

Abstract

Title: Revenue of European football clubs from UEFA Champions League and UEFA Europa League

Objectives: The main goal of this work is to analyze the influence of FIFA and UEFA financial support to a funding of European football clubs, comparison of this revenue to the total revenue of Czech and other European clubs; then observe behavior of owners of the clubs.

Methods: An analysis of the secondary data was used to obtain relevant and up-to-date information. This work considered data validity and trustworthy as very important. The bachelor thesis used comparative analysis of ratio of kinds clubs' revenue. The acquired secondary data was processed and then presented in graphs and tables.

Results: The results show, that the main revenue of the football clubs in European competitions comes from broadcasting rights. Profit from this source are significant mainly for clubs from the most attractive leagues, for example for the French club Lion this item made 56 % of total revenue from UEFA Champions League, comparing FC Porto with their 12 %. For the others – including Czech clubs – income from sponsoring is more important. On the other hand, income from tickets is almost negligible for all clubs.

Keywords: football, UEFA, FIFA, funding, sugar daddy, UEFA Champions League, UEFA Europa League