



# UEFA Cup revenue Participating clubs' share



**THE CENTRALISED MARKETING OF PART OF THE UEFA CUP TV RIGHTS, INTRODUCED FOR THE PAST THREE SEASONS, HAS PROVED SO SUCCESSFUL THAT THE IDEA IS BEING REPEATED AND EVEN EXTENDED IN THE NEW UEFA EUROPA LEAGUE.**

For the season that recently concluded with the final in Istanbul, more than EUR 33 million was distributed to the clubs involved in the group stage onwards, in addition to EUR 8 million of UEFA Champions League revenue that was distributed among the 80 clubs that made it into the first round of the UEFA Cup.

As in the Champions League, the sums received by the clubs are divided into fixed payments based on participation and results, and variable amounts that depend on the value of their TV market.

The fixed payments were as follows:

- EUR **115,000** bonus for each of the 40 clubs that participated in the group matches (EUR 10,000 more than in 2007/08);

- EUR **40,000** for each win, making a potential total of EUR 160,000, which only CSKA Moscow achieved; a draw was worth EUR **20,000**;

- an additional EUR **70,000** was awarded to each club that qualified for the round of 32, with the exception of those that entered via the UEFA Champions League group matches;

- a further EUR **70,000** was paid to the clubs that made it into the round of 16, again with the exception of those that entered from the Champions League;

- each quarter-finalist received EUR **300,000**;

- each semi-finalist was awarded an additional EUR **600,000**;

- the winners of the final in Istanbul, Shakhtar Donetsk, received EUR **2.5 million**; Werder Bremen were awarded EUR **1.5 million** for reaching the final.

Since the centralised marketing system applied from the quarter-finals

onwards, only the clubs who made it to that stage of the competition received a share of the "market pool" revenue, which was calculated in accordance with the value of the TV market of the associations represented. For associations that were represented by more than one club, each club's share depended on whether they reached the semi-finals or final.

Income from ticket sales is not included in the aforementioned amounts.

## Solidarity payments

Under the solidarity principle, a share of UEFA Champions League revenue was distributed to clubs participating in the UEFA Cup:

- all clubs that participated in the first and second qualifying rounds and the first main round of the UEFA Cup received EUR **70,000** per round, i.e. a maximum of EUR 210,000;

- EUR **100,000** was paid to each of the 80 clubs involved in the UEFA Cup first round, corresponding to the equal distribution of the EUR 8 million mentioned at the start of this article.





UEFA-pljwoods.ch



Getty Images

# 2008/09 UEFA CUP

Group matches			Final stages						
CLUBS	Fixed amount and solidarity suppl.	Performance bonus	Round of 32	Round of 16	Market pool	Quarter-finals	Semi-finals	Final	TOTAL (EUR)
<b>Group A</b>									
Paris Saint-Germain FC	215 000	80 000	70 000	70 000	1 102 650	300 000			1 837 650
Real Racing Club	215 000	80 000							295 000
Manchester City FC	215 000	100 000	70 000	70 000	4 620 480	300 000			5 375 480
FC Twente	215 000	80 000	70 000						365 000
FC Schalke 04	215 000	60 000							275 000
<b>Group B</b>									
Olympiacos CFP	215 000	80 000	70 000						365 000
SL Benfica	215 000	20 000							235 000
FC Metalist Kharkov	215 000	140 000	70 000	70 000					495 000
Hertha BSC Berlin	215 000	40 000							255 000
Galatasaray AS	215 000	120 000	70 000	70 000					475 000
<b>Group C</b>									
UC Sampdoria	215 000	100 000	70 000						385 000
VfB Stuttgart	215 000	100 000	70 000						385 000
Standard de Liège	215 000	120 000	70 000						405 000
Sevilla FC	215 000	80 000							295 000
FK Partizan	215 000								215 000
<b>Group D</b>									
NEC Nijmegen	215 000	80 000	70 000						365 000
Tottenham Hotspur FC	215 000	100 000	70 000						385 000
FC Spartak Moskva	215 000	60 000							275 000
Udinese Calcio	215 000	120 000	70 000	70 000	397 160	300 000			1 172 160
NK Dinamo Zagreb	215 000	40 000							255 000
<b>Group E</b>									
Portsmouth FC	215 000	60 000							275 000
AC Milan	215 000	120 000	70 000						405 000
VfL Wolfsburg	215 000	140 000	70 000						425 000
SC Heerenveen	215 000								215 000
SC Braga	215 000	80 000	70 000	70 000					435 000
<b>Group F</b>									
Hamburger SV	215 000	120 000	70 000	70 000	2 339 850	300 000	600 000		3 714 850
AFC Ajax	215 000	100 000	70 000	70 000					455 000
SK Slavia Praha	215 000	40 000							255 000
Aston Villa FC	215 000	80 000	70 000						365 000
MSK Zilina	215 000	60 000							275 000
<b>Group G</b>									
Club Brugge KV	215 000	60 000							275 000
AS Saint-Etienne	215 000	120 000	70 000	70 000					475 000
Valencia CF	215 000	100 000	70 000						385 000
FC København	215 000	80 000	70 000						365 000
Rosenborg BK	215 000	40 000							255 000
<b>Group H</b>									
RC Deportivo La Coruña	215 000	100 000	70 000						385 000
Feyenoord	215 000								215 000
KKS Lech Poznan	215 000	80 000	70 000						365 000
AS Nancy-Lorraine	215 000	60 000							275 000
PFC CSKA Moskva	215 000	160 000	70 000	70 000					515 000
FC Shakhtar Donetsk*					221 180	300 000	600 000	2 500 000	3 621 180
Olympique de Marseille*					1 102 650	300 000			1 402 650
Werder Bremen*					4 654 850	300 000	600 000	1 500 000	7 054 850
FC Dynamo Kyiv*					111 180	300 000	600 000		1 011 180
<b>TOTAL</b>			<b>1 680 000</b>	<b>700 000</b>	<b>14 550 000</b>	<b>2 400 000</b>	<b>2 400 000</b>	<b>4 000 000</b>	<b>37 530 000</b>

\*Clubs that crossed over from the UEFA Champions League