

# Glossary of terms

Useful Definitions	Description
ADS	American Depositary Share (each ADS currently represents four ordinary shares of BSKyB)
Bonus channel	A channel provided to a TV customer in addition to one or more subscription channels, but at no incremental cost to the TV customer
BSkyB or the Company	British Sky Broadcasting Group plc
Churn	The number of total customers over a given period that terminate their subscription in its entirety, net of former customers who reinstated their subscription in that period (where such reinstatement is within a 12-month period of the termination of their original subscription), expressed as an annualised percentage of total average customers for the period
DSL	Digital Subscriber Line
DTH	Direct-to-Home: the transmission of satellite services and functionality with reception through a minidish. "DTH customer" means a subscriber to one or more of our retailed packages of television channels made available via DTH
DTT	Digital Terrestrial Television: digital signals delivered to homes through a conventional aerial, converted through a set-top box or integrated digital television set
EBITDA	Earnings before joint ventures, interest, profit on disposal of available-for-sale investment, taxation, depreciation and amortisation is calculated as operating profit before depreciation, amortisation and impairment of property, plant and equipment and intangible assets
EPG	Electronic Programme Guide
ESOP	Employee Share Ownership Plan
ESPN	Entertainment and Sports Programming Network broadcasting the ESPN, ESPN Classic, ESPN America and ESPN HD Channels
Fiscal year or fiscal	Refers to the twelve months ended on the Sunday nearest to 30 June of the given year
Freeview	The free DTT offering available in the UK
GAAP	Generally Accepted Accounting Principles
The Group	BSkyB and its subsidiary undertakings
HD	High Definition television
HMRC	Her Majesty's Revenue and Customs
IFRS	International Financial Reporting Standards
IP	Internet Protocol: a mechanism by which data packets may be routed between computers on a network
IPTV	Internet Protocol Television
LLU	Local Loop Unbundling: a process by which BT's exchange lines are physically disconnected from BT's network and connected to other operators' networks. This enables operators other than BT to use the BT local loop to provide services to customers
Minidish	Satellite dish required to receive digital satellite television
MMDS	Multipoint Microwave Distribution Service
MPF	Metallic Path Facilities which occur where a single communications provider uses the local loop to provide both broadband and voice services over its network
Multiroom	Installation of an additional set-top box in the household of an existing DTH customer
NOW TV	An internet streaming service available to anyone in the UK with an internet connection regardless of ISP. At launch on 17 July 2012, the service was available on devices including PC, Mac and selected Android smartphones with other devices and platforms to follow
NVN	New Voice Network
Ofcom	UK Office of Communications
PL	Premier League
Premium Channels	The Sky Premium Channels and the Premium Sky Distributed Channels

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*continued*

Premium Sky Distributed Channels	ESPN (& HD), Disney Cinemagic (& HD), MUTV, Chelsea TV and MGM HD
PVR	Personal Video Recorder: satellite decoder which utilises a built-in hard disk drive to enable viewers to record without videotapes, pause live television and record one programme while watching another
RCF	Revolving Credit Facility
Set-top box	Digital satellite equipment, responsible for receiving, converting and sending the picture and sound of a broadcast to the associated television set
Sky	British Sky Broadcasting Group Plc and its subsidiary undertakings
Sky+	Sky's fully-integrated PVR and satellite decoder
Sky+HD	High Definition box with PVR functionality
Sky Active	The brand name for Sky's transactional interactive television services, including customer services, games, betting and messaging
Sky Basic Channels	Sky 1, Sky 2, Pick TV, Challenge, Sky News, Sky Sports News, Sky Arts 1 and Sky Arts 2, Sky Poker. com, Sky Living, Sky Living It and Sky Atlantic (and their multiplex versions and their simulcast HD versions)
Sky Bet	Sky's betting services, provided through set-top boxes, the internet and via phone
Sky Broadband	Home broadband service previously provided exclusively for Sky digital customers but now extended to customers who do not take a television service from Sky
Sky Box Office	Our pay-per-view service offering movies, sporting events and concerts generally offered at scheduled times on our 42 dedicated linear channels
Sky Channels	Television channels wholly owned by the Group, being the Sky Basic Channels and Sky Premium Channels
Sky Distributed Channels	Television channels owned and broadcast by third parties, retailed by the Group to TV Customers
Sky Go	Sky's retailed packages of television channels and on demand content made available via a broadband connection, including the version made available to mobile devices via a wireless or 3G connection
Sky Mobile	Sky's retailed packages of television channels made available to mobile devices via a wireless or 3G connection and our Sky Mobile TV platform
Sky Player	Sky's retailed packages of television channels and on demand content made available via a broadband connection and our Sky Player platform
Sky Premium Channels	Sky Sports 1, Sky Sports 2, Sky Sports 3, Sky Sport 4, Sky Sports F1, Sky Movies Premier, Sky Movies Showcase, Sky Movies Comedy, Sky Movies Family, Sky Movies Action & Adventure, Sky Movies Modern Greats, Sky Movies SciFi & Horror, Sky Movies Drama & Romance, Sky Movies Crime & Thriller, Sky Movies Classics and Sky Movies Indie (and their multiplex versions and their simulcast HD versions) and Sky 3D
Sky Store	Our pay-per-view, on demand movies rental service available via Sky Anytime, Sky Anytime+ and Sky Go
Sky Talk	Home telephony service provided for Sky digital subscribers and now extended to customers who do not take a television service from Sky
SMATV	Satellite Master Antenna Television
SMPF	Shared Metallic Path Facility
Standalone home communications	Sky's retailed packages of broadband, talk and line rental when taken without a television subscription package
Transponder	Communication devices on satellites which send programming signals to minidishes
TV Customer	A paying subscriber to one or more of our DTH or Sky Go services
Viewing share	Number of people viewing a channel as a percentage of total viewing audience
VM	Virgin Media
WAN	Wide Area Network: Companies link networks at different sites over the internet to form a secure WAN

References to "US dollars", "dollars", "US\$", "\$" and "¢" are to the currency of the United States ("US"), references to "Euro" and "€" are to the currency of the participating European Union ("EU") countries, and references to "pounds sterling", "£", "pence", and "p" are to the currency of the UK.