

ntl:broadcast

Media Release

Date: 26 January 2005

NTL Broadcast makes the sale for new shopping channel

- **Direct-to-home satellite transmission for OneTV**
- **Fibre connectivity, multiplexing, uplinking and space segment**
- **Flexible channel package to ease the way for new entrant**

NTL Broadcast has today announced it has secured a five-year contract with new shopping channel OneTV, to provide the company with transmission services. OneTV, which launched on January 17, selected NTL Broadcast to provide fibre backhaul from the channel's Colchester studio into NTL's London compression hub, then uplinking and space segment on NTL Broadcast's dedicated Eurobird transponder.

OneTV is differentiated from its rivals by featuring only one special product per day, allowing the viewer to choose when he or she watches the details of the daily offer. OneTV's mixture of live and pre-recorded programming features well-known ex-QVC and Ideal World presenters Paul Price and Paul Lavers. In a flexible arrangement, NTL Broadcast is also providing playout from its Broadcast Media Centre in Feltham until the channel's own studios come online.

OneTV Chairman Graham Avery commented: "NTL Broadcast has been absolutely fantastic from the outset, providing advice and consultancy that went way beyond the call of duty from day one. The team is calm, professional and knowledgeable, and, in the context of other players in the market, very competitive."

Simon Thrush, head of satellite and playout at NTL Broadcast, added: "OneTV is an interesting concept, and an ambitious young company. We are in the market to provide assistance to new and established broadcasters alike, but – as with OneTV – if the provision of our technical knowledge and extensive experience can smooth the path of a channel launch, this ensures that the channel can be broadcasting and generating revenues as swiftly as possible."

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More on NTL Broadcast:

- NTL Broadcast has a 50-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 Broadcast's national broadcast transmitter networks. NTL Broadcast also provides transmission for most UK independent radio stations, both analogue and digital.
- NTL Broadcast 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 Broadcast'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 Broadcast'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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