



**Barcelona, February 7<sup>th</sup> 2019**  
**Johan Cruyff Institute**



**primetime**sport





# Football Transfer Review 2019- winter edition

## 01 TECHNICAL SHEET

## 02 WINTER TRANSFER WINDOW EUROPEAN OVERVIEW

## 03 LALIGA ON GOING SEASON REVIEW

## 04 EUROPEAN FOOTBALL TABLE 2018/19

## 05 SUMMARY OF FINDINGS

## 06 ABOUT PRIME TIME SPORT







# 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 January 31st 2019
- ⚡ Loan fees not included unless really relevant
- ⚡ Squads review includes only players registered as first team members
- ⚡ Christian Pulisic transfer to Chelsea has been included in the report as it was effective during this transfer window (despite player joining Chelsea on 1<sup>st</sup> July 2019)

## Team

- ⚡ Director: Esteve Calzada
- ⚡ Content coordination: Aleix Piqué and Pol Gustems
- ⚡ Collaborates: Soccerex







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# Winter transfer window European overview

**01** REVIEW TOP 5 EUROPEAN LEAGUES

**02** LALIGA SANTANDER



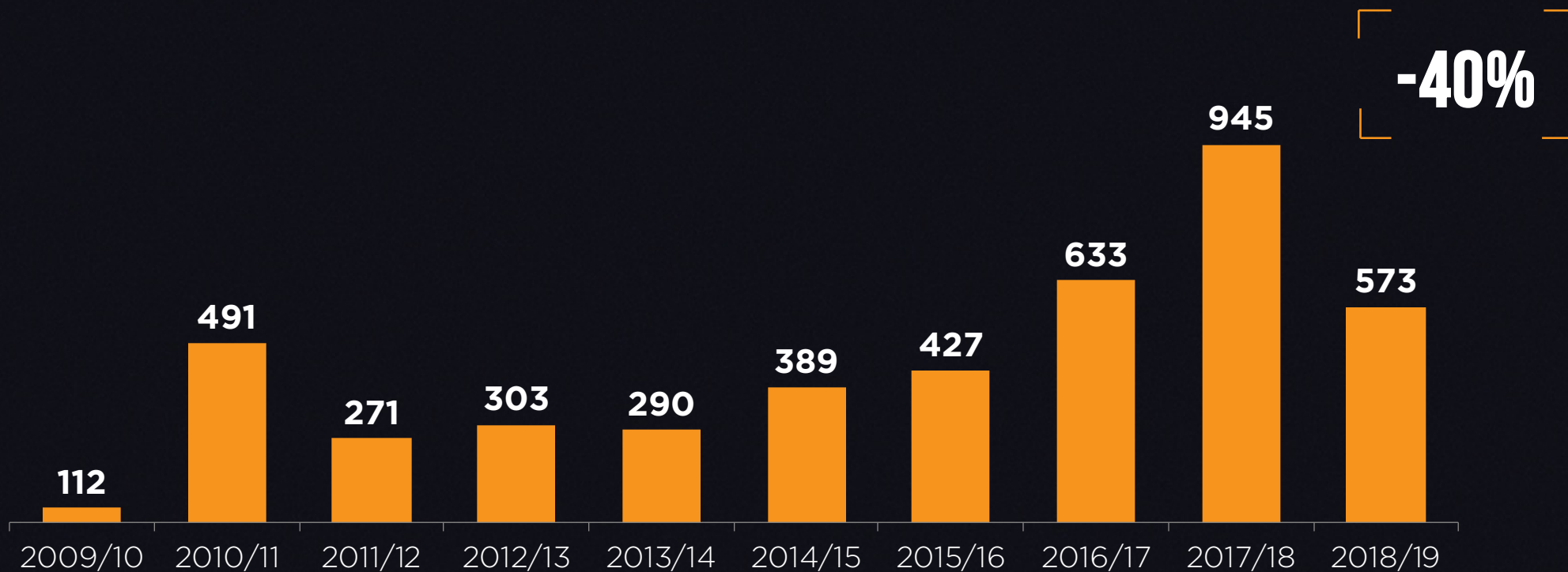
primetime sport





# Total investment winter signings- Top 5 European leagues

Mio €



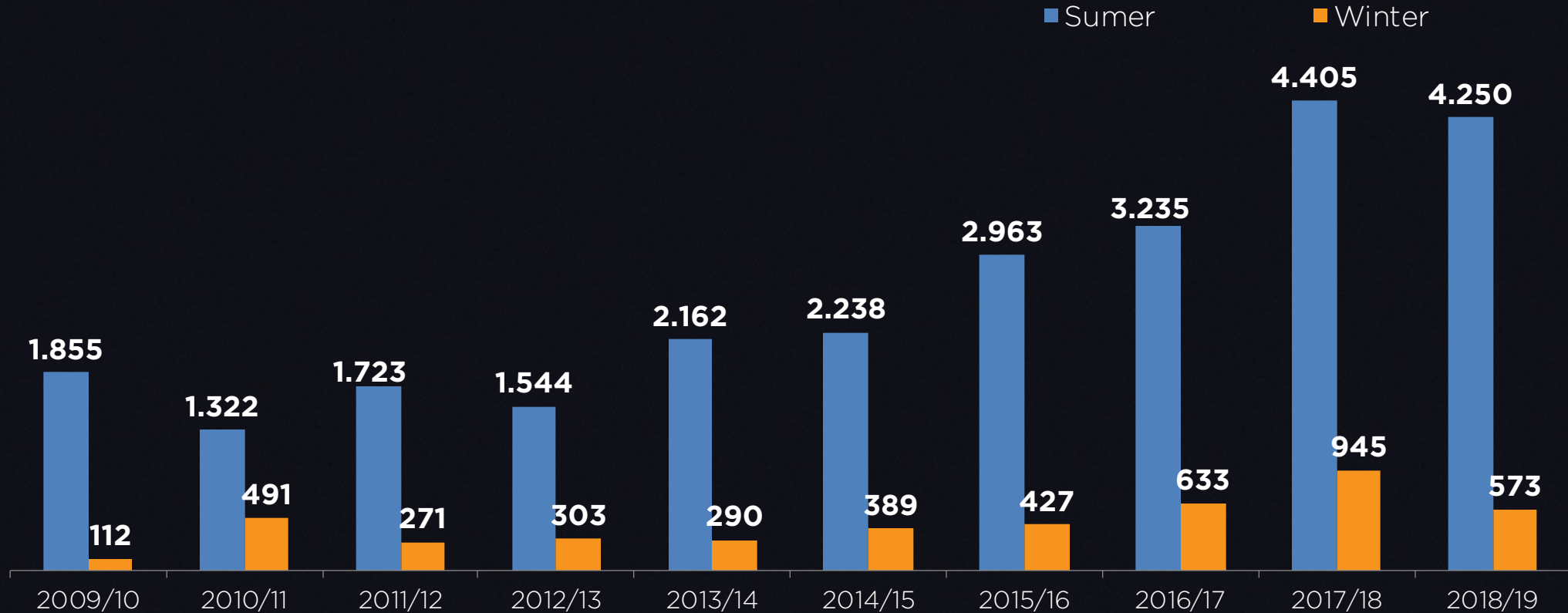
Investment in European football reached 573m€ at winter transfer window, Despite a decrease vs an exceptional last winter, it's the 3<sup>rd</sup> biggest amount ever spent in winter





# Winter vs summer transfer window- Total Europe

Mio €

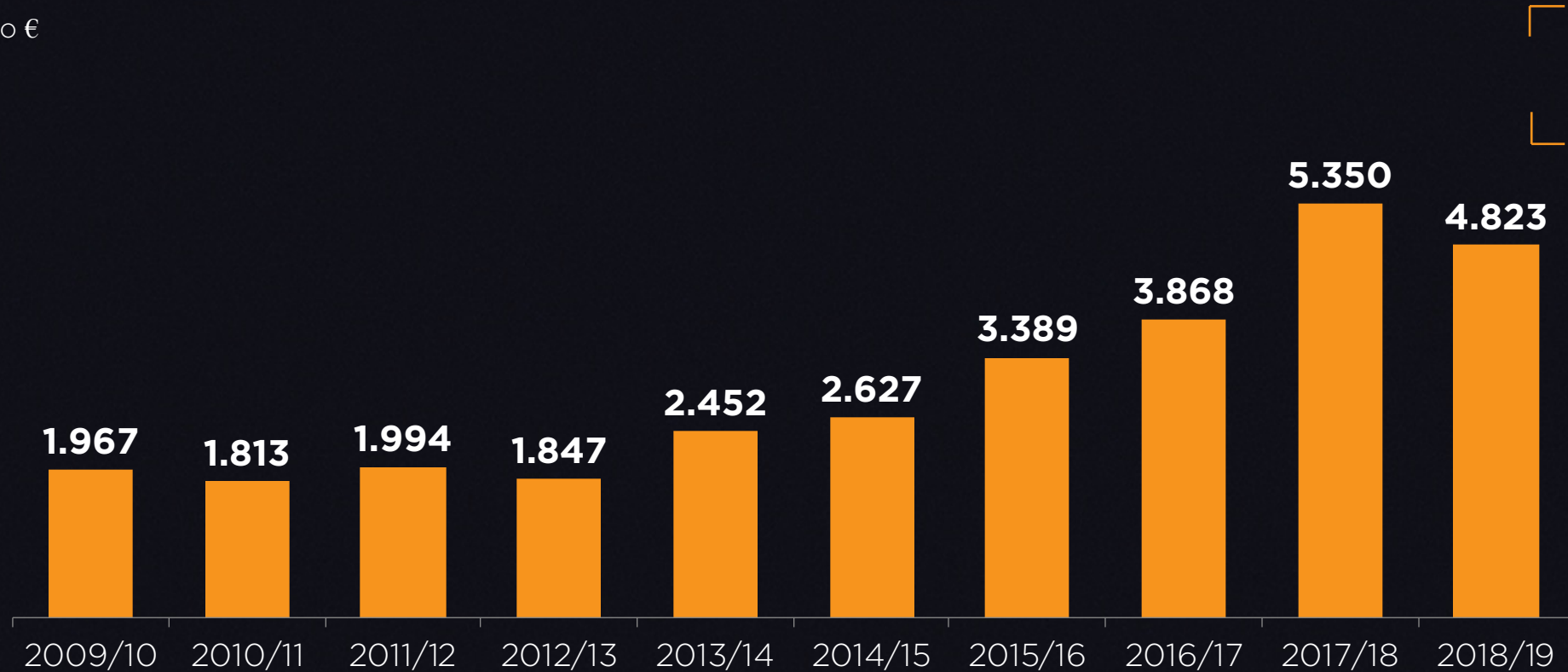


Amount invested in January represented 13% of what was spent at summer transfer window, the lowest percentage since the 2013/2014 season



# Combined signings investment summer + winter- Top 5 European leagues

Mio €



-10%

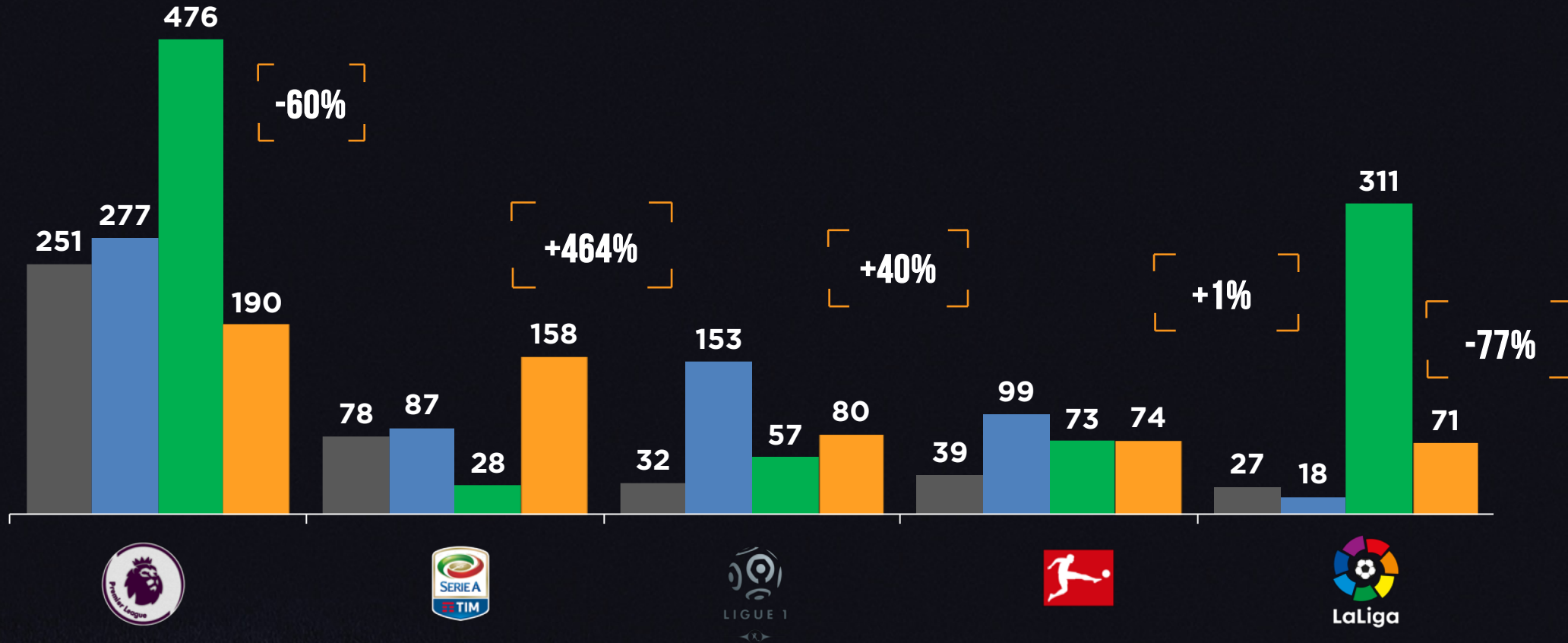
Combined investment of the season (summer + winter) at top 5 European leagues surpassed 4,8bio€, second all time high despite high level of investment in summer 2018



# Winter window expenditure by league

Mio €

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



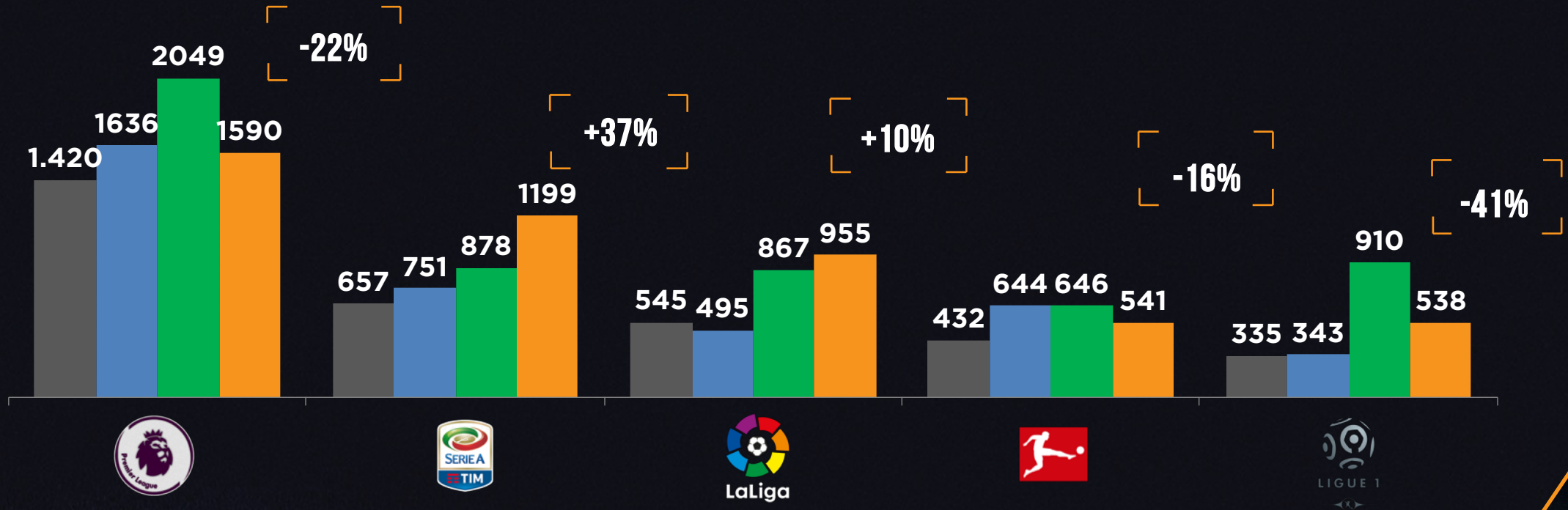
Premier League is yet again the strongest tournament after spending 190m€ (-60%), although the gap vs runners-up Serie A was the smallest ever. Premier League and La Liga fell dramatically after last season's high, while the other three leagues (down last year), now are up: Serie A (+464%), Ligue 1 (+40%) and Bundesliga (+1%)



# Combined signings investment summer + winter- Top 5 European leagues

Mio €

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



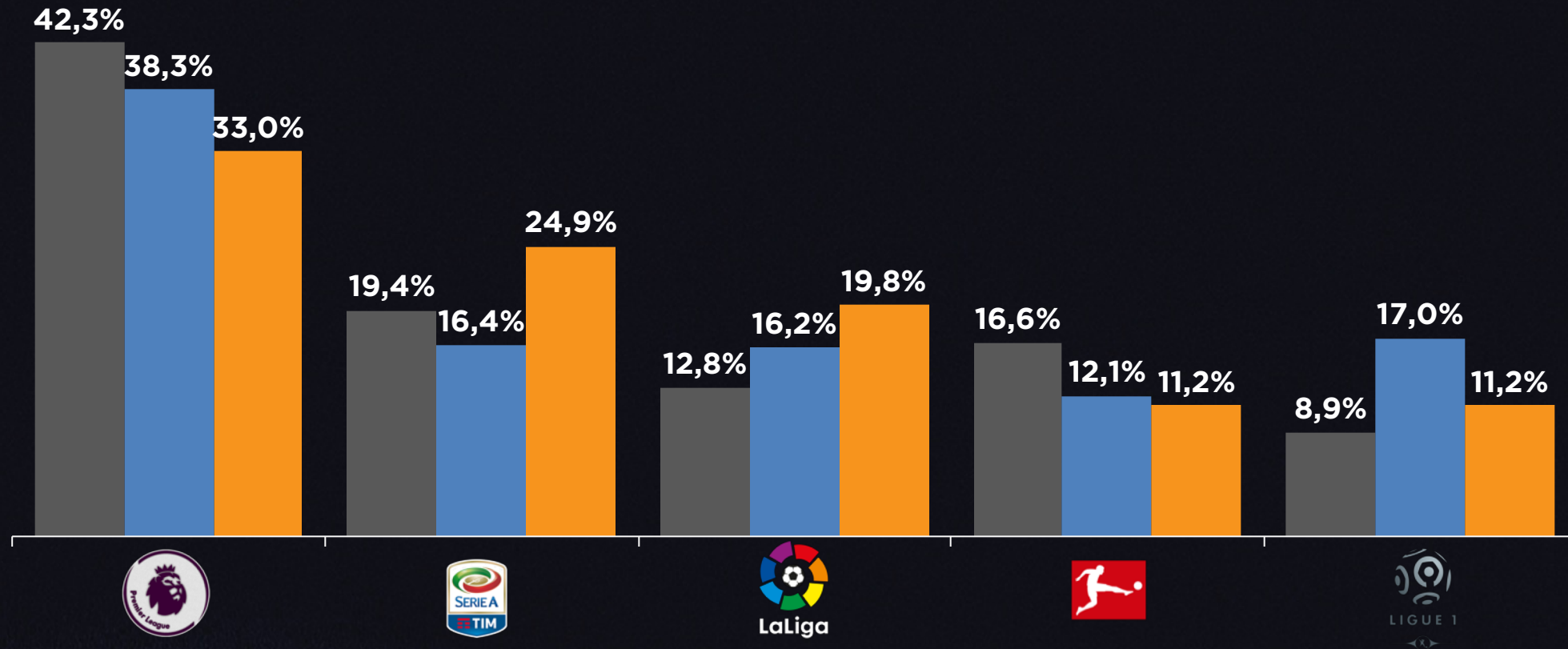
Combined investment for the season (summer + winter) at Serie A reached 1,2bio€ for the first time in history. La Liga also got their all-time record with 955m€. However, the Premier League (-22%), Bundesliga (-16%) and Ligue 1 (-41%) spent far less than previous season



# % over total investment in Europe

%

■ 2016/17 ■ 2017/18 ■ 2018/19

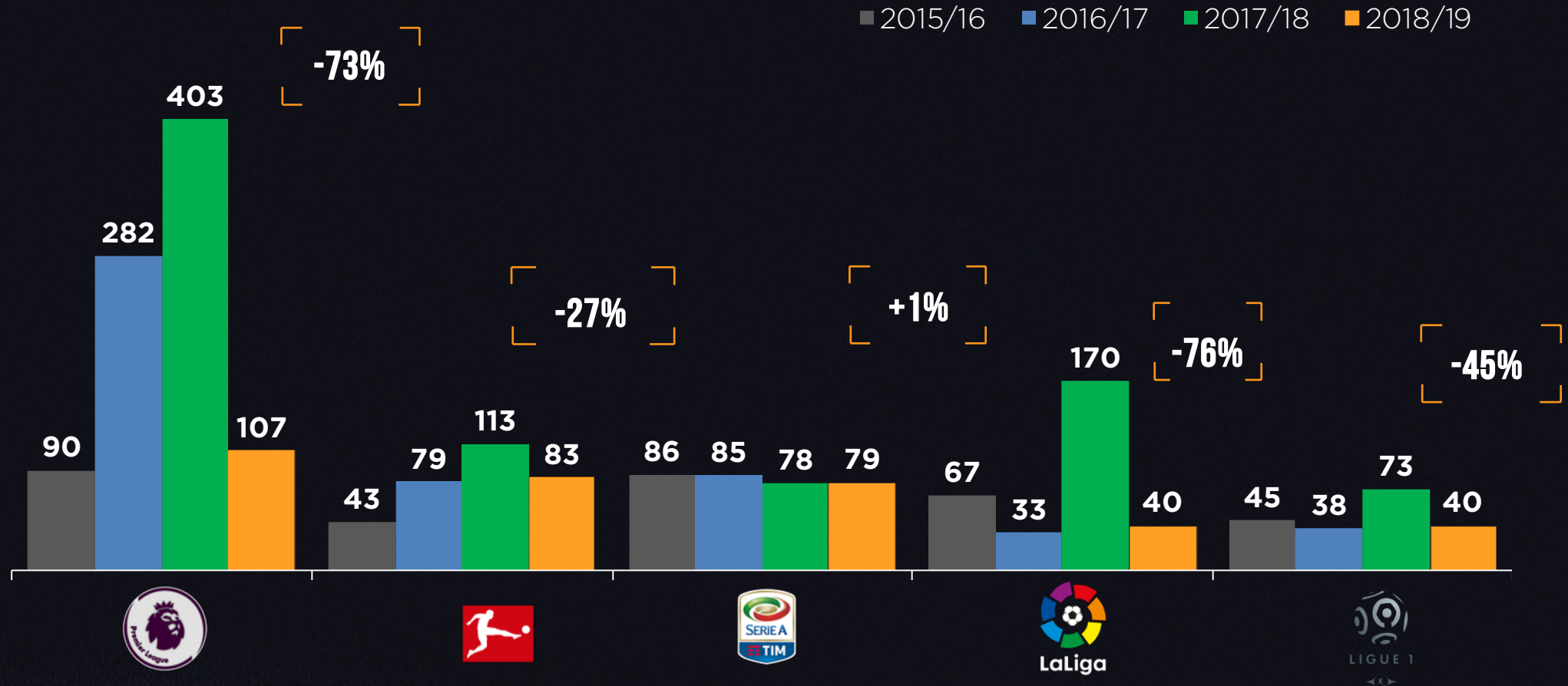


There has been a significant reduction of the European dominance of the Premier League. % spent by English sides only represented 33% of the total (vs 42% in 16/17 and 38% in 17/18). This is the lowest % in recent history



# Winter window player sales- Top 5 European leagues

Mio €



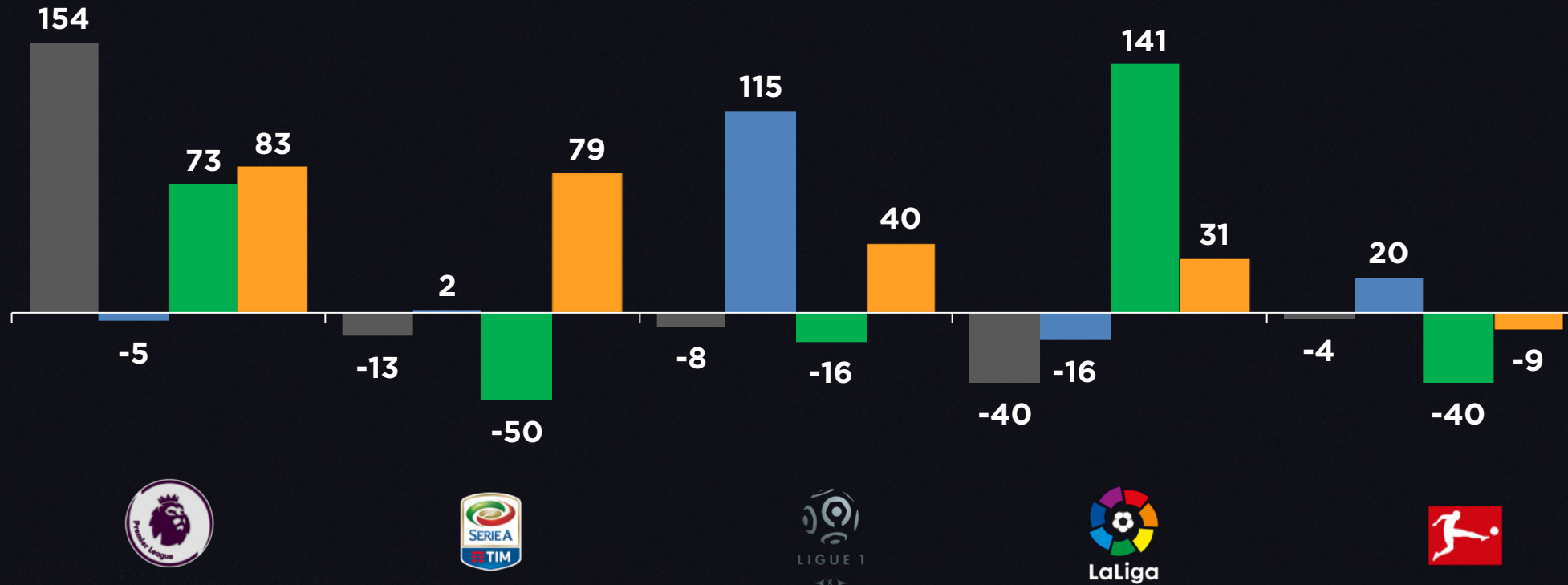
The lower level of income from player sales was one of the key drivers of low investment across top 5 European leagues. Premier League sides sold players for 107m€, more than any other league. LaLiga only collected 40m€ from player sales, second lowest amount of the last 4 years



# Winter window net spending- Top 5 European leagues

Mio €

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

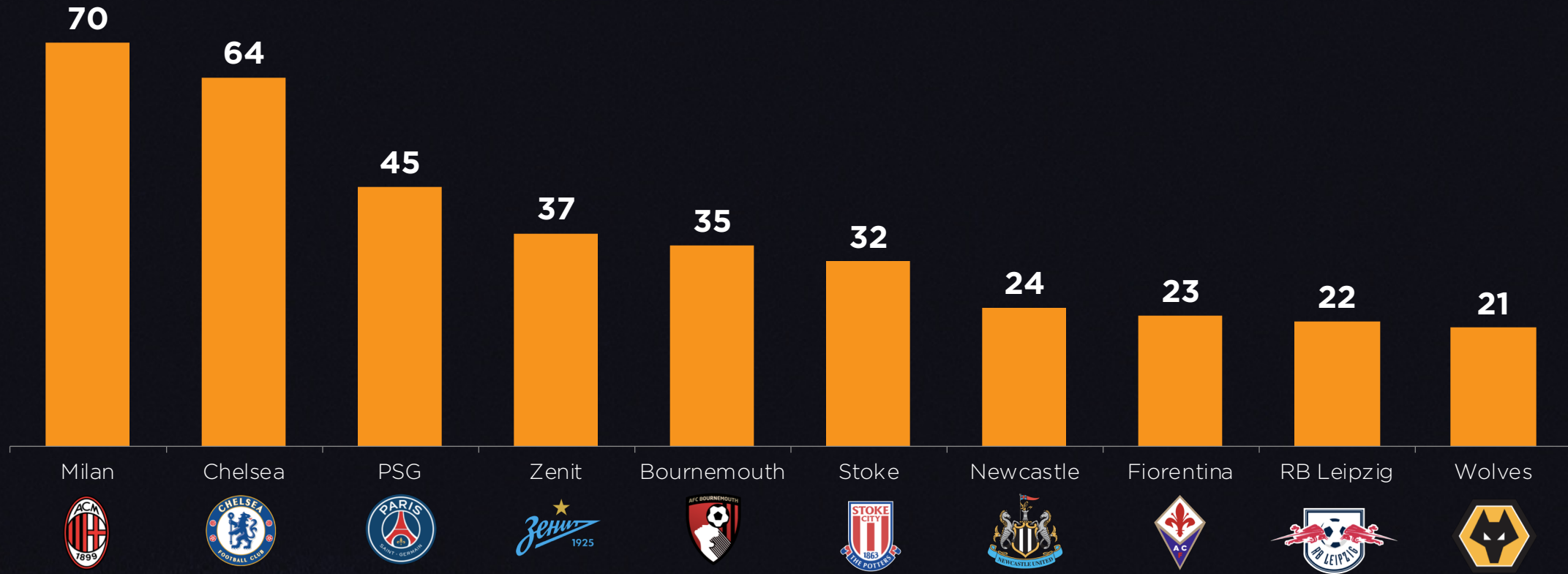


The Premier League came back to lead the net investment in Europe (investment after deducting income from player sales), with net investment up 14% to 83m€. Serie A put themselves close to the Premier's numbers and even the Ligue 1 had a higher net investment than La Liga



# Top 10 clubs with highest investment in Europe

Mio €



AC Milan were the shock European leaders after spending 70m€ in 2 new players this winter (Paquetá and Piatek). Only 4 English teams appear in the top 10 (vs 6 last year), including a Championship side (Stoke City). For the first time no Spanish sides feature in European winter top 10



# Top 10 clubs in player sales income

Mio €



Borussia Dortmund was the side with highest income from player sales after cashing-in 64m€ from selling Pulisic to Chelsea. The Germans have sold players for a whopping 302m€ over the last 2 seasons



# Top 10 most expensive winter signings 2018/19

Mio€

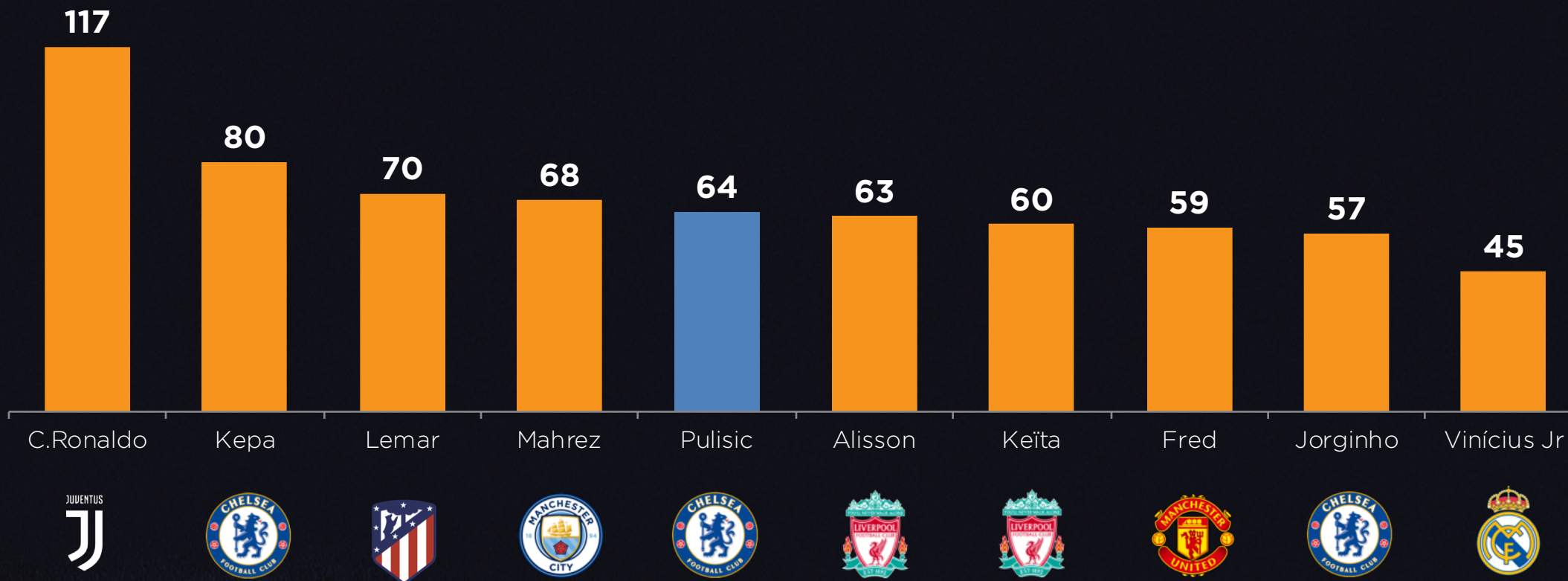


Pulisic was the most expensive winter signing in Europe. While last season all top 10 signings were made by Premier League and La Liga sides, this season “only” 6 are from these two leagues. It’s becoming a popular decision to try to win the race against competitors in winter for summer targets. It happened with Pulisic and also with De Jong (although the transfer from Ajax to Barcelona to be included in the summer)



# Top 10 most expensive signings summer + winter 2018/19

Mio€

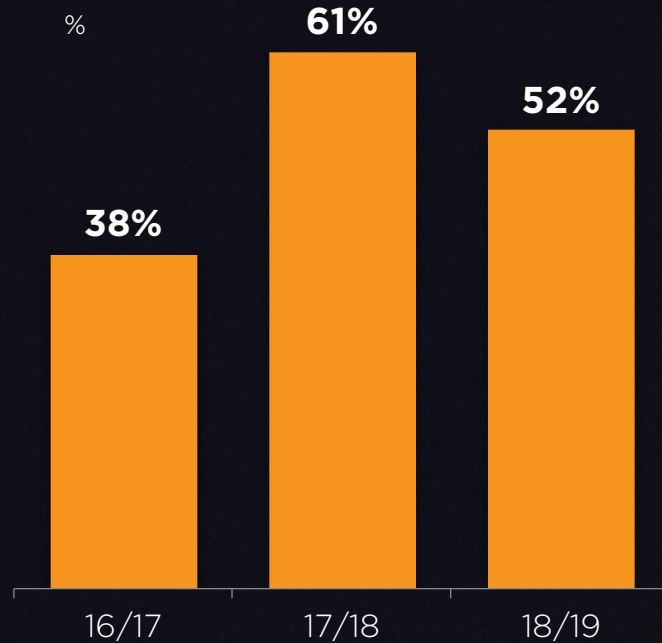


Contrarily to what happened last season (5 out of 10), only one of the most expensive signings took place in January. And this one, Pulisic, will join Chelsea in the summer. Even the winter transfer window has stopped being a “bargains only outlet” monopolized by short term signings or loans

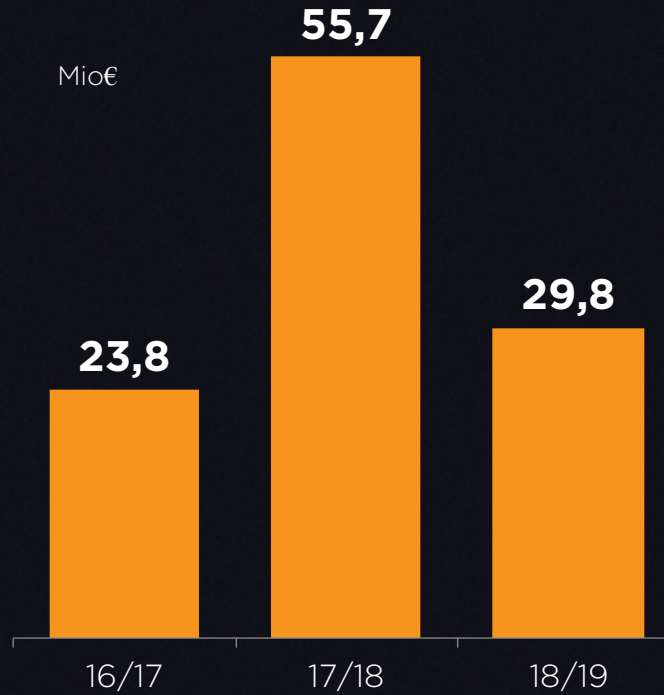


# Top 10 transfers trend over last 3 seasons

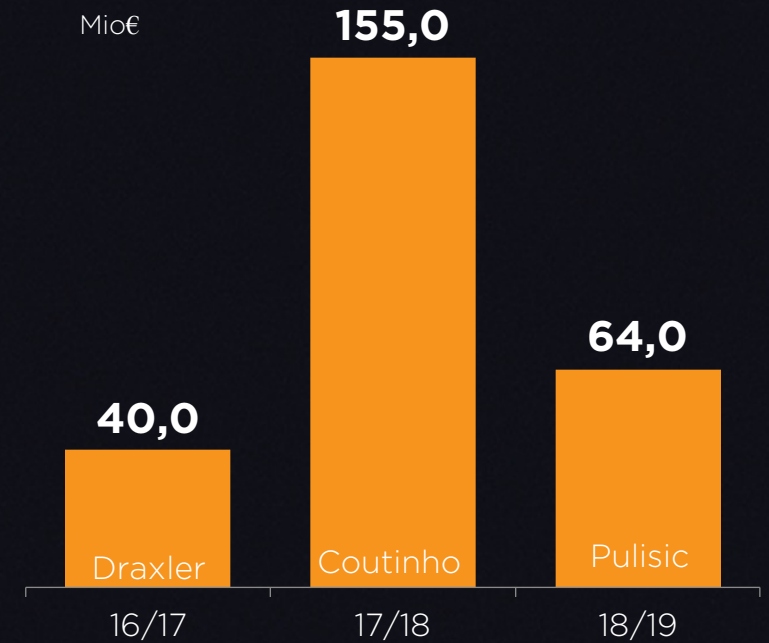
% top 10 most expensive signings over total investment



Average amount spent on top 10 signing in January



Most expensive winter signing



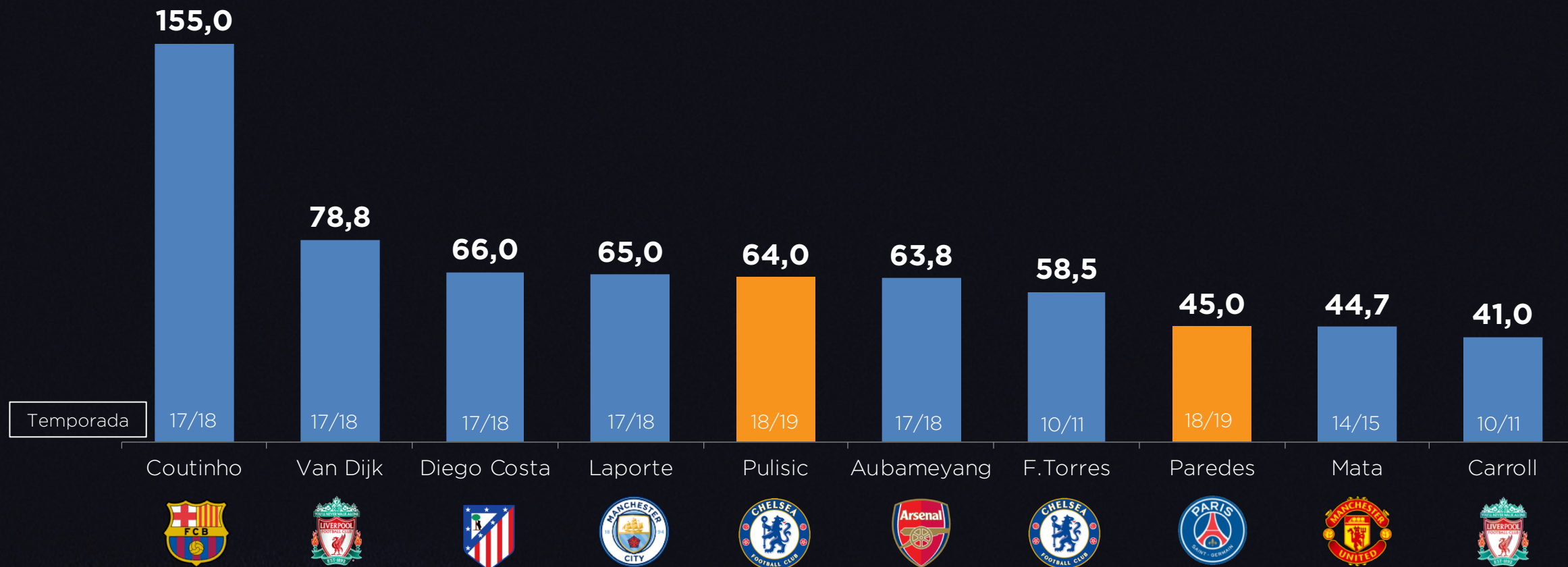
Top 10 most expensive winter signings represented 52% of 573m€ spent in total in Europe (vs 61% last year). Furthermore, average amount of top 10 signings decreased to 55,7m€ and most expensive signing was more than 2 times cheaper than last winter (64m€)





# Top 10 most expensive winter signings ever

Mio€



Pulisic and Paredes join the top 10 table of most expensive winter transfers. However, figures from season 2018/2019 will be hard to beat as Coutinho, Van Dijk, Diego Costa and Laporte remain on top

# Top 10 clubs in combined investment (summer + winter) 2018/19



Juventus invested more than any other team in Europe at season 2018/19 (257m€) -despite not doing any moves in January- after Cristiano Ronaldo's arrival in the summer. Chelsea and AC Milan spent high in both transfer markets





# Winter transfer window European overview

**01** REVIEW TOP 5 EUROPEAN LEAGUES

**02** LALIGA SANTANDER

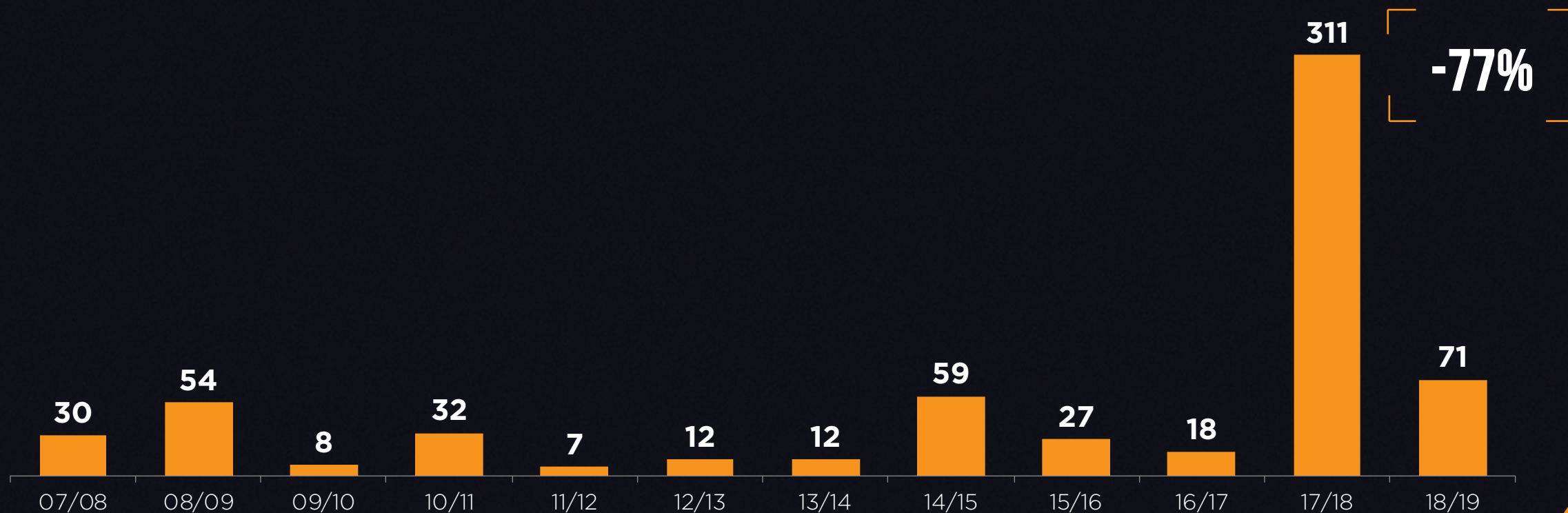




# LaLiga Santander player signings investment track record



Mio €



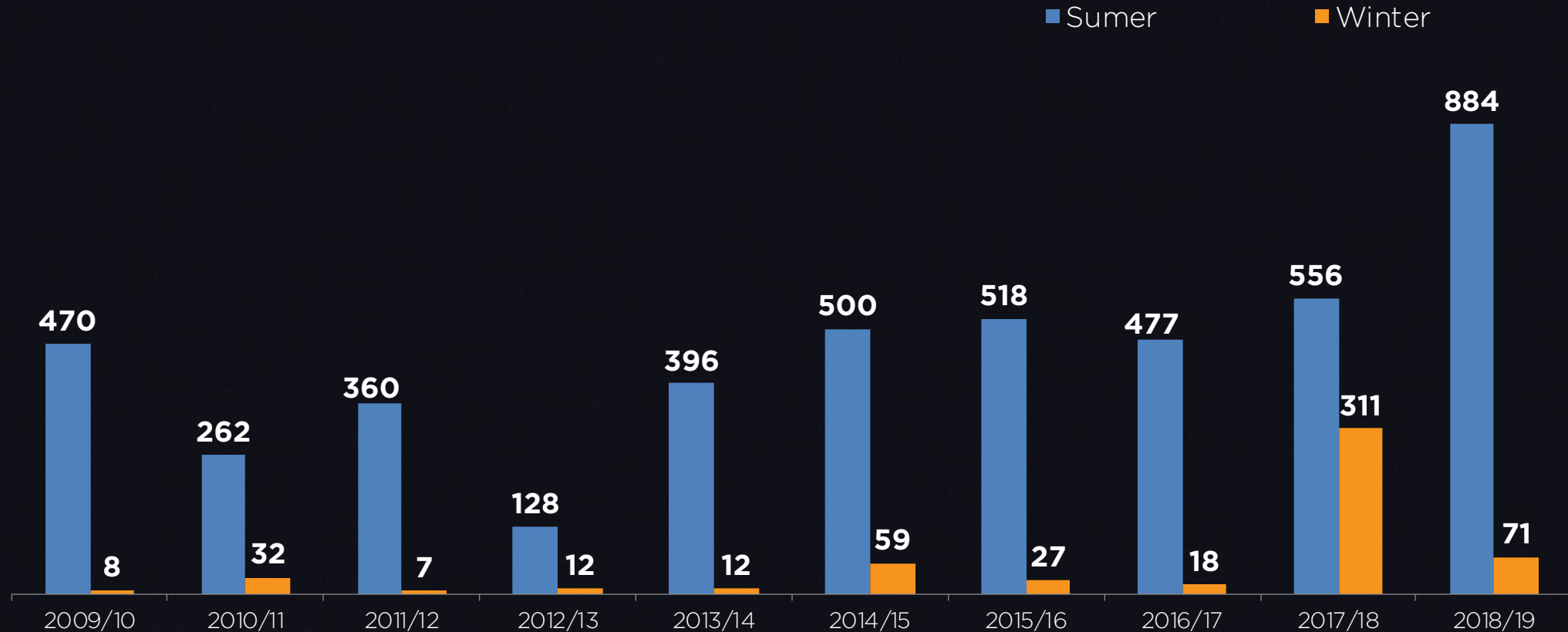
La Liga sides spent 71m€ in January, second highest amount in history (after a very exceptional previous winter)





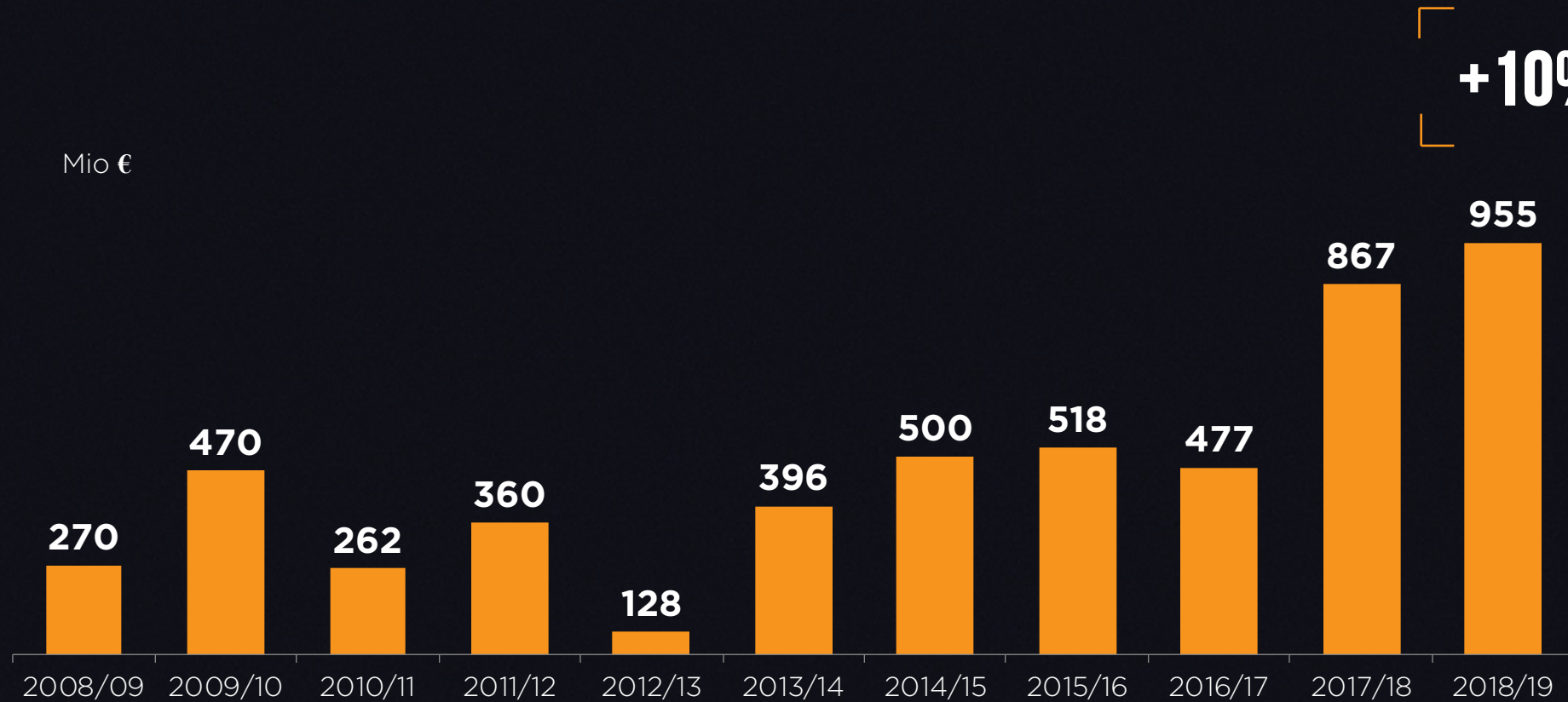
# Winter vs summer transfer windows- LaLiga Santander

Mio €



After last summer's La Liga's all-time record, the proportion spent in winter vs summer comes back to usual terms. Last season Coutinho's move to Barcelona had inflated this figure up to 56%. This season it only represents an 8%

# Combined signings investment summer + winter- LaLiga Santander

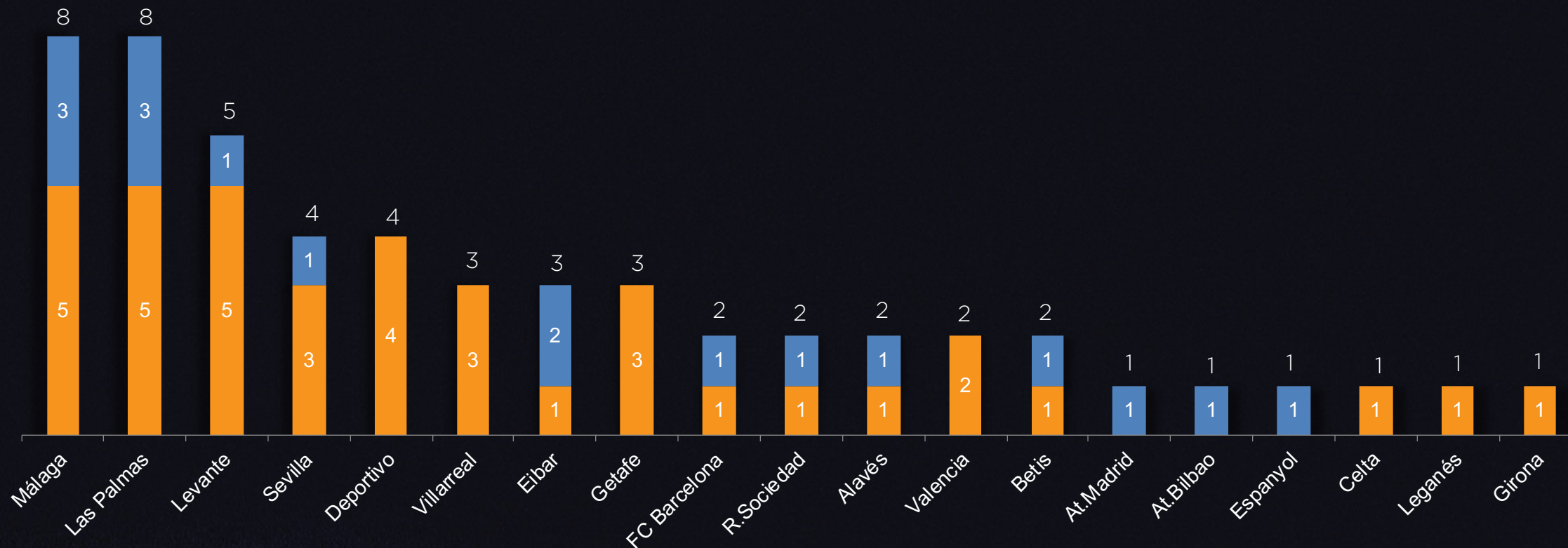


Combined investment (summer + winter) at season 2018/19 at LaLiga rocketed to 955m€ after 10% growth. This is for second consecutive season the highest amount in history. Real Madrid was main protagonist spending a combined 163m€, followed by Barcelona and Valencia (127m€) and Atletico Madrid (124m€)



# Participation of players signed in winter 2017/18

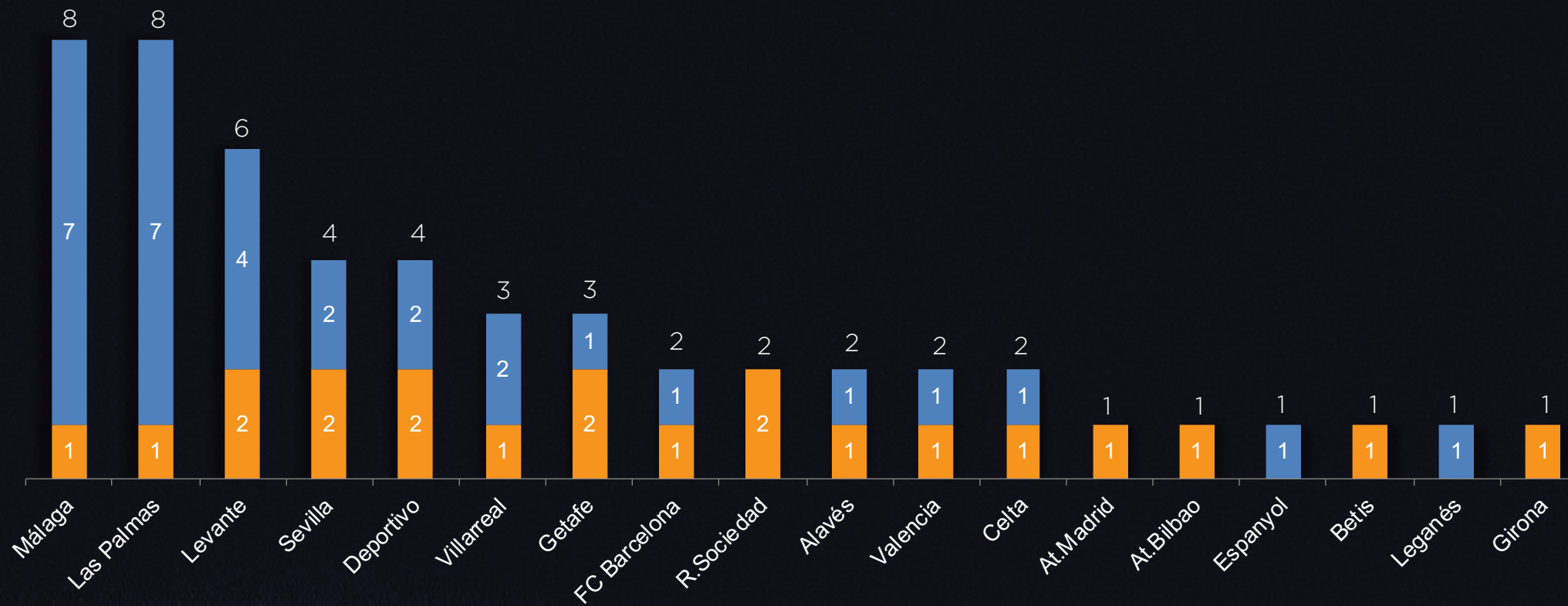
■ >50%minutes\*   ■ <50%minutes\*



17 of 54 players (31%) signed last winter played more than half of minutes at remaining matches of the season, down from 50% last season. 31 of them (57%) continued in their squads the following season (vs 48% last season)

# Continuity in 2018/19 of players signed in winter 2017/18

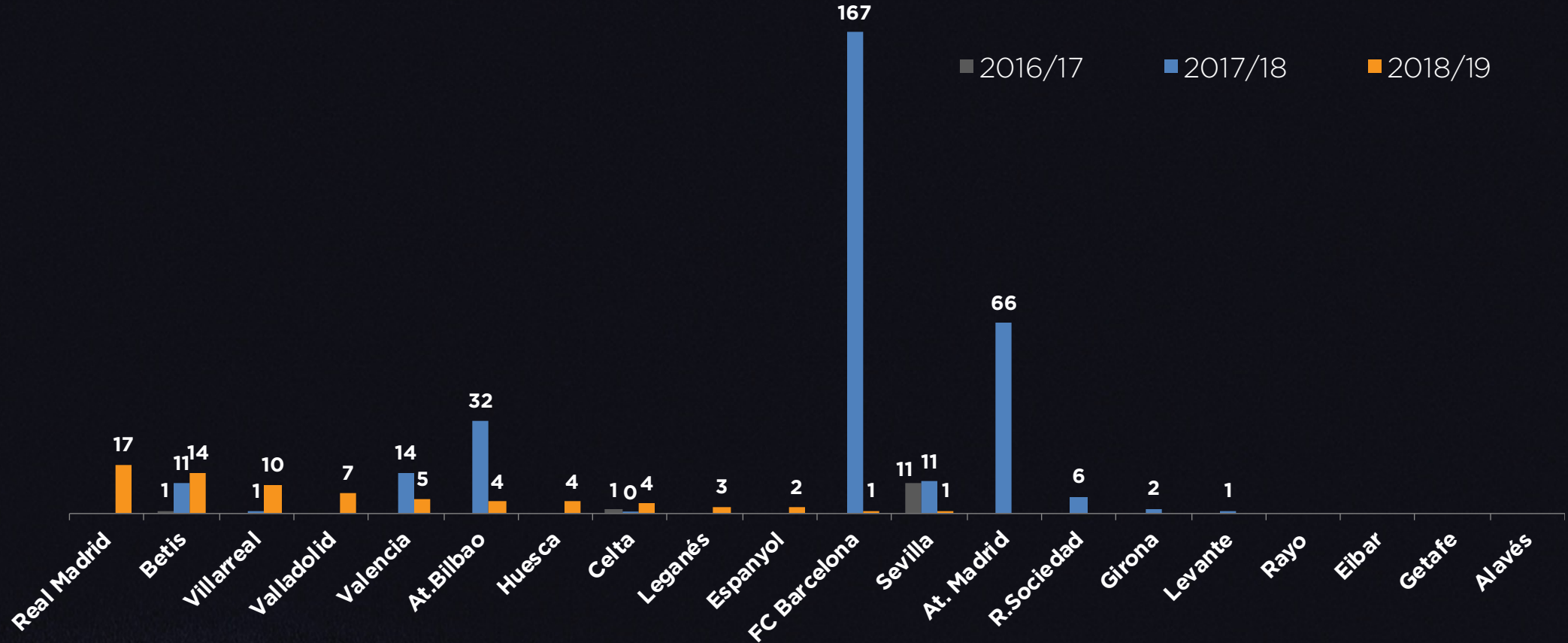
■ No ■ Yes





# LaLiga Santander investment in signings by team

Mio €



Real Madrid spent more than any other team in Spain after signing Brahim from Manchester City. Betis got Diego Lainez for 14m€ and Villarreal signed Iborra for 10m€. 12 sides have spent money in new signings, vs 13 last year

# Top 10 most expensive winter signings - LaLiga Santander

Mio €

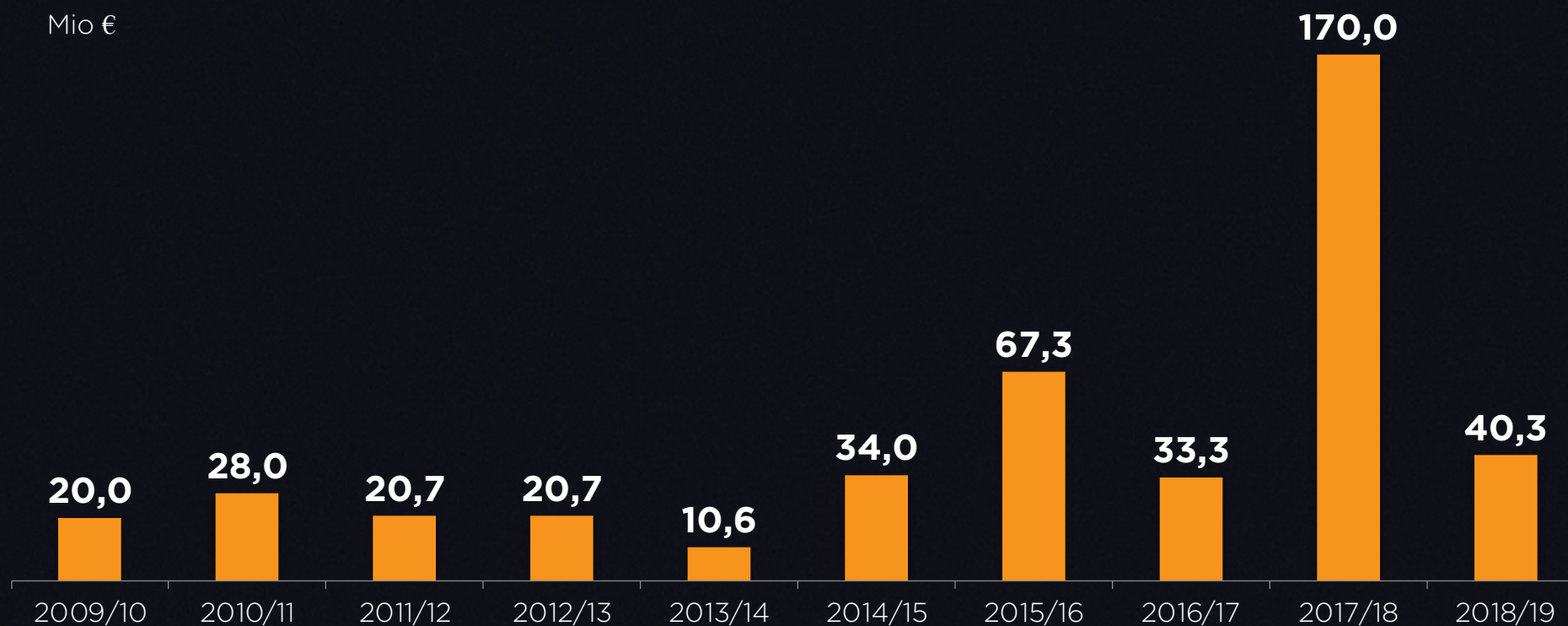


Real Madrid command the table while Betis (14m€) and Villarreal (10m€) follow as unusual leaders. Only 3 teams invest more than 10m€. In fact none of the top economical forces (Barcelona, Madrid, Atlético and Valencia) signed key players



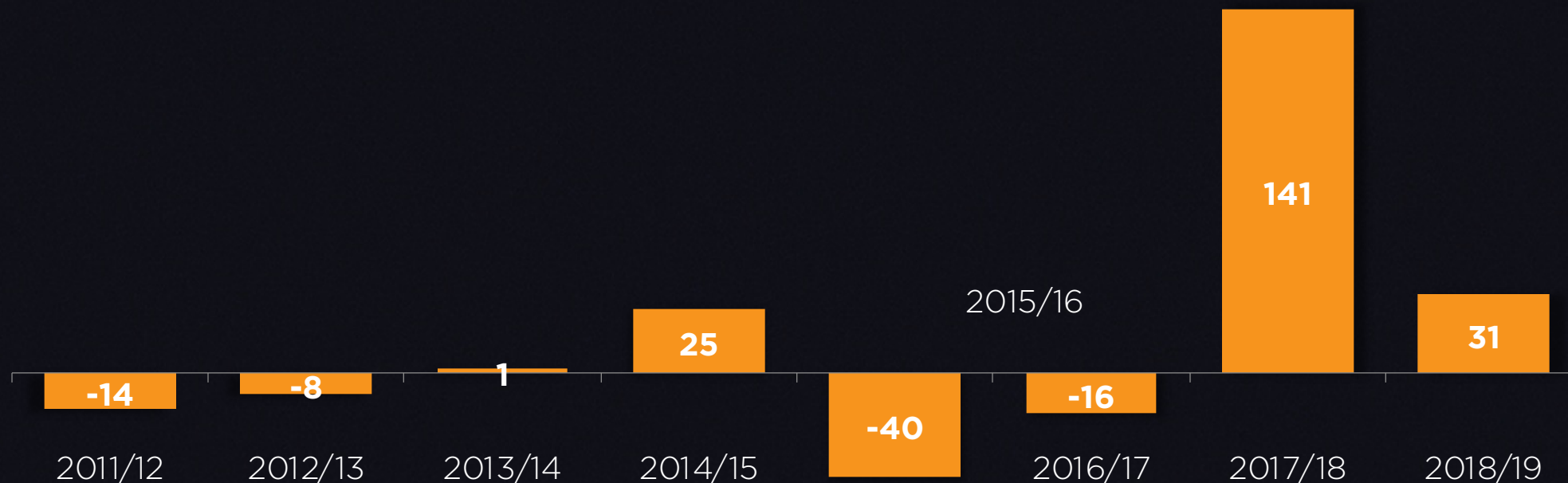
# Winter player sales income trend - LaLiga Santander

Mio €



# Winter net investment in players trend - LaLiga Santander

Mio €

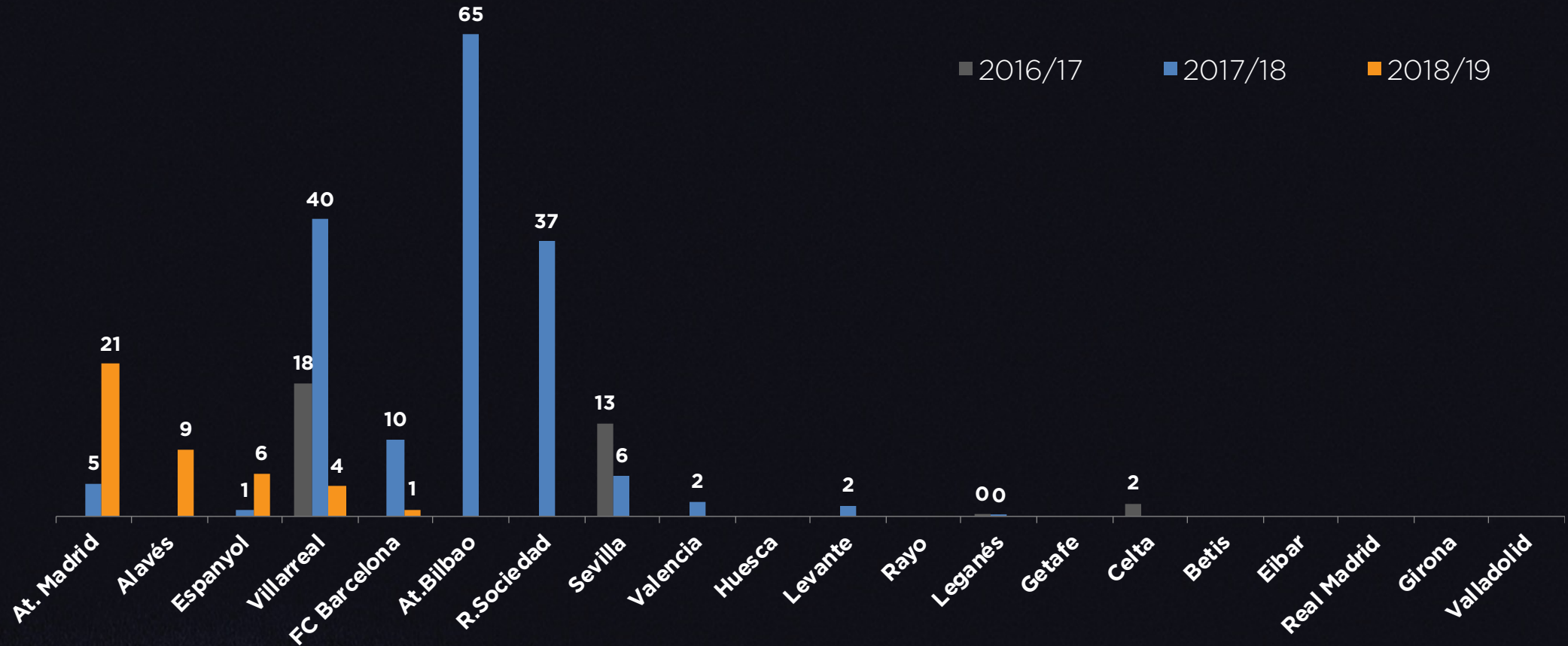


LaLiga sides spent 31m€ in new players (net investment), after deducting 40m€ from sales income. Premier League, Ligue 1 and Serie A have a higher net investment than La Liga



# Player sales income by team - LaLiga Santander

Mio €



Only 5 LaLiga sides collected money from player sales, vs 12 last season. Atletico Madrid leads the way after Jonny transfer to Wolves (collecting 21m€) . Alaves follows after Sobrino departed to Valencia and Ibai Gomez to Athletic Club. RCD Espanyol completes Spanish top 3 after Baptista's departure to China



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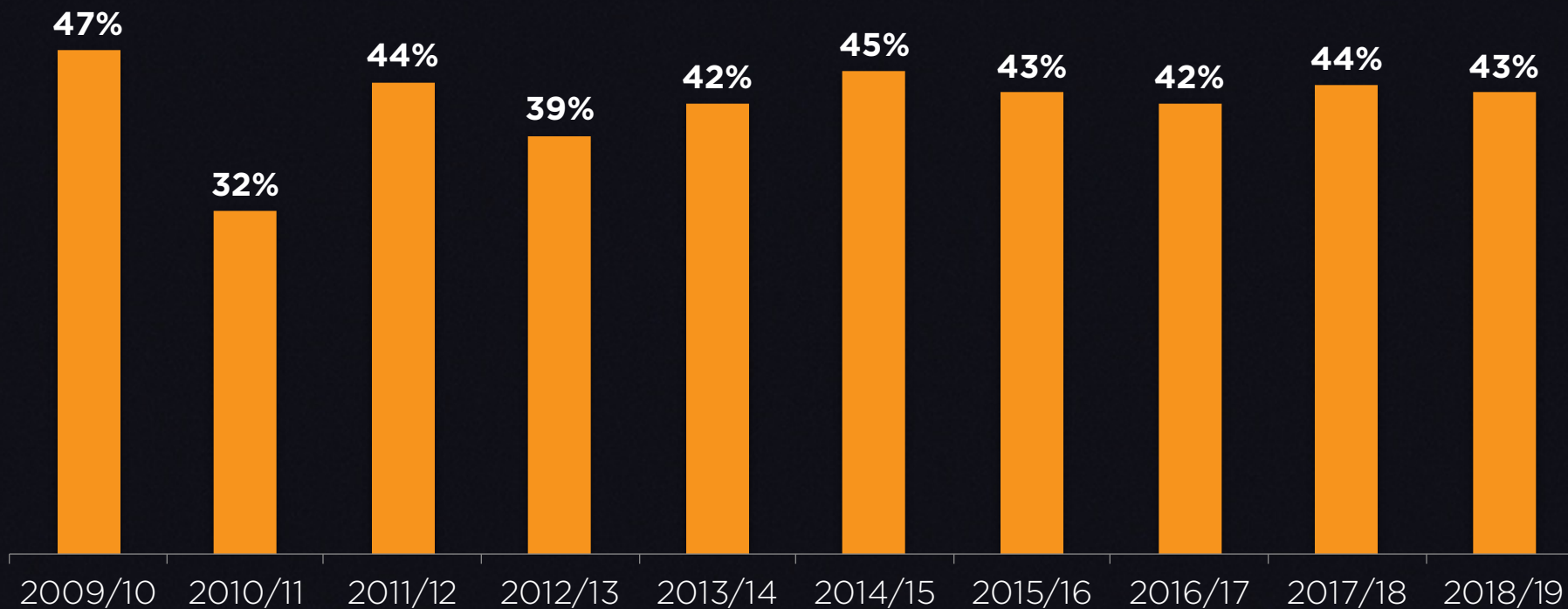
**06** ABOUT PRIME TIME SPORT





# Participation of players signed in the summer- LaLiga Santander

% players\*

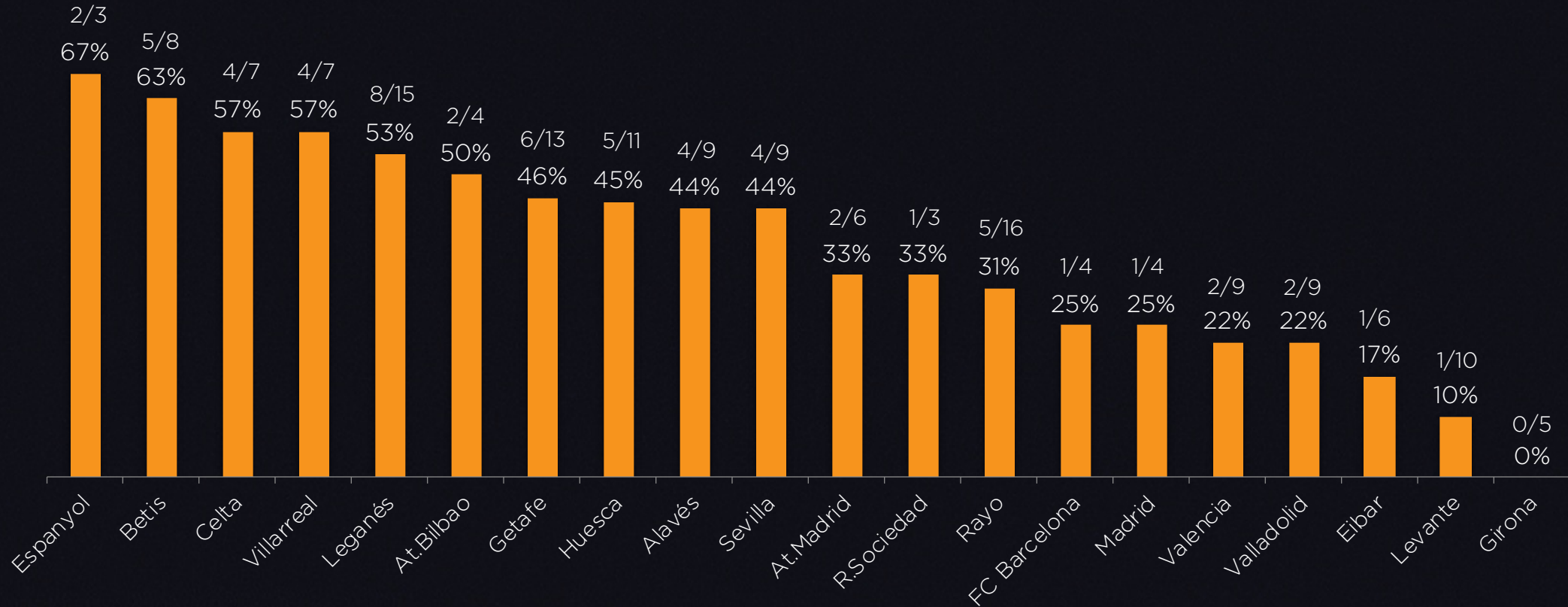


Usage of players signed by LaLiga sides in the summer stays in line with previous seasons, and just 43% of them have played more than half of total minutes

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

# Ranking usage of players signed in summer 2018/19

% players\*

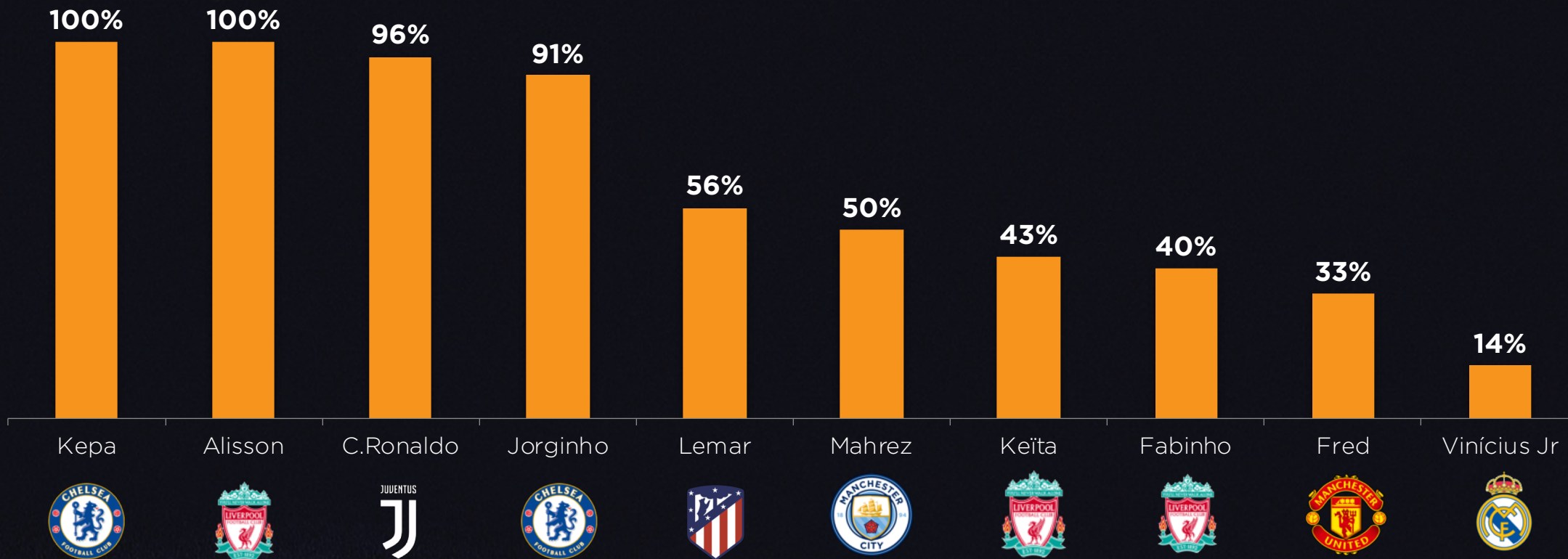


Espanyol and Betis are the sides that took best advantage of summer signings, with 7 out of 11 combined of new players having played at least 50% of LaLiga minutes. In the opposite side, none of Girona signings played more than half of minutes



# Participation of top 10 most expensive signings 2018/19- Europe

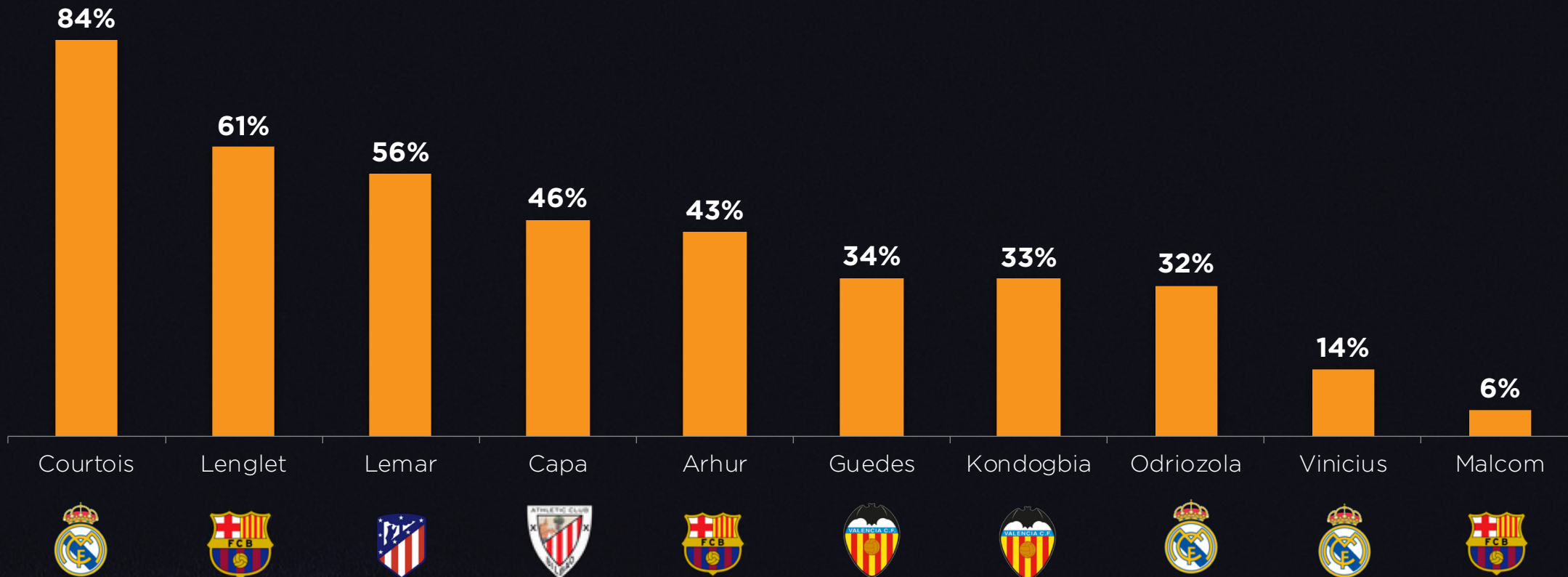
% minutes



Money well spent as Cristiano Ronaldo –most expensive player 2018/2019- was also the most profitable field player in Europe after having played the 96% of minutes with Juventus. Two of the most expensive goalkeepers of all-time, Kepa and Alisson, were the most profitable top 10 summer signings. Vinicius Jr shuts the list with only 14% of minutes played

# Participation of top 10 most expensive signings 2018/19 – LaLiga Santander

% minutes



Courtois was the most used top 10 LaLiga summer signing, after playing 84% of the minutes after 19 rounds. Lenglet follows with 61%. As much as 7 of 10 most expensive summer transfers played 46% or less minutes



# Ranking field players with highest participation– LaLiga Santander

% minutes

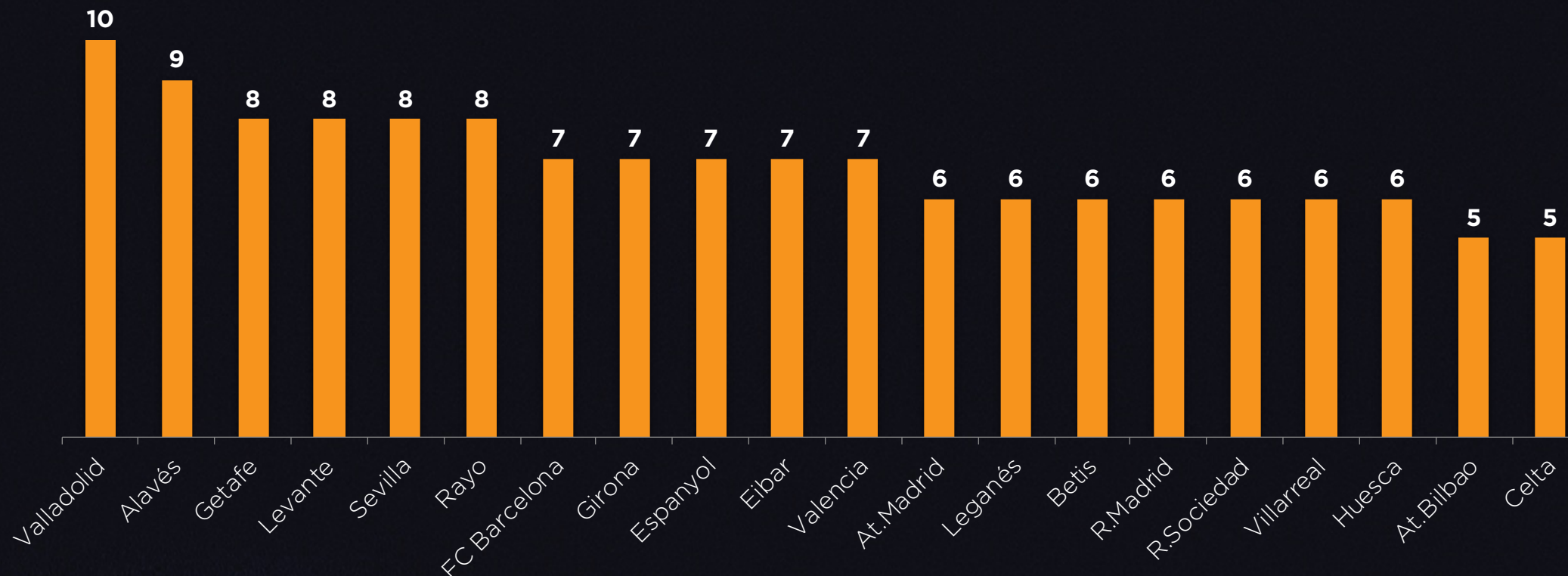


Piqué, Sergio Ramos, Sergio Gomez, Calero, Laguardia, Espinosa and Nacho were the only LaLiga field players participating in 100% of minutes over first 19 rounds. All of them defenders. 7 of them 8 play as centre-backs

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

# Ranking sides with highest number of fix players\*

Nº of players



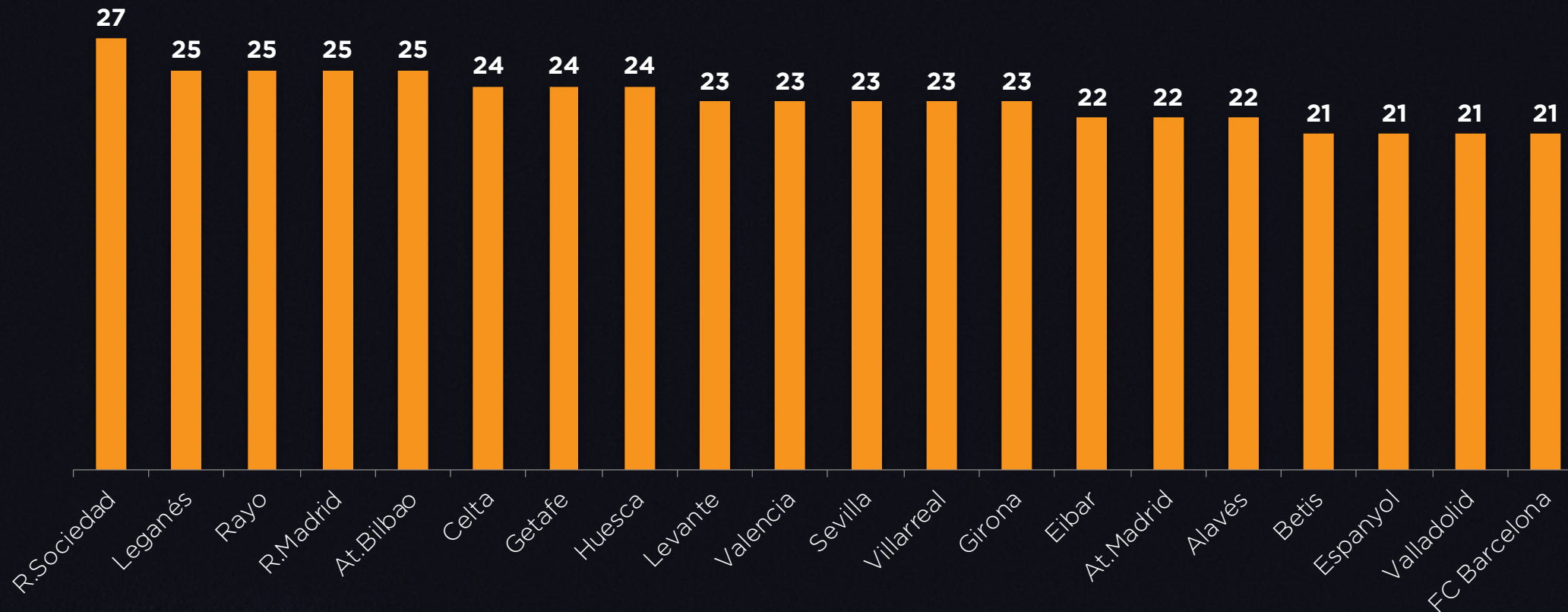
Valladolid and Alaves were the sides with most stable starting eleven, with 10 and 9 players participating in more than 70% of LaLiga minutes. On the opposite side, Athletic Club and Celta had five key players. Valverde's FC Barcelona had 7 key players (1 less than last season) while Real Madrid had 6 (same as last season)

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



# Number of players fielded by team - LaLiga Santander

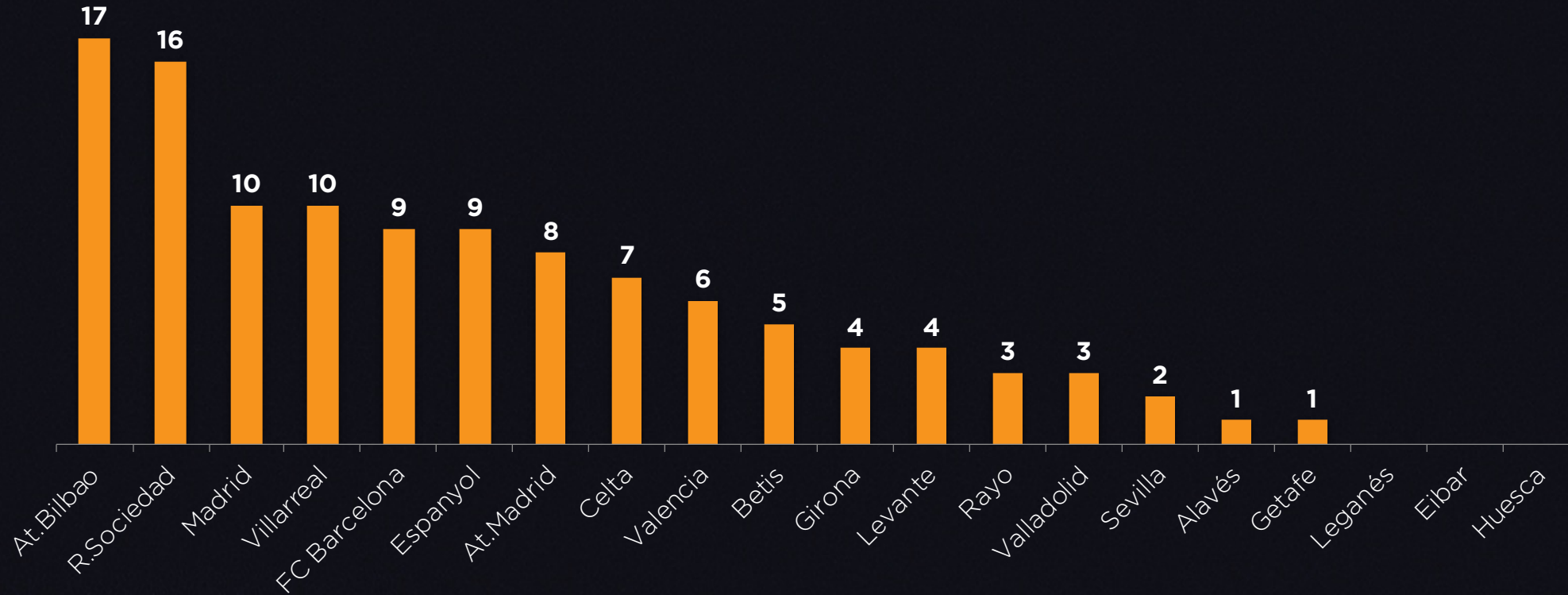
Nº of players



FC Barcelona were among the teams that used less different players (21). On the other side, Real Sociedad was the side fielding most players during first half of LaLiga, as much as 27.

# Participation of home grown players by team- LaLiga Santander

Nº of players



At. Bilbao fielded 17 home grown players, more than any other LaLiga side for 6<sup>th</sup> year in a row, followed by Real Sociedad (16). FC Barcelona is not in the top 3 for fourth year in a row (5<sup>th</sup> position with 9 home grown players used). Leganés, Eibar and Huesca did not use any home grown players over first 19 rounds



# Participation of home grown players in Europe

Nº of players



With 10 home grown players fielded so far, PSG had the highest number among top 3 sides at table of top 5 European leagues. FC Barcelona had dominated this list the past three seasons and now fell to the second position. Liverpool, Manchester City only used 1 and Inter Milan none.



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- 06** ABOUT PRIME TIME SPORT







# European football table 2018/19











**01** TOP 5 EUROPEAN LEAGUES COMBINED

**02** TOP SCORERS AND ASSISTS





# Points achieved: top 10 Europe










	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	Juventus		53	19	17	2	0	38	11	92,98
2	PSG		47	17	15	2	0	50	10	92,16
3	Liverpool		51	19	16	3	0	43	7	89,47
4	B.Dortmund		42	17	13	3	1	44	18	82,35
5	Tottenham		45	19	15	0	4	42	18	78,95
6	M.City		44	19	14	2	3	51	15	77,19
7	Napoli		44	19	14	2	3	37	17	77,19
8	FC Barcelona		43	19	13	4	2	53	20	75,44
9	B.Munich		36	17	11	3	3	36	18	70,59
10	Chelsea		40	19	12	4	3	37	16	70,18



# Ranking % Points achieved last 8 years


2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
 85,96	 96,49	 92,16	 88,24	 90,20	 85,96	 96,49	 92,98
 78,95	 78,95	 91,23	 83,33	 89,47	 83,33	 89,47	 92,16
 78,95	 78,95	 87,72	 80,70	 77,78	 82,35	 87,72	 89,47
 77,19	 77,19	 87,72	 80,70	 77,19	 79,63	 84,21	 82,35

# Points achieved: worst 10

	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
89	Bologna		13	19	2	7	10	15	29	22,81
90	Hannover 96		11	17	2	5	10	17	35	21,57
91	Nürnberg		11	17	2	5	10	14	38	21,57
92	Burnley		12	19	3	3	13	17	41	21,05
93	Guingamp		11	18	2	5	11	14	34	20,37
94	Fulham		11	19	2	5	12	17	43	19,30
95	Huesca		11	19	2	5	12	17	36	19,30
96	Huddersfield		10	19	2	4	13	12	34	17,54
97	Frosinone		10	19	1	7	11	12	37	17,54
98	Chievo Verona		8	19	1	8	10	14	35	14,04












# Points achieved at home: top 10

	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	Borussia Mon.		24	8	8	0	0	23	3	100,00
2	PSG		24	8	8	0	0	27	3	100,00
3	Juventus		28	10	9	1	0	19	5	93,33
4	Liverpool		25	9	8	1	0	22	2	92,59
5	B.Dortmund		25	9	8	1	0	29	11	92,59
6	M.City		27	10	9	0	1	35	9	90,00
7	At. Madrid		26	10	8	2	0	17	4	86,67
8	Napoli		26	10	8	2	0	23	6	86,67
9	RB Leipzig		23	9	7	2	0	24	6	85,19
10	Saint-Étienne		20	8	6	2	0	16	6	83,33













## Points achieved away: Top 10

	% Points achieved		Total							% of Points
			Pt	Played	W	D	L	Gf	Ga	
1	Juventus		25	9	8	1	0	19	6	92,59
2	Liverpool		26	10	8	2	0	21	5	86,67
3	PSG		20	8	6	2	0	22	7	83,33
4	Tottenham		27	11	9	0	2	25	12	81,82
5	B. Munich		21	9	7	0	2	21	8	77,78
6	Barcelona		20	9	6	2	1	20	8	74,07
7	B. Dortmund		17	8	5	2	1	15	7	70,83
8	Chelsea		19	9	6	1	2	18	8	70,37
9	Montpellier		14	7	4	2	1	11	6	66,67
10	Napoli		18	9	6	0	3	14	11	66,67














# Average goals scored: Top 10











	Average goals favor		Total							Avge Gf
			Pt	Played	W	D	L	Gf	Ga	
1	PSG		47	17	15	2	0	50	10	2,94
2	FC Barcelona		43	19	13	4	2	53	20	2,79
3	M.City		44	19	14	2	3	51	15	2,68
4	B.Dortmund		42	17	13	3	1	44	18	2,59
5	Liverpool		51	19	16	3	0	43	7	2,26
6	Tottenham		45	19	15	0	4	42	18	2,21
7	Arsenal		38	19	11	5	3	41	25	2,16
8	B.Munich		36	17	11	3	3	36	18	2,12
9	Borussia Mon.		33	17	10	3	4	36	18	2,12
10	Atalanta		28	19	8	4	7	39	27	2,05

# Average goals scored: worst 10

	Average goals favor	Total							Avge Gf
		Pt	Played	W	D	L	Gf	Ga	
89	Stade Reims 	26	19	6	8	5	15	18	0,79
90	SPAL 	17	19	4	5	10	15	27	0,79
91	Bologna 	13	19	2	7	10	15	29	0,79
92	Guingamp 	11	18	2	5	11	14	34	0,78
93	Newcastle 	17	19	4	5	10	14	26	0,74
94	Chievo Verona 	8	19	1	8	10	14	35	0,74
95	Nice 	26	18	7	5	6	13	17	0,72
96	Suttgart 	14	17	4	2	11	12	35	0,71
97	Huddersfield 	10	19	2	4	13	12	34	0,63
98	Frosinone 	10	19	1	7	11	12	37	0,63













# Average goals scored at home: top 10

	Average goals favor		Total						Avge Gf	
			Pt	Played	W	D	L	Gf		Ga
1	M.City		27	10	9	0	1	35	9	3,50
2	PSG		24	8	8	0	0	27	3	3,38
3	Barcelona		23	10	7	2	1	33	12	3,30
4	B.Dortmund		25	9	8	1	0	29	11	3,22
5	Borussia Mon.		24	8	8	0	0	23	3	2,88
6	RB Leipzig		23	9	7	2	0	24	6	2,67
7	Roma		18	9	5	3	1	24	14	2,67
8	Liverpool		25	9	8	1	0	22	2	2,44
9	E.Frankfurt		13	8	4	1	3	19	11	2,38
10	Napoli		26	10	8	2	0	23	6	2,30













# Average goals scored away: Top 10

	Average goals favor		Total						Avge Gf	
			Pt	Played	W	D	L	Gf		Ga
1	PSG		20	8	6	2	0	22	7	2,75
2	Atalanta		14	10	4	2	4	24	20	2,40
3	B. Munich		21	9	7	0	2	21	8	2,33
4	Arsenal		15	9	4	3	2	21	16	2,33
5	Tottenham		27	11	9	0	2	25	12	2,27
6	Hoffenheim		12	8	3	3	2	18	14	2,25
7	Barcelona		20	9	6	2	1	20	8	2,22
8	Juventus		25	9	8	1	0	19	6	2,11
9	Liverpool		26	10	8	2	0	21	5	2,10
10	Chelsea		19	9	6	1	2	18	8	2,00





# Average goals conceded: Top 10

	Average goals against		Total							Avge Ga
			Pt	Played	W	D	L	Gf	Ga	
1	Liverpool		51	19	16	3	0	43	7	0,37
2	Juventus		53	19	17	2	0	38	11	0,58
3	PSG		47	17	15	2	0	50	10	0,59
4	At.Madrid		38	19	10	8	1	27	13	0,68
5	Inter		39	19	12	3	4	31	14	0,74
6	M.City		44	19	14	2	3	51	15	0,79
7	Montpellier		30	18	8	6	4	25	15	0,83
8	Chelsea		40	19	12	4	3	37	16	0,84
9	Getafe		26	19	7	7	5	21	16	0,84
10	Napoli		44	19	14	2	3	37	17	0,89

# Average goals conceded: worst 10

	Average goals against	Total							Avge Ga
		Pt	Played	W	D	L	Gf	Ga	
89	Huesca 	11	19	2	5	12	17	36	1,89
90	Düsseldorf 	18	17	5	3	9	19	33	1,94
91	Empoli 	16	19	4	4	11	22	37	1,95
92	Frosinone 	10	19	1	7	11	12	37	1,95
93	Cardiff 	15	19	4	3	12	18	38	2,00
94	Hannover 96 	11	17	2	5	10	17	35	2,06
95	Suttgart 	14	17	4	2	11	12	35	2,06
96	Burnley 	12	19	3	3	13	17	41	2,16
97	Nürnberg 	11	17	2	5	10	14	38	2,24
98	Fulham 	11	19	2	5	12	17	43	2,26





# Goal difference: Top 10

	Goal Difference		Total						Goal diff	
			Pt	Played	W	D	L	Gf		Ga
1	PSG		47	17	15	2	0	50	10	40
2	Liverpool		51	19	16	3	0	43	7	36
3	M.City		44	19	14	2	3	51	15	36
4	FC Barcelona		43	19	13	4	2	53	20	33
5	Juventus		53	19	17	2	0	38	11	27
6	B.Dortmund		42	17	13	3	1	44	18	26
7	Tottenham		45	19	15	0	4	42	18	24
8	Chelsea		40	19	12	4	3	37	16	21
9	Napoli		44	19	14	2	3	37	17	20
10	B.Munich		36	17	11	3	3	36	18	18





# Goal profitability: Top 10

	Goal profitability		Total							Goal prof
			Pt	Played	W	D	L	Gf	Ga	
1	Nice		26	18	7	5	6	13	17	2,00
2	Reims		26	19	6	8	5	15	18	1,73
3	Parma		25	19	7	4	8	17	23	1,47
4	At.Madrid		38	19	10	8	1	27	13	1,41
5	Juventus		53	19	17	2	0	38	11	1,39
6	Valencia		23	19	4	11	4	17	17	1,35
7	Wolverhampton		26	19	7	5	7	20	22	1,30
8	Leganés		22	19	5	7	7	17	21	1,29
9	Valladolid		22	19	5	7	7	17	21	1,29
10	Alavés		28	19	9	5	5	22	19	1,27

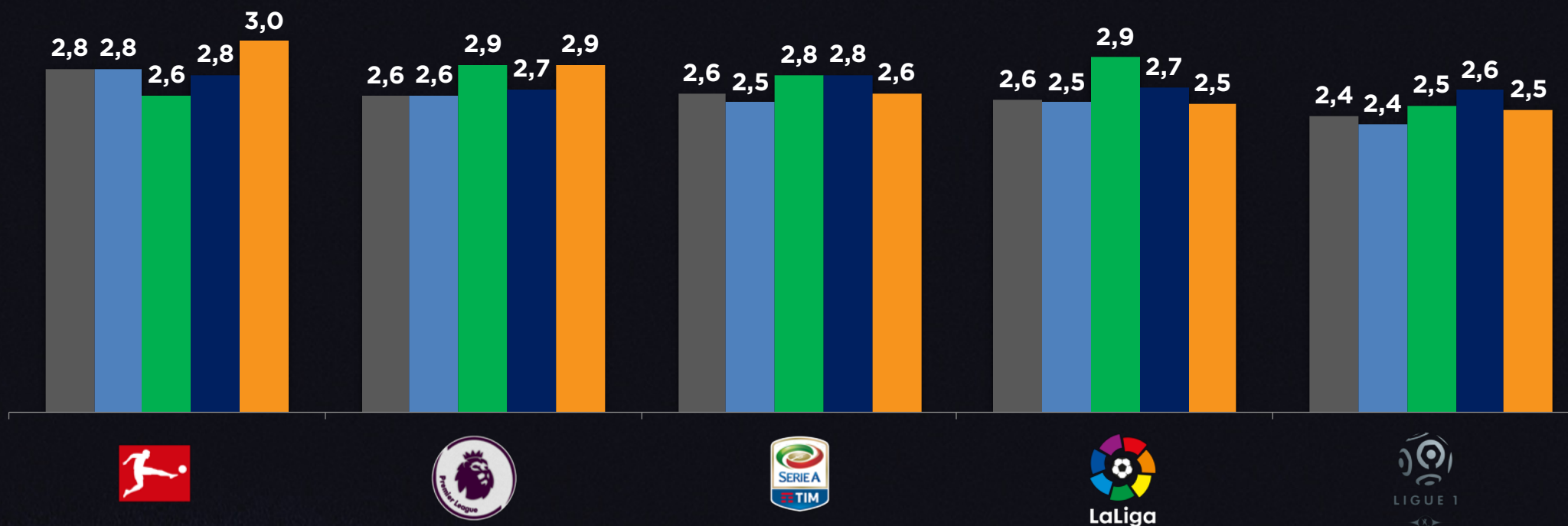




# Average goals per game by league

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

Goals/game





# European football table 2018/19

**01** TOP 5 EUROPEAN LEAGUES COMBINED

**02** TOP SCORERS AND ASSISTS



primetimesport





# Top scorers top 5 European leagues 2018/19

Leo Messi	17
Luis Suárez	14
Stuani	12
Iago Aspas	10
Ben Yedder	9
Maxi Gómez	9
Griezman	9
Borja Iglesias	9
André Silva	8
Raúl de Tomas	8



Aubameyang	13
Kane	12
Salah	12
Hazard	10
Richarlison	9
Sterling	9
Felipe Anderson	8
Sigurdsson	8
Agüero	8
Wilson	8



C.Ronaldo	14
Piatek	13
Quagliarella	12
Zapata	10
Immobile	10
Milik	10
Icardi	9
Caputo	9
Mertens	8
Mandzukic	8



Jovic	12
Alcácer	12
Reus	11
Werner	11
Lewandowski	10
Haller	9
Hazard	9
Plea	9
Poulsen	8
Finnbogason	7



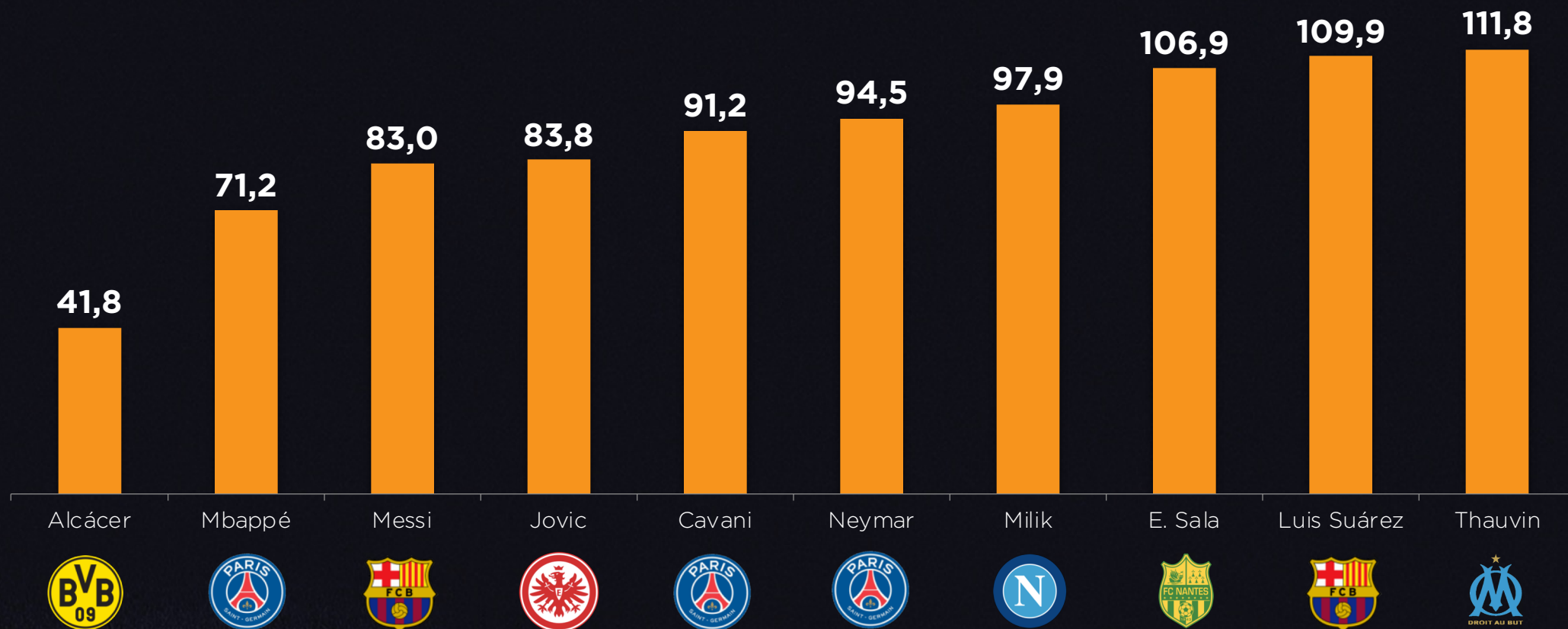
Mbappé	13
Sala	12
Pépé	12
Neymar	11
Thauvin	11
Khazri	11
Cavani	10
Max Gradel	8
Bamba	8
Mothiba	8





# Top 10 players by goal efficacy

Minutes x goal



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



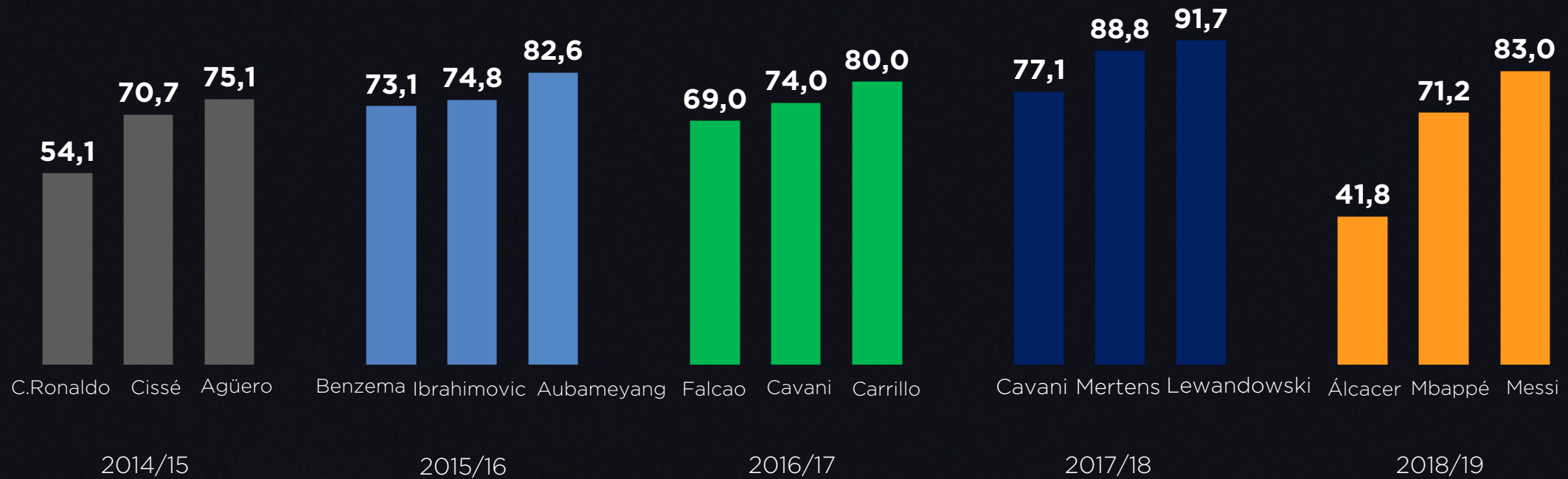
primetime sport





# Top 3 goal efficacy of last 5 seasons

Minutos por gol





# Top Assists top 5 European leagues 2018/19

Messi	11	Hazard	9	Suso	8	Neuhaus	8	Depay	7
Tello	6	Sané	8	Lazzarri	6	Sancho	8	Pépé	7
J.Alba	6	Fraser	8	Ünder	6	Haller	8	Tait	6
Jony	6	Salah	7	Papu Gómez	6	Kimmich	7	Lala	6
Sarabia	6	Eriksen	7	Mertens	6	Reus	7	Di María	6
S.Roberto	5	Ramsey	6	C.Ronaldo	6	Kostic	6	Neymar	6
Luis Suárez	5	Sterling	6	Callejón	5	Hazard	6	Mbappé	6
Griezman	5	Lacazette	6	Chiesa	5	Kampl	6	Selnaes	5
Ben Yedder	5	Pogba	5	Insigne	5	Borsinski	5	Payet	5
M.Gómez	5	Rashford	5	Quagliarella	5	Joelinton	5	Sarr	5

  
LaLiga















# Football Transfer Review 2019- winter edition

- 01** TECHNICAL SHEET
- 02** WINTER TRANSFER WINDOW EUROPEAN OVERVIEW
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- 04** EUROPEAN FOOTBALL TABLE 2018/19
- 05** SUMMARY OF FINDINGS
- 06** ABOUT PRIME TIME SPORT





# Summary of findings FTR 2019– winter edition (1 of 5)

- Investment in European football reached 573m€ at winter transfer window, Despite a decrease vs an exceptional last winter, it's the 3<sup>rd</sup> biggest amount ever spent in winter
- Combined investment of the season (summer + winter) at top 5 European leagues surpassed 4,8bio€, second all time high despite high level of investment in summer 2018
- Premier League is yet again the strongest tournament after spending 190m€ (-60%), although the gap vs runners-up Serie A was the smallest ever. Premier League and La Liga fell dramatically after last season's high, while the other three leagues (down last year), now are up: Serie A (+464%), Ligue 1 (+40%) and Bundesliga (+1%)
- Combined investment for the season (summer + winter) at Serie A reached 1,2bio€ for the first time in history. La Liga also got their all-time record with 955m€. However, the Premier League (-22%), Bundesliga (-16%) and Ligue 1 (-41%) spent far less than previous season



## Summary of findings FTR 2019– winter edition (2 of 5)

- ⚽ The lower level of income from player sales was one of the key drivers of low investment across top 5 European leagues. Premier League sides sold players for 107m€, more than any other league
- ⚽ There has been a significant reduction of the European dominance of the Premier League. % spent by English sides only represented 33% of the total (vs 42% in 16/17 and 38% in 17/18). This is the lowest % in recent history
- ⚽ The Premier League came back to lead the net investment in Europe (investment after deducting income from player sales), with net investment up 14% to 83m€. Serie A put themselves close to the Premier's numbers and even the Ligue 1 had a higher net investment than La Liga
- ⚽ AC Milan were the shock European leaders after spending 70m€ in 2 new players this winter (Paquetá and Piatek). Only 4 English teams appear in the top 10 (vs 6 last year).
- ⚽ Borussia Dortmund was the side with highest income from player sales after cashing-in 64m€ from selling Pulisic to Chelsea. The Germans have sold players for a whopping 302m€ over the last 2 seasons. Pulisic was the most expensive winter signing in Europe. While last season all top 10 signings were made by Premier League and La Liga sides, this season “only” 6 are from these two leagues)



## Summary of findings FTR 2019– winter edition (3 of 5)

- ❗ Contrarily to what happened last season (5 out of 10), only one of the most expensive signings took place in January. And this one, Pulisic, will join Chelsea in the summer. Even the winter transfer window has stopped being a “bargains only outlet” monopolized by short term signings or loans
- ❗ Top 10 most expensive winter signings represented 52% of 573m€ spent in total in Europe (vs 61% last year). Furthermore, average amount of top 10 signings decreased to 55,7m€ and most expensive signing was more than 2 times cheaper than last winter (64m€)
- ❗ Pulisic and Paredes join the top 10 table of most expensive winter transfers. However, figures from season 2018/2019 will be hard to beat as Coutinho, Van Dijk, Diego Costa and Laporte remain on top
- ❗ Juventus invested more than any other team in Europe at season 2018/19 (257m€) - despite not doing any moves in January- after Cristiano Ronaldo's arrival in the summer. Chelsea and AC Milan spent high in both transfer markets



## Summary of findings FTR 2019– winter edition (4 of 5)

- ⚽ La Liga sides spent 71m€ in January, second highest amount in history (after a very exceptional previous winter)
- ⚽ Combined Combined investment (summer + winter) at season 2018/19 at LaLiga rocketed to 955m€ after 10% growth. This is for second consecutive season the highest amount in history. Real Madrid was main protagonist spending a combined 163m€, followed by Barcelona and Valencia (127m€) and Atletico Madrid (124m€)
- ⚽ 17 of 54 players (31%) signed last winter played more than half of minutes at remaining matches of the season, down from 50% last season. 31 of them (57%) continued in their squads the following season (vs 48% last season)
- ⚽ Real Madrid spent more than any other team in Spain after signing Brahim from Manchester City. Betis got Diego Lainez for 14m€ and Villarreal signed Iborra for 10m€
- ⚽ Real Madrid command the table while Betis (14m€) and Villarreal (10m€) follow as unusual leaders. Only 3 teams invest more than 10m€. In fact none of the top economical forces (Barcelona, Madrid, Atlético and Valencia) signed key players



# Summary of findings FTR 2019– winter edition (5 of 5)

- ⚽ LaLiga sides spent 31m€ in new players (net investment), after deducting 40m€ from sales income. Premier League, Ligue 1 and Serie A have a higher net investment than La Liga
- 

- ⚽ Only 5 LaLiga sides collected money from player sales, vs 12 last season. Atletico Madrid leads the way after Jonny transfer to Wolves (collecting 21m€) . Alaves follows after Sobrino departed to Valencia and Ibai Gomez to Athletic Club. RCD Espanyol completes Spanish top 3 after Baptistao departure to China



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

- Usage of players signed by LaLiga sides in the summer stays in line with previous seasons, and just 43% of them have played more than half of total minutes
- Espanyol and Betis are the sides that took best advantage of summer signings, with 7 out of 11 combined of new players having played at least 50% of LaLiga minutes. In the opposite side, none of Girona signings played more than half of minutes
- Money well spent as Cristiano Ronaldo -most expensive player 2018/2019- was also the most profitable field player in Europe after having played the 96% of minutes with Juventus. Two of the most expensive goalkeepers of all-time, Kepa and Alisson, were the most profitable top 10 summer signings. Vinicius Jr shuts the list with only 14% of minutes played
- Courtois was the most used top 10 LaLiga summer signing, after playing 84% of the minutes after 19 rounds. Lenglet follows with 61%. As much as 7 of 10 most expensive summer transfers played 46% or less minutes



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

- ⚽ Piqué, Sergio Ramos, Sergio Gomez, Calero, Laguardia, Espinosa and Nacho were the only LaLiga field players participating in 100% of minutes over first 19 rounds. All of them defenders. 7 of them 8 play as centre-back
- ⚽ Valladolid and Alaves were the sides with most stable starting eleven, with 10 and 9 players participating in more than 70% of LaLiga minutes. On the opposite side, Athletic Club and Celta had five key players. Valverde's FC Barcelona had 7 key players (1 less than last season) while Real Madrid had 6 (same as last season)
- ⚽ FC Barcelona were among the teams that used less different players (21). On the other side, Real Sociedad was the side fielding most players during first half of LaLiga, as much as 27. At. Bilbao fielded 17 home grown players, more than any other LaLiga side for 6<sup>th</sup> year in a row, followed by Real Sociedad (16). FC Barcelona is not in the top 3 for fourth year in a row (5<sup>th</sup> position with 9 home grown players used). Leganés, Eibar and Huesca did not use any home grown players over first 19 rounds
- ⚽ With 10 home grown players fielded so far, PSG had the highest number among top 3 sides at table of top 5 European leagues. FC Barcelona had dominated this list the past three seasons and now fell to the second position. Liverpool, Manchester City only used 1 and Inter Milan none



## Summary – European football table 2018/19 (1 of 3)

- ⚽ Juventus are the best team in Europe after securing 53 of the 57 possible points in the first 19 gameweeks (93%). The Italian side is still unbeaten after having won 17 matches and drew only 2. Juventus also has the best ratio of points achieved away from home (25 out of 27). Last season Manchester City's side and Tito Vilanova's F.C.Barcelona (12/13) both hold the record with 55 of 57 points and all their away games won during the first part of those seasons
- ⚽ F.C. Barcelona are the 8<sup>th</sup> best team in Europe. However, this means they also are the worse leaders of the 5 big European leagues, with Juventus, PSG, Liverpool and Borussia Dortmund having earned more points per game than the Catalan giants
- ⚽ On the other hand, Real Madrid completed their worst 1st leg in LaLiga of the last decade for second season in a row. Bad stats in % of point (58%), goals per game (1,5) and goal difference (4). It's also the second year in a row by the end of the 1st leg of the season, none of their players appears between the top 10 goalscorers of LaLiga
- ⚽ Liverpool are the best defense in Europe of the last decade with just 7 goals conceded in 19 matches (0,37 per game). Klopp's team beat the stats of Atletico Madrid's 15/16 and 17/18 campaigns, where Diego Pablo Simeone's team conceded 8 goals in 19 matches (0,42 per game)





## Summary – European football table 2018/19 (2 of 3)

- ⚽ Atletico Madrid have the best defense in La Liga, having only conceded 13 goals in 19 games (0,67 per game). F.C.Barcelona have the best goal difference (+33), after scoring 53 and conceding 20. In Europe PSG command this table with 50 goals scored and only 10 conceded (+40)

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- ⚽ Fulham has the worst defense in Europe, conceding 2.26 goals per game. Chievo Verona is the worst team of the Top 5 European leagues after securing only 8 points in the Italian Serie A (14%). It's still double than what Benevento obtained last season (only 4 points (7%), becoming the worst team of the Top 5 European leagues in the last decades

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- ⚽ Atletico Madrid have the best goal profitability among the top teams in Europe (1,41 points per goal scored), followed by Juventus (1,39 points) and Valencia (1,35 points). Reims (Ligue 1) have the best profitability with 2,00 points per goal scored), equalizing Caen and Burnley registers from last season, that was the best in the last 12 years

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- ⚽ Bundesliga, with an average of 3 goals per game, leads this this ranking in the Top 5 European leagues. The Premier League follows quite close with 2,9 goals per game. Serie A descends after securing the first position last season (2,6 per game). La Liga and the Ligue 1 close this table with 2,5 goals per game







## Summary – European football table 2018/19 (3 of 3)

- ⚽ Leo Messi (17) leads the table of top scorers after the first half of the season in the 5 main European leagues. His team-mate Luis Suárez and Cristiano Ronaldo follow with 14 goals each. Messi also leads the assist table with 11 to his name. Only Eden Hazard (9) and Suso (8) are close to his levels
- ⚽ Messi also leads the assist table with 11 to his name. Only Eden Hazard (9) and Suso (8) are close to the F.C.Barcelona star
- ⚽ Paco Alcácer owns the best efficiency record in Europe, with a goal scored every 42 minutes. Borussia Dortmund striker leads with a huge gap between him and the second player, Mbappé (71 minutes). Leo Messi closes the top 3 with one goal every 83' minutes







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# Prime Time Sport business areas

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





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