



LaLiga
Santander

experience

Inside the Match

Matchweek 15



#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

4,974,618

↑ 92,417 / ↑ 1.89 %

Compared to Matchday 16/17 LaLiga Santander
 Matchday 13 and 16/17 LaLiga 1|2|3 Matchday 16

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

14 goals at home

Villarreal CF are one of the highest-scoring teams in the league on their own turf. With 14 home goals, they can certainly threaten FC Barcelona's defence..

The match

Two lovers of good football

Villarreal CF and FC Barcelona are two of the strongest representatives of the “tiki-taka” passing game that has made Spanish football so famous.

Two in-form teams who like to keep the ball but also love to attack.

A battle for possession

Midfield is always the key to every game, but may be even more important on this occasion. Two of the strongest engine rooms in LaLiga will be facing each other: Trigueros, Fornals, Rodri and Castillejo against Busquets, Iniesta, Rakitic and co. The Yellow Submarine and the “Blaugrana” base their football on possession, so expect a relentless fight for a precious treasure: the ball.

Bakambu vs. Messi: two contenders for the Pichichi top goalscorer award

These two star players will be amongst those attracting the most attention. Both arrive with impressive numbers and in great form. However, neither team's firepower is restricted to these poachers. Carlos Bacca and Samu Castillejo both have a keen eye for goal in sight and the same can be said of the “Blaugrana” with Luis Suárez and Iniesta. The defences will need to be on their toes!

Players to keep an eye on



Cédric Bakambu

The Yellow Submarine's most in-form player. An impressive forward with great mobility and speed.



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.



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.



Andrés Iniesta

When Mr Iniesta is on the pitch, Barca play in a completely different way. A true magician.

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.

Ernesto Valverde

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 Camp Nou, he has achieved the balance necessary to challenge on all fronts.

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.

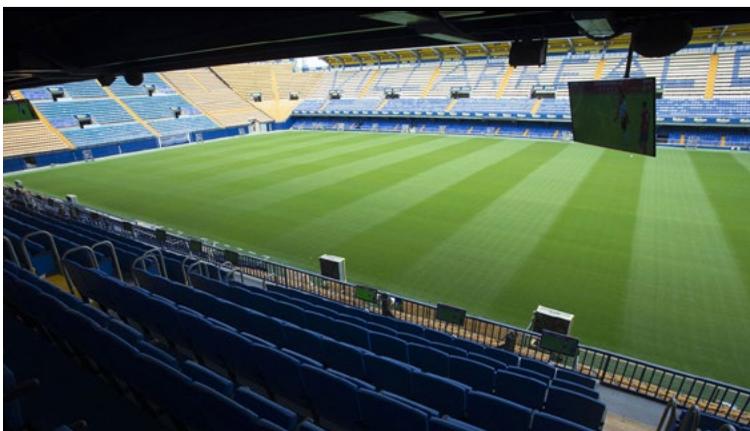
They are an example of good work in the backrooms and at their academy, which produced names such as Bruno Soriano, Trigueros, Mario Gaspar, Rodri and Jaume Costa. All of these players are now key figures in the first team. The club is a role model, showing us that by having patience, a plan for the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

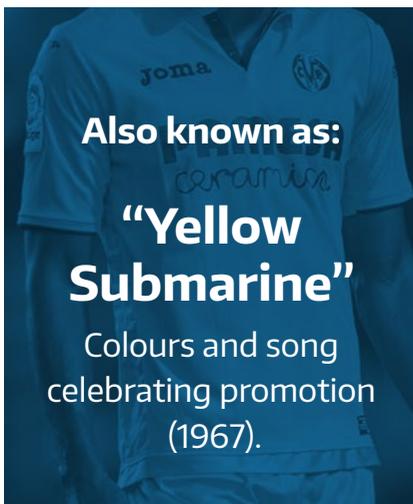
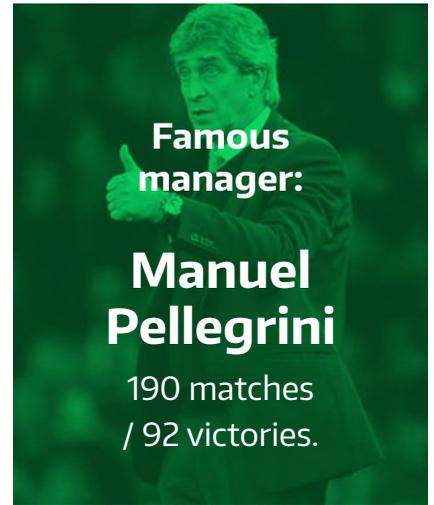
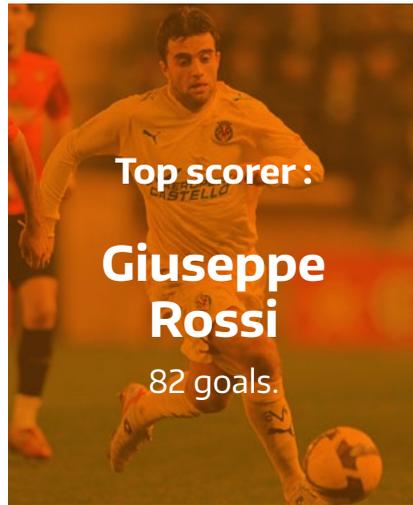
Its new name, announced in January, reflects the symbolic importance of the ceramic industry to the province of Castellón. This change went hand-in-hand with the facelift given to the stadium, which has undoubtedly



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.

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