

# Plenary Conference Debates 1: The economics and management of European professional football and the media Valenciennes, 1<sup>st</sup> of March 2016

A comparative analysis of the evolution of TV rights in English and  
French men's football first divisions, 1980-2020

Nicolas Scelles (I3SAW expert) and Nadine Dermit-Richard

# Introduction

## The dramatic increase in TV rights



- 2016-2019 national TV rights = €6.7bn for English Premier League (EPL) (BBC, 2015)
- EPL's overall TV rights around €11bn once international sales completed (ESPN, 2015)
- €3.65bn per season to be compared with annual €4.6m for 1983-1985, when the first televised live English matches were shown (Gratton & Solberg, 2007)

⇒ Dramatic increase in TV rights for English men's football from the 1980s, also true to a lesser extent in French men's football:

National TV rights for the latter have increased from €2m in 1984-1985 to €748.5m per season for 2016-2020

- Worth noting that French TV rights shared not only between first division clubs but also with second division and amateur sport (amounts above not fully for first division)

# Introduction

## Structure

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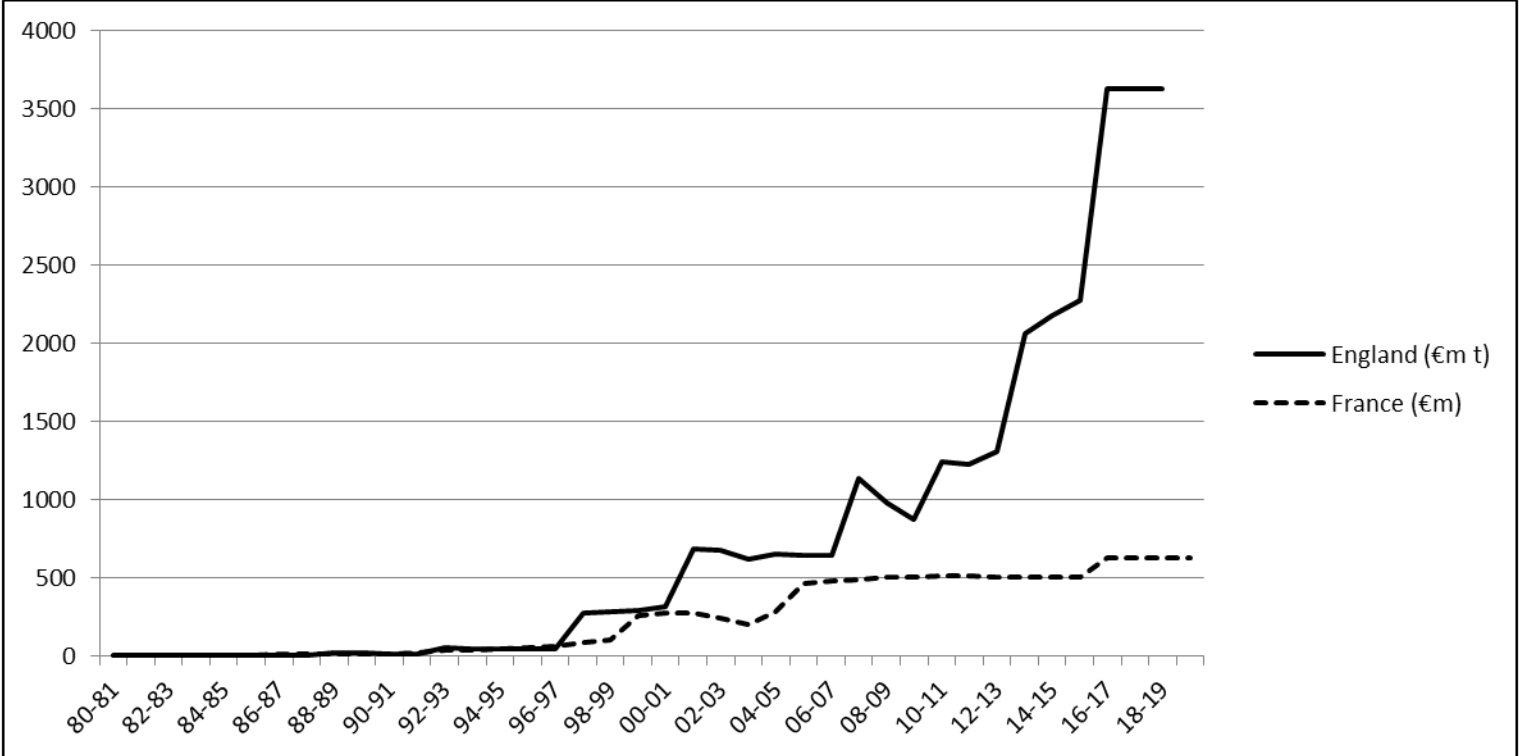
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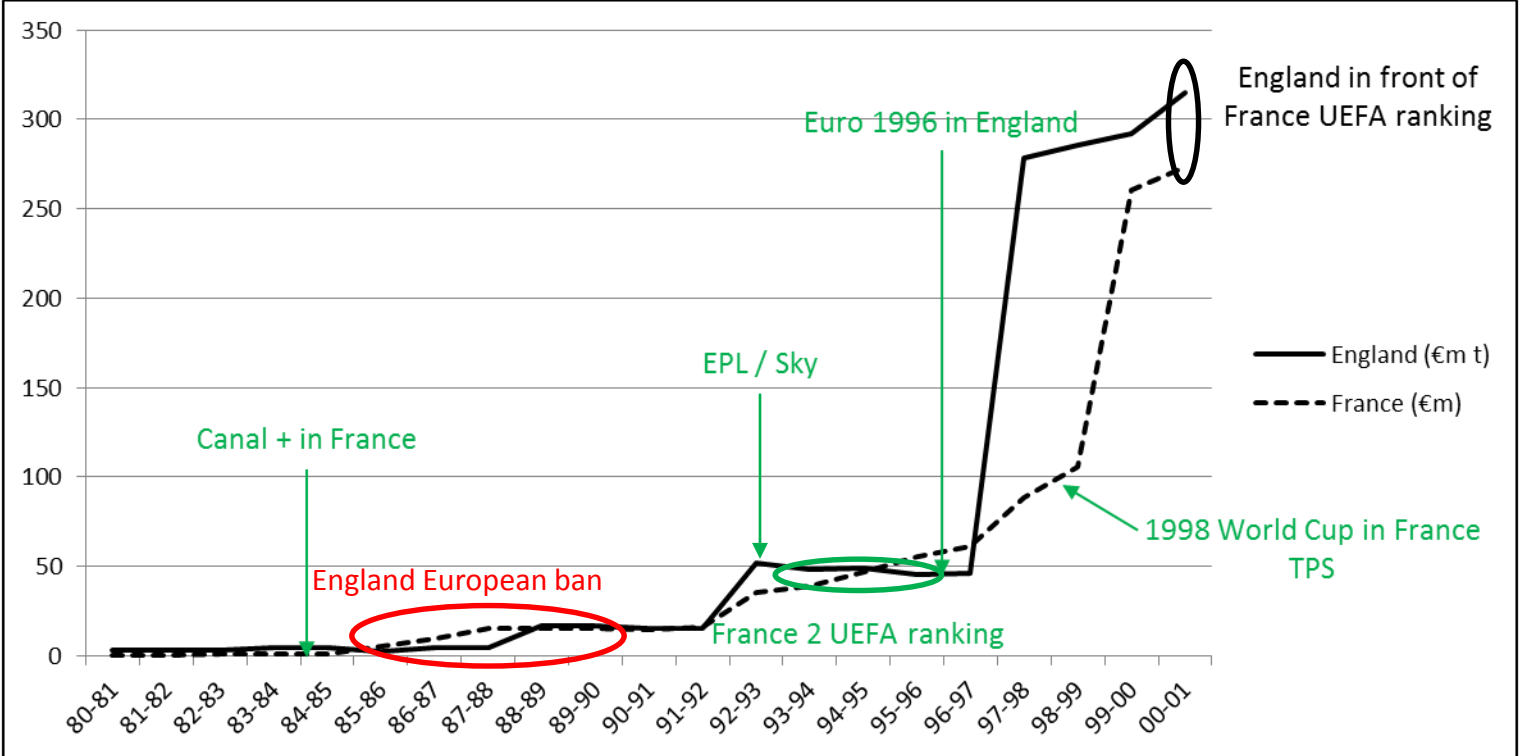
1. Evolution of TV rights (first divisions)
2. Possible explanatory variables
3. Results
4. English Premier League's success
5. The future of European men's football

# 1. Evolution of TV rights (first divisions)

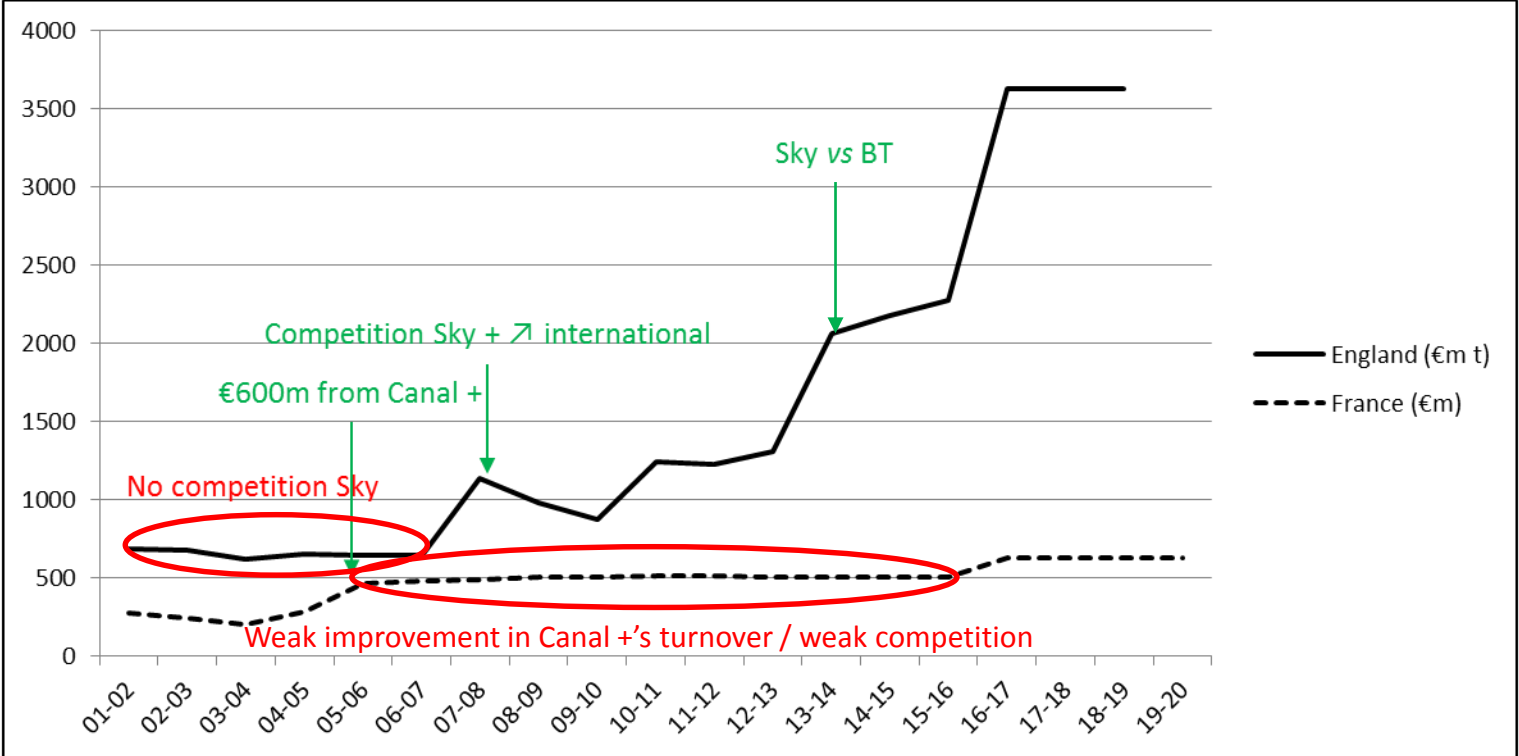
## Overview



# 1. Evolution of TV rights (first divisions) 1980-2001



# 1. Evolution of TV rights (first divisions) 2001-2020



## 2. Possible explanatory variables

10 variables potentially related to each other



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1. Competition between TV channels (Bolotny & Bourg, 2006; Gratton & Solberg, 2007)
2. Main channel's turnover
3. Number of live games
4. Continental competitiveness (UEFA ranking)
5. Quality of domestic players in the league (Gratton & Solberg, 2007)
6. Percentage of foreign players (Buraimo & Simmons, 2015; Gratton *et al.*, 2012)
7. Bosman Case
8. Large stadium attendance for telegenic potential
9. Ability to attract investors and revenues beyond TV rights (Andreff & Staudohar, 2000)
10. Independency

### 3. Results

Correlations between TV rights and explanatory variables (n = 27 observations: 13 EPL & 14 L1)



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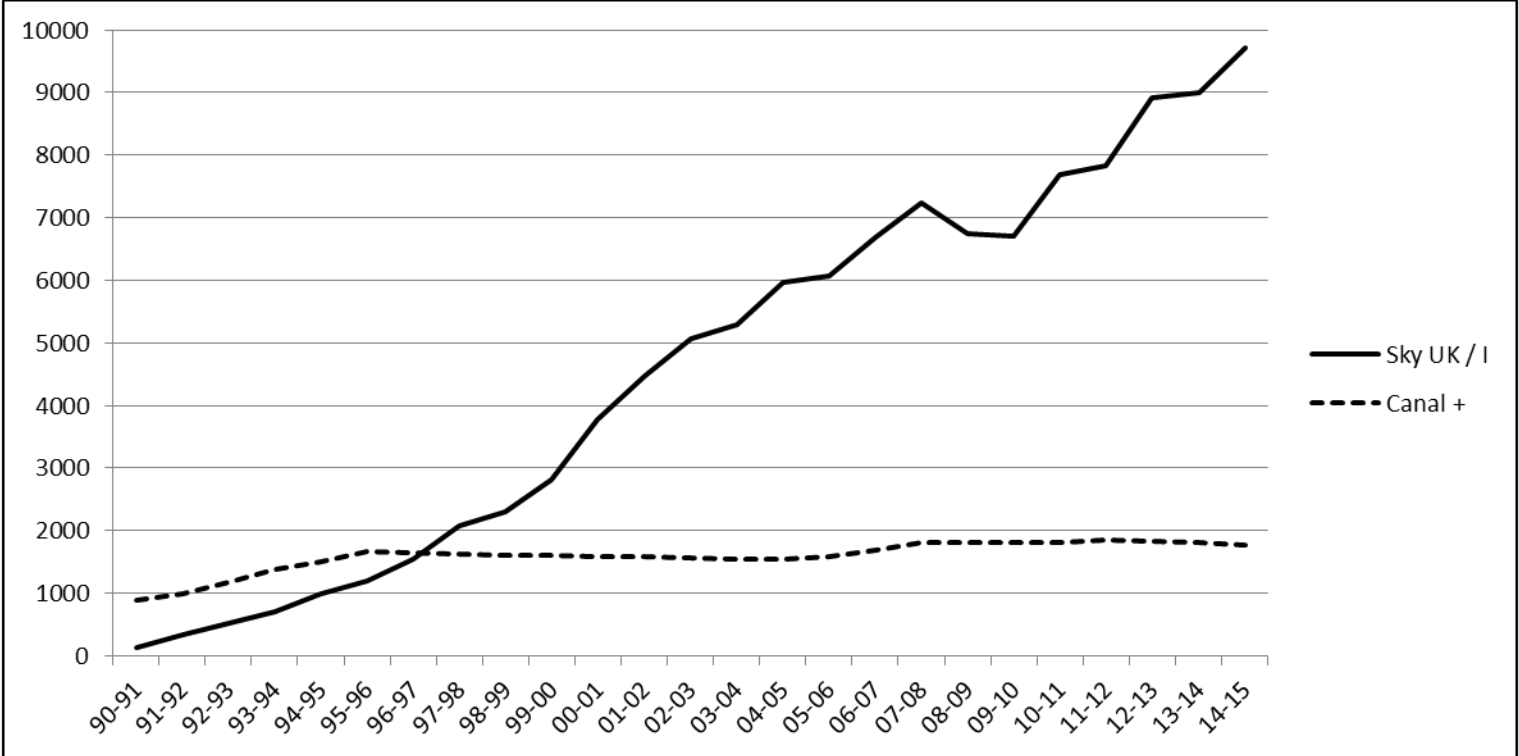
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Variable	Correlation
Competition between TV channels	0.62**
Main channel's turnover	0.92**
Number of live games	0.28 (0.82** for EPL)
UEFA ranking	-0.39*
Quality of domestic players in the league	0.30 (-0.57* for L1)
Percentage of foreign players	0.82**
Bosman Case	0.62**
Attendance	0.73**
Investors / revenues	0.51**
Independency	0.59**



# 3. Results

Turnover from 7 times larger for Canal + in 1990-91 to 5.5 times larger for Sky in 2014-15



### 3. Results

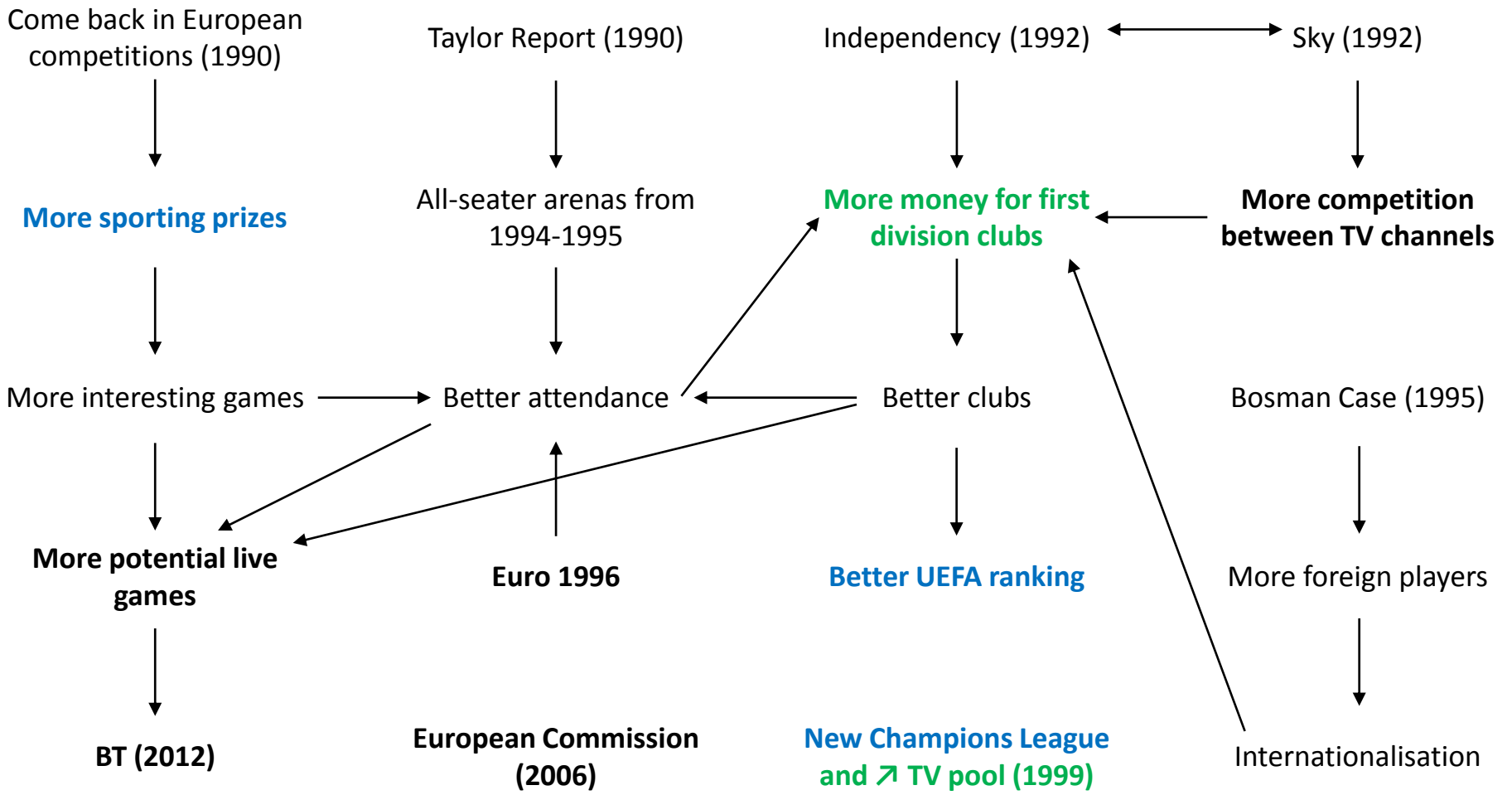
#### 10 strongest correlations between possible explanatory variables



Variables	Correlation
Main channel's turnover - Percentage of foreign players	0.89**
Percentage of foreign players - Bosman Case	0.85**
Main channel's turnover - Attendance	0.85**
Independency - Attendance	0.83**
Percentage of foreign players - Attendance	0.81**
Competition between TV channels - Independency	0.79**
Main channel's turnover - Independency	0.78**
Competition between TV channels - Attendance	0.76**
Number of live games - Bosman Case	0.75**
Main channel's turnover - Competition	0.71**

# 4. English Premier League's success

Positive influences of independency, domestic & European environments, & internationalisation



# 5. The future of European men's football

## Towards a European Super League?



- 2019-2020: EPL number 1 in the world (in front of NFL)?
  - A European Super League, the next step for the 'English' Premier League?
  - Sky = main broadcaster for the EPL and the Spanish league in the UK and also broadcaster for the German and Italian leagues respectively in those countries
  - Sky lost Champions League TV rights over the 2015-2018 period in the UK and Italy
  - Champions League TV rights as a whole are twice smaller than EPL TV rights in 2015-2016 and could be three times smaller in 2016-2018
  - This could provide Sky with both an ideal position and an incentive to move forward on the project of a European Super League at the end of the next TV rights deal with EPL
- ⇒ European men's football at a turning point in its history!



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**THANK YOU FOR YOUR ATTENTION!**

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