
The FIFA Universe

Massive scale, massive influence, massive corruption



First, Some History.

Football Association (FA)

- Formed 1863, governs association football in England
- Prior to this, football was just a school yard sport
 - Rule disputes everywhere
- “The Cambridge/Sheffield Rules”
 - Written by university students
 - First set of rules adopted by FA





Football Rules in 1863

- Score more goals to win!
- Knock the ball between the posts to score a goal
 - No height restrictions, no goalkeepers
- First team to touch the ball after it is out of bounds gets it
- After catching the ball (!!), awarded a free kick
- Passing: Any player ahead of the ball is offside



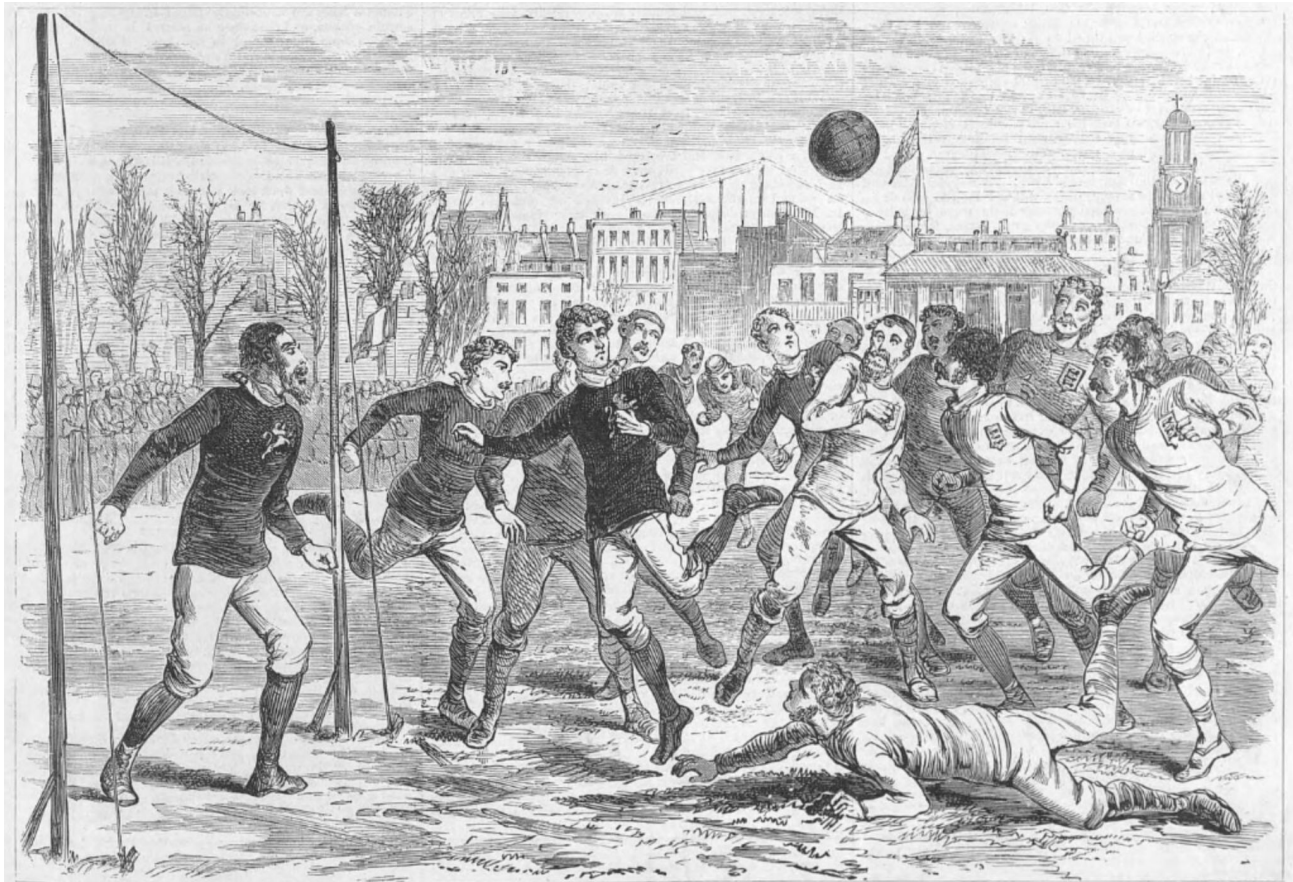
Football Rules in 1863

- Major rule disputes split the community:
 - Is catching the ball okay?
 - Is kicking your opponent in the shins okay?



Football Rules in 1863

- Football Association: “...No”
 - Those who disagreed split off into their own association
 - Formed the Rugby Union in 1870
- Football as we know it today is born!



THE FOOTBALL MATCH AT THE OVAL.—ENGLAND v. SCOTLAND.

The Game Develops...

(Super summarized evolution of tactics)

Evolving Football Tactics

- Early tactics were crude
 - Defense was uncommon
 - Passing seen as cowardly
- England were early innovators
 - WM (1930s)

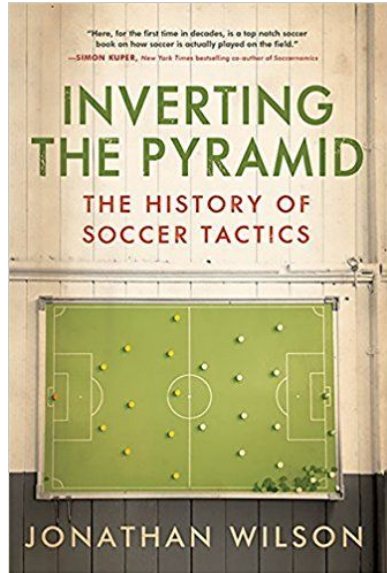




Evolving Football Tactics

- Focus on defense
 - Brazil: 4 defenders, attacking wings (1950-70s)
- Focus on structure and organization
 - Netherlands' fluid adaptability (Total Football, 1970s)
 - Italy's defensive structure (Catenaccio, 1980s)
- Focus on passing
 - Spain's passing and pressing (Tiki Taka, Late 2000s)

Evolving Football Tactics



Anyways, back to FIFA



FIFA

- With the rise of football, several national associations start forming
- Merging of bodies for France, Belgium, Denmark, Netherlands, Spain, Sweden, and Switzerland
 - FIFA formed in Paris 1904
 - Many nations join rapidly (Including the FA in 1905)
- After a successful 1924 summer olympics
 - “Let’s make our own tournament!”



FIFA World Cup

- The premier footballing tournament
 - Takes place every 4 years, started in 1930
 - 16 teams, 24 in 1982, 32 in 1998, 48 by 2026
 - Champions: Brazil x5, Germany, Italy x4
- Most watched sporting event in the world
 - 3.2 billion watched in 2014 (45% of the planet)
 - \$4.8 billion in revenue in 2014





FIFA World Cup

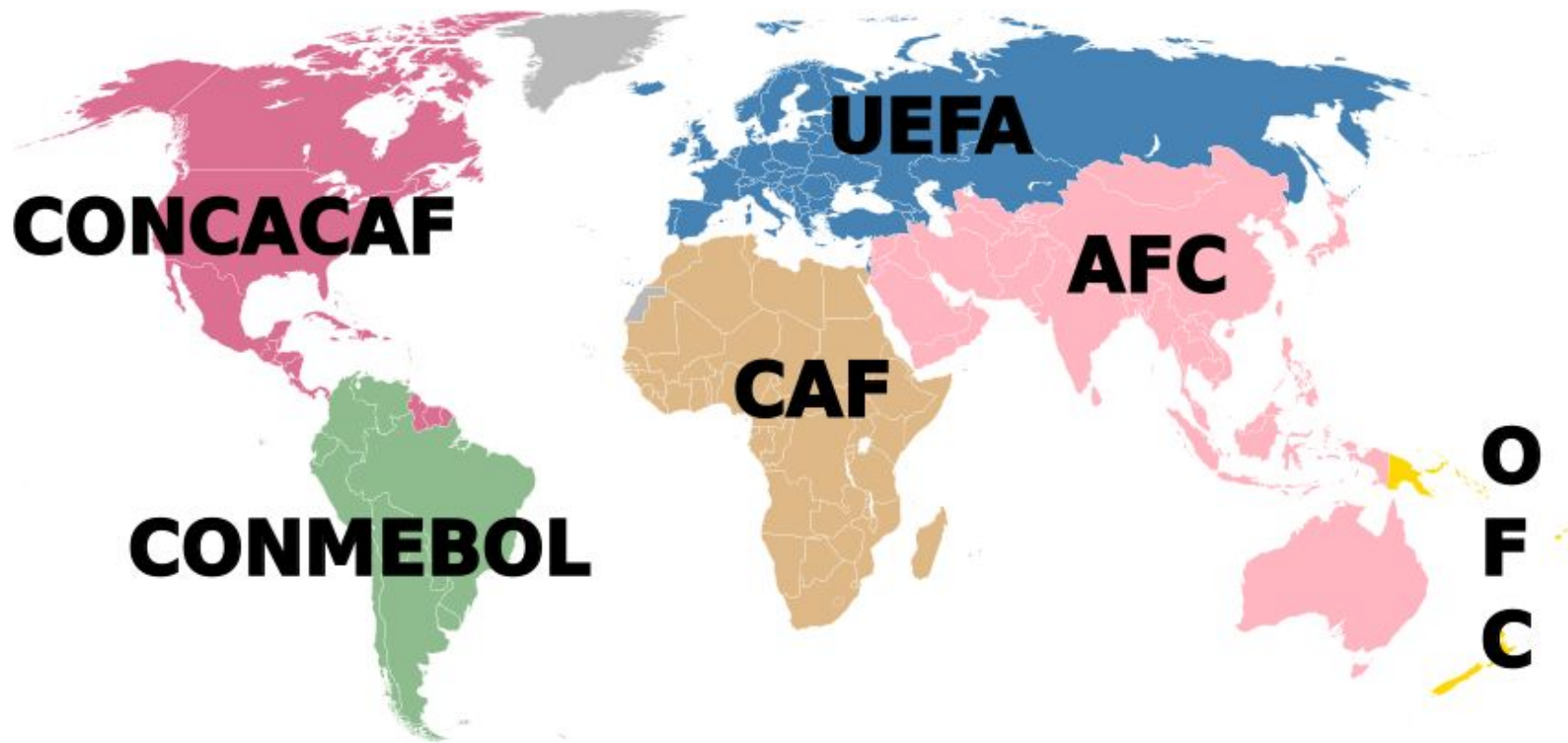
- Host selection is very political
 - First WC in Uruguay, a 3 week boat journey from Europe!
 - Many european teams boycotted
 - Many South American teams boycotted 1938 WC in France
- From 1950 - 1998, agreed to alternate between Americas and Europe
 - Selected by exhaustive vote by FIFA council



FIFA World Cup

- FIFA really wants to expand the sport, things start to get edgy:
 - 2002 Japan/S. Korea (first joint bid, first in Asia)
 - 2010 South Africa (first in Africa)
 - 2018 Russia, 2022 Qatar
- **Major bribery** of voters in 2006, 2010, 2018, 2022
 - Massive ousting of FIFA officials in 2015

The Beauty of the FIFA Ecosystem





Confederations - National

- Each confederation manages:
 - National level tournaments
 - Confederation cups (i.e. African Cup of Nations)
 - Held every 2/4 years (usually)
 - Winners play in FIFA Confederations Cup
 - World cup qualifying
 - A grueling 3 year tournament



World Cup Qualifying

- Begins ~3 years before the world cup
- 211 members started qualification in 2015 for 2018 WC
 - All members participate in the world cup!
- 32 members qualify for the “finals”:
 - 13 Europe, 3.5 NA, 4.5 SA, 5 Africa, 4.5 Asia, 0.5 Oceania + Host
 - Still ongoing for 2018: matches were played today!



Clubs

- In addition to national teams, players belong to a club
- All the money is in club! 2017 figures:
 - Cristiano Ronaldo - \$58 million USD (club salary)
 - Manchester United - Worth \$4.5 billion USD
- Transfers:
 - Neymar: Barcelona to PSG for 222 million euros



Clubs

- Professional teams, based in local region
- Typically, play in three major tournaments
 - League
 - National Cup
 - Champion's League
- Winning all three is called “the treble”



Confederations - Club

- Each confederation manages:
 - Club level tournaments
 - National leagues (i.e. Spain “La Liga”)
 - National club cups (i.e. S. Korea “Korean FA Cup”)
 - Champions’ League (i.e. SA “Copa Libertadores”)
 - Tournament for league and cup champions
- FIFA match days
 - Standardized breaks for NT games across all FIFA leagues



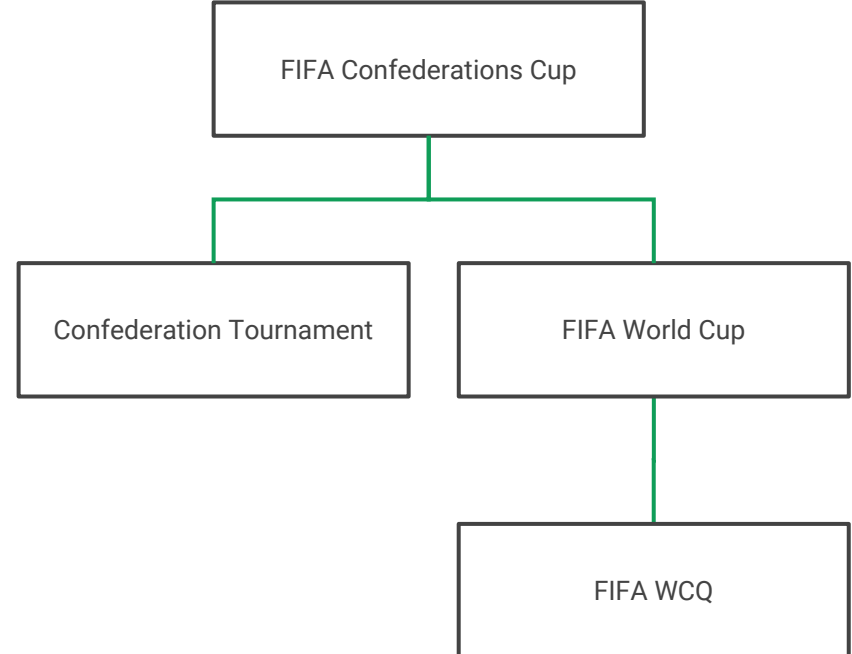
FIFA Club World Cup

- A lesser known club-level footballing tournament
 - Takes place every year, started in 2000
 - Played by champions league winners from all the confederations
- Pretty controversial
 - UEFA (Europe) and CONMEBOL (S. America) have traditionally opposed its expansion

Club Level



National Team Level



Club Example: Vancouver Whitecaps

- Local Vancouver Club
- Every year:
 - Plays in Major League Soccer (“League”)
 - Plays in Voyageurs Cup (“Canadian Club Cup”)
 - If they win, play in CONCACAF champions league
 - If they win, play in FIFA Club World Cup
 - If they win, total victory achieved



More Fun Club Example: Bangkok Glass FC

- Local Thai Club in Bangkok (owned by glass company)
- Every year:
 - Plays in Toyota Thai League 1 (“League”)
 - Plays in Thai FA Cup (“Thailand Club Cup”)
 - If they win, play in AFC champions league
 - If they win, play in FIFA Club World Cup
 - If they win, total victory achieved



At the start of any year, any club can eventually win the FIFA CWC, making it effectively, a 10000+ team tournament.

Imagine the possibilities!

The Influence of Football



“The Football War”

- 1970 World Cup Qualifier series between Honduras and El Salvador
 - Unpunished fan violence from previous games in Honduras
 - Caused diplomatic tension
 - Within hours of El Salvador winning 3-2, war declared
 - ~2000 killed in 4 days

Football and Peace

- 2006 Ivory Coast's World Cup Team
 - After qualifying for their 1st ever world cup, star Didier Drogba pleaded for the civil war's end
 - Peaceful elections were held, war was over by the kickoff in 2006





Other Madness

- During the World Cup:
 - Birth rates up 10% in Germany after hosting 2006 World Cup
 - 112 million work hours lost during 2014 world cup final
 - \$ 419 million
 - Major host country debt after hosting
- “Iglesia Maradoniana” - The Church of Maradona
 - 200,000 followers in Argentina



Sources: Great Football Books

- *Inverting the Pyramid* - Jonathan Wilson
- *Fever Pitch* - Nick Hornby
- *Soccernomics* - Simon Kuper and Stefan Szymanski

**I think that's enough. Questions?
Ask me anything!**