



LaLiga  
Santander

experience

# Inside the Match

Matchweek 28



-



#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

# 9,273,696

↑ 165,384 / ↑ 1.82 %

Compared to 16/17 LaLiga Santander

Matchday 25 and 16/17 LaLiga 1|2|3 Matchday 28

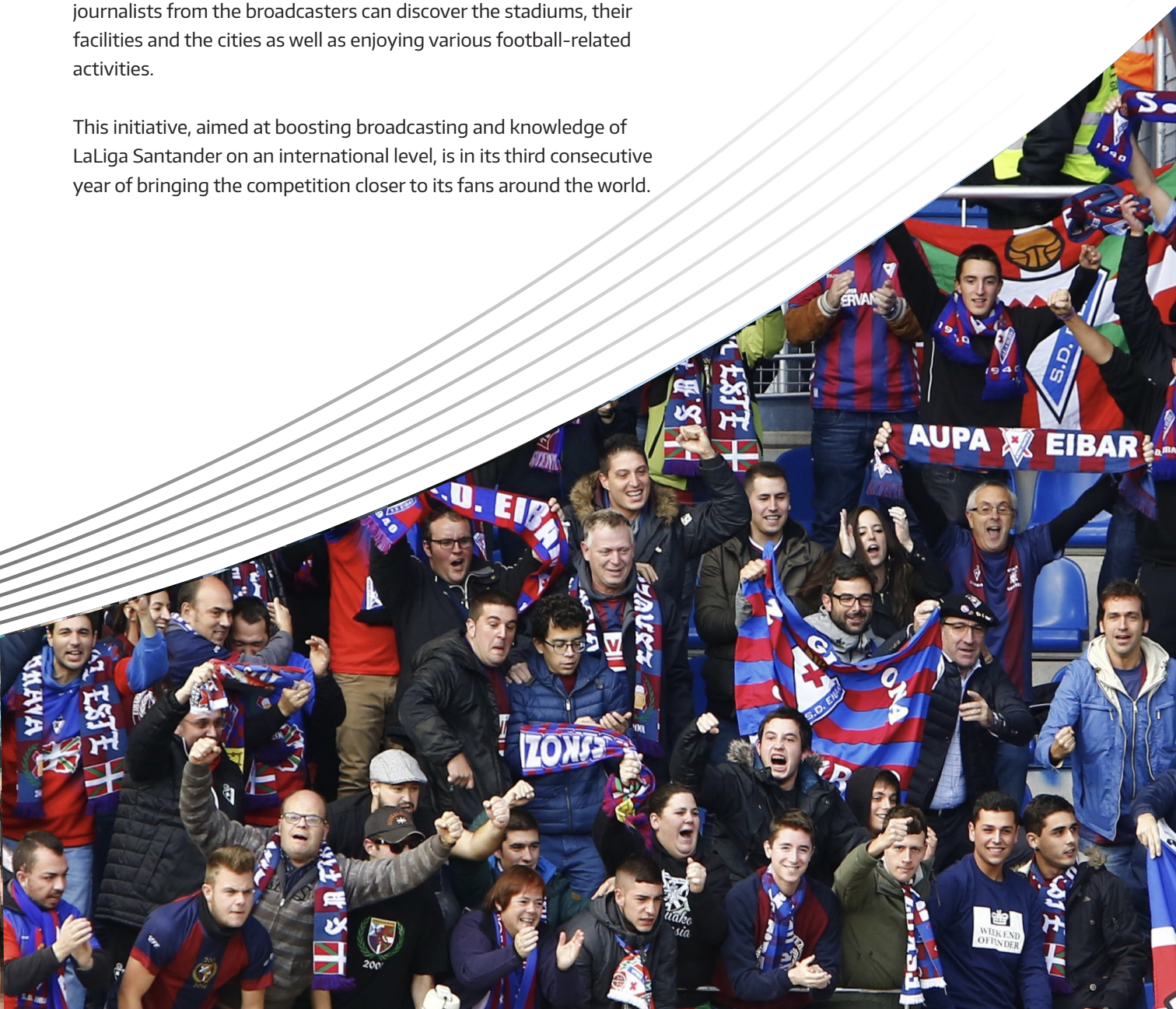
2016/2017	▲ +0.27	14,051,405
2016/2015	▲ +2.52	14,014,099
2014/2015	▲ +4.22	13,669,634

# 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

### Up there with the continent's best

SD Eibar could hardly have made a better start to 2018, with their run of results putting them near the top of Europe's form table.

## The match

# Aspirations under examination

The business end of the campaign is drawing closer and clubs are starting to gauge their prospects. Will Eibar qualify for Europe? Can FC Barcelona be caught? The result of this clash will go some way towards determining the answers to these questions.

### Hosts targeting elusive scalp

Eibar have been deservedly mixing it in the upper echelons of LaLiga Santander thanks to an incredible sequence of results between the end of 2017 and beginning of 2018. Having proven they are a match for anyone, the Basques will be hopeful of claiming the club's first-ever win over Real Madrid.

### Eyes to the skies

Cool heads will be needed in this game – and several players' noggins are bound to need icing afterwards. This is because Eibar and Real Madrid are two clubs that are highly dangerous from crosses, thanks to a combination of excellent headers of the ball and superb set-piece deliverers. With Ipurua's cramped dimensions added into the equation, we can expect a frenetic affair in which the composure of maestros such as Takashi Inui and Isco could be pivotal.

# Players to keep an eye on



## Takashi Inui

The silky Japanese schemer has been a revelation this term, frequently leaving opponents for dead.



## Sergi Enrich

A fearsome forward who shook off an erratic start to rediscover his shooting boots.



## Joan Jordán

One of the most interesting stories of the season. Has emerged as a top-class box-to-box midfielder.



## 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

## José Luis Mendilibar

Universal, hard-earned respect. Mendilibar is that rare thing: a manager that is liked by fans of his own team and opponents alike. His strong character, unmistakable style and consistently fine work in the dugout make him one of Spanish football's most distinctive figures, and the job he is doing at Eibar reaffirms his status as one of LaLiga's top coaches.

## 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

# SD Eibar



Full name  
SOCIEDAD DEPORTIVA EIBAR, S.A.D..

Nickname(s)  
LOS ARMEROS (THE GUNSMITHS)

Established  
1 JANUARY 1940 (78 YEARS AGO)

BESIDES CD LEGANÉS, THE ONLY  
LALIGA SANTANDER CLUB WITH A  
FEMALE PRESIDENT



## Underdogs who dared to dream

At a time when the big boys are signing single players for fees that far outstrip other clubs' annual budgets, Eibar symbolise the value of good, old-fashioned hard work and ingenuity. For a club hailing from a town of 30,000 inhabitants, there is no other option – and this formula has paid rich dividends, transforming a perennial lower-league stalwart into a top-flight mainstay.

After a long history of knocking around the lower divisions, back-to-back promotions in 2013 and 2014 took the Basques into the promised land of LaLiga Santander.

Since announcing themselves with a bang courtesy of Javi Lara's screamer in their first game in the top flight, Los Armeros have gradually consolidated themselves at the highest level and look set to stay there for years to come.

Moreover, with their sustainable business model and battling style of play, Eibar have won hearts and minds across Spain and worldwide. After all, who doesn't like rooting for Davids against Goliaths?

## The stadium

### Estadio Municipal de Ipurua

#### *Vintage charm in abundance*

Opening: 14 September 1947

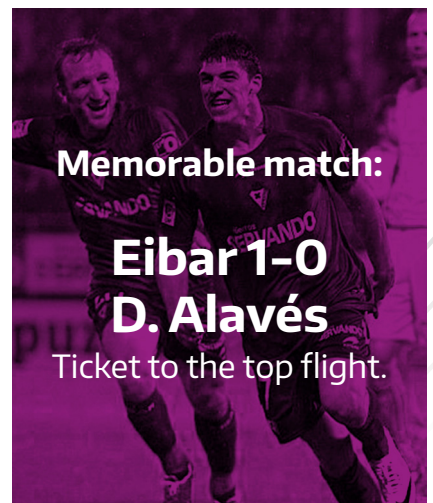
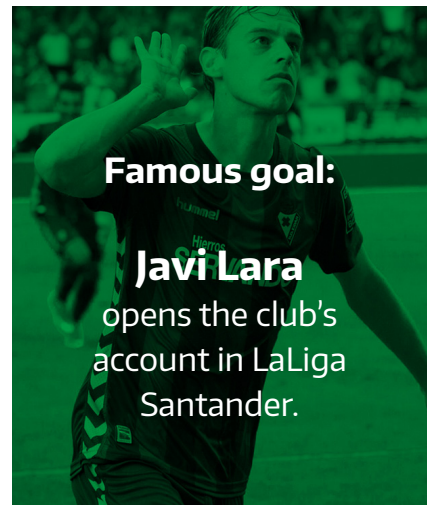
Capacity: 7,083

The smallest stadium in the top flight also happens to be one of the most exhilarating venues in LaLiga. The Armeros stronghold is a throwback to the football of yesteryear, when players would routinely end matches covered in mud, and its small pitch means that the opposition box is always just a long ball away.



Ipurua is also proof that crowd size is not everything. Despite – or perhaps because of – its limited capacity, Eibar's ground is as loud and daunting as they come, as evidenced by the club's fantastic home record. This is a hotspot for football at its most authentic.

# 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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