

# Arqiva becomes official Media Partner to MF1 Racing

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Arqiva renewed its official media partnership with the Midland MF1 Racing team for the second year running in 2006 to deliver SNG services throughout the year, including the 2006 British Grand Prix.

The content management and delivery leader is to provide facilities for distribution of interviews with the team's drivers and exclusive footage to broadcasters.

"Arqiva has a proven track record in providing flexible and cost-effective SNG services and we are keen to tap into this expertise during the 2006 British Grand Prix," says MF1 Racing's Director of Business Affairs, Ian Phillips. "Having Arqiva on board will vastly increase our media presence and we feel that our transmission requirements are in very capable hands."

"SNG is the ideal solution for special sporting fixtures and Arqiva's partnership with Midland F1 will provide broadcasters with improved access to the team," says John Dunlop, Arqiva's head of marketing services, Satellite Media Solutions. "This is an exciting piece of business for us and we'll enjoy doing it."

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