



500,000 customers watch Swisscom TV

Just four and a half years after it entered the television business, Swisscom has already signed up its 500,000th TV customer. At the same time, the telecoms provider is expanding its TV service. From July the Swisscom TV-Guide app will also be available for Android devices, while the free Swisscom TV air app for iPad will also be launched in the same month.

Swisscom entered the television business with the launch of Bluewin TV in November 2006. Since then, 500,000 customers have signed up for Swisscom's TV service. "Our customers value the wide range of channels and content at their disposal, the picture quality, the good service and last but not least the simplicity of the product," says Christian Petit, Head of Residential Customers at Swisscom.

New Swisscom apps simplify the TV experience

The Swisscom TV Guide app will also be available for Android devices from July. This free app allows you to call up television programmes at any time and wherever you are – Swisscom TV plus customers who are on the move can also tell their TV box at home which programmes to record.

Swisscom is also launching a new app for devotees of mobile TV. A Swisscom TV air app designed especially for iPad complements the current service offering for iPhone, Android and Microsoft devices. It will be available free from the Apple App store from July.

More than 200,000 customers use Swisscom's mobile TV service

With the launch of Swisscom TV air in March 2010 Swisscom became the first provider in Switzerland to offer TV on all three screens: television, computer and mobile phone. More than 200,000 customers now use Swisscom TV air, allowing them to receive around 50 live TV channels in high definition at home on their PC or laptop or on their mobile while out and about for CHF 9 per month. Sports fans can also watch exclusive live sporting events for CHF 5 per game.

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