

<http://www.pocket-lint.com/news/14681/sky-renames-anytime-pc-player>

Sky re-names Anytime on PC to "Sky Player"

Looking for some iPlayer shine to rub off

by Amy-Mae Elliott published on 15 May 2008

Sky has renamed its PC on-demand service as "Sky Player" - that rhymes with you-know-what - to coincide with the roll-out of an updated version of the application.

Fairly open about its intentions, Sky says its online service will "take on the Sky Player brand in recognition of the public's growing awareness of additional online video 'player' services" in the hope that "the refreshed brand will better help newcomers to the service understand its core functionality".

The re-launch sees a number of new enhancements to the service, including progressive downloading - which allows for the immediate playback of content - and the incorporation of live channels, including Sky News and Sky Sports.

There is also a refresh of the service's look and feel with improvements to the site's navigation and new features which allow for greater service personalisation.

Sky Anytime TV will retain its current branding, while Sky's mobile service will also be re-named shortly.

