



swisscom

Press release

The complete sports package for all Swisscom customers

Calling all sports fans: from today, all MySports content is also available to view on blue TV from Swisscom.

The huge new package of sport announced in the summer has now been launched. From today, Swisscom customers can follow live coverage of the Swiss ice hockey team battling it out for the puck and will never miss a match or a goal again. “We are delighted to once again offer Swiss National League ice hockey to our blue TV customers,” says Wolfgang Elsässer, Head of Entertainment at Swisscom. From today, sports fans can enjoy the MySports package alongside existing blue Sport content, giving them access to every match in the top Swiss football and ice hockey leagues, as well as games from the UEFA Champions League, the UEFA Europa League, the Bundesliga and many other European football leagues, and the European and North American hockey leagues.

In a few simple clicks, Swisscom customers can subscribe to the MySports channels via the blue TV platform and pay through their Swisscom bill. MySports costs CHF 25 per month and is available right now as a subscription and on a pay-per-view basis at a later date. Swisscom customers can continue to enjoy the blue Sport package for CHF 29.90 per month, with pay-per-view games starting at CHF 7.90. During the launch period, new blue sport customers will get two months free when they take out a contract.

Additional information:

www.blue.ch/sport

www.mysports.ch

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