



- **HDTV IN ITALY**

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## ■ 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

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### **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
  - MySKY HD: High Definition Personal Video Recorder
- ...(and we still are the only Italian broadcaster with a regular HD service)

## ■ THE OFFER

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### **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

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### 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



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### SKY CINEMA HD / SKY CINEMA HD +24

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



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### 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

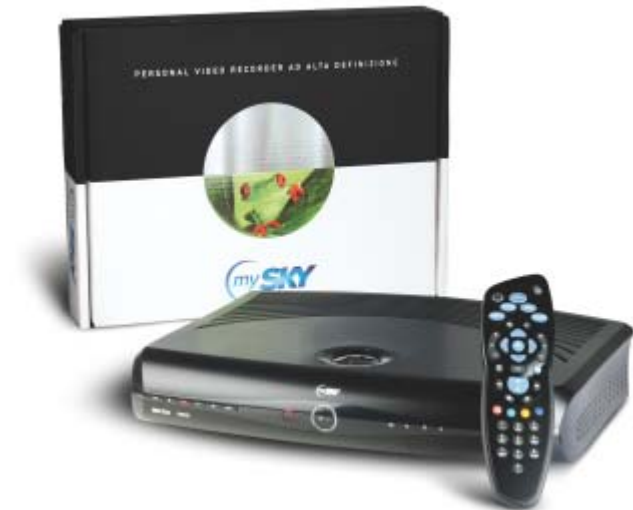


## ■ MYSKY HD

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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

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

**SKY**

- Thanks for your attention