

Questions and serious arise for the debts to the state (taxes), the Barcelona this article last few years fluctuates in the range of 30 – 60 million euros, but does not disappear. Debt is for Barcelona small. But he is, and the fact that the tax constantly gives such indulgences, delays are not only clubs, which may be necessary, well and clubs of the rich, the wealthy already alarming and the government of Spain and the EU authorities, who have already started a couple of checks exactly tax debts. Because, in fact, happening public lending clubs. Barcelona has a still low level of such debts [2].

It's worth noting some higher debts real credit institutions, but they also include "stadiums" and the related debt. The real Madrid has much better things to benefit the state, but due to the aggressive transfer policy, more debt to clubs.

In any case, we can see that the situation is far from critical and debts giants quite secured. To assess this can be through the ratio of turnover to net debt. The higher this index is, the more reliable is protected by the club. If it is below 100% is a big problem. 100 – 200 a situation which requires the control. More 200 – 250 "all normal". Barcelona still should control the level of the debt, and Real Madrid can take and the more money you borrow.

But what is important is not only a duty, but also the ability to «service», to pay the interest. There is a special coefficient, in fact, the ratio of operating income (EBIT) financial expenses. It indicates if there is enough club generates profits to pay for the loans.

Grants confidently able to pay for their debts. In fact, Barcelona for two years, three times more money received in the form of profit than spent for financial payments.

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ORGANIZING THE DISTRIBUTION OF INCOME IN THE NATIONAL FOOTBALL LEAGUE

IRYNA SOMMER, ALIAKSANDR MATVIENKA
Polotsk State University, Belarus

The article is devoted to the income of the National football League. The article considers the questions of the analysis of the economy of the NFL, the organization of the income distribution in the League, as well as advertising and sponsorship and commercial licensing.

Until 1979, despite the popularity of football in the country, many teams were struggling to make ends meet. The average salary level players League was lower than in baseball, and even hockey. Experts explained that a greater number of players and staff in a team, and a relatively small number of calendar of games in a season.

In 1979, the incomes of all the 28 NFL teams amounted to 326 million dollars, including from the sale of rights for broadcasting the matches 150 million (46%), service – 144 million (44%) and other revenues (Parking; sale of Souvenirs; programmes with advertising in them; interest on capital invested in Bank and others) – 32 million dollars (10%), i.e. the average annual income of each team was about 11,5 million dollars.

In 1982, the NFL has signed a five-year contract with the three national TV companies – ABC, NBC and CBS – 2,1 billion dollars, which brought each team League 17.5 million dollars a year income. Thus, unlike other team game kinds of professional sports, the main sources of revenue of the NFL already in the beginning of the 80s was the sale of rights for broadcasting the games [1, p. 130].

Economics

In the beginning of 1990 NFL has signed a four-year contract worth 3,64 billion dollars with four TV companies average 910 million dollars a year. According to this contract, each team in the League received in 1990 – 26,1 million dollars, in 1991 – 30,0 million in 1992 – 35,2 million, and in 1993 – 39,1 million per team. Even if no one enjoys't it be during this period in football stadiums, and in this case, due to income from the television team is not only able to cover their costs, including salaries of the players, but also make a profit.

In 1998, ABC, CBS and Fox TV concluded with the NFL contract until 2005, a record in the history of the sport amount is 17,5 billion dollars.

In the beginning of 90-ies, it became clear that the cost of TV rights cannot constantly grow revenues from TV advertising became smaller and TV company, broadcasting and professional football, appealed to the NFL with the request to cover these losses. NFL positively reacted to this request, deciding to extend the season two weeks (from 16 to 18 weeks), i.e. giving broadcasters additional two weeks for advertising.

The highest income from television had command "Chicago Biers" (41,3 million), "Dallas Cowboys" (40,9 million), "San Francisco'49" (40,8 million), and the lowest – "Indianapolis colts" (37,2 million) and "Cincinnati Bengal" (37,4 million). It should be noted that in the NFL there are no large differences between the teams in revenue from television, as in the MLB. This suggests that the NFL more efficiently regulates financial relationships with television, based on the key principle of business in sports – business team are partners. Along with the sale of rights for broadcasters League sells law and radio companies, receiving an income not less than 50 million dollars a year.

There are ongoing discussions that the broadcast of the matches on television negatively affects their attendance audience. In the USA this issue is off the agenda in the late 50-ies. For example, football is clearly apparent lack of direct dependence of attendance from their TV broadcasts, although in 1994-1998 TV company aired every year NFL games in the volume of about 1000 people [1, p. 131].

In the second half of the 90s, the average income of the 28 NFL teams amounted to 65 – 70 million dollars. The highest average annual income (about 100 million dollars) received the command "Dallas Cowboys", somewhat less "Miami Dolphins", "San Francisco'49". The main source of income (up to 35 – 45 million dollars) was the sale of TV rights for broadcasting the matches. The second largest source of income was the sale of tickets and season tickets – from 10 – 12 to more than 20 million dollars on the team. Most revenue from the sale of tickets and subscriptions received "Philadelphia Needle", "San Francisco'49", "New York Giants", the smallest – "Tampa Bay", "Indianapolis Colts".

The average price for tickets in 1992 20,1 dollar, the highest prices were in stadiums commands Phoenix (32 dollars), Miami (26 dollars) and Philadelphia (25 dollars), and lowest in Detroit (10,75 dollar), and Buffalo (15 dollars). In 1995-1998, characterized by further growth of prices on the tickets in the groups exceeded the average 35 dollars. Simultaneously, the price has risen for season tickets, which cost ranged in 1999 from 500 to 900 dollars. Note also that the cost of the ticket to the final game of the super bowl in January 1999 was 325 dollars.

Attendance, as in other leagues, tends to a constant increase. Although the rate of growth of attendance for the same period of time lower than in baseball, the average attendance per game in the NFL is much higher. However, up to 100% occupancy rate stadiums audience is still far away. And clubs are undertaking various measures to increase the interest of the audience. So, in clubs NFL appeared attractive girls "cheerleading". Group "cheerleading" accompanied by the statements of the various teams of the NFL clubs to school teams. Their performances have become so popular that even championship among "cheerleading".

Revenues from concessions stadiums are on average League less than 10% of the amount of General revenues. However, for example, in 1994 two of the club had a very large income from this source: the "Dallas Cowboys" – 37,3 million (37,9% of the total income), the Miami Dolphins to 15,4 million (21,3 per cent). In the team, "Dallas Cowboys" revenues from concessions stadium more than in 2 times exceeded the income from ticket sales and approximately the same were in the team the Miami Dolphins. According to specialists, this is a new trend in the football business. We also note that three of the club had no income from this source, and revenues of the four clubs ranged from 0,5 to 1,1 million dollars. It indicates the availability of reserves to increase revenues from this source of many of the clubs and the League as a whole.

In addition to the revenues from TV, sale of tickets and concessions stadiums League and the teams have a significant revenues from advertising and sponsorship and commercial licensing of activities related to contracts for Parking cars, publishing sphere, sale of Souvenirs, the rights to use the symbols of the NFL and clubs for different firms and corporations in commercial purposes and other More than 125 major companies in the USA closely cooperate with the NFL, using the stadiums and the broadcasting of matches to advertise their products. In the early 90s, the company spent over 200 million dollars only on the panel advertising. The League

had also license 350 kinds of goods. In 1988 the sale of goods with the attributes of the NFL amounted to 575 million in 1990 to 1,5 billion, in 1995 – 2 billion dollars, and in 1999 – about 3 billion dollars [1, p. 132].

National football League of the USA has signed a sponsorship agreement with PepsiCo, which will transfer the sponsorship rights from its main competitor to Coca-Cola. Therefore, this agreement is referred to the crucial moments in competition wars of two giants of the market of soft drinks. The amount of the partnership agreement is not officially announced, but according to some, it may be around 300 million dollars [2].

Advertising campaign Pepsi once again sings American football and American athletes. Will soon open a new season of the National football League of the USA, like many of his sponsors, Pepsi launches its advertising campaign.

American football is the most popular sport in the United States. Research company Nielsen estimates that last year NFL championship game was watched by nearly 200 million Americans, and for the Super Bowl watched by almost 165 million people. The contract with the NFL, Pepsi has the right to use the logos of all the teams in their own marketing purposes, which gives the opportunity to brand finding individual approach to different segments of the audience [3].

Pepsico is not the only official partner of the National football League. Sponsorship agreement with the NFL has also and company producing juices Tropicana, which, by the way, belongs to Pepsico. So the position of Pepsico football on the market of advertising will only intensify.

But Coca-Cola is not going to give up: giving rivals, the entire football League, it concentrates its efforts on the conclusion of the sponsorship agreements with each of the football team. Out of 32 teams included in the NFL, 20 have a sponsorship agreement with Coca-Cola, which gives the company the hope to save the profit on a still higher level. The logo of Coca-Cola still accompanies all other professional matches in the USA: NFL, NBA and NASCAR [2].

The total revenue of the NFL in 1994 amounted to 1,7 billion dollars, or an average of 61,8 million dollars on the team, but in 1999 it increased in 2 times. Income growth led to a sharp increase in the salaries of the players. For example, if the average salary per decade (1979-1989 biennium) rose from 78 to 302 thousand dollars, and in 1996 it exceeded 800 thousand dollars and in 1998 amounted to 1,3 million dollars.

Unlike other leagues salary coaching staff is not much below the average player salary. Individual trainers receive a salary much higher than the players. So, the salary of the team's coach "Denver Broncos" D. Rives at the end of the 80-ies was 750 thousand dollars a year. In the mid 90-ies of the most highly-paid coaches were J. Johnson Dallas – 1,4 million, D. Shula – 1,1 million dollars a year. In 1998, J. Jackson signed a six year contract with the team "San Diego Gargers" amounting to 26,5 million dollars; in 1999, J. Barris – five-year contract with the team, the Indianapolis colts in the amount of 20 million dollars [1, p. 132].

A significant portion of the costs of the preparation for the season, the acquisition forms, inventory, at the cost of transportation, meals and accommodation of the players during the games in other cities and administrative expenses (salary maintenance personnel, insurance players, advertising etc.), rental of the stadium.

As the command of the other leagues, NFL football clubs rent stadiums under different conditions. For example, the command "Buffalo Bill" leases "rich stadium, leaving the stadium 15% of the revenues from ticket sales. Income from the lease of 50 lodges at the stadium completely went in the budget of the team. In addition, she also received 50% of revenues from concessions and Parking. Team Cincinnati Bengals" leaves the stadium 10% of the proceeds from ticket sales. Individual commands pay stadiums rent. Thus, the command "Kansas City Chifs" transfers annually stadium 500 thousand dollars getting 95% of the proceeds from the lease of 80 lodges and Parking, as well as 45% of revenues from concessions.

Substantial expenditures requires the content of the scouts involved in the selection of young players and recommending them to the list of "draft". For example, the team "new York jets" has 11 scouts full time and spends more than 1 million dollars on the search for talents. Annually enter features more than 700 young players, but only 450 of them to get a list of "draft", which consists of 12 rounds.

The analysis of the Economics of professional football in the United States would be incomplete without the analysis of its main competition – drawing of the super bowl. Many directories maintain records of the most popular television programs in the country for the whole history of American television. Although the broadcast of super bowl started only in 1967, he's among the most popular broadcasts mentioned 14 times. Usually the super bowl at the end of 90-ies collected 120-130 million viewers.

According to economists, the impact of the super bowl on the economy of the city in which he was held, for the last 7 years was estimated amount of about us 170 million dollars, with the largest income – 227 million dollars brought San Francisco super Cup 1985.

Economics

Former President of NFL B. Kerry characterizes the role of football and the super bowl in the U.S. economy as the grid of pulsing and covering the whole country, and the agent is connected to this network and receives income. He uses the popularity of the game for the sale of their products. Peak business – carrying out of the super bowl. Win the super bowl is not only the prestige of the team, but real wealth for players [1, p. 132].

The budget of the clubs in the League on salaries to the players is placed at the beginning of each season and the same for all clubs. For the 2013 season he is 2,95 million dollars for each club, with a maximum salary in 368,75 thousand dollars, and the minimum 46,5 thousand dollars. Each team sets the salaries of the players thus, to keep within the budget. Under the budget fall salary twenty major players in the team. The purpose of a fixed budget to protect the League of imbalance, in which the individual clubs with a large capital dominate the competition, and prevent uncontrolled spending, leading to financial ruin clubs and, respectively, to the degradation of the League [4].

In addition, rule Designated Player allows clubs to have up to three players, wages which may exceed the stipulated maximum. This additional compensation club pays the player directly, and it is in the budget is not taken into account.

Analysis of the Economics of the NFL shows that the level of organization of the income distribution in the NFL is the highest among all game kinds of professional sports. So, after deduction of the costs directly associated with the holding of the next game of the season, the NFL divides the box office receipts from the sale of tickets for every game on the principle of 60:40, i.e. 60% of income – command, host and 40% – the visiting team. League clubs evenly share revenues from the sale of rights for TV coverage of all the games. Thus, each club NFL is economically dependent on the successful conduct of the Affairs of the League.

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IMPROVING THE QUALITY OF LIFE IN THE REPUBLIC OF BELARUS

VLADZISLAU ANTONENKO, INGA ZENKOVA
Polotsk State University, Belarus

The article discusses ways of accelerating economic growth in the Republic of Belarus. Denotes the growth of potential quality of life of residents of the country.

World practice has accumulated considerable experience in the field of enhancing the prestige and quality of life. Throughout the long period of time the new methods of stimulation are approved at many enterprises, motivating employees to work more effectively. That is one of the most important factors of creating favorable conditions for improvement of quality of employees' life and of using for this purpose methods of close and distant motivation.

Achievement of high level of population's state of health depends on the solution of many problems which are beyond the bounds of medicine and medicine establishments. The personal behavior, economic and social status, the level of education, the housing and other factors have essential impact on the state of health.

Policy in the field of education is the most important component of the state policy, the instrument of ensuring the fundamental human rights and individual freedom. It's also the instrument of increasing the rates of social and economic, scientific and technical development, the humanization of society, the growth of culture,