

Our material areas of focus

Responsible business

Focus Area	Material Issue	Why it's important
Customers	Customer satisfaction	We want to retain our existing customers, and attract new ones.
	Upholding good editorial standards	We need to maintain our reputation for high quality journalism and on-screen standards. This means we follow our own guidelines, those set out in the law, and the relevant broadcasting codes of each territory we operate in.
	Upholding good advertising principles	We ensure that we always follow the relevant industry codes, both for our own advertising and the advertising we carry from others on our services. We want to minimise complaints and legal issues, and make the most of our opportunity to reach customers, and potential ones, through our own advertising.
	Child safety	There is increasing concern around the threats potentially facing children, particularly online, including cyber-bullying and inappropriate content. We want to give our customers the confidence to enjoy the benefits of the internet safely. Ensuring we are good for our customers extends to making it easy for parents to decide which of our TV content is best for their family, and when it is shown.
	Accessibility of products and services	We want to ensure everyone has the same great experience of Sky, including those with disabilities.
	Protection of customers' data	Customers trust us to look after their information safety and securely.
	Protection of IP and copyright	Piracy undermines the creation of new content, denying revenue to the people and companies who make and distribute it, including Sky.

People	Skilled and inclusive workforce	Our people's performance is the key driver of our growth and success. Supporting development helps us to build a workforce for the future. We also know that we will be better placed for success as a business if we have a balanced workforce that reflects our customers and includes the most talented people, regardless of gender or ethnicity.
	Diversity on screen	We want to ensure our content reflects the diversity of our customers. In addition, we want to play a leading role in making the television industry more accessible to talented people from all backgrounds.
	Health, safety and security of our people and assets	We want to make sure our people are safe at work. Protecting our assets is important to ensuring the continuity of our business.
	Wellbeing of our people	Achieving a culture where people are well and want to work is important to maintaining our staff and the success of our business.
Environment	Operational impacts on the environment	We want to operate efficiently to reduce cost to the business as well as minimise our environmental impacts. We also want to encourage others to take action to raise awareness of, and combat climate change. We purchase renewable energy and offset unavoidable emissions through the purchase of carbon credits.
	Sustainability of our products	Reducing the impact of our products is important for bringing efficiencies to Sky and saving money for our customers.
Suppliers	Social, environmental and ethical aspects of our supply chain	Creating positive working relationships with our suppliers to identify and reduce social, ethical and environmental impacts helps to minimise risks in the supply chain and improve not only what Sky does, but our suppliers and wider society too.
Human rights and modern slavery	Respecting human rights and ensuring no modern slavery in our operations and supply chain	Respecting human rights is an essential part of our relationship with our customers, partners, suppliers and employees. We want to ensure that we understand where we may impact human rights and have plans in place for those eventualities. We are also making sure that our suppliers and employees are aware of modern slavery, taking action to eliminate any form of slavery within the business and supply chain.
Corporate Governance	Governance of our business	Maintaining good corporate governance is important to our relationships with our stakeholders, particularly our shareholders and government.

	Remuneration of our executives	We want to be transparent about our approach to remuneration.
	Succession planning	We need to ensure we have a pipeline of talent, particularly at senior management level.
Law and Regulation	Compliance with law and regulation	In addition to ensuring we comply with law and regulation, we work together with regulators to tackle industry-wide material issues, such as piracy.
Economic contribution	Contributing to GDP across the UK, Ireland, Germany, Austria and Italy	Our investment and innovation benefits the economies and markets where we operate, as well as Sky.
Positive contribution	Investing in creative industries	To be a successful business it is important that the industry in which we work is successful. This gives us access to the best talent and production companies and also enables us to offer the best and broadest range of programming for our customers across Europe.
	Investing in sport	Our investment in airtime promotion rights and our partnerships with sports bodies benefit fans, players, future talent and grassroots sport.

Inspiring the next generation

Focus Area	Material Issue	Why it's important
Young people	Helping young people gain skills and experience to reach their potential	We can create social value by having a positive long-term impact on young people's lives.
Sport	Inspiring more people to participate in sport	We believe sports brings people together and can change lives for the better. We continue to inspire more people to participate in sport at all levels.
Sky Ocean Rescue	Taking action to protect the environment	We want to use our voice as Europe's leading entertainment company and the potential of our reach to inspire people to take action to protect our planet. We choose big, global issues that matter to our customers and to inspire people to make a real difference.