



## Football



- Cristiano Ronaldo eyes Napoli swap deal as Antony closes in on £85m Manchester United move
- Lewandowski hits brace as Barcelona thrash Real Valladolid at Camp Nou
- Neymar penalty rescues point for PSG against Monaco after Kevin Volland opener
- 'He's the real deal!' - Manchester United target Antony has shades of a young Cristiano Ronaldo



\* Scan to view the Champions League Draw \*

### Champions League

- Antonio Conte claims Tottenham can win Champions League but says stars must be 'dreamers'
- Champions League draw as it happened - Group of Death plus who Liverpool, Spurs, Chelsea and Man City got

## Tennis



- Rafael Nadal will miss Novak Djokovic at US Open, says Dan Evans
- Kim Clijsters: Being both a mother and athlete is a constant battle - Legends' Voice
- Andy Murray admits cramping issues are 'concerning' after sweat tests come back clear
- Borna Coric lifted the trophy at The Western & Southern Open, Cincinnati Open
- The 2022 US Open is the 142nd edition of tennis' US Open and the fourth and final Grand Slam event of the year.

## F1



- Max Verstappen triumphs to take battling win at Belgian Grand Prix after starting in 14th
- Lewis Hamilton won't speak to Fernando Alonso after idiot comment
- What next for Mick Schumacher with Ferrari set to cut ties with Haas driver for 2023? Will he be on the grid?
- Daniel Ricciardo has run out of road at McLaren and, while he has made it clear he wants to stay in Formula 1, the options in front of him are currently sparse.
- Lando Norris feels McLaren are missing a trick with their 'shocking' DRS
- McLaren have 'multiple options' for 2023, not just Oscar Piastri

Highlights of infrastructures and events for the approaching FIFA World Cup 2022 unveiled. Check out the second official soundtrack for the World Cup which has been recently released. Easy and convenient settling of payments for Android users has officially launched in Qatar. Stay up to date with the latest developments in digital and social media. Find out more about the sports updates and launch of the latest Lamborghini Urus Performante. Join the ongoing countdown of the most-awaited FIFA World Cup 2022.

### Inside this issue



Lusail Boulevard



Google Pay



Digital & Social Media



Sports Updates

### Global festival: Qatar unveils World Cup entertainment for region's 'biggest mega-event'

As Qatar approaches less than 100 days until the World Cup 2022, everyone is eager and excited to see what it has to offer. There is no denying that everyone has a lot on their minds at the moment regarding what they expect to happen during the event but Qatar is gearing up to showcase the largest and most varied entertainment options for everyone. According to the Deputy Director General, Marketing, Communications and Event Experience, Supreme Committee for Delivery & Legacy, Khalid Al Mawlawi, "Fans from across the globe should expect an incredible experience when they arrive in Qatar for the biggest mega-event ever to be held in our country and region". In addition to this, there will be more than 90 special activities that will happen simultaneously during the football tournament. Fan zones will be everywhere there will be music festivals, cultural displays, street performances, and more. It is expected that Corniche will be one of the busiest locations during the event, with an estimated 120,000 people attending.



### Lusail Boulevard

Lusail Commercial Boulevard as it is called is one of Qatar's projects located at the famous groundbreaking location, Lusail City. The FIFA event will have a wide array of entertainment options, and this should be one of the highlights. It is also anticipated to be a place where street entertainment, parades, concerts, and performances will be staged. Given that Lusail Stadium will be hosting the FIFA World Cup™ finals. This key tourist destination is projected to have around 50,000 visitors daily. Located just north of the capital Doha, according to its main contractor, Lusail Commercial Boulevard consists of 18 expansive buildings spanning 1.3 kilometers and is expected to become the largest commercial street development in the Arabian Gulf.



## Drones for Advertising: The Future of the Marketing Industry

Drone technology has revolutionized a number of different industries. As a sector that always tries to utilize innovative new technologies, the marketing industry is no exception. From video capture to customer interactivity, here's a range of possibilities that drones open up for marketers to utilize.

### Drones Light Shows

Primarily, drones in the advertising industry are being used to light up the sky. Whether it's a company logo, brand messaging, or even a QR code, companies are utilizing drone light shows to project images up to hundreds of feet across.

### Innovative Videography Possibilities

From sweeping crowd shots at an event to breathtaking landscape shots that capture the full beauty of the surroundings scenery, a birds-eye perspective allows drones to shoot footage conventional cameras could never capture.

### Customer Interactivity

Drones provide exciting new ways for companies to deliver interactivity that customers are searching for. Promotional materials like flyers for a crowd in an engaging way is sure to give a positive experience that they'll tell their friends and family about, accomplishing a marketer's job through word of mouth.

The potential connection between drones and new technologies such as wearable devices or virtual reality will open up new pathways for marketing experts to make use of drones. Since we're still at the rise of drones transforming our world, there are countless exciting possibilities that the future holds.



## Impact of Social Media on World Cup Events

Football fans from all over the world are turning their attention on the Qatar 2022 World Cup, cheering on their national teams. Therefore, it's worth reflecting on the power of social media platforms that are becoming the most effective way for supporters, especially those not able to be in the stadium, to express their emotions and connect with their favorite teams and players. Furthermore, social media provides an opportunity for teams, players and brands to generate engagement and increase visibility. Thereby, let's review the impact of social media in previous World Cups.

The 2014 World Cup in Brazil had some interesting figures worth recalling. In total, 672 million tweets referred to the 2014 World Cup and the dramatic semi-final between Brazil and Germany generated more than 200 million interactions, from 66 million users, across all social media platforms. It was no surprise that the 2018 World Cup also sparked heavy engagement. Posts from players like Cristiano Ronaldo, Neymar and James Rodríguez, for instance, generated high levels of traffic. Evidently, carefully managed social media strategies can result in an extraordinarily high number of interactions during world cups.



## The Second Official World Cup Soundtrack Released

Recently this August, the second official World Cup Soundtrack "Arhbo" was released. The soundtrack Arhbo was featured by the Congolese French rapper Gims and Latin Grammy-winning, Puerto Rican artist Ozuna, the music is now available on all music streaming platforms including Youtube, the track is a combination of Spanish and English language. After the first soundtrack Hayya Hayya (Better Together) which was released in April 2022. It is the first time that the tournament's soundtrack will feature a multi-song collection from diverse international artists which shows how this event will involve the participation of fans from all over the world. These tracks gather people despite of all the languages we have, it will always be universal when it comes to music and football and we will unite as one.



(Scan to view the official soundtrack)



## Google Pay Now Available in Qatar

Google Pay has officially launched in Qatar, allowing mobile payment transactions with encryption and security. Banks that offer the service will provide their customers with a faster, more secure, and more convenient way to pay in stores and applications using just their mobile devices through payment methods saved in their Google accounts. Once the card has been added, Google Pay will allow Android users to complete their payment transactions by simply tapping their phone at checkout. In a tweet, the QCB said that all global digital wallet services for cards such as Apple Pay, Samsung Pay, and Google Pay are now accepted in Qatar, offering visitors especially during the World Cup convenient ways to process and complete their digital payments.



## Lamborghini Urus Performante

Lamborghini has finally unveiled the Urus Performante, its latest super-SUV that's powered by the same 4.0 litre twin-turbocharged V8, but with 666hp -16hp more than the outgoing Urus.

