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SKY NEWS to Launch Live Captioning From October 1, 2010

SKY NEWS, Australia's News Channel, today announced it will add to its service by introducing live captioning for all its subscribers commencing Friday, October 1, 2010.

SKY NEWS will begin captioning 7 days a week on the **SKY NEWS National** channel (Channel 601) on a programming block led by its flagship political programme *PM Agenda*. **SKY NEWS** National channel 601 will be captioned every day from 4:00 – 5:00pm. In coming months captioning will be extended to the **SKY NEWS Business** channel (Channel 602).

The **SKY NEWS** captioning service will be delivered by the leading deafness services and captioning innovator, Ai-Media.

SKY NEWS Chief Executive Officer, **Angelos Frangopoulos**, said: "This is the beginning of dedicated captioning services on **SKY NEWS** and we will expand the service over time. We are delighted to be able to increase access for the deaf and hearing impaired. The **SKY NEWS** Multiview split screen service already carries video and text story options 24 hours a day across all news genres.

"*PM Agenda* is our key political program and we believe it's the ideal way to start dedicated captioning on **SKY NEWS**. We have already worked successfully with Ai-Media to provide captioning for the Federal Election Day 2010 and look forward to expanding that relationship."

** Note: All programs listed are in AEST*

For further information;

Lucy Squire
FOXTEL Publicity
(02) 9813 7336
m. 0411 616 662