



NEWS RELEASE

Sky Chooses Security Software and Services Solutions From Cisco for Next-Generation Home Entertainment System

2016-01-06

LAS VEGAS, NV -- (Marketwired) -- 01/06/16 -- **CES 2016** -- Sky, Europe's leading entertainment company with more than 21 million customers, is using Cisco® (NASDAQ: CSCO) video software solutions to power its next-generation home entertainment system, Sky Q.

Available in 2016, Sky Q is a family of advanced products, connecting wirelessly to create a new ecosystem that makes it easier than ever for customers to access their favorite TV.

Sky Q will bring a wider range of entertainment to the big screen, and will allow customers to:

- Watch on up to five screens simultaneously while recording four other channels.
- Pause on one screen and continue viewing on another.
- Watch shows from the set-top box, whether live, recorded or on-demand, anywhere around the home.
- For the first time, take their recordings with them to watch on a tablet.

Sky is using the Cisco VideoGuard™ Everywhere security solution to support all the advanced services in the Sky Q offering, including broadcast, streaming and downloading of video to a range of screens.

In addition, Cisco is providing a suite of headend components to orchestrate delivery of the service, along with dedicated middleware for set-top boxes. All the Cisco software solutions are delivered to Sky through close interaction with Cisco's best-in-class services teams.

"Sky Q will reinvent how our customers watch TV, allowing them to access their favorite shows across multiple screens, in and out of the home," said Andrew Olson, director of New Products, Sky. "We needed a proven technology partner who could work with us to help bring the vision of Sky Q to life. After many years of creating leading TV experiences together, Cisco was the obvious choice."

"Our work with Sky on this project spans the full spectrum of Cisco video solutions," said Yves Padrines, vice president, Global Service Provider, Cisco EMEAR. "Together we are supporting video delivery, content sharing, device compatibility and rights management to create the one-of-a-kind Sky Q."

Cisco is transforming how video is created, delivered and consumed through cloud-powered, networked video entertainment solutions for traditional service providers, media and OTT companies.

Our leading positions in cloud, networking and security globally help enable us to quickly, cost-effectively and securely deliver video services to one in every three pay TV homes worldwide.

Supporting Resources:

- [About Sky](#)
- [Cisco Service Provider Video Solutions](#)
- [Cisco Service Provider Video Security Solutions](#)
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About Sky

Sky is Europe's leading entertainment company. The group serves 21 million customers across five countries: UK, Ireland, Germany, Austria and Italy. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe's leading investor in television content with a combined programming budget of over £4.9 billion. The company employs 30,000 people and is listed on the London Stock Exchange (SKY).

For more information visit www.sky.com/corporate

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Source: Cisco