

THE IMPACT OF COVID ON FOOTBALL

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ABSTRACT: The present paper stems from a recent survey the Authors edited with reference to the impact of Covid-19 on the football system worldwide. The Authors collected an unprecedented series of data on how the national authorities tackled the challenging consequences due to the pandemic, from the complete suspension of any activity to the first attempts to resume sports competitions and then the alternance of measures issued from to time to time, on a country to country basis as a consequence of the second and third wave of the coronavirus. Every sector has been affected. Personal life and business have been forced to sharply change. Sport is not an exception. The impact of Covid-19 on the sports system is shaking its entire structure, questioning its ability to restart and continue its development. Football constitutes a notable example due to its wide popularity and economic value. The crisis has touched every aspect of the football industry, including the competitions rules, contractual relationships and laws of obligations.

Keywords: Covid-19 – regulatory measures – sports measures – economic measures – business model – health and safety – key trends.

SUMMARY: Introduction – 1. The Football Scenario – 2. The International Scenario – 3. The national scenario – 4. Sustainability and cost controls – 5. The Rise of Private Equity Investment – 6. Looking for new business models: when “necessity sharpens one’s wits” – Conclusions

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