

STVARANJE GLOBALNOG I URUŠAVANJE LOKALNOG IDENTITETA – PRIMJER PREMIERSHIPA

CREATING A GLOBAL IDENTITY AND COLLAPSING LOCAL IDENTITIES – EXAMPLE OF PREMIERSHIP

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Predmet istraživanja i svrha ovoga rada je utvrditi utjecaje globalizacije na promjene identiteta u okviru jednog od najpopularnijih sportova današnjice – nogometa. Kako bi se u analizi problematike izbjeglo generaliziranje, kao studija slučaja izabrana je nogometna liga – engleski Premiership. Teorijski okvir istraživanja vezan je uz utvrđivanje promjena lokalnog pod utjecajem globalnog procesa, dominantno društveno-političkih i ekonomskih. Vremenski obuhvat istraživanja obuhvaća razdoblje od nastanka Premiershipa, odnosno od 1992. godine do danas. Istraživanjem odabranih globalizacijskih utjecaja na razvoj lige pokušava se razjasniti društvene promjene kao posljedice interakcije dvaju glavnih geografskih segmenata – prostora i ljudi. Izabranim ekonomskim i finansijskim pokazateljima prikazana je promjena povijesnog lokalnog identiteta lige u sve izraženiji globalni identitet.

KLJUČNE RIJEČI: globalizacija, identitet, nogomet, Premiership, sponzoriranje

The subject of research and the purpose of this paper is to determine the effects of globalization on identity change within one of the most popular sports today, football. In order to avoid generalizations in the analysis, the English Premiership, one of the most famous football leagues, was chosen as a case study. The theoretical framework of the research is related to the identification of local changes under the influence of the global process, predominantly social and political. The time of the research covers the period from the creation of the Premiership, i.e. from 1992 until today. The research on selected globalization influences on the League's development will try to clarify social changes resulting from the interaction of two main geographical segments - space and people. With the help of selected economic and financial indicators, the change of the local identity of the League, which was present in the past, into an increasingly pronounced global identity will be presented. In conclusion, it was found that the mentioned football league is an excellent example of the growing impact of the globalization process on sports, especially when it comes to world-famous football.

KEY WORDS: globalization, identity, football, Premiership, sponsorship

UVOD

Proces globalizacije utječe na sve sfere ljudskog života pa tako i na sport. Suvremeni sport povezan je u globalnu mrežu međuovisnih lanaca obilježenih globalnim tokovima i neravnomjernim rasporedom moći. Maguire (2008.) navodi primjere Premiershipa i nekih drugih europskih sportskih natjecanja koje gledatelji prate putem televizije ili interneta. U ovakvim natjecanjima sudjeluju igrači iz Europe, Južne Amerike ili Afrike koji se koriste sportskom opremom u vlasništvu stranih multinacionalnih tvrtki, Nike, Adidas ili neki drugi poznati brend, a kasnije se ta oprema prodaje na masovnim tržištima u gradovima Sjeverne Amerike, Europe ili Azije. Budući da se na globalizaciju gleda kao ideju koja povezuje čitav svijet i nastoji pojačati svijest o svijetu kao cjelini, nogomet kao jedan od najprepoznatljivijih sportova u velikoj mjeri pridonosi njezinu širenju. Kao takav, proces učvršćuje svjetske društvene odnose i međuovisnost veza između lokalnog, nacionalnog i globalnog te nemilosrdno produbljuje nerazmjer razvijenog i nerazvijenog svijeta s gotovo pogubnim učinkom (BUDIMIR, 2010.). Ovakav učinak globalizacije razlikuje se od države do države te ovisi o nizu čimbenika.

Engleska liga kakva je poznata danas, odnosno Premiership, ustanovljena je 1992. godine te ju je činilo 20 nogometnih momčadi.¹ Liga je bila zamišljena kao sustav regulacije i promocije povezan s drugom engleskom ligom, odnosno *Championshipom*, u kojoj bi se klubovi natjecali u 38 kola na gostujućim i domaćim utakmicama. Premiership (prva divizija) je sve do 1992. bio dio *Football League* (EFL) sastavljen od četiri divizije te se kasnije odvojio kao neovisna organizacija *Football Association Premier League* (VAMPLEW, 2017.). Rane devedesete bile su turbulentne za engleski Premiership koji je doživljavao neke od najvećih promjena u povijesti lige. Prateći otvaranje tržišta i engleski Premiership počinje se otvarati svijetu i navijačima, polako gubeći svoj lokalni nogometni identitet koji je sve više poprimao obilježja globalnog. Zbog svih promjena koje su donijele devedesete godine 20. stoljeća i prilike u razvoju rastućega kapitalnog tržišta, Engleski nogometni savez (FA) izdaje *Blueprint for the Future*

¹ Iznimka su godine od 1992. do 1995. kada su se u prvoj ligi natjecala 22 kluba.

INTRODUCTION

The process of globalization affects all spheres of human life, including sports. Modern sport is connected in a global network of interdependent chains marked by global flows and uneven power distribution. Maguire (2008) cites examples of the Premiership and some other European sports competitions that viewers watch on television or the Internet. Such competitions involve players from Europe, South America, or Africa using Nike, Adidas, or some other well-known sports equipment brand owned by foreign multinationals. Later, this equipment is sold in mass markets in cities in North America, Europe, and Asia.

Since we see globalization as an idea that seeks to connect the whole world and increase awareness, football contributes significantly to its spread as one of the most popular sports. The process strengthens global social relations and the interdependence of local, national, and global links and relentlessly deepens the disparity between developed and underdeveloped worlds, creating an almost disastrous effect (BUDIMIR, 2010). This effect of globalization varies from country to country and depends on several factors.

The English League as we know it today, i.e., the Premiership, was formed in 1992 and consisted of 20 football teams.¹ The League was conceived as a system of regulation and promotion linked to another English league, the Championship, in which clubs would compete in 38 rounds in home and away games. The Premiership (First Division) was initially part of the Football League (EFL), consisting of four divisions, and in 1992 separated as an independent organization - Football Association Premier League (VAMPLEW, 2017). The early 1990s were turbulent years for the English Premiership, experiencing some of the significant changes in league history. As a result of the market opening, the English Premiership started to open to the world and fans, slowly losing its local football identity that has increasingly taken on the global characteristics. Due to all the changes brought by the 1990s and the opportunity to develop a growing capital market, the English Football Association (FA) published its '*Blueprint for the Future of Football*'² proposing a new

¹ An exception was the period between 1992 and 1995 when 22 clubs played in the Premier League

² A document of the English Football Association stating the creation of a new, better football league, the English Premiership

of *Football*² u kojem iznosi prijedlog za novu prvu diviziju poznatu kao Premier liga.

Najvažniji razlozi odvajanja Premiershipa od EFL-a bili su ekonomske prirode. Naime, Premiership je u novonastaloj situaciji vidio priliku za daljnji razvoj lige te je na sve načine pokušao iskoristiti komercijalne prilike toga razdoblja i rast tržišta. Jedan od razloga bilo je i nezadovoljstvo velikih klubova Premiershipa čiji je novac od prihoda često odlazio u manje, niželigaške klubove (VAMPLEW, 2017.). Mnoga poduzeća, koja su ujedno bili i sponzori lige, počeli su kupovati prava na imenovanje lige. S vremenom se naziv lige mijenjao ovisno o sponzorima pa je tako engleski Premiership jedno vrijeme nosio naziv *Carling*, zatim *Barclaycard* i na kraju *Barclays Premier League* po najvećem sponzoru banci *Barclays*. Ista situacija bila je i u engleskim kupovima.

METODOLOŠKI OKVIR ISTRAŽIVANJA

Metodologija rada temelji se na analizi recentne literature vezane uz različite društvene discipline. U ovom radu analiziraju se i dostupni izvori podataka o Premiershipu. Za odabir statističke baze postavljena su dva osnovna kriterija. Prema prvom kriteriju, statistički podaci moraju biti relevantni i ne stariji od pet godina (primjer ulaganja sponzora za dresove ili sklopljeni sponzorski ugovori). Prema drugom kriteriju, podaci korišteni u ovom radu oslanjaju se na istraživanje koje je proveo engleski Premiership ili agencije koje imaju odobrenje lige za provedbu i objavu podataka, čime je osigurana njihova pouzdanost. U navedenoj studiji slučaja autori su se stoga koristili statističkim podacima vezanima uz ekonomske pokazatelje (profit, sponzori, vrijednosti igrača i liga, ekonomski doprinos Premiershipa Ujedinjenom Kraljevstvu i sl.). Globaliziranost određene nogometne lige ne može se točno matematički izračunati jer ovisi o više različitih faktora, no u ovome radu izražavaju se kroz različite izvore financijskih prihoda te se dobivaju rezultati o globaliziranosti Premiershipa. Budući da je u svjetskoj ekonomiji nogomet važan, posebice u sektoru potrošnje i usluga za promociju

² Dokument Engleskog nogometnog saveza u kojem se navodi stvaranje nove, bolje nogometne lige, engleskog Premiershipa.

first division known as the Premier League.

The most important reasons for separating the Premiership from the EFL were the economic ones. Namely, the Premiership perceived an opportunity for further development of the League in the new situation and tried to take advantage of the commercial opportunities of that period and the growth of the market. In addition, one of the reasons was the dissatisfaction of the big Premiership clubs, whose money from the proceeds often went to smaller, lower league clubs (VAMPLEW, 2017). Numerous companies, also sponsors of the League, began to buy the rights to name the League. Over time, the name of the League changed depending on the sponsors, so the English Premiership was for a time called *Carling*, then *Barclaycard*, and finally *Barclays Premier League* after the largest sponsor Barclays Bank. The same situation was present in the English cups.

METHODOLOGICAL FRAMEWORK OF RESEARCH

The methodology of the work is based on the analysis of available literature related to geography and other social disciplines. In addition to the literature, the available data sources of the English Premiership are analysed in this paper. Two basic criteria were set for the selection of the statistical database. The first criterion is that the statistics must be relevant and not older than five years (an example of investing in sponsors for jerseys or concluded sponsorship agreements). Another criterion was that the data used in this paper are the result of research by the English Premiership or agencies that have league approval for the implementation and publication of data - thus ensuring their reliability. Therefore, in this case study the authors used statistics related to economic indicators (profits, sponsors, club values, contribution of Premiership to economy of United Kingdom), but also the social ones, such as changes in the fan base that are no longer just those from local communities, but from across Europe and the world.

The globalization of a particular football league cannot be calculated accurately as it depends on several different factors but will be expressed through various sources of financial income to obtain results on the globalization of the Premiership. Since football is important in the world economy, especially in

proizvoda, u ovome dijelu rada analizom sponzorskih ugovora prikazuje se prisutnost multinacionalnih tvrtki u Premiershipu. Proučavaju se podaci kako bi se uvidjelo koji su sektori/djelatnosti najprisutniji kao sponzori klubova Premiershipa i u kojim segmentima. Premiership na svojim internetskim stranicama navodi osam glavnih sponzora, ali to ne uključuje njihove međunarodne partnere i partnere iz Ujedinjenog Kraljevstva vezane uz prijenos utakmica.

Teorijski okvir istraživanja vezan je uz promjenu odnosno prerastanje lokalnog identiteta u širi kontekst globalnog na odabranom primjeru. Vremenski obuhvat istraživanja obuhvaća razdoblje od nastanka Premiershipa, odnosno od 1992. godine do danas (zadnji dostupni podaci su za 2022. godinu). Osnovni cilj rada je istražiti koji su globalizacijski procesi najviše pridonijeli promjeni iz lokalnog u globalni identitet engleskog Premiershipa. U radu se stoga obrađuje ekonomski i društveni aspekt globalizacije, čije komponente su međusobnim djelovanjem dovele do promjene identiteta lige.

OSVRT NA PRETHODNA ISTRAŽIVANJA U OKVIRU NEKIH DRUŠTVENIH ZNANOSTI

„Ako pokušamo podijeliti populaciju vezanu za područje sporta (aktivni sportaši, rekreativci, gledatelji sportskih događaja, konzumenti putem masovnih medija, treneri, suci, članovi sportskih organizacija, populacija koja drži kako sport zauzima neznatniji dio njihova života kada primjerice prate sportske vijesti, razgovaraju o sportskim temama na poslu ili u obitelji), vidjet ćemo kako je najmanje onih koji ni na koji način nisu uključeni u to područje. Sport je jedna od temeljnih društvenih institucija, neodvojiv od strukture društva i institucija obitelji, gospodarstva, medija, politike, obrazovanja, religije i sl., kao i sastavni dio svakodnevnog života ljudi širom svijeta“ (PERASOVIĆ, BARTOLUCCI, 2007.).

U Hrvatskoj su provedena mnoga istraživanja o nogometu odnosno sportu u širem društvenom smislu, pa se u ovom radu ističu samo neki od radova. O sociologiji sporta kao multiparadigmatskoj znanosti pisali su još 1997. godine Žugić i Delija. Oni govore o sociologiji sporta „kao posebnoj disciplini opće znanosti o društvu koja istražuje šport kao znanstve-

the sector of consumption and product promotion services, in this part of the paper, the analysis of sponsorship agreements will show the presence of multinational companies in the Premiership. The data will show which sectors of activity are most present as sponsors of Premiership clubs and in which segments. The Premiership lists eight major sponsors on its website. This does not include their international and UK match-related partners.

The theoretical framework of research is related to change or the transformation of local identity into the broader context of global identity in the chosen example. The time of the research covers the period from the creation of the Premiership, i.e., from 1992 until today (the latest available data are for 2020).

The paper's primary goal is to investigate which globalization processes have most influenced the change from the local to the global identity of the English Premiership. Therefore, the paper will deal with the already mentioned economic, political and social aspects of globalization, whose components have led to the change mentioned earlier in the identity of the League.

OVERVIEW OF PREVIOUS RESEARCH IN THE FRAMEWORK OF SELECTED SOCIAL SCIENCES

‘If we try to divide the population related to sports (active athletes, recreationists, sports spectators, consumers through mass media, coaches, judges, members of sports organizations, the population which holds that sports take up a minor part of their lives when, for example, they follow sports news, discuss sports topics at work or in the family), we will see that the fewest are those who are not involved in sport in any way. Sport is one of the basic social institutions, inseparable from the structure of society and institutions of the family, economy, media, politics, education, religion, etc., as well as an integral part of everyday life of people around the world’ (PERASOVIĆ, BARTOLUCCI, 2007).

In Croatia, the topic of football or sports in a broader social sense is quite researched, so in this paper, only some of the works will be highlighted. In the sociology of sports, Žugić and Delija wrote about the sociology of sports as a multiparadigmatic science back in 1997. They talk about the sociology of sport ‘as a special dis-

ni i globalni fenomen ali i specifičnu (subkulturnu) pojavu“. O sportu u hrvatskom kontekstu pisali su u svojem radu Perasović i Bartolucci, (2007), a njihovo istraživanje bavi se temom navijačkog ponašanja, nogometnog huliganizma i perspektivom sociologije sporta. Treba istaknuti Ozrena Bitija, autora suvremenijih istraživanja i većeg broja radova vezanih uz sport. On u jednom od svojih radova navodi da se lokalni identitet u sportu često veže uz naciju te postaje protuteža globalnom identitetu koji se veže uz globalizaciju. Biti u svojem članku „Lokalno i globalno u suvremenom sportu“ (2008.) ističe kako je suprotstavljanje lokalnog s globalnim samo dio kompleksnog svijeta sporta. Također moguće je suprotstaviti amaterizam i profesionalizam ili elitni sport i sport dostupan svima. Kao posljedicu lokalnog i globalnog odnosa vidi i pomicanje sporta s kulture pojedinca i zajednice, prisutne u prošlosti, do popularne kulture koju sport danas predstavlja.

S ekonomskog aspekta, o nogometu u svojem radu „Ekonomske aspekte velikih sportskih priredbi, primjer Europskog nogometnog prvenstva“ pišu Bartolucci i Škorić (2008.). U ovom su radu objašnjeni i prezentirani ekonomski aspekte velikih sportskih priredbi u svijetu s posebnim osvrtom na Europsko nogometno prvenstvo. Ističu da ekonomsku osnovu ovih priredbi čine marketinške mogućnosti na globalnom tržištu. Nogometom su se s ekonomskog aspekta bavili i Bajo i Primorac (2016.). U njihovoj analizi ističe se da „financijski rezultati i stvorene obveze ukazuju na činjenicu da je nogomet prerastao iz financijski manje važne društvene aktivnosti s očitim javnim koristima u ozbiljnu gospodarsku granu sa zastupljenijim privatnim interesima“. Prije nekoliko godina izdana je i knjiga autora Škaro i Stipetić (2016.) Sport u vremenu globalizacije, koja se, među ostalim, bavi ekonomijom sporta, točnije sportom kao gospodarskim faktorom, sportskim natjecanjima i upravljanjem.

S obzirom na to da je u ovom radu naglasak ipak na geografskom pristupu analizi promjene identiteta na primjeru nogometa, konkretno studiji slučaja Premiershipa, važno je dotaknuti se geografije sporta. Kao poddisciplina geografije, u Hrvatskoj geografija sporta još nije dovoljno istražena i prisutna. Od hrvatskih je geografa, definiciju geografije sporta dao S. Šterc (2015., 27): „Geografija sporta je znanstvena disciplina u društvenoj grani geograf-

cipline of general social science that explores sport as a scientific and global phenomenon and a specific (sub-cultural) phenomenon.’ Perasović and wrote about sport in the Croatian context, and their research explores the topic of fan behaviour, football hooliganism, and the perspective of the sociology of sports. Among more recent research, we should mention Ozren Biti, the author of several publications related to sports. In one of them, he states that local identity in sport is often linked to the nation and becomes a counterweight to the global identity associated with globalization. In his article ‘Local and Global in Contemporary Sport’ (2008), the author states that opposing the local with the global is only a part of the complex world of sports. It is also possible to oppose amateurism and professionalism or elite sports and sports available to all. As a consequence of the local and global relationship, he sees the shift of sport from the culture of the individual and the community immanent in the past to the popular culture that sport represents today.

From the economic aspect, Bartolucci and Škorić (2008) write about football in their paper ‘Economic aspects of major sporting events, an example of the European Football Championship.’ This paper explains and presents the economic aspects of major sporting events globally with reference to the European Football Championship. They point out that the economic basis of these events is marketing opportunities in the global market. Bajo and Primorac (2016) also wrote about football from an economic point of view. Their analysis points out that ‘financial results and created obligations indicate that football has grown from a financially less important social activity with obvious public benefits to a serious industry with more represented private interests. A few years ago, the book by Škaro and Stipetić (2016) ‘Sport in the Time of Globalization’ was published, which, among other things, deals with the economics of sports, more precisely, sports as an economic factor, sports competitions, and management.

In this paper, however, the emphasis will be on a geographical approach to the analysis of identity change in the example of football, specifically the Premiership case study, so it is crucial to consider the geography of the sport. As a subdiscipline of geography, the geography of sports has not yet been researched enough in Croatia. A Croatian geographer who provided the definition of the geogra-

skog znanstvenog polja, u okviru interdisciplinarnih znanstvenih područja, koja putem jedinstvenoga metodološkog sustava proučava, pojašnjava, planira i predviđa postojeće i nove odnose i odraze u geografskom prostoru (sadržaji, procesi, veze, odnosi i modeli; postojeći i/ili materijalizirani u novom obliku i na drugom mjestu na geografskoj površini), nastale prožimanjem prirodnih elemenata (faktora) i/ili društvenih faktora (elemenata) i sporta i sportskih zbivanja, s ciljem otkrivanja, objašnjavanja, postavljanja i predviđanja zakonitosti u procesu njihovog funkcioniranja, transformiranja, valoriziranja, nastajanja i nestajanja. “ Za razliku od Hrvatske, ova disciplina geografije u ostatku svijeta dosta je istražena i o njoj su napisani mnogi akademski radovi.

Interes za povezanost geografije i sporta prvi je pokazao američki geograf John Rooney koji je proučavao njihovu povezanost i međuodnos na prostoru SAD-a 60-ih godina 20. stoljeća (BALE, 2008.). Za europsko područje najvažniji doprinos geografiji sporta i istraživačkom radu dao je J. Bale, autor niza knjiga o povezanosti geografije i sporta, a neke od njih su: *Teaching Geography* i *Sports Geography*. Bale još 1981. ističe da svi današnji sportovi posjeduju prototipove i podrijetlo u vremenu i prostoru. Kao znanstvena disciplina društvene geografije, geografija sporta ima velik utjecaj na prostor i ljude koji borave u njemu. Geografija sporta postaje izrazito važna 1980-ih. Širenjem globalizacije, svijet se povezuje sve više što je uočljivo i u sportu. Svakako je bitno naglasiti kako je globalizacija utjecala na promjene koje su se dogodile u sportu, prostoru vezanom uz sport i stanovništvo.

Giulianotti i Robertson (2004.) u svojem članku *The globalization of football: a study in the glocalization of the ‘serious life’* navode pojam glocalizacije kao objašnjenje simbioze lokalnog i globalnog, prisutnog u modernom nogometu. Smatraju kako se glocalizacija u nogometu uvijek manifestirala kroz ekonomsko područje. Nogometni klubovi zadržavaju čvrste pravne, financijske i simboličke veze s gradovima i kulturom, dok istovremeno grade natjecateljski uspješna međunarodna tržišta. U radu se analiziraju različiti čimbenici koji pridonose stvaranju glocalizacije poput transnacionalne cirkulacije radne snage, robe, kapitala i informacija koji često podupiru nenaacionalne oblike kulturne posebnosti. Autori naglasak stavljaju na multinacionalne tvrtke kao pokazatelje

phy of sport is S. Šterc (2015, 27): ‘Geography of sport is a scientific discipline in the social branch of the geographical scientific field, within the interdisciplinary scientific area, which through a single methodological system studies, clarifies and plans existing and new relations and reflections in geographical space (contents, processes, connections, relations, and models; existing and/or materialized in a new form and elsewhere on the geographical surface), created by the permeation of natural elements (factors) and/or social factors elements) and sports and sporting events, with the aim of discovering, explaining, setting and predicting validity in the process of their functioning, transformation, valorisation, emergence and disappearance.’ Unlike Croatia, this discipline of geography has been widely researched in the rest of the world, and many academic papers have been written about it.

The first to show interest in the connection between geography and sports was the American geographer John Rooney, who studied their connection and interrelationship in the United States in the 1960s (BALE, 2008). The most significant contribution to the geography of sport and research in Europe was given by J. Bale, who published several books on interconnectivity between geography and sport, some of which are: ‘Teaching Geography’ and ‘Sports Geography’. Back in 1981 Bale pointed out that all today’s sports have prototypes and origins in time and space. As a scientific discipline of social geography, the geography of sports has a strong impact on space and the people who reside in that space. The geography of sports gained most of its importance in the 1980s. With the spread of globalization, the world is becoming more and more connected, and this phenomenon is noticeable in sports. It is undoubtedly important to emphasize how globalization affected the changes that have taken place in sport, sport-related areas, and the population.

In their article ‘The globalization of football: a study in the glocalization of “serious life”’, Giulianotti and Robertson (2004) mention the concept of glocalization as an explanation of the symbiosis of the local and the global present in modern football. They believe that glocalization in football has always manifested itself through the economic field. Football clubs maintain strong legal, financial, and symbolic links with cities and culture while at the same time building com-

funkcioniranja globalizacije. Unatoč svojoj globalnoj zastupljenosti, tvrtke se često koriste lokalnim simbolima i reklamama kako bi privukle određene potrošačke kulture. Na taj je način brendiranje proizvoda podložno značajnoj globalizaciji tržišta.

Navedenu temu, s naglaskom na međuodnos ekonomije i identiteta, pa djelomično primjenjivu i na ovo istraživanje, obrađuju Akerlof i Kranton (2000.) u jednom od svojih članaka (*Economics and identity*). Riječ je o tome kako identitet, čovjekova percepcija samog sebe utječe na ekonomske ishode.

EKONOMSKI ASPEKT GLOBALIZACIJE PREMIERSHIPA

Ekonomski aspekt globalizacije iznimno je važan za proučavanje utjecaja globalizacijskih procesa na Premiership. To se ne odnosi samo na transfer nogometnih igrača, već se provlači od vlasništva klubova do navijača. Budući da se globalizacijski procesi ne pojavljuju svugdje u isto vrijeme i na isti način, važno je odrediti razloge njihova nastanka te posljedice koje navedeni procesi imaju na prostor i ljude. Ekonomske promjene koje globalizacija donosi svakodnevno se odražavaju lokalno, nacionalno i u svjetskim razmjerima (BUDIMIR, 2010.).

Iako se globalizacija Premiershipa najčešće povezuje s prodajom medijskih prava na prijenos nogometnih utakmica, znatan broj autora globalizaciju Premiershipa povezuje s amerikanizacijom sporta. Teoriju o amerikanizaciji sporta možemo tumačiti kao tezu kulturnog imperijalizma u kojoj SAD učinkovito širi svoj utjecaj i kulturu na ostala društva (GIULIANOTTI, ROBERTSON, 2009.). Kulturna amerikanizacija tako prodiere u ostale regionalne, nacionalne i lokalne kulture najviše preko uspješnih američkih korporacija poput McDonald'sa, Disneyja, Nikea, Coca Cole i Microsofta. S obzirom na utjecaj SAD-a, može se reći kako amerikanizacija djeluje u dvije dimenzije: teška (engl. *hard*) i meka (engl. *soft*). Pod pojmom teške amerikanizacije smatra se uništavanje lokalnih kulturnih proizvoda i procesa te njihovo zamjenjivanje američkim alternativama poput restorana brze hrane. Meka amerikanizacija podrazumijeva svakidašnje američke utjecaje na lokalne proizvode i procese, a primjer toga je i navijanje (GIULIANOTTI, ROBERT-

petively successful international markets. The paper analyses various factors that contribute to the creation of glocalization, such as the transnational circulation of labour, goods, capital and information, which often support non-national forms of cultural identity. The authors see multinational companies as indicators of how glocalization works. Companies often use local symbols and advertisements to attract certain consumer cultures despite their global representation. In this way, product branding is subject to significant market glocalization. This topic, with the emphasis on the relationship between economics and identity is partly applicable to this research and is addressed by Akerlof and Kranton (2000) in one of their articles ('Economics and identity'). It is about how identity, one's perception of oneself, affects economic outcomes.

ECONOMIC ASPECT OF PREMIERSHIP GLOBALIZATION

The economic aspect of globalization is crucial for studying the impact of globalization processes on the Premiership. This does not only apply to the area of trade or transfer of football players but extends from the ownership of clubs to fans. Since globalization processes do not occur everywhere simultaneously and in the same way, it is important to determine the reasons for their occurrence and the consequences these processes have on space and people. The economic changes that globalization brings daily are reflected locally, nationally, and globally (BUDIMIR, 2010). This part of the paper will analyse the economic aspect of the globalization of the Premiership through selected segments.

Although the globalization of the Premiership is most often associated with the sale of media rights to broadcast football matches, many authors associate it with the Americanization of sports. The theory of the Americanization of sport can be interpreted as a thesis of cultural imperialism in which the United States effectively spreads its influence and culture to other societies (GIULIANOTTI, ROBERTSON, 2009). Cultural Americanization thus penetrates different regional, national and local cultures mainly through successful American corporations such as McDonald's, Disney, Nike, Coca Cola, and Microsoft. Given its impact, it can be said that Americanization operates in two dimensions: hard and soft. The notion of severe Americanization means the

SON, 2009.; WILLIAMS, HOPKINS, 2011.).

Amerikanizacija sporta, prema autorima, dovodi i do sve većeg ulaganja kapitala u pojedina gospodarstva. Posljedice toga ogledaju se i na području engleskog nogometa u velikoj prisutnosti stranoga kapitala odnosno vlasništva i njihova ulaganja u Premiership. U posljednjih nekoliko desetljeća sve je više stranog vlasništva u Premiershipu, najčešće kroz američke, kineske i bliskoistočne ulagače i vlasnike koji pridonose bogatstvu i popularnosti engleskih klubova u svijetu. Kina i SAD šire svoj utjecaj ne samo investirajući u europske klubove već pokušavaju razviti i vlastitu ligu ulažući u klubove u svojim državama (URL 9).

Osim stranog vlasništva, važan pokazatelj ekonomskog utjecaja globalizacije na Premiership je brendiranje lige kroz sponzore i proizvodnju klupskih proizvoda čija se uspješnost kasnije pokazuje u financijskim prihodima. Najvažniji sponzori Premiershipa su velike strane multinacionalne tvrtke prisutne u raznim djelatnostima poput prometa, turizma, ugostiteljstva i slično. Njihova prisutnost u ligi pokazuje koliko je Premiership zapravo komercijalna liga (MANOLI, 2018.).

Važan pokazatelj (ekonomske) globalizacije Premiershipa su i transferi nogometnih igrača. Transfere nogometnih igrača promatramo kao migracije ljudi koji odlaze na rad u druge države i tamo ostvaraju određene prihode. U transfere nogometnih igrača dijelom je uključena i Europska unija (EU). Zbog radnih dozvola, ovaj segment važan je za pružavanje međudržavne u koje igrači dolaze te svih ostalih koji čine ekonomsku mrežu kojom se kreće kapital dobiven od tih transfera. Ovdje treba spomenuti i pojavu Bosmanova pravila³ iz 1995. godine koje je omogućilo internacionalizaciju europskih nogometnih liga i koje je dalo novu dimenziju mobilnosti nogometaša. Bosmanovim pravilom EU je omogućio nogometašima uživanje iste slobode kao i ostalim radnicima (BULLOUGH I DR., 2016.).

³ Europski sud pravde 1995. godine donio je odluku o slobodnom kretanju za zaposlenike, odnosno slobodu od organizacija. Ovo pravilo je važno jer je omogućilo slobodno radno kretanje te se odnosilo i na transfere nogometaša. Odlukom su zabranjena ograničenja za strane igrače iz EU-a unutar nacionalnih liga i omogućeno je igračima iz EU-a da se na kraju ugovora presele u drugi klub bez plaćanja naknade za transfer. Ovo pravilo dobilo je ime po belgijskom nogometašu Jeanu Marcu Bosmanu koji je htio otići iz svojeg dotadašnjeg kluba RFC Liegea u Dunkerque.

destruction of local cultural products and processes and their replacement by American alternatives such as fast-food restaurants, which are increasingly present in all parts of the world. Soft Americanization implies everyday American influences on local products and processes, and cheering for sports is an example (GIULIANOTTI, ROBERTSON, 2009; WILLIAMS, HOPKINS, 2011).

According to the authors, the Americanization of sports has led to increased capital investment in certain economies. The consequences of this process are also visible in English football due to the significant presence of foreign capital or ownership and their investment in the Premiership. In the last few decades, foreign ownership in the Premiership has been increasingly present, most commonly through American, Chinese, and Middle Eastern investors and owners who contribute to the wealth and popularity of English clubs worldwide. China and the US are expanding their influence not only by investing in European clubs but are also trying to develop their own League by investing in clubs in their countries (URL 9).

In addition to foreign ownership, an essential indicator of the economic impact of globalization on the Premiership is the branding of the League through sponsorships and the production of club products - whose success is later seen in financial revenues. The most important sponsors of the Premiership are large foreign multinational companies that are present in various activities such as transport, tourism, catering, and the like. Their presence in the League shows how much the Premiership is, in its essence, a commercial league (MANOLI, 2018).

Transfers of football players are also an important indicator of the (economic) globalization of the Premiership. We observe transfers of football players as migrations of people who go to work in other countries and earn income there. The European Union (EU) is partly involved in football players' transfers. Due to work permits, this segment is vital for studying the interrelationships of the country to which players come and all other that make up the economic network through which the capital obtained from the mentioned transfers moves.

We should also mention the emergence of the Bosman ruling³, adopted in 1995, which enabled the inter-

³ In 1995, the European Court of Justice ruled on freedom of movement for employees, i.e. freedom from organizations. This ruling was important because it allowed free labour movement and also applied to football transfers. The decision banned

Nakon što im ugovor istekne, nogometaši su mogli odabrati bilo kojeg poslodavca, a da pri tome nisu morali platiti nikakvu transfernu pristojbu. Pravilo je s tehnološkim, društvenim i ekonomskim razvojem dovelo do većeg obujma nogometnih transfera 1990-ih (TAYLOR, 2007.).

U počecima transfera u Ujedinjenom Kraljevstvu glavnina transfernih kanala događala se unutar države. Tako su primjerice engleski klubovi s kraja 19. stoljeća uglavnom kupovali škotske i velške igrače. Situacija se počela mijenjati u 20. stoljeću kada se otvara novi migracijski kanal na relaciji južne Afrike i Ujedinjenog Kraljevstva. Broj stranih nogometaša s godinama se sve više povećavao što dovodi do zaključka kako su se migracijski kanali uvelike proširili te postali raznolikiji. Šest godina prije Svjetskog prvenstva u Francuskoj 1998. u engleskom Premiershipu bilo je 11 stranih nogometaša, dok se u sezoni nakon prvenstva taj broj povećao na 200 nogometaša iz čak 56 država (MAGUIRE, PEARTON, 2010.). Osim iz dijelova Ujedinjenog Kraljevstva, država *Commonwealtha*, Nizozemske i Skandinavije, bili su prisutni i igrači iz značajnijih i većih država poput Francuske, Njemačke, Španjolske i Italije.

Ovdje je važna i uloga EU-a prema čijim su zakonima nogometaši mogli nesmetano igrati u najpoznatijoj ligi svijeta. EU možemo gledati kao svojevrsnog agenta u globalnom upravljanju sportom koji održava pravila i norme koje ograničavaju ponašanje država koje u njemu sudjeluju. Unutar EU-a povezuju se nacionalne i europske institucije koje su također važan faktor kod transfera nogometaša. Europski socijalni dijalog pretpostavlja rasprave, konzultacije, pregovore i zajedničke ciljeve. Europski socijalni dijalog između poslodavaca (klubova) i zaposlenika (nogometaša) pokrenut je za profesionalni nogometni sektor 2008. godine, omogućujući rasprave, savjetovanja i pregovore o pitanjima vezanim za njihov rad. Komisija EU-a osigurala je važne resurse Europskom sektorskom odboru za socijalni dijalog za profesionalni nogomet i podržala njegove projekte i studije. Globalizacija Premiershipa dovela je do pojave inflacije troškova na tržištu transfera. Timovi iz najboljih liga povećavaju troškove transfera dovodeći najbolje igrače za do sada najveće vrijednosti u povijesti nogometa (URL 1). Taj se fenomen ogleda u rastu tržišta transfera profesionalnih nogometaša. Aktivnosti trgovanja igračima posljednjih

nationalization of European football leagues and gave a new dimension to the mobility of footballers. Under the Bosman ruling, the EU allowed footballers to enjoy the same freedom as other workers (BULLOUGH ET AL., 2016). After their contract expired, the footballers could choose any employer without having to pay any transfer fee. The ruling, along with technological, social, and economic developments, led to a greater volume of football transfers in the 1990s (TAYLOR, 2007). At the very beginning of transfers in the United Kingdom, most transfer channels were established within the United Kingdom. For example, English clubs from the late 19th century mainly bought Scottish and Welsh players. The situation began to change in the 20th century when a new migration channel opened between South Africa and the United Kingdom. The number of foreign footballers was increasing over the years, concluding that migration channels have greatly expanded and become more diverse. Six years before the 1998 World Cup in France, there were 11 foreign footballers in the English Premiership, while in the post-championship season, that number rose to 200 footballers from as many as 56 countries (MAGUIRE, PEARTON, 2010). Apart from parts of the United Kingdom, the Commonwealth, the Netherlands, and Scandinavia, players from major countries such as France, Germany, Spain, and Italy were also present.

The role of the EU is also important its law allowed footballers to play freely in the most famous league in the world. We can see the EU as a kind of agent in global sports governance that maintains rules and norms that limit mutual behaviour of the countries participating in it. Within the EU, national and European institutions are connected, which is also an important factor in the transfer of footballers. European social dialogue presupposes discussions, consultations, negotiations, and shared goals. The European Social Dialogue between employers (clubs) and employees (footballers) was launched for the professional football sector in 2008, enabling discussions, consultations, and negotiations on issues related to their work. The EU Commission provided important resources to the European Sectoral Social Dialogue Committee for Professional Football

restrictions on foreign EU players within national leagues and allowed EU players to move to another club at the end of the contract without paying a transfer fee. This ruling was named after the Belgian footballer Jean Marc Bosman who wanted to make transfer from his former club RFC Liege to Dunkerque.

su godina važna komponenta poslovnih modela klubova jer stjecanje ili prodaja talenata značajno utječu na njihovu financijsku održivost i uspjeh na terenu (URL 3). Naravno, veći i poznatiji klubovi privlače veći broj stranih igrača od manjih klubova (STOREY, 2011.). Također, što su igrači u klubu bolji, veća je vjerojatnost boljih sportskih rezultata što zauzvrat dovodi do povećanih financijskih prihoda. Na URL 2 navode se najvažnije sastavnice o kojima ovisi igračeva transferna vrijednost: njegove godine i nacionalnost, pozicija na kojoj igra, ugovor s trenutačnim nogometnim klubom, sportske igre (izvedbe), njegova vrijednost u medijima, izvedbe kluba u kojem igra te profil klubova koji su također zainteresirani za igrače. Na popisu 15 najvrjednijih nogometnih momčadi Premiership dominira s čak šest momčadi (Tab. 1.). Ta se vrijednost za nekoliko najbolje plaćenih igrača u Premiershipu, procjenjuje na oko 120 milijuna eura (URL 10).

I u vlasništvu nad nogometnim klubovima došlo je do važnih promjena. Slobodna i rastuća globalna ekonomija izrazito je važna zbog pokretljivosti ljudi i kapitala diljem svijeta. Stoga je jedna od glavnih promjena u okviru Premiershipa bilo povećanje inozemnog vlasništva i inozemnih ulagača u engleske klubove. Iz podataka se uočava kako Kina osim što ulaže u klubove iz Ujedinjenog Kra-

and supported its projects and studies. The globalization of the Premiership led to the emergence of cost inflation in the transfer market. Teams from the best leagues increase transfer costs by bringing the best players for the highest amounts in football history (URL 1). This phenomenon is reflected in the growth of the professional footballer transfer market. In recent years, player trading activities have become an essential component of clubs' business models as the acquisition or sale of talent significantly affects their financial sustainability and success (URL 3). Larger and more famous clubs attract more foreign players than smaller clubs (STOREY, 2011). In addition, the better the players in the club, the more likely they are to have better sports results, leading to increased financial income. The URL 2 lists the most important components on which a player's transfer value depends: his age and nationality, the position he plays, contract with the current football club, sports games (performances), his media value, the performances of the club he plays for and the profile of clubs which are interested in the player. In the list of the 16 most valuable football teams, the Premiership dominates with six teams (Tab. 1). This value for the several highest-paid players in the Premiership is estimated at around 120 million euros (URL 10).

When it comes to the ownership of football clubs, there have been significant changes. The emergence of

TABLICA 1. *Popis najvrjednijih europskih nogometnih klubova i prosječnih tržišnih vrijednosti igrača u 2019. godini*
TABLE 1 *List of the most valuable European football clubs and average player market values in 2019*

Klub / Club	Ukupna vrijednost kluba (mil. eura) / Total value of the club (million euros)	Prosječna vrijednost igrača (mil. eura) / Average player value (million euros)
1. Manchester City FC	1 182	49,3
2. FC Barcelona	1 111	48,3
3. Liverpool FC	1 038	47,2
4. Real Madrid CF	958	41,7
5. Paris Saint-Germain FC	906	39,4
6. Tottenham Hotspur FC	876	38,1
7. Manchester United FC	846	33,8
8. Chelsea FC	842	38,3
9. Atletico de Madrid	840	42,0
10. Juventus FC	788	34,3
11. FC Bayern München	749	37,5
12. Arsenal FC	624	27,1
13. FC Internazionale Milano	548	24,9
14. FC Milan	508	19,5
15. Borussia Dortmund	506	22,0

Izvor / Source: URL 2

ljevstva, ulaže i u španjolske, talijanske i francuske klubove, dok je SAD uglavnom zainteresiran za ulaganje u utjecajne i jake engleske klubove (poput Manchester Uniteda, Arsenala i Liverpoola). Inozemni vlasnici kapitala ne ulažu samo u klubove prve divizije, nerijetko su tu prisutni i klubovi druge engleske lige u kojima vide mogućnost ekonomskog dobitka promocijom kluba u prvu ligu.

Postoje različiti razlozi ulaganja i kupovanja engleskih klubova. Najčešći razlog je ekonomska dobit koja velikim dijelom proizlazi iz prodaje televizijskih prava. Tako vlasnici ili ulagači vrate uloženi novac u klub uz dodatne prihode. Status i reputacija engleskog Premiershipa ima veliku ulogu u ključnim inozemnim ulaganjima budući da je Premiership najpopularnija nogometna liga na svijetu. Premiership svojom tradicijom i globalnim utjecajem privlači najbogatije poduzetnike te im donosi dobru globalnu reputaciju i daljnje mogućnosti za ulaganja (MILWARD, 2012.). Vjerojatnije je da će

a free and growing global economy was important because of the mobility of people and capital around the world. Therefore, one of the main changes within the Premiership was the increase in foreign ownership and foreign investors in English clubs. The available data shows that in addition to investing in UK clubs, China is also investing in Spanish, Italian, and French clubs. At the same time, the US is primarily interested in investing in influential and strong English clubs such as Manchester United, Arsenal, and Liverpool (Tab. 2). Foreign owners of capital do not only invest in first division clubs, but there are often clubs of the second English League in which they see the possibility of economic gain by promoting the club to the first League.

There are various reasons for investing in and buying English clubs. The most common reason is economic gain, which largely stems from selling television rights. In this way, the owners or investors return the money invested in the club with additional income. The status and reputation of the English Premiership play a sig-

TABLICA 2. *Države podrijetla i strani vlasnici klubova Premiershipa u 2022. godini*
TABLE 2 *Countries of origin and foreign owners of Premiership clubs in 2022*

Klub / Club	Vlasnik / Owner	Država iz koje dolazi vlasnik / The country the owner comes from
Chelsea	Roman Abramovich	Rusija /Russia
Liverpool	John W. Henry, Tom Werner	SAD /USA
Manchester City	Mansour bin Zayed al Nahyan	UAE
Manchester United	Obitelj Glazer	SAD / USA
Tottenham Hotspur	Joe Lewis, Daniel Levy	Velika Britanija / United Kingdom
Arsenal	Stan Kroenke	SAD / USA
Everton	Farhad Moshiri, Ben Kenwright	Velika Britanija, Iran / United Kingdom, Iran
Wolverhampton Wanderers	Fosun	Kina / China
Leicester City	Obitelj Srivaddhanaprabha / The Srivaddhanaprabha family	Tajland / Thailand
Brighton and Hove Albion	Tony Bloom	Velika Britanija / United Kingdom
Brentford	Matthew Benham	Velika Britanija / United Kingdom
West Ham United	David Sullivan, David Gold	Velika Britanija / United Kingdom
Aston Villa	Nassef Sawiris, Wes Ends	Egipat, SAD / Egypt, USA
Crystal Palace	Steve Parish, Joshua Harris, David S. Blitzer	Velika Britanija, SAD / United Kingdom, USA
Watford	Gino Pozzo	Italija / Italy
Leeds United	Andrea Radrizanni, 49ers Enterprises	Italija, SAD / Italy, USA
Southampton	Dragan Šolak	Srbija / Serbia
Burnley	ALK Capital	SAD / USA
Newcastle United	Public Investment Fond	Saudijska Arabija / Saudi Arabia
Norwich City	Delia Smith, Michael Wynn-Jones, Michael Fougler	Velika Britanija / United Kingdom

Izvor / Source: URL 10

bogatiji i veći gradovi privuču više međunarodnih ulaganja nego manja (provincijska) urbana područja s obzirom na to da spomenuti gradovi pružaju bolje mogućnosti razvoja nogometnih klubova te tako stvaraju globalno prepoznatljivije klubove. Tako su primjerice klubovi sa sjedištem u Londonu privlačniji za ulaganje od klubova u drugim gradovima Ujedinjenog Kraljevstva (MILLWARD, 2012.). Također mnogi inozemni ulagači traže klubove s transnacionalnim profilom te bogatom i velikom bazom navijača u svijetu koja će im donijeti velike financijske prihode (LEE LUDVIGSEN, 2019.). U sezoni 2020./2021. samo je sedam od 20 klubova Premiershipa bilo u vlasništvu pojedinca ili tvrtke sa sjedištem u Ujedinjenom Kraljevstvu (URL 7). U taj ukupni udio ulazi i *Crystal Palace* čije se vlasništvo sastoji od američkih i britanskih vlasnika.

Strana vlasništva izazvala su brojne zabrinutosti. Yuan Bi sugerira da je glavni razlog za negativne reakcije lokalnih navijača na strane vlasnike loše upravljanje, ali također otkriva da su klupska tradicija i učinak momčadi na terenu čimbenici koji mogu stvoriti negativne reakcije (LEE LUDVIGSEN, 2017.). Kako piše Jones, mnogi navijači bili su zabrinuti zbog nedostatka lokalnog fokusa i traže oblik vlasništva gdje navijači kontroliraju klub (LEE LUDVIGSEN, 2017.). Dogodili su se prosvjedi među navijačima Blackburna, Liverpoola i Manchester Uniteda. Najviše pozitivnih reakcija na „strane vlasnike“ je u Chelseaju i Manchester Cityju. Reakcija na inozemne vlasnike je mješovita. U Chelseaju i Manchester Cityju, inozemni vlasnici bili su sastavni dio težnje klubova za transnacionalnim statusom, dok su inozemni vlasnici u Liverpoolu i Manchester Unitedu glavni uzrok za financijsku situaciju klubova, koja ih je u nekim slučajevima natjerala na prodaju ključnih igrača, u svrhu otplate duga i kamata. U skladu s tim, golemo investicija i uspjeh na terenu izazvat će pozitivan odgovor, kao što se vidi u Chelseaju i Manchesteru Cityju. U Blackburnu i Manchester Unitedu „umjereno ulaganje“ i neznatna promjena u uspjehu na terenu izazvala je negativne reakcije (LEE LUDVIGSEN, 2017.). U nekim je slučajevima prodor „stranih“ vlasnika doveo do golemih sportskih uspjeha (kao u slučajevima Chelseaja i Manchester Cityja). Dok su se navijači i lokalne zajednice aktivno opirali i čak prosvjedovali protiv

nificant role in key foreign investments as the Premiership is the most popular football league in the world. With its tradition and global influence, the Premiership attracts the richest entrepreneurs and brings them a good global reputation and further investment opportunities (MILLWARD, 2012). Richer and larger cities are more likely to attract more international investment than smaller (provincial) urban areas. These cities provide better opportunities for developing football clubs and thus create more globally recognizable clubs. Therefore, for example, clubs based in London are more attractive for investment than clubs in other cities in the United Kingdom (MILLWARD, 2012). In addition, many foreign investors are looking for clubs with a transnational profile and a rich and large fan base in the world that will bring them large financial returns (LEE LUDVIGSEN, 2019). In the 2020/2021 season only 7 of the 20 Premiership clubs were owned by an individual or company based in the United Kingdom (URL 7). This total share also includes Crystal Palace, whose owners are American and British.

Foreign ownership has raised numerous concerns. Yuan Bi suggests that the main reason for the negative reactions of local fans to foreign owners is poor management, but also reveals that the club's tradition and the performance of the team on the pitch are factors that can create negative reactions. As Jones writes, many fans were concerned about the lack of local focus and are looking for a profile of ownership where the fans control the club. There were protests among fans of Blackburn, Liverpool and Manchester United. Positive reactions to 'foreign owners' exist mostly in Chelsea and Manchester City. The reaction to the foreign owners is mixed. In Chelsea and Manchester City, foreign owners have been an integral part of the clubs' quest for transnational status, while in Liverpool and Manchester United, foreign owners are the main cause of the clubs' financial situation, which in some cases has forced them to sell key players, in order to pay off debt and interest. Accordingly, massive investment and success on the pitch will elicit a positive response, as seen at Chelsea and Manchester City. In Blackburn and Manchester United, 'moderate investment' and insignificant change in success on the field caused negative reactions (LEE LUDVIGSEN, 2017). In some cases, the appearance of 'foreign' owners has led to huge sporting successes (as in the cases of Chelsea and Manchester City). While fans and local communities actively resist-

drugih vlasnika (tj. Manchester United, Liverpool prvi niz američkih vlasnika i Blackburn Rovers). Kao što je navedeno, prekomorska vlasništva, kao posljedica globalizacije i komercijalizacije EPL-a, karakteristična su značajka EPL-a. U vrijeme pisanja (listopad 2021.), konzorcij koji se sastoji od PCP Capital Partnersa, Reuben Brothersa i Fonda za javna ulaganja Saudijske Arabije dovršio je svoje preuzimanje Newcastle Uniteda u ugovoru vrijednom 300 milijuna funti (PARNELL I DR., 2022.). Da bi se поближе objasnilo i shvatilo ekonomsko značenje Premiershipa u odnosu na druge nogometne lige u Europi (francusku, njemačku, španjolsku i talijansku), potrebno je provesti usporedbu u njihovoj tržišnoj vrijednosti.

Ostale konkurentne europske nogometne lige uvelike zaostaju za vodećim Premiershipom. Privlačnost sponzora izrazito je važan pokazatelj globaliziranosti i atraktivnosti lige zato što rezultira velikim prihodima. U ovome slučaju može se tvrditi da je Premiership zbog svoje atraktivnosti, popularnosti i tradicionalnosti, poželjniji za ulaganje od ostalih europskih liga što kasnije dovodi do većih financijskih prihoda (LONČAR, ŠPEHAR, 2021.). Također, da bismo bolje razumjeli ekonomsku snagu Premiershipa, potrebno je uzeti u obzir financijski utjecaj Premiershipa na britansko gospodarstvo i društvo, čak i kroz pandemiju COVID-a koja je onemogućila igranje nogometnih utakmica. Analiza otkriva da je Premier liga pridonijela sa 7,6 milijardi funti britanskom gospodarstvu tijekom sezone 2019./2020., a gospodarska aktivnost klubova porasla je za 840 % od sezone 1998./1999. Liga i njezini klubovi su u 2019./2020. uplatili u državnu blagajnu ukupan porezni doprinos od 3,6 milijardi funti, od čega su 1,4 milijarde funti uplatili igrači Premier lige. Ukupni porezni doprinos koji uplaćuju klubovi porastao je za 3,1 milijardu funti

ed and even protested other owners (i.e., Manchester United, Liverpool's first string of American owners and Blackburn Rovers). As mentioned, overseas ownership, because of the globalization and commercialization of EPL, is a characteristic feature of EPL. At the time of writing (October 2021), a consortium comprising PCP Capital Partners, Reuben Brothers and Saudi Arabia's Public Investment Fund has completed its takeover of Newcastle United with a £300m deal (PARNELL ET AL., 2022). To further clarify and understand the economic significance of the Premiership to other football leagues in Europe (French, German, Spanish and Italian), it is necessary to compare their value (Tab. 3).

According to data, other competing European football leagues lag far behind the leading Premiership. The attractiveness of sponsors is an extremely important indicator of the globalization and attractiveness of the League as it results in high revenues. In this case, it can be argued that the Premiership, due to its attractiveness, popularity, and tradition, is more desirable for investment than other European leagues, which later leads to higher income (LONČAR, ŠPEHAR, 2021). Moreover, for a better understanding of the economic strength of the Premiership, it is necessary to consider the financial influence of the Premiership on the UK economy and society, even during the COVID pandemic, which disrupted the usual football matches. The analysis reveals that Premier League football contributed 7.6 billion pounds to the UK economy during the 2019/2020 season. Clubs' economic activity has grown by 840% since the 1998/1999 season. The League and its clubs generated a total tax contribution of 3.6 billion pounds to the UK Exchequer in 2019/2020, 1.4 billion pounds of which was accounted for by Premier League players. The total taxes paid by clubs has increased by 3.1 billion pounds since 1998/1999. The League and clubs have also delivered substantial employment growth over a prolonged period of time, with 94,000

TABLICA 3. *Tržišna vrijednost liga 2020. godine*
TABLE 3 *The market value of the league in 2020*

Liga / League	Vrijednost lige (mlrd. eura) / League value (billion euros)
Premiership	8,93
Serie A	5,10
La Liga	5,05
Bundesliga	4,53
Ligue 1	3,44

Izvor / Source: URL 9

od 1998./1999. Klubovi i liga u cijelosti ostvarili su značajan rast zaposlenosti tijekom duljeg razdoblja, pri čemu je otvoreno 94 000 radnih mjesta diljem Ujedinjenog Kraljevstva. Broj poslova vezanih uz klubove porastao je s 11 000 u 1998./1999. na više od 87 000 u razdoblju 2019./2020., što je porast od 650 %. Liga je također pružila solidarne isplate za 138 klubova EFL i Nacionalne lige, s ukupno 455 milijuna funti. Ukupni ekonomski doprinos Premier lige ostaje jednak razinama prije pandemije i iznosu ostvarenom u 2016./2017., unatoč procijenjenim gubicima od 1,3 milijarde funti u prihodima od prijenosa i utakmica tijekom sezona 2019./2020. i 2020./2021.

Gospodarski doprinos Lige prisutan je u cijelom Ujedinjenom Kraljevstvu jer je svaku od devet velikih regija predstavljao bar jedan klub iz Premier lige. Izvan Londona ostvareno je čak 72 % ekonomske aktivnosti u razdoblju 2019./2020. U istom razdoblju nogometni klubovi Premiershpa stvorili su čak 21 000 radnih mjesta te ostvarili 2,1 milijardu dolara bruto dodane vrijednosti na SZ Engleske te u samom Londonu (URL 5).

Premier liga, dakle, stoji financijski neusporedivo bolje u usporedbi s drugim engleskim ligama kao što su Championship te Liga 1 (League 1) i Liga 2 (League 2). Kakva su njihov financijska ostvarenja pokazuju podaci za sezonu 2018./2019. odnosno 2019./2020. Dok je Championship u sezoni 2018./2019. ostvario 839 milijuna funti, u idućoj sezoni ostvaren je pad prihoda na 813 milijuna. Liga 1 ostvarila je znatno lošije prihode, od samo 198 odnosno 166 milijuna funti u sezoni 2019./2020., a još manje prihode ima Liga 2. Liga 2 je u prvoj sezoni imala prihod od 96 milijuna, da bi u idućoj imala porast prihoda i dobit od 98 milijuna funti (URL 11). Ovim podacima dokazano je da je financijska prevlast Premierlige neupitna.

KORPORACIJE I SPONZORI KAO PROMOTORI I NOSIOCI GLOBALIZIRANOSTI NOGOMETA

Europski nogomet kao najpopularniji sport na svijetu privlači mase navijača na stadione ili pred TV. Zbog toga se, kako je utvrđeno, na nogomet u novije vrijeme gleda kao na unosan posao. Svaki

jobs supported across the UK. The number of club-related jobs has increased from 11,000 in 1998/1999 to more than 87,000 in 2019/2020, which is a 650% increase. The League also provided solidarity and parachute payments to 138 EFL and National League clubs, with a total of 455 million pounds. Premier League's total economic contribution remains equal to pre-pandemic levels and the amount generated in 2016/2017 despite an estimated 1.3 billion pound loss in broadcast and matchday revenues during seasons 2019/2020 and 2020/2021.

The economic contribution of the League is present throughout the United Kingdom as each of the nine major regions was represented by at least one Premier League club. As much as 72% of economic activity in the period 2019/2020 is outside of London. In the same period, Premiership football clubs created as many as 21,000 jobs and generated 2.1 billion dollars of gross added value in the NW of England and in London itself (URL 5).

The Premier League, therefore, stands financially incomparably much better in juxtaposition to other English leagues such as the Championship, League 1 and League 2. The data for the 2018/2019 and 2019/2020 season respectively show their financial state. While the Championship generated 839 million pounds in the 2018/2019 season, the revenue dropped to 813 million in the following season. League 1 achieved significantly less revenues, only 198 million pounds in 2018/2019 and 166 million pounds in the 2019/2020 season. League 2 had an even lower income. League 2 had an income of 96 million in the first season, only to have a profit of 98 million pounds in the following season (URL 11). These data prove that the financial supremacy of the Premier League is unquestionable.

CORPORATIONS AND SPONSORS AS PROMOTERS AND BEARERS OF FOOTBALL GLOBALIZATION

European football is the most popular sport globally, attracting large numbers of fans to stadiums or in front of the TV. Therefore, as already established, football has recently been seen as a lucrative business. Every football club needs the financial resources it uses to develop the club - money is required to sign

nogometni klub ima potrebu za financijskim sredstvima kojima se koristi za razvoj kluba – novac je potreban za dovođenje novih i boljih igrača, trenera, ulaganje u infrastrukturu i slično. S obzirom na to, nogometnim klubovima je u interesu steći što veće prihode od prijenosa utakmica, sudjelovanja u natjecanjima, prodaje ulaznica i robe. Navedeni načini zarade ostvaruju visoku dobit, međutim klubovima je najvažnije privući najveće sponzore koji im omogućuju stvaranje dodatnih prihoda. Pitanje sportskih sponzora i njihove učinkovitosti počelo se istraživati već 1990-ih. Prema Jensenu (2015.), sponzorstvo je obostrano korisna suradnja dviju ili više tvrtki u kojoj svaka tvrtka ima svoje komercijalne ciljeve. Svaki nogometni klub ima nekoliko sponzora: sponzor opreme, sponzor dresa i mnoštvo manjih sponzora (NAIDENOVA I DR., 2016.). Sponzorstvo je u ovome slučaju oblik razmjene usluga pri čemu obje strane pokušavaju ostvariti svoje vlastite ciljeve, a to su prihod i prilika za reklamno oglašavanje. Mnogobrojne su prednosti sponzoriranja nogometnih klubova koje uključuju prevladavanje kulturnih barijera, uspostavljanje odnosa s medijskim korporacijama, uključivanje u zajednicu, povećanje svijesti o brendu koji promoviraju, prepoznatljivost i stvaranje pozitivne slike o brendu, širenje na nova tržišta, povećavanje prodaje kroz vjernost kluba, zapošljavanje osoblja itd. Tako je i sa sponzoriranjem klubova Premiershipa. No i dalje se kao primarni cilj sponzorstva ističe povećanje svijesti o postojanosti tvrtke te mogućnost privlačenja novih dioničara, iz čega se može zaključiti kako je glavni razlog sponzorstva isključivo financijski. Sponzori plaćaju sportskim klubovima ili za sportske događaje, promociju njihovih proizvoda i usluga te očekuju povrat svojih ulaganja. Zbog toga svaki nogometni klub potpisuje ugovore s različitim sponzorima u vrijednosti više milijuna funti (URL 6). Većina takvih sponzorskih ugovora sklopljena je s lokalnim i internacionalnim tvrtkama te im je glavno obilježje obostrano partnerstvo između kluba i sponzora od kojeg obje strane imaju koristi (NAIDENOVA I DR., 2016.). Također sponzori se često koriste najvećim klupskim zvijezdama za reklamiranje njihovih proizvoda kako bi potaknuli mase na kupnju proizvoda.

Korist od sponzorstva imaju ponajprije nogometni klubovi. Na stranicama URL 3 iznosi se podatak kako se zbog sponzorstva aviokompanija *Eti-had* i *Fly Emirates* iz Ujedinjenih Arapskih Emirata

new and better players and coaches and invest in infrastructure. Given this, it is in the interest of football clubs to earn as much revenue as possible from broadcasting matches, participating in competitions, and selling tickets and goods. All of the above ways of earning money make high profits, but the most important thing for clubs is to attract the biggest sponsors that allow them to generate an additional income. The issue of sports sponsors and their effectiveness began to be explored as early as the 1990s. According to Jensen (2015), sponsorship can be defined as mutually beneficial cooperation between two or more companies in which each company has its own commercial goals. Each football club uses several sponsors: a sponsor of equipment, a sponsor of a jersey and a multitude of smaller sponsors (NAIDENOVA ET AL., 2016).

Sponsorship in this case is a form of exchange of services between the sponsor and the football club in which the sponsor has invested, where both parties are trying to achieve their own goals, which are income and opportunity for advertising. There are many benefits to sponsoring football clubs that include overcoming cultural barriers, building relationships with media corporations, engaging in the community, raising awareness of the brand they promote, recognizing and creating a positive brand image, expanding into new markets, increasing sales through club loyalty, hiring staff, etc. Accordingly, the benefits of sponsoring a football club, in this case of Premiership clubs, are numerous. However, the primary goal of sponsorship is still to increase awareness of the company's sustainability and the possibility of attracting new shareholders. It can be concluded that the main reason for sponsorship is purely financial.

Sponsors pay sports clubs or sporting events to promote their products and services and expect a return on their investment. That's why every football club signs contracts with different sponsors worth millions of pounds (URL 6). Most such sponsorship agreements have been concluded with local and international companies, and their main feature is the partnership between the club and the sponsor from which both parties benefit (NAIDENOVA ET AL., 2016). In addition, sponsors often use the biggest club stars for advertising their products to encourage masses of people to buy the product.

Football clubs also benefit from sponsorship. The

među populacijom povećala zainteresiranost za nogomet, točnije za Premiership. Arsenal je 2005. godine s Emiratesom ostvario sponzorstvo za stadion i dresove u vrijednosti 100 milijuna funti. Kako se zbog prijenosa utakmica povećao udio globalne publike, prihodi od prodaje dresova su se povećali sa 100 milijuna funti u sezoni 2010./2011., na 226 milijuna funti u sezoni 2016./2017. Prodajom dresova i različitih proizvoda povezanih s klubom tzv. *merchandising*, klubovi i dalje bilježe velike financijske prihode (VAMPLEW, 2017.). U skladu s navedenim, može se zaključiti kako je nogomet plodno tlo za sponzorstvo s obzirom na to da ima masovnu međunarodnu publiku, snažan utjecaj te je prisutan u svim dijelovima društva i ekonomije (Tab. 4.). Sponzorstvo ima sve veću ulogu pri ulasku na inozemna tržišta i omogućuje bolju prepoznatljivost sadržaja koji reklamira, kao i same korporacije. Zbog toga se sponzori mogu smatrati svojevrsnim „alatom“ koji oblikuje i promovira sliku o nogometnom klubu na razvijenim i nerazvijenim tržištima (URL 3).

U novije vrijeme u kojem je sport obilježen velikom količinom novca i kretanjima kapitala, sponzorstva multinacionalnih tvrtki postaje značajnije nego prije. Posljednjih godina svjedoci smo sklapanja višemilijunskih ugovora između multinacionalnih tvrtki i nogometnih klubova. Za razliku od današnjih suradnji, suradnje iz prošlosti uglavnom su temeljene na reklamama za dresove pa su tako primjerice imena multinacionalnih tvrtki na cijeloj opremi nogometaša nekog kluba, njihovim proizvodima koje kasnije plasiraju na tržište, a sve je češća i pojava prodaje imena stadiona multinacionalnim tvrtkama. U ovom slučaju multinacionalne tvrtke uzimaju nogometne klubove, igrače i njihov stožer za promociju svojih proizvoda: sponzorski ugovori s dobavljačima sportske opreme (npr. Nike, Adidas, Puma), ugovori o prijevozu s automobilskim ili zrakoplovnim tvrtkama (npr. Audi, Fly Emirates, Etihad, Chevrolet) te ugovori s komunikacijskim i elektroničkim tvrtkama (npr. Samsung, Vodaphone, Phillips), što donosi obostrane prihode kako nogometnim klubovima tako i navedenim tvrtkama.

Svaki sponzor ima svoju ulogu te je izrazito važan samo za određeno područje. Primjeri za to su: Nike kao glavni sponzor za sve lopte u Premiershi-

URL 3 states that due to the sponsorship of the airlines Etihad and Fly Emirates from the United Arab Emirates, the interest in football, more precisely the Premiership, has increased. In 2005, Arsenal signed a sponsorship deal with the Emirates worth £100 million related to the stadium and jerseys. As the share of the global audience increased due to the broadcast, the revenue from the sale of jerseys increased from £100 million in the 2010/2011 season to £226 million in the 2016/2017 season. By selling jerseys and various products related to the club, the so-called merchandising, clubs continue to record high financial revenues (VAMPLEW, 2017). All the above shows that football is a fertile ground for sponsorship as it has a massive international audience and strong influence and is present in all parts of society. Sponsorship has an increasing role in entering foreign markets and enables better recognition of the content it advertises and corporations themselves. Therefore, sponsors can be considered a kind of ‘tool’ that shapes and promotes the image of the football club in developed and underdeveloped markets (URL 3) (Tab. 4).

In recent times in which sport is marked by large amounts of money and capital movements, the sponsorship of multinational companies is becoming more significant than before. In recent years, we have witnessed the conclusion of multimillion-dollar contracts between multinational companies and football clubs. Unlike today, collaborations from the past are primarily based on jersey ads for example, the names of multinational companies are present on all equipment of a club's footballers, their products that are later marketed, and the sale of stadium names to multinationals is becoming more common as well. In this case, multinational companies use football clubs, players, and their headquarters to promote their products: sponsorship agreements with suppliers of sports equipment (Nike, Adidas, Puma ...), transportation agreements with automobile or airline companies (Audi, Fly Emirates, Etihad or Chevrolet for example) and contracts with communications and electronics companies (Samsung, Vodaphone, Phillips ...), which brings mutual revenue to both football clubs and multinational companies.

Each sponsor has a role and is extremely important only for a specific area. Examples are: Nike as the primary sponsor for all footballs in the Premiership, Coca Cola as the primary sponsor for beverages,

TABLICA 4. Brendovi koji mogu imati koristi od sponzorstva u Premier ligi
TABLE 4 Brands that can benefit from Premier League sponsorship

Potrošačko ponašanje / Consumer behavior	Rezultat / Result	Preporučena kategorija / Recommended category
Kupnja sportske opreme od trgovaca na malo /Purchase of sporting goods from a retailer	91	Sportska oprema i trgovci na malo / Sporting goods and retailers
Kupnja sportskih pića / Purchase of a sport drink	90	Sportska pića / Sport drinks
Kupnja odjeće visokih performansi / Purchase of high-performance apparel	82	Odjeća visokih performansi / High-performance apparel
Namjera konzultiranja s investicijskim savjetnikom / Intention to consult an investment advisor	78	Investicijske/financijske institucije / Investments/financial institutions
Kupnja pametnih zvučnika / Purchase of a smart speaker	76	Pametni zvučnici / Smart speakers
Kupnja piva /Purchase of beer	76	Pivo / Beer
Odigrane videoigrice / Played video games	76	Videoigre / Video games
Posjet teretanama / Visited gym	75	Teretane / Gym
Kupnja slušalice / Purchased headphones	74	Slušalice / Headphones
Namjera za prijave za dobivanje kreditne kartice / Intention to apply for a credit card	74	Kreditne kartice / Credit cards
Kupnja energetske napitaka / Purchase of an energy drink	73	Energetska pića / Energy drinks
Kupnja potrošačke elektronike / Purchase of a consumer electronic device	72	Potrošačka elektronika / Consumer electronics
Namjera leasinga ili kupnje vozila / Intention to purchase or lease a vehicle	72	Automobili / Automotive
Kupnja kućanskih aparata / Purchase of a home appliance	71	Kućni uređaji / Home appliances
Naručivanje hrane dostavom / Ordering food from a delivery service	71	Usluge dostave hrane / Food delivery services

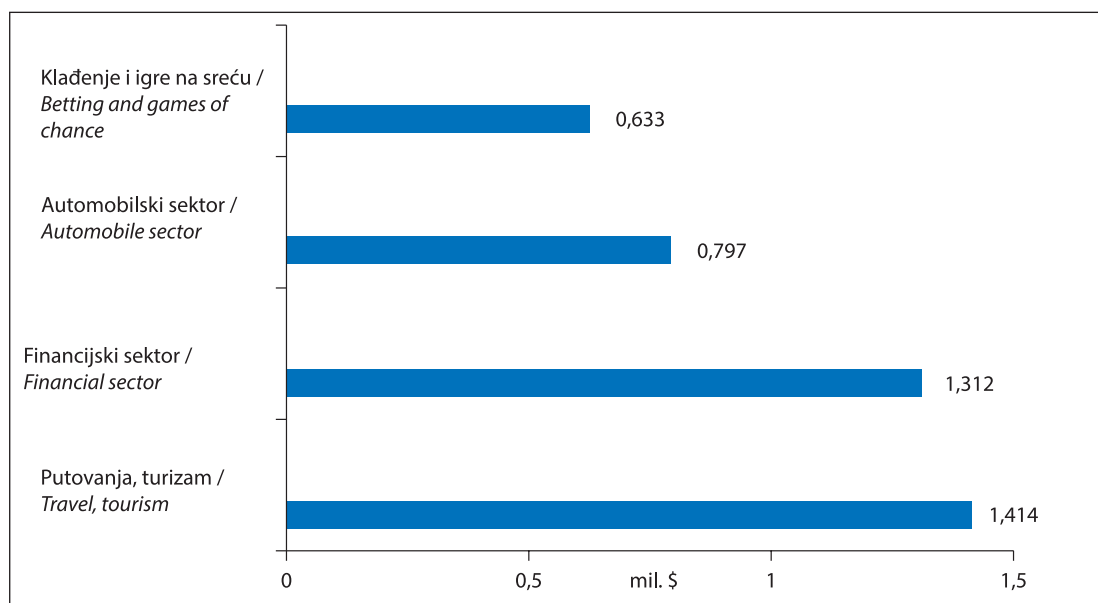
Izvor / Source: URL 7

pu, Coca Cola kao glavni sponzor za napitke, Barclays kao glavni sponzor za financijska poslovanja, Budweiser kao glavni sponzor za pivo i slično (URL 8). Prošle sezone opremu (engl. *kit*) klubova Premiershipa sponzorira sedam različitih brendova, što je u odnosu na prethodnu sezonu jedan brend manje. Adidas je glavni sponzor opreme u čak sedam klubova⁴, a prate ga Nike i Puma. Kao sponzori opreme prisutni su i brendovi Umbro, Kappa i Hummel. Zbog svoje vidljivosti i prisutnosti sponzori na dresovima nogometnih klubova privlače najviše interesa. U posljednjih pet godina u Premiershipu, multinacionalne tvrtke s područja turizma, putovanja i smještaja te automobilske industrije poduzele su značajne korake i uložile veliku svotu novca kako bi bile na dresovima mnogih klubova (Sl. 1.). Na taj

⁴ Adidas je glavni sponzor opreme sedam klubova Premiershipa: Arsenal, Leicester City, Manchester United, Sheffield United, Wolverhampton United, Fulham i Leeds United.

Barclays as the main sponsor for financial operations, Budweiser as the primary sponsor for beer, and similar (URL 8). This season, the equipment (or kit) of Premiership clubs is sponsored by seven different brands, one brand less than the previous season. Adidas is the main sponsor of equipment in seven clubs,⁴ followed by Nike and Puma. The brands Umbro, Kappa, and Hummel are also sponsoring the equipment. Due to their visibility and presence, sponsors of the jerseys of football clubs attract most interest. In the last five years in the Premiership, multinational companies in the tourism, travel, and accommodation, and automotive industries have taken significant steps and invested a large sum of money in being present on the jerseys of many clubs (Fig. 1). In this way, they took over the sponsorship of leading finan-

⁴ Adidas is the main equipment sponsor for 7 Premiership clubs: Arsenal, Leicester City, Manchester United, Sheffield United, Wolverhampton United, Fulham and Leeds United.



SLIKA 1. Ukupna ulaganja sponzora za dresove u top šest europskih liga u razdoblju od 2008. do 2017. godine
 FIGURE 1 Total investments of shirt sponsors in the top six European leagues in the period from 2008 to 2017

Izvor / Source: URL 3

su način preuzele sponzorstvo od do tada vodećih financijskih djelatnosti (URL 4).

U sezoni 2020./2021. situacija je nešto drugačija s obzirom na to da prevladavaju sponzori iz područja kockanja i igara na sreću čije tvrtke također imaju velike prihode. Važno je spomenuti kako dva od tri moguća kluba⁵ promovirana u Premiership također na dresovima imaju sponzore iz spomenute djelatnosti te se zbog toga njihov udio znatno povećao. Što se tiče sponzora na rukavima dresova, iako je klubovima ponuđena ta mogućnost, u prošloj sezoni nisu svi imali sponzora na rukavima. U pitanju su samo tri kluba (Everton, Fulham i Tottenham Hotspur) dok ostali klubovi imaju sponzore iz različitih gospodarskih djelatnosti. Burnley i Sheffield United jedina su dva kluba koja imaju iste sponzore i na dresovima i na rukavima. U ovom slučaju to su *LoveBet* za Burnley i *USG* za Sheffield United. Kod ostalih klubova situacija je raznolika, a sponzori su od turizma do automobilske industrije, financija i slično (URL 6). Iz navedenih podataka može se zaključiti kako zastupljenost pojedinih sponzora ovisi o nogometnim klubovima koji igraju u trenutačnoj sezoni Premiershipa (Tab. 5.).

Osim SAD-a, najprisutniji sponzori dolaze iz bliskoistočnih država te su uglavnom vezani uz avio-

cial activities at the time (URL 4).

The situation is somewhat different for the 2020/2021 season, as the sector of lottery games and gambling sponsors, whose companies also have high revenues, predominate. It is important to mention that two of the three possible clubs⁵ promoted to the Premiership also have sponsors from the already mentioned sectors on their jerseys, which is why their share has increased significantly.

As for the sponsors on the sleeves of the jerseys, although they were offered that option, not all clubs had sponsors on the sleeves last season. There are only three clubs in question (Everton, Fulham, and Tottenham Hotspur), while the other clubs have sponsors from different economic sectors. Burnley and Sheffield United are the only two clubs with the same sponsors on both jerseys and sleeves. In this case, it is *LoveBet* for Burnley and *USG* for Sheffield United. In other clubs, the situation is diverse, and there are sponsors from tourism to the automotive industry, finance, and the like (URL 6). It can be concluded from the data above that the representation of individual sponsors depends on the football clubs that play in the current season of the Premiership (Tab. 5).

Apart from the USA, the most present sponsors arrive from the Middle East and are mainly related to

⁵ U sezonu 2020./2021. promovirani su klubovi: Fulham, Leeds United i West Bromwich Albion od kojih Fulham i Leeds United na svojim dresovima imaju sponzora iz područja igara na sreću i kockanje.

⁵ In the season 2020/2021 clubs which were promoted are: Fulham, Leeds United and West Bromwich Albion of which Fulham and Leeds United have sponsors from the gambling and lottery games on their jerseys.

TABLICA 5. Sponzorski ugovori u Premiershipu u sezoni 2020./2021.

TABLE 5 Sponsorship contracts in the Premiership in the 2020/2021 season

Nogometni klub / Football club	Oprema / Equipment		Glavni sponzor / Main sponsor		Sponzori na rukavu / „Sleeve“ sponsors	
	Ime tvrtke / Name of the company	Godišnji iznos (mil. USD) / Annual amount (million USD)	Ime tvrtke / Name of the company	Godišnji iznos (mil. USD) / Annual amount (million USD)	Ime tvrtke / Name of the company	Godišnji iznos (mil. USD) / Annual amount (million USD)
Arsenal	Adidas	60,85	Emirates	42,93	Rwanda Tourist Board	12,87
Aston Villa	Kappa	3,72	Cazoo	7,2	LT	-
Brighton & Hove Albion	Nike	1,86	American Express	10,01	SnickersUK.com	-
Burnley	Umbro	1,86	LoveBet	9	LoveBet	Uključeno u glavno sponzorstvo / Included in main sponsorship
Chelsea	Nike	71,87	Three	52	nepoznato / unknown	-
Crystal Palace	Puma	4,97	W88	8,3	Iqoniq	-
Everton	Hummel	13,2	Cazoo	13,2	nepoznato / unknown	-
Fulham	Adidas	nepoznato unknown	BetVictor	3,8	nepoznato / unknown	-
Leeds United	Adidas	nepoznato unknown	SBOTOP	7,8	JD	-
Leicester City	Adidas	3,8	Tourism Authority of Thailand King Power	5,3	ThaiBet	0,735
Liverpool	Nike	48,24	Standard Chartered	41,48	nepoznato / unknown	-
Manchester City	Puma	84,28	Etihad Airways	51,8	Nexen Tire	12,7
Manchester United	Adidas	97,2	Chevrolet	82	Kohler	13
Newcastle United	Puma	8,4	Fun88	8,4	ICM Capital	-
Sheffield United	Adidas	0,932	Union Standard Group	4,3	Union Standard Group	Uključeno u glavno sponzorstvo / Included in main sponsorship
Southampton	Under Armour	1,5	Sportsbet.io	5,1	Virgin Media	0,52
Tottenham Hotspur	Nike	39,8	AIA	51,75	nepoznato / unknown	-
West Bromwich Albion	Puma	-	Ideal Boilers	3,8	nepoznato / unknown	-
West Ham United	Umbro	6,21	Betway	12,3	Scope Markets	1,9
Wolverhampton Wanderers	Adidas	3,72	ManBetX	9,8	Aeroset	-

Izvor / Source: URL 6

kompanije, turizam i naftu s obzirom na to da je njihovo gospodarstvo brzorastuće i trenutano ostvaruje velike prihode.

ODNOS PREMIERSHIPA PREMA NAVIJAČIMA

Kao što se mijenjala Premier liga, pa i nogomet u cijelosti, mijenjala se struktura i identitet navijača te su oni od lokalnih postali globalni fanovi. Iako i dalje lokalni navijači čine većinu navijačke publike na stadionima, sve se više povećava i udio stranih navijača. Takva pojava rezultat je ponajprije velike dostupnosti utakmica Premiershipa diljem svijeta kao i brojnih medijskih i reklamnih oglašavanja. Tu je, dakako, dostupnost televizije koja je u današnje vrijeme, veća nego ikad omogućila da sport i nogomet postanu globalni. Osim što je rast broja prijenosa utakmica dao većini ljudi mogućnost gledanja svojega najdražeg kluba i njegovih utakmica, ovakav potez se pokazao isplativ najviše engleskim klubovima koji su dobili na većoj popularnosti. Engleski Premiership na neki je način potaknuo promjene u europskom nogometu. Ubrzo nakon prodaje televizijskih prava na utakmice Premiershipa i ostale europske nogometne lige odlučuju se na prodaju televizijskih prava na vlastite utakmice (ŠPEHAR, LONČAR, 2021.).

Iz Tablice 6. vidljivo je koliki je ostvareni porast prihoda od TV prijenosa prateći razdoblje 1992. – 1997. sve do 2016. – 2019. Očito je da je najveći skok prihoda zabilježen zadnjih deset godina, a od početka praćenja povećao se čak za 27 puta. Time je uloga TV prijenosa, kao i zarade, neosporna u stvaranju globalnog identiteta Premiershipa.

Osim preko TV-a, poseban način na koji se može tumačiti velika privlačnost pojedinih klubova ili liga među stranim navijačima je i njihovo predstavljanje kroz brendiranje kluba odnosno njihovih pojedinih igrača čime navijači postaju dio nogometnog spektakla. U svojem istraživanju, Bodet i dr., (2020.) ističu čimbenike za formiranje nogometne baze kineskih navijača od kojih su najvažniji: organizacijski, demografski (dob, spol, obrazovanje) i individualni (odanost brendu i razina lojalnosti). Ovdje je važno istaknuti i nekoliko teorija kojima potkrepljuju svo-

airlines, tourism, and oil. Their economy is fast-growing and currently generates high revenues.

THE RELATIONSHIP OF THE PREMIERSHIP WITH FANS

Just as the Premier League itself changed, and so did football, the structure and identity of the fans changed too, and they went from being local to becoming global fans. Although local fans still make up the majority of fans in stadiums, the share of foreign fans is increasing. This phenomenon is primarily the result of the great availability of Premiership matches around the world as well as numerous media and advertising campaigns. There is, of course, the availability of television, which nowadays, more than ever, has enabled sports and football to become global. In addition to the increase in the number of broadcasts of matches, most people have the opportunity to watch their favorite club and its matches, which proved to be profitable mostly for English clubs, which all profited from greater popularity. In a way, the English Premiership has fueled changes in European football. Shortly after the sale of television rights to Premiership matches and other European football leagues, they decided to sell TV rights to their own matches (ŠPEHAR, LONČAR, 2021).

Table 6 shows the increase in revenue from TV broadcasts from the 1992-1997 until the 2016-2019 period. It is obvious that the largest leap in income was recorded in the last ten years, and since the beginning of monitoring it has increased as much as 27-fold. Thus, the role of TV transmission, as well as earnings, is undeniable in creating the global identity of the Premiership.

Apart from TV, a special way to interpret the great appeal of certain clubs or leagues among foreign fans is their presentation through the branding of the club or their individual players, which makes the fans part of the football spectacle. In their research, the authors Bodet and others (2020) point out the factors that are most important for the formation of the Chinese football fan base, of which the most important are: organizational, demographic (age, gender, education) and individual (brand loyalty and level of loyalty). At this point it is important to highlight several theories that support their research:

TABLICA 6. *Povećanje prihoda Premeirshipa od televizijskih prijenosa*
TABLE 6 *Increase in Premiership income from television broadcasts*

Razdoblje / Period	Ostvaren prihod (mil. funti) / Realized revenue (million pounds)
1992. – 1997.	191
1997. – 2001.	670
2001. – 2004.	1.2
2004. – 2007.	1.024
2007. – 2010.	1.706
2010. – 2013.	1.773
2013. – 2016.	3.018
2016. – 2019.	5.136

Izvor / Source: Lee Ludvigsen, 2017.

je istraživanje.

Točke privlačnosti brenda izazvane organizacijom. Čimbenici izazvani organizacijom su elementi izravno proizvedeni i kontrolirani od organizacije. Iako menadžment ne može kontrolirati sportske rezultate, može mnoge sportske značajke, poput stila igre ili sastav tima. Ova kategorija uključuje točke kao što su igrači, trener i momčad, ali se proteže daleko izvan ovih triju elemenata. Niz studija (npr. HONG I DR., 2005.; RICHELIEU, DESBORDES, 2009.) naglašava važnost nacionalnosti igrača (BODET I DR. 2020). Konkretno, s obzirom na kineske navijače, Bodet i dr. (2020) otkrili su da je niz kineskih navijača podržavao klub zbog jedne od njegovih zvijezda, a neki su izjavili da bi promijenili svoju vjernost da ovaj igrač prijeđe u drugi klub. Važan čimbenik privlačnosti je i povezanost s poviješću i postignuća kluba, karizmatičan trener te vrijednosti koje promiče klub.

Točke privlačnosti brenda izazvane tržištem i okolinom. Čimbenici koji utječu na privlačnost nekoj organizaciji, a to može biti veliki utjecaj obitelji, prijatelja ili vršnjaka. Među ove čimbenike pripadaju i različite web stranice, TV prijenosi utakmica, ali i lokalne zajednice.

Točke privlačnosti brenda izazvane iskustvom. Posjećivanje utakmica tijekom predsezonskih turneja i prijateljskih turnira održanih na stranim tržištima također je identificirano kao ključni element uspjeha klupskih marki u inozemstvu. Ovisno o državi prebivališta, navijači također mogu prisustvovati utakmicama kluba na domaćem stadionu.

Prema drugom istraživanju koje su proveli Hinson i dr. (2020.), prvi element brendiranja je reputacija momčadi na terenu i nastupi u natjecanjima povezanima s nogometom poput Lige prvaka i

Brand attraction points induced by the organization. Organization-induced factors are elements directly produced and controlled by the organization. Although management cannot control sports results, it can control many sports features, such as the style of play or team composition. This category includes points such as players, coach and team, but extends far beyond these three elements. A few studies (HONG ET AL., 2005; RICHELIEU, DESBORDES, 2009) have emphasized the importance of player nationality (BODET ET AL. 2020). Specifically, with regard to Chinese fans, Bodet et al. (2020) found that a number of Chinese fans supported a club because of one of its stars, and some also stated that they would change their allegiance if this player moved to another club. An important attractive factor is the connection with the history and achievements of the club, the charismatic coach and the values promoted by the club.

Brand attraction points induced by market and environment. Factors that influence the attractiveness of an organization, which can be a great influence of family, friends or peers. Various websites, TV broadcasts of matches, and local communities are also included in this attraction factor.

Experience-driven brand attraction points. Attendance at matches during pre-season tours and friendlies held in foreign markets was also identified as a key element in the success of club brands abroad. Depending on the country of residence, fans can also attend the club's matches at the home stadium.

According to another research conducted by Hinson et al. (2020), the first element of branding is the team's reputation on the field and performances in football-related competitions such as the Champions League and World Cups. In this way, the internation-

svjetskih prvenstava. Na taj se način događa internacionalizacija i brendiranje talentiranih nogometaša, koji kasnije postaju ikone, a time i brendovi. David Beckham i Zinedine Zidane jasna su ilustracija kako profesionalni nogometni klubovi podižu vrijednost svoje marke (brenda) na međunarodnu razinu, zahvaljujući popularnosti svojih igrača. Druga strategija je novačenje međunarodnih igrača zbog njihovih marketinških profila. Ova strategija bila je posebno uspješna s azijskim igračima poput JiSung Parka u Manchester Unitedu, čiji su navijači pratili njegovu karijeru na prelasku iz azijske u Premier ligu. Ova strategija ima ograničenja za tržišta koja imaju manje ili nijednog profesionalnog nogometaša visokog profila. Korištenjem ovih osnovnih elementa, neki su klubovi razvili inozemni *merchandising* i uspostavili međunarodna prodajna mjesta ili partnerstva za distribuciju svojih proizvoda. Osim toga, oni organiziraju izlete na takva tržišta, poput jugoistočne Azije ili Sjeverne Amerike, razvijaju klupske web stranice na stranim jezicima i osnivaju lokalne nogometne škole ili akademije. Takvi trendovi povećali su pretplatu na međunarodne kanale koji uživo prenose nogomet u raznim državama diljem svijeta. U velikoj mjeri, u nekim državama podrška za strane lige daleko nadmašuje podršku lokalnih liga. Klubovima u lokalnim ligama općenito nedostaje vrijednost robne marke i privlačnost visoko globalno plasiranih europskih klubova. Također, navedeni autori kroz sljedeće teorije nastoje objasniti zašto strani navijači kroz određene brendove podupiru odabrani inozemni nogometni klub.

Koncept engl. *country of origin* (COO) definiran je kao „informacija o tome gdje je proizvod napravljen“. Potrošači upotrebljavaju COO kao vanjski znak, posebno u evaluaciji novih proizvoda. COO je naveden kao znak kvalitete za pouzdanost, sigurnost i trajnost, smanjujući percipirane rizike kupnje. Njegova relevantnost kao znak kvalitete posebno je u porastu u situacijama kupnje u kojima nedostaje drugih informacija. Za proizvode čije marke nisu toliko popularne, COO može djelovati kao brend, stvarajući tako priliku marketinškim stručnjacima da pozicioniraju svoje proizvode s minimalnim troškovima, povezanim s promocijom i brendiranjem. Za već popularne proizvode, podrijetlo je manje važno.

alization and branding of talented football players, who later become icons and thus brands, takes place. David Beckham and Zinedine Zidane are a clear illustration of how professional football clubs raise the value of their brand to the international level, thanks to the popularity of their players. Another strategy is to recruit international players because of their marketing profiles. This strategy has been particularly successful with Asian players such as JiSung Park at Manchester United, whose fans have followed his career as he moved from Asia to the Premier League. This strategy has limitations for markets that have few or no high-profile professional soccer players. Using these basic elements, some clubs have developed overseas merchandising and established international outlets or partnerships to distribute their products. In addition, they organize trips to such markets as Southeast Asia or North America, develop club websites in foreign languages and establish local football schools or academies. Such trends have increased subscriptions to international channels that broadcast live football in various countries around the world. To a large extent, in some states, support for foreign leagues far exceeds that of local leagues. Clubs in local leagues generally lack the brand value and appeal of highly globally positioned European clubs. Moreover, through the following theories, the mentioned authors try to explain why foreign fans support a selected football club through certain brands:

Country of origin (COO) concept is defined as ‘information about where the product was made’. Consumers use COO as an external cue, especially in evaluating new products. COO is listed as a quality mark for reliability, safety and durability, reducing the perceived risks of purchase. Its relevance as a sign of quality is especially increasing in purchase situations where other information is lacking. For products whose brands are not so popular, the COO can act as the brand itself, thus creating an opportunity for marketers to position their products with minimal costs associated with promotion and branding. For products that are already popular, the origin is less important.

Signaling theory has been adopted in marketing to study the signaling of companies to consumers as well as the signaling between companies. Advertisements, prices, warranties, policies, and the brand itself are examples of signals that can influence a customer’s positive or negative pre-purchase decision.

Teorija signalizacije usvojena je u marketingu za proučavanje signalizacije tvrtki potrošačima kao i signalizacija između poduzeća. Oglasi, cijene, jamstva, politike i sâm brend primjeri su signala koji mogu utjecati na pozitivnu ili negativnu odluku kupca prije kupnje. Izgradnja i postizanje međunarodne vrijednosti marke zahtijeva kontinuirana i značajna ulaganja u izgradnju brenda kao što su oglašavanje i inovacije. Na primjer, ulaganja u oglašavanje mogu pozitivno utjecati na “brend svijest” i “imidž marke”, dok se inovacija može koristiti za poboljšanje percipirane kvalitete.

NOGOMETNI LOKALNI I GLOBALNI IDENTITET

„Sport kao totalna i specifična društvena pojava rezultat je razvojnog industrijskog društva 20. stoljeća i njihovih sastavnica. Industrijsko je društvo razdijelilo radno i slobodno vrijeme, mjesto rada i mjesto stanovanja. Do kraja 19. stoljeća sport je bio oaza za višu klasu, kao izrazito klasni i statusni simbol elitnog bavljenja igrama. Tek u 20. stoljeću, zahvaljujući skraćanju radnog vremena, porastu društvenog standarda, općoj demokratizaciji života te nastanku i jačanju srednje klase, sport gubi primarno elitno obilježje. Posredstvom općeg omasovljenja, shvaćenog dvoznačno kao dolazak masa na povijesnu scenu, ali i kao najave drukčijeg klasnog aranžiranja u industrijskim društvima, te zahvaljujući općoj demokratizaciji mnogih područja života, sport postaje totalnom društvenom pojavom“ (ŽUGIĆ, DELIJA, 1997.).

Sport je danas dio identiteta pojedinaca, lokalnih zajednica, ali i širega globalnog identiteta. Identitet je skup značajki koje neku osobu čine onom koja jest ili onim što jest. Globalizacija mijenja način na koji ljudi razmišljaju o tome tko su i kamo pripadaju. Postoji mnogo načina na koje bismo mogli definirati globalni identitet, na primjer u smislu društvene kategorizacije i društvenog identiteta (koji proizlazi iz temeljne razlike između “nas” i “njih”), procesa individualne mobilnosti i društvenih promjena, uloge normi i funkcije društvene identifikacije. Globalni identitet može se odražavati u malim skupinama kao i u velikim društvenim kategorijama (REESE I DR., 2019.). Najlakše ga je definirati kao proces ujedinjenja različitih normi koje postaju ka-

Building and achieving international brand value requires continuous and significant investments in brand building such as advertising and innovation. For example, investment in advertising can positively influence brand awareness and brand image while innovation can be used to improve perceived quality.

LOCAL AND GLOBAL IDENTITY OF FOOTBALL

‘Sport as a total and specific social phenomenon results from a developing industrial society of the 20th century and their components. The industrial society divided working and leisure time, place of work, and place of residence. Until the end of the 19th century, the sport was an oasis for the upper class, as a distinctly class and status symbol of elite gambling. It was only in the 20th century, thanks to the shortening of working hours, the rise of social standards, the general democratization of life, and the emergence and strengthening of the middle class, that sport lost its primary elite character. Through general popularization, understood ambiguously as the arrival of the masses on the historical scene but also as an announcement of a different class arrangement in industrial societies, and thanks to the general democratization of many areas of life, sport becomes a total social phenomenon’ (ŽUGIĆ, DELIJA, 1997).

Today, sport is part of the identity of individuals and local communities, but also of a broader global identity. Identity is a set of characteristics that make a person who they are or what they are. The globalization process changes the way people think of who and what they are and where they belong. There are many ways we could define a global identity, for example in terms of social categorization and social identity (arising from the fundamental distinction between, ‘us’ and ‘them’), processes of individual mobility and social change, the role of norms, and the functions of social identification. Global identity can be reflected in small groups as well as in large social categories (REESE ET AL., 2019). The easiest way to define it would be as a process of unification of different norms which become a distinctive feature for most people in the world.

In the case of football, we refer to the local and global identity of a football league composed of a certain number of clubs. Given this, clubs are the bearers of

rakteristično obilježje većine ljudi na svijetu.

U ovome slučaju, u nogometu govorimo o lokalnom i globalnom identitetu nogometne lige sastavljene od određenog broja klubova. S obzirom na to, klubovi su nositelji identiteta lige. Identitet kluba određen je kroz nekoliko komponenata, a to su redom: navijači, tradicija, stadion, mjesto nastanka, vlasništvo, stil igre. Iako su u svojem začetku nogometni klubovi imali isključivo lokalni karakter, pojavom tehnologije u novije vrijeme, klubovi dobivaju odlike globalnog identiteta jer postaju dostupni velikom broju ljudi. Privlačnost nogometa Premier lige navijačima u Ujedinjenom Kraljevstvu i diljem svijeta očita je iz podatka koji pokazuje da je kumulativna globalna publika u sezoni 2019./2020. iznosila 3,2 milijarde gledatelja, što je dvostruko više od UEFA Lige prvaka. Prije pandemije COVID-a, stadioni klubova Lige bili su popunjeni s rekordnih 97,8 %, ali s druge strane Liga je nastavila i povećala ulaganja u zajednice na nacionalnoj i lokalnoj razini kao i nogomet na svim razinama (URL 5).

U Premiership se, unatoč globaliziranosti, i dalje mogu prepoznati neka obilježja lokalnog identiteta. Nogometni klubovi zadržali su ključne veze s lokalnim prostorom kroz nekoliko segmenata, a to su: ime kluba, njegovo sjedište, domaći stadion, brendiranje kluba i lokalna podrška navijača (GIULIANOTTI, ROBERSTON, 2004.). Zbog takve situacije postavlja se pitanje prednosti lokalnog, ali i globalnog identiteta te mogućnost njihova zajedničkog „suživota“.

U engleskom nogometu lokalni je identitet uglavnom vezan uz radnički sloj društva koji je osnovao većinu današnjih klubova Premiershipa. Kako su radni uvjeti u gradovima i tvornicama u drugoj polovici 19. stoljeća postali lakši, povećavala se zainteresiranost za nogometom među radnicima (BALE, 1978.). Npr., 1990-ih čak je 48 % navijačke baze Aston Ville činila radnička klasa (NAURIGHT, RAMFJORD, 2010.). Ova veza između nogometa i lokalnih zajednica snažna je jer su prve klubove osnivale institucije lokalne zajednice poput crkvi, pubova i tvornica i sl., ne bi li se lokalna zajednica bolje povezala (SONDAAL, 2013.).

Klubovi koji su nekada imali snažno izražen lokalni identitet, postupno su ga pod utjecajem globalizacije počeli gubiti. Tako primjerice Arsenal ili West Ham, klubovi koje su osnovali radnici u tvornici oružja ili radnici željezara, polako gube svoj identitet. Danas ih s lokalnim identitetom povezuju na-

the League's identity. The identity of the club is determined through several components, namely: fans, tradition, stadium, place of origin, ownership, style of play. Although in their beginnings football clubs had an exclusively local character, with the emergence of technology in recent decades, clubs are gaining the features of global identity as they become accessible to a large number of people. The appeal of Premier League football to fans in the UK and around the world is evident as a report shows there was a cumulative global audience of 3.2 billion in 2019/2020, double that of the UEFA Champions League. Prior to COVID disruption, stadiums were a record 97.8% full across the League. However, on the other hand, the League also continued and increased investment into communities nationally and locally, and football at all levels (URL 5).

Some features of local identity can still be recognized in the Premiership, despite globalization. Football clubs have maintained key links with the local space through several segments, namely: club name, its headquarters, home stadium, club branding and local fan support (GIULIANOTTI, ROBERSTON, 2004.). Due to such a situation, the question of the advantages of local and global identity and the possibility of their 'coexistence' arises.

In English football, local identity is largely tied to the working class of society that founded most of today's Premiership clubs. As working conditions in cities and factories became easier in the second half of the 19th century, interest in football among workers increased (BALE, 1978). E.g., in the 1990s, as much as 48% of Aston Villa's fan base was working class (NAURIGHT, RAMFJORD, 2010). This connection between football and local communities is strong because the first clubs were established by local community institutions such as churches, pubs, factories etc., in order to connect the local community better (SONDAAL, 2013).

Clubs that once had a strong local identity have gradually begun to lose it under the influence of globalization. For example, Arsenal or West Ham, clubs founded by members of the arms factory or ironworks workers, are slowly losing their identity. Today, they are associated with the local identity by the nicknames The Gunners and The Hammers and the location of the stadium. As these are 19th century clubs, new stadiums have been built which are still located in the same parts of London. Thus, in 2006, Arsenal re-

dimci Topnici i Čekićari te lokacija stadiona. Kako je riječ o klubovima iz 19. stoljeća, u međuvremenu je došlo do izgradnje novih stadiona koji su i dalje smješteni u istim dijelovima Londona. Tako je Arsenal 2006. godine zamijenio svoj dotadašnji *Highbury's Emiratesom* koji nosi ime po njihovu najvažnijem sponzoru *Fly Emiratesu* i koji je financirao projekt izgradnje. West Ham je svoj stadion *Boleyn Ground* zamijenio *London Stadiumom* koji je izgrađen za potrebe Olimpijskih igara u Londonu 2016. godine. Lokalni identitet u ovome slučaju ostao je vezan uz dio grada u kojem je klub nastao.

Iako globalizacijski procesi donose sa sobom i negativne strane poput povećanja cijena ulaznica za utakmice koje postaju preskupe za lokalne navijače, može se zaključiti kako globalizacija sa sobom nosi veće financijske prihode klubova i lige. Veliki financijski prihodi dijelom su omogućili razvoj lokalnih obrta i službi u koje ulaže Premiership. Na neki način u Premiershipu vidljiva je dobra povezanost lokalnog i globalnog identiteta koji u velikoj mjeri utječu jedan na drugog, te u isto vrijeme ne mogu funkcionirati jedan bez drugog. Lokalni identitet daje obilježja nogometnom klubu i bez njega se klubovi ne bi razlikovali jedan od drugog. Iako je identitet kluba postao određenim dijelom žrtva kulturne homogenizacije, lokalni identitet ostao je glavni čimbenik privlačnosti za navijače diljem svijeta koji žele biti njegov dio (KENNEDY, KENNEDY, 2012.). Tome svjedoči i citat poznatog nizozemskog nogometaša Denisa Bergkampa (n.d.) koji je dio svoje karijere proveo u Arsenalu: „Kada počinješ navijati za neki nogometni klub, ne navijaš za njega zbog trofeja, igrača ili povijesti. Počneš navijati za njega jer pronađeš sebe negdje tamo, pronađeš mjesto kojemu pripadaš.” Iako prostorno ne pripadaju takvom mjestu, mnogi navijači žele osjetiti dio lokalnog identiteta određenoga nogometnoga kluba. Takva pojava govori o važnosti lokalnog identiteta koji treba čuvati.

ZAKLJUČAK

Globalizacijski procesi nemaju određene granice i smjer pa su svojim međudjelovanjem doveli do stvaranja globalnog identiteta nogometa, u ovom slučaju klubova iz engleskog Premiershipa. Na širenje globalnog identiteta Premiershipa utjecali su uglavnom

placed their former Highbury with Emirates, named after their most important sponsor, Fly Emirates, which financed the construction project. West Ham replaced its Boleyn Ground with London Stadium, which was built for the 2016 London Olympics. The local identity in this case remained tied to the part of the city where the club originated.

Although globalization processes bring with them their downsides, such as increased ticket prices for matches that are becoming too expensive for local fans, it can be concluded that globalization has resulted in higher financial income for clubs and leagues. High revenues have partly enabled the development of local crafts and services in which the Premiership invests. In a way, the Premiership shows a good connection between local and global identities that greatly influence each other and at the same time cannot function without each other. Local identity gives characteristics to a football club, and without it, the clubs would not be different. Although the club's identity has become a part of victim of cultural homogenization, local identity has remained a major factor of attraction for fans around the world who want to be a part of it (KENNEDY KENNEDY, 2012). This is evidenced by a quote from the famous Dutch footballer Denis Bergkamp (n.d.), who spent part of his career at Arsenal: *When you start supporting a football club, you do not support it because of the trophies, or a player, or history. You support it because you found yourself somewhere there, found a place where you belong.* Although they do not belong to such a place, many fans want to feel a part of the local identity of a certain football club. Such a phenomenon speaks about the importance of preserving the local identity.

CONCLUSION

Globalization processes have no definite boundaries and direction, so their interaction has led to the creation of a global identity of football, and in this case, clubs from the English Premiership. The spread of the global identity of the Premiership has been influenced by various economic factors, as well as others. As a result, the Premiership has become more accessible to more viewers but also more attractive to sponsors. Thus, in the last few decades, it has attracted some of

ekonomski, ali i neki drugi čimbenici. Posljedično, Premiership je postao dostupniji većem broju gledatelja, ali i privlačniji sponzorima. Tako je posljednjih nekoliko desetljeća privukao neke od najbogatijih svjetskih sponzora što je dovelo do povećane financijske snage i atraktivnosti lige. Utjecaj globalizacije vidljiv je i u drugim aspektima poput udjela inozemnog vlasništva i stranih nogometaša koji su čak i više zastupljeni nego domaći igrači.

Međutim, zbog Brexita, ali i pada vrijednosti britanske funte i zakonskih restrikcija vezanih uz transfere nogometaša, klubovi su primorani ulagati više novca za nogometaše iz EU-a, posljedica čega može biti smanjenje novčanih prihoda. Kao bitna stavka nameće se i povećanje udjela domaćih nogometaša što može dovesti do smanjenja atraktivnosti i globaliziranosti lige, a time i financijskih prihoda.

Premiership svoju vodeću ulogu u Europi pokazuje kroz ekonomsku dominaciju, odnosno vrijednost klubova i igrača u odnosu na ostale europske klubove i igrače drugih nogometnih liga. Treba istaknuti prednosti Premiershipa prema financijskim prihodima od najvećih i najbogatijih sponzora, reklama te zastupljenosti stranih vlasnika u vlasničkoj strukturi klubova. Upravo se na području ekonomije ogleda globalna popularnost i atraktivnost lige, jer u protivnom sponzori ne bi ulagali u ligu koja nije dovoljno atraktivna i globalno prisutna. Stvaranjem globalne kulture klubova i povećanjem navijačkih baza u svijetu dokazuje se i globaliziranost lige.

Iako Premiership i dalje dijelom ima lokalni identitet lige, on je globaliziran, a razlozi za to su mnogobrojni. Ponajprije, prisutan je velik broj inozemnih nogometaša i vlasnika klubova kojima lokalni identitet nema preveliko značenje. Nogomet je danas postao *business* u punom smislu riječi, u kojem je glavna svrha ostvariti što viši prihod. Također, sponzori velikih i značajnih klubova uglavnom su najbogatije svjetske tvrtke, dok su lokalne tvrtke uglavnom vezane uz manje i siromašnije klubove. Iako na utakmicama klubova Premiershipa i dalje možemo vidjeti domaće navijače, na stadionima je sve veći broj stranih navijača. Zbog navedenih razloga, može se zaključiti kako Premiership poprima obilježja globalne lige s i dalje prisutnim lokalnim obilježjima, ali njih je sve manje. Lokalni, prepoznatljivi identitet, koji se donekle zadržao, u ovom se slučaju uglavnom veže za mjesto i tradicionalnu navijačku bazu.

the world's wealthiest sponsors, which has led to the increased financial strength and the attractiveness of the League. The impact of globalization is also visible in other aspects, such as the share of foreign ownership and foreign footballers, who are even more represented than domestic players.

However, due to the Brexit and fall in the value of the British pound and legal restrictions related to transfers of footballers, clubs will be forced to invest more money for footballers from the EU, which may result in a reduction in cash income. In addition, an important item is an increase in the share of domestic footballers, which can lead to a decrease in the attractiveness and globalization of the League and thus financial income.

The Premiership shows its leading role in Europe through economic dominance, i.e. the value of clubs and players compared to other European clubs and players in other football leagues. The advantages of the Premiership in terms of income from the largest and richest sponsors, advertisements, and the representation of foreign owners in the ownership structure of clubs should be emphasized. It is in the field of economics that the global popularity and attractiveness of the League are reflected because otherwise, sponsors would not invest in a league that is not attractive and globally present enough. Moreover, by creating a global culture of clubs and increasing the fan base in the world, the globalization of the League is proven.

Although the Premiership still has part of the local identity of the League, this identity has become globalized, and the reasons for this are many. First, there is a large number of foreign footballers and club owners for whom local identity is not very important. Today, football has become a 'business' in which the main purpose is to achieve the highest possible income. Apart from that, large and significant sponsorship clubs attract mostly the world's richest companies, while local companies are mostly tied to smaller and poorer clubs. Although we can still see local fans at Premiership club matches, there are more and more foreign fans at the stadiums. For the reasons listed above, it can be concluded that the Premiership is taking on the characteristics of a global league with the local characteristics still present, but there are fewer and fewer of them. The local, recognizable identity, which partly remained, in this case, is mostly tied to the place and the traditional fan base.

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