



PRESS RELEASE

Date: 28 November 2006

Arqiva seals the deal with The Business Channel

- **Arqiva chosen to uplink The Business Channel onto the Sky platform**
- **Five-year deal sees The Business Channel uplinked via the Eurobird satellite**
- **Enables potential for live broadcasting services and rich text features**

Arqiva has secured a contract with London International Television Ltd to provide direct-to-home services for its new channel, The Business Channel. Under the terms of the five-year contract, Arqiva is providing fully-managed playout onto the Sky platform. Launched on 20 November, The Business Channel is uplinked via the Eurobird satellite and found on Sky Guide Channel 547.

“The Business Channel appeals across entrepreneurial and business audiences, and brings together the wide range of business programmes currently available”, commented Martin Everard, founder and director of programmes at The Business Channel. “It’s important that we match the fast-moving developments in the business world and communicate these to a diverse and discerning audience. Arqiva is an ideal partner, overseeing all our technical considerations as well as offering the potential for options such as live broadcasting and rich text features in the future.”

John Bozza, head of broadcast sales at Arqiva’s Satellite Media Solutions division, added: “Staying in step with the rapid developments in the business world is a key consideration for The Business Channel and we aimed to provide a tailored, flexible solution to accommodate their needs. We’re always delighted to get new channels to air and look forward to continuing to work with The Business Channel as it grows and develops.”

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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.
- **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 Mobile Broadcasting networks. 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

For more information on The Business Channel please visit :

www.thebusinesschannel.com