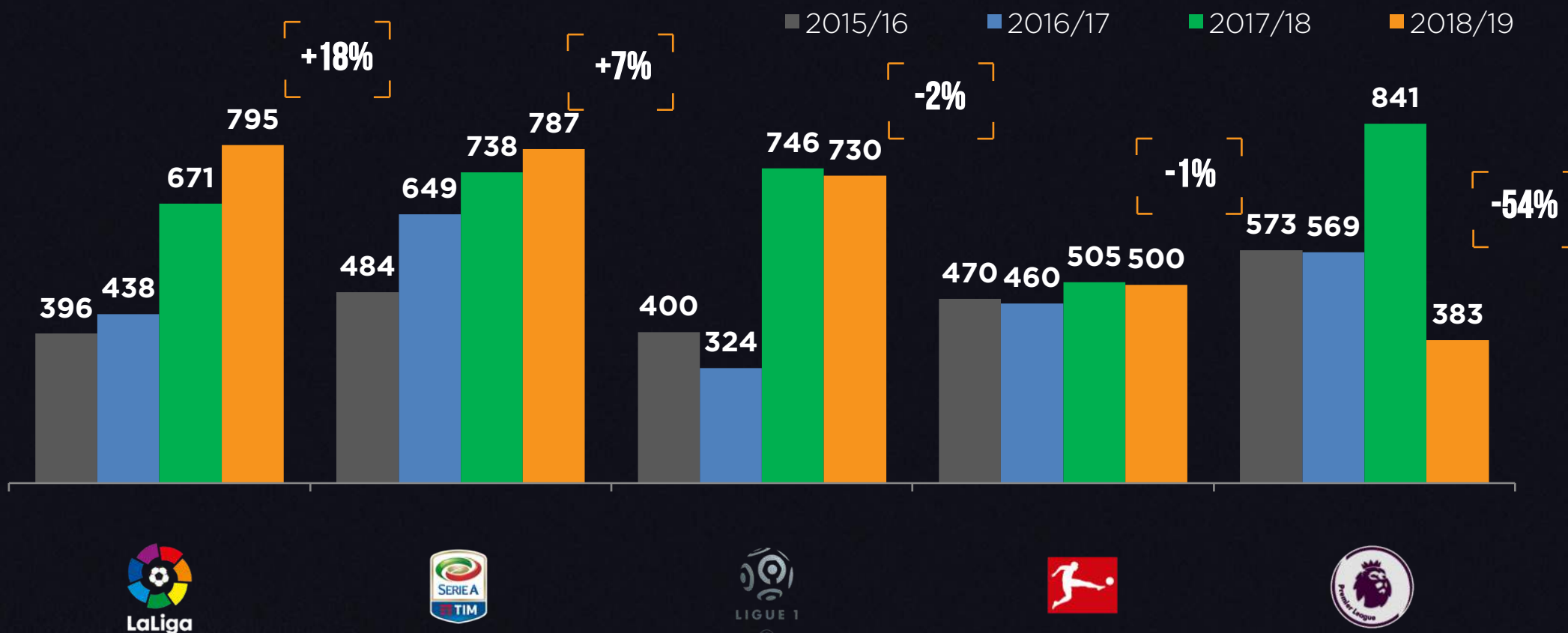
■ 2018/19



England's Championship investment decrease for second season in a row to 167€, but still is much higher than all other second division leagues combined. Italian and Spanish second tier tournaments had all-time record expenditure with 41 and 20m€ respectively

Player sales – Top 5 European leagues

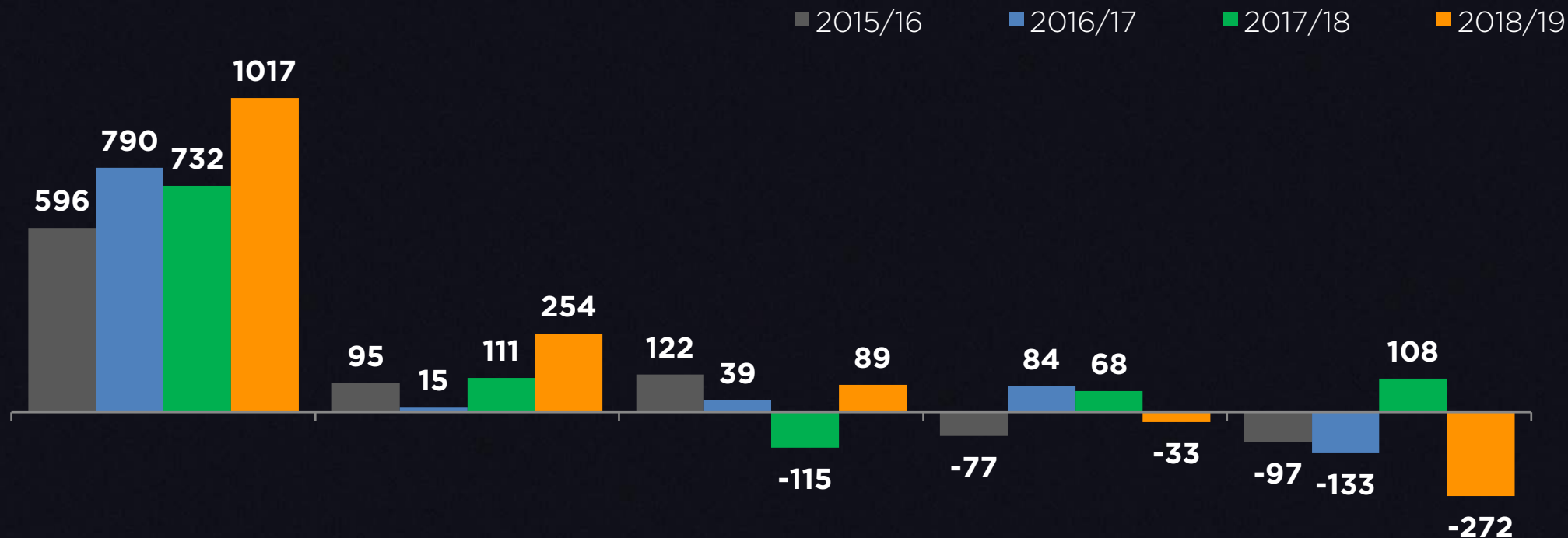
Mio €



Player sales income in La Liga grew a whopping 18% to 795m€, also an all-time high. Premier League sides strategy of talent retention resulted in an astonishing 54% investment decline (383m€). SerieA, Ligue1 and Bundesliga sold players for similar amounts as previous summer

Net spending - Top 5 European leagues

Mio €



In terms of net spending, EPL continue to play in a different league and passed for the first time the 1bio€ barrier. LaLiga is back to positive net investment after last season's negative net spending, when it collected more money from player sales than invested in signings

Top 10 spending ranking 2018/19

Mio €



Juventus led the way in Europe after investing a whopping 257m€, including 117 m€ paid to Real Madrid for Cristiano Ronaldo. This is third biggest investment in football history after PSG last summer (418m€) and Real Madrid in 2009 (265m€). Liverpool (182m€) and Real Madrid (146m€ despite not replacing Cristiano Ronaldo with a big name) follow the Italian champions in the list

Top 10 spending ranking 2017/18

Mio €



Highest spending on summer transfer windows



Investment by Juventus this summer is the third highest in history. However, as seen in previous cases, high amounts spent in new players do not necessarily guarantee immediate pitch success

Top 5 spending clubs in each league

Mio €



Real Madrid	145,8
FC Barcelona	125,9
At.Madrid	123,5
Valencia	82,9
Villarreal	82,9



Liverpool	182,2
Chelsea	137,0
Leicester	114,6
Fulham	108,6
West Ham	103,9



Juventus	256,9
AS Roma	125,6
SSC Napoli	71,0
Inter	61,0
Sassuolo	45,5

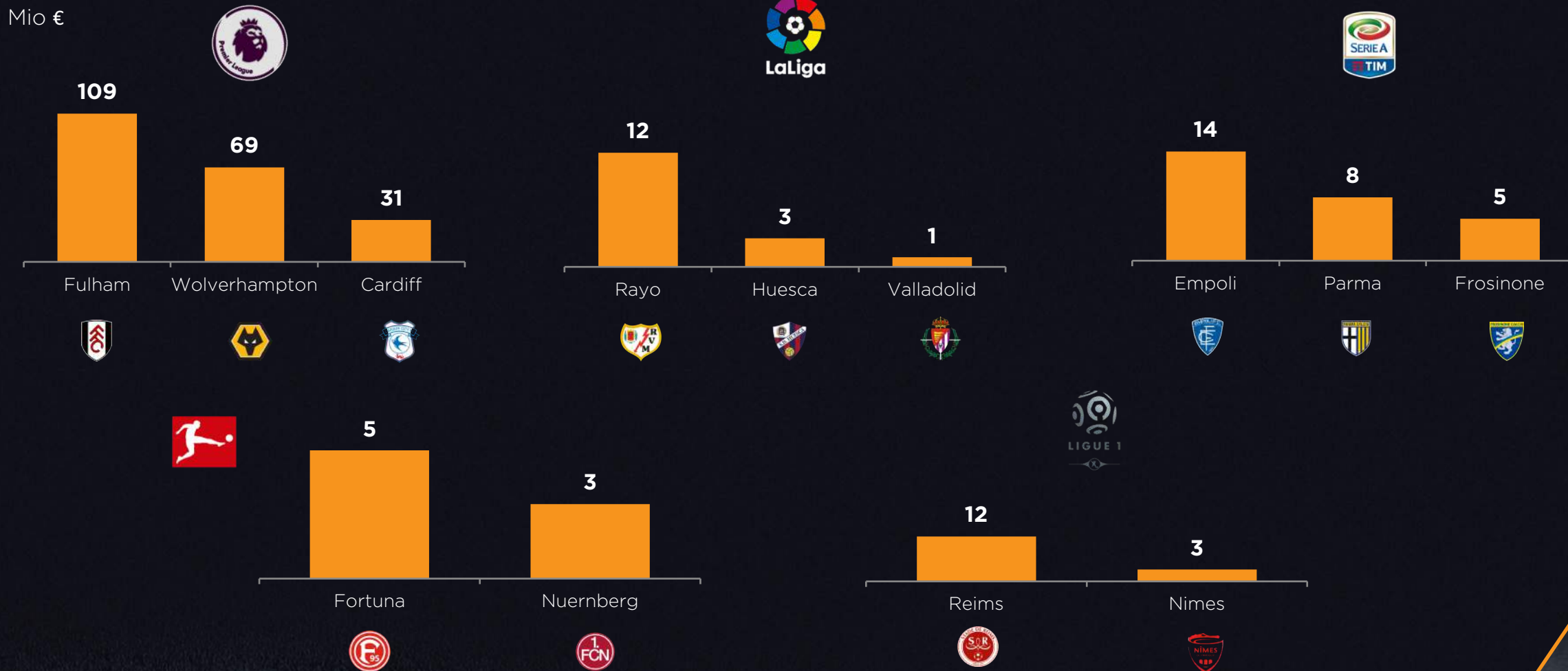


B.Dortmund	73,0
Schalke 04	54,2
RB Leipzig	43,0
Wolfsburg	40,0
Stuttgart	35,0



AS Monaco	128,0
O.Marsella	66,0
PSG	51,0
O.Lyon	42,1
OGC Nice	28,0

Investment by promoted teams – Top 5 European leagues



TV money windfall for all Premier League teams translates into high investments by promoted teams trying to avoid relegation. Biggest investments by second tier sides were therefore made by English sides (Fulham, Wolverhampton and Cardiff). Italian Empoli (14m€), Spanish Rayo (12m€) and French Reims (12m€) led the other top second tier tournaments

Top 10 teams in player sales income 2018/19

Mio €



After cashing in a whopping 358m€ from player sales last year, AS Monaco repeat in the first position selling for a whopping 534m€ in just 2 summers. AS Roma followed with 147m€ from player sales. FC Barcelona getting better at selling players after cashing-in 134m€ this summer (highest in history apart from Neymar non-desired departure)

Top 10 teams in player sales income 2017/18

Mio €



Players trading among top teams

Player	Team of origin	Team of destination	Mio€
 Cristiano Ronaldo			117
 Alisson			63
 Giguain			54*
 Douglas Costa			40
 Bonucci			35
 Courtois			35
 Caldara			35
 Arturo Vidal			18

Players trading among top sides has become a standard practice, with a whopping 397m€ in transactions this summer (adding to 507m€ last year). Highest profile transfer were Cristiano Ronaldo and Alisson

Top European teams player sales ranking

Mio €



FC Barcelona	133,5
Real Madrid	132,5
Sevilla	89,3
At.Bilbao	80,0
Valencia	55,6



Leicester	84,3
Watford	50,0
Newcastle	46,8
Chelsea	35,0
Manchester City	24,7



AS Roma	147,3
Inter	89,5
SSC Napoli	86,0
AC Milan	80,3
Juventus	72,5



B.Munich	88,5
RB Leipzig	74,1
Mainz 05	55,6
B.Dortmund	49,0
B.Leverkusen	45,0



AS Monaco	176,0
PSG	104,0
O.Lyon	90,1
OGC Nice	58,2
Girondins B.	50,0

Most active teams in players trading (spending + sales)

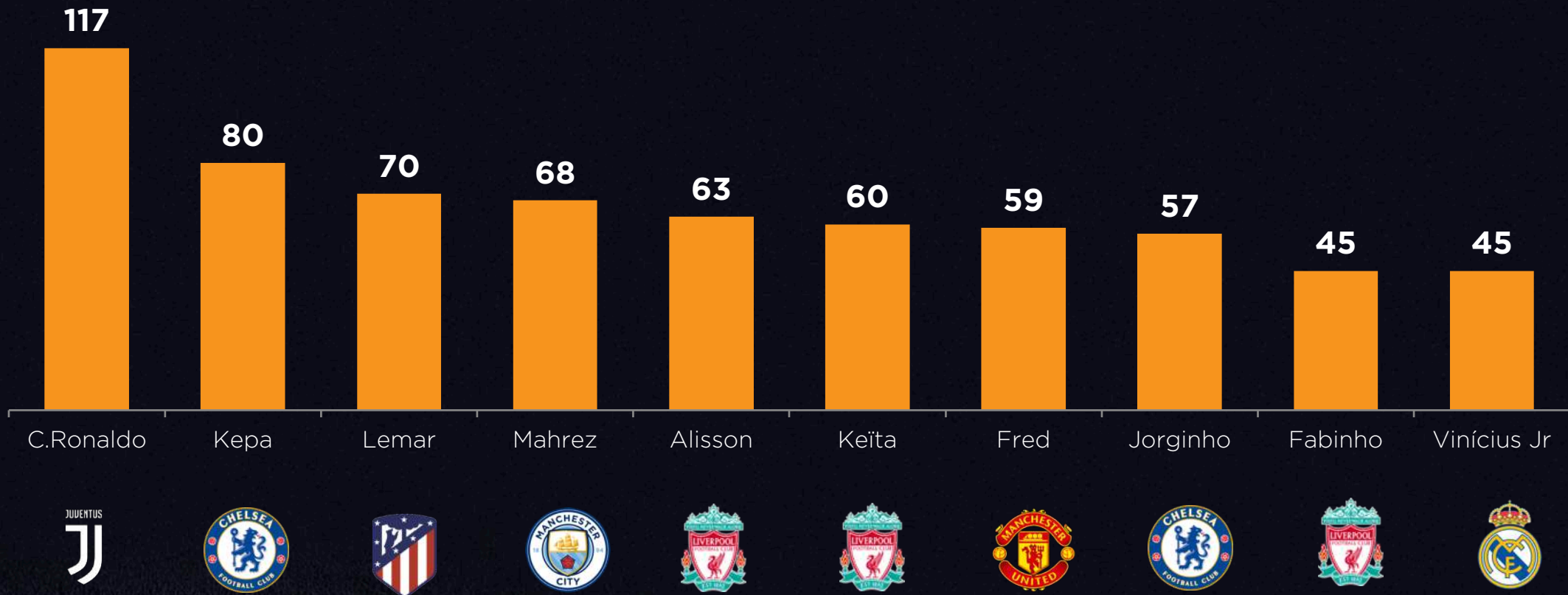
Mio€



Only AS Monaco repeat in the Top 3 this season. Juventus (1st) and Real Madrid (3rd) take the positions that last year were occupied by the Neymar's transfer clubs: PSG and FC Barcelona

Top 10 most expensive players 2018/19

Mio€



Cristiano Ronaldo to Juventus is the most expensive transfer of the summer (117m€). The amount paid by Chelsea to get Kepa (80m€) is second highest in Europe and all-time record for a goalkeeper. 3 Liverpool signings (Alisson, Keita and Fabinho) are in the top 10 after reinvesting money collected from Coutinho sale. 7 of 10 most expensive transfers of summer window were still conducted by Premier League sides. 2 goalkeepers are in the top 10 for the first time

Top 10 most expensive players 2017/18



*Winter window transfers not included

Top 10 most expensive goalkeepers

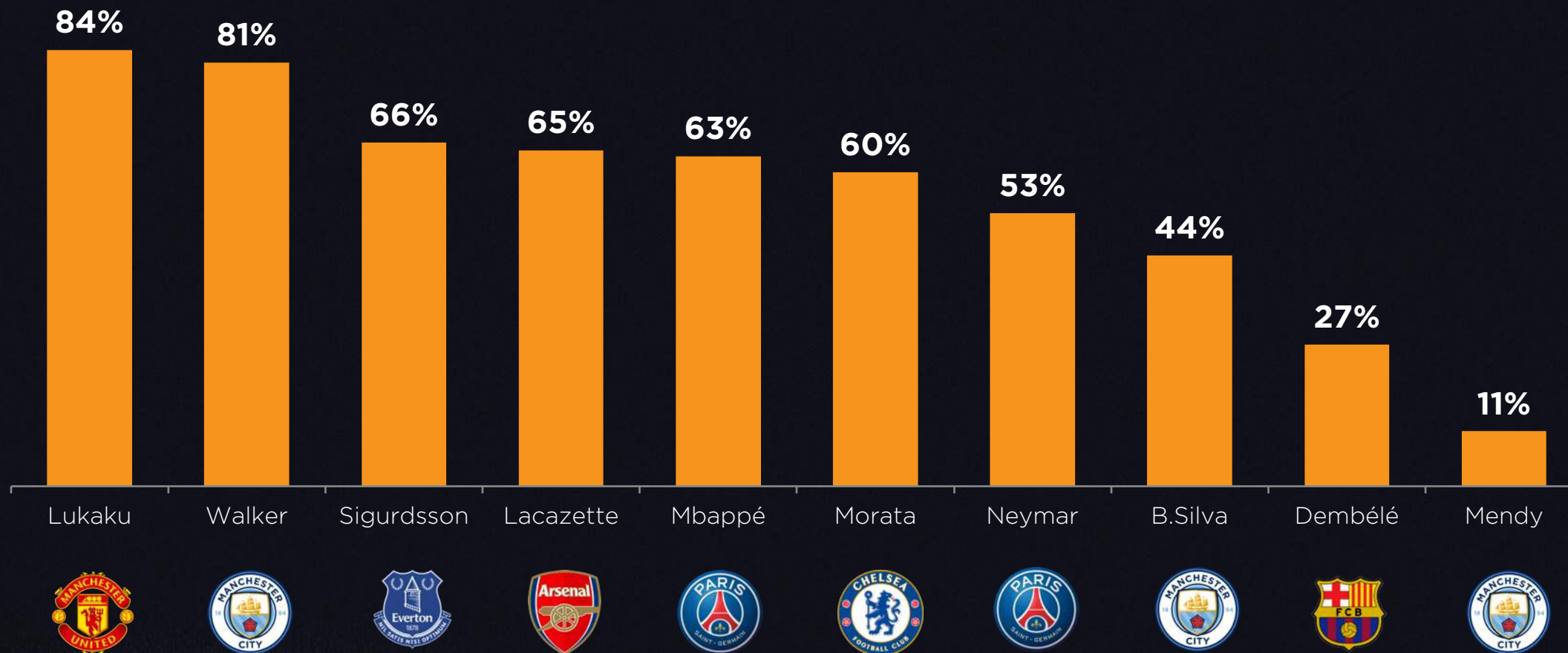
Mio€



Kepa and Allisson are the two most expensive goalkeepers ever. These transfers broke the all-time record hold by Gianluigi Buffon for 17 years (2001-2002, Parma to Juventus). Courtois to Real Madrid and Leno to Arsenal moves mean that 4 of the 10 most expensive goalkeepers transfers ever happened this summer

Usage top 10 most expensive European signings 2017/18

%Minutes



Manchester United's Romelu Lukaku was the most profitable signing of last season after playing 84% of minutes, followed by Walker (81%) and Sigurdsson (66%). Manchester City's Benjamin Mendy missed most of the Premier League season with a long-term knee injury

Top 5 spending expensive players in each league

Mio €



Lemar	70
Vinícius Jr	45
Malcom	41
Guedes	40
Lenglet	35



Kepa	80
Mahrez	68
Alisson	63
Keïta	60
Fred	59



Cristiano Ronaldo	117
João Cancelo	40
Douglas Costa	40
Nainggolan	38
Bonucci	35



Diallo	28
Pléa	23
Witsel	20
Delaney	20
Paulinho	19



Kehrer	37
Golovin	30
Strootman	25
Dembélé	22
Henrichs	20

Ranking most expensive transfers ever

Mio€

Goles



No major changes in the “hall of fame” of the most expensive signings in football history. Only Cristiano Ronaldo’s move to Juventus for 117 m€ take the third position in the all-time Top 10. Neymar and Mbappé took the lead last season

Most expensive transfer in last 9 summer windows

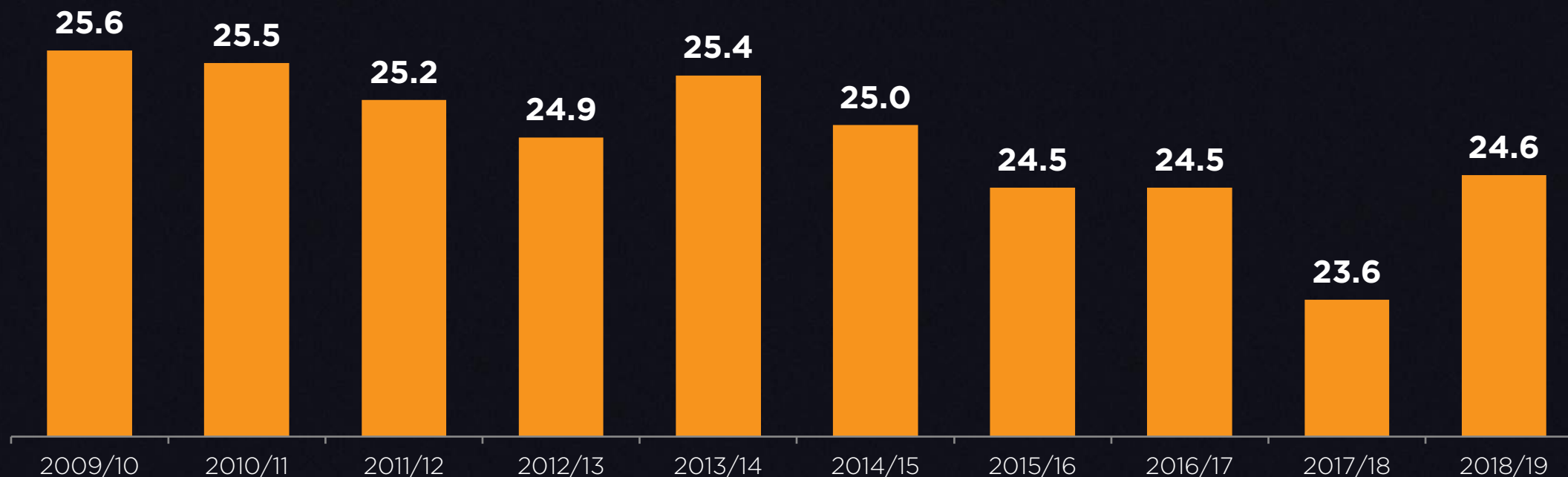


The amount of most expensive transfer of each window grew steadily until PSG broke the bank and paid Neymar's 222 m€ release clause. This summer Cristiano Ronaldo's price moves back to the standards of two seasons ago with Paul Pogba transfer to Manchester United



Average age top 10 most expensive transfers last 10 years

Years



During the last four seasons the most expensive players have been younger than the decade before, specially last year. Teams are forced to move into younger and more risky players as best senior ones are not for sale or just unaffordable



Transfers that did not happen 2018/19

Player	Team of origin	Rumoured destination	Mio€
 Neymar			222,0
 Kylian Mbappé			200,0
 Hazard			150,0
 Griezmann			100,0
 Pogba			100,0
 Rakitic			100,0
 Alderweireld			80,0
 Harry Maguire			80,0
 Zaha			55,0
 Rodrigo			50,0
 Rabiot			40,0



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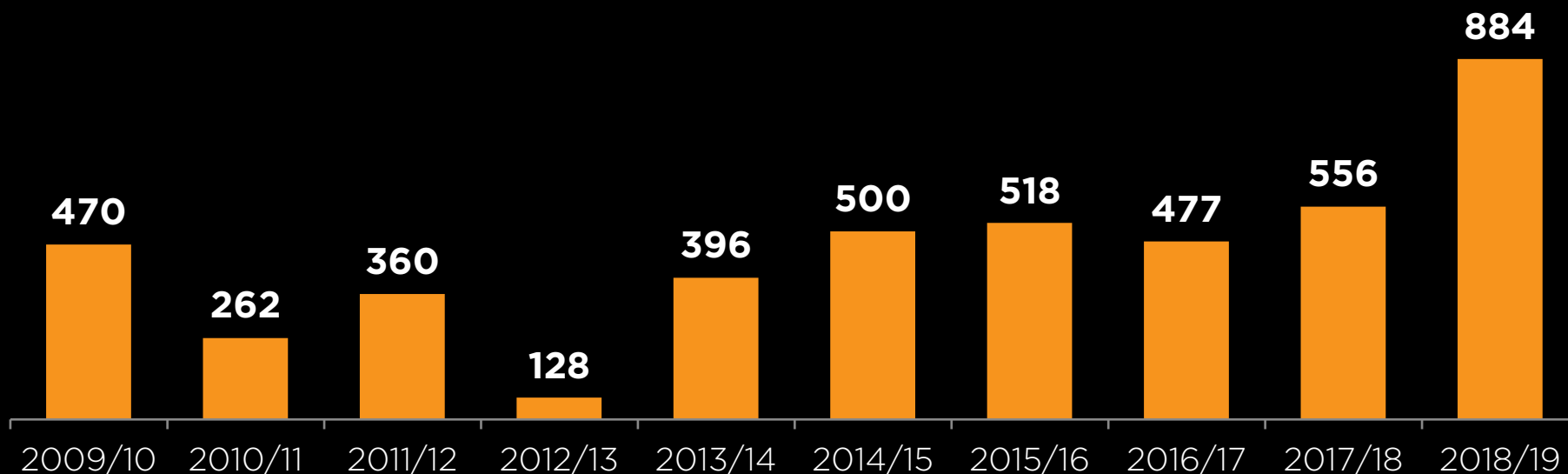


Total player acquisition spending



Mio €

+59%



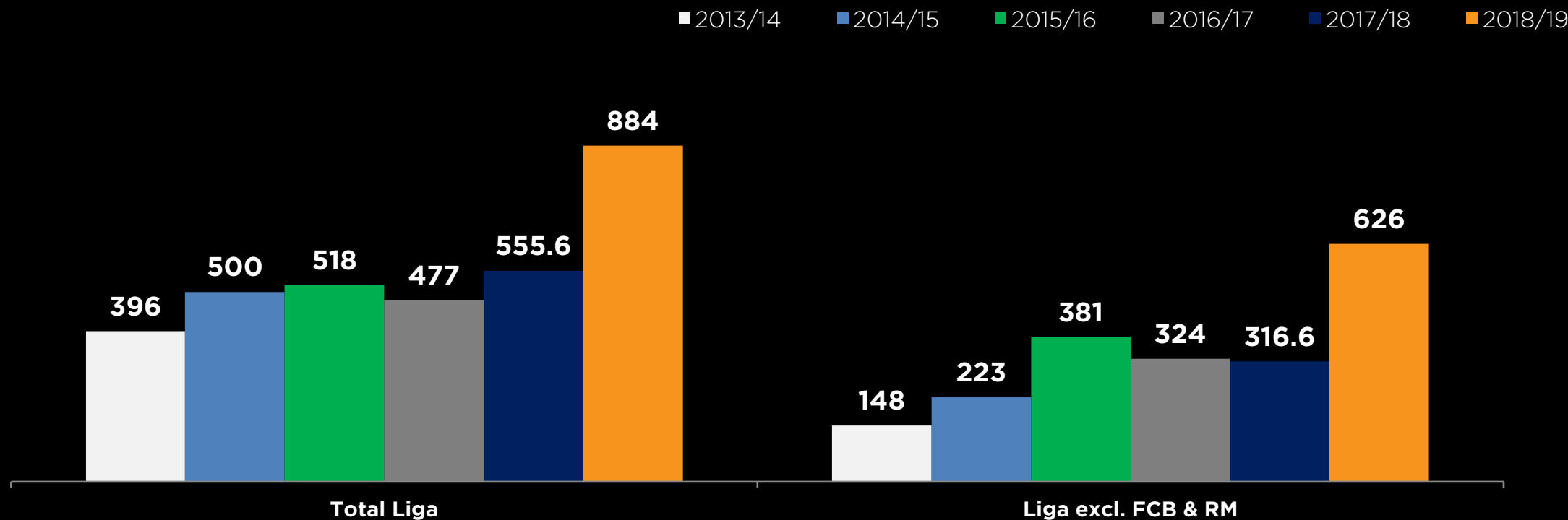
LaLiga Santander registered the highest investment ever, with clubs investing a whopping 884mio€ in new players (+59% vs last year). A total of 16 clubs invested more than in the previous season and 10 more than 25m€



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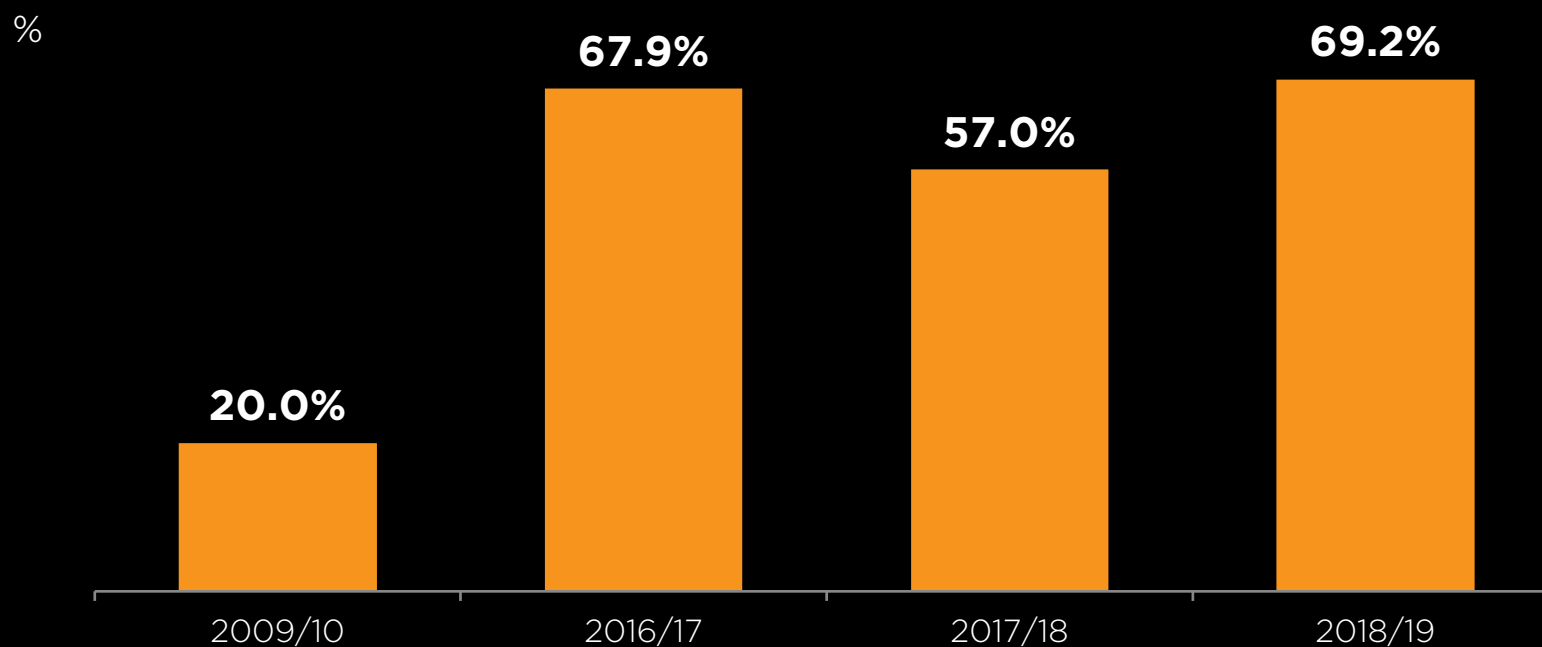
Player acquisition spending

Mio €



FC Barcelona and Real Madrid's combined investment represented only 30% of LaLiga Santander total, a record low and in line with aspiration of reducing tournament dependence on both giants

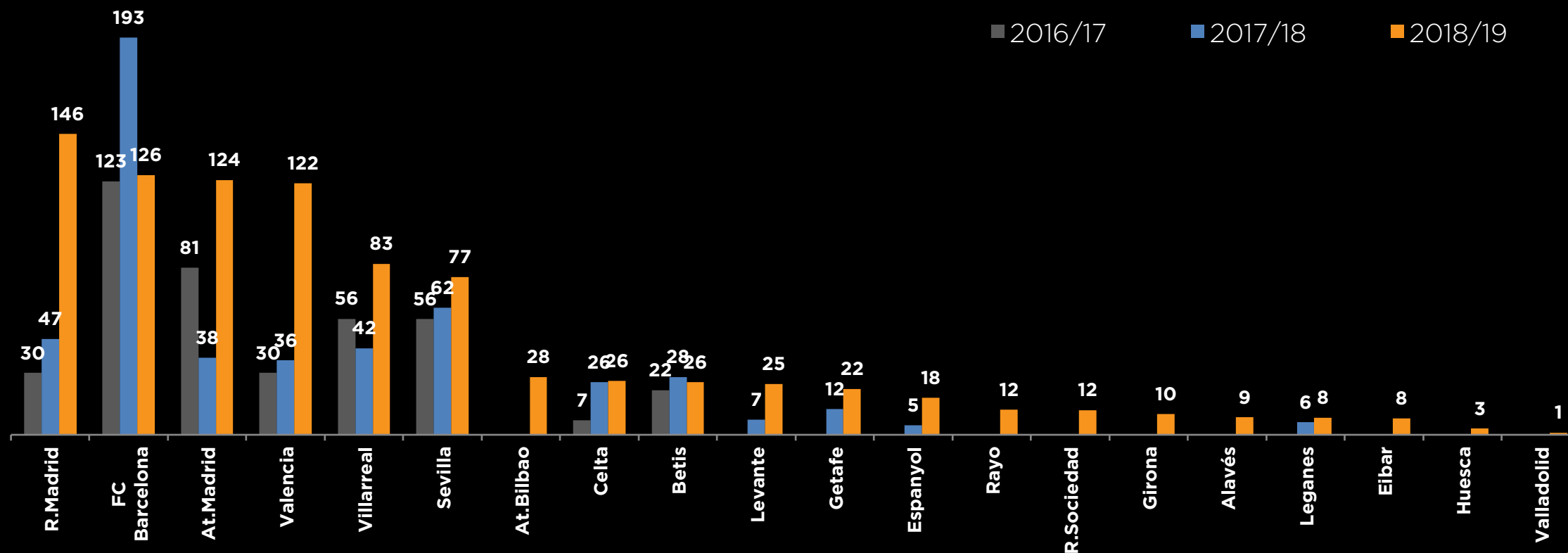
% of investment excluding R. Madrid and FC Barcelona



So LaLiga Santander is not only about Real Madrid and FC Barcelona anymore. Total investment made by the rest of LaLiga sides already represents two thirds of the total (vs 20% in 2009/10)

New players spending by team

Mio €



After two seasons of more spending from FC Barcelona, Real Madrid take the top position again after having invested 146Mio€. Investment in player signings was significant with 10 of 20 clubs investing 25mio€ or more and 16 investing 10m€ or more

*Data not included for seasons in which team not at LaLiga Santander

Purchasing power trend of LaLiga Santander sides

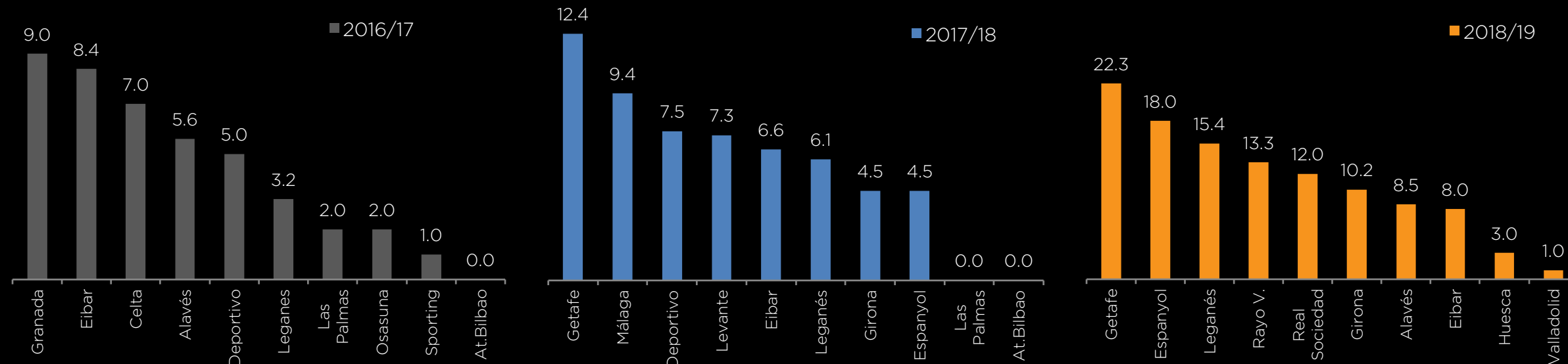
Number of
teams

Number of teams investing...	2015/16	2016/17	2017/18	2018/19
30m€ or more	6	6	6	6
10m€ or more	7	10	11	16
5m€ or more	11	15	18	18
2mio€ or less	6	4	2	1

Centralised sale of TV rights and new distribution model continues to help to democratize LaLiga. 16 of 20 LaLiga sides could spend more than 10m€ on signings (vs 7 in 2015) and 18 spent 5m€ or more (vs 11 in 2015). Only 1 club spent 2m€ or less (vs 6 in 2015)

Investment in players by team - Bottom 10

Mio€



43,4mio€

58,2mio€

111,7mio€

The 10 clubs which invested the least this summer doubled the spending from last season to 111,7m€ (vs 58,2mio€ last summer)

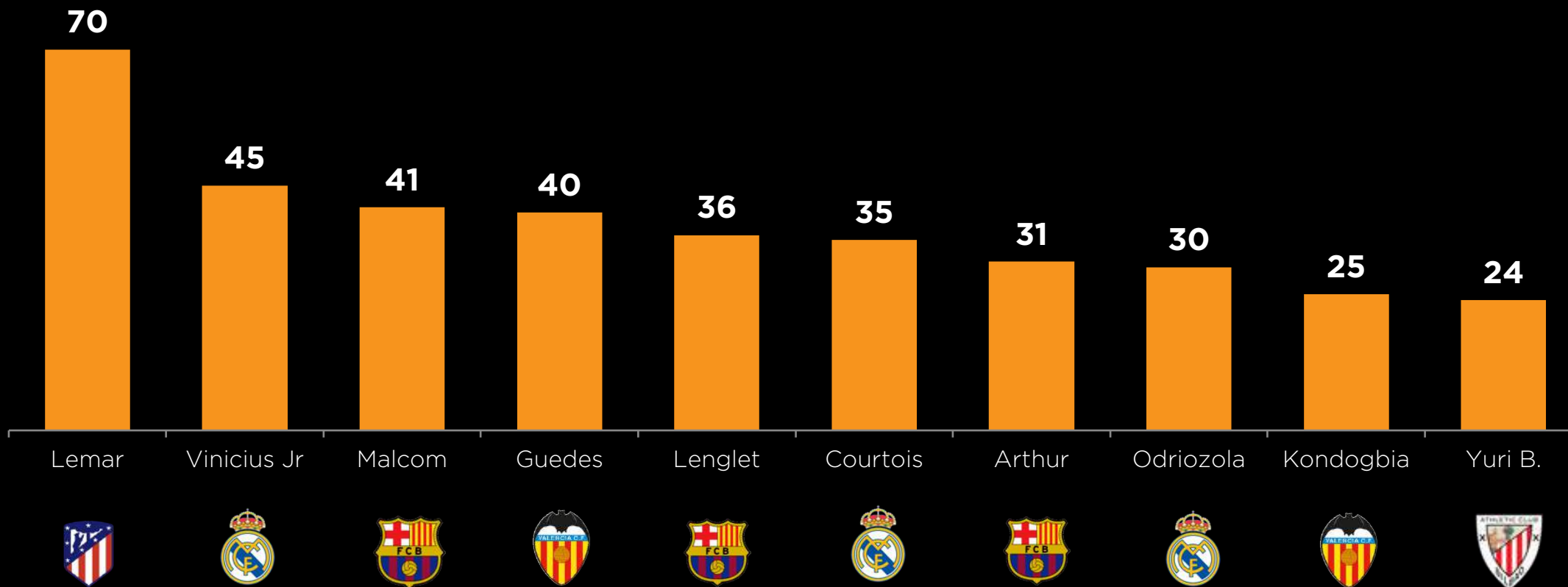
% of total investment by top 4 spenders



Never before the investment made by top 4 investors had represented a smaller percentage of the total. Combined investment for FC Barcelona, Sevilla, Real Madrid and Villarreal was only 59% of total (vs 73% 3 years ago)

Top 10 most expensive players 2018/19

Mio €



French winger Thomas Lemar becomes Atletico Madrid most expensive signing ever (70 mio€). Followed by Vinicius Jr (45m€) and Malcom, (41m€) the top three signings where from the three main candidates to win the league

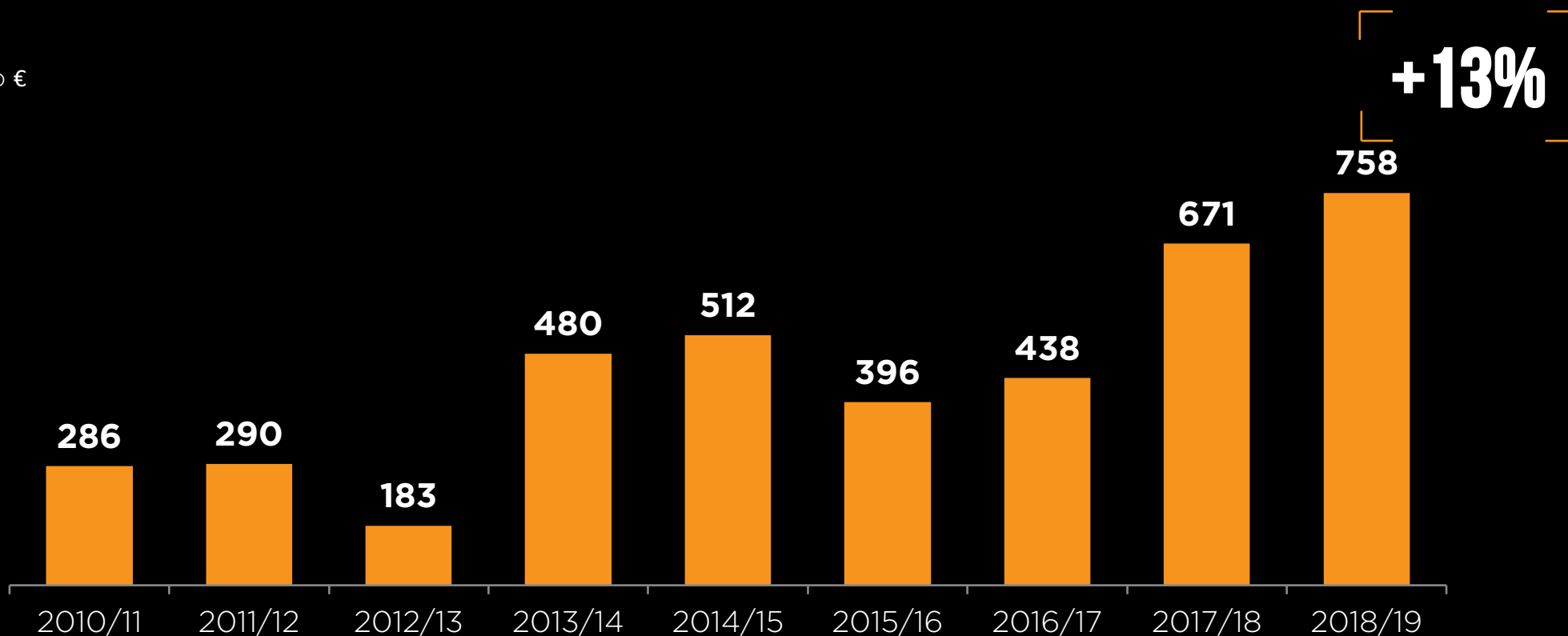
Top 10 most expensive players 2017/18

Mio €



Total value of player sales

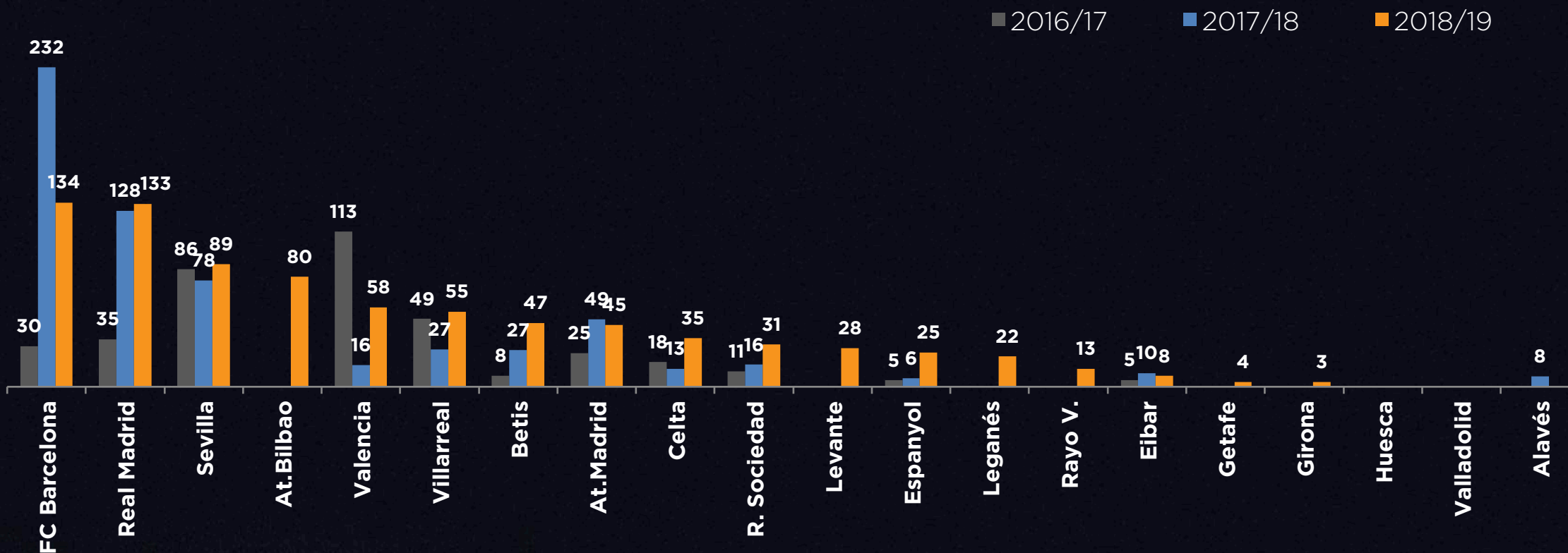
Mio €



La Liga Santander sold players for 758mio€ during the summer transfer window, an all-time record (+13% vs last season) lead by Cristiano Ronaldo sale to Juventus for 117m€

Player sales by team

Mio €

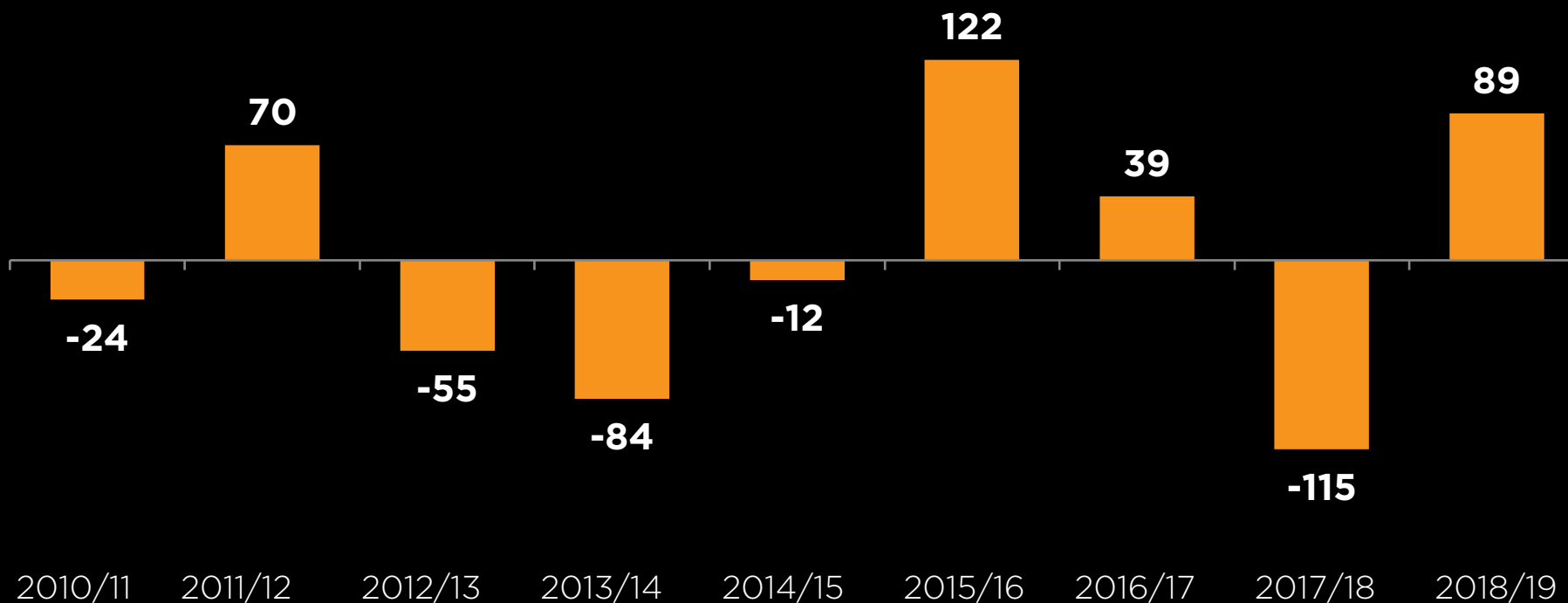


FC Barcelona established its new historical high in player sales income (134m€), apart from last season's undesired Neymar exit. Real Madrid follows after cashing-in 133m€, its all-time high for second season in a row. Sevilla is once again among top traders after collecting 89m€ this summer and making it a whopping 253m€ over the last 3 years

*Data not included for seasons in which team not at LaLiga Santander

Total net spending

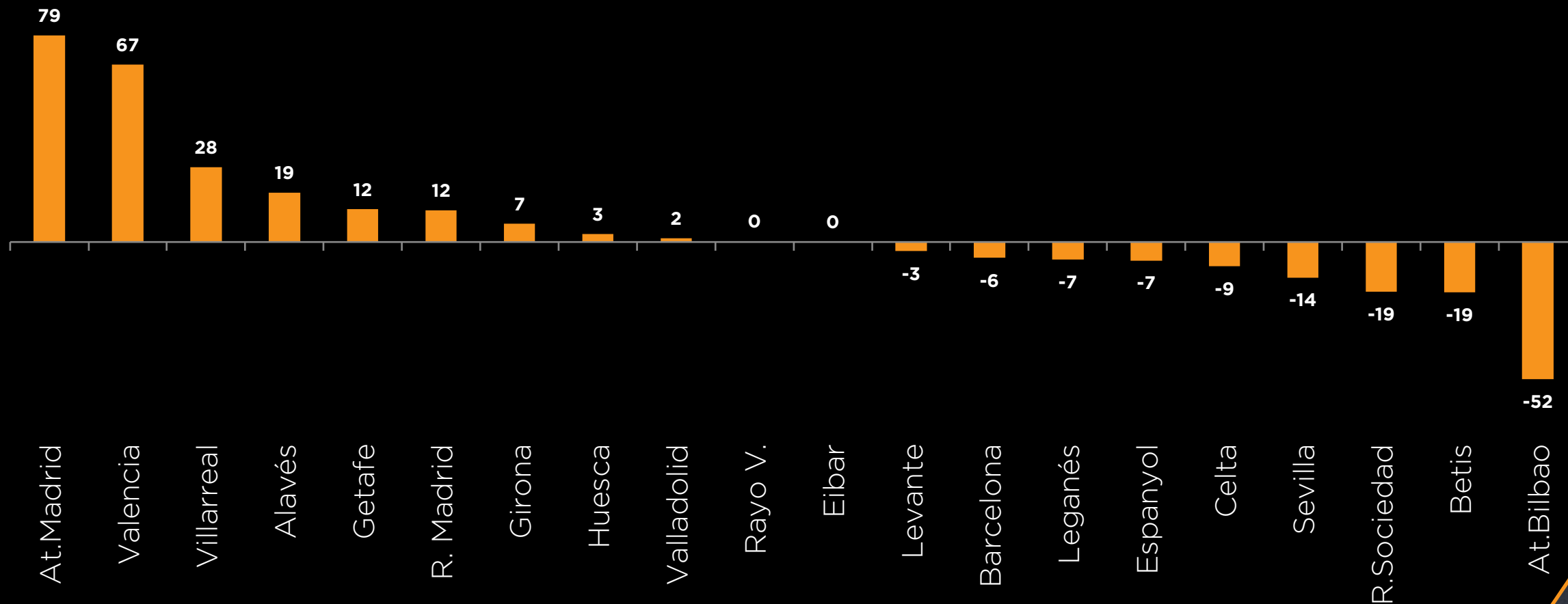
Mio €



Due to the astonishing investment in signings, La Liga scenario changes and this time, as the Premier League and Serie A, they spent more than earned from player transfers. Bundesliga and Ligue 1 are the only big European leagues earning more than what was spent

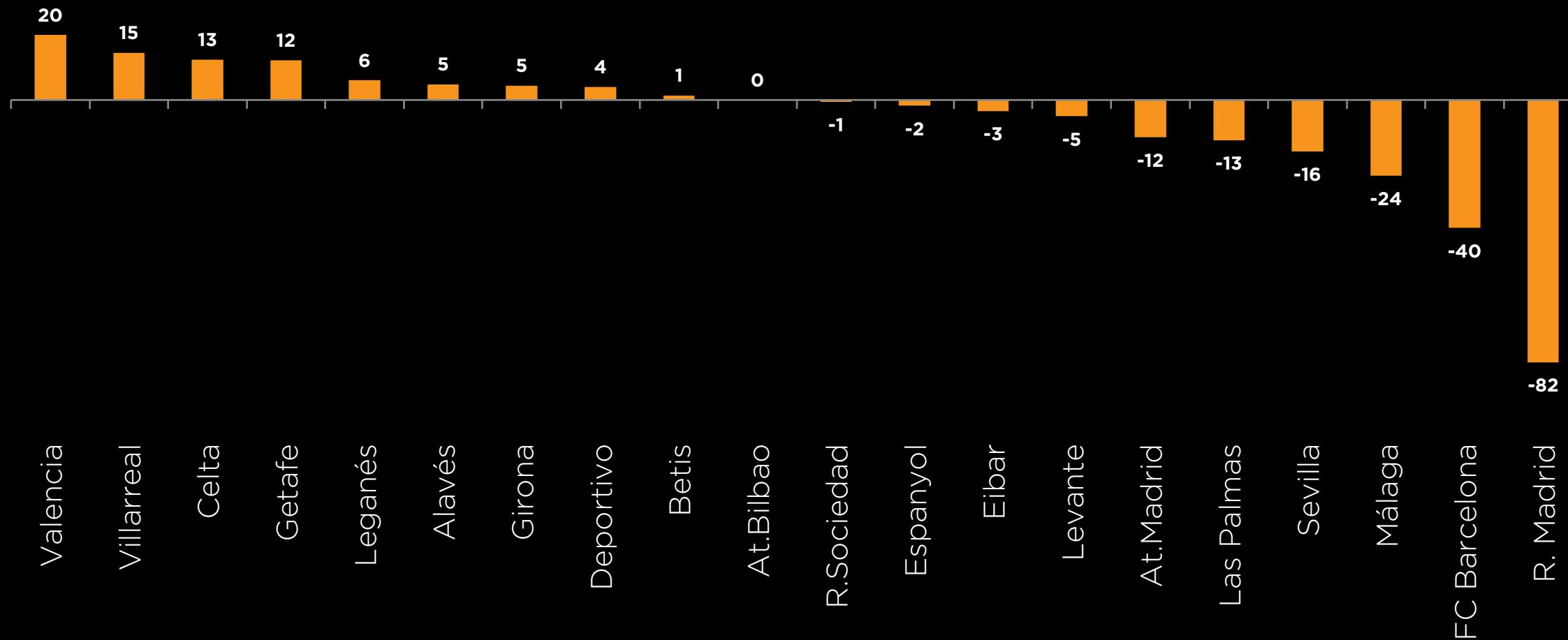
Net players spending by team 18/19

Mio€



Net players spending by team 17/18

Mio€





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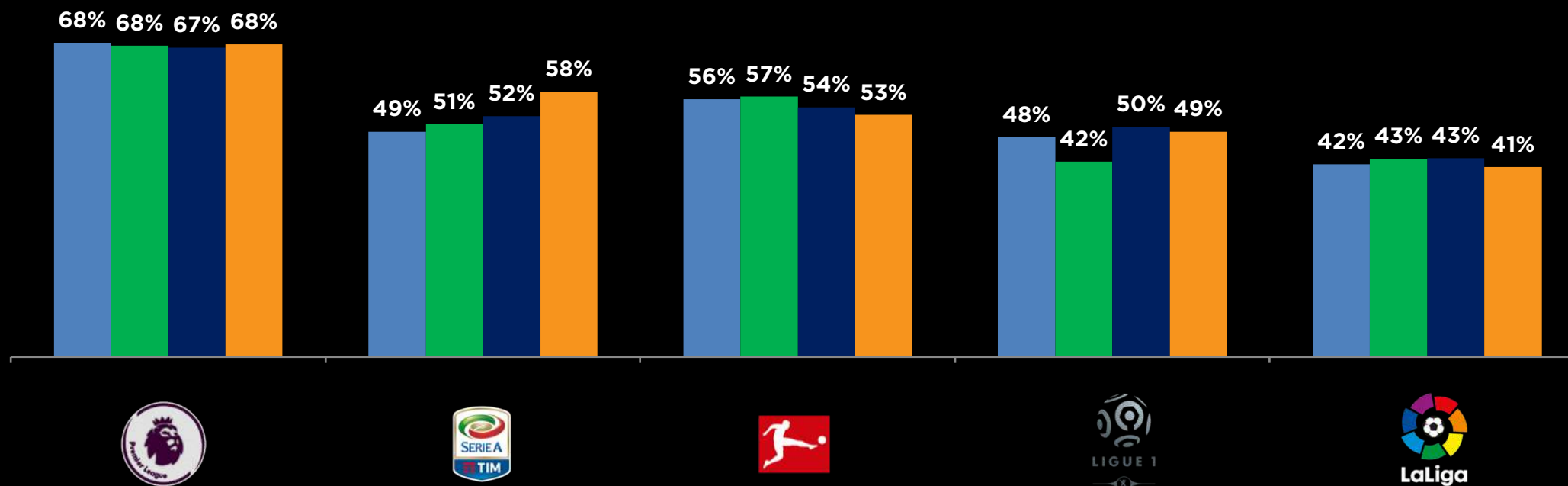
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% of non national players by league

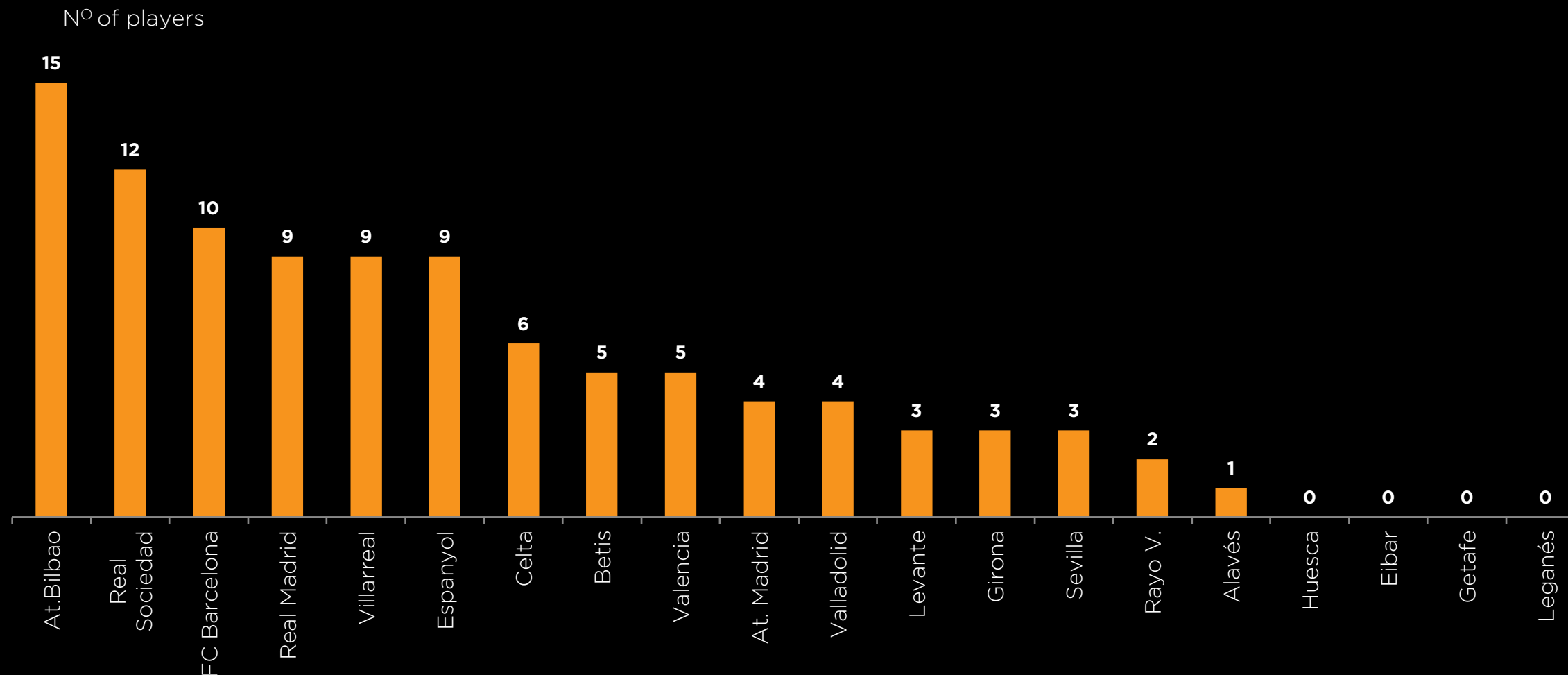
■ 2015/16 ■ 2016/17 ■ 2017/18 ■ 2018/19

Non-national players



LaLiga is consolidating as the league with the most national players (59%) amongst the big 5 European leagues, whereas Premier League clubs keep fighting to attract national players

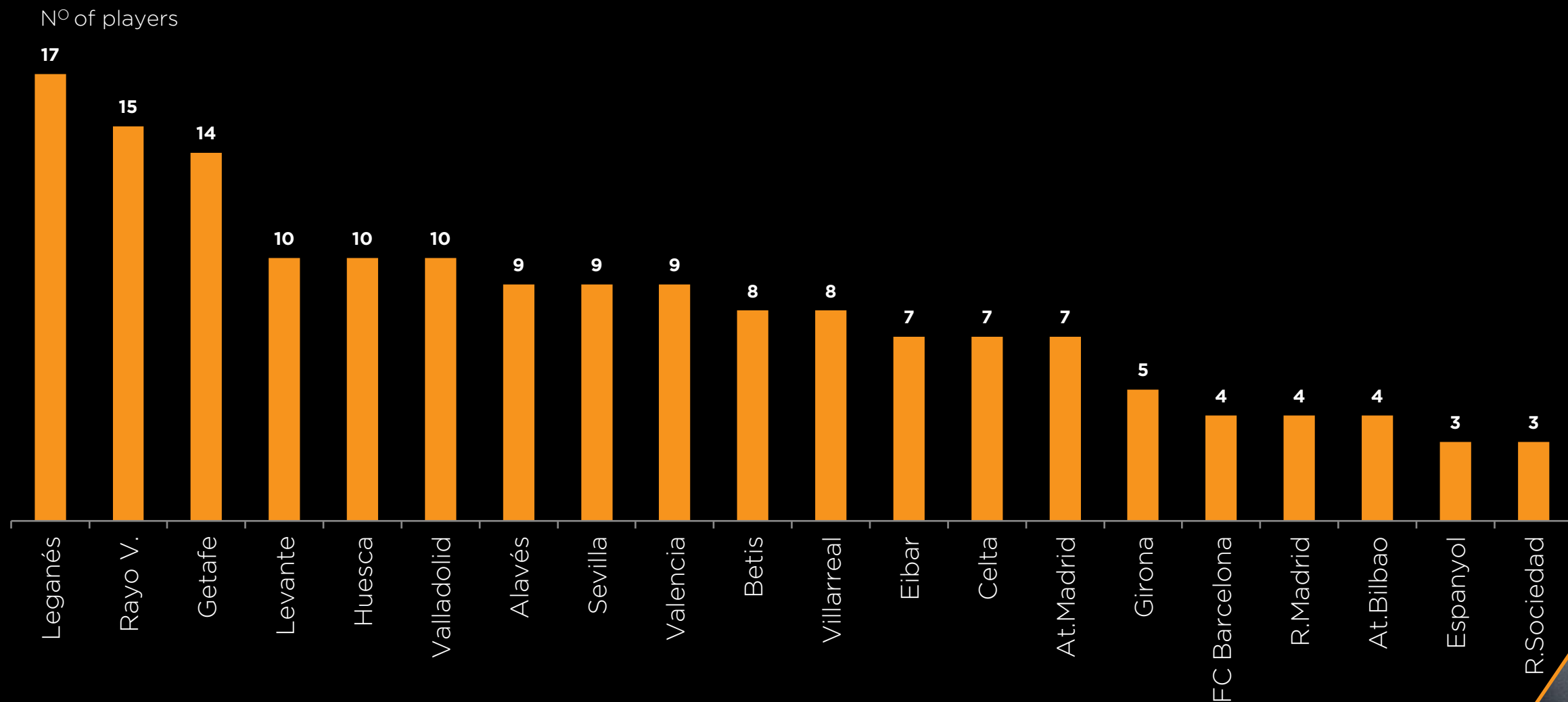
Homegrown players by squad



Athletic Bilbao tops the ranking for the 5th consecutive year and Real Sociedad earns second position showing dominance from two Basque teams. FC Barcelona maintains 10 home-grown players in the squad, but has seen the number progressively decrease during the last 5 seasons (having 17 in the 2013/14 season)

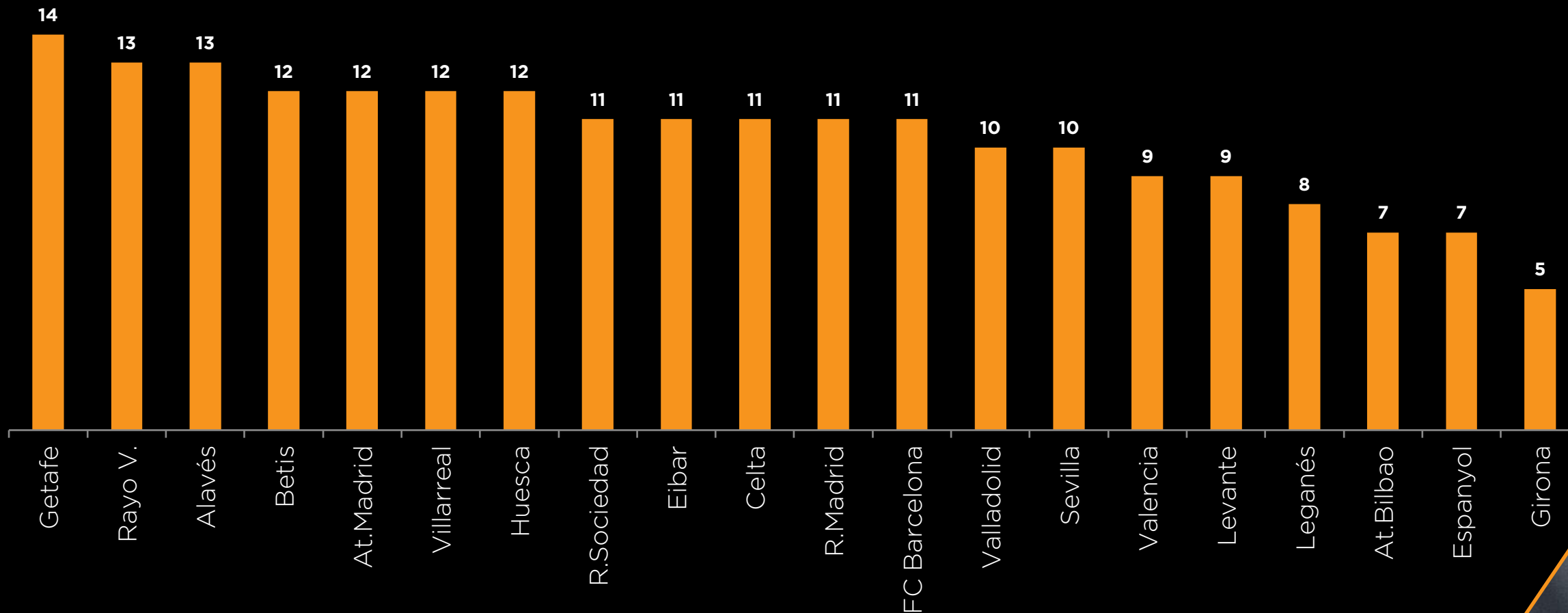
* Players having participated in any youth teams of the club, including reserves (B teams)

Sign-ups by team



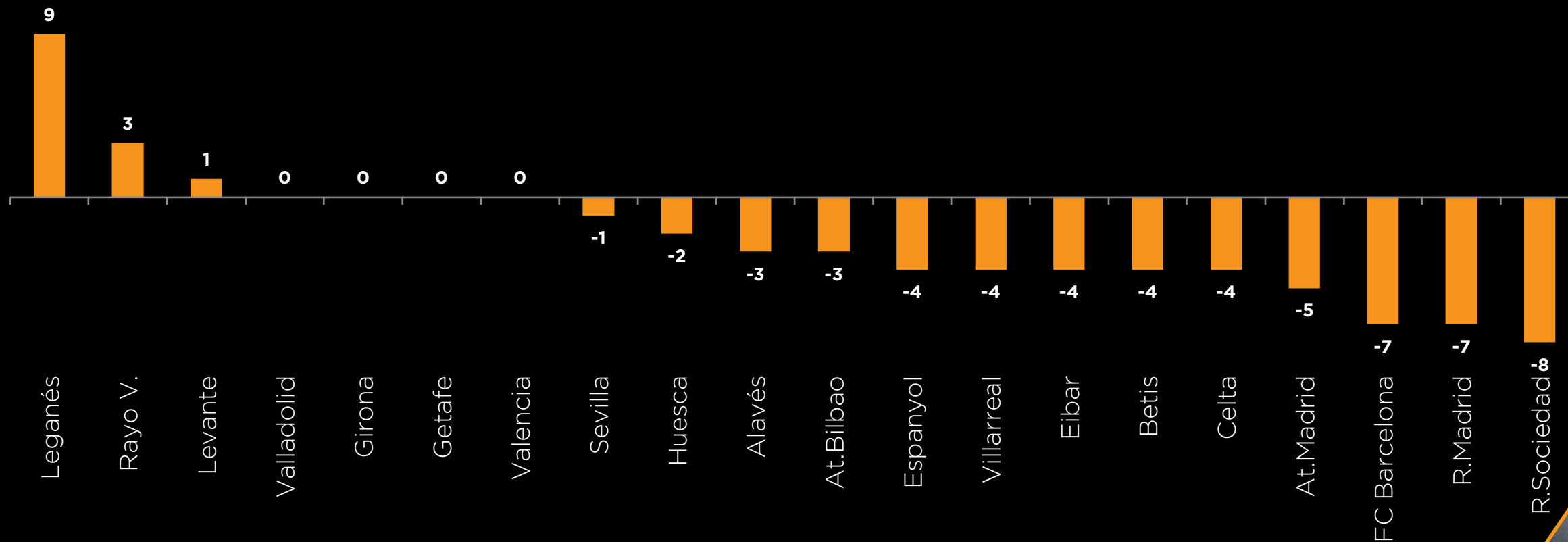
Player exits by team

Nº of players



Net sign-ups vs exits by team

Nº of players



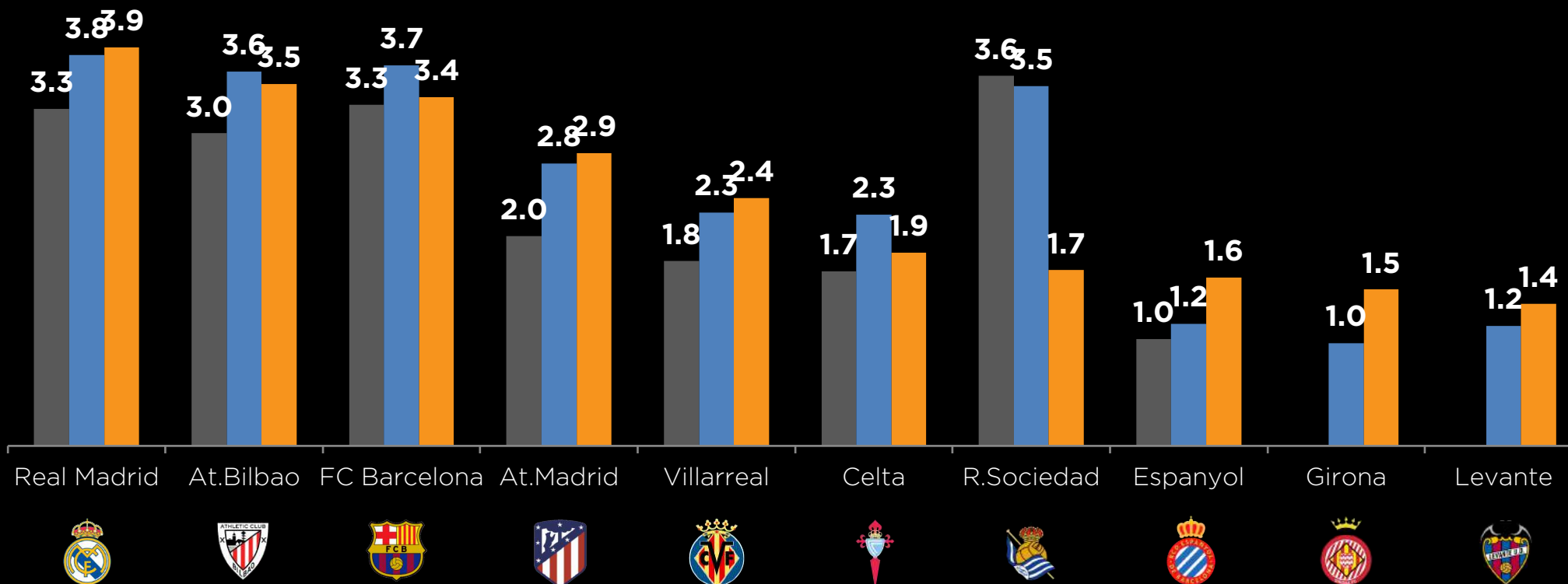
Average stability of squad - Top 10

Years*

■ 2016/17

■ 2017/18

■ 2018/19



Real Madrid consolidates as the most stable team, with players spending an average 3,9 years in the club. The more home-grown players, the more stable clubs are in general

* Average time of stay in the club

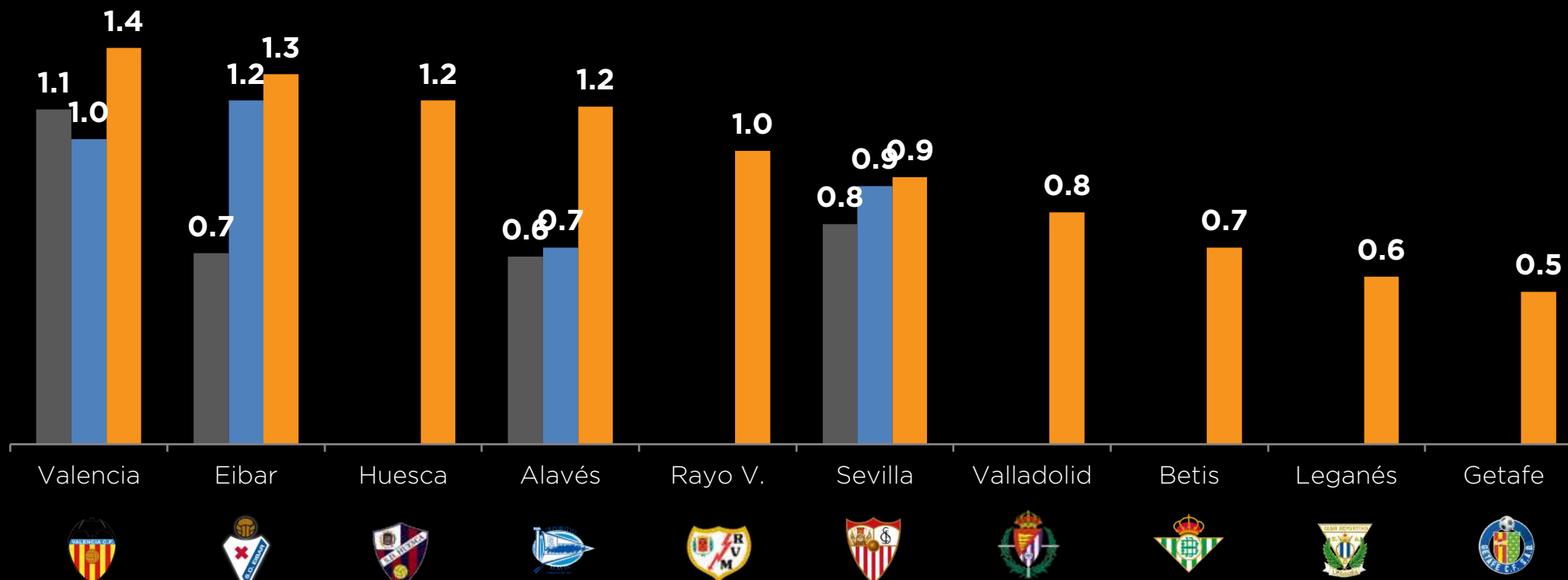
Average stability of squad - Bottom 10

Years*

■ 2016/17

■ 2017/18

■ 2018/19



Valladolid, Betis, Leganes and Getafe are the clubs with a newest and most renewed squad

* Average time of stay in the club



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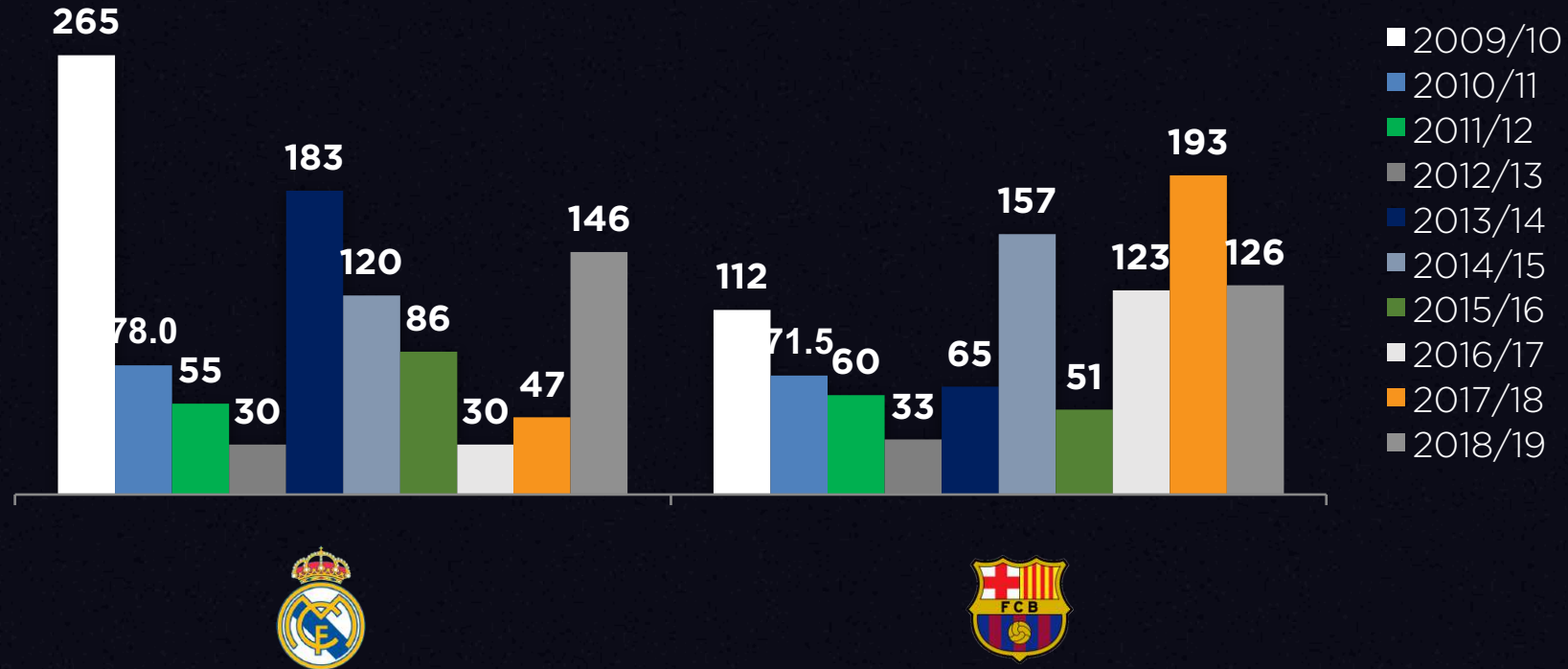
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New players investment R. Madrid vs FC Barcelona

Mio€



Real Madrid increased their investment signing 7 new players, most of them young starlets for the future. Their most expensive signing was Vinicius Jr (45m€), who is currently involved with their second team. FC Barcelona made big signings after losing Neymar, but Real Madrid did not follow the process when losing Cristiano Ronaldo. Barcelona spent 126m€ in four players, Malcom the most expensive (41m€).

				
	2017/18	2018/19	2017/18	2018/19
Signings investment (mio€)	193	126	47	146
Player sales (mio€)	232	134	128	133
Net signings investment (mio€)	-39	-8	-81	+13
# of signings	5	4	2	7
# of exits	8	7	9	4
Average cost per new player	39	31,5	23,5	20,8
Continuity players signed last season	6/6	2/5	0/1	1/2
Most expensive signing (mio€)	Dembélé (105)	Malcom (41)	Theo (30)	Vinicius Jr (45)

Players movement - Accumulated 10 years

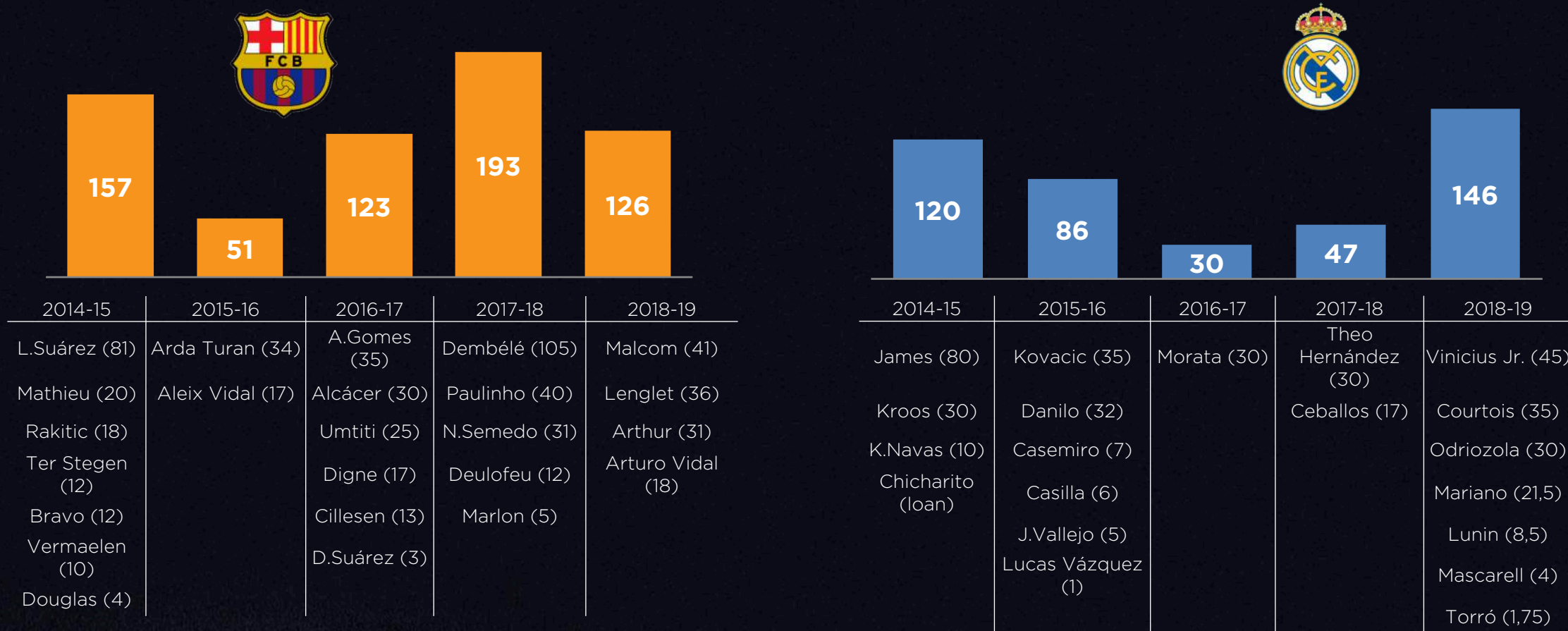
		
	2009/19	2009/19
Signings investment (mio€)	993	1040
Player sales (mio€)	664	685
Net signings investment (mio€)	329	355
Most expensive signing (mio€)	Dembélé (105)	Bale (101)
Most important sale (mio€)	Neymar (222)	Cristiano (117)

* Seasons 2009/10, 2010/11, 2011/12, 2012/13, 2013/14, 2014/15, 2015/16, 2016/17, 2017/18 and 2018/2019

		
	2018/19	2018/19
Nº players in First team	23	24
Average age	26,6	26,4
Average stability of squad (Average time of stay in the club)	3,4	3,9
% Foreign players	57%	46%
Nº Nationalities	11	10
Homegrown players by squad	10	7
New homegrown players by squad	2	1
U21 Players	3	4

Players signings FCB vs RMD last 5 years

Mio€



FC Barcelona has invested 221 m€ more than Real Madrid in the last 5 summer transfer windows, despite FIFA's sanction during the 2015/16 season

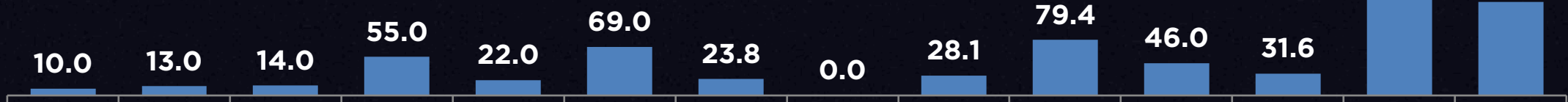
Players exits FC Barcelona 2005-2019

Mio€



232.2

134.0

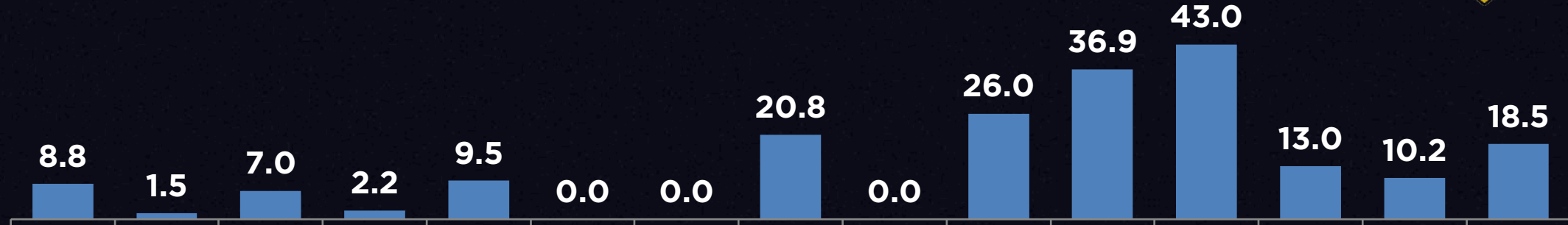


2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Rochemback (1,5)	Larsson (0)	Van Bronckhorst (0)	Edmílson (0)	Eto'o (20)	Touré (30)	V.Sánchez (0)	Keita (0)	Thiago (25)	Cesc (33)	Pedro (27)	Bravo (16)	Neymar (222)	Yerry Mina (30,25)
Ros (0)	Gabri (0)	Saviola (0)	Oleguer (3)	Gudjohnsen (2)	Chygrynskiy (15)	Milito (0)	Henrique (0)	Fontàs (1)	A.Sánchez (42,5)	Adama (10)	Bartra (8)	Tello (4)	Digne (20,2)
Albertini (-)	Damià (1)	Giuly (4,5)	Ronaldinho (25)	Jorquera (0)	R. Márquez (0)	Jeffren (3,75)		Villa (2,1)	J. dos Santos (1,5)	Deulofeu (6)	Halilovic (5)	Mboulou (3)	Deulofeu (13)
Riquelme (7)	Recber (0)	Máxi López (2)	Ezquerro (0)	Sylvinho (0)	Henry (0)	Bojan (12)		Abidal (0)	Bojan (1,8)	D.Suárez (3)	Adriano (0,6)	E.García (1,7)	Aleix Vidal (8,5)
Gérard (0)	López (0)	Belletti (5,5)	Deco (10)		Ibrahimović (24)	Cáceres (3)			Rodri (0,6)		Song (0)	Lee (1,5)	Marlon (6)
García (1,5)	Navarro (6)	Motta (2)	Thuram (-)			O.Romeu (5)			Keirrison (0)		D.Alves (0)		Iniesta (0)
	Rodri (0)		G. dos Santos (6)								Montoya (0)		Paulinho (50)
	Mark van Bommel (6)		Zambrotta (10,5)								Sandro (0)		Arnaiz (5)
			Crosas (0,54)										De Galarreta (0,5)

Homegrown player sales FC Barcelona 2004-2019



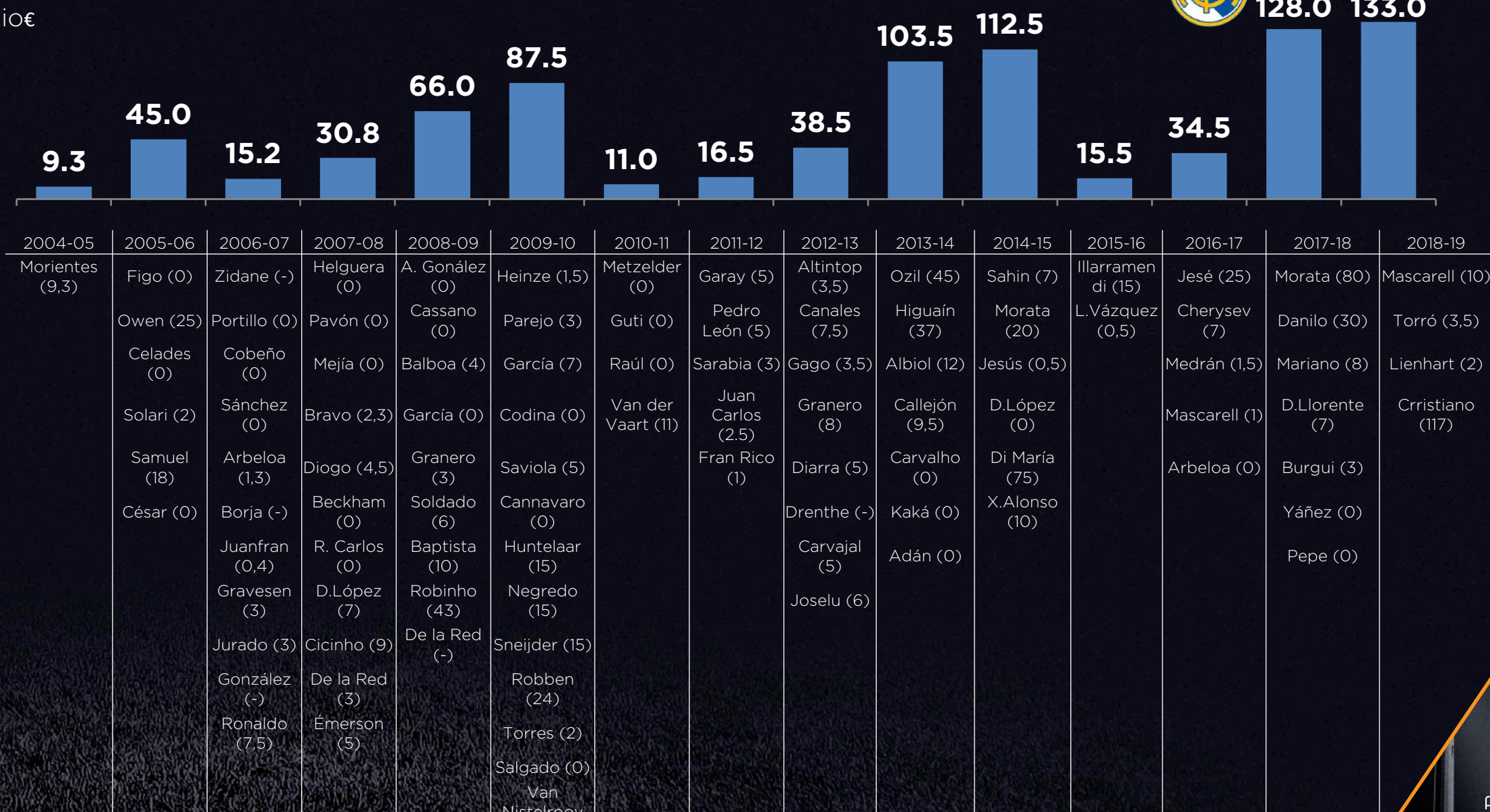
Mio€



2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
L.García (8,8)	S. Garcia (1,5)	Gabri (0)	Motta (2)	G. dos Santos (6)	Jorquera (0)		V.Sánchez (0)		Thiago (25)	Cesc (33)	Pedro (27)	Bartra (8)	Tello (4)	Deulofeu (13)
Santamaría (0)	Ros (0)	Damià (1)	Calvo (0,2)	Oleguer (3)			O.Romeu (5)		Fontàs (1)	J. dos Santos (1,5)	Deulofeu (6)	Halilovic (5)	Mboulé (3)	Arnaiz (5)
Tortolero (0)		F.Navarro (6)		Crosas (0,5)			Jeffren (3,8)			Bojan (1,8)	Adama (10)		E.García (1,7)	De Galarreta (0,5)
							Bojan (12)			Rodri (0,6)			Lee (1,5)	
										V.Valdés (0)				
										Oier (0)				
										Cuenca (0)				

Players exits R. Madrid 2004-2019

Mio€



FC Barcelona established a new historical high in player sales income (134mio€), apart from last season with undesired Neymar exit for 222m€. This summer the club paid sold more than spent in the market for second season in a row.

- ⚽ Average age of new signings (4) is 24 years old.
- ⚽ Income from player sales decreased to 134m€ vs 232m€ last season
- ⚽ With Deulofeu (13), Arnáiz (5) and De Galarreta (0,5) the club has made a total of 18,5mio€ on home-grown players.

After the new signings were made:

- ⚽ The number of home-grown players remains the same, 10 (it was 17 five seasons ago)
- ⚽ Stability of the squad decreases a bit to 3,4 (vs 3,3 last season)

Summary Real Madrid



Real Madrid did not want to splash the cash to replace Cristiano Ronaldo and for the second season in a row the club broke their selling record reaching 133m€ in player sales.

- ⚽ There have been 7 new signings, but 3 already left the club. The investment reached 146m€.
- ⚽ Following the strategy designed in the previous years, the club keeps investing in Young talent, being the average age of signings 22 years old.
- ⚽ Earnings from player sales has increased from 128m€ to 133m€.
- ⚽ Cristiano Ronaldo (117m€) becomes the club's highest ever sale and the 2nd in de LaLiga Santander's history

After the new signings were made:

- ⚽ The number of home-grown players decreases: 8 to 7.
- ⚽ Stability of the squad increases a bit. Players have been an average of 3,9 years in the squad (vs 3,3 last season)



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Conclusions FTR 2018 (1 of 5)

- ⚽ Top 5 European Leagues investment in new players fell for the first time in 6 year (-4%), although total amount was still over 4bio€ (4,2bio€), second highest in history
- ⚽ Despite Premier League was still the European driving force, expenditure was down for the first time in 8 years (-11% to 1,4bio€), mainly due to transfer window early closure as well as little prospect of TV revenue growth. SerieA investment continued to grow in a consistent way to just over 1bio€. LaLiga sides spent 884m€, (+59%, all-time record). Ligue1 number back to normal following Neymar and Mbappé previous season impact.
- ⚽ Ligue 1 is once again the most monopolized European league (62,7%, down from 76% of last season). LaLiga polarization continues to decrease for 5th consecutive season (59%). Bundesliga and EPL are the least polarized tournaments with 45% and 38,7% respectively invested by top 4 teams.
- ⚽ Player sales income in La Liga grew a whopping 18% to 795m€, also an all-time high. Premier League sides strategy of talent retention resulted in an astonishing 54% investment decline (383m€). SerieA, Ligue1 and Bundesliga sold players for similar amounts as previous summer



Conclusions FTR 2018 (2 of 5)

- ⚽ In terms of net spending, EPL continue to play in a different league and surpassed for the first time the 1bio€ barrier. LaLiga is back to positive net investment after last season's negative net spending, when it collected more money from player sales than invested in signings
- ⚽ Juventus led the way in Europe after investing a whopping 257m€, including 117 m€ paid to Real Madrid for Cristiano Ronaldo. This is third biggest investment in football history after PSG last summer (418m€) and Real Madrid in 2009 (265m€). Liverpool (182m€) and Real Madrid (146m€ despite not replacing Cristiano Ronaldo with a big name) follow the Italian champions in the list
- ⚽ After cashing in a whopping 358m€ from player sales last year, AS Monaco repeat in the first position selling for a whopping 534m€ in just 2 summers. AS Roma followed with 147m€ from player sales. FC Barcelona getting better at selling players after cashing-in 134m€ this summer (highest in history apart from Neymar non-desired departure)
- ⚽ Players trading among top sides has become a standard practice, with a whopping 397m€ in transactions this summer (adding to 507m€ last year). Highest profile transfer were Cristiano Ronaldo and Alisson



Conclusions FTR 2018 (3 of 5)

- ⚽ Cristiano Ronaldo to Juventus is the most expensive transfer of the summer (117m€). The amount paid by Chelsea to get Kepa (80m€) is second highest in Europe and all-time record for a goalkeeper. 3 Liverpool signings (Alisson, Keita and Fabinho) are in the top 10 after reinvesting money collected from Coutinho sale. 7 of 10 most expensive transfers of summer window were still conducted by Premier League sides. 2 goalkeepers are in the top 10 for the first time
- ⚽ Kepa and Alisson for 80 and 63 m€ respectively were the most expensive goalkeepers in football history, while long-term target Mahrez finally joined Manchester City for 68m€. There were no English players in the Top 10 most expensive players (last year only Kyle Walker was amongst them).
- ⚽ LaLiga Santander registered the highest investment ever, with clubs investing a whopping 884mio€ in new players (+59% vs last year). A total of 16 clubs invested more than in the previous season and 10 more than 25m€.
- ⚽ FC Barcelona and Real Madrid's combined investment represented only 30% of LaLiga Santander total, a record low and in line with aspiration of reducing tournament dependence on both giants. So LaLiga Santander is not only about Real Madrid and FC Barcelona anymore. Total investment made by the rest of LaLiga sides already represents two thirds of the total (vs 20% in 2009/10)

Conclusions FTR 2018 (4 of 5)

- ⚽ Centralised sale of TV rights and new distribution model continues to help to democratize LaLiga. 16 of 20 LaLiga sides could spend more than 10m€ on signings (vs 7 in 2015) and 18 spent 5m€ or more (vs 11 in 2015). Only 1 club spent 2m€ or less (vs 6 in 2015). Never before the investment made by top 4 investors had represented a smaller percentage of the total. Combined investment for FC Barcelona, Sevilla, Real Madrid and Villarreal was only 59% of total (vs 73% 3 years ago)
- ⚽ The 10 clubs which invested the least this summer in LaLiga doubled the spending from last season to 111,7m€ (vs 58,2mio€ last summer)
- ⚽ FC Barcelona established its new historical high in player sales income (134m€), apart from last season's undesired Neymar exit. Real Madrid follows after cashing-in 133m€, its all-time high for second season in a row. Sevilla is once again among top traders after collecting 89m€ this summer and making it a whopping 253m€ over the last 3 years
- ⚽ Due to the astonishing investment in signings, LaLiga scenario changes and this time, as the Premier League and Serie A, they spent more than earned from player transfers. Bundesliga and Ligue 1 are the only big European leagues earning more than what was spent

Conclusions FTR 2018 (5 of 5)

- ⚽ LaLiga is consolidating as the league with the most national players (59%) amongst the big 5 European leagues, whereas Premier League clubs keep fighting to attract national players
- ⚽ Athletic Bilbao tops the homegrown ranking for the 5th consecutive year and Real Sociedad earns second position showing dominance from two Basque teams. FC Barcelona maintains 10 home-grown players in the squad, but has seen the number progressively decrease during the last 5 seasons (having 17 in the 2013/14 season)
- ⚽ Real Madrid consolidates as the most stable team, with players spending an average 3,9 years in the club. The more home-grown players, the more stable clubs are in general
- ⚽ Valladolid, Betis, Leganes and Getafe are the clubs with a newest and most renewed squad



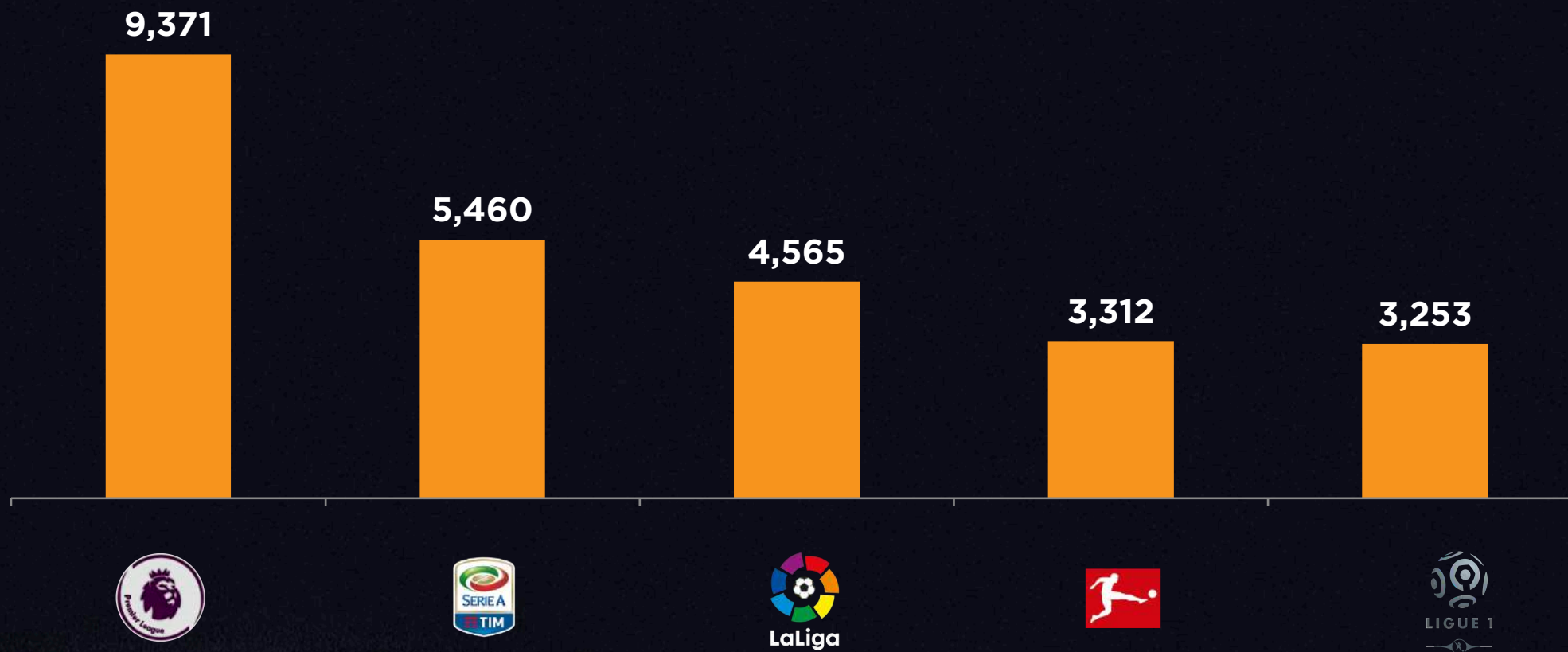
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10 years accumulated investment top 5 leagues

Mio€

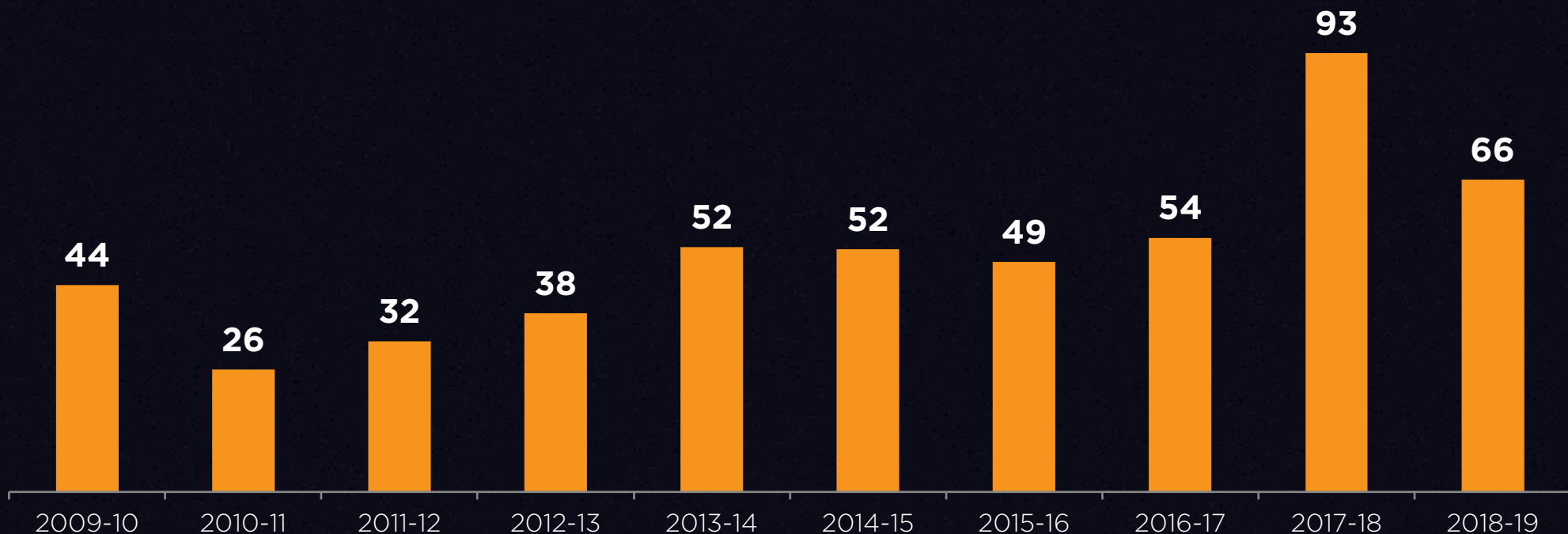


*Winter window transfers not included



Average value top 10 european signings last 9 years

Mio€



*Winter window transfers not included



primetime sport

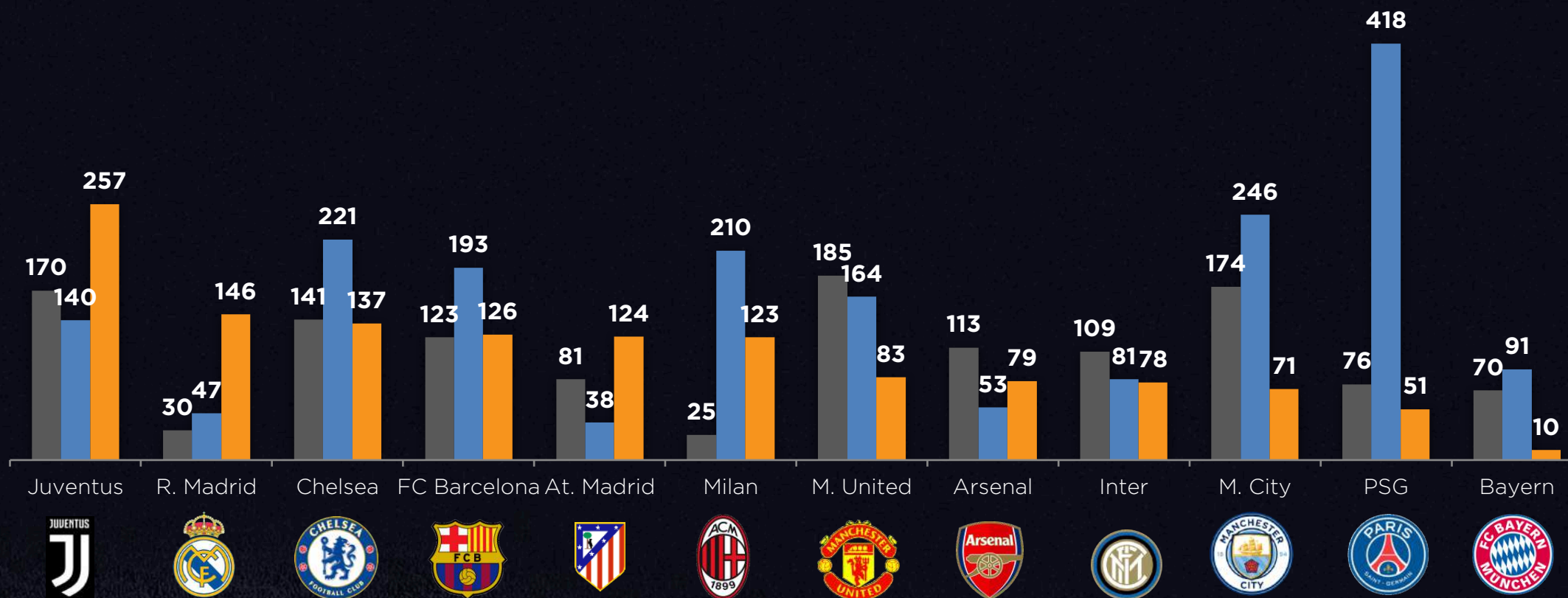
Top european teams spending ranking

Mio €

■ 2016/17

■ 2017/18

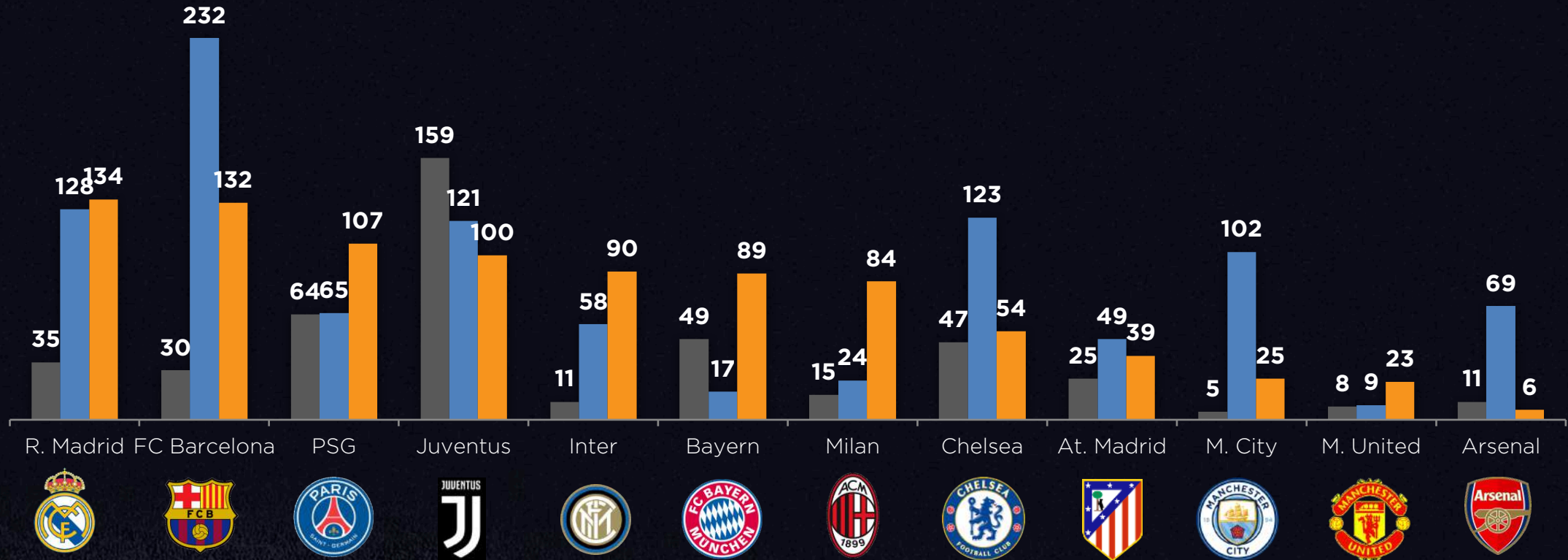
■ 2018/19



Top european teams player sales ranking

Mio €

■ 2016/17 ■ 2017/18 ■ 2018/19



European elite historical signings ranking

Mio€

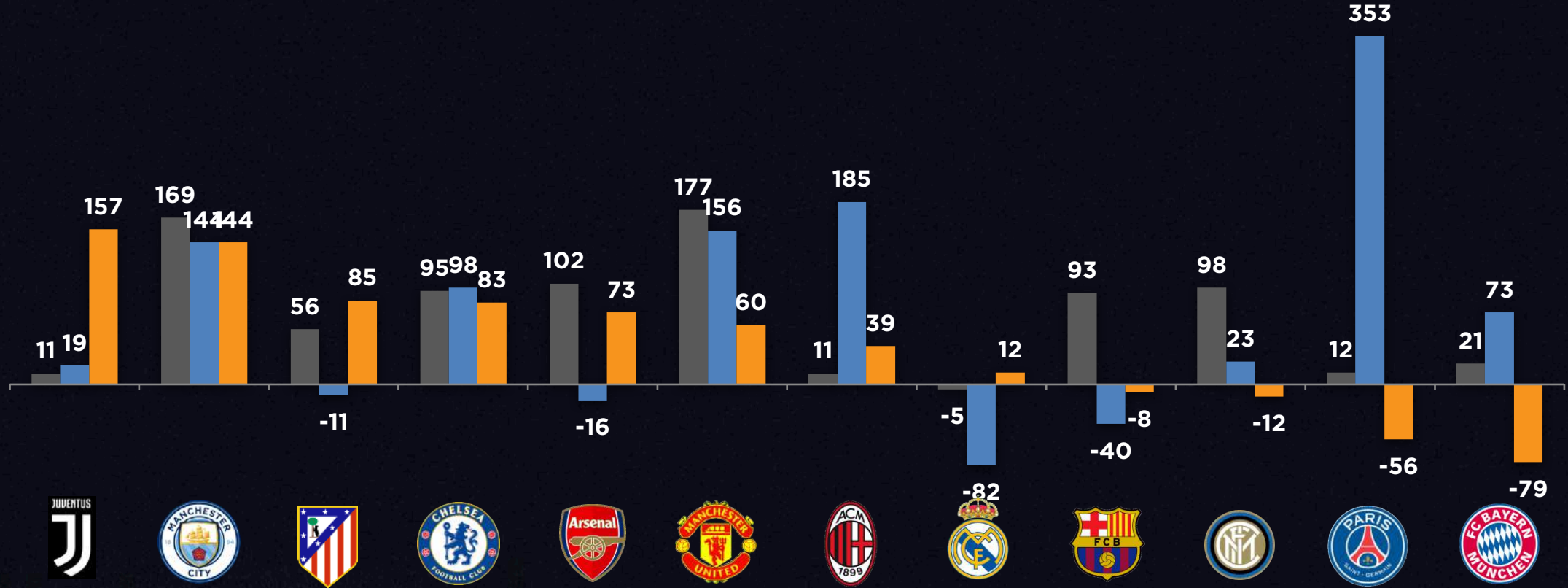


*Winter window transfers not included

Top european teams net investment ranking

Mio €

■ 2016/17 ■ 2017/18 ■ 2018/19



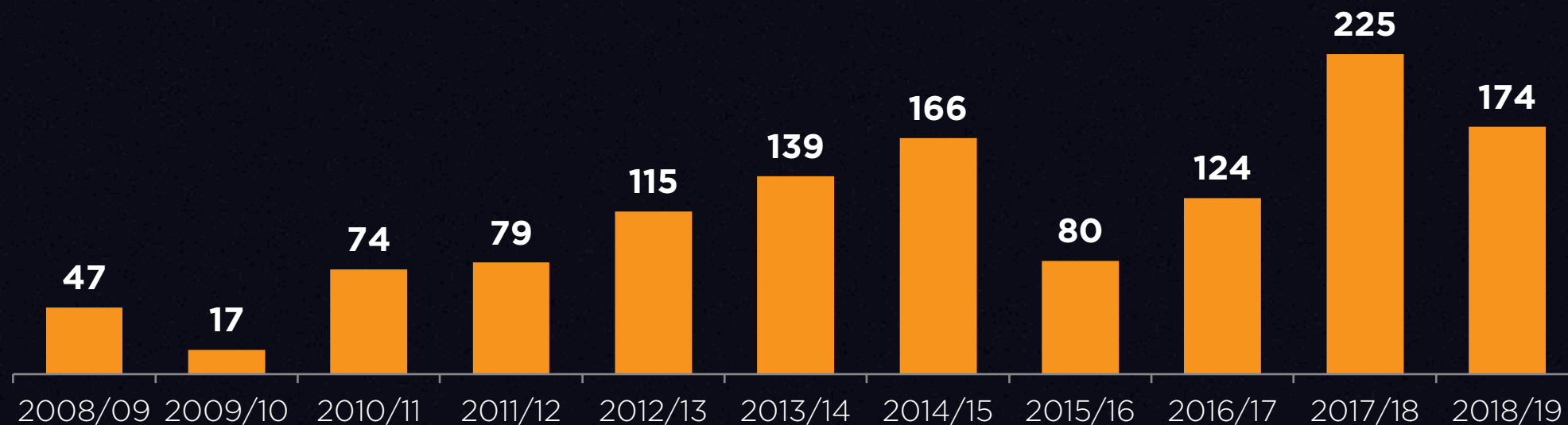
Top 10 on 10 years accumulated player sales

Mio€













Sales abroad of national players –LaLiga Santander

Mio €













*It includes sales from LaLiga Santander and Liga 123

Homegrown players by team

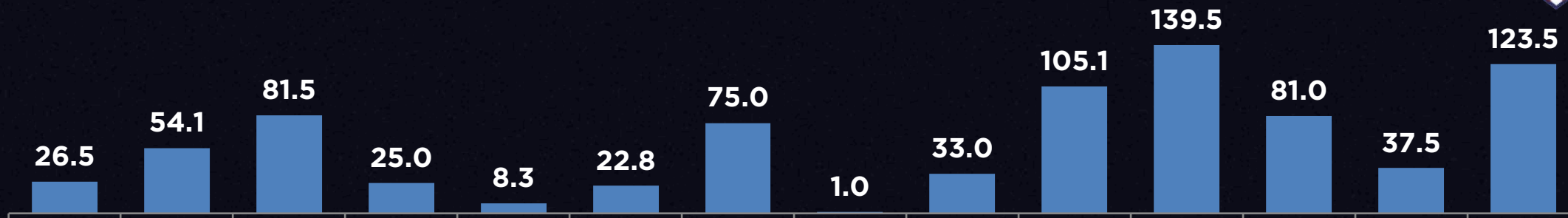
CLUB	HOMEGROWN PLAYERS
	Piqué, Alba, Busquets, S.Roberto, Rafinha, Messi, Denis Suárez, Munir, Aleñá, S. Samper
	Kiko Casilla, Nacho, Carvajal, Casemiro, M.Llorente, L.Vázquez, Mariano, Reguilón, Fede Valverde
	Lucas Hernández, Thomas, Koke, Saúl Ñíguez
	Doménech, Gayá, Toni Lato, Carlos Soler, F. Torres
	J. Soriano, B.Lasso, J.Navas
	K.Rodrigues, A. Elustondo, Illarramendi, R.Pardo, D. Zurutuza, I. Zubeldia, Oyarzabal, Jon Bautista, Sangalli, Marquellanz, Zaldúa, Gorosabel
	Herrerín, U.Núñez, Yeray Álvarez, San José, Iturraspe, Beñat, I.Córdoba, Susaeta, Muniaín, Williams, Aduriz, Nolaskoain, U. López, U. Simon, Remiro,
	-
	Pere Pons, Granell, Pedro Porro
	Dídac Vilà, J. López, D. López, Sergi Darder, Marc Roca, Melendo, Puado, A. López, Pipa

Homegrown players by team

CLUB	HOMEGROWN PLAYERS
	Jaume Costa, Mario Gaspar, Bruno Soriano, Manu Trigueros, Cazorla, Pedraza, Morlanes, Raba, Gerard Moreno
	Lass Bangoura, Embarba
	Morales, Jason, Roger Martí
	S.Álvarez, R. Blanco, Hugo Mallo, Iago Aspas, Brais Méndez, K. Vazquez
	-
	F. Calero, Moi Delgado, Anuar, Toni Villa
	-
	Aguirregabiria
	-
	Joaquín, S. León, Junior Firpo, Francis, Loren Morón

Players signings At. Madrid 2005-2019

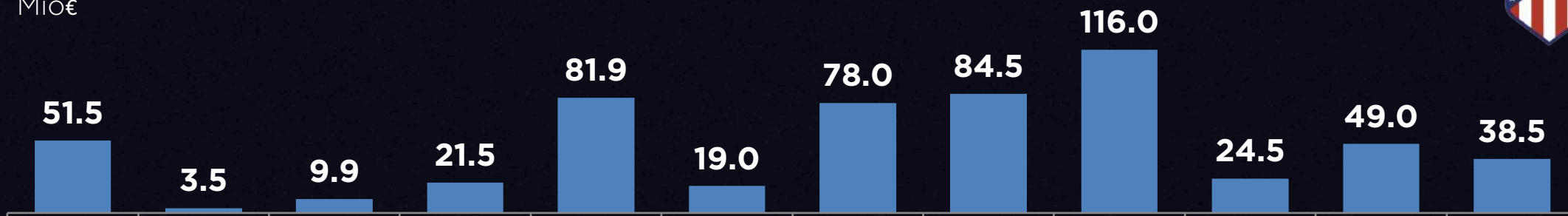
Mio€



2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Kezman (9)	Pernía (4)	D. Costa (1,5)	Heitinga (10)	L. Cabrera (1,5)	D. Costa (1)	Miranda (0)	Emre (0)	Giménez (0,9)	Moyà (3)	J.Martínez (35)	Gameiro (32)	Vitolo (37,5)	Lemar (70)
M. Rodríguez (5)	Zé Castro (0)	R. García (13)	Ujfalusi (0)	Juanito (0)	F. Mérida (0)	Sílvio (7)	C. Rodríguez (0)	Demichelis (0)	Siqueira (10)	Savic (25)	Gaitán (25)		Rodri (20)
J. Valera (0)	Seitaridis (6)	Abbiati (loan)	Sinama-Pongolle (10)	Asenjo (5,5)	M. Suárez (1,8)	Gabi (3)	C.Díaz (1)	Baptistao (7)	Mandzukic (18)	Y.Ferreira (20)	Vrasljko (16)		Kalinic (14,5)
Galletti (2,5)	Kun Agüero (21,7)	Forlán (21)	Coupet (2)	Roberto (1,25)	F. Luís (12)	Adrián (0)	Cisma (0)	Villa (2,1)	Oblak (16)	Vietto (20)	Diogo (7)		Arias (11)
Petrov (10)	Costinha (6)	L. García (4)	Assunção (3)		Godín (8)	R. Micael (5)		Roberto (6)	Griezmann (30)	F.Luís (16)	A.Werner (0,8)		Jonny (7)
	Mista (4)	C. Santana (8)	Banega (loan)			Courtois (loan)		Aranzubia (0)	R. Jiménez (10,5)	Mensah (10)			Adán (1)
	De las Cuevas (0,4)	Simao (20)				Falcao (47)		Alderweireld (7)	Ansaldi (loan)	Kranevitter (8)			Gelson Martins (0)
	Jurado (3)	Reyes (12)				Pacheco (loan)		Guilavogui (10)	J. Gámez (0)	Borré (5,5)			
	Maniche (9)	Motta (2)				Pizzi (loan)			Moreira (0)				
						Diego (loan)			E. Velázquez (2,6)				
						A. Turan (13)			Cerci (15)				

Players exits At. Madrid 2007-2019

Mio€



2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Pinola (1,2)	Jurado (Loan)	Zé Castro (2)	P. Ibáñez (0)	Baldé (1)	Perea (0)	Falcao (60)	Insúa (Loan)	A.Turan (34)	B.Bastón (18)	Theo (30)	Gameiro (16)
Gabi (0)	Cuéllar (0)	Maniche (0)	Roberto (8,5)	Ujfalusi (2)	A. López (0)	Silvio (Loan)	Villa (0)	Mandzukic (19)	Baptistao (3,5)	Kranevitter (8)	Diogo Jota (14)
Galletti (2,1)	Eller (0)	Bernabé (0)	Baldé (Loan)	De Gea (20)	Domínguez (8)	Cisma (0)	Roberto (6)	Alderweireld (16)	Guilavogui (3)	Manquillo (5)	Malong (7,5)
Torres (38)	Falcón (0)	De las Cuevas (0,3)	Pernía (0)	Kun Agüero (45)	Pizzi (Loan)	Micael (3)	Asenjo (5)	M.Suárez (15)	Gámez (0)	Borré (3)	Velazquez (1)
Petrov (7)	Mista (0)	Leo Franco (0)	R. Pérez (Loan)	Valera (0)	Assunção (0)	Robles (4)	Oliver (Loan)	R.Jiménez (9)	Sílvio (0)	Amath (3)	
Bravo (0)	M. Suárez (0,8)	Coupet (0,8)	Cabrera (Loan)	R. García (Loan)	Pérez (Loan)	Pérez (Loan)	Costa (38)	R.García (8)		Cerci (0)	
Toché (0)	Zé Castro (Loan)	D. Costa (0)	Salvio (Loan 2)	Micael (Loan)	Micael (Loan)	Pulido (0)	R. Pérez (Loan)	Miranda (15)			
Roberto (Loan)	Roberto (0)	L. García (0)	Jurado (11)	Pacheco (Loan)	Salvio (11)	Díaz (0)	Aranzubia (0)	Insúa (0)			
Cuéllar (Loan)	Motta (0)	Seitaridis (0)		Mérida (Loan)	Cabrera (Loan)	Asenjo (Loan)	Diego (0)	C.Rodríguez (0)			
Costinha (0)	Reyes (Loan 2,65)	Heitinga (6,8)		Elias (8,85)	Mérida (0)	Pizzi (6)	Adrián (11)	Kader (0)			
M.Suárez (Loan)	Costa (Loan)			Forlán (5)	Bastón (Loan)	Roberto (Loan)	F. Luís (17)	Baptistao (loan)			
D. Costa (Loan)	Santana (Loan)			Bastón (Loan)		Saúl (Loan)	Thomas (Loan)	Mensah (Loan)			
Braulio (0)	Valera (Loan)			Cabrera (Loan)		Demichellis (5)	Baptistao (Loan)	Borré (loan)			
Luccin (2,8)				Pérez (Loan)			Manquillo (Loan)	Bastón (loan)			
							Guilavogui (Loan)	Manquillo (loan)			
							Velázquez (Loan)	Kranevitter (loan)			
							Toby (Loan)				



Prime Time Sport business areas

Services
Consultation
Content

FOOTBALL



- ⚡ Player representation
- ⚡ Intermediation

- ⚡ Homegrown talent development
- ⚡ Coaching
- ⚡ Software & Infrastructure



CORPORATE FINANCE & M&A



- ⚡ Investors recruitment
- ⚡ Squad valuation (Football Value Index)
- ⚡ Secured lending

- ⚡ Clubs valuation for M&A
- ⚡ Investors deck production



MARKETING



- ⚡ Player Image Rights
- ⚡ Sponsors recruitment
- ⚡ Friendly matches
- ⚡ Conferences and education

- ⚡ Commercial development
- ⚡ Sponsorship deck production



PRIMETUBERS



- ⚡ Branded content campaigns
- ⚡ Influencers representation

- ⚡ Assistance to brands to engage with influencers
- ⚡ Sponsorship activation through influencers



primetime sport



Meet the senior team

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Esteve Calzada



CEO and founder Prime Time Sport

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International Marketing studies at California, Berkeley (USA)

Former marketing executive at Unilever, Reckitt Benckiser and Sara Lee

Author of sports marketing book Show Me The Money!, translated into 6 languages

One of the founders of Leo Messi Management, the company that exploits the image rights of Messi

FIFA players intermediary, with license issued by Real Federación Española de Fútbol

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Bruno Battle



General Manager at Prime Time Sport

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FIFA consultant for Income Generation Projects at CONCACAF Countries.

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Managing Director Primetubers

Former Commercial Director Catalunya F1 circuit

Partnership Activation Manager at Mobile World Capital Barcelona

Former Commercial Director Spanish Tennis Federation

Senior partnerships executive at Octagon

Sports Manager at Fast Track

Sponsorship Sales at IMG (Barcelona Open Tennis Open)

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Andy Ross



International Commercial Director PrimeTubers (based in London)

BSc Degree in Sports Management at Loughborough University.

Former Commercial Director at Colossal Sports Management representing Alex Oxlade-Chamberlain and Raheem Sterling.

7 years UK Head of Senior Football Players at Nike.

Senior sales and Marketing professional at both adidas and Canterbury.





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10 YEARS
2007-2017