



**SPORTS
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B A R C E L O N A



NEYMAR'S RECORD TRANSFER TO PSG: AN ECONOMIC SNAPSHOT

IN COLLABORATION WITH
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INTRODUCTION

The signing of Neymar for 222 million Euros shocked the world of sports. It is the most expensive transfer in football history and it generates many doubts on its viability for the French club. The question remains, how will PSG get ROI from the Brazilian superstar?

Evidently, the focus of the millionaire acquisition will be sports performance-oriented with the hope of bringing home titles for PSG, but it will no doubt be essential that his signing generate financial and marketing returns.

Neymar will undoubtedly contribute to PSG's growth. A fast look at the number of followers on his social networks allow us to perceive the global reach and marketing influence he has in comparison to his new team.

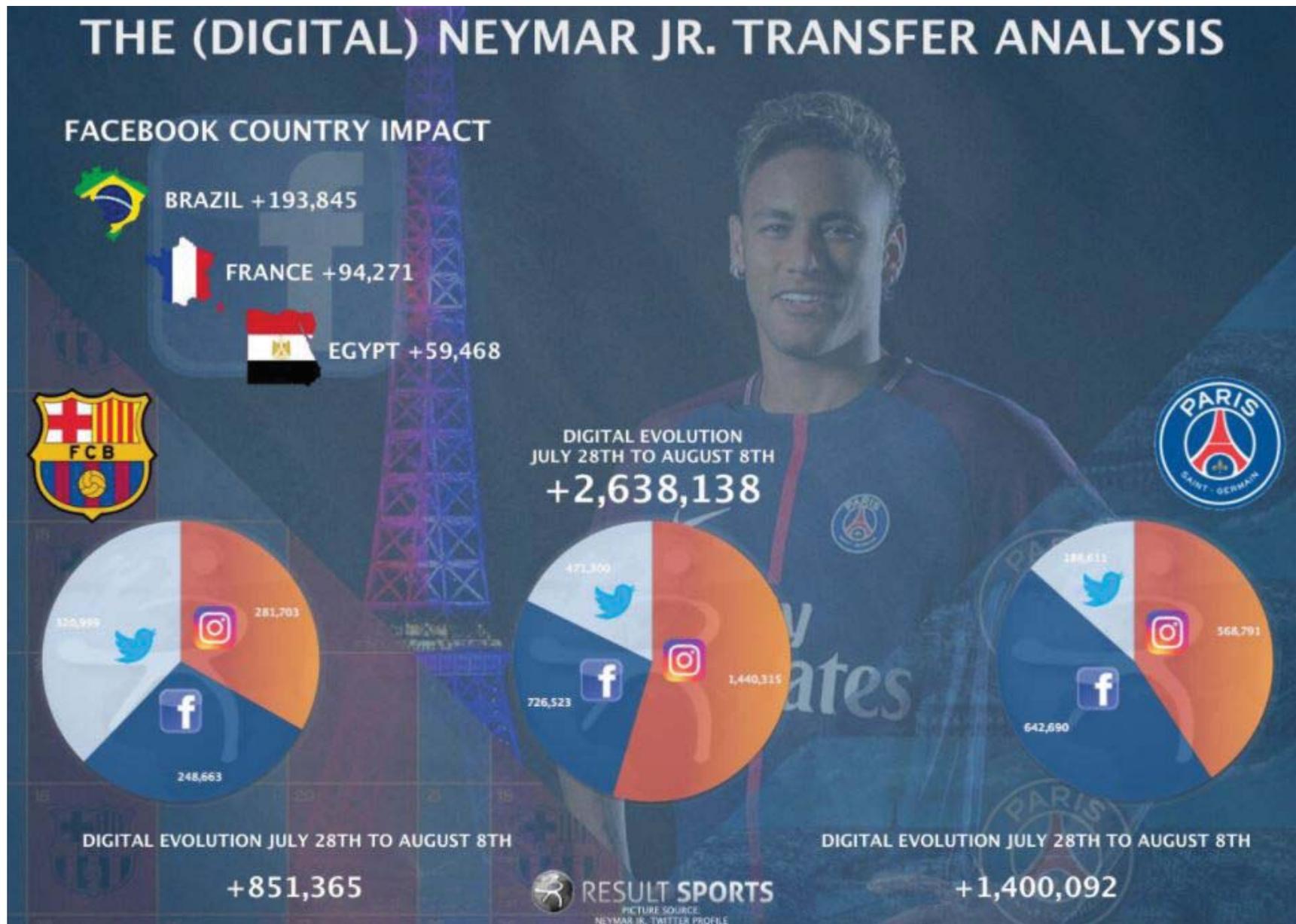
In millions of followers

	Facebook	Twitter	Instagram
Neymar	60,2	30,9	79,2
PSG	30,5	4,9	8,5

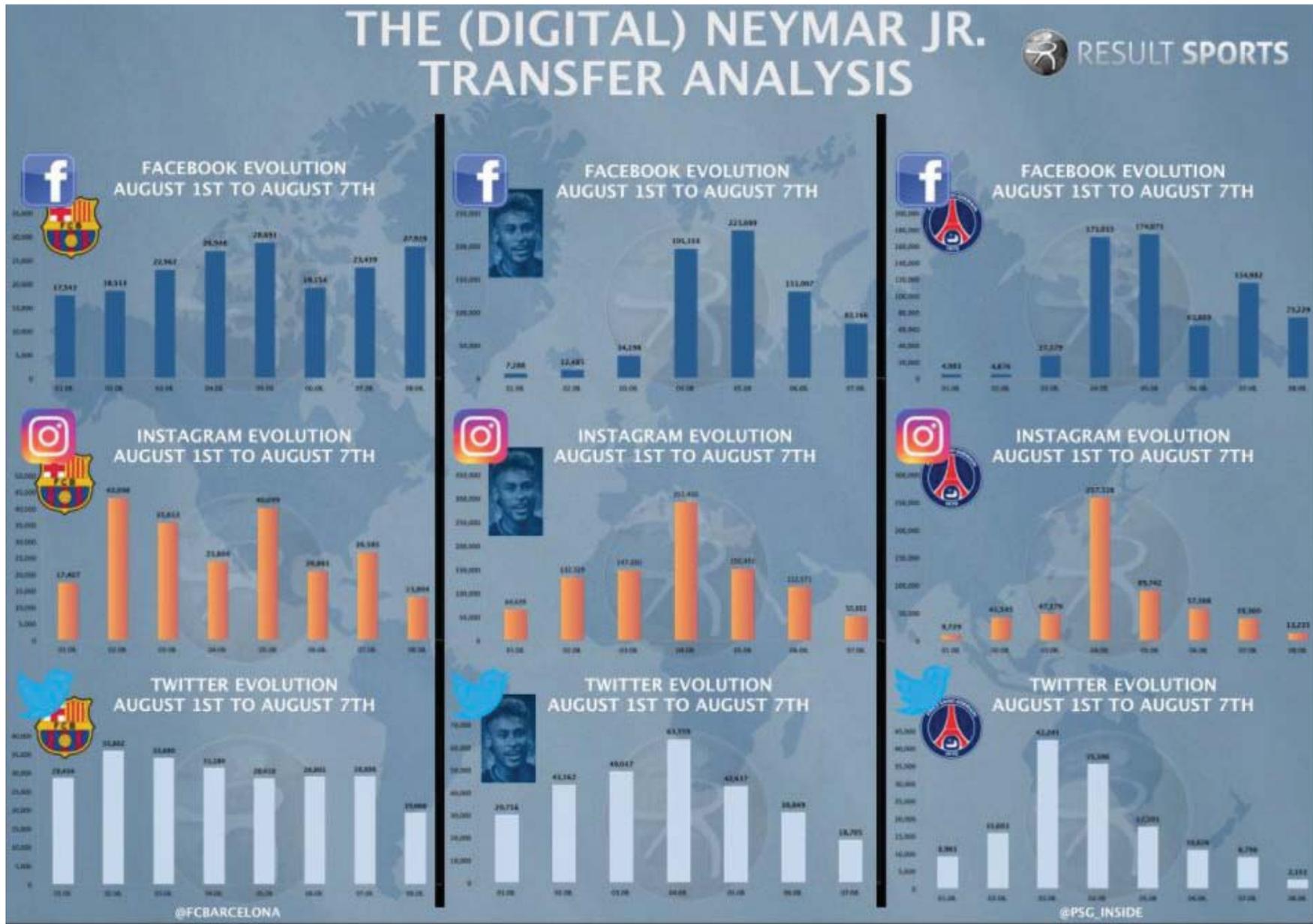
A recent case study done by Result Sports demonstrates how much of an impact the transfer had on his Facebook page, with substantial growth coming from the Brazilian and French markets respectively.

In addition, the case study shows how his Twitter engagement peaked on August 3rd (the day of the announcement) whereas the major impact on Facebook and Instagram was on August 4th, the day of his arrival and presentation at PSG.

(See attached graphics, courtesy of Result Sports)

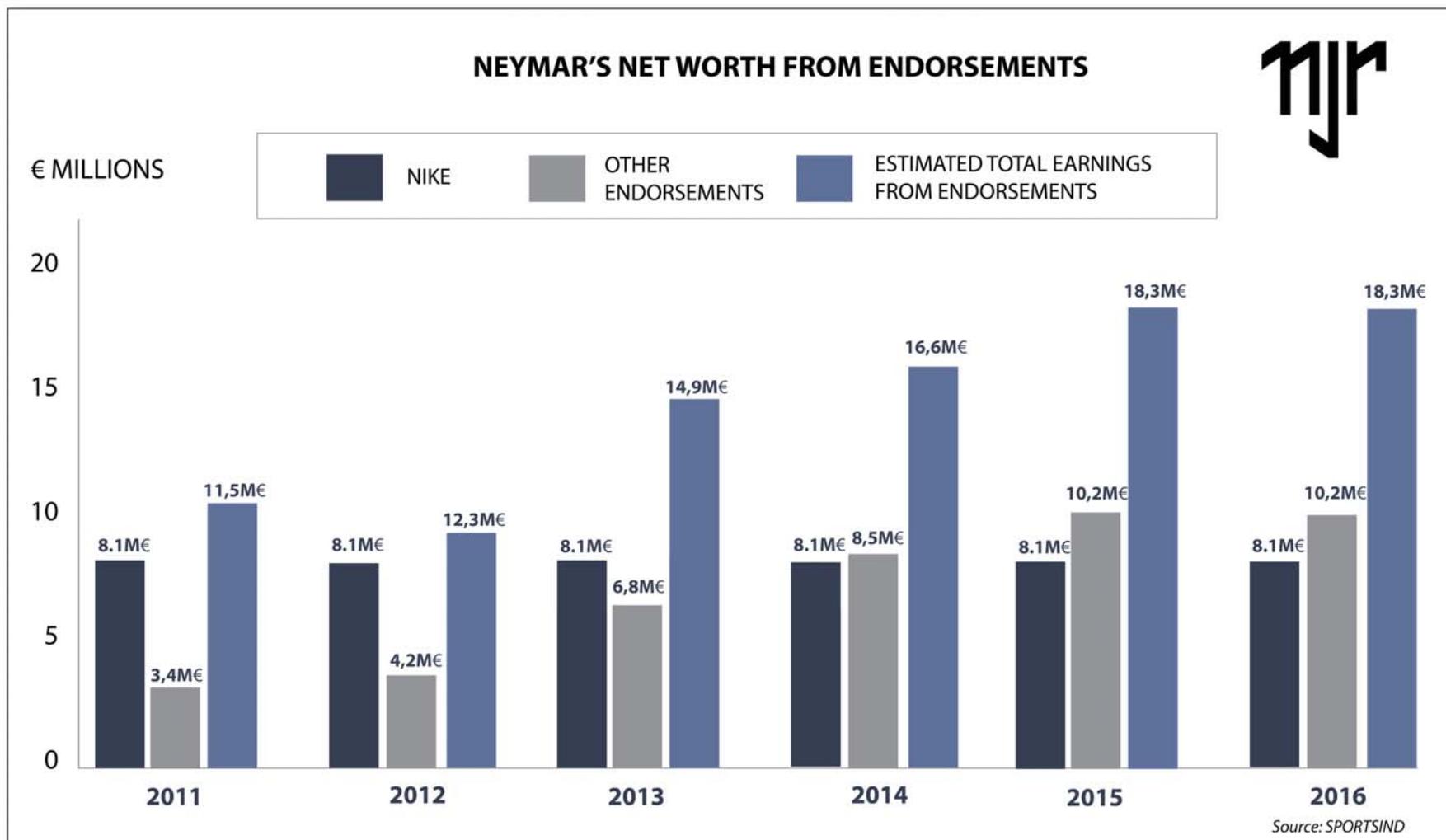


Source: Result Sports



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The following chart shows the evolution of Neymar's net worth from endorsements over the past five years, proving that he is currently one of the world's most marketable athletes.



PSG has a huge dependence on the revenues from Qatari companies and other firms close to the club's ownership group. With Neymar new possibilities will be open with more global companies and new sponsors worldwide.

PSG's Historical Total Revenues- millions of Euros

2011	2012	2013	2014	2015	2016
100	221	399	474	484	542

PSG's Historical Commercial Revenues- Millions of Euros

2011	2012	2013	2014	2015	2016
38	140	255	328	334	375

CONCLUSION

The presence of the Brazilian player in the French team will increase revenues and the brand's global penetration in key markets such as Asia, South America and North America.

In addition, the French league's broadcasting rights will increase in demand leading to a stronger brand value for both club and competition.



ABOUT THE AUTHOR

Amir Somoggi has over 15 years experience in the sports industry providing consultancy to clubs, sponsors, agencies and investors. He specializes in the Brazilian football business market and does consulting work for sporting organizations in Europe and North America.

Aside from his consulting practice, he also works as a sports business columnist for several media outlets and is a regular guest speaker for sports business management programs and conferences in Brazil and abroad.



ABOUT THE SPORTS BUSINESS INSTITUTE BARCELONA

The Sports Business Institute (SBI) is a private learning institution based in Barcelona with a regional office in North America that provides top-quality practical executive business training to those aspiring to work or advance their career in sports, with a particular focus on the football industry.



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