



## Media Release

Date: 18 May 2004

**The Broadcast Production Show 2004 – Stand 365**

### **Top clubs score with new revenues from ntl live football beam-backs**

- **ntl provides beam-back broadcast solution for football clubs**
- **One-stop solution delivers all facilities for supporters to enjoy 'not-to-be-missed' away games live - even if they can't get to the match**
- **Premiership clubs already benefiting from the service**

ntl's broadcast division has launched a packaged service that allows football clubs to beam back key away games live to their home football stadiums. Until now, dedicated fans who can't get hold of away tickets – or are unable to travel to crunch matches – normally have to listen to the radio to keep up with the latest on-field events. ntl's new service, which has already been used by top Premiership clubs Chelsea, Newcastle and Middlesbrough, means that live pictures can now be delivered back to big screens at the home stadium, ensuring supporters don't miss out on those all-important top-of-the-table clashes and end-of-season relegation battles.

Fans can watch the game in the atmospheric setting of their home ground, alongside fellow diehards. Beaming back live away football matches to home grounds also allows football clubs to generate additional revenues to plough back into the club. ntl's service provides a one-stop-shop for all the facilities a football club needs to transmit the live event, including outside broadcast trucks, cameras, production crews, uplink truck, satellite space, downlink, large screen and multiple screens and PA systems.

ntl's head of ad-hoc services, Andy Tweedley, commented: "There's already been good demand for beam-backs – and football clubs are seeing this as a great way to engage loyal fans who can't make it to sold-out away games. High-quality live action within the environment of the home ground brings even more top football to the local community and allows the clubs to generate new revenues. We've successfully worked with Premiership teams such as Chelsea, Middlesbrough and Newcastle FC and we are looking forward to another exciting season in 2004/5."

**14 May 2004**

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Graham Fordy, Head of Commercial at Middlesbrough Football Club, commented: "Offering beam-backs is a great service for our fans. It's a long way from the Riverside Stadium to St. Mary's or Fratton Park on the south coast for example, and that makes it difficult even for some of our most loyal supporters to travel – particularly for a mid-week game. Also when we have sold our full allocation for popular away fixtures a beam-back allows additional fans the opportunity of seeing the game. The service provided by ntl allows the action and atmosphere to be viewed from the comfort of our executive facilities."

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**More on ntl's Broadcast division:**

- 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 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.
- Further information can be found at [www.ntlbroadcast.com](http://www.ntlbroadcast.com)

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