

Reference: 01984211

Information Requests  
[information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)

13 May 2025

## Freedom of Information request: Right to know request

Thank you for your request for information concerning the number of customers SKY have lost in 2025.

We received this request on 10 April 2025 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

### Your request

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*I am doing a report for a project and would like to find out how many customers Sky have lost in 2025.*

### Our response

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It was not clear from your request which SKY products you were enquiring about. We have therefore based our answer on SKY broadband, SKY TV and SKY's landline service.

Regarding SKY's broadband and landline services, we do hold this information. However, we are unable to disclose this under Section 44(1) of the FOI Act. Section 44(1) of the FOI Act provides that information is exempt from disclosure if its disclosure is prohibited by or under any enactment. The enactment that prohibits the disclosure of this information is section 393(1) of the Communications Act 2003 ("the Communications Act"). Under this section, we are prohibited from disclosing information with respect to a particular business, in this case SKY, that has been obtained in the exercise of our regulatory functions, unless that business consents or one of the statutory gateways under section 393(2) of the Communications Act is met, neither of which apply here. Section 44 of the FOI Act is an absolute exemption and therefore is not subject to the public interest test.

Regarding SKY TV, we have access to SKY TV subscriber estimates via third-party data providers that we have contracts with and are permitted to publish. We publish "Pay Sky satellite" household reach (%), from the Barb Establishment Survey – you can find this data, up to 2024, on page 4 of our [Communications Market Report 2024: Interactive data](#). We aim to publish the same available data for 2025 in July this year on our website.

We also hold additional data provided by SKY, however we consider this is exempt from disclosure under Section 44(1) of the FOI Act. Please refer to the Section 44(1) information above for further details.

If you have any further queries, then please send them to [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk) – quoting the reference number above in any future communications.

Yours sincerely,

## Information Requests

### **Request an internal review**

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress.

Please email the Information Requests team ([information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk)) to request an internal review.

### **Taking it further**

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).