



NEWS ALERT

Date: 29 August 2006

iBuy TV goes under the hammer with Arqiva

- **Arqiva chosen to uplink iBuy and iBuy 2 onto the Sky platform**
- **Three-year deal sees channels uplinked via the Eurobird satellite**
- **Tailored solution includes fibre connectivity, space segment and direct-to-home distribution**

Arqiva today announced that it has secured the contract to provide direct-to-home services for the auction channel iBuy and its second channel, iBuy 2. Under the terms of the three-year deal, Arqiva will provide fibre connectivity into the channel's studio as well as space segment on the Eurobird satellite. The channel will be uplinked via Arqiva's new 28.5° transponder onto the Sky platform.

"Having recently streamlined the operations of our two channels, we needed a solution that would consolidate the technical requirements of both", commented Stewart Curtis, Project Manager at iBuy TV. "Arqiva has been an ideal technical partner, overseeing all of our technical considerations and taking the feeds directly from our studio, allowing us to focus on sourcing and auctioning quality products."

John Bozza, head of broadcast sales at Arqiva Satellite Media Solutions added, "We aim to provide flexible solutions to accommodate individual customer briefs and are constantly looking to be involved in interesting and innovative projects, such as the iBuy TV auction channels."

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More on iBuy TV

iBuy is the UK's newest and freshest interactive auction shopping channel. Launched in April 2005, the channel has become a premier shopping destination, with phenomenal value on luxury goods.

Live freefall auctions run 7 days a week on iBuy. Shoppers can bid on an array of innovative and desirable products including designer labels, high quality diamonds and jewellery, electronics, toys, cosmetics and items for the home and garden. Brands such as Gucci, Prada, Dolce & Gabbana and Christian Dior make regular appearances on the show and are known to sell at rock bottom prices.

As well as being a shopping haven for luxury and quality, the true thrill of iBuy however is its freefall auction system. Viewers test their wits as a limited number of desirable products are introduced at a competitive starting price and then continue to drop until all auction items are taken by the people quickest to bid.

www.ibuy.tv

For more information on iBuy please contact:

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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.
- **Wireless Solutions** – provides market-leading, multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. This is achieved through a portfolio of over 2400 towers, masts and managed sites, plus InBuilding (indoor coverage) and CityCell (urban coverage) products
- **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.
- **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

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