

## A TEAM EFFORT KEEPS THE RUGBY WORLD CUP ON THE AIR

Any rugby fan around the world would agree that this year's world cup finals may have been frustrating if you are a fan of the northern hemisphere teams but the standard of world rugby is the best that it has ever been.

Our customer, commercial broadcaster ITV, knew that the stakes would be high in terms of making sure that every game was broadcast flawlessly and as such they reached out to BT Media & Broadcast as one of a small number of partners in their broadcast chain to ensure that we were an integral part of their world cup team.

Mark Wilson-Dunn VP of BT M&B said that "James Pearce, the director of ops in the TSO TVMC operation which supports M&B, and myself were called into the ITV Broadcast Board and asked for BT's total commitment to their biggest event of the year. ITV were delighted to see that we were already well ahead of the game and able to demonstrate a deep level of pre-planning and organisation to enable them to concentrate on making a great TV experience rather than worrying about how it would get to air".

James Pearce added "ITV are one of our biggest TV network customers and we know their business, their infrastructure, and their people so well that it was natural to be part of the team.

Simon Pitts of ITV expressed his thanks today saying, "A huge thank you to you all - we know how much work you've put in and it's much appreciated".

The tournament turned out to be the most-viewed sports event in the UK so far this year with an average 8.7m viewers, and a peak audience of 9.4m UK viewers tuning in to ITV's coverage of the opening ceremony and the match between Fiji and England.

**It's been a great result for all involved.**