

Highest Paid Athletes 2020

\$106,300,000

Total pay for highest earner

The Highest Paid Athlete of 2020



\$1.1B

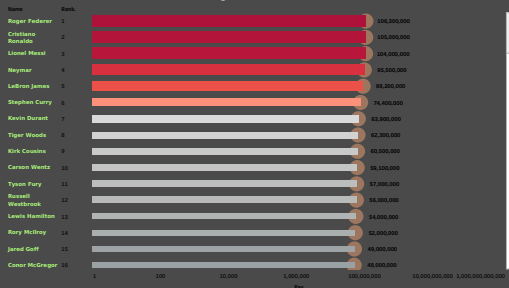
Combined salary and endorsements

30

Average age of top 100



Highest Earners



21

Number of countries

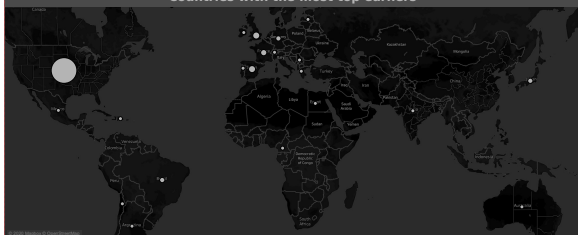
68

Athletes from USA

19

No. of athletes from Europe

Countries with the most top earners



2016

First time since two women made more in 2015

Naomi Osaka



15

Endorsement partners

The Highest paid female athlete ever, topping Serena Williams

Does more social media followers lead to more endorsements for athletes?

373M

Total Baseball Endorsement Money

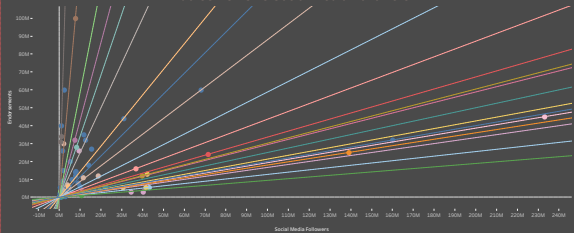
160M

Total Football Endorsement Money

852.3M

Total Soccer for Footballers

Endorsements vs Social Media Followers



The NFL (American Football) plays unaffected by the pandemic as their season ends early (February)

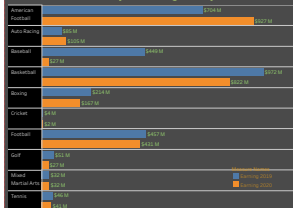
\$422M

(Biggest Difference (Baseball))

7

No. of sports decrease in pay

Sports Earnings 2019 vs 2020 (Salary/Winings Only)



Does this make basketball the biggest sport of 2020?

Total athletes from each sport

