



Alfacam Covers MTV Europe Music Awards 2007 in Munich Using Wireless HD Cameras

Lint (Belgium), 24 October 2007 - Alfacam, the Belgium-based TV facilities provider and the wireless TV transmission specialist EuroLinX, which are both member of Alfacam Group (Euronext Brussels: ALFA), will take care of the recording of the 14th MTV Europe Music Awards. The EMAs will take place on 1st November 2007 in the Olympiahalle in Munich, Germany. Alfacam Group will engage an important amount of staff and HD equipment – including the brand new Thomson wireless HD cameras – for this yearly music awards event. The Awards will be broadcast live on HD1 and EXQ1 in HDTV quality.

Alfacam already recorded last year's edition of the MTV Europe Music Awards in Copenhagen. On 1st November the EMAs award show will air live from the Olympiahalle in Munich. Alfacam and its sister company EuroLinX will cover the event (including the live red carpet show) using three OB vehicles, one 5.1 surround sound audio truck, two HD satellite vehicles and 22 HD cameras. A crew of 45 technicians will take care of the HDTV production, which will be sent by satellite to the MTV Europe headquarters in London. The whole event will be broadcast live on Euro1080's HD 1 and the culture channel EXQ1 in HDTV quality.

Chris Demeulemeester, Operations Manager of Alfacam, stated: "The whole project, including the build-up, the testing and the rehearsals, will take approximately one week. Besides a HD output for Euro1080, we will also produce a standard 4:3 digital signal as well as a streaming for the MTV website. The fact that the technical coordination and the transmission are taken care of by two companies of Alfacam Group is quite unique".

EuroLinX recently bought two wireless Thomson LDK camera sets that can produce images in HD. They were already used a few weeks ago at the TMF Awards in Belgium.

Bruno Coudyzer, EuroLinX manager, said: "Important elements which made us choose for the Thomson system, were the superior image quality and the 3-way diversity system with a guaranteed interference-free transmission. These cameras are used both in our own studios as on location. The MTV European Music Awards in Munich will be the most prestigious event so far where these wireless HD cameras have been used. In addition, EuroLinX is also in the process of developing specific HD transmission equipment, which can be used for car races, marathons, cycle races and others."

The MTV Europe Music Awards is one of the largest and most importance live music events in Europe. They were created in 1994 in order to honour the favourite music and artists of young Europeans. Designed as an international celebration of music and pop culture from a distinctly European point of view, the event represents the definitive poll of European tastes and showcase not only established artists but also give up-and-coming performers a unique opportunity to perform for a global audience.

<http://ema.mtv.tv>

About Alfacam and EuroLinX

Alfacam, the Belgian TV facilities provider that is part of Alfacam Group, is based in the Eurocam Media Center in Lint near Antwerp (Belgium). The company offers services to TV stations and production houses. Alfacam owns 18 HDTV multi-camera television facilities trucks (OB vehicles), which record large music, sporting and lifestyle events around the world. Yearly, Alfacam carries out about 1800 assignments of which 1400 are already covered in HDTV.

www.alfacam.com

EuroLinX is the key player in the wireless HDTV transmission domain and is able to fulfil any requirement for high-tech and advanced wireless connections.

Created as a spin-off of the wireless technologies developed at Alfacam, EuroLinX specialises in HDTV satellite services and wireless transmissions. These are particularly suitable for music or sporting events taking place over large areas or long distances such as marathons and cycling events. It is also the ideal technology for on-board applications at sailing events, car and bike races.

www.euro-linx.com

About MTV

About MTV Networks International

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Comedy Central, Game One and IFILM. MTV Networks' brands are seen globally in 508.3 million households in 160 countries and 32 languages via 142 locally programmed and operated TV channels and more than 300 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).