

## Broader European Rollout for Sky Q

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British broadcaster Sky plans to launch the [Sky Q](#) service to more European countries, starting from Italy on the holiday season before moving to Germany and Austria sometime during H1 2018.



Announced as part of the broadcaster's fiscal Q1 (ending 30 September 2017) earnings report, the rollout of Sky Q in the rest of Europe follows the early 2016 release of the service in the UK and Ireland. In fact, Sky CEO Jeremy Darroch says Sky Q "continued to grow well" in the UK, with customer numbers growing by 23% Q-o-Q during fiscal Q1, reaching 1.6 million households.

The broadcaster cites the success of the system on its support for 4K content. It currently offers over 1000 hours of 4K resolution content, including sports, movies and TV shows. More 4K content should be on the way as well, thanks to a reductions in production costs.

Another Sky announcement involves the November 2017 launch of the Soundbox speaker in the UK. A co-development with audio startup Devialet, the Soundbox is a compact all-in-one speaker promising to offer sound Sky claims "surpasses many of the best home cinema systems available today."

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