



PRESS RELEASE

Date: 3 July 2006

Arqiva provides global support at the World Cup

- **Arqiva supports the broadcast efforts of PanAmSat, Can Communicate and Nippon TV across South America, Europe and North East Asia**
- **Satellite Media Solutions division providing a range of occasional video facilities including production, outside broadcast and global turnaround services**
- **Broadcasting to a combined global audience of over 50 million**

As the FIFA World Cup tournament progresses through its knockout stages, Arqiva is providing a range of services, including occasional mobile, teleport and outside broadcasts, to enable the transmission of news and coverage from the tournament to a global audience. From the regular news updates from Arqiva's fleet of satellite news gathering (SNG) trucks keeping Japanese and Brazilian fans abreast of the tournament, to the distribution of video news releases (VNRs) across Europe from the Adidas World of Football in Berlin, Arqiva's Satellite Media Solutions division is complementing the efforts of Nippon TV (NTV), PanAmSat (PAS) and UK production company Can Communicate as they broadcast to a combined global audience of over 50 million.

Can Communicate is being provided with a fully equipped live production studio, enabling the production company to facilitate live news broadcasts for Sky Italia from the Adidas World of Football in Berlin. Arqiva is also providing Can Communicate with an outside broadcast truck with flyaway uplink antenna to enable the distribution of VNRs from the football village. In addition, Arqiva is turning the signal for the Adidas VNRs around to Intelsat 901, Eutelsat W2, Asiasat 2 and PAS 3 for global coverage. With the constant stream of news emerging from the Adidas World of Football, Arqiva is handling anywhere between 2 and 15 transmissions for Can Communicate on each day of the tournament.

Arqiva is supplying PanAmSat with a production SNG truck as it follows Brazil's progress through the tournament in conjunction with Brazilian channel, TV Record. In the latest phase of a long working relationship with PanAmSat, Arqiva is currently supporting the satellite

3 July 2006
Arqiva provides global support at the World Cup

broadcast service provider with two full time engineers and uplinking services from Germany to Brazil on PAS-1R for the duration of the World Cup.

Arqiva is also working alongside Japanese broadcaster Nippon TV, providing uplink and occasional teleport services as NTV reports on the progress of the Japanese national team. While NTV gathers the news from their team's base in Bonn, Arqiva is turning the feed around for transmission to the Japanese viewing public.

"The World Cup is a fast-paced competition of intense global interest and our priority is to enable a rapid and reliable distribution of all the news from the tournament," commented Simon Thrush, Commercial Director of Broadcast Services at Arqiva's Satellite Media Solutions division. "Arqiva has the range of facilities and expertise to accommodate the needs of an international client base, faced with the task of satisfying the demands of a global audience and we remain committed to providing a service as varied and unrelenting as the tournament itself."

-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** – 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.

www.arqiva.com

For more information please contact:

Darren Deans
Arqiva, Gerrards Cross
Tel: +44 (0)1494 878 488
Fax: +44 (0)7092 014 659
email: Darren.Deans@Arqiva.com

Esther Brown/Harriet Otoo
Nelson Bostock Communications
Tel: +44 (0) 20 7792 7413
Fax: +44 (0)20 7792 7411
email: esther.brown@nelsonbostock.com