

 #swisscomtv2

Media Event Swisscom TV 2.0

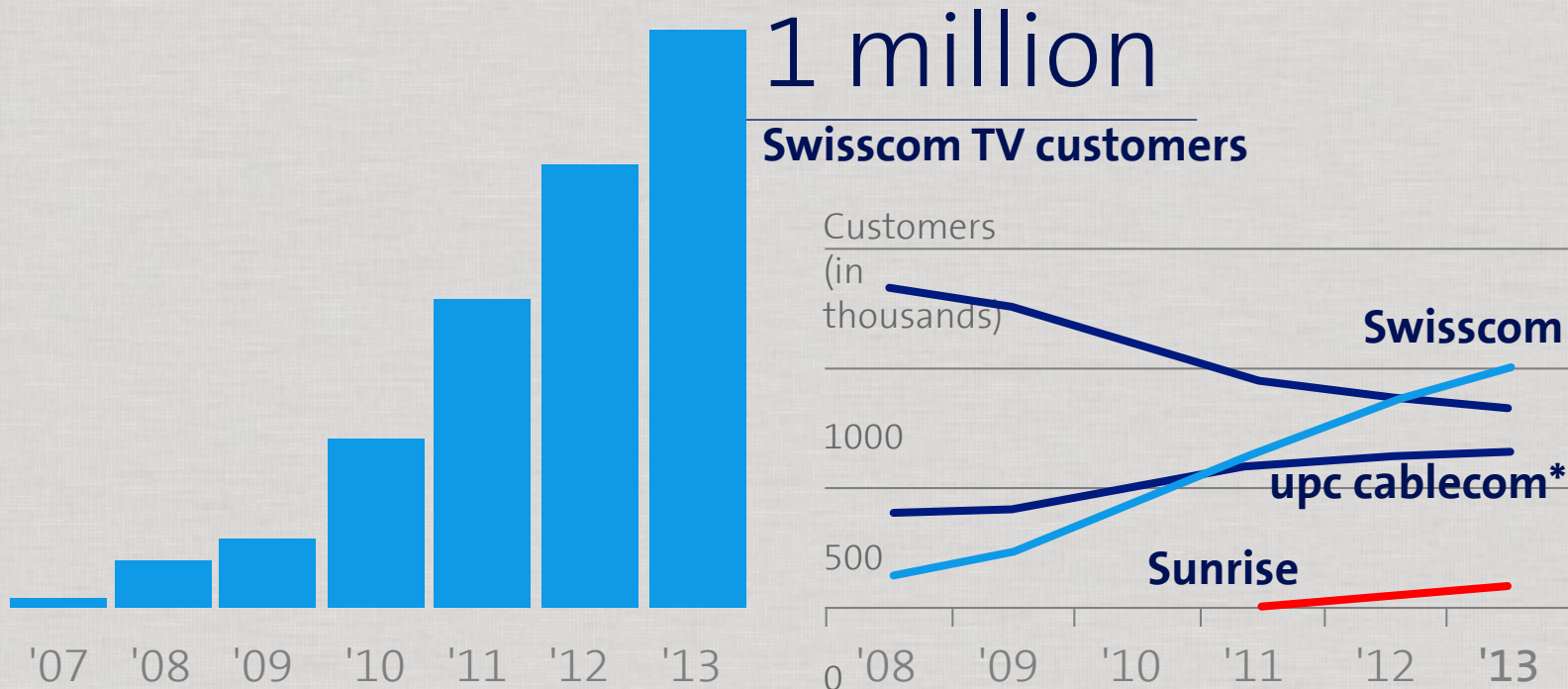
Urs Schaeppi
CEO Swisscom
3 April 2014



Swisscom TV already has over 1 million satisfied customers

KASSENSTURZ
TESTSIEGER

Digital TV mit Vivo Casa ★★★★★
10/2013



* The upper line shows the basic fee only; the lower line includes the supplementary package. Pre-2012: all analogue. Includes digital from 2012

Sources: Swisscom, Liberty Global/upc cablecom, Sunrise



What 1 million customers love about Swisscom TV

Whatever I want: wide range of channels and content on demand



Huge range of channels:

- > over 200 channels
- > 18 different languages
- > 35 Swiss channels



5000

Live sporting events



6400

Top films

2013: customers rented over 8.8 million programmes on demand

What 1 million customers love about Swisscom TV

Whenever I want: replay and record



Catch-up TV: 30%



Replay function
activated: 50%

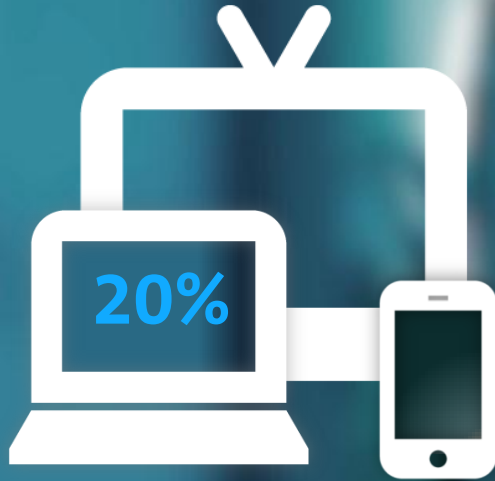


REC

Regularly record
programmes: 80%

What 1 million customers love about Swisscom TV

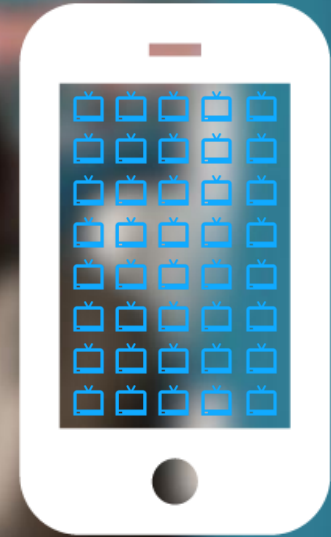
Wherever I want: constant service



Customers using
mobile TV: 20%



Swisscom TV online:
around 50% use catch-
up TV



Swisscom TV app:
250,000 programmes
recorded every month

Where is digital TV heading?



Whenever I want

Range of content
constantly
expanding

Whatever I want

Catch-up TV accounts
for up to 50% of use

Wherever I want

Convergence –
content increasingly
available on all devices

The new-look Swisscom TV 2.0 is even more flexible to reflect our customers' lifestyles.

Swisscom TV 2.0 in the cloud

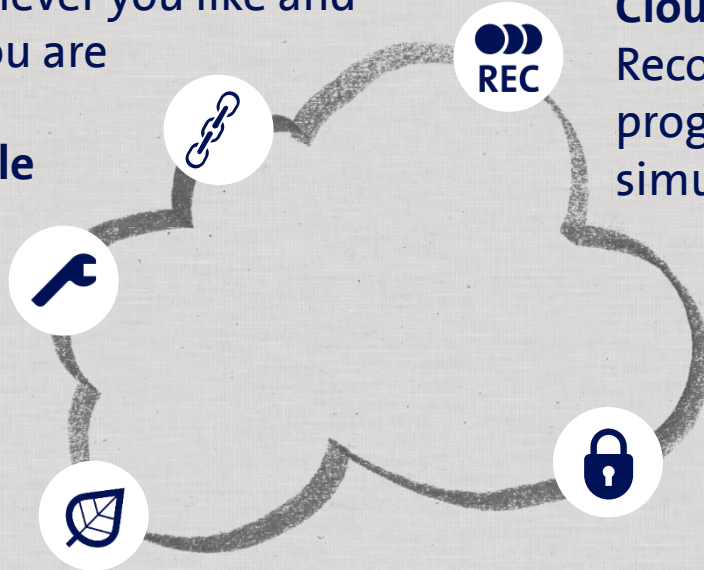
Access your recordings from any device whenever you like and wherever you are

Proprietary, flexible platform

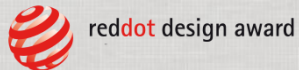
Cloud recording
Record as many programmes as you like simultaneously

Secure data
in Switzerland

Environmentally-friendly
box with a longer service life



New TV box and remote control



Stylish

New compact design

User-friendly

Wireless remote control: box can be hidden from view in a cabinet

Fast

Rapid start-up and navigation

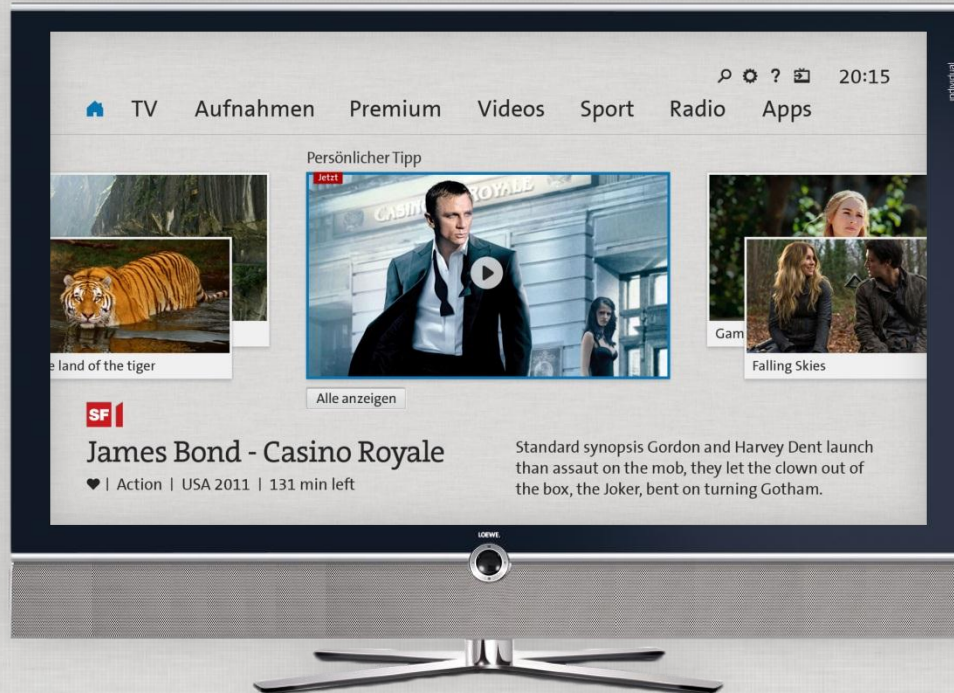
Environmentally-friendly

Less energy consumed

Requirement: Whatever I want

New-look user interface

- › Homescreen with personalised recommendations
- › Up to 5 personal channel lists
- › Improved search function
- › Large-format pictures



Requirement: Whatever I want

Range of channels extended

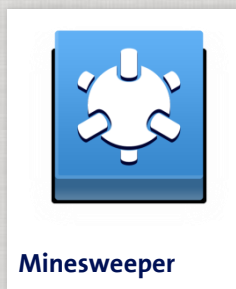
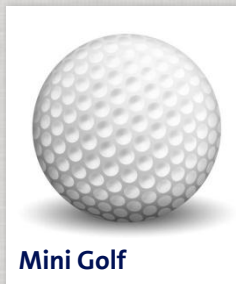
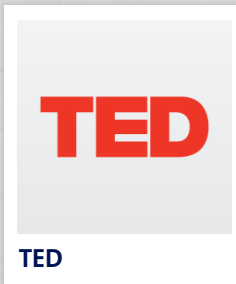
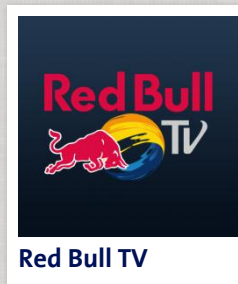
- > Over 250 standard-definition channels
- > Over 80 brilliant high-definition channels



Requirement: Whatever I want

New app store

More than 50 of the most popular apps



Requirement: Whenever I want More Replay options

- > Seven days
- > For over 250 channels



Requirement: Whenever I want Unlimited recordings at the same time

- > Record as many programmes as you like simultaneously – up to 1000 hours
- > Record missed programmes – for up to 7 days








Requirement: Wherever I want Mobile Swisscom TV 2.0 available on any screen

- Watch over 170 channels on the move
- Replay available for 7 days on all channels



Swisscom TV 2.0 in brief



-  Replay available for 7 days on over 250 channels
-  Record as many programmes as you like simultaneously – even those shown in the past
-  Constant service – watch TV on your PC, tablet and smartphone
-  Extended range of channels – over 250 channels, including 80 HD channels
-  Homescreen with personalised recommendations
-  New app store with over 50 apps
-  Even faster and more user-friendly
-  Proprietary platform built using Android operating system

Swisscom TV 2.0 available in new M, L & XL Vivo packages

Available now

	Vivo XL	Vivo L	Vivo M	Vivo Casa	Vivo Casa	Vivo Casa
				★★★	★★	★
Internet	300 Mbps 60 Mbps	100 Mbps 20 Mbps	40 Mbps 8 Mbps	15 Mbps 1.5 Mbps	8 Mbps 0.8 Mbps	2 Mbps 0.2 Mbps
Swisscom TV		Swisscom TV 2.0 plus		Swisscom TV basic	Swisscom TV start	Swisscom TV light
Fixed-line network	Unlimited calls to fixed-line and mobile phones in Switzerland					
Calls to other countries	Unlimited calls to fixed-line and mobile phones	-	-	-	-	-
Subscription price with fixed-line phone	CHF 169 per month	CHF 139 per month	CHF 129 per month	CHF 109 per month	CHF 89 per month	CHF 69 per month

Thank you
for your
attention

*Welcome to an amazing
world of entertainment
in Switzerland*
