



PRESS RELEASE

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Arqiva announces VOD chief as Kangaroo acquisition completes

- **Legal completion of acquisition by Arqiva of Project Kangaroo platform assets**
- **Pierre-Jean Sebert appointed CEO for new service to be launched in the coming months**
- **Service to provide high-quality, long-form content from both leading broadcasters and independent content providers**

Arqiva has today announced the completion of its acquisition of the platform assets of Project Kangaroo, the video-on-demand (VOD) platform developed by UKVOD LLP, a joint venture set up by BBC Worldwide, ITV and Channel 4.

The hardware and software technology, and related intellectual property, provide the technical basis of a VOD platform designed for a content aggregation service. Arqiva plans to use the assets to launch a new video-on-demand service to UK consumers in the coming months. The platform will aim to host top-end, quality content from leading broadcasters and independent content providers with both free-to-air and pay-content propositions.

Arqiva has also confirmed the appointment of Pierre-Jean Sebert as CEO of the new VOD business. Pierre-Jean was Managing Director UK for Eurosport from 2001 to 2005 and had previously engineered the joint-venture with NTL for the launch of British Eurosport in 1999. He also oversaw the launch of EurosportNews. More recently Pierre-Jean has been working as a senior advisor to major media and entertainment companies including Virgin Media, ONO, UKTV, Rainbow Media, UEFA, and Broadcast Australia.

“I’m very much looking forward to leading the launch of this new platform and to establish it as a prominent proposition in the market,” said Pierre-Jean Sebert. “It’s an important new route for quality long-form content to reach an additional audience, and complements Arqiva’s traditional role in terrestrial broadcasting. We have rapidly established ourselves operationally and have already made significant progress with our consumer proposition,

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both in terms of user experience and content acquisition. We will share our vision and progress in due time."

Steve Holebrook, managing director for Terrestrial Broadcast at Arqiva, said: "We are delighted to announce Pierre-Jean's appointment. He brings a wealth of experience across the UK media industry and is ideally placed to lead the new venture. Our focus is now shifting to the business side of the venture and getting ready for the launch of this exciting service."

- 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 business units:

Terrestrial Broadcast 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 provides global communication platforms to enterprise, government and broadcast customers around the world. It owns and operates teleports at key locations including Los Angeles, Washington, London and Paris, as well as comprehensive satellite capacity, an international terrestrial fibre network and extensive media facilities. These enable Arqiva to provide world leading organisations with a comprehensive range of services to deliver their data, broadcasts and media across the globe.

Wireless Access 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 CPPIB. Major customers include the BBC, ITV, Channel 4, Five, BSkyB, Classic FM, the five UK mobile operators and the emergency services.

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