

Official Web & App



LaLiga's official app has +5 million simultaneously active users

What is it?

Reference application to follow all the content related to the competition:

- News
- Scores
- Entertainment
- Highlights
- LaLiga Fantasy, etc.

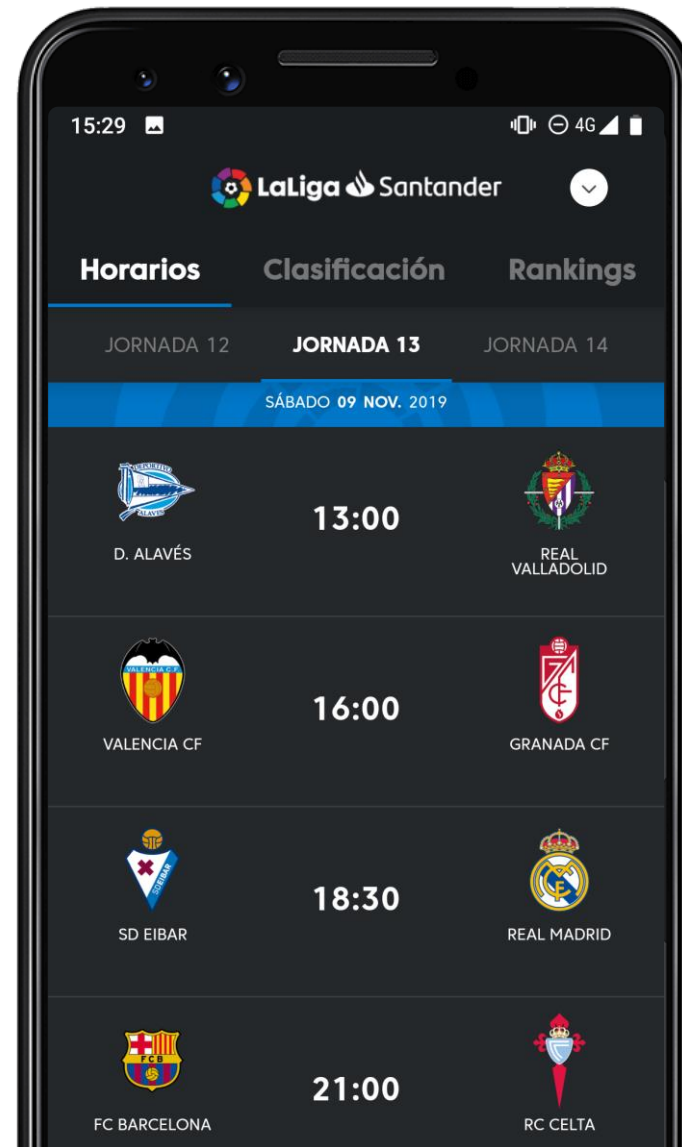
Purpose?

The App has become a key digital asset that enables:

- Bringing the competition closer to our fans
- Improve the interaction and experience with the competition
- Get to know our fans

How?

Fast, simple and understandable application for the fan, connected to the digital ecosystem, with Addserver - CMS



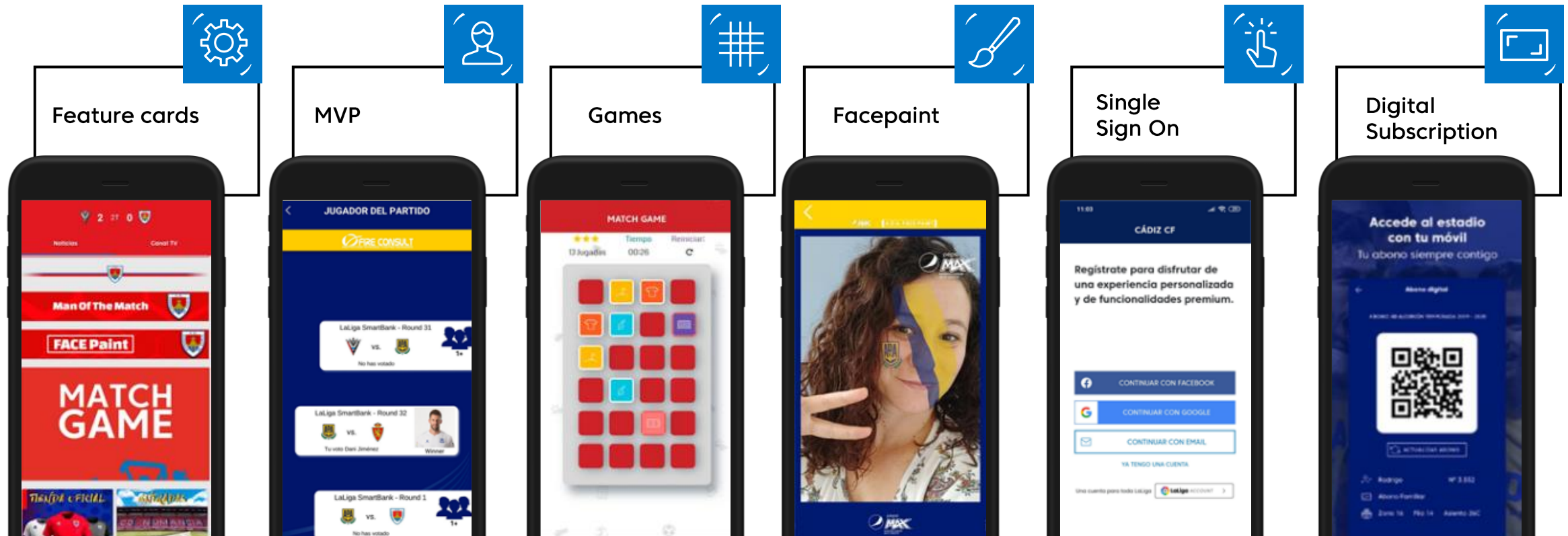
Development of applications and other digital channels

Platform members

- A total of 26 clubs
- LaLiga Santander: 10 clubs
- LaLiga Smartbank: 13 clubs
- Other: 3 clubs

Characteristics

- **Man of the match:** for the best player of each match day
- **Facepaint:** cheer on your team by painting your face with personalized masks that you can share on social networks.
- **Match Game:** an entertaining customizable card game to exercise your memory
- **Single sign-on with your LaLiga account:** 18 clubs include sign-in and registration
- **Digital season ticket:** Integration with stadium access management systems



Development of other digital channels

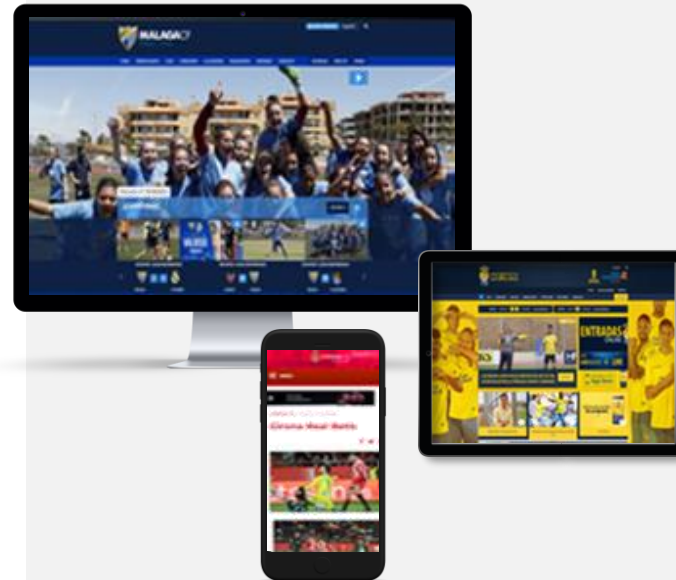
Club Apps

- 25 clubs
- Available on iOS and Android



Club websites

- 34 clubs



Automated Multimedia Content

- Images of the matches
- Videos of the matches
- Summaries
- Standings
- Results
- Calendar
- Schedules
- Teams
- Minute by minute



Landings, campaigns, games

- LaLiga website
- Official App
- Promotional Landings
- Contests-sweepstakes
- Games / Fantasy
- Commitment
- Loyalty
- Brand image
- Internationalization
- Data analysis



The image features a central logo for 'LaLiga Fantasy'. The logo is a dark blue shield with a red top section containing the LaLiga crest and the word 'LaLiga' in white. Below this, the word 'FANTASY' is written in large, bold, gold letters. At the bottom of the shield is a grey banner with the word 'MARCA' in red. The background is a dark blue grid with various financial charts, including line graphs and bar charts, in shades of green and yellow. On the right side, there is a vertical decorative element consisting of several horizontal bars of varying lengths, colored in shades of blue and cyan.

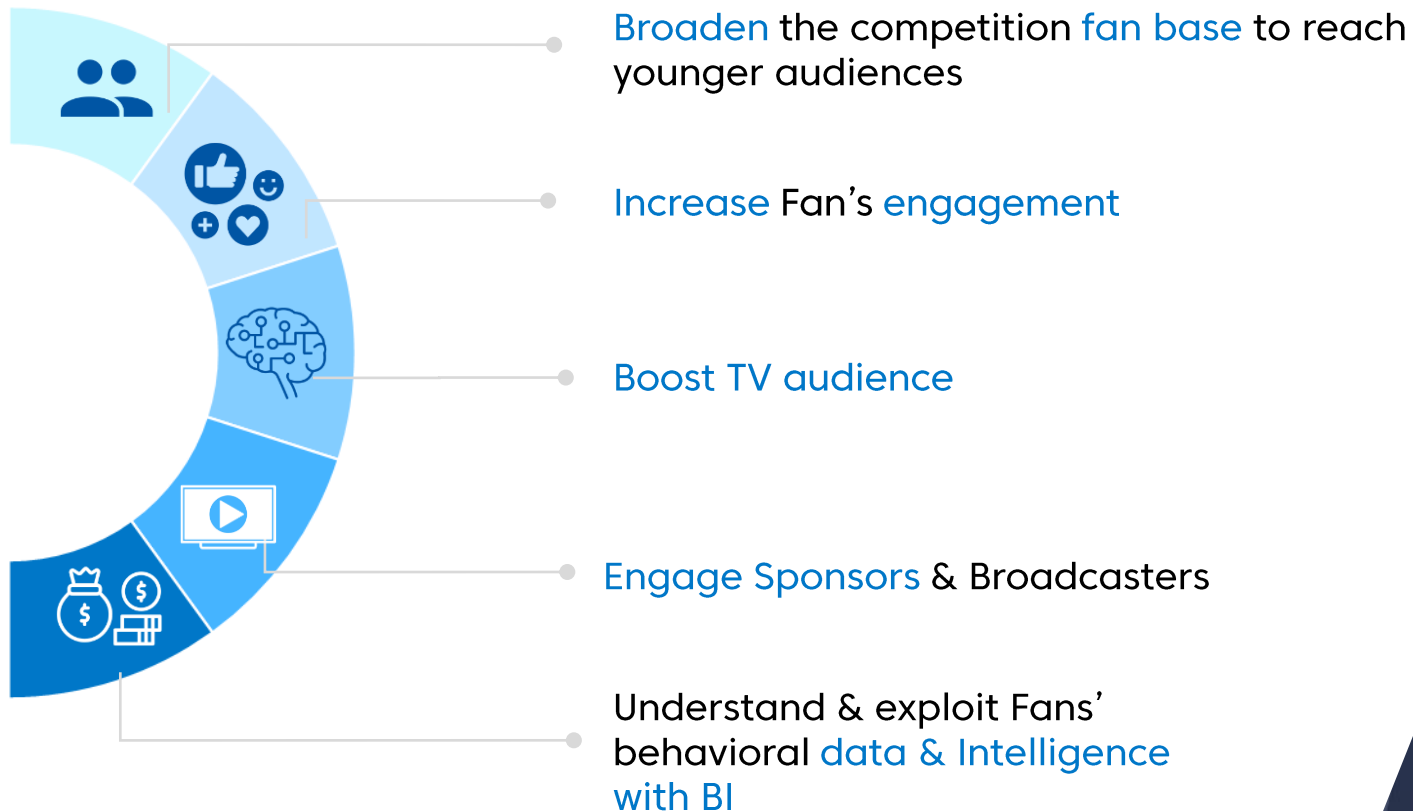
Official Fantasy

FANTASY

MARCA

The development of Fantasy Games has numerous key value drivers for sport competitions

Key value drivers



LaLiga used its Fantasy game on the competition to maximize fan's interaction with the content

Strategy

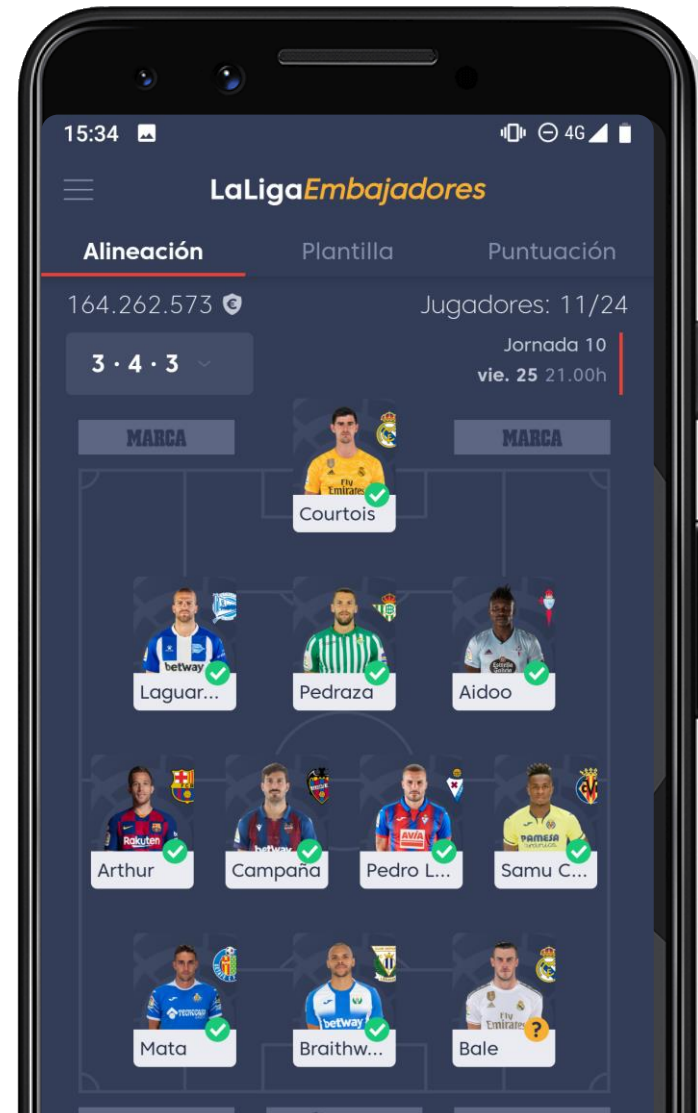
Serve as a channel to help broadcasters increase their number of subscribers, and therefore audience for the LaLiga competition.

Broadcasters



Languages

English, Indonesian, Spanish, Portuguese, Hebrew, French, Dutch



Analyzing user types and demographics



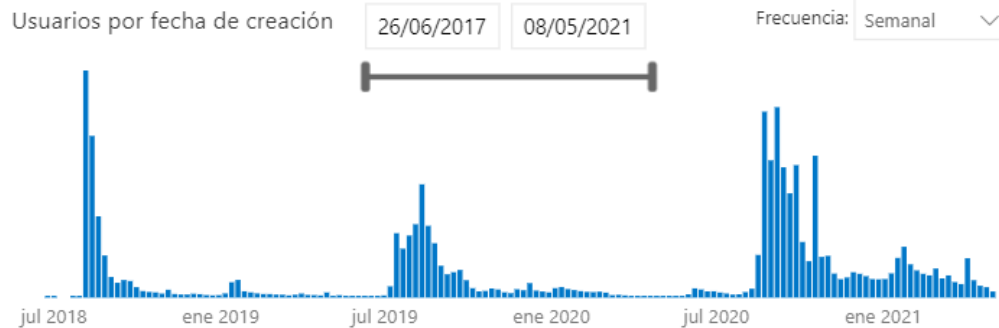
Enrollment [Análisis de ligas](#) [Usuarios por jornada](#) [Usuarios por uso](#) [Actividad](#) **Análisis demográfico** [Resumen](#)

Análisis demográfico usuarios

[Reg. desde Fantasy](#) [Usa Fantasy temp. act.](#)

[Log](#) [Tipo Identificación](#) [Usuarios](#) [% Tot.](#)

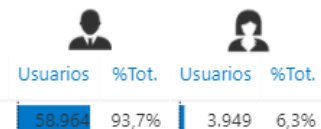
Tipo Identificación	Usuarios	% Tot.
Apple	35.622	3,1%
Facebook	193.033	16,7%
Google	688.744	59,5%
LocalAccount	239.206	20,7%



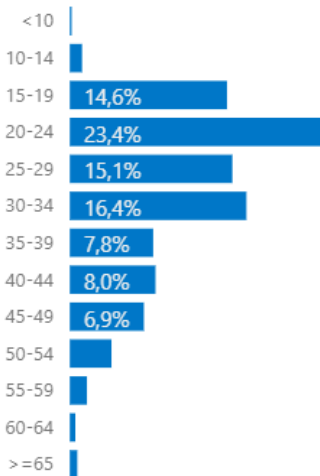
1,156,609 Usuarios

Canal	Usuarios	% Tot.
AppAlbacete	18	0,0%
AppAlcorcon	7	0,0%
AppAlmeria	5	0,0%
AppCadiz	119	0,0%
AppElche	36	0,0%
AppGetafe	19	0,0%
AppHuesca	46	0,0%

Con género: 62,913 5.4 %



Con edad: 40,981 3.5 %



Con equipo favorito: 989,341 85.5 %

Esc.	Equipo	Usuarios	% Tot.
	Real Madrid	358.468	36,2%
	FC Barcelona	312.772	31,6%
	Atlético de Madrid	78.537	7,9%
	Real Betis	44.893	4,5%
	Sevilla FC	34.695	3,5%
	Valencia CF	32.657	3,3%
	Athletic Club	30.048	3,0%
	Real Sociedad	18.186	1,8%
	RC Celta	12.946	1,3%
	CA Osasuna	8.105	0,8%
	Granada CF	7.686	0,8%
	Cádiz CF	7.377	0,7%

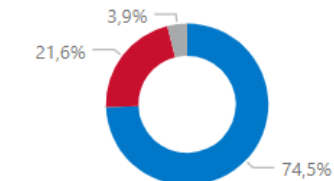
Con país: 1,109,519 95.9 %

Ban.	País	Usuarios	% Tot.
	España	894.965	80,7%
	Estados Unidos de América	20.078	1,8%
	Israel	15.109	1,4%
	México	11.336	1,0%
	Egipto	11.306	1,0%
	Nigeria	8.344	0,8%
	Brasil	7.117	0,6%
	Argelia	6.336	0,6%
	Marruecos	6.106	0,6%
	Cuba	5.574	0,5%
	Reino Unido	5.452	0,5%
	Venezuela	5.255	0,5%
	Argentina	5.232	0,5%

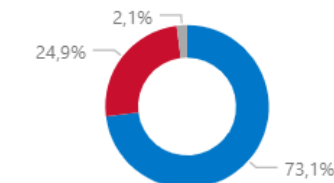
Consentimiento com. comerciales



Consentimiento publicidad personalizada



Consentimiento perfilado



How we differentiate ourselves

We come from sports and entertainment

We understand your business challenges
+ 6 years developing technology for LaLiga and other sports properties

We have a multi-disciplinary team of more than 100 industry experts



Experience



Ecosystem vision



Talent



Advanced Analytics



Data-driven decision making that brings companies closer to their strategic objectives

Holistic and modular offering

Our single data-driven ecosystem generates value and enriches your business



Our mission

Empower the **Sports & Entertainment** sector with **modular technology solutions** that enable clients to address the challenges and opportunities of **fan, competition and content management**.

Enable data-driven decisions through a digital ecosystem and specific products



CONNECT



OPTIMIZE



CONTROL



EXECUTE

LaLiga Tech is structured around a unique data-driven ecosystem

Capabilities

Understand your fans creating a single fan view (360°)

Perform data-driven marketing activations

Monetize customer Intelligence

Improve competition management, operational efficiency



Provide valuable insights to professionals & fans

Fight against digital piracy

Protect your brand's value

Harness the power of AI capabilities to take data-driven decisions

LaLiga Tech

The unique benefits of this model

The keys to our digital ecosystem

Accessible

Adapting to the needs of small, medium & large organisations



Scalable

Enabling clients to expand their technology footprint over time

Specialist

Products developed by and for sports

Products that co-exist and interact within the ecosystem

