



CONNECTION  
THE WORLD  
AUDIENCES  
SUMMIT 2013

**HOW PLATFORM OPERATORS  
AND PRODUCERS ARE  
ENGAGING VIEWERS WITH  
COMPANION SCREEN  
EXPERIENCE**

Engaging Viewers With Sky Go



Matthias Hahn

Head of Commercial Distribution  
Sky Deutschland

KANTAR MEDIA



# AN OVERVIEW

- 3.405m subscribers (as of Q1 2013)
- Exclusive broadcasting rights: live football, live sports, films, series and the best entertainment
- Market-leading HD offering with 66 HD channels, more to come
- Differentiation through innovation – Sky+, Sky Anytime, Sky Go, Sky 3D
- Sky content available via satellite, cable, internet, mobile devices and IPTV with access to almost every household in Germany and Austria



# EXCITING INNOVATIONS

**2009**

- 07/09 Launch of Sky in Germany
- 01/05 Launch of HD DVR in Germany and Austria
- 09/10 UEFA Champions League Match Tracker
- 01/11 SAMSTAG LIVE!
- 01/11 MESSI STADIUM
- 08/11 Launch of Sky Anytime All your favourite content on-demand
- 12/11 Sky Go on the Xbox 360
- 12/11 Sky Guide
- 12/11 1st 24 hours sports news channel in HD
- 08/12 Sky Go sport datacenter launched
- 10/12 New service center in Teltow
- 01/13 64 HD channels
- 02/13 New Sky Guide on Sky Go with Mobile Record

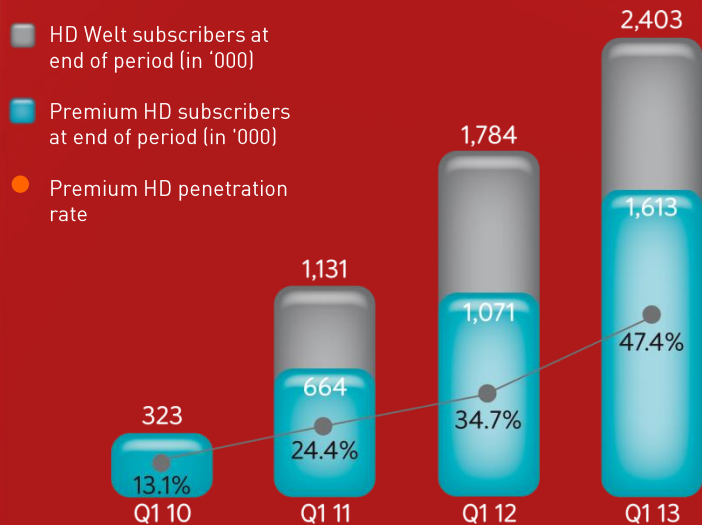
More to come

**2010**

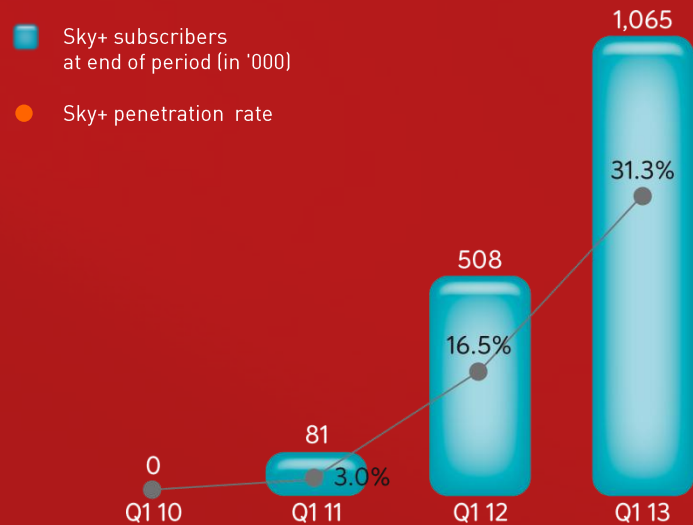
- 08/09 sky 90
- 03/10 6 HD channels
- 03/10 1st Bundesliga match live in 3D
- 06/10 1st TV stream for the iPad - Sky Sport App
- 06/10 3D channel sky 3D
- 10/10 1st HD stream for the iPad
- 04/11 Launch of sky go
- 10/11 Sky Go 3.0 Movies on the iPad
- 05/12 Launch sky ATLANTIC HD
- 09/12 THE HARALD SCHMIDT SHOW
- 12/12 Sky Go Kids
- 12/12 Sky+ 2 TB

# OUTSTANDING HD AND SKY+ GROWTH

## HD subscribers



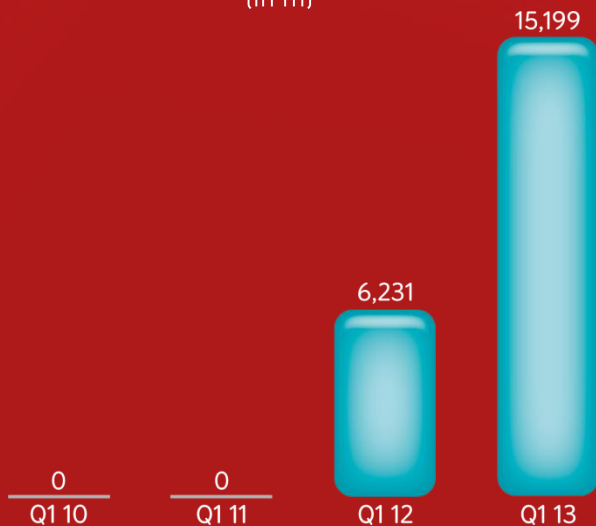
## Sky+ subscribers



# STRONG DEMAND FOR SKY GO AND SKY ZWEITKARTE

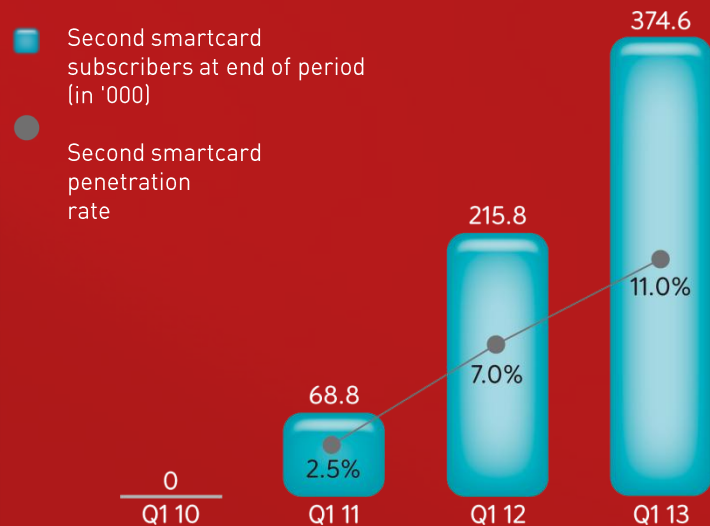
## Sky Go Customer Sessions\*

(in m)



\* Service started in April 2011

## Second Smartcard Subscribers



# SKY GO

- Exclusive selection of blockbuster movies, all of Sky's live sport HD channels and top series, all accessible on-demand
- 15.2m Sky Go customer log-ins in Q1/2013
- 420k log-ins during sky exclusive CL semi-final Dortmund vs. Madrid
- Mood based search function
- Multitasking functions (e.g. Social Media integration)
- Sky Sport News HD sports datacenter
- New Kids' zone
- New Sky Guide with mobile record functionality



# KIDS' ZONE ON SKY GO

- More than 100 programs, constantly updated
- Unique child-oriented user interface
- Editorially selected, age-appropriate programs
- Kids lock functionality





# SKY GUIDE FOR SKY GO

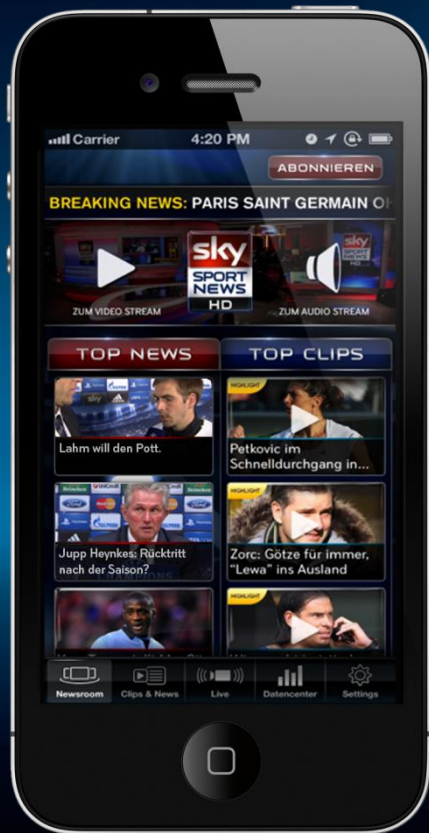


# SKY GUIDE FOR SKY GO

- Sky Guide on companion devices, integrated into Sky Go on skygo.sky.de, SkyGo app for iPad and iPhone
- One-touch remote recording for linear events for all sky+ customers
- One-touch select (PPV) ordering
- Consolidation of linear and on demand experience
- Social “check in“ and Facebook open graph integration
- Your personal watchlist, including reminders, fully shareable



# SKY SPORT NEWS HD APP TO BE LAUNCHED



# OUTLOOK

- We now live in the Age of Multi-Screen Usage
- Customers think in terms of content not devices (“I want to watch the latest episode of Games of Thrones now”)
- 360 degree media consumption usage is the reality but no 360 degree measurement across all platforms possible yet
- Sky wants to have a full-on view on what their customers are actually watching no matter whether they are doing it linear or on-demand, in-home or out-of-home
- Technical solutions for multi platform audience measurement need to catch-up with reality





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