

MacAnthony Realty International launched its own channel, Overseas Property TV, onto the Sky platform in 2006. Arqiva provided fibre connectivity between the channel's London studio and its site, and uplinked Overseas Property TV onto the Sky platform via the Eurobird satellite.

"As new entrants to TV broadcasting, we needed a playout and distribution solution that included a comprehensive introduction to the broadcast television market", commented Wendy MacAnthony, MD of the Overseas Property TV. Arqiva demonstrated a real understanding of our wider commercial needs and guided us through the process of launching our channel, meaning that we could concentrate on what we do best - selling property around the world".

John Bozza, head of broadcast sales at Arqiva's Satellite Media Solutions division added, "We're committed to making the process of launching a channel as simple and transparent as possible for new entrants. We worked closely with Overseas Property TV, drawing on our years of broadcast experience, to make the process as painless as possible. We not only provided a tailored technical solution, but also the consultative and sales support that Overseas Property TV needed to launch its first channel."

8<sup>th</sup> August 2006

