

LaLiga and SerieA hit all-time record on player transfers spend and reduces the gap with Premier League

- ✓ La Liga and SerieA established a new investment record this summer after investing 1,3bio€ and 1,2bio€ respectively in player signings. After Premier sides investing 1,5bio€, LaLiga and SerieA represent 87% and 78% of English spending respectively
- ✓ Premier League's growth is slowing down due to the stagnation of TV income and sterling pound depreciation. The English tournament had only 3 teams in the European spending Top 10 and only signed 3 of the most expensive players of the summer
- ✓ Real Madrid are again Kings of Europe six years later, after investing 305m€, the second highest amount in football history
- ✓ FC Barcelona made 2nd with 255m€ and Atletico Madrid 3rd with 243m€, completing a European podium of strong Spanish dominance, thanks to the signings of João Félix, Griezmann and Hazard, the 3 most expensive of the summer
- ✓ Atletico Madrid consolidates its status of European elite team after signing the most expensive player of the summer -João Félix for 126m€- and being present in all the European rankings of most trading activity. In the last 5 years they spent more than Real Madrid (728 vs 624m€) and sold players for a whopping 660m€.
- ✓ FC Barcelona invested 227m€ in 3 years in players that had to be loaned afterwards
- ✓ FC Barcelona and Real Madrid sold players for 289m€ and 241m€ respectively and now feature regularly in European ranking of teams making more money from player sales
- ✓ Despite hitting their biggest investment ever, Real Madrid have the most long-lived LaLiga squad, with an average of 4,2 years of service per player

Oeiras (Portugal), 6th September 2019 – The European transfer market reached 4.7bio€ this summer, breaking its all-time record for sixth time in seven years. LaLiga and SerieA (both breaking their all-time records) reduced the gap vs a less glamorous Premier League. Real Madrid, FC Barcelona and Atletico Madrid made-up the European podium, while Simeone's side is now established as one of the top clubs in all the players trading rankings. This and much more insights are included a new release of traditional Football Transfer Review 2019 by Prime Time Sport. The report has been presented at Soccerex Europe event in Oeiras, Lisboa (Portugal) by Esteve Calzada, CEO of Prime Time Sport.

LaLiga and SerieA reach all-time investment records and reduce the gap with English Premier League

TV revenues are no longer growing at the speed of previous cycles and sterling pound is still suffering from Brexit effects, which translated into an EPL investment stagnation around 1,5bio€. LaLiga and Serie A are now closer than ever to the powerful Premier League, as both leagues beat their investment records (1.3bio€ LaLiga and 1.2bio€ SerieA) and kept a an exponential growth trend over the last few seasons. On the other hand, Premier League fell 57m€ short of their all-time record, despite an 8% growth in relation to last season, and their prominence is losing momentum.

Only 3 English sides (Manchester United, Manchester City and Arsenal) feature in the Top10 of teams that invested most this summer, when last season it there was 5 sides in the Top10. For second season in a row, LaLiga keeps 4 teams in the ranking: Real Madrid, Barcelona, Atletico de Madrid and Sevilla (that takes last year's Valencia's spot). Serie A also keeps 2 teams in the ranking: Juventus and Inter Milan.

Only 3 signings in European Top10

Only 3 of the most expensive transfer signings of the summer were made by Premier League teams: Maguire to Manchester United (87m€), Nicolas Pépé to Arsenal (80m€) and Rodri to Manchester City (70m€), compared to last season where it had made 7 of 10 most expensive signings. LaLiga (4), Serie A (2) and Bundesliga (1) completed the Top10. Spanish league monopolized all top 3 positions with the signings of Joao Félix (126m€), Antoine Griezmann (120m€) and Eden Hazard (100m€).

Real Madrid's paradox: Spend leader in Europe with most long-lived squad

Real Madrid made their all-time signigs transfer record after smashing 305m€ in 6 players. More than the famous 09/10 window when they signed Cristiano Ronaldo, Kaká and Benzema. It's the second highest mark in football history, only beaten by 418m€ that PSG spent in 2017 to sign Neymar and Mbappé. However, Real Madrid's squad is a third year in a row LaLiga team with the most long-lived squad, with an average of 4,2 years of service per player.

Atletico Madrid gets established in the European elite

Atletico Madrid has joined the European money league of sides with most players trading activity. Joao Felix's signing, overtaking other big teams that also wanted to sign the Portuguese starlet, is the last symptom that confirms the economic power of the club. Atletico beat two records in the same window. Their own investment record (243m€) and LaLiga's sales record (311m€). These numbers confirm Atletico's position in the European elite and in the last 5 years they have invested more than Real Madrid (728m€ vs 624m€). Simeone's team also appears in the Top10 of teams that collected more money from player sales over the last 5 years -660m€- and features in the first positions of the European spending rankings.

FC Barcelona invested 227m€ in players that had to leave on loan

The Catalan side loaned players during the last 3 years that had cost them 227m€, a 39% of their total investment in that period. They were signed with the vision of establishing in the first team and it wasn't the case in the end. The most interesting case is Philippe Coutinho's, signed for 145m€ in 17/18 and that only one year after had to be loaned. André Gomes (35m€), Alcácer (30m€), Deulofeu (12m€) and Marlon (5m€) complete the list of players that had to leave on loan.

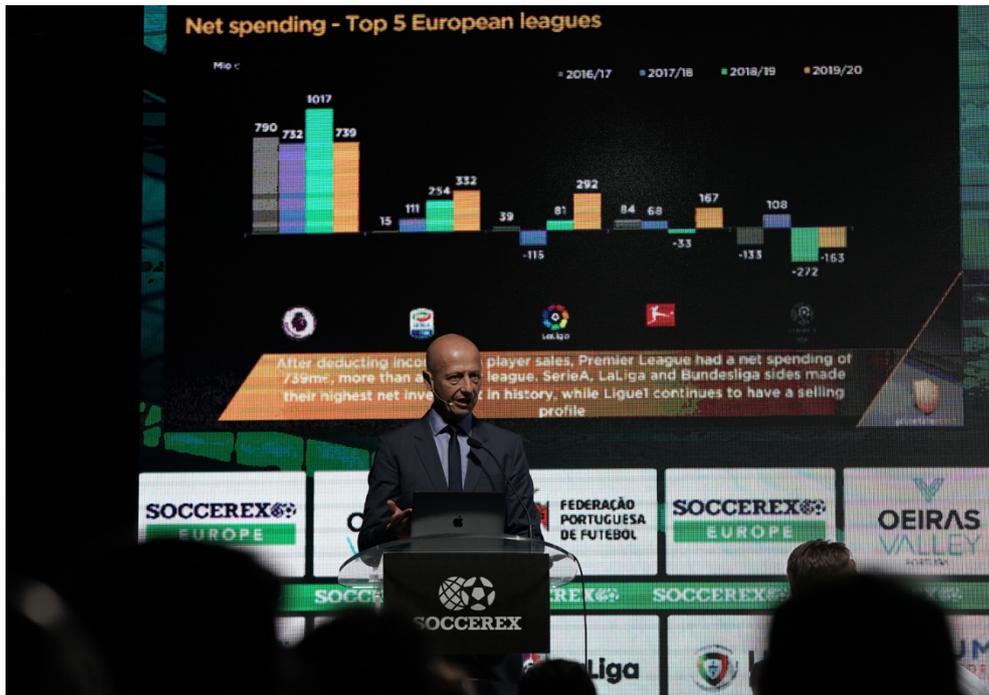
Real Madrid spent 56m€ on players that went on loan during last 3 years, much less than Barcelona: Theo Hernandez (30m€), Dani Ceballos (17m€) and the goalkeeper Lunin (8,5m€).

LaLiga sells more than ever

LaLiga sides also broke their player sales record this summer, surpassing the 1bio€ barrier for the first time. The Top3 prominence is evident, with Atletico Madrid beating the competition's record (311m€ in sales). FC Barcelona and Real Madrid sold for 289m€ and 241m€ respectively in the last two summers. The Spanish Big Three make the Top 10 ranking of teams that made more money from players sales sold over the last 5 years. A table lead by AS Monaco (851m€), followed by Juventus (710m€), Atletico de Madrid (660m€) and Barcelona (644m€). Real Madrid feature in the tenth position with 444m€ in sales.

FC Barcelona and Real Madrid, with less and less homegrown players

FC Barcelona and Real Madrid presence of homegrown players in the squad has decreased again. In a ranking always lead by the Basque teams, Real Madrid only has 6 homegrown players, when last year it had 9. FC Barcelona started the new season with 9, one less than last season and far from the 17 they had in 2013.



Esteve Calzada, CEO Prime Time Sport, during the Soccerex Europe event in Oeiras

About Football Transfer Review

Football Transfer Review by Prime Time Sport in collaboration with Soccerex publishes all the information relating to transfers of players in European football. After closure of each transfer window (summer and winter), provides highly interesting data and offers conclusions about the variables that strongly influence decision makers at football clubs worldwide.

Football Transfer Review has become a reference in the football industry and its publication generates high level of interest and it's largely covered by the media.

Sobre Prime Time Sport

Prime Time Sport is a sports marketing agency founded and directed by Esteve Calzada (former Marketing Director at FC Barcelona and author of the book Show Me the Money!

With offices in Barcelona and London, Prime Time Sport offers an integral service of player's representation, image rights management and press relations. Prime Time Sport also acts as a consultant to football federations and football clubs.

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For more more information, contact: Pol Gustems - 622 177 170 pol.gustems@primetimesport.com