

Notes

1 Introduction: The Global Football League

1. When Ferguson was appointed, the club had not won the league since 1967/68 season and in that gap had only won three F.A. Cups. Hence, Fergusons' spell at the club is universally regarded as its most successful period.
2. Although the loss of value of the sterling currency – relative to particularly the euro – and Spain's tax-break 'Beckham law' (see Valasco and Garcia Perrote 2009) may have altered this position.

2 The Network League: Global Brand Clubs, 'Game 39' and Transnational Spaces

1. In the 1992/93 season, BSkyB showed 60 live games at a cost of £640,000 per game. By 2009, BSkyB and Setanta were screening 138 live games per season, which worked out at £4.7m per live match.
2. The aggregate points have been drawn from the (ordinal) yearly points totals of each of the 13 seasons that have been taken into account. In such instances, the first-ranked club in each given season is awarded 20 points, with the twentieth-ranked club awarded one point. Thus, 260 was the maximum number of points that were achievable.
3. Principally high player wages, but also a 'mortgage-style' debt, which they had accrued in order to purchase higher quality players.
4. According to Wilson (2007), the EPL's overseas broadcasting deals have doubled in value with every new set of three year contracts since 2001. For instance, the 2001–04 deal was worth £178m and the 2004–07 contracts were valued at £325m.
5. Carlin (2004) also argues that a Japanese response to the transfer was that a major TV station immediately snapped up the rights to live broadcast Spanish league games and paid €8m for a thirty-second spot Beckham did to promote their channel. The sale of these rights went directly to Real Madrid, given the liberalisation of broadcast rights in Spain. Further, Rolf Beisswanger, Siemens head of global sponsorship, argued that Man United lost 50 per cent of their brand value when Beckham left (Carlin 2004: 80).
6. In the mid-to-late 1990s ENIC (English National Investment Company) attempted to buy a major football club in every European country. It wanted to do so in order to pool resources (perhaps even including players), to cash in on football's broadcasting rights across the major European countries. By 2001, ENIC owned large stakes in Tottenham Hotspur (England), Vicenza (Italy), FC Basle (Switzerland), AEK Athens (Greece), Slavia Prague (Czech Republic) and Rangers (Scotland). However, in May 1998, when Slavia Prague and AEK Athens both qualified for the UEFA Cup, UEFA ruled that two clubs with common ownership could not play in the same tournament. ENIC – fronted by

British businessman Joe Lewis – retained its stake in Tottenham Hotspur (see Conn 2006).

7. The *Forbes* football team valuations are calculated on the basis of past transactions and current stadium deals (unless a new stadium is pending) without deduction for debt, other than that generated by a stadium debt).
8. On his latter point, it is difficult to envisage how an extra sum of money raised through the round of matches would stop the ‘new directors’ of the largest clubs wanting to gain further capital through selling their rights individually. Rather, as earlier discussed, only a change of the EPL’s structures could do this, and it is unlikely that fourteen out of twenty clubs would vote to do so.

3 Overseas Ownership: Mobile Capital and the EPL

1. Indeed, Ken Bates, as the archetypical example of the ‘new director’, grew up supporting Queens Park Rangers but owned shareholdings in Oldham Athletic (where he was chairman) and then Wigan Athletic, before buying into Chelsea in 1982. Since he sold his shareholding in Chelsea to Abramovich, he has attempted to buy into Sheffield Wednesday, and then purchased a 50 per cent stake in Leeds United.
2. Although it must be pointed out that Tischler (1981: 70–71) argues that the ‘traditional’ owners and directors circumvented the 5 per cent limit on profits but employing their own companies to supply goods to the football club at a higher-than-standard price. Hence, the traditional directors may have shared some similarities with the ‘new directors’ (King 2002 [1998]).
3. Despite the fact that there are no rules or regulations preventing foreign citizens from owning an English football club, from February 2005, there has been a F.A.-directed ‘fit and proper person’ test, which any shareholder owning a 30 per cent or larger stake in the club must pass. This test stipulates that shareholders must not: a) be subject to a disqualification order as a director of a UK company; b) be convicted of any offences (defined by the F.A.), unless they have successfully undergone rehabilitation; c) be banned by a sport’s governing body; d) be bankrupt; or e) in the last five years: (i) have been a director of at least two football clubs while they have entered insolvency; (ii) have been a director of one football club while it has entered insolvency on two separate occasions.
4. Morrow (2003: 120–23) points out that Italian clubs’ drop in revenues is largely attributable to four key factors. First, most club directors were slow to recognise the potential rewards that could be made from marketing clubs’ merchandising opportunities (such as replica shirts); second, most Italian clubs do not own their stadium, which is likely to be owned by the local authorities. While this means that clubs do not have to meet the costs of facility modernisation (which Taylor 1995 argued was a driving force behind English clubs desire to float on the stock-market), it also means that clubs are less attractive to investors as the stadium would be a revenue-generating asset beyond match-day returns. Third is the influence of mutuality, whereby the football pools and television revenue are redistributed to a higher level than in the other top European leagues (Morrow 2003: 122), while finally, salary

levels among Italian clubs have been traditionally very high (Morrow 2003: 122–23).

4 'Traditional' Fandom: 'Signs', Identities and Disillusionment

1. However, this is something of an invented tradition, given that Tischler (1981: 41) has argued that in the 1880s, football fans would switch teams, according to whoever was playing well, and Mellor (1999) reports that in the 1950s, fans would follow a number of teams from the same locality.
2. Mitten's brother, Josh Mitten (widely known to fans as 'Joz'), went on to play for F.C. United, while his late uncle, Charlie Mitten, played for Manchester United in the immediate post-war years.
3. Such moments include, at Manchester United, the floatation of the club on to the stock exchange in 1991, the proposed purchase of the club by Rupert Murdoch, who also owned a major share of BSkyB in 1998 and the run-up to the Glazer family's purchase of the club in 2005; and at Liverpool, the launch of the new English Premiership in 1992 and the disharmony over the club's American owners in 2008.
4. The parable of uncle knobhead' *United We Stand* 174: 23).
5. For Manchester United traditional supporters' similar rejection of Englishness, see King (2000; 2003).
6. 'Boss' is a Liverpool-based colloquial term for something that is referred to as good.
7. *RAOTL* (2001) 'I Wanna Be A Banner Man' 66: 6–7.
8. A 'wool' is the name for an out-of-town supporter who hails from the areas surrounding Liverpool that are more rural than the city. Although the boundaries for who is categorised as a wool are elastic, the term is commonly used to describe supporters from the Wirral, Wigan, Warrington, Ormskirk or Widnes.
9. 'Soccer AM' is a Saturday-morning entertainment show that is produced by BSkyB and is seen by many 'traditional' supporters – irrespective of the club s/he supports – to be synonymous with post-EPL era football support.

5 Transnational Fandom: Supporters in Scandinavia, East Asia and the United States of America

1. For details on Supporters' Direct, see Kennedy and Kennedy (2007).
2. <http://www.liverpool.no/storypg.aspx?id=21794&zzone=85>
3. For a discussion of the Hillsborough disaster, see Chapter 7 or Scraton (1999).
4. <http://www.liverpool.no/storypg.aspx?id=14764&zzone=85>
5. <http://www.liverpool.no/storypg.aspx?id=15589&zzone=85>
6. <http://www.themanutdfan.com/about-2/>
7. <http://www.themanutdfan.com/>
8. Found at <http://texasbootroom.blogspot.com/>, while the group also have a 'Facebook' fan site at <http://www.facebook.com/pages/Texas-chapter-of-LFC-supporters/137670170118>.

6 Love United, Hate Glazer: F.C. United of Manchester, Red Knights and 'Green and Gold'

1. The dates are taken from the day the thread ends.
2. Castells (2009) argues that social movements hold greater cultural resonance if they receive celebrity endorsements, and in March 2010, at the end of a Champions League match at Old Trafford between Manchester United and AC Milan, David Beckham wore a Green and Gold scarf.
3. <http://www.manchesterred.com/steward-sacked-in-row-over-banner/>
4. <http://rlisu.wordpress.com/2010/03/17/it-sucks-being-a-manchester-united-fan-thank-you-glazers/>

7 'Debt, Lies, Cowboys': Custodians, Protests and 'Epic Swindles' at Liverpool F.C.

1. It had previously won the F.A. Community Shield to open up the new season in August.
2. For a discussion on the romanticism of Barcelona's ownership structure and how this might be replicated in the EPL, see Hamil et al. (2010).
3. For instance, Dave Usher (2008), editor of *The Liverpool Way* fanzine, introduced SOS to his readers by stating: 'I don't know if they'll get anywhere with their aim of ridding the club of Tom Hicks, but there's more to the Union than just that' ('The editor's column', *TLW* Issue 62: 3).
4. L9 refers to Liverpool's Walton district postcode.
5. http://l4stateofmind.blogspot.com/2009/06/conversation-with-paul-rice-sos_07.html
6. See <http://www.liverpoolway.co.uk/forum/ff-football-forum/88850-david-elder-spirit-shankly.html>
7. This is, ironically, similar to KFS destroying 'non-scouse' flags at Liverpool's 'European-away' matches (see Chapter 5).
8. The photograph can be found at: <http://twitpic.com/2qof7z> whilst the RAWK thread is at: <http://www.redandwhitekop.com/forum/index.php?topic=263463.0>.
9. The film can be found at: <http://www.youtube.com/watch?v=RO55BazkiZ4>.
10. See <http://www.savelfc.org/2010/10/10/emails-to-mill-financial/>

8 The City Is Ours? Thaksin Shinawatra, ADUG and a 'Billion in the Bank'

1. http://kingkipfax.blogspot.com/2007_07_01_archive.html
2. Internet forum found at: <http://www.blue-moon-mcfc.co.uk/forum/viewforum.php?f=1&start=53550>
3. This was further boosted by expenditures in the January 2010 transfer window and around £130m in transfer fees during the summer 2010 transfer window.

9 Supporter Mobilisation: Social Movements, Football Fandom and Popular Protest

1. Rather resistance identity communities may become interest groups and bargain for a position in the globalised network society (Castells 1997: 357).
2. Indeed, Rogan Taylor (2008) claimed that, as a result of the group's use of technologies, 'I got 800 emails a day, personal emails, never mind the 40,000 on the website which on my own I'm trying to hand sort' (*This Is Anfield* podcast 7, 1 May).
3. SOS – www.youtube.com/watch?v=G0OFAXPyBO4&feature=related; 'Green and Gold' IMUSA/MUST campaign – www.youtube.com/watch?v=aD1B03Slk4g&feature=related.
4. However, one potential 'problem' associated to the narrowcast transmissions is that sometimes subjectively unsavoury fan behaviour gets captured and posted on to the Internet. For instance, at SOS' end-of-2008/09 season party – an important event held to maintain esprit de corps (Blumer 1951) – some fans sung songs about the Munich disaster in 1958, when 23 people (including 8 Manchester United players) died in an aeroplane crash. This narrowcast can be found at www.youtube.com/watch?v=RIHMyp_jlyw.
5. Indeed *SaveLFC* leader, Roy 'Hendo' Henderson argued that: 'Using the internet there's now a mobilisation of Liverpool supporters, the like of which has never been seen before. Protest shirts have been designed, banner campaigns have been co-ordinated, a single has been released, online magazines have been published, media contacts have developed, and new technologies and media have mounted a successful global campaign to promote our interests' (quoted in Roan 2010).
6. The occupations of only 9 of the 11 were announced.
7. A.F.C. Wimbledon was established by fans of Wimbledon F.C. in 2002, after the club confirmed plans to relocate in Milton Keynes (Wimbledon F.C. were subsequently renamed MKDons). In some ways, it could be described as the pre-cursor to F.C. United in that supporters left one established football club to set up their own. Kris Stewart also unsuccessfully stood as the Left List's candidate for A.F.C. Wimbledon's home constituency of Merton and Wandsworth in the 2008 London Assembly elections. Supporters' Direct, which is a UK Government-funded (with cross-party support) organisation that sets out to develop a pan-European network for fan-ownership of clubs and offers advice and expertise to such supporter groups.

10 Conclusions

1. <http://www.akubetul.com/2006/12/why-i-hate-manchester-united-football.html>

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