

LaLiga reaches all-time investment record as it closes 18/19 season with the highest spending ever, rocketing almost 1bio€

LaLiga sides spent 71m€ in the January transfer window, second highest amount in history

Premier League's dominance over signings in the top 5 European leagues down to 33% in an historical reduction

Investment in European football reached 573m€ at winter transfer window, third all-time figure

- ✓ **AC Milan shocking dominant force in Europe after investing 70m€ in Paquetá and Piatek. Serie A market in a convincing rise**
- ✓ **LaLiga doesn't only depend anymore on Barcelona and Real Madrid in the transfer window**
- ✓ **Premier League lead net investment again after last season's La Liga overtake. Serie A close to Premier's numbers**
- ✓ **Premier League teams sold more than anyone else: 107m€ this winter**
- ✓ **Only 1 of the most expensive signings of the season took place in January (Pulisic) but won't join its new club until summer**
- ✓ **Even the winter transfer window has stopped being a "bargains only outlet" top European teams preferred to spend their budget in the summer**
- ✓ **The lower level of income from player sales was one of the key drivers of low investment this winter**

- ✓ **Real Madrid and FC Barcelona doing strategic business for the future rather than solving situations at mid-season**
- ✓ **Borussia Dortmund the greatest sellers in Europe after collecting 302m€ in sales during the last 2 seasons**
- ✓ **LaLiga's leader (F.C.Barcelona) never had so less percentage of points (75%) at the end of the first leg**
- ✓ **Cristiano Ronaldo as the most profitable top transfer in Europe as his Juventus the dominant team in European football**
- ✓ **Leo Messi commands in goal and assists as the Barcelona master shines above all**

Barcelona, 7th of February 2019 – LaLiga rocketed its investment to 955m€ in the 2018/19 season, combining the expenditure in both summer and winter transfer windows. It is an all-time record with a growth of 10% versus last season's figures. Top LaLiga teams spent record figures in the summer, but also this winter with 71m€, which it's less than last season's winter but the 2nd greatest amount of the competition. These are some of the conclusions of the Football Transfer Review report by Prime Time Sport presented today at the Johan Cruyff Institute in Barcelona.

After last summer's LaLiga's all-time record, the proportion spent in winter vs summer comes back to usual terms. Real Madrid was the main protagonist of 2018/19 spending a combined 163m€, followed by Barcelona and Valencia (127m€) and Atletico Madrid (124m€). Real Madrid were also the winter leaders after spending 17m€ in Brahim Díaz. In the 5 top European Leagues the investment 18/19 reached 4.8bio€, second all-time figure only after last season's expenditure: 5.3bio€, but a 25% bigger than the previous second mark.

LaLiga was not the only one that broke its record. For the first time in history the Serie A reached 1.2bio€ after a great investment from Juventus, AC Milan and AS Roma. Premier League reduce its investment at the end of the 18/19 season but still led the European table with 1.6bio€. Bundesliga (-16%) and Ligue 1 (-41%) presented registers over 500m€.

Premier League's dominance over signings in the top 5 European leagues down to 33%

The Premier League has led investment in European football for some time now, but at the closure of the 18/19 season we can conclude there has been a significant reduction of this dominance. % spent by English sides only represented 33% of the total (vs 42% in 16/17 and 38% in 17/18). This is the lowest Premier League % in recent history.

LaLiga registers its second highest investment in a winter transfer window

LaLiga reached its second all-time biggest figure of its history after 71m€ spending this winter transfer window. Only the exceptional figures from last season (311m€) were bigger due mainly to Coutinho (F.C.Barcelona) and Diego Costa (Atletico Madrid) signings. It's remarkable that La Liga has reached this 71m€ in winter without F.C.Barcelona, Atletico Madrid, Valencia and Sevilla investing big in key players. 12 teams from La Liga spent in new players compared to 13 last season, showing it becoming an habit for all teams to find solutions in this winter market.

Across Europe investment in European top 5 leagues has reached 573m€ at winter transfer window, decreasing 40%. This is due to the big and exceptional expenditure of the top clubs in the last two transfer windows (winter and summer) that broke all the previous records. However, The massive descent in signings of the two most powerful leagues (Premier League -60%) and LaLiga (-77%) need to be put in context. These 573m€ are still the third biggest figure in history during a winter transfer market.

Juventus and AC Milan lead the Italian rise

AC Milan was the shocking leader of the winter transfer market around Europe. The Italian club commanded the investment after paying 70m€ in two players: Paquetá and Piatek. Milan already spent 100m€ in the summer, when Juventus was led the expenditure table with 257m€, signing also the summer's top transfer Cristiano Ronaldo.

AS Roma also spent big in the summer (126m€) and the Serie A managed to break its investment record in the 18/19 season reaching the 1.2bio€ mark for the first time in history.

The Top 10 of teams with more investment in the 18/19 season include three Italian teams (Juventus, Milan and Roma), which didn't happen since the 11/12 season (Juventus, Roma and Napoli).

Real Madrid and Barcelona doing strategic winter business

Real Madrid are not traditionally used to do business in the winter transfer. Since the experience in 2008/2009 when the Blancos signed Huntelaar (27m€) and Lassana Diarra (20m€) they have not made a bigger investment. In fact, the transfer figure spent in Brahim Díaz (17m€) is the highest since that season. However, it reflects again that Real Madrid do not want to sign regular starters in this period. During the last decade Real Madrid have not moved for top stars and mainly invested in winter only for future projects (Brahim, Odegaard) or short-term solutions (Adebayor, Diego López).

While Real Madrid conducted business we can qualify as strategic, FC.Barcelona did the same but with another perspective. De Jong's future signing for the Catalan club has not been included in this report as it will be effective from 1st July, but it shows the desire of the top clubs to win the battle against their rivals and anticipating their moves to winter. It's also the case of Christian Pulisic's transfer to Chelsea, though this one was included in winter as Chelsea has already paid the fee and loaned the player back to Borussia Dortmund.

Ernesto Valverde's Barcelona among the La Liga teams that use less players

FC Barcelona were among the teams that used less different players (21) during the first part of the season. 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 6th year in a row, followed by Real Sociedad (16). FC Barcelona is not in the top 3 for fourth year

in a row (5th position with 9 home grown players used. Leganés, Eibar and Huesca did not use any home-grown players over first 19 rounds

Cristiano Ronaldo as the most profitable top transfer in Europe as his Juventus the dominant team in European football

Money well spent as Cristiano Ronaldo –most expensive player 2018/2019- was also the most profitable field player in Europe signed last summer 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. Juventus are the best team in Europe after securing 53 of the 57 possible points in the first 19 matches. The Italian side is still unbeaten after having won 17 matches and only drew 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.

Leo Messi commands in goal and assists as the Barcelona star shines above all

Leo Messi (17) lead 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 followed with 14 goals each.

Messi also lead the assist table with 11 to his name. Only Eden Hazard (9) and Suso (8) were 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 lead 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.



About Football Transfer Review

Football Transfer Review by Prime Time Sport was born in 2009 having become a reference in the world of football. It gathers, analyzes and comes to independent conclusions about the issues that have an influence in the making of the squads and the players' transfers in the top European and Spanish clubs.

About Prime Time Sport

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

About Johan Cruyff Institute



The Johan Cruyff Institute is a powerful blend of professors, staff and partners who share a passion for educating the next generation of leaders in the sport business for the benefit of all athletes, sport partners, organizations and the students themselves.

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