

FACT BOOK 2006

LEADING

INNOVATING

SERVING

ENTERTAINING



sky

EVERY DAY WE STRIVE TO MAKE
SKY MORE VALUABLE, TO MORE
FAMILIES, IN MORE WAYS.

FIND OUT HOW



This icon indicates a source of
further information:



GO TO THE WEB
Follow the link

sky HD

A STRONG PLATFORM FOR GROWTH

Stats pack

As at 31 December 2005

8.1 MILLION CUSTOMERS NOW
ENJOY THE BEST IN NEWS AND
ENTERTAINMENT. FACT.

A NEW SKY+ HOUSEHOLD WAS
ADDED EVERY 30 SECONDS IN
THE RUN UP TO CHRISTMAS.
FACT.

ONE IN EVERY NINE SKY
HOUSEHOLDS TAKES MORE THAN
ONE SKY SUBSCRIPTION. FACT.

43 MILLION CALLS ARE
EXPECTED TO BE HANDLED
BY OUR CONTACT CENTRES
THROUGHOUT 2006. FACT.

HOUSEHOLD SPENDING ON
TELEVISION IS SET TO SOAR
BY 50%. FACT.

OUR ACQUISITION OF EASYNET
PLUS BREAKTHROUGHS IN
NEW TECHNOLOGIES WILL
ALLOW SKY TO ENTER NEW
MARKET SEGMENTS. FACT.

WE'RE 8 MILLION STRONG AND GROWING.
TODAY, ALMOST ONE IN EVERY THREE
HOMES IN THE UK AND IRELAND
CHOOSE SKY.

WE'VE ALSO MADE DRAMATIC PROGRESS
ON A NUMBER OF OTHER FRONTS.
INNOVATIONS IN AREAS LIKE MOBILE
AND BROADBAND HAVE BROUGHT US
CLOSER TO OUR CUSTOMERS. WE'VE
BEGUN TO PERSONALISE OUR
RELATIONSHIP AND ADDED TO OUR
RECORD OF SUCCESSFUL LAUNCHES –
FROM DIGITAL TV IN 1998, TO SKY+ IN
2001, TO HIGH DEFINITION TV IN 2006.

WE'LL KEEP GROWING BY CONTINUING
TO DELIVER A SEAMLESS EXPERIENCE
FOR OUR CUSTOMERS, FOCUSING ON
BEING A WORLD-CLASS CUSTOMER-
FACING ORGANISATION AND TAKING
FULL ADVANTAGE OF CHANGE AT SUCH
AN EXCITING TIME.

JOIN IN.

01

THE LEADING BRAND

INDEPENDENT RESEARCH SHOWS SKY IS THE MOST TRUSTED BRAND WHEN IT COMES TO DELIVERING INTEGRATED HOME ENTERTAINMENT.* FACT.

"Choose one brand that in the future would be the best at bringing together your (in-home) entertainment and broadband requirements"

1.	sky
2.	BT
3.	BBC
4.	NTL
5.	SONY
6.	ADL
7.	GOOGLE
8.	TELEWEST
9.	



MORE PEOPLE IN
THE UK CHOOSE
SKY THAN OWN
DOGS AND CATS.**
FACT.



HIGH PROFILE PARTNERSHIPS PLUS NEW AND EXCITING PRODUCTS AND SERVICES ARE ALL PART OF OUR DRIVE TO OFFER CUSTOMERS MORE CONTROL AND FLEXIBILITY IN HOW THEY WATCH SKY. FACT.



IN 2006, SKY'S
ENGINEERS ARE
EXPECTED TO
MAKE OVER
3.3 MILLION
HOME VISITS.
FACT.

CUSTOMER FRIENDLY
INNOVATION

Stats pack

BROADBAND WILL ALLOW US TO GROW INTO NEW SEGMENTS, ADDING VALUE TO OUR OFFER. FACT.

AROUND FIVE MILLION HOMES IN THE UK AND IRELAND ARE PREDICTED TO SUBSCRIBE TO BROADBAND FOR THE FIRST TIME WITHIN THE NEXT TWO YEARS.* FACT.

Innovation and the customer

Recent customer friendly innovations have enabled Sky to move into a new phase, where our customers can access our entertainment in formats and at times that suit their lifestyle.

These breakthroughs, combined with a steady increase in the take up of broadband in this country, give us the chance to move further ahead of the competition.

Adding to the huge success of Sky+ and Multiroom, we're now providing tailored content to be used on 3G mobile phones, PCs and even MP3 players.

As we move through 2006, we will introduce Sky HD as well as many other customer friendly products and services.

Our acquisition of Easynet will also be good news for our customers. In the near future they will get access to high quality broadband as well as a variety of other new communications services, including internet telephony.

Getting closer

We want to make sure we're always focusing on our customers and that their experience of Sky is the best it can possibly be.

To help us do this we have upgraded our customer service systems. It will help us to better anticipate customer needs and help them select the best and most relevant products, services and entertainment packages.

We're also introducing personalised features like viewing recommendations, available by email and via our website, www.sky.com.

Reaching out

To underline our commitment to reach out to more and more people we have forged a series of strong partnerships with other leading and innovative businesses like Sony, Microsoft, Disney and Intel. We think these partnerships will help us offer more choice and more flexibility when our customers watch Sky TV.

None of this is a new phenomenon. At Sky we've always recognised the power of innovation - in fact ever since we launched digital in the UK in 1998.





IN THE LEAD UP TO CHRISTMAS, 35% OF SKY+ CUSTOMERS WERE NEW TO SKY TV. FACT.

ONE IN EVERY SIX SKY DIGITAL HOUSEHOLDS NOW TAKES SKY+. FACT.

62% OF SKY+ HOMES SAY THEY ARGUE LESS ABOUT WHAT TO WATCH. FACT.**

Sky+

At the start of 2006, Sky+ was already in over 1.2 million homes. Its popularity continues to grow primarily because it's easy to use, but also because, as recent independent research told us, Sky+ has a positive effect on households as it encourages families to watch TV as a group.

For us, Sky+ is a good example of how an innovation can help attract new customers to Sky as well as add incremental revenues to our business through our existing customer base.

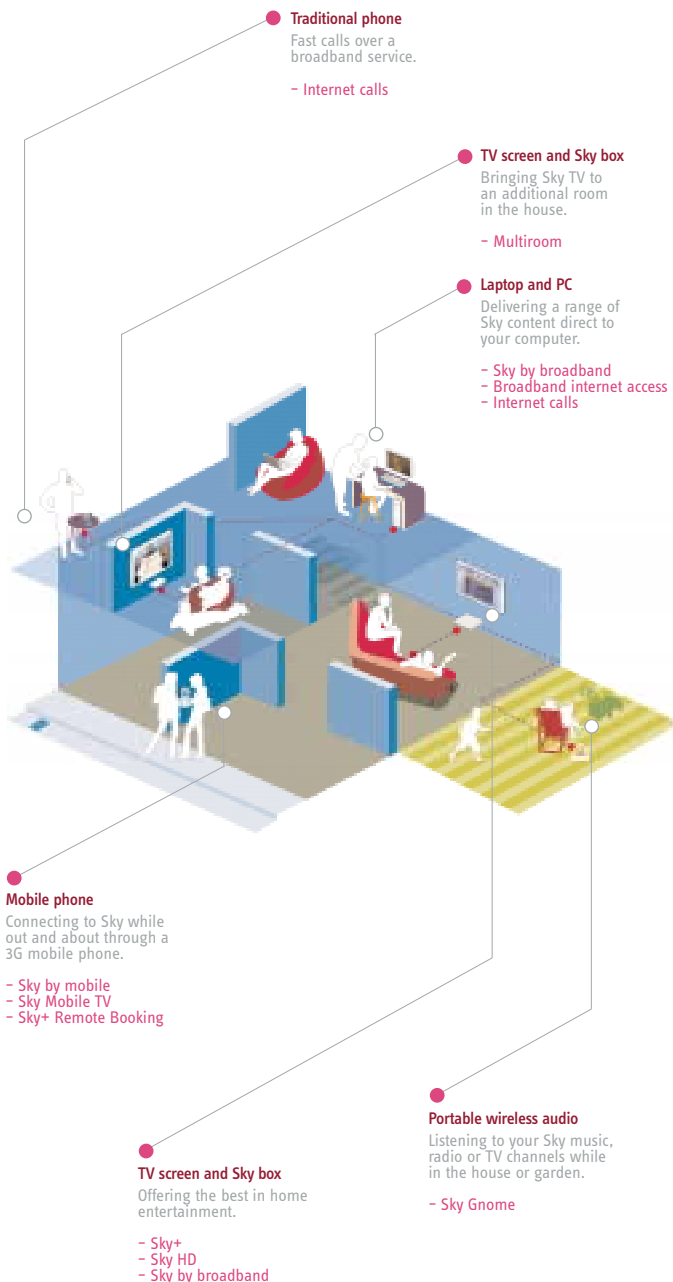


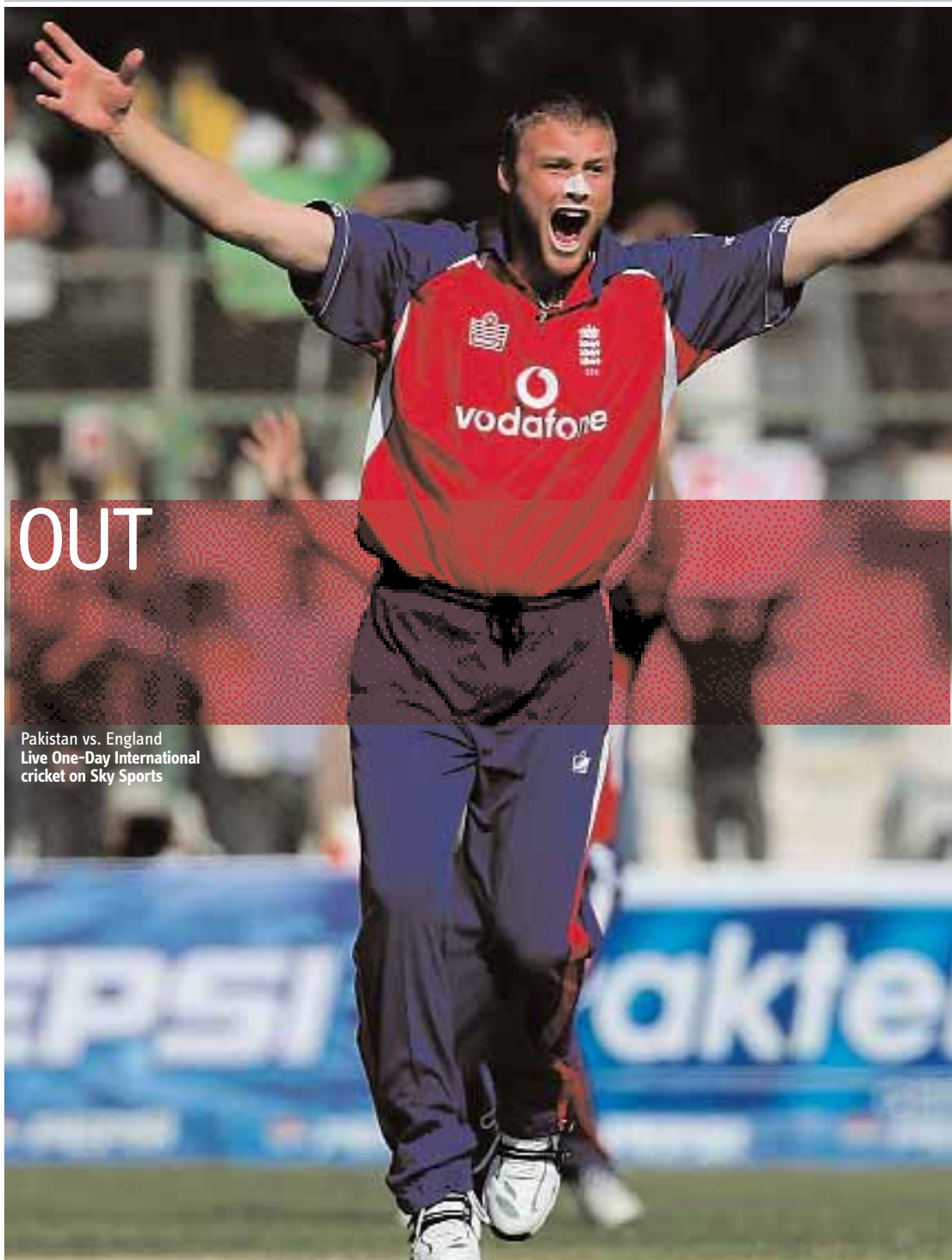
Sky+ Remote Booking

Sky+ customers will soon be able to record their favourite programmes remotely from their mobile phone. It's going to be that simple.

WHOLE HOME SOLUTIONS

Creating a multi-platform offer gives people more choice and flexibility in the way they enjoy Sky TV. It integrates the Sky+ recording and storage features with the efficiency of a satellite platform and very fast two-way broadband, not to mention mobile services and High Definition TV.





OUT

Pakistan vs. England
Live One-Day International
cricket on Sky Sports



SKY BY MOBILE

CUSTOMERS WHO SUBSCRIBE TO TWO OR MORE SKY PREMIUM CHANNELS HAVE ACCESS TO ENTERTAINMENT, SPORTS, NEWS AND WEATHER VIA A 3G MOBILE.

THERE WERE OVER 70,000 SKY MOBILE TV STREAMS EACH DAY IN THE FIRST THREE MONTHS FROM LAUNCH. FACT.

& ABOUT





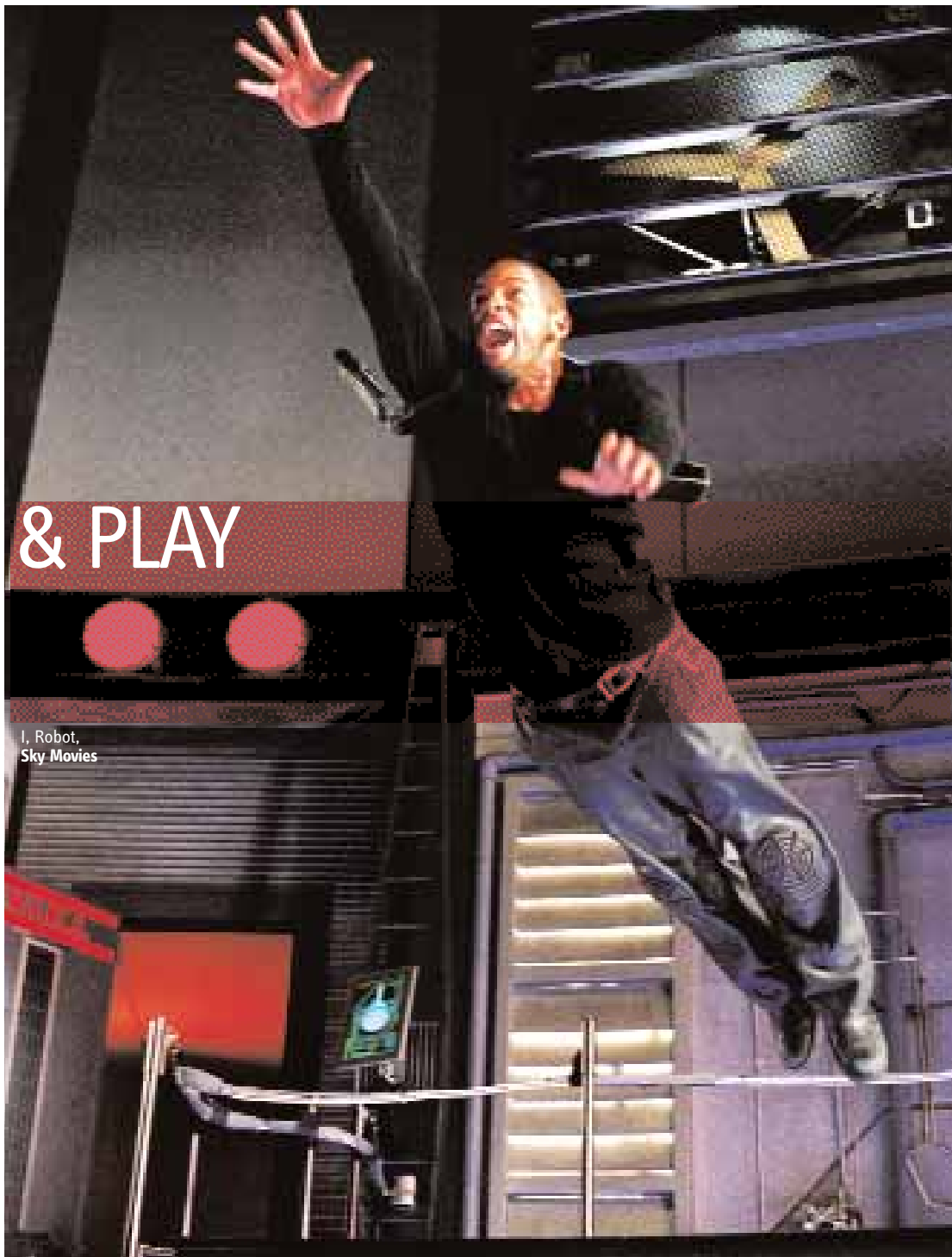
SKY BY BROADBAND

HOLLYWOOD BLOCKBUSTERS AND SKY SPORTS STRAIGHT TO A PC. ANOTHER EXAMPLE OF HOW WE ARE GIVING OUR CUSTOMERS MORE CHOICE IN HOW THEY GET SKY TV.

THERE HAVE BEEN MORE THAN 20,000 CONTENT DOWNLOADS PER WEEK SINCE THE SERVICE LAUNCHED. FACT.

A man with short dark hair, wearing a dark suit, is sitting in a modern office chair. He is looking directly at the camera with a serious expression. A laptop is open in front of him, and his hands are resting on his knees. The background is plain white.

WORK



SONG

Robbie Williams,
MTV Europe Music
Awards 2005



SKY GNOME

A PORTABLE AND COMPACT WIRELESS RECEIVER THAT LETS YOU ACCESS AUDIO OUTPUT FROM SKY CHANNELS WHEREVER YOU ARE, IN AND AROUND THE HOUSE.

WITH 80+ FREE-TO-AIR RADIO STATIONS, SKY IS THE LARGEST RADIO PLATFORM IN THE UK. FACT.

& DANCE



HD TV THE FUTURE'S ALREADY HERE

On 21 November 2005, Malcolm Baird, son of John Logie Baird, joined Sky for our first ever Sky HD broadcast via satellite.



FOR UP-TO-DATE INFORMATION ON
SKY HD, GO TO WWW.SKY.COM/HD

Stats pack

HD OFFERS VIEWERS FOUR TIMES THE PICTURE DETAIL OF NORMAL TV. FACT.

HD HAS CHANGED THE WAY WE PRODUCE PROGRAMMES FOREVER. FACT.

THE NEW SKY HD BOX HAS FULL SKY+ FUNCTIONALITY. FACT.

Raising the bar with High Definition TV (HD TV)

Sky believes it is essential to keep ahead of the game so that our customers can enjoy the most advanced TV services available. The introduction of Sky HD will once again re-affirm that Sky is the home of the highest quality viewing experience available anywhere in the UK and Ireland.

We believe that one of the key factors that will set us apart from others in the marketplace will be the wide range of HD programming that we can offer. Our digital satellite platform gives us the flexibility and bandwidth we need to be able to deliver this huge choice.

Why now?

More and more viewers are upgrading to HD Ready TVs. For consumers to experience Sky HD they will need a high quality HD

Ready LCD or plasma TV screen. Sky has estimated that, so far, over 700,000 of these screens have been sold in the UK. This number will rise to an estimated 2.2 million by the end of 2006 with prices for these new TVs falling fast.

Partnering the best

Sky and Sony are working together on the HD experience. In the future there will be promotions to offer customers some great savings when they buy a Sony HD set and Sky HD together.

Coming soon on Sky HD:

Sky Sports HD: Live Barclays Premiership football and Guinness Premiership rugby union. Cricket fans will also be able to enjoy England's home Tests and One-Day Internationals as well as county matches played in England.

Sky Movies HD: Two dedicated HD movie screens plus up to 10 extra movies in HD each week on Sky Box Office. Movies are supplied by major studios including Disney.

Sky One HD: A selection of Sky One's must-see shows and dramas in HD.

Artsworld HD: A selection of Artsworld's opera, ballet and classical music in HD.

Discovery HD: A selection of programming from more than 1,000 hours of Discovery's high definition content.

National Geographic HD: Includes innovative factual programming covering natural history, wildlife, science and world exploration.

Getting the UK ready for Sky HD

When we introduce new innovations like Sky HD to our customers we don't just leave them to it. We help them understand the new product or service and how to get the best out of it.

So, for the launch of Sky HD we are on air, online and in print.



On air

A truly interactive unmissable TV campaign will excite and inspire customers, driving them to press the red button on their remotes to find out more about Sky HD.



Online

Online, people have access to the latest programme information, what they need to get started plus the chance to register for more information on Sky HD. Check out www.sky.com/hd



In print

A series of striking consumer advertisements help to keep our customers in touch with Sky HD developments.

Television re-defined

From the early shadowy transmissions of the late twenties through to the HD broadcasts of today. High Definition will be the biggest revolution in TV since it was invented.

1926

John Logie Baird demonstrates TV.

1940

The first demonstration of a TV receiver that was compatible with colour signals.

1960

Two black and white channels are available in the UK.

1989

Sky offers four extra channels as satellite TV broadcasting starts in the UK and US.

1998

Sky launches the first digital TV service in the UK and Ireland, offering an additional 140 channels.

2001

The launch of Sky+. An integrated personal video recorder.

2005

Sky's first HD broadcast over satellite.

2006

Launch of the Sky HD service with the widest range of HD channels in the UK.

A TWO-MINUTE GUIDE TO HD TV



1 Sky HD box
2 Sky remote

1. What you need to get started:

Sky HD is designed to work with TVs that carry the HD Ready label. So if you are looking to buy a new TV it's best to look for one that carries this label. You will also need a Sky HD box and the relevant Sky subscriptions.

2. The Sky HD box:

As well as enabling customers to receive HD channels, the Sky HD box has Sky+ functionality so customers can pause and rewind live TV or record every episode of a selected series, with a Sky+ subscription. And, of course, the Sky HD box can also receive all the other TV channels in your Sky digital package.

3. Surround Sound:

Many of Sky's HD programmes, including Barclays Premiership Football, will include Dolby Digital 5.1 Surround Sound so now, with a compatible home

cinema system, you can enjoy immersive cinema-like sound in your own home.

4. Changing how TV is made:

Camera operators need to be aware that details like fluff, hair and dirt will be clearly visible.

More time and money will need to be spent on make-up and wardrobe.

Production crews need to carefully light every scene as an underlit image can look grainy and thin.

5. 1080i vs. 720p:

These are different types of HD TV signal. The numbers refer to the number of lines on the screen. The Sky HD box will work with both formats allowing programme makers to choose the best format for them.



MARKET LEADING CUSTOMER SERVICE

Stats pack

93% OF CUSTOMERS RATE THE OVERALL CUSTOMER SERVICE EXPERIENCE AS 'VERY GOOD' OR 'GOOD'.* FACT.

WE EMPLOY 5,000+ CUSTOMER SERVICE STAFF AT TWO CONTACT CENTRES IN SCOTLAND. FACT.



The knowledge

All our customer advisers can access our intranet based Knowledge Management Solution, giving them up-to-date information on products, services and technical support.

We control our extensive customer service and support network from our two contact centres in Livingston and Dunfermline in Scotland.

Our contact centre staff are there at every stage for the customer: from sign-up and installation, to advice and help on upgrading and adding services.

We also take care of all the major technical back-up and service operations. That means that if people need any support with their Sky equipment or service, if they need an engineer, or help solving a problem, they can simply call us and we will help them. Keeping our customers happy keeps them loyal to our brand.

We employ around 5,000 customer support staff. Added to that we have over 2,000 engineers who work around the UK. It's a big operation, and to prove it our contact centres alone take up to 1.2 million calls every week. It's a complex mix of calls, especially now as customers are being introduced to many new products and services.

Focus on customers

To provide the best in customer service, we need to train and develop our people to the highest standards. Our training ensures they are good listeners and communicators, as well as being knowledgeable about the new range of Sky products and services. This means our

customers are able to receive quick, efficient attention from someone who they can really connect with.

This year, we'll be upgrading to a new Customer Relationship Management (CRM) system, which will improve our relationship with the customer by helping us to be more insightful. The CRM system will allow us to better understand customer behaviour – knowing what products are best for their needs – and provide more sophisticated billing services.

This new focus will be backed by our customer support teams – from our technical people and field engineers to our dedicated teams for business – who look after all our out-of-home subscribers like pubs, gyms and hotels.

Our people cover a diverse range of backgrounds and ages. We have IT specialists and technical experts, sales and customer service advisers, accountants, project managers and human resource professionals. We offer everyone the chance to develop while working and, in some cases, achieve a nationally recognised qualification. We have professional management training courses and a new apprenticeship scheme for 16 and 17 year olds. This diversity and learning helps our people understand our customers better.

Award winning customer service environment
The award winning environments at our contact centres promote a more appealing working environment. The circular spaces encourage teamwork and help improve customer service.



SKY IN SCOTLAND

OUR ADVISERS ARE EXPERTLY TRAINED TO ANTICIPATE THE NEEDS OF SKY CUSTOMERS. THIS YEAR TO DATE, 315,000 PEOPLE DECIDED TO UPGRADE TO SKY+ AFTER PHONING OUR CONTACT CENTRE.

1.6m bookings

FOR THE 33 PREM PLUS MATCHES SO FAR THIS SEASON THERE HAVE BEEN 1,631,766 BOOKINGS. THAT'S ENOUGH TO FILL ALL 20 PREMIERSHIP GROUNDS AND THE MILLENNIUM STADIUM TWICE. FACT.

145,639 hours

THIS YEAR, OUR STAFF IN SCOTLAND HAVE RECEIVED A COMBINED TOTAL OF 145,639 TRAINING HOURS TO HELP KEEP THEM UP-TO-DATE WITH OUR NEW PRODUCTS, SERVICES AND TECHNOLOGIES. FACT.

1.2m calls

IN THE YEAR 2005-2006, SKY RECEIVED AN AVERAGE OF ALMOST 1.2 MILLION CALLS PER WEEK. FACT.

CONTACT CENTRE ACTIVITY

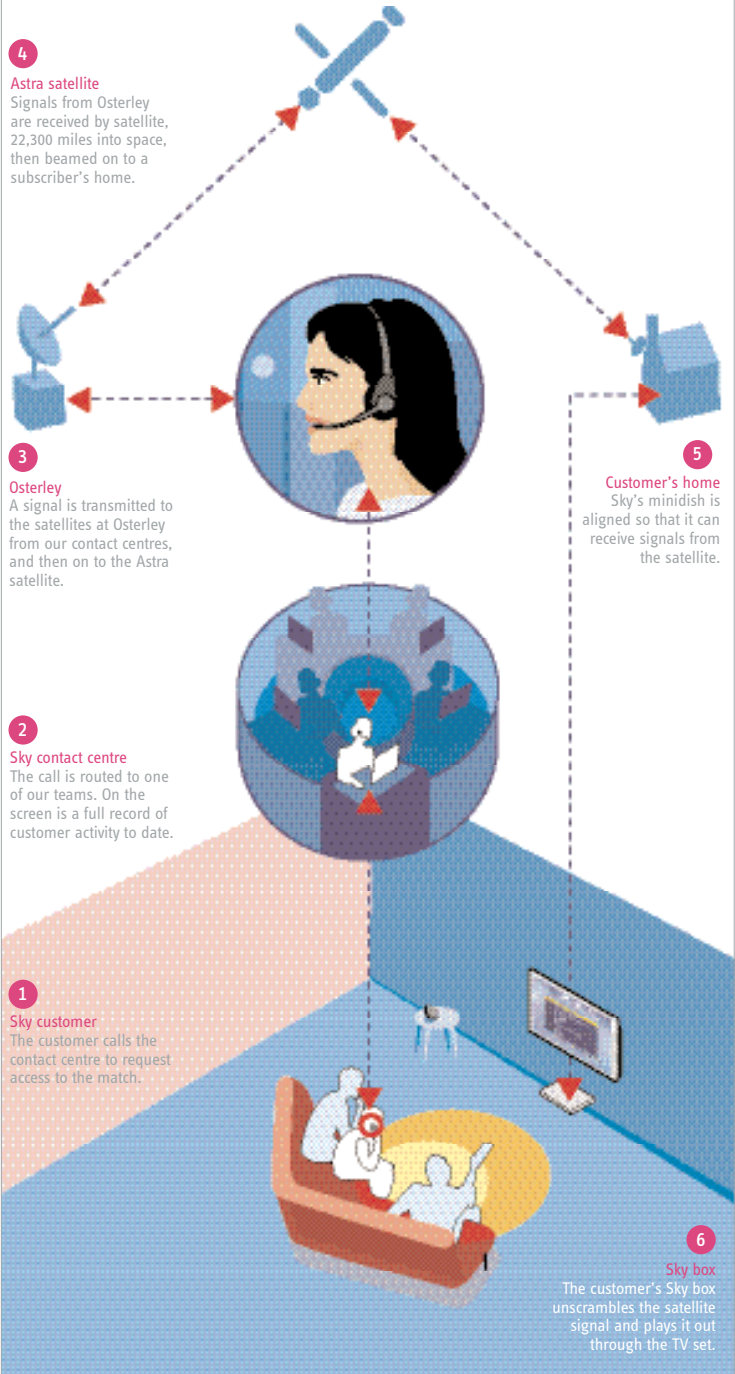
Number of calls 2001-2005

34.6m



WHAT HAPPENS WHEN A CUSTOMER WANTS TO ORDER A PAY PER VIEW EVENT?

Our contact centre staff are trained to handle a complex mix of call types. Here's what happens when someone wants to order a Pay Per View football match.



04

A LEADING POSITION IN HOME ENTERTAINMENT



FOR A FULL LIST OF THE DIGITAL
CHANNELS, SEE PAGE 42

CONTINUED INVESTMENT IN PROGRAMMING

As at 31 December 2005

38%

Turnover for the six months ended
December 2005 was £2,136m

Total programming costs for the six
months ended December 2005 was £810m
(38% of total turnover in the period)

Stats pack

**THE NUMBER OF CHANNELS
AVAILABLE TO OUR CUSTOMERS
HAS GROWN TO OVER 530. AN
INCREASE OF 278% SINCE
DIGITAL LAUNCH IN 1998. FACT.**

**AFTER 17 YEARS OF PAY TV,
CHOICE IS STILL CITED AS
THE NO. 1 REASON WHY NEW
SUBSCRIBERS JOIN SKY. FACT.**

**SKY WAS RATED IN A
MANAGEMENT TODAY SURVEY,
AMONGST THE TOP 5 MOST
ADMIRED UK COMPANIES AND
THE MOST ADMIRE MEDIA
COMPANY. FACT.**



The No. 1 entertainment choice

We have established our leading reputation in home entertainment over a long period. People now know where to come if they want to access over 530 channels of entertainment, movies, sports and news, and be in control of how they get to watch it. We also want to keep our existing customers satisfied and loyal as well, so we continue our investment in must-see programming.

Third-party channels

We have a dedicated team at Sky maintaining close relationships with our third-party channels. This team keeps them up-to-date with new and future developments at Sky, both in relation to the current broadcasting activity and new products such as broadband, mobile and HD services. This gives channels an

opportunity to stay updated with changing technologies and tailor their content and channels to fit the widening demands of our customers.

In the last seven years, the number of channels coming onto Sky's digital platform has grown across all channel groups – channels we retail in our subscription packages and à la carte offerings, channels that retail themselves as subscription or Pay Per View services, channels that broadcast free-to-air and radio stations. In 1999 we had 158 third-party channels on the platform; by the end of 2002 there were 356 channels and at the end of 2005 that number had increased to 493. Sky's channel listings will continue to grow.

Entertainment packages

We've made things easier for people to choose what they want to watch. We've repackaged and repriced our channel selections so that viewers can decide what they want depending on their tastes. Our channels are brought together as 'genre mixes', grouped into 'variety', 'kids', 'knowledge', 'style and culture', 'music', and 'news and events'. We also have 'premium packs' of sport and movie mixes. It's flexible enough to suit the priorities of every kind of viewer, young or old, and broad enough to cover all tastes.

Sky Ventures

As well as our own primary channels, we have financial interests in a number of other channels that broadcast on our platform. These interests are managed by Sky Ventures.

Sky Ventures enables us to align ourselves with strong consumer brands such as Nickelodeon, Paramount, National Geographic and The History Channel. Sky Ventures' channels are designed to give us a presence in specific content areas. Nickelodeon, for example, has been one of the country's leading children's channels since its launch in 1993 and The History Channel and National Geographic are at the forefront of their own factually-based genres. As a partner we offer a number of high quality resources, including advertising sales, cable distribution management, market research, programming, marketing, creative services and management support at board level.

For a full list of channels that Sky has a financial interest in, go to page 47.

530+
TELEVISION
AND RADIO
CHANNELS

121

BASIC CHANNELS OFFERED
BY SKY DIGITAL

24

PREMIUM, À LA CARTE, BONUS
AND ADDITIONAL CHANNELS
OFFERED BY SKY DIGITAL

9

HD CHANNELS OFFERED
BY SKY DIGITAL

158

FREE-TO-AIR TV CHANNELS
ON DIGITAL SATELLITE

88

PAY PER VIEW CHANNELS
ON DIGITAL SATELLITE

24

SUBSCRIPTION SERVICES
ON DIGITAL SATELLITE

87

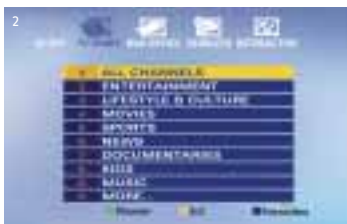
FREE-TO-AIR RADIO CHANNELS
ON DIGITAL SATELLITE

3

CUSTOMER CHANNELS

MAKING IT EASY FOR THE CUSTOMER

From accessing the latest listings and information, to picking and choosing favourites on the Sky Guide. Whatever our customers need, we've made it easy for them.



- 1 Stargate SG-1 – Sky One HD
- 2 The new Sky Guide
- 3 Kill Bill: Vol 2 – Sky Movies HD
- 4 Sky News – Sky Mobile TV
- 5 Barclays Premiership – Sky Sports HD

New and improved Sky Guide

To accommodate the huge growth in the number of channels available, we have improved the Sky Guide to create more genres, giving our customers an easier and more intuitive navigation tool to help make their viewing choices. It will also allow us to accommodate new channel launches over the coming years.

New features include:

- increased number of channel categories
- a single place to store favourites

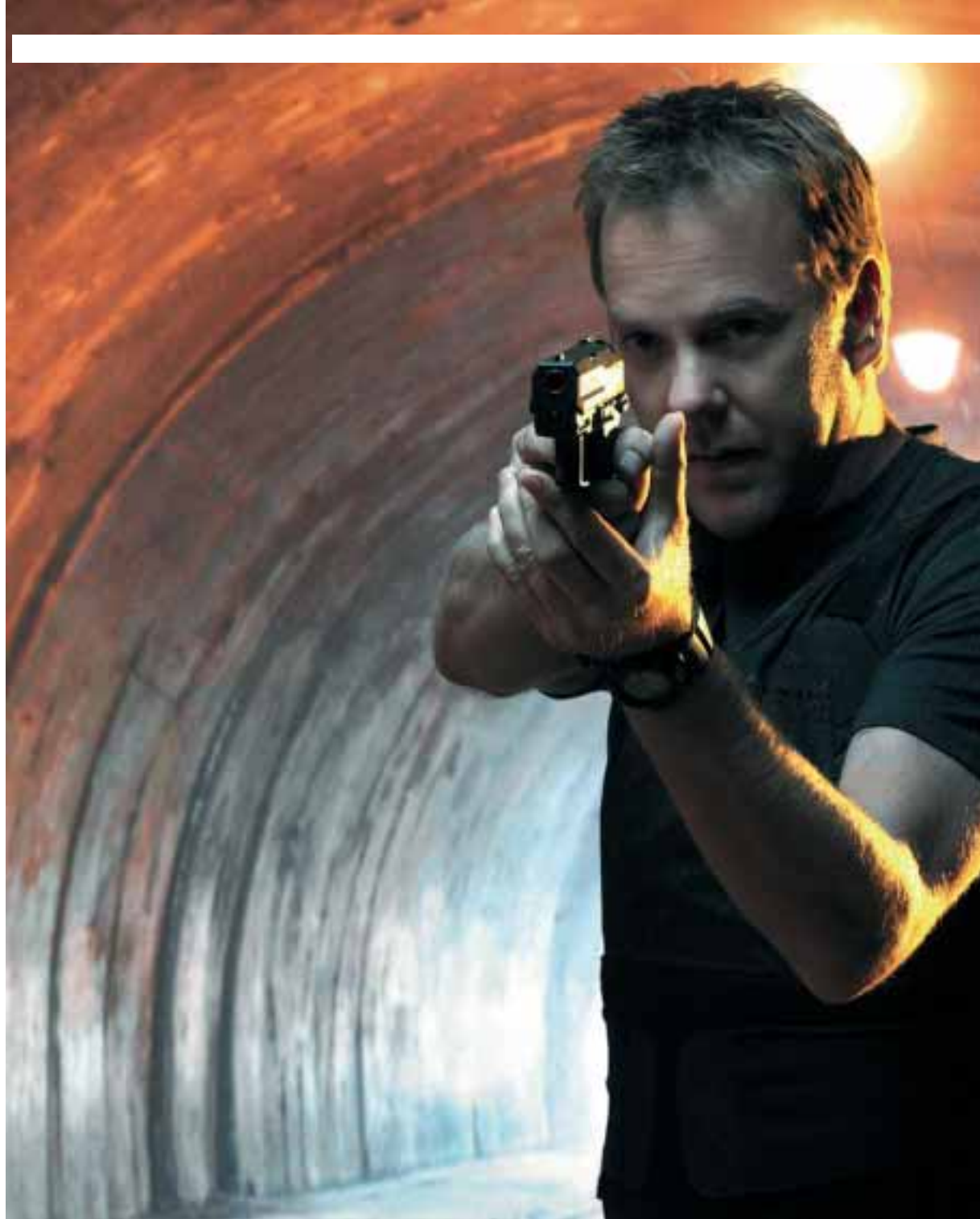
Parental control

We've made it easier for parents to control what the young ones watch – all at the touch of a button. Parents can now remove the Adult Channels from the TV listings on the Sky Guide and restrict access to other channels.



Note: In figures shown left:

- Music Choice has 10 channels which are counted as one channel.
- Music Choice Extra (30 channels) is counted as one channel.
- Sky News is broadcast free-to-air but included in basic channels.
- Sky Movies 1 (5 screens) and Sky Movies 2 (4 screens) count as 9 separate premium channels.



A dramatic, low-angle shot of a firefighter in a dark, curved tunnel. The firefighter is on the left, wearing a helmet and breathing apparatus, looking towards the bright light at the end of the tunnel. The tunnel walls are made of large, curved concrete segments.

SKYone

SKY ONE'S SUCCESS IS BASED ON GIVING OUR CUSTOMERS THE BEST NEW AND EXCITING ENTERTAINMENT PROGRAMMES. OUR SHOWS INCLUDE SOME OF THE LATEST HITS FROM THE US AND THE UK, AS WELL AS LONG-STANDING FAVOURITES. WE ALWAYS STRIVE TO BRING DISTINCTIVE, HIGH QUALITY PROGRAMMING THAT HAS A BROAD APPEAL. AND WE NOW OFFER SKY ONE ENTERTAINMENT PACKAGES TO MOBILES AS WELL AS IN HD.

24

Kiefer Sutherland returns as Jack Bauer in Day 5 of 24. This brand new series has received acclaim on both sides of the Atlantic since launch.

17

SEASONS OF THE SIMPSONS

17m

UNIQUE VIEWERS A MONTH

Sky One – Audience profile Q2 2004-2005



Sky One



Total TV

16-34 35-54 55+



TO FIND OUT MORE GO TO THE WEB
WWW.SKYONE.CO.UK

Stats pack

BRAINIAC: SCIENCE ABUSE WAS AWARDED BROADCAST AND TRIC AWARDS IN 2005 AND AN ARTS AWARD NOMINATION FOR BEST DIGITAL CHANNEL PROGRAMME. FACT.

SKY ONE SUCCESSFULLY INCREASED ITS ABC1 ADULT PROFILE TO 46.7% IN 2005 COMPARED TO 45.9% IN 2004. FACT.

THE HIGHEST RATED SKY ONE SHOW OF THE YEAR WAS 'THE MATCH' FINAL, WITH A PEAK AUDIENCE OF 2.72 MILLION VIEWERS. FACT.



- 1 Nip/Tuck
- 2 Bones
- 3 Sky One – Sky by mobile
- 4 Sky by broadband – coming soon to Sky One
- 5 Battlestar Galactica
- 6 The Simpsons
- 7 PR coverage of Project Catwalk



Selected original productions for Sky One

Vroom Vroom
Hogfather
Conspiracies
Final Chance to Save
Private Armies

The Match
Sport Matters
Football Icon
Dream Team
Hex

Growing in importance

Sky One has some of the best names in Britain as presenters, including several of the more opinionated commentators. The investigative journalist and documentary film maker, Sam Kiley, a former war correspondent who has worked with The Times and The Sunday Times for 14 years, has signed up with us for another two years, whilst commentators such as Julie Burchill and Peaches Geldof provide their own inimitable views on populist contemporary subjects.

Sky One co-produces a number of series with the US studios including Battlestar Galactica and The 4400. More recently we've confirmed a deal with Lionsgate, in association with Nicolas Cage's Saturn Films, to co-produce The Dresden Files, a two-hour pilot adapted from Jim Butcher's best-selling novels. The series will be Academy Award® winner Nicolas Cage's first foray into television. We also continue to lead in event programming: The Match – which features celebrities playing top footballers after some gruelling training – achieved one of the highest audiences on multi-channel TV in 2005.

The place for talent

Our programme selection and featured talent is award winning. In the last year our US programmes and talent received seven nominations at internationally recognised awards. Mary Louise-Parker, from the controversial hit show, Weeds, won the best actress award, for the 'musical or comedy' category at the Golden Globes in 2006. Kiefer Sutherland from 24 was one of five nominees for Best Actor in the drama category and also picked up a Screen Actors Guild Award for his portrayal of Jack Bauer. We also continually have key slots in programming, such as best US science fiction programme on a Tuesday; best crime programme on a Thursday, and the best entertainment/drama offering on a Sunday.

Introducing long-running shows

Award-winning programmes Brainiac, Weeds and Rescue Me will return with a further series to Sky One in 2006. The original UK drama Dream Team also continues to perform well as it enters its 10th season.

Identifying top-rating shows

Sky One will feature some of the best in US and UK programming throughout 2006.

Here are just some of the highlights: Vroom, Vroom which takes motoring into a different league. A lively and funny programme in the style of a motoring magazine, with each show including stunts, test drives and a regular slot featuring motoring correspondent Emma Parker Bowles.

The inimitable Carol Vorderman puts the nation's brainpower to the test in a cryptic new quiz show, The Big Brain Game, which challenges two teams to a variety of unique rounds designed by intelligence experts to provide an all-over cranial workout. The teams, made up of celebrities and a studio guest, are asked to break codes, tackle fiendish number puzzles and test their cerebral speed in quickfire number rounds. Viewers watching at home can join in interactively, but be prepared to leave your diploma and degree at the door because this eight-part series is not about what you know but about how to squeeze out natural ability.

Bones is an investigative drama about a forensic anthropologist who works with an FBI agent to assist on murder cases when the standard methods of identifying a body are useless. It stars David Boreanaz, the former Buffy and Angel star. Bones debuted in January and continues in 2006.

New developments

Sky One will be bringing high quality mini-series to viewers throughout 2006 after signing a two-year deal with RHI Entertainment, one of the largest producers of movies and mini-series for televisions. RHI is well known for its high quality programming and talent.

Sky One will also be showing a world exclusive of Terry Pratchett's fantasy fiction Discworld book Hogfather. Two, two-hour mini-series will show the first live action/CGI film of the Discworld series, starring David Jason, at Christmas 2006.

New technologies

Sky One is constantly looking at new ways to give viewers access to Sky One. We already have a selection of Sky One programmes available for viewing on mobile phones and we will be one of the first to show a selection in HD as well. We'll also be launching an online entertainment package in 2006 via Sky by broadband.

GETTING EVERYONE TALKING

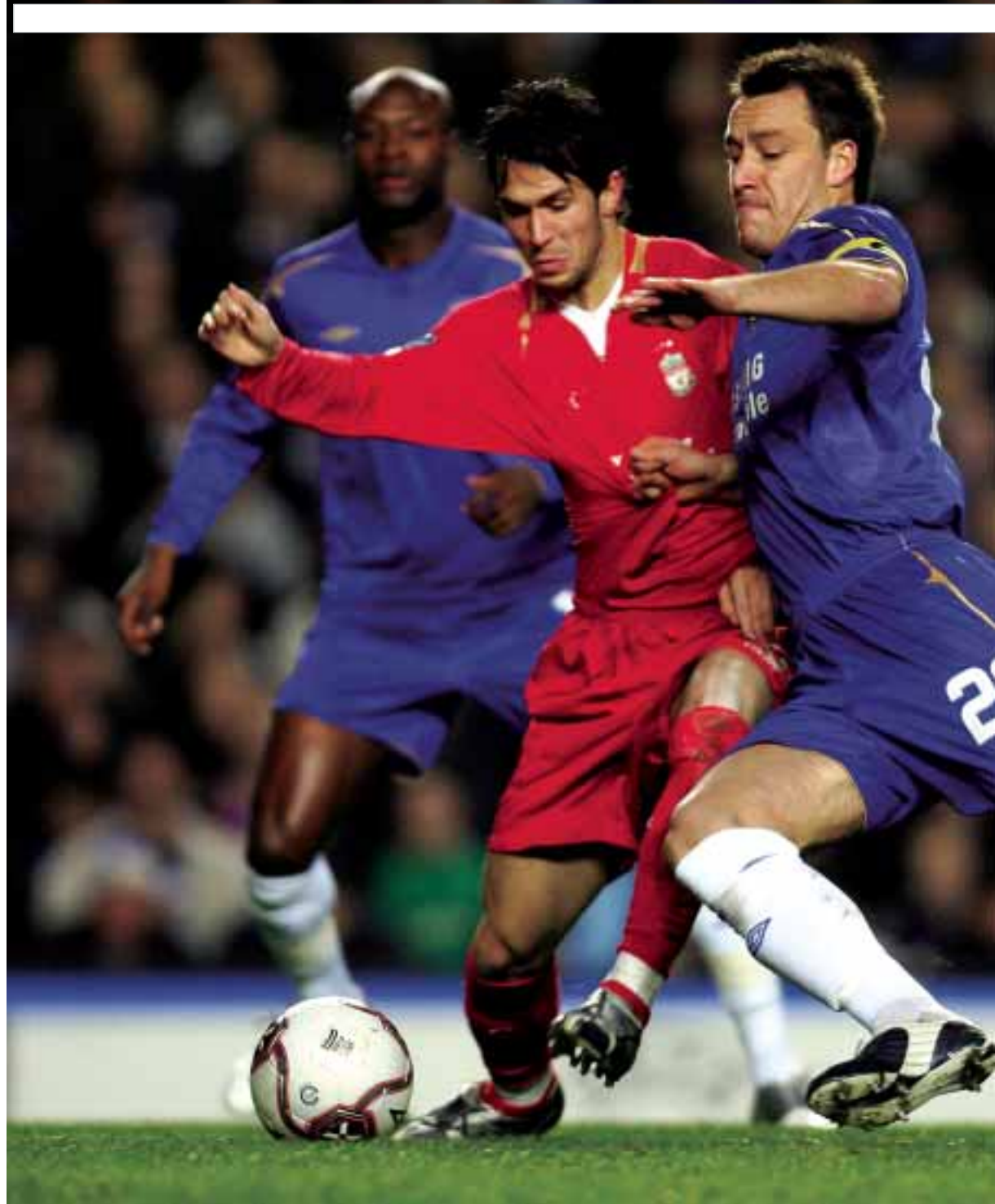
Sky One give viewers TV that gets talked about. We carefully select high profile and distinctive programmes from around the world, including award-winning US and homegrown drama, reality TV, documentaries and exclusives. We add to that some of the best talent on TV today.

It's important to us that we continue to bring the best original and long-term programming to our viewers. From Project Catwalk with Liz Hurley, to The Simpsons which launched its 17th season on Sky One at the end of 2005. Viewers can see new episodes of The Simpsons four years before any other UK channel. The latest series includes an episode written by and starring comedian Ricky Gervais (of The Office fame) and will hit UK screens in Spring 2006. The series will also have guest appearances by Metallica, William H. Macy, Richard Dean Anderson (aka McGyver), Dennis Rodman and Michael York.



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SKY SPORTS

SKY SPORTS IS A LEADER IN SPORTS VIEWING, OFFERING QUALITY LIVE TV COVERAGE THROUGHOUT THE YEAR. WE BRING DOMESTIC AND INTERNATIONAL FIXTURES IN A VARIETY OF SPORTS, EXCLUSIVELY LIVE, AND STRIVE TO GIVE OUR VIEWERS THE WIDEST RANGE OF SPORTING EVENTS POSSIBLE. SELECTED SPORTS CLIPS CAN ALSO BE ACCESSED IN A NUMBER OF WAYS, INCLUDING LIVE TO MOBILE PHONES AND VIA BROADBAND.

UEFA Champions League, live Chelsea vs. Liverpool. Just one of eight live Champions League matches shown on a single night.

5

DEDICATED SPORTS CHANNELS, OFFERING SPORT EVERY MINUTE OF THE YEAR

1,000+

SKY SPORTS STAGES OVER 1,000 OUTSIDE BROADCASTS PER YEAR

It's live

In 2005, Sky Sports offered over 400 live football matches, 111 live rugby league matches, 158 live rugby union matches, 90 golf tournaments, 98 days of tennis and 196 days of cricket – all live. In addition we had live motorsports, live equestrianism, live netball, hockey and even ten-pin bowling.

We show quality live sport throughout the year and sports such as cricket, golf and rugby union are regularly seen every month.

Sport for all

In 2005 Sky Sports offered over 100 different sports, including equestrianism, sailing, netball, squash and ten-pin bowling in addition to all the mainstream sports. It's not just the upper levels of sport that are shown. There's under-19 international Test cricket, within our live football line-up is the schoolboy Victory Shield and complementing the internationals, European and domestic rugby union and Under-19 internationals.

A range of support programmes and special features encourage our viewers not just to watch, but to take part or adopt a new sport.

Women's internationals in football and cricket are also shown live.

Expert analysis

We've got some of the biggest names in sporting talent giving their views on their game. From football stars like Jamie Redknapp and Andy Gray to rugby league World Cup winner Mike Stephenson, and former England and British Lions player Stuart Barnes plus five former England cricket captains, including David Gower, Mike Atherton and Ian Botham. They know their sport inside out, have played at the highest level and can uniquely explain what's happening in the game.

The home of great sport

Sky Sports is more than just football. In 2006 we'll be covering some of the best sporting events, including Europe's defence of the Ryder Cup and England's defence of the Ashes.

Sports rights we've agreed recently include:

- From the England and Wales Cricket Board, all international and county cricket played at home, exclusively live from 2006 until 2009 inclusive;
- From the Rugby Football Union and Premier

Rugby, England's Autumn international and Guinness Premiership matches exclusively live until the end of season 2009-10;

- From the ERC, the Heineken Cup, European rugby's major club competition until the end of season 2009-10;
- From UEFA, live coverage of the UEFA Champions League until the close of season 2008-09;
- The 32nd Americas Cup, the most prestigious prize in yachting, exclusively live.



Pioneering

Sky Sports has been fundamental in changing the way sport is seen, bringing dedicated channels, new production techniques, interactive programming, widescreen images and Surround Sound to sports programming.

And in 2006 High Definition TV will transform the viewing experience. From launch, we'll have Live Barclays Premiership football, Guinness Premiership rugby union and England's home cricket Tests and One-Day Internationals, all shown in HD.

Accessible

We're now bringing Sky Sports content to our customers in a number of different ways – on TV, online, via mobile and through broadband.

Skysports.com is the UK's most popular commercial sports website. Sky by broadband lets our customers download a choice of over 1,000 Sky Sports video clips, including highlights of every Barclays Premiership and UEFA Champions League match. And from season 2006-07 UEFA Champions League matches will be streamed live. Sky by mobile offers news stories and clips from Sky Sports; plus scores, fixtures, results and standings. Sky Sports now provides content to the major UK and Irish mobile operators and web streaming technologies for a number of football clubs.

Sky Sports total hours broadcast 1995-2005

2005	39,835
2004	38,375
2003	36,432
2002	33,412
2001	33,337
2000	31,847
1999	29,188
1998	22,232
1997	16,248
1996	12,011
1995	9,530



TO FIND OUT MORE GO TO THE WEB
WWW.SKYSPORTS.COM

Stats pack

SKY SPORTS NOW SHOWS NEARLY 40,000 HOURS OF SPORT A YEAR. COMPARED WITH ONLY 2,200 HOURS OF SPORT PER YEAR AVAILABLE ON TERRESTRIAL TV IN 1989. FACT.

SKY SPORTS FOOTBALL AUDIENCE IS 20% MORE LIKELY TO BE UNDER 55 AND 15% MORE LIKELY TO BE ABC1 THAN THE TERRESTRIAL AUDIENCE. FACT.

SKY SPORTS NEWS WAS THE MOST POPULAR CHANNEL ON SKY MOBILE TV. FACT.

CHANGING THE FACE OF SPORT OVER THE LAST 15 YEARS

Since our launch 15 years ago, Sky Sports has changed the way people in the UK and Ireland view sport. For example, in 1989 there were 2,200 hours of sport on terrestrial TV. In 2005 Sky Sports alone broadcast nearly 40,000 hours.

Viewers have now come to expect to see their sport live and watch it in-depth. We aim to bring the audience ever closer to an event and its stars and have helped to develop new technology to do this.

We were first to show live interactive football, first to offer simultaneous live coverage of matches, and first with technologies such as virtual graphics, steady-cams and ultra slow motion. And now we offer sports content by mobile or broadband. It's a long way from the occasional live event or late-night highlights that used to be offered before multi-channel TV.



- 1 David Gower – Live cricket
- 2 Tim Lovejoy and Helen Chamberlain – Soccer AM
- 3 Equestrian – Sky Sports
- 4 Champions League – Sky Sports Active
- 5 England's One-Day Internationals – Sky Sports HD
- 6 Colin Montgomerie – Ryder Cup
- 7 Sky Sports – Sky by mobile
- 8 Sky Sports – Sky by broadband







sky movies



A PASSION FOR MOVIES IS WHAT DRIVES US. WE DON'T JUST BRING FILMS TO OUR VIEWERS, BUT EXCLUSIVE STUDIO CONTENT, INTERVIEWS AND MOVIE FIRSTS, AS WELL AS LOTS OF DIFFERENT WAYS TO VIEW MOVIES AS WELL. SKY MOVIES IS NOW OFFERED THROUGH TV, MOBILE PHONE OR BROADBAND WITH THE LATEST MOVIE UPDATES AVAILABLE ONLINE.

Spider-Man 2

Toby Maguire's return as the webbed-wonder in Spider-Man 2 was one of the best received sequels of all time – and one of the top ten most popular films on Sky in 2005.

5m

AROUND 5 MILLION CUSTOMERS
SUBSCRIBE TO SKY MOVIES

500

AROUND 500 MOVIE TITLES
AVAILABLE ON BROADBAND

sky movies

sky box office
MOVIES

Sky Movies – Audience profile Q2 2004-2005



Sky Movies



Total TV

16-34 35-54 55+



TO FIND OUT MORE GO TO THE WEB
WWW.SKYMOTIES.COM

Stats pack

WE'RE THE FIRST UK BROADCASTER TO UNVEIL A BROADBAND SERVICE THAT ALLOWS VIEWERS TO DOWNLOAD FULL LENGTH FILMS LEGALLY ON THEIR HOME PC. FACT.

SKY MOVIES SCREENS OVER 450 DIFFERENT FILMS EVERY WEEK ACROSS ITS 12 MULTIPLEX SCREENS, OFFERING UNRIVALLED CHOICE AND CONVENIENT VIEWING. FACT.

Choice, quality and convenience

At Sky Movies we love film and are committed to bringing the broadest range of the very best movies to Sky viewers. We show over 2,000 different titles each year and around 90% of the top 100 theatrical films. Alongside the movies themselves, there's a good helping of movie chat, analysis, interviews and behind-the-scenes exclusives. There are also once in a lifetime opportunities open to all our viewers: like competitions to world premieres and tickets to be a part of the 78th Annual Academy Awards® in the US – the most prestigious and influential film industry event, which is exclusively broadcast by Sky in the UK and Ireland.

Sky Movies and Sky Cinema

Sky's subscription movie offering is 12 channels: Sky Movies 1 to 10 and Sky Cinema 1 and 2. We've also created High Definition versions of Sky Movies 9 and 10 in preparation for the launch of Sky HD in 2006. Sky Movies shows the whole range of recent movies – from Hollywood blockbusters to smaller British and independent films. Sky Cinema's two screens showcase classic and iconic movies from across the decades, alongside premieres of major World Cinema titles.

We are always looking at ways of guiding our viewers to find the movie to match their mood. For example, at the end of 2005 we began to schedule all primetime Sky Movies films at either 8pm or 9pm every night.

Sky Box Office

Sky Box Office shows up to 200 films a year including the recent top hits from UK cinemas. The Box Office button on the Sky remote gives viewers a guide to movies and events that customers can select from. The selected movie is then added to the customer's next monthly bill.

First with the big pictures

We do more than just premiere movies; we make it an experience to remember with exclusive programming and interviews. For example, in July 2005 we presented a Sky Networks 'Wonkavision' event to coincide with the release of Charlie and the Chocolate Factory. We had an exclusive half-hour 'Charlie and the Chocolate Factory Special' and related programmes across Sky channels.

SCREENING THE BEST, FIRST

Sky's deals with Hollywood's major studios enable us to give Sky Movies' subscribers the best box office hits and exclusive programming and interviews.

Major events planned for 2006 include the exclusive broadcast of all six Star Wars movies back-to-back. We will be the first UK broadcaster ever to do this. The launch of the season coincides with the start of the Pay TV window for Star Wars: Episode III – Revenge of the Sith.

SKY BOX OFFICE IS ONE OF THE WORLD'S LARGEST PAY PER VIEW SERVICES. WE'RE IN OVER 8 MILLION HOMES. FACT.



Sky Movies top ten films of 2005

1. Bruce Almighty
2. The Day After Tomorrow
3. Shrek 2
4. The League of Extraordinary Gentlemen
5. Lara Croft Tomb Raider: The Cradle of Life
6. Pirates of the Caribbean
7. Bad Boys II
8. Troy
9. SWAT
10. Spider-Man 2

Sky Movies was also given exclusive access to behind-the-scenes footage of life on the sugar-coated set and showed Sky Family Premieres of the film around the country. We even included prizes for the family with a chance to win a family holiday to Switzerland, the home of chocolate, by answering some simple questions via their remote.

Stand by for more 'theatrical release' partnerships in 2006, as well as major exclusives on Sky Movies, such as our Star Wars season in August 2006.

Movie talent

We also regularly have talent from across the film world appearing on Sky's movie channels. During 2006, expect to see names of the same calibre as our 2005 hosts, which included US film director, Spike Lee, and UK director Danny Boyle, who directed *Trainspotting* and *The Beach*. We'll also be continuing our successful '...On Camera' series which last year included Julie Andrews and Jack Black - where we get up close and personal with major Hollywood talent in front of a live studio audience.

New technologies

In January this year, we launched two new major services to give Sky customers even more value, at no extra cost. Sky Movies can now be accessed through a mobile phone or via broadband. The mobile service enables customers to watch an hour of film reviews, cinema news and trailers from the US and the UK on their mobile. Sky by broadband allows Sky Movies' customers, for the first time in the UK, to legally download hundreds of movies onto their personal computer, including major titles such as *Spider-Man 2* and *The Day After Tomorrow*. Over time, we plan to include over 1,000 titles from the Sky Movies catalogue - and all for free to Sky Movies' subscribers.

These services, plus our superb existing interactive and online services, ensure that Sky Movies is available however and whenever our customers choose to access us. The launch of Sky HD is also great news for Sky Movie audiences. With many of our movies being broadcast with Dolby Digital 5.1 Surround Sound it'll be more like being at the cinema than in your own home.



- 1 Lara Croft Tomb Raider: The Cradle of Life
- 2 Bruce Almighty
- 3 Bad Boys II
- 4 Jack Black '...On Camera'
- 5 DodgeBall - Sky Movies HD
- 6 Layer Cake - Sky Movies
- 7 Sky Movies - Sky by broadband
- 8 Sky Movies - Sky by mobile







SKY NEWS

SKY NEWS' STRATEGY FOR SUCCESS IS TO BRING THE NEWS FIRST TO AUDIENCES AROUND THE WORLD, WHEREVER THEY MAY BE. THIS REQUIRES SPEED, ACCURACY, THE LATEST TECHNOLOGY AND OUTSTANDING REPORTERS AND PRESENTERS. WE STAY CLOSE TO OUR AUDIENCE THROUGH INTERACTIVE NEWS UPDATES, AS WELL AS MOBILE, MP3 AND BROADBAND DELIVERY.

New studios

Sky News brand new studios based in West London.

400

DEDICATED STAFF WORLDWIDE

150,000

HOURS OF UP-TO-THE-MINUTE
GLOBAL NEWS COVERAGE
SINCE 1989

Sky News – Audience profile

Q2 2004-2005



Sky News



Total TV

16-34 35-54 55+



TO FIND OUT MORE GO TO THE WEB
WWW.SKY.COM/NEWS

Stats pack

SKY NEWS REACHES OVER 8 MILLION PEOPLE EACH MONTH. FACT.

AVAILABLE TO AROUND 98 MILLION PEOPLE IN 36 COUNTRIES ACROSS EUROPE. FACT.

SKY NEWS LAUNCHED THE UK'S FIRST NEWS VIDEO PODCASTING SERVICE IN JANUARY 2006. FACT.

SKY NEWS BROADCAST THE FIRST LIVE TRANSCRIPT OF A VERDICT IN UK CRIMINAL PROCEEDINGS, FEBRUARY 2006. FACT.



- 1 James Rubin, Kay Burley, Francis Wilson, Eamonn Holmes, Julie Etchingam, Adam Boulton, Jeremy Thompson
- 2 Jeremy Thompson reporting from Buncefield, Hemel Hempstead
- 3 Sky News – Sky Mobile TV
- 4 Sky.com/news
- 5 David Chater, now Sky News' Africa Correspondent, reporting from Iraq during the Gulf War
- 6 Sky News Active

AN INTERNATIONAL PERSPECTIVE

Sky News covers breaking news whenever and wherever it happens. We work around the clock to bring the news first from our reporters and correspondents who are stationed all over the world, from Brussels to Beijing.

It's important that we constantly invest in technology to increase our live capacity. Our correspondents have access to a fleet of satellite trucks; smaller, portable flyaway dishes that can be put on planes as baggage and set up within hours of arriving on location; and live wire, which enables us to go live from anywhere in the world via satellite phones. We also have alliances with major broadcasters around the world to ensure we're covering the breaking news first.



Over the past 17 years, Sky News has covered these defining events:
 Fall of communism in Eastern Europe
 Release of Nelson Mandela
 Trial of OJ Simpson
 Britain's 1997 General Election
 Death of Princess Diana
 September 11 terrorist attacks
 Iraq war 2003
 Indian Ocean tsunami disaster
 London's terrorist attacks

Sky News is the UK's pioneering 24-hour news channel. For the last 10 years we've been winning awards for our news coverage. We were the Royal Television Society's (RTS) news channel of the year for four years running and have won two BAFTAs. In 2006, Jeremy Thompson was named the RTS News Presenter of The Year and Sky News won the innovation category for its the Asian tsunami Message Home Ticker. We're watched by over 8.5 million people each month, and regularly outperform BBC News 24 on major breaking stories. Most newsrooms turn to us for breaking news.

17 years of breaking news

Part of Sky News' success is our reputation for our fleetness of foot. Our ability to be the first with the news was demonstrated by our 2005 coverage. It was an extraordinary year for news with big changes on both domestic and international fronts. We were there covering world news events, from the Asian tsunami and the hurricanes in the US, to the big domestic news: Charles and Camilla's wedding, the General Election, London's terrorist attacks, the Conservative and Lib Dem leadership battles, the Buncefield explosion and the England cricket team winning back the Ashes. 2005 was also a year for farewells with the death of the Pope and sporting hero George Best. The start of 2006 also saw Sky News taking to the skies in the SkyCopter to cover the attempted rescue of the Thames whale. This year we also reached our first anniversary of providing news to Five.

Sky News makeover

In 2005 Sky News introduced a new look when it began broadcasting from the state-of-the-art Sky News Centre in West London and introduced a new programming schedule and presenter line up.

Our new schedule features dedicated strands for key presenters, helping us to respond to audience demands at different times of the day, while all the time retaining our ability to break news first.

Talent

We provide ongoing comprehensive analysis of all the major events, and our correspondents around the world cover news as it unfolds. The face of British breakfast news, Eamonn Holmes, and Lorna Dunkley, kick off the day with the agenda-setting 'Sunrise' from 6am; at noon Kay Burley fronts Lunchtime Live, focusing on

stories with a high human interest content; Live at Five, with RTS News Presenter of The Year Jeremy Thompson, brings viewers a fast-paced digest of the day's events; at 7pm Julie Etchingham and her dedicated team of correspondents deliver original journalism on Sky News' flagship evening show, The Sky Report, and James Rubin, the former US Chief Foreign Affairs spokesman under President Clinton, presents the international news show, World News Tonight. At the weekend, Sky's highly respected Political Editor, Adam Boulton, presents an expanded version of his long-running Sunday morning flagship, Sunday Live.

Exclusive interviews

We also pride ourselves on bringing high profile interviewees to the newsroom. In 2005 we had interviews with British Prime Minister, Tony Blair, the Presidents of Pakistan and Uganda, the Deputy Prime Minister of Israel and Condoleezza Rice, among many others. As 2005 drew to a close, Sky News hosted The Crunch Debate between Conservative leadership contenders David Cameron and David Davis, and, in 2006, was the only channel to broadcast a debate between the four Lib Dem leadership candidates.

New technologies

Our media strategy is to provide customers with flexible and convenient ways to listen, watch and participate with Sky News. In January this year we launched the UK's first ever news video podcasting service. People can now download Sky News video directly to their MP3 player from sky.com/news. The service currently consists of a seven-day podcast and an insight into the political week ahead from Sky's Political Editor Adam Boulton. People can also interact with presenters, such as Adam Boulton and Jeremy Thompson via their blogs or Julie Etchingham's SkyMail.

Sky News Active was the world's first interactive television news service and includes eight screens. Sky News interactive has been expanded to handle new services including broadband, online and mobile.

Of the channels on Sky Mobile TV, Sky News is regularly within the top five most watched. We'll soon be using new encoding equipment to send clips in various formats for different technologies, all at the touch of a button. We think these innovations will help us reach an even wider customer base.

05

CORPORATE RESPONSIBILITY PART OF OUR EVERYDAY BUSINESS

£5m+

**£5,154,918 INVESTED FROM
JULY 2004 TO JUNE 2005 IN A
VARIETY OF AREAS INCLUDING
YOUNG PEOPLE, ARTS AND
CULTURE.* FACT.**



FIND OUT ABOUT CORPORATE
RESPONSIBILITY AT SKY
WWW.SKY.COM/RESPONSIBILITIES

Balancing our business needs

Listening to the opinions and ideas of people inside and outside Sky is important to us. It helps us make sure we consider the issues that matter. We engage with our customers, Sky people, communities, suppliers, opinion formers and investors to balance our business activities with their expectations.

Sky people

Our values – tuned in, irrepressible, inviting and fun – encompass what Sky stands for and play an important role in inspiring our people. In the past year we've taken some big steps forward in corporate responsibility (CR). Our values guide us and focus our aspirations.

CR is part of our business, with everyone at Sky helping to deliver our commitments. Sky's Corporate Responsibility Steering Group ensures that our executive team guides our CR direction. The Steering Group includes James Murdoch, our Chief Executive, and is chaired by Gail Rebeck, an independent non-executive director. The CR Taskforce and operational teams at Sky help turn decisions into action and ensure Sky people are involved and informed.

Customers

Throughout 2005 we focused on some specific issues that were raised by our customers. One of those was giving parents more control over the programmes their children watch on television.

In response, we've improved our parental control technology. For example, parents can now limit access to any channel either all of the time or after 8pm. They can also remove adult channels from the electronic Sky Guide and use a PIN to protect programmes they've recorded on their Sky+ box.

We've also made it easier for disabled people to have greater access to the entertainment we offer through our subtitling, signing and audio descriptions across our programmes.

Community

Our schools initiative, Living for Sport, inspires young people by developing confidence and leadership skills in teenagers who are struggling at school. We work with the Youth Sport Trust and co-fund the initiative with the Department for Education and Skills (DfES). Living for Sport has achieved real

improvements in school attendance, punctuality, behaviour and personal development and our aim is make it available to one in seven secondary schools in the UK.

Sky has been an active partner in the appointment of double Olympic champion Dame Kelly Holmes as the first 'National School Sport Champion'. As part of this government initiative, Dame Kelly will visit schools and sports events to help inspire and motivate young people to take up sport.

We actively support the arts through ongoing partnerships with the English National Opera and the English National Ballet. We've also launched a £1 million sponsorship with the National Trust and have a three-year partnership with the Chicken Shed Theatre Company.

Sky people can also get involved through the employee scheme 'Make a Difference', giving staff 16 hours' paid leave to undertake volunteering and matching donations from both fundraising and payroll giving.

Environment

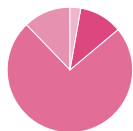
We are not only committed to reducing our own environmental impacts but also finding ways of using our unique skills and influence to help others improve the global environment. Sky-owned sites in England are all powered by green electricity and, between July 2004 and June 2005, we reduced carbon dioxide emissions from our sites by 47%.

We need to keep our people informed on how they can improve the environment and work towards some common goals, like reducing our landfill waste to 50% of 2003 levels by 2007. We've introduced facilities to help people recycle and reuse waste, including paper, cups and plastic, and we recycle thousands of CDs and videos through a scheme we launched in 2005. Our intranet site, 'Green Sky Thinking', gives people at Sky information on what they can do to help limit their impact on the environment, as well as information on our targets and performance.

We've also made progress in reducing the amount of power that set-top boxes use in homes. Sky has signed up to the European Commission's voluntary Code of Conduct on Energy Efficiency of Digital TV Systems.

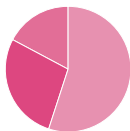
COMMUNITY CONTRIBUTIONS

Contribution
by type



■ Time 3%
■ In-kind 12%
■ Cash 74%
■ Management costs 11%

Contribution
by subject



■ Young people 55%
■ Arts and culture 17%
■ Other 28% (including disability issues and community broadcasting)

Sky is a member of the FTSE4Good Index, the Dow Jones Sustainability Index and the Business in the Community (BITC) Index of Top 100 Companies that Count.



1



2

STATS AND FACTS

SKY IS THE ONLY BROADCASTER IN THE WORLD TO BE INCLUDED IN THE GLOBAL 100 MOST SUSTAINABLE COMPANIES INDEX. FACT.

MORE THAN SIX OUT OF TEN YOUNG PEOPLE (66%) SHOW IMPROVED BEHAVIOUR WHEN TAKING PART IN LIVING FOR SPORT. FACT.

NEARLY EIGHT OUT OF TEN TEACHERS (78%) FEEL THAT LIVING FOR SPORT HAS BENEFITED THEIR STUDENTS. FACT.

ENERGY CONSUMPTION

KWh/Full time equivalent employees



■ 2003 Calendar year (89,507,199*)
■ 2003-04 Financial year (92,973,015*)
■ 2004-05 Financial year (102,971,451*)

* Total KWh

CARBON DIOXIDE EMISSIONS

Tonnes/Full time equivalent employees

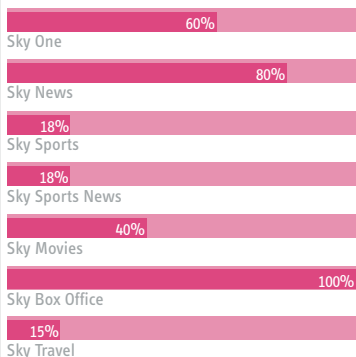


■ 2003 Calendar year (41,477*)
■ 2003-04 Financial year (36,491*)
■ 2004-05 Financial year (30,545*)

* Total tonnes

SUBTITLING MONTHLY AVERAGES

2004-2005



- 1 Sky's third Corporate Responsibility Review was published in September 2005 and is available online
- 2 Our accessibility website is available at sky.com/accessibility
- 3 Launch of Kelly Holmes' role as the first National School Sport Champion, supported by Sky
- 4 Launch of the third year of Living for Sport at Twickenham
- 5 Sky Guide, highlighting programmes with audio description

5

ALL CHANNELS

Channel	Audio Description	Subtitles	Sign Language
101 HD1 Channel	Yes	Yes	Yes
102 HD2 Channel	Yes	Yes	Yes
103 HD3 Channel	Yes	Yes	Yes
104 HD4 Channel	Yes	Yes	Yes
105 HD5 Channel	Yes	Yes	Yes
106 HD6 Channel	Yes	Yes	Yes
107 HD7 Channel	Yes	Yes	Yes
108 HD8 Channel	Yes	Yes	Yes
109 HD9 Channel	Yes	Yes	Yes
110 HD10 Channel	Yes	Yes	Yes
111 HD11 Channel	Yes	Yes	Yes
112 HD12 Channel	Yes	Yes	Yes
113 HD13 Channel	Yes	Yes	Yes
114 HD14 Channel	Yes	Yes	Yes
115 HD15 Channel	Yes	Yes	Yes
116 HD16 Channel	Yes	Yes	Yes
117 HD17 Channel	Yes	Yes	Yes
118 HD18 Channel	Yes	Yes	Yes
119 HD19 Channel	Yes	Yes	Yes
120 HD20 Channel	Yes	Yes	Yes
121 HD21 Channel	Yes	Yes	Yes
122 HD22 Channel	Yes	Yes	Yes
123 HD23 Channel	Yes	Yes	Yes
124 HD24 Channel	Yes	Yes	Yes
125 HD25 Channel	Yes	Yes	Yes
126 HD26 Channel	Yes	Yes	Yes
127 HD27 Channel	Yes	Yes	Yes
128 HD28 Channel	Yes	Yes	Yes
129 HD29 Channel	Yes	Yes	Yes
130 HD30 Channel	Yes	Yes	Yes
131 HD31 Channel	Yes	Yes	Yes
132 HD32 Channel	Yes	Yes	Yes
133 HD33 Channel	Yes	Yes	Yes
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135 HD35 Channel	Yes	Yes	Yes
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137 HD37 Channel	Yes	Yes	Yes
138 HD38 Channel	Yes	Yes	Yes
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140 HD40 Channel	Yes	Yes	Yes
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145 HD45 Channel	Yes	Yes	Yes
146 HD46 Channel	Yes	Yes	Yes
147 HD47 Channel	Yes	Yes	Yes
148 HD48 Channel	Yes	Yes	Yes
149 HD49 Channel	Yes	Yes	Yes
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198 HD98 Channel	Yes	Yes	Yes
199 HD99 Channel	Yes	Yes	Yes
200 HD100 Channel	Yes	Yes	Yes

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SKY MEDIA

INTEGRATED ADVERTISING
CAMPAIGNS ARE THE FUTURE
AND SKY IS LEADING THE WAY



FIND OUT ABOUT SKY MEDIA
WWW.SKYMEDIA.CO.UK

Stats pack

**SKY MEDIA IS THE LARGEST
SALES HOUSE IN THE WORLD
REPRESENTING 51 CHANNELS
AND SIX WEBSITES. FACT.**

**IN AN AVERAGE MONTH, SKY
MOVIES REACHES 850,000 MORE
INDIVIDUALS THAN THOSE
WHO GO TO THE CINEMA. FACT.**

**IN AN AVERAGE MONTH,
SKYSPORTS.COM ATTRACTS 6.5
MILLION USERS. THAT'S GREATER
THAN THE DAILY SALES OF THE
DAILY MAIL. FACT.**

Sky Media is the advertising sales group for all of the Sky channels and websites, as well as a host of channels not owned by Sky. Our portfolio currently stands at over 50 channels. We deliver all kinds of advertising across these channels, from conventional spot ads and sponsorships to highly involving interactive campaigns and online advertising.

Interactive

Interactive advertising went from strength to strength throughout 2005. All the major broadcasters now run interactive TV commercials that link to Sky sites. Interactivity works for many brands by adding a stronger brand message and a means to measure response. 70% of our advertisers come back for more.

Sky Pub Sports

Sky Sports is shown in nearly 40,000 commercial premises, including pubs, clubs, hotels, sports grounds and leisure centres. It's a great way of targeting groups of young, upmarket viewers in a social environment.

Sponsorship

Programme sponsorship is a good way for a brand to raise or maintain its profile through association with the quality entertainment that Sky offers. We have over 100 sponsored programmes across our channel portfolio.

Online

The sky.com portal is the largest online commercial publisher in the UK, with

439 million pages online and 12.2 million monthly users. The portal includes the hugely successful skysports.com, which is the largest commercial sports website in the UK. Our portfolio of websites enable advertisers to reach their target audience across one or many sites through different forms of online advertising.

Insights

Sky Media invests heavily in understanding the TV and Online advertising marketplaces. The insights derived help the advertising community get the very most from our communication opportunities.

SkyView

Sky's new audience panel of 20,000 Sky digital homes is a truly unique research tool, combining viewing behaviour with actual brand purchasing data. SkyView is the UK's largest single-source viewing and purchasing panel.

The 20,000 strong panel has been recruited by TNS. Existing TNS consumer panellists have also been signed up to the SkyView panel – so we can look at actual buyers across most product categories. There are currently around 5,000 TNS Worldpanel members who are on the SkyView panel (this is likely to increase as the TNS panel grows by a further 25% by February 2007).

TV viewing for each home is constantly monitored and purchasing data is continuously recorded by TNS Worldpanel. As well as being able to analyse entire product sectors and sub-sectors, there are currently over 50,000 potential FMCG brand definitions also available via Worldpanel. Product usage in other categories is also captured via an annual questionnaire. Examples of other categories covered by SkyView include holidays and travel, cars, finance, entertainment, technology and hobbies.

SkyView can bring significant benefits for advertisers. The viewing data can be used to effectively target buyers of specific brands by identifying when they are most likely to view commercial TV.

SkyView can also help advertisers investigate the effectiveness of TV advertising and help answer key questions concerning the financial return on media investment.

MAJOR ADVERTISERS

2004-2005

Key Spot Advertisers

BT
Procter & Gamble
Unilever
Volkswagen

Key Sponsors

Ford
Royal Bank of
Scotland
Panasonic
Domino's

Key Pub Advertisers

Guinness
Nike
American Express
UIP

**Key Interactive
Advertisers**

Walt Disney
Adidas
COI
Daimler Chrysler

Key Text Advertisers

Camelot
Chelsea Building
Society
NHS Direct
TUI Group

Key Online Advertisers

Vauxhall
O₂
Vodafone
Mazda

FORD – MAKING GOOD USE OF OUR INTEGRATED OFFERING

Ford have been proud sponsors of Sky's coverage of Premiership football since the league's inception in 1992. But more than simply broadcast sponsorship, the deal has continued to evolve and develop into a real partnership. It has expanded to include text, online, interactive TV, broadband and most recently mobile – a truly integrated approach.



- 1 Barclays Premiership air sponsorship
- 2 Interactive, at the press of a red button
- 3 Ford sponsorship on Sky Mobile TV



CASE STUDY: THE BOURNE SUPREMACY

Sky Media was instrumental in making the release of The Bourne Supremacy in 2005 an even bigger hit than its prequel. The aim was to make it the No.1 film on its opening weekend by using an array of different communication techniques across a range of Sky Media channels. We succeeded. Box Office takings were 47% higher than the prequel and the film quickly reached blockbuster status and became the No.1 film on its opening weekend.



SKY NETWORKED MEDIA

AN EXCITING AND RAPIDLY GROWING AREA OF SKY'S BUSINESS WHICH INCLUDES INTERACTIVE TV, ONLINE, BROADBAND AND MOBILE CONTENT



FIND OUT ABOUT NETWORKED MEDIA
WWW.SKY.COM

Stats pack

60% OF SKY CUSTOMERS ACCESSED SKY INTERACTIVE SERVICES LAST MONTH. FACT.

OUR INTERACTIVE PORTALS, INCLUDING SKY ACTIVE, SKY GAMESTAR AND SKY VEGAS, ARE VISITED BY OVER ONE MILLION INDIVIDUALS EACH WEEK. FACT.

OVER 12 MILLION UNIQUE USERS CREATE OVER 430 MILLION PAGE IMPRESSIONS ON SKY WEBSITES EACH MONTH. FACT.

In February we realigned our business to create an enlarged interactive team. This team brings together all Sky's new media content on interactive TV, online and mobile platforms.

The changes give us an opportunity to work together more effectively to create greater value for customers. We are able to take content across multiple platforms and also expand into adjacent areas of business.

Our interactive digital platform already offers some of the greatest variety, sophistication and number of interactive services available anywhere in the world. Our viewers can stay up-to-date with the latest gossip, place a bet, play games, vote, learn, shop, chat, date, text and much more while watching Sky.

Enhanced TV

ETV provides interactive enhancements to programmes on all Sky channels, including Sky One, Sky Two, Sky Movies, Sky Travel, Sky News and Sky Sports.

The Match was one of the most successful ETV campaigns in 2005. This hugely popular football reality show was made even better with an interactive TV application. Fans of the show could receive updates from the training camps and vote every day to save their favourite football celebrities from relegation. Hundreds of thousands of

fans joined in by voting, emailing or entering competitions.

Sky Active

Sky Active is the area where our customers can find out more about the range of products and services available from Sky. In addition, Sky Active brings together all of our interactive content propositions. These include Sky News Active, Sky Movies Active, a 24/7 destination for Sky Media's interactive advertisers and a range of commercial opportunities for third parties who would like to extend their presence on Sky through interactivity.

Sky Gamestar

Sky Gamestar is an interactive TV games portal for families and is played by over 750,000 individuals every week. It is constantly introducing new games and prizes to win. Games range from classics like Battleships and Connect 4 to new games from the major brands, including Disney, Cartoon Network and Hasbro.

Cartoon Network games have been played over a million times since launch. Hasbro's Monopoly has had a quarter of a million plays in its first four months.

Sky Text

Sky Text is the digital text service for all Sky channels (except Sky Box Office channels) and can be accessed 24/7 by pressing the text button on your Sky remote.

It has hundreds of constantly updated information pages showing the latest news, sports stories, fixtures and results, local and national weather, lottery results, stocks and shares, late availability holidays and TV programme information.

Sky Vegas

Sky Vegas allows customers to use their TVs to experience the thrills of casino-style games like roulette, Poker Keno and Slots 24 hours a day. So far over 400,000 people have played these hugely popular games including the massive Elvis video slot game. Players can stake from as little as 5p and aim for jackpots of up to £1 million.

Sky Vegas Live is a presenter-led live TV channel, featuring Super Keno and Poker Keno Live games. Viewers can play to win up to £500,000.



CASE STUDY: SMIRNOFF

We linked up with Diageo to create the 'triple distilled' campaign for their vodka brand Smirnoff. The Sky Interactive spot promoted the triple distillation process used to create Smirnoff vodka. Research showed that 60% of respondents thought the unbranded element was intriguing and that "Smirnoff is the best vodka you can buy".

Sky Bet

Sky Bet is a fully fledged betting service available via interactive TV, the internet and telephone. Nearly all live sport is priced up, so that people can enhance their viewing entertainment with a bet.

Sky Bet Live is a dedicated service including easy-to-bet interactivity as well as special betting commentary on select Premiership football matches.

Sky Vegas and Sky Bet combined will generate over £50 million of gross win in 2006-2007.



CASE STUDY: SKY NEWS ACTIVE

Sky News is renowned for delivering breaking news around the UK and the globe. By pressing the red button, viewers at home can extend their viewing experience of the channel into an interactive application offering a variety of video content including Showbiz, Weather and Top Stories.



CASE STUDY: NOKIA

Nokia N Series ran an interactive TV campaign in November 2005, using the interactive site to showcase Nokia's new handset range. The site used video, audio and clever animation to highlight the capabilities of the N series, which include 3G video calling capabilities, advance viewing camera phone and FM radio. There was

also a competition for two people to win a luxury safari to Africa. The campaign was promoted both by a press campaign and from within the Sky Active site.

1 Sky Gamestar's front screen from which a range of games can be played

2 Elvis Top 20, launched on Sky Vegas

GLOSSARY

HERE ARE THE JARGON
BUSTING EXPLANATIONS
FOR TERMS USED IN THE
DIGITAL MEDIA SECTOR

OVER 530 CHANNELS
TO CHOOSE FROM.
FACT.

**A****Analogue**

An analogue signal is the traditional way of broadcasting TV and radio. It may have a lower picture quality than digital and is more susceptible to interference. Analogue TV services typically offer fewer channels and less scope for interactivity than digital TV.

Artsworld

Artsworld, the arts channel from Sky, offers a distinctive mix of classical music, opera, dance, jazz, architecture, film, design, drama and literature. Recent highlights include The Art of Henry Moore, a live New Year's Eve Mozart gala from Berlin conducted by Sir Simon Rattle, a Johnny Cash Night celebrating his life and music, and Robert Altman Directs at The Old Vic celebrating their recent production of Resurrection Blues.

Artsworld has been available to millions of Sky digital homes since September 2005 as part of the Style and Culture mix of channels. In 2006, Artsworld will broadcast in HD alongside the current channel and will be available as part of the Sky HD channel line up.

Aspect Ratio

The ratio of the width to height of a TV screen. 4:3, was the norm until the nineties. 16:9, otherwise known as widescreen, which is more popular now, is the format used by HD TV.

B**BARB**

The acronym for Broadcasters Audience Research Board, an organisation that compiles ratings figures for television shows in the UK.

NIP/TUCK
SKY ONE

**Broadband (internet access)**

A type of transmission which offers much faster internet-based communications than an old fashioned dial up connection. This allows many broadband customers to enjoy a much wider range of video content and make affordable telephone calls via the internet.

C**Cable TV**

Digital cable is received via an underground cable and a set-top box.

Channels**Sky Channels**

Television channels wholly owned by Sky i.e. the Sky Basic Channels and the Sky Premium Channels.

Sky Basic Channels

Sky One
Sky Two
Sky Three
Sky News
Sky Travel
Sky Travel +1
Sky Travel Shop
Sky Travel Extra
Sky Vegas Live
Sky Sports News
Bliss
Scuzz
Flaunt
Artsworld

Sky Premium and Bonus Channels

The Sky Premium and Bonus Channels and additional services:
Sky Movies 1 (5 screens)
Sky Movies 2 (5 screens)
Sky Cinema 1 & 2
Sky Sports 1, 2 & 3
Sky Sports Xtra

Sky Distributed Channels

Television channels owned and operated by third parties, retailed by Sky to Direct-to-Home customers as part of its Pay TV packages.

**Channel line-up
As at March 2006****121****Basic channels offered by Sky digital**

Adventure One
Artsworld
Animal Planet
Animal Planet +1
At The Races
Bliss
Bloomberg
Boomerang
Bravo



SWAN LAKE ILLUSIONS
ARTSWORLD HD

LEAGUE OF EXTRAORDINARY GENTLEMEN
SKY MOVIES HD

Bravo +1
Cartoon Network
Cartoon Network Plus
Challenge
Challenge +1
CNBC
Discovery Channel
Discovery Channel +1
Discovery Civilisation
Discovery Health
Discovery Home & Health
Discovery Home & Health +1
Discovery Kids
Discovery Travel and Living
Discovery Science
Discovery Wings
Disney Channel
DW-TV
E4
E4 +1
E!
ESPN Classic
Eurosport UK
Eurosport 2UK
Flaunt
Fox News
Ftn
FX
FX+
History +1

Jetix
Jetix +1
KISS
Kerrang!
LIVINGtv
LIVINGtv +1
LIVINGtv2
Magic
Men and Motors
MTV
MTV Hits
MTV 2
MTV Base
MTV Dance
Music Choice (10 channels)
National Geographic Channel
National Geographic Channel +1
Nick Jr.
Nickelodeon
Nick Replay
Nick Toons TV
Paramount
Paramount +1
Paramount Comedy 2
Player
Playhouse Disney
Q
RHI Entertainment
Sci-Fi
Scuzz
Sky News
Sky One
Sky Two
Sky Three
Sky Sports News
Sky Travel Shop
Sky Vegas Live
Smash Hits
STAR News
STAR Plus
Sky Travel
Sky Travel +1
Sky Travel Extra
TCM
The Biography Channel
The Box
The History Channel
The Hits
The Villan
TMF
Toonami
Trouble
Trouble Reload
TV5
TVEi
UKTV Bright Ideas
UKTV Documentary
UKTV Documentary +1
UKTV Drama
UKTV Food
UKTV Food +1
UKTV Gold
UKTV Gold +1
UKTVG2
UKTVG2 +1
UKTV History
UKTV History +1
UKTV Style

UKTV Style+
UKTV Style Gardens
UKTV People
UKTV People +1
VH1
VH2
VH1 Classic

24
Premium, à la carte, bonus and additional channels offered by Sky digital

Chelsea TV
Disney Cinemagic
Disney Cinemagic +1
Film Four
Film Four +1
FilmFourWeekly
Music Choice Extra (30 channels)
MUTV
Sky Cinema 1
Sky Cinema 2
Sky Movies 1-9
Sky Sports 1-3
Sky Sports Xtra

9
HD channels offered by Sky digital
(Available in the first half of 2006)
Sky One HD
Sky Sports HD
Sky Movies HD x 2
Sky Box Office HD x 2
Artsworld HD
Discovery HD
National Geographic Channel HD

158
Free-to-air TV channels on digital satellite

88
Pay Per View (PPV) channels on digital satellite
56 Sky Box Office screens
7 18 Plus Movies
8 Red Hot adult channels
14 other PPV channels
3 sport channels

24
Subscription services on digital satellite

Adult Channel
Alpha EtcPun
ARY Digital
B4U Movies
Bangla TV
Celtic TV
NASN
Playboy TV
PTV Prime
Racing UK
Rangers TV
Setanta Sports
Sport XXX Babes
Sony TV Asia
Southforyou
Spice Extreme

Television X
TVX2
TVX3
XXX Housewives
Zee Cinema
Zee Music
Zee TV
18 Plus XXX

87 Free-to-air radio channels on digital satellite

3 Customer channels

Contact centres

Our contact centres are based in two sites in Scotland – Livingston and Dunfermline. We can receive over a million calls each week from customers throughout the UK and Ireland. Their feedback helps us plan future products, services and programmes.



Content

The programmes or material available through different mediums, such as broadband, TV or on mobile phones.

D

Digital Audio Broadcasting (DAB)

DAB is the technical standard for the transmission of terrestrial digital radio signals.

Digital footprint

The satellites used by Sky cast a comprehensive footprint over the UK and Ireland. Approximately 99% of households within this footprint can get Sky's digital service. That's more than any other UK digital television service.

Digital Light Processor (DLP)

A device that uses millions of little mirrors – one for each pixel – to create a projected image on a screen. Most of these devices are HD.

Digital Satellite TV

Sky is the leading digital satellite TV provider in the UK and Ireland. The digital signal is received via a minidish and Sky box.

Digital Subscriber Line (DSL)

This provides a high speed connection over existing telephone networks. It can be used for high speed internet connection and digital television transmission to the home.

Digital Terrestrial Television (DTT)

DTT delivers digital television via a conventional aerial, converted through a digital terrestrial TV adaptor.

Digital Video Recorder (DVR)

DVRs are TV recording devices with in-built hard disk recorders allowing viewers to record TV digitally without the need for video tapes. See Sky+ page 47.

Direct-to-Home (DTH)

The transmission of Sky digital for reception by a viewer with a Sky satellite minidish and Sky box at home.

Dolby Digital 5.1

Six-channel digital audio Surround Sound format. It accompanies most DVDs and will be used in some HD TV systems including Sky HD.

E

Enhanced TV (ETV)

ETV describes programmes that have interactive features. Some of the Sky Sports Barclays Premiership and UEFA Champions League coverage is broadcast interactively, allowing viewers to press the red button to access alternative live video feeds broadcasting different matches and to call up match statistics. Some of the ETV applications currently available are:

Sky Sports Active – viewers can swap between alternative action, camera angles, match highlights, statistics and much more.

Sky News Active – choose the stories you want to see from eight screen video reports, vote on issues of the day and access text stories.

Sky Movies Active – find out about the big movies on Sky and at the cinema, catch up on all the Hollywood gossip, check out local cinema listings and book tickets.

F

Financial calendar

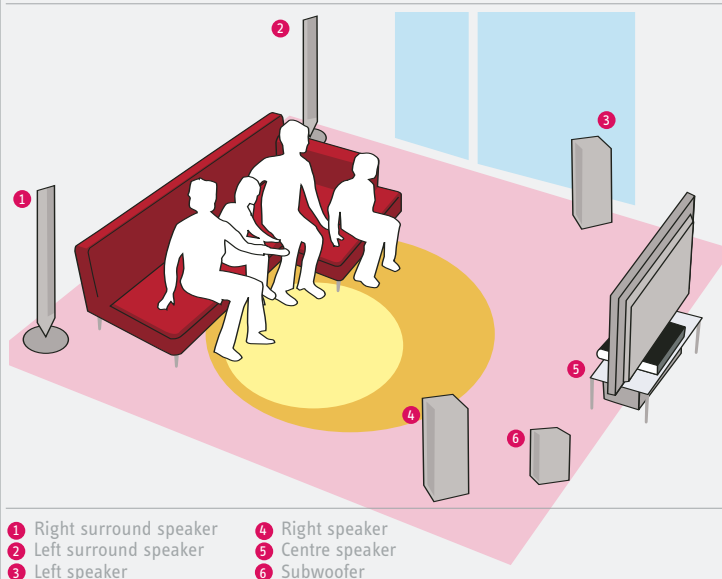
Results announcements for the business are as follows:

Feb 2006 – Half year results

May 2006 – Third quarter results

Aug 2006 – Year end results

Nov 2006 – AGM and first quarter results



Fiscal year

The 52-53 week period ending each year on the Sunday nearest to 30 June.

Freesat

Sky's freesat service allows viewers to receive more than 200 channels of digital TV and radio by satellite without a subscription fee. To receive this service, customers require a Sky box and viewing card.

Free-to-air (FTA)

Over 100 digital satellite channels and services are FTA which means they are available without a subscription or PPV fee.

Freeview

Freeview is the name for the free-to-air DTT service which includes three Sky channels. Around 50% of UK households can receive Freeview. To receive this service, customers require a box.



HD Ready

HD Ready is the industry labelling scheme for TVs that carry the HD Ready label. Sky HD is designed to work with HD Ready TVs.

High-bandwidth Digital Content Protection (HDCP)

HDCP is a copyright protection system that ensures content providers are happy to make their HD content available for viewing. HDCP is incorporated into Sky's HD box sets in order to prevent unauthorised duplication and distribution of protected content.

High Definition Multimedia Interface (HDMI)

Sometimes billed as the digital scart, HDMI is a digital video connector that can conveniently transmit digital audio and video signals.

High Definition Television (HD TV)

High Definition TV is TV with more than four times the picture quality of current digital and analogue TV systems.



Interactive services

Interactive services on Sky can be accessed by pressing the interactive button on the remote control or by pressing the red button while an icon appears on screen during a programme or advertisement. Digital satellite viewers can choose from a wide range of entertaining interactive services including Sky Gamestar.



BEHIND THE SCENES AT ISLEWORTH
SKY SPORTS STUDIOS



MR AND MRS SMITH
SKY MOVIES



Interactive television

Digital satellite allows innovative interactive services from both Sky and other broadcasters, such as the BBC, Disney and Channel 4, five, ITV, MTV, Living, Discovery and UKTV. These can be accessed by pressing the red button while watching the channel and allow the viewer to engage with or control what's on screen.

IPTV

Internet protocol television (IPTV) uses a two-way digital broadcast signal that is sent through a switched telephone or cable network by way of a broadband connection. It also needs a set-top box that can handle viewer requests to access media sources.



Liquid Crystal Display (LCD)

An LCD television uses liquid crystals that act as 'shutters' within the television screen. Some LCD screens are compatible with Sky's HD broadcasts.

Locations

We operate from eight main locations across the UK and Ireland.

1-2. Livingston and Dunfermline

These two offices are our customer contact centres. These are essential to Sky's infrastructure, maintaining the relationship between Sky and its customers.

3. Manchester

Deals with sponsorship of programmes plus airtime sales to advertisers.

4. Isleworth

HQ incorporates many of the main departmental offices, including corporate communications, publicity, finance, marketing and programming through to internal communications.

5. Victoria

The home of the media sales team, who focus on advertising sales and sponsorship.

6. Chilworth

Used for the upward transmission of programmes to the satellites.

7. Fair Oak

Back-up to the main Chilworth site. Comprises four satellite uplinks.

8. Sky's Dublin office

Represents Sky in Ireland. It focuses on commercial and corporate affairs, as well as airtime sales.



Minidish

The Sky minidish* is an elliptical shaped satellite dish measuring 530mm x 392mm. It needs to be attached to the outside of a building to have line of sight to the satellites in space and can be discreetly installed.

MPEG4

MPEG4 is an efficient means of compressing the data that is sent to a TV. It will be used by Sky for its HD service.

Multichannel TV

Multichannel TV describes any TV service that offers more than the five terrestrial TV channels.

*A larger dish may be needed in Scotland and Ireland.

O

Ofcom

Ofcom is responsible for the licensing and regulatory functions in the broadcasting and telecommunications sectors. It can exercise competition powers under the Competition Act of 1998 concurrently with the Office of Fair Trading (OFT).

All of our channels are licensed by Ofcom. These licences include obligations to comply with codes and directions issues by Ofcom. These codes include requirements of impartiality and accuracy of news programmes; requirements regarding standards of harm and offence; restrictions on the quantity and content of advertisements and sponsorship and the amount of subtitling, signing and audio-description among other things.

Since we launched as a digital satellite platform, we have operated as an 'open' platform. This means that broadcasters are able to obtain technical services from Sky such as listings on the on-screen TV guide and Conditional Access, and provide their channels independently of Sky's retail packages. Ofcom is responsible for the regulation of the provision of these services.



TRIVY
SKY MOVIES

P

Pay Per View (PPV)

PPV describes a system for paying to watch a recently released film or one-off event, for example a music concert or sports event. Sky Box Office offers movies and special events on Sky digital.

Pay TV

Pay TV channels are available to viewers who choose to pay a subscription fee or a PPV charge.

Pay TV Window

In this case, referring to the Sky Movie Pay TV window. The 'window' refers to the period of time when Sky Movies has the product exclusively and it may not be shown by any other TV broadcaster.

Personal Planner

Available on digital satellite as part of the Sky Guide, the Personal Planner gives viewers the option to set an on-screen reminder for up to 50 programme start times.

Pixel

Picture and element condensed into one word. A pixel is a tiny sample of video information, the 'little squares' that make up an overall picture.

Plasma display

A plasma display uses hundreds of thousands of miniature, embedded cells to produce a picture. Some plasmas are compatible with HD broadcasts.

Podcast

The distribution of audio or video content to iPods or other MP3 players.

Portal

A central point on a website that directs to other sites.

Programming

Programmes and programme formats created for Sky.

S

Satellites

The satellites that broadcast Sky's channels are situated 22,300 miles into space at 28.2°E and 28.5°E. We use some of the transponder space for Sky's own channels and services. The remaining capacity is subleased to third-parties for the transmission of other channels or services.

Sky Active

Sky Active is an interactive channel that gives viewers access to a daily digest of magazine style content and lets them interact using their Sky remote control. It is updated daily with celebrity interviews and news, so that viewers can enjoy a broad range of services that include games and puzzles, friends and dating services, text, chat and email, NHS Direct, The Lotto and cash wins, TV and film news, daily horoscopes, plus much more. Using Sky Active is easy, simply press the interactive button on the Sky remote and select Sky Active.

Sky box

The Sky box enables customers to receive digital TV pictures and sound. It has an in-built modem that can be hooked up to the viewer's telephone landline, enabling Sky digital customers to order Sky Box Office events and access interactive services such as email and games.

**Sky by broadband**

Sky by broadband lets viewers legally download a wide range of movies from Sky Movies and highlights from Sky Sports and watch them on their home PC. It is available exclusively to Sky digital customers who subscribe to Sky Movies 1 and 2, Sky Sports 1 and 2 or Sky World.

Over a thousand movie titles will be made available, over time, to Sky by broadband users from the Sky Movies' catalogue. The service will also include, at any one time, over 1,000 Sky Sports video clips including highlights of every Barclays Premiership and UEFA Champions League match.

Sky digital

Sky digital was launched on 1 October 1998. This digital service initially ran in parallel with Sky's existing analogue service. By September 2001 Sky had switched off its analogue signal.

Sky Gamestar

Sky Gamestar is an interactive channel providing viewers with the opportunity to play a wide range of games every day. It is packed full of quizzes, puzzles, old classics and new title launches. You play on your own or link up with other Sky viewers and play against them using Liveplay on Sky Gamestar.

Sky Gnome

Sky Gnome is a portable wireless receiver that lets people get audio output from Sky's channels from within a 30 metre range of

their Sky box. It is designed for use in and around the house so that people can listen to TV, music and radio channels while they are away from the TV.

Sky Guide

Used to navigate around the digital TV channels. The award-winning Sky guide gives TV listings and information for the seven days ahead.

Sky HD

Sky's high definition box and service.

Sky by mobile

Sky by mobile offers entertainment, sports, news and weather from Sky to mobile phone users. It is offered to Sky digital subscribers and Sky Bet customers in the UK and Ireland who subscribe to Sky Movies 1 and 2, Sky Sports 1 and 2 or Sky World. The service is available across multiple networks on a range of handsets that are compatible with internet access via GPRS or 3G.

Sky Mobile TV

A package of 19 mobile TV channels from Sky currently available through the Vodafone 3G mobile network. Users who subscribe and have a 3G phone can watch live streaming of Sky News and Sky Sports News on their phone as well as 17 other mobile TV channels.

Sky Mobile TV line up:

Sky Sports News, MTV, Sky News, Sky One, Cartoon Network, Sky Movies, Nickelodeon, Paramount Comedy, At The Races, Living, CNN, Bravo, Discovery Factual, National Geographic, The History Channel, The Biography Channel, Bloomberg, Discovery Lifestyle.



Sky Multiroom

Enjoy different programmes, in different rooms all at the same time. Keeps everyone happy.

Sky Travel

Sky Travel, Sky Travel Extra and Sky Travel Shop are our travel services available on Sky digital. Programmes feature some of the most famous faces in travel – Clive James, Judith Chalmers, Loyd Grossman, Bill Bryson, and Alan Whicker. For those needing a holiday straightaway, Sky

Travel Shop has a new last-minute holiday show called 'Just In' with holiday bargains aplenty, departing in the next few weeks.

Sky Vegas

This is the interactive gaming portal from Sky.

Sky Ventures

In addition to its own branded channels, Sky has a financial stake in many other TV channels, all of which are shown on the Sky platform:

At The Races	47.5%
National Geographic Channel	50%
Adventure One	50%
Nickelodeon	50%
Nick Jr.	50%
Nicktoons TV	50%
The History Channel	50%
The Biography channel	50%
Paramount Comedy 1	25%
Paramount Comedy 2	25%
MUTV	33.3%
Chelsea TV	35%

Sky also has stakes in Sky News Australia (33%), AuraSports (20%) and My Kinda Place (49%), and provides web-streaming services to Arsenal, West Ham, Charlton, Tottenham Hotspur, Manchester United, Everton, Southampton, Manchester City and Chelsea. Sky Ventures is also continually exploring opportunities to partner with content owners to extend the quality and reach of programming for our customers.

Sponsorship

We have a number of high-profile sponsorships which take the Sky brand to new audiences. We have long-running sponsorships with both the English National Opera and the English National Ballet and in early 2006 we announced a £1 million sponsorship with the National Trust over the next two years.

Streaming

This is a technique for transferring data so that it can be processed as a steady and continuous stream. It is ideal for users who do not have fast enough access to download large multimedia files quickly. Streaming allows the data, like a video, to be displayed before the entire file has been transmitted.

Subscriber Acquisition Cost (SAC)

The average amount per new customer we are investing to grow our customer base.

Subscription

In order to benefit from the full range of channels on offer, a monthly subscription is required for both Sky and digital cable customers. Both platforms offer a variety of packages to suit all tastes and budgets.



Sky+

Sky+ is Sky's digital video recorder (DVR) and is available exclusively to digital satellite viewers. Viewers have the power to control how and when they watch the channels they receive on digital satellite. One button recording and simple controls mean the whole family can use it.

Key features include:

- Record television at the touch of a button without video tapes
- Plan and digitally record programmes up to seven days in advance
- Record two different channels simultaneously
- Record two simultaneous interactive events on the same channel
- Pause and rewind live TV
- Series link every episode of a selected series to record automatically.

T

Terrestrial TV

Terrestrial refers to the five conventional TV channels available in the UK: BBC1, BBC2, ITV1, Channel 4 and five.

Transponder

A transponder is part of a satellite in space that is used to amplify and re-transmit Sky's signals back to viewers' dishes.

V

Voice Over IP (VOIP)

This is short for Voice Over internet Protocol. It is a category of hardware and software that lets people use the Internet as the transmission medium for telephone calls. An advantage is that telephone calls over the internet do not incur a surcharge beyond what the user pays for internet access.

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1998-2006

WE'VE COME A LONG WAY SINCE LAUNCHING OUR DIGITAL TV SERVICE IN 1998. TODAY WE ARE PART OF FAMILY LIFE IN THE UK AND IRELAND AND ARE CONNECTING TO MORE AND MORE CUSTOMERS, ACROSS MULTI-PLATFORMS AND ALL SOCIAL DEMOGRAPHICS.

sky HD

1998

1 OCTOBER 1998

Sky launches the UK's first digital TV service, offering 140 channels. Sky launches its minidish dubbed 'much less obtrusive than older satellite dishes' by Good Housekeeping magazine.

1999

AUGUST 1999

Sky shows the world's first interactive TV football match, Arsenal vs. Manchester United.

DECEMBER 1999

Free Sky boxes and minidishes help Sky digital become the fastest growing digital platform in the world.

2000

MARCH 2000

Sky shows its first interactive advertisement.

JUNE 2000

Sky launches the world's first interactive TV news service.

2001

MAY-NOVEMBER 2001

The BBC, E4 and MTV use the Sky platform's interactive capacity to extend coverage of Wimbledon, Big Brother and MTV Europe Music Awards.

AUGUST 2001

Sky introduces Sky+, a fully integrated digital video recorder.

SEPTEMBER 2001

Sky switches off its analogue signal.

NOVEMBER 2001

Sky unveils upgraded contact centres.

2002

FEBRUARY 2002

Sky News wins Royal Television Society (RTS) News Channel of the Year award for the September 11 terrorist attacks.

OCTOBER 2002

Sky offers three channels as part of the new Freeview package.

DECEMBER 2002

Sky returns to positive cash flow.

2003

FEBRUARY 2003

Sky News wins RTS News Channel of the Year award for coverage of the Soham murders. Then in April, Sky News wins a BAFTA award for the same coverage.

SEPTEMBER 2003

Sky reaches 7 million customers (three months ahead of schedule). Sky sets a target of 8 million customers by 2005. Sky makes its first year of profit since its investment in digital.

A major promotion launches to boost sales of Sky+ and an extra Sky box.

OCTOBER 2003

Achieved record multichannel audience for the Turkey vs. England Euro 2004 qualifier.

2004

JANUARY 2004

Sky screens its 500th live interactive football match, Manchester United vs. Southampton.

FEBRUARY 2004

Sky News wins RTS News Channel of the Year award for the third year running for the reconstructions of the Hutton Inquiry. It also wins the RTS Innovation Award for its Soham murder trial transcripts.

MAY 2004

Sky shows eight live football finals, including the UEFA Champions League for the first time.

JUNE 2004

Sky wins Business in the Community Education and Lifelong Learning Award.

NOVEMBER 2004

Sky wins an exclusive multi-year deal to screen the Academy Awards®.

2005

JANUARY 2005

Sky hits its best share of viewing yet, with 9.6% of all UK TV households in the week ending 2 January 2005.

FEBRUARY 2005

Sky news wins RTS News Channel of the Year award for the fourth consecutive year.

Sky reaches 7.6 million DTH customers, an increase of 192,000 in the quarter.

AUGUST 2005

The first part of the Sky HD channel line up is announced.

NOVEMBER 2005

Sky and Vodafone UK link up to launch Sky Mobile TV.

DECEMBER 2005

By December it's 8.1 million Sky subscribers and growing.

Sky+ is in over one million homes.

The last quarter of 2005 sees the highest rate of year-on-year growth of new DTH subscribers in five years.

2006+

JANUARY 2006

Sky completes the acquisition of Easynet in preparation for the launch of a new generation of connected entertainment and communications services.

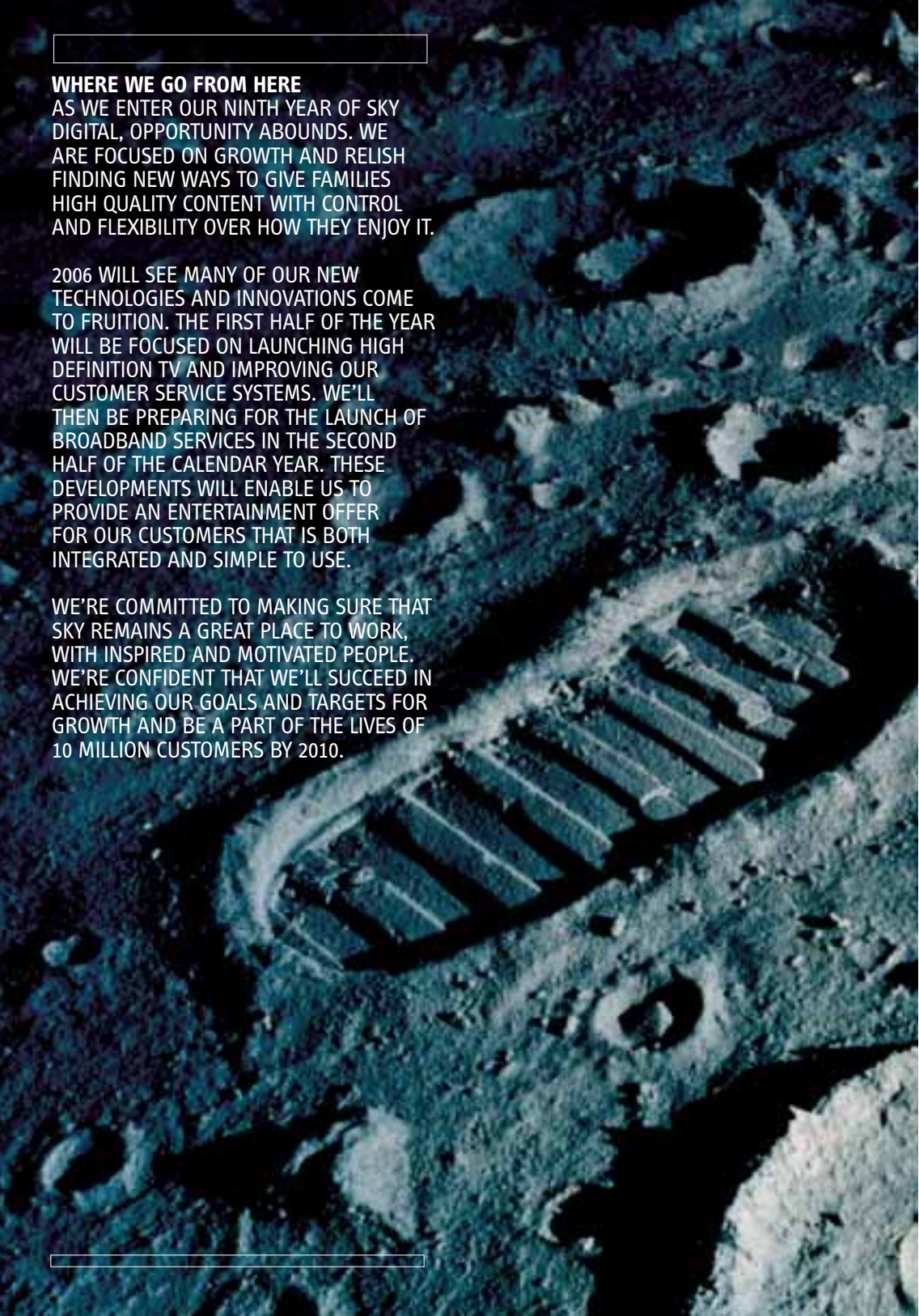
FEBRUARY 2006

Sky teams up with Disney to bring more family entertainment to Sky customers, with movie downloads and two new channel brands, Disney Cinemagic and ESPN Classic.

Jeremy Thompson wins RTS News Presenter of the Year and Sky News wins innovations category for its Asian tsunami Message Home Ticker.

Sky offers new ways to enjoy Sky content on PCs and mobile phones, including legal movie downloads from Sky by broadband and sports, news and entertainment on Sky by mobile.





WHERE WE GO FROM HERE

AS WE ENTER OUR NINTH YEAR OF SKY DIGITAL, OPPORTUNITY ABOUNDS. WE ARE FOCUSED ON GROWTH AND RELISH FINDING NEW WAYS TO GIVE FAMILIES HIGH QUALITY CONTENT WITH CONTROL AND FLEXIBILITY OVER HOW THEY ENJOY IT.

2006 WILL SEE MANY OF OUR NEW TECHNOLOGIES AND INNOVATIONS COME TO FRUITION. THE FIRST HALF OF THE YEAR WILL BE FOCUSED ON LAUNCHING HIGH DEFINITION TV AND IMPROVING OUR CUSTOMER SERVICE SYSTEMS. WE'LL THEN BE PREPARING FOR THE LAUNCH OF BROADBAND SERVICES IN THE SECOND HALF OF THE CALENDAR YEAR. THESE DEVELOPMENTS WILL ENABLE US TO PROVIDE AN ENTERTAINMENT OFFER FOR OUR CUSTOMERS THAT IS BOTH INTEGRATED AND SIMPLE TO USE.

WE'RE COMMITTED TO MAKING SURE THAT SKY REMAINS A GREAT PLACE TO WORK, WITH INSPIRED AND MOTIVATED PEOPLE. WE'RE CONFIDENT THAT WE'LL SUCCEED IN ACHIEVING OUR GOALS AND TARGETS FOR GROWTH AND BE A PART OF THE LIVES OF 10 MILLION CUSTOMERS BY 2010.

FURTHER INFORMATION

For further information on BSkyB's business head for www.sky.com/corporate

The Investor Centre contains financial information, such as Annual Reports, Interim Results, Management Presentations and the latest share price.

In the Media Centre you'll find the latest press releases, the Media Library and frequently asked questions.

The Corporate Responsibility section contains the current Corporate Responsibility Review as well as online access to all the facts and figures about ongoing corporate responsibility initiatives.

Communicating with our audiences

Sky recognises the importance of communicating with a broad range of audiences, and produces a comprehensive suite of literature covering virtually every aspect of its operations. Copies of these documents can be obtained from Sky by post or, in most cases, downloaded from the Sky website.

SHAREHOLDER SERVICES

Share price information

The Company's share price is broadcast on Sky Text on the Sky News channel on page 145, BBC Ceefax page 221 and on Channel 4 Teletext page 520, all under the prefix BSkyB. It also appears in the financial columns of the national press and on our website.

The latest BSkyB share price is also available from the Financial Times Cityline Service, on 0906 843 4816.

Share dealing service

The Company has arranged with NatWest stockbrokers to provide shareholders with a single, low cost method of buying and selling its shares. To take advantage of this service, call 0870 600 2050.

Shares online

BSkyB's shareholders can also access their shareholdings online and find a range of other services at the Lloyds TSB Registrars' Shareholder website, www.shareview.co.uk

Shareholder enquiries

All administrative enquiries relating to shareholders, such as queries concerning dividend payments, notification of change of address or the loss of a share certificate, should be made to the Company's registrars whose address is given below.

Registrars

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