

Abstract

Title: Income structure of Professional Football Clubs in Czech Republic and Europe.

Objectives: The aim of this work is to create summary of financial sources for selected football clubs operating in the highest European competition including Czech Republic. Another objective is to compare different types of income and refer the main differences and distinctions.

Methods: In our thesis we used a method of analysis and a method of comparison. Method of analysis we applied in analysis of each clubs, comparison in part of compare all clubs or individual incomes each other.

For description each clubs was necessary to find and analysis many professional articles, annual reports and league reports which are relevant.

Results: Incomes of all football clubs are growing every year. Each club is characterized with certain differences in structures of incomes, but the most differs the Czech representative. For Sparta are the most important money from commercial activities, which achieves high values also in Juventus, Borussia Dortmund and Barcelona, Arsenal London receives on the contrary the biggest sum from broadcasting. Matchday participates only with small part on the total sum in Sparta and Juventus.

Keywords: Football, Financial Sources, Television Rights, Matchday, Commercial