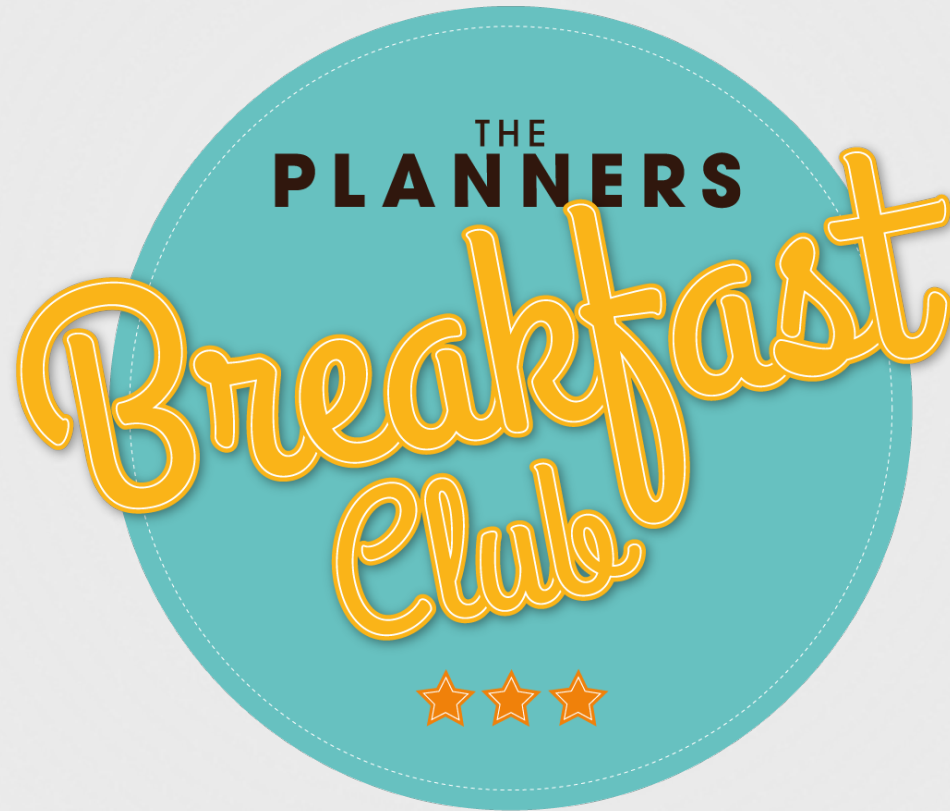


sky | MEDIA



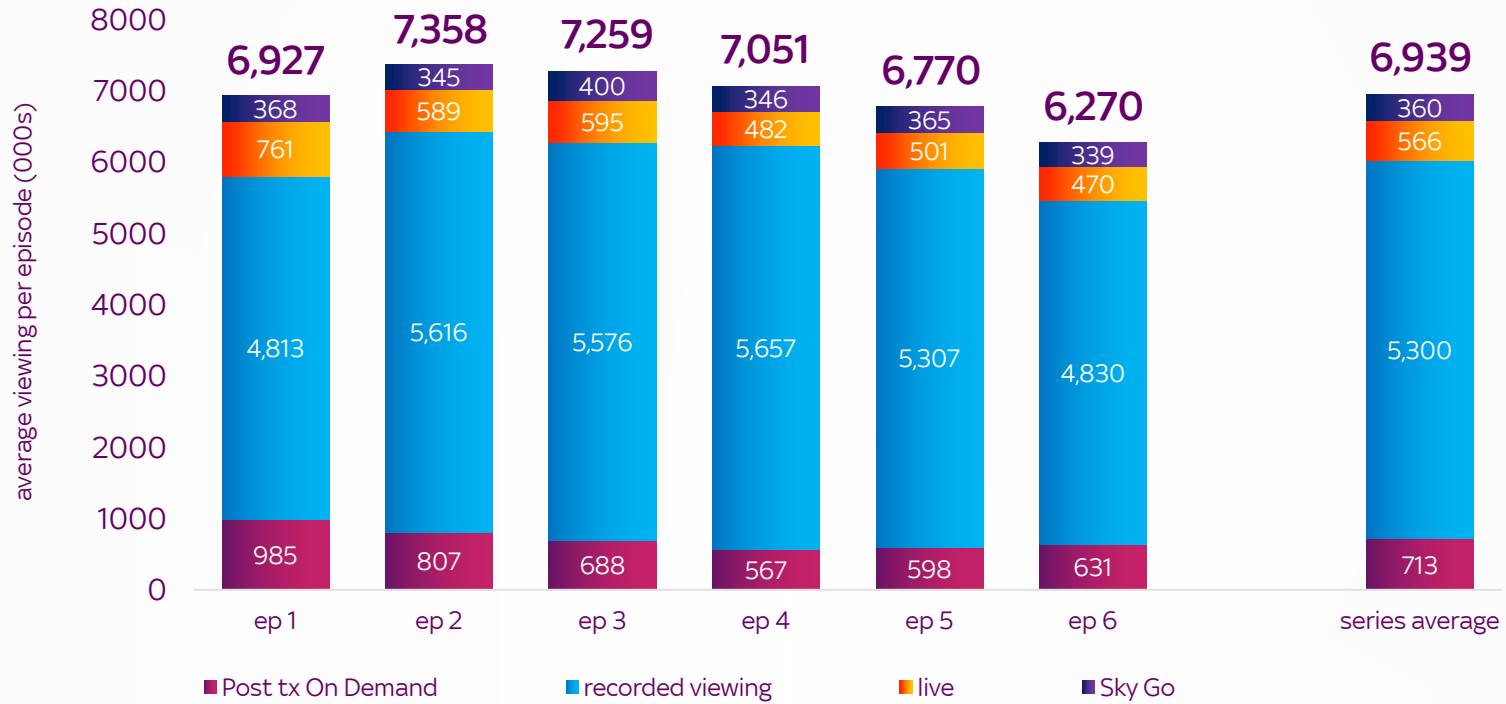


Event TV

Game of Thrones

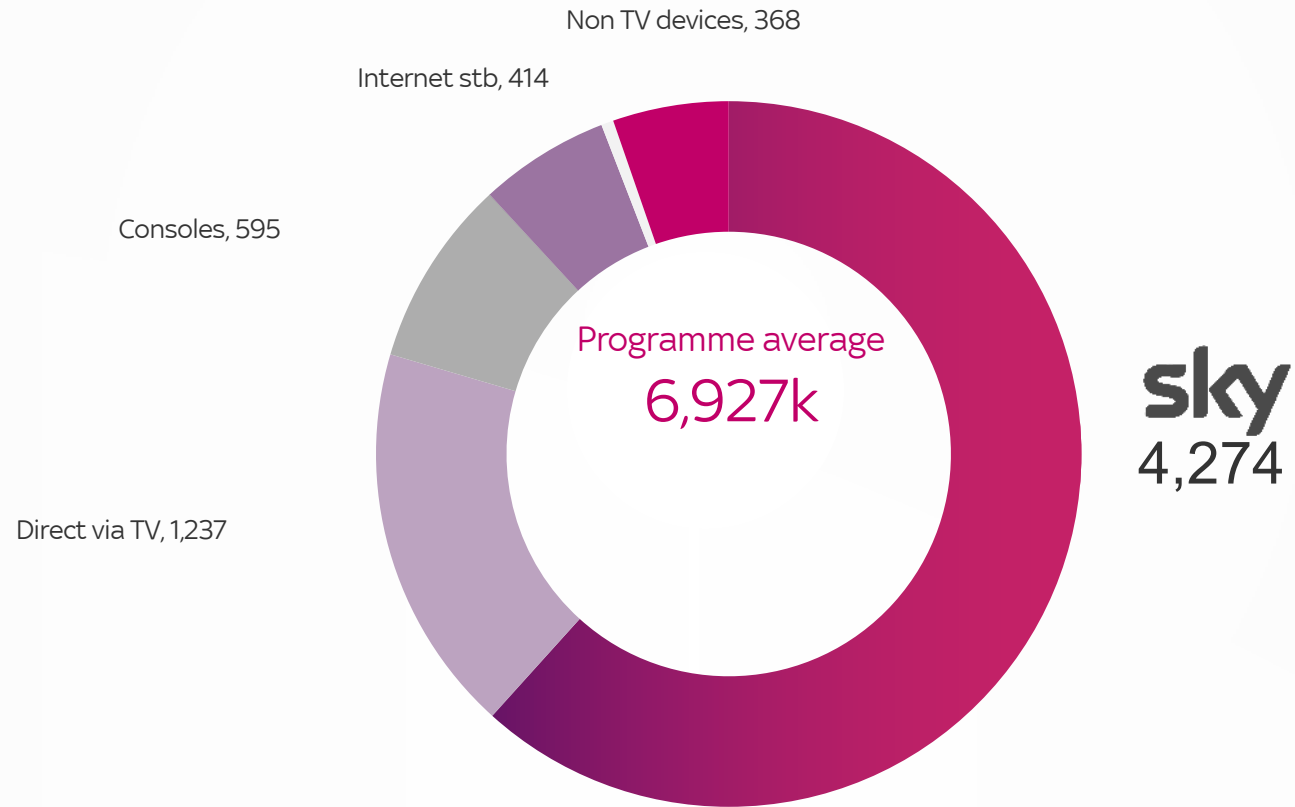
sky atlantic

Game of Thrones



Source: live, recorded and post tx on demand based on BARB / Tech Edge, 28 day consolidated viewing (based on all tx),
Post tx On Demand based on BARB non linear (via TRP), Sky Go based on BARB Dovetail, based on all inds within 28 days of final tx

Game of Thrones



All figures are in average programme 000's Source: based on Inds BARB panel (TV based devices) 28 day consolidated viewing, non TV set based on BARB Dovetail 4 screen report, (7 days) non TV set is based on BARB Dovetail (Sky Go)