



LaLiga  
Santander

experience

# Inside the Match

Matchweek 21



-



#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

# 6,967,893

↓ -34,664 / ↓ -0.50 %

Compared to 16/17 LaLiga Santander

Matchday 19 and 16/17 LaLiga 1|2|3 Matchday 22

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

### 3 seasons unbeaten at home to Real Madrid

Conquering the unique atmosphere at Mestalla has proven a bridge too far for “Los Blancos” in recent seasons.

## The match

# Title challenges on the line

**We have entered the stage of the season in which it becomes clearer what each club can realistically aspire to. As fate would have it, these two titans clash with both vying to keep their faint title hopes alive. Will they stay in the hunt?**

### Chasing pack in royal rumble

If you'd told the Valencia CF fans before the season started that they'd be where they are now, even the most optimistic among them would've had a hard time believing it. Following a storming first half of the campaign, Marcelino's men are flying high and are once more rubbing shoulders with FC Barcelona, Atlético Madrid and Real Madrid. Like the Madrilenians, they are desperate not to drop any more points as they pursue the pace-setting Catalans.

### Mestalla fear factor

This season, Mestalla has reclaimed its status as one of the most daunting stadiums for away teams. With Marcelino's side shining and the club back on an even keel, the long-suffering crowd have been buoyed and it has been nigh on impossible for visitors to emerge victorious. What's more, given Real Madrid's poor recent record at the home of “Los Che”, Valencia have every reason to be confident of getting a result. Let the battle commence.

# Players to keep an eye on



## Dani Parejo

Having found his feet again, the club captain is once more his team's driving force.



## Simone Zaza

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



## Carlos Soler

The home-grown gem has established himself as one of LaLiga's hottest prospects.



## 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 Modrić

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

# On the benches

## Marcelino García Toral

The catalyst for a revolution. Undoubtedly one of Valencia's top signings this term, Marcelino has wasted no time in stamping his mark, fashioning a well-drilled unit playing 4-4-2 and a rapid, direct style of football. The Asturian has given "Los Che" a solid platform again and rekindled enthusiasm. In short, thanks to him, Valencia are back with a bang.

## 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 Valencia C.F.



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

Nickname(s)  
**CHES, BLANQUINEGROS (THE WHITE AND BLACKS)**

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

  
**4<sup>TH</sup> MOST DECORATED CLUB IN  
SPANISH FOOTBALL**



## A lot to live up to

After two years to forget, Valencia – one of LaLiga’s historic powerhouses – seem to have rediscovered their mojo and, as their centenary approaches, once more have their sights set on the top. This burning ambition both explains and reflects the periodic golden ages the club has enjoyed over the decades.

Their first heyday was in the 1940s, when they won two Spanish Cups and three league titles, while the turn of the current century was a similarly glittering period. These various spells of success make Valencia the fourth-most decorated club in Spain, with six LaLiga Santander crowns, seven Copas del Rey, one Europa League, two Fairs Cups and two UEFA Super Cups among their major honours.

This history lies behind the committed, passionate and demanding nature of the “Los Che” fans. Having revelled in the talents of Antonio Puchades and Mario Kempes in days of yore and Claudio López, Rubén Baraja and David Villa more recently, they have high expectations. The pressure is on the club to live up to this past and do its fervent supporters proud.

## The stadium Mestalla

*A local and LaLiga landmark*

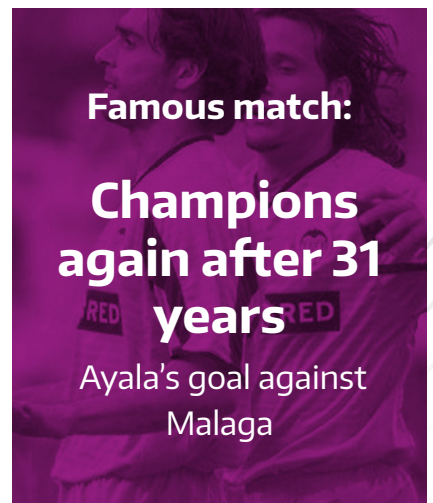
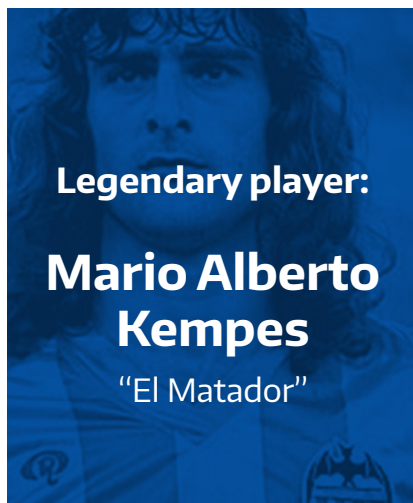
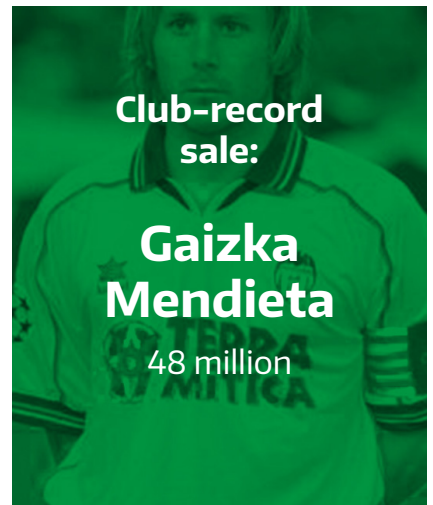
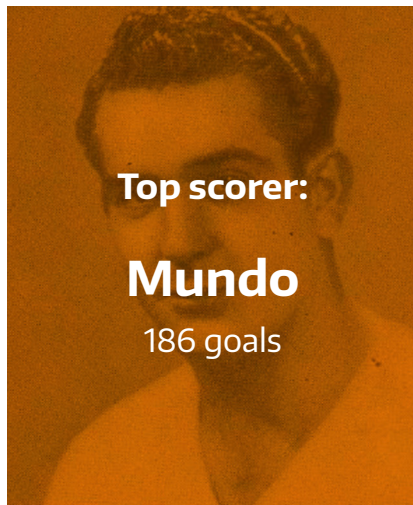
Opening: 20 May 1923  
Capacity: 55,000

British newspaper The Telegraph ranks it as the second-greatest stadium in Europe due to its architecture and the spectacular atmosphere on show during every game. In their words, which perfectly encapsulate the mesmerising charm of Mestalla,



“The steepest stands of any major ground in Europe still take the breath away, even if you have seen them a thousand times.” Indeed, the oldest stadium in LaLiga Santander is still going strong following its latest makeover and promises to remain one of Europe’s most spine-tingling cauldrons until the new Mestalla is built.

# 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.

Welcome to  
**LaLiga Santander Experience**





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