



NEWS RELEASE
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SKY BRINGS LEGAL MOVIE DOWNLOADS TO MILLIONS OF SKY DIGITAL VIEWERS

- ***SKY BY BROADBAND offers legal movie downloads and sports highlights on the PC***
- ***SKY BY MOBILE offers sports, news and entertainment on mobile phones***
- ***Available now to millions of Sky digital viewers at no extra charge***

Sky takes a significant step in its drive to offer customers more choice in how they watch television with the launch today of new ways to enjoy Sky content on computers and mobile phones.

Two new services – **Sky by broadband** and **Sky by mobile** – will give customers more flexibility than ever before about how, when and where to watch Sky TV. Users can download blockbuster or classic movies to enjoy when they want and access highlights of the weekend's Barclays Premiership matches on their PC with Sky by broadband, or catch up with the latest news on the move with Sky by mobile.

The new services are designed to increase the value and enjoyment that customers get from joining Sky digital. From launch, **Sky by broadband** and **Sky by mobile** are available to millions of Sky digital viewers in the UK and Ireland as part of their existing subscription*.

The **Sky by broadband** and **Sky by mobile** services come in response to growing evidence of consumers' desire to take control of their TV viewing and to access media content in different ways. Broadband now accounts for 57.4% of all UK internet connections (source: National Statistics, September 2005) as consumers take advantage of faster connection speeds to watch video content or download music on their PC. Almost half (47%) of all Sky digital customers have broadband connected PCs, compared to a national average of 38%.

The number of customers choosing Sky TV has more than doubled in the last six years and Sky digital is now enjoyed in nearly one third of all homes in the UK and Ireland. To keep moving forward, Sky is committed to using new technologies to add value for customers and to stand out as the leading entertainment choice in the UK and Ireland.

Sky by broadband is a new service available exclusively to Sky digital customers that lets viewers legally download a wide range of movies and highlights from Sky Sports and watch them on their home PC at no extra cost.*

More than 200 movies are available at launch including a mix of Hollywood blockbusters such as Spider-Man 2 and The Day After Tomorrow, and cult-classic Sky Movies titles from Alien: The Director's Cut to Dr Strangelove. The number of titles will increase over time to encompass over a thousand titles from the Sky Movies catalogue.

The service offers a complete A-Z movie listing and search by genre function. Users can set their movie preferences and searches can be sorted by director, film name, and actor allowing viewers to create their own movie download library.

The service will also include over 1,000 Sky Sports video clips at any one time including highlights of every Barclays Premiership and UEFA Champions League match.

In addition to the movies and sports on Sky by broadband, Sky One will also launch an online entertainment package in 2006.

Sky by mobile gives Sky digital and Sky Bet customers* access to Sky entertainment, sports, news and weather on the move. The service includes:

- The latest news stories and videos from Sky Sports and Sky News
- Daily round-ups from the celebrity world, plus exclusive interviews, reviews and previews from Sky One and Sky Movies
- Personalised "My Sports" section, so viewers can follow updates on the teams and events of their choice
- Live scoreboards giving up to the minute scores for a number of sports events
- Tables, fixtures, results and standings for key sports
- Weather forecasts from the Sky Weather team, including a 24 hour outlook for UK cities and towns
- A new way to check odds, place bets and manage your Sky Bet account

Sky by mobile is available across multiple networks on a range of handsets that are compatible handset with internet access via GPRS or 3G.

Richard Freudenstein, Sky's Chief Operating Officer, said:

"Families' entertainment needs are changing fast and audiences increasingly expect to be able to access content whenever and wherever they want. From today a Sky digital subscription includes the PC and mobile phone as well as the TV. We are giving millions of viewers the ability to download movies legally or to keep up with Sky on the move.

Sky will use new technologies to stay ahead and give customers more choice and more value. These services are part of a continuing stream of innovations that will create even more reasons to join Sky."

##ENDS##

Notes to editors

**Sky by broadband* is free to Sky digital customers in the UK and Republic of Ireland who subscribe to two or more premium channels. Sky World customers can access both movies and sports clips. Sky Movies 1&2 customers can download movies only. Sky Sports 1&2 customers can access sports clips only.

Sky by mobile is free to Sky digital customers in the UK and Republic of Ireland who subscribe to two or more premium channels or who have a registered Sky Bet account. Use of the Sky by mobile application will incur a user's normal operator data tariffs - users should contact their operator for details.

About Sky by broadband

To register for Sky by broadband customers need a home PC with Microsoft Windows XP and a minimum 1MB broadband connection. To access *Sky By Broadband* subscribers log on to www.skybybroadband.com and click on the sign-up button and follow the on-screen instructions to download the viewing application.

All Sky by broadband content is copy protected and encrypted. PIN parental controls are included in the movie download service allowing parents to PIN protect viewing of rated content.

About Sky by mobile

Sky by mobile is a downloadable application requiring General Packet Radio Service (GPRS) or 3G network support. Mobile networks that currently support connections to the application include Vodafone, T-Mobile, O2, Orange and Virgin Mobile. Whilst Sky will not charge customers for content, mobile networks will charge for the data consumed. Customers simply click the sign-up button from www.skybymobile.com and follow the on-screen instructions.

Sky by mobile will be available on all compatible 3G and GPRS networks via the following handsets initially:

Nokia - 6600, 6630, 6680, 7610, 6020, 6170, 6230, 5140i

Sony Ericsson - K750i, K700i, K600i (V600i),

Blackberry - 7100 7230

Motorola - V3 RAZR

Please contact the Sky press office for more information on either service or images:

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