



MAJOR LEAGUE SOCCER (MLS) was founded in **1993** as part of the U.S. commitment to FIFA after securing the 1994 World Cup.

The league began play in 1996 with 10 teams, aiming to establish stable and competitive soccer league in North America.



LEAGUE SIZE: **29 teams**

TOTAL LEAGUE VALUATION: **over \$15B**

TOP 10 TEAMS BY VALUE & REVENUE

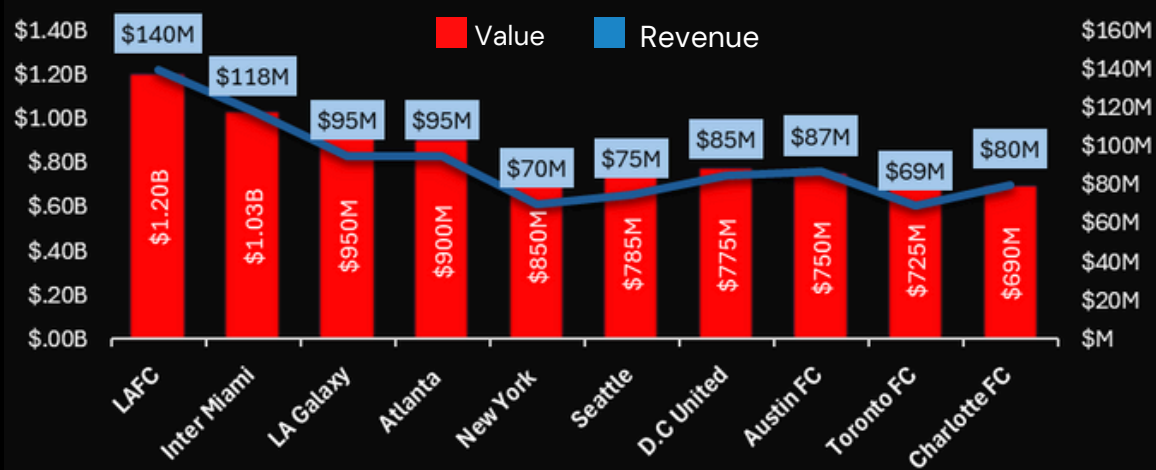
TOP 10 TEAMS BY VALUE (2024)

LAFC	\$1.20B
Inter Miami	\$1.03B
LA Galaxy	\$950M
Atlanta	\$900M
New York	\$850M
Seattle	\$785M
D.C United	\$775M
Austin FC	\$750M
Toronto FC	\$725M
Charlotte FC	\$690M

TOP 10 TEAMS BY REVENUE (2024)

LAFC	\$140M
Inter Miami	\$118M
LA Galaxy	\$95M
Atlanta	\$95M
Austin FC	\$87M
D.C United	\$85M
Charlotte FC	\$80M
Seattle	\$75M
New York	\$70M
Toronto FC	\$69M

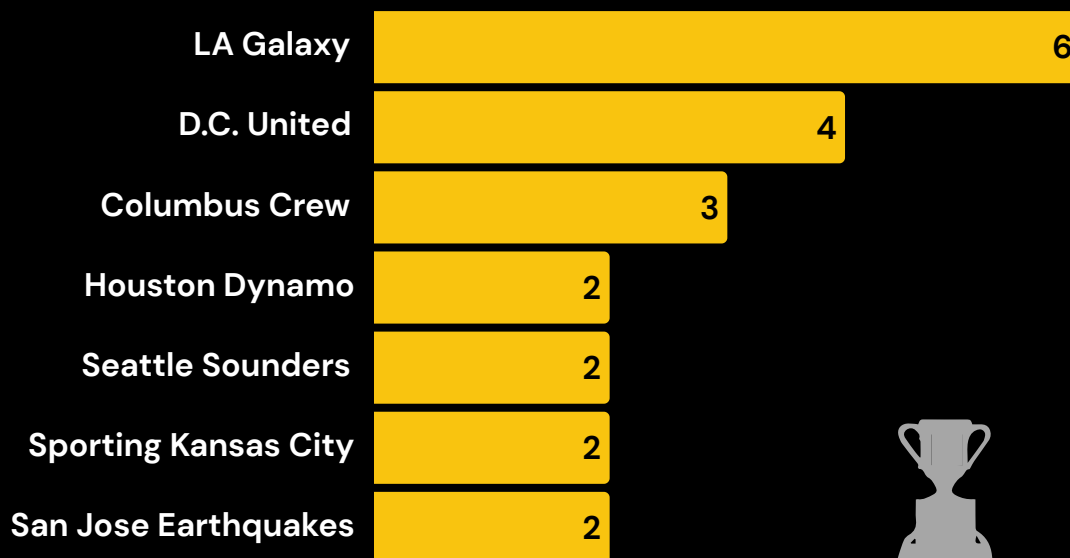
MLS Top 10 Most Valuable Clubs and Highest Revenue 2024



TOP 5 TEAMS WITH MOST CUP TITLES

As of 2024 , **19 of the 32 teams** that have played in the league have **appeared at an MLS Cup final**, and **15 have won a championship**. The LA Galaxy has appeared at and won the MLS Cup the most times, with six championships in ten appearances.

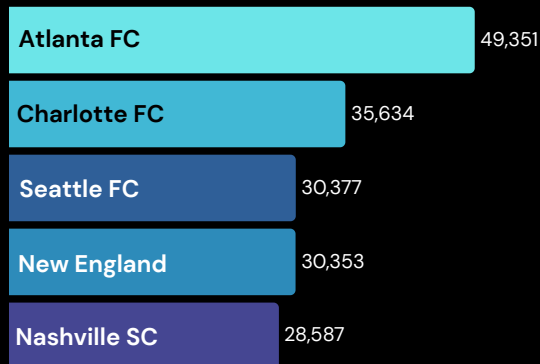
TEAMS WITH MOST CUP TITLES (2024)



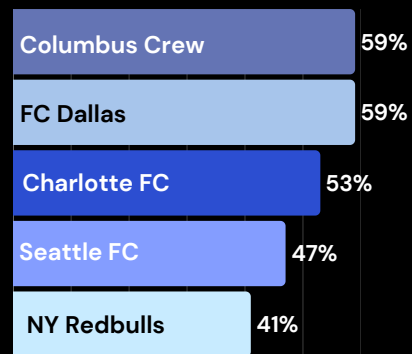
HOME-GAME ATTENDANCE AND WIN PERCENTAGES

Atlanta FC, leads in crowd numbers but struggles with results, indicating strong fan loyalty despite inconsistent performances.

TEAMS WITH HIGHEST HOME GAME ATTENDANCE (2024)



TEAMS WITH HIGHEST HOME GAME VICTORY RATES (2024)



Philadelphia has one of the lowest win rates, possibly contributing to its attendance struggles.

TEAMS WITH LOWEST HOME GAME ATTENDANCE (2024)

Austin FC	20,738
Columbus Crew	20,658
FC Dallas	19,094
Philadelphia	18,835
New York Red Bulls	17,583

TEAMS WITH LOWEST HOME GAME VICTORY RATES (2024)

Austin FC	41%
Atlanta FC	35%
Nashville SC	29%
New England	29%
Philadelphia	24%

TOTAL FAN ATTENDANCE BETWEEN SOCCER LEAGUES

Soccer leagues are organized competitions where professional teams play against each other throughout a season to win a championship. Each country has its own top league, featuring the best teams and players.

MLS is the **second-highest total attendance among soccer leagues worldwide**

after the English Premier League with **14.6M** attendees throughout the 2024 season.

FAN ATTENDANCE RATE PER 1,000 (2024)



KNOW YOUR STATS

INCREASES FROM 2023-2024 IN MLS

Sponsorship Revenue

\$587M

\$665M

+13%

Player Salaries

\$530,262

\$596,226

+12.4%

Total Attendance

10.9 M



11.5 M

+5.5%

Average Attendance

22,111



23,234

+5%

Stadium Capacity



94%

Stadiums operated at a record 94% capacity throughout the season.

Fan engagement



+ 26%



+ 21%



+ 10%

Ticket Sales

Season ticket sales
rose
12%
compared to 2023.

AVERAGE FAN MATCH ATTENDANCE

TOTAL ATTENDEES

Highest fan
attendance

72610



MATCH

2-3



Lowest fan
attendance

7492



2-1



MATCH PERFORMANCE RECORDS

GOALS

Most Goals at
home games

6



6-2



Most Goals
away from
home

5



1-5



Winning margin

5



5-0



FANBASE FOR MAJOR LEAGUES UNDER 45 YEARS OF AGE (2024)



54%



51%



46%



43%



MIAMI FREEDOM PARK DEVELOPMENT

New Stadium Capacity
25,000

Total Project Size
131 – ACRE DISTRICT
58 – ACRE PUBLIC PARK
YOUTH ATHLETIC FIELDS

Amenities
RESTAURANTS, RETAIL,
HOTELS AND
ENTERTAINMENT VENUES.

MATCHDAYS FOR INTER MIAMI

2 matches
had over
70,000 fans

8 matches
had over
60,000 fans

10 matches
had over
50,000 fans

31 matches
had at least
40,000 fans

THE “MESSI” EFFECT

Messi’s move to Inter Miami led to:

INCREASED POPULARITY OF MLS
HIGHER TICKET SALES & PRICES
SPONSORSHIP & MERCHANDISE BOOM
BETTER PERFORMANCE FOR INTER MIAMI

