Sky at a glance

Europe’s leading entertainment company

€17.7bn revenue

24m customers

100m European homes reached by Sky News

31,700 direct employees

7 countries

UK & Ireland, Germany & Austria, Italy, Switzerland and Spain

Our contribution to wider society

417,600 total number of European jobs supported by Sky

€29bn Sky’s contribution to European GDP

€10bn annual tax contribution across Europe

130m people engaged through Sky Ocean Rescue

300tons of single-use plastic saved from the business over the past year

Europe-wide production and development capability

€8bn annual content investment

Catherine The Great, Patrick Melrose, Riviera, Game of Thrones, Big Little Lies, Modern Family, Chernobyl, Bundesliga, Premier League, Solheim Cup

Industry leading products and services

Sky Q, our world leading set top box, in 6.5 million customer homes across Europe

Sky’s OTT platform delivers billions of live and on demand encrypted video streams every year

Over 400 series with new shows added each week

Creating unique perspectives on major events from sports to news to entertainment

The best kids content whenever and wherever in a safe environment

Selection of our channels


Biggest advertising sales house globally in terms of number of spots sold and slotted

Our very own targeted advertising tool making TV advertising accessible to niche brands and SMEs

#1 digital retailer in UK

Award-winning network with over 1 million customers

Leading internet service provider in multiple territories

Sky ADSMART

Sky Academy Studios

Uses the power of TV and innovation to open young minds and develop young people’s Creativity, Collaboration and Communication

Sky as a force for good

Sky Ocean Rescue aims to shine a spotlight on the issues affecting ocean health

Working with organisations to support entrepreneurs who are developing products to help solve the ocean plastic crisis

Working with over 20 charities to help make positive change

1Adjusted numbers for the 12 months ending 30 June 2019

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Sky Academy Studios
Our economic impact

Sky is one of the biggest commercial supporters of the creative industries in Europe. We work with hundreds of production companies (big and small), providing a platform for their creativity and helping them grow their own businesses.

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- 24m Customers
- 7 Countries
- €8bn Content investment
- €10bn Direct tax contribution
- €29bn GDP contribution
- 417,600 Jobs supported by Sky

Data: Oxford Economics Analysis