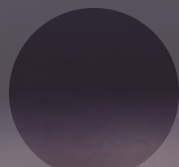
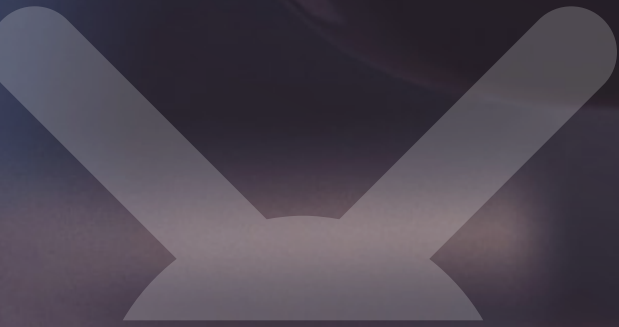


argiva

Launching a TV channel on UKDTH



Launching a TV channel on UKDTH

This document is designed as a quick reference guide for anyone looking to launch a new channel on the Sky & Freesat platforms in the UK.



What is UKDTH?

UKDTH is Direct-To-Home distribution in the UK.

The main satellite platform serving the UK is Sky, which reaches around 11 million set-top boxes, with the Freesat platform offering an additional two million devices. Customers with a channel on UKDTH can also reach carriage agreements with various cable operators, the largest being Virgin Media with a further four million homes.

First steps: Broadcast licence

All broadcasters in the UK must have a licence from OFCOM, or an appropriate alternative from a recognised licensing authority.

Further details can be found on the OFCOM website: www.ofcom.org.uk

If you require assistance with your license application, your Arqiva Account Manager can provide a list of consultants who are experts in this field.

EPG (Electronic Programme Guide – your listing on a set-top box)

For the launch of an SD channel, EPGs are no longer available directly from Sky, but are available via various brokers. Your Arqiva Account Manager can provide details of several brokers if you need help in finding an EPG for sale.

For HD channel launches, an EPG can be obtained directly from Sky

If you do not have a contact at Sky, please email channels.operations@sky.uk - the main address for Sky's Commercial Channel Management team.

All broadcasters must abide by Sky's own terms and conditions to be carried on the platform. Your Sky Channel Manager will advise you of these. Sky also publishes an EPG listing guide and other useful information on its corporate website:

<https://www.skygroup.sky/corporate/about-sky/regulatory>

Pick your flavour of encryption

Free-to-air

This type of channel can be viewed by anyone with a Sky/Freesat receiver and can also be seen by anyone manually tuning to the channel.

Free-to-view

This type of channel requires an active Sky card in a Sky box. It's useful if you want to reach the whole Sky audience but don't want your content to be available to anyone tuning in manually.

Encrypted

This type of channel requires viewers to have an authorised Sky card to view your channel

Please speak to your Sky Channel Manager for further information.

What Arqiva can do for you

Arqiva will be responsible for the technical delivery of your channel to the Sky platform.

Broadcasters have the option to deliver their own feed to Arqiva, or we can collect the feed from your location and provide the contribution to our site. Your Account Manager can advise you on the various options available.

Arqiva will then encode your channel and deliver it as part of a multiplex to a Sky 'adaptation hub'.

At this point, Sky service integration (Sky's engineering team) will configure your channel to be presented on the platform. Your channel will then appear live on the Sky EPG, as per your commercial agreement.

Arqiva will be on hand throughout the launch process to assist where required, from joining the first technical call with Sky and your EPG broker to liaising with service integration to ensure your channel is launched on its allocated 'In Service Date'. We will be with you every step of the way.

If you are launching a free-to-air channel, you can benefit from launching on the Freesat platform at the same time. You will need to speak to Freesat directly to obtain a Freesat EPG, but the same satellite capacity can be used for both platforms. Again, Arqiva will provide the technical information for the Sky and Freesat engineering teams, in order for your channel to be added to the Freesat EPG.

In summary

Arqiva manages the technical aspects of your channel encoding and delivery to Sky and Freesat. We will charge you directly for this.

Your agreement with Sky covers your EPG listing and related services. You will be charged directly by Sky for this.

Your agreement with Freesat covers your EPG listing on Freesat. You will be charged directly by Freesat for this.

Please find below some example timelines based on the current Sky launch process for SD and HD channels. This information is for guidance only and is subject to change at any time.

Sky's commercial team can be contacted on channels.operations@sky.uk

Sky's service integration team can be contacted on DL-ServiceIntegration@bskyb.com

Bundle your UKDTH distribution with our other products

Internet contribution

A robust and cost-effective solution for delivering your channels to Arqiva.

Playout

We offer a range of solutions to manage the full end-to-end playout process.

VOD

Add value for your viewers with additional on-demand content.

Complete UK coverage

DTT

Talk to us about our Freeview network, which covers 95 per cent of the UK population.

YouView

We can add your channel directly to this popular streaming platform.

Example Sky launch timelines - SD launch

6

WEEKS BEFORE LAUNCH

- A technical meeting to be held by conference call with Sky to discuss the launch of your channel.
- At said meeting, broadcast hours, transponder and schedule facility providers to be confirmed with Sky.

6-5

WEEKS BEFORE LAUNCH

- Transponder capacity details in the form of an engineering set-up form to be forwarded to Sky's service integration department via Arqiva. Sky will configure your service on the platform approximately five weeks before launch.
- Please note this is one of the biggest dependencies in the launch process. Without this information, technical progress cannot be made.

4

WEEKS BEFORE LAUNCH

- Two weeks' worth of sample schedules up to the day of launch to be used in the testing of the channel, and two weeks' worth of live schedules.
- These must be downloaded to the live headend as per the technical specifications.
- Sky may need a promo tape or representative schedules to confirm your EPG genre.

3

WEEKS BEFORE LAUNCH

- Compliance contact must have confirmed receipt of technical documentation.

Example Sky launch timelines - SD launch



WEEKS BEFORE LAUNCH

- Very latest that schedules can be received into the scheduling system.
- Latest date by which a signal should be provided. The minimum requirement is bars and tone.



WEEK BEFORE LAUNCH

- The incoming signal must be generated from playout and be representative audio/video a minimum one week prior to launch (preferably the channel should be running as live during this period and the programming should correspond to the sample schedules).
- The broadcaster shall provide, upon Sky's request, sample programming and/or further representative schedules for the channel in order to assist Sky to determine the most appropriate EPG genre and/or EPG sub-genre for the channel.



DAYS BEFORE LAUNCH

- Schedules, audio and video to be signed off by Sky.



LAUNCH

The channel will appear on the EPG around mid-morning. Your launch slot is reliant on you meeting all timescales set above.

Example Sky launch timelines - HD launch

14**WEEKS BEFORE LAUNCH**

- Signed confirmation slip and completed contract form to be provided to Sky.

12**WEEKS BEFORE LAUNCH**

- A technical meeting to be held by conference call to discuss the launch of your channel.
- At said meeting, broadcast hours, transponder and schedule facility providers to be confirmed with Sky.

10**WEEKS BEFORE LAUNCH**

- The broadcaster is to provide to Sky the service configuration details in respect of the channel, no less than ten weeks before the intended launch date (Arqiva will provide this to the broadcaster).

8**WEEKS BEFORE LAUNCH**

- Not less than eight weeks prior to the intended launch date, Sky will configure the channel such that it may be made available to set-top boxes when transmitted via an approved adaptation hub.

6**WEEKS BEFORE LAUNCH**

- Not less than six weeks prior to the intended launch date, the broadcaster shall ensure that a signal for the channel is being broadcast. Such signal may consist of bars and tones (Arqiva can provide bars and tone if the channel content is not ready).

Example Sky launch timelines - HD launch



WEEKS BEFORE LAUNCH

- Signed final agreement(s) for launch must be received by Sky.
- Compliance contact must have confirmed receipt of technical documentation.
- Sky will stop work on the launch if final agreements are not fully executed by this date.
- Not less than four weeks prior to the intended launch date, the broadcaster shall:

(i) ensure the channel is being broadcast with representative audio, and, in the case of television channels, representative video;

(ii) provide Sky with sample scheduling, event and synopsis information for the channel(s) in accordance with the technical specifications in respect of the two-week period prior to the intended launch date;

(iii) provide Sky with actual scheduling, event and synopsis information for the channel(s) in accordance with the technical specifications in respect of the two-week period following the intended launch date;

(iv) inform Sky, in respect of the HD broadcast hours requirement in section 1.5 of the Listings Methodology, which option they are seeking to meet. The broadcaster shall provide, upon Sky's request, sample programming and/or further representative schedules for the channel to assist Sky in determining the most appropriate EPG genre and/or EPG sub-genre for the channel.



DAYS BEFORE LAUNCH

- Schedules, audio and video to be signed off by Sky.



LAUNCH

The channel will appear on the EPG around mid-morning. Your launch slot is reliant on you meeting all timescales set above.

Please find below the guideline document for launching a channel on Freesat. This is a guide only and applies to channels that are already on a Sky transponder or are about to launch on a Sky transponder that also carries the Freesat EPG. It is not possible to launch on Freesat only.

Further information on Freesat's EPG listing can be found here:

<https://www.freesat.co.uk/epg-listing-policy/>

Step by Step Launch Process on Freesat	
1	Channel Provider completes Launch Registration & Annex and returns to Freesat.
2	Freesat Operations team check all details and alerts Content team of any issues that could affect the launch.
3	Freesat raises an invoice for launch registration fee and EPG fee.
4	Channel to pay the launch registration fee (and EPG fee if close to launch date). Channel to advise if purchase orders are required.
5	Freesat submits a request to Sky to configure the channel for a Freesat launch - minimum of 3-4 clear weeks prior to launch date and only when the registration payment has been made.
6	Channel confirms EPG data provider and sends channel logos in the required format in preparation for launch.
7	Channel signs and returns EPG agreement and Annex together with a copy of the Ofcom Licence (or equivalent EU licence) and an example weekly/monthly schedule.
8	Freesat countersigns & returns EPG agreement and Annex.
9	Engage channel and Freesat marketing teams for launch activity.
10	Channel pays EPG fees by latest 7 days prior to launch activity.
11	EPG number allocated by Freesat.
12	Channel and Freesat Marketing teams to agree and finalise PR for launch.
13	Channel LCN allocated by Freesat.
14	Freesat Broadcast Operations team completes final checks prior to launch (including scheduling data is being received correctly).
15	Launch the channel.



For more information, please visit:

<https://www.arqiva.com/overviews/tv/uk-dth>

For more information, or to discuss this document, contact
Arqiva at sales@arqiva.com or call +44 (0)1962 823 434.