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Introduction

Football is the blood sport for the European people. Since last fifty years it is a part of the national affairs for some countries in Europe. The principle ways of competition among these countries is the domestic leagues that took place on a frequent basis. As compare to other countries, only few people of other countries outside Europe use to know about football because international football was not that much famous at the beginning of the era. But with globalization and cultural mix, football started spreading at a high pace all over the world. This is due to the invention of Television and modernization of media that led to the spread of the ironic sport all across the globe (Koning and Albert, 2007).

Here in this research, a thorough study is made on the past and present of football to predict the future aspects of Premier league outside Europe. For completing the study some research have been done on the power of the football clubs who dominates the domestic football leagues in Europe. By studying the past it has been known that the spread of football started in the 20th century after the first telecast of the world cup match in 1954. During that period movement of players became mobile but that was very rare in nature. Most of the countries like England did not welcome foreign players to play for the domestic clubs but the view has totally changed in the present age (Kilpatrick, 2014). Europe is now struggling with the future of football and this is because of the need of a common market for football to spread it all over the world.

As there are myriad professional football leagues in the world, the Premier League faces cut throat competition. Although the English Premier league is

the number one professional football league is Europe but it faces the direct competition from National Football league. National Football League is the leading global league in terms of revenue and audience attendance. As Premier League has positioned itself as a regional league, its future poses a direct threat of running out of money and collapsing, if it does not remodel itself. The best strategy to do so would be to adopt the strategy of diversification in other markets outside the Europe as well. The strategy of diversification requires the alteration in the product and promoting it in a new market. The prediction of the future of Premier League will allow it to adopt new strategies, so it can be proactive to any future competition from other leagues. If National Premier League adopts an aggressive strategy in Europe then it will be difficult for Premier League to maintain its global significance.

Research Objective

The main objective of this research is to study the past and future of the Premier League in Europe to predict the future of Premier League inside and outside Europe. It is mainly a study made to know how that society outside Europe reacts towards and game and what are the future prospects for the game in other countries outside Europe. The study mainly deals with knowing how many people watches football inside and outside of Europe and how many of them participate in the game. What the football authorities must do to spread the game more widely to spread equality in different society through this game. Though football is a sign of competition but it is played towards the equality of nations, players and fans participating in the game. The main countries in Europe participating in the Premier League are

England, Germany, France, Spain and Italy. But in this research the study is made on how football will be made popular outside Europe or all across the globe. For studying the future prospect of football outside Europe it is important to study the details of the management of football by the clubs and the authorities. Here in this research, a detailed study is also made to know how is more powerful in football, the players or the clubs and why people of Europe love this game from their heart.

The Premier League is the most popular league that earns the highest revenue in Europe but this does not mean that this will continue to happen in future as well. FIFA is the most popular championship in the world because it gives the opportunity to the world to see a global competition. This gives the insight that people tend to like a sports that has a global popularity. The way National Football league is diversifying itself, it will become the most powerful and the most popular league in Europe as well, which is a direct threat to Premier League. Considering this, the strategy of diversification is required due to two business needs. The first one is its potential of earning more revenue by enhancing the audience base of the other countries and the second one is to minimize the threats from National Football League.

Literature Review

Premier League Present and Future

The Premier League is stated to be an English professional football league for the association of men's football clubs in England. It is the top level football competition in UK contested by 20 clubs and the competition is operated by following systems of promotion and relegation for the teams featured in the competition. Apart from that the clubs such as the Welsh clubs and English

clubs who complete in the English soccer pyramid can also take part in the competition by winning the qualification round. The present structure of Premier League has been complied with 20 clubs who are mentioned as the shareholders of Premier League Corporation. Premier League is private limited company, which is owned by its 20 member clubs. Each member is a shareholder and this body is governed by the laws set by the Premier League. In the playing structure the seasons have been run in the month from August to May months while each playing team has to play twice with each other in home and away matches (Back, Crabbe and Solomos, 2003). Currently the Premier League has been sponsored by Barclays Bank and it officially known as Barclays Premier League while outside Europe it has been commonly known as The English Premier League (EPL) by its fan followers all around the globe. Premier League is the name for the organization itself and the championship as well. As mentioned above, the Premier League is a body of 20 club members and the competition is also commonly named as Premier League but it is also sometimes referred as English Premier League or Barclays Premier League.

In 1992 the football competition founded as the FA Premier League by following division of the Football League as per the clubs decision of clubs in First Division Football League that was initially started in 1888. As per the statistics the premier League is very popular in the country and it generates more than €2. 2 billion per year television rights both in domestically and internationally. Studies have also revealed that The Barclays Premier League is listed among the top of the table of most watched football league in all over the globe that is telecasted among 4. 7 million people in more than 212

countries. As per the analysis of the past five years Barclays Premier League is ranked second in the Union of European Football Associations (UEFA) regarding to league based performance in European football competitions. The popularity can be measured by the experts' views as many of the experts from the field of football believe that Premier League has certainly possessed all the ingredients to set to be more popular outside Europe as well (Bose, 2012).

Till now 46 clubs have come into the picture of the league since its introduction in the country. Since the very beginning of its journey the Premier League has to face a lot of ups and downs all through the way. In 1991 aftermath of Hillsborough disaster a proposal was made to establish a new league in order to bring more money overall into the game of football. If the product of a company has any disastrous effect on the health of a customer, not only the product will lose its value but the overall image of the company is compromised. Recently, it was discovered that the global brand Maggie has high amount of lead in India, which poses health concerns to the consumers. This news has collapsed the revenues of Maggie in India. The same market rules applies to the Premier League. If the people coming to see the tournament develops a feeling that if this may cause any negative effect in their live they will tend to avoid attending it. As most of the advertisers give sponsorships based on the idea that a number of people follow this tournament and if it poses any negative impact to the people, the global brands will not be willing to associate themselves with such tournaments. Therefore, there is a direct impact of stadium disaster and revenue.

After many meetings of FA with the broadcasters and sponsors an agreement has been made to start a league in a brand new style to generate more revenue to the game. Therefore the break up in the First Division Football League gave birth of English Premier League (Brown, 2009). In the past decade the Premier League has certainly successfully gained pace in order to circulate its popularity not only in Europe but also to the world where people are fonder of football. Looking towards its past record it can be easily mentioned Premier League will certainly continue its golden journey outside Europe too as lots of opportunities are knocking at the door (Gifford, 2004). The major reason behind this thesis is the fact that Premier League is not played outside Europe but the people heavily follow the league around the world specially Far East countries and United States. Premier League sells their rights of their matches to TV channels around the world in millions that shows the potential receptiveness of their audience. Apart from the receptiveness of audience, the league already has a strong organization and laws in Europe due to which the diversification will be easy. After it diversifies itself, it gives the opportunity to enhance the revenue and audience base.

Diversification

In the context of business there are four major strategies including product development, market development, penetration, and diversification.

Amongst these, diversification is the most robust strategy that involves the development of new products and reaching a new market. This strategy does not require producing a complete new product, but there can be some alteration done with it to give it a new look. While the diversification of a product is normal business practice, but this is completely a rare

phenomenon if we apply it to sports. Cricket was initially a prestigious game of the Europeans but during the course of time, it has also diversified. Now the major players are numerous Asian countries and from a 5 days match it has also recused its format to one day and even with limited 20 overs. The strategy of diversification requires intense research over the targeted market. Before reaching out that market, it is a good practice to do pilot testing of the product.

Popularity of the Sports in Europe

As Premier League is marked as the most watched football league in the globe it has a lot of fan following in the Europe that has helped the football league to grow rapidly across the whole continent. The high fan following in Europe explains the entertaining content in the league that have resulted in it being the most popular league in Europe. Even with the availability of a number of professional leagues in the world, its high popularity gives the idea that it must have a high degree of excitement. Europe contain people from various nationalities, religions and cultural background and since these kind of backgrounds are quite common in other markets as well, this can be considered as litmus test for its success in other parts of the world.

The studies have shown that the presentation by the expertise level is one of the most important factors of the popularity of the event in Europe. Most of the matches have been organized at the weekends to attract more viewers in the stadium as well as in the television. The increase in the broadcasting section is highly impressive that is said to be improved by 65 percent on the previous campaign (Sulayem, O'Connor and Hassan, 2013). The Premier League Content Services that allows international broadcasters with

programs all the day including match analysis, match discussion by experts, live analysis of a match and recorded matches that are appreciated by most of the people (Parsons and Rohde, 2014). Presently the centralized annual income from the broadcast has been calculated as £1. 2 billion. Therefore the figure of income has said it all for the support and the popularity of the game itself. The market is also expanding as more and more people have involved themselves in the popularity figure of the league. To enhance the level of excitement in the existing Premier League can be done through the addition of more clubs players from different parts of the world as the league diversifies. A strong alliance with the celebrities can be formed. For example, if the premier wants to enhance its popularity in United States, then it may partner with a celebrity of Hollywood; perhaps the idea of Leonardo DiCaprio owning a football club will certainly increase the level of excitement. People are enjoying the matches at its highest levels. In the stadium people are supporting their teams with extreme enthusiasm and passion that reveals the popularity. Not only are these people coming outside from the continent to enjoy the match atmosphere that shows the increasing popularity of the league itself. There is only one definite way for the league and that is to move further ahead by pleasing its fans all over the Europe as well as the world (Williams, 2003). The passionate supporters are the main asset of the game as on a given match day the support on the field and off the field speaks for itself. Though in Europe a lot of leagues have been playing in different countries such as La Liga, Bundes Liga, and Spanish Liga the popularity of English Premier League has been increased year on year basis outside Europe. While the players play in other leagues as well but it

does not create the threat of other leagues taking the audience away from Premier league as far as the Premier league balances it off intelligently. This will actually help enhance the brand value of the league players and the league itself. The electrifying atmosphere at the stadium on the match day, the broadcasting with high level of analysis and discussion, news, views from experts, finest accommodation and most importantly the quality of the competition have earned a huge number of audiences towards the game that cannot afford to lose the telecast of their preferable matches (Ridley, 2012). The experience of watching a quality football match has always been the major factor of the success of Premier League. As each of the clubs is furnished with high class football stars and quality players each of the matches is equally competitive (Robinson, 2009). The guaranteed high quality matches has generated maximum number of viewers for the league and the numbers are seemed to be creeping up significantly in the upcoming years. There are a multitude of reasons behind this phenomenon including the perception that it is more competitive than other leagues in Europe. Major football leagues are dominated by two or three clubs but the league is quite competitive due to the availability of star players in many clubs. The other reason include the fact that broadcast rights are distributed evenly and the international value of the competition is quite decent.

Corporate Social Responsibility and Premier League

While major bluechip companies spends around 1% of their revenue in corporate social responsibility, Premier League spends around 3.7% of their turnover. Corporate Social Responsibility is a decent strategy to create an image amongst the public that it cares for the people from whom it earns

money. This enhances the goodwill in the long-term and people develop a sense of loyalty. Premier League has initiated a number of social initiatives like “ Kickz”, which tackles crime in various inner-cities with the assistance from police. Premier League has also joined hands with the British Council to initiate Premier Skill that provide coaching to the children that helps them get in Olympic games. Many clubs are also supporting different social causes including Sunderland FC and Liverpool FC that have become leading supporters for men’s health and learning in their cities.

Impact of Football Clubs and Players

In order to make a success summery of Premier League it has to be mentioned that without its football clubs and the players the success story of the league could not be completed (Robinson, 2011). Since the very beginning of the league the agreement of all the clubs to break up the First Division League to form Premier League has been hugely appreciated by the football community in order to present a classical football league that compiled with a lot of versatility. Since the inception of Premier League in 1992 there are 46 clubs have participated in the league up to last finishing season 2014-15. Out of 46, seven of them have succeeded to participate each of the years in the competition. The seven teams are Arsenal, Manchester United, Everton, Aston Villa, Liverpool, Chelsea and Tottenham Hotspur. Non English clubs Swansea City had gained promotion from the tournament in 2010-11 seasons. In the past decade or so especially in the Premier League it has said to be the dominance of” Big four” clubs namely Chelsea, Liverpool, Arsenal and Manchester United. Since 2000 these four big clubs have dominated the league in a huge basis (Goldblatt, n. d.). The

dominance of the clubs is not only in the league it can also be found in the community as well. The fan followers of these teams are hugely impressive and the matches of these clubs have been followed by most of the football community all around the globe (Grund, 2012).

The clubs have also been empowered with the values of its managers. In order to taste the success the importance of managers have been regarded hugely in the league. Some the big names such as Alex Ferguson (Manchester United), Kenny Dalglish (Blackburn Rovers), and Arsene Wenger (Arsenal) have been most impressive as club managers and they all have recorded championship title win. Sir Alex Ferguson is mentioned as the longest serving managers in Premier League and he had huge impact as a manager in the league and among the players (Kassimeris, 2007). Besides the star players of the Big four clubs have mainly dominated the league but not as much as the club. There is always a vast dominance on players by their respective clubs. Players such as Alan Shearer, Andrew Cole, Frank Lampard, Wayne Rooney, and Robbin van Persie have left huge impact on the Premier League. Alan Shearer is the highest goal scorer in the Premier League with 260 goals in all totals (Robinson, n. d.). Lot of non-English players has made a huge impression in the league as well that certifies the game is not only about English players it is all about the others too (Koopman and Lit, n. d.). The performances and the class of football presented by the top ranked players in the league have always helped the league to generate more popularity. Therefore a certain amount of factors such as clubs and players have dominated the league in a great manner to ensure its growth outside Europe (Oberstone, 2010).

Popularity of the Sports in Europe

As Premier League is marked as the most watched football league in the globe it has a lot of fan following in the Europe that has helped the football league to grow rapidly across the whole continent. The studies have shown that the presentation by the expertise level is one of the most important factors of the popularity of the event in Europe. Most of the matches have been organized at the weekends to attract more viewers in the stadium as well as in the television. The increase in the broadcasting section is highly impressive that is said to be improved by 65 percent on the previous campaign (Sulayem, O'Connor and Hassan, 2013). The Premier League Content Services that allows international broadcasters with programs all the day including match analysis, match discussion by experts, live analysis of a match and recorded matches that are appreciated by most of the people (Parsons and Rohde, 2014). Presently the centralized annual income from the broadcast has been calculated as £1. 2 billion. Therefore the figure of income has said it all for the support and the popularity of the game itself. The market is also expanding as more and more people have involved themselves in the popularity figure of the league. Experts believe the popularity should increase more by the time as presentation and the competition of teams becoming more exciting.

People are enjoying the matches at its highest levels. In the stadium people are supporting their teams with extreme enthusiasm and passion that reveals the popularity. Not only are these people coming outside from the continent to enjoy the match atmosphere that shows the increasing popularity of the league itself. There is only one definite way for the league

and that is to move further ahead by pleasing its fans all over the Europe as well as the world (Williams, 2003). The passionate supporters are the main asset of the game as on a given match day the support on the field and off the field speaks for itself. Though in Europe a lot of leagues have been playing in different countries such as La Liga, Bundes Liga, and Spanish Liga the popularity of English Premier League has been increased year on year basis outside Europe. The electrifying atmosphere at the stadium on the match day, the broadcasting with high level of analysis and discussion, news, views from experts, finest accommodation and most importantly the quality of the competition have earned a huge number of audiences towards the game that cannot afford to lose the telecast of their preferable matches (Ridley, 2012). The experience of watching a quality football match has always been the major factor of the success of Premier League. As each of the clubs is furnished with high class football stars and quality players each of the matches is equally competitive (Robinson, 2009). The guaranteed high quality matches has generated maximum number of viewers for the league and the numbers are seemed to be creeping up significantly in the upcoming years.

Results and Findings

Future Prospects of English Premier League Outside Europe

The 2014 findings depicted that PL revenue has been observed an increasing trend. In that year, the record-breaking broadcast deal has been witnessed from 2013 to 2015. The net worth can be witnessed as £5. 5billion. On the other hand, the PL enjoys the worth of live TV rights approximately more than £5. 14bn. This value has been driven after competing between Sky and

BT.

The above findings depicted that the organization is attaining extra money from broadcasting deals and does not face any extra financial pressure on the cost of expansion and growth. However, there are potential threats that Premier League confronts. Premier League is still and will be fighting on the three things: the first is the hurdle they face by the UK pubs as they are depicting matches which they receive from the foreign satellite services; the second challenge is the fight against piracy which will continue till the time it finishes. The last but not least challenge is displaying the unauthorized match clips on YouTube.

The broadcasting rights and the growing number of viewers have been reportedly increased year on year basis that proves the success story of Premier League in not only Europe but also all around the globe. These rights will be able to continue in any country where Premier league wants to choose their games broadcasting outside EU. Premier League is already attaining revenues after owning broadcasting rights within not only EU but also countries that exist outside EU. The total worth obtains by Premier League from broadcasting deals from 2013 onwards are as follows:

The table depicted that Premier Leagues broadcasting TV deals in Asia have total worth of 1. 47 billion US dollar in the specified period. The expansion of the services to worldwide countries results in increasing the potential competition. In order to sustain profitability, Premier Leagues must come up with the strategies that would help in fighting back with its competitors worldwide. The expansion of the league business can be defined by its global demand where one can find a huge number of audiences globally. To be

exact 4. 7 billion people from all around world have involved in the viewing figures and the audience figure is up by 11% since the last audience polling survey has been done. It is a quite good indicator to determine the future of the championship. A statistical figure revealed from the expertise business consultancy has suggested that 70 percent of the fan community of football is in the viewers' category of Premier League all around the world. Most impressively, the number of worldwide follower of Premier League has been grown unbelievably in the past decade or so when people have taken the league as a part of their entertainment seriously. As depicted in the below table, the major chunk of the market has been captured by Premier Football league, however, there are still countries left that do not have broadcasting rights for watching their favorite sports. Premier league is focusing on the countries, which are left from viewing their favorite sports championships. By covering all the left countries, the popularity of the games will not be reduced or lessen, but it will be increased as more viewers would be able to see their favorite sports games and ongoing championships. A report from a German sports marketing agency has revealed that the broadcasting of EPL has been connected with 643 billion houses in the previous season with an increase of more than 10 percent to be exact.

Source: (Static. businessinsider. com, 2015)

The predicted figures are also boosting the fact of increasing demand of the said league in the most of the football playing as well as non-football playing nation. The demographic target has been increased significantly, as reports have suggested. Reports have also revealed that in the present situation half of the American football fan community has their own preferred Premier

League club. Besides the surveys from China have confirmed from the total fan followers of football in China 64 percent fans have voted in favor of Premier League clubs of their choices. Apart from that the figure are quite improving in India, Japan, Australia, and Middle East countries of Asia. The numbers of fan followers have been expected to hit new highs as the popularity of the league has driven craziness of football among many countries. The results have also showed the number of in-home TV viewers now has stretched to a record 3.9 billion while 777 million people have found to watch the league in the bars and pubs of the globe. The largest market of Premier League is mentioned to be as Asia and Australia region where it has been discovered that the matches of clubs such as Arsenal, Liverpool, Manchester United, and Chelsea have been hugely preferred by 1.3 billion people.

Dominance of the football Clubs in Premier League

A comparison of Spending in player transfer in 2009-10 and 2014-15 sessions

The above figure is presented to show the comparison of spending in player recruiting and transfer in Premier League. The study report has also suggested that high ranked top clubs have spent €189 million in 2009-10 seasons in recruiting the players and in 2014-15 the figure is recorded highest of €278 million. The increase in the figure is 47 % to be précised exactly.

Players are one of the key sources those have direct impact on assisting the expansion intention of PL outside the EU. PL expansion is directly supported by this act. The famous players from different countries no matter within EU

or outside EU will help in attracting more fans following the PL. The foreign players' recruitment will surely increase an opportunity to augment and retain audience outside UK. However, areas of improvement are required before recruiting foreign players. PL has to do short-term expenses in order to gain long-term returns, for that purpose, silicone packages along with the benefits and privileges must be given to them. Apart from that, the most significant thing is to improvise the UK football clubs so that foreign players prefer to associate their names with PL.

According to a CIES Football Observatory, survey has revealed that the club dominance of Premier League in Europe can be further extended if the transfers spending by wealthiest clubs of Europe have been left unchecked. The March's report of CIES has provided the figures of spending of five major European Leagues such as England, Germany, Italy, Spain, and France since the 2009-10 sessions that has confirmed the major clubs are spending money more that they have done in the past. In 1998 where the big five clubs spent €6. 9 billion on recruiting players now the spending figure has reached €8. 6 billion in 2014-15. The average spending per club has been calculated as €70. 4 million in 2009-10 seasons and the figure has seen a significant jump of €87. 7 million per club on an average basis. The average increase in the spending on recruiting players has been confirmed as 24. 5%. Overall, the Premier League has seen a jump of 41. 1 % on its spending. The signing fees amount of the clubs have increased around €171 million per club and the increase in recruiting per player is stated from €2. 43 to 3. 43 billion between the years 2009 to 2014.

Popularity Reasons of Football all over the Globe including Europe

Many supportive views and survey data support truly for the extreme popularity of Premier League football in Europe as well as all over the world. The viewers' figure of 4.7 billion all across the globe has certainly certified the popularity margin of the football event. Research data has shown the popularity of football league is due to the huge entertainment the game of football has provided to its audience. The game of football is one of the most international sports played all over the globe. The short span of every match has created enough excitement for the viewers to promote the game. In the modern time internet has also played its own part in promoting the game hugely. Social networking sites such as Twitter, Facebook have huge success in order to take the football league to the next generation.

EPL has realized the fact that there are different countries where they cannot use social networking sites like Facebook and twitter to promote its football leagues, like China. In order to expand the EPL in China, WeChat social media application has been used that helps in exchanging information about EPL. Through WeChat, fans enjoy a prime position where they receive action packed schedule of around 40 fixtures in next 12 days. The passion and enthusiasm related to this game is most impressive as far as surveys have confirmed.

In case of Europe where football is the best sports in countries such as England, France, Spain, Germany, Netherlands, Portugal, Italy, Greece and so on. People of Europe are supportive in order to promote football at its highest level. In case of the outer world the popularity of the same sports has seen to be improving as more associate countries of the world becoming

part of FIFA. Inspiring from Premier League many countries have started their own football league to promote the game. It is a secondary threat for PL if countries build their own leagues and get more popularity than PL. The main threat to PL is from its gigantic competitor i. e., NFL national football league. The focus of PL must not be those leagues, which are created or established by individual countries because these must be in their early or initial stage of maturity. On contrary, NFL is already at its peak stage and it is the biggest threat to PL, so the focus must be on NFL not other small leagues.

The increasing popularity of Premier League has succeeded to catch more attention from the investors to take the game more seriously. From that business, prospective Premier League is certainly becoming a huge corporate business including several clubs, investors, players, and fan followers all around the globe.

Source: (News. bbcimg. co. uk, 2015)

It is on the verge to become a community that certainly has the potentiality to explore more new areas outside Europe inspiring other countries to promote the game in a new level. The popularity figures are impressive as mentioned before in the other parts of the world excluding Europe. Though several leagues have been played every year in South American countries and Asian countries but the success story of Premier League is way ahead from the others. In Europe, the game has no doubt enormous chances but at the same time, its future outside Europe is predicted to be outstanding in the upcoming years as target demographic are increasing for league matches.

Source: (News. bbcimg. co. uk, 2015)

Discussion

In order to start the discussion on the topic after the results and findings are supportive for Premier League, it is very important to note that year after year the Premier League is becoming a centre of corporate hub. A lot of money has been generated in the league business. The broadcasting rights and advertisement from the League have certainly presenting more economical support for the game. Although more improvements are required in, order to make it more sustainable. PL must go towards expansion, which is itself a key element for sustainability and profitability. The league business has grown to a well-maintained corporate culture where clubs and the higher authority engaged with the league have held the key of the League. The popularity of the show also helps to inject more finance to the game from the outer world as well. The Premier League is on the verge to become Money League as it produces more money for everyone including to the event such as organizers, clubs, players, advertisers, and the local businesses.

Inspiration from the center has helped to keep on improving the situation. The financial support has helped enormously to present the event in a special way to attract more viewers. One of the major plus point from the league is the promotion of the game of football. The money associates with the sports have certainly its own impact to increase the tendency of young people to become a footballer. This is very vital as far as football has concerned.

Most importantly, the fame and the money associated with the game can actually bring corruption. Therefore, that should be taken under consideration by the governing body of Premier League. FA and FIFA should

keep an eye on this prospect as well. Besides, the money should not be allowed to overtake the purity of the game. Each match should be played by high spirit as it has been played throughout the years.

It is eminent to play every match with high motivation and spirit because viewers have lots of expectation from their players. If a player is half-heartedly playing the game then the spirit of game finishes. It is not good from the business perspective as well, because the more players show lack of interest in the games, the more tournaments lacks audience's interests, which in the end results in financial losses for the company. PL in order to keep audience interest in the game must involve in the CSR activities. Such activities not only retain the audiences as they start owning the company more than ever before, as well as, company's goodwill also increases. The goodwill of any company gives it long-term benefits in terms of monetary and non-monetary benefits. PL in order to have sustainable profits must not just focus on the above strategies but also emphasize on their players attitudes and behaviors. The bad behavior of the players can ruin all the efforts of PL. Therefore, there must be some point included regarding behavior of the players in the contract so that PL can control their player's reputation and behavior.

Apart from that, the support Premier League has got in the internet community can be appreciated hugely. It has certainly provided a good platform for the Premier League to be made it more popular by controlling minds towards the game. Eventually the spot light should be focused on the clubs of the league in order to identify the possibilities associated with them. Increasing the spending capacity on player recruitment has started more

competition among the big clubs to get more match winning players under their shed. The process is certainly helpful for the players prospective as it gives them huge chance to get more money and more fame. By involving more star footballers in Premier Leagues clubs have certainly played an important part to catch more attention from the viewers as supporters will prefer to see the star players game more often than not. The football lovers are interested to see players no matter if they belong to Asian football leagues or EU. The star player has uniqueness not just to attract new fans but also retain their existing fans by their outclass performance.

Overall, the paper is certainly opened up the possibilities associated with the Premier League. Through all the analysis of the findings it can be well established now that Premier League is a well maintained corporate sports event in Europe and it is full of chances to acquire more and more audience outside Europe as well. The clubs and the associations associated with the mega event have produced a number of opportunities to make it a huge success all over the globe can be rest assured.

Conclusion

This study is conducted to analysis the future of Premier league outside Europe. It has been found through research that Premier League has a huge popularity inside and outside Europe. Many football playing nations as well as non-football playing nations supports the growth of the Premier league that has become a huge center of attraction for the investors. It is a source of high income for the investors investing in the league because of its growing demand in the market outside Europe. IT has been seen that many American countries have supported the Premier League idea and has built up

their own domestic clubs for the growth of this Premier league in their nation. It can be seen through research that the demand for premier league is at its height for the prospect of high rate of return in this field.

Football in forms of Premier league has just become a business for many people because of high income from the advertisers and media. People all over the world support and like this game which has led to the increasing popularity of the game all across the globe and due to this the growth of premier league is at its height at this point of time. Many football-playing nations do not have there on premier league clubs but want to develop new clubs and invest in this business because of its high demand in the market. If views of public are considered, football is a good and most entertaining game to view for passing free time and changing the mood of the people in their daily hectic life. This is the reason for the growing demand of the game in this market. Along with the demand for watching the matches, the economical prospect of the league also supports its growth. Therefore, it can be seen that Football Premier League has a bright future outside Europe. Along with the growth, it has been observed that the fame and money associated with the game has brought corruption that has led to difficulties in organizing a good and pure game. These issues must be considered by the football authorities has it must be seen that money should not take over the purity of the game. Premier leagues outside Europe have changed the views of the game and it will definitely have a bright future due to its growth prospects and increasing demands.

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Appendices

Appendix A: Gantt chart showing the time constraint of the research