



## **Swisscom TV 2.0: New TV experience thanks to seven-day replay on over 250 channels and unlimited parallel recordings**

**With the launch of Swisscom TV 2.0, Swisscom aims to convince even more customers of the benefits of its digital television offering. The completely redeveloped TV product offers additional features, even more content and a brand new design. Swisscom TV 2.0 now offers seven-day replay on over 250 channels. The new recording function also gives viewers greater freedom: thanks to a cloud-based solution, customers can now record any number of programmes in parallel. The new TV offering is available immediately with the new Vivo M, L and XL packages, which also offer faster Internet download and upload speeds.**

Swisscom's success story with digital television began over seven years ago. Today over a million customers use the telecom provider's TV product offering. Customers appreciate in particular the wide range of channels, the selection of top-rate films and live sports events available on demand, time-shifted TV viewing (catch-up TV) and mobile viewing on their smartphones, tablets or PCs. Swisscom is now building on these strong selling points: "Swisscom TV 2.0 turns viewers into their own programme directors, allowing them to decide for themselves which programmes they want to watch, when and on which device," says Swisscom CEO Urs Schaeppi.

### **Record any number of programmes in parallel**

Central to the flexible television experience is the new Cloud-based TV platform developed by Swisscom: customers no longer store their TV content on set-top boxes at home, but instead on Swisscom servers in Switzerland. This offers customers the following benefits: after the service has been activated programmes broadcast during the previous seven days on over 250 channels, 70 of which in HD quality, can be called up any time. In addition, irrespective of the available bandwidth, each household can program any number of recordings in parallel – up to a storage capacity of 1,000



hours. A further selling point of Swisscom TV 2.0: individual programmes missed during the previous seven days can be added to the list of recordings.

### **New app store and personalised recommendations**

Swisscom TV 2.0 customers also receive access to around 50 of the most popular apps such as YouTube or Facebook. This allows viewers to download videos directly from the Internet to their TV screen at home and to share these with friends. Sports and cinema fans have access to the full Teleclub on-demand range of offerings, including 5,000-plus live sports events and over 6,000 top films.

With offerings growing at an ever-faster rate, intuitive user guidance is key. On request Swisscom TV 2.0 will provide viewers with personal recommendations based on their individual needs. Swisscom has also been working on the search function and the remote control. The TV-Box now sports an elegant new design in black and white. And thanks to a wireless remote control, the user-friendly, energy-efficient box can now be hidden from view inside a cabinet.

### **TV entertainment on the move, no matter where**

Already a fifth of Swisscom TV customers regularly use the mobile TV offering. The Swisscom TV 2.0 app and the web offering available at [www.swisscom.ch/tvonline](http://www.swisscom.ch/tvonline) has doubled the number of channels available on the move: customers can now enjoy over 170 channels on their PC, tablet or smartphone. The app also lets them use the seven-day replay function on all channels, as well as program and call up recordings while on the move at any time.

### **New Vivo packages offer even faster surfing**

Swisscom TV 2.0 is available immediately in the new bundled packages Vivo M, L or XL. Customers benefit from unlimited fixed-line calls in Switzerland, and with the Vivo XL package and a fibre-optic access they can now surf the Internet at speeds of up to 300 Mbps. In particular, the new upload speed (maximum 60 Mbps) means that files can be sent faster or stored in Swisscom's Cloud Services.



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The packages are available from today, with or without fixed-line calls. Customers can continue to use their present Vivo Casa offering with the existing TV product, but can on request switch to one of the new subscriptions with Swisscom TV 2.0.

**Further information:**

[www.swisscom.ch/tv](http://www.swisscom.ch/tv)

[www.swisscom.ch/vivo](http://www.swisscom.ch/vivo)

[www.swisscom.ch/tv2](http://www.swisscom.ch/tv2) (available from midday)

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