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Sony's amazingly well crafted handheld, the PlayStation Portable

[SCEE and SKY Bring Video on Demand for UK's and Ireland's PSP Owners](#)

A wealth of video and film content dedicated to the 2.3 million PSP owners in the two territories

[Sony](#)'s PSP (no matter what the world says) is a great piece of machinery (if we can call it that). The portable device allows tons of stuff to run on it and if you got yourself one of those fancy Giga Packs, you can consider yourself a winner. But get ready for even more stuff to happen on your PSP's enormous LCD screen, as SKY and [Sony Computer Entertainment Europe](#) have recently announced the formation of a Joint Venture company to deliver on-demand entertainment content to owners of the PSP in the UK and Ireland. According to the official report, the Joint Venture company, with equal Board level representation from SKY and Sony Computer Entertainment Europe will draw on the unrivalled entertainment aggregation expertise and technical leadership of SKY, and the handheld entertainment knowledge and brand power of PlayStation. The company will establish PSP and the new ground breaking video download service as the natural partners for those seeking the ultimate choice of portable entertainment content. More than that, focusing exclusively on delivering video content to the PSP, the Joint Venture will initially provide a wealth of video and film content to the 2.3 million PSP owners in the UK and Ireland. The two companies are already in discussions with entertainment content providers across Europe to facilitate future introduction of the service to European PSP owners, as the same report reads. Scrolling through the report, I found some information regarding SKY's aim in offering customers great choice in content, delivered through innovative and technological advanced platforms, serving the demand of today's viewers. But why did SCEE and SKY decide to jump in on this service holding hands? Well, in delivering entertainment through the TV, PC and mobile, customers have more control and flexibility over what they watch and how they watch it. How could you not tap a market like this? This is all for now, but more juicy stuff on this amazing service from SCEE and SKY will be announced by Sony at the upcoming Games Convention held in Leipzig, Germany, on Wednesday 22nd August. Until then, check out other headlines within our games section.