

# Sky and Simplifydigital Reveal Benefits Of Entertainment Bundles



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Author: [Sky](#)

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Sky and Simplifydigital - the UK's only Ofcom accredited retailer of digital TV, broadband and home phone deals - have released new data on the savings available by "bundling" digital TV, broadband and home phone services with a single provider. The latest data shows that a staggering £760 per year can be saved by choosing the best digital bundle deal.

The data comes from a sample of 400 customers between January and May 2010. The average customer saving was £262, while 20% of customers saved more than £577 and 10% more than £760 per year.

Charlie Ponsonby, CEO of Simplifydigital, said: "The digital TV, broadband and home phone market is cut-throat and there has never been a better time to take advantage of the savings on offer. Bundle deals now start from as little as £18 per month for all three services (broadband, digital TV and home phone) - plus there are some amazing introductory offers to be had on top. There really is no excuse for customers to keep wasting big money with overpriced legacy tariffs."

Earlier in the year, Sky was named winner of the 'Best digital TV, broadband and home phone bundle' award in the Simplifydigital Customer Choice Awards 2010.

The Simplifydigital Customer Choice Awards for digital TV, broadband and home telephony services are based on the UK's only large scale qualitative review of customer experience, compiled using the unique Feefo feedback service, which pulls together people's opinions, likes and dislikes 60 days into the service.

## About

Sky operates the most comprehensive multichannel, multi-platform television

**Sky**

service in the UK and Ireland. More than 9.7 million homes enjoy an unprecedented choice of movies, news, entertainment and sports channels with [Sky packages](#). 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+HD](#) and 2.1 million homes have already installed a [Sky+HD box](#), 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.

### **About**

### **Simplifydigital**

[Simplifydigital](#) is the UK's only Ofcom accredited retailer of digital TV, broadband and home phone services. The Simplifydigital impartial experts take thousands of calls every week, from UK consumers looking to find the very best digital TV, broadband and home phone deals.

Each customer receives a free "consultation", during which the experts match their unique needs to one of over 10,000 deals from all the top UK providers.

Each customer who buys through Simplifydigital then receives a qualitative feedback form from Feefo within which express their views of the Simplifydigital service and the quality of the service provider to which they have signed up.

### **Sky+HD PR contact:**

Victoria Etaghene  
BSkyB  
Grant Way  
Isleworth  
London  
TW7 5QD  
020 7805 3000  
[www.sky.com](http://www.sky.com)

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