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SKY (BRITISH SKY BROADCASTING) SWOT & PESTLE ANALYSIS

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Company Name : Sky (British Sky Broadcasting)

Company Sector : Media and Entertainment

Operating Geography : London, Europe, Global

About the Company :

British Sky Broadcasting, founded in 1988 has been rebranded as Sky plc. after the acquisition of its sister companies in Germany and Italy. It is headquartered in London. The takeover of the sister companies has turned the company into a pan-European TV giant with 22.5 million customers in the UK, Ireland, Austria, Germany and Italy. This telecommunications and media behemoth supplies television and broadband internet services, fixed line and mobile telephony services to individuals and organizations in UK. Post the merger of Sky Television and British Satellite Broadcasting, Sky rose to become Britain's biggest digital subscription television company. Some of its offerings include Sky Digibox, Sky+, Sky+ HD, Sky Q and 4K UHD. It has four most popular entertainment channels are Sky 1, Sky Living, Sky Atlantic and Sky Arts. Sky, headquartered in Middlesex, UK, has employees over 32,000 people as of early 2022. Sky Ireland stated in July 2022 that Sky's new TV, Sky Glass, will be available in Ireland in August 2022. Sky Glass, which is available in a variety of sizes and colours, is the only TV with award-winning Sky inside, allowing users to get Sky TV over WiFi, eliminating the need for a satellite dish or set-top box.

The USP of Sky group lies in it being the largest media group in Europe. Sky group's mission statement reads, "Made for people who want clarity in an uncertain world." with vision of "We aim to be the best and most trusted place for news."

Revenue :

\$19 billion – FY ending 30th June 2021

\$15.6 million – FY ending 30th June 2020

SWOT Analysis :

The SWOT Analysis for Sky (British Sky Broadcasting) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong growth in key operational performance indicators 2.Strong content available across the brands 3.Substantial strategic investments to develop innovative industry leading products 4.New Zealand's leading digital multi-media business 5.Strong hold in sports streaming 	<ul style="list-style-type: none"> 1.High cost of acquiring content
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in Untapped Markets 2.Expansion of Sky and WarnerMedia multi-year content deal 3.Customers preferring digital formats for viewing content. 4.Partnership with Lightbox to increase customer engagement 	<ul style="list-style-type: none"> 1.High risk from increasing Competition 2.Declining revenue and customer base due to Covid-19

PESTLE Analysis :

The PESTLE Analysis for Sky (British Sky Broadcasting) is given below:

Political	Economical
1.Impact of Brexit on Sky Ireland	1.Rising costs of acquiring content
Social	Technological
1.Changing customer service delivery 2.Growing demand to view channels through multiple platforms	1.Substantial investments to create new products 2.Creating future revenue streams through new innovations 3.Launch of new Sky Glass with CE technology
Legal	Environmental
1.Decisions regarding ongoing investigations of regulatory matters that involve the group 2.Change in regulatory laws and compliance 3.Rising piracy and violation of intellectual property laws	1.Initiatives like Sky Ocean rescue that encourage and inform customers about the health of the oceans 2.Initiatives to reduce the carbon footprint of the group

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Client Support:
support@swotandpestle.com