

THE FIFA-SPIRAL - *sporting-economic analysis*

Why more tournaments mean less football

1. Bottom Line

Football is being transformed by FIFA into 24/7 *assembly-line content*. The structural expansion of multinational competitions and tournaments is destroying the law of scarcity. Each expansion diminishes the exclusivity and attention that make football so valuable and compelling. Driven solely by a unilateral focus on revenue maximisation, FIFA is systematically eroding the sport.

2. Strategic Frame

- *Imbalance*: FIFA relies for the lion's share (over two-thirds) on revenues generated by European football. By redistributing these revenues across the remaining continents, FIFA leadership secures its power base.
- *Over-supply*: Rooted in a focus on revenue maximisation, there is a constant compulsion to continuously increase supply.
- *Waning attention*: Due to the diminishing attention span of younger generations, expanding supply is the sole strategy deployed by FIFA leadership to sustain revenue generation.
- *Erosion of quality*: The structural expansion of supply inevitably degrades the standard. Where scarcity once generated high-quality football, over-supply yields nothing but pulp.
- *Physical limit*: An oversaturated calendar exhausts players, induces more injuries, and diminishes both quality and tempo.

3. Blind Spot

FIFA's blind spot is multi-layered:

- It fails to recognise that the drive for revenue growth destroys the critical scarcity required to create long-term value: today's revenue is tomorrow's depreciation.
- The spiral of self-reinforcing negative feedback remains unobserved: increased supply diminishes attention. This triggers a compulsion to expand supply even further to sustain the same level of revenue, ultimately culminating in the total devaluation of the sport.

4. Strategic Contemplation

FIFA undermines itself by maintaining a power mechanism that lacks a fair foundation. Leadership without legitimate broad support renders an organisation fragile and dependent on reciprocity rather than consensus. The national associations affiliated with FIFA hold voting rights: *one nation – one vote*. Whilst this sounds appealing, it means nothing more in practice than FIFA leadership utilising European revenues to consolidate its own power base. The only way to curb this infinite expansion and restore scarcity is for European associations to regain control over their own revenue.