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**CHAMPIONS
LEAGUE**

2016/17

Outright Winner Analysis

I'm kicking off our Champions League 2016/17 coverage with a look at the **Outright Winner** betting...

I've taken stats from the last 10 seasons to 'profile' what we are looking for in an Outright Winner contender. My analysis leads me to one team in particular – see below.

Of course, the stats don't tell the *whole* story. Managers, new owners... player transfers, injuries... will of course all play a part in deciding the 2016/17 Champions League winner – and the top scorer and Group Winners too, for that matter.

But when it comes to identifying the best bets and the best value prices – I firmly believe that using the stats below will give us a great starting point.

Champions League 2016/17 – Outright Winner

Let's start with a look at the history books.

Here are the Champions League winners and runners-up (and nationalities) from the last 10 seasons...

Season	Winner (Nationality)	Runner-up (Nationality)
2015/16	Real Madrid (Spain)	Atletico Madrid (Spain)
2014/15	Barcelona (Spain)	Juventus (Italy)
2013/14	Real Madrid (Spain)	Atletico Madrid (Spain)
2012/13	Bayern Munich (Germany)	Borussia Dortmund (Germany)
2011/12	Chelsea (England)	Bayern Munich (Germany)
2010/11	Barcelona (Spain)	Man Utd (England)
2009/10	Inter Milan (Italy)	Bayern Munich (Germany)
2008/09	Barcelona (Spain)	Man Utd (England)
2007/08	Man Utd (England)	Chelsea (England)
2006/07	AC Milan (Italy)	Liverpool (England)

Key stats from that 10-year history:

- **Spanish** clubs have won 6 of the last 10. With **Barcelona** accounting for 4 of those titles, and **Real Madrid** the other 2
- **English** clubs have featured 6 times in the last 10 finals – although just one in the last 5 seasons
- The 20 finalists in the last 10 years all came from just **4 nations** – **Spain** (7), **England** (6), **Germany** (4) and **Italy** (3)
- **11** different clubs have featured in the last 10 finals. With **7** different winners
- No club has **ever** won the Champions League in consecutive seasons

Digging a little deeper, the 10-year form shows that a club doesn't necessarily need to be the reigning 'champion' of their domestic league to then go on and win the Champions League the following season.

In fact, more often than not in the last 10 seasons, the Champions League winner was not the current champion of their home league...

- Just **6** of the **20** Champions League finalists listed above had **won their domestic league** in the previous season
- **None of the last 5 Champions League winners** – Real Madrid, Barcelona, Real Madrid, Bayern Munich, Chelsea – had won their respective **domestic league titles** in the season prior to lifting the Champions League trophy
- Just **3 of the last 10 runners-up** were reigning champions of their domestic leagues

With the above stats and trends in mind, let's take a look at the bookies' 2016/17 prices (decimal odds in brackets)...

Champions League 2016/17 – Outright Winner:

Barcelona	7/2	(4.50)
Bayern Munich	4/1	(5.00)
Real Madrid	11/2	(6.50)
Juventus	12/1	(13.00)
Man City	12/1	(13.00)
Atletico Madrid	14/1	(15.00)
PSG	16/1	(17.00)

Borussia Dortmund	20/1	(21.00)
Arsenal	28/1	(29.00)
Tottenham Hotspur	40/1	(41.00)
Leicester City	50/1	(51.00)
Sevilla	66/1	(67.00)
Napoli	66/1	(67.00)
Porto	66/1	(67.00)
Bayer Leverkusen	80/1	(81.00)
Benfica	100/1	(101.00)
200/1+ bar		

- Each Way terms: 1/2 odds 1-2 places

Champions League – Winning Nationality:

Spain	11/10	(2.10)
Germany	11/4	(3.75)
England	11/2	(6.50)
Italy	10/1	(11.00)
France	12/1	(13.00)
Portugal	33/1	(34.00)
Any other	66/1	(67.00)

Price comparison – what difference does a year make?

It's worth looking back at some of the pre-tournament **Outright Winner** prices from last season, for comparison and context...

There's not much change at the very top with **Barcelona, Bayern Munich** and **Real Madrid** all similar prices to this time last year – no surprises there.

Man City reached the semi final last season, and have ex-Barcelona and Bayern Munich man Pep Guardiola in charge now – yet go off at exactly the same price as last season (12/1). That price could prove too big...

PSG are the same 16/1 price as 2015/16, despite losing top scorer Zlatan Ibrahimovic.

Atletico Madrid have got to the final twice in the last three seasons. Last season Atletico were a 20/1 Each Way pick for us – giving a 10/1 payout as runners-up. However, this time they go off at 25% shorter odds of 14/1. Some of the value looks to have gone on this 'outsider'.

Arsenal have drifted. They were a 20/1 shot last season and were knocked out at the last 16 stage. They have failed to get past the quarter finals in each of the last six seasons, so it's not hard to see why they are 28/1 Champions League long-shots this time.

Juventus on the other hand are a mover, but the drop in price looks a bit too drastic for me. The Italians were 33/1 last season, but start at just 12/1 for this campaign. They've sold star man Paul Pogba for mega money, and brought striker Gonzalo Higuain with a large chunk it. It remains to be seen if that's a good move.

- In the **Winning Nationality** market, the **Spanish** remain solid favourites. With Germany overtaking England as second in the betting – due to Leicester and

Tottenham replacing last year's representatives Chelsea and Man Utd, alongside Man City and Arsenal

Applying the 'rules' – a process of elimination...

The stats aren't gospel, of course. But by applying the dominant trends listed above in our analysis, we can help narrow down the list of contenders for the trophy...

For example, following the pattern that **70%** of the last 20 finalists **were not** the reigning champions of their domestic leagues – including the last five Champions League winners...

We can 'cross off' several 2015/16 domestic league winners from the top of the 2016/17 Champions League betting list:

Barcelona	7/2	(4.50)
Bayern Munich	4/1	(5.00)
Real Madrid	11/2	(6.50)
Juventus	12/1	(13.00)
Man City	12/1	(13.00)
Atletico Madrid	14/1	(15.00)
PSG	16/1	(17.00)
Borussia Dortmund	20/1	(21.00)
Arsenal	28/1	(29.00)
Tottenham Hotspur	40/1	(41.00)
Leicester City	50/1	(51.00)
Sevilla	66/1	(67.00)
Napoli	66/1	(67.00)
Porto	66/1	(67.00)
Bayer Leverkusen	80/1	(81.00)
Benfica	100/1	(101.00)

The history books are there to be re-written of course, but if we follow the Champions League trends, then we also need to cross off last season's winner from retaining the trophy – something that no team has ever done:

~~Real Madrid~~ ~~11/2~~ ~~(6.50)~~

And with the Champions League final being dominated over the last decade by Spanish, English, German and Italian clubs exclusively, we can continue our process of elimination:

~~Porto~~ ~~66/1~~ ~~(67.00)~~

Furthermore, in the search of betting value, I'm also removing the teams identified above as unattractively priced – in comparison to last season's pre-tournament odds:

~~Atletico Madrid~~ ~~14/1~~ ~~(15.00)~~

~~Arsenal~~ ~~28/1~~ ~~(29.00)~~

As I say, this is far from a bulletproof method. But the findings leave us with a small bunch of teams – and there's only one that I'm interested in right now...

Man City	12/1	(13.00)
Borussia Dortmund	20/1	(21.00)
Tottenham Hotspur	40/1	(41.00)

Sevilla	66/1	(67.00)
Napoli	66/1	(67.00)
Bayer Leverkusen	80/1	(81.00)

Man City & Guardiola catch the eye...

Since qualifying for the Champions League in 2011/12, **Man City** have gradually progressed in the competition:

- Group stage... Group stage... Last 16... Last 16... to Semi Final last season...

Winning the Champions League is obviously the big target for the club and the owners, and the appointment of manager **Pep Guardiola** looks a real statement of intent.

Pep's record as a manager in the Champions League reads:

At Barcelona:

- Won... Semi Final... Won... Semi Final...

Then at Bayern Munich:

- Semi Final... Semi Final... Semi Final...

Guardiola had some of the very best players in the world with him at Barca and Bayern. But he's also got big money and big players at City, including a genuine superstar striker in Sergio Aguero.

Man City have been drawn in Group C along with Barcelona, Borussia Monchengladbach and Celtic. The bookies make City short odds-on to come in the top two and qualify for the Knockout Stage, at 1/3 (1.33).

We'll be adding another team or two along the way this season, I'm sure. But with the stats and pedigree outlined above in mind, **Man City at 12/1 Each Way** are my first Pick of the Champions League 2016/17 season...

Outright Winner – Man City are a best price **12/1 (13.00) Each Way** with William Hill, Coral, Bet365, BetVictor and in general.

Look out for more Champions League stats analysis and bet advice coming your way in your *Across the Leagues* service, throughout the season...

Best wishes,



Oliver Upstone

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