

Sky Go



British Sky Broadcasting (Sky) operates the most comprehensive multi-channel, multi-platform television service in the UK and Ireland. Over 10.7 million households enjoy an unprecedented choice of

movies, news, entertainment and sports channels. The Sky platform offers access to over 500 television and radio channels.

Sky has pioneered the development of multichannel television, created an interactive digital platform and driven the adoption of digital video recorders and high definition. Sky Go follows this trend of innovation by offering customers a movie, entertainment and sports service available on PC and Mac, Xbox, Android and iOS mobile devices.

The Challenge

Television viewers now expect to watch video on different devices including computers, gaming consoles, mobile devices, portable media players and conventional television at the time of their choosing. Media companies and platform operators are compelled to remain relevant to their audiences because viewers will simply go elsewhere if such access isn't provided.

Sky has responded with Sky Go, a movie, entertainment and sports service available on PC and Mac, Xbox, and Android and iOS mobile devices. It no longer views new digital platforms as a "nice-to-have" but as a core strategic component that will need significant investment and focus, as it is responsible for delivering an ever-increasing share of Sky's overall revenue.

CASE STUDY

"Following years of successful development on Sky Player, Piksel had proved that they could help us deliver Sky Go, our core OTT product.

After Sky Go's success in delivering live and on demand content to multiple devices, Piksel helped us to build Sky Go Extra which enables up to four devices per customer and offers them the right to download content for offline viewing."

Holly Knill

Head of Sky Go



CASE STUDY



The Solution

Piksel (formerly ioko) joined forces with Sky to develop the platform on which Sky Go is based. It was the first of its kind in Europe, and supports a wide range of devices and business models. Within a year of its 2006 launch, Sky by Broadband became Europe's leading movie download service.

Piksel has continued to work with Sky to evolve products like Sky Go and expand the service, which now includes thousands of hours of on-demand and downloadable content to support the live programming from a range of Sky and third-party channel brands.

Sky Go is a huge success. It is viewed as an essential part of Sky's product offering and is fully integrated with core Sky capabilities including customer identification, programme entitlements, EPG and payment systems. All content is protected by an appropriate DRM best suited to the device the content is viewed upon.

Sky Go is recognised within the media and entertainment industry as being a market leader and has won numerous awards. These include the T3 Magazine Award for digital media service of the year in October 2012.

In July 2012 Sky launched Now TV, a new OTT service that allows consumers who are not Sky subscribers to access content on monthly contract basis. It provides instant access to Sky Sports, hundreds of films from Sky Movies, and is available across multiple devices including Windows and Mac computers, Xbox and PS3 games consoles, Youview, Android and iOS mobile devices.

The service is supported by the same underlying platform as Sky Go. Piksel continues to provide development services to the Now TV delivery team to add new services and supported devices.

Highlights:

- Over four million household users
- Over 1.4 million unique users a week
- In excess of 320,000 concurrent users
- Largest online media platform in the UK
- Awarded Digital Media Service of the Year by T3 Magazine





Results

Sky Go is now an established part of Sky's core product offering and many customers are keen to adopt the service. It has over four million household users and over 1.4 million unique users a week. Its scalability has been proven by its ability to support in excess of 320,000 concurrent users, a number seen during major live football matches.

Sky Go is recognized within the media and entertainment industry as being a market leader and has won a number of awards. These include the T3 Magazine Award for digital media service of the year in October 2012.

Through its partnership with Piksel, Sky continues to enhance what is already the largest online media platform in the UK and Ireland.

Contact us

Contact us now to find out more about Piksel and the full range of solutions and services we provide.

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