



## Robbie Lyle

**BUSINESS LEADER · SPORTS PERSONALITY · TEDX SPEAKER**

Founder and CEO of Global Fan Network, Businessman, Entrepreneur, and Media Personality

Robbie is perhaps best known for being the face of AFTV (previously known as Arsenal Fan TV), which is just one of many Global Fan Network channels that also includes DR Sports, a channel that takes on the issues of the day in a multitude of global sports such as Boxing and Formula 1.

### Robbie Lyle's 2026 Biography

#### Robbie Lyle: Champion of Fan-Driven Sports Media

Robbie Lyle is a pioneering media entrepreneur, acclaimed for reshaping the sports broadcasting landscape through fan-first platforms that deliver authentic, community-driven commentary. As Founder and CEO of the Global Fan Network—home to flagship channels including AFTV (formerly Arsenal Fan TV) and DR Sports, Robbie has established new benchmarks for engagement and inclusivity in sports dialogue.

#### Building Engagement, Tackling Industry Challenges

Robbie's story demonstrates how passionate leadership and digital innovation can challenge mainstream narratives, driving meaningful change for fans and the wider industry. His unique approach wrests control of pre- and post-match conversation from broadcasters, putting real voices front and centre. This strategy helps organisations address major business challenges, including:

- Navigating media disruption in a digital-first age
- Building resilient fan communities that drive loyalty and advocacy
- Tackling issues of inclusion and representation in sport
- Responding to shifting commercial pressures and changing audience expectations.

A sought-after keynote speaker and regular media contributor, Robbie has featured on the BBC, ITV, Talksport, and Channel 4. His widely praised Channel 4 show, "Real Football Fan Show," and the ITV documentary, "Under Their Skin," highlight his commitment to tackling complex topics such as racism and the lived experiences of black supporters in the UK sports ecosystem.

Robbie regularly delivers impactful talks and workshops at institutions including TEDx Warwick, Oxford Union, Westminster School, and Bristol University, inspiring new generations of leaders and changemakers.

#### AVAILABLE FOR

- Speaking

#### LANGUAGES: English

Robbie's expertise is recognised by top brands and academic venues. He brings fresh insight into building digital communities, harnessing influencer dynamics, and leveraging the power of authentic storytelling to connect with audiences worldwide.

### **About Robbie Lyle**

Robbie has single-handedly built Global Fan Network from scratch. His approach has been to build his channels 'socially', in the truest sense of the word. He has always described, and delivered, his channels as being fan-first. His approach, he says, was to take ownership of the pre and post-match conversation from broadcasters, with views from genuine, passionate fans.

Robbie is one of the most prominent black voices in UK sports media and is one of the only black personalities to own a successful media company in UK sport.

Robbie has frequently appeared on BBC, ITV and Talksport. In 2018, Robbie produced the fan popular 'Real Football Fan Show' for Channel 4, and in March 2020 he hosted and narrated the ITV documentary 'Under Their Skin' which focused on racism in football, and the experiences of black football supporters in the UK.

Robbie is also extremely active in his community. He delivers insightful talks at educational institutions, such as TedX talks at Warwick University and presentations at Westminster school, Bristol University, Eton and the Oxford Union.

### **Robbie Lyle's Videos**

