



Premier  League  
edition



Barcelona-Madrid  
September 5<sup>th</sup> 2018

 primetime**sport**



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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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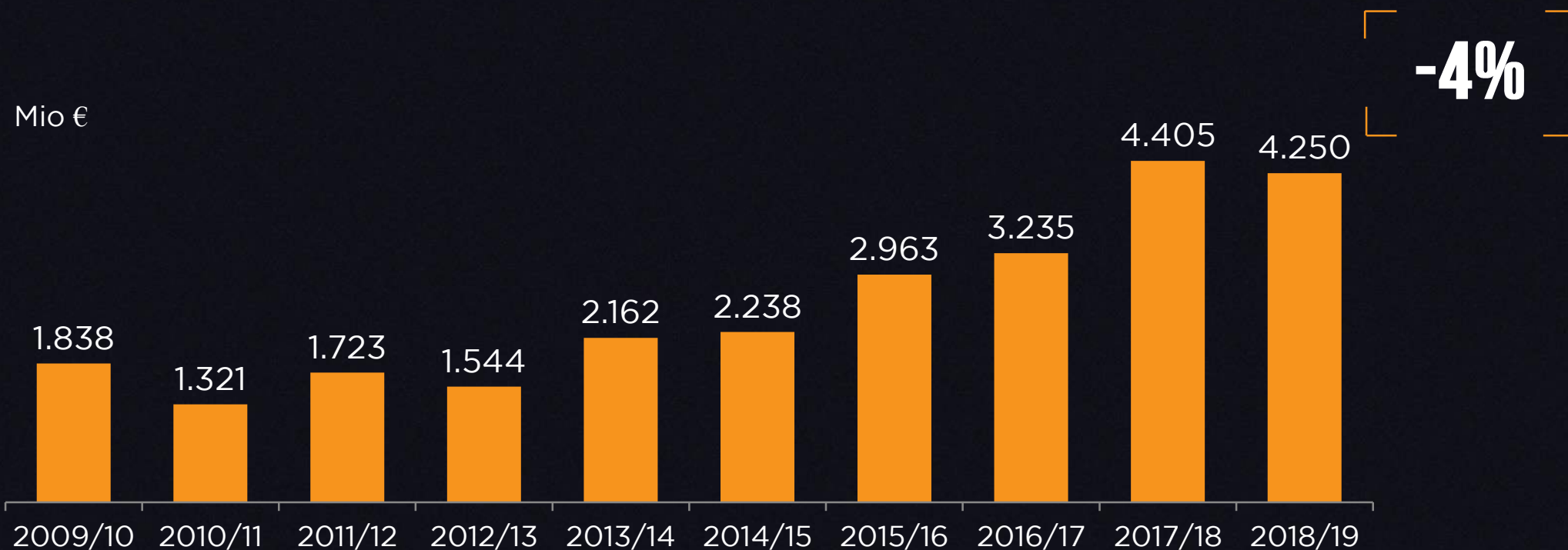
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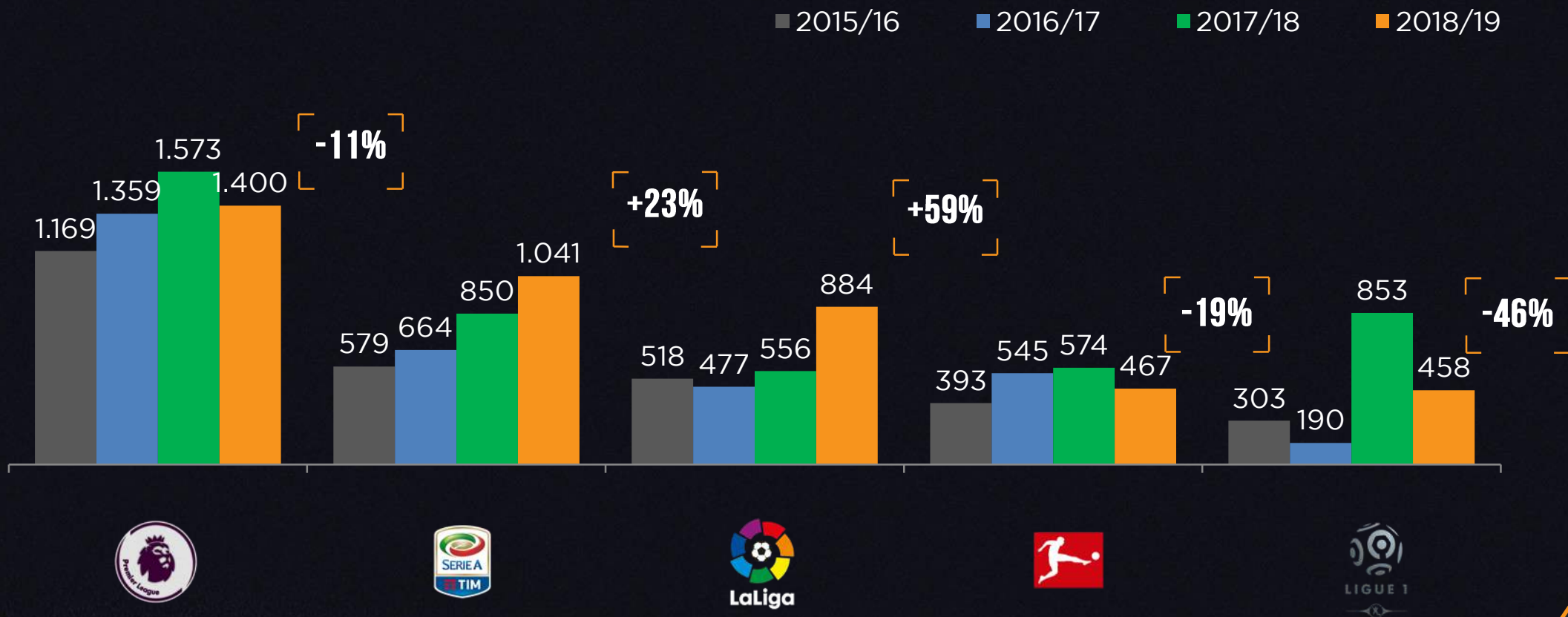
# Player acquisition spending - Top 5 European leagues



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 5<sup>th</sup> consecutive season (59%). Bundesliga and EPL are the least polarized tournaments with 45% and 38,7% respectively invested by top 4 teams



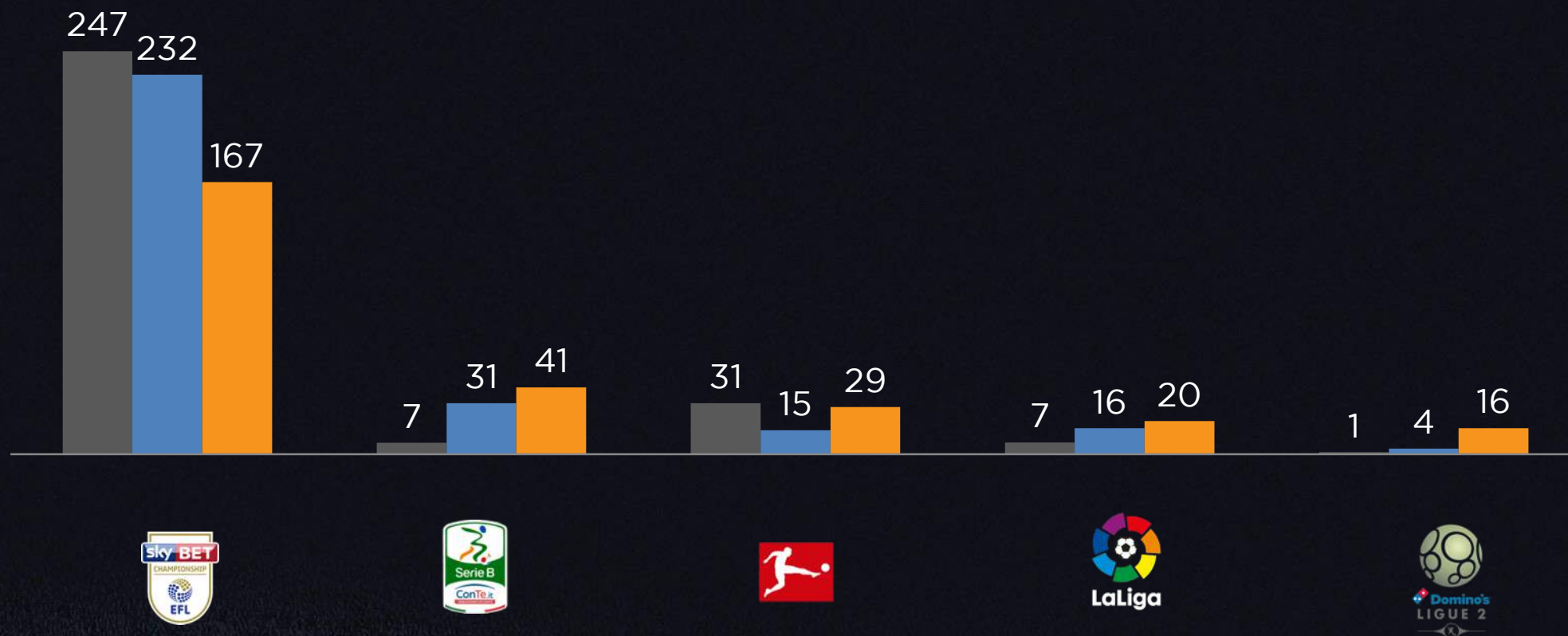
# 2<sup>nd</sup> division expenditure – Top 5 European leagues

Mio €

■ 2016/17

■ 2017/18

■ 2018/19

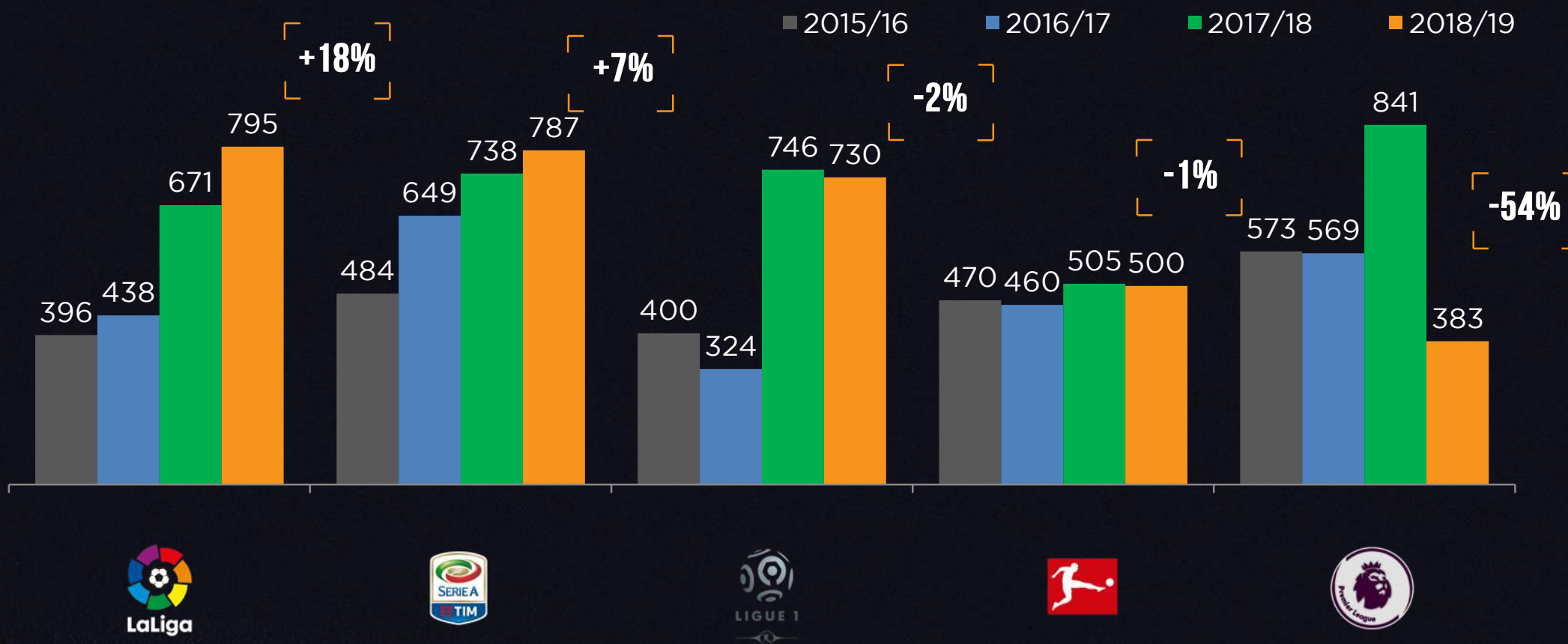


England's Championship investment decrease for second season in a row to 167€, but still is much higher than all other second division leagues combined. Italian and Spanish second tier tournaments had all-time record expenditure with 41 and 20m€ respectively



# Player sales – Top 5 European leagues

Mio €

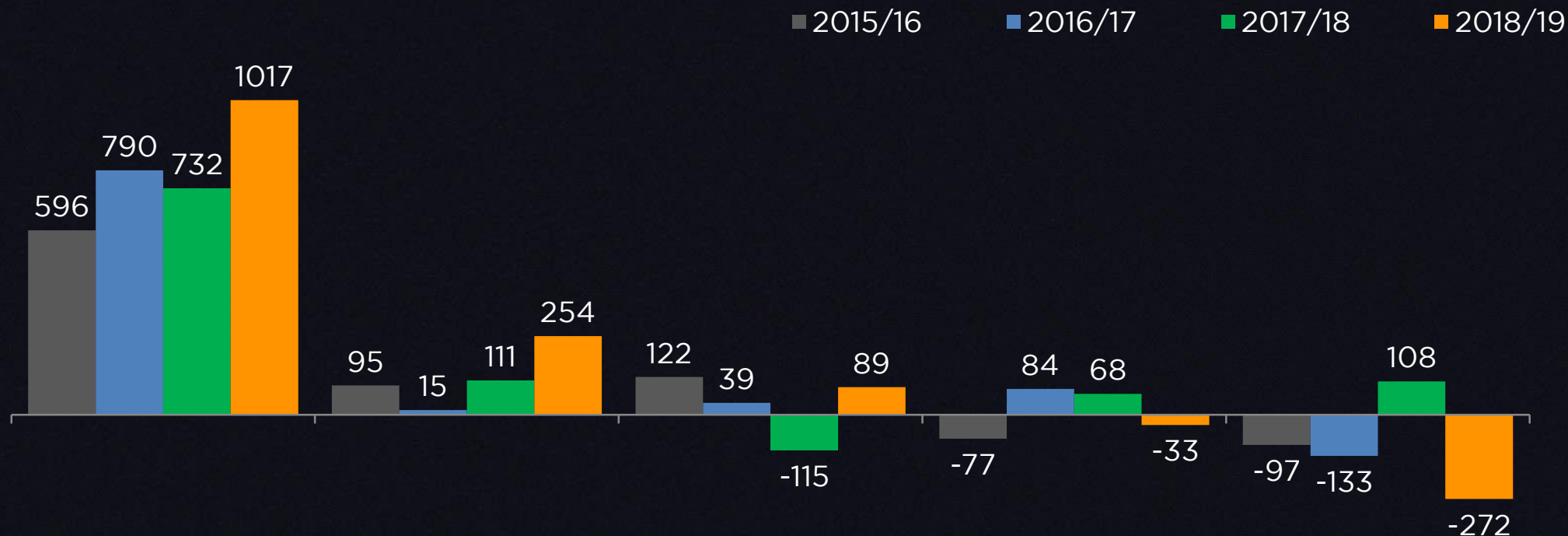


Player sales income in La Liga grew a whopping 18% to 795m€, also an all-time high. Premier League sides strategy of talent retention resulted in an astonishing 54% investment decline (383m€). SerieA, Ligue1 and Bundesliga sold players for similar amounts as previous summer



# 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

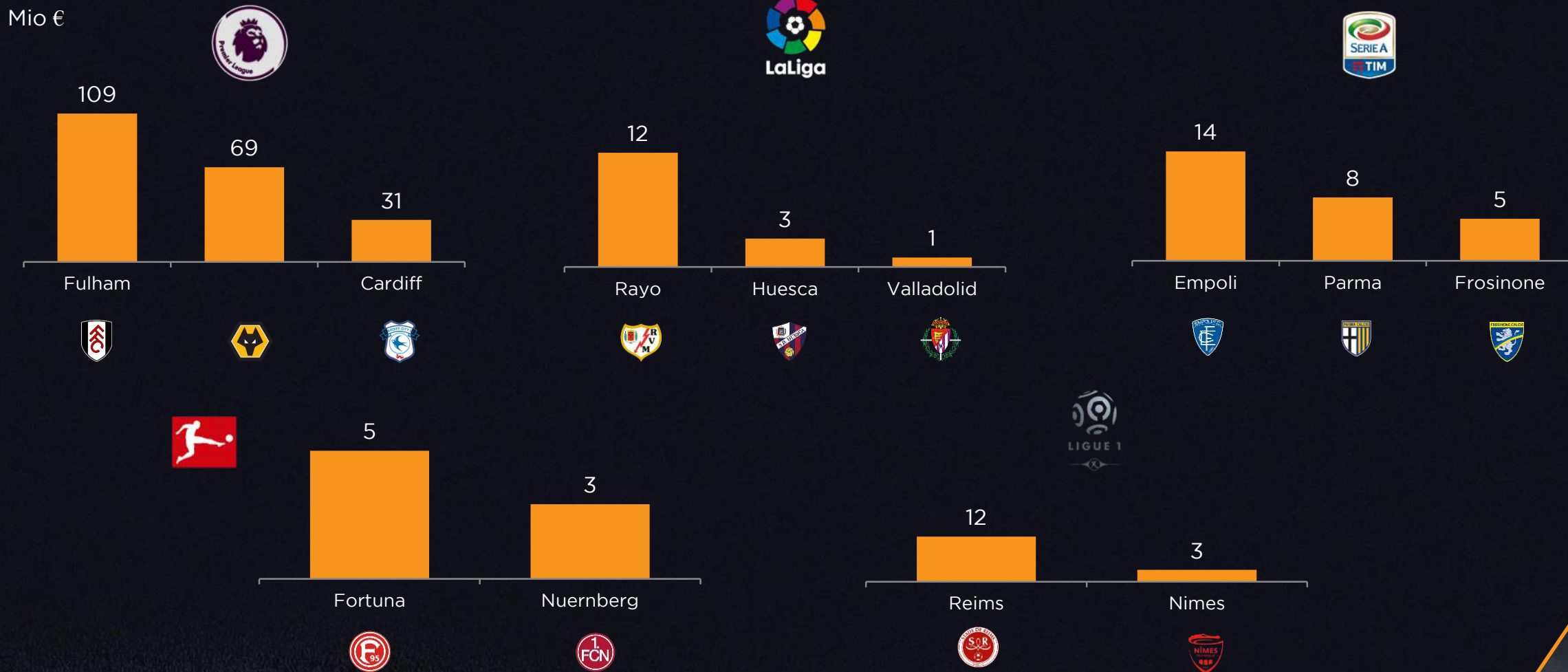


B.Dortmund	73,0
Schalke 04	54,2
RB Leipzig	43,0
Wolfsburg	40,0
Stuttgart	35,0



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
 Higuaín			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)

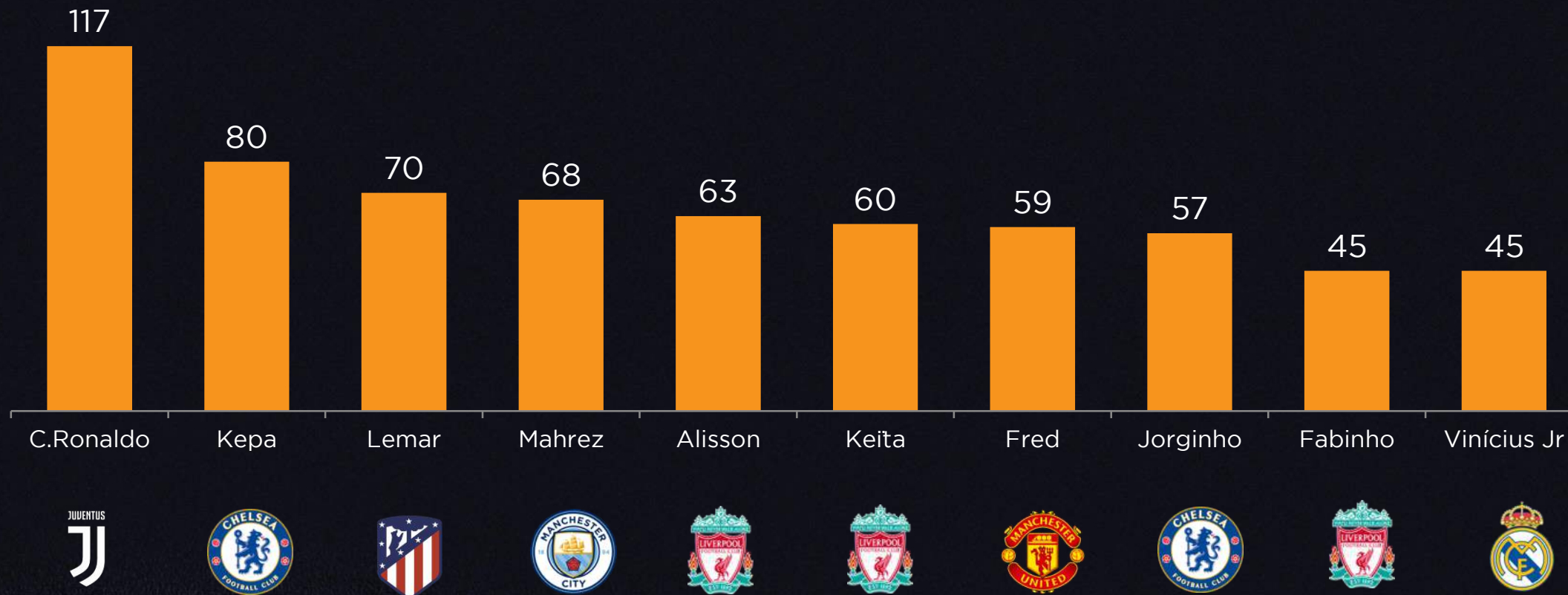
Mio€



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
Keita	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



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

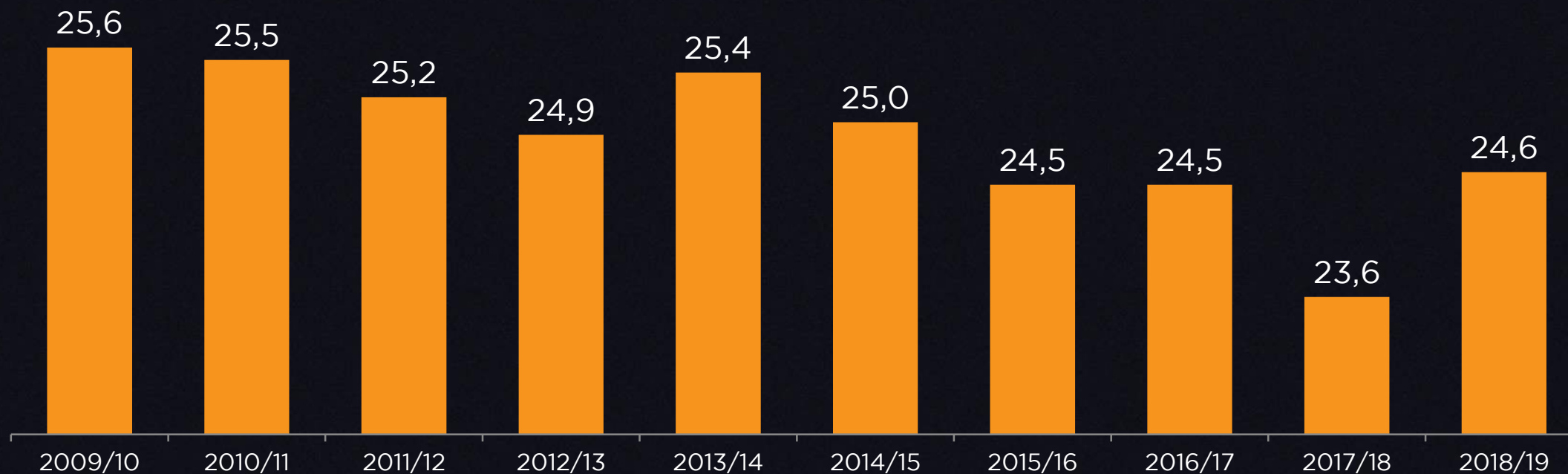


The amount of most expensive transfer of each window grew steadily until PSG broke the bank and paid Neymar's 222 m€ release clause. This summer Cristiano Ronaldo's price moves back to the standards of two seasons ago with Paul Pogba transfer to Manchester United



# 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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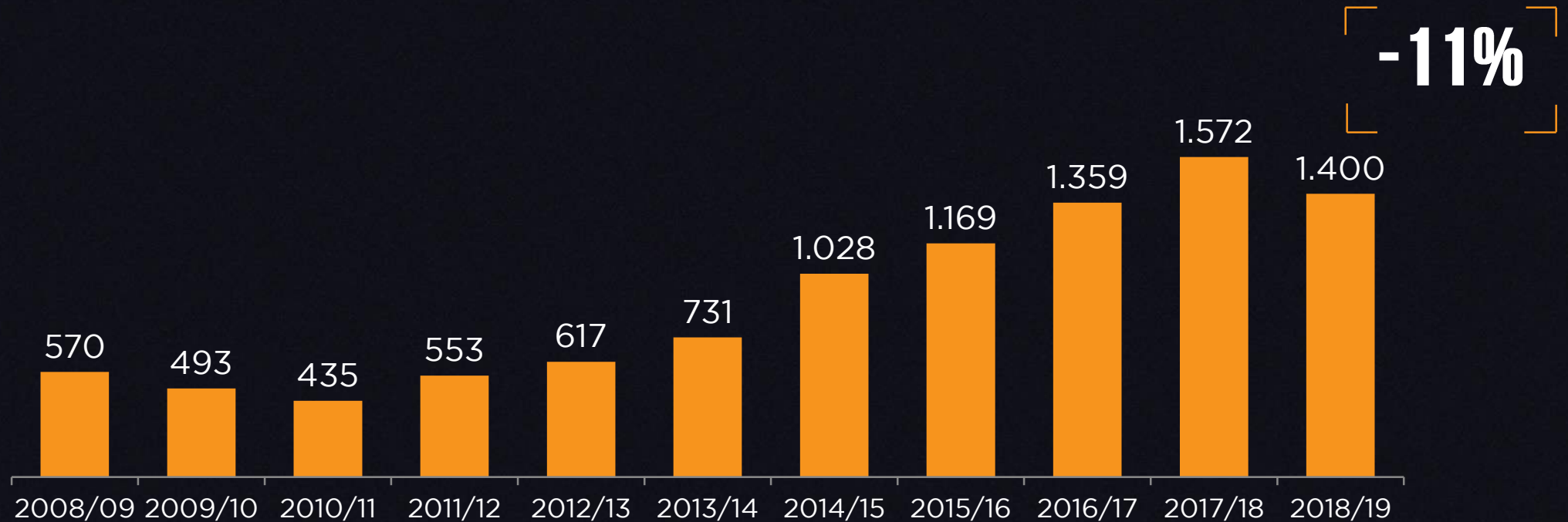
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# Total player acquisition spending

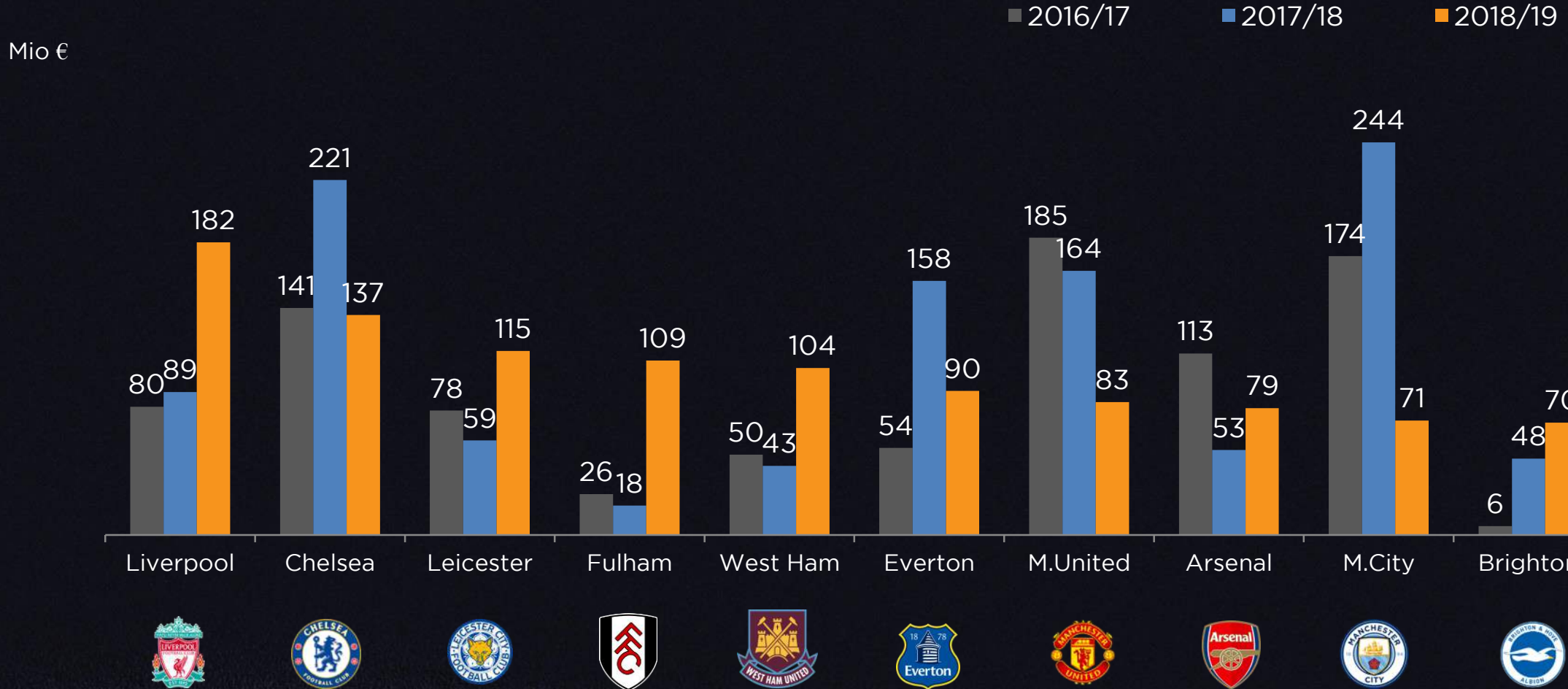
Mio €



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, sides reluctant to sell and being able to retain players amid difficulty to find replacements, and little prospect of TV revenue growth

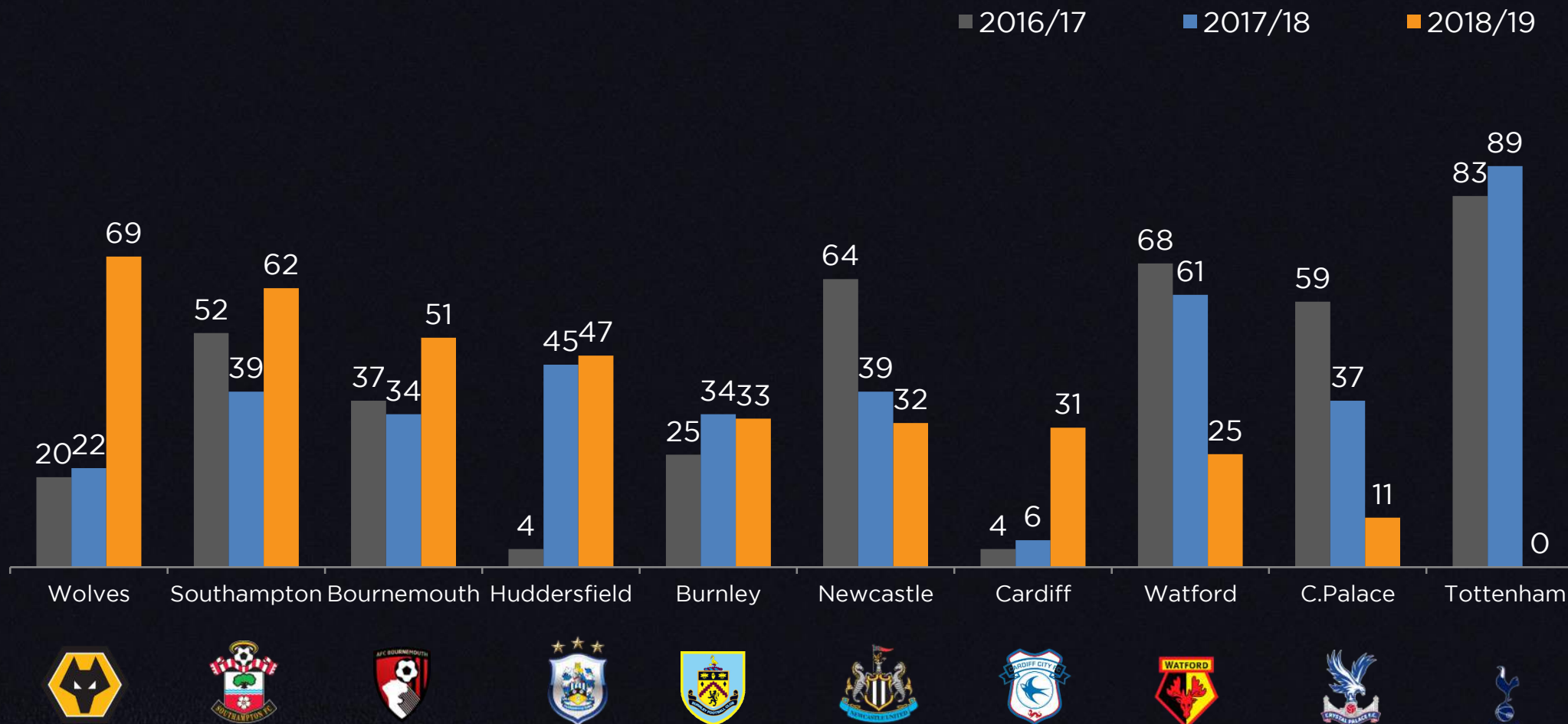


# New players spending by team (top 10)



Liverpool spent 182m€ (highest amount in England and second highest in Europe), followed by Chelsea (137m€). Arsenal were only 8th in expenditure (79m€) despite end of Wenger era. Manchester sides didn't invest big either and Spurs didn't bring any new player. 9 sides made this summer their most expensive signing ever (piling-up from another 9 last year)

# New players spending by team (bottom 10)





# Teams with most expensive signing ever this summer 2018/19

Player		Team		Mio €
	Kepa		Chelsea	80
	Felipe Anderson		West Ham	38
	Seri		Fulham	30
	Jefferson Lerma		Bournemouth	28
	Vestergaard		Southampton	25
	Kongolo		Huddersfield Town	20
	Adama Traoré		Wolverhampton	20
	Jahanbakhsh		Brighton & Hove Albion	19
	Ben Gibson		Burnley	17

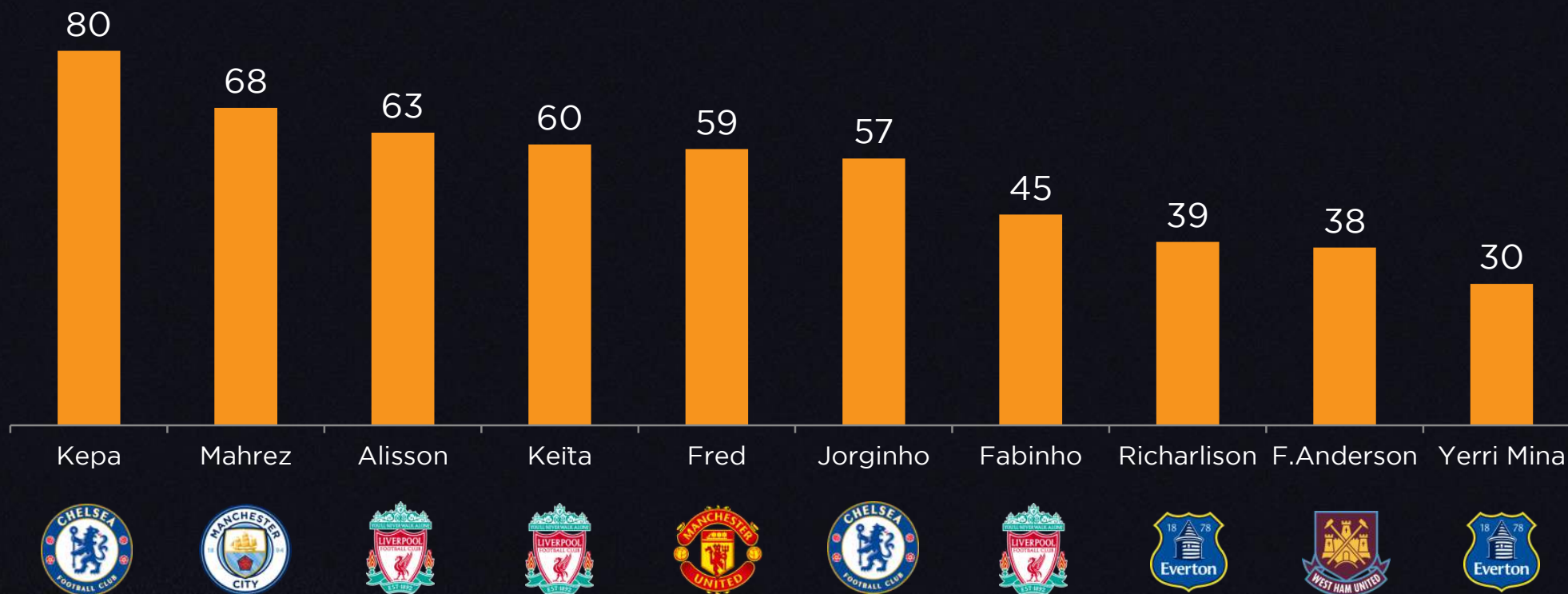
# Teams with most expensive signing ever (last summer)

	Player		Team	Mio €
	Morata		Chelsea	80
	Lacazette		Arsenal	53
	Sigurdsson		Everton	49
	D.Sánchez		Tottenham	40
	Ake		Bournemouth	23
	Gray		Watford	20
	C.Wood		Burnley	16
	J.Izquierdo		Brighton & Hove Albion	15
	Mounié		Huddersfield Town	13



# Top 10 most expensive players 2018/19

Mio€



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).

# Top 10 most expensive players 2017/18

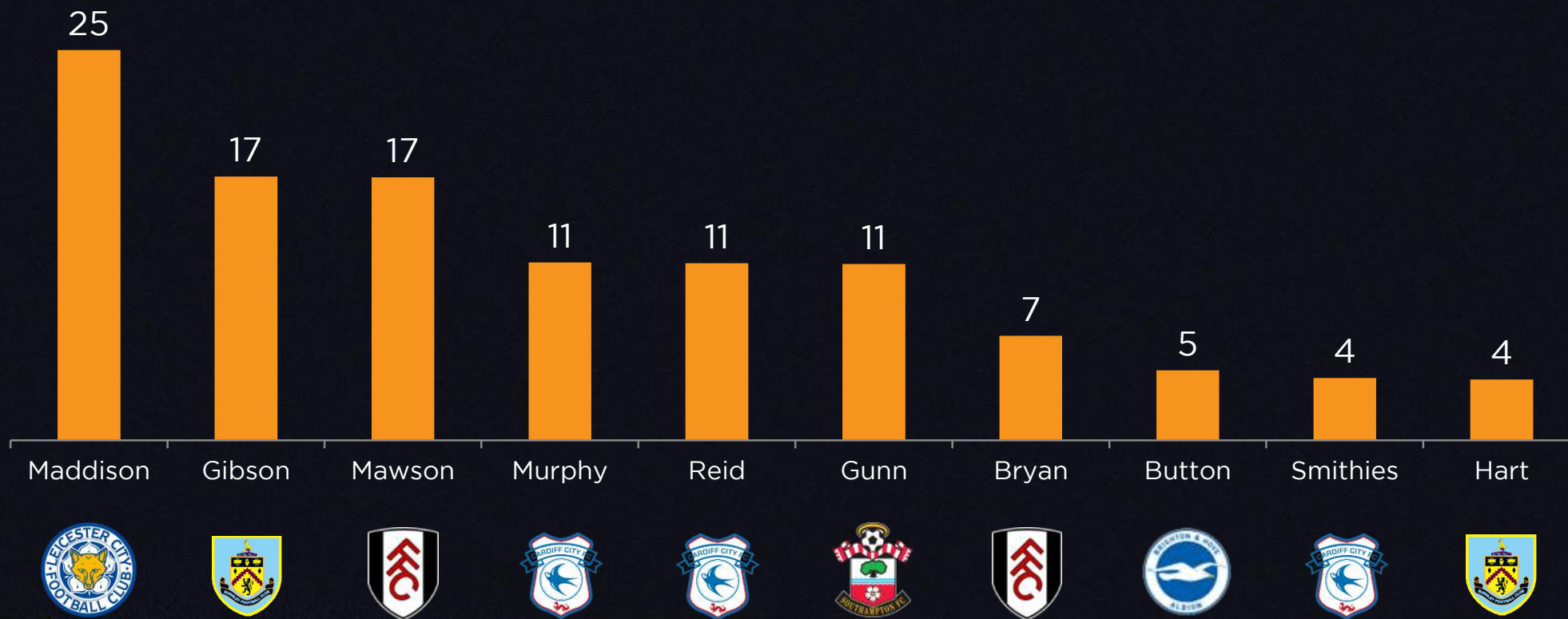
Mio€





# Top 10 most expensive English players 2018/19

Mio€



# Top 10 most expensive English players 2017/18

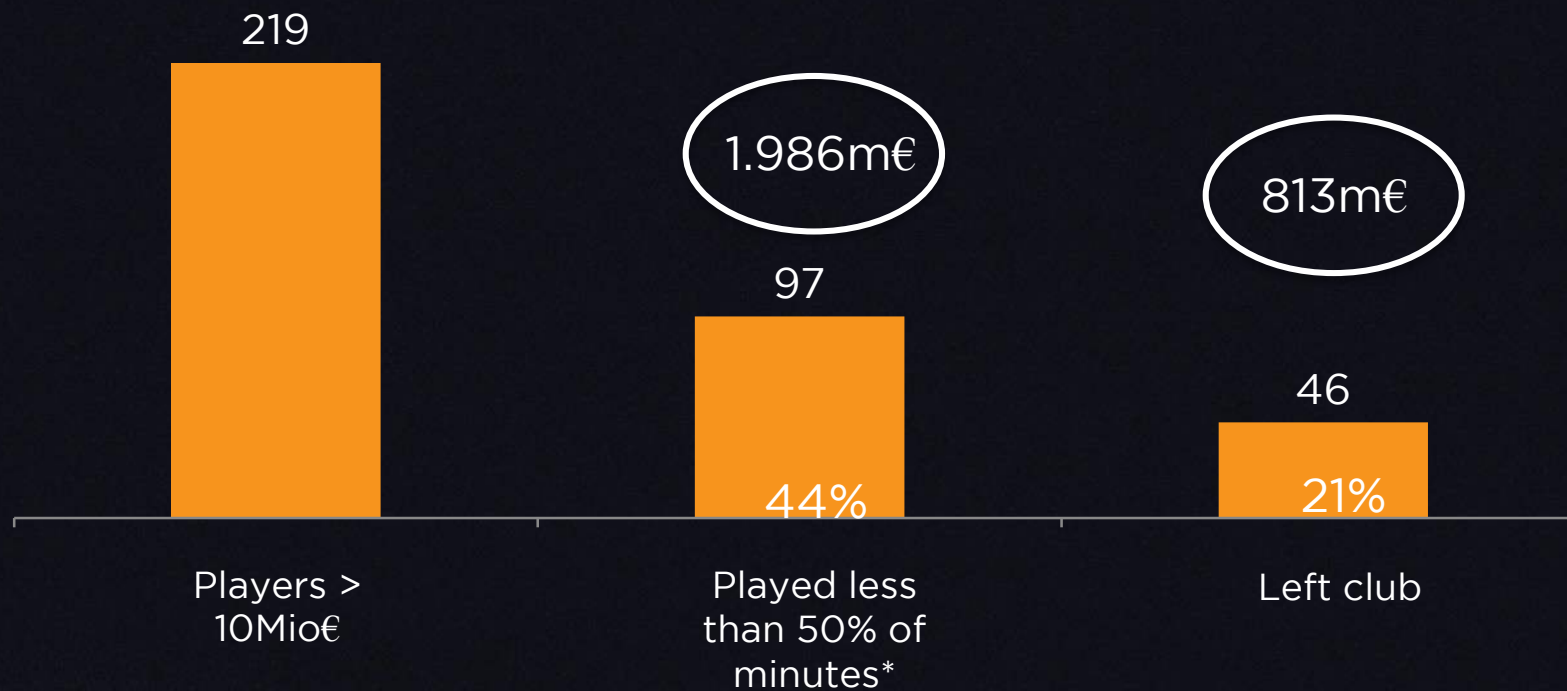
Mio€





# Failure rate on most expensive players of last 6 seasons

N° of players

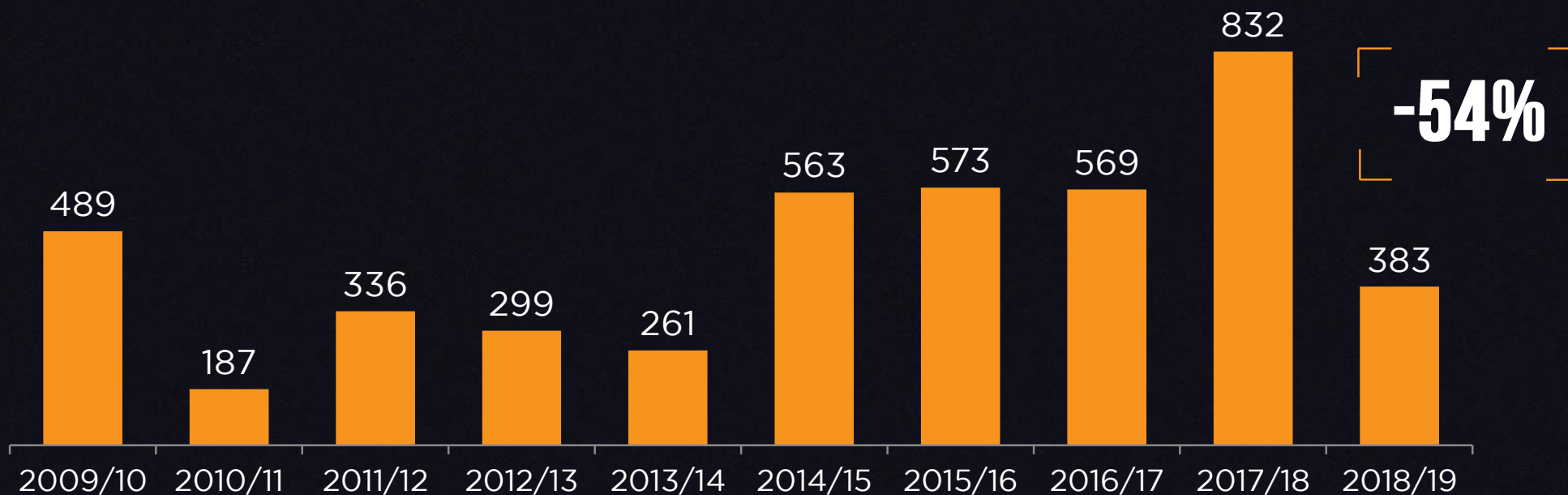


A whopping 2b€ worth of players signed by EPL sides over the last 6 seasons were only used in 50% of the minutes or less. Moreover, 21% of such signings (46 players that cost 813mio€) have already left their clubs.

\*% of minutes played in Premier League games

# Total value of player sales

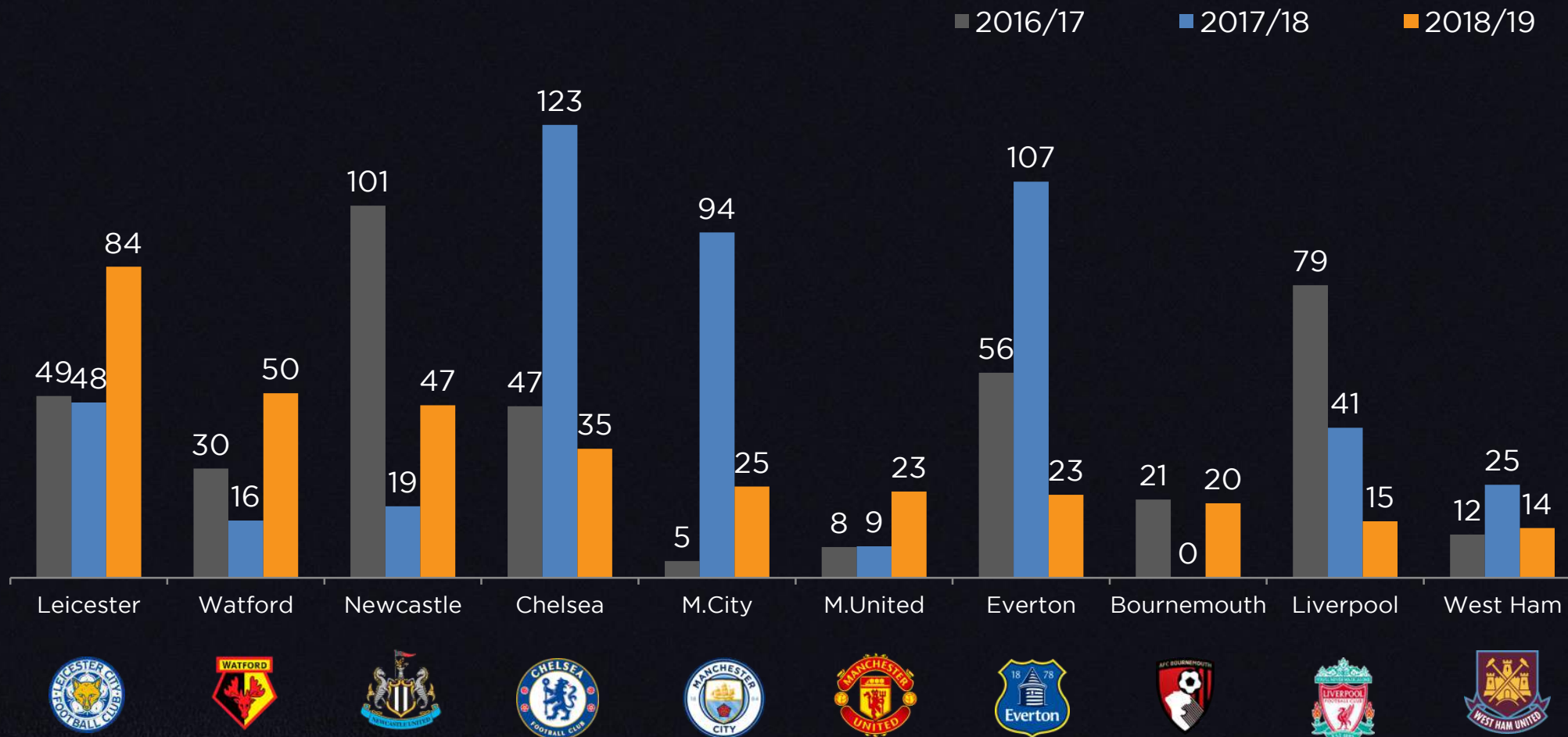
Mio €



Income from player sales at EPL decreased a staggering 54% to 383€, returning to 2013 figures. This was a crucial factor to explain decline in player signings. Early closure of the window market had a major influence as well, provoking fears of not being able to replace potential player sales on time



# Player sales by team (Top 10)

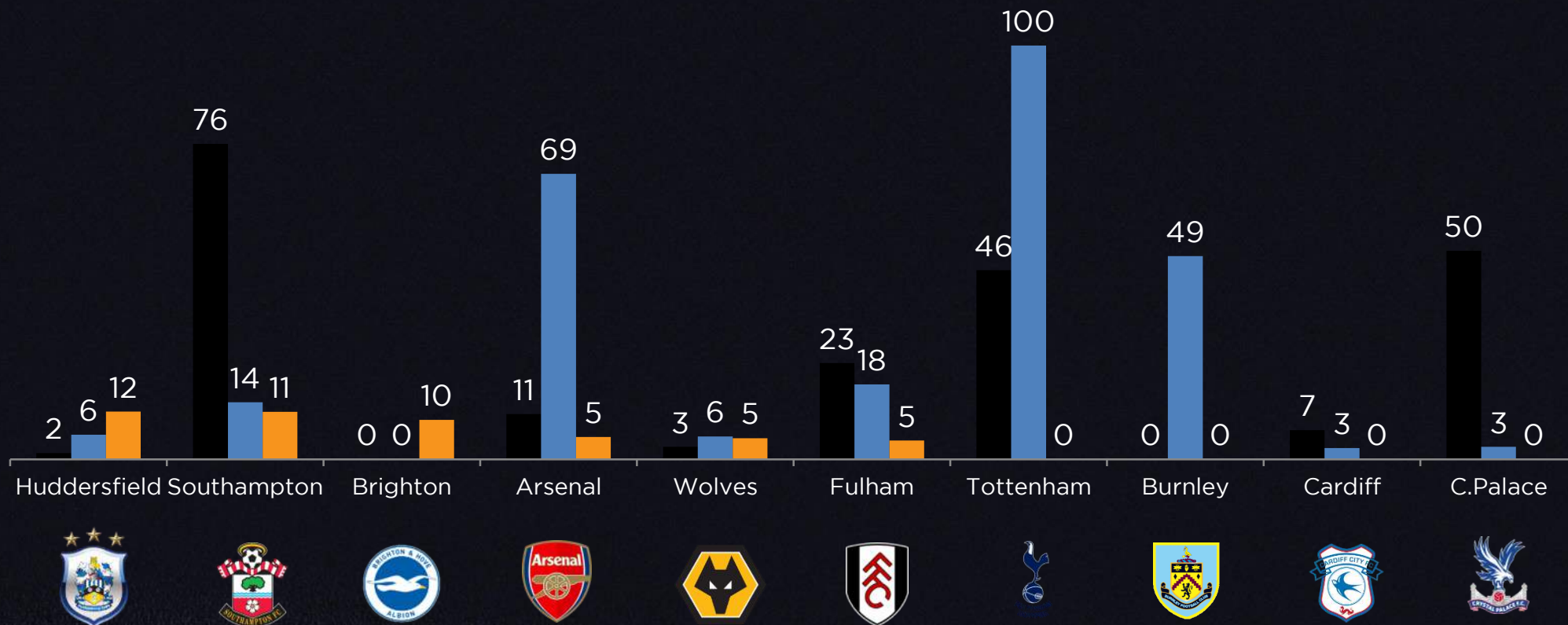


Leicester City were EPL leaders in player sales thanks to Mahrez transfer to Manchester City. However, Chelsea, Everton and City decreased their sales after collecting 123, 107 and 94 m€ last year. Only Leicester sold a player for more than 40m€, while last year 9 sides did it.

# Player sales by team (bottom 10)



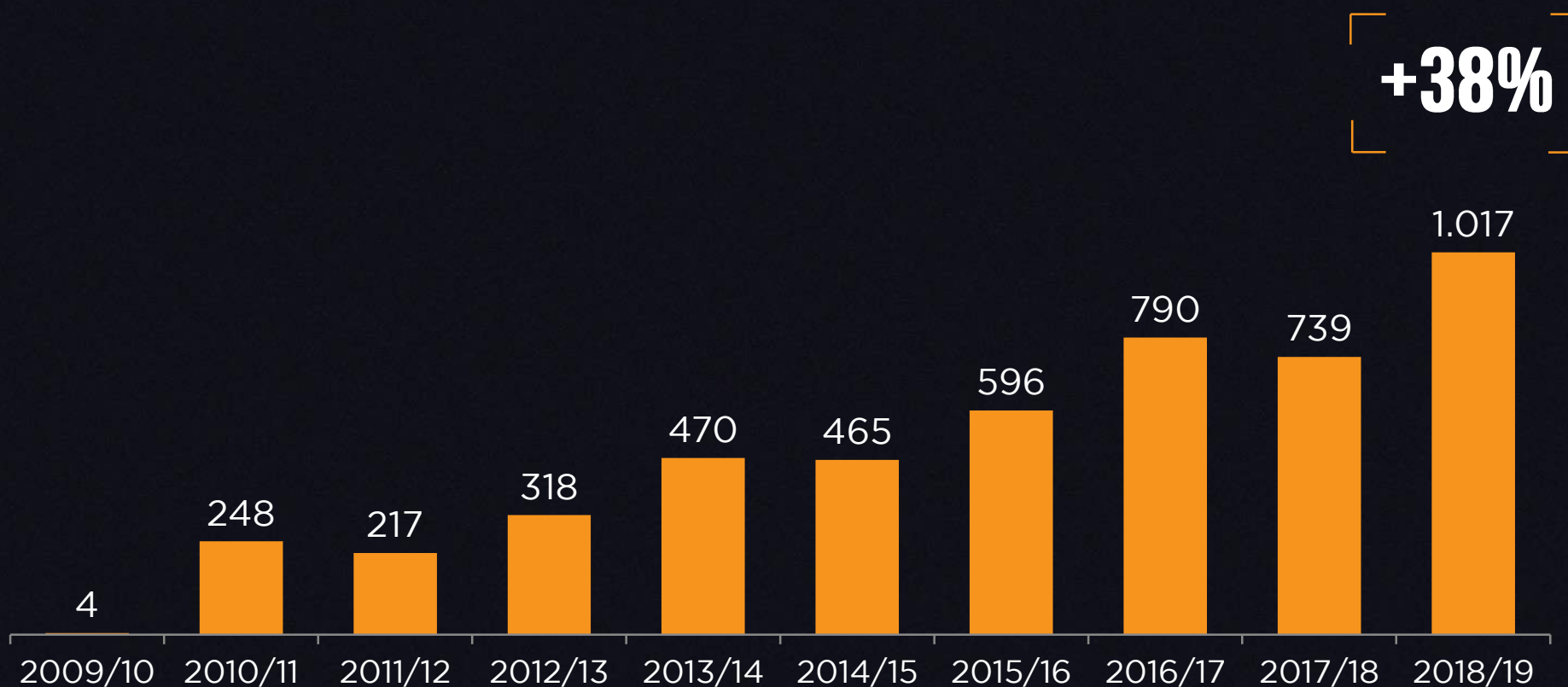
■ 2016/17 ■ 2017/18 ■ 2018/19





# Total net spending - Premier League

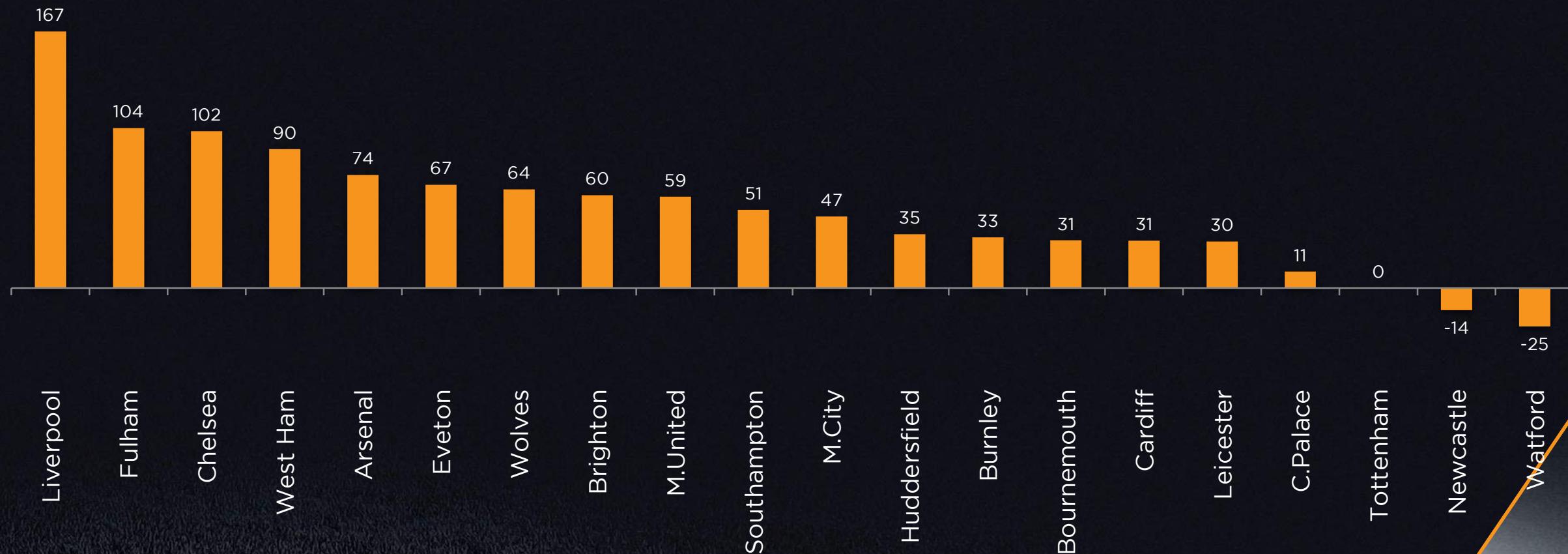
Mio €



The lower amount collected from players income (-38% to 383€) resulted in net spending going up once again to surpass 1bio€, an all-time record

# Net players spending by team 2018/19

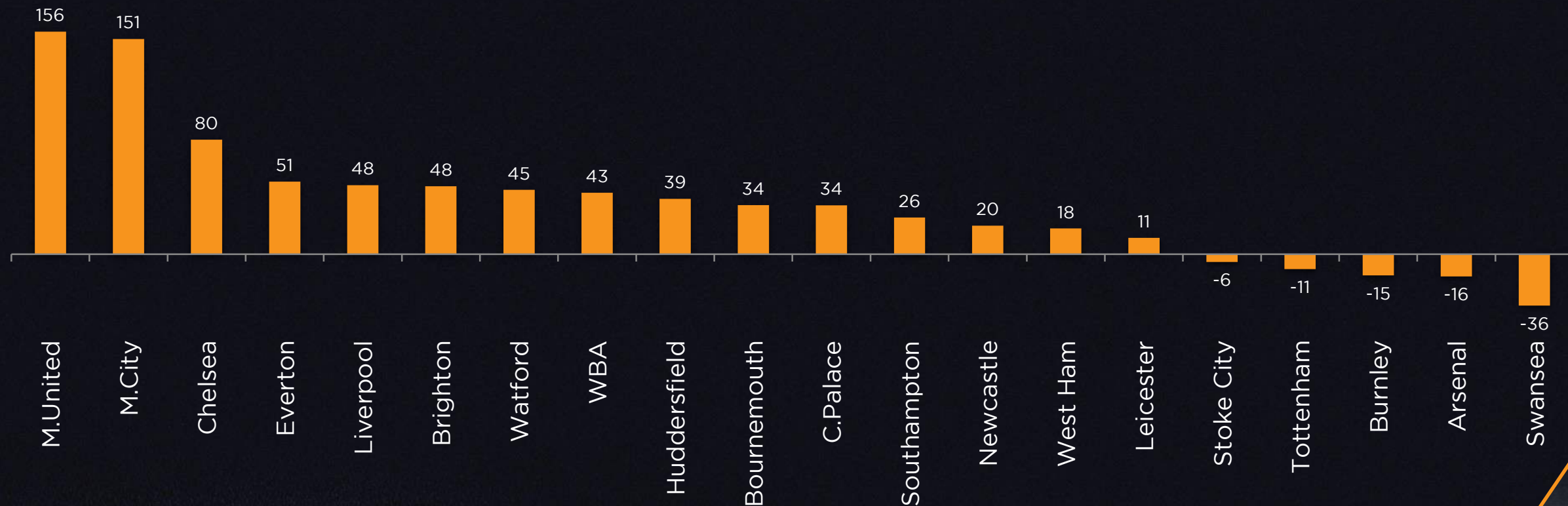
Mio€





# Net players spending by team 2017/18

Mio€





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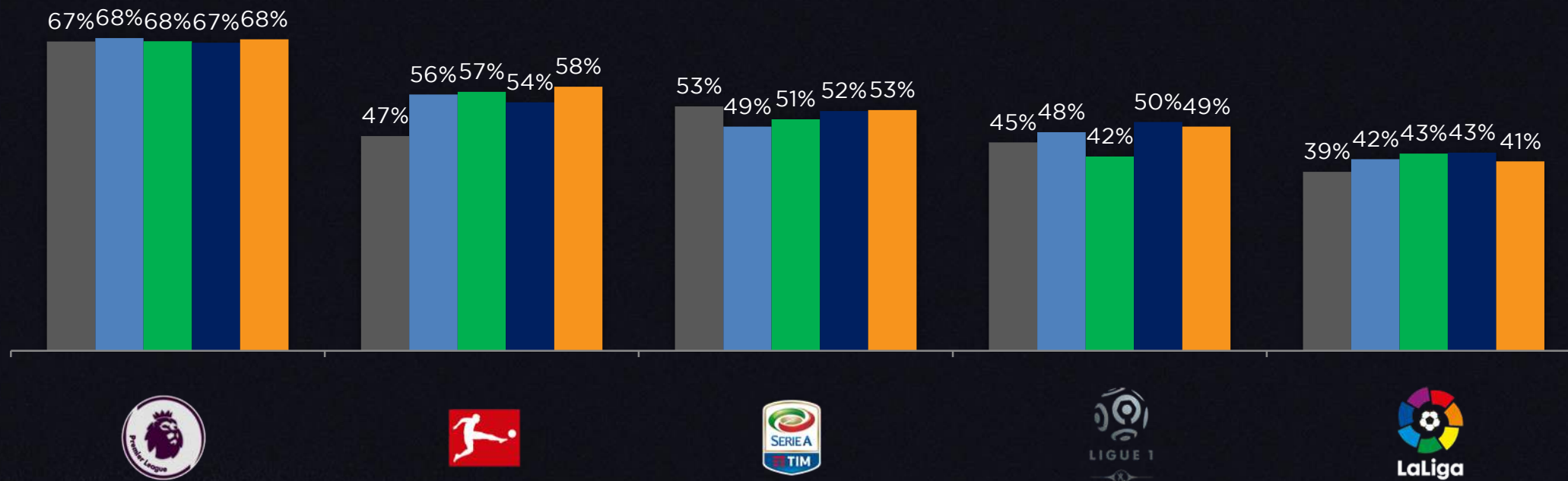


# % of non national players by league



■ 2014/15 ■ 2015/16 ■ 2016/17 ■ 2017/18 ■ 2018/19

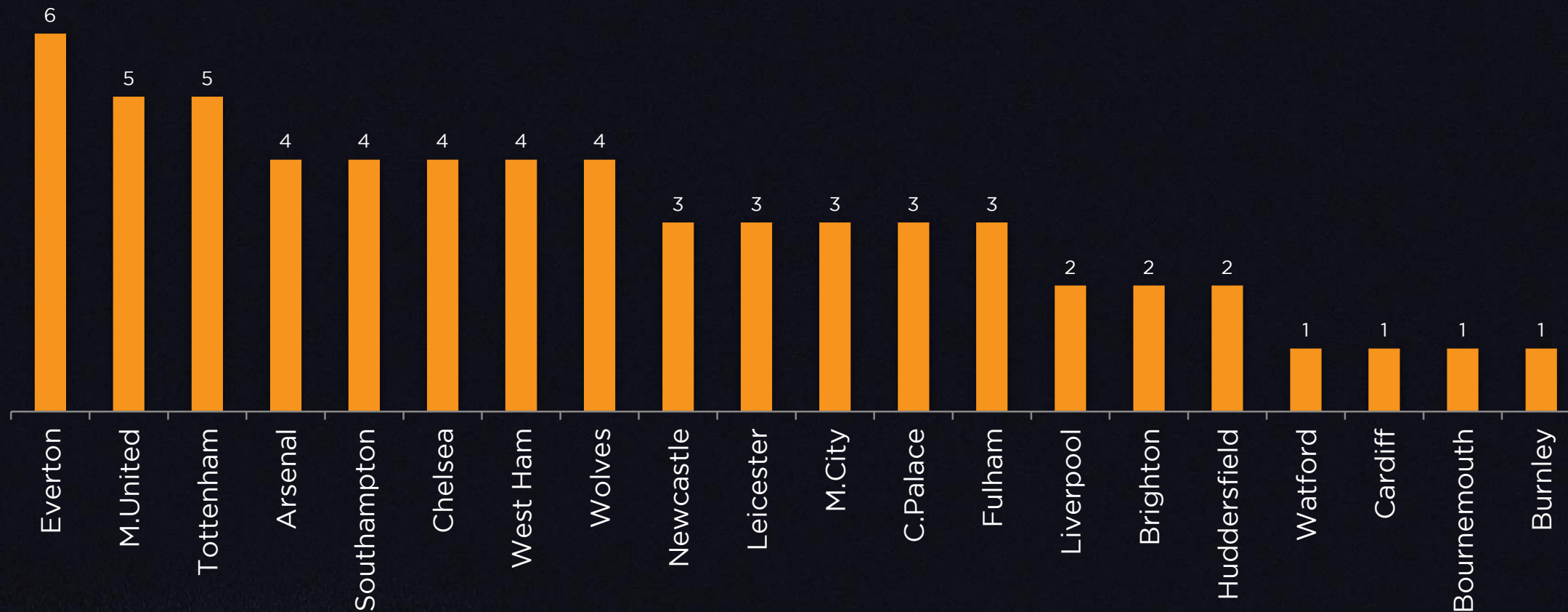
Non-national players



English Premier League continues to have the lowest number of national players (just 32%), while LaLiga has become the one with the highest (59%).

# Homegrown players by squad

Nº of players



Everton breaks a two-year spell of Arsenal dominance with 6 homegrown players in first team squad. The total number in the league (61) is much higher than the last two seasons (44 each) and quite similar than three seasons ago (57).

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



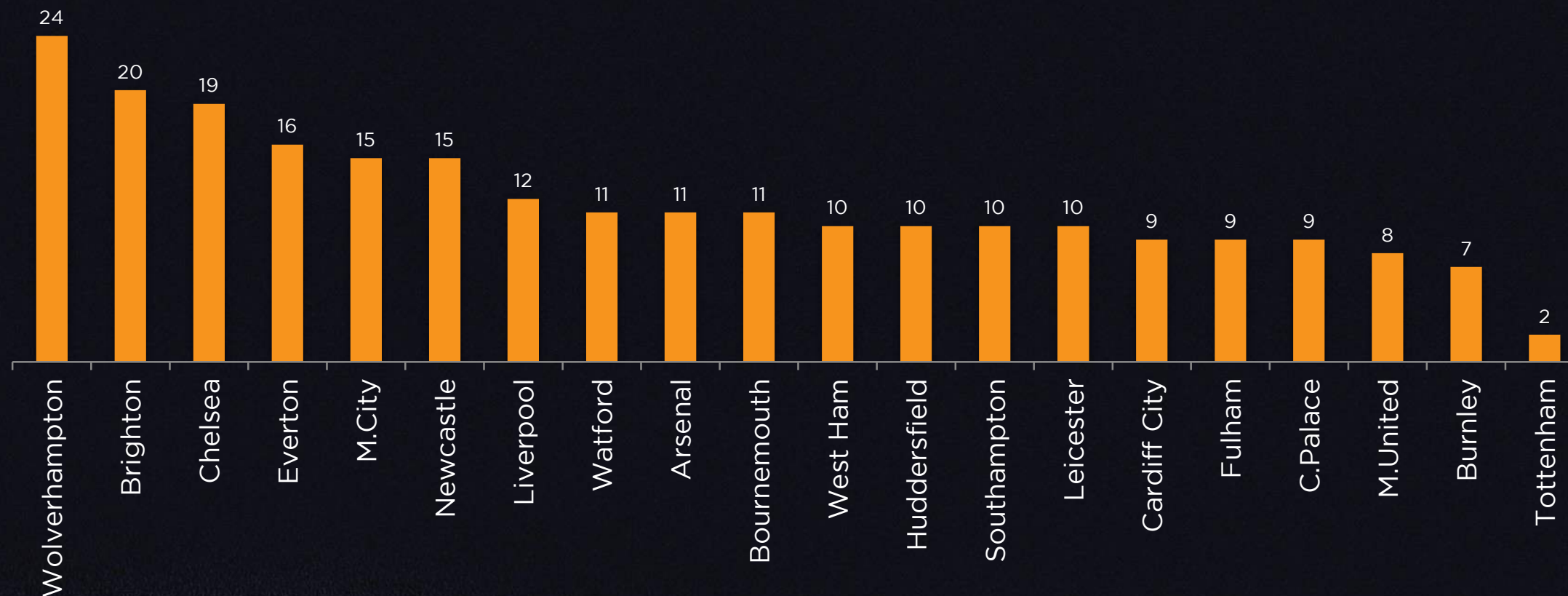
# Sign-ups by team

Nº of players



# Player exits by team

Nº of players





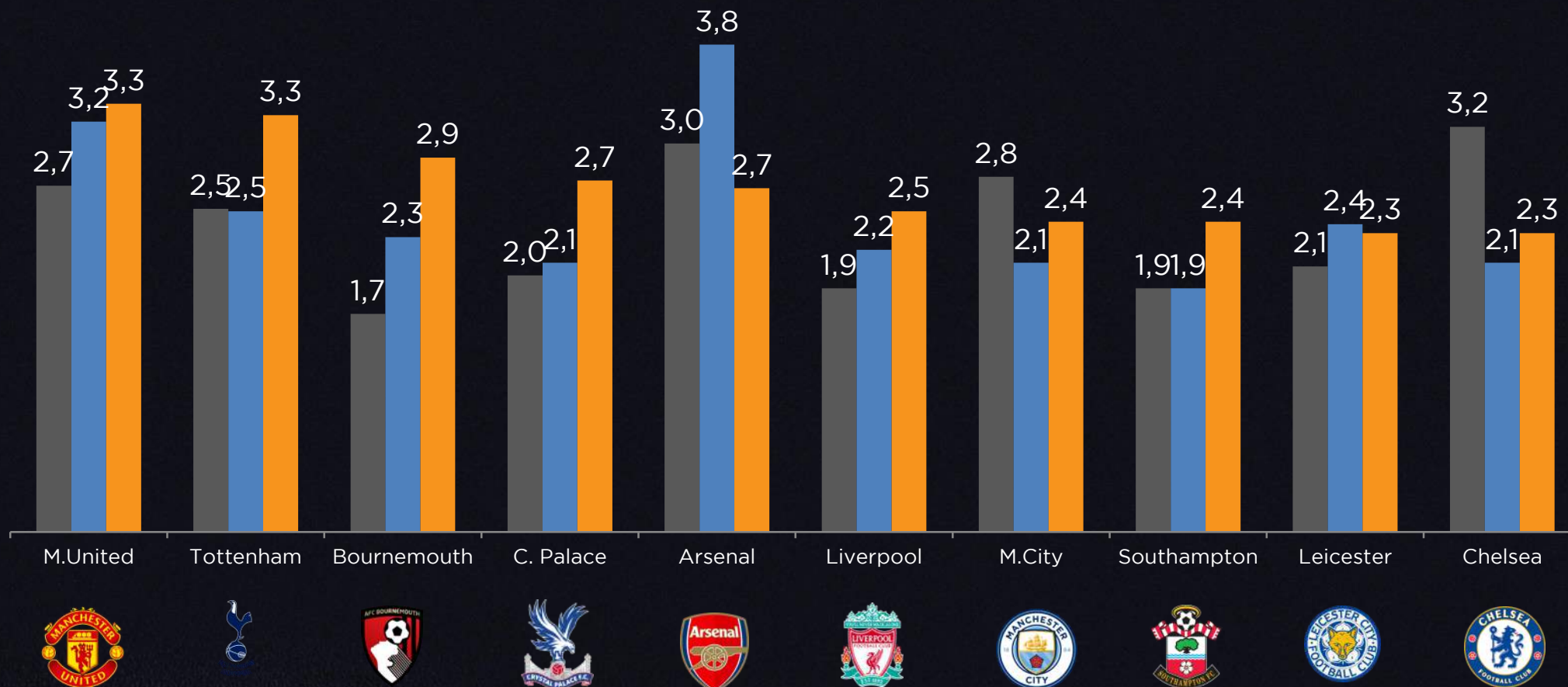
# Average stability of squad - Top 10

Years\*

■ 2016/17

■ 2017/18

■ 2018/19



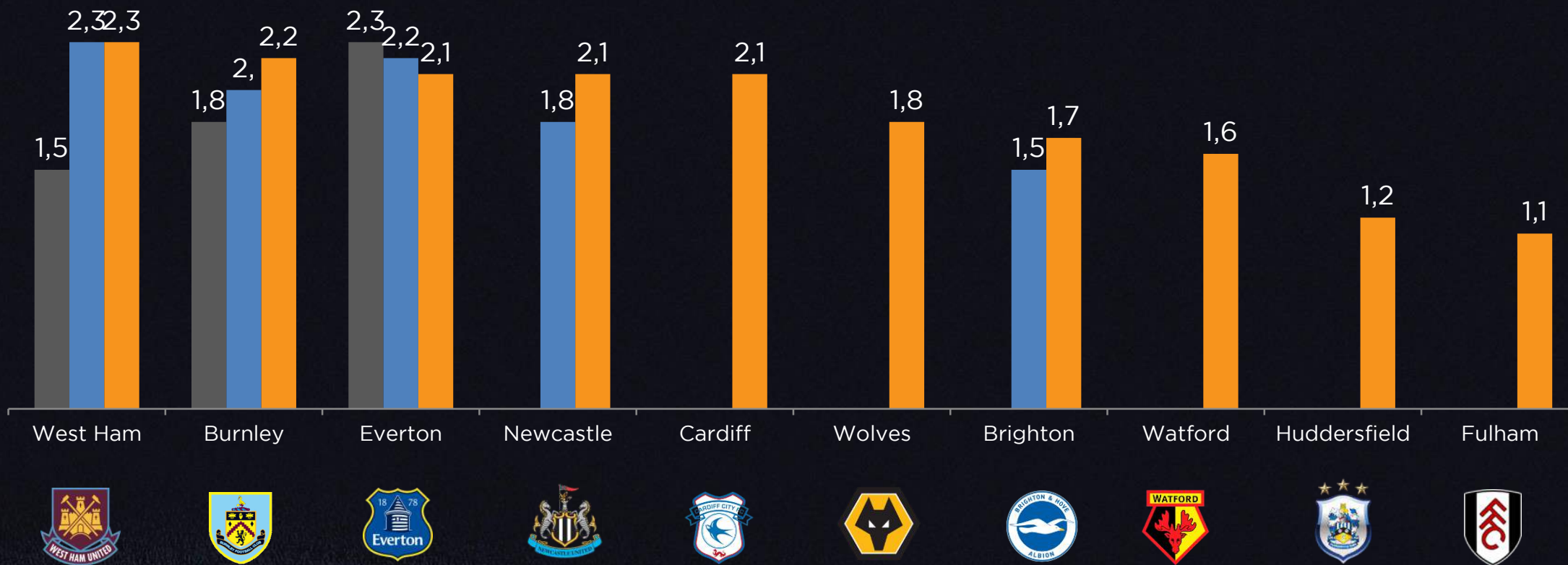
Manchester United and Tottenham leads the ranking as the most stable squads of the EPL (players stayed 3,3 years in the team on average). On the opposite side, Fulham is in the last position with only a little more than 1 year of stability (1,1)

\* Average time of stay in the club

# Average stability of squad – bottom 10

Years\*

■ 2015/16 ■ 2016/17 ■ 2018/19



\* Average time of stay in the club





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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 5<sup>th</sup> 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 passed for the first time the 1bio€ barrier. La Liga 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).
- ⚽ Liverpool spent 182m€ (highest amount in England and second highest in Europe), followed by Chelsea (137m€). Arsenal were only 8th in expenditure (79m€) despite end of Wenger era. Manchester sides didn't invest big either and Spurs didn't bring any new player. 9 sides made this summer their most expensive signing ever (piling-up from another 9 last year)
- ⚽ 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.



## Conclusions FTR 2018 (4 of 5)

- ⚽ A whopping 2b€ worth of players signed by EPL sides over the last 5 seasons were only used in 50% of the minutes or less. Moreover, 21% of such signings (46 players that cost 813mio€) have already left their clubs.
- ⚽ Income from player sales at EPL decreased a staggering 54% to 383€, returning to 2013 figures. This was a crucial factor to explain decline in player signings. Early closure of the window market had a major influence as well, provoking fears of not being able to replace potential player sales on time
- ⚽ Leicester City were EPL leaders in player sales thanks to Mahrez transfer to Manchester City. However, Chelsea, Everton and City decreased their sales after collecting 123, 107 and 94 m€ last year. Only Leicester sold a player for more than 40m€, while last year 9 sides did it.
- ⚽ The lower amount collected from players income (-38% to 383€) resulted in net spending going up once again to surpass 1bio€, an all-time record



## Conclusions FTR 2018 (5 of 5)

- ⚽ English Premier League continues to have the lowest number of national players (just 32%), while LaLiga has become the one with the highest (59%).
- ⚽ Everton breaks a two-year spell of Arsenal dominance with 6 homegrown players in first team squad. The total number in the league (61) is much higher than the last two seasons (44 each) and quite similar than three seasons ago (57).
- ⚽ Manchester United and Tottenham leads the ranking as the most stable squads of the EPL (players stayed 3,3 years in the team on average). On the opposite side, Fulham is in the last position with only a little more than 1 year of stability (1,1)







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# 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







# Meet the senior team

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Esteve Calzada



CEO and founder Prime Time Sport  
Former Chief Marketing and Commercial Officer of FC Barcelona (2002-2007)  
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