

# Arqiva announces long term strategy for OB growth



With the consolidation and rebranding of both Scanners Outside Broadcast and Shots Television as Arqiva Outside Broadcasts, Arqiva strengthened its position in the industry with some of the best assets and expertise available.

The move provided Arqiva with the scalability to serve customers from outside broadcasts through to editing and uplinking, giving the company an even stronger position within the competitive OB market.

Arqiva were also pleased to announce the recruitment of two highly regarded executives to join the outside broadcasts team - Simon Bowler and Chris Butler, both with over 20 years experience of working on some of the biggest sporting events of the last decade.

"Arqiva's growing investment in the outside broadcasts arena demonstrates our ambition to drive growth within the increasingly competitive OB market. Recruiting two of the most talented executives in the industry and the development of two state of the art HDTV trucks demonstrates our ability to respond to the needs of the market and Arqiva's commitment to the OB space," commented Nick Thompson, Managing Director of Arqiva Satellite Media Solutions.

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