INTRODUCTION

In the years since we released our first review of the Football Transfer market in 2009, the game has gone from strength to strength, underpinned by the continuing commercialisation of the sport and record broadcast deals, reflected by the overall buoyancy of transfer markets which have delighted both fans and the media alike with the fantastic values achieved.

Since 2009, 9 of the 10 top transfer fees ever seen have been achieved, the transfer record has been broached three times, and the €100 million player transfer has been reached.

Another area of the market which has been undergoing profound change is the market for young players, with progressively more value being attributed to the hottest prospects. This report has been commissioned to provide insight into this area, I hope that you find it as enlightening to read as we did to compile.

Esteve Calzada
Prime Time Sport CEO & Football Agent

THE FVI & PRINCIPLES

The Football Value Index by Prime Time Sport is a best in class player valuation methodology, used by football clubs and the sport industry, to obtain an independent and accurate valuation of football players.

Clubs need to know the REAL value of their main asset, the squad. The accounting value may differ significantly from this, so there are many situations when football clubs need the most accurate valuation of players or squads. The main usages are in transfers (to help in the decision process and in negotiations), in M&A processes, in equity (when a significant difference between the accounting value vs the real value can affect the equity position of the club), to make a rational value allocation for insurance, to provide real and relevant information to investors, and to set guarantees in loans and other financial products.

Prime Time Sport has also taken the following points into consideration for the execution and conclusions of the report:

a) Actuality Principle: the player valuation has been made bearing in mind both personal attributes and pitch performance. Thereby, the project has used player’s current personal information and the performances of both this season and the previous one, with a greater weight attributed to the current one.

b) Reliability Principle: objective and contrasting sources have been used for the performance of this report; the Soccerex Transfer Review report by Prime Time Sport (a reference in the European market for over 6 years for European transfers), FIFA stats and other sources.
c) **Independency Principle:** utilising a customised methodology and the sources used in the project, independent results and objective valuation are guaranteed.

d) **Scope:** players 20 years old or younger on January 1st 2015.

---

**METHODOLOGY**

For every player, we researched:

- **Current club average player sale value.** The origin club affects the player value.

- **Current club “standard” player analysis.** An analysis of the “standard” player sold in the last 5 years by the current club give us data to adjust weights for the PTS Rating Index.

- **Comparable football clubs average selling player value.** Calculation of average value of the last 5 years transfers performed by comparable clubs.

- **Market Value perception.** Popular transfer sites and press information can affect the player’s value, and have to be considered.

- **Position on the pitch of each player.** The average transfer paid (excluding temporary sessions and free transfers for ending contracts) per position of ALL transfers performed in the 5 major leagues (UK, SP, IT, DE, FR) in the last summer transfer window shows demand for different positions.

- **Age.**

- **Years outstanding on player’s contract.**

- **PTS Rating Index.** Study of stats and the expert valuation of technical skills of each player, analysing:
  - **National Team appearances.** Appearances with a national team are a factor that boosts value, especially if the national team is in the Top 10 of FIFA’s Rankings.
  - **Minutes played.** This aims to reflect the importance of a player and represents an objective variable to assess performance.
  - **Goals scored.** Analysis of goals, weighted per position on the pitch.
  - **Injuries.** The player’s value is affected by how prone they are to injury.
  - **Media Value.** Assessed by the PTS Sports Marketing team.
  - **Technical quality.** Assessed by three different sources, technical quality is an essential factor in a player valuation.
20 HÉCTOR BELLERÍN
NATIONALITY: SPANISH
TEAM: ARSENAL
NATIONAL LEVEL: U21
POSITION: RIGHT BACK
AGE: 20
VALUE: €14.829M

19 CALUM CHAMBERS
NATIONALITY: ENGLISH
TEAM: ARSENAL
NATIONAL LEVEL: SENIOR SQUAD
POSITION: RIGHT BACK
AGE: 20
VALUE: €15.058M
18 Divock Origi

- Nationality: Belgian
- Team: Liverpool
- National Level: Senior Squad
- Position: Centre Forward
- Age: 20
- Value: €15.261M

17 Anthony Martial

- Nationality: French
- Team: AS Monaco
- National Level: U21
- Position: Centre Forward
- Age: 19
- Value: €15.848M
16  JOHN STONES

NATIONALITY  ENGLISH
TEAM  EVERTON
NATIONAL LEVEL  SENIOR SQUAD
POSITION  CENTRE BACK
AGE  20
VALUE  €16,850M

15  EMRE CAN

NATIONALITY  GERMAN
TEAM  LIVERPOOL
NATIONAL LEVEL  U21
POSITION  DEFENSIVE MIDFIELD
AGE  21
VALUE  €17,026M
ANDERSON TALISCA

NATIONALITY: BRAZILIAN
TEAM: BENFICA
NATIONAL LEVEL: U21
POSITION: ATTACKING MIDFIELD
AGE: 21
VALUE: €18.091M

ALEKSANDAR MITROVIĆ

NATIONALITY: SERBIAN
TEAM: ANDERLECHT
NATIONAL LEVEL: SENIOR SQUAD
POSITION: CENTRE FORWARD
AGE: 20
VALUE: €18.129M
YOURI TIELEMANS
NATIONALITY: BELGIAN
TEAM: ANDERLECHT
NATIONAL LEVEL: U21
POSITION: CENTRAL MIDFIELD
AGE: 18
VALUE: €19.392M

KURT ZOUMA
NATIONALITY: FRENCH
TEAM: CHELSEA
NATIONAL LEVEL: SENIOR SQUAD
POSITION: CENTRE BACK
AGE: 20
VALUE: €22.726M
<table>
<thead>
<tr>
<th>Nationality</th>
<th>Team</th>
<th>National Level</th>
<th>Position</th>
<th>Age</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>Athletic Bilbao</td>
<td>U21</td>
<td>Centre Back</td>
<td>21</td>
<td>€23.956M</td>
</tr>
<tr>
<td>English</td>
<td>Manchester United</td>
<td>Senior Squad</td>
<td>Left Back</td>
<td>19</td>
<td>€25.390M</td>
</tr>
</tbody>
</table>
José Gayà
Nationality: Spanish
Team: Valencia
National Level: U21
Position: Left Back
Age: 20
Value: €25.873M

Mateo Kovacic
Nationality: Croatian
Team: Inter Milan
National Level: Senior Squad
Position: Central Midfield
Age: 21
Value: €26.137M
6 Hakan Çalhanoğlu
NATIONALITY: TURKISH
TEAM: BAYER LEVERKUSEN
NATIONAL LEVEL: SENIOR SQUAD
POSITION: ATTACKING MIDFIELD
AGE: 21
VALUE: €27.431M

5 José Giménez
NATIONALITY: URUGUAYAN
TEAM: ATLÉTICO MADRID
NATIONAL LEVEL: SENIOR SQUAD
POSITION: CENTRE BACK
AGE: 20
VALUE: €30.205M
<table>
<thead>
<tr>
<th>Rank</th>
<th>Player</th>
<th>Nationality</th>
<th>Team</th>
<th>National Level</th>
<th>Position</th>
<th>Age</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Domenico Berardi</td>
<td>Italian</td>
<td>U.S. Sassuolo Calcio</td>
<td>U21</td>
<td>Right Wing</td>
<td>20</td>
<td>€30.521M</td>
</tr>
<tr>
<td>2</td>
<td>Memphis Depay</td>
<td>Dutch</td>
<td>Manchester United</td>
<td>Senior Squad</td>
<td>Left Wing</td>
<td>21</td>
<td>€33.640M</td>
</tr>
</tbody>
</table>
**RAHEEM STERLING**

**NATIONALITY**
ENGLISH

**TEAM**
LIVERPOOL

**NATIONAL LEVEL**
SENIOR SQUAD

**POSITION**
RIGHT WING

**AGE**
20

**VALUE**
€49.295M

---

**MARQUINHOS**

**NATIONALITY**
BRAZILIAN

**TEAM**
PARIS SAINT-GERMAIN

**NATIONAL LEVEL**
SENIOR SQUAD

**POSITION**
CENTRE BACK

**AGE**
21

**VALUE**
€39.768M
<table>
<thead>
<tr>
<th>RANK</th>
<th>PLAYER</th>
<th>TEAM</th>
<th>NATIONALITY</th>
<th>NATIONAL LEVEL</th>
<th>POSITION</th>
<th>D.O.B.</th>
<th>VALUE (€ K)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>STERLING</td>
<td>LIVERPOOL</td>
<td>ENGLISH</td>
<td>SENIOR SQUAD</td>
<td>RIGHT WING</td>
<td>06/12/1994</td>
<td>49,295</td>
</tr>
<tr>
<td>2</td>
<td>MARQUINHOS</td>
<td>PARIS SAINT-GERMAIN</td>
<td>BRAZILIAN</td>
<td>SENIOR SQUAD</td>
<td>CENTRE BACK</td>
<td>14/05/1994</td>
<td>39,768</td>
</tr>
<tr>
<td>3</td>
<td>DEPAY</td>
<td>MANCHESTER UNITED</td>
<td>DUTCH</td>
<td>SENIOR SQUAD</td>
<td>LEFT WING</td>
<td>13/02/1994</td>
<td>33,640</td>
</tr>
<tr>
<td>4</td>
<td>BERARDI</td>
<td>SASSUOLO</td>
<td>ITALIAN</td>
<td>U21</td>
<td>RIGHT WING</td>
<td>01/08/1994</td>
<td>30,521</td>
</tr>
<tr>
<td>5</td>
<td>GIMÉNEZ</td>
<td>ATLÉTICO MADRID</td>
<td>URUGUAYAN</td>
<td>SENIOR SQUAD</td>
<td>CENTRE BACK</td>
<td>20/01/1995</td>
<td>30,205</td>
</tr>
<tr>
<td>6</td>
<td>ÇALHANOĞLU</td>
<td>BAYER LEVERKUSEN</td>
<td>TURKISH</td>
<td>SENIOR SQUAD</td>
<td>ATTACKING MIDFIELD</td>
<td>08/02/1994</td>
<td>27,431</td>
</tr>
<tr>
<td>7</td>
<td>KOVACIC</td>
<td>INTER MILAN</td>
<td>CROATIAN</td>
<td>SENIOR SQUAD</td>
<td>CENTRAL MIDFIELD</td>
<td>06/05/1994</td>
<td>26,137</td>
</tr>
<tr>
<td>8</td>
<td>GAYÀ</td>
<td>VALENCIA</td>
<td>SPANISH</td>
<td>U21</td>
<td>LEFT BACK</td>
<td>25/05/1995</td>
<td>25,390</td>
</tr>
<tr>
<td>9</td>
<td>SHAW</td>
<td>MANCHESTER UNITED</td>
<td>ENGLISH</td>
<td>SENIOR SQUAD</td>
<td>LEFT BACK</td>
<td>12/07/1995</td>
<td>23,956</td>
</tr>
<tr>
<td>10</td>
<td>LAPORTE</td>
<td>ATHLETIC BILBAO</td>
<td>FRENCH</td>
<td>U21</td>
<td>CENTRE BACK</td>
<td>27/05/1994</td>
<td>23,956</td>
</tr>
<tr>
<td>RANK</td>
<td>PLAYER</td>
<td>TEAM</td>
<td>NATIONALITY</td>
<td>NATIONAL LEVEL</td>
<td>POSITION</td>
<td>D.O.B.</td>
<td>VALUE (€ K)</td>
</tr>
<tr>
<td>------</td>
<td>------------</td>
<td>--------------</td>
<td>-------------</td>
<td>----------------</td>
<td>-----------------</td>
<td>-------------</td>
<td>-------------</td>
</tr>
<tr>
<td>11</td>
<td>ZOUMA</td>
<td>CHELSEA</td>
<td>FRENCH</td>
<td>SENIOR SQUAD</td>
<td>CENTRE BACK</td>
<td>27/10/1994</td>
<td>22,726</td>
</tr>
<tr>
<td>12</td>
<td>TIELEMANS</td>
<td>ANDERLECHT</td>
<td>BELGIAN</td>
<td>U21</td>
<td>CENTRAL MIDFIELD</td>
<td>07/05/1997</td>
<td>19,392</td>
</tr>
<tr>
<td>13</td>
<td>MITROVIĆ</td>
<td>ANDERLECHT</td>
<td>SERBIAN</td>
<td>SENIOR SQUAD</td>
<td>CENTRE FORWARD</td>
<td>16/09/1994</td>
<td>18,129</td>
</tr>
<tr>
<td>14</td>
<td>TALISCA</td>
<td>BENFICA</td>
<td>BRAZILIAN</td>
<td>U21</td>
<td>ATTACKING MIDFIELD</td>
<td>01/02/1994</td>
<td>18,091</td>
</tr>
<tr>
<td>15</td>
<td>CAN</td>
<td>LIVERPOOL</td>
<td>GERMAN</td>
<td>U21</td>
<td>DEFENSIVE MIDFIELD</td>
<td>12/01/1994</td>
<td>17,026</td>
</tr>
<tr>
<td>16</td>
<td>STONES</td>
<td>EVERTON</td>
<td>ENGLISH</td>
<td>SENIOR SQUAD</td>
<td>CENTRE BACK</td>
<td>28/05/1994</td>
<td>16,850</td>
</tr>
<tr>
<td>17</td>
<td>MARTIAL</td>
<td>AS MONACO</td>
<td>FRENCH</td>
<td>U21</td>
<td>CENTRE FORWARD</td>
<td>05/12/1995</td>
<td>15,848</td>
</tr>
<tr>
<td>18</td>
<td>ORIGI</td>
<td>LIVERPOOL</td>
<td>BELGIAN</td>
<td>SENIOR SQUAD</td>
<td>CENTRE FORWARD</td>
<td>18/04/1995</td>
<td>15,261</td>
</tr>
<tr>
<td>19</td>
<td>CHAMBERS</td>
<td>ARSENAL</td>
<td>ENGLISH</td>
<td>SENIOR SQUAD</td>
<td>RIGHT BACK</td>
<td>20/01/1995</td>
<td>15,058</td>
</tr>
<tr>
<td>20</td>
<td>BELLERÍN</td>
<td>ARSENAL</td>
<td>SPANISH</td>
<td>U21</td>
<td>RIGHT BACK</td>
<td>10/03/1995</td>
<td>14,829</td>
</tr>
</tbody>
</table>
Positions of Power
Where on the pitch are the Top 20?

Earliest Developers
What national squad level have the Top 20 reached?

More Equal than Others
Which of the Big 5 leagues has the most valuable players from the Top 20?

Bench to Pitch
How much gametime are the best youth players getting?

Flying the Nest
How many of the players have moved abroad in their development?
Whilst we have been carrying out the Football Transfer Review at Prime Time Sport for a number of years, when we embarked on compiling the information for the most valuable youth players in football it was a bit of a journey into the unknown.

With two great youth football tournaments this year in the FIFA U20 and UEFA U21 Championships, the timing could not have been better, and it coinciding with the 20th anniversary of the Soccerex Convention was most fortuitous.

That the Top 20 player values total up to almost €500 million is testament to the strength of the youth systems around the world, and the willingness of the coaching and management staff to afford talented youngsters the chance to ply their trade, with over half of the list being involved on the pitch for their teams in over 2/3 of the match time when they were available for selection. This in itself should not come as a surprise as clubs look to recoup value from academies, which are the second largest cost centre for clubs as estimated in the recent Deloitte Review of Football Finance.

Defences were one of the big winners from our research, with 9 of the 20 players being from one of the spots across the back line, including the second most valuable player, PSG’s Marquinhos. They are also spread out evenly throughout the list, making up approximately 45% of the value of the Top 5, Top 10 and Top 20, not just bunched towards the bottom. When compared to the most valuable senior players by transfer fee, you will only find one defender in the Top 10 and to find a second you would have to carry on down the list to 25th spot and for a third further still to 39th position. This relative strength in the youth set up was an interesting discovery, and could reflect a relative weakness in the pool of top defensive talent in recent years.

As expected, the Spanish and English leagues are home to the majority of the players with over half the total value and positions held. Each of the ‘Big 5’ Leagues have over €25million of players from the list, with only the Belgian League breaking this monopoly, overtaking the Bundesliga with €37million to claim 5th position.

One gap in the list came in the loneliest position on the field – Goalkeeper. Not a single goalkeeper made the Top 20, illustrating the value in finding a good keeper as top shot-stoppers do not come around every day, and also in the extra premium that maturity has in this position.

Whilst results from this age group of players can never be fully trusted to be replicated in the adult arena, this report has generated and outlined a potential shift in the value of players away from the traditional attacking players stranglehold on marquee signings. I look forward to discovering what comes of this in future editions of the Soccerex Transfer Review!
In addition to the Top 20 U21 report, Soccerex and Prime Time Sport produce the bi-annual Soccerex Transfer Review which provides relevant data and insightful independent analysis on the variables that influence squad make up and player transfers throughout Europe’s biggest clubs.

**Soccerex Summer Transfer Review 2014**

**Key conclusions:**

The English Premier League dominated the transfer window with combined spending of over €1 billion for the first time ever. Southampton were the surprise leaders of Europe in player sales with a total of €120 million, the 3rd highest total in history, which also saw them break in to the top 10 spenders with purchases of €73m, higher than Premier League champions Manchester City.

The English Premier League continues to have the lowest percentage of homegrown players with only 33% of all squads eligible to represent England. La Liga, however, is the highest ranked with 61% of their players able to play for the national team.

**Soccerex Winter Transfer Review 2014/15**

**Key conclusions:**

The English Premier League leaders have monopolized the winter window for the last six seasons and top both expenditure (€216m) and sales (€130m) across the top 5 leagues in Europe for that period. Despite the Financial Fair Play regulations, investment by European teams in the winter window grew by 34% to €385m to the highest amount in the last four years. The Premier League were the leaders in investment across Europe once again doubling that of second placed Bundesliga, whose €74m was a 224% increase on that of the previous season.

**Soccerex Summer Transfer Review 2015**

The next report, the Summer Transfer Review, will be revealed at the upcoming Soccerex Global Convention, 7-9th September in Manchester.

Hosted by Prime Time Sport CEO & Football Agent, Esteve Calzada, the session will look at some of the biggest transfers of the summer including Falcao’s season long loan move to Chelsea, and where the money was being spent across Europe and the world.

The review will be complimented by a panel featuring two of the biggest agents in the world, Jonathan Barnett, Owner, The Stellar Group, agent of Real Madrid starlet Gareth Bale, and Richard Motzkin, Executive VP, Wasserman Media Group, who manages one of America’s greatest ever footballers, Landon Donovan. The two “Super Agent” heavyweights will lift the lid on the secrets of managing top talent and how they see their industry changing in light of FIFA’s decision to scrap their licensing system.