

# Manchester United's Premier League Season 2016/17 – Treatment (Daniel Wilkins)

## Technicalities/Background of the Piece

### Genre of the Piece

The genre of the piece is an infographics video which focuses on football, so therefore this means that the piece has a sporting theme to it.

### Video Details

- The video lasts for 3 minutes and 18 seconds
- The video is in 'mp4' format
- The video has been created utilising 'Adobe After Effects'
- Assets have been imported from 'Adobe Illustrator'
- The frame rate is 25 frames per second
- The resolution is full
- HDTV 1080 25
- The audio utilised is from Royalty Free Music from Bensound
- Some animation effects are used from Animation Composer 2

### Target Audience

The primary target audience for this piece is the Premier League itself as the video will be placed onto their website under a section where all fans can filter videos by season and football club to watch how the team they support performed in a particular season.

The secondary target audience for the piece are the fans which support one of the Premier League clubs. As previously mentioned, they will be able to select a season and a club of their choice, viewing the performances of their clubs in past seasons.

### Reason for Choosing the Piece

I am very passionate about football and it is an area I understand fully. I am also a supporter of Manchester United which would make for an accurate piece as well as something which I would have enjoyed producing as the piece was based on the performance of Manchester United's season.

## **Description of Season**

### Introduction

Manchester United's 2016/17 season across all competitions consisted of highs and lows with their Premier League campaign deeming to be unsuccessful.

### Wins, Losses and Draws

Within the Premier League, Manchester United only lost five times which was the same amount of losses that Chelsea encountered and Chelsea won the Premier League title within the same season. This amount of losses placed Manchester United in the same position as Chelsea for this statistic which was second place. However, Manchester United only managed to obtain 18 wins out of 38 games which placed them behind all of their main rivals, including Manchester City and Liverpool, for this statistic. This was partly due to the 15 draws Manchester United had obtained with some of these draws against teams they were expected to win against including Hull City and Bournemouth. This could have been due to the fact that they missed 50 big chances which placed them first for this statistic, making them the worst in the whole of the Premier League. Although, Manchester United managed to win against Chelsea, a team they hadn't beaten since winning 3-2 at Stamford Bridge in 2012. They won 2-0 at Old Trafford with the goals being scored by both Marcus Rashford and Ander Herrera.

### Passing, Shots and Goals

Manchester United completed a total of 20,245 passes, placing them fourth for this statistic in the Premier League and they also managed to register 591 shots which also placed them fourth. However, their conversion rate was at 13% placing them in the bottom four of the table. As a result of this, they only managed to score 54 goals which meant that they were once again behind all of their main rivals including Manchester City and Liverpool, being placed in eighth position.

### Unbeaten Run and Defence Statistics

Manchester managed to set a new club record of 25 games unbeaten, winning 13 and drawing 12 and down the other end of the pitch Manchester United managed to keep 17 clean sheets which placed them joint first with Tottenham Hotspur. Additionally, Manchester United only conceded a total of 29 goals which averaged to 0.76 goals conceded per match. They were placed in second place for the amount of conceded goals behind Tottenham Hotspur. Furthermore, Manchester United made 690 tackles, 154 blocked shots, 584 interceptions and 1112 clearances. This suggested that their defence was very impressive and strong whereas their attack was one of the aspects having an impact on their season as it lacked a cutting edge.

## Season Summary

Manchester United only managed to finish sixth within the Premier League for the 2016/17 season which therefore meant they couldn't qualify for the Champions League through the Premier League as they needed to finish either fourth or higher. However, in other competitions, Manchester United managed to qualify through another competition called the Europa League, by winning it. This was a competition they had never won once before. They beat Ajax 2-0 in the final with goals being scored by Paul Pogba and Henrikh Mkhitaryan. They also managed to win the EFL Cup as well against Southampton 3-2 with the goals being scored by Zlatan Ibrahimovic and Jesse Lingard, including a last-minute winner from Zlatan Ibrahimovic. The final trophy they won included the community shield, a trophy obtainable before the actual Premier League had begun. They won 2-1 against Leicester City, with the goals being scored by both Jesse Lingard and Zlatan Ibrahimovic, with Zlatan Ibrahimovic scoring a last-minute winner again.

Overall, Manchester United's season as a whole can be seen as a success but with regards to the Premier League season, this was deemed as an unsuccessful campaign.