



MEDIA RELEASE

Complete range of live sports from MySports and Teleclub to be offered by Swisscom and on the cable network

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Thanks to an agreement regarding the distribution of MySports and Teleclub on each other's platforms, as of autumn 2020 UPC and Swisscom will make it possible for their customers in Switzerland to have equal and complete access to live sport content. All details on the offers will be communicated by the providers in good time before the launch.

This agreement will benefit 1.8 million customers of UPC and the MySports distribution partners from Suissedigital, as well as 1.55 million Swisscom TV customers. They will then have the unrestricted opportunity to follow all games of the top Swiss football and hockey leagues, as well as the matches of the UEFA Champions League, the Bundesliga, many other European football leagues, and the European and North American hockey leagues. All customers will be able to enjoy the full content of MySports and Teleclub. The offer is expected to be bookable on the respective TV platforms sometime in the third quarter of 2020, and thus in good time for the start of the new football and hockey season.

Longstanding goal achieved

The present agreement satisfies a long-held wish not only for fans, but also for those responsible at the involved telecommunications providers. Baptiest Coopmans, CEO UPC, comments: "Already less than three years after its launch, MySports has developed into a leading player on the Swiss TV sports landscape. With distribution on Swisscom TV we will be able to make a wish come true for many fans of Swiss ice hockey: full access to MySports via Swisscom. At the same time, customers of UPC and the MySports distribution partners from Suissedigital will benefit from the full sports and entertainment offerings of Teleclub, which has been a long-standing desire of ours."

Urs Schaeppi, CEO Swisscom, adds: "We are continually expanding our Teleclub Entertainment offerings and we delight customers with highly emotional content. Now all Swisscom TV and UPC customers, as well as TV customers of other platforms, will soon be able to enjoy the respective content from MySports and Teleclub, at the same conditions. That's an important milestone. We are very pleased that, for the benefit of all sport fans, we have now been able to reach this important agreement."

About MySports:

MySports shows all Swiss Ice Hockey National League games, live and exclusively. The offer with exciting live sports, entertaining studio broadcasts, emotional original productions and Bundesliga live on Sky is available in German, French and Italian.

About Teleclub:

Teleclub Sport offers a comprehensive range of sports with more than 4,000 live sport broadcasts per year. In addition to the UEFA Champions League and the UEFA Europa League, Teleclub Sport also shows the Raiffeisen Super League, Serie A TIM, the Premier League (on RMC Sport Access) and matches from LaLiga Santander, Ligue 1 and the Bundesliga. More information is available at www.teleclub.ch/sportpaket.