Benchmarking the clubs qualified and licensed to compete in the UEFA competition season 2019/20
Welcome to the first edition of the UEFA Club Competition Landscape Report.

The report takes you along the various qualification routes beginning at the domestic cups and leagues to the 237 clubs that have eventually qualified for this season’s UEFA competitions qualifying phases. Furthermore, the report then shines a detailed spotlight on the 80 clubs who will take part in this season’s group stages.

Produced by UEFA’s Intelligence Centre, the publication is packed with bitesize data and analysis. It shows comparisons between these clubs and highlights top performers, both in terms of on-field performance and off-the-pitch benchmarks. These include club finances, club ownership and sponsorship, head coaches, social media and stadiums.

The report is short and snappy, with infographics telling the story of how the 80 clubs qualified (almost one third qualified only on the last day of the season), illustrating how they compare, and highlighting global trends.

With all analysis performed in-house, the Intelligence Centre is highly agile and constantly monitors topical trends, so the report already includes insights on this summer’s transfer activity just days after the transfer window closed.
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THE BIGGEST AND THE BEST

This first chapter introduces the UEFA club competitions and this season’s participants.

We examine the popularity of UEFA competitions relative to other sports properties with global appeal and showcase the most successful clubs in European football this year.
The biggest stages

The UEFA Champions League is the most followed sports competition in the world

Top 5 most popular sports competitions on social media*

#1
UEFA Champions League
136M followers

#2
NBA
116M followers

#3
Premier League
92M followers**

#4
LaLiga
85M followers

#5
FIFA World Cup
74M followers

*Ranked by aggregate number of followers on Facebook, Instagram, YouTube and Twitter in July 2019. UEFA.tv YouTube account followers prorated across main UEFA competitions.

Social media popularity of major global sports events

Multiple UEFA competitions in the top 50 most popular sports competitions on social media

*Ranked by aggregate number of followers on Facebook, Instagram, YouTube and Twitter in July 2019. UEFA.tv YouTube account followers prorated across main UEFA competitions.
Football competitions are the most popular in the world
A combined global audience of more than half a billion fans

*Combined number of followers on Facebook, Instagram, YouTube and Twitter as of July 2019
The best performers
Combined title records of this season’s UEFA competitions’ 237 clubs

33
Super Cup titles

52
UEFA Champions League titles

41
UEFA Europa League* titles

25
Cup Winners’ Cup titles

2,006
Domestic league titles

1,702
Domestic cup titles

*UEFA Cup and Europa League, excluding Inter-City Fairs Cup
THE JOURNEY TO THIS SEASON’S GROUP STAGES

This second chapter illustrates the various qualifying routes into the UEFA Champions League and Europa League group stages.

The chapter kicks off with the domestic road to participation, highlighting some key figures of the last season’s domestic competitions. This section is followed by some facts and figures from the qualification process, and introduces the clubs participating in each competition for the first time.

10 ... The pathway to qualification
11 ... Points
12 ... Goals
13 ... Attendances
15 ... Most successful clubs
16 ... New faces
17 ... Entry stages
The pathway to qualification
From domestic league and cup competitions, through European qualifying, to the group stages

716 clubs competed in 54 different top domestic divisions in the 2018/19 (2018) season*
3,895 clubs entered the main phase of Europe’s primary domestic cup competitions in the 2018/19 (2018) season**

237 clubs qualified for the 2019/20 UEFA competitions
80 clubs have qualified for the UEFA Champions League and Europa League group stages

*In the annual UEFA Benchmarking report, also called “The European Club Footballing Landscape”, the UEFA Intelligence Centre presents a full picture of all 716 clubs
**The number of cup participants does not include any preliminary rounds such as regional or provincial qualifying stages
Performances in domestic leagues

Highest points records across the leagues in 2018/19

**Top 5 clubs with highest points total**

1. Manchester City FC
2. Liverpool FC
3. GNK Dinamo Zagreb
4. BSC Young Boys
5. Manchester City FC

**Top 5 clubs with highest average points per game**

1. HB Tórshavn
2. PAOK FC
3. Manchester City FC
4. SL Benfica
5. FC Shakhtar Donetsk
Goals across the leagues

Who scored the most? Who conceded the least?

Top 5 clubs with highest goals scored

1. AFC Ajax 3.50 per game
2. FC Flora Tallinn 3.22 per game
3. Nõmme Kalju FC 3.17 per game
4. Europa FC 3.11 per game
4. Lincoln Red Imps FC 3.11 per game

Top 5 clubs with lowest goals conceded

1. FC Shakhtar Donetsk 0.34 per game
2. FC Prishtina 0.36 per game
3. KF Feronikeli 0.42 per game
4. PAOK FC 0.47 per game
4. FC Shakhtyor Soligorsk 0.47 per game
Domestic attendances in the season of qualification

Highest aggregate attendances across the leagues in 2018/19*

*Aggregate domestic league matchday attendances.

**Top 5 aggregate attendances**

1. FC Barcelona - 1.44M
2. Manchester United FC - 1.42M
3. Borussia Dortmund - 1.37M
4. FC Bayern München - 1.28M
5. Real Madrid CF - 1.15M

**Top 5 aggregate attendance increases**

1. PAOK FC - +172K
2. FC Barcelona - +171K
3. Olympiacos FC - +106K
4. SS Lazio - +118K
5. FC Dynamo Kyiv - +91K
The route to 2019/20 UEFA club competitions
The various ways of qualifying

34% of the clubs qualified on the last matchday

17 clubs qualified by winning their domestic cup competition

15 teams qualified on goal difference or head-to-head result

13 teams qualified through post-season play-offs
The most successful clubs

The 2019/20 UEFA competitions feature some of the most successful clubs in Europe

Top 7 participating clubs with most European titles*

1. Real Madrid CF - 15 titles
2. FC Barcelona - 9 titles
3. Celtic FC - 9 titles
4. FC Bayern München - 7 titles
5. FC Internazionale Milano - 6 titles
6. SL Benfica - 66 titles
7. FC Juventus - 6 titles

Top 5 participating clubs with most domestic trophies**

1. Linfield FC - 96 titles
2. Celtic FC - 90 titles
3. Rangers FC - 87 titles
4. Olympiacos FC - 71 titles
5. SL Benfica - 66 titles

*UCL, UEL and Cup Winners’ Cup, excluding Inter-City Fairs Cup and Super Cup
**Domestic league and domestic cup competitions combined, excluding domestic Super Cup and League Cup
***Including 3 Campeonato de Portugal titles
**This season’s debutants**
A warm welcome to the clubs that are participating for the first time on record

Seven clubs from seven different countries qualified for the UEFA Champions League for the first time ever

<table>
<thead>
<tr>
<th>CLUB</th>
<th>COUNTRY</th>
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</thead>
<tbody>
<tr>
<td>Ararat-Armenia FC</td>
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<td>Atalanta BC</td>
<td>Italy</td>
</tr>
<tr>
<td>Riga FC</td>
<td>Latvia</td>
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<tr>
<td>FC Krasnodar</td>
<td>Russia</td>
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Ten clubs from ten different countries qualified for the UEFA Europa League for the first time on record

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<thead>
<tr>
<th>CLUB</th>
<th>COUNTRY</th>
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<tbody>
<tr>
<td>Sabail</td>
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<tr>
<td>FK Kauno Žalgiris</td>
<td>Lithuania</td>
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<tr>
<td>FC Sperața Nisporeni</td>
<td>Romania</td>
</tr>
<tr>
<td>KS Lechia Gdańsk</td>
<td>Poland</td>
</tr>
<tr>
<td>NS Mura</td>
<td>Slovenia</td>
</tr>
<tr>
<td>FC Vitebsk*</td>
<td>Belarus</td>
</tr>
<tr>
<td>FK RFS</td>
<td>Russia</td>
</tr>
<tr>
<td>Akademija Pandev</td>
<td>Macedonia</td>
</tr>
<tr>
<td>FC Arsenal Tula</td>
<td>Russia</td>
</tr>
<tr>
<td>Yeni Malatyaspor</td>
<td>Turkey</td>
</tr>
</tbody>
</table>

* FC Vitebsk participated in the UEFA Intertoto Cup (1999) and the UEFA Cup Winners Cup (1998/99) and KS Lechia Gdańsk participated in the UEFA Cup Winners Cup (1983/84)
The different entry points to European football in 2019/20

This page sets outs where the clubs are entering the qualifying route in this season’s UEFA Champions League.

*PR = preliminary round; Q1, Q2 and Q3 = first, second and third qualifying rounds; PO = play-offs; GS = group stage
The different entry points to European football in 2019/20
This page sets outs where the clubs are entering the qualifying route in this season’s UEFA Europa League

*PR = preliminary round; Q1, Q2 and Q3 = first, second and third qualifying rounds; PO = play-offs; GS = group stage
The 2019/20 UEFA club competition qualifying stages

Highlights of the 204 UEFA Champions League and Europa League qualifying ties

- 10 x qualifying ties were decided in extra time
- 20 x qualifying ties were decided by the away goals rule
- 7 x qualifying ties were decided by a penalty shoot-out
- 9 x of the 37 clubs eliminated in UEFA Champions League qualifying subsequently qualified for the UEFA Europa League group stage*

*The abovementioned figure does not include the ten clubs that entered the UEFA Europa League group stage automatically after being eliminated from UEFA Champions League qualifying.
PROFILING THE 2019/20 GROUP STAGE PARTICIPANTS

The final chapter details various aspects relevant to the participating clubs on an individual basis, and as a collective within the competition.

We examine a range of topics, providing an overview of the landscape using the latest sporting and financial data.

21 ... Group stage clubs
23 ... Club ownership
25 ... Club finances
30 ... Transfers
33 ... Club sponsors
35 ... Social and online media
40 ... Stadiums
42 ... Head coaches
The many faces of European football in 2019/20
An overview of this season’s group stage clubs
Group stage clubs per country

More than half of UEFA member associations are represented by at least one club in the 2019/20 group stages.

With the emergence of an additional UEFA club competition, even more clubs from more associations will compete on the European stage from 2021 onwards.
The owners behind this season’s participants
The different ownership profiles per competition

**UEFA Champions League participants**

Domestic of the UCL group stage clubs have a domestic ultimate controlling party, representing the largest form of ownership among UCL participants

- **Domestic ownership**
  - 38% #1

**Breakdown per ownership category**

- **Associations**
  - 31% #2
- **Foreign ownership**
  - 28% #3
- **Public ownership**
  - 3% #4

*The clubs listed as public ownership are owned by a governmental/state organisation

**UEFA Europa League participants**

Domestic of the UEL group stage clubs have a domestic ultimate controlling party

- **Domestic ownership**
  - 48% #1

**Breakdown per ownership category**

- **Associations**
  - 35% #2
- **Foreign ownership**
  - 15% #3
- **Public ownership**
  - 2% #4
The owners behind this season’s participants
Increasingly broad international ownership of clubs

4% of this season’s group stage clubs have a different club owner than the previous season

13% of this year’s group stage clubs have a foreign investor who holds a minority share in the club*

26x different nationalities are represented by the owners of this season’s group stage clubs

14% of this season’s group stage clubs have an ultimate controlling party from a non-UEFA territory

* This figure only takes into account investors who hold a minority share of more than 10% and less than 50%
Transparency of football club finances
A first step towards making football more transparent in the future

For the first time on record clubs participating in UEFA competitions had to publish their financial information

61% of the published financial statements were made accessible on the club’s own communication channels

39% of the financial statements were published by the clubs’ licensors (national associations or leagues)

88% of clubs published an extensive set of financial statements (detailed balance sheet and profit & loss account)

12% of clubs published a summary of their financial statements
Overview of the clubs’ latest financial results available

The 80 Group stage clubs posted a combined revenue of nearly €12bn and total assets of €24bn, with an aggregate squad value of €11.7bn**

Aggregate revenue of the 80 group stage clubs, which represents 55% of the total revenue of European top division clubs

€11.7bn

Average employee wages, expressed as a percentage of club revenues

62%

This season’s group stage participants aggregate total assets*

€24.1bn

Total cost of building a squad**, ranging from €270,000 to €953m

€11.7bn

Note: Financials based on clubs’ latest available disclosure to UEFA for the fiscal Year ending either June 30, 2018 or December 31, 2017.

*Including players’ registrations as intangible assets

**Purchase value of squad (transfer fees) as of September 9th 2019, excluding intermediary fees, based on UEFA Intelligence Centre composite transfer database
A breakdown of the 80 group stage clubs revenues and costs

On average, the clubs revenues are predominantly driven by sponsorship & commercial deals and broadcasting rights, while 64% of their total costs consists in wages (players and other employees).

- **Club revenue streams**
  - **UEFA solidarity & prize money**: 14%
  - **Broadcasting rights**: 28%
  - **Sponsorship, advertising and commercial revenues**: 36%
  - **Gate receipts**: 5%
  - **Other**: 17%

- **Club costs split**
  - **Player wages**: 47%
  - **Other employee wages**: 17%
  - **Other operating costs**: 31%
  - **Financing, tax and other non-operating costs**: 5%

*Reflects UEFA solidarity and prize money payments recorded over the latest fiscal year ending in Jun 2018 or December 2018. This level therefore reflects a season(s) when some clubs did not qualify for group stage payments.

**Including combined net transfer costs, gains and losses from transfer activities (-1% in FY18)
Revenues from UEFA in context

The 80 group stage clubs are expected to receive a total €2.5bn in the upcoming 2019/20 season.

Estimated* prize money to be distributed to group stage clubs 2019/20:

- €2.5bn
- €1.9bn
- €0.6bn

Forecast UEFA club competition share of total club revenues 2019/20**:

- 26% for UEFA Champions League
- 18% for UEFA Europa League

*Exact amount determined after UEFA financial statements are closed and final revenues and costs are audited.

**The UEFA share of forecast aggregate club revenue uses the latest financial figures of this year’s 80 group stage clubs and assumes a 10% growth in non-UEFA club revenues between 2017/18 and 2019/20.
Costs and operating profitability: a snapshot of the 80 group stage clubs

The 80 group stage clubs posted a positive operating profit margin, with player wages accounting for half of their operating costs basis.

- Average operating profit margin: 7.0%
- Cumulative operating margin of the 80 group stage clubs: €817m
- Positive operating result: 22 clubs
- Negative operating result: 17 clubs
- Total costs: €663m
- Costs of the 80 group stage clubs: €154m
This summer’s transfer activity for the 80 group stage clubs
In total, the clubs spent almost €4.0bn in transfers over the summer 2019 window

58% The clubs were responsible for 58% of all global transfer spending* (€6.9bn)

€3,980m Estimated summer 2019 transfer spend
55% Higher spend than summer 2018

€3,720m Estimated summer 2019 transfer earnings

*Transfer fees as of September 9th 2019, excluding intermediary fees, based on UEFA Intelligence Centre composite transfer database

Summer 2019 transfer profile

Number of clubs

- Net spend €50m+
  - 12
- Net spend €5m to €50m
  - 16
- Net spend less than €5m
  - 25
- Net earnings €50m+
  - 6
- Net earnings €5m to €50m
  - 21
- Net earnings less than €5m
  - 25

THE UEFA CLUB COMPETITION LANDSCAPE SEASON 2019/20
C PROFILING THE 2019/20 GROUP STAGE PARTICIPANTS
A breakdown of transfer spend by position and age group of players

A record 64% of the overall spending was made on players 24 and under years old, while clubs spent an equivalent amount on defenders and forwards.
Insights on summer 2019 transfers

Transfers value is highly concentrated within UEFA boundaries, with almost half the clubs having made a club record signing this summer.

- 43% of clubs have made their club record signing this summer.
- 55% of transfer spending on expatriate (non-national) players.
- 96% of group stage club transfer business* was with another European club.
- 69% share of transfer spending with foreign clubs (International).

*Transfer business’ is a term covering both inbound and outbound transfer fees.
This season’s primary shirt sponsors
An overview of the various shirt sponsors that feature on the front of this season’s shirts

Top 3 industries by primary shirt sponsors

- **Airline & Automotive**: 15%
- **Gambling**: 15%
- **Retail**: 14%

23% of clubs feature a primary shirt sponsor from a non-UEFA territory, highlighting the global appeal of European football.

21% of clubs introduced a new primary shirt sponsor for this season.
This season’s kit manufacturers
An overview of the various brands that have manufactured the football shirts of this season’s clubs

Number of different kit manufacturers per competition

- **Champions League**: 9x
- **Europa League**: 15x

16x different kit manufacturers will feature on the main kits of the 80 clubs participating in the 2019/20 UEFA competition group stages.

Top 4 kit manufacturers across the participating clubs

- **Adidas**: 24%
- **Nike**: 26%
- **Puma**: 10%
- **Macron**: 10%

9% of the qualified clubs introduced a new kit manufacturer for this season.
The 80 group stage clubs are more popular than ever on social media. 1.3 billion followers across the 4 main social media platforms; Instagram is the fastest growing platform with Youtube, yet Instagram generates the most interactions with fans.

Note: Figures as of July 2019
*Excluding outliers (growth numbers above 500%)
Social media: following and engagement
The 80 Group Stage clubs recorded 8.4 billion social media interactions (likes, shares or comments) between June 2018 and 2019

Top 5 clubs with biggest social media following

- Real Madrid CF: 222M followers*
- FC Barcelona: 213M
- Manchester United: 124M
- Juventus FC: 73M
- Chelsea FC: 79M

Note: Number of followers in July 2019
*Combined total followers on Facebook, Instagram, YouTube and Twitter in July 2019

Top 5 clubs with most intense fan engagement

- Qarabağ FK: 29.9 average interactions per follower
- AFC Ajax: 21.5
- FK Crvena zvezda: 23.7
- Olympiacos FC: 20.3
- Galatasaray AŞ: 17.6

**Average number of interactions per follower
Biggest markets for group stage club website traffic

Two thirds of website traffic come from overseas

**Top 5 clubs for domestic traffic**

- **Liverpool FC**
  - Unique visitors per month: 908K
  - Rank: #1

- **Real Madrid CF**
  - Unique visitors per month: 692K
  - Rank: #2

- **FC Bayern München**
  - Unique visitors per month: 650K
  - Rank: #3

- **Borussia Dortmund**
  - Unique visitors per month: 461K
  - Rank: #4

- **Juventus FC**
  - Unique visitors per month: 540K
  - Rank: #5

**Top 5 clubs for non-domestic traffic**

- **Real Madrid CF**
  - Unique visitors per month: 1,959K
  - Rank: #1

- **Liverpool FC**
  - Unique visitors per month: 1,863K
  - Rank: #2

- **FC Barcelona**
  - Unique visitors per month: 1,567K
  - Rank: #3

- **Manchester United FC**
  - Unique visitors per month: 1,370K
  - Rank: #4

- **Arsenal FC**
  - Unique visitors per month: 932K
  - Rank: #5

*Average monthly unique visitors over the last twelve months to July 2019
Source: Similarweb.com
An overview of club websites traffic

European countries remain the major traffic providers to clubs websites

**Top 10 countries for traffic**

**Europe**

1. United Kingdom - 3,643K
2. Germany - 2,198K
3. Spain - 1,641K
4. Italy - 1,458K
5. France - 1,234K
6. Russia - 1,227K
7. Turkey - 899K
8. Portugal - 803K
9. Netherlands - 702K
10. Poland - 672K

**Outside Europe**

Source: Similarweb.com

*Average monthly unique visitors across the last 12 months for the 80 group stage clubs websites combined*
An overview of club websites traffic

The US remains a major traffic provider, while big markets emerge in Asia and Africa.

Top 10 countries for traffic:

- **United States**: 1,458K
- **Thailand**: 308K
- **Canada**: 303K
- **Brazil**: 291K
- **India**: 236K
- **Australia**: 188K
- **Vietnam**: 124K
- **Egypt**: 120K
- **Nigeria**: 118K
- **Mexico**: 115K

*Average monthly unique visitors across the last 12 months for the 80 group stage clubs websites combined.

Source: Similarweb.com
A breakdown of the stadiums to be used during the 2019/20 season
The 80 group stage clubs invested just under €1 billion in club facilities in the last financial year

- Average stadium capacity for the 2019/20 UEFA group stages: 51,097
- Amount invested by participants in club facilities in the last twelve months:
  - €839m
  - €132m

Percentage of 2019/20 group stage participants owning their stadium:
- 59%

Percentage of the stadiums to be used in the 2019/20 UEFA competitions group stages that have been constructed, rebuilt or significantly upgraded in the last 10 years:
- 38%
- 40%
- 33%

*“Amount invested” refers to new fixed asset additions in the last financial year as per club audited financial statements.
**Significant upgrades only contain renovations that impact the stadium capacity with more than 10%. In addition to the number presented, 6 stadiums are currently undergoing significant upgrades or are in the middle of being replaced by new stadiums/rebuild stadiums in the next years.
**Top 10 stadiums by UEFA capacity**

The group stages will feature 24 different stadiums of 50,000+ with an average capacity of 41,278.

*The capacities cited above are the official UEFA Champions League or UEFA Europa League stadium capacities.*

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camp Nou</td>
<td>98,679</td>
</tr>
<tr>
<td>Estadio San Bernabéu</td>
<td>78,346</td>
</tr>
<tr>
<td>Stadio San Siro</td>
<td>78,275</td>
</tr>
<tr>
<td>Old Trafford</td>
<td>73,538</td>
</tr>
<tr>
<td>Arena München</td>
<td>70,000</td>
</tr>
<tr>
<td>Stadio Olimpico</td>
<td>68,530</td>
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<tr>
<td>NSK Olimpiysjyi</td>
<td>68,000</td>
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<tr>
<td>Estadio Metropolitano</td>
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<tr>
<td>Stadion Dortmund</td>
<td>66,099</td>
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<tr>
<td>Estádio do SL Benfica</td>
<td>64,162</td>
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</tbody>
</table>
Head coaches: demographics and history
An overview of the various head coaches that will be coaching the 80 group stage clubs

50% of this season’s group stage clubs have changed their head coach in the last 12 months

38% of this season’s clubs have foreign head coaches

48.6 is the average age of the first team head coaches that participate in this season’s group stages

60% of the head coaches in this season’s group stages have been in their job for at least five years
Head coach nationalities

An overview of the various head coaches that will be coaching the 2019/20 UEFA group stage participants

4x clubs in this season’s group stages have appointed a head coach from a non-UEFA territory

15x coaching debutants in this season’s UEFA Europa League group stages

9x coaching debutants in this season’s UEFA Champions League group stages

The abovementioned nationalities are listed by primary nationality and do not take into account any second passports.