

Factsheet

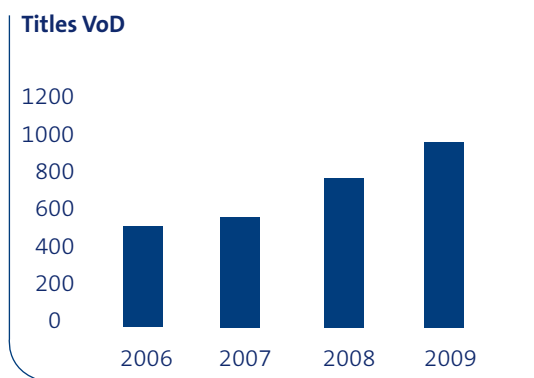
Milestones

- > Test version Bluewin TV: 2003 – 2006 (total of 2,500 users)
- > Launch Bluewin TV: 31st October 2006 (replacement of BWTV300)
- > Launch Bluewin TV Mobile: April 2008
- > Launch Bluewin TV HD: November 2008
- > Launch Bluewin TV HD Video on Demand (VoD): February 2009
- > Re-naming Bluewin TV to Swisscom TV: 19th November 2009

Facts and Figures

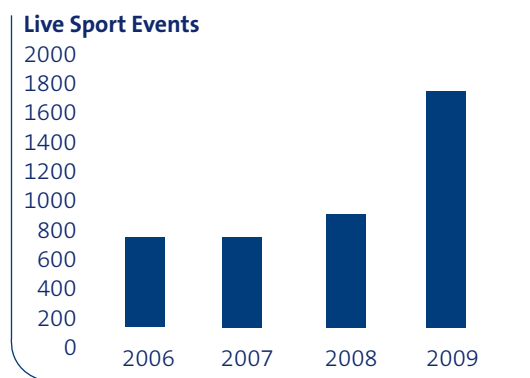
- > Number of Swisscom TV customers: 200,000 (as of November 2009)
- > Customer base virtually doubled last year: Q3/08 (95,000) to Q3/09 (186,000)
- > In 2009 four out of five digital TV customers chose Swisscom TV
- > More than two-thirds of Swisscom TV new customers cancel their cable connection, since it is no longer required.
- > Swisscom TV-capable households (HH) in Switzerland: 80% of all HH (1.84 Mio of 2.3 Mio)

Development of VoD offer



Year	2006	2007	2008	2009
Titles VoD	500	600	800	1000

Development of live sport events offer



Year	2006	2007	2008	2009
Live Sport Events	800	800	900	1800

Study findings – digital television on the advance

Source Swisscom*

- > Line-based digital television is growing at a headlong pace. Every eighth television customer is already making use of the digital television offer (October 2009). In this connection Swisscom TV was able to increase its customer base compared to last year by almost 100%.
- > Growth in the area of «digital television» can also to a large extent be attributed to Swisscom TV. The launch of Swisscom TV led many customers to consider switching to digital television for the first time, since Swisscom TV was seen as a genuine alternative to the existing analogue product.
- > More than two-thirds of cable connection users (analogue) do not know what they pay for their connection and that they can cancel it if they obtain another product offer.
- > One-third supposes that the price is between under CHF 10 and more than CHF 30/month. In addition, half of those surveyed do not know the contractual partner.
- > Price consciousness is very low, since in Switzerland the majority of inhabitants are tenants and the licence fees for TV are often «hidden» in the rent or ancillary costs.

Source Swisscable **

- > Compared to cable television and satellite TV, Swisscom TV has a better image.
- > Customers of Swisscom TV are more loyal vis-a-vis their provider than customers of cable TV networks or satellite TV.
- > The proportion of cable TV customers who also have digital television is rising continually. At the end of May 2009, this proportion was 21 percent, which corresponds to about 600,000 subscribers.
- > Customers who have digital television are convinced they made the right choice and will recommend digital television to their friends and acquaintances. This applies to customers of Swisscom TV even more than to customers of digital cable television.

* The study was conducted on behalf of Swisscom in Summer 2009 by LINK market research institute based on 1,000 telephone interviews.

** The study was conducted on behalf of Swisscable in Spring 2009 by market research institute DemoSCOPE based on 1,820 telephone interviews and was published in magazine no. 3/2009.

The study can be retrieved at: www.swisscable.ch

Swisscom TV

Product overview

	Swisscom TV basic*	Swisscom TV plus*
Price	CHF 19 per month**	CHF 29 per month**
Channels	Over 140 TV stations and over 130 radio stations.	Over 140 TV stations (also in HD quality) and over 130 radio stations.
Language packages	Without charge: A freely selectable language package (German+, Français+, Italiano+). Additional language package for CHF 5.–	Without charge: A freely selectable language package (German+, Français+, Italiano+). Additional language package for CHF 5.–
Video on Demand (VoD)	<ul style="list-style-type: none"> > More than 1000 titles at the touch of a button. > Free title trailers > Rental period: 24h > Films starting from CHF 3.50 per film > Serials, operas, documentaries starting from CHF 2.50 	<ul style="list-style-type: none"> > More than 1000 titles at the touch of a button (more than 130 in HD). > Free title trailers > Rental period: 24h > Films starting from CHF 3.50 per film (HD quality from CHF 4.50 per film) > Serials, operas, documentaries starting from CHF 2.50 (also in HD quality)
Live sport events	All games CHF 2.50 per game <ul style="list-style-type: none"> > CH: Axpo Super League > UEFA Champions League > Swiss Ice-Hockey National League A > D: 1. und 2. Bundesliga > I: Series A (Top games) > Sp: Primera Division > P: Liga Sagres > F: Ligue 1 > GB: Premier League (only via Teleclub Sport subscription, not by single call-off) 	All games CHF 2.50 per game <ul style="list-style-type: none"> > CH: Axpo Super League > UEFA Champions League > Swiss Ice-Hockey National League A > D: 1. und 2. Bundesliga > I: Series A (Top games) > Sp: Primera Division > P: Liga Sagres > F: Ligue 1 > GB: Premier League (only via Teleclub Sport subscription, not by single call-off)

* incl. Swisscom TV Box and Ethernet router on loan for use and monthly Swisscom TV magazine. On request installation, by a Swisscom expert. Inclusive of ADSL installation (if not yet available), a new Ethernet router and a brief introduction by Swisscom TV for the one-off price of CHF 290.
 ** plus copyright fee of CHF 2.25 per month. Minimum contract period, 12 months.

Overview of functionalities and special features

Teleclub on Demand	Video on Demand (VoD) from Swisscom TV offers sport and music-loving customers over 1,000 titles at the press of a button. Top films (with Swisscom TV plus also in HD), documentaries, music and serials are available from CHF 2.50 for 24 hours.
Teleclub Sport Live	Swisscom TV offers sports fans one of the most extensive packages of sport in Europe. With over 1,800 live sport events, Teleclub subscribers can see more than just sport on up to 24 channels. More than 1,300 soccer and ice hockey events are available to Swisscom TV customers on call for only CHF 2.50 live, without further subscriptions. Over 130 games of the AXPO Super League, all games of the German 1st and 2nd Bundesliga and the UEFA Champions League as well as the Swiss National Ice Hockey League A. In addition the top games of the best European leagues from Italy, France, Spain, Portugal and England with the Teleclub-subscription).
Recording at the push of a button (also via internet and mobile phone)	With Swisscom TV programmes can be recorded easily at the push of a button. Also recording on the go via internet (Web TV Guide) or via mobile (Mobile TV Guide) is possible. Simply select the desired programme and the Swisscom TV Box at home is programmed for the recording (only with Swisscom TV plus).
Series programming	At the push of a button, all the episodes of a series can be recorded automatically (only Swisscom TV plus).
Swisscom TV guide	The Swisscom TV guide is an electronic programme magazine with information on every programme. It appears directly on the television set and shows the programme schedule for several days in advance. From here programmes can be simply selected at the push of a button and recorded. The channel selection can be set individually.
«Picture-in-picture» function	Enjoy a programme and see what's happening on other channels at the same time. With «picture-in-picture» a small picture window is opened for surfing channels while the programme is running.
Search function	Thanks to the search function, a search term can be input on Swisscom TV – e.g. an actor, film or channel. All hits are displayed immediately on the TV set.
Protection of minors	With Swisscom TV specific channels and rented films (VoD) can be disabled or made accessible only by PIN code. As a family-friendly company Swisscom consciously chooses not to offer adult content via Swisscom TV.
Cost limits	With Swisscom TV you can set the maximum amount you want to spend per month on offers subject to charges.

Requirements for Swisscom TV (basic and plus)

Internet connection (f.e. DSL start starting from 0./Month) + either a Swisscom fixed line network connection (CHF 25.25/Month) or a DSL@Mobile without the Swisscom fixed line network connection.

Check availability here: <http://www.swisscom.ch/checker>

Cable connection

As a Swisscom TV-customer there is no need for a cable connection. More than two thirds of all new Swisscom TV-customers have already been giving up their cable connection, because they don't need it anymore. With giving notice these monthly costs can be saved. Often the landlord is the customers contracting party for the cable connection. In such a case tenants are required to give notice to their landlord directly. Should there be a direct contract between tenant and cable network company, customers have to give notice to the cable network company itself. Generally the cable connection should be sealed within a month. Once the socket is sealed the cable connection will no longer be charged. Sometimes different terms may apply, deciding factor is the lease contract between tenant and the cable network company. Find cancellation forms here <http://www.swisscom.ch/vergleich>