

SAT-GE



ARQIVA

PRESS RELEASE

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Arqiva and SAT-GE to deliver MPEG-4 High Definition platform to Asia Pacific

- **Cost-effective and state-of-the-art HD solution for Asia Pacific region**
- **Flexible bit rates and MPEG-4 encoding supports growth**
- **Delivers international access to key growth markets**

Washington, DC Arqiva's Satellite Media Solutions division announced today that it is joining forces with SAT-GE, a subsidiary of General Electric, to provide an Asia Pacific satellite-based High Definition (HD) video platform. Collaboration and co-ordination by both parties has already begun on the new platform that will enable broadcasters to distribute and contribute HD and Standard Definition (SD) channels to Asian-Pacific broadcasters and cable head-ends.

From Arqiva's Digital Media Centre and teleport facilities in Los Angeles, California, the new HD platform will be uplinked onto GE 23 at 172 degrees East, which is ideally positioned to provide a broad satellite footprint for coverage from the United States into key locations including Singapore, Hong Kong, China, Japan, Thailand, South Korea, Indonesia, The Philippines, Australia and New Zealand.

MPEG-4 encoding will be employed in a fully flexible range of bit rates including 12 and 8 megabits per second for HD, and 4 megabits per second for SD. The HD Video platform offers a state-of-the-art and cost-effective solution for customers wishing to reach the Asia Pacific.

The Multi Channel Per Carrier (MCPC) signal is transmitted using High Order DVB-S2 8PSK modulation for maximum bandwidth efficiency and performance, while providing customers with a high-quality solution that optimises satellite space segment capacity on the 36 MHz C-band transponder. Arqiva will also offer a wide range of key value-added services including backhaul, standards conversion, local connections and remote cable head-end antenna placement.

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Andrew Jordan, SAT-GE President & CEO said, "We are excited about working with Arqiva to deliver video services to the growing market. The MPEG-4 technology behind the new platform will enable broadcasters to deliver HD content at an extremely cost-effective price and will encourage SD broadcasters to enter into progressive HD delivery. Arqiva's global infrastructure and international reputation for delivering exceptional levels of reliable connectivity makes them the ideal partner for this project."

Simon Thrush, Senior Vice President for Arqiva in the US added: "The Asia Pacific market offers tremendous opportunities for broadcasters, and Arqiva is excited to be facilitating this growth with SAT-GE. The available capacity on GE 23 makes it a particularly attractive proposition for broadcasters with an eye on future expansion, while its extensive footprint provides access to key growth markets including China. The combination of Arqiva's MPEG-4, DVB S2 8PSK technology, and relationship with SAT-GE, will be instrumental in redefining and expanding the HD satellite neighbourhoods in the Asian Pacific marketplace, enabling Arqiva to offer a cost-effective and high-quality service to our customers."

- 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 SAT-GE

SAT-GE provides satellite capacity on GE-23 across the Pacific basin, encompassing 6 individual beams, 5 Ku-band and 1 C-band, that give almost total coverage of both land mass and ocean from Perth in Australia to Los Angeles in the USA and from Alaska to South New Zealand. GE-23 offers Ku-band cross connectivity capability between multiple beams and, in C-band, a single trans-Pacific beam allows simultaneous uplink and downlink from anywhere within the beam. The GE-23 satellite located at 172 degrees east was manufactured by Alcatel Space, a series 4100 spacecraft, with a minimum useful life of 15 years. Launched on 29 December 2005, GE-23 delivers internet applications, VSAT, data and telecommunications services, and cable and broadcast programming. Additional information about SAT-GE and GE-23 can be found at www.sat-ge.com

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