

ASTEC, Paris

"ASTEC was founded in 1983 and is today one of the most interesting promoters of french local cable television.

ASTEC strategy is to become the only one in the network development and programming field that enables local network operators to harmonize their cultural ambitions with an economic successfully strategy.

To do so, ASTEC INTERNATIONAL was founded. Working together with similar partners in southern Europe, in Benelux, England and German speaking countries issues of common interest can now be pushed forward much more effectively and by this joint effort the richness of the diversity of each project and each country can be strengthened as a positive element.

All the barriers still existing between the European countries, not only language wise but also in the fields of economics, cultural and social affairs, are considered not just as a barrier of development but as indicators to enrich european strategies in telecommunication and programming.

Therefore an informal but powerful network like ASTEC International had to be founded. Recent activities in each of the countries, where members of ASTEC International are involved are clearly indicating the success of this strategy."