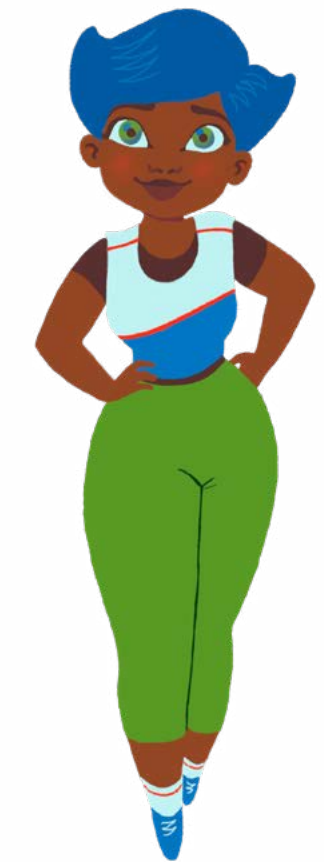


SPORT IS IN OUR NATURE

ONEBLUETEAM
DECATHLON UNITED MEDIA



ONEBLUETEAM
DECATHLON UNITED MEDIA





FOOTBALL



FOOTBALL A VIEW FROM EARTH...

WHAT IF FOOTBALL WAS THE CENTRE OF THE WORLD?

“THE WORLD AFTER COVID”, “THE WORLD TOMORROW”, “THE EARTH TOMORROW”... QUESTIONS WITH CONCERNS, AND FEARS. WE TRY TO KEEP A CLEAR-HEADED MIND AND STAY POSITIVE. FOOTBALL UNITES US IN SPITE OF ALL THE DOUBTS, CONFLICTS, AND LACK OF UNDERSTANDING. FOOTBALL IS THE SPIRIT. THE OFFICIAL SIZE OF A FOOTBALL FIELD IS A HUNDRED METERS LONG, AND FIFTY METERS WIDE. WE CAN PLAY FOOTBALL IN A SCHOOLYARD, SOME PLACE ON THE STREET, SOME PART OF A PAVEMENT, ON THE BEACH, IN A DAMP AND SLOPING MEADOW OR IN A CLASSROOM.



Football is an excellent way of playing sport, as it is a universal sport: everyone has felt, at least once in their life, the pleasure to shoot at goal. It is instinctive. Whatever your age or background. Officially, a football weighs 430g and has a circumference of 70cm. We can make a football with any materials such as used rubber bands, balls of used paper, moss, rubber or old tennis balls.

Whatever the football is made of, players will definitely have great pleasure playing football. This is how Diego feels playing futsal, he helps young people from Brazil to play and share their experience. So does Tiffany, the captain of the women's team in Douai, France. In Congo, Makam makes his father's dream come true. In France, Pierre (*who lives in Lyon*) redesigns shirts and forges links between clubs and nations. Our generous friends at Kipsta share their passion through **KIPSTA** football kit. This passion is just like our passion, and your passion for football.

This file will show how football represents a universal language, through various stories of passionate sports women and sportsmen. Football is our key to escape our everyday life and feel free. It is a universal language we all share. A go-between human beings and the planet Earth, a way to make things better (*at least for a while*) ●



EUROPE
WHERE IT ALL
STARTED 

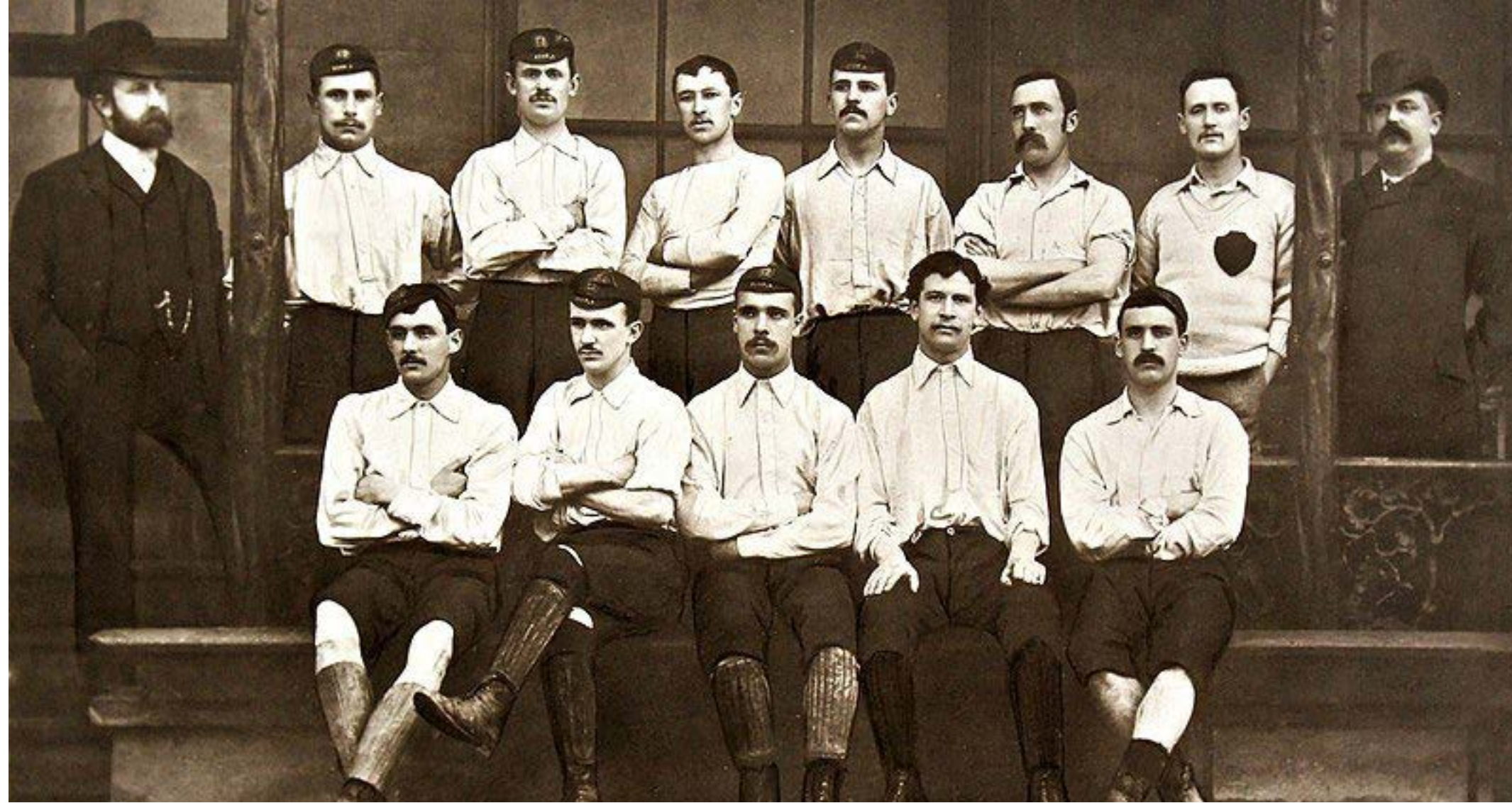


GREAT BRITAIN

4 NATIONS, A FOOTBALL

AND OFFICIAL RULES!

BORN IN GREAT-BRITAIN,
DEVELOPED ELSEWHERE...



Since the dawn of time, people played football in the Andes, China and everywhere really, but every country had a different way of playing. Regulated football is born on an island, and took off from it. Today, if the world is football's kingdom, Great Britain remains its birthplace.

It all started in 1848, in Cambridge. England claims its official deed with the "**Football Association**" created in 1863, before the "**Scottish Football Association**" in 1873, the "**Football Association of Wales**" in 1876, and the "**Irish Football Association**", in 1880. These "**old ladies**" are the oldest football federations in the world. On other islands, different countries developed their own game and its stakes, its fair-play and competitions, stadiums and supporters. And also... the legend of football! British people are so proud of it they could say: United Kingdom of football! Even when Scotland tries to have a different kind of football recognised, played by aristocrats in the fifteenth century with different codes. It is family history.

Even if football games were standardised by British people, football was played only in Great Britain. Before football was recognised by the international authorities and before England became World Champions in 1966, England didn't recognise FIFA in 1904, the World cup organisation in 1930 and the European Champions League in 1955. No contact with "**European people**". Home sweet home...

The first official international game? Scotland-England, Glasgow, 30 November 1872.

The first official professional championship? In England in 1888, Preston

North End Football Club and its professional players coming from Scotland. The "**Invincible's**" great achievement became legendary.

The very first stadium? Bramall Lane in Sheffield, in 1862. "**Rule Britannia!**"

Football is getting popular. With powerful managers with economic and social backgrounds. The industrial revolution has helped football to expand: football on Saturdays (*and beer*), church on Sundays (*closed pubs*). Saturday's football fever!

Great Britain has created heroes. Nowadays, with due respect, Great Britain recognises the achievements of Real Madrid; The Spanish club has the most Champions League titles. However, the best clubs in the UEFA competitions are from Great Britain⁽⁵⁾.

The Premier League is the best competition ever. On George Best's tombstone (*a football player from Northern Ireland*) we can read the words: "Maradona good, Pelé better and George... Best!". Loud and clear. George Best passed away in 2005 aged 59, he was a winger, a genius in his craft at Manchester United and he won the Ballon d'or (*best player in the world*) in 1968.

Sometimes admired or laughed at, Great Britain has always kept his maestia. But never created its own national team. Scotland, England, Wales and Northern Ireland have their own teams during World Cups or the European competitions. So British, really !

*Alcohol abuse is dangerous for your health, consume in moderation





AFRICA THE FOOTBALL CONTINENT

C O N G O
IS AFRICA THE FUTURE OF FOOTBALL?

F O O T B A L L
ACCORDING TO **MAKAM**

MAKAM KINANGA IS THE PRESIDENT OF SPORTS AND YOUTH,
THE DIVISION 2 CLUB IN CONGO. HE TELLS US A FAMILY STORY, A
STORY WHERE DREAMS CAN COME TRUE. EVEN THE CRAZIEST.

@jstfootballclub



fjstfootballclub

“This club, it's all my life. I am born with this club”. Makam tells us with passion and much emotion, about the **"AS VEA Sport"** a club created by his father in 1992, when he was only 2 years old. A Very simple club in the Tshangu district in Kinshasa. But a true passion that grows year after year, that he passed on even after leaving Congo for France (*Montargis*). “ I was seven years old, I had just discovered European football. I was a fan of Real Madrid and Olympique Marseille, especially of Didier Drogba. Today, I am a fan of PSG!” But my main passion is for the **"AS VEA"** Club. Later, when he lived in Kinshasa for a while, he dreamed of a new start for his dad's club. “When I saw people's enthusiasm for this club, it became clear to me I had to do something for it”. With more than two millions inhabitants in Tshangu, I believe its potential was high: “I was willing to get together all young people of the district and bring them into the club”. In 2013, when his dad pulled out of the club, Makam accepted to take its place without any doubt: he very simply decided to buy the club. “My father thought he had failed, he wanted to bring the club to the top. I was willing to put all my energy to achieve that too”. At 23, Makam became the youngest president of a football club in Congo. He seriously wants to create “the biggest club in the district”. With a great will power and new ideas, the club merges with...the rival club, the **"Canon 13"**. In 2016, The **"AS EVA Sport"** club changes its name: **"Jeunesse Sportive de Tshangu"** (*Tshangu's Sports and Youth*).

Now, Makam has to manage the club. With many sacrifices and much ingenuity. Makam works in the transportation field, all the money he earns will be given to the club. Creative, full of energy and new ideas, he decides to make tracksuits with the club label **"JST"**. Thanks to his personal network and the help of the dynamic diaspora of Congo in France, he manages to sell hundreds of tracksuits, and achieved 1,200 sales in 2017! Stimulated by the great amount of sales, he gets in touch with **KIPSTA**, Decathlon's football brand. “Many clubs ask Decathlon for partnership, but Makam had such an interesting personal story, a great motivation, great ideas, that we accepted his request” said Grégory Volpi, product manager of **KIPSTA**. In 2020 during the summer time, the partnership was signed. Today, adult and juniormembers of the club wear the whole **KIPSTA** equipment [Kipsta](#) has helped develop a digital store to sell the **"JST"** equipment. Makam's project grows, but there is a long way before he can achieve his dream : to play in League 1, be part of the African League, the clubs World Cup, build a stadium, and even a training center for young players “ to play in the best European clubs.” For now, the **"JST"** is playing in the **" Martyrs stadium"**, the national team stadium, for 80,000 people, while they have 3,000 supporters. When you tell him he is too ambitious, that his goal is unreal, Makam says: “I always reach for the stars!”







ASIA



FOOTBALL FUN IN BASKETBALL LAND

COACH CHRIS
CHILDREN
FROM PHILIPPINES FIRST!

FOOTBALL-CITIZEN OF THE WORLD, CHRIS OJAMIREN PLAYED FOOTBALL IN NIGERIA, SENEGAL AND BENIN, BEFORE HE SETTLED IN THE PHILIPPINES IN 2011. HE BECAME THE CHILDRENS' COACH, A TRUE CHALLENGE IN THIS COUNTRY WHERE BASKETBALL IS THE MOST POPULAR SPORT.

@bravovisionsports



f bravovisionsports

A conversion you didn't choose is always a difficult time to live for athletes. Chris Ojamiren was playing in different Filipino clubs, in 2014 he stopped playing, after a career ending cruciate ligament injury. He joined the English School of Manila, the capital city, as a coach. He was then thinking of creating a football Academy. "During that time, I felt football could be developed in the Philippines: children had a great motivation to play. I tried to help." After he graduated in marketing in Nigeria, Chris was ready to start his project.



The first step was to become a qualified coach under the AFC (*Asian Football Confederation*). As he was not born in the Philippines he can only work occasionally, it becomes an asset in the end, he spent his free time developing his project. The second step was to find sponsors. Luckily, in September 2018, a French retailer, **Decathlon**, opened a store, next door, in Dasmariñas. It was a great opportunity to get in touch. In 2019, Chris signed a partnership with Decathlon. Decathlon offered him some equipment and free access to its sports area. In May 2019, the Bravo Vision football Academy was born! (*BVFA*).



Chris needed to become known. **Decathlon** Dasmariñas helped him advertise in its store. But the main problem remained... football itself: "Here, basketball is the most popular sport, the other ones are quite far behind". Chris tried to explain to parents that basketball comes from the United States, and therefore it is not the perfect sport for Filipinos because of their smaller body shape. On the contrary, football is the right sport! "Filipinos are quick, lively, but not tall." Chris took advantage of his marketing skills to develop football for children. To start with **Decathlon** playground sessions were free of charge. "Today, people have to pay but much less than in other places in the country". Social networks and personal recommendations helped to spread the word.

Every Saturday and Sunday, 25 children from ages four to 14 play football, their new passion. They can enjoy co-ed sessions with a special program for basics; physical and technical subjects, discipline and instruction. The total package! In March 2020, the Dasmariñas store shutdown but a new one opened elsewhere. It was not the end of the world for Chris. "**Decathlon** managers supported me, especially Pierre Lazaro, who helped me to start my project". Later on, Chris organised meetings online, during the pandemic. "But we are living very hard times, nearly unbearable. Children need to regularly do some exercise, kick a ball, be together..." Today, football is slowly returning to people's lives. And "**Coach Chris**", is more involved than ever, and tries to create a better future, full of energy, human values and football.



AMERICA



ALL-AMERICAN

ELEVEN

A NEW EDITION OF THE COPA AMERICA WILL BE HELD IN BRAZIL IN MID-2021. WE'VE DECIDED TO TAKE ADVANTAGE AND CREATE "ALL-STAR AMERICA" TEAMS FOR BOTH WOMEN AND MEN. IT JUST SO HAPPENS THAT ALL THE COUNTRIES MENTIONED ALSO HAVE DECATHLON STORES... PURE CHANCE? WHAT DO YOU THINK OF THIS "ALL-AMERICAN ELEVEN"? WE TRIED TO BE TOTALLY SUBJECTIVE WHEN SELECTING THE PLAYERS. WE WANTED TO CREATE A LESS 'OBVIOUS' TEAM TO SHOWCASE OTHER SOUTH AMERICAN PLAYERS WHO HAVE GIVEN SO MUCH JOY TO THE FANS.

WOMEN'S ALL-STAR AMERICA



WOMEN'S ALL-STAR



Endler



Robles



Pierce



Rodebaugh



Debinha



Guerrero



Fouady



Rincón



Sinclair



Christiane



Lilly

Christiane Endler

2017: Zamora Trophy Winner

2018-19 season: French Division 1 Goalkeeper of the Year

2019: Best FIFA Goalkeeper Finalist

Yoreli Rincón

IFFHS Conmebol Woman Team of the Decade 2011–2020

2013: Swedish League Winner

2014: Copa America Women's Player of the Tournament

Christine Sinclair

2000-2021: More than 150 international goals

2019: named Canada Football's Player of the Decade

IFFHS CONCACAF Woman Team of the Decade 2011–2020

Carla Guerrero

Between 2009 and 2017: 14 times Chilean League Winner

IFFHS Conmebol Woman Team of the Decade 2011–2020

2012: Copa Libertadores Winner

Julie Foudy

US National Football Hall of Fame in 2007

Two FIFA Women's World Cup titles (1991, 1999)

Two Olympic gold medals (1996, 2004)

Christiane Rozeira

2014 Copa América Femenina Ecuador Champion

Career Olympic tournament record, with 14 goals scored over four Olympiads (2004, 2008, 2012, 2016)

Has played in France, Germany, Sweden, the US, Russia, South Korea and Brazil

Christie Pierce

Three-time Olympic gold medallist (2004, 2008, 2012)

Captained the USA on 113 occasions

Two-time FIFA Women's World Cup Champion (1999, 2015)

Andrea Rodebaugh

Leader of Mexican women football players in the 1990s

Played in FIFA Women's World Cup USA 1999

1989-1996: Played for clubs in the US, France and Japan

Kenti Robles

Six-time Spanish League Champion (2012, 2013, 2014, 2017, 2018, 2019)

Four-time Queen's Cup Champion (2010, 2013, 2014 and 2016)

Made the "La Liga All-Star" team three times (2017, 2018, 2019)

Debinha

IFFHS Conmebol Woman Team of the Decade 2011–2020

2011-2021: More than 100 caps for Brazil

2018 NWSL Championship winner

Kristine Lilly

Two FIFA Women's World Cup titles (1991, 1999)

Two Olympic gold medals (1996, 2004)

2014: US National Football Hall of Fame



Salas



Zico



Sánchez



Garrincha



Donevan



Valderrama



Stalteri



Figueroa



Marquez



Reyna



Higueta

MEN'S ALL-STAR

René Higuita

1989 Copa Libertadores Champion

2004: The IFFHS ranked Higuita the 8th best South American keeper in history

He is also ranked as one of the 10 highest-scoring goalkeepers in history, with 41 goals overall (1985-2009)

Paul Stalteri

2000: First ever Canadian to score in the Bundesliga

Bundesliga Champion and German Cup Winner in 2003/2004.

CONCACAF Gold Cup Champion in 2000

Elías Figueroa

1967-1976: 8-time Champion in Brazil and Three-time Champion in Uruguay

Three-time winner of the Best Player of America award (1974, 1975, 1976)

1999: Voted best South American Defender of the 20th Century by the IFFHS

Rafael Marquez

1999-2015: 21 titles in his career

2004-2009: 11 titles with Barcelona

Two-time Champions League Winner (2005-06, 2008-09)

Claudio Reyna

1998: First American to captain a European club

Two times Scottish Champion (1999, 2000)

Considered one of the greatest players in the United States.

Zico

Three-time winner of the Best Player of America award (1977, 1981, 1982)

1981: Winner of the Club World Cup

1999: 8th in the FIFA Player of the Century vote

Landon Donovan

All-time US national team leader in goals (57) and assists (58)

Six MLS Cups (2001, 2003, 2005, 2011, 2012, 2014)

Four-time MLS Scorer and Player of the Year (2003, 2004, 2009, 2010)

Carlos Valderrama

1987: 1 Copa America MVP

South American Footballer of the Year award in 1987 and 1993

2005: Named in the MLS All-Star Best XI

Garrincha

Two-time World Cup Winner (1958, 1962)

1962: FIFA World Cup Golden Boot and Golden Ball

One of the greatest dribblers of all time

Hugo Sánchez

1976-1997: Scored a total of 562 senior career goals for both club and country

1976-1997: 20 titles in his career

5 Spanish League titles and five-time one of Real Madrid's

5 top scorers (1985-86, 1986-87, 1987-88, 1988-89, 1989-90)

Marcelo Salas

South American Footballer of the Year award in 1997

Ranked 5th in the "**Best Forward**" category in the RSS

Award for the best footballer of the year (1998, 1999)

1999-2002: 8 titles in Italy



EUROPE WOMEN FOOTBALL



DOUAI'S FOOTBALL CLUB

WOMENS SPIRIT

A WOMENS CLUB? 100% WOMEN? HERE'S ONE WE KNOW! IN THE NORTH OF FRANCE, IN DOUAI. IN 2011, SOME PIONEERS CREATED THE FOOTBALL CLUB. IT IS A FIRST STEP, AS THE WAY TO SUCCESS IS LONG AND COMPLEX. WITH MANY DANGERS AND BIAS. TODAY WE NOTICE THAT STADIUMS HAVE MORE WOMEN.

1 80,000 women play football in France today. With a license. 35,000 are managers in the field, 867 are referees. Yet, only one sixth of the football clubs have a women's team.



Women, sport, football: a promising association which took a long time to get together. The first international football meeting took place in 1881, and the first game in 1917, in France. But the interwar years stopped the development of competitions, the Football Association banned women from football pitches. WWII and the Vichy Government stopped women completely from playing football, the non-scientific statement from the government was: "football is dangerous for women's bodies and especially for the reproductive system."



We are very far from today's vision of football. Football is an inclusive sport, affordable, with an open mind, for all and for all levels of ability. Created in 2011, the Douai's football club is the very first club with 100 % women players. And totally independent. Before, women had to wait for 1970 when the French Football Federation officially acknowledged womens football. This decision is essential for the creation of official events: The French Womens Championships, the first European Cup, and World Cup. In the beginning of the 21st century, the first Women's Champions League was created. Since 2001, women can easily practise football and at a very high level. In 2018, the first womens Ballon d'Or, a very high acknowledgement, to the Norwegian player Ada Hegerberg (*Lyon Olympic Club*) and all women. Ada was only 23. The Douai Football Club draws large crowds for their womens games.

Amandine Henry, is an important player of Douai Club. She was born in Lille (*France*), plays at an international level, and is famous as one of the best European players. She is the club patron and developed it from the very beginning in June 2011. Tiphonie Laruelle, captain of the 1st XI, 30 years old, plays defensive midfield with a lot of commitment and determination. She said to us, looking us straight in the eyes: "I was 6, my cousin asked me to be part of a football championship: I tried and enjoyed it." After this championship amongst friends, she carried on and developed a passion for football.

Today, she is proud of the Douai Club, and her team playing in the French Cup. She designed and created the official club shirt. She is also very active as a coach of the Douai Junior team. She has the ambition to get to Division 2 within two years. The women Douai club offers training sessions for their junior teams. In association with the senior teams (*Region 1 and District 1*). From now until 2022, the Women's Euros will take place in England. In 2023 Australia and New Zealand will host the Women's World Cup. Tiphonie Laruelle, Amandine Henry, Ada Hegerberg and all other women, professional or otherwise, each new player in the football world represents an asset for equality in sport. They will all contribute to develop equality in the football world. A great hope for young passionate women players. Douai is a seed. Let's make it grow well and fast.





FUTSAL



DECATHLON
FUTSAL
BRAZIL CUP 2019





Football, in Brazil, is everything. Brazilians are born with a ball at their feet. It doesn't matter if they live in favelas, on the beach, in the North or in the South. Everyone plays football. It's an inherent part of the life of most Brazilians. Football means friendship, sharing, laughing, crying, hugging, kissing, loving. Values similar to those that **Decathlon** promotes. And it was none other than Brazil where **Decathlon** held its first Futsal Cup, in 2019. More than 29,000 children from public and private schools had the privilege of participating in this free championship organized by **Decathlon**. The only requirement to participate was to bring 1kg of non-perishable food, which was collected and donated to the Solid Rock Brasil Institute, as a tangible example that for us, sport and solidarity go hand in hand. And it was a roaring success. For two months, thousands of people were able to watch the matches, with entire families supporting their children, nephews, grandchildren, brothers and sisters. But why futsal and not traditional football or any other sport? As Diego Dicredo, Events & Partnerships Manager at **Decathlon**, explains, "futsal is currently the most practiced sport in schools and we want to continue promoting the sport through integration, providing unique experiences for athletes and their families".

The event also saw the formal launch of IMVISO, **Decathlon's** own brand focused 100% on futsal, which makes all its products in Brazil. As Danilo Silva, the brand's director in Brazil, explains, "IMVISO was created to meet the demands of Brazilian athletes. From the beginner to the professional, the idea is to give everyone the highest performing products at the best value for money".

With this we closed an incredible event, where sport, family and solidarity prevailed, fundamental pillars of the values that **Decathlon** seeks to promote to the world. COVID-19 permitting, the idea is to hold these events on a more frequent basis, where sport is used as a social tool to unite people around health and entertainment.

History of Futsal

Football in South America is passion, friendship and loyalty. It's shouting to the neighbour from your window to ask if they want to go out and play in the street. The dirt street. That's football in South America. And that's how futsal was born in Montevideo (Uruguay) in the 1930s. Juan Carlos Ceriani (a school teacher in Montevideo), worried about his students playing football in the street outside the school with cars speeding by, decided to invent a new type of football, one with different rules, one that could be played inside the school rather than out in the street, protected from dangers and accidents. This is how he created futsal, by trying to adapt the rules of football to the school's small indoor multi-use pitch. But he also borrowed ideas from other sports, making the goalkeepers adopt the rules of water polo, using the same pitch measurements as handball (40x20 m) and copying the rule of basketball whereby the game is stopped once the ball has left the court.

And so this teacher came up with a whole new way of playing his beloved football, extremely popular in the streets of Uruguay at the time after the country's national football team won the first World Cup in history.

Much has changed in futsal since then, from the rules and institutions, to the players and the coaches. But the world's best futsal team remains unchanged: Brazil. Besides winning the first Futsal World Cup, the country has kept its crown as king of this sport throughout the years, their five World Cups making them the most successful futsal team in history.



THE DEAL'S SECRET

On April 21st, The French Professional football League (*LFP*) announced that Kipsta will be the official supplier of footballs for all competitions - *Ligue1 and Ligue2* - for five seasons starting in the summer of 2022. The **Decathlon** football brand applied for the first consultation: "First Selection, first Win". Beginning of March, the LFP started it. Candidates had until April 8th to send their proposition to the League technical Commission. A short list was sent to the administration council for a vote. Seven weeks of suspense.



But we had to answer within 2 months. We had to have a good strategy. **KIPSTA** showed to the commission in April its tests, many expert and player opinions, videos and technical reports. Emails and visio-conferences were exchanges and **KIPSTA** showed its experience. In Paris, the League's panel looked at the F900 and the F950, the high quality footballs (€25 for the F900, €35 for the F950). Affordable to anyone. The price of excellence. There are prototypes in development for the official Ligue1 and Ligue 2 footballs.

200km north of the French League, in the **KIPSTA** Stadium Lab of Tourcoing, the team of engineers have great expertise to create footballs and the "*Process balls*". The main asset. In the Lab, machines can validate the six tests of the FIFA QUALITY PRO. For the F900 and the F950, there is an independant official Lab. **KIPSTA** developed 5 other strict tests: the spring of the ball, the trajectory level, the outside texture, the 12 sides of the heat-sealed faces and the abrasion.



Romain Da Rocha, manager of **KIPSTA** tells us about the lightning success.

"For many years, we wanted to become experts for footballs. It is the only essential football kit". **KIPSTA**, was born in 1998. Could the brand lose control over its destiny? "For such a challenge, we had to be sure to be able to get a very high quality product to display". Technical performances and the right achievement strategies: everything was ready at the right time "When the LFP decided to open its consultation for the official football". Perfect timing.



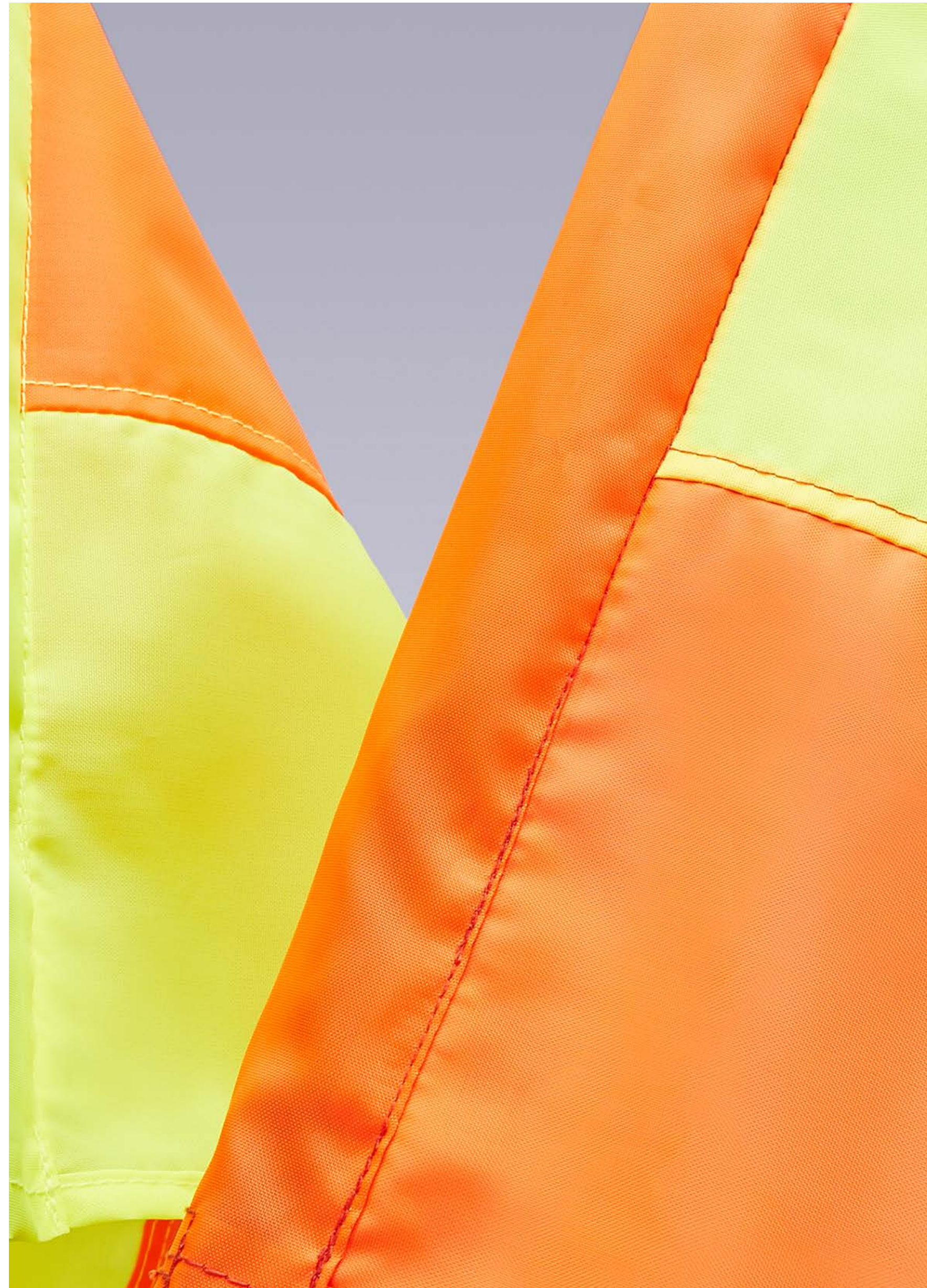


“Creating the official football for the LFP creates a good pressure” said Emmanuel Sultan, **KIPSTA** football engineer. For years, **KIPSTA** products have been tested every weekend during games or training sessions.

“We gathered thousands of data. When you ask our team to write down the numbers of shots, free kicks, passes, cold resistance, you can find a great deal of information.”. We also tested footballs from competitors’ brands to get more data.

“We highlight our knowhow - 100% football. We are always in a research state of mind”, said the engineer.

“For a pro, the ball is his work tool. In his club, he doesn’t take care of the ball (*inflating it, putting it in a dry place*), it is not what is important. The pro cares about the touch, the trajectory, the stability, the grip, the energy from the ball, the sensations. Pros can feel the subtle differences and make a choice” said the **KIPSTA** engineer, knowing the high expectations of the pros. In May 2022, **Decathlon** and the LFP will reveal to the public their new football. Within a year, pros and non-pros will be able to buy it. An affordable passion.” In our application, we stated our strengths and weaknesses”, said Romain Da Rocha. The professional French League didn’t notice that many weaknesses...



ANTICIPATI^{ION}NS AND PERSPECTIVES

THE EVOLUTION OF FOOTBALL RULES

FOOTBALL IS A SPORT YOU PLAY WITH A BALL WITH 11 PLAYERS. THERE IS ALWAYS A "THIRD HALF" TALKING WITH YOUR FRIENDS ABOUT THE GAME YOU JUST SAW. OFFSIDE, HANDBALL, SUBSTITUTES, YELLOW OR RED CARDS, GOLDEN GOAL, EXTRA TIME, SHOOT OUTS, VIDEO ASSISTANT REFEREE, ETC. EVERY MOVE IS ANALYSED. WHAT MAKES THE RULES?

The International Football Association Board, makes the rules. It was created by the English, Scottish, Northern Irish and Welsh associations in 1882. FIFA joined in 1913. There are 17 rules of football that can evolve: on the sand, indoor, with 11, seven or five players... And if rule N°1 was to adapt to any situation?

Before the 1994 World Cup, the first in the USA, some sponsors split games in four periods in order to advertise on TV. The Board didn't follow the sponsors idea. Today, referees can check rules with video assistance. And tomorrow? How to make football, the most popular sport in the world, more exciting?

Club championships or club training sessions are great times to imagine new rules. Today, Arsène Wenger, the former Arsenal manager works for FIFA, he is in charge of the development of football. He would like to change four rules to make football games more exciting :

- » Authorise corners where the trajectory carries the ball out of the field
- » Play a free-kick for yourself
- » No offside if anypart of the body is in line with a part of a player on the defending team.
- » Play sideline balls with the foot.

CHANGES ?

Some experts got inspired by the FIFA 21 games. Jacques-Henri Eyraud, the former president of the Olympique Marseille, imagined that a goal from a shot out of the penalty area could have a double value. Creating a wider goal is no longer an option. But a coaching session with stand in players (5) could become a reality. Like getting rid of off-side positions, introduce a 10 minute suspension.

We have to imagine rules during the high tech era. football is now connected. Shirts, shin guards, balls, goals are already connected. Tomorrow, the field area, shoes and referees will be too. FIFA promotes a universal football for everyone. AI will offer us a great show. The scorer's table, the VAR, will become the referee. Games will be ruled, broken down by hundreds of captors to get the best referees decision. (*A violent tackle, an offside situation, etc.*). A certain decision. Players will keep the essential points: skill and work. Irreplaceable and without standard.



SMALL RULES AND GREAT STORIES

One hundred and forty five years ago, in 1886, The International Board made rules for all kind of situations in a game. Since then, many evolutions were created for football of the 21st century's. Those rule have made football what it is today. They are not out-dated. A reminder and a focus on the rules.

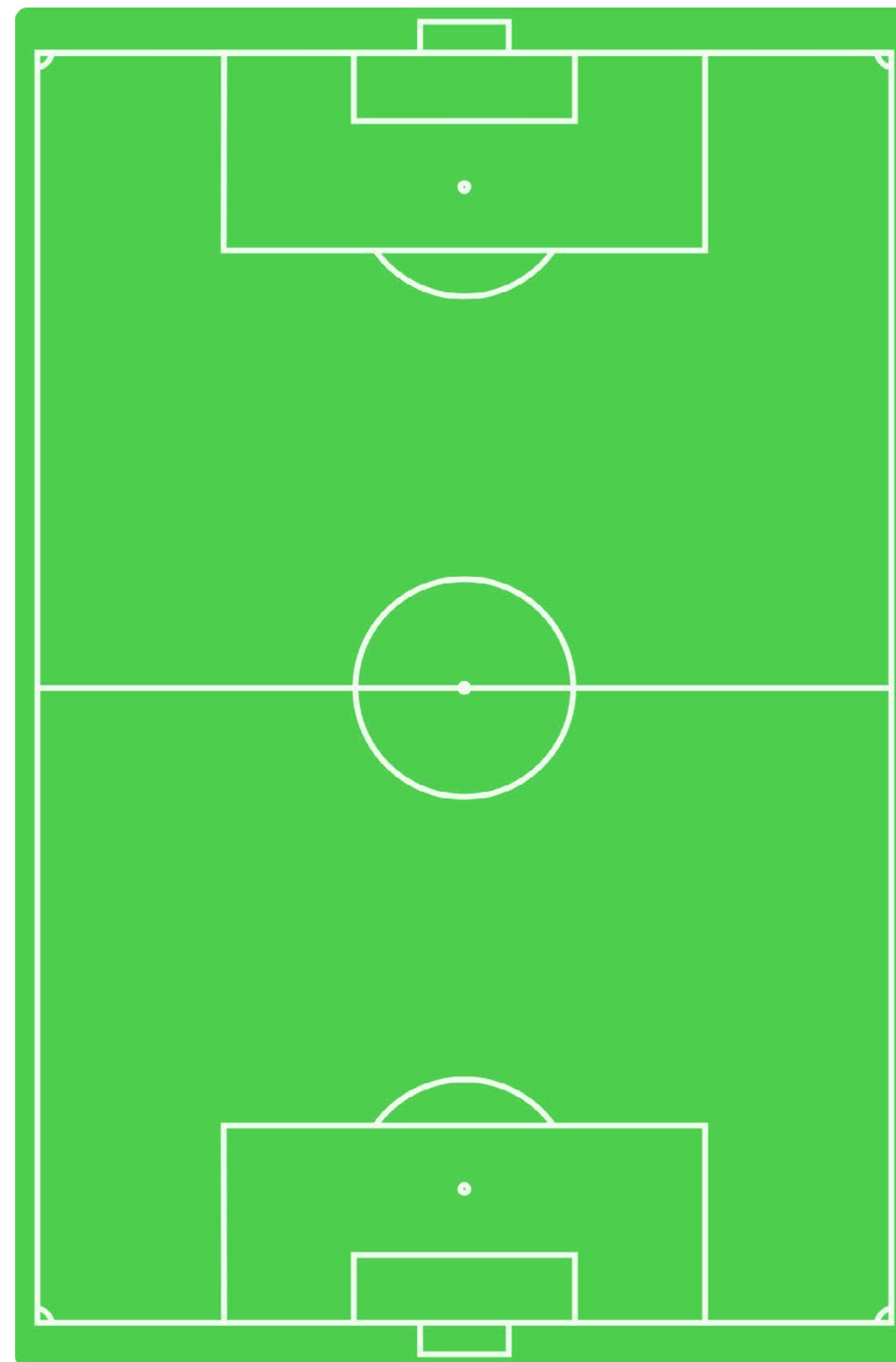
In 1891, the penalty is created for a foul close to the goal area.

The penalty area did not yet exist.

In 1958, after the semi-final between France and Brazil (2-5), the Board authorised a substitute player to play. In this game, Robert Jonquet, the French captain, had broken his fibula.

In 1970, during the World Cup in Mexico, referees were allowed to give yellow and red cards for the first time.

In 1993, the Golden Goal during overtime, was created. Good news for the German players who won against the Czech Republic (2-1) during the Euro 1996 Final and the French players against the Italians (2-1) in Euro 2000. An ordeal for the losing team. The golden goal was abolished in 2004.



THE SEVENTEEN « GAME RULES »



- » Rule 1 - The Field
- » Rule 2 - Ball
- » Rule 3 - Number Of Players
- » Rule 4 - Players Equipment
- » Rule 5 - Referee
- » Rule 6 - Assistant Referees
- » Rule 7 - Game Duration
- » Rule 8 - Kick Off And Restart Of The Game
- » Rule 9 - Ball In Play
- » Rule 10 - Goal
- » Rule 11 - Offside
- » Rule 12 - Fouls And Unsporting Behaviour
- » Rule 13 - Free Kick
- » Rule 14 - Penalty
- » Rule 15 - Sideline
- » Rule 16 - Goal Kick
- » Rule 17 - Corner Kick + Technical Area + The Fourth Official



IMAGINE THE FUTURE OF FOOTBALL

FRANCK IS BORN IN 2024. TODAY, HE IS 18 YEARS OLD. HIS GRANDPA SHARED WITH HIM HIS PASSION FOR FOOTBALL. THROUGH THIS LETTER, FRANCK TELLS HIM HOW FOOTBALL IS TODAY. DURING THE DIGITAL ERA, GRANDPA'S FOOTBALL IS NO LONGER ALIVE. IF YOU ARE WILLING TO DISCOVER WHAT FOOTBALL WILL BE IN 2042, READ, DREAM, IMAGINE...



Dear Grandpa,

You often talked to me about football, crazy parties with friends in stadiums, getting drunk when winning a game, the heavy atmosphere after losing a game, the nice smell of the grass of a field. You would be disappointed to see what happened to football.

You will certainly laugh but I don't go to the stadium anymore, the stadium comes to me! Places with 80.000 seats, as you once knew, no longer exist. Too expensive to build, to look after, to keep cost-effective. The result: mini stadiums of 5.000 seats nearly everywhere, digitised and connected, *"business orientated"*. Only privileged people can afford to buy a seat. They get a moving seat like the player did in a *"modern"* theater during your period of time, the moving seat follows each move of the player. When you choose the goalkeeper, you'd better hold on tight when he dives on the floor. Great sensations!

For supporters, it is another story. Today, football is totally digitised. I support my team from home, being in my living room is like being in a stadium. The atmosphere, the game, all experiences and sensations go through High Tech devices. Thanks to my headphones and online devices, I can follow the game as if I was in a stadium. Even better sometimes....It is an immersive experience!

I can follow the game through the eyes of my favourite player! Can you imagine? I am Messi (a great player from your time, I think). Contact lenses on his eyes allow me to see what he sees and senses. All players can live the game this way. I can easily change players if I feel like it. It is just as if I was the player himself. I love this experience!

I can also feel the shots the players take, through sensors. I quickly know if players fake pain... What a great experience! Before, football games could be boring, not today. 100% pleasure, 100% performance! With that kind of technology, players are like androids.

Micro storage devices are placed on their head so they can make the right move at the right time. On their eyes, they wear multifunctional contact lenses, so they can be very precise while they pass the ball or shoot. They can run faster thanks to small springs inside their shoes. You can imagine how skilful the goalkeeper can be.

Today I am a SF: Super Fan. Thanks to my loyalty and passion for my club, I get loyalty points. I will be able to take a corner during the next game. Yes, I am a Pro from home! Next step, if I win enough points, I could take a free kick, and ... a penalty! With High Tech, everything is possible today.

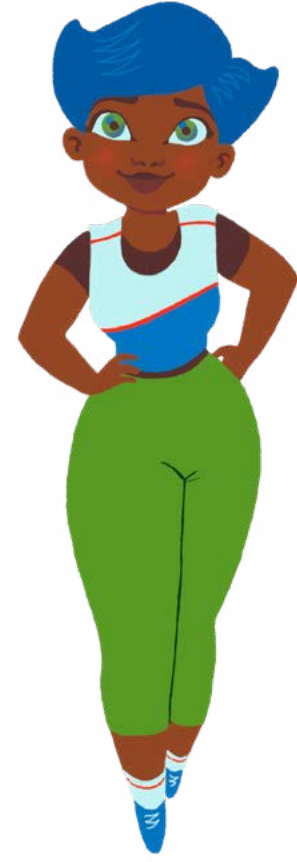
One last thing, Grandpa. Could you tell me who was the man on the field, during your time, wearing a yellow shirt, using a whistle and often interrupting the game? I think you called him a referee. This man no longer exists. Today, the rules are totally digitised. The ball is connected and you know instantly if the ball is in the goal, if there is a handball, or a penalty, without any doubt! Special cells placed on the field determine if the player is offside. Integrated sensors in shinguards check if there is any fault. Players are aware of the computer decisions thanks to headsets.

I remember you didn't like players complaining about the referee.

Today, this is over. Computers never fail... But I feel like you do. Football is human. The talent of players and their weaknesses, their skills, their limits is what I enjoy the most.

Much love my dear Grandpa,

Franck



KIPSTA

— *Stay Tuned* —