



PRESS RELEASE

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High Definition kids TV created with Arqiva Outside Broadcasts

- **Arqiva Outside Broadcasts provides HD technology and on-location technical support for new kids TV show shot in Wales**
- **Innovative new co-production between Cynhyrchiadau Ceidiog Creations, S4C and Al Jazeera Children's Channel**
- **First ever UK co-production for Al Jazeera Children's Channel**

Arqiva has today announced it has provided the HD (high definition) technology used to capture an innovative new pre-school TV show, 'Baaas'. A joint production between Al Jazeera Children's Channel and S4C made by Cynhyrchiadau Ceidiog Creations, 'Baaas' has a multiracial theme and centres on an extended family of puppet sheep. For S4C this is their first children's programme to be made in HD, and for Al Jazeera Children's Channel their first co-production with any company in the UK.

The 52-episode programme is being shot over seven weeks in Llanelli, Wales. Arqiva has provided one of its HD Outside Broadcast trucks, deploying four HD cameras and four HD camera VTRs. On-site HD technical support is also being provided by Arqiva. 'Baaas' will initially be launched on S4C in October 2008 and then across twenty Arabic countries on the pan-arabic Al Jazeera Children's channel in January 2009.

Arshad Rasul, Director of Broadcast and Distribution at S4C, said: "S4C has a longstanding relationship with Arqiva in several technology areas, and so we are confident the technology is in capable hands. This has had the great benefit of allowing everyone to focus on the creative content of the programme."

Nia Ceidiog Managing Director and Producer for Cynhyrchiadau Ceidiog Creations added: "Arqiva's Outside Broadcast facilities have been able to provide us with all the HD technology we need. We greatly appreciate the HD technical expertise Arqiva has brought to the project: Their 'can do' attitude is very much in keeping with the spirit of the programme."

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Michael Bass, Managing Director of Outside Broadcasts at Arqiva, said: "With HD fast becoming the standard for global tape distribution it is important that smaller production companies have the foresight to use HD in order to ensure maximum reach and longevity for their programmes. We are delighted to be involved in this exciting new production which helps demonstrate the widening appeal of HD television."

- 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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