



## NEWS ALERT

18 April 2006

### **Arqiva announces long term strategy for OB growth**

- Resources of Scanners Outside Broadcasts and Shots Television to be combined and positioned under the Arqiva Satellite Media Solutions division
- Talented industry executives recruited to increase growth for Arqiva within OB sector
- Two high specification HDTV trucks have been built for specific contracts for the duration of the next three years and will ensure continuous expansion in the run up to the 2012 Olympics

Arqiva Satellite Media Solutions today announced that it is strengthening its industry position through the consolidation of some of the best assets and expertise in the industry. The highly regarded Scanners Outside Broadcasts is to be combined with the expert resources of Shots Television - and both rebranded as Arqiva Outside Broadcasts, part of the Arqiva Satellite Media Solutions portfolio. This latest move provides Arqiva with the scalability to serve customers from outside broadcasts through to editing and uplinking, giving the company an even stronger position within the competitive OB market.

Combining the resources of Shots Television with the international reputation and impressive client list of Scanners Outside Broadcasts creates an OB company which can respond to any customer requirement, large or small.

#### ***New blood recruited to drive growth in the OB market***

Arqiva has also recruited two highly regarded executives in the industry to join the outside broadcasts team. Led by managing director Mick Bass, the team will be joined by Simon Bowler and Chris Butler. Simon Bowler joins with more than 21 years experience working for companies including Sky Sports and ITV Sports, latterly as technical operations manager for ITV Sport. He has experience of working on some of the biggest sporting events of the last decade. Chris Butler, who joins from Shots Television, brings with him 20 years' experience in OB management and technical operations and will focus on the deployment and

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expansion of Arqiva's corporate and entertainment business TV arm. Both executives will be responsible for broadening Arqiva's client list in addition to managing their current high-profile client portfolio.

"Arqiva's growing investment in the outside broadcasts arena demonstrates our ambition to drive growth within the increasingly competitive OB market. Recruiting two of the most talented executives in the industry and the development of two state of the art HDTV trucks demonstrates our ability to respond to the needs of the market and Arqiva's commitment to the OB space," commented Nick Thompson, Managing Director of Arqiva Satellite Media Solutions.

***State of the art HDTV trucks will broaden portfolio***

Two state of the art HDTV OBs trucks have also been designed and are being built for use for specific customer contracts to bolster OB facilities and to drive continuous expansion in the run up to the Olympics. The trucks use the very latest in digital technology and set new standards in OB vehicle design.

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**Notes to editors:**

Shots Television has 20 years' experience providing innovative production facilities for broadcast and corporate location shooting, with three outside broadcast units incorporating portable production systems & single camera facilities.

**Arqiva Satellite Media Solutions:**

Arqiva Satellite Media Solutions is an established world leader in media content management and distribution services for customers across the globe. Arqiva delivers solutions for permanent and occasional broadcast services, IP, voice, data and digital media networks.

With operational bases in London, Gerrards Cross, Winchester, Feltham, Nottingham and Bedford our truly impressive infrastructure comprises 4 teleports with over 70 major uplinks together with Studios, Post Production, Outside Broadcast and Playout facilities.

<http://www.arqiva.com/satellitemediasolutions/>

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