



LaLiga  
Santander

experience

# Inside the Match

Matchday 13



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#LaLigaSantanderExperience







It's a **spectacle**  
it's an **experience**  
it's **emotion...**

## It's not football, it's **LaLiga**

LaLiga is a sports association made up of the clubs and public limited sports companies that compete in the professional ranks of Spanish football. LaLiga, based in Madrid, is responsible for the LaLiga Santander and LaLiga 1|2|3 leagues and its television production.

Since 2010, the International Federation of Football History and Statistics has considered the top tier of the Spanish game to be the best league in the world, in view of the record-breaking honours held by the competition's affiliated clubs and players.

The institution seeks to be a leader in terms of quality and technological innovation right across the board, offering its clubs optimum service levels and providing supporters with the best possible product. LaLiga's desire is for the football-viewing experience to be a unique one which enables fans to enjoy coverage to the max.

The association also has an active Foundation and is the world's only professional football league with a league for intellectually challenged footballers: LaLiga Genuine. Additionally, LaLiga lends its support to other sports and Spanish federations through the LaLiga4Sports project and promotes the women's football with 16 teams in the Liga Iberdrola.

### LaLiga in numbers

- **20 teams** in the First Division (LaLiga Santander).
- It is **broadcast in 182 countries** around the world. There are 90 international LaLiga broadcasters.
- More than **40 million followers** on social media and a LaLiga YouTube channel with over 1.5 million subscribers.
- The last **4 Champions League winners** hail from LaLiga.
- LaLiga is the best-represented league in **European competitions**, with **7 Spanish clubs** involved in this season's Champions League and Europa League combined.

Total attendance at stadiums T. 2017/2018

# 2.449.969

↓ -20.661 / ↓ 0,27 %

Compared to Matchday 7 LaLiga Santander 16/17 and J7 LaLiga 1|2|3 16/17

T. 2016/2017	▲ +0,27	14.051.405
T. 2016/2015	▲ +2,52	14.014.099
T. 2014/2015	▲ +4,22	13.669.634

## Find out about the **#LaLigaSantanderExperience**

When the passion for football goes beyond borders, when the fans' chants spread across all five continents and there's only one thing that matters: the fans want more. That's where the LaLiga Santander Experience comes in.

A project through which LaLiga offers more than 40 international operators the possibility to discover first-hand what the best competition in the world is like. Apart from just the exciting experience of seeing a live LaLiga Santander match, subscribers and journalists from the broadcasters can discover the stadiums, their facilities and the cities as well as enjoying various football-related activities.

This initiative, aimed at boosting broadcasting and knowledge of LaLiga Santander on an international level, is in its third consecutive year of bringing the competitions closer to its fans around the world.





## THE INFORMATION

### The Beginning of a season to remember

Valencia's 8 wins in 11 games is their best-ever start to a season.

# The match

# A top-end head-to-head

**Valencia CF - Barcelona FC matches are renowned for being some of the most exciting in LaLiga. Adding to that the fact that both teams are on amazing form, is there any doubt that this is going to be exciting?**

## Clash of styles

When two very pronounced styles go head-to-head, it's an absolute thriller for the fans. What's more, when both teams are so masterful, expectations are exceptionally high. Macelino's new Valencia team are experts in retaliation. It's not a problem when they don't have possession of the ball but, once they get it, they go straight for the jugular. On the other hand, Barcelona is still the best team today for a playing a passing game. Which style will come out on top?

## One year until they meet again

Football always offers a new opportunity and both Valencia and Barça seem ready to make the most of it. Both teams have had a season where bad results have meant they've needed to bring in new coaches and, by the looks of their current results; it seems they've made the right choice. Valencia needs to win back its reputation from the last few years competing in Europe and, as for Barça, a new year without any trophies would be a heavy blow for the team.

## Players to keep eye on



### Dani Parejo

The captain is back on form and has proven himself as the real leader of the team.



### Simone Zaza

The Italian striker has won over Valencia fans with his personality, determination and goals.



### Carlos Soler

Valencia's crown jewel has proven himself as one of the league's brightest young stars.



### Lionel Messi

The Argentinian number 10 is looking to keep up his spectacular start to the season with more goals.



### Luis Suárez

The Uruguayan is a true threat in front of goal, a nightmare for defenders.



### Iniesta

When Don Andrés is on the pitch, Barça's game changes. A true magician.

## On the benches

### Marcelino García Toral

Without a shadow of a doubt one of the best signings for Valencia this season. Marcelino has managed to make his presence felt in very little time, implementing his 4-4-2 style which is perfectly vertically integrated. The former player from the Asturias region has implemented a solid defence and, in the process, brought hope back to Mestalla.

### Ernesto Valverde

Doubts about the footballer known as "Txingurri" adapting to being the coach at Barcelona were cleared up long ago. It's clear he's the best person to lead the project. Maintaining the club's traditional possession-based style while shoring up the defence, he has found the perfect balance to allow the team to fight their way back to the top.



# The club Valencia C.F.



Full name  
**VALENCIA CLUB DE FÚTBOL S.A.D.**

Nickname(s)  
**CHES, BLANQUINEGROS**

Established  
**18 MARCH 1919 (98 YEARS)**

THE TEAM WITH THE 4TH MOST  
WINS IN SPANISH FOOTBALL



They boast 6 LaLiga trophies, 7 Copa del Rey titles, a UEFA Europa League and 2 UEFA Supercups among their collection.

Valencia's history has forged the personality they have today: dedicated, demanding and passionate about the team. A trained eye in watching past players such as Puchades and Kempes, or more recent ones such as "El Pijo" López, Baraja or David Villa. A past that means that the club needs to be true to its history and to its fans.

## More glorious than ever

Valencia, one of the biggest names in LaLiga, are coming up to their centenary year, and after two "forgettable" years, it's looking like they've got their fight back and their drive to take on those further up the league table. This winning spirit evokes memories of the club's golden years.

With 3 LaLiga and 2 Copa del Rey titles in the 1940s and more recent success in the late 1990s and early 2000s, Valencia are the team with the 4th most victories in Spanish football history.

## The stadium Mestalla

### Living history of Valencia and LaLiga

Inauguration: 20 May 1923  
Capacity: 55,000 people

British newspaper, The Telegraph, ranked it as the second best stadium in Europe thanks to its amazing atmosphere that can be felt at every match: "the stands are the steepest of any European stadium and take your breath away, even if you've seen them thousands of times before."



These words perfectly describe the feeling in the air at Mestalla. The oldest stadium in LaLiga Santander continues to look amazing after its latest make-over, and until the Nou Mestalla stadium is finished, it's sure to remain a hotspot of European football.

## Fun facts: Did you know...?

Player with  
the most  
appearances:

**Fernando**  
552 matches

Top goalscorer:

**Mundo**  
186 goals

Most expensive  
sale:

**Gaizka  
Mendieta**  
48 million

Also known as:

**"Chés"**  
A common expression  
that means "listen"

An icon:

**Mario Alberto  
Kempes**  
"El Matador"

A game:

**Champions  
again after 31  
years**  
Ayala's goal against  
Malaga

## Now it's your turn.

The wait is over. Now that you know the club, its history and its team in depth, it's time to put on their colours and feel the passion of one of the most exciting matches of the week.

Welcome to the most exclusive football experience in the world.

Welcome to  
**LaLiga Santander Experience**





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[www.laliga.es/en](http://www.laliga.es/en)  
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