



March, 2020

COVID-19 Economic Impact on Sports Industry

Sport as an important economic sector

Leagues, teams, sponsors, investors, media are suffering with COVID-19's crisis.

Competitions being cancelled or extended.

Matches with closed gates and leagues deciding to simply paralyze their activities.

Sports Industry indirect and induced effect

By Sports Value calculations, for every US\$1 generated directly with a professional sports league, can reach up to US\$ 2,5 produced in indirect and economy-induced effects.



**COVID-19
Impact on
Sports Industry**

COVID-19 Impact on Sports Industry

Losses will be inevitable

Matchday revenues -By League- US\$ million



Source: Sports Value

COVID-19 Impact on Sports Industry

Losses will be inevitable

According to **Forbes**, the big professional sports leagues will lose **US\$ 5 billion** in revenues.

KPMG predicted that Top 5 European Leagues will lose other **US\$ 4,5 billion** in revenues.

Losses = Gate receipts, broadcast rights, product sales and sponsorships

Sports Value's prediction shows that professional sports sector will lose more than US\$ 15 billion with COVID-19.

9% of all Sports Pro revenues.

2% of global Sports Industry .





Challenges & New trends

How to work on this environment?

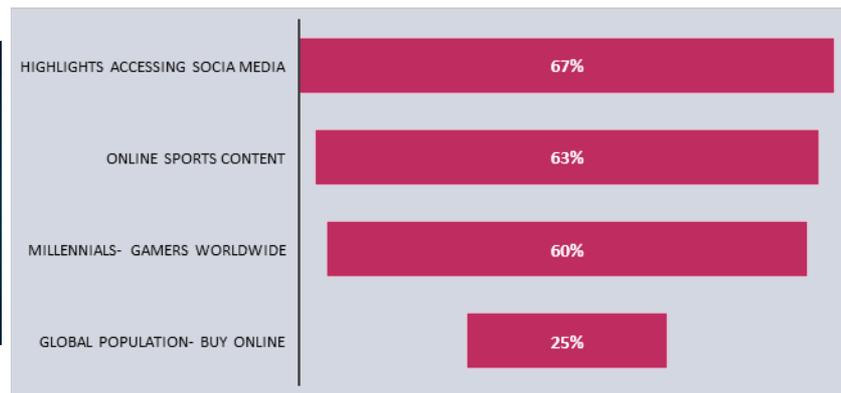
The world is in lockdown!

- People are enclosed in their homes.
- Digital environment will be a fundamental response to this confinement.
- For work and leisure.
- Brands need to exploit this high unique home audience.



Global
4,6 billion people are connected in Internet.
3,8 billion in social media platforms.
US\$ 3,5 trillion e-commerce sales in 2019.

Football fan and shoppers





Challenges & New trends

Teams and idols at social network



EUROPEAN FOOTBALL CLUBS

#	CLUB	Liga/ Land	Digitale Community	Facebook	Instagram	Twitter	YouTube	SuuWeibo
				Gefällt mir 01.12.2019	Follower 01.12.2019	Follower 01.12.2019	Abonnenten 01.12.2019	Follower 01.12.2019
1	FC BARCELONA	Liga Spain	255.044.023	103.108.200	80.311.451	17.070.181	8.388.917	4.335.228
2	REAL MADRID	Liga Spain	254.644.197	110.671.091	80.917.810	14.254.014	5.229.632	3.607.794
3	MANCHESTER UNITED	Premier League UK	140.676.064	75.217.739	32.039.913	13.101.294	2.270.488	9.504.630
4	CHELSEA	Premier League UK	91.646.079	46.041.822	19.711.991	16.800.004	1.479.918	5.588.802
5	JUVENTUS	Serie A Italy	89.088.324	39.894.760	34.240.647	10.201.891	2.361.911	2.349.071
6	FC BAYERN MÜNCHEN	Bundesliga Germany	81.369.876	49.911.141	15.148.545	6.976.441	1.309.918	3.981.687
7	LIVERPOOL FC	Premier League UK	78.627.129	35.431.008	21.507.242	15.216.412	9.432.860	8.088.687
8	MANCHESTER CITY	Premier League UK	77.929.098	38.018.983	16.286.835	12.475.110	2.170.817	8.479.831
9	PARIS SAINT GERMAIN	Ligue 1 France	77.878.581	38.899.808	21.996.641	9.392.696	2.000.762	1.719.014
10	ARSENAL	Premier League UK	76.109.334	37.724.205	18.344.171	13.495.422	1.580.588	4.384.948

Big idols have more followers on social media than their clubs.

FOOTBALL STARS

#	PLAYER	Team, Liga	Digitale Community	Facebook	Instagram	Twitter
				Gefällt mir... 01.12.2019	Follower... 01.12.2019	Follower... 01.12.2019
1	CRISTIANO RONALDO	Juventus FC, Serie A	388.087.609	122.117.634	185.593.777	80.376.198
2	NEYMAR JUNIOR	Paris Saint Germain FC Ligue 1	231.582.647	60.360.324	126.818.666	44.403.657
3	LEO MESSI	FC Barcelona, LaLiga	222.675.603	89.998.180	132.677.423	0
4	JAMES RODRÍGUEZ	Real Madrid, LaLiga	94.350.082	32.229.689	43.665.574	18.454.819
5	GARETH BALE	Real Madrid, LaLiga	88.352.191	28.148.066	42.014.702	18.189.423
6	ANDRÉS INIESTA	Vissel Kobe, J1 League	83.167.650	26.478.206	32.233.623	24.455.821
7	MESUT ÖZIL	Arsenal, Premier League	76.421.414	31.061.309	21.031.017	24.329.088
8	SERGIO RAMOS	Real Madrid, LaLiga	75.314.661	23.403.027	35.409.871	16.501.763
9	MARCELO	Real Madrid, LaLiga	73.272.306	19.764.217	41.794.611	11.713.478
10	ZLATAN IBRAHIMOVIĆ	LA Galaxy, Major League Soccer	70.934.470	26.177.663	38.667.376	6.089.431

Source: Result Sports

Challenges & New trends

How to work on this environment?

What leagues and teams MUST do:

- Continuous fan engagement work.
- Use digital channels, players and former players/coaches to entertain the fan.
- Use this new content to create new deliveries for sponsors.
- Providing new unique content for broadcast and rights holders.
- Develop leisure and sports activities to parents and their kids at home.
- Create weekly activities to the fans at social network, posting, interacting and exchanging passion.



Contact



Sports marketing branding, sponsorships, valuations.

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Our 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.

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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



International Affairs

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

An aerial, high-angle photograph of a large football stadium filled with spectators. The pitch is visible in the lower half of the frame, and the stands are packed with fans. The image has a dark, moody color palette with a blue-to-purple gradient on the left and a brown-to-orange gradient on the right. Overlaid on the left side of the image is the Sportsvalue logo, which consists of two concentric white circles. To the right of the circles, the word "sportsvalue" is written in a white, lowercase, sans-serif font.

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