

# South American Football Economics: Record Deals, Market Shifts, and Broad

Football Economics · Answer Key · 18 Questions

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**1. Which betting company recently signed a record-breaking master sponsorship deal with Flamengo, estimated to be worth over R\$250 million per season?**

- A) Pixbet
- B) Superbet
- C) Betano**
- D) Sportingbet

**2. In 2024, what was the total value of player transfers for the Liga Profesional de Fútbol in Argentina, marking significant growth from previous years?**

- A) US\$11.5 million
- B) US\$120 million**
- C) US\$348 million
- D) US\$50 million

**3. As of February 2025, which nationality leads in the number of international player transfers globally, according to FIFA's Global Transfer Report 2024?**

- A) Argentinian
- B) Brazilian**
- C) French
- D) Nigerian

**4. What is the projected total revenue for CONMEBOL from its club competition broadcast rights across Brazil and Spanish-speaking Latin America for the 2023-2026 cycle?**

- A) US\$350 million
- B) US\$1.14 billion**
- C) US\$500 million
- D) US\$750 million

**5. Which South American country's sports sponsorship market was valued at USD 2932.0 million in 2024 and is projected to grow at a CAGR of 7.4% from 2024 to 2031?**

- A) Argentina
- B) Brazil
- C) Colombia
- D) Latin America**

**6. According to a report from December 2025, which media companies have secured broadcast rights for the Copa Libertadores for the 2027-2030 cycle in South America (excluding Brazil)?**

- A) ESPN and Globo
- B) Paramount and ESPN
- C) HBO Max and ESPN**
- D) Warner Bros. Discovery and Ecuavisa

**7. In 2025, what was the combined valuation of the top 30 Brazilian football clubs, representing a significant increase from the previous year?**

- A) R\$ 8.9 billion**
- B) US\$ 2.5 billion
- C) R\$ 10.9 billion
- D) US\$ 8.9 billion

**8. Which e-commerce company announced its first sponsorship deal with an Argentine football club, Estudiantes de La Plata, in December 2025?**

- A) Amazon
- B) Mercado Libre**
- C) Alibaba
- D) Shopify

**9. What was the total estimated value of international transfers of players trained in Brazil between 2016 and 2025, according to OneFootball?**

- A) EUR2.6 billion**
- B) EUR3.9 billion
- C) R\$ 16.2 billion
- D) EUR1.5 billion

**10. In the 2024 Liga Profesional de Fútbol in Argentina, what was the total value of player sales, though still significantly lower than Brazilian clubs' earnings?**

- A) US\$120 million
- B) US\$348 million**
- C) US\$300 million
- D) US\$50 million

**11. Which South American country's national football association (AFA) was investigated by federal authorities in early 2026 for alleged financial wrongdoing related to sponsorship arrangements?**

- A) Brazil
- B) Chile
- C) Argentina**
- D) Colombia

**12. What percentage of the total revenue for the top 20 Brazilian clubs did football costs represent in 2024, an increase from previous years?**

- A) 71%
- B) 80%**
- C) 73%
- D) 65%

**13. As of February 2025, which two South American countries, according to FIFA's Global Transfer Report 2024, had the highest number of international player transfers?**

- A) Brazil and Argentina**
- B) Argentina and Colombia
- C) Brazil and Chile
- D) Argentina and Uruguay

**14. What was the approximate annual value of Flamengo's record-breaking sponsorship deal with Betano, according to reports from August 2025?**

- A) R\$115 million
- B) R\$250 million
- C) R\$50 million
- D) R\$270 million**

**15. Which media giant secured broadcast rights to the Copa Libertadores in Brazil and South America for the 2023-2026 cycle, alongside ESPN?**

- A) Globo
- B) Meta
- C) Paramount**
- D) Warner Bros. Discovery

16. In the context of South American football, which country's leagues have seen a resurgence in transfer spending boosted by a cheaper dollar due to government policies, leading to the repatriation of legends?

- A) Brazil
- B) Chile
- C) Argentina**
- D) Colombia

17. What is the projected Compound Annual Growth Rate (CAGR) for Latin America's Sports Sponsorship market from 2024 to 2031?

- A) 4.32%
- B) 7.4%**
- C) 8.5%
- D) 5.0%

18. Which South American country, as of February 2025, has the most representatives outside of betting company sponsorships in CONMEBOL competitions, despite Brazil having significantly higher deal values?

- A) Uruguay
- B) Colombia
- C) Chile
- D) Argentina**