

sky



**infectious**  
M E D I A

intelligent online display

**Stefan Beckmann, Infectious Media**

**Joel Christie, BSkyB**

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**"To be the choice of 10 million families is a big achievement for the whole team at Sky.**

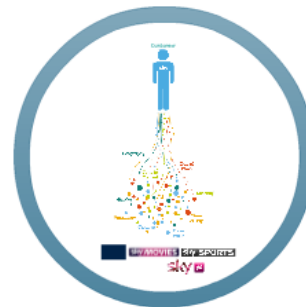
**...we will push on from here and create new reasons for people to join in and take more from us."**

**Jeremy Darroch, CEO, BSkyB  
November, 2010**



The screenshot shows the Sky website's promotional page for an "Online £25 M&S voucher offer". The page includes a search bar, navigation links, and a main heading "Online £25 M&S voucher offer". Below this, there is a section titled "M&S Vouchers" with a sub-heading "How to claim your voucher". The instructions are as follows:

- 1. Choose a bundle or build your own:** Choose one of the price bundles, available for 30 days. You can also build your own bundle.
- 2. Complete your order online:** Once you've chosen the right bundle, you'll be taken to the checkout to complete your order.
- 3. Wait for your Sky TV to be installed:** Book a date and time for a professional installer to visit and install your Sky TV. You'll receive a confirmation email once your order is confirmed.
- 4. Enjoy your £25 M&S voucher:** Complete these steps and you'll receive your £25 M&S voucher. You can use it to purchase any item in the M&S online store.





Prospect





Search Shop

Search

Trends > Sky Go > On Demand > 2TB Box

Home

Find & Watch TV

Sky Products

Shop

My Sky

Help & Support

Sign In

Sign Up

Email

Shop > Bundles & Offers > Vouchers

## Online £25 M&S voucher offer

Join Sky TV online and we'll welcome you with a £25 voucher

Join now



## M&S Vouchers

Your voucher will be added to your basket automatically so you won't need to select anything on the way. We'll email you your voucher within 45 days of activating your service. To qualify for our M&S voucher offer, all you need to do is follow the simple steps below.

### How to claim your voucher



#### 1. Choose a bundle or build your own

Choose one of our [popular bundles](#), including Sky TV, Broadband and Talk, or [create your own](#) TV bundle to suit your lifestyle.



#### 2. Complete your order online

Once you've chosen the right package for you, complete your order online to receive your vouchers.



#### 3. Wait for your Sky TV to be installed

Book a date and time for a visit from a Sky engineer. Your set-up will be fuss-free and shouldn't take longer than an hour.

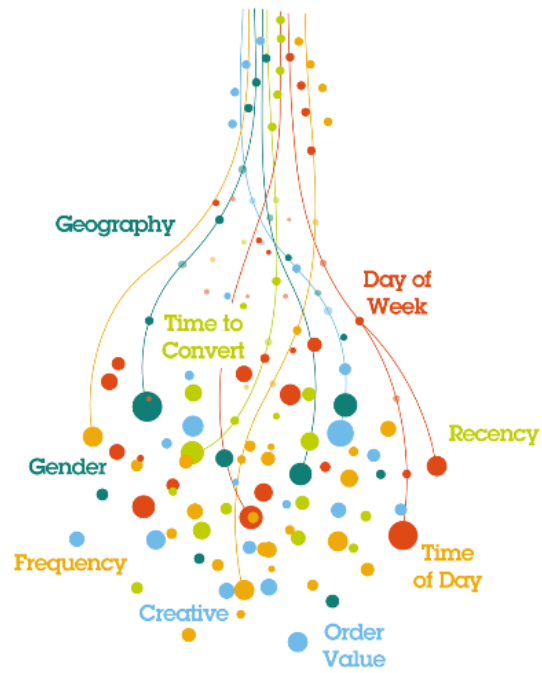


#### 4. Enjoy your £25 M&S voucher

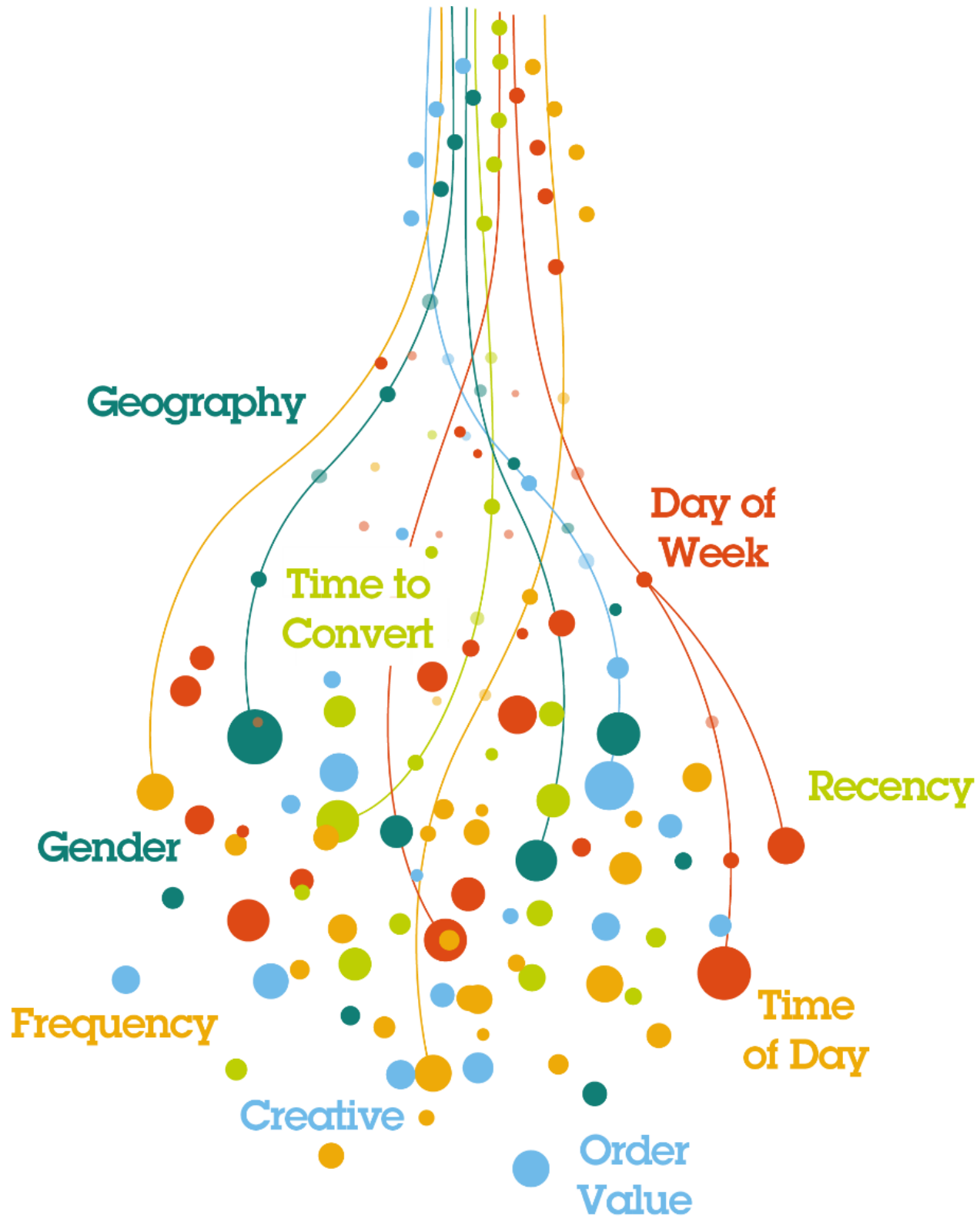
Complete these steps and we'll email your voucher, within 45 days of activating your service, to the address provided when joining Sky.

[> Get started](#)

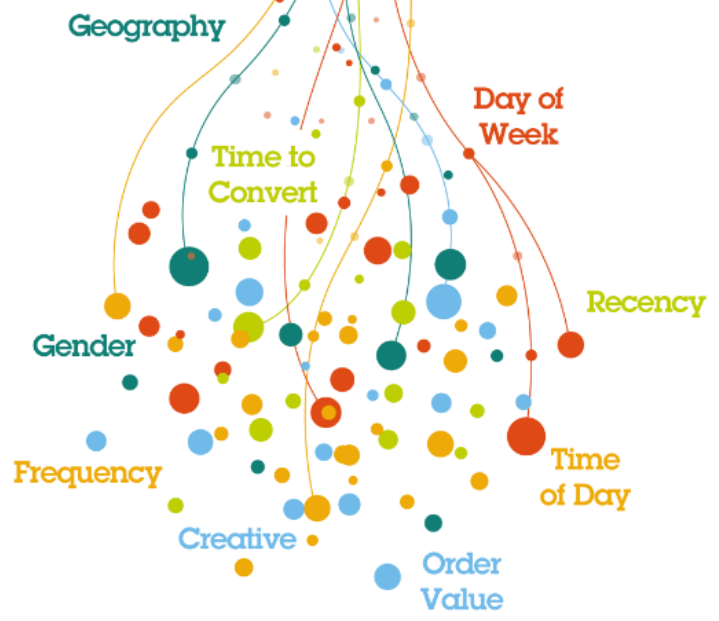
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# football

 Webfeed

## Breaking news

Malone will avoid UK rights war with Murdoch's BSKyB - Reuters

## Mali v Nigeria – live!

Last updated less than one minute ago



**IN PLAY** MBM report: Follow all of the action from the first Africa Cup of Nations semi-final, with Barry Glendenning NOW

● Jonathan Wilson's latest Cup of Nations blog

## 'World-class' Wilshere faces Brazil

Steven Gerrard claims Jack Wilshere has the potential to become 'one of the best in the world'

- Look back at Barney Ronay's webchat
- Cole to reach his England century

## Balotelli at centre of racism storm

Racist remarks about Mario Balotelli by the Milan vice-president have caused outrage

- Fellaini doubt for Old Trafford trip
- Jones struck down by case of shingles

## Liverpool consider Ben Arfa move

The Liverpool manager Brendan Rodgers is interested in signing Newcastle's Hatem Ben Arfa this summer

- Debrecken keeper denies fixing Liverpool game
- All the latest on our breaking newswire

## Video interview with Neymar Life at 21, plus taking on England



## Davies linked with Forest return



Billy Davies has rejected the chance to take over as Blackpool manager amid speculation of a return to Nottingham Forest

## More news, features and comment

[Live video stream of France v Germany at 8pm GMT](#)

[Saha joins Lazio as cover for injured striker Klose](#)

sky SPORTS

Everton vs Chelsea

18 1878 vs. CHELSEA 1905 FOOTBALL CLUB

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Believe in better



**The Knowledge**  
Goalscorers who form the name of their team and comeback kings

## Fixtures and match reports

← Feb 2013 →

M	T	W	T	F	S	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3

## Competitions

World Cup 2014



## Sky Sports

# The home of live sport

[Sign in](#)[Review](#)[Confirm](#)

1

2

3

### Fast & easy Sky Sports upgrade

**£5** off your first bill when you upgrade online

Sign up if you don't have a Sky ID

- Upgrade now and Sky Sports could be live in your home in just a few hours
- Sky Sports F1™ is free for our customers with the HD Pack or Sky Sports 1 & 2
- Enjoy live coverage of over 100 sports on 6 Sky Sports channels

Live Barclays Premier League

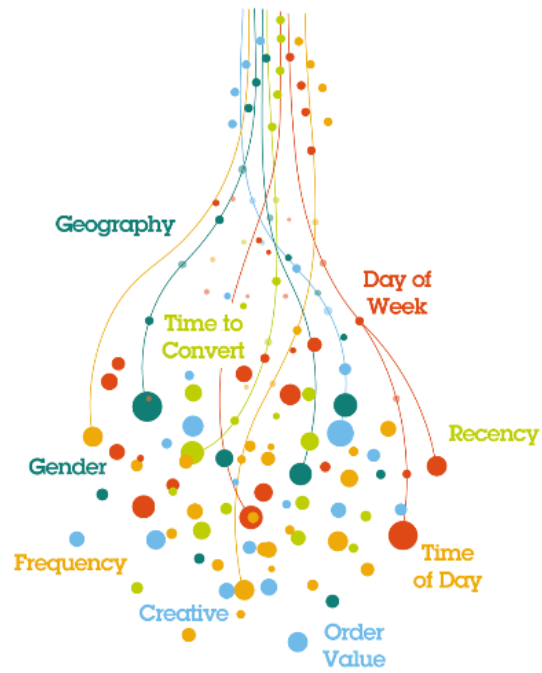
#### More Sky Sites

[Sky Corporate](#) | [Sky News](#) | [Sky Sky Sports](#) | [Sky Bet](#) | [Sky Bingo](#) | [Sky Poker](#) | [Sky Vegas](#) | [NOW TV](#) | [The Bigger Picture](#) | [Sky Sports Living For Sports](#) |

[Sky Ride](#) | [Sky Arts Ignition Series](#) | [Sky Rainforest Rescue](#) | [Carbon Calculator](#) | [Sky Line Consumer Panel](#) | [Store Locator](#) | [Work For Sky](#) | [Security Centre](#) |

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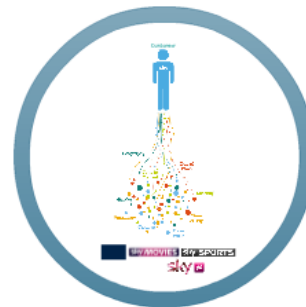
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sky HD sky @



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# Results

- CPA 16% lower than aggressive target
- 0% Wastage
- 15% Year on Year Growth Sports Upgrades

# Key to Success



- Identified the need and acted
- Data Integration
- Strategic Planning

**MEDIACOM**

- Strategic Planning insights
- Infrastructure Setup
- Implementation



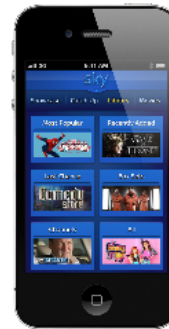
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- Identified the opportunity
- Provided the solution
- Overachieved the CPA goal



# Future



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