Driving the digital transformation of AFC Member Associations

The Asian Football Confederation (AFC) is providing its Member Associations with the AFC Competition Management System (CMS). Provided free of charge, this cutting-edge software will modernise how Member Associations manage all aspects of any competition format, saving valuable time and resource and enabling them to take control of their data.

Member Associations can dispose of inefficient, paper-based systems in return for advanced software that will enable them to easily create competitions, fixtures, post-game reports and much more.

The AFC has partnered with Genius Sports, a global leader in sports technology, to drive this transformation project. Genius Sports is the trusted partner to over 500 sports organisations worldwide, including the English Premier League and the Bundesliga, and has recently launched its Football Data Platform, a state-of-the-art data collection and distribution platform to enhance efficiencies, engage fans and maximise revenues.

Since the formation of this partnership, the AFC CMS has already been adopted by the Football Associations of Hong Kong, the Philippines and Singapore. Genius Sports and the AFC will work closely with each Member Association, providing world-class training, development, dedicated product workshops and round-the-clock support to maximise the value of this technology.

The AFC Competition Management System will support each Member Association’s historical data and can be easily integrated into your existing technology infrastructure.
Why use the AFC Competition Management System?

Benefits for Member Associations

**Enhance efficiencies**
- Modernise your technology infrastructure with software specifically designed to simplify the management of football competitions.
- Benefit from automated processes, including disciplinary management to reduce the risk of errors.
- Create season-long schedules in a matter of hours, using archived information across multiple seasons.

**Take control of data**
- Easily integrate years of historic data on your competitions and simplify how information is archived.
- Distribute data to media partners faster and more efficiently, reducing the demands on staff.

**Enhance fan experiences**
- Publish pre and post-game updates such as team line-ups and results across your website, mobile apps, social channels and more.
- Drive new levels of traffic to your website with official updates and historic statistics.
System overview

The AFC CMS enables Member Associations to control and manage all aspects of their competitions across each stage of a season.

Key features

- Applicable for all competition formats, including league, knock-out and round-robin tournaments.
- Available across multiple devices (desktop or laptop preferred).
- Tested and available across all browsers, including Chrome, Firefox, Safari and Edge.
- Customisable in line with a partner’s logos.
- Fully integrated with FIFA Connect.

Stage 1 – Pre-Tournament
- Create new competitions
- Allocate venues
- Create team & player profiles and add to squads
- Add teams to competitions

Stage 2 – Pre-Game
- Generate fixtures
- Create team line-ups
- Allocate referees
- Create official records
- Publish info online

Stage 3 – Post Match
- Match Summary Reports
- Referee Reports
- Publish data and info
- Match Statistics
Pre-Tournament

The AFC CMS enables Member Associations to create their season schedule in a matter of hours. Before a tournament begins, users can:

Create new competitions
Easily create new competitions which can be replicated season on season by entering:
- Number of team
- Competition name
- Start and end date
- Home/away requirements
- Competition level (youth/senior)
- Disciplinary rules (e.g. five yellows for a one-game suspension)
- Other circumstances (e.g. winter break requirements).

Allocate venues
- Allocate pre-registered venues to individual fixtures.
- Manage potential difficulties, such as shared stadium ownership.
Pre-Tournament (cont.)

Create team and player profiles

- Build squads with historic records on individual players, including goals, appearances and cards.
- Present squads for league approval, meeting key criteria such as the number of homegrown players.
- Enter each player’s position and preferred name.

Add teams to competitions

- Manage and control which teams sit in each individual competition.
- Cater for season-by-season changes, including promotion and relegation.

Rather than creating new team and player profiles at the start of each season, with AFC CMS Member Associations can easily update and edit previously registered information, saving valuable time and enabling the creation of career records.
Pre-Match

By using team and player profiles created before the season begins, AFC CMS enables Member Associations to easily manage each step before a match.

Generate fixtures

- Create week-by-week fixture lists with designated home and away teams.
- Manage late changes or issues by simply editing a fixture’s information, including kick-off times, new officials and rescheduled games.

Create team line-ups

- Enable administrators to easily create starting line-ups by clicking from a list of pre-registered players.
- Allocate the starting line-up (by position) and substitutes.
- Configure disciplinary management rules to automatically make players unavailable for games (e.g. after five yellow cards).
Pre-Match (cont.)

Allocate referees

- Allocate referees and other officials to each individual fixture.

Create and distribute official records

- Generate official pre-match reports for Match Commissioners and media partners that can be printed off in-stadia.
- Include key information such as starting line-ups, substitutes, team names, kick-off times, referees and more.

Publish information online

- Use AFC CMS’s unique distribution capabilities to instantly share the official pre-match info online.
- Publish pre-match information across multiple platforms, including websites, mobile apps and third party media partners.
Post-Match

AFC CMS will transform how Member Associations collate official records and control data from their competitions. It enables the simple generation of key post-game reports that help to record and gather years’ worth of crucial information.

**Match Summary Reports**

- Generate Match Summary Reports immediately after each game to act as the official summary of a fixture.
- Include key information such as scores (half-time and full-time), line-ups and substitutions, team and player statistics and attendance figures.
- Collate official records to create historic statistics that can be used to engage fans such as all-time top goalscorers, win percentages with and without key players, total games played etc.

**Referee Reports**

- Archive, collate and use official referee reports after each fixture.
- Initiate disciplinary proceedings into specific incidents (e.g. bad tackles or dissent), using the referee’s first-hand account of events.
Data and statistics have become pivotal to the modern match-day experience. With AFC CMS, Member Associations can collate, record and archive key statistics from each game including:

- Goals
- Goal type (regular, own, penalty)
- Possession
- Passes
- Yellow and red cards
- Shots on target
- Total shots
- Offsides

Member Associations with advanced data collection software (see Football LiveStats on page 11) can also archive a series of richer statistics in CMS such as:

- Corners
- Passes made
- Passes completed
- Fouls
- Saves

All information archived in AFC CMS can be published straight after each game across multiple platforms, including websites, mobile apps and third party media partners.
Support

The AFC is committed to maximising the value of this technology and will work with Genius Sports to provide each Member Association with comprehensive support and assistance across each stage of integration and usage.

Genius Sports currently operates 24/7 support centres for its sports partners across Asia, Oceania, the Americas and Europe. They will provide each Member Association with dedicated support through:

**Workshops**
- Genius Sports will run dedicated workshops for introduction, onboarding and specific training purposes.
- Workshops can be delivered face-to-face or online.

**Documentation**
- Once they have committed to AFC CMS, Member Associations are provided with access to Genius Sports’ dedicated support website.
- Includes extensive documentation such as FAQs and guides to assist across each step from creating a fixture to compiling reports.

**Online**
- Genius Sports operates Freshdesk, an online customer service solution to efficiently handle individual problems or challenges Member Associations may face.
- Member Associations can fill out key criteria that enables their issue to be quickly resolved through a specialised ticketing system.
About Genius Sports

Genius Sports is a global leader in sports technology. With over 500 sports partners and 1,000 employees worldwide, it specialises in providing sports leagues and federations with cutting-edge software to capture, manage, distribute and commercialise official sports data.

Competition management is at the heart of Genius Sports’ operation. Having developed the official system for FIBA, the world governing body of basketball, 15 years ago, their team understand that efficiently managing competitions is a crucial responsibility for every AFC Member Association and have developed market-leading technology to drive this project.

Genius Sports has recently launched its Football Data Platform, a cutting-edge solution combining pitchside data collection software (left) with competition management and real-time distribution services to enhance efficiencies, drive new revenue streams and enhance fan experiences.
“The Genius Sports Competition Management System (CMS) has immensely improved the Philippines Football League’s competition operation, allowing us to do away with the traditional paperwork in relation to pre-tournament organisations such as squad registration, scheduling and registration. The CMS also allows for a more efficient allocation of Match Commissioners and Match Officials through its allocation feature.

“The most helpful tool of the CMS is in relation to the pre-game player selection list which is electronically done without any hassle. Post-match information such as the Match Summary, Match Commissioner and Referee reports are also instantly made available upon submission. Overall, the CMS has enhanced the operations of the PFL through its efficient and user-friendly interface.”

Mikhail Kristopher Torre, Competitions Manager, Philippines Football League
Contact

For further information on the AFC Competition Management System or to organise a dedicated training workshop, please contact your respective AFC Development Officer:

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