



**FOR IMMEDIATE RELEASE**

**MediaPower Qatar Awarded Strategic Centralized VAR Project by Qatar Football Association**

**DOHA, QATAR / GENOVA, ITALY – January 15, 2026** – MediaPower, a global leader in broadcast technology integration, is proud to announce that its subsidiary, **MediaPower Qatar**, has been officially awarded a major contract by the **Qatar Football Association (QFA)** for the implementation and long-term support of a state-of-the-art **Centralized Video Assistant Referee (VAR) system**.

The project, which is fully compliant with **FIFA standards**, involves the deployment of a high-end, scalable "Central VAR" solution across multiple venues in Qatar. The agreement includes the full implementation of the system followed by a comprehensive **five-year maintenance and support contract** to ensure operational excellence and reliability for the Qatari football ecosystem.

**Innovation and Excellence in Officiating** MediaPower's solution features a sophisticated technological stack designed for high availability and future-proofing. The system integrates advanced orchestration, specialized modules for ball tracking and AI-driven analysis, and secure referee communication systems. Designed to meet the most rigorous international requirements, the infrastructure is built to adapt to evolving broadcast protocols and high-definition standards.

**Strategic Regional Impact** "We are honored to partner with the Qatar Football Association on this mission-critical project," said **Marcello Dellepiane**, CEO of MediaPower. "This award underscores our commitment to the Middle Eastern market and our ability to deliver world-class sports technology solutions that meet the rigorous standards of FIFA and national football associations".

As a locally established company, MediaPower Qatar is uniquely positioned to provide seamless execution and immediate on-site support, fostering knowledge transfer to QFA's technical teams. This project serves as a strategic cornerstone for MediaPower's expansion and continued investment in the Gulf region.

**About Media Power S.r.l.** MediaPower is a premier systems integrator and strategic technology partner dedicated to architecting the future of critical media and IT ecosystems. With deep engineering expertise and a comprehensive portfolio spanning high-performance infrastructure, workflow automation, and advanced video production, Media Power designs and deploys custom, end-to-end solutions. By acting as a trusted consultant and autonomous technology expert, Media Power empowers broadcasters, corporate



enterprises, government agencies, and industrial sectors to seamlessly navigate digital transformation and optimize their operational workflows.

**For further details regarding this project or MediaPower's global solutions, please reach out to:**

<https://media-power.it/contact-us-media-power/>