

Economic benefits of qualifying for Knock-out Stage

The UEFA allocation of revenues to clubs for the 2009/2010 UCL season is as follows:

Participation bonus for qualifying to play in the Group Stage	€3.8 million
Match bonus for playing in the Group Stage (€550,000 per game)	€3.3 million
Win bonus in each Group Stage match	€800,000
Draw bonus in each Group Stage match	€400,000

A team winning all of its Group Stage games to qualify for the Knock-out Stage of the UCL would therefore earn €11.9 million in prize money (rising immediately to €14.9 million for qualifying, as per the First Knock-out Round payment below).

Payment for games played in the First Knock-out Round	€3 million
Payment for games played at the Quarter-Final Stage	€3.3 million
Payments for games played at the Semi-Final Stage	€4 million
Payment for runners-up in Final	€5.2 million
Payment for winning Final	€9 million

A team winning all of its games, including the Final of the UCL, would therefore earn €31.2 million in prize money.

On the basis of the above financial information, the teams that have qualified for the Knock-out Stage of the 2009/2010 UCL will have earned the following prize money:

FC Girondins de Bordeaux	€11,500,000	Group A
FC Bayern München	€10,300,000	Group A
Manchester United FC	€10,700,000	Group B
PFC CSKA Moskva	€9,900,000	Group B
Real Madrid CF	€10,700,000	Group C
AC Milan	€9,900,000	Group C
Chelsea FC	€11,100,000	Group D
FC Porto	€10,300,000	Group D
ACF Fiorentina	€11,100,000	Group E
Olympique Lyonnais	€10,700,000	Group E
FC Barcelona	€10,300,000	Group F
FC Internazionale	€9,900,000	Group F
Sevilla FC	€10,700,000	Group G
VfB Stuttgart	€9,900,000	Group G
Arsenal FC	€10,700,000	Group H
Olympiacos FC	€9,900,000	Group H

In the light of information provided above, the following clubs that have failed to qualify for the Knock-out Stage of the UCL will have earned the following in prize money:

Juventus FC	€9,500,000	Group A
Maccabi Haifa FC	€7,100,000	Group A
VfL Wolfsburg	€9,100,000	Group B
Beşiktaş JK	€8,300,000	Group B
Olympique de Marseille	€9,100,000	Group C
FC Zürich	€8,300,000	Group C
Club Atlético de Madrid	€8,300,000	Group D
APOEL FC	€8,300,000	Group D
Liverpool FC	€9,100,000	Group E
Debreceni VSC	€7,100,000	Group E
FC Rubin Kazan	€9,100,000	Group F
FC Dynamo Kyiv	€8,700,000	Group F
FC Unirea Urziceni	€9,500,000	Group G
Rangers FC	€7,900,000	Group G
R. Standard de Liège	€8,700,000	Group H
AZ Alkmaar	€8,700,000	Group H

In addition to these sums, clubs that have participated from this Stage of the UCL will receive a share of UCL revenues from UEFA (called a market pool payment) that are fixed in accordance with the value of the TV market of the country they represent.

On a country basis, the following indicates which countries have generated the largest amount of prize money from the Group Stage of this season's UCL:

England	€41,600,000
Italy	€40,400,000
Spain	€40,000,000
France	€31,300,000
Germany	€29,300,000
Russia	€19,000,000
Portugal	€10,300,000
Greece	€9,900,000
Romania	€9,500,000
Belgium	€8,700,000
Netherlands	€8,700,000
Ukraine	€8,700,000
Cyprus	€8,300,000
Switzerland	€8,300,000
Turkey	€8,300,000

Scotland	€7,900,000
Hungary	€7,100,000
Israel	€7,100,000

If a domestic association has more than one club representative in the UCL, the amount received by each club depends on its position in the national championship in the previous season and the number of matches played in the current season's UCL.

This means that a club's share of the market pool is essentially determined by the size of the broadcast market in a club's home country, where a club has finished in its domestic league, and how far in the UCL a club has progressed.

In addition to prize money and pool payments, clubs qualifying for the Knock-out Stage of the UCL will also realise additional revenues from ticket sales, commercial and marketing revenues and increases in the value of their playing squads. The figures below are presented as an estimated average for the group of teams that will be appearing in the Knock-out Stage of the tournament.

Average prize money:	€14 million
Estimated market pool payment:	€12 million
Estimated ticket revenues:	€10 million
Estimated commercial and marketing revenues:	€8 million
Estimated increase in squad value:	€6 million

Estimated total average earnings for qualifying from Group Stage: €50 million

In addition to prize money and pool payments, clubs that have failed to qualify for the Knock-out Stage of the UCL will still also realise additional revenues from ticket sales, commercial and marketing revenues and increases in the value of their playing squads. The figures below are presented as an estimated average for the group of teams that will not be appearing in the Knock-out Stage of the tournament.

Average prize money:	€8 million
Estimated market pool payment:	€9 million
Estimated ticket revenues:	€6 million
Estimated commercial and marketing revenues:	€4 million
Estimated increase in squad value:	€5 million

Estimated total average earnings for qualifying from Group Stage: €32 million

Countries benefitting from the UCL during the calendar year 2009

An assessment of the countries benefitting from the UCL in 2009 can be made by considering the Knock-out Stage of the season 2008/2009 and the Group Stage of the season 2009/2010.

Drawing from official data reported by UEFA for the season 2008/2009, the UCL earnings for individual countries that had teams participating in the First Knock-out Round, Quarter-Finals, Semi-Finals and Final have been calculated on the following basis:

Market Pool payment + First Knock-out Round payment + Quarter-Final payment + Semi-Final payment + Final payment + Solidarity Payment

On this basis, the following is a league table of the major beneficiary countries for the 2009 component of the 2008/2009 UCL season (i.e. those countries with teams participating in the First Knock-out Round, Quarter-Finals, Semi-Finals and Final):

England	€87,876,000
Italy	€63,607,000
Spain	€56,947,000
Germany	€41,868,000
France	€11,014,000

When factoring in the prize money earnings from this season's UCL (from September 2009 up to Christmas 2009), the Top-5 for 2009 of country earnings from the UCL are:

England	€129,476,000
Italy	€104,007,000
Spain	€96,947,000
Germany	€71,168,000
France	€42,314,000

Last season in review: Countries benefitting from the UCL

Drawing from official data reported by UEFA for the season 2008/2009, the UCL benefits of the last full campaign for individual countries have been calculated on the following basis:

Participation Premium payment + Group Match Participation payment + Performance bonus payment + Market Pool payment + First Knock-out Round payment + Quarter-Final payment + Semi-Final payment + Final payment + Solidarity Payment

On this basis, the following is a league table of the major beneficiary countries for the 2008/2009 UCL season:

England	€119,676,000
Italy	€93,607,000
Spain	€89,447,000
Germany	€57,468,000
France	€32,014,000
Portugal	€26,523,000
Netherlands	€25,906,000
Greece	€18,870,000
Ukraine	€15,569,000
Rumania	€14,905,000
Turkey	€14,674,000
Scotland	€13,008,000
Denmark	€12,980,000
Switzerland	€9,024,000
Russia	€8,418,000
Cyprus	€7,972,000
Belarus	€6,482,000