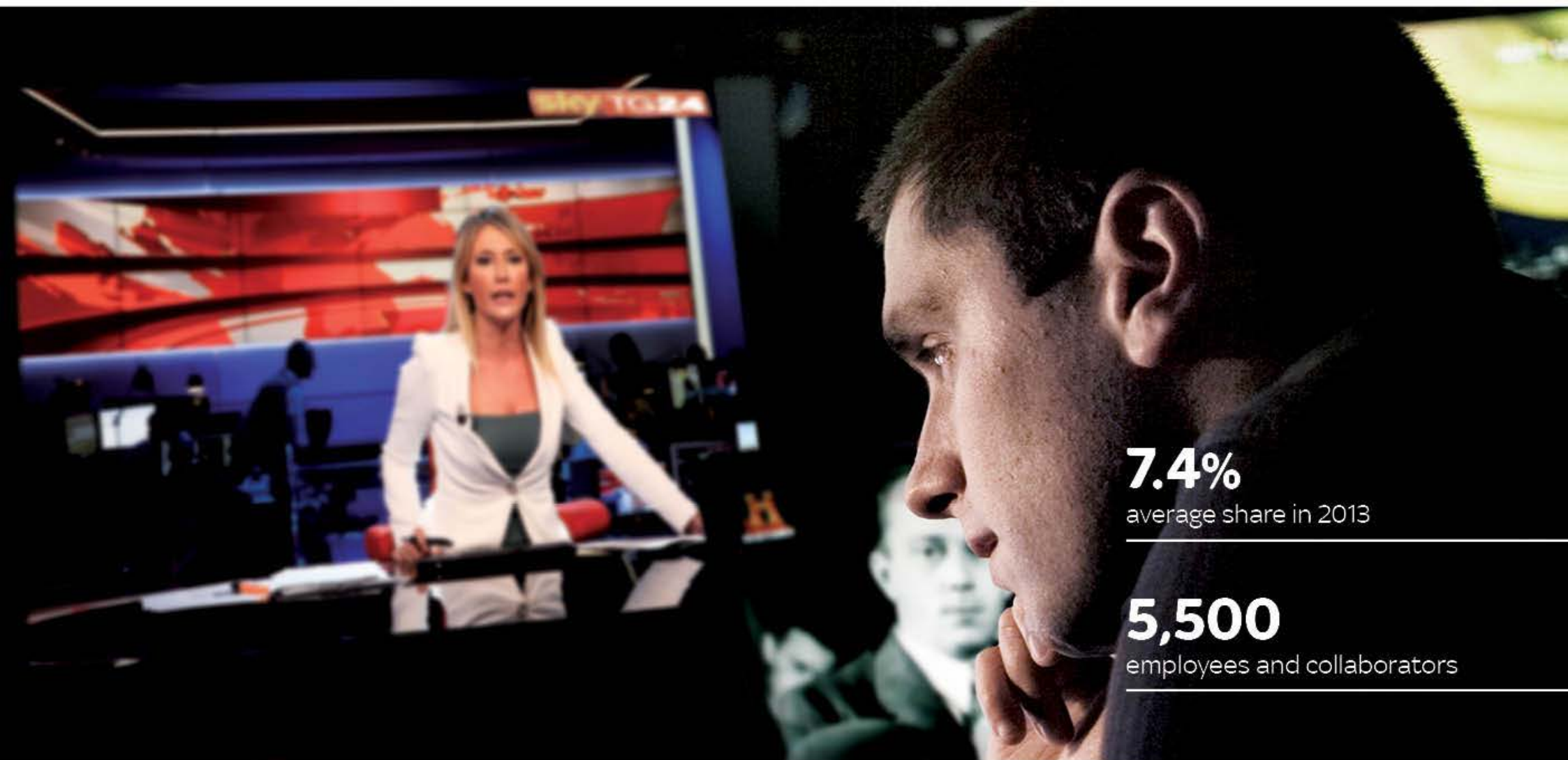


sky



7.4%

average share in 2013

5,500

employees and collaborators

THE FIRST MEDIA COMPANY IN ITALY

Sky has revolutionized the TV entertainment scenario in Italy, by challenging all the clichés and combining technological innovation with content excellence. Looking beyond and offering the best to enrich people's time with emotions: this has been Sky's very goal since day one.

4,73

million

households subscribed to Sky



1,651

million euro

invested in Italy in FY2013

INVESTING ON GROWTH

Sky has always relied on the great potential of the Italian market, by investing in talent and creativity and giving a significant boost to the growth of the country's cultural industry. At the same time, thanks to Sky's constant investment in innovation, consumers' new habits arose and settled, thus revolutionizing as well the user experience of millions of subscribers.

Over 16

billion euro

invested by Sky
in the Italian economic system





1,143

million euro

invested in Italian audiovisual products in FY13

A KEY PRESENCE IN THE ITALIAN CREATIVE INDUSTRY

Sky gives a strong contribution to the sector's economic and work-related development and it is currently the main producer of television programs on the territory. Thanks to Sky's investments, the television market experienced a rapid growth generating wealth and creating new opportunities for the many professionals in the creative industry.

Over 30

billion euro

Sky's estimated impact on Italian economy



170
thematic and pay per view channels

Over 60
HD channels

A UNIQUE EXPERIENCE

With Sky, TV is no longer the same as it goes beyond its own limits. The viewing experience has become more and more involving, enhanced by HD, 3D, Dolby Digital and interactive services and by the possibility of choosing from a wide range of exclusive and quality content.

Over 80%
of subscribers watches Sky in HD





MY SKY HD

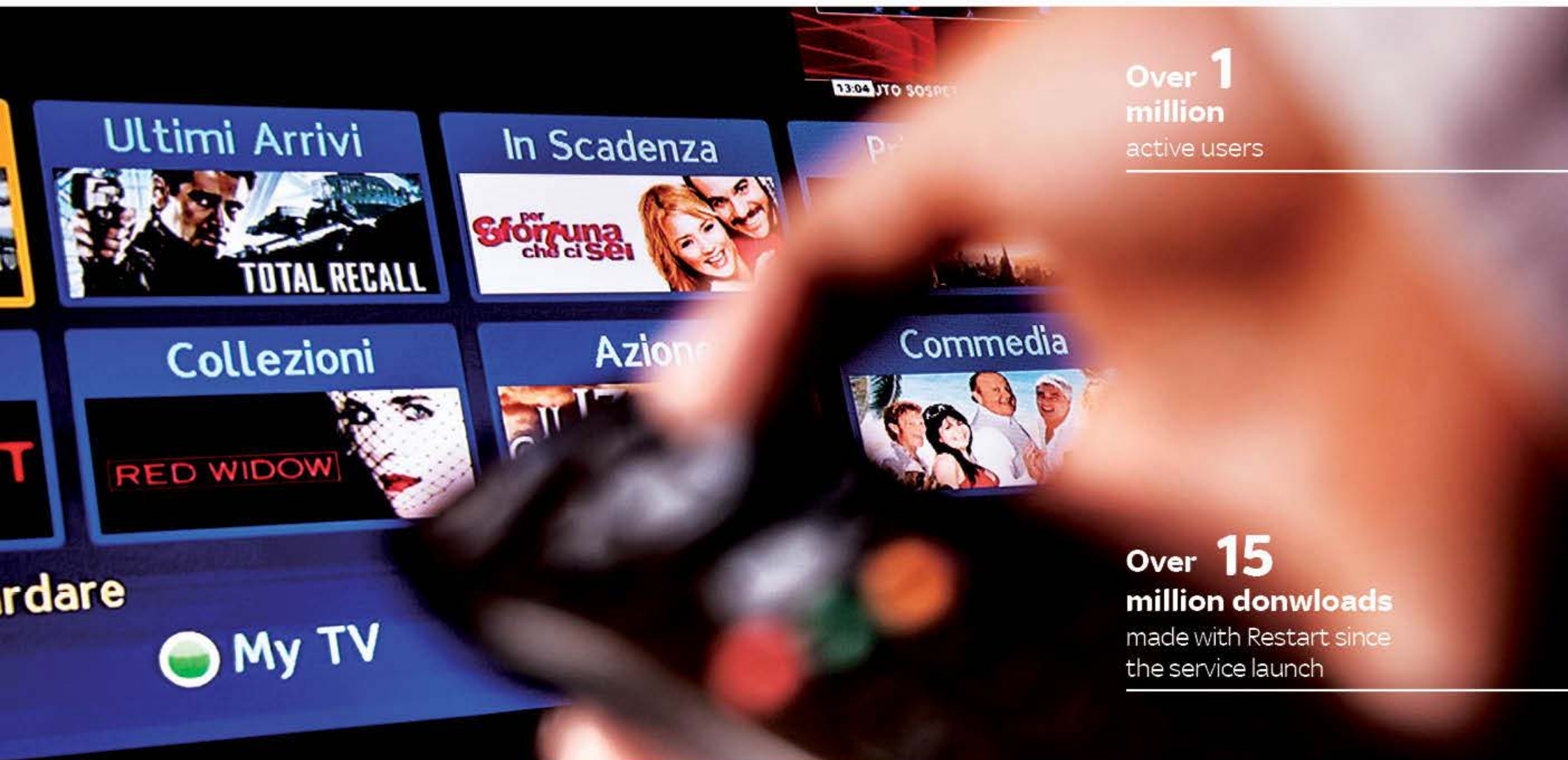
Over **60%**
of subscribers has chosen My Sky

MY SKY HD, TV REVOLUTION

A viewer-tailored TV: Sky subscribers can decide to watch their favorite programs at any time by choosing and recording them thanks to My Sky's ease of use. By means of just one remote control, My Sky grants access to a platform that integrates all the different features, enhancing at best the programming quality.

Up to **200**
hour recordable programming

sky



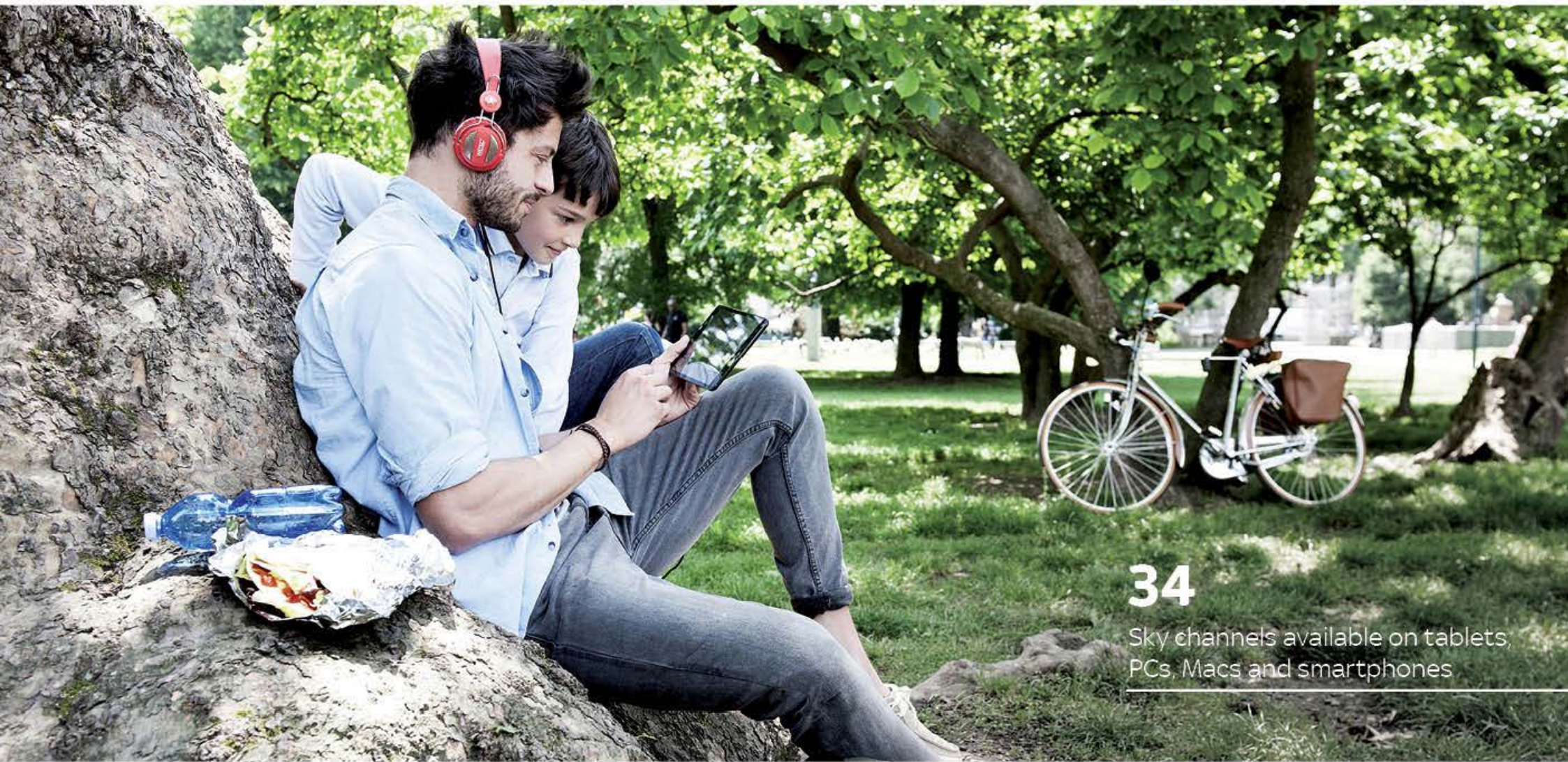
Over **1**
million
active users

Over **15**
million downloads
made with Restart since
the service launch

TV ANYTIME

Thanks to Sky On Demand, viewing modes get increasingly customized. A rich and constantly updated library to watch films, TV series, documentaries and much more at any time. And with Restart it is possible to resume a film already started, in just a few seconds and with the utmost ease.

Over **2,500**
fans constantly updated on
Sky On Demand



34

Sky channels available on tablets, PCs, Macs and smartphones

TV ANYWHERE

With Sky, subscribers can multiply the screens, the locations and the viewing modes. Sky Go is the most cutting-edge service in Italy that customizes TV on-the-move and enables subscribers to watch Sky's channels and programs on different devices without giving up quality.

**Over 2
million**

subscribers with Sky Go





Over **450,000**

Tweets for MasterChef 3

A MORE AND MORE INVOLVING TV

Sky has always nurtured its presence online and was the first to stimulate a strong bond between TV and social networks. SkyTg24 and Sky Sport 24 are among the top-watched brands by social network users and programs such as X Factor, MasterChef, The Apprentice or "Il Confronto" among the candidates of PD's primary elections were a success both in terms of viewership and of creating a debate around the event.

1,280
million

Tweets for X Factor 7



163
million euro

allocated for the production of original programs on Sky channels in FY13

NEW PRODUCTIONS, NEW LANGUAGES

Sky encourages, supports and invests in the Italian original productions contributing to the development of the creative digital industry. With TV series, Sky explored new ways, breaking the traditional narrative schemes and offering an unprecedented freedom of expression.

Over 100
million euro

invested in the Italian cinema industry in 2013



EXCELLENCE PARTNER

Sky is the widest and most complete TV offer in Italy also thanks to the several partnerships with major editorial groups: from RCS MediaGroup to Gruppo De Agostini, from Walt Disney Italia to Fox International Channels Italia, from Gruppo Espresso to Discovery Networks, all the main Italian TV publishers are Sky's partners.

87%

is the share of third party channels' fees assigned to Italian publishers or Italian branches



TALENTS AND CREATIVITY

At Sky, big names and new faces experience new languages and innovative formats. That's the spirit behind Sky's collaborations with Fiorello, Corrado Guzzanti, Simona Ventura, Alessandro Cattelan, Mika, Elio, Morgan, Carlo Cracco, Joe Bastianich, Bruno Barbieri and Alessandro Borghese.

354

Italian companies cooperate with Sky



SAFE TECHNOLOGY FOR KIDS

Thanks to the Parental Control, Sky is the only Italian TV broadcaster enabling parents to choose what their children can watch or not. Moreover, thanks to the new Mosaic, it is possible to enjoy a complete overview of all the channels dedicated to kids and teenagers and have direct access to the programs.

27

channels dedicated to kids
and teenagers



5
international bureaux

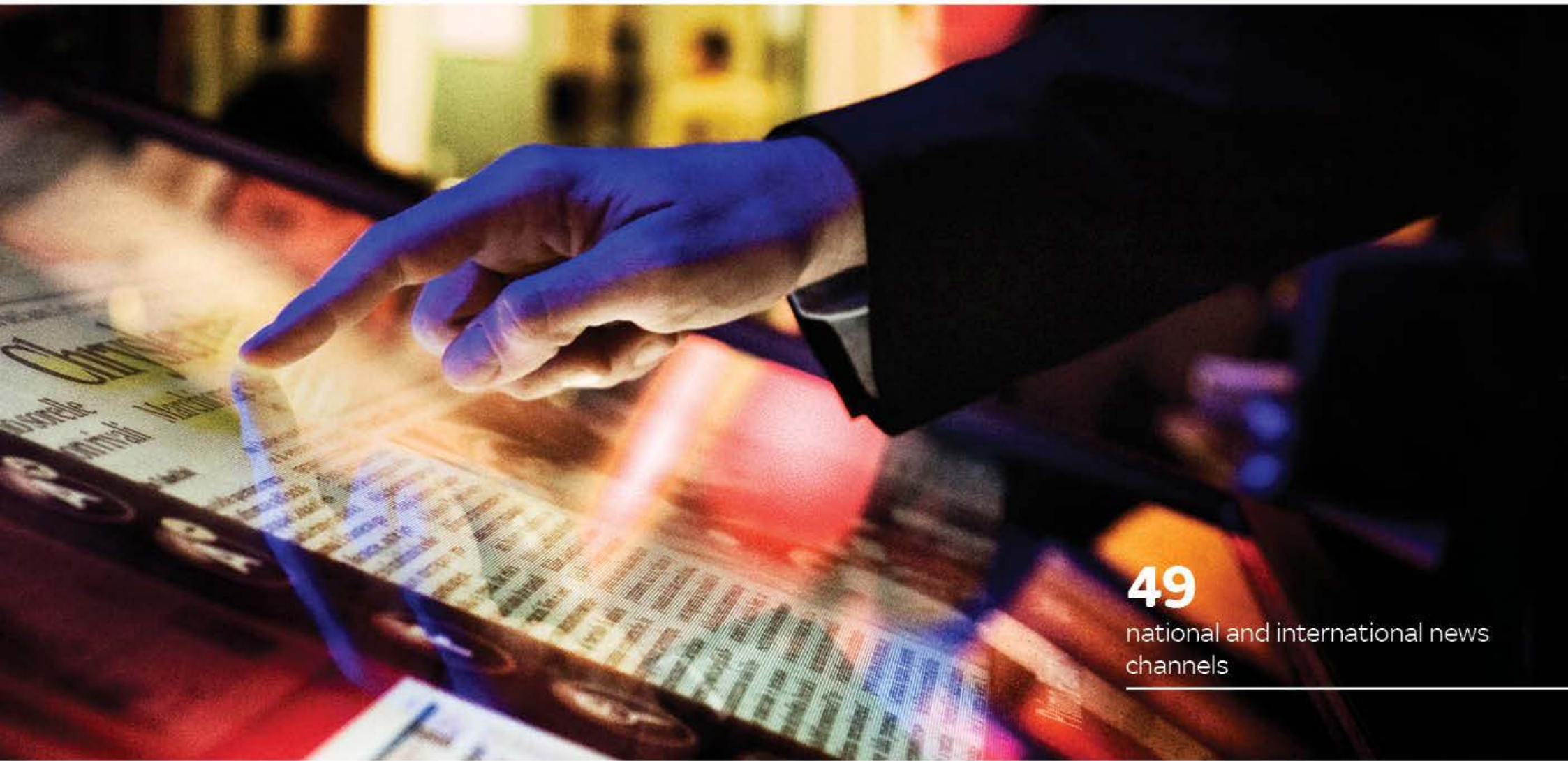
181
journalists

SKY TG24 HD

It's the first Italian all-news channel and the only one in HD. Sky TG24 HD is a point of reference for viewers who want unbiased, free and pluralist news. An innovative approach which, by promoting face-to-face debates between political leaders and the society, set a new frontier of the political debate.

19
live hours every day
ensuring a full coverage
of the events





49

national and international news channels

A WINDOW OPEN ON THE WORLD

A passion for news that goes beyond national borders. All the main news networks are on Sky platform, from Sky News to Fox News, from CNN to Euronews, from Al Jazeera International to France 24, together with the economic all-news channels like Bloomberg and Class-CNBC.

185

partner companies



26

sport and soccer channels of which
18 in HD

2

HD channels entirely dedicated
to F1 and MotoGo

SKY, HOME OF SPORTS

Sky revolutionized viewers' experience of watching sport on TV, ensuring the coverage of the most important sports events that no other broadcaster had ever offered before. With the spectacular Italian and International soccer, F1 and MotoGP, subscribers enjoy the widest sports offer in Italy and the very best of all sports also thanks to Sky Sport 24 HD, the first and unique all-news sports channel in Italy.

7,2
billion

Sky invested in Italian sport
until today



494

Italian movies broadcasted by
Sky Cinema in 2013

THOSE WHO LOVE CINEMA CHOOSE SKY

Watching a movie on Sky is a unique experience thanks to the High Definition, 3D, the Dolby Digital audio system and the 16:9 format. Sky is the TV platform which gives more visibility to Italian productions: an important cultural legacy which Sky has always been committed to protect.

295

premières in 2013



50

original productions totaling 140 hours produced since its very beginnings

7

6

600

hours of new programmes purchased in one year

SKY ARTE HD

The first Italian channel entirely dedicated to arts, for the country with the highest artistic and cultural heritage in the world: Sky Arte is a unique showcase for Italian creativity and talent in all the fields, from literature to photography, from graphics to painting, with a special focus on design and contemporary art.

1000

cultural events across the Italian territory promoted through Arte's calendar



**Over 1
million**
average viewers for
Gomorra-The Series

SKY ATLANTIC HD

The new channel entirely dedicated to TV series, a unique example in the Italian TV scene. Sky Atlantic offers a brand new way of experiencing TV series, ranging from the most innovative international productions to the exclusive original fictions produced by Sky, serial stories characterized by a high-quality writing and a new narrative.

400
new exclusive episodes
every year





SKY UNO HD

The 360 degree entertainment channel where creativity and testing are at the service of young talents and big names. Sky Uno is home to the great talent and reality shows, from X Factor to MasterChef, from The Apprentice to the new editions of Junior MasterChef and Hell's Kitchen.

32

companies collaborate with Sky Uno on the production of programmes



ONE FAMILY, MANY PASSIONS

Information, entertainment, cinema and sports: the widest offer ever which meets the tastes of the whole family. Our main objective is to satisfy all our subscribers' preferences by providing quality contents which embrace all TV genres. Thousands of hours of pure show for all tastes.

95

thematic channels for TV series and entertainment, lifestyle and documentaries, kids, news and music



CIELO, SKY'S GREAT SHOWCASE, FREE-TO-AIR

Cielo is the fastest-growing channel among the "digital natives" thanks to its increasingly rich and engaging programming. After having struck a record-breaking audience with X Factor final and Sochi Olympics, the channel is now offering the great MotoGP, both in exclusive and free-to-air. Cielo is a great opportunity to introduce the quality which is Sky's hallmark.

3,8%

average share during Sochi Olympics
in 2014



13
Sky channels available

SKY ONLINE

The new service which enables the access to a selection of the rich Sky offer, in streaming on the main devices connected to Internet. Sky Online, one in itself thanks to its contents' quality: from Cinema to TV Series, up to the greatest international sports events. Designed for digital natives and for those who haven't yet subscribed to Sky or cannot install the satellite dish.

**Over 700
contents**

on demand among Cinema
and TV Series





3,062
Sky Center

AT THE SERVICE OF OUR SUBSCRIBERS

Customer experience is one of the pillars of Sky's strategy and ensuring an effective customer service has always been our main objective. Sky offers a continuous dialogue, for any technical or sales information and a reliable and prompt sales and assistance network.

542
Sky Service



An estimated

13,000

workers generated by Sky's allied activities

NOI SKY

Milano Santa Giulia headquarters are 85k square meters wide with 7 TV studios and a cutting edge broadcasting equipment. Sky TG24 editorial office is located in Rome, while Cagliari hosts the company's biggest customer care structure.

35

years old

is the average age of Sky's employees, 50% of whom are women





44

pediatric facilities where we installed Sky Kids for free

Over 150

associations supported by Sky with free ads spaces

SKY FOR SUSTAINABILITY

Sky has always been committed to create a positive impact on the communities in which it operates making resources and skills available for projects and initiatives which mainly target young people, managing emergencies during natural disasters and promoting talents and sports as a genuine instrument for social integration

Over 350

kids involved in Sky TG24 project (17 classes and 10 journalists from Sky TG24)
