



PRESS RELEASE

Date: 30 July 2007

SDN signs with Arqiva for new digital TV network

- **New high-power DTT transmission network for SDN multiplex**
- **Contract expected to be worth an estimated £500 million and will run until 2034**
- **Digital Switch Over project well underway**

Arqiva has been awarded a contract by SDN Ltd - a wholly-owned subsidiary of ITV plc - to design, build and operate a new national digital terrestrial TV network in preparation for digital switchover. The contract will run until 2034 and is estimated to be worth in the region of £500 million over its 27 year term. SDN currently broadcasts a range of popular free-to-air channels including Five, S4C and QVC together with pay-channels via Top Up TV.

SDN intends to continue to broadcast from the 81 key transmission sites from which it is currently transmitted but Arqiva will increase its transmission power levels to provide enhanced coverage so that it will be available to over 90% of the UK population by the end of switchover.

Steve Holebrook, managing director of Arqiva's Terrestrial Media Solutions division, said: "We are delighted to announce the signing of this major contract with SDN. This will extend an already successful relationship with SDN, which stretches back to 1998, into the digital-only broadcasting future."

Simon Pitts, managing director of SDN, added: "This is a major milestone for SDN, which gives the business valuable long-term certainty over its cost base. Arqiva are a valued partner and we look forward to working with them to deliver an enhanced service to our channel customers and play a full part in delivering digital switchover by 2012."

Arqiva is already well advanced in its preparations for the Border region, which is first to switch over to all-digital transmission. The Whitehaven 'Flagship' project completes as early as October this year, and infrastructure work elsewhere in the region is well underway in anticipation of switchover in 2008/09.

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This latest contract follows the appointment of Arqiva as digital transmission supplier to the BBC (two multiplexes) and as preferred supplier to Digital 3 and 4 Ltd. These three Public Service Broadcasting (PSB) multiplexes will use the nationwide infrastructure of 1154 sites to provide 98.5% coverage.

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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 seven international satellite teleports, 60 manned bases, and over 2300 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.

www.arqiva.com

About SDN

SDN is a digital terrestrial television (DTT) multiplex operator, wholly owned by ITV plc. It holds the licence from Ofcom to broadcast DTT channels over a specified bandwidth, and constitutes roughly a sixth of current DTT capacity. SDN derives its income from content providers who would like their channels to be broadcast to the nation's growing numbers of DTT homes. The channels are then marketed to consumers as part of the Freeview and Top Up TV services.

Within SDN's current capacity of up to ten full videostreams, half is reserved for use by Five which broadcasts its three channels on DTT and sub-licenses the remainder of the capacity to Top Up TV. The other channels carried by SDN are ABC1 (Disney), QVC, Price Drop TV, Bid TV, Turner, BBC Radio 1-4, EMAP radio (Heat & Mojo) and Teletext Holidays.

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SDN

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