

Rising cost of Premier League live rights

Up for grabs in the Premier League auction of live rights are 168 matches, including – for the first time – Friday night games. The TV rights for the 2016-19 period could generate up to £4.4 billion

Cost of live TV rights

Average cost per game ▼

1992-97*	£191 million	£0.6m
1997-01†	£670 million	£1.6m
2001-04	£1.2 billion	£2.9m
2004-07	£1.0 billion	£2.5m
2007-10	£1.7 billion	£4.1m
2010-13	£1.8 billion	£4.3m
2013-16	£3.0 billion	£6.5m
2016-19	£4.38 billion (estimate)	£8.7m

Bidders for 2016-19 season

sky SPORTS

39% owned by Rupert Murdoch. In last Premier League auction, Sky bid £2.28bn to broadcast 116 matches a season

BT Sport

Landed heavy blow on Sky by snatching 38 Premier League games a season in 2012 with shock bid of £738m

Discovery
COMMUNICATIONS

Potential new bidder for “must-have” content. Last year it acquired controlling stake in Eurosport

beIN
SPORT

Owned and operated by Qatar Sports Investments. Subscribers have access to host of European football leagues

*1992-1997 is for five seasons †1997-2001 is for four seasons – rest are for three seasons

Sources: Premier League, UBS estimates

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