



## NEWS ALERT

Date: 29 June 2006

### **Arqiva stays top of the pops with Bubble Hits deal**

- **Arqiva to provide direct-to-home (DTH) services for the UK's first ad-free music TV channel**
- **£1 million-plus deal over five-year term**
- **DTH solution to include co-location services and uplinking facilities**

Arqiva's Satellite Media Solutions has secured a deal with Creative Sounds Ltd to provide direct-to-home (DTH) services for Bubble Hits, the UK's first ad-free music TV channel. The deal - worth over £1 million across a five-year period - will see Arqiva providing co-location and uplinking facilities for the music channel from one of its UK sites. Bubble Hits is due to launch on Sky in August this year, targeting a 16-24 year old audience.

Arqiva's DTH solution for Bubble Hits encompasses co-location services, uplinking and space segment on the Eurobird satellite as well as remote access facilities. The company's fully managed solution also ensures a consistent level of service allowing Arqiva to identify and resolve any technical issues which may arise.

"Arqiva has offered us a solution which allows us to focus on supplying good, uninterrupted musical content to our audience of 16-24 year olds," comments James Hyland, Managing Director of Creative Sounds Ltd. "By simplifying the technical process, the solution allows us to quickly adapt the Bubble Hits programme schedule settings to keep up with rapidly changing trends."

John Bozza, Head of Broadcast Sales at Arqiva Satellite Media Solutions added, "We have a long experience of working closely with content providers and broadcasters and an in-depth understanding of their needs. Our solution offers a cost effective means of channel broadcasting. Given the success of this deal with Creative Sounds Ltd and similar new business wins, we envisage substantial growth in this competitive market."

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**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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