



PRESS RELEASE

Date: 8 September 2006

Arqiva offers broadcasters and content owners access to new revenues and greater efficiency with Workflow & Broadcast Tools

- **Enables broadcasters and content owners to digitise and manage multi-channel content to multiple distribution platforms**
- **Unique modelling tool analyses requirements and resources to calculate efficiencies, identify potential bottlenecks and predict the cost of new services**
- **The Travel Channel signs up as first beta customer**

Arqiva today announced the launch of its Workflow and Broadcast Tools solution, enabling broadcasters and content owners to move to a more efficient, tapeless environment. Arqiva's solution offers greater potential revenues, faster time-to-air and a cost-effective and flexible way to manage content for multi-channel, multi-language and multi-platform playout.

Digitised content allows broadcasters to store, edit and repurpose content easily, making distribution across different platforms and to a wider audience much more efficient. Offering greater economies of scale, Arqiva's Workflow and Broadcast Tools solution makes content more profitable and opens up new revenue streams. Arqiva's solution also allows broadcasters to remotely manage their content workflows: from ingest, digital editing, audio and subtitle creation to distribution, aggregation and repackaging. This makes the solution ideal for collaboration with remote facilities houses and distribution to multiple territories. With even small broadcasters spending hundreds of thousands of pounds annually on transporting tapes to global facility houses for post-production work, Arqiva's Workflow and Broadcast Tools solution can remove this expense through a completely digitised process. By using Workflow and Broadcast Tools, broadcasters can also reduce the time to get content to air from three months to three weeks or less.

Arqiva's solution includes a unique modelling tool which allows effective planning of broadcasters' workflows from the outset, bringing predictable efficiencies. The channel's

8 September 2006

Arqiva offers broadcasters and content owners access to new revenues and greater efficiency with Workflow & Broadcast Tools

workflows and resources are input into the modelling tool which will then identify the processes underneath the workflow and highlight any areas where resources do not meet the channel's requirements. This specially developed tool enables channels to manage their operations with much greater efficiency and cost-effectiveness.

John Dunlop, Head of Marketing Services, Arqiva Satellite Media Solutions, said, "Broadcasters and content owners have been tied to tapes for years and our Workflow and Broadcast Tools solution offers significant savings on current operations and keeps the cost of accessing new platforms, such as Mobile and the Web, to an absolute minimum. What's more, the modelling tool makes the resources required to access new platforms much more predictable and transparent. Broadcasters and content owners can predict, with confidence, if they will need more staff or facilities before they commit to new developments."

Arqiva has announced The Travel Channel as the first beta customer for its new Broadcast and Workflow Tools solution.

-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 establishing a Mobile Broadcasting network in the UK. Arqiva is platform-neutral and has mounted pioneering technical and commercial Mobile Broadcasting 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

Harriet Otoo / Emma Hutchinson
Nelson Bostock Communications
Tel: +44 (0) 20 7792 7424
Fax: +44 (0)20 7792 7411
email: harriet.otoo@nelsonbostock.com