

## **Soccerex Transfer Review Winter Edition 2016**

### **Watford Are Biggest Spenders in Europe**

Premier League Watford spent more than any other team in Europe during the January transfer window with €43m invested on players. Seven of the top ten teams for spending were Premier League sides and all three promoted teams featured in the top ten, according to the latest Soccerex Transfer Review by Prime Time Sport.

Premier League sides that are looking to avoid relegation top the table for spending in January as they attempt to stay in the top-flight and cash-in on Premier League TV revenues windfalls next season. TV deals have also meant modest clubs have been able to keep hold of their star players, for instance Leicester City's Jamie Vardy and Riyad Mahrez.

Watford top the spending list following their acquisition of Rennes midfielder Abdoulaye Doucoure for €10.6m and the signing of Venezuelan forward Adalberto Penaranda from Udinese for the same price.

60 per cent of the spending this season in the Premier League has been from clubs outside of top four compared with 47 per cent in the Bundesliga, 44 per cent in Serie A and just 24 per cent in La Liga.

Norwich were the most active team in signings during the window, bringing in 8 new players, followed by Sunderland, Bournemouth and Watford (5 each).

### **Chinese Super League Breaks European Spending**

The Chinese Super League has broken the financial dominance of European Football in the transfer window recording their biggest ever investment on players from top leagues - second only to the Premier League. Chinese sides have already invested €202 with their winter transfer window not closing until the end of February.

The league has already outspent four of the five top European leagues and is only 20 per cent less than Premier League spending. Guangzhou's capture of Jackson Martinez and the sale of Ramires to Jiangsu Suning accounted for €70m alone.

However, the average stay of players arriving in the Chinese league is less than one year, which shows the difficulty players are having in adapting to the different culture and level of football.

It appears that there is a similar issue in the Premier League with as many as **17 out of 39 players (44 per cent) signed last winter by Premier League sides not staying at their teams for the new season.**

## **Premier League Signings Playing More Minutes**

27 out of 39 players (69 per cent) signed by Premier League clubs last winter also played more than half of their club's total Premier League minutes, which is a significant improvement on last year's 34 per cent.

Crystal Palace were the most active in the league and players brought in had a decisive contribution on the pitch, with six out of the seven brought in playing regularly.

44 per cent of players (53 out of 121) that joined Premier League clubs last summer have played more than half of the total minutes.

## **Raheem Sterling Most “Profitable” Player in Premier League**

Manchester City midfielder Raheem Sterling has been the most “profitable” player in the Premier League out of the most expensive signings of last summer with 76 per cent of minutes played for City.

Sterling also came second in Europe, only behind Bayern Munich's Arturo Vidal (85 per cent played). Kevin De Bruyne followed closely behind with 71 per cent played and Anthony Martial with 70 per cent played. On the other hand, Liverpool's Roberto Firmino has participated in less than 50 per cent of minutes while at Anfield and Christian Benteke has only featured in 61 per cent of minutes.

## **Premier League January Spending Dominates Europe**

Premier League spending was once again the highest in Europe this January transfer window at €251m, with clubs investing 43 per cent more than all other European leagues put together. Serie A in Italy were second investing €78m, followed by Bundesliga (€39m), Ligue1 (€32m) and La Liga (€27m).

## **Chelsea hit Highest Sales for Third Year Running**

Chelsea had the highest sales activity for a third consecutive year when compared to other top European clubs. The Blues were also once again in the top two in Europe overall for player sales during January, netting €28m and coming second in the sales table.

Atlético Madrid came top overall thanks to their sale of Jackson Martinez to Chinese Super League side Guangzhou (€42m). Porto's sale of Giannelli Imbula to Stoke put them in third position (€24m).

Chelsea have also been the driving force of the Premier League winter transfer window in the last 7 years, monopolizing both total expenditure (€220) and sales (€158). The Blues topped the sales table during this window thanks to their sale of Ramires to Chinese Super League club Jiangsu Suning.

Other key stats revealed in the review include:

- The combined investment of summer and winter transfer windows in the top five European leagues was almost €3.4 billion. That was up by 29 per cent versus last season and again a record high ever.
- A total of 125 players were released by Premier League sides in January, of which 91 (73 per cent) were on loan. On average, each team released 6 players.
- Premier League tops combined signings investment for summer and winter transfer windows across the top five European leagues, with €2.5 billion spent in total.
- Chelsea, Tottenham and WBA are the teams with the most stable line-ups: 9 of their players have participated in more than 70 per cent of the minutes. Sunderland and Aston Villa, with only 4, are the teams with the highest rotation of players.
- Premier League sides took advantage of the winter transfer window to reduce the number of players in their squads, resulting in a total reduction of 77 players.
- Spending in the English Championship (€39m) was ten times that of the second tier spending of Germany, Spain and Italy combined.

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Read the full Soccerex Winter Transfer Review by Prime Time Sport here - <http://bit.ly/1SvsxuE>

**VIDEO:** Watch Esteve Calzada, CEO of Prime Time Sport, look ahead to the managerial changes in the Premier League and what might happen in the Summer 2016 transfer window - <http://bit.ly/1PYEPLo>

### **About Soccerex**

Established in 1995, Soccerex is the leading provider of business events for the global football community. Bringing together key industry decision makers from the world of football, Soccerex provides a unique commercial environment where delegates can benefit from exclusive business opportunities, networking and bespoke educational content.

Since its launch 20 years ago, Soccerex has hosted over 38 events across five continents. The Soccerex event portfolio for 2016 includes the annual Global Convention in Manchester plus regional forums in Asia, the Americas and West Africa.

### **About Prime Time Sport**

Prime Time Sport is a sports' 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 based in London and Barcelona, the company offers integral services to football players, 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.

### **The Soccerex Transfer Review**

The Soccerex Transfer Review is released twice every year; in relation to the 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. The review is addressed to both football industry professionals and those that follow it with special interest.