



Press Release

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Berbatov worth more than his weight in gold

Tottenham's Dimitar Berbatov was named as the best transfer of the 2006-2007 season according to a study by Professor Tom Cannon from Ideopolis International. Researchers calculated the true value of last season's signings to their clubs and found that the Spurs striker is worth more than fourteen times his weight in gold.

The study, carried out to mark the launch of Goal 2 on Disney DVD, that follows the fortunes of a young player in the Premiership who dreams of playing for Real Madrid, calculated the value of each player to his club last season based on a number of different criteria. The calculation took into consideration the purchase price, transfer costs, number of matches started, total time spent on the pitch, success brought, key contribution (creating a goal, on the line saves, assists), number of goals, key events, cards received, impact on merchandising, number of points contributed over the season and current transfer value.

As well as the statistics, the research also looked at the intangible 'Football Fan Feelgood Factor (FFFF)', determined by the nature and timing of goals scored, attitude on the pitch and overall connection the player has with the fans.

Researchers compiled a team of the 11 most valuable foreign transfers and Dimitar Berbatov came top of the table confirming his status as the success story of the 2006-7 Premiership season. Berbatov, who signed to Spurs from German side Bayer Leverkusen for £10.9 million, has started 49 matches, scored 23 goals, picked up only 1 yellow card and led to a surge in demand for merchandise. He also contributed almost 10 points to the club's total of 60. His consistent performances, timely goals and impressive talent helped Tottenham finish 5th in the Premier League for the second season running and secured him a FFFF rating of 93%. According to the study

his value to Tottenham for last season is £12.1 million. Weighing 79kg this makes him worth 14 times his weight in gold.

Blackburn Rovers' Benni McCarthy was second in the table, worth £10 million to his club off the back of his 35 starts, 18 goals, 6 bookings and his feelgood factor among the fans. The South African's goals and performances were a major factor in keeping Blackburn in the hunt for trophies and European football. Benni signed for Blackburn from Porto in Portugal for only £2.5 million.

Although they have a reputation for bringing some of the world's best foreign players to the Premiership, Chelsea managed to get only one player into the top 11. Michael Ballack featured at number 5 with a value to his club last season of £6.7 million and a FFFF rating of 66%. Andriy Shevchenko, who signed from AC Milan for £30 million becoming the most expensive signing in the history of the Premiership, didn't feature at all, with the study finding that his value to Chelsea was minus £10 million. His average performances plus injuries which resulted in him missing the Champions League semi final exit and the FA Cup final meant he had little involvement in the big matches last season.

Controversial signing Carlos Tevez also featured in the table at 7th. Tevez, who arrived at West Ham from Corinthians in Argentina, only made 19 starts and scored just 7 goals but it was the timing and significance of those goals that have pushed him into the top 3. His goals in the final weeks of the season against Wigan and Manchester United helped West Ham stay in the Premiership and collect a £50 million payout. This secured him FFFF of 84%, the second highest in the table.

Professor Cannon – Europe's leading expert on Sports' Finance - commented: "When looking at the true value of a player to his club, the transfer value only tells half the story. To get the complete picture we had to measure the overall contribution they make, the rapport with the fans and their ability to make contributions at the right time. Players like Tevez and Berbatov have been enormously valuable to their clubs because not only do they score crucial goals and make a contribution on the field, they also have the intangible qualities that make them a firm favourite with the fans."

Mark Little, spokesman for Goal 2 commented: "Goal 2 tells the story of a young player, Santiago Munez, who finds himself living his dream of playing football alongside David Beckham, Zinedine Zidane, Ronaldo, Jonathan Woodgate and Iker

Castillas. Like Dimitar Berbatov and the other players in our league table his ability to score goals at the right time makes him a firm favourite with the fans and sees him become an invaluable member of the side. Much like Berbatov is now finding, when your contribution to the club is valued at more than £12 million, other clubs start to take an interest.”

Player	FFFF	Weight (kg)	Initial Fee (£M)	Starts	Goals	Clean Sheets	Cards (R)	Cards (Y)	Current Transfer Value (£M)	Transfer Costs	Value in Gold (£M)
1. Dimitar Berbatov (Spurs)	93%	79	10.89	49	23	N/A	0	1	23	0	856,559
2. Benni McCarthy (Blackburn)	71%	80	2.5	35	18	N/A	0	6	12.5	0	867,401
3. Javier Mascherano (Liverpool)	56%	74	0	10	0	N/A	0	2	15	6	802,346
4. Obafemi Martins (Newcaslte)	64%	70	10.16	32	11	N/A	0	1	18	0	758,976
5. Michael Ballack (Chelsea)	66%	80	0	23	4	N/A	0	6	10	3.3	867,401
6. Idan Tal (Bolton)	58%	73	0	4	0	N/A	0	2	8	2.64	791,503
7. Carlos Tevez (West Ham)	84%	77	6	19	7	N/A	0	3	15	4.95	834,874
8. Andreas Isaksson (Man City)	65%	88	2	11	N/A	5	0	0	3	0	954,141
9. Thomas Rosicky (Arsenal)	71%	68	7	22	3	N/A	0	3	8.5	0	737,291
10. Dirk Kuyt (Liverpool)	82%	77	9	11	0	N/A	0	0	10	0	834,874
11. Didier Zokora (Spurs)	54%	72	8	25	0	N/A	0	2	9	0	780,661
12. Andriy Shevchenko (Chelsea)	59%	84	30	21	4	N/A	0	1	20	0	910,771

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For further information or visuals please call Professor Tom Cannon or email tom@ideopolis.info

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