

# The J. League – What sort of league will **Iniesta** come to?

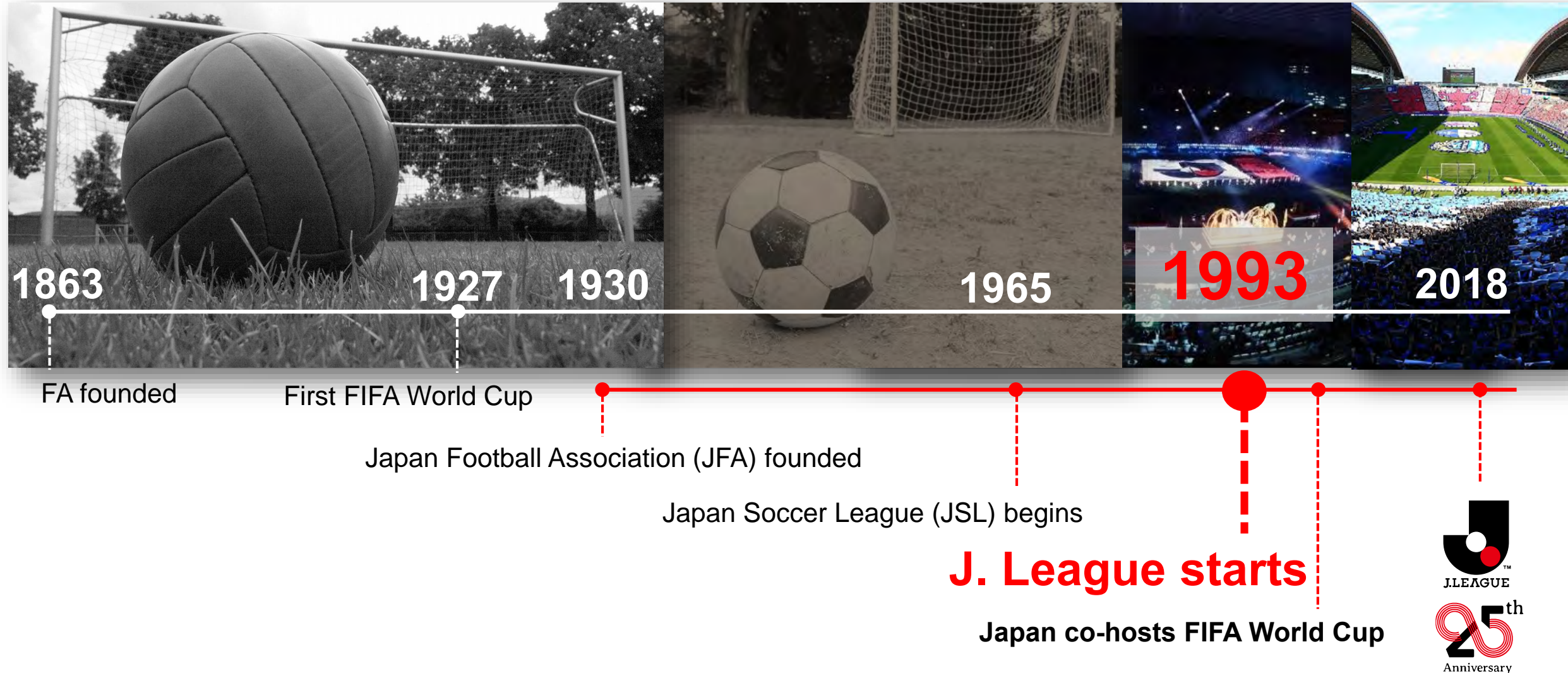
**イニエスタ**がプレーするJリーグとは、どんなリーグか？



6<sup>th</sup> June, 2018  
Japan Professional Football League

# 155 Years of the FA / 25 Years of the J. League

The FA設立から155年後に、Jリーグは25周年を迎えた。



V T R (約50秒)  
日本プロサッカーリーグの歴史  
ダイジェスト





# Jリーグは25年で何を実現したか

What has the J. League achieved in 25 years?



# Mission Jリーグの理念

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To **raise the level**  
of Japanese football

the development of  
**Japan's sporting  
culture**

To contribute to  
**international  
friendship**  
and exchange

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# About J Clubs

The J.LEAGUE Kicked off  
with **10** Clubs in 1993

The hometown system /  
Laying down community roots

ホームタウン制を導入し  
地域密着の概念を取り入れた。

Community roots  
地域密着



# About J Clubs

**54** Clubs - Reaching  
across Japan in 2018

There are now  
J. League home towns  
in **38** of Japan's 47  
prefectures.



■ Prefectures with J.league clubs ■ Prefectures with potential clubs ■ others

# Financial Fair Play

**0** Clubs with excessive debts: **0**  
三期連続赤字、債務超過がない

The proof that sound management is possible in  
professional sport  
プロスポーツにおいて健全経営ができることを証明



# Football Fair Play

Match-fixing cases:  
八百長がない

0





# Social Fair Play



# Asian's No.1 Football League

アジアNO.1リーグに

6

Consecutive  
FIFA World Cup

6

Consecutive  
Olympic  
Games



3

ACL  
Champions  
3 times

7

FIFA Club  
World Cup  
Runners-up once /  
3<sup>rd</sup> place 3 times

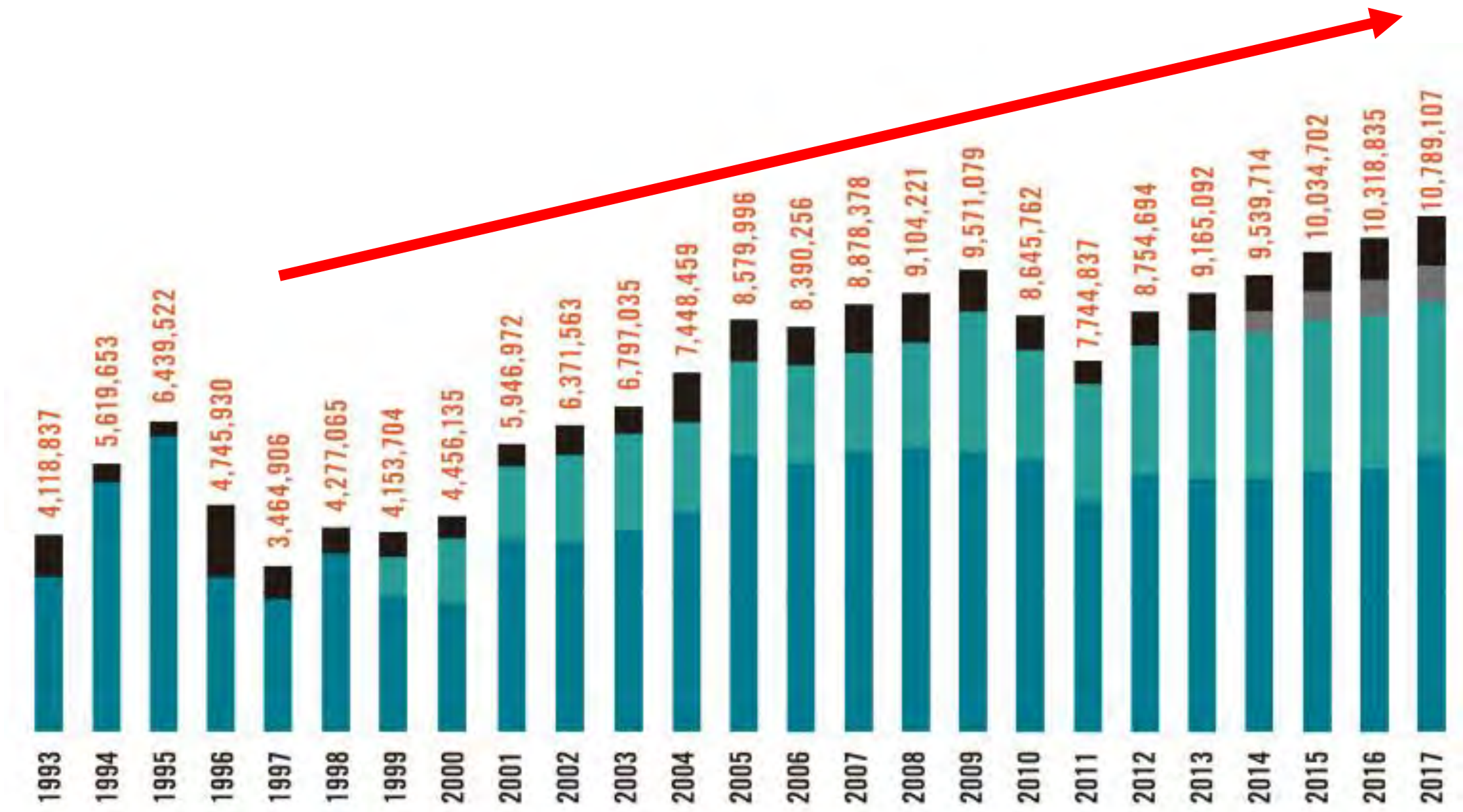
# Ever more Japanese playing football abroad

海外で活躍する日本人選手も増加

15 Players now battling in **Europe's**  
top five leagues

Turning football into a dream profession for children  
プロサッカー選手が、子どもたちの「憧れの職業」に。



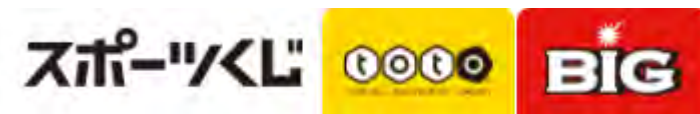
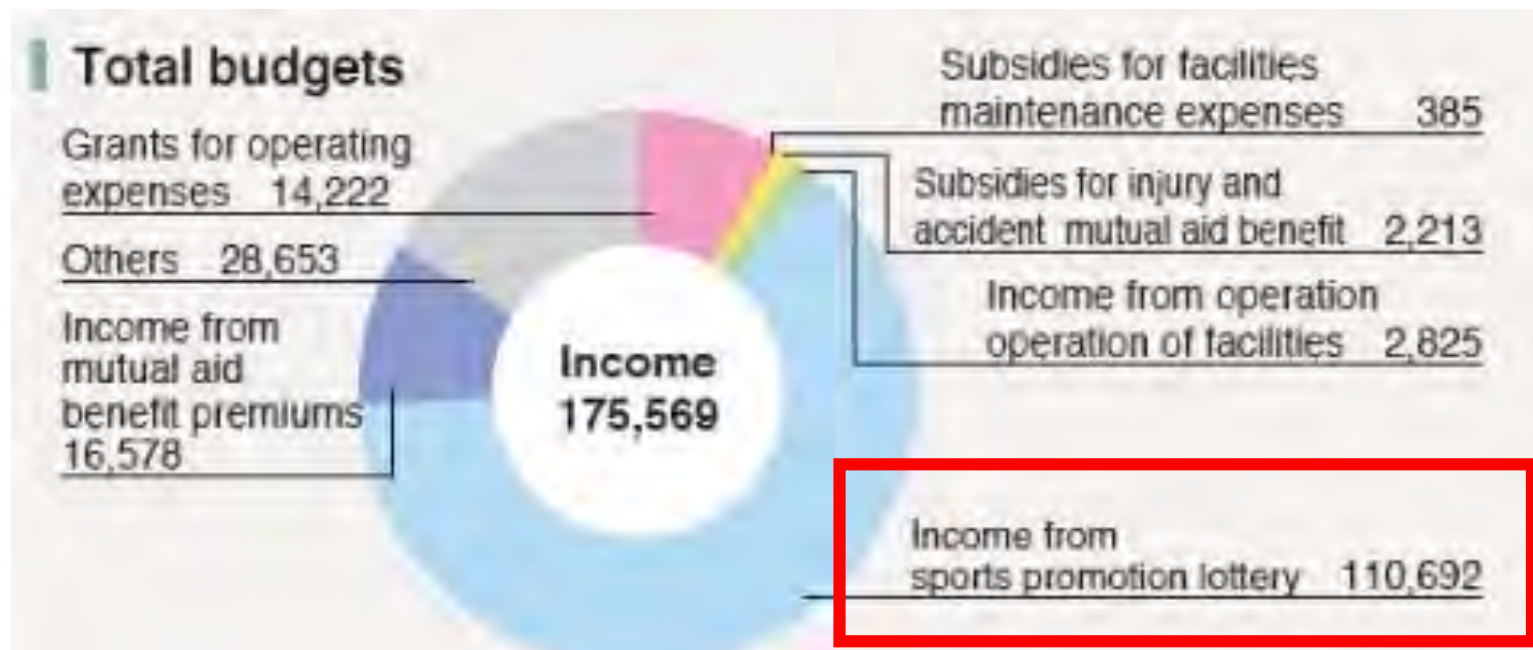




# The birth of toto, the sport lottery

## A fund that nurtures all sports

スポーツ振興くじ(toto)誕生。  
totoの財源により日本のスポーツ振興への貢献。

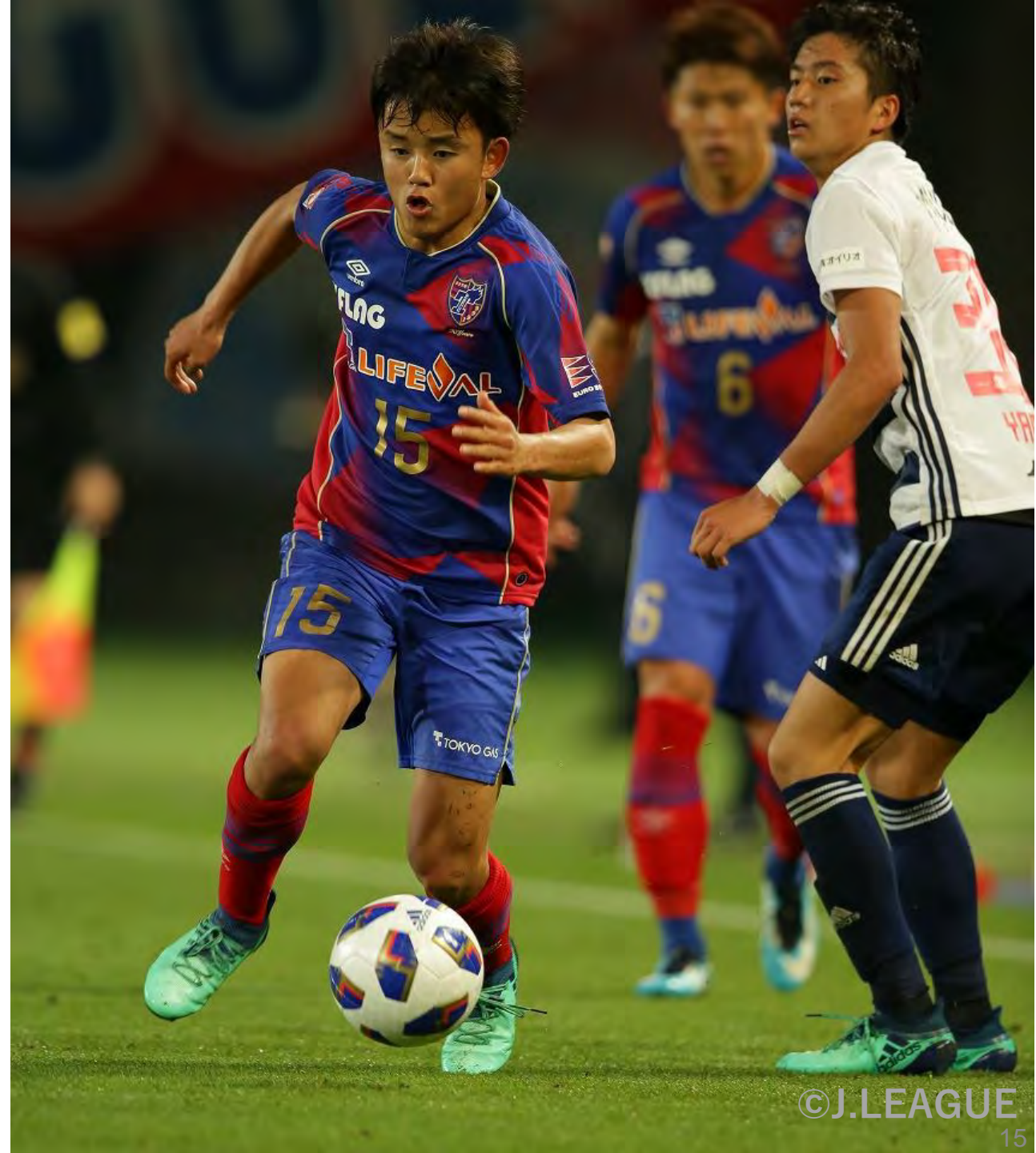


Annual Planned Budget for FY2016 (Unit: million of yen)

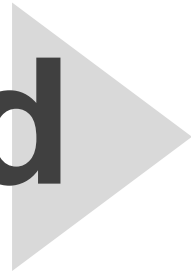


# これからの挑戦

The J. League's challenges  
today What we are trying to do



# Key Word



**1. OTT/Digital**

**2. Youth Development**

**3. For the Asian  
Football**

**4. Social**

**Key Word**



**OTT /  
Digital**



# OTT / Digital

## 1 First in Japan

Huge foreign investment into Japanese sports industry



日本のスポーツ産業に対して、海外企業が本格的に投資



# OTT / Digital

## 2 First among football leagues in the world

Main deal with an Internet service player in broadcasting market

世界で初めて有料放送権市場で、インターネットサービス事業者と主契約締結

# OTT / Digital

## **3 First among Sports entities in Japan**

J.League will hold copyrights of broadcast

日本のスポーツ団体で、Jリーグが初めて、放映に関する著作権を保有

# OTT / Digital

## 4 First among Sports industry in Japan

To achieve Smart Stadium nationwide

全国で「スマートスタジアム」実装目指す

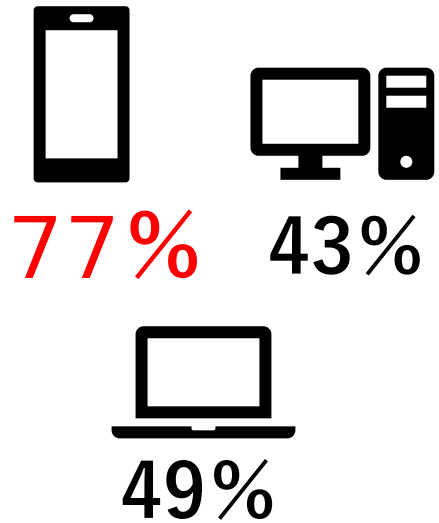
# OTT / Digital

**5 Biggest ever financial resources,  
which enable to invest for future  
development**

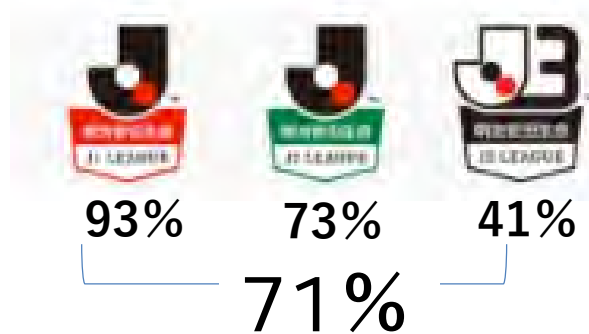
Jリーグの成長に向けた大きな投資原資を確保したことで、  
リーグ経営の選択肢が拡大

# Anywhere, Anytime, Any device in Japan

日本中、どこでも、いつでも、どれでも



LIVE 93%  
VOD 90%





# OTT / Digital



**The J. League produces its own video images for the live streaming of all J. League matches.**

**1100試合を制作**

# OTT / Digital

Twitter impressions



Oct/2014

3,953,757

× 25

Oct/ 2017

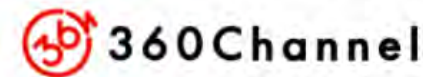
113,865,251

Deliveing live at the same time  
on the Internet with multiple media

**2.1 million**

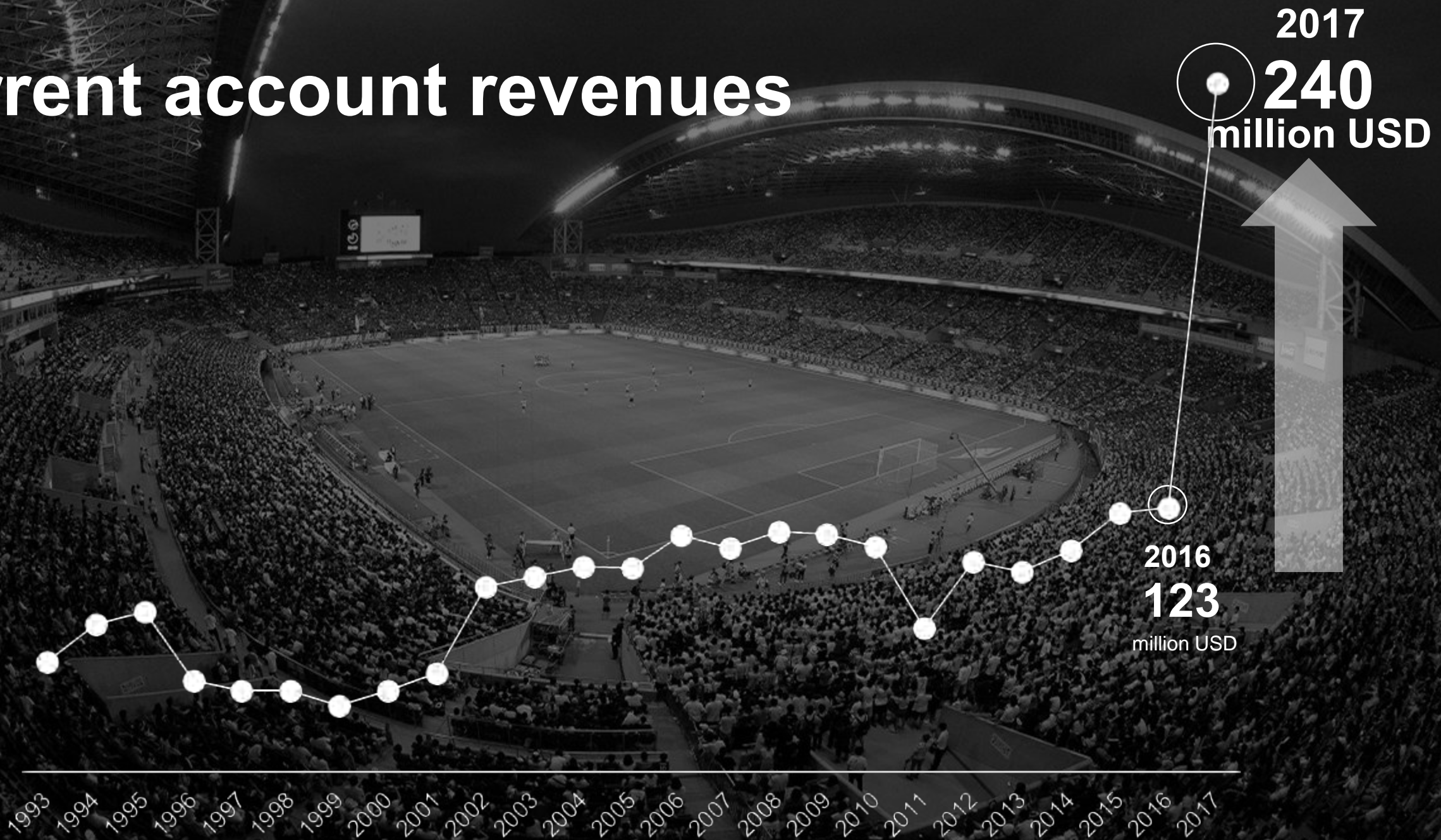


明治安田生命 J.LEAGUE™  
WORLD  
CHALLENGE  
2017





# Current account revenues



# OTT / Digital

Utilising the returns on  
investment for still more  
growth

呼び込んだ投資を還元して、  
さらなる成長路線へ。



# Key Word Youth Development



# Youth Development

2030  
FIFA World cup BEST 4

2001

For 13years

2014



- 2000 EURO Elimination qualifying
- 2001 Mario Götze to join Borussia Dortmund



2018

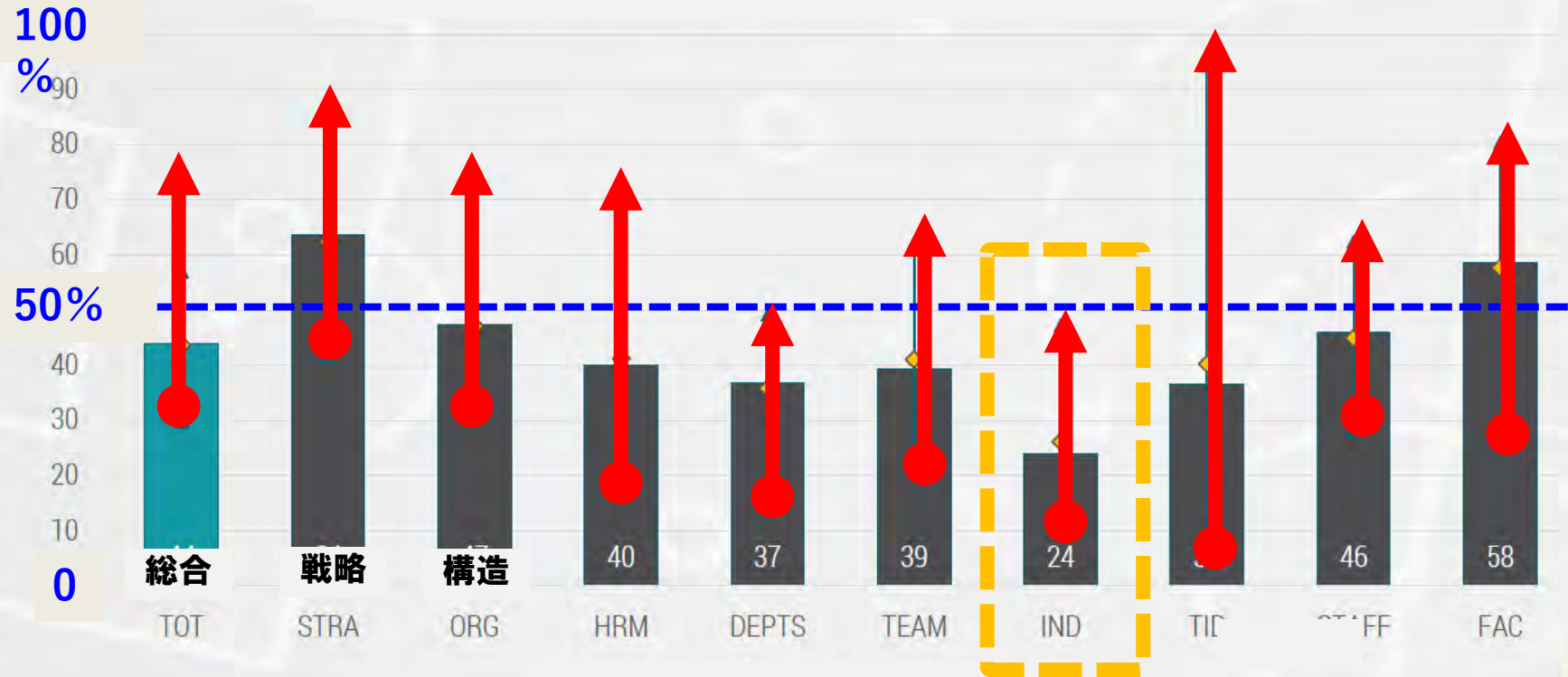
For 12 years

2030

# Youth Development

Overall overview

▲ MAX  
● MIN





A map of Asia with a light orange background. China is highlighted in a darker orange color. A large grey arrow points from the highlighted area towards the right.

**Key Word**

**For the Asian  
Football**

# For the Asian Football

## アジアのフットボール向上への寄与



Thailand



Cambodia



Malaysia



Spain



Viet Nam



Singapore



Qatar



Myanmar



Indonesia



Australia



# For the Asian Football

## Identical treatment for Japanese players and foreign nationals from countries with partner leagues

提携リーグの国籍を有する選手を、日本人選手と同じ扱いに



# For the Asian Football

**A third great football zone to rival  
Europe and South America**

**Jリーグが、ヨーロッパ、南米に次ぐ  
第3のサッカー圏確立をリードする**



**Key Word**  **Social**

# Social

**The J. League's 100 Year Vision / The Sports  
Community for All  
Solving social problems / A Happy Country  
through Sport**

**Jリーグ百年構想の思想  
社会課題の解決を通じて、「スポーツで幸せな国へ」**

# Social

**What can the J. League and its clubs  
do for society?**

**社会の課題に、Jリーグ／Jクラブがどのように貢献できるか**



# Platforms for regional development

地域経済を活性化するためのプラットフォームに

J×Social issues

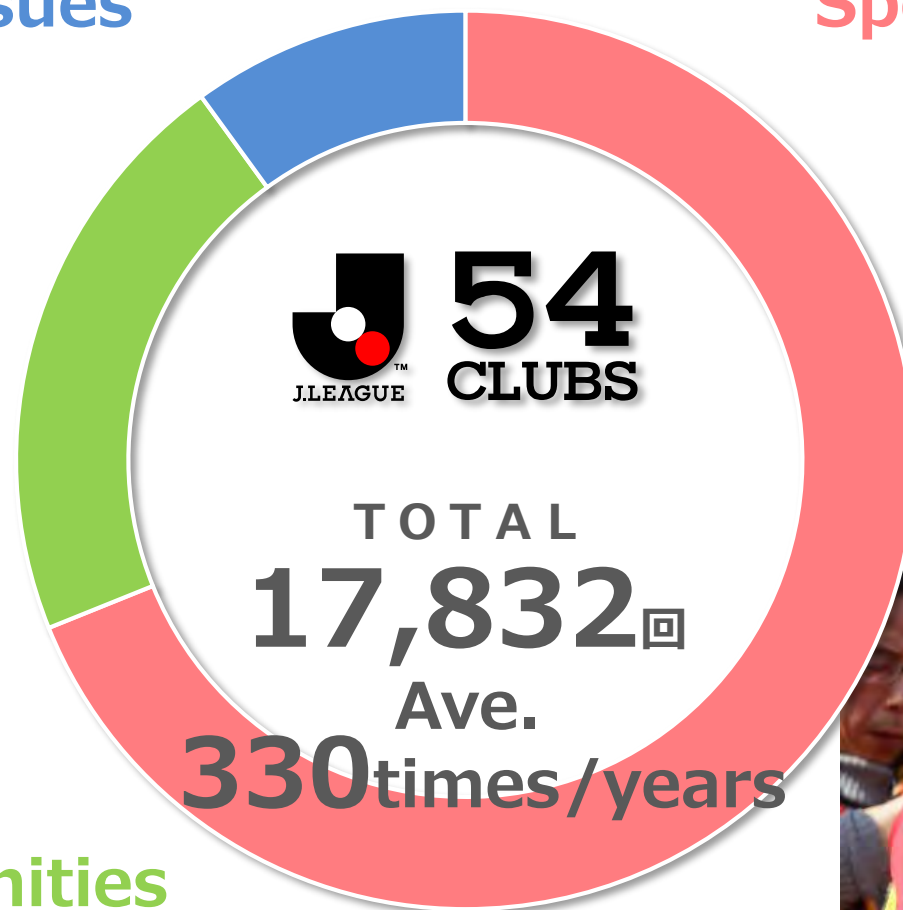
10.0%

1,784回

Sports×Health

68.9%

12,286回



21.1%

3,762回

J×Local communities



Jリーグホームタウン活動調査2017年版 / 2018年3月

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# Social





An aerial, wide-angle shot of a large football stadium, likely the Allianz Arena in Munich, during a match. The stadium is filled with spectators, and the pitch is visible in the center. The text is overlaid on a semi-transparent blue rectangular background.

**The J. League continues to be a  
force for innovation!**

**Jリーグはイノベーションを起こし続ける！**





**Thank You !**

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# Club's Contribution to Home Town

Yes!!



79.5%

Fun Survey 2014



English Premier League

76%

Season Review 2013/14