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## SKY REACHES FOR HANOVER

hanover has won the prestigious public affairs contract for BSkyB, the operator of the UK's largest digital pay television platform and broadcaster of sports, movies, news and arts.

A leading independent corporate and public affairs agency, hanover won the account after a competitive pitch against five agencies, including incumbent of seven years, Portland PR.

The wide-ranging brief includes the provision of strategic advice on the debate around the future of public service broadcasting, as well as other business-critical issues such as illegal online file sharing, advertising restrictions, digital switchover and the televising of sporting events.

The account includes daily intelligence-led monitoring, stakeholder engagement programmes, event management and the promotion of Sky's award-winning Corporate Social Responsibility programme.

The Sky account will be led by Charles Lewington, hanover founder and former Press Secretary to John Major, and its project manager will be Robert Sullivan, former advisor to John Whittingdale MP.

Additional strategic advice will be provided by hanover Director James Gurling, who has worked as consultant and in-house on both the 1996 Broadcasting Act and the 2003 Communications Act.

The team will report into David Wheeldon, Head of Public Affairs at BSkyB since 2007, who said: "Sky's business continues to evolve and grow and therefore faces new opportunities and challenges. A leading innovator in both home entertainment and now home communications, the multiplicity of issues facing us have grown considerably. Now is the right moment to review our public affairs requirements to ensure we are equipped to handle the new challenges ahead."

"We were impressed by the depth of hanover's knowledge of the sector and approach to key stakeholders which mirrored our own approach, as did their organisational culture and values."

Lewington added: "BSkyB is a prize public affairs account and it is an incredibly exciting time to be invited to help BSkyB tackle the range of business critical issues that it faces. We are thrilled to have won this hard fought competition."

BSkyB joins [hanover](#)'s growing list of blue chip clients including Unilever, Diageo, Lockheed Martin, Schering Plough, Sanofi Aventis, Astra Zeneca, Shell and Saga.

Ends

#### Notes to Editors

1. The BSkyB public affairs team is 3 strong headed by Public Affairs Manager Lucy Aitkens, soon to be 4 with the addition of a new public policy manager.
2. More information about hanover can be found at [www.hanovercomms.com](http://www.hanovercomms.com)
3. [Hanover](#) is a member of both the Public Relations Consultancy Association and the Association of Professional Political Consultants.
4. [Hanover](#) recently won the CIPR Excellence Award for Crisis Communications.

For more information call Stephen Gaynor on 020 7705 3446 or James Gurling on 020 7400 4480.