

2008 J.LEAGUE YAMAZAKI NABISCO CUP



Oita Trinita celebrate a historic victory

Oita Trinita won their first ever J. League trophy with a 2-0 victory over Shimizu S-Pulse in the League Cup final at the National Stadium on November 1st. A large contingent of Oita fans made the long journey to Tokyo and their support helped to make it a truly unforgettable occasion for the Kyushu club. Oita manager Chamusca spoke with pride and happiness of the “home atmosphere” and “indescribable meaning of this win for everybody

involved at the club”.

Oita came out attacking and could have gone ahead after 19 minutes when Roberto hit the post. Ueslei had a fine shot well saved soon after the break and Oita’s reward finally came after 68 minutes when Daiki Takamatsu headed in at the far post. Ueslei added the second moments into time added on. Nineteen year old attacking midfielder Mu Kanazaki was named the best young player (New Hero) of the tournament on the night before the match and lived up to that by setting up both goals.

The Shimizu fans were also tremendous and S-Pulse battled hard with their trademark bold passing and trigger-happy eagerness to shoot from anywhere but this day belonged to Oita Trinita, who now go down in history as the first Kyushu club to win a major national trophy. “This win will have a big impact on all Kyushu clubs,” said Chamusca, “and will surely contribute to the improvement of football right across Japan.”

A Special Slot for Asian Players

The J. League has added an extra slot for players from member associations of the Asian Football Confederation from the 2009 season. Each J. League club will now be able to field an extra non-Japanese Asian player in addition to the basic maximum of three foreign players already permitted. The move is expected both to raise the level of play in the J. League and to foster new possibilities for growth and exchange in Asian football as a whole.

J. League clubs at present are allowed to register three foreign players on the top A contracts and two more as amateurs or under the age of twenty on C contracts. Only three can be selected for any one game. An exception is made, however, for players of foreign nationality who were born in Japan and satisfy certain schooling requirements. They are treated in the same way as Japanese players for domestic registration purposes.

Under the new system from 2009, the total number of foreign players who can be registered at a single



Kim Nam-il, Vissel Kobe & South Korea

What Changes

Now	From 2009
Max. 5 foreign players per club (up to 3 on A contracts and up to 2 with amateur status or under 20 years old on C contracts)*	Max. 5 foreign players per club (up to 4 on A contracts if one is from another AFC member association; otherwise up to 3 on A contracts; up to 2 with amateur status or under 20 years old on C contracts regardless of whether they are Asian or not)*
Max. 3 foreign players per match*	Max. 4 foreign players per match (if one is from another AFC member association; otherwise up to 3)*

*Not including specially exempted players born and schooled in Japan

club will remain unchanged at five (plus any exempted players born and schooled in Japan) but clubs that choose to use the new Asian slot will be able to field four foreign players at the same time (the Asian slot plus three). The total number of A contracts (Japanese + foreigners) at each club will stay the same at twenty-five, including the Asian player slot.

J. League Youth Teams Abroad

Representative teams selected from the J. League clubs again went abroad during the summer holidays to gain valuable international experience in diverse climates. This time, the J. League U-14 team was in Holland and Germany; the U-15’s went to Brazil; and the U-16’s travelled to the United Arab Emirates. Besides

training and matches, the boys were given valuable opportunities to discover the ways of each society and meet local people. Zico also dropped in on the U-15 team in Brazil and gave them an unforgettable pep talk! Thanks are due to Mizuno, Adidas and Molten for the crucial support they provided as overseas camp suppliers.

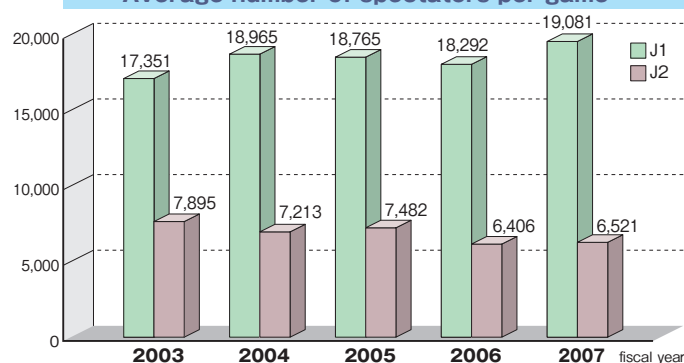
Full J. League Club Financial Data for 2007

In the interests of transparency, the J. League began listing the financial situation of each member club in its annual report two years ago. As in the previous year, the 2007 J. League consisted of 18 clubs in J1 and 13 clubs in J2. This was the third consecutive season in which J1 was played as a single season-long league and not divided into separate stages.

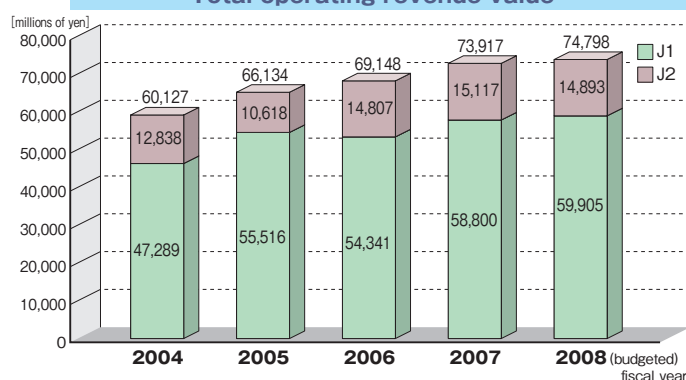
The average operating revenues rose in both divisions in 2007 by 8% to 3 billion 267 million yen for clubs in J1 and 2% to 1 billion 163 million yen for those in J2. Three more clubs recorded operating revenues in excess of 3 billion yen, making eleven in all. The general improvement in gate and other revenues produced a sharp fall in the number of clubs reporting an overall loss from 15 to seven.

The average ticket sale revenues grew 8% for J1 clubs to 689 million yen and 6% for J2 clubs to 205 million yen. Average advertising revenues rose 5% for J1 clubs but fell 10% in the case of those in J2. The J. League's distributions to clubs rose 7% and 5% to J1 and J2 clubs, respectively.

Average number of spectators per game



Total operating revenue value



Scale of sales by club

	FY 2006						FY 2007					
	J1	%	J2	%	overall	%	J1	%	J2	%	overall	%
Less than ¥1 billion	0	0.0%	7	53.8%	7	22.6%	0	0.0%	7	53.8%	7	22.6%
¥1 billion - ¥2 billion	3	16.7%	4	30.8%	7	22.6%	3	16.7%	3	23.1%	6	19.4%
¥2 billion - ¥3 billion	8	44.4%	1	7.7%	9	29.0%	4	22.2%	3	23.1%	7	22.6%
More than ¥3 billion	7	38.9%	1	7.7%	8	25.8%	11	61.1%	0	0.0%	11	35.5%
Totals	18	100.0%	13	100.0%	31	100.0%	18	100.0%	13	100.0%	31	100.0%

Five top grossing clubs in 2007 : Kashima, Urawa, Yokohama FM, Iwata, Nagoya (north to south)

Scale of ordinary profit by club

	FY 2006						FY 2007					
	J1	%	J2	%	overall	%	J1	%	J2	%	overall	%
Less than ¥0	8	44.4%	7	53.8%	15	48.4%	4	22.2%	3	23.1%	7	22.6%
¥1 - ¥20 million	1	5.6%	4	30.8%	5	16.1%	2	11.1%	4	30.8%	6	19.4%
¥20 million - ¥40 million	2	11.1%	1	7.7%	3	9.7%	0	0.0%	5	38.5%	5	16.1%
More than ¥40 million	7	38.9%	1	7.7%	8	25.8%	12	66.7%	1	7.7%	13	41.9%
Totals	18	100.0%	13	100.0%	31	100.0%	18	100.0%	13	100.0%	31	100.0%

Five top grossing clubs in 2007 : Kashima, Urawa, Chiba, Yokohama FM, Kofu (north to south)

Scale of net assets by club

	FY 2006						FY 2007					
	J1	%	J2	%	overall	%	J1	%	J2	%	overall	%
Less than ¥0	2	11.1%	4	30.8%	6	19.4%	4	22.2%	3	23.1%	7	22.6%
¥1 - ¥50 million	3	16.7%	2	15.4%	5	16.1%	1	5.6%	2	15.4%	3	9.7%
¥50 million - ¥100 million	0	0.0%	2	15.4%	2	6.5%	2	11.1%	1	7.7%	3	9.7%
¥100 million - ¥200 million	3	16.7%	2	15.4%	5	16.1%	1	5.6%	2	15.4%	3	9.7%
More than 200 million	10	55.6%	3	23.1%	13	41.9%	10	55.6%	5	38.5%	15	48.4%
Totals	18	100.0%	13	100.0%	31	100.0%	18	100.0%	13	100.0%	31	100.0%

Five top grossing clubs in 2007 : Kashima, Urawa, FC Tokyo, Kawasaki, Hiroshima (north to south)

Scale of short-term loans by club

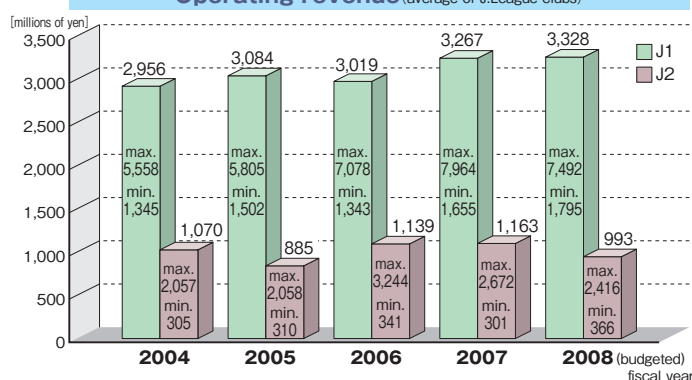
	FY 2006						FY 2007					
	J1	%	J2	%	overall	%	J1	%	J2	%	overall	%
¥0	4	22.2%	4	30.8%	8	25.8%	4	22.2%	5	38.5%	9	29.0%
¥1 - ¥50 million	1	5.6%	1	7.7%	2	6.5%	1	5.6%	0	0.0%	1	3.2%
¥50 million - ¥100 million	1	5.6%	1	7.7%	2	6.5%	1	5.6%	2	15.4%	3	9.7%
¥100 million - ¥200 million	3	16.7%	2	15.4%	5	16.1%	1	5.6%	3	23.1%	4	12.9%
¥200 million - ¥500 million	6	33.3%	3	23.1%	9	29.0%	7	38.9%	2	15.4%	9	29.0%
More than 500 million	3	16.7%	2	15.4%	5	16.1%	4	22.2%	1	7.7%	5	16.1%
Totals	18	100.0%	13	100.0%	31	100.0%	18	100.0%	13	100.0%	31	100.0%

Clubs having no outstanding loans in 2007 : Yamagata, Kashima, Kusatsu, FC Tokyo, Kawasaki, Nagoya, G.Osaka, Tokushima, Ehime (north to south)

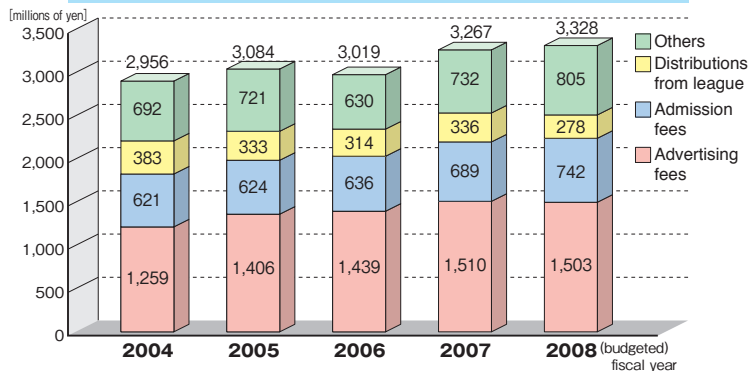
Team personnel costs by club(manager,coaches,players) as a proportion of total turnover

	FY 2006						FY 2007					
	J1	%	J2	%	overall	%	J1	%	J2	%	overall	%
Less than 40%	2	11.1%	3	23.1%	5	16.1%	1	5.6%	1	7.7%	2	6.5%
40% - 50%	10	55.6%	3	23.1%	13	41.9%	9	50.0%	9	69.2%	18	58.1%
More than 50 %	6	33.3%	7	53.8%	13	41.9%	8	44.4%	3	23.1%	11	35.5%
Total number of clubs	18	100.0%	13	100.0%	31	100.0%	18	100.0%	13	100.0%	31	100.0%
Average	47.8%		57.8%		50.0%		46.9%		46.9%		48.9%	

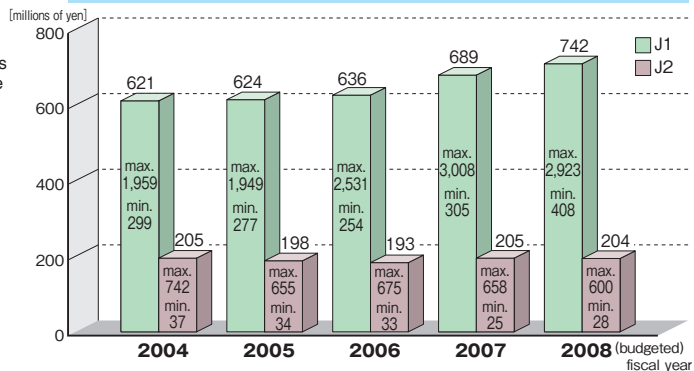
Operating revenue (average of J.League clubs)



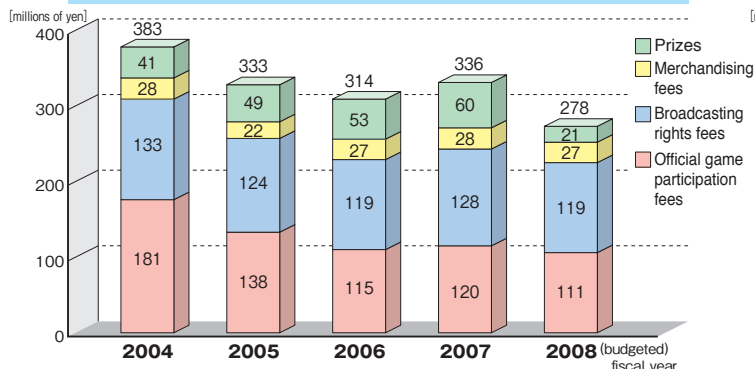
Breakdown of operating revenue (average of J1 clubs)



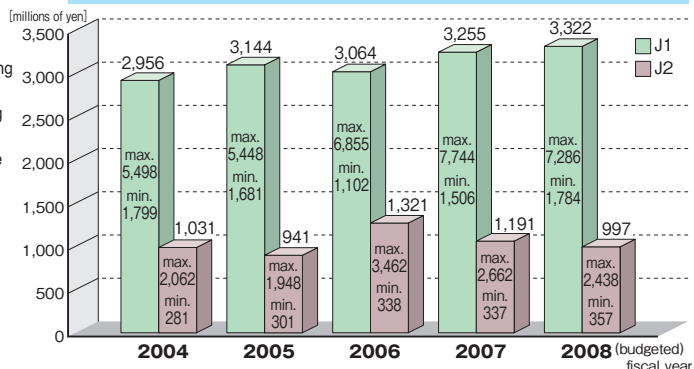
Revenue from ticket sales (average of J.League clubs)



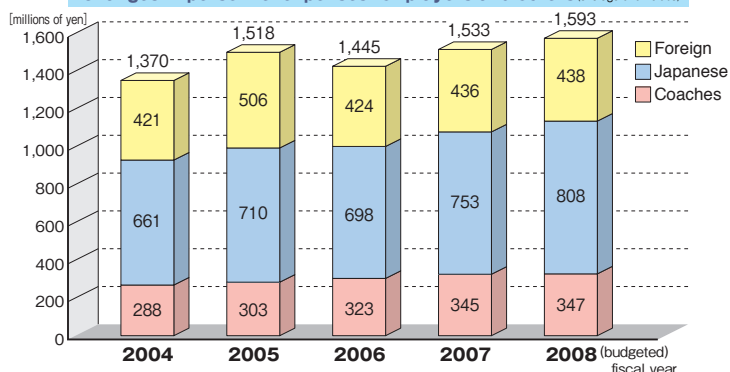
Changes in J.League distributions (average of J1 clubs)



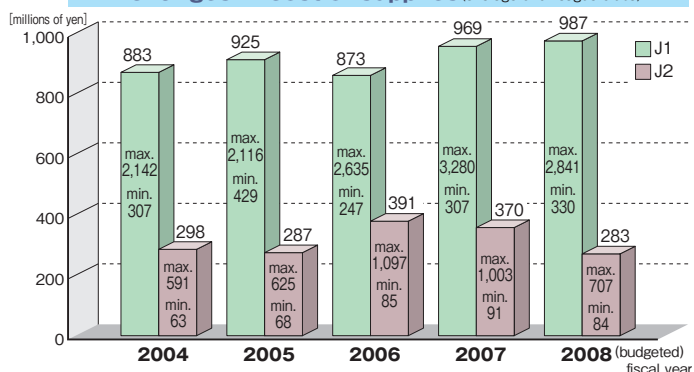
Operating expenses (average of J.League clubs)



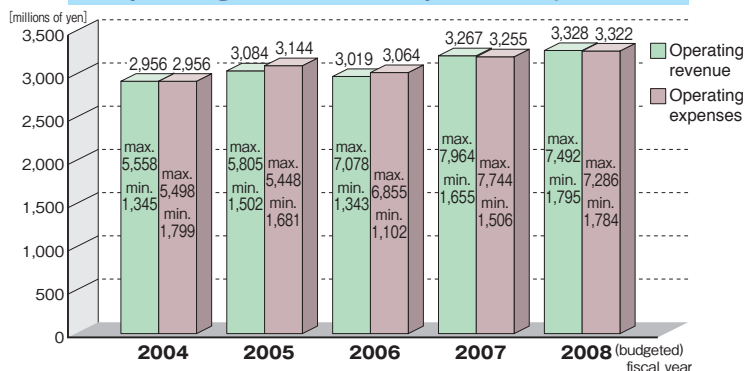
Changes in personnel expenses for players and others (average of J1 clubs)



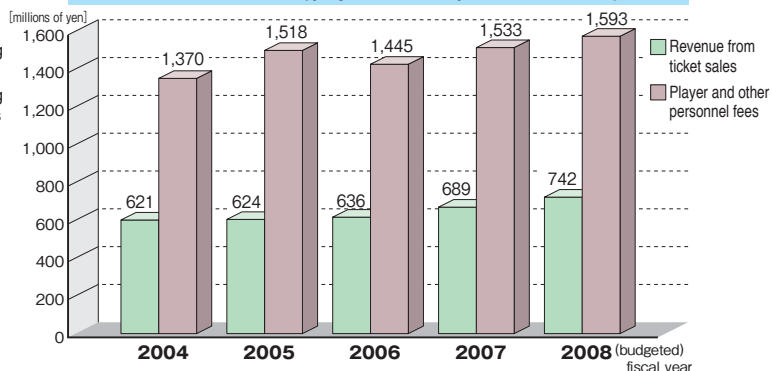
Changes in cost of supplies (average of J.League clubs)



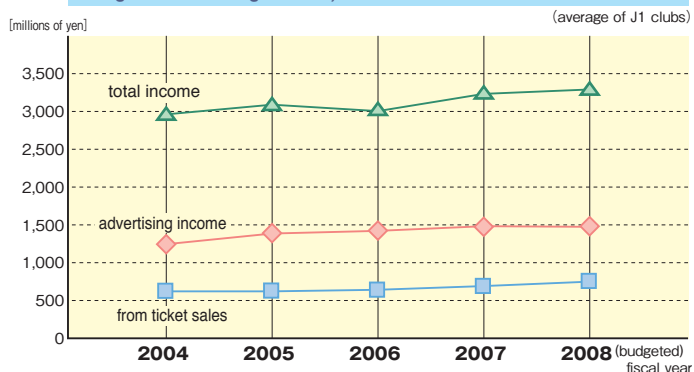
Operating revenue and expenses (average of J1 clubs)



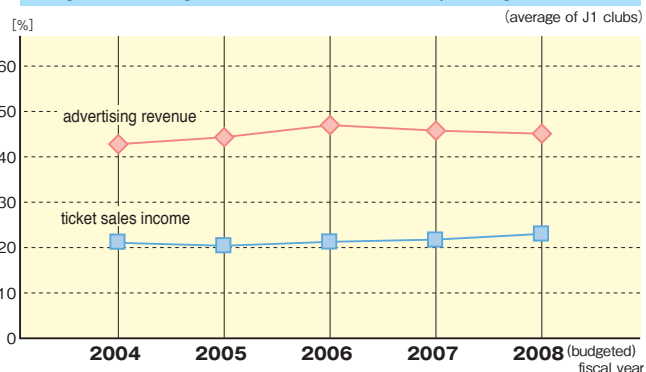
Revenue from ticket sales; player and other personnel fees (average of J1 clubs)



Changes in advertising incomes, incomes from ticket sales and total income (average of J1 clubs)



Changes of advertising revenue and ticket sale income as percentage of total revenue (average of J1 clubs)



Financial Reports of the J.League clubs

(millions of yen)

Club	J1																			J1 Total	J1 Average
	KASHIMA	URAWA	OMIYA	CHIBA	KASHIWA	FC TOKYO	KAWASAKI	YOKOHAMA FM	YOKOHAMA FC	KOFU	NIIGATA	SHIMIZU	IWATA	NAGOYA	G.OSAKA	KOBE	HIROSHIMA	OITA			
End of term	January, 2008	January, 2008	January, 2008	January, 2008	March, 2008	January, 2008	January, 2008	January, 2008	January, 2008	January, 2008	December, 2007	January, 2008	March, 2008	January, 2008	*January, 2008	December, 2007	January, 2008	January, 2008			
Operating Data																					
Operating Revenues	3,983	7,964	2,842	3,112	3,143	3,347	3,105	4,909	1,706	1,655	2,661	3,180	3,594	3,635	3,212	1,865	2,626	2,261	58,800	3,267	
(Advertising)	1,667	2,384	1,960	1,347	1,930	1,243	1,683	2,626	647	768	977	1,317	2,127	2,247	1,437	660	1,193	968	27,181	1,510	
(Ticket sales)	636	3,008	305	568	411	778	524	837	471	436	906	577	524	626	534	329	438	492	12,400	689	
(League distribution)	503	835	248	267	258	278	385	293	274	276	277	338	277	272	488	243	285	248	6,045	336	
(Others)	1,177	1,737	329	930	544	1,048	513	1,153	314	175	501	948	666	490	753	633	710	553	13,174	732	
Operating Expenditures	3,805	7,744	2,840	2,692	3,105	3,581	3,096	4,674	1,861	1,506	2,953	3,166	3,515	3,592	3,304	2,422	2,567	2,172	58,595	3,255	
(Running costs)	2,850	6,958	2,403	2,412	2,641	2,756	2,600	3,732	1,525	1,100	2,272	2,586	2,845	3,061	2,635	1,926	2,081	1,926	48,309	2,684	
(Wages*)	1,736	2,841	1,384	1,310	1,693	1,680	1,639	1,961	862	741	1,374	1,263	1,575	1,770	1,927	1,317	1,236	1,283	27,592	1,533	
(General costs)	955	786	437	280	464	825	496	942	336	406	681	580	670	531	669	496	486	246	10,286	571	
Operating Profit	178	220	2	420	38	▲ 234	9	235	▲ 155	149	▲ 292	14	79	43	▲ 92	▲ 557	59	89	205	11	
Ordinary Profit	184	235	0	418	40	▲ 235	48	214	▲ 153	152	▲ 198	18	86	65	67	▲ 74	55	78	1,000	56	
Current Net Profit	162	62	8	94	37	▲ 236	24	▲ 1	▲ 155	54	▲ 202	17	85	70	67	▲ 75	53	76	140	8	
Financial Condition																					
Total Assets	2,337	2,262	1,044	1,041	758	703	1,104	2,425	474	566	1,145	1,105	1,158	764	1,216	1,012	1,088	1,047	21,249	1,181	
Total Liabilities	635	1,717	1,031	600	855	182	588	2,510	570	381	882	613	777	288	1,121	917	535	1,610	15,812	878	
Net Assets	1,702	544	12	441	▲ 96	520	515	▲ 85	▲ 95	184	262	491	381	475	95	95	553	▲ 563	5,431	302	
Capital	1,570	160	100	100	22	815	349	30	228	367	712	550	679	400	10	98	2,110	463	8,763	487	
Unappropriated retained earnings	▲ 14	384	▲ 327	341	▲ 118	▲ 294	135	▲ 122	▲ 323	▲ 182	▲ 450	▲ 58	▲ 297	75	85	▲ 563	▲ 1,556	▲ 1,089	▲ 4,373	▲ 243	

Club	J2														J2 Total	J2 Average
	SAPPORO	SENDAI	YAMAGATA	MITO	KUSATSU	TOKYO V.	SHONAN	KYOTO	C.OSAKA	TOKUSHIMA	EHIME	FUKUOKA	TOSU			
End of term	December, 2007	January, 2008	January, 2008	January, 2008	January, 2008	January, 2008	January, 2008	January, 2008	December, 2007	January, 2008	January, 2008	December, 2007	January, 2008	February, 2008		
Operating Data																
Operating Revenues	1,255	1,543	539	301	553	2,672	970	2,125	2,066	634	466	1,421	572	15,117	1,163	
(Advertising)	433	399	93	62	258	300	370	1,460	1,102	267	164	669	237	5,814	447	
(Ticket sales)	464	658	89	43	87	200	141	301	200	25	59	266	136	2,669	205	
(League distribution)	144	124	119	130	122	142	118	131	109	115	113	121	117	1,605	123	
(Others)	214	362	238	66	86	2,030	341	233	655	227	130	365	82	5,029	387	
Operating Expenditures	1,442	1,601	510	337	525	2,662	970	2,085	2,045	674	466	1,385	775	15,477	1,191	
(Running costs)	1,214	1,389	402	240	386	2,327	763	1,683	1,497	507	334	1,024	545	12,311	947	
(Wages*)	537	732	251	140	184	1,290	504	1,051	889	334	185	610	377	7,084	545	
(General costs)	228	212	108	97	139	335	207	402	548	167	132	361	230	3,166	244	
Operating Profit	▲ 187	▲ 58	29	▲ 36	28	10	0	40	21	▲ 40	0	36	▲ 203	▲ 360	▲ 28	
Ordinary Profit	8	35	29	▲ 40	26	4	3	46	24	▲ 40	0	22	▲ 204	▲ 87	▲ 7	
Current Net Profit	6	6	29	▲ 40	22	4	1	11	208	▲ 40	0	21	▲ 205	23	2	
Financial Condition																
Total Assets	983	777	163	112	83	669	288	822	486	446	241	439	201	5,710	439	
Total Liabilities	1,175	323	38	128	150	662	220	552	170	74	30	284	152	3,958	304	
Net Assets	▲ 192	453	124	▲ 15	▲ 66	7	68	270	316	371	210	155	49	1,750	135	
Capital	2,556	2,328	0	104	159	89	434	3,605	315	409	208	90	419	10,716	824	
Unappropriated retained earnings	▲ 2,748	▲ 1,874	124	▲ 142	▲ 228	▲ 81	▲ 431	▲ 3,334	1	▲ 37	2	▲ 96	▲ 638	▲ 9,482	▲ 729	

J1 · J2 Total	J1 · J2 Average
73,917	2,384
32,995	1,064
15,069	486
7,650	247
18,203	587
74,072	2,389
60,620	1,955
34,676	1,119
13,452	434
▲ 155	▲ 5
913	29
163	5
26,959	870
19,770	638
7,181	232
19,479	628
▲ 13,855	▲ 447

*Gamba Osaka's accounting period is from April 1st 2007 to January 31st 2008.

*Includes salaries of manager, coaches and other team staff, including junior teams, and, in the case of players, salaries, costs and written-off transfer fees.

Two Nations Divided by a Common Game

Gus Fielding

With the increasing number of spectators passing through the J1 and J2 turnstiles well on course to meet the overall target of 11 million by the 2010 season, the J. League has much to feel proud about.

The level of football is steadily improving, stadiums are for the most part comfortable, clean and free of crowd trouble, and basic ticket prices in the top flight are well below what you would expect to pay for even a third-division game in England, football's spiritual home.

A satisfactory product well marketed, it is hardly surprising that going to support your local J. League team is a popular way to spend a weekend afternoon, regardless of age or gender. And yet another tightly contested campaign in 2008, dramatically played out at both ends of the table, means spectators are likely to return in their droves for another instalment next season.

If you were searching for a striking contrast, you could visit somewhere like my club, third-division Brighton and Hove Albion at the ramshackle Withdean Stadium on the English south coast. I love it, of course, but there is no roof to protect fans from the elements, some of the seats are miles away from the pitch, there is no atmosphere, the food is as bland as the football the team churns out, and long-suffering fans pay the equivalent of 5,000 yen for the "pleasure" of the Withdean matchday experience.

Yet even though I quite often find myself reporting Urawa Reds games in front of over 50,000 fans at Saitama Stadium 2002, the atmosphere at times in the J. League still often also feels sterile and somewhat scripted compared to what you might experience in England, for example. The exemplary behaviour shown by the majority of Japanese fans is certainly worthy of praise and there is no doubt that the way fans enjoy their football reflects legitimate cultural differences. But having observed Japanese supporters while reporting the J. League and the national team, there are some things I still find confusing, frustrating and plain bizarre.

During a recent conversation with a Japanese colleague of mine we discussed the national team's World Cup qualifying 1-1 draw with Uzbekistan in the autumn. A player who need not be named had fluffed a bicycle kick clearance that led to Uzbekistan's goal. My colleague recognised that there was no need to make such an acrobatic clearance but was more frustrated with the fans' collective gasp of wonder at the attempt.

All that was needed was a simple clearance away and the danger was gone. The majority of fans clearly did not understand this. In England, he would have been derided even by his own fans for unnecessarily "showboating," not just keeping things simple.

Gus Fielding is a sportswriter for Kyodo News. He has covered two FIFA World Cups, two AFC Asian Cups and the Beijing Olympics 2008. Gus has been reporting on the J. League and the Japan national team since 2001.



It was a fair comment and it got me thinking about all the idiosyncrasies I had observed among fans at both J. League and national team games.

Billy's Bootcamp workout DVD's were a massive hit in Japan for those looking to shed a few pounds. Why not go to a J. League game instead once a week? Some fans jump up and down "pogo" style for the entire 90 minutes instead of just watching the game and becoming animated at the appropriate moments, such as when someone scores or when your team is awarded a penalty.

Perhaps, apart from the fans singing the same repetitive songs without a break (why do some cheerleaders and flag wavers have their backs turned to the pitch?), the thing I find most difficult to understand is the reaction of the spectators when their team has just conceded a goal.

I noticed this again at Urawa when they played arch rivals Gamba Osaka in the second leg of the Asian Champions League semifinals. Gamba went 3-1 ahead through Yasuhito Endo, who having developed a knack of scoring vital goals against Urawa should be a figure of hate in Saitama, yet the Reds fans at the other end of the ground simply continued cheering for Reds as if nothing had happened.

Surely the natural reaction would be for Urawa fans to be holding their heads in stunned silence, berating their own players or screaming at Endo out of frustration.

After the game, on the other hand, why were Reds fans suddenly refusing to go home and remaining at the stadium, waiting for the president to come out and offer his apologies for Urawa's season going south? They still had every possibility of winning the J. League and qualifying for the Club World Cup. A slight overreaction, surely...

Still, it was nice to see comedy play a big part in crowd interaction on a visit to Kashiwa this season just after Barack Obama had been elected U.S. President. The Star Spangled Banner rang out from PA system in the Kashiwa end and a fan wearing a suit and an Obama mask issued a rallying cry through a loudspeaker, chanting, "Yes we can."

It had Nagoya fans at the opposite end of the stadium chuckling -- until the final whistle blew and they found they had lost 2-1.