

2nd edition



December, 2019

Brazilian clubs matchday revenues

Sports Value

Sports Value specializes in sports marketing, branding, sponsorships, activations, brand valuation and sports properties valuation.

The company is born with the purpose of offering a new sports marketing vision to sponsors, clubs, leagues, athletes, federations and media groups.





Sports Value is guided by the search for adding positive values to its clients' projects, always with effective return, both in tangible and intangible terms.

Sports Value brand represents 360 degrees vision of sports marketing and is also a target in the constant pursuit of return for its clients.

The company has the largest database in the market, with data from the last three decades of Brazilian and worldwide sports business.

The evaluations have their own solid methodology, thanks to this extensive database. All strategies for the clients are based on their business, using reliable, tested, and value-based assumptions of their brands and projects.

Methodology

-  **Sports Value** finished an analysis about the matchday revenues at Brazilian football, with data from 2018.
-  The methodology considers clubs' members revenues, gate receipts and other stadium exploitations.
-  Many clubs do not provide any additional information beyond the gate receipts and membership campaigns.
-  The member (sócio) must be part of the matchday revenue, since the biggest benefit of this target is the preferential acquisition of the matches' tickets.



Matchday revenues

Matchday revenues generated by Brazilian clubs reached a record in 2018. Brazilian football clubs produced **R\$ 999 million** (US\$ 257 million), compared to R\$ 943 million (US\$ 283 million) in 2017.

The numbers are impacted by the exchange rate.

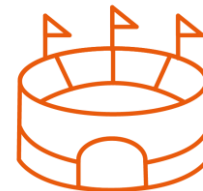
This record turnover of almost **R\$ 1 billion** represents a **6%** increase compared to 2017.

That was an increase of about **3%** in revenues from gate receipts and other commercial exploitations and about **10%** in resources generated with clubs 'members.

These values are considered the 100 largest clubs in Brazil.

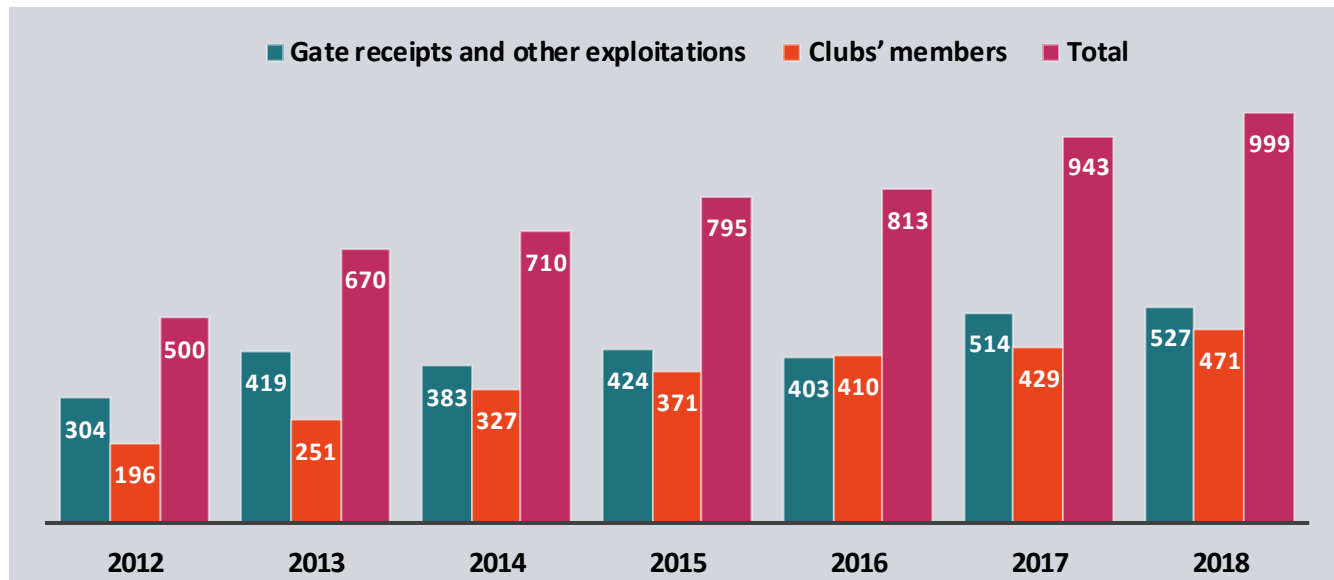
Sports Value has its own methodology for calculating the value moving through the Brazilian football clubs' market.

Brazilian football is only the **10th** league in matchday revenues in stadia market worldwide. A big business around **US\$ 50 billion** in global revenues.



Matchday revenues

Revenue evolution - Brazilian clubs matchday revenues R\$ Million



Source: Sports Value

Matchday revenue grew 107% in seven years. In this period the accumulated inflation was 50%.

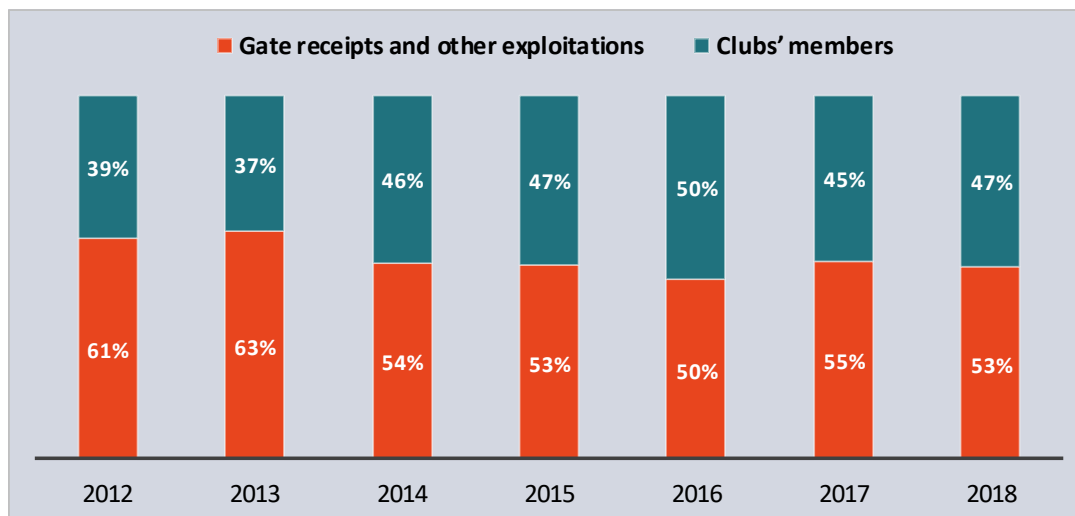
Matchday revenues

In 2018, gate receipts and other exploitation accounted for 53% of the volume generated from stadiums, compared to 55% in 2017.

Since 2012, membership programs have gained importance in Brazilian club revenues.

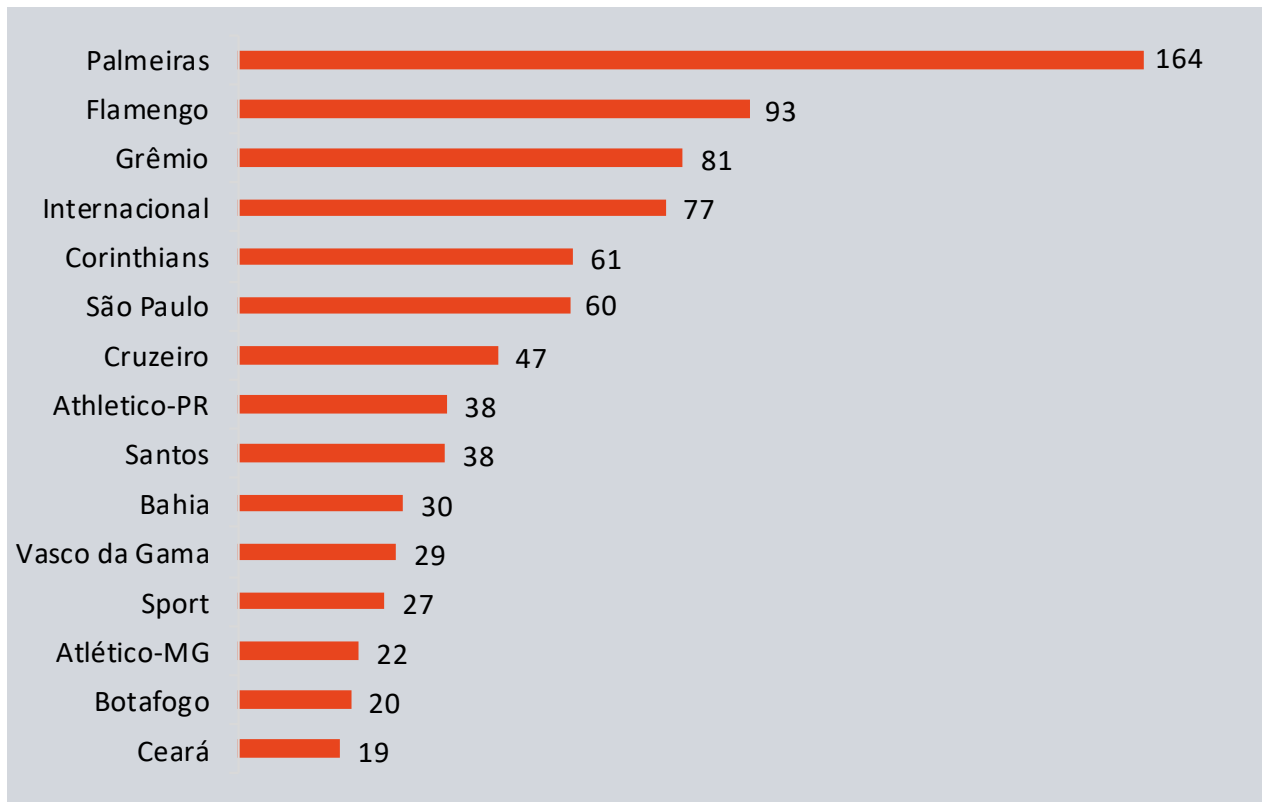
In 2012, revenues from members represented only 39% of the total, which rose to 50% in 2016 and fell to 45% in 2017 and now stands at 47%.

Revenue Share- Brazilian matchday revenues



Matchday revenues

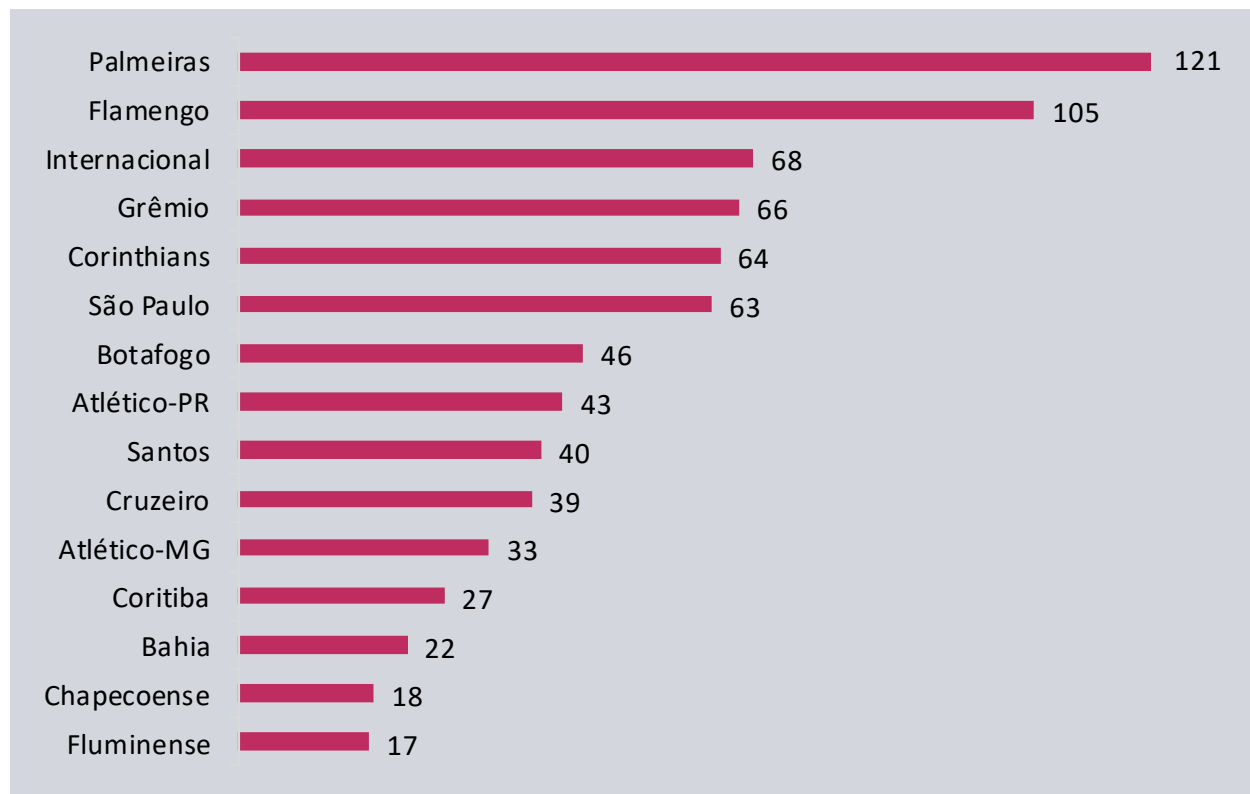
Ranking- Matchday revenues - 2018 - R\$ million



Source: Sports Value

Matchday revenues

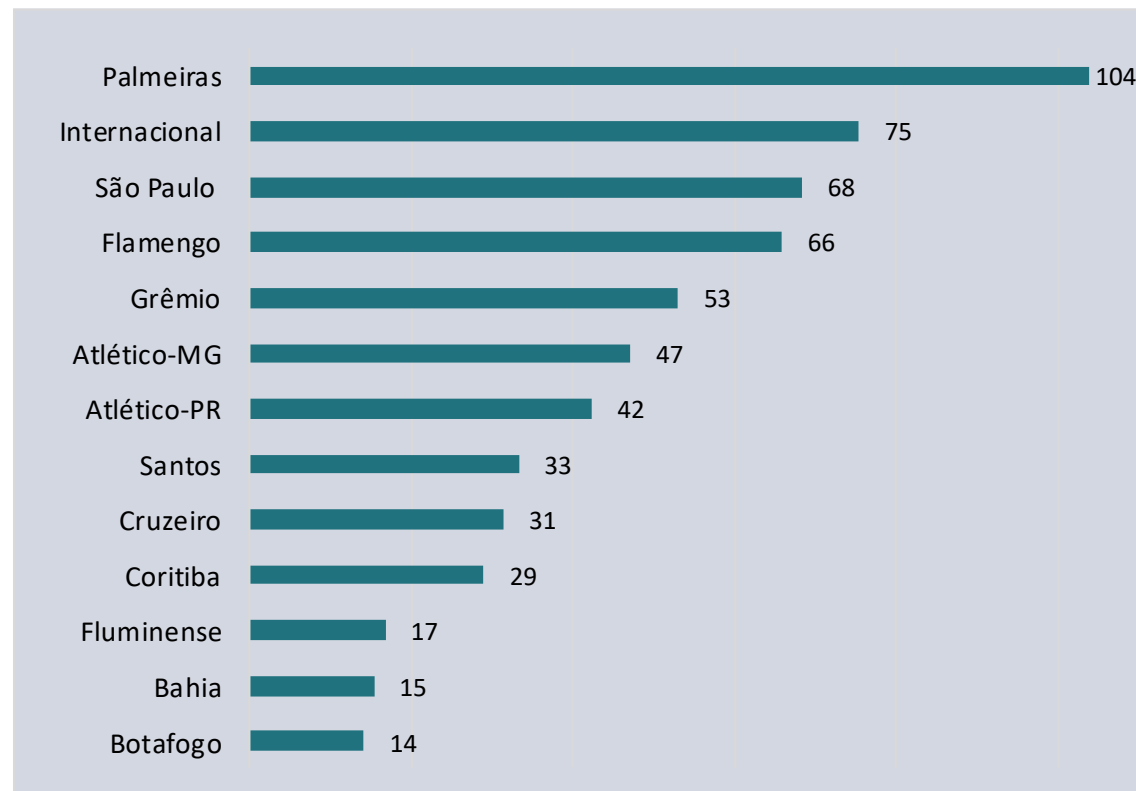
Ranking- Matchday revenues - 2017 - R\$ million



Source: Sports Value

Matchday revenues

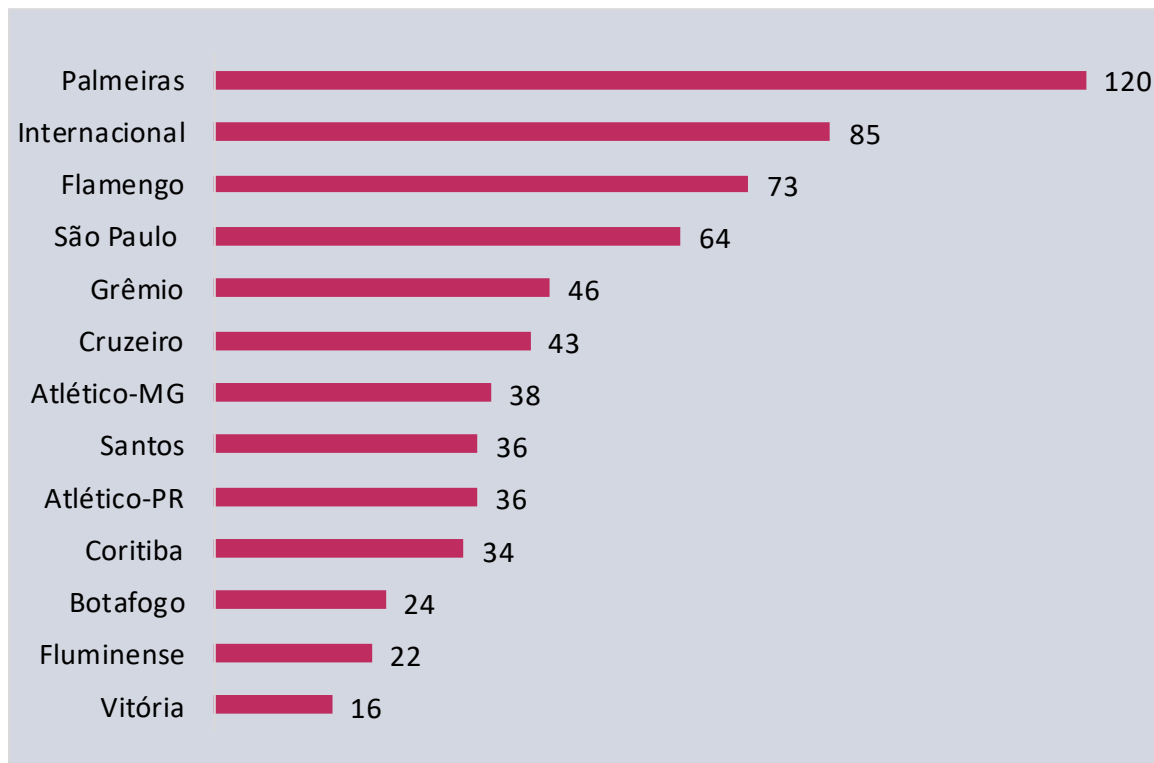
Ranking- Matchday revenues - 2016 - R\$ million



Source: Sports Value

Matchday revenues

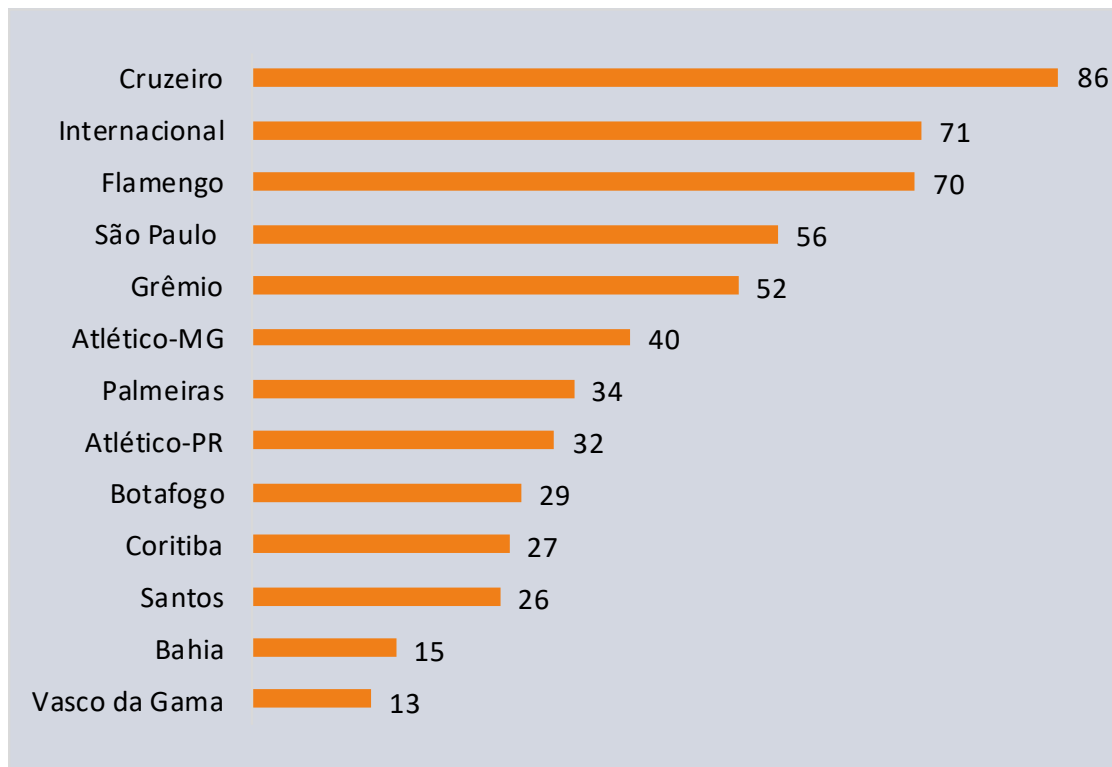
Ranking- Matchday revenues - 2015 - R\$ million



Source: Sports Value

Matchday revenues

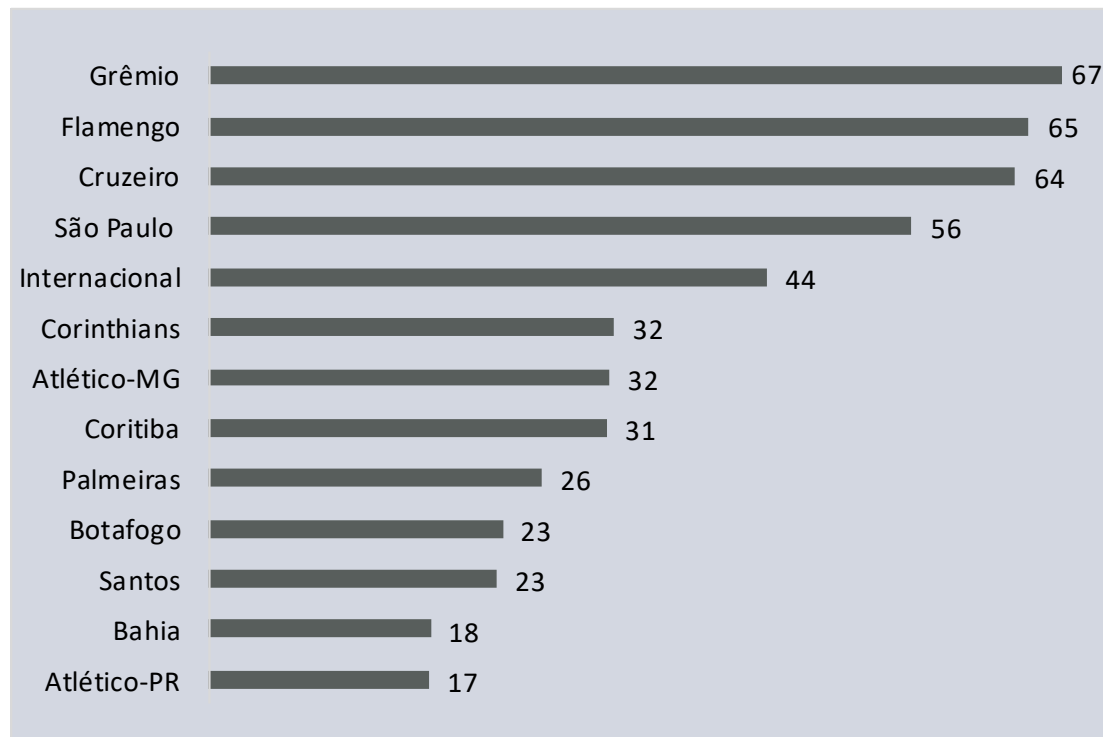
Ranking- Matchday revenues - 2014 - R\$ million



Source: Sports Value

Matchday revenues

Ranking- Matchday revenues - 2013 - R\$ million



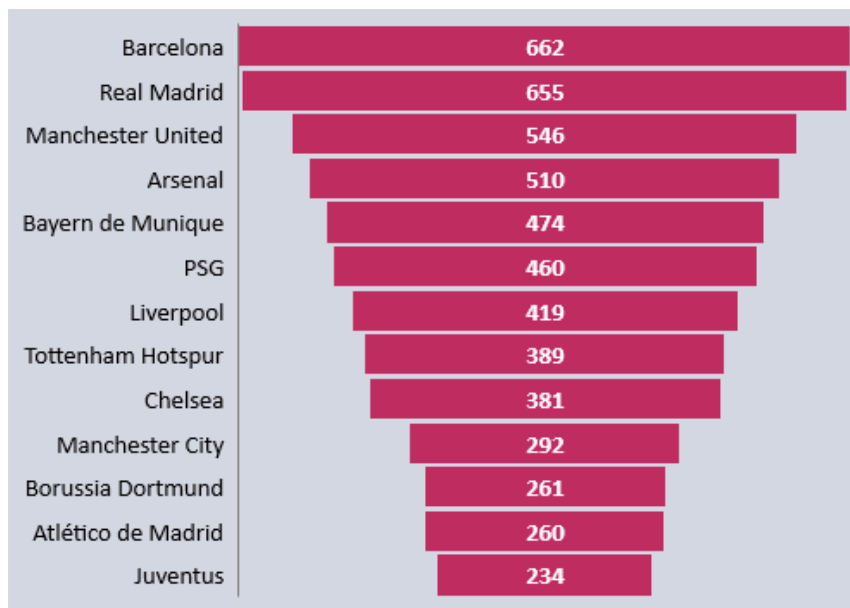
Source: Sports Value

Matchday revenues at European football

Although matchday revenues have grown in recent years, Brazilian football represents very little of the global stadium and arena revenue market.

The Brazilian stadium market represents only **0.5%** of the global movement of the sector.

Ranking- European matchday revenues - 2018 - R\$ million



Source: Deloitte

Contact



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Services

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Trends Reports

The ever-changing world requires companies, agencies, clubs and federations to make their decisions in anticipation of trends and directions in today's world.

NEW!



Startups Consultancy

The world's startup ecosystem represents US\$ 1 trillion today. In sports already exceeds US\$ 9 billion and is expected to triple over the next five years.



Sports Marketing

Sport offers a unique platform for brands enhancement, engagement and consumer loyalty and effective sales expansion.



Sports Branding

In today's ever-changing world and with increasing consumer demand, branding or brand management becomes even more essential.



Sponsorships and activations

Sports sponsorship and its complementary activation actions are proven to be the best marketing tool for today.



Brand valuation

Branding is a fundamental discipline in the global business. Brands are constantly evolving and must be at the heart of every management.



Sports properties valuation

Sports Value is the first company in the Brazilian market to evaluate sports assets, with its own methodology and extremely consistent premises.



International Affairs

The rapidly evolving world demands that sports marketing projects have a global character today.

<https://www.sportsvalue.com.br/en/initial/>

An aerial view of a large football stadium filled with spectators at night. The pitch is visible in the lower half of the frame. The stadium lights create a warm, orange glow. The sportsvalue logo, consisting of two concentric circles and the text 'sportsvalue', is overlaid in white on the left side of the image.

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