

# Arqiva broadcasts 2007 Bollywood Awards to 1 billion viewers worldwide



Wizcraft International Entertainment Pvt. Ltd, India's premier event management company, broadcast the International Indian Film Academy (IIFA) Awards from the Sheffield Hallam FM Arena on 9 June 2007. The awards ceremony, which attracts the cream of the Bollywood film industry, was broadcast to approximately one billion viewers worldwide.

Throughout the event, Arqiva provided all of the broadcast technical equipment. Using its state-of-the-art HD outside broadcast trucks to cover the red carpet arrivals of the stars and the awards themselves, Arqiva ensured outstanding broadcast quality. The trucks used were equipped with HDC-1500 HD cameras, EVS XT2 servers, HDCAM VTRs and a MVS-8350A Multi-Format Switcher. Audio was handled by a 52 fader Calrec Alpha with Bluefin.

Mick Bass, managing director of Arqiva's Outside Broadcasts team, commented: "In the last year we have invested heavily in top-of-the-range HD outside broadcast trucks and have significantly increased our operations size to broadcast quality events like these. This is the first time any company in the UK has worked so closely to support the Bollywood Awards and we are delighted that we have been able to demonstrate why it is we lead the industry in the UK."



10<sup>th</sup> June 2007