



LaLiga
Santander

experience

Inside the Match

Matchweek 34



#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

12,705,424

↑ 68,403 / ↑ 0.54 %

Compared to 16/17 LaLiga Santander

Matchday 35 and 16/17 LaLiga 1|2|3 Matchday 37

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.





THE FACT

Sevillians out to repeat the feat against visiting Madrilenians

Sevilla have got the better of Real Madrid in the sides' last two league meetings on their own patch, but will lightning strike for a third time here?

The match

Gunning for Europe

As the LaLiga campaign draws to a close, every passing matchday sees teams edge a step nearer to their end-of-season targets or leaves them dreaming of what might have been.

In terms of their objectives, Sevilla and Real Madrid are both aiming to end the campaign having secured spots in Europe's second and elite club competitions respectively.

The Sánchez-Pizjuán factor

Los Nervionenses feature amongst the division's most consistent performers in their own backyard. The red-hot atmosphere whipped up by the home faithful goes a long way to explaining just why so few sides have managed to emerge victorious from the Sánchez-Pizjuán this term.

Midfield battle holds the key

Both teams boast midfield maestros who are well used to coming out on top in the possession stakes. The hosts' engine room features the considerable talents of Éver Banega, Steven N'Zonzi, Franco Vázquez and Pablo Sarabia. Los Blancos, meanwhile, are able to call on the dynamic midfield trident of Casemiro, Toni Kroos and Luka Modric, a trio who are equally at home taking the sting out of games by passing the ball at will or orchestrating incisive counter-attacks. The midfield battle is sure to have a big bearing on the outcome of this most intriguing of tussles.

Players to keep an eye on



Éver Banega

Following a one-season stint in Italian football, the Argentine linchpin has picked up where he left off, re-establishing himself as the brains of this Sevilla side.



Pablo Sarabia

A real box of tricks and a direct runner blessed with a wand of a left foot, Sarabia is one of the Sevillians' biggest attacking threats.



Luis Muriel

The club's record signing has started to prove his pedigree as a top striker.



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

Vincenzo Montella

Sky's the limit for flying Italian. Since taking over the reins at the end of December, L'Aeroplanino - a nickname he owes to his trademark goal celebration from his playing days and his small stature - has overseen a steady improvement in the team's performances. The former Serie A hotshot boasts strong managerial experience, which he gained during spells in charge of ACF Fiorentina and AC Milan. Despite some inconsistent results in this, his maiden campaign in LaLiga, the Sevilla faithful will be hoping that the Italian has the tactical nous to mastermind the downfall of one of the division's heavyweights.

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 Sevilla FC



Full name
SEVILLA FÚTBOL CLUB, S. A. D.

Nickname(s)
THE SEVILLIANS, THE WHITE AND REDS, THE
SIDE FROM NERVIÓN

Established
25 JANUARY 1890 (128 YEARS AGO)

**NAMED WORLD'S CLUB TEAM OF THE YEAR
IN 2006 AND 2007 BY THE INTERNATIONAL
FEDERATION OF FOOTBALL HISTORY
AND STATISTICS**



The stuff dreams are made of

Sevilla's history is akin to a romantic fairy tale as the Andalusian outfit rose majestically from Spain's second tier before being hailed as the best club on the planet in successive years, a remarkable upturn in fortunes achieved within the space of just 10 years. Los Blanquirrojos managed to put times of financial insecurity firmly behind them to reign supreme on the European stage, with this on-field success and the club's boundless passion combining to see Sevilla cement their status as one of LaLiga's big hitters.

Los Nervionenses are one of the few LaLiga clubs with a league title to their name, whilst they've finished as domestic runners-up on four occasions.

The Sevillians' trophy haul also features five Copa del Rey and Europa League crowns apiece as well as a Spanish Super Cup and a UEFA Super Cup. These triumphs have seen Sevilla become one of the most decorated teams in Spanish and European football.

The Ramón Sánchez-Pizjuán faithful heartily belt out the club's centenary anthem, one of football's best-known pre-match crowd-warmers, ahead of every game. This terrace anthem charts the team's heritage and the fans' fierce allegiance to the club's colours. A rousing rendition of the song is followed by 90 minutes of rip-roaring action in which players and fans unite to generate an atmosphere fierce enough to unsettle even the most formidable of visiting teams.

The stadium

Ramón Sánchez-Pizjuán

Seville's answer to La Bombonera

Opening: 7 September 1958

Capacity: 42,714

A line in the club's anthem reads 'The Giralda (the bell tower of Seville cathedral) looks on proudly as Sevilla take on the Sánchez-Pizjuán pitch', an image that offers a telling insight into the great importance that this most atmospheric of arenas holds within the city's folklore.

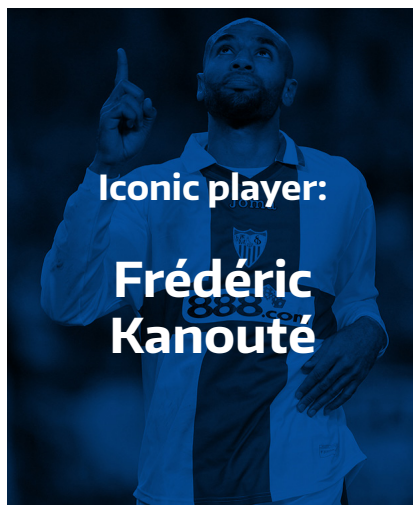
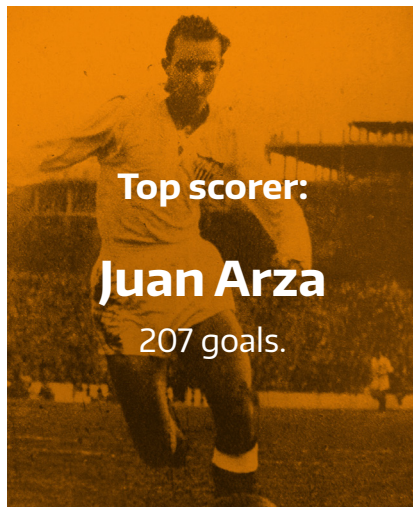
Three kilometres is all that separates Sevilla's stronghold from the home of their cross-city foes Real Betis.

The arch-rivals contest the Seville derby, an encounter widely held as one of the biggest grudge matches in Spanish football



Sevilla's temple has played host to some great nights of European action, several stunning victories over Real Madrid and FC Barcelona and has witnessed goals scored by legends of the game such as Diego Maradona. A recent revamp offers the Sevilla supporters an ideal arena in which to continue enjoying many more such memorable occasions.

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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