

Summary - Main results

***MERIT report on
Media Value in Football***

Season 2013-14

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Presentation

MERIT (Methodology for the Evaluation and Rating of Intangible Talent) is part of an academic project with vast applications in the field of business and company management. This methodology has proved to be useful in measuring the economic value of intangible talent in professional sport and in other entertainment industries. In our estimations – and in the elaboration of the rankings – two elements are taken into consideration: popularity (degree of interest aroused between the fans and the general public) and media value (the level of attention that the mass media pays).

The calculations may be made at specific points in time during a season, or accumulating the news generated during a particular period: weeks, months, years, etc. Additionally, the homogeneity amongst the measurements allows for a comparison of the media value status of individuals, teams, institutions, etc.

Together with the measurements and rankings, our database allows us to conduct analyses on a wide variety of economic and business problems: estimates of the market value (or “fair value”) of players’ transfer fees; calculation of the brand value of individuals, teams and leagues; valuation of the economic return from alliances between sponsors; image rights contracts of athletes and teams; and a great deal more. The usefulness of these rankings and measurements is clear, given the growing number of companies whose business relies on the exploitation of media impact as a source of potential income. In the context of football, MERIT addresses issues like:

- Ranking and media evolution of players, teams and leagues.
- Estimate of the market value (“fair value”) for contracting players.
- Appraisal in value of seasoned players and promising youngsters.
- Regional analysis of media value rankings of players and teams.
- Analysis of perception and reputation of players and teams in the media.
- Players’ individual brands and evaluation of strategic alliances with clubs.
- Measurement of the visibility of the sports sponsorship, etc.

The approach adopted by MERIT allows us to reach where others cannot. Often, the crucial point is not to have more information at one’s disposal but to be able to rely on the appropriate methodology and capabilities for analysis. Our team includes analysts that apply a methodology verified in academic forums, providing valuable data for decision-making in professional sport. More information can be found in:

www.meritsocialvalue.com | www.uic.es/merit

RESULTS - SEASON 2013/14

MERIT report on media value in Football (Season 2013/14)

The Universitat Internacional de Catalunya launches once again the report on media value in Football (Season 2013-14). The study has been elaborated with large databases, whose gathering is made possible with the help of our own software and the potentialities offered by the new technologies. Using this methodology, the analysts of UIC Barcelona have examined millions of press articles and websites across the Internet in order to carry out this study. The conclusions presented here are the result of analyzing extensive information, which includes millions of press articles from worldwide media sources as well as websites across the Internet.

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MAIN RESULTS

Here we sum up the main results of the **MERIT media value report in football** (Season 2013-14)

- Cristiano Ronaldo climbs to the number one spot in the media value individual ranking as Leo Messi—after leading for several years—drops to second.
- Real Madrid holds sway at the top of the teams’ media ranking followed by FC Barcelona, Manchester United, and Bayern Munich.
- Eight players in the world Top-10 come from the BBVA League.
- The UEFA Champions League final seems to be a key factor in the media growth of football players and clubs.
- Cristiano and Messi stand out as media super-star icons in the global football market.
- Diego Costa enjoys the largest increase in media values while Radamel Falcao experiences the largest fall.
- The BBVA League became the world’s most important league in terms of media value.

1. Ranking MERIT of media value - players and teams (2013/14)

Ronaldo leads the MERIT ranking in 2013/14 while Messi drops to second place. Bale's and Neymar's signing up for Madrid and Barcelona, respectively, made them global media icons.

We here discuss the main results of the MERIT media value index in world football for season 2013/14. The first table below gathers information on the Top-50 players with the highest media value. The MERIT index is expressed in terms of the average among the 2,500 players with the highest media value from our database of more than 5,000 players. Individual indices are expressed as the number by which the player multiplies the number of news of the normal or representative (average) player in the sample.

Rank	Player (2013/14)	MERIT media value index
1	Cristiano Ronaldo Real Madrid	37.89
2	Lionel Messi FC Barcelona	24.52
3	Gareth Bale Real Madrid	19.77
4	Wayne Rooney Manchester United	16.57
5	Neymar FC Barcelona	16.36
6	Sergio Ramos Real Madrid	15.66
7	Diego Costa Atlético de Madrid	15.33
8	Karim Benzema Real Madrid	12.29
9	Iker Casillas Real Madrid	12.14
10	Mario Balotelli AC Milán	12.02
11	Manuel Neuer Bayern Múnich	11.73
12	Robin van Persie Manchester United	10.88
13	Mesut Özil Arsenal	10.18
14	Juan Mata Chelsea/ Man. United	9.67
15	Franck Ribéry Bayern Múnich	9.43
16	Ángel di María Real Madrid	8.91
17	Steven Gerrard Liverpool	8.87
18	Fernando Torres Chelsea	8.80
19	Luis Suárez Liverpool	8.73
20	Andrés Iniesta FC Barcelona	8.66
21	Arjen Robben Bayern Múnich	8.54
22	Radamel Falcao Mónaco	8.37
23	Xabi Alonso Real Madrid	8.14
24	Pepe Real Madrid	8.07
25	Robert Lewandowski Borussia Dortmund	7.80
26	Thomas Müller Bayern Múnich	7.67
27	David Villa Atlético de Madrid	7.63

28	Eden Hazard	Chelsea	7.31
29	Marcelo	Real Madrid	7.30
30	Samuel Eto'o	Chelsea	7.13
31	Arda Turan	Atlético de Madrid	6.94
32	Burak Yilmaz	Galatasaray	6.90
33	Carlos Tévez	Juventus	6.62
34	Aaron Ramsey	Arsenal	6.55
35	Zlatan Ibrahimovic	Paris Saint-Germain	6.55
36	Ryan Giggs	Manchester United	6.47
37	David Silva	Manchester City	6.44
38	Gerard Piqué	FC Barcelona	6.31
39	Paul Pogba	Juventus	6.30
40	Daniel Sturridge	Liverpool	6.26
41	Giuseppe Rossi	Fiorentina	6.25
42	Dani Alves	FC Barcelona	6.12
43	Kun Agüero	Manchester City	6.07
44	Carles Puyol	FC Barcelona	6.06
45	John Terry	Chelsea	6.05
46	Luka Modrić	Real Madrid	5.72
47	Gonzalo Higuaín	Nápoles	5.65
48	Didier Drogba	Galatasaray	5.65
49	Philipp Lahm	Bayern Múnich	5.41
50	Xavi Hernández	FC Barcelona	5.33

Source: MERIT social value - Data collection

According to our data, during the 2013/14 season, Ronaldo had a mass media presence which was 37.89 times higher than the average player; while Leo Messi stood at a 24.52 figure. Hence, Ronaldo took the lead and even widened the gap Messi had on the Portuguese the previous year.

Within the Top-10 we find four Real Madrid players and only two from Barcelona. This disparity is the result of Barcelona's dry season as opposed to Madrid's accomplishments both in the local and international competitions.

Among the players it is worth mentioning Bale's significant media growth ahead of other media stars such as Rooney and Neymar due, presumably, to his great performance and his decisive role and goals in "la Copa" and the UEFA Champions League.

As far as team media value is concerned, each team's index is obtained by adding the individual indices (2013/14 season) of the highest 15 players in the team roster. The following table lists the major teams according to their media value index.

Rank	Team (2013-14)	Competition	MERIT media value index
1	Real Madrid	Liga BBVA	162.0
2	FC Barcelona	Liga BBVA	109.7
3	Manchester United	Premier League	87.7
4	Bayern Múnich	Bundesliga	78.5
5	Chelsea	Premier League	76.1
6	Atlético de Madrid	Liga BBVA	64.3
7	Liverpool	Premier League	57.4
8	Arsenal FC	Premier League	57.4
9	Juventus	Serie A	48.8
10	Manchester City	Premier League	45.9
11	AC Milán	Serie A	41.5
12	Paris Saint-Germain	League One	35.2
13	AS Roma	Serie A	31.9
14	Galatasaray	Süper Lig	31.4
15	SSC Nápoles	Serie A	30.7
16	Borussia Dortmund	Bundesliga	26.0
17	Inter Milán	Serie A	25.8
18	Sevilla	Liga BBVA	24.6
19	Valencia	Liga BBVA	21.8
20	Benfica	Primeira Liga	21.2
21	Fiore	Serie A	18.7
22	Oporto	Primeira Liga	17.7
23	Santos FC	Brasileirao	17.2
24	Lazio	Serie A	16.8
25	Tottenham	Premier League	16.3

Source: MERIT social value - Data collection

Notice that Real Madrid found itself ahead of FC Barcelona already by mid-season —its accomplishments by the end of that season made the gap widen to more than 50 points of the MERIT index. This is an unprecedented media gap that leaves Real Madrid on top with 162 points, followed by Barcelona far behind with just 109. Then, Manchester United comes on third place and Bayer Munich and Chelsea close up the rear for the Top-5.

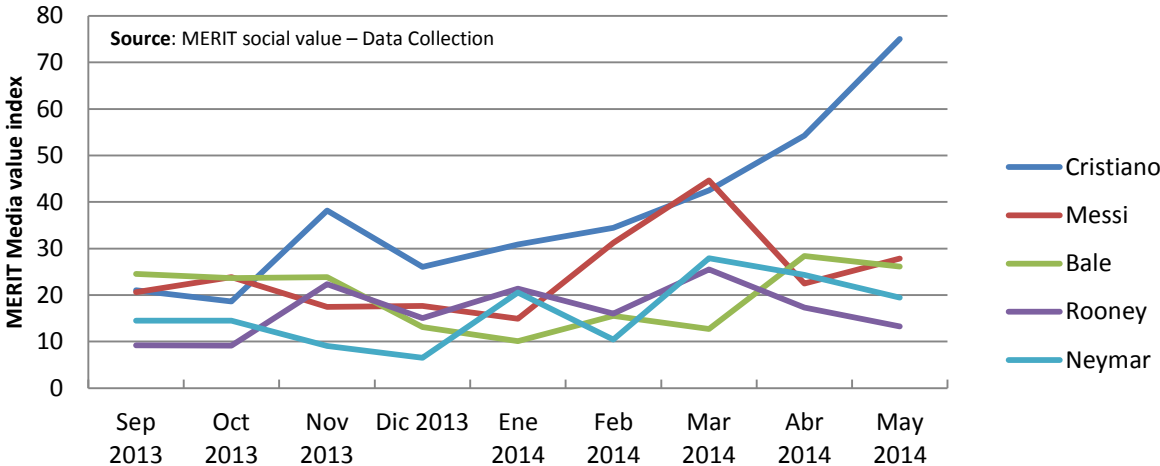
2. Monthly evolution of media value for main players and clubs

The following table and figures exhibit the monthly evolution of the MERIT media value index for the Top-5 players during season 2013/14. Averaging across months we obtain the media value index for the season.

Rank	Player	SEP 2013	OCT 2013	NOV 2013	DEC 2013	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014
1	Cristiano Ronaldo	21.02	18.64	38.19	26.03	30.89	34.46	42.48	54.23	75.04
2	Lionel Messi	20.64	23.88	17.47	17.64	14.90	31.18	44.61	22.50	27.87
3	Gareth Bale	24.51	23.67	23.85	13.12	10.06	15.49	12.73	28.38	26.09
4	Wayne Rooney	9.20	9.13	22.36	15.05	21.35	16.02	25.52	17.29	13.22
5	Neymar	14.48	14.46	9.03	6.51	20.54	10.45	27.91	24.35	19.48

Source: MERIT social value - Data collection

Media value, evolution - Top 5
 Monthly data - Season 2013/14

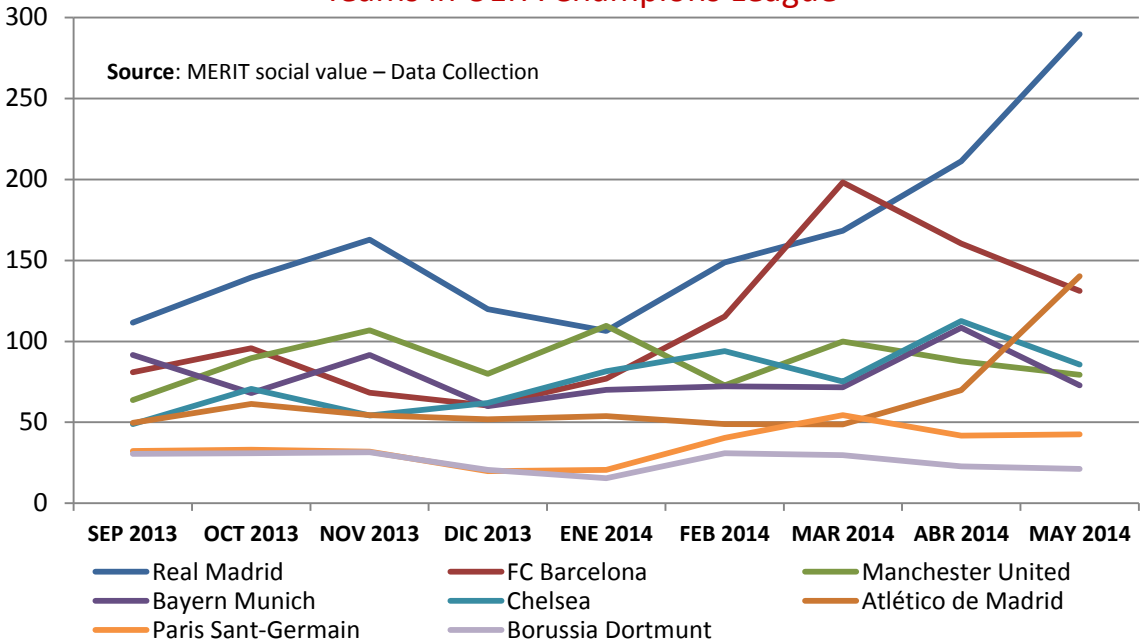


The media value fluctuations we observe can be explained by the change in the individual performance but also by both individual and team success. Not surprisingly, Bale’s low media value in wintertime coincided with his off-the-fields stint due to injury while Neymar’s huge media boost came along with Messi’s own injury. Our attention is drawn by Cristiano Ronaldo’s unstoppable rise in media value from weeks before the Golden Ball event until the end of the season, with “La Copa” and UEFA Championship by then under his belt.

The following figure shows the evolution in media value for teams that reached the UEFA Champions League’s second round in season 2013/14. The pattern found is consistent with the season performances—in general, the teams that experienced a fall

in their media value by March are the ones defeated during the UEFA Champions League’s quarter-finals phase; while the teams that went down in April correspond to those that were knocked down in the semi-finals. Moreover, the two finalists, Real Madrid and Atlético de Madrid, show a significant rise in their media value during May as a result of that match. In the case of the latter, too, it was because of all the media buzz around their securing the BBVA League by the end of the season.

Media value, evolution - 2013/14
Teams in UEFA Champions League



3. Media value ranking by players across countries

Cristiano Ronaldo establishes himself as the main world media icon among the football players in the Top-5 European leagues.

The following table offers a disaggregated analysis by countries of the main five media icons in the Big-Five European competitions. Figures indicate the share (in percentage) that each player represents, calculated with respect the overall media value of Top-20 players, in each country.

Media value of the Top-5 football players - Main European competitions

Country	Spain	%	UK	%	Germany	%	Italy	%	France	%
1º	C. Ronaldo	17.1	Rooney	15.9	Neuer	25.8	Balotelli	16.9	Ibrahimovic	12.8
2º	Messi	14.1	C. Ronaldo	9.7	Özil	12.5	Higuain	16.4	C. Ronaldo	12.4
3º	Bale	11.6	Ozil	9.4	Lewandoswki	12.2	Diego Costa	12.5	Messi	10.7
4º	Neymar	11.3	Gerrard	8	Ribery	12.1	C. Ronaldo	11.9	Benzema	7.9
5º	Diego Costa	11.2	Messi	7.9	C. Ronaldo	8.4	Messi	6.2	Neymar	7.7

Media value of the Top-5 football players – Other relevant Football competitions

Country	Brazil	%	USA	%	S. Africa	%	Turkey	%	India	%
1º	Neymar	29.8	Messi	13.4	Messi	22.9	Özil	20.7	C. Ronaldo	18.5
2º	Messi	17.5	C. Ronaldo	13	Neymar	11.3	C. Ronaldo	18.3	Rooney	17.2
3º	C. Ronaldo	13.9	Rooney	12	C. Ronaldo	10.4	Messi	17.3	Messi	14.9
4º	Diego Costa	10.2	Neymar	10.2	Rooney	9.6	Neymar	10.2	Luis Suarez	9.8
5º	Ibrahimovic	2.8	Luis Suarez	6.3	Ozil	8.3	Diego Costa	8.7	Neymar	7.9

Source: MERIT social value – Data Collection

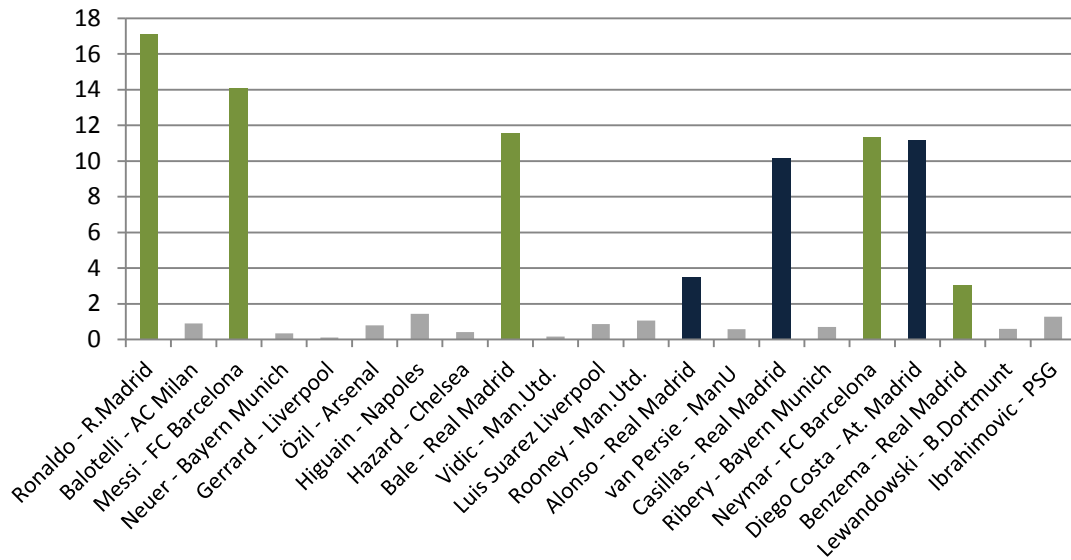
As a rule, the top player in media value in each of the countries under study comes from the competition of that very country. Moreover, in the case of Spain alone, all Top-5 players come from the Spanish BBVA League, while a few of these super stars also come up in other countries' competitions as media icons (especially Messi and Ronaldo, and in some cases both).

In countries like France media value is not significantly dispersed among the Top-5— that is, the gap between the two players at the extremes is relatively small. In countries like Germany, instead, the dispersion is significant and the top player there (Neuer) doubles the media attention of France's number one (Ibrahimovic).

Beyond the media buzz generated by the likes of Messi and Ronaldo in Europe, it is worth mentioning their prominence also in other international competitions of renown. Neymar, a newcomer in terms of media exposure for European competitions, has already become a media icon in other relevant competitions worldwide. Notice that his MERIT index in Brazil (30%) is even higher than Neuer's in Germany (25%).

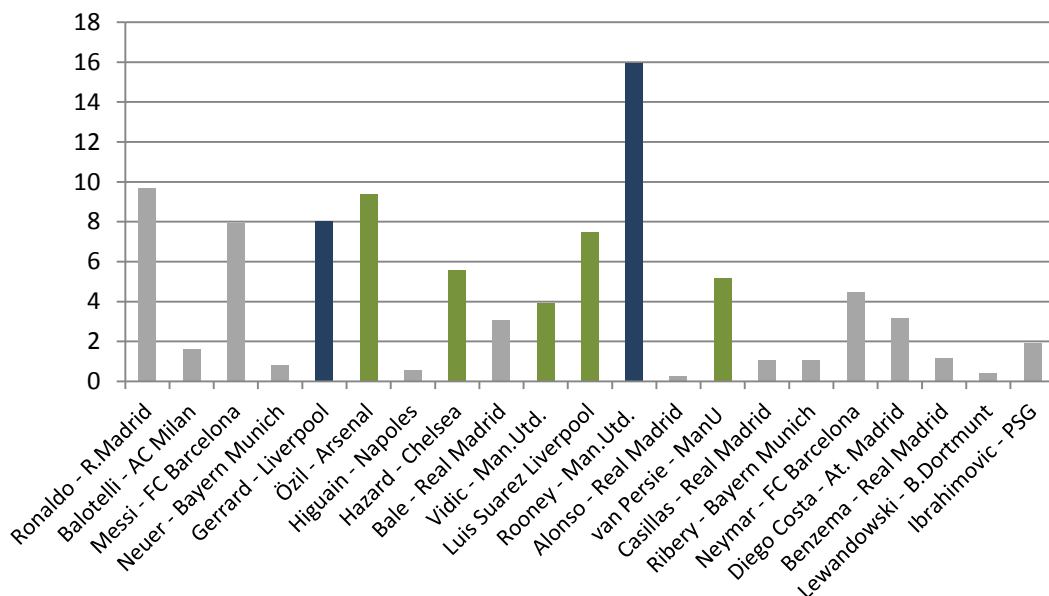
Next we show the media value shares for the major 5 competitions in Europe plus Portugal and the Netherlands. The green bars stand for players currently active in the underlying competition, orange bars for players with same nationality as the competition, and blue ones for same competition and nationality.

Media value shares - Spain
Selected players (January-February 2014)



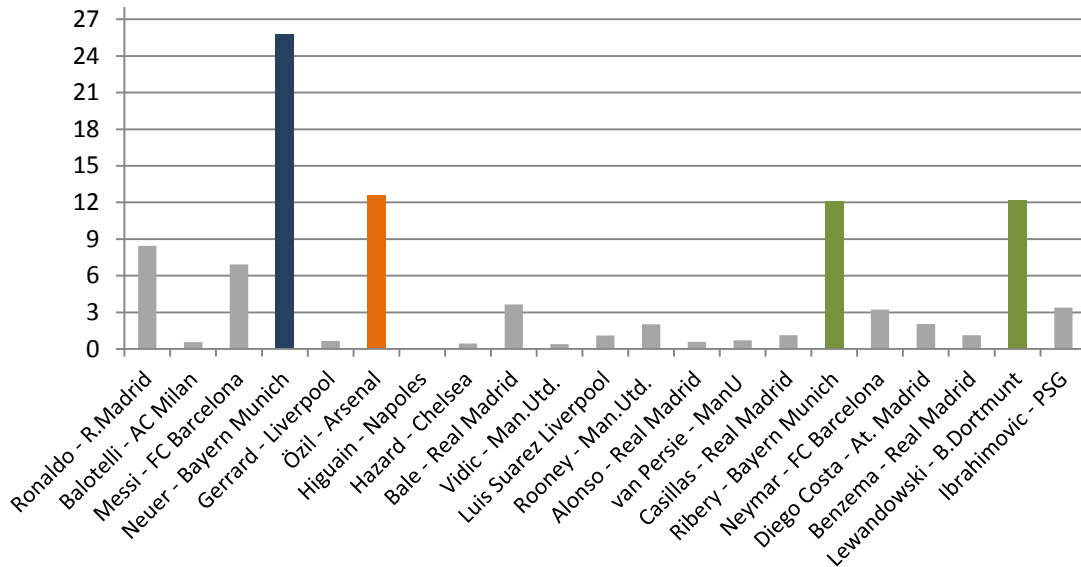
Spain is the country with the most players who play in the Spanish league and are nationals, namely: Xabi Alonso, Casillas, and Diego Costa. In addition, five non-Spanish players are currently playing in the BBVA League, making for a total of eight players in the world Top-20.

Media value shares - England
Selected players (January-February 2014)



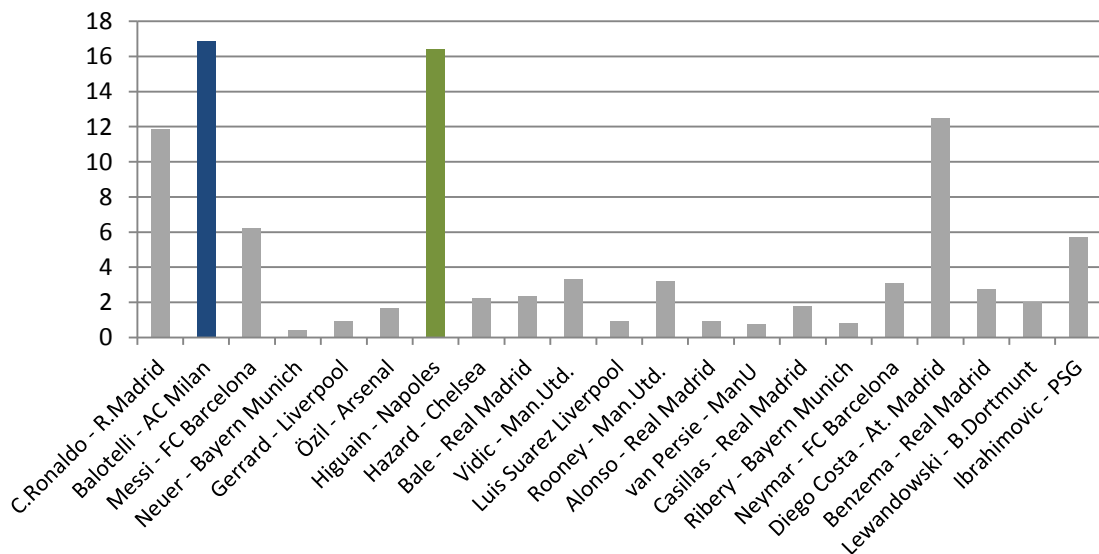
England shows a few similarities with Spain as two players, Steven Gerrard and Wayne Rooney, stand out as the two nationals with significant media value. Like in the BBVA League the Premier entertains five non-English players on the world Top-20.

Media value shares - Germany Selected players (January-February 2014)



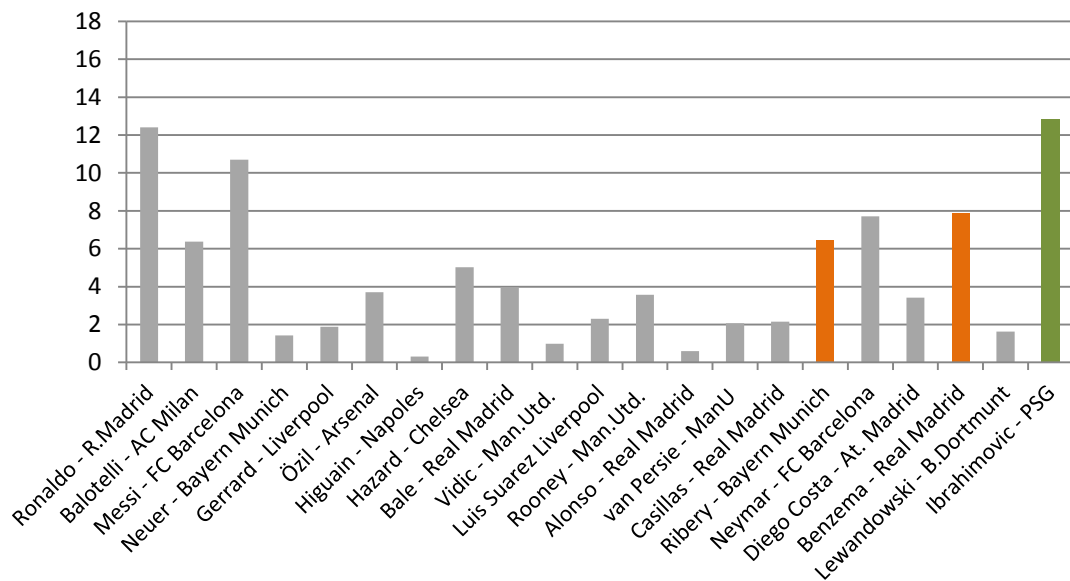
Manuel Neuer is the only German player who plays in the Bundesliga and makes it into the world Top-20. Ribery (France) and Lewandowski (Poland), also in the Bundesliga, show high media values, along with Özil, who is now playing in the Premier League.

Media value shares - Italy Selected players (January-February 2014)



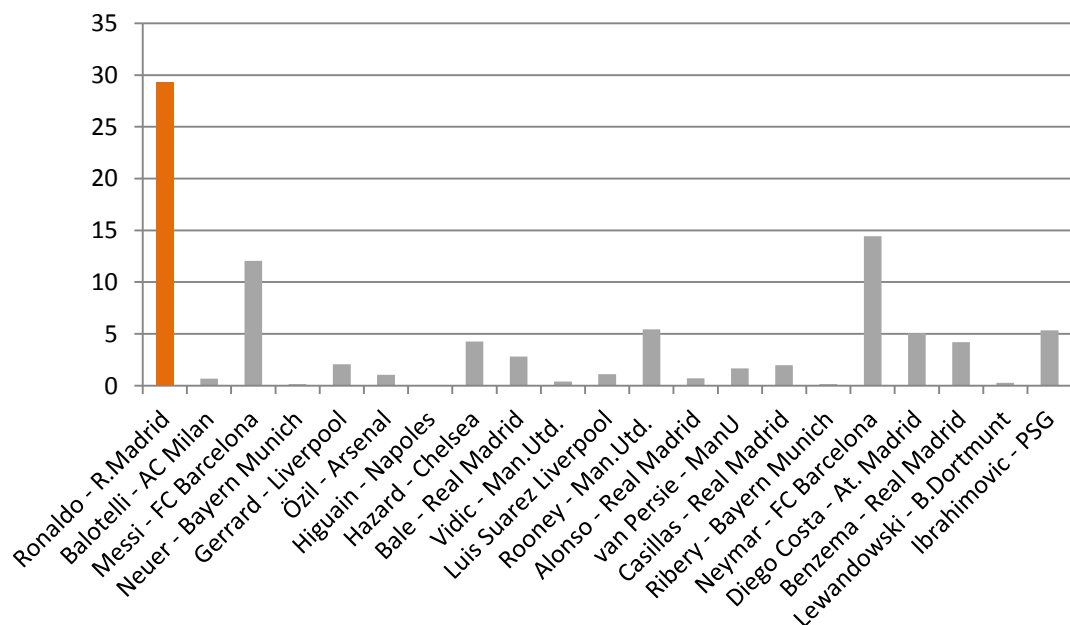
The results for Italy's Serie A show both Balotelli from Italy and Higuaín from Argentina at impressive media value levels.

Media value shares - France Selected players (January-February 2014)



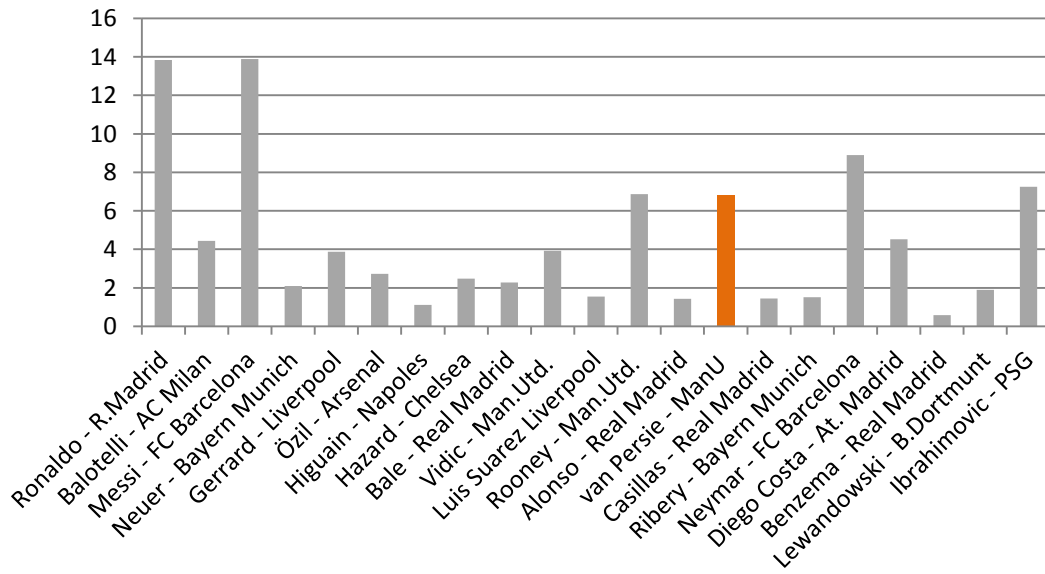
No French player currently playing in the French Ligue 1 has made it to the top of the list. Hailing from Sweden and playing for Paris Saint Germain Ibrahimovic positions himself as the most prominent media star in France. In turn, Ribery and Benzema, who play in Germany and Spain respectively, stand out as the French players with the highest media values.

Media value shares - Portugal Selected players (January-February 2014)



Being the only Portuguese player of the list Cristiano Ronaldo leads the media value ranking in Portugal by a long margin.

Media value shares - Netherlands
Selected players (January-February 2014)



Finally, van Persie stands out as the Dutch reference in the Netherlands, where Messi and Ronaldo shine with their own light way above the rest.

4. Comparative position of the “Big Five” domestic football leagues in Europe

The BBVA League regains the first spot ahead of the Premier League

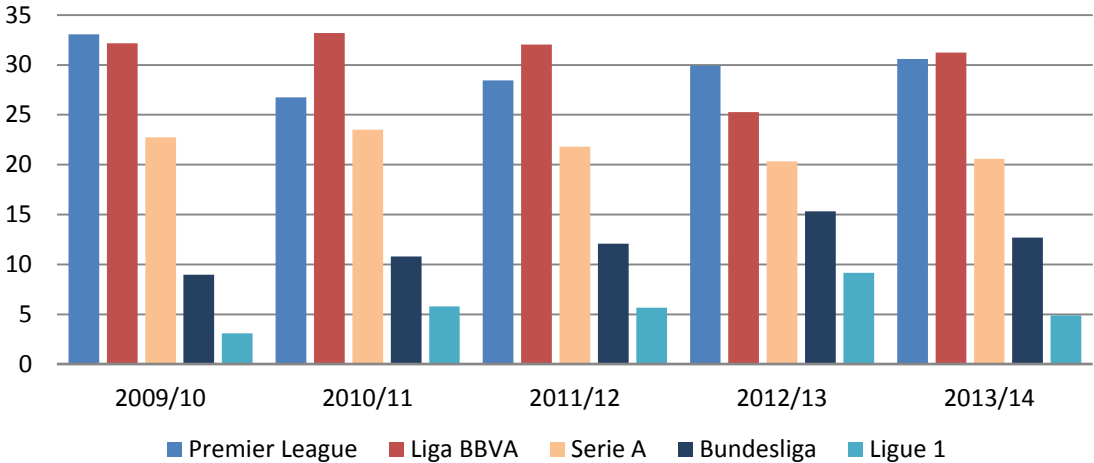
Adding the MERIT media value index of the 400 most relevant players from each competition results in our being able to obtain the relative media weight of each competition. The following table summarizes our analysis and shows these relative media weights in terms of the total media buzz generated by the 5 biggest competitions in Europe.

As foretold in the mid-season MERIT report the BBVA League has recently gained a lot of media attention. Moreover, by the end of the season, the remarkable achievements of several Spanish clubs (for instance, Sevilla’s success in the Europa League or the Madrid-based Champions League final) have resulted in a change of leadership in football’s media value.

Competition	2009/10	2010/11	2011/12	2012/13	2013/14
Premier League	33.07	26.73	28.43	29.91	30.58
Liga BBVA	32.17	33.18	32.05	25.28	31.23
Serie A	22.72	23.51	21.79	20.33	20.59
Bundesliga	8.95	10.79	12.08	15.33	12.70
Ligue 1	3.09	5.78	5.65	9.15	4.89
TOTAL	100	100	100	100	100

Source: MERIT social value – Data Collection

Comparative media share by competition Evolution - Seasons 2009/10 to 2013/14



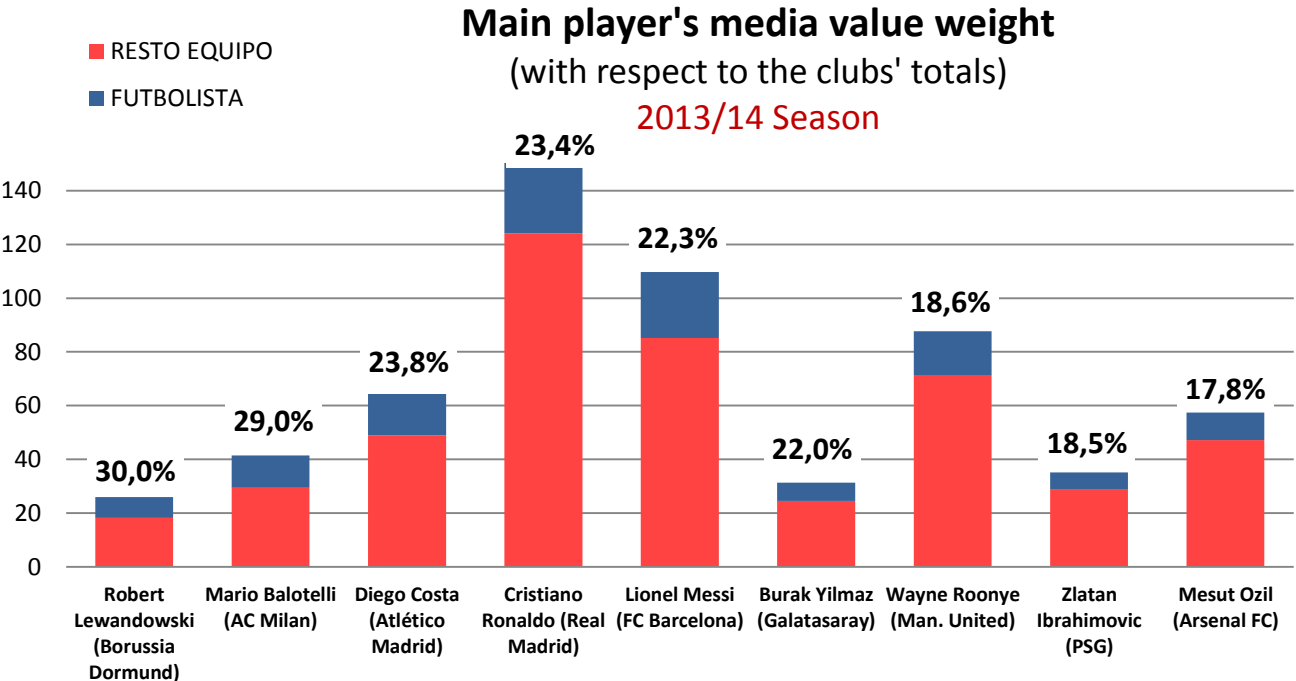
Source: MERIT social value – Data Collection

The end of the 2013/14 season has not proved favorable for the Italian Serie A and the French Ligue 1 as only a few of their teams have reached the final stages of major European competitions.

5. Media value share of the main player with respect to the total MV of his team

Dormund's Robert Lewandowski stands out for his concentration of media value among his teammates, followed by AC Milan's Mario Balotelli.

The following figure displays the media value of the main players as a share in their respective teams. The blue-shaded areas correspond to the main player's MERIT index whereas the red-shaded areas indicate the media value of the rest of the team. By summing both areas we get the club's total media buzz as defined by the team's media value index. The players' contributions to their teams are indicated in percentage, so it might turn out that a player with a relatively low media value has an important weight in his team or vice versa.



Source: MERIT social value – Data Collection

The media value of the team's main player stands in most cases at around 20% with the exceptions of Borussia Dortmund and AC Milan, where their media icons achieve a whopping 30%. Other players worth mentioning above the 20% benchmark are Real Madrid's Cristiano Ronaldo, Atletico's Diego Costa, FC Barcelona's Lionel Messi, and Galatasaray's Burak Yilmaz.

6. Media value change in Top-25 players between seasons 2013/14 and 2012/13

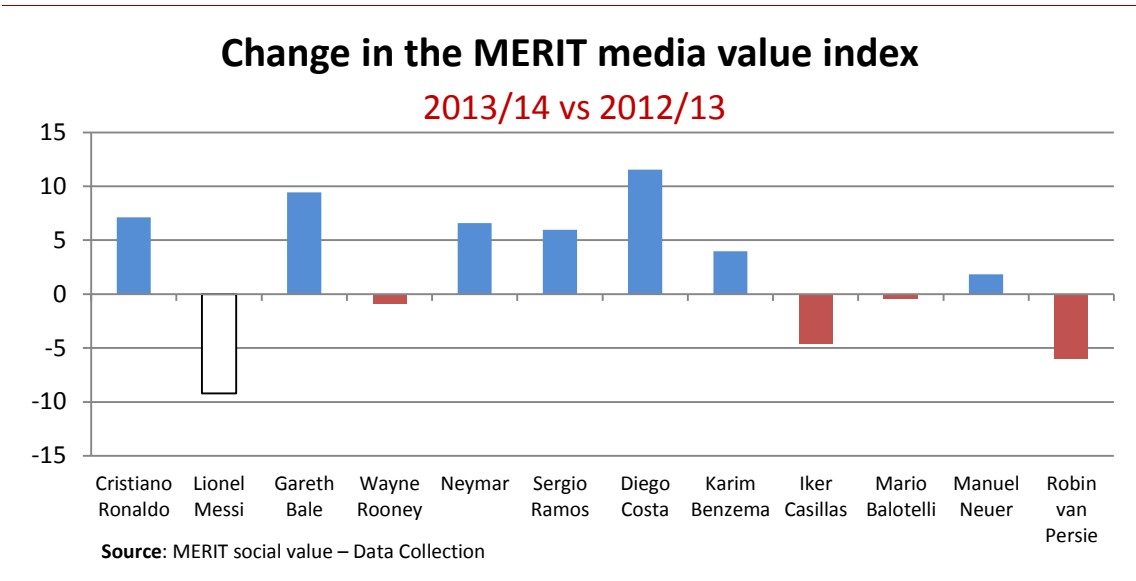
The following table compares the last MERIT index (2013/14) of the Top-25 highest-profile players with that of the previous season (2012/13). Information on the change of media value is presented both in absolute terms and in percentage.

Rank	Player	Team	MERIT MV Index 2013/14	MERIT MV Index 2012/13	Absolute difference	Change in %	
1	Cristiano Ronaldo	Real Madrid	37.89	30.75	7.13	23.20	▲
2	Lionel Messi	FC Barcelona	24.52	33.72	-9.20	-27.28	▼
3	Gareth Bale	Real Madrid	19.77	10.34	9.42	91.12	▲
4	Wayne Rooney	Manchester United	16.57	17.48	-0.91	-5.18	▼
5	Neymar	FC Barcelona	16.36	9.76	6.59	67.54	▲
6	Sergio Ramos	Real Madrid	15.66	9.71	5.96	61.37	▲
7	Diego Costa	Atlético de Madrid	15.33	3.80	11.53	303.33	▲
8	Karim Benzema	Real Madrid	12.29	8.30	3.99	48.02	▲
9	Iker Casillas	Real Madrid	12.14	16.78	-4.63	-27.62	▼
10	Mario Balotelli	AC Milan	12.02	12.44	-0.43	-3.43	▼
11	Manuel Neuer	Bayern Munich	11.73	9.90	1.83	18.49	▲
12	Robin van Persie	Manchester United	10.88	16.85	-5.96	-35.39	▼
13	Mesut Özil	Arsenal	10.18	8.01	2.16	27.01	▲
14	Juan Mata	Chelsea/ Man. United	9.67	9.49	0.17	1.81	▲
15	Franck Ribéry	Bayern Munich	9.43	10.56	-1.14	-10.76	▼
16	Ángel di María	Real Madrid	8.91	8.33	0.58	6.94	▲
17	Steven Gerrard	Liverpool	8.87	8.43	0.43	5.11	▲
18	Fernando Torres	Chelsea	8.80	12.25	-3.44	-28.13	▼
19	Luis Suárez	Liverpool	8.73	10.48	-1.75	-16.72	▼
20	Andrés Iniesta	FC Barcelona	8.66	11.96	-3.30	-27.58	▼
21	Arjen Robben	Bayern Munich	8.54	12.15	-3.61	-29.75	▼
22	Radamel Falcao	Monaco	8.37	17.82	-9.45	-53.02	▼
23	Xabi Alonso	Real Madrid	8.14	5.98	2.16	36.13	▲
24	Pepe	Real Madrid	8.07	5.63	2.44	43.30	▲
25	Robert Lewandowski	Borussia Dortmund	7.80	13.66	-5.85	-42.85	▼

Source: MERIT social value – Data Collection

With the surprising exception of Leo Messi, most of the high-profile players on the upper part of the list have experienced an increase in their media values from the previous season. We must take into account, however, that our results cover the 2013/14 season up until the end of May and prior to the FIFA World Cup event held in Brazil.

The figure below shows the change in absolute value in the players' MERIT media value index between seasons 2013/14 and 2012/13.

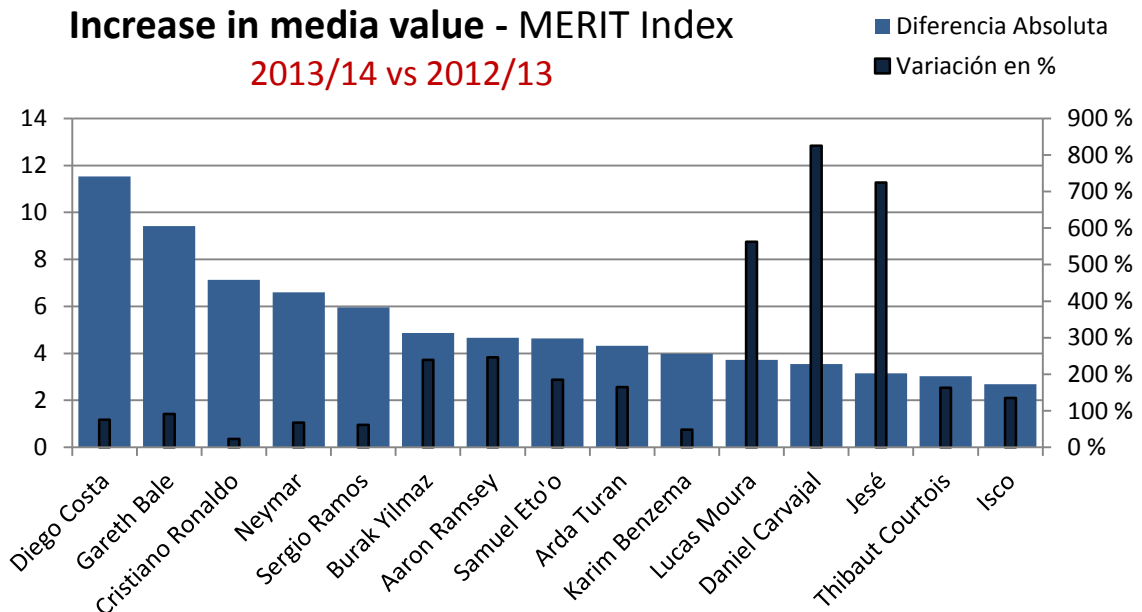


Our analysis suggests that reaching a late stage in the UEFA Champions League is essential for increasing media value. Unlike his teammates, the only player in Real Madrid who has recently seen his media value fall is Iker Casillas due in most part to his being sent to the bench in many league games. Among other players, Diego Costa has lately enjoyed considerable media attention as a result of Atletico de Madrid reaching the UEFA Champions' finals.

The following table gathers information on the players with the largest increase in media value between seasons 2013/14 and 2012/13 and sorted out by absolute changes. The last column offers the change in percentage.

Player	MERIT MV Index 2013/14	MERIT MV Index 2012/13	Absolute difference	Change in %
Diego Costa	15.33	3.80	11.53	75.21
Gareth Bale	19.77	10.34	9.42	91.12
Cristiano Ronaldo	37.89	30.75	7.13	23.20
Neymar	16.36	9.76	6.59	67.54
Sergio Ramos	15.66	9.71	5.96	61.37
Burak Yilmaz	6.90	2.04	4.87	239.15
Aaron Ramsey	6.55	1.89	4.66	246.00
Samuel Eto'o	7.13	2.50	4.63	185.19
Arda Turan	6.94	2.63	4.32	164.50
Karim Benzema	12.29	8.30	3.99	48.02
Lucas Moura	4.39	0.66	3.73	562.22
Daniel Carvajal	3.98	0.43	3.55	825.27
Jesé	3.59	0.44	3.16	724.21
Thibaut Courtois	4.90	1.86	3.03	162.78
Isco	4.66	1.98	2.68	135.53

Source: MERIT social value – Data Collection



Source: MERIT social value – Data Collection

Not surprisingly, Diego Costa comes out on top of the ranking after a great season with Atletico de Madrid, followed by two newcomers to the BBVA, Bale and Neymar, and Cristiano Ronaldo right in between these two. A few other Real Madrid players stand out on the list.

Among the players who have received considerable media attention it is worth mentioning Galatasaray's Yilmaz and also Samuel Eto'o, who can now aim at winning European titles with his new team.

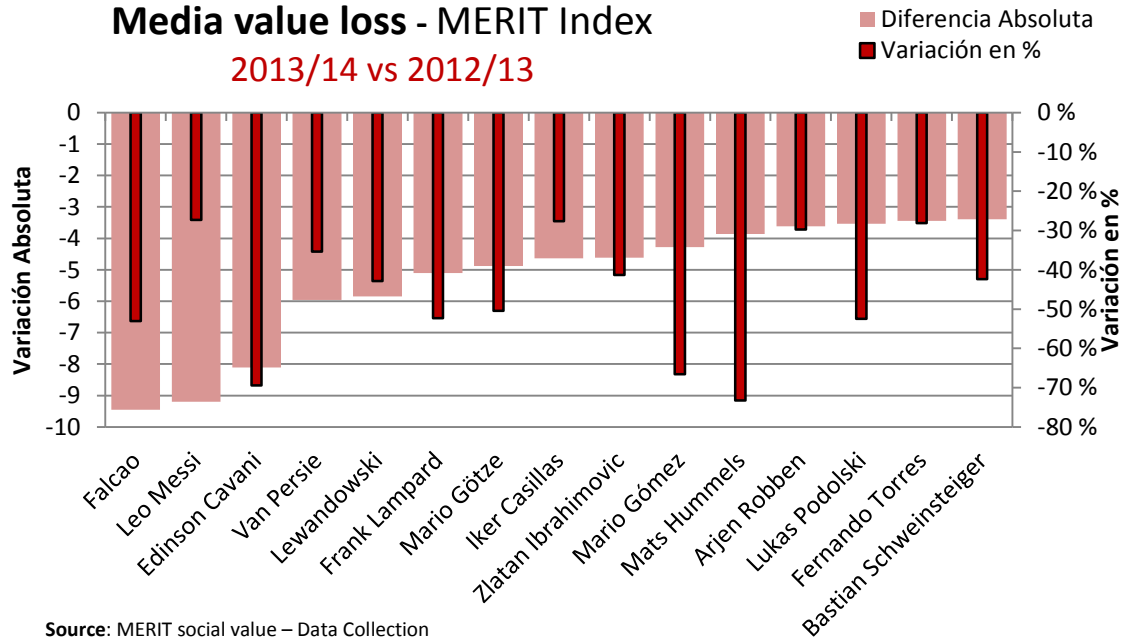
The following table shows the players who have lost the most in terms of media value during the 2013/14 season.

Player	MERIT MV Index 2013/14	MERIT MV Index 2012/13	Absolute difference	Change in %
Falcao	8.37	17.82	-9.45	-53.02
Leo Messi	24.52	33.72	-9.20	-27.28
Edinson Cavani	3.58	11.68	-8.11	-69.39
Van Persie	10.88	16.85	-5.96	-35.39
Lewandowski	7.80	13.66	-5.85	-42.85
Frank Lampard	4.65	9.76	-5.11	-52.33
Mario Götze	4.80	9.68	-4.88	-50.45
Iker Casillas	12.14	16.78	-4.63	-27.62
Zlatan Ibrahimovic	6.55	11.16	-4.61	-41.33
Mario Gómez	2.15	6.44	-4.28	-66.57
Mats Hummels	1.41	5.27	-3.86	-73.23
Arjen Robben	8.54	12.15	-3.61	-29.75
Lukas Podolski	3.20	6.73	-3.53	-52.50
Fernando Torres	8.80	12.25	-3.44	-28.13
Bastian Schweinsteiger	4.61	8.01	-3.40	-42.39

Source: MERIT social value – Data Collection

Media value loss - MERIT Index

2013/14 vs 2012/13



Source: MERIT social value – Data Collection

Among the Top-200 media value ranking Radamel Falcao has suffered the biggest loss in absolute value of the MERIT index between seasons 2013/14 and 2012/13. The former Atletico de Madrid super-star has seen his media value go down resoundingly after signing up for Monaco and because of an injury that kept him off the fields for a while.

Leo Messi has also undergone a tough season riddled with injuries that have notably affected his media value. Among other notable players who lost media value we find Lewandowski, Lampard, Van Persie, and Casillas—this is mainly due to their loss of first-team player status as well as their low physical form.

7. MERIT media value ranking of managers

José Mourinho leads the manager's media value ranking

The following table shows the Top-20 media value managers for season 2013/14. The analysis is drawn from a sample of over 100 international first-level managers. The values corresponding to the managers' MERIT index are obtained in a similar fashion as those for the players.

Ranking	Manager	Team	MV
1	José Mourinho	Chelsea	32.57
2	Pep Guardiola	Bayern de Múnich	27.88
3	David Moyes	Manchester United	20.63
4	Carlo Ancelotti	Real Madrid	18.75
5	Diego Simeone	Atlético de Madrid	16.27
6	Arsène Wenger	Arsenal	16.15
7	Brendan Rodgers	Liverpool	10.33
8	Ryan Giggs	Manchester United	9.71
9	Manuel Pellegrini	Manchester City	8.19
10	Clarence Seedorf	AC Milán	6.72
11	Jurgen Klopp	Borussia Dortmund	5.17
12	Tata Martino	FC Barcelona	5.11
13	Rafael Benítez	SSC Nápoles	4.38
14	Alan Pardew	Newcastle	3.33
15	Laurent Blanc	Paris Saint Germain	3.17
16	Antonio Conte	Juventus de Turín	3.16
17	Jens Keller	FC Schalke 04	2.86
18	Tim Sherwood	Tottenham Spurs	2.85
19	Gus Poyet	Sunderland	2.77
20	Huub Stevens	Stuttgart	2.50

Source: MERIT social value - Data collection

The media value of managers is highly determined by the team's sporting and media status. There are a few exceptions to this rule as some managers already enjoy considerable recognition and a brand image status due to their past accomplishments that go beyond present success. That is the case, for instance, of Jose Mourinho and Pep Guardiola.

Among other managers, Manchester United's Ryan Giggs has now the double task of managing and playing following the sacking of former manager David Moyes—this might lead to a misleading interpretation of his MERIT index as it also collects his media value as a player.

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