



NEWS ALERT

Date: 2 June 2010

Arqiva adds Ahl-e-bait to its Hot Bird offerings

- **Arqiva launches US produced Ahl-e-bait TV channel into Europe via its transatlantic fiber, teleport services and Hot Bird capacity**
- **Fifth US based Persian language channel in one year to choose Arqiva**

Arqiva has launched Ahl-e-bait on its Hot Bird satellite neighborhood providing a complete satellite/fiber solution for the Shiite Muslim content channel. Ahl-e-bait, produced in California, will be seen for the first time by Persian-speaking audiences across Europe. This is the fifth US based Persian-language channel to select Arqiva for program delivery across Europe and the Middle East within the last year.

Jon Kirchner, Executive Vice President at Arqiva Satellite & Media, said: "By providing standards conversion to PAL, delivering the feed to the UK through our dedicated transatlantic fiber, then multiplexing and uplinking it onto the European Hot Bird platform, Arqiva provides a seamless, distribution solution that fits Ahl-e-bait's programming expansion plan."

Arqiva provides management and delivery of over 400 standard and high-definition TV channels to over 30 TV platforms worldwide. With the infrastructure and experience to help rights owners, programmers and broadcasters, Arqiva delivers television around the world.

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