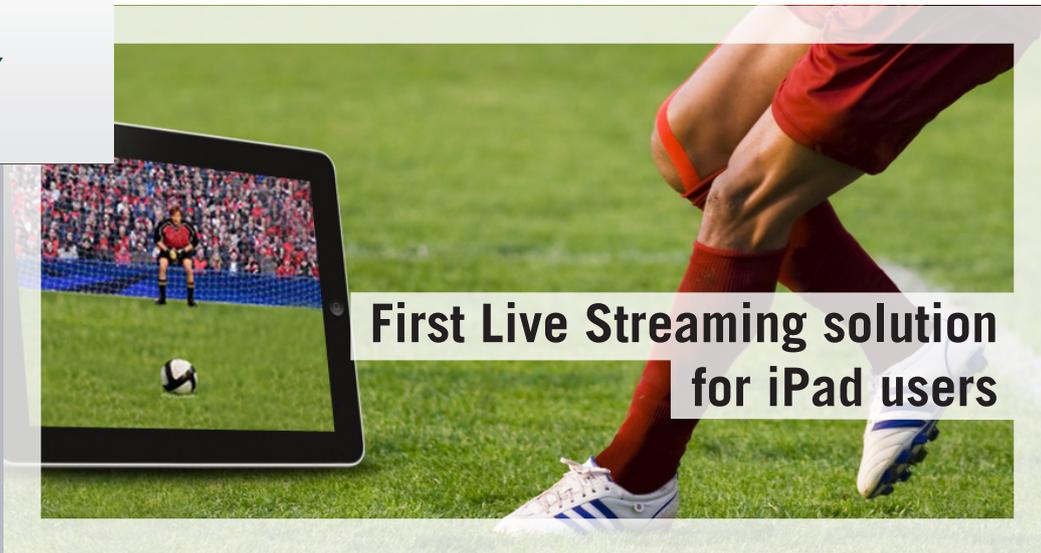


Abstract

New devices like TouchPCs and Smartphones offer their users exciting new functionalities. Integrated in its Innovation Campaign German's Pay TV Channel Sky invites his clients to a Live Sport Experience on iPhone and iPad (in future other devices): important sport events online – wherever you are. The applications which enable these features, have been developed by Reply/syskoplan and can be downloaded in Apple's App Store since 2010. The applications are designed for Apple's iPad, iPhone and iPod Touch. All Sky subscribers can use these applications with their complete functionality for free until February 28, 2011.

Once installed, each application offers high video quality, extensive functionality combined with easy and intuitive usability. High access rates and enthusiastic user comments affirm that the applications are successfully accepted by the users.



First Live Streaming solution for iPad users

Vision and Scenario

Important sport events live and online – anywhere and anytime: With „Sky Sport App“ and „Sky Mobile App“, both offered by Sky TV to its subscribers in Germany and Austria, the user is able to participate in Live-Sport events via mobile devices – independent of one's location. As soon as the iPad and iPhone had been available in Germany, it was Sky's intention to quickly offer a high quality solution to its subscribers. The applications were developed and implemented by Reply/syskoplan together with Sky's German partners for Content Delivery and Ingest. They each were completed successfully over a short time period.

The iPad solution

Since June 11, 2010, just in time for the start of the worldwide Football Championship in South Africa, the „Sky Sport App“ for iPad is live. Until the end of the year the application was downloaded more than 76.000 times and thus is one of the most successful Apps in Apple's German App Store.

„Sky Sport App“ was the first TV and Live Streaming Application for the iPad in Germany. Sky subscribers can use the live sport offering of sky anytime all over Germany and Austria. With high video quality in streaming and guaranteed mobility via WLAN connections the new iPad solution offers Sky-subscribers live streams for the latest sport events, as well as access to video clips and the latest news via the Internet. With „Sky Sport“ App subscribers receive the channels Sky Sport 1, Sky Sport 2, Sky German Football League, Sky Sport HD 1, Sky Sport HD 2 with option channels included. The sport offering includes for example all 64 matches of the football World Championship, all matches of the German Football League and the 2nd League, the UEFA Champions League, the DFB Cup, the ice hockey German League, international Golf-Events, Formel 1 as well as Top-Events out of the English Premiere League.

In addition to the live events on the „Sky Sport“ channels, the application offers a “Video Clip” area with additional information such as match summaries, highlights, interviews and comments. Moreover the offering includes an electronic program guide (EPG), a datacenter with the latest charts and scorings as well as daily sport news.

Since June 11, 2010 the „Sky Sport“ App is offered via iTunes for all Sky subscribers, who can use it for free until February 28, 2011. Without a Sky subscription it is possible to use the sport news and the data center.

The iPhone/ iPod Touch solution

The „Sky Sport Mobile“ App enhances the mobile solutions offered for sky subscribers. After downloading the application from the App Store, Sky subscribers have access to live sport events on their iPhone and iPod Touch. And like the iPad solution, the solution is offered in high image quality via WiFi and 3G. The highly complex solution was developed and implemented by Reply/syskoplan in cooperation with Sky's German partners for Content Delivery and Ingest.

Sky broadcasts its exclusive channels Sky Sport 1, Sky Sport 2 and Sky Sport Austria – plus optional channels – for mobile devices. The „Sky Sport Mobile“ App offering includes for example the complete UEFA Champions League games, UEFA Europe League, the DFB Pokal, the DEL, international Golf-Events, the Formel 1 as well as top games of the English Premier League.

Analog to the “Sky Sport App” for the iPad the application for iPhone and iPod Touch was developed in a very short time period – with a complete new designed layout and enhanced business logic. High functionality and ease of usability, enable Sky subscribers to follow live sport events anytime and anywhere. The launch of the „Sky Sport Mobile“ App was very successful: Only 10 days were needed to break through the mark of 100.000 downloads for the App, which therefore makes it one of the most successful iPhone Apps.

The „Sky Sport Mobile App“ is available for downloading via iTunes for Sky subscribers for free until February 28, 2011.

On occasion of the 2010 Kress Awards on November 30, 2010 in Hamburg, the “Sky Sport App” for the iPad, which was developed by Reply/syskoplan by order of Sky Germany, won the prize for the best application of 2010 in the Web/Mobile category and was given the the Kress Award in the category „Digi:media – Web/Mobile“.

Team Members Strength

The „Sky Sport“ App and „Sky Mobile App“ was developed and implemented by Reply/syskoplan together with Sky's German partners for Content delivery and Ingestion. The high complex live streaming solution is based on open standards and was realized e.g. for the iPad in the short time period of only 10 weeks – an successful result of the close partnership between several companies.

Reply Value

20 years of Know-how

- within broadcast and online market
- of broadcast and online technologies
- Long term experience with VOD applications

High professionals

- Web Design, Interactivity and Implementation
- High quality System Integration

Proven track record

- collaboration between all parties (Norwegian broadcast)

syskoplan is a company of the Reply Group.

“Passion for IT”: This has been the driving force behind syskoplan for the past 25 years. The syskoplan business units develop and implement innovative IT solutions based on adaptable and agile IT platforms extended with customer-specific components. The benefits for the customers of the syskoplan Group are evident: They receive high performance, flexible and efficient IT. These solutions tailored specifically to the needs of the customer enable them to stand out in the market thereby creating sustainable competitive advantages.

Reply is a leading Consulting, Systems Integration, Application Management and Business Process Outsourcing company, specialising in the creation and implementation of solutions based on new communication networks and digital media.

Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to a consolidated experience, Reply addresses the main core issues of the various industrial sectors.

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