

**iWonder guide: What is the maths behind a jackpot FA Cup run?**

Video transcript: Custom film made for BBC iWonder, featuring Dan Walker, BBC Presenter, Toby Macormac, chairman of Warrington Town FC, Dave Doggett, chairman of Cambridge United, Mark Chapman, BBC presenter and Arsene Wenger, Arsenal manager.

**Dan Walker:** How much is the FA Cup worth to your club? People mention the magic of the competition all the time but whichever league you are in you have to weigh up whether the extra fixtures will pay off at the end of a season. Gate receipts make a big difference but if you get a televised game or a jackpot draw at a Premier League side, it can really transform your fortunes overnight. What if your team then makes it to Wembley?

**Commentator:** Giroud steps over the ball - Ramsey! And Ramsey scores! Arsenal have won the FA Cup.

**Dan Walker:** Winning the cup will see your side cash in on over 3 million pounds in prize money.

**Commentator:** Watson's header has won the FA Cup final for Wigan Athletic.

**Dan Walker:** Nowhere near the riches of the Premier League or European football.

**Commentator:** Driven in that time by Mannix and it's in!

**DW:** When eighth tier Warrington Town's first and second round games were broadcast live, the TV money alone made them more than their entire income for the previous year.

**Toby Macormac:** What an amazing story. FA Cup television revenue came in just short of 140,000. It was fantastic.

**Commentator:** A giant killing in their first ever game at this stage.

**Mark Chapman:** Cambridge United at home to Manchester United.

**Dave Doggett:** It's the dream draw isn't it against one of the biggest clubs in the world.

**Commentator:** And Cambridge United are heading for an Old Trafford replay.

**Dan Walker:** For a lower league team, even television money doesn't compare to the millions to be earned from a visit to a Premier League giant.

**Dave Doggett:** It really felt as if we'd hit the jackpot. A base turnover for this club is about 1.75 million. The net benefit of what we achieved in this year's FA Cup is probably a seven figure sum. It meant the financial stability and future of this club is assured.

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**Dan Walker:** And what does lifting the cup actually mean for the likes of say Manchester United or Arsenal? Well, the Gunners' cup win last year didn't transform their finances but it did end a painful nine years without a trophy.

**Arsene Wenger:** It was a special day. It's a long time that we didn't lift a trophy. I think it was an important moment in the life of this team.

**Dan Walker:** So success in this competition depends on where you're coming from. How much is it worth to your team?