



## READING COMPREHENSION

Read the following text and answer the questions below.

### Success Breeds Success

#### The Report

The Deloitte Football Money League for 2015 was published this week. There was a time when no one, except for owners and board members, would be interested in how much money a club was making, all the focus was on the pitch – the players, the games, the score. Not anymore. Deloitte's report, started back in 1997, is now part of the footballing calendar, which is reported widely in the media. It looks at match day receipts, TV income and commercial deals, such as sponsorships, to give a total revenue for the big clubs around the world.

#### The Key Numbers

The top ten teams are: Real Madrid, Manchester United, Bayern Munich, Barcelona, PSG, Manchester City, Chelsea, Arsenal, Liverpool, and Juventus, in that order. Liverpool is the only 'new' team in the top ten since last year, although last year was the only time they dropped out of this elite group. This is significant, as the top ten are pretty much the same, simply swapping one or two places up or down each year. For example, if we look 11 years ago at the 2003/04 season, the only difference in top ten teams would be AC Milan and Inter.

While the top ten teams are pretty stable, the money they make has increased year on year. 10 years ago, the richest team was Manchester United, making 260 million euros. That figure has almost been doubled by Real Madrid this year, who raked in 550 million.

Looking at the top 20 teams, 19 are from the 'big five' leagues: those in England, France, Italy, Germany and Spain. The only one to gatecrash this part is Galatasaray in 18<sup>th</sup> place, from the Turkish Super League. Taking an even broader view of the top 40 teams, 20 are from the Premier League in England. The money these teams make from TV rights is very hard to compete with. Since its inception in 1992, the Premier League has become the most watched and, therefore, the richest league in the world.

## **Does it matter?**

Well, the short answer is 'yes'. If we take a look at the championships, major domestic cups and the two big European tournaments, the top ten clubs contain the national champions of four of the five leagues represented, winners of most of the domestic cups and the Champions League champions. It was only in Spain and Turkey where a club outside the top ten won the championship – Atlético de Madrid in Spain (ranked 15<sup>th</sup>) and Fenerbahçe in Turkey – and in the cups, the Coupe de France, the UEFA League, and the Coppa Italia allowed a non top-ten team to join the party. Clearly, success on the money front breeds success on the field.

## **The Future**

It might not be unreasonable to think that The Deloitte Football Money League will become a real league. A league only opened to those with the financial muscle to keep up. Of course, it will be called something different, perhaps the European Super League, but the fact will remain that membership will be based on how much money your club can earn.

## **Questions**

- 1. Before Deloitte's report, which started in 1997,...**
  - a. no one cared about how much money a club was making.
  - b. just board members and owners were interested in this issue.
  - c. owners, board members and players were the only ones interested in how much money a club was making.
  
- 2. According to Deloitte's report, within the top 10 teams, nowadays the richest one is...**
  - a. Liverpool
  - b. Manchester United
  - c. Real Madrid
  
- 3. Within the top 20 teams, the only team that does not belong to the 'big five' leagues is...**
  - a. Fenerbahçe
  - b. Atlético de Madrid
  - c. Galatasary

**4. The League that earns the most from TV rights is...**

- a. The Premier League
- b. The Spanish League
- c. The German League

**5. Deloitte's report is based on...**

- a. the money that clubs get from sponsorships per year
- b. the total amount of money that clubs get annually by different ways
- c. the annual amount of money that clubs get from TV rights and commercial deals

**6. In the text, the expression 'success breeds success' means that...**

- a. the more money a club has, the more chances they have to succeed on the field of play
- b. success on the money front does not mean success on the field of play
- c. money has nothing to do with being successful