

LaLiga teams up with Mondia group as its strategic, commercial partner

LaLiga has signed mobile technology company Mondia group as its technology and commercial partner for the creation of its first ever subscription-based mobile platform, LaLiga Xtra. The platform will be made available in the coming months to operator's customers in its Europe, Middle East and Africa regions.

LaLiga Xtra users will be able to choose daily, weekly or monthly packages and will find a multi-lingual platform content and experience for football fans. Subscribers can also play games such as quizzes with an opportunity to chat with LaLiga ambassador.

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