



PRESS RELEASE

Date: 9 September 2005



British Eurosport kicks off another season with Arqiva

- **Broadcaster extends long-term relationship with new home at the Broadcast Media Centre**
- **Studio, playout, connectivity and office space**
- **Contract worth over £6m**

IBC, Amsterdam (Stand 1.259): Arqiva has today announced it has extended its long-term relationship with British Eurosport in a five-year deal worth over £6 million. For the past five years British Eurosport has occupied Arqiva's original studio facility in Langley; the new contract will see the broadcaster move into a much larger, custom-built space at Arqiva's Broadcast Media Centre at Feltham.

The Centre will be home to all aspects of British Eurosport's operations. All production and administration functions will be based there, alongside a special virtual-reality studio. British Eurosport will take advantage of the edit suites, voiceover booths and office space with full voice and data connectivity. Feeds from all over the world come in to the centre to be integrated into the programme output along with studio production. Arqiva will also be providing playout to Sky at Osterley and to the SDN digital terrestrial multiplex for Top Up TV.

Pierre-Jean Sebert, managing director of British Eurosport, said: "There has been a long-standing relationship between NTL Broadcast/Arqiva and British Eurosport, based on an excellent level of trust and professional respect, and therefore it was only natural that we worked together on this project. This deal will provide the channel with first-class facilities at the Broadcast Media Centre in Feltham and will enable us to continue to produce sports programming of the highest standard in a greatly improved and more creative environment for many years to come."

Simon Thrush, Commercial Director, Broadcast Services in Arqiva's satellite solutions division, added: "We're delighted to be able to extend our relationship with British Eurosport

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for another five years. We've worked hard to cater for the technical and facility needs of the British Eurosport team, and we'll be working equally hard to ensure a swift and hassle-free transition to new premises."

-Ends-

More on British Eurosport:

British Eurosport is the most widely available sports channel in the UK, broadcasting world-class sport with a British perspective via Sky Digital, ntl, Telewest and Freeview through Top Up TV to over 10 million homes in the UK. In 2004 the channel enjoyed an audience increase of eight per cent over the preceding year, the highest level of growth in the Eurosport family. This can be attributed to British Eurosport's offer of leading international sporting events such as the Olympic Games, Euro 2004 and the Tour de France. The Eurosport Group is today the leading multimedia platform in Europe with Eurosport, Eurosport 2 and eurosport.com. Created in 1989 as the first pan-European sports channel, Eurosport is now available in 19 languages, reaches 98 million homes and 240 million viewers across 54 countries.

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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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