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UEFA PRESIDENT’S MESSAGE

The 2013/14 UEFA Champions League season will always be remembered for Real Madrid CF winning ‘La Décima’. After 12 years striving to reclaim the trophy they had made their own in the 1950s, the club of Di Stéfano, Gento, Puskás, Herno, Raúl, Casillas and Zidane captured their elusive tenth European Cup. New heroes have now joined the illustrious roll call of players to have lifted the trophy in the famous white jersey, none more so than the phenomenal Cristiano Ronaldo, whose record of 17 goals in a season was suitably rewarded with the trophy at the end. A special mention is also due to Carlo Ancelotti, who became the second coach after Bob Paisley to lead a team to the title three times.

Madrid’s victory brought back memories of the early years of this great competition and it was with tremendous sadness that we learned of the passing of two of its most dazzling pioneers – Alfredo Di Stéfano and Eusébio – true greats and players who embodied the spirit and magic of the game.

While we congratulate the winners, beaten finalists Club Atlético de Madrid also deserve high praise. For the first time, club football’s greatest prize was contested by rivals from the same city, and while the pain of defeat may linger for Diego Simeone’s side, Atlético must hold their heads high and be proud of a campaign in which they won many admirers. They prove again that with skill, organisation, desire and a tremendous team ethic, the underdog can go far in the UEFA Champions League.

“Off the pitch, important strides were taken during the 2013/14 season. UEFA’s No to Racism campaign reinforced the principle that discrimination will not be tolerated in European football, though sadly sanctions were imposed in some instances where the message has still not got through. We will continue to do everything within our powers to rid the sport of this scourge. Financial fair play also came into effect as we strive to establish sound economic foundations for the European club game. It is our belief at UEFA that clubs should operate within their means, and financial fair play will help bring long-term stability to our sport.”

Michel Platini
UEFA President

A season of excellence

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UEFA President

In this season review we analyse the key tactical trends and talking points in the technical report, and also go behind the scenes in the event report to shed light on the broadcasting, commercial and organisational aspects that underpin the continued success of the UEFA Champions League.

An estimated 165 million people in over 200 countries watched the Lisbon final; this is the ultimate stage that the world’s best players dream of playing on, and there is no question that the excellence and competitiveness of the football drives the competition’s popularity every year. The 2013/14 campaign highlighted that once again.
The Respect campaign was launched at UEFA EURO 2008 by the UEFA President, Michel Platini. Its mission: to strengthen and promote sportsmanship and integrity within the European game. Respect encompasses UEFA’s social responsibility strategy, which includes the promotion of diversity, peace and reconciliation, health, respect for the environment, and the campaign against discrimination, racism and violence. It encourages respect across the game – respect for opposing players, coaches and officials, referees, opposing supporters – and emphasises that football is open to all.

The battle to eliminate racism from the game was at the forefront of the Respect campaign in 2013/14, after a resolution was adopted by UEFA’s member associations at the UEFA Congress in May 2013. The resolution, entitled European Football United Against Racism, comprised an 11-point plan designed to tackle racism. Stars of European football past and present, as well as coaches and referees, threw their weight behind the campaign, rallying around the slogan No to Racism.

European football united in 2013/14 to reinforce the message that racism will not be tolerated in the game television spot, which was transmitted by clubs and broadcasters including CNN’s World Sport, which reaches 200 territories and a quarter of a billion homes. Players also featured in a No to Racism advert, widely used in print publications, while the digital campaign undertaken via UEFA’s social media platforms on Twitter and Facebook, as well as on UEFA.com, was a key factor in spreading the message and increasing public awareness about discrimination in football. A dedicated No to Racism section on UEFA.org also kept people up to date.

The focal point was the FARE Action Weeks from 15 to 29 October 2013, once again organised by UEFA’s long-standing social responsibility partner, the FARE network. FARE have organised the Action Weeks every year since 2001, bringing together fans, minority groups, activists and grassroots groups with players, clubs, leagues and football associations in a united front against all forms of discrimination.

The No to Racism message took centre stage on matchday three of the UEFA Champions League, providing a high-profile platform for the campaign against racism, discrimination and intolerance in football. Team captains wore No to Racism armbands, anti-racism messages were played over clubs’ public address systems, and a No to Racism pennant was passed between players in the pre-match lineups. On 22 and 23 October, to coincide with the UEFA Champions League matches, the TV spot was shown in 31 European countries by over 100 broadcasters.

UEFA’s own reinforced disciplinary approach and zero tolerance stance, meanwhile, has resulted in several partial stadium closures, imposed as a penalty for racist behaviour. Clubs, supporters and everyone else involved in football are now fully aware that UEFA will not let up in its drive to rid the game of racism.
The review of the 22nd season of UEFA Champions League football combines the annual technical report, which has been published for the last 15 seasons, with the commercial, marketing, financial and broadcasting aspects – the essential ingredients in the success of European football's premier club competition. The technical report is also being produced as a limited-edition stand-alone publication for a small target group of front-line coaches.

As usual, the technical report sets out to provide a permanent record of the 125 matches played during the 2013/14 UEFA Champions League season and to present factual and statistical information in a reader-friendly format. Data on specific matches and the 32 teams who competed in the competition are widely available – notably on UEFA's own website. The focus in this report is therefore to deliver an overview based on the presentation and interpretation of factual evidence, blended with the input from the team of UEFA technical observers that attended the matches played during the knockout stage of the competition. These culminated with the final in Lisbon, contested for the second successive season by two teams from the same national association.

This mix of facts and observations seeks to provoke as well as to inform. The objective is to provide inspiration for analysis, reflections and debate which, it is hoped, will give technicians food for thought. By highlighting tendencies and trends at the peak of professional club football, the report also offers coaches who are active in the development levels of the game information that may be helpful in terms of working on the qualities which will be needed by the players and coaches who will play leading roles in shaping the UEFA Champions League of the future.

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The lure of Lisbon

Madrid’s great rivals laid down a marker in the group stage, dropping just two points each on their way to ensuring the competition’s first single-city final.

One of the multifarious challenges facing members of the coaching profession is that expectations can blur the public’s perception of success and failure. In the UEFA Champions League, success can be a place on the starting grid, survival into the new calendar year, or raising a national flag for the first time in the quarter-finals. For a select few clubs, expectations are pinned to images of the captain triumphantly lifting ‘Old Big Ears’ – and some of the pre-season favourites ended the campaign with a bitter taste of disappointment despite a more than creditable season.

FC Bayern München, for instance, had been sighted as candidates to become the first club to make a successful defence of the title, only to suffer a comprehensive semi-final defeat comparable to the one the Bavarian side had inflicted on FC Barcelona a season earlier. It was one of the many dramatic twists and turns which form the quintessence of the world’s prime club competition.
The drama started to unfold during the autumn. The results pages might have suggested a degree of normality. Half of the 96 group games, for instance, had ended in victory for the home team. On the other hand, there was an eye-catching fact that, in 25 of these fixtures, the visiting team had failed to score. But theories about teams ‘travelling badly’ could be swiftly dismantled by another salient feature of the group stage. No fewer than 31 fixtures were won by the away team. Of the three possible results, draws slumped to a low of 18, with Groups D and F failing to produce a stalemate. The statistics aligned with the previous season (in which 51 of the 96 group games had not been won by the home side) to suggest a more adventurous approach by travelling teams. The competition offered spectators only six 0-0 draws (a meagre 4.8% of the total) with the knockout rounds contributing only one – the goalless first leg of the semi-final between Club Atlético de Madrid and Chelsea FC.

Further question marks were attached to the time-honoured theory that ten points are enough to earn a place in the knockout stage of the competition. SL Benfica, who went on to reach the UEFA Europa League final for the second successive season, reached double figures, only for the head-to-head ruling to consign them to third place behind Olympiacos FC – the Greek club exceeding expectations by reaching the knockout rounds. SSC Napoli suffered an even crueler reverse, ending Group F in third place despite accumulating 12 points by winning four of their six matches. Stark contrasts were provided by Galatasaray AS and FC Zenit, both of whom secured second place with less impressive records. The Turkish club won their final home fixture in conditions which had forced a 24-hour postponement to qualify with seven points and a deficit of six in the goal difference column. The 1-0 victory in Istanbul signified an early exit for Juventus after the Italian champions had lost ground by conceding three draws in their previous five games.

On the same day, Zenit clinched second place in Group G despite a resounding 4-1 defeat in Vienna against FK Austria Wien. It earned kudos for the Austrian debutants, who recorded their first win in the competition. It also allowed the Russian team, thanks to FC Porto’s defeat against Atletico in Madrid, to progress with cabin-size baggage of six points and a solitary win. The two Portuguese clubs joined Juventus, FC Steaua Bucureşti, Olympique de Marseille, AFC Ajax and Celtic FC on a seven-strong list of former champions of Europe who fell at the group stage hurdle.
Further apparent contradictions could be found in the eight group tables, where differences between first and last were generally substantial but where few issues had been definitively resolved before the final matchday. The eight fourth-placed teams registered deficits of between nine and 13 points in relation to the group winners – substantial margins in an 18-point campaign. At the same time, differences between first and second ranged from zero (in Groups D and F) to ten points in Group G, where Atlético, significantly, equalled their city rivals by conceding only two points in their six games.

Elsewhere, isolated performances rather than sustained excellence caught the eye. In Group E, for example, FC Basel 1893 raised eyebrows by defeating Chelsea at home and at Stamford Bridge – but failed to beat anybody else. Similarly, FC Shakhtar Donetsk, a major force in previous seasons, could only register a brace of wins against Real Sociedad de Fútbol, with the Basque club a shade unlucky to reap only a single point on their return to the competition after a ten-year absence. Galatasaray earned four of their seven points against Juventus. Zenit took four of their six points from the 2004 champions, Porto, and in Group H, AC Milan took second place even though the only opponent they defeated was Celtic.

In terms of grand finales, Group F had no peer. With Marseille losing their six matches, the top two spots were contested by heavyweights Borussia Dortmund, Arsenal FC, and Napoli and all three managed to knock down their opponents once. A dramatic late winner at the Stade Vélodrome ultimately handed top spot to the 2013 silver medallists, while Rafael Benítez’s side fell just short of glory in a 2–0 home win against Arsenal. That result meant that Milan would be the only Italian representative in the next phase.

When the dust had settled, it became clear that the knockout stage would get under way with four clubs from England and Germany, three from Spain, and one apiece from France, Greece, Italy, Russia and Turkey. Few would have predicted that, once the ball started rolling in February, many of the ties would be all but resolved after the first 90 minutes. Or that all eight group winners would progress to the quarter-finals at the expense of the runners-up.
Knockout blows

The opening round of 16 fixtures yielded six away victories, five of which were won by two goals or more – with the advantages compounded by the away goals rule. Real Madrid CF, 6-1 victors against FC Schalke 04 in Gelsenkirchen; Paris Saint-Germain, 4-0 winners in Leverkusen; and Dortmund, favoured by a 4-2 scoreline in St Petersburg, became odds-on favourites to go through – and did, even though Zenit claimed a consolation victory in Dortmund. Only two matches punctuated the away win sequence. Galatasaray, coming from behind to draw 1-1 with Chelsea in Istanbul, were outgunned at Stamford Bridge, losing the return 2-0. And Olympiacos, 2-0 winners against Manchester United FC in the home leg, failed to truncate their negative record of 11 losses in as many visits to England when they were beaten 3-0 at Old Trafford.

David Moyes’ team then faced the defending champions and, despite working to extenuation, lost 3-1 in Munich after a 1-1 draw in Manchester. Their local rivals Manchester City FC had suffered the misfortune to be drawn against Barcelona, and their excellent campaign was ended with defeats in Manchester and at Camp Nou. Gerardo Martino’s side, however, were then required to take part in the only one-country tie to emerge from the quarter-final draw. A stunning long-range shot by Diego earned Atlético a 1-1 draw in the Catalan capital, with Barça then unable to bounce back after conceding an early goal in the return.

Real Madrid also prevailed by the narrowest of margins in a rerun of the previous season’s semi-final against Dortmund. A convincing display earned Carlo Ancelotti’s side a seemingly comfortable 3-0 advantage but, in Germany, two early goals for Jürgen Klopp’s team produced nail-biting. Limiting the damage to that 2-0 scoreline saw the Spanish team through – by the skin of their teeth. Paris seemed to have carved out a winning margin when an added-time goal earned Laurent Blanc’s team a 3-1 win over Chelsea in the French capital. Despite conceding once in the first half, the French side looked reasonably comfortable – until a diagonal ball into the box allowed Demba Ba to scoop in a second in the 87th minute and secure an away-goal victory for the Londoners.

Their reward was a trip to Madrid, where a respectful display against Atlético led to the only goalless draw of the knockout stage. Again, Chelsea went 1-0 ahead during the first half of the return. But Diego Simeone’s team produced enough mental and physical strength to turn the game round, with Adrián López equalising just before the break. A Diego Costa penalty and a quick reaction by Arda Turan when his scoring attempt rebounded off the crossbar allowed Atlético to seal a return to the final of Europe’s premier competition for the first time in 40 years.

The other semi-final also produced a tale of the unexpected – at least in the second leg. Real Madrid earned a 1-0 home victory in the first, but, bearing in mind the club’s meagre dividends from previous visits to Germany, the result did not generate undue optimism. The surprise in Munich was that centre-back Sergio Ramos was allowed to head home from two set plays within the opening 20 minutes, and that Bayern were subsequently unable to find a reply. An impudent direct free-kick by Ronaldo put 0-4 on the scoreboard in the final minute, perpetuating the tradition that no team has successfully defended the UEFA Champions League title, and made history by ensuring that, for the first time, the European title would be decided at a final between two clubs from the same city.

A minute’s silence was held before both semi-finals to mark the passing of Tito Vilanova and Vujadin Boškov.
Sergio Ramos’s equalising goal seconds from the end of normal time turned the outcome and perceptions of an intriguing final on their heads.

“The equaliser was the winning goal.” The comment by Sir Alex Ferguson focused a spotlight on one critical moment. Three minutes into added time and with only one remaining, LaLiga Madrid delivered a corner from the right. The one head that the Club Atlético de Madrid players wanted the ball to avoid was that of Sergio Ramos, the man who had killed off the defending champions by heading home twice from set plays during the second leg of the semi-final in Munich. But there he was, given enough elbow room in the centre of the box to rise above the ball and, calculating the angles as shrewdly as a billiards player, swivel his neck to send his header past the stretched-to-the-limit right arm of Thibaut Courtois and into the net at the far post. In the short term, it signified 1-1 and extra time. In the greater scheme of things, it heralded, as Sir Alex pointed out, ultimate victory for Real Madrid CF.

A minute difference

To start a review of the 2014 UEFA Champions League Final in the 93rd minute could legitimately be classed as an aberration. But the equaliser not only changed the game. It changed perceptions of the game. Had the Ramos header struck the post, the post-match plaudits would undoubtedly have been directed at the compact organisation, defensive acumen and incommensurate team spirit of Diego Simeone’s side. Just over half an hour later, the praise was being redirected towards the out-filied, tactically sophisticated and sheer punching power of Carlo Ancelotti’s Madrid. As Roy Hodgson remarked on the following morning: “We can mention a lot of good points about Real Madrid but we wouldn’t be too harsh on Atlético.” Nevertheless, a considered review of the final is inevitably coloured by the hindsight factor.
The hind sight factor reaches back to 75 minutes before kick off, when the 60/40 spectators were still filling the magnificent Estádio do Sport Lisboa e Benfica with colour, decals, banners and Madrileño accents. At that moment, the team sheets were being handed to Dutch referee Björn Kuipers. Atlético’s included No19, Diego Costa, injured a week previously, but apparently recovered in time to take part in training on the eve of the final. For a coach, the situation presented a dilemma. Should he start on the pitch or should he be reserved as the substitutes up the sleeve on the bench? Simeone, backed by evidence from the player and the medics, opted for the former. But only nine minutes had ticked past when he needed to be replaced by Adrián López. At that stage, nobody knew there would be extra time. It was the third of a dozen in a match where the tensions and frustrations of a local derby transferred to club football’s ultimate stage lowered boiling points and distorted the timing of tackles. But the opening act had served to highlight the contrast in playing styles and in formations. Atlético’s 4-2-3-1 relied heavily on the two full-backs – Juanfran on the right, Filipe Luís on the left – exploiting the wide areas. Real’s 4-3-3 had a more attacking complexion, with Ángel Di María bursting into the spaces created by Ronaldo’s off-the-ball running on the left wing. Although Ancelotti’s team dominated possession 60-40, they struggled to pierce Atlético’s defensive block. When they did so, Gareth Bale missed the target with the only two clear chances. Real’s attacking guns were being effectively spiked.

The second half initially offered more of the same: orderly defending by Atlético amid dazzling support from their fans. Simeone, however, reveals that a turning point came in the 59th minute, when Ancelotti ordered a double substitution. “This wasn’t just about fresh legs,” commented Hierro. “Ancelotti added joy to the team’s play. Swapping Khedira for Isco gained a lot for the team, as he tried to combine with everybody. And sending on Marcelo for Coentrão at left-back was a key move. He was ready to push forward, to try the 1v1. In a game where the front men couldn’t find spaces to run into, individual skill was required – and the two changes provided it.” Hodgson added: “From that moment, Real Madrid pushed more and more, while Atlético couldn’t pose any threat in attack. If you let Real have the ball in or around your area for 30 minutes, you can expect bad news.” For all their pressure, however, there was little to celebrate fado singer Mariza gave the crowd goosebumps as the tension rose. This translated seamlessly into a tense start to a contest between, as former Madrid star Fernando Hierro put it, “two different ways of seeing football, with Atlético a compact, tactically mature side with a very good defensive set up.” Initially, it was Real who probed deeper, with Gareth Bale and Cristiano Ronaldo working the right and left flanks respectively, while Karim Benzema attempted to capitalise on neat combinations through the middle. But effective combinations were rare in an opening phase when, as Mircea Lucescu observed. “He helped Real to dominate tactically in midfield. Is there a weakness in Atlético’s defences, Ancelotti’s team exploited it mercilessly,” said Thomas Schaaf. “Atlético almost impenetrable Atlético net.” As the referee signalled the start of extra time, a new game had also started. And within minutes, the Atlético fans began to see the writing on the wall. Juanfran landed awkwardly – and hobbed as best he could through the extra half hour, aware that the three changes had been made.

Finally detecting a weakness in Atlético’s defences, Ancelotti’s team exploited it mercilessly, with Marcelo and Di María relentlessly assaulting the damaged area. “This is where the intelligence of Modrić paid off,” Lucescu observed. “He helped Real to dominate totally in midfield. He constantly switched the direction of play to pose questions. And Marcelo, with his interceptions and vertical runs, caused serious problems.” Significantly, while Modrić was the chief supplier to Bale and Ronaldo on the wings, Sergio Ramos – who had more passes than any other player in the final – was the main purveyor of passes to Di María and Marcelo as they broke forward from the left side of midfield. Atlético’s instinct for survival had seen them through the first half of extra time, but with so many key players running – and Isco hobbling – on empty, the unprompted incursion by Real’s left-flank players provided the breakthrough. The shot which provided the culmination to Simeone’s run was blocked by Courtois, only for the ball to cannon hard enough
from his body to bounce high in the air from the ground and allow Bale to nod in at the back post. Within minutes, Marcelo made an almost identical run through the same unprotected territory to score with a low shot. And Ronaldo rubbered salt into wounds by converting a last minute penalty then exuberantly celebrating before the camera which was gathering images of him for a feature film.

It brought down the curtain on a game in which, as Lucassen observed, “the more agile, creative, technical players ultimately beat the highly disciplined defensive organisation of their opponents”. There was statistical evidence to support his view. Ancelotti’s team, apart from its 60% share of the ball, had attempted 862 passes to Atlético’s 548 with a 76 to 59 advantage in the percentage of accuracy. Atlético’s endeavour was reflected by midfielders Koke, Tiago and Gabi, each of whom covered almost 16km in running to extenuation. They and their team mates could legitimately feel maltreated by the 4-1 scoreline. As the white shirts of Real headed into the main stand to receive medals from the UEFA President, Michel Platini, and lift the trophy for the tenth time, the hindsight factors began to come into focus. At the moment when red and white ribbons were being readied for attachment to the cup, Atlético had been beaten by a winning equaliser.

Match statistics

Saturday 24 May 2014, Estádio do Sport Lisboa e Benfica

Real Madrid CF 4-1 Club Atlético de Madrid

(after extra time)

Goals

Real Madrid: 0-1 Godín 36, 1-1 Ramos 90+3, 2-1 Bale 110, 3-1 Marcelo 118, 4-1 Ronaldo 120+3 (Madrid);

Atlas: Courtois; Juanfran, Miranda, Godín, Filipe Luis (Aldemir Assis), Raúl García (Suso 93), Koke, Diego Costa (Adrián López 9), Villa

Cards

Real: Yellow: Ramos 90+3, Khedira 120+1, Marcelo 120+3, Varane 120+4

ATLÉTICO

Koke; Diego Costa (Adrián López 9), Villa

Lineups

Real Madrid: Casillas (C); Carvajal, Ramos, Varane, Coentrão

Atlético: Courtois, Juanfran, Miranda, Godín, Filipe Luis (Aldemir Assis), Raúl García (Suso 93), Koke, Diego Costa (Adrián López 9), Villa

It’s 60% share of the ball, had doubled Atlético’s
tally of goal attempts, and had attempted 862 passes to Atlético’s 548 with a 76 to 59 advantage in the percentage of accuracy. Atlético’s endeavour was reflected by midfielders Koke, Tiago and Gabi, each of whom covered almost 16km in running to extenuation. They and their team mates could legitimately feel maltreated by the 4-1 scoreline. As the white shirts of Real headed into the main stand to receive medals from the UEFA President, Michel Platini, and lift the trophy for the tenth time, the hindsight factors began to come into focus. At the moment when red and white ribbons were being readied for attachment to the cup, Atlético had been beaten by a winning equaliser.

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Lineups

Real Madrid: Casillas (C); Carvajal, Ramos, Varane, Coentrão

Atlético: Courtois, Juanfran, Miranda, Godín, Filipe Luis (Aldemir Assis), Raúl García (Suso 93), Koke, Diego Costa (Adrián López 9), Villa

THE WINNING COACH

Carlo Ancelotti

Under the Italian coach Real Madrid have developed a balance and tactical diversity that reaped its greatest reward in the final

Carlo Ancelotti became champion of Europe for the fifth time, having done so twice as a player and twice as coach of AC Milan before completing his hat trick with Real Madrid CF. He was written into the history of UEFA Champions League Final for the second time as a coach and giving Diego Simeone his first sweet taste of success in Europe’s premier club competition. In Lisbon, the contrast in coaching styles was as marked as the contrast between the teams’ playing styles. Simeone, hyperactive...
Unlocking the door

From launching attacks from deep or hitting teams on the break to the importance (or not) of possession, opinions differed on the most effective route to goal.

“If we ended the season asking ourselves why Real Madrid were the champions, we have to think about the balance within their squad; their ability to field a team equipped to deal with any rival. They could always field two of the best central midfielders you could hope to see, because of their skill, control and their defensive strength. They were always ready to get back to their own box or, as we saw against Bayern, to double up against Robben and Ribéry. More importantly, against any opponent, they could find ways to unlock the door.” These words, spoken by Roy Hodgson on his job as England manager, are part of the thoughts that shaped our analysis of the 2013/14 UEFA Champions League season.

The engine room

The final provided a clear example of how Carlo Ancelotti was able to change the texture of his team by blending different personalities into the two central midfield positions, tilting the balance in the direction of a more creative approach when chasing the result. Although team structures were fluid, no fewer than 23 of the 32 coaches opted to operate with twin screening midfielders at some stage of the competition. (Like Ancelotti, Pep Guardiola was able to stamp different hallmarks on his formation by permuting Toni Kroos, Thiago Alcântara, Bastian Schweinsteiger, Xavi Martínez and Philipp Lahm in the pivotal roles. The other two semi-finalists tended to prioritise a more pragmatic approach, with José Mourinho fielding David Luiz, Ramires, Frank Lampard or Jon Obi Mikel in the Chelsea holding roles, while Diego Simeone’s Club Atlético de Madrid relied on the industry of Tiago, Gabi or Mario Suárez to form the central platform on which he built his team’s defensive and attacking strategies.

Among the minority of teams who operated with a single screening midfielder, Laurent Blanc generally deployed Thiago Motta in the anchor role of the Paris Saint-Germain midfield, with Marco Verratti working, pressing and harrying in the area ahead of him. At FC Barcelona, Sergio Busquets performed the vital defensive role in front of the central defenders, tackling and intercepting to supply the ball to the team’s creative talents, generally Xavi Hernández and Andrés Iniesta. In the Juventus formation, Andrea Pirlo played the role of deep-lying playmaker in front of the centre-backs and behind a well-populated midfield.

Attacking from the back

The final demonstrated that the central area of the defensive third has become the prime area for laying the foundations of attacking play. For Real Madrid CF, the suspension of Xabi Alonso left Carlo Ancelotti with, as Roy Hodgson put it, “a big hole to fill”. He filled it in different ways, with Luka Modrić the lynchpin, distributing play to every team-mate except Iker Casillas. Alongside him, Sami Khedira’s successful passes included only one to Karim Benzema and none to Cristiano Ronaldo or Gareth Bale. Issy, his second half-replacement, linked more successfully with the two wide forwards. The salient feature, however, was that centre-back Sergio Ramos stepped into the Alonso role, completing more passes than any other player and effectively feeding Ángel Di María and Marcelo on the left flank. This provided a contrast with his role during the away leg of the semi-final against FC Bayern München when, faced with Mario Mandžukić and Thomas Müller, he prioritised defensive duties. The former was able to receive only eight passes during the 90 minutes. Modrić’s most frequent pass during the Lisbon final was to Daniel Carvajal — a fact which suggested that, in order to be able to unlock the door and from attacking and defending structures blurred definitions. Yet the top teams suggested that, in order to be able to unlock doors in the UEFA Champions League, you need to be equipped to play in more than one system.
After nine seasons at the top of the ball possession chart, Barcelona were relegated to second place by Bayern, Pep Guardiola having transferred a playing philosophy from Catalonia to Bavaria. Possessing the ball can be equated to possessing the initiative. But the 2013/14 season demonstrated that, to quote Arsène Wenger, “football doesn’t necessarily reward teams that take the initiative”. Defeats for the main standard-bearers of possession football kept alive a debate which has been ebbing and flowing since the contrasting winning styles of Barcelona in 2009 and 2011, and an FC Internazionale Milano side which became the filling in a sandwich by winning the title under José Mourinho feeling comfortable without the ball and having it for only 32% of the 2010 final against Louis van Gaal’s Bayern. The 2014 final was between two teams and two coaches who gave little relevance to possession figures. Madrid’s average for the victorious campaign was hoisted upwards by a 60% share in the Lisbon final, after defeating Bayern at home and away in the semi-final with a 36% share of the ball. Atlético, the silver medallists, dominated possession in only three of their 13 matches – one of them a marginal 51% quota away against FK Austria Wien. Like Madrid against Bayern, they defeated Barcelona in the quarter-final with 34% of the ball at Camp Nou and 36% at home.

Gareth Southgate, one of the team of UEFA technical observers during the season, commented: “There seems to be a small current trend where teams that dominate possession are being beaten by well-organised defensive blocks and quick counterattacks.” Antonio Conte adopts a similar line: “The football mentality is slowly changing in Italy, working on possession play and attacking. Yet we find ourselves playing smaller clubs that do not allow us to play like this.”

The season certainly offered multifarious examples to support the thesis that minimal possession can be translated into maximum results. Austria Wien had a 36% share at home to FC Zenit and won 4-1. Ajax, renowned as a possession team, registered their season low of 41% – and registered their best result – in the 2-1 home win against Barça. FC Basel 1893’s 2-1 away win over Chelsea was achieved with 44% of possession. When Celtic FC, normally a low-possession team, were given 53% of the ball by visitors AC Milan, they were beaten 3-0. Chelsea, in their semi-final against Atlético, had 58% during the 0-0 draw in Madrid and, when they had 52% in the return at Stamford Bridge, were beaten 3-1.

Diego Simeone has clear ideas about the importance of ball possession. “I’m not interested. Not at all,” he insists. “What I’m interested in is winning games. Possession is something that has been sold to us as attractive. Possession play is one way of winning, but it’s not the only way. Our aim is to achieve a balance between both facets of the game and we have players who can mix possession, defensive balance and counterattacking. I much prefer powerful, purposeful attacking.”

A comment made over a decade ago by Rinus Michels could be injected into debates on the value of possession in a winning formula. “Those who focused on the best result rather than the best football,” he stated in UEFA’s technical report on the 2002/03 season, “were less vulnerable than the others. They were strong defensively, took no big risks and reacted rather than taking the initiative.”
Better late than never

One of the talking points to emerge from the 2012/13 season was the fact that 24% of the goals were scored after the 75th minute. When this statistic was presented to the participants at the UEFA Elite Club Coaches Forum at the beginning of the season, Carlo Ancelotti commented: “It's difficult to prepare the last 15 minutes from a tactical point of view. They are the least foreseeable minutes because of tiredness, loss of concentration and so on. Sometimes changing a player or a tactic can help, but it is the most difficult period of the game to control.”

The reaction from Paulo Fonseca, head coach of FC Porto at the time, was: “These figures represent a challenge for coaches. In the last 15 minutes you tend to run more risks defensively. But the emotional balance of a team can be improved. You need to keep your players focused – and coaching can achieve that.”

The balance to emerge from the 2013/14 season reveals that the coaches may indeed have found antidotes to fatigue and losses of concentration. The last 15 minutes were no longer the most productive of the 90 and the number of goals scored during added time at the end fell by 23%. For the first time since UEFA started compiling technical reports on the UEFA Champions League in the 1998/99 season, the first 15 minutes after the half-time interval proved to be the most fertile period for goalscoring.

The equaliser by Sergio Ramos in Lisbon brought the total of ‘decisive’ goals to 33, representing 42% of the 79 goals scored between the 76th minute and the end of added time. The other 46 goals signified no change to the status quo at the time, although it can be argued that the need to chase an adverse result sometimes made teams vulnerable to further goals by the opposition.
Counters count

UEFA’s technical observers frequently highlighted teams’ reluctance to expose themselves to counterattacks until the necessities of chasing a result obliged them to do so. During the 2013/14 season, the number of goals directly attributable to counters dropped to 61 in comparison with 79 in the previous season. Even so, counterattacks accounted for almost a quarter of the goals scored in open play (23% to be precise). The champions provided a prime example of the potential value of the quick break. No fewer than 13 of Real Madrid’s goals — almost a third — came from counters, the most frequent modus operandi being a ball win in midfield (often just inside opposition territory) and a quick launch of the ‘Formula 1’ forwards, Cristiano Ronaldo and Gareth Bale. Seven counterattack goals came from a simple ball win + one pass + solo run combination.

Jürgen Klopp makes no secret of the importance he places on counterattacking skills — and Borussia Dortmund scored seven times via this method during the season, including one lightning reply to a dangerous free-kick in favour of Olympique de Marseille. In their away game at RSC Anderlecht, Olympiacos FC also scored one of their five counterattack goals after a set play for their opponents. Barcelona laid foundations for five counters with their intense pressure game, which led to ball wins high up the pitch. Chelsea also scored five times (one of them following a dangerous free-kick for FC Steaua Bucureşti), mostly with three or more players flooding forward as soon as the ball was won.

Counterattacks accounted for almost a quarter of the goals scored in open play.

“Counterattacking is now much better organised and well thought out,” Carlo Ancelotti comments. “It’s not just about launching a long ball forward – counters tend to be more elaborately planned and can create more goals.” The 2014 champions underlined that counterattacking is an important method of unlocking doors.
Passing

One of the most notable evolutions in the UEFA Champions League is a general trend towards a passing game. In the 2009/10 season, 24 of the 32 participants averaged fewer than 500 passes per game and five of them had averages below 400. In 2012/13, just two clubs (among them FC Barcelona and AFC Ajax), whereas in 2013/14 nine teams exceeded that figure. Barcelona once again topped this particular table with a higher average than in the previous season (819 passes per game), just shy of that mark with 69%. FK Austria Wien had the lowest average of 65% whereas, in the preceding campaign, five teams fell below that figure.

Individually, Barcelona schemer Xavi Hernández once again proved his status as a pass master by making 1,117 passes during his 811 minutes on the pitch. Bayern’s Toni Kroos was the only player to exceed this figure, but his total of 1,212 was reached during 175 minutes more than Xavi, whose passing accuracy was measured at 92%, with the German international only marginally behind at 90%. Barça’s holding midfielder Sergio Busquets underlined the importance of not giving the ball away by registering a 93% success rate in his 833 passes in 743 minutes of play. For the champions, Luís Modrón was pass-in-chief with 638 (85%), Guti led Atlético’s passers with 813 (75%). Paris’sscreening midfielder Thiago Motta made 931 passes (90%), and Bayern’s rich passing weave allowed Philipp Lahm (905/88%) and David Alaba (887/93%) to appear among the leaders, albeit with significantly more minutes on the clock, the latter playing all 12 of Bayern’s games in their entirety.

The graphic gives the average number of passes attempted during a game (passes) and the percentage of passes received by a team-mate (accuracy).
The final score

Average goals per game were only just off the 2012/13 record and Cristiano Ronaldo hit a new individual high as scoring flourished again.

The goalscoring record of 368 established in the 2004/05 season was not surpassed, but the final tally in 2013/14 fell only marginally short of the benchmark and registered the second-highest average of goals per fixture during the 22 seasons of the UEFA Champions League. Real Madrid CF scored 41 times en route to the title, with Cristiano Ronaldo setting an individual benchmark of 17 goals with his last-minute penalty in Lisbon, bettering the previous record of 14 strikes in a single campaign. He led a pack of 177 different players who scored during the season.

By the time the two Madrid clubs headed for the Portuguese capital, they had jointly accounted for 17% of the season’s goals. Carlo Ancelotti’s team had, in addition, been standard bearers for an attacking approach to away fixtures, scoring 20 times on the road, compared with 17 at the Estadio Santiago Bernabéu. The four semi-finals contributed over 100 goals to the overall tally of 362. Excluding the goals scored on neutral territory in the final, 201 goals (16% of the total) were scored by the home team and 156 by the visitors – parameters pretty much aligned with the 202/163 split in the 2012/13 season.

In terms of individual goalscoring patterns, the season offered further evidence to fuel debate about the role of the target striker. Among the leading scorers, Zlatan Ibrahimovic, Diego Costa, Robert Lewandowski and Álvaro Negredo could be put into that category, whereas Madrid’s scoring pattern provokes reflections.

Inevitably, certain goals require a degree of personal interpretation in terms of pinpointing their source, but the goal type chart (left) outlines the technical and tactical actions which led to the 362 goals.

<table>
<thead>
<tr>
<th>Category</th>
<th>Action</th>
<th>Guidelines</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set play</td>
<td>Corner</td>
<td>Direct from or following a corner</td>
<td>27 10 37</td>
</tr>
<tr>
<td></td>
<td>Free-kick (direct)</td>
<td>Direct from a free-kick</td>
<td>5 2 7</td>
</tr>
<tr>
<td></td>
<td>Free-kick (indirect)</td>
<td>Following a free-kick</td>
<td>15 3 18</td>
</tr>
<tr>
<td></td>
<td>Penalty</td>
<td>Spot kick (or follow-up)</td>
<td>23 7 30</td>
</tr>
<tr>
<td></td>
<td>Throw-in</td>
<td>Following a throw-in</td>
<td>2 0 2</td>
</tr>
<tr>
<td>Total set play goals</td>
<td></td>
<td></td>
<td>96</td>
</tr>
<tr>
<td>Open play</td>
<td>Combination</td>
<td>Wall pass or three-man (or more) combination play</td>
<td>41 15 56</td>
</tr>
<tr>
<td></td>
<td>Cross</td>
<td>From the wing</td>
<td>51 11 62</td>
</tr>
<tr>
<td></td>
<td>Cut-back</td>
<td>Pass back from the byline</td>
<td>16 5 21</td>
</tr>
<tr>
<td></td>
<td>Diagonal</td>
<td>Diagonal pass into the penalty box</td>
<td>12 7 19</td>
</tr>
<tr>
<td></td>
<td>Run with the ball</td>
<td>Dribble and cross or shot or dribble and pass</td>
<td>18 8 26</td>
</tr>
<tr>
<td></td>
<td>Long-range shot</td>
<td>Direct shot or shot and rebound</td>
<td>24 11 35</td>
</tr>
<tr>
<td></td>
<td>Forward pass</td>
<td>Through pass or pass over the defence</td>
<td>28 5 33</td>
</tr>
<tr>
<td></td>
<td>Defensive error</td>
<td>Backpass or mistake by the goalkeeper</td>
<td>8 1 9</td>
</tr>
<tr>
<td></td>
<td>Own goal</td>
<td>Goal by the opponent</td>
<td>7 0 7</td>
</tr>
<tr>
<td>Total open play goals</td>
<td></td>
<td></td>
<td>268</td>
</tr>
<tr>
<td>Total goals</td>
<td></td>
<td></td>
<td>277 85 362</td>
</tr>
</tbody>
</table>

The salient feature of the season was that the number of goals scored in open play dipped by 10% to fall just below the 70% mark – which ineluctably indicates a resurgence of dead-ball situations as sources of goals. One of the trademarks of the 2012/13 season had been the emergence of the cut-back from areas near the goal line as a significant purveyor of goals, a fact discussed by the UEFA Champions League coaches when they met at the UEFA Elite Club Coaches Forum prior to the 2013/14 campaign. The tendency towards the cut-back was comprehensively reversed, and though it still produces far greater dividends than it did during the first decade of this century, in relation to 2012/13 it registered a downturn of 44% to provide only 5% of the global tally. The debating point is whether this can be attributed to a greater focus on providing positional defensive cover when opponents sought to exploit the areas adjacent to the midway mark between goalpost and corner flag.

Another eye-catching element in the goalscoring breakdown of the season is the marked decline in the number of goals attributable to the traditional through ball – the forward pass delivered either through or over the defence. Analysis of the 2012/13 campaign pointed out, that as recently as the 2008/09 season, this category had produced 32% of open-play goals, yet had plummeted to 18%. 2013/14 registered another massive downward movement (a further drop of 44%), meaning that the supply of goals via this route has been practically halved in a time span of just two seasons and has reached, by far, the lowest figure since the current 125-match format was introduced a decade ago. The source of 82 goals in the 2010/11 campaign, it dived to 53 in 2013/14 and accounted for several decimal points below 10% of the goals scored.

Reflections based on this statistic will evidently be launched from the starting point of compact central defensive blocks based on positionally conservative centre-backs shielded by, in many cases, two screening midfielders. Another element to be injected into the equation, however, could be related to the advances and adjustments made to goalkeeping techniques in recent years. The keepers are now extremely sensitised to the need to ‘sweep’ behind their defences and perform sprint-speed sorties to pre-empt the success of the traditional through pass into those less protected areas. Instead of the defence-splitting pass through the central area, more goals were derived from neat combination moves, many of them exploiting the channels between central defenders and full-backs. The number of goals attributable to combination play has almost doubled since 2011/12 and, in 2013/14, reached its highest level in the last decade.

FC Barcelona again provided some outstanding examples, notably the intricate combination move that brought their fourth goal at home to Celtic FC or a similar spell of sustained possession culminating in the passing interchange which allowed Daniel Alves to cut in from the right and seal the 2-0 away victory against Manchester City FC. Chelsea FC scored goals during the group games against FC Basel 1893 and FC Steaua Bucureşti thanks to combinations in wide areas (notably on the left flank), but were unable to exploit this route during the knockout rounds. At the other end of the combination move spectrum, Jürgen Klopp’s Borussia Dortmund reaped dividends by flooding forward in numbers as soon as the ball was won, offering enough passing options for goalscoring combinations on the counterattack. During the knockout rounds, combination moves were the most fertile sources of goals, whereas crosses from the wide areas had been the prime mover of scoreboards during the group stage.

Goal type
Crosses from the wings have remained numerically consistent on the season-by-season scoring chart and account for just over one in every six goals scored in the UEFA Champions League season. Juventus scored all of their open-play goals following crosses. FC Bayern München, one of the most prolific suppliers of crosses in the competition, owed both their equalisers in the quarter-final against Manchester United FC to balls in from the wings. Manchester United (2002/03) Ruud van Nistelrooy, Barcelona (2010/11) Lionel Messi, Madrid (2012/13) Cristiano Ronaldo, Barcelona (2011/12) Thomas Müller, Madrid (2013/14) Karim Benzema, Manchester City (2012/13) Sergio Agüero, Manchester City (2011/12) Zlatan Ibrahimović, Paris (2013/14)排列 

Another noticeable variation was a 29% decrease in the productivity of long range shooting. Long distance strikes yielded 54 goals in the 2009/10 campaign (15% of the overall total). After a resurgence in 2012/13, the figure has dropped into line with the long-term average and still accounts for around 13% of open-play goals. During the knockout rounds, long-range shooting shared second place with crosses as the most prolific – and, frequently, the most spectacular – source of goals, with strikes by Zlatan Ibrahimović in Leverkusen and Patrice Evra in Munich among the best goals of the season.

Crosses from the wings have remained numerically consistent on season and account for just over one in every six goals scored in the UEFA Champions League season.

The 2013/14 season revealed that there is still life in the dead ball. The steady downward trend registered in recent seasons was halted and the three dead-ball situations which led to goals in the Lisbon final brought the total for the campaign to 94. In the 2005/06 season, the number of set play goals peaked at fractionally below one-third before falling away to marginally over 20% in 2012/13. However, in 2013/14, the figure climbed back to 26% – the level registered in the 2008/09 and 2009/10 seasons.

However, there is a codicil to add. The ‘recovery’ of the dead ball was due, in great part, to a 50% increase in the number of successfully taken penalties, from 20 to 30. This represents the highest figure recorded since the UEFA Champions League adopted its current format in 2003. The total had only once reached 20 (21 to be exact, in 2004/05) until 24 were scored in 2010/11, to spark off-curs correlations with the introduction of the additional assistant referees. During 2013/14, another striking figure is that 17 penalties were not converted. This can legitimately be associated with greater in-depth analysis of opponents, with goalkeeper coaches encouraging their pupils to study penalty takers’ preferences. Adding successes and failures, 47 spot kicks were awarded at an average of one every 2.6 matches. However, 14 of the 32 contestants were not awarded a penalty.

Crosses from the wings have remained numerically consistent on season and account for just over one in every six goals scored in the UEFA Champions League season.

The two goals derived from corners – one per team – during the Lisbon final brought the total for the season to 37 – a 14% increase on the previous campaign. The efficiency of corner kicks as an attacking weapon is discussed elsewhere in this report.

Set plays

The 2013/14 season revealed that there is still life in the dead ball. The steady downward trend registered in recent seasons was halted and the three dead-ball situations which led to goals in the Lisbon final brought the total for the campaign to 94. In the 2005/06 season, the number of set play goals peaked at fractionally below one-third before falling away to marginally over 20% in 2012/13. However, in 2013/14, the figure climbed back to 26% – the level registered in the 2008/09 and 2009/10 seasons.

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During 2013/14, 17 penalties were not converted. This can legitimately be associated with greater in-depth analysis of opponents.

Success rates in the UEFA Champions League raise questions about the wisdom of investing in training ground rehearsals of certain types of set play. In 2013/14, only seven goals were struck into the net from direct free-kicks – representing fractionally below 2% of the total. In other words, only one in 50 of the season’s goals was supplied by free-kick specialists. Andrea Pirlo’s expertise was successfully stifled by opponents of Juventus, and no other specialist scored more than once, including Lionel Messi, Robin van Persie, Gareth Bale and Cristiano Ronaldo. Ronaldo’s success against Bayern in Munich was among the season’s best set-play goals, along with spectacular strikes with the introduction of the additional assistant referees. During 2013/14, another striking figure is that 17 penalties were not converted. This can legitimately be associated with greater in-depth analysis of opponents, with goalkeeper coaches encouraging their pupils to study penalty takers’ preferences. Adding successes and failures, 47 spot kicks were awarded at an average of one every 2.6 matches. However, 14 of the 32 contestants were not awarded a penalty.

Top scorers 2013/14

<table>
<thead>
<tr>
<th>Name</th>
<th>Team</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cristiano Ronaldo</td>
<td>Madrid</td>
<td>17</td>
</tr>
<tr>
<td>Zlatan Ibrahimović</td>
<td>Paris</td>
<td>10</td>
</tr>
<tr>
<td>Diego Costa</td>
<td>Atlético</td>
<td>8</td>
</tr>
<tr>
<td>Lionel Messi</td>
<td>Barcelona</td>
<td>6</td>
</tr>
<tr>
<td>Sergio Agüero</td>
<td>Manchester</td>
<td>5</td>
</tr>
<tr>
<td>Robert Lewandowski</td>
<td>Dortmund</td>
<td></td>
</tr>
</tbody>
</table>

UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14

GOAL SCORING ANALYSIS

36

37
The best goals

Open play

The challenge was to choose ten goals from the 268 scored in open play during the 125 matches of the 2013/14 UEFA Champions League season. No fewer than seven of these could be assigned to the long-range shooting category. Diego’s right-footed strike at Camp Nou provided a crucial away goal for Club Atlético de Madrid in the quarter-final against FC Barcelona, while the breathtaking shots from Patrice Evra in Munich, Yaya Touré in Plzen, Zlatan Ibrahimović in Brussels and Hulk in Dortmund were also scored by visiting teams. Hulk’s stunning strike even earned applause from the home supporters.

Of the two scored on home territory, Douglas Costa produced a wonderful shot high into the Real Sociedad de Fútbol net from a position wide on the left of the penalty area, while Klaas-Jan Huntelaar belatedly gave the FC Schalke 04 fans something to cheer about by meeting a lofted cross from the left with a simply magnificent long-range volley into the roof of the Real Madrid CF net. The fact that his side was 6-0 down at home at the time took nothing from the brilliance of the Dutch striker’s finish.

Of the three goals that were not struck from outside the box, Diego Costa’s opener during the home match against AC Milan was selected on account of its technical excellence. The Atlético striker met a lofted cross from the right with a left-footed volley executed in a difficult posture. Neymar’s goal against Celtic FC at the Camp Nou was a technically gifted finish but was also selected because of the brilliance of the combination move which set him free in the centre of the Scottish club’s box.

<table>
<thead>
<tr>
<th>Scorer</th>
<th>Match</th>
<th>Score</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Klaas-Jan Huntelaar</td>
<td>Schalke v Madrid</td>
<td>1-6</td>
<td>90+</td>
</tr>
<tr>
<td>Patrice Evra</td>
<td>Bayern v Manchester United</td>
<td>0-1</td>
<td>57</td>
</tr>
<tr>
<td>Zlatan Ibrahimović</td>
<td>Anderlecht v Paris</td>
<td>0-3</td>
<td>36</td>
</tr>
<tr>
<td>Vladimír Weiss</td>
<td>Olympiacos v Paris</td>
<td>1-1</td>
<td>25</td>
</tr>
<tr>
<td>Diego Costa</td>
<td>Atlético v Milan</td>
<td>1-0</td>
<td>3</td>
</tr>
<tr>
<td>Yaya Touré</td>
<td>Plzeň v Manchester City</td>
<td>0-2</td>
<td>13</td>
</tr>
<tr>
<td>Neymar</td>
<td>Barcelona v Celtic</td>
<td>4-0</td>
<td>48</td>
</tr>
<tr>
<td>Douglas Costa</td>
<td>Shakhtar v Real Sociedad</td>
<td>3-0</td>
<td>68</td>
</tr>
<tr>
<td>Hulk</td>
<td>Dortmund v Zenit</td>
<td>0-1</td>
<td>16</td>
</tr>
<tr>
<td>Diego</td>
<td>Barcelona v Atlético</td>
<td>0-1</td>
<td>56</td>
</tr>
</tbody>
</table>
Set plays

Five goals were selected from the 94 which resulted from dead-ball situations during the 2013/14 season. Two of the five were corner kicks, both headed into the net. The header which gave Manchester United FC a momentary advantage over FC Bayern München at Old Trafford was of exceptional technical quality - Nemanja Vidić’s glancing header beat Manuel Neuer being directed into the net from a difficult posture almost facing away from the goal. The other corner, it could be argued, won the title for Real Madrid CF. The delivery from the right by Luka Modrić was superbly directed by Sergio Ramos into the corner of the Club Atlético de Madrid net to force the final into extra time.

The other three were free-kicks struck directly into the net in various manners. Jens Hegeler’s last-minute strike into the top corner of the Real Sociedad de Fútbol net earned his team the three points. Cristiano Ronaldo rounded off his side’s victory in Munich by placing his free-kick firmly under the leaping members of the defensive wall. And Lorenzo Insigne doubled SSC Napoli’s advantage against Borussia Dortmund with a fierce and superbly executed right-footed shot from outside the area which cannoned high into the net off the near post.

**Score**

<table>
<thead>
<tr>
<th>Scorer</th>
<th>Match</th>
<th>Score</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nemanja Vidić</td>
<td>Manchester United v Bayern</td>
<td>1-0</td>
<td>58</td>
</tr>
<tr>
<td>Lorenzo Insigne</td>
<td>Napoli v Dortmund</td>
<td>2-0</td>
<td>67</td>
</tr>
<tr>
<td>Sergio Ramos</td>
<td>Madrid v Atlético</td>
<td>1-1</td>
<td>90+</td>
</tr>
<tr>
<td>Cristiano Ronaldo</td>
<td>Bayern v Madrid</td>
<td>0-4</td>
<td>90+</td>
</tr>
<tr>
<td>Jens Hegeler</td>
<td>Leverkusen v Real Sociedad</td>
<td>2-1</td>
<td>90+</td>
</tr>
</tbody>
</table>
The importance of scoring first

Real Madrid CF’s from-the-brink comeback in the Lisbon final was one of the rare exceptions in a season when the team scoring the first goal became, for yet another year, the odds-on favourite to emerge as the victor. No fewer than 74% of the games which produced goals were won by the team scoring first. This statistic sets a UEFA Champions League record, beating the 72% success rate for sides scoring first in the 2004/05 and 2010/11 seasons. In the 2008/09 campaign only 56.8% of matches were won by the team that broke the deadlock but, since then, the percentage has steadily increased.

The total of 23 draws in 2013/14 represents a downturn in relation to 27 in 2012/13 and 31 in 2011/12. It is a return to the figure recorded in 2010/11. Groups D and F did not produce a draw, while just five of the 29 knockout fixtures ended in stalemate. The season produced six goalless draws – the only one in the knockout rounds being the semi-final first leg between Club Atlético de Madrid and Chelsea FC. It means that, on 17 occasions, the team conceding an opening goal fought back to draw, but just 14 of the 119 games which contained goals finished in victory for the side going 1-0 down.

Three teams (SL Benfica, Manchester City FC and Atlético Madrid) came back more than once, though the latter suffered the reverse process in the Lisbon final. The debating point is why the success rate is so low when it comes to fighting back. In the return leg of their quarter-final, for example, FC Barcelona went 1-0 down to Atlético after only five minutes and failed to find a reply in the remaining 85. On just seven occasions 1-0 went up on the scoreboard in the last quarter-hour, when there was little time to mount a comeback. In almost one-third of the games which featured goals, the first hit the net in the opening 15 minutes and, in 56% of the total, the deadlock was broken during the opening half-hour. The question is therefore why, with so much time to react, so few sides manage to.

In search of explanations, Sir Alex Ferguson points to the steady trend towards possession play and an increasingly accurate passing game. “Teams now have the ability to keep the ball for long periods, which makes it more difficult for teams who are chasing goals,” he said. Manuel Pellegrini regards the statistic as “something very logical. When you start a game, you’re playing against your opponent. When you are losing a game, you are playing against the opposition, the clock and the scoreboard.” Arsène Wenger adds: “If you are losing, you are obliged to take the initiative and therefore have an even greater chance of losing.” Is it logical that the first goal should have such great importance?

Result of the team scoring first

<table>
<thead>
<tr>
<th>WINNS</th>
<th>DRAWS</th>
<th>DEFEATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>88</td>
<td>17</td>
<td>14</td>
</tr>
</tbody>
</table>

74% of games that produced a goal were won by the team scoring first – a UEFA Champions League record

Comeback kings

<table>
<thead>
<tr>
<th>Teams in bold recovered from going a goal down to win</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benfica</td>
</tr>
<tr>
<td>CSKA</td>
</tr>
<tr>
<td>CSKA</td>
</tr>
<tr>
<td>Plzeň</td>
</tr>
<tr>
<td>Chelsea</td>
</tr>
<tr>
<td>Napoli</td>
</tr>
<tr>
<td>Porto</td>
</tr>
<tr>
<td>Austria Wien</td>
</tr>
<tr>
<td>Bayern</td>
</tr>
<tr>
<td>Paris</td>
</tr>
<tr>
<td>Bayern</td>
</tr>
<tr>
<td>Chelsea</td>
</tr>
<tr>
<td>Real Madrid</td>
</tr>
</tbody>
</table>

Benfica came from behind to maintain some of their ten points
### Attempts on goal

The average UEFA Champions League match during the 2013/14 season offered spectators 25.02 goal attempts and, on average, they saw one goal per 8.48 attempts to score. However, the averages concealed radical differences in the efficiency of finishing. FC Porto’s success rate was one goal for every 8.64 attempts to score. In terms of the average number of goal attempts generated per match, four of the clubs in the bottom ten nonetheless reached the knockout stage of the competition, and Arsenal FC occupied bottom place in the table for the second successive season. On the other hand, three of the top ten failed to pass the cut with uit’s healthy quantities of goal attempts with Real Sociedad de Fútbol scoring only once from their 80 shots at goal.

Real Madrid converted one in five of their chances. Silver-medallists Atlético Madrid’s conversion rate was 1 in 6.69—though they did generate more attempts than any other team, and 64% of their finishing was accurately placed between the posts. Barça were marginally better, with two out of three attempts obliging the goalkeeper to react. Overall, 59.1% of the season’s goal attempts were on target. Among the 32 contestants, Porto were alone in delivering more off-target than accurate finishes (57 to 51). In terms of the average number of goal attempts from their 80 strikes at goal.

### Crossing

For the second successive season, a Portuguese club topped the chart in terms of the average number of crosses per game. In both cases, the club was eliminated at the group stage. The most salient feature, however, is that whereas SL Benfica topped the 2012/13 table with 20.85 crosses per match, no fewer than seven teams exceeded that figure during the 2013/14 season. Success rates, calculated on the basis of the cross reaching a team-mate, were headed by Manchester City FC’s 59%, which gave them a narrow advantage over the two Portuguese contestants, but there was a general upward trend in success. In 2012/13, ten of the 12 participants registered averages below 20%, with CFR 1907 Cluj finding team-mates with only two of every 25 crosses. As the table reveals, only two clubs – SSC Napoli and FC Basel 1895 – fell below the one-in-five ratio during the 2013/14 season.

In some cases, the figures could arguably suggest adjustments to playing styles. José Mourinho’s Chelsea FC delivered substantially fewer crosses per game (13.06) in comparison with the previous season (18.67) while FC Barcelona, under Gerardo Martino, practically doubled their delivery of crosses (from 11 per match to 21). FC Bayern München, with Pep Guardiola taking the baton from Jupp Heynckes, also registered a substantial increase (from 16.77 to 28.83).
The trend for foreign strikers, long-range shooting and an increase in goals from corners are up for debate

The language of goals

There is strong evidence to suggest that world and European titles in national team football exercise an influence on the world’s prime club competition. On the back of a unique hat-trick for La Roja, Spanish players were the most numerous contingent, with 86 in the 2013/14 UEFA Champions League. They ended a period of domination by the French, triggered by their titles in 1998 and 2000, who this season supplied only 45. Brazilians, who peaked at 96 in the 2007/08 season, accounted for 54, with Argentina supplying exactly half that number.

The question is not so much about numbers, however, as the roles they play. “If you look at the top strikers, most of them are South American. In Europe we’re not producing many real strikers.” The words were spoken by Arsène Wenger at the UEFA Elite Club Coaches Forum at the beginning of the season. He could be contradicted by Club Atlético de Madrid who, in the final, fielded Adrián López, David Villa and, briefly, Brazilian-born Diego Costa who now travels with a Spanish passport. But it could be pointed out that Adrián (554 minutes) and Villa (454) played less than half of Atlético’s campaign. At the other end of the pitch in Lisbon, Álvaro Morata made a brief appearance for Real Madrid CF to bring his total for the season to 173 minutes. Team sheets speak volumes. Attacking duties at the top eight clubs relied heavily on imported talent.

Digging deeper into the last 16 reveals more of the same: Edin Džeko, Sergio Agüero, Álvaro Negredo and Jesús Navas at Manchester City FC; Hulk, José Rondón and Danny at FC Zenit; Ádám Szalai and Klaas-Jan Huntelaar at FC Schalke 04; Michael Olaitan and Nelson Valdez at Olympiacos FC; Olivier Giroud at Arsenal FC, where Theo Walcott played only 93 minutes …

There are also shades of meaning. Although they are undoubtedly attacking players, is it legitimate to describe Wayne Rooney, Pedro Rodríguez or the Bayern wingers as strikers? Is it realistic to class any of the Barça front men as ‘striker’? A scrutiny of squad lists reveals a high number of middle-to-front players who could just as easily be labelled midfielders as forwards – and very few attackers who operate as genuine target men.

The undisputable fact is that, in the attacking departments of the top clubs, native players generally had marginal roles and minimal presence. Among the German clubs, Bayer 04 Leverkusen were alone in fielding a home-grown striker (Stefan Kiessling) whereas, at other clubs, German players tended to be fielded in supporting middle-to-front roles. Among the English clubs, Danny Welbeck is the only genuine candidate for a ‘striker’ label.

This tendency has come to the fore at a time when the trend towards a 4-2-3-1 team structure is becoming a regular feature at UEFA’s age-limit tournaments, meaning that the lone striker has become a common sight. The debating point raised in last season’s report therefore has continued relevance in terms of the UEFA Champions League star performers of the future. Is European football developing a sufficient number of strikers to guarantee a supply of ‘predators’? Or is the modern-day coach being pushed towards a striker-less formation simply because there is a shortage of strikers?

Striker nationalities at quarter-final clubs

Real Madrid
Karim Benzema (FRA), Cristiano Ronaldo (POR), Gareth Bale (WAL), Álvaro Morata (ESP)

Atlético Madrid
Diego Costa (ESP), David Villa (ESP), Adrián López (ESP)

Bayern
Mario Mandzukic (CRO), Arjen Robben (NED), Franck Ribéry (FRA), Xherdan Shaqiri (SUI)

Chelsea
Fernando Torres (ESP), Samuel Eto’o (CMR), Demba Ba (SEN)

Dortmund
Robert Lewandowski (POL), Pierre-Emerick Aubameyang (GAB)

Paris
Zlatan Ibrahimović (SWE), Ezequiel Lavezzi (ARG), Edinson Cavani (URU)

Manchester United
Robin van Persie (NED), Javier Hernández (MEX), Danny Welbeck (ENG), Wayne Rooney (ENG)

Barcelona
Lionel Messi (ARG), Neymar (BRA), Alexis Sánchez (CHI), Pedro Rodríguez (ESP)

Players from South America, such as Manchester City’s Sergio Agüero, are increasingly preferred to home-grown talent at the top clubs.
Is shooting a crime?

For the second successive season, Xierge Klappi’s Borussia Dortmund covered more ground than any other UEFA Champions League participant, peaking at a team total of 126,34in in the 3-0 victory over Olympique de Marseille in the German club’s first home fixture of the season. This was also the match in which Dortmund had their highest number of long passes and, by far, the lowest number of short passes. During the quarter-final against Real Madrid CF, for example, the team played three times as many short passes.

The most efficient converters of corners into goals were Paris, with six successes from 38 attempts at goal, 47% of Atlético’s. Paris were alone in having finishing was from long range compared with the striking example being Zenit who, with Hulk scoring a Crime.

The next question is whether a success rate of four in-the-box attempts for every effort from outside. The second key episode in Real Madrid’s route to the title: the crucial opening goal against Celtic at the 13th minute of the 2013/14 UEFA Champions League. The key players from Bayern and Dortmund form the nucleus of the top ‘runners’ in the competition, with the two teams winning a list otherwise dominated by de Marseille in the German club’s first home fixture of the season. This was also the match in which Dortmund had their highest number of long passes and, by far, the lowest number of short passes. During the quarter-final against Real Madrid CF, for example, the team played three times as many short passes.

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José Mourinho was back in Spain days after

José Mourinho was back in Spain days after a six-year absence

José Mourinho was back in Spain days after a six-year absence

Distance covered

<table>
<thead>
<tr>
<th>Player Club</th>
<th>Average*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henrikh Mkhitaryan</td>
<td>Dortmund 136.51</td>
</tr>
<tr>
<td>Thomas Müller</td>
<td>Bayern 136.25</td>
</tr>
<tr>
<td>Koke</td>
<td>Atlético 136.05</td>
</tr>
<tr>
<td>Kevin Grosskreutz</td>
<td>Dortmund 133.26</td>
</tr>
<tr>
<td>Xabi Alonso</td>
<td>Madrid 133.19</td>
</tr>
<tr>
<td>Franck Ribéry</td>
<td>Bayern 130.77</td>
</tr>
<tr>
<td>Xavi Hernández</td>
<td>Barcelona 130.34</td>
</tr>
<tr>
<td>Andrea Pirlo</td>
<td>Juventus 129.05</td>
</tr>
<tr>
<td>Ramires</td>
<td>Chelsea 128.71</td>
</tr>
<tr>
<td>Marco Reus</td>
<td>Dortmund 128.51</td>
</tr>
<tr>
<td>Paul Pogba</td>
<td>Juventus 127.93</td>
</tr>
<tr>
<td>David Alaba</td>
<td>Bayern 127.42</td>
</tr>
<tr>
<td>Raúl García</td>
<td>Madrid 125.99</td>
</tr>
<tr>
<td>Arjen Robben</td>
<td>Bayern 126.3</td>
</tr>
<tr>
<td>Toni Kroos</td>
<td>Real Madrid 125.43</td>
</tr>
<tr>
<td>Robert Lewandowski</td>
<td>Dortmund 121.94</td>
</tr>
<tr>
<td>Łukasz Piszczek</td>
<td>Dortmund 121.94</td>
</tr>
<tr>
<td>Cristiano Ronaldo</td>
<td>Madrid 121.17</td>
</tr>
<tr>
<td>Diego Costa</td>
<td>Atlético 110.37</td>
</tr>
<tr>
<td>Zlatan Ibrahimović</td>
<td>Paris 95.88</td>
</tr>
<tr>
<td>Lionel Messi</td>
<td>Barcelona 89.17</td>
</tr>
</tbody>
</table>

Cristiano Ronaldo plays 20 minutes or more with ten players – a factor which evidently distorted the team total.

The table includes matches when teams played 10 minutes or more with ten players – a factor which evidently distorted the team total.

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Approaching the goal

How efficiently does a team translate approach work into scoring chances? Statistically, the number of deliveries or solo runs into the opposition’s penalty area could be presented as evidence—and here, FC Bayern München more than doubled the average for the 2013/14 season of 14.1 incursions into the box per game. However, the average over the campaign provides only minimal orientation bearing in mind that most of the participants showed disappointing inconsistencies during the course of the season—none more so than FC Viktoria Plzeň, who played their way into the penalty area 38 times during the 2-1 home win against PFC CSKA Moskva but failed to progress that far into enemy territory at all when taking on Bayern in Munich. Pep Guardiola’s side registered the highest maximum (50 in that match against Plzeň) and the highest minimum (18 at home to Manchester City FC). The other beaten semi-finalist, Chelsea FC, twice failed to record double figures during the group stage and reached the Club Atlético de Madrid area only four times during the fixture in Madrid. Atlético registered their minimum at Camp Nou during the first leg of the quarter-final, while city rivals Real entered the Bonnus Dortmund box only five times in their away leg and penetrated the Bayern penalty area only 15 times during the two legs of the semi-final. Olympique de Marseille recorded a single entry in Dortmund, while FK Austria Wien could claim maximum efficiency by drawing 1-1 in Porto, where they also entered the penalty area only once.

### Deliveries or solo runs into the opponents’ box

<table>
<thead>
<tr>
<th>Team</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manchester City</td>
<td>21</td>
<td>0</td>
<td>11.3</td>
</tr>
<tr>
<td>Porto</td>
<td>22</td>
<td>0</td>
<td>11.2</td>
</tr>
<tr>
<td>Celtic</td>
<td>19</td>
<td>0</td>
<td>9.5</td>
</tr>
<tr>
<td>Schalke</td>
<td>17</td>
<td>0</td>
<td>8.5</td>
</tr>
<tr>
<td>Manchester United</td>
<td>16</td>
<td>0</td>
<td>8.5</td>
</tr>
<tr>
<td>Basel</td>
<td>14</td>
<td>0</td>
<td>7.0</td>
</tr>
<tr>
<td>Zenit</td>
<td>13</td>
<td>0</td>
<td>6.5</td>
</tr>
<tr>
<td>CSKA Moskva</td>
<td>12</td>
<td>0</td>
<td>6.0</td>
</tr>
<tr>
<td>Olympiacos</td>
<td>12</td>
<td>0</td>
<td>6.0</td>
</tr>
<tr>
<td>Zenit</td>
<td>11</td>
<td>0</td>
<td>5.5</td>
</tr>
<tr>
<td>Inter</td>
<td>11</td>
<td>0</td>
<td>5.5</td>
</tr>
<tr>
<td>CSKA Moskva</td>
<td>10</td>
<td>0</td>
<td>5.0</td>
</tr>
<tr>
<td>CSKA Moskva</td>
<td>9</td>
<td>0</td>
<td>4.5</td>
</tr>
<tr>
<td>Milan</td>
<td>8</td>
<td>0</td>
<td>4.0</td>
</tr>
<tr>
<td>Anderlecht</td>
<td>8</td>
<td>0</td>
<td>4.0</td>
</tr>
<tr>
<td>Monterrey</td>
<td>8</td>
<td>0</td>
<td>4.0</td>
</tr>
<tr>
<td>Zenit</td>
<td>7</td>
<td>0</td>
<td>3.5</td>
</tr>
<tr>
<td>Zenit</td>
<td>7</td>
<td>0</td>
<td>3.5</td>
</tr>
<tr>
<td>Zenit</td>
<td>7</td>
<td>0</td>
<td>3.5</td>
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<tr>
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<td>7</td>
<td>0</td>
<td>3.5</td>
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<td>3.5</td>
</tr>
<tr>
<td>Zenit</td>
<td>7</td>
<td>0</td>
<td>3.5</td>
</tr>
</tbody>
</table>
In individual terms, Italian players who used to occupy pole position season after season in the offside lists, have now left the stage. And gone are the days when, for example, the technical report could remark that AS Roma striker Emmanuel Adebayor had been flagged 26 times in a single season. In 2013/14, the assistant referees’ best friend was another Arsenal striker, Olivier Giroud, yet he was flagged only 34 times during his 630 minutes on the field of play. Olympiacos forward Kostas Mitroglou was caught offside 11 times in 450 minutes – the same number, but not the same frequency, as Cristiano Ronaldo, whose 11 offsides were spread over 915 minutes. Anderlecht striker Aleksandar Mitrović was flagged nine times during his side’s six group games.

The debating points raised by the sharp downturn in offside decisions focus on whether this is due to players’ increased awareness – and discipline – in positional terms, coupled with questions about whether the flagging of offside

### Yellow and red cards

Games in the 2008/09 season were halted 724 times when an assistant referee raised his flag. Since then, the total has been steadily diminishing, and the 2013/14 campaign produced another downturn – and a steep one of 18% in the number of offside decisions. The total of 679 in 2012/13 fell to 547, with the average per game tumbling from 5.34 to 4.38. It means there was one offside awarded every 6.57 fouls, considered a diminishing, and the 2013/14 campaign produced another downturn – and a steep one of 18% in the number of offside decisions. The total of 679 in 2012/13 fell to 547, with the average per game tumbling from 5.34 to 4.38. It means there was one offside awarded every 6.57 fouls, considered a

### Free-kicks

During the 2013/14 season, the average UEFA Champions League fixture was punctuated by a few decimal points below 28 free-kicks (27.58 to be precise). The overall total increased slightly season on season from 3,413 to 3,448 – in other words, by just 1%. The technical report on the 2010/11 season remarked that, for the first time, none of the 32 teams had exceeded 20 free kicks per game and that the average number of fouls had dropped below 30. This trend was continued, with all 32 teams comfortably below the 20 mark. It was noticeable that 10 of the 16 teams in the top half of the ‘fouls committed’ table were eliminated during the group stage. Once again, the trend towards defending from the front meant that forwards, middle-to-front players and screening midfielders were often the most penalised, including, to cite random examples among the leaders, Eden Hazard, Mario Balotelli, Neymar, Ezequiel Lavezzi, Mohamed Salah and Franck Ribéry, alongside midfielders such as Axel Witsel, Marco Verratti, Fernandinho, Gabi, Ramires and Raúl García.

### Offside is flagging

The graphic (right) gives average figures, club by club, for being caught offside and for catching opponents offside. dismissals registered a significant upturn of 35% – the highest total since the 2009/10 season. Direct red cards accounted for more early showers than yellow-red dismissals, with goalkeepers responsible for three of the 15 direct sendings-off.

### Cards: season by season

<table>
<thead>
<tr>
<th>Season</th>
<th>Yellow cards</th>
<th>Yellow/red cards</th>
<th>Red cards</th>
<th>Matches played</th>
<th>Average yellow cards (per match)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994/95</td>
<td>192</td>
<td>6</td>
<td>61</td>
<td>3.15</td>
<td></td>
</tr>
<tr>
<td>1995/96</td>
<td>198</td>
<td>3</td>
<td>61</td>
<td>3.17</td>
<td></td>
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<tr>
<td>1996/97</td>
<td>205</td>
<td>13</td>
<td>5</td>
<td>3.55</td>
<td></td>
</tr>
<tr>
<td>1998/99</td>
<td>283</td>
<td>13</td>
<td>85</td>
<td>3.55</td>
<td></td>
</tr>
<tr>
<td>2000/01</td>
<td>302</td>
<td>11</td>
<td>85</td>
<td>3.32</td>
<td></td>
</tr>
<tr>
<td>2002/03</td>
<td>530</td>
<td>11</td>
<td>117</td>
<td>3.54</td>
<td></td>
</tr>
<tr>
<td>2004/05</td>
<td>415</td>
<td>20</td>
<td>117</td>
<td>3.38</td>
<td></td>
</tr>
<tr>
<td>2005/06</td>
<td>436</td>
<td>26</td>
<td>117</td>
<td>3.53</td>
<td></td>
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<tr>
<td>2007/08</td>
<td>445</td>
<td>11</td>
<td>117</td>
<td>3.54</td>
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</tr>
<tr>
<td>2009/10</td>
<td>472</td>
<td>14</td>
<td>117</td>
<td>3.54</td>
<td></td>
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<tr>
<td>2010/11</td>
<td>453</td>
<td>13</td>
<td>117</td>
<td>3.62</td>
<td></td>
</tr>
<tr>
<td>2011/12</td>
<td>549</td>
<td>15</td>
<td>125</td>
<td>4.39</td>
<td></td>
</tr>
<tr>
<td>2013/14</td>
<td>525</td>
<td>12</td>
<td>125</td>
<td>4.2</td>
<td></td>
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<tr>
<td>Totals</td>
<td>8,577</td>
<td>224</td>
<td>215</td>
<td>3,256</td>
<td>3.64</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clubs / fouls per game</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benfica</td>
</tr>
<tr>
<td>Porto</td>
</tr>
<tr>
<td>Anderlecht</td>
</tr>
<tr>
<td>Atletico</td>
</tr>
<tr>
<td>Austria Wien</td>
</tr>
<tr>
<td>Blackburn</td>
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<tr>
<td>København</td>
</tr>
<tr>
<td>Celtic</td>
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<tr>
<td>Dortmund</td>
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<td>Chelsea</td>
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<tr>
<td>Basel</td>
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<tr>
<td>Plzeň</td>
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<tr>
<td>Galatasıy</td>
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### Season

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<td>215</td>
<td>3,256</td>
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Selecting a squad of 18 players who had made an impact on the 2013/14 UEFA Champions League was among the challenges facing a team of coaches led by Sir Alex Ferguson when they met in Lisbon on the morning after the final. In recent seasons, there had been up to 23 players in the squad. But this season, the decision was to instate the UEFA Champions League coaches and to impose a limit of 18 names on the team sheet.

The selection features 11 players from the two finalists, with Club Atlético de Madrid, in the final for the first time, supplying one player in each line. A notable departure from recent traditions is that Lionel Messi was not selected. Seven players from the previous season’s squad were named once again: Manuel Neuer, Philipp Lahm, Sergio Ramos, Andrés Iniesta (the only FC Barcelona player on the list for the 2013/14 season), Arjen Robben, Zlatan Ibrahimović and Cristiano Ronaldo. The defensive line comprises three central defenders and two full-backs, although Lahm permuted his place in the back four with a holding role in midfield. Four of the six midfielders operated in central roles, with Ángel Di María and Iniesta playing wide on the left. The five attackers include two central strikers and three who started in wide positions.

Goalkeepers

Thibaut Courtois
Manuel Neuer
Sergio Ramos

Defenders

Daniel Carvajal
Diego Godín
Philipp Lahm
Pepe

Midfielders

Ángel Di María
Gabí
Andrés Iniesta
Toni Kroos
Marco Reus
Arjen Robben

Attackers

Diego Costa
Zlatan Ibrahimović
Luka Modrić
Xabi Alonso
Cristiano Ronaldo

Goals conceded by Madrid in the semi-final against Bayern, who had previously scored in 15 successive UEFA Champions League games

0

Attempts on target by Cristiano Ronaldo, 17 more than second-placed Arjen Robben

47
Results

GROUP STAGE

GROUP A
- FC Shakhtar Donetsk 6 2 2 2 7 6 8
- Real Sociedad 6 1 1 4 2 10 1
- Manchester United 6 0 0 6 0 12
- Steaua București 6 0 3 3 2 10 3

GROUP B
- Borussia Dortmund 6 4 0 2 11 6 12
- Arsenal FC 6 4 0 2 8 5 12
- FC Porto 6 1 2 3 4 7 5
- Olympique de Marseille 6 0 4 2 10 9 0

GROUP C
- AC Milan 6 2 3 1 8 5 9
- Club Atlético de Madrid 6 2 3 1 8 5 9
- PFC CSKA Moskva 6 1 0 5 3 14 0
- PFC CSKA Moskva 6 1 0 5 3 14 0

GROUP D
- FC Barcelona 6 4 1 1 6 5 13
- AC Milan 6 2 2 2 5 8 9
- Celtic FC 6 1 0 5 3 14 0

ROUND OF 16

Manchester United FC 6 0 3 3 2 10 3
Manchester United FC 6 0 3 3 2 10 3
Manchester United FC 6 0 3 3 2 10 3
Manchester United FC 6 0 3 3 2 10 3

GROUP STAGE

GROUP A
- Real Madrid CF 6 5 1 0 16 5 13
- FC Bayern München 6 5 0 1 18 10 15
- Manchester City FC 6 5 0 1 18 10 15
- Manchester City FC 6 5 0 1 18 10 15

GROUP B
- Real Madrid CF 6 5 1 0 16 5 13
- FC Bayern München 6 5 0 1 18 10 15
- Manchester City FC 6 5 0 1 18 10 15
- Manchester City FC 6 5 0 1 18 10 15

GROUP C
- AC Milan 6 2 2 2 5 8 9
- Celtic FC 6 1 0 5 3 14 0
- Manchester United FC 6 0 3 3 2 10 3
- Manchester United FC 6 0 3 3 2 10 3

GROUP D
- FC Barcelona 6 4 1 1 6 5 13
- AC Milan 6 2 2 2 5 8 9
- Celtic FC 6 1 0 5 3 14 0
- Manchester United FC 6 0 3 3 2 10 3

QUARTER-FINALS

Manchester United FC 2-4 FC Bayern München
Manchester United FC 2-4 FC Bayern München
Manchester United FC 2-4 FC Bayern München
Manchester United FC 2-4 FC Bayern München

Semi-Finals

Real Madrid CF 2-3 Borussia Dortmund
Real Madrid CF 2-3 Borussia Dortmund
Real Madrid CF 2-3 Borussia Dortmund
Real Madrid CF 2-3 Borussia Dortmund

Final

Club Atlético de Madrid 3-1 Chelsea FC
The last 16

At the UEFA Elite Club Coaches Forum in Nyon prior to the start of the 2013/14 season, Arsène Wenger commented: “Winning your group is important, as you get to play the second leg at home. Whether or not that is a real advantage is unknown. But you feel you have done the job well if you finish at the top of the group.” Sir Alex Ferguson added: “Some years ago, a change in counterattacking methods in terms of quick combinations and collective counters has given teams a better chance of scoring away from home.”

Wenger commented: “Winning your group is important, as you get to play the second leg at home. Whether or not that is a real advantage is unknown. But you feel you have done the job well if you finish at the top of the group.”

The last 16 teams kicked off the knockout stage of the competition in February. The first legs produced six away wins which all but settled the ties, with the group runners-up through to the semi-finals. The seven closest results were decided by away goals, with Malmo FK eliminated by AEK Athens to edge past Olympiacos FC by scoring six goals and conceding 20. Only two English clubs required extra-time to win – the home teams – scoring six goals but settled the ties, with the group runners-up through to the semi-finals. The seven closest results were decided by away goals, with Malmo FK eliminated by AEK Athens to edge past Olympiacos FC by scoring six goals and conceding 20. Only two English clubs required extra-time to win – the home teams – scoring six goals but settled the ties, with the group runners-up through to the semi-finals. The seven closest results were decided by away goals, with Malmo FK eliminated by AEK Athens to edge past Olympiacos FC by scoring six goals and conceding 20. Only two English clubs required extra-time to win – the home teams – scoring six goals but settled the ties, with the group runners-up through to the semi-finals. The seven closest results were decided by away goals, with Malmo FK eliminated by AEK Athens to edge past Olympiacos FC by scoring six goals and conceding 20. Only two English clubs required extra-time to win – the home teams – scoring six goals but settled the ties, with the group runners-up through to the semi-finals. The seven closest results were decided by away goals, with Malmo FK eliminated by AEK Athens to edge past Olympiacos FC by scoring six goals and conceding 20. Only two English clubs required extra-time to win – the home teams – scoring six goals but settled the ties, with the group runners-up through to the semi-finals. The seven closest results were decided by away goals, with Malmo FK eliminated by AEK Athens to edge past Olympiacos FC by scoring six goals and conceding 20. Only two English clubs required extra-time to win – the home teams – scoring six goals. Whether or not that is a real advantage is unknown. But you feel you have done the job well if you finish at the top of the group.”

...
KEY FEATURES

• 4-4-2 with twin screening midfielders
• High-energy football based on fast, vertical combination moves
• Exceptional commitment, speed, work ethic; high levels of technique

TEAM SHAPE

TEAM Professor

COACH

Diego Simeone
Buenos Aires (ARG)
Nationality: Argentine
Matches in UEFA Champions League: 13
Head coach from: 22/07/2013

TEAM SHAPE

TEAM Professor

COACH

Gerardo Martino
Buenos Aires (ARG)
Nationality: Argentine
Matches in UEFA Champions League: 10
Head coach from: 23/07/2015

NUMBER OF PLAYERS USED

Spain

Argentina

TEAM PROFILES

TEAM PROFILES
**TEAM PROFILES**

**UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14**

**BORUSSIA DORTMUND**

**COACH**

Jürgen Klopp

*Born: 16/04/1967, Stuttgart (GBR)*

**Nationality:** German

**Matches in UEFA Champions League:** 29

**Goal record:** 03/07/2008

---

**KEY FEATURES**

- Good mix of elaborate build-up and direct supply to front; aggressive running, off-the-ball movement
- Development with wingers cutting to attack goal
- Intense pressure on ball carrier in midfield and attacking third
- Defensive free-kicks by Reus, Mittelstaedt, aerial strength is in box;
- High levels of individual technique; 1v1 skills, athletic qualities
- Strong team spirit, work ethic, mental resilience

---

**STATISTICS**

**PLAYERS USED**

23

**GOALS SCORED**

18

**GOAL ATTEMPTS**

36

**TIME SCORED**

1

---

**SUBSTITUTIONS**

23/24

---

**POSSESSION**

49%

**PASSES ATTEMPTED**

156

**PASSING ACCURACY**

71%

---

**TEAM SHAPE**

**TEAM SHAPE COVERED**

121,916 metres

---

**AVERAGES**

**GOALS SCORED**

18

**PLAYERS USED**

23

**AVG**

---

**COACH**

Roberto Mancini

*Born: 27/12/1944, Ancona (ITA)*

**Nationality:** Italian

**Matches in UEFA Champions League:** 60

**Goal record:** 30/09/2015

---

**KEY FEATURES**

- 4-4-2 with occasional use of 4-2-3-1, 5-4-1 when chasing result
- DNA: Immobile at front; Sneijder cutting in from midfield
- Frequent use of direct supply as from midfield
- Excellent team spirit, resilience and mental resilience

---

**STATISTICS**

**PLAYERS USED**

23

**GOALS SCORED**

9

**GOAL ATTEMPTS**

565

**TIME SCORED**

1

---

**SUBSTITUTIONS**

25/24

---

**POSSESSION**

52%

**PASSES ATTEMPTED**

154

**PASSING ACCURACY**

74%

---

**TEAM SHAPE**

**TEAM SHAPE COVERED**

110,504 metres

---

**AVERAGES**

**GOALS SCORED**

9

**PLAYERS USED**

23

**AVG**

---
BAYER 04 LEVERKUSEN

Germany

KEY FEATURES

- **Goalkeepers**
  - Bernd Leno
  - Lars Bender
  - Stefan Kiessling
  - Ömer Toprak
  - Levin Öztunali

- **Defenders**
  - Philipp Wollscheid
  - Robert Huth
  - Marvin Bakalorz
  - Florentino Luiz
  - Gianluca Busi
  - Julian Brandt

- **Midfielders**
  - Koseba Stafylidis
  - Philipp Wollscheid
  - Yaya Touré
  - Pablo Zabaleta
  - Lorenzo Tonelli
  - Gary O'Malley

- **Forwards**
  - Sidney Sam
  - Maxi Richards
  - Julian Brandt
  - Amidou Diao
  - Sébastien Haller
  - Sidney Sam

TEAM SHAPE

**AVERAGES**

- **GOALATTEMPTS**
  - 10

- **PASSES**
  - Min. 105,764 v PSG (a)
  - Max. 122,060 v R. Sociedad (a)

- **TEAM DISTANCE COVERED**
  - Min. 39% v PSG (a)
  - Max. 57% v CSKA (h)

- **PASSING ACCURACY**
  - Min. 414 v Man Utd (a)
  - Max. 594 v Shakhtar (h)

- **PASSING ATTEMPTED**
  - Min. 561 v CSKA (h)
  - Max. 743 v CSKA (h)

- **TIME SCORED**
  - 15:00-16:00

- **TEAM PROFILES**

TEAM SHAPES

BAYER 04 LEVERKUSEN

England

KEY FEATURES

- **Goalkeepers**
  - Joe Hart
  - Edin Džeko
  - Sergio Aguero

- **Defenders**
  - Julian Borner
  - Aleksandar Kolarov
  - Jack Rodwell
  - Stevan Jovetić
  - Javi García

- **Midfielders**
  - Yaya Touré
  - James Milner
  - Javi García
  - Micah Richards
  - Emir Husein

- **Forwards**
  - Sergio Agüero
  - Edin Džeko
  - Javi García
  - Javi García
  - Stevan Jovetić

TEAM SHAPE

**AVERAGES**

- **GOALATTEMPTS**
  - 19

- **PASSES**
  - Min. 111,335 metres*
  - Max. 122,060 v R. Sociedad (a)

- **TEAM DISTANCE COVERED**
  - Min. 38% v Barcelona (h)
  - Max. 57% v CSKA (h)

- **PASSING ACCURACY**
  - Min. 41% v Man Utd (a)
  - Max. 59% v Shakhtar (h)

- **PASSING ATTEMPTED**
  - Min. 561 v CSKA (h)
  - Max. 743 v CSKA (h)

- **TIME SCORED**
  - 15:00-16:00

- **TEAM PROFILES**

TEAM SHAPES

MANCHESTER CITY FC

UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14

COACH

Sami Hyypiä

NATIONALITY: Finnish

MATCHES IN UEFA CHAMPIONS LEAGUE: 11

JOINT HEAD COACH FROM 15/05/2012

Soccer From 24/06/2013

COACH

MANUEL PELLEGRINI

NATIONALITY: Chilean

MATCHES IN UEFA CHAMPIONS LEAGUE: 4

HEAD COACH FROM 14/05/2013

COACH

MANUEL PELLEGRINI

NATIONALITY: Chilean

MATCHES IN UEFA CHAMPIONS LEAGUE: 4

HEAD COACH FROM 14/05/2013

COACH

MANUEL PELLEGRINI

NATIONALITY: Chilean

MATCHES IN UEFA CHAMPIONS LEAGUE: 4

HEAD COACH FROM 14/05/2013

STATISTICS

PLAYERS USED

GOALS SCORED

GOAL ATTEMPTS

TIME SCORED

SUBSTITUTIONS

TEAM PROFILES

UNITED KINGDOM

UNITED KINGDOM
**MANCHESTER UNITED FC**

**Stats**

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<td>- Disciplined defending with tight marking behind the ball.</td>
</tr>
<tr>
<td><strong>ATTACKS</strong></td>
<td>- Patiently build from midfield and attack.</td>
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**Goalscorers**

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<td>90</td>
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<td>Antonio Valencia</td>
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<td>Darren Fletcher</td>
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<td>Shinji Kagawa</td>
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<td>Anders Lindegaard</td>
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**Substitutions**

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<th>Minutes</th>
<th>Result</th>
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<tr>
<td>27</td>
<td>Adel Taarabt</td>
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<td>32</td>
<td>Christian Abbiati</td>
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<tr>
<td>45</td>
<td>Kévin Constant</td>
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<td>55</td>
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<td>56</td>
<td>Robinho</td>
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<tr>
<td>60</td>
<td>Christian M'Pí</td>
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**Team Profile**

- **Team Shape**: 4-4-2 or 4-2-3-1 with Carrick the anchor in midfield.
- **Attacking Options**: Variety of attacking options (Robinho, Balotelli, Rooney, Welbeck...)
- **Passing Accuracy**: 73%.
- **Goal Attempts**: 556.
- **Goal Scoring**: 103 (65 on target) & 10.3 (6.3) per game.

**Coaches**

- **Dave Moyes**: First team coach.
- **Clarence Seedorf**: Assistant coach.

**Club Info**

- **Founded**: 12 August 1902.
- **Stadium**: Old Trafford.
- **Capacity**: 75,285.

**Attendance**

- **Average Attendance**: 75,285.

**Stats**

- **Total Team Distance Covered**: Min. 36% (Barcelona) - Max. 62% (Ajax).
- **Possession**: Min. 49% (Barcelona) - Max. 54% (Ajax).
- **Goal Attempts**: Min. 103 (Barcelona) - Max. 107 (Ajax).

**Finals**

- **Champions League Final**: 2013/14.
- **Scottish Cup**: 2014.

---

**AC MILAN**

**Stats**

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<td>Christiano Ronaldo</td>
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<td>Alessandro Matri</td>
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<td>Giampaolo Pazzini</td>
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<tr>
<td>Andrea Poli</td>
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<tr>
<td>Andriy Shevchenko</td>
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**Substitutions**

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<td></td>
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<tr>
<td>55</td>
<td>Kevin Piątek</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Robinho</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Christian M'Pí</td>
<td>45</td>
<td></td>
</tr>
</tbody>
</table>

**Team Profile**

- **Team Shape**: 4-4-2 or 4-2-3-1 with Carrick the anchor in midfield.
- **Attacking Options**: Variety of attacking options (Robinho, Balotelli, Ronaldinho...)
- **Passing Accuracy**: 74%.
- **Goal Attempts**: 508.
- **Goal Scoring**: 107 (65 on target) & 10.7 (6.5) per game.

**Coaches**

- **Massimiliano Allegri**: Head coach.
- **Clarence Seedorf**: Assistant coach.

**Club Info**

- **Founded**: 1899.
- **Stadium**: San Siro.
- **Capacity**: 80,000.

**Stats**

- **Total Team Distance Covered**: Min. 36% (Barcelona) - Max. 62% (Ajax).
- **Possession**: Min. 49% (Barcelona) - Max. 54% (Ajax).
- **Goal Attempts**: Min. 103 (Barcelona) - Max. 107 (Ajax).

**Finals**

- **Champions League Final**: 2013/14.
- **Scottish Cup**: 2014.

---

**UEFA Champions League Season Review 2013/14**
OLYMPIACOS FC

KEY FEATURES
- 4-2-3-1 transforming into 4-4-3 attacking formation
- Compact, deep defensive block; pressing mainly in last third
- Occasional高压; but emphasis on fast attack to defence transition
- Patient well-constructed back-to-front passing movements
- Looks for chances to make spurs, well-executed counterattacks
- Effective use of wide areas; accurate crosses and cut-backs
- Willing to shoot from long range
- Dominance in the MAIL part (pace/pace)
- Mauricio the leader in back four; goal positioning, decisive interventions
- Wunder's the hard-working midfield screen; Marisota the more attacking partner

TEAM SHAPE

COACH
Michel

Nations: Spain

HEAD COACH FROM: 03/07/2013

PLAYERS USED

GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

PARIS SAINT-GERMAIN

KEY FEATURES
- 3-5-2 with single screening midfielder
- Compact unit with good marking, movement between lines
- Emphasis on building from centre-backs, playing through midfield
- Competitive combination play based on individual technique
- Full-backs supporting attacks; Lavezzi, Cavani cutting in from wide
- Real Madrid's creative, unpredictable focal point of attacking play
- Midfield trio (Motta, Pelé, N'Dinga) combining width, shutting down spaces
- High defensive line led by Thiago Silva; keeping pace behind
- Intense pressure on ball carrier in high areas and midfield
- Round strength (Silva, Alves, Bearman) Effectively used at set plays

COACH
Laurent Blanc

Nations: France

HEAD COACH FROM: 25/05/2015

PLAYERS USED

GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

OLYMPIACOS FC

KEY FEATURES
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TEAM SHAPE

COACH
Michel

Nations: Spain

HEAD COACH FROM: 03/07/2013

PLAYERS USED

GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

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Nations: France

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GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

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TEAM SHAPE

COACH
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Nations: Spain

HEAD COACH FROM: 03/07/2013

PLAYERS USED

GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

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Nations: France

HEAD COACH FROM: 25/05/2015

PLAYERS USED

GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

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TEAM SHAPE

COACH
Michel

Nations: Spain

HEAD COACH FROM: 03/07/2013

PLAYERS USED

GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

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TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES

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TEAM SHAPE

COACH
Michel

Nations: Spain

HEAD COACH FROM: 03/07/2013

PLAYERS USED

GOALS SCORED

TEAM PROFILES

STADIOS

PLAYERS USED

GOALS SCORED

TEAM PROFILES
REAL MADRID CF
Spain

STATISTICS

PLAYERS USED 22
GOALS SCORED 41

GOAL ATTEMPTS 208 (1.27 on target) = 16 (0.17) per game

TIME SCORED

• 60% of goals scored after 75 minutes

TEAM SHAPE

• 4-4-2 or 4-3-3 with twin forwars, Predator

AVERAGES

TEAM DISTANCE COVERED 1,100,945 metres

PASSING ACCURACY 79%

PASSES ATTEMPTED 9,556*

POSSESSION 57%

Forwards

19 Luka Modrić
14 Xabi Alonso
8 Sami Khedira
17 Álvaro Arbeloa
11 Gareth Bale
17 Cristiano Ronaldo
11 Ángel Di María
9 Karim Benzema
6 Gonzalo Higuaín
90 90 90 90 80 90 90 90 80

Midfielders

12 Marcelo
15 Daniel Carvajal
10 Luka Modrić
14 Xabi Alonso
23 Isco
19 Luka Modrić
17 Álvaro Arbeloa
11 Pepe
8 Sergio Ramos
90 90 90 90 90 90 90 90 77

Defenders

18 Nacho
14 Sergio Ramos
2 2
3 Pepe
15 Daniel Carvajal
5 Fabio Coentro
12 Marcelo
5 Sergio Ramos
10 Luka Modrić
11 Pepe
90 90 90 90 90 90 90 90 90

Goalkeepers

1 Keylor Navas
14 Sergio Ramos
10 Iker Casillas
1 1
30 Diego López
11 Keylor Navas
1 1
1 1 1 1 1 1
13 Thibaut Courtois
1 1
1 1 1 1 1 1

* Figures represent how many times the key player played 90 minutes and had no suspensions or injuries

KEY FEATURES

□ 4-4-2 or 4-3-3 with twin forwars, Predator
□ Flowing attack moves; high-tempo passing changes of pace, direction
□ Outstanding individual technique in all departments
□ Always dangerous in final third, running at full speed, Barrosa the predator

COACH

Carlo Ancelotti

Nationale: Italian

Matches in UEFA Champions League: 30

First match: 03/07/2015

COACH

Jens Keller

Nationale: German

Matches in UEFA Champions League: 10

First match: 11/12/2012

TEAM PROFILES

Stats and figures are based on UEFA Champions League matches only, unless stated otherwise.}

FRANCE

FC SCHALKE 04
Germany

STATISTICS

PLAYERS USED 25
GOALS SCORED 8

GOAL ATTEMPTS 101 (0.64 on target) = 12.6 (0.08) per game

TIME SCORED

TEAM SHAPE

AVERAGES

TEAM DISTANCE COVERED 1,163,084 metres

PASSING ACCURACY 78%

PASSES ATTEMPTED 9,007

Forwards

17 Christian Fuchs
15 Tim Hoogland
12 Atsuto Uchida
22 Christian Clemens
24 Kaan Ayhan
25 Radoslav Zabavný
23 Christian Fuchs
10 Julian Draxler
9 Kevin-Prince Boateng
90 90 90 90 90 90 90 90 90

Midfielders

23 Dennis Aogo
14 Kyriakos Papadopoulos
15 Gary O'Neil
21 Jermaine Jones
90 90 90 90 77

Defenders

30 Raphael Guerreiro
13 Sami Khedira
90 90 90 90 90 90 90 90 90

Goalkeepers

1 Ralf Fährmann
1 Keylor Navas
1 1
30 Diego López
11 Keylor Navas
1 1
1 1 1 1 1 1
13 Thibaut Courtois
1 1
1 1 1 1 1 1

* Figures represent how many times the key player played 90 minutes and had no suspensions or injuries

KEY FEATURES

□ Variations on 4-4-2; frequently evolving into 4-2-2-2 structure
□ Set-out to play possession football with near-completions
□ Attack philosophy; prepared to take risks, get players in front of goal
□ Emphasis on attacking through wide areas, delivering crosses
□ Adventurous support from full-backs, quality crossing
□ Composed centre-backs and holding midfielder; defensive core
□ Defender the attacking catalyst, more effective as support striker
□ Heroic play, strong work ethic, mental resilience

COACH

Carlo Ancelotti

Nationale: Italian

Matches in UEFA Champions League: 30

First match: 03/07/2015

COACH

Jens Keller

Nationale: German

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First match: 11/12/2012

TEAM PROFILES

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Team stage fallers

The fact that SSC Napoli were eliminated with 12 points while FC Zenit qualified with six suggests the difficulties when it comes to searching for common denominators among the 16 teams who made an exit from the competition in December. In recent seasons, the new trend towards a possession-based passing game has been intertwined with the pre-Christmas exits of teams whose statistics suggested a more direct attacking style than a slimmer share of the ball and lower numbers of passes.

In the 2012/13 season, 14 teams averaged less than 50% of possession and nine of them during the group stage were. During the 2013/14 campaign, the number of teams averaging a smaller share of the ball than their opponents rose to 18 – a majority of the 32 starters. Nine of them were eliminated after the group stage, which reveals that more than half of the teams which successfully negotiated the ‘cut’ and played in the knockout rounds also averaged less than 50% of the ball. There is still a case for arguing that greater possession lays foundations for greater success in the competition, but the evidence in 2013/14 became much more teneous.

In Group G, debutants FK Austria Wien (averaging 40% of possession) ended level on five points with FC Porto (59% of the ball). In terms of passing, a similarly contradictory story could be told. In recent seasons, the figure of 500 passes per match has been used as a benchmark to distinguish ball-playing style or philosophy.

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**TEAM PROFILES**

**UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14**

---

**Netherlands**

**AFC AJAX**

**Players Used:** 21

**Goals Scored:** 5

**Statistics**

- **Players Used:**
  - Goalkeepers: 3
  - Defenders: 12
  - Midfielders: 5
  - Forwards: 1

- **Goals Scored:**
  - Stefano Denswil (1)
  - Jasper Cillessen (0)
  - Mike van der Hoorn (17)
  - Tobias Sana (1)
  - Daley Blind (4)

- **Minutes:**
  - First Team: 2766
  - Reserves: 190

- **Defenders:**
  - Kenneth Vermeer (90)
  - Niko Alexander (90)
  - Mike van der Hoorn (17)
  - Jeroen Zoet (90)
  - Daley Blind (90)
  - Stefano Denswil (1)
  - Mike van der Hoorn (17)
  - Jasper Cillessen (0)
  - Davy Klaassen (83)
  - Lasse Schöne (2)
  - Ricardo van Rhijn (90)

- **Midfielders:**
  - Christian Poulsen (90)
  - Christian Poulsen (90)
  - Christian Poulsen (67)
  - Christian Poulsen (90)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)
  - Davy Klaassen (83)

- **Forwards:**
  - Siem de Jong (90)
  - Lerin Duarte (90)
  - Frenkie de Jong (90)
  - Frenkie de Jong (90)
  - Frenkie de Jong (90)

**Averages**

- **Possession:**
  - Max: 66% vs. Barcelona (h)
  - Min: 54% vs. Celtic (h)

- **Passes Attempted:**
  - Max: 119,333 metres
  - Min: 116,534 v Celtic (a)

- **Passing Accuracy:**
  - Max: 78% vs. Barcelona (h)

- **Time Scored:**
  - Max: 64% v Milan (a)

- **Team Distance Covered:**
  - Max: 113,465 v Benfica (h)
  - Min: 35% v PSG (h) and (a)

- **Goals Scored:**
  - Max: 10.5 (6) per game

**COACH**

- Frank de Boer

**COACH**

- John van den Brom

---

**Belgium**

**RSC ANDERLECHT**

**Players Used:** 21

**Goals Scored:** 4

**Statistics**

- **Players Used:**
  - Goalkeepers: 1
  - Defenders: 3
  - Midfielders: 5
  - Forwards: 4

- **Goals Scored:**
  - Simon Proto (90)
  - Thomas Karremans (11)
  - Davy Roux (90)

- **Minutes:**
  - First Team: 2766
  - Reserves: 190

- **Defenders:**
  - Kenneth Vermeiren (90)
  - Chancel Mbemba (90)
  - Davy Coulibaly (90)
  - Thomas Kaminski (0)

- **Midfielders:**
  - Davy Pourquoi (90)
  - Thomas Kaminski (0)
  - Davy N’Sakala (90)
  - Davy N’Sakala (90)
  - Davy N’Sakala (90)

- **Forwards:**
  - Davy van den Broeck (90)
  - Luka Milivojević (90)
  - Youri Tielemans (90)

**Averages**

- **Possession:**
  - Max: 65% vs. PSG (h)
  - Min: 53% vs. PSG (a)

- **Passes Attempted:**
  - Max: 425* v Olympiacos (h)
  - Min: 399 v PSG (a)

- **Passing Accuracy:**
  - Max: 70%* vs. PSG (h)

- **Time Scored:**
  - Max: 72% v PSG (h)

- **Team Distance Covered:**
  - Max: 111,547 metres
  - Min: 35% v Olympiacos (h)

- **Goals Scored:**
  - Max: 50% on target

**COACH**

- John van den Brom
**FK AUSTRIA WIEN**

**Austria**

**STATISTICS**

**PLAYERS USED**

<table>
<thead>
<tr>
<th>Min: 0-15</th>
<th>16-30</th>
<th>31-45</th>
<th>45+</th>
<th>46-60</th>
<th>61-75</th>
<th>76-90</th>
<th>90+</th>
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<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GOALS SCORED**

5

**GOAL ATTEMPTS**

58 (11 on target) = 9.7 (1.7) per game

**TIME SCORED**

1-15

**AVERAGES**

<table>
<thead>
<tr>
<th>POSSESSION</th>
<th>PASSES ATTEMPTED</th>
<th>PASSING ACCURACY</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>470</td>
<td>65%</td>
</tr>
</tbody>
</table>

**TEAM DISTANCE COVERED**

119,418 metres

<table>
<thead>
<tr>
<th>Lng</th>
<th>273 (58%)</th>
</tr>
</thead>
</table>

**PASS ATTEMPTS PER GAME**

<table>
<thead>
<tr>
<th>Long</th>
<th>Medium</th>
<th>Short</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>113</td>
<td>15</td>
</tr>
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</table>

**TEAM SHAPE**

<table>
<thead>
<tr>
<th>Forwards</th>
<th>12</th>
<th>11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midfielders</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Defenders</td>
<td>16</td>
<td>17</td>
</tr>
</tbody>
</table>

**DEFENDERS**

<table>
<thead>
<tr>
<th>Sport</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numbers in the squad list refer to minutes played; G = Goals; A = Assists;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TEAM PROFILES**

**UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14**

**COACH**

Nenad Bjelica

Born: 20/02/1972, Đurić (YUG)

Nationality: Croatian

Matches in UEFA Champions League: 5

Head coach from: 17/06/2013

**FC BASEL 1893**

**Switzerland**

**STATISTICS**

**PLAYERS USED**

<table>
<thead>
<tr>
<th>Min: 0-15</th>
<th>16-30</th>
<th>31-45</th>
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**GOALS SCORED**

5

**GOAL ATTEMPTS**

62 (15 on target) = 10.3 (1.5) per game

**TIME SCORED**

1-15

**AVERAGES**

<table>
<thead>
<tr>
<th>POSSESSION</th>
<th>PASSES ATTEMPTED</th>
<th>PASSING ACCURACY</th>
</tr>
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<tbody>
<tr>
<td>51%</td>
<td>506</td>
<td>84%</td>
</tr>
</tbody>
</table>

**TEAM DISTANCE COVERED**

121,062 metres

<table>
<thead>
<tr>
<th>Lng</th>
<th>251 (50%)</th>
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**PASS ATTEMPTS PER GAME**

<table>
<thead>
<tr>
<th>Long</th>
<th>Medium</th>
<th>Short</th>
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<tbody>
<tr>
<td>47</td>
<td>133</td>
<td>23</td>
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**TEAM PROFILES**

**UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14**

**COACH**

Murat Yakin

Born: 10/04/1987, Basel (SUI)

Nationality: Swiss

Matches in UEFA Champions League: 6

Head coach from: 15/10/2012
SL BENFICA
Portugal

GOALKEEPERS

<table>
<thead>
<tr>
<th>G</th>
<th>A</th>
<th>AND</th>
<th>PSG</th>
<th>GLO</th>
<th>GYL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Artur</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>15</td>
<td>Paulo Gomes</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>19</td>
<td>Jan Oblak</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

DEFENDERS

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
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MIDFIELDERS

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FORWARDS

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GOAL ATTEMPTS

- 66 (54 2 on target) = 51.5 (7) per game

TEAM SHAPE

Goalkeepers

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COACH

Jorge Jesus

Coached in: 2007/08/09, Arouca (POR)

Nativity: Portuguese

Matches in: UEFA Champions League: 22

Head coach from: 15/09/2009

TEAM PROFILES

TEAM SHAPE

Goalkeepers

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COACH

Neil Lennon

Born: 25/01/1973, Linlithgow (UK)

Nativity: Northern Irish

Matches in: UEFA Champions League: 24

Head coach from: 09/02/2013

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## Denmark

**Players Used**

<table>
<thead>
<tr>
<th>Goalkeepers</th>
<th>Midfielders</th>
<th>Forwards</th>
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</thead>
<tbody>
<tr>
<td>4 Georg Margreitter</td>
<td>25 Christoffer Remmer</td>
<td>12 Fanendo Adi</td>
</tr>
<tr>
<td>5 Olof Mellberg</td>
<td>24 Youssef Toutouh</td>
<td>11 César Santin</td>
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<tr>
<td>90 90 90 90 90</td>
<td>1 0 4</td>
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**Averages**

<table>
<thead>
<tr>
<th>Possession</th>
<th>Passes Attempted</th>
<th>Passing Accuracy</th>
<th>Team Distance Covered</th>
<th>Possession</th>
<th>Passes Attempted</th>
<th>Passing Accuracy</th>
<th>Team Distance Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>551</td>
<td>74%</td>
<td>118,111 metres</td>
<td>44%</td>
<td>551</td>
<td>74%</td>
<td>118,111 metres</td>
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**Team Shape**

<table>
<thead>
<tr>
<th>1-15</th>
<th>16-30</th>
<th>31-45</th>
<th>Half-time</th>
<th>46-60</th>
<th>61-75</th>
<th>76-90</th>
<th>90+</th>
</tr>
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<tbody>
<tr>
<td>6</td>
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<td>3</td>
<td>0</td>
<td>7</td>
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**Substitutions**

18/18 (excluding two double substitutions)

**Statistics**

<table>
<thead>
<tr>
<th>Goal Attempts</th>
<th>Goals Scored</th>
<th>Players Used</th>
<th>Time Scored</th>
<th>Goalkeepers</th>
<th>Midfielders</th>
<th>Forwards</th>
</tr>
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<tbody>
<tr>
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<td>19</td>
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## France

**Players Used**

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<tbody>
<tr>
<td>16 Brice Samba</td>
<td>30 Christián Bolaños</td>
<td>17 Dimitri Payet</td>
</tr>
<tr>
<td>5 Steve Mandanda</td>
<td>23 Benjamin Mendy</td>
<td>24 Rod Fanni</td>
</tr>
<tr>
<td>90 90 90 90 90</td>
<td>0 0 0 0 0</td>
<td>90 90</td>
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<tbody>
<tr>
<td>47%</td>
<td>513*</td>
<td>72%</td>
<td>108,553 metres</td>
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<td>108,553 metres</td>
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<td>7b</td>
<td>15%</td>
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**Team Profiles**

**COACH**

Ståle Solbakken  
Born: 27/02/1968, Kongsvinger (NOR)  
Nationality: Norwegian  
Matches in UEFA Champions League: 20  
Head coach from: 23/06/2013

**COACH**

Élie Baup  
Born: 17/02/1945, Sainte-Gaudens (FRA)  
Nationality: French  
Matches in UEFA Champions League: 10  
Head coach from: 04/07/2012 to 07/12/2015
**SSC Napoli**

**Midfielders**
- Bruno Uvini: 0 0 0
- Diego Contento: 1 90 90 90 90 90 90
- Marco van Ginkel: 1 90 90 90 90 90

**Defenders**
- Rafael Cabral: 0 0 0 0 90
- Giandomenico Mesto: 1 90 90 90 90

**Goalkeepers**
- Pepe Reina: 90 90 90 90 90 90

**Players Used**

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<th>Defender</th>
<th>Midfielder</th>
<th>Forward</th>
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<tbody>
<tr>
<td>Pepe Reina</td>
<td>Rafael Cabral</td>
<td>Diego Contento</td>
<td>Giandomenico Mesto</td>
</tr>
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**Goals Scored**

<table>
<thead>
<tr>
<th>G</th>
<th>A</th>
<th>DOR</th>
<th>ARS</th>
<th>MAR</th>
<th>MAR</th>
<th>DOR</th>
<th>ARS</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0</td>
<td>0</td>
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</tbody>
</table>

**Averages**

- **Possession**: 60.7%
- **Passes Attempted**: 572
- **Passing Accuracy**: 74.7%
- **Team Distance Covered**: 114.777 metres
- **Passe per Game**:
  - Long: 6 (15% of total)
  - Medium: 34 (60%)
  - Short: 8 (25%)
- **Team Shape**:
  - Time Scored: 0
  - Goal Attempts: 7
  - Goalkeeper: 9
  - Midfielder: 0
  - Forward: 1

**Statistics**

- **Goals**: 19
- **Goals Scored**: 10
- **Pfunctions**: 8
- **Assists**: 11

**Players Used**

<table>
<thead>
<tr>
<th>G</th>
<th>A</th>
<th>BAY</th>
<th>BAY</th>
<th>MC</th>
<th>MC</th>
<th>CSEA</th>
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<td>0</td>
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**Substitutions**

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<tr>
<th>Match</th>
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<th>16-30</th>
<th>31-45</th>
<th>Half-time</th>
<th>46-60</th>
<th>61-75</th>
<th>76-90</th>
<th>90+</th>
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<tr>
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<td>0</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Coaches**

- **Rafael Benítez**
  - **Nationality**: Spanish
  - **Team Shape**:
  - **Statistic**:

---

**FC Viktoria Plzeň**

**Midfielders**
- Miloslav Kozák: 1 90 90 90 90 90 90
- Petr Březina: 1 90 90 90 90 90 90

**Defenders**
- Lukáš Ivo: 1 90 90 90 90
- Roman Hubník: 1 90 90 90 90

**Goalkeepers**
- Jan Kovařík: 90 70

**Players Used**

<table>
<thead>
<tr>
<th>G</th>
<th>A</th>
<th>MC</th>
<th>CSKA</th>
<th>BAY</th>
<th>BAY</th>
<th>MC</th>
<th>CSKA</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>0</td>
<td>1 90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
</tr>
</tbody>
</table>

**Averages**

- **Possession**: 64.8%
- **Passes Attempted**: 546
- **Passing Accuracy**: 69.8%
- **Team Distance Covered**: 114.745 metres
- **Passe per Game**:
  - Long: 80 (15% of total)
  - Medium: 172 (61.4%)
  - Short: 99 (22.2%)

**Team Profiles**

**Coach**

- **Pavel Vrba**
  - **Nationality**: Czech
  - **Team Shape**:
  - **Statistic**:

---

**Note**: Numbers in the squad list refer to minutes played; G = Goals; A = Assists; I = Injured/ill; S = Suspended; T = Taken off; 0 = Unused sub; E = Ejected; 91 = 10 min; 90 = 10 min; 86 = 6 min; 66 = 6 min; 58 = 8 min; 50 = 10 min; 44 = 4 min; 34 = 4 min; 24 = 4 min; 14 = 4 min; 5 = 1 min; 4 = 1 min; 3 = 1 min; 2 = 1 min; 1 = 1 min; 0 = 0 min.
**FC PORTO**

Portugal

**REAL SOCIEDAD DE FÚTBOL**

Spain

---

**STANDARDS**

**PLAYERS USED**

**GOALS SCORED**

**GOAL ATTEMPTS** 109 (32 on target) + 10 (2.7 per game)

**TIME SCORED**

**SUBSTITUTIONS**

---

**AVGERS**

**TEAM SHAPE**

---

**COACH**

Paulo Fonseca

**REAL sociedad de Fútbol**

Spain

**STANDARDS**

**PLAYERS USED**

**GOALS SCORED**

**GOAL ATTEMPTS** 90 (45 on target) + 15.5 (2 per game)

**TIME SCORED**

**SUBSTITUTIONS**

---

**AVGERS**

**TEAM SHAPE**

---

**COACH**

Jagoba Arrasate

---

**TEAM PROFILES**

**UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14**

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Event report
The UEFA Champions League is football’s greatest club competition and this is reflected in its brand. ‘The best of the best on the ultimate stage’ is the brand essence, and its vision is to create the ultimate stage for Europe’s top clubs. Passion, inspiration, excellence and authenticity are the brand values that reflect this mission and it has successfully conveyed the combination of excitement and prestige strongly represented in the competition since it kicked off in 1992.

These are also values held by the players themselves. “It’s the best competition in the world of football, along with the World Cup,” Chelsea FC playmaker Eden Hazard said. “It’s the highest level. Everyone in the world watches it. There are only great players in this competition. These are games where the great players must be at their best. That’s what the Champions League is.”

In 2013, global brand consultancy firm Interbrand valued the UEFA Champions League brand at €3.14bn. The strength of the UEFA Champions League brand was comparable to the top ten global brands in the Interbrand Best Global Brands ranking and was significantly higher than competitor sporting properties, earning particular praise for its clarity, authenticity, differentiation and consistency.

The brand’s visual identity, based around the starball motif, is enhanced by the famous UEFA Champions League anthem, which is synonymous with European football’s greatest games. Since 1999, the competition’s brand has also been supplemented each season by specific final branding, giving some of the unique colour and flavour of the host cities. The core objective is to strengthen the season campaign by providing all stakeholders with a wide range of dynamic activation opportunities specific to the host city, designed to help advance and promote their individual initiatives.

For Lisbon 2014, the concept was ‘the stars align’ – a tribute to the method by which Portuguese explorers once used the stars to navigate around the globe. Visual identifiers drew inspiration from the equipment the sailors used, and the concept had clear parallels with the way that football’s top stars light up every edition of the UEFA Champions League. Of all those European stars, the brightest 22 aligned at the Estádio do Sport Lisboa e Benfica on 24 May – and when the stars align, everything falls into place.
The new Tourneo took centre stage for Ford, and all promotions – such as perimeter boards, billboards and advertisements in Champions Matchday magazine – were aligned accordingly. Vehicle supply is always a large activation for Ford, and Tourneos were offered as the multiple-seat option, with vehicles sometimes displayed outside stadiums, too. Good examples of match activations included the Centre Circle experience, which featured regularly in Spain, giving young fans the opportunity to be part of the pre-match build-up, while in Turkey, Ford arranged a promotion with a well-known user to show their skills in describing the action.

Gazprom
Gazprom used its affiliation with the UEFA Champions League to help increase brand awareness among football supporters, with advertising and activations throughout the season. Gazprom’s successful promotion Ticketmania gave fans the opportunity to win tickets to various UEFA Champions League matches from the group stage to the final, while at games, the Gazprom ‘Fan of the Match’ allowed supporters to show their appreciation for their team, with the “best” fans selected to appear on the giant screens at stadiums. Gazprom make comments directly with fans via banners on UEFA.com, Facebook and Twitter.

Heineken
Heineken has continued to bring the excitement of the UEFA Champions League to supporters around the world. Through the engaging #sharethesofa Twitter activation, fans were able to chat in real time with football heroes such as Ruud van Nistelrooy and Robert Pirès during UEFA Champions League games. The UEFA Champions League Trophy Tour, presented by Heineken, brought the famous trophy directly to supporters in Argentina, Nigeria and Vietnam. Heineken also promoted the UEFA Champions League brand on packaging in store and offered consumers the chance to win tickets to matches through its ‘Match Your Half Ticket’ activation.

MasterCard
MasterCard marked its 20th anniversary as a UEFA Champions League sponsor by continuing to publicise its brand and services to a global audience via the competition, which is a natural match for its Priceless advertising campaign. Central to this is giving fans experiences that money cannot buy, such as giving thousands of youngsters the opportunity to accompany players onto the pitch ahead of UEFA Champions League games courtesy of MasterCard’s Player Escort programme, which has been running for ten years. Other Priceless opportunities included giving referees red and yellow cards away, watching teams train and attending pre-match press conferences. UEFA.com’s popular UEFA Champions League Predictor game remains a key MasterCard asset.

PlayStation
The launch of the PlayStation 4 in November made this an important season for the game-console company. The key message ‘#ThePlayers’ was promoted around the UEFA Champions League from the start of the knockout stage, and PlayStation 3 and PlayStation Vita were also advertised via the competition, with supporters being invited to experience and discover all of the latest games. Already sponsor for the popular UEFA Champions League Fantasy Football game on UEFA.com, with PS Vita and PS4 consoles among the prizes for top performers – PlayStation further engaged fans thanks to the TopFive mini-game within the newly created Fantasy Football App. From the start of the campaign, PlayStation’s Young Journalist programme gave fans the opportunity to meet host broadcasters’ commentary staff at UEFA Champions League games.

UniCredit
UniCredit’s Fan Confidence Meter was a regular UEFA.com feature, while UniCredit also gave supporters a chance to be part of the action with the official match coin-handover before every game, culminating in a fan delivering the coin for the toss to the match referee.
adidas

adidas’s new GameDayPlus promotion brought an added dimension to its activation in 2013/14, putting stats and exclusive content into the hands of supporters. This tablet and mobile-led platform on adidas.com brought fans closer to the action, offering behind-the-scenes access to players and coaches, in-depth match stats and miCoach player data, as well as expert insight and competitions with great prizes. Enriching the experience for fans was also the key principle behind adidas’s fine selection of licensed products, which are available in thousands of stores worldwide.

Official supplier partner to the UEFA Champions League, adidas is responsible for kitting out referees, ballboys/girls and other officials, but there is no more visible indication of its presence than the famous starball, which once more was transformed for the latter stages of the competition. The Finale 13 ball, white with predominantly red stars, was switched for the blue-starred Finale Lisbon for the closing phase. The final design fitted with the branding for the event, while underlying the stylish exterior was the customary cutting-edge ball technology. At grassroots level adidas ran the UEFA Young Champions programme, which gave playing time in a UEFA Champions League environment to over 1,000 footballers aged 12–16 in Japan, Brazil, North America and Portugal. The winners of the global events were flown to Lisbon to participate in an exhibition event on the mini pitch at the UEFA Champions Festival as the Portuguese tournament concluded. All the winning teams were rewarded with the ultimate prize of attending the final itself.

Ahead of the festival, adidas took the UEFA Champions League trophy Tour, presented by UniCredit, was also a similar feat of cooperation between Konami and PlayStation brought a revamping of the online PES 2014 (Pro Evolution Soccer 2014) tournament, played online through PlayStation 3 consoles. The new Virtual PES UEFA Champions League pitted the best gamers in the world against each other, with the competition winners given the chance to move out of the virtual world and attend the real UEFA Champions League final in Lisbon. The UEFA Champions League Trophy Tour presented by UniCredit, was also an added dimension to its activation in 2013/14, putting stats and exclusive content into the hands of supporters. This tablet and mobile-led platform on adidas.com brought fans closer to the action, offering behind-the-scenes access to players and coaches, in-depth match stats and miCoach player data, as well as expert insight and competitions with great prizes. Enriching the experience for fans was also the key principle behind adidas’s fine selection of licensed products, which are available in thousands of stores worldwide.

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By car, train and plane they came – as followers of Spanish rivals Real Madrid CF and Club Atlético de Madrid descended on the Portuguese capital in huge numbers. History was made as two teams from the same city contested the UEFA Champions League final, their colours almost as ubiquitous in Lisbon as 630km to the east in the Spanish capital.

Lisbon opened its arms wide to welcome its visitors, proud to be hosting a match described by the Portuguese Football Federation (FPF) president, Fernando Gomes, as the “pinnacle of the celebrations” marking the association’s 100th anniversary.

Gomes had declared the start of “three weeks of football festivities in Lisbon” on 6 May with the opening of the UEFA Champions Gallery in Lisbon city hall and the UEFA Champions Museum at the Sala do Risco in Páteo da Galé. More than 150 iconic photos from the competition’s illustrious history were displayed in the gallery, including one of Eusébio and Mário Coluna playing cards on the eve of SL Benfica’s 1961/62 semi-final second leg against Tottenham Hotspur FC in London – a poignant memory in the year football mourned the passing of the two Portuguese greats.

Members of Jock Stein’s Celtic FC side that won the European Champion Clubs’ Cup in Lisbon in 1967 were honoured visitors to the gallery.

Across central Lisbon, from the main thoroughfare Avenida da Liberdade through prominent squares such as Praça Marquês de Pombal – where fans of Benfica or Sporting Clube de Portugal congregate to celebrate their triumphs – official Final Lisbon 2014 flags and banners set the scene. The UEFA Champions Museum, boasting among other notable exhibits Lionel Messi’s boots from the 2009 final, was located next to the UEFA Champions Festival on Praça do Comércio, which became the centre of attention in the days leading up to the match. Nearly 100,000 people visited the festival between 22 and 25 May, with local heroes Luís Figo, Paulo Sousa, Rui Costa and Paulo Futre among the star attractions at the Ultimate Champions match, as Lisboners revelled in the build-up to the Estádio do Sport Lisboa e Benfica showpiece.

Before then, on 22 May, Tyreö FF and VfL Wolfsburg served up a classic UEFA Women’s Champions League final at the Estádio do Restelo, defending champions Wolfsburg’s 4-3 victory a brilliant showcase for the quality of the competition. After the game, the 11,000 in attendance were invited onto the pitch to watch R&B star Anselmo Ralph in concert. In the space of half an hour the setting was transformed from floodlit stadium to outdoor pop festival.

Portuguese music was celebrated by fado star Mariza and the Lisbon University choir, whose rendition of the UEFA Champions League anthem featured during a spectacular opening ceremony for the men’s final, which focused on the nation’s proud seafaring tradition. Then the Madrid rivals took centre stage for a game that had all the passion and intensity of a local derby. A dramatic late flurry eventually won Real Madrid their tenth European title in extra time – with Cristiano Ronaldo converting a penalty to add another local flourish to a night made in Madrid.
Final spotlight

The six official partners played a prominent role at the UEFA Champions Festival and were an integral presence at the final.

Ford

The car manufacturer tied in its promotional push around the UEFA Champions League final with the first ever launch of the Ford Mustang in Europe. The arrival of the quintessential North American coupé on the continent was heralded by the screening of a new commercial in the run-up to the final, showcasing the vehicle. Activity intensified as the Lisbon decider approached, and fans at the UEFA Champions Festival had the chance to see the Mustang on display, under a large dome with an exciting light show. During the final itself, Ford offered fans the chance to pre-register for the car and be among the first Mustang owners in Europe.

Gazprom

For the second season in a row, the Russian natural gas company tied its UEFA Champions League activities into its own Football for Friendship campaign, a drive to bring children into the game and encourage key principles such as sportsmanship and mutual respect. Under the Football for Friendship banner, 1,100 children from 16 nations came to the final in Lisbon, having been chosen through programmes linked to their national associations. Members of the company’s senior management and Gazprom ambassador Franz Beckenbauer joined the youngsters at a forum on the day of the final, culminating in the announcement of the Football for Friendship Young Leader.

Heineken

As well as a strong presence at the final on the LED perimeter boards and advertising prominent throughout the city, Heineken took its UEFA Champions League party to Ibiza, where for the second season in succession supporters from across the world were given the chance to attend their final party on the Balearic island. Over 500 guests watched the final on a giant screen in the company of former UEFA Champions League winners Luis García and Fernando Morientes. After the match, world-renowned DJs ensured guests partied long into the night.

MasterCard

A UEFA Champions League winner with FC Porto and FC Barcelona, Deco was recruited as MasterCard’s Official Player Mascot Manager, charged with coaching the 22 player escorts that the financial services company provided for the final at the Estádio do Sport Lisboa e Benfica. Deco led a masterclass featuring a number of youngsters in the month leading up to the decider, and unveiled the player escorts’ official kit at a press conference in the UEFA Champions Museum, with three of the youngsters given their kit on that day. Deco also surprised a child at a local school in Lisbon (above) by making her the last of the player escorts to be chosen for the final.

PlayStation

The games console manufacturer paired up with official UEFA Champions League licensee Konami at the UEFA Champions Festival, reaching out to fans through its large gaming centre, which provided opportunities to try out the latest console games. As well as sampling the delights of the PlayStation 4, fans engaged with the company through its sponsorship of UEFA.com’s hugely popular UEFA Champions League Fantasy Football game. Supporters were also able to download and play a new bespoke game – Top Five – through the Fantasy Football app, and win tickets for the final, among other prizes.

UniCredit

The banking and financial services company brought in celebrated coach Fabio Capello to launch and promote its Discover the Stars digital campaign ahead of the final. Though the competition was mainly geared towards the Italian market, fans throughout Europe were encouraged to answer Capello’s questions about the UEFA Champions League, which took them on a journey across the continent, culminating at the final in Lisbon. Great prizes – including official match balls and tickets to the final itself – were on offer to fans.

The six official partners played a prominent role at the UEFA Champions Festival and were an integral presence at the final.
UEFA Champions Festival

Over 95,000 people joined the fun as Lisbon warmed up for the final with the ultimate football festival

The UEFA Champions Festival in Lisbon proved a social event on more than one level as football-mad locals, curious tourists and Real Madrid CF and Club Atlético de Madrid supporters engaged with each other and various digital activations during a successful four days.

The build-up to the final had been marked by heavy rain, yet from the moment the UEFA Champions League trophy was marched from Praça do Rossio down Rua Augusta and on to its stand on Praça do Comércio to open the festival on Thursday, when the doors were closed on Sunday, the sun shone, songs were sung and fans young and old were able to share the pleasure and passion of football.

The iconic Praça do Comércio in the heart of the Portuguese capital, surrounded on three sides by traditional buildings and opening up on the other to the river Tagus, was transformed for the first time in its history – the UEFA Champions Festival by partner adidas, concluded its opening gala.

Friday’s annual Ultimate Champions match – Cafo and McManaman taking centre stage with 18 other European Cup winners as a Portuguese and Brazilian Seleção faced an all-star team dominated by Real Madrid heroes but with a surprise inclusion. Local futsal player David Pereira won a UEFA.com competition to keep goal for the All-Stars, pipping applicants from Arabia, New York, Australia, Syria, Canada and all elsewhere.

The same pitch was used for player development purposes. Girls’ teams performed on the day of the UEFA Women’s Champions League final before the Young Champions tournament, organised in association with adidas, concluded ahead of the UEFA Champions League final. Português internationals Nani and Ribéri presented the 2013/14 Winners’ medals.

The build-up to the final had been marked by various digital activations during a successful four days.

UEFA and UEFA Women’s Champions League trophies – images were printed and could be shared on social networks – while official partner enterprises such as HTC Starball photo opportunities provided a further 4,500 happy images.

When a powerful film about the history of the UEFA Champions League hit its open-air evening premiere, the park hummed as images of Eusébio filled the screen – before fans burst into applause as he scored a wonderful goal for SL Benfica.

Praça do Comércio is dominated by a statue of King José I but Eusébio is royalty of the footballing kind. A wall was erected honouring the Portugal great in the year of his death, providing fans, friends and family members to write tributes. “When I stopped beside the wall it was very emotional,” said Eusébio’s daughter Sandra. “But I also felt immensely proud.”

Over 95,000 people joined the fun as Lisbon warmed up for the final with the ultimate football festival.
Final’s global reach

The UEFA Champions League final captivated hundreds of millions of supporters across the globe as fans watched the action and shared their views on social media.

The number of followers of UEFA’s official social media channels burst through the 50 million barrier during the 2013/14 season, led by the astonishing growth of the UEFA Champions League Facebook page. Following the final it had almost 30 million likes, and is the most followed league or association page on the platform, growing from 11.4 million on matchday one the previous September. For the first time, the official event hashtag – #UCLFinal – featured on the LED boards around the pitch in Lisbon, leading to it being used on Twitter more than one million times, while Facebook live studio interviews were streamed both to visitors to the UEFA Champions Festival via a giant screen and to the world on the platform.

The UEFA President, Michel Platini, also took questions from fans around the world in a Facebook Q&A session. UEFA.com had 1.5 million visitors on the day of the final alone, the 20% increase on last year no doubt helped by three goals being scored in extra time.

Top three audiences
1. United States
2. United Kingdom
3. Germany

Facebook/uefachampionsleague

Most popular league page

Top UEFA post
Iker Casillas trophy lift (reach 21.5m, 730,000 likes, 108,000 shares, 22,000 comments)

Facebook/Instagram tower

190,000+ followed final on UEFA Instagram for first time

UEFA Champions Festival

95,000 visitors over four days

Top four countries buzzing about the match
1. Mexico
2. Indonesia
3. Brazil
4. Spain

Cristiano Ronaldo scores penalty

Around the match (18.45–22.40CET)

100% growth during the season

Plus ones 7,096,000

Followed by 6,130,000

#UCLfinal was the most widely used

Twitter

4.6m followers of @ChampionsLeague

145,250,000 views

8.4m tweets

Top moment Gareth Bale puts Real Madrid 2-1 up in extra time (209,594 tweets per minute)

Google+

9th highest + page in the world

1.5m visitors (over 50% from mobile) on day of final up 20% from 2013

83m visits over season to UEFA Champions League website

30m likes

11.5m likes

16m likes

1.3m likes added during final week

400,000 during the match

12m+

VIDEO PLAYS OF UEFA’S TROPHYCAM SERIES

Plus one

7,096,000

190,000+

UEFA Champions League final on Facebook

26m people had 67m+ Facebook interactions related to the final

106 UEFA CHAMPIONS LEAGUE SEASON REVIEW 2013/14

SOCIAL MEDIA

107
As Cristiano Ronaldo scored the last goal of the 2013/14 UEFA Champions League season at the final in Lisbon, 33 cameras around the venue ensured that his 17th strike of a record-breaking campaign was captured and transmitted all around the world.

With host broadcaster Sport TV implementing a production plan coordinated by UEFA TV Production, nothing escaped the attention of the cameras at the Estádio do Sport Lisboa e Benfica. The action on and off the pitch was picked up by — among others — two high-speed cameras, four super slow motion cameras, an aerial spidercam system suspended above the pitch and a helicopter mounted camera surveying the venue, capturing all the pre-match excitement.

Ronaldo’s goal may have drawn a little more global attention, but the TV production standards were similarly high for all 125 UEFA Champions League matches from the start of the group stage. A year-long involvement with host broadcast partners kicked off in July with the broadcast partner pre-season meeting and the UEFA Champions League directors’ workshop, both providing UEFA with an opportunity to outline its vision for the season’s coverage.

While each UEFA Champions League host broadcaster implemented their own production plan at each stadium, all the coverage was closely reviewed at the UEFA Match Command Centre in Nyon. The UEFA TV Quality Control team was on hand to ensure consistency in standards and to provide feedback and support to broadcasters, if necessary through the venue operations and broadcast manager (VOBM) on site at every ground each matchday.

The 2013/14 season brought several enhancements and innovations as UEFA continued to expand both its big-screen and complimentary multimedia offerings. Allowing broadcasters to develop their coverage before and after the final whistle, UEFA expanded its additional programming over the course of the season, including 34 match promos, 30 magazine shows and club profiles, 16 matchnight profiles, five draw videos and an end-of-season review programme.

The test release of the UEFA Legacy archive also took place in 2013/14. Conceived in 2009, and the culmination of five years of development, the digital video archive contains more than 15,500 hours of UEFA footage, beginning with the inaugural European Champion Clubs’ Cup Final in 1955 – Real Madrid CF’s very first victory. Legacy is an invaluable video resource, with more than 5,300 matches and 2.5m logs available to the user.

Always at the forefront of technological innovation, the UEFA Champions League final was first broadcast in HD in 2005, and in 2014 the match was test produced in 4K for the first time. With a picture resolution approximately four times sharper than that of today’s top HD standard, 4K represents the future of television and the forefront of industry standards. UEFA is also innovating on smaller devices; second screen technology was in development during the 2013/14 season, offering fans an enhanced viewing experience across all their devices including supplementary data and multiple angles from which to enjoy the match action.

The UEFA Champions League remains at the cutting edge of innovation in television, with 4K technology introduced at the final for the first time.
The UEFA Champions League final confirmed its status as the world’s most watched annual sporting event in 2013/14.

Estimated global average audience for the final

165m

The Lisbon final between Real Madrid CF and Club Atlético de Madrid was aired in more than 200 countries to an estimated global average audience of 165 million and an estimated global unique reach of 380 million viewers. There may only have been one nation represented in the final, but that did not stop the all-Spanish fixture from drawing strong television audiences around the world.

Across the top six European markets (France, Germany, Italy, the Netherlands, Spain and the United Kingdom) 44.4 million tuned in for the final (27% of the global audience). The match attracted an average of 6.4 million viewers (a 36.3% share) in France on TF1 and Canal+; an increase of 9% on 2013. In Germany, Sky and ZDF enjoyed higher audiences than for any neutral final since 2007/08 and an increase of 42% on the previous neutral final in 2010/11. Ned3’s coverage of AFC Ajax, meanwhile, averaged 2.4 million viewers, with a peak of 2.8m (a 37.9% share) for the key clash with AC Milan on matchday six – a 22% climb on last season’s top-rated domestic interest match.

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Broadcast network

The broadcast network for the UEFA Champions League spans the globe. There are 125 broadcast partners affiliated with the competition – 47 of which are from outside Europe – and were over half attended the final, customising their programming and bringing their viewers a taste of the final on social media, with Kuffour also participating in a live Q&A on the official UEFA Champions League Facebook page.

Two examples of this were Ten Sports on the Indian subcontinent and SuperSport which broadcasts to sub-Saharan Africa. Both implemented special activations for the final and both used celebrities to promote their coverage, taking part in a live pre-match presentation and proving a huge hit as she posed with the trophy. She also advertised the final on her Facebook page, which has 18m likes. The picture of her with the trophy received nearly 450,000 likes and was shared an impressive 7,337 times.

Renowned TV personality and award-winning presenter Carol Tshabalala, meanwhile, was selected to host the global fan promotion for SuperSport. Former Portuguese international and SL Benfica forward Nuno Gomes and former Ghanaian international and FC Bayern München defender Samuel Kuffour accompanied her on a tour of Lisbon and the Estádio do Sport Lisboa e Benfica, with Kuffour also providing analysis of the final in a pre-match pitchside presentation with Tshabalala. All three were active promoting the final on social media, with Kuffour also participating in a live Q&A on the official UEFA Champions League Facebook page.

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Since the start of the 2012/13 season, UEFA has played a greater role in the delivery of UEFA Champions League matches, running media, commercial and broadcast operations at the venues as well as taking the lead in terms of running the competition.

One visible aspect of that operation is the way stadiums are transformed for each match by the installation of UEFA signage, from the starball centre circle to stadium dressing and advertising boards. UEFA Champions League matches have a unique look and feel, on TV and inside the venues, which is all carefully managed by UEFA teams at each venue. The final is the most striking example, with all tiers dressed in the specific final branding and additional signage around and inside the stadium enhancing the sense of occasion.

During the course of the season every venue is kitted out to a prescribed minimum standard. For every match up to the final, a UEFA signage truck brings advertising or LED boards, dressing and other materials to each venue from a centralised warehouse three days in advance. UEFA’s branding extends to the substitutes’ benches, and for every game up to the final the starball dressing is fixed across the front of the first tier of each stand – 93km of this PVC dressing is used each season in the UEFA Champions League.

Dressed up for the big occasion, there is no mistaking a UEFA Champions League venue.
Star names and thrilling games remain constants in the UEFA Champions League, but off the pitch the digital world moves fast and UEFA’s multi-platform coverage of the elite club competition continues to set the pace. With UEFA.com long established as the primary destination for comprehensive text, photographic and video coverage of the UEFA Champions League, a wider audience has been reached via an expanded social media portfolio.

Just after the final in Lisbon, the UEFA Champions League Facebook page set a new global standard by becoming the first league or association page to pass 30 million likes – incredible growth considering it was 11.4 million on matchday one. Indonesia, Brazil and Mexico are the top three countries in terms of likes, although fans across the globe have been tuning in for regular Facebook Q&A sessions with footballing personalities including current and former players and even the UEFA President, Michel Platini.

The number of people who prefer their news in 140 characters is also sharply on the rise, with followers of the @ChampionsLeague Twitter account doubling to 4.6 million during the season, a figure which helped ensure there were over 1 million mentions of the official #UCLfinal hashtag. UEFA.com also launched its first Instagram page in 2013/14, while more than 2 million fans have followed the UEFA Champions League via Chinese networks Sina Weibo and Tencent Weibo since those pages went live at the start of the campaign.

The continued surge of social media may have moved the goalposts in what constitutes an official web presence, but the UEFA.com formula has not changed, with a continued mission to inform, engage and entertain.

An overhaul of the UEFA Champions League MatchCentre and the competition’s history sections added even greater depth to coverage in 2013/14. From March, meanwhile, the UEFA Champions Challenge provided a new dimension, the online treasure hunt inviting fans to register, explore the website and fulfil tasks to win a range of champions put forward by UEFA’s commercial partners.

Much was also done to enhance some of the website’s prime assets; a UEFA Champions League Fantasy Football app was launched for iPhone and Android devices, bringing the hugely popular game to the mobile world for the first time, while the annual UEFA.com users’ Team of the Year, revealed in January, attracted a record 5 million votes (including 86,000 picks on Twitter) and intensive media coverage.

Huge amounts of work continue to be dedicated to conventional website tasks, not least authoring press kits for every UEFA Champions League game from the play-offs onwards in English, French, German, Italian, Portuguese, Russian and Spanish. Video – from big-name interviews to highlights – and a matchnight audio panel show remain mainstays of UEFA.com’s coverage, but 2013/14 certainly maintained the push towards new horizons.

One of the biggest draws of UEFA's coverage of the UEFA Champions League is its unrivalled access to key players and coaches. By building close partnerships with the clubs, UEFA was taken behind the scenes in 2013/14 and afforded exclusive interviews during the course of the season. Carlo Ancelotti, José Mourinho, Wayne Rooney and Cristiano Ronaldo were just some of the stars interviewed.

Ahead of the game

Exciting developments on the social media front spread UEFA.com’s reach further than ever before.
The 32 clubs that competed in the UEFA Champions League group stage shared €904m in payments from UEFA in 2013/14, matching the record outlay from the previous season. In addition, the clubs involved in the play-offs – ten of which advanced to the group stage with the other ten joining the UEFA Europa League group stage – shared €42m, meaning that the total participation payments topped €946m. This amount does not include the surplus that will be calculated and distributed to the 32 participating clubs after closing the accounts. The UEFA Champions League clubs will receive an additional amount of around €40m, bringing the total close to €1bn.

Each club was entitled to a minimum payment for participation in the competition. Additionally, performance bonuses were paid for every win or draw in the group stage and each knockout round progressed past. Monies from the market pool were divided according to the proportional value of the national TV market allocated to each individual club, among other factors. Unsurprisingly, eventual winners Real Madrid CF secured the highest payment from the UEFA Champions League, their €57.4m including the standard €8.6m participation bonus, more than €20.5m from the market pool and over €28m in performance monies including €10.5m for their final victory. The figures in the table below were published at the end of the 2013/14 season and do not reflect any rulings then pending concerning breaches of the UEFA Club Licensing and Financial Fair Play Regulations. They do not include solidarity payments to any of the clubs participating in the qualifying rounds, nor do they include any additional solidarity payments made to leagues for club youth development projects or any additional surplus payments to clubs. The total distribution figures for the 2013/14 UEFA Champions League will be communicated once all payments have been completed during the 2014/15 season.

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<th>Performance bonus</th>
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Finances

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An incredible strike from inside his own half by FC Barcelona’s Munir El Haddadi brought the curtain down on the inaugural UEFA Youth League season in stunning fashion. With their 3-0 victory against SL Benfica, Barcelona became the first team to win the Lennart Johansson trophy, and as they celebrated their triumph, that air of success permeated the new competition as a whole.

The UEFA Youth League was launched in conjunction with the European Club Association as a development competition with the aim of helping youngsters learn more about the game and prepare them for the step up to their senior sides. The response from participating clubs has been hugely positive. The final marked the mid-point of the competition’s two-year trial period, but already the format for the 2015/16 season was being discussed, with the possibility of opening it up to more youth champions from more national associations.

Certainly as the sun beat down on a packed Stade de Colovray in Nyon, and Barcelona paraded their trophy, it was clear the UEFA Youth League had hit the mark. Twelve thousand people attended the semi-finals and final, played as a mini-tournament opposite UEFA’s headquarters on the shore of Lake Geneva, with many thousands more watching the action unfold on Eurosport.

Interest in the nascent competition had been piqued by aligning it with the very pinnacle of club football – the UEFA Champions League. Each of the 32 clubs in the group stage entered their Under-19 team, and the UEFA Youth League’s autumn schedule replicated that of the seniors. The aim was to give the youngsters as much of a feel for the best of club football: games were regularly played on the afternoon – and within a short distance – of the corresponding UEFA Champions League match.

The youth teams often travelled with their senior colleagues, allowing the youngsters to gain an all-round experience of European football, both off the pitch and on it. It may have been a new competition, but there was no shortage of famous names: Manchester City FC were led by former France midfielder Patrick Vieira, while playing up front was a certain Devante Cole – son of Andew – who ended up as joint second top scorer in the competition. Zinedine Zidane and Mehmet Scholl’s sons also made their European bows, while back on the bench, Filippo Inzaghi was leading AC Milan’s Under-19s. “The lads are very proud to play matches like this, and they develop further,” Inzaghi said, adding that young coaches too were benefiting from the experience.

The competition went its own way after the group stage, with one-off ties in the round of 16 and quarter-finals. The semi-finals and final were played at a sold-out Stade de Colovray and the participants – Barcelona, Benfica, Real Madrid CF and FC Schalke 04 – combined to produce “a real showcase for the standard of European youth football,” according to the UEFA Club Competitions Committee chairman, Michael van Praag.

Barcelona ultimately came out on top, defeating previously unbeaten Benfica 3-0 in the final, crowned by that moment of magic by El Haddadi, the competition’s top scorer. In a competition devised to develop, it was a reminder that the first year of the UEFA Youth League also offered plenty of room for entertainment. “It has been great playing in this competition,” Barcelona captain Roger Riera said. “What we have achieved will stay with us in the future.”
The European Cup final comes to Germany for the eighth time in 2015, but this will be the first opportunity for the nation’s capital to stage the climax to Europe’s premier club competition. The largest all-seat stadium in Germany, with a capacity of 74,244, Berlin’s Olympiastadion provides a fittingly grand stage. Originally built for the 1936 Olympic Games, the stadium hosted the 2006 FIFA World Cup Final, when Italy defeated France on penalties, as well as other major matches at those tournaments and also at the 1936 World Cup. The Olympiastadion underwent extensive modernisation work between 2000 and 2004 in preparation for the 2006 World Cup, and now boasts a thoroughly modern interior and stunning transparent roof, while retaining its 1930s exterior. The stadium has also been home to Hertha BSC Berlin since the founding of the Bundesliga in 1963 and has staged every German Cup final since 1985.

Clubs from six different nations have won the European Cup in Germany and English sides have been the most successful – both Nottingham Forest FC in 1979 and Chelsea FC in 2012 prevailing in Munich. Borussia Dortmund are the only German side to have won the title on German soil, defeating Juventus 3-1 in 1997, also at Munich’s Olympiastadion.

### Key Dates

**AUGUST**
- **Play-offs**
  - First Leg: 19th/20th
  - Second Leg: 26th/27th

**SEPTEMBER**
- **Group Stage**
  - Matchday One: 16th/17th
  - Matchday Two: 21st/22nd
  - Matchday Three: 25th/26th

**OCTOBER**
- **Matchday Two**
  - Matchday Four: 29th/30th
  - Matchday Six: 6th/7th

**NOVEMBER**
- **Round of 16 Draw**
  - First Leg: 5th/6th
  - Second Leg: 12th/13th

**DECEMBER**
- **Quarter-finals Draw**
  - First Leg: 17th/18th
  - Second Leg: 21st/22nd

**FEBRUARY**
- **Semi-finals Draw**
  - First Leg: 14th/15th
  - Second Leg: 18th/19th

**MARCH**
- **Final Draw**
  - First Leg: 21st/22nd
  - Second Leg: 25th/26th

**APRIL**
- **Final**
  - First Leg: 24th/25th