

Glossary of terms

Useful definitions	Description
Adjusted basic earnings per share (EPS)	Adjusted profit after tax for the year divided by the weighted average number of ordinary shares.
Adjusted operating profit and margin	Operating profit excluding exceptional items. Adjusted operating margin is stated as a percentage of adjusted revenue.
Adjusted profit for the year	Profit for the year adjusted to remove exceptional items and related tax effects.
ARPU	Average Revenue Per User: the amount spent by the Group's residential customers in the quarter, divided by the average number of residential customers in the quarter, annualised.
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.
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.
Exceptional items	Items that arise from events or transactions that fall within the ordinary activities of the Group, but which management believes should be separately identified to help explain underlying performance.
Free cash flow	The amount of cash generated by Sky after meeting obligations for interest and tax, after all capital expenditure and net cash flows relating to joint ventures and associates.
HD	High Definition television.
Multiroom	Installation of an additional set-top box in the household of an existing DTH customer.
Net debt	Borrowings net of cash and cash equivalents, short-term deposits, and borrowings-related derivative financial instruments.
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.
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+ HD	Sky's fully-integrated Personal Video Recorder (PVR) and satellite decoder with High Definition capability.
Sky Store	Our pay-per-view, on demand movies rental service available via Sky Anytime, Sky Anytime+ and Sky Go.
Standalone home communications	Sky's retailed packages of broadband, talk and line rental when taken without a television subscription package.
Triple play	Customers taking all three of TV, broadband and telephony.
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 television audience.