



PRESS RELEASE

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Arqiva appoints former UKTV exec to launch VOD service

- **John Keeling to implement Arqiva's entry into VOD market**
- **Role to oversee programming, marketing, branding and content**
- **20-year track record in multi-channel TV**

Arqiva today announced the appointment of former UKTV Controller and COO, John Keeling, to the role of Platform Controller for its new VOD service. Keeling will be responsible for overseeing all programming and marketing functions including brand development and content supply. He will also be responsible for appointing key programming and marketing staff for the forthcoming platform.

Arqiva announced its move into online content supply in July, with the aim of hosting top-end, quality content from leading broadcasters and independent content providers targeted at a discerning UK audience.

Keeling held his operating role at BBC/Virgin joint venture UKTV from 2001 to 2007 where he sat on the boards of both UKTV and BBC Vision. He was subsequently brought in by ITV, BSkyB, Discovery Networks and the BBC to strategise, devise and implement executive-level organisational and personal development programmes. Keeling commenced his broadcasting career with the launch of MTV Europe in 1987 followed by a six year stint at Sky where he was responsible for the movie channels throughout the early 1990s.

Pierre-Jean Sebert, recently appointed CEO of the new platform said: "I am delighted to have persuaded John Keeling to join this business. He has a unique track record in launching and managing multi-channel television brands in the UK and understands the British audience as well as anyone in the business."

John Keeling added, "I am delighted to accept this role in the rapidly expanding online TV sector. This feels very much like the new frontier in the same way as multi-channel did when I first joined Sky twenty years ago."

- 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. 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. 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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