

Summary of the main results

MERIT report on Media Value in Football

Season 2012-13

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Presentation - MERIT social value

MERIT (Methodology for the Evaluation and Rating of Intangible Talent) is part of an academic endeavor that has broad applications in the area of sports management and business. MERIT was conceived and developed within the context of university research and one of its traits of identity is that it is closely linked to academia. Its novel approach makes it possible to evaluate the economic value of intangible assets in professional sports.

The social value is a major asset on which an increasing number of firms develop their business. Although intangible talent is difficult to measure, MERIT obtains successful results applying its methodology. The basic guidelines of this methodology for estimating social value consist of analysing two criteria: popularity and media value. Building upon these notions, MERIT calculates accurate indexes for appraising the economic value of talent, as captured by the interest of fans and the level of mass media exposure.

The strength of MERIT derives precisely from its capacity to deliver homogeneous indicators in a wide variety of sport competitions and in other entertainment industries. This feature makes it possible to carry out accurate comparisons between individuals today and over time. Based on individual media value appraisals, we are also able to work out the media value of teams, institutions and leagues, and to calculate related measures.

Apart from rankings, our database allows performing several analyses about economic and business problems: estimating players' transfer price, calculating teams' and leagues' brand value, assessing strategic alliances between brands, players' and clubs' image, etc. Further information is available at:

www.meritsocialvalue.com | www.uic.es/merit

MERIT Report on Media Value in Football (Season 2012-13)

The Universitat Internacional de Catalunya has launched a summary of the results of the MERIT report on Media Value in Football (2012-13). The study was carried out by a team of analysts, led by Pedro Garcia-del-Barrio, a Senior Lecturer in the Universitat Internacional de Catalunya (UIC), who evaluated intangible assets in the professional sports industry.

This report has been elaborated with large databases, whose gathering is made possible with the help of our own software and the potentialities offered by the new technologies. Using this innovative methodology, the authors have examined millions of press articles and websites across the Internet in order to carry out this study. Thus, the conclusions are the result of analysing extensive information, which includes **millions** of news from worldwide media sources as well as from Internet web sites.

To get further information, please consult our web:

www.meritsocialvalue.com | www.uic.es/merit

Among other results, the preview of MERIT report includes the ranking of the Top-20 players with the greatest worldwide media value (as at June 2013). The release also ranks the Top-10 teams, and provides a comparative analysis of the media value of the “big five” domestic leagues. Finally, there is a detailed analysis -by country- of the main footballers who are media leaders.

Contents:

1. Ranking MERIT of players and teams (Season 2012-13)
2. Monthly evolution of media value of the most popular players
3. Comparative position of the “Big Five” domestic football leagues in Europe
4. Media value concentration of top players with respect to their teams
5. Players of the Top-50 with the greatest increase in media value
6. Media value of team managers.

MAIN FINDINGS

- **Messi has conquered the media’s “golden ball” yet again. Cristiano Ronaldo, who has shortened last year’s gap, is in second place.**
- **Real Madrid, with 135 MERIT points, has overtaken FC Barcelona (110 points). The two giants of Spanish Football have maintained their worldwide predominance.**
- **The English Premier League has regained the hegemony lost to the Spanish Liga two years ago. The BBVA Liga and the Spanish national team have placed 5 players in the Top-10 and the Top-20, respectively.**
- **41% of Atlético de Madrid’s media exposure stems from Falcao. Gareth Bale, with 32%, also concentrates a large share of the total media value of Tottenham Hotspur.**

SOME RESULTS

The media value “golden ball” has yet again been captured by Leo Messi (FC Barcelona), who totals 34 points on the MERIT index. Second place is held by Cristiano Ronaldo (Real Madrid), with 31 points; while third and fourth places go to Falcao (Atletico de Madrid) and Rooney (Manchester United), both with about 17 points. The gap between the Argentinean and Portuguese superstars has dropped from nearly 8 points (a year ago) to just 3 points. In any case, these two media leaders are far ahead of the rest of the players.

As for the media value of teams, Real Madrid (with 134.7 points) holds the top position, overtaking the undisputed leader in recent years, FC Barcelona (109.7 points). The third place this time is for FC Bayern Munich, whose 93.2 points brings the German team close to FC Barcelona. Poor performance of English clubs in the UEFA Champions League has resulted in Manchester United holding only the fifth post in the ranking.

Atlético de Madrid is the football team with the highest degree of dependence on its main player, in terms of media value: Falcao represents a share of around 41% of the overall visibility of his team. Also FC Barcelona seems to depend a great deal on Leo Messi, who retains 31.1% of the global media exposure of the Catalan team. A similar pattern is observed in the case of Gareth Bale (Tottenham Hotspur), which may help explaining why the English team claims a very high price for the player.

A comparison of the relative importance of the “big five” domestic leagues, reveals that the Barclays Premier League has regained worldwide supremacy: its media exposure goes beyond the level achieved by the BBVA Liga, the former leader in the last years. The third and fourth places are occupied, respectively, by the Italian Serie A and the German Bundesliga. Finally, the French Ligue 1 has taken on greater importance, undoubtedly helped by the popularity of various new players who have joined the PSG: Ibrahimovic, Thiago Silva, Lucas Moura, etc., and David Beckham.

Besides, the Liga BBVA gathers up to five players within the Top-10; to find five players of the Spanish national team (namely: Casillas, Torres, Iniesta, Villa and Ramos) one must expand the rank until considering the Top-20.

If we look at the players with the greatest levels of media value increase (calculated as the difference between average media value in the first half of the 2012-13 season and the same figure one year ago), some individuals out-perform the others. In the Top-50, the players whose future careers seem promising are: Falcao (Atlético de Madrid), Hazard (Chelsea) and Lewandowski (Borussia Dortmund).

Finally, as regards the media value of managers (season 2012/13), the figures reflect that of their clubs: Mourinho holds first place, followed by Tito Vilanova and Sir Alex Ferguson.

1. Ranking MERIT of players and teams (Season 2012-13)

Messi monopolizes the attention and conquers again the media's "Ballon d'Or"

The MERIT ranking of media value is expressed with respect to the average of the 5,000 players included in our data collection. Accordingly, the individual media value is the factor by which the index of a particular player multiplies the number of news of the normal (average) player in our sample.

Leo Messi received in season 2012/13 an exposure in the mass media 33.72 times bigger than the attention paid to the normal player. Similarly, Cristiano Ronaldo multiplies this value by 30.75. The difference between the Argentinean and the Portuguese football star has been reduced from nearly 8 points (one year ago) to just 3 points. These two leaders retain anyway a big gap with the rest of players.

Rank.	Player Season 2012/13	Team	Media Value
1	Lionel Messi	FC Barcelona	33,72
2	Cristiano Ronaldo	Real Madrid	30,75
3	Falcao	Atlético de Madrid	17,82
4	Wayne Rooney	Manchester United	17,48
5	Robin van Persie	Manchester United	16,85
6	Iker Casillas	Real Madrid	16,78
7	Robert Lewandowski	Borussia Dortmund	13,66
8	Neymar	Santos FC	13,27
9	Mario Balotelli	AC Milan	12,44
10	Fernando Torres	Chelsea	12,25
11	Arjen Robben	FC Bayern Munich	12,15
12	Andrés Iniesta	FC Barcelona	11,96
13	Édinson Cavani	SSC Napoli	11,68
14	Zlatan Ibrahimovic	Paris Saint-Germain	11,16
15	David Villa	FC Barcelona	10,94
16	Franck Ribéry	FC Bayern Munich	10,56
17	Luis Suárez	Liverpool	10,48
18	Gareth Bale	Tottenham	10,34
19	Manuel Neuer	FC Bayern Munich	9,90
20	Sergio Ramos	Real Madrid	9,76
21	Frank Lampard	Chelsea	9,71
22	Mario Götze	Borussia Dortmund	9,68
23	Juan Mata	Chelsea	9,49
24	David Silva	Manchester City	9,20
25	Gonzalo Higuaín	Real Madrid	8,89
26	Steven Gerrard	Liverpool	8,43
27	Thomas Müller	FC Bayern Munich	8,37
28	Eden Hazard	Chelsea	8,33
29	Ángel Di María	Real Madrid	8,33
30	Karim Benzema	Real Madrid	8,30
31	Javi Martínez	FC Bayern Munich	8,22
32	Mesut Özil	Real Madrid	8,01
33	Bastian Schweinsteiger	FC Bayern Munich	8,01
34	Gerard Piqué	FC Barcelona	7,16
35	Xavi	FC Barcelona	6,94

36	Oscar	Chelsea	6,79
37	David Luiz	Chelsea	6,78
38	Lukas Podolski	Arsenal	6,73
39	Wesley Sneijder	Inter Milan	6,69
40	Kun Agüero	Manchester City	6,61
41	Luka Modric	Real Madrid	6,45
42	Mario Gomez	FC Bayern Munich	6,44
43	Gianluigi Buffon	Juventus	6,36
44	Olivier Giroud	Arsenal	6,34
45	Philipp Lahm	FC Bayern Munich	6,19
46	Roberto Soldado	Valencia	6,11
47	Xabi Alonso	Real Madrid	5,98
48	Branislav Ivanovic	Chelsea	5,97
49	Wesley Sneidjer	Galatasaray SK	5,96
50	Rio Ferdinand	Manchester United	5,96

Source: MERIT social value - Data collection

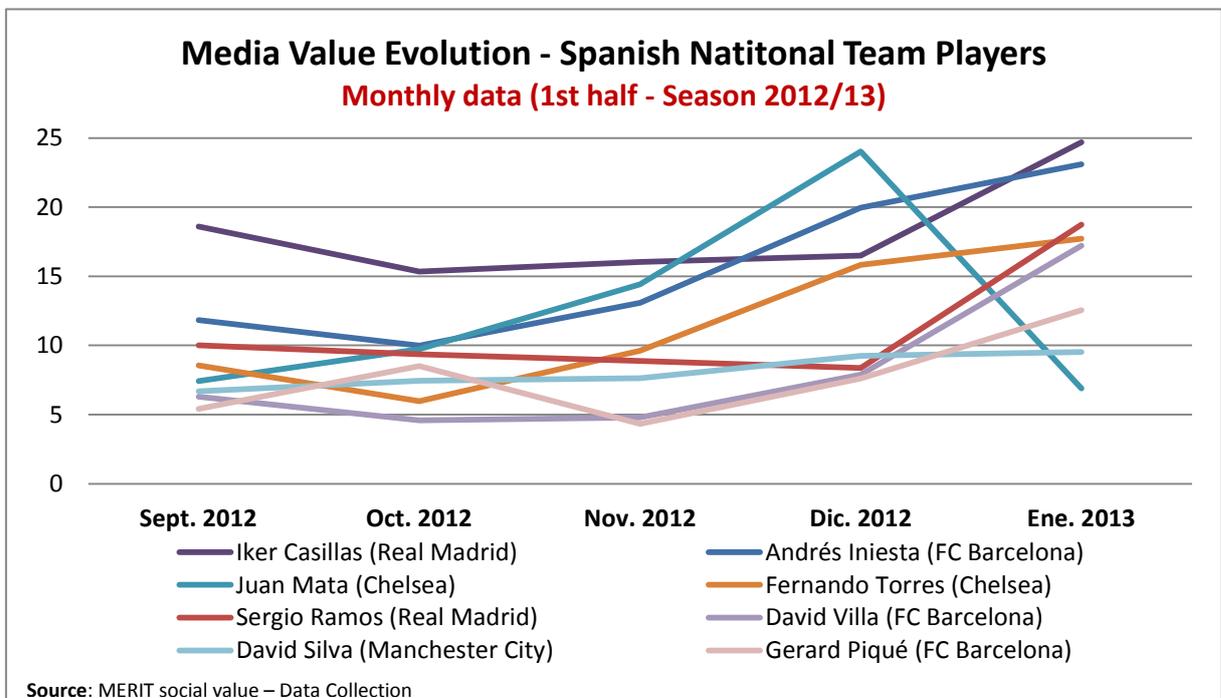
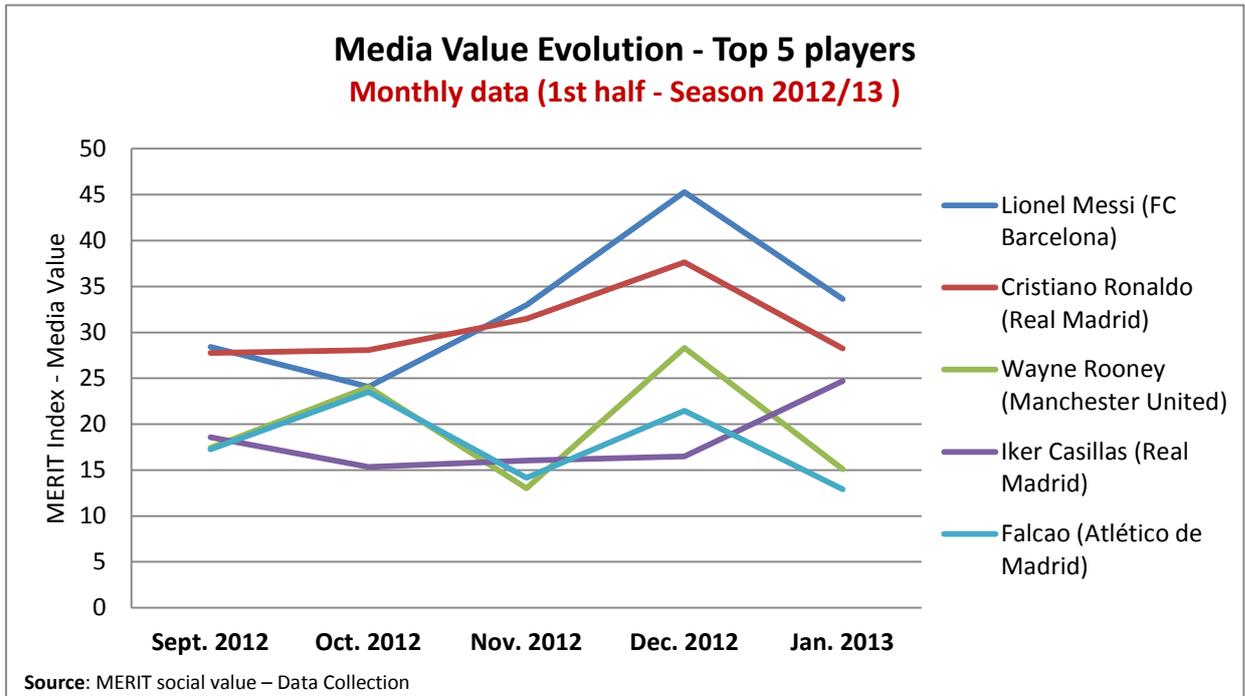
As for the media value of teams, Real Madrid (with 134.73 points) ranks in the first position, overtaking the undisputable leader of the last years, FC Barcelona (109.74 points). The third place this time is for FC Bayern Munich, whose 93.19 points brings the German team close to FC Barcelona. Poor performance of English clubs in the UEFA Champions League has resulted in Manchester United holding only the fifth post in the ranking. The index of media value for teams is the result of aggregating the individual figure of the top 15 players of each team.

Rank	Team	League	Media Value
1	Real Madrid	Liga BBVA	134,73
2	FC Barcelona	Liga BBVA	109,74
3	FC Bayern Munich	Bundesliga	93,19
4	Chelsea FC	Premier League	91,08
5	Manchester United	Premier League	86,90
6	Borussia Dortmund	Bundesliga	62,94
7	Juventus FC	Serie A	57,56
8	Arsenal FC	Premier League	49,51
9	Manchester City	Premier League	48,35
10	Paris Saint-Germain	Ligue One	47,19
11	SSC Napoli	Serie A	46,61
12	Atletico de Madrid	Liga BBVA	44,57
13	Liverpool	Premier League	44,06
14	Tottenham	Premier League	41,93
15	Inter de Milan	Serie A	36,69
16	Milan AC	Serie A	36,49
17	Roma	Serie A	33,70
18	Valencia	Liga BBVA	27,11
19	Lazio	Serie A	23,86
20	Benfica	Super Liga Portuguesa	20,36

Source: MERIT social value - Data collection

2. Monthly evolution of players with the highest levels of media value

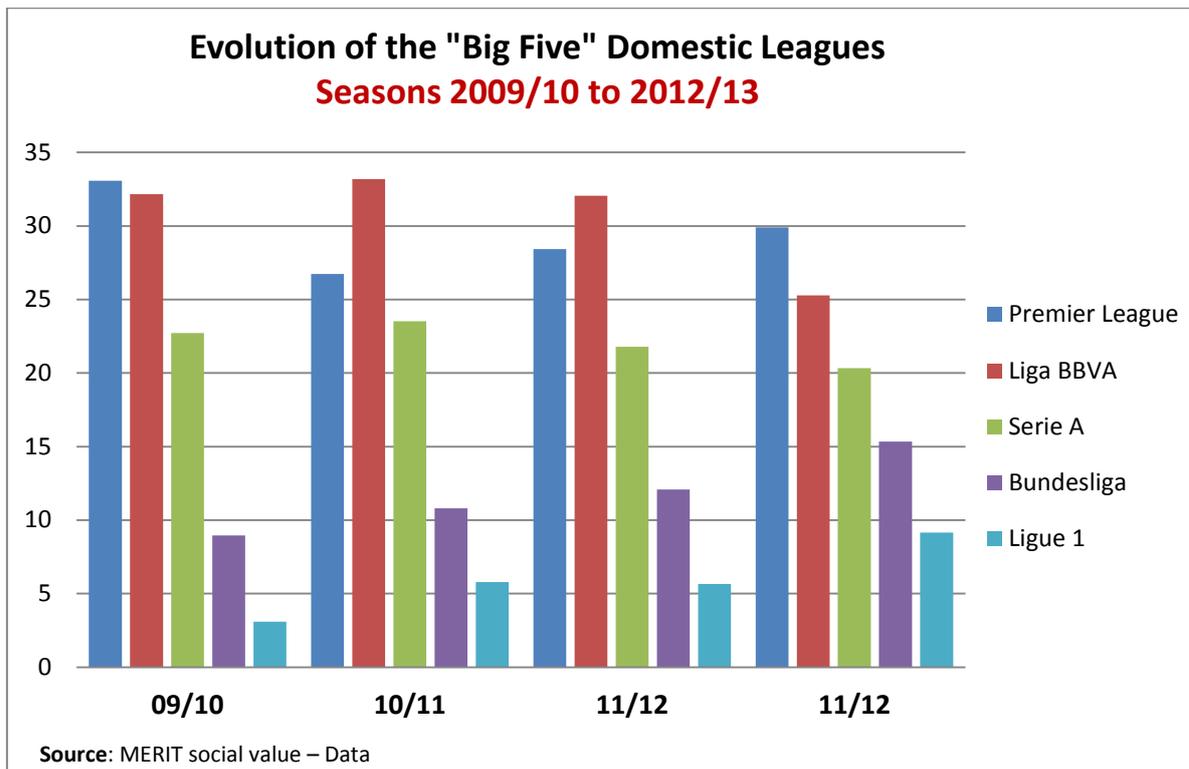
The following figures show the monthly evolution, in the first half of season 2012/13, of the MERIT index: firstly, we present the Top-5 players worldwide; and then, the evolution of the most relevant players in the Spanish national team.



The fluctuations follow in line some events happening throughout the season, like for instance the debate during the days immediately preceding to granting the “Golden Ball” award, and the injury of Iker Casillas, etc.

3. Comparative position of the "Big Five" domestic leagues in Europe

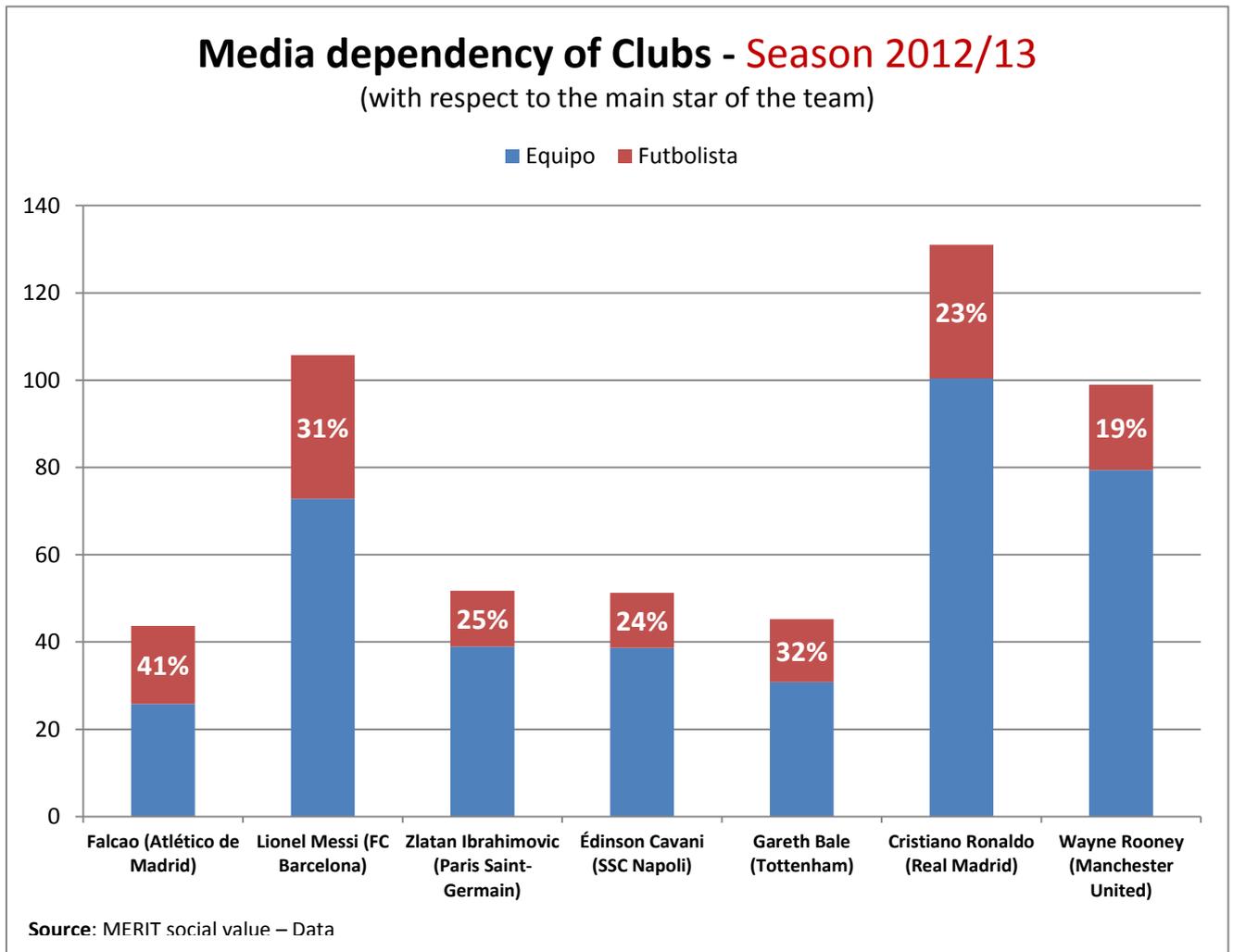
In season 2012-13 we have witnessed an alteration in the status of the European domestic leagues. Following the victory of the Spanish national team in the World Cup 2010, the Spanish Liga had overcome the English Premier League. Two years and a half later, the Barclays Premier League has regained worldwide supremacy, as its media exposure goes beyond the overall level achieved by the BBVA Liga.



The third and fourth places are occupied, respectively, by the Italian Serie A and the German Bundesliga. Finally, the French Ligue 1 has taken on greater importance, undoubtedly helped by the popularity of various new players who have joined the PSG: Ibrahimovic, Thiago Silva, Lucas Moura, etc., and also David Beckham.

4. Media value concentration of top players with respect to their team

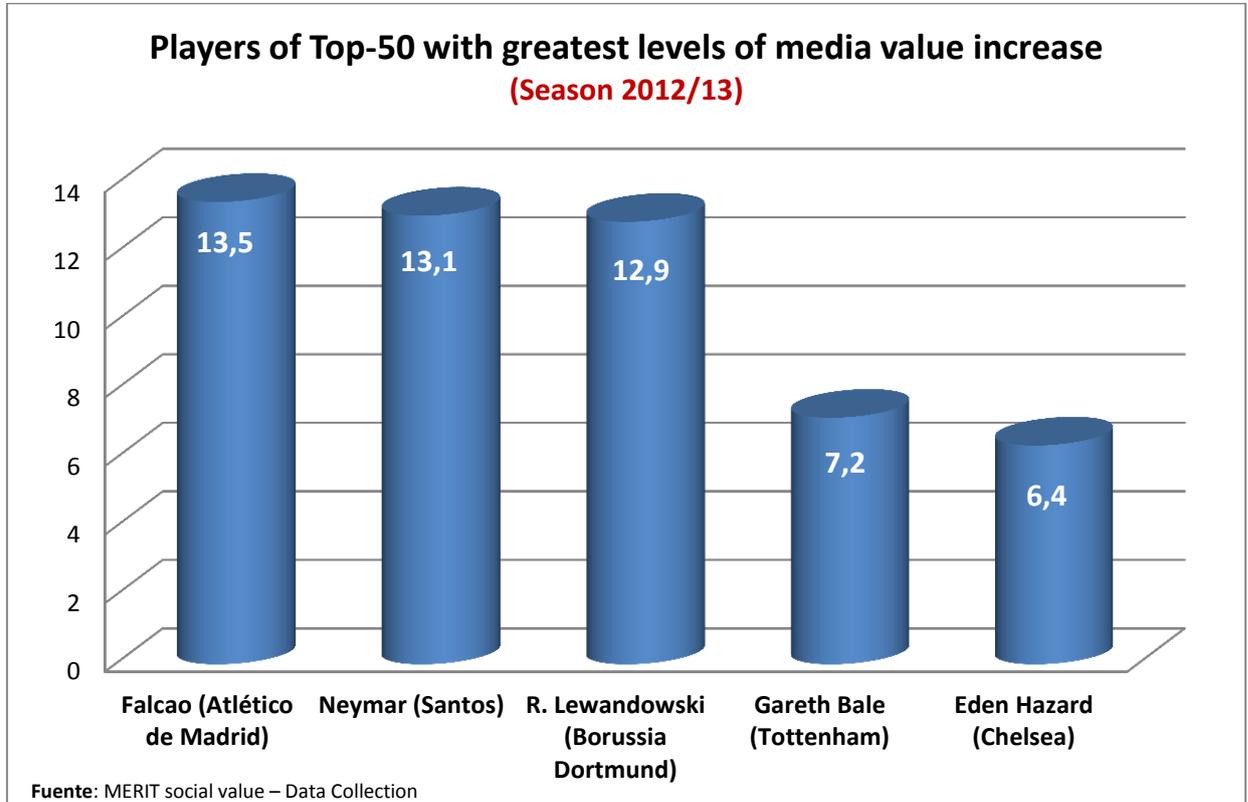
The following figure shows the share of media value (as a percentage of the overall visibility of the team) that the main football star represents to his club. In many cases, the relative weight of the most relevant player in a team is about 25% of the total team media exposure. In other cases, the media share is much bigger, as it is the case of Falcao, Messi and Bale.



In season 2012/13, Atlético de Madrid was the football team with the highest degree of dependence, in terms of media value, on its main player: Falcao represents a share of around 41% of the overall visibility of his team. Also Tottenham Hotspur and FC Barcelona seem to have been very dependent on their main media icons: Bale and Messi, respectively.

5. Players, within the Top-50, with the greatest increase of media value

If we look at the players with the greatest levels of media value increase (calculated as the difference between average media value at the end of the 2012-13 season and the same figure one year ago), some individuals out-perform the others.



Interestingly, a number of the players whose future careers seem more promising have changed team (or being almost transferred) to other teams for season 2013/14: Falcao (from Atlético de Madrid to Mónaco), Neymar (from Santos to FC Barcelona), Lewandowski (Borussia Dortmund) and Bale (Tottenham Hostpur).

6. Media value of team managers

As usual, the media value of managers in season 2012/13 reflects that of their clubs: Mourinho holds first place, followed by Tito Vilanova and Sir Alex Ferguson.

Rank	Coach	Team	Media Value
1	José Mourinho	Real Madrid	19,46
2	Tito Vilanova	FC Barcelona	12,66
3	Alex Ferguson	Manchester United	12,46
4	Rafa Benitez	Chelsea	12,24
5	Pep Guardiola	Sin Equipo	12,13
6	Arsène Wenger	Arsenal	9,38
7	Roberto Mancini	Manchester City	7,43
8	Jupp Heynckes	Bayern Munich	7,19
9	Carlo Ancelotti	PSG	6,21
10	Brendan Rodgers	Liverpool	5,90
11	Jürgen Klopp	Borussia Dortmund	5,70
12	Diego Simeone	Atlético de Madrid	5,28
13	André Villas-Boas	Tottenham	4,84
14	Antonio Conte	Juventus	4,25
15	Manuel Pellegrini	Málaga	3,86
16	Vicente del Bosque	España	2,85
17	Unai Emery	Sevilla	2,76
18	Michael Laudrup	Swansea	2,69
19	David Moyes	Everton	2,65
20	Massimiliano Allegri	Milan	2,65

MERIT Social Value

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MERIT was conceived and developed within the context of university research and one of its traits of identity is that it is closely linked to academia. In addition to providing rankings, our databases make it possible to carry out studies on relevant issues in the field of economics and business. The basic guidelines of this methodology for estimating social value consist of analysing two criteria: popularity and media value. Building upon these notions, MERIT calculates accurate indexes for appraising the economic value of talent, as captured by the interest of fans and the level of mass media exposure.

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