



AFC
ASIAN CUP
QATAR 2023™

POST TOURNAMENT REPORT



CHAMPIONS

AFC ASIAN CUP • QATAR 2023™

The Final

Qatar

MESSAGE FROM THE AFC PRESIDENT

Dear friends,

It gives me great pleasure to welcome you to the Post Tournament Report of the AFC Asian Cup Qatar 2023™, which can only be described as Asian football's crowning moment.

Our heartfelt congratulations once again to Qatar for their historic victory and all our teams and Member Associations (MAs) for their exceptional contributions and of course, our gratitude goes to our dear friends from the Qatar Football Association, the Local Organising Committee (LOC) and the Qatari Authorities for their world-class hosting capabilities.

Each edition of the AFC Asian Cup™ sets the bar for the next, and I am delighted to note this proud legacy was reinforced as a record 1.5 million fans showcased their passion across the nine world-class venues, with digital engagement surpassing 7.9 billion impressions and new benchmarks also set in TV viewership.

Inspired by a pioneering spirit, the 18th edition of Asia's crown jewel also achieved many firsts off the pitch. From the introduction of the Semi-Automated Offside Technology and the full debut of the Video Assistant Referee systems, we also inaugurated the AFC eAsian Cup and appointed our women's match officials to the Continent's most prestigious men's tournament for the first time.

So much of our accomplishments can be attributed to the meticulous attention to detail demonstrated

during the planning stage and most heartening of all throughout this journey was the determination to bring to life the AFC's Vision and Mission for our MAs.

As you peruse this comprehensive report, you will gain insights into the sum of all the parts, the various functional areas, both at the AFC and the LOC, integrating seamlessly and collaborating harmoniously as one family with one cohesive purpose: to show the world the true progress of the AFC and its members.

Amidst the shortest-ever preparation runway, we can all take a moment to reflect with great pride our commitment to the ingenuity, agility and, above all, our unwavering drive to excellence which enabled us not only to rise above the challenges but set new hallmarks in Continental national team football operations and delivery.

I would like to put on record my sincerest appreciation to all the dedicated members of the AFC Delegation, both internal and external, our Commercial Partners, our valued broadcast and media stakeholders as well as our selfless volunteers for delivering what will be remembered as our finest hour in history.



Shaikh Salman bin Ebrahim Al Khalifa
AFC President

A

TOURNAMENT REVIEW



A TOURNAMENT REVIEW TOURNAMENT REVIEW

A stunning successful title defence by Qatar was the crowning moment of a glorious AFC Asian Cup Qatar 2023™, where all manners of records were broken over 30 days at the 18th edition of Asia's crown jewel. Akram Afif, the Most Valuable Player, plundered the first ever hat-trick in an AFC Asian Cup™ Final to inspire the hosts to a second Continental title and see them become only the fifth team in history to record back to back triumphs; meanwhile their opponents, Jordan, had already advanced further than ever before in a sensational campaign.

The remarkable progress of Asian teams was underlined by the quartet of Knockout Stage debutants, namely Indonesia, Palestine, Syria and Tajikistan, with the Tajiks doing so at their maiden AFC Asian Cup™.

A record 132 goals were plundered across 51 matches and the thrilling nature of the tournament saw fans flock to the nine world-class venues – which included FIFA World Cup stadiums for the first time ever – to set new spectatorship records for an opening match (82,490), overall attendance (over 1.5 million) as well as stadium capacity (73%).

Off the pitch, the AFC Asian Cup Qatar 2023™ cemented its position as the most appealing men's flagship ever by registering a remarkable 7.9 billion impressions across all of the AFC's digital channels, which offered content in 13 different languages for the first time; similarly, broadcast figures also smashed previous TV viewership benchmarks as a global audience was held spellbound.

A slew of fresh technological innovations helped to deliver a top class visual spectacle, as the AFC implemented the Video Assistant Referee and Semi-Automated Offside Technology systems for all matches at an AFC Asian Cup™





for the first time. Furthermore, replay tablets, medical tablets, tactical cameras and Electronic Performance & Tracking Systems were available for the first time to all participating teams to leverage, while other new initiatives included team-specific hotel and training site pairings, an online complimentary ticketing system, an online project management tool and enhanced pre-match ceremonies.

The unprecedented achievements provided a host of best practices and takeaways for the Local Organising Committee of the AFC Asian Cup Saudi Arabia 2027™, who partook in an Observation Programme that spanned the 30-day showcase.

Having pulled off the most spectacular edition yet amid heightened expectations and a shortened preparation runway, thanks to the seamless collaboration with the Qatar Football Association, Local Organising Committee, Qatari authorities, participating teams and all involved, the AFC will continue to strive towards elevating future tournaments to ensure that the AFC Asian Cup™ remains a truly world class competition to be emulated.

B

COMPETITIONS

- B1. VENUE OVERVIEW**
- B2. INSPECTIONS & MEETINGS**
- B3. COMPETITION SUMMARY & STANDINGS**
- B4. ROLL OF HONOUR**
- B5. ATTENDANCE**
- B6. ACCREDITATION & ACCESS**
- B7. STAFF & DELEGATION**



NINE STADIUMS

51 MATCHES



1



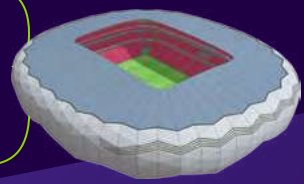
LUSAIL STADIUM
 • Opening & Final •
 2 MATCHES

2



AHMAD BIN ALI STADIUM
 • GS, RIG, QF, SF •
 7 MATCHES

3



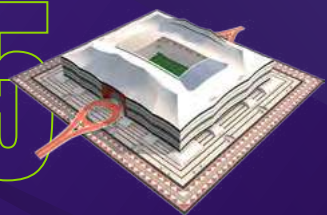
EDUCATION CITY STADIUM
 • GS, RIG, QF •
 6 MATCHES

4



KHALIFA INTERNATIONAL STADIUM
 • GS, RIG •
 6 MATCHES

5



AL BAYT STADIUM
 • GS, RIG, QF •
 4 MATCHES

6



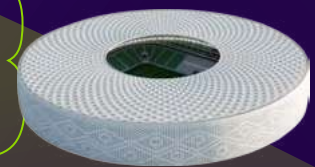
ABDULLAH BIN KHALIFA STADIUM
 • GS, RIG •
 7 MATCHES

7



JASSIM BIN HAMAD STADIUM
 • GS, RIG •
 7 MATCHES

8



AL THUMAMA STADIUM
 • GS, RIG, SF •
 6 MATCHES

9



AL JANOUB STADIUM
 • GS, RIG, QF •
 6 MATCHES

1



LUSAIL STADIUM

◆ **88,000** ◆ Capacity





2



AHMAD BIN ALI STADIUM

◆ **45,032** ◆ Capacity










3




EDUCATION CITY STADIUM

◆ 44,667 ◆ Capacity

	VS		VS	
	VS		VS	




4



KHALIFA INTERNATIONAL STADIUM

◆ 45,857 ◆ Capacity

	VS		VS	
	VS		VS	



5



AL BAYT STADIUM

◆ **68,895** ◆ Capacity

	VS		VS		VS	
	VS					













6



ABDULLAH BIN KHALIFA STADIUM

◆ **10,000** ◆ Capacity

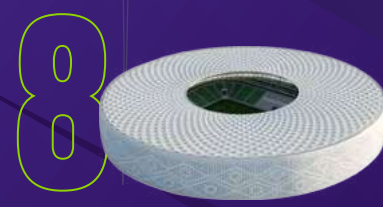
	VS		VS		VS	
	VS		VS		VS	
	VS					





JASSIM BIN HAMAD STADIUM

13,030 Capacity



AL THUMAMA STADIUM

44,400 Capacity

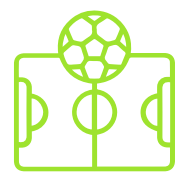




AL JANOUB STADIUM

44,325 Capacity

TRAINING SITE PRINCIPLES



Six (6) Training Site Clusters were used for the Competition – Al Egla, Al Ersaal, Qatar University, Al Gharrafa, Al Rayyan and Aspire.



Teams were assigned dedicated Training Site Clusters, based on their closest distance to the respective Team Hotels.







Teams had usage of dedicated fields within each Cluster; however, depending on the selected training timings, teams rotated within the Cluster when required. In these instances, teams were assigned to the next available un-allocated field to as part of pitch maintenance efforts. Sites that required rotation were Al Egla, Al Ersaal and Qatar University.

TRAINING SITE





GROUP A

PMA	HOTEL	TRAINING SITE
	QAT: Al Messila Luxury Collection Resort	Aspire 3
	CHN: Le Meridien City Center Doha	Qatar University 3
	TJK: Banyan Tree Doha	Al Erssal 1
	LBN: Voco Doha West Bay Suites	Al Egla 9

GROUP B

PMA	HOTEL	TRAINING SITE
	AUS: Marsa Malaz Kempinski	Qatar University 11
	UZB: St Regis Doha	Qatar University 6
	SYR: Ezdan Palace	Al Gharrafa 1
	IND: Hotel Steigenberger	Al Egla 10

GROUP C

PMA	HOTEL	TRAINING SITE
	IRN: Al Rayyan Hotel Curio	Al Rayyan 1
	UAE: Waldorf Astoria Lusail	Al Egla 5
	HKG: Wyndham West Bay	Qatar University 9
	PLE: Intercontinental Doha - The City	Al Erssal 3





GROUP D

PMA	HOTEL	TRAINING SITE
	JPN: The Westin Doha Hotel & Spa	Al Erssal 6
	IDN: W Doha Hotel	Al Egla 2
	IRQ: Dusit D2 Salwa	Al Gharrafa 2
	VIE: Holiday Villa Hotel & Residence	Al Rayyan 2

GROUP E

PMA	HOTEL	TRAINING SITE
	KOR: Grand Hyatt Doha	Al Egla 7
	MAS: Dusit Doha Hotel	Qatar University 10
	JOR: Century Marina Hotel Lusail	Al Egla 3
	BHR: Marsa Malaz Kempinski	Qatar University 1

GROUP F

PMA	HOTEL	TRAINING SITE
	KSA: Al Aziziyah Hotel	Aspire 8
	THA: Dusit D2 Salwa	Al Erssal 2
	KGZ: Hyatt Regency Oryx Doha	Al Egla 1
	OMA: Wyndham West Bay	Qatar University 8

ON MATCHDAY -1

■ Official Training held at the Training Sites |
 ■ Teams were accorded familiarisation sessions at the stadiums

After the confirmation of Qatar as the new hosts, AFC conducted several visits to meet the Local Organising Committee (LOC) for discussions about the tournament preparations, as well as inspections of the proposed stadiums and training sites.

DATE	MEETING	ACTIVITY
2 and 3 November 2022	1st Coordination Meeting	The AFC delegation, led by AFC Deputy Director, Competitions and Football Events Division, Avazbek Berdikulov, met with QFA General Secretary Mansoor Mohammed Al-Ansari as well as key representatives from the relevant functional and operational areas.
5 February 2023	2nd Coordination Meeting	The AFC delegation met with the Organising Association, followed by inspection visits to the proposed stadiums and the Final Draw venue.
11 March 2023	3rd Coordination Meeting	The AFC had the first meeting with the LOC after its establishment and discussed topline key topics such as Competition Dates, Stadiums and Match Schedule.
13 to 18 June 2023	4th Coordination meeting	A meeting with the LOC was followed by inspection visits to the stadiums to discuss the details of the Stadium Technical Annex.
26 and 27 July 2023	5th Coordination meeting	The LOC visited the AFC House, in conjunction with FIFA World Cup 2026 Preliminary Joint Qualification Draw, to discuss various topics with their relevant AFC functional area counterparts.
5 and 6 October 2023	6th Coordination meeting	The meeting was followed by spot check inspections at some of the stadiums in order to follow up on pending matters.
14 to 16 November 2023	7th Coordination meeting	A meeting with the LOC to follow up on the key pending matters, followed by spot check inspections at stadiums and training sites.

GROUP STAGE

GROUP A

	P	W	D	L	F	A	GD	PTS
QAT	3	3	0	0	5	0	5	9
TJK	3	1	1	1	2	2	0	4
CHN	3	0	2	1	0	1	-1	2
LBN	3	0	1	2	1	5	-4	1

QAT	3-0	LBN
CHN	0-0	TJK
LBN	0-0	CHN
TJK	0-1	QAT
QAT	1-0	CHN
TJK	2-1	LBN

GROUP B

	P	W	D	L	F	A	GD	PTS
AUS	3	2	1	0	4	1	3	7
UZB	3	1	2	0	4	1	3	5
SYR	3	1	1	1	1	1	0	4
IND	3	0	0	3	0	6	-6	0

AUS	2-0	IND
UZB	0-0	SYR
SYR	0-1	AUS
IND	0-3	UZB
AUS	1-1	UZB
SYR	1-0	IND

GROUP C

	P	W	D	L	F	A	GD	PTS
IRN	3	3	0	0	7	2	5	9
UAE	3	1	1	1	5	4	1	4
PLE	3	1	1	1	5	5	0	4
HKG	3	0	0	3	1	7	-6	0

UAE	3-1	HKG
IRN	4-1	PLE
PLE	1-1	UAE
HKG	0-1	IRN
IRN	2-1	UAE
HKG	0-3	PLE

GROUP D

	P	W	D	L	F	A	GD	PTS
IRQ	3	3	0	0	8	4	4	9
JPN	3	2	0	1	8	5	3	6
IDN	3	1	0	2	3	6	-3	3
VIE	3	0	0	3	4	8	-4	0

JPN	4-2	VIE
IDN	1-3	IRQ
IRQ	2-1	JPN
VIE	0-1	IDN
JPN	3-1	IDN
IRQ	3-2	VIE

GROUP E

	P	W	D	L	F	A	GD	PTS
BHR	3	2	0	1	3	3	0	6
KOR	3	1	2	0	8	6	2	5
JOR	3	1	1	1	6	3	3	4
MAS	3	0	1	2	3	8	-5	1

KOR	3-1	BHR
MAS	0-4	JOR
JOR	2-2	KOR
BHR	1-0	MAS
KOR	3-3	MAS
JOR	0-1	BHR

GROUP F

	P	W	D	L	F	A	GD	PTS
KSA	3	2	1	0	4	1	3	7
THA	3	1	2	0	2	0	2	5
OMA	3	0	2	1	2	3	-1	2
KGZ	3	0	1	2	1	5	-4	1

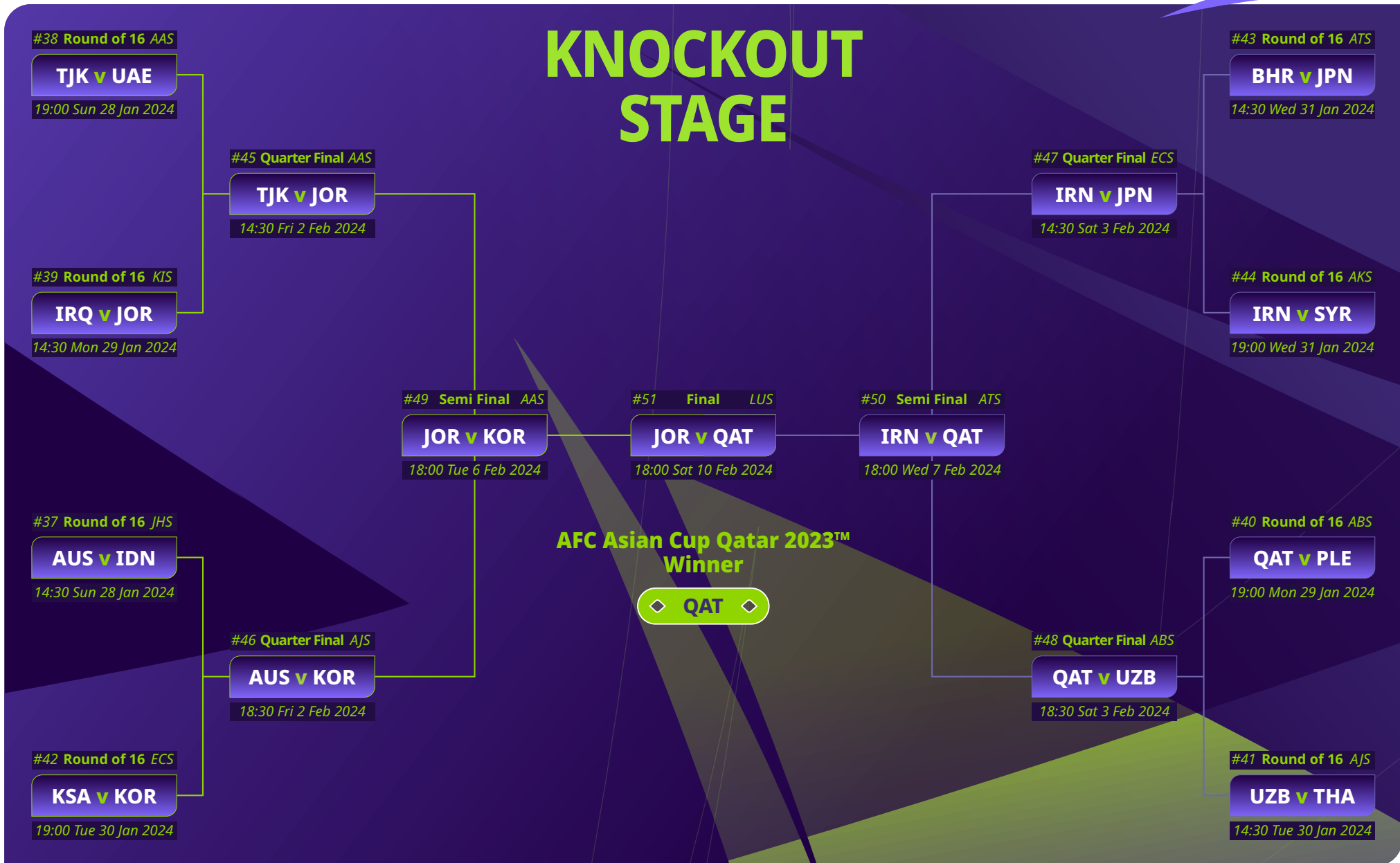
THA	2-0	KGZ
KSA	2-1	OMA
OMA	0-0	THA
KGZ	0-2	KSA
KSA	0-0	THA
KGZ	1-1	OMA

P - Match played | W - Won | D - Draw | L - Lost | GF - Goal for | GA - Goal against | GD - Goal difference | PTS - Points

ALL GROUP STAGE MATCHES

NO.	DATE	TIME	VENUE	MATCH	RESULT
1	12 Jan 2024	19:00	Lusail Stadium	Qatar - Lebanon	3-0 (1-0)
2	13 Jan 2024	14:30	Ahmad Bin Ali Stadium	Australia - India	2-0 (0-0)
3	13 Jan 2024	17:30	Abdullah Bin Khalifa Stadium	China PR - Tajikistan	0-0
4	13 Jan 2024	20:30	Jassim Bin Hamad Stadium	Uzbekistan - Syria	0-0
5	14 Jan 2024	14:30	Al Thumama Stadium	Japan - Vietnam	4-2 (3-2)
6	14 Jan 2024	17:30	Khalifa International Stadium	UAE - Hong Kong, China	3-1 (1-0)
7	14 Jan 2024	20:30	Education City Stadium	IR Iran - Palestine	4-1 (3-1)
8	15 Jan 2024	14:30	Jassim Bin Hamad Stadium	Korea Republic - Bahrain	3-1 (1-0)
9	15 Jan 2024	17:30	Ahmad Bin Ali Stadium	Indonesia - Iraq	1-3 (1-2)
10	15 Jan 2024	20:30	Al Janoub Stadium	Malaysia - Jordan	0-4 (0-3)
11	16 Jan 2024	17:30	Abdullah Bin Khalifa Stadium	Thailand - Kyrgyz Republic	2-0 (1-0)
12	16 Jan 2024	20:30	Khalifa International Stadium	Saudi Arabia - Oman	2-1 (0-1)
13	17 Jan 2024	14:30	Al Thumama Stadium	Lebanon - China PR	0-0 (0-0)
14	17 Jan 2024	17:30	Al Bayt Stadium	Tajikistan - Qatar	0-1 (0-1)
15	18 Jan 2024	14:30	Jassim Bin Hamad Stadium	Syria - Australia	0-1 (0-0)
16	18 Jan 2024	17:30	Ahmad Bin Ali Stadium	India - Uzbekistan	0-3 (0-3)
17	18 Jan 2024	20:30	Al Janoub Stadium	Palestine - UAE	1-1 (0-1)
18	19 Jan 2024	14:30	Education City Stadium	Iraq - Japan	2-1 (2-0)
19	19 Jan 2024	17:30	Abdullah Bin Khalifa Stadium	Vietnam - Indonesia	0-1 (0-1)
20	19 Jan 2024	20:30	Khalifa International Stadium	Hong Kong, China - IR Iran	0-1 (0-1)
21	20 Jan 2024	14:30	Al Thumama Stadium	Jordan - Korea Republic	2-2 (2-1)
22	20 Jan 2024	17:30	Jassim Bin Hamad Stadium	Bahrain - Malaysia	1-0 (0-0)
23	21 Jan 2024	17:30	Abdullah Bin Khalifa Stadium	Oman - Thailand	0-0
24	21 Jan 2024	20:30	Ahmad Bin Ali Stadium	Kyrgyz Republic - Saudi Arabia	0-2 (0-1)
25	22 Jan 2024	18:00	Khalifa International Stadium	Qatar - China PR	1-0 (0-0)
26	22 Jan 2024	18:00	Jassim Bin Hamad Stadium	Tajikistan - Lebanon	2-1 (0-0)
27	23 Jan 2024	14:30	Al Janoub Stadium	Australia - Uzbekistan	1-1 (1-0)
28	23 Jan 2024	14:30	Al Bayt Stadium	Syria - India	1-0 (0-0)
29	23 Jan 2024	18:00	Education City Stadium	IR Iran - UAE	2-1 (1-0)
30	23 Jan 2024	18:00	Abdullah Bin Khalifa Stadium	Hong Kong, China - Palestine	0-3 (0-1)
31	24 Jan 2024	14:30	Al Thumama Stadium	Japan - Indonesia	3-1 (1-0)
32	24 Jan 2024	14:30	Jassim Bin Hamad Stadium	Iraq - Vietnam	3-2 (0-1)
33	25 Jan 2024	14:30	Al Janoub Stadium	Korea Republic - Malaysia	3-3 (1-0)
34	25 Jan 2024	14:30	Khalifa International Stadium	Jordan - Bahrain	0-1 (0-1)
35	25 Jan 2024	18:00	Education City Stadium	Saudi Arabia - Thailand	0-0
36	25 Jan 2024	18:00	Abdullah Bin Khalifa Stadium	Kyrgyz Republic - Oman	1-1 (0-1)

KNOCKOUT STAGE



ALL KNOCKOUT STAGE MATCHES

ROUND OF 16

NO.	DATE	TIME	VENUE	MATCH	RESULT
37	28 Jan 2024	14:30	Jassim Bin Hamad Stadium	Australia - Indonesia	4-0 (2-0)
38	28 Jan 2024	19:00	Ahmad Bin Ali Stadium	Tajikistan - UAE	1-1 AET (1-1, 1-0) 5-3 PSO
39	29 Jan 2024	14:30	Khalifa International Stadium	Iraq - Jordan	2-3 (0-1)
40	29 Jan 2024	19:00	Al Bayt Stadium	Qatar - Palestine	2-1 (1-1)
41	30 Jan 2024	14:30	Al Janoub Stadium	Uzbekistan - Thailand	2-1 (1-0)
42	30 Jan 2024	19:00	Education City Stadium	Saudi Arabia - Korea Republic	1-1 AET (1-1, 0-0) 2-4 PSO
43	31 Jan 2024	14:30	Al Thumama Stadium	Bahrain - Japan	1-3 (0-1)
44	31 Jan 2024	19:00	Abdullah Bin Khalifa Stadium	IR Iran - Syria	1-1 AET (1-1, 1-0) 5-3 PSO

QUARTER FINALS

NO.	DATE	TIME	VENUE	MATCH	RESULT
45	2 Feb 2024	14:30	Ahmad Bin Ali Stadium	Tajikistan - Jordan	0-1 (0-0)
46	2 Feb 2024	18:30	Al Janoub Stadium	Australia - Korea Republic	1-2 AET (1-1, 1-0)
47	3 Feb 2024	14:30	Education City Stadium	IR Iran - Japan	2-1 (0-1)
48	3 Feb 2024	18:30	Al Bayt Stadium	Qatar - Uzbekistan	1-1 AET (1-1, 1-0) 3-2 PSO

SEMI FINALS

NO.	DATE	TIME	VENUE	MATCH	RESULT
49	6 Feb 2024	19:00	Ahmad Bin Ali Stadium	Jordan - Korea Republic	2-0 (0-0)
50	7 Feb 2024	15:00	Al Thumama Stadium	IR Iran - Qatar	2-3 (1-2)

FINALS

NO.	DATE	TIME	VENUE	MATCH	RESULT
51	10 Feb 2024	18:00	Lusail Stadium	Jordan - Qatar	1-3 (0-1)

COMPETITION SUMMARY & STANDINGS

FINAL STANDING

1 	2 	3 	4 
QATAR	JORDAN	ISLAMIC REPUBLIC OF IRAN	KOREA REPUBLIC
5 	6 	7 	8 
UZBEKISTAN	AUSTRALIA	JAPAN	TAJIKISTAN
9 	10 	11 	12 
SAUDI ARABIA	UNITED ARAB EMIRATES	SYRIA	IRAQ
13 	14 	15 	16 
THAILAND	PALESTINE	BAHRAIN	INDONESIA
17 	18 	19 	20 
OMAN	CHINA PR	LEBANON	KYRGYZ REPUBLIC
21 	22 	23 	24 
MALAYSIA	VIETNAM	HONG KONG, CHINA	INDIA

B4 **ROLL OF HONOUR** ROLL OF HONOUR



◆ 1956 ◆
KOREA REPUBLIC



◆ 1960 ◆
KOREA REPUBLIC



◆ 1964 ◆
ISRAEL



◆ 1968 ◆
IR IRAN



◆ 1972 ◆
IR IRAN



◆ 1976 ◆
IR IRAN



◆ 1980 ◆
KUWAIT



◆ 1984 ◆
SAUDI ARABIA



◆ 1988 ◆
SAUDI ARABIA



◆ 1992 ◆
JAPAN



◆ 1996 ◆
SAUDI ARABIA



◆ 2000 ◆
JAPAN



◆ 2004 ◆
JAPAN



◆ 2007 ◆
IRAQ



◆ 2011 ◆
JAPAN



◆ 2015 ◆
AUSTRALIA



◆ 2019 ◆
QATAR



◆ 2023 ◆
QATAR

NO.	YEAR	HOST(S)	CHAMPION	RUNNER-UP	FORMAT/RESULT
1	1956	Hong Kong, China	Korea Republic	Israel	Round-Robin
2	1960	Korea Republic	Korea Republic	Israel	Round-Robin
3	1964	Israel	Israel	India	Round-Robin
4	1968	Islamic Republic of Iran	Islamic Republic of Iran	Burma	Round-Robin
5	1972	Thailand	Islamic Republic of Iran	Korea Republic	2-1 a.e.t
6	1976	Islamic Republic of Iran	Islamic Republic of Iran	Kuwait	1-0
7	1980	Kuwait	Kuwait	Korea Republic	3-0
8	1984	Singapore	Saudi Arabia	China PR	2-0
9	1988	Qatar	Saudi Arabia	Korea Republic	0-0 a.e.t; 4-3 PSO
10	1992	Japan	Japan	Saudi Arabia	1-0
11	1996	UAE	Saudi Arabia	UAE	0-0 a.e.t; 4-2 PSO
12	2000	Lebanon	Japan	Saudi Arabia	1-0
13	2004	China PR	Japan	China PR	3-1
14	2007	Indonesia, Malaysia, Thailand, Vietnam	Iraq	Saudi Arabia	1-0
15	2011	Qatar	Japan	Australia	1-0 a.e.t
16	2015	Australia	Australia	Korea Republic	2-1 a.e.t
17	2019	UAE	Qatar	Japan	3-1
18	2023	Qatar	Qatar	Jordan	3-1

AFC ASIAN CUP QATAR 2023™

SPECTATOR ATTENDANCE NUMBERS

MATCH NO.	DATE	KO TIME	GROUP	MATCH	VENUE	ATTENDANCE	
						AVERAGE: 29,565	
						PER MATCH	ACCUMULATED (TOTAL)
1	12-Jan-24	19:00	A	QAT vs LBN	LUS	82,490	82,490
2	13-Jan-24	14:30	B	AUS vs IND	AAS	36,253	118,743
3	13-Jan-24	17:30	A	CHN vs TJK	AKS	4,001	122,744
4	13-Jan-24	20:30	B	UZB vs SYR	JHS	10,198	132,942
5	14-Jan-24	14:30	D	JPN vs VIE	ATS	17,385	150,327
6	14-Jan-24	17:30	C	UAE vs HKG	KIS	15,586	165,913
7	14-Jan-24	20:30	C	IRN vs PLE	ECS	27,691	193,604
8	15-Jan-24	14:30	E	KOR vs BHR	JHS	8,388	201,992
9	15-Jan-24	17:30	D	IDN vs IRQ	AAS	16,532	218,524
10	15-Jan-24	20:30	E	MAS vs JOR	AJS	20,410	238,934
11	16-Jan-24	17:30	F	THA vs KGZ	AKS	4,530	243,464
12	16-Jan-24	20:30	F	KSA vs OMA	KIS	41,987	285,451
13	17-Jan-24	14:30	A	LBN vs CHN	ATS	14,137	299,588

14	17-Jan-24	17:30	A	TJK vs QAT	ABS	57,460	357,048
15	18-Jan-24	14:30	B	SYR vs AUS	JHS	10,097	367,145
16	18-Jan-24	17:30	B	IND vs UZB	AAS	38,491	405,636
17	18-Jan-24	20:30	C	PLE vs UAE	AJS	41,986	447,622
18	19-Jan-24	14:30	D	IRQ vs JPN	ECS	38,663	486,285
19	19-Jan-24	17:30	D	VIE vs IDN	AKS	7,253	493,538
20	19-Jan-24	20:30	C	HKG vs IRN	KIS	36,412	529,950
21	20-Jan-24	14:30	E	JOR vs KOR	ATS	36,627	566,577
22	20-Jan-24	17:30	E	BHR vs MAS	JHS	10,386	576,963
23	21-Jan-24	17:30	F	OMA vs THA	AKS	6,340	583,303
24	21-Jan-24	20:30	F	KGZ vs KSA	AAS	39,557	622,860
25	22-Jan-24	18:00	A	QAT vs CHN	KIS	42,104	664,964
26	22-Jan-24	18:00	A	TJK vs LBN	JHS	11,843	676,807
27	23-Jan-24	14:30	B	AUS vs UZB	AJS	15,290	692,097
28	23-Jan-24	14:30	B	SYR vs IND	ABS	42,787	734,884
29	23-Jan-24	18:00	C	IRN vs UAE	ECS	34,259	769,143
30	23-Jan-24	18:00	C	HKG vs PLE	AKS	6,568	775,711
31	24-Jan-24	14:30	D	JPN vs IDN	ATS	26,453	802,164
32	24-Jan-24	14:30	D	IRQ vs VIE	JHS	8,932	811,096
33	25-Jan-24	14:30	E	KOR vs MAS	AJS	30,117	841,213

B5

ATTENDANCE ATTENDANCE ATTENDANCE

34	25-Jan-24	14:30	E	JOR vs BHR	KIS	39,650	880,863
35	25-Jan-24	18:00	F	KSA vs THA	ECS	38,773	919,636
36	25-Jan-24	18:00	F	KGZ vs OMA	AKS	6,231	925,867
37	28-Jan-24	14:30	R16	AUS vs IDN	JHS	7,863	933,730
38	28-Jan-24	19:00	R16	TJK vs UAE	AAS	33,584	967,314
39	29-Jan-24	14:30	R16	IRQ vs JOR	KIS	35,814	1,003,128
40	29-Jan-24	19:00	R16	QAT vs PLE	ABS	63,753	1,066,881
41	30-Jan-24	14:30	R16	UZB vs THA	AJS	18,691	1,085,572
42	30-Jan-24	19:00	R16	KSA vs KOR	ECS	42,389	1,127,961
43	31-Jan-24	14:30	R16	BHA vs JPN	ATS	31,832	1,159,793
44	31-Jan-24	19:00	R16	IRN vs SYR	AKS	8,720	1,168,513
45	2-Feb-24	14:30	QF	TJK vs JOR	AAS	35,530	1,204,043
46	2-Feb-24	18:30	QF	AUS vs KOR	AJS	39,632	1,243,675
47	3-Feb-24	14:30	QF	IRN vs JPN	ECS	35,640	1,279,315
48	3-Feb-24	18:30	QF	QAT vs UZB	ABS	58,791	1,338,106
49	6-Feb-24	18:00	SF	JOR vs KOR	AAS	42,850	1,380,956
50	7-Feb-24	18:00	SF	IRN vs QAT	ATS	40,342	1,421,298
51	10-Feb-24	18:00	F	JOR vs QAT	LUS	86,492	1,507,790

ACCREDITATION

Accreditation was an integral part of the overall competition planning that included venue security and workforce management throughout the whole competition.

Accreditation provided access to all official venues and locations during the exclusive use period, starting MD -5 and ending MD +2.

The Accreditation System worked collaboratively with the Security Programme to prevent unauthorised persons from gaining access to the competition and official areas, while at the same time ensured that authorised personnel were able to gain access to their relevant workforce areas.

APPLICATION PROCESS

All personnel that required accreditation had to register the required details as part of the application process; the accreditation cards were subsequently printed and distributed at the AFC HQ, team arrival meetings and the accreditation centre.



More than 230 personnel, including AFC full-time staff and external delegates, were appointed as AFC delegation members.

In addition, the largest-ever cast of more than 80 members were appointed as match officials which included referees, assistant referees and video assistant referees.

The AFC delegation arrived at the venue in batches depending on their job scope, with the advance team arriving three weeks prior to the opening match.

CATEGORY	TOTAL DELEGATION
General Secretary Office	5
Deputy General Secretary Office – Competitions & Football	3
Deputy General Secretary Office – Competitions & Football	1
General Administration & Services	1
Competitions & Football Events	3
Asian Cup Office	4
Competition Operations	6
Match Commissioners	5

CATEGORY	TOTAL DELEGATION
General Coordinators	8
Competition Coordinators	9
Operations Coordinators	8
Venue Administrators	4
Security & Access Control	9
Competition Commercial Operations	16
Media & Broadcast Operations	21
Event Services (Protocol, Guest Management and Airport & Transportation)	21
Ticketing	4
Football Technology	6
Commercial	4
Communications (Content & Reporters)	12

CATEGORY	TOTAL DELEGATION
Photography	11
Social Media	6
Audio Visual	11
ITT (AFCAS & Accreditation)	7
Legal	14
Logistics	2
Sports Medicine	12
Travel Office	3
Technical	12
Referees (Administration)	9
Finance	2
Match Officials	88



AWARDS AND CEREMONIES

- C1. DRAW CEREMONIES
- C2. OFFICIAL MATCH BALL LAUNCH
- C3. AFC ASIAN CUP QATAR 2023™ LOGO LAUNCH
- C4. COMPETITION SLOGAN LAUNCH
- C5. 100 DAYS TO GO
- C6. PLAQUE PRESENTATION
- C7. AWARD CEREMONY



DATE AND TIME:

**1400hrs, Thursday,
11 May 2023**

VENUE:

**Katara Opera House,
Doha, Qatar**

DURATION:

One hour

AFC GUEST HOTEL:

Ritz Carlton Doha

ATTENDEES:

**Over 300 guests,
including the following:**

- AFC Executive Committee Members
- Organising Committee for AFC Asian Cup 2023
- Participating Team Head Coaches and Members
- Media Representatives
- AFC Sponsors and Invited Guests
- Local Organising Committee (LOC)
- AFC and LOC Invited Guests



GENERAL INFORMATION

Seven Draw Assistants were invited to be part of the ceremony. Comprising legendary players, coaches and referees, they were selected to represent all five AFC regions (East, West, ASEAN, South and Central).



OFFICIAL MATCH BALL LAUNCH ON 10 AUGUST 2023

The VORTEXAC23 was designed by the AFC's Official Global Supporter of National Team Competitions, Kelme, exclusively for the AFC Asian Cup Qatar 2023™.

The ball underwent extensive technical testing to ensure it met the highest standards of performance, quality, durability and readiness for use in competition.

A bespoke edition of the ball, named VORTEXAC23+, was produced specially for use in the Final. Unveiled on 20 December 2023, the VORTEXAC23+'s gold colour was inspired by the desert sands of host nation, Qatar, and fused with the nation's traditional maroon colour. Embodying the competitive spirit and glory of the AFC Asian Cup Qatar 2023™, the Official Final Match Ball was on brilliant display in the Final on 12 January, 2024 as Qatar defeated Jordan to retain their crown.



LOGO LAUNCH

The AFC Asian Cup Qatar 2023™ Official Logo was launched during the event, which featured a stage transformation following the logo reveal.

PRE-LAUNCH



POST-LAUNCH GRAPHICS



SLOGAN LAUNCH - HAYYA ASIA

The Official Slogan was launched in conjunction with the 100 Days to Go Countdown event held on 4 October 2023 in Doha. "Hayya", which means "Let's Go" in Arabic, was selected by football fans across Asia via an online campaign.



100 DAYS TO GO COUNTDOWN EVENT

The 100 Days to Go countdown event was held on 4 October 2023, in conjunction with the Team Workshop.

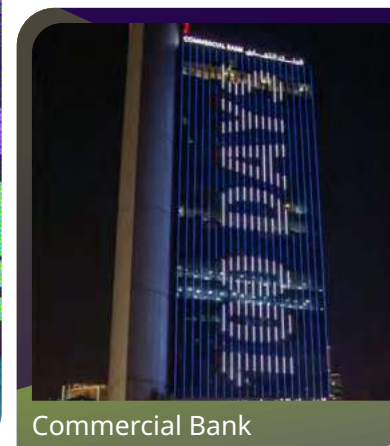
Iconic buildings in the city of Doha were lit up with the event-specific designs to raise public awareness about the AFC Asian Cup Qatar 2023™.



Al Fardan Towers



Aspire Torch



Commercial Bank



Al Gassar Dome

The AFC presented special commemorative plaques to the stadium representatives of all nine venues as recognition for their contribution to the success of the competition.

Each plaque presentation was conducted prior to the post-match press conference of the last match at the respective venues. The event was attended by the AFC General Coordinator of each venue, along with representatives from the LOC and stadium management.



REFEREES COMMEMORATIVE AWARD



REFEREE

MA NING



ASSISTANT REFEREE 1

ZHOU FEI



ASSISTANT REFEREE 2

ZHANG CHENG



FOURTH OFFICIAL

ILGIZ TANTASHEV



FIFTH OFFICIAL

ANDREY TSAPENKO





FAIRPLAY AWARD

QATAR



MOST VALUABLE PLAYER

AKRAM AFIF



YILI TOP GOAL SCORER

AKRAM AFIF
(8 GOALS)



BEST GOALKEEPER

MESHAAL BARSHAM



D

FOOTBALL TECHNOLOGY

- D1. INTRODUCTION**
- D2. VIDEO ASSISTANT REFEREE**
- D3. SEMI-AUTOMATED OFFSIDE TECHNOLOGY**
- D4. ELECTRONIC PERFORMANCE & TRACKING SYSTEMS**
- D5. TACTICAL CAMERA & REPLAY TABLET**
- D6. MEDICAL TABLET**



FOOTBALL TECHNOLOGY IMPLEMENTATION COMPARISON

AC19 V AC23

FOOTBALL TECHNOLOGY	AC19	AC23
VAR	✓ From QF	✓ All 51 matches
SAOT	n/a	✓
EPTS	n/a	✓
Tactical camera	n/a	✓
Tactical tablet	n/a	✓
Medical tablet	n/a	✓

SEMI-AUTOMATED OFFSIDE TECHNOLOGY (SAOT):

To enhance the capabilities of VAR, the AFC also introduced the SAOT system for all 51 matches, which marked its debut at a men's continental level national team competition.



Both VAR and SAOT systems were provided by Hawk-Eye Innovations. In addition, the 24 participating teams also benefited from a range of new football technology initiatives such as the **Electronic Performance & Tracking Systems (EPTS)** and **replay devices** that were made available for the first time at the Continental showcase.



VAR - Video Operation Room (VOR)

VIDEO ASSISTANT REFEREE (VAR):

The system was implemented for all 51 matches of the AFC Asian Cup Qatar 2023™ for the first time ever, following its inaugural introduction in 2019. This underscored the AFC's commitment towards improving the accuracy and integrity of the decision-making process for the Asia's flagship Competition.

VIDEO ASSISTANT REFEREE

Throughout the tournament, the Video Match Officials (VMOs) performed their roles in the Video Operation Room (VOR) that was located at the Outside Broadcasting compound of each stadium. Within the VOR, personnel included the VAR, Assistant VAR (AVAR), Replay Operator (RO), Assistant RO, Venue Manager (VM), Venue Technical Guarantee (VTG) and AFC Football Technology (FT) Officer for every match.



There were a total of 44 VAR reviews (on-field review (OFR): 35, Only VAR review: 9) throughout the tournament. In the case of an OFR situation, the AFC FT Officer sends the VAR graphics and replays of the incident to the Host Broadcaster (HB) and Infotainment team.

Vokkero Elite was the choice of communication devices for the Match Officials; these were used by the Referee, Assistant Referees, Fourth Official and Fifth Official to communicate with the VAR and AVARs.

VAR GRAPHICS

TV Programme Feed & Infotainment Giant Screen

TACTICAL CAMERA & REPLAY TABLET



Using a wide-angle lens, the Main Camera Platform (MCP) Tactical Camera tracked live play, ensuring an unobstructed view of 20 outfield players at all times. The footage captured by the MCP Tactical Camera was accessible for download by the PMAs after the match, including the Tactical Camera feeds from all matches played by the other PMAs.

At all AFC Asian Cup Qatar 2023™ matches, both team benches were equipped with a tablet featuring replay functionality. This tablet provided access to various camera angles, including the dedicated MCP tactical camera feed, Program feed, High-behind-goal camera feed and the 16m camera feed, allowing each team to view and/or replay the footage during matches.



MEDICAL TABLET

The AFC Medical Officers at the tournament were provided with pitch-side medical tablets, which were able to display up to eight broadcast camera feeds simultaneously to enhance the effectiveness and efficiency of injury identification. This allowed the AFC's doctors to review the exact injury mechanism and communicate essential information regarding any medical situation to their respective team counterparts after reviewing the incidents on the tablets.

AFC Medical & Doping Control Officers, Dr. Ahmed I. Andijiani and Dr. Fenton Arnold Joseph Desouza, both described the tablets as essential tools for the Team Doctors in terms of making better injury assessments and decisions.





MEDIA AND BROADCAST

- E1. INTRODUCTION
- E2. GENERAL OVERVIEW
- E3. MEDIA ACCREDITATION
- E4. APPROVED MEDIA
- E5. MEDIA FACILITIES
- E6. MEDIA SERVICES
- E7. AFC MEDIA OFFICER (AMO)
- E8. BROADCAST MATTERS



The AFC Asian Cup Qatar 2023™ provided members of the media with state-of-the-art infrastructure and working conditions across all nine Competition venues.

More than **2,500 applied for media accreditation** and roughly 1,500 members of the written press (PRE), photographers (PHO) and non-rights holders (NRH) from across the globe covered the Competition. Like previous editions, the AFC – through years of preparation and planning – ensured that the media’s needs were catered to in every possible way, including media tickets, transportation, meals and other aspects.

Sixteen vastly-experienced AFC Media Officers (AMOs) were appointed for the event and, together with the LOC’s Media Operations team and volunteers, laid the foundation for seamless and consistent functioning across all media areas. AMOs were divided into eight Resident Media Officers and eight Roaming Media Officers.

During this edition of the tournament, the AFC continued to deploy its online tool for photographers to reserve their on-field seats (capacity: 150 seats). Additionally, the e-ticketing tool for written press and non-rights holders at the Media Tribune (dependent on venue capacity) was utilised successfully.

As is standard practice at AFC tournaments, a dedicated team worked around the clock to provide the media with all requisite information through the AFC Media Channel. Previews, statistics, training schedules and other relevant Competition details were collated and updated regularly to ensure convenient access for journalists.

A WhatsApp Channel for media provided them with match-related information such as the Start List and the Match Summary. Additionally, the platform also provided real-time updates for the Teams’ official media activity schedule (e.g. change of Official Training timing).

QR Codes for the Start List and the Match Summary were available at all venues.

Other official announcements were made and delivered through the accredited media’s email addresses.

The indicators in the corresponding pages provide further insight into what was truly a groundbreaking tournament with regards to media operations in world football.

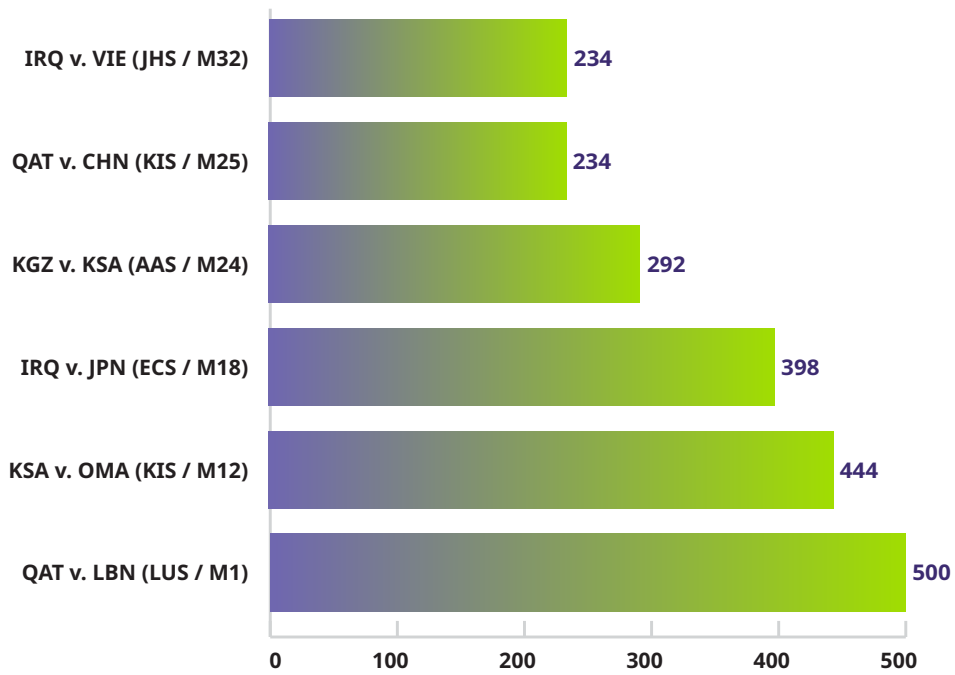
GROUP STAGE



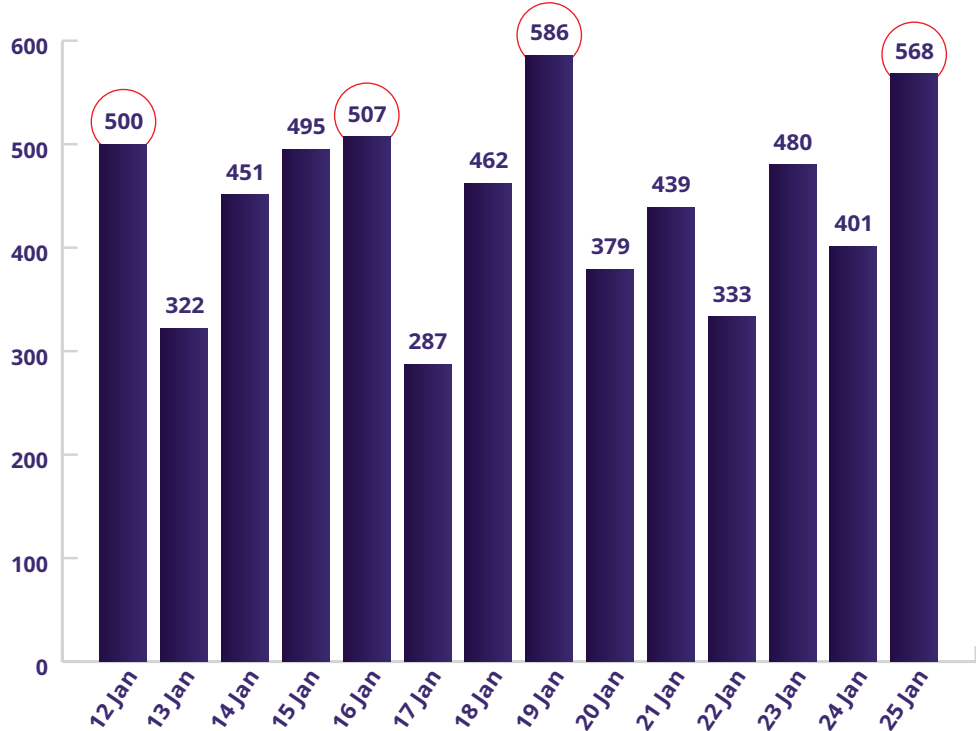
STADIUMS

SUCCESSFUL PSA SCANS
ALL GS MATCHES
TOTAL: 6,210 MEDIA

HIGHEST MEDIA ATTENDANCE / MATCH



MEDIA ATTENDANCE AT STADIUMS / MATCHDAY



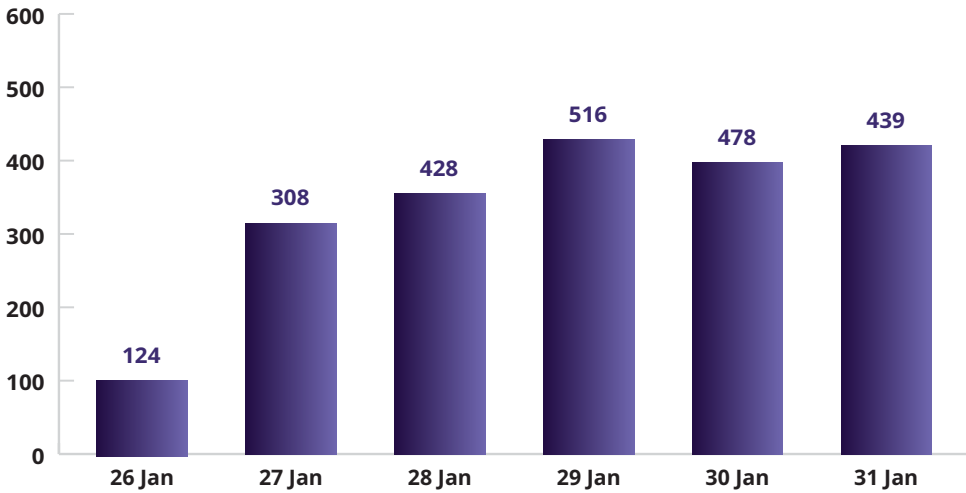
ROUND OF 16



MAIN MEDIA CENTRE

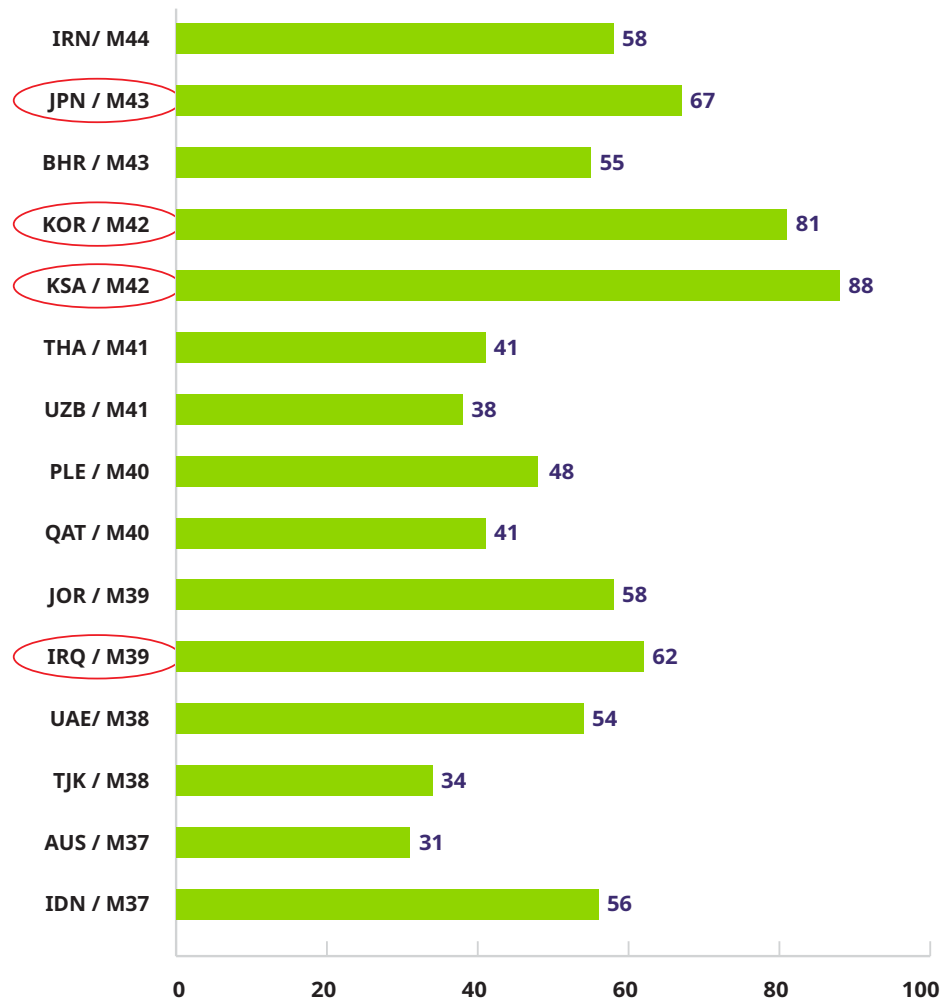
SUCCESSFUL SCANS
26 - 31 JANUARY
TOTAL: 2,293 MEDIA

MMC MEDIA ATTENDANCE / DAY



16 x MD-1 Press Conferences

MD-1 PC - MEDIA ATTENDANCE



ROUND OF 16

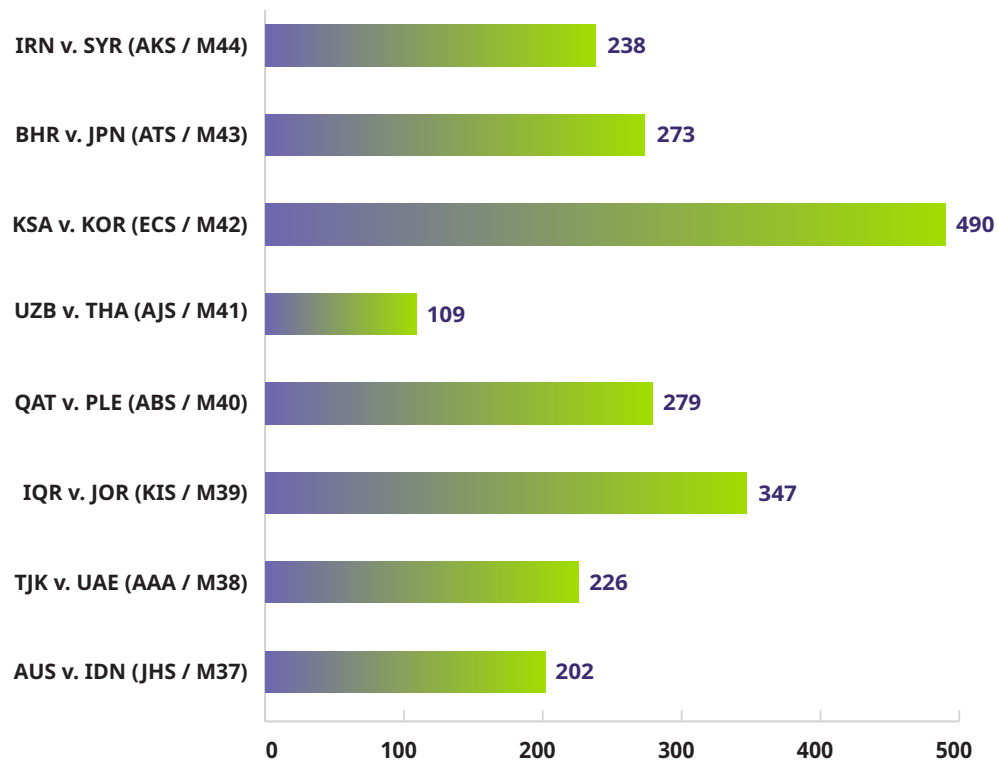


STADIUMS

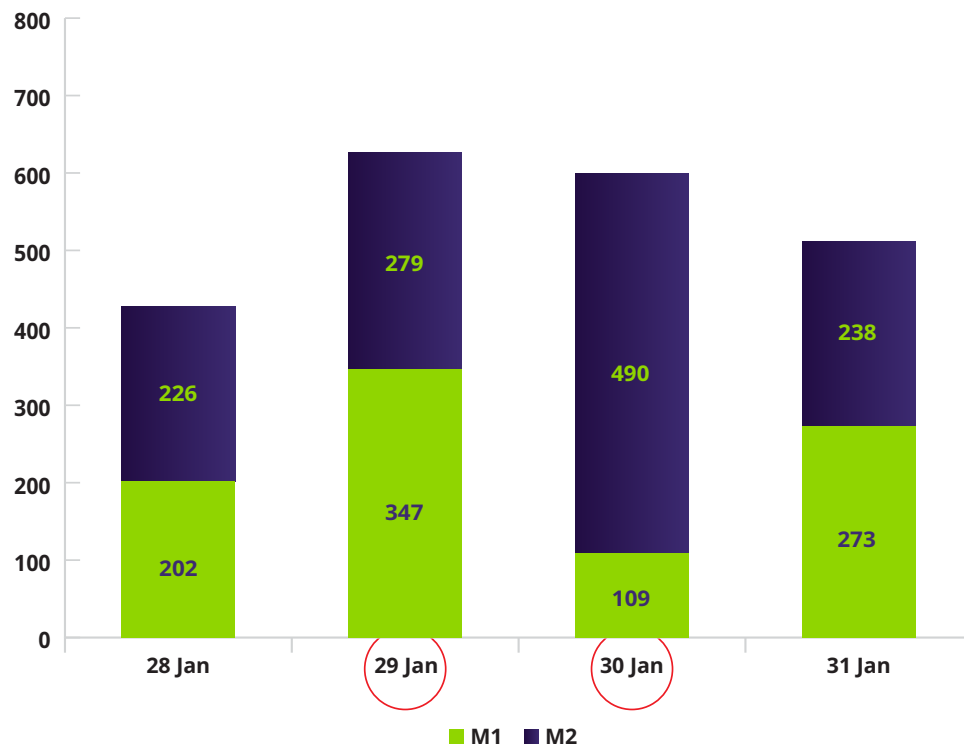
SUCCESSFUL SCANS
ALL R-16 MATCHES

TOTAL: 2,164 MEDIA

MEDIA ATTENDANCE PER MATCH



TOTAL MEDIA ATTENDANCE PER MATCHDAY (BOTH MATCHES PER DAY)



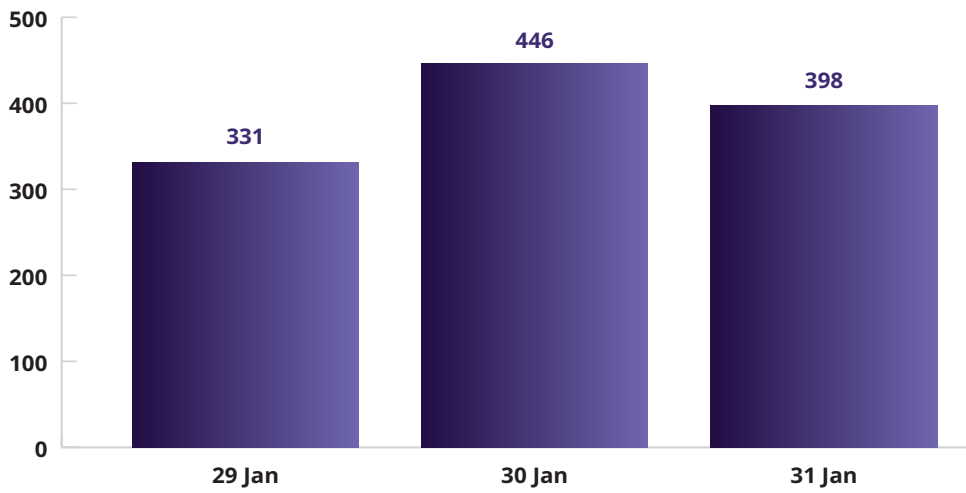
QUARTER FINALS



MAIN MEDIA CENTRE

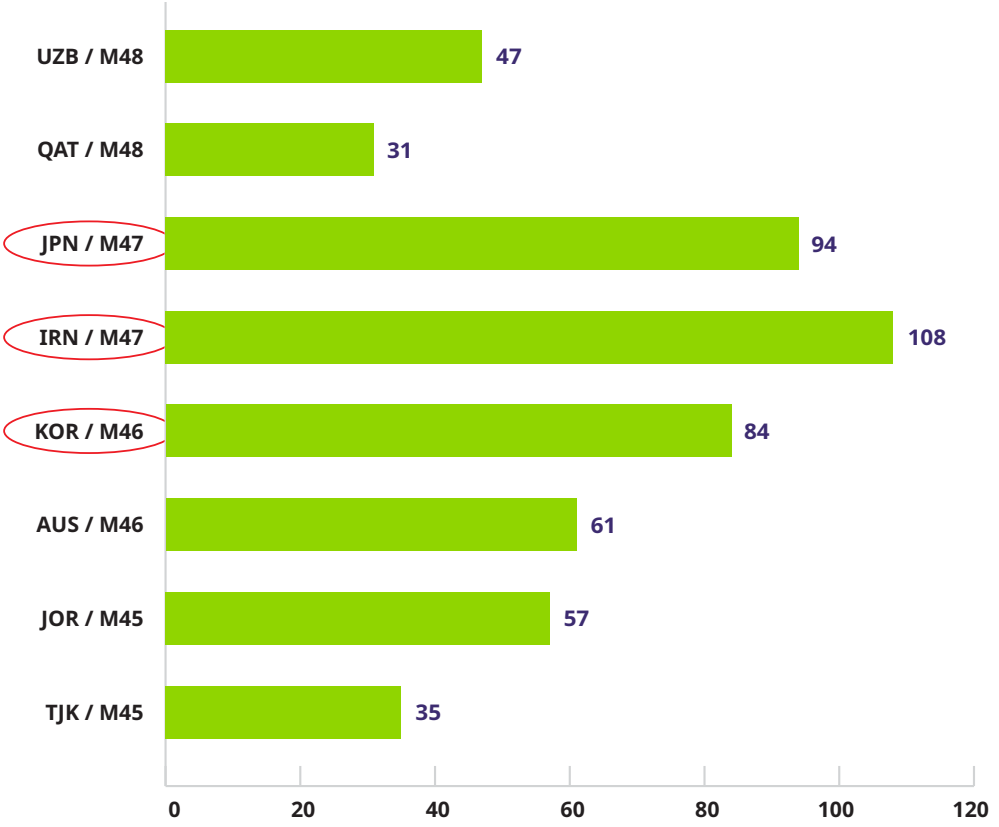
SUCCESSFUL SCANS
01 - 03 FEBRUARY
TOTAL: 1,175 MEDIA

MMC MEDIA ATTENDANCE / DAY



8 x MD-1 Press Conferences

MD- 1 PC - PRESS CONFERENCE - MEDIA ATTENDANCE



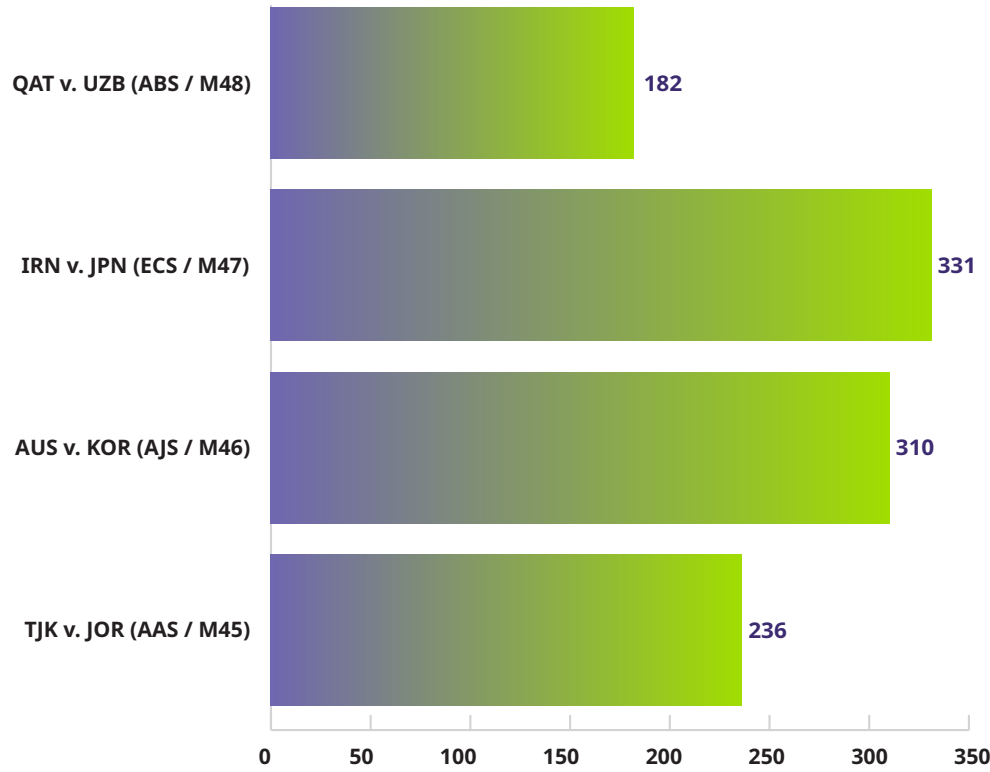
QUARTER FINALS



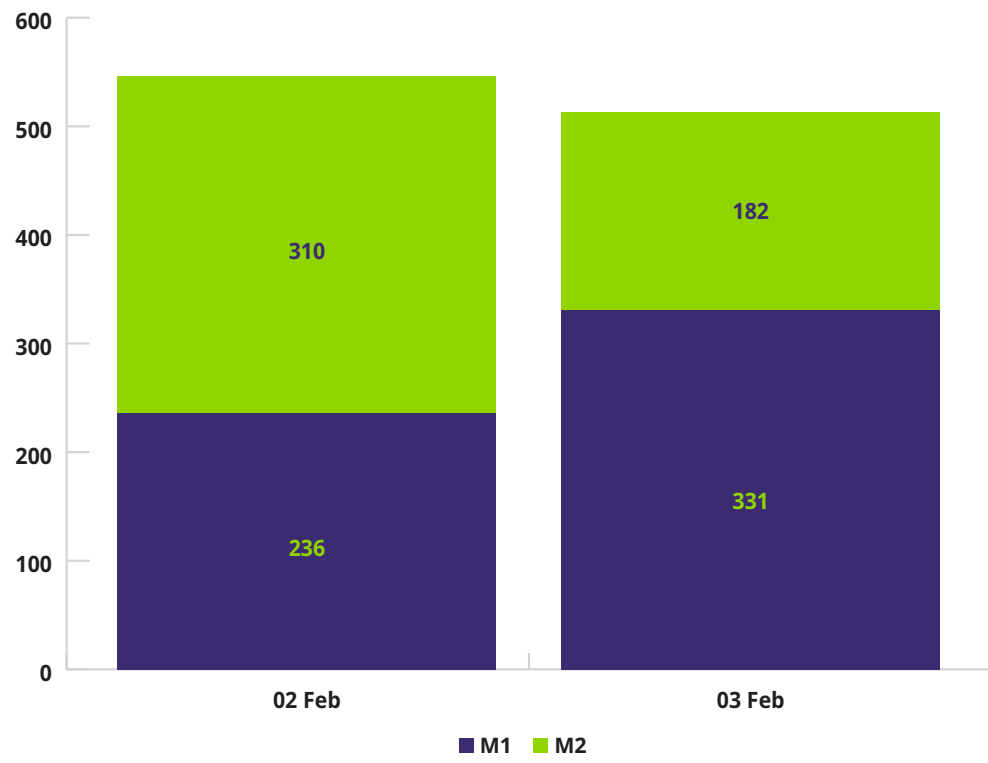
STADIUMS

SUCCESSFUL SCANS
ALL QF MATCHES
TOTAL: 1,059 MEDIA

MEDIA ATTENDANCE PER MATCH



TOTAL MEDIA ATTENDANCE PER MATCHDAY (BOTH MATCHES PER DAY)



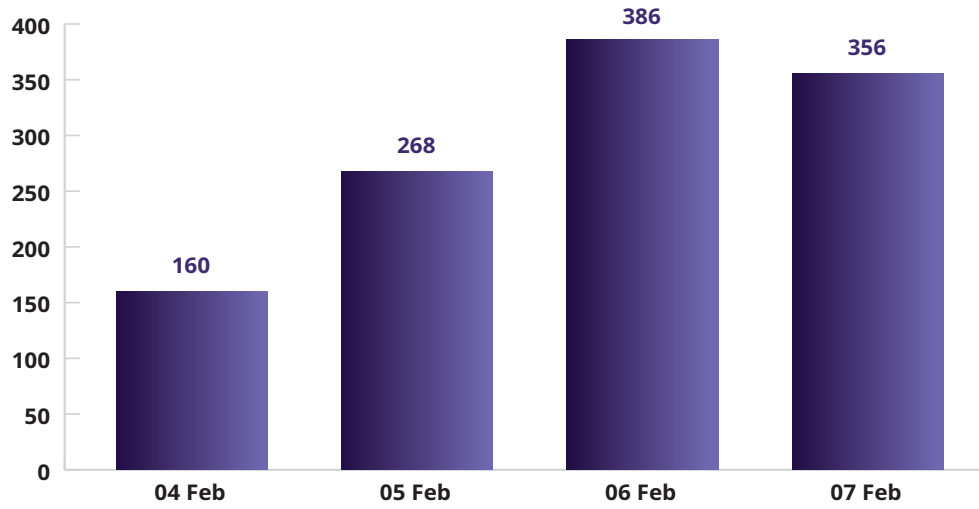
SEMI FINALS



MAIN MEDIA CENTRE

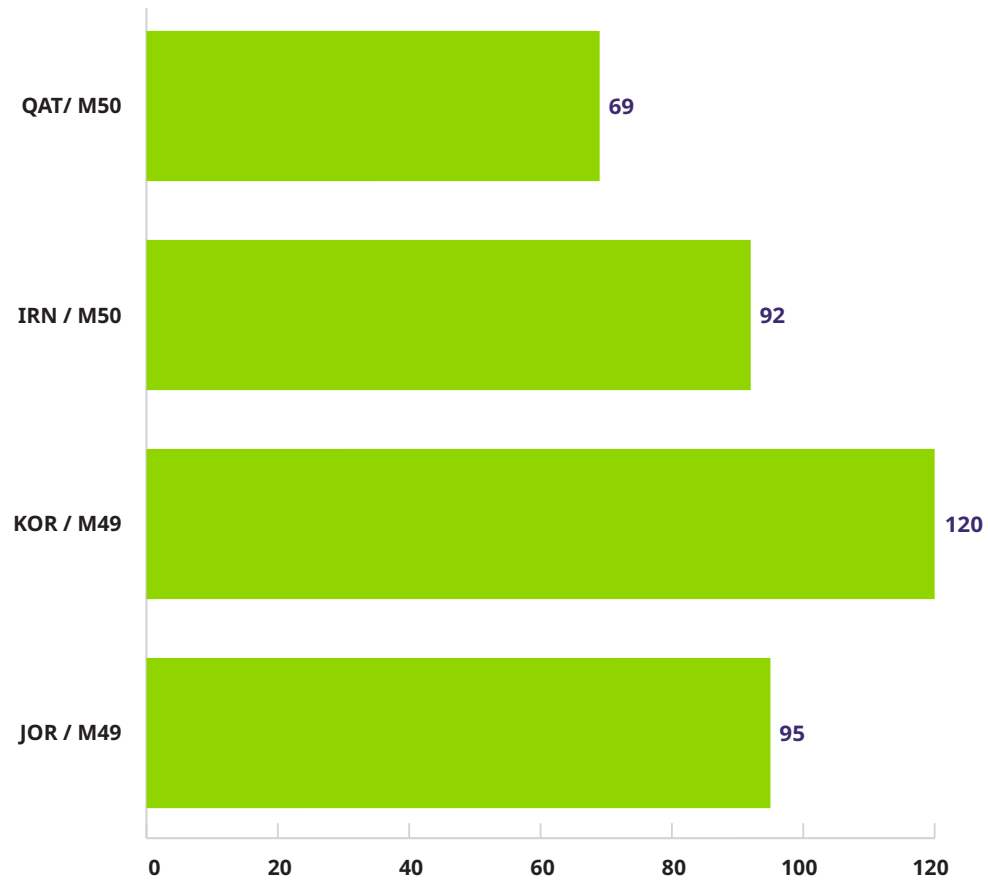
SUCCESSFUL SCANS
04 – 07 FEBRUARY
TOTAL: 1,170 MEDIA

MMC MEDIA ATTENDANCE / DAY



4 x MD-1 Press Conferences

MD- 1 PC - PRESS CONFERENCE - MEDIA ATTENDANCE



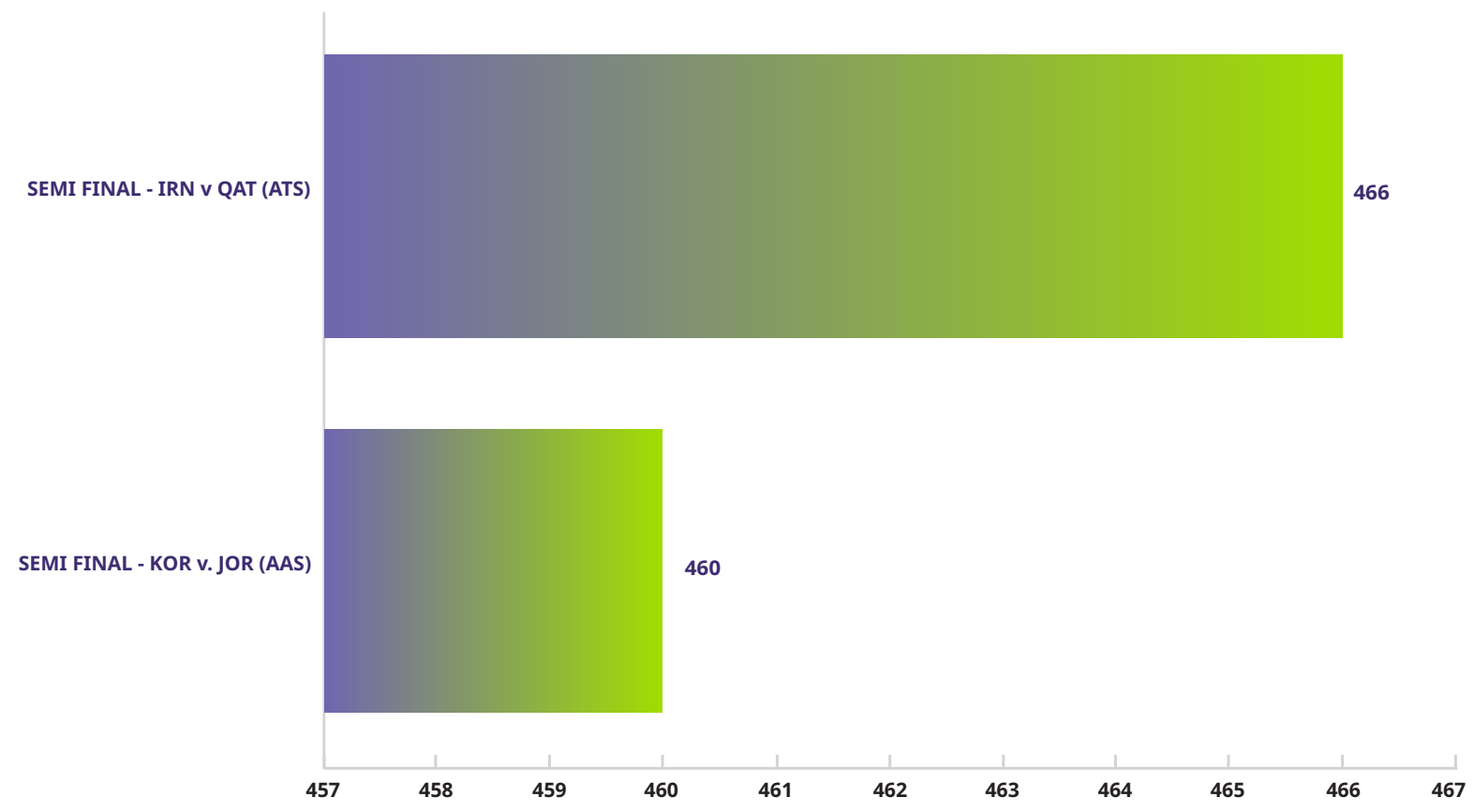
SEMI FINALS



STADIUMS

SUCCESSFUL SCANS
2 X SEMI FINAL MATCHES
TOTAL: 926 MEDIA

MEDIA ATTENDANCE PER MATCH



FINALS



MAIN MEDIA CENTRE

PEAK HOURS
11:00 - 13:00

TOTAL SUCCESSFUL
SCANS FOR 9 FEB
374 MEDIA / 30 BROADCASTERS
TOTAL : 404

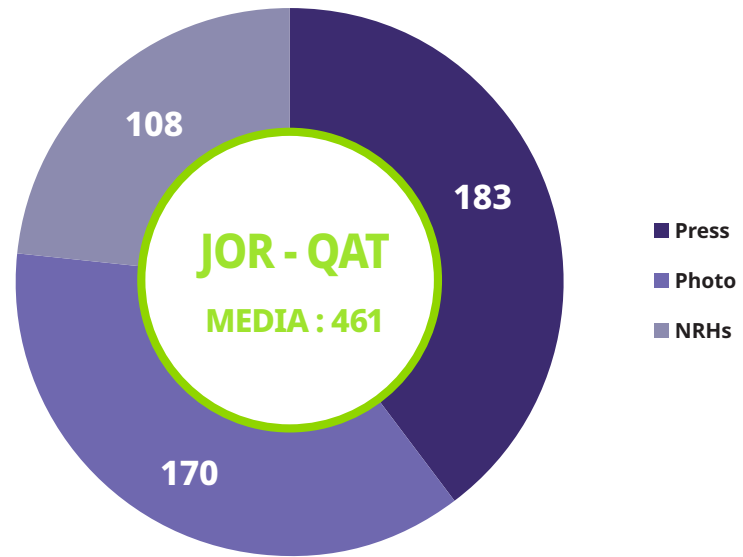


STADIUMS

LUS
MATCH 51

PSA SCAN
REPORT
TOTAL: 546 MEDIA

SMC MEDIA
ATTENDANCE



MEDIA ACCREDITATION

THE AFC ASIAN CUP QATAR 2023™ HAD A TWO-STEP MEDIA ACCREDITATION PROCESS:

- AFC Media Channel (1st Step)
- Hayya Media Portal (2nd Step)

After an application was approved via the AFC Media Channel, media personnel then had to access the **Hayya Media Portal (HMP)** to undergo a security check and receive visa approval. Thereafter, an Authorisation Letter was sent to the applicants' email, which was required for their Accreditation cards to be printed and then collected at either the Main Media Centre (MMC) or Doha Exhibition Centre (DEC).

REFERENCE POINTS:

- Some media personnel only completed the 1st Step.
- Those with Qatar IDs and residents of Qatar also did not proceed to the 2nd Step under the assumption that the HMP was only required for those who needed visas.

A handful of applicants received approval from the AFC Media Channel but did not receive approval from the HMP and vice-versa.

AFC ASIAN CUP UAE 2019

Applied	1550	PRE	905
Approved	1464	PHO	458
Pending / rejected	86	NRH	101

AFC ASIAN CUP AUSTRALIA 2015

Applied	1695	PRE	875
Approved	1671	PHO	463
Pending / rejected	24	NRH	333

AFC ASIAN CUP QATAR 2011

Applied	1346	PRE	763
Approved	1255	PHO	370
Pending / rejected	91	NRH	96
		Others	26

ASIAN CUP QATAR 2023 – 1ST STEP AFC MEDIA CHANNEL

Applied	2660	PRE	905
Approved	2113	PHO	563
Pending / rejected	547	NRH	645

ASIAN CUP QATAR 2023 – 2ND STEP HAYYA MEDIA PORTAL

Applied	1,958
Approved	1,682
Pending / rejected	276

GROUP STAGE

DATE	TEAM A	TEAM B	PRE	PHO	NRH	TOTAL
12-Jan-24	QAT	LBN	240	138	108	486
13-Jan-24	AUS	IND	117	142	61	320
	UZB	SYR	150	119	75	344
14-Jan-24	CHN	TJK	73	82	27	182
	UAE	HKG	83	73	46	202
	IRN	PLE	144	141	94	379
15-Jan-24	JPN	VIE	160	127	74	361
	IDN	IRQ	127	93	79	299
	MAS	JOR	69	79	52	200
16-Jan-24	KOR	BHR	154	110	59	323
	KSA	OMA	227	110	143	480
	THA	KGZ	51	46	34	131
17-Jan-24	TJK	QAT	120	115	67	302
	LBN	CHN	104	82	56	242
18-Jan-24	IND	UZB	64	61	44	169
	PLE	UAE	127	122	84	333
	SYR	AUS	142	89	70	301

DATE	TEAM A	TEAM B	PRE	PHO	NRH	TOTAL
19-Jan-24	HKG	IRN	93	95	42	230
	IRQ	JPN	240	115	110	465
	VIE	IDN	37	44	32	113
20-Jan-24	BHR	MAS	65	69	49	183
	JOR	KOR	160	148	86	394
21-Jan-24	KGZ	KSA	170	154	111	435
	OMA	THA	103	80	67	250
22-Jan-24	QAT	CHN	141	160	84	385
	TJK	LBN	82	57	70	209
23-Jan-24	AUS	UZB	79	60	50	189
	SYR	IND	66	53	65	184
	IRN	UAE	156	121	81	358
24-Jan-24	HKG	PLE	75	71	69	215
	IRQ	VIE	130	95	101	326
	JPN	IDN	113	96	44	253
25-Jan-24	JOR	BHR	114	72	72	258
	KOR	MAS	93	72	47	212
	KSA	THA	141	102	80	323
	KGZ	OMA	64	42	45	151

KNOCKOUT STAGE

ROUND OF 16

DATE	TEAM A	TEAM B	PRE	PHO	NRH	TOTAL
28-Jan-24	TJK	UAE	158	138	91	387
	AUS	IDN	143	144	72	359
29-Jan-24	IRQ	JOR	201	151	143	495
	QAT	PLE	192	162	129	483
30-Jan-24	UZB	THA	82	87	58	227
	KSA	KOR	272	213	157	642
31-Jan-24	BHR	JPN	205	144	92	441
	IRN	SYR	188	127	96	411

QUARTER FINALS

DATE	TEAM A	TEAM B	PRE	PHO	NRH	TOTAL
02-Feb-24	TJK	JOR	149	128	107	384
	AUS	KOR	213	167	103	483
03-Feb-24	QAT	UZB	154	140	111	405
	IRN	JPN	231	155	101	487

SEMI FINALS

DATE	TEAM A	TEAM B	PRE	PHO	NRH	TOTAL
06-Feb-24	JOR	KOR	251	201	164	616
07-Feb-24	IRN	QAT	240	143	142	525

FINALS

DATE	TEAM A	TEAM B	PRE	PHO	NRH	TOTAL
10-Feb-24	JOR	QAT	233	118	194	545

- Media personnel were required to apply for media tickets via the AFC Media Channel in order to obtain approval for the selected Match(es).
- Across the 51 matches from the Group Stage until the Final, the **total number of media personnel that received approval is 17,077**, averaging out to 335 per match.
- The Round of 16 Match between Saudi Arabia and the Korea Republic saw the most approvals with 642.
- Due to the maximum capacity of pitch-side Photography seating being 150, additional photographers were seated at the Photography seating of the Media Tribunes.

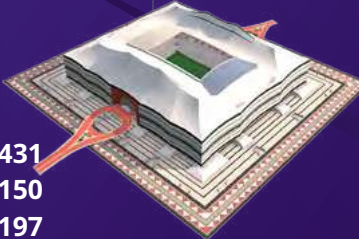
STADIUMS

AHMAD BIN ALI STADIUM



Media Tribune:	412
Pitch Photo:	150
Media Centre:	352
Photo Work Area:	32

AL BAYT STADIUM



Media Tribune:	431
Pitch Photo:	150
Media Centre:	197
Photo Work Area:	35

AL JANOUB STADIUM




Media Tribune:	445
Pitch Photo:	150
Media Centre:	341
Photo Work Area:	12

ABDULLAH BIN KHALIFA STADIUM



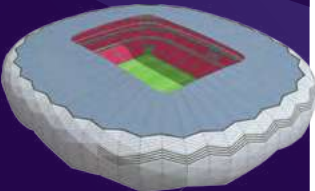
Media Tribune:	328
Pitch Photo:	150
Media Centre:	72

ALTHUMAMA STADIUM



Media Tribune:	609
Pitch Photo:	150
Media Centre:	218
Photo Work Area:	100

EDUCATION CITY STADIUM



Media Tribune:	433
Pitch Photo:	150
Media Centre:	295
Photo Work Area:	90

JASSIM BIN HAMAD STADIUM



Media Tribune:	219
Pitch Photo:	150
Media Centre:	100

KHALIFA INTERNATIONAL STADIUM



Media Tribune:	456
Pitch Photo:	150
Media Centre:	200
Photo Work Area:	51

LUSAIL STADIUM

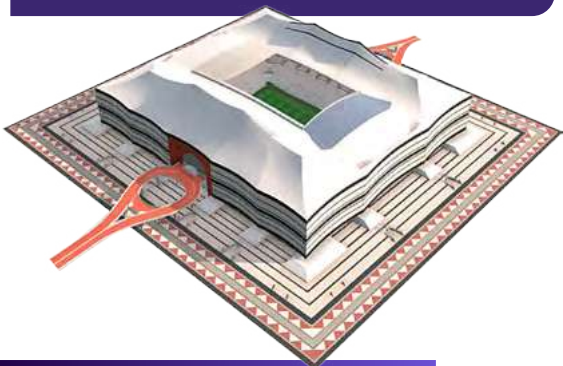


Media Tribune:	667
Pitch Photo:	150
Media Centre:	256
Photo Work Area:	109

STADIUMS

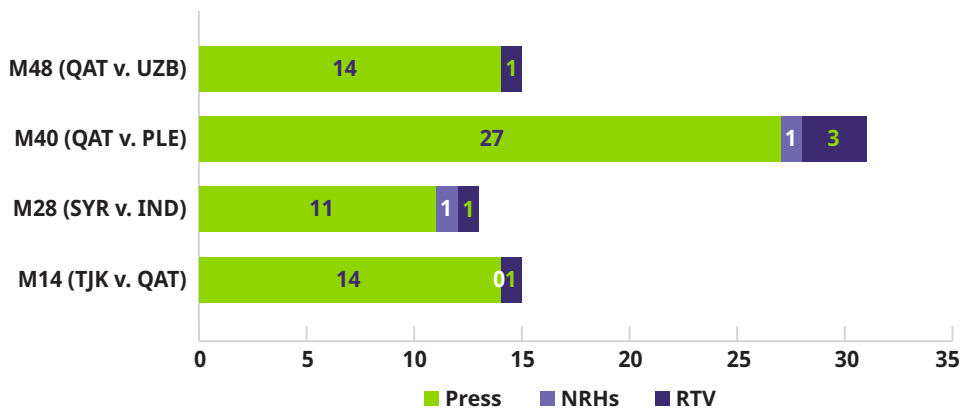


AL BAYT STADIUM (ABS)

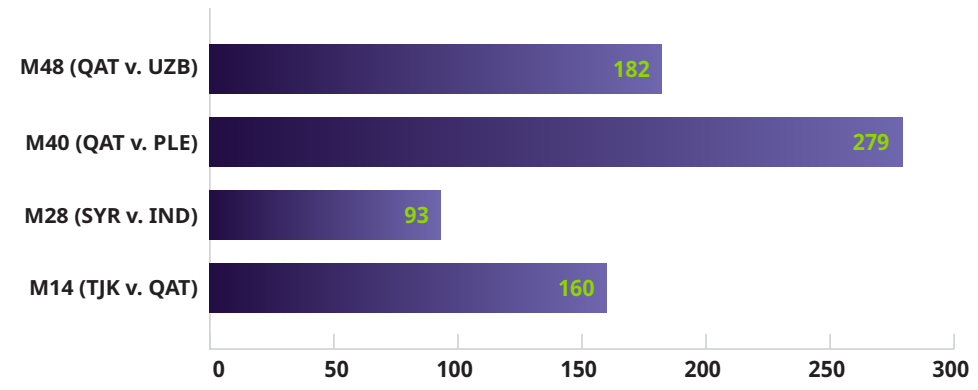


POST - MATCH P.C.S - ALL MATCHES

ABS - POST MATCH P.C.s - MEDIA ATTENDANCE

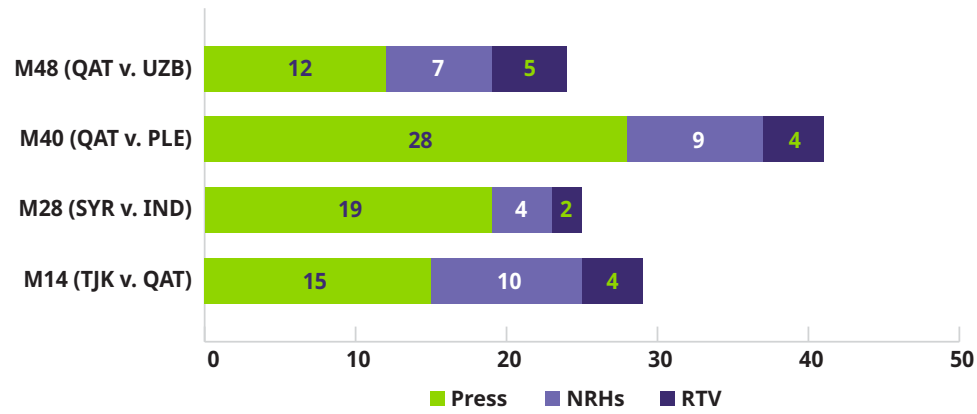


MEDIA ATTENDANCE (PSA SCANS) - ABS
TOTAL ALL MATCHES : 714



MIXED ZONE - ALL MATCHES

ABS - MIXED ZONE - MEDIA ATTENDANCE



STADIUMS

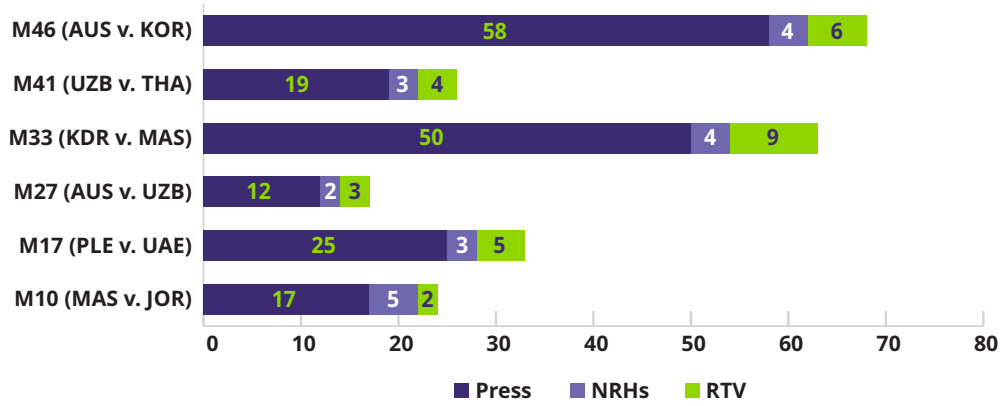


AL JANOUB STADIUM (AJS)

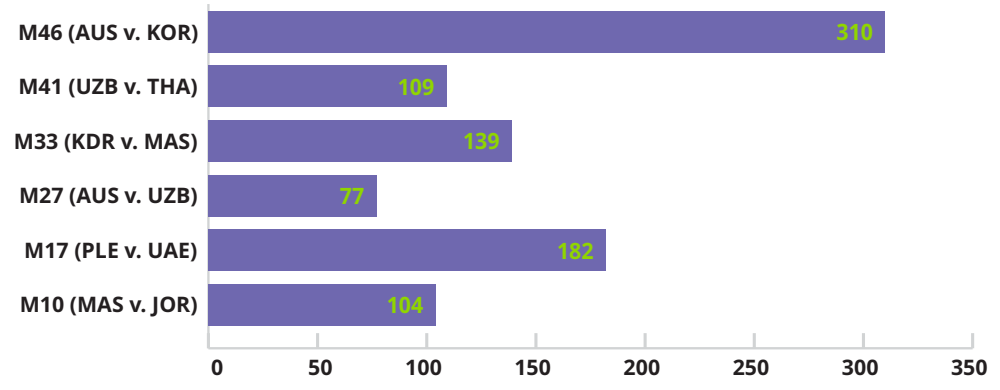


POST - MATCH P.C.S - ALL MATCHES

AJS - POST MATCH P.C.s - MEDIA ATTENDANCE

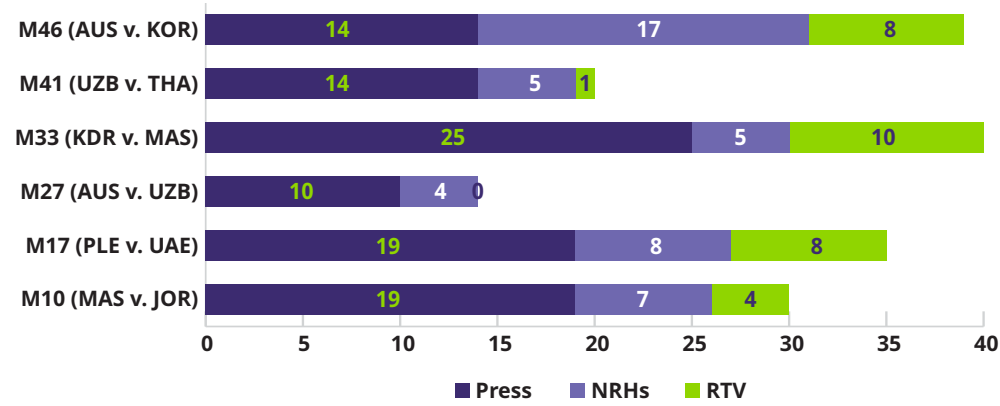


MEDIA ATTENDANCE (PSA SCANS) - AJS TOTAL ALL MATCHES : 923



MIXED ZONE - ALL MATCHES

AJS - MIXED ZONE - MEDIA ATTENDANCE



STADIUMS

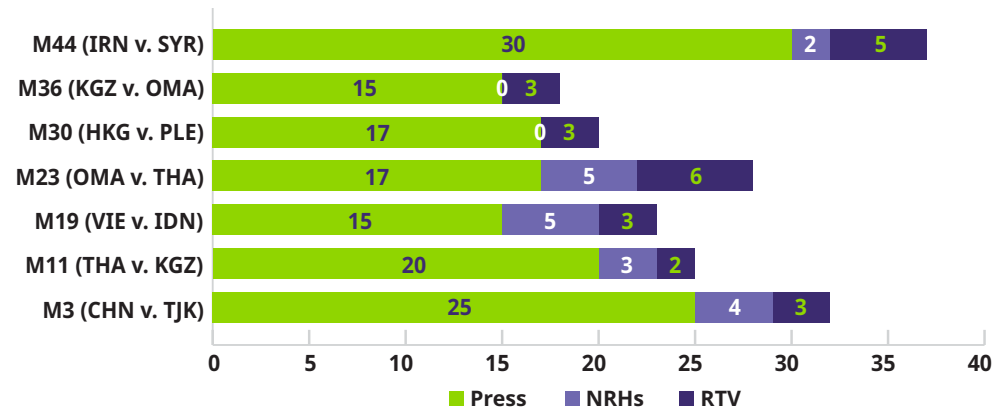


ABDULLAH BIN KHALIFA STADIUM (AKS)

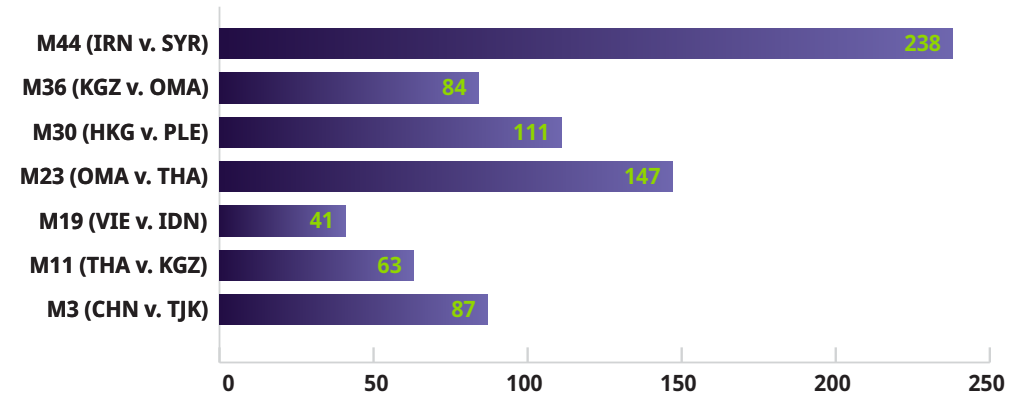


POST - MATCH P.C.S - ALL MATCHES

AKS - POST MATCH P.C.s - MEDIA ATTENDANCE

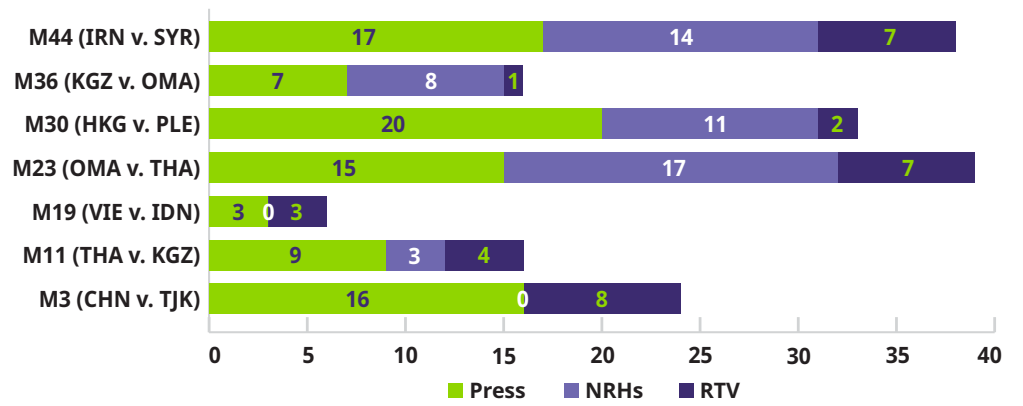


**MEDIA ATTENDANCE (PSA SCANS) - AKS
TOTAL ALL MATCHES : 771**



MIXED ZONE - ALL MATCHES

AKS - MIXED ZONE - MEDIA ATTENDANCE



STADIUMS

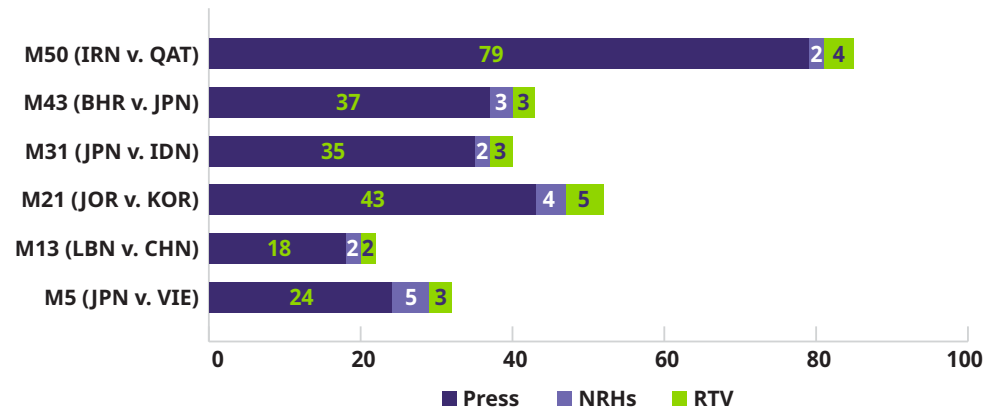


AL THUMAMA STADIUM (ATS)

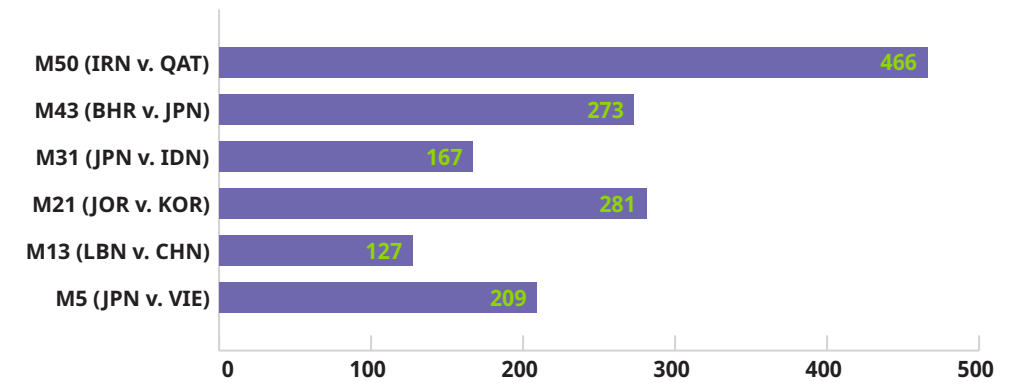


POST - MATCH P.C.S - ALL MATCHES

ATS - POST MATCH P.C.s - MEDIA ATTENDANCE

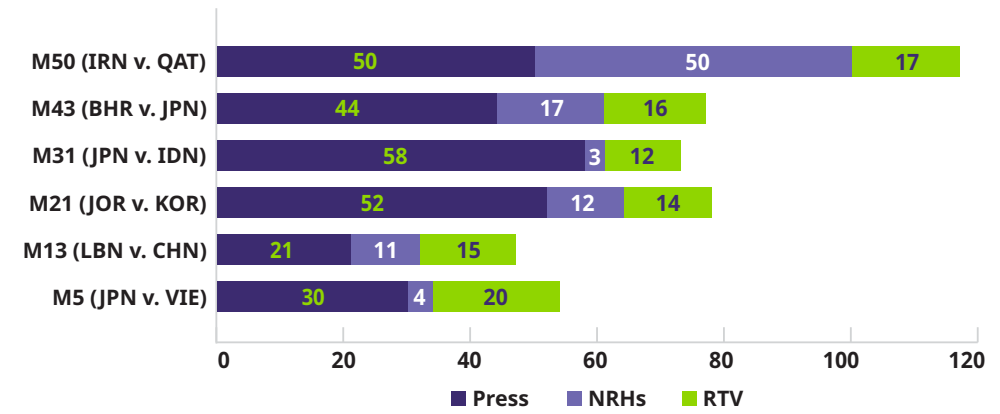


MEDIA ATTENDANCE (PSA SCANS) - ATS TOTAL ALL MATCHES



MIXED ZONE - ALL MATCHES

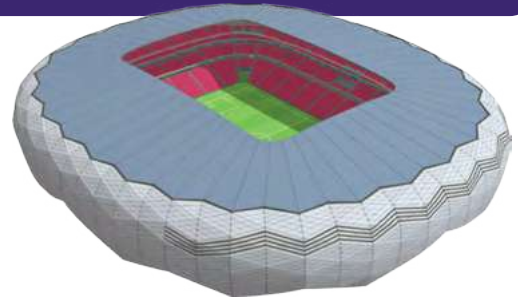
ATS - MIXED ZONE - MEDIA ATTENDANCE



STADIUMS

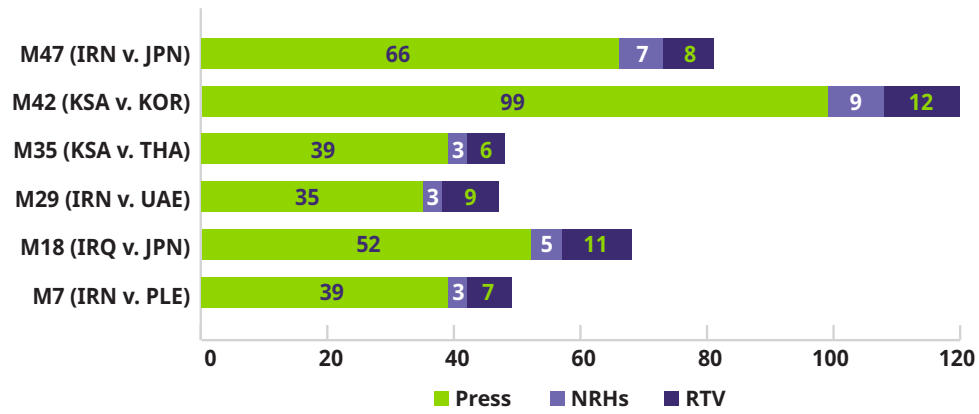


EDUCATION CITY STADIUM (ECS)

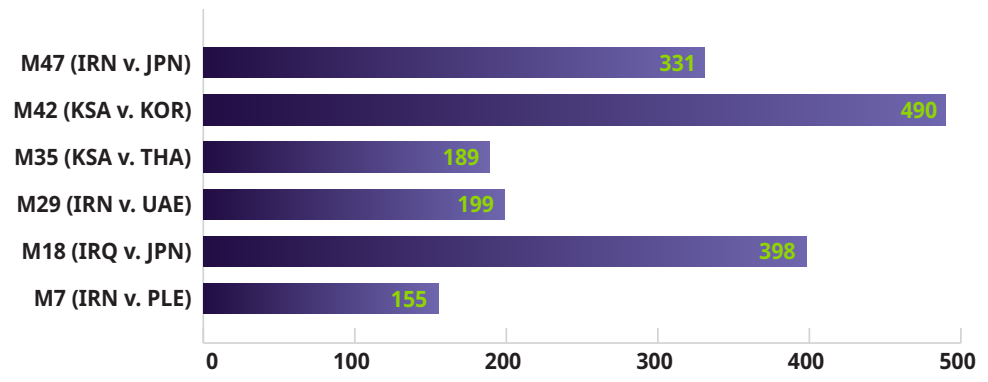


POST - MATCH P.C.S - ALL MATCHES

ECS - POST MATCH P.C.s - MEDIA ATTENDANCE

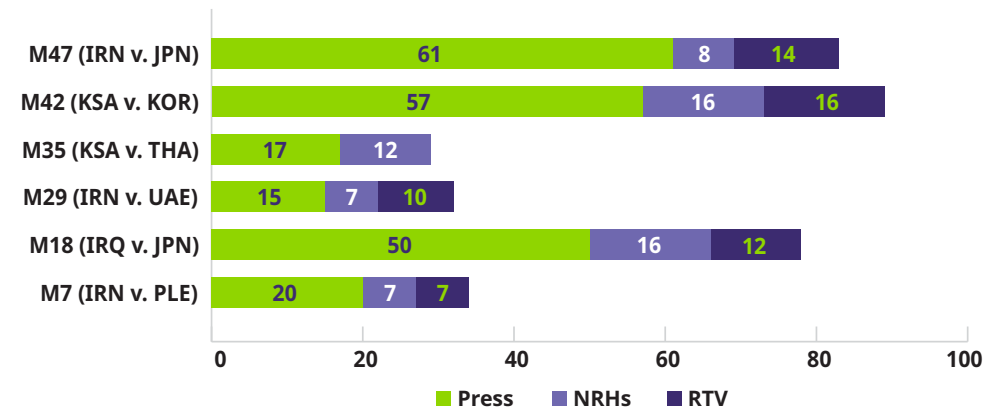


MEDIA ATTENDANCE (PSA SCANS) - ECS TOTAL ALL MATCHES: 1762



MIXED ZONE - ALL MATCHES

ECS - MIXED ZONE - MEDIA ATTENDANCE



STADIUMS

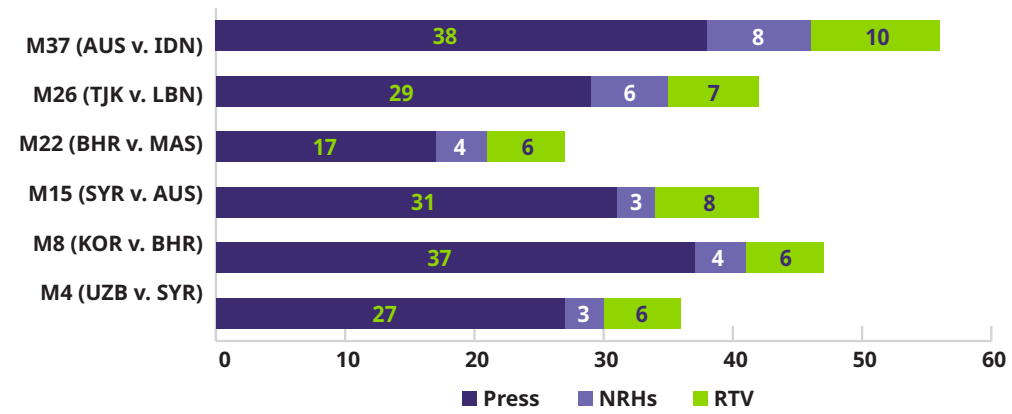


JASSIM BIN HAMAD STADIUM (JHS)

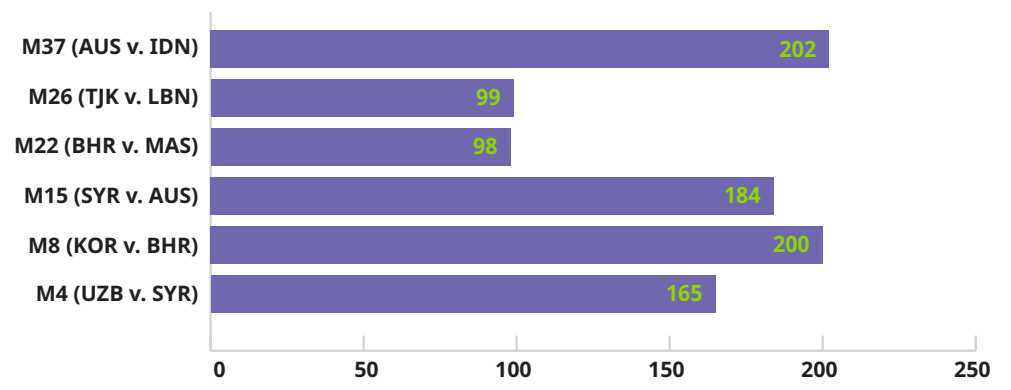


POST - MATCH P.C.S - ALL MATCHES

JHS - POST MATCH P.C.s - MEDIA ATTENDANCE

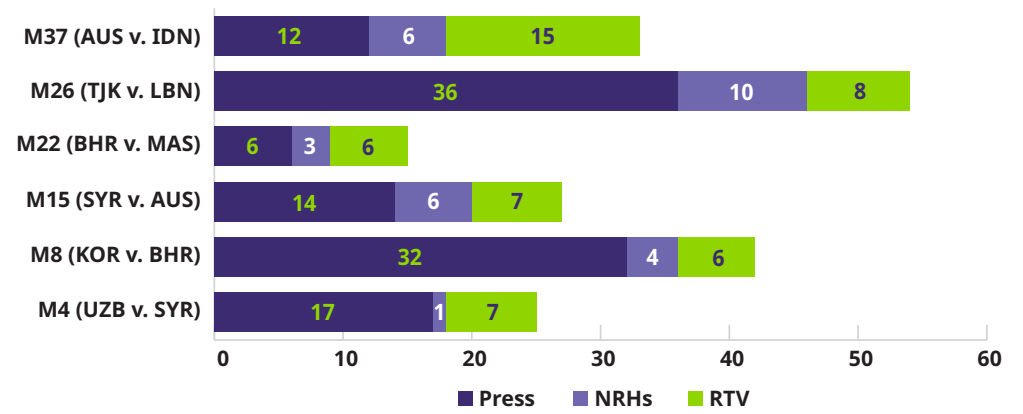


MEDIA ATTENDANCE (PSA SCANS) - JHS TOTAL ALL MATCHES : 948



MIXED ZONE - ALL MATCHES

JHS - MIXED ZONE - MEDIA ATTENDANCE

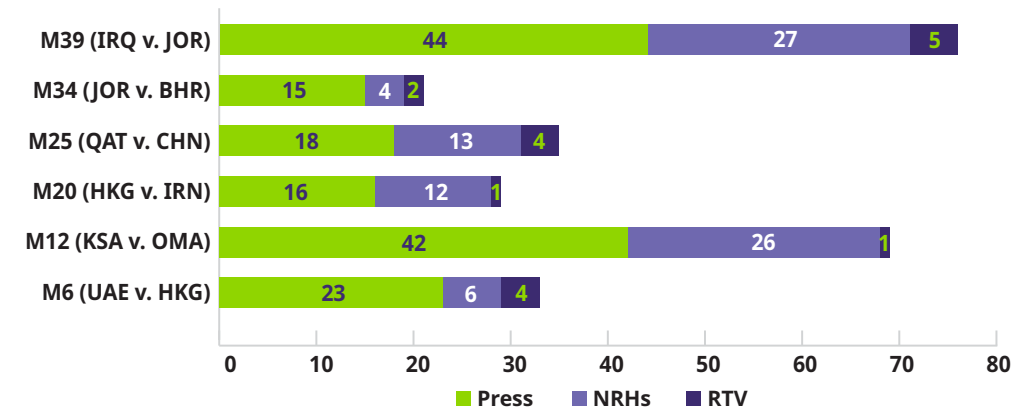


STADIUMS

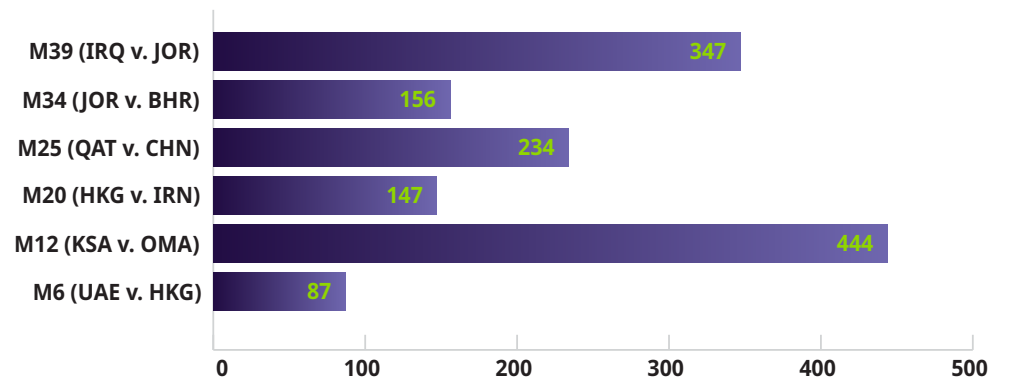


POST - MATCH P.C.S - ALL MATCHES

KIS - POST MATCH P.C.s - MEDIA ATTENDANCE

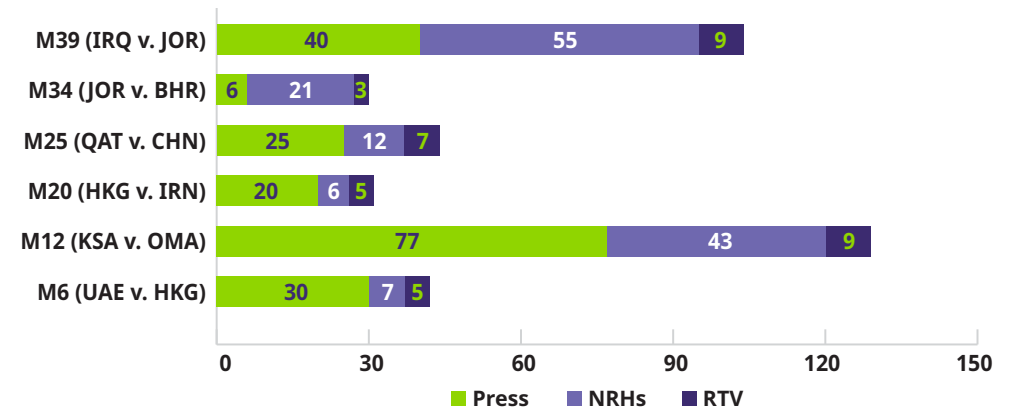


**MEDIA ATTENDANCE (PSA SCANS) - KIS
TOTAL ALL MATCHES : 948**



MIXED ZONE - ALL MATCHES

KIS - MIXED ZONE - MEDIA ATTENDANCE



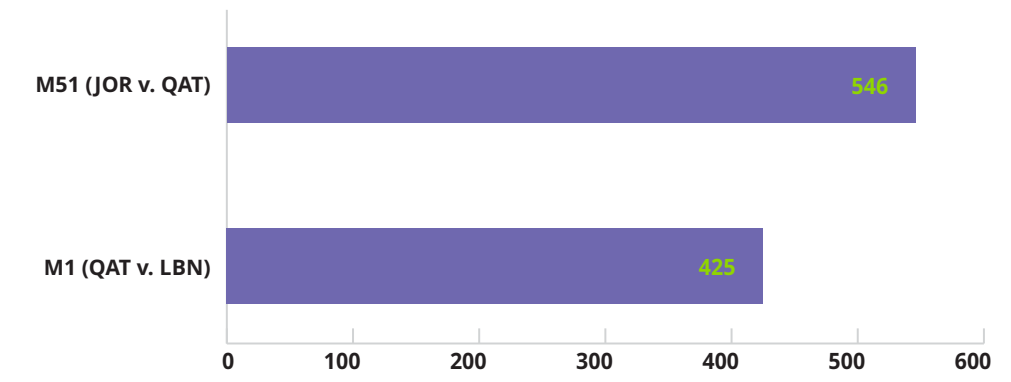
STADIUMS



LUSAIL
STADIUM (LUS)

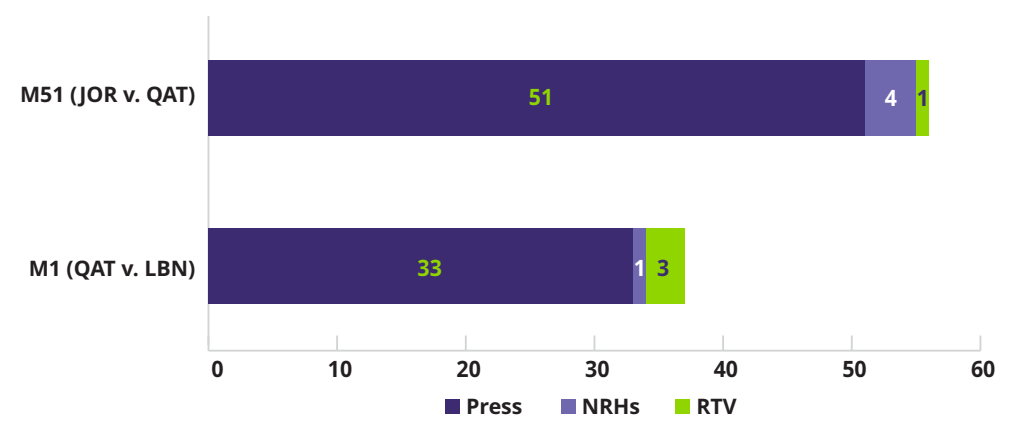


MEDIA ATTENDANCE (PSA SCANS) - LUS
TOTAL ALL MATCHES: 971



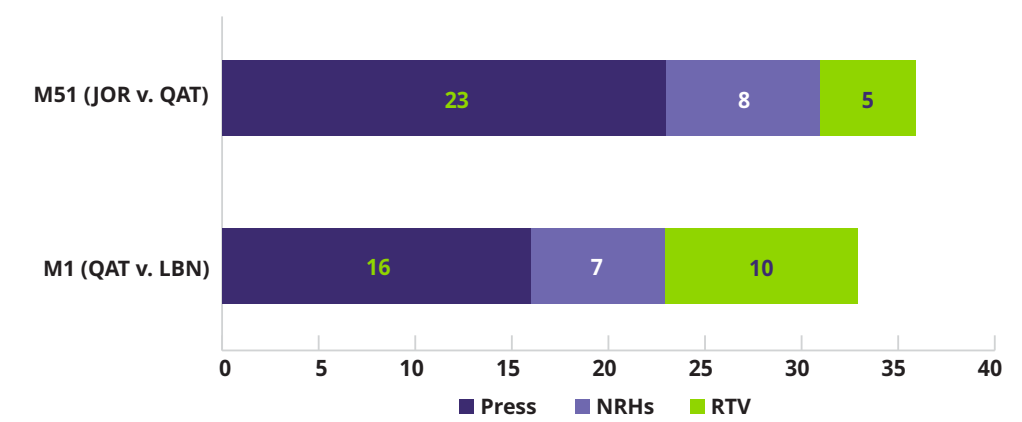
POST - MATCH P.C.S - ALL MATCHES

LUS - POST MATCH P.C.s - MEDIA ATTENDANCE



MIXED ZONE - ALL MATCHES

LUS - MIXED ZONE - MEDIA ATTENDANCE



STADIUMS

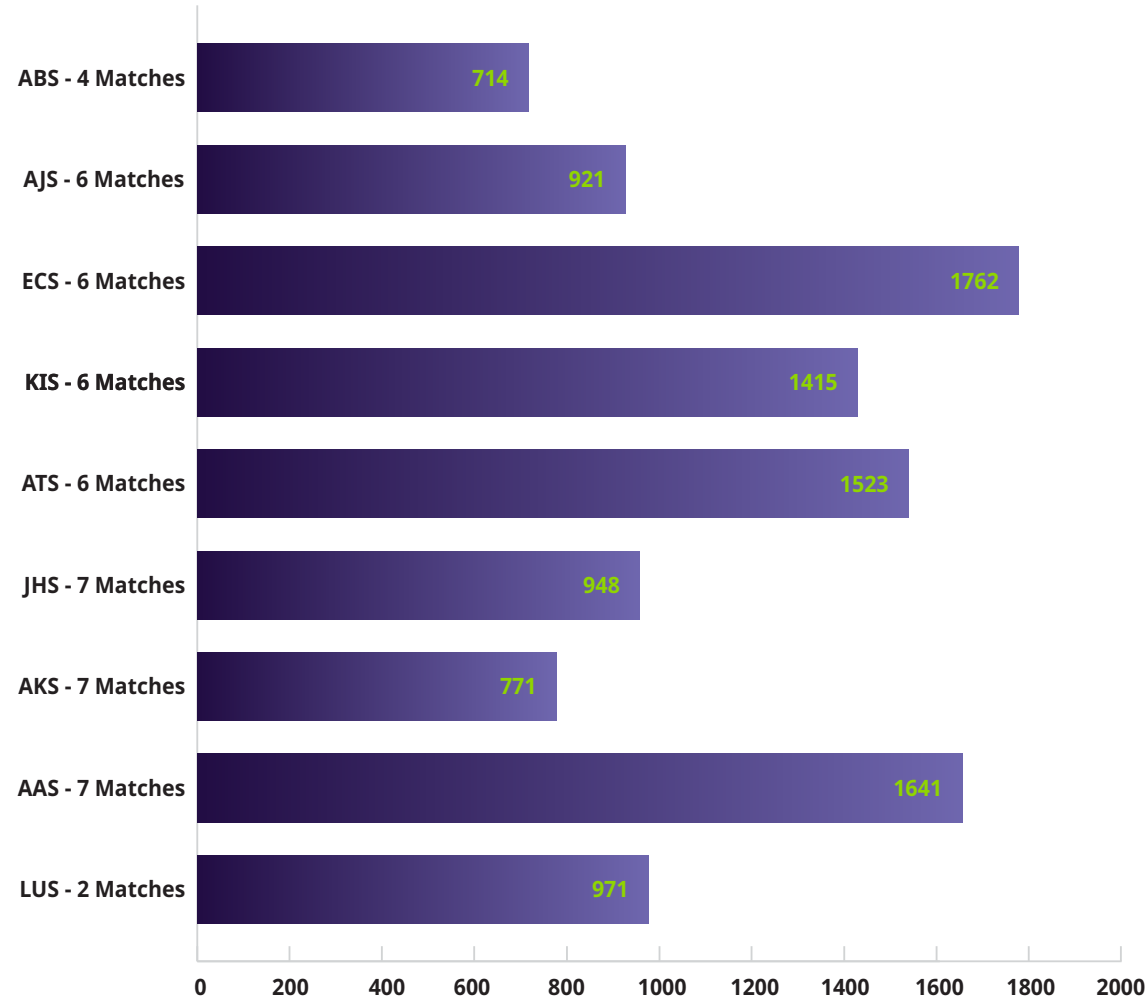


STADIUMS

APPROVED MEDIA
FOR ALL
(AFC MEDIA CHANNEL)
TOTAL: 17,077 MEDIA

ACTUAL MEDIA
ATTENDANCE
TOTAL: 10,666 MEDIA

STADIUMS - MEDIA ATTENDANCE SUMMARY

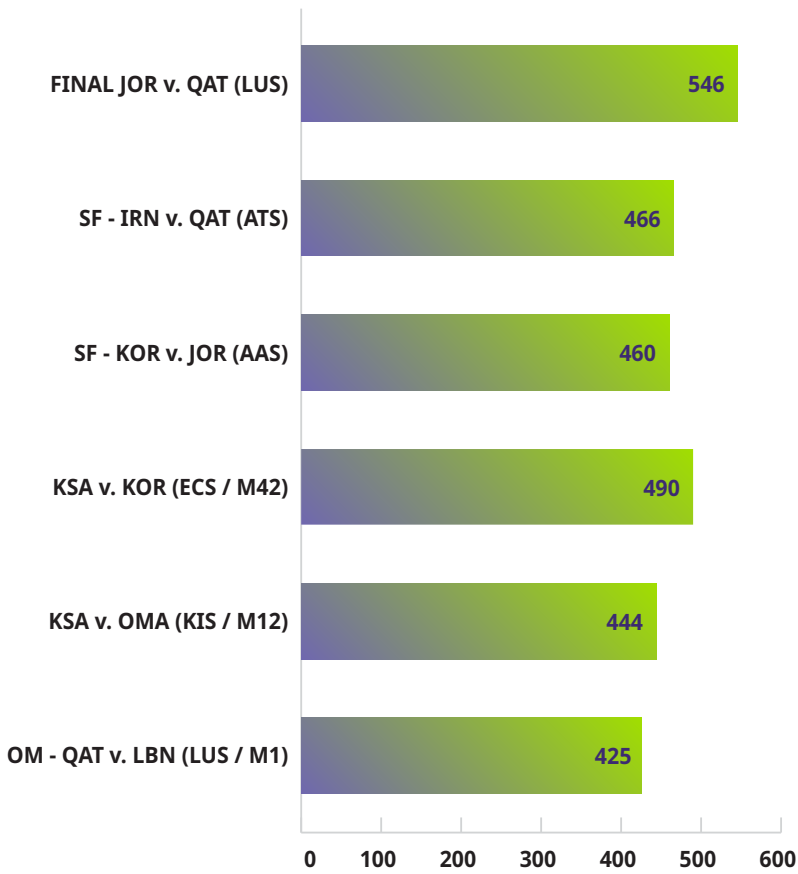


STADIUMS

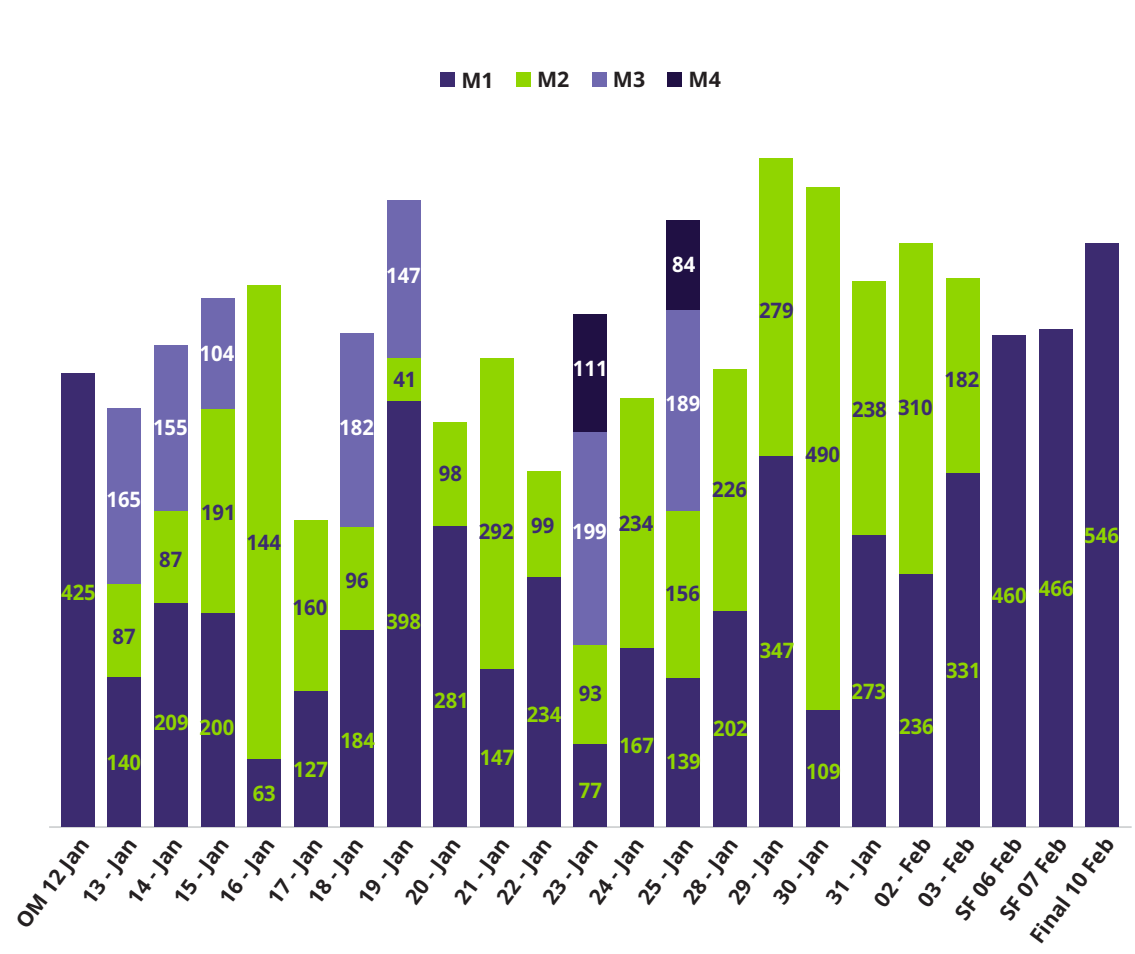


STADIUMS

HIGHEST MEDIA ATTENDANCE / PER MATCH



MEDIA ATTENDANCE / MATCHDAY



STADIUMS

MATCHDAY OPERATIONAL HOURS



KICK-OFF -4



FINAL WHISTLE +2

AREA	OPENING	CLOSING
Stadium Media Centre	KO -4hrs	FW +2hrs
Media Tribune	KO -4hrs	FW +2hrs
Pitch Photo Positions	KO -2hrs	FW +1hr
Press Conference Room	FW -30min open to media	FW +30min approx.
Mixed Zone	FW -30min open to media	FW +1hr approx.
Media Lounge	KO -3hrs	FW +1hr

TICKETING

- The AFC Media Channel served as the core platform for accredited media personnel to apply for their Match Ticket(s).
- Match Ticket applications were reviewed by the AFC Media Services Team.
- Successful applicants were able to select their seats based on their media categorisation i.e PRE, PHO or NRH. Physical tickets were used for pitch-side PHO positions, while e-tickets were utilised for the Media Tribune.

Media personnel with rejected applications or who missed the application window had the option of registering for the Waiting List at the MMC. In the event of a late cancellation or an instance where approved media personnel does not claim their ticket two hours before kick-off, the replacements will come from the Waiting List.



MAIN MEDIA CENTRE

- The venue operated as a hub for all accredited media from 5 January to 11 February.
- All Pre-Match Press Conferences were held at the venue.
- All departure of media bus shuttles were taken place from the venue.
- Camera services from Nikon, Canon and Sony were provided on-site to accredited photographers.
- Normal operation hours were from 10:00 to 23:00, with curtailed hours during the Rest Days (days without any matches).
- A total of 445 operating hours were logged.
- Accredited media personnel were required to scan QR codes in order to access the Press Conference Rooms, both at the MMC and the respective match venues.
- Pre-Match Press Conferences were held at the MMC, while the venues accommodated Post-Match Press Conferences.
- This function allowed for the attendance at every Press Conference to be tracked and any overflow to be managed accordingly.

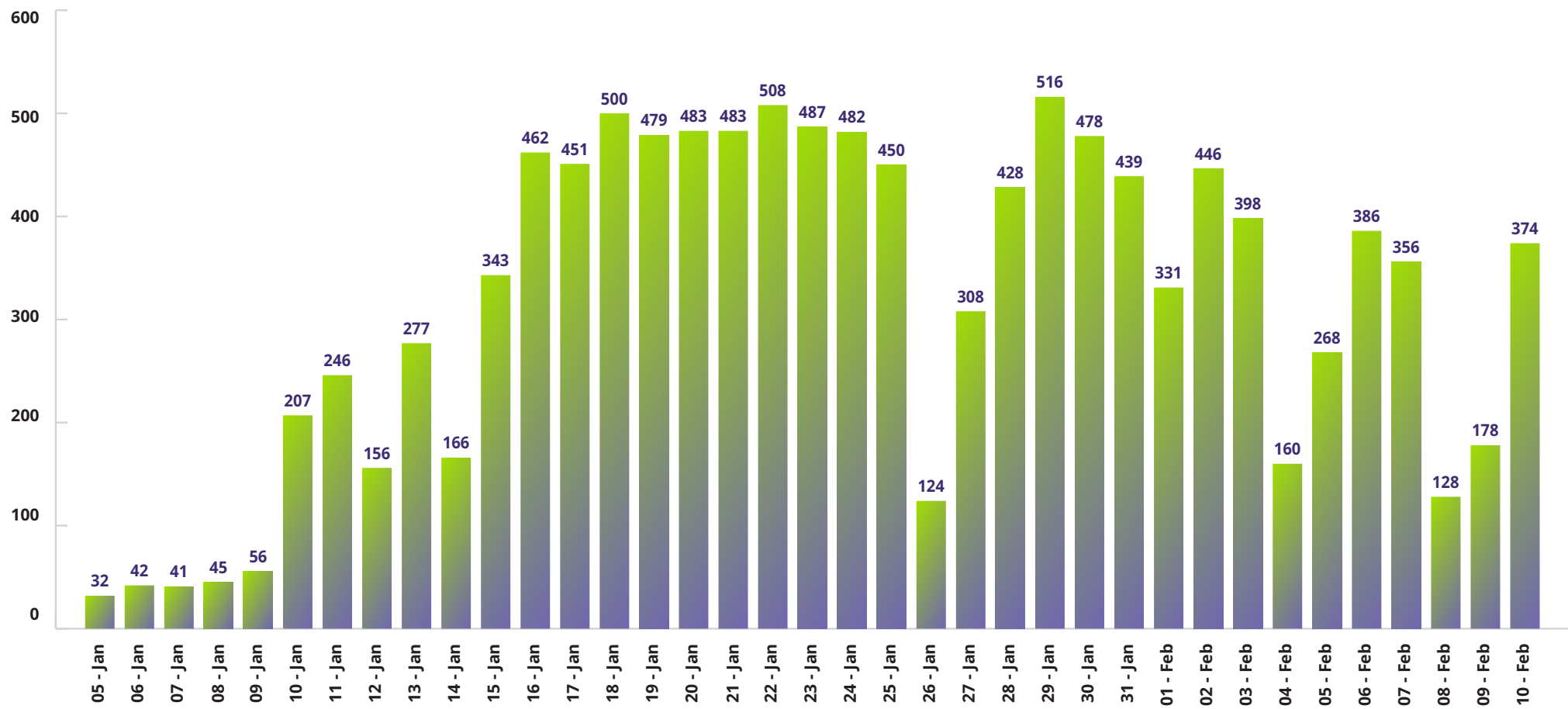




MAIN MEDIA CENTRE

SUCCESSFUL SCANS
05 JANUARY - 10 FEBRUARY
TOTAL: 11,714 MEDIA

HIGHEST MEDIA ATTENDANCE / PER MATCH

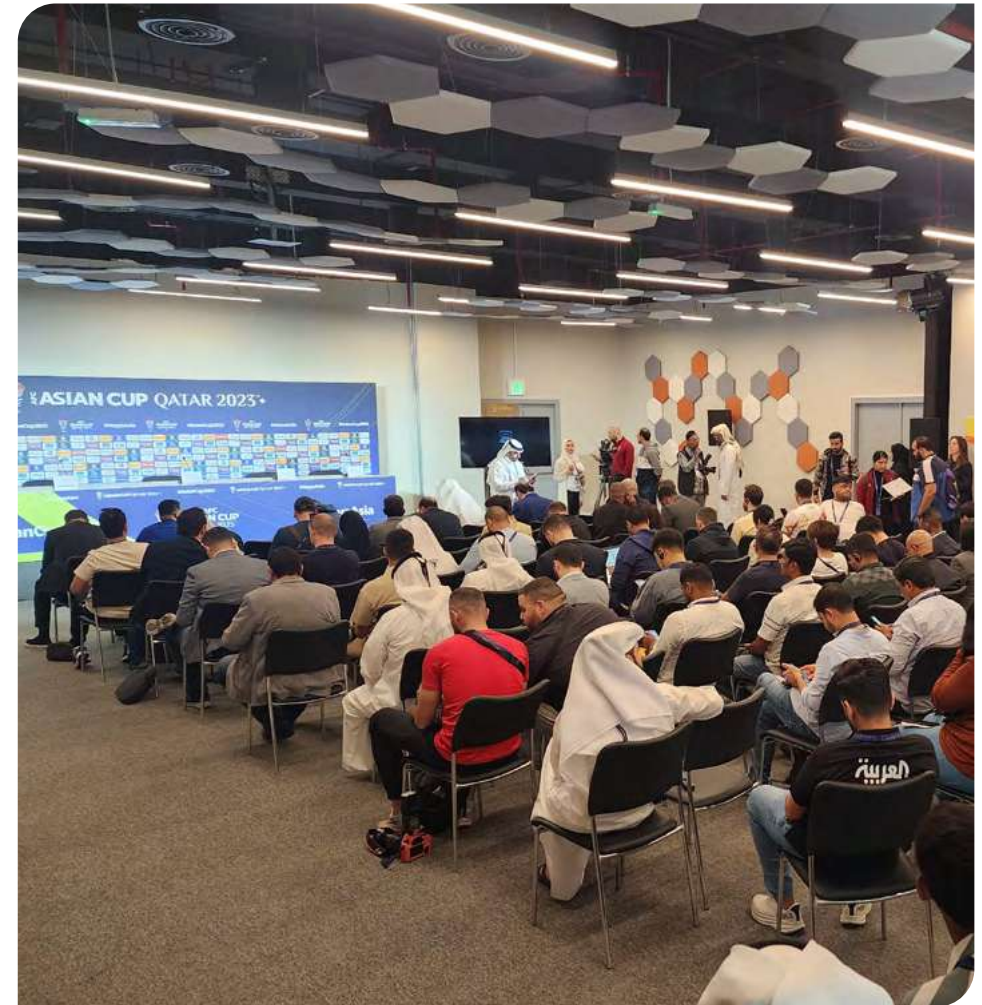
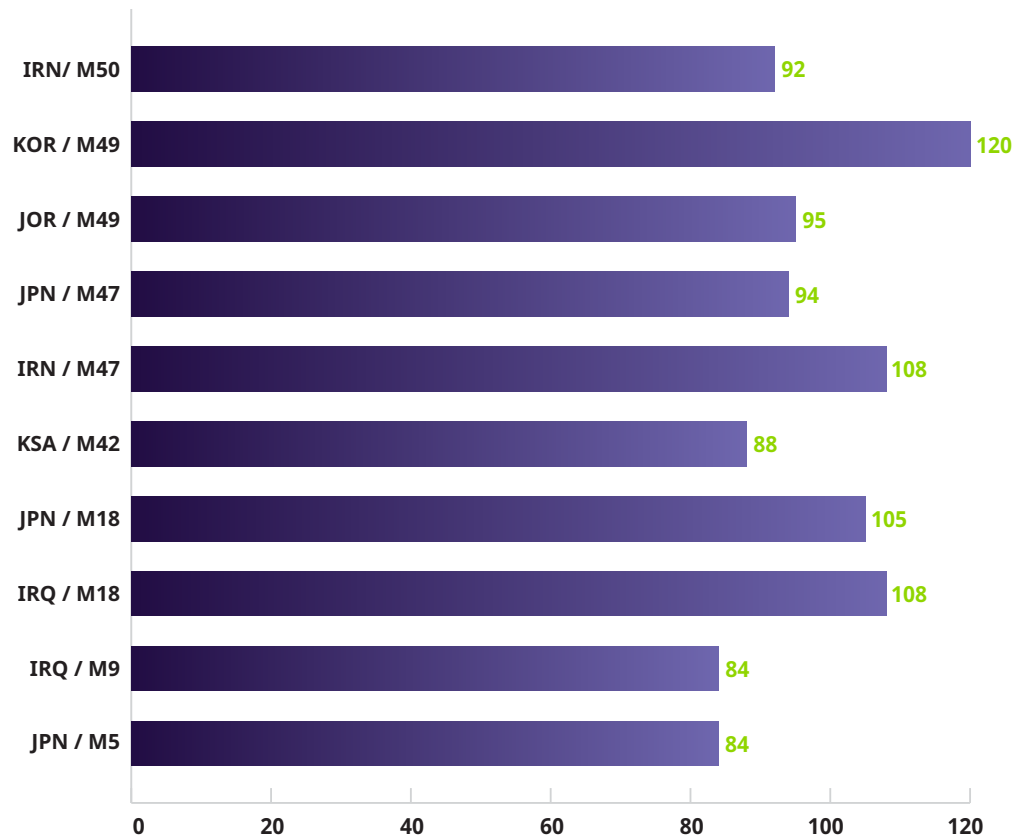




MAIN MEDIA CENTRE

51 x MD-1 Press Conferences

MOST POPULAR MD-1 PC



OTHERS



MEDIA HOTEL

- A total of **four hotels**, including the Four Points by Sheraton, were provided as accommodation options for accredited media personnel with discounted rates; the total number of bookings for the entire tournament amounted to around 100 single rooms.



MEDIA CATERING

- A total of **12,100 meals** were provided at the **MMC** for the media personnel, who were able to enjoy both lunch and dinner there.
- One meal (lunch/dinner) was catered for at each venue on Matchdays (MDs) at the respective Stadium Media Centres (SMC). A total of **14,200 meals** were provided across all SMCs for all 51 matches.



OFFICIAL TRAINING

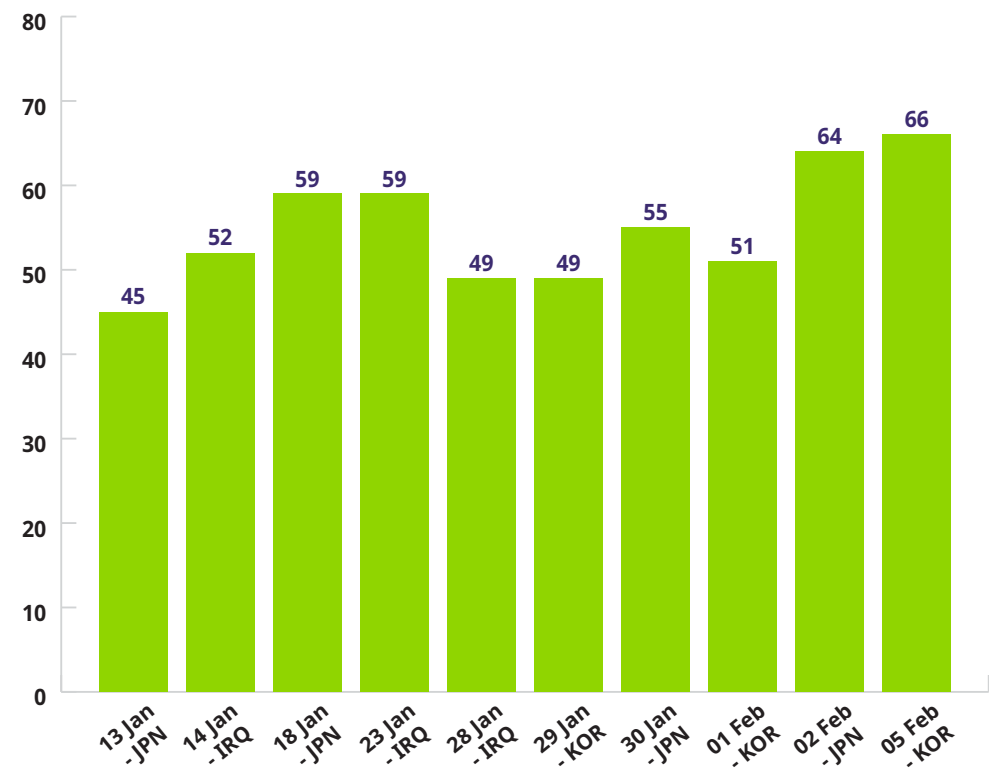
- The first 15 minutes of each Participating Team's Official Training session on MD-1 was open to coverage from accredited media personnel.
- Official Training sessions took place at each Team's designated training site.
- A total of 102 Official Training sessions were put on during the tournament.



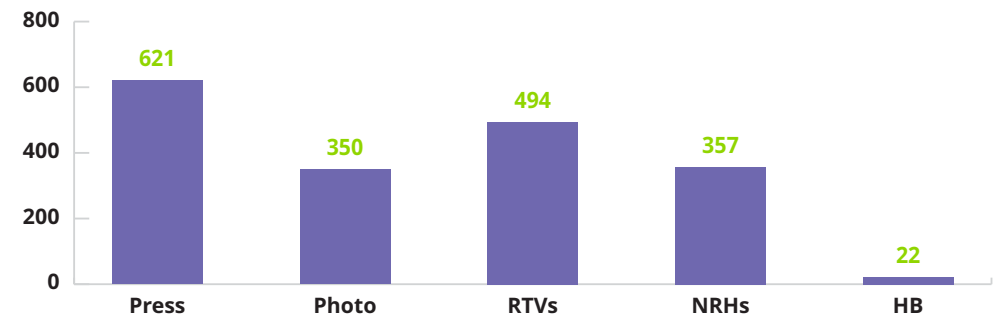
OFFICIAL TRAINING SESSIONS

MEDIA ATTENDANCE
ALL OT SESSIONS
TOTAL: 1,883 MEDIA & TV

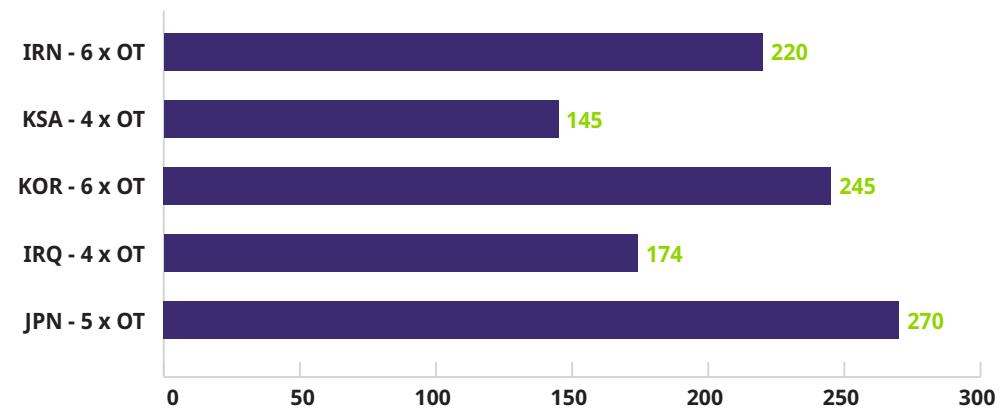
MOST POPULAR OFFICIAL TRAINING SESSIONS (INDIVIDUAL OT / MEDIA & TV)



ALL OTS MEDIA ATTENDANCE / BY CATEGORY (102 X OT SESSIONS)



MOST POPULAR TEAMS FOR OFFICIAL TRAINING (TOTAL OT SESSIONS FOR EACH TEAM)

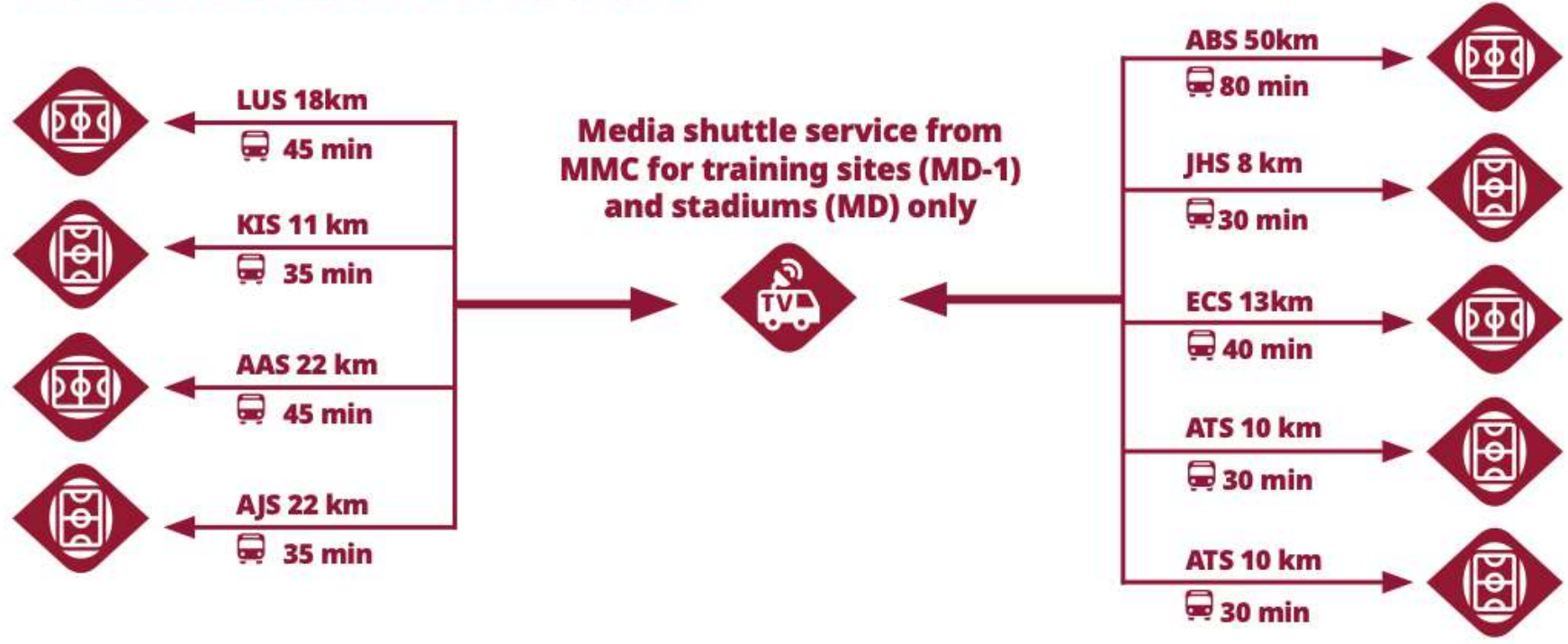


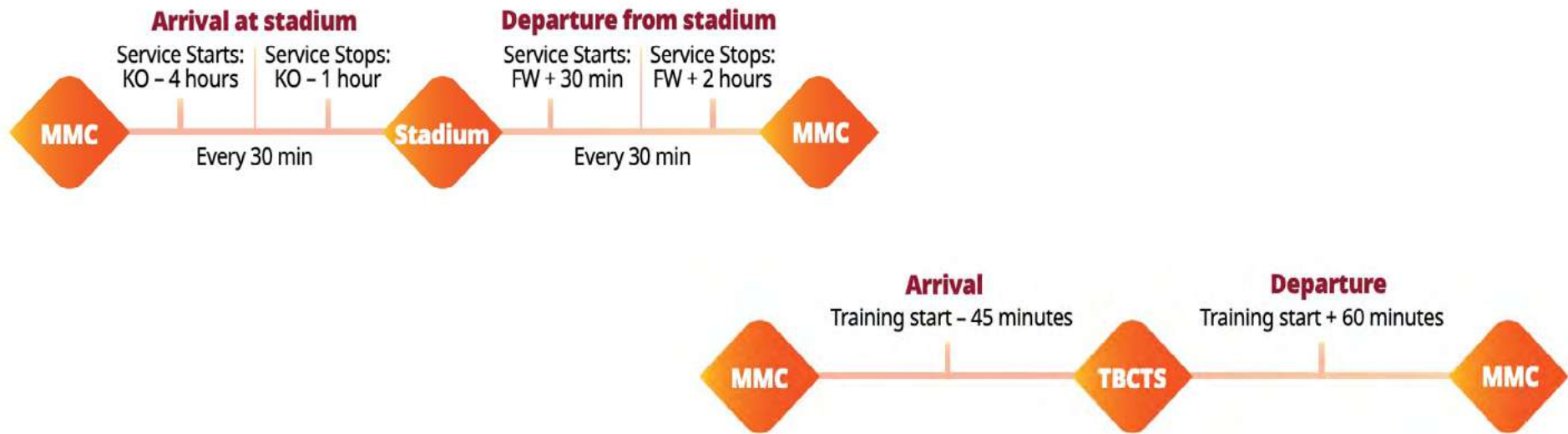
TRANSPORTATION



Transport Information

Media Shuttle Service





GROUP STAGE ON MD

- For every match, **seven buses** were provided for media personnel departing from the MMC to the match venue. The first bus departed four hours prior to kick-off and the last bus around two hours prior to kick-off.
- For every match, **four buses** were provided for media personnel departing from the match venue to the MMC. The first bus departed 30 minutes after the final whistle and the last bus departed two hours after the final whistle.
- A total of **396 buses were in operation** during the Group Stage on Matchdays.

KO STAGE ON MD

- The same arrangements were maintained as per the Group Stage, with the departure time of the last bus from the match venue to the MMC factoring in the instances where the match went to extra time and penalty shootouts.
- A total of **165 buses were in operation** during the KO Stage on Matchdays.

OFFICIAL TRAINING (MD-1)

- One bus** was provided for media personnel departing from the MMC to the training site; this was scheduled such that the arrival time was at least one hour prior to the start of the Official Training session.
- One bus** was provided for media personnel departing from the training site to the MMC; the bus departed one hour after the end of the session.
- A total of **102 buses (round trip) were in operation across** all Official Training sessions.



MD-1

- Conduct and moderate Pre-Match Press Conference
- Manage the media during Official Training sessions
- Follow up on Matchday media activities e.g. Player on arrival interview, dressing room filming and more
- Resident AMO to attend the Match Coordination Meeting and ensure venue readiness for "Matchday"
- Submit daily reports

MATCHDAYS

- General matchday delivery at venue
- Media Ticketing distribution
- Official media activities at the venue e.g. Post-Match PC, Mixed Zone and more
- Submit daily reports

AMO Daily Report

Please submit this before you go to sleep :)

안녕하세요, Jung Hwan 님. 이 양식을 제출하면 소유자에게 귀하의 이름과 이메일 주소가 표시됩니다.

* 필수

1. Full Name *

답변을 입력하세요.

2. Date *

날짜(yyyy. M. d)를 입력해 주세요

3. Your duty for today *

Non-official (e.g. MD-3 / MD-2)

MD-1

- Daily communication: **WhatsApp Group Chat**
- Daily reporting: **Microsoft (MS) Teams** (A total of **328 Reports** received from 16 AMOs during the tournament)
- Information sharing of Team's media activities: **MS Teams** (individual channels created for each of the 24 Teams)
- Official announcements to delegation made via **email**



EXTENSIVE MEDIA COVERAGE

AFC ASIAN CUP QATAR 2023™

187 TERRITORIES COVERED

90 LINEAR CHANNELS

55 OTT PLATFORMS

SELECTED CHANNELS IN PARTICIPATING MARKETS



ASIA



10 ViacomCBS | Paramount+
Australia



T Sports
Bangladesh



HangMeas
Cambodia



iqiyi Sports | MIGU | Shinai Sports
China PR



ELTA
Chinese Taipei



i-cable (Hoy)
Hong Kong, China



Viacom18
India &
Sub-continent



MNC | RCTI+
Indonesia, Papua New
Guinea, Timor Leste



Al Rabiaa TV
Iraq



DAZN
Japan



CJ ENM | Coupang
Korea Republic



KTRK
Kyrgyz Republic



M PLUS
Macau, China



Astro
Malaysia



Medianet
Maldives



Unitel
Mongolia



CANAL+
Myanmar



beIN | Al Kass
Qatar, Bahrain, Jordan,
Kuwait, Lebanon, Palestine,
Syria, Yemen, Oman



SSC
Saudi Arabia



Mediacorp
Singapore



Plan B | T Sports 7
Thailand



TV Varzish
Tajikistan



Saran Media
Turkmenistan



Abu Dhabi Media
UAE



NTRC
Uzbekistan



FPT Telecom | VTV
Vietnam



EX - ASIA



NOVA
Bulgaria



C More
Finland & Sweden



Sportdigital | One Football
Germany, Austria,
Switzerland



One Football
Italy, San Marino,
Vatican City



Sport+ Kazakhstan
Kazakhstan



TV Start
Russia, Armenia,
Azerbaijan



TV Start
Russia, Armenia,
Azerbaijan



TV Start | SilkSport
Georgia



Sport TV
Portugal



Antenna Play
Romania



Sportklub
Serbia, Bosnia and Herzegovina, Croatia,
Montenegro, Albania, Kosovo, Macedonia, Slovenia



D Smart
Turkey



Fite
United Kingdom,
Ireland



TV Start | SIA Sport Media
Ukraine, Belarus, Moldova,
Latvia, Lithuania, Estonia



ESPN
LATAM, Central America,
Caribbean Islands



ViacomCBS
USA, Puerto Rico,
US Virgin Islands, Bermuda



beIN | Al Kass
Algeria, Egypt, Libya,
Morocco, and Tunisia
Chad, Djibouti, Mauritania,
Somalia, Sudan



StarTimes | Azam Media | RTI
Sub-Saharan Africa



Free TV Australia
Oceania



Sport 24
In-flight/In-ship



Sportradar
Data



SNTV | Reuters
News Access

REACHING BILLIONS OF PASSIONATE FOOTBALL FANS IN ASIA AND BEYOND

12,100
GLOBAL BROADCAST HOURS

2.18bn
CUMULATIVE REACH ON LINEAR TV CHANNELS

56mn
CUMULATIVE REACH ON OTT PLATFORMS

Source: CSM Media Research and AFC Media Partners



VIEWERSHIP OF TOP MATCHES

TOP 5 MATCHES (LIVE), CUM REACH (M)

	vs	
(Final)		
	vs	
(R16)		
	vs	
(MD2)		
	vs	
(SF)		
	vs	
(MD2)		



The Cumulative Reach figures are the sum of all linear reach and available OTT platform unique viewers – it is the sum of the number of Unique Viewers (i.e., non-duplicative) per game who have seen at least one minute across its total duration. (note: while the linear reach is based on 1 min, the OTT UV/reach is based on a 1 sec click base). There is no maximum for Cumulative Reach as it is duplicative (the same person can be counted several times across the competition).



COMMERCIAL OPERATIONS

- F1. SPONSOR ACTIVATION SUMMARY
- F2. VIKS
- F3. FAN ZONES
- F4. AFG BRANDING
- F5. LOC BRANDING
- F6. PRE-MATCH CEREMONY
- F7. TROPHY DISPLAY
- F8. INTERNATIONAL ACTIVATIONS
- F9. DETAILED SPONSOR & LICENSEE ACTIVATIONS
- F10. CORPORATE HOSPITALITY



SPONSOR ACTIVATION SUMMARY

OFFICIAL GLOBAL PARTNERS



OFFICIAL REGIONAL PARTNERS



OFFICIAL GLOBAL SUPPORTERS



OFFICIAL TOURNAMENT SUPPORTER



SPONSOR ACTIVATION SUMMARY



**5 PARTNER
BOOTHS IN LUS AND ATS**



**39 OFFICIAL STORES
AND MERCHANDISE CONCESSION STANDS**



**BRANDED
PREMIUM
GIVEAWAY
- YILI AND CONTINENTAL TIRES**



**CEREMONY &
PRESENTATION
- YILI AND QATAR AIRWAYS**

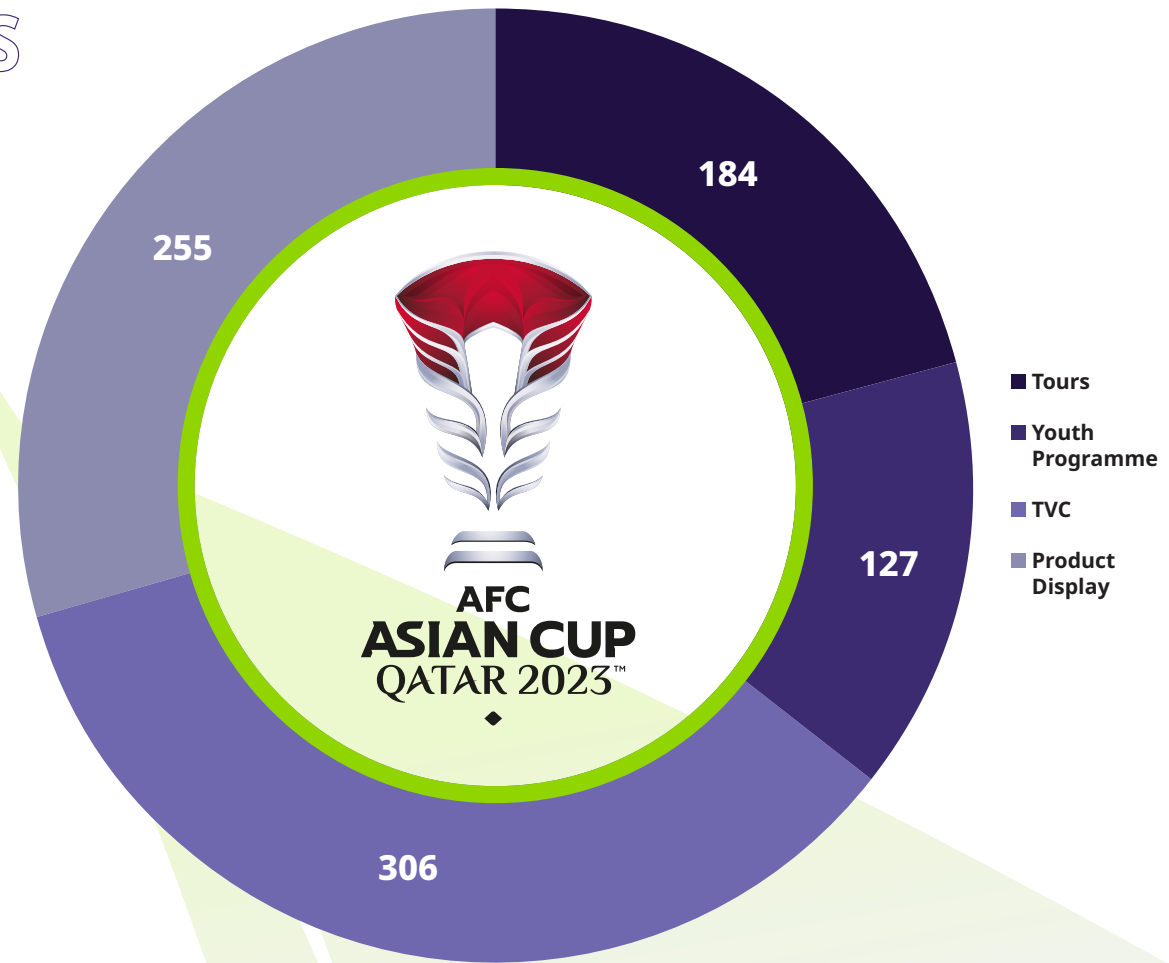


**1000+
ACTIVATION PARTICIPANTS**



**15 VISA
COIN TOSS
ACTIVATION**

PARTNER ACTIVATIONS



PARTNER BOOTH

YILI



PARTNER BOOTH

KELME



CONTINENTAL



OFFICIAL MERCHANDISE STORES

OPERATED BY THE BLUE GROUP

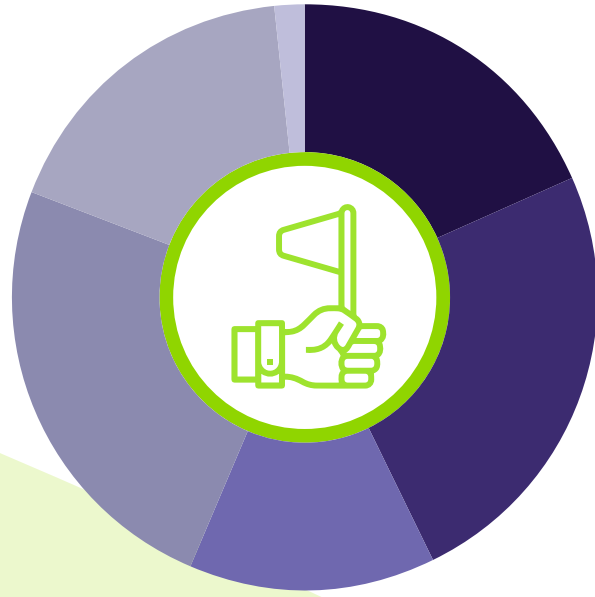


ACTIVATION

TOURS



PARTNER TOURS



- Stadium Tours
- Kick-off Experience
- Tunnel Experience
- Warmup Observation
- Final Whistle
- Super Fan

ACTIVATION

INFOTAINMENT & TVC

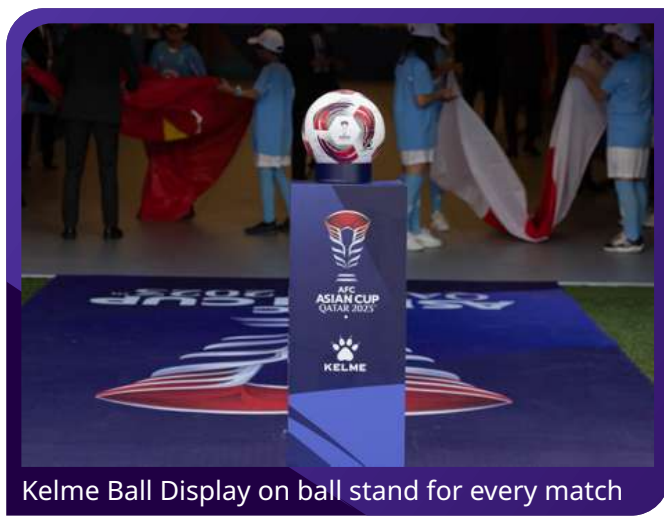


Partner TVCs were played before kick-off and during half-time at every match, along with videos of the AFC Live app, AFC Fantasy Football, and the LOC.

The Visit Saudi Fan of the Match segment was conducted for all matches during half-time.

ACTIVATION

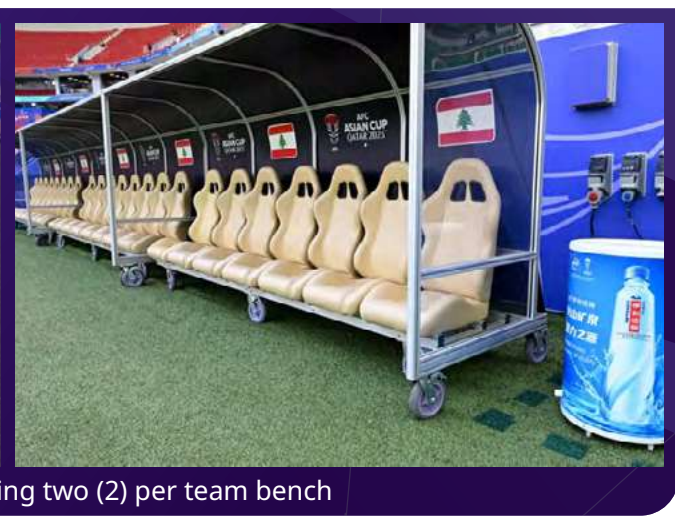
PRODUCT DISPLAY



Kelme Ball Display on ball stand for every match



Yili Hydration Stations - Four (4) per match, comprising two (2) per team bench



Kelme Ball and Yili Water Display in Press Conferences



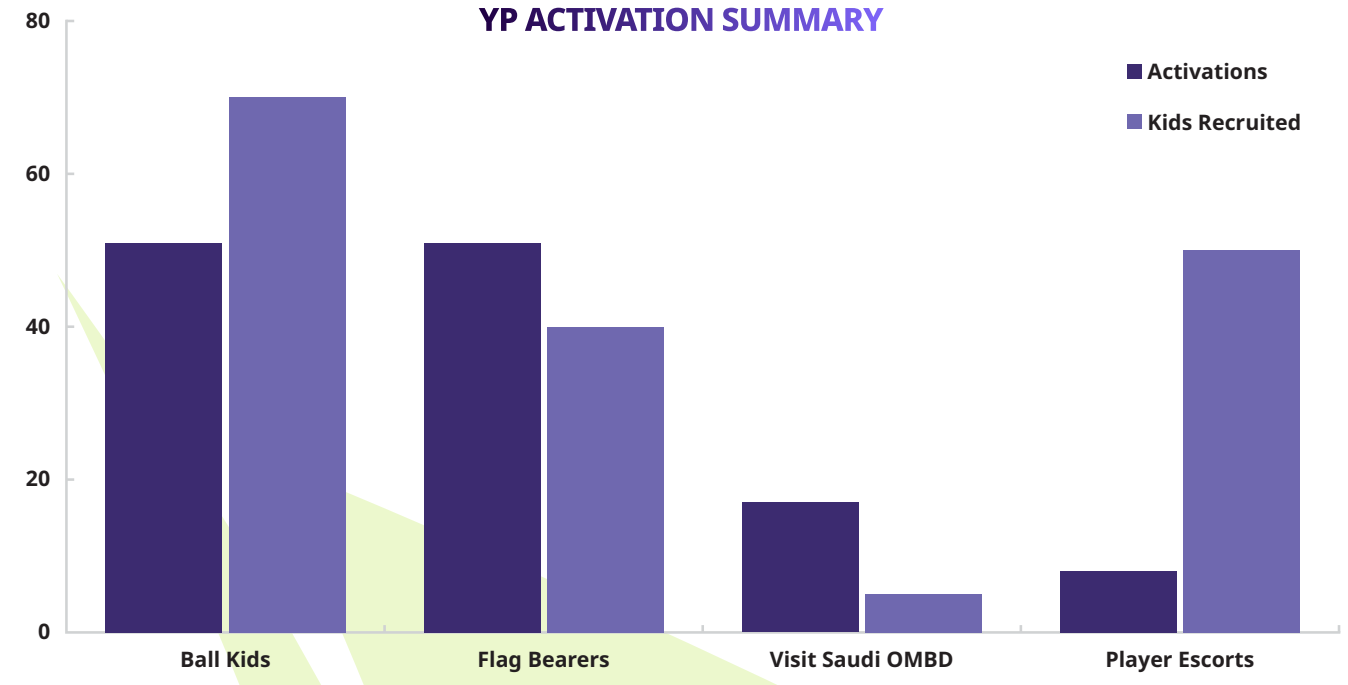
Jordan's Yazan Al Arab taking a swig of Yili Water during the Semi-final against Korea Republic



Yili Water Coolers for Teams

ACTIVATION

YOUTH PROGRAMME (UNIFORMS)



ACTIVATION

PRE-MATCH CEREMONY (UNIFORMS)



Centre Circle Banner Uniforms with NEOM logo and Giant National Flag Uniforms by KELME Executed for all 51 matches

ACTIVATION

OTHERS



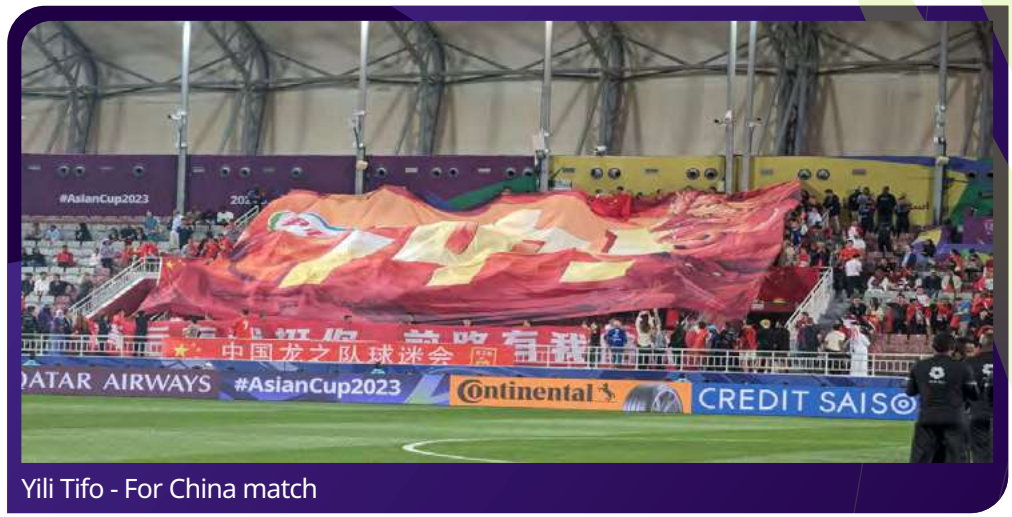
VISA Coin Toss



VISA Tent Cards at Concessions and Merchandise stores

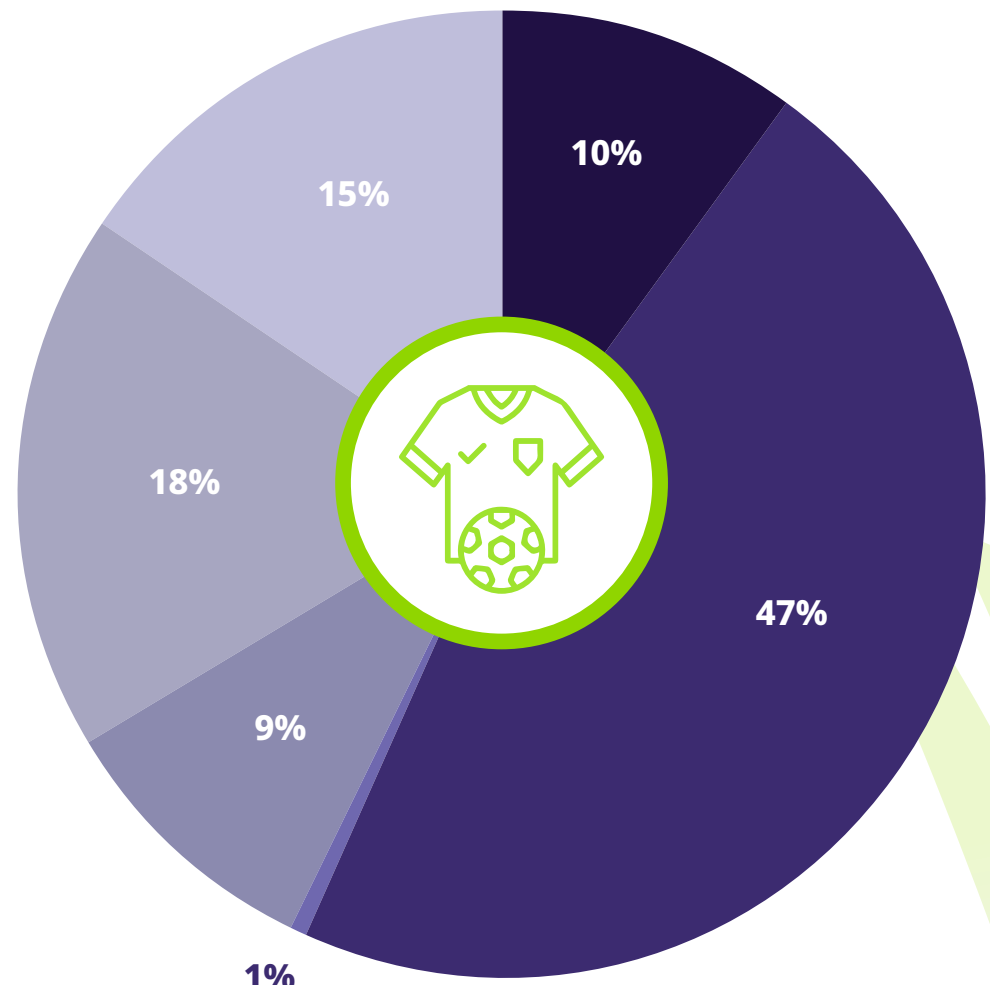


Qatar Airways Cabin Crew for Award Ceremony



Yili Tifo - For China match

KELME VIK UNIFORMS



■ Ball Kids Kits ■ Giant National Flag Uniform ■ Visit Saudi OMBD
 ■ Yili Flag Bearers ■ Centre Circle Baner Uniform ■ Player Escort Kids Uniform

AC23 VIK UNIFORMS SIZING BREAKDOWN

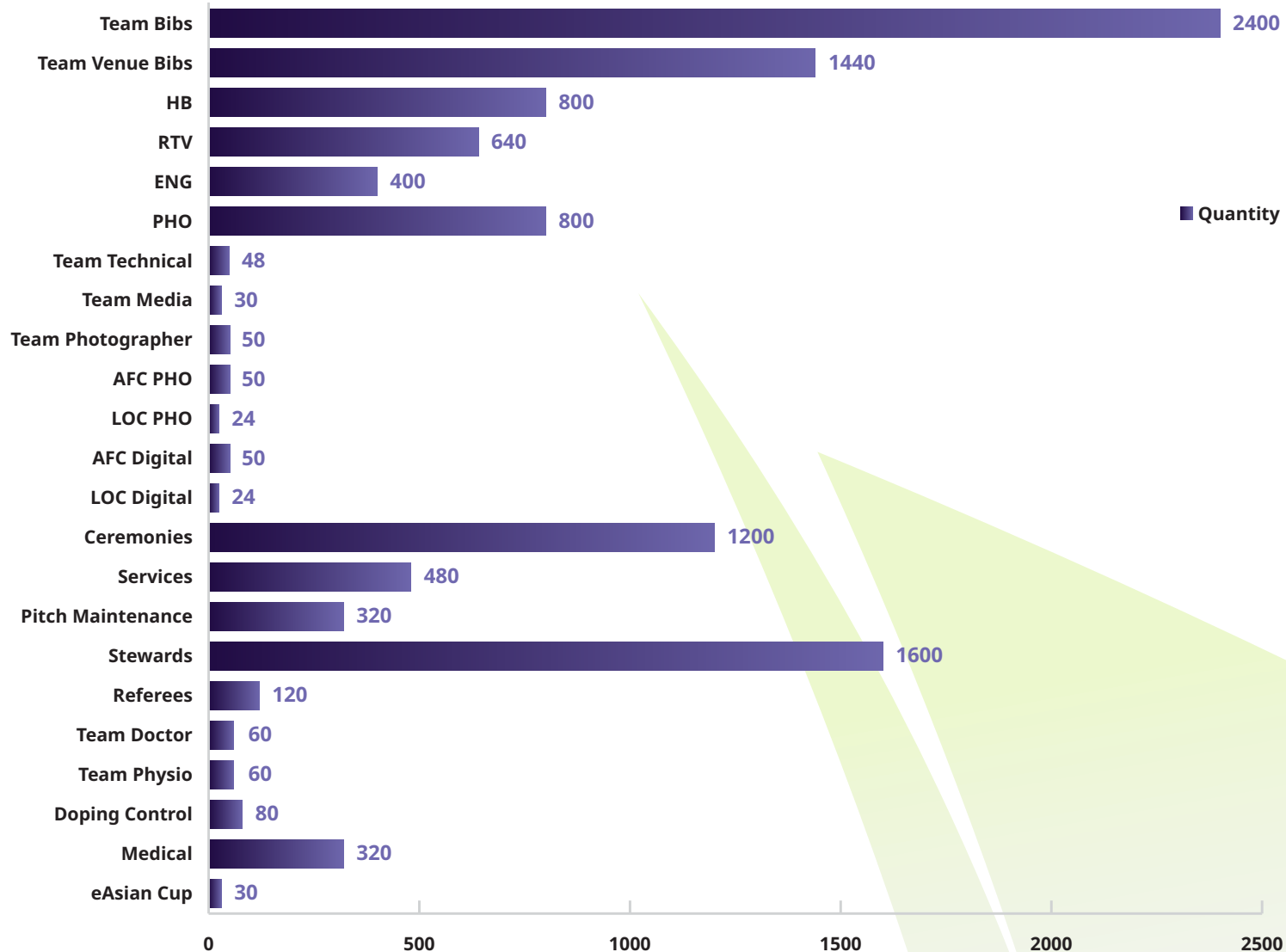
CATEGORY	TOTAL QUANTITY UNDER VIK	XS	S	M	L	XL	2XL
Ball Kids	800	150	200	300	150	-	-
Giant Team Jersey/ National Flag	3700	-	-	800	1000	1000	900
Ball Delivery Kids	51	-	-	51	-	-	-
Flag Bearers	714	-	238	238	238	-	-
Centre Circle Bearers	1428	-	-	357	357	357	357
Player Escort Kids	1224	408	408	408	-	-	-

KELME VIK UNIFORMS

AFC DELEGATION ATTIRE SIZING BREAKDOWN

CATEGORY	TOTAL	S	M	L	XL	2XL	3XL	4XL	5XL	6XL	7XL
Two-Piece (Winter) Jacket	500	58	100	120	98	53	41	30			
Walking Jacket with Hood	500	55	96	124	96	47	34	28	20		
Short Sleeve Polo Shirt (Navy)	500	58	104	122	88	47	34	27	10	5	5
Short Sleeve Polo Shirt (Black)	500	58	104	122	88	47	34	27	10	5	5
Long Sleeve Polo Shirt (Navy)	500	58	104	122	88	47	34	27	20		
Long Sleeve Polo Shirt (White)	500	58	104	122	88	47	34	27	20		
Woven (casual) Pants	1000	112	206	248	178	92	70	54	40		

BIBS QUANTITY



FAN ZONES



MASCOT ACTIVATION & FLAG DISTRIBUTION



LED PERIMETER BOARDS

ALL 51 MATCHES
WERE DELIVERED
WITHOUT ANY MAJOR ISSUES

SMOOTH
INTEGRATION
OF PMC CONTENT

SUCCESSFUL
DELIVERY
OF VIRTUAL ADVERTISING (VA)
ON LED AND VIRTUAL GOAL
MAT (VGM) TECHNOLOGY - A
FIRST-TIME IMPLEMENTATION
AT AN AFC ASIAN CUP™

SUCCESSFUL
IMPLEMENTATION
OF NEW PARTNERS'
ARTWORKS AS WELL AS NEW
CENTRE-BOARD ARTWORK



MEDIA BACKDROPS

- All Media Backdrops had the same colourway to maintain consistency on broadcast
- Regional Partners had different backdrops with slightly different Sponsor Representation Panels, which were used accordingly
- Acrylic (transparent) backdrops were used for unilateral flash interviews for the first time in AFC Asian Cup™ history



BACKDROP PRODUCTION SUMMARY

PRESS CONFERENCE
 11 (GLOBAL) AND 9
 (REGIONAL)

MIXED ZONE
 OVER 180

FLASH INTERVIEW (ACRYLIC)
 18

FLASH INTERVIEW (NORMAL)
 OVER 60

T-CARPET



**T-CARPET
SUCCESSFULLY
DELIVERED FOR 50 MATCHES
BY AFG**

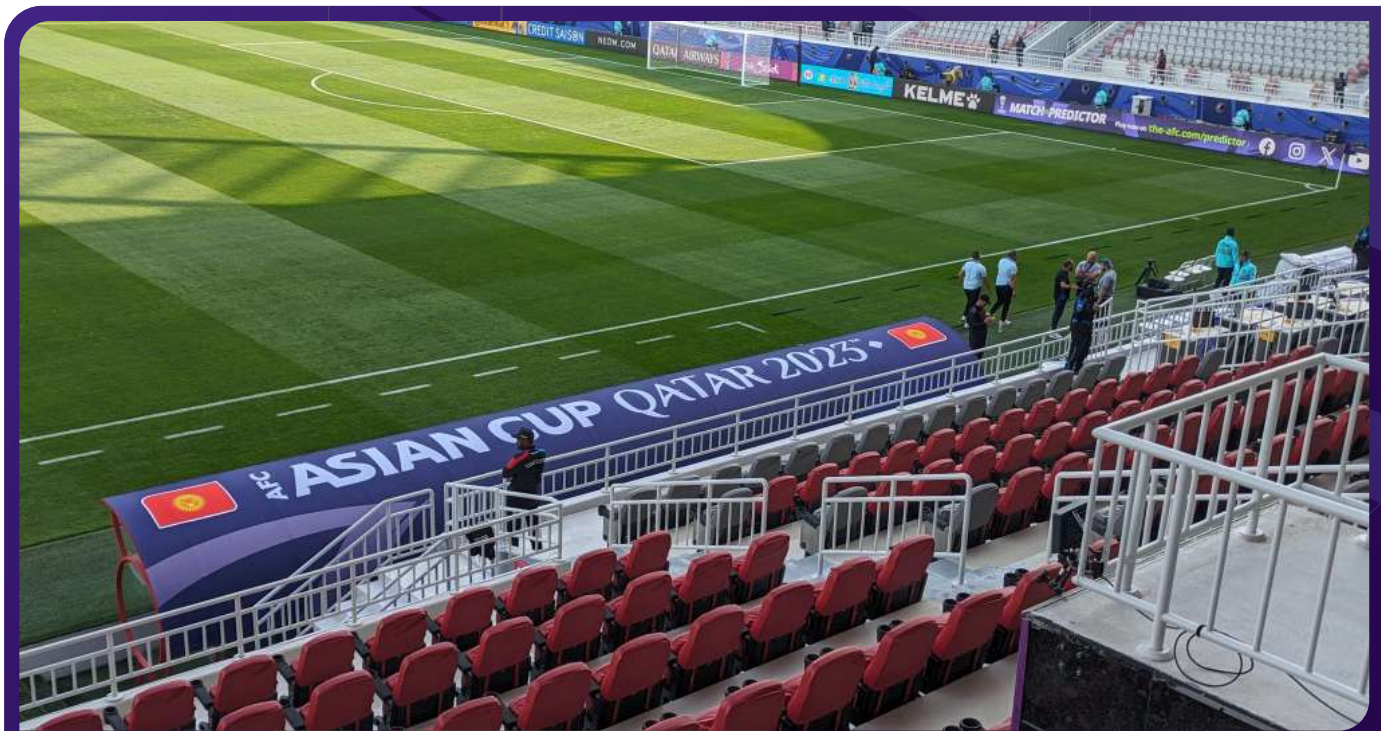
TEAMS AND OFFICAL BENCHES

TEAM BENCH
BRANDING
SUCCESSFULLY DELIVERED
BY AFG

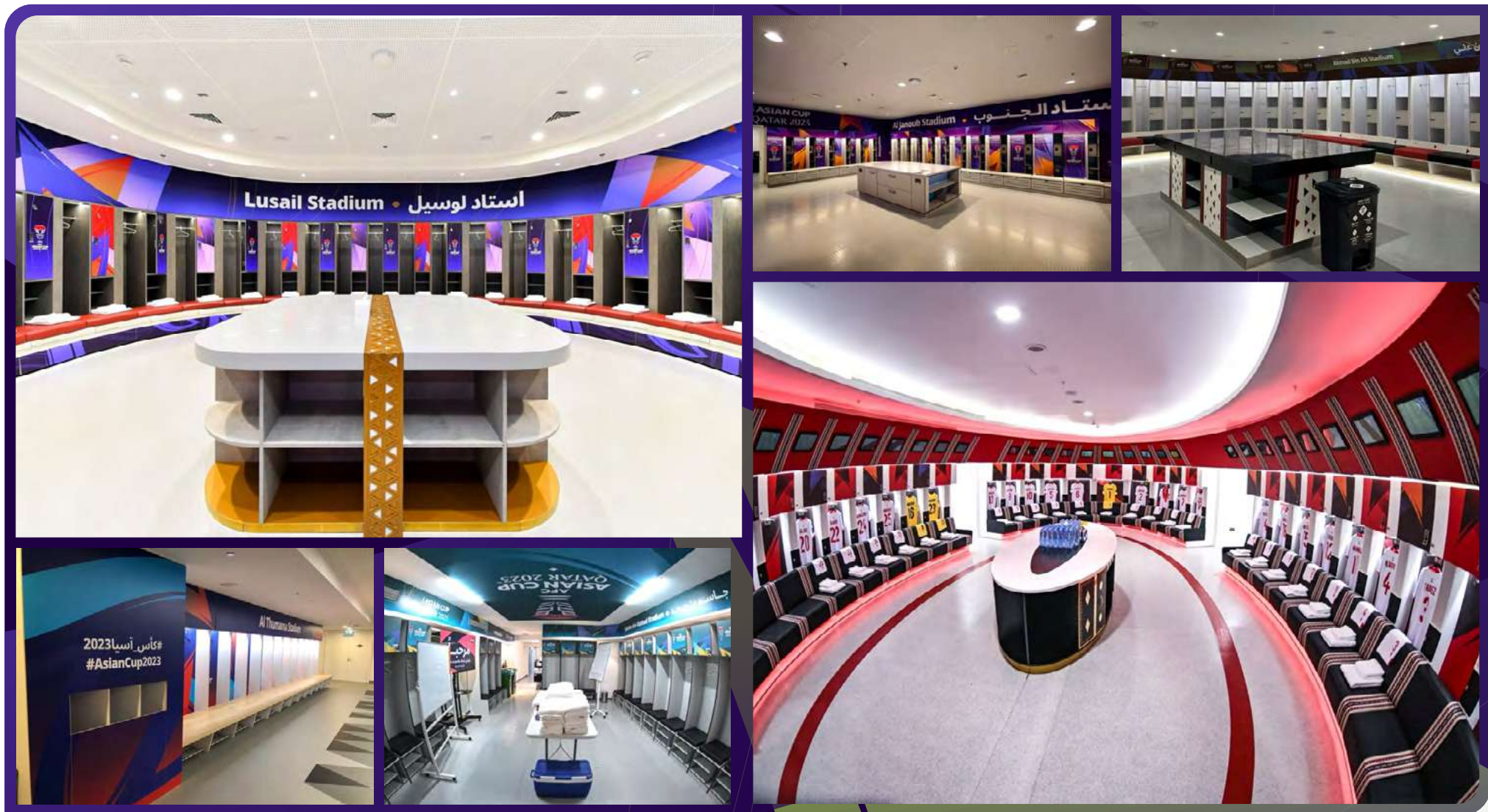
FLAG
REPLACEMENT
PROVISIONS ON INSIDE AND
OUTSIDE OF THE BENCHES

FLAGS ON
THE OUTSIDE
OF THE BENCHES WERE FITTED
WITH VELCRO FOR EASY
REPLACEMENT

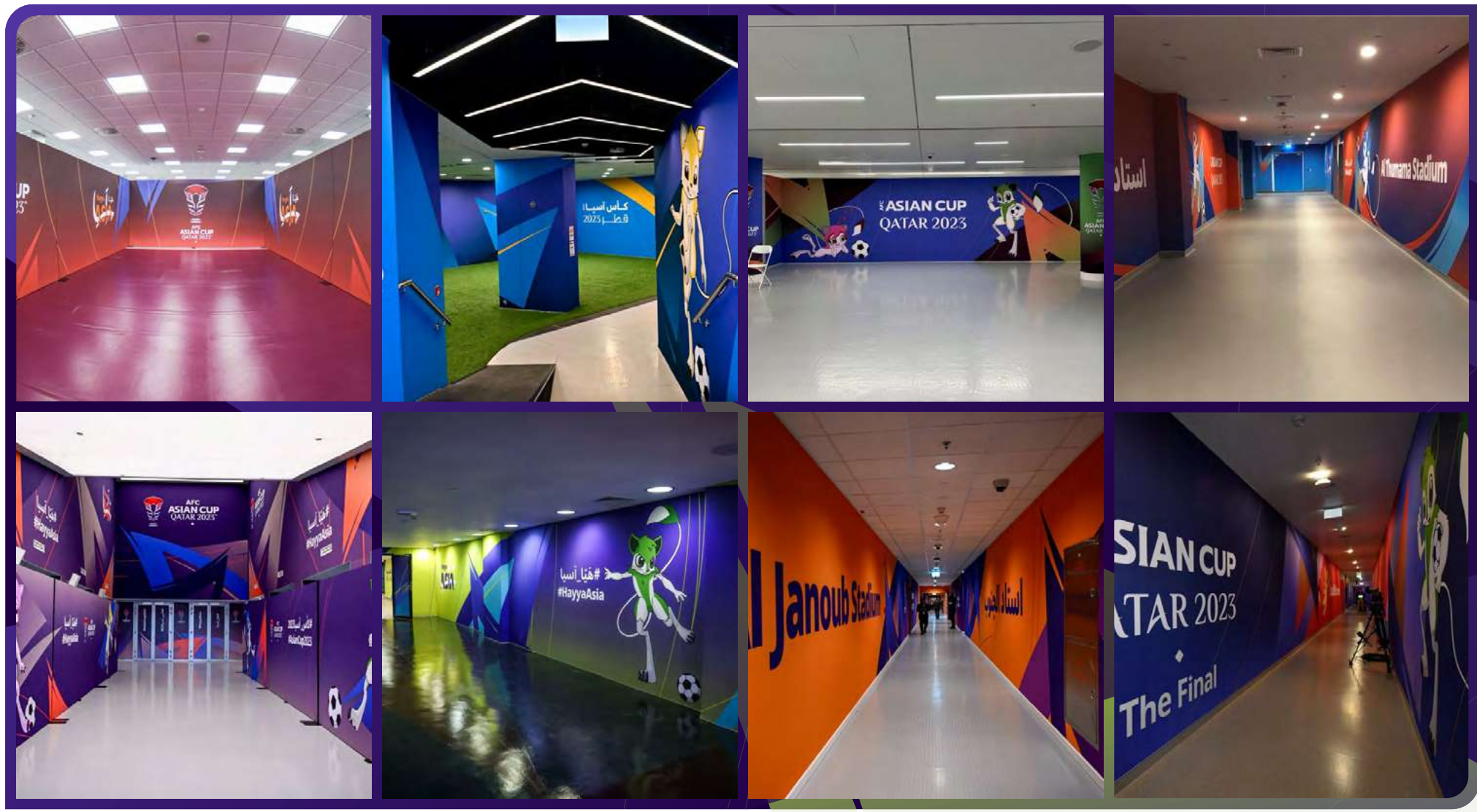
INNER-BENCH
STICKERS
ARE PLACED BEFORE THE
START OF EVERY MATCH



DRESSING ROOMS



COMPETITION AREAS



TEAM BUS



Team Bus Branding

VVIP ENTRANCE



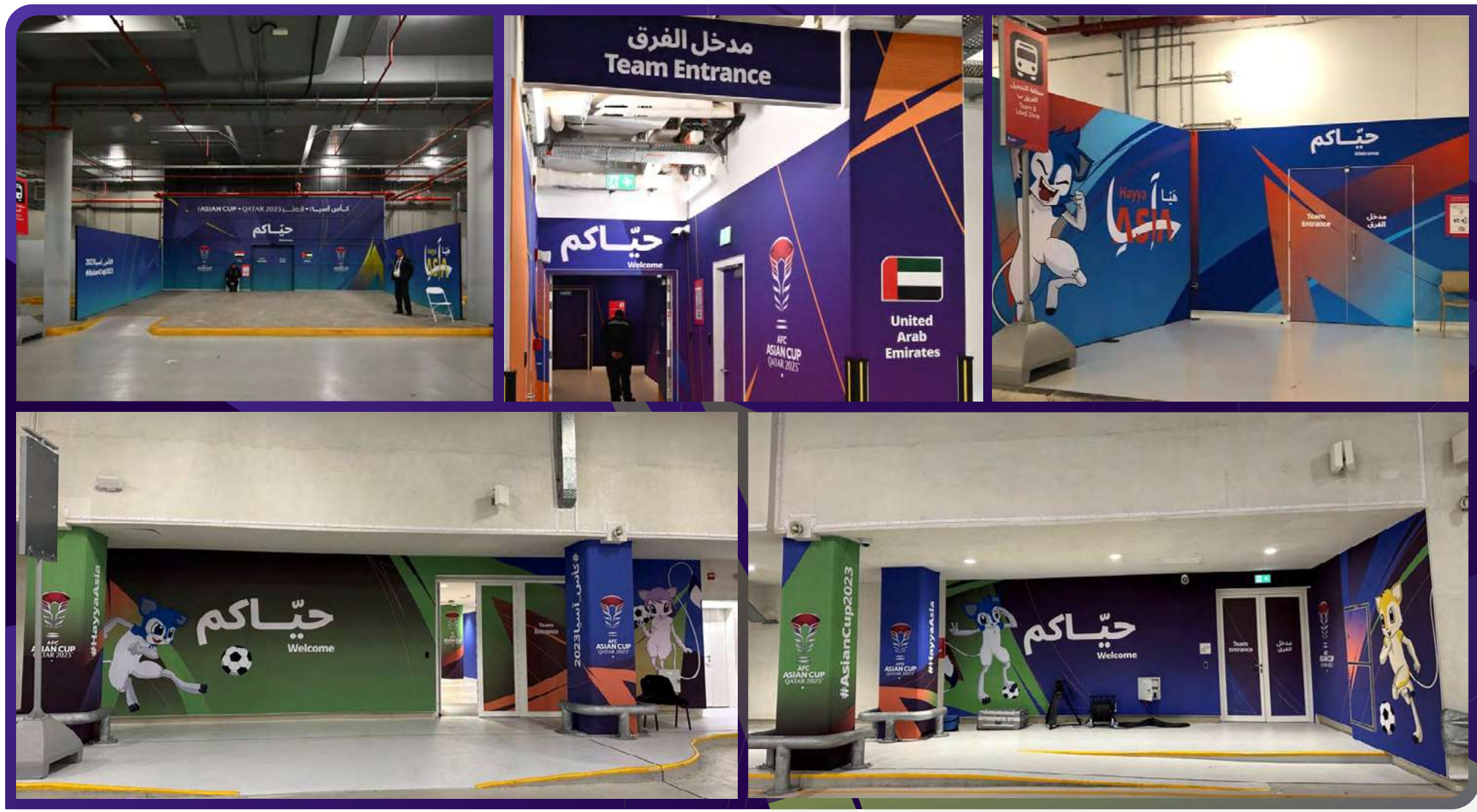
VVIP RECEPTION AND LOUNGE



VIP ENTRANCE & LOUNGE



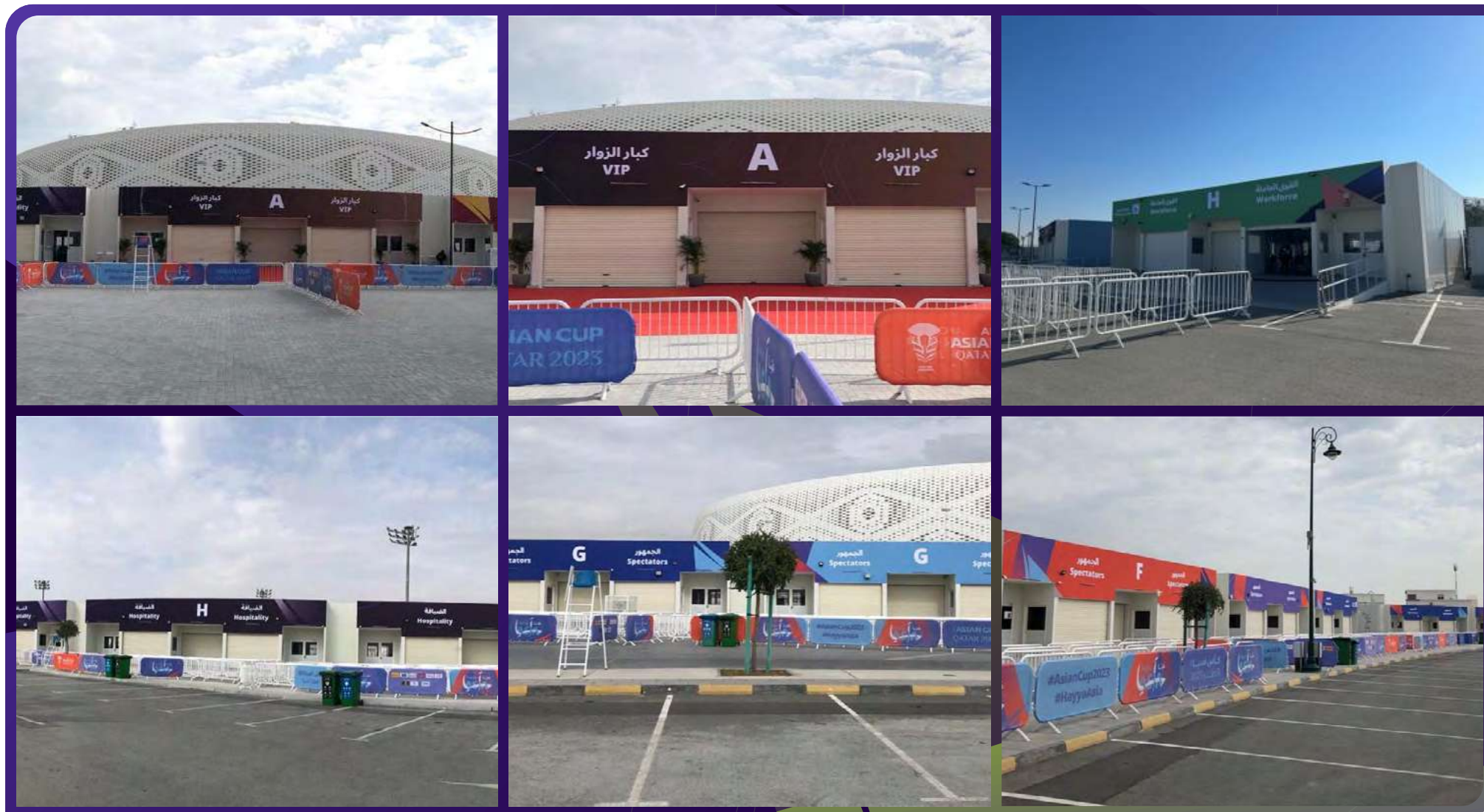
PLAYERS DROP-OFF AREA



MEDIA CENTRE BRANDING



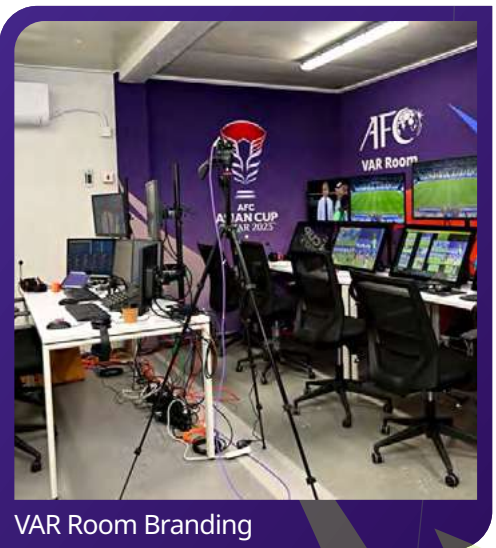
PSAs BRANDING



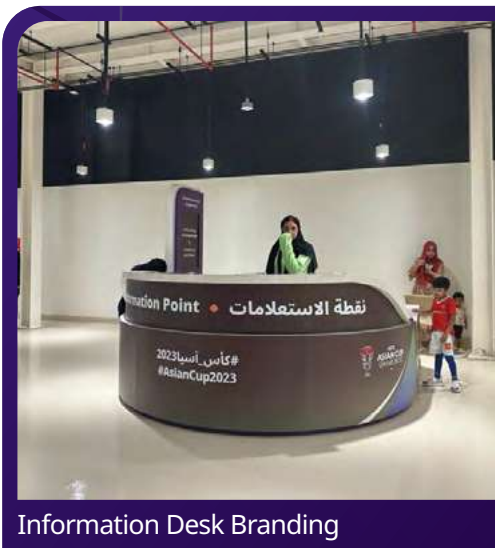
OTHER AREAS



RRA Branding



VAR Room Branding



Information Desk Branding



Heras Fence Branding



**WITH LOC'S ASSISTANCE,
THE PRE-MATCH CEREMONY
(PMC) FOR ALL**

**51 MATCHES
WERE DELIVERED,**

**WITH ENHANCEMENTS
MADE AFTER EVERY STAGE
DURING THE TOURNAMENT**

**USAGE OF TIER LED
AND FOP LED WITH
PMC CONTENT FOR**

**ENHANCED
EFFECTS**

USAGE OF LIGHTS FOR

**IMPACTFUL
ENTERTAINMENT**

**USAGE OF
SPECIAL
EFFECT ITEMS**

**AT CENTRE CIRCLE BANNER
IN QUARTER-FINALS AND
SEMI-FINALS**



TROPHY DISPLAY TROPHY DISPLAY



QATAR AIRWAYS

8-9 Feb 2024. B12 Beach Club, Doha
Trophy display at Qatar Airways Fan Zone



VISA

30 Jan 2024. Al Rajhi Bank, Al Riyadh
VISA partnership announcement with a retail bank



TV ASAHI

18 Dec 2023. Hodo Station, Tokyo
Introducing Trophy at TV Asahi news program



CREDIT SAISON

20 Dec 2023. Credit Saison Headquarters, Tokyo
Trophy display at talk show by former Japan national team players



KDDI

18-19 Dec 2023. Ginza 456, Tokyo
Trophy display at KDDI's Tokyo concept store



BLUE-ING! (JFA)

21, 23-24 Dec 2023. Tokyo Dome, Tokyo
Trophy display at JFA's cultural creation centre

QATAR AIRWAYS



- Qatar Airways hosted viewing parties **in Doha, Qatar and Guangzhou, China PR.**
- Qatar Airways created two fan zones- Hamad International Airport and B12 Beach Club **in Doha.** The B12 was a central place to host events. AFC Asian Cup trophy was on display and David Beckham made an appearance.

NEOM



- NEOM engaged the residents in their community by setting up a fun football activity to win AFC Asian Cup goodie bags.
- AFC Asian Cup viewing screens were set up **in NEOM** for the community to enjoy the AC23 matches during the competition period.

KIRIN



- KIRIN distributed headbands to fans who attended the JFA viewing party at Blue-ing based in **Tokyo Dome City.**
- Fans also enjoyed KIRIN premium beer at Spring Valley while watching Japan matches at the venue.



Continental  The Future in Motion

 AFC ASIAN CUP QATAR 2023™

DETAILED SPONSOR & LICENSEE ACTIVATIONS

APPROACH:

LOCALISED LED MESSAGING
8

CAMPAIGNS IN 5 LANGUAGES

CUSTOMISED EXCLUSIVE DIGITAL ACTIVATION
"POWER GOAL"

LOCALISED CAMPAIGN
KEY VISUALS, TVC AND ACTIVATION PRESS RELEASES



DETAILED SPONSOR & LICENSEE ACTIVATIONS

AFC ASIAN CUP QATAR 2023™ AFC ASIAN CUP QATAR 2023™ AFC ASIAN CUP QATAR 2023™ AFC ASIAN CUP QATAR 2023™ AFC ASIAN CUP QATAR 2023™



BRAND EXPOSURE



LED



Virtual Goal-side Mats



Media Backdrop



Giant Screen TVC



POWER GOAL
PRESENTED BY
Continental

HIGH CONTENT FREQUENCY DURING COMPETITION



赛事最佳进球候选

ENGAGING FANS TO VOTE FOR THE BEST



GOAL OF THE TOURNAMENT

CONCLUDED WITH FINAL ANNOUNCEMENT

FAISAL HALIM
KOREA REPUBLIC

STRENGTHEN BRAND ASSOCIATION WITH POWER & PERFORMANCE

Via highly engaging exclusive video series on AFC social channels, featuring the top goal of each matchday.

The activation and engagement were further amplified by a fan voting mechanism post the tournament.





CONSUMERS AND FANS WERE ALSO ENGAGED WITH VIA

ON-SITE ACTIVATION, TICKET PROMOTIONS, AND PREMIUM GIVEAWAYS.

IN-VENUE ACTIVATIONS

TIRE CHECK BOOTH, BRANDED T-SHIRT & CHEERING BALLOONS

DETAILED SPONSOR & LICENSEE ACTIVATIONS



MARKETS & BRANDS ENGAGED:

- SAISON
- SIAM SAISON
- SAISON INDONESIA
- HD SAISON
- CREDIT SAISON OTHER MARKETS



F9 DETAILED SPONSOR & LICENSEE ACTIVATIONS

TOP POSTS

Participate in the **AFC ASIAN CUP QUIZ** & Challenge Your Knowledge!

How many AFC Asian Cup titles have Japan and Iraq collectively won?

CHOOSE RIGHT ANSWER

- (A) 3
- (B) 4
- (C) 5

Instagram
19 Jan, 2024
347k Impressions

Participate in the **AFC ASIAN CUP QUIZ** & Challenge Your Knowledge!

In which year did Indonesia last appear in the AFC Asian Cup?

- 2004
- 2007
- 2011
- 2015

Instagram
24 Jan, 2024
231k Impressions

Participate in the **AFC ASIAN CUP QUIZ** & Challenge Your Knowledge!

Who is the all-time top goalscorer of the AFC Asian Cup?

CHOOSE YOUR ANSWER

- (A) ALI DAEI
- (B) AHMED KHALIL
- (C) NAHRO TAKAHARA

Instagram
3 Feb, 2024
194k Impressions

AFC ASIAN CUP QUIZ

FULLY UTILISE THE SPONSORSHIP RIGHTS ACROSS KEY MARKETS

social-based quiz with questions focused on the teams from Credit Saison's key business markets, i.e. Japan, Vietnam, Thailand and Indonesia.

BRAND EXPOSURE

LED

Virtual Goal-side Mats

Media Backdrop

DETAILED SPONSOR & LICENSEE ACTIVATIONS



DETAILED SPONSOR & LICENSEE ACTIVATIONS

ASIAN CUP QATAR 2023

NEOM

BRAND EXPOSURE



LED



Virtual Goal-side Mats



TV Graphic Insert



Media Backdrop



Giant Screen TVC

PRESENTED BY NEOM

FUTURE STARS

OFFICIAL GLOBAL PARTNER

Lee Kang

HIGH CONTENT FREQUENCY DURING COMPETITION

PRESENTED BY NEOM

FUTURE STARS

OFFICIAL GLOBAL PARTNER

Jordan Bos AGE 21

Ali Jasim AGE 20

Ali Ohwan AGE 23

ENGAGING FANS TO VOTE FOR THE BEST

PRESENTED BY NEOM

FUTURE STARS

OFFICIAL GLOBAL PARTNER

Ali Jasim

CONCLUDED WITH FINAL ANNOUNCEMENT

PRESENTED BY NEOM

FUTURE STARS

STRENGTHENING THE NEOM FUTURE STATS

The *Future Stars* digital activation has been a key pillar in portraying NEOM's forward focused mission and affirming the association with talent and youth development

DETAILED SPONSOR & LICENSEE ACTIVATIONS

AFC ASIAN CUP QATAR 2023™



BRAND EXPOSURE



Virtual Goal-side Mats



Giant Screen TVC



Cabin Crew Activation



LED



Media Backdrop

F9

DETAILED SPONSOR & LICENSEE ACTIVATIONS

WORLD CLASS ASSIST
PRESENTED BY QATAR AIRWAYS

HIGH CONTENT FREQUENCY DURING COMPETITION

ASSIST OF THE TOURNAMENT NOMINEES

ENGAGING FANS TO VOTE FOR THE BEST

ASSIST OF THE TOURNAMENT
YAKOB SAYURI
V IRAQ

CONCLUDED WITH FINAL ANNOUNCEMENT

WORLD CLASS ASSIST

Match footage-based video series featuring the best assist from each Matchday coupled with a compilation of the best assists from the tournament for fan voting to build partnership awareness and to engage with fans across various markets.

JOURNEY TO THE CHAMPIONSHIP

High exposure digital activation to showcase the journey to the AFC Asian Cup™ through knockout bracket content.

JOURNEY TO THE CHAMPIONSHIP

Qatar Airways
OFFICIAL GLOBAL PARTNER

Qatar
Republic

HIGH VOLUME OF CONTENT DURING COMPETITION TO MAXIMISE BRAND EXPOSURE

DETAILED SPONSOR & LICENSEE ACTIVATIONS



AFC ASIAN CUP QATAR 2023

EXCLUSIVE SOCIAL CONTENT TO AMPLIFY THE PARTNERSHIP

AFC ASIAN CUP QATAR 2023

CABIN CREW INTEGRATION

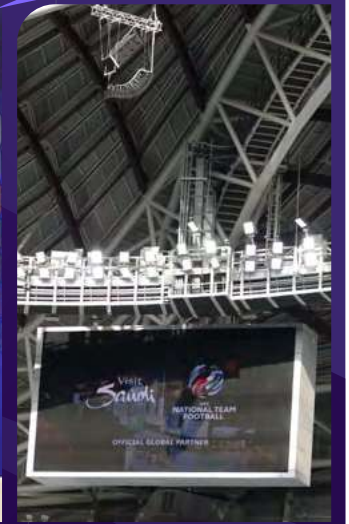


F9 DETAILED SPONSOR & LICENSEE ACTIVATIONS

ASIAN CUP QATAR 2023

Visit Saudi

BRAND EXPOSURE



MAGIC MOMENTS PRESENTED BY *Visit Saudi*

Match footage-based video series featuring best magic moments of each matchday presented by Visit Saudi, and engaged with fans via prize incentives.



DETAILED SPONSOR & LICENSEE ACTIVATIONS

CAMPAIGN FINISHED WITH A HIGHLIGHT ON

TEAM OF THE TOURNAMENT



TEAM OF THE MATCHDAY

showcasing the best XI squad from each matchday presented by Visit Saudi



OFFICIAL MATCH BALL CARRIER

17 Matches

Activated during tournament with participants strategically selected from Visit Saudi's main travel markets.

FAN OF THE MATCH

51 Matches

Activated at all games during the tournament



DETAILED SPONSOR & LICENSEE ACTIVATIONS



MAXIMISE SPONSORSHIP RIGHTS USAGE

By Yili main brand & multiple sub-brands across various categories

- 7 BRANDS
- 4 CATEGORIES
- 8 KEY MARKETS
- 12 LED CAMPAIGNS
- 4 LANGUAGES



China YILI (all matches)



YILI (China PR matches)



YILI (Hong Kong, China matches)



YILI (all other teams)



ANMUXI (China PR)



AMBPOEIA (Malaysia)



Inikin Water (China PR)



Joyday (Indonesia, Saudi Arabia, Qatar)



IBERRI (Vietnam)



Cremo (Thailand)



F9 DETAILED SPONSOR & LICENSEE ACTIVATIONS



OPENING CEREMONY PRESENTING PARTNER



F9 DETAILED SPONSOR & LICENSEE ACTIVATIONS

ASIAN CUP QATAR 2023™

伊利

BRAND EXPOSURE (2)



Product Supply – Water



Cooler Box Display



Flag Bearers



Giant Screen TVC

中國伊利 | ASIAN CUP QATAR 2023™ 行舉初賽式台

伊利

ASIAN CUP QATAR 2023™

伊利最佳射手 Yili Top Goalscorers

AFIF 7

COMMERCIAL INSERT DURING COMPETITION

AFC Asian Cup 2023

伊利

ASIAN CUP QATAR 2023™

هدافي البطولة من Yili

4th	3rd	2nd	1st
GOALS	GOALS	GOALS	GOALS
4	5	6	6

ENGAGING CONTENTS AND OFFICIAL RANKING POSTS

伊利

ASIAN CUP QATAR 2023™

GOALS

CONCLUDED WITH TOP GOAL SCORER RECAP VIDEO

伊利

TOP GOALSCORERS

ASIAN CUP QATAR 2023™

A series of social graphics in multiple languages across all AFC social channels featuring the official top goalscorers ranking after each Matchday and wrapped up with the video highlights of the tournament top goalscorer – Akram Afif.

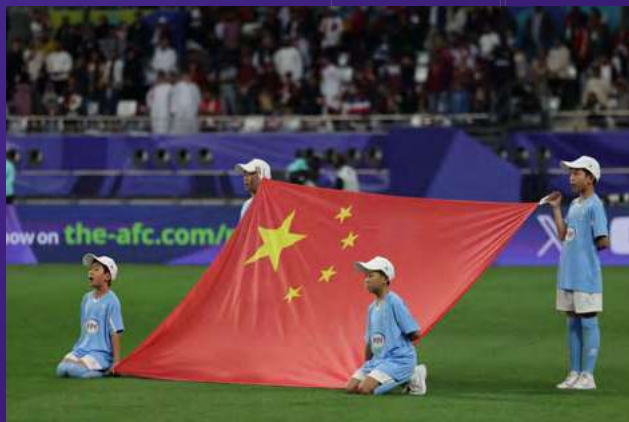
This activation was further amplified via a commercial insert on screen across all 51 matches.

YILI FLAG BEARERS

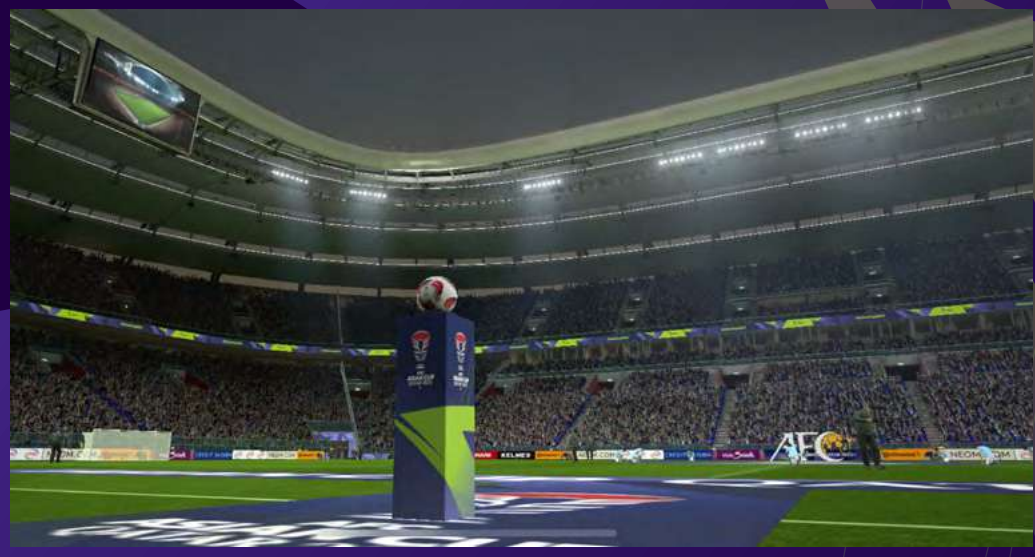
Yili furthered its fan engagement in China PR through the exclusive "Flag Bearers" campaign, supporting 12-year-old kids to firm their football dream by giving them a life-time experience.

4 MATCHES ACTIVATED

18 FLAG BEARERS RECRUITED FROM CHINA PR THROUGH GRASSROOTS PROGRAM



AFC ASIAN CUP GAME MODE AND IN-GAME CAMPAIGNS



Authentic

Challenge Event

AFC Asian Cup Qatar 2023™

Ends in: 2 day(s) 3 hr(s)
Has Conditions to Participate

You can acquire rewards in Tour Events by collecting Event Points. You can acquire rewards in Tour Events by collecting Event Points. You can acquire rewards in Tour Events by collecting Event Points.

Achievement Rewards

40,000

[Join](#)

[Details](#)

Dream

Challenge Event

AFC Asian Cup Qatar 2023™

Ends in: 2 day(s) 3 hr(s)
Has Conditions to Participate

You can acquire rewards in Tour Events by collecting Event Points. You can acquire rewards in Tour Events by collecting Event Points. You can acquire rewards in Tour Events by collecting Event Points.

Achievement Rewards

100 eFootball™ Coin

[Join](#)

[Details](#)

DETAILED SPONSOR & LICENSEE ACTIVATIONS



F9 DETAILED SPONSOR & LICENSEE ACTIVATIONS

KELME - AFC ASIAN CUP™ ACTIVATION SNAPSHOT



Brand Exposure



Digital Activation



#AsianCup2023

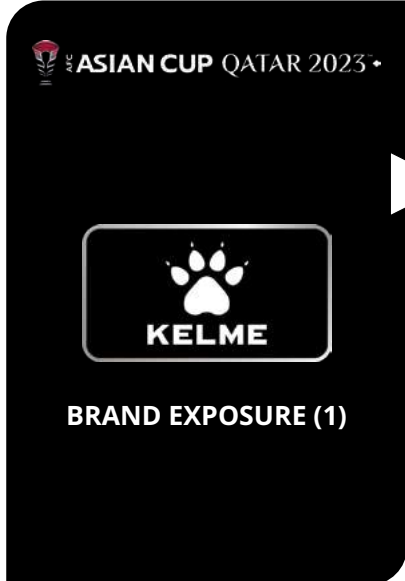
Official Match Ball



Apparel Supply



On-site Activation



BRAND EXPOSURE (1)



LED



Media Backdrop



Giant Screen TV

DETAILED SPONSOR & LICENSEE ACTIVATIONS

AFC ASIAN CUP QATAR 2023™

KELME

BRAND EXPOSURE (2)



Ball kids



Official Match Ball



Referee Kits



KELME **SPOT THE BALL**

AFC ASIAN CUP QATAR 2023™

Interactive digital content for fans to engage and spot the KELME AFC Asian Cup™ Official Match Ball within the match images posted on AFC social channels.

F9

DETAILED SPONSOR & LICENSEE ACTIVATIONS






KIRIN CELEBRATION MOMENTS

A video-based series showcasing the best celebration moments of Japan, encompassing the excitement of players, coaches and passionate fans.

AFC Japanese Social Platforms:
Instagram, Facebook and X.

DETAILED SPONSOR & LICENSEE ACTIVATIONS

AFC ASIAN CUP QATAR 2023



BRAND EXPOSURE



Virtual Goal-side Mats



Media Backdrop



Virtual LED

DETAILED SPONSOR & LICENSEE ACTIVATIONS

AFC ASIAN CUP QATAR 2023™



BRAND EXPOSURE



LED



Media Backdrop

DETAILED SPONSOR & LICENSEE ACTIVATIONS



VISA COIN TOSS

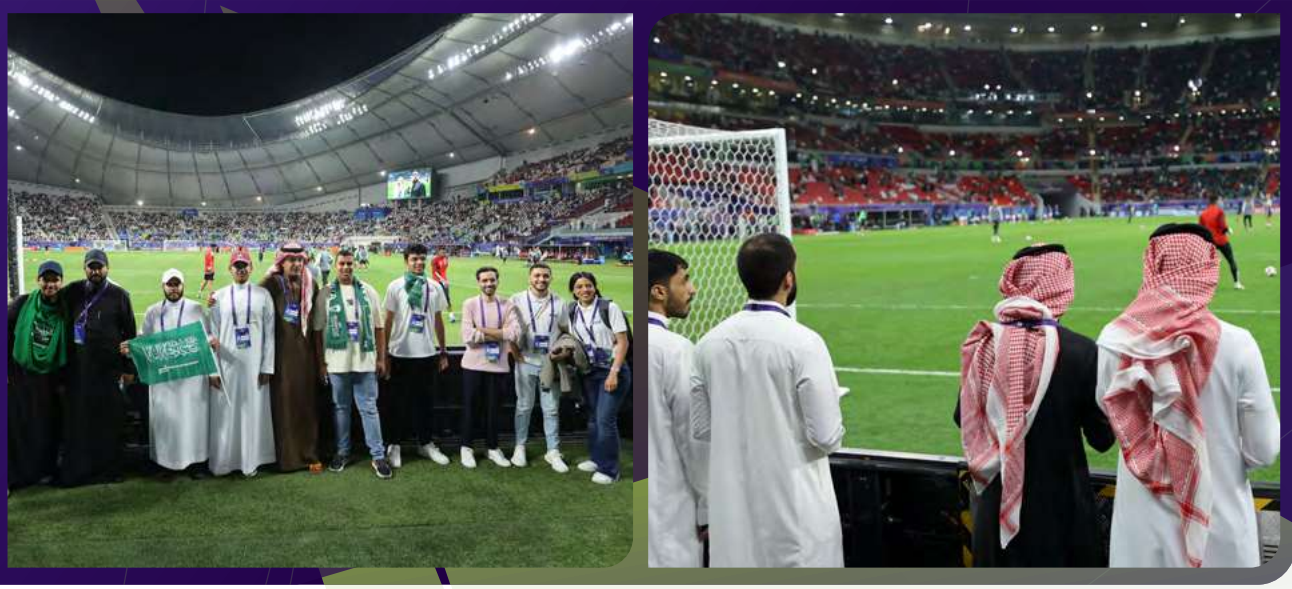
An exclusive on-site activation that allowed VISA to engage key individuals from multiple member bank partners from key markets across the region in a “money-can’t-buy experience”.




VISA

WARM UP OBSERVATION

Pitchside experience that engaged **136** guests across **17** matches, this activation provided VISA the opportunity to offer an exclusive experience to a larger group of its member bank partners and sky box guests.



DETAILED SPONSOR & LICENSEE ACTIVATIONS



BRAND EXPOSURE



Virtual Goal-side Mats



Media Backdrop



DETAILED SPONSOR & LICENSEE ACTIVATIONS



BRAND EXPOSURE



Virtual LED - Visible in China PR, Malaysia, Thailand, Vietnam & Indonesia

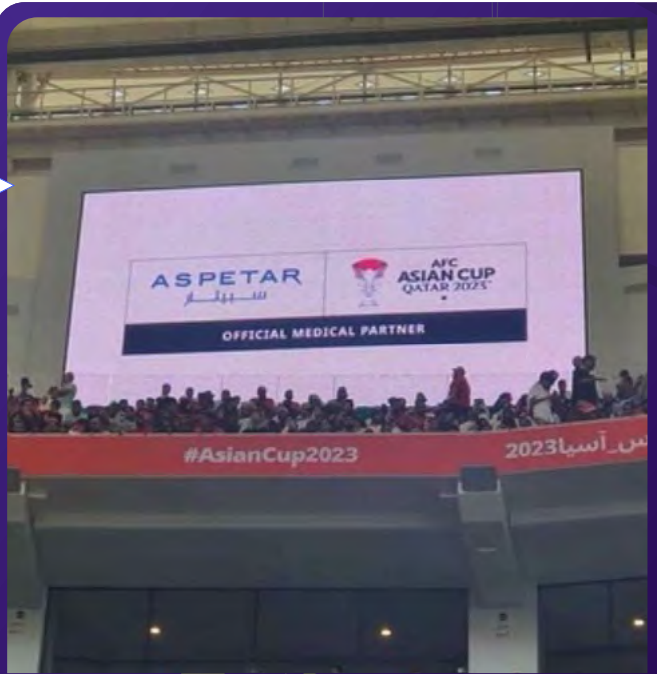
DETAILED SPONSOR & LICENSEE ACTIVATIONS



AFC ASIAN CUP QATAR 2023

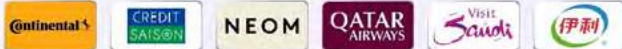


BRAND EXPOSURE




Giant Screen TVC


OFFICIAL GLOBAL PARTNERS




OFFICIAL GLOBAL SUPPORTERS



OFFICIAL TOURNAMENT SUPPORTER



NEW AFC APP AFC LIVE TV DOWNLOAD NOW!



THE AFC: Contact, Join Our Mailing List, Media Channel, Privacy, Sitemap, Terms & Conditions.

FOLLOW US: f, X, Instagram, Twitter icons

Website exposure (Qatar geo-targeted)

DETAILED SPONSOR & LICENSEE ACTIVATIONS

OFFICIAL STORES OPERATED BY THE BLUE GROUP

39 official stores and concession stands were set up and in operation on-site across all 51 matches in Fan Zones, VIP and Hospitality lounges of all 9 stadiums during the tournament.



OFFICIAL HOSPITALITY FACTS & FIGURES

TECHNICAL INSTALLATION



MATCH Hospitality Asia,
the Exclusive Official
Hospitality Provider for the
AFC Asian Cup Qatar 2023™.



37
MATCHES WITH
HOSPITALITY



24
HOSPITALITY
LOUNGES



380
HOSPITALITY
PRIVATE SUITES



15,800
PIECES OF
FURNITURE



5,149
ELEMENTS OF
GRAPHICS &
DECOR



3,100
PLANTS &
FLOWERS





COMMUNICATIONS

- G1. SOCIAL MEDIA
- G2. AFC WEBSITE
- G3. MEDIA
- G4. PHOTO GALLERY





WHAT WE HAVE ACHIEVED

7.9 BILLION
IMPRESSIONS

1.1 BILLION
VIDEO VIEWS

149 MILLION
ENGAGEMENTS

15,384
TOTAL POSTS

1 MILLION
LINK CLICKS

13
LANGUAGES

SOURCE: SPROUT SOCIAL, YOUTUBE, WEIBO, DOUYIN

TOURNAMENT **WRAP**



**MOST COMPREHENSIVE EVER
DIGITAL COVERAGE IN THE
HISTORY OF AFC ASIAN CUP™.**

IN COMPARISON, FIFA WORLD CUP 2022
RECORDED 15 BILLION IMPRESSIONS AND
3.6 BILLION VIDEO VIEWS.

THIS ACCOMPLISHMENT DEMONSTRATES EVEN
WITH LIMITED WORKFORCE AND BUDGET, WE
ACHIEVED HALF OF FIFA WORLD CUP SUCCESS.



11.6 MILLION NEW FOLLOWERS.

398% OVERALL INCREASE IN
FOLLOWERS ACROSS ALL AFC
ASIAN CUP PLATFORMS.



**MOST LANGUAGES COVERED BY
ANY CONFEDERATION'S
COMPETITIONS THUS FAR.**

COMPARISON: 2019 v 2023

2023
7.9 IMPRESSIONS
 BILLION

2019
890 IMPRESSIONS
 MILLION

2023
149 ENGAGEMENTS
 MILLION

2019
31.7 ENGAGEMENTS
 MILLION

2023
1.1 VIDEO VIEWS
 BILLION

2019
83.4 VIDEO VIEWS
 MILLION





BREAKDOWN: BY STAGE

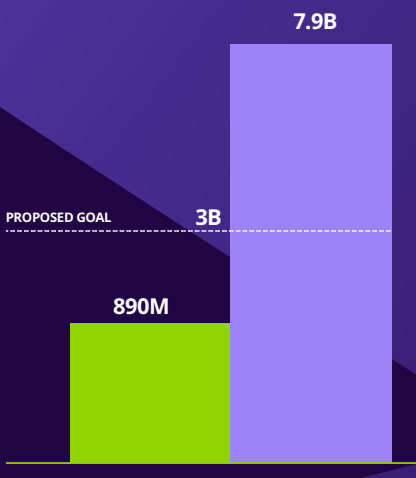
STAGE	IMPRESSIONS	ENGAGEMENTS	VIDEO VIEWS
SEMI-FINALS	369,058,773	12,521,060	116,652,575
FINAL	155,972,164	4,767,325	39,929,885
POST-FINAL	226,845,155	8,544,787	37,332,640
DIGITAL CONVERSATION	3,500,000,000	350,000	-
AMPLIFICATION COLLAB	336,000,000	28,100,000	11,200,000

BREAKDOWN: FOLLOWER GROWTH

PLATFORM	2019	2023	% INCREASE
FACEBOOK	753,107	2,186,107	↑ 190% INCREASE
X (EN, JP, AR)	201,477	499,644	↑ 148% INCREASE
INSTAGRAM	204,427	1,195,957	↑ 485% INCREASE
INSTAGRAM FARSI	54,750	4,055,840	↑ 7,307% INCREASE
YOUTUBE	190,007	1,483,541	↑ 681% INCREASE
TIKTOK	N/A	544,888	-
WEIBO	1,477,326	4,198,484	↑ 184% INCREASE
DOUYIN	N/A	204,472	-
DONQIUDI	43,285	144,110	↑ 233% INCREASE
TOUTIAO	N/A	36,926	-

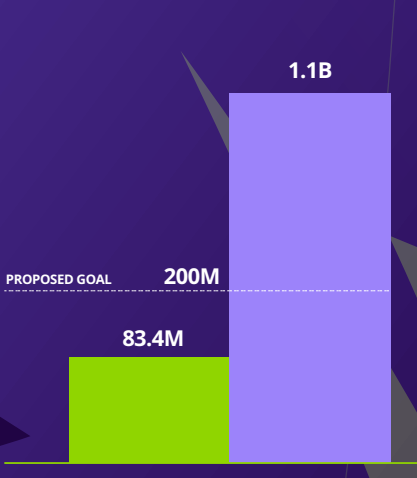
COMPARISON: 2019 v 2023

IMPRESSIONS



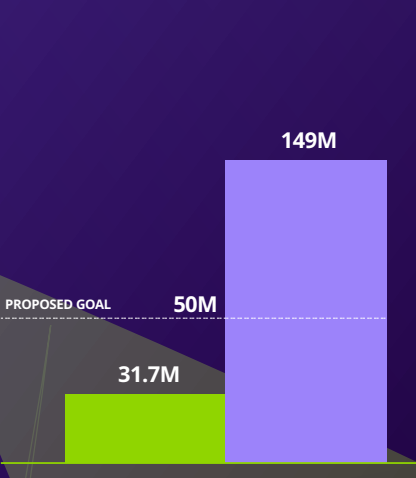
▲ **791%** INCREASE

VIDEO VIEWS



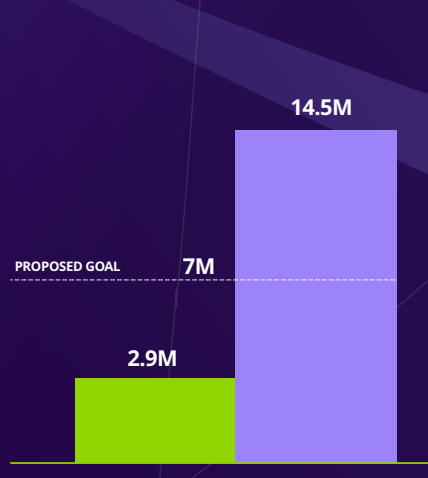
▲ **1,211%** INCREASE

ENGAGEMENTS



▲ **371%** INCREASE

FOLLOWER GROWTH



▲ **398%** INCREASE

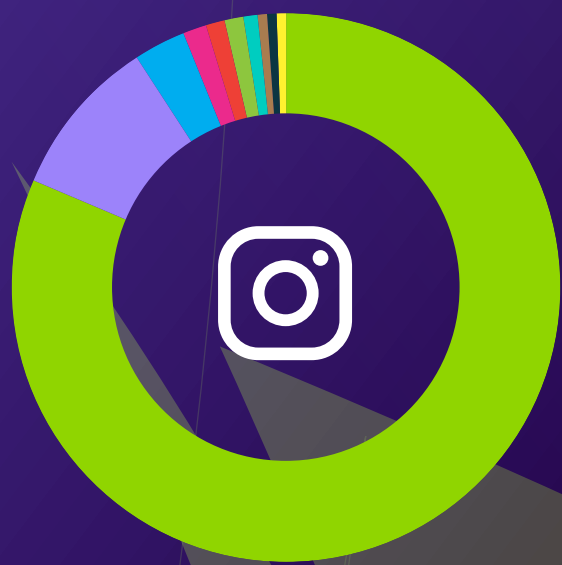
■ AFC ASIAN CUP 2019

■ AFC ASIAN CUP 2023

BREAKDOWN: DEMOGRAPHICS



- IDN
- IRQ
- VIE
- THA
- MAS
- IND
- BAN
- AUS
- MYA
- CAM



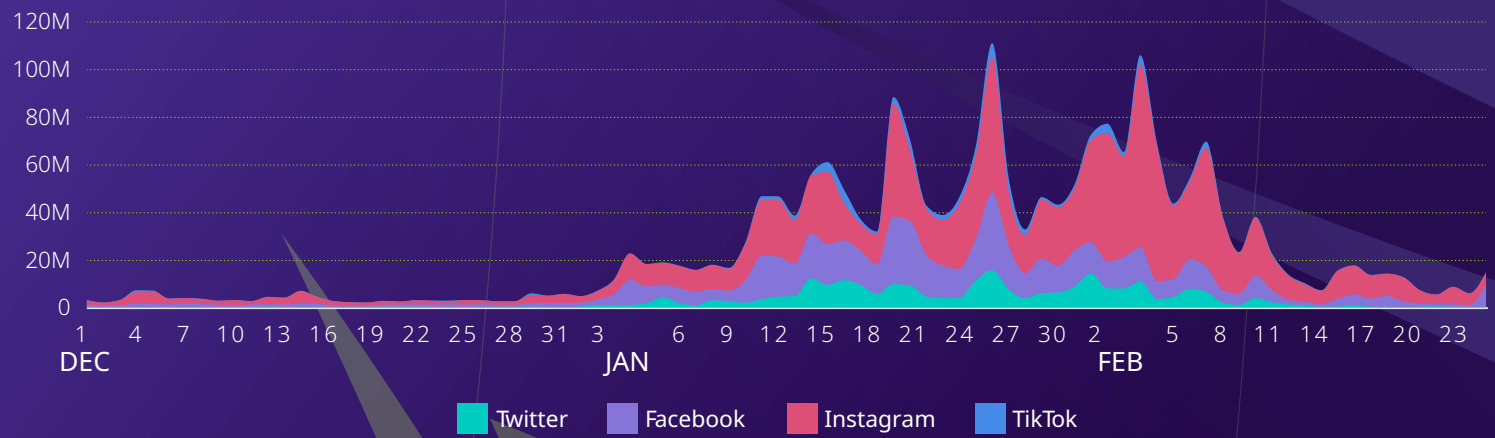
- IRN
- IDN
- IRQ
- IND
- MAS
- JOR
- UZB
- MYA
- USA
- UAE



- THA
- IDN
- KOR
- JPN
- CAN
- MAS
- NEP
- USA
- IND
- RUS

BREAKDOWN: IMPRESSIONS

7.9
BILLION



601 MILLION
FACEBOOK

247 MILLION
X

1.26 BILLION
INSTAGRAM

1.53 BILLION
YOUTUBE

363 MILLION
WEIBO, DOUYIN

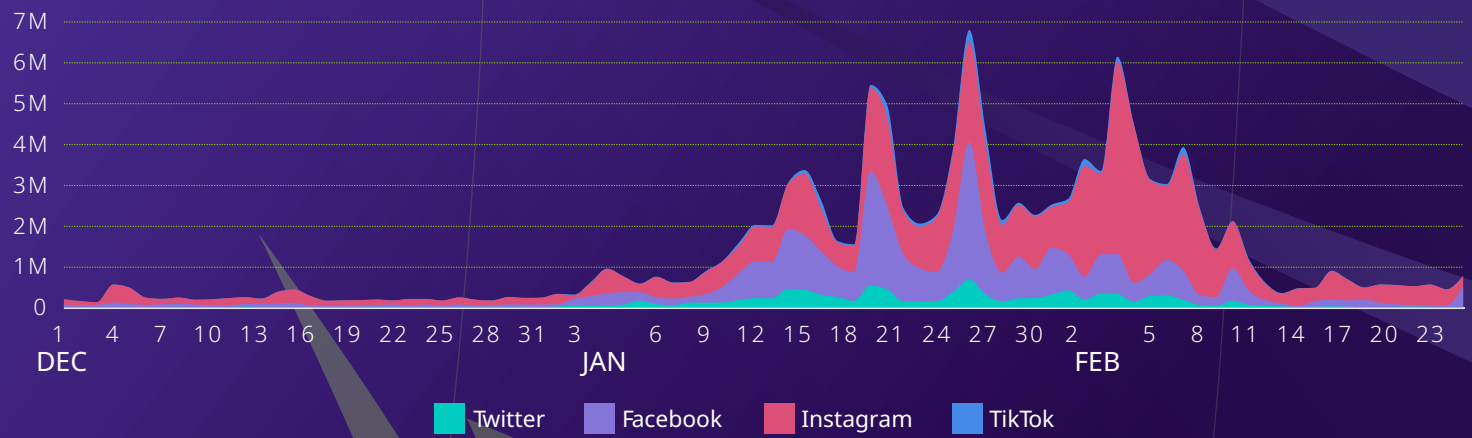
80 MILLION
TIKTOK

3.5 BILLION
DIGITAL CONVERSATIONS

336 MILLION
AMPLIFICATION COLLABORATIONS

BREAKDOWN: ENGAGEMENTS

149
MILLION



39 MILLION
FACEBOOK

9.3 MILLION
X

68.1 MILLION
INSTAGRAM

1.1 MILLION
WEIBO, DOUYIN

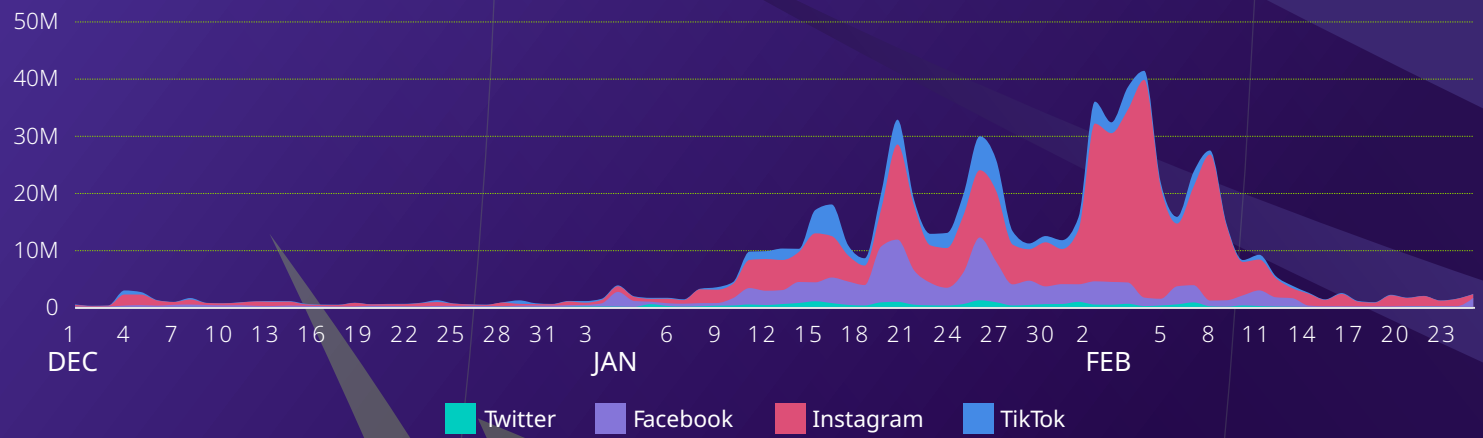
3.3 MILLION
TIKTOK

350,000
DIGITAL CONVERSATIONS

28.1 MILLION
AMPLIFICATION COLLABORATIONS

BREAKDOWN: VIDEO VIEWS

11
BILLION



150 MILLION
FACEBOOK

17.4 MILLION
X

431 MILLION
INSTAGRAM

166 MILLION
YOUTUBE

73 MILLION
WEIBO, DOUYIN

80 MILLION
TIKTOK

166 MILLION
INSTAGRAM STORIES

11.2 MILLION
AMPLIFICATION COLLABORATIONS

AFC LIVE APP



120,000

DOWNLOADS

3,236,814

VIEWS

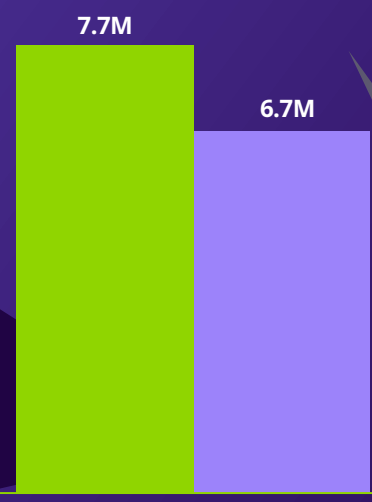
840,064

SESSIONS



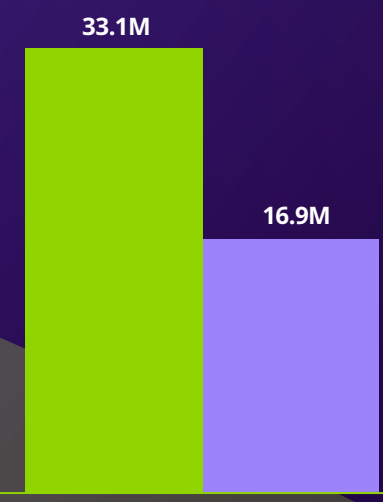
THE-AFC.COM: 2019 v 2023

USERS



▼ 13% DECREASE

PAGE VIEWS



▼ 49% DECREASE

■ AFC ASIAN CUP 2019 ■ AFC ASIAN CUP 2023

EXECUTIVE SUMMARY

318,000

EDITORIAL MENTIONS

318.8 MILLION

ESTIMATED VIEWS

1.6 TRILLION

POTENTIAL REACH

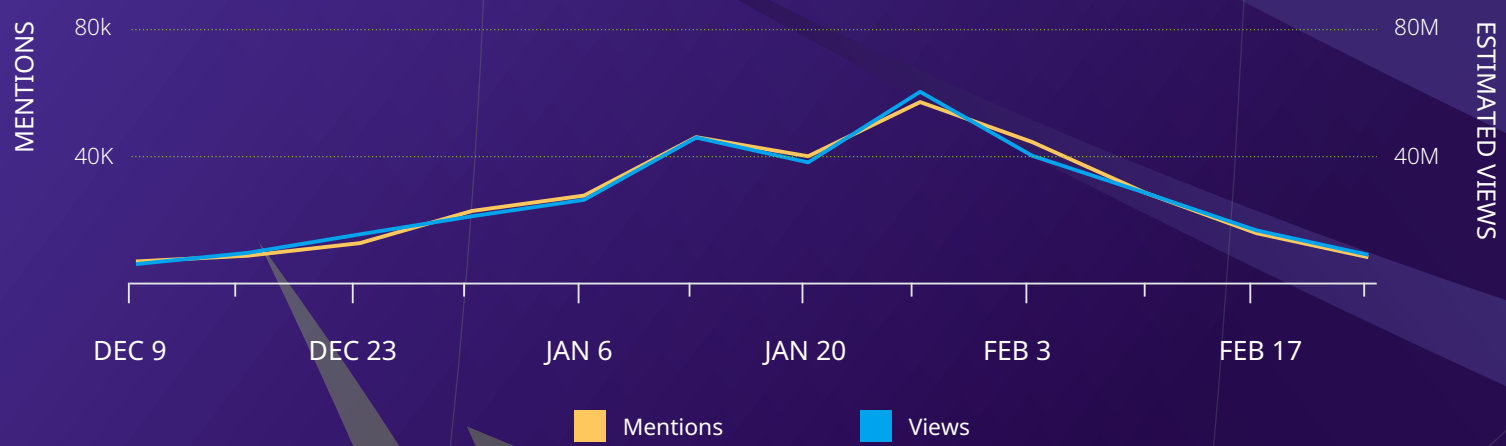
\$27.2 BILLION

ADVERTISING VALUE EQUIVALENCY (AVE)

SOURCE: MELTWATER

MEDIA MENTIONS

318k



14.6k

DAUM

10.3k

NAVER

11.7k

NEWS NATE

5.7k

뉴스zum

6.1k

조선일보



PHOTOS UPLOADED

UPLOADS:
71,546 IMAGES

SIZE:
751.30 GB

PHOTOS DOWNLOADED

DOWNLOADS:
43,547 IMAGES

SIZE:
434.01 GB



LIST OF FOLDERS

- | | | |
|--------------------------------|----------------------------|---|
| 1 - Matches | 13 - Final Jersey Printing | 25 - Team Hotel |
| 2 - Media match Folders | 14 - Stadium Shots | 26 - Fans |
| 3 - Awards Ceremony | 15 - VAR | 27 - Qatar Generic shots |
| 4 - Media day | 16 - VVIP | 28 - Media Photos |
| 5 - Team Arrival Meeting | 17 - Security | 29 - AFC President |
| 6 - Match Coordination Meeting | 18 - Staff | 30 - President & VVIP Visit |
| 7 - Workshops | 19 - Referees | 31 - DEC |
| 8 - Team Official Training | 20 - Plaque Presentation | 32 - Mascot Launch Event |
| 9 - Opening Ceremony | 21 - Medical | 33 - The Official Match Ball of the AFC Asian Cup Qatar 2023™ |
| 10 - Trophy Tour | 22 - Marketing & Branding | |
| 11 - TSG | 23 - Team Arrival to Doha | |
| 12 - Topshots | 24 - Trophy | |

The AFC gallery was extensively utilised by Participating Teams, AFC staff, Global Media Outlets, Media & Commercial Partners and FIFA for comprehensive match coverage, leveraging the intellectual property (IP) generated through the AFC gallery.

- 172.71.218.58 - Hong Kong, China - CHNCARD
- 162.158.189.105 - Singapore - AFG
- 172.71.198.192 - India - (FSDLAFC)
- 172.68.234.210 - Thailand - Media
- 162.158.114.234 - Hong Kong, China - (FPT Telecom)
- 162.158.74.61 / 172.69.79.241 - United Kingdom of Great Britain and Northern Ireland [GB] - FIFA
- 172.69.222.60 - United States of America - Media
- 172.68.144.143 - Australia - Media
- 162.158.8.141 - Qatar - Media
- 162.158.56.140 - United Arab Emirates - Media
- 172.70.46.43 - Netherlands - Media
- 172.71.161.131 - Indonesia - Media
- 162.158.227.251 - India - Media
- 162.158.23.20 - France - Media
- 141.101.86.146 - Japan - Media
- 172.68.118.28 - Japan - Credit Saison
- 162.158.183.77 - Sweden - Media
- 162.158.80.155 - Palestine - Media
- 141.101.84.45 - Korea Republic - CJ ENM
- 172.69.236.141 - Oman - Media
- 172.68.11.22 - Russia - Media
- 172.69.100.177 - Iraq - Media
- 172.69.77.31 - Dominican Republic - Media
- 172.70.156.136 - Saudi Arabia - Media
- 172.71.12.140 - Azerbaijan - Media
- 172.70.243.66 - Germany - Media
- 172.69.19.146 - Malaysia - Media



EVENTS SERVICES

H1. INTRODUCTION

H2. HOTEL & ACCOMMODATION MANAGEMENT

H3. TRANSPORTATION MANAGEMENT

H4. PARTICIPATING TEAMS MANAGEMENT

H5. STADIUM PROTOCOL MANAGEMENT

H6. VVIP INVITATIONS & TRIBUNE SEAT PLAN MANAGEMENT



The AFC Event Services Department oversaw and managed the overall delivery of the hospitality services and ensured the wellbeing and comfort of all the Invited Guests, AFC Delegation and Match Officials throughout the competition, starting from their arrival and airport reception in Doha.

Airport transfers were facilitated, accommodation readiness ensured and transportation needs met during their stay. Together with protocol management at the Stadiums on Matchdays, all efforts were made to deliver the highest hospitality standards.

The AFC Asian Cup Qatar 2023™ was the second edition to feature 24 teams and marked the introduction of financial subsidies for the Participating Teams, which allowed them to select and book their preferred accommodation from a pool of listed hotels in collaboration with the LOC.

A total of nine stadiums were utilised during this edition in Doha and all the stadiums were located within close proximity to the hotels.



AFC OFFICIAL HOTEL

AFC HQ HOTEL:
SHERATON GRAND
DOHA

- 371 rooms and suites
- Deluxe (40 sqm)
- Separate lounging area
- All rooms with balcony

AFC MATCH OFFICIALS HOTEL:
INTERCONTINENTAL
BEACH DOHA

- 375 rooms and suites
- Deluxe (40 sqm)
- Dedicated floors

AFC VIP HOTEL:
THE RITZ-CARLTON
DOHA

- 374 rooms and suites
- Deluxe (51sqm)
- All rooms with balcony
- AFC Lounge (F&B Outlet)

AFC HQ HOTEL

The Sheraton Grand Doha was used as the Headquarters (HQ) Hotel for this edition and housed the AFC Delegation, AFC Asian Cup™ Observers and UEFA Technical Team.

A total of 7,000 room nights was recorded, with 221 rooms on the peak night.

No function spaces within the hotel were used as offices and meeting rooms as the LOC secured the Doha Exhibition Centre (DEC) to serve as the working centre for both the AFC and LOC.

The HQ Hotel was strategically located between all the key areas, including the airport (30 minutes away) and the nine stadiums (15 to 40 minutes).

Shuttles to the DEC (20 minutes) and MMC (20 minutes) were scheduled to facilitate the delegation's daily commutes.



AFC MATCH OFFICIALS HOTEL

The InterContinental Beach Doha had a total of 100 rooms housing both the AFC Match Officials (MO) and Guests, with 3,214 room nights recorded.

The MO Hotel was located only 15 minutes away from the Qatar Sports Club, which was the dedicated MO training field, and between 20 to 40 minutes away from all nine stadiums.

A total of one Referee's Meeting Room, four Offices, one AFC Referee Lounge were available, while three converted rooms were used as the referee's massage rooms and medical room.



NO.	OFFICE	SIZE (APPROX.)	FUNCTION ROOM	DURATION
1	Storage & Equipment Distribution Room	241 m ²	Al Wajba 1	3 to 6 Jan 2024
2	AFC Referees Meeting Room & Quiet Zone	482 m ²	Al Wajba 2 & 3	3 Jan to 10 Feb 2024
3	AFC Referee's Lounge	Existing	Foyer Al Diwan 2&3	3 Jan to 10 Feb 2024
4	AFC Referees Department Secretariat	96 m ²	Al Diwan 2	3 Jan to 11 Feb 2024
5	AFC Meeting Room 1	64 m ²	Al Dana 1	3 Jan to 10 Feb 2024
6	AFC Meeting Room 2	96 m ²	Al Diwan 1	3 to 31 Jan 2024
7	Remote Monitoring centre	64 m ²	Al Dana 2	12 Jan to 10 Feb 2024
8	Medical Treatment Room (converted bedrooms)	2 x connecting rooms	*Converting a set of connecting rooms	4 Jan to 4 Feb 2024
9	AFC Medical Clinic (converted bedrooms)	2 x connecting rooms	*Converting a room & connecting to doctor's room	4 Jan to 10 Feb 2024

AFC VIP HOTEL

The Ritz-Carlton Doha recorded a total of 1,450 room nights, with peak nights experienced during the opening match and from the Quarter-finals up to the Final.

The VIP Hotel was strategically located - a 15 to 30-minute drive from all key areas such as the airport and stadiums.



The guest list comprises the following:

- FIFA and Confederation Presidents & General Secretaries
- AFC Vice Presidents, FIFA Council Members, AFC ExCo Members
- AFC General Secretary & Deputy General Secretary (MA Division)
- AFC MA and RA Presidents & General Secretaries
- Chairpersons of the AFC Standing Committees
- AFC Invited Guests
- AFC Invited Media



The AFC Lounge was set up for all invited guests to indulge in light snacks and exquisite mixology, either indoors or at the terrace, where they were able to enjoy the sunset as well as catch "live" matches on the giant screen and TV monitors.

The VVIP Invitation Cards and VIP Tickets were also distributed at the AFC Lounge in the morning of the Matchdays.

NO.	OFFICE	SIZE (APPROX.)	FUNCTION ROOM	DURATION
1	AFC General Secretary's Office	66 m ²	Al Bateel 1 & 2	6 Jan to 11 Feb 2024
2	AFC President's Majlis	*Converted Suite	1 x Amari Suite	6 Jan to 11 Feb 2024
3	AFC Secretariat + Storage	*Converted rooms	2 x Connecting rooms	4 Jan to 11 Feb 2024
4	AFC Medical Clinic	*Converted rooms	2 x Connecting rooms	9 Jan to 11 Feb 2024
5	AFC Lounge	*Existing Outlet	Habanos	10 Jan to 11 Feb 2024
6	OCAC Meeting	278 m ²	Al Mukhtasar 2	11 Jan 2024
7	Signing Ceremony between AFC & Sportradar AG	66 m ²	Al Sabia	11 Jan 2024

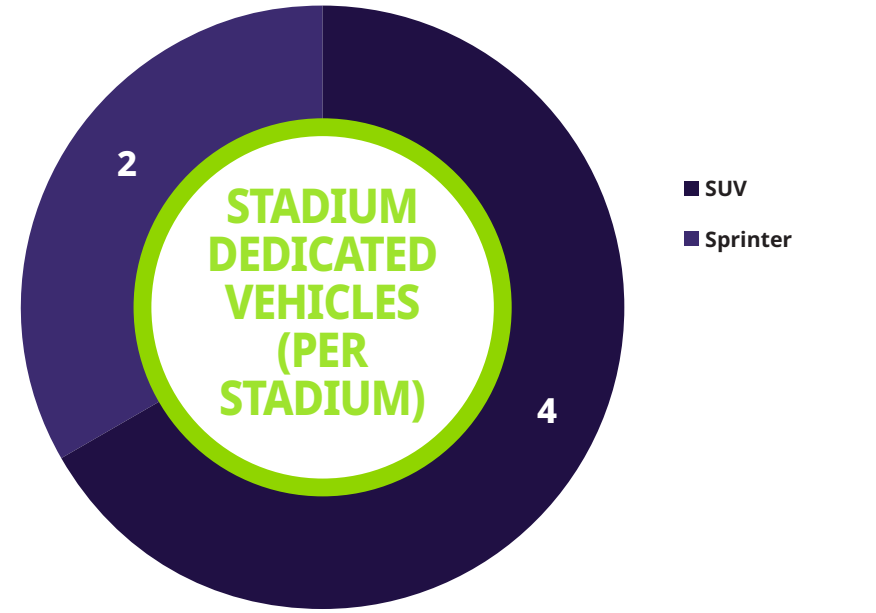
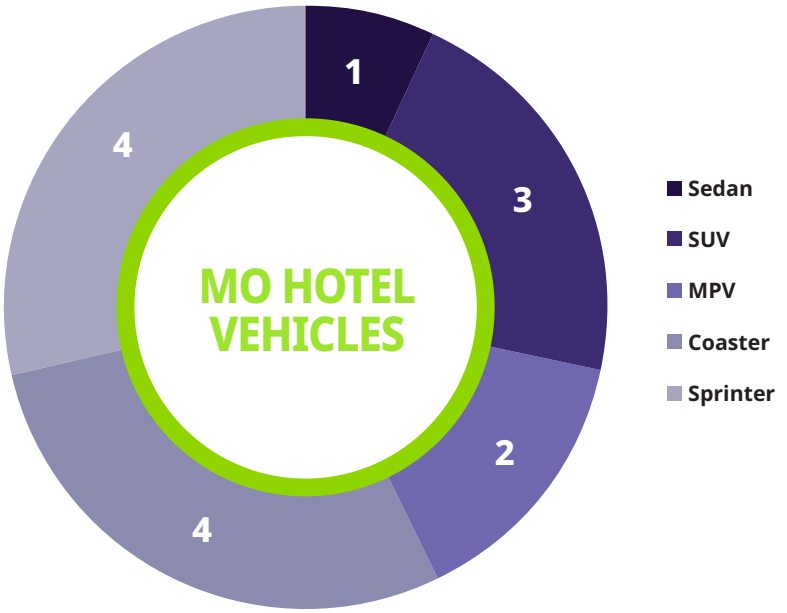
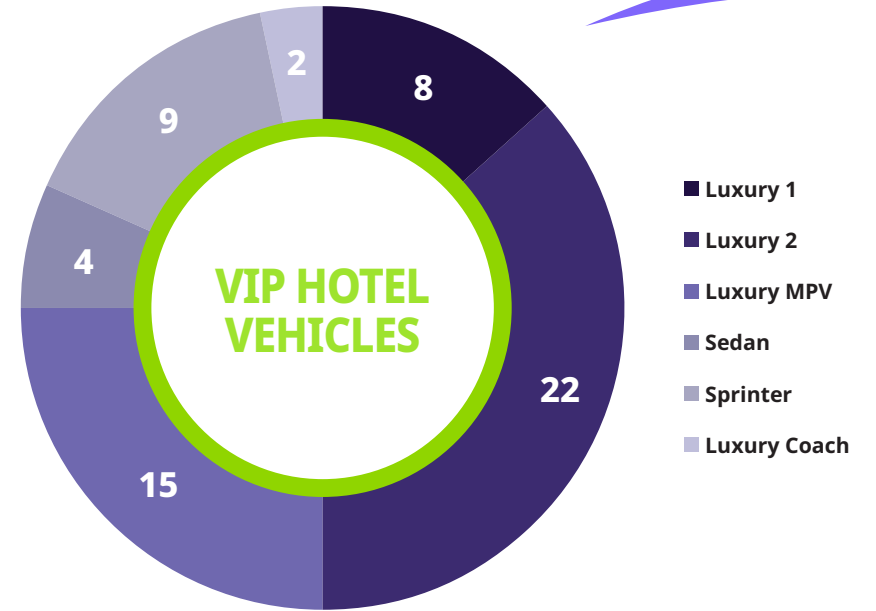
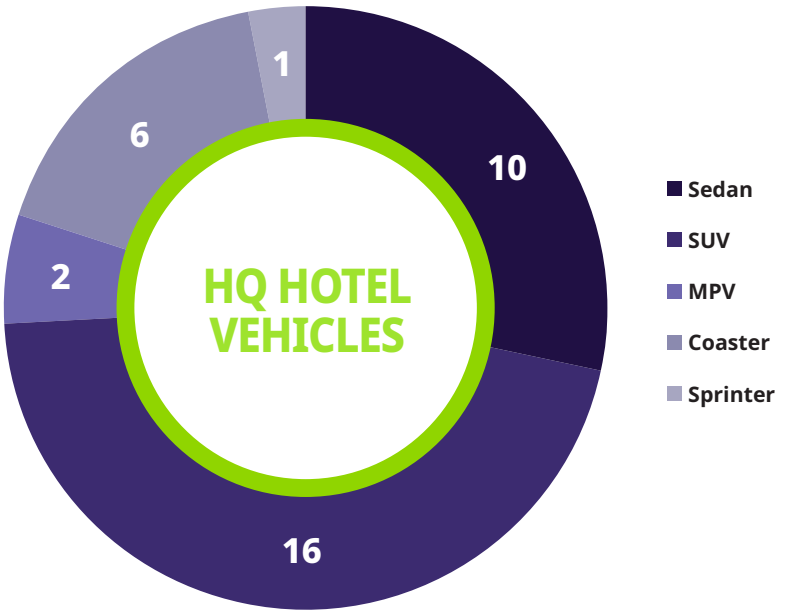
The AFC's requirements on transportation for stakeholders involved in the AFC Asian Cup Qatar 2023™ were shared in the Transportation Policy, which served as a guide for the Local Organising Committee (LOC) with regard to basic requirements, rules and parameters for the provision of transportation matters relating to the Competition.

The key considerations of the transportation plan were as follow:

- Reporting structure between AFC/LOC and the appointed Transport Service Provider
- Airport transfers (e.g. pick up and drop off points, installation of welcome desk/information point, police escort to/from the airport)
- Meet and greet services of the designated Transport Service Provider at the airport
- Dedicated and pool vehicle management for AFC Committee Members, Member Associations, AFC Delegation, AFC Match Officials, AFC Invited Guests (VVIP and VIP) and members of the Participating Teams
- Media shuttle services
- AFC Delegation Shuttle movements

The overall commitment to ensuring the highest standards and tireless efforts in meeting the expectations of the stakeholders, as well as the significant and undivided efforts that were rendered across the city throughout the competition were highly commendable.





ACCOMMODATION

The provision of an Accommodation Subsidy to the Participating Teams (PTs) was a new initiative for this edition. A total of 32 hotels listed below were approved by both the AFC and LOC for the PTs to inspect, select and contract directly with their preferred choice regarding their requirements:

- Al Messila Luxury Collection Resort & Spa
- Grand Hyatt Doha Hotel & Villas
- Shaza Doha Hotel
- Al Rayyan Curio Hotel Collection by Hilton
- Holiday Villa Hotel & Residence Doha
- La Cigale Hotel
- Banyan Tree Doha at La Cigale Mushaireb
- Hyatt Regency Oryx Doha
- The St. Regis Doha
- Century Hotel Doha Lusail
- Intercontinental Doha – The City
- The Westin Doha Hotel & Spa
- City Centre Rotana
- JW Marriott Marquis – City Center Doha
- Voco Doha
- Crowne Plaza – The Business Park
- Steigenberger Doha Hotel & Residence
- W Doha Hotel & Residence
- Crowne Plaza Doha West Bay
- Le Meridien City Center Doha
- Wyndham Doha West Bay
- Delta Hotels City Center Doha
- Marsa Malaz Kempinski
- Millennium Doha
- Dusit Doha Hotel
- Dusit D2 Salwa Doha
- Mondrian Doha
- Embassy Suites Hotel by Hilton
- Pullman Doha West Bay
- Ezdan Palace Hotel
- Radisson Blu Hotel Doha
- Wyndham Grand Doha West Bay Beach

On deadline day, a total of 21 hotels were selected by the PTs and declared as the Official Team Hotels for the AFC Asian Cup Qatar 2023™, with three of the hotels selected accommodating two PTs based on mutual agreements.

OFFICIAL TEAM HOTELS

GROUP A



QAT: Al Messila Luxury Collection Resort & Spa



CHN: Le Meridien City Center Doha



TJK: Banyan Tree Doha



LBN: Voco Doha West Bay Suites

GROUP B



AUS: Marsa Malaz Kempinski



UZB: St Regis Doha



SYR: Ezdan Palace Doha



IND: Hotel Steigenberger

GROUP C



IRN: Al Rayyan Hotel Curio



UAE: Waldorf Astoria Lusail



HKG: Wyndham Doha West Bay



PLE: Intercontinental Doha - The City

GROUP D



JPN: The Westin Doha Hotel & Spa



IDN: W Doha Hotel



IRQ: Dusit D2 Salwa Doha



VIE: Holiday Villa Hotel & Residence

GROUP E



KOR: Grand Hyatt Doha



MAS: Dusit Doha Hotel



JOR: Century Marina Hotel Lusail



BHR: Marsa Malaz Kempinski

GROUP F



KSA: Al Aziziyah Boutique Hotel



THA: Dusit D2 Salwa Doha



KGZ: Hyatt Regency Oryx Doha

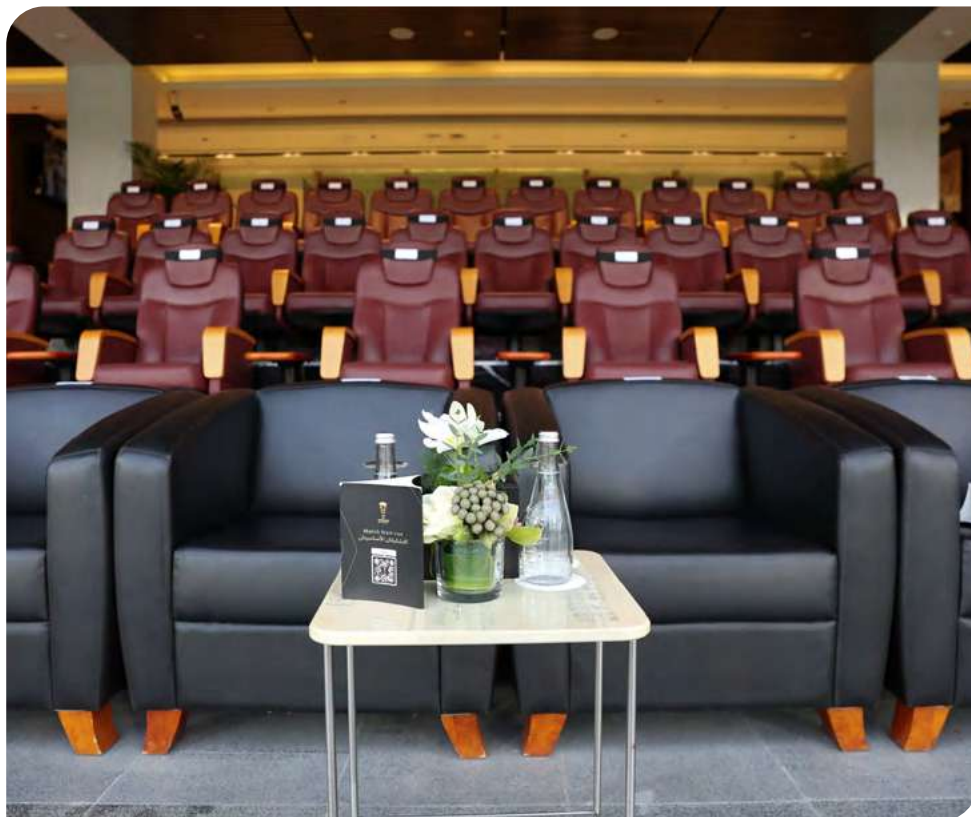


OMA: Wyndham Doha West Bay

VVIP TRIBUNE ARRANGEMENTS

The respective Venue Protocol Officers were responsible for ensuring the readiness of their VVIP Tribune on Matchdays based on the approved seating plan shared by the VVIP Seat

Plan Officer in the AFC Complimentary Ticketing System (ACTS). Thereafter, seat tags/stickers displaying the names of the VVIP guests were placed on the seats.



VVIP/ VIP LOUNGE ARRANGEMENTS

Both lounges offered premium live music entertainment and catering services based on the following:

- Premium hors d'oeuvres and canapes
- Live cooking station
- International and local gourmet cuisine
- Dessert station

General Service Timings:

- **Match 01 and 51** : from KO-3h until FW+1h
- **All Other Matches**: from KO-2h until FW+1h
- All services were to be ready at least 30 minutes before the gates opened

At the lounge, service staff were on hand to welcome and offer guests traditional Arabian coffee, karak chai and mocktails.



NEW INITIATIVES

The AFC introduced QR codes at the VVIP Lounges for access to WiFi, the catering menu and match start list with the aim of encouraging sustainable practices for a greener future.

Additionally, a dedicated AFC President's Lounge was set up in all nine stadiums to offer a more private space to the AFC President, complete with a butler service, for welcoming guests on Matchdays.



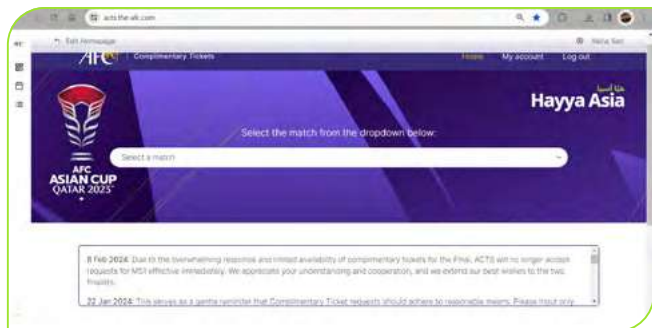
VVIP INVITATIONS & TRIBUNE SEAT PLAN MANAGEMENT

The VVIP Seating Plan Protocol Officers were responsible for the VVIP Invitations List, VIP ticket requests and distributions, as well as developing the tribune seating plans for all matches.

The ACTS was introduced in this edition to manage the requests and allocations of the AFC’s complimentary tickets and the VVIP Invitations. The VVIP Tribune seating plans were also customised on ACTS as an additional feature.

The AFC VVIP Seating Plan Officers compiled the Match Specific Guest List from ACTS and email requests by PMAs/MAs and EXCO Members, after these were approved by the AFC General Secretary.

The AFC VVIP Seating Plan Officers were responsible for providing the approved and finalised Guest Lists based on the matches and invitation cards for distribution on Matchdays from 10am to 2pm at the AFC Lounge.



The VVIP Seating Plan Protocol Officers were responsible for the alignment of the VVIP seating plans in the system with the actual tribune seats for all 51 matches.

Daily coordination with the LOC Guest Management to finalise the heart of tribune and to ensure no duplication of invitees.

The finalised and approved seating plan were shared minus three (3) hours prior to kick-off to respective Stadium Protocol Officers for their onward actions.

Qatar vs Lebanon
12 January 2024 - 19:00
Lusail Stadium
Last updated: 8 February 2024 - 09:35

Seating Plan (Match #1)

Search for...



SECURITY AND ACCREDITATION

11. SECURITY CONCEPT OF OPERATIONS
12. SECURITY MEASURES
13. TSLO / CPO OPERATIONS
14. STADIUM CODE OF CONDUCT & PROHIBITED ITEMS
15. APPROVAL PROCEDURES FOR FLAGS & BANNERS
16. ACCREDITATION CONCEPT
17. ACCESS MANAGEMENT



SECURITY CONCEPT OF OPERATIONS

The Security Concept of Operations is the top-level approach of setting the objective and strategic directions for the security operations, outlining the framework for all tasks as well as roles and responsibilities. Delivering the Security Concept of Operations is a legal commitment under the terms of the Hosting Agreement that was signed by the Host Country and the AFC.

It was supported by an overall Safety & Security Operation Plan that set out procedures to be followed and also provided detailed safety and security operational plans for all competition-related sites.

The Security Concept of Operations covered the following subject areas: Threat Assessment, Risk Assessment, Operation of Safety & Security Risks Assessment, Security Program Plan, Venue Security Operational Plan, Security Contingency Plan, Security Policy & Procedures and Venue Security Requirements.

Below are the improvements for the Safety and Security Operations:

- Implemented the Security Concept of Operations - LOC provided the concept and all the necessary plans and procedures.
- Implemented Secured Transportation of Client Groups and Bubble-to-Bubble Operations, in particular for Teams and Referees through the Vehicle Search Area.
- Activated the Venue Operations centre at all stadiums to manage all safety and security operations across all venues to ensure consistency of operations.



- Implemented clearly defined Evacuation Plans not only in the stadiums but also at the MMC, DEC and Training Sites.
- Revised the list of prohibited items and implemented list of prohibited actions.
- Clearly defined procedures and processes through documentations that ensured seamless implementation of safety and security plans.
- Introduced the Close Protection Officer (CPO), who worked together with Team Security Liaison Officer (TSLO) for better security arrangements and coordination for teams.

CROWD CONTROL AT STADIUMS

SECURITY SAFETY OPERATION COMMITTEE REACT IN THE FOLLOWING CASES

Emergency evacuation

Crowd Density
Exceed: 3.5-4 people
per square metre

Queues that
block spectators'
flow

Systems failures
(power, escalator lifts,
gates, alarm signal)

Riot

POTENTIAL PLACES OF ABNORMAL SITUATION

Holding areas and
queuing system
before Pedestrian
Search Area

Turnstiles and
ticket-check
areas

Brand Activation Areas
(BAAs i.e. merchandise
kiosks, concession stands
etc.) between outer and
inner perimeters of the
stadiums

Stairs/Vomitories

Concession stands,
water closets (toilets)
merchandise kiosks on
the stadium concourses,
stylobate (spaces
between the tiers)

Egress gates

Queue management
system in front of the
transport nodes

Pedestrian walkways
on the approach to
the transportation
nodes/stadium

Pedestrian vs
vehicle crossings

EVACUATION PLAN AT STADIUMS

PARTIAL EVACUATION (MATCHDAY, DURING VOC OPERATIONAL HOURS)

DECISION MAKING

AFC MATCH DIRECTOR, VUM, VC

In case of an emergency requiring access restriction to a dangerous area, the VOC group, including the AFC Representative, Venue Manager (VUM), and Venue Commander (VC), jointly decide on restrictions and evacuations. If consensus isn't reached, the VC has the final say

VC

The VC notifies Deputy Venue Commanders (DVC) in VOC and SCR of the decision to restrict movements in the designated area and initiate a partial evacuation from the emergency area.

SSOC

The VC informs AFC Safety & Security Officer, those responsible for executing the evacuation, and the Tournament Control Centre (TCC) officer. The VUM informs the affected FAs and coordinates their operations as per the situation, along with notifying the AFC Match Director and MOC.

EVACUATION

TCC, VC

In coordination with TCC, the VC oversees the evacuation process and implements necessary measures for expediting the evacuation if required.

VC, DVC, VUM

The VC instructs Deputy Venue Commanders (DVC) and the VUM regarding the sector/area to be evacuated. Subsequently, DVC informs Stadium Supervisors, and VUM informs personnel responsible for executing the evacuation

VC, SSOC, HSVM

In consultation with the Health and Safety Venue Manager (HSVM), the VC defines assembly points, considering the source of the threat, and reports to DVC and VUM about it.

DVC, VUM

DVC and VUM inform those responsible for the execution of the Evacuation about the dedicated assembly points

TSLO

CPO (CLOSE PROTECTION OFFICER)

CLOSE PROTECTION GROUP

TSLO

- TSLO accompanies team from MD-4 till the departure from Qatar or maximum 48 hours after the team's last match at the tournament
- TSLO stays in team hotel
- TSLO is in contact with TLO regarding schedule of movements
- TSLO is the team's focal point for resolving any issues in terms of security
- TSLO coordinates with Traffic escorts for escorted movements

CPO

- CPO accompanies team from MD-4 till the departure from Qatar or maximum 48 hours after the team's last match at the tournament
- CPO commands the operations in case of security threat or incident
- CPO is the main focal point for the protection related topics
- CPO communicates with team through TSLO

STADIUM CODES OF CONDUCT

For the AFC Asian Cup Qatar 2023™, a formal Stadium Code of Conduct was established between the AFC, the host nation, the relevant local authorities and the Stadium authorities. The Code contained provisions that helped to reduce the risk of any spectator behaviour that could have threatened safety, security or good order. If these provisions were violated, the offender(s) would be punished in accordance with the host nation's laws and subject to eviction and/or a ban from Stadiums.

In accordance with the List of Prohibited and Restricted Items (Stadiums) and the Ticketing Terms and conditions, only flags, banners, or posters no larger than 1.5 x 2 metres are permitted. The content must exclusively feature the official country flags of the participating teams

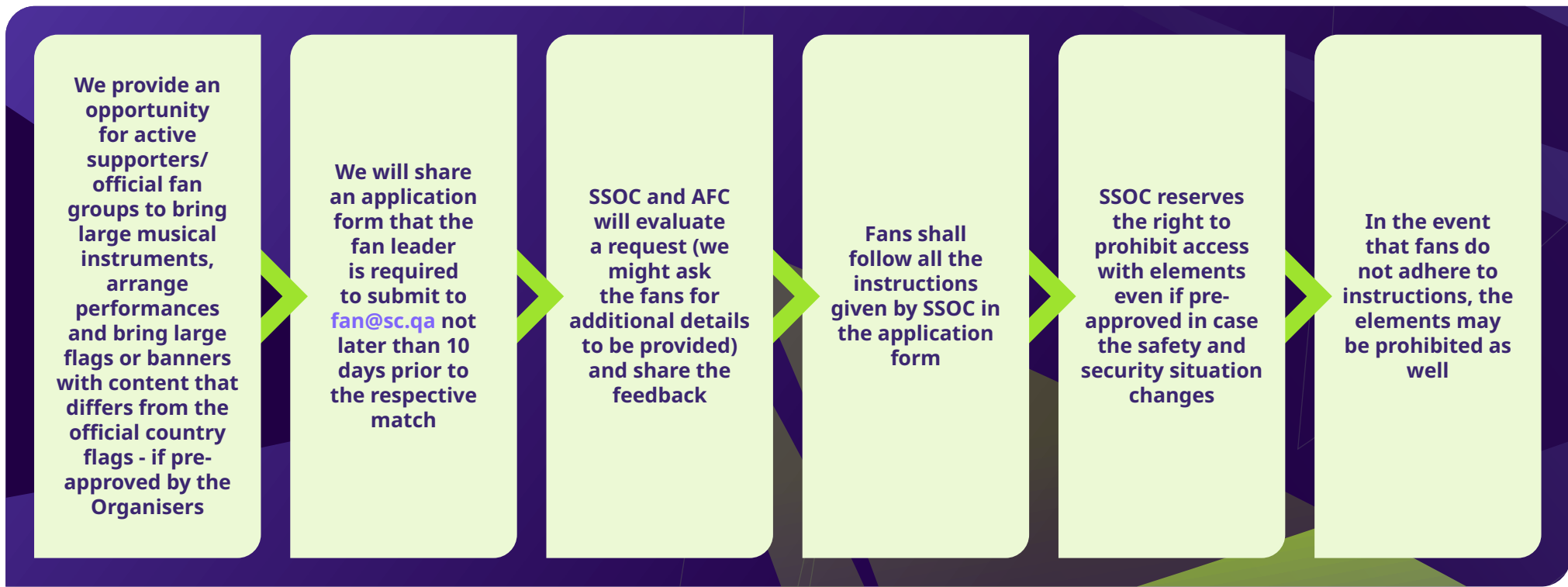
In accordance with the List of Prohibited and Restricted Items (Stadiums) and the Ticketing Terms and conditions, only musical instruments that can fit the window of an X-ray (being 40*60cm) are allowed to be brought inside the stadiums by spectators (with the exception of the devices producing loud sounds, such as whistles, megaphones, etc)

However active fan groups can submit applications to FAN@TBD (email to be confirmed) not later than 10 days prior the respective match in case they would like to bring large musical instruments, different types of the flags and banners or organise fan performances using other elements*. Application form - Appendix 1

APPROVAL PROCEDURES FOR FLAGS & BANNERS

A procedure was established and applied to any oversized fan (larger than 2.5 by 1.5 metres), official flags and banners as well as musical instruments. The application form was provided on the official ticketing website and also circulated to all PMAs.

The outcome of the applications was sent to the applicants with detailed instructions and guidance on usage of their items in stadiums.



CATEGORIES & SUB-CATEGORIES

CATEGORY	SUB-CATEGORIES
Football Family	AFC/LOC High management and relevant stakeholders (Black PVC)
AFC	Asian Football Confederation (AFC)
LOC	Local Organising Committee
Team	Participating Teams (PLAYER, TEAM OFFICIAL)
Referees	Referees (REFEREE)
Volunteer	Volunteers, LOs, Flag bearers, Ball kids (VOL)
Services	Services / Technical staff (SV)
Security	State Security (SEC)
Private Security	Private Security, Stewards (PSEC)
Medical	Medical (MED)
Football Technology	VAR System and selected technology providers (FT)
Partners	Partners, Partners Guests, Partners Staff (PAR)
Media	Press / Media representatives (PHO, PRE, NRH)
HB	Host Broadcasters (HB)
RTV	Broadcast Partners (RTV)
Asia Football Group	AFC Commercial Rights Partner (AFG)

ACCESS PRIVILEGE BY ZONES

Zone 1	Field of Play	Pitch; Team benches; Fourth official's bench; tunnel and access to field of play; photographers' and broadcast pitch positions.
Zone 2	Competitions Area (official areas)	Teams and Referees dressing rooms; Medical and Doping Control rooms; AFC and LOC offices; Corridors (with access to dressing rooms).
Zone 3	Public Areas (access to inner perimeter)	Seating bowl, spectators areas, accredited areas, general Public entrance; Public toilet facilities; Public points of Sale; Concessions' areas; First aid; Commercial displays .
Zone 4	Operations Areas	AFC offices, LOC offices, volunteer centre, storage areas, VOC (all rooms not in Zone 2, IT room, PA announcer booth, police/fire brigade rooms, electrical generator, medical facilities)
Zone 5	VIP & VVIP Areas	VIP reception and lounge; VIP Seats and VIP Area, kitchen
Zone 6	Media Areas	Stadium media centre, media catering area; photographers' area, media services, Media tribune seats, commentary position, mixed zone; press conference room, observers' seats, Etc.
Zone 7	Broadcast Areas	TV Compound, VAR room, Radio and TV Studios, and Camera Platforms.
Zone 8	Hospitality Areas	Hospitality Lounges, skybox area, kitchen, Etc.
Zone 9	Venue Operation Centre (VOC)	Venue Operation Centre

17 ACCESS MANAGEMENT ACCESS MANAGEMENT

At each and every Accreditation checkpoint, Accreditation Access Boards will be displayed to show Venue Access Zones and sample of SADs (where

applicable) that are permitted entry to the restricted area. Below is the sample Zoning maps plan and from which the access management plan is defined

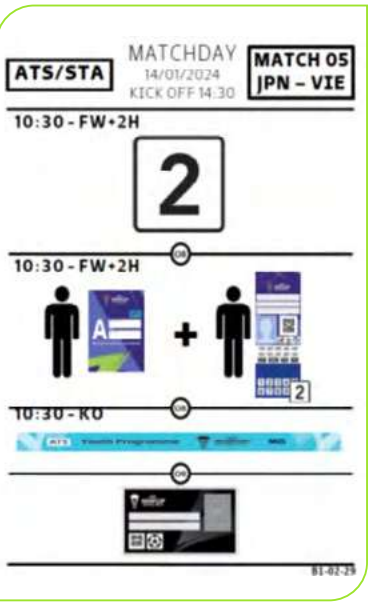
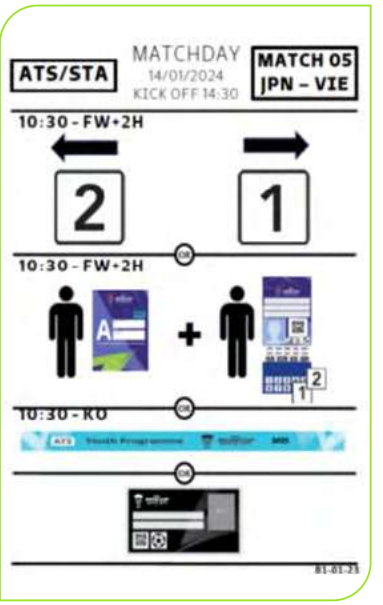
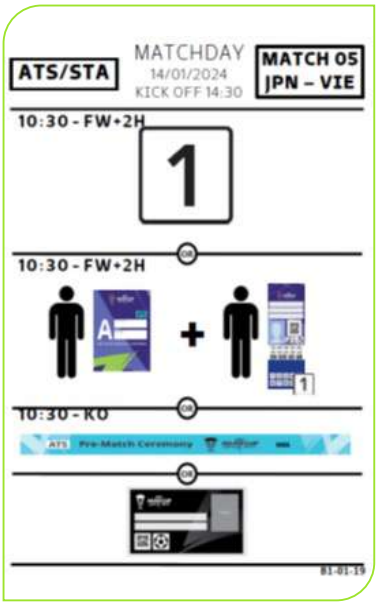


Any movement of these Accreditation Access Boards is strictly prohibited unless under the authority of the LOC Access Manager and AFC Safety & Security Officer at the respective venue. Any queries regarding the

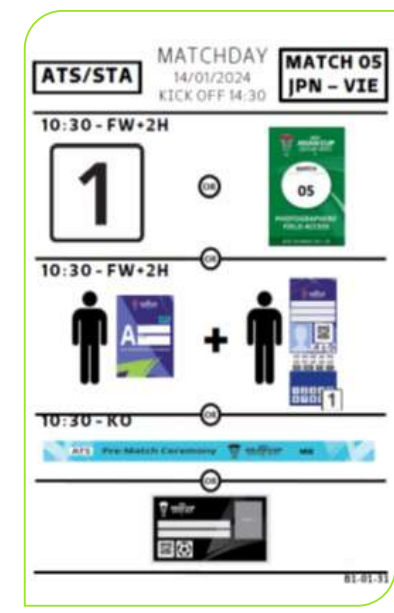
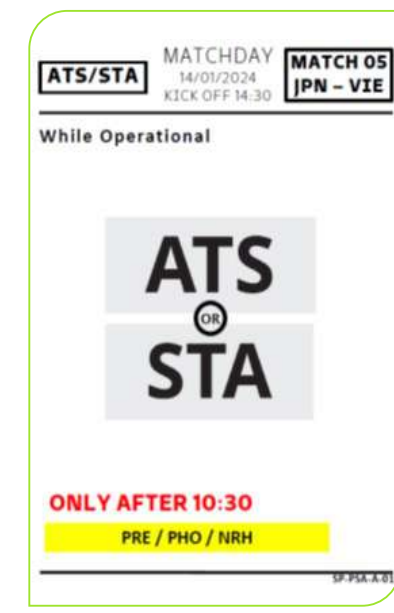
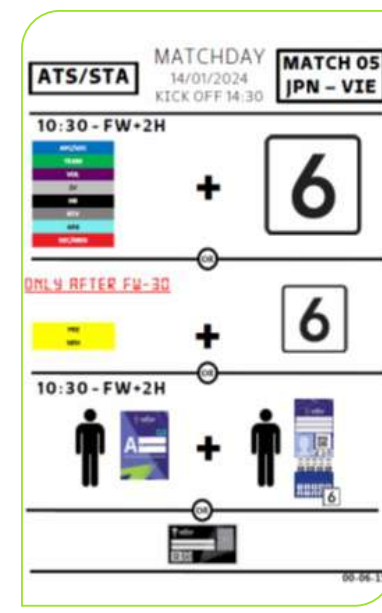
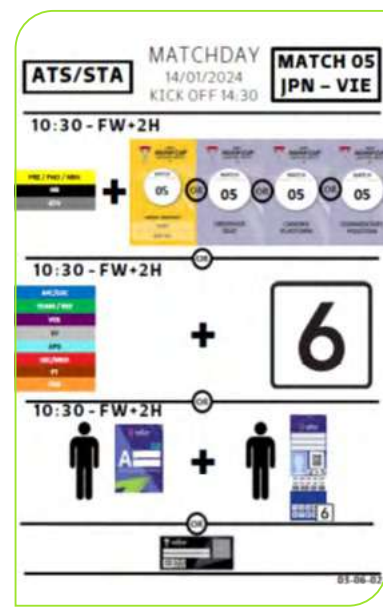
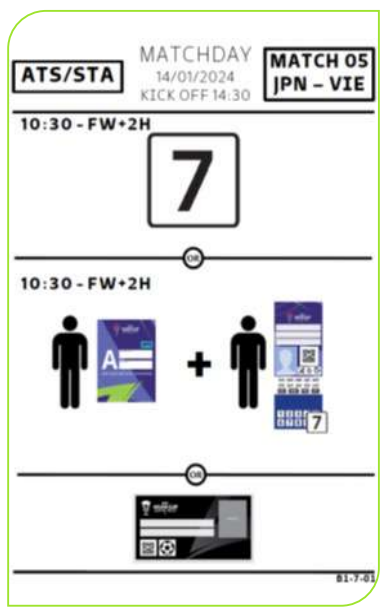
location of the Accreditation Access Boards at each respective Venue should be directly addressed to the LOC Access Manager or AFC Safety & Security Officer. If there is an agreement that a change to the current

location of the Accreditation Access Boards is required, the AFC Safety and Security Officer will then with the LOC Access Management Manager of the relevant venue amend the change.

SAMPLE FOR ACCESS BOARD FOR FIELD OF PLAY AND COMPETITION AREAS



SAMPLE FOR ACCESS BOARD FOR MEDIA AREAS, BROADCAST AREAS, AND PHOTO PITCH ACCESS





TICKETING

- J1. GENERAL CONCEPT & PRICING
- J2. TICKETING OPERATION & MANAGEMENT
- J3. TICKETING STATISTICS



GENERAL TICKET SALES DATA

AS AT 27 JANUARY 2024

- Group Stage (Total sold and allocated): **1,025,195 (~90%)**
- Knockout Stage (Total sold and allocated): **340,100 (~56%)**
- Total tickets sold (online and offline): **1,365,295**

AS AT 5 FEBRUARY 2024

- Knockout Stage (Total sold and allocated) : **539,012 (~85%)**
- Total tickets sold (online and offline): **1,564,207**

TOP THREE MATCHES (HIGHEST SALES)

MATCH	MATCH DATE	STADIUM (GROSS CAPACITY)	TOTAL SALES AS AT 5 FEB 2024
M49 JOR v KOR	6 February 2024	AAS (45,032)	41,144
M51 JOR v QAT (FINAL)	10 February 2024	LUS (88,000)	22,068
M50 IRN - QAT	7 February 2024	ATS (44,000)	21,582

ACTS – GENERAL STATISTICS

(I) USERS:

- Total users (including requestors and administrators): **251**
- Total registered requestors: **218**
 - PMAs: **24**
 - AFC Delegation: **194**
- Total ACTS admins (including Complimentary Ticketing and VVIP Seating Plan Administrators): **33**

(II) PROCESSED REQUESTS (TOTAL: 51 MATCHES)

- Total requests: **8,451**
- Total requests (approved*): **4,978**
- Total requests (declined): **1,690**
- Estimated total transacted emails (via ACTS): **16,000 (Average: 313 emails/match)**

* Some approved requests not accurately recorded during Group Stage; actual total approved requests were considerably higher.

(III) PROCESSED REQUESTS, BY CATEGORY

REQUESTS	CAT1 (M01 - M51)	CAT2 (M01 - M51)	VIP (M01 - M51)	VVIP (M01 - M50)	VIP VAPP (M05 - M51)
Total requests	3282	1024	2281	1562	302
Total requests (approved)	2184	432	1903	342	117
Total requests (declined)	817	375	310	159	29



LEGAL

- K1. DISCIPLINARY MATTERS**
- K2. INTEGRITY**
- K3. COMMERCIAL & INTELLECTUAL PROPERTY**



WHERE POSSIBLE, LEGAL MATTERS WERE DEALT WITH PROMPTLY AT THE VENUE(S) IN CONJUNCTION WITH THE RELEVANT AFC STAFF CONCERNED. ALL DISCIPLINARY NOTICES WERE SUCCESSFULLY SERVED VIA EMAIL TO THE RESPECTIVE TEAM LIAISON OFFICERS, TEAM MANAGERS AND MEMBER ASSOCIATIONS.

199 DISCIPLINARY SANCTIONS WERE ISSUED
BY THE REFEREES: 192 CAUTIONS AND SEVEN EXPULSIONS

33 DECISIONS WERE MADE
BY THE AFC DISCIPLINARY AND ETHICS COMMITTEE
AT THE VENUES.

**ALL 51 MATCHES IN THE
COMPETITION WERE MONITORED**
BY THE AFC INTEGRITY UNIT AND THE AFC
INTEGRITY PARTNER, SPORTRADAR.

**NONE WERE DEEMED
SUSPICIOUS**
FROM AN INTEGRITY PERSPECTIVE.

**FROM A BETTING
INTEGRITY PERSPECTIVE,**
THE COMPETITION IS CONSIDERED TO HAVE
BEEN PLAYED IN A COMPETITIVE MANNER AND
FREE FROM MANIPULATION. THE OVERALL
BETTING ACTIVITY WITNESSED THROUGHOUT
THE COMPETITION IS CONSIDERED REGULAR.

**AFTER THOROUGH
EVALUATION,**
ALL MATCHES CONTAINING SIGNIFICANT
BETTING MOVEMENTS ACROSS THE PRE-
MATCH AND/OR LIVE MARKETS WERE NOT
CONSIDERED SUSPICIOUS AND COULD BE
JUSTIFIED BY REGULAR SPORTING FACTORS.

THE COMMERCIAL AND INTELLECTUAL PROPERTY UNIT SUCCESSFULLY PERFORMED THE FOLLOWING TASKS FOR THE AFC ASIAN CUP QATAR 2023™

1

REGISTRATION OF TRADEMARKS

The unit undertook active steps to initiate the registration of mascots, word work, slogan and competition logo through the LOC in order to secure the protection of the AFC's intellectual property assets. Prior to the creation of the logo and slogan, trademark searches were also conducted in ensuring the AFC's proposed marks were distinctive and did not infringe on existing trademarks.

2

IMPLEMENTATION OF THE RIGHTS PROTECTION PROGRAMME

Ahead of the competition, the Rights Protection Booklet was published on the AFC's website to guide the public on the usage of the AFC's intellectual property assets.

A simplified rights protection poster was provided to the security team and volunteers assisting the unit during Matchdays. The poster was prepared in both English and Arabic to provide a comprehensive understanding of items/materials which could be inferred as a form of ambush marketing.

The unit also inspected the stadiums to ensure that the clean site principles were adhered to.

During Matchdays, volunteers assisting the unit were also provided with a simplified document to aid them in taking note of the acceptable attire of spectators and third-party brands, which were prohibited from associating itself with the AFC. Spectators found to be wearing third-party brands were provided with stickers of the competition to conceal the brands.

The unit also coordinated with the security team to manage ticket touts, unauthorised concessionaires and unauthorised marketing activities by third parties.

Throughout the duration of the competition, as and when prompted by the AFC of any unauthorised association of a third party with the AFC, cease-and-desist letters were issued to the respective parties.

3

PROVISION OF LEGAL SUPPORT TO COMMERCIAL OPERATIONS AND COMMERCIAL DEPARTMENT ON CONTRACTUAL RIGHTS



MEDICAL

- L1. THE AFC MEDICAL TEAM
- L2. MEDICAL MATTERS
- L3. ANTI-DOPING
- L4. FUNCTIONAL AREA:
WORKING WITH LOC
COUNTERPARTS
- L5. KEY MEDICAL INITIATIVES



2019	2023
------	------

- One AFC Medical Officer per stadium
- Covered both medical and anti-doping responsibilities

- Two (2) AFC Medical Officers per stadium – one to manage medical responsibilities and the other oversaw doping control, on a rotation basis
- Every AFC Medical Officer was assigned a primary stadium, along with secondary venues

- Responsible for all medical, scientific and anti-doping matters for the Competition

- Responsible for all medical, scientific and anti-doping matters for the Competition, with expanded roles
- Managed the use of the VAR system and all medical technology systems. The application of VAR and injury spotting necessitated the pitch-side presence of the AFC Medical Officer throughout the match
- Carried out anti-doping control with application of Dried Blood Spot testing and blood sample collections
- Application of FIFA MODOC – a paperless system of doping control integrated with the World Anti-Doping Agency (WADA) Anti-Doping Administration and Management System (ADAMS)

FUNCTIONAL AREAS

PMAAs

Dedicated Player Services at all stadiums; Ambulance coverage at Team Base Camps; On-call doctor service for hotels and Ambulance coverage for Training; Aspetar referral services

MEDIA

1 x Medical clinic for Media & Broadcast Main Media Centre with ambulance coverage

REFEREES

1 x Medical Clinic at Hotel and Ambulance coverage at Hotel and Training site(s)

LOC WORKFORCE

Competition and non-competition venue clinic access dependent on accreditation/zoning. In general, access to spectator medical services and ambulances at stadiums. 999 emergency coverage where no onsite services provided

AFC DELEGATION

1 x Medical Clinic at AFC Hotel with ambulance coverage; 1x Medical Clinic at Doha Exhibition Centre (DEC)

FANS

Stadium spectator clinics; Mobile medical teams; ambulance services across competition sites

VIP/VVIP

1 x Medical Clinic at official VIP Hotel with ambulance coverage; VIP & VVIP clinics at stadiums (according to space/stadium)

MEDICAL INFRASTRUCTURE & SERVICES

- Players' clinics were set up at all stadiums, manned by medical personnel and equipped with emergency medical supplies and necessary medications.
- The LOC designated on-pitch medical personnel as per the HR Policy requirement and provided exemplary support and cooperation throughout the tournament.
- Three ambulances were stationed at each stadium:
 - Two are dedicated for the players
 - One was dedicated for VIP/VVIP guests
 - Number of ambulances for spectators, mobile medical staff and mobile command centre were designated in accordance with the risk assessment prior to each match

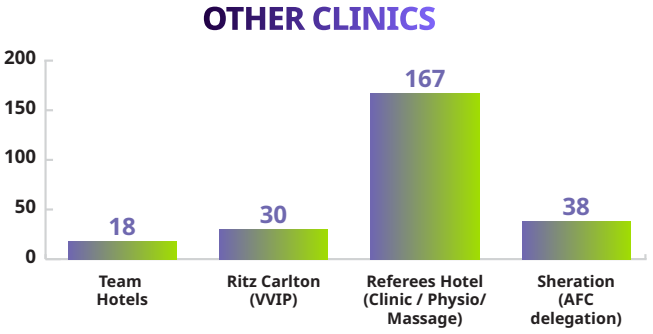
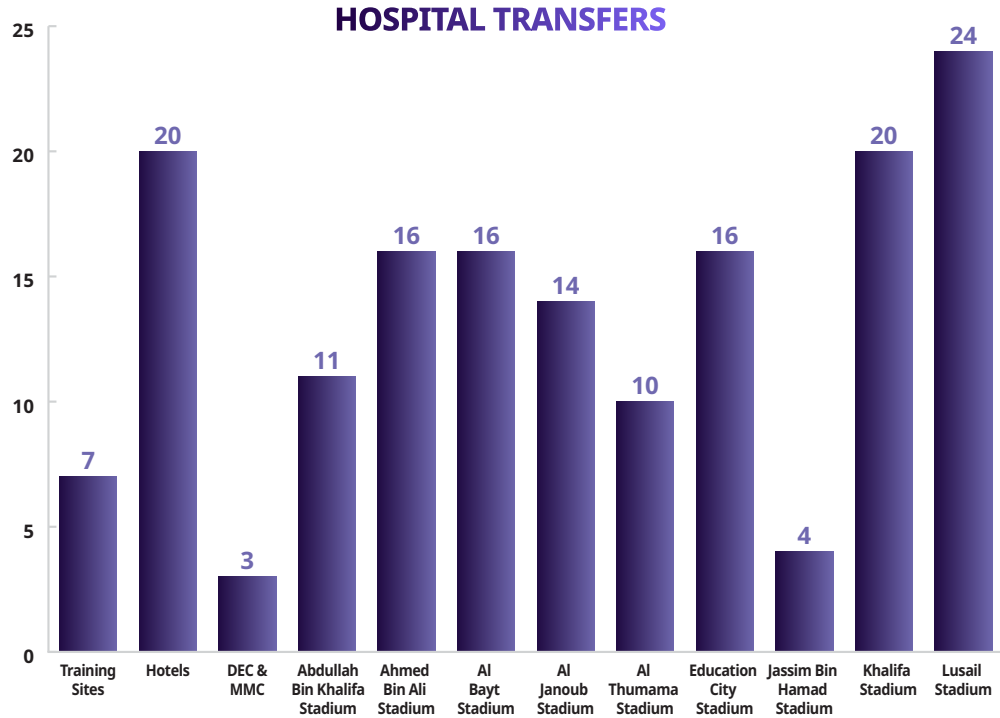


MEDICAL SERVICES

TOTAL PATIENTS (ALL VENUES): 2676



TOTAL HOSPITAL TRANSFERS: 161



ACCREDITED MEDICAL STAFF:
1250

TOTAL COMPETITION CLINICS:
50

NON-COMPETITION CLINICS:
4

OVERVIEW

REGULATIONS

- The Anti-Doping programme was governed by the AFC Anti-Doping Regulations (ADR) and relevant Codes and Guidelines from WADA
- The ADR was communicated to the Participating Teams via a circular dated 28 November 2023
- Anti-doping related matters featured on the agenda during the Team Workshop from 4 to 5 October 2023
- The AFC Medical Officers and AFC Doping Control Officers were well versed with the rules and regulations

EXPERTISE AND EXPERIENCE

- The AFC Medical Officers selected were experienced in covering AFC Competitions and underwent continuous education on a regular basis

ACTIVITIES

OVERVIEW

- AFC adopts a zero-tolerance stance towards doping
- Doping controls were enforced during the AFC Asian Cup Qatar 2023™ in accordance with the AFC Doping Regulations, including the following:
 - In and out-of-competition testing and target testing
 - Players provided urine and/or blood samples, which were handled by a WADA-accredited laboratory in Doha
 - Dried Blood Spot (DBS) samples – new initiative
 - Paperless Doping Control Forms – new initiative



RISK ASSESSMENT

- Ensure that all teams are subject to the same process e.g. all teams must be tested out of competition. However, it is also essential to know when teams need to be prioritised for additional testing.
- Identify teams that have history of Anti-Doping Rule Violations (ADVRs), which may necessitate increased testing
- Players absent during testing and who require rescheduling
- Player returning from injury to training
- Countries with histories of doping cases in sports due to supplements, in particular; in addition, any non-analytical ADVRs
- Whereabouts accuracy is a challenge; mapping of teams or individuals can be done through various platform e.g. social media



SPORTRADAR

INTELLIGENCE & INVESTIGATION

- Usage of Intelligence & Investigation (I&I) enhances the intelligence collection of identification of risks across the testing process and the development of targeted testing plans
- The information collected was part of an intelligence-led approach that assisted AFC to enhance the efficiency of out-of-competition testing during the tournament
- Sportsradar conducted 20 risks assessments in which 18 countries participated in the AFC Asian Cup Qatar 2023™, ranking them from low to high-risk in terms of doping.



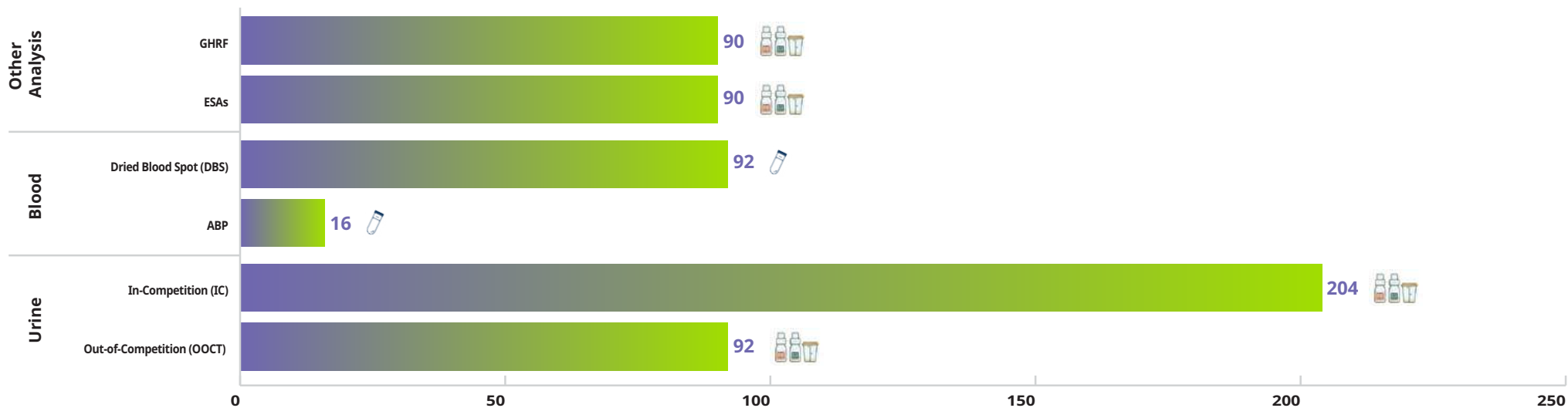
TESTING

TESTING PLAN

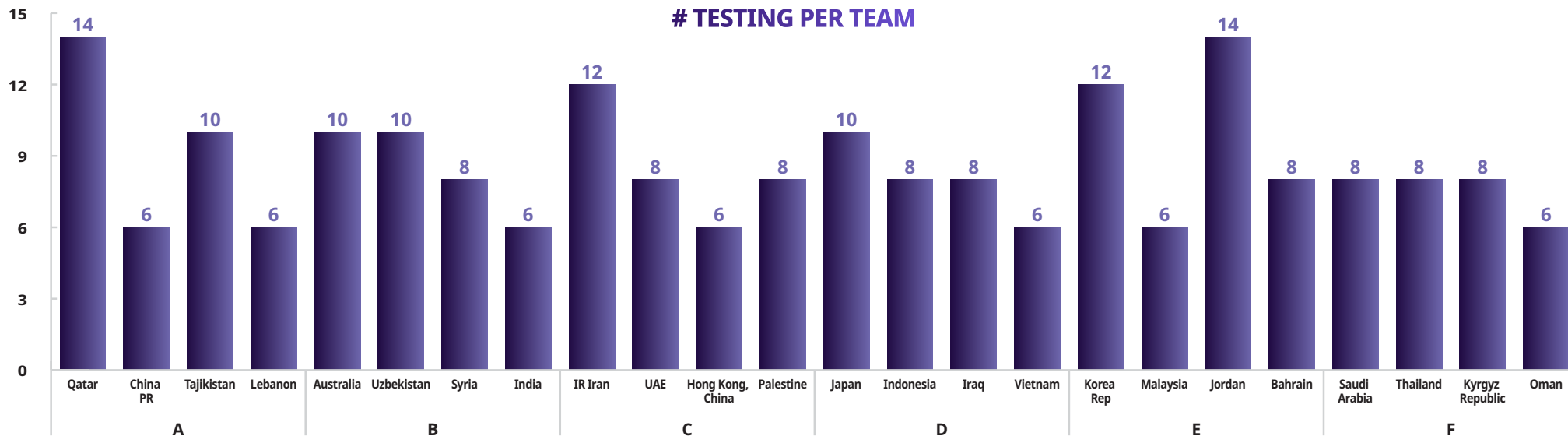
- Out-of-Competition (Unannounced / no-advance notice test).
 - Whereabouts
 - In-Competition
 - Random Selection
 - Target Testing
-
- Total of 404 samples collected in and out of competition.
 - The samples were analysed at the WADA-accredited Anti-Doping Qatar Laboratory. The samples were personally lodged at the laboratory by the AFC Medical Officers immediately after completion of testing.
 - Doping Tests were conducted smoothly without any incidents, thanks to excellent cooperation from Players and Team Officials.



SAMPLES COLLECTED AND ANALYSED



TESTING PER TEAM



REPORT BY FA LEADS/HEADS

LOC CHIEF MEDICAL OFFICER

NAME OF LOC COUNTERPART:

Dr. Khalid Al Khelaifi

DESIGNATION OF THE LOC COUNTERPART(S):

Chief Medical Officer (CMO)

BRIEF ROLES & RESPONSIBILITIES OF THE LOC COUNTERPART(S)

- Oversee the over-all medical services and doping control organisation of the tournament.
- The CMO liaises with the AFC Chief Medical Officer and AFC Lead Medical Coordinator on technical aspects of medical and anti-doping matters.



EXPERIENCES WITH LOC COUNTERPART(S) WHILE WORKING IN AC23



Professionalism

- Demonstrated dedication, leadership, took full responsibility, and committed to his job.
- Always projected positive attitude.
- Hands-on in all aspects of medical and anti-doping (conducted daily meetings and present at almost all the matches to ensure medical set-up was in order).
- Well versed with the rules and regulations as CMO is a member of the AFC Panel of Medical Officers.



Expertise and Experience

- Officiated football matches as Stadium Venue Medical Officer.
- The CMO and medical personnel were experienced in covering football matches from national to international level



Management

- A well organised system of communication centralised at the Medical Command Centre (MCC).
- Collaborative effort from various stakeholders that projected strong support from public and private medical institutions (Qatar Red Crescents, Aspetar, Hamad Medical Corporation affiliated hospitals etc.).

VENUE MEDICAL MANAGERS (VMM)



DR. MONIA SLIM
Khalifa International Stadium



DR. CELESTE GEERTSEMA
Lusail and Al Bayt Stadium




DR. RAOUF REKIK
Al Janoub Stadium



DR. SAMI BEN AYED
Ahmad Bin Ali Stadium



DR. MOKHTAR CHAABANE
Lead VMM



DR. ZIED ELLOUZE
Al Thumama Stadium



DR. HICHAM MOUTAOUAKKIL
Education City Stadium



DR. ALAEDDINE RAHALI
Jassim Bin Ahmad Stadium



DR. MOURAD MOKRANI
Adbullah Bin Khalifa Stadium

EXPERIENCES WITH LOC COUNTERPART(S) WHILE WORKING IN AC23

Professionalism

- Led the medical personnel at their respective stadiums
- Worked closely with the AFC Medical Officers
- Demonstrated leadership, dedication and commitment to their job
- Ensured daily moulage three hours before kick-off of each match
- Attended all MCM and Team Doctor meetings together with the AFC Medical Officers

Expertise and Experience

- Officiated football matches as Stadium Venue Medical Officer in international and domestic leagues

OTHER MATTERS

The LOC managed the medical and anti-doping requirements as per standard



The LOC extended a fee waiver for extensive medical coverage that benefitted the teams and other stakeholders



Organisation of a dinner with personnel of both the AFC and LOC medical teams had a positive impact on teamwork and cooperation, and proved to be an excellent platform to form new friendships and network



Provision of small tokens to the LOC reflected the AFC's appreciation for their invaluable contributions towards a successful AFC Asian Cup Qatar 2023™



TEAM MEDICAL EQUIPMENT

2019	2023
------	------

- Provided to each PT and LOC Medical Team.
- An empty bag with teams responsible for managing medical supplies



- The AEMB contains an Automated External Defibrillator (AED) and other necessary equipment for sudden cardiac arrest to provide basic life support to a patient before being transferred to a hospital.
- The new AEMB was effectively designed as a portable life-saving device with various compartments and labels. The Team Doctors were able to organise and equip the bag with all the necessary supplies required during an emergency.
- Each PT received the AEMB during the Team Arrival meetings.



DOPING CONTROL TESTING KITS FOR DRIED BLOOD SPOT

- Dried Blood Spot (DBS) testing is less invasive than traditional blood collection methods. The DBS test kits is painless, consistent and efficient.
- The SAFESystem DBS Kit is a tamper-evident and WADA-compliant solution that seamlessly integrates with the Tasso M20 device.
- DBS test kits can be transported from the venue to the WADA Laboratory without special packaging (such as cooling packaging) for biological specimens.



GOING DIGITAL: INTRODUCTION TO A PAPERLESS DOPING CONTROL SYSTEM

- MODOC is a digitised, fully integrated system to plan, execute and document In-Competition and Out-of-Competition controls.
- The FIFA Anti-Doping Unit supported the AFC Sports Medicine Unit (SMU) by providing access to the FIFA MODOC account free of charge. Each MODOC Doping Control Form (DCF) cost Euro 26.50.
- MODOC integration with WADA ADAMS to avoid manual entry of DCF.



MEDICAL TABLET



- Implemented SMART Injury Review Technology designed for all 51 matches, which presented medical staff access to important diagnostic tools to allow immediate injury review.
- The technology facilitated quick and accurate decision making and treatment preparation.
- Teams were provided with a tablet for technical and medical usage. In addition, a medical tablet was operated by the AFC Medical Officer.
- The video replay system was highly useful for the assessment of head concussion and subsequent decisions regarding permanent substitution.

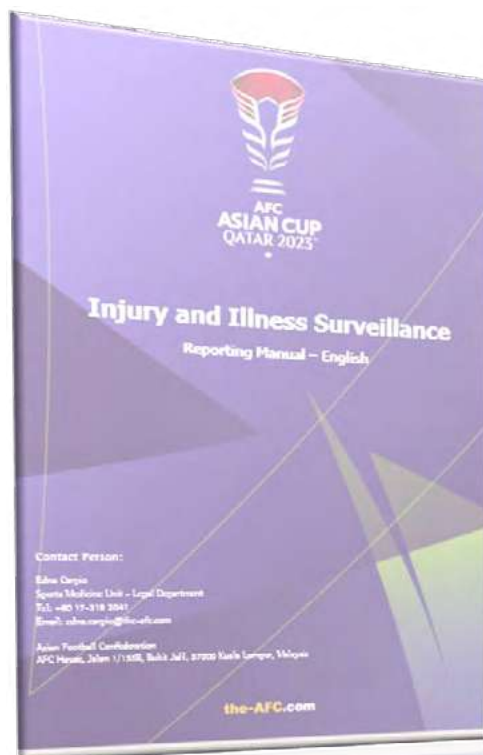
PAPERLESS

- ✓ Built-in guidance system
- ✓ Efficient / secure data transfer
- ✓ Customisation
- ✓ Ensuring process
 - Bottleneck situations
 - More resources needed in the set-up process.

ON PAPER

- ✓ Proven means for conducting the controls (good tracking history)
- ✓ No need for electricity / WiFi
- ✓ Easy onboarding process
 - Prone to mistakes during data entry / data upload
 - Suitable only for one process
 - No flexible data correction

INJURY & ILLNESS RESEARCH PROGRAMME



- The SMU and Aspetar Sports Injury and Illness Prevention Programme (ASPREV) developed a new injury and illness recording system that was introduced at the Competition. This system involved the gathering of information by the AFC from Team Doctors relating to injuries and illnesses affecting Players during the Competition using a new Injury and Illness Surveillance Form.
- Statistical analysis of the submitted forms was carried out by Aspetar Orthopaedic and Sports Medicine Hospital – ASPREV Study Group, whom the AFC partnered with for this specific project. Reports on this statistical analysis were provided to each Team upon request.
- Post-tournament statistical analysis is ongoing

PERMANENT CONCUSSION SUBSTITUTION TRIAL

- The permanent concussion substitute trial Protocol A was implemented, in which each team was permitted to use a maximum of one concussion substitute in a match and no additional substitute for the opposing team.
- SMU liaised with the FIFA Medical Office and International Football Association Board (IFAB) on the reporting requirements, and obtained access to the reporting tools.
- SMU served as the focal point for technical reporting on concussion cases with the support of the AFC Medical Officer, in close coordination with the respective Team Doctors.
- From 51 matches, only one (1) substitution was made under this circumstance and the player did not play for the rest of the Competition.



EDUCATION & DEVELOPMENT

AFC MEDICAL OFFICERS

- A series of four webinars covering various topics in preparation towards the Competition.
- Two on-site workshops from 9 to 10 January 2024
- Two on-site workshops before the Round of 16 and Quarter-finals

TEAM DOCTORS

- Team Workshop from 4 to 5 October 2023
- Team Doctors Meeting right after the MCM

LOC MEDICAL TEAM

- Moulage two hours before kick-off of every match

PLAYERS

- Awareness campaign on anti-doping

ANTI-DOPING



MEDICAL OFFICERS



AWARENESS

WORKSHOPS



AFC ASIAN CUP QATAR 2023 BRAND

- M1. AFC ASIAN CUP QATAR 2023™
COMPETITION LOGO
- M2. AFC ASIAN CUP QATAR 2023™
BRAND



AFC REVEALS THE AFC ASIAN CUP QATAR 2023™ EMBLEM

The AFC and the LOC of the AFC Asian Cup Qatar 2023™ launched the Official Logo Emblem of the competition to audiences at the Final Draw, which was held at the Katara Opera House in Doha, Qatar on 11 May 2023.

The logo emblem combined the silhouette of the famous AFC Asian Cup™ trophy with unique cultural elements that embodied the competition's spirit.

The lines of the trophy drew inspiration from the feathers of the majestic falcon, a bird with historical and cultural significance to the nation of Qatar, and the petals of Asia's indigenous lotus flower. The two cultural native symbols were united by one trait: their ability to rise above, as the lotus flower floats above water and the falcon soars in the sky.

The top of the logo was adorned with the iconic maroon, or ennabi, Qatar's national color. The typography was inspired by Arabic calligraphy, paying homage to the nation's language and its beautiful calligraphy.

Finally, the logo emblem was tailed with a shape resembling a diamond, which is the Arabic "nuqta" or dot that can be seen across many Arabic letters and is considered to be a symbol of clarity in Arabic writing.



The symbol was a powerful representation of the AFC Asian Cup Qatar 2023™.

A dramatic culmination of iconic Qatari and Asian cultural elements, our symbol took inspiration from both the prestigious and fabled Qatari falcon as well as the vibrant Asian lotus flower, whose shapes give influence and combine to culminate in a distinct trophy form. A truly unique and dynamic symbol, our logo was a celebration of the very best of the AFC Asian Cup™.

WORDMARK

The wordmark was a combination of the core AFC Asian Cup™ custom typeface, combined with a handcrafted Qatar 2023™ marque to create a striking and standout typographic element that followed the style of our symbol and represented the AFC Asian Cup Qatar 2023™ tournament and its location.



Symbol

Wordmark



M2 AFC ASIAN CUP QATAR 2023™ BRAND



The AFC Asian Cup Qatar 2023™ brand was vibrant, dynamic and exciting, comprising a range of core brand elements such as the logo, colours, imagery, typography and graphic elements.

It used a “fixed and flexible” system, offering a core set of “fixed” assets that was applied and “flexed” in different ways to offer an adaptable and compelling brand identity system that brought the tournament to life.



COLOUR INSPIRATION

Qatar is a nation rich in history and culture, and while it may sometimes be known for its traditional colours of maroon and white, our Host Country is full of colour.

From fabrics to landscapes, and modern and cutting edge architecture to classic constructions, there was a wide-ranging diversity of vibrant and unexpected colour combinations on show.

The colours of our identity were inspired by the colours of Qatar.



COLOUR STRATEGY

This section outlines our approach to colour, our colour palettes and usage guidance. Our colour approach was “unexpected colour combinations, unified by a connecting colour”.

Our brand had two palettes; a core palette for use in digital, broadcast, partner activation and product premiums, and an “on-ground” palette of colours which brought our brand to life across the host cities and stadia.

All our unexpected colour combinations within each of these palettes were unified by our striking connecting colour: lilac.

LILAC - OUR CONNECTING COLOUR

To help connect all the colourways, we took the Lilac colour from the AFC Asian Cup Qatar 2023™ Final Draw and adopted this as our connecting colour across all touchpoints.



On-ground Colours	City dressing
Al Bayt Stadium	City dressing
Al Janoub Stadium	Wayfinding
Al Thumama Stadium	Media centre
Abdullah bin Khalifa Stadium	Volunteers
Lusail Stadium	Hospitality
Khalifa International Stadium	VIP
Ahmad bin Ali Stadium	VVIP
Jassim bin Hamad Stadium	Final
Educational City Stadium	

OFFICIAL MUSIC: HADAF

- Hadaf means a goal and it was the official song for the AFC Asian Cup Qatar 2023™, written by Heba Hamada and performed by Fahad Al-Hajjaji and Humood AlKhudher
- This music composition celebrates ambition, unity, and resilience, encouraging us to embrace hope and persevere in everything we do
- The AFC was not informed of the production of the anthem and the final cut of the track was submitted to AFC out of the blue.
- Hadaf was used throughout all matches for the pre-match entertainment

OFFICIAL MASCOTS

- The Saboog were the AFC Asian Cup Qatar 2011™ mascots and were reintroduced as part of the Qatar 2023™ edition.
- The Saboog Family, which lives in the desert of Qatar, consists of five members: Three male characters and two female characters.
- Zkriti is the father, Traeneh is the mother, Freha is the oldest daughter, Saboog the firstborn son, and Tmbki is the youngest son.
- Mascots were activated in matches, on TV (BeIN advertising), shopping malls, airport, offices, fan zones and various other touchpoints in Doha.





INNOVATIVE TECHNOLOGY & TRANSFORMATION (ITT)

- N1. NEW INITIATIVES & APPLICATIONS
- N2. ACCREDITATION
- N3. IT FACILITIES & SERVICES



1

MICROSOFT TEAMS

- Implementation and configuration of Microsoft Teams as a centralised communication and collaboration platform for all delegates.
- All delegates were provided with a Microsoft 365 account.

2

CLICKUP

- Implementation and configuration of ClickUp as a unified project management tool.

3

EXTRANET

- A fully integrated platform with Microsoft SharePoint for centralised document sharing between the Asian Cup Office (ACO), PTs and external parties.

4

AFCAS: TEAM SCHEDULE MANAGEMENT (TSM)

- A platform that allowed all PTs to submit their preferred training times for their assigned Training Pitch.
- Team Manager will receive a notification from TSM upon approval of the request.

5

AFCAS: E-STARTLIST

- PTs submitted via AFCAS their entries for the Start List and Officials on the Bench.
- This paperless approach reduced the response time required previously, when PTs had to make submissions to the Match Commissioner (MC).

6

AFCAS: TACTICAL LINE-UPS

- Tactical formations and player information of the teams were populated in this new report for distribution to VVIP, VIP, Media and Broadcasters.

7

AFCAS: TEAM DOCUMENT SUBMISSION

- Documents for registration, equipment documents, infotainment media and artwork by PTs were submitted via AFCAS.
- Each PT were assigned three AFCAS accounts for such submissions.

8

AFCAS: MATCH ORGANISATION

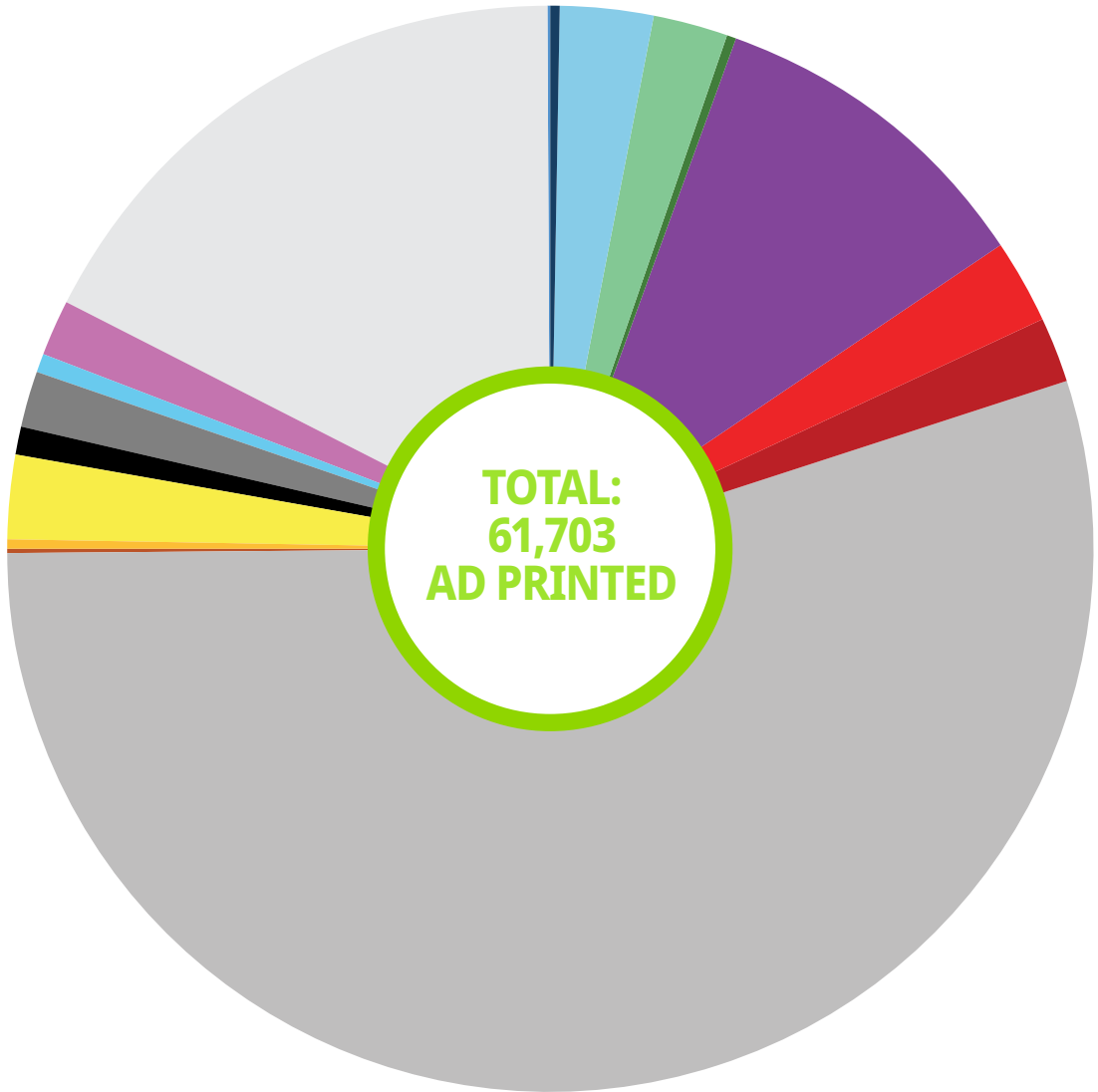
- Team-related responses from General Coordinator and MC reports were automatically populated, with the information consolidated for easier viewing.

9

AFCAS: ENHANCED REPORT FORMAT

- Enhanced reports were produced, containing more precise information, a neater layout and standardised format for Player Selection, Start List, Match Summary etc.

BREAKDOWN BY CATEGORY



CATEGORY	PRINTED
Football Family	31
AFC	305
LOC	1,700
Team	1,344
Referees	88
Volunteer	6,189
Private Security	1,496
Medical	1,250
Services	34,014
Football Technology	72
Partners	104
Media	1,457
HB	457
RTV/BRD Partner	1,152
Asia Football Group	239
Stakeholders	1,024
Upgrade Cards	10,781
TOTAL	61,703

1 INTERNET SERVICES

- Dedicated Internet access installed and configured for all venues, including DEC, MMC, Referees (REF) and stadiums (STA).
 - **DEC:** 1GB Internet bandwidth
 - **MMC:** 2GB Internet bandwidth
 - **REF:** Two dedicated internet lines with 100Mbps each were supplied for the VAR Simulation and Remote Monitoring Rooms.
 - **STA**
 - **Areas covered:** Competition Areas, Media Centre, Media Tribune, VIP/VVIP, Field of Play, VAR and other operational areas.
 - **Group Stage:** 1GB Internet bandwidth for each stadium
 - **Round of 16 onwards:** 2 GB Internet bandwidth for each stadium
 - **Final:** 5GB Internet bandwidth for Lusail Stadium

2 WI-FI SERVICES

- A standardised solution for WiFi service across all venues was provided.
- The WiFi SSIDs and passwords for all stakeholders were functional specific, which allowed automatic connection to their devices at different areas and venues.
- A total of four SSIDs were configured for AFC Delegates, VVIP/VIP, Teams and Media.

3 MFP & PRINTERS

- A total of 68 Multi-function Printer (MFP) and printer units were installed across all venues, including DEC, MMC, REF, STA and VIP Hotel.
 - **DEC:** 13 units
 - **MMC:** 4 units
 - **REF:** 3 units
 - **STA:** 45 units, 5 per STA
 - **VIP Hotel:** 3 units

4 DEC OFFICE SETUP

- With a centralised HQ setup at the DEC, the following IT equipment were also supplied by the LOC
 - **Ooredoo IP-TV box:** 14 units
 - **Computer Monitor:** 96 units
 - **Laptop:** 14 units
 - **LED TV:** 20 units



LOGISTICS

- 01. LOGISTICS SERVICES VENDOR
- 02. SPORT EVENTS MANAGEMENT SYSTEM
- 03. SHIPMENT
- 04. LAND TRUCKING
- 05. WAREHOUSE OPERATIONS
- 06. DOHA EXHIBITION CENTRE (DEC) OPERATIONS





KUEHNE+NAGEL

1. Kuehne + Nagel (K+N) is one of the top providers of logistics services in the world and managed the logistics during the FIFA World Cup Qatar 2022.
2. K+N was appointed as the logistics services vendor via an open tender exercise. Kelme and Yili appointed K+N as their logistics services vendor as well.
3. During the tournament, K+N managed the warehouse operations, item preparation and delivery to all AFC locations.



CUSTOMS PROCEDURES

- Customs declaration simplification
- No Harmonised Code; replaced by Category Code
- No certificate of origin needed
- No original invoices and packing lists required
- Question-based online approval for restricted items
- Reconciliation within Sports Events Management Services (SEMS)
- Exemption from Customs payment
- Consignor and Consignee (same entity)
- The introduction and the usage of SEMS by the LOC reduced the downtime of customs procedures as well as the import and export red tape.
- This helped to ensure a smooth delivery process from the port of entry to the Doha warehouse and DEC.
- The LOC played an important part in the customs procedures and was helpful in supporting day-to-day operations



Customs Declaration Simplification



Simplified to suit AFC client groups



No Harmonized Code (HS CODE)



Categories to replace HSCODE



No Legalization of Shipping Documents



No Certificate of Origin



No Original Invoices & Packing List requirement



Question based online approval for restricted items



Reconciliation within SEMS



Exemption from Customs payments

1. A total of 37 shipments from Malaysia and other countries to Qatar were recorded.
2. A total of 40 tonnes of items were imported into Qatar from Malaysia and other countries.

AIR FREIGHT

KUL - DOH

1. A total of 19 shipments via air freight from Kuala Lumpur to Doha were recorded.
2. All shipments utilised the direct flight by Qatar Airways from Kuala Lumpur to Doha.
3. A total of 830 cartons were shipped to Doha.
4. All cartons were shrink-wrapped and palettised to deter theft and minimise damage.



OCEAN FREIGHT

CHN - DOH

1. Kelme shipped four mixed-size containers via ocean freight from Xiamen, China PR to Doha. The items comprised official match balls, youth programme apparel and Final souvenir footballs.
2. Yili shipped 17 containers containing bottled mineral water to Doha. The bottled water was distributed by K+N (appointed by Yili) to all AFC locations in Doha.



EXPRESS COURIER

1. AFC and other stakeholders shipped items via express couriers to Doha.
2. Twelve shipments from Malaysia, Chinese Taipei, Hong Kong, China, United Kingdom and France were delivered to the K+N warehouse and DEC.
3. The list of items shipped via express couriers include Final match and souvenir footballs, sleeve badges, Referees' earpieces, award trophies, diaries, media gifts, Kelme shoes, invitation cards and Final match gift boxes.

AIR FREIGHT

DOH - KUL

1. A total of 29 pallets were shipped back to the AFC House.
2. A total of 307 cartons were moved via air freight to the AFC House.
3. All return shipments utilised the direct flight by Qatar Airways from Doha to Kuala Lumpur.
4. Shipments were divided into four categories:
 - Temporary import (KUL-DOH-KUL)
 - Normal import (CHN-DOH-KUL)
 - Locally purchased items
 - Locally gifted items (souvenirs)



MALAYSIA

1. Five trucks were used to collect a total of 3000 cartons from the AFC House.
2. AFC vendors delivered 530 cartons directly to the K+N warehouse in Bukit Jelutong, Kuala Lumpur.



QATAR

- Twenty mixed-size trucks were used for delivery to all AFC locations in Doha.
- Fifty workers delivered a total of 151 pallets to each location storage area.
- Five trucks and five workers were used to collect the return shipment items from the DEC.
- A total of 307 cartons on 29 pallets were collected from the DEC and delivered to the K+N DOH warehouse for consolidation.





eASIAN CUP (eFOOTBALL)

- P1. eASIAN CUP 2023 (eAC23) SUMMARY
- P2. MATCH SCHEDULE
- P3. OFFICIAL ACTIVITIES
- P4. ARENA SET UP & PARTICIPATING TEAMS
- P5. TOURNAMENT RESULT
- P6. SOCIAL MEDIA



eASIAN CUP 2023 (eAC23) SUMMARY

- The event was held at the Virtuocity arena, located at the Doha Festival City Mall, from 1 to 5 February 2024
- The creative broadcast was managed by the vendor, Team Mana
- 19 PMAs featured in this invitational eFootball event



AFC eASIAN CUP

GROUP A	GROUP B	GROUP C	GROUP D	GROUP E	GROUP F
<ul style="list-style-type: none"> QATAR (H) TAJIKISTAN LEBANON 	<ul style="list-style-type: none"> UZBEKISTAN SYRIA INDIA 	<ul style="list-style-type: none"> IR IRAN UAE 	<ul style="list-style-type: none"> JAPAN INDONESIA VIETNAM 	<ul style="list-style-type: none"> KOREA REPUBLIC MALAYSIA JORDAN BAHRAIN 	<ul style="list-style-type: none"> SAUDI ARABIA THAILAND KYRGYZ REPUBLIC OMAN





AFC ASIAN CUP QATAR 2023™

AFC eASIAN CUP MATCH SCHEDULE



Time	1 February 2024, Thursday Group Stage Matchday 1		2 February 2024, Friday Group Stage Matchday 2		3 February 2024, Saturday Matchday 3	Time	4 February 2024, Sunday R16 - QF Matchday 4	Time	5 February 2024, Monday SF - Final Matchday 5
14:00	QAT v LBN	LBN v QAT	TJK v LBN	LBN v TJK	Rest Day	11:00	2A v 2C (R16-1)		
	UZB v SYR	SYR v UZB	SYR v IND	IND v SYR			1D v 3BEF (R16-2)		
15:00	TJK v QAT	QAT v TJK				12:30	1B v 3ACD (R16-3)		
	IND v UZB	UZB v IND	JPN v IDN	IDN v JPN			1F v 2E (R16-4)		
16:00	JPN v VIE	VIE v JPN	IRN v UAE	UAE v IRN		14:00	1C v 3ABF (R16-5)		
	MAS v JOR	JOR v MAS	BHR v MAS	MAS v BHR			1E v 2D (R16-6)		
17:00	VIE v IDN	IDN v VIE	JOR v BHR	BHR v JOR		15:30	1A v 3CDE (R16-7)	15:00	W QF1 v W QF2 (SF1)
	KOR v BHR	BHR v KOR	OMA v THA	THA v OMA			2B v 2F (R16-8)		
	KGZ v KSA	KSA v KGZ				17:00	W R16-1 v W R16-2 (QF1)	16:30	W QF3 v W QF4 (SF2)
							W R16-3 v W R16-4 (QF2)		
18:00	JOR v KOR	KOR v JOR	KOR v MAS	MAS v KOR	18:30	W R16-5 v W R16-6 (QF3)	19:00	W SF1 v W SF2 (Final)	
	KSA v OMA	OMA v KSA	KSA v THA	THA v KSA		W R16-7 v W R16-8 (QF4)			
	THA v KGZ	KGZ v THA	KGZ v OMA	OMA v KGZ					

Note: 1. During the Group Stages, each match will be played consecutively twice and for the Knockoff Stages, it will follow the best-of-three format as explained in the Terms and Conditions document.
2. All KO times (Qatar local time) may be subject to change.

Group A		Group B		Group C		Group D		Group E		Group F	
A1	Qatar (QAT)	B1	Uzbekistan (UZB)	C1	Islamic Republic of Iran (IRN)	D1	Japan (JPN)	E1	Korea Republic (KOR)	F1	Saudi Arabia (KSA)
A2	Tajikistan (TJK)	B2	Syria (SYR)	C2	United Arab Emirates (UAE)	D2	Indonesia (IDN)	E2	Malaysia (MAS)	F2	Thailand (THA)
A3	Lebanon (LBN)	B3	India (IND)			D3	Vietnam (VIE)	E3	Jordan (JOR)	F3	Kyrgyz Republic (KGZ)
								E4	Bahrain (BHR)	F4	Oman (OMA)

the-AFC.com



AFC Asian Cup



@afcasiacup



@afcasiacup



AFC Asian Cup



@theafcub



Activities included photography and video sessions, arena familiarisation and rehearsals (station, anthem etc.)



Arena Familiarisation



Station Setup



Rehearsals

ARENA SET UP & PARTICIPATING TEAMS



Commentators/Emcee



Team Area "Sub Bench"



Team Qatar



Team Tajikistan



Team Lebanon

P4 ARENA SET UP & PARTICIPATING TEAMS



Team Uzbekistan



Team Syria



Team India



Team IR Iran



Team UAE



Team Japan

ARENA SET UP & PARTICIPATING TEAMS



Team Indonesia



Team Vietnam



Team Korea Republic



Team Malaysia



Team Jordan



Team Bahrain



Team Saudi Arabia



Team Thailand



Team Kyrgyz Republic



Team Oman



CHAMPIONS

INDONESIA

RUNNERS-UP

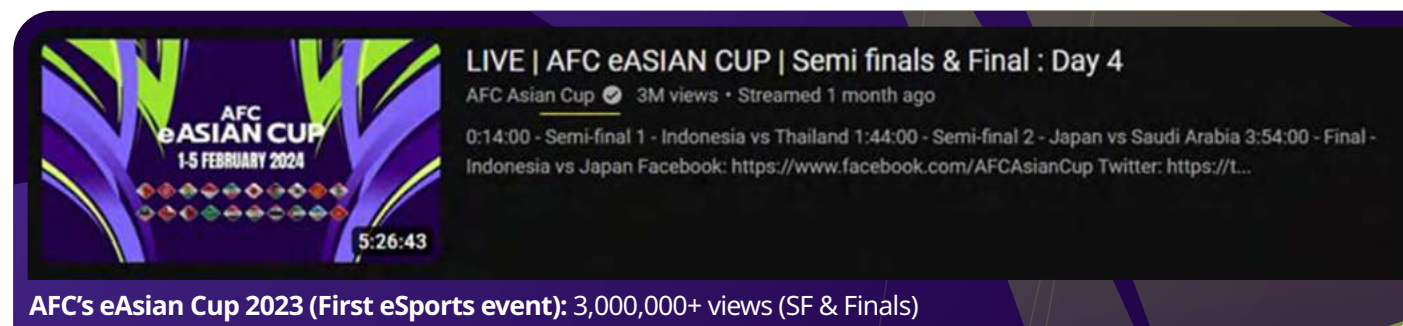
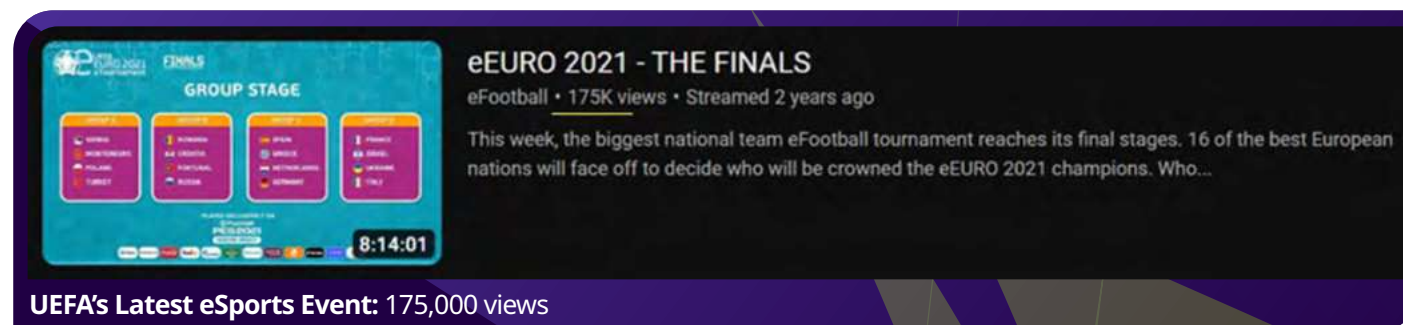
JAPAN



YOUTUBE LIVE COMPARISONS

CONCLUSION

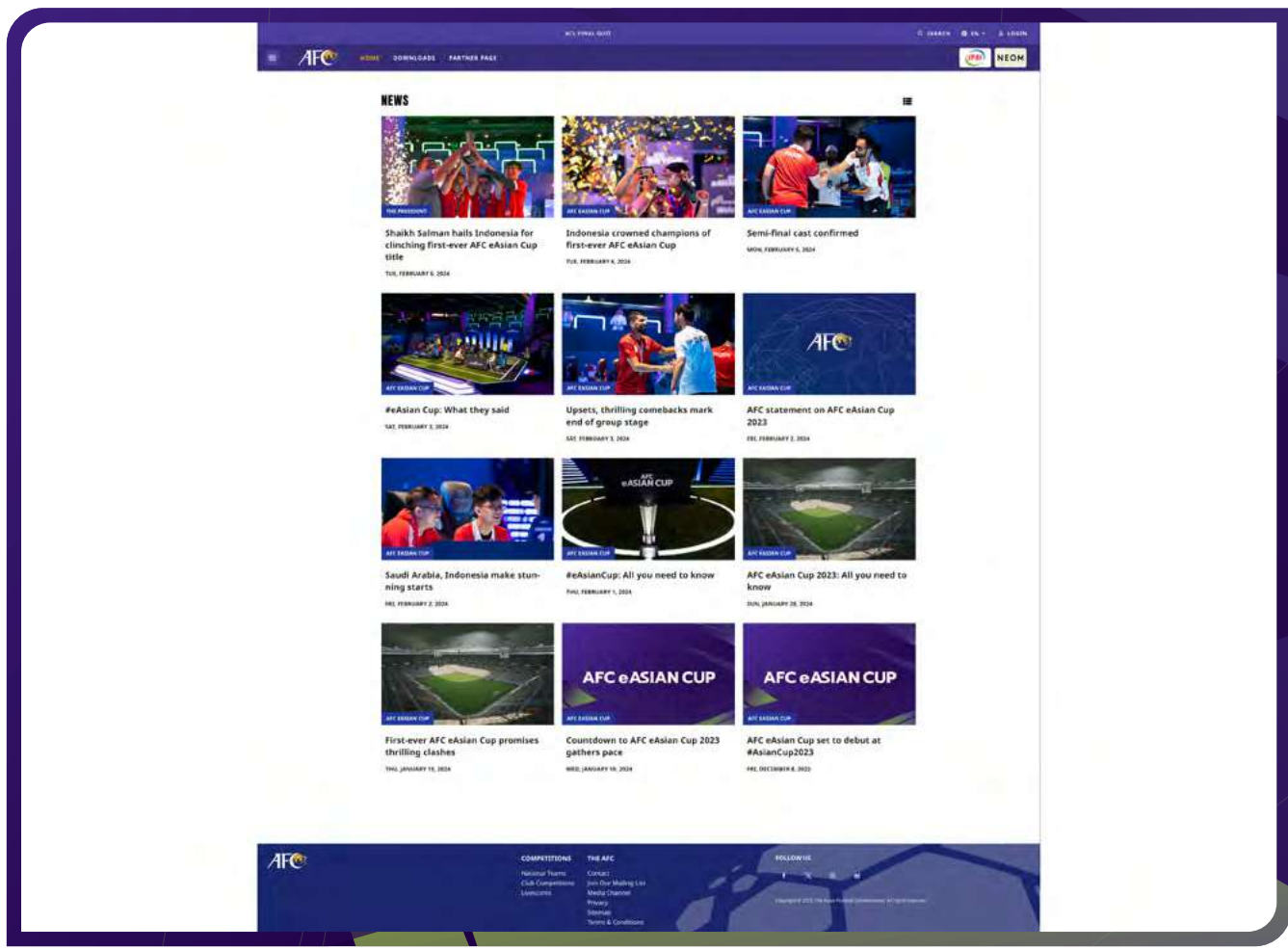
eAC23 was a huge success with over 3,000,000 views for the Semi-finals and Final on YouTube Live. This shows the great potential and interest in eFootball in Asia. To build on this, AFC will enhance our digital presence, strengthen our role in eFootball, and drive growth in the region.



WEBSITE

Leading up to the event, the-afc.com issued five media releases and website stories. Dedicated website page 'eAsian Cup' to share information, news and media release.

- DAY 1**
Match report covering all matches of the Group Stage
- DAY 2**
Match report covering all remaining matches of the Group Stage
- DAY 3**
Interview with participants published
- DAY 4**
Match report covering all matches of Round of 16 and Quarter-finals
- DAY 5**
Match report covering Semi-finals and Final
- DAY 6**
Media release issued for President's wishes to champions Indonesia



ENGAGEMENT NUMBERS



NOTABLE EXTERNAL POSTS

AFC eASIAN CUP

AFC eAsian Cup 2023 - Knockout Stage

Overview Tournament

During the knockout stage, 16 remaining teams start to compete in a round of 16, followed by a qualifying tournament to the Quarter Finals, 4 advancing to the semi-finals and 2 battling it out in the final to claim the title of the inaugural AFC eAsian Cup champion.

This stage determined the finalists. Losing teams were immediately out of the championship competition, leading to the crowning of the inaugural AFC eAsian Cup champion.

Top performers

Overall Top scorers

Indonesia	Japan	Thailand
22	18	11

Longest winning streak

	6
	4
	3
	3
	2

Average goals per match

	2.88
	2
	1.8
	1.87
	1.57

FIFAE Website

AFC eASIAN CUP SQUAD

CHARANJOT SINGH

@indianfootball

Best of luck to @charanjot12 who is representing 🇮🇳 in the eAsian Cup 🏆

FIFAE Insta

CHAMPIONS

SELAMAT KEPADA TIMNAS ESPORT ATAS KEBERHASILANNYA MENJUARAI TURNAMEN AFC E-ASIAN CUP QATAR 2023

245,775 likes

jokowi Selamat Rizky Faidan, Elga Cahaya Putra dan Akbar Paudie atas keberhasilannya menjuarai turnamen AFC eAsian Cup Qatar 2023.

Timnas eFootball Indonesia telah mencetak sejarah dan membawa harum nama Indonesia sebagai negara yang pertama kali menadi juara dalam

President of Indonesia - Joko Widodo

OFFICIAL GLOBAL PARTNERS



OFFICIAL REGIONAL PARTNERS



OFFICIAL GLOBAL SUPPORTERS



OFFICIAL TOURNAMENT SUPPORTER



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