

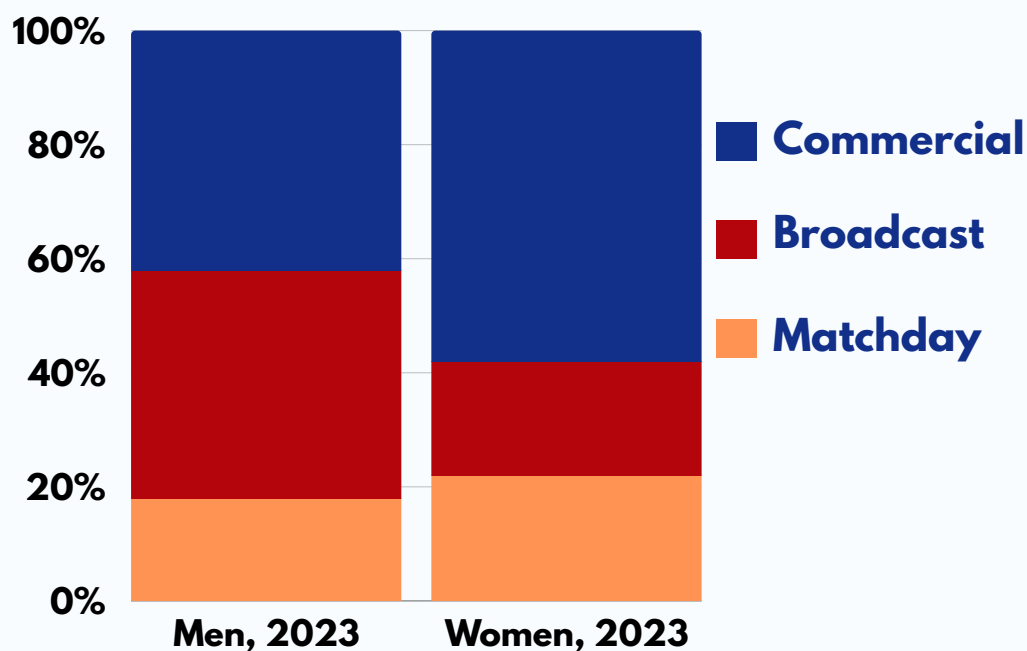
# Deloitte Money League 2023



Deloitte is an accountancy firm who rank football clubs by revenue generated from football operations. This includes **broadcast**, **commercial** and **match-day** revenue.

## Task 1

Average proportion of revenue generated by top clubs from Matchday, Broadcast and Commercial streams.



Analyse the graph above.

What does this tell us about the revenue streams for men and women's football clubs?

Traditionally broadcast generates more revenue than commercial streams for men's football. Why do you think this might be changing?

## Task 2

Headline Finding (Women's):

12 of the 15 clubs in the study recorded 'double digit' growth, which follows a trend of growth over the past decade.

Discuss the ways in which you have seen the commercialisation of women's football increase?

How will increased revenue help develop women's football, from grassroots to elite level?

## Task 3

The women's sport lead of Deloitte, Amy Clarke told the BBC that the 'digital age' provides opportunity to maintain the fanbase and increase demand for women's football.

Discuss the strategies that you think clubs, the footballers and sponsors should use to increase engagement on social media.

Why is this important?