

LALIGA + SPORTCAL INSIGHT

PICTURE: A MINUTE SILENCE FOR
JOHAN CRUYFF IN CAMP NOU (APRIL, 2 2016)

**380 MATCHES, ATTENDED BY 10,554,764 FANS, SCREENED
IN 730,000,000 HOUSEHOLDS, ACROSS 225 TERRITORIES.
IN HOME. OUT OF HOME. ON TV, COMPUTER, TABLET AND
MOBILE. 7 DAYS A WEEK, 10 MONTHS A YEAR. THE BEST
LEAGUE IN THE WORLD, FEATURING THE WORLD'S MOST
SUCCESSFUL AND POPULAR CLUBS.**

LaLiga in numbers



ANALYSING QUALITY: LALIGA PERFORMS IN 11 KEY MARKETS

THE BEST
FOOTBALL IN
EUROPE

SPAIN

ENGLAND

RUSSIA

UKRAINE

TURKEY

GERMANY
ITALY

FRANCE
PORTUGAL

BELGIUM

Uefa coefficients for national leagues compared

MILLIONS MORE CONSUMERS

It is well established that LaLiga is now the best league in the world in terms of sheer quality. An array of Spanish clubs have been consistent achievers at the highest levels of European club football for years, meaning Spain's co-efficient ranking is far and away the highest. This is abundantly clear from our 'scaled' ladder (left) of the 10 best leagues on the continent at the start of the 2016-17 season.

LALIGA VIEWER NUMBERS, LIVE GAMES, 2015-16				
Market	Captured (In home, on TV)	Non-captured (All other)	Real total	Uplift
Spain	186.1 million	174.1 million	360.2 million	94%
UK	10.8 million	7.5 million	18.3 million	69%
France	9.5 million	5.3 million	14.8 million	55%
China	24.7 million	27.9 million	52.6 million	113%
Indonesia	11.5 million	4.9 million	16.4 million	43%
USA	35.9 million	41.9 million	77.8 million	117%
Brazil	16.6 million	6.6 million	23.2 million	40%
Mexico	8 million	5.7 million	13.8 million	71%
Egypt	36.8 million	67.7 million	104.5 million	184%
Turkey	7.2 million	6.9 million	14.1 million	96%
S Africa	6.8 million	3.9 million	3.9 million	58%
TOTAL	353.9 million	352.4 million	706.3 million	100%

(11 markets)

Notes on methodology: Repucom surveyed 12,500 fans across key markets in the 2015-16 season to capture viewership behaviours of live LaLiga matches. Respondents were asked to recall their behaviours in relation to the previous round of matches, stating which they had watched, where, with whom, and on what device. Information was gathered for 40 live LaLiga games in total. Claimed IHTV data (those watching at home on TV) was calibrated against official 'captured' audience numbers for respective matches. Projections were then made to account for the size of the non-captured audience (those watching at home but not on TV, plus all out of home viewers).

Yet this is just one significant part of LaLiga's success story. New independent research conducted by Repucom proves that more people in more places are engaging with the LaLiga in more ways than ever before.

Sportcal and **Nick Harris** analyse how increasing numbers of fans are tuning in not just at home on television but out of home, online and via mobile devices, and how the true audiences engaging with live LaLiga action are double those traditionally measured

Research focused on 11 key markets, including the most populous nations in the Americas, Asia and the MENA region, as well as major nations across Europe and Africa. Using a baseline number of those watching in the home on television (IHTV), the uplift in the real total viewing figures ranges from 40% in Brazil to 184% in Egypt.

In other words, for every 100 fans known to be watching at home on TV in Brazil, another 40 are watching in other ways. And for every 100 watching IHTV in Egypt, another 184 are watching in others ways as well.

The standard global currency of audience measurement is IHTV data. It will tell you the average number watching at any point throughout the show. But the new data now shows millions more are consuming the world's best football - LaLiga - in myriad other ways.

IT'S ALL ABOUT THE QUALITY

LaLiga is widely regarded as the first-choice working environment of the crème de la crème of global football. Over the past decade it has established itself as the place where the best of the best want to be. By the best, we mean the very best footballers, in their peak years - the serial winners of the Ballon d'Or and contenders for that award, the Golden Shoe contenders, the most trophy-laden players of their generations at club and international level.

Lionel Messi and Cristiano Ronaldo are just two of those players, both a valid part of a conversation about the greatest footballer of all time, a conversation that also includes Pele and Diego Maradona. But the top-class cohort also includes Antoine Griezmann, the leading goal scorer at Euro 2016, Luis Suarez, the current holder of Europe's Golden Shoe, and James Rodriguez and Gareth Bale, players who, respectively, lit up the 2014 World Cup and Euro 2016 with their flair and goals.

Furnished with these stellar talents and others, LaLiga offers compelling and technically brilliant football, played in some of the biggest and most vibrant stadiums by a cosmopolitan cast.

Live broadcasts of LaLiga matches will reach new audiences from 2016-17 onwards, thanks to the best-ever rights deals in territories across all continents. Fans follow the competition not just because of the most stellar names in sport, but because it offers a phenomenal melting pot of talent.

Supporters in Algeria can watch one of their players in action for Sporting while Australia tunes in to follow the fortunes of a goalkeeper at Valencia. The people of Burkina Faso can watch a compatriot in Málaga while in Japan there is a winger at Eibar. From a Belgian star at Atlético de Madrid to a Moroccan at Deportivo to a Russian at Villarreal, the action draws viewers from Algiers to Adelaide, from Swansea to Sao Paulo, from Manhattan to Moscow and all points in between.

10 winners of the Ballon d'Or in the past 12 years, or an astonishing 83 per cent, have been with LaLiga clubs when they won the award. They include Messi, Ronaldo, Ronaldinho and Fabio Cannavaro. The rest of Europe combined has had two winners.

25 podium places at the Ballon d'Or in the past 12 years, or 69 per cent, have been with LaLiga clubs when commended for their talent. They include Deco, Xavi and Andres Iniesta. The rest of Europe combined has 11 podium places.

8 the number of consecutive years up to and including 2015-16 when the winner or co-winner of the Golden Shoe award has been playing for a LaLiga team.

5 consecutive major international tournaments where LaLiga-based players have been central to success and/or stolen the show. **Euro 2016** was won by a nation, Portugal, with a LaLiga-based captain among other players, while the tournament's top scorer was LaLiga-based and both semi-finalists had stars based in Spain. The **2014 World Cup** was won by a nation, Germany, with some players based or nurtured in Spain. **Euro 2012**, the **2010 World Cup** and **Euro 2008** were all won by Spanish 23-man squads which, respectively, had 19, 20 and 18 players based in LaLiga at the time.

A WINNING EXPERIENCE ...

Teams from LaLiga have become so dominant in European club competitions in recent years that they have had a monopoly on the biggest prizes since 2013.

Spanish teams have won the Champions League in each of the three seasons up to and including 2015-16 and also the Europa League in each of those three seasons. Spain has had more finalists in both of those competitions - and more semi-finalists - than any other nation over the past three years, and five years, and 10 years.

In the past decade, LaLiga teams have won the Champions League five times and been runners-up twice. The next best nation, England, has had just two winners and four runners-up. In the same period, there have been 10 Spanish semi-finalists in the past five years in the Champions League and 15 semi-finalists in 10 years. Both these numbers are far bigger than any other league.

Spanish clubs have won the last three Europa League titles, as well as four of the last five and six of the last 10. Spain's eight semi-finalists in five years and 13 in 10 years are also bigger than any other nation.



3+3 SPANISH WINNERS

OF THE LAST THREE CHAMPIONS LEAGUE FINALS AND LAST THREE EUROPA LEAGUE FINALS

15+13 SPANISH SEMI-FINALISTS

IN THE CHAMPIONS LEAGUE AND EUROPA LEAGUE RESPECTIVELY OVER THE PAST DECADE, FAR MORE THAN FROM ANY OTHER NATION IN THE SAME PERIOD

45/49 WINS

FOR SPANISH CLUBS AGAINST NON-SPANISH CLUBS IN TWO-LEGGED KNOCKOUT TIES IN EUROPEAN CLUB COMPETITIONS IN THE PAST THREE SEASONS.

These raw numbers tell their own tale of supremacy and quality, but another astonishing statistic illustrates the strength in depth of Spain's club football at elite European level. In the last three full seasons, from 2013-14 to 2015-16 inclusive, Spanish teams have met non-Spanish teams 49 times in two-legged knockout ties at some point in either the Champions League or Europa League. And the Spanish teams have won an incredible 45 of those 49 ties.

That record is extraordinary enough, but the detail underpinning it makes it more so. It is important in this context to explain why two-legged knockout ties are being considered. This is the case because it means these meetings were 'all or nothing' encounters, with the winners progressing and the losers getting knocked out. There are no 'dead rubber' match-ups included from group stage meetings.

Nine different Spanish clubs have been involved in the 45 two-legged wins over the past three seasons, collectively beating 37 different opponents (several more than once) from 20 different countries.

... WITH EUROPE IN SPAIN'S WAKE

Over the past **3 SEASONS**, from 2013-14 to 2015-16 inclusive, LaLiga clubs have won all **3 CHAMPIONS LEAGUE** finals and all **3 EUROPA LEAGUE FINALS** to continue a winning trend of more Spanish victors and more Spanish semi-finalists in both those competitions than any other country over the past **10 YEARS**.

Within the last three years, Spanish clubs have met non-Spanish clubs 49 times in two-legged knockout ties in Europe, and have **WON 45 OF 49**. There have been **9 DIFFERENT SPANISH CLUBS** involved in those wins, collectively beating **37 DIFFERENT OPPONENTS FROM 20 DIFFERENT NATIONS**.

The Spanish victors in those ties: **Sevilla** (11 times), **Real Madrid** (7), **Atlético de Madrid** (5), **Barcelona** (5), **Valencia** (5) **Athletic Bilbao** (4), **Villarreal** (4) **Real Sociedad** (2) and **Real Betis** (2).



THE NON-SPANISH LOSERS IN THOSE TIES WERE FROM:

Germany (10 times)	Bayern Munich (3) Schalke (2) Bayer Leverkusen (2) Borussia M Borussia D, Wolfsburg
England (5 times)	Manchester City (3), Arsenal, Chelsea
Italy (5 times)	Napoli (2), Roma, Fiorentina, Milan
France (4 times)	Monaco, Marseille, PSG, Lyon

There have been two losers in those ties from each of:
Austria (Rapid Vienna, Red Bull Salzburg),
Czech Republic (Sparta Prague, Jablonec),
Russia (Zenit, Rubin Kazan),
Switzerland (Basel twice),
Ukraine (Shakhtar Donetsk, Dynamo Kiev).

There has been one loser in those ties from each of:
Azerbaijan (Inter Baku),
Bulgaria (Ludgorets),
Kazakhstan (Astana),
Montenegro (Mladost Podgorica),
Netherlands (PSV),
Norway (Molde),
Poland (Slask Warsaw),
Portugal (Porto),
Scotland (Aberdeen),
Slovakia (Zilina),
Slovenia (Maribor)

LALIGA CLUBS ARE SCORING...



52,000,000

PEOPLE IN CHINA FOLLOW LALIGA

...IN MARKETS AROUND THE WORLD

LaLiga is one of the most popular football competitions among football fans in major nations around the world, with many of the world's biggest countries having tens or hundreds of millions of dedicated followers, according to research by Repucom.

Using base data of adults aged 16 to 69 in urban areas, the world's most populous nation China has 168m people interested in football and 52m of them follow LaLiga - greater than the entire population of Spain. In Indonesia, the respective figures are 68 million and 34 million.

Countries as diverse as USA, the UK, France, Brazil, Mexico, Egypt, Turkey and South Africa each have millions of LaLiga fans.

FC Barcelona:

Featured in 9 of the top 10 live matches in USA 🇺🇸

Real Madrid CF:

Featured in all top 3 live matches in MEXICO 🇲🇽

Club Atlético de Madrid:

Featured in 3 of the top 10 live matches in FRANCE 🇫🇷

Villarreal CF:

Featured in 3 of the top 10 live matches in MEXICO 🇲🇽

Athletic Club:

Featured among the top 10 live matches in USA 🇺🇸

RC Celta de Vigo:

Featured in 2 of the top 4 live matches in EGYPT 🇪🇬

Sevilla FC:

Featured among the top 4 live matches in SOUTH AFRICA 🇿🇦

Málaga CF:

Featured among the top 3 live matches in EGYPT 🇪🇬

Real Sociedad de Fútbol:

Featured among the top 2 live matches in MEXICO 🇲🇽

Real Betis Balompié:

Featured in 5 of the top 10 live matches in SPAIN 🇪🇸

UD Las Palmas:

Featured in the top 5 live matches in CHINA 🇨🇳

Valencia CF:

Featured in the top 3 live matches in UK and USA 🇬🇧 🇺🇸

RCD Espanyol:

Featured in the top 3 live matches in CHINA 🇨🇳

SD Eibar:

Featured in the top 3 live matches in BRAZIL and FRANCE 🇧🇷 🇫🇷

RC Deportivo de La Coruña:

Featured in the top 3 live matches in MEXICO and CHINA 🇲🇽 🇨🇳

Granada CF:

Featured in the second most-watched live match in SOUTH AFRICA 🇿🇦

Real Sporting de Gijón:

Featured in the top 10 live matches in INDONESIA 🇮🇩

Deportivo Alavés:

Promoted to LaLiga for 2016-17 season

CD Leganés:

Promoted to LaLiga for 2016-17 season

Club Atlético Osasuna:

Promoted to LaLiga for 2016-17 season

LALIGA: WHERE THE WORLD'S BIGGEST STARS ALIGN

LaLiga is home to some of the world's most popular stars - from any genre of the arts, sport and entertainment. We know this because in this social media age, follower numbers on the major networks act in effect as the biggest opinion polls ever known. Facebook, Twitter, Instagram and YouTube are pre-eminent as global platforms with a combined number of account holders in the billions. LaLiga as an institution, as well as LaLiga's clubs and their globally renowned stars, can produce impressive hard data to prove popularity at levels nobody else in global football can match.

Fastest growing against other major sports leagues: LaLiga registered the highest percentage of social media growth in the 2015-16 season (123%) compared to the growth levels of the Premier League in England (39%) and of basketball's NBA in USA (36%).

Biggest football competition in the world on video: LaLiga as a competition is the football league with the most subscribers on YouTube (1,191,564 at time of writing), and when club subscribers are included, LaLiga

is also the football league with the most YouTube subscribers (6,045,331).

Most social media followers of any global sports league: The teams of LaLiga combined have more followers on social media (374,277,966) than those in any other sports league in the world, ahead of the second-best in football, the Premier League (312,052,201), and clear of USA's two most popular competitions, basketball's NBA (219,319,246) and gridiron's NFL (143,196,589).

LaLiga clubs in the Champions League the most popular globally: The Spanish clubs competing in the 2015-16 Champions League had 321 million followers combined subscribed to their official club accounts, on top of followers for individual players. This was over 100 million more followers than the English clubs combined (214m) while the German clubs trailed in third of the 'Big 5' nations with 47m, ahead of the Serie A clubs (34m) and the Ligue 1 clubs (33m).

The 10 most popular footballers by social media Out of the 50 players with the most followers from among LaLiga, the Premier League, Ligue 1, the Bundesliga and Serie A, or 10 per competition, the six with the most followers belong to LaLiga and two more are former LaLiga players. The 10 LaLiga players in the 50 have a combined 789m followers, or 58% of the total, or three times as many as the 10 most popular Premier League players combined (260m).

Rank	Player	Club	Twitter	Instagram	Facebook	TOTAL
1	Cristiano Ronaldo	Real Madrid	43.8m	65.4m	113.2m	222.3m
2	Neymar Junior	FC Barcelona	23m	53m	57.4m	133.4m
3	Leo Messi	FC Barcelona	-	47.1m	86.1m	133.2m
4	James Rodríguez	Real Madrid	10.4m	23m	30.9m	64.3m
5	Gareth Bale	Real Madrid	8.6m	19m	26.9m	54.5m
6	Andrés Iniesta	FC Barcelona	12.8m	12.4m	26.3m	51.6m
7	Mesut Özil	Arsenal	11.6m	7.6m	30.6m	49.8m
8	David Luiz	Chelsea	7.9m	13.8m	26.5m	48.2m
9	Wayne Rooney	Man Utd	13.3m	6.8m	25.4m	45.5m
10	Zlatan Ibrahimovic	Man Utd	3.8m	16m	25.3m	45.1m

Key: LaLiga player Former LaLiga player

LALIGA: WHERE THE STARS OF THE FUTURE ARE DEVELOPED

LaLiga clubs lead the way in developing top-class talent not just for themselves but for other elite teams within the 'Big 5' divisions of Europe - widely seen as the quintet of divisions where the best players in the world migrate at their peak.

Data on this subject is compiled by the respected CIES Football Observatory in Switzerland, which catalogues every footballer's key development years, namely at which clubs they spent the vital years between the age of 15 and 21.

The table below ranks the leading clubs within the 'Big 5' leagues by talent production as things stood during the 2015-16 season, considering how many players in their squads each club had developed for themselves (for at least three years from age 15 to 21), and how many players they had developed for other clubs in the elite 'Big 5' leagues.

This analysis considers the relative productivity of the four 'best' leagues in Europe: Spain, Germany, England and Italy. Spain is by far the most effective producer of elite talent in that group with six clubs among the top 20 producers: FC Barcelona, Real Madrid, Athletic Bilbao, Real Sociedad, Atlético de Madrid and Valencia.

FC Barcelona, for example, produced 10 of their own squad plus 34 other players at squads in 'Big 5' leagues in 2015-16, or 44 elite players. The six aforementioned Spanish clubs produced 162 players in the survey, whereas England had only two clubs in the list, producing 51 players, as did Italy (38 players) and Germany just one (18 players).

Athletic Club produced 63% of their own squad last season with Las Palmas on 50%, Real Sociedad on 46%, Sporting on 42%, FC Barcelona on 40% and Real Madrid on 35%. The 'best' producer in the Premier League was Tottenham Hotspur (32%), while the best in the Bundesliga was Werder Bremen on 29% and the best in Serie A was Empoli (21%).

BEST PRODUCERS* OF TALENT FOR 'BIG 5' LEAGUES 2015-16

Rank	Club	Nation	At club	Other Big 5	Total	Nation Total
1	FC Barcelona	(ESP)	10	34	44	162
2	Lyon	(FRA)	13	22	35	
3	Real Madrid	(ESP)	8	26	34	
4	Manchester United	(ENG)	6	25	31	51
5	Rennes	(FRA)	5	22	27	
6	Athletic Bilbao	(ESP)	18	6	24	
7	Bordeaux	(FRA)	10	14	24	
8	PSG	(FRA)	2	22	24	
9	Toulouse	(FRA)	7	16	23	
10	Real Sociedad	(ESP)	12	8	20	
11	Nantes	(FRA)	8	12	20	
11	Arsenal	(ENG)	6	14	20	
11	Atlético de Madrid	(ESP)	5	15	20	
11	Internazionale	(ITA)	2	18	20	38
11	Valencia	(ESP)	2	18	20	
11	Monaco	(FRA)	1	19	20	
17	Montpellier	(FRA)	9	9	18	
18	Atalanta	(ITA)	6	12	18	
18	Bayern Munich	(GER)	4	14	18	18
18	Caen	(FRA)	3	15	18	

*Among the best 20 producers within the 'Big 5' divisions of Europe
Source: CIES

ALL CLUBS ARE COMPETITIVE

LaLiga President Javier Tebas believes that the competition is not just the best in the world, as evidenced by the hard evidence of consistent results in elite club competitions, but by “our sporting competitiveness.”

As he said in an interview in 2016: “I’m not just talking about Barcelona and Real Madrid, but also about the other clubs, which have fewer resources yet are always very competitive at European games.

“That is our DNA, and that is what is enabling us to grow as a brand. I truly believe we have the best leaders in the world, and that is resulting in the best players and the best sporting directors. In terms of this sporting competitiveness, there is no question that we are the best league in the world.”

One of Tebas’ signature policies in his reign has been to push for a fairer distribution of television revenues across his competition - with the express desire to level the playing field and enhance the competitiveness further.

That policy comes to fruition in the 2016-17 season thanks to the formal introduction of legally binding legislation that will see Real Madrid and FC Barcelona earn a smaller share than previously, when the pair by themselves (or 10% of the clubs) received more than 50% of the TV money.

Not that Tebas set out to penalise those giants, far from it. Rather they will still thrive, Tebas believes, as those below them financially, get proportionately stronger.

“Madrid and Barca are not going to change too much, and those below will grow a lot,” he told AS at the start of 2016-17. “Some clubs will even double their revenues. The difference will be smaller. Atlético de Madrid co’s share will grow. Villarreal and Sevilla will be up there this season. And I would put forward one of those from the middle [as another key beneficiary] - Real Betis.”

LaLiga: Local Innovation, Global Impact

LaLiga and its clubs play a significant role in the economy of Spain and act as a force for good well beyond Spanish shores, according to Ignacio M. Trujillo, LaLiga’s Director of Innovation and Global Development. He has been in charge of LaLiga’s plans in the sectors of innovation, development and technology since Tebas became president.

“There are seven billion people in the world, two billion of which follow LaLiga,” he says. “No other company has such a wide reach. Football is Spain’s biggest export and it’s LaLiga’s responsibility for it not to be seen purely as an entertainment product, but as an engine for the economy which we must be proud of.”

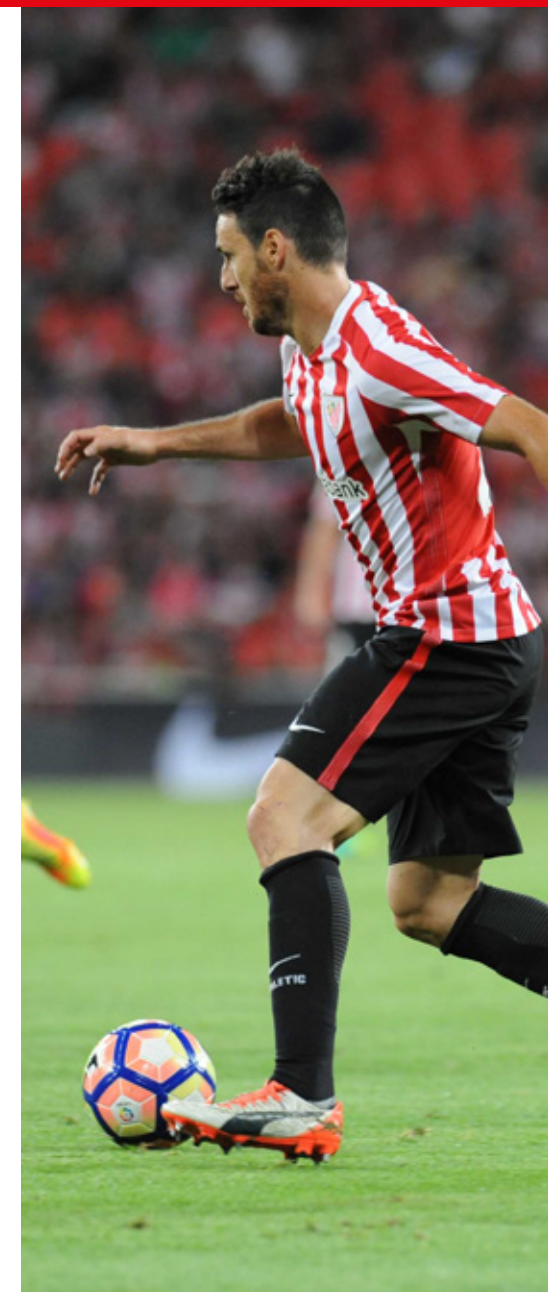
LaLiga’s contribution is huge in economic terms, he adds: “At LaLiga we have to be capable of becoming a driver for the economy. Last year 14 million people went to football grounds and 154,000 jobs have been created in the game. Clubs contribute almost €900 million in tax and social security contributions every year. We make up 0.75% of Spain’s GDP, and it’s approaching 1%.”

Summer 2016 marked a turning point for LaLiga. Led by Melcior Soler, Director of Audiovisual, the Spanish Clubs’ association introduced a comprehensive set of regulations to enhance LaLiga’s television broadcasts. Soler says: “It’s the first document of its kind since the first LaLiga game was played back in 1929, so we are definitely very proud.”

An impressive handbook, the Television Broadcast Regulations affects every aspect of the game. Its goal is simple: deliver the best broadcast quality in world football. “We want our supporters around the world to realize immediately they are watching a LaLiga game when they come across one,” Soler says, adding: “It is very important that the look and feel of our product is second to none, consistent and excels in every aspect.”

This summer saw stadia improving their cabling and camera positions. Not only that, “LaLiga has updated its graphics package making it one of the most exciting in the world of sports,” Soler says. “Also we have installed four fixed sky cameras and will add three more before the end of the season and we are working together with Intel to produce 360 replays of our top games.”

So you will not only be able to see Messi or Cristiano Ronaldo perform from every imaginable angle, they will do so on the best stages. “Our regulations also set strict rules when it comes to pitch conditions, stadium lighting, stands, the area around the pitch, power needs in the stadiums... everything is there,” Soler concludes. “Our target is to be not only the best league on the pitch but also the one that brings the best experience for our fans in every corner of the globe.”





SPAIN

Football is the most popular sport in Spain, with almost three in four of the adult population interested, and LaLiga is the most popular sporting competition. The beautiful game is clear of basketball in second place in the list of favourite sports and ahead of tennis in third, and that despite Spain's wonderful pedigree as a tennis Titan, home to one of the all-time greats, Rafael Nadal.

When it comes to the nation's preferred sports for consumption on television, football is even further ahead, with 71 per cent of adults saying unprompted it is something they watch on TV, and that figure is way ahead of basketball (46 per cent) and tennis (44 per cent).

Live attendances at LaLiga games put the competition comfortably into the top 10 of the world's best attended domestic professional sports competitions both in absolute terms and in fans per match.

More than 10.5 million supporters paid to watch live games in 2015-16, putting LaLiga well clear of other top-tier competitions such as Serie A in Italy and Ligue 1 in France. The average LaLiga attendance of around 27,700 in 2015-16 also represented a year-on-year increase of almost 1,000 fans per match on the previous season, a positive trend.



POPULATION
46M

URBAN POPULATION
AGE 16-69
33M

FOOTBALL FANS
23M

LALIGA FANS
21M



LIVE IN-HOME
TV AUDIENCE
186.1M

OTHER LIVE VIEWERS
174.1M

TOTAL LIVE VIEWERS
360.2M

LaLiga is home not only to the world's two most popular sports teams - of any genre of sport in any country at any level, domestic or international - but has a strength in depth of quality unmatched anywhere, as detailed elsewhere in these pages.

The enormous appetite for the competition in its home country is reflected by the fact that all 10 games per match day are broadcast live within Spain, and on average, 78 games are shown each week either live or delayed or as repeats. This astonishing output means that every single match is shown in Spain, on average, 7.8 times each in some fashion.

TOP 10 LIVE LALIGA MATCHES IN SPAIN, 2015-16, BY TOTAL VIEWERS

- 1 FC Barcelona vs Real Madrid
- 2 Real Madrid vs FC Barcelona
- 3 Betis vs Deportivo
- 4 Valencia vs Real Madrid
- 5 Real Madrid vs Atlético de Madrid
- 6 Betis vs Málaga
- 7 Celta vs Betis
- 8 Betis vs Real Madrid
- 9 Deportivo vs Celta
- 10 Real Sociedad vs Betis

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS ACROSS MORE THAN 9,000 PROGRAMMES OF LALIGA BROADCASTING IN SPAIN IN 2015-16.

6 THE NUMBER OF CONSECUTIVE YEARS THAT SPAIN'S TOP DIVISION HAS BEEN ASSESSED BY THE INTERNATIONAL FEDERATION OF FOOTBALL HISTORY & STATISTICS (IFFHS) AS THE BEST IN THE WORLD, NOT JUST ON THE BASIS OF EUROPEAN SUCCESS BUT THE VALUE OF THE COMPETITION.

Cumulative viewing numbers for live games alone reached 360.2 million people in Spain in 2015-16. That is the equivalent of every man, woman and child - regardless of age and across the whole of the Spain - watching more than eight whole LaLiga games each, live. To put that in perspective, that figure of LaLiga consumption 'on home turf' in Spain is around double the level of consumption of Premier League football within the UK.

The ways in which people in Spain watch LaLiga are hugely varied, and expanding. Of the 360.2m 'views' of live games, a slight majority (52 per cent, or 186.1m) are traditionally 'captured' viewers, or in other words, people watching on TV at home. The balance, or 48 per cent, or 174.1m, are 'non-captured' audience (NCA) - traditionally



SHARE OF VIEWING FIGURES BY DEVICE



people watching outside their homes either in pubs or bars, or online in various ways, either on computers, tablets, phones or other mobile devices. The breakdown of the 174.1m is approximately 72.9m online and 101.3m on screens in public places such as bars.

There is a wide variety of 'popular' teams measured by the 10 best-watched matches last season, with nine different clubs featuring in that list alone.

"[Spain] is the best football country I would say, a combination of good managers, scouting, good education of players. Lots of young players from South America like to go to Spain because they can settle in. There are a lot of reasons, but at this moment LaLiga is the highest level and it is the job of everybody else to reach this level and pass them."

Jurgen Klopp, Liverpool manager

UNITED KINGDOM

England's Premier League boasts of having exciting football but there is considerable appetite within the UK for the more technical, tactically astute and successful LaLiga. With an average of six live matches shown during each round of fixtures, the live audience of 18.3 million viewers is well served and many choose to enjoy the coverage at home. The captured audience of 10.8 million is, mainly, watching on television although 23 per cent of the in-home audience are viewing either on their PCs or via a smartphone or tablet.

When the LaLiga fans of the UK venture out of their homes to watch games, they are generally watching in pubs, bars or other venues, however, of the remainder there exists an almost equal split between those viewing on laptops and those using their smartphones or tablets to remain abreast of the action in Spain. Although the majority of those watching LaLiga outside the home environment are viewing on television, 70 per cent of the total non-captured audience are turning to online services to watch the games, either on their home PC, on the move with their laptop or on their phone/tablet.

The football fans of the UK – 50 per cent of TV viewers claim that football is their preferred sport to watch – also appear to enjoy LaLiga highlights. Some 756 highlights programmes were on offer



last season and they attracted more than 4 million viewers.

However, it is live coverage that attracts the majority of viewers and, perhaps unsurprisingly, it is the behemoths of the league, Real Madrid and FC Barcelona, which attract the largest audiences when they face each other. The league clashes between them were the most appealing encounters during the season with Real Madrid at home to FC Barcelona garnering the largest number of viewers with the reverse fixture securing the second spot. The Madrid derby, when the 'hipster' choice of Atlético de Madrid squared off against their city rivals at the Vicente Calderón, also made it comfortably into the top five of most viewed fixtures.

TOP 10 LIVE LALIGA MATCHES IN THE UK, 2015-16, BY TOTAL VIEWERS

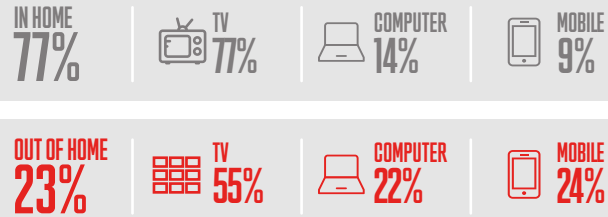
1	Real Madrid vs FC Barcelona
2	FC Barcelona vs Real Madrid
3	Valencia vs FC Barcelona
4	Atlético de Madrid vs Real Madrid
5	Real Madrid vs Sevilla
6	Real Madrid vs Real Sociedad
7	FC Barcelona vs Valencia
8	Real Madrid vs Deportivo
9	Athletic Club vs FC Barcelona
10	Atlético de Madrid vs FC Barcelona

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH **1,125 PROGRAMMES** OF LALIGA BROADCASTING IN THE UK IN 2015-16.

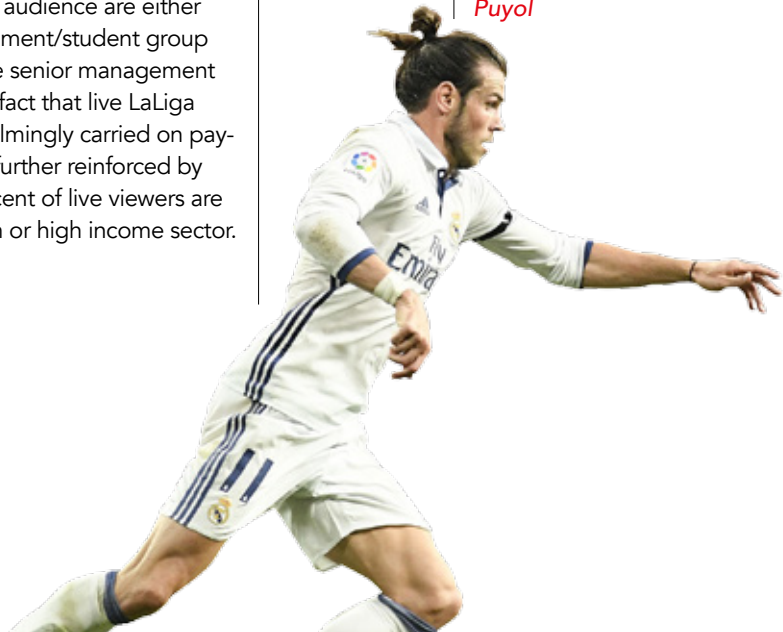
401,000

THE AVERAGE AUDIENCE IN THE UK ON SKY SPORTS 2 FOR REAL MADRID V FC BARCELONA IN NOVEMBER 2015. THE UK WAS ONE TERRITORY AMONG 184 TERRITORIES SHOWING THE MATCH, ATTENDED IN PERSON BY 700 INTERNATIONAL JOURNALISTS.

SHARE OF VIEWING FIGURES BY DEVICE



"I'm sure that players from all over the world dream of playing in LaLiga. We've got some top teams, it's a league which really appeals to people with its fine football and we're currently experiencing massive growth. The top players are in Spain and you always want to play with the very best.
Puyol



FRANCE

Of the 14.8 million estimated live LaLiga viewers in France across the 2015-16 season, some 64 per cent (9.5 million) were 'captured' viewers who enjoyed the action on their own television sets in their houses or apartments.

A further 3 million used PCs or phones and tablets to watch the games online at home. Only 1.4 million of the total estimated live audience are enjoying the fixtures in a bar or other venue while a further 1 million use laptops or a smart device to stream the games.

The dedication to in-home viewing is intriguing as only two live matches are shown on average out of every round of fixtures with an average of 18 matches being broadcast each week in all guises (live or not). The 344 highlights programs screened each season do, however, attract a respectable audience of 6 million.

The power of Real Madrid and FC Barcelona extends to the French market where FC Barcelona vs Real Madrid was the top game by audience – the reverse fixture was the second most viewed fixture. But, interestingly, FC Barcelona's game with Eibar at the Nou Camp and Granada's visit to FC Barcelona's home stadium rounded out the top four most viewed games. France's domestic cup competition is open to the very lowest tiers of football and is renowned for throwing up shock results;



perhaps this contributes to LaLiga viewers in France appearing to relish a David vs Goliath encounter.

As in many markets, the French viewing demographic is dominated by men aged between 30 and 44. Some 45 per cent of captured viewers tuning into LaLiga games on their home television were in that age group compared to the 25 per cent aged between 45 and 59 and just 16 per cent in the 18-29 bracket. Similar to a number of other markets, the proportion of younger viewers in the non-captured category trends upwards in France – 25 per cent of non-captured watchers can be found in that age range either following games in pubs and bars or, as seems more likely, streaming to laptops or smart devices.

TOP 10 LIVE LALIGA MATCHES IN FRANCE, 2015-16, BY TOTAL VIEWERS

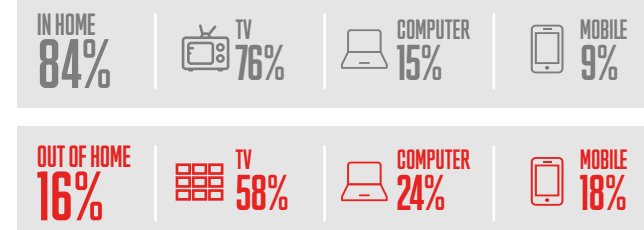
1	FC Barcelona vs Real Madrid
2	Real Madrid vs FC Barcelona
3	FC Barcelona vs Eibar
4	FC Barcelona vs Granada
5	Villarreal vs Real Madrid
6	Atlético de Madrid vs Valencia
7	Betis vs Atlético de Madrid
8	Valencia vs Málaga
9	Atlético de Madrid vs Real Madrid
10	Málaga vs Real Sociedad

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH **1,033 PROGRAMMES** OF LALIGA BROADCASTING IN FRANCE IN 2015-16.

954,000

THE ESTIMATED NUMBER OF 'VIEWS' OF WHOLE LIVE LALIGA GAMES WATCHED BY PEOPLE IN FRANCE AWAY FROM HOME ON THEIR SMARTPHONES, TABLETS OR COMPUTERS ALONE DURING THE 2015-16 SEASON

SHARE OF VIEWING FIGURES BY DEVICE



"People follow Spanish football closely. Having two global powerhouses in Real Madrid and FC Barcelona guarantees high visibility, but we're also working hard to ensure that other clubs get significant exposure."

Raul



LALIGA'S GLOBAL APPEAL IN THE WORLD'S BIGGEST NATIONS

China and Indonesia are No1 and No3 largest nations by population in Asia the world's most populous continent, with 1.4bn and 261m people.

USA, Brazil and Mexico are the No1, No2 and No3 largest nations by populations in the Americas, with 324m, 207m and 129m people.

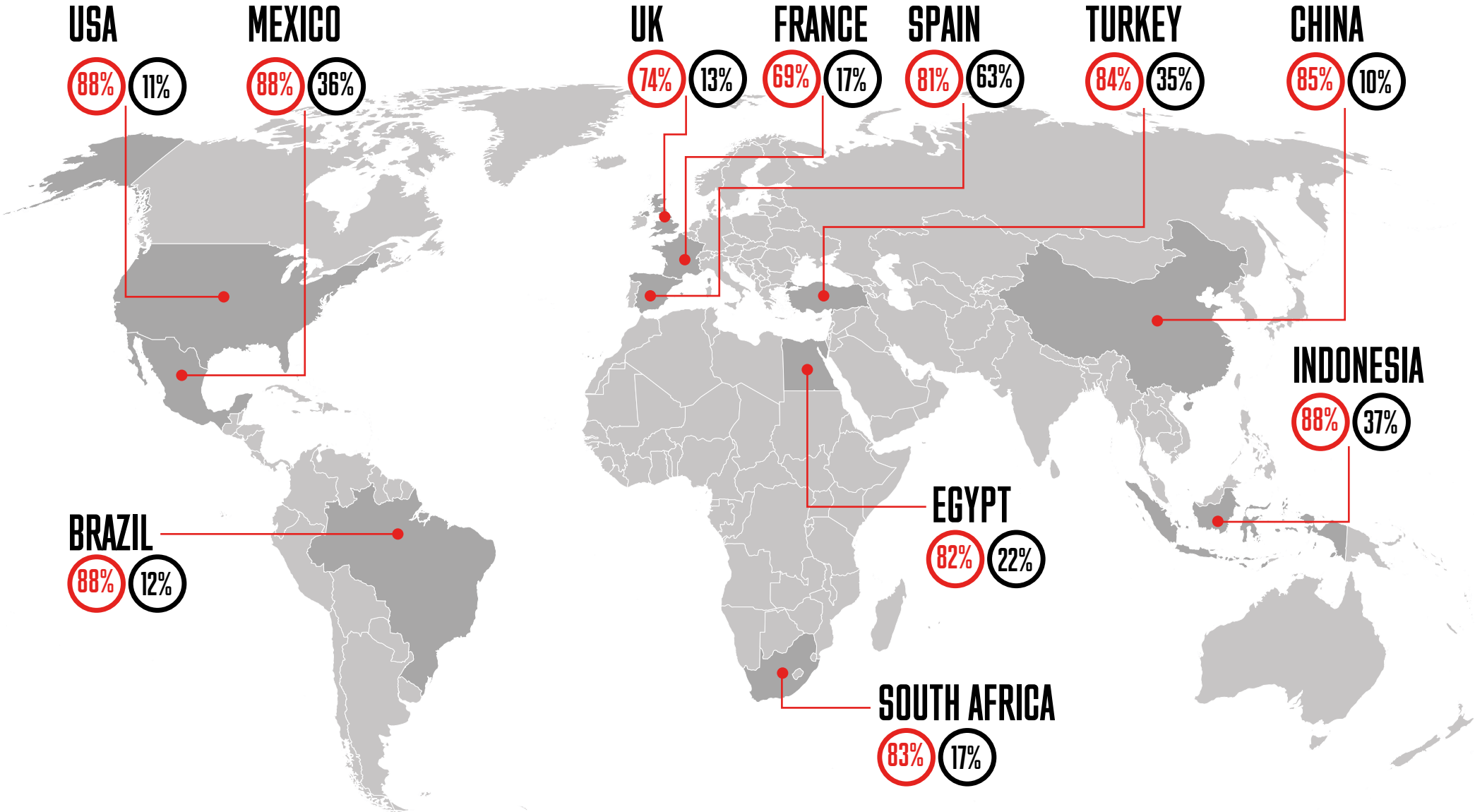
South Africa is the fourth biggest nation in sub-Saharan Africa, with 55m people.

Egypt and Turkey are the No1 and joint No2 countries in the MENA region with 90m and 78m people.

Spain, the UK and France are all in the top six nations of Europe by population with 46m, 65m and 66m people respectively.

% CLAIMED TO HAVE WATCHED AT LEAST ONE LIVE LALIGA MATCH

INTEREST IN FOOTBALL & HIGH INTEREST LALIGA



CHINA

With the rate at which Chinese firms, individuals and funds are investing in European football, it is no surprise the research confirms the people of China have a huge interest in LaLiga. An estimated total live audience of 52.6 million followed the competition from the Eastern powerhouse last season.

Fans don't generally go out of their homes to enjoy LaLiga fixtures. In fact, 78 per cent of the live audience – some 41 million people – choose to follow the action in their own homes. But bars and clubs are another popular choice, with 29.2 million viewers still enjoying matches with a drink or meal. China also boasts a sizeable out-of-home online audience. Indeed, the 31 per cent out-of-home online component of the non-captured audience is the highest in any monitored market.

The fact that the majority of the Chinese audience is watching at home does not, necessarily, mean they are gathered round their television sets. The 11.8 million people streaming the games onto their home PCs and 4.7 million following them on their smart devices means an impressive 16.5 million viewers are watching online at home.

The fare on offer to the Chinese LaLiga enthusiast is varied, with five matches shown live every match day and an average of 20 matches available each week. That means 749 matches were shown either live,



delayed or repeated over the course of the season. Highlights and dedicated LaLiga programmes are also commonly available, with nearly 500 TV shows dedicated to the league and an audience of 21 million consuming the programming.

El Clasico, remarkably, does not seem to be a fixation of the Chinese market - the iconic fixture, only makes one appearance in the top 10 games by audience, at No 8. It was the dramatic encounter between Atlético de Madrid and FC Barcelona at the Nou Camp that drew the largest audience, followed closely by the Catalan derby as Espanyol played host to their city rivals FC Barcelona. Indeed, FC Barcelona

TOP 10 LIVE LALIGA MATCHES IN CHINA, 2015-16, BY TOTAL VIEWERS

1	FC Barcelona vs Atlético de Madrid
2	Espanyol vs FC Barcelona
3	Granada vs FC Barcelona
4	FC Barcelona vs Deportivo
5	Las Palmas vs FC Barcelona
6	Real Madrid vs Athletic Club
7	Real Madrid vs Rayo Vallecano
8	Real Madrid vs FC Barcelona
9	FC Barcelona vs Granada
10	Real Madrid vs Atlético de Madrid

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH **1,249 PROGRAMMES** OF LALIGA BROADCASTING IN CHINA IN 2015-16.

40

THE NUMBER OF SPANISH COACHES WORKING IN CHINA SINCE NOVEMBER 2015 TO OFFER TRAINING COURSES FOR LOCAL COACHES AT SCHOOLS ACROSS THE COUNTRY AS PART OF LALIGA'S TRAINING PROJECT IN ASSOCIATION WITH CHINA'S MINISTRY OF EDUCATION.

dominated the top list, with fixtures against Granada, Deportivo and Las Palmas rounding out the top five. This variation of teams within the popular list in China is testament to the breadth of attractive football on offer.

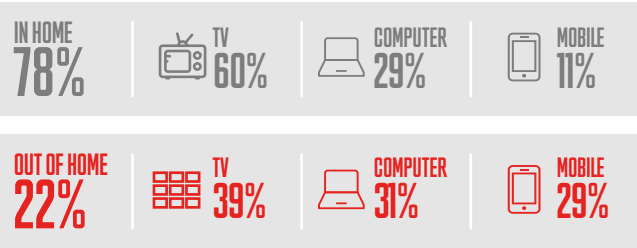
As in many markets, LaLiga tends to attract senior management professionals - that bracket represents 68 per cent of the captured and 66 per cent of the non-captured audience. Income also seems to be a driver when it comes to enjoying Spanish football, with 77 per cent of the captured audience residing in the high income range. However, it is not an exclusively male dominated interest and 38 per cent of the captured audience in China is female.

"The Clasico is a source of pride and satisfaction. Everyone dreams of being involved in those types of games at least once in their career. I was lucky enough to play in plenty of them throughout my years at Barcelona, with both good and bad results. Either way they are always great experiences and leave you with unforgettable memories."

Puyol

Carles Puyol, former Barcelona and Spain defender

SHARE OF VIEWING FIGURES BY DEVICE



INDONESIA

In Indonesia, fans of LaLiga can only count on a single live match broadcast every match day. While this might seem like slim pickings for Villarreal fans in Jakarta or for the Atlético de Madrid supporters club in Bandung, the huge advantage enjoyed by LaLiga viewers in Indonesia is that those games are free-to-air.

The public broadcast status of Spain's top league in Indonesia has an enormous bearing on the audience, and where that audience is consuming the action. The captured audience of the 48 matches that are broadcast live, delayed or repeated during the season stands at 11.5 million, or 70 per cent of the total estimated live audience of 16.4 million. Indeed, fixtures are known to attract audience numbers of over 1 million, a sizeable viewership for a game being shown outside its Spanish homeland and, indeed, the highest audience numbers for live games outside Spain.

While the free-to-air nature of the coverage means the games will attract a large number of people happy to follow games on their home television set, there also exists a significant non-captured audience. That audience, some 4.9 million strong, appears to enjoy streaming the fixtures to their computers or smart devices – 3 million of those non-captured viewers are watching online, while the remainder choose to watch in bars or other venues.



With only one fixture being shown live on any given match day, it's unsurprising to note that Real Madrid's game with FC Barcelona was top of the charts but the crunch game between Atlético de Madrid and the Catalan side was a close second. Indeed, FC Barcelona seemed a big draw in Indonesia, with games against Granada, Villarreal and El Clasico return fixture at the Nou Camp all in the top five.

In common with many markets, the 30-44 age group dominates the viewership – 50 per cent of the captured audience was to be found in that bracket, perhaps reflecting the more settled weekend routine of older viewers. However, the youngest age bracket, those aged

TOP 10 LIVE LALIGA MATCHES IN INDONESIA, 2015-16, BY TOTAL VIEWERS

- 1 Real Madrid vs FC Barcelona
- 2 FC Barcelona vs Atlético de Madrid
- 3 Granada vs FC Barcelona
- 4 FC Barcelona vs Villarreal
- 5 FC Barcelona vs Real Madrid
- 6 Real Madrid vs Rayo Vallecano
- 7 FC Barcelona vs Real Sociedad
- 8 Betis vs FC Barcelona
- 9 Valencia vs FC Barcelona
- 10 FC Barcelona vs Sporting

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS ACROSS INDONESIA IN ALMOST **100 PROGRAMMES** OF LALIGA BROADCASTING IN 2015-16.

76

THE PERCENTAGE OF PEOPLE IN INDONESIA WITH A PREFERENCE FOR FOOTBALL ON TV, WHERE EL CLASICO TWICE EACH SEASON IS AMONG THE MOST-WATCHED EVENTS. THE 'NATIONAL SPORT' OF BADMINTON - THE ONLY SPORT IN WHICH INDONESIA HAS EVER WON OLYMPIC GOLD MEDALS - IS RATED IN SECOND PLACE ON 29 PER CENT.

between 18 and 29, did make up the lion's share of the non-captured audience, a group that was largely watching online.

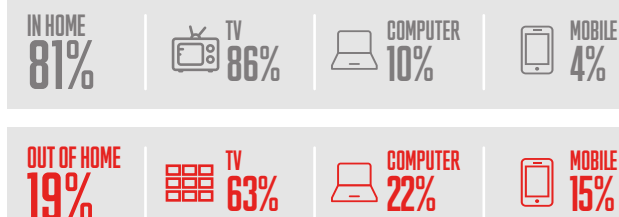
Those tuning in to LaLiga are largely professionals, a hefty 56 per cent of the captured audience listed themselves as professional or of senior/intermediate management level. And higher earners are also watching the Spanish game - some 75 per cent of both the captured and non-captured audience were in the top earning bracket, with only 4 per cent of those finding the time to watch the free-to-air games numbering themselves among the very lowest earners in Indonesia.

The country, finally, is among the least male-dominated of the markets surveyed. The female captured audience represented 37 per cent of the whole or, to put it another way, 4.25 million of the 11.5 million Indonesian citizens settling to watch the cream of Spanish football on their home televisions were women.

"There is a group of ambassadors, legendary LaLiga players, who can attend events around the world and help the efforts to promote the brand abroad. Fans want to engage with players and we're recognisable figures even though we're no longer playing. These initiatives that LaLiga have rolled out are beneficial in terms of creating brand value."

Raul

SHARE OF VIEWING FIGURES BY DEVICE



USA

The total estimated live audience for LaLiga in USA stands at 77.8 million, which is impressive for a country where football only ranks a distant fourth when it comes to sports on television. The beautiful game in general trails in the wake of the titans of gridiron, basketball and baseball, so football, and Spain's top league in particular, have done well to generate such a relatively high level of interest.

On a purely numbers basis, the urban population USA, aged between 16 and 69 is 224 million, of which 76 million claim to be interested in football and of those, some 25 million hold a specific interest in Spanish football. That means 11 per cent of the potential audience is ready to watch LaLiga – not bad for a country where 'soccer' is still seen as a minority sport on television.

The English Premier League is pushing hard to establish a foothold in the television audience in USA and benefits from significant live coverage. But LaLiga is also well represented on the airwaves, with an average of five live matches being broadcast during every round of fixtures and 884 games shown live, delayed or repeated during the season, while an average of 23 matches are broadcast every week.



Of those games that were available to US fans, it is little surprise to learn the two El Clasico fixtures attracted the highest audiences. The same two clubs dominated the rest of the top five – FC Barcelona's game with Valencia, FC Barcelona versus Atlético de Madrid and Real Madrid's Bernabeu encounter with Europa League specialists Sevilla rounded out the list.

But how are Americans watching Spanish football? Mainly at home. Some 66 per cent of the total audience are watching in home, either on their own television or streaming onto a PC or smart device. Of those who do venture out to watch LaLiga, the majority – 42 per cent – are to be found in bars or other venues,

TOP 10 LIVE LALIGA MATCHES IN USA, 2015-16, BY TOTAL VIEWERS

- 1 FC Barcelona vs Real Madrid
- 2 Real Madrid vs FC Barcelona
- 3 FC Barcelona vs Valencia
- 4 FC Barcelona vs Atlético de Madrid
- 5 Real Madrid vs Sevilla
- 6 FC Barcelona vs Athletic Club
- 7 FC Barcelona vs Celta
- 8 FC Barcelona vs Sevilla
- 9 Villarreal vs FC Barcelona
- 10 Eibar vs FC Barcelona

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH MORE THAN **1,184 PROGRAMMES** OF LALIGA BROADCASTING IN USA IN 2015-16.

109,318

PAYING FANS AT THE BEST ATTENDED FOOTBALL MATCH IN HISTORY ON US SOIL, WHEN LALIGA'S REAL MADRID PLAYED MANCHESTER UNITED IN MICHIGAN IN AUGUST 2014. REAL MADRID ALSO ATTRACTED 105,826 FOR A FRIENDLY IN JULY 2016 IN THE SAME VENUE AGAINST CHELSEA.

while a still significant 30 per cent are watching on PC and 28 per cent on smart devices.

No matter where they're watching the matches, the typical US LaLiga enthusiast tends to be aged between 30 and 44 years old. In fact, that single age bracket represents 67 per cent of the captured audience and an overwhelming 74 per cent of the non-captured viewership. Senior managers and other high-ranking employees are also dominant among audience members – the highest-ranking professional stratum makes up 66 per cent of both the captured and non-captured markets.

However, while the typical LaLiga watcher is a senior manager in their 30s or early 40s, they are not exclusively male. Some 21 per cent of the captured audience is female, as is 23 per cent of the non-captured audience. The highest income bracket provides 45 per cent of those watching on their own home television and 48 per cent of those watching by other means.

SHARE OF VIEWING FIGURES BY DEVICE

IN HOME
66%TV
70%COMPUTER
15%MOBILE
15%OUT OF HOME
34%TV
42%COMPUTER
30%MOBILE
28%

"We're pleased with the work we're doing in the United States... We're happy to be expanding the LaLiga brand in a market where football is growing a great deal and I'm sure that in the coming months we'll be doing some important things for the good of Spanish football and LaLiga alike."

Raul



BRAZIL

Few countries can hope to rival Brazil's devotion to football. To the average Brazilian, the World Cup is a God-given trophy occasionally loaned to other countries. Within that enduring love for the people's game, LaLiga has a faithful band of followers in this South American country, one that continues to provide some of LaLiga's best and most popular stars. The total estimated live audience stood at 23.2 million over the 2015-16 season, with 71 per cent of that audience watching at home on their own televisions.

That captured audience can choose from up to five live games during every round of fixtures and is treated to 1,059 live, delayed or repeated games over the course of a season. On average, a Brazilian LaLiga fan could see 28 matches per week or enjoy 670 highlight or magazine programmes dedicated to the league during the season.

Brazilian fans remain very interested in their fellow countrymen playing abroad. It is, therefore, no great shock that FC Barcelona, for whom Neymar is so often a star, featured in every one of the top five games by audience numbers. The clashes with Real Madrid at the Bernabeu and the Nou Camp took the top two spots while the home clash with Eibar, the trip to Betis and the fixture with Atlético de Madrid in Barcelona rounded out the most popular games.



The stereotypical Brazilian is always ready for a party, but Brazilian LaLiga fans seem to be reluctant to leave their house to catch games. The country boasts the largest captured audience – those who watch games on their own, or another, home television – by percentage of the total estimated live audience. Some 71 per cent of the 23.2 million audience members were watching on their set and, when those streaming the game at home are taken into account, 83 per cent of the total audience chose to stay in for a match.

Those who do enjoy LaLiga fixtures outside their own four walls are generally to be found in bars or other venues catching the action on a television. Only a relatively small number – 1.5 million

TOP 10 LIVE LALIGA MATCHES IN BRAZIL, 2015-16, BY TOTAL VIEWERS

1	Real Madrid vs FC Barcelona
2	FC Barcelona vs Real Madrid
3	FC Barcelona vs Eibar
4	Betis vs FC Barcelona
5	FC Barcelona vs Atlético de Madrid
6	FC Barcelona vs Sevilla
7	FC Barcelona vs Sporting
8	Villarreal vs FC Barcelona
9	FC Barcelona vs Athletic Club
10	Sevilla vs FC Barcelona

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH MORE THAN **1,700 PROGRAMMES** OF LALIGA BROADCASTING IN BRAZIL IN 2015-16.

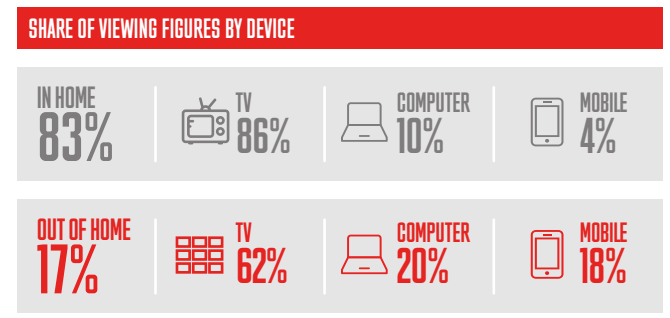
6 OF THE TOP EIGHT GOALSCORERS IN THE HISTORY OF THE WORLD'S MOST SUCCESSFUL INTERNATIONAL TEAM, BRAZIL, HAVE PLAYED IN LALIGA: RONALDO, ROMARIO, NEYMAR, BEBETO, RIVALDO AND RONALDINHO. ONLY PELE AND ZICO HAVE NOT.

or a little over 6 per cent of the total estimated live audience – streamed games to their PC or smart device outside their homes.

It is the younger people of Brazil who are turning to less traditional methods of viewing, 36 per cent of the non-captured audience were between 18 and 29 years of age while that age bracket provided only 23 per cent of the captured audience. Older viewers, those in the 30-44 and 45-59 age brackets, dominated the captured audience figures.

The income levels of audience members were also telling. High earners made up 72 per cent of the captured watchers and top level managers were 40 per cent of those home viewers. However, the next professional rung down – junior managers and non-manual workers – provided only 9 per cent of captured viewers while skilled manual workers represented twice that on 18 per of the total captured audience.

"LaLiga is making a real mark and is undergoing great growth. I believe that a very good job is being done. What's more, in the future, things are set to grow at an even faster rate. The distribution of broadcasting revenues will make for a more level playing field, which will be beneficial for the game."
Puyol

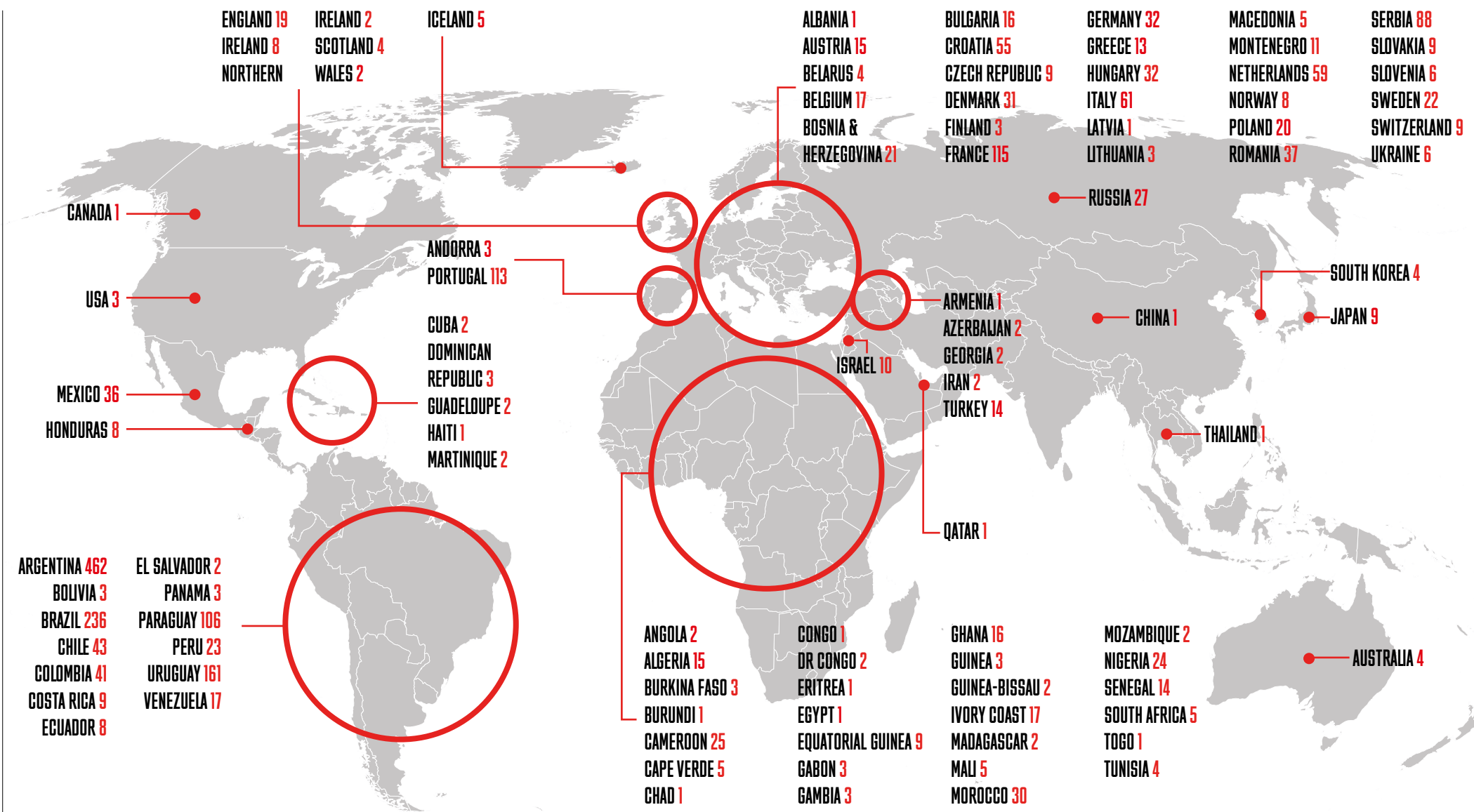


THE WORLD'S GAME

100

THE NUMBER OF FIFA MEMBER ASSOCIATIONS TO HAVE BEEN REPRESENTED IN LALIGA

Laliga excites fans across the world not just because it is home to the best football and biggest names but because players from nations from every part of the globe have played in it



MEXICO

In Mexico, football is the king of televised sport and massively outperforms all other sports being shown on television. LaLiga attracts only a relatively small 13.7 million total live audience. That audience does not, however, have a breadth of provision of content, with an average of five matches being broadcast during each round of fixtures and an average of 35 LaLiga encounters being shown every week.

Those Mexican football fans who do tune into the games are generally either watching at home on their own television – 58 per cent of those viewing are ‘captured’ – or are catching the games at bars or other venues. That means that 8 million people watched LaLiga games on their own or another home television, while 2.6 million watched on television in another venue. However, some 36 per cent of non-captured viewers are using their PCs or smart devices to stream games at home and a further 19 per cent of those estimated 5.7 million viewers use a computer or phone/tablet while on the move. That low up-take of smart device viewing means that the Mexican market shows the lowest use of smart devices to view LaLiga of any of the countries surveyed.



In total, 1,331 matches were screened live, repeated or delayed during the season and an estimated 9 million viewers turned to the 775 highlights and sports magazine programmes dedicated to the Spanish league.

The 30-44 age group is, by a narrow margin, the predominant sector of viewers but there is also a healthy proportion of 18-29 year olds and 45-59 year olds tuning in or streaming the coverage. But it is in professional status and income level that the starkest societal divide is seen – 61 per cent of both captured and non-captured viewers are in the top band of professional/senior managers while 58 per cent of both

TOP 10 LIVE LALIGA MATCHES IN MEXICO, 2015-16, BY TOTAL VIEWERS

1	Real Madrid vs FC Barcelona
2	Real Sociedad vs Las Palmas
3	Deportivo vs Levante
4	Real Madrid vs Betis
5	Real Madrid vs Villarreal
6	FC Barcelona vs Eibar
7	Granada vs Athletic Club
8	Real Betis vs Real Madrid
9	Villarreal vs Granada
10	Eibar vs Villarreal

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH MORE THAN **2,100 PROGRAMMES** OF LALIGA BROADCASTING IN MEXICO IN 2015-16.

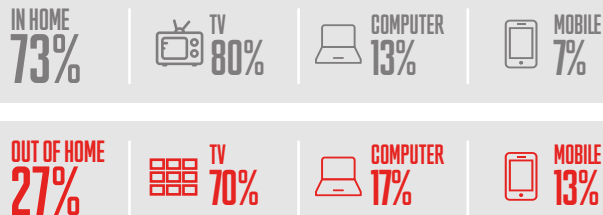
sections of viewers are in the medium income bracket. There is, it would seem, a specific sector of society to whom LaLiga is attractive.

The female audience in Mexico is larger than in many countries, with 35 per cent of in-home viewers and 33 per cent of people watching outside the home being women.

The most popular games, by audience, in Mexico are also unusual. While the Real Madrid vs FC Barcelona game took the top spot, Real Sociedad vs Las Palmas, Deportivo vs Levante and Real Madrid vs Betis rounded out the top four. The only other FC Barcelona game to make the top 10 was the match with Eibar at the Nou Camp. Real Madrid seem more popular in Mexico, with four out of the top 10 matches featuring ‘Los Blancos’.

2 LALIGA IS THE SECOND MOST POPULAR FOOTBALL LEAGUE IN MEXICO, BEATEN ONLY IN THE AFFECTIONS OF FANS BY THE DOMESTIC LEAGUE, LIGA MX. IT IS ESTIMATED THAT 2.6 MILLION MEXICANS VIEWED A LIVE LALIGA MATCH ON TV IN A PUBLIC PLACE IN MEXICO IN 2015-16

SHARE OF VIEWING FIGURES BY DEVICE



“Spanish clubs are admired not just because of what they are achieving, but because of the style of football played in Spain. We will also be trying to bring youth teams over to show that a lot can be learnt from the development structures that are in place.”

Raul



EGYPT

Spanish football enjoys a hugely significant following in Egypt where the total estimated live audience for LaLiga is 104.5 million strong. That is more people than any of the researched markets outside of Spain. LaLiga fans in this powerhouse of African football have a wide range of games to choose from over each round of fixtures – eight live matches are broadcast every match day and an average of 78 matches are shown each week.

However, the typical LaLiga enthusiast in Egypt is not watching their chosen game at home on television. Indeed, only 36.8 million of the total live audience in Egypt were found to be captured viewers, making up only 35 per cent of the impressive audience. That leaves 67.7 million live viewers either streaming the games to a computer or smart device or watching on television in a bar or other venue. And it is in bars and pubs that some 42 per cent of that non-captured audience are watching – 28.3 million following LaLiga on televisions outside their homes.

An impressive 39.4 million turned to the internet and used a PC or smart device, either in their home or on the move, in order to access the action. In fact, the Egyptian market boasted the highest percentage of LaLiga enthusiasts who elected to follow the sport on their home PC or laptop. And with 2,947



matches being broadcast live, delayed or repeated and a further 3,300 highlight and magazine programs dedicated to LaLiga on offer, Egyptian viewers were not left wanting.

Unsurprisingly, the clash between Real Madrid and FC Barcelona topped the audience table, but the reverse fixture only narrowly sneaked into the top five. Instead, it was Celta's game at home to Sevilla that proved the second most popular with Atlético de Madrid against Málaga and Celta's tie with Granada that followed on the heels of El Clasico.

Unlike several major LaLiga markets, in Egypt the game seems to be one appreciated by the young. The dominant

TOP 10 LIVE LALIGA MATCHES IN EGYPT, 2015-16, BY TOTAL VIEWERS

1	Real Madrid vs FC Barcelona
2	Celta vs Sevilla
3	Atlético de Madrid vs Málaga
4	Celta vs Granada
5	FC Barcelona vs Real Madrid
6	Levante vs FC Barcelona
7	Atlético de Madrid vs Sporting
8	Atlético de Madrid vs Espanyol
9	Getafe vs Villarreal
10	Espanyol vs Celta

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH MORE THAN **6,200 PROGRAMMES** OF LALIGA BROADCASTING IN EGYPT IN 2015-16.

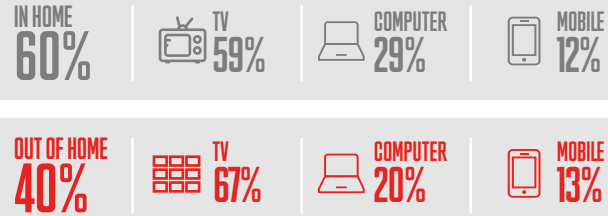
13,100,000

THE NUMBER OF LIVE 'VIEWS' OF WHOLE LALIGA GAMES IN EGYPT IN 2015-16 ON MOBILE DEVICES ALONE, INCLUDING 7.7M AT HOME AND A FURTHER 5.4M 'ON THE GO' AWAY FROM HOME. THIS STAGGERING POPULARITY UNDERPINNED WHY MOBILIS BECAME AN OFFICIAL LALIGA PARTNER IN EGYPT IN DECEMBER 2015, THE LEAGUE'S FIRST PARTNERSHIP OF ITS KIND WITH A TELECOMS PARTNER OUTSIDE SPAIN

captured and non-captured audiences are those aged between 18 and 29 with the youngest demographic making up more than half the audience watching away from the television in their own homes. The audience is also overwhelmingly male, 81 per cent of the captured audience and a mighty 84 per cent of non-captured viewers were men.

Though LaLiga viewers in the North African country are young, they are also generally senior managers or other professionals. The top professional echelon represents 60 per cent of the captured viewership and 52 per cent of the non-captured audience. And the income levels enjoyed by watchers also tends towards the higher end of the scale. High income earners made up 52 per cent of the captured audience while 46 per cent of the non-captured audience could be counted among the higher paid members of Egyptian society.

SHARE OF VIEWING FIGURES BY DEVICE



"It was amazing and was a real honour to play with Messi. Witnessing how he improved virtually every day and seeing him better himself just when it seemed as if he really couldn't get any better was incredible. Those of us who love the game are very lucky to be able to enjoy the current generation and to see Messi play."

Puyol



TURKEY

The dramatic and sometimes visceral nature of Turkish football is well known to European football fans, but the tactical refinement and technical skill of Spanish football can also draw a crowd in Istanbul. A total estimated live audience of 14.1 million watched LaLiga in Turkey last season in a country where captured and non-captured viewers were almost equally split.

With six live matches to choose from on each match day and a total of 640 live, delayed or repeated matches over the course of the season, the 7.2 million viewers who watched the league on their own televisions last season had plenty of choice. And more than 32 million people chose to watch some of the 1,300 highlights or magazine programmes dedicated to the Spanish league.

Those viewers were particularly interested in the drama of Atlético de Madrid's clash with their city rivals Real Madrid – that fixture proved to be the most popular game in terms of audience numbers. Real Madrid's encounter with Betis also proved to be a draw, while Sporting's home tie with FC Barcelona, Real Madrid vs Getafe and Athletic Club-Real Sociedad rounded out the top five televised fixtures.



If Turkish LaLiga fans were not following the action on their own television, they were generally either streaming the games onto their home computer or making the trip to a bar or other venue to enjoy the drama. Out of home televisions drew some 2.2 million of the total live audience while a comparatively high 2.3 million watched on PC, with a further 1 million streaming to a smartphone or tablet at home. Only 700,000 audience members chose to stream the games to their laptops on the move while the same number were glued to a phone or tablet somewhere other than their own home.

TOP 10 LIVE LALIGA MATCHES IN TURKEY, 2015-16, BY TOTAL VIEWERS

1	Atlético de Madrid vs Real Madrid
2	Real Madrid vs Betis
3	Sporting vs FC Barcelona
4	Real Madrid vs Getafe
5	Athletic Club vs Real Sociedad
6	Las Palmas vs FC Barcelona
7	Real Madrid vs FC Barcelona
8	FC Barcelona vs Atlético de Madrid
9	FC Barcelona vs Levante
10	FC Barcelona vs Real Madrid

HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH MORE THAN **1,900 PROGRAMMES** OF LALIGA BROADCASTING IN TURKEY IN 2015-16.

5.2 MILLION

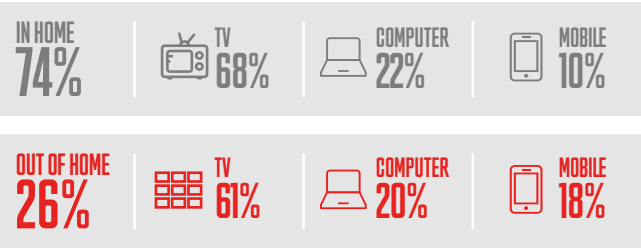
THE NUMBER OF INSTAGRAM FOLLOWERS FOR ARDA TURAN OF BARCELONA, MAKING HIM ONE OF TURKEY'S MOST POPULAR FIGURES IN ANY GENRE. AND ON TWITTER IN TURKEY, REAL MADRID AND BARCELONA ARE ALSO THE MOST FOLLOWED SPORTS TEAMS.

The captured and non-captured audience for Spanish football in Turkey is a largely middle-aged crowd. Of those watching games on their own televisions, 55 per cent were aged 30-44 compared to only 26 per cent for those aged between 18 and 29. However, that younger age group proved more ready to follow games somewhere or somehow other than on their home TVs – 36 per cent of the non-captured audience was in the youngest age bracket, though 50 per cent of that audience was still to be found among the 30-44 group.

As in so many other markets, LaLiga is a league appreciated by senior managers and other professionals – 43 per cent of the captured audience was to be found in that group and 40 per cent of the non-captured viewership. It would also seem to be a game that attracts the relatively affluent. Some 89 per cent of those who watched matches on their television at home were in the medium or high income bracket.

It is not, though, a male dominated audience and women were a healthy 32 per cent of the captured audience and 31 per cent of the non-captured cohort.

SHARE OF VIEWING FIGURES BY DEVICE



"I had the good fortune to spend 15 seasons in the Barcelona first team [as Arda Turan does now]. I'd get up in the morning and do what I most liked to do in the world: train and play football. I made some great friends ... I was very fortunate because I played with the best and won big trophies with my club, and not all players get to experience that."
Puyol



SOUTH AFRICA

The legacy of the 2010 World Cup lives on in South Africa where football is by far the most popular televised sport, dominating cricket and rugby, despite the relative success of the Proteas and Springboks in their respective sports.

That interest translates to a healthy LaLiga total estimated live audience of 10.7 million over the course of the 2015-16 season. That audience can expect to choose from nine live matches per match day and 1,890 matches shown live, delayed or repeated throughout the season. Highlights and magazine programmes are also prevalent, with some 1,400 programmes available over the season, attracting a secondary audience of five million viewers.

The LaLiga audience in South Africa is largely a captured one - that is they are generally to be found watching games on their own televisions at home. This can, in large part, be attributed to the SuperSport platform that dominates sports broadcasting in the country. Some 6.8 million of the 10.7 million total audience are considered to be captured viewers. Added to those captured viewers are a further 1.2 million who stream the games onto their home PC or smart device. In total, 8 million (75 per cent) of the audience are staying at home to enjoy the action.



An out-of-home television, in a pub or sports club for instance, is also a popular method of consuming LaLiga's wares. Of the remaining non-captured viewers, 2.1 million are to be found watching on a television somewhere other than their home – a relatively small number, 800,000, use a PC or smart device to stream games when they are on the move.

The perennially popular FC Barcelona are a big draw for South African viewers, the Nou Camp clash with Real Madrid proved the most popular fixture by audience numbers over the season and FC Barcelona were involved in three of the remaining four matches in the top five. The Catalans' trips to Granada and

TOP 10 LIVE LALIGA MATCHES IN SOUTH AFRICA, 2015-16, BY TOTAL VIEWERS

1	FC Barcelona vs Real Madrid
2	Granada vs FC Barcelona
3	Rayo Vallecano vs FC Barcelona
4	FC Barcelona vs Sevilla
5	Real Madrid vs Deportivo
6	Sporting vs Real Madrid
7	Real Madrid vs FC Barcelona
8	FC Barcelona vs Levante
9	Real Madrid vs Valencia
10	Atlético de Madrid vs Real Madrid

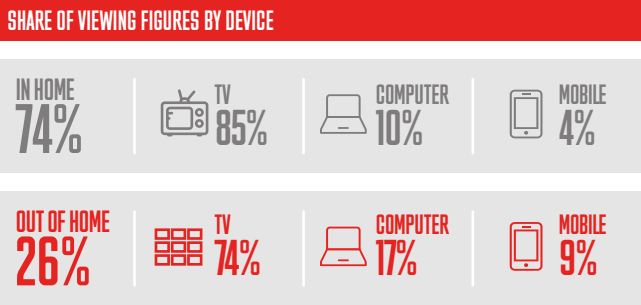
HIGHLIGHTS, NEAR-LIVE BROADCASTS AND REPEATS SIGNIFICANTLY INCREASED THE TOTAL NUMBERS OF VIEWS WITH MORE THAN **3,200 PROGRAMMES** OF LALIGA BROADCASTING IN SOUTH AFRICA IN 2015-16.

1 SOUTH AFRICA WAS THE FIRST LOCATION ON THE AFRICAN CONTINENT TO HAVE A FULL-TIME LALIGA PRESENCE, WITH THE OPENING OF A JOHANNESBURG OFFICE IN NOVEMBER 2015. THE GOAL OF THE OFFICE IS TO EXTEND THE GLOBAL POSITIONING OF LALIGA IN AFRICA AND BUILD TIES WITH THE GAME ON THE CONTINENT.

Rayo Vallecano made the top five as did their home fixture with Sevilla. Real Madrid's game at home to Deportivo completed the list.

Interest in Spanish football appears to be the preserve of the younger sports fan on the Cape – the 18-29 and 30-44 age brackets made up 82 per cent of the captured audience and 90 per cent of the non-captured audience. It is perhaps, therefore, unsurprising that there is a relatively even split between senior managerial employees and there more junior managerial colleagues when it comes to watching LaLiga.

Things are not quite so even when the audience is analysed on the grounds of gender; some 70 per cent of the captured audience is male, rising to 72 per cent of the non-captured viewership. And viewers are also like to enjoy a relatively high income, those in the top income bracket make up 52 per cent of those watching on their televisions and 46 per cent of those who find alternative methods.



"Hopefully the next UEFA Champions League and Europa League champions will be Spanish. Spanish clubs are competing and striving to demonstrate that they have the potential to carry on setting the standard. You need only look at how many Spanish sides have won European trophies in the last 10 years. We are the benchmark now and both LaLiga and its clubs will keep working hard to ensure that's the case for many years to come."

Raul



Raul, former Real Madrid and Spain striker