



Sky News Remains European News Channel of Choice

*More up-market Europeans watching Sky News than ever before
Sky News most watched news channel on both a daily and weekly basis*

London, 7th July 2011: Sky News remains the most-watched news channel each day by up-market Europeans, according to the results of the 2011 European Media and Marketing Survey (EMS). This year Sky News has also achieved the highest weekly reach of all the news and business channels across the 23 international channels measured, jumping over CNN International and Euronews to take the number one slot.

Conducted by Synovate, the study measures the media habits of affluent Europeans, representing 13% of the European population across 20 countries. It is regarded to be the richest source of data relevant to the Pan European advertising sales community.

With a reach of 2.5 million viewers per day, and 7.4 million viewers per week, Sky News holds a significant lead over all its main competitors, including BBC World News and CNBC. Sky News reaches 5.3% of the audience, with Euronews its closest competitor at 3.4%, followed by CNN International at 3.1% and BBC World News at 2.8%. Sky News achieved a weekly reach of 15.7% with BBC World News reaching 12.5%.

Sky News also remains the news channel of choice for Europe's super-elite, as measured by the EMS Select Survey. In this sub-group comprising the top 3% of Europeans, Sky News not only retains its position as the top rated news and business channel with a daily reach of 7.6% (up from 6.9% in 2010) it has also become the number one weekly news and business channel with a reach of 22.5% (up from 19.9% in 2010).

John Ryley, Head of Sky News, said: 'These EMS results have shown just what a great 12 months Sky News has enjoyed, and I'm delighted by the lift in our viewing figures. Our team work tirelessly to bring the latest breaking news and analysis to our viewers across the world, and I'm thrilled to see that we have made such a significant impact across this elite group of people.'

- Ends -

For further information please contact:

Charlotte Reed
Sky News Senior PR Executive
Charlotte.reed@bskyb.com
07920 027829
www.skypressoffice.co.uk
@skynewspr

About Sky News

Since its launch in 1989, Sky News has established itself as an unrivalled, world class breaking news service with a spirit of innovation and a fresh approach to news broadcasting.

As the UK's first dedicated 24-hour news channel, Sky News has built a deserved reputation for being the first to break major news, and is renowned for the speed of its coverage and flexibility of reporting news live across all its platforms - TV, mobile, online, radio and iPad.

In addition to its status as one of Europe's leading 24-hour news channels, reaching over 90 million homes across the world, viewers can access exclusive content on its award-winning website skynews.com and real-time updates, live video and rich graphics on the Sky News for iPad. A dedicated Twitter feed (@skynewsbreak) and Facebook fan page keeps web-users up-to-date with breaking news. Its custom-built iPhone app, named in Apple's top ten free apps of all-time, delivers breaking news by text, picture and video, and has been downloaded over two and a half million times.

In 2009, Sky News Radio became the sole provider of national and international news to all commercial stations in the UK when it took over the contract to supply IRN stations, in addition to its existing clients. It now reaches 34 million listeners a week on over 300 commercial stations including Magic FM, Classic FM and Real Radio.

Sky News' success and quality of coverage continues to be recognised by its viewers and the industry. In 2011, the channel was awarded the prestigious Royal Television Society (RTS) *News Channel of the Year* accolade for the eighth time; Journalist of the Year for Sky's Alex Crawford - for a record third time; and were winners of the Home News category for their coverage of the student riots. Sky News also scooped two Golden Nymph awards at the 51st Monte-Carlo Television Festival for its dramatic coverage of the Arab Spring.