



Media Release

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ntl unveils channel launch package for satellite broadcasters

- **In-house customer research reveals demand for integrated solution**
- **Complete end-to-end service package for new and existing broadcasters**
- **Includes office space, studios, transmission services, satellite space and technical support**

IBC, Amsterdam (Stand 1.259): ntl's Broadcast division has today announced the launch of a special package of facilities for broadcasters wishing to get a new channel on the Sky digital direct-to-home platform. Designed to assist a channel launch team right from the initial planning stage, ntl developed the package after its own customer research showed demand for an integrated business and technical service solution. Aimed primarily at those approaching television as a new revenue channel, the end-to-end service package was created after ntl secured a long-term transponder lease on the Eurobird 1 satellite.

ntl's £25m Broadcast Media Centre at Feltham, West London, functions as a 'one-stop-shop' for all of a new channel's needs. From office space with built-in communications infrastructure for administration or a headquarters, the facility extends through to studio facilities, post-production and playout. In-house fibre connects ntl's teleports for uplinking and inclusive space segment for distribution to the Sky digital DTH platform. ntl can also work with a broadcaster to incorporate interactivity needs, conditional access insertion and EPG data integration as well as ad-hoc satellite/SNG facilities for external events, inclusive of satellite space and distribution, should these be required at any stage.

Explaining the move, Simon Thrush, head of satellites and playout at ntl's Broadcast division, said: "While individual services will still be available on a pick-and-mix basis, our annual customer survey showed that new broadcasters want technical advice and support from the very start of their planning, but that they do not want to deal with three or four different suppliers. With our long experience in broadcast transmission, we're able to assist with all five major stages of getting a channel on-air. For the new generation of broadcasters

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it's not just about price; working with ntl provides many additional benefits that smooth the path for would-be channel owners.”

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More on ntl's Broadcast division:

- The Broadcast division of ntl has a 49-year history in transmission and has helped pioneer the technologies of the digital age.
- 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.
- 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.
- 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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