



PRESS RELEASE

Date: 17 October 2006

Arqiva and Viacom Outdoor keep tube advertising moving

- **Arqiva to design, implement and operate innovative content delivery network across London Underground**
- **8-year deal will see the creation of the UK's largest single digital advertising network**
- **Legacy project in the run-up to the Olympics**

Arqiva has secured a deal with Viacom Outdoor to provide a content delivery network to enable Viacom Outdoor's range of digital advertising technologies across London Underground. The 8-year deal will see Arqiva managing and delivering content to Viacom Outdoor's innovative digital escalator panels, large format digital LCD screens and cross-track projectors. Arqiva's network will support Viacom Outdoor planned installation of more than 2,000 digital sites across the UK. Viacom Outdoor's digital investment will see the creation of the UK's largest single digital advertising network and is part of a legacy project for London Underground in the run-up to the 2012 Olympics.

Arqiva will be responsible for the design, implementation, operation and ongoing support of the digital content delivery network. Providing the hosting and support services for the entire network, Arqiva will manage the content from the point of digital delivery from the production houses to the point of display on Viacom Outdoor's digital media. Arqiva's solution will also enable the continuous monitoring of the integrity of the content files to ensure the seamless display of content across the underground's digital sites. The content delivery network will be supported by a Wide Area Network connecting all 30 of the London Underground stations which will carry the digital technologies, as well as a local area network to implement the system at each station.

Mark Pettler, Operations and Technical Director of Viacom Outdoor said, "Digital advertising opens up access to new and targeted audiences and is a great example of how making the most of technology helps to develop and execute new ideas. Arqiva has worked hard to understand our needs and we've developed a system that delivers high quality content to the

17 October 2006

Arqiva and Viacom Outdoor keep tube advertising moving

strict service levels demanded by our business. We look forward to rolling out our digital media portfolio across London Underground over the next eighteen months.”

Barrie Woolston, Commercial Director at Arqiva added, “Viacom Outdoor has developed an innovative approach to outdoor advertising and we are delighted to be involved in such a key development in outdoor media. Arqiva has a vast experience in distributing content across a wide variety of platforms, and we are delighted to be working with Viacom Outdoor to further develop this solution and extend its reach across London.”

-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

Jo Tomlin
Viacom Outdoor
Tel: +44 (0) 207 428 3000
Fax: +44 (0) 207485 3922
email: jo.tomlin@viacom-outdoor.co.uk