
THE BUSINESS OF THE ENGLISH PREMIER LEAGUE 2019-20



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The English Premier League, or EPL, is widely regarded as the most popular soccer league in the world. With TV contracts that can only be rivalled by the likes of the NFL and an global audience that reaches from the US to Asia, the Premier League has long been a source of fascination to soccer fans the world over and a source of envy to executives of rival league. Broadcast in 212 territories with an audience of billions, the Premier League is largely unrivalled as the top professional soccer league.

Entering the 2019-20 season, the commercial landscape of the league has changed significantly in recent years. The Premier League moved towards a 'clean' brand image by removing title sponsorships much like the US leagues such as the NFL and NBA, allowing clubs even greater scope in attracting partners without worrying about conflict with the league.

The media rights fees commanded by the Premier League, despite a drop in the last cycle, still dwarf most other leagues and with Amazon entering the market for the first time in 2019/20, the future for the league continues to be rosy. In this report, Sportcal assesses the commercial landscape of the biggest league in the world's most popular sport.



**All Data within this report has been collated from the Sportcal Sponsorship Intelligence Centre and is correct as of 17/07/2019 unless otherwise specified.
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- The Premier League was founded in 1992, breaking away from the control of the Football Association and effectively rebranding the top flight in English football.
- The Premier League is a private company wholly owned by its 20 Member Clubs who make up the League at any one time.
- The Premier League teams have the power to change the rules governing the league. Each Member Club is entitled to one vote and all rule changes and major commercial contracts require the support of at least a two-thirds vote, or 14 clubs, to be agreed.
- The league is comprised of 20 teams, each of whom play each other twice, home and away through the season. The teams finishing in the bottom three places are relegated to the Championship.
- The four teams that place in the top four league places qualify for the Champions League, whilst those finishing in fifth and sixth are joined by the winners of the FA Cup in the draw for the Europa League.
- There has been six different winners of the Premier League since its inception - Manchester United (13x), Chelsea (5x), Manchester City (4x), Arsenal (3x), Blackburn (1x) and Leicester City (1x).
- The Premier League operates two transfer windows with the summer window running from June through to the start of the season in August. The winter window operates through the month of January.
- The most expensive transfers in Premier League History:
 - **Paul Pogba** (Juventus to Manchester United, \$120.1 million) –
 - **Virgil Van Dijk** (Southampton to Liverpool, \$102.8 million) –
 - **Kepa** (Atletico Bilbao to Chelsea, \$97.16 million) –
 - **Romelu Lukaku** (Everton to Manchester United, \$96.71 million) –
 - **Rodrigo Hernandez (Rodri)** (Atletico Madrid to Manchester City, \$92.03 million)

Premier League 2019-20



Founded:
1992

Confederation:
The Football Association

Number of teams:
20

Current Champions:
Manchester City

Most Championships:
Manchester United (20)

Average Attendance:
38,630

Number of Sponsors:
8

Sponsorship Revenue (estimated):
\$80,980,000



www.premierleague.com/news/870004



www.premierleague.com/news/1291167



www.premierleague.com/news/812561



www.premierleague.com/news/1245340

In February 2016, the Premier League announced that it would move away from its existing sponsorship strategy ahead of the 2016/17 season in a bid to enhance its global appeal. Since the league's inception, a title sponsor was synonymous with the league as firstly beer brand Carling, between 1993/94 and 2000/01, then banking giant Barclays took on the title sponsorship from 2001/02 to 2015/16. The idea behind ditching the title sponsorship, which generated \$48.5 million per season, was to develop a clean brand image for the Premier League, following in the footsteps of American sports leagues such as the NBA and NFL as a means of enhancing the league's value beyond TV. The partnership strategy for the league has pivoted to multiple partnerships, with seven category partners providing the league with greater flexibility while opening up opportunities for the clubs.

Barclays retained their partnership with the league, despite dropping title sponsorship rights in 2016, to become the official bank and most recently signed until through to end of the 2021/22 season. Budweiser, a new partner for 2019, will run the 'Be a King' campaign in a bid to inspire fans by connecting them with 'Kings' of the league. This season will also see the introduction of the new Nike 'Merlin' ball which has been exclusively produced for the Premier League, coinciding with the brand's 20th anniversary partnership with the league. Other sponsor initiatives include Coca-Cola's first nationwide trophy tour and EA Sports launch of the ePremier League, an online FIFA competition launched last season.

Lead Partner



Official Bank



Official Beer



Official Snack



Official Soft Drink



Official Ball Supplier



Official Timekeeper



Official Licensees



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