



GLOBAL SPORTS SALARIES SURVEY 2015

AVERAGE FIRST-TEAM PAY, TEAM-BY-TEAM,
IN THE WORLD'S MOST POPULAR SPORTS LEAGUES

333 TEAMS
17 LEAGUES
13 COUNTRIES
7 SPORTS
9,731 SPORTSMEN
\$17.94 BILLION IN WAGES
1 AIM



sportingintelligence

PSG's first-team squad has cost around £300m in transfer fees...



Introduction

Paris Saint-Germain is a young football club in several respects, formed in 1970 and still to come of age. Based at the Parc des Princes stadium, perched on the Boulevard Périphérique in the 16th arrondissement in the south-west of France's capital city, PSG had won only two league titles before 2013. This compared to 10 each won by Marseille and Saint-Étienne, eight by Nantes and seven apiece by Monaco and Lyon, to name just five of the clubs with superior records. Nor had PSG ever made a sustained impact at the highest level of European club football.

The petrodollars of oil-rich Middle East nation Qatar have transformed PSG since 2011. That was the year Qatar Sports Investments (QSI) took a 70 per cent stake, completing a full takeover in 2012 and pouring hundreds of millions of euros into the team.

QSI, an arm of Qatar's sovereign wealth fund, spent a French record of around £90m, net, in their first season on transfer fees for new players including the Argentine midfielder Javier Pastore, for a fee of around €40m, then a record for Ligue 1. They splashed a similar amount for Brazilian defender Thiago Silva before the 2012-13 season when net transfer spending exceeded £125m on stars also including Zlatan Ibrahimovic from Milan.

In 2013-14 the net spending was around £100m, of which more

than £55m was spent on Uruguayan forward Edinson Cavani alone. Before the 2014-15 season, Brazil's David Luiz was bought for not much less than that, making him the most expensive defender of all time.

At the time of writing, PSG's first-team squad has cost around £300m in transfer fees to assemble (or €420m, or \$450m at today's rates), or an average of £20m (€28m / \$30m) for each of the 15 players for whom a fee was paid.

Now, thanks to the largesse of the club's owners, PSG's players are the best paid team of professional sportsmen in the world, in any sport, bar none. This sixth edition of Sporting Intelligence's global sports salaries survey (GSSS) has calculated average first-team pay at PSG at \$9,083,993 a year, or £5.3m at the exchange rates at the start of the season, which equates to \$174,692 per week (£101,898).

The unique metric in our survey is 'average first-team pay' and the reason we use it plus an explanation of how the sums are calculated are detailed below.

PSG are the fourth different sports team to have held the No1 best-paid slot, and aside from baseball's New York Yankees in the first survey in 2010, the others have all been football (soccer) clubs, PSG following in the wake of Barcelona (top in 2011 and 2012) and Manchester City (2013 and 2014).

Barcelona's Spanish rivals Real Madrid have climbed to second place this year, from fourth last year, with their players earning an average £5.04m a year in the period under review. That puts them just ahead of Manchester City in third place (on £5.01m), Barcelona in fourth (£4.7m) and baseball's Los Angeles Dodgers in fifth, a tiny margin ahead of Manchester United in sixth.

The top dozen payers are completed by Bayern Munich of the German Bundesliga, Chelsea of the English Premier League, the Yankees, Arsenal of the EPL, the Brooklyn Nets of the NBA and the Detroit Tigers of Major League Baseball. All of these teams, plus another six, are paying salaries high enough that the average first-team player earns more than \$100,000 each week. The full list of teams and average first-team earnings are detailed later in this report.

Eight of the top 12 payers are football teams, including the top four, while three come from baseball and one from basketball. Four of the 12 top payers are based in the USA, and four in England, with two in Spain and one each in France and Germany. The best paying sports teams in the world, in other words, come from elite European football and major league US sport. And increasingly they are funded by oil.

PSG's owners derive their wealth from oil, while the club's shirt

sponsor is an airline, Emirates, based in the oil-rich U.A.E and founded with oil money. The same airline also sponsors Real Madrid and Arsenal within the top dozen payers. Another of Real Madrid's major sponsors is Abu Dhabi's International Petroleum Investment Company (IPIC).

Manchester City have topped the payers list in the past two surveys and are at No3 this time. They are owned by billionaire Sheikh Mansour of Abu Dhabi's royal family, whose wealth derives from oil. Mansour is also deputy Prime Minister of the U.A.E and the chairman of the board of IPIC's governors. Among Manchester City's other sponsors are Etihad Airways, telecoms company Etisalat and investment firm Aabar, all based in the U.A.E. Etisalat are also a sponsor of Barcelona, the No4 payers, whose lucrative shirt deal with Qatar Airways is worth more than €30m a year.

Also inside the top dozen payers, Chelsea (No8) are owned by Russian oligarch Roman Abramovich, who became a billionaire on the back of oil while the Yankees (No9) are now part of a commercial partnership with Mansour through their joint ownership of an MLS team, New York City FC.

Arsenal (No10) also have a Russian oligarch co-owner in Alisher Usmanov while the Brooklyn Nets (No11) are owned by another Russian billionaire, Mikhail Prokhorov, although both those men built their fortunes on metals and mining rather than black gold.

Sporting Intelligence's global sports salaries survey was conceived in 2009 with several aims, one of them being to

produce a substantial piece of original research to help promote the full launch of www.sportingintelligence.com in early 2010.

The idea was to compare, on a like-for-like basis as closely as possible, how much 'average' sportsmen earned at hundreds of different clubs and teams around the world in hugely contrasting professional sports. This would also allow us to examine the relationship between money and success in each sport, as in the article [linked here](#).

In order to reflect global and not just western patterns, it was necessary to look beyond one or two 'hotspots' in European football and major North American sport. So the starting point for the first survey was considering the most popular domestic professional sports leagues - measured by average ticket-buying attendance per game - and included not only the NFL, the Premier League and other 'major' leagues but also Indian Premier League cricket and Japanese baseball. Subsequent reports have expanded to add Australian Rules football and Canadian gridiron (CFL), then Chinese Super League football, Japanese J-League football and Ligue 1 from France.

The key metric is 'average first-team pay'. It sounds simple but to stay true to our like-for-like target requires a range of decisions about what to include. What does 'first team' constitute at a football club? In the NBA? In Japanese baseball? The answer in all cases is the 'first-team squad' or the closest equivalent possible, sometimes but not always the 'active roster'.

Typically a first-team squad in football will be 25 players although it may be as few as 20 and it may be more than 30. It depends on the team. Similar numbers of players per 'first-team squad' are used for the two baseball leagues included - MLB and NPB - and for the ice hockey league, the NHL. In NBA basketball, the salaries of between 13 and 15 players on each roster are considered. In Canadian and Australian football the wages of some 40-plus players are counted per team and in the NFL it is more than 50 per team.

By 'average', we mean 'arithmetic mean'. All the salaries are added up (and by salaries, we include money for playing sport for that team, not for endorsements or sponsorship or anything else extra-curricular) and divided by the number of players. That's it. A simple list that provokes complicated arguments but does, at the very least, provide a 'ball park' reckoner of what different sports teams pay.

Salaries in all the 17 leagues except cricket's Indian Premier League are calculated on the basis of annual pay deriving from annual contracts handed to players. As a rule, the vast majority of players in all the other 16 leagues are contracted by the sporting year (or years), which takes in a season. In the IPL, the players are contracted for the period of the event, seven weeks in the case of 2014, and spend much of the rest of the time as 'guns for hire' with different teams in different leagues. The starting point for IPL salaries therefore is average weekly pay, extrapolated pro rata to get an annual average sum. IPL is the only league where we do this, because the players there, uniquely, routinely each have multiple employers in one year.

Manchester City have topped the pay list in the past two surveys but are at No3 this time.





Average pay as our key metric is important - as opposed to total wage outlay - because two teams spending the same totals on salaries will have starkly different averages if they are paying a significantly different number of players. It happens, and it matters. You can employ a higher number of lower quality players for the same price as a smaller number of higher quality players, and we think it's worth exploring which is most effective for performance.

Arguably one of the most counter-intuitive findings in our reports has been the relatively low levels of average salaries in America's NFL - by far and away the richest sport in the world in terms of annual domestic TV contract earnings, often the bedrock of a league's income. NFL players earn just over \$2m a year each on average, or less than half as much as NBA basketball players. The 'median' earnings in the NFL, where you consider the middle person in a list of all players ranked from best-paid to worst-paid, is under a million dollars a year. The best paid NFL team in this year's survey, the Miami Dolphins, does not appear on the overall list until 124th place, with the average player there earning £1.37m a year (\$2.35m).

It has been argued by some sports fans, usually in North America, that pay-per-man is irrelevant because it is total outlay that matters. Well, only one NFL team gets into the top 20 list of total payroll size, and that's the Dolphins again, just at No20, spending \$124m on their active roster players in 2014-15.

The value of our metric of average first-team pay is perhaps best illustrated this year by a comparison between the NBA's Brooklyn Nets and the NFL's New York Jets, located a mere 14-mile drive across New York away from each other. The basketball team, with fewer than a third the number of players of the gridiron team, had a salary bill in the survey period of two million dollars more than the NFL team; both were just north of \$90m.

It's the average first-team pay - \$6.2m at the Nets against \$1.7m at the Jets - that emphasises the vast difference in earnings potential in the sports. And that is what the survey is trying to measure, not the ability of one or other franchise to spend more or less in aggregate terms on their payroll.

Taking another example, this time in Florida, illustrates how we cannot make blanket assumptions that teams with fewer players will earn more than teams with more players,

even when the team with fewer players is in a richer league than the team with fewer. Orlando Magic of the NBA have average pay of \$2,754,677 across 15 players in our survey for 2014-15 whereas Tampa Bay Lightning of the NHL, located 84 miles west, have a higher average (\$2,775,677) across 27 players in the survey, for the same season. So while smaller teams often pay more, it's far from always.

If total spending is of interest, then the LA Dodgers are No1 for a second straight year this time, on \$273m on the opening day of the season, across 34 players. PSG are second in this regard ahead of the Yankees, Real Madrid and Manchester City. These are big beasts in global sport in economic terms, each bigger financially on their own than many entire leagues, at least in terms of wage spending.

The payrolls at those top four teams - total spending for first-team players as defined - are each bigger than entire payrolls of Chinese Super League soccer (\$215m), NPB baseball in Japan (\$213m), AFL Australian Rules football (\$171m), MLS (\$158m), J-League soccer in Japan (\$110m), Scottish Premiership soccer (\$76m), IPL cricket in India (\$74.6m) and CFL (\$41.5m).

The fortunes of City and their neighbour rivals Manchester United have been much discussed in recent years as Mansour's cash has made City competitive in the EPL and funded two Premier League title wins. Both clubs are now run via complex ownership structures, at least in accounting terms, that suggest United have caught City again in wage terms. But at first-team level we have found that is not the case, yet, either in the comparable football club accounts (as opposed to parent company accounts) or in this survey, where the numbers are sourced from unions, agents and clubs among other places including relevant accounts.

The average earnings, annually and per week, in dollars and pounds, are listed in full in this report for all 333 teams considered across 17 leagues. The NBA remains comfortably the top paying league as a whole in world sport, by average salary. The 448 players considered for this report across the 30 NBA teams in 2014-15 earn \$2.05 billion between them at an average of \$4,575,918 per year (£2.67m at the prevailing exchange rates). When IPL salaries are pro-rated, their players are the No2 earners on \$4.33m a year on average (£2.53m), ahead of Major League Baseball players in third. The highest paying football (soccer) league, the Premier League, had an average salary of \$3.8m (£2.23m) in the period under review.

This report includes detailed summary pages that rank the 17 leagues in order of average pay per league, in order of average attendance per match, and in order of average amount of global 'fans' who follow each team in that league on the world's two most popular social networks, Facebook and Twitter. There are also four pages for each league of analysis into the salary numbers, crowds, social media followings and historic success of the teams to assess how these factors affect each other.

The Premier League is the only league of the 17 that is ranked inside the top four leagues in each of average salary, average attendance and average global following. The Premier League has pay levels only bettered by the NBA, IPL and MLB, average crowds only bettered by the NFL and Bundesliga, and a global fanbase bigger than any league, bar none. The 230 million followers of the 20 Premier League teams combined on the two main social platforms alone equate to 11.5m per team on average, albeit with big

variations within the league. It should be stressed where social media is concerned that the picture is dynamic. Our findings here are by definition historic already, being weeks old. But they provide a clear view of the broad picture.

This year's full salaries report also features two special studies that explore earnings respectively in the 'Big 5' football divisions of Europe and the four main American sports. Both of these studies look at the 'origins' of the sportsmen playing there, either by education system or place of birth depending on relevance to the league, and then compare their incomes from that perspective. The research team at Sporting Intelligence compiled the data sets and the interpretation is presented by two fine writers, Ian Herbert and Richard Whittall. They address issues including why Belgian footballers are the hottest property in Europe's major football leagues, and why California produces twice as many baseball players as its population should dictate.

In most leagues, money matters when it comes to performance; the more you pay, the better you do, all other things being equal. That is particularly true in elite football leagues but also true in the NBA and in MLB. The reason is fairly straightforward - better players cost more, and if you're spending more it's generally because you have better players.

Sporting Intelligence is delighted that key findings from this year's report will again be featured by one of the world's most popular sports titles, ESPN The Magazine. The 17 leagues and 333 teams from seven sports across 13 countries that we consider in this report start with the 'big four' from American sports, which are the NFL (gridiron, American football), the NBA (basketball), MLB (baseball) and NHL (ice hockey), continue with the 'big five' football leagues of

Europe, which are the English Premier League (EPL), the Bundesliga of Germany, La Liga of Spain, Serie A of Italy and Ligue 1 of France, and include the AFL from Australia, CFL football (gridiron) from Canada, NPB baseball from Japan and IPL from India.

Those 13 leagues have led the way in attracting the biggest crowds in world sport over the past few years, as measured by average attendance within domestic professional sports leagues. Details are contained in this report. Our final four leagues are the SPL from Scotland, MLS from North America, China's CSL and Japan's J-League as examples of smaller-scale leagues from the world's most popular sport, football.

Details about our general methodology can be found at www.sportingintelligence.com. All figures were sourced directly or indirectly via unions, player associations or agents, via leagues, clubs and other reliable administrative bodies, or extracted from official club accounts. Different unions, leagues and indeed different clubs operate with wholly different levels of transparency in regard to pay. Some publish bits and pieces for public consumption, and most don't.

The major sports leagues of North America are widely perceived as transparent in this area but it may surprise some people to count the total number of NFL, NBA, MLB, NHL and MLS teams that openly publish individual player salaries. It's zero.

NFL, NBA and MLB salaries reach the public domain via private disclosure but this data is never published officially by clubs, while it is unions and not leagues or clubs that make NHL and MLS salaries public, and even they don't include all payments made to players.

There is only one major sports team in North America that readily provides detailed information about their wider finances (and not individual salaries) and that is the Green Bay Packers of the NFL. That is because they are publicly owned and run for the benefit of their community. They are not only (uniquely) transparent and profitable but also self-sufficient.

It is through the publication of their annual financial statements, for example, that we know that their total wage bill in 2013-14 was \$171m for all employees, and that their total revenue was \$324.1m of which \$187.7m was 'national revenue', or in effect their 1/32nd share of 'central income' from the NFL. This in turn told us that the NFL shared a pot of central funds of \$6.006 BN between its 32 teams that year. The Packers made a profit of \$25.6m that season.

Perhaps one day such transparency will be more widespread but nobody should hold their breath. We thank everyone who assisted with helping us to find the most reliable data possible.

The uniqueness of this study lies in looking beyond total payrolls or club wage bills to what the players make per head.

The seasons considered vary from league to league but are always the current or most recently finished seasons for which we could access reliable data. For the NBA, the NHL and the NFL, the numbers in this report pertain to the 2014-15 seasons. For MLB and MLS, the numbers are as they stood at the start of the 2015 seasons. For the IPL, NPB, AFL, CFL, CSL and J-League they come from the end of the 2014 seasons. And for the Premier League, Bundesliga, La Liga, Serie A, Ligue 1 and SPL, the salaries reflect summer 2014, in effect the break between the 2013-14 and the 2014-15 season.

In some cases this is already, by definition, historic information but all the numbers are as recent as they can reliably be. The pages of league summaries show the ratios between the best paid and lowest paid teams in each league. Generally, but not always, leagues with massive discrepancies between the best paid and worst paid teams will be less "fair" and therefore more predictable.

Across the 17 leagues, the biggest ratio between the best paid team and the worst paid is in the Scottish Premiership where average pay at the best-paid team Celtic was 25 times as much as at the worst-paid team Ross County. There are also enormous gulfs between the best paid clubs in Spain and France and worst paid now, by a factor of around 20 times. The IPL, AFL and CFL now have the smallest differentials in highest and lowest payers, of no more than 1.26 to 1, in leagues where there are salary caps and a much better level of genuine competition. The NFL is America's 'fairest' league in this regard.

One final note on currencies and exchange rates: any payment that was made in \$US is reported in that currency and has been converted to £ Sterling at July 2014 rates. This applies to all North American league wages, as well as IPL pay. European salaries have been converted from euros or pounds to \$US, while payments made in Japanese Yen, Australian dollars, Canadian dollars and Chinese yuan have been converted into \$US / £ Sterling.

Sporting Intelligence has one other important announcement to make this month, the arrival of a new partner for our website in the shape of SKINS, an innovative company that shares many of our values. The involvement of SKINS will help to maintain Sporting Intelligence's independence, and the message from SKINS chairman Jaimie Fuller on the opposite page explains why they want to get involved.

Thank you for reading.

Nick Harris
 Editor
 Sporting Intelligence:
 Specialist Sports Website of the Year
 18 May 2015



JAIMIE FULLER



I have long been a fan of the informed, insightful and independent analysis brought to sporting issues by SportingIntelligence.com and it's a real buzz to be associated with both its award-winning website as a new partner, and to be a stakeholder in this latest edition of Sporting Intelligence's global sports salaries survey.

For SKINS, partnering with SportingIntelligence.com is a natural and dream fit because what drives us as a brand – besides wanting to sell the best performance compression wear on the market to professional and everyday sports people – is the good part of sport that brings us together.

I believe sport is one of society's most important cultural influences and SKINS values are centred around 'fuelling the true spirit of competition'. For me, that means fair play, respect, decency, integrity and proper governance practices.

So much is written about – and so many of us intrinsically feel – this positive power of sport. They form some of life's most memorable and, indeed, inspiring moments. But, time-after-time, we have also been let down by the people at the very top of sporting organisations. We're motivated by the fact that not only should it not be like that, but it doesn't have to be like that.

At SKINS, we're not just talking the talk but also walking the walk.

That's why two years ago, we were involved in bringing about change at world cycling's governing body, the UCI. A little over a year ago, we lobbied the IOC about changes to its drugs policy with the help of former 100 metre world record holder

Ben Johnson. And earlier this year, we were pleased to join with British and European MPs and like-minded individuals and organisations from around the world in advocating positive changes in the way football is governed globally.

Like any good sportsperson, we won't walk away when the going gets tough in any of these endeavours – as it has already, and will no doubt continue to do.

I know that SportingIntelligence.com and SKINS have shared values. We both know that many sports lovers want to go beyond the headline of who scored, what speed a ball was bowled and the prevailing weather conditions. You want to challenge, and be challenged. You want a media that will look up, not dumb down. You want to be informed. And we believe that Sporting Intelligence delivers this.

We reckon that's how people who love to watch and play sport deserve to be treated.

Whatever sport you watch or play – enjoy it.

Jaimie Fuller
 SKINS Chairman



Contents

- 12** TEAMS RANKED No1 TO No333 BY AVERAGE FIRST-TEAM PLAYER SALARY
- 20** THE ORIGINS OF EUROPE'S ELITE FOOTBALLERS, AND THEIR PAY
- 28** THE ORIGINS OF AMERICA'S SPORTSMEN, AND THEIR PAY
- 42** SUMMARY OF AVERAGE PAY BY LEAGUE
- 44** SUMMARY OF SOCIAL MEDIA FOLLOWING BY LEAGUE
- 46** SUMMARY OF ATTENDANCES BY LEAGUE
- 50** LEAGUE-BY-LEAGUE ANALYSIS
- 118** WHAT MAKES A SUPER CLUB... AND ARE THESE THE BIGGEST?
- 120** NOTES ON METHODOLOGY

Global sports salaries survey

2015: top 12

RANK & TEAM (LAST YEAR)	LEAGUE	AVG ANNUAL PAY £ (AVG WEEKLY PAY)	AVG ANNUAL PAY \$ (AVG WEEKLY PAY)
 1 (New) PSG	Ligue 1	£5,298,693 (£101,898)	\$9,083,993 (\$174,692)
 2 (4) Real Madrid	La Liga	£5,040,520 (£96,933)	\$8,641,385 (\$166,180)
 3 (1) Manchester City	EPL	£5,015,122 (£96,445)	\$8,597,844 (\$165,343)
 4 (5) Barcelona	La Liga	£4,715,116 (£90,675)	\$8,083,518 (\$155,452)
 5 (3) Los Angeles Dodgers	MLB	£4,679,937 (£89,999)	\$8,023,207 (\$154,292)
 6 (8) Manchester United	EPL	£4,679,377 (£89,988)	\$8,022,247 (\$154,274)
 7 (7) Bayern Munich	Bundesliga	£4,468,643 (£85,935)	\$7,660,968 (\$147,326)
 8 (10) Chelsea	EPL	£4,353,056 (£83,713)	\$7,462,809 (\$143,516)
 9 (2) New York Yankees	MLB	£4,263,577 (£81,992)	\$7,309,407 (\$140,566)
 10 (11) Arsenal	EPL	£4,054,066 (£77,963)	\$6,950,225 (\$133,658)
 11 (6) Brooklyn Nets	NBA	£3,645,286 (£70,102)	\$6,249,418 (\$120,181)
 12 (13) Detroit Tigers	MLB	£3,620,913 (£69,633)	\$6,207,634 (\$119,378)

Nos 13-50

RANK (LAST YEAR)	TEAM	LEAGUE	AVG ANNUAL PAY £ (AVG WEEKLY PAY)	AVG ANNUAL PAY \$ (AVG WEEKLY PAY)
13 (17)	San Francisco Giants	MLB	£3,597,130 (£69,175)	\$6,166,861 (\$118,593)
14 (20)	Liverpool	EPL	£3,509,286 (£67,486)	\$6,016,263 (\$115,697)
15 (12)	NY Knicks	NBA	£3,431,128 (£65,983)	\$5,882,270 (\$113,121)
16 (29)	Washington Nationals	MLB	£3,317,177 (£63,792)	\$5,686,914 (\$109,364)
17 (15)	Boston Red Sox	MLB	£3,312,564 (£63,703)	\$5,679,006 (\$109,212)
18 (26)	LA Clippers	NBA	£3,111,928 (£59,845)	\$5,335,038 (\$102,597)
19 (37)	Sacramento Kings	NBA	£2,960,046 (£56,924)	\$5,074,654 (\$97,590)
20 (35)	Denver Nuggets	NBA	£2,939,555 (£56,530)	\$5,039,525 (\$96,914)
21 (45)	Toronto Raptors	NBA	£2,935,584 (£56,454)	\$5,032,717 (\$96,783)
22 (33)	Memphis Grizzlies	NBA	£2,919,687 (£56,148)	\$5,005,464 (\$96,259)
23 (52)	Cleveland Cavaliers	NBA	£2,885,116 (£55,483)	\$4,946,195 (\$95,119)
24 (18)	Juventus	Serie A	£2,859,195 (£54,985)	\$4,901,757 (\$94,265)
25 (28)	Golden State Warriors	NBA	£2,852,396 (£54,854)	\$4,890,102 (\$94,040)
26 (43)	Washington Wizards	NBA	£2,839,564 (£54,607)	\$4,868,102 (\$93,617)
27 (14)	Philadelphia Phillies	MLB	£2,829,578 (£54,415)	\$4,850,982 (\$93,288)
28 (16)	Miami Heat	NBA	£2,819,067 (£54,213)	\$4,832,962 (\$92,942)
29 (9)	Chicago Bulls	NBA	£2,817,858 (£54,190)	\$4,830,889 (\$92,902)
30 (54)	Tottenham	EPL	£2,811,977 (£54,077)	\$4,820,808 (\$92,708)
31 (19)	LA Lakers	NBA	£2,800,747 (£53,861)	\$4,801,555 (\$92,338)
32 (21)	Boston Celtics	NBA	£2,789,520 (£53,644)	\$4,782,308 (\$91,967)
33 (23)	Indiana Pacers	NBA	£2,776,628 (£53,396)	\$4,760,206 (\$91,542)
34 (22)	Oklahoma City Thunder	NBA	£2,772,343 (£53,314)	\$4,752,859 (\$91,401)
35 (30)	Toronto Blue Jays	MLB	£2,748,388 (£52,853)	\$4,711,792 (\$90,611)
36 (65)	Cincinnati Reds	MLB	£2,734,442 (£52,586)	\$4,687,883 (\$90,152)
37 (32)	New Orleans Pelicans	NBA	£2,708,034 (£52,078)	\$4,642,609 (\$89,281)
38 (46)	Portland Trail Blazers	NBA	£2,686,595 (£51,665)	\$4,605,855 (\$88,574)
39 (36)	Dallas Mavericks	NBA	£2,681,306 (£51,564)	\$4,596,787 (\$88,400)
40 (42)	San Antonio Spurs	NBA	£2,654,819 (£51,054)	\$4,551,379 (\$87,527)
41 (40)	Royal Challengers Bangalore	IPL	£2,626,933 (£50,518)	\$4,503,571 (\$86,607)
42 (44)	Chennai Super Kings	IPL	£2,609,871 (£50,190)	\$4,474,321 (\$86,045)
43 (24)	Mumbai Indians	IPL	£2,607,705 (£50,148)	\$4,470,607 (\$85,973)
44 (34)	Minnesota Timberwolves	NBA	£2,563,391 (£49,296)	\$4,394,635 (\$84,512)
45 (98)	Sunrisers Hyderabad	IPL	£2,554,083 (£49,117)	\$4,378,679 (\$84,205)
46 (50)	Houston Rockets	NBA	£2,547,551 (£48,991)	\$4,367,479 (\$83,990)
47 (39)	Kolkata Knight Riders	IPL	£2,544,605 (£48,935)	\$4,362,429 (\$83,893)
48 (41)	Delhi Daredevils	IPL	£2,532,418 (£48,700)	\$4,341,536 (\$83,491)
49 (38)	LA Angels	MLB	£2,515,408 (£48,373)	\$4,312,374 (\$82,930)
50 (48)	Texas Rangers	MLB	£2,512,448 (£48,316)	\$4,307,299 (\$82,833)

Nos 51-96

51 (53)	Charlotte Hornets	NBA	£2,508,043 (£48,231)	\$4,299,748 (\$82,687)
52 (73)	Seattle Mariners	MLB	£2,495,650 (£47,993)	\$4,278,502 (\$82,279)
53 (51)	Schalke	Bundesliga	£2,489,673 (£47,878)	\$4,268,254 (\$82,082)
54 (66)	Minnesota Twins	MLB	£2,444,139 (£47,003)	\$4,190,192 (\$80,581)
55 (56)	St Louis Cardinals	MLB	£2,431,143 (£46,753)	\$4,167,912 (\$80,152)
56 (69)	Chicago White Sox	MLB	£2,400,669 (£46,166)	\$4,115,667 (\$79,147)
57 (60)	Utah Jazz	NBA	£2,398,654 (£46,128)	\$4,112,213 (\$79,081)
58 (27)	Milan	Serie A	£2,382,854 (£45,824)	\$4,085,126 (\$78,560)
59 (170)	Rajasthan Royals	IPL	£2,377,239 (£45,716)	\$4,075,500 (\$78,375)
60 (68)	Kansas City Royals	MLB	£2,366,920 (£45,518)	\$4,057,809 (\$78,035)
61 (103)	Kings XI Punjab	IPL	£2,356,386 (£45,315)	\$4,039,750 (\$77,688)
62 (47)	Borussia Dortmund	Bundesliga	£2,344,823 (£45,093)	\$4,019,926 (\$77,306)
63 (49)	Detroit Pistons	NBA	£2,318,538 (£44,587)	\$3,974,863 (\$76,440)
64 (57)	Atlanta Hawks	NBA	£2,295,793 (£44,150)	\$3,935,870 (\$75,690)
65 (64)	Phoenix Suns	NBA	£2,258,342 (£43,430)	\$3,871,665 (\$74,455)
66 (25)	Roma	Serie A	£2,240,920 (£43,095)	\$3,841,797 (\$73,881)
67 (59)	Milwaukee Bucks	NBA	£2,168,397 (£41,700)	\$3,717,464 (\$71,490)
68 (89)	Chicago Cubs	MLB	£2,103,537 (£40,452)	\$3,606,269 (\$69,351)
69 (31)	Internazionale	Serie A	£2,078,432 (£39,970)	\$3,563,230 (\$68,524)
70 (67)	Baltimore Orioles	MLB	£2,072,523 (£39,856)	\$3,553,100 (\$68,329)
71 (62)	Colorado Rockies	MLB	£2,051,730 (£39,456)	\$3,517,453 (\$67,643)
72 (58)	Milwaukee Brewers	MLB	£2,041,600 (£39,261)	\$3,500,085 (\$67,309)
73 (71)	Atlanta Braves	MLB	£2,032,771 (£39,092)	\$3,484,949 (\$67,018)
74 (87)	New York Rangers	NHL	£1,946,903 (£37,440)	\$3,337,739 (\$64,187)
75 (105)	Pittsburgh Penguins	NHL	£1,944,113 (£37,387)	\$3,332,955 (\$64,095)
76 (76)	Chicago Blackhawks	NHL	£1,917,345 (£36,872)	\$3,287,065 (\$63,213)
77 (72)	New York Mets	MLB	£1,908,129 (£36,695)	\$3,271,266 (\$62,909)
78 (New)	Monaco	Ligue 1	£1,894,316 (£36,429)	\$3,247,584 (\$62,454)
79 (90)	Napoli	Serie A	£1,836,998 (£35,327)	\$3,149,319 (\$60,564)
80 (75)	Aston Villa	EPL	£1,810,385 (£34,815)	\$3,103,695 (\$59,686)
81 (81)	LA Kings	NHL	£1,807,319 (£34,756)	\$3,098,438 (\$59,585)
82 (74)	Cleveland Indians	MLB	£1,793,464 (£34,490)	\$3,074,685 (\$59,129)
83 (77)	San Diego Padres	MLB	£1,779,523 (£34,222)	\$3,050,785 (\$58,669)
84 (110)	Toronto Maple Leafs	NHL	£1,765,345 (£33,949)	\$3,026,479 (\$58,202)
85 (91)	Atletico Madrid	La Liga	£1,747,511 (£33,606)	\$2,995,904 (\$57,614)
86 (New)	Lyon	Ligue 1	£1,675,741 (£32,226)	\$2,872,863 (\$55,247)
87 (88)	Newcastle	EPL	£1,675,607 (£32,223)	\$2,872,633 (\$55,243)
88 (78)	Pittsburgh Pirates	MLB	£1,661,060 (£31,943)	\$2,847,694 (\$54,763)
89 (79)	Philadelphia Flyers	NHL	£1,640,099 (£31,540)	\$2,811,759 (\$54,072)
90 (93)	Everton	EPL	£1,635,263 (£31,447)	\$2,803,469 (\$53,913)
91 (120)	Tampa Bay Lightning	NHL	£1,619,052 (£31,135)	\$2,775,677 (\$53,378)
92 (97)	Detroit Red Wings	NHL	£1,618,490 (£31,125)	\$2,774,712 (\$53,360)
93 (61)	Arizona Diamondbacks	MLB	£1,617,665 (£31,109)	\$2,773,298 (\$53,333)
94 (109)	Sunderland	EPL	£1,616,063 (£31,078)	\$2,770,552 (\$53,280)
95 (153)	Swansea	EPL	£1,612,787 (£31,015)	\$2,764,936 (\$53,172)
96 (63)	Orlando Magic	NBA	£1,606,475 (£30,894)	\$2,754,114 (\$52,964)

Nos 97-143

97 (124)	Edmonton Oilers	NHL	£1,596,900 (£30,710)	\$2,737,700 (\$52,648)
98 (111)	Wolfsburg	Bundesliga	£1,595,944 (£30,691)	\$2,736,060 (\$52,617)
99 (104)	St Louis Blues	NHL	£1,574,152 (£30,272)	\$2,698,700 (\$51,898)
100 (82)	Minnesota Wild	NHL	£1,573,930 (£30,268)	\$2,698,320 (\$51,891)
101 (101)	Washington Capitals	NHL	£1,573,398 (£30,258)	\$2,697,407 (\$51,873)
102 (New)	Marseille	Ligue 1	£1,556,045 (£29,924)	\$2,667,659 (\$51,301)
103 (118)	Winnipeg Jets	NHL	£1,549,549 (£29,799)	\$2,656,522 (\$51,087)
104 (86)	Fulham	EPL	£1,547,588 (£29,761)	\$2,653,159 (\$51,022)
105 (84)	Nashville Predators	NHL	£1,545,806 (£29,727)	\$2,650,104 (\$50,964)
106 (85)	Vancouver Canucks	NHL	£1,538,570 (£29,588)	\$2,637,700 (\$50,725)
107 (92)	Boston Bruins	NHL	£1,537,500 (£29,567)	\$2,635,865 (\$50,690)
108 (107)	Bayer Leverkusen	Bundesliga	£1,532,106 (£29,464)	\$2,626,618 (\$50,512)
109 (117)	West Bromwich Albion	EPL	£1,526,667 (£29,359)	\$2,617,293 (\$50,333)
110 (100)	Oakland Athletics	MLB	£1,521,647 (£29,262)	\$2,608,687 (\$50,167)
111 (122)	Buffalo Sabres	NHL	£1,509,915 (£29,037)	\$2,588,573 (\$49,780)
112 (95)	San Jose Sharks	NHL	£1,503,456 (£28,912)	\$2,577,500 (\$49,567)
113 (157)	Florida Panthers	NHL	£1,486,974 (£28,596)	\$2,549,244 (\$49,024)
114 (176)	Miami Marlins	MLB	£1,479,400 (£28,450)	\$2,536,259 (\$48,774)
115 (99)	Carolina Hurricanes	NHL	£1,476,099 (£28,386)	\$2,530,600 (\$48,665)
116 (136)	Sevilla	La Liga	£1,460,777 (£28,092)	\$2,504,332 (\$48,160)
117 (123)	Colorado Avalanche	NHL	£1,452,417 (£27,931)	\$2,490,000 (\$47,885)
118 (94)	Montreal Canadiens	NHL	£1,439,526 (£27,683)	\$2,467,900 (\$47,460)
119 (131)	West Ham	EPL	£1,424,497 (£27,394)	\$2,442,135 (\$46,964)
120 (106)	Dallas Stars	NHL	£1,414,447 (£27,201)	\$2,424,904 (\$46,633)
121 (155)	Southampton	EPL	£1,408,249 (£27,081)	\$2,414,279 (\$46,428)
122 (126)	New Jersey Devils	NHL	£1,379,188 (£26,523)	\$2,364,457 (\$45,470)
123 (174)	Houston Astros	MLB	£1,378,729 (£26,514)	\$2,363,670 (\$45,455)
124 (163)	Miami Dolphins	NFL	£1,368,255 (£26,313)	\$2,345,714 (\$45,110)
125 (150)	Detroit Lions	NFL	£1,358,913 (£26,133)	\$2,329,699 (\$44,802)
126 (138)	Cincinnati Bengals	NFL	£1,356,995 (£26,096)	\$2,326,410 (\$44,739)
127 (134)	Green Bay Packers	NFL	£1,356,249 (£26,082)	\$2,325,131 (\$44,714)
128 (New)	Cardiff	EPL	£1,349,029 (£25,943)	\$2,312,754 (\$44,476)
129 (112)	Stoke	EPL	£1,348,796 (£25,938)	\$2,312,353 (\$44,468)
130 (125)	Denver Broncos	NFL	£1,345,569 (£25,876)	\$2,306,822 (\$44,362)
131 (145)	Tampa Bay Bucs	NFL	£1,345,227 (£25,870)	\$2,306,236 (\$44,351)
132 (83)	Tampa Bay Rays	MLB	£1,344,448 (£25,855)	\$2,304,900 (\$44,325)
133 (127)	Ottawa Senators	NHL	£1,343,291 (£25,833)	\$2,302,917 (\$44,287)
134 (114)	Arizona Coyotes	NHL	£1,339,950 (£25,768)	\$2,297,188 (\$44,177)
135 (115)	Minnesota Vikings	NFL	£1,317,905 (£25,344)	\$2,259,394 (\$43,450)
136 (128)	Hamburg	Bundesliga	£1,308,674 (£25,167)	\$2,243,569 (\$43,146)
137 (160)	Buffalo Bills	NFL	£1,306,183 (£25,119)	\$2,239,299 (\$43,063)
138 (137)	Pittsburgh Steelers	NFL	£1,302,980 (£25,057)	\$2,233,807 (\$42,958)
139 (165)	New York Islanders	NHL	£1,301,513 (£25,029)	\$2,231,292 (\$42,909)
140 (80)	Philadelphia 76ers	NBA	£1,286,661 (£24,744)	\$2,205,831 (\$42,420)
141 (135)	Philadelphia Eagles	NFL	£1,284,677 (£24,705)	\$2,202,430 (\$42,354)
142 (162)	Cleveland Browns	NFL	£1,280,677 (£24,629)	\$2,195,571 (\$42,223)
143 (116)	Seattle Seahawks	NFL	£1,279,877 (£24,613)	\$2,194,201 (\$42,196)

Nos 144-190

144 (121)	Chicago Bears	NFL	£1,276,934 (£24,556)	\$2,189,154 (\$42,099)
145 (113)	Stuttgart	Bundesliga	£1,276,755 (£24,553)	\$2,188,848 (\$42,093)
146 (102)	Valencia	La Liga	£1,264,849 (£24,324)	\$2,168,437 (\$41,701)
147 (130)	New Orleans Saints	NFL	£1,256,951 (£24,172)	\$2,154,897 (\$41,440)
148 (133)	Tennessee Titans	NFL	£1,256,182 (£24,157)	\$2,153,578 (\$41,415)
149 (96)	Lazio	Serie A	£1,248,964 (£24,019)	\$2,141,203 (\$41,177)
150 (148)	San Diego Chargers	NFL	£1,246,346 (£23,968)	\$2,136,715 (\$41,091)
151 (119)	Anaheim Ducks	NHL	£1,228,877 (£23,632)	\$2,106,767 (\$40,515)
152 (129)	Columbus Blue Jackets	NHL	£1,227,595 (£23,607)	\$2,104,569 (\$40,472)
153 (158)	Washington Redskins	NFL	£1,220,919 (£23,479)	\$2,093,124 (\$40,252)
154 (173)	Carolina Panthers	NFL	£1,220,193 (£23,465)	\$2,091,879 (\$40,228)
155 (151)	Fiorentina	Serie A	£1,216,219 (£23,389)	\$2,085,066 (\$40,097)
156 (149)	New England Patriots	NFL	£1,212,444 (£23,316)	\$2,078,594 (\$39,973)
157 (139)	New York Giants	NFL	£1,208,472 (£23,240)	\$2,071,784 (\$39,842)
158 (152)	Baltimore Ravens	NFL	£1,194,715 (£22,975)	\$2,048,200 (\$39,388)
159 (154)	Atlanta Falcons	NFL	£1,190,767 (£22,899)	\$2,041,431 (\$39,258)
160 (142)	Houston Texans	NFL	£1,188,760 (£22,861)	\$2,037,991 (\$39,192)
161 (140)	San Francisco 49ers	NFL	£1,187,977 (£22,846)	\$2,036,648 (\$39,166)
162 (144)	Calgary Flames	NHL	£1,187,217 (£22,831)	\$2,035,345 (\$39,141)
163 (182)	Oakland Raiders	NFL	£1,168,070 (£22,463)	\$2,002,521 (\$38,510)
164 (141)	Norwich	EPL	£1,159,844 (£22,305)	\$1,988,418 (\$38,239)
165 (New)	Lille	Ligue 1	£1,149,079 (£22,098)	\$1,969,963 (\$37,884)
166 (175)	Jacksonville Jaguars	NFL	£1,147,947 (£22,076)	\$1,968,022 (\$37,847)
167 (187)	Arizona Cardinals	NFL	£1,139,909 (£21,922)	\$1,954,241 (\$37,582)
168 (143)	Indianapolis Colts	NFL	£1,118,499 (£21,510)	\$1,917,536 (\$36,876)
169 (108)	Werder Bremen	Bundesliga	£1,117,161 (£21,484)	\$1,915,242 (\$36,832)
170 (146)	St Louis Rams	NFL	£1,109,206 (£21,331)	\$1,901,604 (\$36,569)
171 (168)	Borussia Monchengladbach	Bundesliga	£1,101,201 (£21,177)	\$1,887,881 (\$36,305)
172 (132)	Kansas City Chiefs	NFL	£1,097,412 (£21,104)	\$1,881,386 (\$36,181)
173 (169)	Hannover 96	Bundesliga	£1,053,323 (£20,256)	\$1,805,800 (\$34,727)
174 (New)	Hull City	EPL	£1,051,192 (£20,215)	\$1,802,146 (\$34,657)
175 (156)	Dallas Cowboys	NFL	£1,045,442 (£20,105)	\$1,792,288 (\$34,467)
176 (159)	New York Jets	NFL	£1,011,208 (£19,446)	\$1,733,599 (\$33,338)
177 (New)	Crystal Palace	EPL	£998,632 (£19,205)	\$1,712,038 (\$32,924)
178 (171)	Hoffenheim	Bundesliga	£989,485 (£19,028)	\$1,696,357 (\$32,622)
179 (161)	Eintracht Frankfurt	Bundesliga	£957,566 (£18,415)	\$1,641,636 (\$31,570)
180 (164)	Athletic Bilbao	La Liga	£949,877 (£18,267)	\$1,628,454 (\$31,316)
181 (167)	Celtic	SPL	£901,943 (£17,345)	\$1,546,276 (\$29,736)
182 (180)	Mainz	Bundesliga	£766,053 (£14,732)	\$1,313,309 (\$25,256)
183 (181)	Nuremberg	Bundesliga	£766,053 (£14,732)	\$1,313,309 (\$25,256)
184 (179)	Genoa	Serie A	£758,664 (£14,589)	\$1,300,642 (\$25,012)
185 (New)	Hertha Berlin	Bundesliga	£734,134 (£14,118)	\$1,258,588 (\$24,204)
186 (172)	Malaga	La Liga	£727,750 (£13,995)	\$1,247,643 (\$23,993)
187 (New)	Bordeaux	Ligue 1	£718,175 (£13,811)	\$1,231,227 (\$23,677)
188 (184)	Getafe	La Liga	£682,026 (£13,116)	\$1,169,255 (\$22,486)
189 (195)	Torino	Serie A	£666,971 (£12,826)	\$1,143,445 (\$21,989)
190 (205)	Shandong Luneng	CSL	£647,237 (£12,447)	\$1,109,613 (\$21,339)

Nos 191-237

191 (New)	Saint-Etienne	Ligue 1	£646,357 (£12,430)	\$1,108,104 (\$21,310)
192 (New)	Villarreal	La Liga	£644,825 (£12,400)	\$1,105,478 (\$21,259)
193 (183)	Yomiuri Giants	NPB	£644,491 (£12,394)	\$1,104,905 (\$21,248)
194 (185)	Real Sociedad	La Liga	£618,262 (£11,889)	\$1,059,938 (\$20,383)
195 (178)	Guangzhou Evergrande	CSL	£616,385 (£11,854)	\$1,056,720 (\$20,322)
196 (194)	Parma	Serie A	£599,790 (£11,534)	\$1,028,270 (\$19,774)
197 (188)	Bologna	Serie A	£573,026 (£11,020)	\$982,387 (\$18,892)
198 (177)	Sampdoria	Serie A	£570,687 (£10,975)	\$978,377 (\$18,815)
199 (192)	Espanyol	La Liga	£569,063 (£10,943)	\$975,593 (\$18,761)
200 (206)	Real Betis	La Liga	£555,752 (£10,688)	\$952,772 (\$18,323)
201 (208)	Fukuoka SoftBank Hawks	NPB	£553,359 (£10,642)	\$948,670 (\$18,244)
202 (197)	Augsburg	Bundesliga	£542,621 (£10,435)	\$930,260 (\$17,890)
203 (190)	Atalanta	Serie A	£521,016 (£10,019)	\$893,222 (\$17,177)
204 (214)	Toronto FC	MLS	£519,898 (£9,998)	\$891,304 (\$17,140)
205 (196)	Freiburg	Bundesliga	£513,894 (£9,883)	\$881,011 (\$16,943)
206 (New)	Verona	Serie A	£482,061 (£9,270)	\$826,437 (\$15,893)
207 (New)	Eintracht Braunschweig	Bundesliga	£478,783 (£9,207)	\$820,818 (\$15,785)
208 (New)	Nice	Ligue 1	£478,783 (£9,207)	\$820,818 (\$15,785)
209 (202)	Catania	Serie A	£474,793 (£9,130)	\$813,978 (\$15,653)
210 (191)	Udinese	Serie A	£457,209 (£8,793)	\$783,831 (\$15,074)
211 (New)	Rennes	Ligue 1	£454,844 (£8,747)	\$779,777 (\$14,996)
212 (224)	Hanshin Tigers	NPB	£447,565 (£8,607)	\$767,298 (\$14,756)
213 (New)	Sassuolo	Serie A	£438,457 (£8,432)	\$751,684 (\$14,455)
214 (198)	Osasuna	La Liga	£430,892 (£8,286)	\$738,714 (\$14,206)
215 (193)	Granada	La Liga	£424,521 (£8,164)	\$727,792 (\$13,996)
216 (New)	Montpellier	Ligue 1	£406,965 (£7,826)	\$697,695 (\$13,417)
217 (221)	Tohoku Rakuten Golden Eagles	NPB	£385,912 (£7,421)	\$661,601 (\$12,723)
218 (200)	Chunichi Dragons	NPB	£364,221 (£7,004)	\$624,415 (\$12,008)
219 (204)	Cagliari	Serie A	£363,362 (£6,988)	\$622,942 (\$11,980)
220 (New)	Toulouse	Ligue 1	£359,088 (£6,906)	\$615,614 (\$11,839)
221 (207)	Chievo	Serie A	£356,446 (£6,855)	\$611,085 (\$11,752)
222 (217)	Levante	La Liga	£355,229 (£6,832)	\$608,998 (\$11,712)
223 (New)	Nantes	Ligue 1	£353,102 (£6,790)	\$605,353 (\$11,641)
224 (220)	Chiba Lotte Marines	NPB	£344,641 (£6,627)	\$590,847 (\$11,362)
225 (New)	Sochaux	Ligue 1	£341,133 (£6,560)	\$584,833 (\$11,247)
226 (New)	Valenciennes	Ligue 1	£337,542 (£6,491)	\$578,677 (\$11,128)
227 (New)	Reims	Ligue 1	£335,148 (£6,445)	\$574,573 (\$11,049)
228 (212)	Hokkaido Nippon Ham Fighters	NPB	£333,443 (£6,412)	\$571,650 (\$10,993)
229 (231)	LA Galaxy	MLS	£332,000 (£6,385)	\$569,176 (\$10,946)
230 (223)	Orix Buffaloes	NPB	£331,610 (£6,377)	\$568,507 (\$10,933)
231 (219)	Tokyo Yakult Swallows	NPB	£330,082 (£6,347)	\$565,887 (\$10,882)
232 (258)	Shanghai Shenhua	CSL	£322,763 (£6,207)	\$553,339 (\$10,641)
233 (213)	Celta Vigo	La Liga	£322,413 (£6,200)	\$552,739 (\$10,630)
234 (New)	New York City FC	MLS	£312,482 (£6,009)	\$535,714 (\$10,302)
235 (New)	Bastia	Ligue 1	£311,209 (£5,985)	\$533,532 (\$10,260)
236 (222)	Saitama Seibu Lions	NPB	£310,218 (£5,966)	\$531,832 (\$10,228)
237 (New)	Elche	La Liga	£308,028 (£5,923)	\$528,078 (\$10,155)

Nos 238-285

238 (New)	Livorno	Serie A	£303,968 (£5,846)	\$521,118 (\$10,022)
239 (New)	Almeria	La Liga	£297,611 (£5,723)	\$510,220 (\$9,812)
240 (254)	Beijing Guoan	CSL	£293,900 (£5,652)	\$503,858 (\$9,690)
241 (New)	Orlando City	MLS	£291,650 (£5,608)	\$500,000 (\$9,615)
242 (225)	Guangzhou R&F	CSL	£291,479 (£5,606)	\$499,707 (\$9,610)
243 (New)	Ajaccio	Ligue 1	£291,340 (£5,603)	\$499,468 (\$9,605)
244 (210)	Valladolid	La Liga	£288,068 (£5,540)	\$493,859 (\$9,497)
245 (226)	Hiroshima Toyo Carp	NPB	£285,121 (£5,483)	\$488,806 (\$9,400)
246 (228)	New York Red Bulls	MLS	£280,704 (£5,398)	\$481,234 (\$9,255)
247 (230)	Seattle Sounders	MLS	£280,528 (£5,395)	\$480,932 (\$9,249)
248 (New)	Lorient	Ligue 1	£275,300 (£5,294)	\$471,970 (\$9,076)
249 (New)	Evian	Ligue 1	£268,119 (£5,156)	\$459,658 (\$8,840)
250 (227)	Yokohama DeNA Bay Stars	NPB	£266,561 (£5,126)	\$456,988 (\$8,788)
251 (218)	Rayo Vallecano	La Liga	£264,972 (£5,096)	\$454,263 (\$8,736)
252 (New)	Guingamp	Ligue 1	£263,331 (£5,064)	\$451,450 (\$8,682)
253 (New)	Urawa Red Diamonds	J-League	£246,388 (£4,738)	\$422,404 (\$8,123)
254 (283)	Jiangsu Shuntian	CSL	£235,550 (£4,530)	\$403,823 (\$7,766)
255 (259)	Changchun Yatai	CSL	£230,369 (£4,430)	\$394,940 (\$7,595)
256 (281)	New England Revolution	MLS	£184,067 (£3,540)	\$315,562 (\$6,069)
257 (New)	Cerezo Osaka	J-League	£178,546 (£3,433)	\$306,096 (\$5,886)
258 (256)	Tianjin Taida	CSL	£178,346 (£3,430)	\$305,753 (\$5,880)
259 (New)	Yokohama F · Marinos	J-League	£172,974 (£3,327)	\$296,544 (\$5,703)
260 (New)	Vissel Kobe	J-League	£168,050 (£3,231)	\$288,102 (\$5,540)
261 (New)	Gamba Osaka	J-League	£161,378 (£3,103)	\$276,663 (\$5,320)
262 (233)	Sydney Swans	AFL	£157,888 (£3,036)	\$270,681 (\$5,205)
263 (New)	Henan Jianye	CSL	£156,782 (£3,015)	\$268,784 (\$5,169)
264 (New)	Nagoya Grampus	J-League	£153,629 (£2,954)	\$263,379 (\$5,065)
265 (New)	FC Tokyo	J-League	£149,694 (£2,879)	\$256,633 (\$4,935)
266 (243)	Geelong	AFL	£149,148 (£2,868)	\$255,697 (\$4,917)
267 (236)	Greater Western Sydney	AFL	£145,271 (£2,793)	\$249,050 (\$4,789)
268 (247)	Fremantle	AFL	£143,820 (£2,766)	\$246,563 (\$4,742)
269 (240)	Hawthorn	AFL	£140,754 (£2,707)	\$241,306 (\$4,641)
270 (235)	Aberdeen	SPL	£140,699 (£2,706)	\$241,212 (\$4,639)
271 (251)	North Melbourne	AFL	£140,544 (£2,703)	\$240,947 (\$4,634)
272 (238)	West Coast Eagles	AFL	£139,373 (£2,680)	\$238,938 (\$4,595)
273 (242)	Essendon	AFL	£138,412 (£2,662)	\$237,292 (\$4,563)
274 (239)	Carlton	AFL	£137,613 (£2,646)	\$235,921 (\$4,537)
275 (244)	Richmond	AFL	£137,269 (£2,640)	\$235,331 (\$4,526)
276 (246)	Melbourne	AFL	£135,631 (£2,609)	\$232,524 (\$4,472)
277 (234)	Collingwood	AFL	£135,462 (£2,605)	\$232,234 (\$4,466)
278 (245)	Adelaide Crows	AFL	£134,918 (£2,595)	\$231,302 (\$4,448)
279 (250)	Port Adelaide	AFL	£133,993 (£2,577)	\$229,716 (\$4,418)
280 (237)	Gold Coast	AFL	£133,234 (£2,562)	\$228,414 (\$4,393)
281 (260)	Portland Timbers	MLS	£133,029 (£2,558)	\$228,063 (\$4,386)
282 (248)	Brisbane Lions	AFL	£132,872 (£2,555)	\$227,793 (\$4,381)
283 (New)	Sanfrecce Hiroshima	J-League	£132,475 (£2,548)	\$227,113 (\$4,368)
284 (249)	Western Bulldogs	AFL	£132,355 (£2,546)	\$226,908 (\$4,364)
285 (New)	Kawasaki Frontale	J-League	£131,788 (£2,534)	\$225,936 (\$4,345)

Nos 286-333

286 (New)	Omiya Ardija	J-League	£129,622 (£2,492)	\$222,221 (\$4,273)
287 (241)	St Kilda	AFL	£125,389 (£2,411)	\$214,965 (\$4,134)
288 (229)	Dalian Aerbin	CSL	£125,226 (£2,408)	\$214,685 (\$4,129)
289 (262)	Chicago Fire	MLS	£123,012 (£2,366)	\$210,890 (\$4,056)
290 (New)	Kashiwa Reysol	J-League	£120,878 (£2,324)	\$207,232 (\$3,985)
291 (New)	Kashima Antlers	J-League	£118,450 (£2,278)	\$203,068 (\$3,905)
292 (290)	Hangzhou Greentown	CSL	£118,101 (£2,271)	\$202,470 (\$3,894)
293 (268)	Houston Dynamo	MLS	£113,664 (£2,186)	\$194,864 (\$3,747)
294 (270)	FC Dallas	MLS	£112,952 (£2,172)	\$193,643 (\$3,724)
295 (255)	Vancouver Whitecaps	MLS	£111,843 (£2,151)	\$191,741 (\$3,687)
296 (215)	Guizhou Renhe	CSL	£110,691 (£2,128)	\$189,766 (\$3,649)
297 (277)	Sporting Kansas City	MLS	£106,892 (£2,056)	\$183,254 (\$3,524)
298 (265)	San Jose Earthquakes	MLS	£104,310 (£2,006)	\$178,827 (\$3,439)
299 (252)	Hibernian	SPL	£102,199 (£1,965)	\$175,209 (\$3,369)
300 (New)	Shimizu S-Pulse	J-League	£101,240 (£1,947)	\$173,565 (\$3,338)
301 (289)	Columbus Crew	MLS	£99,054 (£1,905)	\$169,816 (\$3,266)
302 (266)	Philadelphia Union	MLS	£98,056 (£1,886)	\$168,105 (\$3,233)
303 (269)	DC United	MLS	£96,990 (£1,865)	\$166,278 (\$3,198)
304 (253)	Montreal Impact	MLS	£95,391 (£1,834)	\$163,536 (\$3,145)
305 (267)	Real Salt Lake	MLS	£95,056 (£1,828)	\$162,963 (\$3,134)
306 (New)	Vegalta Sendai	J-League	£94,128 (£1,810)	\$161,371 (\$3,103)
307 (257)	Dundee United	SPL	£91,538 (£1,760)	\$156,931 (\$3,018)
308 (261)	Shanghai Shenxin	CSL	£86,856 (£1,671)	\$148,904 (\$2,864)
309 (276)	Colorado Rapids	MLS	£81,602 (£1,569)	\$139,897 (\$2,690)
310 (New)	Albirex Niigata	J-League	£80,311 (£1,545)	\$137,684 (\$2,648)
311 (274)	St Mirren	SPL	£78,447 (£1,508)	\$134,488 (\$2,586)
312 (263)	Kilmarnock	SPL	£74,981 (£1,442)	\$128,546 (\$2,472)
313 (294)	Shanghai Dongya	CSL	£69,599 (£1,339)	\$119,320 (\$2,295)
314 (272)	St Johnstone	SPL	£67,999 (£1,308)	\$116,577 (\$2,242)
315 (273)	Motherwell	SPL	£67,639 (£1,301)	\$115,960 (\$2,230)
316 (280)	Calgary Stampeders	CFL	£67,026 (£1,289)	\$114,909 (\$2,210)
317 (278)	Hamilton Tiger-Cats	CFL	£66,160 (£1,272)	\$113,423 (\$2,181)
318 (275)	Saskatchewan Roughriders	CFL	£64,080 (£1,233)	\$109,858 (\$2,113)
319 (232)	Heart of Midlothian	SPL	£64,000 (£1,231)	\$109,720 (\$2,110)
320 (285)	BC Lions	CFL	£63,202 (£1,216)	\$108,352 (\$2,084)
321 (287)	Winnipeg Blue Bombers	CFL	£60,901 (£1,171)	\$104,408 (\$2,008)
322 (New)	Sagan Tosu	J-League	£60,169 (£1,157)	\$103,152 (\$1,984)
323 (New)	Ventforet Kofu	J-League	£59,184 (£1,138)	\$101,464 (\$1,951)
324 (284)	Toronto Argonauts	CFL	£58,705 (£1,129)	\$100,643 (\$1,935)
325 (279)	Montreal Alouettes	CFL	£58,480 (£1,125)	\$100,258 (\$1,928)
326 (271)	Liaoning Hongyun	CSL	£58,100 (£1,118)	\$99,606 (\$1,916)
327 (286)	Edmonton Eskimos	CFL	£56,724 (£1,091)	\$97,246 (\$1,870)
328 (New)	Harbin Yiteng	CSL	£55,335 (£1,064)	\$94,865 (\$1,824)
329 (New)	Ottawa Redblacks	CFL	£54,753 (£1,053)	\$93,867 (\$1,805)
330 (291)	Inverness Caledonian Thistle	SPL	£53,690 (£1,032)	\$92,045 (\$1,770)
331 (New)	Tokushima Vortis	J-League	£52,595 (£1,011)	\$90,168 (\$1,734)
332 (New)	Partick Thistle	SPL	£45,499 (£875)	\$78,002 (\$1,500)
333 (293)	Ross County	SPL	£36,000 (£692)	\$61,717 (\$1,187)



The 'origins' of Europe's elite footballers, and their pay

By Ian Herbert

THE big salaries certainly didn't form a part of the mental calculations in the desperately poor backstreets of Porto Alegre, south-east Brazil, a 10-minute bus ride from the football stadium where they were throwing together approach roads and signposts in the frantic last few days before last summer's World Cup. Money doesn't talk out there, in a land where sewerage systems and a workable electricity supply are considered luxuries. There was only one name on the back of the grubby replica shirts in the place last June – 'Neymar' – because they had seen, with their own eyes, what he could do with a ball. It convinced them that only one team there could be the World Cup winner.

But the picture about to unfold was far bigger than that. The Sporting Intelligence global sports salaries survey (GSSS) has taught us over the past five years that the size of a wage bill often defines the winners on the sports field. Yet Brazil were not even the third favourites, by that measure.

The average club salary of Luis Felipe Scolari's squad (\$5.74m dollars or £3.34m a year) was below that of Spain, Germany and England, according to

research published for the first time in this report. You might say that the Brazilians were commanding the salaries of semi-finalists – and that, by dint of their 7-1 annihilation at Germany's hands, is precisely what they turned out to be.

But what we learn from our new piece of analysis in this, the sixth GSSS report, is that money does not always win out where international football is concerned. The best paid team of all – Spain, with an average club salary in their squad of \$7.06m (£4.1m) did not even make it out of the group stage in the finals and neither did the third best paid squad in the tournament – a certain England (average salary \$6.01m, or £3.5m). Meanwhile, the second worst paid of the lot, Costa Rica (average club salary \$400,000, or £232,000) made it all the way to the quarter-finals and even then only exited on penalties.

The wages table provides a statistical fabric to the argument that England's exit was a crushing piece of underachievement.

The money alone suggests they should have done better, even though Roy Hodgson's players actually conformed to a national pessimism back home.

None of the usual reasons could be cited this time when they exited early – penalty shoot-outs, playing the Germans, bad luck. But our table does leave us to reflect on how complicated the correlation might actually be between those colossal Premier League wages, which made all Hodgson's men millionaires individually, and the insipid performances which made them failures collectively.

Bear in mind that no fewer than four teams in the GSSS top 10 payers are from football's Premier League. That meant that all but six of England's squad were in that elite top 10 GSSS bracket – and all but two, if you exclude the peripheral squad members. And perhaps that was the problem. Perhaps, by the time the 2013-14 Premier League had wrapped up and the World Cup had come around, it was too much for the squad to raise their games once again. Perhaps international football gets in the way when you have so many members of our exclusive top ten clubs in your number.

Others will argue away England's failure in an altogether different way. It's not membership of the exclusive club but the struggle to

Average annual club salaries of the players in the 23-man squads among the 32 nations at the 2014 World Cup

RANK	NATION	POUNDS / YR	US\$ / YR (M)
1	SPAIN	£4,116,785	7.06
2	GERMANY	£3,861,405	6.62
3	ENGLAND	£3,506,087	6.01
4	BRAZIL	£3,345,797	5.74
5	ARGENTINA	£2,817,373	4.83
6	FRANCE	£2,809,707	4.82
7	BELGIUM	£2,603,028	4.46
8	PORTUGAL	£2,291,875	3.93
9	NETHERLANDS	£1,782,822	3.06
10	URUGUAY	£1,691,675	2.90
11	ITALY	£1,565,919	2.68
12	RUSSIA	£1,497,265	2.57
13	IVORY COAST	£1,476,288	2.53
14	CROATIA	£1,392,535	2.39
15	CAMEROON	£1,190,588	2.04
16	GHANA	£950,699	1.63
17	SWITZERLAND	£934,042	1.60
18	USA	£924,898	1.59
19	JAPAN	£886,087	1.52
20	NIGERIA	£817,864	1.40
21	CHILE	£810,031	1.39
22	BOSNIA	£758,622	1.30
23	MEXICO	£629,524	1.08
24	COLOMBIA	£544,191	0.93
25	ECUADOR	£537,289	0.92
26	GREECE	£533,781	0.92
27	S KOREA	£516,916	0.89
28	ALGERIA	£424,635	0.73
29	AUSTRALIA	£414,134	0.71
30	HONDURAS	£339,498	0.58
31	COSTA RICA	£231,951	0.40
32	IRAN	£211,664	0.36

break into Premier League first team ranks that was the cause of the English problem, the anti-foreign import argument runs. But the evidence of the Costa Rica national squad's effervescent training sessions at Santos' historic ground, an hour outside Sao Paulo, suggested that they had far more left in the tank than England, when June came around. Without a single member of their squad in the GSSS top ten paying clubs - goalkeeper Keylor Navas' departure to Real Madrid would come after the tournament - and with fully nine of their squad actually playing in the modest Costa Rican league, this nation's fitness levels exceeded all the rest by a distance. The work ethic was drummed into them by their coach Jorge Luis Pinto, a sergeant major of a man. It was arguably an inverse relationship with wages which explained the Costa Ricans' success. The World Cup mattered so much more to them than club competition.

Our other new piece of analysis for this year's GSSS - a table of which nationalities earn most in the 'Big 5' leagues of Europe - tells the story behind some of the other small country successes last summer. And those stories have entailed hard work and application of a different kind.

The table shows Belgians are the best paid nationality in Europe's Big 5 leagues. Though the relatively small pool of 34 players contributes to the relatively high average salary (\$3.72m, or £2.1m), while Spain's big pool of 398 (average salary \$2m or £1.16m) brings down the average, their position attests to the work the country has put into the

development of young talent. It is some accomplishment for a nation of 11.2m people - a fifth of England's population - to have created the generation of Chelsea's Thibaut Courtois, Manchester City's Vincent Kompany, Manchester United's Marouane Fellaini and Atletico Madrid's Toby Alderweireld who has been on loan at Southampton.

Let us look elsewhere on our table for a sense of who is performing most strongly in the development of stars for the big leagues - and where that performance translates into international success. We can examine the countries which have placed more than 30 players in the 'Big 5' - because sub-30 numbers are a small sample size which can skew the average wage.

We see that Portugal (39 players; average wage \$2.51m/£1.46m) were shocking under-performers with their unconvincing World Cup tournament and round of 16 exit. And we see that Serbia failed badly, too. The land of Nemanja Vidic and Branislav Ivanovic is fourth on the list of small nations, in terms of numbers delivered to the 'Big 5' (that is to say, excluding Spain, Germany, Brazil, Argentina, Italy, France and the British home nations). It is only just outside the world's top 20 in terms of average salaries in the 'Big 5' league (\$2.38m/£1.38m). And yet, Serbia failed to reach the World Cup. A serious underachievement. That Croatia should have qualified at their expense, while only a place above them on our 'Big 5' nationalities table, with eight fewer exports to those divisions underlines the scale of achievement.

Another significant presence on the table is Switzerland, one of only seven of the smaller nations to send 30 or more players to the big leagues - albeit with an average salary (\$1.96m or £1.14m) which puts them down at 37th on the wage table. A substantial reason for Switzerland's recent rise, at youth and senior level, is a conscious and widely documented attempt to tap into the immigrant communities, notably those hailing from the Balkans. But that is only one part of a tightly structured youth development system in the country. They flourished at the World Cup, where a Lionel Messi goal in extra time edged them out of a round of 16 match in Porto Alegre which they threatened to win.

The nationalities' salaries table reveals the extraordinary value of Brazilian players - in terms of the money that the big leagues are willing to pay them. For Brazil to sit tenth in our table, with an average salary of \$3.03m (£1.76m) and with three times more players in the 'Big 5' than any top 20 nation bar England, whose supply to the big-wage Premier League skews their numbers - reveals how cherished this nationality is. It reinforces why the failure to reach the World Cup final was such a disaster.

Our table reveals the extraordinary achievement of Chile. This little nation (population 18m) was one of the squads which the whole world wanted to talk about last summer - as Jorge Sampaoli's players defeated Spain, gave the Netherlands a tough run and pushed Brazil to a penalty

RANK	NATION	PLAYERS IN 'BIG 5'	POUNDS / YR	US\$ / YR (M)	RANK	NATION	PLAYERS IN 'BIG 5'	POUNDS / YR	US\$ / YR (M)
1	BELGIUM	34	£2,169,876	3.72	29	CZECH REP	23	£1,294,926	2.22
2	MONTENEGRO	6	£2,169,876	3.72	30	CHILE	17	£1,184,099	2.03
3	AUSTRALIA	8	£2,158,210	3.70	31	TURKEY	15	£1,178,266	2.02
4	ENGLAND	188	£2,099,880	3.60	32	TUNISIA	11	£1,178,266	2.02
5	NETHERLANDS	36	£2,094,047	3.59	33	SPAIN	398	£1,166,600	2.00
6	WALES	27	£2,047,383	3.51	34	MACEDONIA	5	£1,160,767	1.99
7	NIGERIA	15	£1,884,059	3.23	35	URUGUAY	32	£1,154,934	1.98
8	N IRELAND	10	£1,884,059	3.23	36	MEXICO	8	£1,154,934	1.98
9	JAPAN	13	£1,802,397	3.09	37	SWITZERLAND	30	£1,143,268	1.96
10	BRAZIL	119	£1,767,399	3.03	38	SLOVENIA	11	£1,119,936	1.92
11	PERU	5	£1,714,902	2.94	39	SLOVAKIA	10	£1,114,103	1.91
12	COSTA RICA	5	£1,592,409	2.73	40	FRANCE	388	£1,014,942	1.74
13	SWEDEN	24	£1,580,743	2.71	41	ROMANIA	16	£1,014,942	1.74
14	DENMARK	24	£1,569,077	2.69	42	NORWAY	16	£1,003,276	1.72
15	SCOTLAND	21	£1,493,248	2.56	43	GHANA	19	£997,443	1.71
16	PORTUGAL	39	£1,464,083	2.51	44	TOGO	7	£974,111	1.67
17	USA	18	£1,411,586	2.42	45	ITALY	270	£956,612	1.64
18	S KOREA	10	£1,405,753	2.41	46	GABON	6	£950,779	1.63
19	ALGERIA	10	£1,405,753	2.41	47	GREECE	18	£939,113	1.61
20	CROATIA	25	£1,394,087	2.39	48	DR CONGO	8	£904,115	1.55
21	SERBIA	33	£1,388,254	2.38	49	VENEZUELA	6	£892,449	1.53
22	BOSNIA	14	£1,382,421	2.37	50	COLOMBIA	26	£886,616	1.52
23	REP IRELAND	28	£1,370,755	2.35	51	MOROCCO	14	£880,783	1.51
24	CAMEROON	23	£1,353,256	2.32	52	SENEGAL	35	£816,620	1.40
25	POLAND	25	£1,347,423	2.31	53	GUINEA	8	£729,125	1.25
26	GERMANY	292	£1,341,590	2.30	54	PARAGUAY	7	£676,628	1.16
27	ARGENTINA	101	£1,300,759	2.23	55	ISRAEL	6	£425,809	0.73
28	IVORY COAST	24	£1,300,759	2.23					

shoot-out before round of 16 elimination. And yet Chile are way down the table of 'Big 5' league earners (30th; the average wages of its 17 representatives \$2.03m or £1.84m) and 21st of the tournament's 32 nations, in terms of average club salary of World Cup squad members.

The volume providers to the 'Big 5' seem to tell us something about the respective value of players from the very established football

nations. An Italian import for example, is considered a materially less significant acquisition than a German one, on the basis of the money clubs from the big five leagues are prepared to pay. The slightly greater Bundesliga salaries contribute to the inequality. But since there are a very similar number of Italians to Germans in the big five - 272 of the former; 292 of the latter - a comparison of the average club salaries of the two is instructive.

A German will command \$2.3m (£1.34m) a year on average - the 26th best average of our nations and substantial, considering the volume of players who bring the average down. An Italian will command \$1.64m, or £956,612 (45th on our list of nations.)

The numbers of Spanish and French players in the 'Big 5' are similar. Spaniards (average salary \$2m or £1.16m) are considerably more valued than the French

(\$1.74m or £1m). The reason why the very small nations feature more strongly than Germany, Spain, France and Italy is straightforward. Only the very few and very best from each of these nations make it to the 'Big 5', so they have had to be outstanding to make it there and subsequently command big salaries. The Welsh (sixth place) and Northern Ireland (eighth place) certainly produce good players, though their location as neighbours to the mighty Premier League, with its mighty wages, skews the picture.

Such is the scope for these numbers to tell us things about our nation's under or over achievement. But the beauty of international football resides in the unexpected: the prospect for tactics, stamina and great management to skew the figures. It could be indefatigable Costa Rica, whose players are way down the list of average club salaries, or brilliant Chile - the squad of players who delighted so many in Brazil yet who also are positioned way down our tables.

And then, it could be Iran, the bottom of the pile in World Cup 2014 terms, parading players whose average annual club salary (\$0.36m or £211,664) puts them in the realms of a successful businessman in the real world. It was that remarkable group - journeymen, you might say - who provided what, for this correspondent, was the sunshine moment of the entire Brazil World Cup tournament.

On a searingly hot afternoon in Belo Horizonte, the team was not just only holding on but threatening to actually win, through the brilliance of Mehrdad Pooladi and Reza Ghoochannejhad. Finally, Lionel Messi entered the equation, defeated the presence of five defenders and scored in the 90th minute. We rejoiced at the dizzying delights of Messi and could have wept with despair for coach Carlos Queiroz and his men. Iran's display demonstrated how football can defy the most definitive statistics. And why we cherish it so much.

Ian Herbert is chief sports writer with The Independent newspaper in the UK, and has been highly commended for his incisive, original reporting at major events around the world, including when nominated as the 2014 Sports Journalist of the Year at the prestigious Press Awards. See an archive of his [work here](#). Herbert is on Twitter [@IanHerbs](#)

SKINS ABOUT TO CHANGE

THE NEW A400. WE JUST REINVENTED THE TECHNOLOGY WE INVENTED.

Introducing the most advanced sports compression wear on the planet. Nothing else is proven to make you train harder, perform longer and recover faster. Nothing else is better at making you better.

You're welcome.

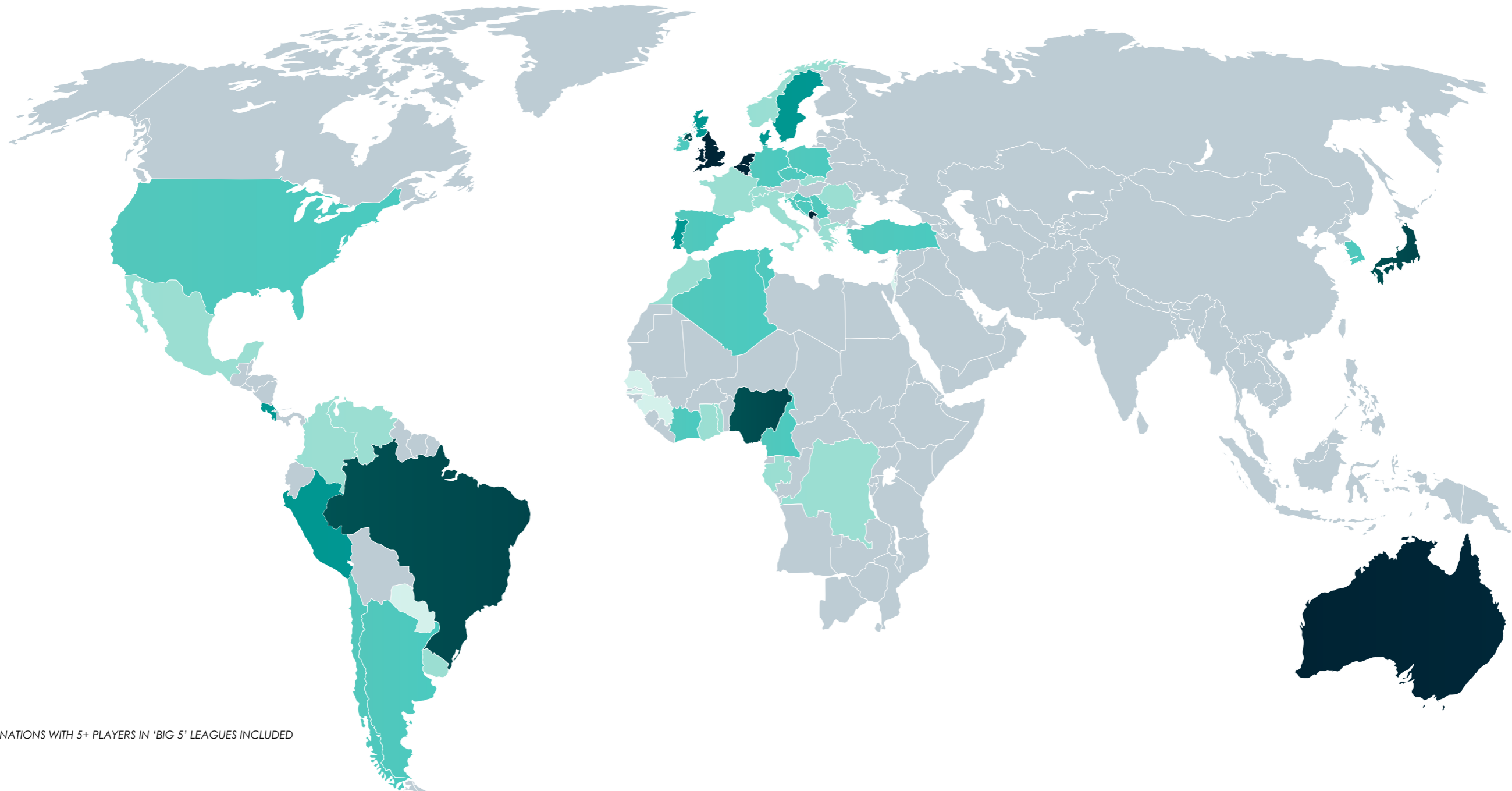


Average salaries of different nationality footballers in Europe's "Big 5" divisions

\$3.5M TO \$4M PER YEAR:	Belgium 34 players, Montenegro 6, Australia 8, England 188, Netherlands 36, Wales 27
\$3M TO \$3.49M PER YEAR:	Nigeria 15 players, N Ireland 10, Japan 13, Brazil 119
\$2.5M TO \$2.99M PER YEAR:	Peru 5 players, Costa Rica 5, Sweden 24, Denmark 24, Scotland 21, Portugal 39
\$2M TO \$2.49M PER YEAR:	USA 18 players, S Korea 10, Algeria 10, Croatia 25, Serbia 33, Bosnia 14, Rep Ireland 28, Cameroon 23, Poland 25, Germany 292, Argentina 101, Ivory Coast 24, Czech Republic 23, Chile 17, Turkey 15, Tunisia 11, Spain 398
\$1.5M TO \$1.99M PER YEAR:	Macedonia 5 players, Uruguay 32, Mexico 8, Switzerland 30, Slovenia 11, Slovakia 10, France 388, Romania 16, Norway 16, Ghana 19, Togo 7, Italy 270, Gabon 6, Greece 18, DR Congo 8, Venezuela 8, Colombia 26, Morocco 14
<\$1.5M PER YEAR:	Senegal 35 players, Guinea 8, Paraguay 7, Israel 6

Average annual salaries of squads at 2014 World Cup (US\$m)

SPAIN	7.1	RUSSIA	2.6	MEXICO	1.1
GERMANY	6.6	IVORY COAST	2.5	COLOMBIA	0.9
ENGLAND	6.0	CROATIA	2.4	ECUADOR	0.9
BRAZIL	5.7	CAMEROON	2.0	GREECE	0.9
ARGENTINA	4.8	GHANA	1.6	S KOREA	0.9
FRANCE	4.8	SWITZERLAND	1.6	ALGERIA	0.7
BELGIUM	4.5	USA	1.6	AUSTRALIA	0.7
PORTUGAL	3.9	JAPAN	1.5	HONDURAS	0.6
NETHERLANDS	3.1	NIGERIA	1.4	COSTA RICA	0.4
URUGUAY	2.9	CHILE	1.4	IRAN	0.4
ITALY	2.7	BOSNIA	1.3		



NB: ALL SOURCE NATIONS WITH 5+ PLAYERS IN 'BIG 5' LEAGUES INCLUDED



The 'origins' of America's sportsmen, and the effect on their pay

By Richard Whittall

American professional sports are as diverse as the cultures that reside within America's borders, whether rural or urban, northern or southern, Eastern or Western. As of writing the National Hockey League, the professional epicentre of the world's most popular winter sport, played on ice, is in play-off mode at the same time as the National Basketball Association, a sport played on hardwood and popular in urban centres throughout North America. Meanwhile the National Football League,

a hard-tackling game played on gridiron, is hosting its annual draft just as Major League Baseball, a bat-and-ball game played on a diamond-shaped field, prepares for a long summer stretch.

With this kind of diversity in professional sports, it's perhaps not surprising to find major differences and similarities in where professional athletes in each of the four major American leagues originate. Climate, strong sporting cultures, established

collegiate pipelines and differing draft policies all play a role in determining which colleges and states are more likely to produce the next professional football, basketball, baseball or hockey player. But does place of origin also determine how much athletes will get paid in terms of annual salary? This study examines that question in all four professional leagues.

Note: for "origin," we used place of birth for both the NHL and MLB, and colleges for the NFL and NBA.

Overview: summary of the data sets for this study

LEAGUE	SEASON	PLAYERS	TOTAL SALARY	AVERAGE*	MEDIAN*
NBA	2014-15	448	\$2,050,011,110	\$4,575,918	\$2,771,910
MLB	2014**	791	\$3,256,931,947	\$4,117,487	\$1,650,000
NHL	2014-15	753	\$1,969,040,732	\$2,614,928	\$1,700,000
NFL	2014-15	1684	\$3,554,636,009	\$2,110,829	\$840,000

*Average is total salaries divided by number of players; median is the 'middle player' salary in a list of players ranked from best paid to lowest paid.

**The salary data for MLB in the main salaries survey list is from 2015. The data in this study is from 2014 as the analysis took place over months before the 2015 data was available.

When one considers the massive popularity of the NFL in the US, it's perhaps surprising it has the lowest average salary at \$2,110,829. However the league permits rosters of 53 players each for 32 teams. With nearly 1,700 professionals in the league—a few hundred fewer than all three other leagues combined

- there is much a higher pool of lower paid players, hence it is the only league with a median salary below \$1 million. In general, the more professionals in the sport, the lower the average pay.

The clear exception however is the National Hockey League; though it

shares a median salary with Major League Baseball, its top earners, players like the Washington Capitals' Alex Ovechkin and the Montreal Canadiens' PK Subban, take in roughly \$10 million a year less than their counterparts on the diamond, which accounts for the difference in averages.

Breakdown of Americans and 'imports' in North America's 'Big 4' leagues

LEAGUE	PLAYERS	TOTAL SALARY	AVERAGE	% PLAYERS
NBA	AMERICANS 386	\$1,768,583,002	\$4,581,821	86%
NBA	IMPORTS 62	\$281,428,088	\$4,539,163	14%
MAJOR 'IMPORT' NATIONS FRANCE (10 PLAYERS), BRAZIL (7) AND SPAIN (6), AVG \$5.3M EACH				
MLB	AMERICANS 589	\$2,363,092,230	\$4,012,041	74%
MLB	IMPORTS 202	\$893,839,717	\$4,424,949	26%
MAJOR 'IMPORT' NATION DOMINICAN REPUBLIC, 74 PLAYERS, AVG \$4.96M EACH				
NHL	AMERICANS 164	\$403,417,375	\$2,459,862	22%
NHL	IMPORTS 589	\$1,565,622,357	\$2,658,102	78%
MAJOR 'IMPORT' NATION CANADA, 394 PLAYERS, SWEDEN (65), CZ REP (32), FINLAND (26) AND RUSSIA (26) CZECHS, FINNS, RUSSIANS ALL EARNING ABOVE AVERAGE, RUSSIANS 50% MORE				
NFL	AMERICANS 1,673	\$3,541,282,758	\$2,116,726	99.35%
NFL	IMPORTS 11	\$13,353,251	\$1,213,932	0.65%
THERE ARE NO MAJOR 'IMPORT' NATIONS TO SPEAK OF. NFL REMAINS FUNDAMENTALLY AN AMERICAN GAME				

In terms of domestic vs foreign player make-up, there are two obvious extremes. Of all four professional leagues, the NFL is overwhelmingly American in make-up, likely due to the sport's still limited popularity outside the United States. On the other end of the spectrum, the NHL—a league played on ice—is, perhaps unsurprisingly, mostly filled with foreign imports from northern

nations including its neighbour Canada (52%), followed by Sweden (9%). Americans account for only 22% of NHL players.

Interestingly, for three out of the four professional leagues, average foreign salaries are roughly equal to domestic players (though notably not higher either) save for the NFL, where it is roughly half that for Americans.

That said, the foreign players in MLB collectively earn an average of 10% more than the Americans (\$4.4m vs \$4m on average) and the biggest single import group, from the Dominican Republic, earn almost \$1m more per player per year than the average American MLB player (\$4.96m v \$4m).

The National Football League

NFL highest average earners 2014-15 by college background (Colleges with 15+ players)

RANK	COLLEGE	PLAYERS	TOTAL \$	AVG \$
1	MISSISSIPPI	18	72,906,352	4,050,353
2	VIRGINIA	19	63,571,237	3,345,855
3	OKLAHOMA	22	71,953,220	3,270,601
4	TEXAS	27	88,085,830	3,262,438
5	MICHIGAN	22	69,610,525	3,164,115
6	MIAMI (FLA.)	31	97,783,982	3,154,322
7	UTAH	17	52,657,857	3,097,521
8	TENNESSEE	28	85,061,664	3,037,917
9	GEORGIA	34	91,094,024	2,679,236
10	VIRGINIA TECH	18	46,661,070	2,592,282
11	CALIFORNIA	30	72,321,625	2,410,721
12	USC	30	72,011,386	2,400,380
13	TEXAS A&M	19	45,364,061	2,387,582
14	FLORIDA	31	72,856,849	2,350,221
15	AUBURN	25	58,338,129	2,333,525
16	OREGON STATE	15	34,596,475	2,306,432
17	IOWA	21	47,330,918	2,253,853
18	NEBRASKA	19	42,102,530	2,215,923
19	ALABAMA	36	79,486,472	2,207,958
20	OREGON	23	50,061,687	2,176,595
21	MISSOURI	17	36,503,229	2,147,249
22	OHIO STATE	28	59,242,981	2,115,821
23	SOUTH CAROLINA	24	48,425,566	2,017,732
24	UCLA	18	36,194,124	2,010,785
25	PENN STATE	22	44,198,547	2,009,025
26	LSU	31	59,436,997	1,917,322
27	FLORIDA STATE	33	57,195,183	1,733,187
28	WISCONSIN	27	46,487,657	1,721,765
29	ARIZONA STATE	17	28,826,337	1,695,667
30	ILLINOIS	17	28,635,807	1,684,459
31	NOTRE DAME	29	44,314,115	1,528,073
32	STANFORD	22	31,770,913	1,444,132
33	ARKANSAS	15	21,350,313	1,423,354
34	NORTH CAROLINA	24	34,091,032	1,420,460
35	CLEMSON	24	27,848,457	1,160,352

Whilst USC and Alabama produce a greater volume of players among the colleges with 15+ active NFLers, when broken down by average salary, Mississippi and the University of Virginia come out as leaders. That Ole Miss is in top spot is perhaps unsurprising however when we consider New York Giants QB Eli Manning is a graduate, the second highest

paid quarterback in the NFL with a 2015 cap hit of \$19,750,000. The "outlier star" effect on average salary isn't as drastic on other schools like Virginia and Oklahoma where the quality is more spread out, with both schools producing well-paid stars, respective examples being Chris Long and D'Brickshaw Ferguson; and

Gerald McCoy and Adrian Peterson. Though it may fluctuate from year to year, some colleges will produce handfuls of elite graduates, raising their respective average NFL salaries. Florida State, Notre Dame and LSU by contrast have produced a large current class of NFL players with relatively low average salaries.

When we look at NFL players by state (see map on following pages), we can note a few interesting patterns. Though Texas, California and Florida produce players in bulk, they are on the lower end of average salaries, perhaps weighed down by having produced more lower paid NFL "journeymen." Meanwhile Alabama and Louisiana produces a large number of NFL players relative to their population, likely due to the elite University of Alabama "Crimson Tide" and the LSU Fighting Tigers, which both compete in NCAA Division I's Southeastern Conference (SEC). Georgia, Tennessee and Michigan also appear to have struck a good balance between volume of players and higher pay.

The National Basketball Association

Here again we see that volume does not always equal quality, at least in terms of average earnings. The University of Kentucky "Wildcats", with eight national championships to their name, are currently a powerhouse in this regard, with 18 NBA players that include the likes of DeMarcus Cousins, Eric Bledsoe, and Rajon Rondo, all among the league's top 50 highest paid players. The Florida "Gators" too are an impressive NBA factory with 12 players including high earners David Lee, Joakim Noah and Al Horford. By contrast, Duke and

Kansas have the same number of NBA players as Kentucky but at half and below half their average salary respectively.

Here too we can see the "outlier star" effect; Arkansas for example are highest in average pay for having educated the Brooklyn Nets' Joe Johnson, the second highest paid player in the league. At the international level, though France produce the most foreign players in the NBA, Brazil are the higher earners, among them San Antonio Spurs center Tiago Splitter.

In terms of state distributions, Georgia and Florida appear to produce both relatively high numbers of NBA players at good salaries.

NBA highest average earners 2014-15 by college background

RANK	COLLEGE (OR COUNTRY)	PLAYERS	TOTAL \$	AVERAGE \$
1	TEXAS	7	57,054,326	8,150,618
2	GEORGIA TECH	7	55,938,726	7,991,247
3	WAKE FOREST	6	42,771,466	7,128,578
4	SPAIN	6	37,910,670	6,318,445
5	FLORIDA	12	74,980,341	6,248,362
6	KENTUCKY	18	108,158,801	6,008,822
7	GEORGETOWN	6	35,781,077	5,963,513
8	SOUTHERN CALIFORNIA	6	34,662,162	5,777,027
9	MEMPHIS	6	34,134,926	5,689,154
10	BRAZIL	7	38,714,075	5,530,582
11	UCLA	15	81,289,328	5,419,289
12	SYRACUSE	6	32,277,124	5,379,521
13	ARIZONA	12	58,117,537	4,843,128
14	FRANCE	10	45,265,796	4,526,580
15	CONNECTICUT	9	39,922,313	4,435,813
16	MICHIGAN STATE	8	30,057,811	3,757,226
17	NORTH CAROLINA	16	54,625,190	3,414,074
18	DUKE	18	60,071,427	3,337,302
19	LSU	6	19,100,551	3,183,425
20	WASHINGTON	8	23,726,676	2,965,835
21	KANSAS	17	46,259,689	2,721,158
22	MICHIGAN	6	13,902,416	2,317,069

S**S

ABOUT TO CHANGE

THE NEW A400. WE JUST REINVENTED THE TECHNOLOGY WE INVENTED.

Introducing the most advanced sports compression wear on the planet. Nothing else is proven to make you train harder, perform longer and recover faster. Nothing else is better at making you better.

You're welcome.



Major League Baseball

If we combine both US states and foreign nations, 49.7% of all Major Leagues (393 of 791) come from just five locations: California (137), Dominican Republic (74), Texas (65), Florida (59) and Venezuela (58). All three US states produce a high number of players in proportion to their share of the American population, with California in particular standing out. Though the state makes up 12% of the entire US population, it produces 23% of its baseball players. By contrast, New York has 6% of the US population but produces 2.5% of American baseball players.

There are several reasons for the dominance of California, Texas and Florida in producing Major Leaguers: long histories with the sport and a strong baseball infrastructure including recognised, development-oriented little leagues, high schools and colleges. In the end however, all that is made possible by year-long warm weather. New York, despite being home to the most storied team in baseball in the New York Yankees, is the biggest American under-producer of MLB players based on population share.

As the states with higher average salaries, because three states and two foreign countries provide the vast bulk of players, and because individual players can command relatively high salaries in MLB, the average pay for baseball players for other states tend to be skewed by individual stars. And so Arkansas is highest in average salary because it is home to the

Phillies' Cliff Lee, Virginia second highest because of the Tigers' Justin Verlander, Matt Cain is from Alabama, and so on.

Japan enjoys the highest average salary of foreign nations with nine players, hardly surprising when one considers the calibre of the Yankees' Masahiro Tanaka and the Texas Rangers' Yu Darvish.

National Hockey League

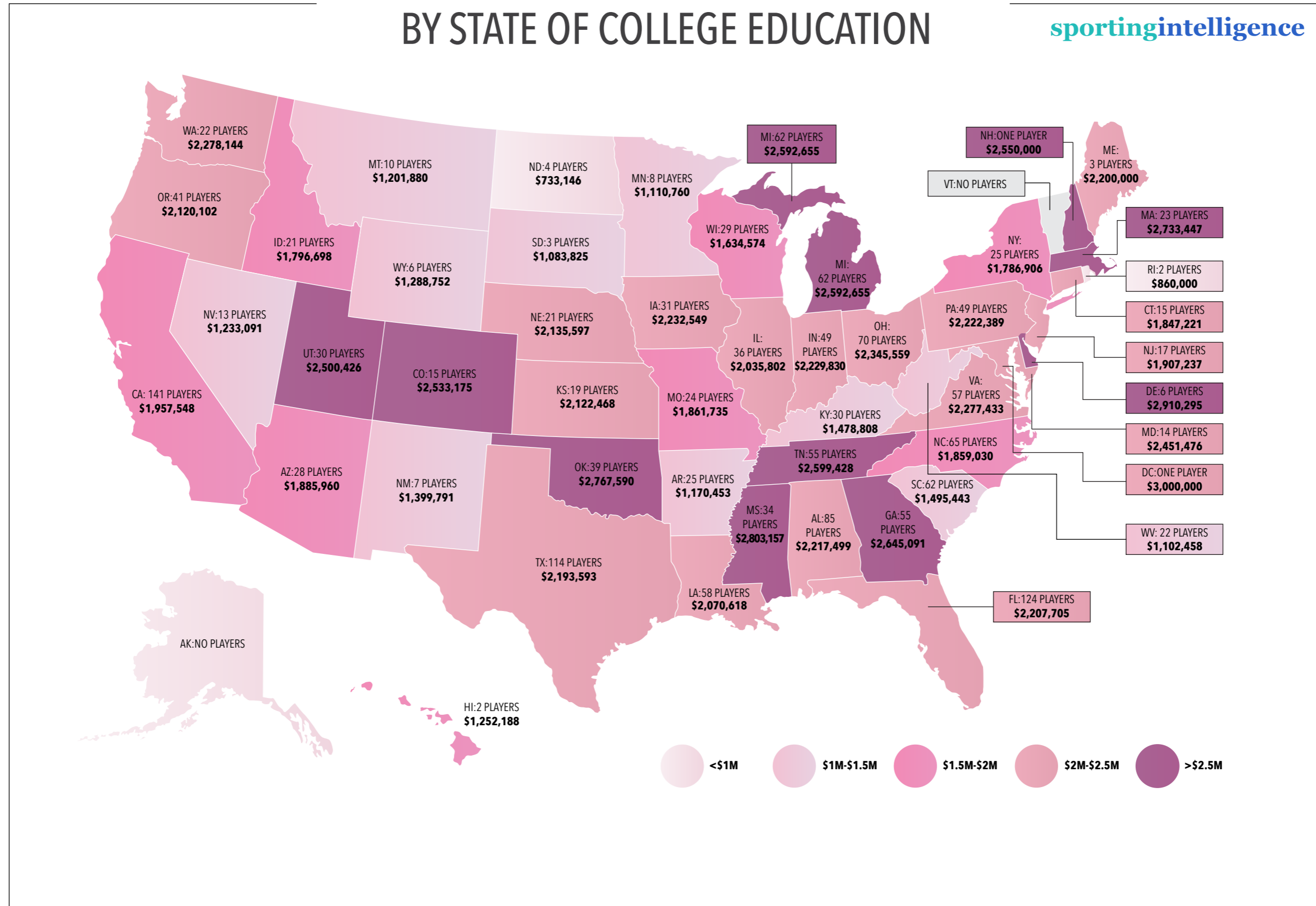
Though Americans make up only 22% of players in the NHL, the states that produce them are considered developmental leaders in the sport. The number of NCAA college players in the NHL has significantly increased over the last 15 years and Minnesota leads with 33 players, followed by Michigan (23) and New York (21). The North Star state has five division I NCAA hockey teams, and a strong history in the sport. Michigan too has a strong history in collegiate hockey.

Despite these hot spots for the sport, Canada, Scandinavia and Russia are likely to makeup the majority of NHLers for decades to come.

Richard Whittall is an award-winning writer, researcher, and editor with a special focus on football analytics and finance. His work has appeared in publications including The Guardian, The New Yorker, The New York Times and Howler magazine, and he is a regular contributor to 21st Club, a company which works with leading clubs to help improve football operations with better planning and data analysis. He is on Twitter at @rwhittall, and his work can be found at richardwhittall.com

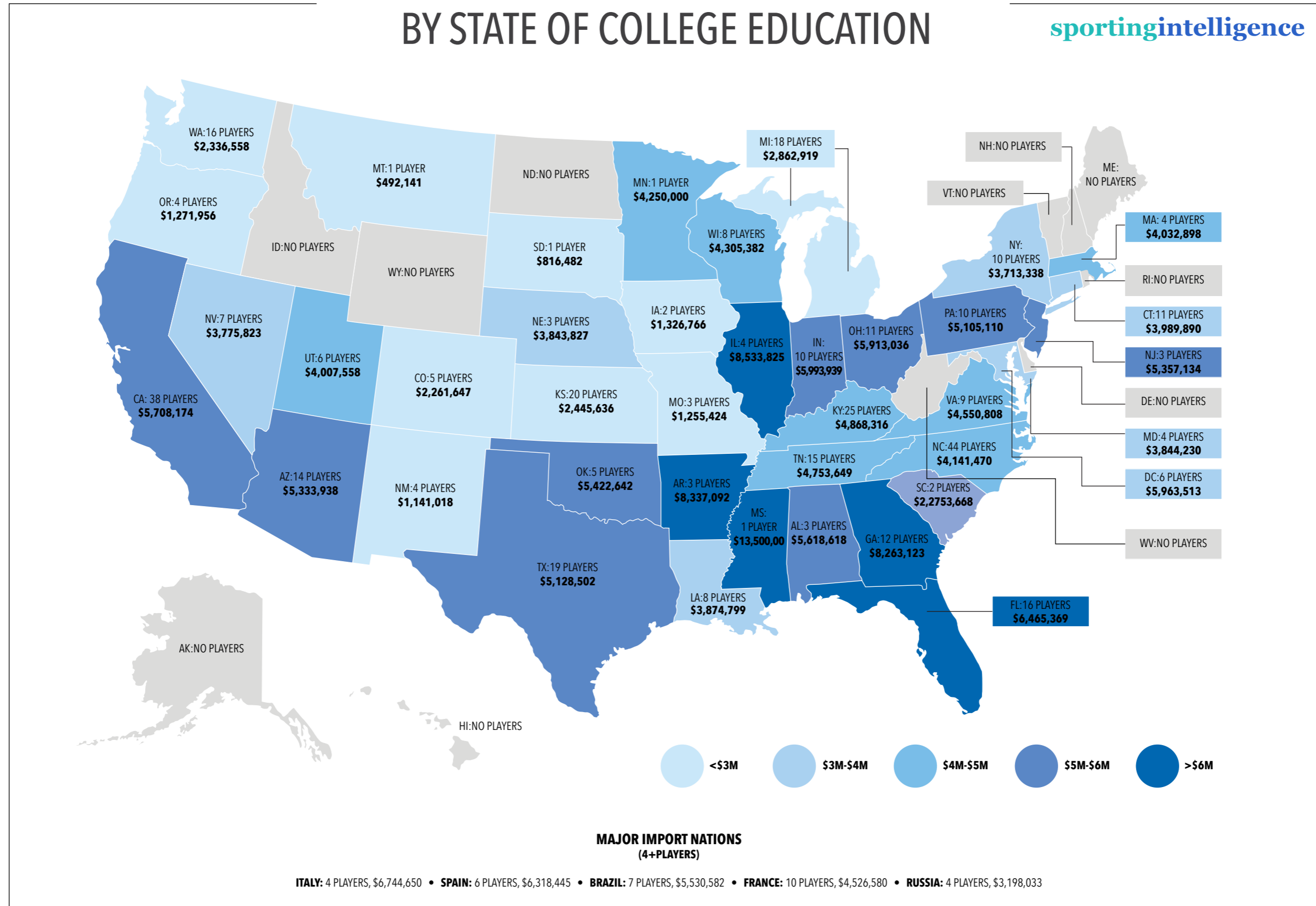
AVERAGE 2014-15 NFL PLAYER EARNINGS BY STATE OF COLLEGE EDUCATION

sportingintelligence



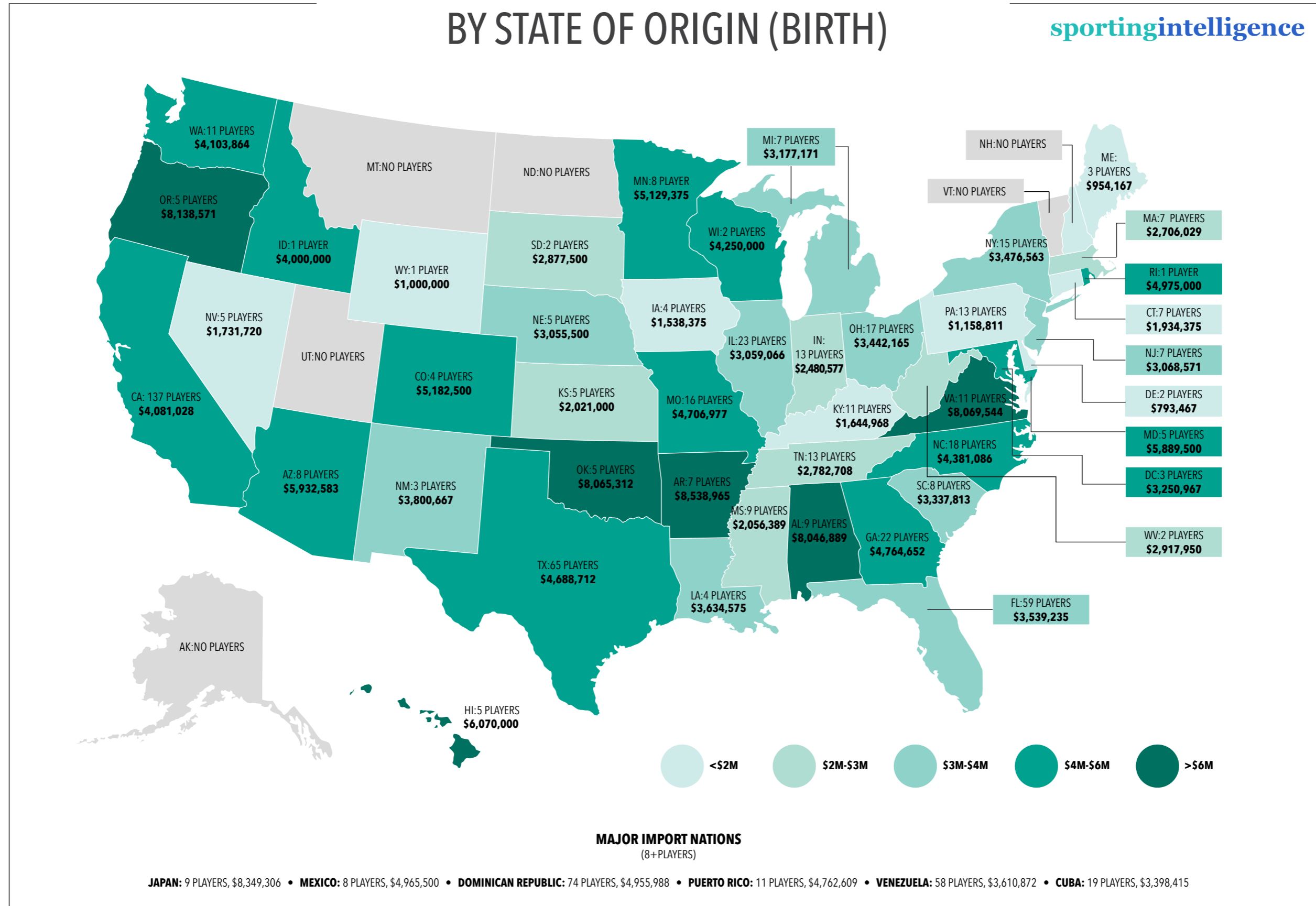
AVERAGE 2014-15 NBA PLAYER EARNINGS BY STATE OF COLLEGE EDUCATION

sportingintelligence



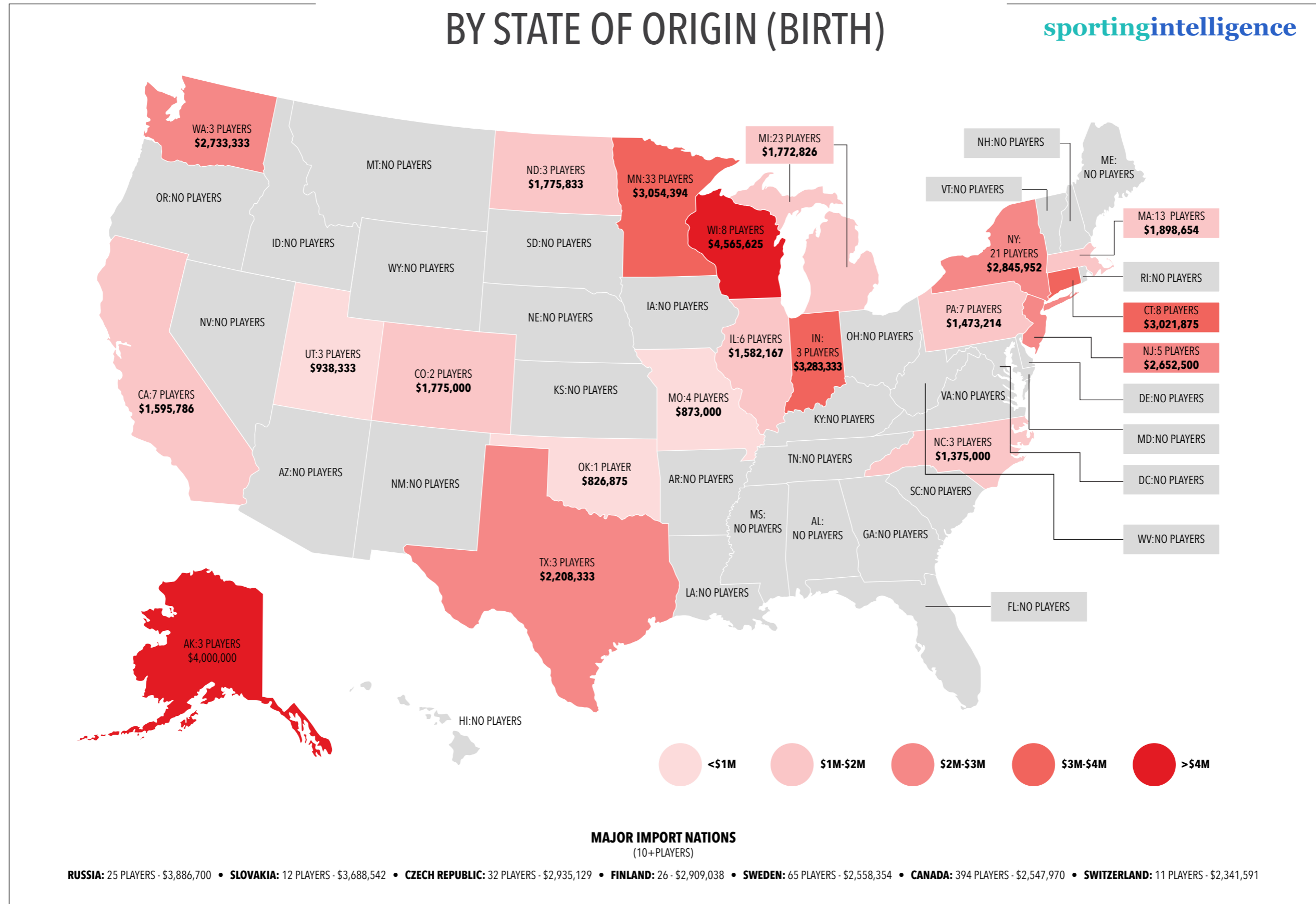
AVERAGE 2014 MLB PLAYER EARNINGS BY STATE OF ORIGIN (BIRTH)

sportingintelligence



AVERAGE 2014-15 NHL PLAYER EARNINGS BY STATE OF ORIGIN (BIRTH)

sportingintelligence



Summary of average pay per league

RANK IN AVG PAY	LEAGUE	TEAMS	PLAYERS	AVG PAY / YR \$	AVG PAY / YR £
1	NBA	30	448	4,575,918	2,669,133
TOP PAYERS	BROOKLYN NETS			6,249,418	3,645,286
BOTTOM PAYERS	PHILADELPHIA 76ERS			2,205,831	1,286,661
RATIO TOP TO BOTTOM					2.83
2	IPL	8	128	4,330,799	2,526,155
TOP PAYERS	ROYAL CHALLENGERS BANGALORE			4,503,571	2,626,933
BOTTOM PAYERS	KINGS XI PUNJAB			4,039,750	2,356,386
RATIO TOP TO BOTTOM					1.11
3	MLB	30	898	4,166,159	2,430,121
TOP PAYERS	LA DODGERS			8,023,207	4,679,937
BOTTOM PAYERS	TAMPA BAY RAYS			2,304,900	1,344,448
RATIO TOP TO BOTTOM					3.48
4	EPL	20	500	3,822,003	2,229,374
TOP PAYERS	MAN CITY			8,597,844	5,015,122
BOTTOM PAYERS	CRYSTAL PALACE			1,712,038	998,632
RATIO TOP TO BOTTOM					5.02
5	NHL	30	753	2,614,928	1,525,288
TOP PAYERS	NEW YORK RANGERS			3,337,739	1,946,903
BOTTOM PAYERS	CALGARY FLAMES			2,035,345	1,187,217
RATIO TOP TO BOTTOM					1.64
6	BUNDESLIGA	18	450	2,289,359	1,335,383
TOP PAYERS	BAYERN MUNICH			7,660,968	4,468,643
BOTTOM PAYERS	EINTRACHT BRAUNSCHWEIG			820,818	478,783
RATIO TOP TO BOTTOM					9.33
7	NFL	32	1684	2,110,829	1,231,247
TOP PAYERS	MIAMI DOLPHINS			2,345,714	1,368,255
BOTTOM PAYERS	NEW YORK JETS			1,733,599	1,011,208
RATIO TOP TO BOTTOM					1.35
8	LA LIGA	20	500	1,857,369	1,083,403
TOP PAYERS	REAL MADRID			8,641,385	5,040,520
BOTTOM PAYERS	RAYO VALLECANO			454,263	264,972
RATIO TOP TO BOTTOM					19.02
9	SERIE A	20	549	1,735,173	1,012,126
TOP PAYERS	JUVENTUS			4,901,757	2,859,195
BOTTOM PAYERS	LIVORNO			521,118	303,968
RATIO TOP TO BOTTOM					9.41

RANK IN AVG PAY	LEAGUE	TEAMS	PLAYERS	AVG PAY / YR \$	AVG PAY / YR £
10	LIGUE 1	20	500	1,492,741	870,716
TOP PAYERS	PARIS SAINT-GERMAIN			9,083,993	5,298,693
BOTTOM PAYERS	GUINGAMP			451,450	263,331
RATIO TOP TO BOTTOM					20.12
11	NPB	12	324	656,784	383,102
TOP PAYERS	YOMIURI GIANTS			1,104,905	644,491
BOTTOM PAYERS	YOKOHAMA BAY STARS			456,988	266,561
RATIO TOP TO BOTTOM					2.42
12	CSL	16	558	386,127	225,228
TOP PAYERS	SHANDONG LUNENG			1,109,613	647,237
BOTTOM PAYERS	HARBIN YITENG			94,865	55,335
RATIO TOP TO BOTTOM					11.70
13	MLS	20	517	305,809	178,378
TOP PAYERS	TORONTO FC			891,304	519,898
BOTTOM PAYERS	COLORADO RAPIDS			139,897	81,602
RATIO TOP TO BOTTOM					6.37
14	SPL	12	303	250,860	146,327
TOP PAYERS	CELTIC			1,546,276	901,943
BOTTOM PAYERS	ROSS COUNTY			61,717	36,000
RATIO TOP TO BOTTOM					25.05
15	AFL	18	720	237,532	138,552
TOP PAYERS	SYDNEY SWANS			270,681	157,888
BOTTOM PAYERS	ST KILDA			214,965	125,389
RATIO TOP TO BOTTOM					1.26
16	J-LEAGUE	18	503	218,440	127,416
TOP PAYERS	URAWA RED DIAMONDS			422,404	246,388
BOTTOM PAYERS	TOKUSHIMA VORTIS			90,168	52,595
RATIO TOP TO BOTTOM					4.68
17	CFL	9	396	104,774	61,115
TOP PAYERS	CALGARY STAMPEDERS			114,909	67,026
BOTTOM PAYERS	OTTAWA REDBLACKS			93,867	54,753
RATIO TOP TO BOTTOM					1.22

Summary of social media by league

RANK IN SOCIAL MEDIA	LEAGUE	TOTAL (M)	AVG PER TEAM (M)
1 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	EPL MAN UTD CARDIFF	229 68.7 0.6 116.4	11.5
2 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	LA LIGA BARCELONA GETAFE	217.6 97.2 0.04 2,430	10.9
3 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	IPL CHENNAI SUPER KINGS DELHI DAREDEVILS	58 12.1 2.9 4.2	7.3
4 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	NBA LA LAKERS MILWAUKEE BUCKS	150 25.3 1.3 19.5	5.0
5 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	SERIE A MILAN LIVORNO	66 26.5 0.004 6,625	3.3
6 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	NFL DALLAS COWBOYS JACKSONVILLE JAGUARS	100.5 9.2 0.7 13.1	3.1
7 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	BUNDESLIGA BAYERN MUNICH EINTRACHT BRAUNSCHWEIG	55 30.2 0.2 158.9	3.1
8 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	MLB NEW YORK YANKEES MIAMI MARLINS	63.1 9.6 0.7 13.7	2.1
9 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	LIGUE 1 PARIS SAINT-GERMAIN VALENCIENNES	37.5 20.3 0.17 119.4	1.9

RANK IN SOCIAL MEDIA	LEAGUE	TOTAL (M)	AVG PER TEAM (M)
10 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	CSL GUANGZHOU EVERGRANDE GUANGZHOU R&F	24 5.5 0.02 273.5	1.5
11 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	NHL CHICAGO BLACKHAWKS FLORIDA PANTHERS	35.4 3.4 0.3 11.7	1.2
12 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	MLS LA GALAXY COLORADO RAPIDS	6.2 1.3 0.14 9.3	0.3
13 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	NPB HANSHIN TIGERS TOKYO YAKULT SWALLOWS	2.5 0.42 0.01 30.0	0.21
14 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	AFL COLLINGWOOD GREATER WESTERN SYDNEY	3.7 0.37 0.08 4.9	0.20
15 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	CFL SASKATCHEWAN ROUGHRIDERS OTTAWA REDBLACKS	1.7 0.38 0.1 6.9	0.19
16 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	SPL CELTIC ROSS COUNTY	2 1.6 0.0 320.0	0.17
17 MOST SOCIAL LEAST SOCIAL RATIO TOP TO BOTTOM	J-LEAGUE CEREZO OSAKA KASHIMA ANTLERS	1.2 0.36 0.003 120.0	0.07

Summary of attendances by league (home games)

RANK IN AVG ATTENDANCE	LEAGUE	GAMES	ATTENDANCE	AVG ATT / GAME
1	NFL	256	17,606,643	68,776
TOP ATTENDANCE	DALLAS COWBOYS	8	720,558	90,070
BOTTOM ATTENDANCE	MINNESOTA VIKINGS	8	417,906	52,238
RATIO TOP TO BOTTOM				1.72
2	BUNDESLIGA	306	13,311,136	43,500
TOP ATTENDANCE	BORUSSIA DORTMUND	17	1,365,049	80,297
BOTTOM ATTENDANCE	EINTRACHT BRAUNSCHWEIG	17	387,583	22,799
RATIO TOP TO BOTTOM				3.52
3	EPL	380	13,943,910	36,695
TOP ATTENDANCE	MAN UTD	19	1,428,914	75,206
BOTTOM ATTENDANCE	SWANSEA	19	387,733	20,407
RATIO TOP TO BOTTOM				3.69
4	AFL	198	6,404,569	32,346
TOP ATTENDANCE	ADELAIDE CROWS	11	528,508	48,046
BOTTOM ATTENDANCE	GREATER WESTERN SYDNEY	11	101,491	9,226
RATIO TOP TO BOTTOM				5.21
5	MLB	2,430	73,739,622	30,346
TOP ATTENDANCE	LA DODGERS	81	3,782,337	46,696
BOTTOM ATTENDANCE	CLEVELAND INDIANS	81	1,437,393	17,746
RATIO TOP TO BOTTOM				2.63
6	IPL	56	1,558,664	27,833
TOP ATTENDANCE	DELHI DAREDEVILS	7	203,666	29,095
BOTTOM ATTENDANCE	KINGS XI PUNJAB	7	175,000	25,000
RATIO TOP TO BOTTOM				1.16
7	LA LIGA	380	10,171,062	26,766
TOP ATTENDANCE	BARCELONA	19	1,366,658	71,929
BOTTOM ATTENDANCE	GETAFE	19	129,640	6,823
RATIO TOP TO BOTTOM				10.54
8	NPB	864	22,859,351	26,458
TOP ATTENDANCE	YOMIURI GIANTS	72	3,018,284	41,921
BOTTOM ATTENDANCE	CHIBA LOTTE MARINES	72	1,223,915	16,999
RATIO TOP TO BOTTOM				2.47
9	CFL	81	2,048,164	25,286
TOP ATTENDANCE	EDMONTON ESKIMOS	9	301,376	33,486
BOTTOM ATTENDANCE	HAMILTON TIGER-CATS	9	138,341	15,371
RATIO TOP TO BOTTOM				2.18

RANK IN AVG ATTENDANCE	LEAGUE	GAMES	ATTENDANCE	AVG ATT / GAME
10	SERIE A	380	8,866,274	23,332
TOP ATTENDANCE	INTERNAZIONALE	19	878,674	46,246
BOTTOM ATTENDANCE	CAGLIARI	19	88,084	4,636
RATIO TOP TO BOTTOM				9.98
11	LIGUE 1	380	8,024,973	21,118
TOP ATTENDANCE	PARIS SAINT-GERMAIN	19	862,980	45,420
BOTTOM ATTENDANCE	AJACCIO	19	119,643	6,297
RATIO TOP TO BOTTOM				7.21
12	MLS	323	6,184,804	19,148
TOP ATTENDANCE	SEATTLE SOUNDERS	17	743,478	43,734
BOTTOM ATTENDANCE	CHIVAS USA	17	120,071	7,063
RATIO TOP TO BOTTOM				6.19
13	CSL	240	4,556,520	18,986
TOP ATTENDANCE	GUANGZHOU EVERGRANDE	15	632,314	42,154
BOTTOM ATTENDANCE	SHANGHAI SHENXIN	15	151,720	10,115
RATIO TOP TO BOTTOM				4.17
14	NBA	1,230	21,905,470	17,809
TOP ATTENDANCE	CHICAGO BULLS	41	875,091	21,344
BOTTOM ATTENDANCE	PHILADELPHIA 76ERS	41	571,572	13,941
RATIO TOP TO BOTTOM				1.53
15	NHL	1,230	21,528,192	17,503
TOP ATTENDANCE	CHICAGO BLACKHAWKS	41	892,532	21,769
BOTTOM ATTENDANCE	FLORIDA PANTHERS	41	461,877	11,265
RATIO TOP TO BOTTOM				1.93
16	J-LEAGUE	306	5,275,387	17,240
TOP ATTENDANCE	URAWA RED DIAMONDS	17	603,770	35,516
BOTTOM ATTENDANCE	TOTAL (M)	17	151,034	8,884
RATIO TOP TO BOTTOM				4.00
17	SPL	228	2,333,846	10,236
TOP ATTENDANCE	CELTIC	19	894,501	47,079
BOTTOM ATTENDANCE	INVERNESS CALEY THISTLE	19	67,602	3,558
RATIO TOP TO BOTTOM				13.23

IMPROVE YOUR PERFORMANCE IN BED



Used to finishing first but struggle to perform again quickly?

Check out our RY400 Recovery gear. It's specifically designed to wear overnight, aiding your body's repair process. It's like warming down for 8 hours.

SKINS RY400 uses our unique Dynamic Gradient Compression to enhance muscle recovery in the same way our Active compression improves your performance: getting more oxygen to the muscles that need it. Our Active gear is built to help you perform at your best, but you don't need the same level of muscle support when you're recovering. We've changed the design lines to make our Recovery gear more comfortable, so you can wear it for longer...even overnight.

This equipment isn't just for the bedroom:

- For an extra boost, we recommend you use SKINS RY400 for three hours directly after exercise. This aids the recovery process and reduces muscle soreness.
- Use them before a workout or while you're travelling to a game. They'll help increase your muscle oxygenation and get you ready for action.
- Wear them on long haul flights to help reduce leg swelling and the risk of DVT.

Using A400 when you're active and RY400 when you're not means you can train harder, perform better and recover faster and do it all again sooner.

Need more? Get all the science at [SKINS.NET](https://www.skins.net) and keep your finger on the pulse by joining Team SKINS.

NBA: Analysis

National Basketball Association



With an average salary in the 2014-15 season of \$4,575,918, the players in the NBA are collectively the best-paid sportsmen in any single professional league in the world. They earn almost half a million dollars more per man per season on average than MLB baseball stars, and more than twice the amount of the average NFL player. And that's not inappropriate because if football (soccer) is the outstanding claimant to the title of 'the No1 global game', then basketball, primarily in the shape of the NBA, is arguably the only sport that pushes it close.

A glance below at the social media followings that the 30 NBA teams

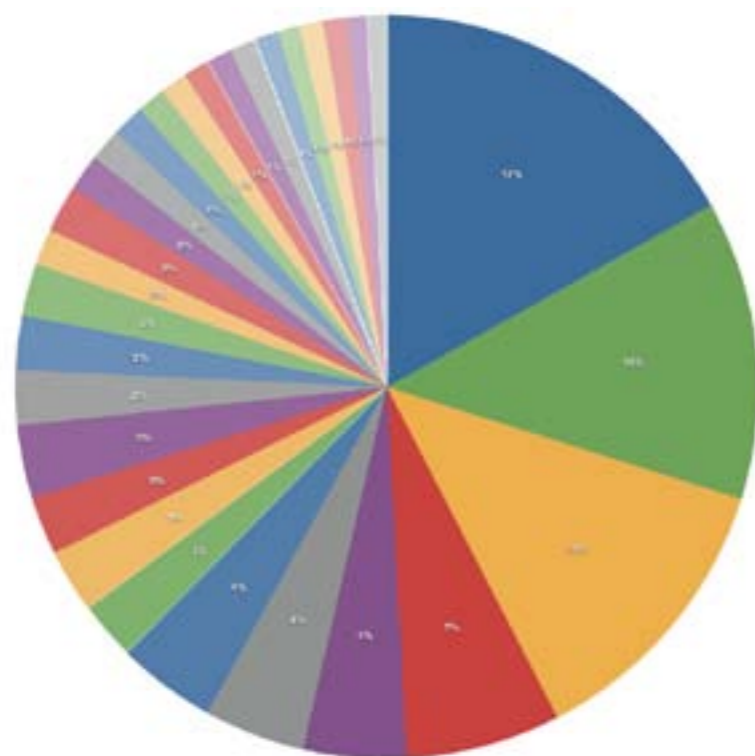
share between them immediately tells you there are 'giants' in this league, indicative they probably transcend a national fan-base. The four teams that stand out in this regard, ranked in order of global popularity, are the LA Lakers, the Chicago Bulls, the Miami Heat and the Boston Celtics.

It is no surprise that three of these are the top three teams in terms of most all-time NBA Finals wins, the Celtics on 17, the Lakers on 16 and the Bulls on six (and also the only NBA team never to lose an NBA Finals). The respective legends of Larry Bird, Magic Johnson and Michael Jordan continue to burnish these teams' reputations.

The Heat are up there among the top four in current popularity due to 'recency bias', appearing in four straight Finals between 2011 and 2014 while having featured some of the games most stellar names in the past decade in Dwayne Wade, LeBron James and Shaq O'Neal.

Money talks in basketball, with higher-paying teams doing better. Seven of the top-10 payers reached the post-season in 2015, for example, and just three of the bottom-10 payers, as also happened in 2014.

Proportional share of total NBA social media audience by team



Success breeds popularity? Social media in the context of all-time NBA Finals wins

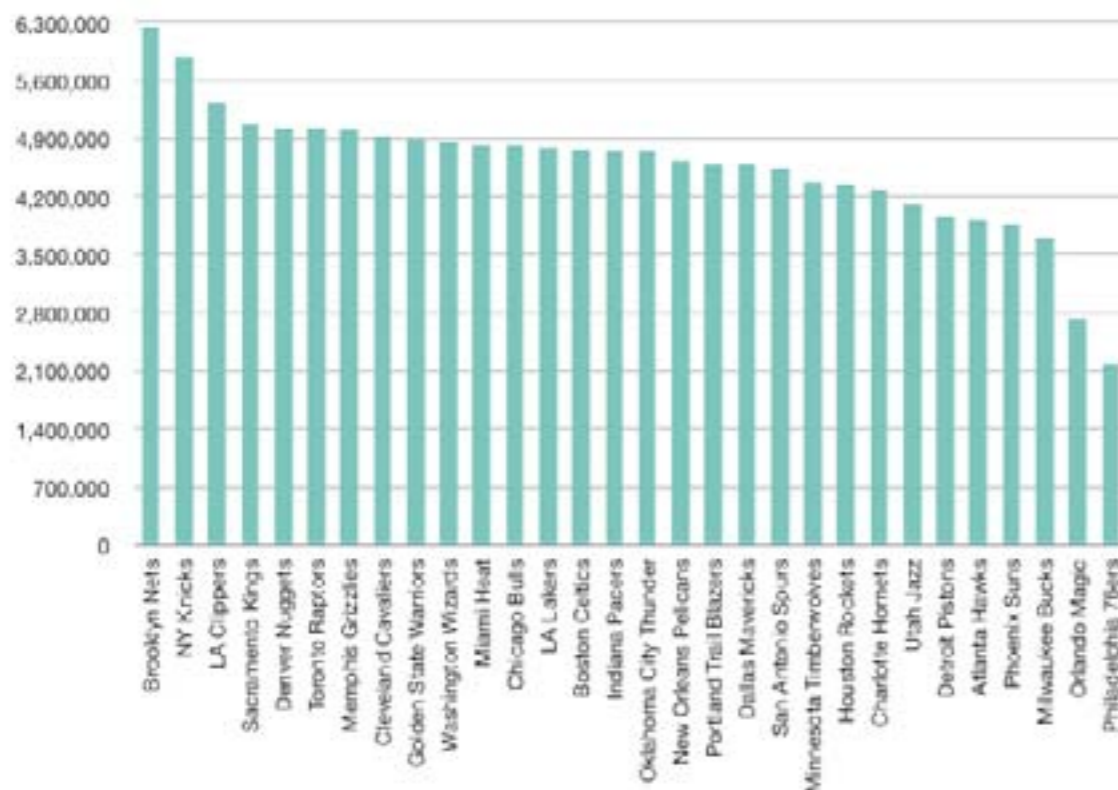
TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL NBA SOCIAL	NBA* FW
LA Lakers	1	21,045,064	1	4,250	1	17	16
Chicago Bulls	2	17,416,730	3	2,080	2	13	6
Miami Heat	3	15,828,452	2	2,980	3	13	3
Boston Celtics	4	8,432,950	4	1,670	4	7	17
NY Knicks	6	5,552,672	6	1,170	5	4	2
San Antonio Spurs	5	5,642,956	8	946	6	4	5
Oklahoma City Thunder	7	5,447,971	7	1,030	7	4	1
Orlando Magic	14	2,556,459	5	1,260	8	3	0
Cleveland Cavaliers	9	3,432,172	11	701	9	3	0
LA Clippers	10	3,102,202	10	713	10	3	0
Dallas Mavericks	8	4,103,080	14	648	11	3	1
Houston Rockets	11	2,917,081	13	662	12	2	2
Golden State Warriors	13	2,861,456	12	676	13	2	3
Indiana Pacers	12	2,871,330	15	550	14	2	0
Toronto Raptors	19	1,613,196	9	727	15	2	0
Brooklyn Nets	15	2,508,458	16	550	16	2	1
Portland Trail Blazers	16	1,974,928	18	436	17	2	1
Phoenix Suns	18	1,708,502	19	407	18	1	0
Denver Nuggets	17	1,771,922	22	379	19	1	0
Memphis Grizzlies	20	1,463,792	20	394	20	1	0
Detroit Pistons	22	1,391,561	21	382	21	1	3
Philadelphia 76ers	27	1,193,770	17	460	22	1	3
Charlotte Hornets	23	1,266,974	23	364	23	1	0
Minnesota Timberwolves	21	1,392,387	26	341	24	1	0
New Orleans Pelicans	24	1,240,513	28	332	25	1	0
Washington Wizards	28	1,053,651	24	364	26	1	1
Atlanta Hawks	26	1,212,563	27	340	27	1	1
Sacramento Kings	25	1,230,293	29	326	28	1	1
Utah Jazz	30	952,133	25	345	29	1	0
Milwaukee Bucks	29	979,560	30	325	30	1	1

Social media numbers at 14 April 2015

* SR = Social Rank, PW = NBA Finals wins. Up to 2014.

Average first-team pay, NBA, 2014-15 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Brooklyn Nets	6,249,418	3,645,285
2	NY Knicks	5,882,270	3,431,128
3	LA Clippers	5,335,038	3,111,928
4	Sacramento Kings	5,074,654	2,960,046
5	Denver Nuggets	5,039,525	2,939,555
6	Toronto Raptors	5,032,717	2,935,584
7	Memphis Grizzlies	5,005,464	2,919,687
8	Cleveland Cavaliers	4,946,195	2,885,115
9	Golden State Warriors	4,890,102	2,852,397
10	Washington Wizards	4,868,102	2,839,564
11	Miami Heat	4,832,962	2,819,067
12	Chicago Bulls	4,830,889	2,817,858
13	LA Lakers	4,801,555	2,800,747
14	Boston Celtics	4,782,308	2,789,520
15	Indiana Pacers	4,760,206	2,776,628
16	Oklahoma City Thunder	4,752,859	2,772,343
17	New Orleans Pelicans	4,642,609	2,708,034
18	Portland Trail Blazers	4,605,855	2,686,595
19	Dallas Mavericks	4,596,787	2,681,306
20	San Antonio Spurs	4,551,379	2,654,819
21	Minnesota Timberwolves	4,394,635	2,563,391
22	Houston Rockets	4,367,479	2,547,551
23	Charlotte Hornets	4,299,748	2,508,043
24	Utah Jazz	4,112,213	2,398,654
25	Detroit Pistons	3,974,863	2,318,537
26	Atlanta Hawks	3,935,870	2,295,793
27	Phoenix Suns	3,871,665	2,258,342
28	Milwaukee Bucks	3,717,464	2,168,397
29	Orlando Magic	2,754,114	1,606,475
30	Philadelphia 76ers	2,205,831	1,286,661



Average home attendance by team, NBA, 2014-15

ATT RANK	TEAM	AV ATT
1	Chicago Bulls	21,344
2	Cleveland Cavaliers	20,562
3	Dallas Mavericks	20,188
4	NY Knicks	19,812
5	Toronto Raptors	19,752
6	Miami Heat	19,713
7	Golden State Warriors	19,596
8	Portland Trail Blazers	19,554
9	LA Clippers	19,168
10	Utah Jazz	18,831
11	LA Lakers	18,738
12	San Antonio Spurs	18,606
13	Washington Wizards	18,239
14	Houston Rockets	18,230
15	Oklahoma City Thunder	18,203
16	Boston Celtics	17,594
17	Atlanta Hawks	17,412
18	Memphis Grizzlies	17,329
19	Charlotte Hornets	17,192
20	Brooklyn Nets	17,037
21	Phoenix Suns	16,923
22	Indiana Pacers	16,864
23	Orlando Magic	16,785
24	New Orleans Pelicans	16,677
25	Sacramento Kings	16,587
26	Detroit Pistons	15,266
27	Milwaukee Bucks	14,908
28	Denver Nuggets	14,700
29	Minnesota Timberwolves	14,528
30	Philadelphia 76ers	13,941



IPL: Analysis

Indian Premier League



The Indian Premier League, playing the eighth season of its existence in 2015, began in 2008 on the bedrock of a 10-year, \$1bn TV deal with Sony and with modernity as its USP in a rapidly maturing economy. Loaded and brash, backed by film stars and conglomerates, it took the 'new cricket' of Twenty20 to the 1.25bn people of cricket-crazy India and beyond. Can we say unequivocally whether it has been 'a success'? Not yet.

On the one hand it has been; it attracts the leading stars from all cricketing nations for its short-form season, it pays them handsomely, it ticks corporate boxes (and fills them), it attracts sponsors, it sets precedents including becoming the first major sport competition to be broadcast live on YouTube. It's still here.

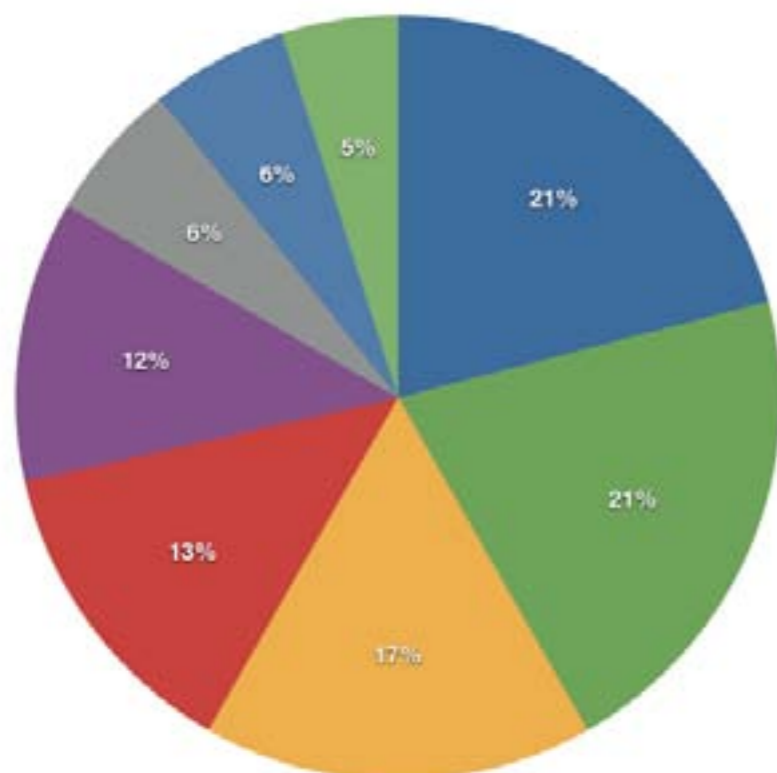
For all those reasons, it's perhaps a template, albeit flawed, of a very modern sporting competition where the big names are just guns for hire passing through, it's all short and sweet, and TV is willing to fund it. Others are trying to replicate the format in football and tennis to name just two sports.

But other areas of the IPL remain opaque. Are the teams profitable or not? We don't know because there is little transparency. How many people actually go to matches? We don't know, for certain, because no attendances are published. Is that because tickets are having to be given away? We don't know. Our attendance data in this report has been painstakingly, individually compiled on an individual match

basis, using best local knowledge not official numbers, which don't exist.

Is it popular? With seven of the eight current teams based in cities within the 10 largest in the world's second most populous country, then yes, of course. There is also a following outwith India. As the data on these pages show, the most successful teams even in these early years are most popular. And there is a high degree of parity, now at least, in wage spend and attendance, both helpful for competitive balance.

Proportional share of total IPL social media audience by team



Success breeds popularity? Social media in the context of all-time IPL wins

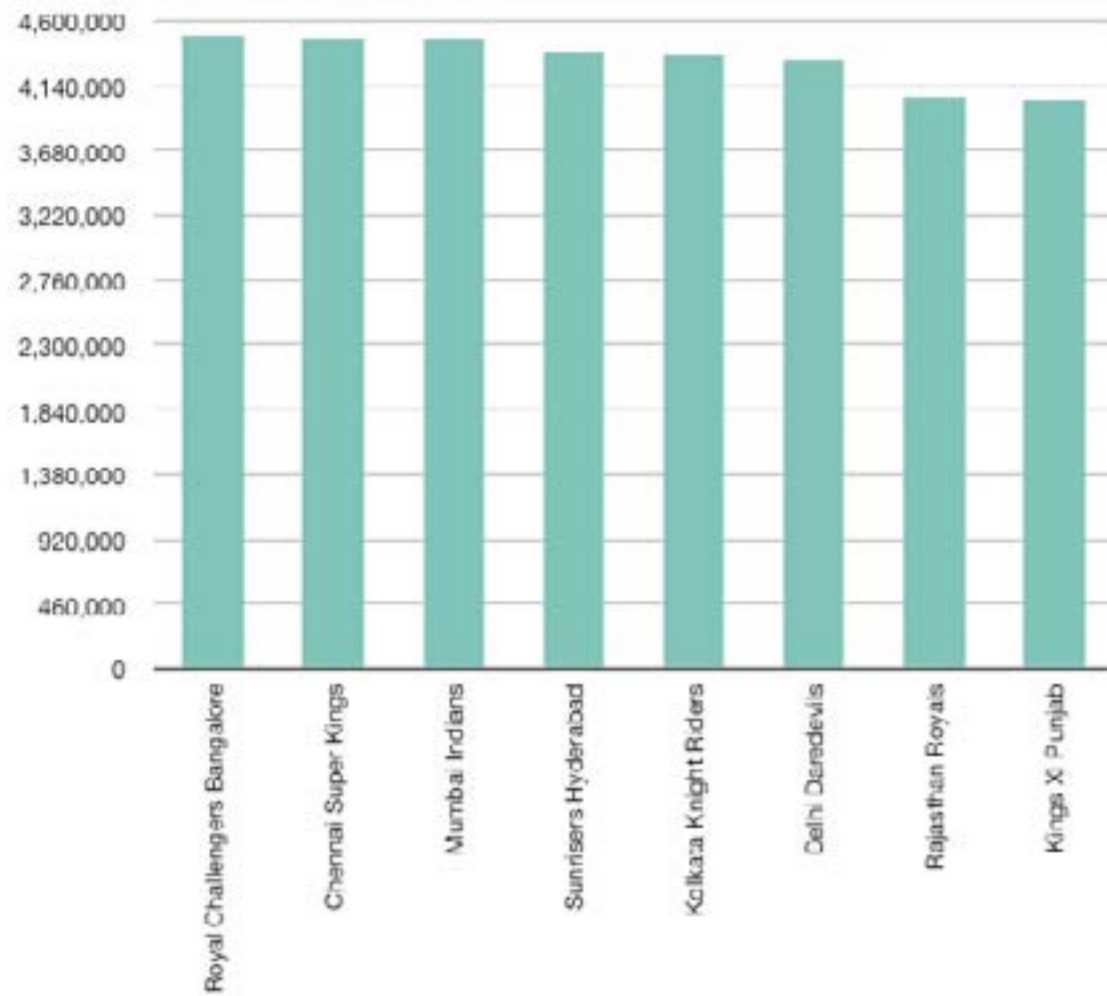
TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL IPL SOCIAL	IPLW*
Chennai Super Kings	2	10,736,731	1	1,390	1	21	2
Kolkata Knight Riders	1	11,041,523	2	998	2	21	2
Mumbai Indians	3	8,648,754	3	908	3	17	1
Kings XI Punjab	4	7,044,870	5	605	4	13	0
Royal Challengers Bangalore	5	6,015,784	4	870	5	12	0
Rajasthan Royals	6	2,845,486	6	579	6	6	1
Sunrisers Hyderabad	7	2,821,000	7	527	7	6	0
Delhi Daredevils	8	2,354,796	8	500	8	5	0

Social media numbers at 14 April 2015

* SR = Social Rank, IPLW = Indian Premier League wins

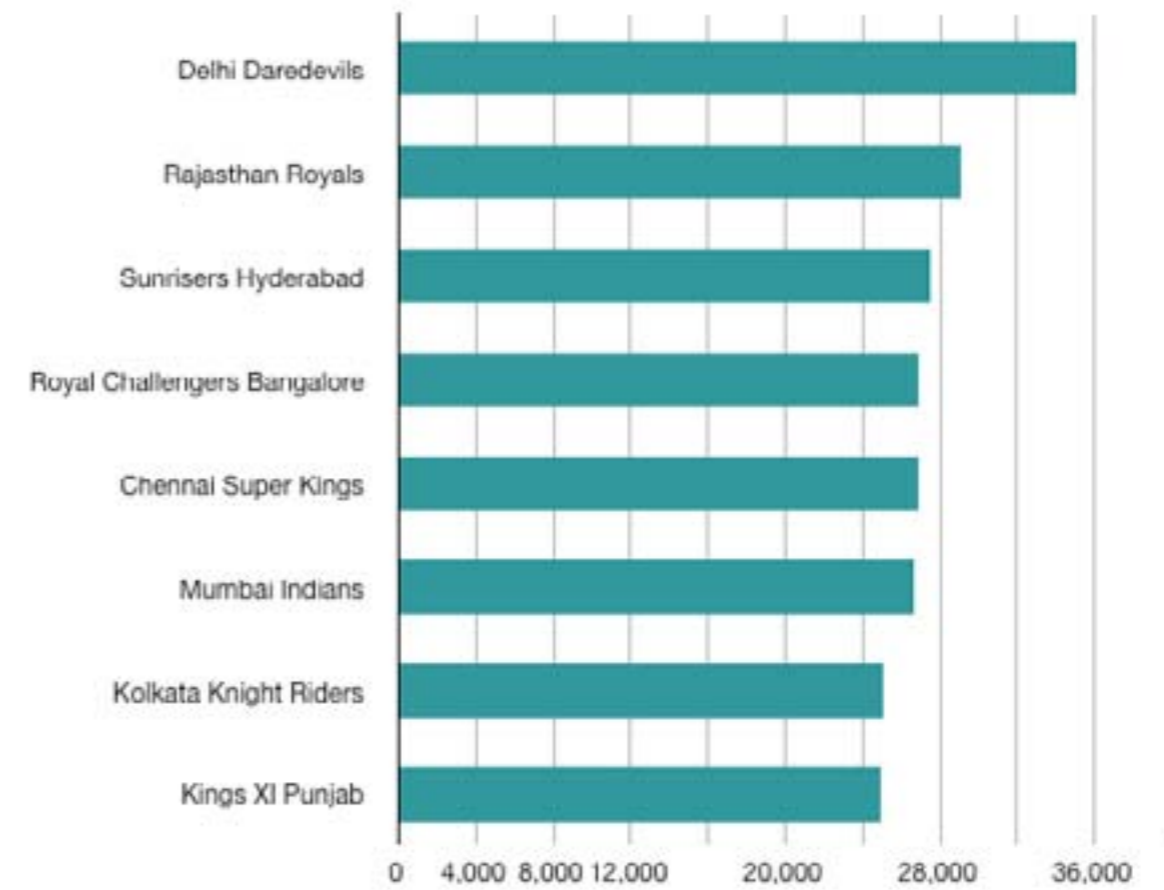
Average first-team pay, IPL, 2014 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Royal Challengers Bangalore	4,503,571	2,626,933
2	Chennai Super Kings	4,474,321	2,609,871
3	Mumbai Indians	4,470,607	2,607,705
4	Sunrisers Hyderabad	4,378,679	2,554,083
5	Kolkata Knight Riders	4,362,429	2,544,605
6	Delhi Daredevils	4,341,536	2,532,418
7	Rajasthan Royals	4,075,500	2,377,239
8	Kings XI Punjab	4,039,750	2,356,386



Average home attendance by team, IPL, 2014

ATT RANK	TEAM	AV ATT
1	Delhi Daredevils	35,143
2	Rajasthan Royals	29,095
3	Sunrisers Hyderabad	27,571
4	Chennai Super Kings	27,000
5	Royal Challengers Bangalore	27,000
6	Mumbai Indians	26,714
7	Kolkata Knight Riders	25,143
8	Kings XI Punjab	25,000



MLB: Analysis

Major League Baseball



Ask anyone outside of the USA to name a baseball team and there is a strong possibility that if they know one, it will be the New York Yankees, one-time employer of some of the sport's legendary stars. Babe Ruth, Lou Gehrig, Joe Di Maggio and key others have transcended the Yanks, baseball and even sport, per se.

The Yankees remain monsters of the game, crushing their rivals in both title success and popularity – with 27 World Series wins to their name (closest challengers 11), and more global fans than any other team by a mile; almost twice as many as their nearest rivals and three times as many as the team after that. The Yanks are the only baseball team among the 25 'Super Clubs' in the concluding essay of this report. (Cue debate).

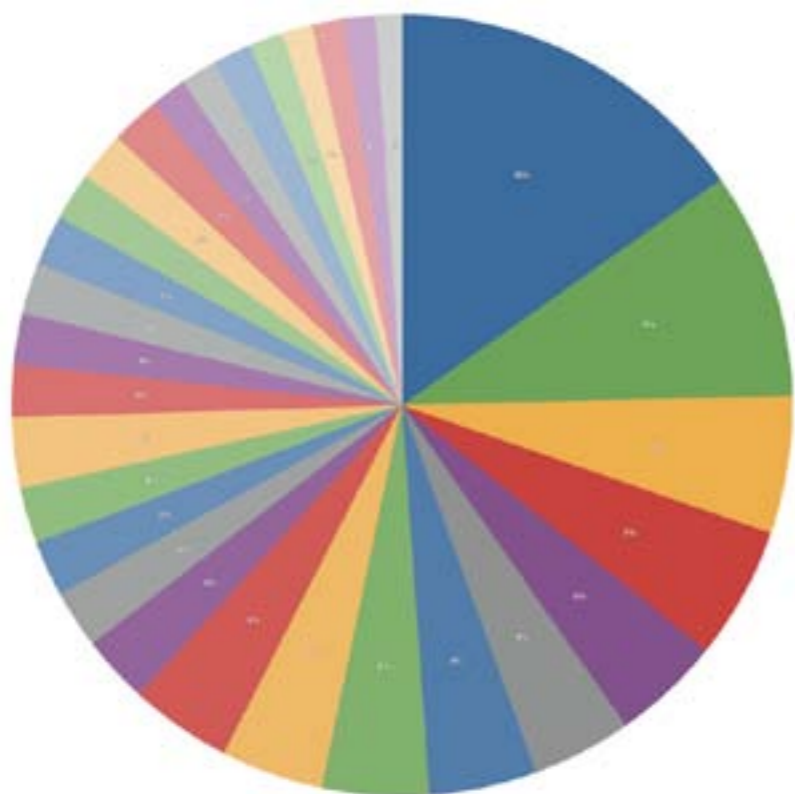
In the first edition of the GSSS in 2010 they were also the world's best paid team but have been usurped now by the LA Dodgers, and trail both the Dodgers and the St Louis Cardinals in attendance. However, the near-ubiquity of Yankees caps around the world tells its own story.

With money comes the desire for more money and it is fascinating to see how the cash behind baseball is making its presence known elsewhere in global sport, notably soccer. FSG, the John W Henry vehicle behind the Boston Red Sox, now owns Liverpool in the English Premier League while the owners of the Yankees hold a slice of Manchester City's MLS sister side, New York City FC. Tom Ricketts, the man behind the Chicago Cubs, even owns Derby County in the English

Championship – though it's tempting to wonder if Mr Ricketts was informed Derby left the Baseball Ground for Pride Park in 1997.

Does this drive for expansion into other sports paint a depressing picture for baseball as a whole? No. MLB teams together sold almost 74 million tickets in 2014. The seven best-attended MLB seasons of all time have been since 2006. Wages, like some players, are at an all-time high, averaging more than \$4m per player per year now. And if there is a disparity between the best paid and worse, then 12 different World Series contestants in 10 years and six different winners shows a degree of competitive balance.

Proportional share of total MLB social media audience by team



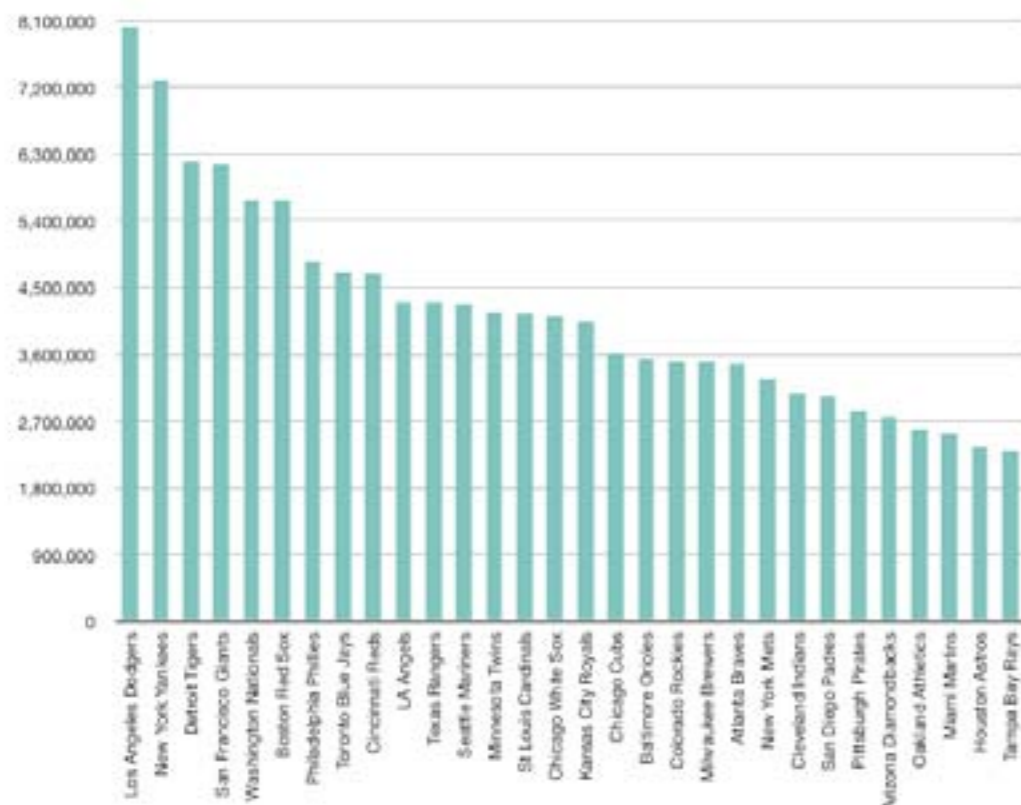
Success breeds popularity? Social media in the context of all-time World Series wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL MLB SOCIAL	WSW*
New York Yankees	1	8,222,695	1	1,370	1	15	27
Boston Red Sox	2	4,933,555	2	1,001	2	9	8
San Francisco Giants	3	2,815,381	4	773	3	6	8
Los Angeles Dodgers	4	2,754,776	6	699	4	5	6
Detroit Tigers	6	2,199,277	7	640	5	5	4
Philadelphia Phillies	10	1,655,660	3	959	6	4	2
St Louis Cardinals	7	2,192,946	9	616	7	4	11
Chicago Cubs	5	2,292,033	11	498	8	4	2
Atlanta Braves	9	2,041,510	8	630	9	4	3
Texas Rangers	8	2,140,701	10	517	10	4	0
Toronto Blue Jays	16	1,077,897	5	700	11	3	2
Cincinnati Reds	13	1,121,579	12	399	12	2	5
New York Mets	14	1,119,207	15	336	13	2	2
LA Angels	12	1,168,686	18	284	14	2	1
Chicago White Sox	11	1,560,197	20	279	15	3	3
Minnesota Twins	15	1,085,325	19	284	16	2	3
Baltimore Orioles	18	1,015,786	16	326	17	2	3
Cleveland Indians	17	1,019,783	17	305	18	2	2
Pittsburgh Pirates	21	972,694	14	342	19	2	5
Kansas City Royals	22	906,994	13	346	20	2	1
Seattle Mariners	19	1,010,793	21	274	21	2	0
Milwaukee Brewers	20	998,122	22	266	22	2	0
Oakland Athletics	25	715,676	24	248	23	2	9
Houston Astros	24	741,186	26	206	24	2	0
Colorado Rockies	23	816,803	28	185	25	2	0
Tampa Bay Rays	26	663,170	25	231	26	1	0
Washington Nationals	30	527,150	23	258	27	1	0
Arizona Diamondbacks	28	630,959	27	192	28	1	1
San Diego Padres	27	661,573	29	172	29	1	0
Miami Marlins	29	530,726	30	153	30	1	2

Social media numbers at 14 April 2015
 * SR = Social Rank, WSW = World Series wins

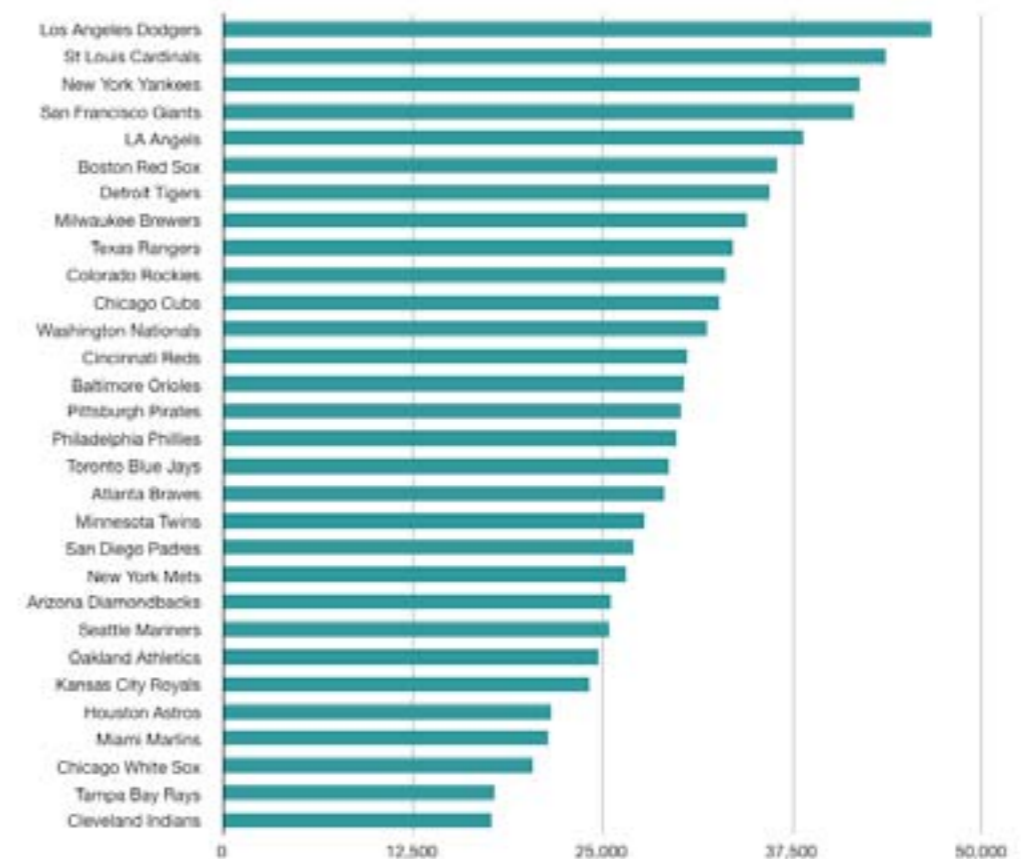
Average first-team pay, MLB, 2015 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Los Angeles Dodgers	8,023,207	4,679,937
2	New York Yankees	7,309,407	4,263,577
3	Detroit Tigers	6,207,634	3,620,913
4	San Francisco Giants	6,166,861	3,597,130
5	Washington Nationals	5,686,914	3,317,177
6	Boston Red Sox	5,679,006	3,312,564
7	Philadelphia Phillies	4,850,982	2,829,578
8	Toronto Blue Jays	4,711,792	2,748,388
9	Cincinnati Reds	4,687,883	2,734,442
10	LA Angels	4,312,374	2,515,408
11	Texas Rangers	4,307,299	2,512,448
12	Seattle Mariners	4,278,502	2,495,650
13	Minnesota Twins	4,190,192	2,444,139
14	St Louis Cardinals	4,167,912	2,431,143
15	Chicago White Sox	4,115,667	2,400,669
16	Kansas City Royals	4,057,809	2,366,920
17	Chicago Cubs	3,606,269	2,103,537
18	Baltimore Orioles	3,553,100	2,072,523
19	Colorado Rockies	3,517,453	2,051,730
20	Milwaukee Brewers	3,500,085	2,041,599
21	Atlanta Braves	3,484,949	2,032,771
22	New York Mets	3,271,266	1,908,129
23	Cleveland Indians	3,074,685	1,793,464
24	San Diego Padres	3,050,785	1,779,523
25	Pittsburgh Pirates	2,847,694	1,661,060
26	Arizona Diamondbacks	2,773,298	1,617,665
27	Oakland Athletics	2,608,687	1,521,647
28	Miami Marlins	2,536,259	1,479,400
29	Houston Astros	2,363,670	1,378,729
30	Tampa Bay Rays	2,304,900	1,344,448



Average home attendance by team, MLB, 2014

ATT RANK	TEAM	AV ATT
1	Los Angeles Dodgers	46,696
2	St Louis Cardinals	43,712
3	New York Yankees	41,995
4	San Francisco Giants	41,589
5	LA Angels	38,221
6	Boston Red Sox	36,495
7	Detroit Tigers	36,015
8	Milwaukee Brewers	34,536
9	Texas Rangers	33,565
10	Colorado Rockies	33,090
11	Chicago Cubs	32,742
12	Washington Nationals	31,844
13	Cincinnati Reds	30,576
14	Baltimore Orioles	30,426
15	Pittsburgh Pirates	30,155
16	Philadelphia Phillies	29,924
17	Toronto Blue Jays	29,327
18	Atlanta Braves	29,065
19	Minnesota Twins	27,785
20	San Diego Padres	27,103
21	New York Mets	26,528
22	Arizona Diamondbacks	25,602
23	Seattle Mariners	25,486
24	Oakland Athletics	24,736
25	Kansas City Royals	24,154
26	Houston Astros	21,628
27	Miami Marlins	21,386
28	Chicago White Sox	20,381
29	Tampa Bay Rays	17,858
30	Cleveland Indians	17,746



EPL: Analysis

English Premier League



The Premier League is dominated in many ways – in terms of money, success, attendance and global popularity – by five big beasts. In the red corner are the three most successful clubs measured by all-time English top-division titles since 1888: Manchester United (20 titles), Liverpool (18) and Arsenal (13), while in the blue corner are the nouveau riche pairing of Chelsea (picking up a fifth title in 2015) and Manchester City (four).

Modern success will always trump sepia success in this internet age of worldwide fanbases and Facebook/Twitter followings and the social media carve-up in the EPL, depicted below, shows at a glance how the

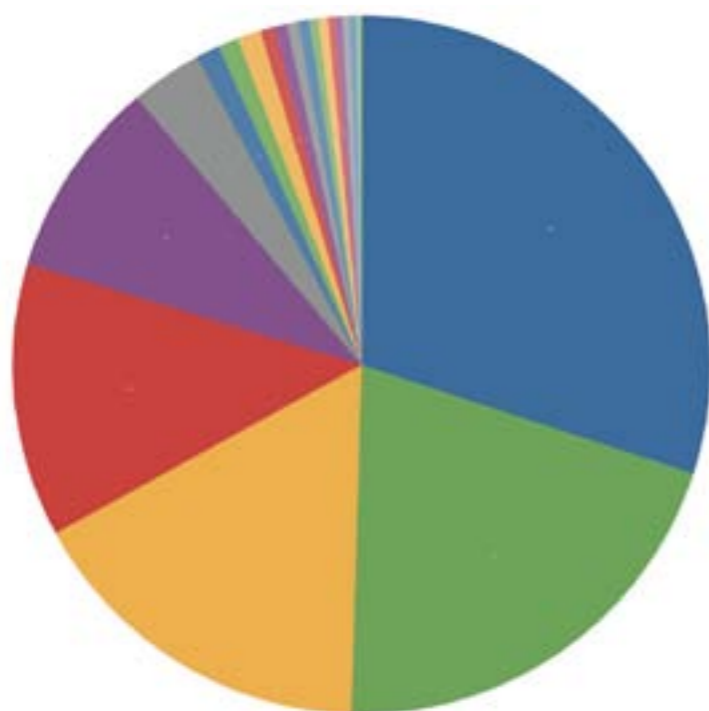
contemporary five giants lay claim to the lion's share of the division's global popularity. United are way out in front ahead of Chelsea, Arsenal, Liverpool and City before a drop-off to Tottenham in sixth.

Everton (nine titles), Aston Villa (seven) and Sunderland (six) have gone too many decades without that ultimate triumph to keep them in contention in this regard. They also lag behind in financial terms.

Sportingintelligence.com regularly explores the relationship between wage spending and success in the Premier League, one example being the piece [linked here](#) on QPR's relegation in 2012-13.

The five giants are the five richest clubs. They have the biggest wage bills, generally because they have the best players. That in turn means they dominate the title race between them, now and for the best part of the last two decades. In fact you have to go back 18 years, to 1996-97, to find a season when any team aside from those five finished in the top two places in England. That was Newcastle, finishing second. And it's 20 years since any other team won the title: Blackburn in 1995.

Proportional share of total EPL social media audience by team



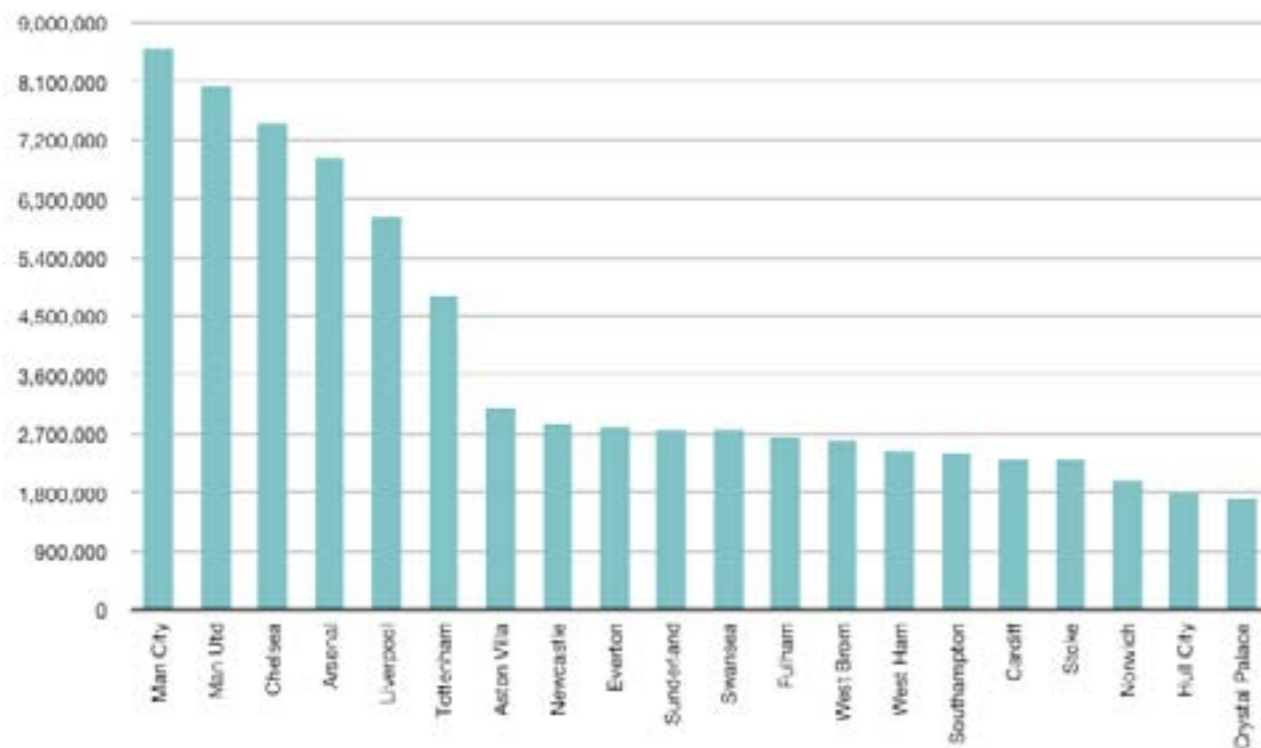
Success breeds popularity? Social media in the context of all-time English title wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL EPL SOCIAL	ETW*
Man Utd	1	63,864,353	3	4,810	1	30	20
Chelsea	2	41,268,539	2	5,450	2	20	5
Arsenal	3	32,109,671	1	5,640	3	17	13
Liverpool	4	24,823,131	4	4,180	4	13	18
Man City	5	18,612,259	5	2,410	5	9	4
Tottenham	6	6,475,121	6	1,080	6	3	2
Everton	8	1,957,720	8	543	7	1	9
Newcastle	9	1,581,093	7	573	8	1	4
Aston Villa	7	2,063,950	10	415	9	1	7
West Ham	10	1,080,622	9	425	10	1	0
Southampton	11	968,876	11	363	11	1	0
Swansea	13	868,502	12	337	12	1	0
Sunderland	14	819,819	13	337	13	1	6
Fulham	15	685,017	15	256	14	0.4	0
Hull City	12	890,687	19	188	15	0.5	0
Stoke	18	482,370	14	295	16	0.3	0
Norwich	17	498,734	17	234	17	0.3	0
Crystal Palace	16	527,542	18	199	18	0.3	0
West Brom	19	456,864	16	241	19	0.3	1
Cardiff	20	435,456	20	149	20	0.3	0

Social media numbers at 14 April 2015
* SR = Social Rank, ETW = English title wins

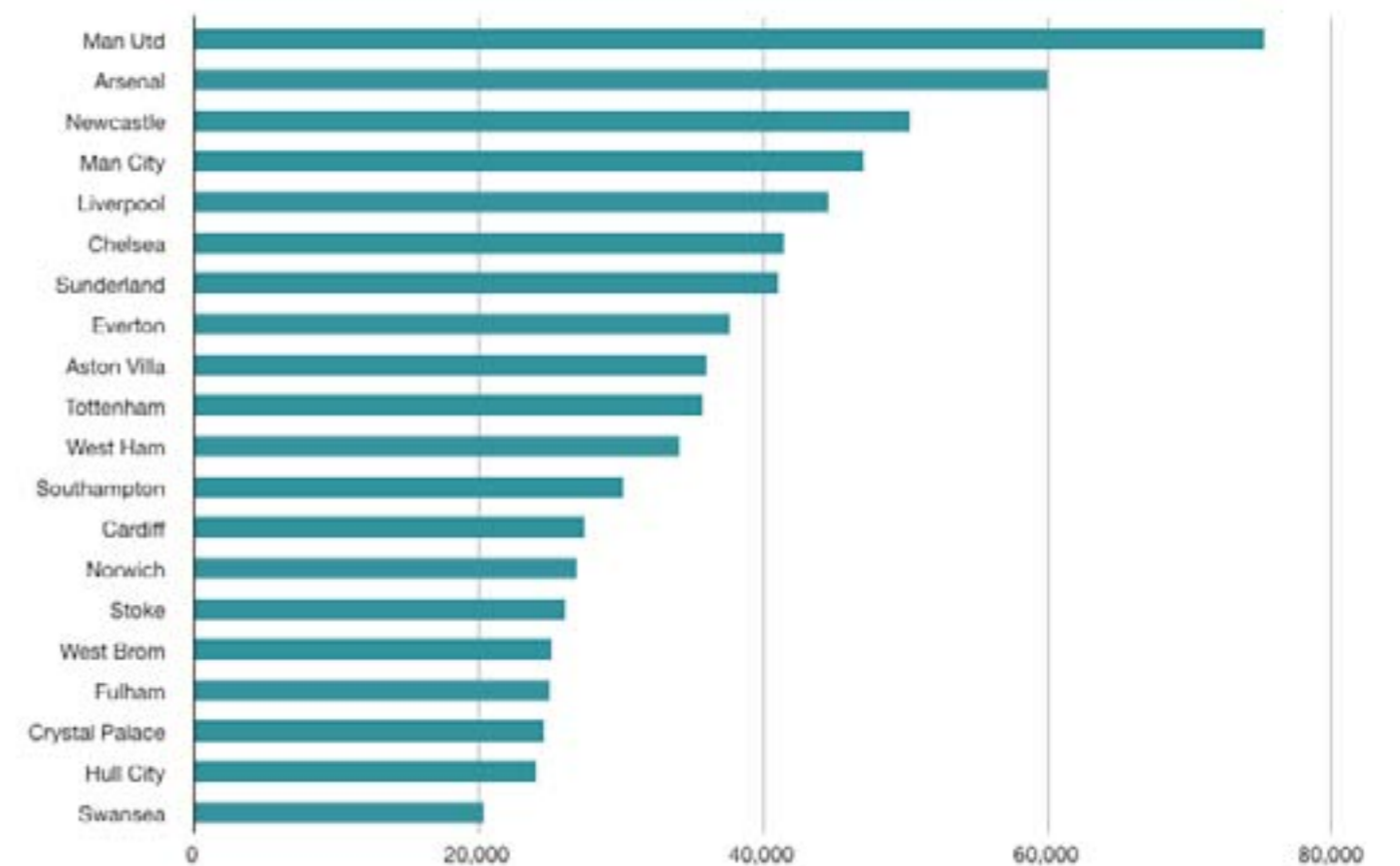
Average first-team pay, EPL, at summer 2014

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Man City	8,597,844	5,015,122
2	Man Utd	8,022,247	4,679,377
3	Chelsea	7,462,809	4,353,057
4	Arsenal	6,950,225	4,054,066
5	Liverpool	6,016,263	3,509,286
6	Tottenham	4,820,808	2,811,978
7	Aston Villa	3,103,695	1,810,386
8	Newcastle	2,872,633	1,675,607
9	Everton	2,803,469	1,635,264
10	Sunderland	2,770,552	1,616,063
11	Swansea	2,764,936	1,612,787
12	Fulham	2,653,159	1,547,588
13	West Brom	2,617,293	1,526,667
14	West Ham	2,442,135	1,424,498
15	Southampton	2,414,279	1,408,249
16	Cardiff	2,312,754	1,349,029
17	Stoke	2,312,353	1,348,796
18	Norwich	1,988,418	1,159,844
19	Hull City	1,802,146	1,051,192
20	Crystal Palace	1,712,038	998,632



Average home attendance by team, EPL, 2013-14

ATT RANK	TEAM	AV ATT
1	Man Utd	75,206
2	Arsenal	60,013
3	Newcastle	50,395
4	Man City	47,103
5	Liverpool	44,671
6	Chelsea	41,482
7	Sunderland	41,090
8	Everton	37,732
9	Aston Villa	36,081
10	Tottenham	35,808
11	West Ham	34,197
12	Southampton	30,212
13	Cardiff	27,430
14	Norwich	26,916
15	Stoke	26,137
16	West Brom	25,194
17	Fulham	25,062
18	Crystal Palace	24,637
19	Hull City	24,117
20	Swansea	20,407



NHL: Analysis

National Hockey League



For a sport where players are often to be found tearing off their body armour and whaling the tar out of each other, NHL is remarkably equitable. A brief glance at the pay scale of the sport reveals there is not a huge difference between the New York Rangers at the top of the pile and the Calgary Flames at the bottom. The ratio is \$1.64 to \$1 per man on average from the highest to lowest paid across 30 teams. The relative equality holds true in the social media sphere too – admittedly the Chicago Blackhawks are the big beasts of the league with more than 2.5m Facebook followers but popularity is spread around and even some teams yet to heft the gargantuan Stanley Cup - more tower block than trophy - have decent levels of fans.

Attendances are uniformly below 22,000, although that in large part is due to the nature of the game and relatively small playing arenas - so this across-the-board interest must go beyond the regular spectators. And it is perhaps the sheer spectacle of the sport itself that plays a major role in this even spread of popularity. The speed, and controlled violence, of the game make it a perfect television sport but also fertile ground for cinema where films like *The Mighty Ducks*, *The Goon* and the peerless *Slap Shot* must have had an impact on its global reach.

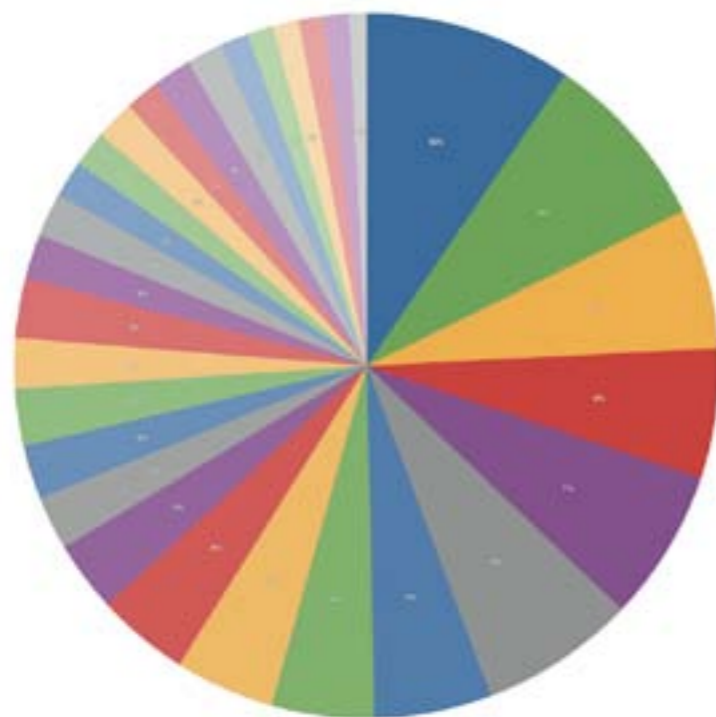
Then there are the shirts. Baggy, boldly emblazoned with the badge of the chosen team and aching exotic to the non-North American eye – lifelong allegiance can be bought for little

more than a catchy team name and a picture of a winged wheel.

It would also be wrong to discount the out-of-proportion popularity of NHL video games when considering the broad spread of team affection. Where NFL games are all but impenetrable to the untrained player, NHL on console is fast, brutal and compelling.

While 52 per cent of all NHL players are of Canadian extraction, the appreciation and consumption of the sport is global and could well have been driven by forces well beyond the scope of the mere contest.

Proportional share of total NHL social media audience by team



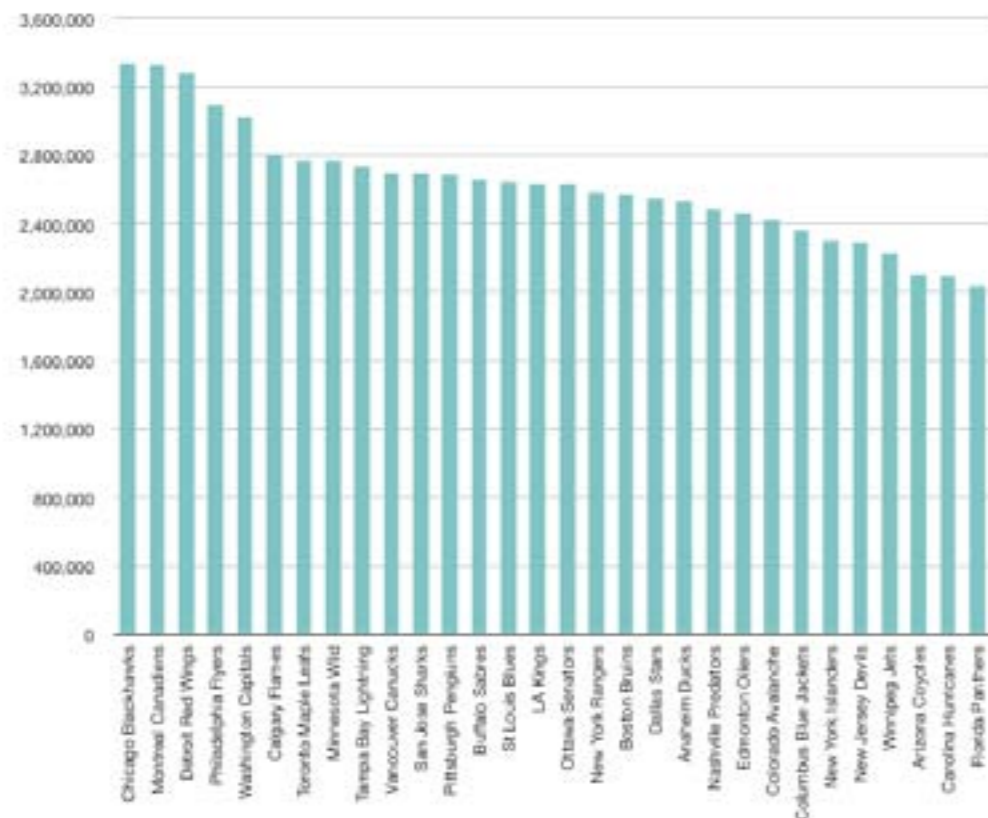
Success breeds popularity? Social media in the context of all-time Stanley Cup wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL NHL SOCIAL	SCW*
Chicago Blackhawks	1	2,549,504	2	821	1	10	5
Boston Bruins	2	2,167,736	4	737	2	8	6
Montreal Canadiens	5	1,518,599	3	759	3	6	24
Toronto Maple Leafs	7	1,253,939	1	854	4	6	13
Pittsburgh Penguins	4	1,825,393	5	643	5	7	3
Detroit Red Wings	3	1,942,802	7	581	6	7	11
New York Rangers	6	1,432,780	9	472	7	5	4
Vancouver Canucks	9	1,041,412	6	622	8	5	0
Philadelphia Flyers	8	1,153,782	10	460	9	5	2
LA Kings	10	917,983	8	579	10	4	2
San Jose Sharks	11	868,825	15	284	11	3	0
St Louis Blues	14	567,669	13	306	12	2	0
Minnesota Wild	15	546,616	12	325	13	2	0
Washington Capitals	13	642,532	16	284	14	3	0
Edmonton Oilers	18	440,097	11	376	15	2	5
Colorado Avalanche	12	729,104	21	239	16	3	2
Buffalo Sabres	17	461,775	19	265	17	2	0
New Jersey Devils	16	464,599	20	240	18	2	3
Calgary Flames	23	305,082	14	295	19	2	1
Winnipeg Jets	22	310,989	17	270	20	2	0
Dallas Stars	20	398,578	22	236	21	2	1
Ottawa Senators	24	279,185	18	267	22	2	0
Tampa Bay Lightning	19	418,809	24	219	23	2	1
Anaheim Ducks	21	359,474	25	219	24	2	1
Columbus Blue Jackets	27	240,189	23	224	25	1	0
New York Islanders	26	242,649	27	181	26	1	4
Arizona Coyotes	25	270,118	29	154	27	1	0
Nashville Predators	29	220,546	26	194	28	1	0
Carolina Hurricanes	28	239,528	28	159	29	1	1
Florida Panthers	30	143,007	30	144	30	1	0

Social media numbers at 14 April 2015
 * SR = Social Rank, SCW = Stanley Cup wins

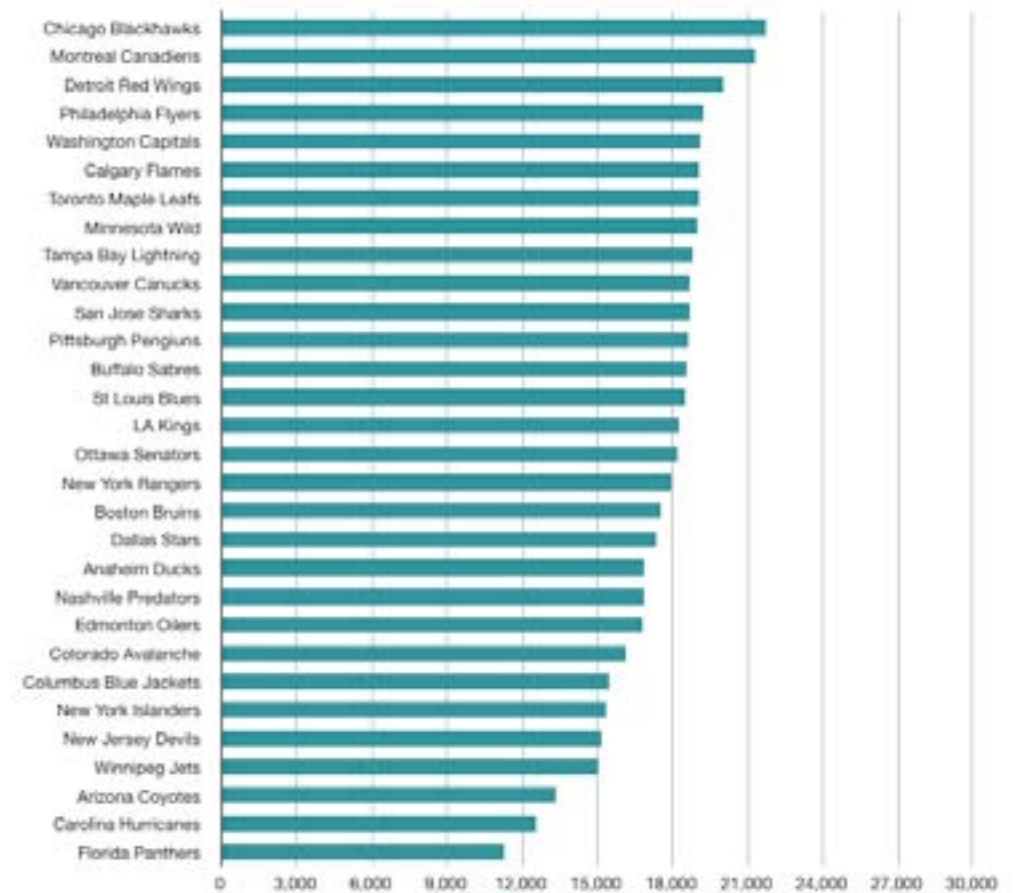
Average first-team pay, NHL, 2014-15 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	New York Rangers	3,337,739	1,946,903
2	Pittsburgh Penguins	3,332,955	1,944,112
3	Chicago Blackhawks	3,287,065	1,917,345
4	LA Kings	3,098,438	1,807,319
5	Toronto Maple Leafs	3,026,479	1,765,345
6	Philadelphia Flyers	2,811,759	1,640,099
7	Tampa Bay Lightning	2,775,677	1,619,052
8	Detroit Red Wings	2,774,712	1,618,489
9	Edmonton Oilers	2,737,700	1,596,900
10	St Louis Blues	2,698,700	1,574,152
11	Minnesota Wild	2,698,320	1,573,930
12	Washington Capitals	2,697,407	1,573,398
13	Winnipeg Jets	2,656,522	1,549,549
14	Nashville Predators	2,650,104	1,545,806
15	Vancouver Canucks	2,637,700	1,538,570
16	Boston Bruins	2,635,865	1,537,500
17	Buffalo Sabres	2,588,573	1,509,915
18	San Jose Sharks	2,577,500	1,503,456
19	Florida Panthers	2,549,244	1,486,974
20	Carolina Hurricanes	2,530,600	1,476,099
21	Colorado Avalanche	2,490,000	1,452,417
22	Montreal Canadiens	2,467,900	1,439,526
23	Dallas Stars	2,424,904	1,414,446
24	New Jersey Devils	2,364,457	1,379,187
25	Ottawa Senators	2,302,917	1,343,291
26	Arizona Coyotes	2,297,188	1,339,949
27	New York Islanders	2,231,292	1,301,512
28	Anaheim Ducks	2,106,767	1,228,877
29	Columbus Blue Jackets	2,104,569	1,227,595
30	Calgary Flames	2,035,345	1,187,217



Average home attendance by team, NHL, 2014-15

ATT RANK	TEAM	AV ATT
1	Chicago Blackhawks	21,769
2	Montreal Canadiens	21,287
3	Detroit Red Wings	20,027
4	Philadelphia Flyers	19,271
5	Washington Capitals	19,099
6	Calgary Flames	19,097
7	Toronto Maple Leafs	19,063
8	Minnesota Wild	19,023
9	Tampa Bay Lightning	18,823
10	Vancouver Canucks	18,711
11	San Jose Sharks	18,708
12	Pittsburgh Penguins	18,618
13	Buffalo Sabres	18,581
14	St Louis Blues	18,545
15	LA Kings	18,266
16	Ottawa Senators	18,247
17	New York Rangers	18,006
18	Boston Bruins	17,565
19	Dallas Stars	17,350
20	Anaheim Ducks	16,874
21	Nashville Predators	16,854
22	Edmonton Oilers	16,839
23	Colorado Avalanche	16,177
24	Columbus Blue Jackets	15,512
25	New York Islanders	15,335
26	New Jersey Devils	15,190
27	Winnipeg Jets	15,038
28	Arizona Coyotes	13,345
29	Carolina Hurricanes	12,595
30	Florida Panthers	11,265



Bundesliga: Analysis

Bundesliga



The Bundesliga is as close as Europe's 'Big 5' leagues gets to being a one-horse race because of Bayern Munich's sheer might, despite the determined challenge of Borussia Dortmund in recent years, the 2014-15 season aside. Bayern dwarf their competitors in finances and profile - both in Germany and across the world. That dominance extends to the pitch and the only serious question these days is how early and not if Bayern will seal each title.

They have won 10 since 2000 and wrapped up the league in April again in some style this season. Indeed, star player Thomas Muller was recently moved to claim winning in training is often harder than in league games. Borussia Dortmund enjoy a healthy

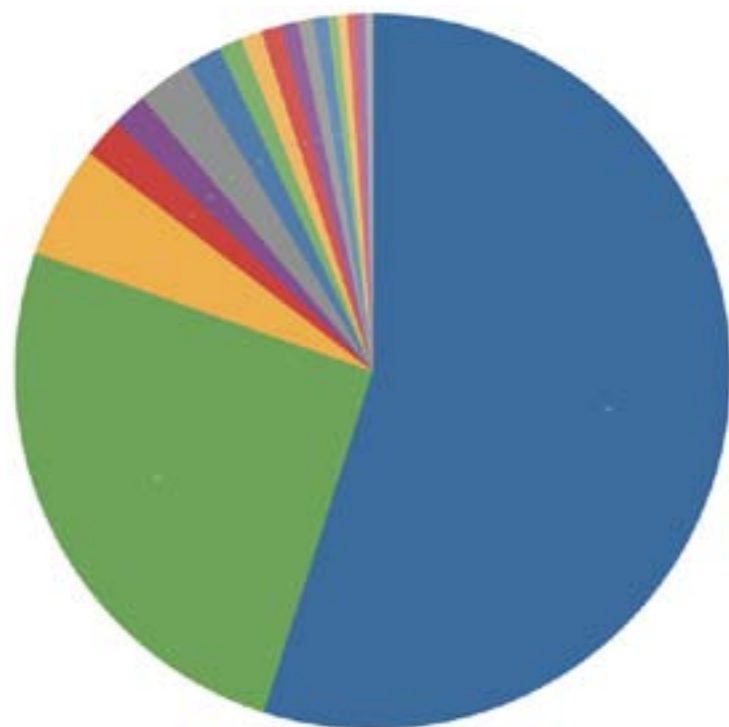
profile and often vie with the now relegated St Pauli as the hipster's German team of choice, but with Bayern paying nearly double the average wage of the 1997 Champions League winners, Dortmund struggle to keep their star players out of the clutches of their southern rivals. Dortmund can boast league-high attendances of 80,000 per game at their Westfalenstadion, but the 71,000 who regularly make the trip to Munich's Allianz arena are content that Dortmund look doomed to be the bridesmaid at best for the foreseeable future.

Gelsenkirchen's Schalke complete the top three in terms of popularity, and cash; the big-spending side from the Ruhr valley are backed by

Gazprom and could yet represent the most realistic challenge to Bayern. The single-team dominance of the Bundesliga hasn't unduly dented the popularity of the league, for fans not just at home, or for some leading players and coaches. Yet.

But there is a marked drop-off in wage spend and popularity after Schalke. There are many strengths to Germany's model, but maybe not strength in depth. Bayern Munich's financial dominance in Germany and star-studded first team has assured them a place at the top table in world football, but the jury is out on the value to the Bundesliga as a whole.

Proportional share of total Bundesliga social media audience by team



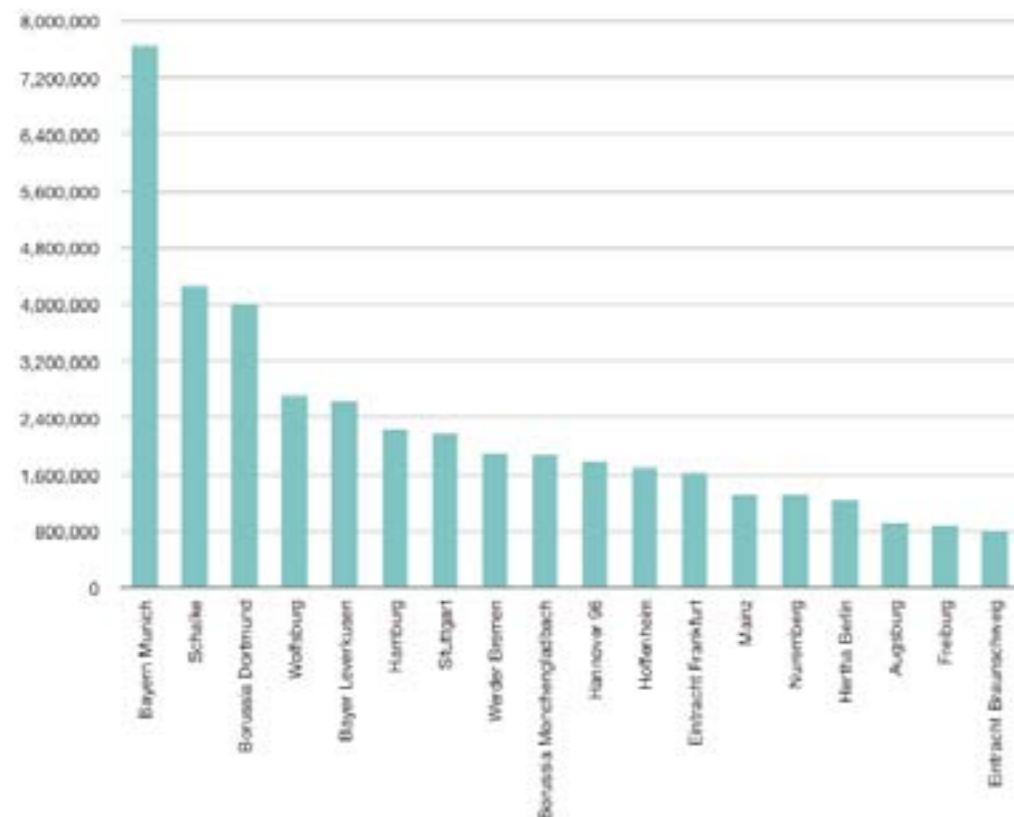
Success breeds popularity? Social media in the context of all-time Bundesliga wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL B SOCIAL	BW*
Bayern Munich	1	28,149,520	1	2,020	1	55	25
Borussia Dortmund	2	12,407,771	2	1,570	2	25	8
Schalke	3	2,495,975	3	278	3	5	7
Werder Bremen	5	822,215	5	165	4	2	4
Hamburg	7	705,746	4	188	5	2	6
Bayer Leverkusen	4	1,247,634	8	121	6	2	0
Borussia Monchengladbach	6	732,380	6	133	7	2	5
Stuttgart	8	453,487	7	130	8	1.1	5
Wolfsburg	9	413,296	11	104	9	0.9	1
Eintracht Frankfurt	10	398,897	10	107	10	0.9	1
Hannover 96	11	307,982	9	111	11	0.8	2
Nuremberg	12	297,087	12	97	12	0.7	9
Hertha Berlin	13	257,224	13	83	13	0.6	2
Freiburg	15	174,269	14	73	14	0.4	0
Augsburg	14	176,749	16	65	15	0.4	0
Mainz	17	151,675	15	68	16	0.4	0
Hoffenheim	16	162,899	17	65	17	0.4	0
Eintracht Braunschweig	18	138,326	18	45	18	0.3	1

Social media numbers at 14 April 2015
* SR = Social Rank, BW = Bundesliga wins

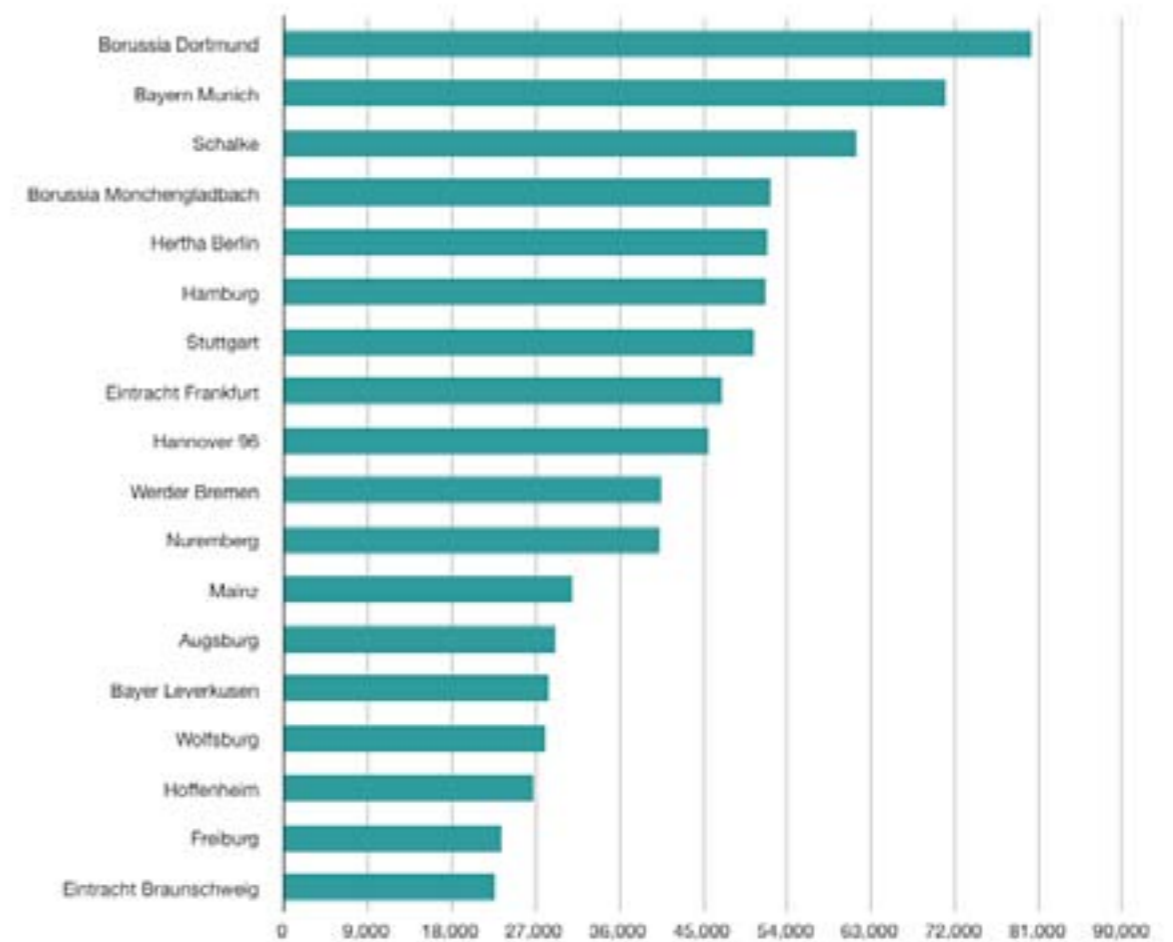
Average first-team pay, Bundesliga, at summer 2014

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Bayern Munich	7,660,968	4,468,643
2	Schalke	4,268,254	2,489,672
3	Borussia Dortmund	4,019,926	2,344,823
4	Wolfsburg	2,736,060	1,595,944
5	Bayer Leverkusen	2,626,618	1,532,106
6	Hamburg	2,243,569	1,308,674
7	Stuttgart	2,188,848	1,276,755
8	Werder Bremen	1,915,242	1,117,161
9	Borussia Monchengladbach	1,887,881	1,101,201
10	Hannover 96	1,805,800	1,053,323
11	Hoffenheim	1,696,357	989,485
12	Eintracht Frankfurt	1,641,636	957,566
14	Nuremberg	1,313,309	766,053
13	Mainz	1,313,309	766,053
15	Hertha Berlin	1,258,588	734,134
16	Augsburg	930,260	542,621
17	Freiburg	881,011	513,894
18	Eintracht Braunschweig	820,818	478,783



Average home attendance by team, Bundesliga, 2013-14

ATT RANK	TEAM	AV ATT
1	Borussia Dortmund	80,297
2	Bayern Munich	71,000
3	Schalke	61,569
4	Borussia Monchengladbach	52,239
5	Hertha Berlin	51,889
6	Hamburg	51,825
7	Stuttgart	50,498
8	Eintracht Frankfurt	47,053
9	Hannover 96	45,635
10	Werder Bremen	40,657
11	Nuremberg	40,412
12	Mainz	30,984
13	Augsburg	29,295
14	Bayer Leverkusen	28,452
15	Wolfsburg	28,103
16	Hoffenheim	26,907
17	Freiburg	23,394
18	Eintracht Braunschweig	22,799



NFL: Analysis

American Football



The Dallas Cowboys were given the nickname 'America's Team' in the late 1970s after five appearances and two victories in the nine Super Bowls between January 1971 and January 1979 led to the claim they were 'as familiar to the public as presidents and movie stars.'

Three more appearances in the early 1990s - all wins - took them to five Super Bowl titles, and in two key measurements of popularity, they appear to remain America's NFL favourites.

On social media they are far and away the most popular franchise, heading towards 10 million followers on the two biggest platforms alone, Facebook and Twitter, at the time of

writing. Their closest challengers are the New England Patriots, around 2m followers behind.

The Cowboys also lead the way in pulling power for live audiences, with more than 90,000 fans per home game in the most recently completed season, putting them more than 10,000 fans ahead per game of their next closest rivals in this regard, the New York Giants.

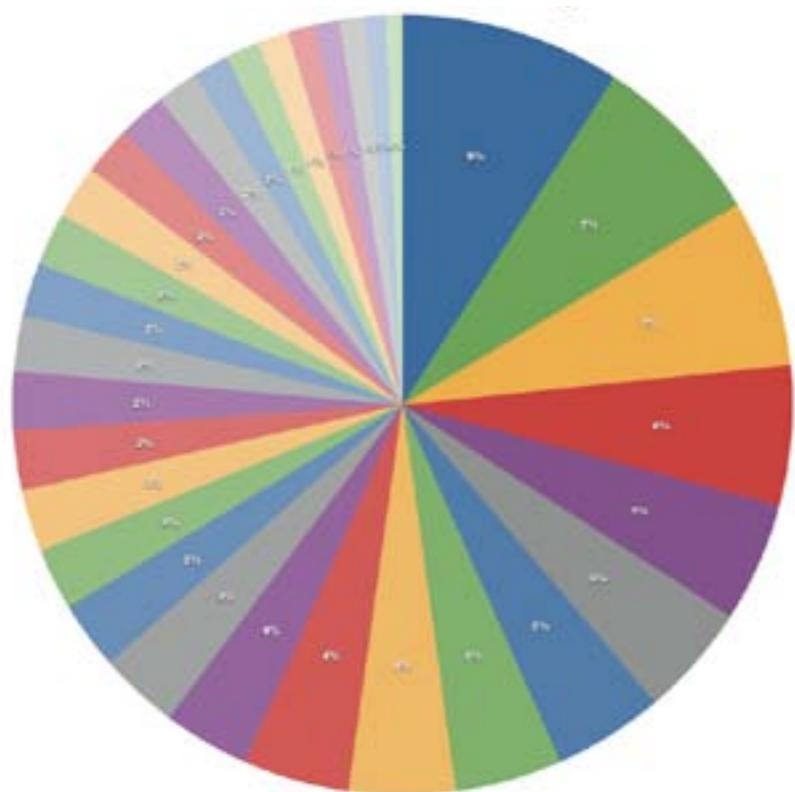
In asking which NFL teams are the 'biggest', there is a strong correlation between all-time Super Bowl wins and popularity as measured by social media. The six teams with four or more Super Bowl wins are all in the seven most popular teams (see opposite page for details).

Joining the Cowboys in this regard are the Patriots, Steelers, Packers, 49ers and Giants.

Money spent on salaries is not a key determinant in NFL success. As this report has noted in previous years, the average NFL wage distribution plotted against on-field achievement in any given season is perhaps best described as depicting 'the chaos of relative fairness'.

The salary cap and relatively small differential in pay between the highest-paid and lowest-paid teams is one reason. A draft system that strengthens the weak and a fixture schedule and play-off structure that introduces randomness also help.

Proportional share of total NFL social media audience by team



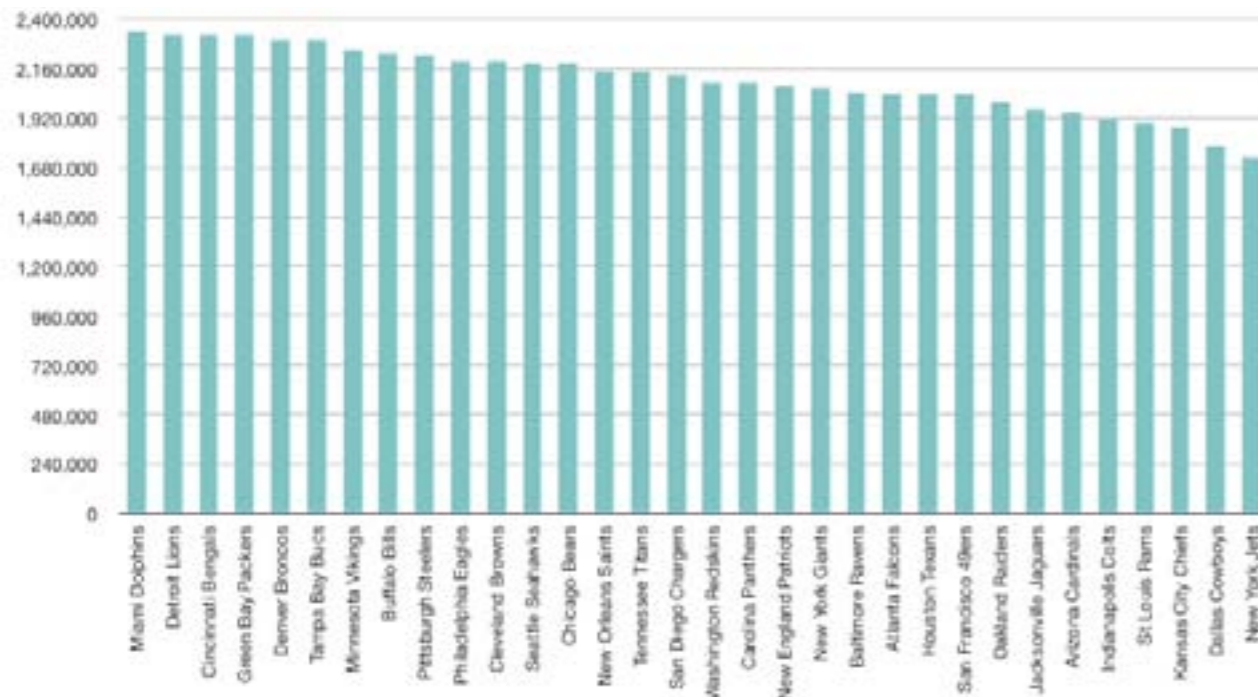
Success breeds popularity? Social media in the context of all-time Super Bowl wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL NFL SOCIAL	SBW*
Dallas Cowboys	1	7,966,700	2	1,210	1	9	5
New England Patriots	3	6,023,941	1	1,310	2	7	4
Pittsburgh Steelers	2	6,041,966	3	936	3	7	6
Green Bay Packers	4	4,892,292	4	935	4	6	4
San Francisco 49ers	5	4,073,548	5	904	5	5	5
Chicago Bears	6	3,987,452	9	710	6	5	1
New York Giants	9	3,718,602	7	749	7	4	4
Seattle Seahawks	10	3,518,922	6	901	8	4	1
Denver Broncos	8	3,729,844	10	709	9	4	2
New Orleans Saints	7	3,961,458	12	639	10	5	1
Philadelphia Eagles	11	2,897,795	11	706	11	4	0
New York Jets	17	1,826,521	8	748	12	3	1
Baltimore Ravens	13	2,239,541	13	579	13	3	2
Oakland Raiders	12	2,877,094	16	462	14	3	3
Houston Texans	16	1,931,571	14	561	15	2	0
Detroit Lions	20	1,796,101	15	520	16	2	0
Miami Dolphins	15	2,027,704	21	417	17	2	2
Minnesota Vikings	18	1,804,962	19	427	18	2	0
Atlanta Falcons	21	1,745,788	17	455	19	2	0
Indianapolis Colts	14	2,207,401	25	384	20	3	2
Washington Redskins	19	1,796,367	20	419	21	2	3
Carolina Panthers	23	1,576,029	18	438	22	2	0
San Diego Chargers	22	1,648,091	24	388	23	2	0
Kansas City Chiefs	24	1,328,767	23	392	24	2	1
Cleveland Browns	26	1,092,397	22	417	25	2	0
Cincinnati Bengals	27	1,066,827	27	346	26	1	0
Tampa Bay Bucs	28	845,986	28	248	27	1	1
Buffalo Bills	30	719,304	26	347	28	1	0
Arizona Cardinals	25	1,127,574	32	173	29	1	0
Tennessee Titans	29	821,045	29	246	30	1	0
St Louis Rams	31	620,339	30	242	31	1	1
Jacksonville Jaguars	32	508,085	31	189	32	1	0

Social media numbers at 14 April 2015
 * SR = Social Rank, SBW = Super Bowl Wins

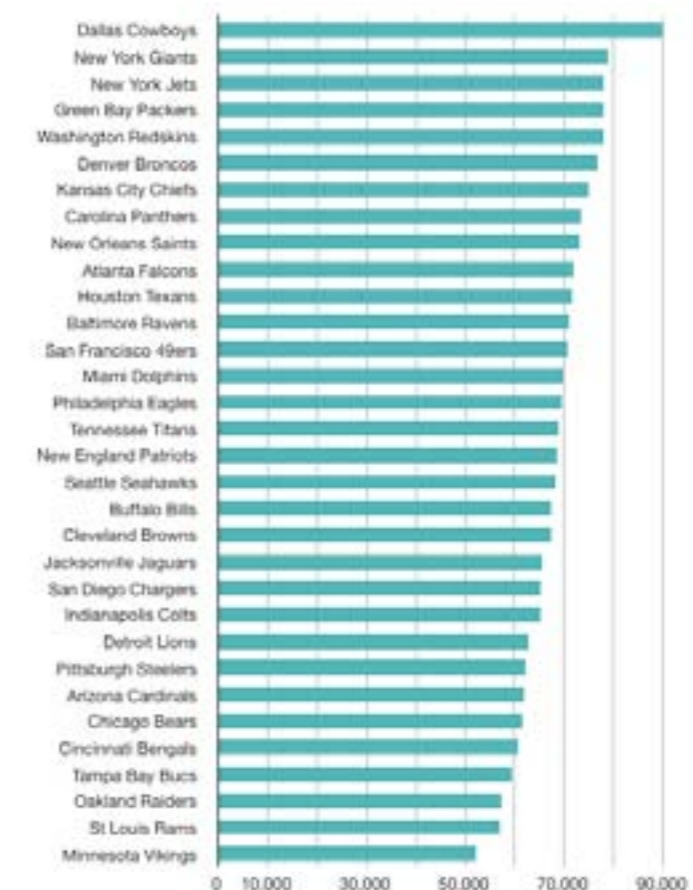
Average first-team pay, NFL, 2014-15 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Miami Dolphins	2,345,714	1,368,255
2	Detroit Lions	2,329,699	1,358,913
3	Cincinnati Bengals	2,326,410	1,356,995
4	Green Bay Packers	2,325,131	1,356,249
5	Denver Broncos	2,306,822	1,345,569
6	Tampa Bay Bucs	2,306,236	1,345,228
7	Minnesota Vikings	2,259,394	1,317,905
8	Buffalo Bills	2,239,299	1,306,183
9	Pittsburgh Steelers	2,233,807	1,302,980
10	Philadelphia Eagles	2,202,430	1,284,677
11	Cleveland Browns	2,195,571	1,280,676
12	Seattle Seahawks	2,194,201	1,279,878
13	Chicago Bears	2,189,154	1,276,934
14	New Orleans Saints	2,154,897	1,256,952
15	Tennessee Titans	2,153,578	1,256,182
16	San Diego Chargers	2,136,715	1,246,346
17	Washington Redskins	2,093,124	1,220,919
18	Carolina Panthers	2,091,879	1,220,193
19	New England Patriots	2,078,594	1,212,444
20	New York Giants	2,071,784	1,208,472
21	Baltimore Ravens	2,048,200	1,194,715
22	Atlanta Falcons	2,041,431	1,190,767
23	Houston Texans	2,037,991	1,188,760
24	San Francisco 49ers	2,036,648	1,187,977
25	Oakland Raiders	2,002,521	1,168,070
26	Jacksonville Jaguars	1,968,022	1,147,947
27	Arizona Cardinals	1,954,241	1,139,909
28	Indianapolis Colts	1,917,536	1,118,499
29	St Louis Rams	1,901,604	1,109,206
30	Kansas City Chiefs	1,881,386	1,097,412
31	Dallas Cowboys	1,792,288	1,045,441
32	New York Jets	1,733,599	1,011,208



Average home attendance by team, NFL, 2014-15

ATT RANK	TEAM	AV ATT
1	Dallas Cowboys	90,070
2	New York Giants	78,967
3	New York Jets	78,160
4	Green Bay Packers	78,139
5	Washington Redskins	77,964
6	Denver Broncos	76,940
7	Kansas City Chiefs	74,968
8	Carolina Panthers	73,608
9	New Orleans Saints	73,113
10	Atlanta Falcons	72,131
11	Houston Texans	71,767
12	Baltimore Ravens	71,044
13	San Francisco 49ers	70,774
14	Miami Dolphins	70,035
15	Philadelphia Eagles	69,596
16	Tennessee Titans	69,143
17	New England Patriots	68,756
18	Seattle Seahawks	68,412
19	Buffalo Bills	67,523
20	Cleveland Browns	67,425
21	Jacksonville Jaguars	65,542
22	San Diego Chargers	65,432
23	Indianapolis Colts	65,376
24	Detroit Lions	63,025
25	Pittsburgh Steelers	62,226
26	Arizona Cardinals	61,979
27	Chicago Bears	61,681
28	Cincinnati Bengals	60,704
29	Tampa Bay Bucs	59,659
30	Oakland Raiders	57,417
31	St Louis Rams	57,018
32	Minnesota Vikings	52,238



La Liga: Analysis

La Liga



The domination of La Liga by the twin behemoths of Real Madrid and Barcelona is startling to the outsider. They scoff the most money and titles by far, have amassed nine in 10 of all La Liga followers as acolytes and draw by far the biggest crowds. It's not La Liga that's popular globally it's two clubs, and that represents a status quo that until recently seemed unlikely to be threatened.

Only the recent flowering of Atletico Madrid and an earlier flurry from Valencia made any dent on their monopoly of success. It's little surprise when you throw in Barca and Real's ability to annex the planet's leading talent on an annual base that they share some 160 million Facebook likes and 30 million Twitter followers. That's just on their main feeds, with language variations on top.

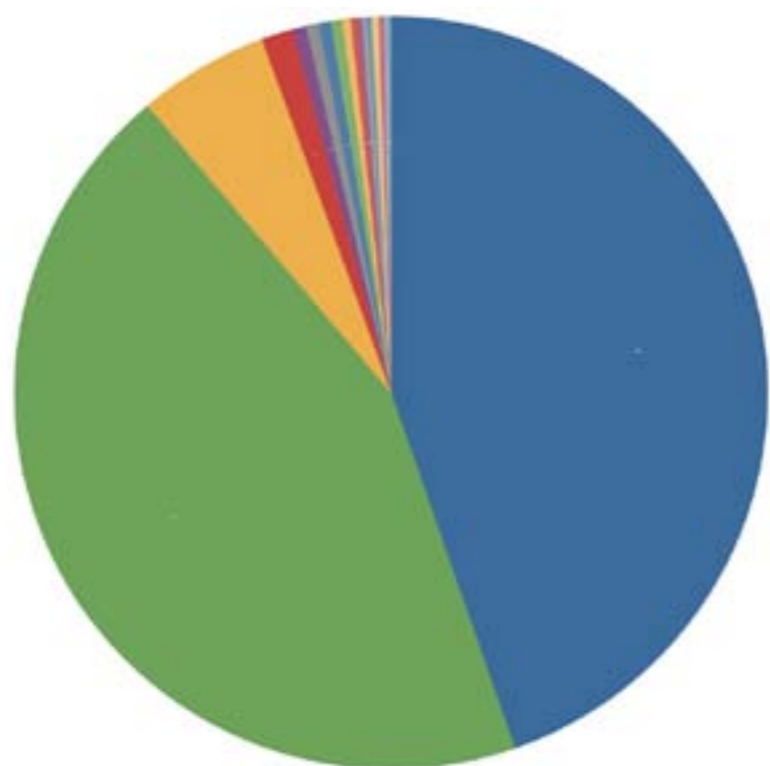
Perhaps more interesting is the contrast in their images: Barca the purist's choice and Real the well-oiled machine snapping up world stars with ruthless efficiency. Despite Barcelona's reputation as footballing aristocracy ('more than a club') it's worth noting that they generally match Real in the mammoth pay stakes and are rarely averse to relieving smaller teams of their top performers.

Atletico Madrid, shock winners of La Liga last season and close to Champions League triumph then too, have been cast as glorious underdogs and enjoy a high profile across social media. Though undoubtedly a selling club, their manager Diego Simeone has been rivalled in recent years only by Dortmund's Jurgen Klopp as the rising star eyed by Europe's biggest clubs.

Will Real and Barca's duopoly be broken any time soon? Maybe the proposed change in legislation that will stop them negotiating their own TV deals and giving them that huge cash advantage will help. Then Sevilla and Valencia as well as Atletico may make more of being 'best of the rest'; and who knows, Athletic Bilbao too. The Basque club boast reasonable attendances and a burgeoning social media following; it is tempting to suppose it's their 'cantera' policy of bringing through young Basque players and signing players from the region that makes them a relative powerhouse. Relative being the operative word in the shadow of two giants.

The restructuring of TV rights sales, when the full picture emerges, may not be as swift or 'fair' as advertised.

Proportional share of total La Liga social media audience by team



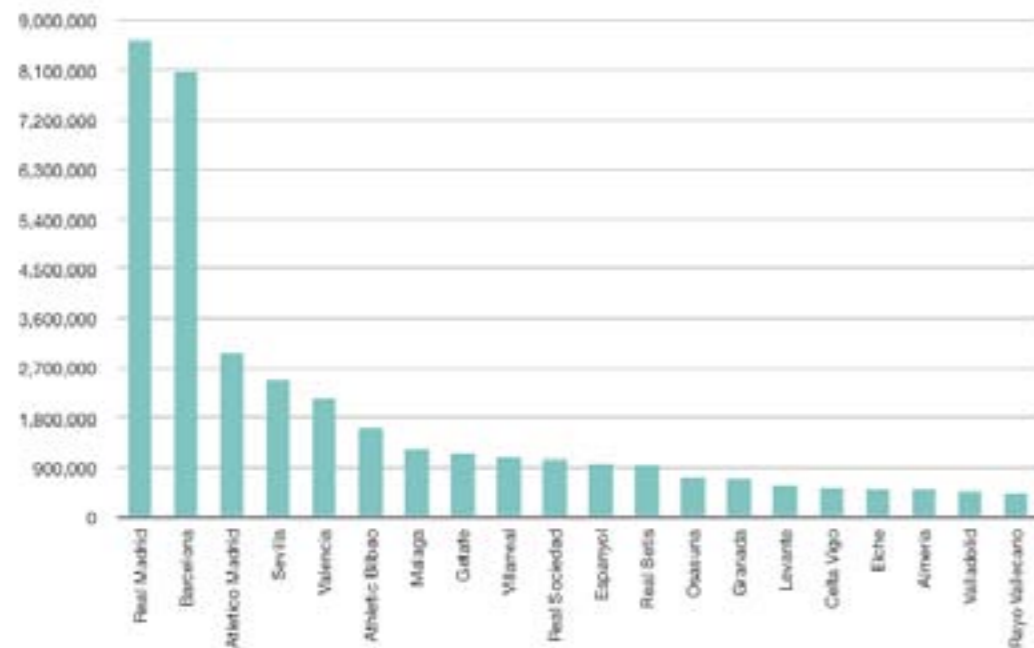
Success breeds popularity? Social media in the context of all-time La Liga wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL LL SOCIAL	LLW*
Barcelona	1	82,990,995	2	14,200	1	45	22
Real Madrid	2	80,577,708	1	15,500	2	44	32
Atletico Madrid	3	10,728,927	3	1,500	3	6	10
Valencia	4	2,394,652	4	522	4	1	6
Sevilla	6	870,353	5	429	5	1	1
Real Sociedad	5	895,120	8	307	6	1	2
Malaga	7	775,677	7	348	7	1	0
Athletic Bilbao	8	690,753	6	389	8	0.5	8
Real Betis	9	503,707	9	259	9	0.4	1
Villarreal	10	501,221	11	162	10	0.3	0
Celta Vigo	13	243,457	12	142	11	0.2	0
Espanyol	12	318,739	14	136	12	0.2	0
Granada	14	209,283	13	140	13	0.2	0
Rayo Vallecano	19	22,150	10	166	14	0.1	0
Almeria	11	425,141	19	98	15	0.2	0
Levante	16	173,819	15	130	16	0.1	0
Elche	15	189,571	18	103	17	0.1	0
Valladolid	18	160,877	16	118	18	0.1	0
Osasuna	17	161,600	17	115	19	0.1	0
Getafe	20	7,366	20	30	20	0.02	0

Social media numbers at 14 April 2015
 * SR = Social Rank, LLW = La Liga wins (to 2014)

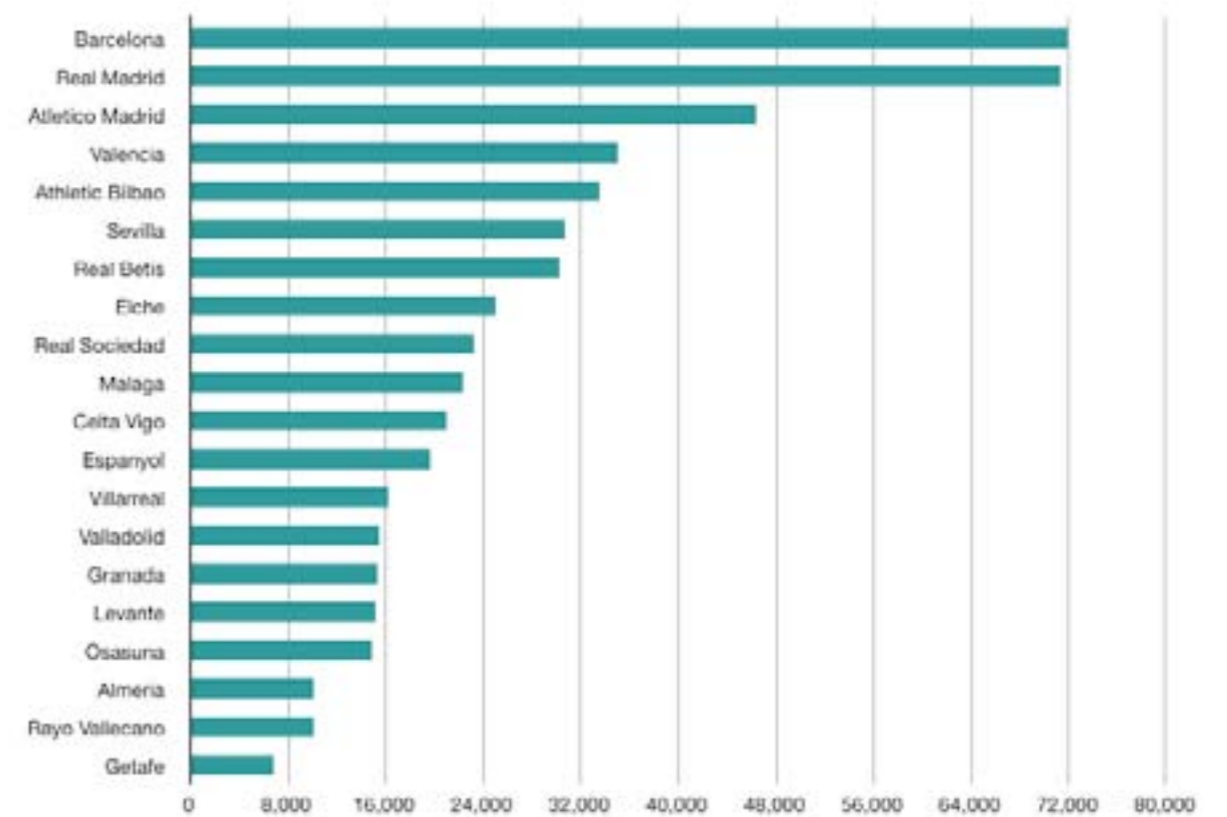
Average first-team pay, La Liga, at summer 2014

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Real Madrid	8,641,385	5,040,520
2	Barcelona	8,083,518	4,715,116
3	Atletico Madrid	2,995,904	1,747,511
4	Sevilla	2,504,332	1,460,777
5	Valencia	2,168,437	1,264,849
6	Athletic Bilbao	1,628,454	949,877
7	Malaga	1,247,643	727,750
8	Getafe	1,169,255	682,027
9	Villarreal	1,105,478	644,825
10	Real Sociedad	1,059,938	618,262
11	Espanyol	975,593	569,064
12	Real Betis	952,772	555,752
13	Osasuna	738,714	430,892
14	Granada	727,792	424,521
15	Levante	608,998	355,228
16	Celta Vigo	552,739	322,413
17	Elche	528,078	308,028
18	Almeria	510,220	297,612
19	Valladolid	493,859	288,068
20	Rayo Vallecano	454,263	264,971



Average home attendance by team, La Liga, 2013-14

ATT RANK	TEAM	AV ATT
1	Barcelona	71,929
2	Real Madrid	71,391
3	Atletico Madrid	46,376
4	Valencia	35,140
5	Athletic Bilbao	33,596
6	Sevilla	30,690
7	Real Betis	30,243
8	Elche	25,056
9	Real Sociedad	23,278
10	Malaga	22,461
11	Celta Vigo	21,045
12	Espanyol	19,643
13	Villarreal	16,280
14	Valladolid	15,473
15	Granada	15,355
16	Levante	15,298
17	Osasuna	14,862
18	Almeria	10,216
19	Rayo Vallecano	10,164
20	Getafe	6,823



Serie A: Analysis

Italian Football League



In its heyday of the late 1980s and 1990s, Serie A was the aristocrat of European football, a strutting peacock that thrilled to the AC Milan of Ruud Gullit and Marco van Basten then a Juventus team boasting Roberto Baggio and Pavel Nedved. Then everything seemed to drain away from the once proud giant.

But it would be wrong to under-estimate the remaining power of the league. Juventus, the Old Lady of Turin, as well as Milan still draw many millions to follow them while Inter, Roma, Napoli and Fiorentina all have decent recognition outside Italian shores. Neither is the money in Italy to be sniffed at, with top payers Juve nudging \$5 million per man per season and players at Milan, Inter, Roma and

Napoli still enjoying healthy pay packets despite dips in recent years.

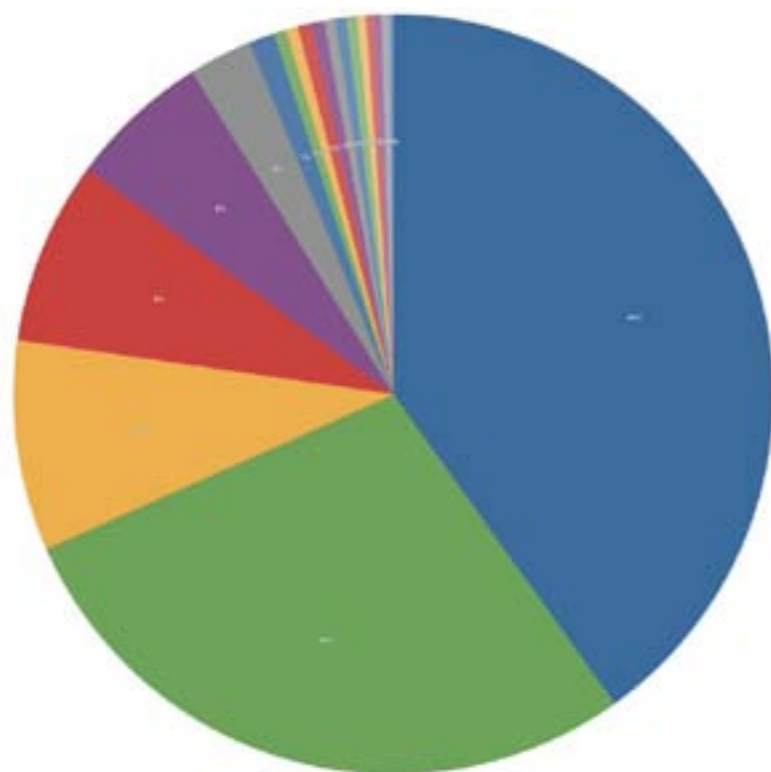
Outside that top five, the drop off is remarkable. Lazio and Fiorentina might hope to compete but from Genoa in eighth in wage terms to the clubs at the bottom of the pay scale there is not a massive difference. It is perhaps this seeming uniformity that might explain some relative dwindling in popularity of Serie A.

Where once the cream of Europe and the rest of the world would gravitate to Italy, now they turn to La Liga or the English Premier League and outwith Juventus, Serie A has become much of a muchness.

Milan are a case in point. Previously they were the side to fear in Europe but at the time of writing they sit mid-table, closer in points to the bottom than the top and embroiled in an ownership intrigue involving Far Eastern money and Silvio Berlusconi. How the mighty have fallen.

There is of course precedent for an Italian renaissance, and it would not be beyond the realms of possibility that Serie A could rise again. Certainly, the names of Juventus, Milan, Inter and Roma carry a global cachet that could yet drive them to the top again but the financial headwinds they now battle present a daunting task. But Juventus reaching the 2015 Champions League final, against Barcelona, shows revival is possible.

Proportional share of total Serie A social media audience by team



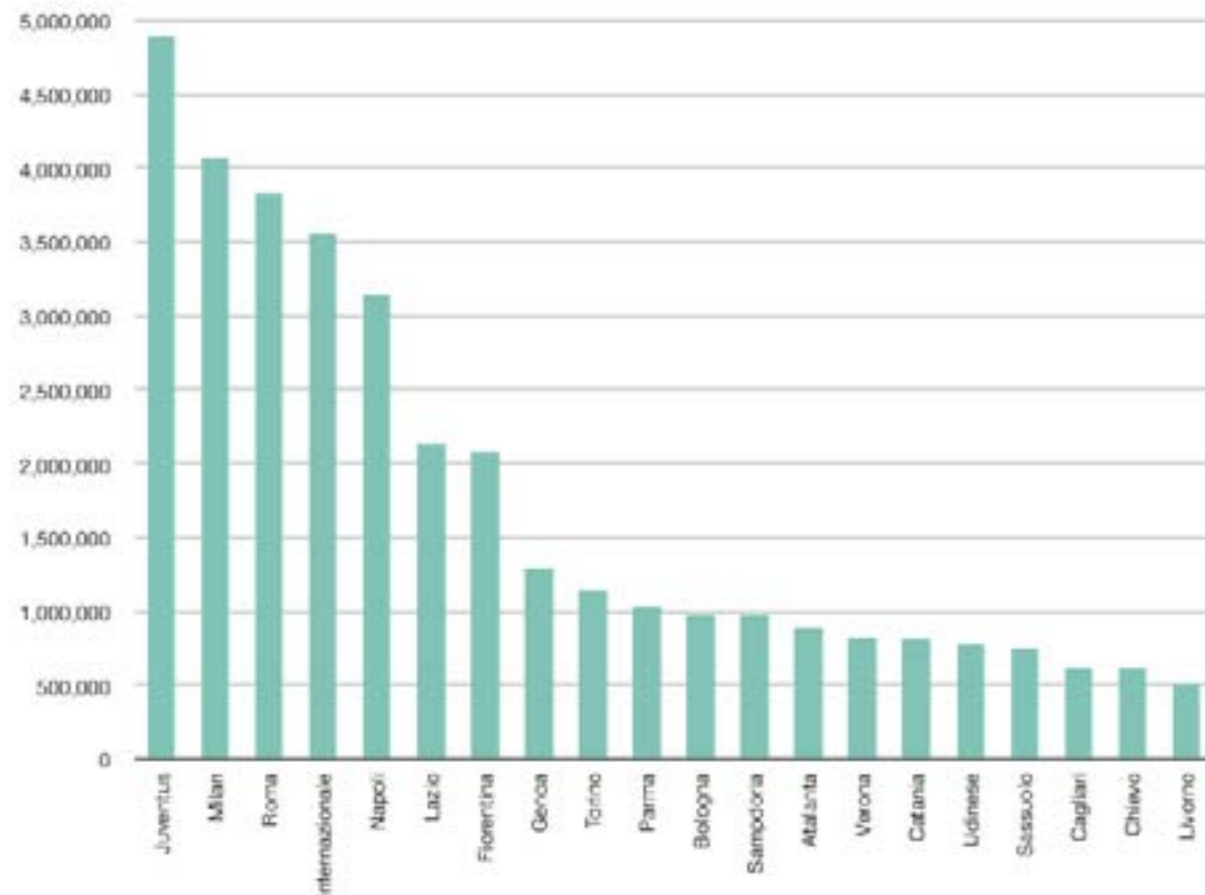
Success breeds popularity? Social media in the context of all-time Serie A wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL SERIE A SOCIAL	SAW*
Milan	1	23,997,318	1	2,490	1	40	18
Juventus	2	16,886,762	2	1,750	2	28	31
Internazionale	3	5,130,961	3	777	3	9	18
Roma	4	4,486,751	4	690	4	8	3
Napoli	5	3,409,098	5	544	5	6	2
Fiorentina	6	1,491,773	6	291	6	3	2
Lazio	7	492,281	7	221	7	1	2
Sampdoria	11	201,813	8	153	8	1	1
Genoa	12	180,728	9	153	9	1	9
Torino	8	262,443	14	124	10	1	7
Verona	10	219,768	12	140	11	1	1
Udinese	13	171,493	10	142	12	0.5	0
Parma	14	167,867	11	142	13	0.5	0
Cagliari	9	220,621	16	82	14	0.5	1
Atalanta	17	110,605	13	128	15	0.4	0
Sassuolo	15	144,980	17	80	16	0.3	0
Bologna	16	138,837	18	67	17	0.3	7
Chievo	19	73,954	15	117	18	0.3	0
Catania	18	90,916	19	59	19	0.2	0
Livorno	20	3,544	20	1	20	0.01	0

Social media numbers at 14 April 2015
 * SR = Social Rank, SAW = Serie A wins

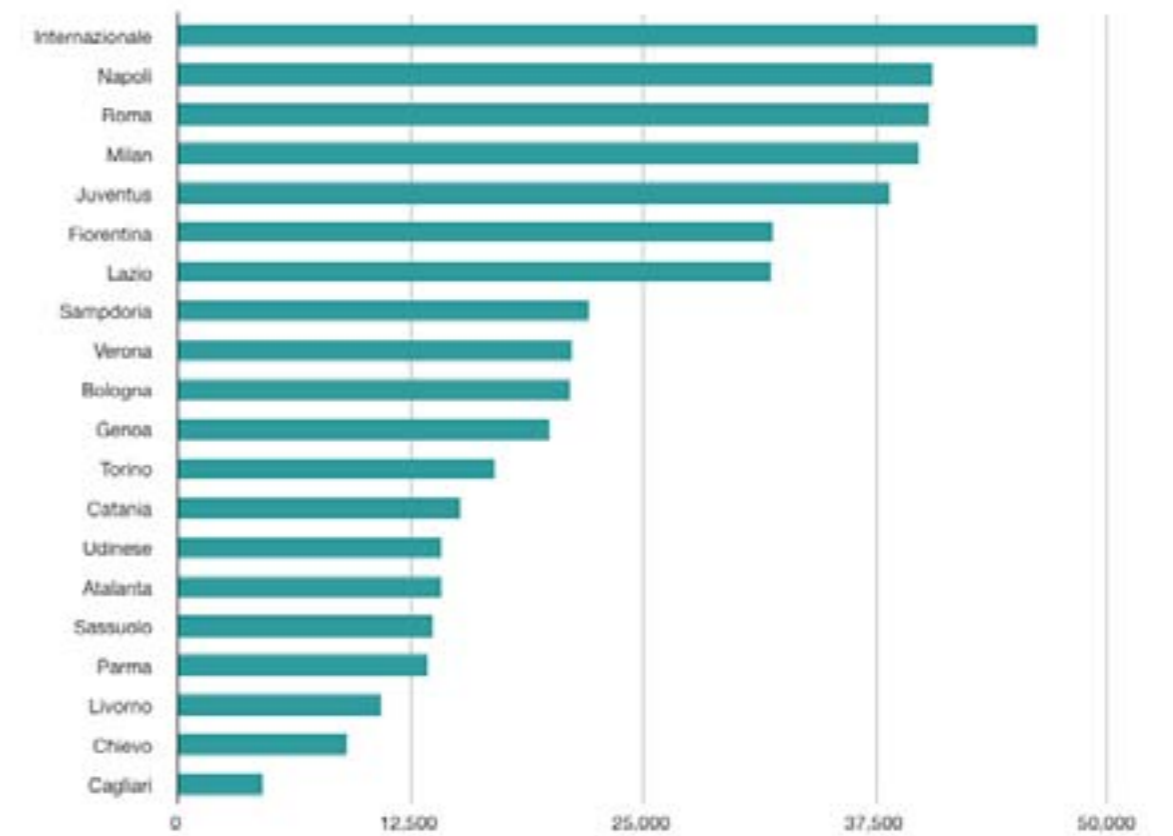
Average first-team pay, Serie A, at summer 2014

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Juventus	4,901,757	2,859,195
2	Milan	4,085,126	2,382,854
3	Roma	3,841,797	2,240,920
4	Internazionale	3,563,230	2,078,432
5	Napoli	3,149,319	1,836,998
6	Lazio	2,141,203	1,248,964
7	Fiorentina	2,085,066	1,216,219
8	Genoa	1,300,642	758,664
9	Torino	1,143,445	666,972
10	Parma	1,028,270	599,790
11	Bologna	982,387	573,026
12	Sampdoria	978,377	570,687
13	Atalanta	893,222	521,017
14	Verona	826,437	482,061
15	Catania	813,978	474,793
16	Udinese	783,831	457,208
17	Sassuolo	751,684	438,457
18	Cagliari	622,942	363,362
19	Chievo	611,085	356,446
20	Livorno	521,118	303,968



Average home attendance by team, Serie A, 2013-14

ATT RANK	TEAM	AV ATT
1	Internazionale	46,246
2	Napoli	40,632
3	Roma	40,436
4	Milan	39,874
5	Juventus	38,328
6	Fiorentina	32,057
7	Lazio	31,905
8	Sampdoria	22,158
9	Verona	21,172
10	Bologna	21,145
11	Genoa	20,055
12	Torino	17,024
13	Catania	15,197
14	Udinese	14,252
15	Atalanta	14,194
16	Sassuolo	13,753
17	Parma	13,451
18	Livorno	10,982
19	Chievo	9,149
20	Cagliari	4,636



Ligue 1: Analysis

French Football League



Followers of Ligue 1 must on occasion feel like the narrator of Proust's 'A la recherche du temps perdu' when the taste of a madeleine cake transports him to happy reminiscences. Perhaps for the French football fan, the merest hint of league football in the pre-Qatari age is an aching reminder of the days before Paris Saint-Germain bestrode their game, plump with Middle Eastern cash and ready to crush all before them. (While being shown on a Qatar-owned TV station in France, in games where the rights are Qatar-owned).

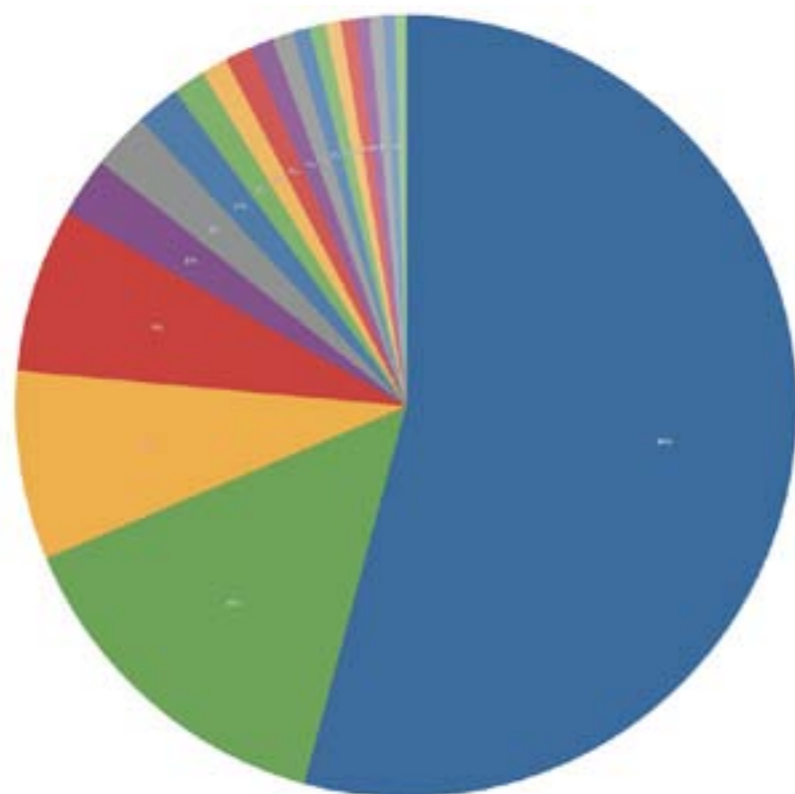
Prior to PSG's elevation to the top table of club football, titles were spread among what is now the chasing pack. Lyon, Marseille, Monaco, Bordeaux and Saint-Etienne are names that conjure past glories, past being a largely operative word now as they have

little hope of toppling the nouveau riche Parisiens.

PSG are truly now a financial Titan of the game - as Descartes might have said, 'They spend, therefore they are' - and money is almost always an attraction. So PSG now boast more than 18 million followers on Facebook and dwarf the four million that nearest challengers Marseilles can muster. And PSG pay vastly more than any other French club as well. Tax-free Monaco might have briefly threatened to be their closest rival in terms of finances, but with PSG paying on average 9 million dollars a year to their stars, Monaco and the rest have little hope of plucking the ripest morsels from the clutches of the Paris giants when they can offer fractions of that when it comes to contract negotiations.

Albert Camus, himself a goalkeeper of no small regard, said 'All I know most surely about morality and obligations, I owe to football' but he might now feel a stranger were he to survey the French league where competition is steadily being stamped out by money. Comparison might be made to the English Premier League where Abu Dhabi and Russian money has transformed Manchester City and Chelsea from also-rans to ever-present contenders or the Bundesliga where the sheer power of Bayern has constricted competition. But there is surely no clearer example of a football culture recently based on at least a modicum of liberté, égalité, fraternité, having been upturned by a grand cash injection.

Proportional share of total Ligue 1 social media audience by team



Success breeds popularity? Social media in the context of all-time Ligue 1 wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL LIGUE 1 SOCIAL	L1W*
Paris Saint-Germain	1	18,201,698	1	2,120	1	54	5
Marseille	2	4,012,539	2	1,400	2	14	10
Monaco	3	2,442,119	4	483	3	8	7
Lyon	4	1,936,209	3	629	4	7	7
Lille	5	591,979	6	323	5	2	3
Saint-Etienne	6	551,851	5	330	6	2	10
Bordeaux	7	528,952	10	163	7	2	6
Toulouse	10	195,039	7	306	8	1	0
Nantes	9	198,209	8	210	9	1	8
Rennes	8	280,828	12	140	10	1	0
Bastia	11	172,951	9	186	11	1	0
Montpellier	12	161,422	11	161	12	1	1
Nice	15	123,307	13	139	13	1	4
Lorient	14	132,845	14	119	14	1	0
Guingamp	13	144,398	18	93	15	1	0
Evian	16	118,161	16	108	16	1	0
Sochaux	18	103,824	15	116	17	1	2
Reims	19	102,058	17	104	18	1	6
Ajaccio	17	116,893	19	77	19	1	0
Valenciennes	20	93,627	20	74	20	0.4	0

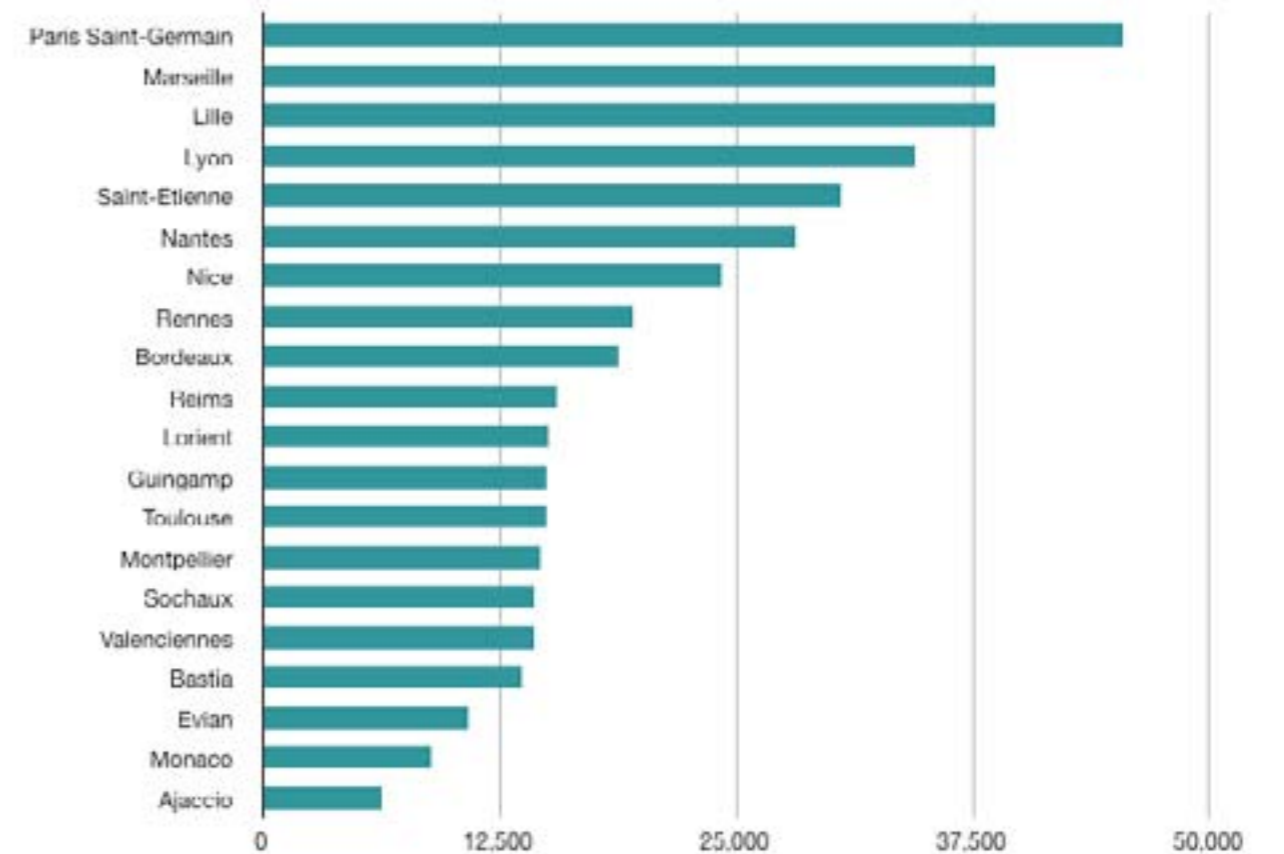
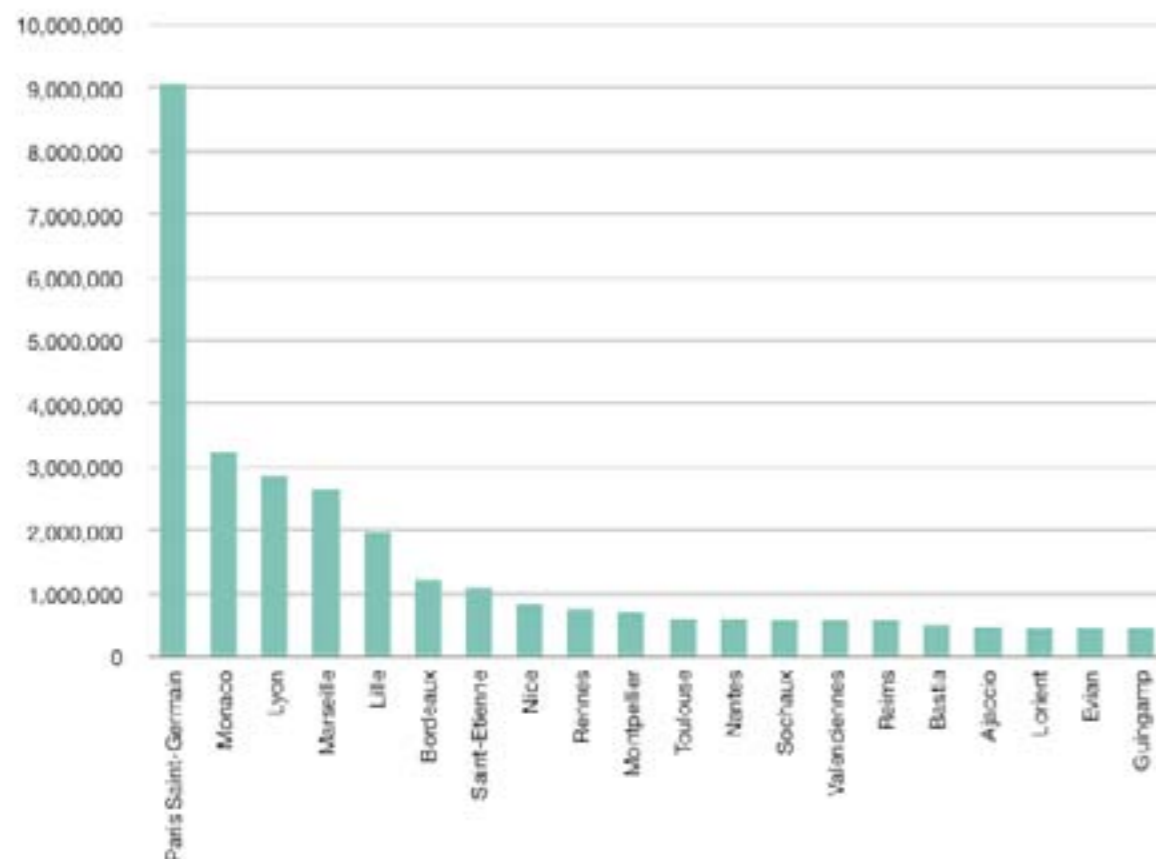
Social media numbers at 14 April 2015
* SR = Social Rank, L1W = Ligue 1 wins

Average first-team pay, Ligue 1, at summer 2014

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Paris Saint-Germain	9,083,993	5,298,693
2	Monaco	3,247,584	1,894,316
3	Lyon	2,872,863	1,675,741
4	Marseille	2,667,659	1,556,045
5	Lille	1,969,963	1,149,080
6	Bordeaux	1,231,227	718,175
7	Saint-Etienne	1,108,104	646,357
8	Nice	820,818	478,783
9	Rennes	779,777	454,844
10	Montpellier	697,695	406,966
11	Toulouse	615,614	359,087
12	Nantes	605,353	353,103
13	Sochaux	584,833	341,133
14	Valenciennes	578,677	337,542
15	Reims	574,573	335,148
16	Bastia	533,532	311,209
17	Ajaccio	499,468	291,340
18	Lorient	471,970	275,300
19	Evian	459,658	268,119
20	Guingamp	451,450	263,331

Average home attendance by team, Ligue 1, 2013-14

ATT RANK	TEAM	AV ATT
1	Paris Saint-Germain	45,420
2	Marseille	38,662
3	Lille	38,662
4	Lyon	34,414
5	Saint-Etienne	30,595
6	Nantes	28,169
7	Nice	24,186
8	Rennes	19,523
9	Bordeaux	18,833
10	Reims	15,558
11	Lorient	15,160
12	Guingamp	15,001
13	Toulouse	14,994
14	Montpellier	14,679
15	Sochaux	14,388
16	Valenciennes	14,354
17	Bastia	13,647
18	Evian	10,919
19	Monaco	8,906
20	Ajaccio	6,297



NPB: Analysis

Nippon Professional Baseball



Nippon Professional Baseball appears immune to the charms of social media, or rather its teams lack a uniformity of approach in using it to reach their fans. The Yomiuri Giants are the giants in every sense in this league, in all-time Japan Series wins (22), in pay, in attendances, in overseas recognition, albeit limited. But their Facebook and Twitter fans are minimal compared to some rivals.

One explanation is the NPB doesn't look outwards much, and perhaps there is no need. Whereas the IPL in India has overtaken it as Asia's richest, glitziest game - based on star imports - the NPB remains at face value the more viable and more popular sport within its own market. Some 22.86 million tickets were sold in 2014.

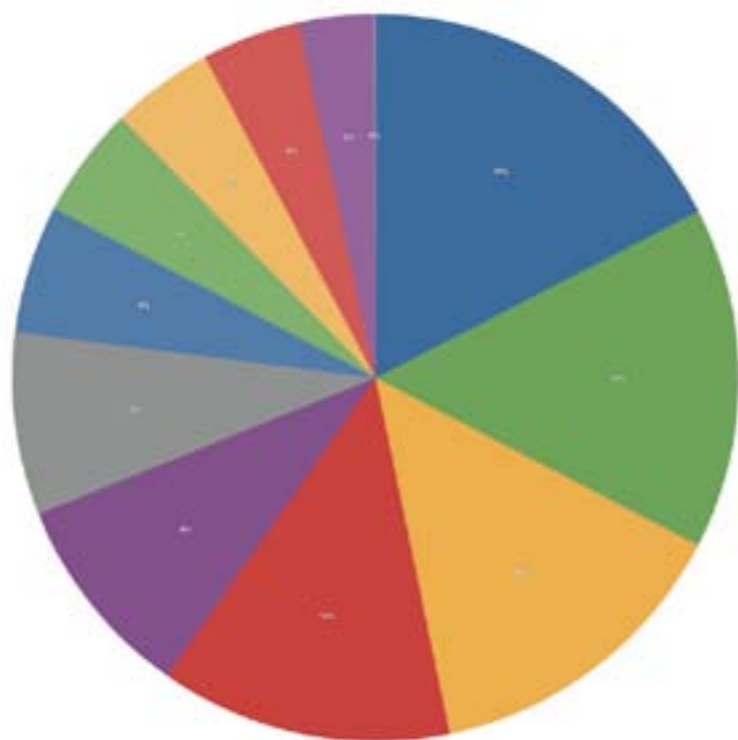
And though the average is lower than the football league with most total ticket sales in the world, the English Premier League, which saw a comparatively paltry [14 million tickets sold in its best ever season](#), that aggregate is huge.

The most followed team on Facebook are the Hanshin Tigers, with just a few hundred thousand - chicken feed when compared to the giants of football, NFL and the NBA. However, this seems more a symptom of the teams' own attitudes to their pages and less to the appetite for the sport. It seems odd that the Tigers should lead the way in social media popularity when they have tasted success only once in the NPB championship. But then they occupy the oldest ballpark

in Japan, and have a quirky story as well. The [Curse of the Colonel](#) is an apparent hex placed on the Tigers when fans threw a statue of the KFC chicken shop founder into a canal in celebration of their 1985 triumph.

While the Tigers may seem unfortunate, spare a thought for the Saitama Seibu Lions, once proud giants of the game who have slumped since their heyday of the 1980s and 90s. One might say they are the NPB's equivalent of Liverpool in the EPL. While the Lions can boast of 13 championship victories, they mostly long ago.

Proportional share of total NPB social media audience by team



Success breeds popularity? Social media in the context of all-time Japan Series wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL NPB SOCIAL	JSW*
Fukuoka SoftBank Hawks	4	139,050	1	230	1	15	6
Hanshin Tigers	1	279,385	5	144	2	17	1
Tohoku Rakuten Golden Eagles	3	157,538	3	185	3	14	1
Chunichi Dragons	5	110,962	2	205	4	13	2
Hokkaido Nippon Ham Fighters	2	194,128	9	29	5	9	2
Chiba Lotte Marines	8	44,368	4	153	6	8	4
Orix Buffaloes	10	35,481	6	103	7	6	4
Hiroshima Toyo Carp	9	39,024	8	81	8	5	3
Yokohama DeNA Bay Stars	6	98,884	11	7	9	4	2
Yomiuri Giants	7	62,090	10	20	10	3	22
Saitama Seibu Lions	11	10,885	7	99	11	5	13
Tokyo Yakult Swallows	12	180	12	1	12	0.1	5

Social media numbers at 14 April 2015

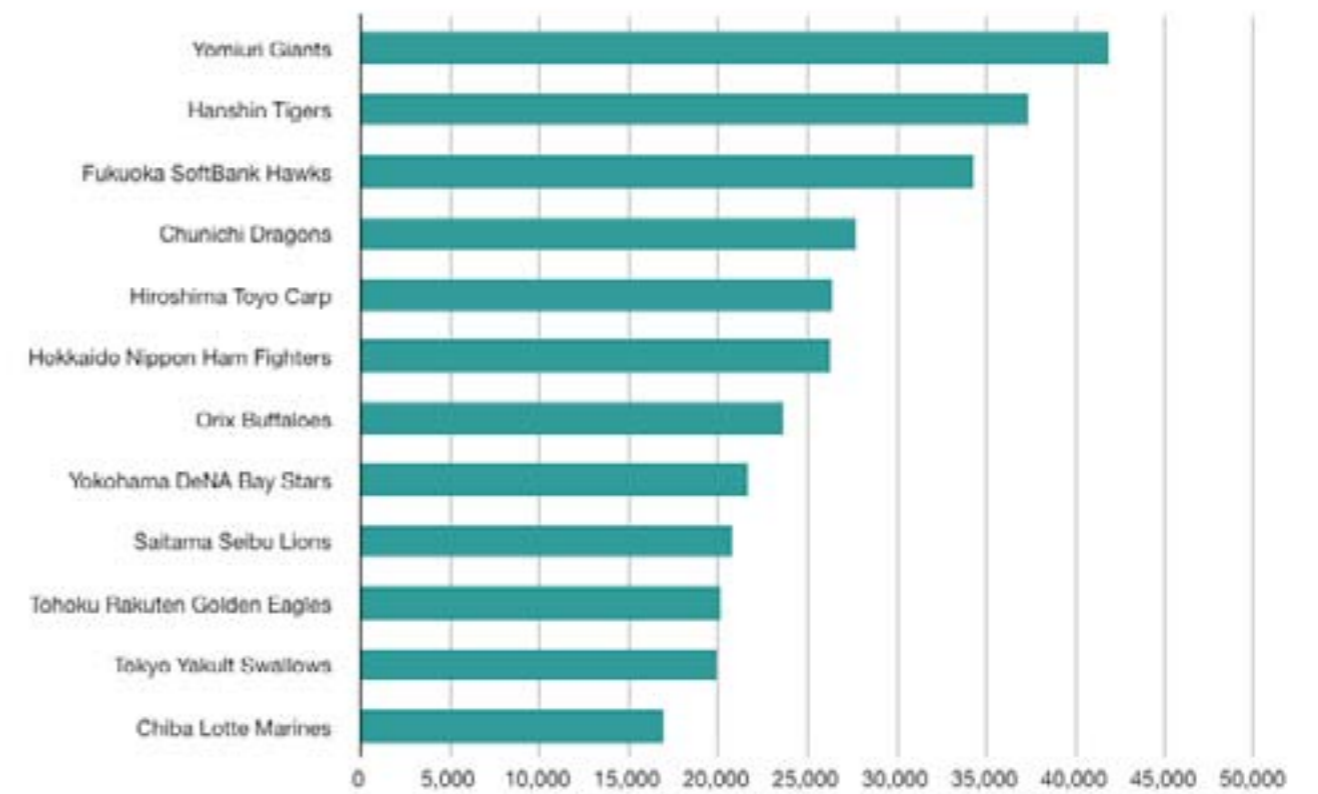
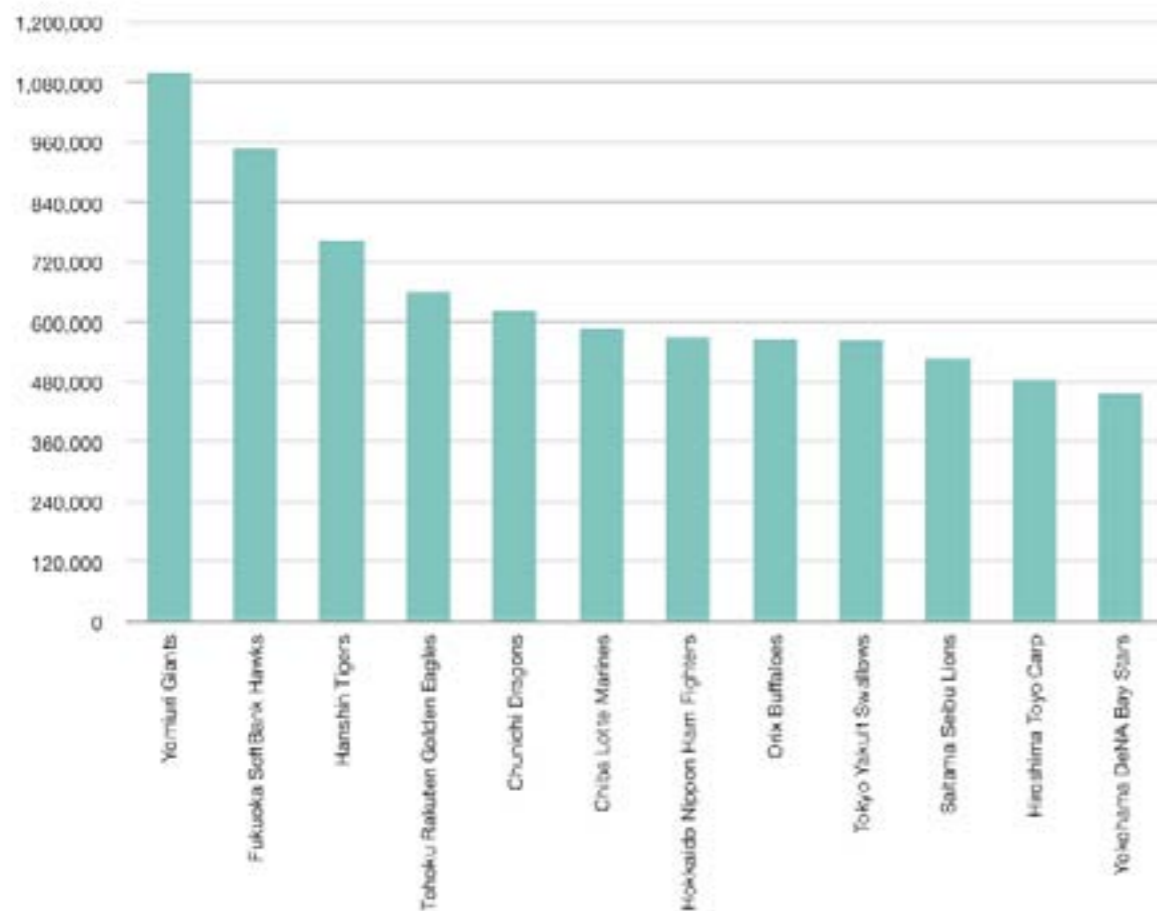
* SR = Social Rank, JSW = Japanese series wins

Average first-team pay, NPB, 2014 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Yomiuri Giants	1,104,905	644,491
2	Fukuoka SoftBank Hawks	948,670	553,359
3	Hanshin Tigers	767,298	447,565
4	Tohoku Rakuten Golden Eagles	661,601	385,912
5	Chunichi Dragons	624,415	364,222
6	Chiba Lotte Marines	590,847	344,641
7	Hokkaido Nippon Ham Fighters	571,650	333,443
8	Orix Buffaloes	568,507	331,610
9	Tokyo Yakult Swallows	565,887	330,082
10	Saitama Seibu Lions	531,832	310,218
11	Hiroshima Toyo Carp	488,806	285,121
12	Yokohama DeNA Bay Stars	456,988	266,561

Average home attendance by team, NPB, 2014

ATT RANK	TEAM	AV ATT
1	Yomiuri Giants	41,921
2	Hanshin Tigers	37,355
3	Fukuoka SoftBank Hawks	34,284
4	Chunichi Dragons	27,790
5	Hiroshima Toyo Carp	26,455
6	Hokkaido Nippon Ham Fighters	26,358
7	Orix Buffaloes	23,663
8	Yokohama DeNA Bay Stars	21,730
9	Saitama Seibu Lions	20,811
10	Tohoku Rakuten Golden Eagles	20,142
11	Tokyo Yakult Swallows	19,983
12	Chiba Lotte Marines	16,999



CSL: Analysis

Chinese Super League



Depending on the Rich List of your choice, Jack Ma is either the richest or second richest man in China. Whatever, he is extraordinarily wealthy: \$30 billion and counting wealthy. This self-made 50-year-old's money comes from his Alibaba Group of e-commerce businesses, which have revenues of \$7.5bn a year, not bad for a man who did not encounter a computer until the age of 30.

What connection does this have to Chinese Super League soccer? Jack Ma last year bought 50 per cent of Guangzhou Evergrande, now Chinese football's powerhouse, for \$192m. The other half is owned by one of China's biggest property companies, Evergrande. 'New China' and new Chinese football are growing, sometimes chaotically, together.

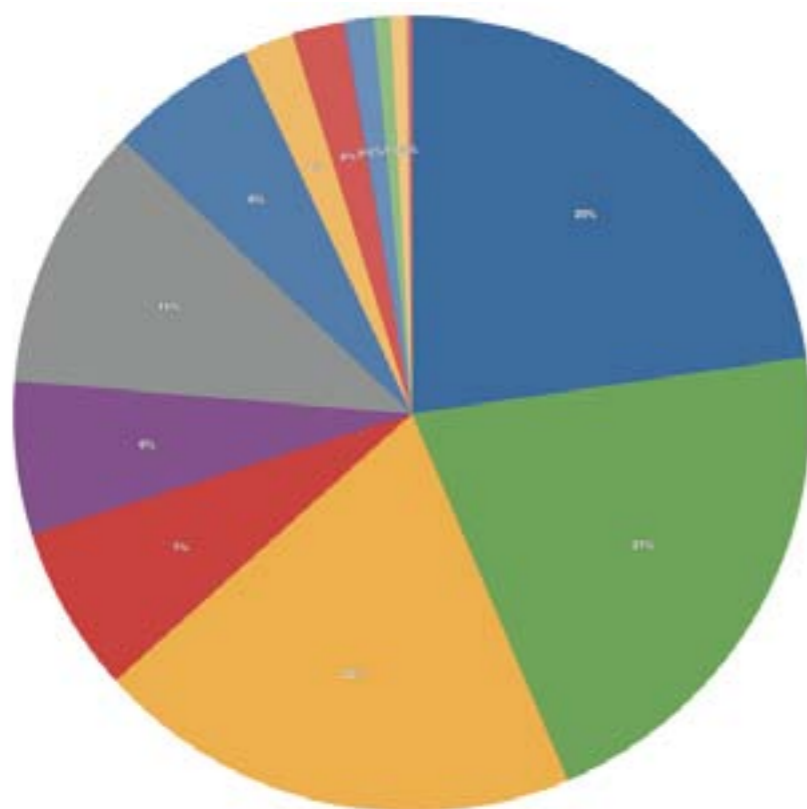
Without dwelling on the geo-politics, the post-2008 Olympic vision of the Chinese government is to become a mature sporting powerhouse in commercial terms by 2025, and by effectively clearing the way to liberalising sports ownership, they are allowing men like Ma to take a key role. The authorities have also been paying David Beckham a reported £5m a year to promote the Chinese game.

Like much of Chinese football, it wasn't so long ago (six years) that Evergrande were marred in a match-fixing scandal. But the CSL has moved on: star players (semi-stars would be more accurate, and lots of jobbing Brazilians) and star coaches are the currency. Marcello Lippi was until recently at Evergrande, replaced by former Italy centre-half Fabio

Cannavaro. Former England manager Sven Goran Eriksson is another manager in the league, as is Philippe Troussier of France, former manager of seven national teams including Nigeria, South African and Japan.

Uniquely in this league-by-league analysis, we have no Facebook or Twitter metrics for China; they're blocked there. Becoming more outward looking will be a key CSL challenge. Instead we use frequency of mentions on the world's major English-language websites plus Sina Weibo (Chinese social network) followings as proxies for 'popularity'. Evergrande's story in the coming years may well mirror the CSL's as a whole, for better or worse.

Proportional share of total CSL social media audience by team



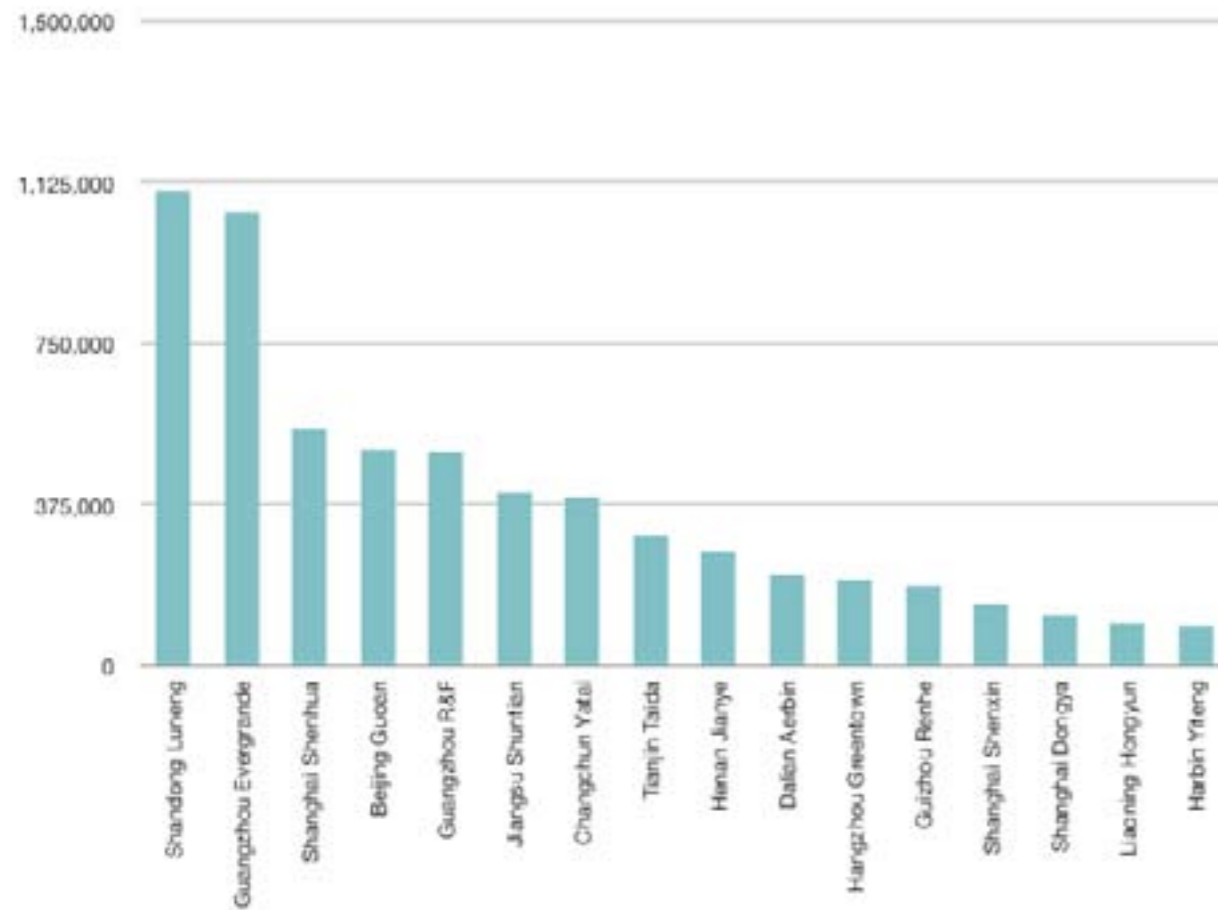
Success breeds popularity? Social media in the context of all-time CSL wins

TEAM	MENTIONS RANK	SEARCH 1000s	WEIBO RANK	WEIBO 000'S	SR*	% OF ALL CSL SOCIAL	CSLTW*
Guangzhou Evergrande	1	1,940	1	5,470	1	23	3
Beijing Guoan	4	852	2	5,030	2	21	1
Shanghai Shenhua	3	893	4	4,750	3	20	1
Changchun Yatai	7	154	6	1,630	4	7	1
Guizhou Renhe	8	133	7	1,500	5	6	0
Hangzhou Greentown	11	75	5	2,590	6	11	0
Henan Jianye	9	101	8	1,450	7	6	0
Shanghai Dongya	2	1,570	15	-	8	0	0
Tianjin Taida	16	1	3	490	9	2	0
Shanghai Shenxin	10	92	10	500	10	2	0
Guangzhou R&F	6	188	14	20	11	0	0
Shandong Luneng	5	769	15	-	12	0	4
Jiangsu Shuntian	12	41	9	280	13	1	0
Dalian Aerbin	13	35	11	165	14	1	0
Liaoning Hongyun	15	9	12	156	15	1	0
Harbin Yiteng	14	12	13	50	16	0	0

Social media numbers at 14 April 2015
 * SR = Social Rank, CSLTW = CSL title wins

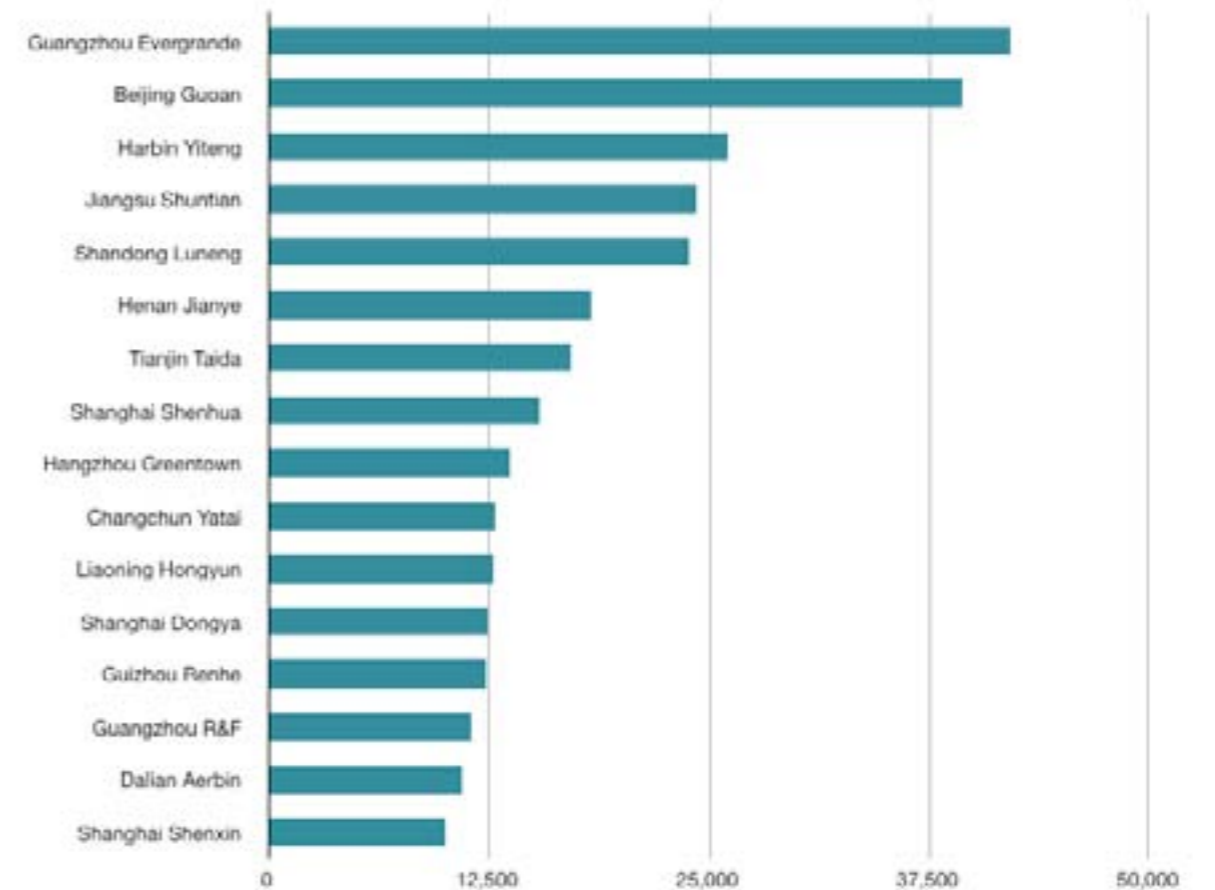
Average first-team pay, CSL, 2014 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Shandong Luneng	1,109,613	647,237
2	Guangzhou Evergrande	1,056,720	616,385
3	Shanghai Shenhua	553,339	322,763
4	Beijing Guoan	503,858	293,900
5	Guangzhou R&F	499,707	291,479
6	Jiangsu Shuntian	403,823	235,550
7	Changchun Yatai	394,940	230,368
8	Tianjin Taida	305,753	178,346
9	Henan Jianye	268,784	156,782
10	Dalian Aerbin	214,685	125,226
11	Hangzhou Greentown	202,470	118,101
12	Guizhou Renhe	189,766	110,690
13	Shanghai Shenhua	148,904	86,855
14	Shanghai Dongya	119,320	69,599
15	Liaoning Hongyun	99,606	58,100
16	Harbin Yiteng	94,865	55,335



Average home attendance by team, CSL, 2014

ATT RANK	TEAM	AV ATT
1	Guangzhou Evergrande	42,154
2	Beijing Guoan	39,395
3	Harbin Yiteng	26,126
4	Jiangsu Shuntian	24,349
5	Shandong Luneng	23,931
6	Henan Jianye	18,390
7	Tianjin Taida	17,190
8	Shanghai Shenhua	15,417
9	Hangzhou Greentown	13,766
10	Changchun Yatai	12,886
11	Liaoning Hongyun	12,781
12	Shanghai Dongya	12,460
13	Guizhou Renhe	12,327
14	Guangzhou R&F	11,487
15	Dalian Aerbin	10,993
16	Shanghai Shenhua	10,115



MLS: Analysis

Major League Soccer



David Beckham's signing for LA Galaxy in 2007 gave the MLS another nudge towards being a significant football competition even though he was 32. The former Manchester United and Real Madrid superstar must have baffled some in America with his enduring flirtation with Milan while a Galaxy player but he drew the gaze of the world to MLS and the league has benefitted in the eight years since. Unsurprisingly, LA Galaxy are a prime mover on social media and the only MLS side in the league to attract more than a million followers. The identity of the second most popular team by that metric is perhaps more of a shock. New York City FC, the new franchise established by Manchester City's owner, have a healthy six-figure following with no history to speak of.

The recent revelation that songsheets are being handed out to fans and the ugly squabble over whether Frank Lampard really did sign for them could help make the club either a laughing stock (green newcomers play second fiddle to bigger fish) or a triumph (overcoming early hiccups to conquer). And it is here the future of MLS enters murky territory. Money is plainly a driving force in much of sport, but just what impact will a sudden influx of Middle Eastern cash have on MLS?

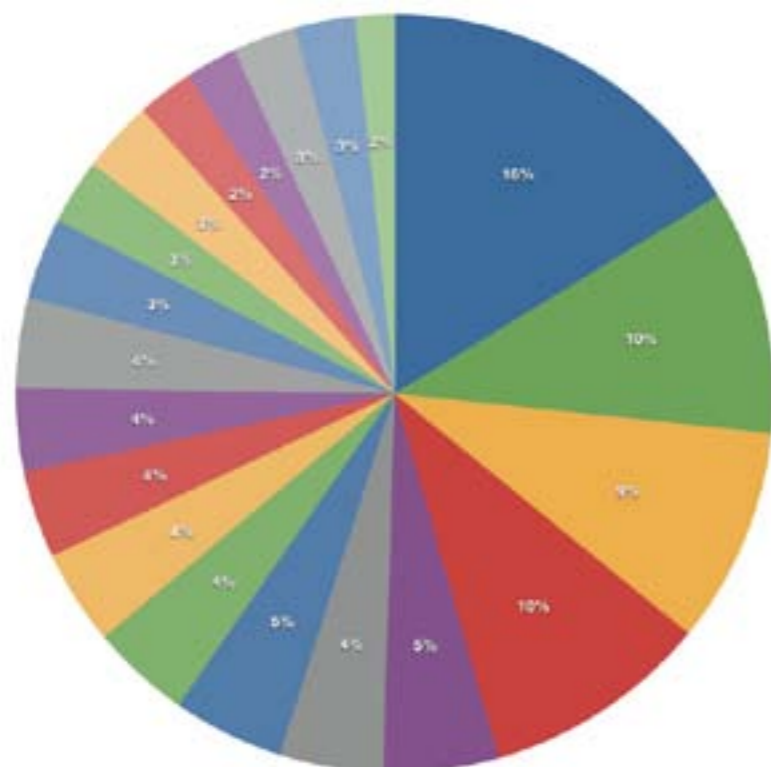
The scrapping in future seasons of a salary cap that has assisted democratic spreading of honours could see NYCFC become a colossus that dominates the league. Or the cap may stay and NYCFC might end up a convenient feeder club

and dumping ground for the English Premier League sister.

Certainly money has played a part in the success of the Seattle Sounders who broke the league transfer record with the capture of Clint Dempsey from Tottenham but the west coast club can also lay a claim to be the beating heart of MLS now.

With attendances pushing 45,000 for home games and what is widely held to be the best atmosphere in the North American game, Seattle, perhaps, offer a more palatable future for MLS.

Proportional share of total MLS social media audience by team



Success breeds popularity? Social media in the context of all-time MLS wins

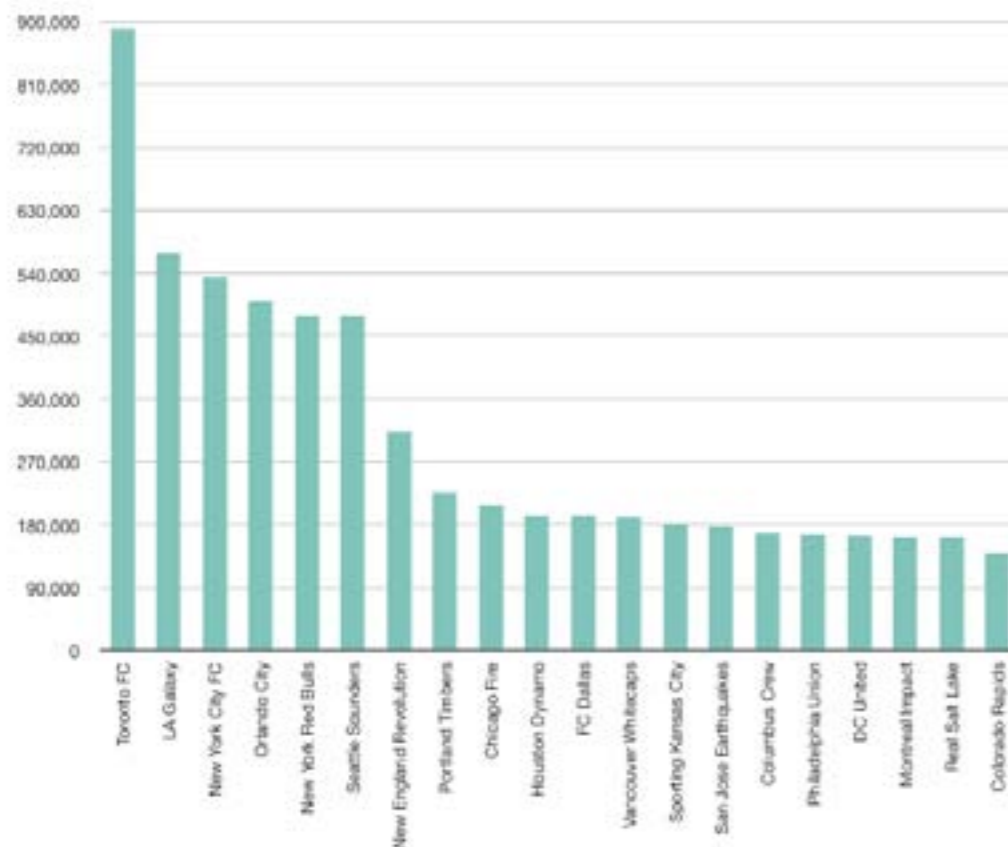
TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL MLS SOCIAL	MLSW*
LA Galaxy	1	1,122,815	1	209	1	16	5
New York City FC	2	684,148	2	170	2	10	0
Seattle Sounders	4	592,747	3	163	3	9	0
New York Red Bulls	3	667,716	9	126	4	10	0
Sporting Kansas City	6	268,912	6	133	5	5	2
Toronto FC	11	198,666	4	163	6	4	0
Orlando City	5	298,738	11	91	7	5	0
Houston Dynamo	9	221,059	8	127	8	4	2
Portland Timbers	8	237,605	10	94	9	4	0
Montreal Impact	13	175,921	7	129	10	4	0
Vancouver Whitecaps	15	152,025	5	140	11	4	0
FC Dallas	7	251,932	17	63	12	4	0
Chicago Fire	10	215,414	15	70	13	3	1
DC United	16	150,801	12	77	14	3	4
Real Salt Lake	12	193,691	18	60	15	3	1
Columbus Crew	18	121,203	14	75	16	2	0
San Jose Earthquakes	19	105,904	13	75	17	2	2
New England Revolution	14	171,216	19	51	18	3	0
Philadelphia Union	17	146,999	16	64	19	3	0
Colorado Rapids	20	98,222	20	39	20	2	1

Social media numbers at 14 April 2015

* SR = Social Rank, MLSW = MLS wins

Average first-team pay, MLS, 2015 season

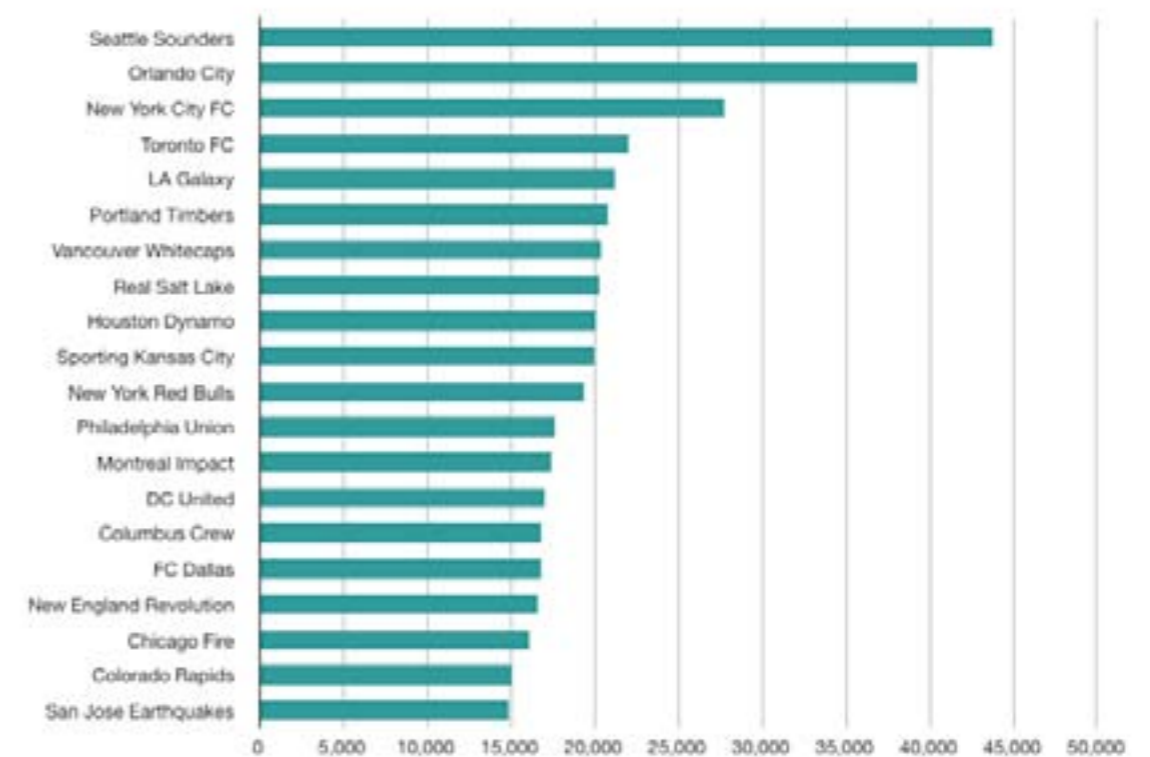
RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Toronto FC	891,304	519,898
2	LA Galaxy	569,176	332,000
3	New York City FC	535,714	312,482
4	Orlando City	500,000	291,650
5	New York Red Bulls	481,234	280,704
6	Seattle Sounders	480,932	280,528
7	New England Revolution	315,562	184,067
8	Portland Timbers	228,063	133,029
9	Chicago Fire	210,890	123,012
10	Houston Dynamo	194,864	113,664
11	FC Dallas	193,643	112,952
12	Vancouver Whitecaps	191,741	111,843
13	Sporting Kansas City	183,254	106,892
14	San Jose Earthquakes	178,827	104,310
15	Columbus Crew	169,816	99,053
16	Philadelphia Union	168,105	98,056
17	DC United	166,278	96,990
18	Montreal Impact	163,536	95,391
19	Real Salt Lake	162,963	95,056
20	Colorado Rapids	139,897	81,602



Average home attendance by team, MLS, 2014

ATT RANK	TEAM	AV ATT
1	Seattle Sounders	43,734
2	Orlando City	39,328
3	New York City FC	27,768
4	Toronto FC	22,086
5	LA Galaxy	21,258
6	Portland Timbers	20,806
7	Vancouver Whitecaps	20,408
8	Real Salt Lake	20,351
9	Houston Dynamo	20,117
10	Sporting Kansas City	20,003
11	New York Red Bulls	19,421
12	Philadelphia Union	17,631
13	Montreal Impact	17,421
14	DC United	17,030
15	Columbus Crew	16,881
16	FC Dallas	16,816
17	New England Revolution	16,681
18	Chicago Fire	16,076
19	Colorado Rapids	15,082
20	San Jose Earthquakes	14,947

Note: average crowds for NYCFC and Orlando are averages in the 2015 season up to 1 May 2015. All other averages for 2014 season. NYC and Orlando are new teams in 2015.



SPL: Analysis

Scottish Premiership



When Rangers were relegated from Scotland's top division to the fourth tier in 2012 for financial irregularities, they left the way clear for their Old Firm rivals Celtic to carry all before them. With their closest competitors disappearing into the hinterlands to face Berwick Rangers, East Stirlingshire, Annan Athletic and other amateurs, Celtic didn't hesitate to do just that. They were left all but unopposed, adding to the title they won in 2012 with another in 2013. And 2014. And 2015. Their dominance in their domestic environment is fully reflected in all the data, from the trophy cabinet to social media to attendance to pay. With seven-figure numbers of followers, it's impossible to doubt the reach of the Bhoys outside Scotland. Aberdeen, second best in the league in 2014-15 and

by no means a small team in Scotland, sit in second place in cyber-fans too, only 1m-plus and counting behind.

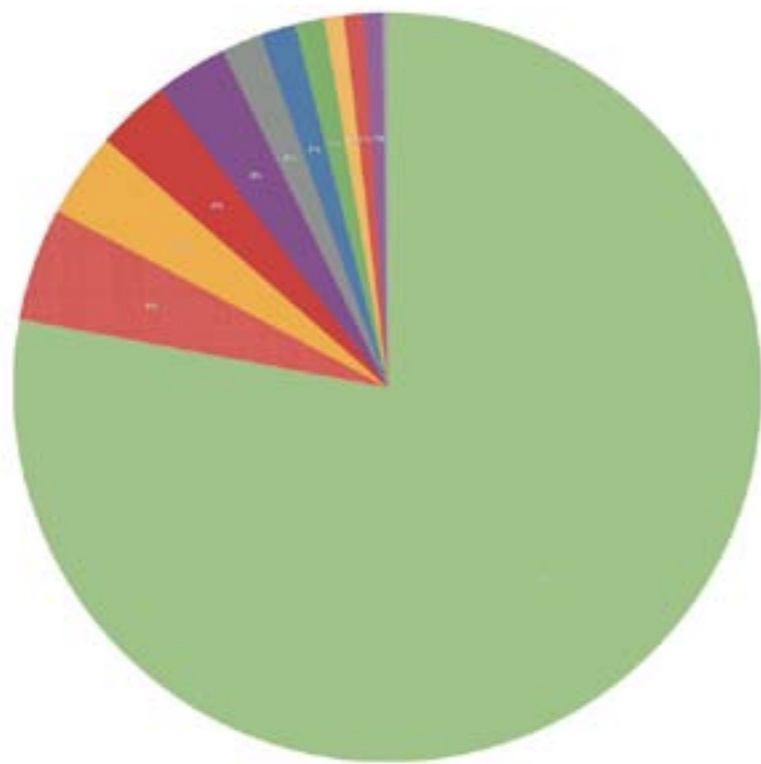
Only Celtic Park and Rangers' Ibrox in Scotland can be called major club stadia and Celtic's regular gate of more than 45,000 is indicative of the sheer scale of the ground the fans refer to as Paradise.

Tynecastle, the home of Hearts is the nearest in terms of attendance, and that charming if ramshackle edifice on Edinburgh's Gorgie Road regularly welcomes fewer than 15,000 'Jam Tarts' faithful. But, another push from Aberdeen aside, it is probably to an Edinburgh side that Scottish football must look for a challenge to Celtic dominance next season.

Hearts spent one season away from the top level, strolled away with the second tier by March this year, and will be hoping they can quickly be competitive again at the top level. As they went up early, their city rivals Hibernian - and Rangers, of course - both looked on hoping for brighter futures soon too.

Celtic should welcome the challenge. They may have found the title an easy capture of late, but any fan believing they have not been diminished by lack of sturdier rivals might think again.

Proportional share of total Scottish Premiership social media audience by team



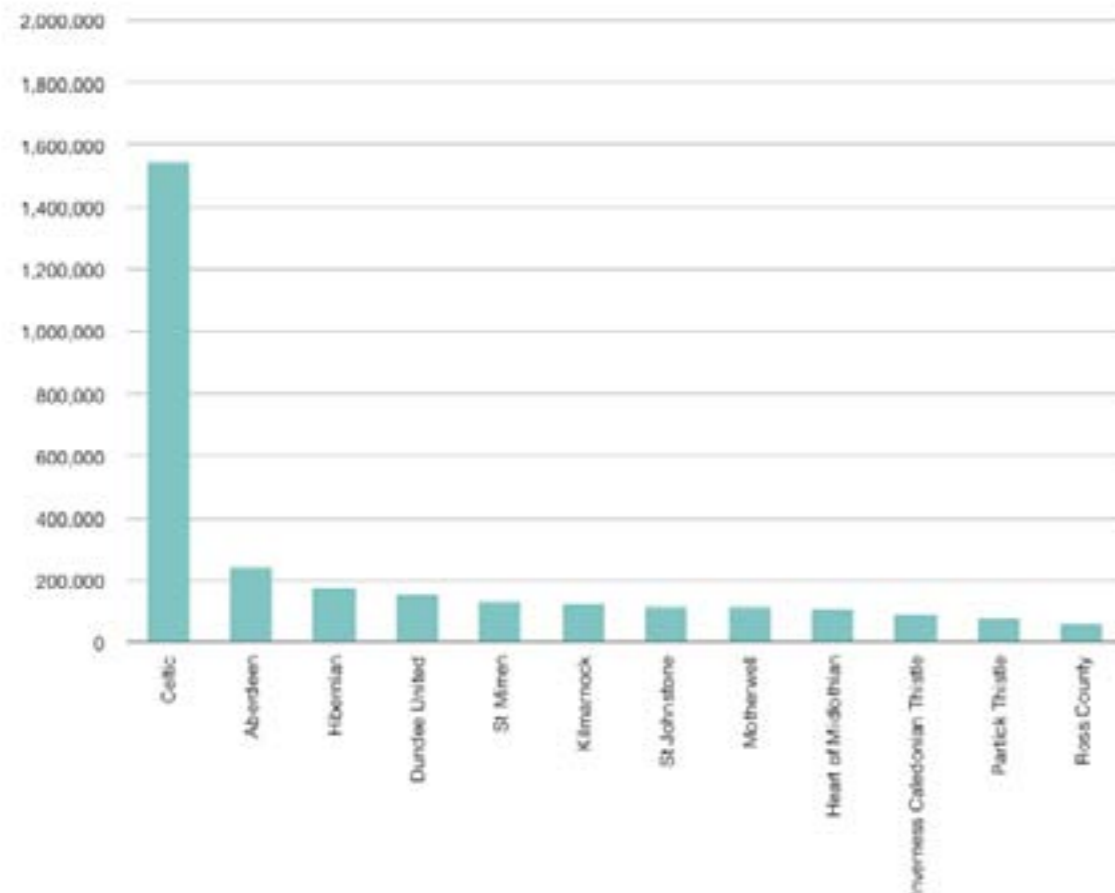
Success breeds popularity? Social media in the context of all-time Scottish Premiership wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL SPL SOCIAL	SPLW*
Celtic	1	1,300,034	1	272	1	78	46
Aberdeen	2	58,749	2	40	2	5	4
Hibernian	3	43,285	4	31	3	4	4
Heart of Midlothian	5	26,675	3	37	4	3	4
Dundee United	4	37,583	5	25	5	3	1
Motherwell	6	18,145	6	17	6	2	1
St Johnstone	7	16,071	7	15	7	2	0
St Mirren	8	13,029	8	13	8	1	0
Partick Thistle	9	6,519	10	11	9	1	0
Kilmarnock	11	5,419	9	12	10	1	1
Inverness Caledonian Thistle	10	5,968	11	10	11	1	0
Ross County	12	2,819	12	2	12	0.2	0

Social media numbers at 14 April 2015
 * SR = Social Rank, SPLW = Scottish title wins

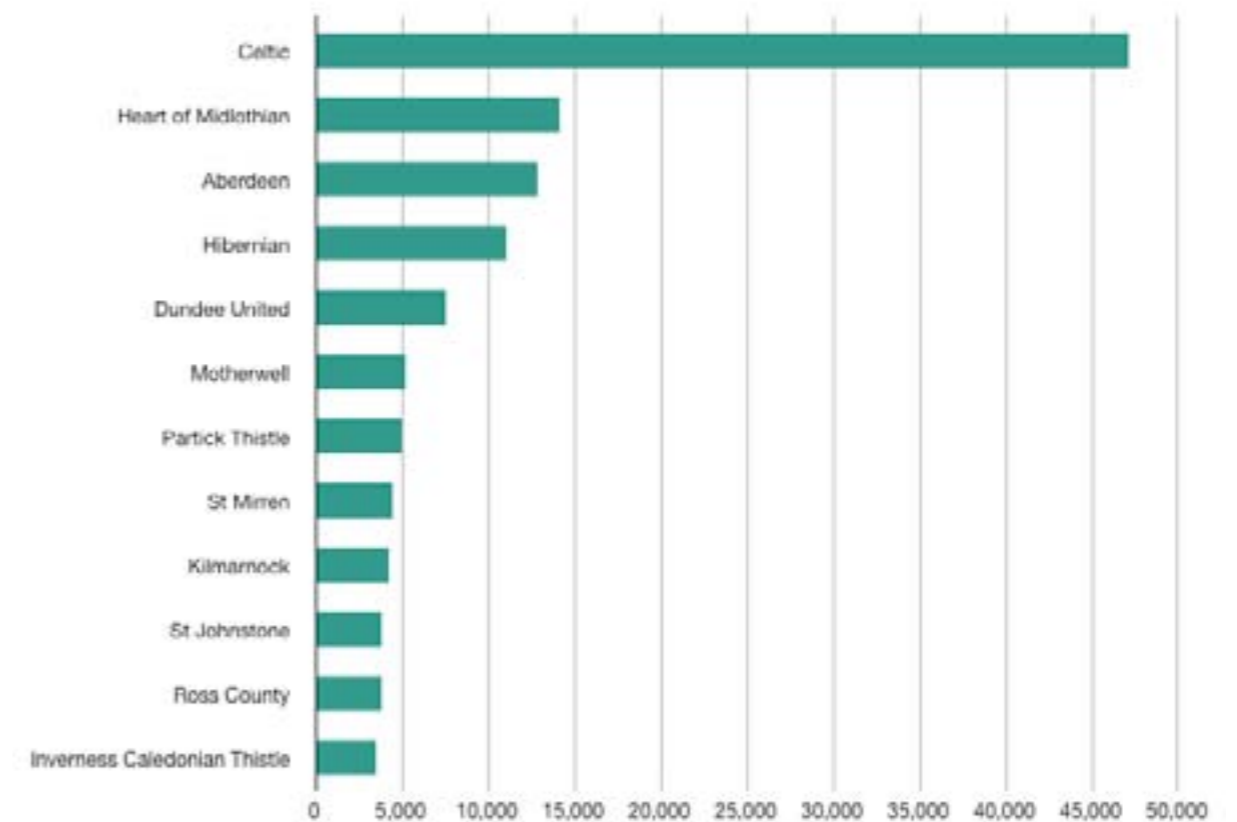
Average first-team pay, SPL, at summer 2014

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Celtic	1,546,276	901,943
2	Aberdeen	241,212	140,699
3	Hibernian	175,209	102,199
4	Dundee United	156,931	91,538
5	St Mirren	134,488	78,447
6	Kilmarnock	128,546	74,981
7	St Johnstone	116,577	67,999
8	Motherwell	115,960	67,639
9	Heart of Midlothian	109,720	63,999
10	Inverness Caledonian Thistle	92,045	53,690
11	Partick Thistle	78,002	45,498
12	Ross County	61,717	36,000



Average home attendance by team, SPL, 2013-14

ATT RANK	TEAM	AV ATT
1	Celtic	47,079
2	Heart of Midlothian	14,123
3	Aberdeen	12,918
4	Hibernian	11,027
5	Dundee United	7,599
6	Motherwell	5,175
7	Partick Thistle	5,001
8	St Mirren	4,511
9	Kilmarnock	4,250
10	St Johnstone	3,806
11	Ross County	3,787
12	Inverness Caledonian Thistle	3,558



AFL: Analysis

Australian Football League



The AFL has been high on the list of the best attended domestic professional sports leagues in the world for several years, bettered only by the NFL in America, the Bundesliga in Germany and the Premier League in England in terms of average gate per match.

One of the AFL's core principles, reiterated in the sport's annual report for 2014 [Click here to view](#) is that competitive balance (CB) lies at the heart of the attraction.

A revised CB policy, approved in 2014, was designed 'to give each club a chance to compete strongly on-field regardless of its financial strength'. The policy is 'based on the philosophy that every supporter and member of our 18 clubs should

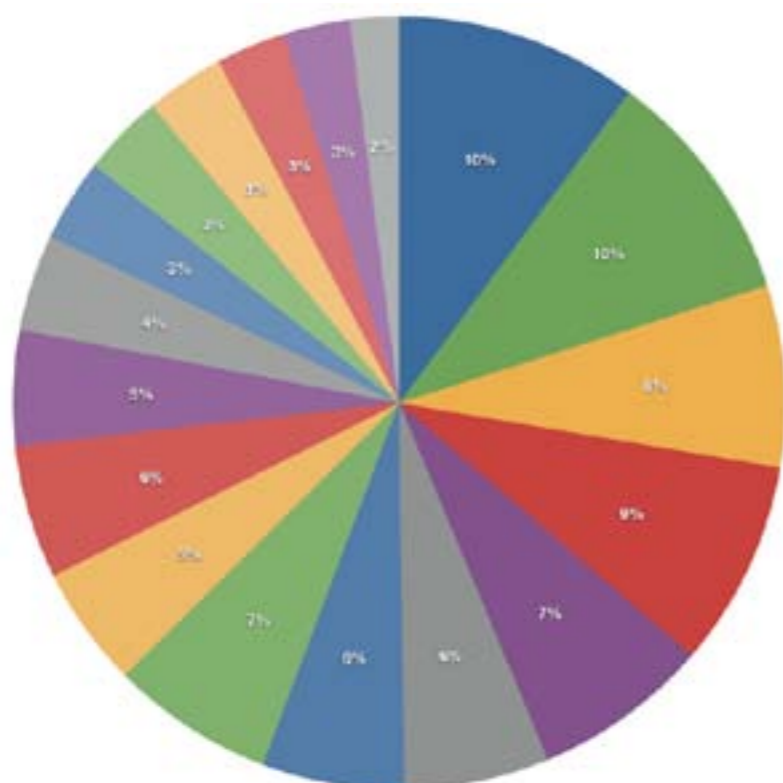
believe their club has a genuine chance of winning in each week of the season.'

A salary cap, draft system and new revenue sharing protocols all help to keep the ratio between the highest-paid AFL teams and the lowest-paid teams among the lowest in global sport. That leads to more teams getting a realistic shot at glory over time. Thus while the data in these pages supports the widely held view Australia's four 'biggest' clubs are Collingwood, Essendon, Carlton and Hawthorn (for a combination of their popularity, all-time Grand Final wins and pulling power at the turnstiles) it is notable only Hawthorn among them have won more than a single Grand Final since the Millennium. Since 1995,

Carlton have won none, Essendon one (2000) and Collingwood one (2010).

Meanwhile Sydney Swans (with a recent runner-up slot and a win in 2012) and Adelaide Crows, with league-highest average crowds of almost 50,000 in 2014 continue to demonstrate the AFL's potential outside the Victoria heartlands, as epitomised by the Brisbane Lions in the early Noughties.

Proportional share of total AFL social media audience by team



Success breeds popularity? Social media in the context of all-time Premiership wins

TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL AFL SOCIAL	PW*
Collingwood	1	300,384	1	71	1	10	15
Essendon	2	292,711	2	71	2	10	16
Carlton	4	214,993	3	62	3	8	16
Hawthorn	3	260,624	5	56	4	9	12
Sydney Swans	5	213,458	4	57	5	7	5
Adelaide Crows	8	166,680	6	56	6	6	2
Richmond	7	168,754	8	49	7	6	10
West Coast Eagles	6	207,400	10	42	8	7	3
Geelong	10	135,144	7	50	9	5	9
Fremantle	9	164,017	11	41	10	6	0
Port Adelaide	11	132,095	9	44	11	5	1
St Kilda	12	111,659	12	36	12	4	1
North Melbourne	14	92,621	14	34	13	3	4
Brisbane Lions	13	97,172	17	28	14	3	3
Gold Coast	15	88,146	15	32	15	3	0
Melbourne	17	71,402	13	35	16	3	12
Western Bulldogs	16	74,744	18	28	17	3	1
Greater Western Sydney	18	46,516	16	29	18	2	0

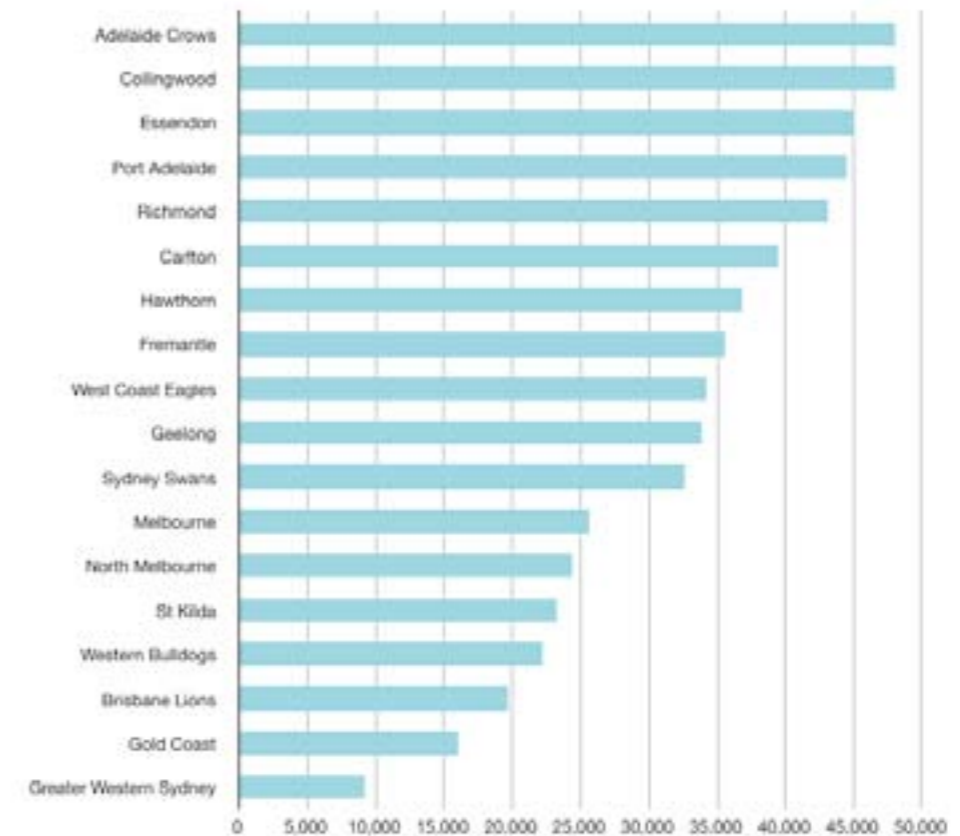
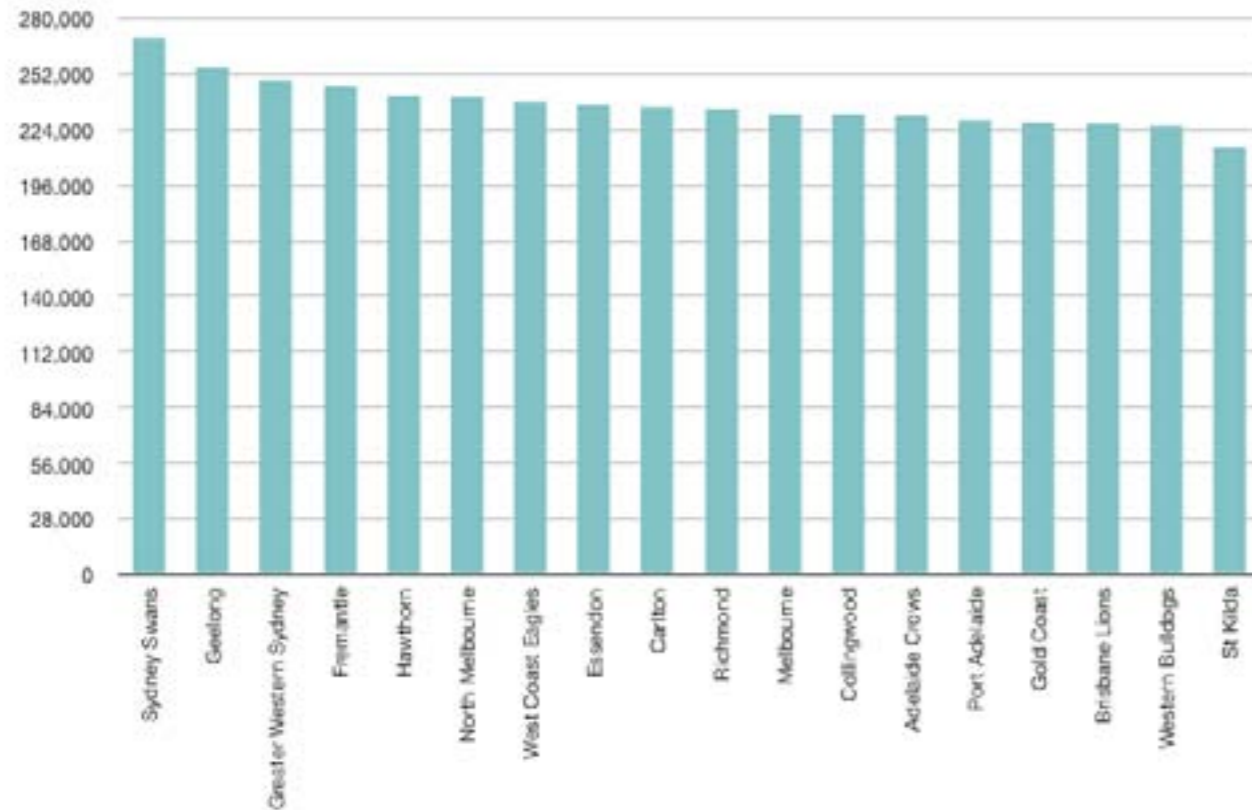
Social media numbers at 14 April 2015
* SR = Social Rank, PW = Premiership wins

Average first-team pay, AFL, 2014 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Sydney Swans	270,681	157,888
2	Geelong	255,697	149,148
3	Greater Western Sydney	249,050	145,271
4	Fremantle	246,563	143,820
5	Hawthorn	241,306	140,754
6	North Melbourne	240,947	140,544
7	West Coast Eagles	238,938	139,373
8	Essendon	237,292	138,412
9	Carlton	235,921	137,613
10	Richmond	235,331	137,269
11	Melbourne	232,524	135,631
12	Collingwood	232,234	135,462
13	Adelaide Crows	231,302	134,918
14	Port Adelaide	229,716	133,993
15	Gold Coast	228,414	133,234
16	Brisbane Lions	227,793	132,872
17	Western Bulldogs	226,908	132,355
18	St Kilda	214,965	125,389

Average home attendance by team, AFL, 2014

ATT RANK	TEAM	AV ATT
1	Adelaide Crows	48,046
2	Collingwood	48,007
3	Essendon	45,067
4	Port Adelaide	44,521
5	Richmond	43,195
6	Carlton	39,461
7	Hawthorn	36,896
8	Fremantle	35,658
9	West Coast Eagles	34,198
10	Geelong	33,913
11	Sydney Swans	32,595
12	Melbourne	25,638
13	North Melbourne	24,424
14	St Kilda	23,296
15	Western Bulldogs	22,266
16	Brisbane Lions	19,736
17	Gold Coast	16,092
18	Greater Western Sydney	9,226



J-League: Analysis

J-League



J-League soccer is one of the most compelling sporting success stories in recent decades. There was only dim global awareness of Japanese football when England's Gary Lineker left Tottenham to join Nagoya Grampus Eight in 1992 but it is now regarded not just as mature and one of Asia's best-quality leagues but a handy source of stylish midfielders and a legitimate home for excess Brazilians.

These strides forward cannot fail to be related to the equally impressive rise of the Japanese national side, graced in recent decades by players who've made it to Europe's 'Big 5' leagues such as Shunsuke Nakamura, Shinji Kagawa, Keisuke Honda and Kazu Miura, who recently scored for Yokohama FC of J-League 2 at the

age of 48. They and others are now well known outside their homeland.

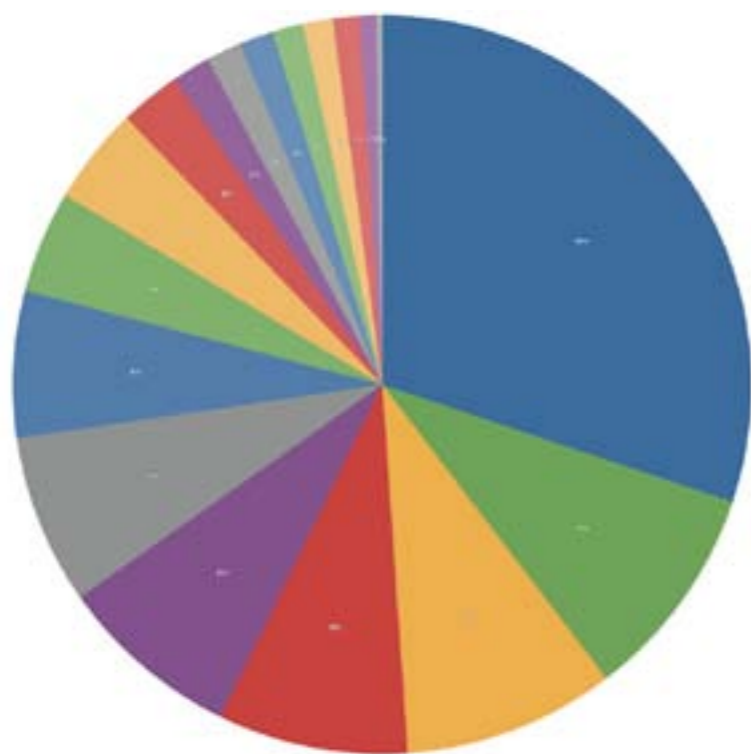
Social media visibility of the teams would appear to follow the pattern of more success equals more fans, though FC Tokyo, who have won precisely zero national titles, have managed to attract a relatively impressive following perhaps due to the sheer population density of their home city. Kashima Antlers, seven times winners of the league title have made minimal cyber impact although it is worth noting the club only began taking notice of social media in February of this year.

While Japanese players are increasingly making waves overseas, a surge in popularity for Cerezo Osaka can

probably be put down to their signing of Uruguayan legend Diego Forlan who penned a \$3.4 million-a-year deal when he joined the club.

The atmosphere at J-League games, similar to that experienced in the Bundesliga but with fewer wheatbeers and many more choreographed fan celebrations, is rightly lauded in the more hipster sectors of football. It is, therefore, surprising to note that Urawa Red Diamonds alone break the 30,000 mark in terms of attendance.

Proportional share of total J-League social media audience by team



Success breeds popularity? Social media in the context of all-time J-League wins

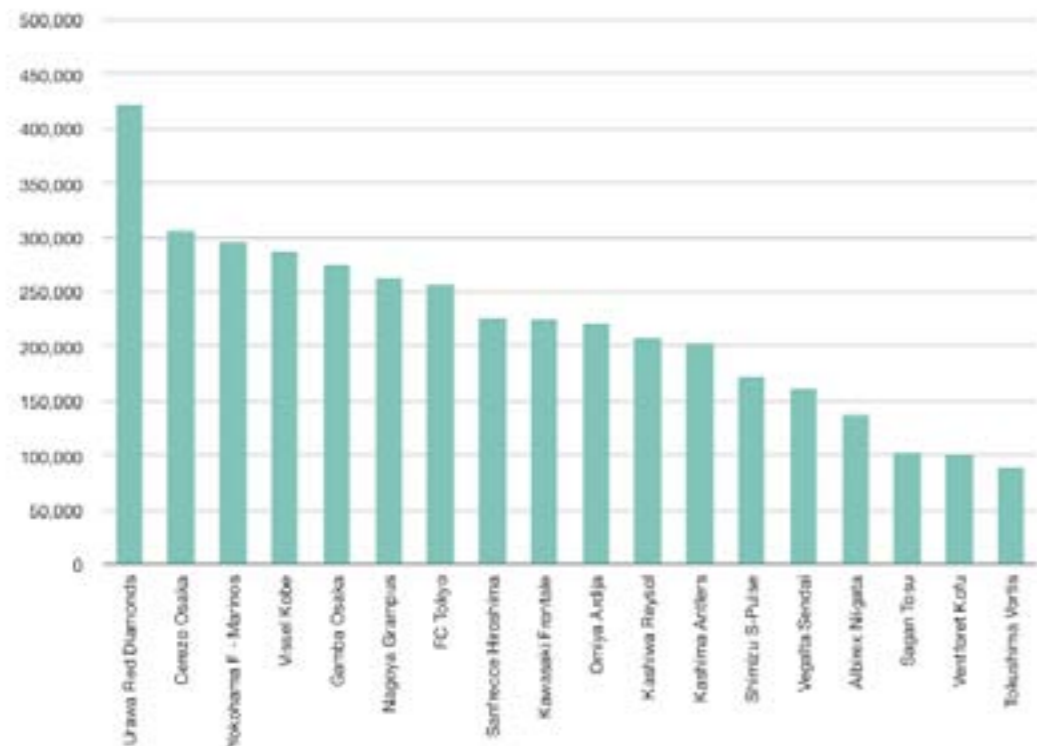
TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL J-LEAGUE SOCIAL	JTW*
Cerezo Osaka	1	310,687	5	52	1	30	4
FC Tokyo	6	23,514	1	88	2	9	0
Urawa Red Diamonds	4	45,917	4	68	3	9	5
Sanfrecce Hiroshima	2	46,511	6	50	4	8	7
Yokohama F · Marinos	8	19,991	2	80	5	8	5
Gamba Osaka	3	46,443	7	31	6	6	2
Kawasaki Frontale	9	18,926	3	71	7	7	0
Nagoya Grampus	5	37,082	10	17	8	4	1
Shimizu S-Pulse	7	21,502	8	30	9	4	0
Omiya Ardija	15	7,935	9	24	10	3	0
Ventforet Kofu	13	9,974	12	8	11	1	0
Kashiwa Reysol	12	12,462	14	4	12	1	2
Sagan Tosu	16	7,197	11	13	13	2	0
Albirex Niigata	10	18,398	17	0.06	14	2	0
Vissel Kobe	11	13,879	16	1.7	15	1	0
Tokushima Vortis	17	6,579	13	7.7	16	1	0
Vegalta Sendai	14	8,823	18	0	17	1	0
Kashima Antlers	18	557	15	2.3	18	0.2	7

Social media numbers at 14 April 2015

* SR = Social Rank, JTW = Japanese title wins

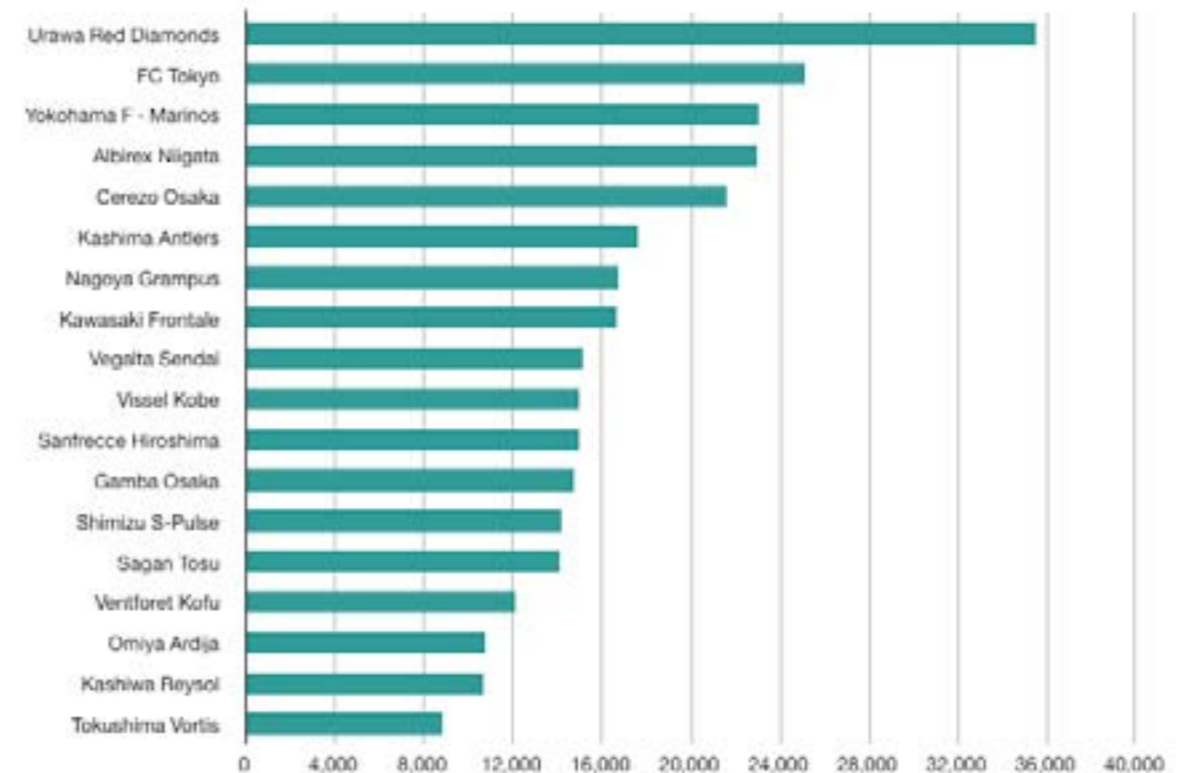
Average first-team pay, J-League, 2014 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Urawa Red Diamonds	422,404	246,388
2	Cerezo Osaka	306,096	178,546
3	Yokohama F · Marinos	296,544	172,974
4	Vissel Kobe	288,102	168,050
5	Gamba Osaka	276,663	161,377
6	Nagoya Grampus	263,379	153,629
7	FC Tokyo	256,633	149,694
8	Sanfrecce Hiroshima	227,113	132,475
9	Kawasaki Frontale	225,936	131,788
10	Omiya Ardija	222,221	129,622
11	Kashiwa Reysol	207,232	120,879
12	Kashima Antlers	203,068	118,450
13	Shimizu S-Pulse	173,565	101,241
14	Vegalta Sendai	161,371	94,128
15	Albirex Niigata	137,684	80,311
16	Sagan Tosu	103,152	60,169
17	Ventforet Kofu	101,464	59,184
18	Tokushima Vortis	90,168	52,595



Average home attendance by team, J-League, 2014

ATT RANK	TEAM	AV ATT
1	Urawa Red Diamonds	35,516
2	FC Tokyo	25,187
3	Yokohama F · Marinos	23,088
4	Albirex Niigata	22,979
5	Cerezo Osaka	21,627
6	Kashima Antlers	17,665
7	Nagoya Grampus	16,734
8	Kawasaki Frontale	16,661
9	Vegalta Sendai	15,173
10	Vissel Kobe	15,011
11	Sanfrecce Hiroshima	14,997
12	Gamba Osaka	14,749
13	Shimizu S-Pulse	14,210
14	Sagan Tosu	14,137
15	Ventforet Kofu	12,171
16	Omiya Ardija	10,811
17	Kashiwa Reysol	10,715
18	Tokushima Vortis	8,884



CFL: Analysis

Canadian Football League



The Canadian Football League is one of fascinating contradictions where the most successful teams are not consistently the most popular and community-owned sides compete with more traditionally run franchises. Indeed, it is two of the community sides, the Edmonton Eskimos and the Saskatchewan Roughriders, that top the attendances table for the league and the Roughriders, despite only four championship wins, are easily the most popular on social media.

Despite being the second most popular sport in Canada, the league itself has experienced something of a chequered history which, at one point in the early 1990s saw the inclusion of American teams – the Las Vegas Posse, Birmingham Barracudas and

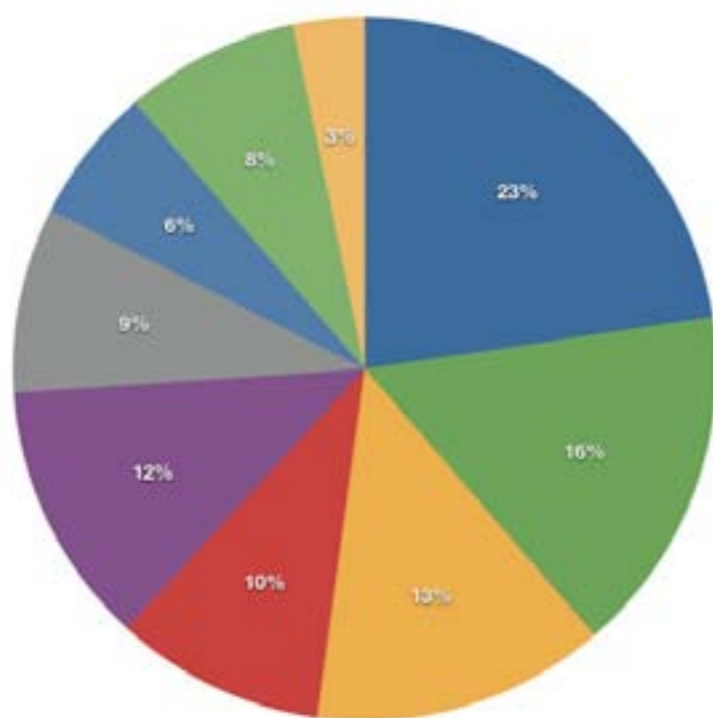
Baltimore Stallions were among the sides from south of the border to enjoy a brief stay in the CFL. Now a Canadian-only league, the CFL attracts the third highest per-game attendance of any North American sport but remains relatively low paid with only a marginal difference between the best paid team and the most poorly remunerated side.

And it is perhaps that relative equality that can account for the seemingly upside-down nature of team popularity where the Toronto Argonauts, the winner of 16 championships, can have nearly a quarter of a million fewer followers on Facebook than the Saskatchewan Roughriders. Where no well-funded titan exists there is little motivation for the casual follower of

the sport to associate themselves with a glory side likely to sweep all before them. Rather, communities back the team from their area, particularly where they, themselves, own the team.

The popularity of CFL is, perhaps, surprising but the nature of the sport in Canada differs slightly from the brand of gridiron played in the NFL, with the purist insisting that the smaller and more skilful players discarded by the American powerhouses will always find a home north of the border. It's tempting to suggest that it could be this element which imbues the singular nature of the CFL.

Proportional share of total CFL social media audience by team



Success breeds popularity? Social media in the context of all-time Grey Cup wins

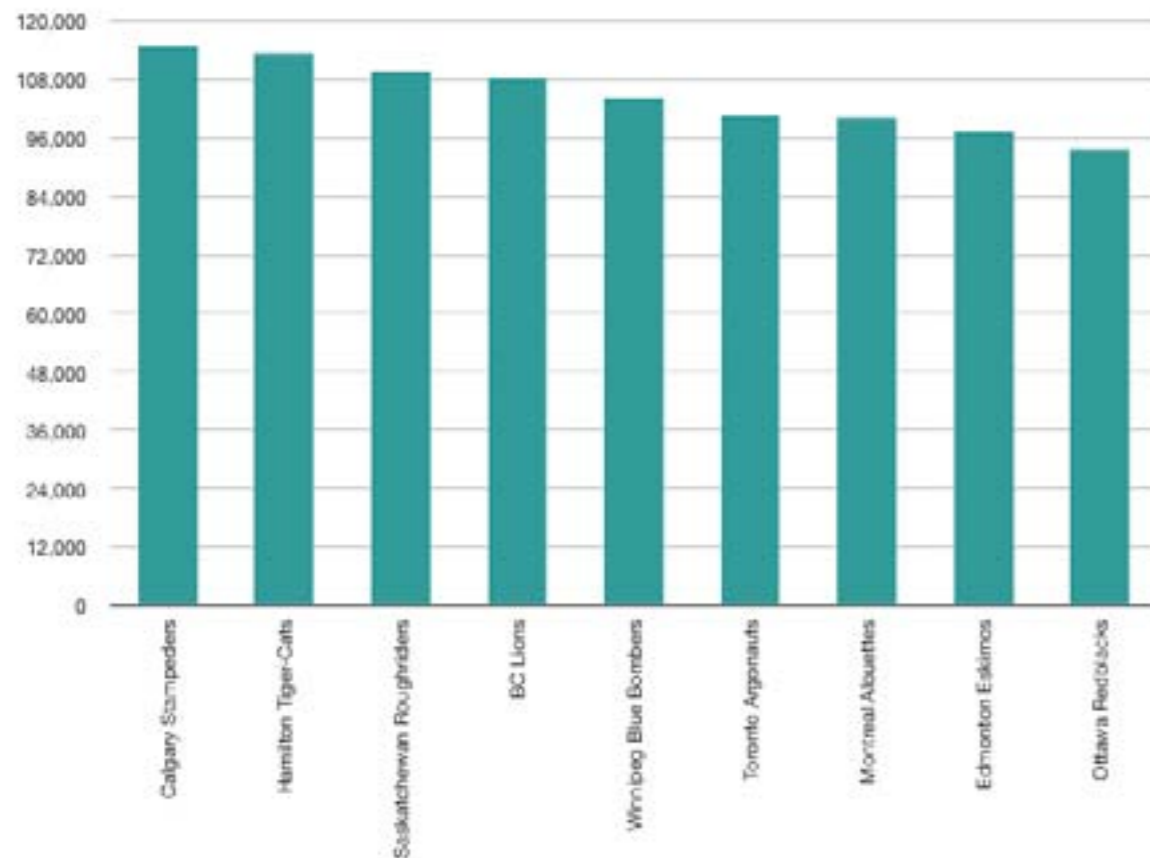
TEAM	RANK f	FOLLOWERS f	RANK t	000'S t	SR*	% OF ALL CFL SOCIAL	GCW*
Saskatchewan Roughriders	1	261,202	1	115	1	23	4
Montreal Alouettes	2	193,942	4	72	2	16	7
BC Lions	3	148,993	3	75	3	13	6
Winnipeg Blue Bombers	5	84,386	2	76	4	10	10
Calgary Stampeders	4	135,680	6	65	5	12	7
Hamilton Tiger-Cats	6	83,122	7	59	6	9	8
Toronto Argonauts	8	36,630	5	67	7	6	16
Edmonton Eskimos	7	76,343	8	57	8	8	13
Ottawa Redblacks	9	18,061	9	37	9	3	0

Social media numbers at 14 April 2015

* SR = Social Rank, GCW = Grey Cup wins

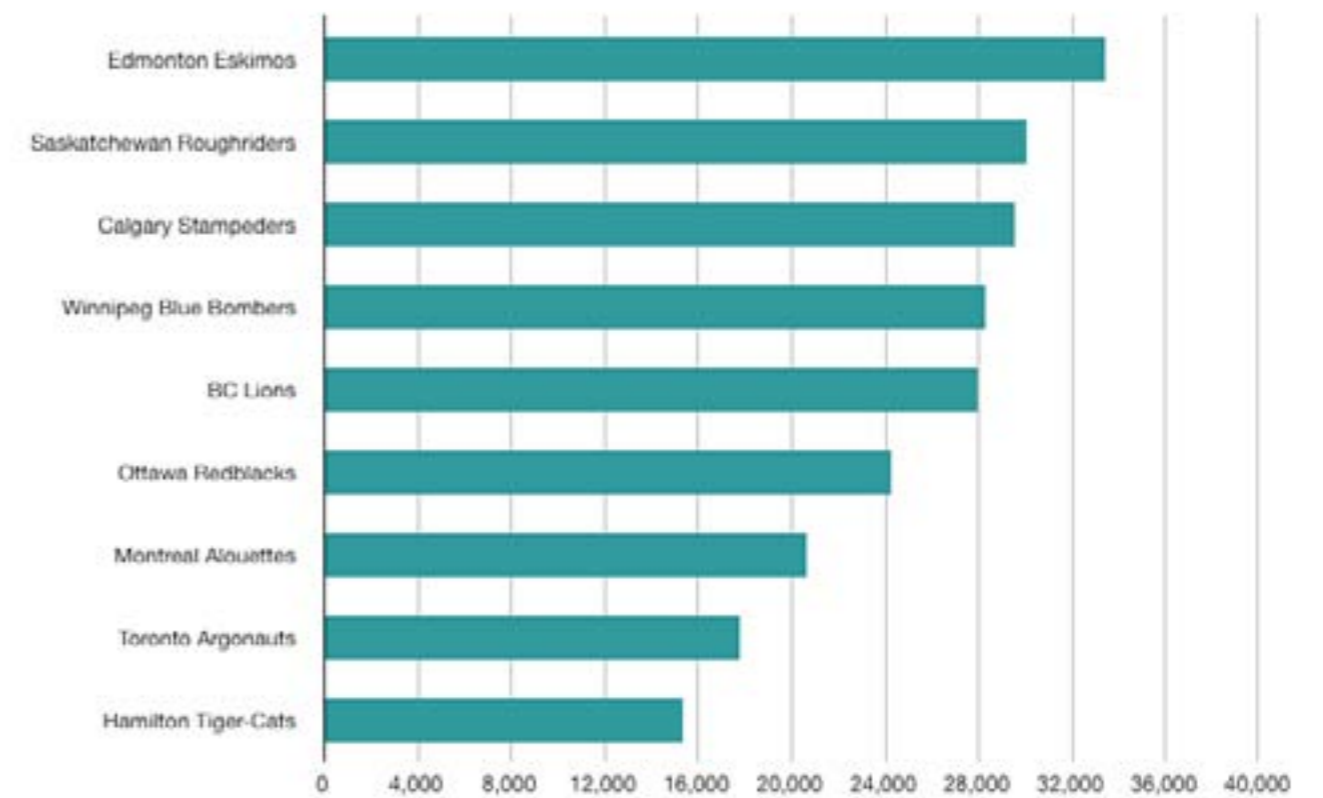
Average first-team pay, CFL, 2014 season

RANK	TEAM	AVG ANNUAL PER PLAYER, \$	AVG ANNUAL PER PLAYER, £
1	Calgary Stampeders	114,909	67,026
2	Hamilton Tiger-Cats	113,423	66,160
3	Saskatchewan Roughriders	109,858	64,080
4	BC Lions	108,352	63,202
5	Winnipeg Blue Bombers	104,408	60,901
6	Toronto Argonauts	100,643	58,705
7	Montreal Alouettes	100,258	58,480
8	Edmonton Eskimos	97,246	56,724
9	Ottawa Redblacks	93,867	54,752



Average home attendance by team, CFL, 2014

ATT RANK	TEAM	AV ATT
1	Edmonton Eskimos	33,485
2	Saskatchewan Roughriders	30,071
3	Calgary Stampeders	29,559
4	Winnipeg Blue Bombers	28,314
5	BC Lions	28,011
6	Ottawa Redblacks	24,295
7	Montreal Alouettes	20,675
8	Toronto Argonauts	17,791
9	Hamilton Tiger-Cats	15,371





What makes a 'super club'? ... And are these the world's biggest?

By Roger Pielke Jr.

This edition of the Global Sports Salaries Survey has considered the salaries and social media followings of the clubs that comprise the world's major sports leagues, has considered success on the field of play and analysed the extent to which money, glory and popularity intersect. Can we use this same data to identify the world's "biggest" sports teams? Sure we can, at least to identify some of them, as laid out in the accompanying table.

But first let's point out what is obvious but often unrecognized: any league table is a function of the variables chosen to produce the rankings in the first place. On the field, court or pitch this works because we agree to the rules before the competition begins. Can we agree on the criteria used here, the primary ranking metric being 'fans' / 'followers' on social media? And have the data been collected accurately and fairly?

We could, of course, use other metrics, like total club revenues, or international broadcast audience, or media mentions. Using social media popularity has the advantage of expressing a truly global reach. This method of ranking has Barcelona at No1 and Real Madrid at No2, each

with almost 100 million social media fans.

Sure, the fact that the Chennai Super Kings of the IPL appears as the 17th biggest team in the world is probably due to the fact that India has a population of 1.25 billion people. At the same time, Manchester United, 3rd on the list, has a social media following that is larger than the entire population of the United Kingdom; de facto we know their fanbase must be widespread.

Accepting there is some validity to ranking by social media, we may infer from the table:

1: Football (soccer) is the only truly global game, especially European football. And if there is a "global league" it is probably the UEFA Champions League. The 'Big 5' European football leagues each have clubs represented in the league table. The EPL, which might stake a claim to be the world's "biggest" league, can only claim so because of its biggest clubs, with the others as enablers of that global success.

2: Basketball is not a challenger to football in terms of the world's biggest global game, but it does

have a claim to being a truly global sport. The presence of the Lakers, Bulls, Heat and Celtics on this list indicate the global appeal of the NBA, a fact supported by the presence of some 100 non-US players from dozens of countries on NBA rosters at the start of the 2014 season.

3: Baseball has just one team on the list. The Yankees are arguably the only MLB team with a genuine global profile, in a sport played seriously mainly in North America, and pockets of Asia, and Central and South America.

4: Like baseball, cricket is far from being one of the world's biggest sports, despite the fact that IPL has four teams here. Obviously that is function the popularity of short-form cricket in India, but it does speak to the considerable potential for this (or similar) forms of cricket to command a large regional audience.

5: There are two NFL teams, the Cowboys and Patriots. One might argue that they did well to get onto the list at all given that virtually nobody outside the USA, Canada and Mexico watches NFL. A large majority of its total global audience is within the

USA's borders. In some respects, the Dallas Cowboys might be considered the US version of the Chennai Super Kings. However, the overwhelming presence of the NFL and its annual Super Bowl makes the NFL, at least for one week a year, more than just a niche domestic league.

So what else defines a super club, aside from aggregate 'popularity'? We could consider success in terms of trophies and titles, money in the coffers or fans through the turnstiles, all of which are fairly well correlated. Most of the teams on the list fare well in all three.

A more sophisticated version of this list might attempt to screen for the global dispersion of social media followings. This might have the effect of lowering the ranking of clubs in 'purely domestic' leagues like the NFL and IPL where the main interest is at home, and raising up the next tier of NBA and 'Big 5' football clubs.

But maybe the best indication might be to count club jerseys that you see on kids around the world. I'm lucky because I have a job that takes me around the world. And by the kid-jersey metric, I'd say this league table

of the world's "biggest" clubs is not so far off.

Roger Pielke Jr. is a professor of environmental studies at the University of Colorado, where he also directs its Center for Science and Technology Policy Research. He studies, teaches and writes about science, innovation, politics and sports. He has written for *The New York Times*, *The Guardian*, *FiveThirtyEight*, and *The Wall Street Journal* among many other places. He is also a regular contributor to *Sporting Intelligence*. Follow Roger on Twitter: [@RogerPielkeJR](#) and on his [blog](#)

TEAM	SUPER CLUB RANK	SOCIAL 'FANS' TOTAL (M)	SPORT	LEAGUE	NATION	WAGE RANK GSSS 2015	AVG CROWD PER GAME
Barcelona	1	97		La Liga		4	71,929
Real Madrid	2	96		La Liga		2	71,391
Manchester United	3	69		EPL		5	75,206
Chelsea	4	47		EPL		7	41,482
Arsenal	5	38		EPL		9	60,013
Bayern Munich	6	30		Bundesliga		6	71,000
Liverpool	7	29		EPL		11	44,671
Milan	8	26		Serie A		31	39,874
LA Lakers	9	25		NBA		21	18,738
Manchester City	10	21		EPL		3	47,103
Paris Saint-Germain	11	20		Ligue 1		1	45,420
Chicago Bulls	12	19		NBA		19	21,344
Miami Heat	13	19		NBA		18	19,713
Juventus	14	19		Serie A		16	38,328
Borussia Dortmund	15	14		Bundesliga		33	80,297
Atletico Madrid	16	12		La Liga		37	46,376
Chennai Super Kings	17	12		IPL		27	27,000
Kolkata Knight Riders	18	12		IPL		30	25,143
Boston Celtics	19	10		NBA		22	17,594
New York Yankees	20	10		MLB		8	41,995
Mumbai Indians	21	10		IPL		28	26,714
Dallas Cowboys	22	9		NFL		175	90,070
Kings XI Punjab	23	8		IPL		32	25,000
Tottenham	24	8		EPL		20	35,808
New England Patriots	25	7		NFL		156	68,756

Notes on Methodology and Database

More information on our company can be found at:

www.sportingintelligence.com/about-us

More on our methodology behind this report can be found at:

www.sportingintelligence.com/finance-biz/sports-salaries/

Any further queries can be emailed to us at:

nick@sportingintelligence.com

Design by Pelekan Design:

www.pelekandesign.com

The compilation of this report would not have been possible without the assistance of specialists across a number of sports and countries featured. Our thanks go to all of them, not least Jonnie Baker, Victoria Fuller, Ian Herbert, Sonja Hernandez, Nick Pelekanos, Roger Pielke Jr, Eriko Takahashi, H.T Torres, Pete Wilson, Richard Whittall and John Yan.



PERFORM BETTER. RECOVER FASTER.

skins.net

SKINS gradient compression is engineered to produce the right level of pressure to increase blood circulation right where it counts. It delivers more oxygen to the muscles that matter, so you can train harder, perform better and recover faster.

We know it's a big promise, so if you want to check us out, visit our website and view the independent testing that's been done to prove it.