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Modelling relationships between match events and match outcome in elite football

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Running head: Relationships between match events and outcome in football

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Abstract

Identifying match events that are related to match outcome is an important task in football match analysis. Here we have used generalised mixed linear modelling to determine relationships of 16 football match events and one contextual variable (game location: home/away) with the match outcome. Statistics of 320 close matches (goal difference ≤ 2) of season 2012-2013 in the Spanish First Division Professional Football League were analysed. Relationships were evaluated with magnitude-based inferences and were expressed as extra matches won or lost per 10 close matches for an increase of two within-team or between-team standard deviations of the match event (representing effects of changes in team values from match to match and of differences between average team values respectively). There was a moderate positive within-team effect from shots on target (3.4 extra wins per 10 matches; 99% confidence limits ± 1.0), and a small positive within-team effect from total shots (1.7 extra wins; ± 1.0). Effects of most other match events were related to ball possession, which had a small negative within-team effect (1.2 extra losses; ± 1.0) but a small positive between-team effect (1.7 extra wins; ± 1.4). Game location showed a small positive within-team effect (1.9 extra wins; ± 0.9). In analyses of nine combinations of team and opposition end-of-season rank (classified as high, medium, low), almost all between-team effects were unclear, while within-team effects varied depending on the strength of team and opposition. Some of these findings will be useful to coaches and performance analysts when planning training sessions and match tactics.

Key words: notational analysis, performance indicators, situational variable, soccer

1 **Introduction**

2 Performance analysis appears to be widely accepted by players, coaches and sport scientists as useful
3 feedback in the coaching process (Drust, 2010). In the world of football, most professional clubs and
4 teams use video feedback to some degree, and some employ performance analysts (James, 2006).
5 Recorded videos of matches are analysed to evaluate and monitor team performances. Video analysis
6 systems, such as AMISCO, OPTA and ProZone, provide an extensive database of match events and
7 other variables. However, not all the recorded events and variables can be attributed as meaningful and
8 useful performance indicators, because performance indicators should be related to the success of team
9 performances which can be, for example, the winning of matches (Higham, Hopkins, Pyne, & Anson,
10 2014). Therefore, the question of which match events and variables are usefully related to the match
11 outcome needs to be addressed with appropriate and powerful statistical methods (Moura, Martins, &
12 Cunha, 2014; Yue, Broich, & Mester, 2014).

13 Previously, various studies across different sports were devoted to notational analyses trying to
14 discriminate match performances according to the different competition and competitor characters, for
15 instance, according to the difference of gender, outcome, and competition period (Casolino, Lupo,
16 Cortis, Chiodo, Minganti, Capranica et al., 2012), the interaction of quality of opposition and match
17 status (Marcelino, Mesquita, & Sampaio, 2011), the difference of competing court surface
18 (O'Donoghue & Ingram, 2001), different competition levels (Lupo, Minganti, Cortis, Perroni,
19 Capranica, & Tessitore, 2012), and the occurrence of skills and related creation of scoring opportunities
20 (Thomas, Fellingham, & Vehrs, 2009). These studies identified that players' and teams' technical and
21 tactical performances differed from different characters of competitions and competitors. Nevertheless,
22 not many of these studies developed predictive models to determine relationships between
23 performance-related match events/variables and the match outcome.

24 Several studies have focused on developing this kind of predictive modelling in football
25 performance analysis (Sarmiento, Marcelino, Anguera, Campanico, Matos, & Leitao, 2014). Linear
26 models, such as discriminant analysis (Castellano, Casamichana, & Lago, 2012; Lago-Peñas,
27 Lago-Ballesteros, Dellal, & Gómez, 2010; Lago-Peñas, Lago-Ballesteros, & Rey, 2011), logistic
28 regression (Collet, 2013; Liu, Gómez, Lago-Peñas, & Sampaio, 2015), a multivariate combination of
29 principal-component and cluster analysis (Moura et al., 2014), and Pearson's correlation analysis (Yue
30 et al., 2014), have been used to identify match performance statistics related to goal scoring or match
31 outcome. However, none of these models has properly accounted for the repeated-measures problem of
32 multiple games played by each team. Generalised mixed linear modelling provides a solution to the
33 problem, and it has been applied to the analysis of performance indicators in rugby sevens (Higham et
34 al., 2014) and to track the progression of goal scoring of youth football teams (Malcata, Hopkins, &
35 Richardson, 2012).

36 In the present study, we have employed generalised mixed linear modelling to quantify
37 relationships of 16 football match events and one contextual variable (game location: home and away)
38 with the match outcome. Following the analyses and recommendations of previous authors (Bradley,
39 Lago-Peñas, Rey, & Sampaio, 2014; Gómez, Gómez-Lopez, Lago, & Sampaio, 2012; Gómez,
40 Lago-Peñas, & Pollard, 2013; Lago-Peñas & Lago-Ballesteros, 2011; Sarmiento et al., 2014), we have
41 also attempted to determine how the effects were modified by strengths of the team and opposition.

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1 **Method**

2 *Sample and variable*

3 Match performance statistics of all 380 matches of season 2012-2013 in the Spanish First Division
4 Professional Football League (*La Liga BBVA*) were analysed. Data were obtained from OPTA
5 Sportsdata Spain Company (Madrid). The OPTA tracking system has an acceptable inter-operator
6 reliability (Liu, Hopkins, Gómez, & Molinuevo, 2013). Ethics committee approval was gained from the
7 Polytechnic University of Madrid.

8 According to the suggestion of some professional coaches and performance analysts of football,
9 and in line with the available related literature (Castellano et al., 2012; Lago-Peñas & Lago-Ballesteros,
10 2011; Lago-Peñas et al., 2010; Lago-Peñas et al., 2011; Liu et al., 2015; Liu et al., 2013), 16
11 performance related match events and one contextual variable were chosen as predictor variables in the
12 analyses (See Table 1). Operational definitions of these match events are included in the table as well
13 (Liu et al., 2015; Liu et al., 2013).

14 **** Table 1 near here****

15

16 *Identification of close matches*

17 A k-means cluster analysis was undertaken to identify the cut-off value in goal difference in order to
18 classify close matches and unbalanced matches (Liu et al., 2015). The analysis was performed in the
19 data package of IBM SPSS Statistics for Windows, Version 20.0 (Armonk, NY: IBM Corp.). Results
20 identified one cluster of 60 matches (unbalanced matches) with a goal difference of more than 2 goals
21 (3.75 ± 0.73 , ranged from 3 to 6, $n = 120$ observations), and another cluster of 320 matches (close
22 matches) with a difference of less than and equal to 2 goals (0.99 ± 0.72 , ranged from 0 to 2, $n = 640$
23 observations). Data of the 320 close matches were then imported into the Statistical Analysis System
24 (SAS Institute, Cary, NC) for further statistical analysis.

25 *Generalised mixed linear modelling*

26 Events expressed in percentage units (ball possession, pass accuracy, and aerial advantage) were
27 analysed as absolute values; other events were analysed as counts per 50% of ball possession. A
28 mixed-model reliability analysis (Proc Mix in SAS) with a random effect for team was performed to
29 estimate between-team and within-team standard deviations (SD) for each match event (Higham et al.,
30 2014). The between-team SD, which represents differences between average team values, was
31 estimated from the random effect. Residual variance of the model was used to calculate the within-team
32 SD, which represents changes in team values from match to match.

33 The cumulative logistic-regression version of the generalised mixed linear model (Proc Glimmix in
34 SAS) was used to estimate the effect of a given predictor variable. Match outcome expressed as win,
35 loss or draw was the dependent variable and was modelled as the log of the odds of a team winning.
36 For the effect of differences in the predictor variable between teams on match outcome, the value of the
37 predictor variable was each team's season mean, and the effect was estimated as the ratio of the odds of
38 winning for a typically high value of the predictor (+1 between-team SD) compared with a typically
39 low value (-1 between-team SD). For the effect of changes in the variable within a team between
40 matches, the individual values of the predictor in each game were used, and the effect was estimated as
41 the ratio of odds of winning for a typically high compared with a typically low value of the predictor
42 (± 1 within-team SD). The odds ratios were converted to the difference or change in percent probability
43 of winning a close match defined by centring the two probabilities on 50%. The effect of "game
44 location" was derived as the effect of winning a home game vs an away game and could be estimated

1 only as a within-team effect. The identity of teams was a random effect in all models. Modelling was
2 performed separately for each of the 16 match events and for the contextual variable of game location.

3 Analyses were also performed to take into account the modifying effects of strength of team and
4 opposition in each game. Strength was classified into three groups according to the end-of-season rank
5 (Gómez et al., 2013): high-level teams (rank 1-6); medium-level teams (rank 7-13); and low-level
6 teams (rank: 14-20). The effect of each predictor variable for each of the nine combinations of strength
7 of team and opposition was estimated by including the interaction of team and opposition strength as
8 fixed effects (intercepts and interacted with each predictor). Between- and within-team SD for
9 evaluating the effects were derived from corresponding reliability analyses. Because of the relatively
10 small number of teams in each combination, almost all the between-team relationships were unclear;
11 therefore, results of the between-team modelling with the nine combinations are not presented.

12 *Inferences*

13 Uncertainty in the true effects of the predictors was evaluated using non-clinical magnitude-based
14 inference (Hopkins, Marshall, Batterham, & Hanin, 2009). Effects were deemed clear if the confidence
15 interval for the difference or change in the probability of winning did not include substantial positive
16 and negative values ($\pm 10\%$, which represent one extra win or loss in every 10 close matches; (Higham
17 et al., 2014; Hopkins et al., 2009). Magnitudes of clear effects were evaluated as follows: $<10\%$, trivial;
18 $10\text{-}30\%$, small; $30\text{-}50\%$, moderate; $>50\%$, large. To reduce inflation of Type 1 error, only effects clear
19 with 99% confidence intervals were evaluated.

21 **Results**

22 Descriptive statistics and estimated between- and within-team SD from the reliability analysis for each
23 selected match event of all 320 close matches and 20 teams are presented in Table 2.

24 **** Table 2 near here****

26 Descriptive statistics of match-event values in subgroups defined by the nine combinations of team
27 and opposition strengths are presented in Table 3.

28 **** Table 3 near here****

30 The between- and within-team relationships of selected variables with the probability of winning a
31 close match without modification of team and opposition strength are presented in Figure 1. Of the 16
32 events analysed, 11 had clear between-team relationships with the probability of winning. Ball
33 possession, pass, pass accuracy and aerial advantage had clear positive relationships, while cross, lost
34 ball, ball recovery, tackle, foul, yellow card and red card had clear negative relationships. All the
35 analysed variables showed clear within-team effects on the likelihood of winning. Eight variables (shot,
36 shot on target, offside, lost ball, ball recovery, tackle, foul and game location) had clear positive effects,
37 while five (ball possession, pass, pass accuracy, cross and red card) showed clear negative effects, and
38 other four variables had trivial effects.

39 **** Figure 1 near here****

41 Effects varied depending on the strength of team and opposition when we took into account the
42 modifying effects of combination of team ranks. For high-level teams, only shot on target showed clear
43 within-team effects (positive) in all three combinations of oppositions. Aerial advantage showed clear
44 negative effects in matches against high-level oppositions; in matches against medium-level teams,

1 shot, lost ball, ball recovery, tackle, foul and game location had clear positive effects, while ball
2 possession and pass accuracy had clear negative effects; in matches against low-level teams, shot and
3 pass showed clear positive effects, while ball possession showed a clear negative effect.

4 For medium-level teams, Shot on target and ball possession showed clear within-team effects
5 (positive and negative respectively) on the probability of winning a close match for medium-level
6 teams no matter which level of opponent they were facing. Within-team effects of the other variables
7 differed depending on the strength of opposition. In matches with high-level oppositions, shot, lost ball,
8 foul and game location had clear positive effects on the likelihood of winning, while pass accuracy had
9 clear negative effect; in matches with medium-level teams, only tackle demonstrated clear within-team
10 effect (positive); in matches with low-level opponents, eight events (shot, shot blocked, lost ball, ball
11 recovery, tackle, foul and yellow card) showed clear positive effects, while none showed clear negative
12 effect.

13 When low-level teams played against high-level teams, a two-SD increase in the value of yellow
14 card would lead to a 23% higher likelihood of winning, and the same increase in pass and pass
15 accuracy would bring them a 30 and 20% lower probability of winning. Eight variables demonstrated
16 clear substantial effects on the probability of winning for low-level teams when facing medium-level
17 oppositions, of which six (shot, shot on target, offside, foul, yellow card and game location) were clear
18 positive and two (ball possession and red card) were clear negative. In the situation of facing low-level
19 opponents, three variables (shot on target, tackle and game location) showed clear positive effects and
20 two (shot blocked and cross) showed clear negative effects.

21 22 **Discussion**

23 The aim of the present study was to determine relationships of 16 football match events and one
24 contextual variable with the match outcome in the Spanish First Division Professional Football League.
25 All the variables showed clear within-team relationships and 11 events showed clear between-team
26 relationships with the probability of winning. Ball possession had a small negative within-team effect
27 but a small positive between-team effect on winning. Effects of three other events related to passing
28 and organising and of most events related to defending were consistent with those of ball possession.
29 Game location showed small positive within-team effect on winning. In the analyses of different
30 strength combinations, almost all between-team effects were unclear, while within-team effects varied
31 depending on the strength of team and opposition.

32 For the goal scoring-related variables, achieving more shots and shots on target would have positive
33 within-team effects on the probability of winning. These findings are in agreement with those of prior
34 research, which showed that the frequency and efficiency of shots were associated with the winning in
35 football matches (Castellano et al., 2012; Lago-Peñas et al., 2010; Lago-Peñas et al., 2011; Liu et al.,
36 2015; Yue et al., 2014). Furthermore, a very likely negative effect from the increase of shot blocked and
37 a most likely positive effect from shot on target were found for low-level teams when playing against
38 low-level opponents. This result is in line with the recent studies that showed *the quality of shots rather*
39 *than the quantity determines the game results* (Liu et al., 2015; Yue et al., 2014). And our result further
40 emphasizes the importance of this statement in the match situation of low-level teams playing against
41 similar level of opposition.

42 Teams who had more ball possession tended to win more close matches in the between-team
43 analysis, but in the within-team analysis, a team with more ball possession in a close match tended to
44 have a lower probability of winning. Although previous authors did not state explicitly about

1 between-team and within-team effects, their studies provided similar conclusions. Several authors
2 (Collet, 2013; Jones, James, & Mellalieu, 2004; Lago-Peñas & Dellal, 2010) analysed ball possession
3 using seasonal mean values for each team, which represents a between-team analysis. Their research
4 showed that successful teams (teams winning more games) maintained a higher percentage of ball
5 possession than unsuccessful teams, suggesting that successful teams made more accurate and difficult
6 passes to avoid opponents' tackles and anticipated quicker teammates' movements and opponents'
7 movements and the ball direction (Jones et al., 2004). Hence, successful teams could "control" the
8 game by dictating play to approach the attacking third of the pitch to create goal-scoring opportunities
9 (Bradley et al., 2014). Meanwhile, various authors (Bradley et al., 2014; Collet, 2013; Jones et al., 2004;
10 Lago-Ballesteros, Lago-Peñas, & Rey, 2012; Lago-Peñas & Dellal, 2010; Lago-Peñas & Gómez-López,
11 2014; Lago, 2009; Lago & Martin, 2007) investigated ball possession at individual match level, which
12 would probably bias outcomes towards a within-team analysis. In these studies, teams had more
13 possession when they were losing than when winning, which led to the conclusion that "in league play,
14 the effect of greater possession was consistently negative" (Collet, 2013, p. 123). Taking together, these
15 findings implied that when teams are winning, they tend to change their tactics and playing styles to
16 more defensive situations and prefer to play counter attacks and direct passes, thus their possession
17 time decreases (Bradley et al., 2014; Lago-Ballesteros et al., 2012; Lago-Peñas & Gómez-López, 2014;
18 Lago, 2009); conversely, when teams are losing, they tend to make greater efforts to maintain ball
19 possession, hoping for goal-scoring opportunities to avoid defeat (Jones et al., 2004).

20 Pass, pass accuracy and lost ball are three match events related to passing and organising that are
21 highly correlated to ball possession: more passes and higher pass accuracy lead to higher possession
22 (Collet, 2013), while more lost balls lead to lower possession. Effects of pass and pass accuracy were
23 consistent with those of ball possession: both showed positive between-team effects but negative
24 within-team effects on probability of winning. These results are in accordance with findings of a
25 previous study, which showed that the scoring team reduced the number and accuracy of passes after
26 scoring (Redwood-Brown, 2008). However, the decrease does not happen for high-level teams in close
27 matches against low-level opponents, because pass had negative within-team effects for low-level
28 teams when playing against oppositions of high level, but positive effects for high-level teams when
29 facing low-level opponents. Pass accuracy also showed negative within-team effects for low-level
30 teams in the combination of low vs high.

31 The finding for lost balls could be explained by combining the effects of three defending-related
32 match events: ball recovery, tackle and foul, which were also found to be consistent with those of ball
33 possession. Lost ball, ball recovery, tackle and foul shared very similar relationships with the
34 probability of winning. Their between-team effects were all negative, while within-team effects were
35 all positive. The between-team effect reflects that teams that won more (stronger teams) committed less
36 lost ball, ball recovery, tackle and foul, which is easy to understand: the stronger teams attacked more
37 (defended less) and attacked with higher accuracy, while the within-team effect can be explained by the
38 zone difference where these actions occurred (Almeida, Ferreira, & Volossovitch, 2014; Gómez et al.,
39 2012). When a team won a match, it was more likely to perform offensive actions next to the
40 goal-scoring area where the opponent's defending was focused, thus its chance of lost ball increased.
41 However, as these lost balls were distant from the team's own goal area, it would not leave easy
42 counterattack opportunities for its opponents (Gómez et al., 2012). Moreover, after the team committed
43 these lost balls, it would immediately employ a proactive defensive strategy to recover them from
44 interceptions and tackles in the area where they lost the balls (Almeida et al., 2014). Although these

1 actions sometimes might end with a foul, regaining ball possession promptly and directly in the
2 opponent's half of the pitch is associated with success in football competitions (Almeida et al., 2014;
3 Vogelbein, Nopp, & Hokelmann, 2014).

4 In accordance with previous findings, results of the present study also showed some relationships
5 that are not consistent with ball possession. For example, cross was previously demonstrated as a
6 variable that discriminated winning and losing teams (Lago-Peñas et al., 2010; Lago-Peñas et al., 2011).
7 Our results are in line with this finding: cross showed negative between- and within-team effects on
8 probability of winning. The modelling accounted for different strength combinations showed that the
9 negative within-team effect of cross was clear only for low-level teams when facing low-level
10 oppositions. This finding may indicate that the match strategy of low-level teams was more closely
11 depended on wide areas and winger players. Low-level teams are tactically and strategically worse
12 prepared, they have poorer group-tactical behaviours in small zones of the pitch, and consequently the
13 cross is a useful strategy for low-level teams during their offensive phases (Bourbousson, Seve, &
14 McGarry, 2010). In addition, corners were believed to yield most set-piece goals and most achievable
15 attempts in the area (Yiannakos & Armatas, 2006), and they were found to account for 20% of the total
16 goals scored from set pieces during the 2006 World Cup; however, effectiveness of corner kicks was
17 not found to be associated with match outcome (Sainz De Baranda & Lopez-Riquelme, 2012).
18 Accordingly, results of the present study showed that corners had trivial within-team effects on
19 probability of winning a close game.

20 Previous observations on offside showed contradictory conclusions: one showed there were
21 differences among winning, drawing and losing teams (Lago-Peñas et al., 2010), while others showed
22 that there were no differences (Castellano et al., 2012; Lago-Peñas et al., 2011). Our results showed
23 that offside had a clearly positive within-team relationship with probability of winning. It has been
24 verified that attacking space is highly concentrated by well-organised defense in Spanish professional
25 league (Castellano & Álvarez, 2013); therefore, penetrative passes that could produce shot
26 opportunities that are close to the goal-scoring area are of great importance in attacking, while this type
27 of pass is normally associated with offside.

28 Aerial advantage can be understood as the advantage in fighting for high, long and crossing passes,
29 which were identified as the most effective passes to precede goals (Yiannakos & Armatas, 2006).
30 Indeed, a clear positive between-team relationship was found between this event and likelihood of
31 winning close matches, which indicates that teams winning more aerial duels tended to win more
32 games. This event is closely related to the event of cross: higher frequency of aerial duel always
33 indicates higher adoption of cross strategy from one or both of the confronting teams. Therefore, teams
34 winning more aerial duels are more likely to dominate both the attacking and defending phase and
35 eventually to win the match. In the matches between high-level teams, aerial advantage showed
36 negative within-team effects on probability of winning. This finding tends to reflect that, within a
37 high-level team, winning more aerial duels in a close match (especially in a match against a high-level
38 opponent) is likely associated with losing. As has been shown before, when a team is losing, it is more
39 likely to use cross strategy instead of keeping control of ball possession (Lago & Martin, 2007). This
40 kind of attempted cross strategy will bring high aerial advantage; however, combined with our finding
41 on cross, within a team, employing more cross would actually reduce the probability of winning.

42 Yellow card and red card were previous found to differ significantly between winning and losing
43 teams, but they apparently did not contribute significantly to discriminant functions for match outcome
44 (Castellano et al., 2012; Lago-Peñas et al., 2010; Lago-Peñas et al., 2011). We have shown that both

1 events had clear negative between-team effects on the winning probability of close matches, but their
2 within-team effects were different: yellow card had trivial effects and red card had negative effects. A
3 red card will lead to a player dismissal, which will weaken the performance of the sanctioned team in
4 terms of goal scoring and match outcome (Bar-Eli, Tenenbaum, & Geister, 2006), while the sanction of
5 yellow card may compromise a player's defensive performance in a way to avoid being sent off.
6 Furthermore, yellow card had positive relationships with the chance of winning for medium-level
7 teams (when vs low) and for low-level teams (when vs high and vs medium), while red card reduced
8 the likelihood of victory for low-level teams when playing against opponents of medium level. These
9 findings tend to indicate that teams of higher level are less influenced by the sanction of cards.

10 Results of the current study showed that game location was a contextual variable that had a positive
11 effect on the chance of winning a close match, which is supported by findings from previous
12 modellings (Lago-Peñas & Lago-Ballesteros, 2011; Lago-Peñas et al., 2010). In addition, a recent
13 study (Pollard & Gómez, 2014) identified a mean home advantage value of 62% in Spanish
14 Professional League during seasons from 2006 to 2012. Therefore, the contextual variable of game
15 location should be taken into account when analysing team performance in football. Prior authors also
16 indicated that superior teams experience different effects of game location from inferior teams
17 (Lago-Peñas & Lago-Ballesteros, 2011). The same trend was found in our results. Additionally,
18 different game-location effects were found when playing with different oppositions. When playing
19 against an opponent of the same level, the smallest game-location effects were found for high- and
20 medium-level teams, while the largest appeared for the low-level teams. These findings are in line with
21 previous studies which showed that game-location effect is influenced by strength of opposition, and
22 that higher effects exist when the team is confronting an opponent of better quality (Oliveira, Gómez,
23 & Sampaio, 2012; Pollard & Gómez, 2009).

24 The findings in this study represent associations between final score line and match events
25 accumulated throughout the match, when the score line may be different. However, the score line
26 during a match is highly correlated with the final score line, owing to the fact that football is a low
27 scoring game (Gómez et al., 2013). Our findings therefore arise from and represent effects of score line
28 during the match, but in future research it would be preferable to quantify the match events between
29 each change in the score line, or to adjust total game events for the overall percentage of time spent in
30 different score-line situations.

31 32 **Conclusions**

33 Generalised mixed linear modelling appears to be a powerful statistical approach to identify key
34 performance indicators in football. The approach allows more objective information to be provided to
35 the coach and performance analyst for evaluating their team's post-match performance and to take into
36 account the strength of the opposition when planning training sessions and match tactics for an
37 upcoming match. For example, the modelling in the current research identified a negative effect from
38 the increase of shot blocked and a positive effect from shot on target in games where low-level teams
39 played against low-level oppositions, which may indicate that the quality of shots rather than the
40 quantity determines the game results in this type of encounter. Depending on this finding, coaches
41 could therefore design pre-match training sessions to practice and improve players' shot qualities
42 before such matches. Additionally, aerial advantage showed negative within-team effects on winning in
43 close matches where high-level teams faced high-level opponents. While coaches and analysts from

1 high-level teams should therefore plan match tactics to maintain ball possession by keeping the ball on
2 the ground rather than trying too many long balls and crosses.

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