



One million customers: virtually every third household now watches TV with Swisscom

The number of customers watching Swisscom TV has surpassed the one million mark, thanks to record growth of over 200,000 new customers in the last twelve months. Especially popular is the huge range of entertainment offerings, which is set to expand even further in the new year, providing access to over 70 channels in HD quality and an ever-increasing range of sporting events and top films.

Seven years ago Swisscom surprised Switzerland with its new TV product and has held its ground as market leader in digital TV for more than two years. "Thanks to Swisscom TV, competition in the Swiss TV market is working better than ever. While practical functions such as the Replay function have changed the way people use television, customers are benefiting from an increasingly attractive range of offerings," says Marc Werner, Head of Residential Customers at Swisscom. A key success factor of Swisscom TV is that it features the best range of entertainment offerings in Switzerland, which is being expanded on an ongoing basis. Thanks to the continued addition of new channels over the last few weeks, Swisscom TV now offers the biggest selection of HD channels: besides 200 channels in standard quality (SD), depending on their subscription customers can now watch over 70 channels in HD quality.

Swisscom TV offers the biggest content-on-demand in Switzerland

If there are no suitable programmes currently showing, Swisscom TV customers can tune into Teleclub on Demand, which now features over 6,100 films in German, French and Italian (equivalent to a whole year of film entertainment). And in the new year Swisscom will offer sports enthusiasts an even greater choice: with live broadcasts on Swisscom TV of over 4,000 sporting events from the world of football, ice hockey, golf and Formula 1.



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Since March 2010, customers have also been able to make even better use of Swisscom TV on the go, either via the Swisscom TV app, online via the Internet or, since October 2013, at bluewin.ch. The “Triple Screen” offering (allowing users to view television on their TV set, computer or smartphone/tablet) has become increasingly popular, with the number of customers taking advantage of Swisscom TV’s mobile offering having grown fivefold in the last two years.

An information sheet with further figures on the growth of Swisscom TV can be found at:
www.swisscom.ch/dossier

Further information:

www.swisscom.ch/tv

<http://web.tvonline.swisscom.ch>

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