



LaLiga
Santander

experience

Inside the Match

Matchweek 18



#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

5,970,355

↑ 10,899 / ↑ 0.18 %

Compared to 16/17 LaLiga Santander

Matchday 16 and 16/17 LaLiga 1|2|3 Matchday 19

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.



THE FACT Real Madrid's 2nd-unhappiest hunting ground

Balaídos stands just below the top of the list of the Spanish stadiums where Real Madrid have most struggled historically. Indeed, Los Blancos have lost there no fewer than 29 times.

The match A blockbuster to kick-start 2018

A real cracker is in store as the best league in the world resumes after the Christmas break. RC Celta and Real Madrid lock horns with both raring to emerge victorious and begin the year on a high.

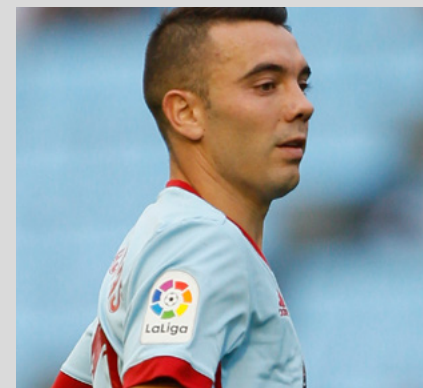
Winning is the name of the game

At this stage of the season, the picture becomes clearer as to what each team can contend for and anything less than 3 points is bad news. That holds even truer for Celta and Real Madrid, whose respective bid for European qualification and title challenge are on the rocks. A draw would do little to strengthen either side's cause.

The case for the defence

Neither team have looked sure-footed at the back this term, so their relative solidity could prove pivotal in determining the outcome of this encounter. Both sides pack a punch going forward, meaning the defenders on the park will have their work cut out to keep the opposition attackers at bay. Whoever does so more successfully will substantially boost their team's chances of coming out on top, although given the array of attacking talent involved, goals look to be a given.

Players to keep an eye on



Iago Aspas

Not just one of LaLiga's star attractions, but also a talisman and icon for his boyhood club.



Maxi Gómez

The Uruguayan has announced himself as a formidable goalscorer in this, his first campaign in Spain.



Daniel Wass

The intelligent Dane helps make Los Celestes tick with his technique and eye for a pass. He strikes a mean ball too.



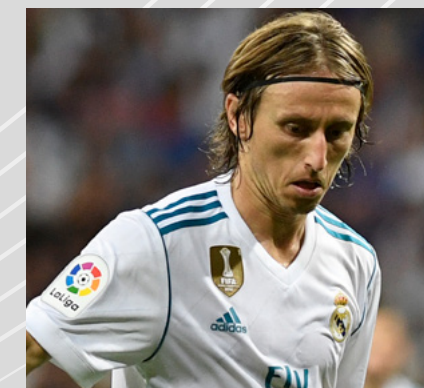
Cristiano Ronaldo

The Ballon d'Or and Best FIFA Men's Player Award holder remains Madrid's biggest weapon.



Isco Alarcón

One of LaLiga's form players this season, the talented playmaker oozes flair and trickery.



Luka Modric

One of the best midfielders in the world, is key in Zidane's system.

On the benches

Juan Carlos Unzué

Embracing the challenge of being in charge. Though he boasts outstanding credentials as an assistant manager and goalkeeping coach, this is the first gig at the helm of a LaLiga Santander club for Unzué, who was an illustrious LaLiga goalkeeper during the 1990s. Will he replicate his previous success in his new role?

Zinedine Zidane

Class is permanent One win after another. That sums up Zizou's brief but sparkling tenure in the Real Madrid hotseat. The magician from Marseille has delivered a league title and 2 Champions Leagues, UEFA Super Cups and Club World Cups to usher in a new golden age at the club – and has done so with all the class he showed as a player.

The club Celta Vigo



Full name
REAL CLUB CELTA DE VIGO

Nickname(s)
CELISTAS, CELESTES (THE SKY BLUES)

Established
23 AUGUST 1923 (94 YEARS AGO)

ONE OF JUST 11 CLUBS TO HAVE SPENT
OVER 50 SEASONS IN SPAIN'S TOP FLIGHT



Reaching for the sky

Galicia is a land of magic, meigas (a type of witch that is a mainstay of Galician mythology), rain, fishermen and nature. All these ingredients made it a natural breeding ground for one of LaLiga's most charismatic clubs, who have a habit of socking it to the 'big boys', have been graced by numerous names that have gone down in LaLiga lore, and have served up historic results like a famous 5-1 thrashing of Real Madrid.

Like many other LaLiga clubs, their origins lie in the local presence of British workers, who brought the beautiful game to the docks of northern Spain. Slowly but surely,

Celta rose to prominence and put themselves on the map both domestically and in Europe, even though a single Intertoto Cup is their only major honour.

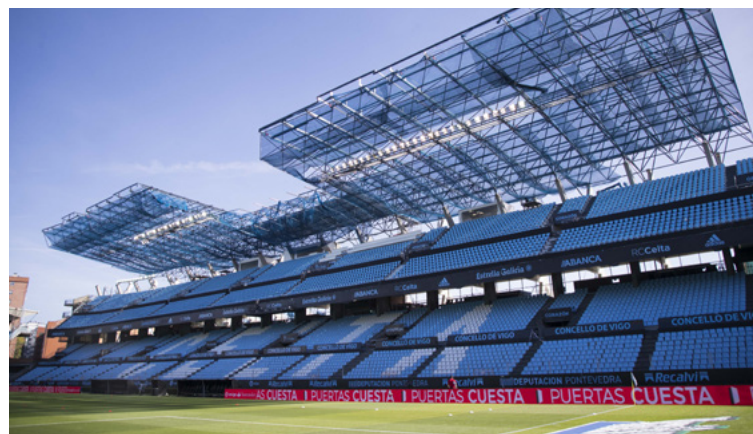
Their most famous team, coached by Víctor Fernández, were a well-oiled machine (hence they were known as La Máquina) and featured legends such as Aleksandr Mostovoi, Valeri Karpin and Claude Makélélé. Other cult heroes include Gustavo López, plus current club captains Hugo Mallo and Iago Aspas, a full-back and forward who both came through the Celta academy.

The stadium Balaídos

A spellbinding setting

Opening: 28 December 1928
Capacity: 30,000

Balaídos has witnessed the lot: tear-jerking relegations and promotions, big European nights, drubbings of legendary clubs on the continental stage, and a teenage Aspas bagging a 10-minute brace to save his side from the drop.



The Celestes' temple is in the process of being revamped and expanded. Despite these changes, its special character is well intact.

Fun facts: Did you know...?

Record
appearance-maker:

Manolo
532 matches.

Top scorer:

Hermidita
107 goals.

Highest finish:

4th,
qualifying for the
Champions League
(2002/03).

Biggest rivals:

**"RC Deportivo
de la Coruña"**
their opponents in the
Galician derby.

Legendary player:

Mostovoi
The 'Tsar of Balaídos'.

Famous match:

**Celta Vigo v
Córdoba CF
(2012)**
Return to the top flight.

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.

Welcome to
LaLiga Santander Experience





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

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