



PRESS RELEASE

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VOOM HD Networks selects Arqiva to expand RUSH HD channel into Europe

- **VOOM HD launches RUSH HD on BSkyB platform in the UK**
- **Arqiva provides fibre connectivity and uplinking onto Eurobird satellite**

Arqiva has announced that it has been chosen by VOOM HD Networks to provide fibre connectivity and uplinking of RUSH HD - VOOM's 24/7 high-definition channel devoted to extreme sports and adrenaline action. On 7 April, the channel was launched onto BSkyB's (Sky) digital satellite platform, the UK's most popular digital pay-television service.

RUSH HD is a 24/7 HD channel, delivered in 1080i high-definition format with Dolby Digital 5.1 surround sound. Its pulse-pounding programming includes adrenaline-packed competitions featuring some of the world's best athletes across a wide range of sports and one-of-a-kind expeditions into remote, uncharted territories.

The signal for the 15Mb MPEG-4 1080i format HD channel is sent via fibre from Rainbow Network Communications Broadcasting & Technology Centre in New York to Arqiva's teleport facilities in Chalfont Grove, UK, where the feed is multiplexed and uplinked onto Arqiva's Eurobird satellite capacity for broadcast on the Sky platform.

"I've had the opportunity to work with Arqiva on other channel launches and found the company extremely solution-oriented, with the customer firmly in mind at all times," said Glenn Oakley, VOOM HD Networks' Senior Vice President, Global Operations and Business Development. "In preparing the international launch of RUSH HD, we selected Arqiva not only for this strong customer service approach, but also for its working relationship with Sky and its commitment to the future of HD broadcasting."

VOOM HD Networks is the largest provider of HD content in the world, with 15 dedicated channels in the US, a global VOOM HD channel and programming distributed throughout the world. The launch of RUSH HD on Sky marks the second VOOM brand to see international distribution, and there are already plans for the channel's further expansion throughout Europe.

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John Bozza, director of sales at Arqiva's Satellite Media Solutions division, added: "We are pleased to support the penetration of VOOM HD Networks' channel brands into Europe. HD TV is a significant investment for both broadcasters and service providers but it is a high-profile growth-market to which the content of RUSH HD is perfectly matched. As the VOOM HD Network continues to grow its international presence we look forward to working very closely with them on future HD channel launches."

- 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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About VOOM HD

The VOOM HD networks (www.voom.com) comprise the world's largest suite of high-definition channels for distribution through satellite and cable operators. Produced exclusively in true high-definition and 5.1 Dolby digital surround sound, VOOM HD networks carry programming in categories as diverse as sports, movies, fashion, music and art. The VOOM HD networks' 15 HDTV channels are available in the U.S. on Echostar's DISH Network and Cablevision's iO digital cable service. The 24/7 linear VOOM HD channel is currently distributed in Asia and Europe. Building on Rainbow Media Holdings LLC's history of original programming innovation, VOOM HD was developed by Rainbow to meet the growing worldwide demand for quality high-definition programming.

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