

Critically evaluate: Professional team sport, how different is the US to the UK model, and are they getting closer?

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NFL vs Premier league

This report will evaluate and compare UK sport to the USA, it will include the league structure, merchandising and sponsorship, TV broadcasting rights, Globalisation, club ownership and stadiums. The two sports I will be focusing on is the premier league football and the NFL.

These two sports have an audience and business size bigger than we can imagine. They draw in millions of fans and sponsors each year. Bringing in billions of dollars and pounds every year. This report will compare both these two sports in all field areas to find out why they are both so great in their own countries.

1.1 Club ownership

Club ownership is having an investment in a particular club. This will involve putting money in to a club and providing a successful business for that club. 'These include a focus on diverse revenue streams including media rights, luxury seating, commodification and branding of clubs and their heritage, and diversified services as well as differing patterns of club ownership and administration' (Nauright, 2010). Becoming owner of a sporting club is an honor and a massive responsibility. However if done correctly can be very successful for that business.

1.2 Premier League club ownership

The Premier League is known to be one of the biggest leagues in the world, this league is the best league in Britain and continues to grow financially and have a fan base from all over the world. Club Ownership will entail a current business owner buying in to a club and will therefore financially support that club in all aspects. 'The Premier League is a private company wholly owned by its 20 Member Clubs who make up the League at any one time. Each individual club is independent, working within the rules of football, as defined by the Premier League, The FA, UEFA and FIFA, as well being subject to English and European law.' (Premier League, 2019)

'The expansion of foreign ownership in English football has been little short of an explosion, given that prior to 1997 there were no foreign owners in the English game. Egyptian Mohamed Al Fayed bought Fulham in May 1997 as he expanded his presence in the English and London markets with marquee purchases such as Harrods' department store. English clubs began to see new possibilities to raise revenues through public trading as early as 1983, but it was a long time before outsiders viewed clubs as a good investment.' (Nauright, 2010).

It is clear to see that foreign ownership has taken over the Premier League due to the revenue that is rewarded especially to the larger clubs such as Liverpool, Manchester city, Arsenal etc. 'American businessmen appear to be comfortable investing in the Premier League. There are two reasons for this, first is the gradual shift to a recognizable American-style business model for professional sports in England and

second is the amount of money generated by leading football clubs. With strong performances in the European Champions League along with the new television contract for the Premier League, there are English clubs that will make close to £50m in television revenues alone for the 2007/2008 season.' (UEFA, 2007).

Looking at appendix's 1, is it clear to see the amount of revenue is possible when these clubs are in the Champions league. The bonus from last year being 1,412.6 million euros. Which you can see why big investors want to have club ownership over these big clubs. Even though is some aspects the Americans having ownership in the Premier League is stated to be a good thing as they bring in a lot of financial benefits. Some fans and clubs get concerned. 'At the start of the 2006/2007 season in the Premier League the big fear from foreign investment was that football clubs might be used for money-laundering and that criminals could be buying and using clubs to hide illegal sources of income.' (Wulzinger, 2006). The example given that Chelsea owner 'Abramovich was accused of accumulating his vast fortune through questionable means and the perception was that Chelsea simply 'bought' their titles with his money. By 2007, many concerns surrounded questions that the new foreign owners, particularly the Americans, were only in it for the money rather than the long-term good of the club.' (Wulzinger, 2006). I believe this is still a concern to this date. This being that the bigger clubs will always continue to do well as they have the money to sustain great players and transfer new ones. Leaving other clubs finding it harder to compete.

1.3 NFL club ownership

'Professional football is a massive industry in America, with the National Football League (NFL) expected to pull in \$14 billion in revenue this year alone. As of 2017, the average NFL franchise is worth \$2.5 billion, according to *Forbes*, which makes NFL owners a very wealthy group.' (Huddleston, 2017)

'The National Football League has been a staple of American sports since the 1920s. Back then, the franchising fee to start your own team was about \$100. Some NFL teams are still owned by the same families who started the franchise. To buy an NFL team today, it can cost more than \$1 billion.' (Geeter, 2018)

Each NFL team will have their own owners, some being families and others being businesses. 'Nowadays, you have to be extremely wealthy to buy an NFL team. However, there are a few families in America, such as the Rooneys and Al Davis 'clan in Oakland that became filthy rich by owning an NFL team.' (Davenport, 2019) Due to the safety of having a NFL league due to it being a closed league allows big investors to want ownership of NFL teams, as they are almost guaranteed to make profit. Some owners will also have a cross ownership with another club in a different country. 'The NFL also has prohibited cross-ownership of majority interest in teams in other major American sports. Some owners, such as Stan Kroenke of the St. Louis Rams and Malcolm Glazer of the Tampa Bay Buccaneers, own teams in the English Premier League, but Kroenke was forced to cede control of the Colorado Avalanche (NHL) and

Denver Nuggets (NBA) to his son when he took over the Rams in 2010.' ' (Davenport, 2019)

1.4 Comparison in club ownership

It is clear to see that having an ownership in either Premier League or NFL comes with a large cost. From this research being an owner of an NFL team is more expensive than a Premier league team on an average. This being because in the Premier league there are 5/6 teams that will be at the highest end of cost for ownership. However compared to NFL where all 32 teams are highly competitive and it could be argued that it is more fairly structured allowing a more competitive league compared to the premier league.

2 League structure

2.1 League structure premier league

The Premier League is the top tier of England's football pyramid, with 20 teams battling it out for the honour of being crowned English champions. (Premier League. 2017). The premier league is the most watched league all over the world, due to the most famous clubs, players and managers. 'Premier League is the most watched league on planet with 900 million homes watching the action in 190 countries.' (Premier League. 2017).

The formation of the English Premier league, 'During a Premier League season, each club plays one home and one away match with every other team in the league. A match victory gives the winning team three points in the standings, while a draw results in one point for each club. The league has no postseason tournament: the team with the most points at the end of the season is the Premier League champion. The top four point-scoring teams each year qualify for the next season's Union of European Football Associations (UEFA) Champions League tournament. Meanwhile, the bottom three clubs of the Premier League are relegated (dropped), and the top three finishers of first-division (EFL Championship) teams of the EFL are promoted to the Premier League' (Augustyn, 2019)

The premier league is an open league which is extremely competitive due to the uncertainty of being relegated each season. From (appendix's 2) it shows from 1992-2014 the clubs that have continuously stayed in the premier league and the clubs before that have been promoted, stayed and been relegated from the premier league. This high competitive league relates to why investors will be more determined putting money into an open league such as NFL as there is no certainty of staying in the premier league.

2.2 League structure NFL

The NFL is known to be the most profitable sport in the World, this being because it is played throughout America and is a highly competitive Closed League. Closed League meaning there is no relegation so the teams are always safe.

There are 32 teams in the NFL that are split evenly between two conferences: the American Football Conference (AFC) and the National Football Conference (NFC). Each conference is further broken down into 4 divisions: East, North, South, and West. Each division has 4 teams, who play each other twice a year, in one home game and one away game. These intra-division teams have some of the biggest rivalries, because they play each other so regularly. The rest of the 16-game regular season is based on the teams' relative performance in the past year and on a rotating schedule so that all teams play one another at least once every 3-4 years. (Goalpost, 2015).

Even though the NFL is known for making a large profit 'evidence has emerged that suggests that the NFL's market strength and popularity may be waning. The NFL's television ratings decreased for the second straight year' (Deitsch, 2018). This meaning that people may be looking to watch other sports instead. However the Super Bowl is the annual championship game of the National Football League, pitting the champion of the National Football Conference and the American Football Conference against one another. It is one of the biggest single day sports events in the world drawing high television ratings each year. The 2015 Super Bowl had a record-breaking average TV-audience of 114.4 million viewers. (Fuller, 2019)

The NFL use a system called 'Drafting players' this meaning that all NFL teams at the end of each season will go into collages and pick a player to join their team. At a 1935 league meeting, Bell proposed that the NFL hold an annual player draft to level the playing field and make sure that every franchise remained financially viable. League owners voted unanimously to adopt his proposal, setting up the inaugural NFL Draft in 1936. (NFL, 2019) This meaning that the league is more competitive and fairer. It also gives the collage players an opportunity to enter the league and become professional sports players.

2.3 Difference in league structure

The main comparison in these two leagues is the 'open' and 'closed' league. This meaning that both leagues serve and differernt finanical worry but both serve the same purpose. Both leagues have a number of differernt teams that are looking to win the tital in each league, making them both the most competitave and biggest leagues in the World. These highly competitive leagues allow the excitement of fans and big business owners putting so much investment into both leagues.

3 Merchandising and sponsorship

3.1 Merchandising and sponsorship Premier League

From the start of the 2019/20 season Barclays will become the title sponsor of the Barclays FA Women's Super League. Together with its sponsorship of the Premier League, where it has extended its partnership as the Official Banking Partner for another three years, Barclays will become the first brand to sponsor the leading English leagues in both men's and women's football. With the Premier League firmly established as the most popular league in men's football worldwide, Barclays is joining the FA as partner of the WSL as its sets off on its journey to become the leading women's league just one year after turning fully professional. (Barclays, 2019)

Merchandising and sponsership plays a massive role in financing the Preimer League teams. (Appendix's 3) shows the 2017/2018 Premier league teams and how much each team gets by their main sponsers of this season. The bigger teams such as Manchester United who signed a massive £53 million a year shirt sponsorship deal with American car company Chevrolet in 2013 for the 7 year contract which is the biggest in sports history by far. Arsenal also signed a £30 million a year deal with Emirates which includes naming rights of the stadium while Chelsea recently announced a massive £40 million a year deal with Japanese car tyre manufacturer Yokohama which is a 5 year deal worth £200 million. (Totalsportek, 2017) They will have differernt big companies bidding for there company of this merchadise. Having millions of fans buying the shirt with your business on the front is a massive investment for these companies.

The 2017/2018 season brought in the sleeve sponser, allowing more companies the chance to sponser these clubs and allow to clubs to get more money. 'Premier League clubs are making more than ever before through big money sponsorship deals, and with sleeve sponsors entering the picture this season they are set to fill their boots even more.' (Mirrorfootball, 2017) For example Chelsea annouced that they will have a sleeve sponser from Alliance tyres worth 8 million pounds for the one season.

Premier League players will also get individual sponsors from big companies, especially the players who are standing out in their team for example. 'Liverpool star Mohamed Salah has penned a new sponsorship deal with Uber in his native Egypt. The deal was officially signed on February 2, 2018 and comes a little over a month after Salah had been appointed as brand ambassador for the year 2018 by another corporate, Vodafone Egypt. The striker has also been the face for Pepsi in the MENA region.' (soccer, 2018).

3.2 Merchandising and sponsorship NFL

Nike have been the main sponsor for many years and have recently extended their contract. The two brands announced on Tuesday that they would be extending their partnership for another eight years. The new deal will take place when the current one expires in 2020 and will run through 2028. (Garcia, 2018) This will mean that Nike will sponsor all of the NFL team kits. However financial details of the NFL deal weren't released, but the deal with the NBA was worth a reported \$1 billion for eight years. (Garcia, 2018)

The NFL has a number of sponsors spending millions each year of different teams 'Sponsorship spending on the professional football league and its 32 teams rose 5.9 percent to \$1.32 billion in the 2017-2018 season, according to ESP research. Spending rose 4.3 percent in the previous season. (Sponsorship, 2018)

There are many big companies sponsoring the NFL teams, interestingly some companies are battling with players for not wearing the correct sponsor. 'One of the most contentious battles the NFL has fought with its players of late has been over players' desire to wear Beats headphones rather than the league-sponsored Bose headphones. In 2011, the league's contract with Motorola for headsets worn by coaches on the side-line expired, leaving the door open for the NFL and Bose to strike a deal. Since Motorola was never a player in the consumer headphone market, the NFL never cared what type of headphones players chose to wear. Now that Bose is a partner of the NFL and also happens to be a major competitor of Beats, the league has begun fining players who wear Beats headphones in line with current league policy.' (Altman, 2015)

The advertising revenue from the 2018 Super Bowl for example stood at around 408 million U.S. dollars. An average 30-second ad-spot during the Super Bowl broadcast cost an estimated 5.25 million U.S. dollars in 2019. (Fuller, 2019)

3.3 Comparison between NFL and Premier League Sponsorship

Both leagues have a large sponsorship deals with the biggest companies in the world, these sponsorships allow these leagues and players to have extra income and at the same time benefits these companies as their businesses are being worn and seen all over the world. The difference in these leagues is the Premier League teams will each have their own sponsors in each club. Whereas the NFL jerseys are all Nike.

4 TV broadcasting rights

4.1 TV broadcasting rights Premier League

The Premier League is played on many TV channels all over the world, However in the UK the two companies that continuously provide the commentary and image of the Premier league is Sky and BT. 'Sky and BT Sport have paid a record £5.136bn for live Premier League TV rights for three seasons from 2016-17. The figure represents a 70% increase on Sky and BT's current £3bn deal.' (BBC sport, 2015) These two TV companies will angry to curtain matches and competitions there TV breakdown deal is;

BT Sport	36 matches on Saturday including 28 at 5.30pmSix midweek evening matches
Sky Sports	28 Saturday at 12.30pm28 Sunday 1.30pm-2.15pm28 from 16:00-16:30 on Sunday28 Monday (no less than 18) or Friday (no more than 10)Eight Bank Holiday and 6 Sunday

(BBC Sport, 2015)

This allows a structure for both teams to get a fair amount of matches and not both are allowed to play the same game. (Appendix's 4) Shows the breakdown of cost between Sky Sport and BT, It's clear to see that Sky sport pay the majority of the TV rights and they get most coverage of the Premier League games. However BT will get the big games such as the Champions League.

Since 2015 Sky and BT have extended their deals and will show more games than ever. 'Sky has extended its Premier League rights deal until 2022 and will show "more matches than ever before". The four packages will show 128 games a season on its dedicated Sky Sports Premier League channel, including Saturday evening fixtures for the first time. BT Sport has also extended its deal until 2022. Next season the broadcaster will continue to show games at 5.30pm on a Saturday. However, from August 2019 BT coverage will move to the Saturday lunchtime match slot. (The Week UK. 2018)

4.2 TV broadcasting rights NFL

The statistic depicts the total value of NFL television broadcasting rights deals from 2014 to 2022. The NFL's national TV deal with ESPN is worth a total of 15.2 billion U.S. dollars from 2014 to 2021. (Statista, 2019).

Thursday night games are the biggest demand for TV rights for different TV companies, these companies include Fox sports, NBC and CBS. 'Fox Sports announced its new five-year deal with the NFL for television rights to 11 regular-season Thursday night games per year, starting in the fall with the upcoming 2018 season. Thursday Night Football previously aired on both NBC and CBS, with the two

rival networks splitting a 10-game package each of the past two seasons as part of a deal that reportedly cost them a total of \$450 million annually.’ (Huddleston, 2018)

In 2017 it was announced that the amount of people watching NFL decreased. ‘NFL ratings declined nearly 10% in 2017, marking the second straight year ratings dropped, with the average weekly viewers for Thursday Night Football reportedly dropping to 10.9 million from 2016’s 12.4 million. Despite the ratings dip, Nielsen data recently showed that NFL games contributed 20 of the top 30 highest-rated TV programs of 2017. (Huddleston, 2018) The reason for this decline in viewers may be to do with people looking to watch different sports as well as NFL, to try to get into a new sport at the same time.

4.3 The difference in TV rights from NFL to Premier League.

From Appendix 5 its clear to see that NFL Annual cost is most expensive from any other TV rights this being because it’s the most watched sport all over the world. There are also a lot more TV companies that bid to get the rights to show these games. Compared to the Premier League where the main TV coverage is on Sky Sports and BT. However the cost of TV rights in both sports is continuing to rise as the demand to watch sport is rising.

5 Globalisation

5.1 How is the premier league becoming more globalised?

Globalisation in sport is becoming bigger than ever ‘The world of sport is changing rapidly and radically, with NFL games in London, Russian football clubs hoping to play a match here, European golf in India, Formula One shifting from Europe to Asia, American basketball pushing into China. (Oliver, 2008). Having large events all over the world allows fan bases and people from around the world to be involved in different sports that may not be very popular in their particular country. This allows people to have the opportunity to try new sports as well.

International fan bases for the premier league is to do with many different theories, it is common to know that certain players can attract different countries to support an English football Club, for example ‘the Japanese interest in Arsenal when Inamoto joined the club, in Greek support for Bolton after the signing of Stelios and most recently the tie up between Charlton and Shandong Luneng after the signing of Zheng Zhi last summer’ (Deloitte “Football Money League 2008).

The growth of the demand and fan bases for the Premier League will always continue to grow as it’s known to be the best league in the world. ‘Around £100m of that was spent by NowTV to secure the rights for Hong Kong, Showtime Arabia stumped up

around £60m for the Middle East and North African market and WinTV spent £50m to show games in China.’ (Bevan and Stevenson, 2008)

5.2 How is the NFL becoming more globalised?

The most challenging perspective of the NFL is making it more internationally accepted like that of football in the UK and all over the world.

The NFL began attempting to globalize in 1991 with the formation of the World League of American Football throughout Western Europe. The league would be shuffled around and renamed over the years until it disbanded in 2007. (Johnson, 2013)

The NFL are looking to get a London team together however it comes with a cost. ‘The plan is for the NFL to field a team in London by the year 2022 as the first game of the 15-year plan for expansion was in 2007 (Breer, 2015). The NFL and Roger Goodell have plans to go from a \$10 billion dollar empire to \$25 billion dollar empire by 2027 and in order to do so, he and the league feel it is necessary to expand into global markets such as Canada, Mexico and England.’ (Williams, 2016). Even though the NFL is watched all over the world and has an extremely high fan base, the participation of the sport is much lower in countries outside the USA.

Williams, 2016 makes a valid conclusion that the NFL if expanded all over the World could become the biggest sport in the world, it states ‘Worldwide expansion will be a great move for the NFL once all of the logistics are figured out and the team is fielded. Can you imagine in 25 years a Super Bowl played in Paris, France that is bigger than the World Cup of soccer or the top player in the NFL not being from the U.S. but Germany, or the mix of top talent from all the countries of the world in the draft?’ Even though this is a long shot for the NFL game, if it goes through it could become the biggest sport in the world.

5.3 What are both NFL and premier league doing to become more global?

Both NFL and Premier League are continuing to find new strategies to become more globalised, in present time Premier league is currently larger than the NFL as football itself is much bigger and played all over the world, whereas NFL is mainly based in the USA. However the NFL is continuing to find resources to get American football played all over the world.

6 Stadiums

6.1 Stadiums in the Premier League

The premier league teams have their own unique stadiums that each hold their own capacity of home and away fans. (Appendix 6) shows the different capacity between all the Premier league teams. The larger clubs such as Manchester United have the biggest Capacity due to the success, history and fan base of the club.

The current news on a Premier league stadium comes from Tottenham's new stadium that has been estimated a cost of 1 billions pounds. Tottenham have not been shy in proclaiming their new stadium to be the best. With a capacity of 62,062, it is the biggest club ground in London and second only to Manchester United's Old Trafford in the Premier League. (Stone, 2019). This stadium has made it better than any other adding new accessories that no other stadium has its own microbrewery which produces craft beer.

Appendix's 7 shows an average ticket price for each Premier league team, the most expensive ticket and the least, the prices will change and be affect the demand of supporters wanting to get tickets, for example the top teams will always have a high demand for tickets so prices will be more expensive and usually stay the same, however the teams that may be struggling will do more offers on their social media and usually keep their prices lower.

Many of the Premier league stadiums have been moved and updated, North London's 60,000-capacity Emirates Stadium opened in July 2006, having cost the club £390million and becoming the first of the truly modern grounds that have since become so common in the Premier League. Dennis Bergkamp's testimonial between Arsenal and Ajax was the first match it hosted. (Sport mole, n.d)Having new and updated stadiums gives the fans a new exciting environment as well as more fans the chance to watch a game with a larger capacity.

6.2 Stadiums in the NFL league

A fan base as big as the NFL means the stadiums have to be bigger and better than any other. NFL has some of the biggest stadiums in the World. There are NFL stadiums with a capacity of more than 80,000 seating capacity, and these include Lambeau Field in Green Bay, Wisconsin with a capacity of 81,435 and AT&T Stadium in Arlington, Texas with a capacity of 80,000. (Chepkemai, 2018). However the Los Angeles Memorial Coliseum tops the list of largest stadiums for the NFL, while the largest stadium used to play American football is the Michigan Stadium in Ann Arbor, with a capacity of 107,601.(Chepkemai, 2018).

Appendix's 8 shows the price for a ticket at the LA rams Coliseum, these prices for a ticket are extremely expensive compared to an English Premier League ticket, these prices are to do with the high demand for tickets as well and the prices for living in LA. However compared to college football these stadiums are much smaller. Most of these college football stadiums are larger than their university's student bodies, and many

are larger than the cities they are located in (also see this follow-up analysis of attendance). New stadium and renovation costs recently have been skyrocketing into the nine-figure range: \$450 million at Texas A&M, \$400 million at Notre Dame, and \$474 million at Cal. (Boeing, 2016) These colleges are significant due to the success of drafting players from colleges.

6.3 Comparison between NFL and Premier League stadiums

Both Premier League and NFL stadiums hold a large capacity and look to improve their stadiums. The reason for this capacity is for the high demand of fans and each team wanting to have the best stadium in the leagues.

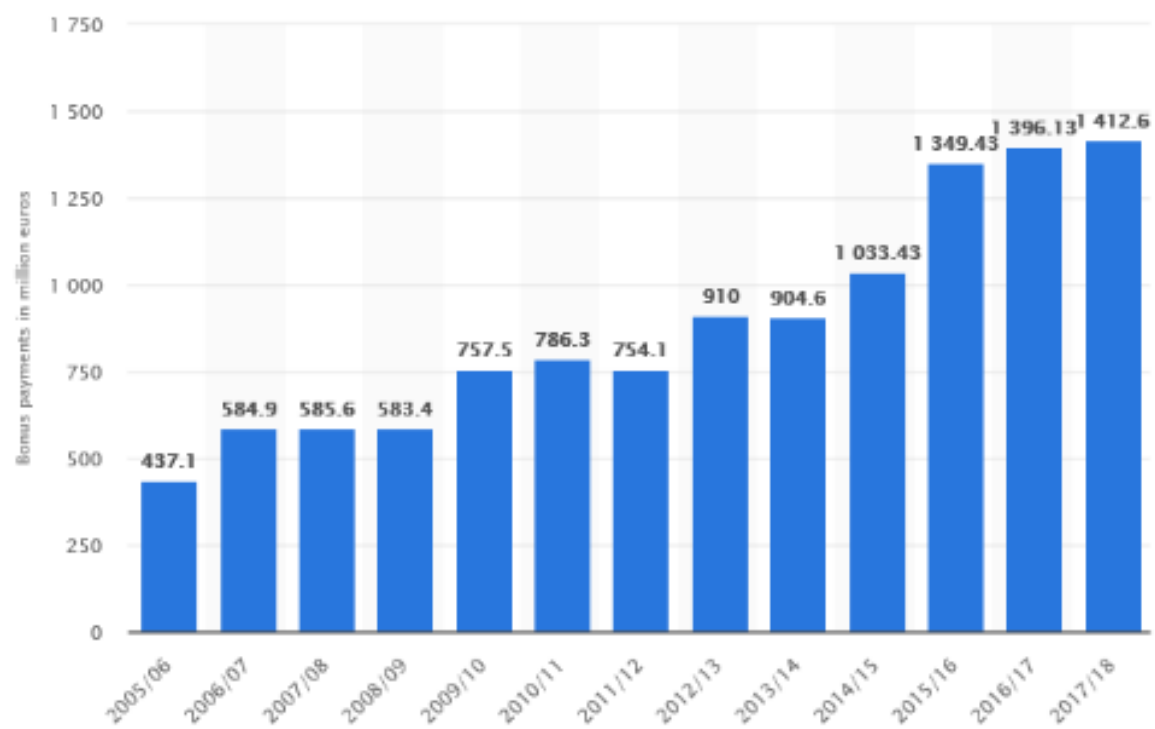
7 Conclusion

To conclude the NFL and Premier league as both huge leagues where all teams will compete to be the best. They each have their own theories and ways to become the best sport in the world and continue to grow fan bases and participation in there sports globally.

Appendices

Appendix's 1

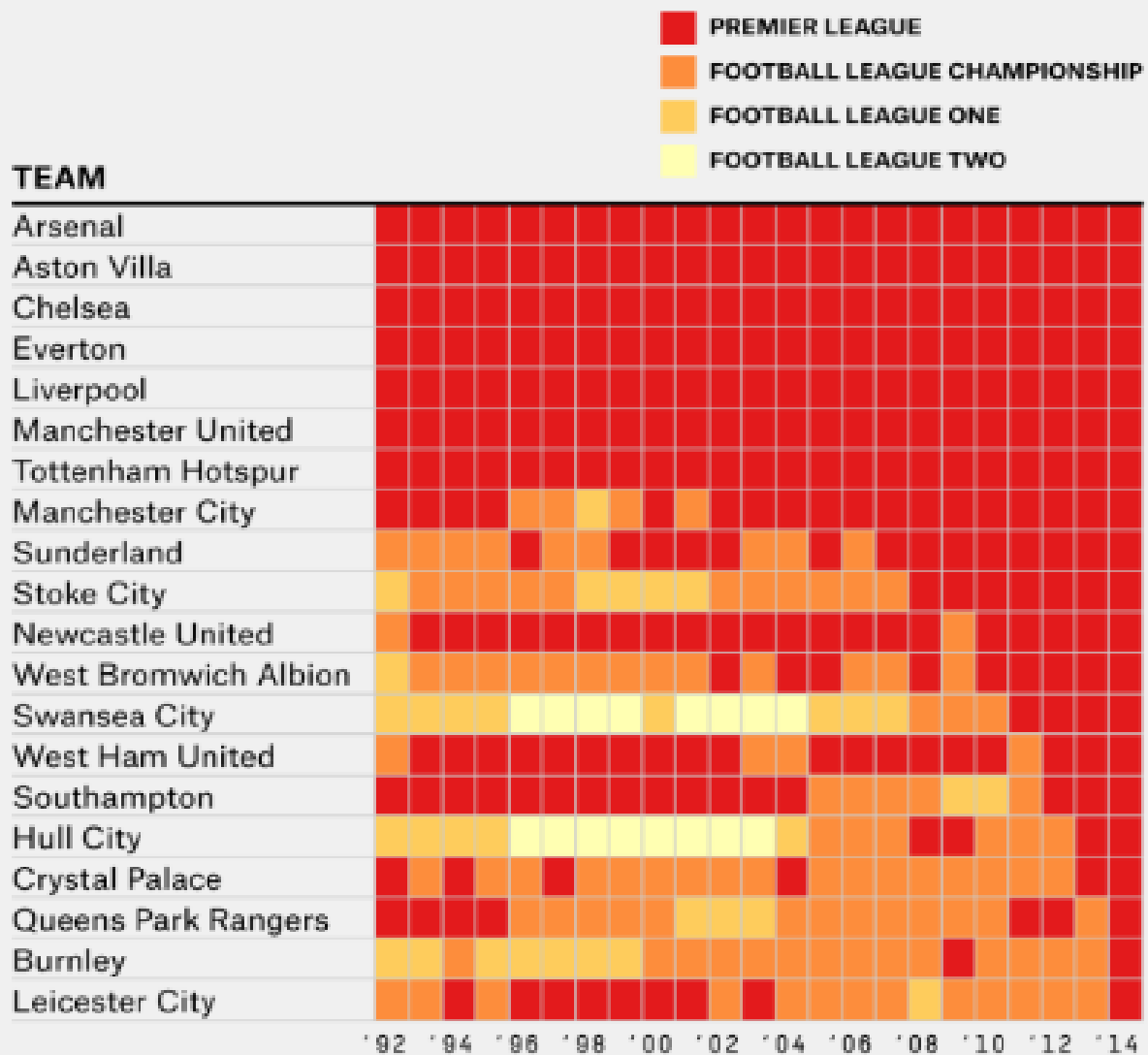
UEFA Champions League performance and bonus paym 2017/18 (in million euros)



Appendix's 2

Current English Premier League

Relegation and promotion in the top four leagues since 1992

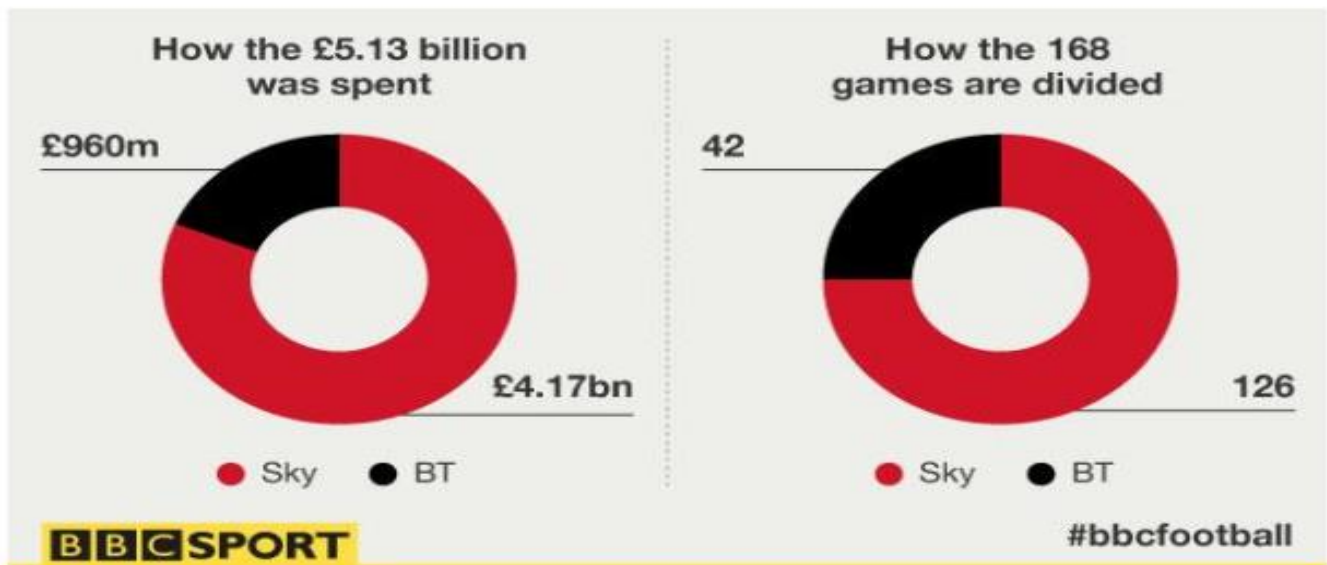


Appendix's 3

Premier League Clubs Shirt Sponsorship Deals 2017-18

NO#	CLUB	BRAND	YEARLY	TOTAL
1	MANCHESTER UNITED	Chevrolet (US)	£53m	7 Year deal (2014-21)
2	CHELSEA	Yokohama (Japan)	£40m	5 Year deal (2015-20)
3	ARSENAL	Fly Emirates (UAE)	£30m	5 year deal (2014-19)
4	MAN CITY	Etihad Airways (UAE)	£30m	10 year deal (2011-21)
5	TOTTENHAM	AIA (China)	£30m	5 year deal (2014-19)
6	LIVERPOOL	Standard Chartered	£25m	3 year deal (2013-16)
7	EVERTON (new)	SportPesa (Kenya)	£9.6m	5 year deal (2017-2022)
8	WEST HAM	Betway (Malta)	£6m	3.5 year deal (2015-18)
9	SOUTHAMPTON	Vigin Media (UK)	£6m	3 year deal (2016-19)
10	NEWCASTLE UNITED (New)	Fun88 (China)	£6.5m	3 Years (2017-2020)
11	CRYSTAL PALACE (new)	ManBetX	£6.5m	Multi-Year Contract
12	STOKE CITY	Bet365 (UK)	£3.5m	3 Year deal (2015-18)
13	SWANSEA CITY (new)	Letou	£4.5m	2 year contract (2017-19)
15	LEICESTER CITY	King Power (Thailand)	£4m	Long term deal since 2010
16	WATFORD (new)	FxPro	£3m	3 Year (2017-20)
17	BURNLEY FC	Dafabet	£2.5m	2 year deal (2016-18)
18	AFC BOURNMOUTH (new)	M88	£3.5m	2 Year (2017-2019)
19	BRIGHTON & HOVE ALBION	American Express	£1.5m	Multi-Year deal since 2013
20	HUDDERSFIELD (New)	Ope Sports	£1.5m	Multi-Year deal from 2017

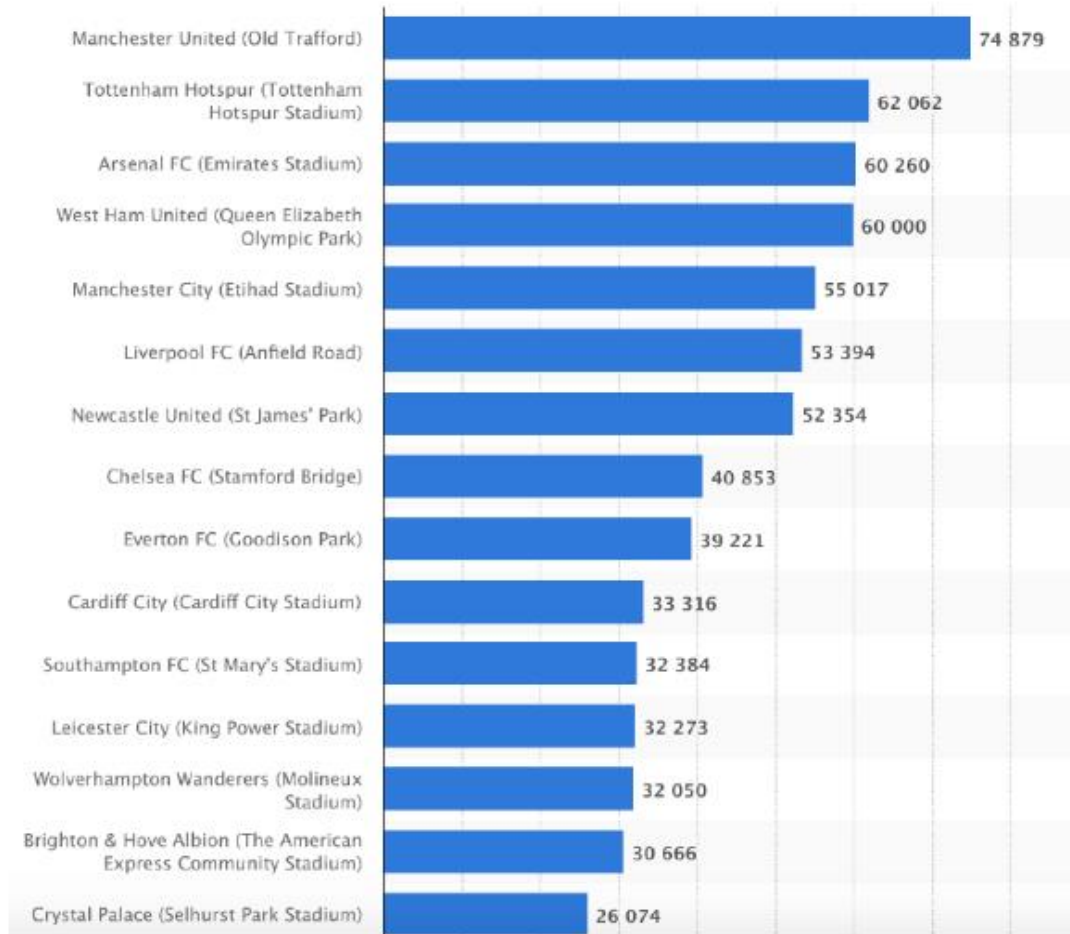
Appendix's 4



Appendix's 5

Biggest TV deals			
Competition	Annual cost	Total cost	Duration
NFL (American football)	\$4.95bn (£3.24bn)	\$39.6bn (£25.95bn)	8 years (2014-22)
NBA (basketball)	\$2.6bn (£1.7bn)	\$24bn (£15.73bn)	9 years (2016-25)
MLB (baseball)	\$1.55bn (£1.02bn)	\$12.4bn (£8.13bn)	8 years (2014-21)
Premier League	£1.7bn	£5.14bn	3 years (2016-19)

Appendix's 6



Appendix 7

Premier League single-ticket prices

Team	Most expensive	Least expensive
Arsenal	£97	£27
Bournemouth	£55	£32
Brighton	£65	£30
Burnley	£40	£30
Cardiff City	£42	£25
Chelsea	£87	£30
Crystal Palace	£53	£30
Everton	£49	£38
Fulham	£75	£30
Huddersfield Town	£30	£30
Leicester City	£50	£26
Liverpool	£59	£9
Manchester City	£58	£30
Manchester United	£53	£31
Newcastle United	£50	£27
Southampton	£52	£32
Tottenham	£95	£30
Watford	£42	£36
Wolves	£40	£22
West Ham	£80	£25

Appendix's 8

16. Los Angeles Rams Game at Los Angeles Memorial Coliseum: \$438.50

- Median ticket price: \$191
- Price for a beer: \$9
- Price for a soft drink: \$5
- Price for a hot dog: \$4.25
- Parking: \$20

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