



PRESS RELEASE

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Hollywood to the UK direct: IPTV chooses Arqiva for UK DTH distribution

- **Transatlantic fiber connectivity and UK uplinking**
- **Access to Sky Digital platform via an Arqiva Eurobird multiplex**
- **Allows US company to operate as if a UK broadcaster**

Washington, DC. US broadcast channel IPTV has chosen Arqiva as its key content distribution platform to expand into the European market.

Arqiva recently acquired two teleports and fiber networks in the United States which offer direct access to Arqiva's extensive distribution capabilities within the UK and Europe. With this new infrastructure in place, Arqiva "has landed", says Simon Thrush, Senior Vice President and head of Arqiva's US operation. "We are now positioned as *the* major international gateway to Europe for American broadcasters. Our ability to take content from the US market and directly distribute it within Europe allows us to offer customers faster and simpler implementation times and more cost effective services," he continues.

For IPTV, using Arqiva simplifies distribution so that, once the content leaves their facilities in Santa Monica, all elements of the onward distribution are taken care of by Arqiva. From Arqiva's teleport in Los Angeles, content is delivered across the Atlantic by fiber directly to one of Arqiva's many Eurobird multiplexes in the UK. It then appears as part of the Sky direct-to-home (DTH) platform in the UK as channel 670. "Rather than deal with multiple parties to enable distribution outside the US, our customers only have to work with one entity - we are a total end-to-end service package," explains Thrush.

This is the first contract to take full advantage of the cost and distribution benefits of using Arqiva's new North American assets. IPTV's founder, Michael Reinstein says: "Using the Arqiva gateway allows us to cut costs for origination and allows us to operate virtually as if we were a UK-based broadcaster. This in turn, allows us to deliver better quality programming." Reinstein continues, "Arqiva also has the technical expertise we look for -

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they've been in the broadcast business for years and have a solid understanding of what full-service means and what the customer expects, particularly in the European distribution market.”

Another reason IPTV chose Arqiva is the company's reputation for customer and service support. Reinstein continues, “It's very reassuring to know that Arqiva is not a newcomer to this industry. And it shows in many ways. They're willing to work with you to offer you the solutions you need, and sometimes options you hadn't even thought of, plus deliver the kind of quality you expect from a global broadcast leader.”

- 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, 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

About IPTV Corporation

IPTV Corporation (OTC:[IPTV.PK](http://www.iptv.pk)) is an interactive television company based in Los Angeles that is developing innovative video commerce technologies for use on wireless, satellite and broadband-based Internet protocol television platforms. The Company owns and operates Channel 670 on the British Sky Broadcasting Platform. IPTV's channel is the first multi-play dynamic pricing television commerce platform in the world. IPTV's unique proprietary programming is a fast-paced, competitive, trading floor atmosphere that provides live, real-time auctions combined with live video to create a compelling completely interactive television viewing experience. The channel combines traditional TV commerce elements seen on Liberty Media's QVC Network and IAC/Interactive Corporation's Home Shopping Network along with dynamic pricing mechanisms found on websites like e-Bay and TV game shows like "The Price is Right". The Company is bringing a new level of interactivity to the millions of Sky viewers through programming that resembles more of a gaming experience or competitive sport than a traditional television shopping show.

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For more information please contact:

Karen Foster
Arqiva (US) Inc.
Tel: 202-721-8615
email: karen.foster@arqiva.com

Bruce Randall
Arqiva (UK)
Tel: +44 1962 822582
email: press.office@arqiva.com