

# Arqiva delivers Metropolitan Opera live to European cinemas

arqiva

Eight New York performances of “The Met: Live in HD” have been transmitted into cinemas across Europe using Arqiva’s HD expertise and infrastructure. Building on last season’s success Arqiva’s transmission of the 2007-8 season enabled sell-out audiences to experience eight star-studded performances in cinemas across Europe. The total attendance for this season of live transmissions was expected to top 900,000 people worldwide.

Arqiva received the live HD signal from the Atlantic Bird 1 satellite and then re-transmitted to the Intelsat 10-02 and Atlantic Bird 3 satellites for live distribution into cinemas in the UK, Germany, Austria, Netherlands, France and other European countries. A Metropolitan Opera representative monitored the transmission from within the MCR of Arqiva’s Winchester Teleport providing hands-on real-time communication between the Met and Arqiva’s specialist team.

Arqiva’s solution also included on-screen local language subtitling for participating European countries, negating the need for multiple transmissions from the US. The HD screenings incorporate Dolby Digital 5.1 surround sound for maximum impact and included live interviews and special features. Arqiva provided cost-effective recording and storage of all the HD content for future re-purposing.

8<sup>th</sup> May 2008

