

## History

**1<sup>st</sup> November 2006: Launch of Bluewin TV**

Swisscom Bluewin TV plus offers over 100 television and more than 70 radio channels, over 500 top films on Demand, live sport and up to 30 Teleclub channels.

**30 June 2007: 50,000 TV customers and a constantly growing number of television and radio channels**

Eight months after the launch Swisscom already records 50,000 TV customers. The offering is continuously extended and already includes over 120 television and more than 80 radio channels.

**25 February 2008: First channel in HD quality and new TV starter offering**

Swisscom launches a starter package without hard disk recorder called Bluewin TV basic: for 19 francs per month customers can enjoy digital television with over 120 TV and more than 80 radio channels.

**19 November 2009: Bluewin TV becomes Swisscom TV with over 200,000 customers**

Bluewin TV celebrates its third anniversary and is given a new name: Swisscom TV. Three years after its launch, more than 200,000 customers already enjoy the variety of products and picture quality offered by Swisscom TV.

**23 March 2010: Never miss a thing: with Swisscom TV air via mobile phone and on the Internet**

With Swisscom TV air Swisscom turns a new page in the success story of Swisscom TV. As the first provider in Switzerland to do so, Swisscom offers television entertainment on all three screens: television, computer and mobile phone.

**30 May 2011: Swisscom celebrates its 500,000th TV customer**

Just four-and-half years after launching into the television business, Swisscom welcomes its 500,000th TV customer. Swisscom mobile viewing is also extremely popular and is used by over 200,000 customers.

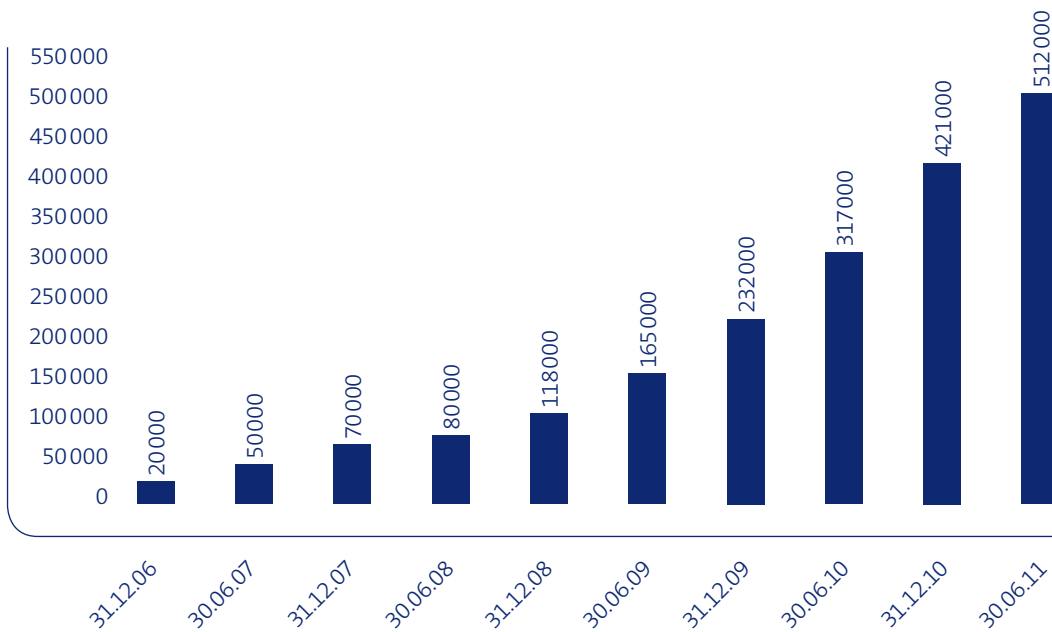
**30 June 2011: Swisscom becomes the leading provider in the digital television sector**

Just five years after launching into the television business Swisscom takes over leadership in the digital television sector with 512,000 TV customers.

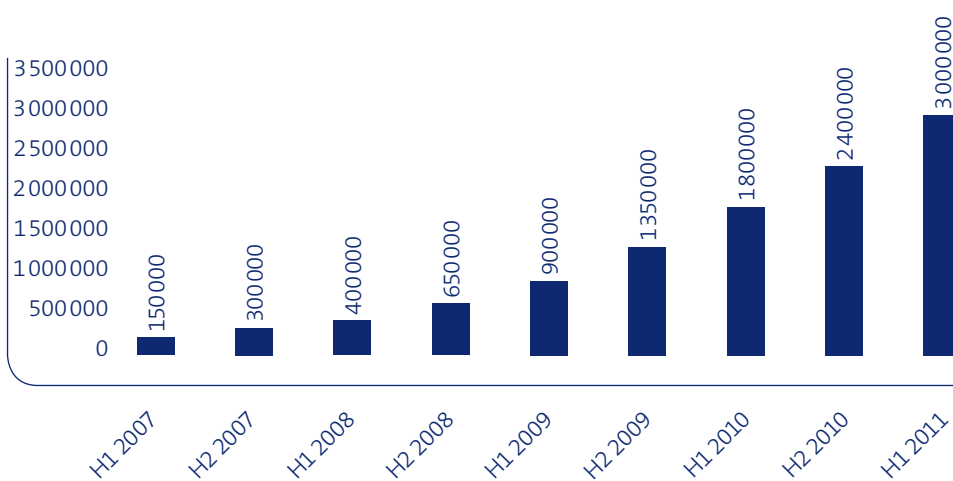


# Key Figures

## Development in customer figures



## Development of usage figures for Swisscom TV on-demand content\*



\* Includes films on demand and Teleclub Sport Live events

## Product Overview

### One of Europe's widest live sport offerings at the press of a button:

- > All Axpo Super League, 1<sup>st</sup> and 2<sup>nd</sup> division Bundesliga and Series A matches
- > Highlights of many top European leagues – Liga Zon Sagres, La Liga, Ligue 1
- > All UEFA Champions League matches and top matches from the UEFA Europa League

### Swisscom TV also offers:

- > Hundreds of movie highlights, also in HD quality with Teleclub on Demand
- > More than 160 TV channels
- > Reception of over 130 radio channels and thousands of Internet radio stations
- > Practical functions: Live Pause, series programming and up to 100 hours of recording capacity

### Swisscom TV basic

- > Live Sport Events
- > More than 160 TV channels
- > HD Suisse and films in HD quality
- > Over 5,000 films at the press of a button, also in HD
- > Over 130 radio channels
- > Electronic programme guide

19.– per month

### Swisscom TV plus

- > Live Sport Events
- > More than 160 TV channels
- > Several channels and films in HD quality
- > Over 5,000 films at the press of a button, also in HD
- > Over 130 radio channels
- > Electronic programme guide
- > Up to 100 hours of recording capacity
- > Series/remote programming
- > Live pause

29.– per month

### More channels can be added for a monthly fee.

Português+	5.–/month
TV Globo Internacional	35.–/month
Türkiye+	32.–/month
Pink Plus	25.–/month

## Functions & Special Features

<b>Teleclub on Demand</b>	Video on Demand (VoD, Videothek on Demand) from Swisscom TV offers movie and music fans over 5,000 films at the press of a button. Top films, documentaries, music and series are available from as little as CHF 2.50 for 24 or 48 hours.
<b>Teleclub Sport Live</b>	Swisscom TV offers the sports enthusiasts among its customers one of Europe's widest sports packages. With over 2,500 live sports events annually, Teleclub subscribers can view sport on up to 24 channels at any one time. Swisscom TV customers can view exclusive football and ice hockey events on demand for just CHF 2.50 with no other subscription fees. Over 130 Axpo Super League matches, all matches in the 1 <sup>st</sup> and 2 <sup>nd</sup> division German Bundesliga, the UEFA Champions League and also the Swiss Ice Hockey National League A and B. Plus the top matches per round of the top European leagues from Italy, France, Spain, Portugal and England (only in the Teleclub subscription).
<b>Recording at the press of a button</b>	With Swisscom TV plus programmes can be easily recorded at the press of a button. Recording even while on the move via Internet (Web TV Guide) or mobile phone (Mobile TV Guide) is also possible. Simply select the required programme and the Swisscom TV Box at home is programmed to record (Swisscom TV plus only).
<b>Series programming</b>	Automatically records all the programmes in a series at the press of a button (Swisscom TV plus only).
<b>Swisscom TV-Guide</b>	The Swisscom TV Guide is an electronic programme guide with information on all programmes. It is displayed directly on the television set and shows the programme for several days ahead. Use it to select and record programmes easily at the press of a button (Swisscom TV plus only). The channel sequence can be set as the user prefers.
<b>«Picture-in-picture» function</b>	Enjoy one programme while watching what is happening on other channels. A small window is opened to flick through channels with the «Picture-in-picture» function while the current programme is running.
<b>Search function</b>	Thanks to the search function, a search term can be entered on Swisscom TV – e.g. an actor, film or channel. All hits are immediately posted on the television set.
<b>Protection of minors</b>	On Swisscom TV specific channels and hired films (VoD) can be blocked or access subject to the entry of a PIN code. As a family-friendly company, Swisscom does not broadcast adult-only content on Swisscom TV.
<b>Cost ceiling</b>	On Swisscom TV you can fix a cost ceiling for how much is to be spent on chargeable offerings per month.

### Requirements for Swisscom TV (basic and plus)

Internet access (e.g. DSL start for 0.–/month) + either a fixed line connection from Swisscom (25.35/month) or DSL@Mobile without a fixed network connection. Check availability at: [www.swisscom.ch/checker](http://www.swisscom.ch/checker)