



LaLiga
Santander

experience

Inside the Match

Matchweek 24



-



#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

8,076,221

↑ 71,960 / ↑ 0,90 %

Compared to 16/17 LaLiga Santander

Matchday 22 and 16/17 LaLiga 1|2|3 Matchday 26

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

7-year home stranglehold

2011 was the last time that Atlético Madrid lost to Athletic Club at the Vicente Calderón. Will they continue that unbeaten streak at the Wanda Metropolitano?

The match

A match made in heaven

This is a meeting between two of the oldest clubs in LaLiga, who are united by an intertwined history and a kindred passion, which explains why their respective home kits feature the same colour combination. They're sure to put on a wonderful show at the Wanda.

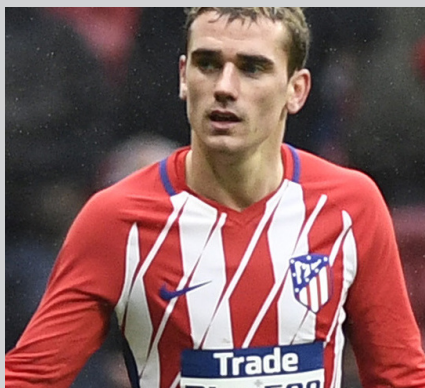
'One game at a time', more than a motto

Ever since Diego Simeone took charge of Atlético, the club has been synonymous with his partido a partido (one game a time) credo, and the success this approach has brought is plain for all to see. Can they win LaLiga again? Their answer would doubtless be the same as ever: they never look beyond the next game and always treat every encounter like a cup final. Moreover, this philosophy applies equally aptly to Athletic as they look to steadily climb the table.

Pitched battle on the cards

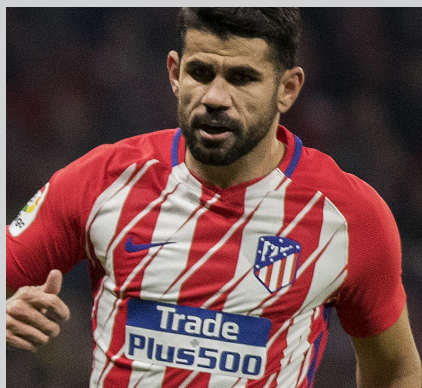
Flair is the cherry on top, but intensity and hard work are the bread and butter. This epitomises the style of play and make-up of both teams, with their blend of top-drawer talent and physicality. The midfield contest between them, in particular, promises to be fascinating, with the likes of Gabi, Saúl Níguez, Raúl García and Mikel Rico set to scrap for every ball. Both sides know the importance of this match, so neither will hold anything back.

Players to keep an eye on



Antoine Griezmann

The Frenchman continues to prove that he is among the world's finest players.



Diego Costa

The Atlético fans are buzzing about having the Brazil-born forward back in their ranks.



Saúl Ñíguez

The box-to-box operator has cemented his status as a rising star with his work ethic and goals.



Íñigo Martínez

The brand new winter signing has already taken the leader role in the Athletic Defense.



Iñaki Williams

Watching this assured centre-back play, it beggars belief that he is just 21 years old.



Raúl García

A leader on the pitch, the experienced central midfielder guarantees goals and gutsiness.

On the benches

Diego Cholo Simeone

Atlético's heart and soul. Few coaches embody their club's values and spirit like Simeone does Atlético Madrid's. His connection with the supporters and the committed performances he coaxes from his charges have ensured he'll go down as one of the most beloved coaches in the club's history. Everyone associated with the Rojiblancos hopes that he stays for many years to come.

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.

The club

Atlético Madrid

3RD MOST SUCCESSFUL CLUB IN LALIGA HISTORY IN TERMS OF TITLES & POINTS



Full name
CLUB ATLÉTICO DE MADRID S.A.D.

Nickname(s)
LOS COLCHONEROS (the Mattress Makers), **LOS INDIOS** (the Indians), **LOS ROJIBLANCOS** (the Red and Whites)

Established
26 APRIL 1903 (114 YEARS AGO)



Revelling in the return of the glory days

This year, Atlético Madrid celebrate their 115th anniversary. They boast a storied history – their origins are linked with their northern counterparts, Athletic Club, hence their use of the same red-and-white stripes in their home strip – and are the Spanish league's third-most-successful club of all time.

The club's 30 major trophies include 10 LaLiga Santander titles and Copas del Rey apiece, two Europa Leagues and a UEFA Super Cup. In addition, they have reached three Champions League finals, including two in recent years.

But if one thing sets Atlético apart from the rest, it is their resilience. Their long-suffering fans continued to back the club to

the hilt during the barren years and helped to propel them to the current period of prosperity they are enjoying. Los Colchoneros have hauled themselves back among the world elite on their own merits, breaking FC Barcelona and Real Madrid's domestic duopoly and – despite a blip this term – proving themselves to be a fearsome proposition in the Champions League.

The stadium

Wanda Metropolitano

Emerging from the Calderón's long shadow

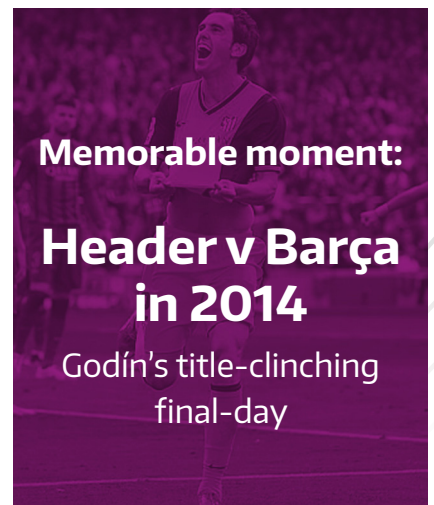
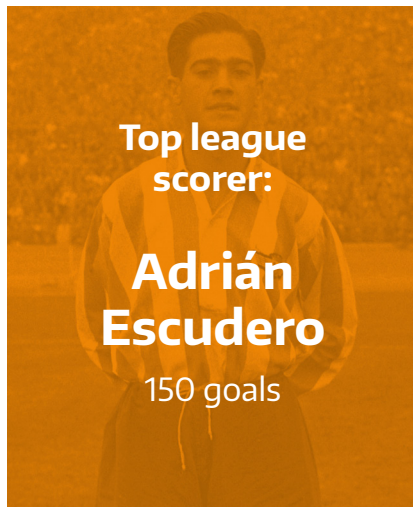
Opening: August 2017
Capacity: 69,000

After 51 years of football and excitement at the Vicente Calderón, on the banks of the River Manzanares, now Atleti have moved into a new home: the Wanda Metropolitano, which cuts an impressive figure.



The Wanda is one of the world's most state-of-the-art stadiums. Equipped with cutting-edge lighting, comforts and security features, the Colchoneros' new colosseum has been designed with a view to staging not just all the club's matches, but domestic and European finals too.

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





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

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