



## Press Release

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### McKinsey presents Bundesliga study

- **5.1 billion euro added value**
- **110,000 employees**
- **yearly 1.5 billion euro taxes and fees**

The Bundesliga plays a major economic role in Germany as professional football created an added value of 5.1 billion euro on a yearly basis, secured 110,000 employees and provided for 1.5 billion euro net in taxes and fees. Those were the results of a study entitled "Wirtschaftsfaktor Bundesliga" ("Economic factor Bundesliga") done by the consultancy firm McKinsey and published today in Frankfurt am Main at the DFL German Football League Ltd.

The analysis found that direct or indirect economic associations, payments and impact on employment caused by the Bundesliga have had a positive influence on the German economy. Two such examples are that professional football accounts for five percent of the gross domestic product in Germany and that professional football provides 110,000 jobs including 70,000 of them full time.

For the first time ever, indirect and secondary effects were taken into account. In addition to direct reference to the DFL and the Bundesliga and 2nd Bundesliga clubs, sales, added value and employment generated through professional football were also considered. The study was based on the economic figures from the 2007-08 season as well as about 100 interviews with representatives from the DFL, the 36 professional clubs and the capital companies of the league federation as well as license holders and subcontractors.

Payments and economic activities revolving around professional football amounted to 1.5 billion euro in taxes and fees for the German state after deductions of public costs.

signed Dr. Dirk Meyer-Bosse  
Spokesman  
Frankfurt/Main, 13 April 2010

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