

Louvain School of Management

Analysis of the impact of changes in the rules and format of current European football on content consumption and global stakeholders' interests

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Contents

Contents	III
Abstract	IV
Introduction	1
Part I: Literature review	5
Chapter 1: The evolution of football, breakaway leagues and new formats	5
Chapter 2: Understanding stakeholders' objectives and impacts of new competition formats	8
Chapter 3: The influence of digital platforms on sports consumption	19
Chapter 4: Factors shaping football game demand	21
Part II: Research Methodology	24
1. Theoretical framework	24
2. Hypothesis	24
3. Methodology	25
4. Results of the survey	26
Part III: Analysis	29
Chapter 1: Potential tensions between stakeholders in football	29
Chapter 2: Introduction of new rules and new formats of competitions	40
1. Introduction of new rules	40
2. Introduction of new formats	43
Chapter 3: Interpretation of the results of the survey	44
Chapter 4: Analysis of the impact on stakeholders	46
1. The impacts of new rules	46
2. The impacts of new formats	51
Part IV: Conclusion	59
1. General conclusion	59
2. Limitations	61
3. Recommendations for further research	62
Bibliography	63
Appendix	68

Abstract

This master thesis analyses the consumption of content and tensions between stakeholders in the world of football in the field of strategy, human resources, entrepreneurship and business planning (STOR), focusing on the impact of potential well-chosen changes in rules and formats on this consumption and these tensions.

The rigorous and thorough literature review paved the way to the understanding of the current situation in the world of football.

First, understanding the influence of digital platforms on football content consumption led to the realization that the current format of games and competitions may no longer reflect current fans' preferences.

The factors shaping fans' football game demand, such as uncertainty and competitive balance, as well as the evolution of formats and breakaway leagues and fans' reactions towards these changes made it possible to derive well-chosen new rules and formats that could positively affect audiences and have an impact on the stakeholders ecosystem.

Finally, by understanding the different objectives of stakeholders in football, it was possible to map and understand the tensions that might exist between them.

In this study, the aim was to understand how potential rule and format changes might affect the consumption of football by fans and non-fans. Thanks to the results of this survey, it was possible to understand how these rule or format changes would affect tensions between stakeholders and to understand the financial impact. The aim is therefore to find the most effective solution in terms of tensions and profits, depending on whether the interests of a domestic league or those of FIFA/UEFA are considered.

This study also has some limitations including a lack of relevance in some of the articles, the complexity of the financial analyses, a simplified model, the survey and the focus only on the top 5 leagues. It is important to be aware of these limitations and challenges to best advise potential domestic leagues or institutions such as FIFA or UEFA.

In conclusion, this research presents an approach and a solid basis that could enable a domestic league or institutions such as FIFA or UEFA to increase their revenues while maximizing the utility of their stakeholders. Indeed, the implementation of new rules or formats could increase fan consumption and have these consequences.

Introduction

In recent years, the consumption of sports-related content, especially football-related content, has undergone significant transformations, stimulated by the emergence and rapid evolution of digital platforms. This emergence of digitization has drastically reshaped the way people access, consume and distribute such kind of content. One of the most notable examples is the domination of YouTube, which has participated to the shift in sports consumption experience, allowing football fans to access shorter type of content, through which they can watch the best parts of a ninety-minutes game in less than ten minutes. The whole sports fans experience has shifted, from traditional media to digital solutions. As emphasized by Hutchins & Rowe (2012), the way to watch content has moved from content scarcity and attention abundance to content abundance and attention scarcity. People need more, and have it harder to focus for a long time. With the established popularity of smartphones, tablets, and computers, anyone can access any type of content from anywhere.

Studies and press articles have recently shown a decreasing interest in watching live football matches, driven by the extremely rapid development of digital platforms. The matches played are now too boring for the new generations, who find it increasingly difficult to focus on a single activity for a relatively long period of time. This is why traditional media such as television or radio are losing ground, a process influenced by the lack of interest in the current format of ninety-minutes matches and football competitions organized by entities such as the FIFA or the UEFA. The issue to be addressed is therefore to know why football content enthusiasts would waste their time watching an entire match when they can access the best moments of the match condensed into a five to ten-minute video with just a few clicks.

Starting from this observation, one of the intentions of this thesis is to understand whether the format of football matches and competitions organized by the FIFA and the UEFA are still suited to the preferences of football content consumers, using consumer behaviour theory. A second intention is to test the introduction of two new rules to the existing ones, as well as two new types of formats to complement those already in place, and to analyse whether these new introductions would make football more appealing to fans, as well as to those who do not watch football content. Finally, the main objective is to analyse the impacts that this change in audiences would have on all stakeholders in the football ecosystem, and to understand if these introductions could benefit the organizations, whether financially, in terms of sports, or in terms of entertainment in general.

This research is conducted with the aim of providing a theoretical framework to football organizations such as the FIFA and the UEFA, which would be used within the framework of a consulting project and would serve as a basis for the development of how football matches and competitions are organized.

Therefore, the research serves as an ‘Analysis of the impact of changes in the rules and format of current European football on content consumption and global stakeholders’ interests’.

The main contribution that this thesis makes to the research is the interpretation of stakeholders’ objectives and tensions that may arise between them, and how these tensions and objectives will shift after the introduction of new rules and formats to the current football competitions. Based on the understanding of the literature review and the stakeholders ecosystem, a map of the tensions derived from their relationships was created, and served as a basis for the analysis of the attractiveness of the proposed implementations. It also looks at the possibility of indirect effects and the way one can deal with new problems in the changing environment of football. This holistic approach not only enhances academic work but also provides useful ideas for those involved in attempting to maintain the long-term health of the sport while dealing with conflicting interests.

The whole analysis was conducted by first understanding the current state of research on the industry by a thorough literature review, aimed at understanding the factors shaping football games demand and fans reactions towards existing formats changes and attempts of breakaway leagues, as well as stakeholders’ interests in the football industry and the impact of digital platforms on football content consumption.

Based on that literature review, a map of the stakeholders and the tensions that may arise between them was drawn and used as the basis for the analysis of the impact of the introduction of new rules and formats into the football sphere.

To support the arguments and analysis, two new rules and two new competition formats were created and tested with over two hundred people through a survey, the aim of which was to assess the interest these people would have in these new rules. The main objective was also to understand whether these new rules and formats would encourage people to watch more live matches and longer or shorter highlights, and to what extent. The empirical results of this survey were then used to measure the impact that the change in football audiences would have on the various stakeholders, thanks to the created tensions diagram. The analysis also discusses which

rule and format would be most interesting to implement in order to make football as attractive as possible and maximize the positive impacts that underpin it.

The results of the survey showed that, depending if the change is a new rule or a new format added to the existing ones, it had different impacts on stakeholders. The two rules that were tested is an additional point for every three goals scored throughout the season and an unlimited amount of substitutions in a game. From the people surveyed, the unlimited substitutions was the most popular rule and yielded a substantial amount of newcomers who would watch the games and increased viewership among existing fans. The impacts of this increasing fanbase are quite complex and intricate, but are globally positive for stakeholders such as players, clubs, sponsors, media, advertisers, and others in terms of financial gains. However, it promises to increase the tensions between them and raise issues such as higher probabilities to get racially abused for players from fans, or an increasing number of fans putting pressure on a player or a club regarding their performance. Overall, the financial gains can be drastically increased for most stakeholders, but it does not go without increased tensions and risks associated with the relationships between stakeholders.

Regarding the formats, the results of the survey showed that both formats could have a positive impact on the consumption of football fans and non-fans, with a preference for the playoffs format over the European closed league model. In the same way as with rule changes, format changes will bring in new fans and this will have the same consequences. This is why the focus in this section will be on the consequences of the formats. The two formats will not have the same impact on tensions between stakeholders, but tensions are generally set to increase. However, despite the increase in the tensions, the revenue will be improved for most of them. On the other hand, certain stakeholders, such as the UEFA and the FIFA, or domestic leagues in one of the two formats, will lose out.

Consequently, the rules of unlimited substitutions and the additional point for each series of three goals scored were both chosen, as they are expected to yield the same results on the stakeholders. At the same time, the playoffs system was chosen to be implemented over the European closed-league model, financially benefiting all stakeholders, at the expense of the governing bodies.

The research starts with a literature review providing a statement of what has been done before in the field of football related to digital platforms. It encompasses the evolution of football with breakaway leagues and new formats that have already been proposed and the related fans

reactions towards these changes, followed by the understanding and explanation of the different stakeholders' objectives in the pursuit of their activities in the football ecosystem. It also tackles the issue of the influence of digital platforms on sports-related consumption and the factors shaping fans' football game demand.

Starting from that literature review, the methodology that was followed uses a theoretical framework based on the theories of consumption behaviour and stakeholders' relationships that provide a basis to the tested hypothesis, the survey that was conducted and the analysis that was derived. This part also develops the results of the survey.

Furthermore, the analysis starts with the diagram that was created and an explanation of the tensions that may arise between stakeholders in the ecosystem, based on the understanding derived from the literature. This sub-section is followed by an explanation of the new rules and formats to be implemented, an interpretation of the results of the survey, and a thorough analysis of the impacts on stakeholders.

Finally, the research draws conclusions from the analysis, the discussion around the hypothesis, the limitations of this research and recommendations for future research in the field of stakeholders' interests and sports consumption behaviour.

Part I: Literature review

Chapter 1: The evolution of football, breakaway leagues and new formats

Over the last decades, there have been several reworks of European and international football competitions, as well as several attempts from different clubs and football associations to create breakaway leagues (Macedo et al., 2022). European football has been, over the years, threatened by this creation of breakaway leagues, which demonstrates the tensions within the organizational field at the institutional level (Vrooman, 2007).

The most famous recent example of such breakaway league is the idea of the European Super League (ESL), which would include several of the top European clubs (Macedo et al., 2022). It was announced on 18 April 2021, as twelve European clubs, attracted by the closed league model of the United States sports competitions, tried to bring the project to fruition (Meier et al., 2022). The model was a twenty-team competition with fifteen founding clubs, and five other that could qualify each year. The games were to be played mid-week to compete with the former Champions League organized by the UEFA (Aarons & Ingle, 2021). The idea of the Super League in 2021 was motivated by the hit of the Covid-19 pandemic, causing economic hardship and uncertainty for the forming clubs (Macedo et al., 2022). The project leaders were expecting higher financial gains and financial security (Brannagan et al., 2021).

However, the project of the ESL is far from being new. According to Hopcraft (2006), such an idea started in the 1960s. Silvio Berlusconi, stakeholder of AC Milan at the time, also proposed a new format of competition in the 1980s, motivated by the fact that his club failed to qualify for European top competition, the UEFA European Cup, previous UEFA Champions League, for several seasons in a row (Giulianotti & Finn, 1999). However, it is in the 1990s that the most concrete project of a European Super League emerged, proposed by several European top clubs partnering with Media Partners International (Pijetlovic, 2015). This project led to the creation of a lobbying organization, G14, with the objective of top clubs to have more negotiating power. But after an agreement with the FIFA in 2008, the group disbanded and was later reformed as of the European Club Association (Pijetlovic, 2015).

The project of the European Super League is far from being the only try of a breakaway league. There were some smaller ones, such as the Royal League, the Baltic League, the Atlantic League and the BeNe League (Macedo et al., 2022; Holt, 2009; Pijetlovic, 2015; Vrooman, 2007)). For instance, the Royal League was a closed-model format including the four best clubs from Denmark, Sweden and Norway and took place during the winter break (Pijetlovic, 2015).

The project failed to last because of a low attractiveness of TV rights. Most of these leagues had as objectives a better competitive balance but failed to materialize due to financial difficulties (Macedo et al., 2022).

Nevertheless, projects of breakaway leagues often provoke fierce resistance in the football world, especially in the case of the European Super League. The most recent project built in 2021 caused a lot of reactions from football fans, governing bodies, and even national and European politicians but this will be covered in the section on the impact of these changes on stakeholders. Not only these stakeholders, but professional players also showed their opposition, and supporters demonstrated on the streets to show their disagreement towards the project (BBC Sport, 2021). This resistance can be explained by the fact that stakeholders are usually against shifts in dominant logics (Meier et al., 2022). It has been explained that fans went against the creation of the ESL because they were following a logic of autotelism and a logic of identity (Meier et al., 2022).

On the one hand, the logic of autotelism is related to sporting merit and states that, for European football to remain attractive to fans, promotion and relegation systems remain critical. Because of that, the creation of the ESL would have destroyed sporting merit and the myth that David can still beat Goliath (Meier et al., 2022). On the other hand, the logic of identity states that supporters prefer to maximize their own club's success, rather than seeing top clubs competing in a separate competition (Meier et al., 2022). These two theories lead to the conclusion that football fans prefer to remain in the status quo rather than experiencing a shift in European football dominant logics (Meier et al., 2022). It means that they will always prefer the formats to remain the same and will show their dissatisfaction if any stakeholder tries to change them.

Moreover, the UEFA has always tried to prevent the formation of breakaway leagues by changing the format of its own competitions or by changing the redistribution of revenues (Macedo et al., 2022). It was the case in 1997 and 1999, when the organization decided to increase the number of teams allowed in the Champions League, mostly affecting clubs from the top five leagues (Pijetlovic, 2015). It also does so by threatening clubs trying to create a European Super League.

Most recently, the FIFA and UEFA have announced a redesign of the current Champions League and FIFA World Club competitions format. From the 2024-2025 season, the UEFA Champions League will see thirty-six clubs competing in a single group, instead of the thirty-two teams competing in eight different groups in the current model (UEFA, 2023). Each team will have to

play eight games, and the fixtures will be determined as follows: the teams will be ranked in four different seeding pots, and each team will be drawn against two opponents of each pot. The first eight teams in the league will automatically qualify for the next round, while the team's ranked ninth to twenty-fourth will have to play a two-legged knock-out stage to secure a spot in the round of 16 and get the chance to face the eight best teams. The rest of the teams will be eliminated from the competition (UEFA, 2023). According to UEFA (2023), this new format will bring a better competitive balance, as it allows teams to play against opponents of the same level throughout the competition. On top of that, top teams will face each other more often and earlier in the competition, therefore increasing the attractivity for the fans (UEFA, 2023). The competitiveness will also be enhanced, as any result could potentially change the ranking of a team.

FIFA has also redesigned the FIFA World Cup format and will introduce it at the 2026 World Cup edition which will be held in Mexico, Canada and the United States. Instead of the thirty-two teams competing in the current format, forty-eight nations will be represented at the next edition (Nair, 2023). The competition will host twelve groups, each including four teams, with the best 2 teams of each group advancing to the round of 16, as well as the eight best third-placed teams (Nair, 2023). In the previous competitions, there were only eight groups of four teams. Besides this, compared to the 2022 World Cup edition in Qatar where a total of sixty-four games were played, the number of games played in 2026 will top to 104 (Nair, 2023). On top of that, it has also been announced that a new 32-teams format of the Club World Cup every four years will be introduced from June 2025. It will be a competition between the champions of all the confederations, and the champions from 2021 to 2024 will already be qualified to play in the competition, meaning that Chelsea and Real Madrid have already qualified (Nair, 2023).

However, changing the format of competitions is not the only mechanism the FIFA uses to make football more attractive. Recently, the organization has been looking to change the offside rule to foster the attacking side of the game. This proposal was made by Arsène Wenger, former Arsenal manager now working for FIFA's Chief of Global Football Development. According to the new rule, "a player would no longer be offside as long as any part of their body is in line with the opposing last defender" (Moore, 2023). This would enhance attacking football, as the number of offsides per game is expected to be reduced by fifty percent.

Besides the remodelling of existing competitions and attempts of creating breakaway leagues, the emergence of digital platforms gave rise to the creation of football leagues in a format completely different from traditional competitions. One of the most famous examples of such

competition is Gerard Pique's Kings League. The former Barcelona and Spain defender created the competition, which started in January 2023, in collaboration with Ibai Llanos, the most famous Spanish online streamer (Farrant, 2023). It consists of twelve teams, each led by personalities drawn from the world of football, streaming and social media. For instance, two of the teams are presided by former professional football players Sergio Agüero and Iker Casillas. Anyone can register for the competition and the first ten players were drafted, while the eleventh and twelfth players are rotating, and most of the time former professional footballers (Marsden, 2023). Unlike traditional football competitions, games are not broadcasted on television channels, but streamed online through famous Twitch, YouTube and TikTok platforms (Farrant, 2023).

The rules of the games are highly different from traditional games. Are seven-a-side, last for forty minutes and consist of twenty minutes halves. The match is made more attractive by a special rule. Before each game, each of the two teams draws one of five golden cards, each having a particularity. The different features include "an instant penalty, removing a player from the opposition team, double points for a goal, steal the opposing team's card, or a joker card that lets you pick any of the four bonuses" (Farrant, 2023). To start the game, players line up across their own goal line and race to the ball in the middle of the field. Coaches have the right to unlimited substitutions and the offside rule was kept from traditional football (Marsden, 2023). The rules for the yellow and red cards are slightly different, as players are expelled from the game two minutes for the former, and five minutes for the latter (Marsden, 2023). Also, VAR is also used in that competition. However, if a team's appeal is unsuccessful, it cannot use VAR anymore (Farrant, 2023).

Chapter 2: Understanding stakeholders' objectives and impacts of new competition formats

There are many stakeholders in the football sphere, and they do not all have the same objectives and goals. Fans, players and clubs do not have the same ambitions as sponsors, the media, new leagues, football governing bodies, etc. Moreover, they will not be affected in the same way by the various decisions that may be taken. This section therefore analyses the aims, objectives and how the different stakeholders in the world of football may be affected by decisions.

1. Fans

First, football fans represent a major part of the football world, playing a pivotal role in its sustainability and vitality. Their absence would pose existential challenges to the sport's continuity and cultural significance. Indeed, it is important to note that professional sport plays

an important and positive role in the well-being of many people around the world (Macedo et al., 2022). Football can be seen as a social tool that allows fans to get together, meet each other and create a sense of belonging around the same passion - their club or, more broadly, football - regardless of their background.

Furthermore, football is the world's most followed sport, with an estimated fan base of 3.5 billion people worldwide. It has the largest television audience and massive competitions, featuring domestic leagues, the Champions League and the World Cup (Sport for business, 2017).

Fans also resist the notion of football being treated purely as a money-making business, preferring its main essence over financial gain. In the same way, they are firmly opposed to shifts in dominant logics and closed leagues, which are created solely to make money, and which put the participating clubs in a dominant position (Meier et al., 2022). Consequently, when the European Super League was first announced, fans were opposed to the creation of this format, particularly demonstrating in stadiums and on social networks (BBC Sport, 2021). This factor contributed significantly to the failure of all proposed initiatives of a super league. The opposition to such a closed league primarily stems from a desire to uphold principles of merit and a system that hinges on the promotion or relegation of teams based on their performance. Advocates of this viewpoint argue that it fosters intense competition and elevates the stakes in matches, thereby contributing to a more dynamic and engaging sporting environment. Furthermore, within a closed league comprised exclusively of prominent teams, the enduring myth of David versus Goliath, wherein smaller teams occasionally succeed in overcoming giants, would be eradicated. Finally, fans would prefer to maximise the success of all the clubs over the interest of specific entrepreneurs seeking financial gains (Meier et al., 2022).

In other words, fans are in favour of football in which there is uncertainty about the final outcome (Caruso et al., 2017). They want something to be at stake and they dislike the winner to be known from the start. They want to see clubs from lower leagues fighting for promotion and witnessing success stories, such as when Leicester won the Premier League the season following their promotion. On the other hand, they also want to see teams fighting for the title and avoiding relegation in lower leagues (Scelles et al., 2016). In short, fans want to watch football and their team to succeed and be entertaining.

Concerning the new format of the champions league, fans also showed their disapproval. For example, Borussia Dortmund's supporters showed their dissatisfaction with the new Champions League format in their match against Newcastle, by throwing fake gold bars and money onto the pitch (Honigstein et al., 2023).

Finally, fans desire their club to achieve success, including winning titles, securing top players, and capitalizing on the best opportunities available (Macedo et al., 2022). To realize these ambitions, they actively engage by attending matches, investing in club merchandise and season tickets, and supporting their chosen team.

2. Players

The presence of players as main actors in football competitions means that, in their absence, football would cease to exist. Their goals and objectives are more focused on themselves, making them selfish stakeholders.

Firstly, players mainly aim at lifting trophies with their clubs, the most popular of these being the Top 5 domestic league trophies - Premier League, Serie A, La Liga, Ligue 1, Bundesliga -, the Champions League, league cups and the Club World Cup. Furthermore, they all dream of individual awards, such as the Ballon d'Or, which crowns the best player of the year. However, not all teams have chances of winning these trophies, and not all players win these individual awards. This underscores players' aspirations to join elite clubs worldwide, aiming to compete in top-tier leagues and prestigious tournaments like the Champions League or the Club World Cup, as not all clubs have the opportunity to participate in such famous competitions. Taking part in these major events by joining these big clubs will enable them to win these trophies as a team, making them eligible to win major individual awards.

However, back in 2021, when the announcement of the creation of the European Super League by an association of clubs hit the headlines, players were quick to voice their opposition to its formation (BBC Sport, 2021). Moreover, it is worth noting that when the Super League was unveiled, UEFA, led by Alexander Ceferin, made it clear that players involved in the Super League would no longer be allowed to represent their country in the national team during the international competitions organized by UEFA such as the World Cup and the Euro (Meier et al., 2022; Rachini, 2023).

For many players who hold a deep attachment to their countries and dream of representing them on the international stage, this posed a significant threat. Indeed, players want to represent their country, which is a source of pride for them, and aim at winning major international trophies,

such as a continental championship or the FIFA World Cup. However, very few players are called upon to represent their country. There is usually a selection of 23 or 26 players called up by the coach. These players are called on the basis of their performances, hence the choice being affected by the level of the club and the league in which the player plays.

Another aspect worth delving into is that the European Super League, with its appealing allure, could eventually draw in all the best players worldwide. Indeed, every football superstar would want in, and the clubs involved would become the most attractive destinations for them (Scelles, 2017). In terms of competition, they would face off against the greatest teams and the finest players globally. As a sweet bonus, their salaries could also see an upward trajectory, as the Super League would generate substantial sums for the participating clubs, thanks to these football icons (Szymanski, 1998). In other words, there is also a certain financial incentive for players, as clubs do not offer similar levels of wages. Consequently, many players are heading for lesser leagues such as the Saudi Pro League or the American MLS because the clubs in these leagues offer bigger salaries to attract players.

Finally, what also needs to be taken into account regarding players is their mental and physical health. The football match schedule for players is enormous and very demanding. An illustrative instance of a modification in competition format occurred during the 2022 World Cup, held towards the end of 2022, amidst the football season, changing from its traditional scheduling typically observed in June and July. This raises several issues such as preparation and recovery. In previous World Cup formats, players had 31 days of preparation and 37 days of recovery after the final, compared to just 7 days of preparation and 8 days of recovery with this new format before playing another match with their team. Additionally, during the World Cup, a new rule regarding stoppage time was implemented. The aim was to make up for lost time during matches due to VAR, injuries, substitutions, and all other events that cause time loss. This resulted in longer match times. On average, stoppage time per match was 11.6 minutes during the World Cup, equivalent to three extra full matches during the football season for players who participated in the competition. All these factors had impacts on the players. Indeed, after the World Cup, in January, 20% of players felt more mentally fatigued than usual for that time of year, 44% experienced extreme fatigue they wouldn't normally have at that time, and 53% felt or suffered an injury due to the overloaded schedule (Fifpro, 2023).

It is noticeable that, with the remodelling of the format of UEFA and FIFA football competitions, players will have to play more games in an already busy schedule (Nair, 2023).

The Professional Footballers' Association (PFA), has raised concerns as of the players fatigue and burnout due to this overcrowded schedule (Nair, 2023).

3. Clubs

Clubs serve as the unifying institutions where fans and players converge under shared colours, sharing common objectives, yet they have their own interests, usually oriented towards financial gains.

First, success is an objective shared by players and football fans. And, just like players and fans, clubs want to win trophies and compete at the highest stage of the competitions. The distinction lies in the fact that club lack the possibility to compete in another domestic league, but they face the threat of relegation in case they underperform, a scenario they seek to avoid. Moreover, each season, they aspire to play at the top of the league table in the hope of claiming the title and qualifying for the Champions League, the Europa League, or the Conference League. The goal of each club is to continuously pursue numerous trophies every season. By pursuing this goal, clubs will attract more audience and will enhance the attractiveness of football competitions, which is a factor football fans consider as very important when it comes to entertainment (Macedo et al., 2022).

In other words, clubs want to increase their appeal, aiming at attracting a significant fan base and top-tier players (Caruso et al., 2017). This pursuit creates a cyclical dynamic where performances attract talented players, consequently increasing fan engagement. Conversely, if a club is perceived as unattractive - lacking in quality players and support - it may struggle to attract sponsors and investors (Caruso et al., 2017).

There is also the financial dimension to consider for the clubs. Competitions such as the Champions League bring in significant financial gains, and the better clubs perform in the competition, the higher the prize money. Additionally, clubs occasionally opt to sell players to capitalize on substantial transfer fees, highlighting the significant business dimension inherent in football operations. In such cases, clubs prioritize profitability as a key objective, recognizing the financial opportunities allowed by player transfers.

Moreover, driven by the appeal of financial gains, clubs are tempted to create new formats, the European Super League being the prime example. Clubs participating in this competition would see their income increase drastically. The concentration of top-performing clubs and high-level fixtures would attract more revenue from sponsors, television broadcasting rights and stadium

attendance (Brannagan et al., 2021). In addition, the absence of relegation from the super league would greatly reduce the economic risks for the participating clubs (Meier et al., 2022).

Furthermore, the governing bodies possess a substantial amount of power, while clubs allying to form groups will enhance their negotiating power towards these football governing bodies (Macedo & Mourão, 2022). On numerous occasions, clubs have leveraged the prospect of establishing a new league or alternative format to impact decisions proposed by football governing bodies (Geeraert, 2016; Holt, 2009).

However, this would be negative for clubs not participating in the European Super League, or any other new competition format. There would be a disparity in income which would only increase the gap between high-performing and poor-performing teams and harm the attractiveness of national competitions.

4. Domestic leagues

Domestic leagues also serve as unifying institutions that bring together clubs from the same country, or football federation more precisely. Although they provide a framework for clubs and players to compete, and fans to attend and watch games, these leagues are also mainly driven by financial interest.

Therefore, their main objective is first to be profitable and generate revenue. In pursuit of this objective, they employ principal sponsors, such as Uber Eats in Ligue 1 of France - to be replaced by McDonald's from 2024 - or the Jupiler Pro League in Belgium. The leagues will sell their broadcasting rights to television channels or advertising broadcasters, who will pay for brand promotion (Zheng & Mason, 2022).

However, to benefit from this revenue source, the leagues need to remain attractive (Szymanski, 1998). This attractiveness is undermined by the existence and development of international competitions, such as the UEFA Champions League (Honigstein et al., 2023). To retain their attractiveness, domestic leagues play the role of supporting clubs to attract high-performing players and increasing the uncertainty of the outcome every season. The mechanism they use to support the clubs is by redistributing revenues to clubs competing in the league into a merit payment for final league position (Cox, 2015). Consequently, negotiating the best deals with sponsors will allow the leagues to increase the money pool from which they will distribute revenues to member clubs. Hence, clubs will become more competitive, and entertainment provided by the leagues will be enhanced.

However, the implementation of new formats, such as the European Super League or new UEFA Champions League format poses significant challenges to domestic leagues, especially regarding financial gains.

Indeed, many key figures at the national league level argue that these new formats are a threat. Concerning the new format of the Champions League, Javier Tebas, president of La Liga, argued against it, as it is threatening the attractiveness of national leagues (Honigstein et al., 2023). Indeed, La Liga would be relatively less attractive, and they would earn less from broadcasting rights and sponsors (Honigstein et al., 2023). However, he would not be opposed to a more traditional open league, where the top three teams from each country - and from more countries - could participate, therefore increasing the interest for domestic leagues (Honigstein et al., 2023). Moreover, he was also against the ESL, as he said that it will destroy national leagues on the long-term, and the stability of UEFA's competitions would be influenced, as only the top fifteen European clubs would remain (Honigstein et al., 2023). Also in Spain, Florentino Perez, President of Real Madrid and one of the architects of the Super League, also described the new format of the Champions League as absurd.

Reactions also erupted in Italy, as because of the new Champions League reforms, Serie A's latest TV rights deals went backwards. This can be explained by the fact that, as more games are being played in the Champions League, the UEFA demands more money from broadcasters, which in turn will have less money to spend on domestic leagues (Honigstein et al., 2023). Moreover, television networks argue that Serie A is now less attractive, with the Champions League proving to be a more lucrative venture (Honigstein et al., 2023).

Conversely, in France, the new Champions League format has been relatively well-received. Thanks to this revamped structure, three French teams will have the opportunity to participate in the competition, a welcomed change from the previous limit of two teams. This not only provides an additional chance for French teams that have struggled in the past but also injects more money into French football. This comes at a crucial time as TV rights for French football have been on a declining trend (Honigstein et al., 2023).

In Germany, Hans-Joachim Watzke, president of Borussia Dortmund, believes this new format will allow German clubs to earn eighteen to twenty million euros more per season. This view is not shared among everyone, as Dirk Zigler, Union Berlin chairman, affirmed that it would increase the gap between wealthy and poor clubs (Honigstein et al., 2023). It is also believed to

“wreck domestic calendars” and expects fans to spend more money and time on attending that new competition (BBC Sport, 2022).

Another threat is the convergence of revenues for clubs participating in these new competitions. Indeed, the few clubs from each league participating in these new formats will receive much higher revenues. This will bring less uncertainty about the outcome of the domestic league because these teams with larger budgets can attract the best players and dominate domestic leagues. Additionally, this could lead to a decreased attractiveness for spectators and could result in financial problems for smaller clubs in the league (Macedo et al., 2022).

5. UEFA/FIFA

The objectives of the football authorities are multiple and are mainly financial and economics-related.

First of all, the objective of the UEFA and the FIFA are to provide a framework to all the stakeholders in the football world, but mainly for clubs, players and supporters. By organizing competitions and holding the ownership of domestic leagues and international competitions, their purpose is to provide a structure to these stakeholders.

Furthermore, their biggest goal is to keep the monopoly of this organization, in order to attract and retain all the revenues from the football industry (Reuters, 2023). By keeping the monopoly, they will be the only authorities to earn revenue from events, competitions and games, as well as contracts and sponsorships. They will try to retain it by threatening clubs and players trying to rebuild the dominant logics imposed by the authorities - such as trying to create a European Super League. The method they will employ is by changing their own formats to make them more attractive to clubs, players and fans (Macedo et al., 2022).

Besides this, an indirect goal is to keep a competitive balance, mainly in European competitions such as the Champions League, Europa League or European Conference League. The change in the format of these competitions is mainly to provide more opportunities to smaller teams to compete at the international level, and to keep the myth of David versus Goliath alive (Macedo et al., 2022).

As the introduction of new formats is a threat to the monopoly of UEFA and FIFA, these bodies are prepared to take punitive measures. In the case of the Super League, UEFA and other governing bodies have warned the clubs behind the project and all those taking part in the

competition that they will no longer be able to play in their national league and team (Rachini, 2023).

6. Media

The media are all the audiovisual groups and platforms that want to acquire the rights to competitions in order to broadcast them and offer them to their spectators.

Their objective will be to attract as many spectators as possible to their platforms. To do this, they need to acquire the leagues for which there is most demand, while trying to get the best price. The aim is to sell these rights in the form of subscriptions to football fans who want to follow the competitions, as a mechanism to generate profits.

However, some media provide football games for free - such as the RTBF and RTL in Belgium with the diffusion of the World Cup and the Champions League, respectively - but rely on advertisers for the revenues. Therefore, the more this kind of media can obtain broadcasting rights for popular competitions, the more it will be beneficial for them.

They will also aim to sell as much as possible by having a wide catalogue of competitions to attract advertisers to run their ads.

7. Sponsors

For the purposes of this research, a sponsor is any brand or company that directly sponsors a football team or its players.

First, sponsors may choose to focus on a particular club. The aim of sponsors in this case is to choose a club that will give their brand as much exposure as possible in order to promote and sell a product or service. They will therefore try to target clubs that play in major leagues and competitions. The aim is to maximize the amount of time their brand appears so that the club's fan base, which is the target of these sponsors, sees the brand as often as possible. Obviously, the more visibility the teams have, the more expensive the sponsorship contracts will be. There are several ways for brands to sponsor a team. First through visibility, which consists of putting the brand's logo on the shirt, equipment, website, signs in the stadium, etc. Second, through naming, which consists of associating the brand's name with the name of the team or stadium. Finally, they can create licenses with the name of the associated team or carry out commercial actions in partnership with this team.

Brands or companies can also associate their name directly with a footballer. Some footballers are more important in the media than their clubs. For example, Cristiano Ronaldo, Lionel Messi,

Neymar and Kylian Mbappé all have numerous sponsors. In this case, the objective will remain the same, i.e. to increase the brand's visibility through the promotion that the footballer will be doing and to sell the service or product to the footballer's fanbase. To do this, the brand will select players who have a high profile, such as superstars, but also players who play for big clubs or promising youngsters who have a strong following.

8. Advertisers

Within the scope of this research, advertisers are considered as brands or companies that want to promote themselves through domestic leagues fixtures.

Similarly to sponsors, their goal will be to advertise a product or service with the intention of selling it to a broader spectrum of football fans, as they typically sponsor entire competitions. Their objective will therefore be to find the domestic leagues that generate the most interest from fans to reach a wider audience.

Advertisers will also rely on media to gain visibility towards football fans by injecting a significant amount of money, depending on the popularity of the football competition or game. The way it will be done will be through advertisements placed during breaks on the television. This is a way for them to gain visibility and boost their sales among football fans and stakeholders in general.

9. European and national governments

The governments also pursue several objectives related to developing football. First, they have the objective to promote health and wellbeing among the population and young generations. It is a way for them to ensure the population stays healthy and is able to work and live for a long time.

The governments might also want to promote entertainment and tourism by developing football for its population, also to ensure people stay healthy, whether it is mentally or physically.

Furthermore, investing in football infrastructures to boost the economic development of the country represents a significant part of the objectives. As commonly understood, football constitutes a significant portion of and makes a substantial contribution to a nation's GDP, particularly as the largest sports industry in Europe. In general, governments will look to invest in football-related activities - such as stadium construction, hosting major events, attracting sponsorship deals, etc. - in order to boost economic development. For instance, organizing a

FIFA World Cup event in their country attracts a lot of funds, returns, investments and visibility to boost foreign investments.

That is why some members of these governments may be against the changes in football. For example, the former British Prime Minister Boris Johnson declared that he would use his power to prevent the creation of the super league (UEFA, 2021; Walker, 2021).

10. Shareholders

Shareholders are all the people who invest in a club in exchange for shares. These are generally investment funds, very large fortunes, or groups of investors.

Their primary objective is financial; they function as investors with the aim of generating profits rather than incurring losses. This objective is generally in line with the objectives of the supporters and the club. In fact, even though this objective is financial, as they may one day want to sell their shares at a higher price than what they invested, their presence aims to facilitate the club's advancement and augment its overall value. However, to achieve this, the club needs to become more attractive, by taking part in the best competitions, win trophies, buy star players and promising players. The realization of these objectives relies on the amount of money capitalized by investors.

Also, in certain situations, a brand or major company can buy out a football club. This is the case, for example, with 777 Partners, which acquired Standard Liege in 2022 for 55 million euros and is currently in the news (Helleff, 2024). Therefore, this company is considered as a shareholder of the club, as they own most of the shares and run the club. They also promote their brand through Standard Liege, but at this point and as part of this search, 777 Partners will not be considered as a sponsor but as the club's shareholders because they have bought the club.

11. Geographic Neighbours

Finally, this category includes all the players who will benefit from the presence of a football club in their town. It therefore includes hotels, bars, restaurants, shops and, more generally, tourism in the vicinity of the stadium that benefits from the presence of fans who come to the stadium.

The aim of these entities is to make the most of the fans who come to the stadium, so their objective is to find the club in the town that will be the most attractive, that plays matches that are likely to bring in the most fans, and that does so as often as possible.

By doing so, these businesses aim to capture a significant share of the spending power of football fans. They will position themselves to fulfil the needs and preferences of these fans, offering services and experiences that enhance their matchday experience. Consequently, their success is linked to the ability of the football club to attract and retain a loyal fan base.

Chapter 3: The influence of digital platforms on sports consumption

The emergence of digital platforms in the last decade has completely changed the way fans consume sports content. Because of this rise, there is a new relationship between sports agents such as athletes, brands, clubs or leagues and the consumption and production of sports content, and especially football (Petersen-Wagner & Ludvigsen, 2022). This transformation between sports events and the media is even older, as it started since the mid-1990s and the consumption of this type of content is not done through traditional media anymore, such as television, radio or print (Ludvigsen & Petersen-Wagner, 2022). The rise of the internet and emergence of social media gave birth to a mediated communication, which has an impact on individual and organizational life in sport much more than in the past (Ličen et al., 2022).

Digitization has been strengthened in the last two decades by the consolidation of the big five platforms, namely Alphabet, Amazon, Apple, Meta and Microsoft, which has had an influence on the consumption of sport (Negroponte, 1995; Hutchins and Rowe, 2012; Van Dijck et al., 2018). These big five platforms played a crucial role in shaping the platform economy, and participated to the creation of a new power asymmetry, where platforms regulate data distribution, determine revenue generation tactics, and filter content using algorithms, while “traditional media act as complementors by providing the much-needed content” (Van Dijck et al., 2018).

Additionally, there exists a shift from public spaces to more private domains, with technology emerging as a viable substitute for the traditional significance of physical stadiums in enhancing the supporter experience. This notion is related to the idea of a “man cave”, denoting a space such as a room or garage transformed into a digital entertainment hub, featuring a television where fans can enjoy watching football matches from the comfort of their homes (Radmann & Karlén, 2022).

The most notable example of the rise of digital platforms is YouTube. With over one hundred localized versions in 80 different languages, it can be considered one of the most popular digital platforms and also as an alternative and complementary medium to traditional media (Bärthel, 2018; Checchinato et al., 2015). Today, all the big five leagues in football have a presence on

YouTube, whether it is the league in itself or the clubs participating (Petersen-Wagner & Ludvigsen, 2022). The whole sports fan experience has changed, and the biggest transformation it has brought is the way to watch content. Platforms have allowed sports agents to produce extended highlights videos, in which a 90-minute game is transformed into a 10 to 15-minute compilation of the best moments (Pierce, 2023). The whole sports fan experience has shifted, with these short videos being enough to show the starting line-ups, the kickoff, every action and goal scored by both teams (Pierce, 2023).

Before that development, watching football through traditional media such as television meant watching a game for ninety minutes with uninterrupted attention, while now, with digital platforms, there is more content available, and less attention given (Galily & Tamir, 2014; Rowe, 2015). This evolution has shifted the way of watching football from content scarcity and total attention to content abundance and attention scarcity (Hutchins & Rowe, 2012).

The emergence of platforms has also affected to a greater extent the consumption of football content among the younger generation, as teenagers and young adults also follow now individual players and care more about what happens outside of the field rather than on the game itself, and like scrolling through highlights on social media platforms (Pierce, 2023). According to PwC (2016), digitization has enabled fans to interact with their favourite team or players beyond the scope of the game. The social media also ensure the link between fans and football organizations is strengthened by providing valuable insights for clubs to learn from. The reduced cost of media creation due to digitization enables football clubs to generate and disseminate more content of higher quality. On top of that, it has enabled people to engage through various devices and channels, from buying tickets to streaming videos or live content (PwC, 2016).

However, the experience at the stadium has not changed drastically over the past twenty years, as there are not any replays on large screens in the stadium, live commentary is not made available, and social media activity does not concern and is not directed towards fans in the stadium. Social media is often used as post-match commentary platforms for fans to discuss what happened during the game (PwC, 2016).

The impact that platforms have goes far beyond football, as it touches the whole sports world. Indeed, the American league of baseball, MLB, has decided to add a pitch clock into the rules, shortening the games of approximately twenty-five minutes (Pierce, 2023). The same kind of change has also been seen in the PGA tour, the professional golfing league, with the number of

rounds being decreased from four to three, with more players playing at the same time. The objective of the modification is to make sure something exciting always happens (Pierce, 2023).

The Covid-19 pandemic has also accelerated the process of digitization, as sports fans were forced to watch games from home, being deprived from the real stadium experience. In many countries around the world, sporting events were allowed but without an audience. In fact, in Sweden, many sports events have been reshaped and even include an element of digitization (Andersson et al., 2021; Armbrecht et al., 2021).

However, in some countries, the pandemic has been seen as an opportunity. For instance, Australian sports organizations seized the opportunity to experiment with digital solutions (Wymer et al., 2020), while the Bundesliga in Germany continued to engage with supporters through digitization and by broadcasting past historical matches and e-sports competitions (Schallhorn & Kunert, 2020). This situation led Majumdar and Naha (2020) to consider digitization as an opportunity to adapt the experience, as more people can participate, and believe that it has positive effects, such as an increased interest in watching sports competitions.

Nevertheless, the pandemic has also shown that fans need to watch sports events live at the stadium, and digital platforms cannot replace the true physical experience. A study in Sweden has shown that 55% of Swedish fans consider that the digital experience is similar to a low extent to the physical experience, and only 20% believe that digital events are a good solution (Armbrecht et al., 2021). The lack of social interaction made people realise how important outdoor life is (Andersson et al., 2021). This phenomenon is named topophilia and defined as “the deep connection between people and specific places” (Tuan, 1974). Research has shown that supporters, whether they are men or women, feel a certain attachment to their favourite team’s stadium (Bale, 1994; Pope, 2017).

Finally, football without an audience cannot be considered similar for people watching the game through digital platforms (Radmann & Karlén, 2022). Indeed, social media conversations might seem aimless, as those who did not participate in the event lack the same connection or firsthand experience (Radmann & Karlén, 2022).

Chapter 4: Factors shaping football game demand

This part delves into the components sought by football enthusiasts during their interaction with a football match and an examination of the factors impacting this desire.

First, there are two types of demand when it comes to football. Indeed, the direct demand concerns the fans who attend the match or the competition. On the other hand, the indirect demand states that football serves as a means of production for entities such as television and the media in general, the sale of merchandise, betting entities, and everything related to advertising and sponsorship (Borland & Macdonald, 2003).

It is also important to consider that there are two types of fans. Indeed, fans derive greater interest watching a game in which their team has higher chances of being victorious. However, this scenario does not always unfold, leading to the existence of different types of fans. First, the loyal supporters who are highly committed. They will consistently support their teams even if they do not always achieve the success and performance they expect. Then, the less loyal fans who may choose to attend a match because there is uncertainty in the game, the team is in good form, and has had good results in its recent games (Caruso et al., 2017).

In the recent studies that have been published, different authors highlighted the idea that uncertainty about the outcome of certain competitions, such as winning the title, qualifying for a European competition – such as the Champions League and the Europa League - or avoiding relegation could have a positive impact on demand (Addesa & Bond, 2021; Andreff & Scelles, 2015; Bond & Addesa, 2019, 2020; Hautbois et al., 2022; Scelles, 2017; Scelles et al., 2013a, 2013b, 2016; Schreyer & Däuper, 2018).

However, this uncertainty is sometimes mitigated when fans are deeply devoted to their club, introducing a sentimental dimension that reduces the impact of uncertainty (Tapp, 2004).

An additional facet to be taken into consideration pertains to the standard of football exhibited, which demonstrates a positive correlation with demand. First, the presence of one or more football stars in the team or, more generally, a very talented team, can also have a positive impact on demand and increase the viewership for the match (Scelles, 2017; Schreyer et al., 2018). For example, it has been observed that Portuguese fans are more inclined to watch matches in which Cristiano Ronaldo plays (Macedo et al., 2022). Furthermore, in the same vein, one can also highlight the overall level of the season, which tends to attract more people if all the teams are competitive and offer attractive gameplay (Macedo et al., 2022).

Another factor that can boost demand for a football match is the context of the game. Matches between two rival teams, such as a Clasico or a derby, can have a positive effect on demand (Cox, 2015; Humphreys & Pérez, 2019; Scelles, 2017).

However, the demand for a particular match can be negatively affected if other matches are being played at the same time (Cox, 2015; Scelles, 2017; Schreyer et al., 2018).

Other factors that can influence demand include everything related to the organization of the match. In this case, the first factor is the day of the week and the month in which the match takes place (Cox, 2018; Humphreys & Pérez, 2019; Scelles, 2017; Schreyer et al., 2018). For example, matches played towards the end of the season, typically in May, are likely to attract the greatest number of supporters (Allan & Roy 2008). Additionally, there are differences depending on the various leagues, highlighting a factor of distinction between countries (Cox, 2018; Humphreys & Pérez, 2019; Scelles, 2017; Schreyer et al., 2018). Continuing with the idea of differences between countries, it is often observed that fans are more inclined to watch competitions held in their own country, in their domestic league (Macedo, A., Dias, M. F., & Mourão, P. R. 2022).

Returning to the organization, the weather can also have an impact, just like the prices that fans will have to pay to attend a match, whether it is a ticket for the stadium or a television subscription (Caruso, R., Addesa, F., & Di Domizio, M. 2017). Demand can also be influenced by the distance between away stadiums and fans' hometowns. Travelling costs money, and higher travel costs can reduce the number of spectators who would potentially go to the stadium. On the other hand, this can increase the demand to watch the match on television (Forrest, Simmons, and Szymanski, 2004).

Finally, a theoretical concept that can be utilized and have an impact on supporters' demand for a home match is Topophilia. This refers to a deep connection that people might establish with particular places (Tuan, 1974). Indeed, numerous studies show that male or female supporters can develop a particular attachment to their home stadium (Bale, 1994; Pope, 2017). This could thus have a positive effect on demand for home matches. For example, a witness in the survey recounted that the stadium is a part of their life. Indeed, when people come to the stadium, they debrief the previous match, watch the match of the day, and already plan for the next match. She also mentioned that it was something she missed during the COVID-19 period (Radmann, A., & Karlén, S. 2022).

Part II: Research Methodology

1. Theoretical framework

Based on the literature review and the research that has been previously made, the theoretical framework that was used encompasses several managerial and business theories. First, the analysis is based on consumer behaviour theory, defined by Schiffman & Kanuk (1997) as “the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas”. In the case of this research, it will aim at understanding the motivations and preferences of football fans regarding competition formats and rule changes that can help predict their responses to proposed alterations.

Second, at the heart of the research lies Freeman’s stakeholder theory (1984), which focuses on the relationships between organizations and their stakeholders, including fans, clubs, players, broadcasters, regulatory bodies and others and how these stakeholders manage these relationships to create value. By meticulously analysing the divergent perspectives and interests of these stakeholders in response to proposed modifications, the study gains insights into the potential tensions arising from the interactions between stakeholders. In this case, analysing the perspectives and interests of various stakeholders in response to proposed changes can inform strategic decision-making and relationship management within the football industry.

To further support and acknowledge this framework, a schema of the different stakeholders and tensions that may arise because of their diverging interests is developed in the analysis section of the research. It will serve as the basis for the analysis, as the impact of the introduction of new rules and formats on football fans will further spread across all the stakeholders, impacting them in a positive or negative way.

2. Hypothesis

The theoretical framework and the literature review that has been conducted allow the formulation of a central hypothesis. The evolution of the breakaway leagues over time, the stakeholders’ objectives and impacts of new formats, the factors shaping football demand and the influence of digital platforms on sports consumption led to the creation of a hypothesis which is as follows: “The introduction of well-chosen new rules in the game and new formats of competitions will increase the demand for football-related content, creating a positive impact on all the stakeholders in the football sphere”. The expected results are that these projects will make football more attractive to football fans, as well as non-fans, and increase the interest and entertainment experienced by any person watching games, whether it is live or through digital

platforms. The increase in the amount of people being interested in and watching football games will have an impact on all the stakeholders, increasing their utility and value, as they will all benefit from the increased amount of people watching football-related content.

In order to test this hypothesis, new rules of the game and new formats of competitions, developed in the analysis, were created to assess the impact it would have on the audience for live content and highlights of games on digital platforms.

3. Methodology

The methodology used to assess the hypothesis and answer the research question is quantitative. Given the lower attractivity of football live games due to the emergence of digital platforms giving access to extended highlights of games, the objective of the study is to confirm or refute that a change in football rules and introduction of new formats will increase the audience, benefiting all the stakeholders as a whole. Thus, it follows a logic of deduction.

In order to confirm or refute that hypothesis, a survey was conducted among football fans and non-fans, mostly located in Belgium and Europe in a broader sense.

To gather as many responses as possible, the survey was shared on social networks via stories on Instagram, posts on Facebook and to family and friends. This enabled us to mainly reach people in the 20-30 years old age bracket who share a passion for football, but also people in other age categories who may or may not be football fans. In addition, the survey was divided into three sections so that the impact of the proposed changes could be properly assessed.

The first section of the survey aimed at creating a demographic segmentation of the people surveyed and assessing their current consumption and behaviour towards football-related content: football fans, following football on social media, frequency of live viewing, consumption of short or long summaries of matches, frequency of viewing these summaries, reasons for consuming summaries rather than the full live match, and type of competition watched.

The second section aimed at assessing the impact of the introduction of two new rules in the game on the interest of football fans and non-fans towards football-related content: 1 extra point every 3 goals and an unlimited number of substitutions during the match. The main objective was to understand if these new rules would increase the audience among the people surveyed, and if they would increase their consumption of such kind of content, by asking if it would increase the frequency at which they watch football.

Finally, the last section pursued a similar objective as the second one, but by assessing the impact of the introduction of new formats of competitions into the football framework, by creating a playoffs system in domestic leagues and a closed European league. The aim was to assess the impact of introducing the new formats in the same way as in the previous section. The section therefore consisted of assessing the interest in the potential introduction of these new formats, and whether the football consumption of the respondents could increase with the introduction of these new formats.

In analysing the results of the survey, the aim is not only to have an overall view of all the results but also to interpret them in order to really understand consumption and the impact of potential changes. The aim will be to see whether the changes will have an impact in general, but above all to understand which groups of people will be affected by which changes. For example, trying to understand whether the rule changes might encourage people who do not watch live football to start watching it. Another aim would be to find out what people who actively watch football would prefer and what impact these changes would have on them. This will make it possible to analyse the impact on all stakeholders.

As part of this thesis and following the interpretation of the literature review, a diagram representing the different interactions and tensions between the different stakeholders who interact with each other in the world of football has been created. This diagram will form the basis of the research and will enable to understand the direct and indirect impacts on the various stakeholders. Indeed, the aim of the research is to understand the impact that potential changes to the rules or formats could have on fan consumption and therefore the impact of these changes on all the stakeholders using this diagram.

4. Results of the survey

Among the 202 persons surveyed, 66.3% were men and 33.7% were women. The sample was mainly made up of young people. In fact, 67.8% of respondents were aged between 20 and 30, and 6.9% were under 20. A further 4.5% are aged between 30 and 40, 7.9% between 40 and 50, 9.4% between 50 and 60 and finally 6.9% are over 60.

The first two questions assessed respondents' relationship with football. The first question asked whether they considered themselves to be a football fan, and 61.9% of respondents answered positively. The second question asked whether they follow football on social networks. 57.4% responded positively to this one.

The survey then assessed the consumption of football content, whether by watching live matches on television and other platforms or by watching short or long summaries of matches on YouTube or other platforms.

Most respondents watch live football fairly regularly. Indeed, 21.8% watch football on television several times a week, 20.8% once a week and 15.3% at least once a month. There are 34.4% who only watch it a few times a year and 7.4% who never watch it at all.

Regarding the frequency with which short or long summaries are viewed, 5.4% of respondents watch them several times a day, and 5% watch them once a day. Many people watch them several times a week (23.8%) or once a week (13.9%). Others watch summaries more occasionally: 5.4% several times a month and 10.4% several times a year. Finally, 36.1% of respondents do not consume this type of football content at all.

The next part of the first section asked what would make people watch summaries rather than the whole football match. There were a number of suggested answers, and the results are as follows: 29.6% find the match times inconvenient and 27.8% do not subscribe to the channels that broadcast football matches. In addition, 18.6% found the matches too long and 15.1% found them boring. Finally, 5.4% of respondents find the matches unbalanced and 3.5% watch short summaries to review the best phases of the match.

The rest of the first section was used to assess the type of competition that respondents consume. 49% of respondents watch national leagues (Premier League, LaLiga, Ligue 1, Serie A, Bundesliga, etc.). 63.4% watch European competitions (Champions League, Europa League, Conference League, etc.). Next, international matches (World Cup, European Championship, friendlies, etc.) are watched by most people with 87.1%. Finally, 8.4% of respondents do not watch any of these competitions.

The purpose of the survey was also to assess the interest and impact that rule changes could have on football consumers. With regard to rule changes, 16.8% of respondents would be interested in the rule of an extra point every 3 goals, followed by 26.2% who would be interested in an unlimited number of changes, 21.8% who would be interested in both rules and 35.1% who would not be interested at all.

Regarding the impact on respondents' consumption if one or more of these rules were implemented, 10.9% said they would watch more live matches and 3.5% more short or long summaries. Then 5.4% would increase their consumption of live matches and summaries.

Finally, there would be 8.4% of respondents who do not consume soccer content but would be interested in watching soccer if one or more of these rules were implemented.

Finally, the interest in and impact of a change of format was also assessed. The results are that 10.4% of respondents would be interested in a closed European league, 28.2% would be interested in a playoffs system. 13.9% would be interested in both new formats.

In terms of impact, 13.9% said they would watch more live matches and 2.5% would watch more summaries. Then 8.9% said they would watch more matches and summaries. Finally, 9.4% do not currently consume football content, but the implementation of one of these formats could lead them to consume more summaries or matches.

Part III: Analysis

Chapter 1: Potential tensions between stakeholders in football

This section will analyse the relationships between each of the stakeholders in the world of football, focusing on the various tensions that may exist between them. Indeed, their objectives can sometimes diverge, and this can lead to tensions between them.

The tensions that have been chosen for this research are those that came up most often in the literature review when this research was being conducted and which are the most relevant. However, it is possible - and even certain - that there are other tensions and that this diagram is a simplified version of reality.

The diagram below shows all the voltages that will be analysed:

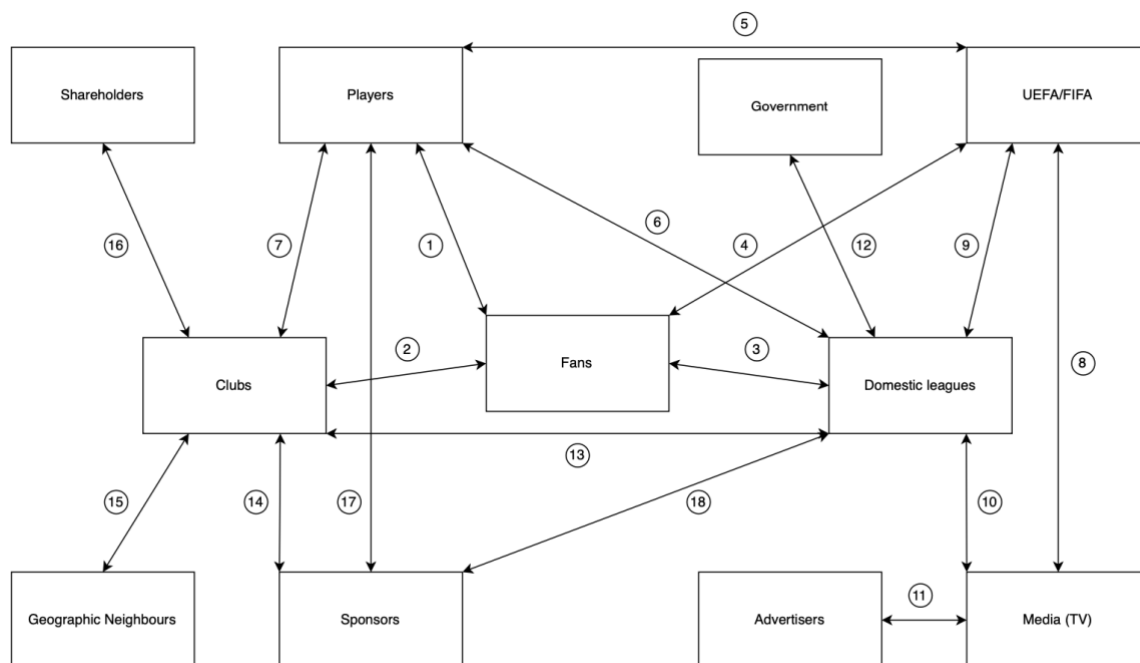


Figure 1 - Diagram of the tensions between stakeholders

1. Fans & Players

The tensions between fans and players can be of different types. First, there is pressure to perform. Fans expect players to give perform to help the club secure titles in competitions, aligning with mutual aspirations. Consequently, tensions may arise if the performance falls short of expectations from the fans. This tension is exacerbated in two different situations: when the player has joined the club for a large transfer fee or when he shows a poor image off the pitch.

Another type of tension that can arise is when the club is driven by the financial side of football. Indeed, some players will try to play on contracts terms and the transfer market to get better wages and it can cause discontent among fans, because the player is not fully dedicated to the performance of the club. A player who shows loyalty to the club's values is appreciated among fans, and the opposite can become a problem.

Finally, there can also be huge tensions between supporters and players of an opposing club. However, these are tensions that are supposed to be normal and due to the rivalry between the two clubs. Unfortunately, there are currently increasing tensions caused by acts of racism against players. Real Madrid's Vinicius Junior and As Roma's Romelu Lukaku have recently been the targets of acts of racism.

2. Fans & Clubs

Fans pursue the same objectives as clubs in their relationship, which is success across the seasons. However, when results are not up to scratch and recent performances have been poor, this can lead to tensions between the two parties. Indeed, if the fans feel that the club could perform better because they have good players but management problems, they will show their dissatisfaction.

Tensions can also arise when the price of season tickets or seats changes. This is a very sensitive issue that clubs must manage very meticulously because it can generate huge tensions with supporters. For example, tensions have arisen in the past when the price of tickets had increased for games in European competitions, or because not enough seats were allocated to season ticket holders.

Finally, for many supporters, the club is an institution, and they are generally very attached to its values. They will show dissatisfaction when the club moves away from these values and towards more business-like football. Therefore, club managers need to ensure transparency to fans to avoid negative tensions.

3. Fans & Domestic Leagues

There are also tensions between fans and domestic leagues and, although they do not pursue the same goal, these tensions revolve around the attractiveness of the league.

On the one hand, fans want domestic leagues to be as attractive and entertaining as possible. They only care about the sporting side of the leagues, and their interest for a particular league will mainly be driven by the popularity of the players playing in, the uncertainty of the games,

the competitive balance or the outcome of the season. For instance, the English Premier League can be considered as more attractive than the Jupiler Pro League in Belgium, because the level is much higher, there are a lot more popular players, and the outcome of the season is amongst one of the most uncertain every season. It is all about entertainment and emotions for the fans, and the wish to see their favourite team perform at the highest level.

On the other hand, domestic leagues also want to be as attractive as possible, but they are driven by financial needs. Their objective is to attract the most popular players, have the best clubs possible, and bring competitive balance to entertain the fans. For example, before big players joined the Saudi League, only a little fanbase watched that league. But since Cristiano Ronaldo and other famous players joined in, the league gained in attractiveness and visibility. The main purpose of that is to attract as much audience as possible to increase the revenues, either by sponsorships, broadcasting rights, tickets sales, advertising, etc.

Therefore, it can bring tensions between fans and domestic leagues if the league is highly unbalanced (such as the Ligue 1 or Bundesliga now), fans will watch this league less, and it will bring less revenue to the leagues. In order to counter this phenomenon, the leagues will probably look to change the format of the competition, in order to make it more balanced. This change could be accepted by the fans because it would rebalance the league or raise a wave of dissatisfaction because they will feel the change is being done to attract more money.

Another tension can arise when leagues try to reach the biggest audience possible by scheduling games that suits most people watching on TV. By doing this, they will attract more broadcasting rights from different media in different countries, therefore earning higher revenues. However, this could alter the possibility for fans in a specific country to watch the game on TV or a streaming platform or alter it for fans attending the game at the stadium.

4. Fans & UEFA/FIFA

Because these categories of stakeholders hold opposite objectives, it brings major tensions between them. As a reminder, fans see the football sphere as a competition, and prioritize uncertainty, competitive balance, sense of belonging and community and entertainment, while football authorities' actions are driven by an economic and financial purpose. The FIFA and the UEFA also care about providing a stable structure for football competitions to happen, but the indirect goal of doing this is attracting as much revenue as possible.

First of all, football authorities often lack transparency about their true objectives. As explained before, they mainly change the format of their competitions to enhance competition and entertainment, but the financial objective lies always behind these actions, and the FIFA and the UEFA are never transparent about this. Most of the time, fans will protest against these changes, as they know about the reality and truth of those changes, driven by financial interests rather than sports traditional values.

Besides this, it is often considered that authorities make decisions that go towards their own interests, rather than the interest of the fans. It also brings a lot of reaction, as the fans' representation is often undermined. Scheduling of games is decided by the FIFA/UEFA as well, and they will often schedule them to suit TV audiences to bring as much revenue as possible. This can cause dissatisfaction coming from fans attending the games at the stadium or being unable to watch the games on TV.

Also, the growing financial disparity between clubs, driven by uneven distribution of TV revenues and wealthy ownership, can lead to competitive imbalances that frustrate fans of less affluent clubs.

5. Players & UEFA/FIFA

The tensions between players and football's governing institutions can be numerous.

First, there are the threats that these institutions can use to put pressure on the players. They have the power to prevent players from taking part in some of their competitions, such as the FIFA World Cup or the UEFA Champions League. For example, when the creation of the ESL was announced, these institutions announced that players taking part in this competition would automatically be banned from FIFA's competitions. This led to tensions, as these are two competitions that players are particularly fond of, especially when it comes to representing their country at the World Cup.

Second, the players might not be aligned with the choices or values of these institutions even though they play in their competitions. During the last World Cup, for example, some players boycotted the sponsors of the World Cup. Cristiano Ronaldo, for example, took the Coca Cola bottle off camera because he was not aligned with the unhealthy purpose of the drink. Kylian Mbappé, who was voted man of the match several times, systematically hid the Budweiser logo on the trophy he received as a reward for his achievement.

Finally, the players who are generally the first to be affected by the rule changes introduced by these institutions do not always agree with them. During the 2022 FIFA World Cup, many players criticized the way the tournament was organized: too few days of preparation and recovery, matches that were too long because of extra time, etc. All these changes can therefore lead to tensions between the two parties.

6. Players & Domestic Leagues

There is less tension between these two entities because there is the club intermediary between them. However, the decisions that are taken for the clubs will directly affect the players, and that can lead to tensions. For example, the financial fair play measures will directly affect players who will have to lower their demands in order to meet the conditions. Sometimes, it is even possible that transfers or contract extensions, even though the club and the player wanted them, will not happen because of the league's regulations.

Players will also be affected by league schedules. Recently, there has been an increasing amount of tension as players feel there is not enough recovery time between games, which are being played too close from each other and could potentially lead to injuries. International call-ups are also a problem, because for some competitions such as the last FIFA World Cup or the African Cup of Nations, the leagues did not adapt their calendar. There are no breaks during these competitions, and Raphael Varane, for example, had to play a league match eight days after the World Cup final.

7. Players & Clubs

There can be a great deal of tension between these two institutions because the situation is one of employee (player) and employer (club), which can lead to a great deal of discord.

First, performance can be an issue. The club expects the players to perform consistently to their expectations throughout each season. Clubs generally spend large sums of money on players, whether in terms of transfers, wages and add-ons. The greater the amount invested, the greater the pressure on the player and therefore the tension, because expectations will also be high. However, the situation can go the other way, if a player performs very well but the other players, and therefore the club, do not, there may be expectations in terms of the performance promises the club has made to the player, thus creating tension.

In the same way as performances, injuries can also have a negative impact on the relationship between a player and his club. Eden Hazard at Real Madrid, for example, no longer had the confidence of his club, who put high expectations on him.

Another type of tension that can arise between the two is anything to do with contracts. When it comes to signing or renewing a contract, tensions can arise between the two parties. The player may try to negotiate with other clubs to put pressure on them and the club, if it wants to keep him, has to negotiate shrewdly with him.

Finally, calls from the national team are also a source of discord between the two. Indeed, it is every player's dream to represent his country at an international competition. However, clubs are sometimes opposed to this because of the risk of injury to the player, as was the case recently with Neymar, who played just 6 games for his new club before suffering an injury on international duty, even though the club had paid ninety million euros. Then there are the competitions, which are not always at the best times, such as the African Cup of Nations, where there are no international breaks, which means that if players are representing their country, they are not available for their club. The Olympic Games are also a source of tension, as they take place during the summer break just before the start of the new season, and many clubs do not want their players to take part because they would start the season tired.

8 & 10 UEFA/FIFA & Media (TV) & Domestic Leagues

The tensions between these three entities, which are normally tensions between the media (TV) and the UEFA and the media (TV) with domestic leagues, can be seen as a single tension because the two depend on each other.

Indeed, this main tension concerns TV rights. The media generally pay a fee to acquire the right to broadcast the competitions of the domestic leagues and the FIFA/UEFA entities. The tension arises from the fact that everyone wants to generate as much revenue as possible from these rights. However, the media have a budget to allocate between the two and are prepared to pay more for the competitions that attract the most fans. Recently, there has been some tension between certain domestic leagues and the media, as the latter were no longer prepared to pay as much as before for the rights and wanted to revise the deals downwards in order to have more money to put into UEFA competitions. The three entities are therefore closely linked because, when the UEFA/FIFA increase the price of their TV rights, this will have a direct negative impact on the leagues because the media will no longer be able to pay as much. The

competitions organized by UEFA/FIFA, such as the Champions League and the World Cup, are the ones that attract the most viewers.

9. UEFA/FIFA & Domestic Leagues

Their relationship is complex because the domestic leagues depend on the regulations proposed by the UEFA and the FIFA, which also have their own competitions.

First, with regard to the competitions organized by the FIFA and the UEFA, the two main ones are the Champions League and the World Cup. This creates tensions when it comes to organizing the calendar, because they have to avoid overloading the weeks of the clubs taking part in all these competitions. In addition, there is a kind of competition between UEFA and the domestic leagues, which fight to obtain the best TV rights, sometimes to the detriment of the other party.

The decisions taken by the governing bodies also have a direct impact on the domestic leagues. For example, the new Champions League format will allow more clubs to take part in the competition, but with a completely new format. More clubs will be able to take part, but above all the clubs will play more matches than in the current format, which will lead to a reorganization of the calendar.

However, this format should allow more teams from smaller leagues to take part in the competition, which would be beneficial for these leagues as the Champions League has major economic repercussions for the clubs taking part.

11. Media (TV) & Advertisers

The relationship between media and advertisers can be considered relatively similar to the relationships sponsors hold in the football sphere. The tensions it brings also revolve around revenue and financial matters, but also about brand influence and attractiveness of football games and competitions.

First of all, as revenue is at the centre of their attention and these two players hold different objectives, it brings many tensions between them. On the one hand, the media want to sell their advertising spots and rights for the highest possible price, to increase their revenue, while advertisers want to gain visibility by spending the least amount of money. It brings tensions as they will have to negotiate the terms, conditions and amounts of the contracts.

Also, advertisers do not especially want to only target traditional media to gain visibility among football fans. Because of the rising popularity of digital platforms such as YouTube and Twitch, they increasingly allocate their budget to these actors rather than to traditional media, as the popularity of platforms keeps growing, while the popularity of the media keeps declining. The objective of these ones is to make sure their broadcasts attract the biggest audience possible, to make it more attractive to advertisers. In this matter, they share diverging objectives.

Lastly, advertisers may seek to influence the content of media by broadcasting ads targeted at specific audiences. The media, looking to reach the biggest possible audience, might want to diversify and only allow advertisements that could reach the biggest audience. Allowing some kind of content in their advertising spots would maybe push part of the audience away, as they would not be in accordance with some of the values advocated by advertisers.

12. Domestic Leagues & Government

These two actors share converging interests, revolving around frameworks, structure and finances. However, they might also have diverging objectives, bringing negative tensions to the forefront.

On the one hand, as the government seeks to develop and improve health and wellbeing of the population, as well as attracting revenue by investing in football infrastructures and major events, it will be beneficial to domestic leagues, as they will see a bigger part of the population getting interested by football, watching more games and subscribing to a club, as well as more funds to develop their activities and enhance the popularity and finances of the league. However, governments might also look to tax leagues more to increase their revenues, provoking a backlash from these leagues in case they decide to increase these taxes. Also, the threats linked to changes in competitions formats can affect the revenues generated by domestic leagues, which might decrease the revenue from taxes generated by the government.

On the other hand, governments might want to regulate and monitor domestic leagues' activities, such as imposing salary caps, imposing competition laws, financial transparency, restrictions on club ownership, and so on, which could impede on the freedom of leagues to develop their activities. Besides this, governments might be concerned about the social image of the country, as supporters of a specific country could give a bad image of a nation if they do not behave well at games. Governments will look to put pressure on leagues to avoid these situations to happen.

On top of that, as the football industry works like any other market, the government will impose restrictions on labour rights, transfer contracts, players' rights, etc. This will go against the interest of domestic leagues.

13. Domestic Leagues & Clubs

The relationship between the leagues and the clubs is one of the most important in the world of football, as both need each other. The domestic leagues obviously could not exist without the clubs that make them up, but it must also be borne in mind that without these leagues, the national championships would not exist for the clubs.

The first tension that can arise between them is precisely the fact that the clubs can put pressure on the domestic leagues when they are not satisfied with the various measures that the latter can take. In the past, clubs have allied themselves with each other by threatening to create their own league when disagreements have arisen. One of the sources of disagreement is generally the distribution of revenue linked to television rights.

In terms of finance, there are also all the restrictions imposed by the leagues on clubs, such as financial fair play, salary caps and other financial regulations aimed at ensuring the viability of clubs, backed by government regulations. Furthermore, if these rules are not respected, the leagues can penalize teams by deducting points from the overall standings, which can cost them qualification for European competitions. Everton recently received a 6-point penalty for failing to comply with the financial rules.

Finally, another tension is the scheduling of league matches. Indeed, there are other appointments that clubs have such as cup matches or European competitions. However, all these competitions can sometimes make clubs' schedules busy. On top of that, there are sometimes scheduling differences between the leagues, which can create disadvantages when two clubs from different leagues meet. For example, Real Madrid and Manchester City were due to meet in the Champions League quarterfinals on 09 April 2024. However, the two teams do not have the same fixture list imposed by their respective leagues. Manchester City will play three matches: 31 March, 3 April, and 6 April, while Real Madrid will have just one match on 31 March. This creates tensions between the clubs and the league, as there may be a disadvantage.

14. Clubs & Sponsors

The tensions between clubs and sponsors are mainly financial. Indeed, one way for a club to get a good source of revenue is by attracting famous brands to sponsor their activities. The more the club will perform and gain in visibility, the higher will be the amount linked to the contract with the sponsor. It is also a way for clubs to gain in visibility, if they have contracts with famous brands. Therefore, the goal of each club is to negotiate the highest possible amount.

However, on the side of sponsors, they want to be able to show their brand by contracting with the most famous clubs around the world, but as their objective is purely financial, they will try to give away the least possible amount of money, in order to increase their margin. Sponsoring the biggest clubs in Europe will offer them a lot of visibility, with the objective to reach the highest number of fans who will spend money on their brand. Attracting the biggest audience by paying a low amount of money will be the way to increase their margin.

In conclusion, the tensions are around the negotiations of the terms of the sponsorship between clubs and sponsors.

15. Clubs & Geographic Neighbours

These two players benefit from each other, therefore making the tensions rather positive than negative.

Indeed, the presence of a famous club around the vicinity, where a business like a bar or a hotel wants to develop, will highly benefit them, as the tourism economy will be boosted by the fame of the club. The club will attract many supporters joining to watch a game. When fans do so, a majority of them will not only come and watch the game, but they will also have a drink at a bar, probably some of them will book a hotel room close to the stadium, have food in a restaurant, do some shopping at the nearest shopping centre, and so on.

16. Clubs & Shareholders

The relationship between shareholders and the club can also be a source of tension, as it is purely financial. Shareholders generally contribute a substantial sum of money and expect income as well as performance.

Tensions can therefore arise when performances are not up to scratch. This can arise not only from financial performance, such as shirt sales, ticket sales and sponsorship, but also from sporting performance, which also generates income.

It may also be that shareholders do not agree with the decisions taken by the club regarding player transfers, coaching decisions or investments made within the club. In the same way, a lack of transparency with shareholders regarding decision-making or the future of the club could create this kind of problem.

Fans could also be involved in these tensions, when shareholders lack efficiency in the management of a club. For example, Standard Liege is currently facing financial problems, due to the management of the club by 777 Partners (Helleff, 2024). It brings tension between them and the fans because the company, as a shareholder of the club, does not manage the finances in an efficient way. There is therefore an additional tension between fans and shareholders, but it will not be further investigated in this research, because this tension did not have a primary role in the literature review. Furthermore, the diagram created in this research is a simplified version of reality.

17. Sponsors & Players

There can be a lot of tension between a sponsor and a player because it is riskier for a sponsor and a player to associate directly with each other. One of the most important tensions will be brand image. Both will be capable of tarnishing the other's image if a scandal breaks out involving one of the two parties. Both parties must therefore be very careful when entering into a partnership and choose their partners very carefully. Both parties must be certain that they share the same values.

The player's performance can also be a source of tension between the two, because a brand's aim in associating itself with a player is to reach his fans. However, if the player's performance is poor, fans may lose interest in the player and the brand may lose potential customers.

Finally, career choices can also have an impact on their relationship and create tensions. If a player plays in a high-profile league and then decides to transfer to a less high-profile league and team, this can create tensions because the brand could potentially reach fewer potential customers.

Overall, the whole relationship between these two actors revolves around financial gains, where players and sponsors can both benefit from each other, whether it is through funding, visibility or performance.

18. Domestic Leagues & Sponsors

There are also financial tensions between the domestic leagues and the sponsors. Indeed, in the sponsorship deals that sponsors make with the leagues, there are usually large sums of money at stake, and it can lead to tensions between the two. Sponsors obviously expect a return on their investment in this type of deal and hope to reach as many people as possible, to whom they can sell their product or service. To do this, they choose leagues that have a large audience and attract fans. The leagues themselves have to remain attractive in order to attract as many sponsors as possible.

Tensions can arise when contracts are signed for several years, and the leagues' audience dwindles to the benefit of other competitions or simply other competing leagues.

Chapter 2: Introduction of new rules and new formats of competitions

The aim of the analysis is to understand if the introduction of new rules of the game and new formats of competitions would affect the audience. Making football games more attractive to football fans and other people would attract more supporters and views, whether it is live on television or through highlights of games on digital platforms. As developed in the previous section, because of all the tensions surrounding stakeholders in the world of football, bringing more fans into the sphere would disrupt the current equilibrium and affect all the parties that are at stake in this complex system.

To do so, a survey was conducted to assess the interest of football fans and non-fans towards the introduction of two new rules and two new formats of competitions into the game.

1. Introduction of new rules

This section develops two new rules that would affect the way football games are played. These rules aim at making games more attractive and entertaining to watch, as it has been seen that a decreasing number of people keep watching football live on television, mainly because of a switch from content-scarcity and maximum attention to content-abundance and minimum attention. Because fans are able to access highlight for free on digital platforms, they have lower incentives to watch entire games that could lack entertainment.

The first rule to be introduced has the objective to foster the attacking side of football, just like the reform of the offside rule that will be put into practice in a near future. This rule states that for each series of three goals scored, a team will get an additional point that will be added to the total of points at the end of a season to each team in each domestic league. For example, if

a team finishes the season with one hundred points and has scored ninety goals across all played games, this team will count a total of one hundred and thirty points. In other words, if a team has scored eighty-nine goals throughout the season, twenty-nine points will be added to the total.

The objectives of this rule are numerous. First, as explained above, it will foster the attacking side of football, as teams will always push to score as many goals as possible to garner the biggest number of points at the end of the season. It will also avoid teams to keep passing the ball around when they are already winning the game, making the end of games often uninteresting. The introduction of this rule will make sure there is always something at stake for teams if they score as many goals as possible. The rule of the goal difference will still be in practice, therefore preventing teams to give up on defence.

A simulation of the introduction of this rule in the top five leagues for the seasons going from 2018-2019 to 2021-2022 has been made to understand how the standings would have changed if the rule was already put into practice a few years ago, and the results turned out to be interesting. Indeed, the rule can influence not only which team was crowned champion, but also which teams were relegated or qualified for major European competitions.

It is important to specify that these simulations can only be used as indicative. Indeed, this rule was not in application at the time of the periods that were evaluated, and it will therefore not have been able to influence the clubs in their decision-making.

According to the simulation (see figures in the appendix), some insignificant changes have been noticed after the introduction of the rule, such as in the Bundesliga 2019-2020 (Figure 18), where Cologne went from fourteenth to twelfth, therefore surpassing FC Schalke 04 and Mayence. However, this change did not have any impact on the qualification, relegation or title standings for any of the teams in the championship.

Nevertheless, if the rule was introduced over the span of all these seasons in the top five leagues, some teams could have been qualified to major European competitions to the detriment of other teams, which would have been relegated to insignificant places in the league. For example, the biggest changes related to European championships qualifications were noticed in the Bundesliga 2020-2021 season (Figure 19), where the Eintracht Frankfurt would have been qualified for the Champions League group stage, relegating Wolfsburg to the Europa League group stage instead, while Mönchengladbach would have been qualified for the Europa League to the detriment of Bayer Leverkusen and Union FC Berlin, dropped to the Conference League

qualifiers and unqualified for any European competition respectively. Such changes have been noticed in all the top 5 leagues, in almost all seasons between 2018 and 2022. Indeed, at the end of the 2018-2019 Premier League season (Figure 5), Arsenal would have been qualified to the Champions League group stage based on the amount of goals they scored, dropping Tottenham to a place in the Europa League. The same scenario could be observed in the same league in the 2019-2020 season (Figure 7), between Leicester City and Chelsea, or in the Serie A 2020-2021 (Figure 15), where the AC Milan would have been dropped from a place in the Champions League to a spot in the Europa League. Similarly, such changes would have happened in the 2018-2019 (Figure 9) and 2020-2021 (Figure 11) La Liga seasons, or the 2019-2020 (Figure 22), 2020-2021 (Figure 23) and 2021-2022 (Figure 24) Ligue 1 seasons.

Moreover, the impact of the introduction of this new rule could have had major implications on the teams that were crowned champions or were relegated to a lower division. The biggest changes that have been discovered are in the Serie A, where Genoa CFC would have been relegated, instead of Empoli FC in the 2018-2019 season (Figure 13), and the winning team would also have been different in the 2019-2020 (Figure 14) and 2021-2022 (Figure 16) seasons, with Atalanta and Inter Milan being crowned champions, respectively, rewarding their attacking power. Similar changes could be observed in La Liga, with FC Barcelona winning the title to the detriment of Real Madrid in 2019-2020 (Figure 10), and Getafe CF and Cadiz CF being relegated to Spain's second division in 2021-2022 (Figure 12). Arminia Bielefeld would have experienced the same scenario, being relegated from the Bundesliga in 2020-2021 (Figure 19). Finally, when Lille OSC won the Ligue 1 in 2020-2021, they would have been dropped to second place, leaving the title to Paris Saint-Germain if the rule was put in place (Figure 23).

Besides, the intensity of games will be enhanced, as more goals are expected to be scored in each game. It will avoid having uninteresting moments for several minutes in a row, as both teams will look to score as much as possible. Last, the introduction of the rule is a way to reward attacking teams, which are often seen as more deserving when they lose a game, despite being the team that played the best attacking football.

The second rule to be tested and implemented is an unlimited number of substitutions in a game. Each game would be allowed to sub in and sub off any player at any time of the game. Which means that a player that was subbed off earlier in the game would be allowed to come in again to play for the team.

This rule also has several objectives and would be combined with the first one to make games more intense and attractive to watch. First, as explained before, as there are more games that are played and the intensity would be increased by the introduction of the first rule, being allowed to make unlimited substitutions would decrease the probability for players to get injured, as it would decrease their fatigue and allowing coaches to prevent these injuries by replacing them whenever possible. Also, it would be more entertaining for fans, as they would see more players involved in the game, whether they are superstars or young talented players. It would also permit young players to get subbed on more often without any restrictions, allowing them to have more time to play and prove their worth to the coach. The third objective would be to increase the uncertainty of the game, because the tactics made by the coaches would be more flexible, and they could decide to make their best players play at crucial moments of the game. This is linked to the last objective, which would allow teams to sub in their best players at important moments of the game. For example, if the team is losing in the last moments of the game and has already subbed off its best players, it would not be possible with current rules, but with the new rule, it would be made possible to bring in the best players and get the advantage of the game again.

2. Introduction of new formats

On top of the introduction of new rules to enhance the intensity and entertainment of games, introducing new formats of competition could stimulate the attractivity of football among fans and non-fans. Although it is known that fans are usually against shifts in dominant logics, testing new formats could reveal a growing interest in football competitions. To do so, a new format of competition and a reform in the current format of domestic leagues could be a solution to the decreasing interest about domestic leagues and current European competitions.

The first change to be made is the introduction of a new closed-league model similar to the European Super League, as an addition to the current UEFA Champions League. In this new competition, the fifteen best clubs in Europe – such as Real Madrid, Paris Saint-Germain, Manchester City, Bayern Munich, etc. – would compete in games against each other, with the competition being organised as a single group, with the team totalling the highest number of points at the end of the season being crowned champion. On top of these fifteen regular teams, five other teams would be able to qualify each year for the competition, based on their ranking in their own domestic leagues. Therefore, the league would not be completely closed, allowing different teams to participate each year based on sporting merit.

The objectives of this first change are to make football globally more entertaining as the level of games would be higher and at a higher frequency, with regular matches played between top European clubs. Supporters would witness high-level games more often, instead of seeing them at the final stages of the Champions League, which only happen in a short window of time each year. Also, supporters of participating clubs would have the assurance of watching their team compete in high-profile matches against other top teams, without the risk of relegation or exclusion.

The second reform is the introduction of a playoffs system at the end of each regular season in each domestic league. This system would follow the same framework as the NFL and NBA, the American football and American basketball leagues. In these leagues, at the end of the regular season, teams that topped the rankings compete against each other in a knock-out stage organised under the format of quarterfinals, semi-finals and final. The same system would be applied to football leagues, with the top six teams at the end of the season competing against each other. The first two teams in the ranking would be automatically qualified for the semi-finals, while the four next teams would play against each other in a preliminary round. The draw of this playoffs system would be done randomly.

The aim of this new system is to make the end of the season more entertaining. It would avoid teams to dominate the regular season until the end, making the league uninteresting to watch for fans. For instance, Bayern Munich has dominated the Bundesliga for years, and having a playoffs system would create more uncertainty and give more chances to smaller teams to win the championship, as anything could happen in a single playoff game.

Chapter 3: Interpretation of the results of the survey

The aim of this section is to understand if the introduction of new rules and new formats into the football sphere would increase the interest and the number of people watching football-related content, by interpreting the results of the survey. More importantly, the objective is to assess the interest of non-fans towards football if the rules and formats were to be implemented in the future, increasing the fan base and benefiting the stakeholders as a whole. On the other hand, understanding the needs, consumption and potential interest towards the changes to be tested and implemented of football fans will also be considered.

On the one hand, among the people surveyed, 38.1% do not consider themselves as interested in football-related content, whether it is watching football live on television, at the stadium or watching short or extended highlights of games. The main reasons for these people to prevent

themselves from watching such kind of content support the idea of the study: they either think the games are too boring, or unbalanced. Indeed, approximately 50% of people lacking an interest in football-related content, believe the games lack entertainment. It confirms the theory of Hutchins and Rowe (2012), stating that the interest of people towards sports-related content has shifted from content scarcity and total attention to content abundance and attention scarcity. Certainly, the results affirm that people nowadays struggle to focus during the whole span of a game because it lacks entertainment, as they can access extended highlights easily, where they will be able to watch the best actions condensed in a short video. Consequently, the results indicate that changing the organization of football would be valued by individuals who are not fans of the sport.

Subsequently, among people who lack interest in football, a significant 28.6% would increase their frequency of watching football, whether it is live or through highlights of games, after the introduction of the two new rules. Similarly, the implementation of the closed league model and the playoffs system would see a quarter of those people watch more games or extended highlights. As a result of this analysis for football non-fans, the implementation of the changes suggested in this study would allow the football governing bodies to attract a substantial number of newcomers, therefore benefiting the stakeholders as a whole, to a certain extent. The different positive and negative effects on the different stakeholders will be further developed in the next section.

Likewise, the interpretation can be conducted for respondents who already considered themselves as football fans, as they are the ones who can potentially have a greater impact on other stakeholders. 61.9% of the people surveyed considered themselves as such. However, contrary to non-fans, the majority of these people surveyed who consider themselves as fans do not have the possibility to watch games live on television and tend to watch more highlights videos, due to the games' schedule rarely aligning with their own, preventing them from being available at the same time. Nevertheless, 16.8% of them still consider the games lack entertainment and are often unbalanced, making it difficult to focus their attention on the whole game.

Among these fans, one out of four would increase its frequency of watching games if the new rules were to be implemented, which still represents a significant amount of people. However, the analysis is different for the introduction of new formats. Football fans, who can be considered as educated about football history and content, would be more interested in the implementation of new formats, as suggested by the amount that would increase their frequency

of viewing after the change. Indeed, 40% would act as such. The results turn out to be interesting when it comes to separating football fans and non-fans, and the effects on the stakeholders will be further developed.

Chapter 4: Analysis of the impact on stakeholders

1. The impacts of new rules

Analysis of the results

Following the results and the interpretation of the survey, existing football fans are relatively less attracted by the implementation of new rules than the implementation of new formats. Indeed, 28.6% of non-fans would start watching football or watch it more, compared to 24.6% of fans, who would increase their viewing frequency. Regarding the new formats, only 25% of non-fans would start watching, compared to 40% of football fans.

Given that there is a similar proportion of football avid fans and those less invested in the sport who demonstrate a growing interest towards the new rules – approximately 25% each, the integration of newcomers promises to yield more benefits. By welcoming people previously uninterested in football-related content in the sport, the fanbase will undergo a significant expansion. This increase not only enhances the appeal of the sport, but also fosters the benefits given to the stakeholders as a whole. Indeed, the larger fanbase will provide more visibility, commercial opportunities and revenue streams for all the stakeholders involved in the ecosystem. They will all benefit from an improved exposure coming from a wider audience. This is all made possible because of the appeal provided to newcomers. The effect is believed to have a more significant impact on stakeholders, given the wider fanbase.

Concerning the rule that provides the highest interest among fans and non-fans together, a great majority of them would be interested in the implementation of one of the two rules, or both. In fact, the unlimited number of substitutions during a game is the one that turns out to be the most appealing, with 26% of the surveyed people responding positively to it. Regarding the rule of the point every three goals scored, 16.8% of them responded positively, while a total of 21.8% would be interested if both rules were to be implemented.

However, being interested in the new rules does not mean the viewing frequency among the fanbase would increase substantially. The study reveals that a bit less than 10% of the people would start watching football if the rules were to be created, while 11% would watch more live games on television. Also, 5% of them would start watching more content, whether it is on

television or through extended highlights. Therefore, a vast majority of the effects that will be analysed and derived from the results are believed to be brought by an increasing viewership for live games, at the expense of extended highlights.

Consequently, it means that 10% of people surveyed never watch football and would start watching games or highlights, which means the fanbase would increase of at least 10%, which is not to be neglected. Adding to that the fans who would increase their viewing frequency, the audiences would substantially increase, benefiting the whole stakeholders ecosystem.

It is also to be noted that the new rules would be added to any kind of competition. Whether it is for international competitions, European competitions or domestic leagues, this change is not expected to create any form of competition between these formats, therefore benefiting the whole ecosystem, and increasing the tensions between some stakeholders.

Impacts on the stakeholders ecosystem

Using the framework map of the tensions between stakeholders in the football ecosystem, the direct and indirect effects of an increased fanbase and viewing frequency due to the new rules can be analysed.

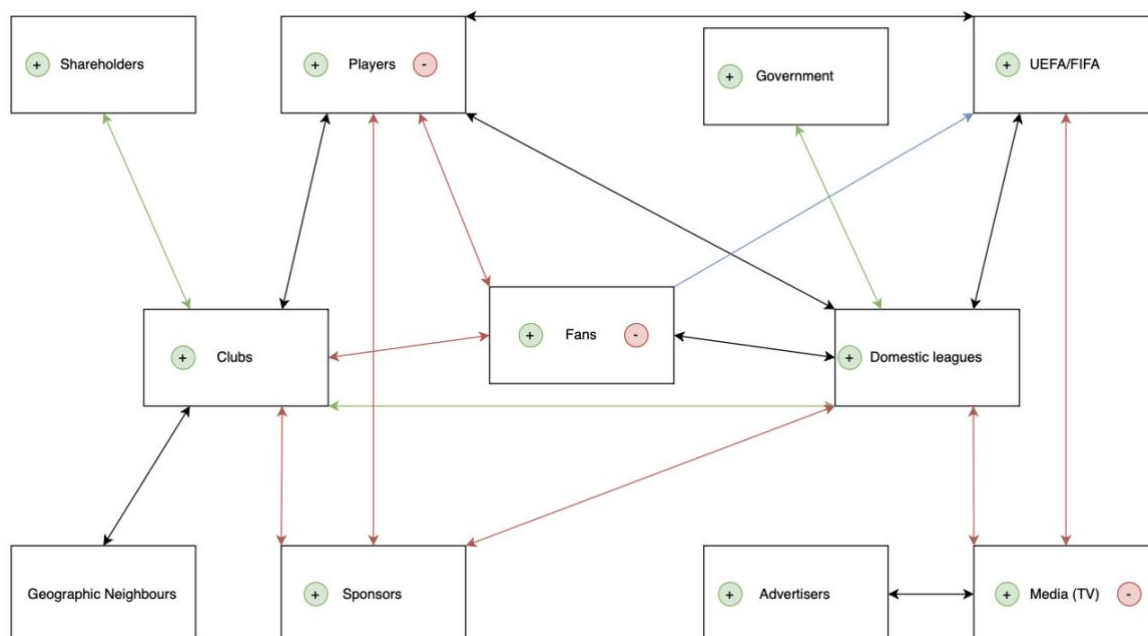


Figure 2 - Diagram of the tensions between stakeholders after introduction of new rules

First, a higher number of newcomers will increase the tension towards professional players. Indeed, more people who watch them play means higher chances of getting criticism for poor performances, which will be further increased if the player receives a high wage and was

recruited at a club for a high amount of money. A similar analysis can be done regarding racism. Racism already represents a significant problem in the football ecosystem nowadays, and the increasing number of fans would also mean higher chances of attracting uneducated individuals who could behave in a wrong way.

Conversely, fans and non-fans increasing their viewing frequency will enhance the players visibility, attracting more funds and sponsors looking for better commercial opportunities. The risk associated with partnerships between players and sponsors will also be increased, as sponsors will have to be careful about the values they share and the image they show from their brand and assess if their image still suits the new fanbase. It will also depend on the players' performance, but overall, the growing fanbase and viewing frequency can be very beneficial for sponsors, as it will allow them to earn higher revenues from their brand visibility. In turn, higher revenues for sponsors means more money to spend on sponsorship for players. Overall, the risk is increased, but will potentially be outweighed by the financial benefits.

A similar analysis can be conducted regarding the relationship between fans and clubs. The growing fanbase means a higher amount of people who watch different clubs play, therefore triggering the tensions between these two groups of stakeholders. An increasing number of individuals will put pressure on the club regarding their performance, increasing the pressure in a similar way as it happens towards players. Also, following the law of supply and demand, if more people want to attend games live at the stadium, the price of season tickets will increase and cause discontent among fans. Nevertheless, the increased visibility of clubs will allow sponsors to earn more revenues in a similar way as with players, enabling clubs to negotiate contracts worth more than before. They can use this increased source of revenue as a way to increase their profits or keep the price of tickets equal to the previous price, which would be appreciated by football fans. In short, a bigger fanbase means an increased source of revenues for both clubs and sponsors.

Moreover, the football governing bodies, namely the FIFA and UEFA in this study, are directly impacted by the changes in the number of fans being interested in the new rules and watching football. Driven by financial gains, a larger fanbase translates to higher viewership numbers for football events, including tournaments like the FIFA World Cup and the UEFA European Championship. This increased viewership leads to higher broadcasting rights fees, sponsorship deals, ticket sales, and merchandise revenue, all of which contribute to the financial success of these governing bodies. However, the fans will benefit from an enhanced negotiation power, giving them the entitlement and power to contest decisions made by the FIFA and the UEFA in

an easier way. A lack of transparency and decisions driven by financial interests will make the governing bodies suffer bigger backlash in case of discontent from the fans. This is less likely to happen if the governing bodies earn higher revenues from broadcasting right fees, sponsorship deals and ticket sales for domestic leagues and European competitions organised by the FIFA and the UEFA.

This direct impact of the fans on the governing bodies will further spread towards the media, domestic leagues and, to a lower extent, players. First, the increased visibility of football games will allow these bodies to negotiate higher broadcasting fees, making the media worse-off. However, as discussed before, more fans are inclined to watch football on TV more than before the implementation of new rules, which will also increase the revenues earned by the media thanks to the increased audiences. It is relatively complex to estimate how much the media would have to spend more on broadcasting rights, and how much they would earn from the audiences. Therefore, it is here considered that they will neither be better-off, nor worse-off. Second, as of the relationship between the FIFA/UEFA and domestic leagues, the introduction of new rules will benefit both of these groups, as they will both gain in visibility and earn higher revenues, which will not be observed in the case of the introduction of a new format following a closed-league model. Nevertheless, it could also lead to conflicts of interest, as the UEFA and the FIFA would try to attract the additional audiences to watch their own competition, while the domestic leagues will try to attract fans to their own. It could lead to fights for TV rights. Regarding the players, the tensions between them and the governing bodies will not be affected much by the increased fanbase.

The last direct effect that can be observed by the increased number of fans is towards domestic leagues. The bigger fanbase will both benefit fans and domestic leagues, which will further make the positive effects bounce back to each other. The main effect that can be analysed is the growing audience and attractiveness of the domestic leagues, which will be able to negotiate higher sponsorship deals and broadcasting rights with sponsors and media. Therefore, their revenue will be increased and the pool of money that will be distributed back to the clubs will be bigger, allowing them to attract more famous and talented players, which is what fans are looking for. This might not alleviate the problems of competitive balance, but it will increase the entertainment of the league. Also, as developed before, regarding the effects of the increased attractiveness of domestic leagues towards the media, sponsors and advertisers, they are relatively similar. The media will have to spend more on broadcasting rights, which will be outweighed by the higher advertising deals, which makes it more expensive for advertisers. However, these

advertisers will gain from the increased visibility of their brand. Similarly, sponsors will have to spend more to appear on domestic leagues sponsorship spots but will gain from a higher visibility.

Other stakeholders could also be indirectly impacted by the increase in the number of fans. First, it is the case of the national governments. The main impact will be positive, as governments will generate a higher revenue from tax, and will see the economics of the country be improved thanks to the higher revenues generated in the football industry, and particularly by domestic leagues. The effects create a loop, because the higher revenue from tax will allow the government to spend more on football infrastructure, further increasing the fanbase and visibility of domestic leagues, clubs and players. The creation of new rules should not directly affect the percentage of tax imposed by governments, which should not make the leagues worse-off. It might also affect the governments willing to preserve the country's image, as they will have to deal with a bigger number of fans, with some newcomers who might misbehave and deteriorate the country's image.

Shareholders are also part of a group that will be indirectly affected by the fanbase. As explained before, the main benefits for clubs after the number of fans increased are financial, as it will grow their source of revenues from sponsorship, ticket sales, merchandising, etc. The higher incomes are expected to release part of the pressure and tensions that may arise between a club and its stakeholders. First, because the return on investment for the investors will be higher, thanks to better income generated from the club. Second, clubs can afford to invest more in infrastructure, high-performing players, qualified staff, which will all contribute to a better performance. These strategic investments collectively contribute to an enhanced performance trajectory, fostering a more robust and sustainable position for the club in the competitive football landscape. However, it can be argued that, if all clubs benefit from the growing fanbase, they will improve their performance together simultaneously, therefore eradicating the surplus of performance coming from a better source of revenue. Consequently, the increase in returns for shareholders should be enough to release part of the pressure they put on clubs.

Besides this, geographic neighbours will indirectly benefit from the growing fanbase, particularly regarding the increase in stadium attendance. Indeed, a higher amount of people means an improvement in consumer spending in the vicinity of the football club's stadium or facilities. Neighbouring organisations like restaurants, bars, hotels, and shops will experience a boost in revenue, resulting from the needs satisfaction they provide to football supporters attending live games. Also, it will contribute to job creation and employment opportunities

inside the local community. This includes not only roles directly related to the operation of the club – such as stadium staff, security personnel, etc. - but also indirect employment in neighbouring businesses such as hospitality, retail, and transportation.

2. The impacts of new formats

This section will focus on the impact that the new formats could have on all the stakeholders and will use the results of the survey to understand what fans think and how these changes could affect their consumption. Unlike the rules, there will be a distinction between the two formats because they will not have the same effects. One will benefit domestic leagues, while the other will have a negative impact on them.

Analysis of the results

In analysing the survey, the desires of the fans could be understood, and a distinction can be made between two types of people who were questioned. First, the ones who do not consider themselves to be football fans, but who say that if one or more changes were to occur, they might consume more football-related content. Following the survey, it is possible to say that 25% of people who do not consider themselves to be football fans would consume more football-related content if one or more formats were to be introduced. The second category of people are those who consider themselves to be football fans and who consume football-related content and would increase their consumption following the implementation of one or more new formats. This proportion represents 40% of football fans who say they could consume more content.

Following on from these results, it is possible to say that a change in the formats could have a significant positive impact on football consumption. Indeed, the 25% who do not consume football but who would be prepared to consume more football-related content if one or more formats were to be introduced would be new fans and therefore new consumers. This would have the same consequences as in the previous section and could strengthen the appeal of the sport, increase the fan base and therefore have a positive impact on stakeholders. In addition to this, 40% of fans say that they will also consume more content for the same reasons. In the same way, this will have a positive impact, but certainly not as great as the arrival of new entrants.

Following the survey and its analysis, it is possible to understand what fans and potential new fans would prefer in terms of formats. The preferred format would be the playoffs format, while a closed European league format would attract fewer people: 28.2% compared to 10.4%.

However, it should also be borne in mind that 13.9% would be in favour of both formats. There is a big difference, however, when we compare the two types of fans. Among people who consider themselves to be football fans, 37% are in favour of a playoffs system, while only 8% are in favour of a closed European league and 15% are in favour of both. This can be explained by the recent attempts to create a super league, which were widely criticised by fans. In terms of potential new fans, the results seem to be more even, with no one format attracting more than the other. It is also important to mention that the choice of implementing one or other competition would have different effects on the stakeholders and that, unlike the rules, the formats will not only bring positive results.

Impact of the playoffs format on the stakeholders ecosystem

Using the framework map of the tensions between stakeholders in the football ecosystem, it will be possible to analyse the direct and indirect effects that a playoffs system in domestic leagues could have on all stakeholders.

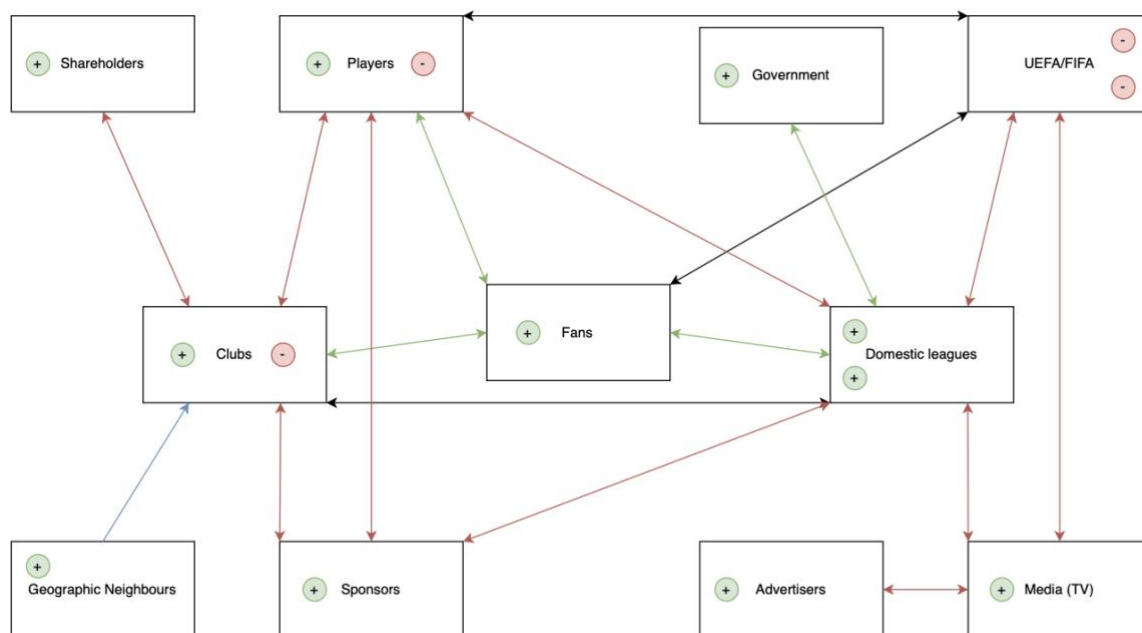


Figure 3 - Diagram of the tensions between stakeholders after introduction of the playoffs system

Implementing this new playoffs system will have several effects on different types of fans. Existing fans are likely to increase their consumption of the new format. It would also attract people who do not watch football content but who, following the introduction of the playoffs system, would start to watch this format. This will not only have a positive impact on this format but will also increase the fan base with new fans and therefore have a positive impact on football consumption. However, the focus of this section will be on the impact of the playoffs system

on stakeholders rather than the impact of an increase in the number of fans and football consumption on stakeholders. This was addressed in the previous section with the rule changes aimed at increasing this audience.

First, players would be greatly affected by the new playoffs system implemented by their domestic league. It would mean more games played per season, up to three more for players from the best teams. Besides this, these playoffs would be held at the end of the season, which is generally a time when players can enjoy a holiday or rest a little before representing their national team in tournaments such as the FIFA World Cup or UEFA European Cup. This new system would reduce this rest time and could lead to injuries or affect the players' well-being. It could also increase tensions between players and clubs or between players and domestic leagues, as the former would not want to take part. On the other hand, it would also have positive points. In fact, in order to preserve certain 'superstar' players and as there is more playing time, certain young players could take advantage of it to grab playing time. Furthermore, the players could also try to negotiate a higher contract with the club because they have more games to play. However, this type of negotiation could lead to tension between the player and the club. Players would be able to negotiate bigger contracts thanks to this format, but the club would expect performances and at least a qualification for these playoffs, which would only include the best teams, and this would put additional pressure on the club. In the same way as with the club, a player could review his contracts with his sponsors because he would potentially have more appearance time, again adding extra pressure. Finally, it is also a way of winning an extra title and increasing his chances of winning individual trophies. Concerning the clubs, despite certain tensions, this would also allow them to increase their fan base, as we saw in the previous section. What is more, extra match days mean extra income for them. Finally, it is also a way of winning an extra title for both clubs and players, while allowing players to increase their chances of winning individual trophies.

The domestic leagues could be the big winners of this new measure. The playoffs would take place at the end of the domestic championship and would feature the best teams from that championship. On top of that, the playoffs would be organised by the national leagues, which would have several advantages. Firstly, it would provide a competition with only the best teams of the season and therefore offer a mini tournament with a great deal of uncertainty as to which team would win, which is what fans want when they watch a match. Moreover, it would give fans an extra incentive to follow their team throughout the year to find out whether they will qualify for the playoffs. As already mentioned, this new format would be of interest to new

entrants and could therefore lead to new fans following the domestic league assiduously throughout the year. Existing fans could also increase their consumption. All this would be very beneficial for the domestic leagues, as they would have greater negotiating power with sponsors. Indeed, they could revise their deltas upwards, but this could be positive for both sides, as the new format would mean more money for the leagues and more visibility for the sponsors. Similarly, as the domestic leagues become more attractive to fans, the leagues could renegotiate their TV rights upwards. This would lead to increased tension in the triangle between the domestic leagues, UEFA/FIFA with their competitions and the media. The media have a budget that they are prepared to allocate to the competitions most in demand by fans.

Unlike domestic leagues, organisations such as FIFA/UEFA could be the losers of this playoffs format. Indeed, it would add a competing competition to those they organise. Indeed, as already mentioned, there is a budget from the media that will be allocated to buy the rights to all the competitions. However, if the domestic leagues become more attractive again and fans are more inclined to watch them, this could mean that the media would be prepared to put less money into buying the rights to competitions such as the Champions League, the Europa League, the Conference League, etc. This would create additional tension between the media, the domestic leagues and these institutions. In addition, players might also be less inclined to play the competitions offered by the UEFA or the FIFA in order to concentrate on these playoffs, which could increase tensions between the two bodies. However, the positive point of these formats on the UEFA is the contribution of new fans who might not just watch the format of the playoffs and also be interested in other competitions such as those offered by the UEFA and the FIFA.

Advertisers will also be delighted with this opportunity. Indeed, playoffs will allow them to run their advertising more often during the season and increase their visibility a little more. However, this could lead to tensions with the media, as contracts could be revised upwards by the media. Indeed, as mentioned above, playoffs would increase the number of minutes that the ads would be shown, and the media could take advantage of this to demand more money in the contracts.

This new format will be both beneficial and negative for shareholders. They will have the opportunity to see their club take centre stage in another competition, which could attract new investors and increase the club's value. However, in order to benefit from these objectives, the shareholders will want their club to take part in these playoffs and they will therefore put additional pressure on their club in terms of performance during the season and the club will then put pressure on the shareholders. This could increase tensions between these entities.

This new type of format will also have a positive impact on the geographical neighbours around the stadiums. It will bring in new fans and increase the consumption of existing fans, but these effects were explained in the previous section. However, the most important effect to remember in this case is that the number of days that fans come to the stadium is likely to increase for teams that manage to qualify for the playoffs. This will have a positive impact on the facilities around the stadium, such as shops, restaurants, car parks, fan shops, hotels, bars and all those that benefit from the presence of fans on match days. There could be tension between the club and all these entities because all these businesses will be hoping that the club is close to qualify for the playoffs and will attract people for more days.

It will also have a positive impact on local government. Football is an important part of the economy and increasing the number of matches will increase revenue and further stimulate the economy.

Impact of the closed European league on the stakeholders ecosystem

The purpose of this section is to analyse the impact of a closed European league on all stakeholders using the framework map of the tensions. However, there will be certain effects that will be the same as for the playoffs system. This is why some of them will not be developed as much as in the previous part.

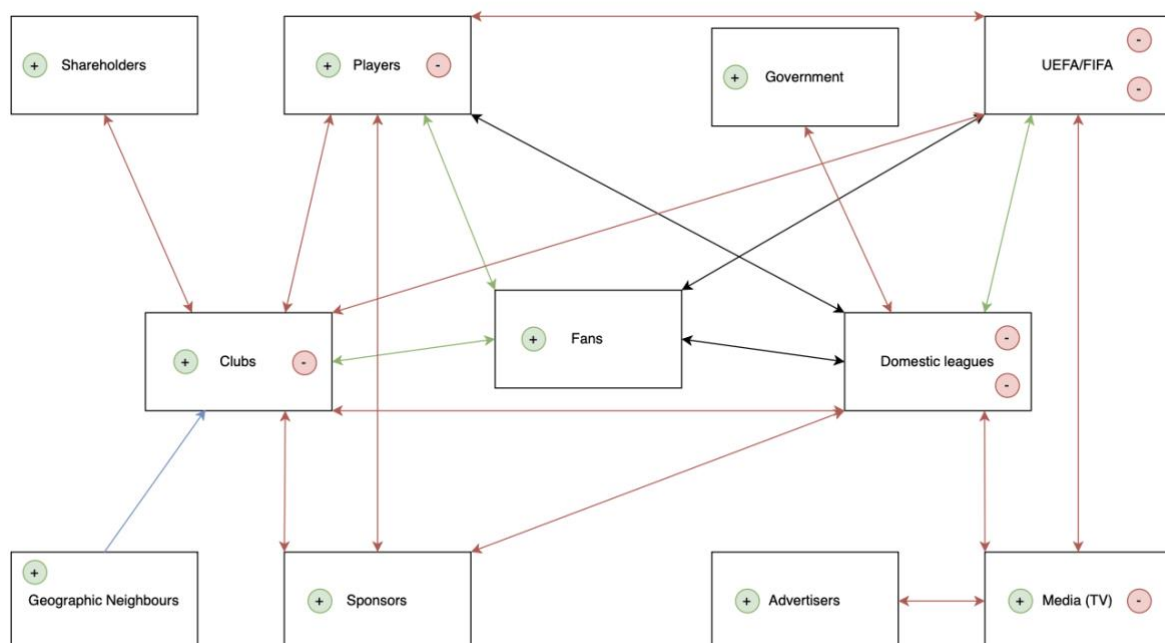


Figure 4 - Diagram of the tensions between stakeholders after introduction of the closed-league format

Implementing these new formats would make it possible to increase consumption by existing fans and bring in new fans. This would have the same consequences as in the previous sections. Furthermore, the fact that the fan base increases due to this new format could have a positive impact on all the other stakeholders such as the domestic leagues, the competitions organised by the FIFA and the UEFA and even the clubs. Indeed, it is likely that these new entrants will be encouraged to consume more than this new format and take a general interest in the world of football.

In the same way as with the playoffs format, players would be greatly affected. It would add even more matches to seasons that already have very busy schedules. The effects discussed in the previous section, such as the risk of injury and reduced recovery time would be even greater because this new league would involve more matches than in the playoffs. This will increase tensions with domestic leagues or the UEFA/FIFA, as players may prefer to preserve themselves for certain competitions. On the other hand, the benefits for the players will also increase. Indeed, more matches could give young players more opportunities to prove themselves and get more playing time. There would also be an increase in tension between clubs and players, as the latter could still try to renegotiate their contracts upwards, but this would bring more pressure from the club. It would also be a huge opportunity for the players' personal sponsors because, as the results of the survey show, European competitions are more popular than domestic leagues. This would allow sponsors to increase their brand exposure even further. However, knowing this, tensions between sponsors and players could increase, as players could ask for contracts to be revised upwards. As with the previous format, it is an extra opportunity for clubs and players to win an extra trophy and showcase themselves in a competition with the best European teams.

Domestic leagues as well as competitions organised by the FIFA and the UEFA are likely to suffer a negative impact following the introduction of these new formats. Indeed, the introduction of a new competition in the world of football will contribute to increasing the tensions that already exist between European competitions such as the Champions League, Europa League or Conference League, and domestic leagues such as the Premier League, La Liga, Serie A, Bundesliga, or Ligue 1. The main problem would be the broadcasting rights that the media have to acquire. At present, as already mentioned, the media budget has to be divided between UEFA/FIFA competitions and domestic leagues. However, the addition of a new competition could mean that the TV rights that the media would be prepared to pay for other competitions could be further reduced. Indeed, the media will be prepared to pay more for the

competition that attracts the most people, which could be the case with this format, which would attract new people and push certain fans to consume more. In addition, this negative effect could be reinforced by the fact that many respondents to the survey felt that the match times were unsuitable. This is why, if this new competition format took this parameter into account, it could attract even more people.

Another negative impact on the domestic leagues and the tension between sponsors and the domestic leagues could be that, as the domestic leagues become less attractive, sponsorship contracts could be revised downwards and bring in less money. In fact, it could be more interesting for sponsors to start taking an interest in these new formats.

As far as the UEFA and FIFA are concerned, they could have certain means of exerting pressure on players and clubs in order to protect themselves from the consequences of this new competition. In fact, in the same way as it was done with the attempt of a European Super League, these institutions could threaten to ban clubs and players who take part in this new format from taking part in their competitions, whether European or international. This would greatly increase tensions between these institutions and the aim of the governing bodies would be to retain their monopoly on football competitions.

Conversely, for the media, the addition of this new format could be very positive. This new competition means more content to offer on the media platform. Moreover, the increase in the fan base could be reflected in a rise in the number of subscriptions and therefore an increase in profits. Similarly, the addition of new competition could mean an increase in subscriptions or in the price of access to content. Similarly, tensions between the media and advertisers could increase. Advertisers would benefit from more exposure because there would be more content, and this could lead the media to want to renegotiate contracts upwards. On the other hand, as mentioned above, this would be positive for the advertisers, who would be able to promote their advertising at more matches.

For governments, this addition would also be positive. Football represents a large part of the economy, whether at national or European level. That is why the introduction of a new European competition would be very positive. It would bring in extra revenue both for the European economy and for the economies of the countries taking part in the competition. It would also ease tensions between governments and domestic leagues, as they would benefit from an additional source of revenue.

For shareholders, the consequences will be the same as in the previous section. The effects could even be amplified. Being part of this closed league could increase the club's value and therefore be very beneficial for shareholders, who would see their investment increase. On the other hand, it could increase tensions between the shareholders and the club, as the shareholders would absolutely want to be part of it.

The consequences for this stakeholder category will be the same as in the previous section, but more amplified because the number of match days will be increased. However, this category of stakeholders will have to hope that their team is in this league to benefit from these advantages.

Part IV: Conclusion

1. General conclusion

The literature review revealed that, based on factors influencing the demand for football-related content, fan reactions to past proposed format changes, and the emergence of digital platforms, the current format of football matches and competitions no longer aligns with the consumption preferences of both fans and non-fans of football content. Increasingly, individuals tend to favour watching short or long highlight videos of football matches rather than viewing them live. This perspective was further validated by survey results indicating a declining interest in live matches, attributed to a growing lack of uncertainty in major leagues, insufficient entertainment due to excessively long match durations and frequent unbalanced games, and competition schedules that do not cater to consumer demands.

Consequently, the primary objective of this thesis was to analyse whether the implementation of new rules and formats could address this waning interest in live matches and whether these implementations could increase viewership and the number of supporters. This analysis aimed to determine if these changes potentially had a positive impact on all stakeholders within the football ecosystem. Survey results indicated that the new rules and formats could indeed generate increased interest among supporters and individuals previously disinterested in football. This aspect of the hypothesis is thus confirmed, suggesting that these new rules have a positive impact on viewership, a key aim of this thesis. However, it was found that implementing both new rules and formats simultaneously might not be advisable, as revealed by the analysis of tensions among stakeholders.

Consequently, it was decided to implement the unlimited substitution rule and the three-point rule for every three goals scored in the championship simultaneously. While the survey indicated a larger proportion of individuals in favour of adding the unlimited substitution rule, simulations conducted on seasons from 2018 to 2022 across the five major leagues concluded that the additional point for every series of three goals was also beneficial in promoting attacking play and entertainment during live matches.

Given that these new rules would attract a greater proportion of new entrants among fans and non-fans alike, the impacts on stakeholders are diverse. Initially, it can be concluded that this increase in the raw number of fans has a relatively positive financial impact for most stakeholders, such as clubs, national leagues, sponsors, advertisers, media, government, geographic neighbours, and others. The enhanced visibility brought about by new entrants

enables all parties to increase revenue and boost the economic aspect of football, which is not always appreciated by supporters, often driven by the sporting and entertaining aspects. Secondly, this expansion of the fanbase leads to negative impacts on tensions among stakeholders. Some examples include a higher likelihood for players to face racism and pressure from supporters for their performance, increased pressure from sponsors on the image that players, clubs, and leagues project to supporters, greater bargaining power of fans towards football authorities, among others.

By positioning itself as a domestic league that would like to increase its revenue, its number of fans and the consumption of its current fans, the playoffs format seems to be the solution. Indeed, this format would bring in a certain number of new fans and increase the consumption of existing fans, these advantages are mentioned above. However, in addition to bringing in more fans, and despite some increased tensions, it would have a positive economic impact on all stakeholders, with the domestic leagues the big winners. The only exceptions would be the UEFA and the FIFA, which could suffer economic losses because their competitions would potentially be less attended.

On the other hand, the closed European league format might not be chosen. Being positioned as a domestic league or like FIFA and UEFA, this format is not beneficial in either case. While it is true that this format could potentially bring new fans to watch this competition and subsequently lead them to consume domestic leagues and European competitions. In addition, all the stakeholders except the domestic leagues and UEFA and FIFA could see their revenues increase. However, it is important to remember that it would only be the stakeholders linked to the 20 clubs participating in this competition that would benefit from these additional revenues. Finally, the domestic leagues and FIFA and UEFA would see their revenues fall with an increase in all their tensions. This is why this format is not the best option if the interests of the domestic leagues or UEFA/FIFA are considered.

Therefore, the hypothesis "The introduction of well-chosen new rules in the game and new formats of competitions will increase the demand for football-related content, creating a positive impact on all the stakeholders in the football sphere" cannot be confirmed, as the impacts among stakeholders are not always positive. While the financial aspect is improved, tensions among stakeholders are generally heightened. Also, according to the results of the survey and the analysis made, the introduction of new rules shows that people would watch more live games rather than extended highlights, which confirms the desired effect of these rules changes.

2. Limitations

In the context of this thesis, certain limitations were encountered. The most relevant will be explained in this section. They concern the literature review and the accuracy of the results.

First, writing the literature review presented some intricacies related to the relevancy of the acquired information. There is a vast amount of press articles on football, but it was difficult to find scientific articles that were relevant to the research question. For example, it was rather complex to find literature on the link between the effect of platforms offering highlights and football consumption.

Second, in the analysis section, it is complex to assess the real financial impact of the proposed measures. In fact, it was almost impossible to gain access to the stakeholders' finances such as clubs, leagues and governing bodies, and above all to bring them all together. It was therefore possible to conclude that the measures would have a positive impact, but it was very difficult to put a figure on this.

Concerning the model developed to evaluate the tensions between the different stakeholders interacting in the football world, it also presents limitations. It was created following an interpretation of the literature review. It is therefore likely that this model is a simplified version of the reality and that many tensions or other stakeholders are not represented in this diagram.

As part of this research, a survey was carried out and 202 people responded. However, the respondents were people from our respective families, from our group of friends and mainly in our age range. For this reason, it is possible that the sample evaluated does not accurately represent reality and this could therefore distort the results and consequently our interpretations regarding fans' desire to see new rules or formats implemented in the world of football.

It should also be borne in mind that in this research, the only interviewed stakeholders were fans. It is therefore important to consider that other stakeholders may have a different opinion on the measures proposed in this research.

Finally, this research cannot potentially be applied to all players, fans, clubs and leagues. The focus was on the biggest domestic leagues such as the Premier League, Ligue 1, Serie A, La Liga, Bundesliga, etc. and therefore the fans, clubs and players within these leagues. Therefore, smaller leagues, clubs, fans or players may not feel the same effects of the changes proposed in this research.

3. Recommendations for further research

Despite these few limitations, this research was carried out rigorously and in as much depth as possible. It could therefore form the basis of future research on this subject and make a useful contribution to the literature.

To take this research further, it would be possible to focus on just one area in order to be able to really analyse the effects of these rule and format changes on it. However, to be truly effective, we would need to have access to all the data missing from this research. It is mainly financial data that would need to be collected from the clubs and all the stakeholders in this league to be able to assess the financial impact of these measures.

Then, improve the diagram of all the stakeholders by adding those that may have been overlooked in this research. Similarly, care should be taken not to overlook certain tensions that could have a significant impact but are not represented in this research.

Finally, a crucial step would be to get in touch with football's governing bodies at both domestic league and European competition levels to see how these measures could be implemented. It might also be interesting to sound out other football stakeholders to find out what they would think of these changes and whether they would be in favour or against them.

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Appendix

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	Manchester City	38	32	2	4	95	23	72	98	Qualification for the Champions League group stage		
2	Liverpool	38	30	7	1	89	22	67	97	Qualification for the Champions League group stage		
3	Chelsea	38	21	9	8	63	39	24	72	Qualification for the Champions League group stage		
4	Tottenham Hotspur	38	23	2	13	67	39	28	71	Qualification for the Champions League group stage		
5	Arsenal	38	21	7	10	73	51	22	70	Qualification for the Europa League group stage[a]		
6	Manchester United	38	19	9	10	65	54	11	66	Qualification for the Europa League group stage[a]		
7	Wolverhampton Wanderers	38	16	9	13	47	46	1	57	Qualification for the Europa League second qualifying round[a]		
8	Everton	38	15	9	14	54	46	8	54	Not Applicable		
9	Leicester City	38	15	7	16	51	48	3	52	Not Applicable		
10	West Ham United	38	15	7	16	52	55	-3	52	Not Applicable		
11	Watford	38	14	8	16	52	59	-7	50	Not Applicable		
12	Crystal Palace	38	14	7	17	51	53	-2	49	Not Applicable		
13	Newcastle United	38	12	9	17	42	48	-6	45	Not Applicable		
14	Bournemouth	38	13	6	19	56	70	-14	45	Not Applicable		
15	Burnley	38	11	7	20	45	68	-23	40	Not Applicable		
16	Southampton	38	9	12	17	45	65	-20	39	Not Applicable		
17	Brighton & Hove Albion	38	9	9	20	35	60	-25	36	Not Applicable		
18	Cardiff City	38	10	4	24	34	69	-35	34	Relegation to the EFL Championship		
19	Fulham	38	7	5	26	34	81	-47	26	Relegation to the EFL Championship		
20	Huddersfield Town	38	3	7	28	22	76	-54	16	Relegation to the EFL Championship		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	Manchester City	38	32	2	4	95	23	72	129	Qualification for the Champions League group stage	
2	2	Liverpool	38	30	7	1	89	22	67	126	Qualification for the Champions League group stage	
5	3	Arsenal	38	21	7	10	73	51	22	93	Qualification for the Champions League group stage	
3	4	Chelsea	38	21	9	8	63	39	24	93	Qualification for the Champions League group stage	
4	5	Tottenham Hotspur	38	23	2	13	67	39	28	94	Qualification for the Europa League group stage[a]	
6	6	Manchester United	38	19	9	10	65	54	11	87	Qualification for the Europa League group stage[a]	
7	7	Wolverhampton Wanderers	38	16	9	13	47	46	1	72	Qualification for the Europa League second qualifying round[a]	
8	8	Everton	38	15	9	14	54	46	8	72	Not Applicable	
9	9	Leicester City	38	15	7	16	51	48	3	69	Not Applicable	
10	10	West Ham United	38	15	7	16	52	55	-3	69	Not Applicable	
11	11	Watford	38	14	8	16	52	59	-7	67	Not Applicable	
12	12	Crystal Palace	38	14	7	17	51	53	-2	66	Not Applicable	
14	13	Bournemouth	38	13	6	19	56	70	-14	59	Not Applicable	
13	14	Newcastle United	38	12	9	17	42	48	-6	63	Not Applicable	
15	15	Burnley	38	11	7	20	45	68	-23	55	Not Applicable	
16	16	Southampton	38	9	12	17	45	65	-20	54	Not Applicable	
17	17	Brighton & Hove Albion	38	9	9	20	35	60	-25	47	Not Applicable	
18	18	Cardiff City	38	10	4	24	34	69	-35	45	Relegation to the EFL Championship	
19	19	Fulham	38	7	5	26	34	81	-47	37	Relegation to the EFL Championship	
20	20	Huddersfield Town	38	3	7	28	22	76	-54	23	Relegation to the EFL Championship	

Figure 5 - English Premier League 2018-2019

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	Liverpool	38	32	3	3	85	33	52	99	Qualification for the Champions League group stage		
2	Manchester	38	26	3	9	102	35	67	81	Qualification for the Champions League group stage		
3	Manchester	38	18	12	8	66	36	30	66	Qualification for the Champions League group stage		
4	Chelsea	38	20	6	12	69	54	15	66	Qualification for the Champions League group stage		
5	Leicester Ci	38	18	8	12	67	41	26	62	Qualification for the Europa League group stage		
6	Tottenham H	38	16	11	11	61	47	14	59	Qualification for the Europa League second qualifying round[a]		
7	Wolverhampt	38	15	14	9	51	40	11	59	Not Applicable		
8	Arsenal	38	14	14	10	56	48	8	56	Qualification for the Europa League group stage[b]		
9	Sheffield Un	38	14	12	12	39	39	0	54	Not Applicable		
10	Burnley	38	15	9	14	43	50	-7	54	Not Applicable		
11	Southampton	38	15	7	16	51	60	-9	52	Not Applicable		
12	Everton	38	13	10	15	44	56	-12	49	Not Applicable		
13	Newcastle U	38	11	11	16	38	58	-20	44	Not Applicable		
14	Crystal Palac	38	11	10	17	31	50	-19	43	Not Applicable		
15	Brighton & H	38	9	14	15	39	54	-15	41	Not Applicable		
16	West Ham U	38	10	9	19	49	62	-13	39	Not Applicable		
17	Aston Villa	38	9	8	21	41	67	-26	35	Not Applicable		
18	Bournemouth	38	9	7	22	40	65	-25	34	Relegation to the EFL Championship		
19	Watford	38	8	10	20	36	64	-28	34	Relegation to the EFL Championship		
20	Norwich City	38	5	6	27	26	75	-49	21	Relegation to the EFL Championship		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	Liverpool	38	32	3	3	85	33	52	127	Qualification for the Champions League group stage	
2	2	Manchester City	38	26	3	9	102	35	67	115	Qualification for the Champions League group stage	
4	3	Chelsea	38	20	6	12	69	54	15	89	Qualification for the Champions League group stage	
3	4	Manchester United	38	18	12	8	66	36	30	88	Qualification for the Champions League group stage	
5	5	Leicester City	38	18	8	12	67	41	26	84	Qualification for the Europa League group stage	
6	6	Tottenham Hotspur	38	16	11	11	61	47	14	79	Qualification for the Europa League second qualifying round[a]	
7	7	Wolverhampton Wanderers	38	15	14	9	51	40	11	76	Not Applicable	
8	8	Arsenal	38	14	14	10	56	48	8	74	Qualification for the Europa League group stage by FACup	
11	9	Southampton	38	15	7	16	51	60	-9	69	Not Applicable	
10	10	Burnley	38	15	9	14	43	50	-7	68	Not Applicable	
9	11	Sheffield United	38	14	12	12	39	39	0	67	Not Applicable	
12	12	Everton	38	13	10	15	44	56	-12	63	Not Applicable	
13	13	Newcastle United	38	11	11	16	38	58	-20	56	Not Applicable	
16	14	West Ham United	38	10	9	19	49	62	-13	55	Not Applicable	
15	15	Brighton & Hove Albion	38	9	14	15	39	54	-15	54	Not Applicable	
14	16	Crystal Palace	38	11	10	17	31	50	-19	53	Not Applicable	
17	17	Aston Villa	38	9	8	21	41	67	-26	48	Not Applicable	
18	18	Bournemouth	38	9	7	22	40	65	-25	47	Relegation to the EFL Championship	
19	19	Watford	38	8	10	20	36	64	-28	46	Relegation to the EFL Championship	
20	20	Norwich City	38	5	6	27	26	75	-49	29	Relegation to the EFL Championship	

Figure 6 - English Premier League 2019-2020

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	Manchester City	38	27	5	6	83	32	51	86	Qualification for the Champions League group stage		
2	Manchester United	38	21	11	6	73	44	29	74	Qualification for the Champions League group stage		
3	Liverpool	38	20	9	9	68	42	26	69	Qualification for the Champions League group stage		
4	Chelsea	38	19	10	9	58	36	22	67	Qualification for the Champions League group stage		
5	Leicester City	38	20	6	12	68	50	18	66	Qualification for the Europa League group stage[a]		
6	West Ham United	38	19	8	11	62	47	15	65	Qualification for the Europa League group stage[a]		
7	Tottenham Hotspur	38	18	8	12	68	45	23	62	Qualification for the Europa Conference League play-off round[b]		
8	Arsenal	38	18	7	13	55	39	16	61	Not Applicable		
9	Leeds United	38	18	5	15	62	54	8	59	Not Applicable		
10	Everton	38	17	8	13	47	48	-1	59	Not Applicable		
11	Aston Villa	38	16	7	15	55	46	9	55	Not Applicable		
12	Newcastle United	38	12	9	17	46	62	-16	45	Not Applicable		
13	Wolverhampton Wanderers	38	12	9	17	36	52	-16	45	Not Applicable		
14	Crystal Palace	38	12	8	18	41	66	-25	44	Not Applicable		
15	Southampton	38	12	7	19	47	68	-21	43	Not Applicable		
16	Brighton & Hove Albion	38	9	14	15	40	46	-6	41	Not Applicable		
17	Burnley	38	10	9	19	33	55	-22	39	Not Applicable		
18	Fulham	38	5	13	20	27	53	-26	28	Relegation to the EFL Championship		
19	West Bromwich Albion	38	5	11	22	35	76	-41	26	Relegation to the EFL Championship		
20	Sheffield United	38	7	2	29	20	63	-43	23	Relegation to the EFL Championship		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	Manchester City	38	27	5	6	83	32	51	113	Qualification for the Champions League group stage	
2	2	Manchester United	38	21	11	6	73	44	29	98	Qualification for the Champions League group stage	
3	3	Liverpool	38	20	9	9	68	42	26	91	Qualification for the Champions League group stage	
5	4	Leicester City	38	20	6	12	68	50	18	88	Qualification for the Champions League group stage	
4	5	Chelsea	38	19	10	9	58	36	22	86	Qualification for the Europa League group stage[a]	
6	6	West Ham United	38	19	8	11	62	47	15	85	Qualification for the Europa League group stage[a]	
7	7	Tottenham Hotspur	38	18	8	12	68	45	23	84	Qualification for the Europa Conference League play-off round[b]	
8	8	Arsenal	38	18	7	13	55	39	16	79	Not Applicable	
9	9	Leeds United	38	18	5	15	62	54	8	79	Not Applicable	
10	10	Everton	38	17	8	13	47	48	-1	74	Not Applicable	
11	11	Aston Villa	38	16	7	15	55	46	9	73	Not Applicable	
12	12	Newcastle United	38	12	9	17	46	62	-16	60	Not Applicable	
15	13	Southampton	38	12	7	19	47	68	-21	58	Not Applicable	
13	14	Wolverhampton Wanderers	38	12	9	17	36	52	-16	57	Not Applicable	
14	15	Crystal Palace	38	12	8	18	41	66	-25	57	Not Applicable	
16	16	Brighton & Hove Albion	38	9	14	15	40	46	-6	54	Not Applicable	
17	17	Burnley	38	10	9	19	33	55	-22	50	Not Applicable	
18	18	Fulham	38	5	13	20	27	53	-26	37	Relegation to the EFL Championship	
19	19	West Bromwich Albion	38	5	11	22	35	76	-41	37	Relegation to the EFL Championship	
20	20	Sheffield United	38	7	2	29	20	63	-43	29	Relegation to the EFL Championship	

Figure 7 - English Premier League 2020-2021

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	Manchester City	38	29	6	3	99	26	73	93	Qualification for the Champions League group stage		
2	Liverpool	38	28	8	2	94	26	68	92	Qualification for the Champions League group stage		
3	Chelsea	38	21	11	6	76	33	43	74	Qualification for the Champions League group stage		
4	Tottenham Hotspur	38	22	5	11	69	40	29	71	Qualification for the Champions League group stage		
5	Arsenal	38	22	3	13	61	48	13	69	Qualification for the Europa League group stage[a]		
6	Manchester United	38	16	10	12	57	57	0	58	Qualification for the Europa League group stage[a]		
7	West Ham United	38	16	8	14	60	51	9	56	Qualification for the Europa Conference League play-off round[a]		
8	Leicester City	38	14	10	14	62	59	3	52	Not Applicable		
9	Brighton & Hove Albion	38	12	15	11	42	44	-2	51	Not Applicable		
10	Wolverhampton Wanderers	38	15	6	17	38	43	-5	51	Not Applicable		
11	Newcastle United	38	13	10	15	44	62	-18	49	Not Applicable		
12	Crystal Palace	38	11	15	12	50	46	4	48	Not Applicable		
13	Brentford	38	13	7	18	48	56	-8	46	Not Applicable		
14	Aston Villa	38	13	6	19	52	54	-2	45	Not Applicable		
15	Southampton	38	9	13	16	43	67	-24	40	Not Applicable		
16	Everton	38	11	6	21	43	66	-23	39	Not Applicable		
17	Leeds United	38	9	11	18	42	79	-37	38	Not Applicable		
18	Burnley	38	7	14	17	34	53	-19	35	Relegation to the EFL Championship		
19	Watford	38	6	5	27	34	77	-43	23	Relegation to the EFL Championship		
20	Norwich City	38	5	7	26	23	84	-61	22	Relegation to the EFL Championship		

With new 3-goals rule											
Previous p	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation
1	1	Manchester City	38	29	6	3	99	26	73	126	Qualification for the Champions League group stage
2	2	Liverpool	38	28	8	2	94	26	68	123	Qualification for the Champions League group stage
3	3	Chelsea	38	21	11	6	76	33	43	99	Qualification for the Champions League group stage
4	4	Tottenham Hotspur	38	22	5	11	69	40	29	94	Qualification for the Champions League group stage
5	5	Arsenal	38	22	3	13	61	48	13	89	Qualification for the Europa League group stage[a]
6	6	Manchester United	38	16	10	12	57	57	0	77	Qualification for the Europa League group stage[a]
7	7	West Ham United	38	16	8	14	60	51	9	76	Qualification for the Europa Conference League play-off round[a]
8	8	Leicester City	38	14	10	14	62	59	3	72	Not Applicable
9	9	Brighton & Hove Albion	38	12	15	11	42	44	-2	65	Not Applicable
12	10	Crystal Palace	38	11	15	12	50	46	4	64	Not Applicable
10	11	Wolverhampton Wanderers	38	15	6	17	38	43	-5	63	Not Applicable
11	12	Newcastle United	38	13	10	15	44	62	-18	63	Not Applicable
13	13	Brentford	38	13	7	18	48	56	-8	62	Not Applicable
14	14	Aston Villa	38	13	6	19	52	54	-2	62	Not Applicable
15	15	Southampton	38	9	13	16	43	67	-24	54	Not Applicable
16	16	Everton	38	11	6	21	43	66	-23	53	Not Applicable
17	17	Leeds United	38	9	11	18	42	79	-37	52	Not Applicable
18	18	Burnley	38	7	14	17	34	53	-19	46	Relegation to the EFL Championship
19	19	Watford	38	6	5	27	34	77	-43	34	Relegation to the EFL Championship
20	20	Norwich City	38	5	7	26	23	84	-61	29	Relegation to the EFL Championship

Figure 8 - English Premier League 2021-2022

Base table										
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation
1	FC BARCELONA	38	26	9	3	90	36	54	87	Champions League group stage
2	ATLÉTICO MADRID	38	22	10	6	55	29	26	76	Champions League group stage
3	REAL MADRID	38	21	5	12	63	46	17	68	Champions League group stage
4	VALENCIA CF	38	15	16	7	51	35	16	61	Champions League group stage
5	GETAFE CF	38	15	14	9	48	35	13	59	Europa League group stage
6	SEVILLA FC	38	17	8	13	62	47	15	59	Europa League group stage
7	RCD ESPANYOL	38	14	11	13	48	50	-2	53	Europa League qualification round
8	ATHLETIC CLUB	38	13	14	11	41	45	-4	53	
9	REAL SOCIEDAD	38	13	11	14	45	46	-1	50	
10	REAL BETIS	38	14	8	16	44	52	-8	50	
11	DEPORTIVO ALAVÉS	38	13	11	14	39	50	-11	50	
12	SD EIBAR	38	11	14	13	46	50	-4	47	
13	CD LEGANÉS	38	11	12	15	37	43	-6	45	
14	VILLARREAL CF	38	10	14	14	49	52	-3	44	
15	LEVANTE UD	38	11	11	16	59	66	-7	44	
16	REAL VALLADOLID	38	10	11	17	32	51	-19	41	
17	RC CELTA	38	10	11	17	53	62	-9	41	
18	GERONA FC	38	9	10	19	37	53	-16	37	Relegated to LaLiga 2
19	SD HUESCA	38	7	12	19	43	65	-22	33	Relegated to LaLiga 2
20	RAYO VALLECANO	38	8	8	22	41	70	-29	32	Relegated to LaLiga 2

With new 3-goals rule											
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation
1	1	FC BARCELONA	38	26	9	3	90	36	54	117	Champions League group stage
2	2	ATLÉTICO MADRID	38	22	10	6	55	29	26	94	Champions League group stage
3	3	REAL MADRID	38	21	5	12	63	46	17	89	Champions League group stage
6	4	SEVILLA FC	38	17	8	13	62	47	15	79	Champions League group stage
4	5	VALENCIA CF	38	15	16	7	51	35	16	78	Europa League group stage
5	6	GETAFE CF	38	15	14	9	48	35	13	75	Europa League group stage
7	7	RCD ESPANYOL	38	14	11	13	48	50	-2	69	Europa League qualification round
8	8	ATHLETIC CLUB	38	13	14	11	41	45	-4	66	
9	9	REAL SOCIEDAD	38	13	11	14	45	46	-1	65	
10	10	REAL BETIS	38	14	8	16	44	52	-8	64	
11	11	DEPORTIVO ALAVÉS	38	13	11	14	39	50	-11	63	
15	12	LEVANTE UD	38	11	11	16	59	66	-7	62	
12	13	SD EIBAR	38	11	14	13	46	50	-4	63	
14	14	VILLARREAL CF	38	10	14	14	49	52	-3	60	
17	15	RC CELTA	38	10	11	17	53	62	-9	57	
13	16	CD LEGANÉS	38	11	12	15	37	43	-6	58	
16	17	REAL VALLADOLID	38	10	11	17	32	51	-19	51	
18	18	GERONA FC	38	9	10	19	37	53	-16	49	Relegated to LaLiga 2
19	19	SD HUESCA	38	7	12	19	43	65	-22	47	Relegated to LaLiga 2
20	20	RAYO VALLECANO	38	8	8	22	41	70	-29	45	Relegated to LaLiga 2

Figure 9 - La Liga 2018-2019

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	REAL MADRID	38	26	9	3	70	25	45	87	Champions League group stage		
2	FC BARCELONA	38	25	7	6	86	38	48	82	Champions League group stage		
3	ATLÉTICO MADRID	38	18	16	4	51	27	24	70	Champions League group stage		
4	SEVILLA FC	38	19	13	6	54	34	20	70	Champions League group stage		
5	VILLARREAL CF	38	18	6	14	63	49	14	60	Europa League group stage		
6	REAL SOCIEDAD	38	16	8	14	56	48	8	56	Europa League group stage		
7	GRANADA CF	38	16	8	14	52	45	7	56	Europa League qualification round		
8	GETAFE CF	38	14	12	12	43	37	6	54			
9	VALENCIA CF	38	14	11	13	46	53	-7	53			
10	CA OSASUNA	38	13	13	12	46	54	-8	52			
11	ATHLETIC CLUB	38	13	12	13	41	38	3	51			
12	LEVANTE UD	38	14	7	17	47	53	-6	49			
13	REAL VALLADOLID	38	9	15	14	32	43	-11	42			
14	SD EIBAR	38	11	9	18	39	56	-17	42			
15	REAL BETIS	38	10	11	17	48	60	-12	41			
16	DEPORTIVO ALAVÉS	38	10	9	19	34	59	-25	39			
17	RC CELTA	38	7	16	15	37	49	-12	37			
18	CD LEGANÉS	38	8	12	18	30	51	-21	36	Relegated to LaLiga 2		
19	RCD MALLORCA	38	9	6	23	40	65	-25	33	Relegated to LaLiga 2		
20	RCD ESPANYOL	38	5	10	23	27	58	-31	25	Relegated to LaLiga 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
2	1	FC BARCELONA	38	26	9	3	86	25	45	110	Champions League group stage	
1	2	REAL MADRID	38	25	7	6	70	38	48	110	Champions League group stage	
4	3	SEVILLA FC	38	19	13	6	54	34	20	88	Champions League group stage	
3	4	ATLÉTICO MADRID	38	18	16	4	51	27	24	87	Champions League group stage	
5	5	VILLARREAL CF	38	18	6	14	63	49	14	81	Europa League group stage	
6	6	REAL SOCIEDAD	38	16	8	14	56	48	8	74	Europa League group stage	
7	7	GRANADA CF	38	16	8	14	52	45	7	73	Europa League qualification round	
8	8	GETAFE CF	38	14	12	12	43	37	6	68		
9	9	VALENCIA CF	38	14	11	13	46	53	-7	68		
10	10	CA OSASUNA	38	13	13	12	46	54	-8	67		
11	11	ATHLETIC CLUB	38	13	12	13	41	38	3	64		
12	12	LEVANTE UD	38	14	7	17	47	53	-6	64		
15	13	REAL BETIS	38	10	11	17	48	60	-12	57		
14	14	SD EIBAR	38	11	9	18	39	56	-17	55		
13	15	REAL VALLADOLID	38	9	15	14	32	43	-11	52		
16	16	DEPORTIVO ALAVÉS	38	10	9	19	34	59	-25	50		
17	17	RC CELTA	38	7	16	15	37	49	-12	49		
18	18	CD LEGANÉS	38	8	12	18	30	51	-21	46	Relegated to LaLiga 2	
19	19	RCD MALLORCA	38	9	6	23	40	65	-25	46	Relegated to LaLiga 2	
20	20	RCD ESPANYOL	38	5	10	23	27	58	-31	34	Relegated to LaLiga 2	

Figure 10 - La Liga 2019-2020

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	ATLÉTICO MADRID	38	26	8	4	67	25	42	86	Champions League group stage		
2	REAL MADRID	38	25	9	4	67	28	39	84	Champions League group stage		
3	FC BARCELONA	38	24	7	7	85	38	47	79	Champions League group stage		
4	SEVILLA FC	38	24	5	9	53	33	20	77	Champions League group stage		
5	REAL SOCIEDAD	38	17	11	10	59	38	21	62	Europa League group stage		
6	REAL BETIS	38	17	10	11	50	50	0	61	Europa League group stage		
7	VILLARREAL CF	38	15	13	10	60	44	16	58	UEFA Conference League Qualifiers		
8	RC CELTA	38	14	11	13	55	57	-2	53			
9	GRANADA CF	38	13	7	18	47	65	-18	46			
10	ATHLETIC CLUB	38	11	13	14	46	42	4	46			
11	CA OSASUNA	38	11	11	16	37	48	-11	44			
12	CÁDIZ CF	38	11	11	16	36	58	-22	44			
13	VALENCIA CF	38	10	13	15	50	53	-3	43			
14	LEVANTE UD	38	9	14	15	46	57	-11	41			
15	GETAFE CF	38	9	11	18	28	43	-15	38			
16	DEPORTIVO ALAVÉS	38	9	11	18	36	57	-21	38			
17	ELCHE CF	38	8	12	18	34	55	-21	36			
18	SD HUESCA	38	7	13	18	34	53	-19	34	Relegated to LaLiga 2		
19	REAL VALLADOLID	38	5	16	17	34	57	-23	31	Relegated to LaLiga 2		
20	SD EIBAR	38	6	12	20	29	52	-23	30	Relegated to LaLiga 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	ATLÉTICO MADRID	38	26	8	4	67	25	42	108	Champions League group stage	
3	2	FC BARCELONA	38	24	7	7	85	38	47	106	Champions League group stage	
2	3	REAL MADRID	38	25	9	4	67	28	39	107	Champions League group stage	
4	4	SEVILLA FC	38	24	5	9	53	33	20	94	Champions League group stage	
5	5	REAL SOCIEDAD	38	17	11	10	59	38	21	81	Europa League group stage	
7	6	VILLARREAL CF	38	15	13	10	60	44	16	78	Europa League group stage	
6	7	REAL BETIS	38	17	10	11	50	50	0	77	UEFA Conference League Qualifiers	
8	8	RC CELTA	38	14	11	13	55	57	-2	71		
9	9	GRANADA CF	38	13	7	18	47	65	-18	61		
10	10	ATHLETIC CLUB	38	11	13	14	46	42	4	61		
13	11	VALENCIA CF	38	10	13	15	50	53	-3	59		
11	12	CA OSASUNA	38	11	11	16	37	48	-11	56		
12	13	CÁDIZ CF	38	11	11	16	36	58	-22	56		
14	14	LEVANTE UD	38	9	14	15	46	57	-11	56		
16	15	DEPORTIVO ALAVÉS	38	9	11	18	36	57	-21	50		
15	16	GETAFE CF	38	9	11	18	28	43	-15	47		
17	17	ELCHE CF	38	8	12	18	34	55	-21	47		
18	18	SD HUESCA	38	7	13	18	34	53	-19	45	Relegated to LaLiga 2	
19	19	REAL VALLADOLID	38	5	16	17	34	57	-23	42	Relegated to LaLiga 2	
20	20	SD EIBAR	38	6	12	20	29	52	-23	39	Relegated to LaLiga 2	

Figure 11 - La Liga 2020-2021

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	REAL MADRID	38	26	8	4	80	31	49	86	Champions League group stage		
2	FC BARCELONA	38	21	10	7	68	38	30	73	Champions League group stage		
3	ATLÉTICO MADRID	38	21	8	9	65	43	22	71	Champions League group stage		
4	SEVILLA FC	38	18	16	4	53	30	23	70	Champions League group stage		
5	REAL BETIS	38	19	8	11	62	40	22	65	Europa League group stage		
6	REAL SOCIEDAD	38	17	11	10	40	37	3	62	Europa League group stage		
7	VILLARREAL CF	38	16	11	11	63	37	26	59	UEFA Conference League Qualifiers		
8	ATHLETIC CLUB	38	14	13	11	43	36	7	55			
9	VALENCIA CF	38	11	15	12	48	53	-5	48			
10	CA OSASUNA	38	12	11	15	37	51	-14	47			
11	RC CELTA	38	12	10	16	43	43	0	46			
12	RAYO VALLECANO	38	11	9	18	39	50	-11	42			
13	ELCHE CF	38	11	9	18	40	52	-12	42			
14	RCD ESPANYOL	38	10	12	16	40	53	-13	42			
15	GETAFE CF	38	8	15	15	33	41	-8	39			
16	RCD MALLORCA	38	10	9	19	36	63	-27	39			
17	CÁDIZ CF	38	8	15	15	35	51	-16	39			
18	GRANADA CF	38	8	14	16	44	61	-17	38	Relegated to LaLiga 2		
19	LEVANTE UD	38	8	11	19	51	76	-25	35	Relegated to LaLiga 2		
20	DEPORTIVO ALAVÉS	38	8	7	23	31	65	-34	31	Relegated to LaLiga 2		

Whit new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	REAL MADRID	38	26	8	4	80	31	49	112	Champions League group stage	
2	2	FC BARCELONA	38	21	10	7	68	38	30	95	Champions League group stage	
3	3	ATLÉTICO MADRID	38	21	8	9	65	43	22	92	Champions League group stage	
4	4	SEVILLA FC	38	18	16	4	53	30	23	87	Champions League group stage	
5	5	REAL BETIS	38	19	8	11	62	40	22	85	Europa League group stage	
7	6	VILLARREAL CF	38	16	11	11	63	37	26	80	Europa League group stage	
6	7	REAL SOCIEDAD	38	17	11	10	40	37	3	75	UEFA Conference League Qualifiers	
8	8	ATHLETIC CLUB	38	14	13	11	43	36	7	69		
9	9	VALENCIA CF	38	11	15	12	48	53	-5	64		
11	10	RC CELTA	38	12	10	16	43	43	0	60		
10	11	CA OSASUNA	38	12	11	15	37	51	-14	59		
12	12	RAYO VALLECANO	38	11	9	18	39	50	-11	55		
13	13	ELCHE CF	38	11	9	18	40	52	-12	55		
14	14	RCD ESPANYOL	38	10	12	16	40	53	-13	55		
18	15	GRANADA CF	38	8	14	16	44	61	-17	52		
19	16	LEVANTE UD	38	8	11	19	51	76	-25	52		
16	17	RCD MALLORCA	38	10	9	19	36	63	-27	51		
15	18	GETAFE CF	38	8	15	15	33	41	-8	50	Relegated to LaLiga 2	
17	19	CÁDIZ CF	38	8	15	15	35	51	-16	50	Relegated to LaLiga 2	
20	20	DEPORTIVO ALAVÉS	38	8	7	23	31	65	-34	41	Relegated to LaLiga 2	

Figure 12 - La Liga 2021-2022

Base table											
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	Juventus FC	38	28	6	4	70	30	40	90	Champions League Group stage	
2	SSC Naples	38	24	7	7	74	36	38	79	Champions League Group stage	
3	Atalanta Bergame	38	20	9	9	77	46	31	69	Champions League Group stage	
4	Inter Milan	38	20	9	9	57	33	24	69	Champions League Group stage	
5	AC Milan	38	19	11	8	55	36	19	68	Banned	
6	AS Rome	38	18	12	8	66	48	18	66	Europa League group stage	
7	Torino FC	38	16	15	7	52	37	15	63	Europa League Qualifiers	
8	SS Lazio	38	17	8	13	56	46	10	59	Europa League group stage	
9	Sampdoria de Gênes	38	15	8	15	60	51	9	53		
10	Bologna FC	38	11	11	16	48	56	-8	44		
11	US Sassuolo	38	9	16	13	53	60	-7	43		
12	Udinese Calcio	38	11	10	17	39	53	-14	43		
13	SPAL	38	11	9	18	44	56	-12	42		
14	Parma Calcio	38	10	11	17	41	61	-20	41		
15	Cagliari Calcio	38	10	11	17	36	54	-18	41		
16	ACF Fiorentina	38	8	17	13	47	45	2	41		
17	Genoa CFC	38	8	14	16	39	57	-18	38		
18	Empoli FC	38	10	8	20	51	70	-19	38	Relegation to Serie B	
19	Frosinone Calcio	38	5	10	23	29	69	-40	25	Relegation to Serie B	
20	Chievo Vérone	38	2	14	22	25	75	-50	17	Relegation to Serie B	

With new 3-goals rule											
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation
1	1	Juventus FC	38	28	6	4	70	30	40	113	Champions League Group stage
2	2	SSC Naples	38	24	7	7	74	36	38	103	Champions League Group stage
3	3	Atalanta Bergame	38	20	9	9	77	46	31	94	Champions League Group stage
4	4	Inter Milan	38	20	9	9	57	33	24	88	Champions League Group stage
6	5	AS Rome	38	18	12	8	66	48	18	86	Europa League Group stage
5	6	AC Milan	38	19	11	8	55	36	19	88	Banned
7	7	Torino FC	38	16	15	7	52	37	15	80	Europa League Qualifiers
8	8	SS Lazio	38	17	8	13	56	46	10	77	Europa League group stage
9	9	Sampdoria de Gênes	38	15	8	15	60	51	9	73	
10	10	Bologna FC	38	11	11	16	48	56	-8	60	
11	11	US Sassuolo	38	9	16	13	53	60	-7	60	
12	12	Udinese Calcio	38	11	10	17	39	53	-14	56	
13	13	SPAL	38	11	9	18	44	56	-12	56	
16	14	ACF Fiorentina	38	8	17	13	47	45	2	56	
18	15	Empoli FC	38	10	8	20	51	70	-19	55	
14	16	Parma Calcio	38	10	11	17	41	61	-20	54	
15	17	Cagliari Calcio	38	10	11	17	36	54	-18	53	
17	18	Genoa CFC	38	8	14	16	39	57	-18	51	Relegation to Serie B
19	19	Frosinone Calcio	38	5	10	23	29	69	-40	34	Relegation to Serie B
20	20	Chievo Vérone	38	2	14	22	25	75	-50	25	Relegation to Serie B

Figure 13 - Serie A 2018-2019

Base table											
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	JUVENTUS TURIN	38	26	5	7	76	43	33	83	Champions League Group stage	
2	INTER MILAN	38	24	10	4	81	36	45	82	Champions League Group stage	
3	ATALANTA	38	23	9	6	98	48	50	78	Champions League Group stage	
4	LAZIO ROME	38	24	6	8	79	42	37	78	Champions League Group stage	
5	AS ROME	38	21	7	10	77	51	26	70	Europa League group stage	
6	AC MILAN	38	19	9	10	63	46	17	66	Europa League group stage	
7	NAPLES	38	18	8	12	61	50	11	62	Europa League Qualifiers	
8	SASSUOLO	38	14	9	15	69	63	6	51		
9	HELLAS VERONA	38	12	13	13	47	51	-4	49		
10	FIorentina	38	12	13	13	51	48	3	49		
11	PARME	38	14	7	17	56	57	-1	49		
12	BOLOGNE	38	12	11	15	52	65	-13	47		
13	UDINESE	38	12	9	17	37	51	-14	45		
14	CAGLIARI	38	11	12	15	52	56	-4	45		
15	SAMPDORIA GÊNES	38	12	6	20	48	65	-17	42		
16	TORINO	38	11	7	20	46	68	-22	40		
17	GENOA	38	10	9	19	47	73	-26	39		
18	LECCE	38	9	8	21	52	85	-33	35	Relegation to Serie B	
19	BRESCIA	38	6	7	25	35	79	-44	25	Relegation to Serie B	
20	SPAL	38	5	5	28	27	77	-50	20	Relegation to Serie B	

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
	3	1 ATALANTA	38	23	9	6	98	48	50	110	Champions League Group stage	
	2	2 INTER MILAN	38	24	10	4	81	36	45	109	Champions League Group stage	
	1	3 JUVENTUS TURIN	38	26	5	7	76	43	33	108	Champions League Group stage	
	4	4 LAZIO ROME	38	24	6	8	79	42	37	104	Champions League Group stage	
	5	5 AS ROME	38	21	7	10	77	51	26	95	Europa League group stage	
	6	6 AC MILAN	38	19	9	10	63	46	17	87	Europa League group stage	
	7	7 NAPLES	38	18	8	12	61	50	11	82	Europa League Qualifiers	
	8	8 SASSUOLO	38	14	9	15	69	63	6	74		
	11	9 PARME	38	14	7	17	56	57	-1	67		
	10	10 FIORENTINA	38	12	13	13	51	48	3	66		
	9	11 HELLAS VERONA	38	12	13	13	47	51	-4	64		
	12	12 BOLOGNE	38	12	11	15	52	65	-13	64		
	14	13 CAGLIARI	38	11	12	15	52	56	-4	62		
	15	14 SAMPDORIA GÈNES	38	12	6	20	48	65	-17	58		
	13	15 UDINESE	38	12	9	17	37	51	-14	57		
	16	16 TORINO	38	11	7	20	46	68	-22	55		
	17	17 GENOA	38	10	9	19	47	73	-26	54		
	18	18 LECCE	38	9	8	21	52	85	-33	52	Relegation to Serie B	
	19	19 BRESCIA	38	6	7	25	35	79	-44	36	Relegation to Serie B	
	20	20 SPAL	38	5	5	28	27	77	-50	29	Relegation to Serie B	

Figure 14 - Serie A 2019-2020

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	INTER MILAN	38	28	7	3	89	35	54	91	Champions League Group stage		
2	AC MILAN	38	24	7	7	74	41	33	79	Champions League Group stage		
3	ATALANTA	38	23	9	6	90	47	43	78	Champions League Group stage		
4	JUVENTUS TURIN	38	23	9	6	77	38	39	78	Champions League Group stage		
5	NAPLES	38	24	5	9	86	41	45	77	Europa League group stage		
6	LAZIO ROME	38	21	5	12	61	55	6	68	Europa League group stage		
7	AS ROME	38	18	8	12	68	58	10	62	UEFA Conference League qualifiers		
8	SASSUOLO	38	17	11	10	64	56	8	62			
9	SAMPDORIA GÈNES	38	15	7	16	52	54	-2	52			
10	HELLAS VERONA	38	11	12	15	46	48	-2	45			
11	GENOA	38	10	12	16	47	58	-11	42			
12	BOLOGNE	38	10	11	17	51	65	-14	41			
13	FIORENTINA	38	9	13	16	47	59	-12	40			
14	UDINESE	38	10	10	18	42	58	-16	40			
15	SPEZIA	38	9	12	17	52	72	-20	39			
16	CAGLIARI	38	9	10	19	43	59	-16	37			
17	TORINO	38	7	16	15	50	69	-19	37			
18	BENEVENTO	38	7	12	19	40	75	-35	33	Relegation to Serie B		
19	CROTONE	38	6	5	27	45	92	-47	23	Relegation to Serie B		
20	PARME	38	3	11	24	39	83	-44	20	Relegation to Serie B		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
	1	1 INTER MILAN	38	28	7	3	89	35	54	120	Champions League Group stage	
	3	2 ATALANTA	38	23	9	6	90	47	43	108	Champions League Group stage	
	5	3 NAPLES	38	24	5	9	86	41	45	105	Champions League Group stage	
	4	4 JUVENTUS TURIN	38	23	9	6	77	38	39	103	Champions League Group stage	
	2	5 AC MILAN	38	24	7	7	74	41	33	103	Europa League group stage	
	6	6 LAZIO ROME	38	21	5	12	61	55	6	88	Europa League group stage	
	7	7 AS ROME	38	18	8	12	68	58	10	84	UEFA Conference League qualifiers	
	8	8 SASSUOLO	38	17	11	10	64	56	8	83		
	9	9 SAMPDORIA GÈNES	38	15	7	16	52	54	-2	69		
	10	10 HELLAS VERONA	38	11	12	15	46	48	-2	60		
	12	11 BOLOGNE	38	10	11	17	51	65	-14	58		
	11	12 GENOA	38	10	12	16	47	58	-11	57		
	15	13 SPEZIA	38	9	12	17	52	72	-20	56		
	13	14 FIORENTINA	38	9	13	16	47	59	-12	55		
	14	15 UDINESE	38	10	10	18	42	58	-16	54		
	17	16 TORINO	38	7	16	15	50	69	-19	53		
	16	17 CAGLIARI	38	9	10	19	43	59	-16	51		
	18	18 BENEVENTO	38	7	12	19	40	75	-35	46	Relegation to Serie B	
	19	19 CROTONE	38	6	5	27	45	92	-47	38	Relegation to Serie B	
	20	20 PARME	38	3	11	24	39	83	-44	33	Relegation to Serie B	

Figure 15 - Serie A 2020-2021

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	AC MILAN	38	26	8	4	69	31	38	86	Champions League Group stage		
2	INTER MILAN	38	25	9	4	84	32	52	84	Champions League Group stage		
3	NAPLES	38	24	7	7	74	31	43	79	Champions League Group stage		
4	JUVENTUS TURIN	38	20	10	8	57	37	20	70	Champions League Group stage		
5	LAZIO ROME	38	18	10	10	77	58	19	64	Europa League group stage		
6	AS ROME	38	18	9	11	59	43	16	63	Europa League group stage		
7	FIorentina	38	19	5	14	59	51	8	62	UEFA Conference League qualifiers		
8	ATALANTA	38	16	11	11	65	48	17	59			
9	HELLAS VERONA	38	14	11	13	65	59	6	53			
10	TORINO	38	13	11	14	46	41	5	50			
11	SASSUOLO	38	13	11	14	64	66	-2	50			
12	UDINESE	38	11	14	13	61	58	3	47			
13	BOLOGNE	38	12	10	16	44	55	-11	46			
14	EMPOLI	38	10	11	17	50	70	-20	41			
15	SAMPDORIA GÈNES	38	10	6	22	46	63	-17	36			
16	SPEZIA	38	10	6	22	41	71	-30	36			
17	SALERNITANA	38	7	10	21	33	78	-45	31			
18	CAGLIARI	38	6	12	20	34	68	-34	30	Relegation to Serie B		
19	GENOA	38	4	16	18	27	60	-33	28	Relegation to Serie B		
20	VENEZIA	38	6	9	23	34	69	-35	27	Relegation to Serie B		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
2	1	INTER MILAN	38	25	9	4	84	32	52	112	Champions League Group stage	
1	2	AC MILAN	38	26	8	4	69	31	38	109	Champions League Group stage	
3	3	NAPLES	38	24	7	7	74	31	43	103	Champions League Group stage	
4	4	JUVENTUS TURIN	38	20	10	8	57	37	20	89	Champions League Group stage	
5	5	LAZIO ROME	38	18	10	10	77	58	19	89	Europa League group stage	
6	6	AS ROME	38	18	9	11	59	43	16	82	Europa League group stage	
7	7	FIorentina	38	19	5	14	59	51	8	81	UEFA Conference League qualifiers	
8	8	ATALANTA	38	16	11	11	65	48	17	80		
9	9	HELLAS VERONA	38	14	11	13	65	59	6	74		
11	10	SASSUOLO	38	13	11	14	64	66	-2	71		
12	11	UDINESE	38	11	14	13	61	58	3	67		
10	12	TORINO	38	13	11	14	46	41	5	65		
13	13	BOLOGNE	38	12	10	16	44	55	-11	60		
14	14	EMPOLI	38	10	11	17	50	70	-20	57		
15	15	SAMPDORIA GÈNES	38	10	6	22	46	63	-17	51		
16	16	SPEZIA	38	10	6	22	41	71	-30	49		
17	17	SALERNITANA	38	7	10	21	33	78	-45	42		
18	18	CAGLIARI	38	6	12	20	34	68	-34	41	Relegation to Serie B	
20	19	VENEZIA	38	6	9	23	34	69	-35	38	Relegation to Serie B	
19	20	GENOA	38	4	16	18	27	60	-33	37	Relegation to Serie B	

Figure 16 - Serie A 2021-2022

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	BAYERN MUNICH	34	24	6	4	88	32	56	78	Champions League Group stage		
2	DORTMUND	34	23	7	4	81	44	37	76	Champions League Group stage		
3	RB LEIPZIG	34	19	9	6	63	29	34	66	Champions League Group stage		
4	BAYER 04 LEVERKUSEN	34	18	4	12	69	52	17	58	Champions League Group stage		
5	MÖNCHENGLADBACH	34	16	7	11	55	42	13	55	Europa League group stage		
6	WOLFSBURG	34	16	7	11	62	50	12	55	Europa League group stage		
7	EINTRACHT FRANCFORT	34	15	9	10	60	48	12	54	Europa League Qualifiers		
8	WERDER BRÈME	34	14	11	9	58	49	9	53			
9	TSG 1899 HOFFENHEIM	34	13	12	9	70	52	18	51			
10	FORTUNA DÜSSELDORF	34	13	5	16	49	65	-16	44			
11	HERTHA BERLIN	34	11	10	13	49	57	-8	43			
12	MAYENCE	34	12	7	15	46	57	-11	43			
13	FRIBOURG	34	8	12	14	46	61	-15	36			
14	FC SCHALKE 04	34	8	9	17	37	55	-18	33			
15	FC AUGSBURG	34	8	8	18	51	71	-20	32			
16	STUTTGART	34	7	7	20	32	70	-38	28	Relegation play-off		
17	HANOVRE	34	5	6	23	31	71	-40	21	Relegation to Bundesliga 2		
18	NUREMBERG	34	3	10	21	26	68	-42	19	Relegation to Bundesliga 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	BAYERN MUNICH	34	24	6	4	88	32	56	107	Champions League Group stage	
2	2	DORTMUND	34	23	7	4	81	44	37	103	Champions League Group stage	
3	3	RB LEIPZIG	34	19	9	6	63	29	34	87	Champions League Group stage	
4	4	BAYER 04 LEVERKUSEN	34	18	4	12	69	52	17	81	Champions League Group stage	
6	5	WOLFSBURG	34	16	7	11	62	50	12	75	Europa League group stage	
7	6	EINTRACHT FRANCFORT	34	15	9	10	60	48	12	74	Europa League group stage	
9	7	TSG 1899 HOFFENHEIM	34	13	12	9	70	52	18	74	Europa League Qualifiers	
5	8	MÖNCHENGLADBACH	34	16	7	11	55	42	13	73		
8	9	WERDER BRÉME	34	14	11	9	58	49	9	72		
10	10	FORTUNA DÜSSELDORF	34	13	5	16	49	65	-16	60		
11	11	HERTHA BERLIN	34	11	10	13	49	57	-8	59		
12	12	MAYENCE	34	12	7	15	46	57	-11	58		
13	13	FRIBOURG	34	8	12	14	46	61	-15	51		
15	14	FC AUGSBURG	34	8	8	18	51	71	-20	49		
14	15	FC SCHALKE 04	34	8	9	17	37	55	-18	45		
16	16	STUTTGART	34	7	7	20	32	70	-38	38	Relegation play-off	
17	17	HANOVRE	34	5	6	23	31	71	-40	31	Relegation to Bundesliga 2	
18	18	NUREMBERG	34	3	10	21	26	68	-42	27	Relegation to Bundesliga 2	

Figure 17 - Bundesliga 2018-2019

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	BAYERN MUNICH	34	26	4	4	100	32	68	82	Champions League Group stage		
2	DORTMUND	34	21	6	7	84	41	43	69	Champions League Group stage		
3	RB LEIPZIG	34	18	12	4	81	37	44	66	Champions League Group stage		
4	MÖNCHENGLADBACH	34	20	5	9	66	40	26	65	Champions League Group stage		
5	BAYER 04 LEVERKUSEN	34	19	6	9	61	44	17	63	Europa League group stage		
6	TSG 1899 HOFFENHEIM	34	15	7	12	53	53	0	52	Europa League group stage		
7	WOLFSBURG	34	13	10	11	48	46	2	49	Europa League Qualifiers		
8	FRIBOURG	34	13	9	12	48	47	1	48			
9	EINTRACHT FRANCFORT	34	13	6	15	59	60	-1	45			
10	HERTHA BERLIN	34	11	8	15	48	59	-11	41			
11	1. FC UNION BERLIN	34	12	5	17	41	58	-17	41			
12	FC SCHALKE 04	34	9	12	13	38	58	-20	39			
13	MAYENCE	34	11	4	19	44	65	-21	37			
14	COLOGNE	34	10	6	18	51	69	-18	36			
15	FC AUGSBURG	34	9	9	16	45	63	-18	36			
16	WERDER BRÉME	34	8	7	19	42	69	-27	31	Relegation play-off		
17	FORTUNA DÜSSELDORF	34	6	12	16	36	67	-31	30	Relegation to Bundesliga 2		
18	SC PADERBORN	34	4	8	22	37	74	-37	20	Relegation to Bundesliga 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	BAYERN MUNICH	34	26	4	4	100	32	68	115	Champions League Group stage	
2	2	DORTMUND	34	21	6	7	84	41	43	97	Champions League Group stage	
3	3	RB LEIPZIG	34	18	12	4	81	37	44	93	Champions League Group stage	
4	4	MÖNCHENGLADBACH	34	20	5	9	66	40	26	87	Champions League Group stage	
5	5	BAYER 04 LEVERKUSEN	34	19	6	9	61	44	17	83	Europa League group stage	
6	6	TSG 1899 HOFFENHEIM	34	15	7	12	53	53	0	69	Europa League group stage	
7	7	WOLFSBURG	34	13	10	11	48	46	2	65	Europa League Qualifiers	
8	8	FRIBOURG	34	13	9	12	48	47	1	64		
9	9	EINTRACHT FRANCFORT	34	13	6	15	59	60	-1	64		
10	10	HERTHA BERLIN	34	11	8	15	48	59	-11	57		
11	11	1. FC UNION BERLIN	34	12	5	17	41	58	-17	54		
14	12	COLOGNE	34	10	6	18	51	69	-18	53		
12	13	FC SCHALKE 04	34	9	12	13	38	58	-20	51		
13	14	MAYENCE	34	11	4	19	44	65	-21	51		
15	15	FC AUGSBURG	34	9	9	16	45	63	-18	51		
16	16	WERDER BRÉME	34	8	7	19	42	69	-27	45	Relegation play-off	
17	17	FORTUNA DÜSSELDORF	34	6	12	16	36	67	-31	42	Relegation to Bundesliga 2	
18	18	SC PADERBORN	34	4	8	22	37	74	-37	32	Relegation to Bundesliga 2	

Figure 18 - Bundesliga 2019-2020

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	BAYERN MUNICH	34	24	6	4	99	44	55	78	Champions League Group stage		
2	RB LEIPZIG	34	19	8	7	60	32	28	65	Champions League Group stage		
3	DORTMUND	34	20	4	10	75	46	29	64	Champions League Group stage		
4	WOLFSBURG	34	17	10	7	61	37	24	61	Champions League Group stage		
5	EINTRACHT FRANCFORT	34	16	12	6	69	53	16	60	Europa League group stage		
6	BAYER 04 LEVERKUSEN	34	14	10	10	53	39	14	52	Europa League group stage		
7	1. FC UNION BERLIN	34	12	14	8	50	43	7	50	Conference League Qualifiers		
8	MÖNCHENGLADBACH	34	13	10	11	64	56	8	49			
9	STUTTGART	34	12	9	13	56	55	1	45			
10	FRIBOURG	34	12	9	13	52	52	0	45			
11	TSG 1899 HOFFENHEIM	34	11	10	13	52	54	-2	43			
12	MAYENCE	34	10	9	15	39	56	-17	39			
13	FC AUGSBURG	34	10	6	18	36	54	-18	36			
14	HERTHA BERLIN	34	8	11	15	41	52	-11	35			
15	ARMINIA BIELEFELD	34	9	8	17	26	52	-26	35			
16	COLOGNE	34	8	9	17	34	60	-26	33	Relegation play-off		
17	WERDER BRÊME	34	7	10	17	36	57	-21	31	Relegation to Bundesliga 2		
18	FC SCHALKE 04	34	3	7	24	25	86	-61	16	Relegation to Bundesliga 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	BAYERN MUNICH	34	24	6	4	99	44	55	111	Champions League Group stage	
3	2	DORTMUND	34	20	4	10	75	46	29	89	Champions League Group stage	
2	3	RB LEIPZIG	34	19	8	7	60	32	28	85	Champions League Group stage	
5	4	EINTRACHT FRANCFORT	34	16	12	6	69	53	16	83	Champions League Group stage	
4	5	WOLFSBURG	34	17	10	7	61	37	24	81	Europa League group stage	
8	6	MÖNCHENGLADBACH	34	13	10	11	64	56	8	70	Europa League group stage	
6	7	BAYER 04 LEVERKUSEN	34	14	10	10	53	39	14	69	Conference League Qualifiers	
7	8	1. FC UNION BERLIN	34	12	14	8	50	43	7	66		
9	9	STUTTGART	34	12	9	13	56	55	1	63		
10	10	FRIBOURG	34	12	9	13	52	52	0	62		
11	11	TSG 1899 HOFFENHEIM	34	11	10	13	52	54	-2	60		
12	12	MAYENCE	34	10	9	15	39	56	-17	52		
13	13	FC AUGSBURG	34	10	6	18	36	54	-18	48		
14	14	HERTHA BERLIN	34	8	11	15	41	52	-11	48		
16	15	COLOGNE	34	8	9	17	34	60	-26	44		
17	16	WERDER BRÊME	34	7	10	17	36	57	-21	43	Relegation play-off	
15	17	ARMINIA BIELEFELD	34	9	8	17	26	52	-26	43	Relegation to Bundesliga 2	
18	18	FC SCHALKE 04	34	3	7	24	25	86	-61	24	Relegation to Bundesliga 2	

Figure 19 - Bundesliga 2020-2021

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	BAYERN MUNICH	34	24	5	5	97	37	60	77	Champions League Group stage		
2	DORTMUND	34	22	3	9	85	52	33	69	Champions League Group stage		
3	BAYER 04 LEVERKUSEN	34	19	7	8	80	47	33	64	Champions League Group stage		
4	RB LEIPZIG	34	17	7	10	72	37	35	58	Champions League Group stage		
5	1. FC UNION BERLIN	34	16	9	9	50	44	6	57	Europa League group stage		
6	FRIBOURG	34	15	10	9	58	46	12	55	Europa League group stage		
7	COLOGNE	34	14	10	10	52	49	3	52	Conference League Qualifiers		
8	MAYENCE	34	13	7	14	50	45	5	46			
9	TSG 1899 HOFFENHEIM	34	13	7	14	58	60	-2	46			
10	MÖNCHENGLADBACH	34	12	9	13	54	61	-7	45			
11	EINTRACHT FRANCFORT	34	10	12	12	45	49	-4	42			
12	WOLFSBURG	34	12	6	16	43	54	-11	42			
13	BOCHUM	34	12	6	16	38	52	-14	42			
14	FC AUGSBURG	34	10	8	16	39	56	-17	38			
15	STUTTGART	34	7	12	15	41	59	-18	33			
16	HERTHA BERLIN	34	9	6	19	37	71	-34	33	Relegation play-off		
17	ARMINIA BIELEFELD	34	5	13	16	27	53	-26	28	Relegation to Bundesliga 2		
18	SPVGG GREUTHER FÜRT	34	3	9	22	28	82	-54	18	Relegation to Bundesliga 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	BAYERN MUNICH	34	24	5	5	97	37	60	109	Champions League Group stage	
2	2	DORTMUND	34	22	3	9	85	52	33	97	Champions League Group stage	
3	3	BAYER 04 LEVERKUSEN	34	19	7	8	80	47	33	90	Champions League Group stage	
4	4	RB LEIPZIG	34	17	7	10	72	37	35	82	Champions League Group stage	
6	5	FRIBOURG	34	15	10	9	58	46	12	74	Europa League group stage	
5	6	1. FC UNION BERLIN	34	16	9	9	50	44	6	73	Europa League group stage	
7	7	COLOGNE	34	14	10	10	52	49	3	69	Conference League Qualifiers	
9	8	TSG 1899 HOFFENHEIM	34	13	7	14	58	60	-2	62		
10	9	MÖNCHENGLADBACH	34	12	9	13	54	61	-7	65		
8	10	MAYENCE	34	13	7	14	50	45	5	63		
11	11	EINTRACHT FRANCFORT	34	10	12	12	45	49	-4	57		
12	12	WOLFSBURG	34	12	6	16	43	54	-11	56		
13	13	BOCHUM	34	12	6	16	38	52	-14	54		
14	14	FC AUGSBURG	34	10	8	16	39	56	-17	51		
15	15	STUTTGART	34	7	12	15	41	59	-18	46		
16	16	HERTHA BERLIN	34	9	6	19	37	71	-34	45	Relegation play-off	
17	17	ARMINIA BIELEFELD	34	5	13	16	27	53	-26	37	Relegation to Bundesliga 2	
18	18	SPVGG GREUTHER FÜRTH	34	3	9	22	28	82	-54	27	Relegation to Bundesliga 2	

Figure 20 - Bundesliga 2021-2022

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	PARIS SAINT-GERMAIN	38	29	4	5	105	35	70	91	Champions League group stage		
2	LILLE OSC	38	22	9	7	68	33	35	75	Champions League group stage		
3	OLYMPIQUE LYONNAIS	38	21	9	8	70	47	23	72	Champions League group stage		
4	AS SAINT-ETIENNE	38	19	9	10	59	41	18	66	Europa League group stage		
5	OLYMPIQUE DE MARSEILLE	38	18	7	13	60	52	8	61			
6	MONTPELLIER HÉRAULT	38	15	14	9	53	42	11	59			
7	OGC NICE	38	15	11	12	30	35	-5	56			
8	STADE DE REIMS	38	13	16	9	39	42	-3	55			
9	NÎMES	38	15	8	15	57	58	-1	53			
10	STADE RENNAIS	38	13	13	12	55	52	3	52			
11	STRASBOURG	38	11	16	11	58	48	10	49			
12	FC NANTES	38	13	9	16	48	48	0	48			
13	SCO ANGERS	38	10	16	12	44	49	-5	46			
14	GIRONDINS DE BORDEAUX	38	10	11	17	34	42	-8	41			
15	AMIENS SC	38	9	11	18	31	52	-21	38			
16	TOULOUSE FC	38	8	14	16	35	57	-22	38			
17	MONACO	38	8	12	18	38	57	-19	36			
18	DIJON FCO	38	9	7	22	31	60	-29	34	Relegation play-offs		
19	SM CAEN	38	7	12	19	29	54	-25	33	Relegation to Ligue 2		
20	EN AVANT GUINGAMP	38	5	12	21	28	68	-40	27	Relegation to Ligue 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	PARIS SAINT-GERMAIN	38	29	4	5	105	35	70	126	Champions League group stage	
2	2	LILLE OSC	38	22	9	7	68	33	35	97	Champions League group stage	
3	3	OLYMPIQUE LYONNAIS	38	21	9	8	70	47	23	95	Champions League group stage	
4	4	AS SAINT-ETIENNE	38	19	9	10	59	41	18	85	Europa League group stage	
5	5	OLYMPIQUE DE MARSEILLE	38	18	7	13	60	52	8	81		
6	6	MONTPELLIER HÉRAULT	38	15	14	9	53	42	11	76		
9	7	NÎMES	38	15	8	15	57	58	-1	72		
10	8	STADE RENNAIS	38	13	13	12	55	52	3	70		
8	9	STADE DE REIMS	38	13	16	9	39	42	-3	68		
11	10	STRASBOURG	38	11	16	11	58	48	10	68		
7	11	OGC NICE	38	15	11	12	30	35	-5	66		
12	12	FC NANTES	38	13	9	16	48	48	0	64		
13	13	SCO ANGERS	38	10	16	12	44	49	-5	60		
14	14	GIRONDINS DE BORDEAUX	38	10	11	17	34	42	-8	52		
16	15	TOULOUSE FC	38	8	14	16	35	57	-22	49		
15	16	AMIENS SC	38	9	11	18	31	52	-21	48		
17	17	MONACO	38	8	12	18	38	57	-19	48		
18	18	DIJON FCO	38	9	7	22	31	60	-29	44	Relegation play-offs	
19	19	SM CAEN	38	7	12	19	29	54	-25	42	Relegation to Ligue 2	
20	20	EN AVANT GUINGAMP	38	5	12	21	28	68	-40	36	Relegation to Ligue 2	

Figure 21 - Ligue 1 2018-2019

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	PARIS SAINT-GERMAIN	27	22	2	3	75	24	51	68	Champions League group stage		
2	OLYMPIQUE DE MARSEILLE	28	16	8	4	41	29	12	56	Champions League group stage		
3	STADE RENNAIS	28	15	5	8	38	24	14	50	Champions League qualifiers		
4	LILLE OSC	28	15	4	9	35	27	8	49	Europa League group stage		
5	OGC NICE	28	11	8	9	41	38	3	41	Europa League group stage		
6	STADE DE REIMS	28	10	11	7	26	21	5	41	Europa League qualifiers		
7	OLYMPIQUE LYONNAIS	28	11	7	10	42	27	15	40			
8	MONTPELLIER HÉRAULT	28	11	7	10	35	34	1	40			
9	MONACO	28	11	7	10	44	44	0	40			
10	STRASBOURG	27	11	5	11	32	32	0	38			
11	SCO ANGERS	28	11	6	11	28	33	-5	39			
12	GIRONDINS DE BORDEAUX	28	9	10	9	40	34	6	37			
13	FC NANTES	28	11	4	13	28	31	-3	37			
14	STADE BRESTOIS	28	8	10	10	34	37	-3	34			
15	METZ	28	8	10	10	27	35	-8	34			
16	DIJON FCO	28	7	9	12	27	37	-10	30			
17	AS SAINT-ETIENNE	28	8	6	14	29	45	-16	30			
18	NÎMES	28	7	6	15	29	44	-15	27			
19	AMIENS SC	28	4	11	13	31	50	-19	23	Relegation to Ligue 2		
20	TOULOUSE FC	28	3	4	21	22	58	-36	13	Relegation to Ligue 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	PARIS SAINT-GERMAIN	27	22	2	3	75	24	51	93	Champions League group stage	
2	2	OLYMPIQUE DE MARSEILLE	28	16	8	4	41	29	12	69	Champions League group stage	
3	3	STADE RENNAIS	28	15	5	8	38	24	14	62	Champions League qualifiers	
4	4	LILLE OSC	28	15	4	9	35	27	8	60	Europa League group stage	
7	5	OLYMPIQUE LYONNAIS	28	11	7	10	42	27	15	54	Europa League group stage	
5	6	OGC NICE	28	11	8	9	41	38	3	54	Europa League qualifiers	
9	7	MONACO	28	11	7	10	44	44	0	54		
8	8	MONTPELLIER HÉRAULT	28	11	7	10	35	34	1	51		
12	9	GIRONDINS DE BORDEAUX	28	9	10	9	40	34	6	50		
6	10	STADE DE REIMS	28	10	11	7	26	21	5	49		
10	11	STRASBOURG	27	11	5	11	32	32	0	48		
11	12	SCO ANGERS	28	11	6	11	28	33	-5	48		
13	13	FC NANTES	28	11	4	13	28	31	-3	46		
14	14	STADE BRESTOIS	28	8	10	10	34	37	-3	45		
15	15	METZ	28	8	10	10	27	35	-8	43		
16	16	DIJON FCO	28	7	9	12	27	37	-10	39		
17	17	AS SAINT-ETIENNE	28	8	6	14	29	45	-16	39		
18	18	NÎMES	28	7	6	15	29	44	-15	36		
19	19	AMIENS SC	28	4	11	13	31	50	-19	33	Relegation to Ligue 2	
20	20	TOULOUSE FC	28	3	4	21	22	58	-36	20	Relegation to Ligue 2	

Figure 22 - Ligue 2019-2020

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	LILLE OSC	38	24	11	3	64	23	41	83	Champions League group stage		
2	PARIS SAINT-GERMAIN	38	26	4	8	86	28	58	82	Champions League group stage		
3	MONACO	38	24	6	8	76	42	34	78	Champions League qualifiers		
4	OLYMPIQUE LYONNAIS	38	22	10	6	81	43	38	76	Europa League group stage		
5	OLYMPIQUE DE MARSEILLE	38	16	12	10	54	47	7	60	Europa League group stage		
6	STADE RENNAIS	38	16	10	12	52	40	12	58	Conference League Qualifier		
7	RC LENS	38	15	12	11	55	54	1	57			
8	MONTPELLIER HÉRAULT	38	14	12	12	60	62	-2	54			
9	OGC NICE	38	15	7	16	50	53	-3	52			
10	METZ	38	12	11	15	44	48	-4	47			
11	AS SAINT-ETIENNE	38	12	10	16	42	54	-12	46			
12	GIRONDINS DE BORDEAUX	38	13	6	19	42	56	-14	45			
13	SCO ANGERS	38	12	8	18	40	58	-18	44			
14	STADE DE REIMS	38	9	15	14	42	50	-8	42			
15	STRASBOURG	38	11	9	18	49	58	-9	42			
16	FC LORIENT	38	11	9	18	50	68	-18	42			
17	STADE BRESTOIS	38	11	8	19	50	66	-16	41			
18	FC NANTES	38	9	13	16	47	55	-8	40	Relegation play-offs		
19	NÎMES	38	9	8	21	40	71	-31	35	Relegation to Ligue 2		
20	DIJON FCO	38	4	9	25	25	73	-48	21	Relegation to Ligue 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
2	1	PARIS SAINT-GERMAIN	38	26	4	8	86	28	58	110	Champions League group stage	
1	2	LILLE OSC	38	24	11	3	64	23	41	104	Champions League group stage	
4	3	OLYMPIQUE LYONNAIS	38	22	10	6	81	43	38	103	Champions League qualifiers	
3	4	MONACO	38	24	6	8	76	42	34	103	Europa League group stage	
5	5	OLYMPIQUE DE MARSEILLE	38	16	12	10	54	47	7	78	Europa League group stage	
6	6	STADE RENNAIS	38	16	10	12	52	40	12	75	Conference League Qualifier	
7	7	RC LENS	38	15	12	11	55	54	1	75		
8	8	MONTPELLIER HÉRAULT	38	14	12	12	60	62	-2	74		
9	9	OGC NICE	38	15	7	16	50	53	-3	68		
10	10	METZ	38	12	11	15	44	48	-4	61		
11	11	AS SAINT-ETIENNE	38	12	10	16	42	54	-12	60		
12	12	GIRONDINS DE BORDEAUX	38	13	6	19	42	56	-14	59		
15	13	STRASBOURG	38	11	9	18	49	58	-9	58		
16	14	FC LORIENT	38	11	9	18	50	68	-18	58		
17	15	STADE BRESTOIS	38	11	8	19	50	66	-16	57		
13	16	SCO ANGERS	38	12	8	18	40	58	-18	57		
14	17	STADE DE REIMS	38	9	15	14	42	50	-8	56		
18	18	FC NANTES	38	9	13	16	47	55	-8	55	Relegation play-offs	
19	19	NÎMES	38	9	8	21	40	71	-31	48	Relegation to Ligue 2	
20	20	DIJON FCO	38	4	9	25	25	73	-48	29	Relegation to Ligue 2	

Figure 23 - Ligue 1 2020-2021

Base table												
Pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation		
1	PARIS SAINT-GERMAIN	38	26	8	4	90	36	54	86	Champions League group stage		
2	OLYMPIQUE DE MARSEILLE	38	21	8	9	63	38	25	71	Champions League group stage		
3	MONACO	38	20	9	9	65	40	25	69	Champions League qualifiers		
4	STADE RENNAIS	38	20	6	12	82	40	42	66	Europa League group stage		
5	OGC NICE	38	20	7	11	52	36	16	66	Conference League Qualifier		
6	STRASBOURG	38	17	12	9	60	43	17	63			
7	RC LENS	38	17	11	10	62	48	14	62			
8	OLYMPIQUE LYONNAIS	38	17	11	10	66	51	15	61			
9	FC NANTES	38	15	10	13	55	48	7	55	Europa League group stage		
10	LILLE OSC	38	14	13	11	48	48	0	55			
11	STADE BRESTOIS	38	13	9	16	49	57	-8	48			
12	STADE DE REIMS	38	11	13	14	43	44	-1	46			
13	MONTPELLIER HÉRAULT	38	12	7	19	49	61	-12	43			
14	SCO ANGERS	38	10	11	17	44	55	-11	41			
15	TROYES	38	9	11	18	37	53	-16	38			
16	FC LORIENT	38	8	12	18	35	63	-28	36			
17	CLERMONT FOOT	38	9	9	20	38	69	-31	36			
18	AS SAINT-ETIENNE	38	7	11	20	42	77	-35	32	Relegation play-offs		
19	METZ	38	6	13	19	35	69	-34	31	Relegation to Ligue 2		
20	GIRONDINS DE BORDEAUX	38	6	13	19	52	91	-39	31	Relegation to Ligue 2		

With new 3-goals rule												
Previous pos	New pos	Team	Pld	W	D	L	GF	GA	GD	Pts	Qualification or relegation	
1	1	PARIS SAINT-GERMAIN	38	26	8	4	90	36	54	116	Champions League group stage	
4	2	STADE RENNAIS	38	20	6	12	82	40	42	93	Champions League group stage	
2	3	OLYMPIQUE DE MARSEILLE	38	21	8	9	63	38	25	92	Champions League qualifiers	
3	4	MONACO	38	20	9	9	65	40	25	90	Europa League group stage	
5	5	OGC NICE	38	20	7	11	52	36	16	83	Conference League Qualifier	
6	6	STRASBOURG	38	17	12	9	60	43	17	83		
8	7	OLYMPIQUE LYONNAIS	38	17	11	10	66	51	15	83		
7	8	RC LENS	38	17	11	10	62	48	14	82		
9	9	FC NANTES	38	15	10	13	55	48	7	73	Europa League group stage	
10	10	LILLE OSC	38	14	13	11	48	48	0	71		
11	11	STADE BRESTOIS	38	13	9	16	49	57	-8	64		
12	12	STADE DE REIMS	38	11	13	14	43	44	-1	60		
13	13	MONTPELLIER HÉRAULT	38	12	7	19	49	61	-12	59		
14	14	SCO ANGERS	38	10	11	17	44	55	-11	55		
15	15	TROYES	38	9	11	18	37	53	-16	50		
17	16	CLERMONT FOOT	38	9	9	20	38	69	-31	48		
20	17	GIRONDINS DE BORDEAUX	38	6	13	19	52	91	-39	48		
16	18	FC LORIENT	38	8	12	18	35	63	-28	47	Relegation play-offs	
18	19	AS SAINT-ETIENNE	38	7	11	20	42	77	-35	46	Relegation to Ligue 2	
19	20	METZ	38	6	13	19	35	69	-34	42	Relegation to Ligue 2	

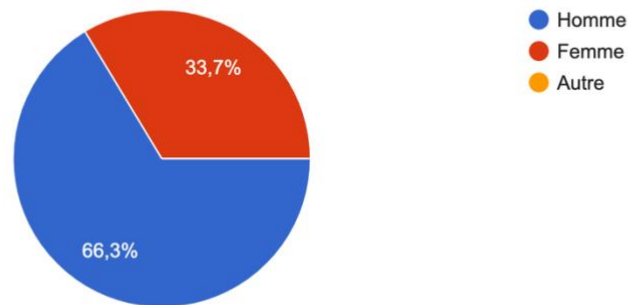
Figure 24 - Ligue 1 2021-2022

Detailed results of the survey

Section 1: Assessment of respondents' consumption

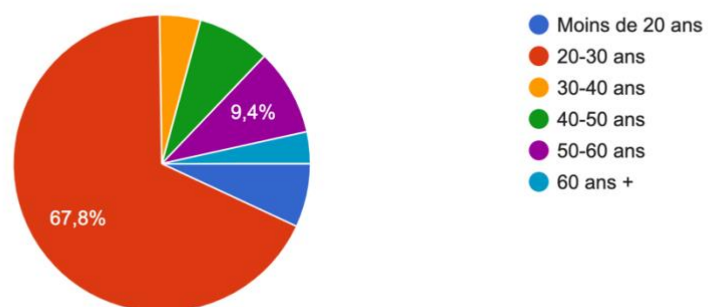
Quel est votre genre ?

202 réponses



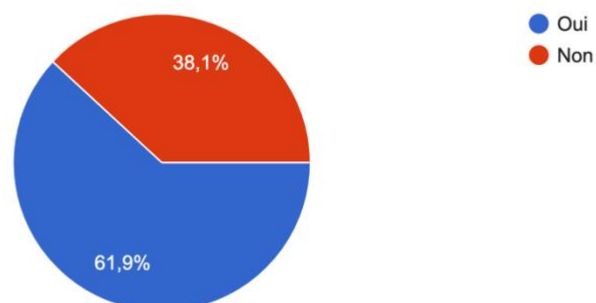
Quel âge avez-vous ?

202 réponses



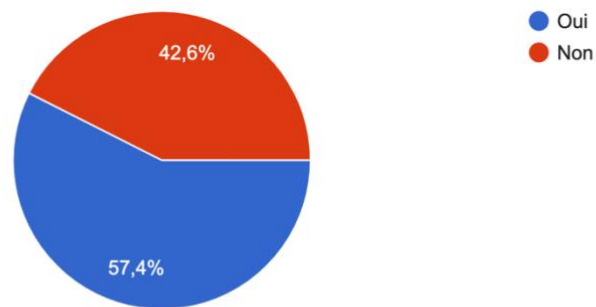
Vous considérez-vous comme étant un amateur de contenu de football ?

202 réponses



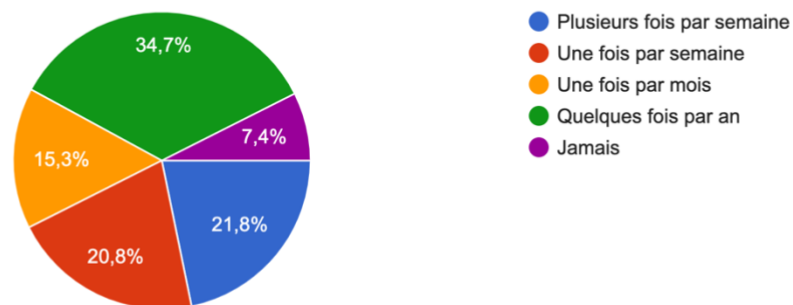
Suivez-vous le football sur les réseaux sociaux?

202 réponses



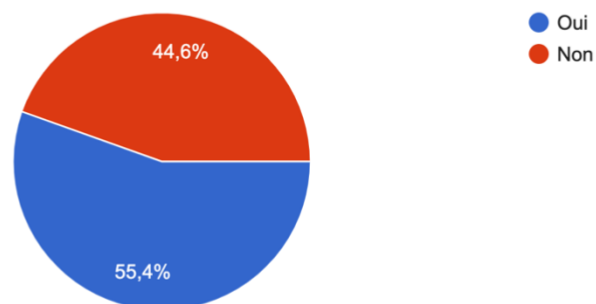
A quelle fréquence regardez-vous le football en direct à la télévision ou sur d'autres plateformes (ligues nationales, compétitions internationales, etc.)?

202 réponses



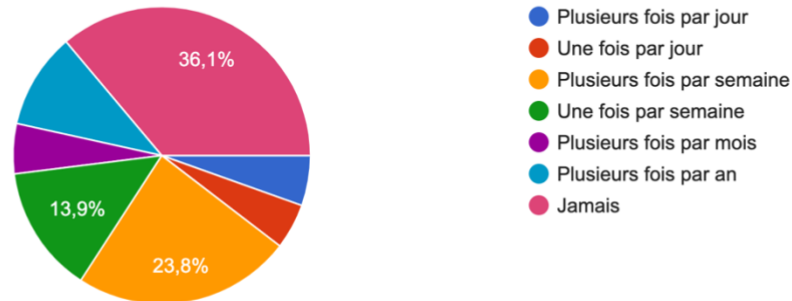
Regardez-vous des résumés courts ou longs de rencontres de football (sur YouTube ou autres plateformes) ?

202 réponses



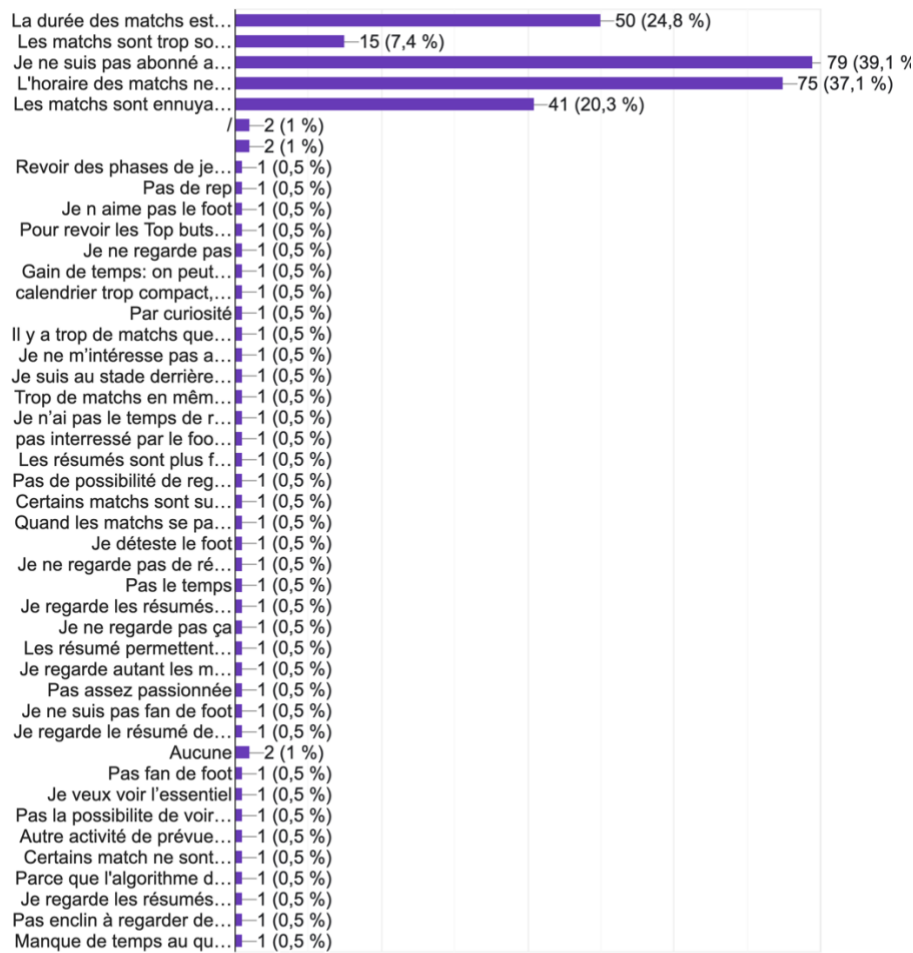
A quelle fréquence regardez-vous des résumés courts ou longs de rencontres de football (sur YouTube ou autres plateformes de diffusion) ?

202 réponses



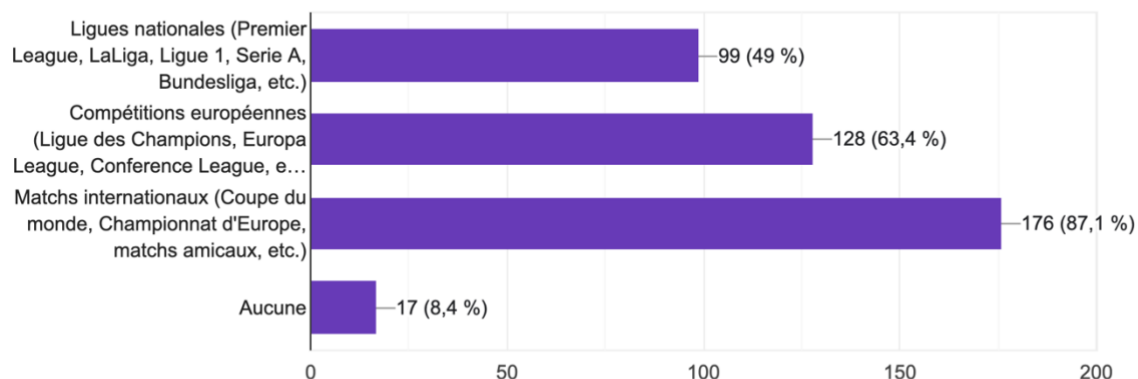
Pour quelles raisons êtes-vous (ou seriez-vous) plus enclin à regarder des résumés plutôt que les matchs entiers ?

202 réponses



Quel(s) type(s) de compétitions regardez vous ?

202 réponses



Section 2: Introduction of new rules

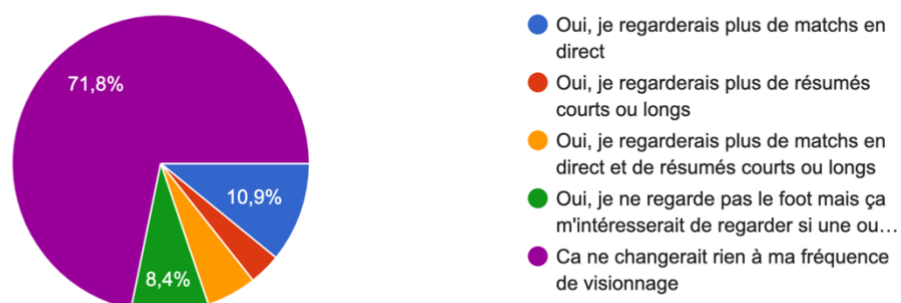
Seriez-vous intéressé par l'introduction de ces nouvelles règles ?

202 réponses



Si oui, regarderiez-vous plus de matchs en direct ou de résumés courts ou longs si votre choix était introduit ?

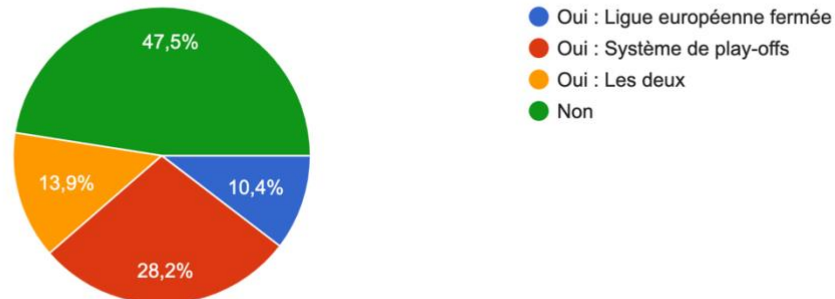
202 réponses



Section 3: Introduction of new competition formats

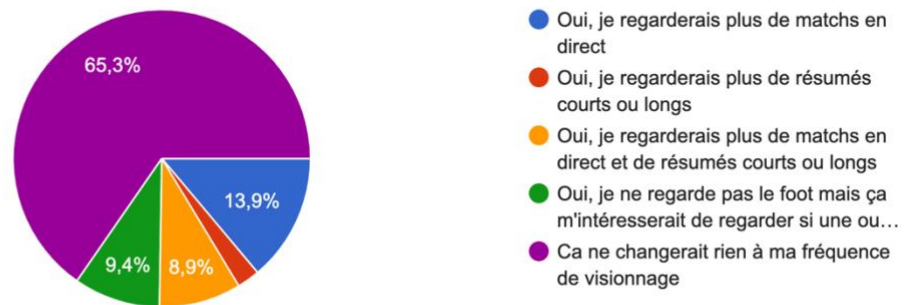
Seriez-vous intéressé par l'introduction de ces nouveaux formats ?

202 réponses



Si oui, regarderiez-vous plus de matchs en direct ou de résumés courts ou longs si votre choix était introduit ?

202 réponses



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