



## The arctic miracle – How Bodø/Glimt is redefining success in European football

- Located 200 km north of the Arctic Circle, the Norwegian city of Bodø is home to a football club which has seen an extraordinary rise in recent years.
- In an exclusive interview its CEO Frode Thomasson explains how this success has been achieved without significant financial investment or reliance on UEFA competition money.
- **Why it matters:** The club was named Europe's third most financially sustainable club by Off The Pitch and has shown how geographical challenges haven't impaired its success.
- **The perspective:** Thomasson emphasised the club's community role, noting that about 15 per cent of Bodø's population attends its games. The club's focus is on being a point of pride and identity for the local community.

[Read interview](#)



## Finnish billionaire unveils bold football ownership approach: Fan co-ownership, respect for clubs' global fans and profitability

- He garnered global attention with a bid for Manchester United in March. While he later withdrew from the Red Devils' race, Thomas Zilliacus is now poised to make significant investments in football clubs.
- Although his primary focus is on Inter, Zilliacus may consider other acquisitions, including the creation of an MCO. He believes he possesses a "magic ingredient" that could boost revenues and bridge the gap between global fans and their favorite clubs.
- **Why it matters:** If he succeeds in acquiring a football club, Thomas Zilliacus will stand out from the rest. As a businessman, he has always engaged with stakeholders across platforms and rejects the notion of a discreet business attitude in football.
- **The perspective:** Major clubs worldwide are targeting their global fan bases with content. Zilliacus approaches this differently, asserting that it's time to show global fans the respect they deserve, which would also benefit local fans.

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## Aberdeen FC continues partnership with Off The Pitch for a second year

Off The Pitch is pleased to announce the renewal of its partnership with Scottish Premiership club, Aberdeen Football Club. Off The Pitch will continue as the club's Official Football Finance Intelligence Partner for a second year.

Through this ongoing collaboration, Aberdeen FC will continue to leverage the extensive analytical tools and data solutions provided by Off The Pitch. The club has access to financial and operational information on over 265 clubs, detailed takeover data via M&A Tracker, in-depth transfer market insights and an unrivalled player valuation tool.

The Player Valuation Tool, which estimates transfer values for over 5,000 players, has been a valuable asset for Aberdeen FC over the past year, helping the club taking more informed decisions in relation to player trading and negotiations.

Alan Burrows, Chief Executive Officer of Aberdeen FC, commented on the extended partnership:

"Off The Pitch has proven to be an invaluable partner, offering a unique approach to football finance intelligence. Their data and tools have provided us with insights that support our development goals, including player trading, finance negotiations, and benchmarking. We look forward to continuing our successful collaboration."

### Transforming the football industry

Off The Pitch's mission is to empower all football clubs with access to comprehensive data that facilitates better decision-making in a highly competitive environment. Mads Meisner Christensen, Co-founder and CEO of Off The Pitch, stated:

"We are honored to renew our partnership with Aberdeen FC, a club known for its forward-thinking approach in Scottish football. This renewal not only underscores but also reaffirms the critical role that Off The Pitch plays in transforming the football industry through the delivery of indispensable business data."



## Australian football chief targets World Cup 2034 after "best ever Women's World Cup"

- James Johnson, CEO of Football Australia, says the country aims to host more international tournaments, including World Cup 2034, after co-hosting the "best ever Women's World Cup".
- Johnson says the Women's World Cup has by far surpassed expectations in ticket sales and broadcast reach and emphasised the lasting legacy of the tournament, not just in Australia and New Zealand, but globally.
- **Why it matters:** The ascent of Australia as a plausible international tournament host candidate in the teeth of growing Saudi dominance in Asian and global football will assuage concerns about the Gulf kingdom's growing influence.
- **The perspective:** Despite high participation, the men's professional game in Australia has stagnated and the sport faces a number of domestic challenges. Women's football has helped the broader game through this critical moment.

[Read interview](#)



## Column: A post-Brexit world continues to impact the transfer window

- The Football Association (FA) introduced new governing body endorsement (GBE) criteria for international player visas at the start of this year's transfer window.
- Players, criteria and league bands have been altered as English teams can now sign additional players who do not meet requirements.
- **Why it matters:** Football in the UK remains in a constant state of flux in a post-Brexit world and has yet to get the balance right when it comes to the transfer market.
- **The perspective:** Agents, executives and directors need to be aware of the latest set of revisions as to who qualifies for international player visas.

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05.07.2023: Sheffield United 2021/22, Peterborough 2021/22, Doncaster Rovers 2021/22  
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06.07.2023: M&A Tracker  
11.07.2023: Huddersfield Town 2021/22  
31.07.2023: M&A Tracker  
01.08.2023: Sheffield Wednesday 2021/22  
04.08.2023: Player Valuation  
08.08.2023: RB Bragantino 2022, Kristiansund BK 2022, M&A Tracker  
16.08.2023: M&A Tracker  
24.08.2023: Viking 2022, Vaalerenga 2022

Thanks for reading. See you next Friday. Have a great weekend.

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