

SEASON 2021-2022

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Our 2021-2022 football season witnessed the continuation of work by various parties concerned through full cooperation and co-ordination in order to make the season successful at various levels, be they technical, administrative or organizational.

Since the development process does not stop, we've earmarked a new development plan for the football system for the coming period after a comprehensive review and careful evaluation of the QNB Stars League. This plan was built on the successes achieved during the past period, benefiting from the experiences of others, and applying the best and latest practices in the field of professional football while preserving the rich Qatari experience, culture and social as well as cultural heritage.

Qatar football is entering an unprecedented period in its history. As the host country for the 2022 World Cup, the eyes of the entire world will turn towards us. Therefore, the responsibility entrusted with us is great and requires everyone to work as one in order to achieve the desired ambitions and aspirations.

I can't but extend my thanks and appreciation to everyone who co-operated with us and our partners as well as sponsors and supporters, who contributed to the success of our season, and we always look forward to continued co-operation and combined work to achieve our goals.

H.E. SHEIKH HAMAD BIN KHALIFA BIN AHMED AL THANI
President - Qatar Stars League





An exceptional season preceding the FIFA World Cup Qatar 2022, accompanied by many challenges that we faced with determination, and we put plans in order to overcome all difficulties and bring out the season in the best possible way. Here, it's important to highlight the professional job to implement all criteria and regulations as well as approved procedures to be adhered to by all participants: Club companies, players, coaches and all other parties concerned.

Our previous vision was to make our league one of the top three leagues in Asia by the year 2020 and we've achieved it, praise be to God, and it's a great achievement to be proud of. It's a new professional high for the QSL and all club companies.

With the conclusion of our season, I take this opportunity to confirm that we'll continue to work with our various partners to achieve our specific aspirations and goals. I also extend my deepest thanks and appreciation to everyone who worked with us with dedication and sincerity to make the season a success, and also to partners, official sponsors and supporters, and various media agencies.

HANI TALEB BALLAN
Chief Executive Officer - Qatar Stars League

The Sales, Marketing and Communication Department continued to work and co-operate with everyone during the 2021-2022 season in order to develop the performance system and achieve goals.

The season also witnessed a number of new initiatives, including the launch of the revamped official website of the QSL in addition to the development of websites of a number of clubs in order to keep pace with the latest developments in digital and electronic media.

Another important initiative was the launch of the official ball for the first time in the name (Al Sadu Football), in co-operation with the design company, and its most important feature is that the design was made by Qatari hands and inspired by the Qatari heritage.

At the end of the season, I can only express my appreciation and respect to all those who worked with us, right from partners, sponsors to supporters, and thanks to the various media agencies and Al Kass sports channels (Official Broadcaster) for their great efforts, and we hope to continue our co-operation in the coming seasons.







In the interest of us in the QSL to develop our procedures and work in accordance with the standards, regulations and laws followed, the Operations wing and its various departments and divisions introduced a number of new initiatives during the 2021-2022 season, which witnessed some challenges. But with more work, coordination and follow-up, we overcame them.

We've also sought to provide all kinds of necessary support and assistance to the various sectors, departments and sections, and to all of our associates through continuous co-ordination that achieves common goals.

In this regard, I would like to extend my sincere thanks and deep gratitude to all those who worked with us during the season, and we affirm our determination to continue our efforts to achieve the goals of Qatar Stars League.

ABDULLAH ALI AL HAMMADI Executive Director of Operations Qatar Stars League Our football season was busy with full of challenges, the most important of which was dealing with the coronavirus (Covid-19) pandemic and holding competitions in a safe environment in order to preserve the health and safety of all participants, including players, coaches and organizers.

We've continued to work with various partners, stakeholders and club companies to achieve plans and tasks within our development strategy, which aims primarily to raise the level of competition and provide high-quality, fun and competitive football, as well as raise the technical and professional levels of Qatar football and domestic championships, especially the QNB Stars League, and raise the competitive levels of all teams.

In this context, I take the opportunity to emphasize the continuation of our work and our permanent co-operation with our various partners in order to achieve further development. I also thank everyone from the club companies, coaches, players and all other parties for their dedication and efforts during the season.



AHMED KHELLIL ABBASSI

Executive Director of Competitions & Football Development Qatar Stars League





ABOUT QSL

The Qatar Stars League (QSL) was established in 2008 with the The main priority of QSL is the successful organization of a and requirements as well as promoting the game, improving the economic and marketing aspects in co-operation with football club
Cup and Ooredoo Cup. companies.

Football Association (QFA) towards implementing professionalism across all operations and that process started in 2006 through a committee for professionalism. That committee continued to promote professionalism within Qatar football before QSL was QSL, a key partner of the Qatar Football Family, always contributes formed in 2008.

aim of developing the technical level of players and establishing professional football league in Qatar (QNB Stars League) and a professional football league, which would fulfil AFC's criteria related events in collaboration with football club companies, partners, sponsors and stakeholders. QSL also organises the Qatar

As part of its Corporate Social Responsibility, QSL undertakes a The QSL is one of the important milestones achieved by the Qatar number of initiatives and programmes aimed at further fostering the sports culture in general and football in particular. It also promotes a healthy lifestyle and connects people with football.

to many joint ventures by providing various levels of support.



OUR PURPOSE

Deliver high-quality competitive football entertainment



OUR GOALS

- 1. Higher Performance: To raise the playing standards of all teams
- 2. Professionalism: To attain new standards of professionalism at the QSL and all Clubs
- 3. Fan Passion: QSL and its clubs to inspire greate engagement across all sectors of Qatar society
- 4. Corporate Leadership: QSL and its clubs to be recognized as leading, progressive Qatari institutions





QNB STARS LEAGUE

The QNB Stars League is the main tournament managed by the Qatar Stars League (QSL). The league is held every season with the participation of 12 clubs, which compete over 22 weeks for the championship.

The QSL gives much importance to the preparations, infrastructure, operations and follow-up of all elements and associated tasks to successfully deliver the tournament, with a goal of improving the championship's technical levels. This is reflected positively on the performance of our national teams and professional football in Oatar.

The tournament receives wide media coverage locally and internationally. All matches are broadcast live through our Host Broadcaster AL KASS sports channel, which allocates a wide variety of programmes to cover all aspects related to the QNB Stars

The league is also widely covered by the print media, radio, websites and various social media platforms.

Each of the participating clubs must meet the standards of professionalism in order to obtain licences from the QSL to be eligible to compete in the tournament.

Since the inception of the professional league, Qatar football has achieved a lot at the club and country levels in Asian and regional competitions. And the QNB Stars League has gained a prominent place among the professional leagues in Asia.



OUR CLUBS

	CLUB	HISTORY & ACHIEVEMENTS
	Al Ahli	Founded in 1950, are one of the oldest clubs in Qatar and have a rich history and heritage. Nicknamed 'The Brigadiers', they won the inaugural edition of Amir Cup in the 1972-73 season.
To the second of	Al Arabi	One of Qatar's oldest clubs were founded in 1952. Nicknamed 'The Dream Team', they have many achievements to their credit and have earned the title 'Century Club in Qatar'.
A. WAKSAH SC	Al Wakrah	One of the historic clubs in Qatar, were founded in 1959. They won the First Division Championship twice (1998-99 and 2000-01) and that was the golden period of Al Wakrah, nicknamed 'The Blue Wave'. They also won the Heir Apparent Cup in 1999.
	Qatar SC	Nicknamed 'The Kings', were established in 1961. They are one of the clubs who have strongly contributed to the growth of Qatar football. They won the first official Qatar football league title in the 1972-73 season after the merger of clubs.
I SOUTH OF THE PROPERTY OF THE	Al Khor	Founded in 1961 and known as 'The Knights', they won the Heir Apparent Cup in 2005. A consistent club who performed well in all competitions and tournaments.
	Al Rayyan	Established in 1967, are nicknamed 'The Lions'. They have a large and passionate fan base with a regular presence at all matches. The club has a special place in Qatar football and is considered as one of the main pillars of Qatar football.
ALSADO	Al Sadd	Formed in 1969, and nicknamed 'The Boss', have won the most number of league titles and are a regular presence in all tournaments in Qatar and abroad. They have won the AFC Champions League twice (1989 & 2011) and finished third in the FIFA Club World Cup in 2011.
	Al Gharafa	Established in 1979, are nicknamed 'The Cheetahs'. They have won many titles in Qatar and abroad, most notably the Arab Clubs Championship in 1999.
THE SALES	Umm Salal	Nicknamed the 'Barzan's Falcons', were founded in 1979. They have remarkable achievements to their credit, the most notable being the Amir Cup triumph in 2008 and third place in the AFC Champions League in 2009.
	Al Shamal	Al Shamal, founded in 1980, returned to the First Division (QNB Stars League) in the 2021-2022 season. They have a large fan base and offer good levels in many matches and tournaments.
	Al Sailiya	Established in 1995, are known as 'The Peregrines' and offer remarkable levels each season. In the 2020-21 season, they won the Ooredoo Cup, their first tournament victory in First Division, and also the QFA Cup. They had reached the final of 2014 Amir Cup.
I tops and the	Al Duhail	Established in 2009 under the name of Lekhwiya SC, have become a prominent side in Qatar and Asian football. They are strong contenders in all tournaments and have won the Qatar Stars League title seven times.

PRE-SEASON PREPARATIONS

The Qatar Stars League launched the 2021-2022 football season at the W Hotel on Sunday, 5th September, 2021, in the presence of Mr. Hani Taleb Ballan, CEO, Mr. Abdullah Ali Al Hammadi, Executive Director of Operations, Mr. Hassan Rabiah Al Kuwari, Executive Director of Sales, Marketing and Communication, and Mr. Ahmed Khellil Abbassi, Executive Director of Competition and Football Development, at the OSL.

A number of prominent personalities and invitees also attended, including Brigadier Dr. Ali Khajim Al Athbi, Director of the Stadium Security department under Establishments and Authorities Department at the Ministry of Interior, Captain Saeed Juma Al Hitmi from the Stadium Security department and Mr. Hamad Al Hajri, Co-Founder and CEO of Snoonu company (official sponsor).

A number of prominent media professionals also attended, including Mr. Majed Al Khulaifi and Mr. Khaled Jassim, in addition to other media representatives. During the ceremony, the plans made by various departments of the QSL in co-operation with all partners were reviewed in preparation for the new season, where Mr. Al Kuwari, Mr. Abbasi, and Captain Al Hitmi spoke.





SADU BALL

The new official ball for the 2021-2022 season (Sadu), designed by the Branding Team of the Sales, Marketing and Communication Department of QSL, was unveiled, the design of which was made by Qatari hands and inspired by the Qatari heritage.

Sadu ball is a story woven from the fragrance of the past to witness the achievements of the present. The new ball was launched with this slogan.









NEW PARTNERS

On the sidelines of the Season Launch ceremony, QSL signed co-operation agreements with a number of companies and institutions, with the aim of building strong as well as constructive relationships with various sections of the society.

The QSL and Ooredoo announced the renewal of partnership agreement between them for the third consecutive season to sponsor the 2021-2022 season Ooredoo Cup.

A new sponsorship agreement was signed with Snoonu, which is specialized in the field of e-commerce and is the fastest growing delivery service in Qatar through mobile application, one of the first applications in Qatar that provides comprehensive solutions to the daily needs.

QSL also signed a co-operation agreement with the "You Are Important" initiative, implemented by the Ministry of Interior (Stadium Security department under Establishments and Authorities Department).















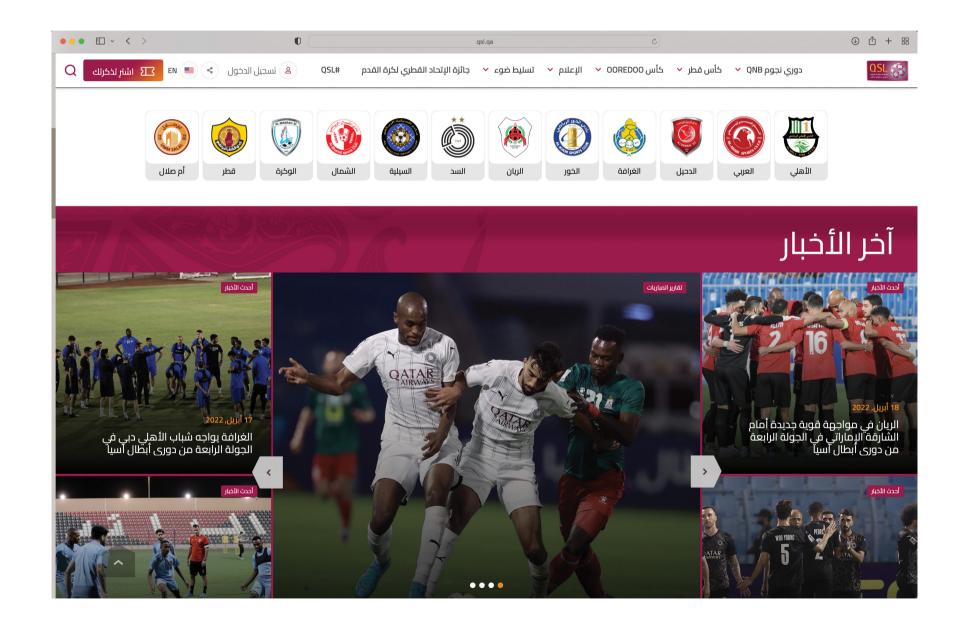
SPONSORS & PARTNERS OF QNB STARS LEAGUE 2021-2022 SEASON

CATEGORY	SPONSORS/PARTNERS		TITLE RIGHTS		
TITLE SPONSOR	₩ QNB	Qatar National Bank (QNB)	Naming Rights QNB Stars League Exclusive Financial Bank of the League		
	ТОУОТА	AAB Toyota	Exclusive Auto Partner		
OFFICIAL	ALKASS SPORTS CHANNELS HOST BROADCASTER	Al Kass TV channels	Official Broadcaster Channel		
SPONSORS	ASPETAR	Aspetar	Official Medical Partner		
	Snoonu سنونو	Snoonu	Business Partner		
	The LOO (Company	The Look Company	Exclusive Branding Partner		
	باصرال <u>دو و گ</u> ة	Doha Bus	Business Partner		
BUSINESS	Al Tamyoz	Al Tamyoz Technologies	Exclusive Partner for Operation & Maintenance of LED Displays		
PARTNERS	ALKE	Alkalive	Exclusive Water Partner		
	ticketmaster®	Ticketmaster	Exclusive Match Tickets Partner		
	مرکز مکافحه التحقیق ا	Tobacco Control Center	Social Responsibility Partner		
	CASA PLANES ASSOCIATION	Qatar Players Association	Business Partner		

OFFICIAL WEBSITE IN ITS NEW LOOK

The new-look and revamped official website of QSL was launched in its new look, as it was worked on by the Media and Communication Department team, keeping pace with the latest developments in the field of digital and electronic media, so that it would be an official reference for the tournaments and events organized by QSL since the 2008-2009 season.

Reference was also made to the work that was done to develop the websites of a number of clubs, be they in the first or second division, to keep pace with the latest technologies and development of modern digital media in order to achieve full media professionalism.









OUR CLUBS ON MEDIA DAY

With the participation of QNB Stars League players and coaches, Qatar Stars League organized the Media Day activities at the Al Duhail Indoor Hall on 31st of August and 1st and 2nd of September, 2021.

The events included official photo sessions for players and coaches, which are used in marketing activities, advertising and promotional campaigns, television broadcasting, production and publishing on various social media platforms during the season, in addition to photo sessions for referees.

The Media Day witnessed an active participation and interaction of the players, as a number of television interviews were conducted by Al Kass Sports channels (Official Broadcaster) in addition to the media coverage on the official website and social media platforms of the Qatar Stars League as well as official websites and various social media platforms of clubs. The event was well-covered.

A number of sponsors and partners participated in the event, which was an appropriate opportunity for them to highlight their brands and activate their marketing role by meeting with players and contributing to the delivery of messages to be conveyed.



















NOTABLE CONTRACTS

The period of preparations for the 2021-2022 season witnessed moves by clubs to make strong and notable contracts with players.









THE START

The championship started on 11th September, 2021. From the first week, competition was fierce between the participating clubs with the aim of fulfilling ambitions and aspirations.

It may be noted that, in co-ordination with the authorities concerned, the match schedule was made in accordance with the approved calendar for the tournaments and matches during the season.

STRONG MATCHES

The league's first leg had a large number of matches, where the teams displayed strong technical levels, as the competition appeared from the beginning of the championship and in an atmosphere of enthusiasm and passion for the fans.

AL ARABI VS AL DUHAIL

One of the toughest matches in Week 2 was the one between Al Arabi and Al Duhail at the Khalifa International Stadium, one of the venues for FIFA World Cup Qatar 2022. The struggle to win the three points was strong between the sides right throughout the game, which Al Duhail won by a 2-1 margin.



AL RAYYAN VS AL SADD (QATAR CLASICO)

The Al Rayyan vs Al Sadd (Qatar Clasico) matches evoke a lot of excitement, anticipation and challenges, whether between players in the green rectangle or the fans and fans of the two teams because of their long and great history in Qatar football.

Both teams faced off in Week 3 at the Khalifa International Stadium and the competition was great to win and collect the three points, until Al Sadd settled the issue in their favour by winning 4-2.



OATAR SC VS AL ARABI

Also among the distinguished matches of this season was the encounter between Oatar SC and Al Arabi in Week 4 at the Grand Hamad Stadium of Al Arabi club, which the latter won by two goals without a response at the end of a thriller after the players exhibited a distinguished level and performance.



AL ARABI VS AL SADD

Week 5 witnessed the encounter between Al Arabi and Al Sadd at the Khalifa International Stadium, where Al Sadd continued their good run and won by a 4-0 margin to confirm their readiness and ability to retain the league shield.



AL ARABI VS AL RAYYAN

In one of the most exciting matches between Al Arabi and Al Rayyan at the Grand Hamad Stadium of Al Arabi club, Al Arabi managed to win 2-1 to bag the three points.

Both teams presented a distinguished and great level from the beginning of the match, and neither of them scored in the first half. Al Arabi managed to win through goals in the second half.



XAVI'S LAST MATCH

Games between Al Duhail and Al Sadd always witness great rivalry, and they both clashed against each other in Week 9 at the Thani bin Jassim Stadium of Al Gharafa club. The game ended in a 3-3 draw.

The match, played on Wednesday, 3rd November, 2021, was the last for Spanish coach Xavi Hernandez as the Al Sadd coach before his move to Barcelona.

The match was watched by a delegation from FC Barcelona who came to Doha to complete negotiations with Al Sadd SC and sign Xavi. It also witnessed a large media contingent of journalists and photographers from Spain who accompanied the FC Barcelona delegation.



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ARAB CUP

The 2021-2022 season witnessed a break for the league championship as Qatar hosted of the 10th edition of FIFA Arab Cup from 30th November to 18th December, 2021, at FIFA World Cup Qatar 2022 stadiums, with the participation of 16 teams, under the supervision and as per the regulations of international football association (FIFA).

Our national team bagged the third place after beating Egypt on penalties in the third-place match. Algeria were crowned the champions after they defeated Tunisia by a 2-0 margin in the final played at the Al Bayt Stadium on 18th December, 2021, which coincided with the State of Qatar's National Day celebrations.









YACINE BRAHIMI AND DJAMEL BENLAMRI HONOURED

On the sidelines of the match between Qatar SC and Al Rayyan in Week 10 of the QNB Stars League, Algerian stars Yacine Brahimi of Al Rayyan and Djamel Benlamri of Qatar SC were honoured.

Before the match started, the players of both teams did an honorary position on the corridor and a bouquet of roses were presented to the players for their contribution to the Algerian national team's triumph at the 2021Arab Cup.

It may be noted that Brahimi was adjudged the Best Player of the tournament, having displayed outstanding levels with his country and been one of the most prominent stars.





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STANDINGS AFTER FIRST LEG

POSITION	CLUB	MATCHES	WIN	LOSS	DRAW	GOALS FOR	GOALS AGAINST	GOAL DIFFERENCE	POINTS
1	Al Sadd	10	9	0	1	39	14	25	28
2	Al Duhail	11	8	2	1	31	13	18	25
3	Al Arabi	11	6	3	2	13	11	2	20
4	Al Gharafa	11	6	4	1	19	12	7	19
5	Al Wakrah	10	4	2	4	11	9	2	16
6	Umm Salal	11	3	2	6	16	13	3	15
7	Qatar SC	11	3	5	3	11	14	-3	12
8	Al Rayyan	11	3	5	3	15	20	-5	12
9	Al Shamal	11	2	6	3	14	21	-7	9
10	Al Ahli	11	1	4	6	6	16	-10	9
11	Al Khor	11	1	6	4	9	26	-17	7
12	Al Sailiya	11	1	8	2	6	21	-15	5

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SECOND LEG

The competitions continued through the second-leg matches, which witnessed strong challenge between all teams in order to achieve the best.

Some clubs attracted a number of players during the winter transfer period, most notably:







FIERCE COMPETITION

The competition continued between all the clubs as they were keen on achieving victories, collecting points and ending the season in the best positions.

The second leg witnessed many strong matches, which appeared at high technical levels and in which a large number of players, foreign professionals and nationals alike, stood out.

After Al Sadd officially won the league championship, the competition towards the end was for other positions.

Al Wakrah showed great levels and were strong contenders in most matches. They were able to finish the league in third place, behind Al Duhail in second spot.

Competition continued for the fourth place between Al Gharafa and Al Arabi, and the latter managed to finish fourth.

RELEGATION AND PLAY-OFF

The last and 22nd round witnessed the official relegation of Al Khor to the Second Division after they finished the tournament in 12th place.

Al Sailiya ended up in the 11th place and played the Play-Off match against Second Division runners-up Al Kharaitiyat on Saturday, 19th March, 2022, at the Thani bin Jassim Stadium of Al Gharafa club. They won and retained their place in QNB Stars League for the new season (2022-2023).





DESERVED HONOUR

The Qatar Stars League honoured the medical staff of Al Wakrah and Al Rayyan teams, paramedics and doctors in recognition and appreciation of their efforts in saving Al Wakrah player Ousmane Coulibaly, who suffered a heart attack during their match against Al Rayyan in Week 13. All parties concerned took the necessary medical measures in the best interest of the player's condition.









FINAL STANDINGS FOR QNB STARS LEAGUE

POSITION	CLUB	MATCHES	WIN	LOSS	DRAW	GOALS FOR	GOALS AGAINST	GOAL DIFFERENCE	POINTS
1	Al Sadd	22	20	0	2	80	24	56	62
2	Al Duhail	22	14	3	5	59	24	35	47
3	Al Wakrah	22	11	7	4	34	30	4	37
4	Al Arabi	22	11	8	3	34	31	3	36
5	Al Gharafa	22	9	10	3	39	40	-1	30
6	Umm Salal	22	6	9	7	32	36	-4	25
7	Al Ahli	22	5	7	10	24	39	-15	25
8	Al Rayyan	22	6	10	6	31	40	-9	24
9	Qatar SC	22	6	11	5	21	31	-10	23
10	Al Shamal	22	6	12	4	32	47	-15	22
11	Al Sailiya	22	3	12	7	17	36	-19	16
12	Al Khor	22	2	10	10	21	46	-25	16

Qatar Cup teams Team relegated to the second division

Team which played the relegation play-off

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AL SADD CROWNED QNB STARS LEAGUE CHAMPIONS

The high-profile match between Al Sadd and Al Duhail, after which Al Sadd were crowned the 2021-2022 season QNB Stars League champions, saw great competition between the teams, as was the case in their face-offs in the recent seasons, to win and collect full points.

The match, played at the Jassim bin Hamad Stadium of Al Sadd club on Friday, 25th February, 2022, in Week 20, ended in a 1-1 draw.

His Excellency Sheikh Hamad bin Khalifa bin Ahmed Al Thani, President of Qatar Football Association and Qatar Stars League, crowned Al Sadd with the shield after they won the title for the second consecutive season and 16th time in history.

Before the game's start, the Al Sadd club made a distinctive gesture by honouring their former captain Abdullah Kone, in appreciation of his career with the team in terms of winning titles and championships, including the league and 2011 AFC Champions League.

Al Sadd deserved to win the title, thanks to the distinguished levels and results they achieved without losing any match. They won 20 games, drew two, scored 80 goals and conceded 24.









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MEDIA COVERAGE DURING 2021-2022 QNB STARS LEAGUE

The 2021-2022 season witnessed strong media coverage by all media outlets for the tournaments and events organized and supervised by the QSL, most notably the QNB Stars League.

QSL, in co-operation with Club Companies, is doing its best to provide media outlets with all they need to do their job efficiently and fulfil their tasks professionally.

COVERAGE VIA NEWSPAPERS AND WEBSITES

The QNB Stars League enjoyed daily Press coverage in local newspapers and publications in Arabic language, namely Al Raya, Al Watan, Al Sharq, Al Arab and Losail. The same went with local English-language daily newspapers Gulf Times, Qatar Tribune and The Peninsula.

The championship also received coverage through local sports websites, most notably Qatar News Agency website, Al Kass Sports Channels website, Doha Stadium website, Temba website and Roya Sport website.

Also, Arabic websites and newspapers, including www. koora.com, sport 365 and www.goal.com, some websites of international newspapers gave good coverage to the tournament.

The most prominent statistics and figures of coverage during the season are as follows:

MEDIA, PRESS AND ONLINE COVERAGE	AVERAGE COVERAGE		
Local Arabic and English newspapers	2,900 news/Press reports		
Local websites	2,300 news items/Press reports		
Arabic newspapers & websites	2,000 news/Press reports		
International newspapers & websites	900 news/Press reports		

COVERAGE VIA HOST BROADCASTER AND TV CHANNELS

All matches are broadcast during the season through Al Kass Sports Channels (Host Broadcaster), which covers all Qatar Stars League tournaments and events, including QNB Stars League. Al Kass is considered as the regular partner, in addition to allocation of a number of diverse and distinctive programmes, and match broadcast.

BeIN SPORTS and Qatar TV also provided coverage of events, activities and tournaments.

TV MEDIA	COVERAGE
Al Kass Sports Channels (Host Broadcaster)	72% of the total broadcast rate
beIN SPORTS	Match broadcast, customized programmes and fixed slots
Qatar TV	Allocates fixed slots for programmes during the season



OFFICIAL WEBSITE OF QSL (www.qsl.qa)

In order to keep pace with developments in the fields of digital and electronic media, the official website of QSL was launched this season in its new form and look, under the supervision of the Media and Communication Department team.

The website includes a number of sections that serve all media professionals and journalists, and a special section to be a reference for the championships and events organized by QSL starting from the 2008-2009 season, in addition to the following:

- Up-to-date with all news, events, Press conferences and events.
- Coverage of all matches, related news, follow-ups and exclusive interviews.
- The number of visitors to the website during the season reached 165,000 visitors.
- The average site visit was 20,000 visits per month.
- 750,000 pages were viewed during the season.

The QSL, in co-operation with Club Companies, worked on a project before the start of the season to develop official websites (10 websites) for a number of clubs, in the First or Second Division.



QSL'S OFFICIAL SOCIAL MEDIA

This season witnessed an increase in the number of followers, interactions and views on all official social media platforms of the QSL, which provided its tournaments, events and activities with comprehensive media coverage.

Instagram

Number of followers: 198,000

New followers: 25,000

• Interactions: 932,500

• Number of views: 26,130,000

f Facebook

Number of followers: 487.000

New followers: 91,000

Interactions: 4,210,000

Number of views: 55,226,000

Twitter (Arabic version)

• Number of followers: 187,000

• New followers: 13.500

• Interactions: 628,200

• Number of views: 13,130,400

Twitter (English version)

Number of followers: 4.800

• New followers: 2,300

▶ YouTube

• Number of followers: 32,000

• New followers: 11,000

• Interactions: 2,600,000

• Number of views: 22,600,000

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EMPOWERING YOU TO WIN



OOREDOO CUP

ABOUT THE TOURNAMENT

It is one of the tournaments organized by the Qatar Stars League (QSL) for First Division clubs during FIFA Days and when the QNB Stars League is stopped.

It is considered as a tournament that clubs pay great attention to in terms of constructive and effective participation, and appearing at a strong level, and it is also a unique opportunity for coaches to equip and prepare their players throughout the season.

It may be noted that clubs are allowed to use first-team, Under-23 and youth-team players, so they can give them more experience and develop their skills as well as physical abilities with a view to support the national teams.

TOURNAMENT FORMAT

The tournament has a group-cum-knockout format and the teams are drawn into two groups through draw of lots, based on their standings in the League Championship.

The draw results were as follows:































FOR THE SECOND TIME IN A ROW, AL SAILIYA WON OOREDOO CUP

The final match of 2021-2022 Ooredoo Cup was played on Monday, 28th March, 2022, between Al Wakrah and Al Sailiya at the Jassim bin Hamad Stadium of Al Sadd club, which was covered with the brand's colour and logo at designated areas, including the players' entrance leading to the stadium, bench of both teams and media zones.

Competition was tough between the teams from the beginning of the match, which went into extra time after the regular time ended in a 4-4 draw.

Al Sailiya managed to win by a 5-4 margin in extra time to win the title for the second consecutive season, after a strong and distinguished performance during the match.

Mr. Hani Taleb Ballan, CEO of Qatar Stars League, Mr. Thani Al Malki, Executive Director of Corporate Services at Ooredoo, Mr. Abdullah Al Mohannadi, Director of Events at Ooredoo, and Mr. Hassan Rabiah Al Kuwari, Executive Director of Sales, Marketing and Communication at the QSL, crowned Al Sailiya team members with the cup.

The match was attended by a number of eminent personalities, most notably Italian Pierluigi Collina, Chairman of FIFA's Referees Committee, and Abdulrahman Al Kuwari, President of Qatar Players Association.





MEDIA COVERAGE DURING 2021-2022 OOREDOO CUP

The 2021-2022 Ooredoo Cup received distinguished coverage from all media outlets, be they Al Kass Sports Channels (Official Broadcaster), local Arabic and English newspapers, or local websites, as well as Arabic newspapers and websites.

The tournament was also well-covered in the official website and social media platforms of QSL, which were appropriate opportunities to highlight the brand and deliver the messages to the public.



Television broadcasts - Newspapers - Websites

MEDIA COVERAGE	AVERAGE COVERAGE
Al Kass channels (Official Broadcaster)	Broadcast all matches, customized programmes and events.
Local Arabic and English daily newspapers	580 news/Press reports
Local websites	400 news/Press reports
Arabic newspapers and websites	350 news/Press reports



OFFICIAL WEBSITE (www.qsl.qa)

- Up-to-date with all news, activities, Press conferences and events related to the tournament.
- Covering all matches and related news, follow-ups, exclusive interviews, photos and videos.

About 210 news about the tournament were published and circulated to various media outlets.

OFFICIAL SOCIAL MEDIA

All events and activities of the tournament were covered through various official social media platforms of QSL.



INSTAGRAM

- Number of followers: 198,000
- Average number of posts during the tournament: 650
- Number of interactions during the tournament: 1,500,000

FACEBOOK

- Number of followers: 487,000
- Average number of posts during the tournament: 650
- Number of interactions during the tournament: 1,300,000

TWITTER (Arabic version)

- Number of followers: 187,000
- Average number of posts during the tournament: 900
- Number of interactions during the tournament: 1,100,000

TWITTER (English version)

- Number of followers: 4,800
- Average number of posts during the tournament: 900

► YOUTUBE

- Number of followers: 32,000
- Average number of posts during the tournament: 24
- Number of interactions during the tournament: 50,000

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STARS OF THE 2021-22 SEASON

STARS OF 2021-2022 SEASON



Al Sadd





Al Duhail







Yacine Brahimi



Al Gharafa



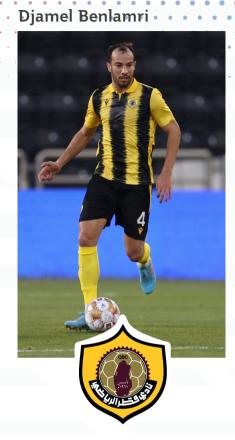
Homam Al Ameen



Al Ahli



Jose Pozo



Qatar SC



Javi Martinez

Mahmoud Abunada



Al Arabi



Yousef Msakni Jacinto Dala

Mohamed Benyettou



Al Wakrah



Majdi Siddiq



Al Sailiya



Driss Fettouhi

Ayman Hussein



Umm Salal



Yassin Bakhit



Al Khor



Giannis Fetfa



Al Shamal



Amjad Atwan





QATAR FOOTBALL ASSOCIATION AWARDS

QATAR FOOTBALL ASSOCIATION AWARDS 2021-2022

The 2021-2022 season witnessed great competition for various best awards, be it at the level of players, coaches or other categories.

The nominees and award winners were announced through the official websites and social media platforms of OFA and OSL.

VOTING MECHANISM

A number of awards were subject to the voting process and voters representing several entities participated in it to choose the winners (Best Under-23 Player, Best Coach and Best Player).

Participants in the voting process are:

- QNB Stars League team coaches
- Oatar national team coach
- Oatar Under-23 team coach
- Club team managers
- National team management
- Media representatives
- Representative of OFA
- Representative of OSL
- President and Board members of the OFA Awards Board of Trustees
- Aspire
- Oatar Olympic Committee
- Qatar Players Association
- Sponsors

The other awards that were not subject to voting, namely Football for All Award, Best Referee Team Award and Mansour Muftah Award for the Top Scorer, were approved by the OFA Awards Board of Trustees before the official announcement.

FOOTBALL FOR ALL AWARD

Generation Amazing, the humanitarian and social legacy project of the Supreme Committee for Delivery & Legacy, was chosen due to its great contributions towards spreading the culture of sports and football in particular by expanding the reach of football for development activities to educate and empower future generations of leaders, in addition to inspiring positive changes. It implements sustainable programmes that create promising opportunities for community development which will have a long-lasting impact after the end of FIFA World Cup Qatar 2022.



BEST REFEREE TEAM AWARD

It was won by the international team of Abdulhadi Al Ruwaili (Best Referee), Khaled Ayed Khalaf (Best First Assistant Referee), Faisal Eid Al Shammari (Best Second Assistant Referee) and Saoud Ali Al Athba (Best Video Assistant Referee (VAR).



BEST COACH AWARD

Al Wakrah's Spanish coach Marquez Lopez won the award for the Best Coach with the highest number of votes after fierce competition with national coach Younes Ali of Al Arabi and Luis Castro of Al Duhail.



BEST UNDER-23 PLAYER AWARD

After a strong competition during the season between a number of players who exhibited strong levels, the competition to win this award boiled down to Al Rayyan's Hashem Ali, Al Gharafa's Homam Al Ameen and Al Duhail goalkeeper Zalah Zakaria.

These players displayed great levels and the final voting result went in favour of Homam, who won the award for the second season in a row.



MANSOUR MUFTAH AWARD FOR TOP SCORER

It was won by Al Duhail striker Michael Olunga, with 24 goals in the 2021-2022 season ONB Stars League.



BEST PLAYER AWARD

After a strong competition between a number of players to win the Best Player Award, the fight was limited to three stars namely: Al Duhail's Michael Olunga, Al Sadd's Akram Afif and Al Wakrah's Jacinto Dala.

Akram won the coveted award after obtaining the highest percentage of votes in the final voting process.

It may be noted that this was the third time Akram was bagging this award, having also won it in the 2018-2019 and 2019-2020 seasons, and that confirms his abilities and underlines his potential as a prominent player on Al Sadd and Qatar football scenes.



ACTIVATION TOOLS FOR SPONSORS' RIGHTS DURING MATCHES

ACTIVATION TOOLS FOR SPONSORS' RIGHTS DURING MATCHES

A distinctive advantage is the coverage provided by official Host Broadcaster AL KASS, where each QNB Stars League match is broadcast in HD. Each of the stadia, which hosts matches of the OSL-managed tournaments, has a significant number of cameras in unique locations to constantly monitor the Field of Play (FOP). Therefore, the playing arena is a fantastic opportunity for advertisers, partners and sponsors to place their brand and promote themselves or key messages.

A number of tools are used to activate the rights of sponsors and partners.

KEY ACTIVATION TOOLS ARE:

- Children escorting players to the Field of Play wearing the logos/brands of sponsors/partners
- 3D Cam Carpets either side of each Goal
- · Static Boards behind each Goal
- · A mini brand display board behind each Goal
- Miniature brand display board either side of each Goal
- Static Boards at Corner Areas
- Interior Branding of Player Benches
- Exterior Branding of Player Benches
- Rooftop Branding of Medical Carts

STADIA BIG SCREENS

All stadiums, which host matches of the OSL-managed tournaments, are equipped with large LED Screens, approximately 6m x 4m. These screens and supporting sound systems are a great tool to play Television Commercials at key times throughout the match day.

LED PERIMETER SIGNAGE

Most of the stadiums, which host matches of the OSLmanaged tournaments, are equipped with LED Field of Play Perimeter Signage. These digital signage boards cover approximately 180 linear meter and have the ability to play both static and moving images, to help promote key messages or advertisements for sponsors and partners.

OTHER ACTIVATION TOOLS

The QSL-managed tournaments are a fantastic platform to not only promote brands and key messages, but to actually activate and engage with a large audience.

REGULAR METHODS OF ENGAGEMENT **AND PROMOTIONS ARE:**

- Half-Time Activations during matches
- Key Message promotion through Commentary of the Stadia Audio System
- Flyer Distribution to key spectator groups in the stadia
- Sponsor and or Partner Display areas with promotional products
- Use of Beach Flags or other similar Branding at key locations within the Stadia Precinct
- Branding of Key Items and or Location both within the Stadia, Field of Play and Precinct

SOCIAL MEDIA AND DIGITAL MEDIA

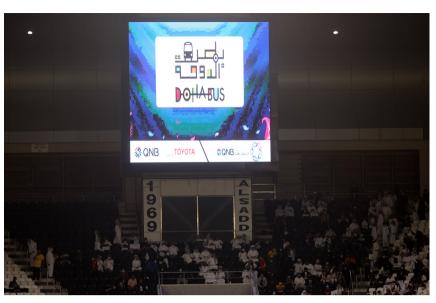
The QSL receives extensive coverage in digital media and social media networks in the Gulf as well as Arab region and Middle East.

The distinctive role of QSL's social media platforms gives the sponsors, partners and stakeholders a wonderful opportunity to highlight their brands and products.













QSL IN THE COMMUNITY

QSL IN THE COMMUNITY

The QSL is keen to engage all sections of the society by spreading the culture of football and promoting the passion for the game among the people. QSL has also supported and got associated with many initiatives as well as social programmes.

"YOU ARE IMPORTANT"

The QSL signed a co-operation agreement with the "You Are Important" initiative, implemented by the Ministry of Interior (Stadium Security department under Establishments and Authorities Department), aimed at enhancing community awareness of stadium security and strengthening the security partnership between society and security services in order to provide a role model in organizing major sports events leading up to the 2022 FIFA World Cup in Oatar.

Commenting on the agreement signed during the Season Launch, Mr. Hassan Rabiah Al Kuwari, Executive Director of Sales, Marketing and Communication at the QSL, said, "We've a distinguished and close partnership with all sectors and departments of the Ministry of Interior in general and Stadium Security department under Establishments and Authorities Department in particular, as the relationships and co-ordination are mutual and continuous between us throughout the season. On my part, I take this opportunity to extend my thanks and appreciation to them for all their efforts and permanent contributions to us."

On his part, Brigadier General Dr. Ali Khajim Al Athbi, Director of the Establishments and Authorities Department at the Ministry of Interior, said, "This initiative targets an important segment of the public and we thank all people for their support. We hope that this co-operation will serve the purpose of this initiative's vision and message."

SHIAMUNA INITIATIVE

The QFA and QSL signed a co-operation agreement with Oilaa Consulting company in order to implement the 'Shiamuna' initiative, which is an awareness campaign for the public, citizens and residents alike, seeking to spread values, morals and good habits in Qatar by using sports as a base. It focuses on a number of themes, the most important of which are - respect, public morals and fair play.

The initiative aims in general to drum up the general atmosphere in the State of Qatar in preparation for the FIFA World Cup Qatar 2022 and to welcome the fans reaching for the tournament by highlighting our distinctive and hospitable Qatari identity.

The agreement signing ceremony, held on Wednesday, 26th January, 2022, at the Al Bidda Tower, the headquarters of Football Family, was attended by Mr. Mansoor Al Ansari, General Secretary of QFA, Mr. Hassan Rabiah Al Kuwari, Executive Director of Sales, Marketing and Communication at QSL, and His Excellency Sheikh Jassim bin Abdulaziz Al Thani, CEO of Qilaa Consulting company.

ARAB CUP EXHIBITION AND FESTIVAL

Qatar Stars League participated in the Arab Cup Exhibition and Festival, held under the auspices of the Ministry of Education and Higher Education and organized by Yarmouk Preparatory School for Boys, on 22nd and 23rd November, 2021, in celebration of the FIFA Arab Cup Qatar 2021, held in Qatar from 30th November to 18th December.

Various entities and ONB Stars League club players participated in the event.













FOOTBALL DEVELOPMENT

FOOTBALL DEVELOPMENT

QSL, through its various departments, makes big efforts in co-operation with all partners and stakeholders in the game in order to follow up the continued development process at the administrative, technical and organizational levels, in accordance with the standards of AFC and FIFA.

QSL has in the past undertaken a number of initiatives and projects, which received positive response from all partners and all that reflected on the technical level generally.

BEST OF THE MONTH

To encourage and motivate the players and coaches to provide their best, a monthly award is presented by QSL for the Best Under-23 player, Best Player and Best Coach in the QNB Stars League based on the figures and statistics provided by STATS, the QSL's official statistics provider.

Players and coaches who received the award during the 2021-2022 season:

Month	Player of the 23-Under Month	Coach of the Month	Player of the Month		
September	Salah Zakaria	Xavi Hernandez	Baghdad Bounedjah		
October & November	Saifeldeen Fadlallah	Younes Ali	Michael Olunga		
December & January	Homam Al Ameen	Wesam Rizik	Akram Afif		
February & March	Abdulrashid Ibrahim	Younes Ali	Edmilson Jr		

NEW STRATEGY

With the aim of continuing the development process to raise the level of competitions between teams and provide competitive, enjoyable football of high quality and to achieve new professional standards, the QSL presented a new strategy to develop the QNB Stars League after studying and discussing with all stakeholders and specialists. It was approved by the Executive Committee of Qatar Football Association (QFA) after discussing all details of the development project.

The strategy included the following points:

First: Reducing the number of clubs competing in the QNB Stars League to 10 in order to raise the level of quality and technical balance, starting from the 2023-2024 season.

Second: Continuation of the Promotion & Relegation system through the Play-Off match.

Third: The clubs are committed to the 'new' participation agreement, which includes the professional standards necessary to develop the level of professionalism for clubs and competitions starting from the 2022-2023 season.

Fourth: Distribution of central financial revenues from commercial rights and TV broadcasts for clubs in accordance with the new mechanisms and standards, starting from the 2023-2024 season.

Fifth: Adopting a new mechanism to give the national team players an opportunity to play in the league to enrich the local competitions technically, in addition to raising the competitive level among all clubs according to the criteria set by the QFA after consulting with the competent authorities and departments starting from the 2023-2024 season.

Sixth: The creation of a Central Scouting Team, which includes experts and specialists, to provide services and support to clubs to explore coaches and professional players according to actual values and efficiency, starting from the 2021-2022 season.

The strategy is implemented through the following methods:

First: Holding workshops with clubs. **Second:** Partnering world football experts and specialists.

TRAINING COURSE

During the 2021-2022 season, the Qatar Stars League organized a course in match analysis, via visual communication technology, as part of its keenness to expand the base of participants and introduce the most important mechanisms of analysis.

The course was held in November, 2021, under the title 'Playing Model; Guardiola Manchester City, Xavi Al Sadd', in co-operation with the Technical Committee of Qatar Football Association.

The number of participants reached 160 at the course, during which Head of Football Development Department at the QSL Mr. Fahad Fakhro delivered a lecture.

In view of the co-operation with the Technical Committee, Mr. Fakhro also gave a lecture to the participants of Training Certificate (B) in two training sessions during the season.







AFC CHAMPIONS LEAGUE 2022

Confirming the continued success and excellence that Qatar football has made at the Asian level, the country obtained four direct berths in the 2022 AFC Champions League.

Accordingly, Al Sadd, Al Duhail, Al Rayyan and Al Gharafa played in the tournament proper from the group stage.

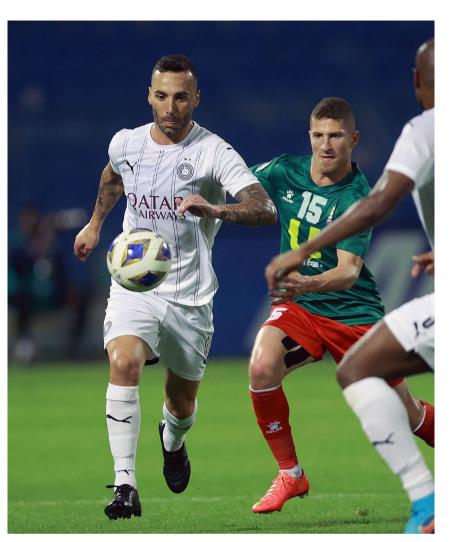
The draw for the tournament's group stage was held at the AFC Headquarters in Malaysian capital Kuala Lumpur on Monday, 17th January, 2022.

It was decided to hold the group stage in the month of April, 2022.

Al Rayyan played in Group A, Al Gharafa in Group C, Al Duhail in Group D and Al Sadd in Group E.

It may be noted that Qatari clubs have achieved notable successes and great achievements in the tournament throughout its history, most notably Al Sadd winning it twice (1989 and 2011) besides Umm Salal finishing third on the continent in 2009.











OLUNGA RECEIVES 2021 AFC CHAMPIONS LEAGUE TOP SCORER AWARD

Al Duhail's Kenyan striker Michael Olunga received the award for top scorer of the 2021 AFC Champions League, before the start of their 2021-2022 season QNB Stars League Week 12 match against Al Khor.

Players of both teams did an honorary position on the corridor for the Kenyan star amid applause from all players.

It may be noted that Olunga was the top scorer in the 2021 AFC Champions League with nine goals he scored in the preliminary round despite his team's exit from the tournament's group stage.





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