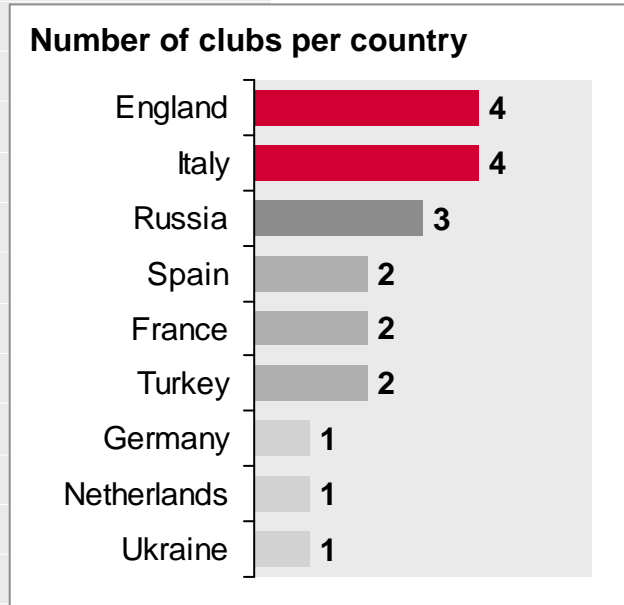
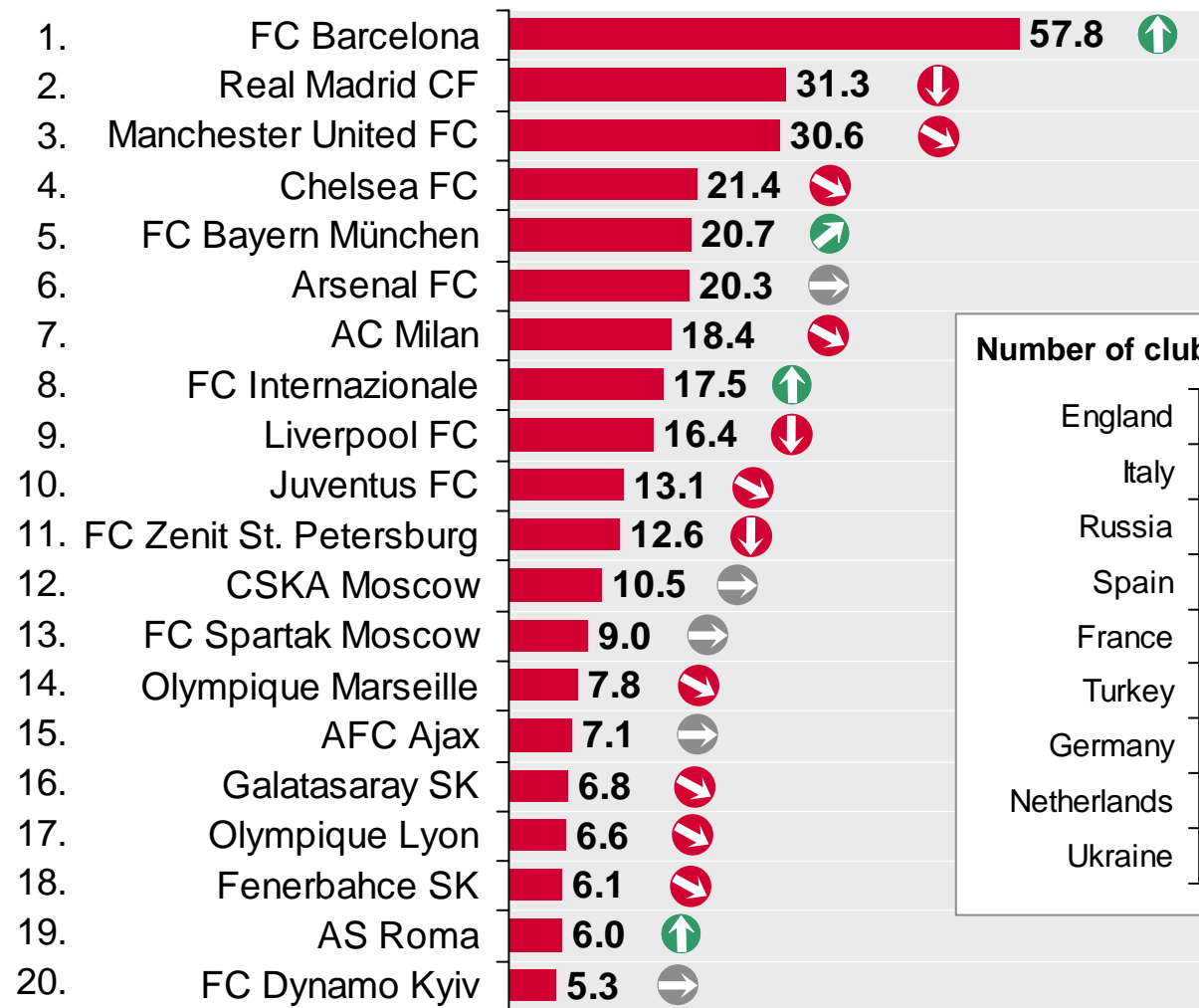


Press

Topic: Abstract Report

Source: SPORT+MARKT Football Top 20 2010

Europe's Top 20 – the most popular football clubs



Number of European fans in mill.

The 5 most popular British clubs in Europe with their European fan bases



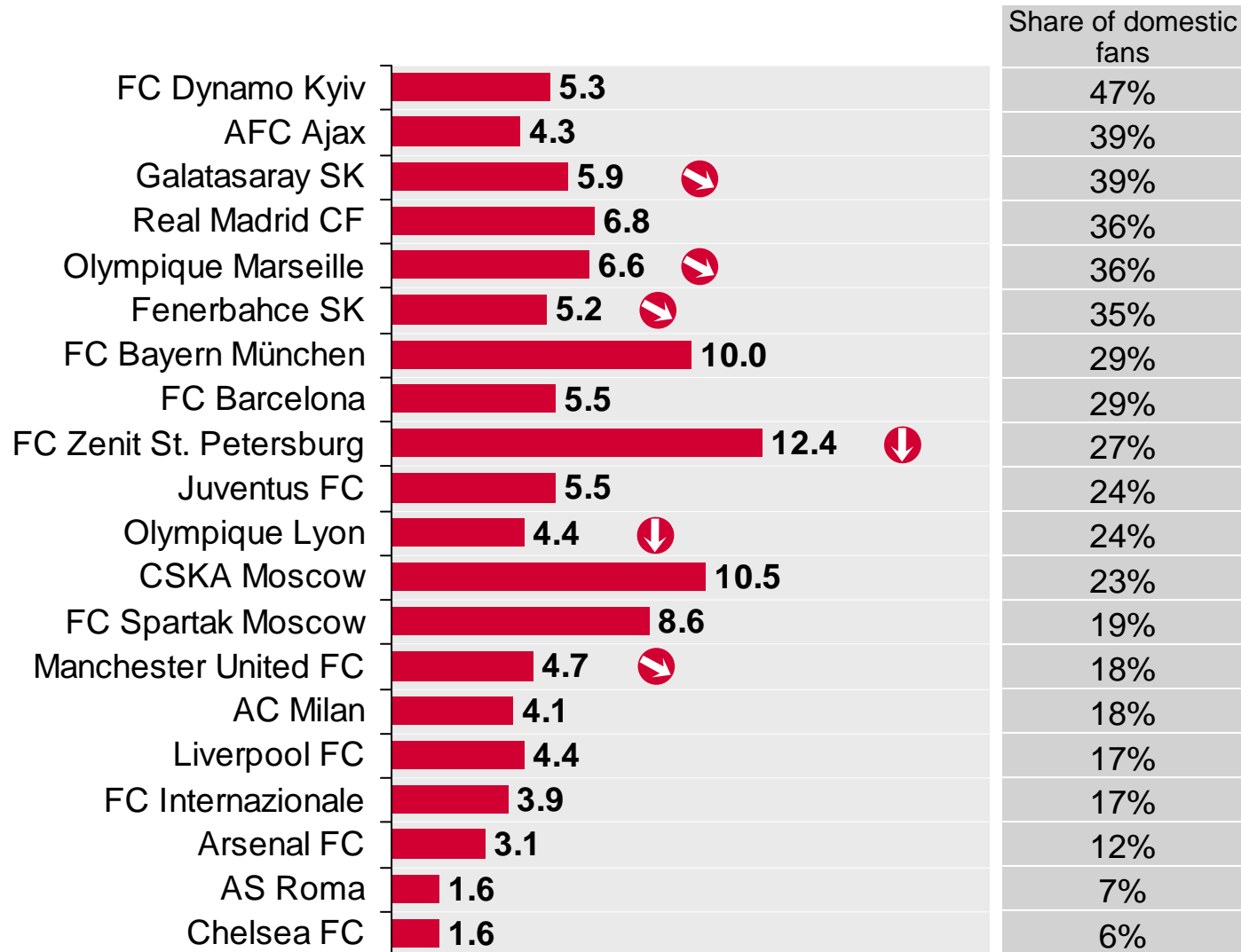
1.	FC Barcelona		57.8
2.	Real Madrid CF		31.3
3.	Manchester United FC		30.6
4.	Chelsea FC		21.4
5.	FC Bayern München		20.7
6.	Arsenal FC		20.3
9.	Liverpool FC		16.4
33.	Tottenham Hotspur FC		3.5

Figures in mill.

Number of domestic fans of "Football Top 20" clubs



EUROPE

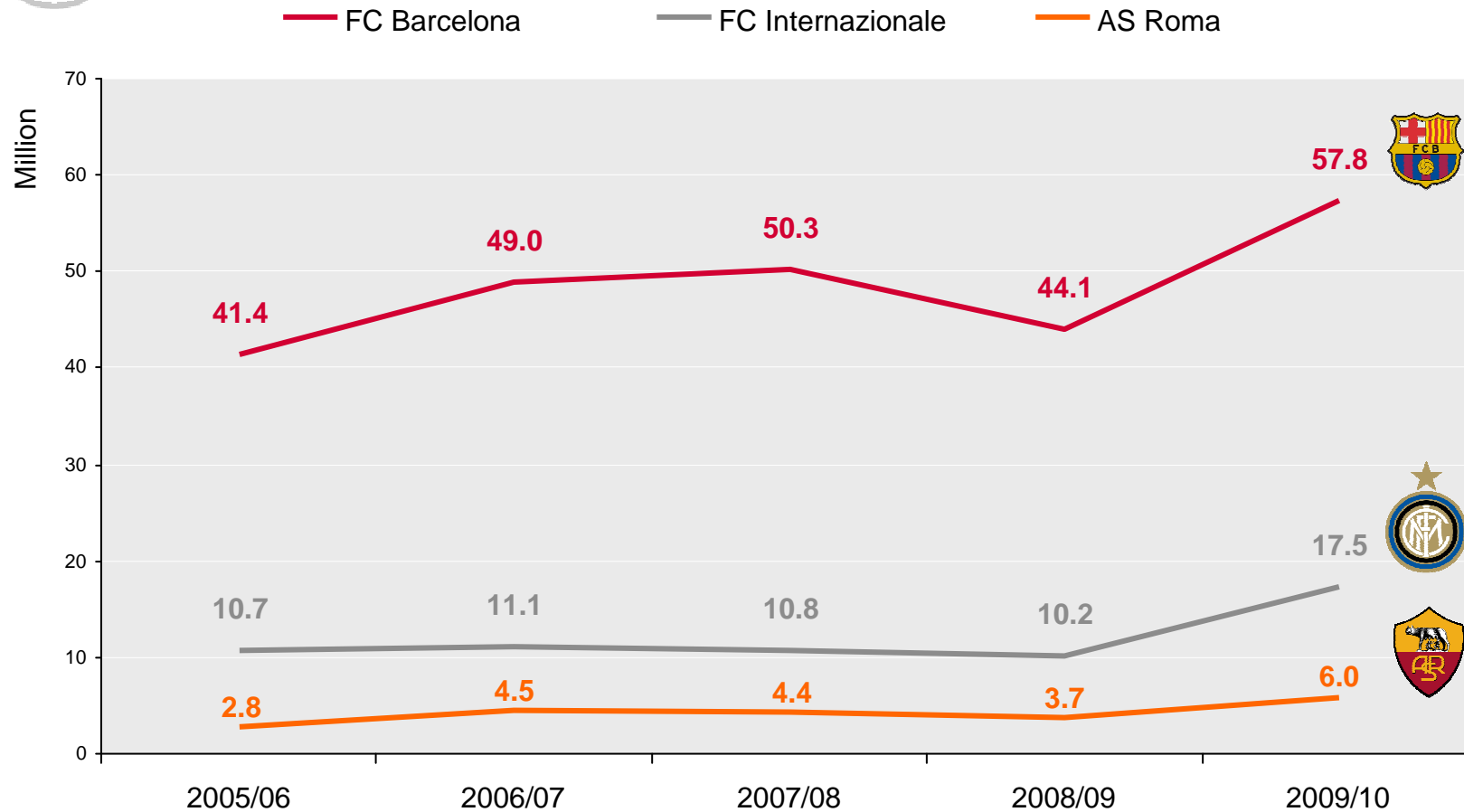


Arrows:
Significant changes

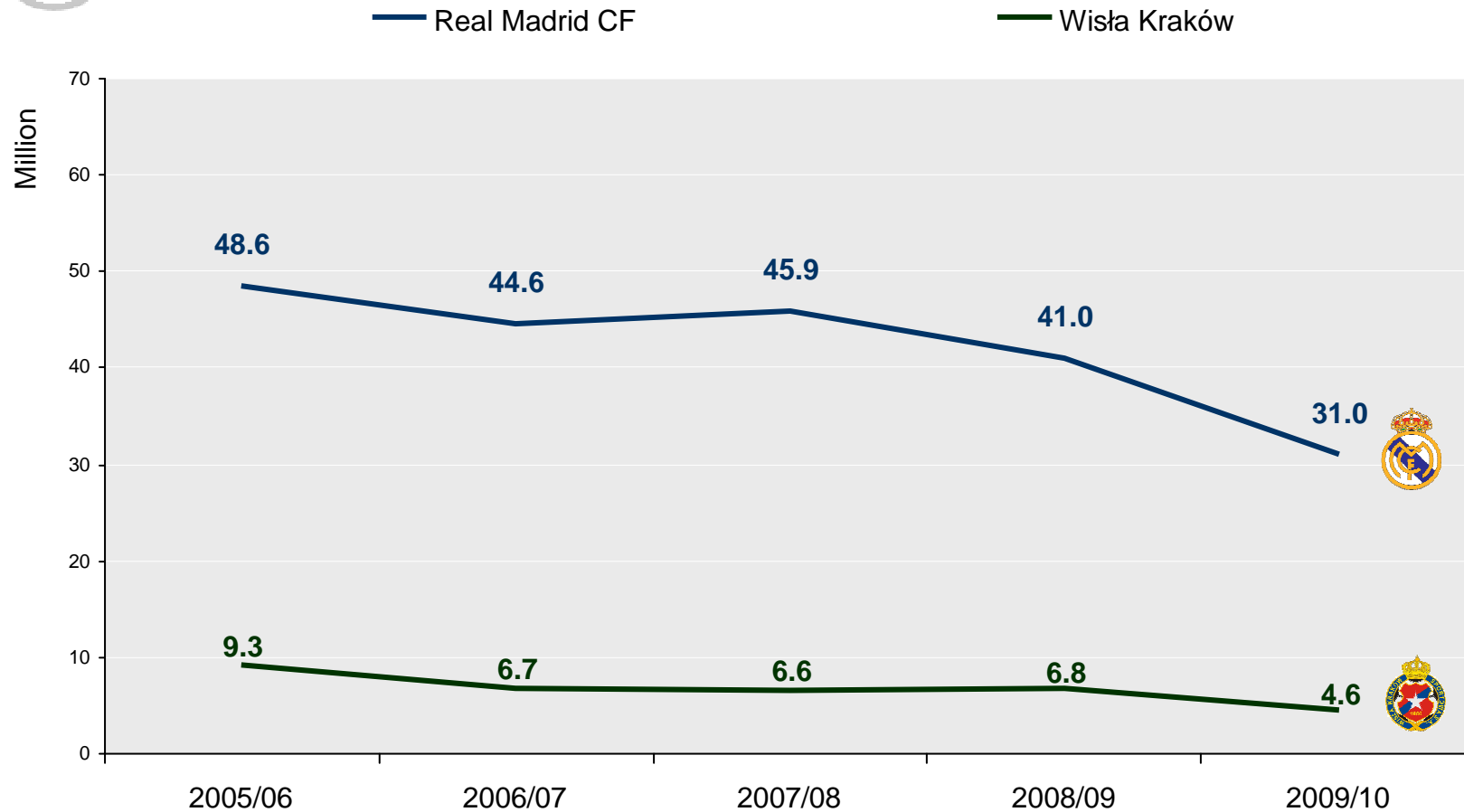
Understanding figures
e.g. FC Dynamo Kyiv:
47% of Ukrainian football fans are supporters of FC Dynamo Kyiv. Thus, the club has 5.3 mill. Fans in the Ukraine.

Figures in mill.

Winners from 2005/06 to 2009/10 in absolute figures



Losers from 2005/06 to 2009/10 in absolute figures



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About us

As the leading research and consultancy company in international sport business, SPORT+MARKT has been analysing the developments and factors for success on the sponsorship and advertising markets for over 20 years.

In addition to expertise in market, media research and strategic consultancy, our clients have access to one of the most extensive global databases for sport, sponsorship and communications.

As an independent reference on the market, SPORT+MARKT develops customised solutions for the planning, evaluation and optimisation of engagements in sport business. We are currently active in over 120 global markets with over 500 employees. In addition to our headquarters in Cologne, we have branches in the U.K., Spain, Italy, France, the Netherlands and Singapore.



You're in the game.