



PRESS RELEASE

Date: 21 August 2008

Arqiva brings Olympic coverage to IMG's global audience

- **Arqiva uplinks IMG's distribution of the Beijing Olympic Games**
- **9 MHz of capacity utilised on three satellites**
- **IMG's coverage distributed into Europe, Asia and the Americas**

Arqiva has today announced it has provided distribution services for international sports broadcaster IMG's coverage of the 2008 Beijing Olympics to major Cruise and In-flight customers. Arqiva's international infrastructure enabled IMG's highlights packages to be distributed to a global audience in Europe, Asia and North and South America. IMG's content was uplinked onto 9 MHz of Arqiva's capacity on three satellites: W1 for Europe, IS9 for the Americas and Apstar2 for Asia.

Stephen Farr, Engineering Manager for mediahouse, an IMG Sports Media company, said: "Our coverage of the Olympic Games for In-ship and In-flight customers was an important and high profile element of our programming which demanded the very highest levels of service. Our past experiences of working with Arqiva provided the confidence that these programmes would be delivered to the highest standards. Arqiva's global infrastructure and extensive satellite capacity enabled us to use a single service provider to meet all our market requirements."

Matthew Ivey, director of Occasional Use for Arqiva's Satellite Media Solutions division, added: "IMG is the world's largest independent producer, packager and distributor of sports programming and Arqiva is proud to have supported their coverage of this prestigious event. We are delighted to have been able to utilise our satellite and media expertise to design a bespoke fully managed solution across multiple satellites to maximise the efficiency of IMG's near-global distribution.

- Ends -

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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

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