

Arqiva brings Olympic coverage to IMG's global audience



International sports broadcaster IMG covered all the action of the 2008 Beijing Olympics for its major Cruise and In-flight customers.

Arqiva's international infrastructure enabled IMG's highlights packages to be distributed to a global audience in Europe, Asia and North and South America. IMG's content was uplinked onto 9 MHz of Arqiva's capacity on three satellites: W1 for Europe, IS9 for the Americas and Apstar2 for Asia.

Stephen Farr, Engineering Manager for mediahouse, an IMG Sports Media company, said: "Our coverage of the Olympic Games for In-ship and In-flight customers was an important and high profile element of our programming which demanded the very highest levels of service. Our past experiences of working with Arqiva provided the confidence that these programmes would be delivered to the highest standards. Arqiva's global infrastructure and extensive satellite capacity enabled us to use a single service provider to meet all our market requirements."

21st August 2008

