Benchmarking report - 10 key facts
(financial year 2010)
UEFA Club Licensing Benchmarking Report FY2010

10 KEY FACTS

The report contains answers to 50 often asked questions covering financial matters, licensing results, youth participation and competitions, head coach profiles and migration, attendance trends and league structures.

- **6.6%** increase in top division income. The majority of countries reported club income increases.

- **64%** - The average percentage of income spent on employee costs, a small decrease on the previous year after 4 years of rising percentages.

- **€1.6 billion** ‘bottom-line’ net losses reported by top division clubs, 36% higher than the previous year record (€1.2billion).

- **Another 4** clubs sportingly qualified for this year’s UEFA Champions or Europa League were refused entry on licensing grounds (31 from 2004/05 to 2011/12).

- **Less than 100** top division clubs filled their stadium 75% on average, with more than half of these from Germany, England and the Netherlands.

- **17 months** – The average time head coaches have ‘survived’ at their current clubs, with more than half top division coaches lasting less than 12 months.

- **2.5** - The average number of club trained players on the pitch in UCL group stages, an increase from 2.1 ten years ago.

- **52%** of clubs reported a weakening in their balance sheet, indicating a lot of club owners did not cover the losses.

- **€3.3 billion** transfer purchases in year, with €2.3 billion the balance to be paid.

- **22** – The number of countries with at least one club with combined break-even deficits of more than €5m which would require owner capitalisation under the break-even rule.