

# Arqiva expands into key American markets



Expanding its reach into the American market, Arqiva's acquisition of the BT satellite services business in March 2007, gave US broadcasters access to Arqiva's extensive worldwide broadcast infrastructure for the first time – Arqiva's resources reaching over 90% of the world's population.

From comprehensive, full-time video and data to occasional-use satellite services, Arqiva offers a full array of services for broadcasters in the US via two teleports: one in Washington, DC; and one in Los Angeles, CA. Each teleport offers a wide choice of satellite connectivity options, as well as a dedicated fiber link between the US and the UK.

Simon Thrush, Senior Vice President and head of Arqiva's US operation, says: "For US customers looking for international access, we offer satellite coverage and fiber infrastructure that aren't attainable directly from the US. Essentially, we have become a gateway to the entire non-US broadcast world. To date, the transition of services has been seamless. Our people have a reputation for customer service and excellent, long-standing relationships, as well as a long pedigree in broadcasting-it really is our core business." He continues, "Our customers also know that we're a full-service provider, not just a transponder broker. And because we're independent of any specific satellite operator, we can be more flexible and move much faster."



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