



MEDIA RELEASE

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Premier League Clubs today announce a new deal for away fans

After consideration of a range of options, Premier League Clubs have today undertaken that away fans will be able to attend Premier League matches for the next three seasons and pay no more than a maximum of £30 for their tickets.

Clubs know that away fans have a unique status:

- They are essential for match atmosphere and stimulate the response from home fans that distinguishes Premier League matches from those of other leagues
- They have additional travel costs and pay individual match prices, as season ticket and other discounts are not available to them
- Responsibility for them is shared between Clubs and therefore it is right that there is a collective initiative to help them

This has long been understood by Clubs who currently provide away fans with a range of measures designed to assist them, including the Away Supporters' Initiative (ASI) introduced in 2013. At their last meeting (4 February 2016) Clubs unanimously agreed that more should be done to help away fans and, after consideration of a range of options, have now decided to introduce the new £30 maximum price for away tickets. This replaces the ASI as a single, League-wide recognition of the importance of away fans.

Notes to Editors:

- The £30 away ticket cap will apply for three seasons 2016/17 to 2018/19, replacing the current Away Supporters Initiative (ASI)
- The ASI was a collective agreement by the Clubs to help away fans, introduced in Season 2013/14 for three seasons ending 2015/16
- Clubs have individually used a range of measures to help away fans including travel subsidies, ticket subsidies and improved facilities
- There has been a 9% increase in away support since the beginning of the ASI
- Premier League attendances have been at record levels of occupancy, 95.9%, for the past two Seasons and are tracking at 96.2% for Season 2015/16

About Barclays Premier League

The Barclays Premier League is the most watched continuous annual sporting event in the world. Last season 13.9 million fans attended matches with record average stadium occupancy of 95.9%. Across nine months of the year, 380 matches are viewed in 185 countries with coverage available in over 725 million households.

Since 2000, the Premier League has invested in 500+ new artificial grass pitches across the UK and has delivered hundreds of projects that focus on improving sports coaching in schools and inspiring young people to play sport. On top of this, the Premier League also invests in the Football League, the Football Conference and other football bodies. Premier League football provides £2.4bn per season to the Exchequer in tax revenue.

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