



Benchmarking report - 10 key facts  
(financial year 2010)



## UEFA Club Licensing Benchmarking Report FY2010

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### 10 KEY FACTS

The report contains answers to **50** often asked questions covering financial matters, licensing results, youth participation and competitions, head coach profiles and migration, attendance trends and league structures.

- **6.6%** increase in top division income. The majority of countries reported club income increases.
- **64%** - The average percentage of income spent on employee costs, a small decrease on the previous year after 4 years of rising percentages.
- **€1.6 billion** 'bottom-line' net losses reported by top division clubs, 36% higher than the previous year record (€1.2billion).
- **Another 4** clubs sportingly qualified for this year's UEFA Champions or Europa League were refused entry on licensing grounds (**31** from 2004/05 to 2011/12).
- **Less than 100** top division clubs filled their stadium 75% on average, with more than half of these from Germany, England and the Netherlands.
- **17 months** – The average time head coaches have 'survived' at their current clubs, with more than half top division coaches lasting less than 12 months.
- **2.5** - The average number of club trained players on the pitch in UCL group stages, an increase from 2.1 ten years ago.
- **52%** of clubs reported a weakening in their balance sheet, indicating a lot of club owners did not cover the losses.
- **€3.3 billion** transfer purchases in year, with €2.3 billion the balance to be paid.
- **22** – The number of countries with at least one club with combined break-even deficits of more than €5m which would require owner capitalisation under the break-even rule.