



LaLiga
Santander

experience

Inside the Match

Matchweek 32



#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

10,595,412

↑ 118,629 / ↑ 1.13 %

Compared to 16/17 LaLiga Santander

Matchday 29 and 16/17 LaLiga 1|2|3 Matchday 31

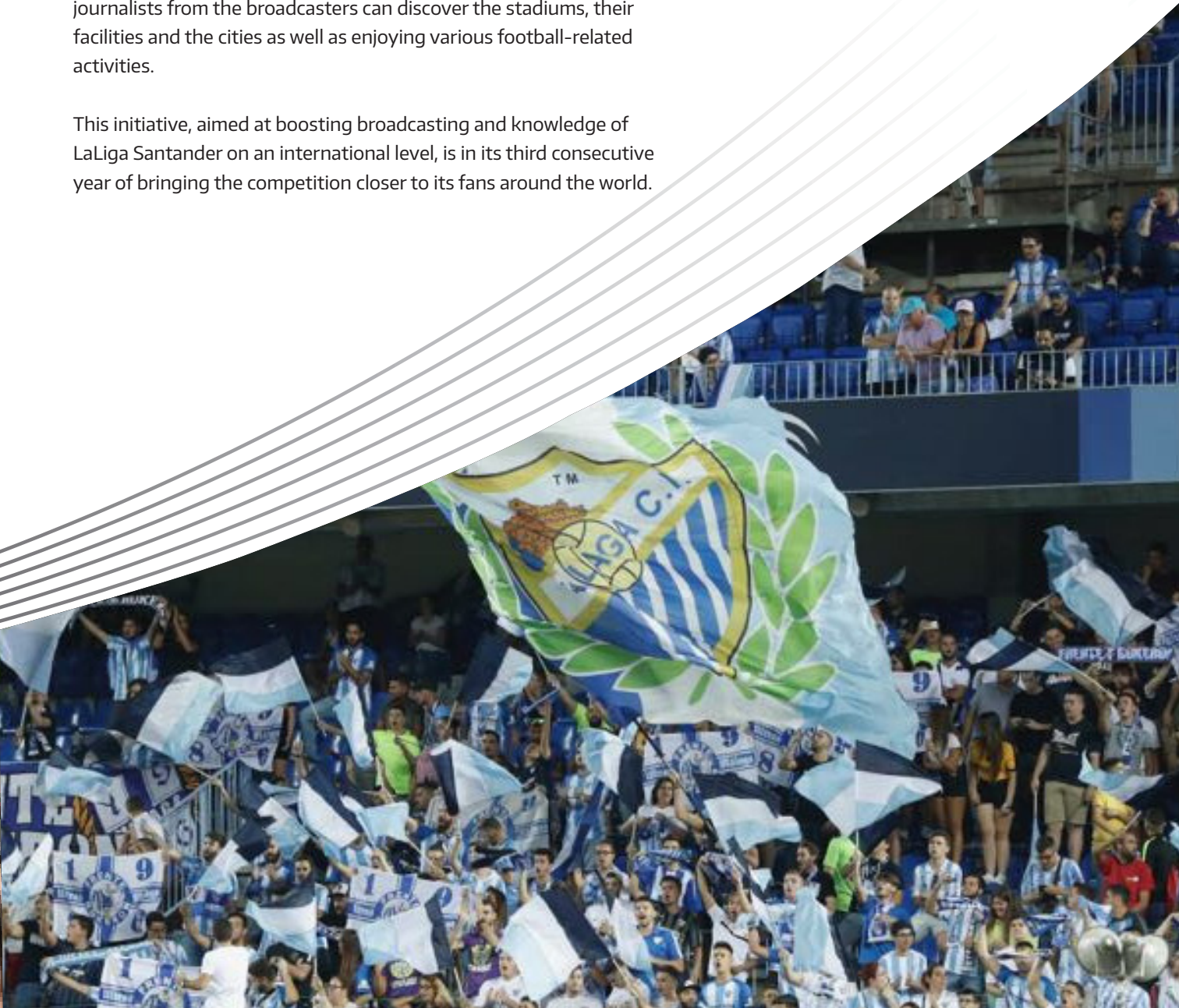
2016/2017	▲ +0.27	14,051,405
2016/2015	▲ +2.52	14,014,099
2014/2015	▲ +4.22	13,669,634

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

Bernabéu near miss offers blueprint for Blanquiazules

Málaga CF can take heart from the reverse fixture, a thriller in Madrid, where they almost claimed a draw.

The match

Keeping the faith

Football is a sport unlike any other – because there is always a reason to believe, no matter what the league table may say. Victory for Málaga would bolster their hopes of beating the drop, while Real Madrid are not ready to give up on the league title.

Definition of a must-win match

At this juncture of the season, with games coming thick and fast and time running out, it is all about putting wins on the board by any means necessary. With the race for Champions League qualification and the relegation scrap both hotting up, nothing less than three points will do for either team.

Solidity and ruthlessness, essential requirements

Some stats speak louder than words, such as the fact that Real Madrid have scored in the last ten meetings between these sides. However, make no mistake, Málaga are alive and kicking and will be buoyed by having given Los Blancos a scare at the Bernabéu. If the Andalusians are able to hold firm in defence, half of the battle will be won. The rest will be about their ability to exploit the openings that Zinedine Zidane's men tend to leave at the back.

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.



Cristiano Ronaldo

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



Sergio Ramos

The captain of "los blancos" is one of the best center backs in the world. He is the heart of Real Madrid.



Luka Modric

One of the world's top midfielders, he is an instrumental figure for Real Madrid.

On the benches

José Manuel González López

A manager on a rescue mission. Following the sacking of Michel, José Manuel González López was the man brought in tasked with pulling off a miracle. The Cádiz-born coach kept Granada CF up in his last LaLiga job and Málaga have put their faith in him to repeat the feat. He has the credentials and personnel to do so and, crucially, the support of the fans.

Zinedine Zidane

Class is permanent. One win after another. That sums up Zizou's brief but sparkling tenure in the Real Madrid hotseat. Despite a few hiccups this term, we must remember that the magician from Marseille has delivered a league title and two 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

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 Darío 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

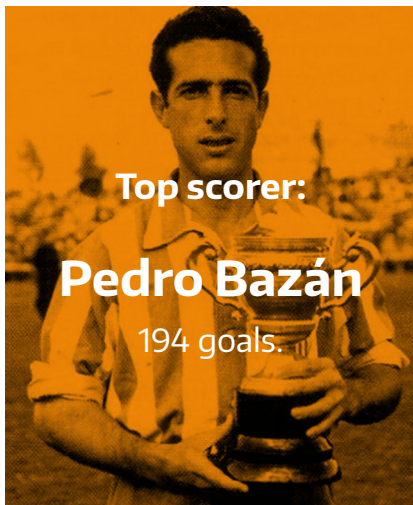
Opening: 13 April 1941
Capacity: 30,044

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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LaLiga Santander Experience





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