

Summary main results

MERIT report on Media Value in Football

Mid-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 (results at mid Season 2012-13)

The Universitat Internacional de Catalunya has launched a summary of mid-season 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 we present here are the result of analysing extensive information, which includes more than **100 millions** 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 mid-season ranking of the Top-20 players with the greatest worldwide media value (as at January 31st 2013). Furthermore, 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 (computed at mid-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. Most popular players by markets or countries

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 131 MERIT points, has overtaken FC Barcelona (106 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-15, respectively.**
- **41% of Atlético de Madrid’s media exposure stems from Falcao, whose increase in media value is the largest among the Top-50 players.**

SUMMARY OF THE RESULTS

The media value “golden ball” has yet again been captured by Leo Messi (FC Barcelona), who totals 32.9 points on the MERIT index. Second place is held by Cristiano Ronaldo (Real Madrid), with 30.6 points; while third place, which trails behind, goes to Wayne Rooney (Manchester United) with 19.6 points. The gap between the Argentinean and Portuguese superstars has dropped from nearly 8 points (a year ago) to just 2 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 131.05 points) holds the top position, overtaking the undisputed leader in recent years, FC Barcelona (105.73 points). Third place is held by Manchester United, whose 98.97 points brings the English team very close to FC Barcelona. This outcome is presumably due to having hired Robin Van Persie, who is among the most recognised icons worldwide. The media value of managers reflects that of their clubs: Mourinho holds first place, followed by Tito Vilanova and Sir Alex Ferguson.

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. This is perhaps part of the reason why Real Madrid is now ahead of FC Barcelona: the more balanced the share of media value among the players, the greater the ability to attract the interest of the general public in different countries.

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 two 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 now David Beckham. Yet, the BBVA Liga has five Top-10 players; whereas to find five Spanish national team players (Casillas, Iniesta, Mata, Torres and Ramos) the search has to be extended to the Top-15.

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).

An analysis by country is particularly interesting. The summary results of this report, at mid-season, identify the most important star players in a number of different markets. Apart from Germany, where Mesut Özil is the main protagonist despite not playing in the Bundesliga, the most popular player in each of the other four leagues belongs to a team competing in the corresponding league.

1. Ranking MERIT of players and teams (computed at mid 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.

Ranking MERIT	Player	Media Value
1	Lionel Messi (FC Barcelona)	32.89
2	Cristiano Ronaldo (Real Madrid)	30.64
3	Wayne Rooney (Manchester United)	19.58
4	Iker Casillas (Real Madrid)	18.24
5	Radamel Falcao (Atlético de Madrid)	17.86
6	Robin van Persie (Manchester United)	17.06
7	Andrés Iniesta (FC Barcelona)	15.59
8	Mario Balotelli (Manchester City/AC Milan)	15.43
9	Zlatan Ibrahimovic (Paris Saint-Germain)	12.80
10	Édinson Cavani (SSC Napoli)	12.57
11	Juan Mata (Chelsea)	12.50
12	Fernando Torres (Chelsea)	11.54
13	Eden Hazard (Chelsea)	11.21
14	Sergio Ramos (Real Madrid)	11.07
15	Frank Lampard (Chelsea)	9.49
16	Steven Gerrard (Liverpool)	9.27
17	Robert Lewandowski (Borussia Dortmund)	9.18
18	Mesut Özil (Real Madrid)	9.06
19	Wesley Sneijder (Inter Milan/Galatasaray)	8.69
20	David Silva (Manchester City)	8.11

Source: MERIT social value - Data collection

Messi has received, during the first half of the season, an exposure in the mass media 32.89 times bigger than the attention paid to the normal player. Similarly, Ronaldo multiplies this value by 30.64. The difference between the Argentinean and the Portuguese football star has been reduced from nearly 8 points (one year ago) to just 2 points. These two leaders retain anyway a big gap with the rest of players.

Besides, the Liga BBVA gathers up to five players within the Top-10; whereas to find five players of the Spanish national team (namely: Casillas, Iniesta, Mata, Torres y Ramos) one must expand the rank until considering the Top-15.

As for the media value of teams, Real Madrid (with 131.05 points) ranks in the first position, overtaking the undisputable leader of the last years, FC Barcelona (105.73 points). The third place is for Manchester United, whose 98.97 points brings the English team very close to FC Barcelona. This outcome is presumably due to having hired Van Persie, who is among the

most recognized icons worldwide. The media value of the managers reflects that of their clubs: Mourinho holds the first post, followed by Tito Vilanova and Sir Alex Ferguson.

Real Madrid and FC Barcelona holding media value

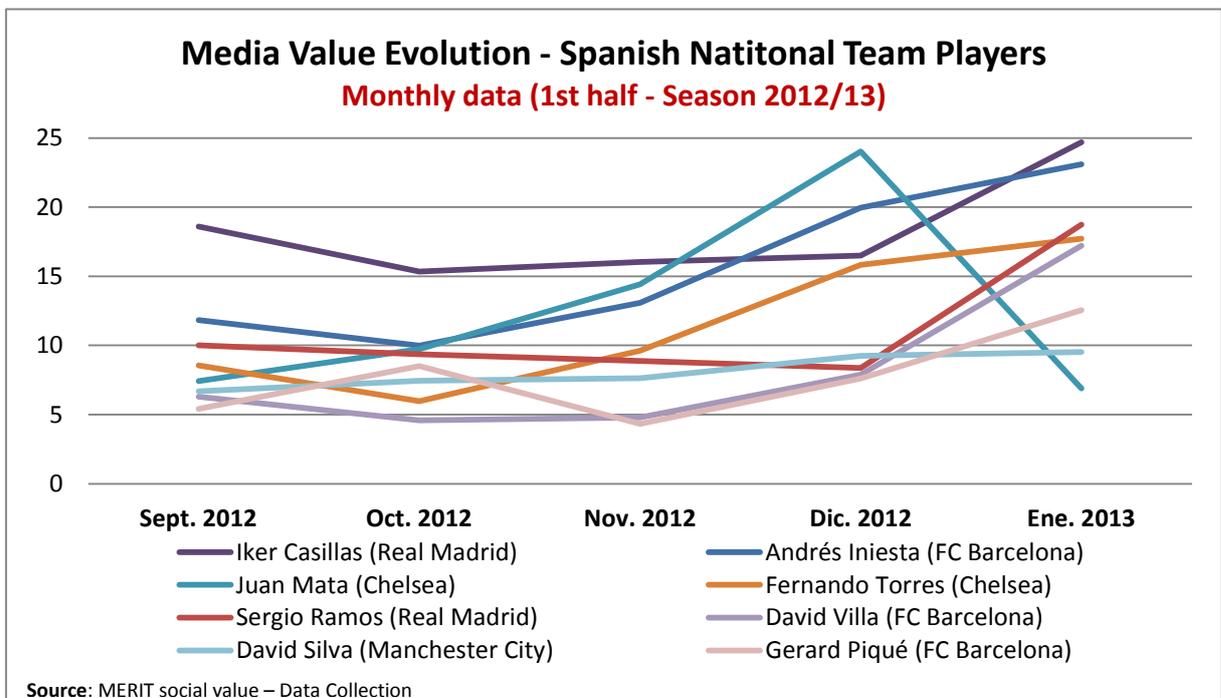
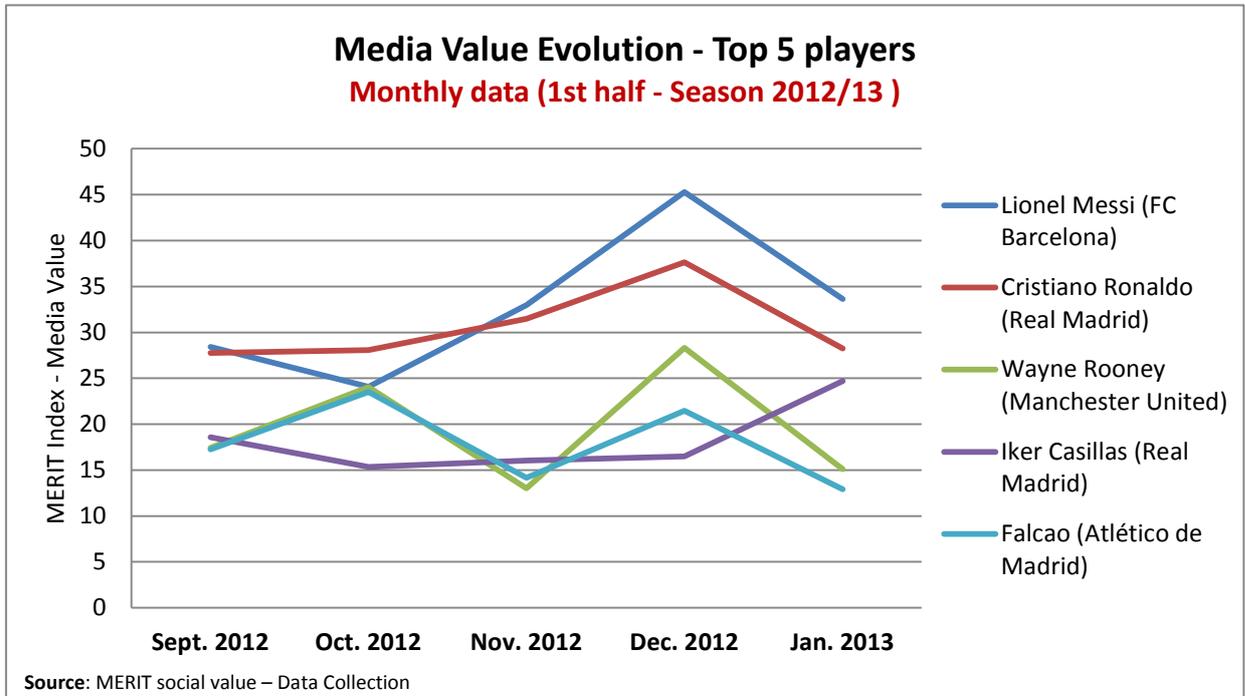
Ranking MERIT	Team	Media Value
1	Real Madrid	131.05
2	FC Barcelona	105.73
3	Manchester United	98.97
4	Chelsea FC	97.84
5	Juventus FC	70.58
6	Manchester City	65.30
7	Arsenal FC	60.20
8	FC Bayern Munich	52.37
9	Paris Saint-Germain	51.76
10	SSC Napoli	51.26

Source: MERIT social value - Data collection

The index of media value for teams is the result of aggregating the individual figure of the top 15 players of each team (in the first half of Season 2012/13).

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

The following figures show the monthly evolution 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.

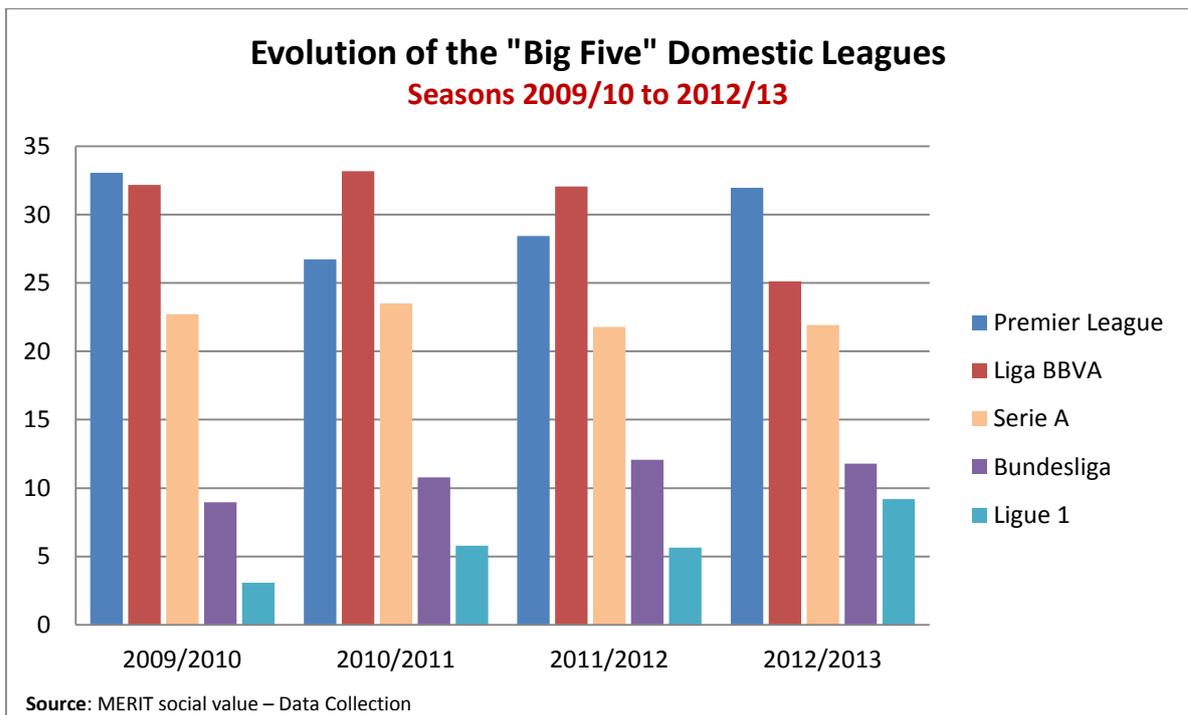


The fluctuations follow in line some events happening throughout the season, like for instance the debate during the days immediately preceding to granting the “Golden Ball” award, and the injury of Iker Casillas, etc.

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

The first half of season 2012-13 reveals a change in the status of the European domestic leagues. The Barclays Premier League regains worldwide supremacy, as its media exposure goes beyond the level achieved by the BBVA Liga, the former leader in the last two years.

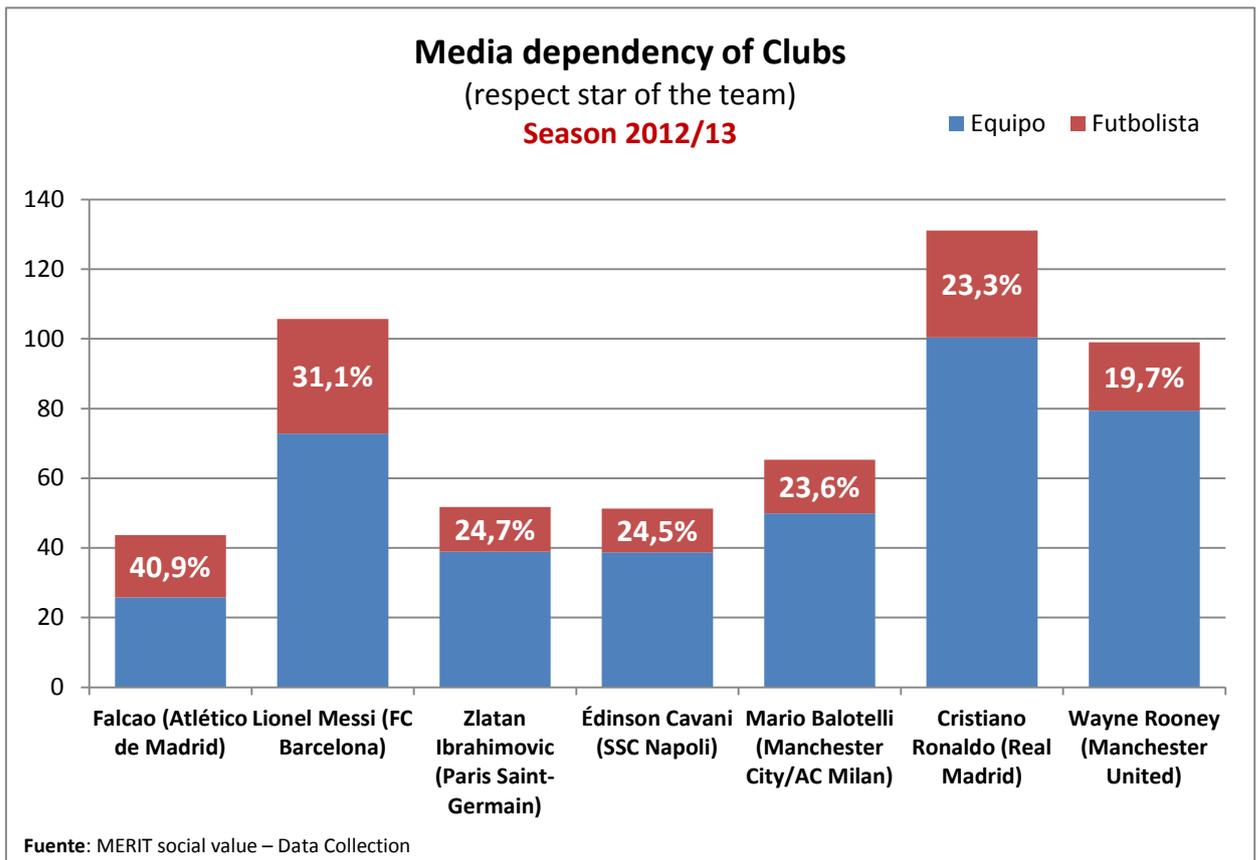
The third and fourth places are occupied, respectively, by the Italian Serie A and the German Bundesliga. Finally, the French Ligue 1 has taken on greater importance, undoubtedly helped by the popularity of various new players who have joined the PSG: Ibrahimovic, Thiago Silva, Lucas Moura, etc., and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



And yet, the Spanish Liga BBVA has five Top-10 players; whereas to find five Spanish national team players (Casillas, Iniesta, Mata, Torres and Ramos) the search has to be extended to the Top-15.

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

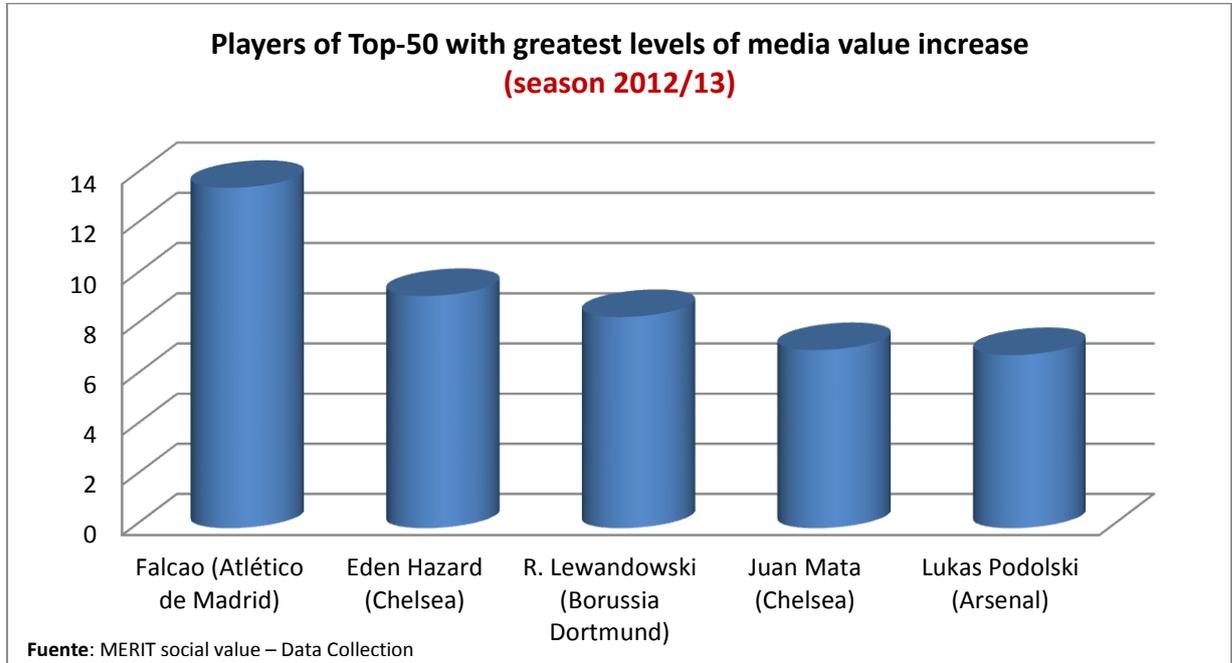
The following figure informs of the share of media value (as a percentage of the overall visibility of the team) that the main football star represents to his club. In many cases, the relative weight of the most relevant player in a team is about 25% of the total team media exposure. In other cases,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



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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 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).

6. Most popular players by markets or countries

An analysis by country is particularly interesting. The summary results of this report, at mid-season, identify the most important star players in a number of different markets. Apart from Germany, where Mesut Özil is the main protagonist despite not playing in the Bundesliga, the most popular player in each of the other four leagues belongs to a team competing in the corresponding league.

Top-5 players – “Big Five” european leagues

Country	Spain	England	Germany	Italy	France
1º	Messi	Rooney	Özil	Cavani	Ibrahimovic
2º	C. Ronaldo	C. Ronaldo	Messi	De Rossi	Messi
3º	Casillas	Van Persie	C.Ronaldo	Giovinco	C. Ronaldo
4º	Xavi	Lampard	Lewandoswki	Maggio	Benzema
5º	David Villa	Balotelli	Gotze	Balotelli	Ribery

Top-5 players – Other markets

Country	Indonesia	Brasil	Japan	United States	Colombia	Nigeria	Argentina
1º	C. Ronaldo	C.Ronaldo	C.Ronaldo	Messi	Falcao	Balotelli	Messi
2º	Messi	Marcelo	Messi	C.Ronaldo	Messi	C. Ronaldo	Higuain
3º	Rooney	Messi	Torres	Rooney	C. Ronaldo	Robinho	Di Maria
4º	Torres	Neymar	Rooney	David Villa	Casillas	Rooney	Agüero
5º	Van Persie	Benzema	Van Persie	Torres	Özil	Van Persie	Casillas

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