

Arqiva selected to link Rugby World Cup 2007 to TV3 New Zealand



Over 240 hours worth of programming was needed to bring the Rugby World Cup 2007 to expectant viewers in New Zealand from its host country of France.

Arqiva provided a dedicated solution to the New Zealand TV Channel TV3 to do just that, providing the necessary broadcast structure to tie together the whole operation between Paris, London and Auckland in September and October 2007.

Arqiva provided TV3 with use of a permanent fibre link to transfer the daily programmes from the PTC (Paris Television Centre) studios located in the heart of Paris to the Arqiva Teleport in Paris-Boulogne. The programmes were then sent to TV3 in London via a cross-Channel fibre link and then managed by TV3 for transmission to New Zealand via their own network.

"We will be transmitting over 240 hours worth of programming to TV3 viewers in New Zealand directly from the Rugby World Cup 2007. We're delighted that Arqiva was able to respond to our requirements in terms of reliability so that we can provide the best service to our viewers in a cost-effective way", says John McDonald, Head of Sport at TV3 New Zealand. "Arqiva's technical expertise and reputation for excellent reliability coupled with reasonable price will be key to the successful transmission over the six weeks of the tournament."

11th September 2007

