



PSP™ (PLAYSTATION®PORTABLE) VIDEO DOWNLOAD SERVICE

Download service to revolutionise handheld entertainment

Leipzig, 22 August 2007. Sony Computer Entertainment Europe (SCEE) today provided more information on its joint venture with British Sky Broadcasting (Sky) to offer PSP™ (PlayStation® Portable) owners in the UK and Ireland the opportunity to watch video on demand and on the move.

The **Go!** branded Video Download Service will launch in early 2008, and will be the first official PSP video download service anywhere in Europe. It will allow millions of PSP owners to turn their device into a personalised library of programmes to enjoy whenever and wherever they choose.

Unlike other services, the Video Download Service will launch with a rich selection of high quality entertainment. The choice of programmes available will include a diverse mix of Sky content, spanning sports, entertainment, movies, music and animation. In addition to a selection of some of the best content from its own channels, Sky plans to work with third-party channel brands and content owners to create an even more comprehensive service. This is the first time Sky will offer video content through a non-Sky branded service.

The very latest premier movies and high profile sporting events, normally only available to Sky subscribers will be available on a pay per view basis, allowing users to choose their preferred way of using the download service.

Customers will be able to download their choice of programmes direct to their PSP via a Wi-Fi connection or, alternatively, transfer content that they've downloaded to their PC.

As the content and technology partner in the venture, Sky will provide content and develop a user interface which is specifically tailored for the PSP's broad audience. This content will also draw upon the high-quality screen experience offered by the portable device. In building on this tailored content, SCEE will use its marketing expertise to reach out to PSP owners and launch the new brand.

"Both truly mobile and with a best in class high-quality screen, PSP delivers a great on-the-move video experience. Working with such a well known content brand, we will be able to offer PSP owners access to the best in cross-genre Sky content, available through the first official video download service. This really will make PSP the standout all-in-one portable gaming, video and music device", commented David Reeves, President of Sony Computer Entertainment Europe.

James Murdoch, Chief Executive Officer, BSkyB, adds: "Sky and Sony Computer Entertainment Europe have complementary strengths in content, marketing and technology. Together, we're ideally placed to make portable, on-demand TV a reality. Alongside our existing services for PCs and mobile phones, this is another example of how we're working to give more choice, flexibility and control to customers. The quality of the PSP's screen and its substantial reach among 2 million users in the UK and Ireland makes it a natural extension to our multi-platform strategy."

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Notes to Editors:

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About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2 and PSP™ (PlayStation®Portable) software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories.

Since the launch of PLAYSTATION 3 in Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2007, over 8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

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About BSkyB

Sky is the UK's leading entertainment company and operates the most comprehensive multichannel, multi-platform television service in the UK and Ireland. Around 21 million viewers in 8.6 million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky Digital, the UK and Ireland's most watched digital television service.

Sky's aim is to offer customers unparalleled choice in content, delivered through innovative and technological advanced platforms that best serve the demands of today's viewers. In delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what they watch and how they watch it. In addition to its digital television service, Sky also provides the UK's largest 3G mobile TV service (Sky Mobile TV) and offers the UK's only multi-platform on-demand video service (Sky Anytime).