



Press release

## **PROSODIE Iberica and the interactive service agency Arroba are part of the new football reality show 'CRACKSTV'**

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**Madrid, 11 March 2010: The two companies will provide the technical know-how for this unique and massive-scale initiative.**

'CRACKSTV' is the first global-scale reality web programme. The aim is to organise international castings to find the football stars of the future, and then offer them theoretical and practical training while promoting the values of team work.

This concept is the brainchild of Miguel Menéndez, founder of the MONOFILMS Production Company and director of Crackstv. He has entrusted the technological development and technical support side of the project to PROSODIE and ARROBA. Sporting heroes Zinedine Zidane and Enzo Francescoli will be the patrons of this first edition of CRACKS.

It is a massive-scale project, since [www.crackstv.com](http://www.crackstv.com) will organise castings in several cities in Spain, South America and Asia, all of which are to be presented in detail on the website. Candidates can also participate in the online casting by publishing their own videos on the site, a bit like a covering letter or CV, in the hope of being spotted.

Fifty players will finally be chosen, and only 17 of them will get to go to the Football Academy in Madrid. At the end of the 6 weeks of intensive training and team work, one of the players will join the squad of a Spanish league football club.

PROSODIE is in charge of the whole technical infrastructure of this project, which means 24/7 hosting, monitoring and operating management to ensure that the website functions without a hitch for the duration of the 'Football Cracks' programme.

ARROBA, with its solid experience in launching new content formats on the Internet, has been chosen to develop the audiovisual platform that will transmit the content and to create the global social media strategy.

### **About PROSODIE**

*As a service operator offering IT and telecoms expertise, Prosodie designs and hosts multi-channel online services for remote access to information and interactive data exchanges. With many major companies benefiting from Prosodie's services, the company works in the fields of multi-channel customer relations, facilities management for critical and sensitive systems and applications, IP telephony and prepayment systems and other services for telecoms operators. With offices in France and Spain, the group achieved turnover in 2009 of €174.2 million, and had 863 employees at 31 December 2009. In October 2009, PROSODIE maintained its AFAQ ISO 9001 certification to cover all of its activities throughout France.*

[www.prosodie.com](http://www.prosodie.com)

**About ARROBA**

*An interactive service agency founded in 1995 with 100% Spanish capital.*

*It is focusing the development of its services on the field of creating digital strategies for clients in the private and public sector. Development of social media marketing strategy, referencing optimisation, Pay per Click, webtv platforms, online notoriety management, visibility campaigns in the blogosphere. Development of loyalty and e-commerce platforms, online identity, media planning, community management, brand management, online press, blogging, blogmarketing and brand stimulation in the 2.0 environment. Some of Arroba's prestigious clients: Sony, Google, Alfa Romeo, Microsoft, Acer, Telecinco, BBVA, Telefonica, eBay, Grupo Santander.*

[www.arroba.com](http://www.arroba.com)

**Press contacts****PROSODIE**

André Saint-Mleux

Tél. : +33 1 46 84 11 64

E-mail : [asaintmleux@prosodie.com](mailto:asaintmleux@prosodie.com)

**3d Communication**

Dora Delaporte

Tél. : +33 1 46 05 87 87

E-mail : [ddelaporte@3dcommunication.fr](mailto:ddelaporte@3dcommunication.fr)

