

## 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.

**21 November 2011: New practical functions**

Specially developed TV apps, a more user-friendly video on demand service as well as the option of viewing images from your PC on the television are set to make the television experience even more exciting.

**16 January 2012: Channel changing with the iPad**

Swisscom TV customers can now use their iPad as a remote control for their home television. The specially developed app offers an additional remote control function alongside all the services of the existing Swisscom TV Guide app.

**6 June 2012: TV box recordings now accessible away from home**

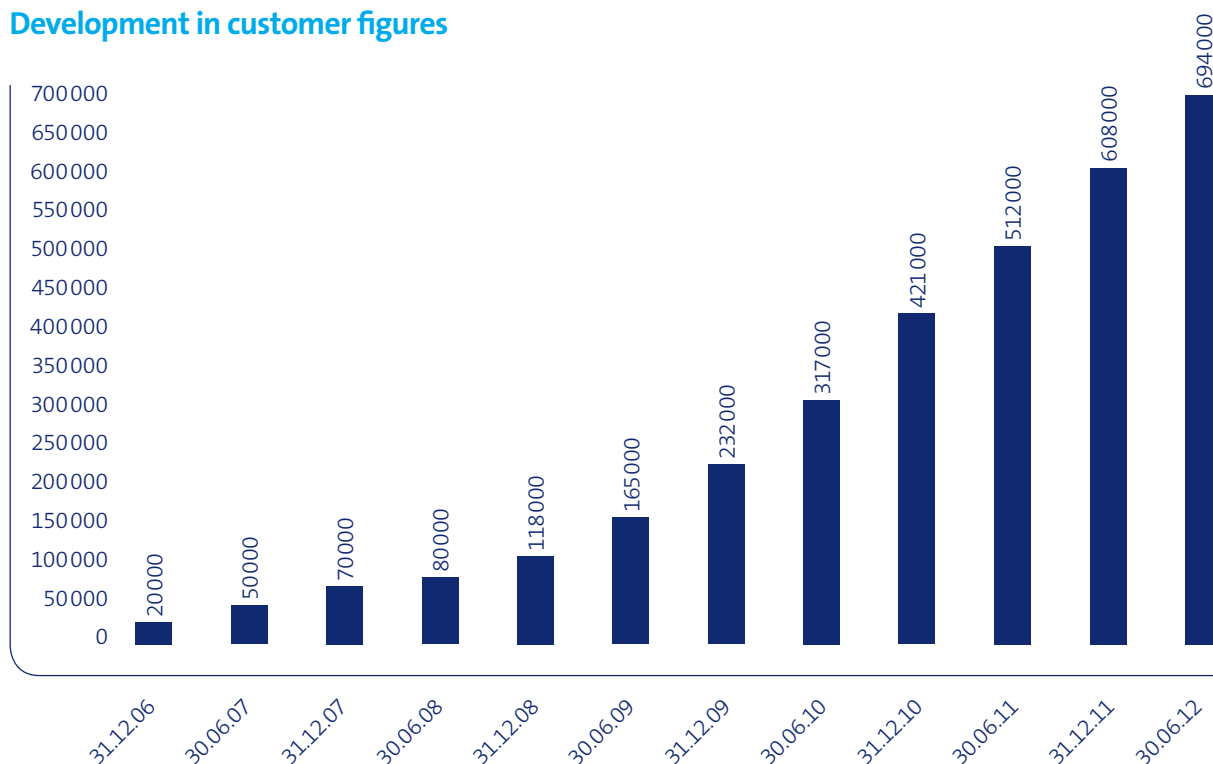
Customers of the Swisscom TV plus service can now watch their recordings over the Internet, using a PC or laptop, as well as on their home television set. From July they will also be able to do so using their iPhone or iPad.



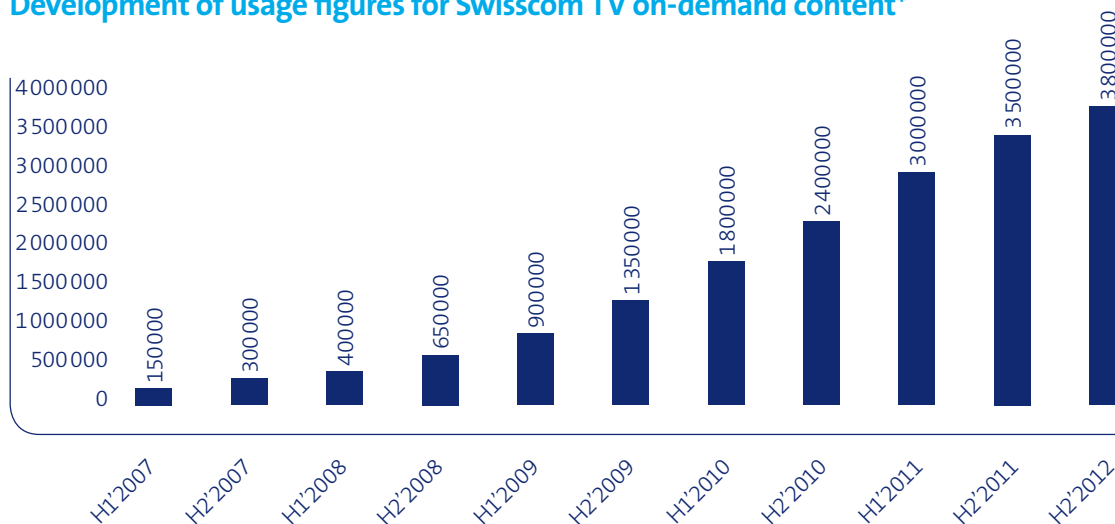
**swisscom**

## 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