



PRESS RELEASE

Date: 2 July 2008

Arqiva delivers High Definition Opera live from Italy and Spain

- **Nearly 70 digitally enabled cinemas enjoy live HD opera performances**
- **HD SNG truck deployed by Arqiva for on-location uplink**
- **At least six performances will be distributed in 2008**

Arqiva in Italy has today announced it is successfully delivering live HD (High Definition) opera performances from Italy and Spain to cinema audiences across Europe. Working with DDCinema, a subsidiary of Genoa based Qubo, Arqiva has already distributed three performances including 'Il Barbiere di Siviglia' from La Fenice theatre in Venice, 'L'Orfeo' from the Teatro Real de Madrid, and most recently 'Samson and Delilah' from the Teatro Comunale in Bologna, Italy on 6 June 2008. This performance was viewed by audiences in nearly 70 cinemas in Spain, France, Belgium, Poland, Italy, Austria, Switzerland and the United Kingdom.

Arqiva's Italy facility, based in Rome, provides HD SNG (Satellite News Gathering) trucks which uplink the programme feeds onto 27MHz bandwidth of its satellite capacity. Arqiva also provides HD technical support and assists with test transmissions. At least three further HD events will be distributed by Arqiva in 2008.

Elena Rasori from DDCinema said: "We are very excited to be working with Arqiva and using the innovative new technology of Digital Cinema to bring live opera to wider audiences than ever before. Arqiva's extensive experience of broadcasting live events in High Definition is proving invaluable and their extensive global infrastructure has made it simple to reach our key markets."

Barrie Woolston, Commercial Director at Arqiva's Satellite Media Solutions division, added: "Digital Cinema presents exciting new opportunities to live event organisers and exhibitors. It not only gives event organisers access to a truly global audience, but can also significantly drive revenues across an exhibitor's network as viewing alternative content on the big screen continues to grow in popularity. Arqiva has considerable experience in the live

2 July 2008

Arqiva delivers High Definition Opera live from Italy and Spain

broadcast of alternative content to digitally enabled cinemas and we are pleased to be involved in the continued growth of this important new medium.”

John Bozza, Director of sales at Arqiva’s Satellite Media Solutions division, commented: “We are delighted to be bringing the live opera experience to audiences all across the continent. Digital Cinema demands the superior quality of High Definition pictures and, with an art form where sound quality is at a premium, the use of Dolby Digital 5.1 sound creates a truly breath-taking experience.”

- 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

For more information please contact:

Bethan Thomas/Laura Imregi
Nelson Bostock Communications
Tel: +44 (0)20 7792 7425
email: bethan.thomas@nelsonbostock.com

Bruce Randall
Arqiva, Winchester
Tel: +44 (0)1962 822582
email: press.office@arqiva.com