

## Sports Franchises – World

### Market Analysis – 2016-2021 Trends – Corporate Strategies

*Publication date: September 2016*

#### Exclusive extracts from this 210-page-long report:

##### - What is the business?

Professional sports franchises are at the heart of the global sports business. Leading sports teams have become franchises with profit-oriented objectives and strategies. Sporting events remain the core activity as they directly impact broadcasting rights and stadium revenues. However, a large share of revenues is generated by secondary activities such as commercial partnerships. [...]

##### - Who are the key players?

European football teams and North American clubs belonging to the NFL, NBA and MLB make up the majority of the world's deep-pocketed sports franchises. However, while Real Madrid and FC Barcelona have been the leading sports clubs by size of revenue over recent years, their lead has narrowed as Manchester City and Paris Saint-Germain gain ascendancy. [...]

Companies analysed in the report include: **Real Madrid, Manchester United, FC Bayern Munich, AC Milan, Paris Saint-Germain, FC Barcelona, Arsenal F.C., Juventus, Borussia Dortmund, New York Yankees, Los Angeles Dodgers, New York Knicks, Los Angeles Lakers, Dallas Cowboys and New England Patriots.**

##### - How intense is competition?

Competitive rivalry between franchises that belong to the same league remains high. Teams compete for top players in order to maximise their chances of winning since victories generate higher revenues. Competitiveness and revenue growth are contingent on team performance, including qualification for the latter stages of domestic and international competitions. In the case of football teams, for instance, failure to participate in the Champions League in one season can significantly impact commercial and broadcasting revenue. [...]

##### - What are the main markets?

US sports leagues MLB (baseball) and NCAA (college sports), followed by Japan's professional baseball league, were the most popular sports events worldwide in terms of total game attendance in 2015. While the MLB attracts the largest total audience per season, the NFL is the world's leading sport in terms of average game attendance. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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