



PRESS RELEASE

Date: 9 September 2005

Arqiva appoints MD of new Mobile Media Solutions division

- **New managing director for new mobile media division**
- **Academic and commercial background**
- **Leading Arqiva's mobile TV and datacasting initiatives**

IBC, Amsterdam (Stand 1.259): Arqiva today announced the appointment of Dr Hyacinth Nwana as managing director of its new Mobile Media Solutions division. Dr Nwana will be responsible for all of Arqiva's mobile TV and datacasting activity including the mobile TV trial which is taking place in Oxford from this month.

Prior to joining Arqiva, Dr Nwana held the post of Director of Products, Content and Strategy at Quadriga Worldwide Ltd, a leading EMEA technology and managed services provider. At Quadriga Worldwide, Dr Nwana was instrumental in the introduction of digital technology to the hospitality industry including high-speed Internet, Wi-Fi, pay-TV and video-on-demand in hotel rooms. Before this he worked for BT as a senior manager in the Advanced Communications Research (ACR) department.

"Hyacinth brings to Arqiva a strong understanding of emerging technologies and consumer behaviour based on his extensive international experience," said Tom Bennie, CEO at Arqiva. "Mobile TV is a burgeoning concept and a promising new revenue stream for the broadcast and mobile phone industries. Hyacinth has all the skills and experience necessary to build upon our work in mobile datacasting to date, taking Arqiva forward into what will be an exciting and fast-moving time for the industry."

Born in Cameroon, Dr Nwana holds a first degree in Computer Science & Electronic Engineering from the University of Birmingham, an MSc in Computer Science, a PhD in Artificial Intelligence & Computer Science from Aston University, Birmingham and an MA in Computer Science Education from Queen's College, Cambridge. He also holds an MBA from the London Business School, University of London.

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More on Arqiva (previously known as NTL Broadcast):

Arqiva, formerly the broadcast division of NTL Group, 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 Arqiva's national transmitter networks. The company also provides transmission for most UK independent radio stations, both analogue and digital. In addition Arqiva provides end-to-end media solutions to the broadcast industry across terrestrial and satellite platforms. This includes satellite uplinking, satellite newsgathering, outside broadcast facilities, programme presentation, play-out and distribution. With a portfolio of over 2000 radio sites across the UK, Arqiva'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. Arqiva'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.

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