



Thursday 31 March 2011

ITV has withdrawn ITV2, ITV3, and ITV4 from the UPC channel line up, effective from midnight Thursday 31st March as UPC's carriage agreement with ITV has expired.

ITV was not in a position to renew the current agreement with UPC on any terms as ITV has an exclusive rights arrangement with another channel provider for certain content featured in the ITV2, ITV3 and ITV4 channels.

To reassure UPC customers, we expect the top programmes contained in ITV2, ITV3 and ITV4 will continue to be available on TV3/3e and in addition UPC is planning to launch a number of new channels shortly.

Ends

Note to editor: UTV will continue to be broadcast on UPC networks

About UPC

UPC is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit www.upc.ie