

The SKY logo is positioned at the top of the page, centered within a white inverted triangle that points downwards. The logo itself is in a bold, italicized, sans-serif font.

INTRODUCING SKY GO

December 13

COME WITH US

A white triangle pointing upwards is located at the bottom center of the page, below the text 'COME WITH US'.



BACKGROUND



SUCCESS OVERSEAS AND IN NEW ZEALAND

SKY (UK) and Foxtel (Australia) customers love content on mobile/tablets

- GO customers have demonstrated reduced churn
- New subscribers cite mobile access to content as a key reason for subscribing.

Live TV drives urgency to tune-in

- 80% of Foxtel Go's consumption is live streaming.
- Live sport drives usage on iSKY.

SKY customers are asking for SKY content on their mobiles/tablets

- 70% of SKY customers have a tablet or smartphone
- Our customer have told us they want to watch SKY on mobile devices



INTRODUCING SKY GO



INTRODUCING SKY GO



SKY GO App

SKY GO brings SKY to smartphones and tablets in 2013 and features 10 live-streaming channels from launch.

SKY GO TAKES SKY BEYOND THE LIVING ROOM



SKYGO.co.nz

iSKY will be re-branded as SKY GO bringing all secondary screens into one product family.

SKY GO

- SKY GO brings SKY to connected devices – smartphone, tablet, PC/Mac.
- Representing SKY's unified beyond the Set Top Box viewing experience.
- The product is a free value add proposition for all SKY subscribers.
- SKY GO App being developed from scratch. App design a collaboration between SKY, Massive Interactive (Australia) and Smudge Apps (New Zealand).
- Focus has been to take the best of both the devices and the personal TV viewing experience.
- The future Roadmap will see SKY add VOD content to mobile devices. Future phases will also see more channels and content, improved content discovery and personalisation.



LAUNCH FEATURE SET

- Watch a selection of up to 10 Live Channels based on subscription.
- Available using on Wi-Fi and Mobile Data.
- Use your SKY My Account Login.
- Search the channels in the App.
- Browse a 7 day EPG.
- Book recordings to the MY SKY.
- Book programme reminders.
- Share content items via Social plugins.
- Use Parental controls to manage access to content.
- Register in the App.

CHANNEL LINEUP

CHANNEL	GENRE	TIER
SKY Sport 1	Sport	Sport
SKY Sport 2	Sport	Sport
SKY Sport 3	Sport	Sport
SKY Sport 4	Sport	Sport
SKY Movies Premiere	Movies	Movies
E!	Entertainment	Basic
UKTV	Entertainment	Basic
Cartoon Network	Kids & Family	Basic
National Geographic	Documentaries	Basic
BBC World News	News	Basic

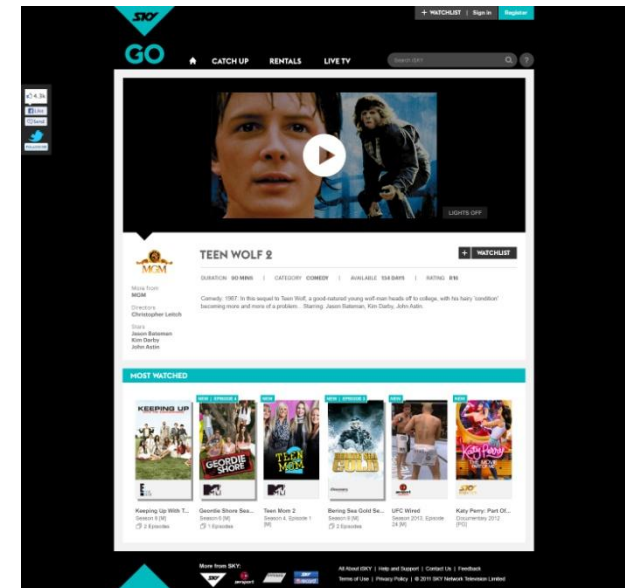
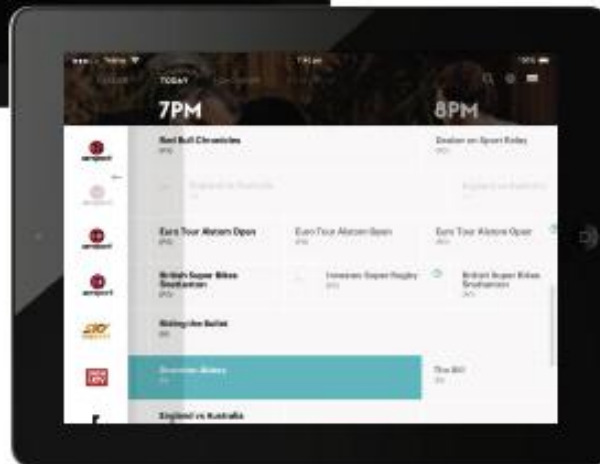
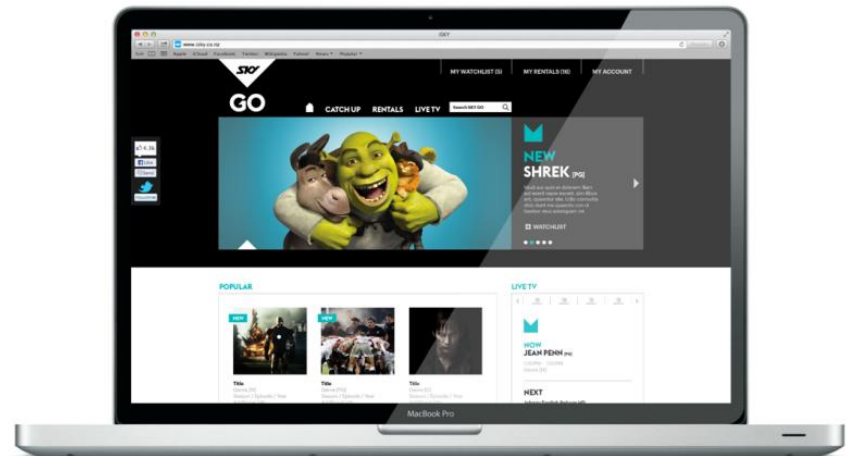
FUTURE: MORE PERMANENT CHANNELS & POP-UP CHANNELS



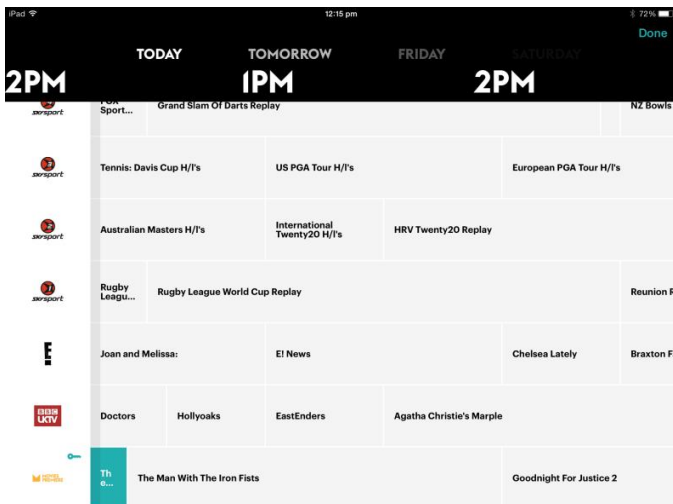
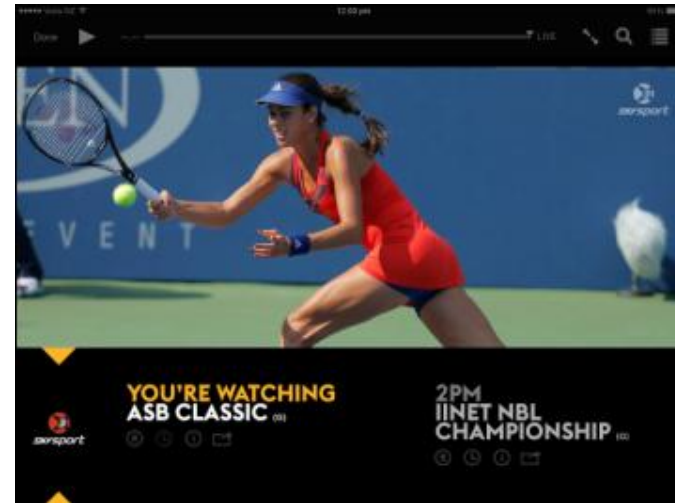
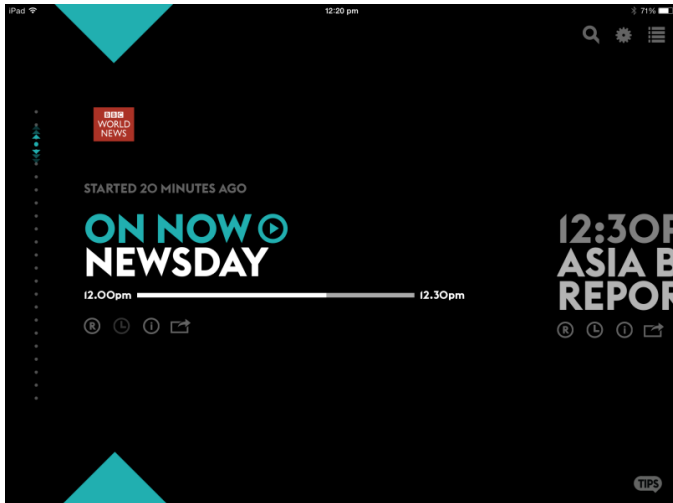
SKY GO
DESIGN



UNIFIED VISUAL EXPERIENCE

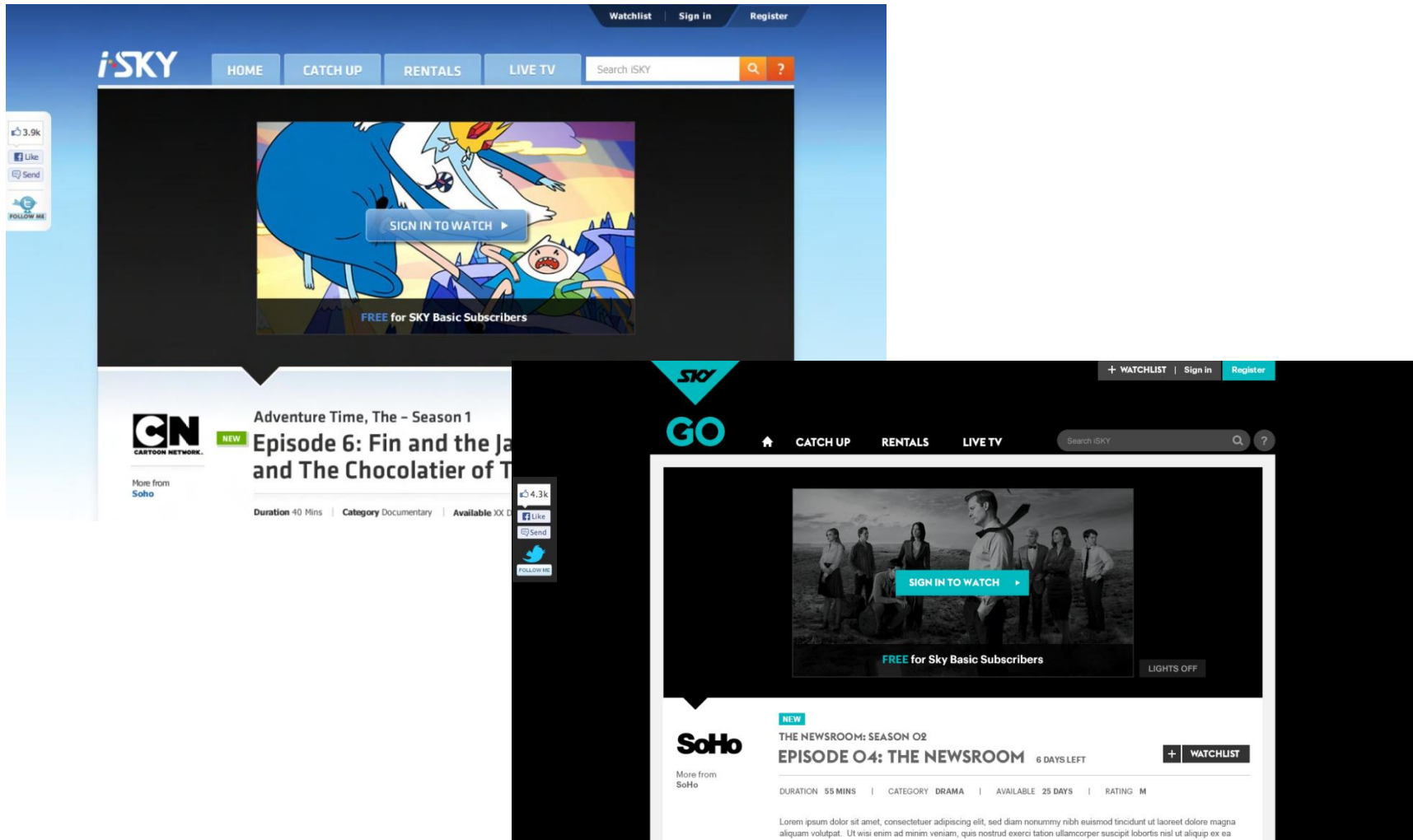


TV ELEMENTS IN APP DESIGN

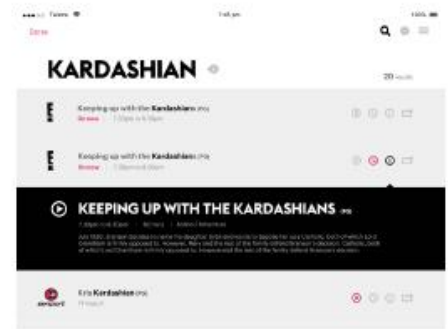


- Return to Last Channel Viewed.
- Grid EPG with Grid & Single Channel Views.
- Search and Scan bar while viewing.
- Search for Listings.
- Book Recordings to MY SKY.

ISKY REBRAND TO SKY GO



SKY GO APP SCREENS




DECEMBER CONTENT HIGHLIGHTS



**ANZ TEST SERIES:
BLACKCAPS V
WEST INDIES
WED 11TH
LIVE FROM 10AM**

starsport



**THIS IS 40
SUN 15TH
8:30PM**

MOVIES
PREMIERE



**CARTOON
NETWORK
CHRISTMAS DAY
WED 25TH
FROM 7AM**

CN
Cartoon Network



**THE ASHES
THUR 26TH
LIVE FROM 12PM**


starsport



**YOU'RE WATCHING
ANZ TEST SERIES:
BLACKCAPS V WEST INDIES**


8PM
ASB CLASSIC

starsport



**YOU'RE WATCHING
THIS IS 40**


10.30PM
BROKEN CITY



**YOU'RE WATCHING
CARTOON NETWORK
CHRISTMAS DAY**

8AM
THE AMAZING
WORLD OF GUMBALL

CN



**YOU'RE WATCHING
THE ASHES**

8PM
HYUNDAI
A-LEAGUE

starsport

JANUARY SPORT CONTENT HIGHLIGHTS

TENNIS

NZ Festival of
Tennis:
ASB Classic
Heineken Open

Australian Open

CRICKET

BLACKCAPS v
India

Australia v
England

HRV Twenty20

NETBALL

Silver Ferns v
England and
Jamaica



AND...

FIH Hero Hockey World League Final
National Sevens
Santos Tour Down Under
Ironman

The SKY logo is positioned at the top center of the page, enclosed within a downward-pointing yellow triangle.

THANK YOU!

December 13

COME WITH US

