



PRESS RELEASE

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Arqiva secures contract for Top Up TV Anytime

- **Content integration, playout and distribution services for Top Up TV Anytime**
- **Three-year deal to facilitate on-demand services for digital terrestrial television**
- **Solution encompasses integration with Arqiva-provided SDN multiplex system**

Arqiva has secured a contract to provide content integration, playout and distribution services for Top Up TV to facilitate overnight delivery of selected programming to set-top boxes. The three-year deal will see Arqiva providing Top Up TV Anytime with three playout channels from Chalfont Grove to Arqiva's switching centre in London. The integrated content will then be delivered to the SDN digital terrestrial television multiplex system at Arqiva's Feltham media centre, ready for transmission.

Simon Dore, chief technical officer at Top Up TV said, "We needed a flexible solution that combined content integration with a reliable distribution network. Arqiva's existing relationships with the DTT multiplexes combined with their offer of a solution tailored to our needs made it an ideal technical partner."

John Bozza, head of broadcast sales at Arqiva added, "Top Up TV Anytime is an innovative approach to providing programmes 'on-demand' and makes very efficient use of digital terrestrial capacity. We're delighted to be playing such a crucial role in the delivery process."

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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 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.

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