

Press Release

Crown Castle UK Announces Agreement With ITV for Additional Digital Terrestrial TV Broadcast Capacity

1st Apr 2005

Crown Castle UK, the mobile telecommunication and broadcast transmission infrastructure company, has announced that Channel 4 has been selected through an auction process to take up an additional digital TV channel on multiplex C, part of the UK's digital terrestrial television (DTT) platform.

This new capacity on multiplex C is being made available as a result of Crown Castle taking advantage of improvements in infrastructure technology and maximising the value of scarce DTT resource.

Peter Abery, Crown Castle's chief executive officer, commenting on the agreement said: "This is good news for Crown Castle and viewers of the Freeview service. We have been able to demonstrate our ability to deliver on one of our key strategic objectives and viewers of the Freeview service will have even more channels to choose from."

Dan Brooke, Channel 4 Controller of Digital Channels, said: "Channel 4 performs more strongly on Freeview than any other multi-channel platform but additional capacity is scarce. We are delighted to have been awarded the new channel which will enable us to further extend Channel 4's unique brand into an increasingly digital world."

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