



EPL TALK

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(Y)our Manifesto

You have in your hands, or on your monitor screen, the first copy of a refreshingly different magazine. How unique? Read on:

1. It's the only magazine **written exclusively for viewers of the English Premier League**. This means that the magazine editors focus articles on specific topics that you won't find elsewhere. For example, this issue features an editorial about what improvements Fox Soccer Channel need to make to better its programming. Plus, a fascinating feature article about why so many Americans are becoming avid viewers of the EPL.

 2. What's unique about this magazine is our "Click or Print" feature, **catering to how you experience the magazine**. You can print and read a hard copy of the magazine and enjoy it as a written publication. Or, you can read the magazine online and click on the numerous hyperlinks to experience the publication in a whole new way.

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Whether you're a veteran Premiership fan or someone new to the game, you'll find plenty of interesting information packed in each issue. Consider the magazine as the opposite of Sky Sports News. Rather than being flashy, full of rumors and oh-so predictable, EPL Talk Magazine gives you a thought-provoking look at the game, aiming to give you a deeper appreciation of the most popular league in the world.

To make the magazine a success, we need you just as much as you'll need us. Please share your feedback and/or ideas with us online by posting to the EPL Talk Magazine discussion forum from the homepage of EPLtalk.com. Or, you can e-mail me at thegaffer@eptalk.com. Here's to a fantastic remainder of the season for the beautiful game!

Cheers,
The Gaffer



Changing America

You've seen them on [Fox Football Friday](#). You've spotted them in the streets. And you've heard them on soccer radio shows. They're taking over America. But who are they? They're none other than the fastest growing trend in the Premiership. They're the millions of Americans who consider the English Premier League their sport of choice.

What's happening is nothing short of a revolution. American fans, brought up on a diet of football, baseball and basketball, are watching the English Premier League in droves. The main instigator, of course, is Fox Soccer Channel which is now in nearly 20 million North American homes.

But outside of Fox Soccer Channel, [Setanta Sports](#) and [Gol TV](#), the game is invisible in mainstream American conversation and media. So how does the world's most popular sports league flourish in a country where all the cards are stacked against it? We asked the experts for their opinion.

"Every World Cup that comes along ratches up the level of interest in the game [in North America]," says Bobby McMahon, the resident soccer expert on the Fox Sports Report. "I can only see the interest growing."

"The television money that came with the formation of the Premiership in the early nineties allowed clubs to go after good foreign players, which improved the standard of play," adds McMahon. "However it didn't take away from the qualities of the English game that had always made it entertaining. The speed of the game, a commitment (by most teams anyway) to attack, the physical nature of it and the atmosphere generated by the fans have all remained in tact. The rise of the Premiership also coincided with the USA hosting the 1994 World Cup and that was also important even though England didn't qualify. Manchester United's early dominance and their 'glamor factor' can't be underestimated either. Bottom line is that you have a very entertaining product with lots of international stars, an endless series of hirings, firings, transfers and assorted surprises combined with a very slick marketing plan. It is a mix that is hard to beat."

Phil Schoen, host of the weekly American Soccer TV show on GolTV concurs. "There is no league on earth that can match the combination of the energy and passion on the field and in the stands. Spanish soccer tends to be more attractive on the pitch, but the English game has the edge in the total package," says Schoen. "There's also the cultural heritage from England, and the fact that it can be a lot easier for many US soccer fans that only speak English to follow the sport easily on television and the Internet."



“I think the interest is mainly due to it being a very exciting league with big-name stars playing in venues that burst with energy,” says Jeff Rusnak, soccer writer for the South Florida Sun-Sentinel newspaper. “It’s a joy to hear English announcers describe the game with sort of cultured understanding American broadcasters seem incapable of.”

Graham Bell, co-host of the new soccer radio show, The 2 G’s, has an interesting observation. “Nearly every listener when asked will quote the fact that the game at 90 minutes means you can follow a team and not effectively lose half a day or an entire evening.”

Some readers may be surprised how many Americans are becoming passionate fans of the Premier League.

“We believe that 85-90% of our listeners are American, but some of those are ex-pats,” replied the three women responsible for The Treble Talk radio show (Jennifer Robertson, Diana Germano and Nicolle). Rusnak, meanwhile, estimates that 85% of his readers are American.

McMahon, meanwhile, estimates there’s a 50/50 split between ex-pats and Canadians/Americans – based on the e-mails he receives from readers of his weekly Fox Soccer Channel website column. Bell estimates 60% Americans, and 40% ex-pats.

All of this passionate interest in the English Premier League makes you wonder what type of impact it has on Major League Soccer in the States. Does it encourage new fans to seek out those games? Or do Americans see the difference in skill levels and stay away from the homegrown league? Time will tell. But we asked the soccer celebrities interviewed whether they agreed or disagreed that the EPL is more popular than the MLS in the US.

“I disagree,” says Rusnak. “MLS has teams playing in 12 American cities and the EPL doesn’t.”

“The MLS is so new, and the talent doesn’t yet compare,” says The Treble trio. “MLS has only been around 10 years, and it has very much been treated as the bastard child by American sports television. As soon as the Premiership found a home on FSC, it was treated with respect, and I think that attitude makes a difference in the way the sport is received by new viewers.”

“All I can say is that I have been in Canada for 27 years and I still miss the excitement of going regularly to a live game,” says McMahon. “Anyone who has a MLS team in their city is very lucky.”



Phil Schoen has the last word on the topic. “I think the growing number of MLS fans would lead me to disagree,” says Schoen. “You have to remember that MLS is drawing attendance equivalent to the NBA, NHL and college basketball – and television ratings are similar to the NHL and college sports other than football. That is quite an accomplishment for a league that is only ten years old. The passion might not be as deep yet, but in sheer numbers it is already impressive.”

Graham Bell is the co-host of [The 2 G's](#) radio show, which broadcasts Monday-Friday from Noon-1pm ET, on Sirius channel 122 and on the [Internet via streaming audio](#).

Bobby McMahon is the soccer analyst for [Fox Sports World Report](#) (which is shown every weeknight at 10pm ET on Fox Soccer Channel) and writes [a weekly column](#) for the Fox Soccer Channel web site.

Jeff Rusnak writes a [weekly soccer column](#) for the South Florida Sun-Sentinel newspaper.

Phil Schoen is the host of the weekly [American Soccer](#) TV show, which airs every Wednesday at 8pm ET on GoITV.

[The Treble](#) radio show airs weekly at 9pm ET via [streaming Internet radio](#).

Quick Link: For a fascinating insight into how popular the Premiership is worldwide, read [the following article](#) from The Observer newspaper in England.



Konami Scores Golden Goal with World Soccer Winning Eleven, version 9

Title: [World Soccer Winning Eleven 9](#)

Manufacturer: Konami

Available On Platforms: Xbox, Playstation 2, PC, and Sony PSP.

Price: \$49.99

Release Date: February 7, 2006.

If you were forced to make a decision between two lovers, both different in their own wonderful ways, which one would you choose?

It's a similar choice between the two best video games on the market – the World Soccer Winning Eleven and FIFA Soccer series. But how does the just-released Winning Eleven stand up against its previous versions and the competition?



Reviewing an advance copy of the game on the Xbox, World Soccer Winning Eleven 9 (WSE) does have some annoying features. If you're new to WSE, you'll laugh at the names of the teams, players and stadiums. Because the equally successful FIFA video game series has the exclusive rights to use the official names, WSE has to use creativity. For example, Wigan are known as Lancashire Athletic, West Brom are affectionately called West Midlands Stripes, Anfield is Red Cauldron, Everton is Merseyside Blue, and so on. However, the game does allow you to edit the names so you could conceivably update the names to reflect reality.

With WSE, your choices are practically unlimited. You can play exhibition matches against your friends or the computer. You can create a Master League and pretend to be a manager in charge of a team for a season. There's a penalty kick feature that you can play separately from the game if you just want to take some quick aggression out. The "Memorial Match" feature, meanwhile, is brilliant. You can use it each time you play your arch-enemy (be it friend, family member or colleague). This way, you can keep a running count on who has collectively won the most number of matches between the two of you.

During all of the matches, your commentators are Peter Brackley and Trevor Brooking. Many of you, the readers, may be unfamiliar with the pair, but they team up on BBC soccer coverage. You may hear them from time to time when Fox Soccer Channel broadcasts the FA Cup matches. Suffice to say, both Brooking and Brackley offer expert commentary during the matches. By the way, for those of you who are familiar with video games, this version of WSE is known as the hugely successful *Pro Evolution Soccer* series in the UK.

Konami's [World Soccer Winning Eleven](#) is undoubtedly the best game on the market. Without a doubt, the game features the best graphics and playability. When you think about it, all of the other features in this video game and others are irrelevant, but nice-to-have. What matters most is what's on the pitch, and in this game, the action is unmatched.

View From The Couch

On February 7th, Fox Soccer Channel will celebrate its one year anniversary. Since the transformation one year ago from Fox Sports World to Fox Soccer Channel, the cable channel has improved significantly becoming a much-see sports entertainment destination for millions of fans seven days a week.

That said, there's always room for improvement. Heck, even Chelsea could get better with a few tweaks, right?



So, what can Fox Soccer Channel do to improve their current offering?

1. Provide more quality programming from the UK. The Sky Sports News program is high on glitz, but under the surface, there isn't much quality content other than transfer rumors. Therefore, FSC needs to look beyond Sky Sports and seek out more soccer programming to complement its current offering.

2. Add a pre-match or half-time analysis (the current chit-chat from the FSC personalities before, during and after matches is so drab and predictable that it isn't even worth considering). The pre-match or half-time analysis wouldn't have to be direct feed from Sky Sports. Instead, pundits in America such as **Ray Hudson, Steven Cohen** or **Bobby McMahon** could do a fine job on camera with their opinionated views that would add color and perspective to the beautiful game.

3. Revamp Fox Soccer Channel's new Super Saturday Plus show so it's live instead of a recap or highlights program as it is now. This means it would need to move from the 2:30pm to 10am ET timeslot and would need to update viewers on the latest live scores, except for the pay-per-view match they usually have available at that time.

For a glimpse of what Fox Soccer Channel could look like in the next six months, marvel at the three best shows on their channel: *The EPL Preview Show*, *EPL Review Show*, and *FA Cup Preview Show*.

Both EPL shows feature slick productions and offer more insight into the Premiership than half a dozen Sky Sports News episodes put together. And, during FA Cup season, the FA Cup Preview Show does a fantastic job of capturing the excitement and passion of one of the greatest tournaments in the world.

Inside The Box: Your Source for Soccer Coverage News in the U.S.

Good news for those of you who like quality soccer coverage. According to *The Guardian* newspaper, the BBC "appears to be in pole position to retain its rights to the FA Cup after a glowing vote of confidence from the Football Association's chief executive." This means that Fox Soccer Channel will be broadcasting FA Cup coverage and the FA Cup Review Show from the BBC instead of Sky Sports. The FA's existing four-year deal with the BBC expires in June 2008.



In the United Kingdom, Sky Sports will launch high definition (HDTV) of English Premier League matches in the next few months according to sources. No word yet from Fox Soccer Channel whether they'll offer HDTV versions of EPL matches in North America.

In related news, all 64 matches of this summer's World Cup will be covered in HDTV digital format. The matches will be broadcast in true widescreen format (16:9), allowing you to see a wider viewing angle to see more of the pitch at once. To watch the World Cup in HDTV, you'll need to get a HD-ready TV, a digital receiver than can process high-definition signals, and you'll need to contact your cable or satellite provider to sign up for a HD package.

Sky Sports' monopoly of broadcasting live Premiership matches has come to an end. The broadcaster has had exclusive rights to show EPL matches since the league began in 1992. Now, after pressure from the European Commission, the forthcoming auction of rights for the 2007-2010 seasons will see Sky Sports allowing other broadcasters to show live coverage, possibly the BBC, Setanta, ITV, NTL, Channel 4 and others. Sky, however, will still remain the dominant broadcaster. The repercussions this would have on Fox Soccer Channel viewers are, at the moment, unknown. The Premiership's current deal with BSKyB is worth \$602 million a year. Interestingly, Fox Soccer Channel's parent company, News Corp., owns BSKyB (the operating company of Sky Sports).

The executive responsible for launching Fox Sports World, now known as Fox Soccer Channel, has been named the new chief executive of Setanta Sports North America. Simon Green will oversee the Setanta Sports TV network that launched in April 2005. Setanta will undoubtedly hope that Green can reproduce his success with Fox Sports World and make Setanta Sports US into a household name. Setanta Sports is currently available on DirectTV. Setanta's programming includes the Scottish Premier League, Carling Cup, the Championship and Champion's League.

5 Things You Should Know About Aston Villa

1. The Villans are the oldest of the 20 current Premiership clubs, founded in 1874.

2. In 1982, [Aston Villa defeated Bayern Munich](#) to win the European Cup, the predecessor of the Champions League.

3. [Villa Park](#) is built on the site of the [Aston Lower Grounds](#), a Victorian-age amusement park.



4. Aston Villa was the first club to do the double, winning the League and FA Cup in 1896/7.
5. When Villa won the Football League title in 1981, manager [Ron Saunders](#) used only 14 players all season.

For more history about Aston Villa and other Premiership sides, visit www.EPLtalk.com, scroll down to the 'My Team' section and mouseover a team name and then click on the 'Club History' link.

Behind The Scenes: Clubs Upgrade To Modern Game

Eleven out of the 20 Premiership managers use it. And some of them swear by it. It's the latest form of technology, which is an integral part of the modern game in the Premier League and its name is ProZone.

ProZone tracks the movements of every player in Premiership games, using a network of 12 cameras at each stadium. The data is processed to provide managers with a detailed statistical analysis of their team's performance.

[ProZone](#) is a sophisticated computer software program that tracks the movements of every player in Premiership games by using 12 cameras positioned at each stadium. The data from the cameras is processed, which provides managers with a statistical analysis of their team's performance.

Not only can managers uncover globs of valuable data about their team. But they also have a huge advantage by reviewing the data for their upcoming opponents.

And it's not only teams that can benefit from ProZone. Individual players can also. For example, out-of-form striker [Mikael Forssell](#). He's been analyzing all aspects of his game thanks to ProZone.

The first team, that's still in the Premiership, who take advantage of the ProZone technology was Manchester United, who were using the software as early as 2000 (the year they won the Treble).

ProZone allows managers to view the data in three major ways:

1. Allowing the manager to show how his team used the ball during the match – number of completed passes, bad passes, amount of possession, etc.



2. Managers can view all 22 players from an overhead view, tracking movement of the players, the ball and what areas of the pitch are used during matches.
3. It provides every conceivable piece of data on players, such as the players' average speed during games, and distances covered.

But how effective is ProZone? According to [their web site](#), they tout that teams who use their software have improved an average of five points per season. Of course, there are so many other variables that can affect a team's performance over the course of a season, so it's still difficult to quantify ProZone's success.

But how do managers, who don't use ProZone, achieve success through other methods? Liverpool's manager, Rafa Benitez, is a perfect case study. The Spaniard owes much of his success to the hours of videos that he watches around the clock. "He tries to locate weaknesses in their play," said Liverpool defender [Stephen Warnock](#). "He knows them inside out, every position, so we know what we're going at every time we go out there. Every team has a weakness. A lot of the improvement has been down to the manager learning more about our opponents in the Premiership than he did last year."

That said, if ProZone can help give a manager a unique glimpse of his team's performance that neither he nor television footage can reveal, there's no doubt that ProZone has a place in the modern game.

ProZone's Premiership clients:

Wigan, Man United, West Ham, Birmingham City, Middlesbrough, Arsenal, Bolton, Everton, Chelsea, Blackburn, and Charlton.

Trip Down Memory Lane

Picture the scene. It's a Saturday afternoon in England. There's three hours to go before the 3pm kickoff when all of the First Division matches kick-off. You're at home with you mates getting ready to watch BBC's [Football Focus](#), the weekly TV soccer show. And [Jimmy Hill's Match Of The Day](#) highlights show seems like days away.

For many Brits, and current expats, this was a weekly ritual in the late 70s and early 80s. Surprisingly, then there was rarely any soccer coverage on TV during the weekdays. Instead, fans either had to go to the



games, read the daily tabloids or wait until the weekends to catch up on the news they were craving. There was no Sky Sports, no Internet but there was much more agonizing tension building up to the games each week. Imagine a week-long foreplay before the crescendo was reached each weekend.

In the late 70s and early 80s, there was an unusual mixture of teams in the top division, then known as Division One. In addition to the glamour teams that still remain at the top such as Manchester United, Liverpool, Arsenal and Spurs, the late 70s and early 80s saw teams challenging for the top spot such as Ipswich Town, Swansea City, Luton Town, Notts County, Wolverhampton Wanderers, Coventry City, Derby County, Bristol City, Brighton and Hove Albion, and Stoke City.

In the 1979/80 season, modern teams such as Wigan were far from the top. Wigan and Portsmouth were in the old Fourth Division. Blackburn Rovers were in Division Three. And Charlton, Fulham, Newcastle, West Ham, Birmingham, Sunderland and Chelsea were in Division Two, while Liverpool was on fire at the top of Division One.

How times have changed. Rather than dwell on how things are now, which all us already know, here's a brief trip down memory lane to recapture those sights, sounds and smells of how the game used to be:

- Remember the [Grandstand theme song](#) from the BBC?
- How about the [Match of the Day theme](#), the highlight of our Saturday nights?
- Or, old [images of the football classified results](#) being displayed on the BBC?

Share your trips down memory lane stories by e-mailing thegaffer@eptalk.com. The best stories will be published in the next issue of EPL Talk Magazine.



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If you enjoy EPL Talk Magazine, the editors want to reward you just for telling people about the publication.

Tell your friends, colleagues or complete strangers about the magazine, and we'll reward you for your help by making you eligible to win Premiership loot such as video games, soccer videos, T-shirts, and more. Here's how it works:

Just e-mail buzz@EPLtalk.com to enroll in the program for free. In the e-mail, include your name, mailing address and phone number (so we can you send the items when you qualify for them). The Gaffer will then send you a PDF with complete details.

Then, all you have to do is tell your network about the EPL Talk Magazine (and/or EPLtalk.com) and then e-mail us every time you do this (and send us a little more detail about how and who you buzzed). We'll reward you with points each time you buzz someone (the better the buzz, the more points you'll receive).

You'll then be able to earn points and exchange them for soccer items, postage-paid.

Here's a great way to be rewarded for telling soccer fans about a magazine and web site that you enjoy. E-mail buzz@EPLtalk.com today for more details. You'll be glad you did.



A Saturday In The Life Of A Fox Soccer Channel Viewer

7:15 am ET – Awake to the sound of my alarm. Wipe the sand from my eyes, put on my football shirt and my Adidas sweatpants, and meander downstairs.

7:30 am – Switch on the TV, turn on Fox Soccer Channel, and sink back in the chair. Pity the fans on the west coast where it's now 4:30am.

7:35 am – During the commercials and opening segment, I boot up my computer and log on to www.EPLtalk.com to check on the latest news of the day (from the live BBC Sports News feed)

7:45 am – The match kicks off and, thank god, FSC switches from their announcers to the commentator. Hearing the voice of Martin Tyler sends a chill down my spine.

7:46 am – While the match begins with a scrappy start, I head over to the Chat page at EPL Talk, enter my nickname and begin chatting in real-time with the other die-hard fans who are online. We exchange niceities and then begin to comment, in real-time, on the tactics and formation we see on the big screen.

7:55 am – With one eye on the big screen, and the other one on the computer monitor, the first shot of the match skims past the left post. The cameras show a close-up of the fans in the ground. If only I was there in that person's place. I'd be more into this game. I look at their faces and chuckle inside at the abuse they're screaming at the opposing goalkeeper who picks up the ball from beside the advertising boards...

And so Saturday begins, which – for most Premiership fans – is the best day of the week. Ahh, aren't weekends beautiful?!

Depending on whether you're a die-hard EPL fan or a casual viewer, the EPL Talk web site has different features to entice you. If you haven't had an opportunity to visit the site, here are just two of the many ways EPL Talk is different:

1. If you're a die-hard, the chat feature allows you to talk back and forth with other Premiership fans from around the world as the game plays in real time. Share comments on the formation, the near misses,



and anything you want. It's the perfect way to communicate with fellow Premiership fans 24/7.

2. EPL Talk is your one-stop-shop for everything you need. News, schedules, live results, live league table, links to your favorite team, [place bets on matches](#) plus you can [buy home, away and third shirts for every EPL team](#).
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Extra Time

WEBSITE OF THE QUARTER

Nike and Adidas are definitely the fashionable threads of soccer players and fans worldwide, but – surprisingly – the site that receives the ‘Web site of the Quarter’ honor in this debut issue is Umbro. Yes, [umbro.com](#). Back in the 70s and 80s when companies like Umbro and Admiral ruled the roost, Umbro’s kits were simplistic but trendy. Now the only Premiership team to sport Umbro is Everton.

However, visit [www.umbro.com](#) and prepare to be amazed by an opening video entitled “One Love.” Check out the opening video soon before it’s replaced by something else. You’ll definitely be floored.

DID YOU KNOW?

Michael Owen says he relaxes before England games by watching the BBC TV series “[The Office](#)” on his laptop.

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If you enjoyed the debut issue of EPL Talk Magazine, be sure you’re subscribed so you’ll be notified when the next issue become available. Just go to [www.EPLtalk.com](#), click on the “Magazine” link and subscribe today.

PREVIEW OF NEXT ISSUE

World Cup preview with a unique Premiership twist, farewell to Highbury, step-by-step guide to download the best retro soccer video games, and much more.

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- [eplleague.blogspot.com](#)
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- [eptalk.wordpress.com](#)
- [www.myspace.com/epltalk](#)



About The Magazine

In 2005, I had a revelation. All across America and around the world, there are millions of soccer fans who watch the English Premier League on TV. But, for the most part, they feel isolated – including you. Let me explain.

The Story Up Until Now

Fifteen years ago, before the Internet existed as we know it today, there were only four ways to follow UK soccer from America.

- One, you could buy a shortwave radio from Radio Shack.
- Two, you could phone your friends or family members in the UK to find out the results.
- Three, you could wait for the Sunday editions of the British newspapers to be imported from England.
- Or four, if you were lucky, you were able to find the English League Soccer highlights show recapping the previous week's action. This was broadcasted in the wee hours of the morning on the SportsChannel America cable station.

Listening to the BBC World Service on your shortwave radio, you were lucky to get 45 minutes of second half coverage and the full-time classified results on Saturdays. But, for many, the audio quality was poor. It was a fine science to get a good reception depending on where you lived in the country and if you lived in the city.

In the late 80s and early 90s, before the Premier League was created in 1992, the average rate for a phone call to the UK was a dollar a minute! As you can imagine, that was too cost prohibitive to “phone home” on a very regular basis.

And as for those Sunday tabloids with the back pages filled with glorious news and images, the shame was that it sometimes took anywhere from 3 to 5 days before the imported, and heavily price inflated, copies arrived in select newsagents across America.

Zoom forward to 1994 when the World Cup was hosted by the U.S. for the first time. Although not apparent at first, the Cup would have long lasting effects on the game in America.

Around this time, Irish company Setanta won the rights to broadcast the EPL in the US. Hundreds of



British pubs across America hooked up satellite dishes and began broadcasting the live matches in pubs on Saturday mornings. Soccer fans paid a \$10-\$20 cover charge just to watch a match.

Then in 1997, Fox Sports World was born. For many soccer fans in America, especially those not in the major metropolitan cities, it seemed to take years before the channel was available to them via DIRECTV and your cable company. By 2003-2004, most U.S. homes were living the dream. Live English Premier League matches in their homes. No cover charge. No crackling radio. No waiting days for highlights or imported British tabloids.

With the advent of the Internet, the success of both the English Premier League and Fox Sports World catapulted. Armed with an unlimited access to news on the Web, soccer fans were able to consume the Premiership in large quantities, which made the matches broadcasted on Fox Soccer Channel even more important.

On Superbowl Sunday, 2005, Fox Sports World was re-branded Fox Soccer Channel and the rest is history.

Or so we thought.

Even with tens of hours of EPL coverage each week, there's still a lot of major things missing:

1. Community
2. The Live Experience
3. One Stop Shop

Community

For those of you who experience watching some of the EPL matches in British pubs in the States, you know that it can be a fantastic way to meet new friends and sing along in a sometimes electric atmosphere.

But for a lot of EPL fans, many of them have decided to stay home to watch the matches. Or, many of them have no British pubs in their area that broadcast the matches.

What's missing in America is the connection of people watching the beautiful game. In the States, there



are no water cooler conversations at work about the last minute Man United goal. Plus, if you don't visit a British pub and you have few or no mates that watch the EPL, you're on your own.

One of the best things about the EPL Talk Magazine, and web site, is that it connects people together who share the same passion. It speaks directly to you.

The Live Experience

If you're watching the Premiership on Fox Soccer Channel, you're experiencing a quasi-live version of the game. The 7:30am ET kick-off is live. But at 10am ET, everything goes wrong. From 10am-Noon, the majority of matches are played in all divisions in the UK, including the Premiership.

Fox Soccer Channel usually offers a 10am pay-per-view option, but who can afford to pay this each week on top of your monthly cable or satellite bill?

At Noon, we're back to normal when the 12:15pm ET match is shown live, followed by Super Saturday Plus. The latter show brings everyone up to speed on the matches played earlier in the day, showing highlights of some of the EPL matches and the results of all of the games played.

But what about those die-hard fans who want to follow the thrill of the matches that kick-off at 10am? That's where the EPL Talk web site comes in. The site features links to live commentary on the internet, so you can capture the excitement in real-time as each goal goes into the net. The site offers a live chat feature allowing fans to talk to each other, adding to the excitement of the whole experience.

Combining the power of the Internet and Fox Soccer Channel, fans are able to combine all of the latest advances in technology to heighten the soccer watching experience. Watch a game on FSC, chat at the same time to other EPL fans, and tune into Internet radio commentaries for a different perspective.

We now can experience the best of the EPL in our living rooms.

One Stop Shop

Rather than visit six different sites to find all of the team news you're looking for, EPL Talk gathers it all into one home page.



Under the 'My Team' section of the home page, the section features links to the:

- Official team pages for each of the 20 clubs
- Best unofficial sites of those same clubs
- Places to buy home, away and third shirts for each team (when available), and
- Betting sites to place a wager on as many matches as you like.

Of course, the EPL Talk homepage also features a live news feed from the BBC, links to all of the Internet radio commentaries and shows, schedules of the upcoming matches on TV, a live league table that's updated in real-time, live results from each game and much more. (And that's just the home page of the site).

What Now?

It starts with this debut issue. You can help by forwarding the magazine to your soccer friends and spreading the word.

Between now and this summer's World Cup, expect the interest level in soccer and the English Premier League to reach a crescendo. We'll be here all along the way, keeping you connected to the drama, passion and goals.

It's going to be a glorious year!

About The Editor

In 1984, The Gaffer moved from the UK to Florida and has been tolerating the heat here ever since. Prior to EPL Talk, The Gaffer worked as journalist, PR account executive and interactive marketing guru for several agencies representing Fortune 500 clients.

