

Media information / digital business

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Sky trusts in Wirecard

- **Video-Streaming via Snap with subscription-based payments**

Aschheim (Munich). Sky has given Munich company Wirecard AG the task of processing cashless payments for Snap, its new online media library. The video-on-demand platform has been available in Germany and Austria since mid-December 2013. Snap gives viewers the opportunity to watch thousands of TV programmes on demand, anywhere and at any time via the web, iPad, iPhone, iPod touch or Samsung Smart TV.

The Wirecard Checkout Seamless solution facilitates the payment acceptance of online subscriptions via credit card or PayPal. The payment solution is PCI-compliant and offers integrated risk management functions. Sensitive data, such as Sky customers' credit card details, remains encrypted on the Wirecard tokenisation server. Repeat payments required for subscriptions appear on the system, and the payment process can be initiated using a token instead of entering a credit card number.

Also those without a Sky subscription can test out Snap until the end of the respective month at no cost, afterwards the service is available for EUR 9.90 per month. Sky subscribers receive the service at an exclusive customer price of only EUR 4.90 per month. A comprehensive range of the best films, entire seasons of award-winning series and many children's programmes are all available on Snap, and can be viewed either in German or in the original language.

Peter Schulz, Vice President On Demand Programming at Sky Deutschland, comments: "The internet and mobile devices have changed our viewing and consumption behaviour, which in turn has resulted in a new market for subscription video on demand. Snap appeals to precisely this market. The service perfectly complements our current business model. Smooth login and payment processes are an important prerequisite for our customers, which is why we are relying on Wirecard's years of experience in the field of payment processing."

Brigitte Haeuser-Axtner, Vice President of Digital Sales at Wirecard AG: "Our seamlessly integrated payment functions mean we have been able to offer Sky a bespoke solution that can be expanded at any time to include more payment methods and countries. No boundaries have been set in terms of flexibility – as is true for Snap itself. We look forward to continuing our work with Sky."

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About Sky Deutschland:

Sky is the leading pay TV service in Germany and Austria with more than 3.5 million subscribers. Sky provides live sports, the latest films, award-winning series, children's programmes, documentaries and much more. Sky subscribers have access to up to 80 channels in unique HD quality and an exclusive 3D channel. The innovations Sky Go and Sky Anytime enable customers to view programming on the go as well as on demand.

www.sky.de

About Wirecard:

Wirecard AG is one of the world's leading independent providers of outsourcing and white label solutions for electronic payments. The Wirecard Group has been supporting companies in accepting electronic payments from all sales channels. A global multi-channel platform bundles international payment acceptances and methods, supplemented by fraud prevention solutions. When it comes to issuing their own payment instruments in the form of cards or mobile payment solutions, Wirecard provides companies with an end-to-end infrastructure, including the requisite licenses for card and account products.

Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI).

www.wirecard.de | www.wirecardbank.de | www.mywirecard.com