

Arqiva supports Concert for Diana and Live Earth events



Concert for Diana and Live Earth, two of the biggest broadcast events of 2007, were supported by Arqiva, and watched by billions of people the world over.

Concert for Diana, July 1st 2007, was a live six hour event and one of the first concerts to be broadcast in HD. Arqiva provided a complete solution for the event, using its new HD Satellite News Gathering truck to uplink content to Arqiva's global platform. Arqiva operates 10 international teleports across the globe and used its Winchester teleport to turn around an HD signal to the transatlantic space segment, using a satellite providing coverage from the UK and US.

Arqiva also delivered the Standard Definition signal on behalf of the concert organisers. The signal, via Arqiva's Winchester teleport, supplied the feed to many of the 140 countries who tuned in.

Live Earth reached its worldwide audience of 2 billion via a range of media platforms including TV, radio and the internet. On behalf of MTV, Arqiva provided live delivery services from Wembley for worldwide broadcast onto MTV's networks. Via its teleport at Crawley Court, Winchester, Arqiva co-ordinated satellites for Europe, the Americas and Asia, distributing the feed to MTV channels worldwide.

8th July 2007

