



PRESS RELEASE

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Arqiva secures HD contract with Sky Sports

- **High-definition outside broadcast facilities for Coca Cola League and Carling Cup football**
- **Sky-Arqiva partnership at forefront of new technology**
- **HDTV brings next big step in broadcasting**

Arqiva has secured a three-year contract with Sky Sports to provide high-definition outside broadcast facilities. The deal will see Arqiva migrating from the standard definition format it currently provides for Sky Sports' coverage of the Football League competitions, to HD in time for the 2006-07 football season.

Arqiva's OB facilities will be used to provide HD coverage of the Coca Cola Leagues - Championship, League One and League Two - and the Carling Cup knock-out competition. Sky Sports has already started to produce Barclays Premiership football and Guinness Premiership Rugby in HD and will produce England's Test and One-Day internationals and county cricket in HD this summer.

Mick Bass, Managing Director of Arqiva Outside Broadcasts, said: "This contract is just the first step for Arqiva and HDTV. With our experience and expertise in broadcasting we are very excited about the migration over to HDTV and we'll be announcing additional business wins very shortly. While enabling us to continue providing quality outside broadcast services, this deal also reinforces our commitment to staying at the forefront of rapidly changing technologies."

Darren Long, Head of Sky Sports operations, added, "High definition is the next big step in broadcasting and is simply stunning for sport. Arqiva is a great partner for us and will provide excellent facilities on location. We are glad to be working with them on our HD coverage."

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Sky HD is on track to launch next month (May 2006) bringing viewers a cinema-like experience with sharper, clearer and more vibrant pictures and, with compatible home cinema systems, Dolby Digital 5.1 surround sound. Sky HD will capture detail and movement with greater clarity, providing four times the picture detail of standard definition. In order to enjoy Sky HD consumers will need a compatible HD-ready LCD or plasma TV, a Sky HD box and the relevant subscriptions.

- Ends -

More on Arqiva

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** – 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 infrastructure comprises four teleports with over 70 major uplinks together with studios, post production, outside broadcast and playout facilities.
- **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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More about Sky HD

From launch Sky HD will offer eight dedicated channels including sports, movies, entertainment, arts and documentaries. Customers can find out more or book a Sky HD installation at www.sky.com/hd, via selected retail outlets or by calling the Sky HD dedicated customer telephone number 08702 40 40 20.

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