



Press Release



Arena's HD Units 7 & 8

Following extensive negotiations, Setanta Sports has awarded Arena Television a three year contract for turnkey Outside Broadcast coverage of around 400 Football matches.

Setanta Sports has been operating for around 15 years and recently acquired the rights to a package of FA Premier League and Conference League matches. Up to nine Setanta run channels are available on digital-satellite, cable and digital-terrestrial. Traditional analogue transmissions are being phased out from 2008, so most homes will have access to Setanta.

Arena has around 150 matches scheduled in the 2007-8 season for Setanta. These combined with Football bookings from other Broadcasters, mean that Arena will probably cover more Football than any other company. It is also expected to make Arena the UK's largest privately owned OB operator.

Coverage includes 46 matches per annum from the FA Premier League, which will be televised to an extremely high technical specification using Arena's two new HD trucks Unit 7 & Unit 8. The balance is made up from the Conference League and other ad hoc games to be announced.

Arena is now finalising plans for another two double expanding side HD trucks to be designated Units 9 and 10. The first of which is expected to enter service in the winter of 2007. There will also be a recruitment drive to further enhance in-house staffing at its 40,000 sq ft of hangars at Redhill Aerodrome in Surrey, where Arena also operates a fleet of Newsgathering and Aerial filming helicopters.

Richard Yeowart, Arena's Managing Director commented. "We are very focused on not only providing Setanta with unrivalled coverage, but also in looking after our other loyal Clients, which have been built up over the last 15 years. This is a very exciting time for the business, as the market continues to provide new development opportunities."



Arena's HD Unit 8 – The Production suite

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