



PRESS RELEASE

Date: 24 July 2006

Arqiva links up with Nickelodeon to deliver Nick Jr. 2

- **Five year contract to uplink Nick Jr. 2 channel**
- **Latest channel to be broadcast via the Eurobird satellite**
- **Flexible and tailored solution**

Arqiva today announced it has secured a contract with Nickelodeon to uplink Nick Jr. 2, a Nickelodeon TV channel aimed at children aged 2-5 years old. The five-year contract will see the channel uplinked to the Eurobird satellite and broadcast on the C3 transponder. Available on the Sky direct-to-home platform, Nick Jr. 2 gives preschoolers the chance to join in with more of their favourite Nick Jr shows.

Remi Abayomi, Operations Director, Nickelodeon UK, said, "The service offered by Arqiva was both flexible and responsive. They were able to provide us with storage capacity and fibre for Nick Jr. 2 until we launched the full service ourselves and they designed a solution that was tailored to our needs."

John Bozza, head of broadcast sales at Arqiva Satellite Media Solutions, commented, "As Nickelodeon delivers the signal directly into our centre at Newman Street (London), we needed to work closely together to ensure seamless distribution. We look forward to continuing this successful relationship and making the most of our broadcast experience."

-Ends-

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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About Nickelodeon Networks UK:

Nickelodeon Networks comprises five dedicated award-winning entertainment channels for kids aged 2-12 in the UK: Nickelodeon, Nicktoons, Nick Jr., Nick Jr. 2 and Nick Replay. Launched in 1993, it has consistently rated as the number 1 commercial kids' TV network in the UK. The Nickelodeon channels are available in over 10 million cable & satellite homes. Nickelodeon: Since its launch in 1993 Nickelodeon has won a clutch of awards for its programmes and presenters. It has a high octane mix of imaginative live-action comedy and drama. Nick Jr. was launched in 1999, and was the world's first channel dedicated to pre-school children. In 2005, it was named Best Specialist Channel at the inaugural Broadcast Digital Channel Awards.

Nick Jr. 2 was launched in 2006 and gives pre-schoolers a chance to join in with more episodes of their favourite shows. Nicktoons was launched to critical acclaim in 2002 and is the home of such cult animation hits as Spongebob Squarepants. Nick Replay is the one-hour time shift service of Nickelodeon. In addition, each channel is complemented by red button games and interactive websites (www.nick.co.uk, www.nickjr.co.uk and www.nicktoons.co.uk), which are home to thriving online message boards and communities. Nickelodeon UK is a joint venture between BSkyB and MTV Networks.

Nick Jr. 2 is available on Sky channel 623