

Sky+ Reveals X-Factor Beats BBC Sports Personality Of The Year



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Sky+ has reported 1.1 million TV addicts made full use of their Sky+ and Sky+HD boxes to deal with one of the toughest TV viewing decisions of the year and avoid missing the X Factor Final and the BBC's Sports Personality of the Year which both took place on the 13th December.

ITV1 aired X Factor - The Final between 7:30pm - 9:30pm clashing with BBC's Sports Personality of the Year, showing between 7pm and 9pm, forcing viewers to choose between the two. However, data released by Sky shows that 1.057 million households chose to set their [Sky+](#) and [Sky+HD](#) boxes to record either show. Eight hundred and ninety two thousand (892,000) viewers chose to set their [Sky+ boxes](#) to see Joe McElderry crowned X Factor champion for 2009. Whilst 165,000 viewers recorded Ryan Giggs being crowned BBC Sports Personality of the Year via their Sky+ and Sky+HD boxes.

Figures also show that the Sports Personality of the Year was watched by more men than woman both live (556,000 vs. 443,000) and via Sky+ (93,000 vs. 72,000), indicating women won the battle of the remote to watch the X Factor final live.

A [Sky TV](#) spokesperson commented: "Scheduling clashes like this are what Sky+ was made for, allowing fans to watch every second of their favourite shows. When the X Factor and Sports Personality of the Year

came up against each other this weekend, almost 1.1 million Sky+ and Sky+HD users had enjoyed the shows by Monday morning."

ENDS

Notes to Editors
Data: BARB/TNS, based on Individuals in Sky homes (MCH panel),
Live + VOSDAL Overnights Data (inc. any Sky+/V+ playback where
applicable)

*PVR playback within Sky homes on the same day as broadcast only

About Sky

Sky is the UK's leading entertainment and communications company, operating the most comprehensive multi-channel television service. Over 9.4 million homes - a third of households across the UK and Ireland - enjoy the entertainment, movies, news and sports channels. In delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what, how and when they watch. Almost 5.5 million customers now choose Sky+, Sky's digital video recorder, to record and store their favourite programmes and 1.3 million enjoy the picture and sound quality of Sky+HD, which offers 35 dedicated HD channels. Sky is also the UK's fastest growing broadband and fixed-telephony provider with over 2.2 million customers taking Sky Broadband and over 1.8 million customers taking Sky Talk.

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