



PRESS INFORMATION

10 June 2007

Arqiva broadcasts 2007 Bollywood Awards to 1 billion viewers worldwide

- **Arqiva provided all broadcast technical equipment for the 2007 IIFA Awards ceremony**
- **Extension of Arqiva's broadcast credentials into the entertainment arena**
- **Top of the range HD trucks delivered outstanding broadcast quality**

Arqiva worked with Wizcraft International Entertainment Pvt. Ltd, India's premier event management company, to broadcast the International Indian Film Academy (IIFA) Awards from the Sheffield Hallam FM Arena on 9 June 2007. The awards ceremony, which attracts the cream of the Bollywood film industry, was broadcast to approximately one billion viewers worldwide.

The IIFA three-day weekend event celebrates Indian cinema with a myriad of activities, designed to bring fans one step closer to the stars. Throughout the event, Arqiva used its state-of-the-art HD outside broadcast trucks to cover the red carpet arrivals of the stars and the awards themselves. The trucks used were equipped with HDC-1500 HD cameras, EVS XT2 servers, HDCAM VTRs and a MVS-8350A Multi-Format Switcher. Audio was handled by a 52 fader Calrec Alpha with Bluefin.

Mick Bass, managing director of Arqiva's Outside Broadcasts team, commented: "In the last year we have invested heavily in top-of-the-range HD outside broadcast trucks and have significantly increased our operations size to broadcast quality events like these. This is the first time any company in the UK has worked so closely to support the Bollywood Awards and we are delighted that we have been able to demonstrate why it is we lead the industry in the UK."

- Ends -

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About Arqiva

Arqiva operates at the heart of the broadcast and mobile communications industry and is at the forefront of network solutions and services in an increasingly digital world. The company provides much of the infrastructure behind television, radio and wireless communications in the UK and has a growing presence in Ireland, mainland Europe and the USA.

For broadcasters, media companies and corporate enterprises Arqiva has end-to-end capability ranging from outside broadcasts, satellite newsgathering, studios, playout, satellite distribution and terrestrial transmission, the latter including digital switch over and mobile TV development.

In the communications sector the company supports cellular, wireless broadband, video, voice and data solutions for the mobile phone, public safety, public sector, public space and transport markets.

Arqiva has its headquarters in Hampshire, with other major UK offices in London, Buckinghamshire and Yorkshire. It now has ten international satellite teleports, over 60 other manned locations, and around 3500 shared radio sites throughout the UK and Ireland including masts, towers and rooftops from under 30 to over 300 metres tall.

The company is owned by a consortium of investors led by Macquarie Communications Infrastructure Group and has five operating divisions: Terrestrial Media Solutions, Satellite Media Solutions, Mobile Media Solutions, Wireless Solutions and Public Safety.

Major customers include ITV, Channel 4, Five, the BBC, BSkyB, Classic FM, the five UK mobile operators, the RNLI and the Metropolitan Police.

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