

Arqiva delivers High Definition Opera live from Italy and Spain

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Nearly 70 digitally enabled cinema audiences across Europe have enjoyed live HD opera performances from Italy and Spain thanks to Arqiva.

Arqiva has already distributed three performances including 'Il Barbiere di Siviglia' from La Fenice theatre in Venice, 'L'Orfeo' from the Teatro Real de Madrid, and most recently 'Samson and Delilah' from the Teatro Comunale in Bologna, Italy on 6 June 2008.

Arqiva's Italy facility, based in Rome, provides HD SNG (Satellite News Gathering) trucks which uplink the programme feeds onto 27MHz bandwidth of its satellite capacity. Arqiva also provides HD technical support and assists with test transmissions.

Barrie Woolston, Commercial Director at Arqiva's Satellite Media Solutions division, commented: "Digital Cinema presents exciting new opportunities to live event organisers and exhibitors. It not only gives event organisers access to a truly global audience, but can also significantly drive revenues across an exhibitor's network as viewing alternative content on the big screen continues to grow in popularity. Arqiva has considerable experience in the live broadcast of alternative content to digitally enabled cinemas and we are pleased to be involved in the continued growth of this important new medium."

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