

## Football Named Highest Earning Sport in the World, with Boxing, Tennis & NFL Close Behind

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*In line with popular opinion, a new tool reveals that the highest earning sports star in the world is a footballer, with the financial rewards associated with athletic talent and brand endorsements surpassing those of any other sport.*

Online Mortgage Advisor's [Footy 100](#) tool highlights how much football players across different leagues are paid, as well as comparing their earnings to other sports stars, including tennis, rugby and even eSports.

In its [In the Pocket section](#), the tool reveals that Barcelona's Lionel Messi is the highest paid sports star in the world, with combined annual earnings of £97m/\$126m. While Messi's yearly salary of £70m/\$91m may not be the highest on the list, football's commercial appeal lands him an additional £27m/\$35m in endorsements and advertising deals.

Perhaps unsurprisingly, given the sport's recent box office records, boxing came out on top for the highest sporting salary, with Canelo Alvarez making £70.5m/\$91.6m per year - just ahead of Messi.

Alvarez's sponsorships, however, are worth just £1.5m/\$1.9m, pushing him down to second place.

### All stars

The tool highlights the highest earning player from each sport, creating a list of the top paying sports in the world.

The stars and their combined annual earnings are below:

1. Football: Lionel Messi - £97m/\$126m
2. Boxing: Canelo Alvarez - £72m/\$93.5m
3. Tennis: Roger Federer - £72m/\$93.5m
4. NFL: Russell Wilson - £68m/\$88m
5. Basketball: LeBron James - £67m/\$87m
6. Golf: Tiger Woods - £48.5m/\$63m
7. Formula 1: Lewis Hamilton - £42m/\$54.6m
8. Baseball: Mike Trout - £38.6m/\$50m
9. MMA: Conor McGregor - £35m/\$45.5m
10. Cricket: Virat Kohli - £19m/\$24.7m

11. eSports: Johan Sundstein - £5.3m/\$6.9m
12. Rugby: Dan Carter - £1.1m/\$1.4m

With eSports star Sundstein already overtaking the highest paid rugby player, how long will it be before digital gaming catches up with more traditional sports?

### **The sponsorship**

To really put the above earnings into perspective, the tool breaks down what each star earned from their salary versus endorsements. Take a look [here](#).

While Alvarez has the highest wage on the list, it's Roger Federer that walks away with the highest earnings from sponsorships, at £66m/\$85.7m.

Even the top earners from basketball and golf - LeBron James and Tiger Woods respectively - earn more in endorsements than Messi, signalling a shift in the common belief that football is the most commercial sport in the world.

### **Women in sport**

When it comes to the highest paid female athlete, tennis again leads the way. Serena Williams is the highest earning female sports star in the world, having made a combined £22m/\$29m last year.

Compared to her male counterpart, however, she still slumps behind - Federer made £72m/\$93.5m in the same period.

It's in both wages and sponsorships that Williams loses out. Her salary of £3m/\$3.9m is almost half of Federer's £5.6m/\$7.3m, while Williams' endorsements of £19m/\$24.7m are over three times less than Federer's £66m/\$85.7m.

Tennis may have created the highest earning female athlete in the world, but it has a long way to go in closing the gender pay gap.

Looking at female footballers is much starker, however. While the top earning male footballer, Messi, made £97m/\$126m last year, Lyon's Ada Hegerberg earned just £543,000/\$705,000.

Her £343,000/\$446,000 salary was over 200 lower than Messi's, while his earnings from endorsements were 135 greater than Hegerberg's.

### **World class**

To highlight the wealth disparity between sports stars and members of the public, the tool also compares their earnings with the average salaries of some more common occupations.

Scroll through the list to find out where teachers, nurses, cleaners sit amongst sport's greatest - even some football stars of the past are in there.

Although the UK's Prime Minister and GPs earn more than most of us, you may be surprised to see where the highest paid female footballer stands in relation to the average CEO of a FTSE 100 company!

Try the Footy 100 tool for yourself here:

<https://www.onlinemortgageadvisor.co.uk/content/footy100>

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The complete **media pack**, with supporting images, can be accessed here:

<https://www.onlinemortgageadvisor.co.uk/press?title=footy100>

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