



Marseille, April 25th 2002

## **INFOCAST™** contributes to the creation of **YANKEE TV** The only football Supporter TV Channel in the World!

**INFOCAST™**, the 100% free broadband satellite Bouquet is proud to offer a new exclusive digital interactive television: **YANKEE TV**, the Olympique de Marseille supporters' TV channel.

Up until now, there has never been any football Supporter TV in the entire world! While only a couple of the biggest professional clubs could afford to create their own channel - like Marseille, Manchester United or the Real – the supporter community never thought they could play in the same media arena.

This is now a reality, thanks to the unsurpassed passion and professionalism of the Marseille Supporters, in particular the Yankees, who are celebrating for the occasion their fifteen anniversary. **YANKEE TV** will primarily focus on giving back the antenna to the football fans community, which indeed gives to the modern soccer its universal spectacle dimension. It will combine the fundamentals of a typical TV channel, in other words: The Daily News, Interviews, TV Reports, Event Coverages, Debates... However, the atmosphere and the comments will be rather different: the questions which hurt, **YANKEE TV** will ask them; the killing comments, **YANKEE TV** will make them.

One can forget the usual clichés on the Supporters that the media have shown us so far. **YANKEE TV** will really present from the inside the Supporters' life and their specific relation with the football and the players. **YANKEE TV** is obviously conducted by genuine TV professionals, and will be combining great tools including for instance virtual studios with multiple cameras.

**YANKEE TV** has been officially launched for the match of the year between Marseille and Paris. Moreover, the first News start up with an exclusive interview from Bernard TAPIE.

Leveraging on the platform operated by **INFOCAST™**, a new generation of TV is born. Like the original FM radios in the early 80's, this television is free: it overcomes the classical models and ideas, representing de facto a new audiovisual era.

And this is not the end of it. Through **INFOCAST™** and its instant European reach, one can easily foresee that other Supporters from Marseille and anywhere else, will follow **YANKEE TV** in this fantastic adventure. Michel TONINI, co-founder of the Yankees, stated in a recent interview given to a Journalist of the Olympique de Marseille official Web Site, that: « if other supporters come up with their own channels, it will give a different vision of the football fan, because from Marseille to Lens, and from Bordeaux to Metz, everybody has his own view of his region, his culture and his club. I would be disappointed if we happened to be the only one to do it”.

One thing is definitely sure: **YANKEE TV** on **INFOCAST™**, it is really hot stuff!

### ***About AT-SKY :***

Set up in January 2000, AT-SKY is a French company dedicated to the conception, commercialisation and operation of broadcasting infrastructures, processing and reception of multimedia data for PC through satellite or terrestrial delivery. Among the shareholders of AT-SKY are : TDF (Télédiffusion de France), Teamlog (French SMSI) and the Caisse d'Epargne (FCPI Innoveris).

Its products are overlapping several growing markets:

- the market of digital satellite and terrestrial reception.
- the market of broadband distribution.
- the market of digital recording for PC and DVD.

In November 2001, AT-SKY - in partnership with SES-ASTRA, World's leading satellite operator – launched the **INFOCAST™** service, the first free multimedia bouquet available all over Europe and North Africa.

**More information** is available on the following sites : [www.atsky.fr](http://www.atsky.fr) , and [www.infocast.fr](http://www.infocast.fr).

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**Images available** : @Sky Pilot, @Sky Network, Logo AT-SKY, Logo and packaging **INFOCAST™**.

### ***About the YANKEE :***

Set up in 1987, YANKEE is a famous Supporters' Club in Marseille. Combining more than 8,000 active members in 22 sections covering each region of France, as well as international branches in Belgium, Pacific Islands, and French speaking Africa, the YANKEE have built a leading position in the European supporter movement.

Conscious to be always trapped into caricatural clichés, a couple of members of the association who do have a genuine experience in the audiovisual industry, have decided to team-up to create the very first Supporter TV channel in the world. By doing so, they will now show the reality of their Passion.

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