

Football Business - UK - November 2011

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“Much of English football’s recent commercial growth has been fuelled by the globalisation of interest in the FA Premier League, but its stadium product remains the platform on which brands can engage with fans when they are at their most passionate.

Alongside this, development of new media technologies is enabling supporters to connect with the game on a 24/7 basis, and for brands to benefit by enabling new kinds of interaction between fans, players and clubs.

Challenges remain for the sport at large in keeping football affordable and ‘traditionalists’ on board, while many of the technologies with greatest potential are still very much at the early adopter phase. For brands, however, the growing need of clubs to grow commercial revenues as they seek to balance their books should create new rights opportunities and improved activation programmes.”

– David Walmsley – Sport and Leisure Analyst

In this report we answer the key questions:

- How should sponsor brands react to changes in the shape of football’s spectator base?
- What opportunities are being created by new technologies?
- How can football be used to reach the young?
- How can lapsed spectators be re-engaged by the live football experience?
- How will fans watch their football in the future?
- How will ‘financial fair play’ impact on brands involved in the football market?

This report concentrates on the professional football industry in the UK, quantifying admissions by volume and value, and examining other revenue sources, such as sponsorship and broadcasting rights fees. **The main focus of this report is the (English) FA Premier League**, although it also includes discussion of and data on the Football League, FA Cup and Carling Cup where appropriate. Accompanying figures make clear the competition to which each relates.

This report draws on information gathered by Deloitte’s Annual Review of Football Finance 2011, which is sourced where shown.

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