



PRESS RELEASE

Date: 9 September 2005

UK terrestrial broadcasters sign up for Oxford mobile TV trial

- **Arqiva announces more channels for DVB-H broadcast trial**
- **BBC, ITV, Channel 4 and Five take seven channels**
- **16-channel line-up in total**

IBC, Amsterdam (Stand 1.259): Arqiva has announced a group of major terrestrial channels to be included in its mobile TV trial in partnership with O2 starting in Oxford late-September. BBC ONE, BBC TWO, BBC News 24, Channel 4, Five, ITV1 and ITV2 will provide a core of mainstream broadcast channels, along with seven channels previously announced and two more to follow. The first of its kind in the UK to use DVB-H television broadcast signals rather than streaming via established 3G networks, the trial will run from September to January 2006, with pre-testing already underway.

Terry Howard, Arqiva's head of media business development, said: "We've pulled together an extremely strong and varied channel line-up, reflecting the range of content that our original research identified as desirable for a mobile television service. In Europe all evidence points to Mobile TV being mass market. Oxford will address the critical success factors such as scalability, consumer experience, content mix and consumer choice. Today scalability is the Achilles' Heel of 3G video. However there are three new broadcast technologies waiting in the wings to address that."

Andy Taylor, Managing Director of Channel 4 New Media, said: "Mobile TV offers hugely exciting opportunities for viewers, but in order to create a truly first-class service we need greater insight into what consumers actually want. This trial will help us to develop an offering that genuinely serves viewers by providing content and services to mobile phones that can be watched when and how our viewers want it."

Emma Somerville, head of interactive programming at the BBC, added: "We want to ensure that when our audiences want high-quality programming, no matter how, when or where they access it, the BBC will be there for them. It is important for us to participate in trials such as

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this so that we can further our understanding about what it means to deliver our content to audiences on the move."

In addition to aggregating the content and operating the trial service, Arqiva is providing the DVB-H transmitter network that will cover an area of 120 sq km centred on Oxford. O2 is contributing 350-400 triallists from the specified transmission area and is also supplying Nokia 7710 handsets with special DVB-H receivers and the trial content delivery system.

Channel line-up:

(this announcement)	(previous announcement)
BBC ONE	Cartoon Network
BBC TWO	CNN
BBC News 24	Discovery Channel
Channel 4	ShortsTV (a bespoke short film channel)
Five	Sky News
ITV1	Sky Sports News
ITV2	Sky Travel
tba	tba

-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.

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