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INDICATORS OF FINANCIAL SUPPORT FOR FOOTBALL PLAYERS' MIGRATION IN PROMINENT EUROPEAN LEAGUES

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A – study concept and design; B – data collection; C – data analysis and interpretation; D – paper writing; E – paper editing; F – paper final adoption

Abstract

Relevance. Today's football is characterized with the tendencies to increase the indicators of migration and transfer intensity in prominent European football leagues and to reduce the quantitative indicators of the existence of their own trainees in the children's and youth's academies of the European championships' prominent football clubs for the period 2009-2019.

The *aim of the research* is to research and determine the level of financial support for qualified footballers' migration processes in prominent European clubs based on their transfer activity (according to the open information sources).

Material and methods: analysis and generalization of research and methodological literary sources of the Internet web, pedagogical observation, content analysis of the materials from the UEFA and FIFA football clubs' official websites, methods of mathematical statistics.

Results. In the «TOP-20» of the prominent European football clubs' rating up to the end of the year 2019 (by the indicators of the transfer expenses' total determining the indicators of the qualified footballers' migration), there is the following allocation: Barclays Premier League (Great Britain) – 8 football clubs (40%) with transfer expenses of 4726 million € (43,40%); Liga de Futbol Profesional, Primera Division (Spain) – 4 football clubs (20%) with transfer expenses of 2415 million € (22,17%); Lega Nazionale Professionisti Serie A TIM (Italy) – 4 football clubs (20%) with transfer expenses of 1816 million € (16,67%); Le championnat de France de football (France) – 2 football clubs (10%) with transfer expenses of 1261 million € (11,58%); Fußball-Bundesliga (Germany) – 2 football clubs (10%) with transfer expenses of 673 million € (6,18%).

Conclusions. The analysis of the incomes' structure in the «TOP-20» rating of the prominent European clubs shows that the average indicators account for: approximately 44% – selling the rights for the competitions' TV broadcasting, approximately 40% – advertising incomes, and the share of incomes in realization of tickets and season tickets accounts for around 16%. The financial intensity indicators among the prominent European football clubs are the object of monitoring the UEFA



and FIFA programs for compliance with financial FairPlay requirements and criteria.

Key words: migration, football, rating, transfer, income, expenses, club, capitalization.

Introduction. Today's problems of world football's development are considerably determined by the impact of globalization factors on the development of high performance sport – the migration of footballers and trainers, accelerated IT development of the society, professionalizing of athletes and trainers, and commercialization of the official international competitions, improving the level of socialization of prominent footballers, trainers, and political impact of national and international institutions on organizing and conducting the competitions [1, 3, 6, 7].

Under these conditions not only the issues on improving and correcting the training process considering the factors of the footballers' migration are relevant and timely, but also the determination of the main tendencies and ways of its general development influenced by global factors, notably financial support of the athletes' migration and their compliance with the criteria of financial FairPlay declared by the FIFA and UEFA as one of the prominent factors of today's football's development [5, 9, 12].

This scientific focus is relatively new for researches in the field of sporting science though it has gained a kind of spreading in research works on the ways of developing team sports games, improving the players' integral performance level, and boosting professional skills among sport managers and trainers [2, 6, 18].

The researchers emphasize that

the significance of foreign players («legionnaire») in prominent football teams of the European football leagues becomes higher and higher. The percentage value of the number of minutes spent by the footballers-«legionnaires» on the field accounts for 64.7% – in «Premier League» (Great Britain), 61% – in «Serie A» (Italy), 51.5% – in «Bundesliga» (Germany), 39% – in «La Liga» (Spain), and 37.3% – in «Ligue 1» (France) [15].

Towards this problematics, the interrelation between the players' migration and yearly rating of the national teams of each country was analyzed in accordance with World Football Elo Rating [20].

The research published in the *Frontiers in Psychology* magazine in 2019 was based on the yearly analysis of 243 countries for the period from 1994 to 2018 [16]. The indicators of migration processes were recorded based on the analytical data on the number of players-«legionnaires» from each country performing at the competitions of the «big five»: «Premier League» (Great Britain), «Serie A» (Italy), «Bundesliga» (Germany), «La Liga» (Spain) and «Ligue 1» (France).

The results of the experimental researches made it possible to state that the high indicators of a national team at the European or World Championship is a driving factor for migration processes and makes a considerable number of players from this country leave for other competitions with



higher football level of the national league immediately.

The prominent footballers sign the contracts with the wealthiest European best clubs quite fast. Yet the migration processes' impact partially characterizing sports skills of the players-members of the national teams having emigrated to the other national championships does not have high indicators.

The positive impact of the players-«legionnaires'» performance on the national team's position in the World Football Elo Rating can be summed up during four years after migration to the championship of another country.

Yet, the development of football and the globalization phenomena related to it considerably progress. Currently, the migration processes are a prominent and driving factor towards further development of football.

The research data show that the existence of the players getting sports training in the structure of their «own» football clubs (football schools / academies) becomes less significant [14, 17].

An optimal combination of both options for the development of football – support for long-term training of qualified players in the structure of their «own» football club and quality work of the selective department on boosting the team with the footballers from other clubs and professional football leagues («legionnaires») – remains a problematic issue in the course of assembling the set of football teams [4, 10, 11, 13].

Today the issues of financial support for migration processes and

their impact on the functioning of the administrative system of long-term training among the footballers of different age groups and qualification categories remain underinvestigated.

The issues of the migration among progressive footballers aged 13-17 years old are awaiting further research, which is also declarative of the relevance and timeliness of the issues of financial support for migration processes in World and European football.

The **aim of the research** is to research and determine the level of financial support for qualified footballers' migration processes in prominent European clubs based on their transfer activity (according to the open information sources).

Material and methods of the research.

Contingent: the footballers officially registered for the following competitions: «Premier League» (Great Britain), «Serie A» (Italy), «Bundesliga» (Germany), «La Liga» (Spain), «Ligue 1» (France), «Premier League» (Portugal) and «Eredivisie» (the Netherlands) for the period 2009-2020.

Methods of the research: analysis and generalization of research and methodological literary sources of the Internet web, pedagogical observation, content analysis of the materials from the UEFA and FIFA football clubs' official websites, methods of mathematical statistics.

Organization of the research: the research material in problematic issues of financial support for the qualified footballers' migration by the materials of transfer activities of the prominent



The given data indicates that the trend of the migration indicators during the period of 2009-2019 is such as constantly growing. The exceptions constitute the periods of 2010-2011 and 2013-2014, but with minimal deviation values (0.1 %). For this same period, the indicators of the qualified footballers' training in the structure of a football club have constantly been falling, except the periods of 2012-2013 (21.7 % and 21.7%) and 2018-

2019 (0.2 %), with minimal deviation values as well.

The football clubs' transfer activities require considerable financial investments from their owners (management board) as well as the respective focus on getting incomes which is determined in the criteria of financial Fair Play in accordance with the UEFA and FIFA requirements (table 1).

Table 1

Indicators of transfer activities of the «TOP-20» European football clubs' rating during the season 2019-2020, n=20 (using the data from www.uefa.com [19])

№	Club	The footballers' transfers				Balance, €
		expenses, €	players, n	income, €	players, n	
1	Chelsea FC	247.20 million	42	57.30 million	26	-189.90 million
2	Manchester City FC	171.80 million	38	61.65 million	26	61.65 million
3	Juventus FC	128.20 million	25	46.50 million	21	-81.70 million
4	Tottenham Hotspur FC	110.50 million	18	13.30 million	13	-97.20 million
5	Leeds United FC	106.78 million	19	–	17	-106.78 million
6	Sport Lisboa e Benfica	105.00 million	40	76.92 million	22	-28.08 million
7	Internazionale FC	100.00 million	67	82.55 million	41	-17.45 million
8	Aston Villa FC	98.15 million	15	2.77 million	17	-95.38 million
9	Parma Calcio 1913	95.79 million	76	4.30 million	57	-91.49 million
10	Arsenal FC	84.00 million	21	18.65 million	19	-65.35 million
11	Manchester United FC	83.50 million	16	18.40 million	12	-65.10 million
12	Wolverhampton FC	82.80 million	26	79.20 million	25	-3.60 million
13	Club Atletico de Madrid	82.00 million	28	73.30 million	19	-8.70 million
14	Liverpool City FC	81.37 million	22	43.20 million	15	-38.17 million
15	Everton FC	74.87 million	22	4.43 million	21	-70.45 million
16	S.S.C. Napoli	73.50 million	54	111.69 million	38	38.19 million
17	Stade Rennais FC	71.00 million	23	50.38 million	22	-20.62 million
18	Sevilla FC S.A.D.	70.00 million	31	19.50 million	19	-50.50 million
19	Sheffield United FC	62.70 million	17	–	18	-62.70 million
20	Football Club Ajax	62.50 million	17	101.00 million	15	38.50 million
<i>Average value:</i>		95.58 million	30.85	43.25 million	23.11	-57.19 million

Using the data from table 1 we can state that in the «TOP-20» rating of the prominent European football clubs up to the end of the year 2020 by the transfer activity indicators on buying and selling the footballers of

11 football clubs (55%) represent Barclays Premier League (Great Britain); 4 football clubs (20%) – Lega Nazionale Professionisti Serie A TIM (Italy); 2 football clubs (10%) – Liga de Fútbol Profesional, Primera



División (Spain); 1 football club each (5%) – Le championnat de France de football (France); Primeira Liga (Portugal), and Eredivisie (the Netherlands).

At the same time, by the balance indicators (expenses – income) of transfer activity the following indicators exist:

- Barclays Premier League (Great Britain) has the indicators -637.6 million € (average balance indicator -57.96 million €);
- Lega Nazionale Professionisti Serie A TIM (Italy): -152.45 million € (average balance indicator -38.11 million €);
- Liga de Futbol Profesional, Primera Division (Spain): -59.2 million € (average

balance indicator -29.6 million €);

– Le championnat de France de football (France): -20.62 million € (average balance indicator -20.62 million €);

– Primeira Liga (Portugal): -28.08 million € (average balance indicator 28.08 million €);

– Eredivisie (the Netherlands): 38.5 million € (average balance indicator 38.5 million €).

The indicators of total expenses on financial support for the migration processes for the period 2010-2019 of the «TOP-20» rating of the European football clubs as well as the indicators of total UEFA clubs' rating are reported on in table 2.

Table 2

Total expenses and competitive rating using the «TOP-20» rating of the European football clubs in the seasons 2010-2019, n=20
(using the data from www.uefa.com[19])

№	Football club	Transfer expenses, €	The UEFA clubs' rating*, c.u. (place)
1	Manchester City FC	1014 million	112.00 (6)
2	Paris Saint-Germain	913 million	108.00 (7)
3	Real Madrid CF	902 million	119.00 (3)
4	Manchester United FC	751 million	100.00 (8)
5	Juventus FC	719 million	118.00 (4)
6	FC Barcelona	697 million	121.00 (2)
7	Liverpool City FC	639 million	97.00 (9)
8	Chelsea FC	561 million	86.00 (13-14)
9	Club Atletico de Madrid	550 million	115.00 (5)
10	Arsenal FC	498 million	91.00 (11)
11	Everton FC	486 million	3.00 (83)
12	Tottenham Hotspur FC	465 million	86.00 (13-14)
13	Milan FC	408 million	30.00 (54)
14	Internazionale FC	364 million	53.00 (25)
15	Bayern Munich	352 million	129.00 (1)
16	AS Monaco FC	348 million	36.00 (40)
17	S.S.C. Napoli	325 million	74.00 (20)
18	Borussia Dortmund	321 million	88.00 (12)
19	Leicester City FC	312 million	32.00 (51)
20	Valencia CF	266 million	40.00 (37)
<i>Total:</i>		10891 million (average indicator – 544.55 million)	1638 million (average indicator – 81.90; (405 – 20.25))

Note. *For the period 2016-2017, 2017-2018, 2018-2019, 2019-2020 and 2020-2021.



Using the data from table 2, we can state that in the «TOP-20» rating of the prominent European football clubs up to the end of the year 2019 there is the following allocation by the indicators of the transfer expenses' total determining the indicators of the qualified footballers':

– Barclays Premier League (Great Britain) – 8 football clubs (40%) have the total transfer expenses of 4726 million € (43.40%);

– Liga de Futbol Profesional, Primera Division (Spain) – 4 football clubs (20%) have the total transfer expenses of 2415 million € (22.17%);

– Lega Nazionale Professionisti Serie A TIM (Italy) – 4 football clubs (20%) have the total transfer expenses of 1816 million € (16.67%); витрат 1816 million € (16,67%);

– Le championnat de France de football (France) – 2 football clubs (10%) have

the total transfer expenses of 1261 million € (11.58%);

– Fußball-Bundesliga (Germany) – 2 football clubs (10%) have the total transfer expenses of 673 million € (6.18%);

Over the last years, the efforts by the UEFA [19] and FIFA [20] towards the football clubs' following of the criteria, requirements, and norms of financial FairPlay found their reflection in the prominent European football clubs' financial activities and in the state of their general capitalization.

In table 3, there are given the indicators of the «TOP-15» rating of the prominent European football clubs (Deloitte Football Money League 2020 [20]) on gaining incomes by the indicators of the season 2018-2019 and the state of their general capitalization.

Table 3

Incomes and the state of their general capitalization of the «TOP-15» rating of the European football clubs of the season 2018-2019, n=15

(using the data of Deloitte Football Money League 2020 [21])

№	Club	Incomes, €	General capitalization, €	Correlation (rating), c.u.
1	FC Barcelona	840.8 million	3.193 billion	0.26 (6-7)
2	Real Madrid CF	757.3 million	3.478 billion	0.22 (14)
3	Manchester United FC	711.5 million	3.342 billion	0.21 (15)
4	Bayern Munich	660.1 million	2.878 billion	0.23 (10-13)
5	Paris Saint-Germain	635.9 million	1.911 billion	0.33 (4)
6	Manchester City FC	610.6 million	2.606 billion	0.23(10-13)
7	Liverpool City FC	604.7 million	2.658 billion	0.23(10-13)
8	Tottenham Hotspur FC	521.1 million	2.067 billion	0.25 (8)
9	Chelsea FC	513.1 million	2.218 billion	0.23 (10-13)
10	Juventus FC	459.7 million	1.735 billion	0.26 (6-7)
11	Arsenal FC	445.6 million	1.852 billion	0.24 (9)
12	Borussia Dortmund	377.1 million	0.615 billion	0.61 (1)
13	Atletico de Madrid	367.6 million	1.197 billion	0.31 (5)
14	Internazionale FC	364.6 million	0.983 billion	0.37 (3)
15	Schalke 04	324.8 million	0.814 billion	0.40 (2)
<i>Total:</i>		8194.6 million	31.55 billion	4.38
<i>Average value:</i>		546.3 million	2.103 billion	0.29



The representatives of the prominent European football clubs was reflected in the TOP-15 rating of the European football clubs up to the end of the year 2020 by absolute measures of incomes and general capitalization having the following shape:

– Barclays Premier League (Great Britain) – 6 football clubs (40%) have general measures of incomes 3406.6 billion € (41.57%) with generalized capitalization of 14746 billion € (46.74%);

– Liga de Futbol Profesional, Primera Division (Spain) – 3 football clubs (20%) have general measures of incomes of 1965.7 billion € (23.99%) with generalized capitalization of 7.868 billion € (24.94%);

– Fußball-Bundesliga (Germany) – 3 football clubs (20%) have general measures of incomes of 1362.1 billion € (16.62%) with generalized capitalization of 4.307 billion € (13.65%);

– Lega Nazionale Professionisti Serie A TIM (Italy) – 2 football clubs (13.33%) have general measures of incomes of 824.1 million € (10.06%) with generalized capitalization of 2.718 billion € (8.61%);

– Le championnat de France de football (France) – 1 football club (6.67 %) has the general measure of incomes of 824.1 million € (7.76%) with generalized capitalization of 1.911 billion € (6.06%).

Conclusions:

1. The analysis and generalization of research and methodological literary sources and the Internet web as well as content analysis of the materials from the UEFA and FIFA official websites lets us state that for the period 2009-2019, there is a tendency to increasing the indicators of migration and transfer

activity in the prominent European football leagues: Barclays Premier League (Great Britain), Liga de Futbol Profesional, Primera Division (Spain), Fußball-Bundesliga (Germany), Lega Nazionale Professionisti Serie A TIM (Italy), Le championnat de France de football (France). Moreover, there is a tendency to reducing the quantity indicators of the presence of the trainees of their own children's and youth's academies of the European championships' prominent football clubs for the same period.

2. The analysis of the structure of incomes of the TOP-20 rating of the prominent European clubs indicates that the average indicators constitute the following: about 44% – selling the rights for TV broadcasting of competitions, about 40% – advertising incomes, and the share of incomes in realization of tickets and season tickets constitutes about 16%.

3. The income part of the prominent European football clubs mostly includes financial indicators of contracts on the right of TV broadcasting, selling season tickets, tickets, and accompanying goods as well as from the bonus costs gained in the competitions of the Champions League and Europa League UEFA. The financial activity of the prominent European football clubs is the object of constant monitoring by the UEFA and FIFA programs for compliance with the requirements and criteria of financial FairPlay.

Prospects for further research are based on detailed studying of the young athletes' migration at the level of children's and youth's national leagues, notably the children's and youth's football league of Ukraine.



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