



## PRESS INFORMATION

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### **Occasional Video & Data – Arqiva in Action**

Arqiva's Occasional Video & Data department provides complete distribution for feeds from broadcast events for a range of customers including sports, entertainment and news.

Over the last few years Arqiva has invested heavily in top-of-the-range HD outside broadcast trucks and has significantly increased its operational capability, meaning its systems can provide full distribution wherever and whenever it's needed.

Arqiva was contracted to support two of the biggest broadcast events in the UK in 2007 - Concert for Diana and Live Earth.

### **Concert for Diana**

Concert for Diana, held at London's Wembley Stadium on 1<sup>st</sup> July 2007 was one of the most watched outside broadcasts of all time, with around 15 million people in the UK and over 500 million homes in 140 countries worldwide watching the live six-hour concert. It was also one of the first concerts to be broadcast in HD, providing new distribution challenges for the hundreds of media companies involved.

Broadcast expert Arqiva provided a complete distribution solution for the event, using its industry-leading HD Satellite News Gathering (SNG) truck to uplink content from the site to Arqiva's global platform. Crucially, Arqiva booked the space segment to get the signal back to broadcasters across the globe, including VH1 in the US.

Arqiva owns, operates and manages 10 international teleports in Washington, Los Angeles, London, Paris and other sites in the UK, and used its Winchester teleport to turn around an HD signal to the transatlantic space segment, a satellite providing coverage from the UK and US. Arqiva delivered the Standard Definition signal on behalf of the concert organisers, Live Nation, to Asia on Asiasat 2 and to the Americas on Intelsat 3. The signal was taken from the host

broadcaster at BT Tower and delivered via its Winchester teleport, supplying the feed to many of the 140 countries who tuned in.

With secure encryption and teams located at key international locations, Arqiva Occasional Video & Data was able to meet Live Nation's very specific broadcast needs.

## **Live Earth**

Live Earth reached its worldwide audience of 2 billion via a range of media platforms including TV, radio and the internet. Arqiva was contracted by MTV to provide live delivery services from Wembley for worldwide broadcast onto MTV's networks.

To do this Arqiva picked up the signal from MTV's Live Earth feed and distributed it to all the MTV channels worldwide, via its teleport at Crawley Court, Winchester. Arqiva co-ordinated satellites for Europe, the Americas and Asia.

MTV's coverage of Live Earth was part of the company's wide array of global activities across multiple platforms to raise awareness of global warming. In the US, following the show, viewers were able to watch MTV content on demand, and were able to watch the live and on-demand feed at MSN.com. MTV's feed contributed to the fact that Live Earth broke all records held by Live 8 for the number of Internet streams.

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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.

[www.arqiva.com](http://www.arqiva.com)

**For more information please contact:**

Bethan Thomas/Laura Imregi

Nelson Bostock Communications

Tel: +44 (0)20 7792 7423

email: [bethan.thomas@nelsonbostock.com](mailto:bethan.thomas@nelsonbostock.com)

Bruce Randall

Arqiva, Winchester

Tel: +44 (0)1962 822582

email: [bruce.randall@arqiva.com](mailto:bruce.randall@arqiva.com)