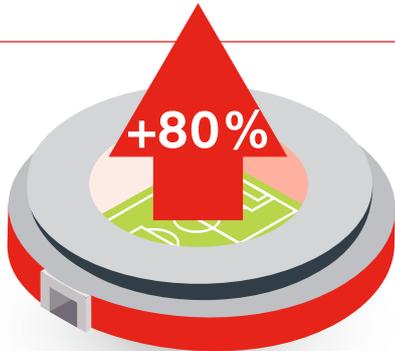
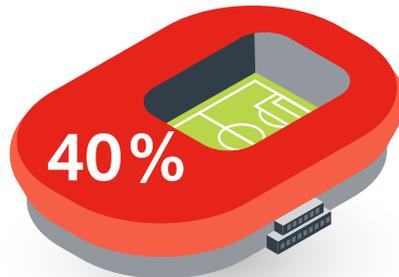


Market Rates of Premier League Stadium Naming Rights Increase By Over 80% Over the Last Four Years



Market rates of Premier League stadium naming rights has risen from **£74.6m in 2013 to £135.6m in 2017**



of Premier League clubs, including **Arsenal, Man City, Leicester, Stoke City, Brighton & Hove Albion** have granted stadium naming rights to their grounds in recent years



Manchester United's Old Trafford ground '**Most Valuable Stadium**'

Duff & Phelps Premier League Stadium Naming Rights valuation league table:

Premier League Club	2017 Stadium Naming Rights: Seasonal Market Rates (£m)
Manchester United	26.2
Manchester City	19.1
Chelsea	17.7
Tottenham Hotspur	15.5
Arsenal	15.3
Liverpool	11.1
Stoke City	6.3
West Ham United	4.8
Newcastle	3.6
Everton	2.8
Leicester City	2.7
Swansea City	2.6
Southampton	2.0
Brighton & Hove Albion	1.2
Crystal Palace	1.1
Burnley	1.0
West Bromwich Albion	0.9
Watford	0.8
AFC Bournemouth	0.6
Huddersfield Town	0.3

Top 6 clubs account for **78%** of the total market