



LaLiga
Santander

experience

Inside the Match

Matchweek 35



#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

11,477,406

↑ 189,274 / ↑ 1.68 %

Compared to 16/17 LaLiga Santander

Matchday 31 and 16/17 LaLiga 1|2|3 Matchday 34

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 out to repeat last season's feat

The corresponding fixture last term saw RC Deportivo overcome FC Barcelona in a 2-1 success. What would the Galicians give for a similar outcome here?

The match

No such thing as mission impossible

The beautiful game really is a sport like no other, with league standings, reputations and honours counting for absolutely nothing from the moment the first whistle sounds. In LaLiga anybody can beat anybody on their day, an adage which applies particularly when Deportivo play on their own patch.

The quality of the squad, is out of doubt

The Riazor crowd demands because they can. Deportivo de la Coruña has top quality players who must make their team work: Lucas Perez, Adrian Lopez, Andone, Bakkali, Schär, Muntari... A template that is not designed to fight for relegation and should react as soon as possible.

Defence is the best form of attack

Deportivo de la Coruña is demonstrating why it is one of the great clubs of LaLiga history. Despite living a complicated season, their passion and fight in each game has been an example. After having achieved great victories in complicated stadiums, the team has made it clear that they will leave everything for the blue and White shirt. Seedorf has managed to involve players and fans in a common goal, and no one will give them for finished.

Players to keep an eye on



Lucas Pérez

The jewel in Dépor's crown has returned home on a season-long loan from Arsenal in a bid to recapture the form that saw him take LaLiga by storm.



Fabian Schär

Big things are expected of the ball-playing Swiss defender, who checked in at Riazor last summer.



Emre Çolak

One of LaLiga's talents, Emre possesses a tremendous amount of creativity on the field and can decide a game for his team in any moment.



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.



Ousmane Dembélé

The French forward is starting to show glimpses of what a great player he will become – and already is.

On the benches

Clarence Seedorf

The biggest of survival challenges. The Galicians turned to the Dutch tactician in their bid to secure their top-flight status following an unexpectedly poor campaign that has left them in the relegation mire. A world-class midfielder in his pomp, Seedorf starred for Real Madrid and AC Milan and this, his first managerial post in the Spanish top flight has seen him handed a challenge that's on a par with the massive feats he achieved in his playing days.

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

Deportivo de La Coruña



Full name
REAL CLUB DEPORTIVO DE LA CORUÑA S.A.D.

Nickname(s)
DÉPOR, BLANQUIAZULES (THE WHITE AND BLUES), HERCULINOS (THE HERCULIANS).

Established
8 DECEMBER 1906 (111 YEARS AGO)

ONE OF THE 9 CLUBS TO HAVE LIFTED A LALIGA TITLE.



In search of the new Súper Dépor

The club's history has been marked by two unforgettable golden eras, both of which came between the 1990s and the beginning of the new century. During these spells, the A Coruña side lifted the league title and claimed several other pieces of silverware as Deportivo proudly graced the very best arenas in the European game. To this day, the club's passionate supporters desperately long to relive those glory days and see their beloved team return to its rightful place.

A city with a proud fishing and harbour tradition, the Torre de Hércules (Hercules Tower) stands as one of A Coruña's greatest identifying symbols, with the other being its football team. The club's iconic blue and white colours are instantly associated with

the city and the team's relatively recent success saw the Dépor bug sweep through the city, creating a fan base that backs their team regardless of results.

The list of fan favourites and memorable games is endless: Beбето, Mauro Silva, Roy Makaay and Juan Carlos Valerón are just a handful of the stars to have plied their trade for the Galician club. Meanwhile, Donato's early goal in the 2-0 triumph over RCD Espanyol, a win which handed the club its first and only league title, is etched in the memories of the club's faithful. These past glories provide the Dépor fan base with hopes of one day being able to revel in another legendary Súper Dépor side.

The stadium

Estadio de Riazor

A cauldron of noise bubbling away in northern Spain

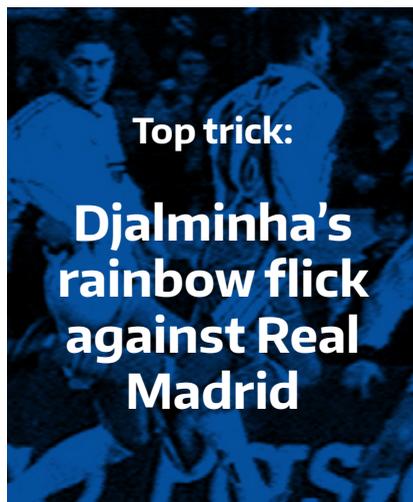
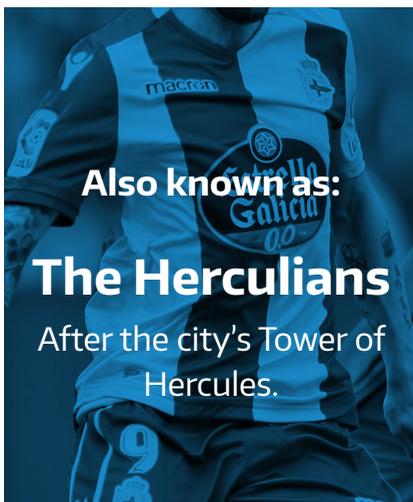
Opening: 28 October 1944
Capacity: 32,912

Riazor is most definitely not your run-of-the-mill stadium. Dépor's home ground has played host to the joyous celebrations that toasted the first LaLiga crown of the new century, whilst it was also where Djalminha wowed the football-savvy locals when he conjured up his famous rainbow flick against Real Madrid. Famed for its bright blue decor and lively atmosphere, Riazor is widely recognised as an iconic LaLiga stadium.



Dépor's temple is used to witnessing happier times than those the fans are currently having to endure, but it's precisely in such situations that a club really proves its mettle. The players have to give their all to repay their tremendous fans and Deportivo's survival chances will depend largely on their ability to secure results in their own backyard.

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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