

Sky Launches Sky Songs

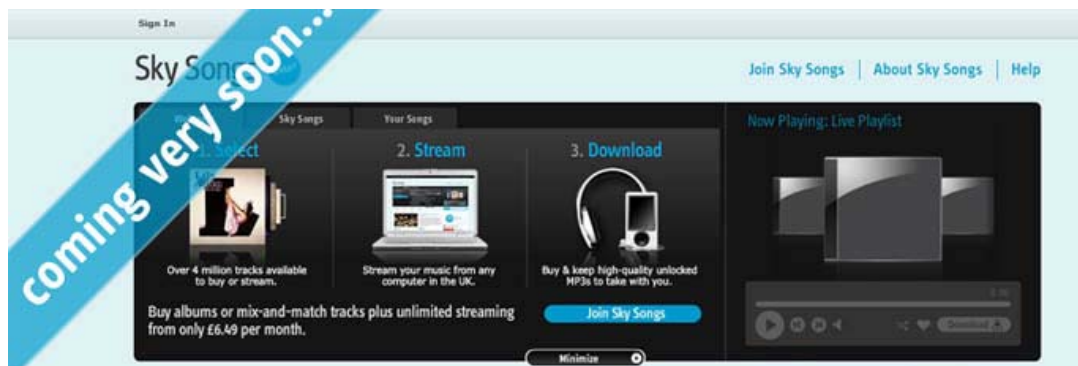
Sky Songs

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Sky has announced the launch of Sky Songs, a new online music service that offers users access to over four million tracks available to download or stream online.



Every track featured in [Sky Songs](#) is available via unlimited online streaming and as mp3 files that can be downloaded and stored and used on any mp3 compatible device. The service, which launches on the 19th October 2009, will be available to any consumer in the UK with an active broadband connection.

The service launches with new releases and back catalogues from every major music label (EMI, Sony, Universal and Warner), plus a comprehensive range of independent labels and distributors.

Sky Songs offers users unlimited [music streaming](#), plus download-to-own tracks and albums. Customers can also purchase additional music on a per-track or per-album basis.

Mike Darcey, Sky's Chief Operating Officer, comments: "Our music partners bring an outstanding catalogue and unrivalled expertise that complements Sky's strengths in content distribution. Sky Songs will reach out to consumers who want legitimate digital services offering choice, ease of use

and great value. Offering legal access to [digital music](#) is a vital step in combating illegal downloading.

To celebrate the launch, all Sky broadband customers who access the site will receive a free downloadable album.

- Ends -

Notes for editors:
Sky Songs includes new release and back catalogue material from EMI, Sony Music Entertainment UK, Warner Music UK and Universal Music Group, plus a range of independent labels and distributors - including the Beggars Group (representing 4AD, Rough Trade, Matador and XL Recordings), PIAS Entertainment Group (representing over 100 leading independent labels), The Orchard, IODA and VidZone Digital Media. Sky Songs is licensed by PRS for Music in the UK.

About Sky
Sky operates the most comprehensive multichannel, multi-platform television service in the UK and Ireland. Over 9.4 million homes enjoy an unprecedented choice of movies, news, entertainment and sports channels. Sky continues to break new ground with its own portfolio of channels: Sky1 combines its commitment to UK production with the best of the US; Sky Arts continues to embrace new audiences as the UK's only dedicated arts channel brand; Sky Sports is still raising the bar in sports broadcasting; and Sky News remains a pioneer in multiplatform television news.

Over 5 million Sky homes now enjoy the control and flexibility of Sky+ and 1.3 million homes have already joined Sky+HD, which provides access to 34 dedicated HD channels. Sky is also the UK's fastest growing broadband and fixed-telephony provider.

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