

Hollywood to the UK direct: IPTV chooses Arqiva for UK DTH distribution



Arqiva's recent acquisition of two teleports and fibre networks in the US allows American broadcasters direct access to Arqiva's extensive distribution capabilities within the UK and Europe. This new gateway to Europe allows for content from the US to be distributed within Europe in a faster, simpler and more cost-effective manner.

For IPTV, using Arqiva simplifies distribution so that, once the content leaves their facilities in Santa Monica, all elements of the onward distribution are taken care of by Arqiva.

IPTV's founder, Michael Reinstein says: "Using the Arqiva gateway allows us to cut costs for origination and allows us to operate virtually as if we were a UK-based broadcaster. This in turn, allows us to deliver better quality programming."

Reinstein continues, "Arqiva also has the technical expertise we look for -they've been in the broadcast business for years and have a solid understanding of what full-service means and what the customer expects, particularly in the European distribution market."

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