



## BRITISH ACADEMY TELEVISION AWARDS

supported by **Sky+**

### **SKY+ TO SPONSOR THE BRITISH ACADEMY TELEVISION AWARDS**

**March 7 2008**

It was announced today that Sky+ is to sponsor this year's British Academy Television Awards, which will take place on Sunday 20 April at the London Palladium and will be broadcast on BBC One. The awards will be hosted by Graham Norton.

Amanda Berry, Chief Executive of BAFTA, said: "The Television Awards embrace the diverse range of performances and programmes shown across many channels and the Academy is therefore delighted to be working with Sky+, a comprehensive and highly advanced TV service.

In addition to sponsoring the event, Sky+ will assume patronage of the Audience Award, the only one at the ceremony voted-for by the public. Details of the Sky+ Audience Award and its nominations will be announced shortly.

Brian Sullivan, Sky's Customer Group Managing Director said: "We're very proud that Sky+ will be sponsoring Britain's most prestigious television awards. BAFTA celebrates the huge breadth of quality British television and Sky+ has transformed the viewing experience of millions by allowing the creation of personalised TV schedules. It's a natural partnership for us."

Last year's Television Awards were hailed as one of BAFTA's most successful; a television audience of circa 6 million saw Jim Broadbent winning Best Actor for his eponymous role in Longford, and Victoria Wood scooping her seventh BAFTA as Best Actress, for Housewife, 49.

With an expert industry membership of nearly 6,500 individuals globally, the Academy focuses attention on the highest achievements of films, new media and television programmes shown in the UK each year in order to motivate and inspire those who make them, and to educate and develop the taste of those who watch.

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**About BAFTA:**

The British Academy of Film and Television Arts supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public.

**About Sky+**

Sky+, the UK's most popular personal video recorder, allows viewers to pause and rewind live TV, record two channels at the same time, set up series links to record every episode of a show and even set recordings from anywhere in the world via a PC or mobile phone.

**For further information:**

For BAFTA

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