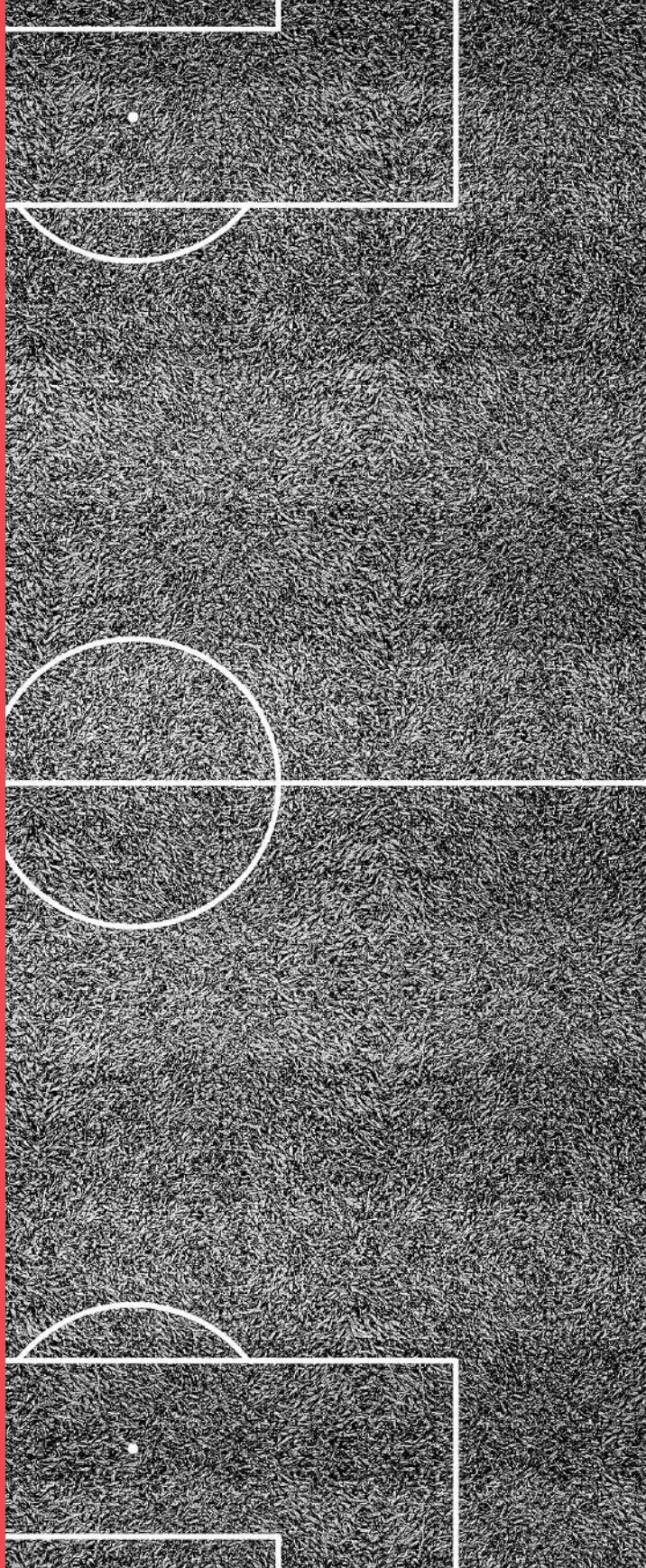


LALIGA

Players  
and Coaches  
guide  
2024/25



## OUR VALUES



### MAKE IT MATTER. TO ALL.

**We are a team here.**

True progress must benefit all; no exceptions. Regardless of your origin or your characteristics, no one is left behind here.

We work to ensure that our actions have a deep and lasting meaning. Every decision and every initiative is aimed at building a better world and a better football for all.

**No one is left behind.**



### AIM HIGH. WITHOUT FEAR.

**We want our legacy to be remembered for its positive and transformative impact.**

We are intensely passionate about our work. Our desire for continuous improvement keeps us at the forefront and our proactivity knows no bounds.

We do not fear obstacles; we see them as opportunities to grow and improve.

**We advance, innovate and lead the way in the world of football.**



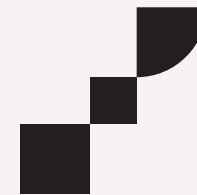
### BELIEVE IN TALENT. MAKE A MARK.

**We are committed to talent, in everything and for everyone.**

LALIGA is committed to leaving a lasting mark on football and society. We support and develop players, coaches and professionals, recognising that their talent is the driver of our success.

We are dedicated to providing the tools and opportunities necessary for each person to reach their full potential.

**Every action and every achievement reflects our commitment to excellence.**



### DO THE RIGHT THING. ALWAYS.

**Honesty and transparency are fundamental principles.**

We promote an atmosphere of respect and fairness on and off the pitch.

Our duty is to act with rigour and integrity, maintaining the trust of all those who are part of our football community.

**We ensure that our actions are fair and respectful at all times.**

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# 01/ INTRODUCTION

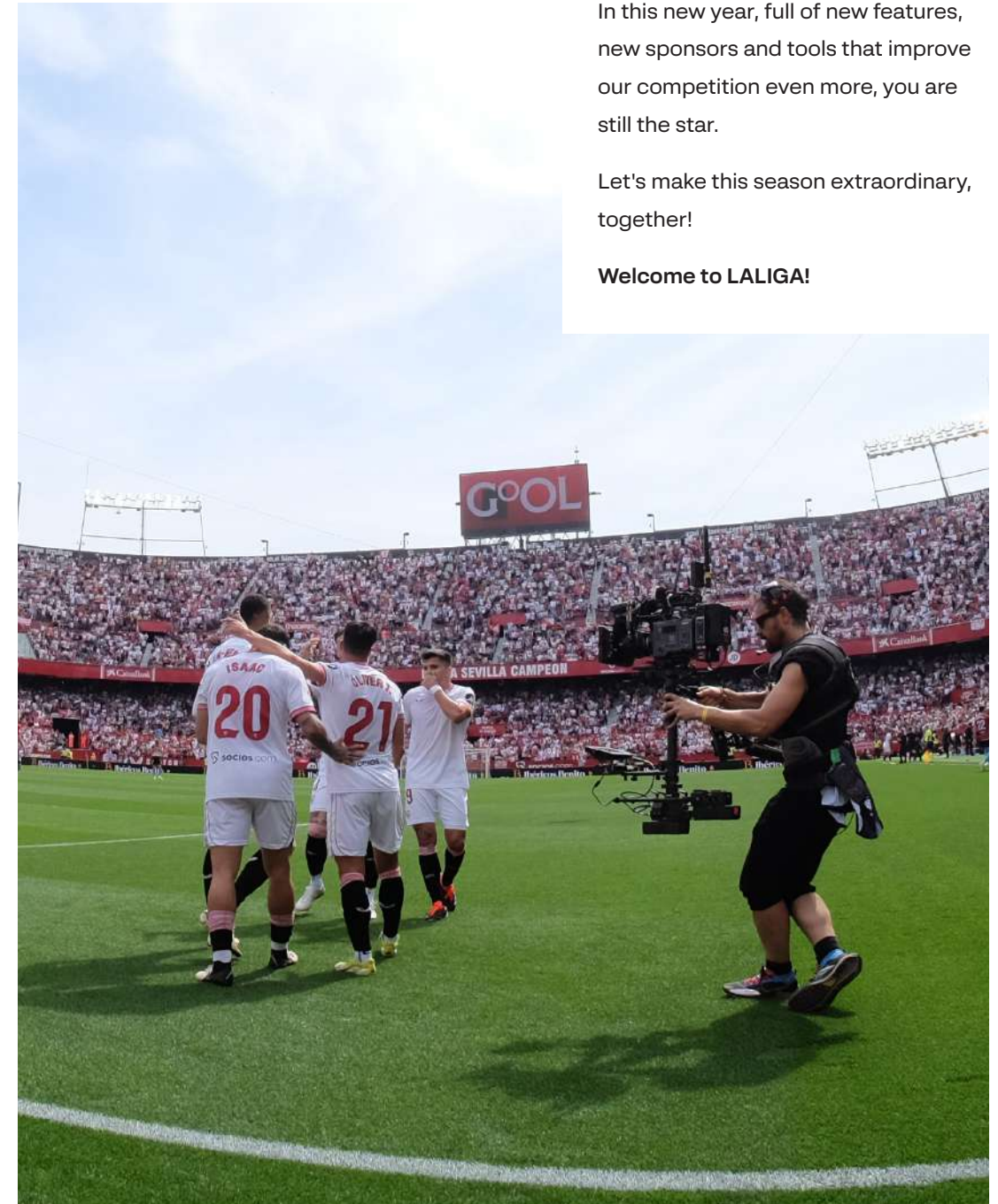
**LALIGA FIRMLY BELIEVES IN THE TRANSFORMATIVE POWER OF FOOTBALL AND IN THE VALUES THAT DEFINE US.**



Welcome to our league for another season, the best league in the world! Thanks to you, the players and coaches, the success of this competition day after day is possible.

LALIGA firmly believes in the transformative power of football and in the values that define us. Every action and decision we take has a significant impact. We are dedicated to creating an environment where everyone – from players and coaches to fans – feels valued and respected.

Your dedication and passion in every game not only raises the sporting level, but also inspires millions of people, which is why it is key to live by the values of respect, fair play and sportsmanship, both on and off the pitch.



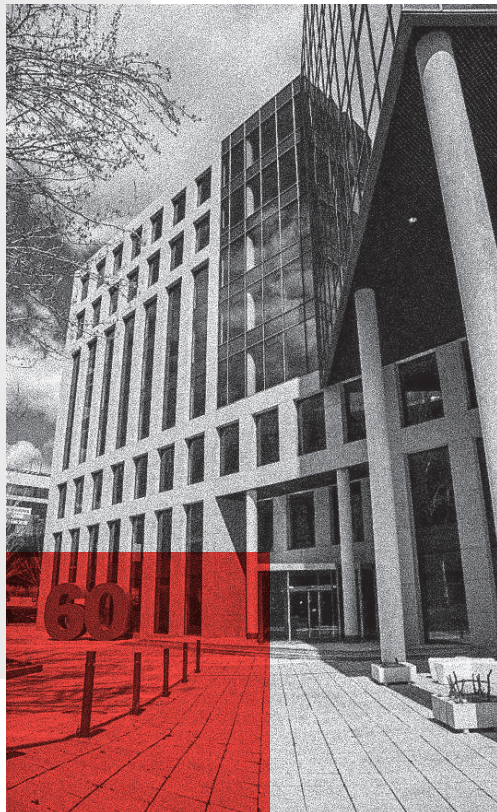
In this new year, full of new features, new sponsors and tools that improve our competition even more, you are still the star.

Let's make this season extraordinary, together!

**Welcome to LALIGA!**

## 02/ DISCOVER LALIGA

LALIGA IS THE FOOTBALL COMPETITION WITH THE MOST FOLLOWERS ON SOCIAL MEDIA IN THE WORLD WITH MORE THAN 200 MILLION



LALIGA is a global, innovative and socially responsible organisation that is a leader in the leisure and entertainment sector. LALIGA is a private Sports Association composed of the 20 LALIGA EA SPORTS and 22 LALIGA HYPERMOTION Clubs/SADs, and is responsible for organising the professional and national football competitions.

LALIGA is the football competition with the most followers on social media in the world, with more than 200 million on 19 platforms and 20 different languages. Based in Madrid (Spain), it operates through 11 offices and 44 representatives in 41 countries. The association carries out its social initiatives through its Foundation and is the first professional football league in the world to have a competition for players with intellectual disabilities: LALIGA Genuine.

### LALIGA ACADEMY - FOOTBALL PROJECTS

**830** projects  
**57** countries  
**24,815** coaches trained

**240,603** players impacted  
 (Data from 2016)

### INTERNATIONAL

**44** representatives  
 in **41** countries

**+1800** activations  
 made internationally (23/24 Season)

**11** international offices

**+100** countries impacted

**3** Joint Ventures  
 United States, China and Middle East region

**600** actions  
 with visibility for clubs (23/24 Season)

### Most active clubs at an international level

(indicator: number of international actions)



**Club Atlético de Madrid**



**Sevilla FC**



**Valencia CF**



**Real Betis**

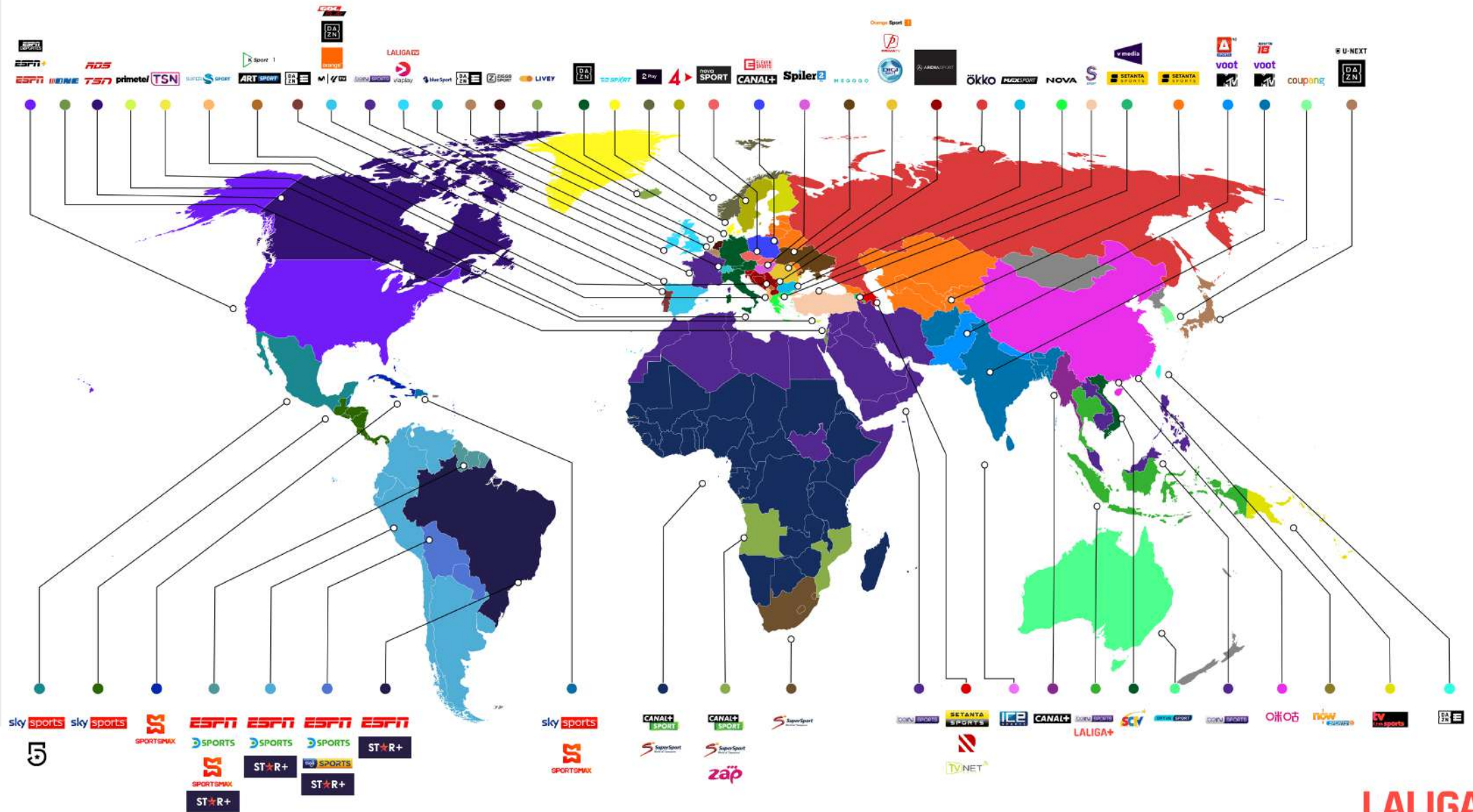
**WHERE CAN YOU WATCH LALIGA?**

LALIGA matches are currently broadcast across the world from a total of 90 international broadcasters.

The broadcasting slots are:

- America: Time difference of -5 hours
- Europe and Africa: +1 hour

- Middle East, Israel, Egypt, Turkey, Russia and CIS +3 hours
- Asia and Oceania: +8 hours




Domestic audiovisual rights 2023/24



WHERE TO WATCH THE MATCHES?


RESIDENTIAL (IN HOMES):

**LALIGA EA SPORTS**




5 MATCHES  
+3 COMPLETE MATCHDAYS





1 MATCH SIMULCAST  
OPEN




**LALIGA EA SPORTS HYPERMOTION**

**LALIGA TV HYPERMOTION**

ALL MATCHES  
NON-EXCLUSIVE




















1 MATCH SIMULCAST  
M+










1 MATCH SIMULCAST  
M+

IN BARS OR PUBLIC ESTABLISHMENTS (HORECA):

**LALIGA EA SPORTS + LALIGA EA SPORTS HYPERMOTION**

**LALIGA TV BAR**

ALL NON-EXCLUSIVE MATCHES

WHERE TO WATCH THE HIGHLIGHTS?

ON FREE-TO-AIR TELEVISION (BETWEEN 5 AND 12 MINUTES)

**MEDIAPRO**



















ONLINE (90 SECONDS)

**LALIGA**

NON-EXCLUSIVE









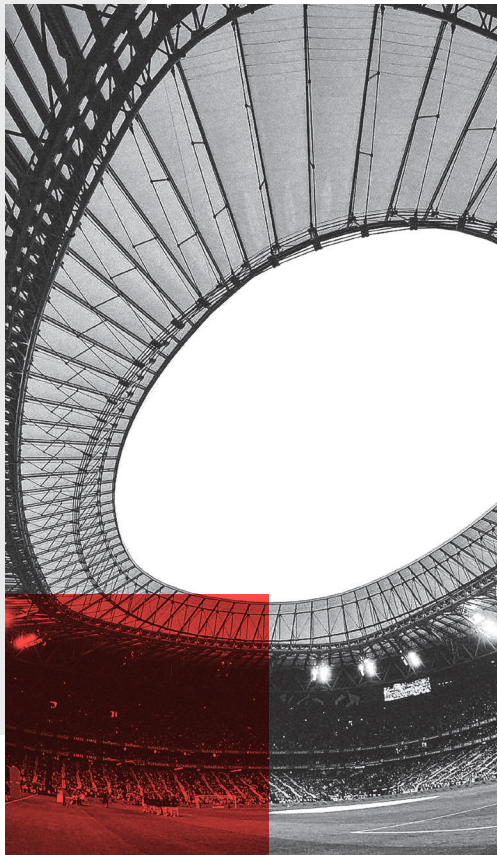






# 03/ 2023/24 COMPETITION

THE 2023/24 SEASON ENDED WITH THE HIGHEST OCCUPANCY RATE OF RECENT SEASONS, WITH AN AVERAGE OCCUPANCY RATE OF 75.4% ACROSS THE TWO COMPETITIONS



## AWAY STAND

During this season, LALIGA EA SPORTS promoted an agreement between 17 of its clubs to regulate the away stand. Athletic Club, FC Barcelona, Atlético de Madrid, Sevilla FC, Real Betis, Cádiz CF, RCD Mallorca, Valencia CF, CA Osasuna, Deportivo Alavés, RC Celta, Girona FC, Real Sociedad, Granada CF, UD Las Palmas, Getafe CF and UD Almería formed part of this agreement, which is established on the basis of the principle of reciprocity. Each club will make a minimum of 300 seats available for away supporters at a maximum price of 30 euros.

## A successful first season

Nearly 60,000 fans have benefited from the Away Stand agreement. The months with the highest ticket sales, on average per match, were: August (269), February (261) and March (264) and 95.6% of the tickets offered throughout the season have been requested.

## STADIUM ATTENDANCE

The number of fans attending LALIGA stadiums has grown 1.6% compared to the 2023/24 season, with a total of 16,042,701 attendees. This increase added to previous seasons since the 2014/15 season confirms an upward trend in stadium attendance.

In addition, the 2023/24 season ended with the highest occupancy rate in recent seasons, with an average occupancy rate of 75.4% across the two competitions.

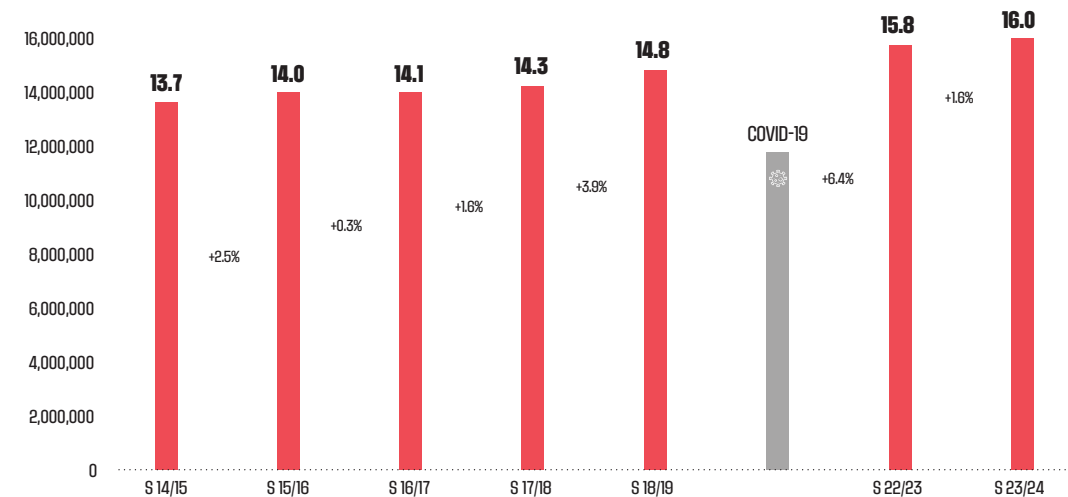
**75.4 %**

Average occupancy of the two competitions

**+17.3%**

Total increase in stadium attendance

LALIGA EA SPORTS and LALIGA HYPERMOTION data in millions of people



Note: \*In the 23/24 season, FC Barcelona played its matches in another stadium, which led to a reduction in capacity throughout the season.



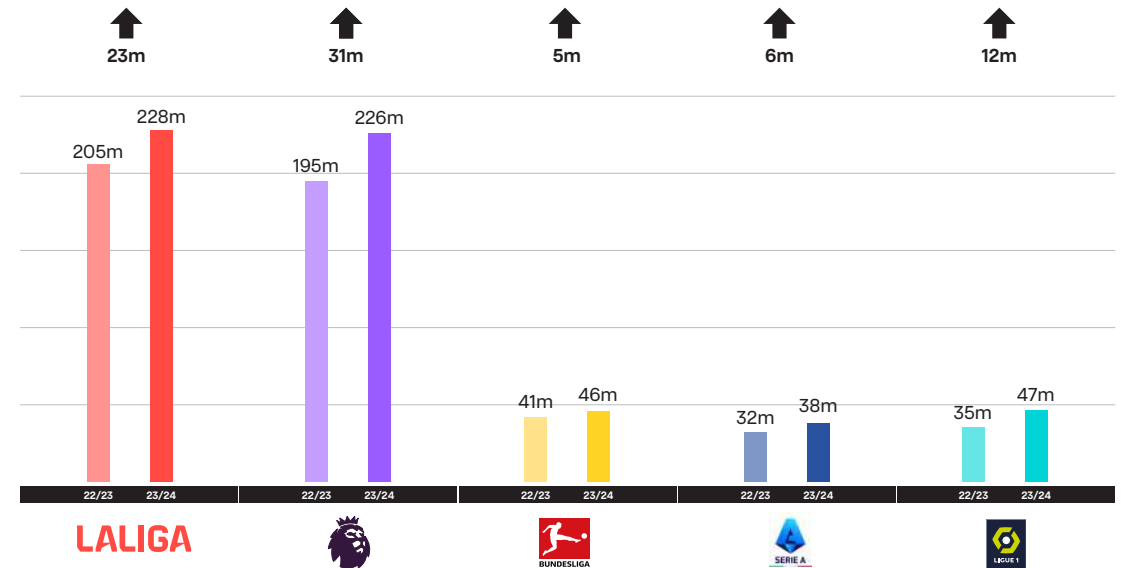
# 04/ SOCIAL MEDIA



LALIGA continues to lead the number of followers on social media compared to other leagues. With a strategy focused on video content, and adapted to the new formats demanded by the platforms, it has managed to consolidate its growth for yet another season and continues to gain followers around the world.

	TikTok .....	44,072,300
	Facebook .....	88,111,430
	X .....	19,074,330
	Instagram .....	50,334,015
	YouTube .....	10,503,806
	Sina Weibo .....	7,065,573
	Doujin .....	2,133,142
	Bilibili .....	141,963
	WeChat .....	127,483
	Line .....	222,234
	Snapchat .....	28,621
	LinkedIn .....	179,406
	Twitch .....	186,988
	Threads .....	4,473,908
	WhatsApp .....	533,198
	Telegram .....	11,657
	Toutiao .....	287,000
	VK .....	896,438
	OK.ru .....	134,968
<b>TOTAL .....</b>		<b>228,902,523</b>

## Followers



## LALIGA FANTASY

**+2m**  
Logged users

**+1m**  
Registered users

**+780k**  
PRUs (Profiled)

## OFFICIAL APP

**+1.3m**  
Logged users

**+1m**  
Registered users

**+704k**  
PRUs (Profiled)

# 05/ ECONOMIC CONTROL OF LALIGA

## CONCEPT



Applicable to LALIGA EA SPORTS and LALIGA HYPERMOTION

- Self-imposed by Clubs/SADs
- A priori (preventive nature)
- Objective: Sustainability
- Same rules for all

## MECHANISM

- Budgeted income**
  - Budgeted non-sporting expenditure
  - Debt repayment
  - Losses to be recovered
  - = **Squad Cost Limit (LCPD)**.
- On the basis of the LCPD each Club/SAD sends all the player's documentation to LALIGA, who authorises the registration in accordance with the rule.
- Validation Body:** It can adjust any transaction if it is not in line with market value and/or economic sense.

- Squad Cost (CPD):**
  - Salary and image rights remuneration (fixed and variable)
  - Cost of agents
  - Amortisation of transfer rights
  - Transfer Cost
  - Social Security
  - Compensation payment
  - 25% of the purchase price (when there is a high probability)
  - Licence fee
  - Non-payments reported to the Joint Committee
  - Other remuneration

## SPECIFICS

### TRANSFERS

**Amount to Budget =**  
**General Rule:** Average profit from transfers over the last three seasons + increase of materialised operations above this threshold.

### CLUBS IN EXCESS

PLAYER ON TRANSFER OR LOAN	Player cost savings (salaries and amortisation)		Transfer capital gains
	Regulations	Temporary for Seasons 23/24 (winter) and 24/25	
Normal Player	50%	60%	20%
Franchise Player (summer only)	60%	70%	35%

New registrations: Maximum salary increase between seasons: 25%

### INFRASTRUCTURE

Depreciation of infrastructure investments does not count towards LCPD -> limit of 4% of Turnover. Increase of the LCPD by an amount equivalent to the loss of income during Stadium renovations -> limit of 5% of Turnover.

### CAPITAL INCREASE\*

They can allocate 100%, 90%, 70% or 0% of the increase to transfers, depending on the financial position of the club.  
 Deferred for at least two seasons.

### ACCUMULATED EQUITY\*

You can register players in excess of the LCPD using part of Equity (savings) as long as you do not fall below the club's threshold "acceptable ratio".

## SPECIFICS

### VALUATION

- Applicable only in LALIGA HYPERMOTION.
- A **minimum cost** of the player is determined independently of the contract cost. **The main special rules are:**
  - 50% of the highest salary of the last two seasons.
  - Maximum salary increase between seasons: **25%**.

### PLAYER SUBSIDIARY CALCULATION

For players registered in the subsidiary/dependent team who apply for a first team visa, they will be counted as the first team for LCPD purposes according to these criteria:

- Player in the squad**
  - % first team matches (+30%)
  - % share with club subsidiary/dependent club
  - Player remuneration amount

### New registration:

- Amount of investment and salary
- Sporting performance (national team, economic level of home club or league, etc.)

### DISCIPLINARY PROCEEDINGS

- There is a disciplinary system for, among others:
- Exceeding the Limit.
  - Non-compliance of delivery deadlines.
  - Missing or incorrect documentation.
  - Overdue debts with other clubs, employees or Public Administrations.
  - Non-compliance with financial indicators.

### COVID LOSSES

Losses attributable to COVID are to be recovered at the following rates: 15% in 22/23, 20% in 23/24, 20% in 24/25, 22.5% in 25/26 and 22.5% in 26/27. Maximum seasonal reduction in LCPD of 5% of Turnover in conjunction with Stadium Renovations and Impulso Plan.

### AID FOR RELEGATION

Only **50%** in the 1st year and **50%** in the 2nd year will count towards the LCPD.

\* The sum of the Capital Increase and Accumulated Equity to be used to increase the LCPD may not exceed 25% of turnover.

## RESULT

Reducing Debt with Public Administrations:	2013 - €650m (mostly expired)	Reduction of non-payments by players:	2011 - €89m
	2023 - €3m (all current)		2023 - €0

### ANTICIPATED INCREASE

- Registration capacity is allowed to be increased in anticipation of income/profit achievement and/or decrease in CPD.
- Limited amount: 5% (LALIGA EA SPORTS) and 3% (LALIGA HYPERMOTION) of the turnover of the Club/SAD.
- Providing guarantees and restoring the previous situation in the same season.

### SALES OF ASSETS

- Operations with a buyback agreement do not count for LCPD
- Future unplanned buybacks, will reduce the LCPD
- They count for the LCPD up to a **seasonal value** of the transferred asset or right equivalent to 5% of Turnover (accumulating all historical operations)

### EXCHANGE

- In case of exchange or swap of players between two Clubs/SADs.
- Given the **same treatment** as two independent operations.
  - Valuation Committee** (independent) reviews and may adjust the assigned values.

### MEDIUM-TERM SUSTAINABILITY MONITORING

- Three-year Treasury Plan for clubs carrying out exceptional operations such as extraordinary sales/income or relegated clubs.
- Two-year monitoring for player registrations in clubs with exceptional situations such as:
  - LCPD increase due to loss of income from stadium refurbishment
  - Distribution of shareholder contributions over two seasons
  - Clubs obliged to submit Treasury Plan
  - Clubs with negative Equity.
  - Clubs in excess in the current season with an estimation to eliminate the excess in the following season.
  - Non-computation of facilities depreciation in LCPD
  - When the CPD of new registrations exceeds 5% of Turnover or €20m outside the summer market.

# 06/ CLUB OFFICE

More than two years ago, LALIGA decided to promote the development of professional football clubs through an ambitious project with an industrial partner, CVC. LALIGA Impulso was born with a strong ambition to grow and promote the evolution of professional football clubs, transform their structures and infrastructures, and make their positioning visible within the digital universe.

The Club Office was born from a pioneering agreement in professional sport in our country and, beyond facilitating the modernisation of football stadiums or training grounds, it is contributing to the development of brands or internationalisation strategies, and digitalisation.

## THE COLLECTIVE OVER THE INDIVIDUAL

This project was launched with a maxim in which collective work takes precedence over individual work, and in which all the clubs together are managing to create a stronger, more competitive league that is a world leader.

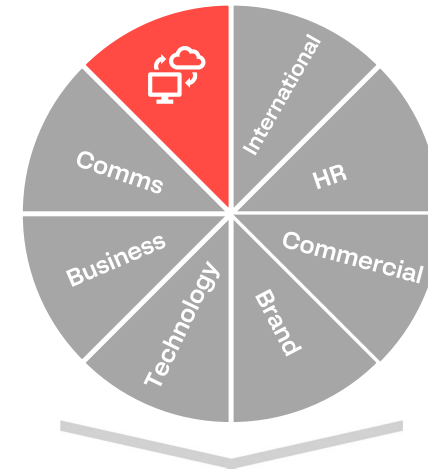
It is the sum of all forces that is leading the clubs to achieve the goals set by LALIGA. Both the main actors – the players – and each club employee have made a commitment to growth that is beginning to be reflected in the various collective projects.

## DIGITAL STRATEGY, GLOBAL PRESENCE

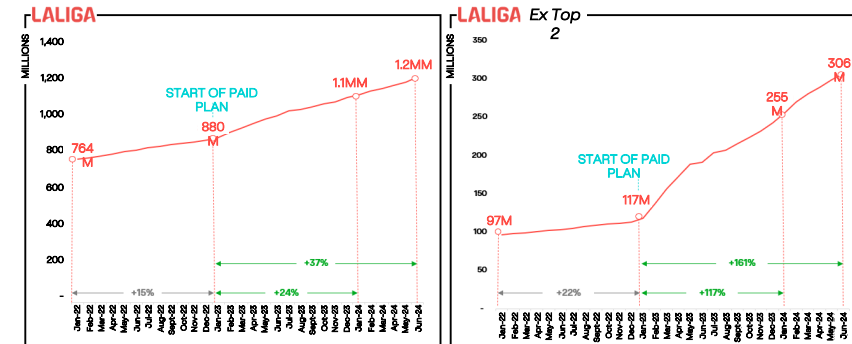
LALIGA clubs that are part of the Club Office are carrying out major international development strategies

that have a direct impact not only on social media but also on business development outside Spain.

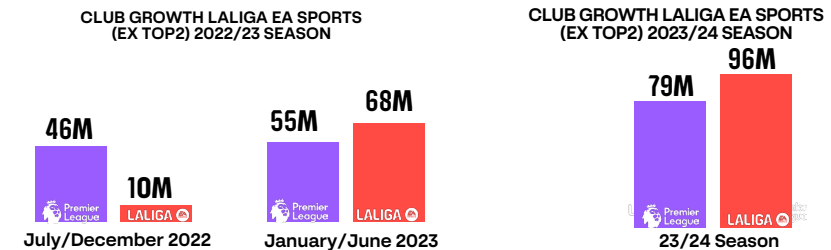
## DIGITAL STRATEGY



## FOLLOWER GROWTH



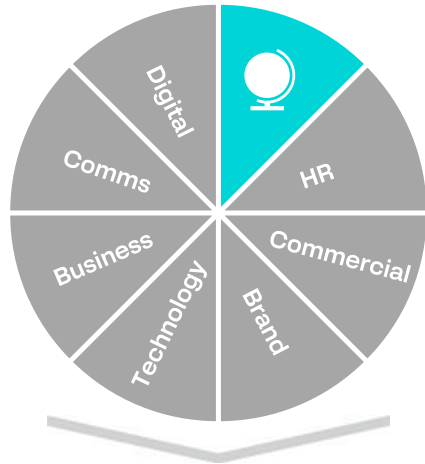
## AVERAGE MONTHLY GROWTH LALIGA EA SPORTS (EX TOP2)



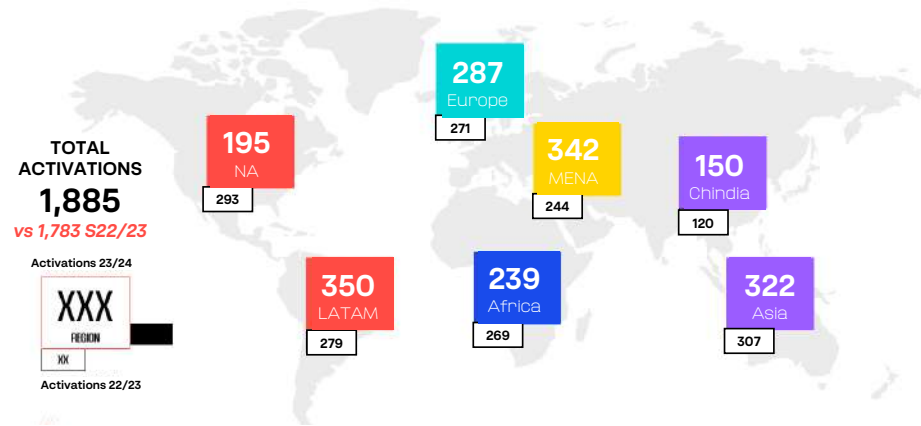
In addition, the Club Office has pushed clubs to expand beyond our borders, setting their priorities and

designing an international growth strategy in which the club, its players and LALIGA play a leading role.

## INTERNATIONAL



### INTERNATIONAL ACTIVATIONS



### THE BIGGEST RENOVATION OF INFRASTRUCTURE IN 40 YEARS

Other projects that have benefited from the arrival of the Club Office

investment will be the renovation of stadiums and training grounds.

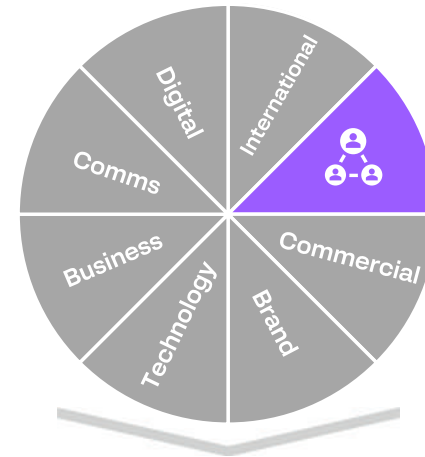
Stadium expansions and renovations that seek to be more sustainable, training grounds in which to continue cultivating the talent of the future and to focus on football training, or facilities equipped with the latest technology, will be the projects that are already starting to become a reality thanks to the Club Office.

### STRENGTHENING OF PROFESSIONAL STRUCTURE

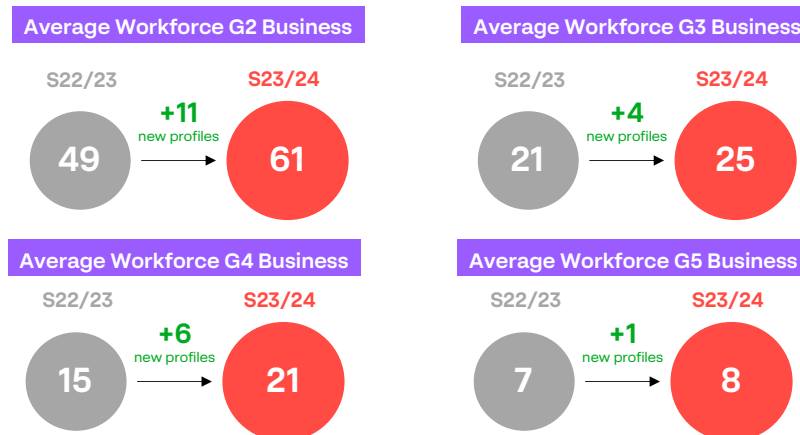
On the other hand, LALIGA's People Management aims to support and service all clubs in their departments, with initiatives designed and intended for them in order to create solid professional structures.

Thanks to this work done by LALIGA with the clubs, their structures have grown 15.9% in just one year, which confirms the good trend in this sector and continues to boost the football industry as one of the major drivers of the national economy.

## HUMAN RESOURCES



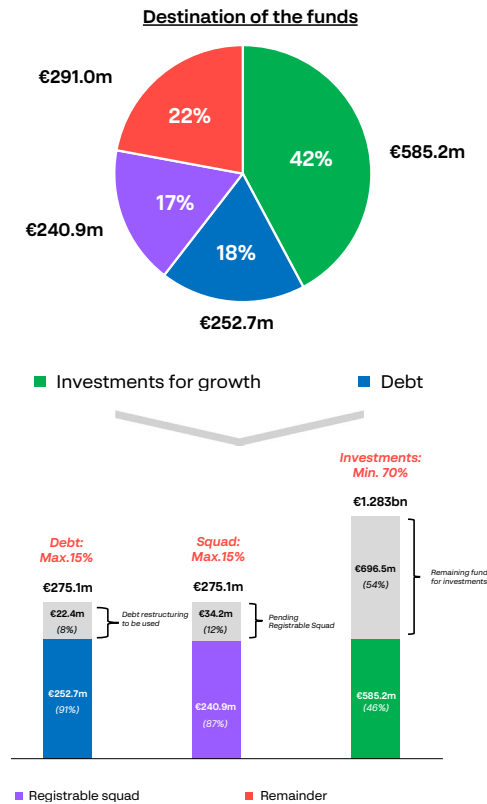
### AVERAGE NUMBER OF EMPLOYEES BY GROUP



## HOW IS THE CAPITAL DISTRIBUTED?

LALIGA has received a total of 1,369 billion euros, as of the end of the 23-24 season, of which 1,078 billion euros has been delivered to the clubs. The funds have not been fully disbursed as, in order for LALIGA clubs to be able to make use of the designated amounts, they must justify the investments, so that the process is fully transparent as well as efficient.

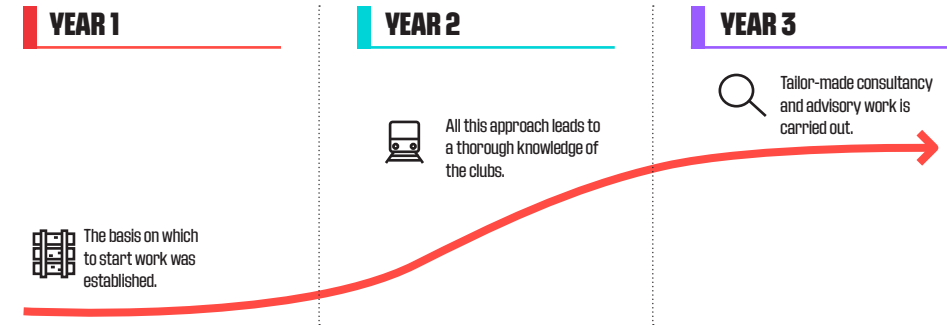
On the other hand, a new amount of 455 million euros was disbursed by CVC in June 2024, corresponding to 25% of the total funds available to the clubs, as CVC disburses the funds to LALIGA in a staggered manner over four seasons.



## EVOLUTION AND CREATION OF THE CLUB OFFICE

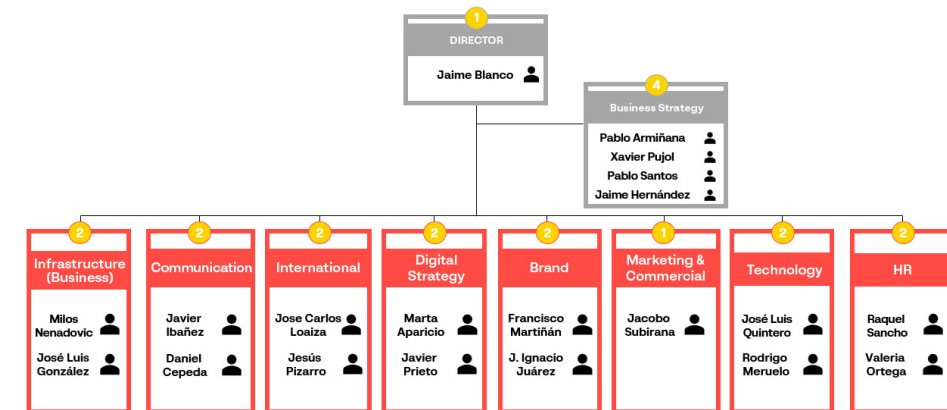
In recent seasons, we have worked hand in hand with the clubs to achieve objectives in different areas, leading to a positive evolution of the project. During the first season, the basis for working with the clubs was established; during the second season, there was an improvement in

the relationship with and knowledge of the clubs; and in the third season, the Club Office was created, the seed of the Impulso project, which is an in-house consultancy whose objective is to increase the recurring income of the clubs and to support the club in developing its business areas.



The Club Office is made up of eight business verticals that in recent seasons have carried out consultancy and advisory work with clubs, with the aim of supporting them in their growth in various business areas (shown in the

organisation chart below), as well as advising on the development of strategic projects, detecting new developments in the sports industry and sharing best practices.







The Club Office serves all LALIGA EA SPORTS and LALIGA HYPERMOTION clubs by consolidating the work processes developed over the last few seasons. This department could be summarised in the following main pillars:

- Constant communication and coordination between clubs and LALIGA
- Multidisciplinary and specialised team
- Ad-hoc consultancy services
- Industry best practices

EXAMPLES OF PROJECTS DEVELOPED DURING 2023/24 SEASON







- Human resources projects

 <p><b>Club Atlético de Madrid</b></p>	<p>Leadership skills mentoring programme</p>	 <p><b>Cádiz CF</b></p>	<p>Creation of the club's own Collective Bargaining Agreement</p>
 <p><b>Real Oviedo</b></p>	<p>Annual training programme for non-sports staff</p>	 <p><b>Albacete Balompié</b></p>	<p>Evolution of the HR area through outsourcing</p>

- Infrastructure projects (business)

 <p><b>SEVILLA FC</b></p>  <p>SKY NERVION</p>	 <p><b>RC CELTA VIGO</b></p> <p>RC Celta Hospitality Season Ticket</p> <p><b>BOXES CLUB</b></p> <p><b>Pitchside seats</b> In front of the Rio stand with great visibility and protected from the rain.</p> <p><b>VIP Lounge</b> With access to the RC Celta Museum during half time.</p> <p><b>Personalised Attention</b> A great team of professionals for them and their guests.</p> <p><b>Catering Service</b> During the 3.5 hours of the experience</p> 
 <p><b>CD LEGANÉS</b></p>  <p><b>BENCH EXPERIENCE</b></p>	 <p><b>REAL VALLADOLID CF</b></p> <p>Stand Experience</p> 

- International projects

<p><b>01 FAN KNOWLEDGE</b></p> <p>Digital ad-hoc campaigns to capture international data.</p> 	<p><b>02 B2C ACTIVATIONS</b></p> <p>Actions that allow us to develop the brand and make an impact.</p> 	<p><b>03 B2B ACTIVATIONS</b></p> <p>Actions focused on business and brand generation.</p> 	<p><b>04 CROSS-CUTTING ACTIVATIONS</b></p> <p>360º international actions. Business, digital and communication outreach.</p> 	<p><b>05 STRATEGIC SUPPORT</b></p> <p>Activation, action and strategic plans on three levels</p> 	<p><b>06 DIFFERENTIAL PROJECTS</b></p> <p>Collaboration agreements, monetisation and other projects.</p> 
← Pre-activation →		← Activation →		← Monetisation →	

- Digital projects

 <p><b>LALIGA FC PRO</b></p> <p>Development and management of the official competition in Spain for the EA SPORTS FC football videogame.</p>	 <p><b>Social Media in China</b></p> <p>Content generation, management and reporting for the Chinese market.</p>
 <p><b>Clubs App platform</b></p> <p>Development of official app for clubs.</p>	 <p><b>Clubs Web Platform</b></p> <p>Development of official website for clubs.</p>
 <p><b>Data Driven</b></p> <p>Strategy and service of digital relationship plan with fans.</p>	 <p><b>Paid Social Project</b></p> <p>Management and development of paid social media campaigns.</p>
 <p><b>Arab Social Media</b></p> <p>Content generation, management and reporting for the Arab market.</p>	 <p><b>TAILOR-MADE PROJECTS</b></p>

# 07/ MEDIACOACH



## [M] MEDIACOACH

Mediacoach is the match analysis Product and Service Suite that LALIGA provides to its 42 clubs. This technology tool allows millions of data monitoring the players and the ball to

be recorded in real time (tracking), in combination with the most relevant technical/tactical actions that occur during a match (eventing).

**TO DATE, MEDIACOACH HAS ANALYSED 11,872 OFFICIAL LALIGA MATCHES (14 COMPLETE SEASONS).**

**1,586,314**  
video clips

During the 2023/24 season, Mediacoach Desktop automatically created 1,586,314 video clips of the technical/tactical actions that occurred during the 848 LALIGA matches.

**1,029**  
team metrics  
**770**  
player metrics

Mediacoach provides a total of 1,029 metrics for each match measuring group performance and 770 metrics measuring the individual performance of each player. The aim of all this is to optimise decision-making by the coaching staff of the 42 LALIGA clubs.

**3,392**  
videos

Available shortly after each match, Mediacoach Portal has provided the 42 LALIGA clubs with 3,392 videos from the 848 matches of the 2023/24 Season from four perspectives: tactical camera, radar, panoramic view and TV broadcast.

**1,409** reports with  
**98,658** pages

After every matchday, Mediacoach Reports, through Mediacoach Portal, delivered 1,409 reports with 98,658 pages filled with hundreds of metrics. This means a total of 112,720 reports with 7,892,640 pages of player and team performance statistics.

**112,720** reports with  
**7,892,640** Mediacoach pages

## PLAYER DATA (42 TEAMS) - 2023/24

**189,677**  
major actions

Speed in the game demands one-touch play. LALIGA players have made a total of 189,677 Major Actions (224 one-touch actions on average per match).

**20,952**  
high offensive  
impact actions

LALIGA teams have a marked attacking character that provides the spectacle. Proof of this are the 20,952 High Offensive Impact Actions generated by the players (An average of 25 'Wows' per match).

**325,846**  
permanent assists

The 325,846 Permanent Assists made by LALIGA footballers (average of 384 assists per match) show enormous generosity and commitment to the team.

**31,900**  
crosses into the box

When it comes to passing the ball into the box, we could say that the players are more on the right than the left. Of the total of 31,900 Crosses into the Box (average of 38 crosses per match), 53% were made from the right-hand side.

**462,964**  
dribbles

Coming from the bench, it is becoming increasingly rare to hear: "Let go of the ball!". LALIGA players made 462,964 Dribbles (an average of 546 per match). Twelve per cent of them have occurred between the lines.

**7,877**  
corner kicks

Thirteen per cent of the goals were scored from the 7,877 Corner Kicks taken in the 2023/24 Season. Of the total number of corners, 23% were short corners.

**196,200**  
kilometres run

LALIGA players covered 196,200 km. This is equivalent to completing more than 5.5 marathons per match in relay.

**18,579**  
off the ball

The data that the defensive line has nightmares about: 18,579 moves off the ball, 22 per game on average, making life difficult for centre-backs and full-backs.

**51%**  
distance run without possession

You run more when you don't have the ball. In 51% of the total number of metres covered by LaLiga players, the ball was in the opponent's possession.

**18,254,652**  
total distance gained by  
passing and dribbling

You don't always have to run to get close to your opponent's goal. The Total Distance Gained through Passes and Dribbling during the entire Season was 18,254,652 metres. This was 82% due to passing and the remaining 18% to dribbling.

**11,329,801**  
travelled above 21km/h

LALIGA players give it their all. Proof of this is the 11,329,801 metres they covered at over 21 km/h. And 46% of them were above 24 km/h. This distance was completed in 798,548 sprints.



**159**  
duels per match

Honour is one of the main values that LALIGA players have. This is confirmed by the 134,523 duels contested, 159 per match. Almost half are in the air and half on the ground.

**2,044**  
goals

Last season, fans of LALIGA teams celebrated a total of 2,044 goals. An average of 2.41 times per match, they jumped out of their seats to hug and share emotions.

**16%**  
of goals came from substitutes

LALIGA players are clear that they all add up. 16% of the goals were scored by teammates who came off the bench.

**539**  
clean sheets

LALIGA's goalkeepers certainly earn their money. Over the course of the season they avoided having to get the ball from the back of the net 4,749 times. In addition, they kept clean sheets on 539 occasions.

**20,465**  
shots

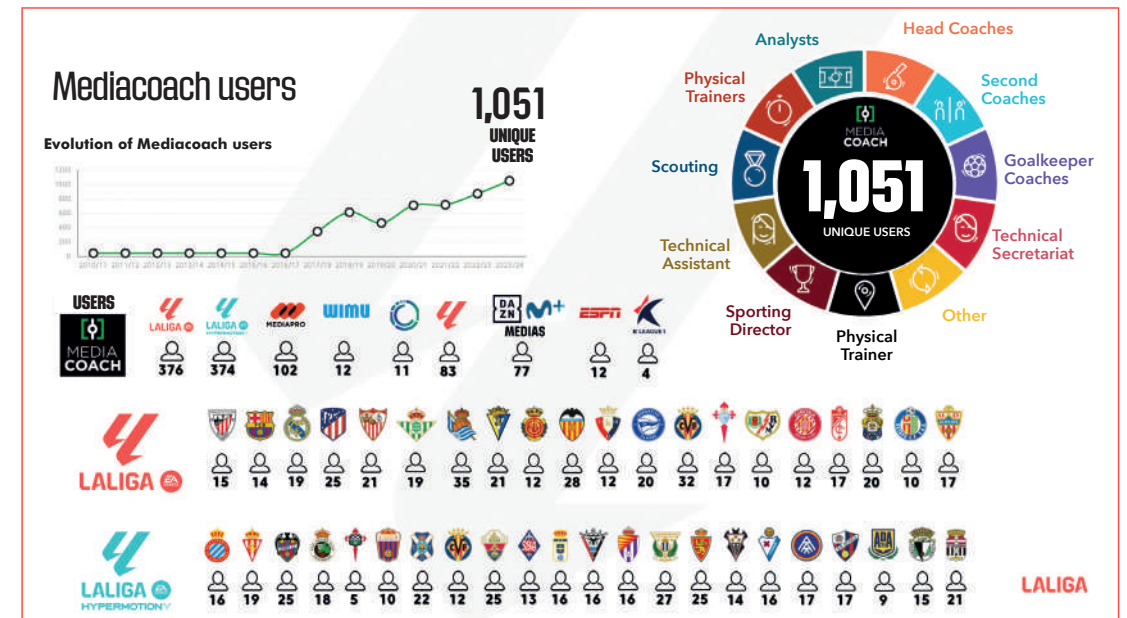
Let's give it a go. LALIGA players have taken 20,465 shots; 24 per game on average. Of these, 33% were on target and of these, 30% resulted in a goal.

**115,978**  
winning the ball

LALIGA's players not only give their all in attack, during the last season they won the ball back 115,978 times (137 times per game), cleared the ball away from their goal on 34,129 occasions (40 per game), intercepted their opponents' advances 241,750 times (285 interceptions per game), blocked 5,166 shots (6 per game) and made 26,775 tackles (32 per game).

**35.97 km/h**  
season record

A total of 51 LALIGA players at some point exceeded 35 km/h. The season record was set at 35.97 km/h.



## 08/ PLAYERS' OFFICE



Once again, football players who are part of LALIGA will be able to enjoy everything that the #Players application offers them exclusively and completely free of charge.

Developed since the 20-21 season together with the Club del Deportista and managed by the LALIGA Players' Office, #Players provides you with content that can help you both in your professional development and in the growth of your personal image.

For the third consecutive year, in #Players you will find clips of your HIGHLIGHTS on each matchday, as

well as your celebrations in front of the FANCAM cameras present in all the stadiums, so that you can show them on your personal social media.

All you have to do is access your profile, search my library, my videos and you will be able to download them both horizontally and vertically to share them on your networks, using the hashtag #LALIGHighlights.

Likewise, since last season you have access to the "Mediacoach Report", a powerful tool provided by Mediacoach, through which you will be able to know physical, tactical and statistical data of the opponent you will face in each matchday.

Thanks to the SUNLIGHT application that will be available in the "Preview" section of each match, together with the designation of kits or the report on the pitch and the expected watering, you will be able to know the position of the sun and shade during the game in each LALIGA stadium.

In addition, you will continue to have access to the physical and statistical data, both yours and your team's, as well as the photographs taken in each match by LALIGA photographers, which will be available for you to save them or publish them on your social media 20 minutes after the end of each of your matches.

Through #Players, you can also request all the full LALIGA matches in which you have played since the 15-16 season.

Not only will you have data, videos or photos, but you can also have fun participating in the LALIGA QUIZ, where you will compete against colleagues and rivals showing your football knowledge, which will give you the chance to win fantastic gifts.

If you are a fan of video games, in partnership with EA SPORTS, we will send you a personal code to download EA SPORTS FC 25 for free on the day it is released.

In terms of training, you can register through #Players in the Fourth Edition of the Global Players Programme, a spectacular programme coordinated by LALIGA BUSINESS SCHOOL, which will allow you to develop and expand your knowledge in the football industry, as more than 90 active football players have already done in its three previous editions.

If you have lost your access to #Players or you are new to LALIGA and you need your download code, or if there is anything we can help you with, remember that we are available by emailing [oficinadeljugador@laliga.es](mailto:oficinadeljugador@laliga.es).



## 09/ LALIGA BUSINESS SCHOOL

Within LALIGA, we find the LALIGA Education Department, called LALIGA BUSINESS SCHOOL, focused on detecting and training talent with the aim of supporting the exponential growth of the Sports Industry.

Within LALIGA BUSINESS SCHOOL we have different courses and master's degrees.

### GLOBAL PLAYERS PROGRAMME

#### MBA:

- International MBA in Sports and Entertainment Management

#### MASTER'S DEGREES:

- LALIGA's Master's in Innovation and Digital Transformation
- Master's in LALIGA's Sports Marketing
- Master's in Global Sports Marketing
- Master's in Law Applied to Professional Football
- Master's in Football Management, Methodology and Analysis
- Master's in Performance and Health Optimisation.

### EXECUTIVE COURSES

- Executive Course on Corporate and Strategic Finance in Professional Sport
- Executive Course on Corporate Communications in Sports and Entertainment
- Executive Course on Security at Sporting Events
- Executive Course on Artificial Intelligence Applied to Sport.

### COURSE

- "The Making Of The Sports Event" course

Discounts for Club employees in general, including players, staff, and other employees:

#### Master's degrees:

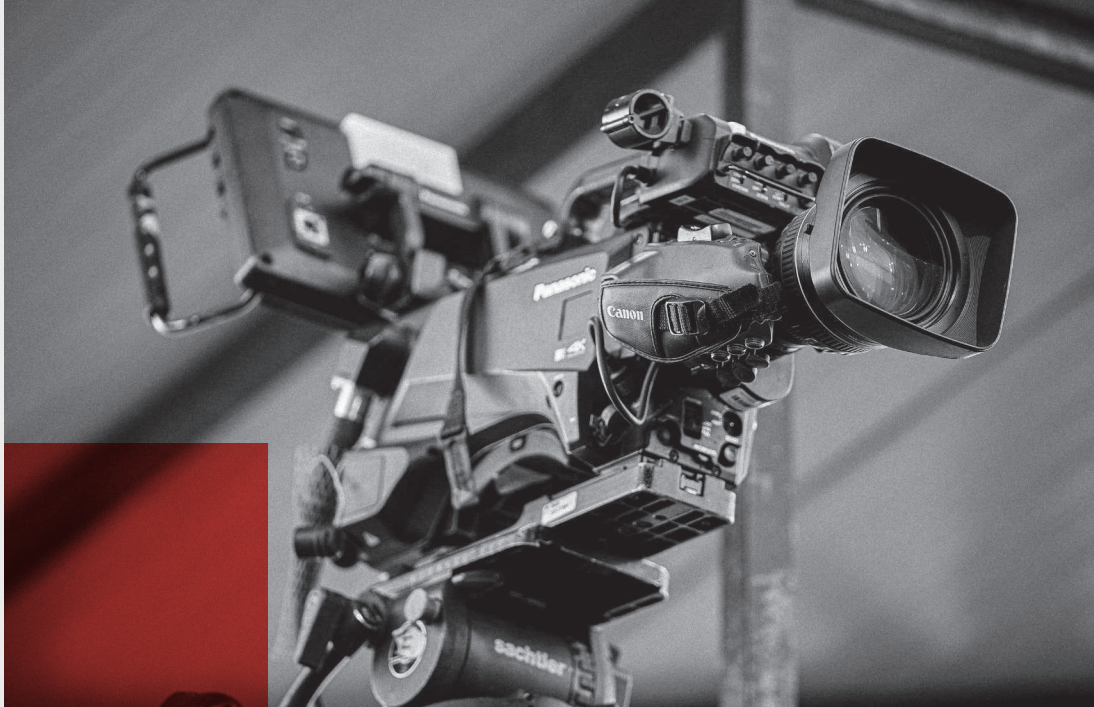
Discount of 30% (travel not included) + possibility to stream the course or take it online (you will be able to access the class recordings up to 10 days after the class has taken place). Immediate family members have a 20% discount (in person and with travel).

#### Courses:

Discount of 20% + possibility to stream the course or take it online (you will be able to access the class recordings up to 10 days after the class has taken place). Immediate family members have a 10% discount (in person).



## 10/ AUDIOVISUAL REGULATIONS



Each season, LALIGA increases its technical production resources in order to provide the competition with greater visibility, greater impact and offer a greater spectacular, making it an international benchmark. New features that have been recently incorporated include the use of drones, a new state-of-the-art resource that allows an unbeatable bird's eye view of the stadiums; statistical

graphics, focused on helping spectators better understand the game and the players' performance; the increase in aerial cameras, with up to 16 fixed installations in LALIGA EA SPORTS stadiums during the 2023/24 season; the use of the cinematographic camera in up to four matches every weekend, which brings the action closer to spectators through an immersive and innovative vision; and the development of virtual interviews, through the use of holograms.

LALIGA has received a total of 1,369 billion euros, as of the end of the 2023/24 season, of which 1,078 million euros have been distributed to the clubs. The funds have not been fully disbursed as, in order for LALIGA clubs to be able to make use of the designated amounts, they must justify the investments, so that the process is fully transparent as well as efficient.

### SUPERFLASH INTERVIEWS

**WHAT ARE THEY?** Interviews conducted by rights holders or LALIGA, live from the pitch, right after the match.

**WHO IS PRESENT?** One relevant player per team, requested by the operator's (or LALIGA's) journalist to the press officer before the end of the match.

**WHERE?** On the pitch at the end of the match.

**WHY?** Because it is broadcast on national and international signals and is a very attractive product for TV operators around the world.



## VIRTUAL FLASH INTERVIEWS

**WHAT ARE THEY?** These are interviews conducted in some matches by the main broadcaster or an operator from an area near the teams' changing rooms.

**WHO IS PRESENT?** One player from each team, different from the player who did the superflash interview.

**WHERE?** In a specific room near the changing rooms, where a set of chroma-panels will be located.



**WHY?** Because they are broadcast live, allowing interaction between the person being interviewed and the main presenter of the programme, who is in the television studio.

This mode counts as a flash player appearance.

**WHEN?** Players must be available 15 to 20 minutes after the end of the match.

## FLASH INTERVIEWS

**WHAT ARE THEY?** These are interviews conducted by rights operators and/or LALIGA, from an area close to the teams' changing rooms or from the pitch.

**WHO IS PRESENT?** The head coach and players. Each Club must provide the coach and two players for all accredited operators to conduct these interviews.

**WHERE?** There will be up to a maximum of eight (four in LALIGA HYPERMOTION) easily identifiable flash interview positions. The club will place them in a designated area near the changing rooms.

**WHY?** Because they are broadcast on national and international signals and are a very attractive product for TV operators around the world.

**WHEN?** The head coach must be available within 8 minutes after the end of the match (in HYPERMOTION LEAGUE, the coach must be available within 5 to 10 minutes after the end of the match). Similarly, the two players should go to the media zone within 20 minutes of the end of the match.



**THE USE OF DRONES IS A STATE-OF-THE-ART RESOURCE THAT ALLOWS FOR AN UNBEATABLE BIRD'S EYE VIEW OF THE STADIUMS.**

## PRESS CONFERENCE



**WHAT IS IT?** Appearance in the room provided by the local Club for press conferences, where all LALIGA accredited media are present.

**WHO IS PRESENT?** The coaches of both Clubs will appear after the match. LALIGA will broadcast both press conferences live.

**WHEN?** Due to it being live coverage, the first press conference (that of the away team coach) should start 10 to 15 minutes after the end of the match. The home team coach's press conference must start within 5 minutes of the end of the away team press conference.

## CLUB VIDEO DAY

**WHAT IS IT?** Day organised by LALIGA to take photographs and record video in order to improve the quality of TV broadcasting.

**WHO TAKES PART?** It is a recording made by LALIGA with all members of the squad, a selection of players from the second team to be chosen by the club, and the head and second coaches.

**WHEN?** The Club Video Day will take place on a date agreed upon by the club and LALIGA in the 12 days prior to the start of each season. There will be two extra days at the end of the summer and winter transfer windows for the latest signings. All the content will be shared with the clubs.

### DESCRIPTION:

- Individual photographs of the coaches and players in two different kits (and with their boots).
- Recording of video images on various chroma key backgrounds. The image/silhouette of the player is recorded to make interactive line-ups for TV.
- Recording of on-camera messages to promote the competition and provide content for national and international rights-holding TV operators.
- Short interviews with three representative players of the squad.





### IN-DEPTH INTERVIEW

**WHAT IS IT?** An in-depth interview conducted by LALIGA on sporting issues.

**WHO IS PRESENT?** One Club player (up to 10 players per season).

**WHEN?** On a date agreed with the Club during the season.

### NEW

Following the resounding success of the first version of the "Incentive Programme", the system implemented for the 2023/24 season which includes innovative interview formats at different moments of the match (short interviews during warm-up, during half-time, joint interviews of coaches and players or recording inside the teams' dressing rooms) and which allows Clubs to participate in the distribution of television rights revenue according to their level of collaboration with

LALIGA to improve the quality of broadcasts, a new version of this system is being developed with the aim of improving the results obtained last season, after listening to the proposals of Clubs and operators after a year of implementation of the new formats.



# 11/ PITCH

In recent years, the quality of the pitches has improved significantly, both in terms of their availability in the event of heavy rain or snow, as well as in terms of performance and aesthetics.

LALIGA is committed every day to improving such a fundamental factor in the development of the matches and in the perception of spectators.

As a living organism, grass is influenced by factors such as the weather, the shade from the stadium roofs, uses, etc. As a result, you can find different types of grass that are acclimatised in the best possible way to each circumstance and, in addition, they will evolve throughout the season. In some areas of Spain the best time for the grass will be the hottest months and it will suffer in winter, while in others the winters are milder and the difficult time will be the hottest months.



## GREENKEEPER

One of the aspects that influences the quality of the grass and coverage is the level of use. Therefore, we recommend changing the areas for the exercises that are most damaging to the pitch (ladders, rondos, sprints, goalkeepers, etc.)

Coordination with the club's greenkeeper is also important. They are a qualified technician in their field and their mission and interest is to provide us with the best grounds for playing and training. When you ask to respect the playing and training pitches in the most delicate moments, such as when it is freshly sown, with frost, etc. it is for the very good of the surface that we use for our own benefit.



## REPORT ON THE STATE OF THE GRASS

Before every game, the home team will submit a report on the state of the grass to the Match Director and the delegate from the away team.

This report will feature information about the pitch such as dimensions of the pitch, type of grass, firmness of the pitch, scheduled irrigation and protected areas during the warm-up.

All this information is included on the 'Greenkeeper' app so the evolution of the pitches can be analysed.



## 12/ INTEGRITY



Integrity and good practices in sport must be considered an essential element in defining an honest and loyal sportsperson in accordance with the basic and elementary principles of all competitive physical activity. Rigging, the predetermination of results, whatever its origin, is a CRIME, and only distances this person from what is commonly understood as fair play, and therefore, they are outside the rules of the game. Also remember

that win bonuses paid by a third party are prohibited.

During the 2023/24 season, some 3,458 people were certified as having attended 137 integrity workshops for players of various categories, coaches and staff of LALIGA clubs.

Through the innovative Tyche 3.0 tool, which analyses what is happening in the world's major betting markets and compares it with the data of what is happening on the

pitch, together with the work of the Integrity Officers, more than 8,440 football matches were monitored live last season, with a total of 10 reports being made. Remember that you cannot place any bets on the competitions in which you participate. We provide you with a totally confidential "integrity channel", hosted on the LALIGA website, so that you can send us any information.

[www.laliga.com/transparencia/guias-manuales](http://www.laliga.com/transparencia/guias-manuales)



## 13/ RACISM



LALIGA has demonstrated a firm and constant commitment to the fight against racism and discrimination in football. Therefore, we promote equality, respect and diversity, eradicating – from the competences we have – any kind of racist behaviour.

**LALIGA does not have the power to sanction** clubs, fans or players for hateful conduct, racism, violence, etc. The current legislation in Spain only allows it to report the facts to the competent bodies.

In regard to actions by referees during the match, LALIGA has no authority over them as they report to the RFEF and who follow the FIFA three-step protocol: stoppage of the match, temporary suspension and definitive suspension. In this regard, the RFEF, LALIGA and the National Sports Office of the National Police are working to outline the lines to be followed from now on when faced with events of this nature and how each step should be applied and communicated.

### A milestone in the fight against racism

On 10 June 2024, the first conviction for racist insults in a football stadium in Spain was handed down as a result of a complaint filed directly and initially by LALIGA.

The sentence, which judged the racist chants uttered against Vinicius Jr on 21 May 2023 at Mestalla by three individuals, found the defendants guilty of a crime against moral integrity under Art. 173.1 of the Criminal Code with aggravating circumstance of discrimination on racist grounds (art. 22.4 C.P.).

The sentence amounted to 12 months' imprisonment, which was reduced by a third as a result of agreement at the investigation stage, leaving the actual sentence for the three accused at 8 months' imprisonment and the costs of the proceedings. In addition, the offenders will be banned from entering

football stadiums where LALIGA and/or RFEF matches are held for a period of three years initially and reduced to two years for the same procedural reason.

LALIGA reports each and every possible racist act that takes place inside and outside professional football stadiums. Since 2020, more than 30 racist cases have been reported and are in different judicial situations.

In order to speed up the identification of any person or group of persons displaying racist behaviour in or outside any stadium, LALIGA has set up a complaints channel (<https://canalcomunicaciones.laliga.com/stopracismo>) so that any fan can report any racist behaviour they observe inside or outside a stadium.

In the fight against this scourge, we are all a team.

## 14/ DOPING



The checks may be carried out at any time, both in-competition and out-of-competition, taking into account that in-competition checks are all those carried out from 23:59 on the day before the competition until the end of the competition. The rest will be out-of-competition checks. Checks may be performed on urine and/or blood in addition to dried blood, depending on the groups of substances being tested for.

You must not use medicines containing any of the prohibited substances. The list of prohibited substances and methods is published annually in the BOE. The list for 2024 can be found at the following link Resolution of 28 November 2023, of the Presidency of the Higher Council for Sports, approving the list of substances and methods prohibited in sport. (boe.es). In addition, if you want to check any substance, you can download the NoDopApp application (on both Android and iOS) and check directly on your mobile phone. You can also check online at the following link: <https://nodopweb.aepsad.gob.es/>

If in doubt as to whether a medicine may contain prohibited substances, always consult the club doctor and in the event that the use of a prohibited substance is necessary due to a health problem, remember that you must request an Authorisation for Therapeutic Use through the website Authorisations for Therapeutic Use - CELAD (Commission for the Fight Against Doping in Sports) - Ministry of Education, Professional training and Sport.

When considering the use of nutritional supplements, always check with your Club doctor whether it is necessary to take them and be careful where you buy them.

For basic knowledge on doping prevention, you can access the courses on this topic that are offered free of charge on CELAD's Virtual Classroom. Remember to speak to the Club doctor if you have any doubts or questions. You can also contact us here at the Competitions Department or the LALIGA Players' Office.

**WHEN CONSIDERING THE USE OF NUTRITIONAL SUPPLEMENTS, ALWAYS CHECK WITH YOUR CLUB DOCTOR WHETHER IT IS NECESSARY TO TAKE THEM AND BE CAREFUL WHERE YOU BUY THEM.**

# 15/ PROTECTING CHILDREN AND TEENAGERS

## LALIGA'S COMPREHENSIVE CHILD AND TEENAGER PROTECTION SYSTEM

The main objective of Organic Law 8/2021, also known as LOPIVI, approved on 4 June 2021, is to guarantee the comprehensive protection of children and teenagers against any form of violence.

This organic law recognises that children and teenagers are subjects of rights and establishes a series of measures to prevent, detect and address the violence they may suffer in different areas of their lives.

Articles 47 and 48 contain the obligations regarding the protection of minors and the eradication of any type of violence against them in sport.

Therefore, it is the obligation of entities that carry out sporting activities and have regular contact with minors to ensure that they practice sport in safe environments, where violence against them is not possible, either encouraged or carried out by adults or by other minors.

Among its principles, LALIGA highlights respect, integrity and the fight against any form of violence, which is why it has set up a Child Protection System to ensure the well-being and protection of children and teenagers who participate in LALIGA activities.

## LALIGA'S COMPREHENSIVE CHILD AND TEENAGER PROTECTION SYSTEM HAS THE FOLLOWING TOOLS:

To apply the prevention, detection and intervention measures, as well as to deal with any communication regarding suspicions or evidence of situations of rights violations and particularly situations of violence against children and teenagers, LALIGA has included a channel for communicating any type of complaint <https://canaldenuncias.laliga.com/integridad>, as well as appointing two Child Protection Officers in the professional competition, whose contact details are given here:

[proteccioncompeticion@laliga.es](mailto:proteccioncompeticion@laliga.es)



**Child and  
Teenager  
Protection  
Policy**



**Code of  
Conduct**



**Roles and  
Responsibility**



**Protocol for  
action**



**Sonia  
Moreno  
Cuesta**

[smoreno@laliga.es](mailto:smoreno@laliga.es)  
+34 609 69 45 51



**José Ángel  
García  
Ruiz**

[jagarcia@laliga.es](mailto:jagarcia@laliga.es)  
+34 628 32 43 76

## 16/ MEDICAL EMERGENCY PROTOCOL IN THE STANDS



Protecting spectators at a football match is one of the obligations and responsibilities that football clubs assume when organising football matches.

### Stadiums: protected safe spaces

During the 24/25 season, many matches had to be stopped due to health incidents in the stands. This situation poses a risk in addition to the incident itself, due to the impact on the safety and security of spectators. LALIGA, together with other institutions, assumed the need to address this situation and generate

action protocols to solve and mitigate the risks that these situations could generate. For this reason, together with the RFEF, the OND and AEMEF, a **New Communication Protocol** has been created between the UCO (Organisational Control Unit). A space where security and emergencies for the match and the pitch (referees and teams) are managed.

### Stadium medical device

All professional football stadiums have health facilities exclusively for spectators in the stands. The Clubs implement and plan these

devices, providing the stadiums with health professionals (doctors, health technicians, nurses) and health resources (infirmaries, ambulances, defibrillators, etc.) with the aim of providing effective and professional responses to any medical emergency that may occur in the stands. These medical operations are communicated in advance of matches to the police officials and to the clubs via the team doctors.

### New communications protocol

In the 24/25 season, a new medical emergency communications protocol has been implemented which will complete the organisation and management of medical emergencies in the stadiums. The main objective is:



1. The refereeing team will know that a medical incident has happened in the stands in real time and will use this information to decide on the possible impact on the match.
2. The information received by the refereeing team is passed on by the senior police officer.
3. The senior police officer received all the information on the medical emergency and the assessment of the emergency from the health officials.

The referee's decision on the possible impact on the match is based on the knowledge and decision of professionals who are prepared and who at all times analyse and decide under professional parameters and in accordance with their knowledge and preparation. The players and coaching staff must therefore strictly follow the instructions of the refereeing team. In this way, a medical incident in the stands can be prevented from further affecting spectators.

## 17/ NEW FOR THE 2024/25 COMPETITION



### IMPORTANT NEWS 2024/25 COMPETITION SEASON



#### INCREASING THE NUMBER OF SUBSTITUTE PLAYERS WHO CAN PERFORM WARM-UP EXERCISES SIMULTANEOUSLY, AND USING BOTH SIDELINES FOR WARM-UP EXERCISES.

During the match, a maximum of **FIVE PLAYERS** per team, accompanied by the physical trainer, may warm up on the bench sideline. Each team shall warm up on the half of the sideline on which its bench is located, whenever possible for reasons of physical space.

#### POSSIBILITY OF ADDITIONAL CHANGE DUE TO CONCUSSION OF A PLAYER.

To guarantee the health of football players, LALIGA will be a pioneer in implementing the new measure proposed by the IFAB as of 01/07/2024, [theifab.com/laws/latest/additional-permanent-concussion-substitutions-protocol/](https://theifab.com/laws/latest/additional-permanent-concussion-substitutions-protocol/), which allows competitions the possibility of making an additional substitution in the event of a player being concussed.

LALIGA wanted to incorporate this measure in both LALIGA EA Sports and LALIGA HYPERMOTION in the first season that this additional substitution is allowed, and has implemented all the necessary protocols in coordination with the CTA and the RFEF.

As provided by the IFAB, and included in the Regulations and Competition Rules for Professional Competition this season 2024/25, [https://rfef.es/sites/default/files/2024-07/2425NRBC\\_PRIMERA\\_SEGUNDA\\_DIV\\_MASC2425.pdf](https://rfef.es/sites/default/files/2024-07/2425NRBC_PRIMERA_SEGUNDA_DIV_MASC2425.pdf), a substitution for concussion is included, which shall be in accordance with the provisions of the Protocol for Additional Permanent Concussion Substitutions, included in the IFAB Laws of the Game.

In a match, the opposing teams are allowed to make only one substitution for concussion, irrespective of the number of substitutions made during the match. A substitution for concussion may be made at the time of the occurrence of the concussion, suspected concussion, after the medical examination on or off the pitch, or at any other time, even if the player has undergone a medical examination and has returned to the match. The team making such a substitution must clearly inform the refereeing team of this fact.

When a team makes use of the substitution for concussion, the opposing team shall automatically have the possibility of making one more substitution and one additional substitution opportunity, which may be made simultaneously with or after the substitution for concussion made by the opposing team. This substitution opportunity may only be used for an additional substitution, not a normal substitution.

Substitution for concussion is not included in the computation of normal substitutions and substitution opportunities. Therefore, if a normal substitution is made at the same time as a substitution for concussion, one substitution opportunity will be deducted. For this reason, when a team has used all normal substitution opportunities, it may not use a substitution for concussion to make a normal substitution. The club doctor making a substitution due to concussion must certify that the player being substituted has suffered a concussion and provide the referee with a signed certificate and his membership number stating this fact. A referee who notices an incorrect use of the substitution for concussion should have it recorded in the match report.

## VAR TECHNOLOGY (SAOT - SEMI-AUTOMATIC OFFSIDE)

In the 2024/25 season, VAR technology will continue to be used in both professional competitions, with **SAOT (semi-automatic offside technology) also being implemented in the LALIGA EA Sports.**

SAOT is a technology based on player and ball tracking that can instantly distinguish if a player is in an offside position, thereby helping both the referee and the VAR and AVAR in plays that are difficult to detect. This technology

uses 'limb-tracking' or 'skeleton tracking' that allows a multitude of body points to be detected 50 times per second by a system of cameras distributed around the entire pitch, and to display a reconstruction of the play in a virtual 3D model in the audiovisual production.

SAOT will also be implemented in LALIGA HYPERMOTION from the 2025/26 season.



## VIDEO REVIEW SYSTEM - MEDICAL & TACTICAL TABLET)

The Video Review System (VRS), also known as Medical or Tactical Tablet, will continue in the 2024/25 season. This is a video system that allows several of the video signals that are part of the television broadcast to be received in real time on the benches and the technical area through a touch screen device. This system allows all types of plays from different angles to be reviewed during the match, and especially in cases of traumatic injuries and concussions, helping the medical team better diagnose and intervene.



**THE POWER  
OF OUR  
FOOTBALL**

**LALIGA**