



# World Players

## 2020 Report:

### Economics of International Sport Governing Bodies

#### Key Takeaways:



The industry overall is in good economic health and well-positioned to recover from Covid-19



Players' share of revenues from mega-sporting events is low or non-existent



Covid-19 exposed existing good governance gaps, especially concerning financial transparency and oversight

#### Key Trends:



Rise of private equity to have major governance and player rights implications



Name, image and likeness - post-pandemic world seeing innovative opportunities emerge, including NFTs and e-competitions



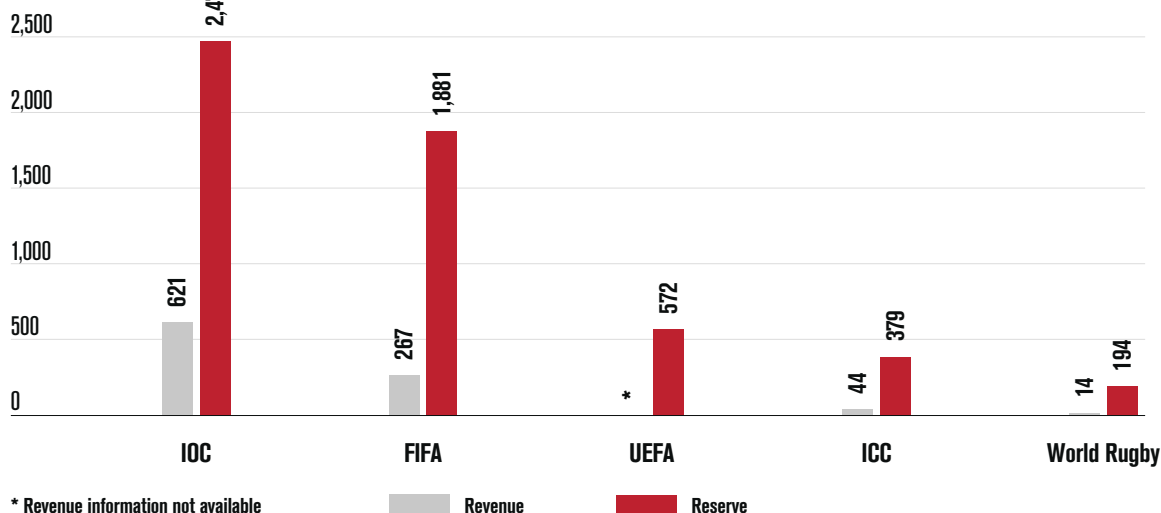
Data - the new oil? Omnipresent use driving revenue growth in sports betting and many other areas



Women's sport remains a huge source of untapped potential and must be a key priority in the recovery and rebuilding from COVID-19

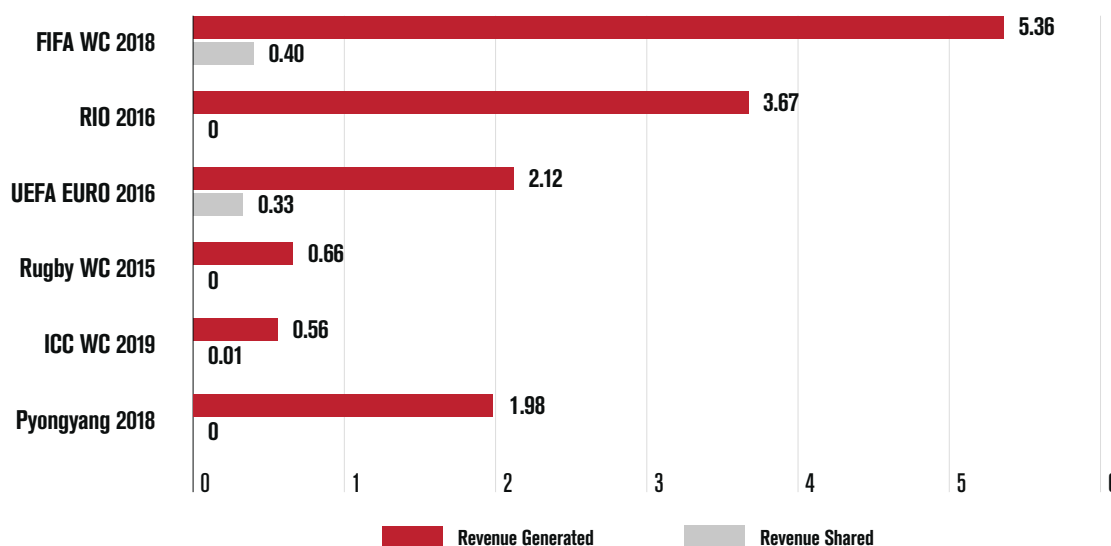
# Revenues and Reserves:

2020 Revenues and Reserves (in m\$)



# Total Event Revenues:

Comparison: Revenue Generated vs Revenue Shared with Players (in b\$)



# Players' Share of Event Revenue (%):

Percentage of Players' Share

