



LaLiga
Santander

experience

Inside the Match

Matchweek 14



#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 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 2017/2018

4,592,413

↑ 5,755 / ↑ 0.13 %

Compared to Matchday 15 LaLiga Santander 16/17 and 15 LaLiga 1|2|3 16/17

S. 2016/2017	▲ +0.27	14,051,405
S. 2016/2015	▲ +2.52	14,014,099
S. 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.





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THE FACT

The team with the second highest number of victories against Madrid

Athletic Club have traditionally been difficult opponents for Real Madrid, being the Spanish team with the second highest number of victories over them.

The match

The San Mamés classic

Two of the three teams with more LaLiga seasons on their shoulders will face each other in one of the competition's classics. A historical duel that will offer two ways of understanding football. It's going to be a great match.

Looking for their best shape

After a difficult start, both Athletic Club and Real Madrid are seeking to recover their best footballing shape and achieve some good results. The lions are still trying to recover from Muniain's injury and seem to have found fluidity in their game. Madrid, on the other hand, will fight for not letting any more points slip in this first half of LaLiga. An important match for both of them.

San Mamés, key for Athletic

The hesitant start made by Athletic Club has a remedy, San Mamés. The lions need to make their stadium a fortress out of which no more points can escape, and with the help of their inexhaustible fans they seem ready to do so. Against Real Madrid, the atmosphere in San Mamés is even more vibrant, so a tight finish could put Zidane's team in serious trouble. In addition, with Aduriz and Williams as the main threats, the Real defence will have to stay alert at all times.

Players to keep an eye on



Aritz Aduriz

One of the best headers of the ball in the history of LaLiga. 36 years of pure goals.



Iñaki Williams

The young striker's pace and power make him one of Athletic's biggest threats.



Kepa Arrizabalaga

The goalkeeper has been one of LaLiga's revelations for the last two seasons.



Cristiano Ronaldo

The winner of the last Ballon d'Or and The Best, he is Madrid's biggest threat.



Isco Alarcón

One of LaLiga's most in-form players. Talent and magic in abundance.



Karim Benzema

His link-up play and elegance on the ball make him so much more than a traditional number 9.

On the benches

José Ángel "Kuko" Ziganda

From scorer to manager. A great scorer during his time as a player, he has become the lion's manager 26 years later. True to the team's style, he has created a seasoned team that places great emphasis on the aerial game. Despite not starting as well as expected, the team is now showing its great potential.

Zinedine Zidane

As good as he was as a player. Winning, winning... and winning. That is the summary of the short but historic career of *Zizou* on the Madrid bench. One league title, two champions league, two UEFA super cups, the club world cup... The magician from Marseilles is at the helm for what is one of the golden eras for Real Madrid, and is doing it in the same way as he played, with a lot of class.

The club

Athletic Club



Full name
ATHLETIC CLUB

Nickname(s)
LOS LEONES (THE LIONS)

Established
1898 (119 YEARS)

The survival of a style

Athletic Club is one of only three teams that have never been relegated, along with Real Madrid and FC Barcelona. This fact becomes even more impressive if we take into account that all the players in its history come from the Basque Country. This distinctive feature is the reason why the club is seen as more than just a football team, with a level of commitment from the players and fans that very few teams in the world could hope for.

Lezama Youth Academy, named after the town where the residence is located, continuously supplies the first

TEAM WITH THE SECOND HIGHEST
NUMBER OF CUPS IN THE SPANISH
FOOTBALL (23)



team with young players, called “cachorros” (“puppies” in English), who would give anything for their team.

Athletic Club is the living history of LaLiga, today being the team with the fourth highest number of LaLiga titles (8) and the second highest number of cups (23). In addition, Bilbao has been home to two players who today are legends of our football: Zarra (3rd highest ever goal scorer in LaLiga) and Zubizarreta (player with the most matches in LaLiga).

The stadium

San Mamés

The magnificent successor to *The Cathedral*

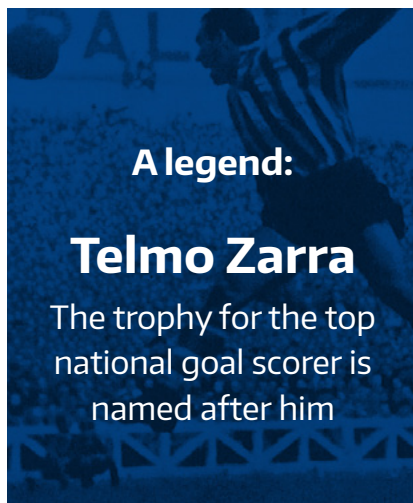
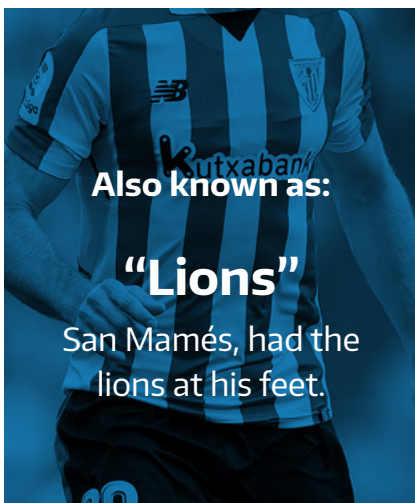
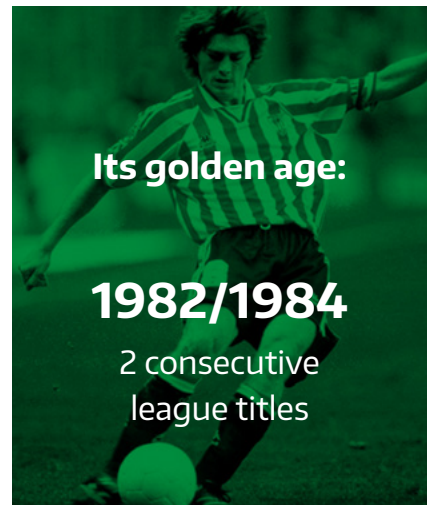
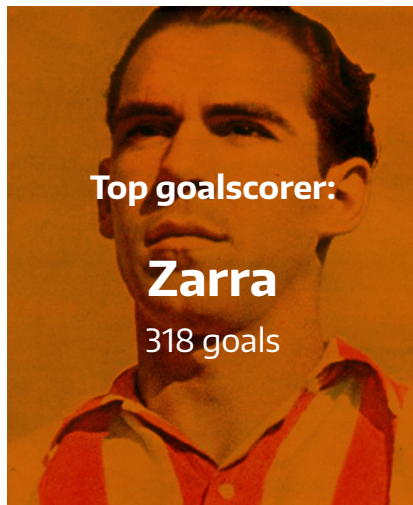
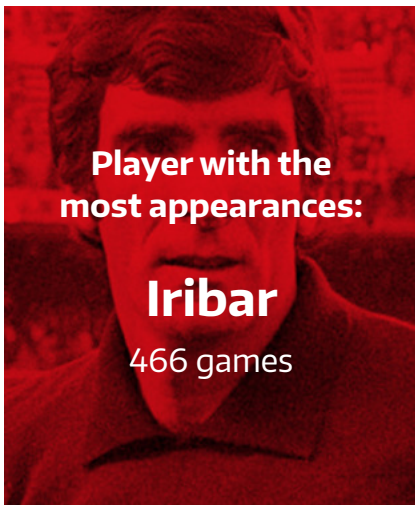
Opened: 16 September 2013
Capacity: 53,289 people

One of the newest LaLiga stadiums, it is also one of the most desired game scenarios. After taking over from The Cathedral three seasons ago, the new San Mamés has become one of the most vibrant stadiums in Europe. The home of Athletic Club is, due to its fans and design, the most desirable game scenario.



In a city famous for its architecture, the new San Mamés is seen to be of great importance, as well as being environmentally-friendly. A treasure on the outside and, without a doubt, on the inside.

Fun facts: Did you know...?



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





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

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