

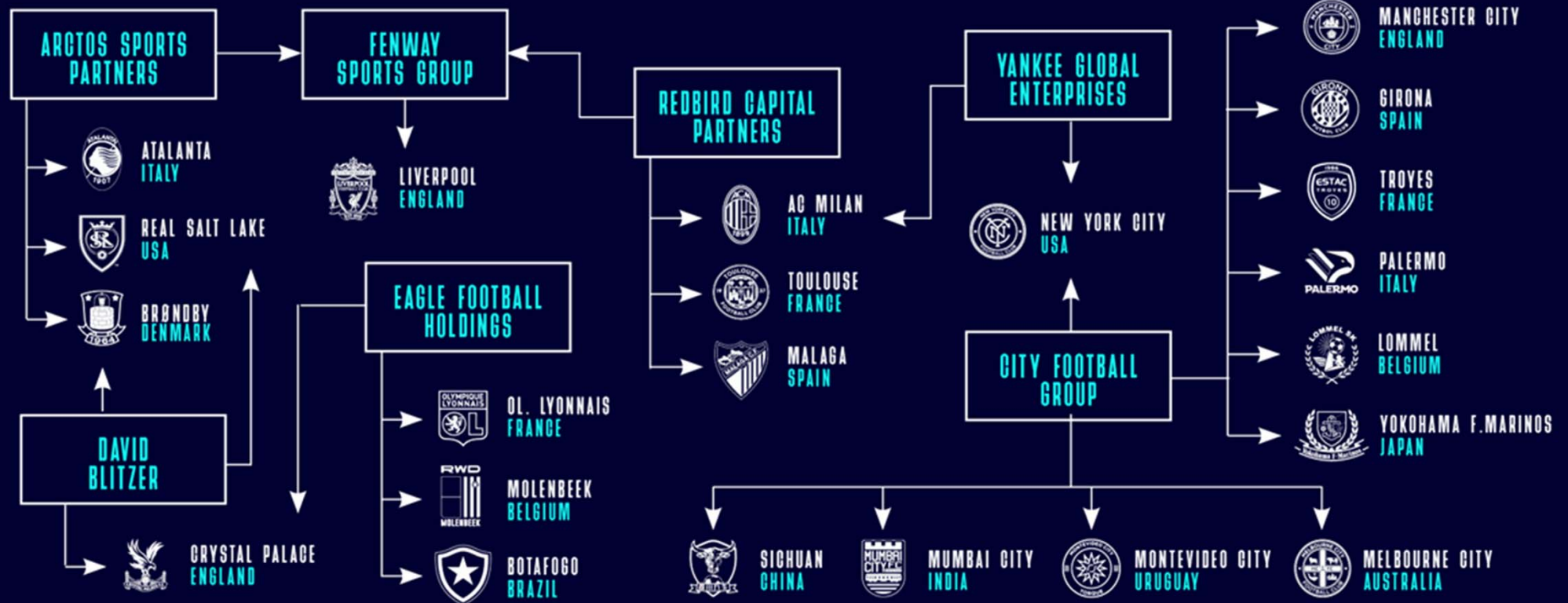


Calcio e globalizzazione: quale futuro per il calcio italiano

GRUPPO24ORE

*L'(insostenibile) leggerezza del calcio
Facoltà di Economia – Università La Sapienza
Roma, 30 marzo 2023*

FOOTBALL CLUB OWNERSHIP NETWORKS

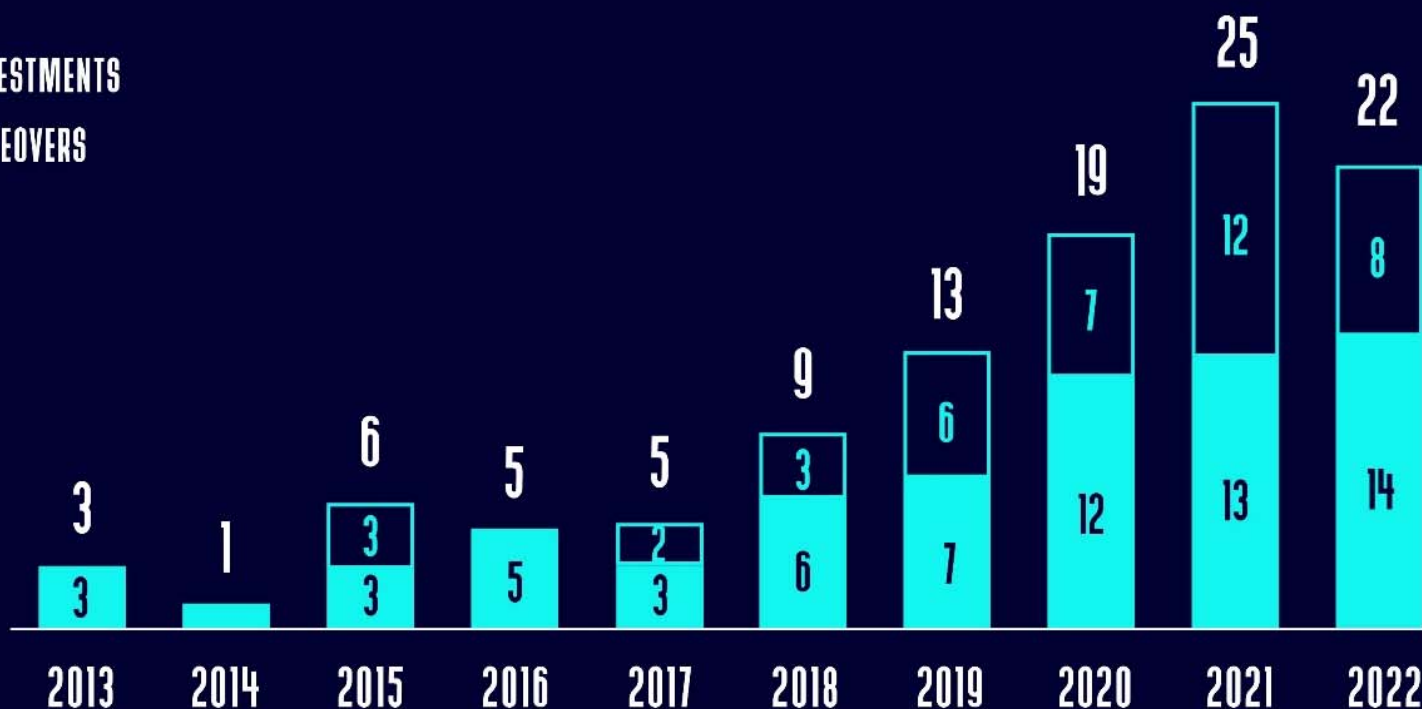


US INVESTMENTS IN EUROPEAN CLUBS

NUMBER OF MINORITY AND MAJORITY INVESTMENTS PER YEAR



□ MINORITY INVESTMENTS
■ MAJORITY TAKEOVERS



PROFESSIONAL FOOTBALL CLUBS IN EUROPE MAJORITY-OWNED BY US INVESTORS





Premier League Club Revenues vs. U.S. Sports Teams



Chart: Lev Akabas
@levakabas
@datakabas

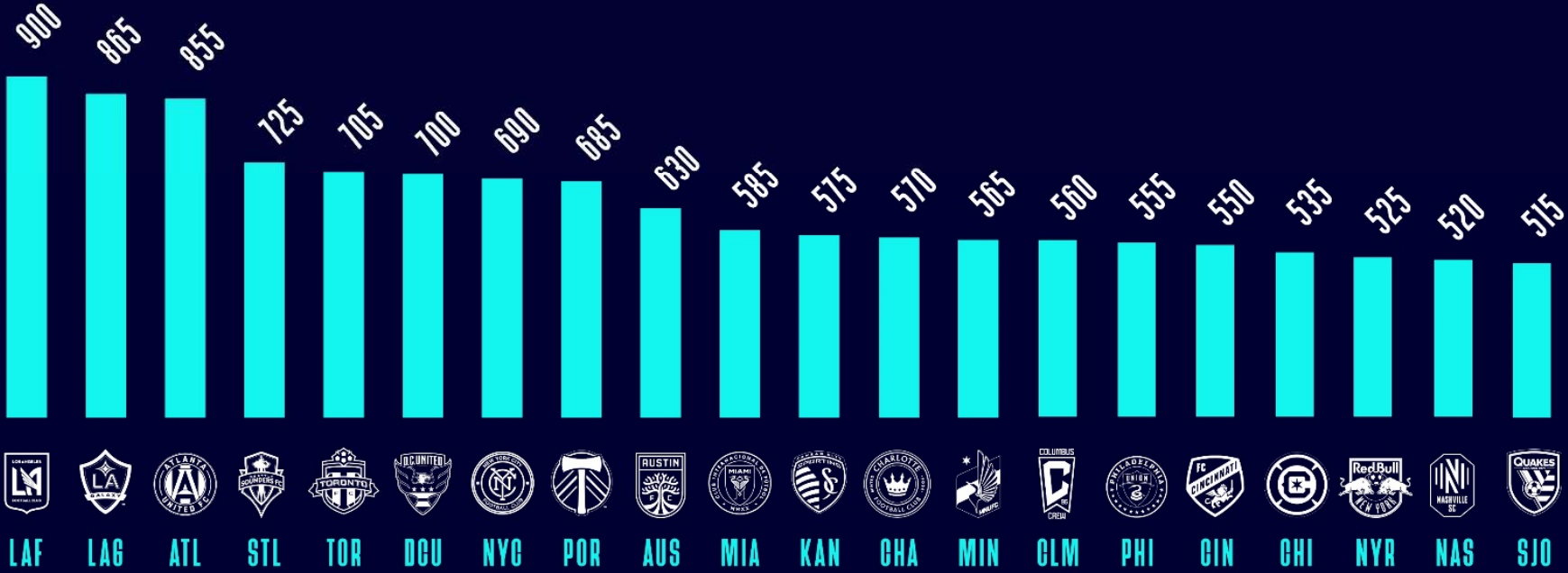
Sportico



MAJOR LEAGUE SOCCER 2022 TOP 20 CLUBS BY VALUATION (USDm)



Source: Sportico

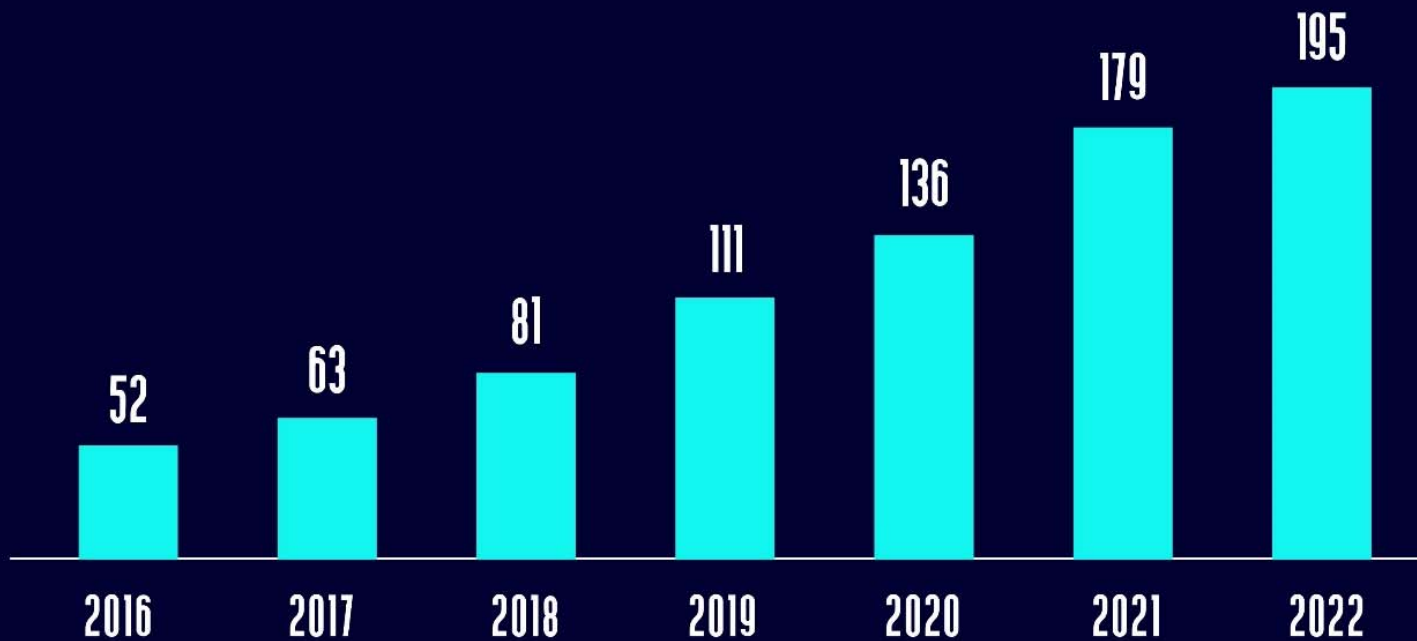


Le MCO nel calcio



THE GROWTH OF MULTI-CLUB OWNERSHIP

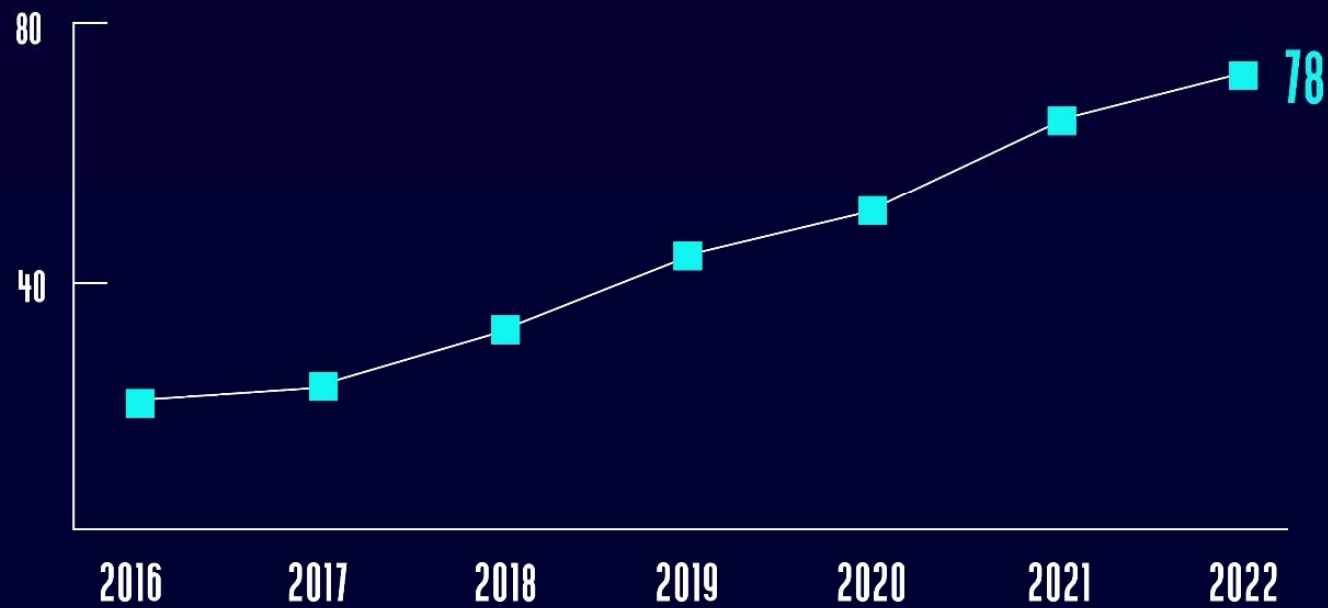
TOTAL NUMBER OF CLUBS INVOLVED IN MCOs





THE GROWTH OF MULTI-CLUB OWNERSHIP

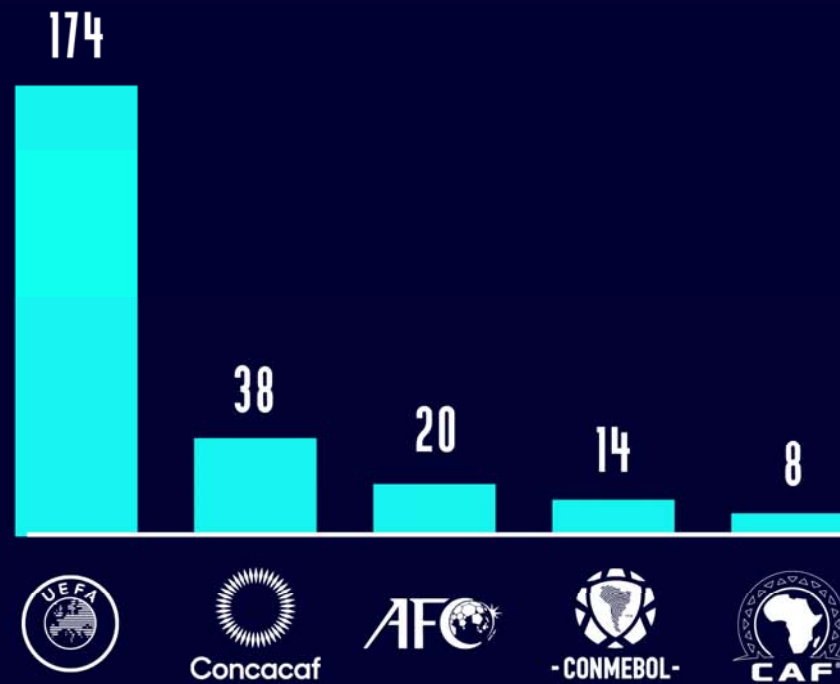
EVOLUTION IN THE TOTAL NUMBER OF MCOs



MCO nel mondo



FOOTBALL MULTI-CLUB OWNERSHIP NUMBER OF CLUBS INVOLVED IN MCOs - BY CONFEDERATION



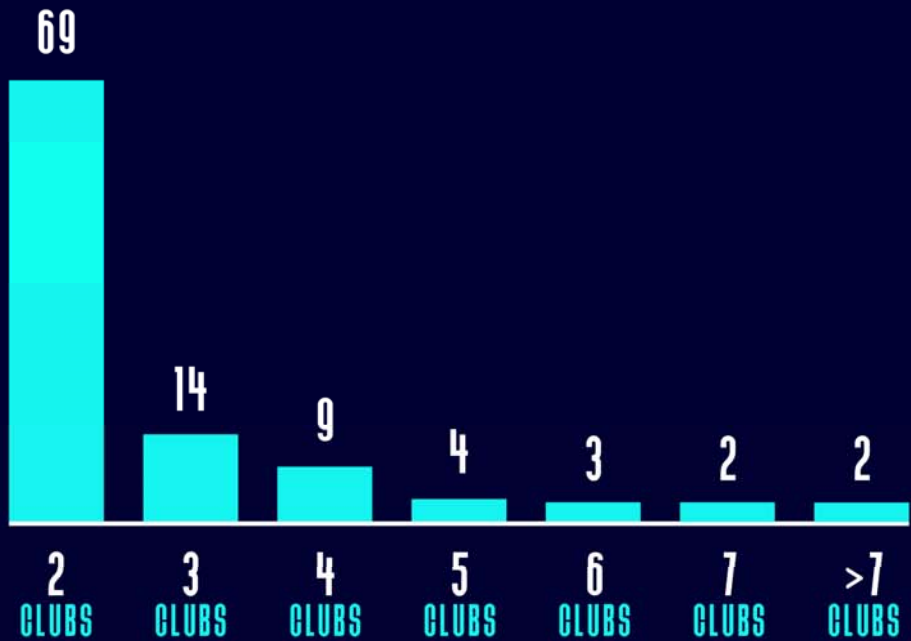


FOOTBALL MULTI-CLUB OWNERSHIP

DISTRIBUTION OF MCOs BY NUMBER OF CLUBS IN EACH GROUP



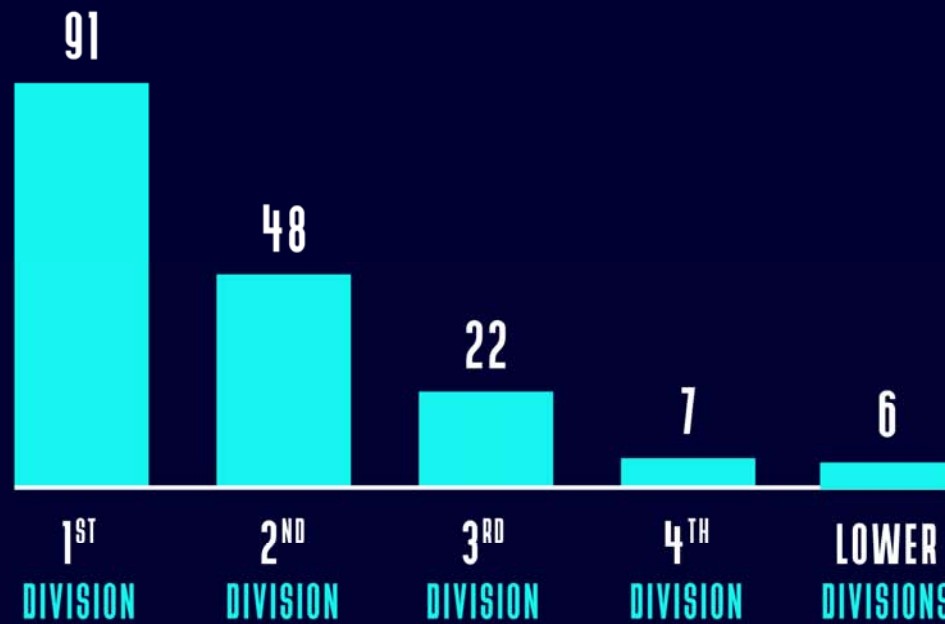
SPORTS
INTELLIGENCE



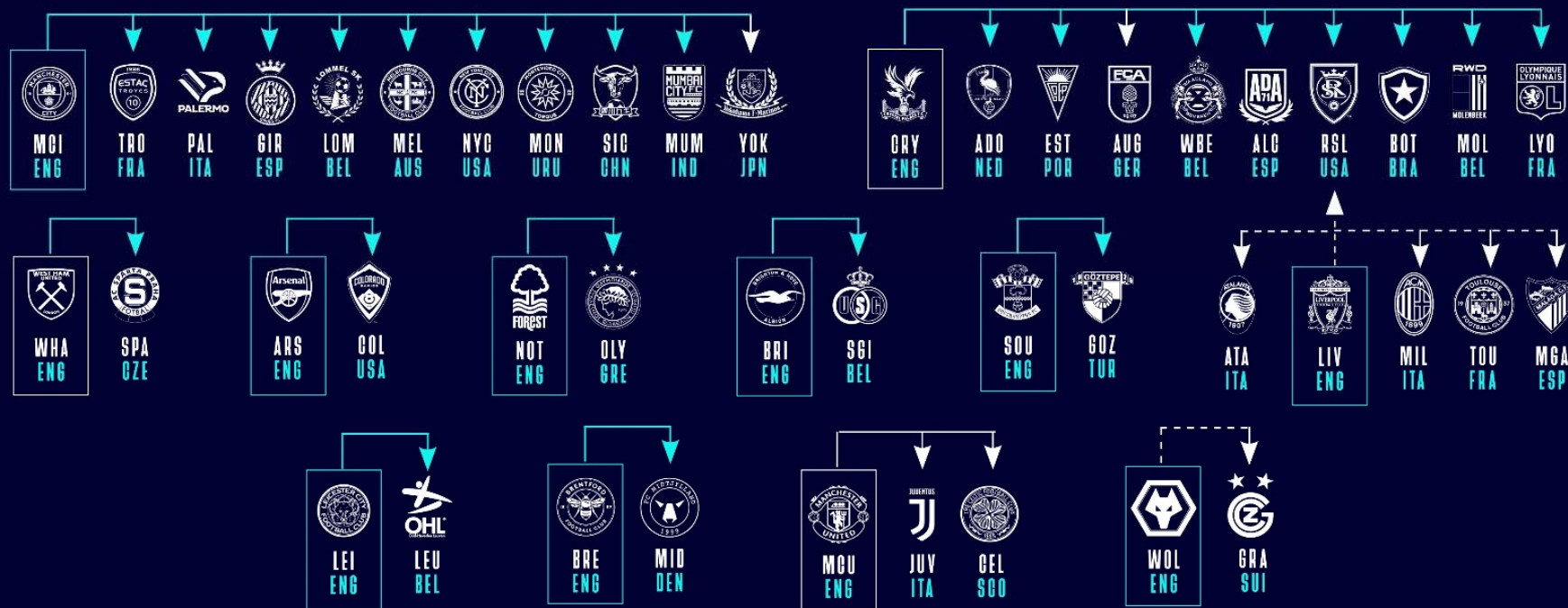


FOOTBALL MULTI-CLUB OWNERSHIP

EUROPEAN CLUBS INVOLVED IN MCOs



FOOTBALL CLUB OWNERSHIP NETWORKS - PREMIER LEAGUE 22/23



— MAJORITY STAKE
 — MINORITY STAKE
 - - INDIRECT LINK

City Football Group



Red Bull



RED BULL SALZBURG
AUSTRIA



FC LIEFERING
AUSTRIA



RED BULL BRAGANTINO
BRAZIL



RED BULL BRASIL
BRAZIL



RB LEIPZIG
GERMANY



NEW YORK RED BULLS
USA



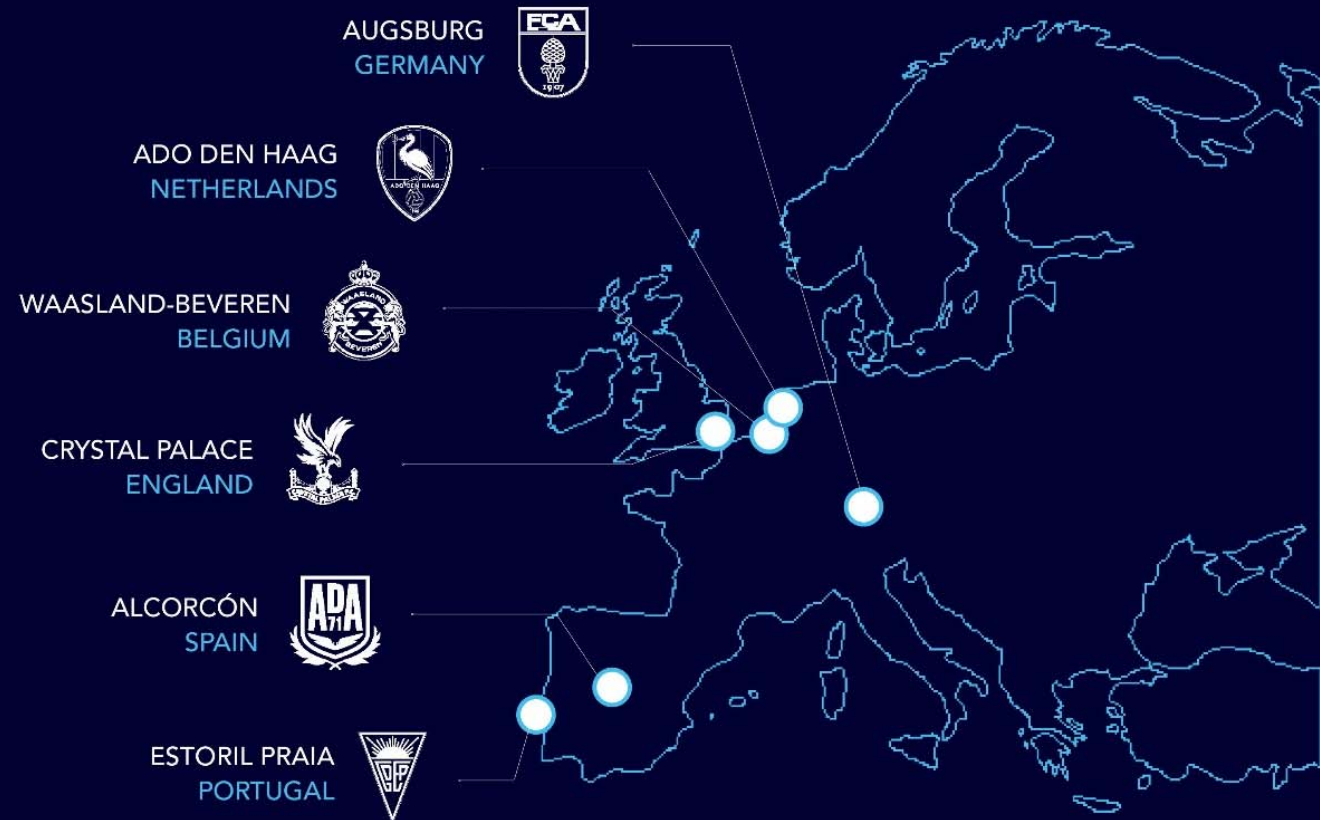
Football Benchmark

City Football Group and Red Bull global football club portfolios



Source: KPMG Football Benchmark research























Globalon Football Holdings



David Blitzer

David Blitzer's Franchise Portfolio

Blitzer is the first individual with an equity stake in each of the five major U.S. sports leagues.

Team	League	Sport
 Pittsburgh Steelers	NFL	
 Philadelphia 76ers	NBA	
 New Jersey Devils	NHL	
 Cleveland Guardians	MLB	
 Real Salt Lake	MLS	
 Crystal Palace	Premier League	
 FC Augsburg	Bundesliga	
 ADO Den Haag	Eerste Divisie	
 S.K. Beveren	Belgian First Division B	
 AD Alcorcón	Segunda División	
 G.D. Estoril Praia	Primeira Liga	

Sportico



777 PARTNERS

FOOTBALL CLUB INVESTMENTS



1



SEVILLA
SPAIN

2



GENOA
ITALY

3



STANDARD LIEGE
BELGIUM

4



VASCO DA GAMA
BRAZIL

5



RED STAR
FRANCE

6



MELBOURNE VICTORY
AUSTRALIA

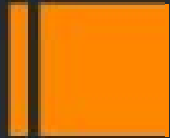
7



HERTHA BSC*
GERMANY

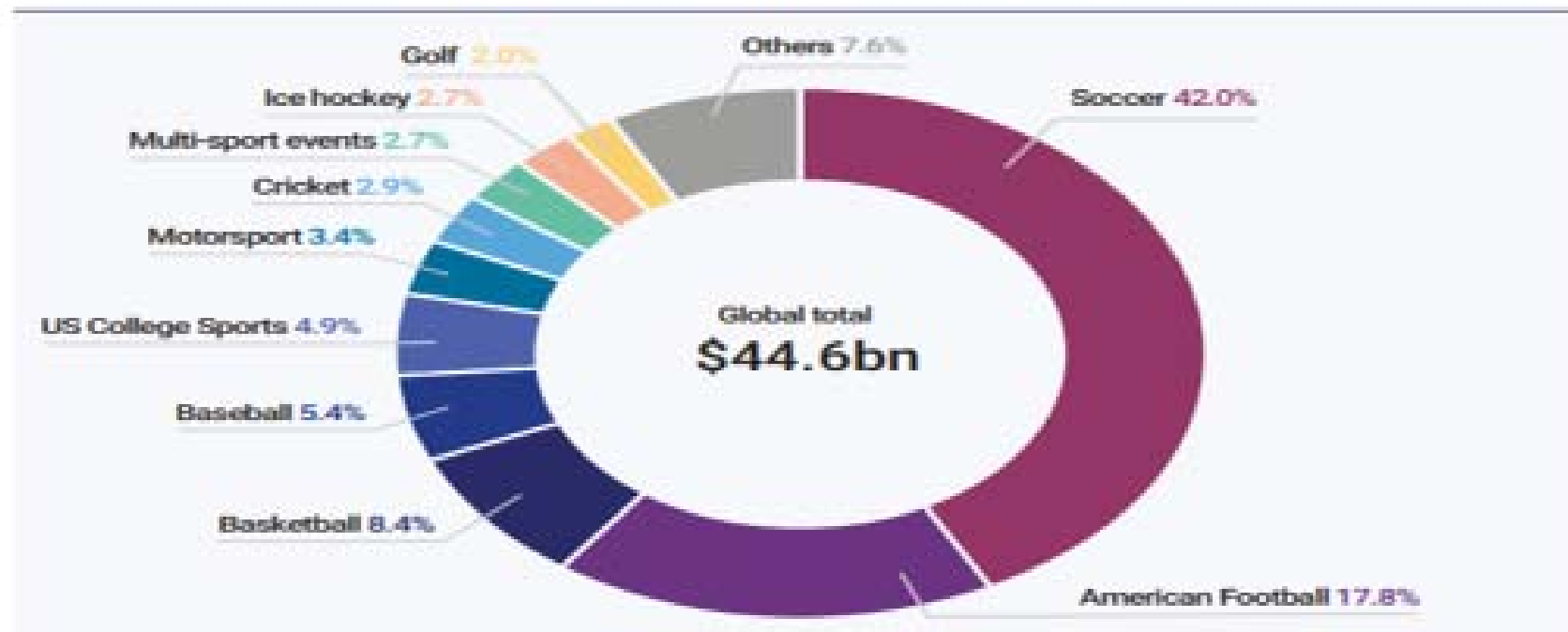


* The investment in Hertha BSC is still pending approval from the club's Board and the League.



Quanto valgono i diritti tv

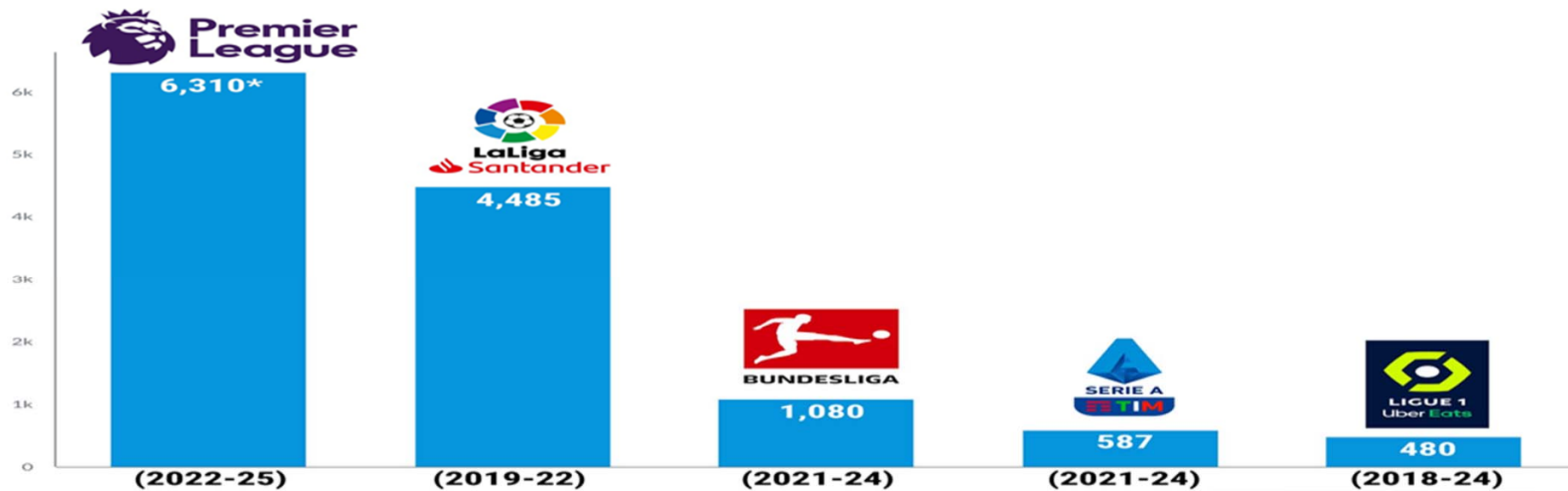
Top 10 Sports Share of Global Media Value 2020





International broadcasting revenue in the Big 5 leagues

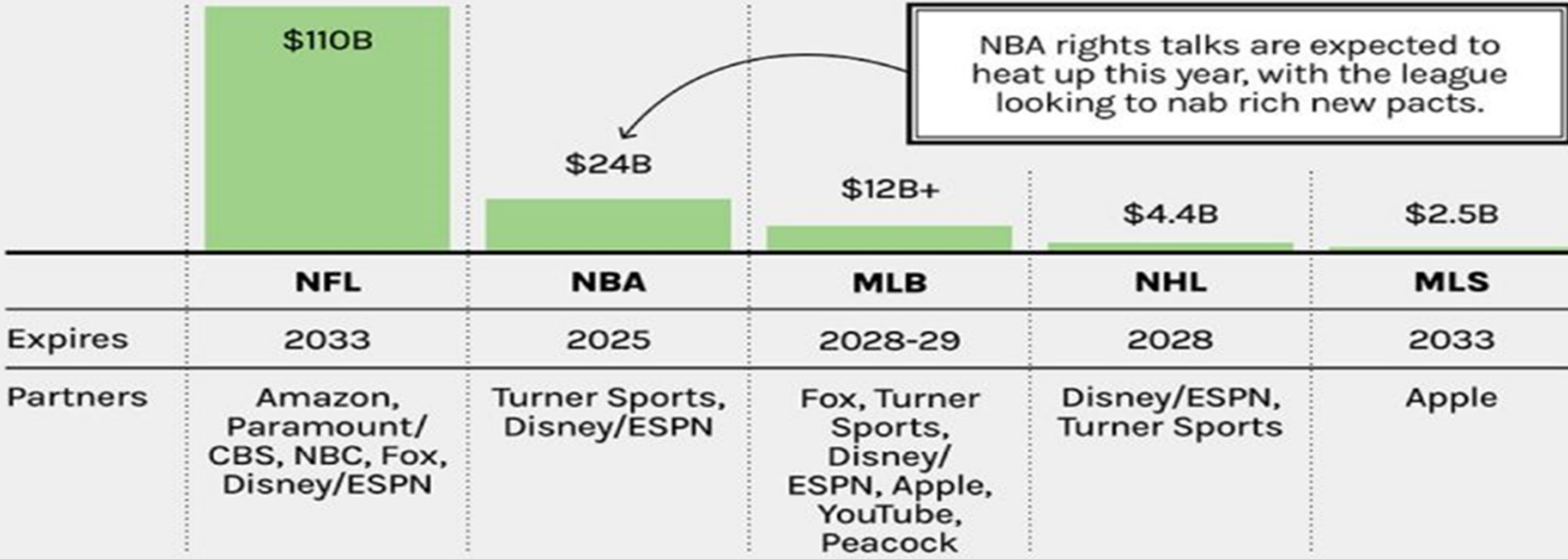
Total international broadcasting revenue in EUR million (deals' time frame)



Source: KPMG Football Benchmark Club Finance & Operation Tool
Note: *Value based on the GBP/EUR exchange rate of February 11th, 2022



Locked-in Sports TV Rights



Serie Bianca < Feltrinelli

MARCO BELLINAZZO
LE NUOVE GUERRE
DEL CALCIO
GLI AFFARI DELLE CORPORATION
E LA RIVOLTA DEI TIFOSI

GRUPPO **24** ORE

- twitter: @MarcoBellinazzo
- marcobellinazzo.blog.ilsole24ore.com