Sky Launches Sky Player TV - New Online Only Subscription TV Service

Sky Player TV to give consumers even more choice and control over how they access Pay TV

Breakdown of monthly subscription costs and channels.

Packs	Channels	Price Per Month
Entertainment Pack	Sky News Sky Sports News National Geographic Channel Disney Channel British Eurosport MTV One * Nickelodeon * Nick Jr *	Introductory offer running until 31/1/09: £7.50 (Standard Price £15)
Sky Sports Pack	Sky Sports 1 Sky Sports 2 Sky Sports 3 Sky Sports Xtra	Introductory offer running until 31/1/09: Entertainment Pack + Single Sports Pack £22 (Standard Price £26) Entertainment Pack+ Dual Sports Pack £30 (Standard Price £34)

* Launch date tbc

About Sky Player

Sky Player allows Sky TV customers access to one of the broadest online libraries of content across Movies, Sport, Entertainment, Lifestyle & Culture and Documentaries, all available on-demand, on their PC. The home of Sky TV online, Sky Player offers Sky customers access to free content in line with their core Sky TV subscription.

Sky Player currently offers thousands of hours of content from all Sky channels – including Sky1, Sky Sports, Sky Arts, Sky Movies, Sky News and Sky Real Lives, BBCiplayer as well as a range of third party brands such as National Geographic, The History Channel and ESPN Classic.

Sky Player TV is also available as an online only subscription TV service, providing access to live TV and on-demand content without the need to subscribe to an existing TV-based service.

For more information: www.sky.com/skyplayer