

Sky <http://www.sky.com>



MCN has signed on as the exclusive sales representative for AU and NZ audiences of the BSKYB sites.

MCN Online is going through a phenomenal growth phase with the addition of Sky Digital Media's 168 sites, coupled with some major redevelopments of existing sites.

The addition of Britain's fourth largest portal, Sky.com, enables MCN to cover everything from movies, motoring and travel to games and showbiz. The site portfolio compliments our existing range of sites and grows our online audience along our 5 key pillars: Sport, Entertainment, Lifestyle, News and Music.

It also gives MCN one of the largest online sports offerings in Australia. Included are Skysports.com, Premierleague.com, and Football365.com, as well as famous club sites such as Arsenal, Everton, Spurs, Rovers, and Saracens, Wasps and Wigan. THIS IS ON TOP OF OUR ALREADY MARKET LEADING POSITION FOR SPORT ONLINE WITH FOX SPORTS.

Some of SKY's most visited sites include;

- Skysports.com
- Football365.com
- Sportinglife.com
- Teamtalk.com
- PGA European Tour
- PlanetF1.com
- The official club sites for Liverpool FC, Arsenal, Everton FC, Spurs and more

Our friendly and flexible team can deliver stand alone or integrated tailored advertising solutions to meet all your campaign objectives.

Contact:

peter.birch@mcn.com.au

Nathan.trevitt@mcn.com.au (Direct)

Online statistics

SkySports.com

Page Impressions – 7,098,737

Unique Browsers – 184 381

Time on Site – 7:24

[About SkySports](#)

MCN MultiChannelNetwork

Key programs

