



- **HDTV IN ITALY**

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Corporate Relation Manager

■ KEY FACTS



- 2006: SKY is the first (and the only) Italian HD broadcaster
- First HD events at launch (both in DVB-S/MPEG2):
 - *Uefa Champions League Final (May 17th 2006)*
 - *All the FIFA World Cup 2006 matches (July 2006)*
- Full service from September 2006: 4 HD channels (DVB-S2/MPEG4)
 - *SKY Cinema HD*
 - *SKY Sport HD*
 - *National Geographic HD*
 - *Next: HD*
- Initial cost for subscribers: 7€/month



■ KEY FACTS



2008: SKY starts the “HD-Revolution”

- SKY Sport HD redoubled (SKY Sport HD1 and SKY Sport HD2): more live events, more football (italian and international), more choice
 - EuroSport HD: live coverage 24/7 of the Beijing Olympic Games
 - HD Free for all subscribers (with 2 packs or more)
 - MySKY HD: High Definition Personal Video Recorder
- ...(and we still are the only Italian broadcaster with a regular HD service)

■ THE OFFER



SKY SPORT HD1 – SKY SPORT HD2

- 5 live matches of Serie A Football Championship each weekend
- 2 Premiere League, 1 Bundesliga, 1 MLS live matches
- Up to 4 Uefa Champions League matches for each day
- Italian and US Basket, rugby, golf, hockey, football and baseball
- Over 1700 hours for more than 600 events in 12 months

■ THE OFFER



EUROSPORT HD

- Over 2000 hours (1200 live) of international sport events
- MotoGP Championship, FIA World Tourism Championship, Tennis WTA Tour
- Dolby Digital 5.1 audio



■ THE OFFER



SKY CINEMA HD

- Over 250 movie titles
- Backstages, documentaries and special events
- Broadcasting 24/7 new and classic/restored films
- Dolby Digital 5.1 audio

■ THE OFFER



NEXT: HD

- First original entertainment channel from FOX Television Italy
- Tv series, live concerts, Imax documentaries, reportages

NATIONAL GEOGRAPHIC CHANNEL HD

- High quality documentaries from National Geographic library



■ MYSKY HD







Personal Video Recorder HD, launched 2008

- 250 Gb Hard Disk – Up to 90 hours
- Dual tuner
- SCR - Single cable solution
- Dolby Digital 5.1



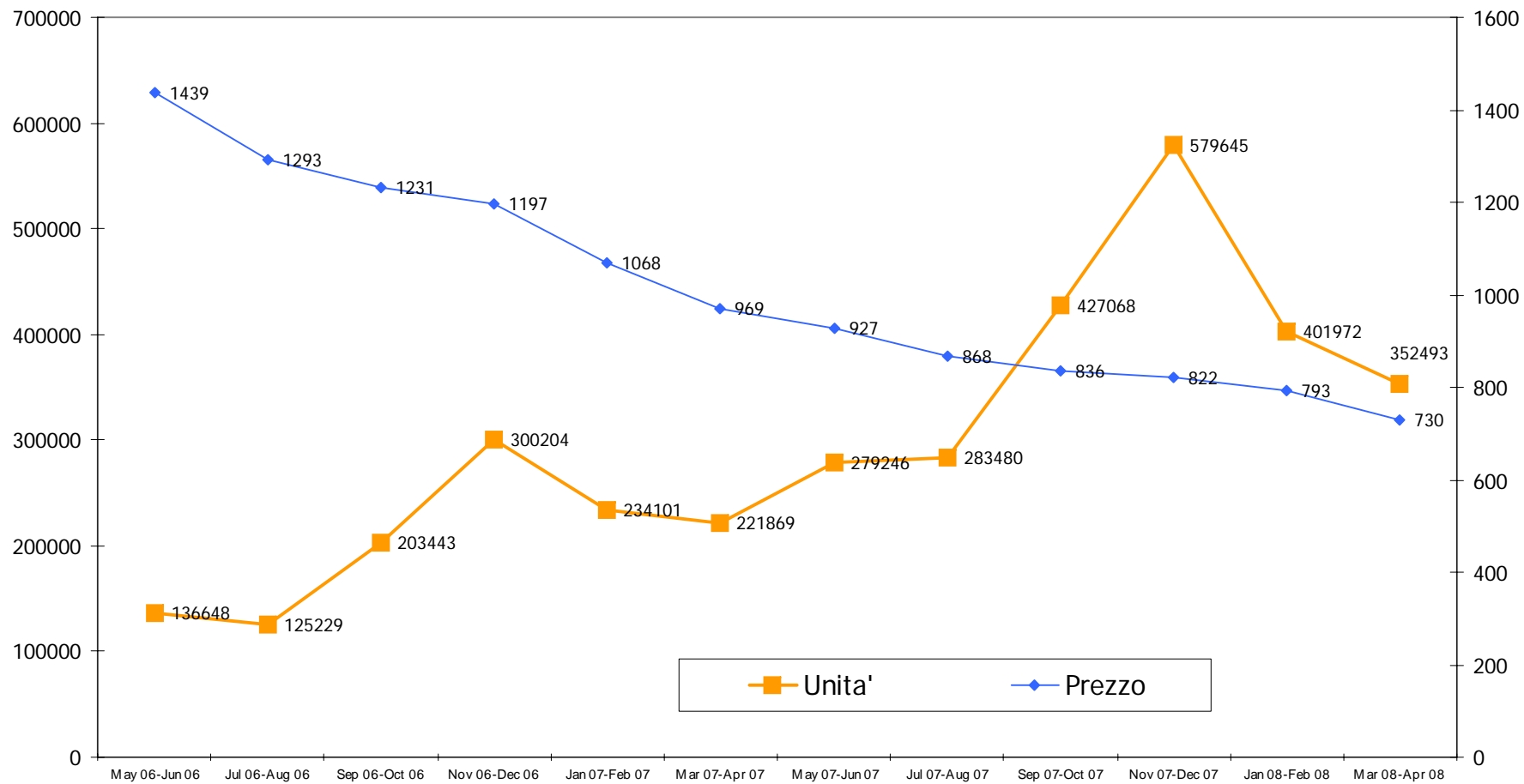
SKY

■ MYSKY HD

-  One touch recording, easy to use
-  Rec On Line
-  Pause live Tv
-  Instant rewind
-  Series link
-  My Channel

SKY

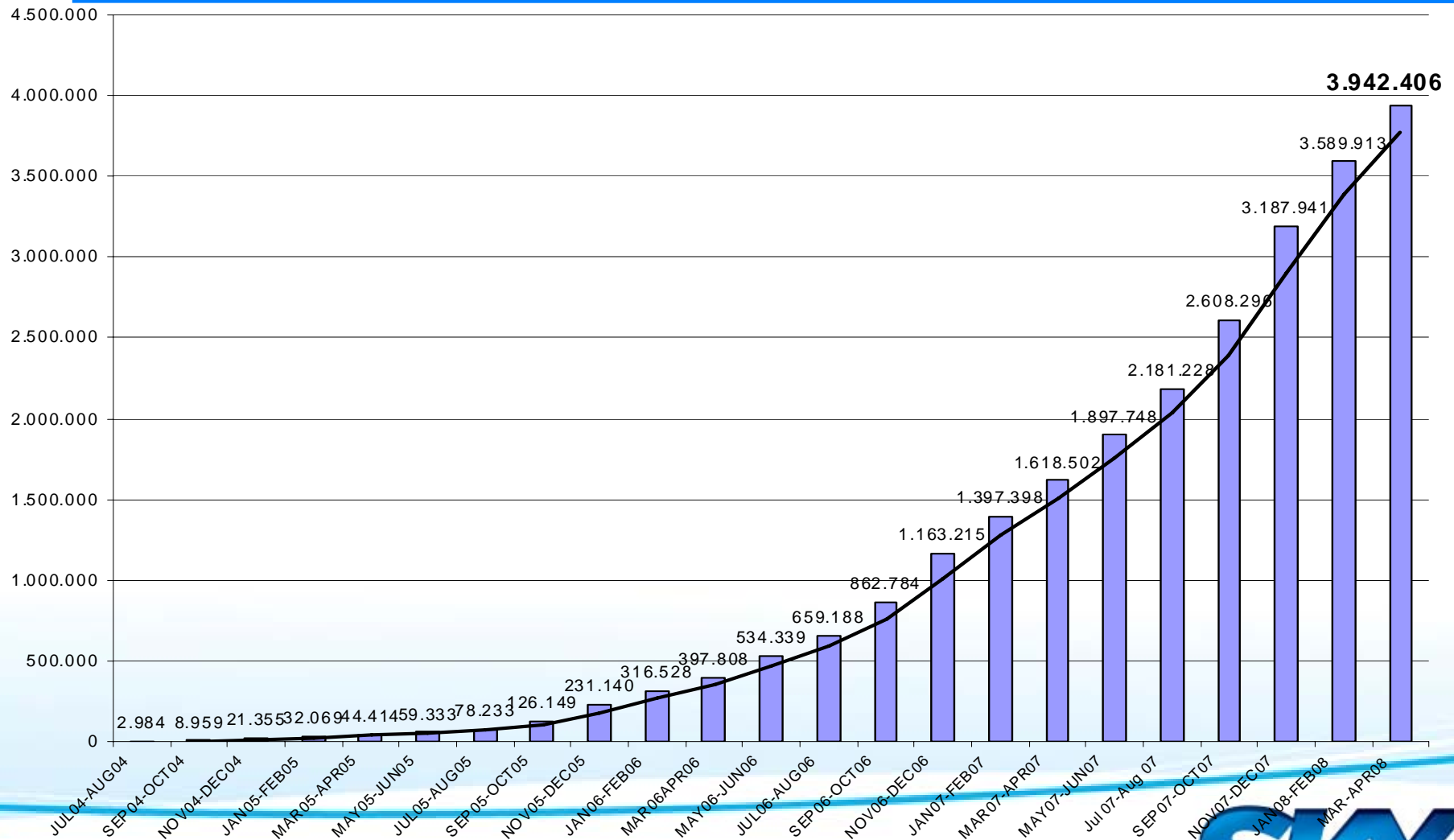
ITALIAN MARKET- HD READY TV SALES



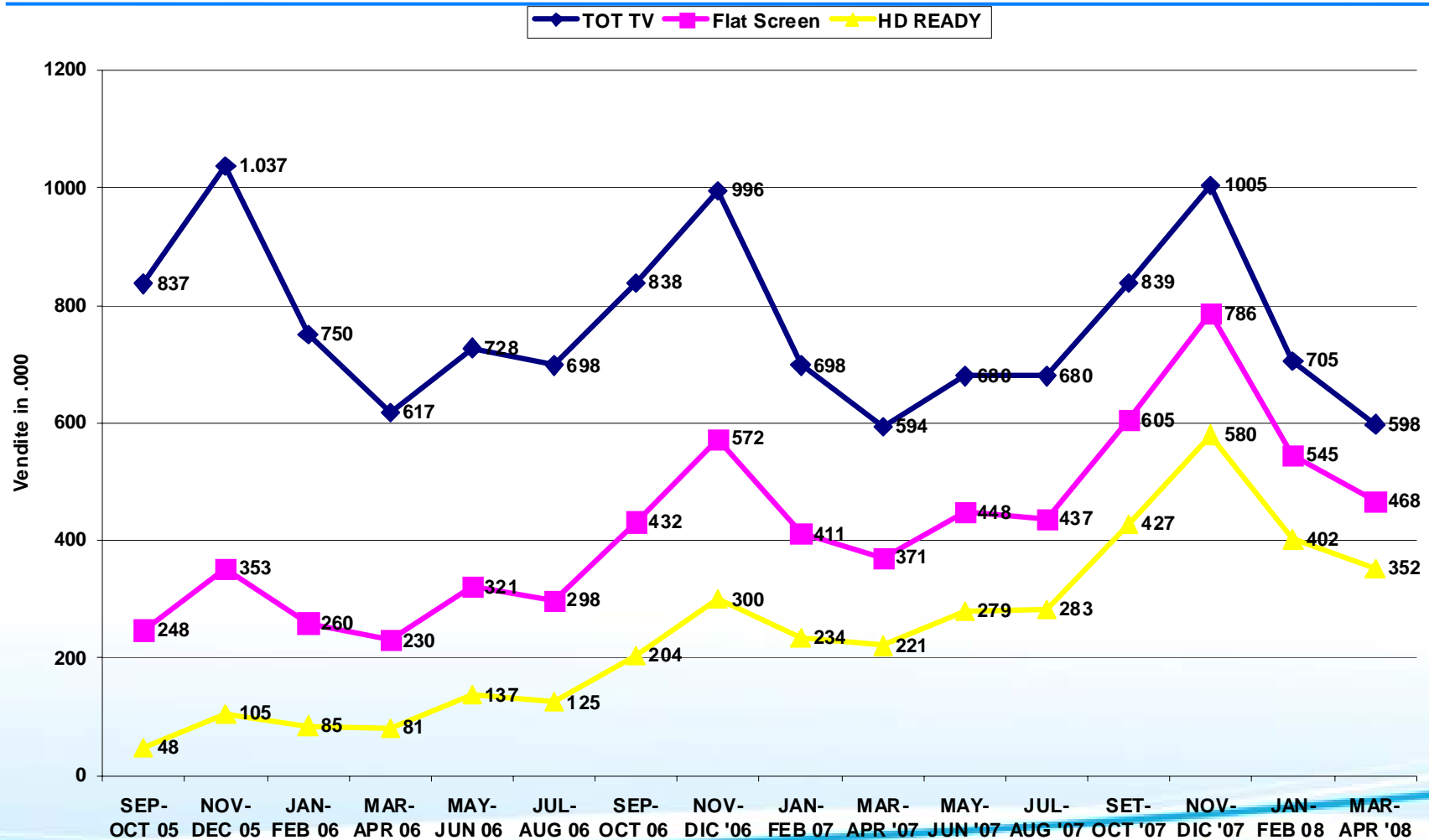
Source: GFK



ITALIAN MARKET – TOTAL HDTV SALES

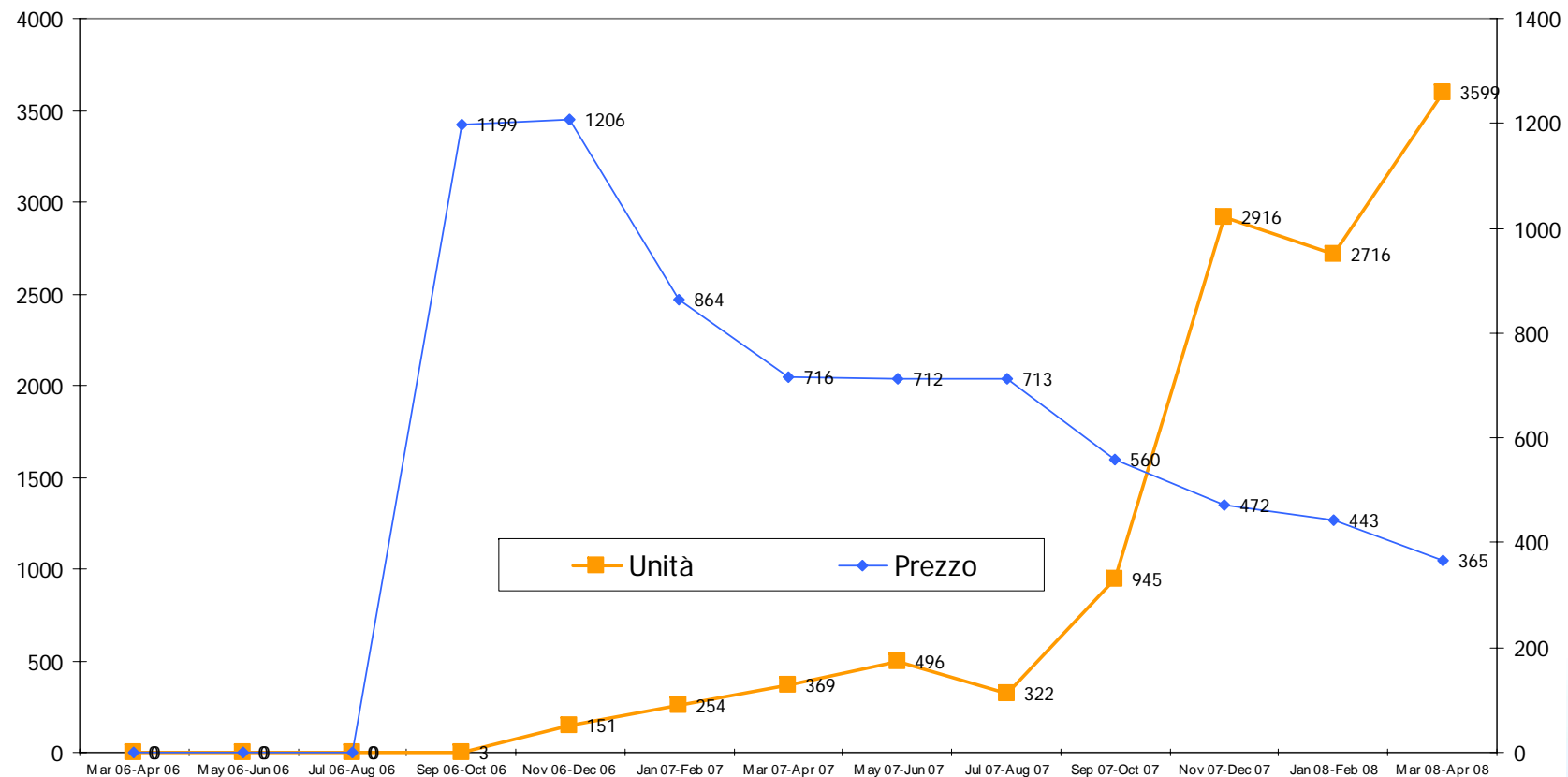


ITALIAN MARKET – TV SALES SHARE



Source: GfK

■ HD DVD E BLURAY DISC



Source: GFK

■ WESTERN EUROPE MARKET

QuickTime™ e un
decompressore
sono necessari per visualizzare quest'immagine.

One million HD-Enabled homes in 2007...

■ WESTERN EUROPE MARKET

QuickTime™ e un
decompressore
sono necessari per visualizzare quest'immagine.

...growing to 32 m in 2012

■ WESTERN EUROPE MARKET

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The Content gap will grow

■ WESTERN EUROPE MARKET

QuickTime™ e un
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sono necessari per visualizzare quest'immagine.

■ WESTERN EUROPE MARKET

QuickTime™ e un
decompressore
sono necessari per visualizzare quest'immagine.

■ HDTV AWARENESS

QuickTime™ e un
decompressore
sono necessari per visualizzare quest'immagine.

From 20% in 2006 to 62% at mid-2008

- Thanks for your attention

MY SKY HD - PRICING

	ATTIVAZIONE	CANONE MENSILE ¹
	149 €	7 €
	149 €	7 €
	149 €	7 €
	149 €	0 €
	149 €	0 €

1 - Offerta valida fino al 31 luglio 2008 per abbonati con pagamento cc o rid



- Grazie dell'attenzione

SKY