

ntl:broadcast

Media Release

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Ideal World picks NTL Broadcast's new IP streaming product

- **New streaming service for UK digital TV channels**
- **Ideal World is the first customer to sign up**
- **Flexible, low-cost start-up package**

NTL Broadcast has announced a new IP streaming service designed to maximise audiences and revenues for digital TV channels from broadband Internet users. Shopping channel Ideal World is first to take advantage of the new service. The package is also designed to suit new entrants with limited financial and technical resources, allowing low start-up costs and flexible options. A customer with a broadband Internet connection can view the broadcast feed from the channel owner's website, using either Windows Media™ or RealPlayer™.

Now that over 5 million homes in the UK have broadband, broadcasters and channel providers are increasingly regarding the Internet as a viable distribution platform. Paul Wright, CEO of Ideal Shopping Direct plc, said: "Streaming our channels over the worldwide web has always been an integral part of our plans to ensure we maximise our reach to the widest of audiences. We are now on cable, satellite, terrestrial and broadband, meaning that our channel can be accessed almost anywhere."

Product Manager for satellite and playout services at NTL Broadcast, Drew Hosie, added: "NTL Broadcast has a strong reputation for delivering content in a reliable and cost-effective way, and this allows us to offer our customers another valuable revenue stream – whatever the size or genre of their channel. People now spend a significant portion of the time that they would have spent watching television surfing the internet, so a streamed service naturally complements a traditional broadcast offering."

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More on NTL Broadcast's IP Streaming product:

There are five main elements to the service: acquisition, encoding, delivery, website and monitoring/support. Each is approached from a broadcasting perspective with the back-up and redundancy associated with mission-critical operations. Acquisition can be achieved either off-air or from the uplink transport stream. The signal is then encoded or re-coded into the appropriate streaming format – both Windows Media™ and RealPlayer™ are supported, preferably using streaming bit rates of 100 kbps or more. Delivery is via NTL's backbone network to London's Telehouse where it is directly connected to the world's tier one Internet providers, via diverse routes to exchanges in the USA, Europe and the UK.

End users can view the stream at the work desktop or at home by clicking on the channel's website, unaware of the underlying complexity behind the service. Channels themselves need not be experts in web streaming as NTL Broadcast can help with customising existing web sites to allow access to the live stream. As part of the service, NTL Broadcast provides 24-hour monitoring of all points in the signal chain using the same team that supports broadcast customers. Also included is a comprehensive web-based 'stats' package which helps assess the success of the streaming and inform future developments.

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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