

Analysis of The Competitive Balance in The Main European Football Championships

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Abstract

The study aims to analyze the competitive balance, i.e. the degree of equilibrium of competition, an essential element for determining the degree of attractiveness of a specific sport, being directly related to the public's expectations regarding the winners of a given event or competition. If the outcome of the event or sporting competition is easily predictable, public demand and, therefore, attendance will be very low.

The concept of competitive balance is linked to a multiplicity of aspects, actors and meanings, which can be in mutual competition, for example, on the one hand, the leagues that seek maximum balance, and on the other, the companies that seek maximum profit.

Through this study, the internal competitiveness of the main European football leagues will be analyzed and compared.

The championships taken into consideration are the Premier League (English championship), the Liga (Spanish championship), the Serie A (Italian championship), and the Bundesliga (German championship). The reference seasons are the championships: 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23.

Various indices based on statistical methods, dynamic measures and indirect criteria will be taken into consideration for the analysis of the competitive balance in order to evaluate the internal balance of each championship considered.

Finally, after having created an ordinal scale of the main European football championships, a judgment will be formulated on them. If a championship is unbalanced based on the classic prediction of competitive balance, it will lose interest..

Keywords: sport marketing, competitive balance, main european football championships, internal competitiveness