



PRESS RELEASE

Date: 9 September 2005

Arqiva propels showcase channel for film and TV talent

- **Three-year all-inclusive channel delivery package for ‘propeller’**
- **Connectivity, uplinking and satellite capacity**
- **National showcase for film and TV talent, produced in Yorkshire**

IBC, Amsterdam (Stand 1.259): Arqiva has secured a three-year contract from The Image Channel Company for a new Yorkshire-based TV channel called ‘propeller’ on digital satellite. The £1m+ deal will showcase young film and television talent on the Sky Digital platform from January 2006

The initiative is backed by the government via Yorkshire Forward, a regional development fund. Content will be produced by students, from a studio within Grimsby Institute for Further & Higher Education which already produces content for a local channel on cable. The facility has been expanded to cater for the new satellite channel and is connected by fibre to Arqiva’s Crawley Court teleport.

‘propeller’ will showcase the UK’s best new talent, from film producers to software designers, to a potential audience of hundreds of millions of viewers across Europe. It will also provide students from the region with a valuable opportunity to access educational material and to demonstrate their abilities in the world of digital media.

Simon Couth, Chief Executive of The Image Channel Company, said: “We’re very excited about getting this channel onto the Sky platform and delighted with the help we’ve had from Arqiva. Our aim is to support and encourage a new generation of TV and film talent – those in front of the camera and behind it – with an opportunity to reach both a national audience and capture the attention of those capable of helping propel their careers forward. For anyone excited by ground breaking, young-at-heart content the channel will be a revelation.”

Simon Thrush, Commercial Director, Broadcast Services in Arqiva’s satellite solutions division, says: “This is a another good example of how our channel package can get a new

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entrant on-air with the minimum of fuss. And with Arqiva you don't need to be in London as we have the network to support a channel wherever it's based. In addition there's the benefit of our end-to-end service, experience and back-up as we deal with the practical details to make it all happen. propeller has our full support and we wish them the very best."

-Ends-

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.

www.arqiva.com

More on propeller

propeller (always spelt in lower case) has a target core audience of 16-29 year-olds and will revolve around four programming strands:

- 1) Red Carpet TV – a student showcase for new drama, documentaries and animation to a national audience for the first time ever.
- 2) Film First – a blend of film shorts and film festival premieres with film news, reviews and insights into the industry.
- 3) Commercial Break – everything an aspiring film maker or TV producer needs to know about the business and professional skills required to break into film and television.
- 4) TV News Academy - a new slant on the news. Produced in partnership with the UK's leading news agency The Press Association, propeller's news programming will cover stories important to its target audience in a way not available from other TV stations.

propeller will be broadcast from studios at Immingham in the Yorkshire and Humber region. Funding of around £5 million has been raised to cover production and distribution costs. Partners and investors include The Learning and Skills Council, the New Technology Institute, Screen Yorkshire and the principal funder, Yorkshire Forward, the Regional Development Agency for Yorkshire and Humber.

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