



## PRESS RELEASE

Date: 17 September 2007

### **Arqiva and Wedding TV tie the knot with full tapeless production for delivery-to-playout**

- **All content moved to tapeless methods for delivery-to-playout**
- **Reduced costs and convenience make tapeless delivery ideal solution for channels**
- **First step in delivering efficient broadcast workflows**

Arqiva today announced that Wedding TV has moved to tapeless production methods for all delivery-to-playout. Broadcasters have been using tapeless production for adverts for a number of years but it is still typical for the majority of long-form material to be managed using tapes and couriers.

Launched in December last year, Wedding TV has been using tapeless methods for all its playout and distribution since June this year. It currently produces 4-5 hours of original content per week but this is set to rise to 4-5 hours per day from September and using tapeless methods will significantly reduce courier costs and speed up the time from creation of programmes to being on air.

Helen Taylor, Head of Operations at Wedding TV said: "We're a new channel so we had the advantage of starting tapeless without a huge back catalogue of material. Being able to upload the main programming has really reduced costs and increased efficiency for us because there is no need for tapes and couriers to distribute the content."

"Wedding TV is also shown in Poland and Russia so one of the key benefits for us is that we get voices delivered electronically and can easily layback the additional audio to the original content. This should really help us to see true economies of scale as we look to expand into more territories in 2008."

John Bozza, Head of Broadcast Sales at Arqiva's Satellite Media Solutions division said: "Using tapeless methods for delivery and playout has significantly reduced the cost for our

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customers. But it's not just about cost, it also makes it easier to manage so the teams are able to spend more time on producing additional content or tailoring what they have for different audiences.”

Wedding TV's tapeless environment is driven by Apple Macintosh X-servers, X-raids and supported by X-San and Final Cut Studio 2. It interfaces electronically with the Arqiva plaintext centre for onward transmission.

- Ends -

**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, plaintext, 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)

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