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## Commercial breaks Football Money League

Sports Business Group  
January 2015



Real Madrid complete the “Doble Décima” as they enjoy their tenth consecutive year at the top of the Money League in the same year they were crowned European Champions for the tenth time.

# 1. Real Madrid

2014 Revenue  
**€549.5m**  
(£459.5m)

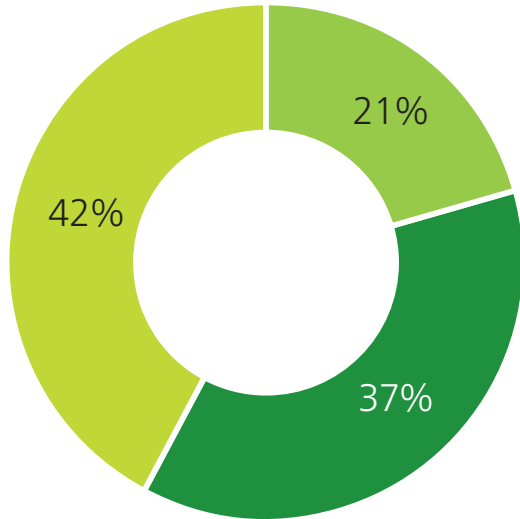
2013 Revenue  
€518.9m (€444.7m)  
Position: 1st

Domestic league  
position 2013/14  
**3rd**

Average league  
match attendance  
**70,739**

Twitter  
followers  
**14.4m**

Facebook  
likes  
**80.7m**



- Matchday €113.8m (€95.2m)
- Broadcasting €204.2m (€170.7m)
- Commercial €231.5m (€193.6m)

2013/14 marks the first time that any football club has earned more than €200m in a single season from broadcasting revenue.



## 2. Manchester United

2014 Revenue  
**€518m**  
(£433.2m)

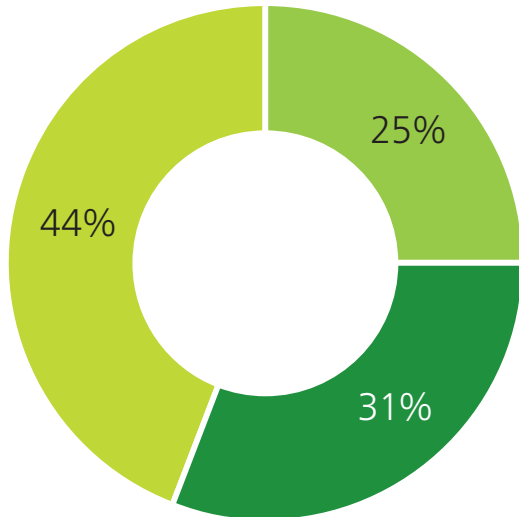
2013 Revenue  
€423.8m (€363.2m)  
Position: 4th

Domestic league  
position 2013/14  
**7th**

Average league  
match attendance  
**75,203**

Twitter  
followers  
**4.2m**

Facebook  
likes  
**63.9m**



- Matchday €129.3m (€108.1m)
- Broadcasting €162.3m (€135.8m)
- Commercial €226.4m (€189.3m)

United's commercial policy of adding multiple regional partners to their already impressive global partner portfolio continues, with deals struck in developing markets such as China, South Korea and Nigeria.



# 3. Bayern Munich

2014 Revenue  
**€487.5m**  
(£407.7m)

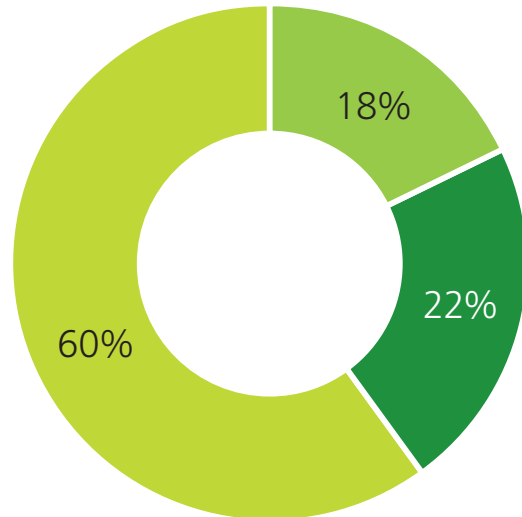
2013 Revenue  
€431.2m (£369.6m)  
  
Position: 3rd

Domestic league  
position 2013/14  
  
1st

Average league  
match attendance  
  
71,131

Twitter  
followers  
  
1.8m

Facebook  
likes  
  
26.3m



- Matchday €88m (£73.6m)
- Broadcasting €107.7m (£90.1m)
- Commercial €291.8m (£244m)

With a reported 300m fans worldwide, Bayern have begun to look further afield to continue their commercial growth, notably towards the American market.



# 4. FC Barcelona

2014 Revenue  
**€484.6m**  
(£405.2m)

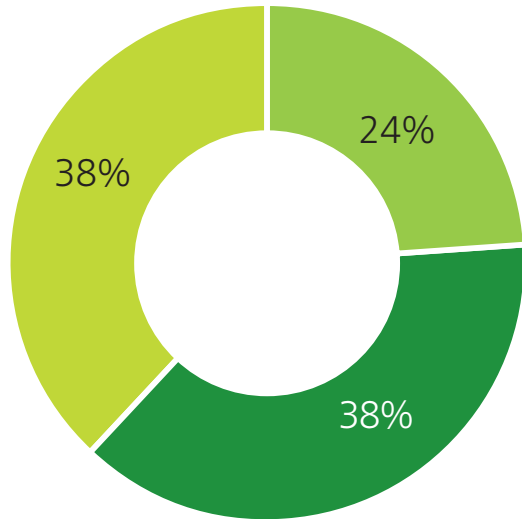
2013 Revenue  
€482.6m (€413.6m)  
  
Position: 2nd

Domestic league  
position 2013/14  
  
**2nd**

Average league  
match attendance  
  
**71,988**

Twitter  
followers  
  
**13.8m**

Facebook  
likes  
  
**81.4m**



- Matchday €116.8m (€97.7m)
- Broadcasting €182.1m (€152.2m)
- Commercial €185.7m (€155.3m)

Barcelona's next round of core commercial deal renewals will be keenly observed, given recent developments in that market.



# 5. Paris Saint-Germain

2014 Revenue  
**€474.2m**  
(£396.5m)

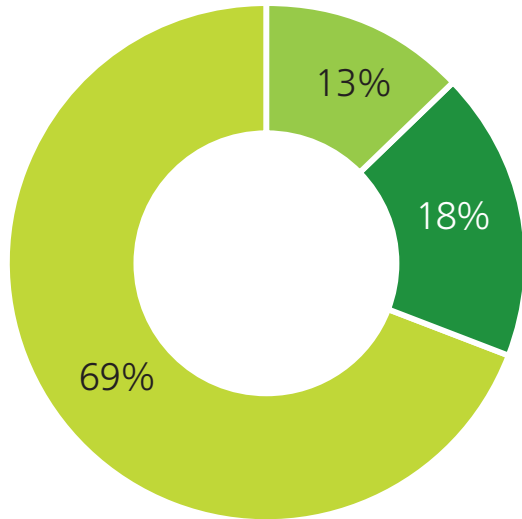
2013 Revenue  
€398.8m (£341.8m)  
  
Position: 5th

Domestic league  
position 2013/14  
  
**1st**

Average league  
match attendance  
  
**45,420**

Twitter  
followers  
  
**1.9m**

Facebook  
likes  
  
**16.3m**



- Matchday €63.1m (£52.8m)
- Broadcasting €83.4m (£69.7m)
- Commercial €327.7m (£274m)

PSG maintained their top five position in the Money League, registering record revenue of €474.2m and securing a second successive Ligue 1 title.



# 6. Manchester City

2014 Revenue  
**€414.4m**  
(£346.5m)

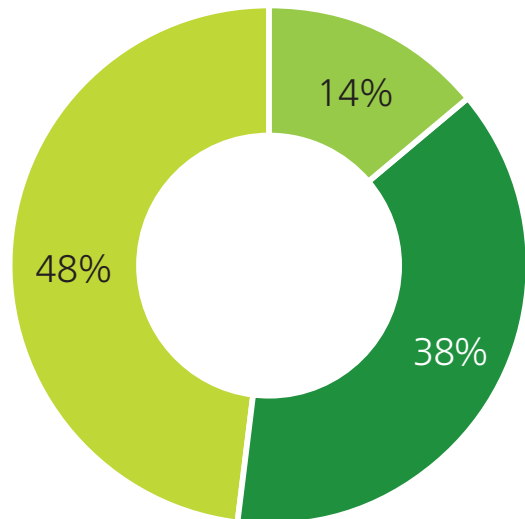
2013 Revenue  
€316.2m (£271m)  
  
Position: 6th

Domestic league  
position 2013/14  
  
**1st**

Average league  
match attendance  
  
**47,166**

Twitter  
followers  
  
**2.3m**

Facebook  
likes  
  
**18m**



- Matchday €56.8m (£47.5m)
- Broadcasting €159.3m (£133.2m)
- Commercial €198.3m (£165.8m)

2013/14 saw City regain the Premier League title and claim the League Cup, whilst in the UEFA Champions League the club made it to the round of 16.





# 7. Chelsea

2014 Revenue  
**€387.9m**  
(£324.4m)

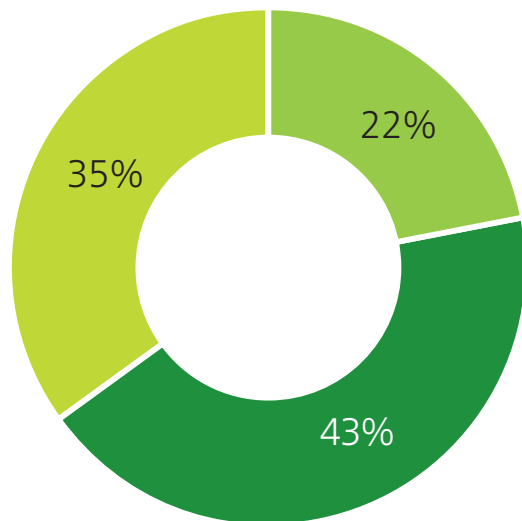
2013 Revenue  
€303.4m (€260m)  
  
Position: 7th

Domestic league  
position 2013/14  
  
3rd

Average league  
match attendance  
  
41,474

Twitter  
followers  
  
5m

Facebook  
likes  
  
40.4m



- Matchday €84.9m (€71m)
- Broadcasting €167.3m (€139.9m)
- Commercial €135.7m (€113.5m)

In 2013/14 Chelsea's revenue from commercial sources increased 35% (€29.6m) to €113.5m, underpinned by a ten year extension of the club's partnership with adidas.



# 8. Arsenal

2014 Revenue  
**€359.3m**  
(£300.5m)

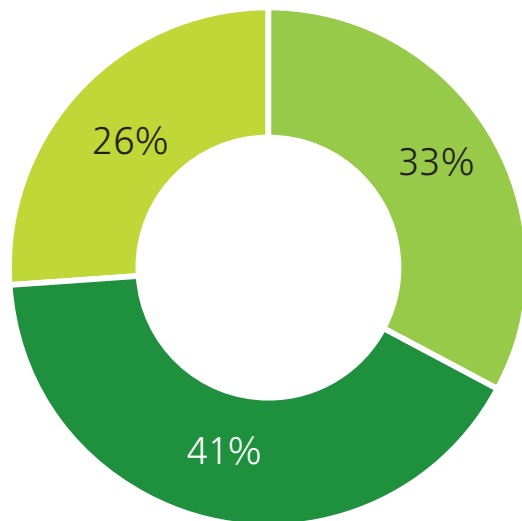
2013 Revenue  
€284.3m (€243.6m)  
  
Position: 8th

Domestic league  
position 2013/14  
  
4th

Average league  
match attendance  
  
60,014

Twitter  
followers  
  
5.2m

Facebook  
likes  
  
31.9m



- Matchday €119.8m (£100.2m)
- Broadcasting €147.3m (£123.2m)
- Commercial €92.2m (£77.1m)

The impact of Arsenal's new sponsorship deals should see them consolidate their top ten position, and may see them close the gap to the teams above them in next year's Money League.



# 9. Liverpool

2014 Revenue  
**€305.9m**  
(£255.8m)

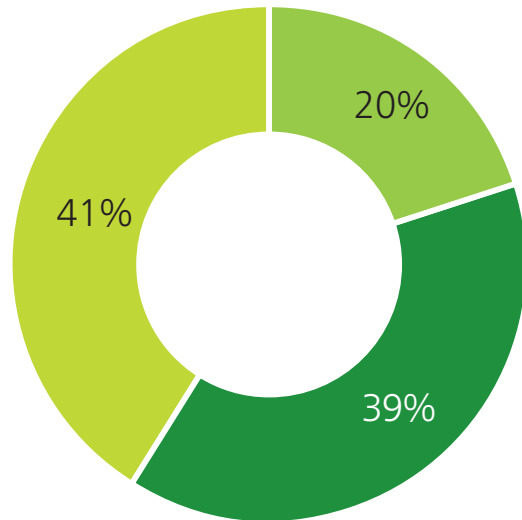
2013 Revenue  
€240.6m (€206.2m)  
Position: 12th

Domestic league  
position 2013/14  
**2nd**

Average league  
match attendance  
**44,831**

Twitter  
followers  
**3.8m**

Facebook  
likes  
**24.9m**



- Matchday €61m (£51m)
- Broadcasting €120.8m (£101m)
- Commercial €124.1m (£103.8m)

Liverpool's place in the top ten currently looks relatively secure. Their challenge is to maintain a position in the UEFA Champions League.



# 10. Juventus

2014 Revenue  
**€279.4m**  
(£233.6m)

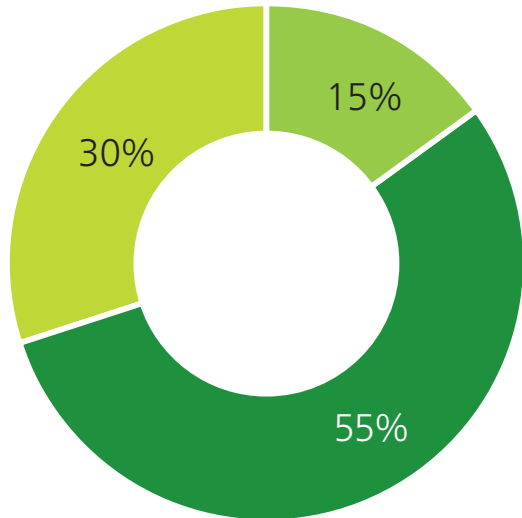
2013 Revenue  
€272.4m (€233.5m)  
  
Position: 9th

Domestic league  
position 2013/14  
  
1st

Average league  
match attendance  
  
35,564

Twitter  
followers  
  
1.6m

Facebook  
likes  
  
16m



- Matchday €41m (£34.3m)
- Broadcasting €153.4m (£128.2m)
- Commercial €85m (£71.1m)

The Old Lady retains her status as the leading revenue generating club in Italy, once more holding off AC Milan and maintaining a top ten position in the Money League.



# 11. Borussia Dortmund

2014 Revenue  
**€261.5m**  
(£218.7m)

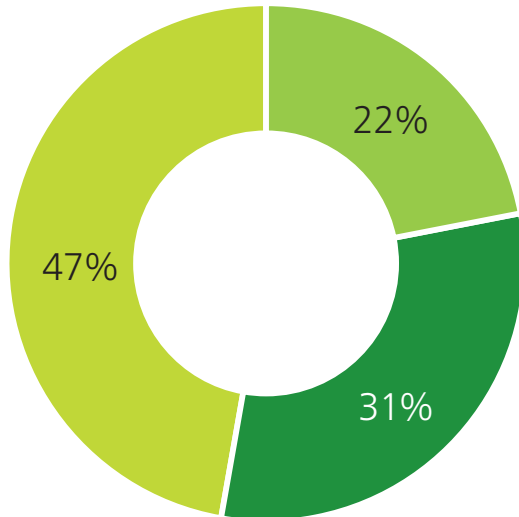
2013 Revenue  
€256.2m (£219.6m)  
Position: 11th

Domestic league  
position 2013/14  
**2nd**

Average league  
match attendance  
**79,856**

Twitter  
followers  
**1.4m**

Facebook  
likes  
**11.9m**



- Matchday €56.1m (£46.9m)
- Broadcasting €81.5m (£68.2m)
- Commercial €123.9m (£103.6m)

Dortmund's large and loyal fanbase and on-pitch success have attracted strong commercial partner revenues, leading to 14% (€14.9m) commercial revenue growth in 2013/14.



# 12. AC Milan

2014 Revenue  
**€249.7m**  
(£208.8m)

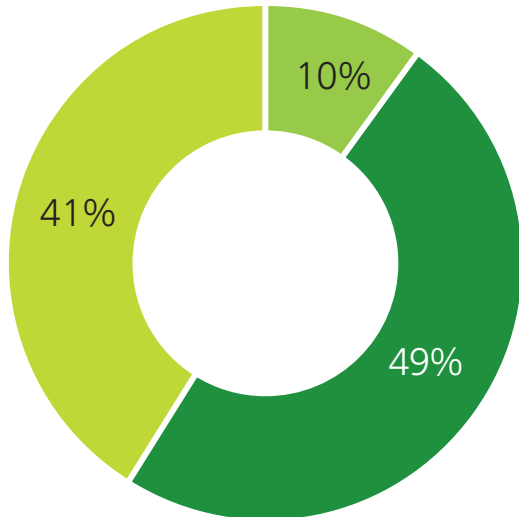
2013 Revenue  
€263.5m (€225.8m)  
Position: 10th

Domestic league  
position 2013/14  
**8th**

Average league  
match attendance  
**39,317**

Twitter  
followers  
**2.4m**

Facebook  
likes  
**24m**



- Matchday €24.9m (€20.8m)
- Broadcasting €122.7m (€102.6m)
- Commercial €102.1m (€85.4m)

Commercial revenue could prove critical to Milan's future placing in the Money League with neither broadcast or matchday sources likely to improve significantly in the short term.



# 13. Tottenham Hotspur

2014 Revenue  
**€215.8m**  
(£180.5m)

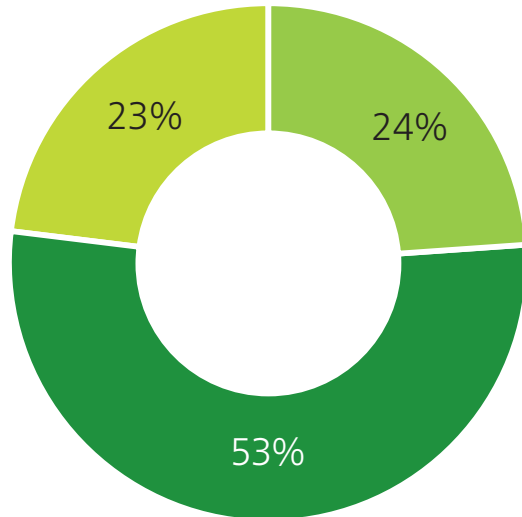
2013 Revenue  
€172m (£147.4m)  
Position: 14th

Domestic league  
position 2013/14  
**6th**

Average league  
match attendance  
**35,899**

Twitter  
followers  
**1m**

Facebook  
likes  
**6.1m**



- Matchday €52.5m (£43.9m)
- Broadcasting €113.3m (£94.8m)
- Commercial €50m (£41.8m)

Spurs' short term chances of regaining a place in the Money League top ten hinge on qualification for the UEFA Champions League.



# 14. Schalke 04

2014 Revenue  
**€213.9m**  
(£178.9m)

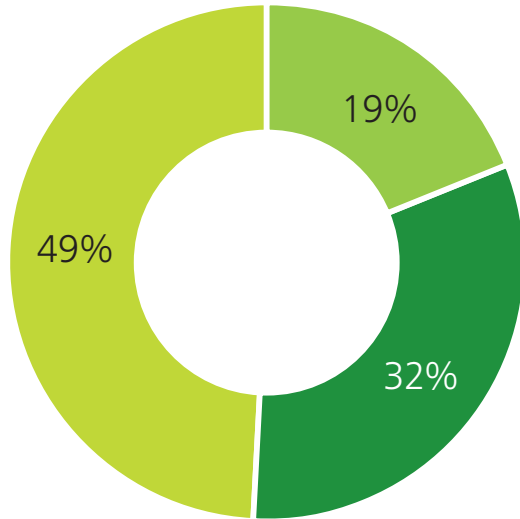
2013 Revenue  
€198.2m (£169.9m)  
Position: 13th

Domestic league  
position 2013/14  
**3rd**

Average league  
match attendance  
**61,269**

Twitter  
followers  
**0.3m**

Facebook  
likes  
**2.5m**



- Matchday €41.1m (£34.4m)
- Broadcasting €68.5m (£57.3m)
- Commercial €104.3m (£87.2m)

The Royal Blues are one of the most popular clubs in Germany, as shown by another season with an average Bundesliga attendance exceeding 61,000.





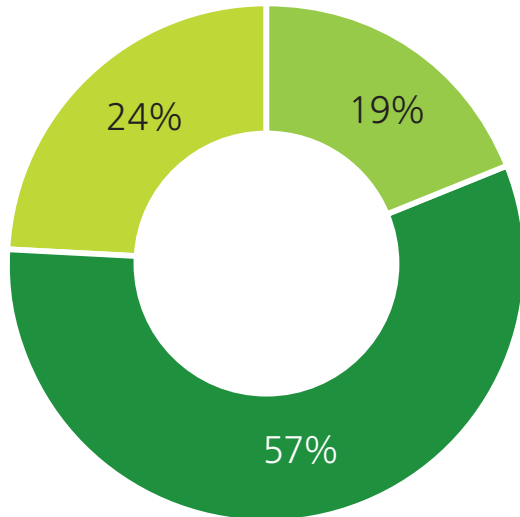
# 15. Atlético de Madrid

2014 Revenue  
**€169.9m**  
(£142.1m)

2013 Revenue  
€120m (£102.8m)  
Position: 20th

Domestic league  
position 2013/14  
**1st**

Average league  
match attendance  
**39,975**

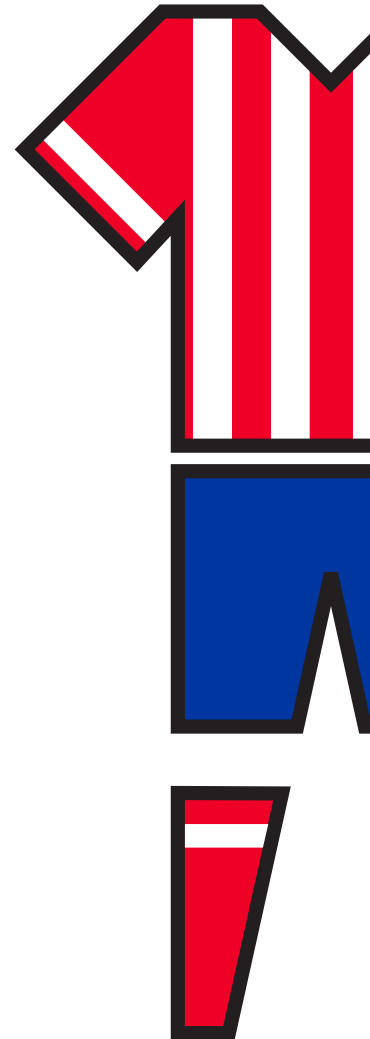


- Matchday €32.5m (£27.2m)
- Broadcasting €96.5m (£80.7m)
- Commercial €40.9m (£34.2m)

Twitter  
followers  
**1.4m**

Facebook  
likes  
**9.8m**

Atlético de Madrid secured their first La Liga title in 18 years with a dramatic final day draw at FC Barcelona, in the process breaking the dominance of Spain's 'big two'.



# 16. Napoli

2014 Revenue  
**€164.8m**  
(£137.8m)

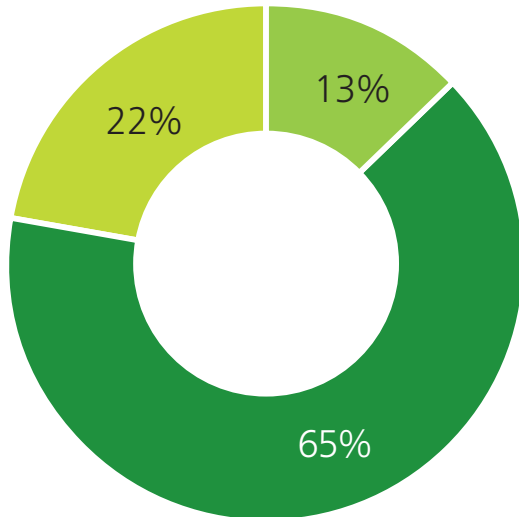
2013 Revenue  
€116.4m (£99.8m)  
  
Position: n/a

Domestic league  
position 2013/14  
  
**3rd**

Average league  
match attendance  
  
**38,045**

Twitter  
followers  
  
**0.5m**

Facebook  
likes  
  
**3.3m**



- Matchday €20.9m (£17.5m)
- Broadcasting €107.1m (£89.5m)
- Commercial €36.8m (£30.8m)

Napoli's participation in the UEFA Champions League was also the primary reason behind the 38% (€5.8m) increase in matchday revenues from the prior season.



# 17. Internazionale

2014 Revenue  
**€164m**  
(£137.1m)

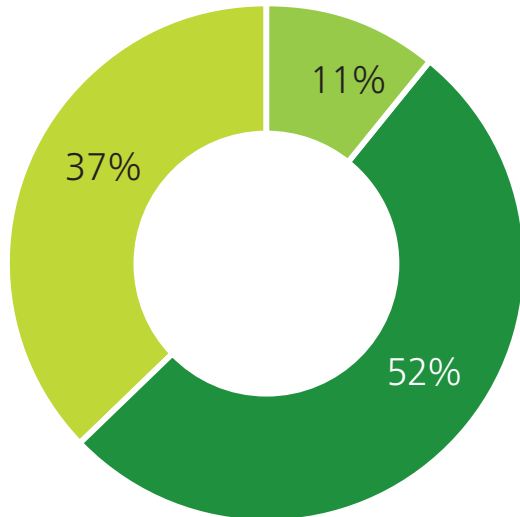
2013 Revenue  
€164.5m (£141m)  
Position: 15th

Domestic league  
position 2013/14  
**5th**

Average league  
match attendance  
**45,768**

Twitter  
followers  
**0.7m**

Facebook  
likes  
**4.7m**



- Matchday €18.8m (£15.7m)
- Broadcasting €84.8m (£70.9m)
- Commercial €60.4m (£50.5m)

Broadcast remains the most important source of revenue for Inter and despite a drop of 10% to €84.8m, still accounted for 52% of all revenue.



# 18. Galatasaray

2014 Revenue  
**€161.9m**  
(£135.4m)

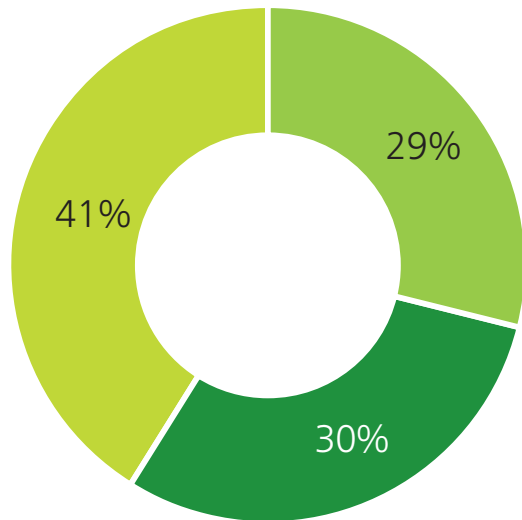
2013 Revenue  
€157m (£134.6m)  
  
Position: 16th

Domestic league  
position 2013/14  
  
**2nd**

Average league  
match attendance  
  
**35,000**

Twitter  
followers  
  
**4.8m**

Facebook  
likes  
  
**13.3m**



- Matchday €47.1m (£39.4m)
- Broadcasting €47.7m (£39.9m)
- Commercial €67.1m (£56.1m)

Galatasaray are the fifth most followed Money League club on Twitter, highlighting the huge popularity of the club.



# 19. Newcastle United

2014 Revenue  
**€155.1m**  
(£129.7m)

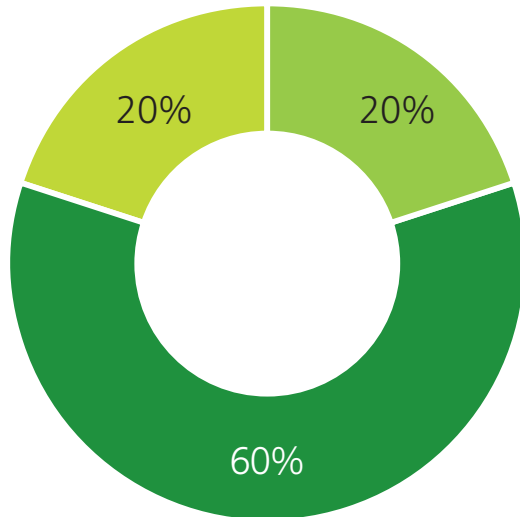
2013 Revenue  
€111.9m (£95.9m)  
  
Position: n/a

Domestic league  
position 2013/14  
  
**10th**

Average league  
match attendance  
  
**50,688**

Twitter  
followers  
  
**0.5m**

Facebook  
likes  
  
**1.5m**



- Matchday €31m (£25.9m)
- Broadcasting €93.5m (£78.2m)
- Commercial €30.6m (£25.6m)

The new Premier League broadcast deals have helped propel Newcastle United back into the Money League top 20 this year.



# 20. Everton

2014 Revenue  
**€144.1m**  
(£120.5m)

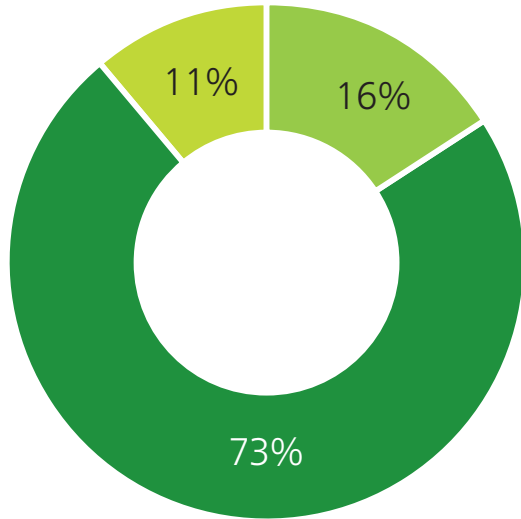
2013 Revenue  
€100.8m (£86.4m)  
  
Position: n/a

Domestic league  
position 2013/14  
  
**5th**

Average league  
match attendance  
  
**37,732**

Twitter  
followers  
  
**0.5m**

Facebook  
likes  
  
**1.8m**



- Matchday €23.1m (£19.3m)
- Broadcasting €105.8m (£88.5m)
- Commercial €15.2m (£12.7m)

Everton's appearance in this season's Money League is a welcome reflection of the positive work both on and off the pitch at Goodison Park.



Premier League clubs make up 14 of the top 30 revenue generating clubs globally, a Money League record.

# Contacts

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