

*As more people choose Sky for a wider range of products, Sky Broadband and Sky Talk are growing faster than ever. Customers are responding to the value, quality and service they offer, helping to make Sky the nation's favourite digital TV, broadband and home phone provider.*

# Connecting people

## SWITCH AND SAVE

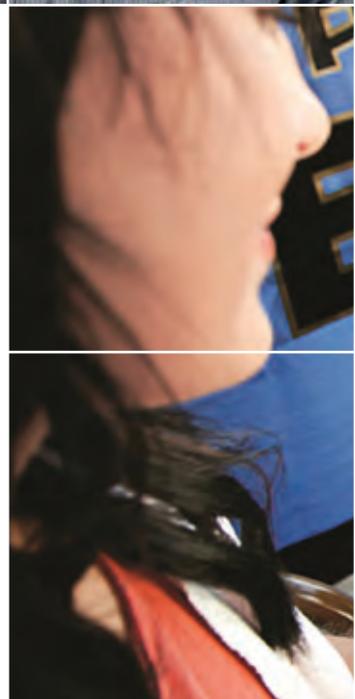
We first entered the home communications sector because we saw the potential to bring more choice and value to consumers. And that's exactly what we're doing.

Over the past year, we added a total of over two million broadband and home phone products, bringing the overall total to more than 11 million. As a result, we remained Britain's fastest-growing home communications provider and also became the nation's number one choice for the 'triple play' of TV, broadband and home phone, with 3.4 million homes taking all three products from us.

Switching to Sky for home phone and broadband offers our TV customers the potential to save hundreds of pounds a year, as well as the greater simplicity of taking all their entertainment and home communications services from a single provider they can trust.

Thanks to our state-of-the-art all-fibre core network, Sky is the only internet service provider to offer a truly unlimited service with no usage caps, even at peak times. We also help our customers to get online when they're out and about. All Sky Broadband Unlimited customers can now enjoy free WiFi at more than 11,000 public hotspots, including locations like Pizza Express, Caffè Nero and Network Rail train stations. If they also take Sky TV from us, it means customers can enjoy their favourite channels on the move with Sky Go and at home on demand, all at no extra cost.

We want even more people to be able to benefit from great value broadband. That's why we've announced that we will further extend our UK network to a million more homes by June 2013, as well as bringing our broadband and home phone services to the Republic of Ireland for the first time. And we've also launched new fibre products that enable customers to access download speeds of up to 76 megabits per second.





**No.1**  
Britain's favourite TV,  
broadband and home  
phone provider



Customers continue to respond very positively to Sky Talk. For the fourth year running, Sky Talk was voted overall winner in the uSwitch Home Phone Customer Satisfaction Report, with awards including 'Best overall customer satisfaction' and 'Best value for money'.

With two thirds of Sky customers yet to switch their home communications to us, millions more still have the opportunity to enjoy a better experience and save money by taking their broadband and home telephone from Sky.