



LaLiga
Santander

experience

Inside the Match

Matchweek 26



-



#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

8,817,376

↑ 83,727 / ↑ 0.96 %

Compared to 16/17 LaLiga Santander

Matchday 23 and 16/17 LaLiga 1|2|3 Matchday 27

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

Hard to break down on home turf

RCD Espanyol is one of LaLiga Santander's most defensively solid teams on their own patch, as befitting a Quique Sánchez Flores side.

The match

No room for friendly fire

Espanyol and Real Madrid have always had a cordial relationship, in part due to their shared rivalry with FC Barcelona. However, with both teams having plenty to play for, there will be no favours on offer out on the pitch.

Different goals, same requirement

At this stage of the season, a single loss can deal a death blow to clubs' pursuits of their objectives. That is the case for both Espanyol and Real Madrid. The Catalans are raring to get more victories on the board and pull away from the drop zone, which would allow them to look up rather than peering nervously over their shoulders. On the other hand, with Barça almost out of sight, Los Blancos' title challenge is in tatters and any chances of a miracle hinge on them winning all their remaining games.

In search of the killer touch

One of the main explanations for Espanyol and Real Madrid's failure to live up to their expectations thus far has been their wastefulness in front of goal and inability to put games to bed. Both teams are capable of creating scores of chances thanks to the quality of their forwards and midfielders, but have been missing a ruthless streak. Find one and they will likely come out on top in this match (unless the opposing keeper has a blinder) and improve their fortunes.

Players to keep an eye on



Gerard Moreno

The striker is his side's star player and their main threat. A pure goalscorer.



Sergio García

A firm fan favourite, the team's long-time talisman has made a mark since returning home.



David López

Converted to a centre-back after rejoining from Napoli, López is now the Pericos' defensive leader.



Cristiano Ronaldo

The Ballon d'Or and Best FIFA Men's Player Award holder remains Madrid's biggest weapon.



Isco Alarcón

One of LaLiga's form players this season, the talented playmaker oozes flair and trickery.



Luka Modrić

One of the best midfielders in the world, is key in Zidane's system.

On the benches

Quique Sánchez Flores

Style meets substance. Over the course of 13 seasons as a coach at the highest level, the former defender has made a name for himself internationally. A tactically savvy, smooth operator who prizes organisation and has spent time at big clubs such as Valencia CF and Atlético Madrid, he is now hoping to take ambitious Espanyol to the next level.

Zinedine Zidane

Class is permanent. One win after another. That sums up Zizou's brief but sparkling tenure in the Real Madrid hotseat. The magician from Marseille has delivered a league title and 2 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

RCD Espanyol



Full name
REIAL CLUB DEPORTIU ESPANYOL DE
BARCELONA S.A.D.

Nickname(s)
LOS BLANQUIAZULES (THE WHITE AND BLUES),
LOS PERICOS/PERIQUITOS (THE PARAKEETS)

Established
13 OCTOBER 1900 (117 YEARS AGO)

4TH-LONGEST-STANDING CLUB
IN SPANISH FOOTBALL



The marvellous minority

Los Pericos represent the 'marvellous minority' that exists in multi-club cities – the holdouts in the shadow of other, more heralded outfits on their doorstep – and are also a classic name in Spanish football in their own right.

Indeed, Espanyol are one of the oldest clubs in LaLiga and have enjoyed a fair bit of success to boot: they are four-time Copa del Rey winners (1929, 1940, 2000 and 2006) and have also twice reached the UEFA Cup final.

The club has been graced by legends such as Ricardo Zamora, Alfredo Di Stéfano, László Kubala and Thomas N'Kono, not to mention home-grown hero and icon Raúl Tamudo. Tamudo is far from the only renowned Espanyol academy graduate, as the club's youth system supplies a steady stream of first-team players.

The stadium

RCDE Stadium

A contemporary ground fit for a bright future

Opening: 2 August 2009

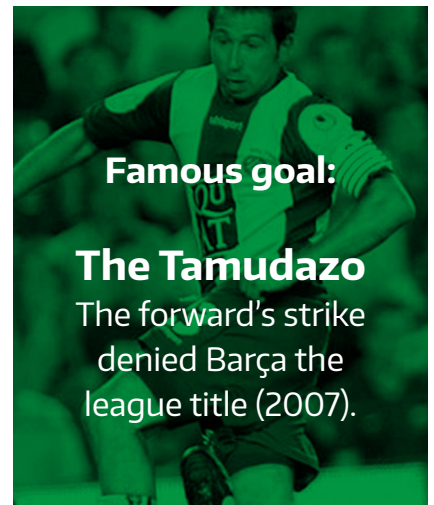
Capacity: 40,500

Also known as the Estadi Cornellà-El Prat, the RCDE Stadium is one of the most modern venues in LaLiga. Its opening allowed Los Pericos to close the chapter on their period as tenants of the Montjuïc Olympic Stadium and once more have their own home, which is none other than a UEFA category four stadium that strikes a harmonious balance between functionality, simplicity and aesthetics.



Just as impressive as the stadium's looks is its atmosphere. A heart-warming, poignant moment always comes in the 21st minute of games, when – whatever the state of play – the crowd hold a rousing ovation as a tribute to Espanyol's erstwhile captain, Dani Jarque, who wore the number 21 shirt before his life was tragically cut short.

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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