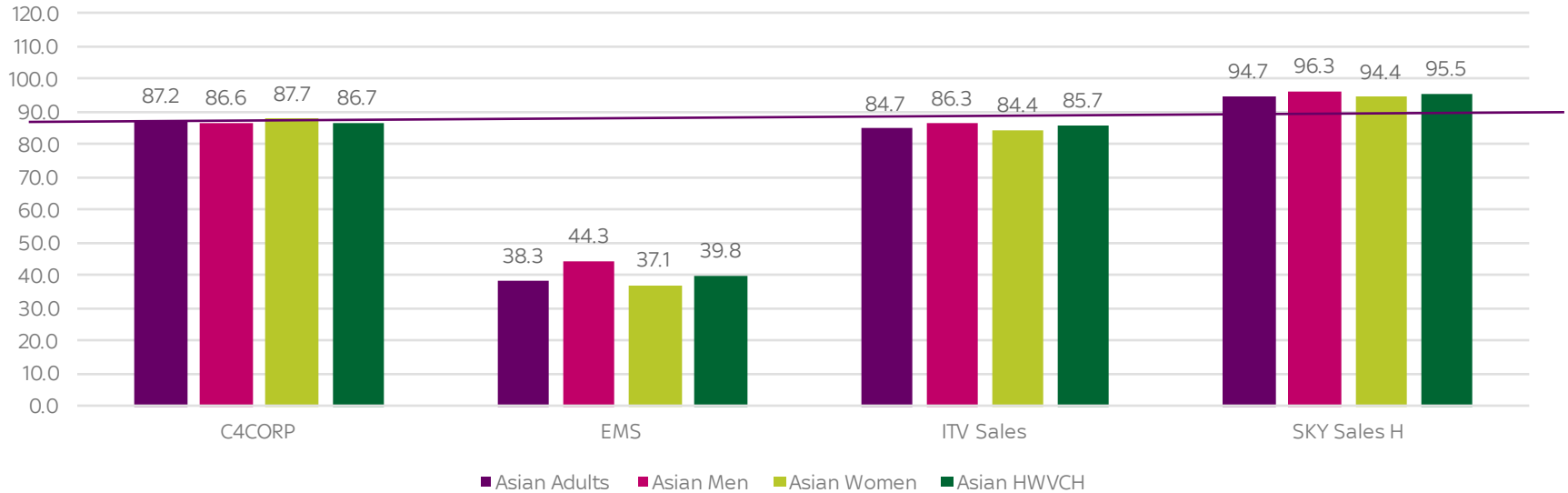


FACT - Sky Reaches More South Asians Than Any Other Sales House

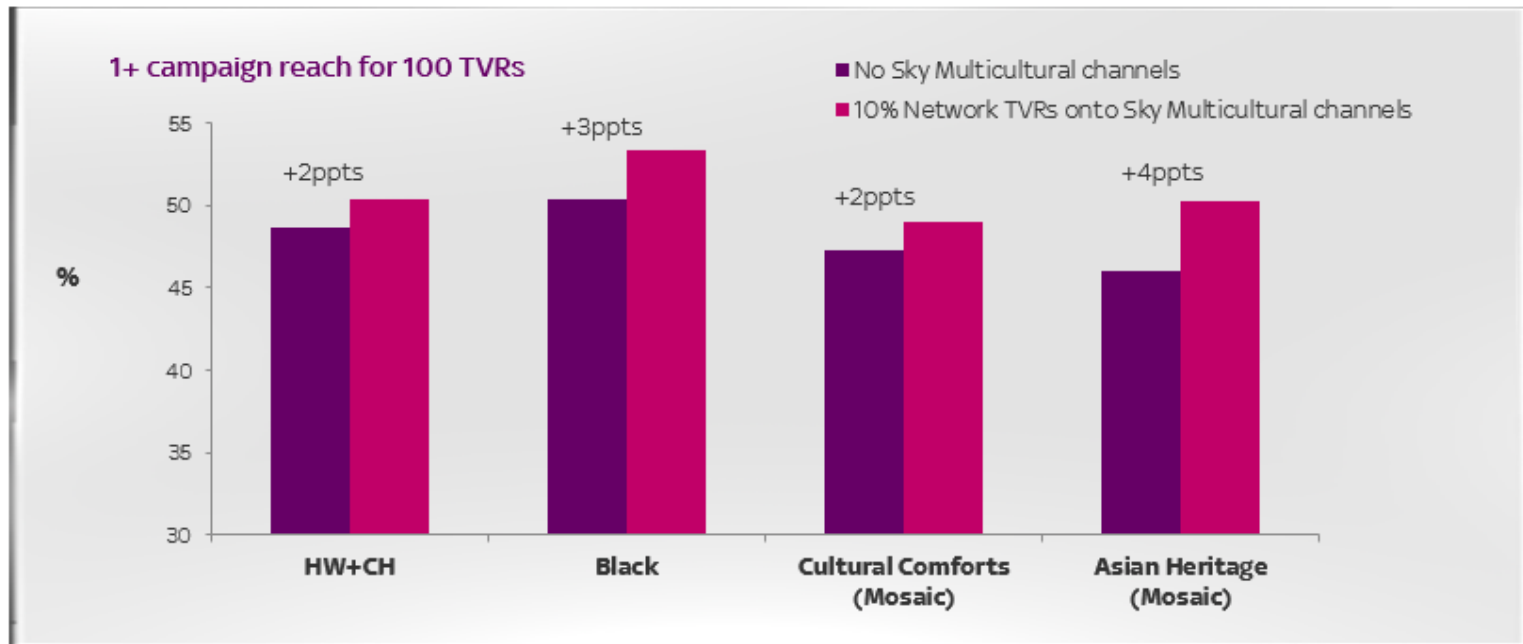
Average Monthly Reach































Helping drive incremental reach

Better RETURN ON INVESTMENT - coverage improves when you top-up a campaign by adding Sky Multicultural channels



Multicultural Festival Calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
 <p>13th Lohri</p>		 <p>13th Holi</p>	 <p>10th Passover</p>	 <p>11th Lailat al Bara'a</p>			 <p>7th Rakhi /Raksha Bandhan</p>	 <p>1st Eid-al-Adha</p>	 <p>1st Ashura</p>	 <p>Guru Nanak Jayanti</p>	
 <p>14th Makar Sankranti</p>			 <p>14th Vaisakhi /Baisakhi</p>				 <p>20th Janamashtami</p>	 <p>21st Rosh Hashanah</p>	 <p>1st-7th Golden Week</p>		
 <p>28th - 11th Feb Chinese New Year and Lantern Festival</p>				 <p>27th May- 25th Jun Ramadan</p>			 <p>25th Ganesh Chaturthi</p>	 <p>21st Al Hijra</p>	 <p>19th - 23rd Diwali</p>		 <p>12th - 20th Chanukah</p>
	 <p>25th Shivaratri</p>				 <p>25th Jun Eid-al-Fitr</p>			 <p>21st-29th Navaratri</p>	 <p>Black History Month</p>		
							 <p>31st Day of Hajj</p>	 <p>26th Durga Puja</p>			 <p>Christmas</p>

 Hindu
  Chinese
  Islam
  Jewish
  Sikh