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## FEATURES

### Superkids help Barcelona pip Manchester United in global popularity stakes

tribalfootball.com - March 02, 2008

**The University of Navarra have released the latest version of their highly-respected study into the media popularity and value of clubs and individual players.**

Barcelona have dislodged Manchester United in the global popularity stakes - thanks in part to their thriving youth system - reveals the 2008 release of the University of Navarra's highly respected study into the media popularity of clubs and players.

Thanks to the emergence of Spanish teenager Bojan Krkic, Barca have become the most-talked about club this season - ahead of Manchester United, AC Milan and Chelsea. Barca's Spanish Liga rivals Real Madrid have dropped to fifth place on the table.

The study reveals that homegrown players can prove more valuable for selling the club than outside signings. Footballers that breakthrough into the first team from a respective club's junior setup enjoy 16.6 per cent of total media exposure.

With the likes of Krkic, Giovanni dos Santos and Lionel Messi all coming through the system at Barca, this enabled the Catalan giants to dominate the global media in the past year. The Navarre study rates Barca's youth system as the most valuable at £120 million. Real Madrid's is rated No2 at £50 million and Roma's third at a value of £40 million. The report notes clubs "harm their own interests" by valuing their big-money signings more highly than homegrown players when it comes to marketing appeal.

Rank 2008	Team	League	Media value for 2007
1	Barcelona	Spanish Liga	3
2	Manchester United	Premiership	1
3	AC Milan	Serie A	5
4	Chelsea	Premiership	2
5	Real Madrid	Spanish Liga	4
6	Liverpool	Premiership	6
7	Arsenal	Premiership	8
8	Inter Milan	Serie A	7
9	Roma	Serie A	10
10	Olympique Lyon	Ligue Une	13

### Television paying over odds for Italian rights

The report, put together by the University of Navarra's Francesc Pujol and Pedro Garcia del Barrio, also reveals the Premiership boasts 33 per cent of total money derived from media rights. The Spanish Liga is second with 22.4 per cent and Italy's Serie A third on 17.7 per cent.

Interestingly, it's noted that the television rights paid for Serie A is over the odds when compared with the media space that is granted the Italian competition around the world. Thus, leagues from Italy, Germany and France enjoy television revenues much higher than the value they generate in the broad media, when compared to the Spanish Liga and English Premiership.

### Carlos Tevez adds individual value to Manchester United

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Manchester United's swoop for Carlos Tevez has proved a masterstroke - on and off the pitch. The Navarre report lists three United players in the top ten of the most talked about for the past year. Cristiano Ronaldo held onto No1 spot, with Wayne Rooney dropping from No2 to No5 for 2008.

Tevez was the biggest mover within the top ten, going from 38th while with West Ham last season to No8 this past year. The Argentina striker is a huge name in South America thanks to his time with Boca Juniors and Brazil's Corinthians - and his popularity has now exploded on the back of his success at Old Trafford this term.

Fernando Torres' move from Atletico Madrid to Liverpool - and his wonderful goal scoring success this season - has also boosted his profile in the last 12 months around the world. The Spaniard jumped to No12 from last year's rating of 61st.

Rank 08 (07)	Player	Team	League	Country
1 (1)	Cristiano Ronaldo	Manchester Utd	Premiership	POR
2 (3)	Ronaldinho	Barcelona	Spanish Liga	BRA
3 (12)	Lionel Messi	Barcelona	Spanish Liga	ARG
4 (8)	Kaka	AC Milan	Serie A	BRA
5 (2)	Wayne Rooney	Manchester Utd	Premiership	ENG
6 (4)	David Beckham	LA Galaxy	MLS	ENG
7 (6)	Didier Drogba	Chelsea	Premiership	IV.C
8 (38)	Carlos Tevez	Manchester Utd	Premiership	ARG
9 (10)	Steven Gerrard	Liverpool	Premiership	ENG
10 (3)	Thierry Henry	Barcelona	Spanish Liga	FRA
11 (6)	Ronaldo	AC Milan	Serie A	BRA
12 (61)	Fernando Torres	Liverpool	Premiership	SPA
13 (15)	Francesco Totti	Roma	Serie A	ITA
14 (18)	Raul	Real Madrid	Spanish Liga	SPA
15 (52)	Cesc Fabregas	Arsenal	Premiership	SPA
16 (29)	John Terry	Chelsea	Premiership	ENG
17 (11)	Frank Lampard	Chelsea	Premiership	ENG
18 (14)	Samuel Eto'o	Barcelona	Spanish Liga	CAM
19 (16)	Adriano	Inter Milan	Serie A	BRA
20 (45)	Robinho	Real Madrid	Spanish Liga	BRA

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