



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

The setting for Barça's biggest defeat this century

Málaga CF famously routed FC Barcelona 5-1 at La Rosaleda in 2003. This remains the Catalans' heaviest loss of the 21st century.

The match

Nothing is impossible

Football is a sport unlike any other – because there is always a reason to believe, whatever the difference between two teams' league positions, squads and honours lists. Anyone can beat anyone in LaLiga, especially in front of their own fans.

Good memories to draw on

Málaga CF has proven tricky opponents for Barcelona in recent years. Indeed, Los Culés were winless in the two meetings between the clubs last season, including succumbing 2-0 at La Rosaleda. The Andalusians will be looking to come out firing on all cylinders to kick-start a repeat.

The goal, a valued treasure

Statistics speak for themselves. Málaga CF is one of the teams that generates more chances in the opposition's box. This is a fact that makes us think a lot if we take a look to the table. If the team recovers that effectiveness in front of the goal, the salvation will be closer. Players such as Ideye and Rolan, have enough quality to put the FC Barcelona defence under pressure, but the responsibility of scoring a goal relies on the whole team.

Players to keep an eye on



Diego Rolán

A livewire who makes things happen, the Uruguayan has been a bright spark this term when fit.



Recio

Málaga's captain and midfield linchpin is a leader who leaves everything out on the pitch.



Roberto

One of the club's star men this season, the veteran offers a safe pair of hands between the sticks.



Lionel Messi

The Argentine number 10 is looking to continue his spectacular season with his play, goals and assists.



Luis Suárez

The Uruguayan is a real threat to any defence with his killer instinct.



Ousmane Dembélé

The French forward is starting to show glimpses of what a great player he will become – and already is.

On the benches

José Manuel González López

A confidence bet for the salvation. After the last manager got fired, Jose Manuel Gonzalez Lopez appears like the man to put all the trust in. The native of Cadiz already managed to maintain Granada CF in its last season in LaLiga, and all the malaguistas believe that he will repeat the exploit. He has the team, experience and especially the support of the fans.

Ernesto Valverde

Same style, renewed steel. Any doubts about how the "Txingurri" would adapt to the Barcelona bench were cleared up a long time ago, making it evident that he is the ideal person to lead this team. With the same style of possession football but providing a defensive strength that was missing at the Camp Nou, he has achieved the balance necessary to challenge on all fronts.

The club

Málaga CF



Full name
MÁLAGA CLUB DE FÚTBOL S.A.D.

Nickname(s)
THE MALAGANS, THE WHITE ANCHOVIES, THE
WHITE AND BLUES/BLUE AND WHITES.

Established
3 APRIL 1904 (113 YEARS AGO)

6TH-OLDEST CLUB IN LALIGA



From minnows to big fish

One of the first Spanish cities to witness the beautiful game was the birthplace of a team that, after several iterations and name changes, would eventually become what it is today: one of LaLiga's classic clubs. Moreover, their supporters – like the people of Andalusia in general – are renowned for their passion and have had a fair amount to shout about in recent decades.

Following a period of turmoil, Málaga were refounded once again in 1994, whereupon they finally found the necessary stability to establish themselves as an elite club.

Since then, the club has enjoyed several impressive seasons and qualified for Europe on a few occasions, with the highlight coming in 2012, when they finished fourth and then embarked on a fairy-tale Champions League run.

The club's Estadio La Rosaleda has been home to a number of LaLiga greats. These include the deadly 'double D' – the attacking duo made up of Dely Valdés and Dario Silva – as well as Catanha, nicknamed the Seagull because of his peculiar celebrations and, more recently, the likes of Isco, Santi Cazorla and Ruud van Nistelrooy.

The stadium

La Rosaleda

A hallowed, much-loved home

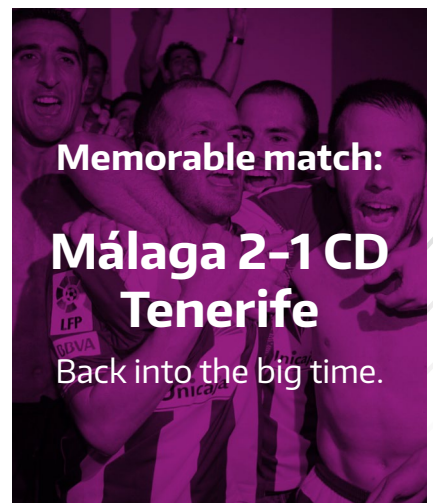
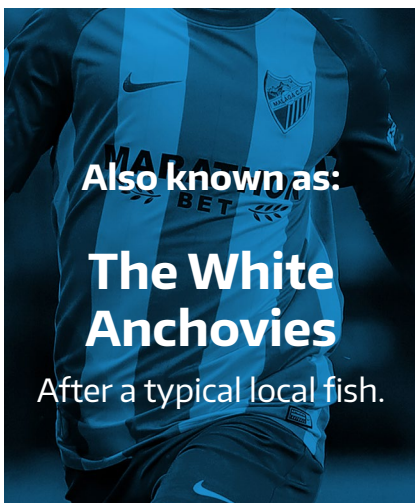
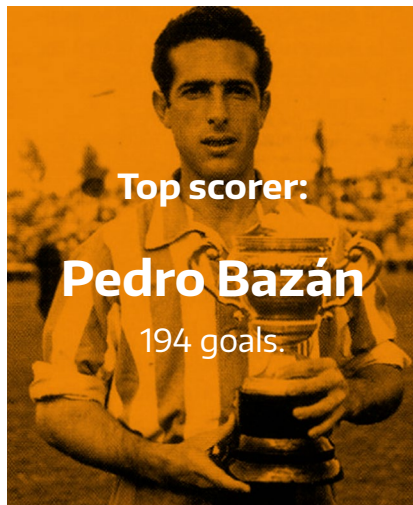
Opening: 13 April 1941
Capacity: 30,044

Over the course of a history spanning more than 75 years, La Rosaleda has staged league, domestic cup and Champions League action, not to mention nine games involving the Spanish national team and three group-stage fixtures at the 1982 World Cup. Arguably the most memorable match to take place there, however, was the legendary 5-1 thrashing of none other than Barcelona.



The Boquerones faithful are a loyal bunch, with thousands of fans turning out week in, week out to try to drive their team on. Indeed, despite the club being locked in a relegation battle this term, this atmospheric venue continues to rank in the top half of LaLiga Santander in terms of its average attendance.

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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