

# Power shifts and the role of agents in English football

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## Abstract

This research assesses the power dynamics between key stakeholders. Data on transfers between 1998 and 2009 is analysed, identifying changes in expenditure and contractual terms as well as the number of active agents and the proportion of professional players represented by each. Case studies and interviews with clubs, agents and governing bodies then allow power dynamics to be examined. Six types of agent are identified, with Full Service Agencies undertaking 71% of the business. Historically, power has shifted between stakeholders, but the market share of FSAs has enabled them to increase their influence over both clubs and commercial partners.