



Joint Media Release
Monday 31st January, 2011

GAA goes HD for the very first time on Setanta

This weekend will see Ireland's first broadcast of Gaelic Games in High Definition. The Armagh v Dublin game on Saturday night will be available on Setanta HD to UPC digital customers as will a minimum of seven other Allianz League games including Dublin's big football clashes with Cork, Kerry and Down.

Hurling fans will be able to enjoy the High Definition detail of the eagerly awaited match between Tipperary and Kilkenny on February 12th. The defeated All-Ireland finalists will be out to prove a point in that clash.

CEO of Setanta Ireland, Colin Morgan, commented *"As a lifelong GAA fan I am particularly looking forward to watching Gaelic Games in HD for the first time. Setanta are showing fifteen games in total and a minimum of 8 will be in HD on the UPC service. All of Setanta's games are on Saturday nights and under floodlights which will add to the viewing experience."*

Another new dimension to Setanta's coverage is a new face in Eoin McDevitt, who will host the live Allianz League games. McDevitt, who also hosts the 'Off the Ball' show on Newstalk, will be presenting live GAA for the first time and will be joined by analysts and commentators including Nicky English, Senan Connell, Seanie McGrath, Paul Earley and Ross Carr.

Simon Kelehan, Head of TV, UPC, commented, *"We're delighted to be showcasing the first ever GAA match in high definition as Dublin travel to Armagh on Saturday 5th February. GAA in HD is unique to Setanta HD and exclusively available to UPC customers on HD channel 412."*

Matches to be broadcast in HD live on Setanta:

Feb 5th

Armagh V Dublin 19:30 LIVE Setanta Ireland

Feb 12th

Tipperary V Kilkenny(h) 19:30 LIVE Setanta Ireland

Feb 19th

Dublin V Cork 19:30 LIVE Setanta Ireland

Feb 26th
Dublin V Kerry 19:30 LIVE Setanta Ireland

March 5th
Tipperary V Waterford (h) 19:30 LIVE Setanta Ireland

March 12th
Tyrone V Antrim 19:30 LIVE Setanta Ireland

March 19th
Down V Monaghan 19:30 LIVE Setanta Ireland

April 2nd
Dublin V Down 19:30 LIVE Setanta Ireland

ENDS

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