



PRESS RELEASE

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Arqiva and European TV Guild offer free TV channel launches with New Start TV

- **Free month-long trial to help broadcasters achieve launch funding**
- **End-to-end test platform on digital satellite**
- **Showcase for new talent and ideas**

Arqiva's Satellite Media Solutions division and the European TV Guild are to provide a free month-long test platform to those considering launching their own new digital TV channels. New Start TV is a digital channel designed to power the introduction of more broadcast services with the free trial to help broadcasters achieve final funding for launch.

New Start TV provides free ingest, playout, compression, satellite uplink and support for content management. It meets the needs of broadcasters seeking a platform to demonstrate their content to potential investors, advertisers, sponsors and various carriers.

In addition, channel owners can monitor their content, trial new ideas and concepts. Arqiva is to broadcast up to four hours per day of each trial channel's content from its state-of-the-art media centre to Eutelsat's Eurobird 28.5W, which is also used for Sky's digital platform.

"Arqiva's New Start TV model provides the ideal showcase for people with great ideas that make excellent television," says Graham Pitman of the European TV Guild. "It gives the new generation of TV talent a significant step up in creating and launching the latest and most innovative channel businesses."

"A major barrier to the launch of a new TV channel can be generating the funding for the launch itself," says John Dunlop, head of marketing services at Arqiva's Satellite Media Solutions division. "New Start TV allows broadcasters to gain a head-start with a tried and tested business model before they become permanent TV fixtures."

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Arqiva has a 50-year history in transmission and has helped pioneer the technologies of the digital age. The company has five operating divisions:

- **Satellite Media Solutions** – provides high quality and flexible solutions to a diverse range of international customers. Includes permanent and occasional broadcast services as well as IP, voice, data and digital media networks. Operational bases in London, Gerrards Cross, Winchester, Feltham and Bedford.
- **Terrestrial Media Solutions** – provides national transmission for UK commercial television including ITV, Channel 4, Five and associated digital multiplexes, playing a leading role in the run-up to digital switchover. Transmission services also provided to vast majority of UK independent radio stations, both analogue and digital.
- **Mobile Media Solutions** – new division dedicated to the delivery of content to handheld devices. Recent technology developments open up new service concepts and revenue streams for broadcasters, content providers and mobile operators alike. Arqiva is platform-neutral and has mounted pioneering technical and commercial trials with partners such as Microsoft, O2 and Nokia.
- **Wireless Solutions** – provides market-leading, multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. This is done through a portfolio of over 2400 towers, masts and managed sites, plus InBuilding (indoor coverage) and CityCell (urban coverage) products
- **Public Safety** – provides frontline communications for the UK emergency services, government agencies and commercial organisations including design and installation, system maintenance and fully managed services for mobile radio, telecommunications and mobile data solutions.

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