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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*

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