



IBC2007 - Stand No 1.121 and OE330

**SISLink and Sky Sports News
Delivering critical key sporting events and fixtures**



SISLink are delighted to announce their latest deal with Sky Sports News, a five year contract for the provision of SNG and satellite services. This new contract builds upon the already successful partnership between SISLink and BSkyB, SISLink renewing their contract to supply Sky News with SNG facilities in April 2007.

The contract will see SISLink provide Sky Sports News with a bespoke service comprising two leased highly specified SNG uplinks supplemented by significant additional adhoc SNG provision plus the associated satellite and communication services. These services will be provided 7 days a week, providing Sky Sports News critical coverage of key UK and European sporting fixtures, covering major events such as Gillette Soccer Saturday and the Euro 2008 qualifiers plus other key live events.

The unique ability of SISLink to deliver a fully bespoke solution using its in-house design and manufacture capabilities along with the largest fleet of mobile uplinks in Europe puts SISLink in a position to offer a complete solution to Sky Sports News, meeting both their regular and occasionally heavy adhoc requirements.

David Meynell, Managing Director, SISLink *"Sky Sports News is a prestigious news channel with a significant audience and SISLink are delighted to have secured the contract to supply them with satellite and broadcast services over the next five years. Over the past two years we have been determined to prove to the Broadcast Industry that we have the capabilities to not only lead the European market in the provision of satellite news gathering services but also now offer the best technical solutions and services for Sports and major events. This significant contract emphasises our placing in the industry and I hope that on the back of an improved, bespoke service to Sky Sports News that we will appeal to the wider Sky group and other broadcasters."*

Darren Long, Head of Sky Sports Operations *"When Sky Sports News decided to change provider for its TES uplinks we set an incredibly high standard of criteria we needed companies to hit. SISLink ticked all the boxes and showed a willingness to listen to our requests across all our various operations and adapt to both our current and future needs."*

The further usage of SISLinks services and innovative products in the market place demonstrates both the excellent customer service and quality of technical products available to outside broadcasters.

SISLink was formed in 1989, and is now recognised within the industry, as Europe's largest supplier of satellite uplinks, providing uplink services to a wide range of leading news organisations, including Sky News, ITV and ITN. Their revolutionary and innovative approach to researching and developing new technologies combined with their ongoing commitment to their client base has ensured the successful and continued growth of this first class company.

For further information contact:

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