



CONFIDENTIAL

“The latest headlines from the world of sport presented by Sky Sports News HD”

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Studio presented morning, lunch, afternoon and evening news reports.

*Sky Sports News HD provide short (c.6 minute) “Bulletins“. The bulletins (4 per weekday and 2 per day at weekends) provide breaking sports news across all sports mirroring the style and method of delivery employed by SKY Sports News HD. The coverage is dependent on what is happening in the World of sport however because these are edited bulletins rather than a live stream, the key stories are selected to make up the much shorter product. There are no exclusions as inclusion is dependent on the importance and interest of the news, however the core sports are all football leagues, cricket, rugby union, tennis, golf, formula 1, rugby league, horse racing and coverage whilst targeting a UK and Global audience is global. In the case of football there is comprehensive news from all UK, European leagues and all International competitions, cricket from all Test playing nations and rugby union from Northern and Southern Hemisphere competitions. Sports including athletics, swimming, and boxing and major International events e.g. World Athletics Championships, Olympics, Cricket World Cup, Rugby World Cup etc. are given detailed coverage. The bulletins also include some more quirky content from fringe sports where space allows” (*text bskyb March 24th 2011).

To evaluate some bulletins: www.skysports.com/video