



LaLiga
Santander

experience

Inside the Match

Matchweek 16



#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 their 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

5,302,726

↑ 34,813 / ↑ 0.66 %

Compared to 16/17 LaLiga Santander

Matchday 14 and 16/17 LaLiga 1|2|3 Matchday 17

2016/2017	▲ +0.27	14,051,405
2016/2015	▲ +2.52	14,014,099
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 its more than 90 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 competition closer to its fans around the world.





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THE FACT

Honours even at Bilbao stronghold

The 4 derbies contested at the new San Mamés have yielded a win apiece and 2 draws. Athletic won the last meeting there; will they turn their stadium into a fortress again?

The match

The Basque derby, a passionate battle up north

Intensity, direct football and fierce rivalry are the name of the game in the Basque derby. After contrasting starts to the campaign, Athletic Club and Real Sociedad lock horns with both desperate to claim three points and push on.

A tale of two targets

Athletic Club's erratic opening and some fine Real Sociedad results had left an unusual chasm between the two in the standings earlier in the season. Though the gap has since narrowed, "Kuko" Ziganda's charges remain focused on pulling away from the table's nether regions, while the San Sebastian side have their sights set on the European spots. The form book goes out of the window in a derby, so it is anyone's guess who will emerge with their mission accomplished.

Spotlight on the attackers

Ruthlessness in front of goal is important in all matches, but it promises to be all the more so this time around. Derbies are often tense, tight affairs, so the onus will be on the likes of Aritz Aduriz, Iñaki Williams, Mikel Oyarzabal and Willian José to make the most of their chances. Set-pieces could be another key, with both teams boasting some big hitters in the air.

Players to keep an eye on



Aritz Aduriz

One of the best headers of the ball in LaLiga history. The goals keep coming for the 36-year-old.



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.



Mikel Oyarzábal

The starlet has established himself as a real weapon for the "Txuri-Urdin" up the left flank.



Willian José

The powerful striker leads the line for his team and has a knack for scoring with his head.



Xabi Prieto

His club's record league appearance-maker, "La Real" captain Prieto is a talismanic leader.

On the benches

José Ángel "Kuko" Ziganda

From goalscorer to manager. A prolific marksman during his playing days, he became the "Los Leones" manager 26 years after his first appearance for them as a player. True to the club'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.

Eusebio Sacristán

Another distinguished disciple of the late, great Cruyff. It is remarkable just how many of those who played under the legendary Johann Cruyff have gone on to become successful coaches. Eusebio Sacristán is a shining example: having been one of the linchpins of the famous "Dream Team" on the pitch, he is now the architect behind one of LaLiga's most free-flowing sides.

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 are one of only three clubs that have never been relegated from Spain's top flight, along with Real Madrid and FC Barcelona. This fact becomes even more impressive if we take into account their limited talent pool, as they are only represented by players 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 players and fans alike 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

TEAM WITH THE SECOND-MOST SPANISH CUP TITLES (23)



with young players, nicknamed "cachorros" ("cubs" in English), who would give anything for their team.

Athletic Club are historic LaLiga heavyweights and remain the team with the fourth-highest number of LaLiga titles (8) and the second-most Spanish Cups (23). In addition, Bilbao has been home to two of Spanish football's biggest legends: Telmo Zarra (the 3rd highest goalscorer in LaLiga history) and Andoni Zubizarreta (LaLiga's all-time leading appearance-maker).

The stadium

San Mamés

The magnificent successor to *The Cathedral*

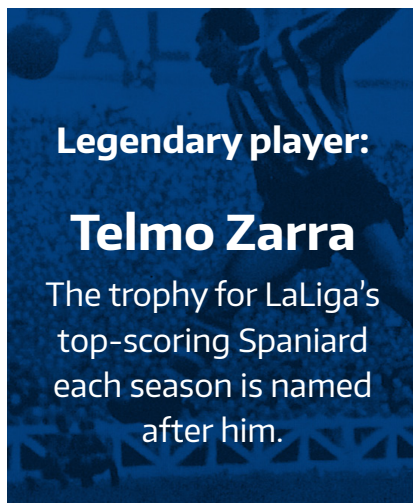
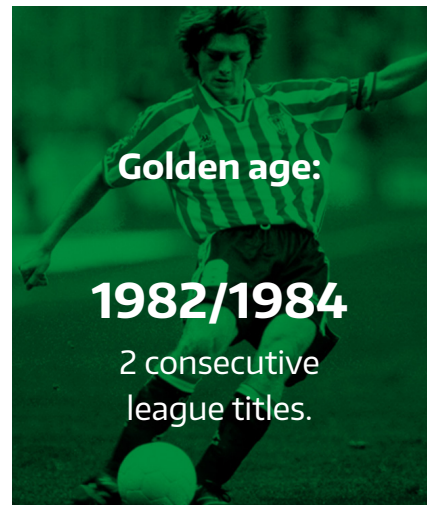
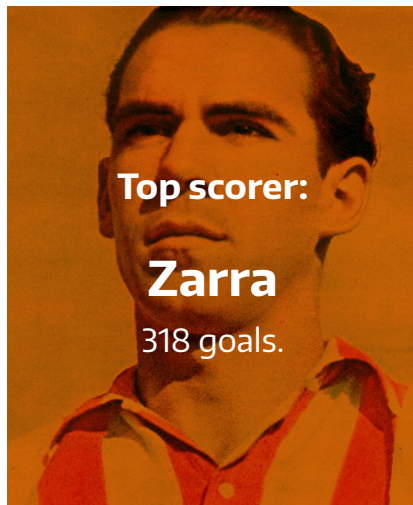
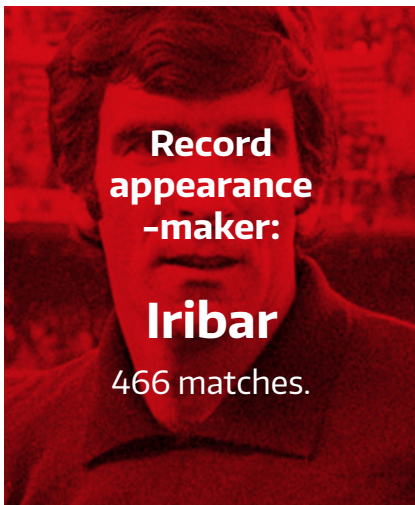
Opened: 16 September 2013
Capacity: 53,289 people

One of the newest LaLiga stadiums, it is also one of the league's most renowned venues. Since replacing The Cathedral four 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, simply a sensational place to watch football.



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.

Now that you know all about the club, its history and its team, 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.

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