

Man Utd can be at head of rich man's table

By Mark Ogden



Manchester United are on course to provide further evidence of the growing financial power of the Premier League by overhauling Real Madrid as the world's most financially powerful football club within 12 months, according to figures released in Deloitte's latest Football Money League.

United, who climb two places from last year's table to second behind the Spanish champions, are one of six English clubs featured in the list, which is based on the revenues generated by clubs during the 2006-07 season.

Chelsea rise to fourth position, with Arsenal fifth, Liverpool eighth, Tottenham 11th and Newcastle 14th. Celtic also make the list, in 17th place, while Juventus, who spent last season in Serie B, drop from third to 12th.

With Premier League clubs now benefiting from the new three-year, £1.7 billion television broadcasting deal, which is worth approximately £28 million per year to each club, Deloitte are predicting that 10 of the world's 20 largest generators of revenue next year will be provided by the Premier League.

With the announcement last week of the Premier League's controversial plans to take games across the globe, Deloitte's Money League confirms English football's financial well-being at the top level and ability to compete with the game's super clubs.

"This is the first time that any country has had three clubs in the top five of the Money League," said Dan Jones, partner in the sports business group at Deloitte.

"Arsenal's move to the Emirates Stadium has transformed their revenues while Chelsea's revenue increase sees them return to the top five.

"But with the new Premier League television deals now online for the 2007-08 season, Manchester United have the opportunity to significantly close the gap on Real Madrid, and a successful Champions League run may even see them challenge again for the No 1 position."

By comparing the revenue streams of the world's biggest clubs, focusing on money generated by match-day, broadcasting and commercial revenues, the list puts Real Madrid on top for a third successive year with an overall figure of £236.2 million, a rise of 20 per cent on last year.

However, a 30 per cent rise in United's revenues has enabled the Premier League champions to overhaul Barcelona and Juventus to climb into second position.

A world-record figure of £92.5 million was generated by United on match-day from 29 games at Old Trafford, while the club also received £61.5 million from broadcasting deals and £58.1 million from commercial activities.

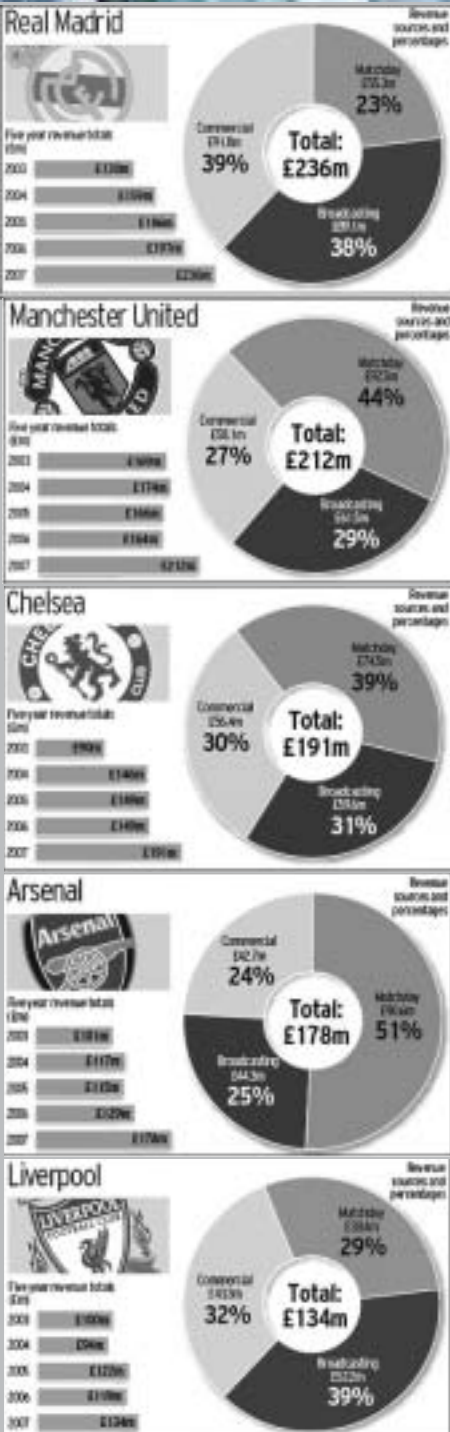
Had Deloitte included United's gross revenues in their figures, the club's total revenue would have been £245 million - £8.8 million greater than Real's - but those numbers were omitted from the calculations due to a lack of similar figures being made public by other clubs.

While the 20 Premier League clubs continue to negotiate television rights collectively, Real and Barcelona are free to thrash out individual deals in Spain, with Real having recently signed a contract with Mediapro worth £740 million over seven years.

Senior figures at United and other leading Premier League clubs remain committed to the collective selling of rights, believing that it adds to the value of the competition as a whole.

Deloitte director Paul Rawnsley said: "Clubs such as Aston Villa, Everton, Manchester City and West Ham United are already just outside the top 20 and, with the revenue uplift from the new broadcast deals now benefiting the clubs, we expect to see the bottom half of next year's Money League dominated by English teams."

With many experts predicting that revenue from domestic television deals and ticket income has reached a limit, the race is on for clubs to raise the ceiling even higher by exploiting relatively untapped markets overseas.



Deloitte Football Money League

Pos (prev)	Club	Revenue
1 (1)	Real Madrid	236.2
2 (4)	Man United	212.1
3 (2)	Barcelona	195.3
4 (6)	Chelsea	190.5
5 (9)	Arsenal	177.6
6 (5)	AC Milan	153.0
7 (8)	Bayern Munich	150.3
8 (10)	Liverpool	133.9
9 (7)	Inter Milan	131.3
10 (12)	AS Roma	106.1
11 (15)	Tottenham	103.1
12 (3)	Juventus	97.7
13 (11)	Lyon	94.6
14 (13)	Newcastle Utd	87.1
15 (16)	SV Hamburg	81.0
16 (14)	Schalke 04	76.9
17 (n/a)	Celtic	75.2
18 (n/a)	Valencia	72.4
19 (n/a)	Marseille	66.6
20 (n/a)	Werder Bremen	65.5