

WATCH OUT FOR BUMPER EDITION OF SPORTSMARKET

SPORTSMARKET

THE BUSINESS IN SPORTS

DIGITAL EDITION | NOVEMBER 2024

INTERNATIONAL

RUBEN AMORIM

MEET NEW
MANCHESTER
UNITED COACH,
THE STUDENT
OF JOSE
MOURINHO

FAVOURITE
CAF PLAYER
OF YEAR
ADEMOLA
LOOKMAN

DRESSED
FOR
SUCCESS

FROM THE EDITOR

Welcome esteemed readers to the digital return of Sports Market International. We want to take this opportunity to express our heartfelt gratitude to our dedicated readers who have supported us and stayed engaged, helping us to come back even stronger in the digital world. Sports Market International is a long-standing and highly respected magazine that specializes in evaluating the global sporting market. Our publication provides in-depth analysis and expert insights into the business of sports, with a specific focus on emerging trends in sports investments and their impact on top players across the world. Our dedication to providing comprehensive coverage of sports business makes us a valuable resource for industry professionals and enthusiasts alike.

In the latest digital publication, we meticulously researched numerous online and offline sources to provide a comprehensive analysis of global investments in sports. Our in-depth investigation focused on the 2024 Olympics in Paris, shedding light on the disappointing performance of Nigerian athletes that garnered global attention. Our post-event coverage delved into the Nigerian sports industry, with the headline emphasizing the scrutiny faced by Nigerian sports following the Olympic medal letdown. Despite the participation of standout athletes such as the 100m hurdles record holder Tobi Amusan, Nigeria, Africa's most populous nation, failed to meet Olympic expectations. The article discussed Nigeria's previous Olympic achievements, highlighting their best performance in Atlanta 1996, where the team secured two golds, one silver, and three bronzes. While Beijing 2008 brought five medals, the following games in London yielded no medals for Nigeria. The article emphasizes that there can be no excuse for Nigeria's performance in Paris. The Minister of Sports, John Enoh, aptly described it as a disaster.

In another piece of news, we have an extensive report on the Nigerian forward, Victor Osimhen, which delves into the intricate details of his transfer saga and sheds light on his unexpected move to Galatasaray in Turkey. This piece has been aptly titled "From Limelight to Dark Light." In January, the president of Napoli made a bold declaration, stating that Osimhen would be joining either Real Madrid, Paris Saint-Germain, or an English club during the 2024 summer transfer window. However, his eventual move to Istanbul has raised questions. Many have attributed this surprising turn of events to a combination of factors including greed, pride, and sheer incompetence.

Chelsea, by contrast, tried until deadline day to get a deal done but, again, could not agree terms with Osimhen. The Blues may be willing to throw plenty of money around, but their wild recruitment strategy is founded upon signing players on long contracts but relatively low wages.

On the transfer market, the summer transfer window saw clubs from Europe and Saudi Arabia spend a lot of money to strengthen their ranks for the 2024/25 campaign. We detailed the players and the amount involved.

We are excited to announce that Sports Market International will be launching a monthly digital publication. This publication will be easily accessible on our website, featuring engaging layouts and high-quality photos for an enhanced reading experience. We can't wait to share our content with you!

Thank you for being part of our journey

Enjoy reading!

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LOOKMAN

ADEMOLA

CAF Player
sole favourite



and became the only African player nominated for the 2024 Ballon d'Or.

"I thought it was crazy when I saw my name in the 30 candidates for the Ballon d'Or. Being the only African player on the list makes it even more special," Lookman told France Football recently.

Some fans believe the award should be handed to him without ceremony, with @jujupunte stating, "All these are not necessary. They're supposed to take the award straight to Lookman in his sitting room."

The Nigeria international faces competition from compatriot William Troost-Ekong and eight other nominees, including Morocco's Achraf Hakimi and Algeria's Amine Gouiri.

"This award is undisputed for Ademola Lookman... Even the other nine know this," Maximus Dex wrote on X.

However, the exclusion of in-form striker Victor Boniface and current holder Victor Osimhen from the shortlist has sparked a debate among fans.

"Must be a joke. How did Boniface not make this list? Ademola Lookman will win, though, but Boniface has to be on the list. What is the criteria?" MSN questioned on X.

The winner will be announced at the upcoming CAF Awards 2024, where Lookman hopes to succeed Osimhen as Africa's top player.

Super Eagles forward Ademola Lookman has emerged as the overwhelming favourite for the 2024 CAF Player of the Year award following his historic and remarkable Europa League exploits with Atalanta and a Ballon d'Or nomination.

Being the first player in history to score three goals in a European final makes Ademola Lookman a favourite among football fans worldwide for the African Player of the Year award," Bala_The_Game_Changer wrote on X.

The 27-year-old's nomination comes as no surprise following an exceptional year that also saw him score 11 goals and rendered seven assists in 31 Serie A games for Atalanta

The Atalanta star, who made history as the first player to score a hat-trick in a European club competition final during his club's triumph over Bayer Leverkusen last season, has

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RÚBEN AMORIM

MEET NEW MANCHESTER UNITED COACH,
THE STUDENT OF JOSE MOURINHO

RUBEN Amorim is the next manager of Manchester United, with the 39-year-old set to finally take the next step in his coaching career after being linked with some of the biggest jobs in Europe as a result of his impressive work at Sporting Lisbon.

The Portuguese is in line to replace Erik ten Hag with United signalling their intent to pay Sporting over his release fee. United's football operations department placed Amorim at the top of their list and have convinced the 39-year-old to leave Sporting mid-season.

United will appoint a manager who has been one of the most in-demand coaches in Europe over the last year.

Liverpool, Barcelona, Juventus and Bayern Munich were all linked with him when appointing new managers over the summer, while Amorim has also been tipped as a potential replacement to Pep Guardiola at Manchester City.

Amorim's stock has risen considerably throughout his four-year tenure at Sporting. He broke the domestic dominance of rivals Benfica and Porto by ending the club's 19-year title drought with a memorable Primeira Liga triumph in 2021, alongside a League Cup victory.

Yet all his rapid success as a coach follows a successful 14-year career as a player, too, in which he won 14 caps for his native Portugal.

Amorim, who hails from Lisbon, made his senior first-team debut in 2003 for Belenenses in the Portuguese first division before signing for Benfica in the summer of 2008.

It was at the Estadio da Luz where he spent the majority of his playing days, making 154 appearances across six seasons in which he fell in and out of favour with long-term boss Jorge Jesus, playing mainly in central midfield but also utilised at right-back.



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