

## press release

22 October 2010

### Customer numbers and revenue send BSkyB skywards

- BSkyB achieve its highest ever take up of the triple play – broadband, telephony and line rental – in Q1
  - Revenue increased 15% to £1.5bn
  - The Share Centre lists BSkyB as a ‘hold’ for investors

**As BSkyB reports a 15% increase in revenue to £1.5bn, Nick Raynor, investment adviser at The Share Centre, explains why it remains a ‘hold’ for investors.**

“BSkyB beat analyst expectations for the three months until 30 September 2010 with a net customer growth of 96,000 – the highest ever for the company. The level of growth the company has reported is encouraging. News that the company will be creating 500 new jobs suggests they may have defied the economic downturn, and the number of customers now taking a triple play at 2.3m is positive for investors seeking growth.

“However, we are eager for an update on the potential buy out by News Corporation, who currently own 39% of the business. An offer of 700p a share for the remaining 61% was rejected, however it has been indicated the board would favour 800p. We would urge investors to ‘hold’ and wait for further developments.”

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**Risk Warnings:**

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

**About The Share Centre:**

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on [www.share.com](http://www.share.com). Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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