



LaLiga
Santander

experience

Inside the Match

Matchweek 38



#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

13,098,517

↑ 68,395 / ↑ 0,52 %

Compared to Matchday 16/17 LaLiga Santander
Matchday 36 and 16/17 LaLiga 1|2|3 Matchday 38

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 fact: A historic triumph

Villarreal CF's 1-0 away victory over Real Madrid in the reverse fixture represented the club's first-ever win at the Santiago Bernabéu. Will the hosts manage to repeat that success and complete the double over the Madrilenians here?

The match

Season curtain-closer is one for the purists

Nobody likes farewells, but a 'See you soon' tempered by a serving of easy-on-the-eye football is an altogether different matter. The final round of fixtures in the best league on the planet sees two powerhouses lock horns in what promises to be an intriguing tussle. Is there really any better way of signing off for the season?

Repeat of reverse fixture would do very nicely indeed

There were 88 minutes on the clock in the sides' Matchweek 19 encounter at the Bernabéu when Pablo Fornals conjured up a sublime chipped finish to break the deadlock and hand the visitors the spoils in what was an excellent contest. There are high hopes that this meeting will prove to be an equally pulsating affair, with both teams raring to bow out with a bang and repay their loyal fans with a win.

Battle of the ballers

This encounter features two teams that boast a whole host of ball-playing stars. We're referring here to players that like to get the ball on the deck and look after it. Isco, Luka Modric, Toni Kroos and Karim Benzema, who all fall into this bracket, will face off against the silky skills of Fornals, Manu Trigueros, Samu Castillejo and Rodri. It remains to be seen which side will come out on top in the possession stakes, but it'll most certainly be a battle well worth watching.

Players to keep an eye on



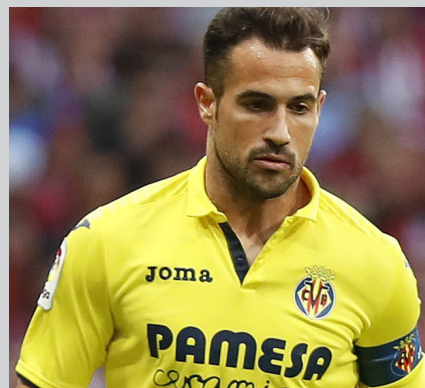
Samu Castillejo

Blessed with a cultured left foot, the Andalusian wing wizard is the team's flair player.



Carlos Bacca

The seasoned Colombian goalscorer has returned to LaLiga after his spell at Milan.



Mario Gaspar

The right-back is one of the team's leaders. Commitment and quality in attack and defence.



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.



Marco Asensio

The Majorca-born prodigy has wowed the world with his cultured left foot.

On the benches

Javier Calleja

"Getting off to a good start". This is how we can define Javier Calleja's fledgling first season in LaLiga with Villarreal CF. After earning his stripes in the club's youth set-up, he has made the leap to the first team and, since taking the helm, he has brought the joy back into the Yellow Submarine's game.

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 Villarreal C.F.



Full name
VILLARREAL CLUB DE FÚTBOL, S. A. D.

Nickname(s)
THE YELLOW SUBMARINE

Established
10 MARCH 1923 (94 YEARS AGO)

The triumph of a philosophy

The Villarreal CF success story has been studied throughout the world. How can a small town of just 50,000 inhabitants have a team in the semi-finals of the Champions League? Its "small" stadium has been home to names such as Riquelme, Palermo, Pirès and Pato. The club is dominant domestically at youth level and this creates a constant supply of players to the first team. The explanation is clear: self-belief.

Since they were first promoted in 1998, the Yellow Submarine have played 18 seasons in the First Division, having been relegated to the Second Division on two occasions.

✍️
THE SPANISH CLUB WITH THE MOST SEASON TICKET HOLDERS IN PROPORTION TO THE TOWN'S POPULATION



In this period, the team have participated in European competitions 10 times.

They are an example of good work in the backrooms and at their academy, which produced names such as Bruno Soriano, Trigueros, Mario Gaspar, Rodri and Jaime Costa. All of these players are now key figures in the first team. The club is a role model, showing us that by having patience, a plan for the future and support for grassroots football, a seriously good team can be created.

The stadium Estadio de la Cerámica

Spectacular on the outside, intimate on the inside

Opening: 17 June 1923
Capacity: 23,500

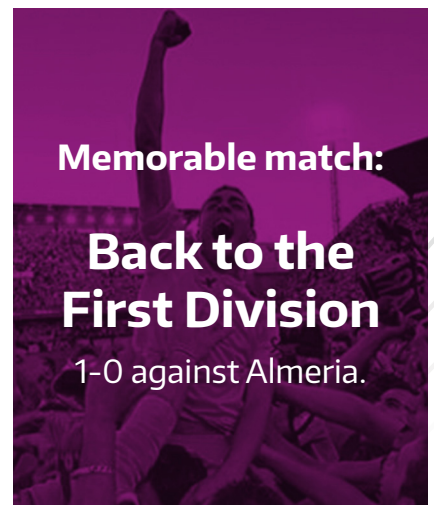
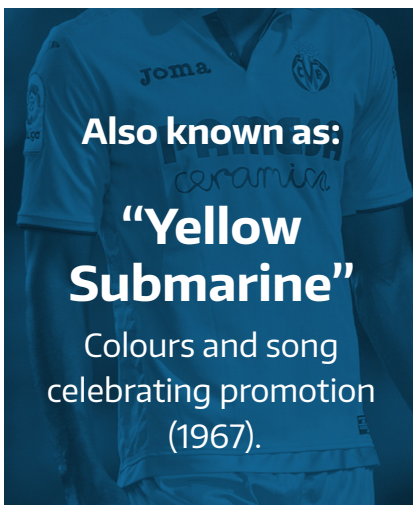
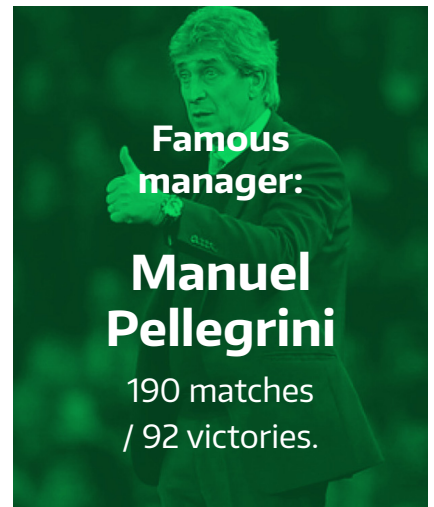
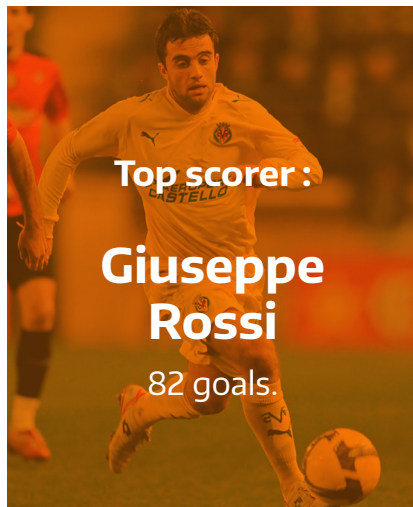
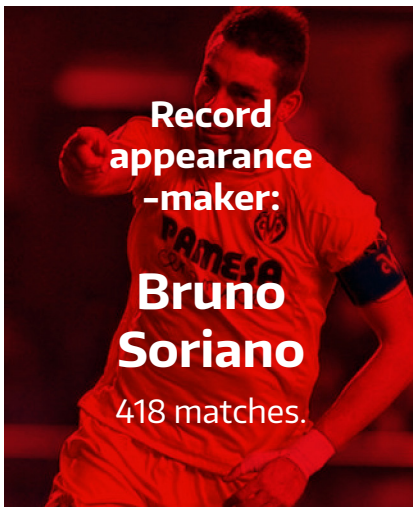
Its new name, announced in January, reflects the symbolic importance of the ceramic industry to the province of Castellón. This change went hand-in-hand with the facelift given to the stadium, which has undoubtedly



made it one of the most charming venues in LaLiga.

Its illuminated front is simply spectacular. The "Estadio de la Cerámica" has become the icon of the small town of Villarreal and, reflecting the success of its team, attracts a large crowd every weekend.

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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