



Media Release

Date: 24 June 2004

ntl Broadcast secures scarce Eurobird capacity

- **ntl takes own transponder on direct-to-home satellite at 28.5°E**
- **reacting to on-going market demand**
- **enabling true end-to-end bundled services for new channels**

ntl's Broadcast division has secured a transponder lease on the Eurobird 1 satellite located at the popular 28.5°E slot, enabling the company to offer competitive end-to-end services to new channel entrants on the Sky Digital platform. Recent ntl research shows that the growth in new digital TV channels is set to continue during a period of shortage in satellite capacity on both Astra and Eurobird.

Simon Thrush, head of satellite & playout at ntl explains: "The imminent shortage of direct-to-home satellite capacity is going to change the market for channels aspiring to launch on Sky Digital in the short to medium term. New channels may find it more difficult to get satellite capacity and it'll be increasingly attractive to take bundled services which include playout, uplinking and space segment. At ntl we can now offer a truly end-to-end satellite service from studio to home. Using Eurobird we can tailor a solution to support a channel's exact requirements."

ntl already operates shared multiplexes on Transponders 13, 18, 22 and 37 on Astra 2A, and Transponder 17 on Astra 2B.

In total ntl currently provides full-time transmission for around 160 TV channels, increasingly adding playout and other services from its Broadcast Media Centre at Feltham in west London. The £25-million expandable facility has studios with virtual sets, post production, digital content management, server-based playout, office accommodation and fibre connectivity to ntl's three satellite teleports.

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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

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