



# Sky Upsell Apps

Proposal

3 September 2015

NB: Copy not final

Example User Journey 1

Sky Sports



1. Launches from Home screen.



2. OK pressed. App screen launches.



3. OK pressed. Promo video plays in a loop.



4. Interactive menu appears.

## Example User Journey 1

Sky Sports



4. OK pressed. User presses RIGHT arrow to navigate through slideshow.



5. RIGHT pressed.



6. RIGHT pressed.



7. RIGHT pressed.

Example User Journey 1

Sky Sports



8. RIGHT pressed. Returns user back to menu screen. DOWN pressed once.



9. OK pressed. "Subscriptions available" slide appears.



10. BACK pressed. RIGHT pressed once.



11. OK pressed. "Watch Sky Sports in HD" slide appears.

## Example User Journey 2

Sky Movies



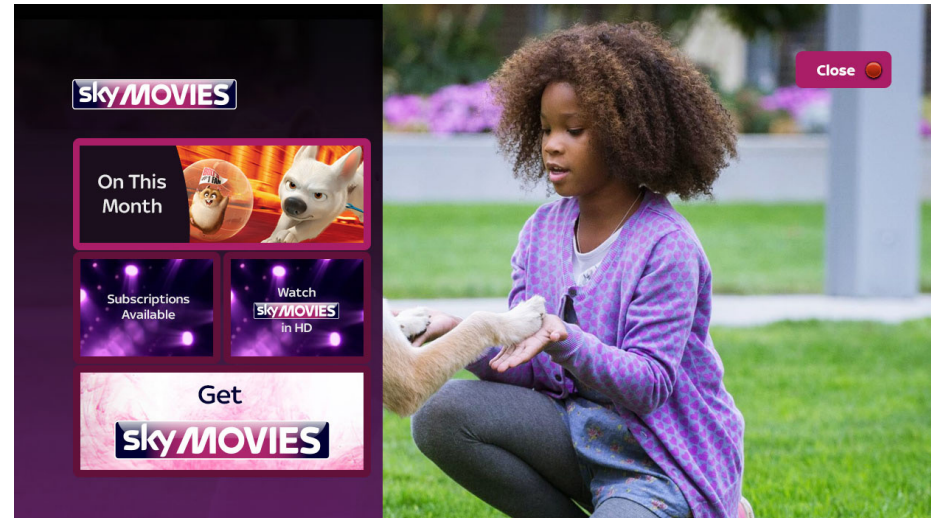
1. Launches from Home screen.



2. Ok pressed. Full screen slate with RED button prompt.



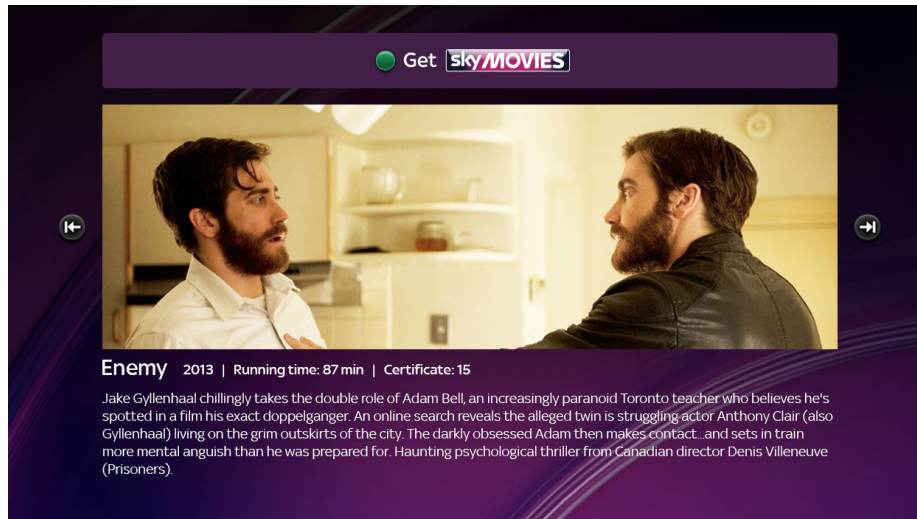
3. OK pressed. Promo video plays in a loop.



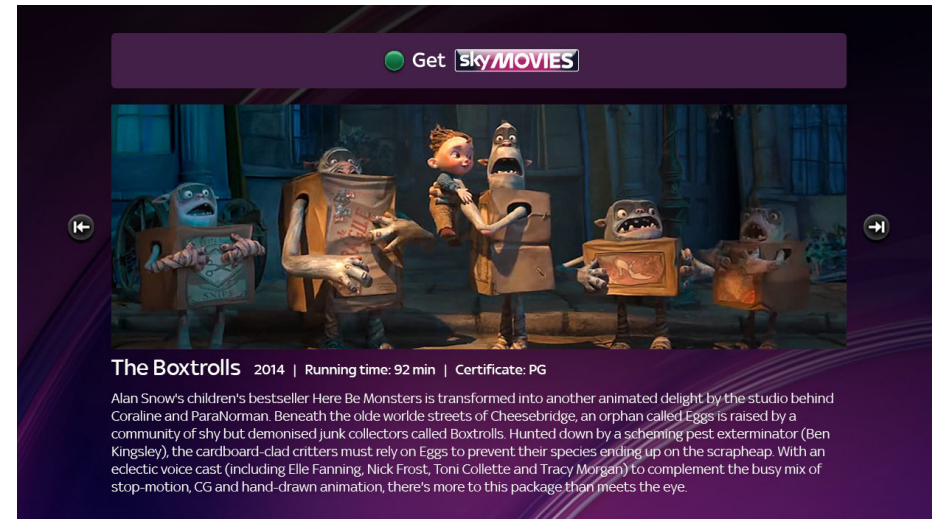
4. Interactive menu appears.

Example User Journey 2

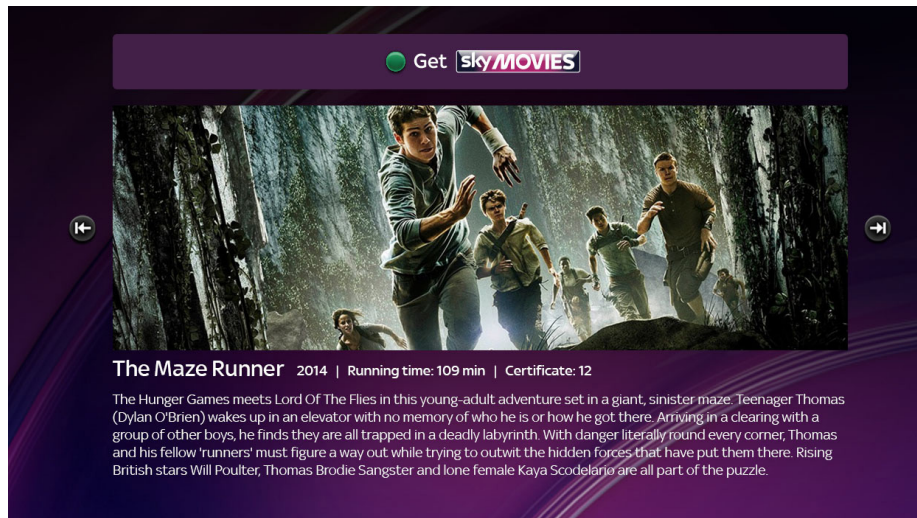
Sky Movies



4. OK pressed. User presses RIGHT arrow to navigate through slideshow.



5. RIGHT pressed.



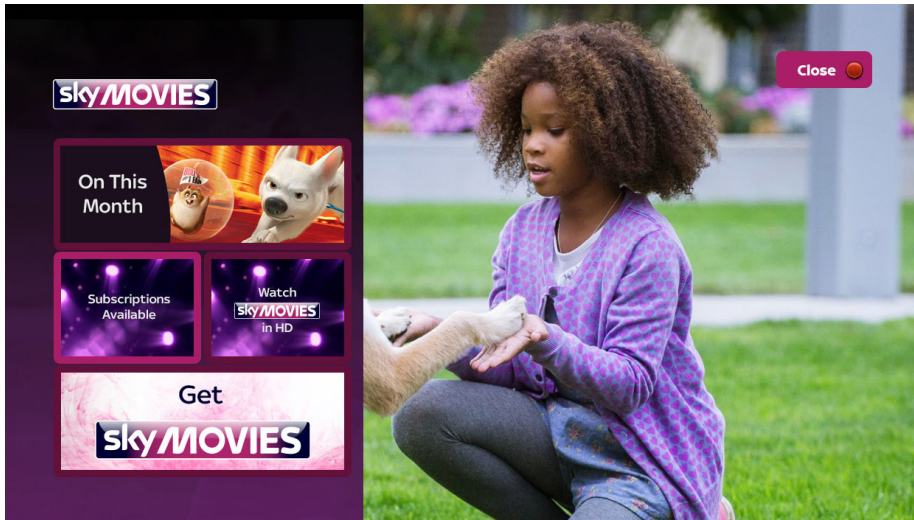
6. RIGHT pressed.



7. RIGHT pressed.

Example User Journey 2

Sky Movies



8. RIGHT pressed. Returns user back to menu screen. DOWN pressed once.



9. OK pressed. "Subscriptions available" slide appears.



10. BACK pressed. RIGHT pressed once.

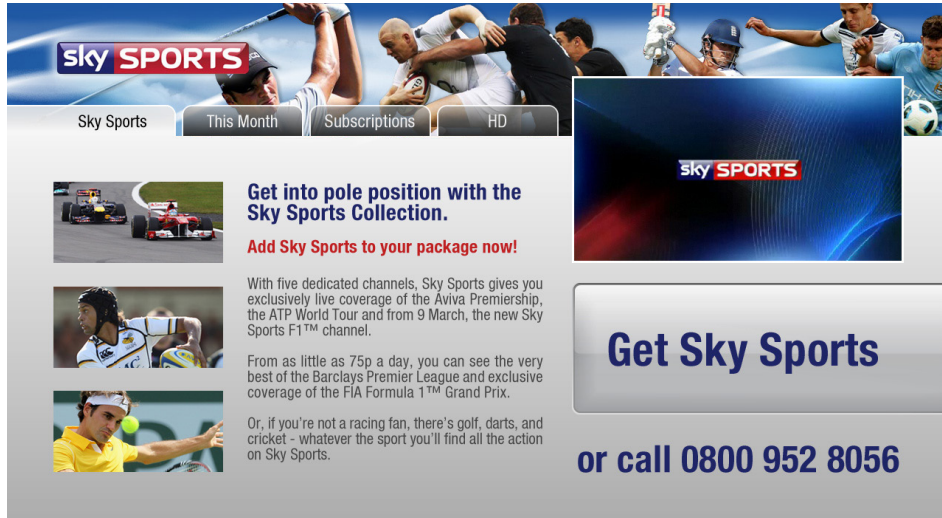


11. OK pressed. "Watch Sky Movies in HD" slide appears.

## Screen Comparison: Old vs New

Sky Sports and Sky Movies Home

### Current

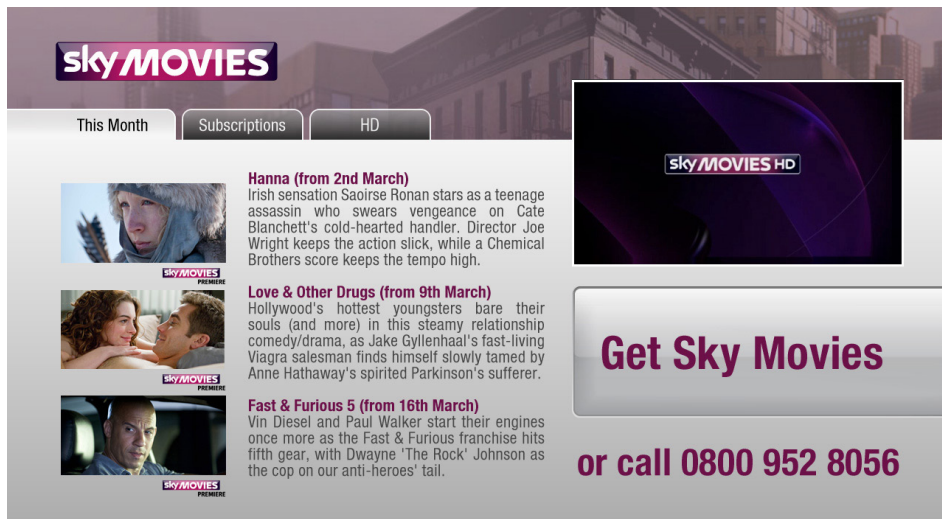


The current Sky Sports app interface features a top navigation bar with 'Sky Sports', 'This Month', 'Subscriptions', and 'HD' tabs. Below this is a promotional banner for the 'sky SPORTS' collection. The banner includes a 'sky SPORTS' logo, a 'Get into pole position with the Sky Sports Collection.' headline, and a call to action: 'Add Sky Sports to your package now!'. Below the headline are three small images of sports: Formula 1, tennis, and cricket. A paragraph of text describes the collection's content, including live coverage of the Aviva Premiership, ATP World Tour, and F1. A second paragraph mentions the Barclays Premier League and FIA Formula 1™ Grand Prix. A third paragraph states that the app offers a wide range of sports. At the bottom of the banner is a large 'Get Sky Sports' button and the phone number 'or call 0800 952 8056'.

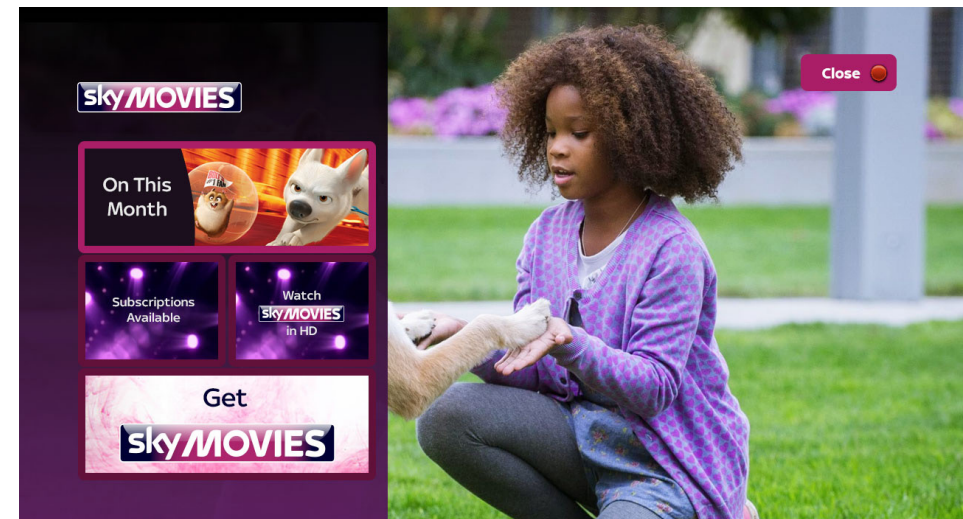
### Proposed



The proposed Sky Sports app interface features a dark background with a large image of a tennis player on the right. The 'sky SPORTS' logo is at the top left. Below it is a 'Close' button. The main content area is divided into three sections: 'On This Month' with a small image of a tennis match, 'Subscriptions Available' with a 'sky SPORTS' logo, and 'Watch sky SPORTS in HD' with a 'sky SPORTS' logo. At the bottom is a 'Get sky SPORTS' button. The background image of the tennis player is partially obscured by a semi-transparent overlay.



The current Sky Movies app interface features a top navigation bar with 'This Month', 'Subscriptions', and 'HD' tabs. Below this is a promotional banner for 'sky MOVIES HD'. The banner includes a 'sky MOVIES HD' logo, a 'Hanna (from 2nd March)' headline, and a paragraph of text describing the movie. Below the headline are three small images of movie posters: 'Hanna', 'Love & Other Drugs', and 'Fast & Furious 5'. A second paragraph describes the content of the collection. At the bottom of the banner is a large 'Get Sky Movies' button and the phone number 'or call 0800 952 8056'.



The proposed Sky Movies app interface features a dark background with a large image of a young girl on the right. The 'sky MOVIES' logo is at the top left. Below it is a 'Close' button. The main content area is divided into three sections: 'On This Month' with a small image of a dog, 'Subscriptions Available' with a 'sky MOVIES' logo, and 'Watch sky MOVIES in HD' with a 'sky MOVIES' logo. At the bottom is a 'Get sky MOVIES' button. The background image of the young girl is partially obscured by a semi-transparent overlay.



## Screen Comparison: Old vs New

*Sky Sports Subscriptions available*

### Current

The current website layout features a top navigation bar with 'Sky Sports', 'This Month', 'Subscriptions', and 'HD'. Below this, there are four subscription cards:

- sky SPORTS 1**: Sky Sports 1 Only. With TV size M+, L, or XL. £14.50 per month.
- sky SPORTS 2**: Sky Sports 2 Only. With TV size M+, L, or XL. £14.50 per month.
- sky SPORTS Collection**: Includes sky SPORTS 1, 2, 3, and 4. With TV size M+, L, or XL. £22.50 a month.
- Sky Sports & Movies\***: Includes sky SPORTS 1, 2, 3, 4, and sky/MOVIES. With TV size M+, L, or XL. £29.50 a month.

A large 'Get Sky Sports' button is positioned to the right of these cards, with the phone number 'or call 0800 952 8056' below it. A small footnote at the bottom left states: '\*Includes everything in our Sky Sports Collection and our Sky Movies Collection'.

### Proposed

The proposed website layout features a top navigation bar with a 'Get sky SPORTS' button. Below this, there are four subscription cards:

- sky SPORTS 1**: Sky Sports 1. Sky Movies Comedy, Family, Classics, Modern Greats, and Drama & Romance. With TV size M+, L or XL £14.50 / month.
- sky SPORTS 2**: Sky Sports 2. Sky Movies Comedy, Family, Classics, Modern Greats, and Drama & Romance. With TV size M+, L or XL £14.50 / month.
- Sky Sports Collection**: Includes sky SPORTS 1, 2, 3, and 4. With TV size M+, L or XL £14.50 / month.
- Sky Sports & Movies\***: Includes sky SPORTS 1, 2, 3, 4, and sky/MOVIES. With TV size M+, L or XL £14.50 / month.

A large 'Get Sky Sports' button is positioned to the right of these cards, with the phone number 'or call 0800 952 8056' below it. A small footnote at the bottom left states: '\* Includes Sky Anytime Movies'.

The current website layout features a top navigation bar with 'Sky Sports', 'This Month', 'Subscriptions', and 'HD'. Below this, there are three subscription cards:

- sky SPORTS HD1** and **sky SPORTS HD2**.
- sky/MOVIES HD**.

The main heading is 'Sky Premium HD\*\*'. Below it, the text reads: 'Get your chosen Sky Sports and Sky Movies channels in crystal clear HD for only £7.00.' A footnote states: '\* Sky Sports 3, Sky Sports 4, Sky Movies Premiere +1 and Disney Cinemagic are only available in standard definition.' A large 'Get Sky Sports' button is positioned to the right, with the phone number 'or call 0800 952 8056' below it. A small footnote at the bottom left states: '† To experience high definition channels at full quality on TiVo you need an HDMI lead connecting your set top box to an HD ready TV and a compatible home cinema surround sound system.'

The proposed website layout features a top navigation bar with a 'Get sky SPORTS' button. Below this, there are three subscription cards:

- sky SPORTS 1 HD** and **sky SPORTS 2 HD**.
- sky/MOVIES HD**.

The main heading is 'Sky Premium HD\*\*'. Below it, the text reads: 'Get your chosen Sky Sports and Sky Movies channels in crystal clear HD for only £7.00.' A footnote states: '\* Sky Sports 3, Sky Sports 4, sky Movies Premiere +1 and Disney Cinemagic are only available in standard definition.' A large 'Get Sky Sports' button is positioned to the right, with the phone number 'or call 0800 952 8056' below it. A small footnote at the bottom left states: '\* To experience high definition channels and full quality on TiVo you need an HDMI lead connecting your set up box to an HD ready TV and copatiable home cinema surround sound system.'

## Screen Comparison: Old vs New

*Sky Movies Subscriptions Available*

### Current

The current website layout features a navigation bar with 'This Month', 'Subscriptions', and 'HD' tabs. The main content area is divided into four subscription cards: 'Sky Movies 1', 'Sky Movies 2', 'Sky Movies Collection\*', and 'Sky Sports & Movies†'. A large 'sky/MOVIES HD' banner is positioned on the right side. Below the subscription cards, a prominent call to action reads 'Get Sky Movies or call 0800 952 8056'. Small footnotes at the bottom provide details about included content like Sky Anytime Movies and Sky Sports Collections.

### Proposed

The proposed website layout uses a dark purple and black color scheme. It features a 'Get sky/MOVIES' button at the top. The main content is organized into four subscription cards: 'Sky Movies 1', 'Sky Movies 2', 'Sky Movies Collection\*', and 'Sky Sports & Movies\*\*'. Each card includes a detailed list of content types (e.g., Comedy, Family, Classics, Modern Greats, Drama & Romance) and pricing information. A 'sky/MOVIES HD' banner is also present. The call to action 'Get Sky Movies or call 0800 952 8056' is repeated at the bottom. Footnotes clarify the inclusion of Sky Anytime Movies and the full Sky Sports & Movies collection.

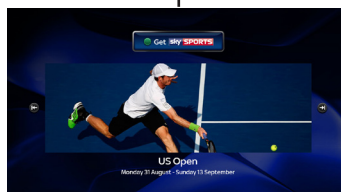
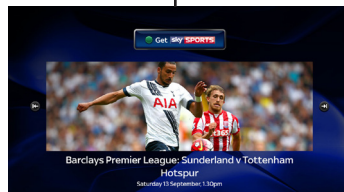
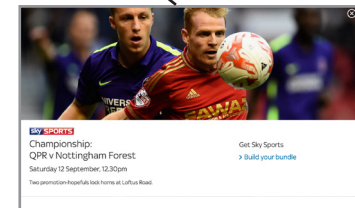
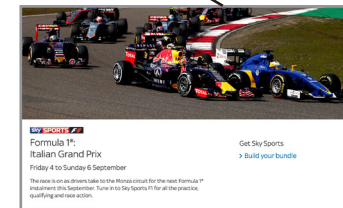
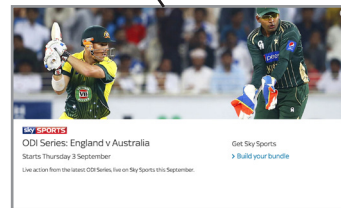
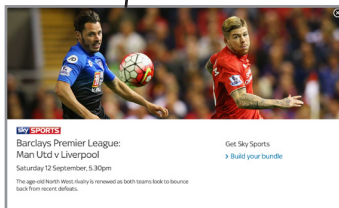
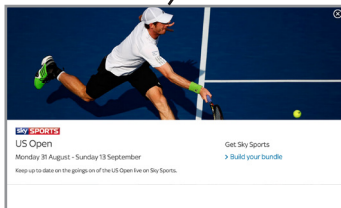
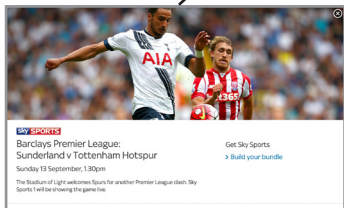
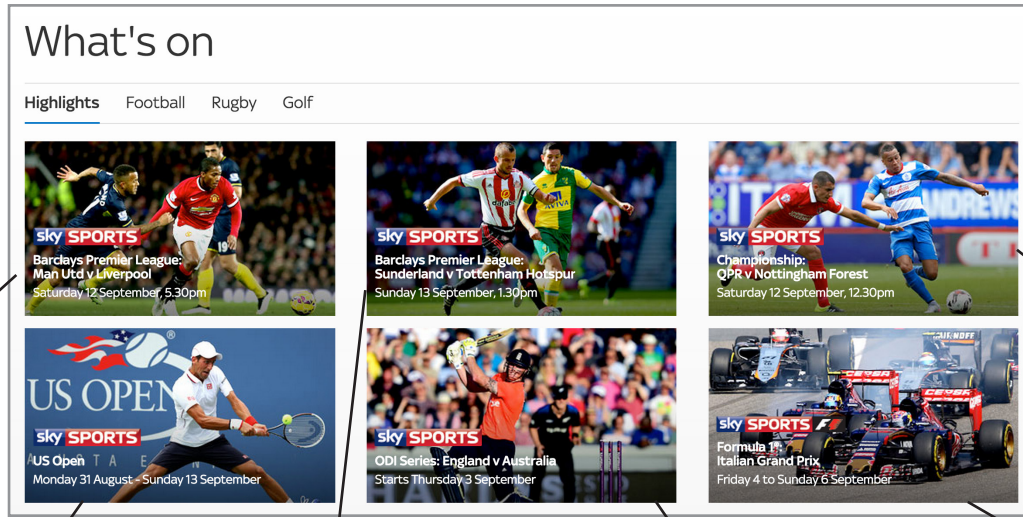
This current layout is specifically for HD subscriptions. It features 'This Month', 'Subscriptions', and 'HD' tabs. The main content area highlights 'sky/MOVIES HD' and 'sky SPORTS HD1' and 'sky SPORTS HD2'. The 'Sky Premium HD\*' card describes the offer: 'Get your chosen Sky Sports and Sky Movies channels in crystal clear HD for an extra £7.00 per month.' A large 'sky/MOVIES HD' banner is on the right. The call to action 'Get Sky Movies or call 0800 952 8056' is at the bottom. A footnote explains that high definition channels require an HDMI lead and a compatible TV and sound system.

The proposed HD layout maintains the dark theme. It features a 'Get sky/MOVIES' button and a 'sky/MOVIES HD' banner. Below, it highlights 'sky SPORTS 1 HD' and 'sky SPORTS 2 HD'. The 'Sky Premium HD\*\*' card offers 'Get your chosen Sky Sports and Sky Movies channels in crystal clear HD for only £7.00.' A call to action 'Get Sky Movies or call 0800 952 8056' is at the bottom. A footnote notes that Sky Sports 3, 4, Sky Movies Premiere +1, and Disney Cinemagic are only available in standard definition.

# Content

Sky Sports

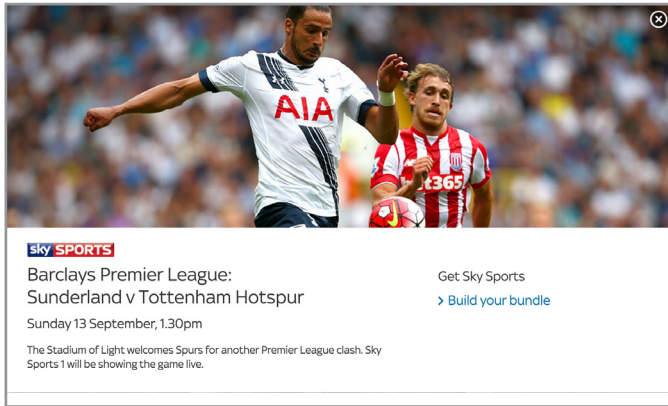
Can data be pulled from [www.sky.com/shop/tv/sports/](http://www.sky.com/shop/tv/sports/) ?



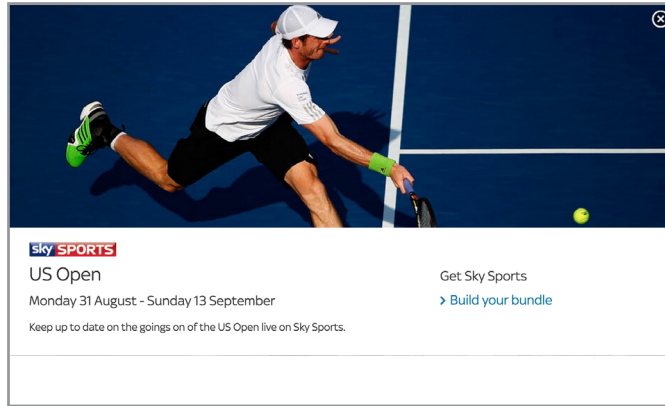
# Content

Sky Sports

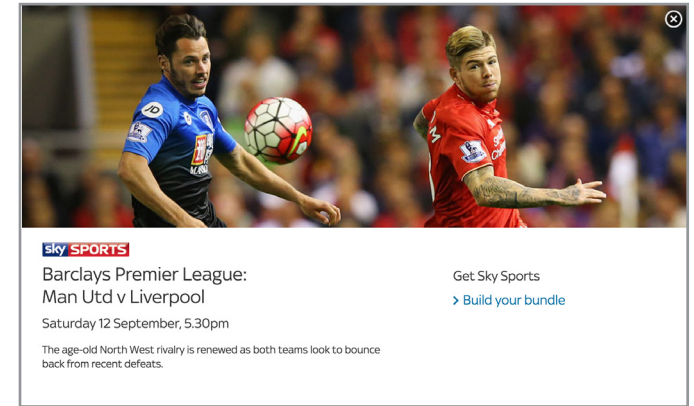
Can data be pulled from [www.sky.com/shop/tv/sports/](http://www.sky.com/shop/tv/sports/) ?



This screenshot shows a mobile app card for a Premier League match. The top image features a Tottenham player in a white kit with 'AIA' on the front, and a Sunderland player in a red and white striped kit. Below the image, the text reads: 'sky SPORTS Barclays Premier League: Sunderland v Tottenham Hotspur'. To the right of the title is a 'Get Sky Sports' button and a '> Build your bundle' link. The match date and time are listed as 'Sunday 13 September, 1.30pm'. A short paragraph at the bottom states: 'The Stadium of Light welcomes Spurs for another Premier League clash. Sky Sports 1 will be showing the game live.'



This screenshot shows a mobile app card for the US Open tennis tournament. The top image shows a tennis player in a white shirt and black shorts in mid-swing on a tennis court. Below the image, the text reads: 'sky SPORTS US Open'. To the right of the title is a 'Get Sky Sports' button and a '> Build your bundle' link. The dates are listed as 'Monday 31 August - Sunday 13 September'. A short paragraph at the bottom states: 'Keep up to date on the goings on of the US Open live on Sky Sports.'



This screenshot shows a mobile app card for a Premier League match. The top image features a Manchester United player in a blue kit and a Liverpool player in a red kit. Below the image, the text reads: 'sky SPORTS Barclays Premier League: Man Utd v Liverpool'. To the right of the title is a 'Get Sky Sports' button and a '> Build your bundle' link. The match date and time are listed as 'Saturday 12 September, 5.30pm'. A short paragraph at the bottom states: 'The age-old North West rivalry is renewed as both teams look to bounce back from recent defeats.'



This screenshot shows the same mobile app card as above, but with a dark blue background and navigation arrows on the sides. At the top, there is a 'Get sky SPORTS' button. The text below the image reads: 'Barclays Premier League: Sunderland v Tottenham Hotspur' and 'Saturday 13 September, 1.30pm'.



This screenshot shows the same mobile app card as above, but with a dark blue background and navigation arrows on the sides. At the top, there is a 'Get sky SPORTS' button. The text below the image reads: 'US Open' and 'Monday 31 August - Sunday 13 September'.







This screenshot shows the same mobile app card as above, but with a dark blue background and navigation arrows on the sides. At the top, there is a 'Get sky SPORTS' button. The text below the image reads: 'Barclays Premier League: Man Utd v Liverpool' and 'Saturday 12 September, 5.30pm'.

Content


Sky Movies

Can data be pulled from [www.sky.com/tv/channel/skymovies/collection/this-week's-sky-movie-premieres](http://www.sky.com/tv/channel/skymovies/collection/this-week's-sky-movie-premieres) ?

This week's Sky Movies Premieres

	<p><b>Annie (2014)</b> Watch Cameron Diaz and Jamie Foxx in this sunny update of the smash musical today...or Tomorrow!</p> <p>★ ★ ★ ☆ ☆      PG   2014   118 min</p> <p>Download Record Watch</p>		<p><b>Get On Up (ON DEMAND ONLY)</b> Get up offa that thing and have yourself a funky time with the story of the Godfather Of Soul, James Brown.</p> <p>★ ★ ★ ★ ☆      12   2014   139 min</p> <p>Download Record Watch</p>
	<p><b>The Book Of Life</b> Dazzling animation provides a feast for the eyes in this enchanting story of love, life and the afterlife.</p> <p>★ ★ ★ ★ ☆      U   2014   92 min</p> <p>Download Record Watch</p>		<p><b>This Is Where I Leave You</b> Jason Bateman and Tina Fey join their clan for a weird family reunion in this quirky ensemble comedy.</p> <p>★ ★ ☆ ☆ ☆      15   2014   99 min</p> <p>Download Record Watch</p>


**Annie (2014)** Next on: Sky Movies Premiere HD Today, 4:15pm



2014 | Running time: 118 min | Certificate: PG | Rating: ★ ★ ☆ ☆ ☆

Synopsis	Director	Cast
The musical adventures of the irresistible scamp Annie - last filmed in 1982, are given a fresh life makeover in this well-received update from director Will Gluck. After becoming the youngest first African nominee in Oscar history, Queenberry Waits stars as the hapless foster kid who is plucked from her hard-boiled life with the mean Miss Hannigan (Cameron Diaz) to live with ambitious billionaire Mr. Ducky (Jamie Foxx) as part of his campaign to become New York mayor. He knows she's a guaranteed vote-winner. But he had no idea how good she is at winning hearts too. After Big Apple's a stage for a moment, she spontaneously bursts into song like there's no...	Will Gluck	Queenberry Waits Cameron Diaz Jamie Foxx Russell Brand Bobby Cannavale Adewale Akinnuoye-Agbaje


**The Book Of Life** Next on: Sky Movies Premiere HD Today, 12:15pm



2014 | Running time: 92 min | Certificate: U | Rating: ★ ★ ★ ★ ☆

Synopsis	Director	Cast
In this visually ravishing cartoon feast, bullfighter Manolo (voiced by Diego Luna) and bandit scoundge Juanan (Channing Tatum) are both in love with the same girl - Marisol (voiced by Zoe Saldana). However, her free-spirited nature means she's shipped off by her protective dad until she's eighteen. Back in San Angel, the love rivalry between Manolo and Juanan is ignited. A living love story set against the backdrop of Mexico's Day of the Dead.	Jorge R. Gutierrez	Diego Luna Zoe Saldana Channing Tatum Cherise Adelajda Ice Cube


**This Is Where I Leave You** Next on: Sky Movies Premiere HD Tonight, 10:00pm



2014 | Running time: 99 min | Certificate: 15 | Rating: ★ ★ ☆ ☆ ☆

Synopsis	Director	Cast
When their father dies, four grown siblings - cockshotted Judd (Jason Bateman), frustrated wife Wendy (Tina Fey), semi-widow Paul (Cory Stoll) and young son Luke (Maxwell Simons) are persuaded by their domineering mom, Lane (Tina Fey), to return to their childhood home and live under the same roof for a week while they celebrate the Jewish festival of Shabbat. As the Museum director (Shawn Levy) assembles another grand ensemble for a comedy slightly more grounded in reality.	Shawn Levy	Jason Bateman Tina Fey Adam Driver Rose Byrne John Fooks Cory Stoll


**Get On Up** Next on: Sky Movies Premiere HD Fri 4 Sep, 9:45am



2014 | Running time: 139 min | Certificate: 12 | Rating: ★ ★ ★ ★ ☆

Synopsis	Director	Cast
Chadwick Boseman gets on the good foot and never puts it wrong as 'The Godfather of Soul' James Brown in this fabulous biopic from the director of 'The Help'. From teenage prodigy to the hardest working man in showbusiness, Boseman puts body, voice and soul into the life and superb times of one of the most influential musicians in history. With house hits on backing as Brown's trusty engineer Bobby Byrd and every number one record, groove it, slowstop it, the way you like it, is the way it is.	Tate Taylor	Chadwick Boseman Neelke Hais Dan Fuleo Vince Davis Lennie James Omarion Spencer

**Annie** 2014 | Running time: 118 min | Certificate: PG




The musical adventures of the irresistible scamp Annie - last filmed in 1982 - are given a fresh life makeover in this well-received update from director Will Gluck. After becoming the youngest first African nominee in Oscar history, Queenberry Waits stars as the hapless foster kid who is plucked from her hard-boiled life with the mean Miss Hannigan (Cameron Diaz) to live with ambitious billionaire Mr. Ducky (Jamie Foxx) as part of his campaign to become New York mayor. He knows she's a guaranteed vote-winner. But he had no idea how good she is at winning hearts too. After Big Apple's a stage for a moment, she spontaneously bursts into song like there's no...

**The Book Of Life** 2014 | Running time: 92 min | Certificate: U




In this visually ravishing cartoon feast, bullfighter Manolo (voiced by Diego Luna) and bandit scoundge Juanan (Channing Tatum) are both in love with the same girl - Marisol (voiced by Zoe Saldana). However, her free-spirited nature means she's shipped off by her protective dad until she's eighteen. Back in San Angel, the love rivalry between Manolo and Juanan is reignited. A living love story set against the backdrop of Mexico's Day of the Dead.

**This Is Where I Leave You** 2014 | Running time: 99 min | Certificate: 15



When their father dies, four grown siblings - cockshotted Judd (Jason Bateman), frustrated wife Wendy (Tina Fey), semi-widow Paul (Cory Stoll) and young son Luke (Maxwell Simons) are persuaded by their domineering mom, Lane (Tina Fey), to return to their childhood home and live under the same roof for a week while they celebrate the Jewish festival of Shabbat. As the Museum director (Shawn Levy) assembles another grand ensemble for a comedy slightly more grounded in reality.

**Get On Up** 2014 | Running time: 139 min | Certificate: 12



Chadwick Boseman gets on the good foot and never puts it wrong as 'The Godfather of Soul' James Brown in this fabulous biopic from the director of 'The Help'. From teenage prodigy to the hardest working man in showbusiness, Boseman puts body, voice and soul into the life and superb times of one of the most influential musicians in history. With house hits on backing as Brown's trusty engineer Bobby Byrd and every number one record, groove it, slowstop it, the way you like it, is the way it is.

Content

Sky Movies

Can data be pulled from [www.sky.com/tv/channel/skymovies/collection/this-week's-sky-movie-premieres](http://www.sky.com/tv/channel/skymovies/collection/this-week's-sky-movie-premieres) ?

## Annie (2014) Share

Next on: Sky Movies Premiere HD Today, 4:15pm Download Record Watch




2014 | Running time: 118 min | Certificate: PG | Rating: ★★☆☆☆


 <h3 style="margin: 0;">Synopsis</h3> <p style="font-size: 0.8em; margin: 0;">The musical adventures of the irrepressible scamp Annie - last filmed in 1982 - are given a Glee-like makeover in this selfie-conscious update from Easy A director Will Gluck. After becoming the youngest Best Actress nominee in Oscar history, Quvenzhané Wallis stars as the Harlem foster kid who is plucked from her hard-knock life with the mean Miss Hannigan (Cameron Diaz) to live with ambitious billionaire Will Stacks (Jamie Foxx) as part of his campaign to become New York mayor. He knows she's a guaranteed vote-winner. But he had no idea how good she is at winning hearts too. All the Big Apple's a stage for a remake that spontaneously bursts into song like there's no...</p>	<h3 style="margin: 0;">Director</h3> <p style="font-size: 0.8em; margin: 0;">Will Gluck</p>	<h3 style="margin: 0;">Cast</h3> <p style="font-size: 0.8em; margin: 0;">Quvenzhané Wallis Cameron Diaz Jamie Foxx Rose Byrne Bobby Cannavale Adeleke Akinuoye-Agbaje</p>
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## Get On Up Share

Next on: Sky Movies Premiere HD Fri 4 Sep, 9:45am Download Record Watch



2014 | Running time: 139 min | Certificate: 12 | Rating: ★★★★★

 <h3 style="margin: 0;">Synopsis</h3> <p style="font-size: 0.8em; margin: 0;">Chadwick Boseman gets on the good foot and never puts it wrong as 'The Godfather of Soul' James Brown in this funkalcious biopic from the director of The Help. From teenage jailbird to 'the hardest working man in showbusiness', Boseman puts body, voice and soul into the life and superbad times of one of the most influential musicians in history. With Nelsan Ellis on backing as Brown's trusty wingman Bobby Byrd and every number a movin', groovin' showstopper, the way you'll like it is the way it is.</p>	<h3 style="margin: 0;">Director</h3> <p style="font-size: 0.8em; margin: 0;">Tate Taylor</p>	<h3 style="margin: 0;">Cast</h3> <p style="font-size: 0.8em; margin: 0;">Chadwick Boseman Nelsan Ellis Dan Aykroyd Viola Davis Lennie James Octavia Spencer</p>
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● Get **SKYMOVIES**



**Annie** 2014 | Running time: 118 min | Certificate: PG

The musical adventures of the irrepressible scamp Annie - last filmed in 1982 - are given a Glee-like makeover in this selfie-conscious update from Easy A director Will Gluck. After becoming the youngest Best Actress nominee in Oscar history, Quvenzhané Wallis stars as the Harlem foster kid who is plucked from her hard-knock life with the mean Miss Hannigan (Cameron Diaz) to live with ambitious billionaire Will Stacks (Jamie Foxx) as part of his campaign to become New York mayor. He knows she's a guaranteed vote-winner. But he had no idea how good she is at winning hearts too. All the Big Apple's a stage for a remake that spontaneously bursts into song like there's no...

● Get **SKYMOVIES**



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