

ntl:broadcast

Media Release

Date: 10 March 2004

NTL provides studio facilities for new Sky channel

- **NTL's Broadcast Media Centre at Feltham hosts live Sky interactive entertainment channel**
- **three-year multi-million pound contract for studio and office facilities**
- **virtual sets and interactive features in state-of-the-art production**

NTL Broadcast has won a three-year multi-million pound contract from British Sky Broadcasting for studio and office facilities at the company's Broadcast Media Centre in west London. Studio 1 at the BMC will be home to the new interactive channel Sky Vegas Live, broadcasting from 6 pm to 2 am every day, featuring virtual horseracing and a range of programming based on Sky's 24/7 iTV gambling service Sky Bet Vegas. Viewers will be able to place bets via their remote control units on a range of number draws taking place live on-air.

Pete Ward, Executive Producer, Sky Vegas Live said: "We're delighted to be producing a complete new channel at NTL Broadcast's studios. The technical facilities there are just what we need for an innovative venture like this and NTL is able to offer a very competitive package which includes studio, technical support and production offices as well as fibre connectivity on their own network – a great one-stop-shop for us and NTL has pulled out all the stops."

Simon Thrush, head of NTL Broadcast's satellite and playout business, added: "This is very much the sort of channel that Studio 1 was built for - live broadcasting using the very latest in virtual-reality systems. We've no doubt that Sky will push the technology to new heights and this will be a real showcase for our capabilities. NTL will provide production facilities and technical support while Sky will provide the production crew."

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More on NTL Broadcast:

- The Broadcast division of NTL has a 48-year history in transmission and has helped pioneer the technologies of the digital age.
- 22 million UK homes receive ITV, Channel 4 and Five via NTL's national broadcast transmitter networks. NTL Broadcast also provides transmission for most UK independent radio stations, both analogue and digital.
- NTL provides end-to-end media solutions to the broadcast industry across terrestrial, cable and satellite platforms. This includes satellite uplinking, satellite newsgathering, outside broadcast facilities, programme presentation, play-out and distribution.
- With a portfolio of over 2300 radio sites across the UK, NTL's Wireless Solutions group specialises in shared mobile and cellular network infrastructure, from conventional masts and towers, urban and in-building solutions to access circuits, managed back-haul and core network provision.
- NTL's Public Safety group provides a full range of support services to the UK police, fire, ambulance and other emergency services including design and installation of integrated telecommunications systems, radio system maintenance and fully managed services.
- NTL is assisting other countries with new broadcast systems and the introduction of digital services. Operations are already established in south-east Asia.
- Further information can be found at www.ntlbroadcast.com

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