



Professional Sports in Western Europe: League Performance and Global Commercial Opportunities

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INTRODUCTION

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LANDSCAPE OF WESTERN EUROPEAN LEAGUES

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LANDSCAPE OF WESTERN EUROPEAN LEAGUES

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Consumer expenditure in Western Europe: country/city breakdown

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Methodology: Western European league codes

APPENDIX: METHODOLOGY - LEAGUE INDEX

Methodology for league index

APPENDIX: METHODOLOGY - COMMERCIAL OPPORTUNITY EVALUATION

Commercial opportunity evaluation methodology (1)

Commercial opportunity evaluation methodology (2)

Commercial opportunity evaluation methodology (3)

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