



SINGAPORE
PREMIER
LEAGUE

WE ARE SINGAPORE PREMIER LEAGUE

An Analytical View of the 2019 Season



FOREWORD

Welcome to an in-depth look at what has been an exciting season of the 2019 AIA Singapore Premier League (SPL). This season has witnessed a number of extraordinary moments of football which provided our fans with plenty to talk about. Brunei DPMM, who were crowned champions, concluded their campaign on a high by defeating Hougang United 5-4 at home in a remarkable game. The Wasps collected their second title win under head coach Adrian Pennock's maiden foray in the SPL.

DPMM striker Andrei Varankou finished as the league's top scorer, plundering 21 goals in his first season in the SPL. The Belarussian also finished 10 assists, tied with Tampines Rovers' Ryutaro Megumi and Geylang International's Christopher van Huizen as joint-most in the league.

Tampines Rovers and Hougang United ensured that the race for the first runners-up position went down to the wire with the former narrowly edging out the latter on the last day. The Cheetahs still have much reason to celebrate as it is their highest ever league position attained.

This season saw AIA Singapore coming on board as the new sole title sponsor for the SPL. Under this partnership, the FAS and AIA would leverage on SPL clubs' ties with the communities and schools as part of AIA's commitment to encourage football development in youths through various outreach initiatives.

As match officials play a vital role in the game, the FAS took the step to enhance the professional image of local referees. The FAS signed a three-year partnership with Warrix Sport Sdn. Bhd. to provide all FAS-registered referees with a uniform attire. Under the partnership with Warrix, all FAS-registered referees from SPL referees to FAS Class 3 referees would don Warrix apparel to officiate FAS-sanctioned matches for the domestic football season from 2019 – 2021.

I would like to take this opportunity to express my appreciation to our key SPL stakeholders, especially Mitre, Polar Water, Tote Board and Singapore Pools, Sport Singapore and Ministry of Culture, Community and Youth for their support. We also welcome Komoco Motors as the new title sponsor of the Singapore Cup. As part of the one year agreement, the tournament will now be known as the Komoco Motors Singapore Cup. The new sponsor takes over from longstanding incumbent RHB Singapore, which had backed the tournament for 14 years. It is a privilege to have such established and committed partners on board with us in this journey as we work towards raising the standards of football in Singapore, in general and of the league, in particular.

Another significant change for the SPL this season was the introduction of the shared stadium concept. The eight Singapore-based clubs shared four stadiums around Singapore, namely Bishan Stadium, Jalan Besar Stadium, Jurong East Stadium and Our Tampines Hub. These venues also underwent an upgrade in stadium infrastructure aimed at enhancing the match-day experience for the fans.

With the support of our partners and the fans, I am confident we can achieve our goal of improving the vibrancy of local football and raising standards of football in Singapore while keeping in line with our objective of increasing participation at the grassroots level.

Yazeen Buhari

General Secretary,
Football Association of Singapore

CONTENT

CLUB OVERVIEW



WE ARE
**DEVELOPING
THE FUTURE**
(Youth Development)



WE ARE
**RAISING
THE BAR**
(Capability Development)



WE ARE
**LAYING
THE FOUNDATION**
(Efficient Resource
Management)



WE ARE
**CREATING
THE EXCITEMENT**
(Vibrant Football Culture)

Rising Stars 7
Match Minutes 8

Foreign Players 11
Competitive Balance 12






















Making Waves 17
League Media Value 18
Attendance 21
Viewership 21

Entertaining Audiences 23
• Goals
• Creation
• Possession
Protecting the Badge 26
• Defending
• Fouls
Refereeing 28
Season Award Winners 31
SPL Team of the Year 32

WE ARE **DEFINING THE FIELD**

Partnership Opportunities 34
2020 SPL Properties 35
2019 SPL Final Standings 37

CLUB OVERVIEW

	ESTABLISHED	NICKNAME	HOME STADIUM	ACHIEVEMENTS	
 Albirex Niigata FC (S)	2004	White Swans	Jurong East Stadium	 2018*, 2017, 2016	 2018, 2017, 2016, 2015
 Balestier Khalsa FC	1898	The Tigers	Bishan Stadium		 2014
 Brunei DPMM FC	2000	Tebuan (The Wasps)	Hassanal Bolkiah National Stadium	 2019, 2015	
 Geylang International FC	1974	The Eagles	Our Tampines Hub	 2001, 1996	 2009
 Home United FC	1940	The Protectors	Bishan Stadium	 2003, 1999	 2013, 2011, 2005, 2003, 2001, 2000
 Hougang United FC	1981	The Cheetahs	Jalan Besar Stadium		
 Tampines Rovers FC	1945	The Stags	Our Tampines Hub	 2013, 2012, 2011, 2005, 2004	 2006, 2004, 2002
 Warriors FC	1975	The Warriors	Jurong East Stadium	 2014, 2009–2006, 2002, 2000, 1998, 1997	 2012, 2008, 2007, 1999
 Young Lions	2002	Young Lions	Jalan Besar Stadium		



WE ARE **DEVELOPING THE FUTURE**
YOUTH DEVELOPMENT



RISING STARS

Geylang International FC striker Vasileios Zikos Chua, who became the youngest ever player in Singapore Premier League (SPL) history when he made his debut in July 2018 at the age of 16 years and 80 days, became the league's third-youngest ever scorer when he scored the winner against Young Lions in April this year.

He was not the only youngster to set landmarks this season as a clutch of talented compatriots also caught the eye. Zikos' team-mate Azri Suhaili became the third-youngest ever debutant in March, but that mark would be surpassed twice by the end of the season. Brunei DPMM FC's Hakeme Yazid Said and Hougang United FC's Farhan Zulkifli ensured their professional debuts hit the headlines as they scored against Geylang and Home United FC respectively. Hakeme's mark of 16 years and 175 days meant he ranks behind only Zikos and Hariss Harun as the third-youngest debutant in SPL history, with Farhan fourth at 16 years and 231 days.

Hakeme's goal-scoring feat also meant he became the league's second-youngest ever scorer - just one day behind Hariss' record, while Farhan comes after the pair. Ilhan Fandi, the third son of legend Fandi Ahmad, also made his professional debut; at 16 years and 272 days, he is the seventh-youngest ever debutant. He also tied with Fareez Farhan as the fourth-youngest ever scorer when he netted against Albirex Niigata FC (S) 59 days later in just his second game and first ever start.

Other rising stars continued to establish themselves. Hami Syahin and Darren Teh earned their first senior international caps, while Zharfan Rohaizad and Farhan were handed their maiden call-ups by Tatsuma Yoshida. At Under-23 level, the likes of Nikesh Singh, Jordan Vestering, Daniel Goh and Ryhan Stewart similarly earned first-time call-ups at that age-group after catching the eye of Fandi Ahmad.

Altogether, a total of 41 local players aged 23 or below made their professional debuts this season.



MATCH MINUTES BY AGE

IN 2019

Age	Number Of Players Who Made An Appearance	Total Minutes Played	Average Minutes Per Player	Percentage Of Total Minutes
Below 23	100	72,318	723	32.94%
23 - 25	45	38,181	848	17.39%
26 - 30	57	75,746	1,329	34.50%
Above 30	27	33,302	1,233	15.17%
Total	229	219,547	4,134	100.00%

WE ARE RAISING THE BAR

CAPABILITY DEVELOPMENT

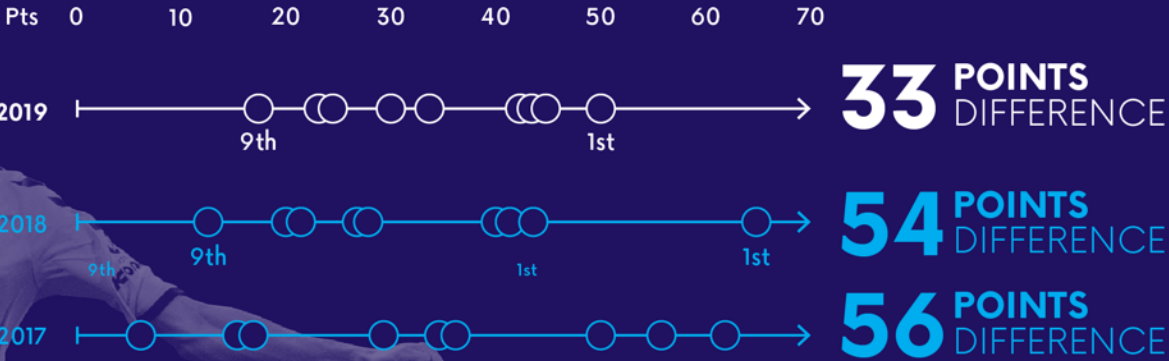


FOREIGN PLAYERS

COMPETITIVE BALANCE

Source: InStat - Singapore Premier League 2019 Summary Report

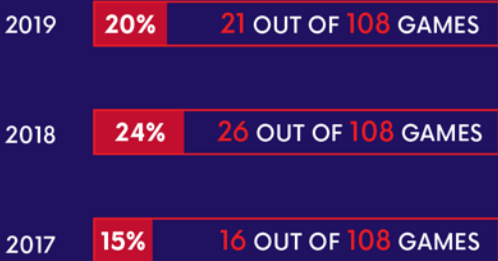
POINTS SPREAD COMPARISON



As Singapore's only professional sports league concluded its 24th season in 2019, the statistics point to the Singapore Premier League developing into a more competitive professional league. Over the past 3 seasons, the points difference between the first and last positions in the league have reduced year-on-year with a significant reduction recorded in the recently concluded season. Within individual matches, the number of draws this season stands at 20%, with the share of matches decided by 3 or more goals this season at 18.5%.

MATCH COMPETITIVENESS

NO. OF GAMES DRAWS



NUMBER OF GAMES DECIDED BY



22 TOTAL FOREIGN PLAYERS

14.0% PERCENTAGE OF MINUTES PLAYED BY FOREIGN PLAYERS
30,629 out of 219,547 minutes

WE ARE LAYING THE FOUNDATION

EFFICIENT RESOURCE MANAGEMENT



MAKING WAVES

AIA

**IS SINGAPORE PREMIER LEAGUE'S
NEW TITLE SPONSOR**

The FAS announced leading life insurer AIA Singapore as the new title sponsor of Singapore's only professional sports league, now renamed as the AIA Singapore Premier League. Under this partnership, the FAS and AIA would leverage on SPL club's ties with the communities and schools as part of AIA's commitment to encourage football development in youth through various outreach activities.

The partnership would help the FAS achieve its goal of improving the vibrancy of local football and raising standards of football in Singapore while keeping in line with the objective of increasing participation at the grassroots level.

KOMOCO MOTORS

**NAMED TITLE SPONSOR OF
SINGAPORE CUP 2019**

In August this year, Komoco Motors was announced as the new title sponsor of the Singapore Cup. As part of the 1-year agreement, the tournament will now be known as the Komoco Motors Singapore Cup. The new sponsor takes over from longstanding incumbent RHB Singapore, which had backed the tournament for 14 years.

The new sponsorship came in conjunction with a brand new Singapore Cup logo, which has been given a more youthful look to represent FAS' key objectives of youth development and vibrant football culture. Iconic representations of Singapore have also been incorporated into the logo to signify the competition as Singapore's premier Cup competition.



WARRIX

**IS THE OFFICIAL SPONSOR OF
FAS-REGISTERED REFEREES**

As match officials play a vital role in the game, the FAS took the step to enhance the professional image of local referees.

The FAS signed a 3-year partnership with Warrix Sport Sdn. Bhd. to provide all FAS-registered referees with a uniformed attire. Under the partnership with Warrix, all FAS-registered referees from the Singapore Premier League to FAS class 3 referees would don the Warrix apparel to officiate FAS sanctioned matches for the domestic football season from 2019-2021. FAS Referee Assessors and Instructors would also wear Warrix attire when conducting official duties.



**SHARED STADIUMS FOR
THE SINGAPORE PREMIER LEAGUE**

As part of the nation's Sports Facilities Master Plan to provide greater access to sports facilities and enable wider participation, the eight locally based SPL clubs will be sharing stadiums on all match days from 2019 onwards.

BISHAN STADIUM



JALAN BESAR STADIUM



JURONG EAST STADIUM



OUR TAMPINES HUB



The shared stadium initiative was aimed at creating a vibrant football culture by enhancing match day experience and increasing fan participation. Not only were the stadiums upgraded with new seats, the latest visual and audio technology – which including giant LED screens and A-boards – were also installed to provide an improved experience for fans. Clubs would be able to leverage on the latest technology to increase fan engagement during the match, as well as provide information on upcoming fixtures, events and player's profiles via out-of-home advertising.

LEAGUE MEDIA VALUE

Source: SPH Media Holdings | Facebook



TRADITIONAL MEDIA VALUE

\$ 1.0M

SHIN MIN DAILY NEWS	\$ 215,784	37 ARTICLES	\$ 1,944 RATE	x3
STRAITS TIMES	\$ 557,442	37 ARTICLES	\$ 5,022 RATE	x3
BERITA HARIAN/BERITA MINGGU	\$ 197,802	37 ARTICLES	\$ 1,782 RATE	x3
OOH CHANNELS	\$ 73,500	\$ 0.006 CPA*	x 12.25M OTS**	

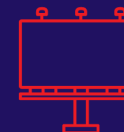
*CPA = Cost Per Acquisition (eyeball) **People with Opportunity to See
Locations: South Beach, Somerset, Toa Payoh, Bishan, Tiong Bahru, Downtown East, Orchard Bowl



\$1,044,528



\$3,782,572



\$1,016,000



\$1,676,400



IN-STADIA MEDIA VALUE

\$ 1.0M

$$\frac{\$1,600}{(\text{RATE CARD})} \times \frac{127}{(\text{MATCHES})} \times \frac{5}{(\text{SPOTS})}$$



DIGITAL MEDIA VALUE

\$ 3.8M

COST PER MILLE (CPM)

$$\frac{756,200 \text{ (TOTAL REACH)}}{\text{DIVIDED BY 1000}} \times \frac{816}{(\text{POSTS FROM MAR TO OCT 2019})} \times \frac{\$ 6.13}{(\text{FB AD VALUE})}$$

TOTAL SINGAPORE
PREMIER LEAGUE MEDIA VALUE

\$7,519,500



PLAYER JERSEY MEDIA VALUE

\$ 1.7M

$$\frac{127}{(\text{MATCHES})} \times \frac{11}{(\text{PLAYERS})} \times \frac{2}{(\text{TEAMS})} \times \frac{\$600}{(\text{RATE})}$$

ATTENDANCE

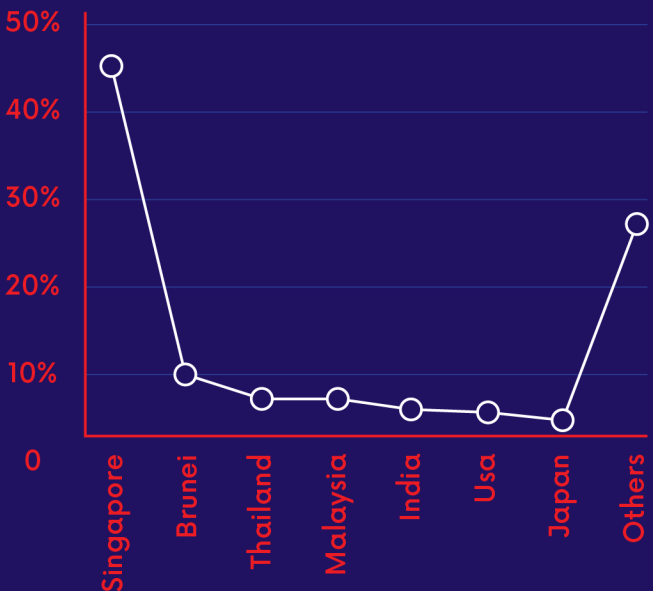
TOP 5 AVERAGE CROWD ATTENDANCE BY CLUB



LIVE VIEWERSHIP Source: Mycujoo



TOP 5 CROWDS





WE ARE CREATING THE EXCITEMENT

VIBRANT FOOTBALL CULTURE

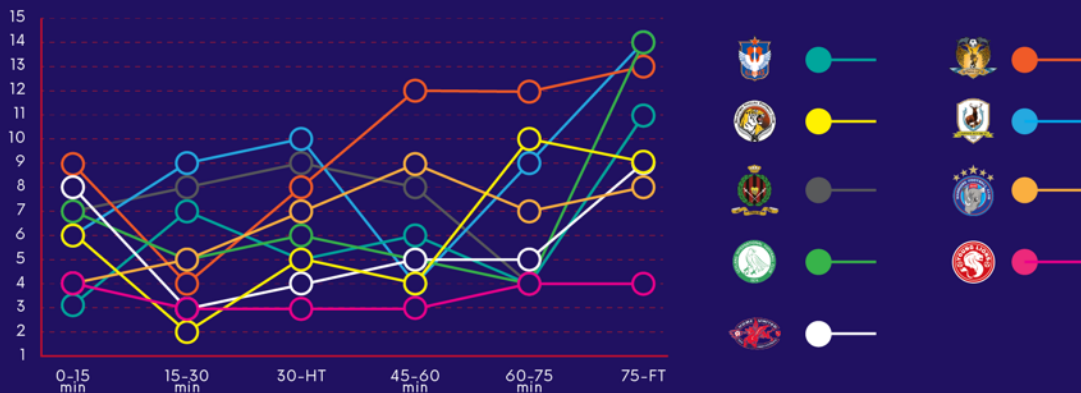


ENTERTAINING AUDIENCES

Source: InStat - Singapore Premier League 2019 Summary Report

GOALS

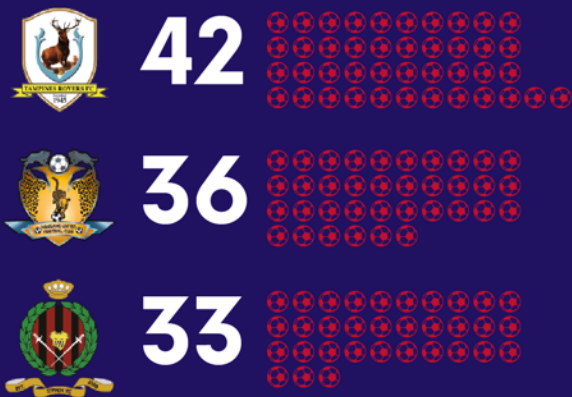
SCORING BREAKDOWN



GOALS PER GAME



GOALS FROM OPEN PLAY



GOALS FROM SET PIECES



Andrei Varankou, Brunei DPMM (**Top Scorer, 21 goals**)

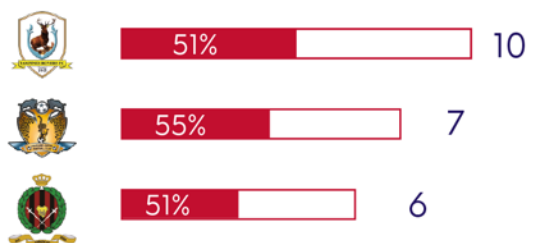
CREATION

Source: InStat - Singapore Premier League 2019 Summary Report

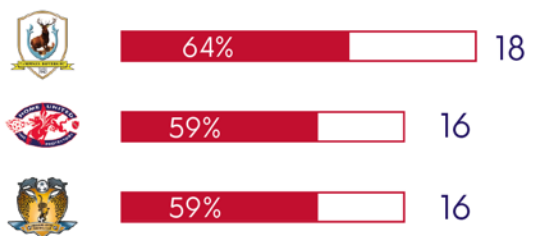
CROSSES PER MATCH



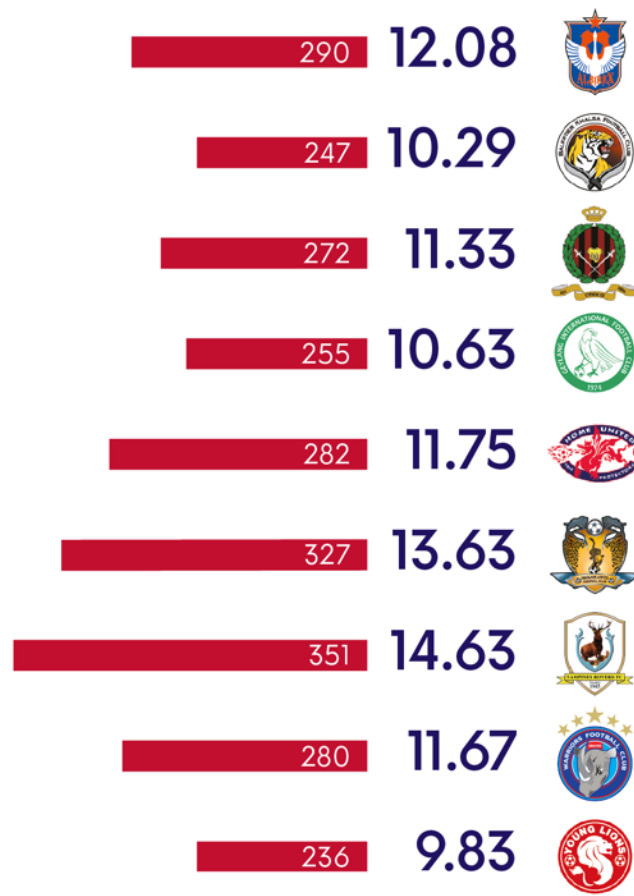
KEY PASSES PER MATCH



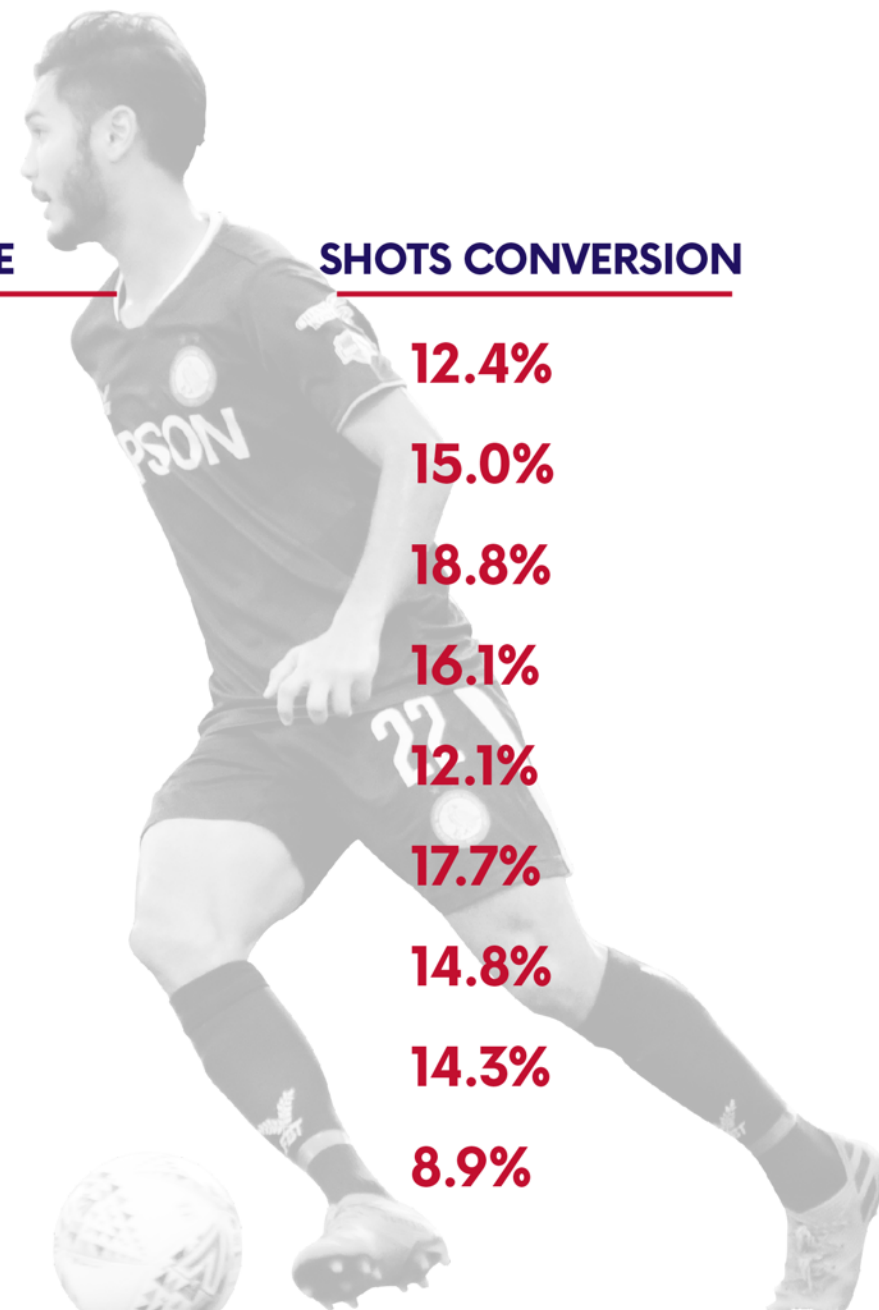
DRIBBLES PER MATCH



TOTAL SHOTS/ PER GAME



SHOTS CONVERSION












AVERAGE MATCH POSSESSION



POSSESSION

Source: InStat - Singapore Premier League 2019 Summary Report

	AVERAGE PASSES PER MATCH	ATTACKING PASS ACCURACY	KEY PASSES ACCURACY
 Tampines Rovers FC	590	83%	51%
 Home United FC	465	76%	47%
 Albirex Niigata FC (S)	450	75%	53%
 Hougang United FC	425	73%	55%
 Geylang International FC	407	72%	47%
 Young Lions	346	70%	45%
 Balestier Khalsa FC	336	69%	54%
 Brunei DPMM FC	332	69%	51%
 Warriors FC	300	67%	48%



Shahdan Sulaiman, Tampines Rovers **(Most Passes, 1,935)**

PROTECTING THE BADGE

Source: InStat - Singapore Premier League 2019 Summary Report

DEFENDING

AVERAGE INTERCEPTIONS PER MATCH



AVERAGE FOULS PER MATCH



TOTAL SAVES MADE



AVERAGE SUCCESSFUL TACKLES PER MATCH



TOTAL CLEAN SHEETS



Wardun Yussof, Brunei DPMM (**Most Supersaves, 31**)

FOULS

Source: InStat - Singapore Premier League 2019 Summary Report

TOTAL YELLOW CARDS GIVEN

428

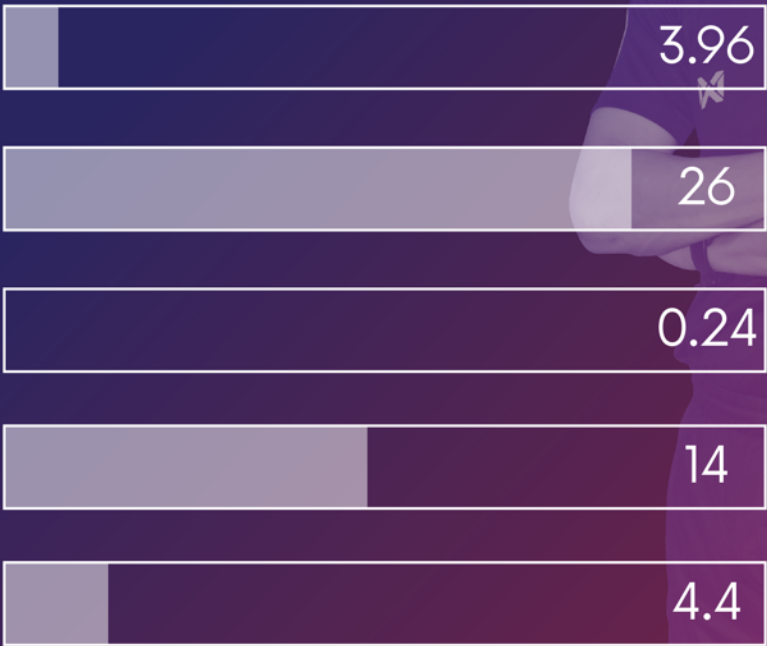
AVERAGE NO. OF
YELLOW CARDS PER MATCH

TOTAL RED CARDS GIVEN
IN THE SEASON

AVERAGE NO. OF
RED CARDS PER MATCH

AVERAGE NO. OF FOULS PER MATCH

AVERAGE NO. OF
PENALTIES TAKEN PER TEAM



WE ARE **CREATING THE EXCITEMENT**

REFEREEING

Source: InStat - Singapore Premier League 2019 Summary Report



14 **REFEREES**
13 MEN 1 WOMAN



26 **ASSISTANT
REFEREES**



9 **DEBUTANTS**

AGE GROUPS	NUMBER OF REFEREES
20-25 years old	2
26-30 years old	14
31 – 35 years old	10
36 – 40 years old	8
41 – 45 years old	5
45 – 50 years old	1

1,372.68km

TOTAL DISTANCE
COVERED THIS SEASON

MOST DISTANCE COVERED IN A MATCH



9.18km

Jansen Foo

Warriors FC vs Home United FC
(17 August 2019)



5.90km

Ronnie Koh

Tampines Rovers FC vs Warriors FC
(14 July 2019)

AVERAGE DISTANCE COVERED THIS SEASON



7.81km



4.90km

HIGHEST SPEED CLOCKED IN A MATCH



30.8km/h

Jansen Foo

Warriors FC vs Home United FC
(17 August 2019)



23.1km/h

Ronnie Koh

Tampines Rovers FC vs Warriors FC
(14 July 2019)

AVERAGE SPEED RUN THIS SEASON



24.47 km/h



19.9km/h

SEASON AWARD WINNERS

AIA

Player of the Year



FARIS RAMLI
Hougang United

KOMODO MOTORS

Young Player of the Year



HAMI SYAHIN
Home United

SINGAPORE POOLS

Coach of the Year



ADRIAN PENNOCK
Brunei DPMM

AIA

Top Scorer



ANDREI VARANKOU
Brunei DPMM

mitre

Goal of the Year



BARRY MAGUIRE
Geylang International

WARRIX

Referee of the Year



FARHAD BIN MOHAMED

WARRIX

Assistant Referee of the Year



ONG CHAI LEE

POLAR

Fair Play Award



ALBIREX NIIGATA (S)



SINGAPORE
PREMIER
LEAGUE

TEAM OF THE YEAR

5 teams are represented in the SPL Team of the Year, with all representatives from clubs that finished in the top 5 of the 2019 Singapore Premier League season.

117 total goals and assists are shared between the players in the Singapore Premier League this season.

Andrei Varankou emerged the top scorer with **21** goals, and is also the joint highest creator with

10 assists, alongside Ryutaro Megumi and Christopher van Huizen.



A full-page background image of a soccer match. Three players are in the foreground, competing for the ball. The player on the left is wearing a dark jersey with 'CHINA' and a logo. The player in the middle is wearing a dark jersey with 'HLS' and a logo. The player on the right is wearing a dark jersey with 'AA' and the number '2'. A soccer ball is on the ground near the player on the right. The background shows a stadium with spectators. The entire image has a red overlay.

WE ARE DEFINING THE FIELD

PARTNERSHIP OPPORTUNITIES

RIGHTS & BENEFITS		Title Sponsor	Premium Sponsor	Official Sponsor	Official Supporter
PREMIUM ASSOCIATION	Naming Rights	Yes	No	No	No
	Category Exclusives	Yes	Yes	Yes	No
	IP Rights	Yes	Yes	Yes	Yes
	Players' Rights	Yes, Solo (Up to 10)	Yes, Solo (Up to 7)	Yes, Group of 4	Yes, Group of 4
	Content Creation with SPL brand	Yes	Yes	Yes	Yes
	Award Naming Rights	Yes	Yes	No	No
EXPERIENCES & PROMOTIONS	Products (Special Promotions, CSR, etc.)	Yes	Yes	No	No
	No. of VIP tickets	130	15	5	5
	No. of Cat 1 tickets	2.5%	1.5%	0.5%	0.5%
	Exclusive Concessions & Discounts	Yes	Yes	Yes	Yes
	On-pitch Promotional Rights	Yes	Yes	No	No
	Stadium Booth	Yes (up to 6)	Yes (up to 4)	Yes (up to 2)	Yes (up to 2)
	Access to SPL Players	Yes with conditions	Yes with conditions	Yes with conditions	Yes with conditions
	Other Marketing Rights	Yes	Yes	Yes	Yes
STRONG EXPOSURE	SPL Official Website	Banner ad (50% share)	Banner ad (30% share)	Banner ad (15% share)	Banner ad (5% share)
	Complimentary Ad spaces on Traditional Media	Yes	Yes	No	No
	Official Logo on Players' Jersey	Yes (Front or Back)	Yes (Front or Back)	No	No
	Advertising Rights	Negotiate	Negotiate	Negotiate	Negotiate
	A-Board	4	2	1	No
	TVCS	Yes	Yes	Yes	No
	Media Backdrop	Yes (50%)	Yes (30%)	Yes (15%)	Yes (5%)
	Stadium Mentions (Verbal & Billboard)	Yes	Yes	Yes	Yes
	Marketing Material	Yes	Yes	Yes	Yes

2020 SINGAPORE PREMIER LEAGUE PROPERTIES*



FEBRUARY
COMMUNITY SHIELD
1 FINAL 2019 LEAGUE CHAMPION VS
2019 CUP CHAMPION



SEPTEMBER - NOVEMBER
SINGAPORE CUP
18 LIVE BROADCAST MATCHES
GROUP STAGE
+ KNOCKOUT
1 1 AFC CUP DIRECT SLOT












FEBRUARY - SEPTEMBER
SINGAPORE PREMIER LEAGUE
108 LIVE BROADCAST MATCHES
3 ROUNDS
1 AFC CHAMPIONS LEAGUE
QUALIFIER PLAYOFF SLOT



SINGAPORE
PREMIER
LEAGUE

2019 FINAL STANDINGS

POS	TEAMS	P	W	D	L	GF	GA	GD	PTS
1	 Brunei DPMM FC	24	15	5	4	51	25	26	50
2	 Tampines Rovers FC	24	12	8	4	52	29	23	44
3	 Hougang United FC	24	13	4	7	58	45	13	43
4	 Albirex Niigata FC (S)	24	12	5	7	36	25	11	41
5	 Geylang International FC	24	10	3	11	41	48	-7	33
6	 Home United FC	24	9	3	12	34	46	-12	30
7	 Warriors FC	24	6	5	13	40	56	-16	23
8	 Young Lions	24	6	4	14	21	38	-17	22
9	 Balestier Khalsa FC	24	4	5	15	37	58	-21	17



**SINGAPORE
PREMIER
LEAGUE**

WOULD LIKE TO THANK OUR VALUED
PARTNERS AND SPONSORS FOR AN AMAZING 2019

AIA

League Title Sponsor

**KOMODO
MOTORS**

Cup Title Sponsor

mitre >



Sponsors

**tote
board**



Giving Hope. Improving Lives.

Sport
SINGAPORE
LIVE BETTER THROUGH SPORT

Partners in Sport



We Are  **NESTRONG**



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www.spl.org.sg



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