



LaLiga
Santander

experience

Inside the Match

Matchweek 37



#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

12,705,424

↑ 68,403 / ↑ 0.54 %

Compared to 16/17 LaLiga Santander

Matchday 35 and 16/17 LaLiga 1|2|3 Matchday 37

2016/2017	▲ +0.27	14,051,405
2016/2015	▲ +2.52	14,014,099
2014/2015	▲ +4.22	13,669,634

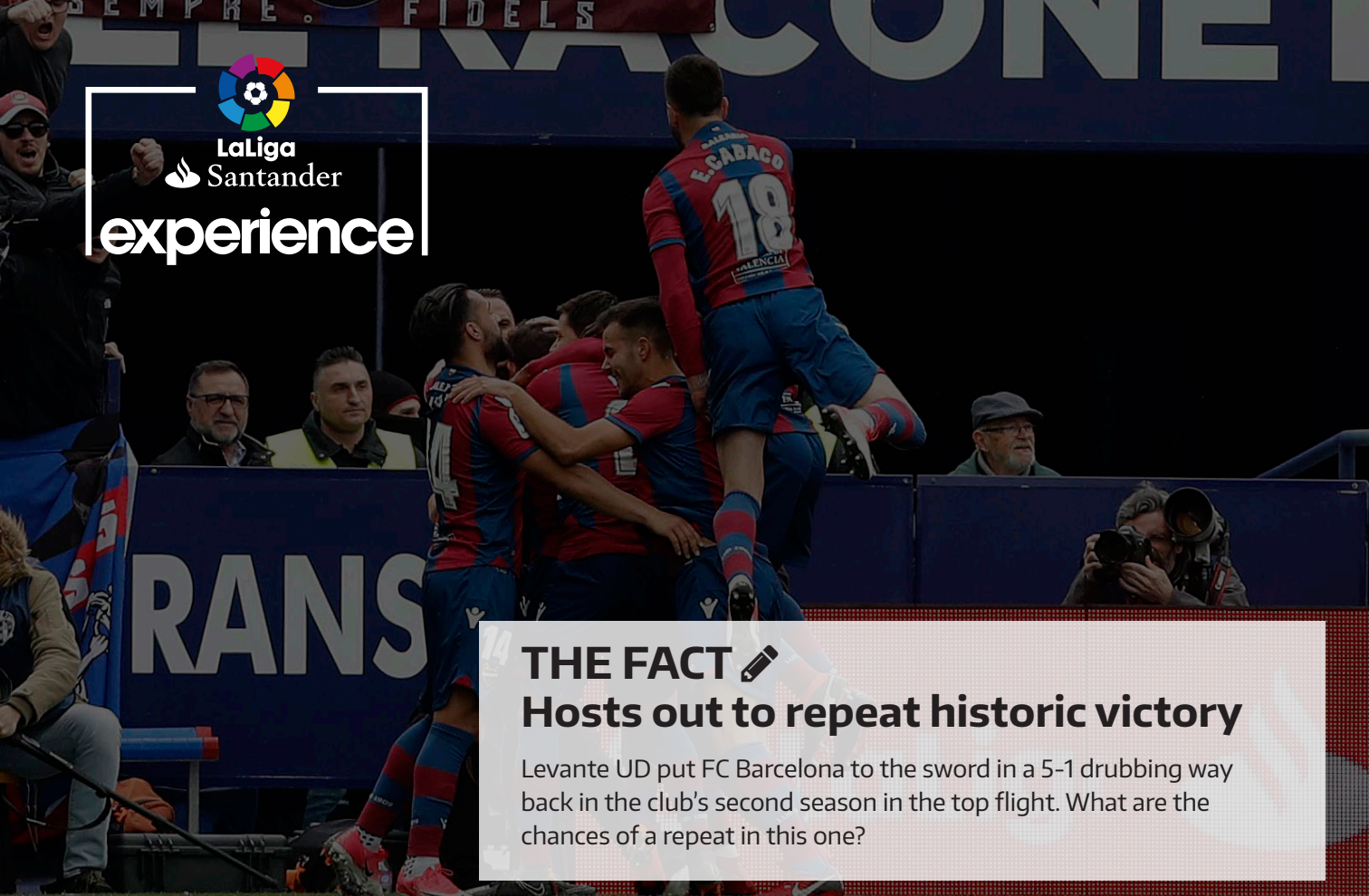
Find out about the **#LaLigaSantanderExperience**

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 historic victory

Levante UD put FC Barcelona to the sword in a 5-1 drubbing way back in the club's second season in the top flight. What are the chances of a repeat in this one?

The match

Battle of the Blaugranas

Both teams come to the end of the season with their objectives more than accomplished. Levante UD has sealed mathematically a position in LaLiga next season thanks to an amazing run since the new coach came in to the city. In the other hand, Barcelona has already won the league. Job done from both teams.

Few parallels beyond the clubs' colours

One look at the league table shows just what contrasting seasons these two sides have had. Whilst the visitors have occupied the top spots throughout the whole campaign, the home side have been engaged in a season-long battle to avoid the dreaded drop. This match-up pits one of the division's highest-scoring sides against opponents that have found goals rather more difficult to come by. That said, in football you really do never know.

Self-belief holds key to survival

At this stage of the season, each fixture takes on added importance. Les Granotes will be going all out for victory against their illustrious opponents here, despite the glass-half-empty fan perhaps suggesting that the Valencians would be better served forgetting about this match and focusing on their next game. However, in football anything can happen and the hosts will take heart from the fact that Barça have dropped points this term when they were least expected to do so. This is a perfect opportunity for Levante to prove exactly why they deserve to retain their top-flight status.

Players to keep an eye on



José Luis Morales

A real dressing room leader, Morales is the heartbeat of this Levante side.



Jefferson Lerma

The Colombian midfield enforcer is an impressive physical presence and offers the team real balance.



Enis Bardhi

The diminutive midfield schemer, who is a deadly free-kick taker, enjoyed an eye-catching start to the campaign.



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

Paco López

Betting for someone that knows the club. Betting for someone that knows the club, is almost a secure and right option. After being named the head coach of Levante UD. Paco Lopez, previously coaching the second team, has accomplished the hard task that he was given with games left to be played.

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

Levante UD



Full name

LEVANTE UNIÓN DEPORTIVA

Nickname(s)

LES GRANOTAS (THE FROGS),
LOS AZULGRANAS (THE BLUE AND SCARLETS).

Established

9 SEPTEMBER 1909 (108 YEARS AGO)

 10TH-OLDEST CLUB IN THE TOP FLIGHT



True Blaugrana pride

Traditionally, the word "blaugrana" is related directly with FC Barcelona. A meaning that is completely different if it's asked in Valencia, where alongside the team that gives the name to the city lives another team older in history than los murciélagos (The bats). Levante, who are one of the top flight's oldest teams, are a modest outfit that epitomise the history and growth of the Mediterranean city.

The club's nautical origins, which is where its name comes from, ensure that Levante are the best-followed club in the city's iconic Cabanyal district. The Levante faithful enjoy an intense rivalry with the Valencia fan base and passionately defend their colours,

regardless of whether their team are competing in the top tier or the lower leagues.

The club's honours feature a league cup crown - the Copa de la España Libre (Free Spain Cup) - a trophy which isn't recognised by the Spanish Football Federation. The legendary Johan Cruyff turned out for the Valencians, which more than merits Levante being considered as another worthy Blaugrana outfit.

The stadium

Estadi Ciutat de Valencia

The pride of Orriols

Opening: 9 September 1969

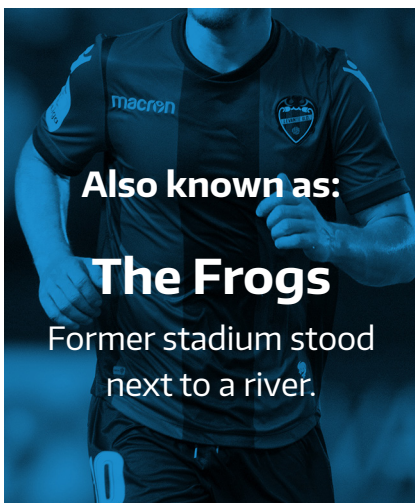
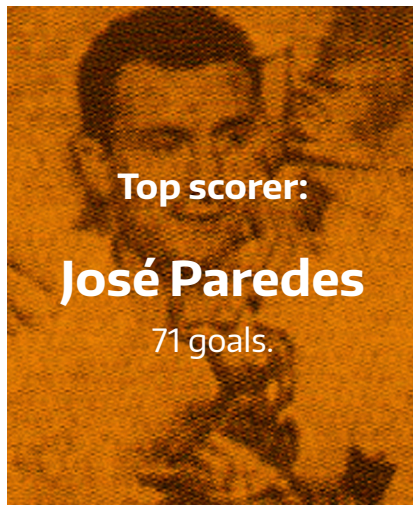
Capacity: 26,354

Valencia is a city that positively lives and breathes football. The district of Orriols is home to the city's modest and proudest club. Levante's temple has witnessed some real highs and lows over the years, from the team's struggles in the lower rungs of the Spanish game to the great excitement of European football, the pinnacle of which came as Les Granotes brushed Olympiacos FC aside in a sensational 3-0 Europa League triumph.



The club's fans are as passionate and loyal as they come, which has historically played its part in making the Estadi Ciutat de Valencia an unhappy stomping ground for visiting teams. Amongst a whole string of impressive performers, the stadium was once home to the talents of Dutch footballing legend Johan Cruyff.

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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LaLiga Santander Experience





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