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Sports World

With LAKIS KONISTIS

TOP 10 MOST VALUABLE FOOTBALL TEAMS

Even though much of the world has had to endure the global financial crisis, the economic downturn has yet to derail the world's most valuable soccer teams. Calculations show the top 25 teams are now worth, on average, \$597 million, 8% more than the previous year.

These clubs posted an operating income of \$42 million during last season- 20% more than the top 25 clubs earned the previous year!

There are now five clubs (Manchester United, Real Madrid, Arsenal, Bayern Munich and Liverpool) who are worth at least \$1 billion. Only the National Football League has more billion-dollar teams (19).

One reason most top clubs have continued to see revenue increases and post strong profits is that they have lucrative multi-year broadcasting and sponsorship deals that have not been affected by the recession.

BSkyB, owned by News Corp, and Setanta pay out roughly \$1.8 billion a year for Premier League rights. Arsenal, Liverpool and Schalke 04 have multi-year deals with Emirates, Carlsberg and Gazprom that pay these clubs over \$15 million a season.

More than half of the 20 clubs with the highest revenue signed current uniform sponsors within the last two years. The deals are good through 2013, on average, protecting teams' biggest source of sponsorship revenue (along with stadium-naming rights).

BEST FOOTBALLER 2009?

Who were YOUR best "Top 10" Footballers this year?

A recent internet poll came up with this list:

- 1) Lionel Messi
- 2) Cristiano Ronaldo
- 3) Fernando Torres
- 4) Kaka
- 5) Ronaldinho
- 6) Wayne Rooney
- 7) Steven Gerrard
- 8) Frank Ribery
- 9) Robinho
- 10) Wesley Sneijder

TOP 10 RICHEST CLUBS LIST

1 Manchester United (England)	1,870 million
2 Real Madrid (Spain)	1,353 million
3 Arsenal (England)	1,200 million
4 Bayern Munich (Germany)	1,110 million
5 Liverpool (England)	1,010 million
6 AC Milan (Italy)	990 million
7 Barcelona (Spain)	960 million
8 Chelsea (England)	800 million
9 Juventus (Italy)	600 million
10 Schalke 04 (Germany)	510 million

TOP 10 MONEY EARNERS 2009

1. Tiger Woods (\$110million)

Woods has earned almost \$900 million in prize money, endorsements and appearance fees during his 13-year professional golf career and next year is poised to become the first athlete to earn \$1 billion despite what is going on in his life at the present time.



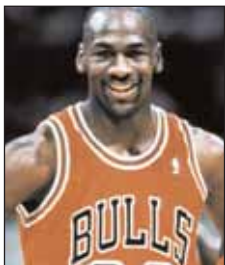
2. Kobe Bryant (\$45million)



One of the NBA's all-time greats- won his fourth NBA title with the Los Angeles Lakers in June. His No. 24 jersey is the top seller in the U.S., Europe and China.

3. Michael Jordan (\$45million)

MJ retired as a player for the third time six years ago, but he is still the most famous athlete in the USA. The Jordan Brand is approaching \$1 billion in sales for Nike which turned Jordan into a marketing phenomenon.



4. Kimi Raikkonen (\$45million)

Formula One's highest-paid driver who finished a disappointing third in the World Championship standings last year after winning the title in 2007. This year has been even worse for the Iceman who sits in 10th place in the current standings.



5. David Beckham (\$42million)

"Becks" is the only footballer in the "Top 10", thanks to companies like Adidas, Giorgio Armani and Motorola who pay him millions in endorsements.



6. LeBron James (\$40million)

The NBA's "MVP" who led the Cleveland Cavaliers to the league's best record and had a playoff performance for the ages this year, but his team was bounced from the playoffs by the Orlando Magic in the Conference Finals.



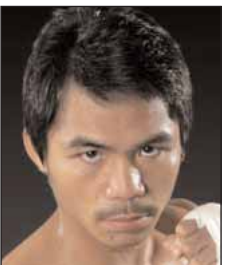
7. Phil Mickelson (\$40million)

Playing second fiddle to the "Tiger" has proven very lucrative for the world's second-ranked player. Mickelson has won \$54 million in prizemoney during his career, third all-time behind Woods and Vijay Singh.



8. Manny Pacquiao (\$40million)

"Pac-Man" hogged the boxing spotlight over the past year with victories in two blockbuster fights against Oscar De La Hoya in December and Ricky Hatton in March that combined generated more than \$100 million in pay-per-view revenue in the USA.



9. Valentino Rossi (\$35million)

"The Doctor" won his eighth World

Championship in 2008 after two straight years of falling short of the title. The biggest star in motorcycle racing earns \$16million annually from his contract to ride for Yamaha and his earnings more than double when you count licensing income, bonuses and endorsement deals with the likes of energy drink Monster.



10. Dale Earnhardt Jr. (\$34million)

Earnhardt was chosen as Nascar's most popular driver for a sixth straight year in 2008 despite winning only one race during the past two seasons. His merchandise sales were twice the total of any other driver.

THE OTHERS?

11. Roger Federer (\$33million)
12. Shaquille O'Neal (\$33million)
13. Oscar De La Hoya (\$32million)
14. Lewis Hamilton (\$32million)
15. Alex Rodriguez (\$32million)
16. Vijay Singh (\$31million)
17. Kevin Garnett (\$30million)
18. Jeff Gordon (\$30million)
19. Derek Jeter (\$30million)
20. Ronaldinho (\$30million)

HELLSOC's 35th ANNIVERSARY

The recent 35th Anniversary celebration of HELLSOC continues to be talked about in the community.

And with good reason... 35 years is an enormous milestone in any context, but thirty five years of Hellenism within a very monolingual and mainstream society is a cultural benchmark.

Last week I had the pleasure of being contacted by HELLSOC's current President James Theodoropoulos, who thanked me for the coverage "O Kosmos" had given the event.

"From a personal perspective, the UNSW Hellenic Society's 35th Anniversary Ball reaffirmed a couple decisions a made almost a year ago. They were choosing UNSW as my university and of course joining Hellsoc. Never throughout the tenure of the year have I, and many others for that matter, felt more proud to be associated with UNSW and Hellsoc". said James.

Congratulations to all concerned yet again on a fabulous milestone.

HAPPY NEW YEAR

As we kiss good bye yet another year, I would like to thank you all for your continued support and wish you all a very happy, healthy and prosperous 2010.