

Press Release



Experience the Royal Wedding in High Definition on BBC One HD **BBC One HD added to UPC Line-up**

Ireland, 27th April 2011 – Home entertainment and communications company UPC Ireland today announced the addition of BBC One HD to its Digital+ HD TV channel offering.

UPC HD customers will be able to experience every detail of the upcoming royal nuptials with the launch of BBC One HD today. The channel will be available on UPC channel 140 and arrives just in time for UPC HD customers to enjoy all the pomp and ceremony of the wedding in glorious high definition.

Soap fans will be able to enjoy *Eastenders* for the first time in HD as well as a host of other popular BBC One shows such as *The One Show*, *The Apprentice*, *Strictly Come Dancing*, *MasterChef* and *The Graham Norton Show*.

Ian McDonough SVP and General Manager EMEA, said, *"We are delighted to offer BBC One HD to viewers in Eire through our partnership with UPC. As the second HD channel available from the BBC, the channel will increase the variety of programming that we can provide to the growing HD audience and ensure that they will always find programming that they enjoy."*

UPC Head of Television, Simon Kelehan commented, *"We're delighted to expand our high definition channel range with the addition of BBC One HD. Delivering top entertainment in greater definition is radically changing the way home viewers interact with TV."*

The addition of BBC One HD brings the number of HD channels offered by UPC to 12. Other HD channels available on the UPC platform include Setanta HD, ESPN HD, Eurosport HD, BBC HD, History HD, National Geographic HD, Nat Geo Wild HD, Biography HD, Discovery HD, Crime and Investigation HD, Disney Cinemagic HD.

ENDS

FOR FURTHER INFORMATION:

Anna-Maria Barry
UPC Ireland
01 245 8062 / 086 227 2072
ambarry@upc.ie

David O'Siochain/Angie Grant
Pembroke Communications
01 649 6322 / 01 649 6345
087 936 2440 / 086 377 2791
upc@pembrokecomms.ie

UPC Ireland is the leading cable television operator providing video, broadband internet and digital (VoIP) telephony services in Ireland. UPC offers more than half a million customers in Ireland access to the world of television, including 381,000 who have switched to digital television. UPC has 199,200 broadband subscribers and 96,400 digital telephone subscribers (as of 31 December 2010). The company is driven by its vision that this amazing but often complex digital world should be for everyone. UPC Ireland is a subsidiary of Liberty Global, Inc., the leading international cable operator with 18 million customers across 14 countries. For more information, please visit www.upc.ie

BBC One HD is a simulcast of the standard definition version of the channel provided by the BBC. The BBC is the largest broadcasting organisation in the world. It is a public service broadcaster, established by a Royal Charter and funded by the licence fee that is paid by UK households. The BBC provides 8 national TV channels plus regional programming, 10 national radio stations, 40 local radio stations and an extensive website. The BBC World Service broadcasts to the world on radio, on TV and online, providing news and information in 32 languages.