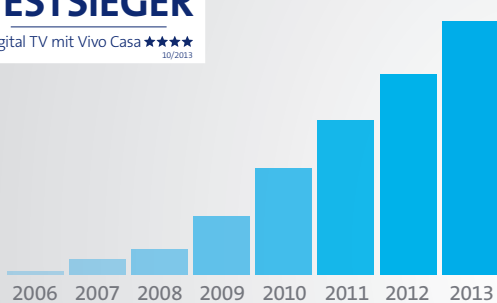


A million customers already enjoy Swisscom TV

Overview

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



One million
Swisscom TV
customers

2006: 15,000
2007: 60,000
2008: 100,000
2009: 230,000
2010: 421,000
2011: 608,000
2012: 790,000
2013: 1,000,000

Reasons for changing to digital Swisscom TV

- > Wide selection of channels
- > High picture quality
- > Recording
- > TV usage on any device



Huge choice of channels

more than 200 channels

including over 70 also in brilliant HD quality.
The channel offering features 18 languages
and around 35 Swiss broadcasters.



«Viewing habits have changed fundamentally over the past few years. Nowadays customers want to decide for themselves when and where they watch programmes that interest them. This new trend is made possible by Swisscom's Replay and mobile television offering. We also offer our customers an unparalleled entertainment selection with a huge choice of top films and Live Sport Events.»

Marc Werner, Manager Residential Customer Business at Swisscom

Triple Screen: mobile TV offering



852,000

unique clients

according to current NET-Metric figures Swisscom's mobile TV offering is ahead of the competition (as per Nov 2013)



20%

of our customers use the Triple Screen offering regularly.



Over 90 channels
are also available on the move.



250,000 recordings

An average of 250,000 recordings per month are viewed over the Swisscom TV app.



Best of Swiss
Apps Awards
2013

The Swisscom TV Gold app wins the «Best of Swiss Apps Awards 2013» in the Entertainment Apps category.

Time-delayed viewing (Replay, Live Pause and recording function)



410,000 Swisscom TV customers
already use Replay now.

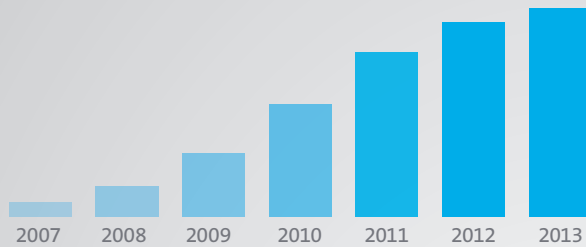
The Replay function enables Swisscom TV basic and plus customers to view the programmes of around 70 SD and 20 HD channels up to 30 hours after first airing.



- > More than 80% of our Swisscom TV plus customers regularly record programmes.
- > Around 500,000 recordings are viewed daily.

Content on demand

Development of Swisscom TV content on demand* usage in figures



1. half-year 2007	150,000	1. half-year 2011	3,000,000
2. half-year 2007	300,000	2. Halbjahr 2011	3,500,000
1. half-year 2008	400,000	1. half-year 2012	3,800,000
2. half-year 2008	650,000	2. half-year 2012	4,150,000
1. half-year 2009	900,000	1. half-year 2013	4,200,000
2. half-year 2009	1,350,000	2. half-year 2013	4,600,000
1. half-year 2010	1,800,000		
2. half-year 2010	2,400,000		

* includes films on demand and Teleclub Sport Live Events.



- > Swisscom TV's current Teleclub on Demand offering includes more than **6,150 titles** (films, documentaries, concerts), of which over 2,800 are in German, around 2,000 in French and over 1,350 in Italian. These figures include around 1,700 German, 1,250 French and 800 Italian titles in HD quality.
- > With over **4,000 Teleclub Sport Live Events** on demand Swisscom TV offers its customers who are sports fans one of the most extensive sports offerings to be found in Europe.

6,150 films, documentaries, concerts

4,000 Teleclub Sport Live Events

Swisscom TV availability

 **91%**

Swisscom TV is available in more than 91% of apartments and businesses served by Swisscom.

 **90%**

Over 90% of our Swisscom TV subscribers can already enjoy channels in HD quality.



85% can already enjoy Swisscom TV in HD quality