

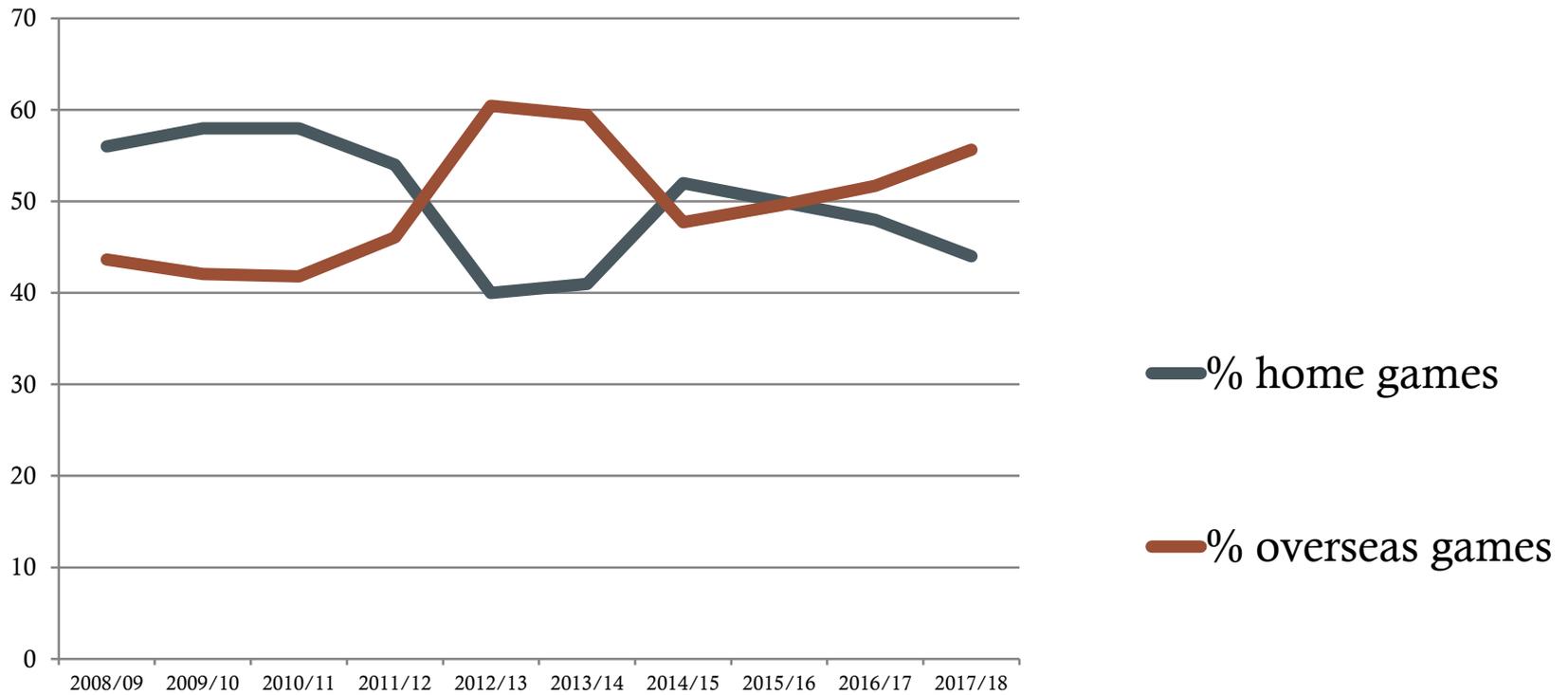


# The Breakaway Leagues that no-one noticed

Steve Menary

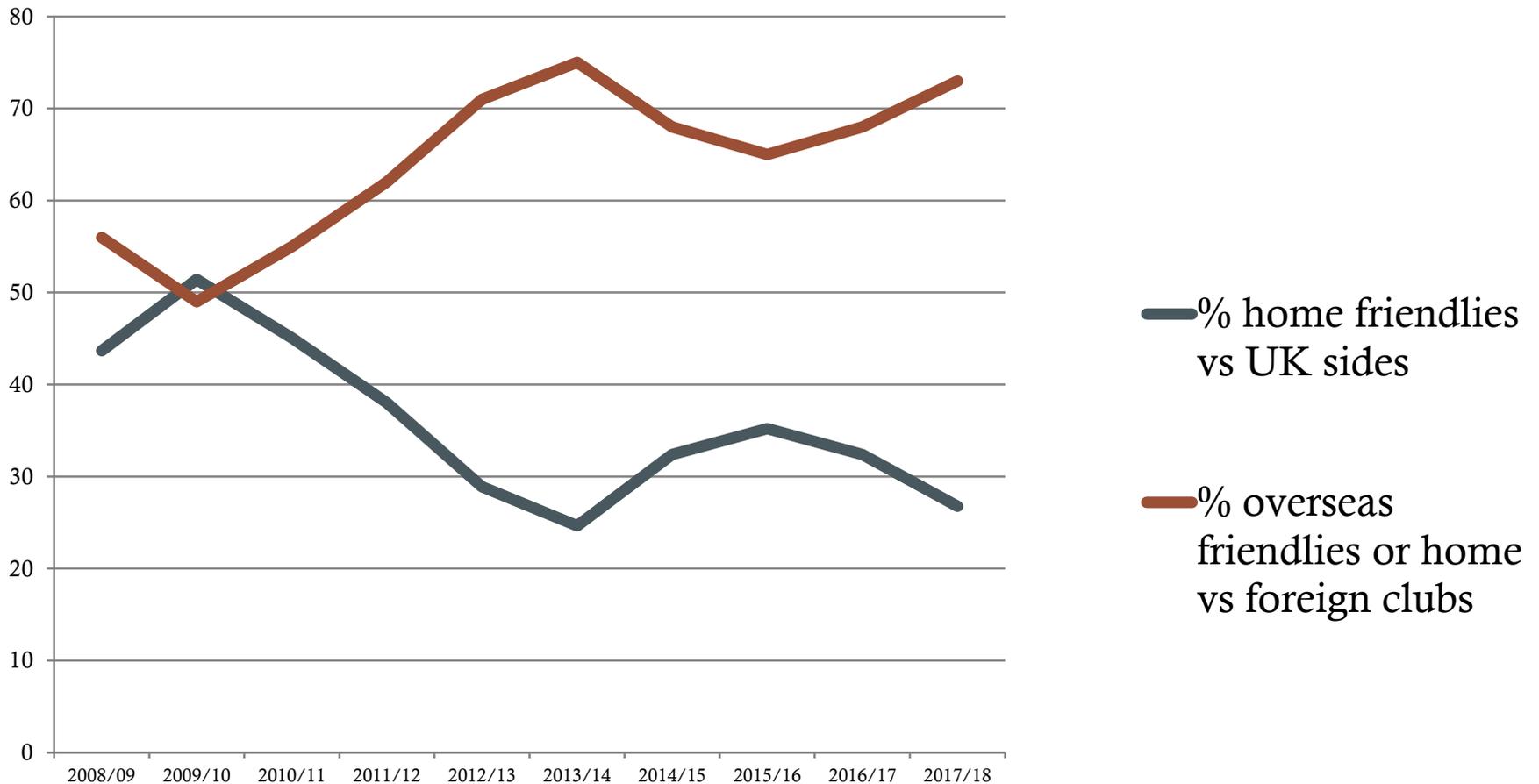


# The EPL abroad in pre-season

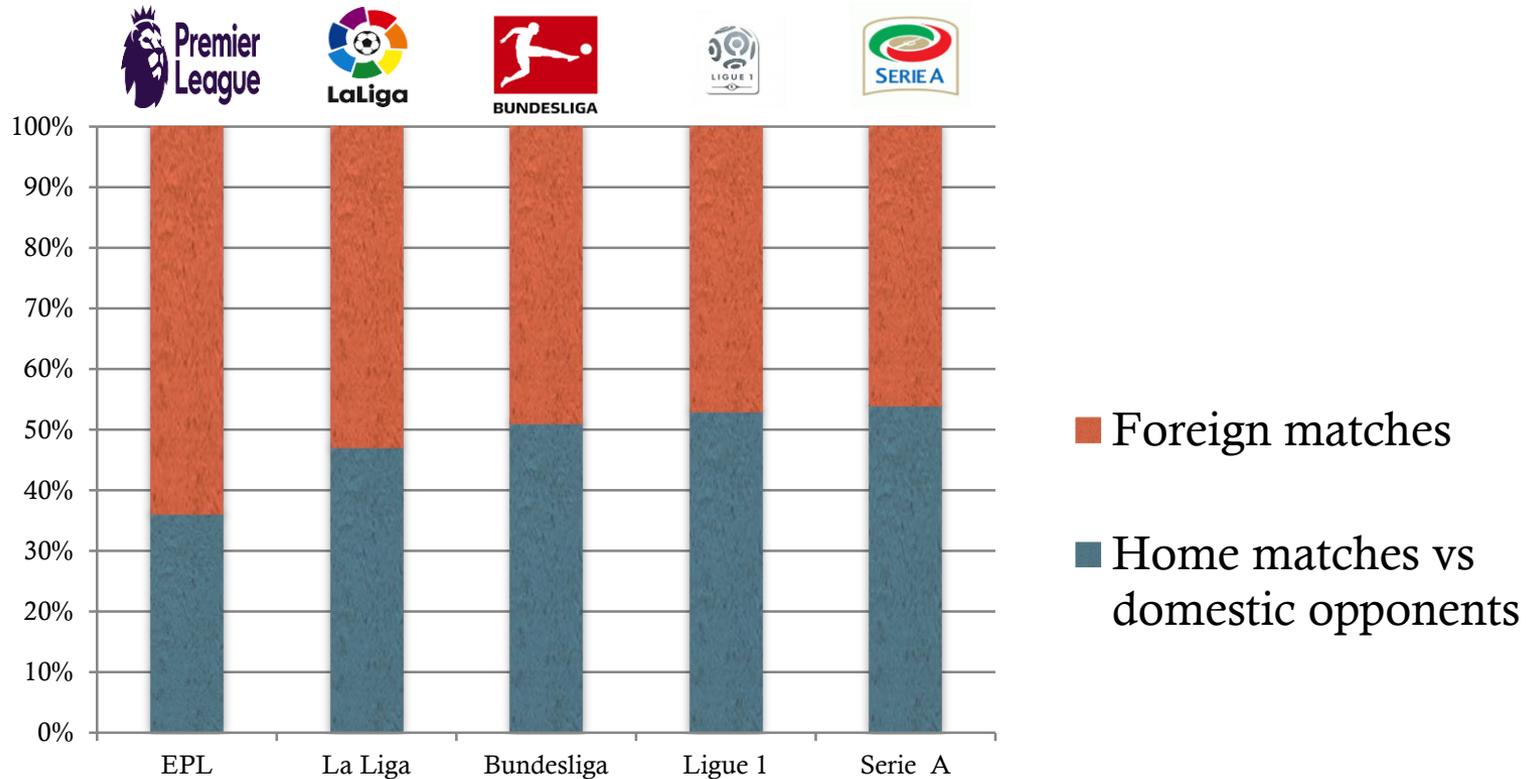




# The EPL vs overseas clubs



# EPL vs other European leagues



# The Big Six in preseason

		% UK matches vs UK opponents	% UK matches vs overseas opponents	% Overseas Matches
	Manchester United	6	11	83
	Manchester City	14	3	83
	Chelsea	16	3	81
	Liverpool	19	11	70
	Arsenal	13	25	62
	Tottenham Hotspur	24	15	61

# Intensity of pre-season?

Competition	Average substitutions	Yellow Cards	Red Cards
International Champions Cup	14.6	2.1	0
Asia Trophy	15.3	1.5	0
Premier League	5.6	3.7	0.1

Source: Opta/ICC/Premier League



# Value for money?



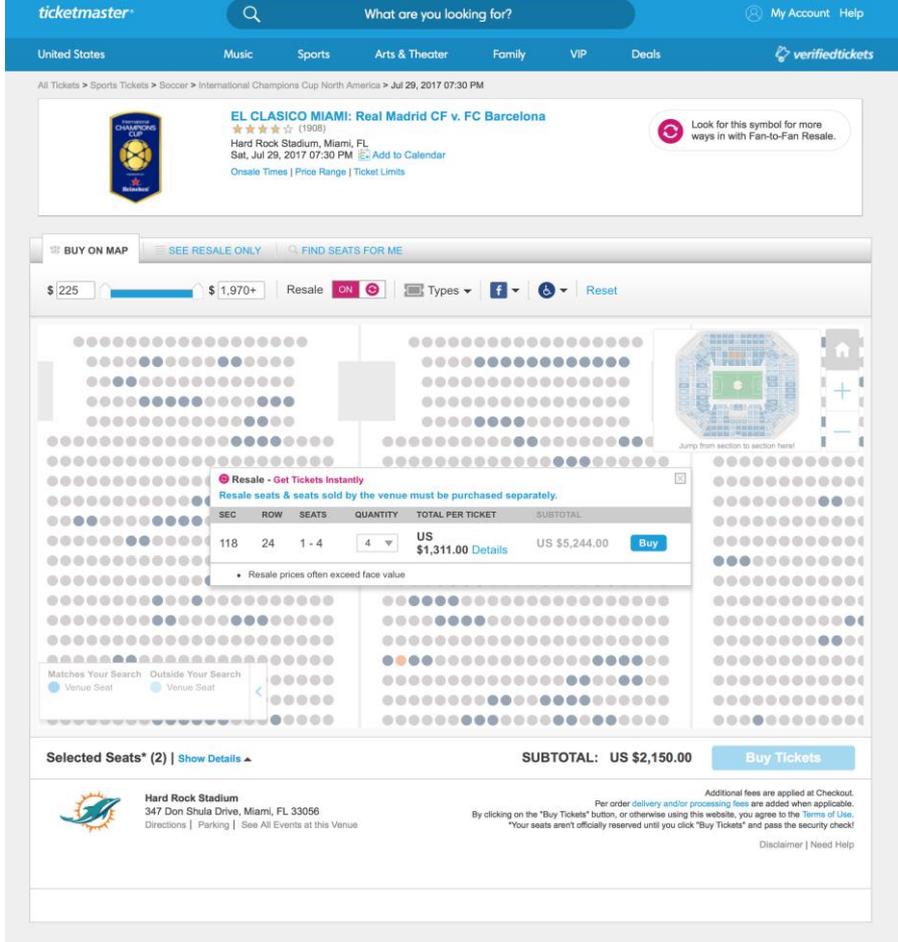
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## GREED ALL ABOUT IT Real Madrid v Barcelona in Miami tickets will cost almost nine times as much as the Champions League Final

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# Managers & players

*“We had a rational, methodical approach to our pre-season. We have sacrificed some of that. We are in a race with other clubs as well.”*

Arsenal manager Arsene Wenger, speaking in 2012



# Agents & fans

2013 Licensed match agents in UEFA alone - 361

2015 Number of match agents licenced globally by FIFA - 316

2016 FIFA match agents - 221

2017 FIFA match agents – 143

Source: UEFA/FIFA

- 68% of UK fans believe their club is too focused on their global brand to the detriment of their local fan base
- 23% of fans are attending fewer games because they are disillusioned with the game

2017 FSF National Fans Survey

- 10% fall in value of UK TV rights for 2017 ICC coverage

Source: TV Sports Markets

# The winners?

## **Preseason tours mean major clubs can ..**

Help establish themselves as a global  
brand

Increase global sales of club  
merchandise in new markets

Helps support sale of international  
TV rights

Satisfy sponsors in new or  
established markets

## **ICC**

Clubs understood to get minimum  
of \$1m per game, but usually far  
more. Some estimates suggest \$3m  
or more depending on the club

Bayern Munich understood to have  
earned around \$10m for this  
summer's four-game tour of Asia

## **EPL Asia Trophy**

Break-even event but tickets sold out  
in 16 hours and Sky picked up TV  
rights in separate deal to UK  
contract

# The losers?

## Club and league development work does not always = visits in preseason

Of 29 countries visited by EPL's Premier Skills, only 10 have hosted an EPL side for a preseason friendly

China, Hong Kong, Indonesia, Malaysia, Mexico, Nigeria, Singapore, South Korea, Vietnam and USA



*“[The] hypocrisy of the statements ‘we are here to please our fans’, ‘spread the game’, is rubbish, they just want money. If the nice statements were true then do the trip free of charge and let the local associations keep the gate profits to plough back into the local game.*”

*“That’s not ever going to happen. The games are money-making schemes with training sessions where fans are charged to watch. Sponsors, the rich kids, get to go but many people in poor countries can’t afford game tickets. VIPs pay big money to have dinner with the teams.*”

*“If you want to help the game, go to Laos, Cambodia, Myanmar, not just the wealthy nations who can afford the visit.”*

Steve Darby, ESPN Star Sports pundit and former Laos and Thailand manager



# Game 39 is already here

Year	Location	Match	Crowd
2014	Thailand	Everton - Leicester City	8,000
	USA	Liverpool - Manchester City	49,653
	USA	Liverpool - Manchester United	51,014
2015	Singapore	Everton – Stoke City	29,867
	Singapore	Arsenal - Everton	52,107
2016	USA	Chelsea - Liverpool	53,117
2017	Hong Kong	Leicester City - WBA	39,273
	Hong Kong	Crystal Palace - Liverpool	39,273
	Hong Kong	Leicester City - Liverpool	39,498
	Hong Kong	Crystal Palace - WBA	39,498
	USA	Manchester City - Manchester United	67,401
	USA	Manchester City - Spurs	56,232

# And so is a Global Super League ...



That costs more than the Champions League final to see

Has a substitution every six minutes\*

But doesn't even have a final

\*On average

## 2017 ICC contestants

Arsenal

Barcelona

Bayern Munich

Borussia Dortmund

Chelsea

AC Milan

Inter Milan

Juventus

Manchester City

Manchester United

Olympique Lyonnais

Paris Saint-Germain

Real Madrid

AS Roma

Tottenham Hotspur

# Further reading

- 'A Friendly Business? – A CIES Havelange scholarship research project
- 'Football's preseason is a major money-spinner for some' *The National* - 3 August 2017  
<https://www.thenational.ae/business/football-s-preseason-season-is-a-major-money-spinner-for-some-1.616477>
- 'Commercialisation and corruption challenge the pre-season friendly' *Play the Game* 30 May 2016 <http://www.playthegame.org/news/news-articles/2016/0173-commercialisation-and-corruption-challenge-the-pre-season-friendlies/>
- 'Game on: the commercialisation and corruption of the pre-season friendly' *Soccer & Society* – 2 May 2016 <http://www.tandfonline.com/doi/abs/10.1080/14660970.2016.1171215>
- 'Friendly competition' *World Soccer* - Summer 2015