

Sky+HD reveals high definition programming can help depression



Released on: February 9, 2009, 6:03 am

Author: [Sky](#)

Industry: [Entertainment](#)

Sky+HD has revealed that watching high definition (HD) television programs can help improve the psychological well being of the viewer, according to research recently conducted by **Sky+HD** and renowned psychologist **Donna Dawson**.

With the current economic climate resulting in recession, job losses and falling house prices, many people across the UK have little to be happy about but **Sky+HD** has proven that watching television programs in high definition can combat the effects of this 'downturn depression'. Donna Dawson has created a unique Sky+HD 'Happier Days TV Guide', a guide to the optimum [HD](#) viewing to help raise the nation's spirits throughout February.

Donna has identified the key visual factors that stimulate the brain, increase endorphin levels and release serotonin in order to brighten up your mood. Each of the programmes has been assigned an emotion-rating icon, such as 'colour', 'laughter', 'music', 'bonding', 'escapism' and 'inspirational' to highlight how each programme can help boost a viewer's mental well-being.

Donna Dawson explains: *"Colour research reveals bright colours lift your mood and help the viewer to feel more positive, excited, happy or relaxed. Laughter has also been shown to release endorphins from the brain, the body's natural 'feel good' chemicals. By watching an uplifting film or intense sport event in [high definition](#), fed up viewers can enjoy the invigorating roar of a stadium crowd in their living room, or a bit of escapism by transported to the setting of a far away exotic nature documentary."*

The '**Sky+HD Happier Days Guide**' has been designed to pinpoint the programmes that will lift the mood of the viewer, with an emotion-rating icon for each programme. To stimulate the brain's limbic area - the emotional reward centre - with a healthy dose of laughter, 'Mamma Mia', 'Enchanted' and 'Mr Bean's Holiday' have been singled out by the guide.

The new guide from [Sky+HD](#) also suggests watching programmes featuring vibrant colours, such as 'Wildlife Photographers Widescreen' which captures

the landscape of the African Savannah. Based on Dawson's criteria, the brighter colours and more intricate detail will help to boost serotonin levels in viewers.

The Sky+HD 'Happier Days Guide' can be downloaded from http://www.skyhappierdays.com/downloads/skyhd_guide_final_print.pdf

About

Sky+HD:

Sky+HD launched in May 2006 and has quickly become Sky's fastest ever growing additional TV product. More than 591,000 homes across the UK enjoy over 11,000 hours worth of HD programmes every month, which is almost twice the standard definition output from the UK's five main terrestrial channels.

Sky+ HD offers 31 high definition channels: Sky1 HD, FX HD, Sky Arts HD, Discovery HD, National Geographic HD, History Channel HD, Rush HD, Eurosport HD, Sky Sports HD1, Sky Sports HD2, Sky Sports HD 3, Channel 4 HD, BBC HD, Luxe TV HD, Sky Movies Premiere HD, Sky Movies Screen 1 HD, Sky Movies Screen 2 HD, Sky Movies Action and Thriller HD, Sky Movies Drama HD, Sky Modern Greats HD, Sky Movies Sci-Fi and Horror HD, Sky Movies Family HD, Sky Movies Comedy HD, Sky Box Office HD1, Sky Box Office HD 2, Sky Real Lives HD, The Biography Channel HD (BIO HD), Crime & Investigation Network HD, Disney Cinemagic HD, Sci Fi HD and MTV HD.

Contact Details: PR Contact:

Victoria Etaghene

Sky Consumer PR Executive

10 Stephen Mews

London

W1T 1AG

020 7805 6424

www.packages.sky.com