



PRESS RELEASE

Date: 18 March 2008

Arqiva accommodates future growth for Setanta

- **Dedicated 36 MHz transponder will uplink up to eight channels**
- **Greater efficiency in multiplex and uplink process**
- **Provides a range of interactive services**

Arqiva's Satellite Media Solutions division has today announced it is providing a dedicated 36MHz transponder, plus associated multiplexing and uplinking, to support growth by sports TV broadcaster Setanta. The service comprises of content being delivered via a number of fibre sources and a dedicated multiplex capable of uplinking up to eight channels. A proportion of the available capacity is used to support a range of interactive services including Sky Bet and the Setanta ISub applications.

Setanta is a leading international owner and operator of premium subscription-based sports TV channels with over three million customers worldwide. The dedicated transponder provides Setanta with greater efficiencies in broadcasting their growing number of sports-related channels which include Racing World, Racing UK, Setanta Commercial, NASN, Setanta Island, Liverpool TV and Arsenal TV which was launched on 14 January 2008.

Richard Sweeney, chief operating officer for Setanta, said: "The demand for sports content continues to fuel our launch of sports-related channels into the UK TV market. Since 2004 Arqiva has consistently provided us with flexible and scalable solutions to support this growth. This has culminated in their provision of a dedicated transponder which enables us to better manage our capacity as we look to the future."

John Bozza, director of sales at Arqiva's Satellite Media Solutions division, said: "We fully understand the changing requirements of broadcasters working in the demand-driven world of sports television. By recognising their needs and helping them to plan ahead for future

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growth we are able to accommodate expansion while also providing cost-saving efficiencies. Setanta's dedicated transponder is a good example of this and we are delighted that they have chosen to expand their broadcast capacity with us."

- 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.

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