



PRESS RELEASE

Date: 21 August 2008

Arqiva delivers Olympic action to Sky News

- **End-to-end hybrid solution for Olympic coverage**
- **Reliable, scalable and effective contribution**

Arqiva has today announced it has enabled the contribution of news reports from the 2008 Beijing Olympics for Sky News in the UK. Utilising a combination of Arqiva's capacity on the Intelsat 4 satellite and the company's international terrestrial fibre link between Israel and its Chalfont Grove (UK) facility, Arqiva was able to deliver the content direct to Sky's studios in London. This enabled Sky News to provide live comprehensive news reports on the Olympic action from Beijing.

Jackie Faulkner, Head of News Operations at Sky News, said: "Up-to-the-minute reports on the Olympic Games were an important element of Sky News' sports coverage. Arqiva's international satellite and terrestrial infrastructure provided a reliable, scalable and effective contribution link with which we could deliver the top quality Olympic coverage our audiences expected from Sky News."

Matthew Ivey, director of Occasional Use for Arqiva's Satellite Media Solutions division, added: "We are delighted to have worked with Sky News on their coverage of one of the world's most important and popular sporting events. Arqiva's international satellite and terrestrial communication infrastructure provides customers like Sky with a highly effective hybrid solution for international contribution. The scale and flexibility of our Occasional Use offering provides broadcasters with a tailored solution to incorporate major events like the Olympic Games into their programming."

- 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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About Sky News

Sky News and sky.com/news: Since its launch in 1989, Sky News has established itself as a formidable and innovative force in the world of news broadcasting. It now provides news to around 145 million people in 36 countries in Europe alone, with distribution across Africa, the Middle East and Asia.

Valued for fairness, balance and journalistic objectivity by both viewers and regulators, the award-winning channel has also earned a reputation for the speed of its 24-hour coverage and flexibility in reporting live news – first.

In addition to its status as one of Europe's leading 24 hour news channels, sky.com/news is one of the fastest growing websites on the continent. It is also available on mobile phones, on desktops, on UK rail platforms and Virgin Atlantic flights.

Sky News now makes a number of programmes for web-only broadcast on sky.com/news. These include, 'Technofile' - a weekly show looking at the latest technological innovations and 'Unplugged' - a new live show broadcast from Sky's Milbank studio, during which Martin Stanford will discuss the most topical and interesting stories of the day – but with no running order, the programme will be able to respond to latest developments as they happen.

In April 2007 sky.com/news launched embedded video clips as standard on the site.

[Sky.com/news](http://sky.com/news) won the Royal Television Society's innovation award in 2007 for the user generated content it carried during Sky News' *Green Week*.

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