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THE FIRST MEDIA COMPANY IN ITALY

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7.4%
average share in 2013

5,500
employees and collaborators

4,73
million
households subscribed to Sky
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.

1,651 million euro
invested in Italy in FY2013

Over 16 billion euro
invested by Sky in the Italian economic system
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.

A KEY PRESENCE IN THE ITALIAN CREATIVE INDUSTRY

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1,143 million euro
invested in Italian audiovisual products in FY13

Over 30 billion euro
Sky’s estimated impact on Italian economy
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.

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.
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.

Over 60% of subscribers has chosen My Sky

Up to 200 hour recordable programming
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.
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.

TV ANYWHERE

Over 2 million subscribers with Sky Go

34
Sky channels available on tablets, PCs, Macs and smartphones
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.

**A MORE AND MORE INVOLVING TV**

Over 450,000
Tweets for MasterChef 3

1,280 million
Tweets for X Factor 7
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.

NEW PRODUCTIONS, NEW LANGUAGES

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

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
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.

TALENTS AND CREATIVITY

Italian companies cooperate with Sky
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.

SAFE TECHNOLOGY FOR KIDS

27 channels dedicated to kids and teenagers
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.
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.
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.

**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.

**26** sport and soccer channels of which **13** in HD

**2** HD channels entirely dedicated to F1 and MotoGP

**7.2 billion**

Sky invested in Italian sport until today
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.

494
Italian movies broadcasted by Sky Cinema in 2013

295
premières in 2013
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.

**SKY ARTE HD**

1000 cultural events across the Italian territory promoted through Arte’s calender.

50 original productions totaling 140 hours produced since its very beginnings.

600 hours of new programmes purchased in one year.
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.

Over 1 million average viewers for Gomorrah-The Series

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.

1.7 million average viewers for Masterchef

32 companies collaborate with Sky Uno on the production of programmes
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.

ONE FAMILY, MANY PassIONS

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

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

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3,8%
average share during Sochi Olympics in 2014
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
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.
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.

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.
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.