

Sky Extends High Definition Leadership with HD Channel Milestone



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Sky will reach a new High Definition (HD) milestone this summer by exceeding the 40 HD channel mark. The launch of ITV1 HD, Hallmark Channel HD and Sky Sports HD 4 will extend Sky's HD leadership to 40 HD channels, five times more than any other HD service. Sky will also be launching Europe's first HD news channel, Sky News HD, in the coming months, which will further increase the channel count.

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SUPERTELLY

Join Now Upgrade Now

The banner features a dark background with white and pink text. On the right, there is an image of a Sky+HD box with the 'SUPERTELLY' logo above it. Two pink buttons labeled 'Join Now' and 'Upgrade Now' are positioned below the box image.

The addition of ITV1 HD from 2nd April means [Sky+HD](#) homes across in England and Wales will be able to watch World Cup matches live in HD, as well as other major ITV shows such as Law and Order: UK, The Prisoner, Foyles War, Lewis, Survival with Ray Mears, and Britain's Got Talent.

Hallmark Channel HD will showcase a range of its most popular titles in HD for the first time, including Law & Order: Special Victims Unit, Law & Order: Criminal Intent and Without A Trace. The channel will join the Sky platform on the 28th June.

Launching on 29th April, Sky Sports HD 4 will enable Sky Sports to build on its 9,200 hours a year of live sport in HD. This year will be the busiest ever for HD content on Sky Sports, with the schedule including The Ryder Cup, The Ashes, Barclays Premier League, UEFA Champions League, Heineken Cup and Guinness Premiership rugby plus US Open tennis.

Hilary Perchard, Sky's Director of Product Management, commented: "It's great news for customers that we are making our [HD channel](#) pack even better value with more high quality channels. We're seeing record demand for HD, both in terms of the number of customers signing up for Sky+HD and the amount of HD programmes they are watching. While other TV platforms are only now recognising the growing demand for HD, we're excited to extend our leadership even further by offering more choice to our customers. We look forward to reaching our next milestone, of 50 HD channels, by Christmas."

Peter Fincham, ITV Director of Television, Channels and Online, said: "The availability of high definition content is something viewers have come to expect as standard and, as we approach the 2010 World Cup, I'm delighted that we are able to launch our new channel, ITV1 HD, on Sky."

Barney Francis, Managing Director of Sky Sports, added: "Sky Sports HD 4 gives our viewers even more choice in high definition sports coverage. Since May 2006 we've covered 15 sports in HD and this channel will allow us to accommodate the quality programming our subscribers expect."

The [Sky+HD box](#) not only provides access to Europe's most comprehensive [HD service](#) and Sky's new HD electronic programme guide (EPG), but later this year it will also offer customers access to full broadband-enabled video-on-demand service and Sky 3D, Europe's first 3D TV channel. Sky intends to launch Sky 3D to pubs and clubs in April before reaching residential homes later this year once 3D TVs begin to reach homes.

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About**Sky**

Sky operates the most comprehensive multichannel, multi-platform television service in the UK and Ireland. Over 9.7 million homes enjoy an unprecedented choice of movies, news, entertainment and sports channels. Sky continues to break new ground with its own portfolio of channels: Sky1 combines its commitment to UK production with the best of the US; Sky Arts continues to embrace new audiences as the UK's only dedicated arts channel brand; Sky Sports is still raising the bar in sports broadcasting; and Sky News remains a pioneer in multiplatform television news.

Almost 6.5 million Sky homes now enjoy the control and flexibility of Sky+ and 2.1 million homes have already joined Sky+HD, which provides access to 37 dedicated HD channels and future innovative services like broadband-enabled video-on-demand and [3D TV](#).

Sky has also been the UK's fastest growing broadband and fixed-telephony provider for the last two years.

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