

Video interview with Steve Smith of the AFL

Sunday, 24 August 2008

You've probably already read our article of the talk we had with Steve Smith, AFL Director of International Development. After our meeting Sebastian Sendlak from US-Sports.TV held an interview with Mr. Smith for his website. We talked to Sebastian about this and we requested if he could add English subtitles for our now German visitors which he has been kind enough to include.

The interview is in three parts and they can be found below.

{tab=Part one}

{tab=Part two}

{tab=Part three}

{tab=Interview transcript}

Welcome to a US-Sports.TV Special.

We are in Boppard at the NFL Europe Fan Meeting. During the offseason of the NFL Europa, fans are gathering here.

Fans want to see football again and the Arena Football League is really interested to bring football back to Europe.

Our special guest today, Stephen C. Smith from the AFL, worked for the NFL Europe for many years. With his experience he wants to bring football back to Europe.

Sebastian Sendlak: Welcome Stephen! What are your first impressions of Germany with the new partner and arena's?

Stephen C. Smith: The interest for our product is really big. During the last few days we were in Dusseldorf, Hamburg and Mannheim for the Frankfurt area. Everyone, cities, arena owners and future sponsors are impressed with our plans.

So bottom line we have to say that our first impressions are really good.

I am not here for the first time, but my colleagues are also impressed of the interest of our future partners.

SS: Is your plan an own league like the NFL Europa or a division which is part of the AFL?

SCS: We want a European division fully integrated in the AFL so teams in Europe will also play against teams in the USA and the other way around.

TBC.

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