

# Arqiva delivers Southern Africa Direct on Sky



Southern Africa Direct is the UK's first 'Destination TV' channel, providing an authentic and engaging information source for anyone interested in visiting or building commercial links with Southern Africa.

To deliver the channel on the UK Sky Digital platform, Arqiva is providing Southern Africa Direct with 3.5Mb/s of space on the Eurobird satellite and fully managed playout from Arqiva's Chalfont Grove facility.

Arqiva also provide a digital archive storage which increases the accessibility of content while reducing the need for tape-based re-ingest and a downstream graphical package to allow scheduled graphics to be placed over the video content. These graphics can contain multiple layers which allow complex effects to be created for additional on-screen information and branding.

Clare Bramley, Chief Operating Officer, Southern Africa Direct, said: "Having approached a number of service providers we were initially attracted to Arqiva by its longstanding industry reputation. The company's extensive international infrastructure and ability to provide the exact services we required, both for the launch and looking ahead to the future, pushed Arqiva ahead of the competition when it came to signing the contract."

28<sup>th</sup> November 2007

