

CHAPTER 1

INTRODUCTION

Premier league is by far one of the most successful football leagues all around the world. Tens of millions of football fans all over the world see football matches through the television. There are many talented players competing in this successful division of Football League.

Premier league is very successful because it achieved a lot in terms such as the revenue, operating profit and its relationship with its business partners like big International brand such as Adidas.

Besides this, it also maintains a good relationship with other types of Investments such as Bank institutions and other useful foreign investment. It is worthwhile enough for researchers to make the effort into its operating field. Also, it is very important to get to know the deep knowledge about the brand of the Premier League. This is because brand is one of the foundations for business in the modern world (Keller, 2013).

clubs remained by far the largest spenders on transfers in the world, whereas German and French clubs were net 'exporters' of talent in the 2015/16 season. Notably, the Premier League collectively recorded net transfer receipts for the first time in a single transfer window in January 2017, primarily due to exports to Chinese clubs. Whether this will continue given increased local regulation remains to be seen, a development discussed further in For all the teams in China.

1.1 Research Background

Broadcasting right deals have a significant impact on the European's 'Big Five' football leagues in terms of finance. This includes the deals that took its effects for UEFA in the season 2015 to 2016 and the broadcasting deals that were carried on in England in season 2016 to 2017. The new broadcasting deals in Italy and Spain showed significant rise in finance, compared with the last one. In particular, Spain's

football league sold their broadcasting right as a whole for the first time. This is for the purpose of the equality of the distribution of revenue. The new German Football League, Bundesliga's international broadcasting deal in season 2015 to 2016 will be changed into a domestic broadcast deal which initiated in season 2017 to 2018. This new deal is the reason to make the revenue of the German's League rise by 85% in season 2015 to 2016.

1.2 Research Objective

Across the Europe, the significant rise in UEFA distributions in season 2015 to 2016 was very essential to the European clubs and leagues. Spanish League had an increase by 50%, while the British clubs enjoyed a rise of 80%. Both of these issues made the competition of the local matches fiercer. This increase of the revenue across the Europe attracted more opportunities for the financial resources and made the policy and administration of the finance regulation more essential in Europe.

Although there were improve the circumstances of the broadcasting deals and the UEFA distribution in Europe, the Premier League goes on leading the other major European leagues in terms of strength, especially in terms of the revenue of broadcasting. This phenomenal has lasted for more than 10 years. The new broadcaster right cycle of the Premier League review guarantees a rise of 38 million pound of each British club under the policy of central distribution.

The Premier League is the top level of the English football league system. Contested by 20 clubs, it operates on a system of promotion and relegation with the English Football League (EFL).

1.3 Research Meaning

For more than 25 years' time, the Premier league has adopted a strategy of equal distribution in the revenue of broadcasting rights deal which has always been sold as a whole. This has been a key of the advantage of the Premier League. This distribution system of the revenue is the most equal across all European leagues. Moreover, it also makes sure that every club could have a minimum guarantee of the revenue as long as they are competitive enough to stay up in the Premier League. This is one of the root reasons that make the Premier League very competitive in Europe. Title winning of

Leicester City's in Premier League in season 2015 to 2016 is a very impressive example, as the club has not been famous at all. In fact, the Leicester City has gained 90 million pounds of the broadcasting revenue and this is a number that cannot be easily achieved in other big leagues in Europe, given the small level of strength and resources of this club. Premier league has an excellent strategy and mechanism to balance the whole league and provide that the weaker club with an opportunity of title-winning without too much expense.

1.4 Theoretical Framework

Leicester City became the fourth title winner of the Premier League in its history. However, this phenomenon cannot be replicated by the other major leagues in Europe. In other European Leagues, it is big clubs that could win the game. In fact, in season 2015 to 2016, Paris Saint-Germain won the title in France. Bayern Munich became the champion in Germany and Juventus led the league in Italy. The three teams have won the titles in their respective leagues for the consecutive four years. At the same time, Barcelona won their title in La Liga. It was the third champion in its previous four seasons.