



PRESS RELEASE

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Around 100 million watch the Royal Wedding – thanks to Exponential-e’s HD broadcast platform

Leading business technology enabler and Ethernet specialist, Exponential-e, is celebrating news that its high-definition, IP based broadcast network played a pivotal role in hugely successful live coverage of the Royal Wedding by four of the world’s top broadcasters.

CBS News and Bell Media Canada along with two other leading US broadcasters all selected the power and integrity of Exponential-e to transmit their continuous feeds of live news and coverage across the world. As part of the deployments Exponential-e provided direct 10Gb links in New York and access to its London metro network. The world’s media was based from media villages at Methodist Central Hall and Buckingham Palace from where they broadcast the events leading up to the wedding and the day itself to millions of viewers worldwide.

Bell Media delivered the most watched Royal Wedding programming of any Canadian media outlet, it has been reported. The procession from Westminster Abbey to Buckingham Palace was watched by 1.7 million viewers on average, making it the most watched television programme of the day in Canada. Overall, more than seven million Canadians watched Bell Media coverage from 3 to 10am.



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In addition, around another 30 million viewers watched the spectacle in Latin America and across Europe via “pool feeds” supplied to companies such as Telemundo – a US network that broadcasts in Spanish.

Exponential-e’s layer 2 IP network enabled the broadcasters to feed multiple channels from all their locations and benefit from a unified solution in the form of SIP trunking and secure Internet to support this event. Along with these advanced IP services, a dedicated team provided 24 hour onsite support at all the locations.

HRH Prince William of Wales married Miss Catherine Middleton at Westminster Abbey on Friday. The Royal Wedding procession took in the capital’s most prestigious sights and culminated at Buckingham Palace where a wedding reception was hosted by Her Majesty, The Queen.

Exponential-e’s high-throughput broadcast network supports ASI, SDI and HD-SDI. High-definition, low-latency, low-jitter connectivity makes it possible to support a range of dedicated customer services on the same underlying infrastructure and to distribute services across a number of locations.

All the solutions deployed are service-aware which means each type of traffic can be securely separated with each traffic type given its own performance guarantees. This ability makes it ideal for getting the necessary ICT on-location to support live events.

Service-awareness appealed to Canada’s largest private broadcaster, Bell Media. On the eve of the Royal Wedding, Albert Faust, Senior Director, Media Technology Systems, Bell Media said: “Exponential-e is connecting our outside broadcast sites to our news bureau in Camden. But what’s been great is their ability to give us Internet access as well as 30 channels of voice as part of the same solution. We are experts in



covering major world events but having a proactive and responsive partner like Exponential-e makes life a whole lot easier”.

CBS News is the news and information arm of American television and radio network, CBS Corporation. Headquartered in New York, CBS News includes bureaux across the globe. Exponential-e deployed data connectivity between CBS Broadcast’s anchor location at Methodist Central Hall and their broadcast complex in West London.

“We have been an Exponential-e customer for a number of years and with their flexibility of service they made a natural choice for this latest important deployment” said David Fairweather, Director of Operations, Europe CBS News.

Mukesh Bavisi, Managing Director of Exponential-e enthused: “Exponential-e is recognised for providing the solid foundation required for live broadcasting. There can be no better accolade than being associated with something as prestigious as the Royal Wedding”.

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About Exponential-e’s HD broadcast platform

Exponential-e’s powerful broadcast platform connects key locations together throughout the world. Built at layer 2 it is ideal for the real-time transmission of standard definition and high definition content. Very high bandwidth, low latency, low jitter connectivity supports multiple broadcast formats and both uni and bi-directional streams integrated over a single link. High-speed fully meshed connectivity includes five classes of service, a resilient infrastructure without any “single points of failure” and intelligent networking combine to create the ideal



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platform for supporting uncompressed or compressed feeds. World-class project management gives the world's media companies' total peace of mind.

About Exponential-e

Exponential-e is serious about business, business-only networks and being the best in the business. So our founding philosophy was and remains simple; to build the premier network to support UK enterprises that are equally serious about their business.

Since our foundation (2002), we have adopted the policies and the leading edge engineering technologies that offer UK companies resilience, speed, control and versatility – the prerequisites for a non-stop compute network platform. In order to achieve this, we took network engineering decisions with only corporate clients in mind. Most importantly, we insisted that no consumer broadband traffic would disrupt our network's resilience and have any impact on our clients' business. This is a peerless and crucial differentiator to achieving the optimum up-time and low latencies required for your business.

VPLS is now the cornerstone of our Smart Wires® approach to cloud computing – both private and public cloud applications where we can offer the important end-to-end SLAs to support your cloud applications. Our VPLS experience is peerless and invaluable when it comes to meeting the design objectives for the most complex networks.

Today, we have 1,000 blue chip corporate clients and a balance sheet worthy of Dun & Bradstreet's coveted No.1 credit status. We offer old fashioned quality of service sustained and supported by world-class leading edge network solutions.