



SKY TELEVISION

ANNUAL GENERAL MEETING

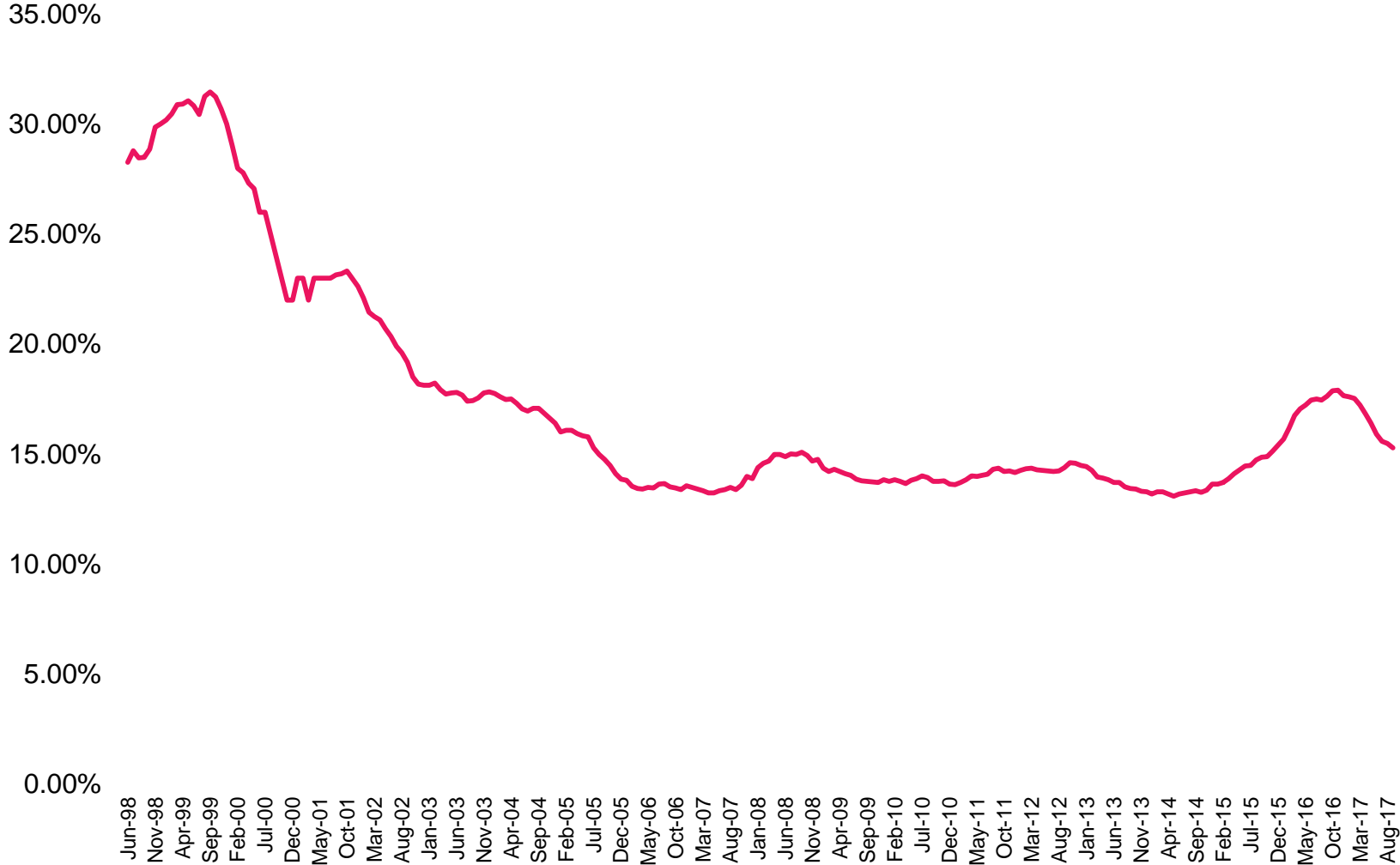
2017

THE EVOLVING SKY CUSTOMER BASE

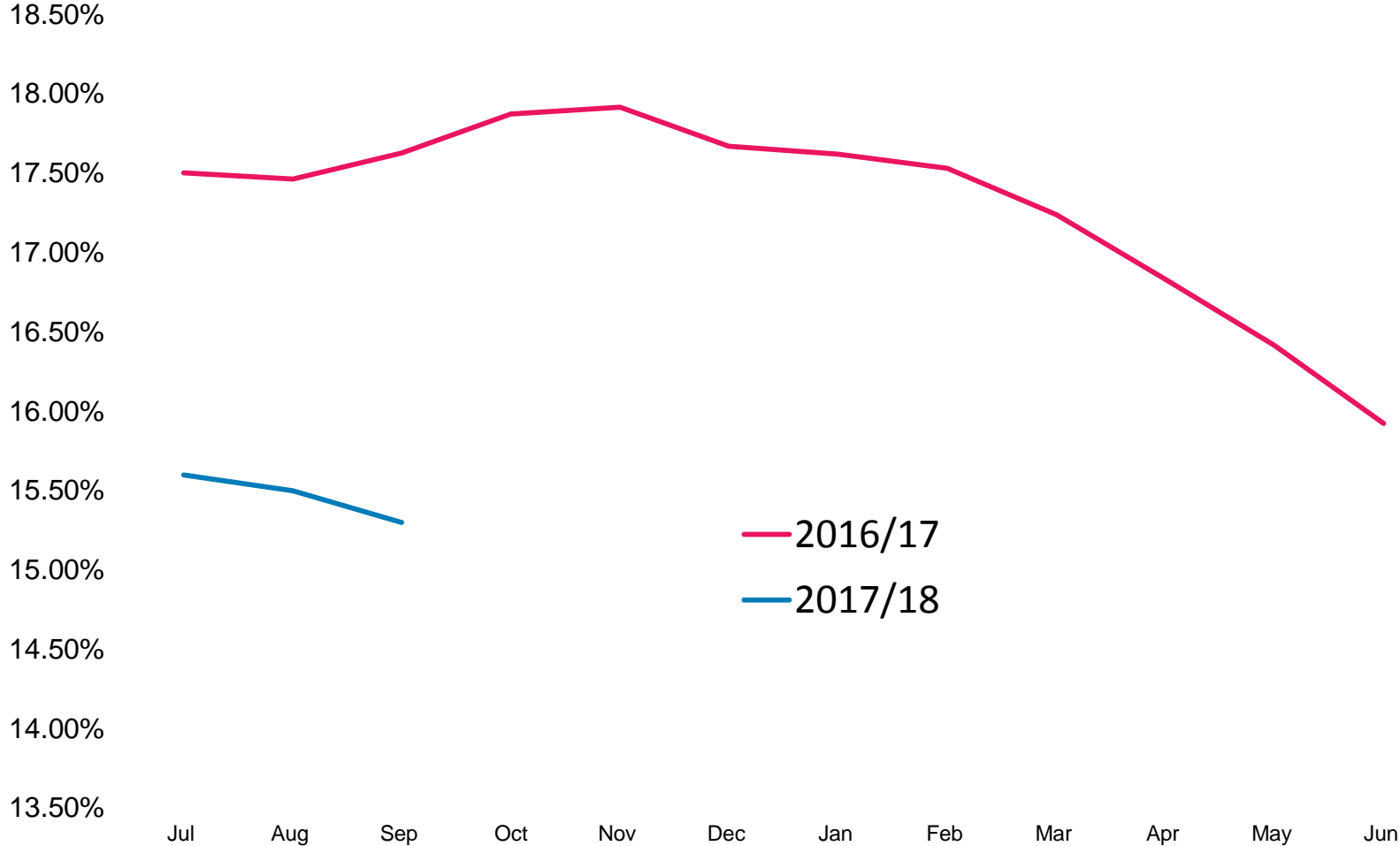
	JUNE 2016	JUNE 2017	NET GAIN
SKY satellite	739,532	705,652	(33,880)
Third party	37,674	30,925	(6,749)
Igloo*	8,628	0	(8,628)
Fatso	13,275	8,269	(5,006)
OTT (Neon and Fan Pass)	53,570	79,936	26,366
	852,679	824,782	(27,897)

* Igloo service was closed on 31 March 2017

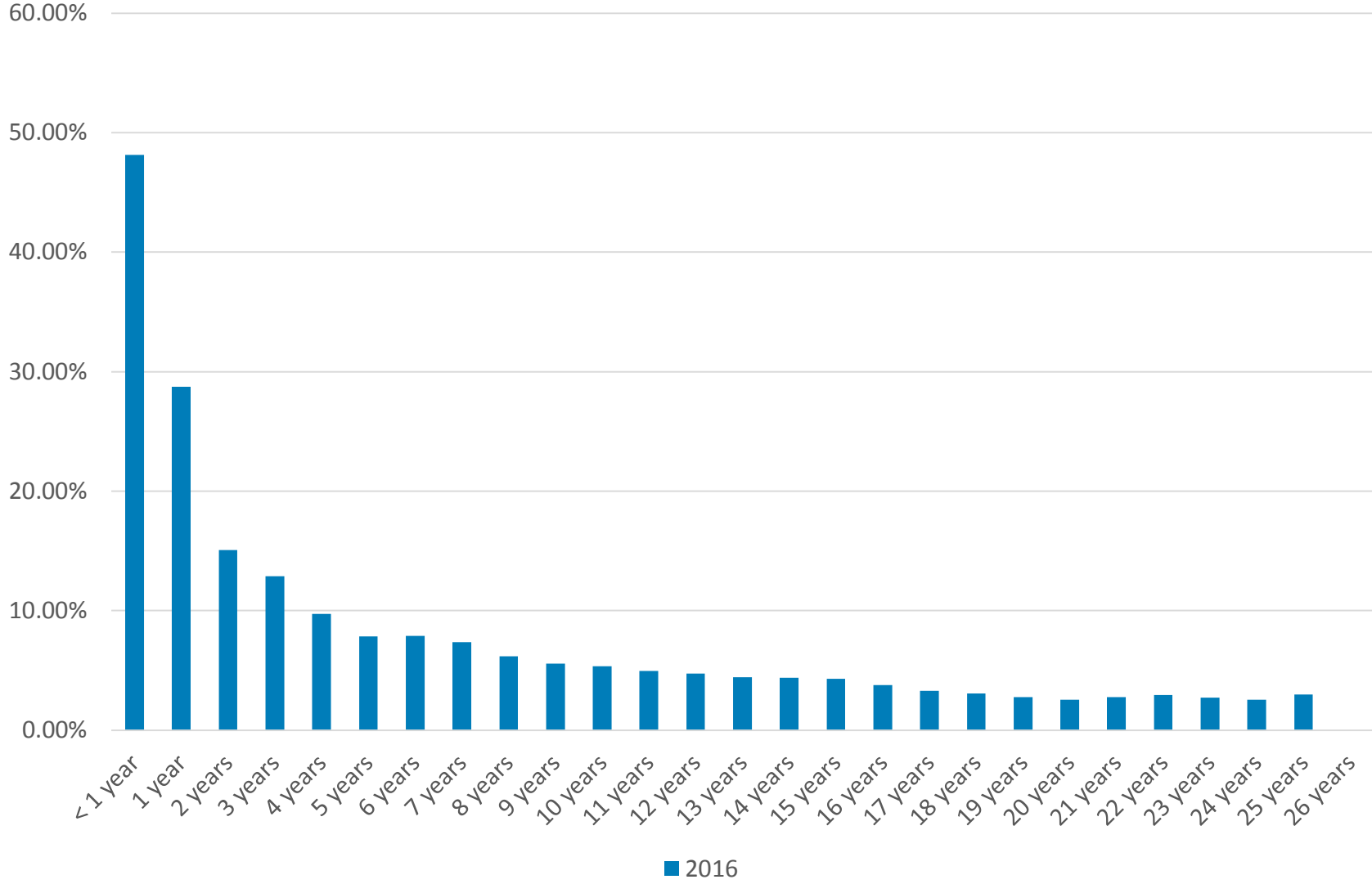
MOVING ANNUAL CHURN



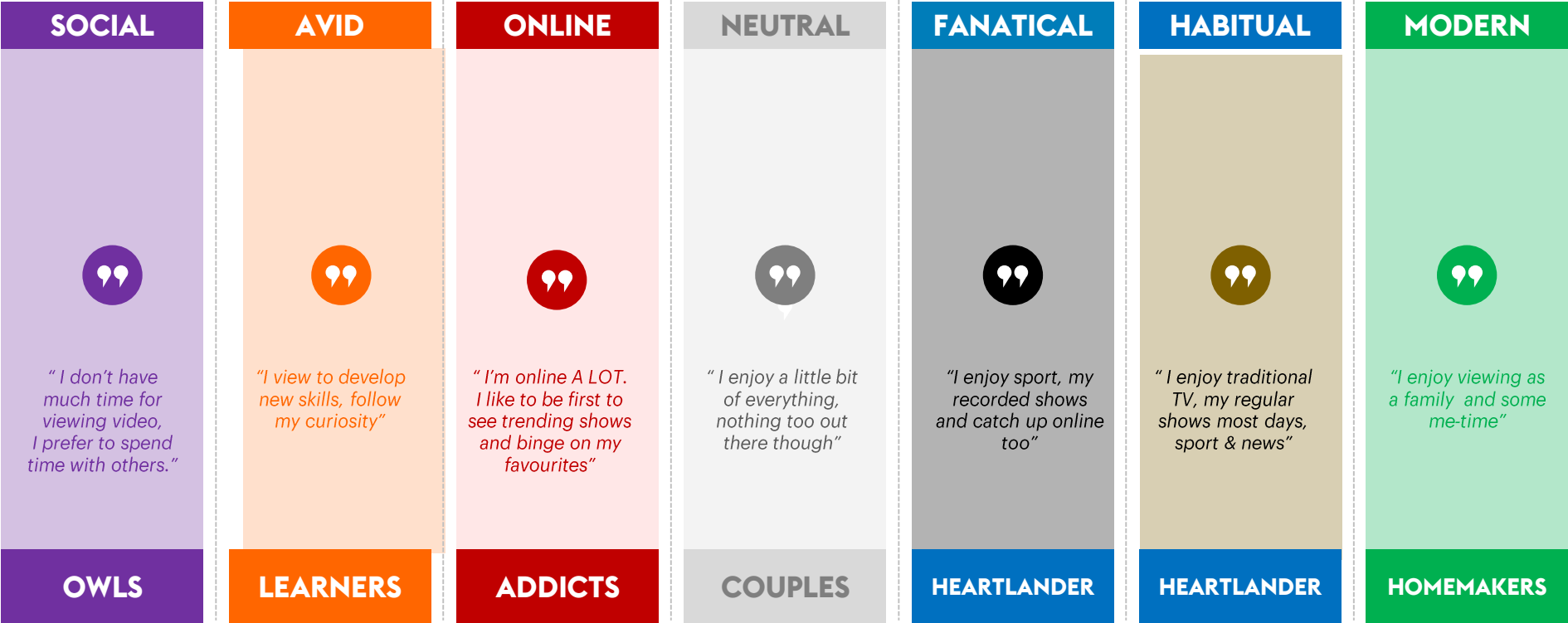
MOVING ANNUAL CHURN



CHURN BY TENURE

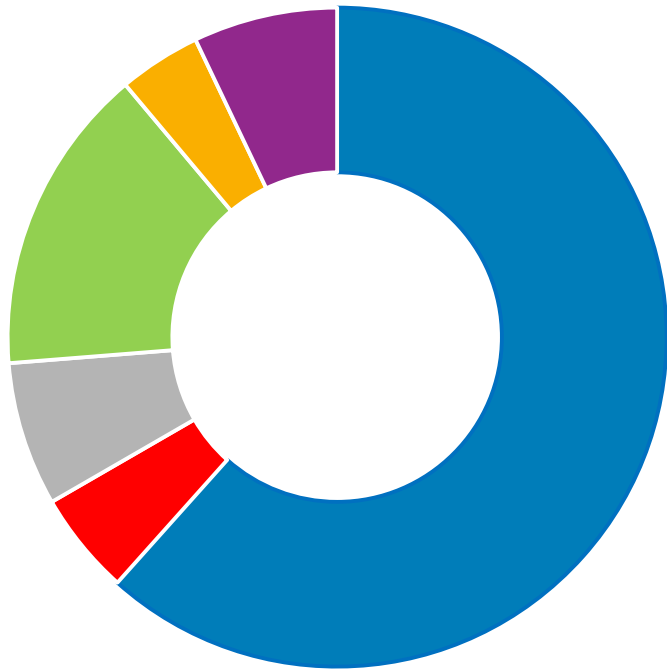


SKY CUSTOMER SEGMENTATION PROFILES

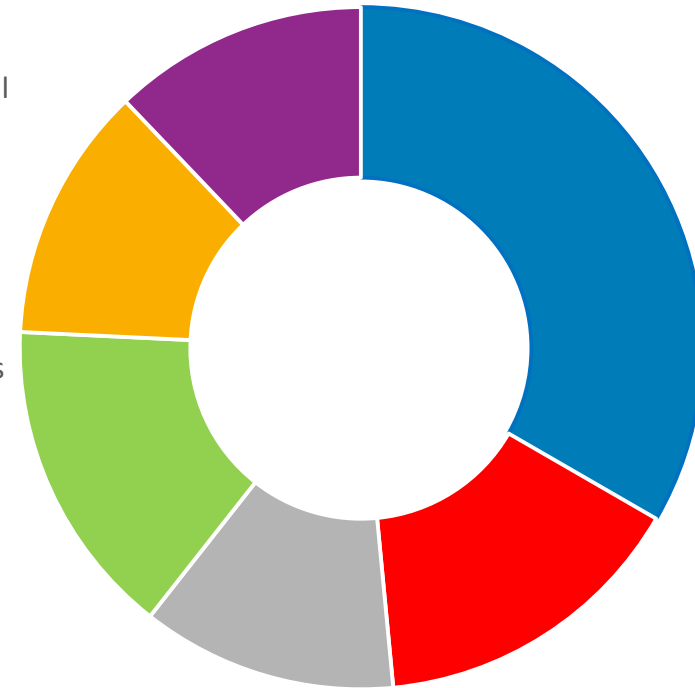


WHICH IS SERVICING THE CHANGING FACE OF THE SKY CUSTOMER

SKY CUSTOMERS



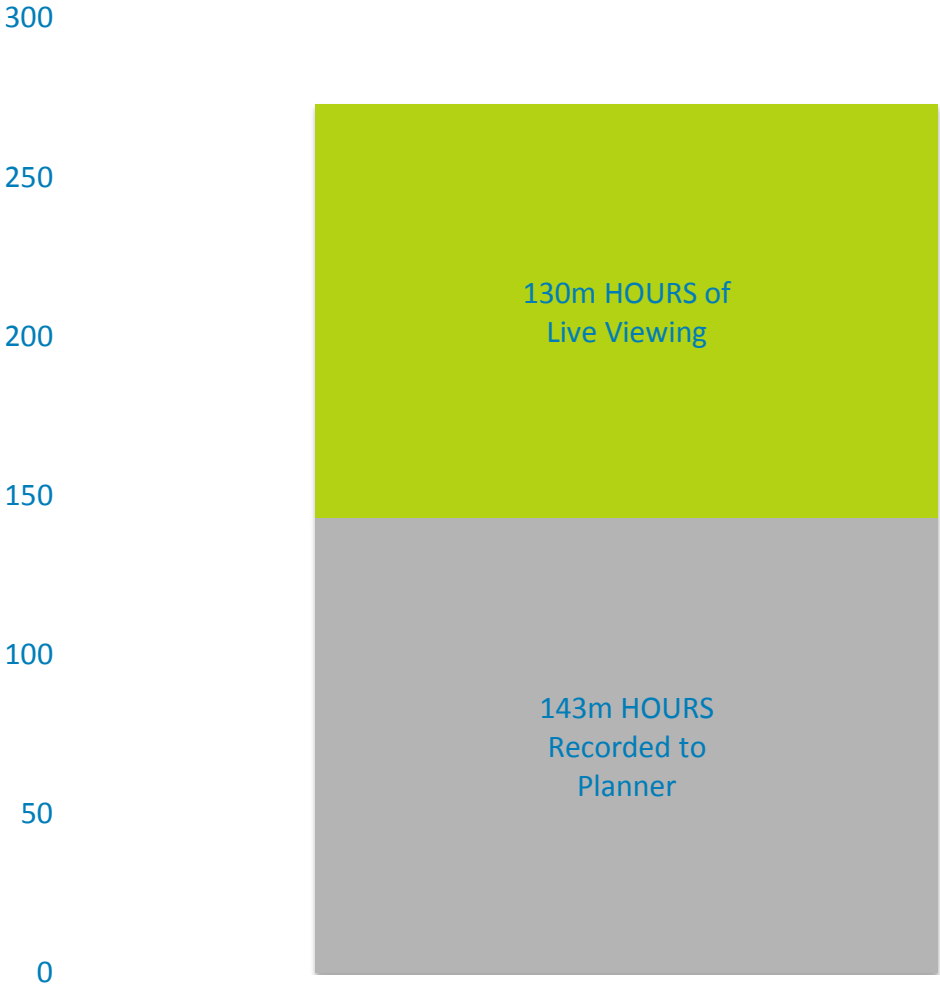
NZ POPULATION*



- Fanatical and Habitual Heartlanders
- Online Addicts
- Neutral Couples
- Modern Homemakers
- Avid Learners
- Social Owls

* SKY Internal customer research data

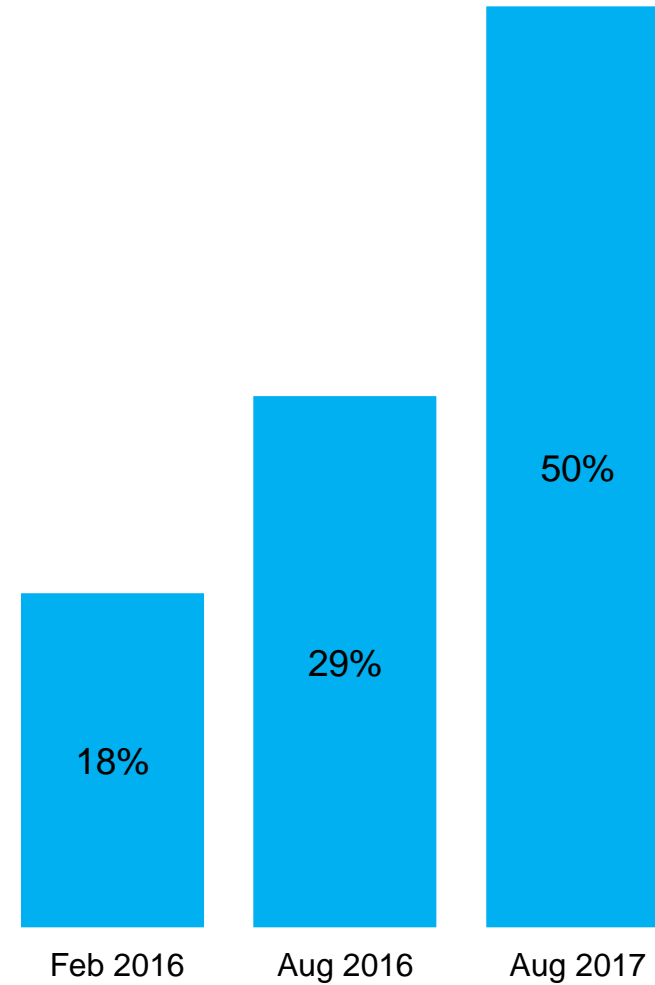
SKY BOX CUSTOMER MONTHLY CONTENT USAGE



CONNECTIVITY ON SKY BOXES



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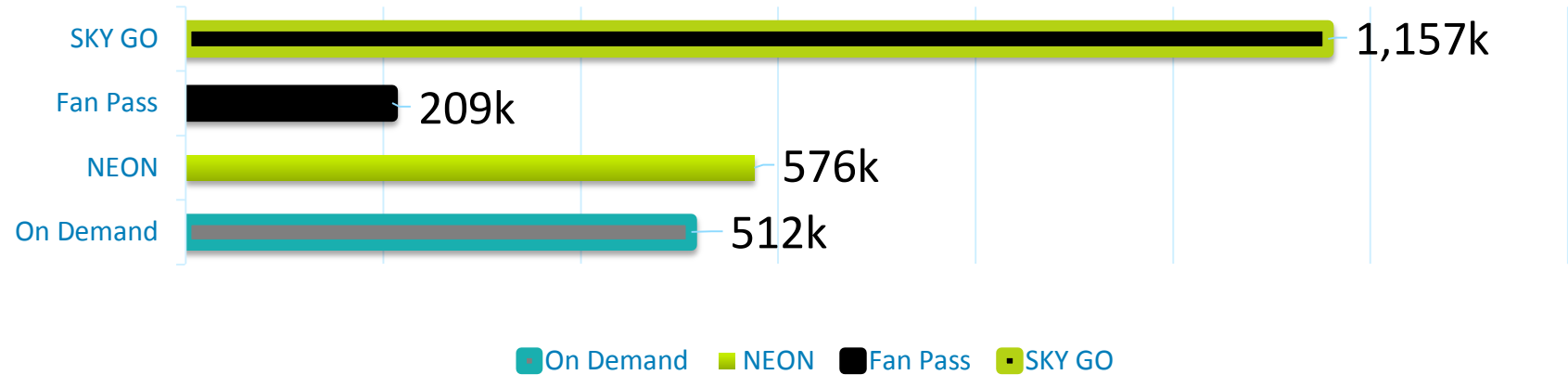


OLYMPICS 2016

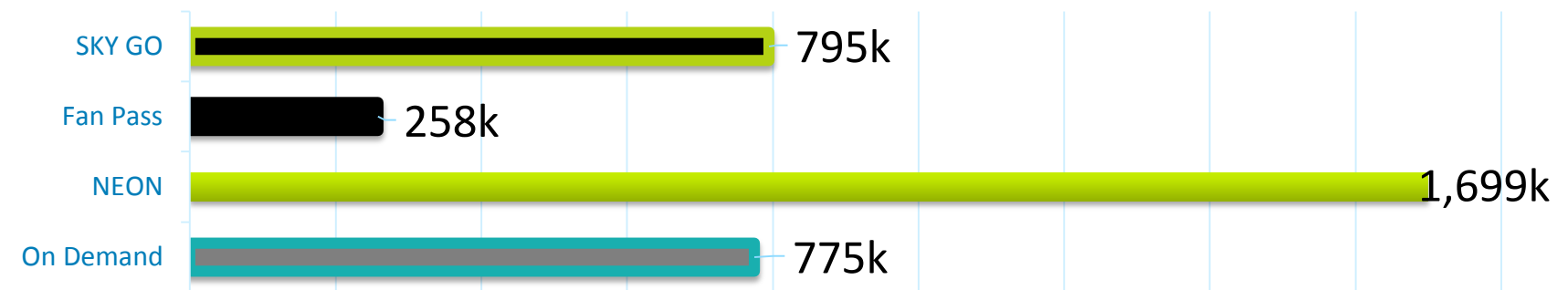


SKY IP CUSTOMER MONTHLY CONTENT USAGE

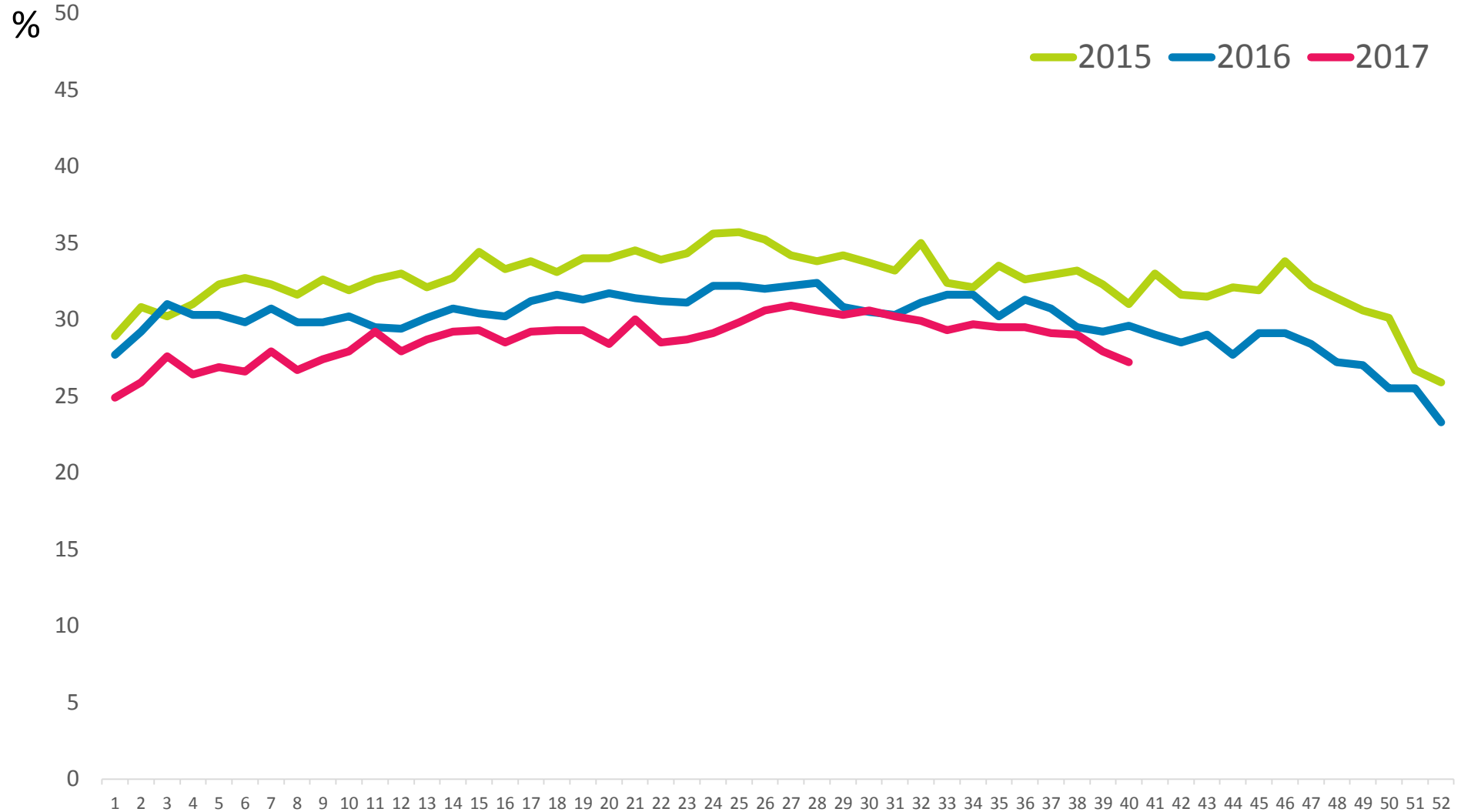
Average requests per month 2016/17



July 2017 month requests



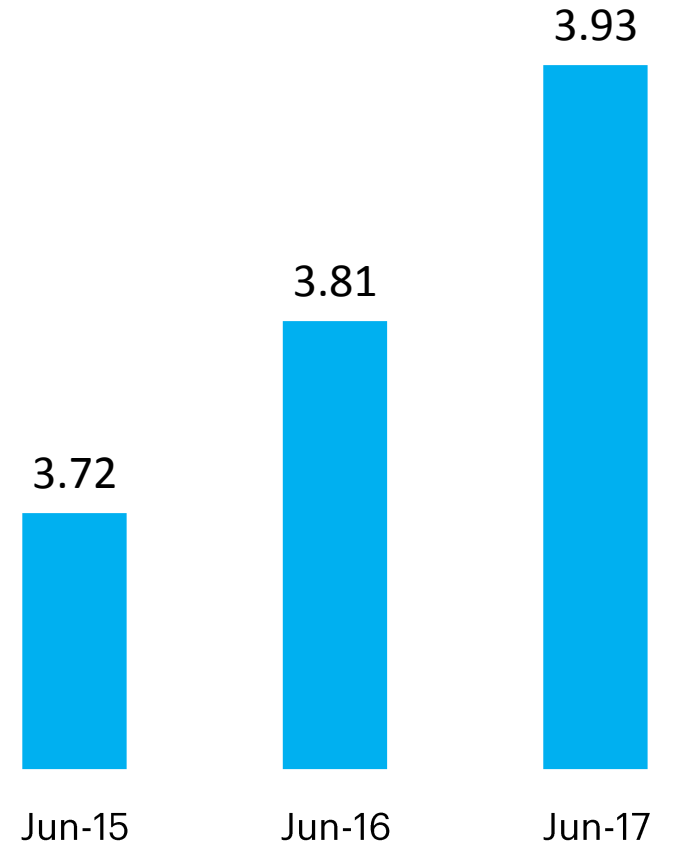
PEAK PEOPLE USING TELEVISIONS (PUTS) TREND ALL 5+



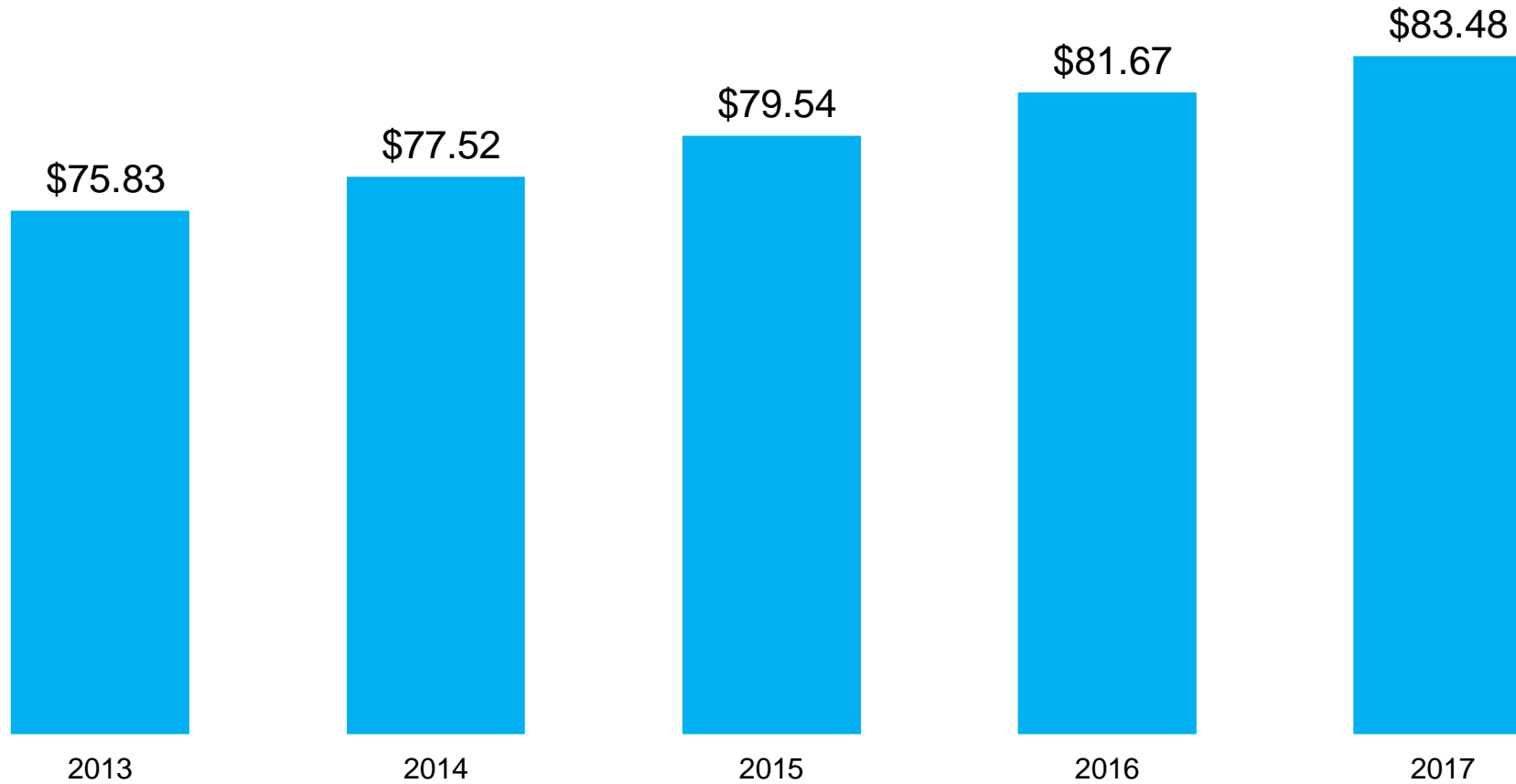
Calendar Weeks

SOURCE Nielsen TAM

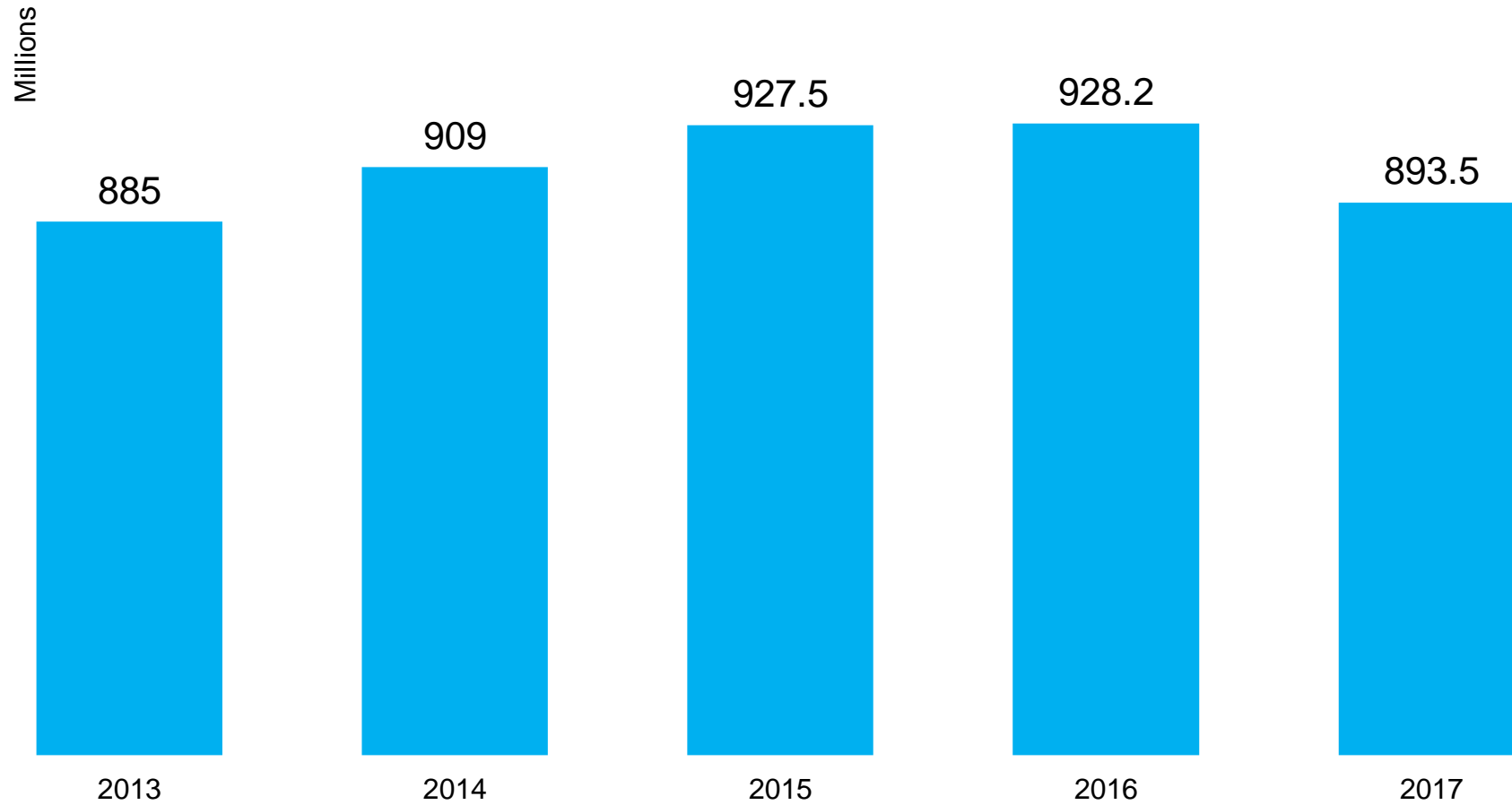
SKY PREMIUM PRODUCTS PER SUBSCRIBER



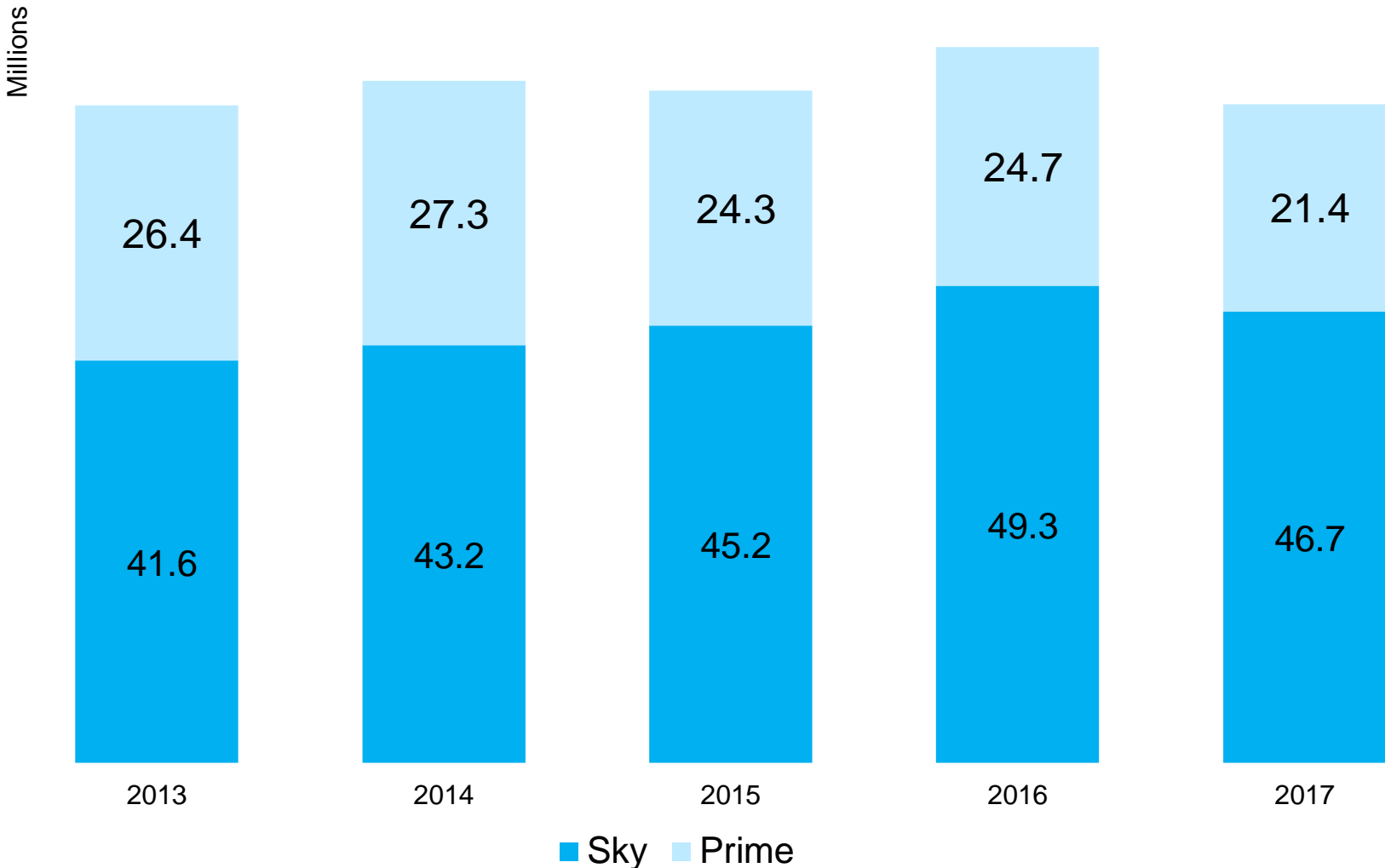
ARPU FROM SKY TRADITIONAL SUBSCRIBERS



REVENUE

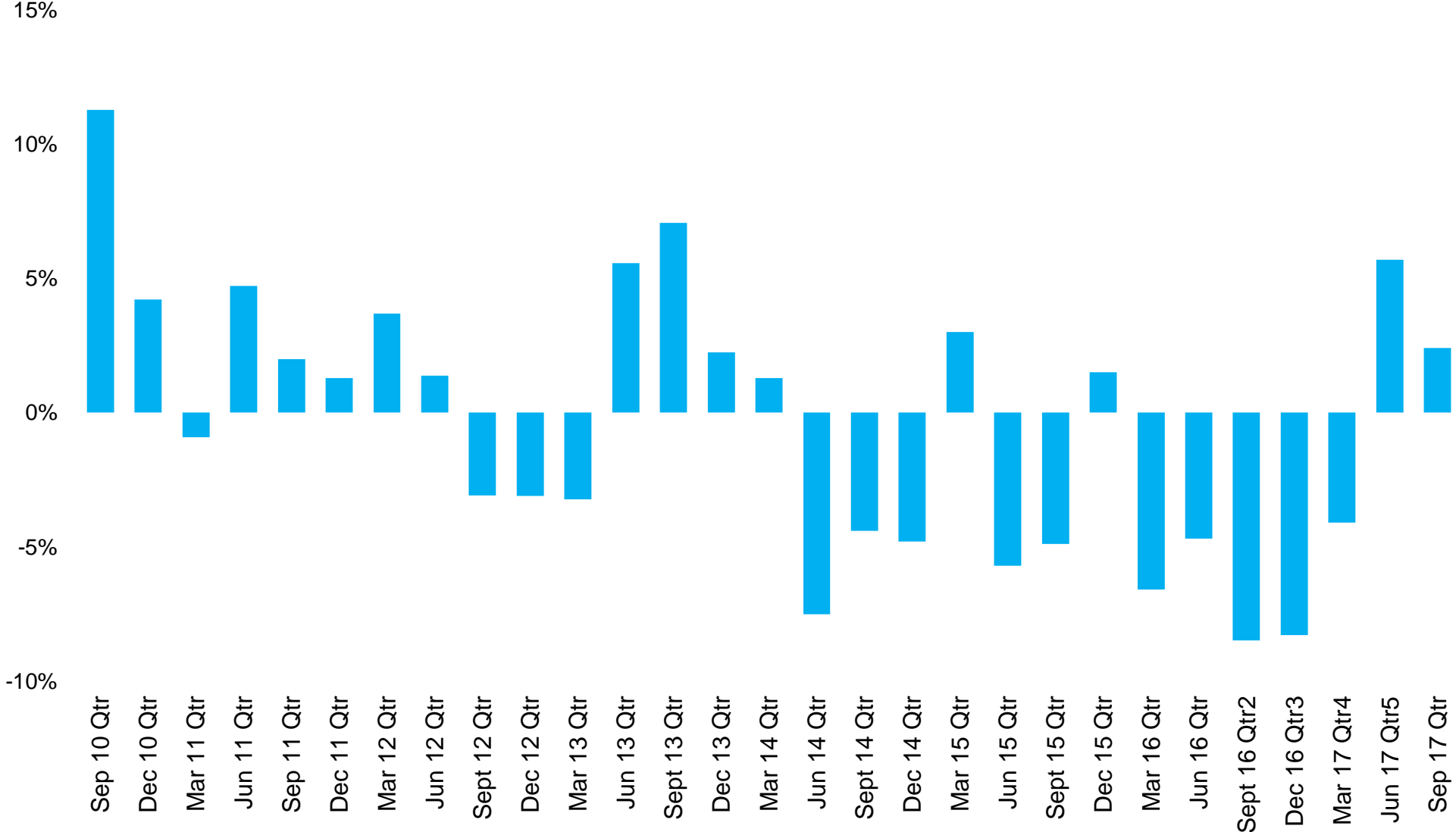


ADVERTISING REVENUE

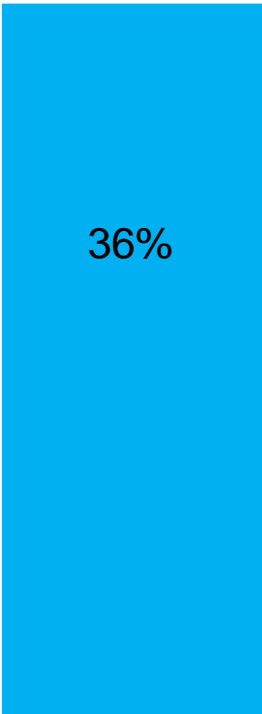


TOTAL TELEVISION ADVERTISING REVENUE

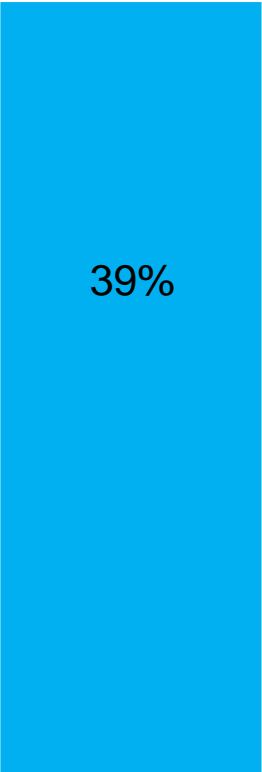
(YOY QUARTERLY CHANGE)



PROGRAMMING COSTS % REVENUE



2016



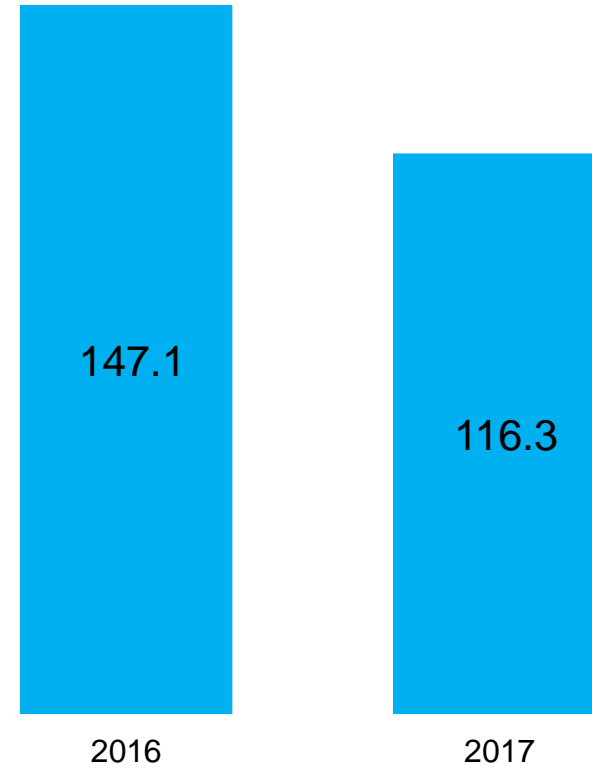
2017

NET PROFIT



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Millions



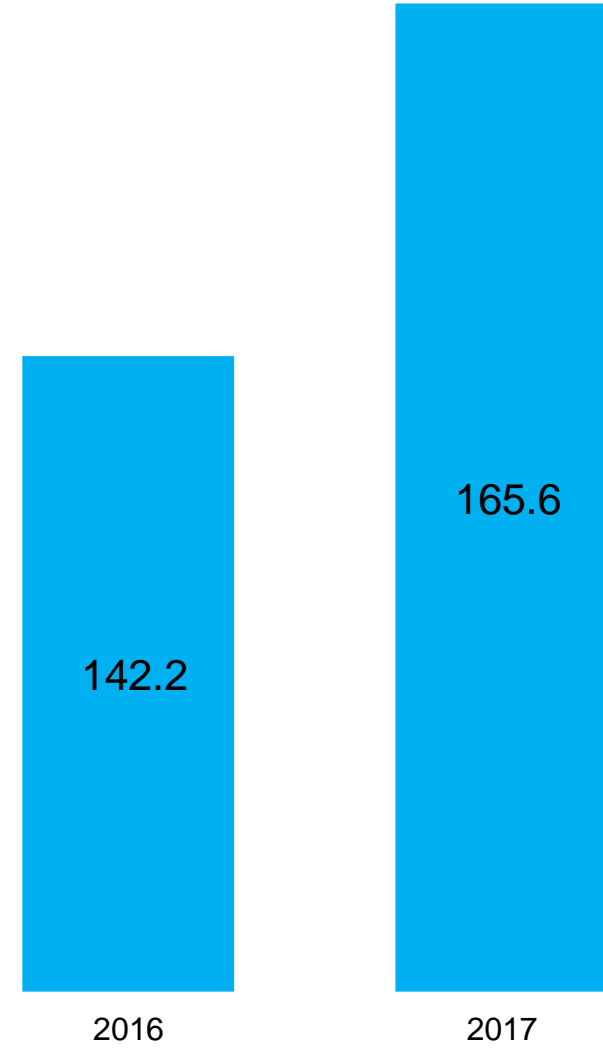
CASHFLOW



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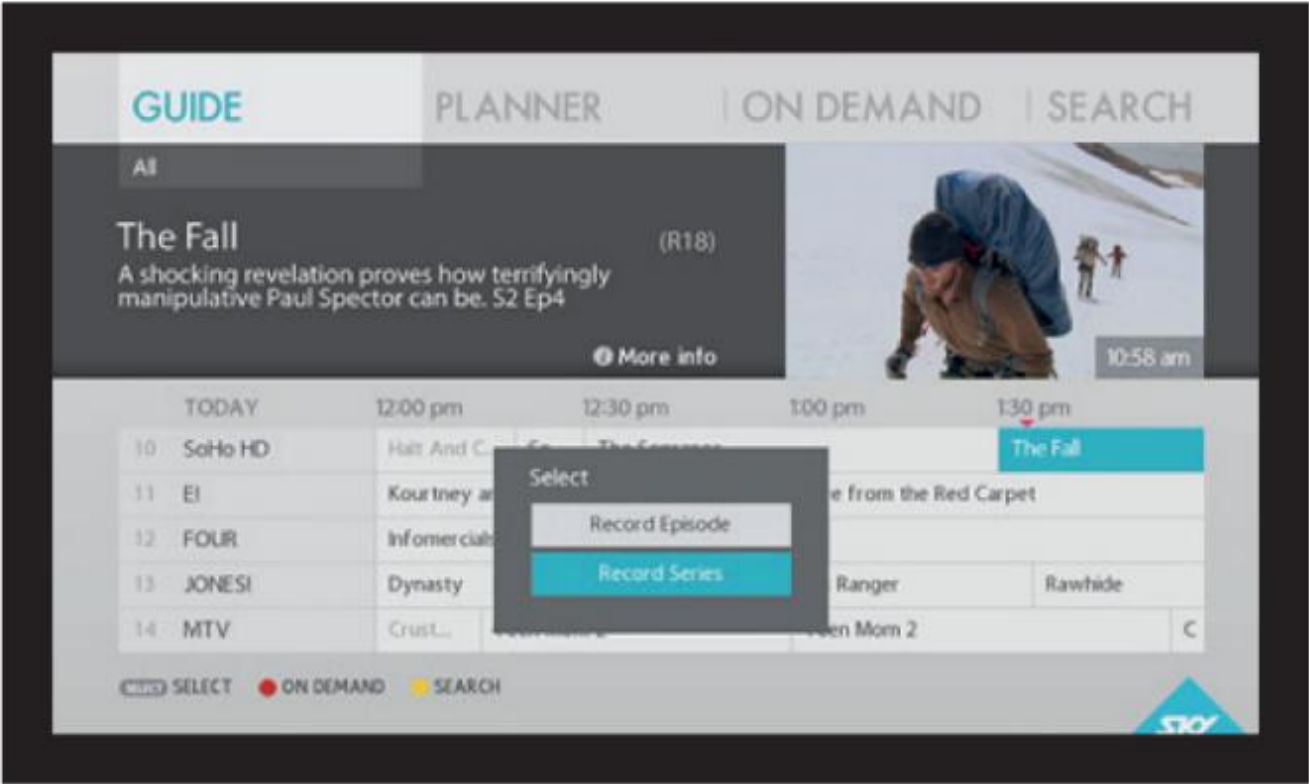
Millions



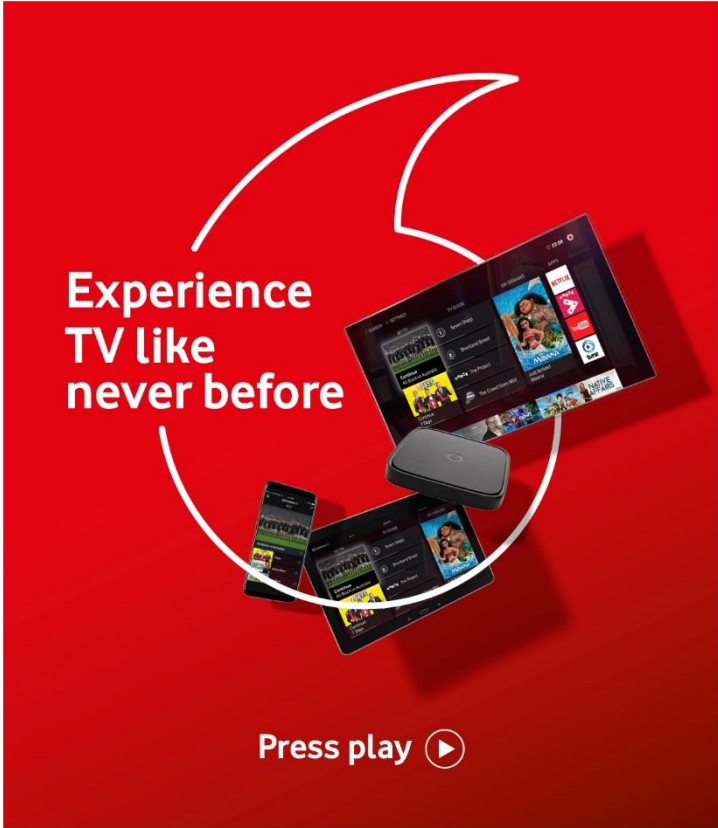
The SKY logo is positioned at the top center of the page, enclosed within a black inverted triangle. The letters 'SKY' are rendered in a bold, white, italicized sans-serif font.

STRATEGY AND TRENDS

SKY'S EPG



PARTNERSHIP WITH VODAFONE



The future is exciting.

Ready?



THE CONTINUED JOURNEY WITH CISCO



PARTNERSHIP WITH TRUSTPOWER



3 months broadband
FREE*

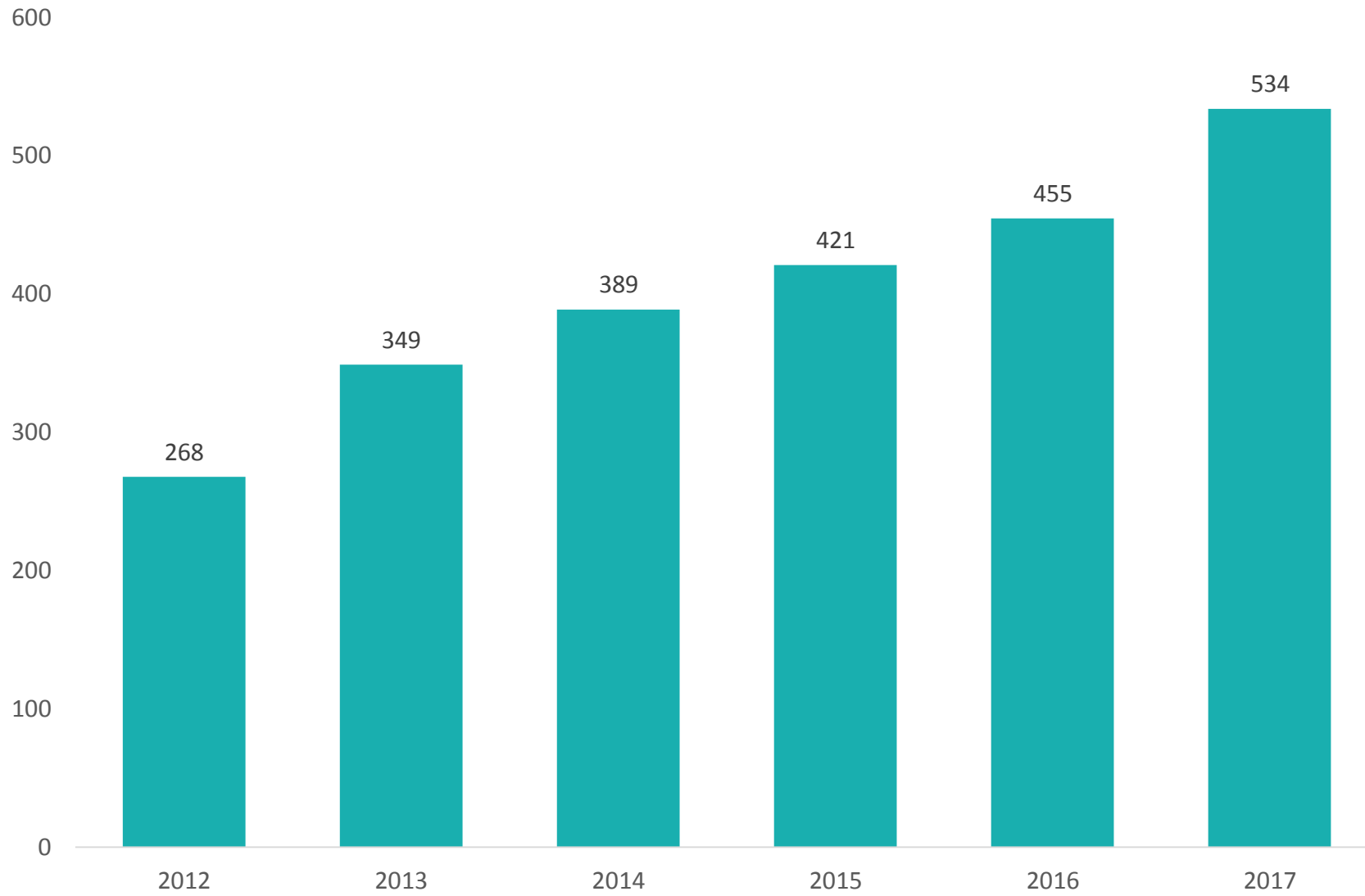
Join us for your power and unlimited data broadband on a 24 month bundle plan and you'll get your first 3 months unlimited data broadband FREE and your choice of FAN PASS for 4 months or NEON for 12 months.



*Terms, conditions and exit fees apply.

[GET THIS DEAL](#)

PEAK TV



THE BEST OF PREMIUM DRAMA

**GAME OF
THRONES®**

**BIG LITTLE
LIES**

WESTWORLD

TABOO

FARGO

LEGION

**THE
AMERICANS**

FEUD

BILLIONS

GENIUS

**THE NIGHT
OF®**

HOMELAND

**DOCTOR
WHO**

**RAY
DONOVAN**

TWIN PEAKS

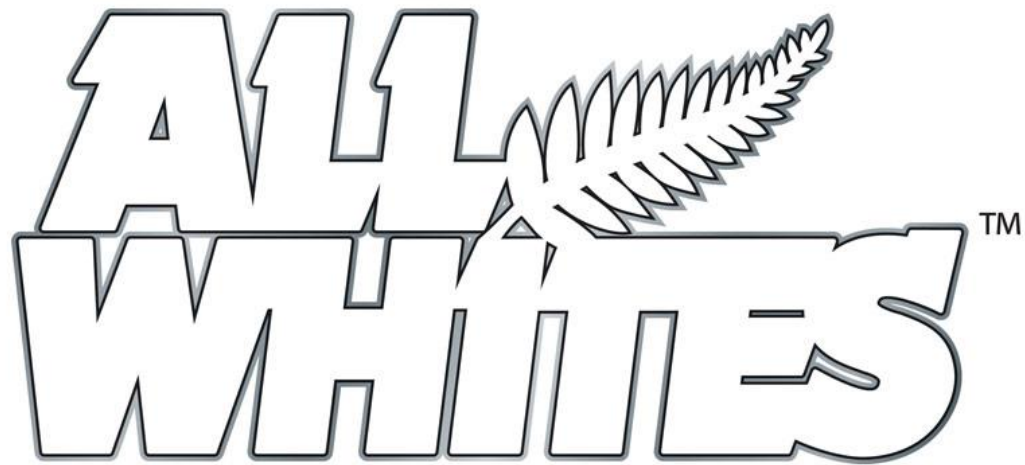
**THE
LEFTOVERS**

SKY

A BUSY YEAR ON SKY SPORTS



**ALL
WHITES**™

The logo consists of the words "ALL" and "WHITES" stacked vertically in a bold, outlined, sans-serif font. A stylized fern frond is positioned behind the letter "I" in "WHITES", extending upwards and to the right. A small "TM" trademark symbol is located to the right of the word "WHITES".

**RUGBY LEAGUE
WORLD CUP
2017**

END OF YEAR RUGBY TOUR

INTERNATIONAL TESTS AND TEST MATCHES

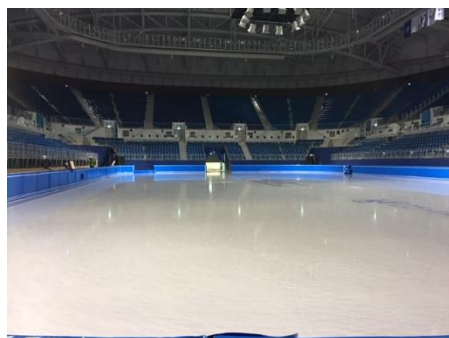


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- ✓ All Blacks vs. Scotland
- ✓ All Blacks vs. France
- ✓ All Blacks vs Wales
- ✓ All Blacks vs Barbarians
- ✓ All Blacks vs French XV
- ✓ Maori All Blacks vs French Barbarians
- ✓ Maori All Blacks vs Canada
- ✓ Ireland vs South Africa
- ✓ Samoa vs England
- ✓ Wales vs South Africa
- ✓ Scotland vs Australia
- ✓ Ireland vs Argentina
- ✓ Japan vs Australia
- ✓ Tonga vs Barbarians
- ✓ Italy vs Fiji
- ✓ Scotland vs Samoa
- ✓ England vs Argentina
- ✓ Wales vs Australia
- ✓ Italy vs Argentina
- ✓ Wales vs Georgia
- ✓ England vs Australia
- ✓ Ireland vs Fiji
- ✓ Italy vs South Africa
- ✓ France vs Japan

SKY

WINTER OLYMPICS FEBRUARY 2018



RENEWED WITH SKY

HBO®

NEW TO SKY

THE FLASH

**DC LEGENDS OF
TOMORROW**

SHAMELESS

ARROW

SUPERGIRL

SUPERNATURAL

NEW TO SKY

ATRIUM

TV



OUR PEOPLE

The Sky logo, consisting of the word "SKY" in a bold, sans-serif font, is positioned at the top center of the page. It is partially cut off by the top edge of the frame.

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2017

