



LaLiga  
Santander

experience

# Inside the Match

Matchweek 20



#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

# 6,967,893

↓ -34,664 / ↓ -0.50 %

Compared to 16/17 LaLiga Santander

Matchday 19 and 16/17 LaLiga 1|2|3 Matchday 22

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

### Hosts raring to end rotten run

FC Barcelona is the fourth team that Real Betis has faced more times in their history. Last season both teams tied a goal each in a great game at the Benito Villamarín.

## The match

# Back to square one

**The Andalusians have provided glimpses of promise so far and are looking to build on these in the second half of their campaign, which they kick off by entertaining the league leaders.**

### No quarter given

From the halfway mark of the season onwards, the onus is on teams to flex their muscles and go through the gears so that they can peak at the business end. This should, therefore, be an intense, intriguing encounter in which fine margins could make all the difference.

### Mission: consolidation

Having overcome the loss of some key players in recent years following their return to LaLiga Santander, Betis are now keen to kick on and keep forging an identity over the second half of the season. What better occasion could there be to begin that process than against Barcelona at the Benito Villamarín?

# Players to keep an eye on



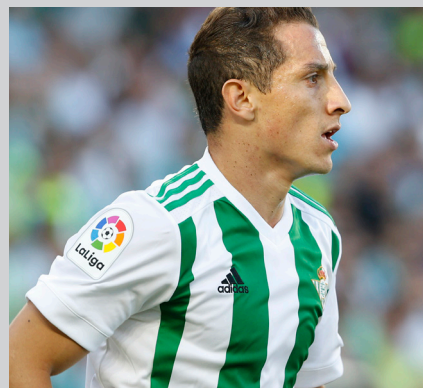
## Joaquín

The veteran winger and trickster is the heartbeat of this "Verdiblanco" side, whom he captains.



## Fabián

The academy graduate has established himself as a regular in the starting XI.



## Andrés Guardado

A tireless worker with a wealth of experience and pedigree, he is a fine striker of the ball to boot.



## 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, "Barça" play in a completely different way. A true magician.

# On the benches

## Quique Setién

If we speak about Quique Setién we speak about one of the historical ones of La Liga, both on and off the field. As a player, he excelled in Atlético de Madrid and Racing de Santander. He began his career on the benches in the 2001/02 season. His teams are loved by everyone for being offensive minded and passing style.

## Ernesto Valverde

Same style, renewed steel. 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 the Camp Nou, he has achieved the balance necessary to challenge on all fronts.

# The club Betis



Full name  
**REAL BETIS BALOMPIÉ S.A.D.**

Nickname(s)  
**LOS VERDIBLANCOS (THE GREEN AND WHITES)**

Established  
**12 SEPTEMBER 1907 (110 YEARS AGO)**

ONE OF THE NINE TEAMS TO EVER  
WIN LALIGA



## Unflagging flair and spirit

Few clubs in the world can rival the charisma of Betis. For evidence, we need look no further than their motto, the Andalusian-accented "¡Viva er Beti, manque pierda!" (Long live Betis, even if they lose!), which embodies not just their fans' unconditional support, but also a way of life revolving around passion and irreverence.

Their enthusiasm hits fever pitch during the local grudge match against Sevilla FC: derby day is always circled in red in supporters' diaries and the importance of these battles for bragging rights outstrips sporting considerations.

After being rocked by institutional instability for a number of

years, the club has come through the other side and is now eyeing a period of long-term progress. Hopes are pinned on the combination of experienced campaigners like Joaquín and Rubén Castro with the swagger of home-grown youngsters such as Fabián, who is following the trail blazed by the likes of Capi and Dani Ceballos.

With the team once more serving up easy-on-the-eye, possession-based football and their stadium having been expanded – reinforcing its status as one of LaLiga's most cauldron-like venues –, the omens are looking good for the "Verdiblanco" to enjoy many more great nights henceforth.

## The stadium Benito Villamarín

### *A stadium steeped in personality*

Opening: 9 May 1929

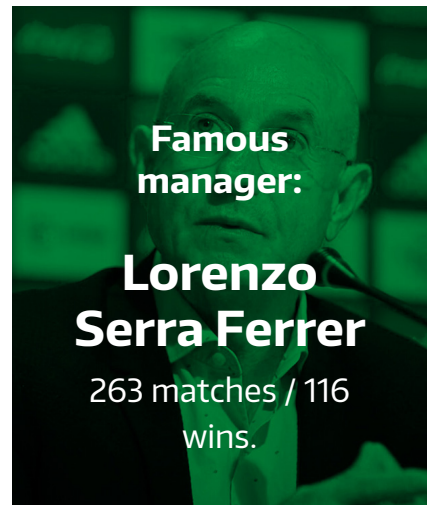
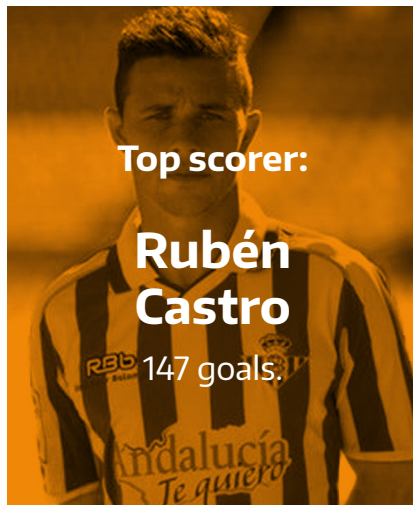
Capacity: 60,721

Renovated on three occasions, in 1982, 2000 and 2017, the Benito Villamarín is one of Spanish football's most atmospheric arenas. Moreover, it now boasts the league's fourth-highest capacity following the opening of a new stand.



The crowd have been lucky enough to feast their eyes on their fair share of sparkling players over the years. Chief among them: Rafael Gordillo, Julio Cardeñosa and Alfonso, who all combined talent with the chutzpah and battling qualities that have long characterised the club.

# 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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[www.laliga.es/en](http://www.laliga.es/en)  
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