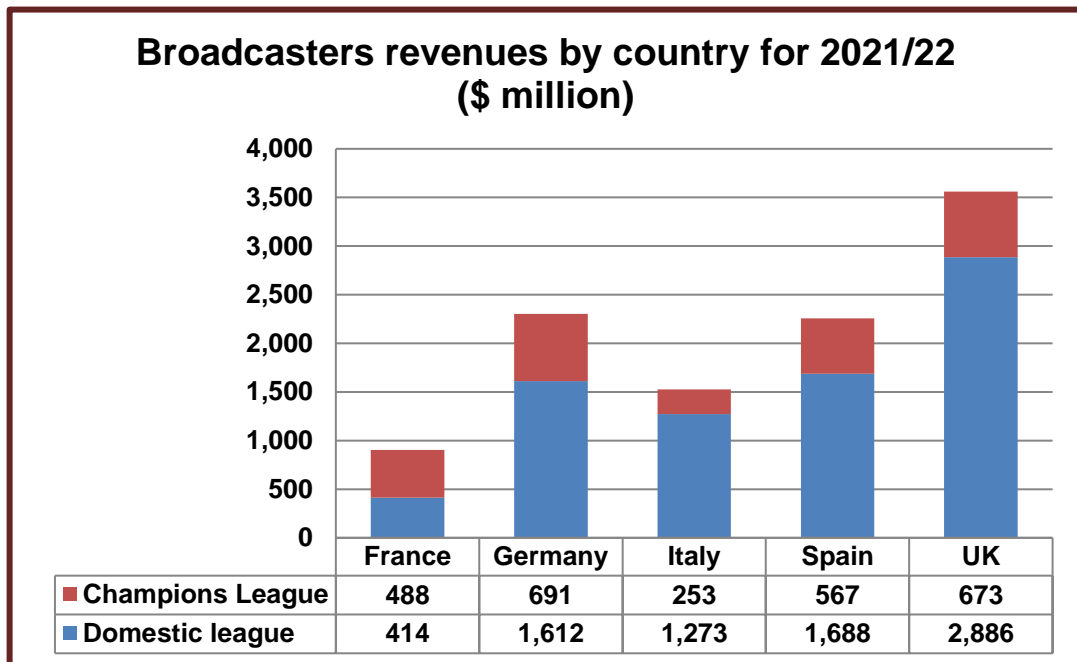


## Europe's top broadcasters to make \$11 billion from football

Broadcasters' revenues for live football matches to their domestic leagues and the UEFA Champions League will reach \$10.5 billion in the 2021/22 season [the first season when fans return to stadia] in the top five European countries. These broadcasters will pay \$8.3 billion for the rights.



*Note: This data does not include revenues from commercial premises such as bars (5-15% of total revenues), from highlights or magazine programs or from overseas sales. Calculations are only for live matches.*

The UK leads the revenue charts by some distance, with \$3.6 billion expected from screening live matches from the English Premier League and Champions League in the 2021/22 season. Equivalent revenues in Spain will be some way behind the UK at \$2.3 billion. Germany, with the largest population of the five countries covered, will generate revenues similar to Spain.

Broadcasters' revenues fell by \$6.1 billion during the 2019/20 season as the pandemic hit hardest. Payments were deferred or reduced by the rights holders during the Covid lockdown.

# European Football TV Revenues

Payments for the rights to screen live football matches are reasonably well reported, but how much do the broadcasters make by screening these matches?

This report estimates the number of subscribers as well as the subscription and advertising revenues for the top five European countries; breaking down data for their domestic leagues and the UEFA Champions League from 2014/15 to 2024/25.

Published in June 2021, this 29-page PDF and excel report contains comprehensive coverage for the UEFA Champions League and domestic leagues in the top five countries. The report comprises:

- Executive Summary.
- France (La Ligue)
- Germany (Bundesliga)
- Italy (Serie A)
- Spain (La Liga)
- UK (English Premier League)
- Country-by-country forecasts from 2014/2015 to 2024/2025

The report costs £800/€880/\$960 for a 1-5 user license.

**For more information, [please click here](#) or contact [lydia@digitaltvresearch.com](mailto:lydia@digitaltvresearch.com)**

*Note: This report does not include revenues from commercial premises such as bars, from highlights or magazine programs or from overseas sales. Calculations are only for live matches.*



## SAMPLE: UK football TV revenues

	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
<b>Households (000)</b>											
<b>TV households (000)</b>											
<b>Fixed broadband (000)</b>											
<b>Smartphone users (000)</b>											
<b>Tablet users (000)</b>											
<b>Pay TV subscribers (000)</b>											
<b>Premier League subscribers by platform (000)</b>											
<b>Sky Sports</b>											
<b>BT Sport</b>											
<b>Gross total</b>											
<b>Premier League subscription revenues by platform (\$ million)</b>											
<b>Sky Sports</b>											
<b>BT Sport</b>											
<b>Gross total</b>											
<b>Average Revenue Per Premier League subscriber (\$)</b>											
<b>Sky Sports</b>											
<b>BT Sport</b>											
<b>Premier League advertising revenues by platform (\$ million)</b>											
<b>Sky Sports</b>											
<b>BT Sport</b>											
<b>Total</b>											
<b>Premier League revenues by platform (\$ million)</b>											
<b>Sky Sports</b>											
<b>BT Sport</b>											
<b>Total</b>											
<b>UEFA Champions League subscribers by platform (000)</b>											
<b>BT Sport</b>											
<b>Gross total</b>											
<b>UEFA Champions League subscription revenues by platform (\$ million)</b>											
<b>BT Sport</b>											
<b>Total</b>											
<b>Average Revenue Per Champions League subscriber (\$)</b>											
<b>BT Sport</b>											
<b>UEFA Champions League advertising revenues by platform (\$ million)</b>											
<b>BT Sport</b>											
<b>Total</b>											



## SAMPLE: UK football TV revenues

	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
<b>UEFA Champions League revenues by platform (\$ million)</b>											
BT Sport											
Total											
<b>Premier League payments \$ million</b>											
Sky Sports											
BT Sport											
Total											
<b>Premier League revenues/payments</b>											
Sky Sports											
BT Sport											
Total											
<b>Champions League payments \$ million</b>											
BT Sport											
Total											
<b>Champions League revenues/payments</b>											
BT Sport											
Total											



## Digital TV Research publication schedule for 2021

	<b>Title</b>	<b>Publication</b>	<b>Price</b>
1	<a href="#">Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
2	<a href="#">Africa OTT TV and Video Forecasts</a>	January	£1200/€1320/\$1440
3	<a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
4	<a href="#">Middle East &amp; North Africa OTT TV and Video Forecasts</a>	February	£1200/€1320/\$1440
5	<a href="#">SVOD Platform Forecasts Update</a>	February	£800/€880/\$960
6	<a href="#">North America Pay TV Forecasts</a>	February	£600/€660/\$720
7	<a href="#">North America OTT TV and Video Forecasts</a>	February	£600/€660/\$720
8	<a href="#">Latin America Pay TV Forecasts</a>	March	£1200/€1320/\$1440
9	<a href="#">Latin America OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
10	<a href="#">Asia Pacific Pay TV Forecasts</a>	March	£1200/€1320/\$1440
11	<a href="#">Asia Pacific OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
12	<a href="#">Eastern Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
13	<a href="#">Eastern Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
14	<a href="#">Western Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
15	<a href="#">Western Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
16	<a href="#">Global OTT TV &amp; Video Forecasts</a>	May	£1800/€1980/\$2160
17	<a href="#">Global SVOD Forecasts</a>	May	£1600/€1760/\$1920
18	<a href="#">Global Pay TV Subscriber Forecasts</a>	May	£1600/€1760/\$1920
19	<a href="#">Global Pay TV Revenue Forecasts</a>	May	£1600/€1760/\$1920
20	<a href="#">Global Pay TV Operator Forecasts</a>	May	£1600/€1760/\$1920
21	<a href="#">Global AVOD Forecasts</a>	June	£1600/€1760/\$1920
22	<a href="#">European Football TV Revenues</a>	June	£800/€880/\$960
23	<a href="#">Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
24	<a href="#">Middle East &amp; North Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
25	<a href="#">Asia Pacific SVOD Forecasts</a>	August	£1000/€1200/\$1300
26	<a href="#">Latin America SVOD Forecasts</a>	September	£1000/€1200/\$1300
27	<a href="#">North America SVOD Forecasts</a>	September	£500/€600/\$650
28	<a href="#">Eastern Europe SVOD Forecasts</a>	September	£1000/€1200/\$1300
29	<a href="#">Western Europe SVOD Forecasts</a>	October	£1000/€1200/\$1300
30	<a href="#">SVOD Forecasts Update</a>	October	£1600/€1760/\$1920
31	<a href="#">Pay TV Forecasts Update</a>	November	£1600/€1760/\$1920
32	<a href="#">SVOD Platform Forecasts Update</a>	December	£800/€880/\$960

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