

The **2024** Economic Report



The 2022-23 season at a glance

€4.45 bn

is the revenue generated by the Bundesliga clubs – an increase of 23.4 per cent on the previous season and a new record.



€785.7 mn

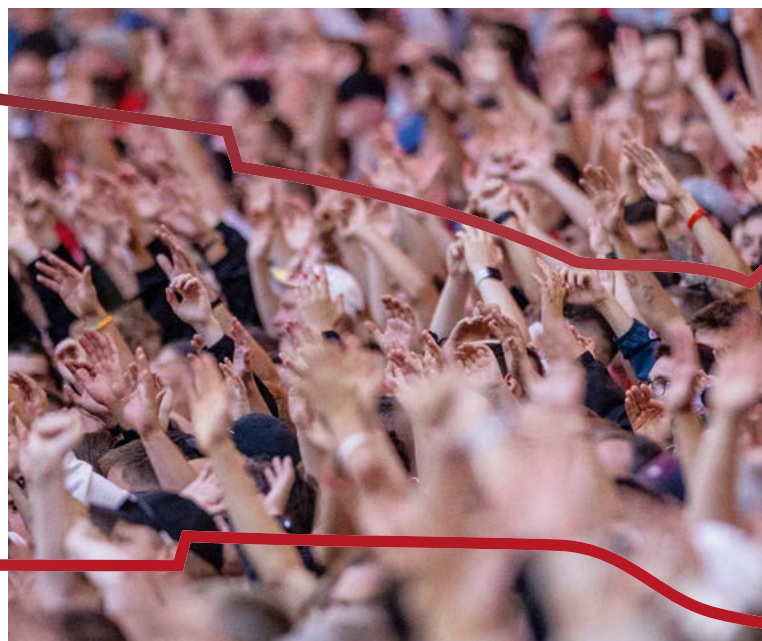
is the revenue generated by the Bundesliga 2 clubs, the second highest figure in the history of the league.





55,001

people were employed either directly or indirectly in German professional football. This number comes close to equalling the total last seen before the pandemic.



€1.65 bn

is a record amount of taxes and duties paid to the financial authorities and social security institutions by German professional football.



German licensed football

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Speaker of the DFL Executive Committee
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DFL CEOs

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Amounts shown in this economic report are rounded to thousands of euros; the addition of these amounts may therefore result in rounding differences.

The financial situation of German licensed football

The **2024** Economic Report



Foreword by the Speaker of the DFL Executive Committee

Dear readers,

German professional football has made it through the low point of the coronavirus pandemic and is on a distinct upward trend once more. That much is apparent from this Economic Report, which summarises the key economic indicators for the Bundesliga and Bundesliga 2 from the 2022-23 season. Like many other sectors, professional football is still struggling with the impact of the pandemic, which resulted in lost revenue running into the billions, but the line on the graph is very much climbing again. The total revenue of €5.24 billion amounts to an increase of 17 per cent on the previous 2021-22 season (€4.48 billion) and of nine per cent relative to the previous record set in the 2018-19 season (€4.8 billion). That means a new record for revenue, and clear proof that German professional football is not only a source of unforgettable and emotional moments, but also a successful sector of the economy.

In that context, it is highly significant that the record revenue is accompanied by an increasingly pronounced return to profitability. Almost two thirds of



Hans-Joachim Watzke,
Speaker of the DFL Deutsche Fußball Liga e.V.
Executive Committee and
Chairman of the Supervisory Board of the
DFL Deutsche Fußball Liga GmbH

the 36 clubs and limited companies of the Bundesliga and Bundesliga 2 reported results in the black in the 2022-23 season. That figure has risen from 18 to 23 within a year. This trend, alongside various other key indicators in this Economic Report, underlines that we are treading a path of good economic sense, particularly by international standards. German professional football was committed to that path even before the pandemic. We are on the right track.

There is no argument within the league association that even without a private equity partnership at league level, we need to pay a great deal of attention to our direction of travel in the medium term – and we will do so. All clubs and the DFL in its capacity as the league organisation will work together to find effective solutions to problems relating in particular to matters such as digitalisation, developments in media broadcasts and internationalisation.

Incidentally – and this is something I think is very important – the financial ambitions involved and the

figures from the income statement are not an end in themselves. They lay the foundations that allow for something bigger; something that money can't buy. Few things in our country unite people like German football. Hundreds of thousands of people flock to the stadiums every weekend, and millions follow the matches through our media partners. Whether it is the Bundesliga, Bundesliga 2, 3. Liga or cup competitions, the home and away stands are full, the ratings and reach are excellent and we are an outstanding sport. People love football and its stories. That's what it's all about. That gives us good reason to be optimistic about the future.

Yours sincerely,

Hans-Joachim Watzke
Speaker of the
DFL Executive Committee

Foreword by the DFL CEOs

Dear readers,

There is plenty of good news in this year's edition of the Economic Report for the Bundesliga and Bundesliga 2. German professional football has overcome the impact of the coronavirus pandemic and is growing again. Excellent performance across a wide range of key indicators sends out a signal that goes beyond mere numbers on a spreadsheet. With record revenue in the 2022-23 season, an abundance of healthy operating results and equity items plus rising investment in academies, German professional football is demonstrating that the Bundesliga, Bundesliga 2 and the clubs are continuing to develop and, across the board, are set up for the future.

Furthermore, the new all-time record set for ticket sales shows that German professional football's popularity and appeal are very much intact. By selling so many tickets, the professional leagues are making a significant contribution to the local economies and to the public purse at federal, state and local authority level. The record taxes and duties paid, amounting to more than €1.6 billion, underline the particular importance and responsibility associated with this. That is reinforced by the fact that 55,001 people are employed directly or indirectly by the clubs. These facts tend to get overlooked in some debates about transfer fees or policing costs.



Marc Lenz, CEO of
DFL Deutsche Fußball Liga GmbH



Steffen Merkel, CEO of
DFL Deutsche Fußball Liga GmbH

Keeping the Bundesliga and Bundesliga 2 strong and relevant means working to continue improving the conditions for German professional football. Alongside the clubs, we aim to maintain the Bundesliga and Bundesliga 2 as attractive and competitive leagues with clubs that are stable and can do business sustainably while retaining their deep roots in society. Strengthening the central marketing of both leagues is a vital element of those efforts. The assignment of German-language media rights for the 2025-26 to 2028-29 seasons, due to take place in the second quarter of 2024, has a key role to play in that regard. The financial outcome of the process will be a major factor in determining the financial framework of the league and the clubs through to the end of this decade.

We are already starting from a position of strength. The official figures from UEFA show that the Bundesliga is the second-strongest league in Europe in terms of revenue per club. With payroll costs equating to less than 50 per cent of revenue and relatively limited liabilities, German clubs are also much healthier than many of the counterparts in other top European leagues. We need to stick to our rational and financially viable path. Sustainable financial conduct needs to become the standard in European football and must not be allowed to

become a competitive disadvantage. That is one of the reasons that the DFL is stepping up talks regarding the regulatory framework in European football. The DFL's recent proposal for an absolute cap on team costs is one example of possible action that could be taken. Our position is clear: It is necessary to establish regulations that protect leagues and clubs that operate in a way that makes good financial sense and reinforce financial stability in European football.

Both issues are equally important for our German model. Strong central marketing is essential because it lays the foundations for attractive leagues and soundly financed clubs under the terms of the 50+1 rule. Meanwhile, internationally applicable financial and ownership rules are vital for ensuring appealing competitions with healthy financial conduct.

The DFL is working continuously on both.

Yours sincerely,

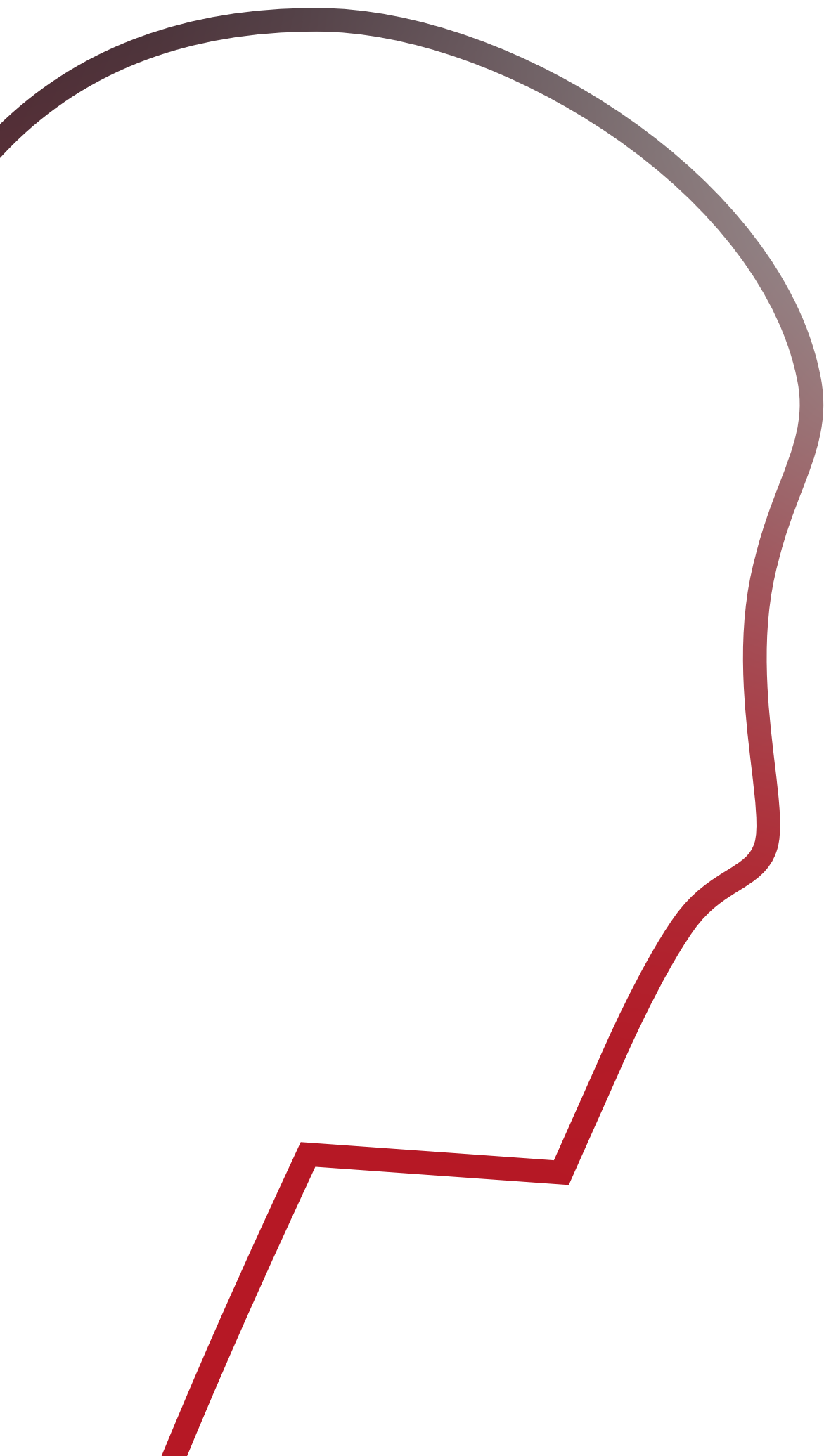
Marc Lenz
DFL CEO

Steffen Merkel
DFL CEO



Overview **German licensed football**





Our organisation

German licensed football consists of the 36 professional clubs, DFL e.V. and DFL GmbH. But what form does the organisational and financial framework take?

The 36 clubs and limited companies of the Bundesliga and Bundesliga 2 established the “Ligaverband” on 18 December 2000 with the aim of establishing the independence of German licensed football. In a context of increasing economic strength, constantly evolving requirements and growing interest from the public, there was a realisation that the professional clubs needed their own organisation, which was then created under the name “Die Liga – Fußballverband e.V.”. At the 2016 General Assembly, the clubs voted to change the name to DFL Deutsche Fußball Liga e.V. (or DFL e.V. for short). This brought the name in line with the Frankfurt-based DFL Deutsche Fußball Liga GmbH (or DFL GmbH for short), which has been managing the business operations of DFL e.V. as a wholly owned subsidiary since its foundation.

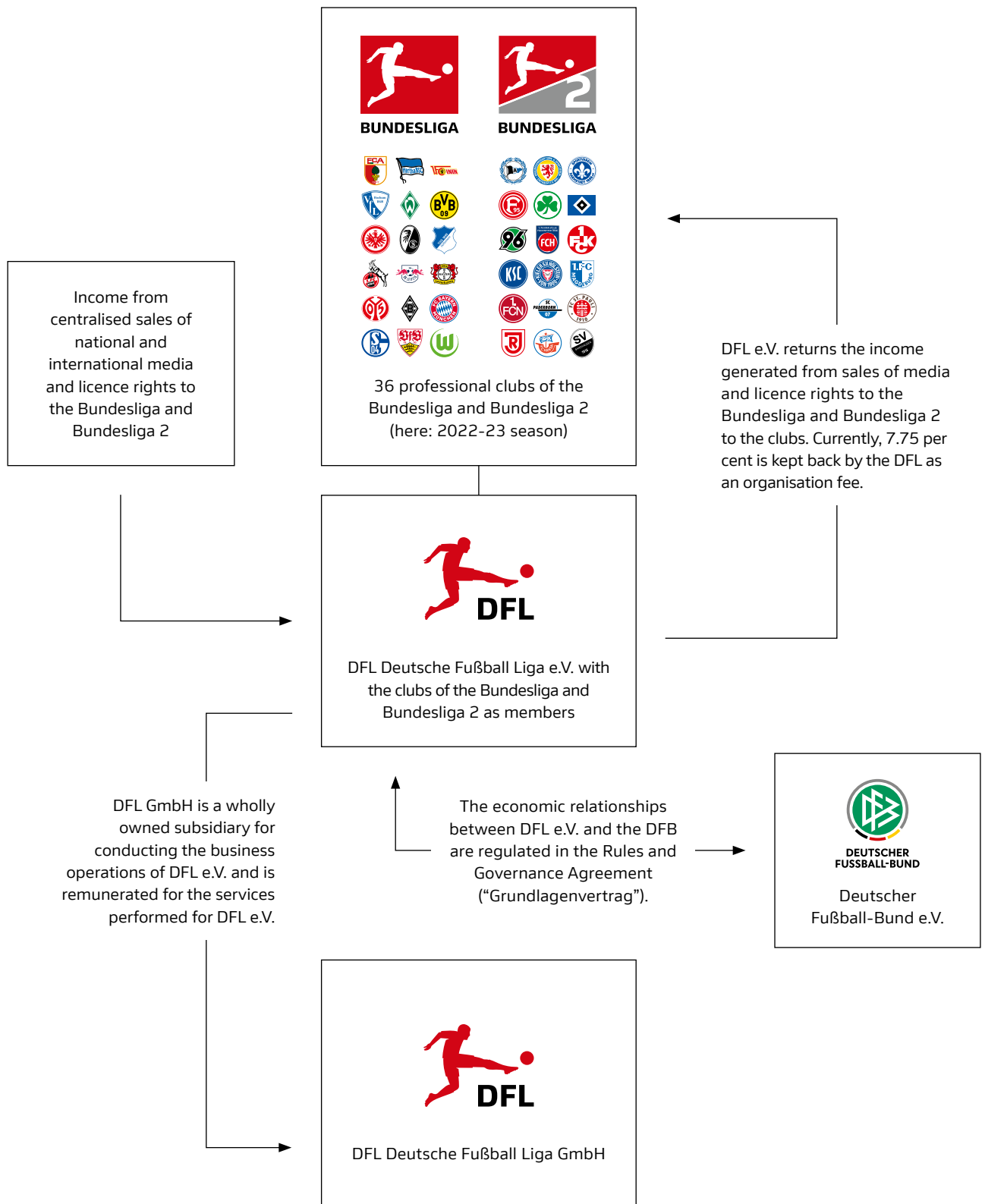
The members of DFL e.V. are the clubs that receive the appropriate licence for the respective season and thus play in the Bundesliga or Bundesliga 2. This 2024 Economic Report provides a cumulative presentation of the key economic performance indicators of the clubs that played in the Bundesliga or Bundesliga 2 during the 2022-23 season.

DFL GmbH is responsible for the organisation and marketing of German professional football in order to create the optimum conditions in the interest of the professional clubs. One of DFL GmbH's tasks is to

market the media rights to matches in the Bundesliga and Bundesliga 2, as well as the Supercup and the relegation play-offs, nationally and worldwide on the best possible terms. As a contracting partner of the rights holders, DFL e.V. ultimately returns the income generated from marketing to the clubs of the Bundesliga and Bundesliga 2. This is a major economic factor that needs to be taken into consideration. In the 2022-23 season, revenues from the marketing of media rights to matches in national and international competitions alone accounted for around 34 per cent of the total revenue of the 36 professional clubs. The majority is attributable to revenues from the central marketing of the rights to the Bundesliga and Bundesliga 2 matches by the DFL.

As an organisation fee, DFL e.V. itself receives a percentage of the national and international broadcast revenue and of the revenue from sponsorship and group marketing – i.e. of the income generated centrally. DFL e.V. largely finances its own budget, including the services provided for it by DFL GmbH.

The structure and financial organisation of German licensed football





Setting records after the crisis

German professional football set a number of new records over the course of the 2022-23 season – including the highest total revenue in its history. Other key indicators also underline the fact that the low point of the coronavirus pandemic is behind us and the Bundesliga and Bundesliga 2 are in rude financial health once more.

Will the fans ever come back? That question was asked many times during the coronavirus pandemic, but it has been answered categorically. The 36 clubs of the Bundesliga and Bundesliga 2 sold nearly 20 million tickets during the 2022-23 season – 19,755,465, to be precise. That is by far the biggest figure of all time in German professional football. It surpassed the previous record set in the 2016/17 season (19,049,362) by quite some distance. With an average of 42,407 ticket holders per match, the Bundesliga remains the undisputed champion of Europe in that category.

This figure illustrates two things. Firstly, the 2022-23 season will be remembered as the one in which normality finally returned. For the first time since the pandemic broke out in spring 2020, all 612 matches for both the Bundesliga and Bundesliga 2 seasons took place without any of the COVID-19 restrictions on fans in stadiums that applied during the previous few seasons. Secondly, the record ticket sales demonstrate that the Bundesliga and Bundesliga 2 – contrary to some of the prophecies of doom circulating during the years of the pandemic – are still incredibly popular.

It was fitting, then, that the 2022-23 season also had a lot to offer in terms of action on the pitch. The tension was palpable up and down the tables right up to the dying seconds of the final matchdays. The Bundesliga championship went down to the wire, and there were thrilling fights to qualify for the European club competitions, as well as to avoid relegation. The same applied for the teams of the

Bundesliga 2: from the battles for promotion at one end of the table to the challenge of staying in the league at the other. The enthusiasm among fans for both leagues was evident not only from the ticket sales but also from the reach of national media partners, some of which reported record viewing figures for the season finale.

The popularity of German professional football is also reflected in the numbers collected in representative surveys carried out on behalf of the DFL by respected market research firm Kantar during the summer of 2023. Results showed that more than 38 million people in Germany aged 14 and over are interested in football, and more than 70 per cent of the entire population regard the Bundesliga as an core part of our society. That makes it all the more fitting that German professional football was once again a major employer in the 2022-23 season. During the season, 55,001 people – roughly as many as in pre-pandemic times – were employed either directly or indirectly in the Bundesliga or Bundesliga 2. In addition, the business of the 36 clubs together again had a significant effect on the economy. The €1.6 billion in taxes and duties paid to the state and the social security institutions represents the highest figure in the history of German professional football.

The key economic indicators for the 2022-23 season – including a new record – clearly show that the Bundesliga and Bundesliga 2 have weathered the pandemic and, with it, the biggest crisis in their history. The Bundesliga and Bundesliga 2 achieved

BUNDESLIGA

Revenue mix (€ million)

Match revenue

536.5

Contribution to total revenue **12.05%**

Advertising

1,124.9

Contribution to total revenue **25.27%**

Media revenue (all competitions)

1,524.0

Contribution to total revenue **34.23%**

Transfers

617.1

Contribution to total revenue **13.86%**

Merchandising

231.6

Contribution to total revenue **5.20%**

Other

418.2

Contribution to total revenue **9.39%**

Total

4,452.4

MATCH REVENUE Primarily income from ticket sales for matches in national and international competitions

ADVERTISING Primarily income from contracts with main sponsors and shirt sponsors as well as stadium and club rights

MEDIA REVENUE Primarily revenue from the marketing of media rights to matches in national (including the DFB Cup) and international competitions, as well as revenue from other joint marketing such as commercial partnerships

TRANSFERS Revenue from all transfer and training compensation fees

MERCHANDISING Income from merchandising

OTHER TAKINGS Revenue from the transfer of utilisation rights, public catering, letting and leasing, membership fees and other items



their highest combined revenue ever, surpassing the five-billion-euro mark for the first time. The total revenue of €5.24 billion amounts to an increase of 17 per cent on the previous 2021-22 season (€4.48 billion). German professional football thus broke the previous record from the 2018-19 season (€4.8 billion) by nine per cent.

Even though many clubs are still feeling the financial effects of lost revenue running into the billions during the years of the pandemic, the record revenue has been accompanied by an increasingly pronounced return to profitability. Almost two thirds of the clubs and limited companies reported results in the black in the 2022-23 season. That figure has risen from 18 to 23 year on year.

Bundesliga: revenue up 23 per cent, lower payroll cost ratio

The 18 Bundesliga clubs generated an average revenue of €247 million, with the top flight in German football collectively achieving a record total revenue of €4.45 billion. That equates to an increase of 23 per cent on the previous season. 16 clubs, two more than the previous season, reported revenue of more than €100 million.

The revenue mix shows that growth in the Bundesliga is broad-based, with increases across all income items. Because the entire season was able to take place without any of the restrictions on fan admission seen during the pandemic, match revenue stood out as expected. This consists largely of ticket sales at the clubs, which almost doubled on the previous season, with the increase in this item from €276 million to €536 million. Within a year, this is a particularly noticeable element of revenue development in the Bundesliga.

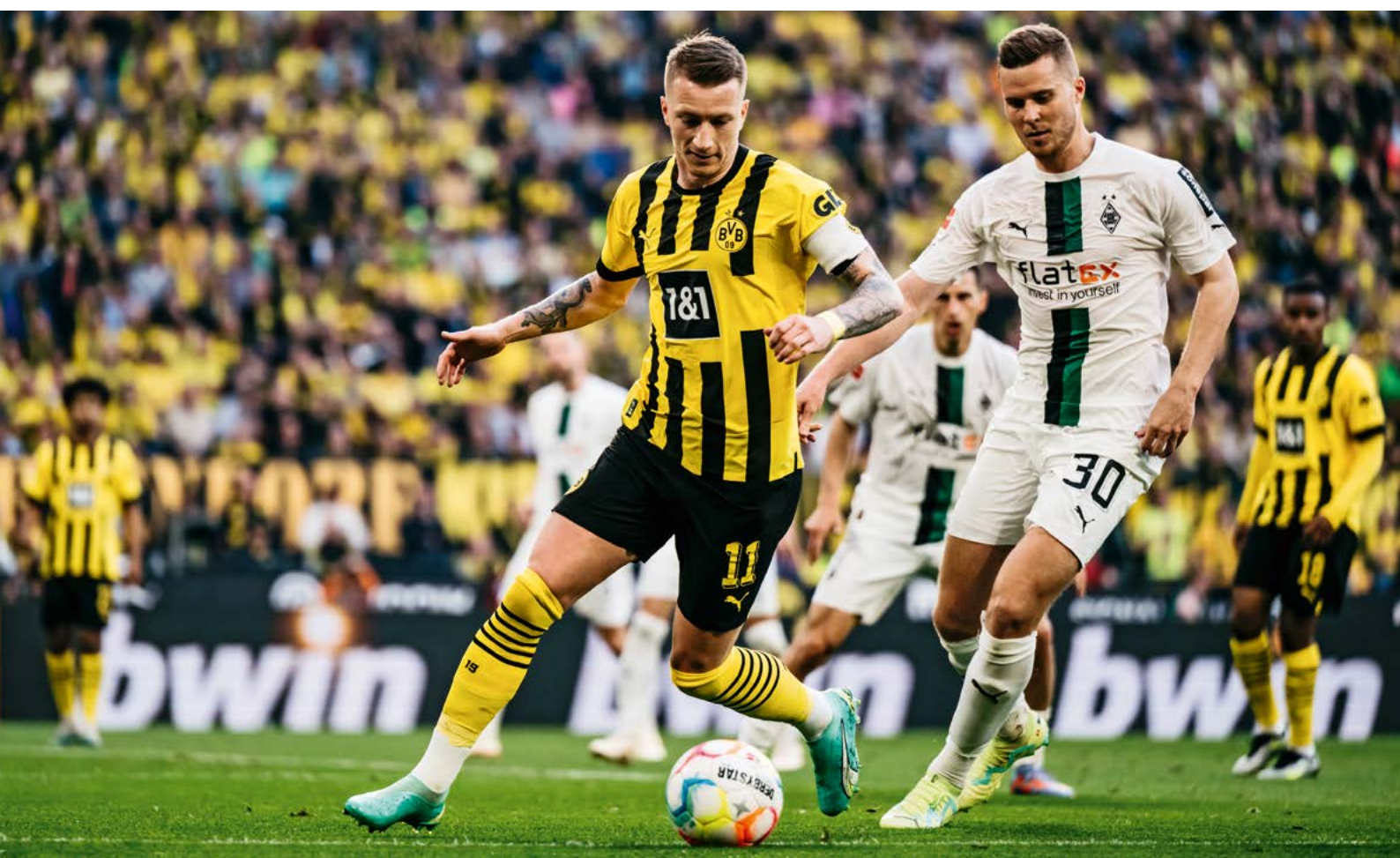
However, there was growth in other areas as well. The fact that the Bundesliga remains a highly attractive sector of the economy is made clear by the record figure of €1.12 billion in advertising revenue – the first time it has exceeded the billion-euro mark. Media revenue and revenue from other joint marketing rose substantially again, from €1.38 billion to €1.52 billion. The media, advertising and match revenue accounted for more than 70 per cent of total revenue.

The cumulative expenditure of the 18 clubs also increased in the 2022-23 season, albeit at

16 per cent, and therefore to a much lesser extent than revenue. The Bundesliga therefore recorded positive results for the entire league again for the first time since the 2018-19 season, with the figure up by almost €240 million on the previous season to €44.3 million. Twelve of the 18 clubs ended the 2022/23 season with a profit, up from eight in the previous season.

In terms of expenditure, it is clear that at ten per cent, the ratio of payroll costs for match operations – in other words, salaries for players and coaches – increased by a smaller margin than overall expenditure. The payroll cost ratio as a proportion of total expenditure fell below the 40 per cent threshold and, at 36.7 per cent, was back below the level of the 2019-20 season.

The Bundesliga continues to act exceptionally rationally in this regard by international standards. As revealed in *The European Club Finance and Investment Landscape*, a report published by UEFA in February 2024, the clubs in the four other top European leagues (the Premier League in England, La Liga in Spain, Ligue 1 in France and Serie A in



Italy) spent between 50 per cent and 70 per cent of their revenue on player salaries, whereas the figure was just 44 per cent in the Bundesliga.

Turn to page 22 to read more about the key economic indicators of the Bundesliga.

Bundesliga 2: second highest revenue in history

The 18 Bundesliga 2 clubs generated the second highest total revenue in the league's history at €785.7 million in the 2022-23 season. The only time income has been any higher was in the previous season (€867.8 million). In a similar story to the

Bundesliga, income from ticket sales climbed significantly after the restrictions on spectator numbers imposed during the pandemic were lifted. Match revenue therefore rose from €126 million to €167 million.

It should be noted that the key economic indicators for Bundesliga 2 usually tend to be subject to relatively high volatility. That is attributable to the differences in the economic and structural conditions of the promoted or relegated clubs (up to six). At the end of the 2021-22 season, FC Schalke 04 and SV Werder Bremen were promoted to the Bundesliga, while SG Dynamo Dresden,





FC Erzgebirge Aue and FC Ingolstadt 04 were relegated to 3. Liga. Meanwhile, DSC Arminia Bielefeld and SpVgg Greuther Fürth were relegated from the Bundesliga to Bundesliga 2, while 1. FC Magdeburg, Eintracht Braunschweig and 1. FC Kaiserslautern joined the ranks of Bundesliga 2 from 3. Liga (see composition of the leagues in the fold-out page at the end of this Economic Report).

The total expenditure of the 18 clubs fell by roughly ten per cent. Revenue in the Bundesliga 2 also improved on the previous season overall, but the league did post a net loss again. Revenue increased by roughly €7.3 million on the 2021-22 season, while losses for the 2022-23 season declined to €2.2 million. Eleven of the 18 clubs ended the season with a profit – one more than the previous season.

Turn to page 30 to read more about the key economic indicators of the Bundesliga 2.



BUNDESLIGA

Revenue mix

(€ million)

Match revenue

166.6

Contribution to total revenue **21.21%**

Advertising

145.0

Contribution to total revenue **18.45%**

Media revenue

(all competitions)

251.2

Contribution to total revenue **31.98%**

Transfers

45.1

Contribution to total revenue **5.75%**

Merchandising

51.5

Contribution to total revenue **6.56%**

Other

126.2

Contribution to total revenue **16.06%**

Total

785.7

MATCH REVENUE Primarily income from ticket sales for matches in national and international competitions

ADVERTISING Primarily income from contracts with main sponsors and shirt sponsors as well as stadium and club rights

MEDIA REVENUE Primarily revenue from the marketing of media rights to matches in national (including the DFB Cup) and international competitions, as well as revenue from other joint marketing such as commercial partnerships

TRANSFERS Revenue from all transfer and training compensation fees

MERCHANDISING Income from merchandising

OTHER TAKINGS Revenue from the transfer of utilisation rights, public catering, letting and leasing, membership fees and other items



DFL CEOs Marc Lenz (left) and Steffen Merkel joined Marika Bernhard, Head of Sustainability at the DFL, in welcoming more than 230 guests to the second Sustainability Forum at the Futurium in Berlin.

Into the future together

The progress that the Bundesliga and Bundesliga 2 have made on sustainability.

The main areas of substantive focus at the DFL's Sustainability Forum ranged from diversity to the circular economy and transport. The panel discussions and round-table sessions were attended by around 230 representatives of the worlds of politics, business, academia, sport and society in general. The central message was clear: the DFL and the clubs of the Bundesliga and Bundesliga 2 will continue working together so that German football can keep on developing responsibly, while at the same time providing positive inspiration for society.

The DFL once again hosted its forum at the Futurium in Berlin in September 2023. The second iteration of the event was symbolic of German professional football's overall commitment to sustainability. Whereas the inaugural forum a year previous was dominated by external events, there was an opportunity this time around to explore the core issues in more detail, particularly on the basis of the commitment of the 36 professional clubs.

The regular nature of the forum is one of the components with which the DFL and the clubs are continuing on their path and raising awareness of the importance of the topic. In December 2021, the

36 professional clubs of the Bundesliga and Bundesliga 2 included a clear commitment to all aspects of sustainability (ecological, economic and social) in the preamble to the statutes of DFL e.V. and also resolved that sustainability criteria were to become part of the licensing process. The sustainability guidelines were enshrined by a resolution of the DFL Members Assembly in May 2022. Since then, the DFL and the clubs have been expanding their structures, actively taking real action and thereby ensuring a lasting effect.

The DFL's sustainability guidelines were applied for the first time in the licensing process for the 2023-24 season. The reviewed criteria cover three different areas: "club management and organisation", "climate, environment and resources" and "stakeholder groups and social responsibility". These include the requirement to provide evidence of a sustainability strategy and an environmental strategy, annual consumption data and a transport and traffic analysis. In addition, all clubs are implementing a code of conduct for employees, who are required to distance themselves clearly from all kinds of discrimination and commit to equality, diversity and inclusion. Independent expert organisation DEKRA audited the criteria for the first time.

Considerable progress has been made in German professional football since the sustainability guidelines were adopted. The league and clubs have spent a lot of time discussing the various aspects of sustainability, establishing structures, appointing specialist personnel and preparing and, in some cases, implementing strategies and plans. In guiding the transformation process, the DFL attaches great importance to the development of central support



Scan the QR code to view the sustainability guidelines, Annexe XIV to the licensing regulations (in German).



Professor Stefan Schaltegger from the University of Lüneburg delivers a summary of the content and a framework of the issues discussed.



From left to right: Marcus Sagitz (PreZero), Nora Sophie Griefahn (Cradle to Cradle NGO), Andreas Gehlhaar (Deutsche Bahn), Hanno Franke (Sport-Club Freiburg) and host David Marcour discuss "Mobility and the Circular Economy: Transformation as a Team Sport."

services in order to promote the professionally sound implementation of effective action. The objective is to work harder to integrate dynamic sustainability partners.

The ongoing refinement of the sustainability guidelines will continue to take into consideration the fact that minimum standards are being ensured for all clubs – from those with more resources and sophisticated structures to the clubs that still have room for improvement. At the same time, issues that are expected to have the biggest impact in respect of professional football will be brought more to the fore moving ahead, such as how fans travel to matches. Independently of this, clubs can continue to operate in line with their own respective strategies.

Within the scope of gradual further development, the DFL Members Assembly decided in December 2023 to make amendments to the sustainability guidelines, in order to incorporate initial experience gained and to strengthen key fields of action. The proposal for amendments to the licensing for the

2024-25 and 2025-26 seasons was drawn up in collaboration with all clubs together with the Sustainability Commission, which comprises representatives from ten clubs who discuss sustainability issues in depth and advise the DFL Executive Committee on the basis of their findings.

As a first step, the sustainability criteria for licensing for the 2024-25 season were further strengthened and defined in more detail. In the interests of consistency, overlaps with regulations of other licensing criteria have been harmonised and adapted to other aspects of the DFL licensing process. In addition, thematically related criteria are now being pooled together within the sustainability guidelines. This will cut down on unnecessary duplication without compromising on the content of the requirements. Certain criteria are listed as B criteria as defined by the licensing regulations; failure to meet these criteria will be sanctioned in future. The number of such criteria will be gradually increased to ensure that the clubs are committed to consistently raising their level of ambition.

After all, that is exactly the purpose of the guidelines: to further enhance all aspects of sustainability and, at the same time, to offer all clubs the opportunity to develop and expand their structures in this area continuously and with a focus on the future.

The sustainability guidelines for the 2025-26 season have also already been adopted in line with this continuous further development and to enable the clubs to make the necessary preparations. For the first time, all clubs will then have to provide independent proof that they comprehensively fulfil all sustainability criteria within the scope of the

licensing process. This is replacing self-disclosure, which is currently still sufficient for some criteria.

The developments in recent years clearly illustrate that the league and clubs have together have taken some substantial steps forwards, but there is a lot more still to do.

The fact that the clubs' efforts on sustainability are not based solely on guidelines and go well beyond what is required in some cases is evident from league-wide initiatives in the context of social responsibility. See the next double-page spread for examples.

The DFL sustainability guidelines include a requirement for clubs to record their greenhouse gas emissions. To give just one practical example, Sport-Club Freiburg is attempting to cut its own carbon footprint with the help of its fans by encouraging them to travel to home matches by environmentally friendly means of transport. The bicycle racks outside the Europa-Park Stadion are always very busy.

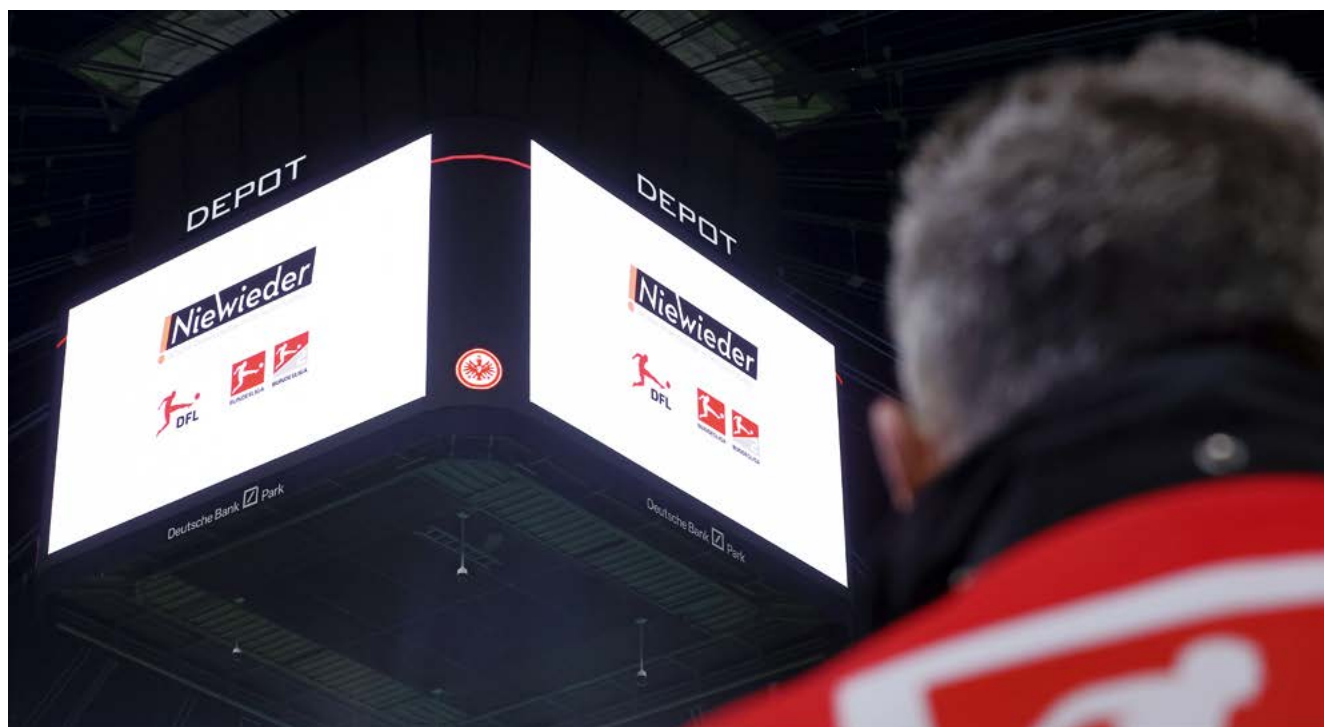


The 36 professional clubs are firmly committed to social sustainability. Visually impaired fans, for example, can enjoy the stadium experience thanks to audio descriptions delivered by trained commentators at venues such as FC St. Pauli's Millerntor-Stadion (left). The photo on the right shows members of 1. FC Köln's Kids Club showing a choreographed routine at a home game at the RheinEnergieSTADION.

Day of commemoration in German football

Every year, German professional football commemorates the victims of Nazism on and around 27 January, the date of liberation of the Auschwitz concentration camp. 2024 marked the 20th year in which the DFL and the Bundesliga and Bundesliga 2 clubs have collaborated with the *!Nie Wieder* (Never Again) initiative. “Never again is now!” has been the rallying cry; most recently since the Hamas terrorist attack on Israel on 7 October 2023. This is the case not only because that date saw the worst massacre of Jews since the Holocaust, but also because today – as in the past – Jewish people are finding that their place in society is being called into question, includ-

ing in Germany. Antisemitism is on the rise. In Germany’s history, anti-democratic and totalitarian viewpoints have always been closely linked to antisemitism. With this in mind, there can be no doubt: anyone who attacks Jewish people and Jewish life in Germany also attacks our values and our democracy. German professional football is employing a wide range of initiatives, including stadium announcements, banners and events to mark the day of commemoration in German football by issuing a call to people in the stadiums and beyond: don’t look the other way. Speak up – against antisemitism and for democratic society.





Working to combat racism and discrimination

From the official match ball, ball stands, walk-on shirts and captain's armbands to the digital communication channels and broadcasts by media partners, the unequivocal message of STOP RACISM was visible in many forms on a campaign matchday held by the Bundesliga and Bundesliga 2. This was to coincide with an event lasting for several weeks in March and April 2023 around the International Day for the Elimination of Racial Discrimination, coordinated in Germany by the anti-racism foundation Stiftung gegen Rassismus and supported by German professional football since the first event in 2016. On the campaign matchday, the initiative against racism

and racial discrimination was ubiquitous across all stadiums and German professional football in general. The clear message behind it was that racism has no place in our society, and football is no exception.

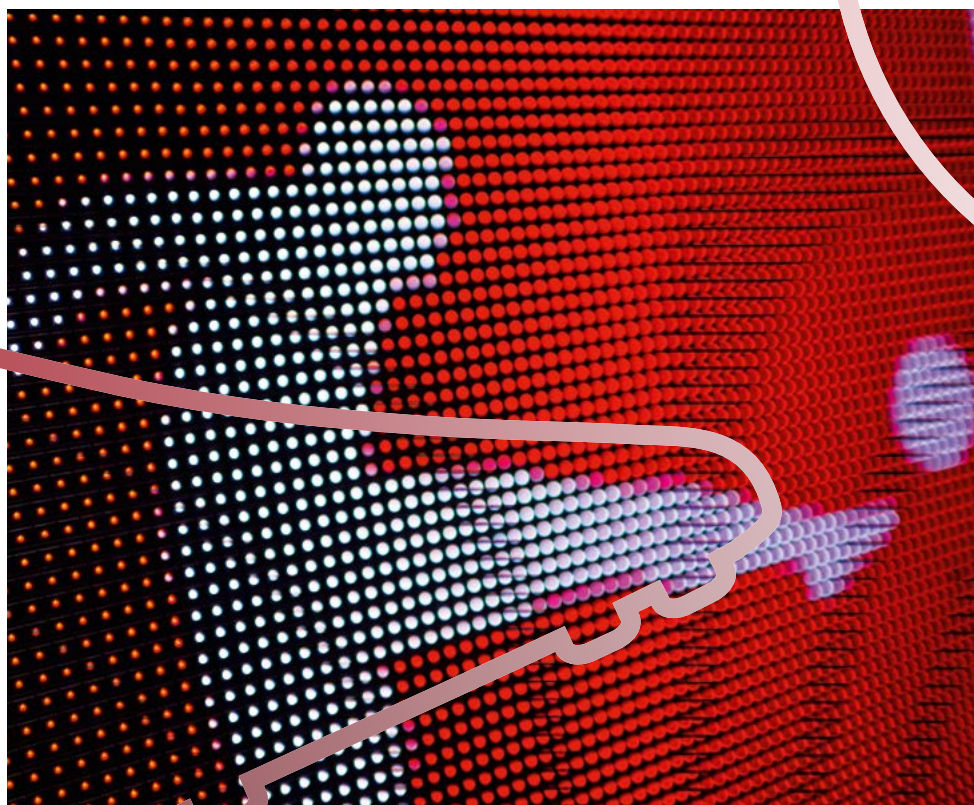
German professional football continues to take a stand against discrimination in all its forms. The most recent notable example at the time of publication of this report is the collaborative campaign entitled TOGETHER! organised by the DFL, the DFL Stiftung and the professional clubs on Matchday 26 of the 2023-24 season – another clear commitment to diversity and social cohesion.

A platform for social engagement

The #BundesligaWIRKT website provides an overview of projects and activities organised by the Bundesliga and Bundesliga 2 clubs and the DFL in a diverse array of fields – exercise and health, education and opportunities, ecology and environmental protection, solidarity and helpfulness as well as diversity and togetherness. The platform also offers information about not only the organisational forms and alignments of the clubs' social engagement projects but also the various people to contact. In doing so, it provides a cohesive overview of the work of German professional football in the community.



Scan the QR code to visit
bundesliga-wirkt.dfl.de
(in German).



Economic figures
Bundesliga



BUNDESLIGA

Balance sheet

The aggregated total assets of the Bundesliga exceeded €4 billion for the first time. They amounted to €4.02 billion as of 30 June 2023, surpassing the previous year's figure by €449.3 million, or 12.6 per cent. As usual, total assets – calculated from the financial statements of all 18 Bundesliga clubs submitted within the scope as outlined by the licensing process – included the financial statements of the clubs with corporate group structures (in the period under review: 13).

Player assets, which express the value of professional football players on the balance sheet, were the largest individual item once again. At €1.17 billion, they exceeded €1 billion for the sixth year in succession. Tangible fixed assets also passed that mark at €1.11 billion, as did the receivables, stocks and securities item at €1.01 billion. Equity fell slightly by €18.7 million to a total of €1.58 billion. The equity ratio fell to 39.2 per cent as a result of liabilities rising by €330 million.

Bundesliga Assets (€ 000s)

	30 June 2022	30 June 2023
Intangible assets (excl. player assets)	43,679	38,756
Player assets	1,143,930	1,169,922
Tangible fixed assets	1,036,256	1,111,900
Financial assets	109,158	145,041
Receivables, stocks, securities	745,625	1,014,812
Cash in hand, bank balances	399,600	459,670
Prepaid expenses	83,813	70,786
Deferred tax assets	9,258	10,182
Surplus of plan assets over benefit obligations	2,372	1,889
Total	3,573,691	4,022,957

Bundesliga Equity and liabilities (€ 000s)

	30 June 2022	30 June 2023
Equity	1,596,172	1,577,435
Special item for investment subsidies	1,699	9,138
Difference from capital consolidation	16,906	16,746
Provisions	172,846	237,761
Liabilities	1,557,175	1,887,204
of which: from bonds	49,505	116,973
of which: to banks	240,028	296,490
of which: from trade accounts payable	172,614	166,252
of which: other liabilities	1,095,029	1,307,488
Deferred income	228,892	294,032
Deferred tax liabilities	0	641
Total	3,573,691	4,022,957

Income statement

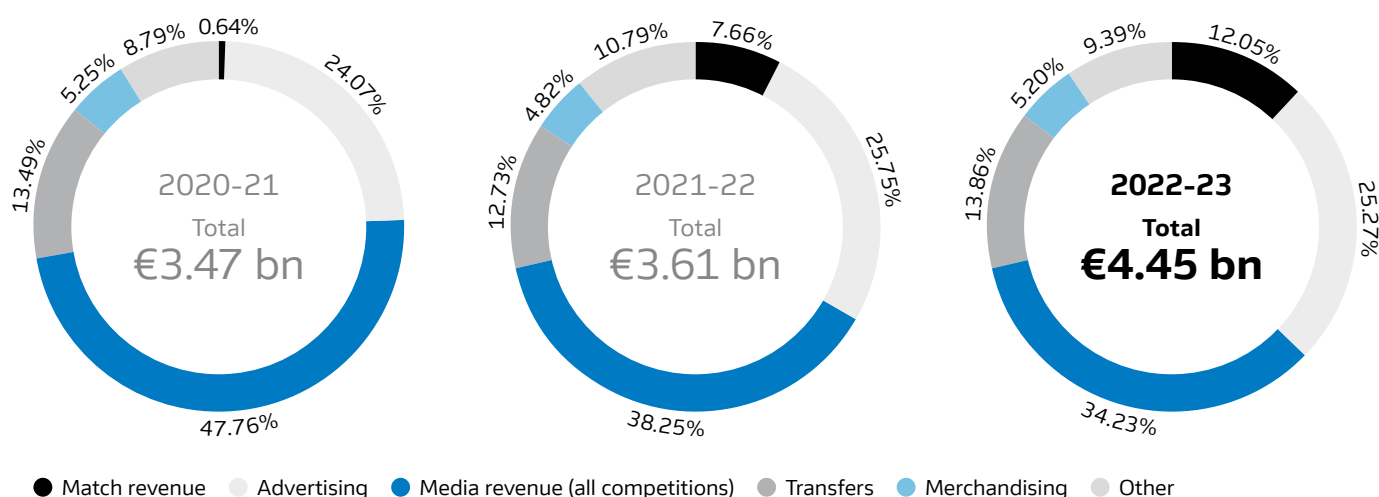
Revenue The 18 Bundesliga clubs significantly increased their incomes in the 2022-23 season and generated the highest revenue in the league's history at €4.45 billion. Revenue grew by €844.4 million compared with the previous year, which represents an increase of 23.4 per cent. The clubs thus broke the previous revenue record from the 2018-19 season (€4.02 billion) by €432.8 million. All revenue items saw an increase. The biggest growth in relative terms occurred in match

revenue, i.e. the income from ticket sales, which almost doubled the previous year's figure at €536.5 million. The main reason behind this pronounced upturn was that the previous season had still been subject to restrictions on spectator numbers owing to the coronavirus pandemic. The match revenue achieved during the 2022-23 season is the second highest in Bundesliga history, outstripped only by the 2017-18 season's figure of €538.4 million. Income from advertising also posted considerable growth,

Bundesliga Revenue (€ 000s)

	2020-21	2021-22	2022-23
Match revenue	22,350	276,405	536,495
Contribution to total revenue	0.64%	7.66%	12.05%
Advertising	835,835	929,082	1,124,919
Contribution to total revenue	24.07%	25.75%	25.27%
Media revenue	1,658,678	1,380,008	1,524,014
Contribution to total revenue	47.76%	38.25%	34.23%
Transfers	468,565	459,237	617,127
Contribution to total revenue	13.49%	12.73%	13.86%
Merchandising	182,276	173,947	231,635
Contribution to total revenue	5.25%	4.82%	5.20%
Other	305,437	389,375	418,212
Contribution to total revenue	8.79%	10.79%	9.39%
of which: profit/loss attributable to other shareholders	18,214	-8,399	-7,978
Total	3,473,141	3,608,053	4,452,403

Bundesliga Revenue



passing the billion-euro mark for the first time at €1.12 billion. At €1.52 billion, the biggest single item remained revenue from media receipts.

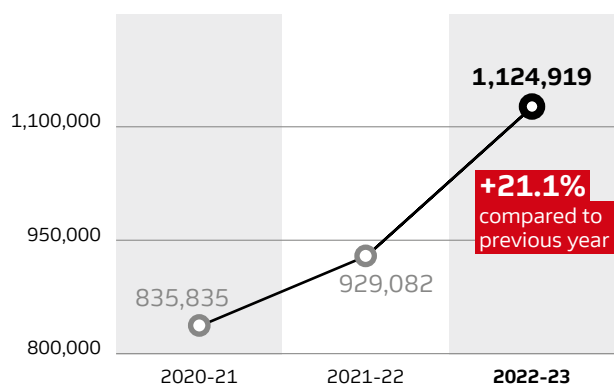
Expenditure The marked increases in income were accompanied by growth in the expenses of the 18 clubs and limited companies, which climbed to an all-time high of €4.41 billion. The increase affected all areas of expenditure. “Payroll costs for match operations”

accounted for the largest single item at €1.62 billion. Payroll costs for players and coaches rose by €148.5 million year on year, surpassing the previous record of €1.57 billion from the 2020-21 season. Expenditure on transfers increased by €13.7 million to €855.4 million. The clubs invested a record figure of €212.8 million on youth development, €46.6 million more than the previous year, and more than ever as part of the youth, amateurs and academies item.

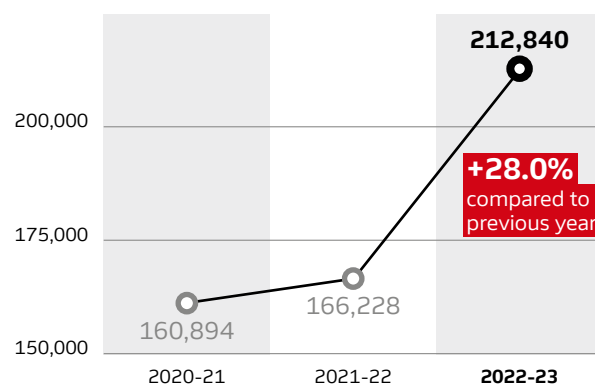
Bundesliga Expenditure (€ 000s)

	2020-21	2021-22	2022-23
Payroll costs for match operations	1,567,363	1,468,585	1,617,107
Contribution to total expenditure	41.67%	38.61%	36.68%
Commercial/administrative staff	276,016	284,923	368,786
Contribution to total expenditure	7.34%	7.49%	8.37%
Transfers	791,928	841,776	855,428
Contribution to total expenditure	21.05%	22.13%	19.41%
Match operations	329,826	391,009	490,316
Contribution to total expenditure	8.77%	10.28%	11.12%
Youth, amateurs, academies	160,894	166,228	212,840
Contribution to total expenditure	4.28%	4.37%	4.83%
Other	635,538	651,154	863,619
Contribution to total expenditure	16.90%	17.12%	19.59%
Total	3,761,565	3,803,675	4,408,096

Bundesliga Advertising revenue (€ 000s)



Bundesliga Expenditure for youth/amateurs/academies (€ 000s)

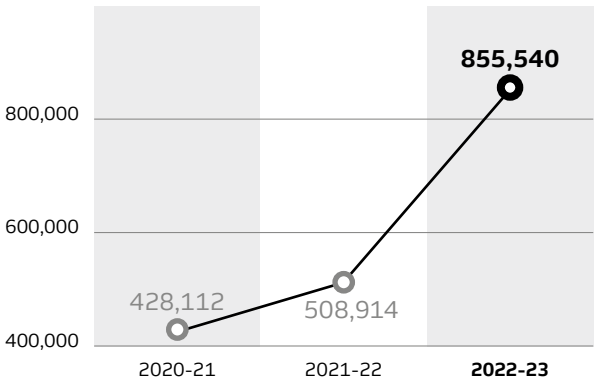


Results and indicators

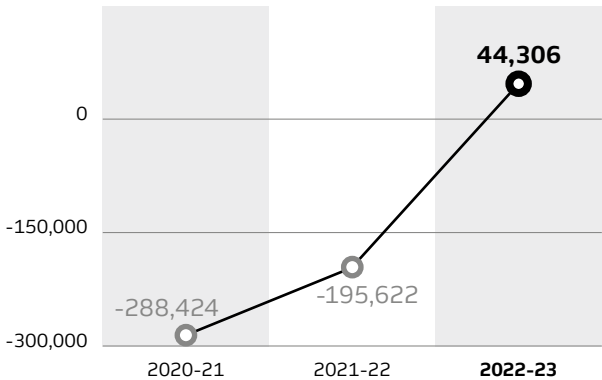
After three seasons of attendance restrictions imposed as a result of the coronavirus pandemic, in which each of the Bundesliga clubs posted a negative aggregated result, the clubs returned to profit overall, with income €44.3 million above expenditure. Twelve clubs reported a profit. EBITDA (earnings before inter-

est, taxes, depreciation and amortisation) was positive at 17 clubs, with each of them posting an average increase of €47.5 million. The total for the Bundesliga was €855.5 million, amounting to the second highest figure in the history of the league. Only in the 2018-19 season was EBITDA slightly higher, at €868.5 million.

Bundesliga
EBITDA (€ 000s)



Bundesliga
Total result after taxes (€ 000s)



Bundesliga Number of clubs with a positive result after taxes



Ratio of payroll costs for match operations to total revenue

The Bundesliga clubs paid a total of €1.62 billion in payroll costs to their players and coaches over the course of the 2022-23 season – more than ever before in the history of the league. Salaries rose by €148.5 million, or 10.1 per cent, relative to the previous season. However, since total revenue increased by €844.4 mil-

lion during the period under review, the payroll cost ratio of expenditure on players and coaches in relation to the clubs' income fell by 4.4 percentage points to 36.3 per cent. The ratio was 8.8 percentage points lower than the record to date, set at 45.1 per cent for the 2020-21 season.

Bundesliga

Total (€ 000s)

	2020-21	2021-22	2022-23
Payroll costs for match operations	1,567,363	1,468,585	1,617,107
Ratio	45.1%	40.7%	36.3%
Payroll costs for match operations and commercial/administrative staff	1,843,379	1,753,508	1,985,893
Ratio	53.1%	48.6%	44.6%
Total revenue	3,473,141	3,608,053	4,452,403

Groups by payroll costs for match operations

The considerable differences in economic conditions at the clubs make it difficult to compare them directly. To put them into some kind of context despite that, the clubs have been clustered into three groups based on the expenditure for their respective professional teams. These groups were then assigned the corresponding revenue and expense items. This shows that the clubs with the highest payroll costs had around 69 per cent higher revenue and 71 per cent higher

expenditure than the notional average Bundesliga club. The Bundesliga average was a revenue of €247.4 million and an expenditure of €244.9 million, with the six strongest clubs in economic terms (group I) recording revenue of €417.5 million and expenditure of €419 million. The clubs in group II came in at 78 per cent and 76 per cent of the average for revenue and expenditure respectively, while the figures for the clubs in group III were 53 per cent for each.

Groups The 18 clubs are divided into three groups of six based on their payroll costs for match operations in the 2022-23 season:

Group I Clubs with payroll costs for match operations of over €80.5 million

Group II Clubs with payroll costs for match operations of between €80.5 million and €55 million

Group III Clubs with payroll costs for match operations of less than €55 million

Bundesliga Revenue (average per licensee – € 000s)

2022-23	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Group I	47,517 159%	121,802 195%	140,420 166%	47,409 138%	24,846 193%	35,520 153%	417,514 169%
Group II	17,654 59%	41,448 66%	67,219 79%	39,668 116%	6,175 48%	20,204 87%	192,368 78%
Group III	24,244 81%	24,237 39%	46,364 55%	15,777 46%	7,586 59%	13,977 60%	132,185 53%
BL average	29,805 100%	62,496 100%	84,667 100%	34,285 100%	12,869 100%	23,234 100%	247,356 100%

Bundesliga Expenditure (average per licensee – € 000s)

2022-23	Payroll costs for match operations	Administrative staff	Transfers	Match operations	Youth/amateurs/academies	Other	Total
Group I	156,588 174%	33,841 165%	88,981 187%	41,390 152%	15,709 133%	82,496 172%	419,005 171%
Group II	71,987 80%	15,117 74%	35,390 74%	20,608 76%	12,956 110%	29,878 62%	185,937 76%
Group III	40,942 46%	12,506 61%	18,200 38%	19,722 72%	6,808 58%	31,562 66%	129,740 53%
BL average	89,839 100%	20,488 100%	47,524 100%	27,240 100%	11,824 100%	47,979 100%	244,894 100%

Groups by league table position

To determine the correlation between the economic conditions of the clubs and their success on the pitch, they have been clustered into three groups based on the league table position achieved by each club. This analysis makes it clear that the most successful clubs on the pitch also enjoyed the best economic conditions. The clubs occupying the top six positions in

the table recorded revenue and expenditure that were significantly higher than the notional Bundesliga average, at 163 per cent and 157 per cent respectively. The mid-table clubs came in at 82 per cent of average revenue and 80 per cent of expenditure. The figures for the six clubs at the bottom of the table were 55 per cent and 62 per cent respectively.

Bundesliga Revenue (average per licensee – € 000s)

2022-23	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Positions 1–6	41,986 141%	118,745 190%	134,012 158%	49,405 144%	22,639 176%	36,596 158%	403,385 163%
Positions 7–12	24,331 82%	44,485 71%	75,823 90%	33,298 97%	9,424 73%	15,995 69%	203,357 82%
Positions 13–18	23,099 77%	24,256 39%	44,167 52%	20,151 59%	6,542 51%	17,110 74%	135,326 55%
BL average	29,805 100%	62,496 100%	84,667 100%	34,285 100%	12,869 100%	23,234 100%	247,356 100%

Bundesliga Expenditure (average per licensee – € 000s)

2022-23	Payroll costs for match operations	Administrative staff	Transfers	Match operations	Youth/amateurs/academies	Other	Total
Positions 1–6	150,706 168%	30,412 148%	78,678 166%	37,044 136%	15,487 131%	73,259 153%	385,586 157%
Positions 7–12	68,359 76%	16,522 81%	36,552 77%	23,720 87%	13,494 114%	38,146 80%	196,794 80%
Positions 13–18	50,453 56%	14,531 71%	27,341 58%	20,955 77%	6,492 55%	32,532 68%	152,302 62%
BL average	89,839 100%	20,488 100%	47,524 100%	27,240 100%	11,824 100%	47,979 100%	244,894 100%



Economic figures
Bundesliga 2



Balance sheet

The total assets of the Bundesliga 2 decreased by roughly €90 million as of 30 June 2023. However, at €627.9 million, it still amounts to the fourth highest figure in the history of the league. The total assets of the 18 Bundesliga 2 clubs included the financial statements of eight clubs with corporate group structures (2022: seven). In terms of specific balance sheet items, the most significant decline was accounted for by tan-

gible fixed assets, which fell by €68.2 million year on year, but still constituted the biggest single item at €255.5 million. Player assets fell by €11.6 million to €35.8 million. Equity improved significantly from €21.6 million to €145.9 million. Since liabilities also simultaneously decreased by €186.2 million to €332.9 million, the equity ratio amounted to 23.2 per cent.

Bundesliga 2 Assets (€ 000s)

	30 June 2022	30 June 2023
Intangible assets (excl. player assets)	70,308	78,608
Player assets	47,469	35,826
Tangible fixed assets	323,656	255,452
Financial assets	6,599	5,404
Receivables, stocks, securities	124,542	112,021
Cash in hand, bank balances	131,147	129,748
Prepaid expenses	11,488	10,806
Deferred tax assets	2,354	38
Surplus of plan assets over benefit obligations	0	0
Total	717,563	627,904

Bundesliga 2 Equity and liabilities (€ 000s)

	30 June 2022	30 June 2023
Equity	21,618	145,927
Special item for investment subsidies	8,702	7,529
Difference from capital consolidation	6,817	6,492
Provisions	62,933	47,352
Liabilities	519,091	332,898
of which: from bonds	83,912	14,594
of which: to banks	163,581	112,838
of which: from trade accounts payable	38,622	45,249
of which: other liabilities	232,975	160,217
Deferred income	94,525	83,720
Deferred tax liabilities	3,877	3,985
Total	717,563	627,904

Income statement

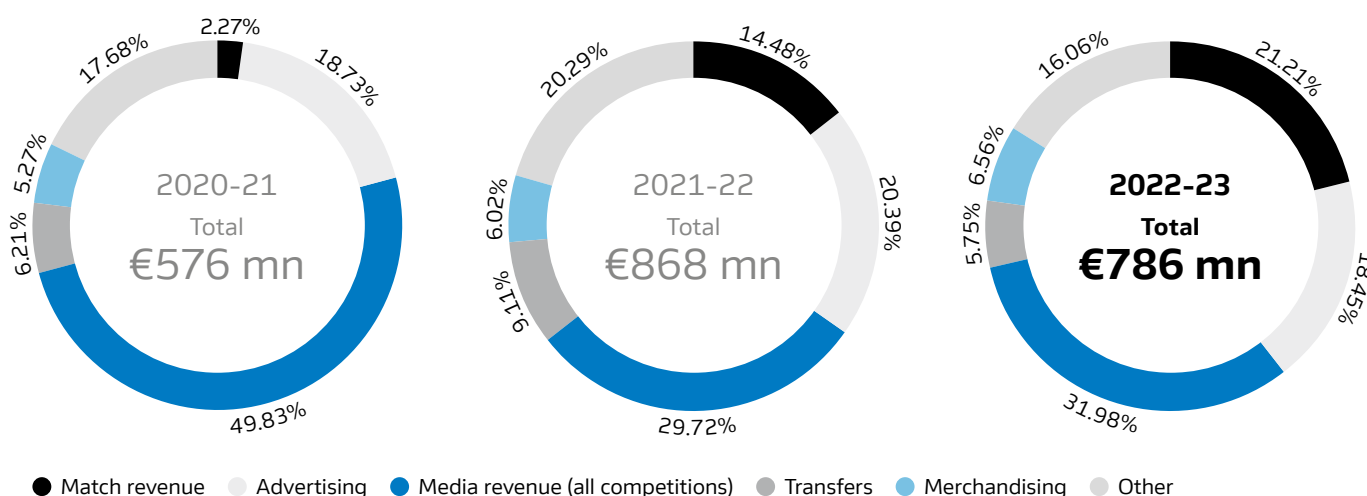
Revenue The 18 Bundesliga 2 clubs generated the second highest total revenue in the league's history at €785.7 million over the 2022-23 season. Only in the previous season had revenue been higher – by €82.1 million. There was a marked increase in match revenue, which, at €166.7 million, surpassed the previous year's figure by roughly €41 million. That

equated to an upturn of 32.6 per cent and also set a new all-time record for Bundesliga 2, as the previous high point was €131.3 million for the 2018-19 season. It is worth highlighting that match revenue was even higher than income from advertising, making it the second biggest single item after media revenue at €251.2 million.

Bundesliga 2 Revenue (€ 000s)

	2020-21	2021-22	2022-23
Match revenue	13,100	125,643	166,647
Contribution to total revenue	2.27%	14.48%	21.21%
Advertising	107,950	176,969	144,966
Contribution to total revenue	18.73%	20.39%	18.45%
Media revenue	287,185	257,898	251,232
Contribution to total revenue	49.83%	29.72%	31.98%
Transfers	35,797	79,041	45,146
Contribution to total revenue	6.21%	9.11%	5.75%
Merchandising	30,397	52,205	51,506
Contribution to total revenue	5.27%	6.02%	6.56%
Other	101,873	176,076	126,200
Contribution to total revenue	17.68%	20.29%	16.06%
of which: profit/loss attributable to other shareholders	355	-2,116	552
Total	576,301	867,832	785,697

Bundesliga 2 Revenue



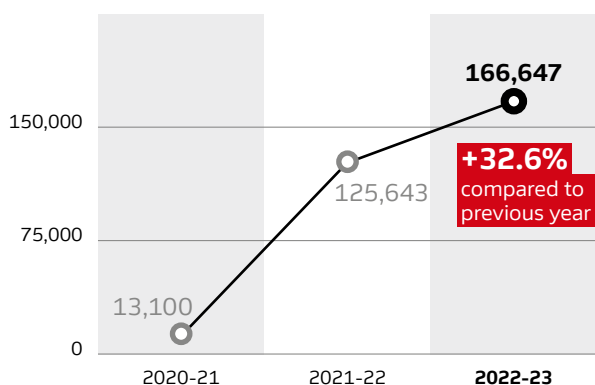
Expenditure The Bundesliga 2 clubs cut their expenditure substantially by €89.5 million from the previous season's €787.9 million. Savings were achieved in almost all types of expenses. Expenditure on transfers was 40.2 per cent below the previous year. As a result, €13.1 million less was spent on payroll costs for players and coaches. The only area in which there was

an increase was expenditure on match operations, which was €11 million higher than it had been in 2021-22. Both the revenue and the expenditure in Bundesliga 2 are traditionally subject to higher volatility than in the Bundesliga due to up to six clubs being promoted or relegated.

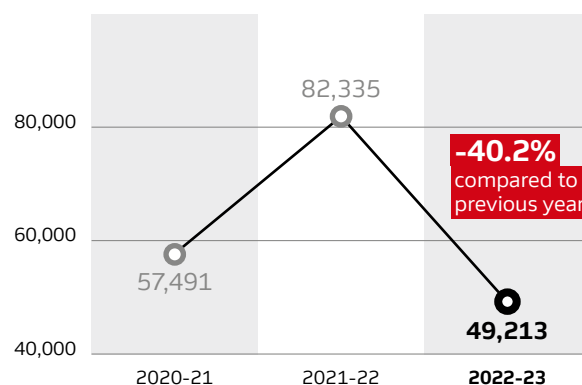
Bundesliga 2 Expenditure (€ 000s)

	2020-21	2021-22	2022-23
Payroll costs for match operations	219,002	262,202	249,100
Contribution to total expenditure	35.88%	29.88%	31.62%
Commercial/administrative staff	62,244	102,227	83,462
Contribution to total expenditure	10.20%	11.65%	10.59%
Transfers	57,491	82,335	49,213
Contribution to total expenditure	9.42%	9.38%	6.25%
Match operations	99,512	145,443	156,417
Contribution to total expenditure	16.30%	16.58%	19.85%
Youth, amateurs, academies	36,077	57,459	51,325
Contribution to total expenditure	5.91%	6.55%	6.51%
Other	136,094	227,711	198,374
Contribution to total expenditure	22.30%	25.95%	25.18%
Total	610,419	877,377	787,892

Bundesliga 2 Match revenue (€ 000s)



Bundesliga 2 Transfer expenditure (€ 000s)

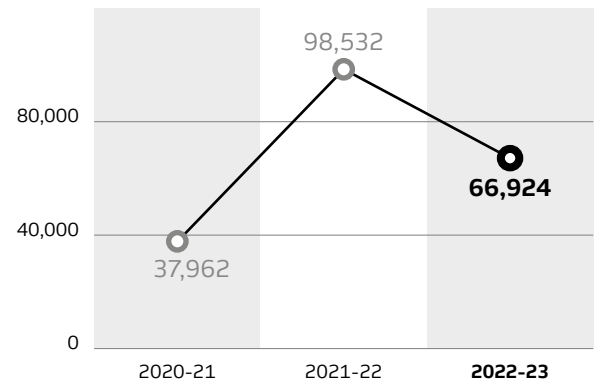


Results and indicators

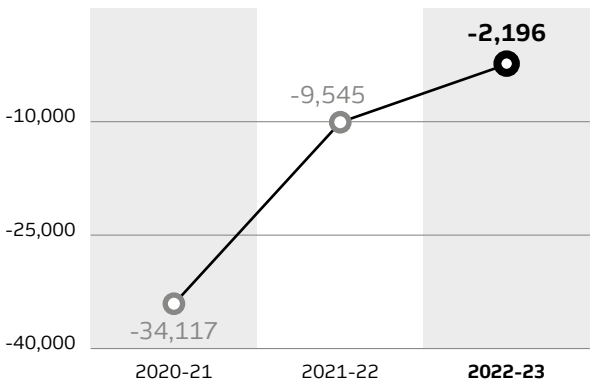
Overall, the Bundesliga 2 clubs posted a slightly negative result – down €2.2 million. Eleven clubs recorded a profit. In terms of EBITDA, however, all 18 clubs

made a profit, with an average of €3.7 million for all clubs and a total of €66.9 million.

Bundesliga 2
EBITDA (€ 000s)



Bundesliga 2
Total result after taxes (€ 000s)



Bundesliga 2 Number of clubs with a positive result after taxes



Ratio of payroll costs for match operations to total revenue

Payroll costs for the professional teams of the Bundesliga 2 clubs were cut by around €13 million year on year. With the total revenue of the league also falling €82.1 million, the payroll cost ratio of costs

for players and coaches to total revenue increased by 1.5 percentage points over the previous season. At 31.7 per cent, it is still very low.

Bundesliga 2

Total (€ 000s)

	2020-21	2021-22	2022-23
Payroll costs for match operations	219,002	262,202	249,100
Ratio	38.0%	30.2%	31.7%
Payroll costs for match operations and commercial/administrative staff	281,245	364,429	332,563
Ratio	48.8%	42.0%	42.3%
Total revenue	576,301	867,832	785,697

Groups by payroll costs for match operations

In the same way as in the Bundesliga, it was the Bundesliga 2 clubs with the highest payroll costs for their professional teams that recorded the highest revenue and expenditure in their league. Group I came in at 146 per cent of both

revenue and expenditure for the notional average club. Group II was just below the average at 90 per cent of revenue and 92 per cent of expenditure. The figures for group III were 64 per cent and 63 per cent respectively.

Groups The 18 clubs are divided into three groups of six, based on their payroll costs for match operations for the 2022-23 season:

Group I Clubs with payroll costs for match operations of over €15 million

Group II Clubs with payroll costs for match operations of between €15 million and €12.3 million

Group III Clubs with payroll costs for match operations of less than €12.3 million

Bundesliga 2 Revenue (average per licensee – € 000s)

2022-23	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Group I	14,593 158%	9,693 120%	16,293 117%	4,449 177%	5,123 179%	13,456 192%	63,607 146%
Group II	7,797 84%	7,744 96%	13,625 98%	1,794 72%	2,804 98%	5,441 78%	39,204 90%
Group III	5,384 58%	6,725 83%	11,954 86%	1,281 51%	658 23%	2,137 30%	28,138 64%
BL 2 average	9,258 100%	8,054 100%	13,957 100%	2,508 100%	2,861 100%	7,011 100%	43,650 100%

Bundesliga 2 Expenditure (average per licensee – € 000s)

2022-23	Payroll costs for match operations	Administrative staff	Transfers	Match operations	Youth/amateurs/academies	Other	Total
Group I	17,316 125%	7,903 170%	4,900 179%	10,537 121%	4,336 152%	18,741 170%	63,733 146%
Group II	13,303 96%	3,752 81%	2,050 75%	9,226 106%	2,859 100%	8,911 81%	40,100 92%
Group III	10,899 79%	2,256 49%	1,252 46%	6,307 73%	1,359 48%	5,411 49%	27,482 63%
BL 2 average	13,839 100%	4,637 100%	2,734 100%	8,690 100%	2,851 100%	11,021 100%	43,772 100%

Groups by league table position

When economic conditions are compared with success on the pitch, the groups in the Bundesliga 2 end up even closer to each other. The clubs occupying the top six places in the table did record the highest revenue and expenditure, but that put them only

31 per cent (revenue) and 32 per cent (expenditure) above the league average. The clubs in the middle of the table and below were almost level, with group II at 85 per cent and 86 per cent respectively, and group III at 84 per cent and 82 per cent.

Bundesliga 2 Revenue (average per licensee – € 000s)

2022-23	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Positions 1–6	12,706 137%	8,793 109%	16,527 118%	4,382 175%	4,847 169%	9,955 142%	57,210 131%
Positions 7–12	8,600 93%	7,204 89%	12,267 88%	1,328 53%	1,760 62%	6,059 86%	37,218 85%
Positions 13–18	6,469 70%	8,164 101%	13,078 94%	1,814 72%	1,978 69%	5,019 72%	36,521 84%
BL 2 average	9,258 100%	8,054 100%	13,957 100%	2,508 100%	2,861 100%	7,011 100%	43,650 100%

Bundesliga 2 Expenditure (average per licensee – € 000s)

2022-23	Payroll costs for match operations	Administrative staff	Transfers	Match operations	Youth/amateurs/academies	Other	Total
Positions 1–6	15,802 114%	6,739 145%	4,095 150%	11,365 131%	4,196 147%	15,391 140%	57,588 132%
Positions 7–12	12,960 94%	3,589 77%	1,567 57%	7,971 92%	2,334 82%	9,432 86%	37,853 86%
Positions 13–18	12,755 92%	3,582 77%	2,540 93%	6,733 77%	2,024 71%	8,240 75%	35,875 82%
BL 2 average	13,839 100%	4,637 100%	2,734 100%	8,690 100%	2,851 100%	11,021 100%	43,772 100%



Economic figures
Licensed football



Revenue and expenditure

For the first time in the history of German licensed football, the clubs and limited companies of the Bundesliga and Bundesliga 2 collectively earned more than €5 billion in revenue. All in all, the 36 professional clubs generated revenue of €5.24 billion, €762.2 million more than the previous year. The

Bundesliga clubs accounted for 85 per cent of that sum. The expenditure of all 36 professional clubs increased by roughly €500 million to almost €5.2 billion. That meant that licensed football as a whole posted a profit of €42.1 million.

Licensed football Revenue (€ 000s)

	2020-21	2021-22	2022-23
Bundesliga	3,473,141	3,608,053	4,452,403
Contribution to total revenue	85.77%	80.61%	85.00%
Bundesliga 2	576,301	867,832	785,697
Contribution to total revenue	14.23%	19.39%	15.00%
Total	4,049,442	4,475,885	5,238,099

Licensed football Expenditure (€ 000s)

	2020-21	2021-22	2022-23
Bundesliga	3,761,565	3,803,675	4,408,096
Contribution to total expenditure	86.04%	81.26%	84.84%
Bundesliga 2	610,419	877,377	787,892
Contribution to total expenditure	13.96%	18.74%	15.16%
Total	4,371,984	4,681,052	5,195,989

Taxes and duties

The 36 licensed German football clubs paid €1.65 billion to the financial authorities and social security institutions – more than ever before. This figure broke the previous record from the 2019-20 season by

€236.8 million. The majority, 70 per cent of the total, was attributable to personal taxes and duties, which amounted to €1.16 billion.

Licensed football Taxes and duties (in €)

	Bundesliga	Bundesliga 2	Licensed football
Corporate taxes and duties			
VAT (excluding input tax) as of 31 Dec 2022	707,314,923	128,151,378	835,466,301
Corporate income tax	35,074,587	1,621,598	36,696,186
Trade tax	20,797,866	2,341,293	23,139,159
Other taxes and duties	8,068,343	1,613,366	9,681,709
Total	771,255,719	133,727,636	904,983,355
Personal taxes and duties			
Income tax on wages and salaries	782,898,160	86,911,804	869,809,963
Church tax and solidarity surcharge	51,901,497	5,411,753	57,313,250
Social security (pension, unemployment, health insurance)	119,614,511	37,692,775	157,307,286
Social insurance against occupational accidents	48,729,040	27,419,363	76,148,403
Total	1,003,143,208	157,435,694	1,160,578,902
Total corporate and personal taxes and duties	1,774,398,927	291,163,330	2,065,562,258
Minus input tax refunded as of 31 Dec 2022 (input tax is an indicator of the company's willingness to invest)	354,473,569	61,383,956	415,857,525
Outflow of funds from taxes and duties	1,419,925,358	229,779,374	1,649,704,732

Jobs

55,001 people were employed within German professional football in the 2022-23 season – about 6,600 more than in the previous season. Consequently, employee numbers are again approaching those seen before the coronavirus pandemic. In the 2018-19 season, the last not to be subject to limits on spectators prior to the pandemic, the total headcount was 56,081. Because attendance restrictions had been lifted by the time of the 2022-23 season, there was an increase in the number of employees associated with match operations in

particular. For example, there were 4,300 more people working in areas such as security, catering and medical services than there were during the previous season. The 36 clubs and limited companies themselves directly provided jobs for 17,273 people, and another 6,663 were employed by subsidiaries of the clubs. That meant that there were 23,936 people in total employed directly within German professional football. Of this figure, 8,728 worked full time and the others as trainees, part-time, or temporary workers.

Licensed football Employees

	Bundesliga		Bundesliga 2		Licensed football	
	2021-22	2022-23	2021-22	2022-23	2021-22	2022-23
Licensees						
Full-time staff	4,135	4,923	2,087	2,171	6,222	7,094
Trainees	57	68	45	48	102	116
Part-time staff	1,130	1,280	905	682	2,035	1,962
Temporary workers	4,497	5,160	2,737	2,941	7,234	8,101
Total	9,819	11,431	5,774	5,842	15,593	17,273
Subsidiaries						
Full-time staff	1,195	1,248	394	386	1,589	1,634
Trainees	29	26	10	8	39	34
Part-time staff	695	766	148	112	843	878
Temporary workers	1,889	2,864	1,655	1,253	3,544	4,117
Total	3,808	4,904	2,207	1,759	6,015	6,663
Contractors						
Security companies	5,730	8,343	4,819	4,209	10,549	12,552
Caterers	7,304	8,757	3,667	4,333	10,971	13,090
Medical services	711	925	740	542	1,451	1,467
Other	2,140	3,176	1,653	780	3,793	3,956
Total	15,885	21,201	10,879	9,864	26,764	31,065
Grand total	29,512	37,536	18,860	17,465	48,372	55,001

Ticket sales

The Bundesliga and Bundesliga 2 remain immensely popular among spectators. Over the course of the 2022-23 season, the number of tickets sold by the 36 professional clubs totalled 19,755,465, the highest figure ever reached in one season. It broke the previous record from the 2016-17 season (19,049,362) by nearly four per cent. Since records began, these figures have been based on the number of tickets sold, which also includes free and complimentary tickets, as is common in other leagues.

In the 2022-23 season, all 612 matches of the two licensed leagues were able to be held without restrictions on spectator numbers for the first time since the COVID-19 pandemic. The Bundesliga achieved total

ticket sales of 12,976,427, with an average of 42,407 tickets sold per match. This roughly equalled the numbers from the last season before the pandemic, when an average of 42,738 were sold during the 2018-19 season. In terms of the average number of tickets sold per match, the Bundesliga therefore remained the undisputed leader among Europe's top leagues in the 2022-23 season.

In the Bundesliga 2, total ticket sales were in fact significantly higher than in the pre-COVID era. A total of 6,779,038 tickets were sold, equating to an average of 22,154 tickets per match – a record in the history of Bundesliga 2. That means an increase of nearly 17 per cent on the 2018-19 season.

Ticket sales 2022-23 season

	Bundesliga	Bundesliga 2	Licensed football
Spectators – total	12,976,427	6,779,038	19,755,465
of which: season tickets (total)	7,128,933	3,511,486	10,640,419
proportion of season tickets (relative)	54.94%	51.80%	53.86%
of which: day tickets (total)	5,847,494	3,267,552	9,115,046
proportion of day tickets (relative)	45.06%	48.20%	46.14%
Paid admissions, per match	42,407	22,154	32,280
of which: season tickets per match	23,297	11,475	17,386
of which: day tickets per match	19,110	10,679	14,894

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E info@df1.de

W df1.de/en

X @DFL_Official

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CEOs

Marc Lenz, Steffen Merkel

Senior Vice President of Communications

Tobias Kaufmann

Head of External Corporate Communications

Marcel Friederich

Project Manager

Nico Wagner

Vice President of Brand Design

Thomas Markert

Support team (DFL)

Jörg Degenhart, Werner Möglich,
Kevin Klis, Oksana Osinnya,
Marc Schmidgall, Malte Schulz

Support (external)

Tobias Schild

Final editing

Dr Michael Behrendt

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As of: 15 March 2024

Key indicators at a glance – Comparing the 20

Total result in € 000s	2021-22	2022-23
after taxes	-195,622	44,306
EBITDA	508,914	855,540

Number of clubs	2021-22	2022-23
with a positive result after taxes	8	12

BALANCE SHEET DATA					
Assets in € 000s	30 June 2022	30 June 2023	Equity and liabilities in € 000s	30 June 2022	30 June 2023
Player assets	1,143,930	1,169,922	Equity	1,596,172	1,577,435
Tangible fixed assets	1,036,256	1,111,900	Liabilities	1,557,175	1,887,204
Total assets	3,573,691	4,022,957	Total assets	3,573,691	4,022,957

Equity ratio as of 30 June 2022: 44.7% as of 30 June 2023: 39.2%

Revenue in € 000s	2021-22	2022-23
Match revenue	276,405	536,495
Contribution to total revenue	7.66%	12.05%
Advertising	929,082	1,124,919
Contribution to total revenue	25.75%	25.27%
Media revenue	1,380,008	1,524,014
Contribution to total revenue	38.25%	34.23%
Transfers	459,237	617,127
Contribution to total revenue	12.73%	13.86%
Merchandising	173,947	231,635
Contribution to total revenue	4.82%	5.20%
Other	389,375	418,212
Contribution to total revenue	10.79%	9.39%
Total	3,608,053	4,452,403

Expenditure in € 000s	2021-22	2022-23
Payroll costs for match operations	1,468,585	1,617,107
Contribution to total expenditure	38.61%	36.68%
Commercial/administrative staff	284,923	368,786
Contribution to total expenditure	7.49%	8.37%
Transfers	841,776	855,428
Contribution to total expenditure	22.13%	19.41%
Match operations	391,009	490,316
Contribution to total expenditure	10.28%	11.12%
Youth, amateurs, academies	166,228	212,840
Contribution to total expenditure	4.37%	4.83%
Other	651,154	863,619
Contribution to total expenditure	17.12%	19.59%
Total	3,803,675	4,408,096

Ratio of payroll costs to total revenue in € 000s	2021-22	2022-23
Match operations	1,468,585	1,617,107
Ratio	40.7%	36.3%
Match operations and commercial/administrative staff	1,753,508	1,985,893
Ratio	48.6%	44.6%

Total result in € 000s	2021-22	2022-23
after taxes	-9,545	-2,196
EBITDA	98,532	66,924

Number of clubs	2021-22	2022-23
with a positive result after taxes	10	11

BALANCE SHEET DATA					
Assets in € 000s	30 June 2022	30 June 2023	Equity and liabilities in € 000s	30 June 2022	30 June 2023
Player assets	47,469	35,826	Equity	21,618	145,927
Tangible fixed assets	323,656	255,452	Liabilities	519,091	332,898
Total assets	717,563	627,904	Total assets	717,563	627,904

Equity ratio as of 30 June 2022: 3.0% as of 30 June 2023: 23.2%

Revenue in € 000s	2021-22	2022-23
Match revenue	125,643	166,647
Contribution to total revenue	14.48%	21.21%
Advertising	176,969	144,966
Contribution to total revenue	20.39%	18.45%
Media revenue	257,898	251,232
Contribution to total revenue	29.72%	31.98%
Transfers	79,041	45,146
Contribution to total revenue	9.11%	5.75%
Merchandising	52,205	51,506
Contribution to total revenue	6.02%	6.56%
Other	176,076	126,200
Contribution to total revenue	20.29%	16.06%
Total	867,832	785,697

Expenditure in € 000s	2021-22	2022-23
Payroll costs for match operations	262,202	249,100
Contribution to total expenditure	29.88%	31.62%
Commercial/administrative staff	102,227	83,462
Contribution to total expenditure	11.65%	10.59%
Transfers	82,335	49,213
Contribution to total expenditure	9.38%	6.25%
Match operations	145,443	156,417
Contribution to total expenditure	16.58%	19.85%
Youth, amateurs, academies	57,459	51,325
Contribution to total expenditure	6.55%	6.51%
Other	227,711	198,374
Contribution to total expenditure	25.95%	25.18%
Total	877,377	787,892

Ratio of payroll costs to total revenue in € 000s	2021-22	2022-23
Match operations	262,202	249,100
Ratio	30.2%	31.7%
Match operations and commercial/administrative staff	364,429	332,563
Ratio	42.0%	42.3%

21-22 and 2022-23 seasons

Revenue in € 000s	2021-22	2022-23
Bundesliga	3,608,053	4,452,403
Contribution to total revenue	80.61%	85.00%
Bundesliga 2	867,832	785,697
Contribution to total revenue	19.39%	15.00%
Total	4,475,885	5,238,099
Taxes and duties	2021-22	2022-23
Bundesliga	1,117,245,604	1,419,925,358
Bundesliga 2	256,010,391	229,779,374
Licensed football	1,373,255,995	1,649,704,732
Staff	2021-22	2022-23
Bundesliga	29,512	37,536
Bundesliga 2	18,860	17,465
Licensed football	48,372	55,001

Expenditure in € 000s	2021-22	2022-23
Bundesliga	3,803,675	4,408,096
Contribution to total expenditure	81.26%	84.84%
Bundesliga 2	877,377	787,892
Contribution to total expenditure	18.74%	15.16%
Total	4,681,052	5,195,989
Ticket sales*	2021-22	2022-23
Bundesliga	-	12,976,427
Bundesliga 2	-	6,779,038
Licensed football	-	19,755,465

*The Bundesliga and Bundesliga 2 clubs played their home matches amidst widely different and frequently changing circumstances in the 2021-22 season as a result of the coronavirus pandemic. Due to the difficulties associated with making comparisons as a result, no comparison with the 2022-23 season is provided here.

Composition of the leagues 2022-23

BUNDESLIGA	
	FC Augsburg
	Hertha BSC
	1. FC Union Berlin
	VfL Bochum 1848
	SV Werder Bremen
	Borussia Dortmund
	Eintracht Frankfurt
	Sport-Club Freiburg
	TSG Hoffenheim
	1. FC Köln
	RB Leipzig
	Bayer 04 Leverkusen
	1. FSV Mainz 05
	Borussia Mönchengladbach
	FC Bayern München
	FC Schalke 04
	VfB Stuttgart
	VfL Wolfsburg

BUNDESLIGA	
	DSC Arminia Bielefeld
	Eintracht Braunschweig
	SV Darmstadt 98
	Fortuna Düsseldorf
	SpVgg Greuther Fürth
	Hamburger SV
	Hannover 96
	1. FC Heidenheim 1846
	1. FC Kaiserslautern
	Karlsruher SC
	Holstein Kiel
	1. FC Magdeburg
	1. FC Nürnberg
	SC Paderborn 07
	FC St. Pauli
	SSV Jahn Regensburg
	F.C. Hansa Rostock
	SV Sandhausen



DFL Deutsche Fußball Liga

Guiollettstraße 44–46
D-60325 Frankfurt/Main
Germany

T +49 69 65005-0

E info@df1.de

W df1.de/en