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INTERNATIONAL SPORT MANAGEMENT

GLOBALISED SPORTS ENVIRONMENT

Football is one of the most popular sports in the world. In most of the global countries people are playing football, however it is basically the same rules but the league system is sometimes different between countries. Some countries have a league of 12 teams while others have 20. Some countries have more professional leagues than others.

This essay will focus on the UK model and the US model, a critical evaluation of the professional football team environment and ascertain the differences between them. Also a consideration of the relationship between them will be made. It will focus on these six key emerging themes: Club ownership, League Structure, Merchandising and sponsorship, Tv Broadcasting rights, Globalisation, and Stadiums.

The United kingdom is made up of four countries which are England, Scotland, Wales and Northern Ireland. Apart from some Welsh football teams Cardiff city and Swansea city which are playing the English league the rest have their own league. while in the US it is one league. Who owns the UK football team and the US football team?

United Kingdom and US clubs ownership

In the United Kingdom the owner is different from the club, it depends on the history of the club, some clubs have the chair owner's others a group of owners and some just one person who is the owner. It is the same in the US some football teams have the chair owner's and others the group or individual.

Let's see some owners of UK football teams, sky sport made an investigation and reported that: " Southampton Football Club has been bought by investment firm Sport Republic in a £100m deal.

The London-based company, **whose lead investor is Serbian tycoon Dragan Solak**, has purchased the 80% stake held by Chinese businessman Gao Jisheng, who has been the majority shareholder at the south coast club since 2017.

Sport Republic was described by Saints chief executive Martin Semmens as "the right partner to take the club forward".

The deal comes three months after **Newcastle was taken over by a Saudi-led consortium**. (Southampton takeover: Who owns our Premier League football clubs?, 2022)

Roman Abramovich who was the former owner of Chelsea has an estimated worth of £10.66 bn, The businessman and former politician is the biggest philanthropist in recent Russian history, but has been branded an oligarch by his critics.

He bought Chelsea in 2003, which has seen the club win 18 major trophies since.

Abramovich is blamed by many for starting a trend of billionaires buying football clubs in a bid to win trophies.

He was heavily criticised for his involvement in the now-shelved European Super League. Today with the crisis in Ukraine he was obligated to sell the club and leave because he has a close relationship with the Russian president. (Southampton takeover: Who owns our Premier League football clubs?, 2022)

American businessmen Henry and Werner are part of the Fenway Sports Group, which also owns the Boston Red Sox.

They took over Liverpool at the end of 2010 from fellow Americans Tom Hicks and George N Gillett Jr.

Hicks and Gillett Jr had become hugely unpopular among fans, mainly for failing to build a new stadium, get rid of the club's debt and accusations they mistreated senior staff.

The previous owners tried to sue, but the case was soon dropped.

Liverpool won their first league title in 20 years by winning the Premier League in 2019-20.

Bin Zayed al Nahyan, commonly referred to as Sheikh Mansour, is the deputy prime minister of the United Arab Emirates and a member of the Abu Dhabi royal family.

He is worth an estimated \$22bn (£16.2bn) and his ownership of the Abu Dhabi United Group saw him acquire Manchester City in 2008.

It has seen the club win five major titles for the first time since 1968.

He owns a number of other football clubs and his takeover of Manchester City has been described as an attempt by the UAE at "sportswashing" - gaining political influence over foreign policy through sport.

After fending off a takeover bid by Rupert Murdoch's BSkyB group in 1998, the American Glazer family, who own the Tampa Bay Buccaneers in the US, bought shares in United in 2003.

By 2005, their holding company Red Football had a 98% share.

The takeover was financed overwhelmingly by loans, plunging the club into debt and causing outrage among fans.

Supporters formed a Love United Hate Glazer group after the takeover, with LUHG chanted at matches.

United have not won the Premier League since 2013 and have underperformed in recent years, with the Glazers facing further criticism for their bid to form a European Super League this year. (Southampton takeover: Who owns our Premier League football clubs?, 2022)

Lewis, 84, has an estimated net worth of £4.33bn and is the main investor in the Tavistock Group, which owns 200 companies in 15 countries.

Levy has been chairman and co-owner of Tottenham since 2001, which makes him the longest-serving chairman in the Premier League.

He tried to buy shares in the club twice, from former owner Alan Sugar, but both bids were unsuccessful until he joined the board. (Southampton takeover: Who owns our Premier League football clubs?, 2022)

Both men have a share in the holding company, ENIC International, which is an investment company based in the Bahamas, which in turn owns 80% of Spurs.

Kroenke, 74, has an estimated net worth of \$8.2bn (£6.03bn) and has had shares in Arsenal since 2007.

The American billionaire is married to Walmart heiress Ann Walton and has his own real estate group, which has developed apartment blocks and shopping centres around Walmart supermarkets.

He increased his shares in Arsenal to more than 90% in August 2018 in a £600m deal.

Kroenke, a Republican, owns Arsenal WFC as well as numerous American football and basketball teams.

He has faced controversy in America for relocating the St Louis Rams from Missouri to Los Angeles, as well as his involvement in the now-shelved European Super League. (Southampton takeover: Who owns our Premier League football clubs?, 2022).

This is the owner of some English football teams, now have a look at some Welsh teams, Scottish and Northern Ireland teams.

In Scotland there are some clubs which are one of their supporters like: Clyde, Anna Athletic, Motherwell, and Gretna 2008. Here are the fans who decide they collect money every year to run the club. (Fan Ownership in Scotland - Scottish Supporters Network, 2022)

Celtic and Ranger have the share owner, Vladimir Romanov (82%) is the chair who has the most percentage at Celtic football club. Sir David Murray (90%) Premier Property Group, GM Mining, Murray International Metals Limited for the Rangers. (List of Scottish Premier League football club owners, 2022)

Wales online reveals that: “ Swansea City part-owner Landon Donovan insists that majority shareholders Steve Kaplan and Jason Levien are determined to lead the club back into the Premier League.

The American duo have come in for heavy criticism at times from supporters, particularly since the Swans fell out of the Premier League, with some fans disappointed at what they believe to be a lack of investment in the club. (Coleman, 2022)

And Cardiff city is owned by the Malaysian Vincent TAN. (Cardiff City owner Vincent Tan not contemplating following Hull City and changing club name, 2022).

In Northern Ireland the club Derry City Fc IS owned by the supporter. (2022).

In the US it is nearly the same model. Some clubs are owned by a company or a group like New York City Football Club, that features as a team in Major League Soccer, is owned by The City Football Group, a growing organisation that has acquired some massive sporting names across various nations. They have a partnership with Manchester city. (Who is the owner of NYCFC?, 2022)

The Galaxy were founded in 1994 and are owned by **Anschutz Entertainment Group** (also owners of 50% of the Los Angeles Kings, as well as an interest in the Los Angeles Lakers). (2022)

UK and US professional football teams are the same model of ownership, some clubs are owned by a single person, or supporter or groups or chair owners.

League Structure

The US professional league has 3 major divisions, the first one which is the Major League Soccer(MLS), with 28 Teams in all 25 US professional Men teams and 3 Canadians professional Men teams. They have the plan to extend to 30 teams in 2023. Major League Soccer is the most recent of a series of men's premier professional national soccer leagues established in the United States and Canada. The predecessor of MLS was the North American Soccer League (NASL), which existed from 1968 until 1984. The MLS was founded in 1993 as part of the United States' successful bid to host the 1994 FIFA World Cup. The inaugural season took place in 1996 with ten teams. MLS experienced financial and operational struggles in its first few years, losing millions of dollars and folding two teams in 2002. Since then, developments such as the proliferation of soccer-specific stadiums around the league, implementation of the Designated Player Rule allowing teams to sign star players such as David Beckham, and

national TV contracts have made MLS profitable. With an average attendance of over 20,000 per game, MLS has the fourth-highest average attendance of any professional sports league in the U.S. and Canada after the National Football League (NFL) and Major League Baseball (MLB), and Canadian Football League (CFL) and was the seventh-highest attended professional soccer league worldwide by 2013. (2022)

The **USL Championship (USLC)** is a professional men's soccer league in the United States that began its inaugural season in 2011. The USL is sanctioned by the United States Soccer Federation (U.S. Soccer) as a Division II league since 2017, placing it under Major League Soccer (Division I) in the hierarchy. (Home | uslsoccer.com, 2022)

Finally the third division which is divide in three subdivisions

First the USL league one with 11 professional football teams, secondly the National Independent Soccer Association with 10 teams and finally the MLS next pro with 21 professional football teams. (Home | uslsoccer.com, 2022)

The UK professional league has in England five professional divisions with 20 teams in each division. The three last teams go down and the first two of the championship league one league two and conference are going up and the third to the six are playing the play off. (English Football Pyramid System showing the League First Ten Levels - My Football Facts, 2022)



The Scottish professional league has four divisions but all those are not connected, and there are no regular relegation or promotion between this division. (SPFL | Official Site of Scottish Professional Football League, 2022). The premier league has 12 clubs the Championships has 10 clubs and league one and league two has 10 clubs. (SPFL | Official Site of Scottish Professional Football League, 2022)

In Northern Ireland, the premier league has twelve clubs. They play three times each other either twice at home and one away or twice away and once at home. (Irish Premiership Table - Football - BBC Sport, 2022)

Merchandising and Sponsorship

In the United Kingdom most if not all the professional Teams have their club shop at the stadium where they sell products for the club, tickets. They give the choice to buy it at the club shop or online. (Premier League shirt sponsor deals | Statista, 2022)

Same with the sponsorship at the stadium there are some places that provide advertising for club shirts at the training ground and also for game tickets. (Premier League shirt sponsor deals | Statista, 2022)

Sponsorship and Merchandising in the UK give a lot of money to the clubs. This is an example of what some premier league clubs had on kit sponsorship in the 2019/2020 season.

Characteristic	Kit sponsorship revenue in million GBP
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Manchester United (Chevrolet)	64
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Manchester City (Etihad)	45
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Chelsea FC (Yokohama)	40
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Liverpool FC (Standard Chartered)	40
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Arsenal FC (Fly Emirates)	40
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Tottenham Hotspur (AIA)	35
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West Ham United (Betway) 10

Everton FC (SportPesa) 9.6

Wolverhampton Wanderers

FC (ManBetX) 8

Southampton FC (LD Sports) 7.5

Burnley (LoveBet) 7.5

Crystal Palace (ManBetX) 6.5

Newcastle United (Fun88) 6.5.

It is very important on the club budget for a saison. (Premier League shirt sponsor deals | Statista, 2022)

But the Premier league and championship have other sponsors like Barclays, SKY sport, Nike, Hublot, Castrol, Budewiser, EA sports.

It is the same in Scotland and Northern Ireland they use the same system used by English football teams.

In the US, Major League Soccer is growing, slowly but steadily. The average club value has risen from \$37 million in 2008 to \$240 million in 2018. Since 2008 the top-tier North American football league has gone from 14 to 26 teams, with David Beckham's Inter Miami and Nashville SC the latest expansion teams. (Change, Change and Change, 2022)

TV BROADCASTING RIGHTS

In the US and UK there are a lot of sports channels which show professional football. It can be live or the highlights or some sports channels are just focused on the live results. In the UK the two famous and the one who have the right to show the professional football match are SKY Sports and BT Sports. Although there are some other UK TV Broadcast partners like Amazon Prime, BBC Sport. And Radio Broadcasts Partners such as BBC Radio, 5live and Talksport .

SKY Sport has the right to show the Premier league and the Championships and some live match results. While BT Sport is mostly for the European Cup like UEFA champions league and Europa league and some league one, league Two and conference matches and some Irish Premiership games.

SKY sport is one of the biggest sponsors of the Premier league and Championships in the United Kingdom. (2022)

In the US it is not totally different. According to reports on Tuesday, the U.S. Soccer Federation has awarded its latest English-language TV rights contract to WarnerMedia's Turner Sports. As announced by both parties, the eight-year agreement is worth around \$25 million per year. Interestingly the deal also marks the first time in the federation's history that it won't be a 'TV-first' deal. Indeed, WarnerMedia's streaming service HBO Max will be the primary home for U.S. senior men's and women's national team home games, based on the assumption that there will be in excess of 20 such games per year between the programs. (US Soccer and Turner Sports agree to 8 year broadcasting rights deal, 2022)

But in the United Kingdom you can watch the American professional league if you have those channels, same as if you are in the US you can watch the UK league via SKy or BT. Some people are watching the game on streaming. This is a popular way

these days to watch games because to have those channels is not accessible to everyone.

GLOBALISATION

Football players in the UK professional league have demonstrated how global influence has become greater over the time. Over the last past year the number of foreign football players in the United Kingdom has increased within the league. (The globalisation of sport - Globalisation of sport - KS3 Geography Revision - BBC Bitesize, 2022)

It is the same in the US where you can find players coming from everywhere in the world. In the UK you can find players coming from Africa, Asia, America and Europe.

World soccer has made a report and post that: “ MLS should also have become a significantly better product on the field. The money being spent on academies and player development at the moment will take several years to deliver tangible results but surely by 2026, MLS will be showcasing the best young American talent to have emerged from a system which is far better designed to find and nurture talent than anything that has existed previously.

That talent will be more likely to stay in MLS and be joined by quality imports because, after two more five-year CBA deals, the salary cap will have been pushed up significantly and (regardless of what happens in this set of negotiations), players will enjoy greater benefits and contractual rights making MLS a much more attractive league for top players.” (Evans, 2022)

STADIUMS

In the United Kingdom there are more than 361 football grounds. Also most of the club's stadium are owned by the owner of the club, the investors, private holdings companies and some public funded local councils. ([REVEALED] and Finishes], 2022)

In MLS, Over two decades after the foundation of the MLS, nearly all MLS teams are now playing in a soccer-specific stadium, and every new stadium looks smarter than

the previous one. It is testament to the success of the MLS that attendances have jumped up significantly and many MLS clubs now play in packed stadiums week in week out. (USA Soccer Stadiums - MLS Stadiums - The Stadium Guide, 2022)

CONCLUSION

In conclusion, like football has the same rules, like football is a worldwide sport, the UK model and US model are very close in some ways. In the past people were thinking that the UK model was characterised by winning on the pitch which is still the case even if things have started to change and the American model by maximisation. Today a lot of American football teams spend a lot of money to attract foreign players, but most of them are nearly at the end of their careers.

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