



The Impact of Uncertainty on Fan Interest Surrounding Multiple Outcomes in Open European Football Leagues

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Non-Technical Summary

- We introduce a new source of information to evaluate the importance of uncertainty in driving demand for particular types of entertainment events.
- We use web searches via Google, and consider various dimensions of uncertainty of outcome in sporting events.
- Most saliently, we consider whether the complete removal of uncertainty surrounding the winner of a competition, something that often happens before European soccer leagues have completed, reduces interest.
- We find that the decrease in interest is significant, but that it is mitigated by increased interest in secondary prizes in these league competitions: qualification for European competitions, and avoiding relegation.
- We conclude by affirming that such a diversified structure of competition, replete with an open structure of promotion and relegation, is desirable in the context of league competitions such as those in Europe that do not have a prominent play-off system to conclude the season.

You can read the full paper [here](#).