Europe’s Leader in Entertainment
The global media and entertainment landscape is changing faster than ever and Sky is at the forefront of those changes.

We continue to grow and invest in our business, putting our customers at the heart of all our decisions, from developing new technology to creating amazing new shows, and making sure that this profound industry change works for society as a whole.

This report showcases the wide range of Sky’s business, with more yet to come. The figures and stories demonstrate Sky’s deep and sustainable contribution across Europe, to its GDP, to taxes and to jobs. Our products and services are used and seen by 24 million customers in our major markets of the UK, Spain, Italy, Germany, Ireland, Austria and Switzerland. We generate economic and creative impact right across the continent working with our many partners.

No other media company in Europe is a leader in as many sectors. This includes operating the world’s most advanced connected TV platform and Europe’s largest home-grown internet TV business, as well as a suite of free-to-air channels across our markets. In content we are a major provider of news, live sports and our own award-winning drama, comedy and arts programming. In addition, Sky has become one of Europe’s fastest growing broadband and mobile companies, a leading software and hardware innovator and an investor in European technology start-ups.

As we’ve grown into the leading European media business, we’ve understood our increased responsibilities towards society. From issues of privacy and diversity, to fake news and to keeping our children safe, we believe in a world where companies must take their responsibilities seriously.

Supported by Comcast, our parent company, Sky’s goal is to offer more customers better access to more great content across the continent. Today we invest nearly €8 billion annually in content, the vast majority of it from Europe. Our own original programmes are built around European stories, and use the best European talent. Shows like Chernobyl resonate around Europe and scooped 19 Emmy nominations.

With the launch of Sky Studios, a brand new and unique European production, financing and distribution hub for our original content, we will further strengthen Europe’s cultural economy. We plan to double our investment in original programmes over the next 5 years, working with content producers across the continent. Our clear ambition is to become Europe’s largest content company, connecting our customers to more of what they love.

As the pace of change in our industry continues to speed up, we look forward to being at the forefront of that change and building a successful business for the future, a champion for Europe’s cultural and technology economies.
Our millions of customers and thousands of employees expect us to be a force for good, and to encourage others to do the same.

Jeremy Darroch, Group CEO
Strengthening the cultural economy through investment in local original programming

With 24 million direct paying customers, a reach of over 120 million people across Europe, and €8 billion invested in content each year, Sky has become Europe’s biggest media company. Our own original productions are valued for their authenticity and originality, and we have worked with many partners to co-produce content across Europe and the world. *Filmed in over a dozen European countries in multiple languages*, our productions offer diverse and compelling entertainment to a worldwide audience. Record audience viewership, media coverage and a landslide of awards confirm that Sky Originals have far exceeded our expectations.

**sky studios**  
Supporting culture and creativity across Europe

Sky Studios is a Europe-wide production and development capability, our investment in originals is set to more than double between 2019 and 2024. This follows the smash hit success of Chernobyl, which has been the most successful Sky Original production ever and has been nominated for nineteen Emmy awards. It builds on a number of BAFTA winners for Sky, as well as several other critically acclaimed successes such as Das Boot, Babylon Berlin, and Gomorrah.

Sky Studios will create new productions for Sky channels, NBC Broadcast and Cable, and Universal Pictures as well as for other distribution outlets. Our primary focus will be on drama and comedy with emphasis firmly on quality. Sky Studios will make Sky Europe’s largest single investor in content.
Catherine the Great (UK)
Starring award-winning Helen Mirren, the four-part drama follows the latter years of Catherine’s reign in the 18th century, as she builds Russia’s reputation as one of the great powers of Europe. Written by Nigel Williams (Elizabeth I) and directed by the Emmy® award-winning Philip Martin (The Crown).

Das Boot (DE)
An inexperienced U-boat crew has to survive a secret mission and a young German woman is torn between loyalty for her home country and the French resistance in this WWII drama. Sold in over 100 territories, this is Sky Deutschland’s most successful original production.

Chernobyl (All)
Jared Harris and Emily Watson star in this hard-hitting Sky Original exploring the truth surrounding Chernobyl – a story of incredible heroism and sacrifice, but also shocking lies and conspiracy. Chernobyl is the top ranked show on film and TV database IMDB’s list of “the greatest 250 TV shows of all time”.

Der Pass (DE/AT)
In this epic thriller series, Julia Jentsch and Nicholas Ofczarek chase a serial killer with a monstrous plan. During its first month, the award winning show reached 1.4 million viewers on TV and an additional 2.6 million on demand. In Austria, Der Pass won ‘Best TV series’ at the Goldene Kamera and at the Romy awards in 2019.

The New Pope (IT)
After The Young Pope’s success, Oscar-winning director Paolo Sorrentino returns with this production starring Jude Law and guest starring John Malkovich, Sharon Stone and Marilyn Manson. This Sky, HBO and Mediapro co-production is once again set in the Vatican City Palace. It was sold in 150 countries around the world.

1. Catherine the Great, Sky Atlantic, Sky UK
2. Das Boot, Sky Atlantic, Sky Deutschland
3. Chernobyl, Sky Atlantic, all territories
4. Der Pass, Sky Atlantic, Sky Deutschland and Sky Austria
5. The New Pope, Sky Atlantic, Sky Italia
Babylon Berlin (DE)
Beneath the decadence of 1920 Berlin, lies an underworld city of sin. In this second season of our acclaimed German production, Police investigator Gareon Rath has been transferred from Cologne to solve a criminal case set in the Berlin Mafia.

Riviera (UK)
Shot on location in south of France (Cote d’Azur), Riviera is a thrilling, glamorous drama following the lives of the wealthy and beautiful that became the most-watched original series on Sky. It returned for a second season.

Gomorrah (IT)
A gritty Italian drama about a brutal Neapolitan crime organisation, based on the bestselling book by Roberto Saviano. Co-produced with Cattleya and Fandango in collaboration with Beta Film this Italian series competes with top international productions. It has been sold in over 190 territories.

8 Days (DE)
Eight days left. A 40 km wide meteor is racing towards Earth at a speed of 30,000 km/h. This Sky Germany production celebrated its premiere at the 2019 Berlinale and was also licensed to ZDF.

Zero zero zero (IT)
Developed by Gomorrah’s creative team and based on the best seller by Roberto Saviano. Directed by Stefano Sollima, the drama follows competing criminal organisations for the supremacy on cocaine’s main trafficking corridors. The eight-episode series, produced by Cattleya for Sky, CANAL + and Amazon, boasts an international cast.

1. Babylon Berlin, Sky Atlantic, Sky Deutschland
2. Riviera, Sky Atlantic, Sky UK
4. 8 Days, Sky Atlantic, Sky Deutschland
5. Zero zero zero, Sky Atlantic, Sky Italia
Through investment in sport we are part of the fabric of society

Sky Sports is Europe’s leading sports broadcaster: home to the Premier League, both the German and Austrian Bundesliga, Serie A, international cricket, F1, golf Majors and much more. With our transformative investment in sport spanning over three decades, Sky revolutionised access to live sport, and continues to do so with the introduction of Ultra HD viewing. We are proud of the new standards we have set in sports broadcasting.

Through our investment of tens of billions of euros, we support a wide range of sporting activities, from the grass-roots level to the elite professional standard—benefiting fans, players and future talent. Our partnerships with football, cricket and netball leagues are all examples of investments going towards participation and community initiatives which in turn contribute to the development of the sport. Sky’s involvement with British Cycling encouraged more than two million people to have a healthier lifestyle by cycling regularly.

Our commitment to women’s sport continues to grow, with our portfolio showcasing the biggest events. Including the FIFA Women’s World Cup 2019 and the Solheim Cup. Our aim is to broadcast the widest range of high-quality sporting events, inspire participation, work with partners and governments to grow women’s sport and continue to make Sky Sports the most inclusive sports broadcaster, both on and off the screen.

Sky Sports News and Sky Sports 24 are available 24/7 in German, Italian and English and are Europe’s leading sport news channels, bringing all the latest news, highlights and analysis to fans from across the world of sports.
1. Football Premier League, Sky Sports, Sky UK
2. VR46 Sky Racing Team, Sky Italia
3. Solheim Cup, Sky Sports, Sky UK
4. Formula 1®, Sky Sports, all territories
5. German Bundesliga, Sky Sports, Sky Deutschland
6. GAA, Sky Sports, Sky Ireland
More arts content than anyone else

Sky Arts in the UK and Sky Arte in Italy are Europe’s premier dedicated Arts channels bringing customers the very best in arts content 24 hours a day. Over the years we have established relationships with important artists and blue-chip arts organisations to become embedded in the arts scene in both the UK and Italy and ultimately the countries’ cultural life. We see our role as one that extends beyond TV, allowing space for artists to create their best work with our support – this shines through in documentary content like the award-winning Art of Drumming and our most successful programme brands like Portrait and Landscape Artist of the Year and also in our grassroots initiatives like Art 50 which invited 50 artists across various disciplines to respond to an idea of what it means to be British today in the context of Brexit. Art 50 saw us commission art beyond TV in the worlds of theatre, dance, music, literature and beyond. Another example is Sky Arte’s series Mystery Of The Lost Paintings which followed a team of artists as they scanned, printed, painted and worked to recreate seven great pieces of art from the likes of Monet, Van Gogh and Vermeer.
In Italy, Sky Arte became the first Italian television channel dedicated to Art in all its forms. Painting, sculpture, architecture, photography, music, literature, theatre and design all find space in one programming schedule. It is dedicated to art enthusiasts but also to other curious viewers who, thanks to top international and original productions found on the channel, can approach arts in a new way. Contemporary and never didactic, the language used is key. Sky Arte explores the endless resources that the world has to offer, with a special focus on Italy’s extraordinary tradition and artistic talents.

**Sky Arts Production Hub**

Sky Arts Production Hub is the European centre of excellence for arts. It was created in 2015 and is based in Milan. It is built for an international audience of 24 million subscribers across Italy, Germany, Austria, Ireland, Spain and the United Kingdom. Sky Arts Production Hub focuses on the production of pan-European and local content for customers in all Sky territories. The productions are distributed internationally.

**Sky Arts**

Sky Arts is Britain’s only channel dedicated to the best arts programming across all genres, 24 hours a day. Its 1,500 hours make it the world’s largest on demand arts library. It reaches 1.94 million people each week.

1. Tintoretto, Sky Arte, Sky Italia
2. Landscape Artist of the Year, Sky Arts, Sky UK

1,500 hours on demand Arts library
1. Il Trovatore, Sky Arte, Sky Italia
2. Raphael, In Search of Beauty, Sky Arts, Sky UK
3. The South Bank Show, Sky Arts, Sky UK
4. Why Do We Dance, Sky Arte, Sky Italia
5. Portrait Artist of the Year, Sky Arts, Sky UK
Investing in independent news reporting around the world

Our news channels Sky News and Sky TG24 aim to be the best and most trusted sources of news. Sky TG24 is the most watched all-news channel in Italy and Sky News is the most watched commercial English language news channel across Europe, reaching over 100 million homes. Sky News and Sky TG24 reporting gets to the heart of the stories that shape our world. We take our responsibility as a news source seriously and have been working to tackle the issue of disinformation and fake news through responsible journalism and media literacy initiatives. Sky’s team of specialist correspondents are experts in their field and act as fact checkers on some of the biggest stories from around the world. Our editorial teams work to debunk recurring myths, shine a light on platforms irresponsibly spreading fake news and highlight issues such as innumeracy. Sky News and Sky TG24 will increasingly be cooperating with our global partners at NBC News.

Sky News
Europe’s first ever 24-hour news channel and now the most watched English language commercial news channel across Europe with an average of 25 million digital users, social media fans and subscribers per month. Sky News reaches 170 million viewers across 138 countries around the world. Our app is consistently ranked as one of the best News apps.

2. Alex Crawford, Sky News, Sky UK
Sky TG24

The most watched all-news channel in Italy, featuring more than 7,000 hours live every year, of which 3,000 are dedicated to in-depth reports. The channel goes deeper into the breaking news and the great topics of our age, including migratory phenomena, new technologies and the environment. Thanks to the Sky TG24 app, the social media channels (14m users per month) and the website (6.9m unique users per day), Sky TG24 is a multimedia platform that conveys news and allows users’ active participation.

Sky News Arabia

Sky’s Arabic language news and current affairs channel, broadcasting to 50 million households in the Middle East and North Africa, is a joint venture between Sky and Abu Dhabi Media Investment Corporation.

1. Newsroom, Sky TG24, Sky Italia
2. Amatrice earthquake, Roberto Incicochi, Sky TG24, Sky Italia
3. Newsroom, Sky News Arabia, Sky Arabia
At Sky, technology underpins everything we do. In Europe, we have built one of the world’s most advanced home entertainment hubs, with a host of features to enjoy live and on-demand TV around the whole home. Sky’s video streaming platform is capable of supporting multiple services and millions of live on-demand streams concurrently across the continent. Our software development teams work on a huge range of products, from the Sky Go apps used by millions of customers every day, to the software used by our call centre staff, to the various Sky websites used by customers for finding the latest movies to watch, or even buying remote controls. We want all our products to be safe and easy to use for everyone which is why together with consumers and organisations we work to keep kids and families safe across the Sky portfolio.
Sky Q
Sky Q is Europe’s leading home entertainment service and is now available in all our main territories. It allows our customers to take control with the ultimate entertainment experience for live TV, Catch Up, YouTube, Netflix, Spotify and more, all in one place. Capable of recording & storing up to 500 hours of TV, it also finds shows faster & easier thanks to Voice Control. The Q Mini boxes enhance this incredible viewing experience by taking it around the home with wireless technology. They also double the recording and storing capacity while acting as a Wi-Fi hotspot for our strongest Sky Broadband signal. Sky Q is a highly accessible product and its roll out in Germany and Italy has improved accessibility settings offered to customers.

Sky Broadband
Sky is also a leading ISP in multiple territories. Sky Broadband was the first in the UK to offer unlimited broadband because we’re passionate about giving customers limitless connection to the things they love. We also offer broadband in Ireland and now Italy. As part of our broader online safety work, we recently launched the first-of-its-kind app, Sky Broadband Buddy, giving parents the ability to manage and monitor screen time by pausing the internet across individual devices. Sky Broadband Shield is switched on by default and helps families filter website content across all internet-connected devices in the home.

Sky Mobile
Sky’s mobile has over 1 million customers and is an award-winning network with 99% network coverage. Putting customers in control, Sky Mobile gives them the flexibility to change their plan whenever they like and to roll any unused data over into a Sky Piggybank at the end of each month. Sky Mobile will deliver even greater value to customers with the launch (by November 2019) of 5G connectivity on its network.

Sky Streaming Services
Now TV, Sky Ticket and Sky X enhance the Sky offer as they give customers flexible and pick-and-mix streaming services in Europe. Choose from entertainment, sports, cinema and kids’ TV, on the web, with our app on over 60 devices or through a streaming box. Our Now TV passes and devices, for example, allow you to enjoy your favourite TV content with no need for installation and without a contract.
Innovation Centre

Sky’s Innovation Centre will strengthen our tech expertise by adding to our existing technology development sites in Leeds and Milan and expanding Europe’s global tech influence.

Sky Soundbox

We listened to the experts and partnered with France’s Devialet, one of the most innovative names in audio, to combine Sky TV intelligence with ground-breaking acoustic technology. Taking the Sky TV entertainment experience to the next level.

Start-up investments

We currently invest in and partner with 14 technology start-ups. Employing a flexible investment approach, we participate across varying stages from seed to later stage. Our Now TV proposition for example is enabled by a partnership with Roku. Similarly, our investment in Circle technology now powers our new parental control service Broadband Buddy.

AdSmart

AdSmart is our revolutionary approach to TV advertising. It levels the playing field, so businesses of all shapes and sizes can benefit from the advertising impact of TV. With AdSmart different ads can be shown to different households watching the same programme. This means brands and businesses can now advertise on national channels, but to relevant audiences. By allowing advertisers to cherry-pick their audiences the power of TV can now be used to greater effect by existing advertisers, whilst becoming accessible for the first time to niche brands, small & medium-sized businesses (SMEs) and location-specific advertisers.

1. Sky Innovation Centre, Sky UK
2. Sky Q, all territories
Sky for Safer Kids

As a family service we have a long history of responsible broadcasting and protection of vulnerable groups. We recognise that our unique role in consumers’ homes offers us a chance to empower them. From issues of privacy to diversity or from fake news to keeping our children safer, we believe it is our responsibility to help customers navigate the digital world safely. As a founding member of Internet Matters, the Alliance to Better protect Minors Online and through our support for Safer Internet Day, we are committed helping keep families safe online and on screen.

At Sky we go further than anyone else to ensure we put families first when developing our services. **Sky Q’s Kids Safe Mode** is a simple way for parents to have ultimate peace of mind when their children are watching TV, ensuring access to appropriate kids TV only. We have also partnered with Common Sense Media on a digital well-being initiative to bring peace of mind to parents and help families make smarter viewing choices.

Similarly, through our **Sky Kids app** and **Sky Broadband Shield**, we create safe places that parents can trust for children online. Our new first of-its-kind app, **Broadband Buddy** puts control of the family’s screen time in the hands of parents and gives them the power to create filters so children only see what they should.

Across all Sky mobile devices parental controls are automatically switched on to block 18+ rated websites and online content when you’re connected to the Sky Mobile Network.

**Sky Broadband Buddy**

Sky Broadband Buddy lets you manage each screen in your home from an app on your phone or tablet. It’s like a remote for the internet with loads of features such as filters for everyone in the family and time limits or bed-times.

**Sky Kids**

The Sky Kids app is aimed at allowing children to watch popular kids TV shows on a phone or tablet. The app allows children to develop their own profile and recommends appropriate shows based on their age and browsing habits. Through parental controls, parents can manage screen time and disable access to certain channels. Sky’s SPACE TALK Kids Watch for 5-12 year olds is a mobile device that allows parents to stay in touch with their children and check they are safe.

**Broadband Shield**

Broadband Shield is our online tool offered as part of all our Sky Broadband packages at no extra cost, giving customers control over their family’s online experience. Shield helps provide protection against phishing and malware-infected sites. It includes Safe Search which helps block explicit content from your search engine results.

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1. Sky Broadband Buddy App, Sky UK
We strive to be a responsible business and we believe we can affect real change

At Sky seeing the bigger picture means being responsible in how we go about our business, acting on issues that matter, inspiring young people to be their best and using our reach and voice to inspire others to take action. We consider our environmental impact and our impact on communities, employees and partners in everything we do. From becoming the first carbon neutral media company 13 years ago, to saving 1 billion trees in the Amazon and bringing over 160,000 young people behind the scenes of TV, through Sky Academy Studios. Over the last two and a half years we have been campaigning for ocean health, with more than 45 million people across Europe aware of the campaign.
We invest in young people

We believe that our future depends on investing in the next generation of talent. That’s why we have built programs that enable young people to develop their skills, discover more about our industry and contribute to solving society’s biggest challenges. Through initiatives such as **Sky Academy Studios**, **Sky Sports**, **Tech** and **Ocean Rescue Scholars** and our **MAMA Youth Project** we continue to inspire young people to be their best.

**Sky Academy Studios**

In 2016 Sky Italia launched Sky Academy as an interactive workshop dedicated to students from 8 to 16-year-olds which aims to give students the opportunity to critically approach the world of information and to learn how to build a journalistic story. Since opening, 20,000 students and over 800 classes have taken part in the Sky Academy experience. In the UK, Sky Academy helps young people build skills and experience. More than 140,000 young people have attended Sky Academy Studios since the 2012 launch. Sky Academy Studios uses the power of TV and innovation to open young minds and develop young people’s creativity, collaboration and communication.

**MAMA Youth**

Sky recognises the significant lack of diversity across the creative industries. We believe the under-representation of minority groups in the media negatively affects society, and we want to change this. The MAMA Youth Project recruits, trains and nurtures young people between 18-25 years of age from underrepresented groups or with limited educational or employment opportunities. The aim is to equip people with the skills and experience necessary to secure long-term and fulfilling employment in the TV and media industry. In the UK a total of 492 young trainees have now been through the MAMA Youth Project.

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1. Sky Academy Studios, Sky UK
2. Sky Academy, Sky Italia

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The challenges facing society today are broad and complex. That’s why as a leading business we need to influence and enact change. We campaign on the big issues our customers care about from ocean health to climate change and use our voice to raise awareness and inspire others to act. We also endeavour to practice what we preach by making our company the most sustainable business it can be.

Scholarships

Sky has a strong focus on inspiring young people to be their best, which is why our Scholarship programmes provide a unique combination of financial support, personal development, learning, mentoring and practical experiences. We are committed to the development of sport at all levels, and through Sky Sports Scholarships we’re helping 12 of Europe’s most exciting young athletes fulfil their potential on the international stage. Our Sky Tech Scholarship is an exclusive initiative designed to address the gender imbalance in the technology sector. We aim to inspire young people to be their best, that’s why we’ve partnered with National Geographic to support three Sky Ocean Rescue Scholars that will raise awareness of the issues surrounding ocean health and advance our knowledge of the ocean.

Global Challenges Scholarships

Through the Hillary Rodham Clinton Global Challenges Scholarship, Sky in partnership with Swansea University, supports the next generation of leaders committed to addressing urgent global issues including the rights and protection of children online, the climate crisis and cyber security.

1. MAMA Youth Project, Sky UK
2. Hillary Rodham Clinton Scholarship, all territories
3. Sky Sports Scholarship, all territories
Europe’s Leader in Entertainment

Sky Ocean Rescue

Sky Ocean Rescue aims to shine a spotlight on the issues that affect ocean health, to find innovative solutions to the problem of ocean plastics, and inspire people to make small everyday changes that, together, make a huge difference. Since SOR launched in 2017, more than 130 million people have engaged with our #PassOnPlastic campaign on social media. Through this initiative Sky will have completely eliminated all single use plastics from our supply chain by 2020. So far, we have managed to remove 300 tons. We are also working with WWF in our European territories to protect over 400,000 square kilometres of oceans for the long term. In 2019, Sky News and the awe-inspiring TV programme “Deep Ocean Live” took viewers into uncharted waters with the first ever live broadcast from 300 metres deep beneath the Indian Ocean. And if that’s not enough, we created a limited-edition range of reusable products designed by a host of celebrities, including Kate Moss, HRH Princess Eugenie and Rita Ora.

#PassOnPlastic

Over 200 MPs and MEPs have signed our pledge to pass on plastic, committing to reduce their single-use plastic consumption, leading by example to the constituents they represent. To bring light to the scale of the problem we positioned Sky Ocean Rescue’s whale, called Plasticus, outside both the UK and European Parliament. Sky News’ Chief Science Correspondent Thomas Moore moderated a debate in the European Parliament entitled “Can the Blue Economy Save our Oceans?”, and actively supported the Single Use Plastics proposal. We continue to inspire others to make changes through our partnerships with the likes of National Geographic and the Premier League.

Our campaign reached new audiences in Italy through a collaboration with X Factor that saw the stage set made of single-use plastic. We have also utilised our partnerships within sport to inspire fans and spectators at the San Marino Grand Prix to take action to safeguard ocean health, while also working with the Misano GP to reduce single-use plastic on the site, and the Premier League to remove single-use plastics from stadiums.

1. Sky Ocean Rescue, Beach clean, all territories
2. Sky Ocean Rescue, Sky Deutschland

130m people engaged with Sky Ocean Rescue

1. Sky Ocean Rescue, Beach clean, all territories
2. Sky Ocean Rescue, Sky Deutschland
Our Environmental Impact

Our strategy ensures that we consider the environment in everything we do - from the energy consumption of our buildings through to the components we use in our products. We reduced our carbon intensity by 55% and are now setting our path towards net zero carbon, for our operations, supply chain and use of our products in customers’ homes, by 2050 across the Sky Group.

Sky Ocean Ventures

Sky Ocean Ventures is an impact investment vehicle that invests in new ideas and businesses who can help solve the oceans plastic crisis. So far, Sky invested more than €27 million in many exciting new companies with more to follow. We also continue to forge partnerships with innovation agencies (e.g. Innovate UK).

We support the communities in which we live and work

A company must be part of the community it serves. At Sky we recognise the importance of our wider contribution to our customers, our people and our neighbours. As we look ahead to the future, we want to make sure we are using our European footprint to make a significant positive impact in the communities in which we operate. That includes an inclusive culture in the workplace, creating careers for all, making our products accessible to everyone and putting something back in to our local areas.

1. Sky Ocean Ventures, Skipping Rocks Lab, all territories
2. Sky Studios, Sky UK

55% reduction in our carbon intensity
Europe’s Leader in Entertainment

Sky Women in Technology

Through our Sky Women in Technology initiative, we want to encourage more women to pursue a career in technology. We provide funding and mentoring to help women develop their ideas, which aim to bring about positive change through technology. Sky’s Get into Tech initiative aims to provide a unique and supportive environment in which women with little or no previous technical experience can learn some of the skills necessary to begin a career in technology.

Our People

We’re building an inclusive culture for everyone. This year we launched our Digify programme, providing training and work placements to talented digital creatives from BAME backgrounds. Our networks, including multiculture@sky, bodymind@sky, LGBT+@sky, parents@sky, and women@sky help more of our people connect, get involved and thrive.

Accessibility for our Customers

We aim to connect all our customers to more of what they love and work to make our TV content, products and customer service accessible to all, regardless of impairments. We are rolling out our Sky Q TV platform across our European countries which presents accessibility benefits, with accessibility settings including a high contrast display, shortcuts to turn subtitles on and off easily, and an intuitive voice search via the Sky Q remote control.

Our Community

In 2019, we launched Sky Cares, a new volunteering program to work with local charities in areas that we live and work and focusing on charities that mean the most to our people – environment, homelessness, loneliness and giving opportunities to young people.

2. SkyPride, Sky UK
3. Sky Cares, Sky Austria
4. Accessibility, Sky Q, all territories
5. Sky Cares, Sky Deutschland
Sky made a significant economic impact in Europe in 2018, contributing over €29.4 billion to European GDP.

417,600
Jobs supported by Sky across the ecosystem

Sky's activities also generated tax receipts for European governments worth €10.2 billion.

Sky UK

£15.3bn
Gross value added contribution to UK GDP in 2018

Sustaining a total of 248,700 jobs throughout the UK

UK activities also generated tax receipts for the Exchequer worth €4.1 billion, with Sky's direct tax activity producing some €1.2 billion in revenues.

Sky Ireland

Sky supported a gross value added contribution to Irish GDP of €890 million

Supporting a total of 4,720 jobs throughout Ireland in 2018 and directly employing 870 employees

€216m
Tax receipts across Ireland produced by activities

Sky Germany

€3.4bn
Gross value added contribution to German GDP

Supporting a total of 48,600 jobs
Activity generated tax receipts in Germany worth €1.3 billion

Sky Austria

Supporting a GVA contribution to Austrian GDP of €285 million

2,800
Total jobs supported

Activities across Sky Austria generated tax receipts worth €107 million

Rest of EU
Gross value added contribution to GDP

France: €684 million
Netherlands: €379 million
Rest of Europe: €2 billion

Proud to be contributing to Europe

The economic impact assessment investigates three types of expenditure Sky undertakes. The direct impact is the economic activity generated by the firm’s operational spending on its sites across Europe. The indirect impact traces the company’s worldwide procurement, as it impacts firms in Europe. Lastly, Sky and the firms in its supply chain pay wages. Staff spend a proportion of this income in the consumer economy at home and whilst on holiday abroad, this is the so-called induced impact. The three channels of impact are estimated for all countries in Europe. Results are presented for three metrics: employment, the gross value added contribution to GDP, and tax receipts supported.