

High Definition kids TV created with Arqiva Outside Broadcasts



High Definition technology is being used to capture an innovative new pre-school TV show, "Baaas" over its 7 week filming in Llanelli, Wales. A joint production between Al Jazeera Children's Channel and S4C made by Cynhyrchiadau Ceidiog Creations, 'Baaas' has a multiracial theme and centres on an extended family of puppet sheep.

Arqiva has provided one of its HD Outside Broadcast trucks, deploying four HD cameras and four HD camera VTRs. On-site HD technical support is also being provided by Arqiva. 'Baaas' will initially be launched on S4C in October 2008 and then across twenty Arabic countries on the pan-arabic Al Jazeera Children's channel in January 2009.

Arshad Rasul, Director of Broadcast and Distribution at S4C, said: "S4C has a longstanding relationship with Arqiva in several technology areas, and so we are confident the technology is in capable hands. This has had the great benefit of allowing everyone to focus on the creative content of the programme."

Nia Ceidiog Managing Director and Producer for Cynhyrchiadau Ceidiog Creations added: "Arqiva's Outside Broadcast facilities have been able to provide us with all the HD technology we need. We greatly appreciate the HD technical expertise Arqiva has brought to the project: Their 'can do' attitude is very much in keeping with the spirit of the programme."

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