



PRESS RELEASE

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Arqiva partners with Armenia Fund for worldwide distribution of its international Telethon

- **Live worldwide distribution of 12-hour fundraising broadcast**
- **Arqiva's Los Angeles teleport used as primary source**
- **Combination of satellite, fiber and webstreaming infrastructure**

Washington, DC For the fourth consecutive year, Arqiva will be providing worldwide distribution of Armenia Fund's 11th annual Telethon. The internationally telecast fundraising event spans 12 hours of live, continuous coverage on the American Thanksgiving holiday, which falls this year on 27 November, and utilises Arqiva's satellite, terrestrial fiber and webstreaming infrastructure.

The live television broadcast is sent as a continuous feed to Arqiva's Los Angeles teleport and from there is distributed throughout North America and Europe via Arqiva teleports in Washington DC, Winchester (UK) and Paris. Arqiva's extensive international and domestic satellite capacity, as well as its global terrestrial fiber network, ensures uninterrupted delivery of the telethon to all continents of the world.

Arqiva's ability to combine online webstreaming of the content with broadcast distribution is a significant benefit to Armenia Fund. In 2007 webstreaming of the telethon dramatically increased viewership and raised a record \$15.2 million. Arqiva will encode the 350kbps webstream and connect the video output directly to the Internet backbone for streaming through local servers. In addition, Arqiva will make the webstream available in Live Flash Media as well as Windows Media, providing a greatly enhanced video experience for thousands of Internet viewers.

Greg Boyrazian, Director of Development for Armenia Fund, said: "This is an important and emotional event for Armenians around the world so it's great to know

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that Arqiva is once again handling the crucial process of distribution. Arqiva has consistently delivered an unparalleled service which maximizes our reach to donors around the world. As the Telethon continues to grow, it is both exciting and reassuring to know that Arqiva is able to meet and exceed our ever increasing expectations and requirements.”

Simon Thrush, Senior Vice President of Arqiva Satellite & Media in the US, said: “We are absolutely delighted to be at the heart of this extraordinary event and proud to be playing such an important role in ensuring its worldwide success. Being the primary distribution point for the Armenia Fund Telethon, we physically connect the event with its audience – and its all-important donors. International distribution of a 12-hour continuous live broadcast is a major undertaking but one for which Arqiva has the expertise, experience and infrastructure.”

- 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. There are three operating divisions:

Terrestrial Broadcast division provides transmission for all UK terrestrial TV broadcasters, including the new networks being built for the Digital Switch Over. Transmission is also provided for BBC Radio and most commercial radio stations, both analogue and DAB. The company owns and operates two of the six UK digital terrestrial TV multiplexes, enabling major media companies to bring their TV and radio services to Freeview.

Satellite & Media serves the broader needs of TV channel providers, media companies and corporate enterprises. Arqiva has end-to-end capability ranging from outside broadcasts, satellite newsgathering, studios and playout to satellite distribution and international connectivity via ten satellite teleports. Many of these services are offered in the US and Europe via offices and Arqiva infrastructure in Washington DC, Los Angeles, Paris and Rome.

Wireless Access division provides cellular, wireless broadband, voice and data solutions for the mobile communications, public safety, local government, and commercial markets. Arqiva is the largest independent provider of radio sites in the UK and Ireland. With its own spectrum, the company can provide complete mobile communications networks including backhaul links.

Arqiva has its headquarters near Winchester and other major UK offices in London, Warwick, Buckinghamshire and Yorkshire. The company is owned by a consortium of investors led by Macquarie Communications Infrastructure Group. Major customers include the BBC, ITV, Channel 4, Five, BSkyB, Classic FM, the five UK mobile operators, the RNLI and the Metropolitan Police.

www.arqiva.com

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